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| Trends | Recent Example and news article source | Factors | Recent Example or explanation and news source |
| Increased frequency of holidays, | ‘Globalisation and Competition’  (Source: http://www.tomorrowstourist.com/trends.html~) | natural disasters, | ‘2004 Tsunami, the Andaman and Nicobar Islands of India’  (Source: https://tourismembassy.com/en/news/tourismology-by-tourismembassy/impact-of-natural-disasters-on-the-tourism-industry) |
| Greater flexibility (of booking, of products), | ‘Demand for Greater Flexibility and Cost-Effective Holidays Puts Luggage Shipping Services Top of the Agenda’  (Source: http://www.prnewswire.com/news-releases/demand-for-greater-flexibility-and-cost-effective-holidays-puts-luggage-shipping-services-top-of-the-agenda-says-send-my-bag-234218491.html) | health warnings, | ‘Chikungunya virus has spread across the Caribbean’  (Source: http://www.caribbean-council.org/wp-content/uploads/2014/10/Business-of-Tourism-Oct1-Public-health-tourism-and-being-proactive.pdf) |
| More independent travellers, | **Growth of independent Chinese Travellers. ‘Chinese travellers**  The rise of the independent tourist’  (Source: http://www.economist.com/blogs/gulliver/2013/08/chinese-travellers) | epidemics and pandemics, | ‘Flu-conomics: The next pandemic could trigger global recession’  (Source: http://uk.reuters.com/article/2013/01/21/us-reutersmagazine-davos-flu-economy-idUSBRE90K0F820130121) |
| Greater opportunity for adventure and alternative destinations, | ‘Mountain climbing in the Alps and the Cresta  run at St Moritz’  (Source: http://www.visitscotland.org/pdf/adventure\_tourism\_forecast\_march\_07.pdf) | terrorism | ‘Paris travel Q&A: How will terror attacks affect travel and tourism?’  (Source: http://www.independent.co.uk/news/world/europe/paris-travel-qa-how-will-terror-attacks-affect-travel-and-tourism-a6734411.html) |
| Decline in incoming and outgoing passenger numbers to a destination of choice (Egypt) | ‘Headline statistics on inbound tourism to Britain including the number of visits from overseas for the latest full year of data.’  (Source: https://www.visitbritain.org/2014-snapshot) | environmental issues | ‘Climate Change’  (Source: http://www.unep.org) |
| lower spending of UK tourists in Euro destinations | ‘Low-cost holiday destinations in 2013’  (Source: http://www.theguardian.com/money/2013/jan/18/low-cost-holiday-destinations-2013) | cost of travel, | ‘Economic impact of the travel and tourism industry’  (Source: http://marketrealist.com/2014/12/impact-travel-tourism-industry-economy/) |
| Growth and expansion of regional airports, | **‘**Regional airports growing as passengers avoid London hubs’  (Source: http://www.theguardian.com/business/2007/nov/16/theairlineindustry) | world recession, | ‘Impacts of the world recession and economic crisis on tourism: North America’  (Source: http://journalistsresource.org/studies/economics/business/tourism-impacts-world-economic-crisis-north-america) |
| Withdrawal or addition of some destinations by low-cost airlines | * ‘**Norwegian launch UK’s only link to Puerto Rico with fares from £159** * **First time the route has been served directly in almost a decade.** * (Source:www.mynewsdesk.com, 2015) | currency exchange rates | **‘Euro exchange rate deals blow to summer holiday Brits’**  **(Source: http://www.dailymail.co.uk/travel/article-2013373/Summer-holidays-Euro-exchange-rate-millions-ditch-break-abroad.html)** |
|  |  | decline in sales | ‘Southwest Airlines Co in Travel’  (Source: http://www.euromonitor.com/southwest-airlines-co-in-travel/report) |
|  |  | technological developments, | ‘Tourism in a World of Technology’  (Source: http://www.tourismandmore.com/tidbits/tourism-in-a-world-of-technology/) |
|  |  | transport developments | ‘Transportation role in Tourism Development’  (Source: http://enugustatetourismboard.com/p.php?u=transportation-role-in-tourism-developme&id=48) |
|  |  | future e.g. economic growth, increasing sales, technological advancement, environmental concerns | ‘External factors that influence the airline industry’  (Source: http://marketrealist.com/2014/09/must-know-external-factors-influencing-airline-industry/) |