This Insert contains all the Figures referred to in the questions.

Anything the candidate writes on this Insert will not be marked.
A situation analysis of tourism in the Ionian Islands, a region of Greece.

1. The EU offers subsidies to aid the development of tourism.
2. The Ionian Islands are a traditional tourist destination.
3. Infrastructure is not well developed on all islands.
4. The global recession has affected the numbers of tourists to Greece.
5. Cultural tourism is gaining popularity.
6. Most tourists to the region take package tours which limits spending with local tourism providers.

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The ‘singles’ travel market has rapidly increased in the last ten years. A number of travel agents specialise in providing packages for people travelling on their own. Widowed or divorced people and students often seek this kind of package. There are also products for single people who wish to become part of a group tour. Travelling alone has often cost more, as there are single person supplements for package tours and many hotels charge more for a single room. Cabins in cruise ships have traditionally been too expensive for single occupancy. Single Star is a new tour operator planning to focus on providing the single tourist with a product which suits them perfectly.

Tourism opportunities in Scotland 2014.

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It is easy to get to Scotland. There are excellent scheduled domestic flights from the rest of the UK, and non-stop services from North America and Europe to Scotland’s main airports. High-speed trains and an extensive motorway network not only transport visitors to Scotland, but also provide excellent travel options during a stay there.

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