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1. Name of Registrant <i>EUROPEAN TRAVEL COMMISSION</i>	2. Registration No. <i>574</i>
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3. This amendment is filed to accomplish the following indicated purpose or purposes:

- To give a 10-day notice of change in information as required by Section 2(b) of the Act.
- To correct a deficiency in
 - Initial Statement
 - Supplemental Statement for the period ending *6/30/05*
 - Other purpose (specify) _____
- To give notice of change in an exhibit previously filed.

4. If this amendment requires the filing of a document or documents, please list-

CRM/CES/REGISTRATION
2007 MAR 26 AM 9:38

5. Each item checked above must be explained below in full detail together with, where appropriate, specific reference to and identity of the item in the registration statement to which it pertains. (If space is insufficient, a full insert page must be used.)

EXECUTION

In accordance with 28 U.S.C. § 1746, the undersigned swear(s) or affirm(s) under penalty of perjury that he/she has (they have) read the information set forth in this registration statement and the attached exhibits and that he/she is (they are) familiar with the contents thereof and that such contents are in their entirety true and accurate to the best of his/her (their) knowledge and belief, except that the undersigned make(s) no representation as to the truth or accuracy of the information contained in the attached Short Form Registration Statement(s), if any, insofar as such information is not within his/her (their) personal knowledge.

(Date of signature)

3/20/07

(Type or print name under each signature¹)

Sharon Fischer
SHARON FISCHER

☆ U.S. GOVERNMENT PRINTING OFFICE: 2003 496-240/65101

¹ This statement shall be signed by the individual agent, if the registrant is an individual, or by a majority of those partners, officers, directors or persons performing similar functions, if the registrant is an organization, except that the organization can, by power of attorney, authorize one or more individuals to execute this statement on its behalf.

11. Activities

Internal planning meetings

Releases

Website Maintenance of www.visiteurope.com - ETC's informational site.

Print Advertisement in VisitEurope Magazine

Media Marketplace – meeting where journalists could meet with member country directors.

On-line banner ad program

E-Newsletter – sent to subscriber list of consumers

Travel Bulletin – sent to industry professionals

Advertising Placement on special section of away.com and lead generation program

12. The ETC is not a political organization, the tourist boards are generally affiliated with the country's government, but there is no fundraising or lobbying or campaigning. The tourist offices only promote the destination, not the government or its' leaders.

14a The ETC is made up of 33 countries on Europe who work together to promote travel and tourism in Europe. Each Country contributes money to the ETC, which forms the budget. The budget is then used for administrative expenses and marketing activities.

Monies from additional sources are solely a result of sponsorship for the conference, attendance fees from industry participants and for advertising purchased.

Please see attached information for a list of member countries and monies received.



European Travel Commission - Receipts

Jan-Jun 2005

<u>From</u>	<u>Purpose</u>	<u>Amount</u>
European Travel Commission - Brussels	Membership contribution	\$ 226,951.00 *
Auto Europe	Home Page & Newsletter Sponsorship	\$ 1,275.00
Trafalgar Tours	Promotional Newsletter	\$ 4,800.00

	Total:	\$ 233,026.00

*See schedule for Member Countries as listed



European Travel Commission

c/o Spring, O'Brien, 50 West 23rd Street, New York, NY 10010 • (212) 620-7100 • etc@spring-obrien.com



European Travel Commission - Disbursements

Disbursements to Spring O'Brien & Co., Inc. \$ 233,026.00

Total: \$ 233,026.00



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6/30/05

ETC Member Countries

Austrian Tourist Office

Belgian Tourist Office

VisitBritain

Bulgarian Ministry of Economy

Croatian National Tourist Office

Cyprus Tourism Organization

Czech Tourist Authority

VisitDenmark

Estonian Tourist Board

Finnish Tourist Board

**Maison de la France,
French Government Tourist Office**

German National Tourist Office

Greek National Tourist Organization

Hungarian National Tourist Office

Icelandic Tourist Board

Tourism Ireland

Italian Government Tourist Board

Latvian Tourism Development Agency

Lithuania State Department of Tourism

Luxembourg National Tourist Office

Malta Tourism Authority

Monaco Government Tourist Office

**Netherlands Board of Tourism and
Conventions**

Norwegian Tourist Board

Polish National Tourist Office

Portuguese National Tourist Office

Romanian National Tourist Office

Slovak Tourist Board

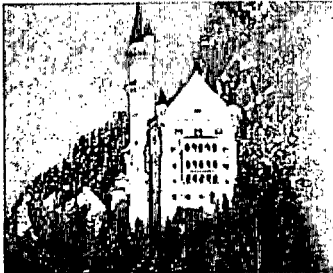
Slovenian Tourist Board

Tourist Office of Spain

Swedish Travel & Tourism Council

Switzerland Tourism

Turkish Tourist Office



January 2005

VisitEuropeNow

THE EUROPEAN TRAVEL COMMISSION AND ITS 33 MEMBER NATIONAL TOURIST OFFICES

February and Valentine's Day go together like Romeo and Juliet, and Europe never lacks for romantic escapes á deux. Consider sharing an intimate dinner in the mountains, touring country cottages in a classic sports car, strolling Mediterranean promenades or attending an Imperial Ball. These and other passion-igniting ideas unfold this month – many at prices you will fall in love with at first sight.

Europe WITH MONEY IN YOUR POCKET!

Italy from \$71 per day
France from \$79 per day
England from \$82 per day
Spain from \$91 per day
Greece from \$112 per day

TRAFALGAR

www.trafalgar.com 866-544-4434

To subscribe to individual country e-newsletters, please [click here](#).

(AUSTRIA)

HONEYMOON LIKE ROYALTY

Plan a romantic getaway, just like the trip that was chosen for the lucky couple on "Today Throws a Destination Wedding". Once in Vienna, reside at the Hotel Imperial, a former palace, and relax in the luxuriously appointed royal suite...[read more](#).

(GERMANY)

ROMANCE ON THE SLOPES

Recline in your sun chair at a spa with a glass of Riesling or zip down the slopes hand in hand in the Bavarian

SPECIALS THIS MONTH

(FRANCE)

VALENTINE'S DAY IN PARIS

Spend this romantic holiday with someone you love in the capital of romance! From February 6 to 20, 2005, the Hôtel Ambassador, is offering a special Valentine's Day package for 520 €. In the very heart of the business district and less than a five-minute walk from the Opéra Garnier and the main Parisian department stores... [read more](#).

(ICELAND)

HONEYMOON EXPRESS

Spend your Valentine's Day in romantic Reykjavik, an utterly charming place to spend quality romantic time with that special someone. Enjoy exotic scenery, soothing spas... [read more](#).

(SWITZERLAND)

WINTER WONDERLAND

With snow capped, majestic mountains, winter hiking through fairytale landscapes, resorts packed with character and the most unique romantic hotels...[read more](#).

(BRITAIN)

ROMANTIC ROAD

Imagine yourself in a beautiful car on a winding country road surrounded by picturesque countryside. Visitors can travel the Romantic Road in style with a classic Morgan 4/4 sports car in the Cotswolds, exploring villages of honey-colored stone... [read more](#).

slopes hand in hand in the Bavaria's southern Alpine village of Berchtesgaden. Package includes: 7 nights w/ breakfast and prices start at 234 € per person...[read more](#).

(ITALY)

ROMANCE = LOVE

All around Italy St. Valentine is celebrated, exuding a romantic atmosphere and feeling. Terni is the "City of St. Valentine - City of Love". Here, Saint Valentine is celebrated with four weeks of events in memory of the "Saint of Love"...[read more](#).

(FINLAND)

WEEKEND GETAWAY

When it comes to romance the country of Finland is awesome and those keen on excitement can turn to Helsinki's sophisticated capital. Let Michelin star restaurants tempt your palate and overnight at luxury hotels such as the historic Hotel Kamp, where weekend packages starting at Euro 97.50 per person...[read more](#).

(HOLLAND)

TULIPS ARE RED...

Every spring, the Keukenhof Gardens are a feast for the eye. Millions of tulips and other bulb flowers are in bloom, this year from March 24 - May 20, 2005...[read more](#).

(TURKEY)

LOVE AND LUXURY

Experience a magnificent Valentine's Day at the Çiragan Palace Hotel Kempinski Istanbul. Package includes one night accommodation at the Palace Suite...[read more](#).

(SWEDEN)

BEAUTY ON WATER

Welcome to one of the world's most beautiful cities: Stockholm – Beauty on Water. Romance is never far away, from beautiful parks to romantic restaurants and hideaways - Stockholm offers something for all the senses...[read more](#).

(MONACO)

MAGICAL MONACO

There is nothing in the world more romantic than the idea of spending Valentine's Day - or any day - with your prince or princess in the world's favorite fairytale destination, Monaco. Consider: a moonlit promenade along the Mediterranean's magnificent esplanade... [read more](#).

(CZECH REPUBLIC)

LOVE IN PRAGUE

Special Valentine's Day packages starting at \$595 per person include round-trip airfare from New York to Prague, accommodations at three star hotel for 6 nights, private transfers from the airport to the hotel, grand city tour of Prague, romantic dinner in a traditional restaurant, and chocolates and champagne in the room... [read more](#).

(PORTUGAL)

THAT SPECIAL VACATION

The perfect gift for your Valentine. Reid's Palace in Madeira, overlooking the Bay of Funchal, is the perfect destination for a memorable romantic holiday. Enjoy the peace and romanticism that the island of Madeira and Reid's Palace can offer you during this special occasion...[read more](#).

(EUROPE)

SAVE \$200 PER COUPLE ON A EUROPEAN VACATION

To celebrate the New Year, Trafalgar is putting muscle in the dollar. A new promotion offers a savings of \$200 per couple (\$100 per person) on new and selected, air-inclusive 2005 escorted vacations to Europe...[read more](#).

(IRELAND)

ROMANTIC EMERALD ISLE

More Americans than ever before are making the choice of Ireland for their honeymoon vacation or that special romantic journey. The Emerald Isle has become a haven for those seeking the special pampering that is the hallmark of the romance-filled vacation...[read more](#).

(SPAIN)

QUEST FOR LOVE

In 2005, Spain's La Mancha region celebrates the 400th anniversary of the apparition of Don Quixote and his beloved, the beautiful and aloof Dulcinea. Take advantage of this opportunity to follow the path of the

Europe

[more.](#)

Unlimited

(BELGIUM)

**ADD A LITTLE SPARKLE TO
YOUR RELATIONSHIP**

More and more people discover Antwerp as a lovely destination for a romantic city break. You can wonder through the city's historic streets in awe at the magnificent monuments, browse the many shops, relax in its beautiful parks or stroll along the banks of the river Scheldt. Antwerp sparkles by day and night...[read more.](#)

(HUNGARY)

**6 DAY VALENTINE'S WEEK IN BUDAPEST FROM
\$499**

Enjoy a romantic vacation in Hungary by taking in the magnificent city view from the Royal Castle District, stroll across the Chain Bridge and walk along the historic Andrassy boulevard...[read more.](#)

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February 2005



VisitEuropeNow

THE EUROPEAN TRAVEL COMMISSION AND ITS 33 MEMBER NATIONAL TOURIST OFFICES

Europe is always a great value, especially now while the pre-high season months bring the riches of Europe at prices you will spring for. Savor the great art and different moods of Vienna, from stately grande dame to trendy gamine. Live like James Bond in Monaco for a few days. Get away to the islands - Portugal's Azores, that is, just four hours away. Gather your golf buddies and head for Spain's fabled fairways. Whatever you do, it might be cheaper than staying home!

Europe WITH MONEY IN YOUR POCKET!

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France from \$79 per day
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Spain from \$91 per day
Greece from \$112 per day

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To subscribe to individual country e-newsletters, please [click here](#).

(CROATIA)

SPRING DEAL

March in Croatia is magical. Travel "Dubrovnik and Beyond" for a 14-day tour starting at \$1695... [read more](#).

(DENMARK)

HANS CHRISTIAN ANDERSEN GETAWAY

Take a special getaway to wonderful Copenhagen, the city of Hans Christian Andersen's fondest dreams. A three-night package includes round-trip airfare, hotel accommodations and an

SPECIALS THIS MONTH

(FINLAND)

APRIL IN ESPOO

April in Espoo means jazz-kissed romance for couples keen on the likes of soulful Ray Charles, Joe Sawinul and Nina Simone who were past headliners at the Jazz Festival, taking place April 20-24, 2005 in Espoo... [read more](#).

(AUSTRIA)

SPRING IN VIENNA

More than just a city, Vienna is a state of mind. Visit this March for just \$699 including nonstop flight NYC or Washington to Vienna, 6 nights centrally located hotel accommodation with buffet breakfast, private transfers and city sightseeing... [read more](#).

(MONACO)

DISCOVER MONACO WITH A PRIVATE CHAUFFEUR

Exclusive to MonacoAuction.com, this limited offer combines three nights for two at SBM's ultra-modern Hotel Mirabeau PLUS your own air-conditioned, chauffeur-driven luxury car with an English-speaking driver who serves as your personal guide for a day according to your customized itinerary... [read more](#).

(HUNGARY)

PALACE OF ARTS GALA

The newest cultural complex of Budapest will hold its gala opening on March 15th. This huge complex, located in the Millennium City Center on the Pest side at the foot of the Lagymanyosi Bridge, will house the Ludwig Museum, the concert hall of the National Philharmonic Orchestra, as

HCA Museum Pass; all starting at \$499... [read more.](#)

(CYPRUS)

SPRING LUXURY

Thalassa Boutique Hotel and Spa, the first luxury boutique hotel in Cyprus has just opened its doors. Located just 25 minutes away from the international airport of Paphos in the Southwest of Cyprus with 58 residences and suites... [read more.](#)

(PORTUGAL)

EUROPE'S BEST-KEPT SECRET

Just four hours away, the Azores islands of Portugal are the closest and most breathtaking point in Europe. Azores Express – with direct flights from Boston – is now offering spring packages starting at just \$569/person... [read more.](#)

(SWITZERLAND)

ZURICH SPRING EVENT

In former times, the guild members celebrated this long-awaited spring festival, marking the end of the winter, by eating, holding speeches and by mutual visits to respective guildhalls. On April 18, 2005 this tradition continues... [read more.](#)

well as the National Dance Theatre... [read more.](#)

(SWEDEN)

SPRING SALE

Planning a trip to Stockholm, Sweden, this summer? Catch the SAS Early Bird Summer Sale fare while it is here. Book your travel before March 31, 2005 and you will enjoy big savings on summer travel to most destinations in Scandinavia and Finland... [read more.](#)

(TURKEY)

TURKISH DELIGHT

Travel throughout Turkey for 14 days, all-inclusive with air from New York starting at \$1435. Departing Apr. 20, 2005 on one of the most popular tours, which will appease the seasoned traveler to the history buff alike... [read more.](#)

(SPAIN)

SPRING GOLF DREAM

Spend 6 nights at the luxurious Gran Hotel Guadalpin, located in the heart of Marbella, chic capital of the Spanish Costa del Sol, staying in junior suites. Play 4 of Spain's top ranked golf courses, enjoy 7 days rental of a mini-van and 2 gourmet dinners... [read more.](#)

(HOLLAND)

THE SOUND OF MUSIC

The jubilee performance on three antique Amati violins at TEFAF Maastricht (International Art and Antiques Fair in the Netherlands) is having a contagious effect on art and antique dealers. A whole range of objects connected to music in one way or another will be brought to this year's fair held on March 4 – 13, 2005... [read more.](#)

(ICELAND)

BE SURE TO WEAR FLOWERS

Thanks to the increased popularity of Iceland as a travel destination, in spring 2005 Icelandair opens its sixth North American gateway in San Francisco. This will be the airline's first direct service from the West Coast... [read more.](#)

(BELGIUM)

BEAUTIFUL BELGIUM

From the charming canals of Bruges to the cosmopolitan elegance of Brussels, and the lush green of the Ardennes, spring is a wonderful time to visit Belgium. A variety of exhibits marks this special year, Belgium's



on March 18 through July 31, 2005...
[read more.](#)

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March 2005

Europe
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(HOLLAND)

KEUKENHOF OPENS

The Keukenhof, Holland's world-famous spring gardens, will be open again from March 24 to May 20. The 80-acre park is located one hour from Amsterdam and is renowned for its more than 7 million tulip, narcissi, hyacinth and other bulb flowers... [read more](#).

(FRANCE)

RENDEZ-VOUS IN THE GARDEN

SPECIALS THIS MONTH

(HUNGARY)

GARDEN ISLAND

The most romantic garden of the capital, Margaret Island, lies in the middle of Budapest embraced by the Danube and can easily be reached from any direction. One of the most beautiful parts of the island is the carpet of flowers in the rose garden, and the evocative Japanese garden with a thermal lake and a waterfall... [read more](#).

(MONACO)

MONACO FLOWER SHOW

Established by H.S.H. Princess Grace, the Monaco Garden Club continues to flourish and each spring plays host to the illustrious Monaco Flower Show, incorporating the International Floral Arrangement Contest. This year, from April 29 - May 2 at the Grimaldi Forum Monaco, the show's theme is The Art of Mediterranean Gardening... [read more](#).

(GERMANY)

"CHANGE OF PERSPECTIVE"

BUGA, or Bundesgartenschau, is Germany's national garden show which takes place every two years. This year from April 28 to October 9th, the show promises to be especially exciting as the city of Munich has teamed up with forward-looking designers, developers, promoters and garden experts to put together a bold and innovative concept for the show,

RENDEZVOUS IN THE GARDEN

Trees take center stage at this year's *Rendezvous in the Gardens*. June 3rd, 4th and 5th are exceptional days in all the regions of France, as public and private parks and gardens open their gates for the annual *Rendezvous in the Gardens*... [read more](#).

