

2015 Global Travel Price Outlook



Prospects for Global Air, Hotel, Rental Car, and Meetings & Events prices



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INTRODUCTION

The 2015 Global Travel Price Outlook represents new research for the benefit of the corporate travel industry. The report combines the information historically published in the GBTA Foundation's annual Travel buyers' Sentiment Survey and in Carlson Wagonlit Travel's annual Travel Price Forecast to provide more comprehensive insights into what the travel landscape will look like for travel buyers and suppliers in the coming year across airlines, hotels, car rental suppliers, and meetings & events providers.

This research was conducted with assistance from Rockport Analytics, a leader in global market research and insight. The data is intended to serve as a resource to assist travel buyers as they budget for, and negotiate, their 2015 travel programs.

About the GBTA Foundation

The GBTA Foundation is the education and research foundation of the Global Business Travel Association (GBTA), the world's premier business travel and meetings trade organization headquartered in the Washington, D.C. area with operations on six continents. Collectively, GBTA's 7,000-plus members manage more than \$345 billion of global business travel and meetings expenditures annually. GBTA provides its growing network of more than 28,000 travel professionals and 125,000 active contacts with world-class education, events, research, advocacy and media. The Foundation was established in 1997 to support GBTA's members and the industry as a whole. As the leading education and research foundation in the business travel industry, the GBTA Foundation seeks to fund initiatives to advance the business travel profession. The GBTA Foundation is a 501(c)(3) nonprofit organization.

About Carlson Wagonlit Travel

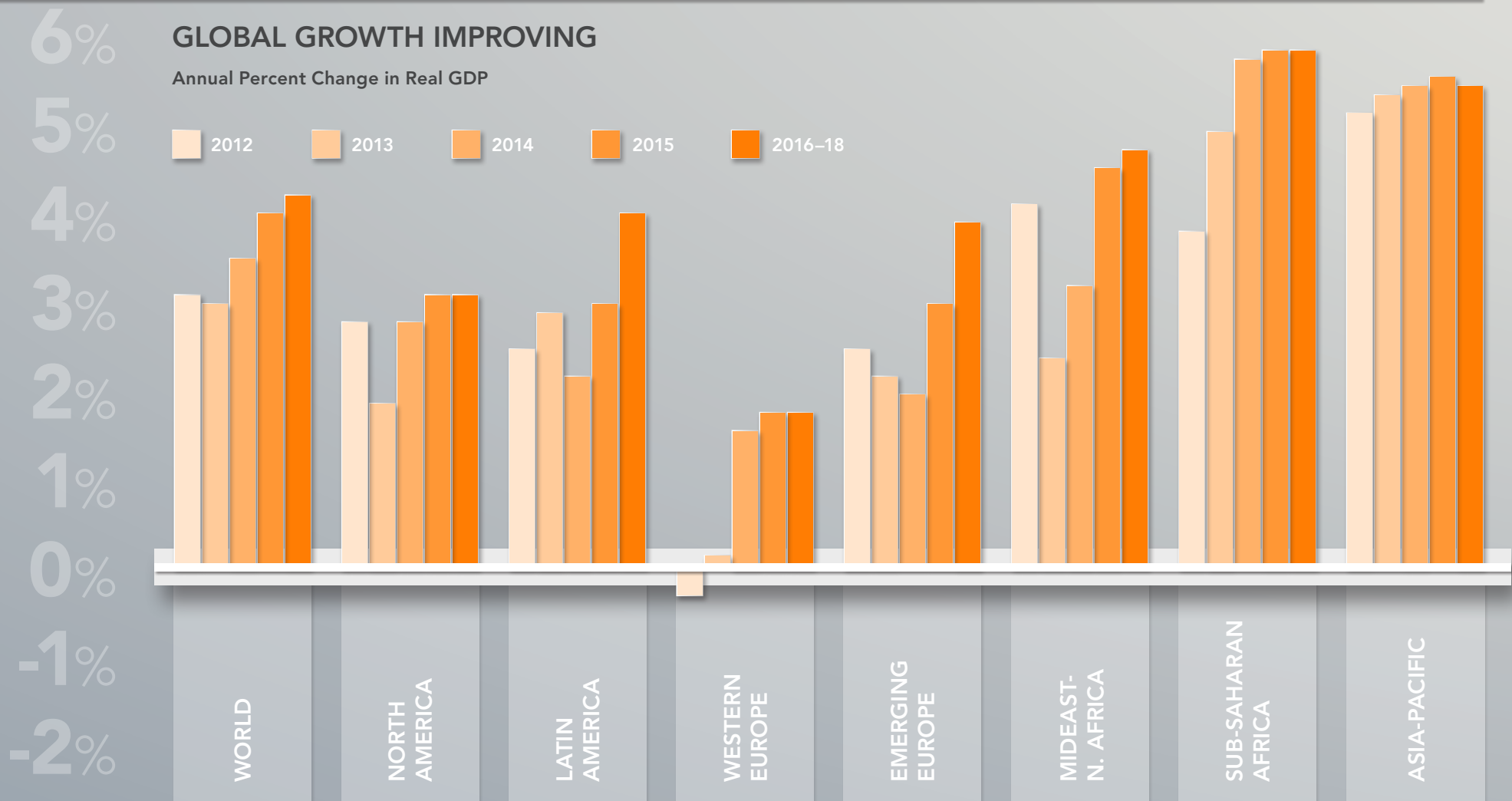
Carlson Wagonlit Travel (CWT) is a global leader specialized in managing business travel and meetings and events. CWT serves companies, government institutions and non-governmental organizations of all sizes in more than 150 countries and territories. By leveraging both the expertise of its people and leading-edge technology, CWT helps clients derive the greatest value from their travel program in terms of savings, service, security and sustainability. The company is also committed to providing best-in-class service and assistance to travelers.



GLOBAL MACROECONOMIC OVERVIEW

Global growth continues to strengthen on the power of U.S., Asia-Pacific, and other advanced economy expansion. Meanwhile, emerging market performance is more mixed based upon slower exports, higher domestic inflation, flat-to-falling commodity prices, and financial imbalances. Global GDP growth, at 3% in 2013, is expected to reach 4% by 2015, still largely driven by emerging market expansion, but the differential between emerging and advanced economies will continue to narrow. Growth differentials have contracted because advanced economy performance has generally improved at the same time that emerging market growth has slowed.

Emerging markets have been tested by a weaker external environment (e.g. Brazil, Russia), credit imbalances (e.g. China, Turkey), rising inflation (e.g. India, Argentina), and slower investment growth driven by higher interest rates and foreigners reducing their investments. Meanwhile, despite a tough winter storm season in 2014Q1, the U.S. economy has slowly gathered strength, Europe has sluggishly emerged from recession, and other advanced economies are gradually accelerating. The good news is that generally improving economic conditions worldwide should benefit all.



Source: Organization for Economic Co-operation and Development, IHS Global Insight, Rockport Analytics

GLOBAL TRAVEL SPEND GROWTH OVERVIEW

Demand: GBTA BTI™ Outlook: Top 15 Business Travel Markets



Global travel and tourism spending continues to rise slowly in step with overall economic performance.

Business travel spending reached \$1.1 trillion USD in 2013 and is expected to advance by 6.9% and 8.6% in 2014 and 2015, respectively. Growth will be led by expansion in emerging markets such as China, India, and Brazil. Advanced economies will also strongly contribute as economic growth improves and pent-up demand is released. Meanwhile, muted advances in travel supply will begin to put upward pressure on rates, particularly in high-demand travel markets.

Travel managers expect price increases next year across the board on key travel categories.

According to the GBTA's Travel Buyers' Sentiment Survey, airfares will have the largest increases among all of the categories, given the consolidation occurring in major markets. Travel managers also expect price increases on hotel rooms of 2.4% and 2.2% on domestic and international room rates, respectively. Continued overcapacity in the rental car sector drives travel managers' expectations for less price growth, 1.2%, in managed car rentals in 2015.

PRINCIPAL FORECAST RISKS

No matter how much rigor goes into generating a forecast, total accuracy is impossible given the many unforeseen dynamics that evolve over time. Listed below are the most prominent risks that could impact travel prices in 2015, each having a potential downside influence on travel demand and pricing. Travel managers are wise to consider budget and program contingencies surrounding these and other risks.



Escalating Ukrainian Crisis

- Could affect European and Russian economies
- Potential knock-on risks from short-term spikes in energy prices



Declining European Inflation Could Devolve into Deflation

- Falling prices could lead to expectation of future price declines
- Consumers and businesses could delay spending



Burgeoning Local Government & Corporate Debt Could Result in a Hard Landing for China

- Insolvency forces central authorities to step in and bail out local governments
- Critical infrastructure building would slow



