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MARKET REPORT

# Destinations and Diseases A Review of the Impact of SARS on the Canadian Lodging Market as a Model for Managing through the Swine Flu Scare

MAY 15, 2009

In an effort to gain some perspective on the potential impact of the current Swine Flu scare on travel, this article looks at the impact of the SARS epidemic of 2003 on the Canadian Lodging Market.