

TTRA e-Newsletter

TRAVEL AND TOURISM RESEARCH ASSOCIATION EUROPEAN CHAPTER
WWW.TTRA-EUROPE.ORG

INSIDE THIS ISSUE:

- ◆ President's message
- ◆ TTRA Europe Conference 2010
- ◆ **Transport Analysis & Planning** in the current challenging economic climate
- ◆ **IT and Tourism**
- ◆ **Eco-tourism** and who is it really benefiting?
- ◆ **Low cost carriers:** Trains the Biggest Threat?
- ◆ The role of **Spa, Health and Wellness** to Travel Planners
- ◆ The 2010s as the Decade of **Total Wellness:** Future Implications for Tourism
- ◆ **International Meetings and Events News**
- ◆ **Market Intelligence**
- ◆ **Latest Books**
- ◆ About Us
- ◆ **Events Diary**

To submit news, views and articles to this newsletter, please contact us
ttraeurope@googlemail.com
www.ttra-europe.org

President's message



Frédéric Dimanche
 Director, Center for Tourism Management, SKEMA Business School, Nice - Sophia Antipolis

The TTRA Europe newsletter is one of your information sources for tourism research news. It aims at connecting TTRA members and non-members with entertaining information you can use. I would like to encourage you to communicate this newsletter to your colleagues, industry friends and colleagues. We are committed to increasing our efforts to meet your needs. This newsletter is one way in which dialogue between all of us can be enhanced. Another way is for you to join TTRA Europe's LinkedIn Group and its (almost) 100 members. It gives you an opportunity to share your expertise, your experience, your projects, and help each other make better management and marketing decisions. We try to offer you a mix of information that comes from both industry and academic stakeholders.

Amongst numerous other things, you will find in this newsletter contributions about travel and technology, competitiveness, or transportation and tourism. Interestingly, these topics touch upon the various themes that we have chosen for our annual conference in the past three years! Each of those topics continue to be important to our industry. Finally, leading to this year's Annual TTRA Europe conference to be held in Budapest (have you booked your tickets yet?), Camille Hoheb tells us about the importance of spa and wellness tourism to travel planners.

Please enjoy this fourth issue of our newsletter and feel free to contact us with any questions or comments on how we can better help you.

All the best, Frédéric

TTRA Europe Conference
Budapest, Hungary,
April 21-23, 2010

Health, Wellness and Tourism -
healthy tourists, healthy business?

www.ttra-europeconference.com

REGISTER TODAY!



TTRA Europe Conference

Budapest, Hungary, April 21-23, 2010

Health, Wellness and Tourism - healthy tourists, healthy business?

Overall Aim

To examine the relationships between health, wellness and tourism

Conference objectives

- To analyse changing activities in leisure, lifestyle and travel which improve wellness and quality of life
- To consider developments in medical tourism
- To assess the role of well-established forms of tourism (e.g. spa, sports, social, cruise) and newer forms of tourism (e.g. holistic, occupational, adventure) in the development of health and wellness
- To discuss the special characteristics of investment and return in health and wellness tourism

Workshop Themes

1. Wellness trends in leisure and lifestyle
2. Quality of life and tourism
3. The long term implications of health and travel (e.g. work-life balance)
4. Medical, wellness and spa tourism: products, facilities, management, classification
5. Special interest tourism relating to health and wellness (e.g. social, occupational, holistic, spiritual, sports, voluntary, adventure)
6. Segmentation and positioning products, brands and destinations in health and wellness tourism
7. Risk and safety management and quality assurance in health and wellness tourism
8. Economic development and destination management (e.g. kurdirektion)
9. Innovation and technology



To find out more, please visit conference website:

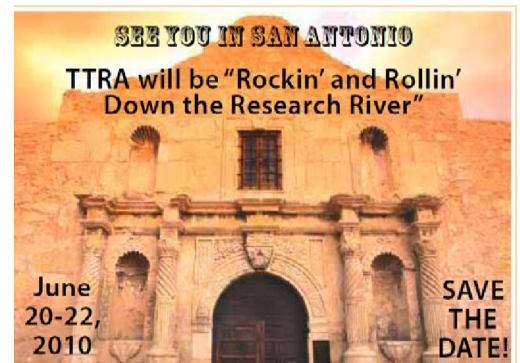
www.ttra-europeconference.com or email

László Puczkó, Conference Chair,
ttra@xellum.hu

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TTRA International Conference San Antonio, Texas, USA



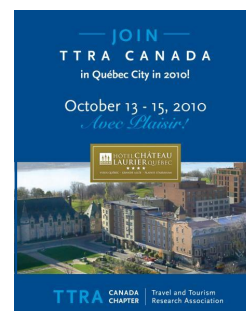
TTRA Connects is an official



publication of
TTRA, the Travel and Tourism Research Association
www.ttra.com.
Click here to read the latest issue.

TTRA Canada

ATTRACTION is an official publication of TTRA Canada.
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News in brief...

2010 travel trends according to TripAdvisor. » [Details](#)

Top 10 Travel trends for 2010 by USA Today. » [Details](#)

Travel gurus predict trends for 2010. Three travel gurus, who shared their 2010 predictions for the travel industry. Like airfares are going up, but hotel rates are going down, and all-inclusive resorts gaining popularity with budget-conscious travellers. » [Details](#)

Outbound slumps by almost 10m. The number of visits abroad by UK travellers slumped by 14 per cent or 9.8 million to 60.8 million in the year to September. » [Details](#)

WTTC has named NatureAir the 2009 Tourism for Tomorrow Conservation Award winner. » [Details](#)

80% of UK population support APD reform. The vast majority of people in the UK support a reform of Air Passenger Duty (APD). » [Details](#)

Seven key consumer trends for 2010 revealed by TravelMole » [Details](#)

Russian hotels are worlds most expensive. According to a survey released by Hogg Robinson Group, the international corporate travel services company. » [Details](#)

Germany number one for ease of travel. For the very first time, Germany is among the Top 10 of the Country Brand Index, and number 9 among 102 rated countries. » [Details](#)

Naked Norwegian man wins ICCA Best Marketing Award 2009! » [Details](#)

TTRA Europe Membership Renewal

To renew your membership, contact Kyle at TTRA International (kekoehs@ttra.com) or visit the membership area of this website: www.ttra.com/members_about.php

TTRA seeks to improve the travel and tourism industry through education, publications and networking activities.

The personal benefits of your belonging to TTRA are: Advance your career in travel and tourism; Identify partners for joint research objects; Attend & Participate in our meetings and conferences; Link into the global community of 800+ TTRA members throughout the world and Enjoy your quarterly TTRAE Newsletter!

**RENEW
HERE
TODAY**

"Tourism, Mobility, and Technology"

Two special issues of journals dealing with "Tourism, Mobility, and Technology" were published in late 2009. First, a special issue of Technovation - The Journal of Technological Innovation, Entrepreneurship and Technology Management focused on "Investing in technology for tourism activities." The second special issue, titled "Tourism, mobility and technology: Perspectives and challenges," was published by Tourism Analysis. Both publications contain articles that were originally submitted and presented at the 2007 TTRA Europe conference that took place in Nice, France. The

theme of the conference, hosted by SKEMA Business School, was "Tourism, Mobility, and Technology."

