UNWTO
World Tourism Organization

UNWTO Tourism Highlights

2011 Edition

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International Tourism

International tourism – key to development, prosperity and well-being

Over time, an ever increasing number of destinations have opened up and invested in tourism development, turning modern tourism into a key driver of socio-economic progress through the creation of jobs and enterprises, infrastructure development and the export revenues earned.

As an internationally traded service, inbound tourism has become one of the world's major trade categories. The overall export income generated by inbound tourism, including passenger transport, exceeded US$ 1 trillion in 2010, or close to US$ 3 billion a day. Tourism exports account for as much as 30% of the world's exports of commercial services and 6% of overall exports of goods and services. Globally, as an export category, tourism ranks fourth after fuels, chemicals and automotive products. For many developing countries it is one of the main sources of foreign exchange income and the number one export category, creating much needed employment and opportunities for development.

The most comprehensive way to measure the economic importance of both inbound and domestic tourism in national economies is through the *2008 Tourism Satellite Account (TSA) Recommended Methodological Framework*, approved by the UN Statistics Commission. Though many countries have taken steps towards the implementation of a TSA, relatively few have full, comparable results available. The knowledge and experience gained through the TSA exercise has certainly contributed to a much better understanding of the role of tourism in economies worldwide and allows for a tentative approximation of key indicators.

Based on the currently still fragmented information from countries with data available, tourism's contribution to worldwide gross domestic product (GDP) is estimated at some 5%. Tourism's contribution to employment tends to be slightly higher and is estimated in the order of 6-7% of the overall number of jobs worldwide (direct and indirect). For advanced, diversified economies, the contribution of tourism to GDP ranges from approximately 2% for countries where tourism is a comparatively small sector, to over 10% for countries where tourism is an important pillar of the economy. For small islands and developing countries, or specific regional and local destinations where tourism is a key economic sector, the importance of tourism tends to be even higher.

Key trends 2010:

- Worldwide, international tourism rebounded strongly, with international tourist arrivals up 6.6% over 2009, to 940 million.
- The increase more than offset the decline caused by the economic downturn, with an additional 23 million arrivals over the former peak year of 2008.
- In 2010, international tourism receipts are estimated to have reached US$ 919 billion worldwide (693 billion euros), up from US$ 851 billion (610 billion euros) in 2009, corresponding to an increase in real terms of 4.7%.
- As a reflection of the economic conditions, recovery was particularly strong in emerging economies, where arrivals grew faster (+8%) than in advanced ones (+5%).

Current developments and outlook:

- According to the April 2011 Interim Update of the *UNWTO World Tourism Barometer*, International tourist arrivals grew by close to 5% during the first two months of 2011, consolidating the rebound registered in 2010.
- According to the forecast prepared by UNWTO at the beginning of the year, international tourist arrivals are projected to increase in 2011 by 4% to 5%. The impact of developments in North Africa and the Middle East, as well as the devastating earthquake and tsunami that hit Japan in March, are not expected to substantially affect this overall forecast.

Long-term trend:

- Over the past six decades, tourism has experienced continued expansion and diversification becoming one of the largest and fastest growing economic sectors in the world. Many new destinations have emerged alongside the traditional ones of Europe and North America.
- In spite of occasional shocks, international tourist arrivals have shown virtually uninterrupted growth: from 25 million in 1950, to 277 million in 1980, to 435 million in 1990, to 675 million in 2000, and the current 940 million.
- As growth has been particularly fast in the world's emerging regions, the share in international tourist arrivals received by emerging and developing economies has steadily risen, from 31% in 1990 to 47% in 2010.

UNWTO Tourism Highlights is a publication of the World Tourism Organization (UNWTO), and aims to provide a consolidated set of data and trends for international tourism during the year prior to its date of publication. For information on current short-term tourism data and trends, please refer to the *UNWTO World Tourism Barometer* at www.unwto.org/facts/eng/barometer.htm.

The World Tourism Organization (UNWTO), a United Nations specialized agency, is the leading international organization with the decisive and central role in promoting the development of responsible, sustainable and universally accessible tourism. It serves as a global forum for tourism policy issues and a practical source of tourism know-how. Its membership includes 154 countries, 7 territories and over 400 Affiliate Members.

2010: a multi-speed recovery

In 2010, world tourism recovered more strongly than expected from the shock it suffered in late 2008 and 2009 as a result of the global financial crisis and economic recession. Worldwide, international tourist arrivals reached 940 million in 2010, up 6.6% over the previous year. The vast majority of destinations reported positive and often double-digit increases, sufficient to offset losses or bring them close to this target. Recovery came at different speeds – much faster in most emerging economies (+8%) and slower in most advanced ones (+5%).

Overview International Tourism

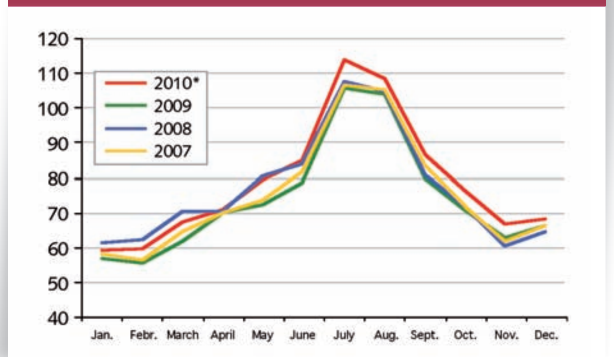
Asia and the Pacific (+13%) was the first region to recover and among the strongest growing regions in 2010. Africa maintained growth (+7%) and the Middle East returned to double digit growth (+14%).

While the Americas rebounded (+6%) from the decline in 2009, Europe's (+3%) recovery was slower than in other regions.

Inbound tourism 1990-2010*

Source: World Tourism Organization (UNWTO) ©

Inbound tourism by month
International Tourism Arrivals (million)



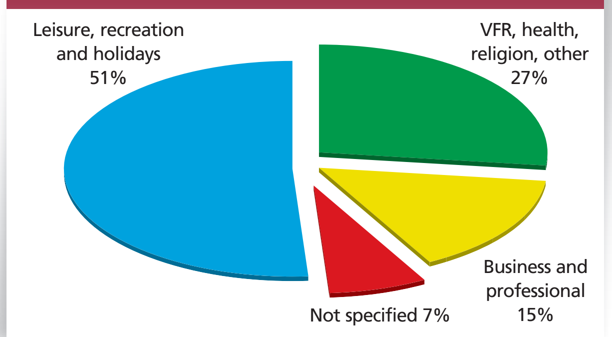
Source: World Tourism Organization (UNWTO) ©

Most travel by air and for the purpose of leisure

In 2010, travel for leisure, recreation and holidays accounted for just over half of all international tourist arrivals (51% or 480 million arrivals). Some 15% of international tourists reported travelling for business and professional purposes and another 27% travelled for other purposes, such as visiting friends and relatives (VFR), religious reasons and pilgrimages, health treatment, etc. The purpose of visit for the remaining 7% of arrivals was not specified.

