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Advance Release, January 2012

This *Advance Release* and the accompanying *Statistical Annex* of the *UNWTO World Tourism Barometer* present preliminary results for international tourism in 2011 and the outlook for 2012.

This release is available only in electronic format, through the UNWTO eLibrary, and is free of charge for members. The release is provided in English only, while the Statistical Annex is available in English, French, Spanish and Russian.

International tourism to reach one billion in 2012

International tourist arrivals grew by over 4% in 2011 to 980 million. With growth expected to continue in 2012, at a somewhat slower rate, international tourist arrivals are on track to reach the milestone one billion mark later this year.

Quick overview of key trends

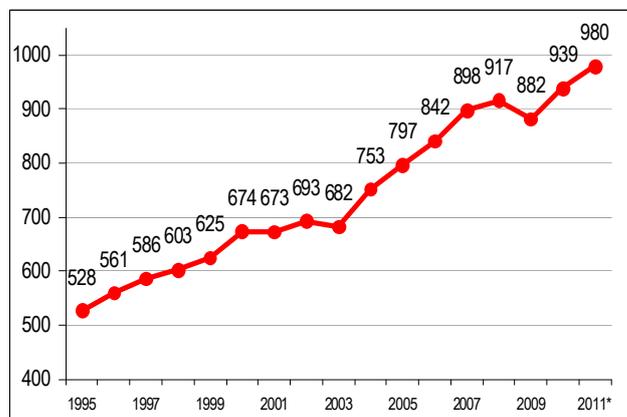
International tourism – 2011 results

- A total of 150 countries around the world monitored by UNWTO, and virtually all major destinations, have reported monthly or quarterly data on international tourist arrivals for 2011. Of these, 125 show positive figures (83%), of which 52 are in double digits (35%), while only 25 reported negative results (17%). Over 125 countries reported results through September, of which 94 at least to October, 62 to November and 17 for the full year. Based on this sample of destinations, worldwide arrivals growth for 2011 is estimated at 4.4%.

World: Inbound Tourism

International Tourist Arrivals

(million)

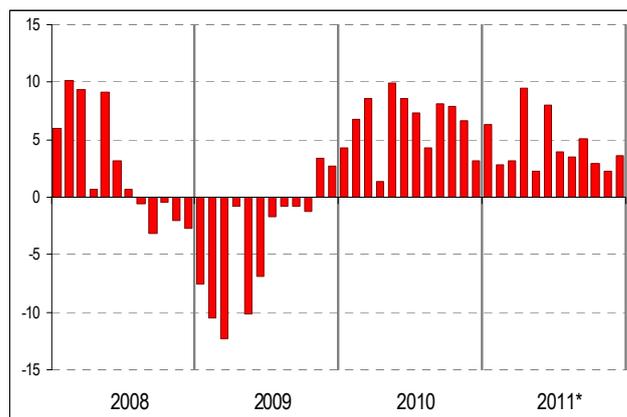


Source: World Tourism Organization (UNWTO) ©

International Tourist Arrivals, monthly evolution

World

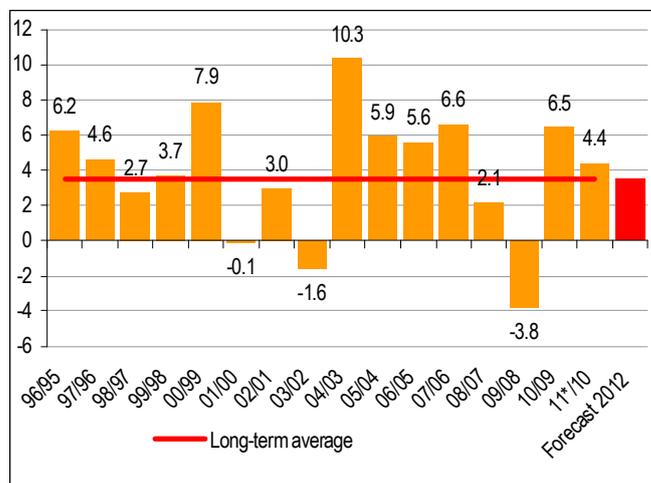
(% change)