The complete references are below:

Dimanche, F., & Jolly, D.(Eds.). (2009). Tourism, mobility, and technology: Perspectives and challenges [Special issue]. Tourism Analysis, 14(4).

Jolly, D., & Dimanche, F. (Eds.). (2009). Investing in technology for tourism activities: Perspectives and challenges [Special issue]. Technovation, 29(9).

SKEMA Business School partners with DuntonTinnus consulting and the Association of Corporate Travel Executive to conduct an industry study

The partnership will empower Executives in the Business Travel Industry through industry knowledge and learning from the best in the industry to support smart and efficient decisions, and exploit the full potential of cost savings and process efficiencies. The study to be produced will be a guide to those who either buy or manage meetings, incentives, conferences or events (MICE) and/or business travel services in today's market focusing on merging

both areas. Part of the research methodology will include 360 degree feedback surveys to assess the leadership and management strengths and weaknesses to improve performance, raise productivity, and reduce the costs of back-office and shared services functions. The paper will be released by fall 2010.

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New Boeing 787 in Seattle

Transport Analysis & Planning in the current challenging economic climate

by Noel Sweeney

Managing Director, Tourism & Transport Consult

In the current challenging economic climate the need for strategic decision-making to be supported by robust evidence based analysis and market insights is even more important than ever. Some examples of such research carried out by one company for clients of late demonstrate this approach. We offer these examples for consideration as the type of work which your company might wish to offer clients in your country.

Identification of new air route opportunities for tourist boards, airport authorities or government departments. This can be accompanied by design of air route support schemes -that are compliant to EU rules if an EU country client.

Analysis of the tourism potential for air travel from 30 European source markets to a particular country. This includes design and implementation of a prioritisation model for assessing opportunities for growing tourism into a destination.

A report on a country as a source market for travel – including forecasts of future growth patterns.

A review of the impact of 'open Skies' on transatlantic air services.

Island destinations in particular depend on air services – as well as ferries - and this theme of access analysis runs through much of our company business.

About TTC

TTC International is a consultancy specialising in tourism, transport, leisure, land use, policy development and policy analysis. Please visit www.ttcinternational.com to find out more.

Tourism and Mobility

by Aurkene Aluza-Sorzabal, Ph.D

Executive Director, CICtourGUNE &

TTRA Europe Board Member

The special address on innovation. In recent years, changes in tourist behaviour, destination management, and development and implementation of new technologies, have brought about a significant shift in tourism and mobility.

The importance of the concept of mobility can be seen in the increasing relevance of interconnected processes in the definition and operation of economic, scientific-technological and social dynamics. As a result, we find ourselves in a tightly woven society of networks in which the mobility of goods and information, and in particular, people, play a vital role in the emergence of new sectors and new activities associated with the generation of knowledge and technology.

Contemporary tourism services have become highly information-intensive, employing new Information Communication Technologies (ICTs) to create personalized tourism products and increase consumer-visitor participation in the production value chain.

Often, the emergence of new sectors in the economy associated with the tertiary sector or service industry is the direct outcome of research activities creating business opportunities. In this light, scientific and technological production can be made more profitable when combined with the entrepreneurial spirit of modern societies. Similarly, with the substantial changes to the travel and tourism industry during the last decade, the ability of research and business communities to broach more collaborative efforts could not be timelier.

Meanwhile, transformation and democratization of travel distribution has led to dynamic intermediaries offering specialized products and services. Novel marketing applications, Internet transparency, web services and mashups, new distribution models, search tools and software as a service (SaaS) models, among others, are all contributing to the development of an increasingly open and highly competitive marketplace for travel distribution. Intermediaries unable to adapt to this new situation will in all likelihood, disappear.

In the coming years, we expect technological advances that will challenge the application domain and scientific community, testing our understanding and successful integration of technology in tourism and mobility. This impending scenario means we must be prepared to 'think outside the box'.

No destination spared, in order to remain competitive and be an integral part of a country's Strategic Plan, the Tourism Industry must be ready to compete in this period of multi-polar globalization. Competitive advantages are not easy to come by and must be developed in a different manner, a manner that carefully incorporates innovation, while bearing in mind its critical impact on scientific capital and knowledge generation.

Information Technology and Tourism

by Aurkene Aluza-Sorzabal, Ph.D

Executive Director, CICtourGUNE & TTRA Europe Board Member



Today's society is characterized by the creation of new knowledge; knowledge derived from beyond the simple fusion of experiences, from an engine that allows us to gain a more precise understanding of actual conditions and society as a principal source of wealth and competitiveness.

In the context of global uncertainty, the travel and tourism industry faces numerous global, social, economic and environmental challenges. Perhaps the most daunting challenge is the ability to create a knowledge-based industry. The novelty of a Cooperative Research Center (CRC) in Tourism, integrated in the framework of scientific and industrial policies in the services sector, has the potential to not only generate knowledge, but to foster innovation that can proactively tackle these challenges.

Often, the emergence of new sectors in the economy associated with the tertiary sector or service industry is the direct outcome of research activities creating business opportunities. In this light, scientific and technological production can be made more profitable when combined with the entrepreneurial spirit of modern societies.

Exemplified in the creation of the Center for Cooperative Research in Tourism, CICtourGUNE, is a hub for innovation strategically designed to generate knowledge excellence in tourism and mobility.

Situated in the Basque Country (Spain), CICtourGUNE functions as a scientific-technological infrastructure in tourism and mobility, facilitating cooperative alliances and effective interaction between stakeholders in different spheres: business, academia,



Image: Danilo Rizzuti / FreeDigitalPhotos.net

members of the Basque Network of Science, Technology and Innovation, and regional, national and European government agencies.

CICtourGUNE's innovative research approach to Tourism Sciences combines human capacities and interdisciplinary knowledge to generate knowledge in three distinct research areas, Tourism Systems and Media, Human Mobility and Technology, and Tourism and Environments.

Each research area is geared toward gaining a better understanding of the tourism phenomenon through new methods for measuring and modelling tourism information based on technological developments, industry trends and consumer and service provider needs.

Tourism Systems and Media emphasizes research in the frontier of essential ICT knowledge, exploring and cultivating new options for paths in tourism flows and Intelligent Tourism Management Systems.

It is envisioned that through the development of novel instruments and models, and the integration of new indicators, significant improvements can be made in quality and production, as well as optimisation of time- and cost-effectiveness, each with a tremendous affect on sustainability.

Human Mobility and Technology focuses on the evolution of mobile devices and advancement of connectivity technologies, and the increasing trend toward creating hybrid spaces (symbiosis between nature and technology). As Time becomes a progressively scarce commodity, consumers will increasingly demand services that meet individualized needs and desires at a moment's notice in every destination.

From this viewpoint, tourism research in context-based applications will not only shape the future of tourism services, but will provide the opportunity to better understand human behaviour in the digital society. Currently, CICtourGUNE conducts research in Context Theory, Semantic Technology, Technological Infrastructure and Human-Computer Interaction.

Tourism and Environments is one of the foremost challenges in tourism knowledge, and one of the most complex empirical issues related to the relationship between visitors and spaces.

