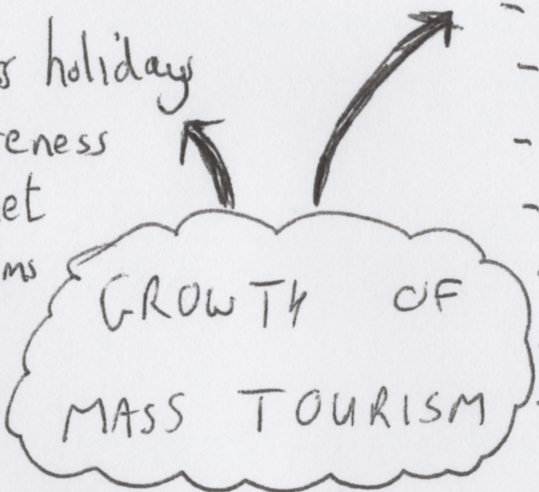


- Changes in the character of holidays
- Increase in active holidays e.g. surfing, white water rafting, climbing, cycling, skiing
- Adventure holidays, wilderness holidays
- TV/media gives greater awareness
- Advertising + booking on internet
- Tour operators and online firms
- Ecotourism
- Cruise holidays
- More long haul destinations e.g. Alaska, S America, Africa



- Increasing affluence of people in MEDC's
- More disposable income
- Longer holidays, more free time
- Paid holidays
- Smaller families
- Longer life expectancy
- Healthier old age
- Triple-lock pensions (UK)
- Increased car ownership

- Growth of tourism in LEDC's
- Growth of resorts in LEDC's e.g. Kenya, Jamaica
- Investment in airports, roads and other infrastructure
- Multiplier Effect
- Income from tourism
- Tourism as a high % of GDP
- Tourism as a Development driver

- Improvements in travel technology
- Jet aircraft
- Increasing size of planes gives economies of scale
- Cheaper air travel / long haul travel
- charter flights
- Package holidays
- Budget airlines
- Regional airports
- Motorways