Oil Shocks Always a Threat

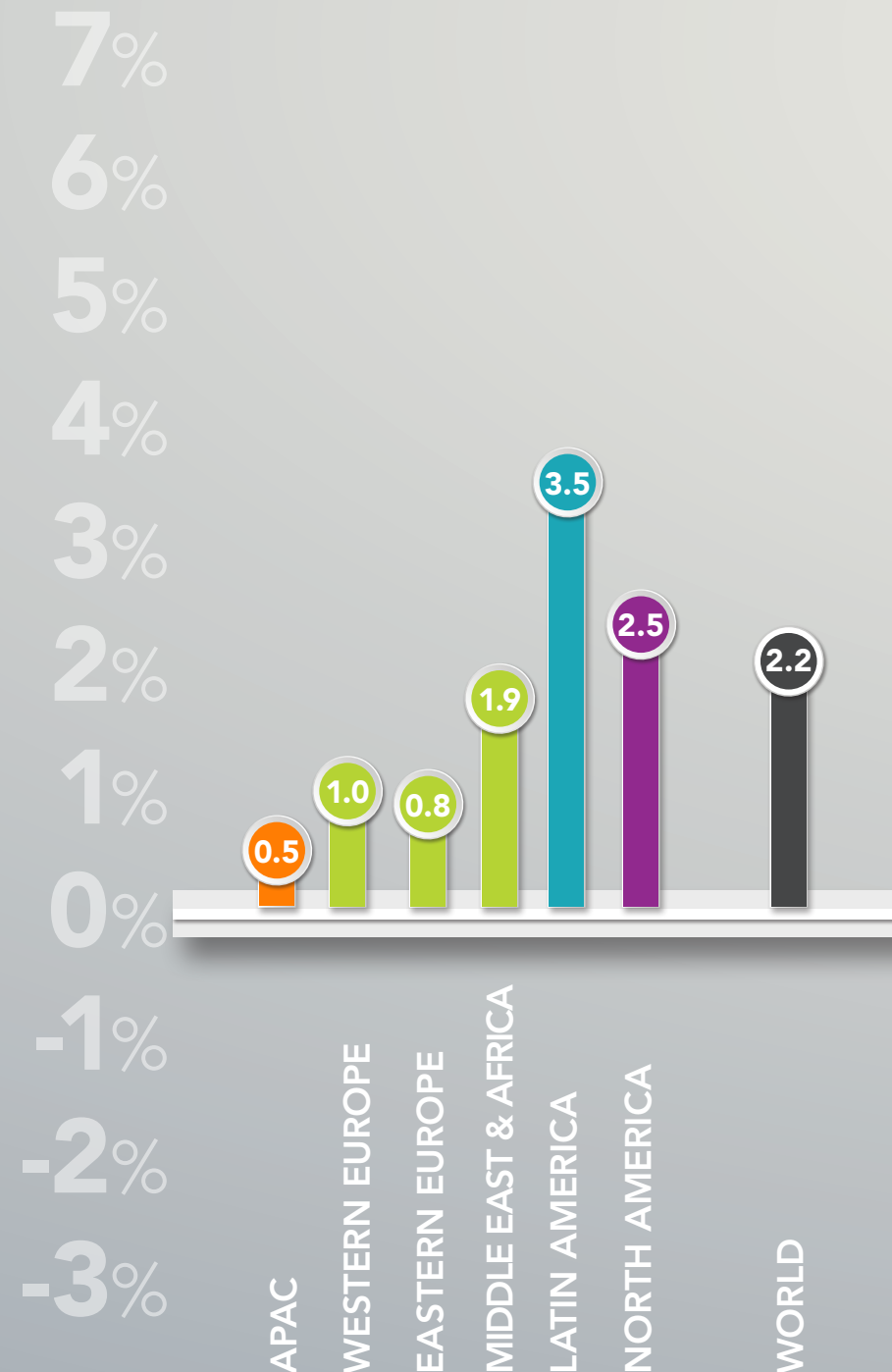
- Concerns over potential supply disruptions could result in oil price instability
- Downside risks include supply crises resulting from geopolitical events or natural disasters
- Price spikes are akin to adding another tax on consumer and business spending, translating into higher travel prices almost immediately



Airfares Will Rise Gradually on Stronger Demand & Tightly Managed Capacity

Rising demand, favorable cost structures, and slowly expanding capacity will have average airfares rising gradually through 2015. With load factors at or near record levels in many of the largest business travel markets, the industry is running out of opportunities for optimization gains. Moreover, fuel costs continue to be stable, albeit at an elevated level. Accelerating demand in 2015 should, therefore, begin to apply upward pressure on airfares globally. We expect 2.2% price growth in airfares, globally. Latin America will see the highest increases with prices advancing 3.5%, while price growth will be much more modest in Europe.

GLOBAL AIRFARES TO RISE GRADUALLY THROUGH 2015





ASIA PACIFIC

We expect price growth of 0.5% in the Asia Pacific region in 2015. Expected price growth is lower than what we have observed over the last few years, thanks to factors like the growth in traffic among low cost carrier airlines (e.g. Scoot, Air Asia), currently near 26% of total capacity. This trend diminishes the pricing power of many of the legacy carriers, particularly on short-haul travel, leading to lower price increases (1.3%) in domestic travel in 2015, with continental and intercontinental growing at 0.1% and -0.7%, respectively. This is a key trend to monitor as growth in the low-cost segments could have significant implications for long-term air pricing in the region.



Healthy demand will also be tempered by pricing pressure from low-cost carriers in most regions.

EUROPE, MIDDLE EAST & AFRICA

Europe, the Middle East & Africa is an extremely diverse region, which is highlighted by divergent pricing trends and expectations in airfare. Travel demand is expanding more rapidly than the general economy across the region, helping to drive prices, but much of this impact will be tempered by falling load factors and pricing pressure from low-cost carriers (e.g. EasyJet, Ryan Air) in the region. In aggregate, we expect 1% price growth across the region. Air prices in Eastern Europe are expected to remain flat in 2015 due to sluggish demand and abundant capacity, particularly to Western European destinations. Domestic air prices will grow 2%, however, driven by strong demand in emerging markets. Air price performance will be much stronger in the Middle East & Africa (1.9%) as we expect price growth will be driven by an increasing demand from African markets with no strong capacity development and stronger pressure on the yields on intra Middle East routes.

LATIN AMERICA

Air prices in Latin America are expected to rise 3.5% in 2015. Airlines in Latin America have been expanding capacity in 2014, particularly in Brazil as they scramble to fulfill demand brought on by the World Cup. We expect that demand throughout the region will moderate in 2015 and capacity will return to more normal levels. Many risks to the forecast for air prices remain, including spikes in key supplier inputs like labor and oil, and runaway inflation, particularly in Argentina and Venezuela.

NORTH AMERICA

We expect air prices in North America to rise 2.5% in 2015. Airline consolidation and plummeting capacity are two key factors driving the increases. The impact is particularly relevant in the U.S. as the US Airways/American Airlines merger followed by the joint venture of Delta and Virgin Atlantic essentially leaves three major carriers in the U.S. and puts pricing power firmly in the hands of airlines.





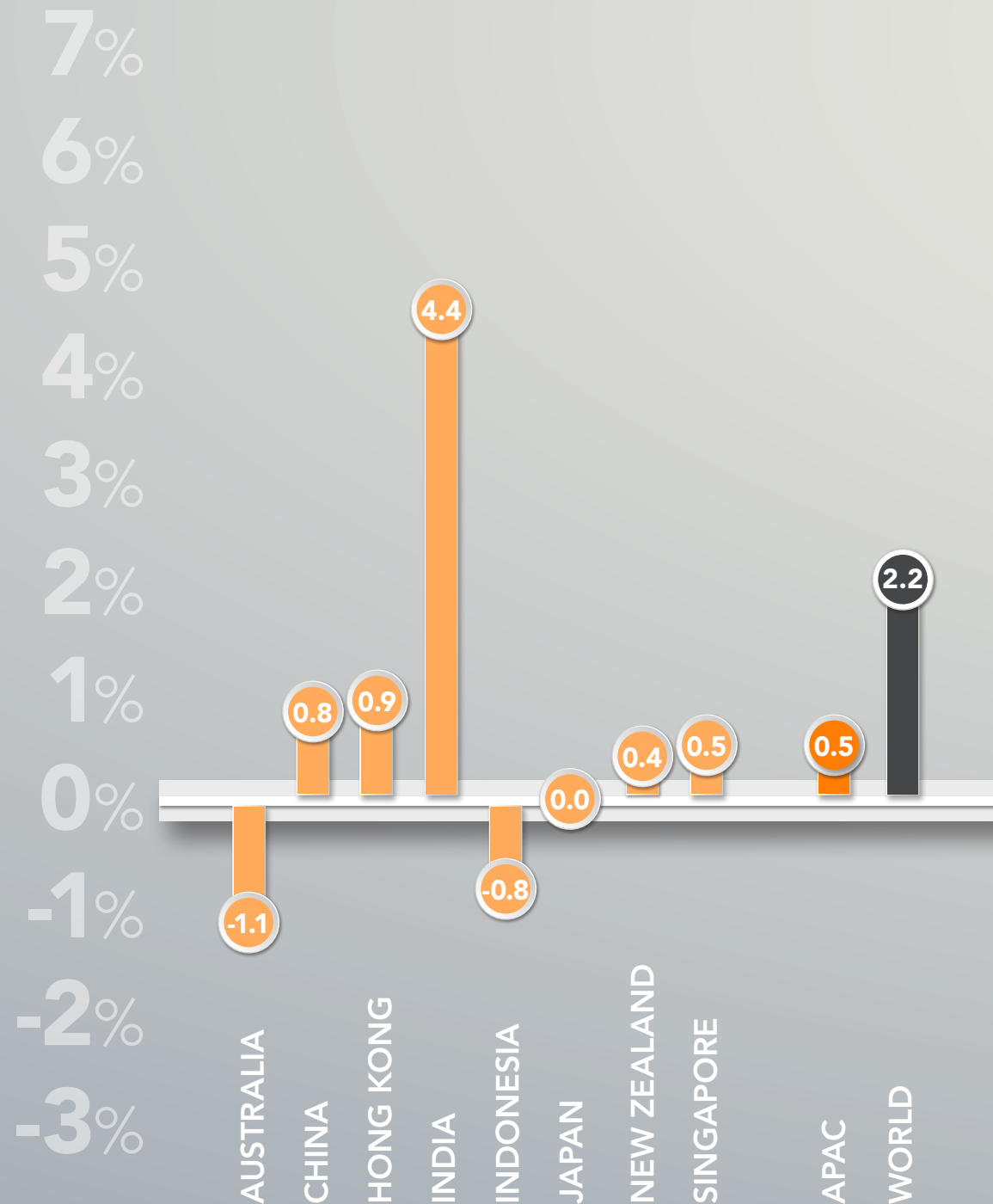
ASIA PACIFIC

Optimism in India will drive increases there

The key markets setting the tempo for price growth in APAC include China, Japan, India and Australia. We expect price on airfare in China to moderate in 2015, growing just under 1% after two years of 4-5% gains. This trend is driven by a slowing domestic economy as well as more competition from high-speed rail between regional city pairs. Recent reforms and the liberalization of GDSs in China will also help to promote competition and temper airfare increases.