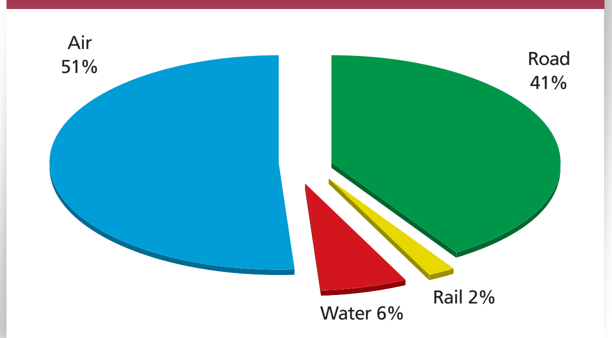
Slightly over half of travellers arrived at their destination by air transport (51%) in 2010, while the remainder travelled over the surface (49%) – whether by road (41%), rail (2%), or over water (6%). Over time, the trend has been for air transport to grow at a faster pace than surface transport, so the share of air transport is gradually increasing.

Inbound tourism by purpose of visit, 2010*
(share)



Source: World Tourism Organization (UNWTO) ©

Inbound tourism by mode of transport, 2010*
(share)



Source: World Tourism Organization (UNWTO) ©

International Tourist Arrivals

	International Tourist Arrivals (million)							Market share (%)	Change (%)		Average annual growth (%)
	1990	1995	2000	2005	2008	2009	2010*	2010*	09/08	10*/09	'00-'10*
World	**435**	**528**	**675**	**798**	**917**	**882**	**940**	**100**	**-3.8**	**6.6**	**3.4**
Advanced economies¹	**296**	**334**	**417**	**453**	**495**	**474**	**498**	**53.0**	**-4.3**	**5.1**	**1.8**
Emerging economies¹	**139**	**193**	**257**	**345**	**421**	**408**	**442**	**47.0**	**-3.2**	**8.3**	**5.6**
By UNWTO regions:											
Europe	**261.5**	**304.1**	**385.6**	**439.4**	**485.2**	**461.5**	**476.6**	**50.7**	**-4.9**	**3.3**	**2.1**
Northern Europe	28.6	35.8	43.7	57.3	60.8	57.7	58.1	6.2	-5.1	0.8	2.9
Western Europe	108.6	112.2	139.7	141.7	153.2	148.6	153.7	16.3	-3.0	3.4	1.0
Central/Eastern Europe	33.9	58.1	69.3	8.5	100.0	90.2	95.1	10.1	-9.9	5.4	3.2
Southern/Mediter. Eu.	90.3	98.0	133.0	153.0	171.2	165.1	169.7	18.1	-3.6	2.8	2.5
Asia and the Pacific	**55.8**	**82.0**	**110.1**	**153.6**	**184.1**	**180.9**	**203.8**	**21.7**	**-1.7**	**12.7**	**6.3**
North-East Asia	26.4	41.3	58.3	85.9	100.9	98.0	111.6	11.9	-2.9	13.8	6.7
South-East Asia	21.2	28.4	36.1	48.5	61.8	62.1	69.6	7.4	0.5	12.1	6.8
Oceania	5.2	8.1	9.6	11.0	11.1	10.9	11.6	1.2	-1.7	6.1	1.9
South Asia	3.2	4.2	6.1	8.1	10.3	9.9	11.1	1.2	-3.6	11.9	6.2
Americas	**92.8**	**109.0**	**128.2**	**133.3**	**147.8**	**140.6**	**149.8**	**15.9**	**-4.9**	**6.4**	**1.6**
Noth America	71.7	80.7	91.5	89.9	97.7	92.2	98.2	10.5	-5.7	6.6	0.7
Caribbean	11.4	14.0	17.1	18.8	20.1	19.5	20.1	2.1	-2.8	3.0	1.6
Central America	1.9	2.6	4.3	6.3	8.2	7.6	7.9	0.8	-7.4	3.8	6.2
South America	7.7	11.7	15.3	18.3	21.8	21.3	23.5	2.5	-2.3	9.7	4.4
Africa	**14.8**	**18.9**	**26.5**	**35.4**	**44.4**	**46.0**	**49.4**	**5.2**	**3.7**	**7.3**	**6.4**
North Africa	8.4	7.3	10.2	13.9	17.1	17.6	18.7	2.0	2.5	6.2	6.2
Subsaharan Africa	6.4	11.6	16.2	21.5	27.2	28.4	30.7	3.3	4.4	8.0	6.6
Middle East	**9.6**	**13.7**	**24.1**	**36.3**	**55.2**	**52.9**	**60.3**	**6.4**	**-4.3**	**14.1**	**9.6**

Source: World Tourism Organization (UNWTO) © (Data as collected by UNWTO, June 2011)

¹ Based on the classification by the International Monetary Fund (IMF), see Statistical Appendix at www.imf.org/external/pubs/ft/weo/2011/01.

International Tourism Receipts

International tourism receipts recovering at a slower pace than arrivals

International tourism receipts are estimated to have reached US$ 919 billion (693 billion euros) in 2010, up from US$ 851 billion (610 billion euros) in the previous year. In absolute terms, international tourism receipts increased by US$ 68 billion (83 billion euros, as the US dollar appreciated some 5% against the euro).

Growth in international tourism receipts is estimated at 4.7% in 2010, measured in real terms, i.e. using local currencies at constant prices in order to adjust for exchange rate fluctuations and inflation. Thus, the recovery in international tourism receipts (+4.7%) still lags that of international arrivals (+6.6%). This is typical in periods of recovery when, following major shocks, volume (arrivals) tends to recover faster than income (receipts), as competition is tougher and suppliers make serious efforts to contain prices, with tourists also tending to travel closer to home and for shorter periods of time.

All regions posted positive growth in real terms, with the exception of Europe (-0.4%). The Middle East (+14%) and Asia and the Pacific (+13%) showed the strongest growth, while the Americas (+5%) was close to the worldwide average and Africa grew (+3%) somewhat slower.

	International Tourism Receipts (billion)							Change current prices (%)			Change constant prices (%)		
	1990	1995	2000	2005	2008	2009	2010*	08/07	09/08	10*/09	08/07	09/08	10*/09
Local currencies								6.3	-4.1	7.4	1.7	-5.6	4.7
US$	262	403	475	679	939	851	919	9.7	-9.4	8.0	5.7	-9.1	6.2
Euro	206	308	515	546	639	610	693	2.2	-4.5	13.6	-1.0	-4.8	11.8

Source: World Tourism Organization (UNWTO) © (Data as collected by UNWTO, June 2011)