(BELGUIM)

FORALIES

An extravaganza of flowers, plants and botanical treasures not to be missed. This event is only staged every five years. Foralies will take place in Ghent during April 14 through April 24... [read more](#).

(AUSTRIA)

THE SCENT OF AUSTRIAN ROSES

See the Austrian roses in different settings - visit Vienna's Imperial and public rose gardens, the Baden Rose Festival and several private rose collection grown in castle gardens in Eastern Austria... [read more](#).

(ITALY)

HANBURY GARDENS

The Hanbury Gardens were created by Thomas Hanbury, a Londoner who fell in love with this part of the coast for its unique climate and extraordinary views. The gardens are on the estate of the villa that belonged to the Marchesi Orenco di Ventimiglia... [read more](#).

(FINLAND)

KING'S ROAD

Visit a variety of gardens along your King's Road Journey. Stop at the Allotment Gardens, which lies just 20 minutes from city center Helsinki and is one of the great places to go... [read more](#).

(PORTUGAL)

SEA OF FLOWERS

Between April 6th and 10th, Madeira will be putting on the Flower Festival, one of the region's most important tourist attractions. The theme this year is "A sea of flowers for you"...[read more](#).

"Change of Perspective,"... [read more](#).

(BRITAIN)

A GARDEN DEAL

Virgin Vacations is offering a 'Chelsea Flower Show Special' package, flying out of the US between May 23rd and 25th, 2005. Starting at \$1,099 per person, the package includes round-trip airfare (excluding taxes, from New York), round-trip transportation between the London airport and hotel, six nights hotel accommodations (including taxes.. [read more](#).

(MALTA)

Although Malta's climate is characterized by long hot summers and comparatively little rainfall, there is a surprising abundance of attractive public gardens which can be found all over the Maltese Islands. Most public gardens are the legacy of the Knights of St. John who needed space and shade for recreation. These are full of unusual and exotic plants... [read more](#).

(SWEDEN)

CITY OF PARKS

Gothenburg is Sweden's "city of parks" including the Gothenburg Botanical Garden, voted Sweden's most beautiful park in 2003. Rose lovers must pay a visit to the more than 5,000 roses at the renowned Rosarium in Trågårdsförenigen, Gothenburg's 19th-century horticultural park... [read more](#).

(DENMARK)

FLOWERPARK

Especially for 2005, the 200th anniversary of Hans Christian Andersen's birth, Jesperhus Flowerpark in Nykøbing Mors has created flower sculptures of Andersen's famous fairytale characters: the Little Mermaid, the Ugly Duckling and more... [read more](#).



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Full Content: Art & Architecture Newsletter
April 2005

Malta

Painted Domes

Wherever you go on the Islands, you'll see baroque churches, their red or silver painted domes in relief against the skyline. Each church is an architectural gem with its own history and cultural treasures. The Co-Cathedral of St John, Valletta, is the most prestigious historical monument on the Islands, and houses great artworks by Caravaggio and Mattia Preti. However short your stay, this monastic church of the Knights of St John is a must.

The capital city, Valletta, is a World Heritage City. It reflects some of Malta's rich heritage of archaeology, history, architecture, art and culture.

http://www.visitmalta.com/en/what_to_do/wtd_culture_/wtd_culnight_art/wtd_cult_night_art.html

Denmark

Architecture Tours

Good news for Danish architecture fans! The Danish Architecture Center's new web guide helps you plan your own architectural walking tours through Copenhagen, Odense, Aarhus and Aalborg. There are 14 tours in all. Choose the ones you like, print them out, fold them up and you're ready to go!

www.dac.dk/guide

Sweden

Fascination with Form and Function

2005 has been designated as Sweden's Year of Design. It's a time to celebrate the design that makes Sweden world-famous, from the glassware produced by glassworks in our "Kingdom of Crystal" to the furniture of visionary designers like Carl Malmsten to the fashions you see everywhere from Paris runways to H&M stores.

2005 is also a time to celebrate the everyday design we sometimes take for granted; the practical yet inventive items designed to make our lives easier – the inviting park bench, the lamp that casts a perfect glow, the tools and machinery that help us accomplish tasks whether we're in the kitchen or the factory. Look for design events throughout Sweden all year long. Here are some highlights:

<http://www.designaret.se/wlt/E5828919-0916-4E5F-9CDF-CB0B188B4FE3.wlt>

Portugal

Riches of Portugal

Journey through history-- from the romantic Sintra hills to the Atlantic coast; from Porto, former European City of Culture, to the steeply terraced port wine country of the Douro River Valley. This tour is from September 16-29, 2005 for 14 days/13 nights from \$4490 land only.

Discover the 7th c. hermitages of Bussaco Forest; visit ancient Coimbra University. Follow the Tagus River into rolling wheat fields through cork oak to the white villages of the Alentejo. Bronze Age stone sites, Moorish fortresses, Gothic spires, and Baroque tiles offer a wealth of sights for the cultural traveler on this one of a kind tour. Stops include Sintra, Nazaré, Óbidos, Porto, Coimbra, Tomar, Marvão, Estremoz, Évora, Lisbon. The tour features boutique hotels and pousadas, fine regional dining, and private hosted visits with art restorers, artisans, farmers and wine-makers. Group size limited.

<http://saranjan.com/artarchportugal.htm>

Finland

Design Year Tour

Enjoy Finnish world-renowned art, design and architecture in Helsinki, "the best designed city in Europe," according to the *Harvard Architectural Review*, during Design Year Finland 2005. Air and land packages, available April 1 through December 31, 2005, start at \$828 per person, based on double occupancy. The four-day package includes visits to a design artist's studio, the Design Forum, the Design Museum, the Arabia Porcelain Factory and Kiasma, Helsinki's museum of contemporary art. Learn about and shop for Finnish design in fashionable stores on the Esplanade. Take home Finnish design items including iittala crystal and housewares, Marimekko fashions and fabrics, Artek furnishings and more. Contact Passage Tours, 800-548-5960.

www.passagetours.com

Belgium

Capital of Art Nouveau

To celebrate Brussels image as the Capital of Art Nouveau, a series of events are held all year long. A program booklet is available from the Tourist Office in New York.

While viewing the framework of the year long celebration don't miss: Art Nouveau and Design 1830-1985, an exhibit featuring decorative arts influenced by Horta,

Hankar and Van de Velde, on show at the Royal Museums of Arts and History in Brussels from May 25 - December 31, 2005

<http://www.visitbelgium.com/bepres27.htm>

Spain

Art Capitals of Spain

Travel to Madrid, Bilbao, Barcelona for 10 Days and 8 Nights from \$1,010 plus airfare. This hosted tour includes: arrival and departure airport to hotel transfers, transfer to Madrid, Bilbao, and Barcelona, daily breakfast, sightseeing with expert local tour guides in all 3 cities, and visits to the Prado, Guggenheim, and Picasso Museums.

This trip is valid from April 1- October 31, 2005. Air transportation is additional.

www.petrabaxusa.com

Austria

Austria is for Art

One of the fascinating aspects about Austria is its combination of rich cultural heritage and a drive for innovation with unparalleled ease and elegance. This is especially true when it comes to art and architecture, where past masterpieces influence modern works and they in turn accentuate the other.

New museums and the influx of creative ideas from both Eastern and Western Europe have made Austria one of the top destinations for art enthusiasts. Throughout Austria, there is art everywhere you turn. In Vienna you will find some of the finest museums in Europe, including the Museums Quarter (MQ) which features Modern art in the former imperial stables and in modern structures such as the Leopold Museum, the Liechtenstein Museum which displays works of genius from masters such as Rubens, van Dyck and Rembrandt, and the Belvedere Palace, where you can admire Gustav Klimt's painting "The Kiss".

www.mqw.at

Hungary

A Masterpiece of Architecture

Located on Roosevelt Square, at the foot of Budapest's historic Chain Bridge, the Four Seasons Hotel – known also as Gresham Palace - was originally built in the manner of a neoclassical palace. It was opened as a luxury hotel in 2004 after a comprehensive reconstruction.

The Gresham Palace is acclaimed as one of the finest examples of Art Nouveau Architecture in Central Europe with its various secession motifs. An arcade and a

multicolored roof decorate the lobby, stairways featuring stained-glass windows lead to the upper floors, and ironwork and mosaic tiled atrium. The Four Seasons has reinvented this architectural jewel as a grand, vintage hotel with 21st century infrastructure.

The rooms and suites are all generously sized and reflect the architectural heritage of the palace, with step out balconies and vaulted ceilings. All guest quarters offer superb views, whether to intimate interior courtyards or to the Danube or the city itself.

<http://www.fourseasons.com/budapest>

May 2005



VisitEuropeNow

THE EUROPEAN TRAVEL COMMISSION AND ITS 33 MEMBER NATIONAL TOURIST OFFICES

Europe is family-friendly this spring. You can take the kids to feed the ducks in London, visit Santa in Finland for Christmas in July or see 30-foot tall sand sculptures in Denmark. Travel the Fairy-Tale Route in Germany and feel like you stepped out of a classic story. Then finish up with a delicious Croatian snack. For the family, as always, Europe has unlimited options!

And [click here](#) to enter a sweepstakes for the chance to win a great art and architecture trip to Europe.

To subscribe to individual country e-newsletters, please [click here](#).

(BELGIUM)

THE OMMEGANG PAGEANT

Don't miss this colorful medieval festival taking place this year on Brussels' Grand Place on June 30 and July 2. Brussels' Ommegang Pageant is an historical evocation of the festival held in 1549 for Charles the Fifth ... [read more](#).

(DENMARK)

FAIRYTALE CASTLES IN THE SAND

This year the annual Sand Sculpture Festivals on the island of Rømø (June 15) and on the beaches of Søndervig (June 25) take their theme from Denmark's own Hans Christian Andersen in honor of his 200th birthday. Look for sculptures – some as big as 30 feet tall – inspired by Andersen's tales... [read more](#).

(FINLAND)

FAMILIES LOVE FINLAND

Take your family to Finland for Christmas in July! Visit Rovaniemi, the capital of Finnish Lapland and a magnet for Santa lovers. It is home to Santa's Workshop, Santa's Village and Santa Park, where children can attend Elf School, bake gingerbread cookies, sleigh ride through the workshop and visit Finland's foremost citizen – Santa Claus... [read more](#).

SPECIALS THIS MONTH

(AUSTRIA)

TRAVELING WITH CHILDREN

Austria, the small country in the heart of Europe, also has a big heart for the little ones. In 2006, child prodigy Wolfgang Amadeus Mozart is celebrating his 250th birthday and the Salzburger Marionetten Theater (Puppet Theater) will perform some of his most beloved operas... [read more](#).

(BRITAIN)

FAMILY-FRIENDLY AND FREE LONDON

Britain has 238 free museums including, in London, the fabulous Science Museum with interactive exhibits (the Launch Pad is amazing) for children of all ages and the Natural History Museum with huge dinosaurs! London's royal parks are also ideal for families... [read more](#).

(FRANCE)

FAMILY IN FRANCE

See Burgundy on the waterside this summer. Try out 1,200 kilometers of rivers and canals, which are open only for pleasure boats. Hire a houseboat and you can be your own captain... [read more](#).

(GERMANY)

THE GERMAN FAIRY-TALE ROUTE

Welcome to the world of bold princes, good fairies, simple farm-boys, "Puss in Boots," "Little Red Riding Hood" and all

(PORTUGAL)

PORTUGAL MARKETS & CRAFTS TOUR

Regional crafts continue to thrive in Portugal—ceramics, lace, carpet making, leather tooling, and glass making. You and your family can learn how all of these great crafts are produced in the vibrant city of Lisbon. Visit Portugal on this 8-days/7-nights tour starting at \$3150 per person ... [read more.](#)

(CROATIA)

SRDELA SNACK

Give your family a taste of the Croatian Adriatic with a healthy, fast food snack!

“Srdela Snack” (sardine snack) is a simple and affordable meal of quality fish from the Croatian Adriatic Sea ... [read more.](#)



the Brothers Grimm. Welcome to the 400-mile-long German Fairy-Tale Route from Hanau to Bremen, where it still feels exactly as if you're traveling

through a child's book of illustrated Fairy Tales... [read more.](#)

(MALTA)

FAMILY HOLIDAYS IN MALTA

Clear seas and a relaxed Mediterranean atmosphere make the Islands ideal for family holidays. The warm climate means you can enjoy the outdoor activities all year round. There are museums which let you delve into the mysteries of Malta's past, such as an underground prehistoric temple... [read more.](#)

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June 2005



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THE EUROPEAN TRAVEL COMMISSION AND ITS 33 MEMBER NATIONAL TOURIST OFFICES

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(BELGIUM)

ADVENTURES IN BELGIUM

If you love nature and you are keen on sports, the "Aventure Parc" less than 16 miles from Brussels, is just right for you. There are Tyrolean climbs, giant's steps, monkey-bridges, swinging loops, suspended barrels and much more .. [read more](#).

SPECIALS THIS MONTH

(AUSTRIA)

SALZBURG EXPLORATION

Salzburg and its capital, the world-famous city of the same name, are the ideal destination for an active vacation. Among the most spectacular natural attractions in Salzburg is the 12,461 feet high "Grossglockner", Austria's highest mountain, which can be explored on foot, by bike or motorcycle...[read more](#).

(BRITAIN)

ZORBING OR BOG SNORKELING

Would you like to be rolled down a hill in a giant inflatable "hamster" ball? Or how about cycling underwater with a snorkel? If so, then make your trip across the pond to Britain... [read more](#).

(GERMANY)

NIGHT CYCLING

Take advantage of the beautiful summer weather and visit the town of Hannover for the 21st Night Cycle race. Once again, we look forward to welcoming thousands of spectators and some top-class cyclists on July 29, 2005... [read more](#).

(HOLLAND)

SAIL AMSTERDAM 2005

Sail Amsterdam is a unique maritime event organized once every five years, occurring this year from August 17-22, 2005 at KNSM Island, Amsterdam. Many stately tall ships dot the harbor and a spectacular naval parade of 30 tall ships opens the event... [read more](#).

(CROATIA)

RAFTING SEASON

The first weekend of May symbolized the long awaited start of the rafting season in Croatia. The comfortable spring water and more than adequate water levels make taking a ride down the Dobra, Kupa and Zrmanja rivers a great way to spend your summer... [read more.](#)

(FINLAND)

BIKING TOURS

Biking tours along the birch forest-lined King's Road give bikers a healthy dose of Finnish sunshine and historic sights such as Fiskars Village (the Williamsburg of Finland) and quaint towns with wooden houses such as Naantali and Porvoo... [read more.](#)

(ITALY)

CLIMB A VOLCANO

One can climb the magnificent volcano, Mount Vesuvius which overlooks the illustrious Bay of Naples and is famously surrounded by Ercolano and Pompei. With just a 30-minute walk, brave voyagers can venture to the top of the volcano, and the main crater ... [read more.](#)

(PORTUGAL)

A TASTE FOR ADVENTURE

If you're looking for adventure, wild places and breathless exhilaration, look no further than Portugal, but give yourself plenty of time - you'll need it. In the north, the Parque Nacional da Peneda-Gerês offers glorious hiking and mountain biking through granite massifs, passing ancient villages. River pools throughout the park tempt walkers to a quick dip, and the breath-taking Arado or Homem waterfalls are perfect for an invigorating swim ... [read more.](#)

(SWEDEN)

KAYAKING AND CANOEING

Try whitewater kayaking in the heart of Stockholm on a course that runs between the Royal Palace and the Royal Opera House. Or kayak the Stockholm archipelago, stopping at some of its 24,000 islands for a closer look or a meal at a local inn... [read more.](#)

(MALTA)

ADVENTURE SPORTS

Malta's rugged terrain and clear seas offer all manner of adventure sports with activity levels to suit both beginners and the more experienced. There are cliffs to challenge professional rock climbers and wreck and cave diving for the seasoned underwater enthusiast. Malta is well known for its excellent dive sites. The sea is warm all year round, making it an ideal location for those just starting out... [read more.](#)

(SWITZERLAND)

SWISS HIKING

This is an adventurous hiking tour designed for those seeking an active vacation in the Swiss Alps. Hiking from Meiringen to Kandersteg, you'll stay in a different location most nights, as you hike this breathtaking and challenging section of the legendary Alpine Pass Route... [read more.](#)

(TURKEY)

REVOLVING HOTEL ADVENTURES

Only 15 minutes from Antalya International Airport, the 238-room Marmara Antalya will be a revolutionary addition to the celebrated Turkish Riviera, site of some of the best beaches on the Mediterranean, when it opens in June. One of its two dramatic buildings perched on the majestic Falez cliffs will continually rotate, so that each of its 24 spacious lofts will be treated to a constantly changing panorama of mountains, sea and the resort's expansive grounds. The Marmara Antalya will be the world's first revolving hotel and is themed around health and fitness... [read more.](#)

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Unlimited

Travel Bulletin

PRODUCED BY SPRING, O'BRIEN FOR THE EUROPEAN TRAVEL COMMISSION AND ITS 33 MEMBER GOVERNMENT TOURIST OFFICES

Note from the Editor:

With the New Year comes new resolve to lose weight and find ways to make ourselves more worthy, two resolutions we've applied to the Europe Unlimited Bulletin. Thus, we've slimmed it down and developed some lean muscle in the form of practical news. Combating the black belt euro is sure to be a continuing series, and we're hitting the mat in this issue with news of some of Europe's free attractions. Europe is best savored by the mouthful, we think, and we preview some of the dining gems tucked away on roads less taken. Industry news, what's shaking in aviation, and charting Europe's continued rise in popularity are ongoing topics to help to stay abreast of Europe's ever-evolving travel scene.

