

Nordic Trends Monthly Report – January 2017

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Market Intelligence

The month of Christmas, New Years and Celebration is back and these are some news highlighted.

- **Full speed ahead in the charter industry and Summer sales started early for TUI this year -**
Decembers booking levels has been very high as this year sales clearly mark an upswing in the industry. In December 2016, 30% more trips were made than same period the year before (2015). Not only TUI report good numbers as the competition Thomas Cook/ Ving also report an unusually high number of bookings – mostly families.

<http://www.travelnews.se/arrangor/hogtryck-i-charterfabriken/> (SWE)

- **TUI launching 8 new city trip destinations and is going all in for City trips in 2017 -**
When we re-branded to TUI we were clear on the fact to bring on more destinations and trips. This is the first change from a traditional charter company to a modern travel trade company, says Leyla Öfwerström, TUI.

Apart from new trips and destinations we will launch flexible stays between 3 – 5 days, on top of the traditional charter week.

<http://www.travelnews.se/arrangor/tui-storsatsar-pa-cityresor/> (SWE)

- **TUI forecasts 10% profit growth to 2019 with growing demand for long –haul destinations -**
TUI says that winter bookings this season are up 5%. There is growing demand for holidays in long-haul destinations like the Caribbean, Mexico and United States – a trend that has already aided the results for the last financial year despite the difficult geopolitical conditions – as well as Spain and Portugal.

<http://ttgnordic.com/tui-forecasts-10-profit-growth-to-2019/> (TTG Nordic)

- **Thailand breaks record with 30 million tourists and the country forecast international tourism revenues of €42bn -**

Thailand has set a new record, breaking the 30 million barrier for international visitors for the first time for one year. Its previous record was last year's 29.88 million visitors. "This has been an amazing year for tourism in amazing Thailand as shown by the huge numbers of visitors," proclaimed TAT governor Yuthasak Supasorn.

<http://ttgnordic.com/thailand-breaks-record-with-30-million-tourists/> (TTG Nordic)

Destinations & Trends (Travel trade news)

- **Koh Samui and Thai resorts now disaster zones and hotel guests forced to flee to Phuket and Bangkok -**

Thousands of tourists are caught up in a flooding emergency in southern Thailand, in which at least 14 people have died.

Koh Samui, the country's second most popular beach resort, has partially lost water and power and hotel guests on the island have been forced to go elsewhere, such as to Phuket or Bangkok. <http://ttgnordic.com/koh-samui-and-thai-resorts-now-disaster-zones/> (TTG Nordic)

- **Swedes' top travel destinations for 2017 -**

Lists of Swedes' most favored holiday destinations and countries have been compiled from statistics of bookings made so far for 2017. Bookings before November 27 for a trip abroad next year were up 12%, according to travel agency Ticket.

Thailand as a country is still in 2nd place which is the same as last year. When it comes to **destinations; Bangkok is also keeping its 2nd place, Phuket 3rd, and Krabi drops from 6th to 9th place.**

<http://ttgnordic.com/swedes-top-travel-destinations-for-2017/> (TTG Nordic)

- **New long haul flight for Swedes and Danes yet more flights might be cancelled if the runway is closed -**

Plans to expand the busiest airport in the Nordics may create 17 new long-haul routes, with southern Swedes to benefit as well as Danes. CPH wants to add 17 long-haul routes to the existing 36, doubling the size of the aircraft stands area to 1,900,000sqm.

<http://ttgnordic.com/new-long-haul-flights-for-swedes-and-danes/> (TTG Nordic)

- **Singapore Airlines adds Stockholm and the flights are to be launched in May, to fly via Moscow -**

Stockholm will be added to Singapore Airlines' route network in May, becoming the second Scandinavian city on the SIA map with aircraft flying to the Swedish capital via Moscow

Flights to Stockholm are due for launch on May 30 and will be operated with an Airbus A350-900, the latest addition to the SIA fleet. The route will complement the airline's existing flights to Copenhagen.

<http://ttgnordic.com/singapore-airlines-adds-stockholm/> (TTG Nordic)

- **Trend stays upward at Sweden's airports and International traffic up 10% during November -**

International traffic increased by a full 10% during November, year-on-year (1,938,000), though there was no change in domestic traffic (1,262,000), to reach a total for the month of 3,201,000.

Passenger volume in European traffic increased by 9%, while traffic to and from the rest of the world increased by 12%.

<http://ttgnordic.com/trend-stays-upward-at-swedens-airports/> (TTG Nordic)

Competitor Activities

[Accessible in the paid version]

Nordic PR /Media and Marketing Campaigns

[Accessible in the paid version]

Other

[Accessible in the paid version]