Over the years several approaches have been taken in respect to tourism and environments. Traditionally, carrying capacity has prevailed associated with land occupancy and maximisation, and sustainability with regard to understanding and managing environmental impacts and cultural heritage. In future generations, destinations' competitiveness will depend largely on the quality of the landscape, the urban fabric, new sustainable designs, the balance of aesthetics, and the quality of the human experience (comfort).

In 2009, CICtourGUNE implemented, *The Laboratory for Advanced Mobility Information Services for the Tourism Sector (mugiLab)*. The ultimate goal of mugiLab is to aid the Tourism sector in adapting to the demands of the new knowledge-based economy by streamlining technology and knowledge transfers in advanced mobility services to the tourism sector.

Eco-tourism and who is it really benefiting?

Ecotourism and alternative tourism in general as well as sustainability are concepts that have been in debate during the recent years because they are all trying to give new dimensions in local development.

by Makras Konstantinos
Tourism Development Consultant

Is it a worthwhile cause?

Various alternative forms of tourism in the rural areas have come up due to a double necessity. On one hand the need of the people in the cities to reconnect with nature and its culture. On the other hand it concerns the rural people that need complementary income to their rural income, to overcome the crisis and uncertainty in the agricultural sector. Both ways, it's about a form of tourism that designates local elements, while the initiatives and its management belong to the local people.

Ecotourism contributes to the economic activation of the rural areas without competing with the natural or human resources. It is compatible with environmental, social and civic values allowing the locals as well as the visitors to enjoy the positive interactions and their mutual experiences.

Implementing ecotourism can be an integrated development program in a region with multiple positive effects both in the environment and its inhabitants, as well as to the visitors.

It should be mentioned that there is an important relation between entrepreneurship, sustainability and development of ecotourism. This relation is the link between the enterprises and the environment. In ecotourism these elements are co complementary. Business opportunities and sustainability policies can result in the creation of kinds of entrepreneurial and economic activities. New business can find ways to give fair products and services.



Image: Andreas Constantiou / FreeDigitalPhotos.net / Skiathos

By inference, ecotourism:

- Helps to preserve the environment
- Develops the country
- Helps to preserve the population in remote areas
- Supports a more natural way of living

Who is it benefiting?

- Rural areas and its inhabitants. Basic components that give quality in the lives of the inhabitants of the rural areas are given through ecotourism. Complementary income and employment for the inhabitants occur through ecotourism and are considered of the most importance. At the same time they are the main issue as for the evaluation of the value of ecotourism by the local people. Furthermore the enhancement of the local market in combination with the structural link of the ecotourism functions with the local production is very important as visitors consume local products, not imported from other regions or countries, thing that could possibly lead to reliance from these regions or countries.

- City people. The visitor has the chance to live experiences that he hasn't the opportunity to experience in the city, in a different environment than the one he is used to live, to exchange ideas and thoughts with the hosting people and by that way to feel home-like, to take part in every day life and its problems.

Small entrepreneurs and enterprises. What ecotourism is trying to achieve is to emphasize in the small family enterprise in an attempt to have positive impact in the distribution of the surplus that may occur due to the ecotourism operations, also by developing of the so-called "related actions", which

refer to be more than renting an accommodation. It is very important to mention that any intervention in the sites is done with absolute respect to the natural, architectural and cultural surrounding.

The common people of the villages may have entrepreneurial capabilities in a state of dormancy and never been given the chance to develop them. Through ecotourism we can achieve the awakening of this potential entrepreneurship.

Who is not benefiting from Eco-tourism?

Ecotourism is a small-scale local activity that is mostly provoked by local people and others that are interested in environmental awareness through tourism. Obviously large-scale tourism activities cannot be benefited by ecotourism thus their criteria of benefit are different than those of ecotourism. Mass tourism, large-scale tourism enterprises and Tour Operators don't have the economic benefits that are used to by other tourism activities. Ecotourism refers to local production, small numbers of visitors, slow development, and local distribution of the economic surplus.

Are there any disadvantages to the Eco-tourism concept/industry?

Tourism enterprises can cause more "environmental risks" while the pressure that is put for environmental protection (e.g. security regulations, social restriction etc) can keep from business development. Innovation as a basic element of entrepreneurship can be the answer to the environmental problems, whether this means the develop-

ment of an environmental friendly technology, or the supply of environmental friendly products and services. Also non-sustainability in tourism endangers the environmental protection, that is the basis for ecotourism development and even more it misleads and disrupts the whole activity.

Emphasis can be given to non-material values and renewable resources. This kind of entrepreneurship can have the feature of a local character, nature focused small business. The size of the business is important because it gives the flexibility and ability to provide fair development dynamic to the local communities in their attempt to modify their local resources into tourist products and services.

If ecotourism becomes fashion it will turn to a mass product, it will be "industrialized". Some say that ecotourism is another way for Tour Operators to enrich their products and services that have been replete in the last decade. So they gave an "eco" dimension in tourism but in the end they sell the same product in another "wrapping". As result it may become "museum-style" tourism.

What more can be done to fully integrate Eco-tourism into our daily lives?

The key words for a full integration of ecotourism in our daily life are education, motivation, information.

Educate:

- the people in rural areas to become environmental aware and preserve their environment

- the people in the cities to become responsible buyers of tourist products and services

the tourist enterprises to become environmental friendly

Motivate:

- the people in rural areas to preserve their environment and invest in the benefits of ecotourism; the tourist enterprises to be more "eco-oriented"; the consumers to buy eco-services and eco-products.

Inform:

- people about ecotourism products and services; inhabitants about the benefits of ecotourism; enterprises about the new dimension of tourism.

Low-cost carriers: Trains, the Biggest Threat?

2010 is likely to be a difficult year for European carriers. And in 5 years' time, what will be the main threats to low-cost airlines?



by whichbudget.com

Global Budget Airline Directory

European low-cost carriers face a tough winter, mainly because of the drop of passenger demand. Furthermore, recent outlook announcements made by market leaders, Ryanair and easyJet, and market analysts are fairly negative. 2010 is likely to be a difficult year for European carriers. And in 5 years' time, what will be the main threats to low-cost airlines?

As previously analysed in www.whichbudget.com we believe the European Union's Emissions Trading Scheme (ETS) will bring new costs to airlines. But, in the medium term, trains network throughout Europe is the biggest threat to low-cost airlines. Let's take the French market as an example.