	International Tourism Receipts Local currencies, constant prices change (%)			Share (%)	US$ Receipts (billion)		per arrival	Euro Receipts (billion)		per arrival
	08/07	09/08	10*/09	2010*	2009	2010*	2010*	2009	2010*	2010*
World	**1.7**	**-5.6**	**4.7**	**100**	**851**	**919**	**980**	**610**	**693**	**740**
Advanced economies¹	**1.8**	**-6.5**	**4.4**	**63.1**	**547**	**580**	**1,160**	**392**	**437**	**880**
Emerging economies¹	**1.5**	**-3.8**	**5.1**	**36.9**	**304**	**339**	**770**	**218**	**256**	**580**
By UNWTO regions:										
Europe	**-0.9**	**-6.7**	**-0.4**	**44.2**	**410.9**	**406.2**	**850**	**294.6**	**306.4**	**640**
Northern Europe	-2.5	-4.0	-1.3	6.4	58.6	59.2	1.010	42.0	44.6	760
Western Europe	-2.2	-7.1	1.5	15.5	143.8	142.0	920	103.1	107.1	700
Central/Eastern Europe	4.3	-8.0	-2.8	5.2	47.4	47.7	500	34.0	36.0	380
Southern/Mediter. Eu.	-0.6	-6.9	-1.1	17.1	161.3	157.4	930	115.6	118.7	700
Asia and the Pacific	**4.6**	**-0.7**	**12.8**	**27.1**	**203.1**	**248.7**	**1,220**	**145.6**	**187.6**	**920**
North-East Asia	8.2	1.9	15.9	13.3	101.2	122.4	1,100	72.5	92.3	830
South-East Asia	-0.8	-7.4	14.4	7.4	53.5	68.0	980	38.4	51.3	740
Oceania	3.2	5.3	-0.6	4.3	33.5	39.4	3,400	24.0	29.7	2,570
South Asia	7.7	-4.9	16.5	2.1	14.9	18.9	1,710	10.7	14.2	1,290
Americas	**4.9**	**-9.9**	**5.0**	**19.8**	**166.2**	**182.2**	**1,220**	**119.1**	**137.4**	**920**
North America	6.9	-12.4	6.2	14.3	119.2	131.2	1,340	85.4	98.9	1,010
Caribbean	-3.2	-5.3	2.1	2.6	22.6	23.6	1,180	16.2	17.8	890
Central America	0.3	-3.4	4.1	0.7	6.1	6.8	850	4.4	5.1	640
South America	3.1	-0.3	1.2	2.2	18.3	20.6	880	13.1	15.5	660
Africa	**-2.5**	**-4.1**	**4.0**	**3.4**	**28.8**	**31.6**	**640**	**20.6**	**23.9**	**480**
North Africa	-3.9	-4.7	3.6	1.1	9.9	10.0	540	7.1	7.5	400
Subsaharan Africa	-1.8	-3.8	4.2	2.4	18.9	21.6	710	13.5	16.3	530
Middle East	**5.5**	**0.8**	**14.4**	**5.5**	**42.0**	**50.3**	**830**	**30.1**	**37.9**	**630**

Source: World Tourism Organization (UNWTO) © (Data as collected by UNWTO, June 2011)

¹ Based on the classification by the International Monetary Fund (IMF), see Statistical Appendix at www.imf.org/external/pubs/ft/weo/2011/01.

Visitor expenditure on accommodation, food and drink, local transport, entertainment and shopping, is an important pillar of the economies of many destinations, creating much needed employment and opportunities for development. For more than 80 countries, receipts from international tourism were over US$ 1 billion in 2010.

For destination countries, receipts from international tourism count as exports and cover transactions generated by same-day as well as overnight visitors. However, these do not include receipts from international passenger transport contracted from companies outside the travellers' countries of residence, which are reported in a separate category (International Passenger Transport).

Although the availability of comparable international data broken down at this level has its limitations, the export value of international passenger transport has in recent years been estimated at some 16% of the combined receipts from international tourism and international passenger transport. For 2010, this corresponds to some US$ 170 billion, as against US$ 155 billion in 2009.

This implies that total receipts from international tourism, including international passenger transport, reached almost US$1.1 trillion in 2010. In other words, international tourism contributes close to US$ 3 billion a day to global export earnings.

World's Top Tourism Destinations

China moves up one position in both arrivals and receipts

When ranked according to the two key tourism indicators – international tourist arrivals and international tourism receipts – it is interesting to note that eight of the top ten destinations appear in both lists, even though they show marked differences in terms of the characteristics of the tourists they attract, as well as of their average length of stay and their spending per trip and per night.

The most significant change among the top ten by international arrivals in 2010 was the rise of China to third position, ousting Spain, having overtaken both the United Kingdom and Italy during the past few years. In terms of receipts, China (+15%) also moved up the ranking to fourth position, overtaking Italy (+1%). Furthermore, among the ranking by receipts, Hong Kong (China) entered the top ten at nine, moving up from the 12th position.

Among the remaining top ten destinations, France (77 million tourists) continues to lead the ranking in terms of arrivals and ranks third in receipts. The USA ranks first in receipts with US$ 104 billion and second in arrivals. Spain maintains its position as the second biggest earner worldwide and the first in Europe, and ranks fourth in arrivals. Italy ranks fifth in both arrivals and receipts. The United Kingdom is sixth in terms of arrivals and seventh in receipts, while Germany is sixth in receipts and eighth in arrivals. Turkey occupies the seventh position in arrivals and the tenth in receipts. Completing the top ten ranking in arrivals are Malaysia (9th) and Mexico (10th) and in receipts, Australia (8th).

International Tourist Arrivals						
		million		Change (%)		
Rank		Series	2009	2010*	09/08	10*/09
1	France	TF	76.8	76.8	-3.0	0.0
2	United States	TF	55.0	59.7	-5.1	8.7
3	China	TF	50.9	55.7	-4.1	9.4
4	Spain	TF	52.2	52.7	-8.8	1.0
5	Italy	TF	43.2	43.6	1.2	0.9
6	United Kingdom	TF	28.2	28.1	-6.4	-0.2
7	Turkey	TF	25.5	27.0	2.0	5.9
8	Germany	TCE	24.2	26.9	-2.7	10.9
9	Malaysia	TF	23.6	24.6	7.2	3.9
10	Mexico	TF	21.5	22.4	-5.2	4.4

International Tourism Receipts							
		US$				Local currencies	
		billion		Change (%)		Change (%)	
Rank		2009	2010*	09/08	10*/09	09/08	10*/09
1	United States	94.2	103.5	-14.7	9.9	-14.7	9.9
2	Spain	53.2	52.5	-13.7	-1.2	-9.0	3.9
3	France	49.4	46.3	-12.7	-6.2	-7.9	-1.3
4	China	39.7	45.8	-2.9	15.5	-2.9($)	15.5($)
5	Italy	40.2	38.8	-12.0	-3.6	-7.2	1.4
6	Germany	34.6	34.7	-13.2	0.1	-8.5	5.3
7	United Kingdom	30.1	30.4	-16.3	0.8	-1.3	1.7
8	Australia	25.4	30.1	2.5	18.6	10.3	0.8
9	Hong Kong (China)	16.4	23.0	7.5	39.5	7.0	39.8
10	Turkey	21.3	20.8	-3.2	-2.1	-3.2($)	-2.1($)

Source: World Tourism Organization (UNWTO) © (Data as collected by UNWTO, June 2011)

($) = percentage derived from series in US$ instead of local currency

Regional Results

Europe – steadily picking up

January 2010 ended a run of 19 consecutive months of negative growth for Europe, the region hardest hit by the global economic crisis. In Europe (+3%), recovery was slower than in other regions, mainly due to the economic uncertainty affecting the region and the closure of its airspace in April caused by Iceland's volcanic ash cloud.

