

UNWTO Tourism Highlights

2011 Edition



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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

Overview International Tourism

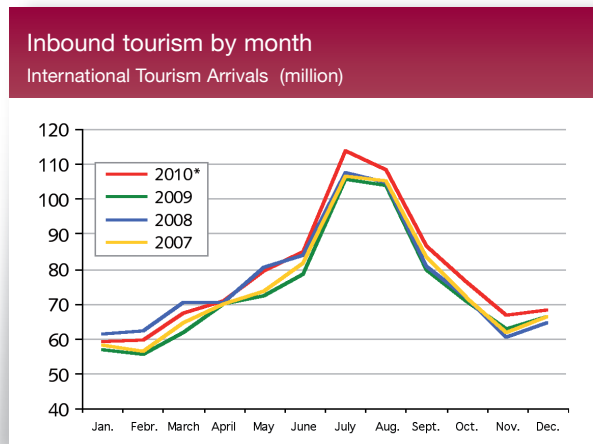
In 2010, world tourism recovered more strongly than expected from the shock it suffered in late 2008 and 2009 as a result of the global financial crisis and economic recession. Worldwide, international tourist arrivals reached 940 million in 2010, up 6.6% over the previous year. The vast majority of 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%).

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.



Source: World Tourism Organization (UNWTO) ©

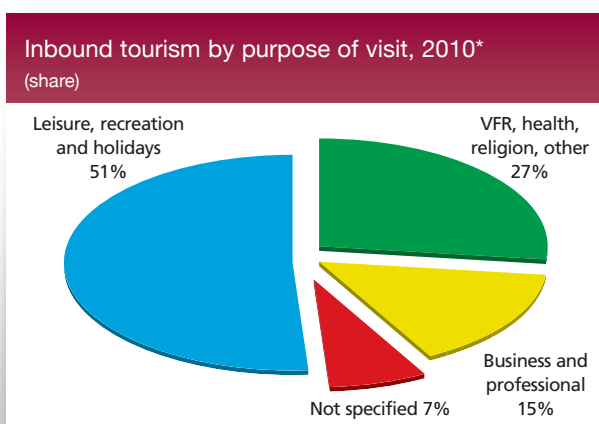


Source: World Tourism Organization (UNWTO) ©

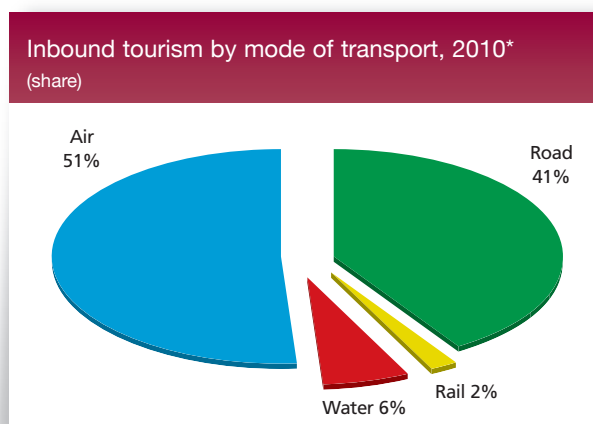
Most travel by air and for the purpose of leisure

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.



Source: World Tourism Organization (UNWTO) ©



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 |
| North 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 | | | | US\$ | | | Euro | | |
|---------------------------------------|-----------------------------------|-------------|-------------|-------------|--------------|--------------|--------------|--------------|--------------|------------|
| | Local currencies, constant prices | | | Share (%) | Receipts | | | Receipts | | |
| | change (%) | | | | (billion) | per arrival | (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.

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 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).

World's Top Tourism Destinations

| International Tourist Arrivals | | | | | | |
|--------------------------------|----------------|---------|-------|------------|--------|------|
| Rank | Series | million | | Change (%) | | |
| | | 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 |

Source: World Tourism Organization (UNWTO) ©

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

| International Tourism Receipts | | | | | | | |
|--------------------------------|-------------------|---------|------------|------------|------------|------------------|----------|
| Rank | | US\$ | | | | Local currencies | |
| | | billion | Change (%) | Change (%) | Change (%) | Change (%) | |
| 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(\$) |

(Data as collected by UNWTO, June 2011)

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 | Series ¹ | International Tourist Arrivals | | | | | International Tourism Receipts | | | | |
|--------------------|---------------------|--------------------------------|----------------|----------------|-------------|------------|--------------------------------|----------------|----------------|----------------|------------|
| | | (1000) | | | Change (%) | | Share (%) | (US\$ million) | | | Share (%) |
| | | 2008 | 2009 | 2010* | 09/08 | 10*/09 | | 2008 | 2009 | 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 | TF | 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.