We hope you enjoy the newly toned bulletin. Please don't hesitate to let us know what you would like to see covered in future issues.

Peace,

Nora Brossard
Nora Brossard
norab@spring-obrien.com

What's New in Travel to Europe

Four New Hotels in UK – Four Seasons Hotel Hampshire offers Georgian elegance in the English countryside an hour from London, with 133 rooms, a 27,000 square-foot spa and two restaurants. Endsleigh House in Cornwall offers 15 rooms beginning in May, in a traditional English country home owned by the sister of Sir Rocco Forte. In Edinburgh this spring, look for a second Dakota Hotel on the banks of the Firth of Forth in South Queensferry, whose 132 rooms sport modern amenities like plasma screen TVs and bathrooms with walk-in showers. Gothic Mar Hall in Glasgow is reborn as a luxury hotel with 53 rooms, magnificent grounds and a new 18-hole championship golf course to come this year.

More Lift to UK and Northern Ireland – New daily air service to Bristol on Continental from Newark begins May 20, the first ever from the US to southwest England. Belfast, too, welcomes its first US nonstops with daily Continental service from Newark starting May 26. Plans are for Belfast International Airport to grow, if Spanish firm Abertis takes it over. American Airlines starts its first service to Ireland in 60 years on May 1, flying from Chicago to Dublin and from Boston to Shannon.

Butts Butt Out – Italy and Paris have both jumped on the smoking bandwagon in bars and restaurants, although in Paris it is purely voluntary. Participating establishments display a "Tobacco Free" sign for those wishing to breathe smoke free (see www.parisinfo.com for a complete list). Italy's government, however, has imposed an outright ban nationwide in bars, restaurants, offices and other public places.

Eurostar's Gold Star – the high-speed cross-channel train carried a record 7.3 million passengers in '04, up 14% from '03. Sales climbed 15% to \$814 million. Apparently an injection of holiday traffic helped boost the final tally.

These Hostels no Hovels – Traveling on a budget doesn't have to mean settling for slovenly digs. Check out Hostelworld.com's first annual "Hoscar" awards for the world's best hostels. Cat's Hostel in Madrid won Best Hostel in the World award, and Madrid took other awards (United World International) along with Amsterdam (Flying Pig Downtown, The Bulldog, Flying Pig Palace), Rome (Yellow Hostel), Vienna (Wombat's City Hostel), Galway (Sleepzone), Dublin (Four Courts Hotel) and Edinburgh (Globetrotter Inn).

What's New in Travel to EuropePage 1
Bucking the Euro.....Page 2
Europe by the Mouthful ...Page 3
Airline News.....Page 5



(Sources: Visit Britain, French Government Tourist Office, *Travel Weekly*, *MSNBC*, *International Herald Tribune*, *Travel Agent*)

Bucking the Euro

Smart consumers also make savvy travelers – and they will get more green from their greenbacks in Europe with tighter budgeting and by just saying no to frivolous spending. Armed with some cost-saving strategies, travelers need not find Europe much more expensive than in 2004. Start by clicking on www.visiteurope.com, with immediate access to hot deals, as well as links to 33 European countries that provide their own inside cost-saving tips.

Number one cost-cutter: Travelers can take advantage of the many free things there are to see and do in Europe, many of which lead to unusual and rewarding experiences, sometimes off the tourist track, giving them bragging rights not only to a new discovery but one that didn't cost a cent. Here's a mere sampling culled from <http://www.freetodo.net/> and other sources.

Free Museums

Surely one of the world's greatest all time bargains is **free entry to all national museums and galleries in England, Scotland and Wales**. In London, that includes such world-class venues as the British Museum, the National Gallery, National Portrait Gallery, Victoria & Albert, Tate Modern, Science Museum and the Zandra Rhodes Fashion & Textile Museum, for starters.

The Municipal Gallery of Modern Art in **Dublin** (22 Parnell Square North; Tues-Thurs 9:30 AM-6:00 {M; Fri-Sat 9:30 AM-5:00 PM; Sun 11:00 AM-5:00 PM}) holds important paintings by Impressionists Manet, Pissarro, Berthe Morisot and Renoir.

In **Brussels**, several mysterious, evocative paintings of surrealist master Magritte lead the modern art collection of the Musée d'Ixelles (rue Jeanvan Volsen 71; Tue-Fri 1:00 PM-7:00 PM, Sat-Sun 10:00 AM-5:00 PM). Also of note: Magritte contemporary Paul Delvaux, plus French and Belgian collections from 19th century to modern.

The Vori Museum (Main Road, Vori, open daily 10.00AM-6:00 PM) in western **Crete** documents Cretan life in the pre-mechanized days of Zorba the Greek.

A Walk in the Park, a Hike in the Countryside

Many of the best things in Ireland are free. Take the Giants Causeway in **Antrim**, Ireland's first World Heritage Site. A mass of 40,000 basalt columns marching down to the sea, it is an eerie landscape that formed some 65 million years ago in equatorial regions and migrated north over the geologic ages. Just east of the Causeway at Port-na-Spaniagh is the wreck of the Girona, a vessel of the Spanish Armada that met its fate here in 1588.

Hikers may set their sights on the top of Arthur's Seat in **Edinburgh**, rising 823 feet from Holyrood Park, the Royal Park since the 12th century, next to Holyrood Palace. The hike takes about 45 minutes, and ends in spectacular views over the region, two lochs, the ruins of four forts and an abbey.

In **Paris**, the freely wandering will want to head for Montparnasse and a park (rue des Morillons) dedicated to beloved *chanteur* George Brassens, and alive with puppets, carousels, beehives, a mountain stream with pine and birch trees, a vineyard and a special garden for the blind with scented herbs and shrubs.

Free Concerts

Two for one in **Hamburg**: Music lovers will enjoy free concerts every Wednesday at 5:15 PM at St. Peterikirche. At the Planten un Blomen (St. Petersburg Street), a park with dozens of flower beds, lakes and cafés, enjoy free daily performances ranging from Irish dancing to orchestral music.

In **London**, free classical music concerts are on offer at St. Martin-in-the-Fields (Trafalgar Square, Monday, Tuesday and Friday at 1.00pm. st.martin-in-the-fields.org), the 18th century church for "open minded" and "questioning" Christians, famed for its musical traditions for more than 50 years

If the beauty of Notre Dame in **Paris** (Ile de la Cité; Mon-Fri & Sun 8:00 AM-7:00 PM, Sat 8:00 AM-12:30 PM) weren't reason enough to visit, free tours in English (Wednesdays at noon) and free organ recitals (Sundays at 5:00 or 5:30 PM) should prove further incentive. Immortalized by Victor Hugo's *The Hunchback of Notre Dame*, France's most famous cathedral was built from 1160 to 1245.

FARE TRACKER

Lowest roundtrip fares on Travelocity through JANUARY 31:

New York to London	\$164.00
Chicago to Paris	\$267.00
Los Angeles to Frankfurt	\$243.00

Europe by the Mouthful

If eating well is the best revenge, Europe is the best place for it, hands down. Indeed, one of the best ways to savor the essence of Europe is to ferret out the bistros and cafés frequented by the locals, well off the beaten path of packaged tours. A few European friends have offered notes on their favorites, gathered here for intrepid foodies.

Austria

Stainzerbauer, in the charming Renaissance city of Graz – traditional cuisine with contemporary grace notes, based on organic, regional ingredients, in a beautiful old city palace. Gasthaus Stainzerbauer. Bürgergasse 4, 8010 Graz, tel 0316/821106-0, fax 0316/815875

Stanglwirt in Going, Tirol: www.stanglwirt.com – a traditional yet hip wellness hotel, with a rustic restaurant amid magnificent mountains. Familie Balthasar Hauser Kaiserweg 1, A-6353 Going am Wilden Kaiser; Tel. +43(5358)2000

Czech Republic

The Two Marys, tucked away in a medieval house in Cesky Krumlov, offers authentic Bohemian dishes such as baked millet with cheese or mushrooms, potato cakes, cabbage soup with daisies, and smoked ham with cabbage and dumplings. Also on tap: tasting flights of seven different kinds of mead, a honey-based alcoholic drink popular in the Middle Ages. Parkán No. 104, 381 01 Cesky Krumlov; Tel" +420 380 717 228; E-mail hbloch@earlymusic.cz.

Finland

In Lapland, foodies game for adventurous dining can have their reindeer stew gourmet style, served in a private, lakeside cabin before a hand-hewn stone fireplace, in a kota/wooden round hut in the Rovaniemi wilderness, or in an ice cavern at Luminlinna in Kemi. At Hommanäs in Porvoo, outside Helsinki, they may savor home cooked salmon in a period mansion with faience stoves, wonderfully accented by original Picassos and Dalis on the walls.

Germany

Zum Ritter St. Georg, Heidelberg – In a 400-year-old building, home to the Romantik Hotel and a fine restaurant, offering traditional regional and German specialties, as well as seasonal fare such as asparagus and venison. Seats outside offer stunning views of the Heilig-Geist-Kirche. Phone: +49 6221 13 50; Address: Hauptstr. 178, Heidelberg; Email: info@ritter-Heidelberg.de; <http://www.ritter-heidelberg.de/>

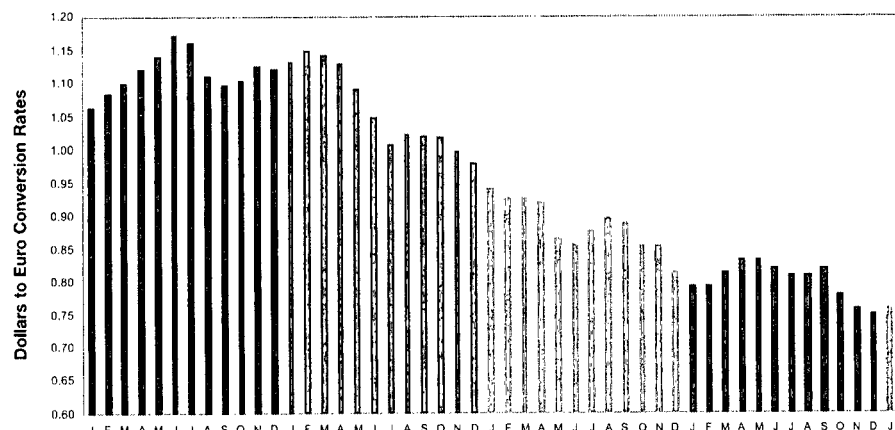
The Capt'n Schillow restaurant in Berlin is a boat at a branch of the Landwehrkanal bordering the Tiergarten. Although very close to the popular weekend flea market, it takes some finding, but the reward is a tasty oasis from noise and stress. Phone: +49 30 - 3150 5015; Address: Straße des 17. Juni 10623 Berlin; www.capt.schillow.de.

Holland

For ultimate upscale hip in Amsterdam nothing beats Blake's, the stylish boutique hotel dreamed up by Anoushka Hempel, British actress turned

design maven. The restaurant's food is as creative, fresh and fun as the hotel. A must is the heavenly Foie Gras soup. Open for lunch on weekdays and for brunch on Sunday. Closed for dinner on Sunday. Keizersgracht 384; Tel: +31 (0)20 530 20 10; Website: Blakes – www.blakesamsterdam.com

DOLLAR TO EURO CURRENCY TRENDS



Holland

A glass-ceilinged, candlelit greenhouse in Amsterdam, De Kas wins unending press kudos. Lucky diners get a set menu with three small appetizers, a main course and a desert, determined by what's fresh or in season, from the greenhouse itself or nearby farms – basic, honest and utterly delicious. Also open weekdays for lunch (seats on the wonderful outside terrace are highly coveted in nice weather). Closed on Sunday. Kamerlingh Onneslaan 3; Tel: +31 (0)20 462 45 62; Website: [De Kas - http://www.restaurantdekas.nl](http://www.restaurantdekas.nl).

Norway

North of the Arctic Circle, Norway's "Arctic Menu" restaurants (www.arktiskmeny.no) are raising a flag for local culinary traditions and innovations. Among the 31 establishments, Grand Royal Hotel in Narvik, surrounded by magnificent mountains, offers first-rate North Norwegian ingredients such as fresh char. Kongens gt. 64/Postboks 74; Tel: 76 97 70 00; www.grandroyal.no; kjokken@grandroyalhotelnarvik.no.

Havets Helter (Heroes of the Sea) is a charming quayside restaurant in Lofoten. North Norwegian ingredients and traditional Lofoten fare take center stage, along with seasonal seafood and Lofoten lamb. Kræmmervika 8373 Ballstad; Tel: 76 06 09 20; www.lofoten-adventure.com; growth@online.no.

Sweden

At Grinda Wardshus (Grinda Inn) in the Stockholm archipelago, serenity reigns. Henrik Santesson, the first director of the Nobel Committee, bought the island in 1906 and built an art deco summerhouse for his family. Now an inn, it offers fine dining, beautiful ambience and sublime sleep in the heart of the archipelago. Open year round. www.grindawardshus.se. Södra Bryggan, 185 99 Waxholm; Tel: 08-542 49 491; Email: info@grindawardshus.se.

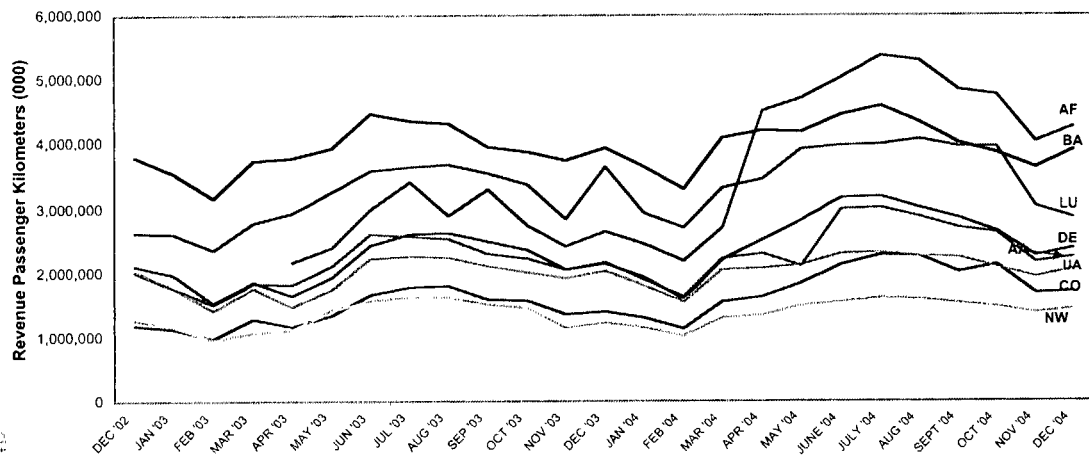
Edsbacka Krog, in the countryside just outside Stockholm, is the Swedish equivalent of an elegant three-star gourmet temple in France, serving Swedish fare with a touch of French flair – and a brilliant wine list. Sollentunavägen 220 in Sollentuna; Tel: 08-96 33 00; info@edsbackakrog.se; www.edsbackakrog.se.

Switzerland

The Chateau de Villa is where locals hang in Sierre. Within its 17th century walls, they chow down on raclette starring nine different cheeses, while quaffing Valaisian wines showcased at the chateau's wine bar. Fondue and other Valaisian specialties are also served. Open daily 10am – 11pm; Rue Ste-Catherine 4, Sierre; Tel. 41-27 455 18 96.

Restaurant Schermtanne, three kilometers outside Adelboden, is a popular spot for day-trippers on one of the most popular footpaths along the 'Rösslipost' (post coach) route. Cozy and atmospheric, the restaurant serves local specialties. Stiegelschwand, 3715 Adelboden; Tel. +41 (0) 33 673 10 51

2002 THRU DEC '04 TRANSATLANTIC RPKs



Air France KLM reported December passenger numbers up almost seven percent compared with December 2003 with passenger load factor up one point to nearly 78%. KLM's passenger traffic rose 13.4% and load factor gained 1.7% to 79.4%. Air France passenger traffic rose 3.6% with 0.6% rise in the load factor to 76.8%. On the group's American routes, the load factor rose 1.3% to 83.4%.

Alitalia, whose restructuring plans are being investigated by the European Commission under state aid rules, continues to hope for a merger with Air France KLM. The French-Dutch conglomerate already has a two percent stake in the Italian flag carrier, and has indicated that it might like to acquire Alitalia if the reorganization plan presents a viable exit strategy from the carrier's financial distress.