International tourism in the region gained momentum from the second half of the year onwards and some large destinations (such as Turkey and Germany) as well as emerging ones (as in the Balkans and South Caucasus) posted remarkable results.

Major destinations		International Tourist Arrivals						International Tourism Receipts			
		(1000)			Change (%)		Share (%)	(US$ million)			Share (%)
	Series[1]	2008	2009	2010*	09/08	10*/09	2010*	2008	2009	2010*	2010*
Europe		**485,193**	**461,509**	**476,551**	**-4.9**	**3.3**	**100**	**471,797**	**410,932**	**406,251**	**100**
Albania	TF	1,330	1,775	2,229	33.5	25.6	0.5	1,720	1,816	1,626	0.4
Andorra	TF	2,059	1,830	1,808	-11.1	-1.2	0.4	..	..	..	..
Austria	TCE	21,935	21,355	22,004	-2.6	3.0	4.6	21,587	19,404	18,663	4.6
Azerbaijan	TF	1,409	1,430	1,495	1.5	4.5	0.3	190	353	621	0.1
Belgium	TCE	7,165	6,814	7,217	-4.9	5.9	1.5	11,762	9,970	10,287	2.5
Bulgaria	TF	5,780	5,739	6,047	-0.7	5.4	1.3	4,204	3,728	3,637	0.9
Croatia	TCE	9,415	9,335	..	-0.9	..	..	10,971	8,898	8,268	2.0
Cyprus	TF	2,404	2,141	2,173	-10.9	1.5	0.5	2,737	2,162	2,183	0.5
Czech Rep	TCE	6,649	6,032	6,334	-9.3	5.0	1.3	7,207	6,478	6,671	1.6
Denmark	TF	9,016	8,547	9,097	-5.2	6.4	1.9	6,242	5,673	5,476	1.4
Estonia	TF	1,970	1,900	2,120	-3.6	11.6	0.4	1,189	1,090	1,071	0.3
Finland	TF	3,583	3,423	3,670	-4.5	7.2	0.8	3,208	2,820	2,809	0.7
France	TF	79,218	76,824	76,800	-3.0	0.0	16.1	56,573	49,398	46,319	11.4
Georgia	VF	1,290	1,500	2,033	16.3	35.5	0.4	447	476	659	0.1
Germany	TCE	24,886	24,223	26,875	-2.7	10.9	5.6	39,912	34,650	34,675	8.5
Greece	TF	15,939	14,915	15,007	-6.4	0.6	3.1	17,114	14,506	12,741	3.1
Hungary	TF	8,814	9,058	9,510	2.8	5.0	2.0	5,935	5,631	5,381	1.3
Ireland	TF	8,026	7,189	..	-10.4	..	..	6,294	4,890	4,077	1.0
Israel	TF	2,572	2,321	2,805	-9.8	20.8	0.6	4,279	3,741	4,768	0.9
Italy	TF	42,734	43,239	43,626	1.2	0.9	9.2	45,727	40,249	38,786	9.5
Kazakhstan	TF	3,447	3,118	3,393	-9.5	8.8	0.7	1,012	963	1,005	0.2
Kyrgyzstan	TF	2,435	2,147	..	-11.9	..	..	515	459	..	0.1
Latvia	TF	1,685	1,323	1,373	-21.5	3.8	0.3	803	723	640	0.2
Malta	TF	1,291	1,182	1,332	-8.4	12.7	0.3	950	881	1,068	0.2
Netherlands	TCE	10,104	9,921	10,883	-1.8	9.7	2.3	13,342	12,368	13,062	3.2
Norway	TF	4,347	4,346	4,767	0.0	9.7	1.0	4,911	4,204	4,779	1.0
Poland	TF	12,960	11,890	12,470	-8.3	4.9	2.6	11,768	9,011	9,446	2.3
Portugal	TCE	6,962	6,439	6,865	-7.5	6.6	1.4	10,943	9,635	10,090	2.5
Russian Federation	TF	21,566	19,420	20,271	-10.0	4.4	4.3	11,795	9,319	8,985	2.2
Slovakia	TCE	1,767	1,298	1,327	-26.5	2.2	0.3	2,589	2,336	2,233	0.6
Slovenia	TCE	1,940	1,803	1,844	-7.0	2.2	0.4	2,820	2,511	2,311	0.6
Spain	TF	57,192	52,178	52,677	-8.8	1.0	11.1	61,628	53,177	52,525	12.9
Sweden	TCE	4,555	4,678	4,951	2.7	5.8	1.0	11,206	10,261	11,079	2.5
Switzerland	THS	8,608	8,294	8,628	-3.7	4.0	1.8	14,401	13,789	14,841	3.7
Turkey	TF	24,994	25,506	27,000	2.0	5.9	5.7	21,951	21,250	20,807	5.1
Ukraine	TF	25,449	20,798	21,203	-18.3	1.9	4.4	5,768	3,576	3,788	0.9
United Kingdom	TF	30,142	28,199	28,133	-6.4	-0.2	5.9	36,028	30,149	30,400	7.5

Source: World Tourism Organization (UNWTO) © (Data as collected by UNWTO, June 2011)

[1] See note on page 7

International tourist arrivals are estimated to have reached 477 million in 2010, some 15 million more than in 2009, but still 9 million short of the 2008 peak. Receipts decreased slightly by 0.4% in real terms to US$ 406 billion (306 billion euros).

Central and Eastern Europe (+5%) achieved the strongest growth of all European sub-regions, although following a substantial decrease in 2009. Western Europe (+3%) was the only sub-region to fully recover from the impact of the crisis. Germany (+11%) was the star performer, with arrivals exceeding 2008's record level by more than 2.5 million. In most other destinations, including Austria (+3%), Belgium (+6%), the Netherlands (+10%) and Switzerland (+4%), arrivals growth in 2010 was sufficient to bring them above 2008 levels. The exception was France, the world's top destination, with zero growth in 2010. Northern Europe (+1%) began to slowly recover, although the United Kingdom (-0.2%), the sub-region's largest destination, still registered negative results. Arrivals in Southern and Mediterranean Europe increased by 3% but were still short of their 2008 peaks. While Israel (+21%), Malta (+13%) and Turkey (+6%) recorded above average results, well established destinations such as Spain, Italy and Greece (all +1%) reported weak growth.

Asia and the Pacific – first region to recover

International tourist arrivals in Asia and the Pacific reached a historic high of 204 million in 2010, some 24 million more than in 2009 and 20 million above the 2008 pre-crisis peak. The region's 13% growth in 2010 was double the world average and, following a modest 2% decline in 2009, confirms Asia as the world's strongest growing region of the past two years. Most destinations posted double-digit growth, boosted by the strong development of local economies in the region. Receipts grew, accordingly, by 13% in real terms to US$ 249 billion.