Air prices in Australia are projected to fall -1.1% in 2015 under the pressure of increased competition and record low load factors. The extraordinary amount of monetary and fiscal stimulus in Japan will finally begin to turn around the significant deflation in air prices that we have witnessed over the last few years.

We expect air price growth in India to be the strongest in Asia Pacific in 2015, growing 4.4% on the heels of the recent elections and prospects for market reforms that could lead to greater levels of business activity and a higher volume of business travel.



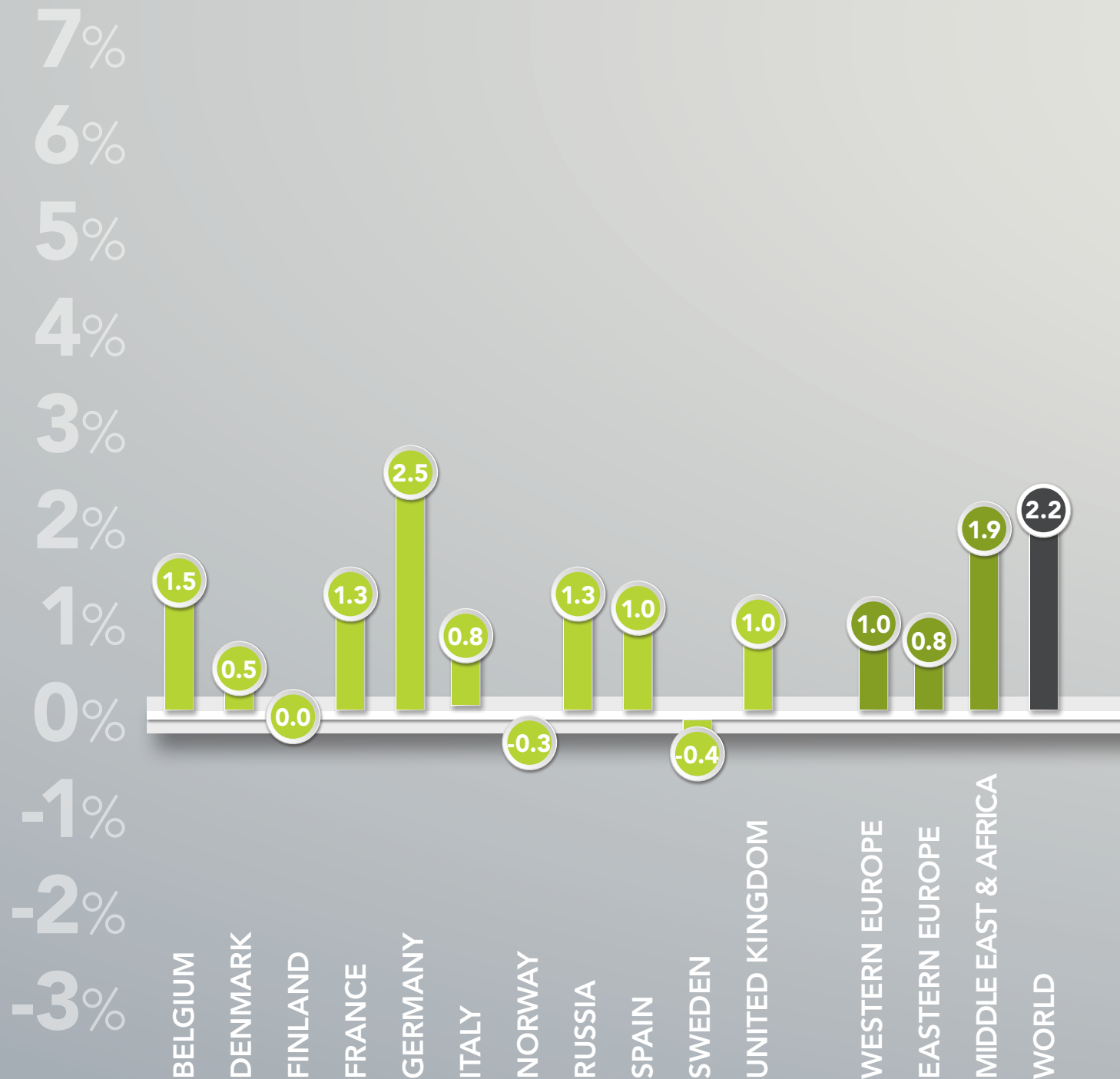
Additional APAC air projections available in the appendix



EUROPE, MIDDLE EAST & AFRICA

All eyes on potential impacts from Ukraine & Russia

The dominant markets of Western Europe should see modest increases in air prices in 2015. We expect prices on flights originating in Germany to advance 2.5%, mainly due to stronger yield control from Lufthansa on intercontinental routes and those originating in France will advance 1.3%. The United Kingdom, which is more susceptible to price competition from low cost carriers, will see an air price increase of only 1% in 2015. Spain will continue its slow economic recovery, which will have some impact on demand and push prices up around 1%. The high growth potential among many emerging markets (i.e. Czech Republic, South Africa) is offset by the risk of further turmoil in the Ukraine and economic sanctions against Russia, which would be detrimental to travel demand and air prices in the region. We expect air prices in Russia to grow 1.3% in 2015, with the caveat that considerable downside risks remain if economic sanctions are escalated by the West.



Additional EMEA air projections available in the appendix



LATIN AMERICA

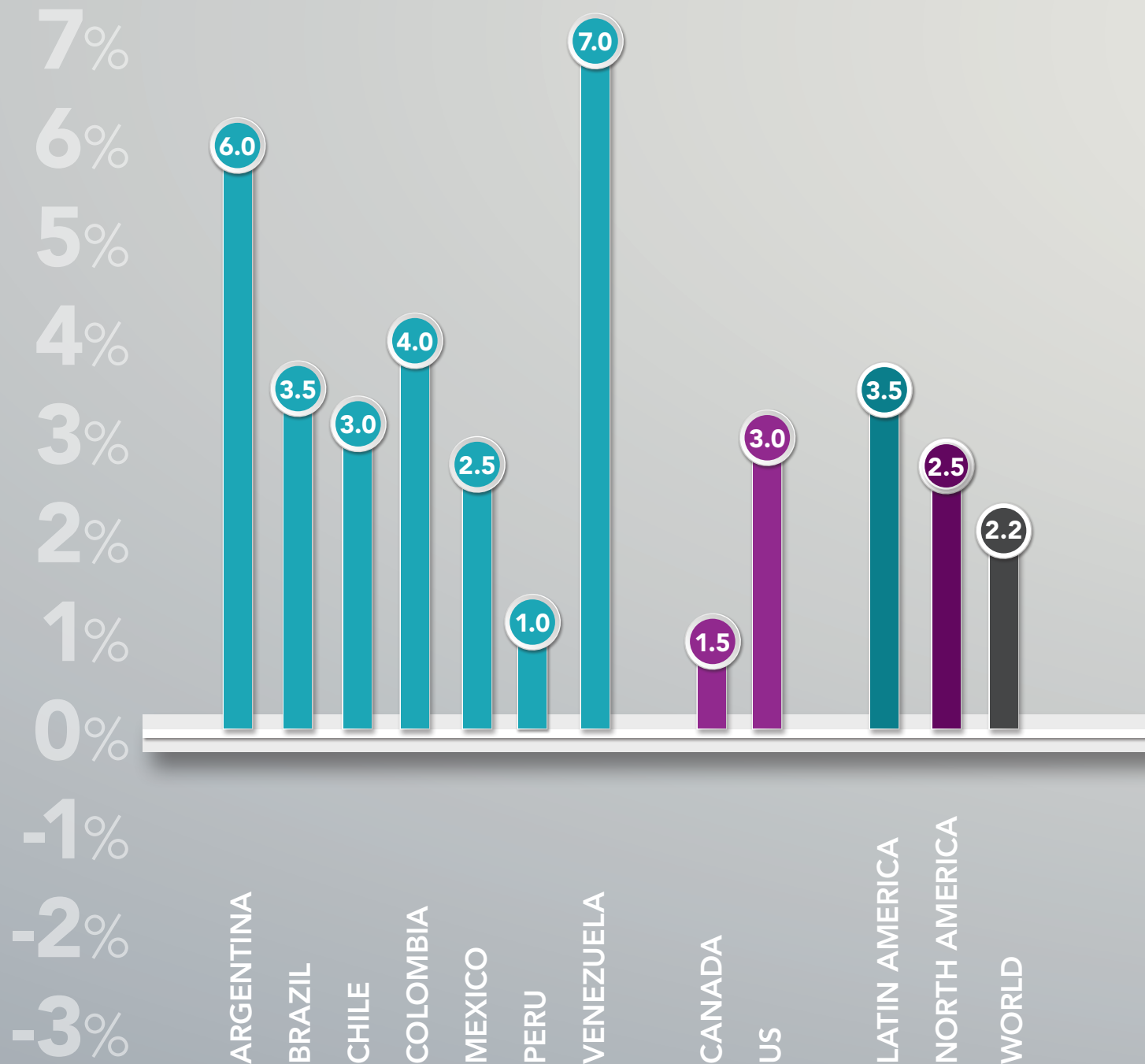
Price increases all around

Air prices among all key countries in the region will advance in 2015, albeit at a slower pace than advances in hotel rates. We expect air prices in Brazil will rise 3.5% in 2015 as capacity normalizes and business travel demand picks up pace. Argentina and Venezuela, plagued by runaway inflation, will see airfare increases of 6% and 7% respectively in 2015. Mexico will also see increases, albeit more moderate ones given more competition among carriers – we expect prices to advance 2.5% in 2015.

NORTH AMERICA

Modest growth bolstered by ancillary fees

Lower capacity coupled with our expectation for a healthy growth in business travel volume in 2015 will lead to an advance of 3% in the United States air prices in 2015. Furthermore, this measure likely under predicts the true inflation we will see in airfare in 2015 as the proportion of revenue airlines capture from ancillary fees such as baggage fees, seat upgrades and in-flight services continues to grow. Air prices in Canada are also expected to experience healthy gains, 1.5%, in 2015. This includes 2% growth in business class prices, as the travel demand for the front of the cabin returns after two years of declines.