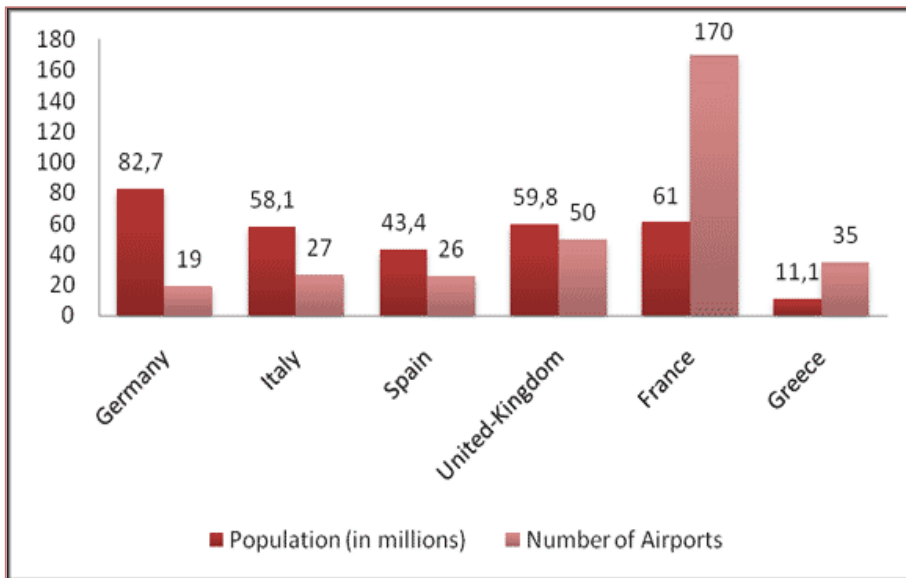
Too many airports

In France, there are approximately 170 airports for 61 million residents, which means 1 airport for 358,000 inhabitants. If we compare this with some other European countries, we realise that France has the most important density of airports. For instance, Germany only has 19 airports for 82.7 million people (4.3 million inhabitants per airport), Italy has 2.1 million inhabitants per airport, Spain has 1.6 million inhabitants per airport, and the United Kingdom has 1.2 million inhabitants per airport.

In France, this density of airports has a real impact on public finances. Rivalry between close airports does not bring anything good to local authorities and their budgets. The Regional authority of Languedoc speculates about the



Image: FreeDigitalPhotos.net /



real need of Perpignan-Rivesaltes Airport compared to Girona Airport and its 5 million passengers per annum. Normandy region is facing the same problem with 5 airports available for almost 2 million inhabitants in the area. Furthermore, three of them (Caen, Deauville and Rouen) are located within a 50 km radius. And even if local authorities have decided to concentrate their financial efforts on Deauville-Normandie Airport (managed by Syndicat Mixte of Deauville Normandy Airport), they face an important lobbying from Caen Airport looking for investments for its slopes.

The increase in the number of airports also raised concerns among local residents. Associations of residents take actions against these airports, and therefore against carriers, especially because of aircraft noise. It is the case for Bordeaux-Merignac Airport opposed to the association AEDE (Association Eysinaise de Défense de l'Environnement) of residents living nearby. This pressure will not stop anytime soon as low-cost terminal, named "Billi", will open in May 2010, consequently increasing the number of flights over the Bordeaux region.

Trains: The Long Tail Threat

According to French financial courts (Cour des Comptes), most of French airports are being funded by the tax payer. From 2000 to 2006, airports in France have received about 590 mil-

"Last August, the UK Government announced it will progressively replace domestic flights with a 250mph train network"

lion Euros from public money, which represents more than 100 Euros per passenger. These amounts should be even more important in the future because of all investments that must be made in terms of environmental and security norms.

Already in bad shape, the worst is still to come for airports. Indeed, in such financial situation, most airports are not in strong position to negotiate with carriers, neither face competition, coming from other airports, or the train. In 2012, the train route 'TGV Atlantique' will be extended and Western cities of France will be reached in 3-4 hours from Paris. In a recent interview, Jacques Sabourin, director of UCCEGA (Union des Chambres de Commerce Gestionnaires et Exploitantés d'Aéroports), said:

"Carriers only win over train on routes longer than 4 hours". According to a study published by FNAUT (Fédération Nationale des Associations d'Usagers de Transports) and the French Ministry of Transport, between 1990 and 2030, the aviation sector will lose about 39 million passengers, preferring to use the train instead. Indeed, most of main cities could be reached in less than 3-and-a-half hours from Paris.

The best current example comes from the route London-Paris. In 1994, carriers had 98% of the passengers' traffic while trains had only 2%. In 2009, the EuroStar obtained 80% of the traffic, leaving less than 20% to planes. This situation should be generalised to other train routes in France.

France is today the European country the most concerned about train network versus airlines, but it is not an isolated case. Last August, the UK Government announced it will "progressively replace domestic flights with a 250mph train network". Lord Adonis, the transport secretary, declared: "For reasons of carbon reduction and wider environmental benefits, it is manifestly in the public interest that we systematically replace short-haul aviation with high-speed rail". And Spain also invests a lot into high-speed train. For instance, Paris and Madrid just signed a joint-venture deal to create high-speed rail link which will connect Madrid to Paris, via Barcelona and Lyon. Short-haul carriers, and especially low-cost carriers, will have to rethink their survival strategy.

About WhichBudget.com

Founded in June 2002, WhichBudget (www.whichbudget.com) is today one of the leading global budget airline directories thanks to its ease of use and its comprehensiveness. Word of mouth and favourable press has propelled the site into a global phenomenon.

WhichBudget features over 100 budget airlines, covering hundreds of destinations in Europe and the World and attracting thousands of visitors daily. The site is multilingual, existing in 17 languages.

The Role of Spa, Health and Wellness to Travel Planners

Since ancient Rome, spas were gathering places for statesmen to meet and discuss business affairs. Fast forward to present day, and executives, business travellers and corporate meeting planners have a global preference for destinations with wellness and spa services.



by Camille Hoheb
Global Spa and Wellness

This article examines the opportunity for corporate travel planners to introduce and incorporate wellness tourism as a viable opportunity to deliver meaningful value to their clients.

With the economic downturn, companies seek peak performance and maximal efficiency. While media has placed greater scrutiny on organizations providing travel as reward for production, incentive planners are seeking destinations that align with the current corporate climate. What better way to accommodate both than to offer wellness destinations as transformative experiences for both the individual and business organization sponsoring the meeting? Destinations offering programs and services to achieve maximum health and well-being are becoming more popular. In fact, many researchers are predicting that this type of travel will increase four-fold or even more in the next year. (Travelocity)

According to the Centers for Disease Control and Prevention, over 75% of employers' health care costs and productivity losses are related to employee lifestyle choices. Poor lifestyle choices translate into higher rates of absenteeism, lower productivity, and higher health care expense. The cost of employer-sponsored benefits exceeds that of almost all other company expenditures, remaining the top concern for employers today. Investing in the health of the employees can also be an investment in the company's bottom line, especially when the employees are top-performers.

Consider the following research statistics:

- Over 75% of employers' health-care costs and productivity losses are related to employee lifestyle choices. (CDCP)
- Over 65% of employers cited "employee's poor health habits" as one of the top challenges in maintaining affordable benefit coverage, January 2009 (Watson Wyatt)
- The medical care costs of Americans with

chronic diseases account for more than 75% of the nation's \$1.4 trillion medical care costs. The United States cannot effectively address escalating health care costs without addressing the problem of chronic diseases. (CDCP)

For wellness destinations that have keyed in on the emerging interest in corporate wellness programs, their approach is to "partner" with companies in building a long-lasting health and wellness program that serves as a key business strategy, which increases room nights, F&B, rental space as well as wellness programs and services. Canyon Ranch teamed up with The Cleveland Clinic to offer Executive Health Programs such as a four-day agenda including abundant counseling (nutrition, mind-body techniques, exercise, etc.) designed for motivated people who identify their health as a top priority. Combining the diagnostic and treatment capabilities of one of the nation's finest medical institutions with the preventive wellness approach pioneered by Canyon Ranch, this extensive physical establishes a new model for the delivery of preventive health care. The Canyon Ranch Health Resorts in Tucson, Ariz., and Lenox, Mass., launched an executive health program boasting a four-day agenda including counseling in nutrition, mind-body techniques, and exercise. On-site immersive experiences such as this, offer wellness strategies, clinical and diagnostic assessments and expert consultations to achieve a healthier workforce for the participating business executive.



