

Colleagues,

Whilst Roland's article concentrates on US\$ vs EU€ currency fluctuations, the continued strength of the US\$ will have an impact on tourism worldwide.

What better time to ensure your products, prices and services are meeting the ever changing demands of the international traveller.

And while we are talking about International Travel, Roland will be attending the Arabian Travel Market in Dubai from 4th May. Please let him know if you are attending.

Until next time!

Terry

Terry Pearson, CEO

XML News

This month's **Featured Broker** 

Family run broker, Economy Car Hire offers customers a unique product with no excess liability and a free additional driver. They work with 150 car hire providers covering 1200 locations worldwide. Their Managing Director, Rory Sexton says "Ensuring that our staff and the car hire suppliers provide a great service to our customers is the key to our success." Economy Car Hire either negotiates prices with full insurance or includes Excess Reimbursement Insurance with the booking.

Contact [Ian Dobson](#) for more info

Interface now to:



Soft Euro Promotes Travel and Tourism to Europe Roland Keogh, C.S.O Thermeon Worldwide.

The best laid plans... A soft Euro against the US Dollar means the Americans are coming. Car rental in Europe will be different in 2015. Operators should act now to seize the opportunities.

Car Rental companies set out last year planning, not unreasonably, for a constant Dollar/Euro exchange rate this year. Passenger capacity, demand levels and fleets all start out based on what is known at the time. However, around February 2015, those plans needed to be revised as the U.S Dollar approached parity with the Euro. All indications are that this trend will continue for during this year and into 2016. Demand is now being driven by US travellers going east rather than European traffic moving west.

"This is a great time for Americans to travel internationally"

Announced the Washington Post on March 2nd.

This impacts all travel. For example, flights based on best arrival times **into** the US now need adjusting to suit better departure times **from** US cities. Car Rental Operators need to assess how such changes may affect check-in/out times and how to manage changes with customers already booked, as well as the influx of new business. If flight schedules change, for example, Tour Operators may seek later check out times or longer grace periods. Travellers with bookings already made may find their flights reorganised to suit this increased demand east-bound. Tour operators and travel companies (OTAs and traditional suppliers) will need to dig deep to find new and creative ways to secure European travellers to go to the US. This may also mean great deals at home for those US travellers who wish to holiday at home.

19 of the European Union's 28 countries use the Euro as their national currency. "On the whole, this is a boon for Ireland" declared a representative from Bank of Ireland Global Markets and tourism markets, throughout the Euro-zone will benefit from US sourced business.

Travel suppliers need to offer great packages that will allow inbound tourists to travel far and wide within a particular country and farther afield. Franchised and Affiliated car rental operations may have an advantage here by offering packages across their network of locations in different countries. They can usually organise more freedom when it comes to one-way rentals and harmonising insurance cover products from one country to another. One particular opportunity is multi-country travel. This is quite common in other parts of the world. It allows travellers to arrive in one country, book a certain number of car rental days in one country and other days in another country. The overall package can be 30 days but made up of, for example, 5 or 10 days in three to six countries.

The challenge for the European travel industry is to not kill this golden goose! Traditionally prices rise as inbound business to Europe increases. Its up to tourism organisations in the Euro-zone countries to ensure these prices stay under control. Social media plays it's part in commenting on pricing - it really needs the tourism associations and other interested parties to make sure the new visitors are not only welcomed but are not subjected to over pricing as bookings increase.

Talk to your Thermeon contact about the variety of rates, packages and promotions that can be configured in cars+.

Roland.

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- [Incident Entry records can be added to a new RA prior to saving, if based on a res](#)
- [Special Documents Report now contains vouchers.](#)

Staff Pick

Our favourite Snippet of Useful Information



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