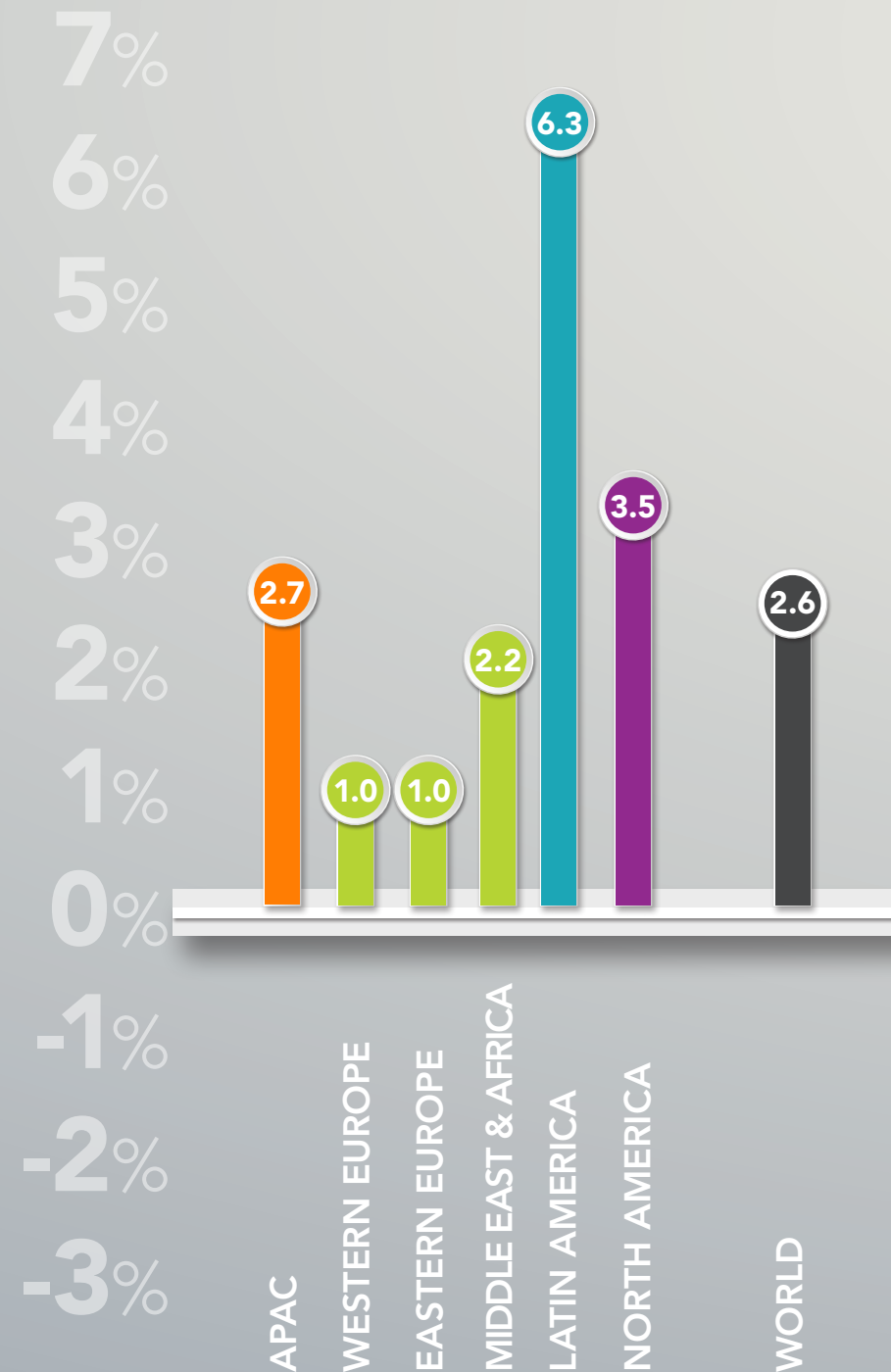
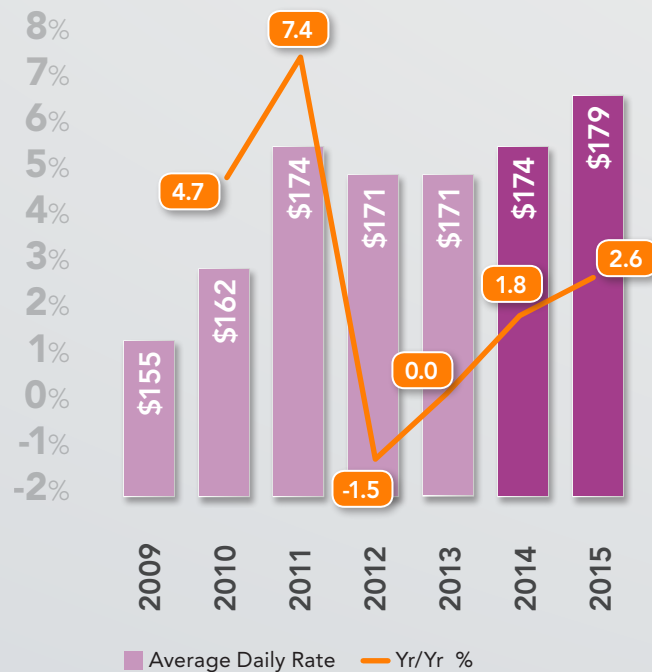


Hotel Prices Are Firming Across Many Key Business Travel Destinations

The hotel industry is currently enjoying a robust period of stronger demand, moderate expansion of new room supply, favorable capital costs, and an increase in investor interest. The improved outlook for hotel operating results in many major business travel destinations will mean greater pressure on negotiated rates for Travel Managers and Buyers through 2015 and beyond. Stronger demand growth from the leisure and transient business sectors against delayed increases in room supply will keep upward pressure on Average Daily Rates (ADR). Whether via rates or through ancillaries, hotel operators will be in a better negotiating position than they have been for quite some time.

We expect a 2.6% advance in hotel prices, globally, in 2015. Price growth will be led by Latin America, where we expect a 6.3% increase in managed rates. Hotel prices in North America and APAC will see moderate growth, while hotel rates throughout EMEA will grow slower than the global average in 2015.

GLOBAL HOTEL RATES TO DRIFT UPWARD THROUGH 2015





ASIA PACIFIC

Hotel prices in the Asia Pacific region are expected to grow 2.7% in 2015. This strong price growth follows record high occupancy rates in 2013 driven by demand from both leisure and business travel activity throughout the region. Markets such as Sydney, Hong Kong, Singapore, and Tokyo are currently experiencing occupancy rates above 80%.* We expect prices to increase in both the midscale and upscale hotel classes in 2015 with expected growth of 2.6% and 3.1%, respectively. Challenges for organizations in the APAC region include low compliance with travel management policies and difficulty tracking spend due to multi-channel bookings.



The nature of lagging supply in hotel will help to drive room rates up in 2015

EUROPE, MIDDLE EAST & AFRICA

We expect price growth of 1% in Western Europe in 2015 as the region continues to recover from economic recession. Given the fragmented nature of the Western European economy this will vary greatly from one country to another. Hotel prices in Eastern Europe will begin to recover in 2014 after falling (in US dollars terms) 7% in 2012 and 2% in 2013. This trend will be driven in part by an increase in meetings and events activity in the region as meeting planners look to the relatively cheaper Eastern European markets to host their events. Prices in the Middle East & Africa are expected to grow modestly for the fourth year in a row.

LATIN AMERICA

Inflation in hotel prices in Latin America will be the most aggressive in the world as prices are set to soar 6.3% in 2015. The primary pressure on prices remains the shortage of room inventory. While development in the region has been strong, demand continues to grow at a rapid pace. Hotel construction is particularly strong in Mexico, Brazil and Colombia. Although hotel prices began to cool in the region in 2012 and 2013 after years of double-digit price increases, the World Cup in Brazil and improving regional economics should drive price increases back into double-digits this year.

NORTH AMERICA

Increasing room demand in the business travel sector and slow supply growth continue to drive hotel prices in North America. In 2015, we expect room prices will advance by 3.5%. Demand growth in the sector will come from both transient and group business travel, and we expect it to be strongest in the midscale price segment, pushing prices in the segment up 3%. Additional room supply is also coming online from non-traditional room sources like Airbnb. According to Airbnb, over 20% of their bookings are currently coming from business travelers. While the impact on traditional hoteliers and pricing has been minimal to this point, it is a trend to follow closely as the business model evolves.