For travel planners, a key element, to the success of their program, is the opportunities to networking outside of the actual meetings sessions. Wellness options available for meeting participants range from classes and workshops on nutrition, fitness and life-balance. Returning to the growing

interest in meeting venues with spa facilities is due in part with the recognition that a better balanced, well-rested employee with a strong commitment to health will perform better at work. Also, consider that a meeting held where spa services are available creates a memorable event for attendees which can in turn increase the ability to retain information presented during the meeting. As in ancient times, a spa experience is conducive to social interaction and can be a rewarding group event. Regardless of whether a spa component is optional, required, individual or a group event, it is a sought after post-meeting activity.

For travel planners, a key element to the success of their program is the opportunity to network outside of the actual meetings sessions. "Tone your business and tone your team too!" is a promotional tagline from Ojai Valley Resort & Spa. They offers unique programming for meetings that are "Designed to encourage guests to explore uncharted paths in their busy and stressful lives, our programs offer little peeks into collectible experiences that can make long term differences." In addition to spa services as a post-event activity, the resort has several unique offerings such Aromatherapy, Mandala art classes.

Mirival Resort in Arizona provides another example of how travel planner can add interesting and meaningful post event activities focused on healthy living. The resort's Creative & Mindful Cooking Immersion workshops invites guests to dine with Miraval's nutritionists to learn to mindful eat to healthy cooking classes.

As health, hospitality and the spa industries continue to converge, it is evident that the interest and demand for wellness services provided in luxury property has dovetailed into corporate health. When adding value to a venue, what better way to do it then through memorable experiences that can provide sustainable change and healthier life habits?

About the author:

Camille Hoheb has performed strategic planning and directed both operations and business development to the health, spa and wellness industries for nearly two decades.

by Sally Johnstone and James Chung
Reach Advisors

The 2010s as the Decade of Total Wellness: Future Implications for Tourism

As we look beyond the economic crisis, what signs can we find about how the post-meltdown market will differ from what we've seen in the past?

Among the shifts underway in the consumer landscape, and one of the biggest opportunities, is an emerging change in consumer attitudes about health and wellness likely to drive a shift in travel pursuits among higher-income consumers.

Over much of the last century, each decade has ushered in a big change in consumer attitudes towards healthcare in a number of countries. For example, 40 years ago, it was a focus on self-improvement in many Western countries that drove a boom in vacations involving outdoor recreation. 10 years ago, Botox, Lasik and Viagra created consumer-driven demand for health and wellness solutions in many countries, and likewise, a boom in vacation experiences designed to set back the aging clock, albeit temporarily.

Similar shifts in health and wellness attitudes have come like clockwork around the turn of every decade. So what's next?

Almost all indicators that we track are leading us to declare the 2010s the Decade of Total Wellness. Why?

-- A key driver is the aging Baby Boomer generation born after World War II. Baby Boomers have reshaped the landscape with every life stage they have entered, refusing to follow in the footsteps of the generation preceding them. Now

they are champions of anti-aging, with 75% of American Baby Boomers claiming to maintain an active lifestyle to remain healthy, and almost half saying they are healthier now than in their 20s.



-- Another demographic driver is a generation of younger women, particularly those around 40 years old and younger, growing up in some countries with far greater access to sports than the women ahead of them. In our tracking of sports participation rates in the US, almost all of the growth in sports over the past decade has come from increasing numbers of women. For the travel industry, this is a shift almost as significant when the post-war Baby Boom reshaped consumer markets. Now we're now seeing a generation of women for whom pursuit of athletic activity is becoming a greater part of their lives, and their vacation considerations.

--Also feeding into the Decade of Total Wellness is dramatic increase in consumer's use of complementary and alternative approaches for wellness – well beyond defining healthcare by what's offered by their physician. It's also about how they focus their leisure time pursuits, and we're now seeing in our

consumer survey work that it's emerging as an increasingly common desire for the ideal vacation.

But one important note for most of the Total Wellness indicators that we're tracking is that they correlate with higher educational attainment and incomes than the rest of the population. In other words, this isn't the average individual; instead, it's the core of higher-spending travelers.

A few of America's top resorts are restructuring around this shift to create competitive advantage in the coming decade, ranging from rethinking the role of spa and sports programming, to bringing in partners to establish dominance as the country's leading resort for the pursuit of total wellness.

Health and wellness is no longer about a pill or passivity. Now it's far more about the active pursuit of passion. That shift is one of the biggest trends reshaping the consumer landscape for the decade ahead, and it's likely to create new opportunities in the post-meltdown travel landscape as well.

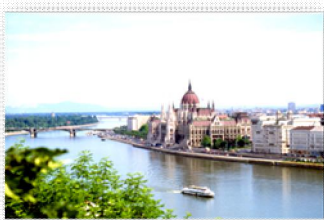
About authors:

James Chung, President, and Sally Johnstone, Senior Consultant, are with Reach Advisors, a strategy and research firm focused on emerging shifts in the consumer landscape, serving some of the world's top tourism destinations. More data and examples are available by contacting james@reachadvisors.com or (011) 518-439-6942.

Hungarian Travel and Tourism News

Out & About recommends Hungary

The London representation of the Hungarian National Tourist Office and Danubius Hotels organised a fam trip for journalists to Hungary. One article born during that trip was recently published in Out & About, the trade magazine for British coach tour operators, recommending the country as a region with great possibilities and excellent value for money. According to Inghams travel agency, there was increasing demand for the Balaton last year. The journalist also states that the Balaton can easily be combined with Budapest and trips to Hungary can also be linked in with visits to the other countries of the region.



New nature park opened

Hungary's 5th Nature Park officially opened last weekend in Fehérgyarmat (east Hungary). The new nature reserve of 108,000 hectares was created through the cooperation of 67 settlements in the region plus several Romanian municipalities. The core of the Nature Park is the Szatmár-Bereg Reserve Area, Kaszonyi Hill and Cégénydányád Castle Park Natural Reserve and the Romanian Nature Reserve Area of the river Túr.



Budapest makes it to Swedish top list

According to Swedish travel trade paper Travel News, Budapest is among the most popular destinations of the first decade of the millennium. The list, based on the sales of the largest Swedish travel agency network, Ticket, places Grand Canary as the top resort, followed by Alanya, Crete and Mallorca, while among the cities London, Paris and Barcelona are the most in demand, followed by Rome, Prague and Budapest.



Serbian-Hungarian air bridge re-opened

Following 17 years of closure, Malév planes re-entered the Budapest-Belgrade route on 14 December. The Hungarian air carrier is now flying daily between the two capitals, offering Serbian passengers excellent connections to 60 destinations in Europe and the Middle East.

Malév is expecting to increase the number of its Serbian passengers; earlier 30,000 chose to fly the Hungarian carrier annually. The HNTO is also expecting an increase in the number of Serbian business and leisure tourists in Hungary; consequently the national tourism marketing office will place greater emphasis on this market.