Source: World Tourism Organization (UNWTO) ©

International Tourist Arrivals, World

(% change)



Source: World Tourism Organization (UNWTO) ©

The *UNWTO World Tourism Barometer* is a publication of the World Tourism Organization (UNWTO). By monitoring short-term tourism trends on a regular basis, UNWTO aims to provide all those involved directly or indirectly in tourism with adequate up-to-date statistics and analysis in a timely fashion.

The *UNWTO World Tourism Barometer* is periodically updated. Issues contains as regular sections: an overview of short-term tourism data from destination and generating countries and air transport; the results of the latest survey among the UNWTO Panel of Tourism Experts, providing an evaluation of and prospects for short-term tourism performance; and selected economic data relevant for tourism. The objective for future editions of the *UNWTO World Tourism Barometer* will be to broaden its scope and improve coverage gradually over time.

The *UNWTO World Tourism Barometer* is prepared by UNWTO's Tourism Trends and Marketing Strategies Programme, with the collaboration of consultants, Nancy Cockerell and David Stevens. The UNWTO Secretariat wishes to express its sincere gratitude to all those who have participated in the elaboration of the *UNWTO World Tourism Barometer*, in particular all institutions that supplied data, and to the members of the UNWTO Panel of Tourism Experts for their valuable contributions.

For more information on the *UNWTO World Tourism Barometer*, including copies of previous issues, please refer to the Facts & Figures section on the UNWTO website at www.unwto.org/facts/menu.html.

We welcome your comments and suggestions at barom@unwto.org, tel +34 915678206 / fax +34 915678217.



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Data collection for this issue was closed mid January 2012.

The next issue of the UNWTO World Tourism Barometer will be published beginning of March 2012.



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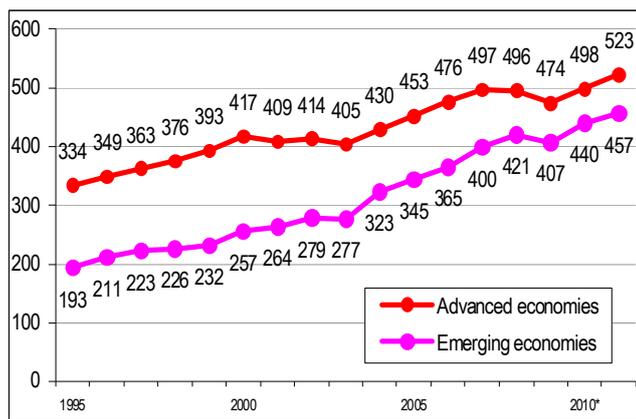
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- International tourist arrivals reached a total of 980 million in 2011, up from 939 million in 2010, in a year characterised by a stalled global economic recovery, major political changes in the Middle East and North Africa and natural disasters in Japan. By region, Europe (+6%) was the best performer, while by subregion South America (+10%) topped the ranking. Contrary to previous years, growth was higher in advanced economies (+5.0%) than in emerging ones (+3.8%), due largely to the strong results in Europe, and the setbacks in the Middle East and North Africa.

tourist arrivals, totalling 55 million. Nevertheless, some destinations such as Saudi Arabia, Oman and the United Arab Emirates sustained steady growth.

