

Global Tourism Market Demand Analysis																
Products	Markets															
	United Kingdom	USA	Canada	New Zealand	Germany	China	Singapore	Malaysia	Taiwan	Japan	Hong Kong	South Korea	Thailand	Indonesia	Netherlands	Scandinavia
B&B/unique accommodation	High Demand	Moderate Demand	High Demand	Moderate Demand	High Demand		Moderate Demand	Emerging	Emerging	Moderate Demand	Emerging				High Demand	High Demand
Farmstays		Moderate Demand	Moderate Demand			High Demand	High Demand	High Demand	High Demand	High Demand	High Demand	High Demand	High Demand	High Demand	Moderate Demand	Emerging
Caravan, Camping, Cabins	Moderate Demand	Moderate Demand	Moderate Demand	Emerging	High Demand										High Demand	Moderate Demand
"Soft" Adventure	High Demand	Moderate Demand	High Demand	Moderate Demand	High Demand	High Demand	High Demand	High Demand	High Demand	High Demand	High Demand	High Demand	High Demand	High Demand	High Demand	Moderate Demand
Heritage/Culture/Arts	High Demand	High Demand	High Demand	High Demand	Moderate Demand	Moderate Demand	Moderate Demand	Moderate Demand	Moderate Demand	Moderate Demand	Moderate Demand		Moderate Demand	Moderate Demand	Moderate Demand	Moderate Demand
Food and Wine	High Demand	High Demand	High Demand	High Demand	High Demand		Moderate Demand	Emerging	Emerging	High Demand	Emerging		Emerging	Emerging	High Demand	Moderate Demand
Golf	Moderate Demand	High Demand	High Demand	High Demand	Moderate Demand	High Demand	Moderate Demand	Moderate Demand	Moderate Demand	Moderate Demand	Moderate Demand	Moderate Demand	Moderate Demand	Moderate Demand	Emerging	Moderate Demand
Nature Eco-tourism	High Demand	High Demand	High Demand	Moderate Demand	High Demand	High Demand	Moderate Demand	Moderate Demand	High Demand	High Demand	High Demand	High Demand			High Demand	High Demand
Alpine/Ski							High Demand	High Demand	Moderate Demand	Moderate Demand	Moderate Demand	Moderate Demand	Moderate Demand	Moderate Demand		
Theatre		Moderate Demand	Moderate Demand	High Demand			Emerging	Emerging		Emerging	Emerging					
Nightlife	Moderate Demand			High Demand	Emerging	High Demand	High Demand	High Demand	High Demand	High Demand	High Demand	High Demand	Moderate Demand	Moderate Demand	Moderate Demand	High Demand
Gardens, Parks	Moderate Demand	Emerging	Moderate Demand	High Demand	Moderate Demand	Moderate Demand			Moderate Demand	High Demand	Moderate Demand				Moderate Demand	
Cruise Shipping	Moderate Demand	High Demand	Moderate Demand		Emerging		Moderate Demand	Moderate Demand	Emerging							Emerging
Indulgence	Moderate Demand	Emerging	Emerging	Moderate Demand	Moderate Demand		Moderate Demand	Moderate Demand	Emerging	High Demand	High Demand	High Demand			Moderate Demand	Moderate Demand
Backpackers	High Demand	High Demand	High Demand	Emerging	High Demand					Emerging					High Demand	High Demand
Gay and Lesbian	Moderate Demand	High Demand	Emerging	Emerging	Emerging										High Demand	High Demand
Education		Emerging	Emerging		Moderate Demand	High Demand	High Demand	High Demand	High Demand	High Demand	High Demand	High Demand	High Demand	High Demand	Moderate Demand	
Events	Moderate Demand	Emerging	Emerging	High Demand	Emerging	Emerging	Emerging	Emerging	Emerging	Moderate Demand	Emerging			Emerging	Emerging	Emerging
Touring	High Demand	High Demand	High Demand	High Demand	High Demand		Moderate Demand	Emerging			Emerging				High Demand	Moderate Demand
Shopping	Moderate Demand	Moderate Demand	Moderate Demand	High Demand		High Demand	High Demand	High Demand	High Demand	Moderate Demand	High Demand		High Demand	High Demand		

- High Demand
- Moderate Demand
- Emerging