More than 8 million passengers pass through Ferihegy

Although 2009 started with a dramatic decrease in passenger numbers caused by the global recession, in August the trend was turned around and by the end of the year Budapest Airport reported a decline of "only" 4.2%, which still represents more than 8 million passengers passing through the Ferihegy terminals. The impacts of the crisis were compensated by the joint campaigns run by the airport, the airlines and the Hungarian National Tourist Office.

Wizz Air performed very well as the low-cost carrier managed to increase its passenger numbers by 36% and it introduced a third plane to Ferihegy. Malév also reported a 17.5% hike in its passenger traffic and an improved load factor. By the end of the year Lufthansa registered a better load factor but fewer flights, while Swiss', Norwegian's and Vueling's sales went up, too.

The management of Budapest Airport is optimistic about the future, as the new airport hall, SkyCourt, will open at the end of this year.

EU funds available for mega congress centre

The tender for a multifunctional congress centre capable of hosting at least 4000 persons in the Central Hungary region has been issued by the National Development Agency. According to the tender conditions, only one such investment can be funded to the tune of HUF 950 million (3.7 million euros) by the EU Regional Development Fund and the Republic of Hungary.

Source: Hungarian Travel News

International Meetings and Events News

The Meetings & Incentive Travel Industry Awards 2010



Ten Meetings Technology Trends to Watch for 2010

10. Mobile phones
9. Social networking
8. Micro-Blogging
7. Social review sites
6. Strategic meetings management program
5. More video to promote and improve the meeting experience.
4. Audience response technology gets cheaper and more diversified.
3. Low cost, two-way, mobile lead retrieval options for meetings and trade-shows attendees are emerging.
2. Telepresence is finally gaining a foothold at hotels for virtual meetings.
1. Despite the economic downturn and the increased use of virtual meetings technology, face-to-face meetings and tradeshow remain viable. [» View/Download here](#)

©2009 Corbin Ball Associates

Destination survey How has the recession affected C&I globally?

European countries suffered the biggest falls in conference and incentive business in 2009, according to a C&IT survey of ten top destinations. Currency shifts and corporate budget cuts were cited as the most common causes but more than half of respondents expect C&I to improve in 2010.

[» Read More](#)

Industry outlook Upcoming market trends for 2010 from key agencies

Industry outlook: There are signs of recovery from the recession. "In the past few weeks, there's been activity in new business opportunities," says Martin Parry, World Event. "But 2010 is still going to be tough." World Events forecasts static business levels in 2010 but improvement in 2011 and 2012. "The industry should remember we are about adding value, and we should promote this to clients, not panic and give price away. We are not a commodity." [» Read More](#)



The year ahead: Incentive travel - Where now for incentives?

The recession has dealt a blow to incentive travel. Will it die or can it bounce back, asks C&IT.

Slammed by politicians and taken to task by the tabloids, incentive travel is arguably the events industry's biggest casualty of the recession. Not only have incentives been pulled by companies because they're paranoid about being seen to throw money away on lavish jollies, but they have also been hit by severe budget cuts. On top of this, individual rewards schemes are creeping into many companies' incentive programmes. [» Read More](#)

On the road: New Meetings Industry Emerges After a Boom and Bust

Now, as business travel slowly comes back, the meetings part of it is struggling to regain its footing. In the process, it is being redefined. One, events are being planned with a far greater emphasis on cost control. And two, at least for some events, companies are increasingly relying on sophisticated technology to eliminate physical events and instead hold virtual meetings that do not require travel. [» Read More](#)

Bruce MacMillan, President & CEO of Meeting Professionals International visited the UK on Tuesday 2nd February for a very well attended event on the future of the Events Industry. Find out what he had to say. [» View/Download here](#)

Trade Fairs and Exhibition Research Reports from UFI—The Global Association of the Exhibition Industry. [» View/Download here](#)



[Click here to view](#) the February digital issue of Conference + Meetings World

ICCA Intelligence:
First Findings from Conventions 2020 Study to be presented at IMEX Association Day 2010 [» Read More](#)

Resources to keep yourself updated



Snowsports Analysis 2009 provided by the Ski Club of Great Britain, skiclub.co.uk. This report aims to give an overview of the UK snowsports market using empirical research from UK tour operators combined with a variety of other third-party data sources.

Contents include: Overview of the snowsports market; The snowsports holiday—Accommodation, length of stay, transport; The future and more. » [Views/Download here](#).



Meetings Industry Report

The Grass Roots Meetings Industry Report provides a comprehensive overview of key issues and trends in meetings and event procurement.

The 2010 edition of this report offers insights into the current and future picture of the UK meetings industry with highlights from a European and Global perspective.

The 2009 edition was well received by over 1,500 senior managers, procurement heads, HR directors, marketing directors and event planners. It is recognised as a valuable guide for corporates developing their meetings and events strategy.



Download a copy of the 2010 Meetings Industry Report

HRG 2009 Hotel Survey by Centre for Economics and Business Research (cebr).

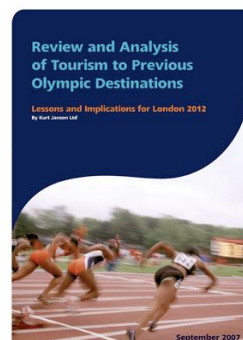
The overall picture emerging from the Hogg Robinson Group (HRG) hotel survey shows room rates falling by between 3-4 per cent on average between 2008 and 2009; a graphic indication of the worst year for the global economy since 1946. The survey also illustrates the different pace of recovery across economies and highlights long term global economic trends that have been accelerated by the global recession – with the economic ‘balance of power’ shifting from West to East. » [View/Download here](#).

International Tourism on Track for a Rebound after an Exceptionally Challenging 2009. Growth returned to international tourism in the last quarter of 2009 contributing to better than expected full-year results, according to the latest edition of the UNWTO World Tourism Barometer. » [View/Download here](#).

World's Iconic Destinations Rated—Norway's Fjords on Top

National Geographic Traveler has devoted its sixth annual “Places Rated” Destination Stewardship survey to the world’s most celebrated and iconic travel destinations and how well they have weathered the pressures of mass tourism and other threats.

» [View/Download here](#).



Review and Analysis of Tourism to Previous Olympic Destinations
Lessons and Implications for London 2012. This desk-top study is an attempt to determine the potential tourism benefits of the 2012 Games. Provided by Kurt Janson Ltd. » [View/Download here](#).

Global SWOT Analysis 2009 provided by TOUREG Research.

Team, A.T.E.I Thessalonikis. The TOUREG Project (Competitiveness and Knowledge in the Tourism Sector) aims to improve the competitiveness and strategic position of the service sector and in particular the tourism-oriented sectors in various European regions. This report includes: An analysis of the global tourism today; Tourism consumption and demand trends.

» [View/Download here](#).

Geotourism Study provided by U.S. Travel Association.