Regional Results

| Major destinations | Series ¹ | International Tourist Arrivals | | | | | International Tourism Receipts | | | | |
|-----------------------------|---------------------|--------------------------------|----------------|----------------|-------------|-------------|--------------------------------|----------------|----------------|----------------|------------|
| | | (1000) | | | Change (%) | | Share (%) | (US\$ million) | | | Share (%) |
| | | 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) ©
¹ See note below

(Data as collected by UNWTO, June 2011)

* = 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 | Series ¹ | International Tourist Arrivals | | | | | | International Tourism Receipts | | | |
|--------------------|---------------------|--------------------------------|----------------|----------------|-------------|------------|------------|--------------------------------|----------------|----------------|------------|
| | | (1000) | | | Change (%) | | Share (%) | (US\$ million) | | | Share (%) |
| | | 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 | | | | | | International Tourism Receipts | | | |
|--------------------|---------------------|--------------------------------|---------------|---------------|------------|------------|------------|--------------------------------|---------------|---------------|------------|
| | | (1000) | | | Change (%) | | Share (%) | (US\$ million) | | | Share (%) |
| | | 2008 | 2009 | 2010* | 09/08 | 10*/09 | 2010* | 2008 | 2009 | 2010* | 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

Regional Results

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 | | | | | | International Tourism Receipts | | | |
|---------------------------------|---------------------|--------------------------------|---------------|---------------|-------------|-------------|------------|--------------------------------|---------------|---------------|------------|
| | | (1000) | | | Change (%) | | Share (%) | (US\$ million) | | | Share (%) |
| | | 2008 | 2009 | 2010* | 09/08 | 10*/09 | 2010* | 2008 | 2009 | 2010* | 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

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 origin (million) | | | | | | | Share (%) 2010* | Change (%) | | Average annual growth (%) '00-10* |
|-----------------------------------|---|------------|------------|------------|------------|------------|------------|-----------------------|---------------|------------|---|
| | 1990 | 1995 | 2000 | 2005 | 2008 | 2009 | 2010* | | 09/08 | 10*/09 | |
| 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 separately 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 (%) 2010* | Population 2010 (million) | Expenditure per capita (US\$) |
|------|--------------------|---|------------|--------------------------------|-----------|------------------------------|---------------------------------|-------------------------------------|
| | | 2009 | 2010* | 09/08 | 10*/09 | | | |
| | 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

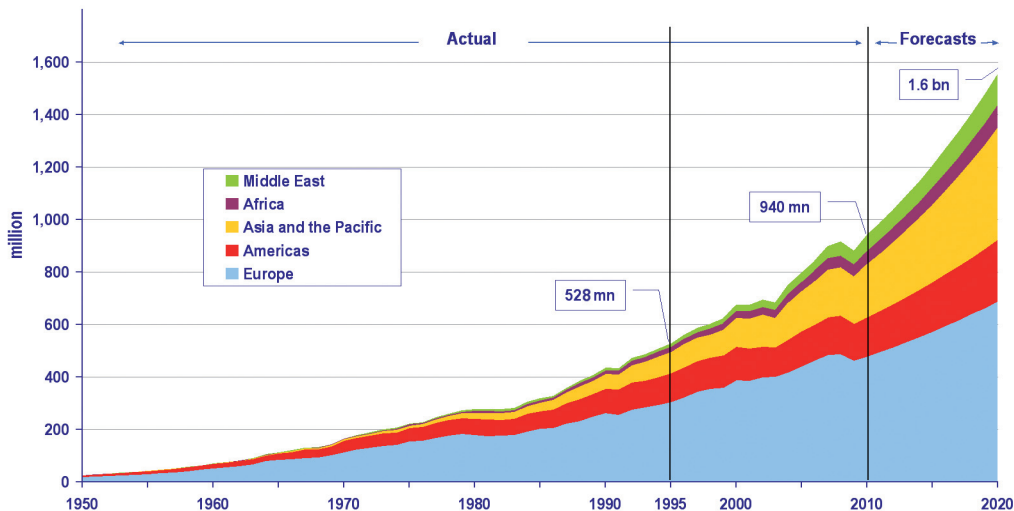
Tourism 2020 Vision is the World Tourism Organization's long-term outlook and assessment of the development of tourism up to the first 20 years of the new millennium. An essential outcome of the *Tourism 2020 Vision* are quantitative forecasts covering a 25-year period, with 1995 as the base year and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

Tourism 2020 Vision

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)

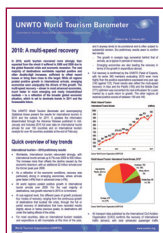
| | Base year | Forecasts | | Average annual growth rate (%) | Share (%) | |
|-------------------|------------|--------------|--------------|--------------------------------|------------|------------|
| | 1995 | 2010 | 2020 | 1995-2020 | 1995 | 2020 |
| Total | 565 | 1,006 | 1,561 | 4.1 | 100 | 100 |
| 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.

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.



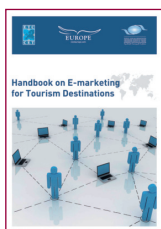
Handbook on Tourism Destination Branding

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.



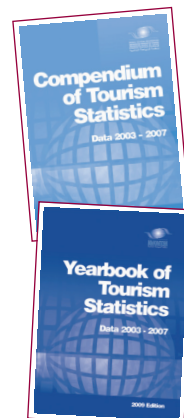
Handbook on E-marketing for Tourism Destinations

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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