North-East Asia was the best performing sub-region (+14%), with double-digit growth in arrivals for virtually all destinations, particularly the fast growth of Japan and Taiwan (pr. of China) (both at +27%). Growth in China (+9%), the region's top destination, was below average, but still represented around a quarter of the additional arrivals achieved by the whole region. Arrivals in South-East Asia, the only sub-region to show positive results in 2009, were up 12%. Destinations such as Vietnam (+35%), Singapore (+22%), Cambodia (+17%), Philippines (+17%), Thailand (+12%) and Indonesia (+11%) all recorded double-digit growth, although following weak 2009 figures. International arrivals in South Asia increased by 11%, with particularly strong performances from Sri Lanka (+46%) and Maldives (+21%), and a comparatively more moderate result for the major destination India (+8%). In Oceania (+6%), growth in arrivals was just below the world average with leading and more mature destinations Australia (+5%) and New Zealand (+3%) showing growth after a flat 2009.

Major destinations		International Tourist Arrivals						International Tourism Receipts			
		(1000)			Change (%)		Share (%)	(US$ million)			Share (%)
	Series[1]	2008	2009	2010*	09/08	10*/09	2010*	2008	2009	2010*	2010*
Asia and the Pacific		**184,057**	**180,936**	**203,838**	**-1.7**	**12.7**	**100**	**208,597**	**203,101**	**248,659**	**100**
Australia	VF	5,586	5,584	5,885	0.0	5.4	2.9	24,755	25,384	30,103	12.1
Cambodia	TF	2,001	2,046	2,399	2.2	17.3	1.2	1,219	1,185	1,260	0.5
China	TF	53,049	50,875	55,665	-4.1	9.4	27.3	40,843	39,675	45,814	18.4
Fiji	TF	585	542	632	-7.3	16.5	0.3	547	422	..	..
Guam	TF	1,142	1,053	1,196	-7.8	13.6	0.6	..	..	..	..
Hong Kong (China)	TF	17,320	16,926	20,085	-2.3	18.7	9.9	15,304	16,450	22,951	9.2
India	TF	5,283	5,168	5,584	-2.2	8.1	2.7	11,832	11,136	14,160	5.7
Indonesia	TF	6,234	6,324	7,003	1.4	10.7	3.4	7,378	5,598	6,980	2.8
Iran	TF	2,034	..	..	..	..	..	1,914	2,012	..	..
Japan	VF	8,351	6,790	8,611	-18.7	26.8	4.2	10,821	10,305	13,199	5.3
Korea. Republic of	VF	6,891	7,818	8,798	13.4	12.5	4.3	9,774	9,819	9,765	3.9
Lao P.D.R.	TF	1,295	1,239	..	-4.3	..	..	276	268	..	..
Macao (China)	TF	10,610	10,402	11,926	-2.0	14.7	5.9	16,430	17,637	..	..
Malaysia	TF	22,052	23,646	24,577	7.2	3.9	12.1	15,277	15,772	17,819	7.2
Maldives	TF	683	656	792	-4.0	20.7	0.4	664	608	714	0.3
Mongolia	TF	446	433	456	-3.0	5.3	0.2	247	235	244	0.1
New Zealand	VF	2,459	2,458	2,525	0.0	2.7	1.2	5,037	4,586	4,855	2.0
Nepal	TF	500	510	..	1.9	..	..	336	371	388	0.2
Pakistan	TF	823	855	914	3.9	6.9	0.4	316	269	363	0.1
Philippines	TF	3,139	3,017	3,520	-3.9	16.7	1.7	2,499	2,330	2,783	1.1
Singapore	TF	7,778	7,488	9,161	-3.7	22.3	4.5	10,714	9,364	14,124	5.7
Sri Lanka	TF	438	448	654	2.1	46.1	0.3	342	350	576	0.2
Taiwan (pr. of China)	VF	3,845	4,395	5,567	14.3	26.7	2.7	5,937	6,816	8,648	3.5
Thailand	TF	14,584	14,150	15,842	-3.0	12.0	7.8	18,173	15,663	19,760	7.9
Vietnam	VF	4,236	3,747	5,050	-11.5	34.8	2.5	3,930	3,050	4,450	1.8

Source: World Tourism Organization (UNWTO) © (Data as collected by UNWTO, June 2011)

[1] See note below

* = provisional figure or data; .. = figure or data not (yet) available; I = change of series; n/a = not applicable.
Series of International Tourist Arrivals – TF: International tourist arrivals at frontiers (excluding same-day visitors); VF: International visitor arrivals at frontiers (tourists and same-day visitors); THS: International tourist arrivals at hotels and similar establishments; TCE: International tourist arrivals at collective tourism establishments.

Regional Results

Americas – sound rebound

The Americas rebounded from the decline in 2009 brought on by the economic recession in North America and the A(H1N1) influenza outbreak. International tourist arrivals in the Americas increased in 2010 by 6% to 150 million – some 9 million more than in the crisis year 2009 and 2 million more than the peak year of 2008. Growth in the US economy and the strength of Latin American economies helped to improve the region's results as a whole. International tourism receipts increased by US$ 16 billion to US$ 182 billion (+5% in real terms).

The three leading destinations of the region, the United States (+9%), Mexico (+4%) and Canada (+2%), all ended the year with positive results. South America posted the strongest results in the Americas with arrivals up 11%. Argentina (+23%) was the star performer, followed by Uruguay (+16%), Ecuador (+8%), Brazil and Peru (both +7%). Results were boosted by strong intraregional demand, with Brazil as one of the fastest growing source markets and now ranking as the third largest outbound market in the Americas by expenditure. Arrivals in the Caribbean are estimated to have risen 4% in 2010, more than enough to make up for the decline in 2009, with three of the major destinations recording new peaks: Jamaica (+5%), Cuba (+4%) and the Dominican Republic (+·3%). In Central America arrivals also rose by 4% in 2010, not enough to make up for the decline in 2009. All destinations in the sub-region reported growth except Guatemala.

