

# 2009 TRAVEL INDUSTRY FORECAST PROVIDED BY TRAVEL AND TRANSPORT, INC.

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## 2009 AIRLINE FORECAST SUMMARY

- Continued reduction in airline workforce and capacity
- Industry consolidation, possible bankruptcies
- More difficult airline contract negotiations
- Increase in fees and airfare:
  - Domestic increase 8-10 percent
  - International increase 15-20 percent

## 2009 HOTEL FORECAST SUMMARY

- Continued increase in supply
- Slight decrease in occupancy
- Not a strong seller's market, but not a buyer's market in all areas
- Areas with the greatest occupancy declines will be the secondary cities in the U.S.
- Increase in U.S. average daily rate estimated to increase 1-3 percent

## 2009 CAR RENTAL FORECAST SUMMARY

- Possible increase in taxes and surcharges
- Car rental companies will reduce fleets to match demand
- Flat to slight increase – 1-3 percent