
**Purpose**

The purpose of this exercise is to identify the major trends in hospitality and travel markets by using several industry organization sites on the World Wide Web.

**Steps**

1. Connect to and review these organizations’ sites on the Web that provide information on market trends.

2. What are ten major market trends that are predicted for the hospitality and travel industry in the future?

3. Which of these trends do you feel will have the greatest influence on the industry’s marketing approaches and programs?

4. Which parts of the industry will benefit most from these market trends and why?

**Website Addresses**

American Hotel & Lodging Association (AHLA)
http://www.ahla.com/

American Society of Travel Agents (ASTA)
http://www.asta.org/

Cruise Lines International Association (CLIA)
http://www.cruising.org/

International Air Transport Association (IATA)
http://www.iata.org/

National Restaurant Association (NRA)
http://www.restaurant.org/

National Tour Association (NTA)
http://www.ntaonline.com/

Travel Industry Association of America (TIA)
http://www.tia.org/
World Tourism Organization (WTO)
http://www.world-tourism.org/

World Travel & Tourism Council (WTTC)
http://www.wttc.org/