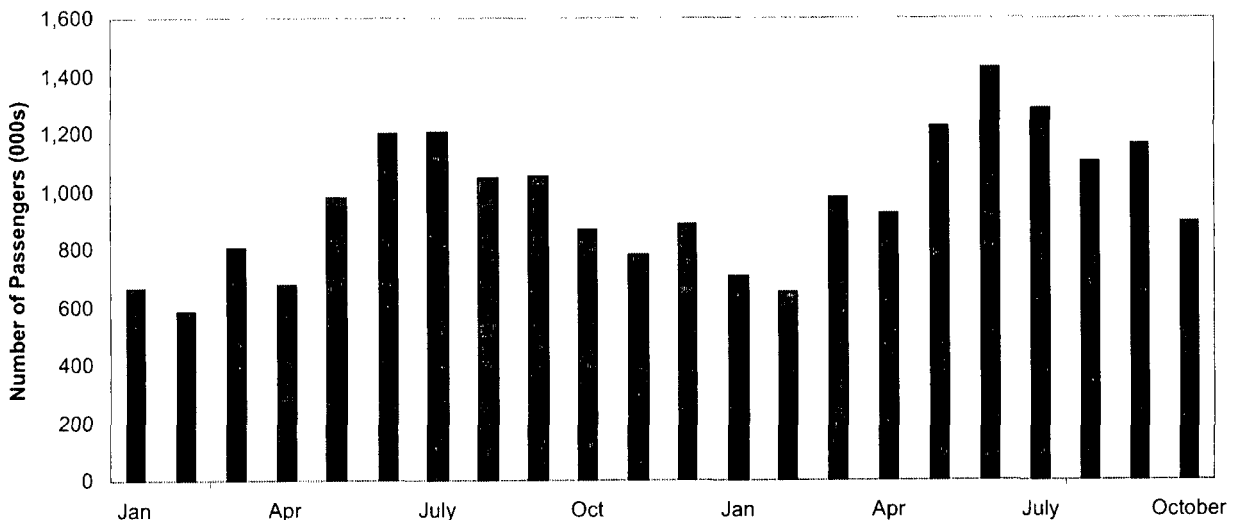
British Airways is offering a "treasure trove" of frequent flyer mile points for those who fly First or Club. Any Executive Club member living in Canada or the U.S. who registers online at www.ba.com/winteroffer and completes at least one transatlantic round – will earn two free economy round trips within North America (excluding Hawaii) on partners AA, America West Airlines or Alaska Airlines.

Continental Airlines, faced with spiraling jet fuel costs, completed \$99 million in wage and benefit cuts for ticket, gate, ramp, operations and cargo agent workers at domestic airports as part of \$500 million in annual savings needed from workers by Feb. 28 to forestall layoffs and further reductions. Continental already announced \$70 million in savings from wages and benefit cuts and work rule changes for nonunion workers. Negotiations continue with pilots, flight attendants and mechanics.

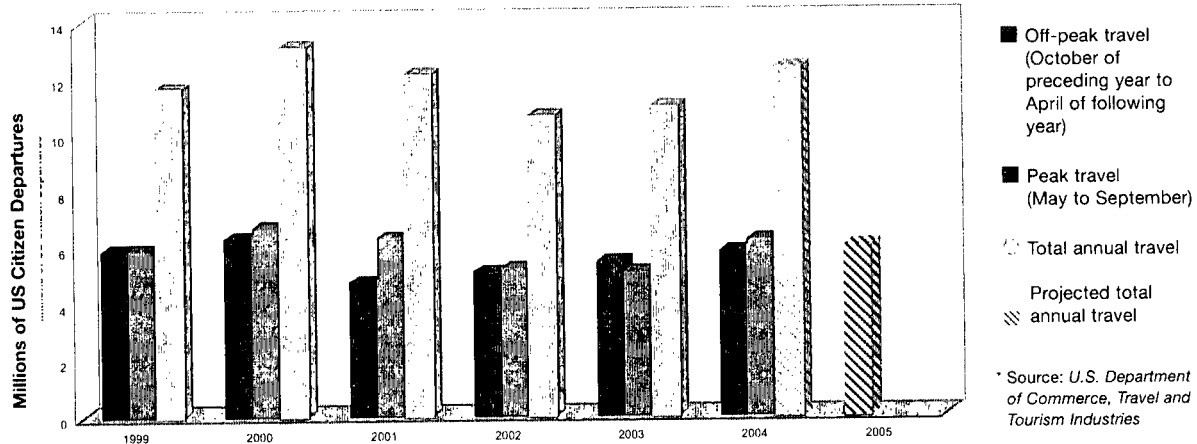
In the ongoing battle against high fuel costs and tough competition, some U.S.- based carriers are reporting huge losses. **Delta Airlines** said it lost \$2.2 billion in the last three months of 2004, and was more than \$5 billion in the red for the whole year. Delta is the third-largest airline in the U.S., while rival Continental ranks fifth. Continental posted a \$206 million loss for the fourth quarter. Top-ranked **American Airlines** reported losses of \$387 million, while fourth-ranked **Northwest** lost \$412 million. Airline executives vowed to continue slashing wages and other costs as they fight to return to profitability.

Faced with fierce competition from upstart carriers EasyJet and Ryanair, **Iberia** may cut some of its domestic and European routes. Iberia has lost its monopoly status at some provincial airports as it struggles to match the low fares of the discounters, who receive 10 to 17 euros per ticket from local authorities on some routes. As a result, Iberia may complain to the European Commission if these ticket subsidies are unauthorized.

US PASSENGER TRAVEL TO EUROPE IN 2004



U.S. CITIZEN VISITORS TO EUROPE IN 1999 TO 2004* (Full year, peak and off-peak)



Meanwhile, **Spanair**, miffed by the total allocation of space at the new Terminal 4 at Madrid's airport to Iberia and its Oneworld partners, may register its own complaint at the European Commission. When Terminal 4 opens late this year, Spanair will have to move to the aging Terminal One. A subsidiary of Scandinavian airline SAS, Spanair reported a four percent rise in revenue in 2004, and plans to expand, with four new routes connecting Asturias and Galicia with Madrid and Barcelona. In March it begins code share flights with TAP-Air Portugal on several routes in Spain and Portugal.

Lufthansa sees about five to six percent growth in its traffic and similar growth in the air travel industry this year. Lufthansa said earlier this month its passenger traffic rose 14.7 percent in 2004 over the previous year. Europe's third-biggest airline, Lufthansa carried 50.9 million passengers during the year, an increase of 12%.

Ryanair flings the gauntlet before Aer Lingus with six new routes from Dublin to Rome, Biarritz, Carcassonne, Frankfurt, Eindhoven and Doncaster Sheffield in Britain. Rival **EasyJet** starts service to Ireland with daily flights from Gatwick to Cork, Knock and Shannon.

United Airlines has won another three months to file its bankruptcy reorganization plan without third-party interference. A bankruptcy court ruling gives the world's number two carrier, in bankruptcy since December 2002, until April 30 to secure cuts from labor and finalize other restructuring agreements. Fourth quarter losses totalled \$664 million, compared with a fourth quarter loss of \$476 million in 2004. To cope with soaring fuel costs, low revenue and competition from low-cost carriers, United is cutting domestic capacity by about 12 % and adding about 14 % to international capacity.

US Airways is trying to win over customers after securing approval of its last remaining renegotiated labor agreement. Using cheaper fares and bonus frequent flyer miles, it sold nearly \$5 million in tickets on its web site in two days. With its newly approved machinists' union contract saving \$350 million, the airline will meet its goal of cutting \$1 billion in labor expenses. However, it must still raise \$250 million in exit financing from outside investors – easier said than done in the present climate.

(Sources: Airwise News, New York Times, Washington Post, Travel Weekly, Voice of America)

THE EUROPEAN TRAVEL COMMISSION

The ETC is a marketing organization whose role is to promote Europe as a tourist destination and provide a range of information, research and electronic distribution services to its members.

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Travel Bulletin

PRODUCED BY SPRING, O'BRIEN FOR THE EUROPEAN TRAVEL COMMISSION
AND ITS 33 MEMBER GOVERNMENT TOURIST OFFICES

Note from the Editor:

Despite some unavoidable hand wringing over the weak dollar, consumers are saying good-bye to all that and getting on with Europe travel plans. Travelers, it seems, travel – sometimes compulsively. Read the good news in Travel Industry News.

The Internet is humming the tune. In online forums, consumers are raising their voices about the enduring value of Europe, refusing to be bullied by exchange rates. We've selected and included some of those voices here.

If further proof were needed that travel is a compelling, even addictive force, US passport applications were up 21% last year – and for some, money seems to be no object, especially in the presence of perceived value. Cruise reservations, for example, are pouring in despite prices averaging 20% higher than last year.

Still, there's no sidestepping exchange rates. Our continuing series on "Bucking the euro" reminds us that some of the best things in Europe are free – or less expensive than we dreamed. But, then, the value one places on travel is always a personal, subjective thing.

Sometimes you just can't afford to stay home.

Peace,

Nora Brossard
norab@spring-obrien.com

Travel Industry News & Trends

Don't let anyone tell you the strong euro is keeping US travelers away from Europe this year. What would normally be counterintuitive seems instead to be morphing into a new trend: ignoring the hearty euro, it's full speed to the exceptional values and experiences that lie ahead. Consider the signs:

- Orbitz reported that its advance bookings to Europe grew 42% in December compared to December 2003.
- Eurail expects to grow 25% in 2005 with a large share coming from the US, 58% of its market, up 16% from last year. With the uptick in sales and the addition of new, eagerly awaited Regional Passes to its popular Pass portfolio, Eurail sees ample grounds for optimism.
- Not only are more Europe cruises available, they are nearly sold out for the summer, as travelers look for a guaranteed currency hedge, compliments of cruising's pre-paid-in-dollars accommodations and meals. Crystal Cruises said Europe bookings were up 129% for the first two weeks of January compared with January 2004 – and reports that it's still taking more than 1,000 Europe bookings a week.
- Advance bookings of tours and vacation packages to countries in the eurozone are strong for 65% of USTOA (United States Tour Operators Association) members – and not only for 2005. Some operators report advance bookings into 2006.

Obviously, cruise lines aren't the only suppliers responding to Europe's renewed popularity. Tour operators, too, are beefing up their Europe

offerings. Classic Custom Vacations has added three new destinations to its 2005 European brochure – Poland, Scotland and Wales including more than 35 new properties.

Destination Europe, Auto Europe's packaging division, with a 30% increase in sales of its business class packages in



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2004, is adding first class air and the upgraded economy sections of British Airways and Virgin Atlantic to its 2005 programs.

Germany reports that 2004 was second only to the record year of 2000: up 15% from 2003. With celebrations and events scheduled for the 60th anniversary of the end of World War II, Germany is bullish on prospects for 2005.

Greece is spending \$75 million in 2005 to promote itself as a year-round destination. With its "Live Your Myth in Greece" campaign, Greece is also focusing on agro-tourism (as a way to get close to the locals), spas and conventions, as well as beaches, sun and monuments.

March 14 heralds the grand opening of Budapest's new cultural complex, the Palace of Arts, on the Pest side of the Danube with fabulous views of the river and Gellert Hill. The Ludwig Museum of contemporary art will move here from the Buda Castle, and the new facility will also house the National Philharmonic Orchestra and the National Dance Theater.

(Sources: Financial Times, Hungarian National Tourist Office, Travel Advance, Travel Agent, Travel Weekly, USA Today, Wall Street Journal)

"Traveling in groups seems to have come back very strong for this year, and we are even taking programs for 2006."

**Mike Schields, Director,
Group Sales & Emerging
Markets, Globus and
Cosmos, Leisure Group
Travel, Feb-Mar 2005**

FARE TRACKER

Lowest roundtrip fares on Travelocity, MARCH 11:

New York to London	\$190.00;	Chicago to Paris	\$288.00;	Los Angeles to Frankfurt	\$366.00
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Bucking the Euro

We've said it before and we'll say it again: No need to go weak in the knees before the euro. Buck up – there's tons of free and inexpensive things to see and do that can save money for those indispensable but pricier aspirations. Hint: go to www.visiteurope.com for hot travel packages, plus links to national tourist offices – the best sources for cost-savings tips, like these nuggets:

Cool Towns and Treks

In Croatia, Zagreb Old Town hosts open-air theatrical performances and concerts during the Summer Festival in June – free admission.

When you're strapped and necessity is the mother of invention, head for Vilnius, a veritable outdoor museum of the Baroque with its many museums, churches, castles and statues – including a likeness of the original Mother of Invention, Frank Zappa.

Touring the remains of Luxembourg's fortress, first constructed in the 10th century and an invasion magnet ever since, is a must. The walk traces 1,000 years of history in 90 minutes.

Istanbul's Grand Bazaar is the world's oldest and biggest covered bazaar, crammed with 4,000 shops and teahouses. Admission is free; purchases are negotiable.

Keys to the Cities

The 24-hour Copenhagen City Card (\$30) and the 72-hour Copenhagen Card Plus (\$60) offer free or reduced admission to museums and attractions, free public transport.

Bucking the Euro, continued

The 72-hour Tallinn Card, about \$30, offers free museums, attractions, public transport and sightseeing tours, plus discounts on restaurants, shopping and entertainment.

The \$19 72-hour Warsaw Tourist Card allows free or reduced admission to museums, free public transport, discounted accommodations, recreation, sightseeing, etc.

The \$17 72-hour Ljubljana Privilege Card allows free or discounted tickets to museums and galleries; free city buses; reduced guided tours; accommodations, nightlife, etc.

"Once inside, I quickly agreed that the opportunity to experience that particular bit of English history was well worth the price. I actually wanted to return a second time, so we did!"

Europe Forum,
Fodors.com

Marvelous Museums

Reykjavik has cleverly arranged different weekly free museum days; see the National Gallery of Iceland on Wednesdays, or the Reykjavik Art Museum on Mondays.

Entry to Bucharest's Museum of the Romanian Peasant and Village Museum (jointly voted "European Museum of the Year" in 1996 by the Council of Europe) is just \$3.00.

In Cordoba, the Museo Provincial De Bellas Artes displays some of Spain's most important painters: Goya, Murillo and Zurbaran – entry free.

Churches, Casinos and Helping Hands

A Helsinki Helper is a valuable, free summer bonus, specially schooled and ready to assist with almost any task in up to 20 languages. Look for them 8 am to 8 pm in key tourist areas if you need a nearby supermarket, ATM or directions to a museum.

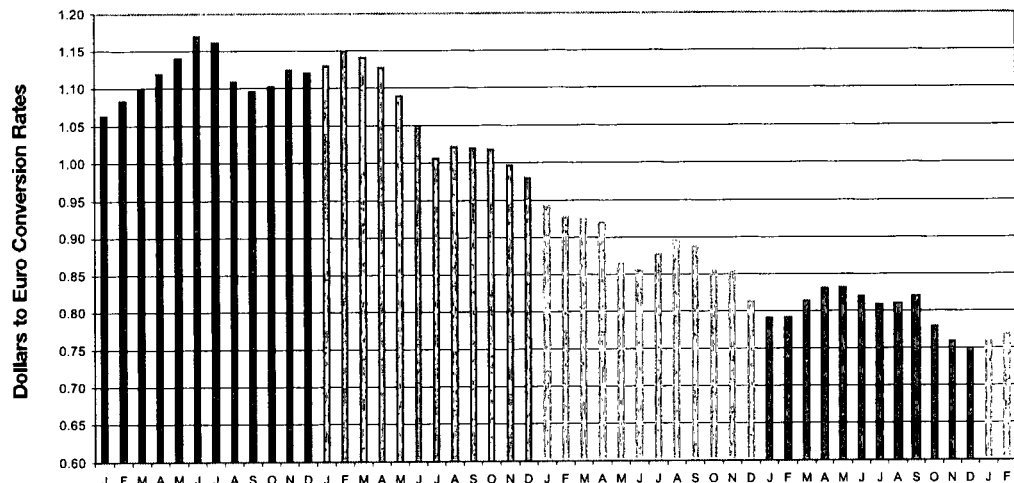
Free entry to the ancient Roman Pantheon in Rome, built more than 1,000 years before St. Peter's, illuminated only by its immense pierced dome.

St. Peter's Church in Riga boasts Europe's highest spire. Admission is free, and the elevator to the top for views over the city's superb Art Nouveau architecture is \$3.00.

In Valetta, the magnificent St. John medieval cathedral is a must for the famous Caravaggio masterpiece, The Beheading of St. John, and the high Baroque interior.

Bask in Monaco's glamorous casino for just \$10 – opulently decorated and the playground of kings, princes and other masters of the universe. Faites vos jeux (that's "place your bets" in Yankee).

DOLLAR TO EURO CURRENCY TRENDS



Europe by the Mouthful

Our foodie sources, fanned out all over Europe, bring us the inside scoop on delicious discoveries best known to the savviest locals yet deserving of wider attention. Put these in your Blackberry for this summer's travels:

Austria

A typical Viennese restaurant with a secluded garden and inner courtyard. Zum Schwarzen Adler serves traditional local dishes such as fried chicken, beef, potato goulash and pancakes, accompanied by delicious Austrian wines. 5, Schönbrunner Strasse, Tel. 544 11 09

Belgium

When in Brussels, hip hop over to l'Ultime Atome, a très trendy café-brasserie near Matonge, the funky African neighborhood that's the latest hot draw. The waitresses are ultra chic but minus the 'tude one might expect. Rue Sainte-Boniface 14, 1050 Brussels, Tel 02 511 13 67.

England

Some rose petals with your lamb's kidney? That's a signature dish of Buckingham's, The Restaurant with One Table in Chesterfield, Derbyshire – a singular family business of celebrated originality. Oh, and guess how many tables it has?

85–87 Newbold Road, Newbold, Chesterfield, Derbyshire, S41 7PU;
Tel: 011 44 1246 2010401, www.buckinghams-table.com

Hungary

Mokka Café and Restaurant is an elegant retreat in the heart of Budapest near St. Stephen's Basilica. Its Afro/Moroccan décor sets the scene for a world beat cuisine with international wine list. Try the grilled duck breast pickled in jasmine tea. Sas u. 4; tel: 36-1/328-0081; email: mokkar@mokkarestaurant.hu; www.mokkarestaurant.hu.

Portugal

A traditional stone-walled Portuguese tavern in historic Evora. Fialho Restaurant serves regional specialties such as *sopa de Cação*, a regional fish soup, pork with baby clams, and partridge stew, with a comprehensive wine cellar to boot. Travessa dos Mascarenhas, 16 – Evora; Tel. 26 670-3079.