Major destinations		International Tourist Arrivals						International Tourism Receipts			
		(1000)			Change (%)		Share (%)	(US$ million)			Share (%)
	Series[1]	2008	2009	2010*	09/08	10*/09	2010*	2008	2009	2010*	2010*
Americas		**147,953**	**140,722**	**149,765**	**-4.9**	**6.4**	**100**	**189,097**	**166,186**	**182,168**	**100**
Argentina	TF	4,700	4,308	5,288	-8.4	22.8	3.5	4,646	3,960	4,930	2.7
Aruba	TF	827	813	825	-1.7	1.6	0.6	1,343	1,211	1,239	0.7
Bahamas	TF	1,463	1,327	1,368	-9.3	3.1	0.9	2,144	1,929	2,059	1.1
Barbados	TF	568	519	532	-8.6	2.6	0.4	1,194	1,068	1,105	0.6
Bolivia	TF	594	671	..	13.1	..	..	275	279	..	..
Brazil	TF	5,050	4,802	5,161	-4.9	7.5	3.4	5,785	5,305	5,919	3.2
Canada	TF	17,142	15,737	16,095	-8.2	2.3	10.7	15,668	13,707	15,787	8.7
Chile	TF	2,699	2,750	2,766	1.9	0.6	1.8	1,674	1,604	1,636	0.9
Colombia	TF	2,318	2,303	2,385	-0.7	3.6	1.6	1,844	1,999	2,083	1.1
Costa Rica	TF	2,089	1,923	2,100	-8.0	9.2	1.4	2,283	1,815	2,111	1.2
Cuba	TF	2,316	2,405	2,507	3.8	4.2	1.7	2,258	2,080	..	..
Dominican Rp	TF	3,980	3,992	4,125	0.3	3.3	2.8	4,166	4,051	4,240	2.3
Ecuador	VF	1,005	968	1,047	-3.7	8.1	0.7	742	670	781	0.4
El Salvador	TF	1,385	1,091	1,150	-21.2	5.4	0.8	425	319	390	0.2
Guatemala	TF	1,527	1,392	1,219	-8.8	-12.4	0.8	1,068	1,298	1,378	0.8
Honduras	TF	899	870	896	-3.3	3.0	0.6	619	616	650	0.4
Jamaica	TF	1,767	1,831	1,922	3.6	4.9	1.3	1,976	1,926	1,986	1.1
Mexico	TF	22,637	21,454	22,395	-5.2	4.4	15.0	13,289	11,275	11,872	6.5
Nicaragua	TF	858	932	1,011	8.6	8.5	0.7	301	334	309	0.2
Panama	TF	1,247	1,200	1,317	-3.7	9.7	0.9	1,408	1,483	1,676	0.9
Paraguay	TF	428	439	465	2.6	5.9	0.3	109	205	217	0.1
Peru	TF	2,058	2,140	2,299	4.0	7.4	1.5	1,991	2,014	2,274	1.2
Puerto Rico	TF	3,716	3,551	3,679	-4.5	3.6	2.5	3,535	3,473	3,598	2.0
United States	TF	57,937	54,962	59,745	-5.1	8.7	39.9	110,423	94,191	103,505	56.8
Uruguay	TF	1,938	2,029	2,352	4.7	15.9	1.6	1,051	1,312	1,496	0.8
Venezuela	TF	745	615	..	-17.4	..	..	917	788	618	0.3

Source: World Tourism Organization (UNWTO) ©

(Data as collected by UNWTO, June 2011)

[1] See note on page 7

Africa – maintaining momentum

Africa, the only region to post positive figures in 2009, maintained growth during 2010. The region benefited from increasing economic dynamism and the worldwide exposure created by the FIFA World Football Cup. International arrivals increased by 3 million (+7%) to 49 million, while in terms of receipts the region added US$ 3 billion to reach US$ 31 billion (+4% in real terms).

In South Africa, which accounts for over a quarter of total arrivals in Subsaharan Africa, arrivals were up 15% in 2010, following the successful staging of the World Cup. Other destinations in the sub-region, according to available data, performed above average: Madagascar (+21%), Cape Verde (+17%), Tanzania and Seychelles (both +11%). Results in North Africa (+6%) were driven by the leading destination Morocco (+11%).

Major destinations	Series[1]	International Tourist Arrivals (1000) 2008	2009	2010*	Change (%) 09/08	10*/09	Share (%) 2010*	International Tourism Receipts (US$ million) 2008	2009	2010*	Share (%) 2010*
Africa		**44,380**	**46,021**	**49,376**	**3.7**	**7.3**	**100**	**30,316**	**28,780**	**31,677**	**100**
Algeria	VF	1,772	1,912	..	7.9	..	..	324	267	..	..
Angola	TF	294	366	425	24.3	16.2	0.9	285	534	..	..
Botswana	TF	1,500	1,553	..	3.5	..	..	553	452	..	..
Cape Verde	THS	285	287	336	0.7	17.1	0.7	350	292	289	0.9
Ethiopia	TF	330	..	..	..	..	..	377	329	..	..
Gambia	TF	147	142	91	-3.5	-35.7	0.2	81	63	..	..
Ghana	TF	698	803	..	15.0	..	..	919	968	..	..
Kenya	TF	1,141	1,392	..	22.0	..	..	752	690	756	2.4
Lesotho	TF	285	320	..	12.3	..	..	24	40	..	..
Madagascar	TF	375	163	196	-56.6	20.5	0.4	351	308	..	..
Malawi	TF	742	755	..	1.7	..	..	43	43	..	..
Mauritius	TF	930	871	935	-6.4	7.3	1.9	1,449	1,117	1,282	4.0
Morocco	TF	7,879	8,341	9,288	5.9	11.4	18.8	7,168	6,557	6,720	21.2
Mozambique	TF	1,815	2,224	..	22.5	..	..	190	196	197	0.6
Namibia	TF	931	980	..	5.3	..	..	378	398	438	1.4
Nigeria	TF	1,313	1,414	..	7.7	..	..	573	608	..	..
Reunion	TF	396	422	421	6.4	-0.3	0.9	448	425	..	..
Rwanda	VF	731	699	..	-4.4	..	..	186	174	202	0.6
Senegal	TF	..	..	..	..	..	..	543	463	..	..
Seychelles	TF	159	158	175	-0.9	10.8	0.4	258	209	..	..
South Africa	TF	9,592	7,012	8,074	n/a	15.1	16.4	7,925	7,543	9,070	28.7
Sudan	TF	441	420	..	-4.6	..	..	331	299	..	..
Swaziland	TF	754	909	..	20.4	..	..	26	40	..	..
Tanzania	TF	750	714	794	-4.8	11.1	1.6	1,289	1,160	1,303	4.1
Tunisia	TF	7,050	6,901	6,902	-2.1	0.0	14.0	2,953	2,773	2,654	8.4
Uganda	TF	844	817	..	-3.2	..	..	498	667	730	2.3
Zambia	TF	812	710	..	-12.6	..	..	148	98	..	..
Zimbabwe	VF	1,956	2,017	2,239	3.2	11.0	4.5	294	523	634	2.0

Source: World Tourism Organization (UNWTO) © (Data as collected by UNWTO, June 2011)

[1] See note on page 7

Middle East – a return to double-digit growth

The Middle East was the fastest growing region in 2010 (+14%), but this followed a significant drop in 2009 (-4%). Boosted by intraregional travel favoured by high oil prices, the region reached 60 million arrivals in 2010, up 7.5 million on 2009 and 5 million compared with the peak year of 2008. International tourism receipts are estimated to have increased as well, by 14% in real terms to US$ 50 billion. Almost all destinations recorded double-digit increases in arrivals, such as: Syria (+40%), Palestine (+32%), Jordan (+20%), Egypt (+18%) and Lebanon (+17%). The exception was Saudi Arabia, the second largest destination of the region, showing flat results.