Advanced economies & emerging economies: Inbound Tourism International Tourist Arrivals (million)

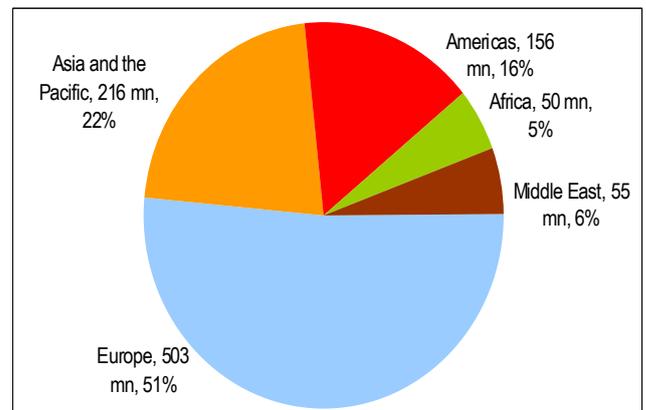


Source: World Tourism Organization (UNWTO) ©

Europe surpasses the half billion mark in 2011

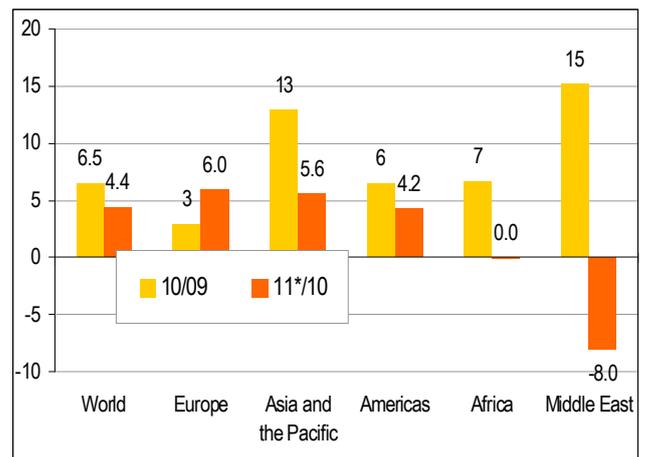
- Despite persistent economic uncertainty, tourist arrivals to **Europe** reached 503 million in 2011, accounting for 28 million of the 41 million additional international arrivals recorded worldwide. Central and Eastern Europe and Southern Mediterranean destinations (+8% each) experienced the best results. Although part of the growth in Southern Mediterranean Europe resulted from a shift in traffic away from the Middle East and North Africa, destinations in the Mediterranean also profited from improved outbound flows from markets such as Scandinavia, Germany and the Russian Federation.
- Asia and the Pacific** (+6%) was up 11 million arrivals in 2011, reaching a total of 216 million international tourists. South Asia and South-East Asia (both +9%) benefited from strong intraregional demand, while growth was comparatively weaker in North-East Asia (+4%) and Oceania (+0.3%), partly due to the temporary decline in the Japanese outbound market.
- The **Americas** (+4%) saw an increase of 6 million arrivals, reaching 156 million in total. South America, up by 10% for the second consecutive year, continued to lead growth. Central America and the Caribbean (both +4%) maintained the growth rates of 2010. North America, with a 3% increase, hit the 100 million arrivals mark in 2011.
- Africa** maintained international arrivals at 50 million, as the gain of two million arrivals for Sub-Saharan destinations (+7%) was offset by the losses in North Africa (-12%). The **Middle East** (-8%) lost an estimated 5 million international

World Inbound Tourism: International Tourist Arrivals, 2011* (million)



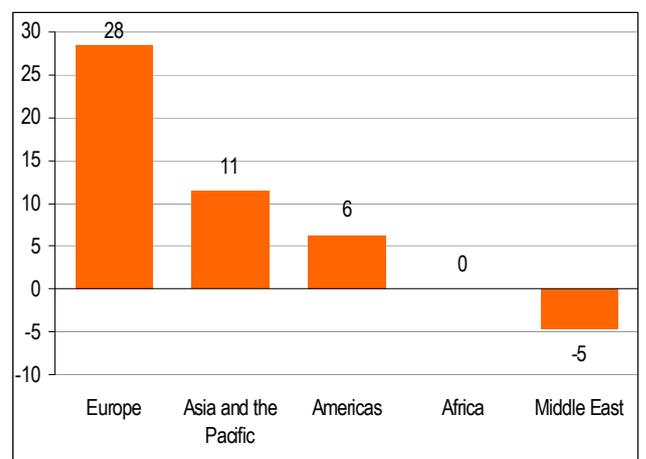
Source: World Tourism Organization (UNWTO) ©

