

# Strain tourism

the talk of the town  
ave Richardson looks at  
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Etoia head of strategy and policy Tim Fairhurst spoke on this subject. "The violent actions of a minority are not representative and should not prevent normal life continuing for residents and visitors, and those that provide services to them," he said.

"But what is 'normal' for Europe's premier city tourism destinations? Recent restrictions on new hotel capacity and efforts to control the growth of the peer-to-peer accommodation market in Barcelona were a response to tourism's impact on the city. Long-term success will require a more holistic approach."

Airbnb and other peer-to-peer accommodation portals are accused of pricing out local people as landlords switch from long-term rentals to tourism, while another problem facing parts of Europe is the number of visits by cruise ships. Venice was the first to raise this issue, while Santorini has now set a limit of 8,000 cruise ship passengers per day after numbers swelled to 18,000 on peak dates.



Malta's tourism industry is thriving

## SMALL COUNTRIES TOP MARKETING TABLE

Iceland (EU840a) and Malta (EU1450) are the top performers in Europe in the Tourism Board Marketing Index produced by GlobalData, a market leader in providing business information and analysis.

The index measures both the direct and indirect marketing efforts of 100 national tourist boards around the world, finding that Iceland was the top performer in Europe and fourth worldwide, while Malta was second best in Europe and seventh worldwide.

Sara Grady, managing analyst and tourism specialist at GlobalData, said: "Iceland scored highly despite its size. The country has done so well due to the disparity between its spending on travel and tourism, versus its economic gains. Iceland spends only 1.52% of its GDP on tourism, while the industry

contributes over 35% to its total GDP. "Malta has an impressive social media presence, again despite its size. Despite neither country winning awards for its marketing efforts, both have an effective body in place, as supported by the World Economic Forum and backed up by a strong social-media-to-international-arrivals ratio."

Iceland ranked first out of 60 countries in GlobalData's 2017 Tourism Potential Index, and is forecast to see impressive growth through to 2021 despite the high cost of tourist purchases. Icelandic low-cost carrier Wow Air (EU840a) doubled capacity in 2016.

GlobalData measures tourism boards around the world based on everything from marketing performance to international arrivals. Pictured right are its top 20 in the Tourism Board Marketing Index for Europe:

## TOURISM BOARD MARKETING INDEX FOR EUROPE - TOP 20