Slovakia

In downtown Bratislava. Traja Musketieri – Three Musketeers – is one for all and all for one. Choose among the witty recommendations of Athos, Aramis and Porthos, such as Valet Mousqueton's Pâté – “pistachios, plum and pâté he blended without haste, will revive you from any death you may have faced.” Sladkovicova 7, Tel.: +421 2 5443 0019; www.trajamusketieri.sk.

Wales

The Harbourmaster occupies a landmark building in Aberaeron on Wales' west coast. Now a modern gastro pub, it serves the best local fare from the freshest cockles, crab and smoked salmon to Welsh Black Sirloin, Welsh rarebit and other delicacies. The Quay, Aberaeron, Ceredigion SA46 OBA; Tel: 44 (0)1545 570755; www.harbour-master.com.

“Europe is expensive in absolute terms, if you're buying Kentucky Fried Chicken in Paris with your steadily weakening dollar. If you're purchasing unique experiences, and once-in-a-lifetime memories that will last forever – I don't think it's expensive at all.”

Fodors.com

Airline News

Air France-KLM passenger traffic rose 3.8% in February from February 2004. Passenger traffic in the Americas rose 5.8% with a 4.2% increase in load factor to 80.2%.

Beginning June 13, Air France will enter Northwest's territory by making Detroit its newest nonstop destination, with three daily nonstop flights from Detroit Metropolitan Airport to Charles de Gaulle. The rationale from Paris: Southeastern Michigan as part of the expanding global business market.

British Airways, Europe's number two airline, reported its February load factor up two points to 70.8 %, due to continued growth in premium business and first-class travel. Chief Executive Rod Eddington will leave this summer, apparently to return to his native Australia. Willie Walsh, credited with the turnaround of Aer Lingus, is on tap to replace him.

Delta Air Lines expects a substantial net loss in 2005 amidst low margins and high fuel costs. Yet in January the airline aggressively cut fares used mostly by business travelers, forcing its equally beleaguered rivals to follow suit.

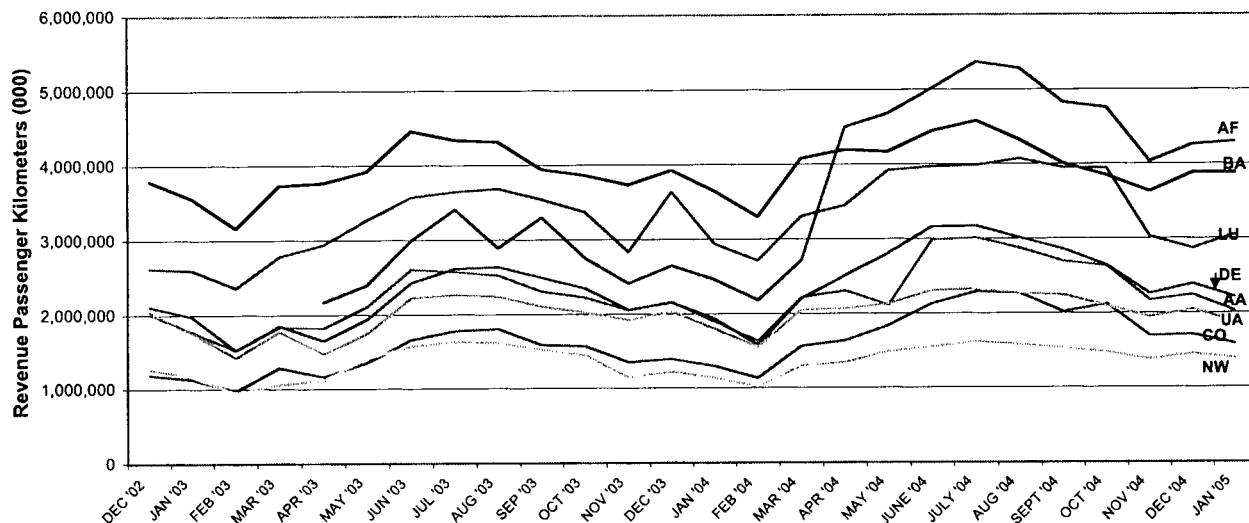
For instance, Continental Airlines forecasts that by matching Delta Air Lines' fare cuts – as it promptly did - the carrier's revenues will slip another 25%. The result: a loss of \$200 million instead of the \$150 million it predicted before this round of fare wars.

Although Continental won \$500 million in yearly concessions from its major unions, it's in a lose-lose position, warning that losses may be further aggravated by the expense of handling the additional passengers generated by the lower fares.

"I would never let an exchange rate determine whether I take a trip or stay home. If you have the time and money GO; once you are there simply spend economically and stay within your budget, choosing from the options available."

Fodors.com

2002 THRU JAN '05 TRANSATLANTIC RPKs



Lufthansa reported 1.1% less traffic in February than the same month last year due to bad weather and a visit by US President George W. Bush, which disrupted flights at Frankfurt Airport.

Ryanair Europe's largest airline by 2012? Ryanair has ordered 140 new Boeing 737-800 aircraft, with 70 firm orders and 70 options. For delivery between 2008 and 2012, the 70 new orders will help Ryanair grow by double digits through 2010. By the time all aircraft now on order have been delivered, Ryanair could carry 70 million passengers a year, making it Europe's largest airline.

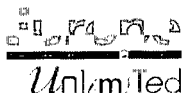
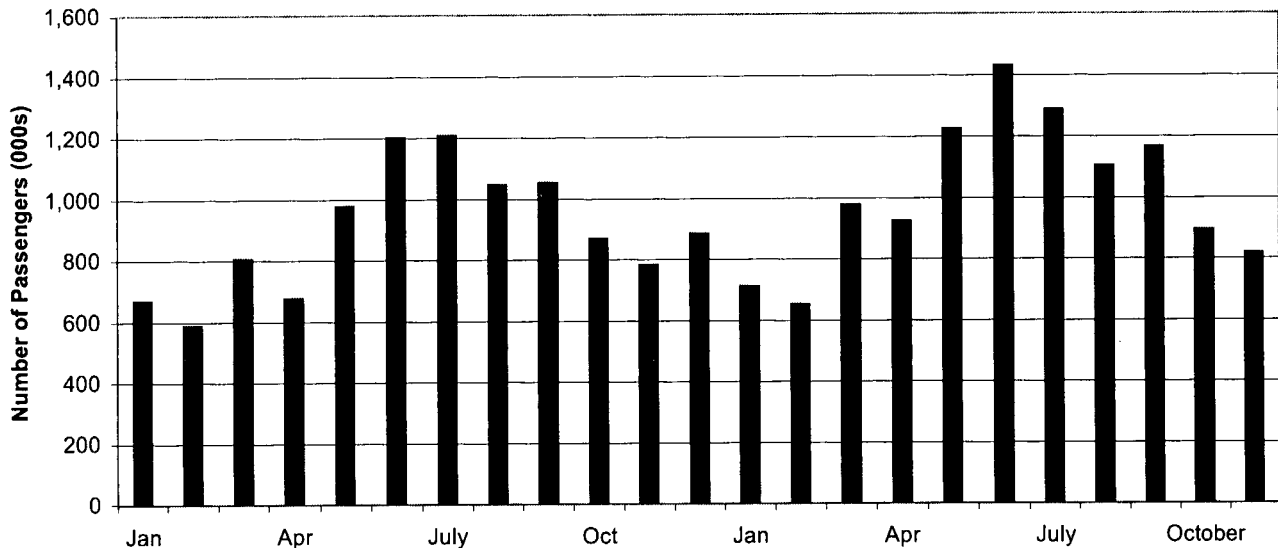
Scandinavian Airlines System flew 2.3 million passengers last month, an increase of just 0.3 percent from a year earlier. Traffic on its European routes was up 9.4 percent, but its intercontinental routes to North America and Asia were down, largely due to the effect of the December tsunamis on travel to southern Asia.

With its flights averaging 74.8% full in February, United Airlines recorded its highest-ever February load factor. Total revenue passenger miles decreased by 1.8%, however, on a capacity decrease of 4% available seat miles vs. the same period in 2004.

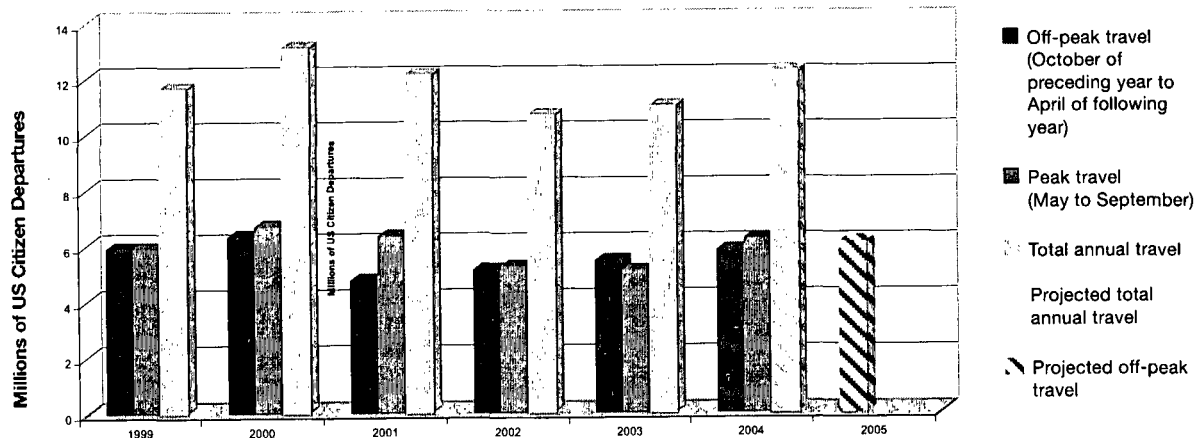
US Airways revenue passenger miles for February 2005 increased 3.0 percent on a 1.2 percent increase in available seat miles, compared to February 2004. The 69.7 percent passenger load factor is a 1.2 percentage point increase compared to February 2004.

(Sources: Reuters, Detroit News, Airwise News, United Airlines, US Airways)

US PASSENGER TRAVEL TO EUROPE IN 2004



U.S. CITIZEN VISITORS TO EUROPE IN 1999 TO 2004* (Full year, peak and off-peak)



* Source: U.S. Department of Commerce, Travel and Tourism Industries

Trend Watch

It appears that Gen Xers – 60 million Americans in the 25-40 age bracket – are outpacing Baby Boomers in travel expenditures. According to a study by D.K. Shifflet & Associates, Xers spend an average \$2,140 per trip involving a hotel stay, while Boomers spend \$2,016. Since Boomers (78 million) still outnumber Xers, their total dollar amount dominates, unsurprisingly, at \$157 billion last year vs. \$130 billion for Xers.

Also telling is the Xers' rapidly rising rate of travel expenditure, soaring 66% in the last five years vs. only 25% among Boomers. Obviously, Xers present a lucrative market for travel marketers to target, with some caveats. Compared with Boomers, Xers are less brand loyal, less likely to use a travel agent and less likely to plan in advance. Oh, fickle – and fleeting – youth.

(Source: *Travel Advance, USA Today*)

"This is the only Westminster Abbey on the planet, so we're not going to see it elsewhere cheaper."

Fodors.com

THE EUROPEAN TRAVEL COMMISSION

The ETC is a marketing organization whose role is to promote Europe as a tourist destination and provide a range of information, research and electronic distribution services to its members.

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 GERMANY • GREECE • HOLLAND • HUNGARY • ICELAND • IRELAND • ITALY • LATVIA • LITHUANIA • LUXEMBOURG • MALTA
 MONACO • NORWAY • POLAND • PORTUGAL • ROMANIA • SLOVAKIA • SLOVENIA • SPAIN • SWEDEN • SWITZERLAND • TURKEY

Europe Unlimited

Travel Bulletin

PRODUCED BY SPRING, O'BRIEN FOR THE EUROPEAN TRAVEL COMMISSION
AND ITS 33 MEMBER GOVERNMENT TOURIST OFFICES

Note from the Editor:

With high season on the horizon, European travel marketers can take comfort in one of the rosiest outlooks in years. Given what may be signs of a slowing U.S. economy, projections of an unstoppable tide of US travelers headed for Europe are doubly heartening. Surprise, surprise: they're getting around the weak dollar with highly personalized budget strategies. After all, since Americans must maximize their very limited vacation time, most are proving their mettle against exchange rates to satisfy their wanderlust for Europe.

Independent travelers are also discovering the cost-saving benefits of group travel and cruising. Not only that, escorted tours and cruising are richer experiences today, offering more variety, adventure and independent time to draw discerning travelers. Whatever the economic ups and downs, Americans know the enduring value Europe offers, so much of it free or inexpensive when you know where to look. Thus, is it any wonder that the European travel industry and travelers alike are rolling in something resembling clover this year – fingers crossed, as always, against the unforeseen.

Peace,



Nora Brossard
norab@spring-obrien.com

Travel Industry News & Trends

Europe hit its stride again in 2004, with more than 12.32 million American visitors, second only to the record 13.2 million in 2000. Despite the weak dollar, US travelers are simply tightening their budget belts – and expanding the waistline of their creative strategies – to satisfy their Europe wanderlust. Indeed, the ETC expects to set a new record with 13.4 million US visitors projected for 2005.

Finland enjoyed the resurgence in 2004 with a 10% rise in US visitors that brought it near its 2000 levels.

Naturally, it's onward and upward in 2005 – helped by new air service on Finnair from Boston to Helsinki via Stockholm starting June 13, and on Icelandair from San Francisco via Reykjavik, starting May 18.

High on Holland – US arrivals in Holland jumped 10% in 2004 and more growth is predicted for 2005. Its total international arrivals jumped five percent to 9.6 million. Holland attributes the growth to off-season promotions and increased airlift (<http://www.holland.com/us>).

Get your eyes checked at Heathrow – non EU-passengers are being invited to have their iris patterns photographed and stored in a database. When they return to the UK via Heathrow, they'll then be able to avoid long lines through passport control, passing instead through special automated security checkpoints that will scan their eyes. The system is already in use at Frankfurt and some US airports.

Popping a Cork – As Europe's Cultural Capital for 2005, Cork is capitalizing on the spotlight with a 25% jump in first quarter visitors to its art exhibits and performances – 350,000 in all. For more about what's happening in this happening city, visit www.cork2005.ie.

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FARE TRACKER

Lowest roundtrip fares on Travelocity, APRIL 29:

New York to London	\$223.00	Chicago to Paris	\$440.00	Los Angeles to Frankfurt	\$504.00
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The Fly Way to Italy – New gateways in Italy are opening up beyond Rome, Milan and Venice.

Beginning June 13 Eurofly will offer first-ever nonstop service from JFK-New York to Bologna in the North, Naples in the South and Palermo in Sicily. In business since 1989, Eurofly will use all new A330-200 aircraft on the transatlantic routes. Roundtrip fares start at \$649 (<http://www.euroflyusa.com/>).

More lift to Europe — Major airlines are beefing up their transatlantic routes, which may help keep fares down this summer: American Airlines adds flights to Dublin and Shannon; Continental adds flights from Newark to Berlin, Belfast, Bristol, Edinburgh, Hamburg, Oslo and Stockholm; Delta adds Berlin to its schedules, and United is adding Zurich.

“..the good news is leisure travelers are coming back in record numbers. The challenging news is they have decided to do business on their terms, and feel increasingly comfortable using the Internet to shop for competitive fares and rates to insure they don't overpay.”

YPB&R Leisure Travel Monitor

Bucking the Euro

Despite the weak dollar , most Americans with Europe on the mind are forging ahead with travel plans, albeit more carefully. They know that whatever the exchange rate, “value” is a very personal thing – and Europe is a rewarding experience in so many different ways. Indeed, Europe brims over with inexpensive, even free, things to do and see that make for priceless memories.

Even if your tastes are more upscale than the typical backpacker's, the Sofia Guide for backpackers (www.thebackpacker.net) observes that Bulgaria's capital will set you back only about \$40 a day for meals and accommodations (<http://www.bulgariatravel.org/>).

Other non-euro denominated countries are also a good bet for budget watchers. This year, for example, Croatia tops the list of low-cost vacation destinations in a poll of Lonely Planet staffers (<http://www.croatia.hr/>). Look for free street concerts in Old Town Dubrovnik this summer and inexpensive concerts and chamber music on the island of Hvar, for example.

Cyprus, Aphrodite's favorite island, offers free walking tours of its charming towns and villages, in English. For starters, wander along the Venetian-built walls of Lefkosia, and Lefkara, where Leonardo da Vinci ordered lace for the bishops of Milan. (<http://www.visitcyprus.org.cy/>).

Bucking the Euro, continued

Exactly mid-Atlantic between Canada and Europe, Iceland has become a huge blip on the hipster radar screen. Save on daylight diversions with the Reykjavik Tourist Card for free admission to museums, unlimited bus travel and discounts on tours and services. You will have plenty of the ready Krona left to party all night (<http://www.icelandtouristboard.com/>).

In Romania, expect to pay \$25-\$40 for a nice double room in a B&B including breakfast. And in Bucharest, business hotels offer lower rates in summer when business travel lessens (<http://www.romaniatourism.com>).