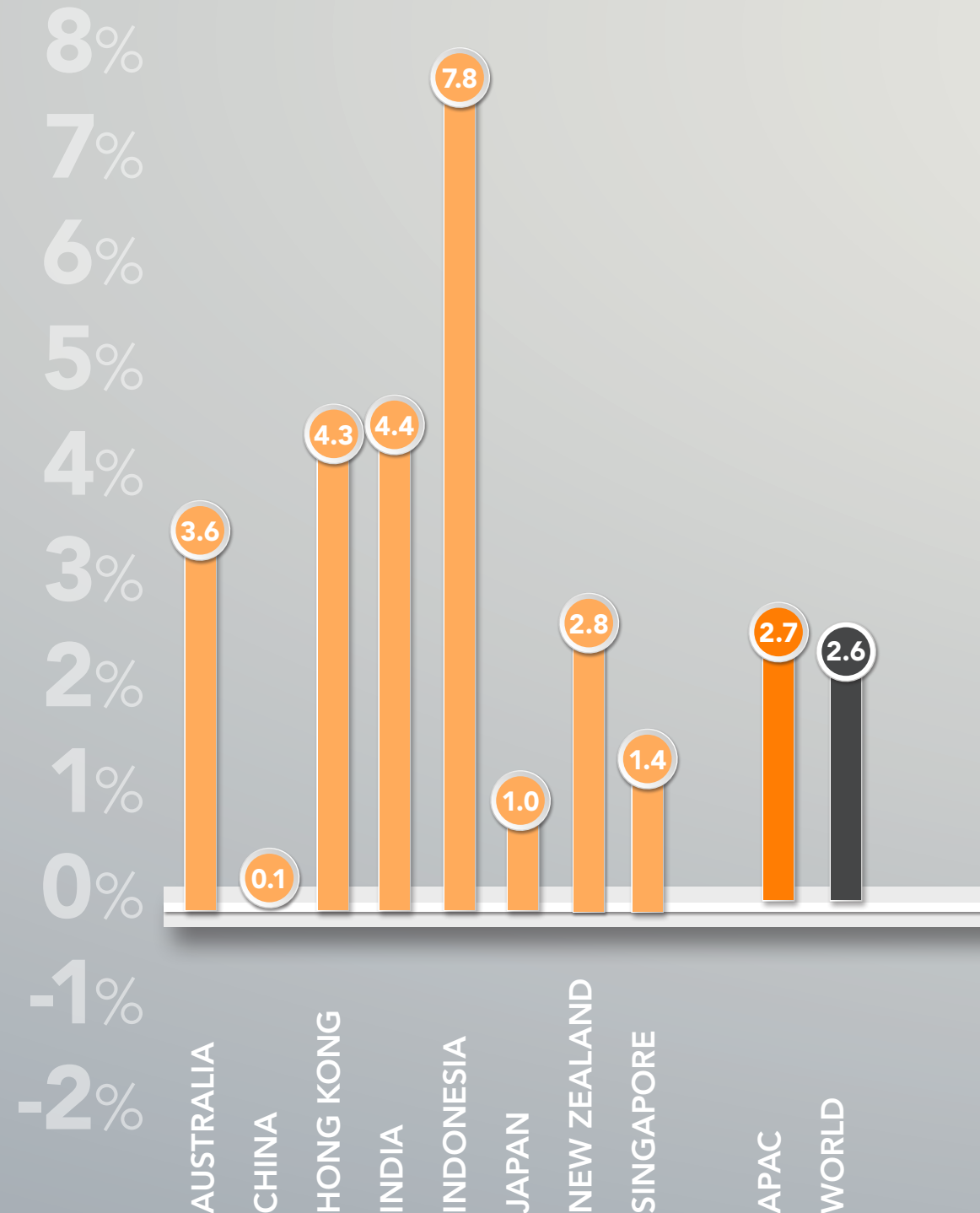


ASIA PACIFIC

Unique glut in supply limits price increases

Hotel prices in China are beginning to cool and we expect relatively flat price growth (0.1%) in 2015. This flattening is driven by lower levels of demand coupled with extraordinary growth in supply. The hotel pipeline remains full and it will be imperative to watch how the supply-demand dynamics play out as development continues. We expect relatively strong price growth (3.6%) in Australia, driven by rising demand in Sydney, Melbourne, and Darwin.

India is also expected to experience hotel price growth for the first time in several years, driven by higher levels of business confidence following this year's elections. Hotel prices in Japan will remain stable with only a 1% gain in 2015. Rate hikes may begin toward the end of the year, as hoteliers will likely try to pass on a portion of new consumption taxes imposed by the Japanese government to travelers. We expect hotel prices to increase 7.8% in Indonesia, as hoteliers continue to gain pricing power on the heels of extraordinary demand in those countries.

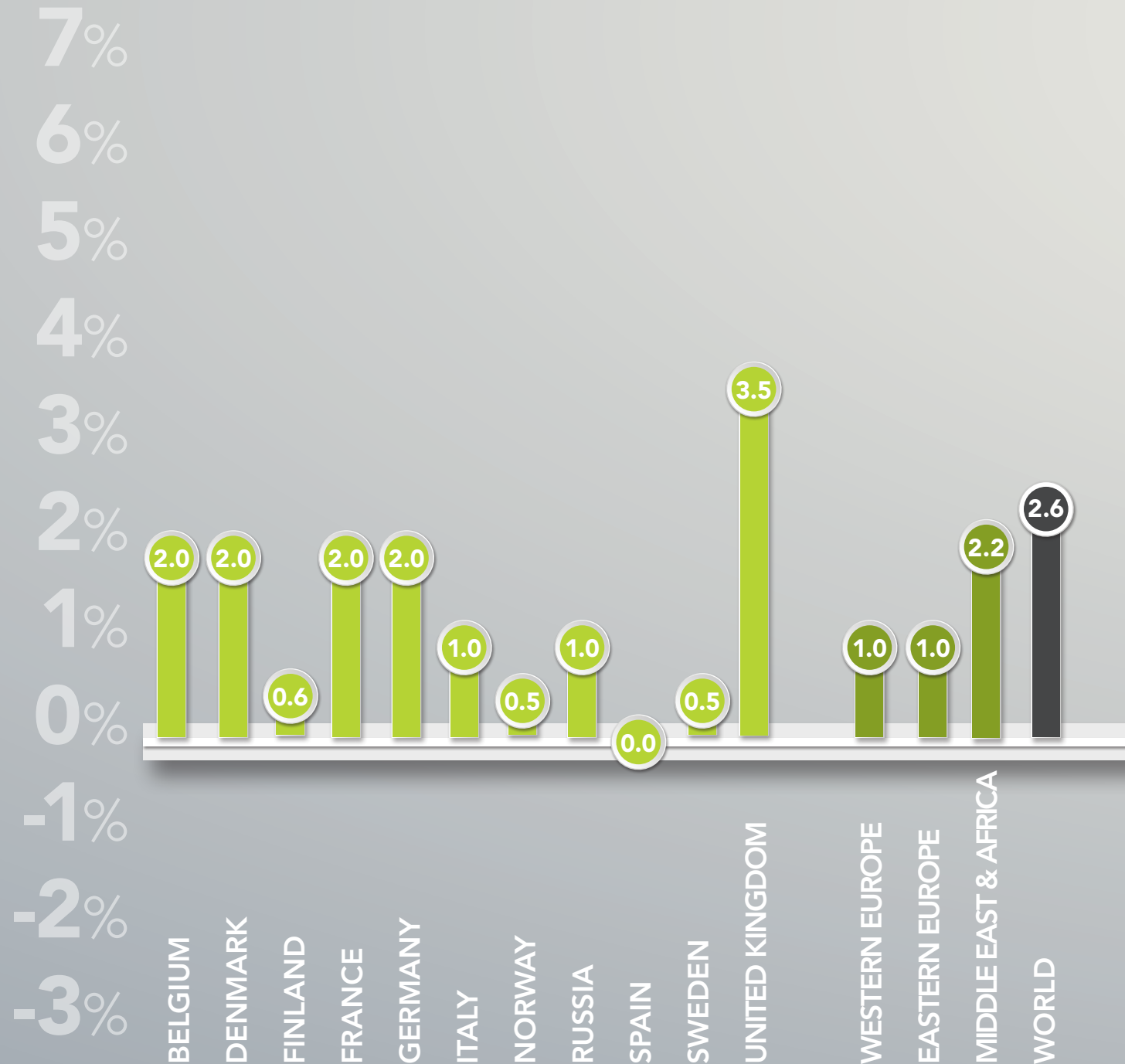


Additional APAC hotel projections available in the appendix

EUROPE, MIDDLE EAST & AFRICA

UK room shortages drive up prices

Prices will rise 3.5% in the United Kingdom, and even more in London as room shortages prevail. The German market will witness only moderate price increases, limited by a strong increase in supply that is set to take place across eight key destinations, with Berlin alone adding another 4,900 rooms by 2016, plus another 1,950 planned to be developed.* After years of declines, occupancy is beginning to creep up in Italy and we expect prices will follow, growing 1% in 2015. Prices in Eastern Europe are dependent both on the health of the Western European economy and the evolution of the situation in the Ukraine. We expect price growth of 1% in Russia as long as there are not major economic sanctions from the West. Turkey remains an investment hot spot and hotel supply continues to grow outpacing demand to create a -2% reduction in 2015.



Additional EMEA hotel projections available in the appendix
 *Horwath HTL, *Hotel Yearbook 2014*

LATIN AMERICA

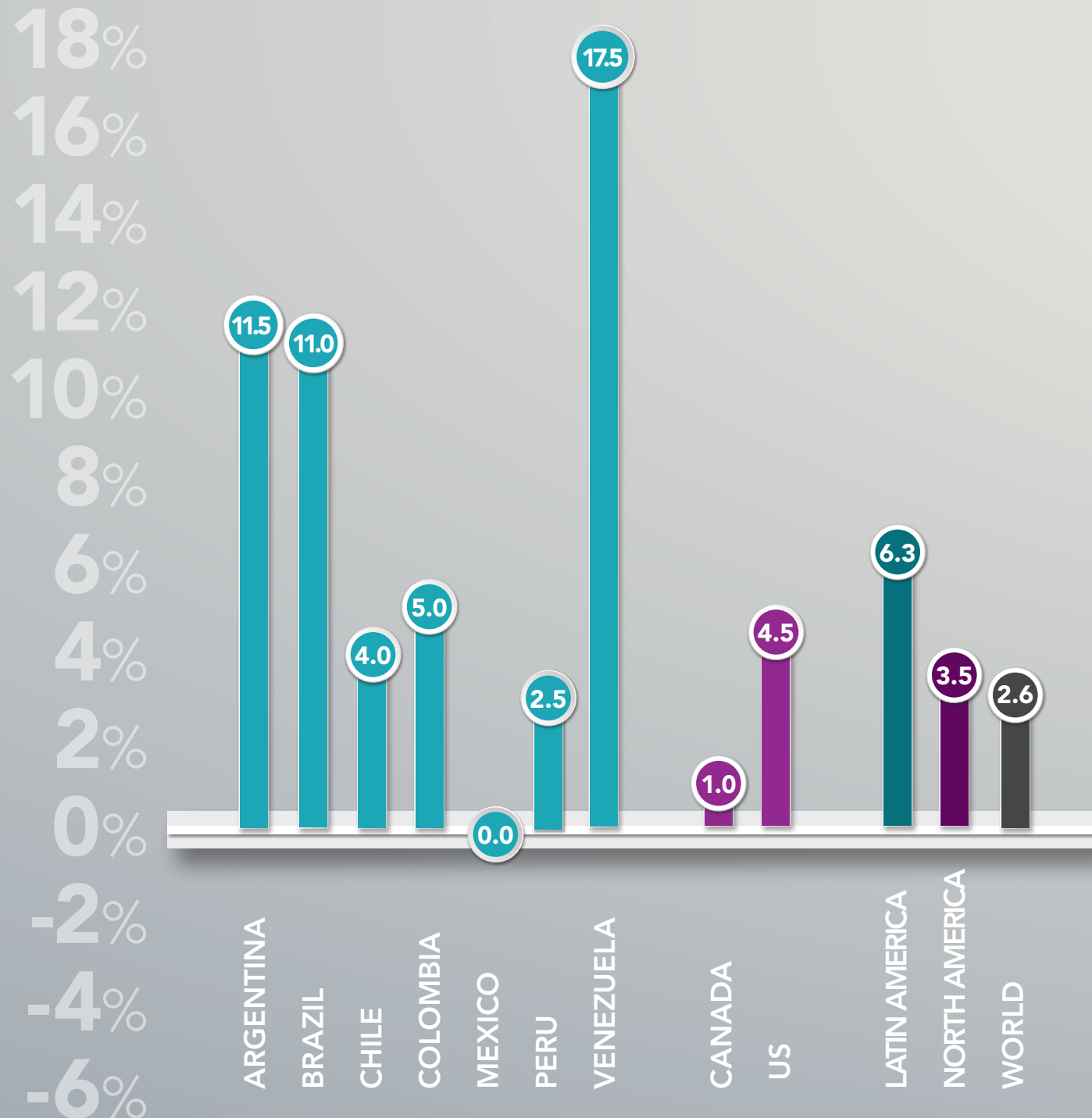
Inflation creates the only double-digit increases worldwide