Major destinations	Series[1]	International Tourist Arrivals (1000) 2008	2009	2010*	Change (%) 09/08	10*/09	Share (%) 2010*	International Tourism Receipts (US$ million) 2008	2009	2010*	Share (%) 2010*
Middle East		**55,237**	**52,886**	**60,332**	**-4.3**	**14.1**	**100**	**39,980**	**42,022**	**50,293**	**100**
Bahrain	TF	..	..	..	..	..	..	1,166	1,118	..	..
Egypt	TF	12,296	11,914	14,051	-3.1	17.9	23.3	10,985	10,755	12,528	24.9
Jordan	TF	3,729	3,789	4,557	1.6	20.3	7.6	2,943	2,911	3,413	6.8
Lebanon	TF	1,333	1,851	2,168	38.9	17.1	3.6	5,819	6,774	..	..
Oman	TF	1,471	1,524	..	3.6	..	..	804	700	..	..
Palestine	THS	387	396	524	2.2	32.4	0.9	269	410	..	1.0
Qatar	TF	1,405	1,659	..	18.1	..	..	145	179	584	1.2
Saudi Arabia	TF	14,757	10,896	10,850	-26.2	-0.4	18.0	5,910	5,995	6,712	13.3
Syrian Arab Republic	TF	5,430	6,092	8,546	12.2	40.3	14.2	3,150	3,757	..	..
Untd Arab Emirates[2]	THS	7,095	6,812	7,432	-4.0	9.1	12.3	7,162	7,352	8,577	17.1
Yemen	THS	404	434	..	7.3	..	..	453	496	..	..

Source: World Tourism Organization (UNWTO) © (Data as collected by UNWTO, June 2011)

[1] See note on page 7

[2] Dubai only

Outbound Tourism

Most travellers stay in own region

The large majority of international travel takes place within the traveller's own region, with about four out of five worldwide arrivals originating from the same region.

Source markets for international tourism are still largely concentrated in the industrialized countries of Europe, the Americas and Asia and the Pacific. However, with rising levels of disposable income, many emerging economies have shown fast growth over recent years, especially in a number of markets in North-East and South-East Asia, Central and Eastern Europe, the Middle East, Southern Africa and South America.

Europe is currently still the world's largest source market, generating just over half of international arrivals worldwide, followed by Asia and the Pacific (21%), the Americas (16%), the Middle East (4%) and Africa (3%).

	International Tourist Arrivals by region of origen (million)							Share (%)	Change (%)		Average annual growth (%)
	1990	1995	2000	2005	2008	2009	2010*	2010*	09/08	10*/09	'00-10*
World	**435**	**528**	**675**	**798**	**917**	**882**	**940**	**100**	**-3.8**	**6.6**	**3.4**
From:											
Europe	250.7	303.4	389.4	450.8	507.5	479.7	496.1	52.8	-5.5	3.4	2.5
Asia and the Pacific	58.7	86.1	113.9	152.7	182.3	178.8	197.4	21.0	-1.9	10.4	5.6
Americas	99.3	108.5	130.8	136.5	151.5	146.3	154.4	16.4	-3.4	5.5	1.7
Middle East	8.2	9.3	14.0	23.0	31.9	32.7	36.0	3.8	2.7	10.2	9.9
Africa	9.8	11.6	15.0	19.6	25.8	25.8	27.5	2.9	-0.1	6.5	6.2
Origin not specified[1]	7.8	8.7	11.4	15.5	17.7	18.6	28.5	3.0			
Same region	349.1	423.3	532.9	632.1	715.9	689.2	721.3	76.7	-3.7	4.7	3.1
Other regions	77.6	95.6	130.2	150.5	183.1	174.2	190.1	20.2	-4.9	9.1	3.9

Source: World Tourism Organization (UNWTO) © (Data as collected by UNWTO, June 2011)

[1] Countries that could not be allocated to a specific region of origin. As information is derived from inbound tourism data this occurs when data on the country of origin is missing or when a category such as 'other countries of the world' is used grouping countries together that are not seperately specified.

International tourism's top spenders – China enters the top three

The top ten ranking by international tourism spenders shows one remarkable change in 2010, with China (US$ 55 billion) moving up into third position, overtaking the United Kingdom (US$ 49 billion). China has shown by far the fastest growth with regard to expenditure on international tourism in the last decade, multiplying expenditure four times since 2000. Ranking as the seventh biggest source market in 2005, it has since overtaken, respectively, Italy, Japan, France and the United Kingdom.

Further movement among the top ten tourism spenders came from Canada, which moved up two positions to six, and Australia entering at ten. In both cases the appreciation of their respective currencies has clearly helped. The first two places are still held by Germany (US$ 78 billion) and the United States (US$ 76 billion).

Among the top ten, the Russian Federation showed the strongest growth, up 27% – admittedly, following a 12% drop in spending in 2009 – followed by China, up 26%. After two years of decline, Japan also moved into positive growth figures (+4%). The United Kingdom was the only market among the ten to record a drop in expenditure (-2%) – due to the weak economy and pound sterling.

Rank		International Tourism Expenditure (US$ billion)		Local currencies change (%)		Market share (%)	Population 2010	Expenditure per capita
		2009	2010*	09/08	10*/09	2010*	(million)	(US$)
	World	**851**	**919**			**100**	**6,879**	**134**
1	Germany	81.2	77.7	-5.9	0.7	8.5	82	952
2	United States	74.1	75.5	-7.9	1.9	8.2	310	244
3	China	43.7	54.9	20.9 ($)	25.6 ($)	6.0	1,341	41
4	United Kingdom	50.1	48.6	-13.6	-2.4	5.3	62	780
5	France	38.5	39.4	-1.9	7.6	4.3	63	625
6	Canada	24.2	29.5	-4.8	10.0	3.2	34	866
7	Japan	25.1	27.9	-18.4	4.0	3.0	127	219
8	Italy	27.9	27.1	-4.3	2.0	2.9	60	449
9	Russian Federation	20.9	26.5	-12.1 ($)	26.8 ($)	2.9	140	189
10	Australia	17.6	22.5	2.5	9.0	2.5	22	1,014

Source: World Tourism Organization (UNWTO) © (Data as collected by UNWTO, June 2011)
($) = percentage derived from series in US$ instead of local currency

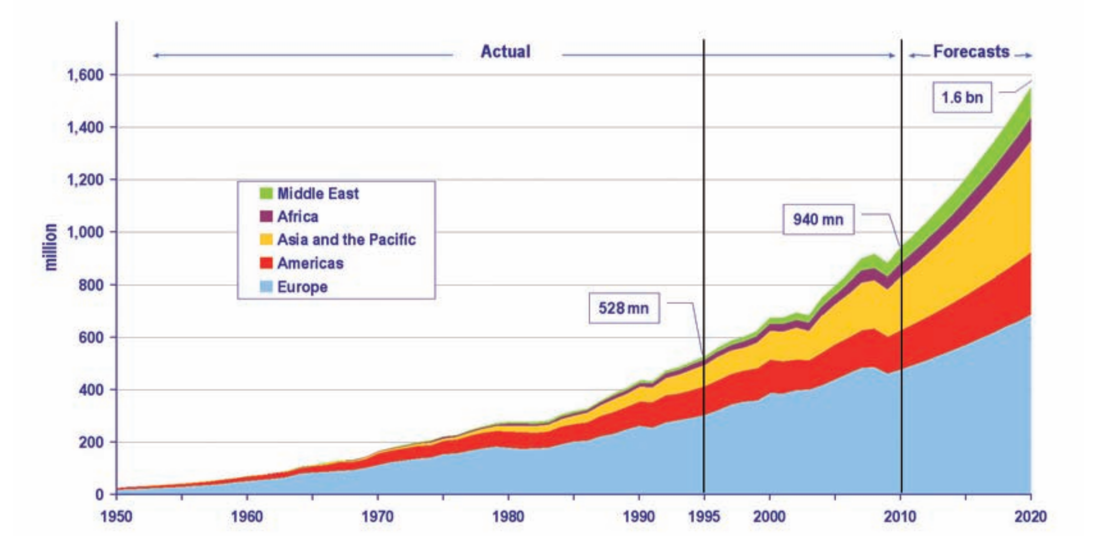
Long-term prospects

Tourism 2020 Vision

Tourism 2020 Vision is the World Tourism Organization's long-term outlook and assessment of the development of tourism up to the first 20 years of the new millennium. An essential outcome of the *Tourism 2020 Vision* are quantitative forecasts covering a 25-year period, with 1995 as the base year and forecasts for 2010 and 2020.

