

## World Travel Trends Report

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This is the sixth World Travel Trends Report commissioned from IPK International, founders of the World Travel Monitor, and the third covering information disseminated at the ITB Convention during the annual ITB Berlin travel trade fair. It also updates the World Travel Trends Report published following the World Travel Monitor Forum, more commonly known as the Pisa Forum, organised by IPK in San Giuliano Terme, near Pisa, Italy, in October 2007.

### **Global trends**

2007 was the fourth year in succession of very rapid growth for world tourism, according to IPK International's World Travel Monitor, the results of which correlate with those identified by the World Tourism Organization (UNWTO).

While one could argue - as the following graph seems to suggest - that the industry is still making up ground lost in the first, crisis-strewn, years of the new century, it is clear that, in line with global economic growth trends, travel and tourism has not had it so good for a very long time. Growth over the period 2004-07 was much higher than that in the second half of the 1990s, prior to the crises of this decade.

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