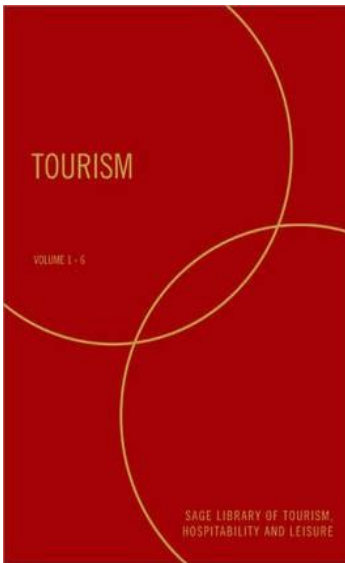
Geotourism: The New Trend in Travel is the first examination of its kind of American travellers – a tremendous undertaking in ferretting out traveller attitudes that lead to potential sustainable tourism behaviour. This unique study gives the travel industry insight into future consumer expectations of ravel suppliers.

» [View/Download here](#).

Review & Outlook for Ireland's Domestic Travel Market. TTC has just completed a review of the Irish Domestic Holiday Market for the Irish Tourism Industry Confederation. The review report was launched in Dublin on 1 December 2009 .

» [View/Download here](#).

Latest Books



Tourism

Edited by: Professor Stephen Page; Dr Joanne Connell
 Publisher: SAGE Publications, 2376pp
 Publication date: Nov 2009
 ISBN-9781848605688

Price: EN/A

Even though Tourism forms a vibrant and dynamic field of study, the history and development of it remains uncharted in any significant manner. The subject developed in response to a growing interest and recognition of the potential value of tourism to the economy, society and culture, as well as environmental regeneration. In part, the evolution of the subject has arisen from the development of a critical interest among social scientists and more latterly business researchers.

This major reference collection, Tourism, not only brings together the seminal studies and articles that have shaped thinking in the Tourism area, but the structure of the collection also synthesises, organises and logically analyses a large number of issues to guide users through the manifold branches of this field.

Tourism in the USA

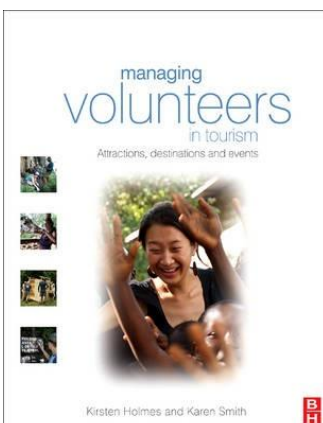
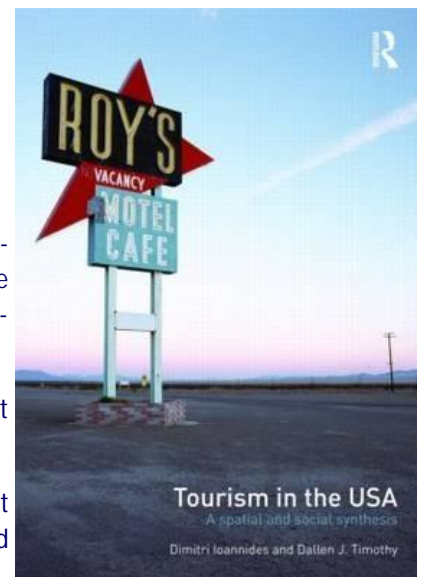
Price: £24.29

By (author): Dimitri Ioannides; Dallen Timothy
 Publisher: Taylor & Francis
 Publication date: Dec 2009
 ISBN-13: 9780415956857

The United States continues to provide opportunities for travel and tourism to domestic and international travellers. This is the first book to offer students a comprehensive overview of both tourism and travel in this region, paying specific attention to the disciplines of Geography, Tourism Studies and, more generally, Social Science.

Tourism in the USA explains the evolution of tourism paying attention to the forces that shaped the product that exists today.

The book combines theory and practice as well as integrating a range of useful student orientated resources to aid understanding and spur further debate, which can be used for independent study or in class exercises.



Managing Volunteers in Tourism Attractions, destination and events

By author: Kirsten Holmes; Karen Smith
 Publisher: Elsevier Science
 Publications date: Aug 2009
 ISBN-13: 9780750687676

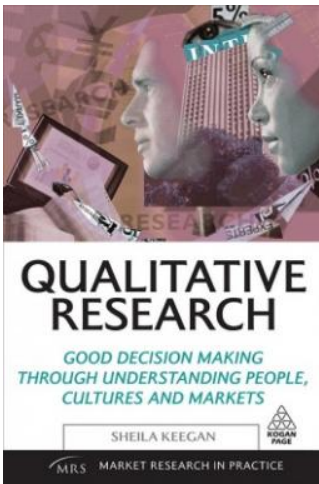
Price: £29.99

Recent years have seen an explosion in research on tourism volunteering. Volunteers are an essential part of tourism, whether they are volunteering in their local museum, at a sporting mega-event, as an airport ambassador, or travelling the global as a volunteer tourist.

Managing Volunteers in Tourism reviews the latest research to highlight the key management issues and relate them to the tourism volunteering context. It includes previously under-researched forms of tourism volunteering such as meet-and-greeters, surf life-savers, conservation, festival, and information centre volunteers and volunTourists.

Real-life examples and case studies throughout this book provide an in-depth examination of the challenges facing those managing tourism volunteers, making this book indispensable for current and future managers in the tourism industry.

Latest Books



Qualitative Research

Good Decision Making through Understanding People, Cultures and Markets

By (author): Sheila Keegan
 Publisher: Kogan Page, 272pp
 Publication date: Nov 2009
 ISBN-13: 9780749454647

Price: £22.46

Qualitative research is a powerful tool which plays a part in conducting marketing research into customer value analysis, branding and naming, new product launch, customer satisfaction and market segmentation, among other marketing areas. Its techniques include all types of focus groups, in depth one-one-one interviews, intercept studies and observational research. Because of its importance in determining buyer attitudes and beliefs it has been growing exponentially.

Destination Branding Revised 2nd Edition Creating the unique destination proposition

Price: £32.99

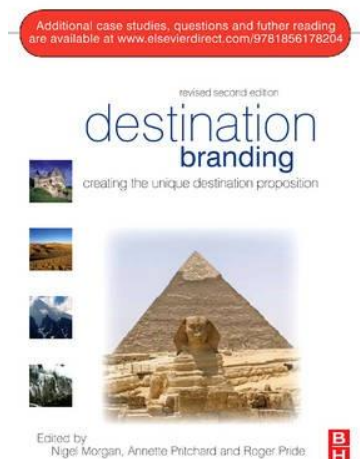
By (author): Nigel Morgan; Annette Pritchard; Roger Pride
 Publisher: Elsevier Science, 352pp
 Publication Date: Sep 2009
 ISBN-13: 9781856178204

'The first edition of this book really put destination branding on the map. Now, this second edition brings together some of the world's leading destination branding experts in a collection which represents the cutting edge of this exciting area of destination marketing.'

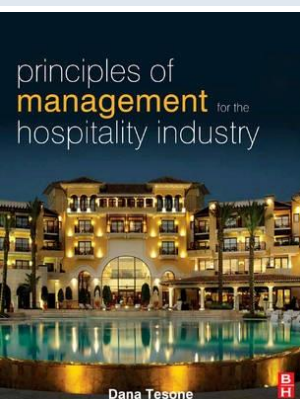
Francesco Frangilli, Secretary-General of the World Tourism Organisation

Today, destination branding is one of the hottest topics amongst place marketing professionals and politicians. Many destinations – from individual cities to entire countries – are adopting branding strategies similar to those of leading household brand names in an effort to differentiate themselves and to emotionally connect with potential tourists.