Although the evolution of tourism over recent years has been somewhat irregular, for the moment UNWTO has maintained its long-term forecast. The underlying structural trends of the forecast are not believed to have changed significantly. Experience shows that in the short term, periods of faster growth (1995, 1996, 2000, and 2004 to 2007) alternate with periods of slow growth (2001 to 2003, 2008, 2009). As part of its program of work, UNWTO is currently undertaking a major update of its long-term outlook with the project *Tourism Towards 2030*.

International Tourist Arrivals by region (million)



UNWTO s *Tourism 2020 Vision* projects that international arrivals are expected to reach nearly 1.6 billion by the year 2020. Of these worldwide arrivals in 2020, 1.2 billion will be intraregional and 0.4 billion will be long-haul travellers.

East Asia and the Pacific, South Asia, the Middle East and Africa are forecast to grow at over 5% per year, compared to the world average of 4.1%. More mature regions Europe and the Americas are anticipated to show lower-than-average growth rates. Europe will maintain the highest share of world arrivals, although this share will decline from 60% in 1995 to 46% in 2020.

The total tourist arrivals by region shows that, by 2020, the top three receiving regions will be Europe (717 million tourists), East Asia (397 million) and the Americas (282 million), followed by Africa, the Middle East and South Asia.

International Tourist Arrivals by region (million)

	Base year	Forecasts		Average annual growth rate (%)	Share (%)	
	1995	2010	2020	1995-2020	1995	2020
Total	**565**	**1,006**	**1,561**	**4.1**	**100**	**100**
Africa	20	47	77	5.5	3.6	5.0
Americas	109	190	282	3.9	19.3	18.1
East Asia/Pacific	81	195	397	6.5	14.4	25.4
Europe	338	527	717	3.0	59.8	45.9
Middle East	12	36	69	7.1	2.2	4.4
South Asia	4	11	19	6.2	0.7	1.2
Intraregional (a)	464	791	1,183	3.8	82.1	75.8
Long-haul (b)	101	216	378	5.4	17.9	24.2

Source: World Tourism Organization (UNWTO) ©

Notes: (a) Intraregional includes arrivals where country of origin is not specified.
(b) Long-haul is defined as everything except intraregional travel.

World Tourism Organization (UNWTO)
Publications

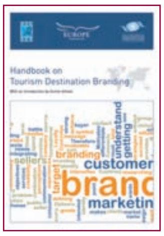
UNWTO World Tourism Barometer

The UNWTO World Tourism Barometer aims at providing all those involved in tourism with up-to-date statistics and adequate analysis, in a timely fashion. Issues cover short-term tourism trends (arrivals, receipts, expenditure, transport, accommodation), a retrospective and prospective evaluation of current tourism performance by the UNWTO Panel of Experts, and a summary of economic data relevant for tourism. The information is updated throughout the year.

Budgets of National Tourism Organizations, 2008-2009

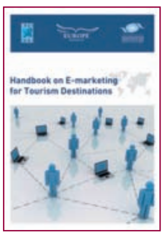
Budgets of National Tourism Organizations, 2008-2009 is a benchmarking reference tool on tourism marketing. This UNWTO/ETC report compiles and analyses information concerning the budgets that NTOs allocate to tourism promotion, as well as the structure, functions and activities of NTOs. The report also includes a special focus on NTO use of Information and Communication Technologies (ICT) in tourism promotion.

Handbook on Tourism Destination Branding



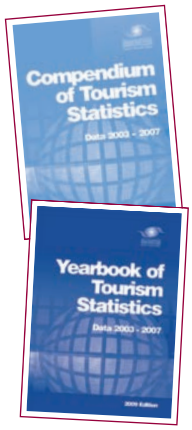
This handbook is a recognition by UNWTO and ETC of the value of successfully building and managing a destination's brand. With an Introduction by Simon Anholt, the handbook presents a step-by-step guide to the branding process, accompanied by strategies for brand management. Given case studies illustrate concepts, present best practices from around the world and provide fresh insight into destination branding.

Handbook on E-marketing for Tourism Destinations



This handbook is a practical 'how-to' manual designed to help staff in national, regional and city tourism organisations, to improve their e-marketing skills. It covers all the basics such as web design, search engine optimisation, social networking and e-commerce, and advises how to build better content, assure distribution, use CRM, succeed with online PR and get into mobile marketing.

Compendium of Tourism Statistics, 2011 Edition

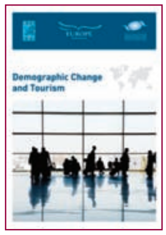


The Compendium of Tourism Statistics is designed to serve as a quick-reference guide on the major tourism statistical data and indicators. The 2011 edition has been considerably expanded and its new format features information on inbound, outbound and domestic tourism, tourism industries and employment as well as macroeconomic international tourism related indicators. It covers over 200 countries and territories around the world for the period 2005-2009 and is available in English, with country notes given in English, French and Spanish.

Yearbook of Tourism Statistics, 2011 Edition

The Yearbook of Tourism Statistics provides data on total arrivals and overnight stays associated with inbound tourism, with a breakdown by country of origin for over 200 countries and territories for 2005-2009. It is available in English, with country notes given in English, French and Spanish.

Demographic Change and Tourism



The UNWTO/ETC report on Demographic Change and Tourism aims to be a reference for destinations and the industry, a means to achieve a better understanding of current and future demographic changes (e.g. population growth and ageing, migration and family diversification) and how these will impact upon tourism, how to anticipate and react upon them in the most competitive way.

The Indian Outbound Travel Market
The Chinese Outbound Travel Market
The Russian Outbound Travel Market

The Indian, the Chinese and the Russian outbound travel markets are some of the fastest growing, and consequently increasingly important markets in the world. The UNWTO and ETC have jointly published in-depth research studies focused on each unique market. The reports aim to provide the necessary information in order to better understand the structure and trends of these growing markets. The outbound reports cover issues such as travellers' behaviour and patterns – destination choice, purpose of travel, spending, holiday activities and market segmentation, as well as the media or internet use.

The Spanish Outbound Travel Market to Africa and the Middle East
Study on Chinese Outbound Travel to Africa

UNWTO has published these two reports aimed at supporting African countries in benefitting from the growing Chinese and Spanish markets; by providing information linked to size, main characteristics, needs and expectations, as well as possible strategies for attracting Spanish and Chinese tourists to Africa.

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