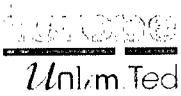
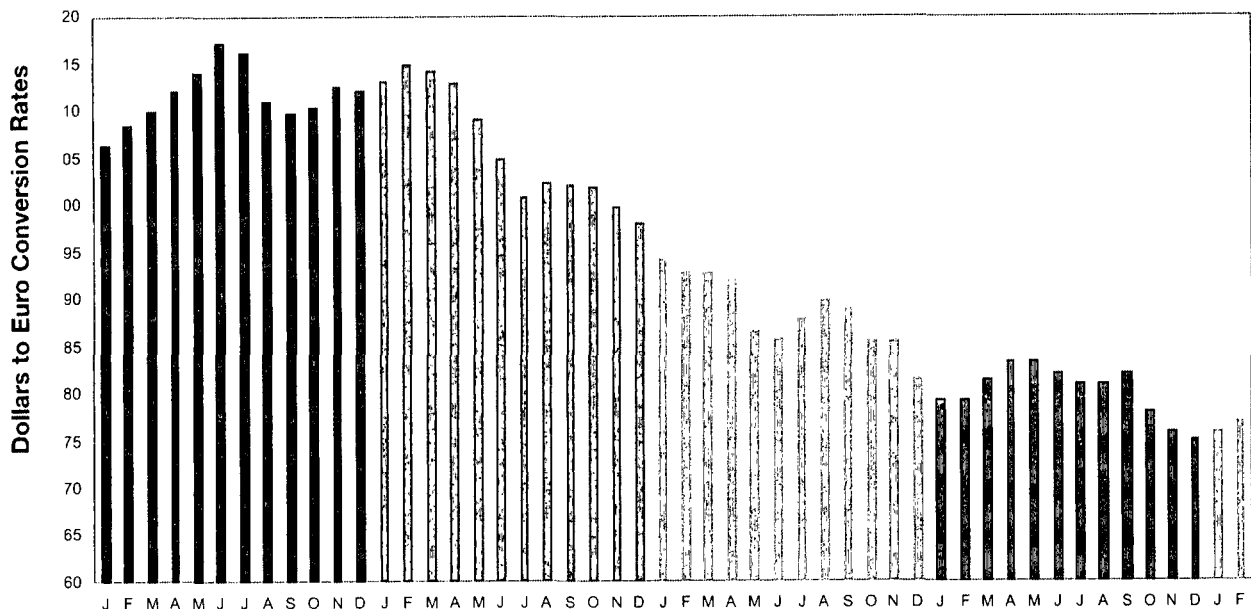
The dollar has muscle to flex in Turkey, too, where it has gained by nearly two percent on the Turkish lira. Expect three- and four-star hotels for under \$100 and luxury properties for under \$200 (<http://www.tourismturkey.org/>).

When in London, stay in an elegant, centrally located and affordable host home, with a special discount for Americans. Prices start at \$143 for a single, \$162 for a double or twin, and \$276 for a family room accommodating four, including private bath or shower, continental breakfast, tax and service (www.uptownres.co.uk).

Dom Carlos Hotels are well appointed, air conditioned budget hostelries in the heart of Lisbon. Hotel Dom Carlos Parque and Hotel Dom Carlos Liberty feature high-speed Internet access, cable TV, mini-bar, and other amenities and services (<http://www.domcarloshoteis.com/>)

(Sources: USA Today, Cyprus Tourism Organization, Icelandic Tourist Board, Romanian National Tourist Office, Uptown Reservations, Portuguese National Tourist Office)

DOLLAR TO EURO CURRENCY TRENDS



Celebrating Europe

There's always cause for celebration in Europe, and this year it's as if every country has a milestone to observe – with one and all to fête the 60th anniversary of the end of World War II. To find events and festivals that suit your style, click on the searchable database at www.visiteurope.com. We've highlighted a few below, some major, some with quirky appeal:

The Czech Republic's 47th Annual Smetana Music Festival, in Litomyšl June 17-July 4, features opera, ballet, choral music and more, in the atmospheric sense-surround of a Renaissance Castle (www.czechtourism.com).

Finland's flair for design is part of the year-long party of Design Year Finland 2005 (www.DesignOnOff.fi). Contemporary design will be featured, along with designing pioneers like Alvar Aalto and Eliel Saarinen.

Fashionistas must make the pilgrimage to Villa les Rhums, in Granville near Mont St. Michel, to take a "New Look" at style giant Christian Dior. His boyhood home, now a museum, hosts the "Man of the Century" exhibit with displays from his groundbreaking couture and fragrance collections (<http://www.us.franceguide.com/>).

Holland holds art in high esteem. Witness two major exhibitions this summer: an Egon Schiele retrospective at the Van Gogh Museum through June 19, followed by "Van Gogh, Draughtsman," shining a light on 100 rarely seen great drawings, July 2-September 18 (<http://www.holland.com/>).

Head for Hungary's Budapest's Summer Opera and Ballet Festival – spelled *Budafest* for the festive occasion, July 1 to August 31. (www.gotohungary.com).

Norway celebrates the man whose legacy still gives peace a chance, with Oslo's new Nobel Peace Center opening in June, illuminating the history of Nobel Peace Prize winners and the roots of current conflicts around the world. (www.visitnorway.com).

Barcelona bubbles over the night of June 5, dubbed "Cava in the Sky" when 1,000 bottles of Spanish bubbly will be popped as part of Barcelona's "Year of Gastronomy." Could be a *Guinness Book of World Records* event (www.barcelonaturisme.com). Meanwhile, Spain celebrates the 400th anniversary of Don Quixote, knight errant and man of La Mancha (<http://www.okspain.org/>).

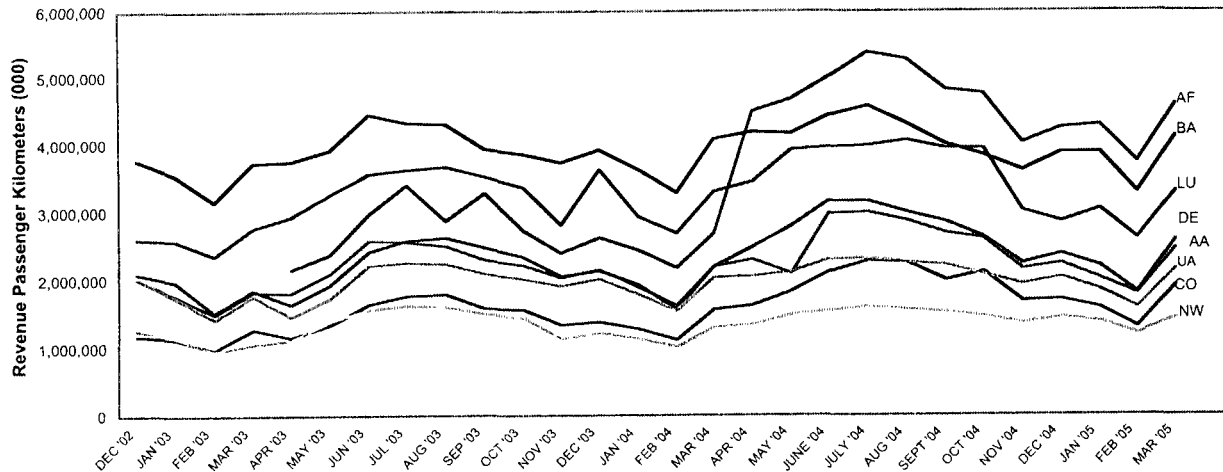
Sweden hosts jazz, blues and soul stars at the Stockholm Jazz Festival, July 16-24 (www.stockholmjazz.com).

Can $E=mc^2$ really be 100 years old? Bern, where the famous formula was hatched by Albert Einstein in 1905, honors its revolutionary creator with a new exhibition on his life and work and a new interactive Physics Theme Park opening in June (<http://www.myswitzerland.com/>).

Britannia rules the waves with festivals, naval reviews and Tall Ship gatherings honoring the 200th anniversary of Lord Admiral Nelson's victory at Trafalgar (<http://www.visitbritain.com/usa>).

Airline News

2002 THRU MARCH '05 TRANSATLANTIC RPKs

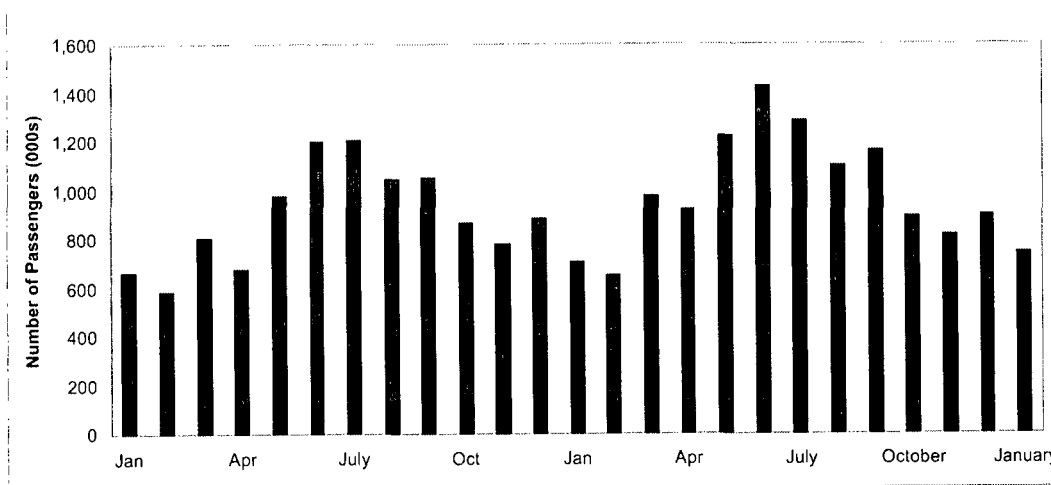


Aer Lingus posted a 29% profit increase for 2004, or \$137.7 million. Passenger numbers increased 5.5% to seven million. The airline managed to cut costs by \$450.5 million since 2001, and continues to seek concessions from its work force. Last year Aer Lingus lowered and simplified fares on its service from New York to Dublin and Shannon.

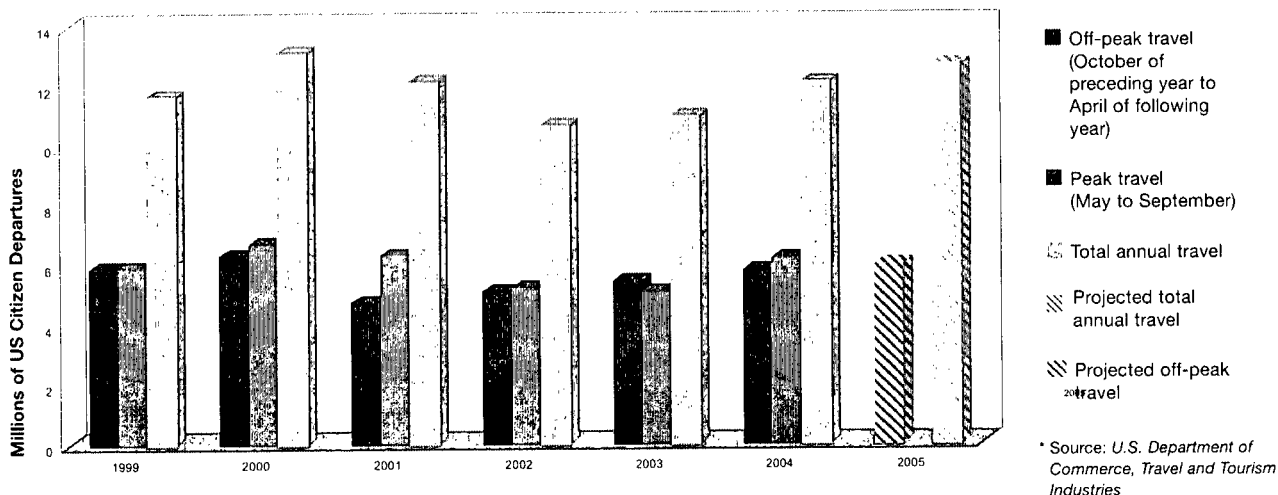
On June 13, Air France adds a 13th US gateway with new nonstop service from Detroit to Paris-Charles de Gaulle, using A330-200 aircraft with flatbeds in business class and video-on-demand individual-seat screens throughout the cabin. Air France is also increasing its Cincinnati-Paris service to daily flights and adding a third daily flight from Washington, DC to Paris, both effective May 9.

Alitalia has exhausted its emergency EU loan of 400 million Euro, and is considering more cost cuts to stay afloat in the face of soaring fuel prices and stiff competition. Other measures include a share issue worth up to 1.2 billion Euro to finance its restructuring plan to avert bankruptcy. Meanwhile, British Airways and other rivals are pressuring the EU to reject Alitalia's rescue plan, saying it violates state aid rules. The EU is expected to render a decision in a few weeks.

US PASSENGER TRAVEL TO EUROPE IN 2004-2005



U.S. CITIZEN VISITORS TO EUROPE IN 1999 TO 2004* (Full year, peak and off-peak)



Continental reported a first quarter loss of \$184 million compared to \$124 million last year. Although revenue rose 8.6% to \$2.5 billion and planes were fuller, it cannot raise prices enough to stay in the black – suffering, like other airlines, from cutthroat competition and record fuel prices.

Despite concessions from pilots last year, fresh financing and a three percent rise in revenue, Delta posted a \$1.1 billion first-quarter loss. CEO Gerald Grinstein said that without the high cost of fuel, Delta would be “better than plan.” With no hedges in place to reduce jet fuel costs below market prices, the airline anticipates further increases in its fuel outlays. As expected, bankruptcy is rumored yet again.

If you can't beat 'em, join 'em. Iberia, a critic of subsidies to budget airlines flying to smaller airports, is considering buying or creating a low-cost carrier of its own in order to level the playing field. More than 50 million tourists visit Spain every year, and a rising number are coming on budget airlines such as Ryanair, EasyJet or Germanwings.

Lufthansa has agreed to take over Swiss International Air Lines in Europe's biggest airline merger since Air France and Dutch KLM merged last year to form the world's largest airline group by revenues. In a deal worth up to 310 million Euro (\$409 million), Swiss will be completely taken over by Lufthansa, and Lufthansa will integrate Swiss routes into its 2005/6 schedule, maintaining Zurich airport as an international hub.

Bankrupt United Airlines may be about to offload its four employee retirement plans onto the Pension Benefit Guaranty Corporation, if court approval blesses the deal. The plans, covering 120,000 current and former employees, are underfunded by almost \$10 billion. Removing this obligation would save United an average of \$645 million over five years, and bring it one step closer to emergence from bankruptcy.

(Sources: Airwise News, USA Today, CNN.com, Reuters, Air France)

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 MONACO • NORWAY • POLAND • PORTUGAL • ROMANIA • SLOVAKIA • SLOVENIA • SPAIN • SWEDEN • SWITZERLAND • TURKEY

PRODUCED BY SPRING, O'BRIEN FOR THE EUROPEAN TRAVEL COMMISSION AND ITS 33 MEMBER GOVERNMENT TOURIST OFFICES

Note from the Editor:

The Memorial Day weekend gave the high sign starting the summer travel high season, and it looks good for Europe's U.S. market. Nonstop flights on major routes appear to be sold out, but some low fares are still to be found on smaller carriers with connecting flights. Tour operators report strong bookings, and we can congratulate them for their wizardry in keeping price increases to a minimum despite the weak dollar – which now appears to be gaining some strength against the euro. Only time will tell if the exchange rate fever has finally broken.

Cruise operators too have been clever, grabbing their dollar-hedging advantage and offering new itineraries and new products in the Med. While the airline's financial quagmire exerts its relentless downward pull, however, some carriers appear to be flying above the fray. We have also noted some new trends with import for travel marketing, especially concerning women. Last but certainly not least, we begin to report on the fall events for Europe Unlimited.

Here's to a most successful peak season.

Peace,

Nora Brossard
norab@spring-obrien.com

Travel Industry News & Trends

Cruising 101? – Having built an empire on low-cost, no-frills air travel, budget mogul Stelios Haji-Iannou is extending his domain to the seas with an extremely basic cruise product, EasyCruise (<http://www.easycruise.com/>). The former Renaissance II is outfitted in EasyGroup's signature orange for 170 passengers, who pay about \$100 a day in à la carte charges for everything from berth to bacon, including housekeeping services. Aimed at 18-40 year old party types, EasyCruise hits seven ports of call in the French and Italian Riviera.

Carnival takes Liberty – Carnival's first-ever ship in the Med is booking so well for its inaugural summer season that it is certain to return next year for a full season. In 2006, the good ship Liberty is scheduled for 15 12-day cruises roundtrip from Rome, plus two transatlantic crossings (<http://www.carnival.com/>).

Cruise Cycle – Peter Deilmann is introducing cycling adventures on eight cruises plying the Seine, Rhône and Danube Rivers this summer and fall. Participants cycle about 20-25 miles a day – a total of around 150 miles on each cruise – on scenic country roads through villages and vineyards, with visits to famed historic attractions of France, Germany, Austria and Hungary (<http://www.deilmann-cruises.com/>).

Guaranteed Dollars in Italy – Central Holidays (www.centralholidays.com) is sticking to its dollar guns. Throughout 2005, brochure land prices for its Italy motor coach tours are guaranteed regardless of currency hikes.

Designs on Helsinki – Holiday Inn opens its fourth Helsinki hotel in August, a 256-room property on the city's western seashore, just in time for two major sports events, the 10th IAAF World Championships in Athletics, and the Helsinki Marathon. An equally compelling draw is the new Design District, a shopper's Mecca opening June 12 with a Design Museum and boutiques from Marimekko to Kalevala Jewelry (<http://www.helsinkiexpert.fi/>).

