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SUBJECT: DENSUS CEO JOHN PONCY FEATURED IN USA TODAY ARTICLE
ON IMPACT OF LONDON TERROR ATTACK ON TOURISM

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Densus CEO John Poncy was quoted Thursday in USA Today's feature article on the impact of the terror attack which took place when a driver intentionally drove into the crowd of pedestrians on Westminster Bridge, left his vehicle, and stabbed to death the police officer. A total of five were killed, including the police officer and the attacker. In the article, Poncy commented on the fact that people are growing weary of the frequent attacks, as well as the fact that no place is immune from them. At some point, he pointed out, this will affect people's willingness to travel to crowded tourist destinations. The article was picked up by USA Today's national distribution network, and many of its international affiliates, including Travel Weekly in Australia. Below is the link and text of the article.

<http://www.usatoday.com/story/news/2017/03/23/british-tourism/99549088/>

London attack will likely have no effect on tourism

The terror attack in London came as security concerns grow worldwide -- but the assault isn't expected to damage tourism to the popular European destination.

The attack on famed Westminster Bridge in the shadow of Parliament drew worldwide headlines. British-born Khalid Masood killed three people including a U.S. tourist before being shot to death by police.

Despite the publicity and location in the heart of the historic capital, travel experts said they expected tourists to keep calm and carry on at a time of competitive airfares and a weak British pound.

"We do not expect this isolated incident to have an impact on people's decision to travel to the country nor its capital," said David Scowsill, CEO of the World Travel and Tourism Council. "England and London specifically are very resilient tourism destinations."

Security was already heightened worldwide because of scattered threats from the Islamic State and Al Qaeda. The State Department issued a worldwide caution March 6 warning travelers to remain vigilant because of the "continuing threat of terrorist actions, political violence, and criminal activity against U.S. citizens and interests abroad."

Indeed, the attack came a day after the United Kingdom banned <http://www.usatoday.com/story/news/2017/03/21/uk-bans-electronics-some-flights/99451752/> travelers from bringing electronic devices in the cabins of 14 airlines flying non-stop from six airports in the Mideast and Africa. The ban followed a similar ban in the U.S.

John Poncy, a former U.S. Army officer who is CEO of Densus Group, which provides expertise in security and technology to public and private organizations, said he wouldn't be afraid to travel

to London, but he might think twice about encouraging his daughter to visit.

"People are going to look at it and say that it may not be the best time," Poncy said.

For anyone who does go, Poncy urged them to learn the locations of the U.S. consulate, local police stations and fastest way to leave the country if there is a problem. Travelers should avoid being flashy, don't travel alone and keep track of their passports, he said.

"I don't care if you're on the beach in Nice - there is no place immune from this," Poncy said of a French resort where a truck barreled through a crowd last July, killing dozens and injuring hundreds.

But George Hobica, founder of airfarewatchdog.com, which helps travelers find travel deals, said the London attack "will have no long-term effect" on tourism after a possible temporary dip.

"After all, tourism is way up to London in the days since the IRA bombings. It always recovers," Hobica said. "Any city could experience a similar attack so I don't think people will pull the blankets over their heads and stay quivering in bed."

New York City had 145 pedestrian deaths for people hit by motor vehicles last year, according to the city police department.

"It's a lot larger than any terrorist incident. And people still go about their business," Hobica said. "The statistical chances of anything happening are so slim."

Britain remains a perennial destination for tourists, despite conflict with the U.S. 200 years ago. Arrivals in Great Britain from the Americas totaled 4.73 million in 2015, up steadily from 4.18 million in 2011, according to the United Nations World Tourism Organization.

Travel spending more than doubled in the last two decades, to \$62.8 billion in 2014, up from \$27.6 billion in 1995, according to the World Bank.

This year is an advantageous time to visit. A glut of flights across the Atlantic has kept fares low. U.S. airlines <http://www.usatoday.com/story/travel/flights/todayinthesky/2016/07/22/american-travel-demand-we-do-expect-europe-get-worse/87437100/> have lamented low-cost competition from rivals in Europe such as Norwegian Air International. Despite the capacity, JetBlue Airways <http://www.usatoday.com/story/travel/flights/todayinthesky/2016/07/26/jetblue-ready-flights-europe/87563016/> is studying whether to enter the fray.

Meanwhile, the currency of the pound has suffered since Britain voted last June to leave the European Union. A pound now costs about \$1.25, down from \$1.50 last June and \$2 in 2007 before the recession.

"London is too enticing a city to keep people away," Hobica said, with the cheap pound yielding cheaper hotels and meals. "People will still come."

The Densus Group is a US Service Disabled Veteran Owned Small Business (SDVOSB) with headquarters in Plano, Texas. Founded to advocate the professional and appropriate use of force, Densus works to support the Departments of State, Justice and Defense, and the Organization for Security and Cooperation in Europe. Densus provides worldwide deployment and service delivery, with solutions that are specifically designed to meet both political and operational requirements while adhering to sustainability and global best practices that include holistic human rights compliance. For more information, visit www.thedensusgroup.com.