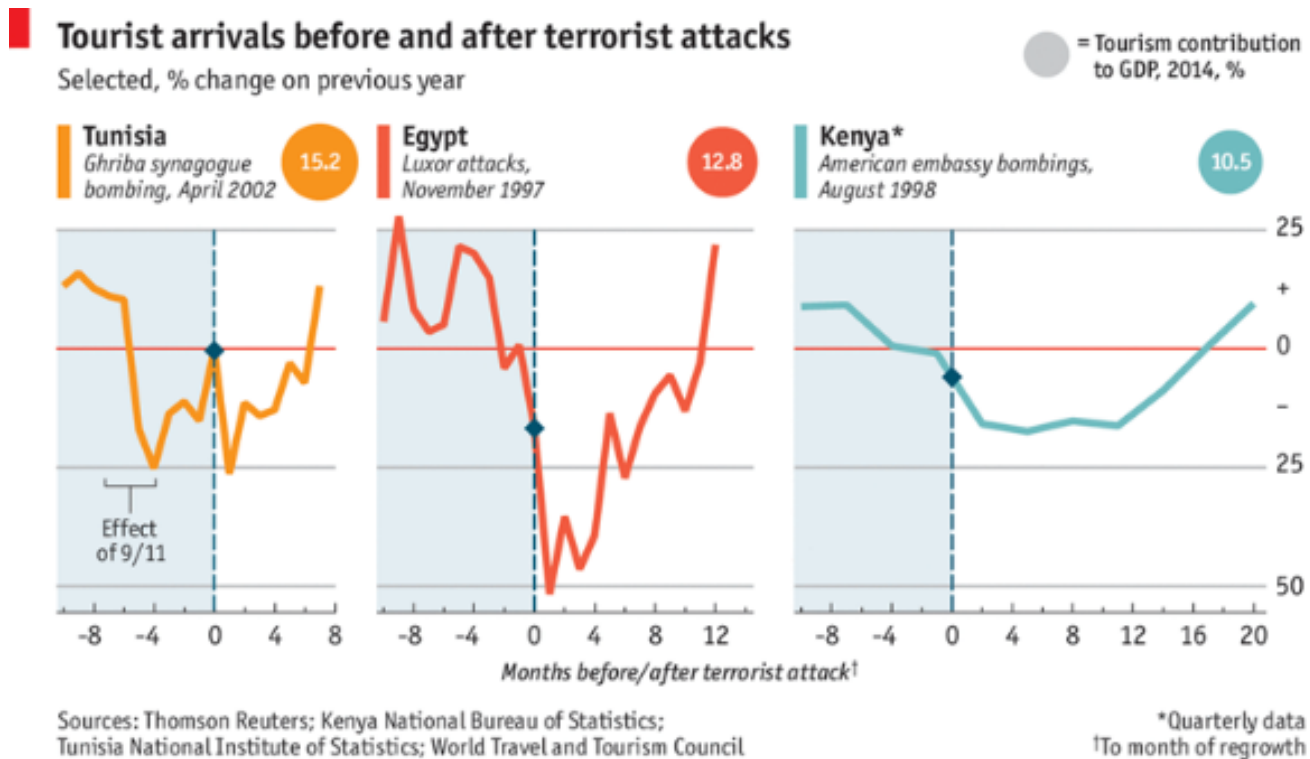


# International security and its impact on tourism

With the growing upward trend of people visiting international destinations for a holiday, tourism is benefitting from rising global standardisation of safety. Airlines, airports and cruise ships all operate to international standards that help to reduce attacks.

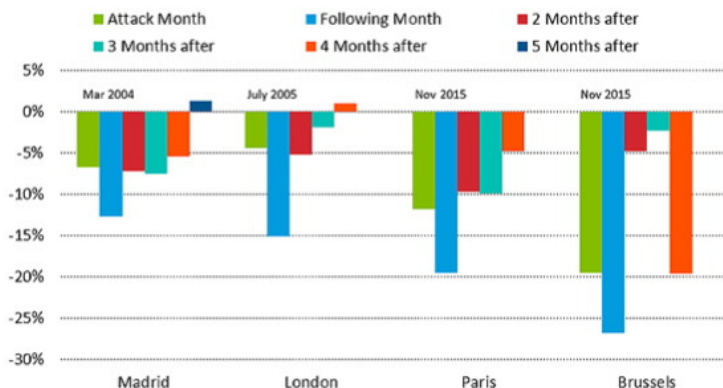
Although these safety standards don't guarantee a terrorist attack won't happen, they seem to be an effective deterrent. This leads to a greater sense of security and encourages more people to travel overseas, and more frequently. However, terrorist attacks are high profile and can cause people to change travel plans to a perceived safer destination. The tourism market is notoriously fickle.



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### EU Terror Attacks Impacts

Occ % Changes



Nevertheless, travel itself is safer than it has ever been. Each day, over 100,000 flights land without any safety problems, and the International Air Transport Association (IATA) has developed a six-point safety strategy to minimise the potential of safety incidents in the air.

The result is that travellers feel happier to go to more destinations, and more often, leading to yet more growth in international tourism.