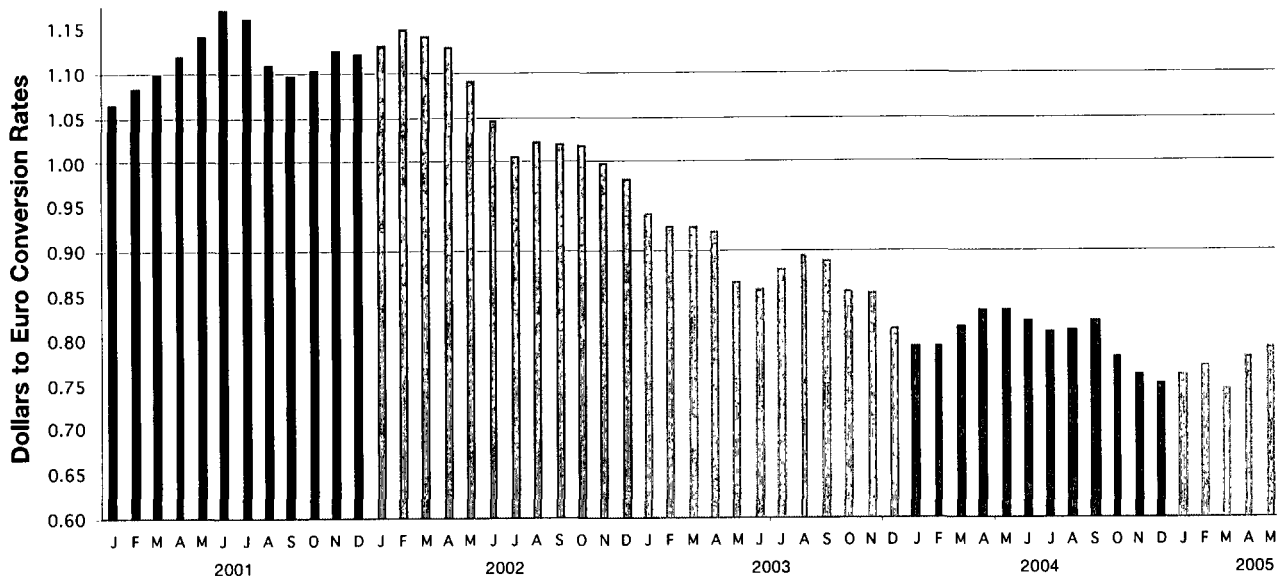
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Irish Heritage Stock on the Rise – Recent figures from Dublin-based Heritage Island Marketing Group disclose encouraging signs of the popularity of Irish historical attractions. First quarter business was up 5% for most members, who also reported higher advance bookings this year than in 2004 (<http://www.heritageisland.com/>).

(Sources: USA Today, Travel Advance, Peter Deilmann Cruises, Finnish Tourist Board, Travel Weekly)

“Affluent consumers, who have many demands in their everyday lives, need to schedule vacations far in advance to accommodate other commitments. It is critical that marketers who rely on the business of affluent travelers communicate with them early and often.”
 – Roy Weiss, Thomas, Townsend and Kent

DOLLAR TO EURO CURRENCY TRENDS



Airline News

Deregulation Redux – Too many inefficiencies at airports and air navigation service providers, plus over regulation, have marred efforts to cut costs, charges the International Air Transport Association (IATA) at its annual meeting in Tokyo.

The price of oil isn't helping, either, reaching a record \$60 per barrel in April. While descended from that lofty plane oil prices are still stratospheric at +\$50 – and forcing up industry loss estimates to \$6 billion from \$5.5 billion last month. The industry's fuel bill this year will total a staggering \$83 billion.

IATA called for government to cut taxes, push deregulation and appoint an independent regulator to ensure that airport service companies boost efficiency.

Air-France-KLM reported its first quarterly loss since the two carriers merged last year to form the world's biggest airline. The villain? Oil prices, of course, which fueled a net loss of €6 million for the fourth quarter ended March 31 (net income a year earlier was €42 million).



Alitalia posted a 2004 net loss of \$1.02 billion (€812 million) due largely to a costly restructuring intended to save it from collapse. The losses are equivalent to about 80% of its market capitalization. For 2005, the carrier is forecasting more positive results – but not enough to break even.

Amid the general gloom on the airline scene, British Airways not only reports a rise in annual operating profits, but also announces that it will pay bonuses totaling \$84 million to non-management staff for the first time since 1998. For 2004, the company earned 251 million pounds (\$467.31 million), nearly double the 130 million pounds of a year ago, thanks to stringent cost cutting.

Spain's largest airline, Iberia, may buy or create a low-cost carrier that would fly to airports in key destinations served, unlike most no-frills airlines that fly to smaller airports near advertised destinations. Meanwhile, Iberia says it's on track to meet its savings goals of \$437-\$500 million (€350-€400 million) targeted for 2003-2005.

Speak now or forever hold your peace on the pending merger of Lufthansa and Swiss International Air Lines. The European Commission is seeking comment, pro and con, and will decide by June 24 whether to approve, seek changes on competitive grounds, or launch a longer investigation.

Virgin Atlantic Airways, which competes with larger rival British Airways, posted a higher profit for 2004 thanks to cost controls and income from new routes offsetting record fuel prices. Pretax earnings were \$124 million (€68 million) for the year to end-February, compared to \$38.1 million (€20.9 million) for the previous year.

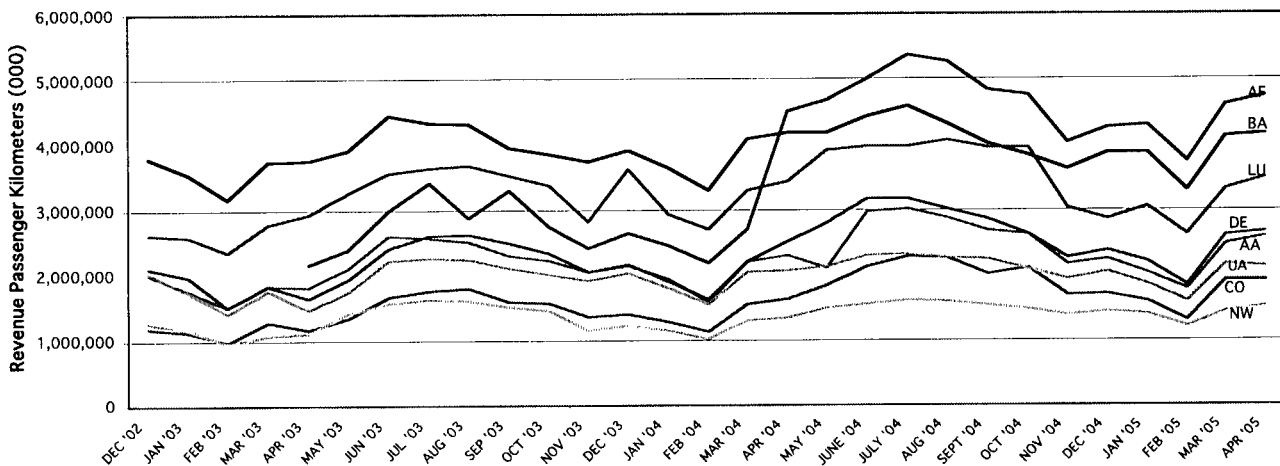
(Sources: USA Today, Airwise News, Bloomberg, Associated Press)

"It is political nonsense that Europe has a single currency but 35 air traffic control organizations."

— Giovanni Bisignani,
Director General, IATA,
from USA Today

FARE TRACKER			
Lowest roundtrip fares on Travelocity, JUNE 1:			
New York to London	\$223.00;	Chicago to Paris	\$300.00;
Los Angeles to Frankfurt	\$500.00		

2002 THRU APRIL 2005 TRANSATLANTIC RPKs



Trend Watch

Only in America... do workers give back one-quarter of their vacation time. Nearly a third of employees give up three out of their twelve allotted vacation days – or \$54 billion in equivalent salary, according to Expedia's fifth annual survey of American vacation habits (<http://www.expedia.com/>).

This year for the first time Expedia also surveyed Europe, and surprise: not only do Europeans receive double to triple the number of days Americans do, they give up the fewest. Only 17% of French workers give up any of their 39 days, for example – and more than 70% will take vacations of at least two weeks, while only 14% of US employees say the same. Shrewd travel suppliers will pay heed and offer more short getaway packages.

The Rich are Different – On the other hand, nearly 90% of affluent consumers – those with household incomes of at least \$100,000 — plan vacations of more than one week and will spend at least \$5,000. The survey, conducted by Thomas, Townsend & Kent, concluded that one in five will take trips of two weeks or more and will spend more than \$10,000.

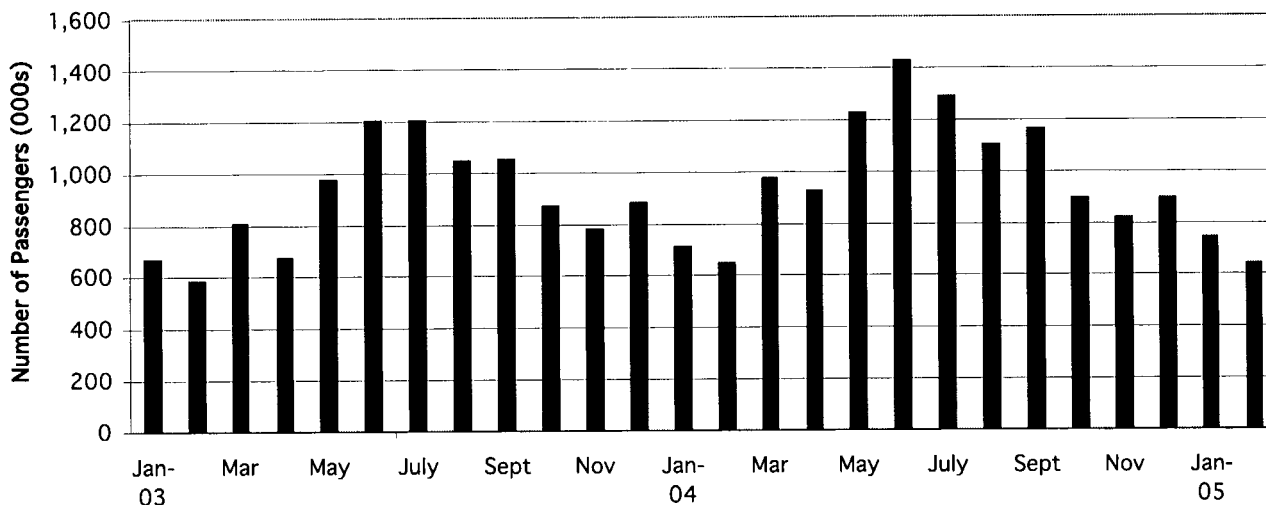
How to Pick Up Women – Targeting female travelers? Send them to Scandinavia, where women enjoy a higher standard of living and near parity with men. In its first gender gap study of 58 countries, the World Economic Forum (www.weforum.org) found that Sweden, Norway, Iceland, Denmark and Finland gave women access to the widest spectrum of educational, political and work opportunities, plus comprehensive safety nets.

The United Kingdom (8) and Germany (9) also scored well, as did Latvia (11), Lithuania (12) and Estonia (15). Ranked 17, the United States fared poorly in economic opportunity, health and well-being.

Web Gender Gap – Contrary to conventional wisdom, women convert from researching to purchasing online travel products at a higher rate than men. According to a survey by BURST! Media, 61% of women visit online travel agencies to research airfares, car rentals and hotel rooms, compared to 54% of men; 47% of women actually purchase travel online compared to 39% of men.

(Sources: Expedia, Webwire.com, World Economic Forum, BURST! Media)

US PASSENGER TRAVEL TO EUROPE IN 2004 – 2005



Europe
Unlimited

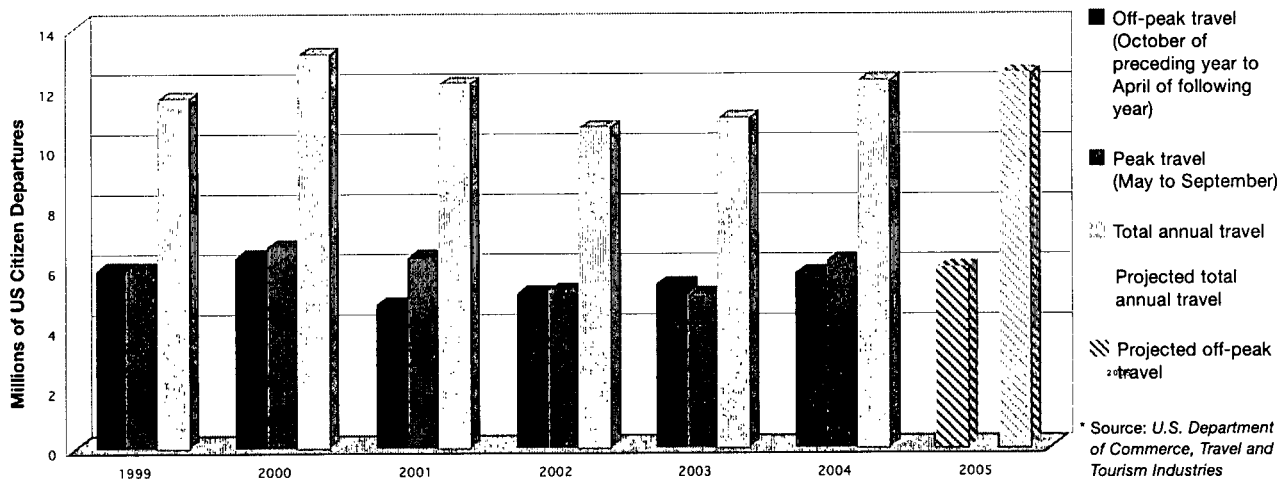
Mark Your Calendar

The annual *Europe in NYC* event in partnership with *Travel + Leisure* and *Food & Wine* will unfold again this year at the Metropolitan Pavilion in October. Showcasing the true flavors of each ETC country, this tasting tour of Europe will include travel promotions, seminars, samplings of regional cuisines and wine and spirits tastings.

Don't miss the action of the second Culinary World Cup as rival European and American chefs wield their skillets in a culinary showdown. And all for a good cause, with the winner's \$10,000 going to his or her favorite charity.

The Europe Unlimited Media Exchange (EUMEX) will go transcontinental this fall to offer added face time with our media colleagues on the "left" coast. Mark your calendar for **Tuesday, Nov. 1 in New York**, and **Thursday, Nov. 3 in Los Angeles**. Stay tuned for further developments.

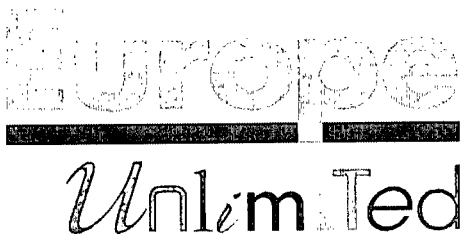
U.S. CITIZEN VISITORS TO EUROPE IN 1999 TO 2004* (Full year, peak and off-peak)



THE EUROPEAN TRAVEL COMMISSION

The ETC is a marketing organization whose role is to promote Europe as a tourist destination and provide a range of information, research and electronic distribution services to its members.

AUSTRIA • BELGIUM • BRITAIN • BULGARIA • CROATIA • CYPRUS • CZECH REPUBLIC • DENMARK • ESTONIA • FINLAND • FRANCE
 GERMANY • GREECE • HOLLAND • HUNGARY • ICELAND • IRELAND • ITALY • LATVIA • LITHUANIA • LUXEMBOURG • MALTA
 MONACO • NORWAY • POLAND • PORTUGAL • ROMANIA • SLOVAKIA • SLOVENIA • SPAIN • SWEDEN • SWITZERLAND • TURKEY



Travel Bulletin

PRODUCED BY SPRING, O'BRIEN FOR THE EUROPEAN TRAVEL COMMISSION
AND ITS 33 MEMBER GOVERNMENT TOURIST OFFICES

Note from the Editor:

Summertime, and the living is easier – a lot easier for US travelers in Europe at any rate. The euro, down 10% from its high horse of \$1.36 last December, is now riding along at a more comfortable \$1.21. Most of the crowds already flocking to Europe, who bought their travel when the euro was higher, will find themselves rewarded on the ground with extra dollars for shopping and dining.

However, travelers who waited too long before flights sold out and fares rose across the Atlantic can take heart from our tips on scoring relatively cheap seats to Europe – even in business class.

For those in search of adventure this summer, our feature story highlights just a few of the endless adventures that await in Europe Unlimited, covering physical, spiritual and aesthetic realms and including important new museum openings.

Also featured herein are some of the latest insights from PhoCusWright on effective Web marketing – so travel sellers can stay on top of their online game. After all, it's our aim to educate as well as entertain.

Peace,

Nora Brossard
Nora Brossard
norab@spring-obrien.com

Travel Industry News & Trends

Terrified of flying coach? Then get to Boston or Providence for a great deal on business class seats to Europe. Fly Azores Express to São Miguel in civilized comfort for less than \$1,000, shaving up to \$4,000 off typical business class fares. Connecting service to Lisbon, Porto and Madeira is available, but you can also fly nonstop Boston-Lisbon twice a week.

All aboard www.raileurope.com. With Rail Europe's new booking engine and live inventory, purchasing point-to-point rail tickets online is as easy as booking plane tickets. Search available trains at available fares, compare first and second-class fares, or simply reserve a seat if you are a railpass holder. The traveler gets instant confirmation and tickets delivered in two days.

Holland hooked an 18% increase in US visitors in the first quarter, with Canadian visitors up 21%. The Netherlands Board of Tourism and Conventions hopes the strengthening dollar, plus major event draws including Sail Amsterdam in August and "Rembrandt 400" exhibitions will maintain the momentum.