Brazil remains the largest business travel market in Latin America and the health of the Brazilian economy remains a key indicator to hotel price growth throughout the region. We expect hotel prices in Brazil will rise 11% in 2015 as an improving Brazilian economy drives demand. Argentina is one of the most troubled economies in the region with soaring inflation and little economic growth. Inflation will drive prices sharply higher (11.5%) in 2015, despite softening demand for business travel. We also expect hotel price growth in Colombia and Chile in 2015, with rate increases of 5% and 4%, respectively. Hotel rates in Mexico will remain flat as demand wanes and the growth in supply continues as hotel chains continue to expand throughout the country. Venezuela continues to witness runaway inflation and a very unstable economy. We expect Venezuelan hotel prices will be driven up 17.5% in 2015.

NORTH AMERICA

Slightly higher U.S. increases than in past few years

Hotel demand in the United States will continue to strengthen. Leading the way in growth will be markets like San Francisco and Houston. In aggregate, we expect prices in the U.S. to advance 4.5% in 2015. This follows the steady 3% price growth we have witnessed over the last three years. Hotel prices in Canada will hold to 1% as room demand struggles to advance.

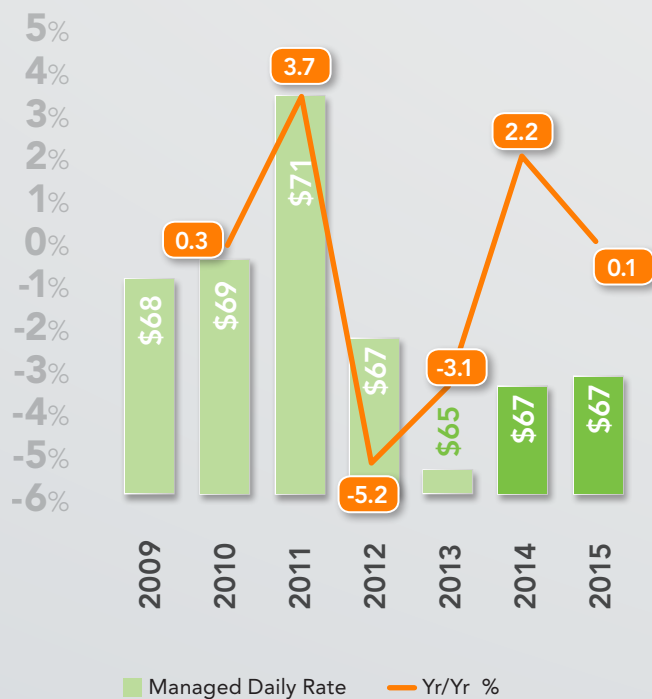




Rental Car Prices Remain Flat Overall

Rental car pricing remains soft in the face of industry consolidation and strong competition. While consolidation and demand growth in key markets created some increases in rental car prices for 2014, suppliers still have too many vehicles. With used car markets and prices weak, rental car companies have been unable to reduce fleet sizes to be more in line with demand. Fleet utilization in North American markets, for example, remains below 80%.* The bottom line is that global average daily rates are expected to remain flat through 2015. This trend will be similar across all regions, except Latin America, with moderate price growth of 2% in 2015 based on generally high travel demand throughout the region.

GLOBAL RENTAL CAR PRICES FLAT FOR 2015





ASIA PACIFIC

We expect rental car prices to rise 1% in Asia Pacific next year. The same 1% growth is expected in both key markets in the region – Australia and New Zealand. Prices in the full-size segment will slightly outperform economy rentals in Australia, while in New Zealand, economy prices will grow at a faster pace than the prices of full size rentals.



Strong competition and too many vehicles make it hard for suppliers to raise rates

LATIN AMERICA

Rental car prices will grow 2% next year in Latin America. We expect that Brazil and Argentina will experience the most aggressive price growth, 3% and 2.6%, respectively. Prices in Chile and Mexico will be more moderate (1%). We expect prices to be flat in Puerto Rico.

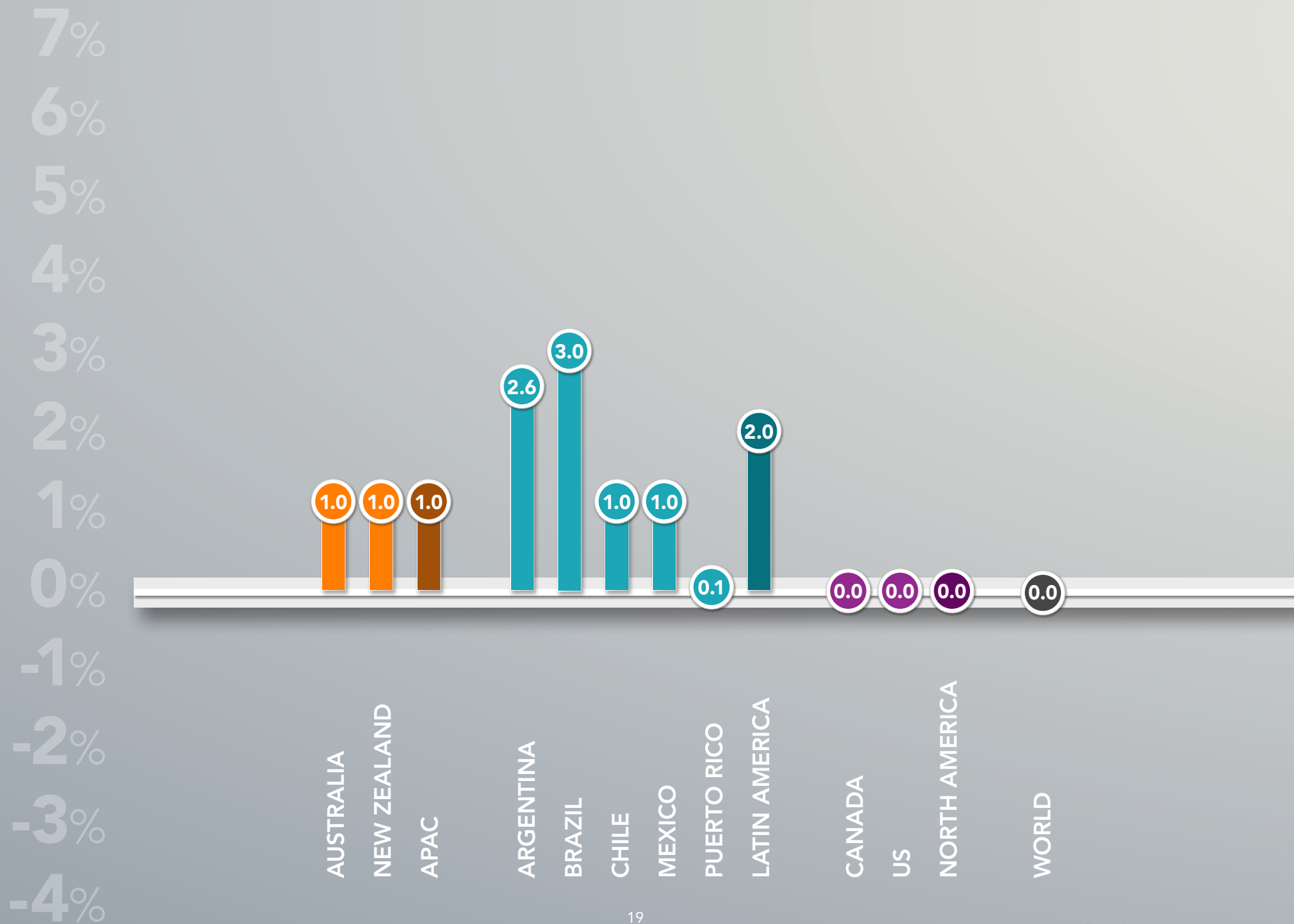
NORTH AMERICA

Rental car prices in North America are expected to be flat in 2015. Pricing in the market is dominated by the supply-demand dynamics in the U.S. and an oversupply in the marketplace. Consolidation among the major players has resulted in the temporary swelling of fleet sizes, and weaker used car prices have slowed the venting of this oversupply through sell-offs. As a result, we have witnessed price declines over the last four years. This trend is beginning to shift as supply is being reduced, utilization is being improved and consolidation is occurring in the marketplace, with 90% of the market being controlled by three suppliers. We expect these factors will help to stabilize prices in 2015. The shifts in Canada mirror those in the US and we expect flat prices in 2015 there as well.