By focusing on a range of global case studies, Destination Branding: Creating the unique destination proposition, revised second edition, demonstrates how destinations – big and small – can successfully harness the power of branding.



Additional case studies, questions and further reading are available at www.elsevierdirect.com/9781856178204



Principles of Management for the Hospitality Industry

Price: £34.99

By (author): Dana Tesone; Series edited by: Abraham Pizam
 Publisher: Elsevier Science, 416pp
 Publication date: August 2009
 ISBN-13: 9781856177993

It is vital for hospitality management students to understand key management concepts as part of the complex and intimate nature of the services industry. Principles of Management for the Hospitality Industry is designed specifically for hospitality students who need to be able to use management tools and techniques to become successful hospitality managers.

By placing you at the heart of an imaginary workplace this book offers the opportunity to work through all of the items of discussion for each topic. The chapter begins with a scenario to prompt an exploration of a given topic, and concludes with the outcome of this scenario to reinforce the lessons learnt through out the chapter...

Source:

www.books-express.co.uk
 & www.routledge.com



ARE YOU ACTIVELY INVOLVED IN TRAVEL AND TOURISM RESEARCH AND MARKETING?
FAST-TRACK YOUR CAREER BY JOINING OUR INTERNATIONAL NETWORK OF RESEARCH AND MARKETING PROFESSIONALS

The Travel and Tourism Research Association (www.ttra.com) is a leading international network of over 800 professional in tourism and travel research and marketing. TTRA publishes with SAGE the Journal of Travel Research. The European Chapter, Founded in 1996, aims at promoting the development and application of travel and tourism-related information and research ideas and knowledge between all of our members, whether they are academics or researchers specializing in the travel, tourism, recreation and leisure industries.

The Travel and Tourism Research Association is the world's leading international network of professionals in tourism and travel research and marketing. Since 1970, our organization and its members have been to the forefront of the development and application of travel and tourism-related marketing information and research worldwide. The TTRA's growing membership now stands at over 800 practitioners and educators in over 200 countries. This unique combination of academics and practitioners offers our members exclusive networking opportunities and the possibility of mutually-beneficial industry/education collaboration.

Our objectives

The objective of the European Chapter of TTRA is to create a forum for the exchange of ideas and knowledge between all of our members, whether they are academics or researchers specializing in the travel, tourism, recreation and leisure industries.

Through our various activities as a fast-growing TTRA Chapter, we aim to:

- Increase the quality, volume and efficiency of tourism research
- Increase the understanding of the important role of tourism research within the industry
- Increase the understanding and knowledge of the tourism industry among tourism researchers and managers.
- Contribute to the collection and dissemination of tourism intelligence to researchers, practitioners, politicians and educationalists.

Who are our members?

Membership of our chapter is open to citizens of all European countries. The multi-national, multi-linguistic and multi-cultural composition of our European membership represents a major strength of our Chapter and offers our members extensive opportunities for undertaking comparative international and pan-European research projects as well as research that focuses upon tourism relations between Europe and the rest of the world.



Why should I join?

The personal benefits of your belonging to TTRA are:

- Gain** recognition of your status as a professional who is actively involved in travel and tourism industry
- Advance** your career in travel and tourism
- Identify** partners for joint research objects
- Network** to extend your personal contacts within the travel and tourism community
- Share** knowledge, experience and ideas
- Attend & Participate** in our meetings and conferences
- Link** into the global community of TTRA members countries throughout the world
- Engage** with other TTRA members worldwide via LinkedIn online social network
- Contribute and Enjoy** your quarterly TTRA newsletter

For more information about the association and how to join, please visit www.ttra-europe.org and www.ttra.com.

TTRA Europe Board

The newly elected members of the board are as follows:

Frédéric Dimanche
President

Isabelle Frochot
Vice President

Aurkene Aluza-Sorzabal
Treasurer

Ian Henderson - Secretary

László Puczko; John Swarbrooke;
and Jarmo Ritalahti.

Kaija Lindroth continues this year on the board as ex-officio and Sheila Flanagan serves as International Board Liaison.

Events Diary



ITB Berlin 2010

The World's Leading Travel Trade Show. The whole world meets at ITB Berlin: People, working in the travel industry and people, who want to catch up on the most beautiful travel destinations. The combination of trade exhibition, public exhibition and the biggest professional convention worldwide attracts tens of thousands of visitors, exhibitors and media representatives every year.

March 10 - 14 | Berlin, Germany » [Details](#)



British Tourism Week

The fourth annual British Tourism Week (BTW) takes place from 15 - 21 March 2010. His Royal Highness the Prince of Wales will once again be Patron for this series of inter-related events, which aims to raise local, regional, national and international awareness of the size, value and importance of Britain's £114 billion visitor economy.

March 15 - 21 | UK » [Details](#)



EMIF European Meetings Industry Fair

Inspiring ideas for your meeting, incentive, event and exhibition.

March 17 - 18 | Brussels, Belgium » [Details](#)



TTRA European Chapter Conference 2010

The European Chapter of the Travel and Tourism Research Association invites you to participate in its 2010 Annual Conference in "Health, Wellness and Tourism—healthy tourists, healthy business?"

April 21 - 23 | Budapest, Hungary » [Details](#)



Tourism Leadership Summit

The 2010 Tourism Leadership Summit is the fourth in a series of highly-popular programs designed specifically for executives and senior managers in the world's most exciting industry.

May 20 | Orlando, Florida » [Details](#)



IMEX 2010

The essential worldwide exhibition for incentive travel, meetings and events

May 25 - 27 | Frankfurt, Germany » [Details](#)



The Global Travel & Tourism Summit

May 25 - 27 | Beijing, China » [Details](#)



Olympics of Tourism

June 2 - 6 | Budapest, Hungary » [Details](#)



TTRA International Annual Conference

"Rockin' and Rollin' Down the Research River"

June 20-22 | San Antonio, USA » [Details](#)

3rd World Medical Tourism & Global Healthcare Congress. An International Healthcare Conference

September 22 - 24 | Los Angeles, USA » [Details](#)



Founded over 40 years ago the [Journal of Travel Research \(JTR\)](#) is the premier, peer-reviewed research journal focusing on travel and tourism behavior, management and develop-

ment.

JTR provides researchers, educators, and professionals with up-to-date, high quality research on behavioral trends and management theory for one of the most influential and dynamic industries.

Connect with TTRA!

TTRA is expanding its presence on the web! Look for TTRA on the following social media sites:



Maris Kuklis

Web & Communications Officer, TTRA Europe

Dear Members,

Welcome to the latest issue of our newsletter and information to our members. This edition features latest updates, news and resources and we hope that this newsletter finds you well.

This issue features more than ever independently written articles not only by our members, but also by guest contributors.

As always we greatly value your continued loyalty and support! Hope to see you all attend the TTRA Europe Conference this April in Budapest!

Best regards, Maris

Publication Editors:

Maris Kuklis and Isabelle Frochot

e-mail: ttraeurope@googlemail.com

TTRA, The European Chapter is a non-profit organisation, registered in Sweden and has its office at Dalarna University, Borlange, Sweden. Organisation number is 882601-7868.