Maison de la France (www.franceguide.com) offers "French Affairs" October 23 and 24 in Pasadena, CA. A marketing huddle for tour operators and travel agents selling France to discuss the art of romancing US travelers, the event will also bestow awards for best brochure, web site, most original niche product and Tour Operator of the Year.

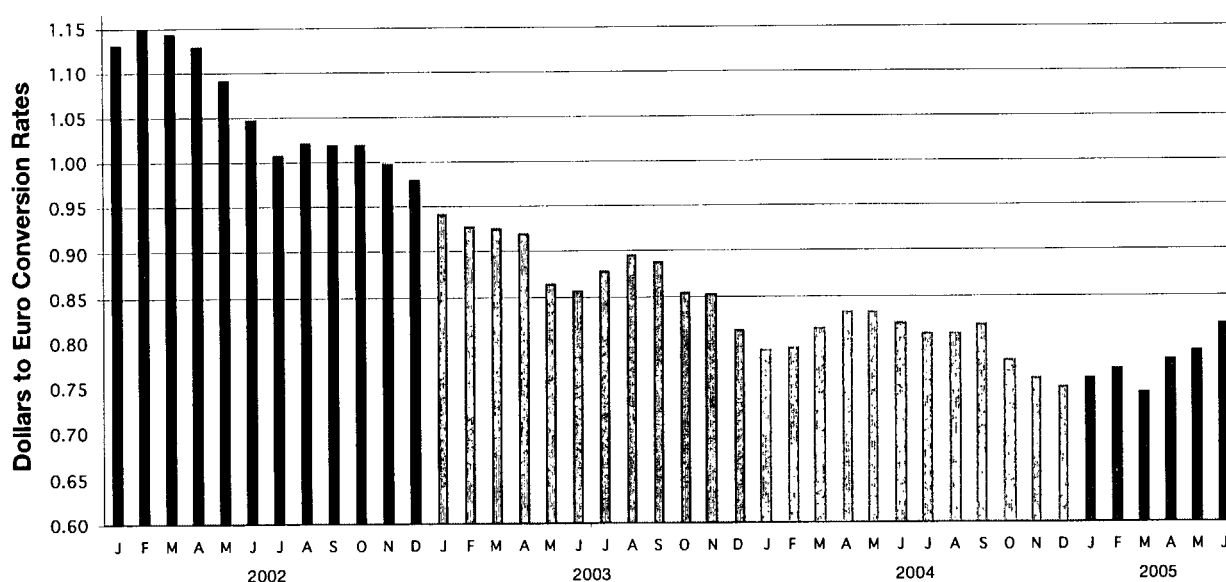
Sweden jumps on no smoking ban(d)wagon. Sweden is the latest to ban smoking in all bars and restaurants. So far, Ireland, Italy, Malta and Norway have banished smoking in their bars and eateries, with Belgium, Bulgaria, Cyprus, Finland, Germany, Hungary, Spain and the U.K. soon to follow. However, Sweden still won't snuff "snus," a kind of chewing tobacco.

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Slovakia's come hither look: Click on www.cometoslovakia.com, for everything you need to know about visiting the former Czechoslovakia's "other half." Brimming with useful and intriguing information, the Slovak Tourist Board's new Web site also includes self-guided driving itineraries describing what to see, times and distances between recommended locales, and where to stay and eat. Now that's the kind of back seat driving we like.

(Sources: Portuguese National Tourist Office, Rail Europe, Netherlands Board of Tourism and Conventions, Maison de la France, Travel Weekly)

DOLLAR TO EURO CURRENCY TRENDS



Airline News

Stumped by high summer transatlantic fares? Fly overseas on Air Luxor or Omni Air International, and switch to a budget carrier to get to your final destination. Since June 25, Air Luxor flies to Oporto and Lisbon (for reservations, call King Holiday, (973) 274-1701. Beginning July 1, Omni Air International serves Athens with a weekly flight (contact Homeric Tours, www.homerictours.com, 1-800-223-5570). Both fly from Terminal 4 at JFK.

Aer Lingus, KLM, LOT and Virgin are among the strongest performers at JFK's Terminal 4 as the summer travel season heats up. June load factors are up to 80%, with European destinations representing 35% of the traffic.

Continental Airlines inaugurates daily nonstop service from Newark Liberty International Airport to Berlin/Tegel. This will be Continental's third destination in Germany. Frankfurt and Hamburg are also served by daily flights.

Analysts say surging energy costs could send Delta and Northwest into bankruptcy. Oil has spiraled to nearly \$61 per barrel and still hovers in the stratosphere – up 61% from a year ago and 39% from January, on the New York Mercantile Exchange.

"We can cushion things as best we can and hedge ourselves, but these are prices we've never seen before."

– Christine Ritz, Lufthansa
on the impact of spiraling fuel costs
International Herald Tribune, June 29, 2005

Europe
Unim Ted

Airline News, continued

How can an airline lose \$93 million in one month, at the start of the year's busiest travel period? High fuel costs, of course. That's what United Airlines lost in May. Without increased fuel costs, the carrier might have broken even, reported the airline.

Major carriers have lost about \$3.5 billion this year, putting them on track to endure even bigger losses than in 2004.

Although some have raised ticket prices, most tickets for summer travel have already been sold. They will be burning cash from now on, says one analyst.

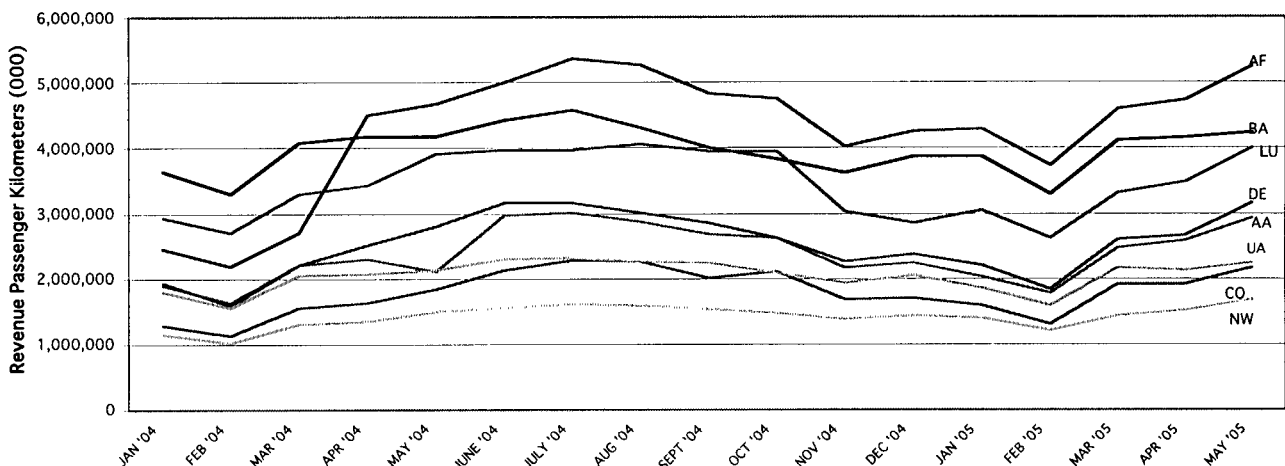
Meanwhile, European carriers face their own woes – a weaker euro amid volatile oil prices. At \$60 a barrel and likely to go higher, fuel prices are even more painful with the euro down more than 10% against the US dollar.

(Sources: Continental Airlines, Reuters, International Herald Tribune)

Should we tax laptops until people stop buying them?"

— James May, Air Transport Association,
Protesting excessive aviation taxes, June 21
Travel Weekly

2002 THRU APRIL 2005 TRANSATLANTIC RPKs



Adventures Unlimited in "Europe Unlimited"

Old Europe hands know that Europe is an endless adventure for mind, body and spirit. You could never in a lifetime exhaust her store of surprises, because Europe will always show you something new as you grow and change. Be it a cool new art museum, a rigorous athletic test or a spiritual pilgrimage, it will surely lead you to an altered state of being – and what could be more exciting?

Ever since the 1950s, Monaco has been known for its Formula One Grand Prix car race. This September, Monaco's narrow, twisty streets will test human racing machines in its first-ever Half-Ironman Triathlon. Up to 1,000 contestants will vie to complete a one-mile open-sea swim followed by a 59-mile bike ride and a half-marathon run of 13 miles. The top 30 finalists will qualify for the full Ironman World Championship in October 2006. For more information and travel arrangements, click on www.halfironman-monaco.com.



Adventures Unlimited in "Europe Unlimited", continued

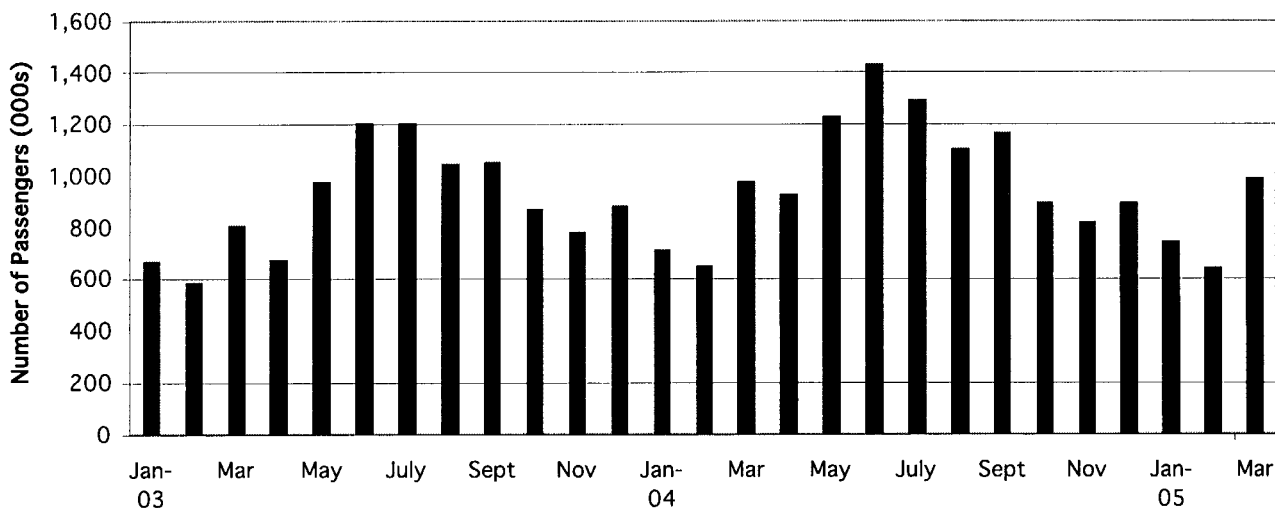
Bern, Switzerland, now boasts a museum for native son Paul Klee, one of the giants of 20th century modern art, in a building designed by Renzo Piano, a master of contemporary architecture. With more than 4,000 pieces, the museum houses one of the world's largest collections from a single artist. The \$87 million Zentrum Paul Klee is a massive landscape sculpture of three steel and glass "hills" covering the length of one and a half soccer fields. The museum also houses a 300-seat music hall and a children's museum with guided tours offered by children. For more, visit www.paulkleezentrum.ch.

Only in France would Champagne and scholarship go together. This year, you can drink a toast to Rashi on the 900th anniversary of his death. Rashi, or Rabbi Shlomo Itzhaki, was born in 1040 in Troye, in the heart of the Champagne region, and became a highly influential Talmud and Torah scholar. With a new free brochure highlighting his life and impact on Jewish scholarship, you can follow suggested itineraries to Jewish sites in the region – where you're never far from a glass of bubbly. To order "Celebrating Rashi" visit www.franceguide.com or call 1-800-288-1904.

With a comprehensive guide from the Austrian Tourist Office (www.austria.info/walking, or 212-944-6880) you can walk, bike or motorcycle where eagles dare – the 12,461-foot high Grossglockner in Salzburg, Austria's highest mountain. On the highest part of the road at 7,772 feet above sea level, superb views unfold of Austria's largest glacier. Explore earth's biggest ice cave, 26 miles long, and gaze down at the 11th century fortress that "starred" in the movies "The Sound of Music" and "Where Eagles Dare."

Conquer tall trees at the Aventure Parc (www.aventureparc.be) in Belgium. Less than 16 miles from Brussels, the nine-acre park is the brainchild of a former French paratrooper who adapted commando obstacle courses for adults and children alike. Earlier this year Aventure Parc introduced a new "sensation course." Elevated 30 feet above the ground, the course challenges you to negotiate a tunnel, rope bridge, parallel ropes, plank, tightrope and vertical climbing walls, nets and ropes. Trained staff are on hand to guide and assist, and, as to be expected in Europe, there is a safety net.

US PASSENGER TRAVEL TO EUROPE IN 2004 – 2005



Adventures Unlimited in "Europe Unlimited", continued

The new National Waterfront Museum in Swansea (www.waterfrontmuseum.co.uk/) will relate the industrial history of Wales in 36 interactive displays using sensory technology. Among the displays will be a 28-ton rolling steel mill, a model of Admiral Lord Nelson's flagship Victory and a replica of the world's first steam railway train. Set to open during Trafalgar Week (October 18), celebrating Admiral Lord Nelson's victory off Cape Trafalgar in 1805, the \$56 million museum will highlight Swansea's role in casting the British fleet's copper hulls and its guns and cannonballs. Admission is free.

(Sources: Monaco Government Tourist Office, Travel Weekly, Maison de France, Belgian Tourist Office, Visit Britain)

FARE TRACKER					
Lowest roundtrip fares on Travelocity, JUNE 1:					
New York to London	\$203.00	Chicago to Paris	\$300.00	Los Angeles to Frankfurt	\$500.00

Eye On Marketing

The *PhoCusWright Consumer Travel Trends Survey Seventh Edition*, released in April, yielded conclusions with strategic implications for the online travel marketing community:

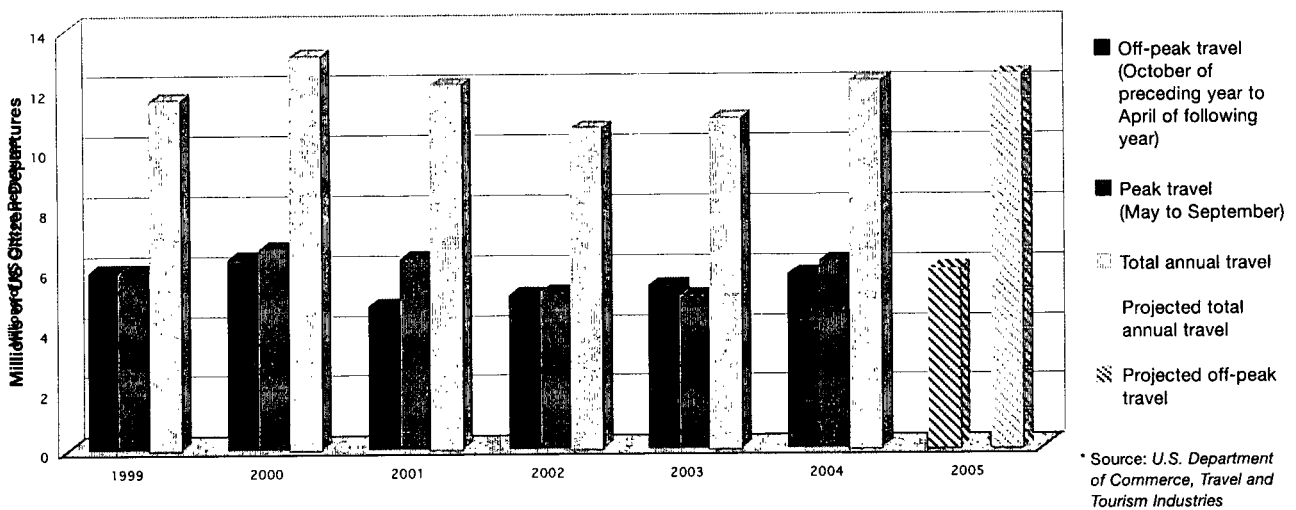
- Further broadband penetration will help bridge the gap between where travelers shop and where they buy travel online by orienting the process away from price and more toward the travel experience. Use of video will help to close the sale and encourage more "shopping."
- To counter the "Walmartizing" of travel distribution and its related waning brand affinity, marketers must give online travel buyers a reason to emote about their brand.
- Since the needs of online travelers vary with each trip, successful marketers will only attract repeat business by catering to those changing needs, creating greater demand for customized marketing and Web sites' use of predictive modeling techniques.
- Real-time dynamic packaging will become preferred to pre-packaged vacations, as travelers increasingly insist on greater flexibility in purchasing multiple travel components.
- Airlines are in a good position to bundle online package purchasing, since nearly four in 10 online purchasers who bought air, hotel and car travel online last year purchased multiple components at the same time on the same site.
- Don't sacrifice customer loyalty for \$6 service fees. After price, "waiving service fees" is most influential in determining where air travel is purchased – and conversely, most significant in causing customer churn (moving online buyers from site to site).

Eye On Marketing, continued

Brand equity is paramount in retaining leisure travel customers, who seek out Web sites that minimize risk, enhance the online experience and maximize trust. Without trust, they become less adventurous travel buyers, less committed online buyers and remain tenacious “low price” travel buyers.

A free overview of the study can be downloaded by clicking on www.phocuswright.com and visiting “PhoCusWright’s FYI.”

U.S. CITIZEN VISITORS TO EUROPE IN 1999 TO 2004* (Full year, peak and off-peak)



THE EUROPEAN TRAVEL COMMISSION

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