EUROPE, MIDDLE EAST & AFRICA

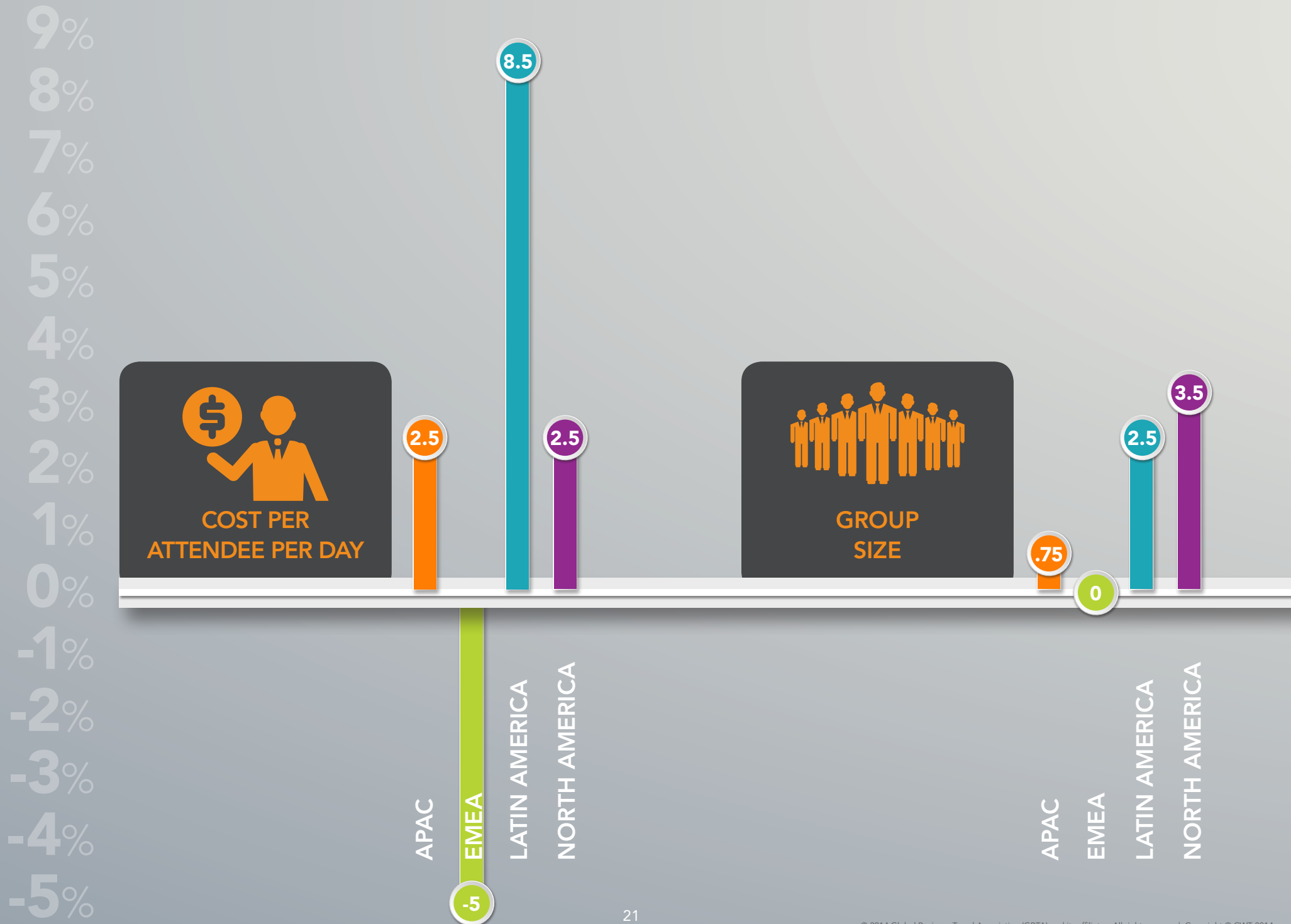
Rental car prices in Eastern Europe are expected to grow 1% in 2015, while prices in both Western Europe and the Middle East & Africa will remain flat. Price growth in Eastern Europe will be led by the Czech Republic and Hungary, where we expect advances of 4% and 3%, respectively. In Western Europe, Portugal, Belgium and Austria will lead the way in price growth in 2015, growing 5.9%, 2.2% and 2%, respectively. We expect prices to fall in many countries, including Spain, Italy and Norway. In MEA, we expect the prices of car rentals to stay flat at 0% in 2015; Israel will remain flat; prices in Turkey will plummet -7%.







MEETINGS & EVENTS: GLOBAL OVERVIEW





APAC:

Solid economic growth next year in the Asia Pacific region should enable organizations to invest in meetings & events, creating modest attendee cost and group size increases. Centralized, end-to-end meetings management is still in early stages throughout much of the region, though interest is growing and global organizations with a presence in Asia Pacific are helping to lead the way for local companies.

EMEA:

Measured economic performance – and confidence – throughout should hold group sizes flat in 2015, and create slightly lower attendee costs as suppliers work to attract business. As a result, booking lead times for meetings will be particularly short in Europe, likely 2-3 weeks out, and will likely fluctuate closely in line with ongoing corporate earnings reports. That said, booking windows for the largest events will remain about 9 months in advance.

LATAM:

While some key markets are slowing economically, creating uncertainty that could soften demand, continued high inflation will create the highest expected per-attendee cost increases again next year and demand is projected to increase moderately. Sophistication of meetings management continues to make progress in the region, with increased interest in end-to-end management and some countries making strides in online registration.

NORAM:

Steadily improving economic conditions and resulting corporate confidence will contribute to modest increases in per-attendee spending and group size in 2015, tempered by the strategic sourcing of the many NORAM-based organizations who take a holistic approach to meetings management and drive significant savings accordingly. Companies in the region will focus next year on combining M&E and transient spend where possible and on further consolidating suppliers for greater negotiating leverage.

While there are isolated exceptions by country, the following trends will be the general rule next year:



Compliance is a shared concern, regardless of industry or geography



More domestic meetings



Mid-priced hotels that still offer core M&E onsite services are most popular



Shorter booking lead times



Clients more focused on reducing required deposits, except for large meetings



Social technology use (e.g. dedicated apps per meeting) gaining steam

APPENDIX I: METHODOLOGY

The projections in the 2015 Global Travel Price Outlook were formed from the combination of a.) a statistical model, developed by market and economic research firm, Rockport Analytics, that evaluates historical price behavior and forecasts future price references; b.) the market-specific expertise and travel industry knowledge of CWT personnel worldwide; and c.) macroeconomic information sourced from Moody's Analytics, the International Monetary Fund Research Department, the United Nations, and others. Projections were derived based on the transaction data of CWT's global client portfolio, including clients' travel footprints and patterns, over the past six years. Key macroeconomic and per-country indicators, such as current and expected gross domestic product (GDP) growth, the consumer price index, unemployment rates, and crude oil prices, were used in the statistical model, as well as key supply-side drivers sourced from OAG and STR Global. All air statistics represent Point of Origin and include all trip types (long and short haul/domestic, continental, and intercontinental).

In addition to the modeling process, data from GBTA's Travel Manager Sentiment survey were analyzed. The online survey was conducted of corporate travel managers in Asia-Pacific, Europe, Latin America and North America and includes members and non-members of GBTA. Fielding of the survey took place from February 12 to March 5, 2014. An email invitation was sent to 6,400 travel managers around the world. A total of 624 travel managers completed the survey, for a response rate of 10%.





2015 PRICE FORECAST: AIRFARE

EASTERN EUROPE	
	Total Air
BULGARIA	4.6%
CROATIA	0.2%
CZECH REPUBLIC	3.0%
ESTONIA	1.7%
HUNGARY	2.2%
LATVIA	5.8%
LITHUANIA	-0.2%
POLAND	2.0%
ROMANIA	1.0%
SERBIA	2.1%
UKRAINE	-0.6%
EASTERN EUROPE	0.8%

MIDDLE EAST & AFRICA	
	Total Air
ALGERIA	0.4%
BAHRAIN	2.0%
EGYPT	4.9%
ISRAEL	0.9%
KENYA	2.1%
KUWAIT	3.7%
LEBANON	1.1%
MOROCCO	0.4%
NIGERIA	2.3%
QATAR	4.7%
SOUTH AFRICA	5.0%
TURKEY	3.0%
MEA	1.9%

WESTERN EUROPE	
	Total Air
AUSTRIA	3.0%
FINLAND	0.0%
GREECE	4.4%
IRELAND	2.0%
LUXEMBOURG	0.3%
NORWAY	-0.3%
PORTUGAL	3.8%
WESTERN EUROPE	1.0%



2015 PRICE FORECAST: AIRFARE

KEY COUNTRY BY CLASS OF SERVICE – EMEA						
	Economy	Business	Domestic	Continental	Intercontinental	Total Air
RUSSIA	0.8%	2.0%	3.3%	1.0%	-0.7%	1.3%
EASTERN EUROPE	1.5%	0.2%	2.0%	0.3%	0.0%	0.8%
SAUDI ARABIA	4.0%	3.0%	0.0%	6.6%	4.0%	3.5%
UNITED ARAB EMIRATES	4.0%	3.0%	0.0%	5.0%	2.0%	3.9%
MEA	2.0%	1.7%	3.0%	4.0%	1.0%	1.9%
BELGIUM	1.3%	4.0%	0.0%	1.5%	2.0%	1.5%
DENMARK	0.6%	-1.5%	1.0%	-0.5%	1.0%	0.5%
FRANCE	2.0%	0.2%	3.0%	1.0%	1.0%	1.3%
GERMANY	3.0%	1.6%	3.0%	3.0%	1.0%	2.5%
ITALY	0.9%	-1.4%	-1.0%	0.9%	1.0%	0.8%
NETHERLANDS	1.8%	-1.2%	0.0%	1.4%	0.2%	1.2%
SPAIN	1.2%	-0.2%	4.0%	3.2%	0.1%	1.0%
SWEDEN	-0.3%	-0.5%	1.0%	-1.1%	-1.0%	-0.4%
SWITZERLAND	-0.1%	0.7%	-0.9%	0.8%	0.4%	0.4%
UNITED KINGDOM	1.7%	0.5%	2.0%	0.8%	1.0%	1.0%
WESTERN EUROPE	1.0%	1.0%	1.2%	-0.7%	0.4%	1.0%



