

Title:

Olympics to Damage UK Tourism

Word Count:

648

Summary:

Despite the governments claims that the 2012 Olympics will bring a huge boost to UK tourism th

Keywords:

2012 Olympics London Hotels Accommodation Guest Houses Bed and Breakfast

Article Body:

<p>The European Tour Operators Association is calling for careful planning and marketing around

<p>The European Tour Operators Association report, published a year after London won the Olym

<p>In the case of Australia, a trend of over 10% growth in visitor arrivals turned into a decl

<p>A similar 'Olympic Effect' is also apparent for four out of the last five Olympics - in Syd

<p>ETOA's research also disproves claims that the beneficial impact of the Olympics needs to b

<p>Official statistics for the years after the Athens Olympics are not yet available. But the

<p> The EOTA Has suggested the following measures be taken:</p>

<p>*A commitment not to burden the tourism industry with any additional tax</p>

<p>*A national marketing campaign with an appropriate budget to smooth out the inevitable Olym

<p>*Specific communication to make the point that London is able to absorb the Games without d

<p>*Initiatives and marketing communication in the years running up to the Games to counteract

<p>*Arrangements to give 'Olympic visitors' a full tourism experience whilst they are in the U

<p>ETOA suggested that many of the prior reports have been based on aggregated opinion looking

<p>The International Olympic Committee's claims about media exposure have been "hyperbolic" to

<p>Such numbers do not stand up to scrutiny, according to ETOA. There are roughly 6.5 billion

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