2015 PRICE FORECAST: AIRFARE

KEY COUNTRY BY CLASS OF SERVICE – LATAM

	Economy	Business	Domestic	Continental	Intercontinental	Total Air
ARGENTINA	12.0%	5.0%	12.0%	1.5%	4.0%	6.0%
CHILE	3.0%	3.0%	3.0%	3.0%	3.0%	3.0%
BRAZIL	4.0%	3.0%	4.0%	3.0%	3.0%	3.5%
MEXICO	2.0%	3.5%	2.0%	2.0%	3.5%	2.5%
LATIN AMERICA	3.0%	4.0%	3.0%	2.5%	3.5%	3.5%

LATIN AMERICA

	Total Air
COLOMBIA	4.0%
COSTA RICA	3.7%
PERU	1.0%
PUERTO RICO	0.8%
VENEZUELA	7.0%
LATIN AMERICA	3.5%

KEY COUNTRY BY CLASS OF SERVICE – NORTH AMERICA

	Economy	Business	Domestic	Continental	Intercontinental	Total Air
CANADA	1.0%	2.0%	1.0%	3.0%	1.0%	1.5%
US	4.0%	2.0%	5.0%	3.0%	1.0%	3.0%
NORTH AMERICA	3.0%	2.0%	4.0%	3.0%	1.0%	2.5%



2015 PRICE FORECAST: AIRFARE

KEY COUNTRY BY CLASS OF SERVICE – APAC						
	Economy	Business	Domestic	Continental	Intercontinental	Total Air
AUSTRALIA	-0.4%	-2.2%	0.3%	-0.6%	-3.2%	-1.1%
CHINA	0.7%	0.9%	0.5%	0.5%	1.0%	0.8%
HONG KONG	0.5%	1.6%	NA	0.1%	2.0%	0.9%
INDIA	5.0%	3.6%	4.0%	4.8%	4.1%	4.4%
JAPAN	-1.2%	1.3%	2.0%	-2.6%	-2.3%	0.0%
SINGAPORE	1.0%	0.4%	NA	1.0%	-0.5%	0.5%
APAC	0.5%	0.4%	1.3%	0.1%	-0.7%	0.5%

ASIA PACIFIC	
	Total Air
INDONESIA	-0.8%
MALAYSIA	1.2%
NEW ZEALAND	0.4%
PHILIPPINES	0.3%
SOUTH KOREA	1.0%
TAIWAN	0.9%
THAILAND	3.0%
APAC	0.5%



2015 PRICE FORECAST: HOTEL

EASTERN EUROPE	
	Total Hotel
BULGARIA	2.0%
CROATIA	2.7%
CZECH REPUBLIC	2.0%
ESTONIA	2.5%
HUNGARY	0.5%
LATVIA	0.0%
LITHUANIA	1.0%
POLAND	2.0%
ROMANIA	2.0%
SERBIA	2.0%
SLOVAK REPUBLIC	-0.3%
UKRAINE	-4.0%
EASTERN EUROPE	1.0%

MIDDLE EAST & AFRICA	
	Total Hotel
ALGERIA	2.0%
BAHRAIN	2.0%
EGYPT	1.0%
ISRAEL	-1.0%
JORDAN	2.0%
KUWAIT	0.0%
MOROCCO	-0.1%
OMAN	2.0%
QATAR	3.0%
SOUTH AFRICA	3.0%
TUNISIA	2.0%
TURKEY	-2.0%
MEA	2.2%

WESTERN EUROPE	
	Total Hotel
AUSTRIA	2.0%
DENMARK	2.0%
GREECE	0.0%
IRELAND	4.0%
LUXEMBOURG	2.0%
PORTUGAL	0.3%
SWITZERLAND	2.0%
WESTERN EUROPE	1.0%



2015 PRICE FORECAST: HOTEL

KEY COUNTRY BY CLASS OF SERVICE – EMEA			
	Midscale	Upscale	Total Hotel
RUSSIA	0.8%	1.3%	1.0%
EASTERN EUROPE	1.0%	1.0%	1.0%
SAUDI ARABIA	2.4%	1.9%	2.1%
UNITED ARAB EMIRATES	5.0%	1.0%	2.0%
MEA	3.3%	1.5%	2.2%
BELGIUM	2.0%	2.0%	2.0%
FINLAND	0.3%	0.8%	0.6%
FRANCE	2.0%	1.8%	2.0%
GERMANY	2.0%	1.8%	2.0%
ITALY	1.0%	1.0%	1.0%
NETHERLANDS	0.0%	3.0%	0.8%
NORWAY	0.7%	0.3%	0.5%
SPAIN	1.0%	-0.8%	0.0%
SWEDEN	0.4%	0.6%	0.5%
UNITED KINGDOM	4.0%	2.4%	3.5%
WESTERN EUROPE	1.0%	1.0%	1.0%



2015 PRICE FORECAST: HOTEL

KEY COUNTRY BY CLASS OF SERVICE – LATAM

	Midscale	Upscale	Total Hotel
ARGENTINA	11.0%	12.0%	11.5%
BRAZIL	11.0%	8.5%	11.0%
CHILE	3.0%	5.0%	4.0%
MEXICO	0.0%	0.0%	0.0%
LATIN AMERICA	6.1%	6.4%	6.3%

LATIN AMERICA

	Total Hotel
COLOMBIA	5.0%
COSTA RICA	0.7%
PANAMA	2.6%
PERU	2.5%
PUERTO RICO	8.0%
VENEZUELA	17.5%
LATIN AMERICA	6.3%

KEY COUNTRY BY CLASS OF SERVICE – APAC

	Midscale	Upscale	Total Hotel
AUSTRALIA	3.3%	4.2%	3.6%
CHINA	-0.2%	0.9%	0.1%
HONG KONG	3.8%	4.6%	4.3%
INDIA	4.0%	5.0%	4.4%
JAPAN	1.0%	1.0%	1.0%
SINGAPORE	1.8%	1.0%	1.4%
APAC	2.6%	3.1%	2.7%

ASIA PACIFIC

	Total Hotel
INDONESIA	7.8%
MALAYSIA	3.5%
NEW ZEALAND	2.8%
PHILIPPINES	3.1%
SOUTH KOREA	1.9%
TAIWAN	3.9%
THAILAND	0.7%
APAC	2.7%



2015 PRICE FORECAST: RENTAL CAR

EASTERN EUROPE	
	Total Car
CZECH REPUBLIC	4.0%
HUNGARY	3.0%
POLAND	-0.4%
ROMANIA	1.0%
EASTERN EUROPE	1.0%

MIDDLE EAST & AFRICA	
	Total Car
ISRAEL	0.3%
SOUTH AFRICA	1.0%
TURKEY	-7.0%
MEA	0.0%

WESTERN EUROPE	
	Total Car
AUSTRIA	2.0%
DENMARK	-0.4%
FINLAND	-1.0%
GREECE	0.5%
LUXEMBOURG	0.2%
NETHERLANDS	0.1%
NORWAY	-4.3%
PORTUGAL	5.9%
WESTERN EUROPE	0.0%

KEY COUNTRY BY CLASS OF SERVICE – MEA				
	Economy	Midsize	Full Size	Total Car
SOUTH AFRICA	2.0%	-0.1%	0.0%	1.0%
MEA	1.8%	1.0%	0.0%	0.0%

KEY COUNTRY BY CLASS OF SERVICE – WESTERN EUROPE				
	Economy	Midsize	Full Size	Total Car
BELGIUM	3.0%	1.0%	0.0%	2.2%
FRANCE	1.3%	1.9%	-3.3%	1.5%
GERMANY	0.1%	-0.3%	0.0%	-0.1%
ITALY	-1.5%	0.2%	0.0%	-1.1%
SPAIN	-5.0%	-6.0%	-3.0%	-4.8%
SWEDEN	-0.1%	-0.1%	0.0%	0.0%
SWITZERLAND	-0.4%	0.4%	0.0%	0.1%
UNITED KINGDOM	1.0%	-0.7%	0.0%	-0.5%
WESTERN EUROPE	1.0%	-0.2%	0.0%	0.0%



2015 PRICE FORECAST: RENTAL CAR

KEY COUNTRY BY CLASS OF SERVICE – LATAM

	Economy	Midsize	Full Size	Total Car
BRAZIL	3.0%	3.0%	3.0%	3.0%
LATIN AMERICA	2.0%	2.0%	2.0%	2.0%

LATIN AMERICA

	Total Car
ARGENTINA	2.6%
CHILE	1.0%
MEXICO	1.0%
PUERTO RICO	0.1%
LATIN AMERICA	2.0%

KEY COUNTRY BY CLASS OF SERVICE – NORTH AMERICA

	Economy	Midsize	Full Size	Total Car
CANADA	0.0%	0.0%	0.0%	0.0%
US	0.0%	0.0%	0.0%	0.0%
NORTH AMERICA	0.0%	0.0%	0.0%	0.0%

KEY COUNTRY BY CLASS OF SERVICE – ASIA PACIFIC

	Economy	Midsize	Full Size	Total Car
AUSTRALIA	0.9%	1.0%	1.2%	1.0%
NEW ZEALAND	1.2%	1.0%	1.0%	1.0%
APAC	1.0%	1.0%	1.1%	1.0%



2015 Global Travel Price Outlook

Prospects for Global Air, Hotel, Rental Car, and Meetings & Events prices