International Tourist Arrivals (% change)



Source: World Tourism Organization (UNWTO) ©

International Tourist Arrivals (absolute change 2011, million)



Source: World Tourism Organization (UNWTO) ©

International Tourist Arrivals by (Sub)region

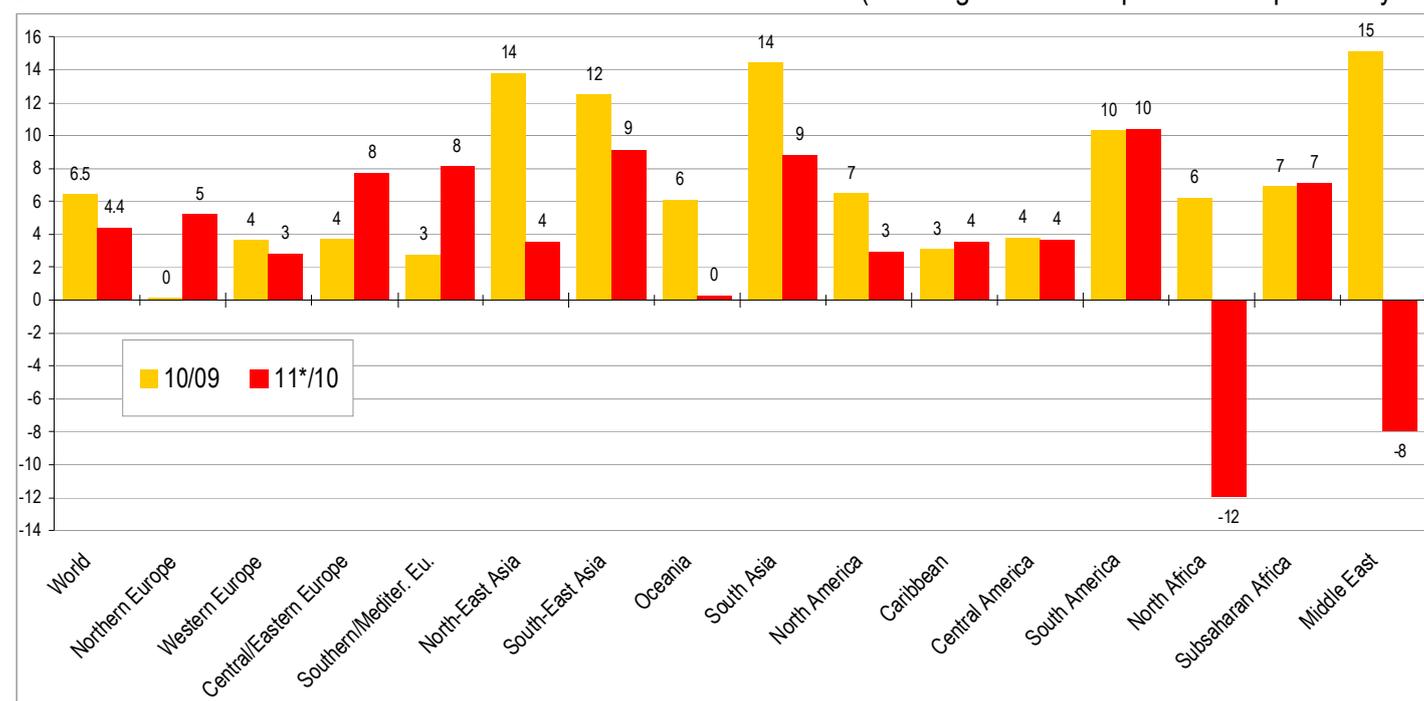
	Full year					Share	Change			Monthly/quarterly data series (percentage change over same period of the previous year)												
	2000	2005	2009	2010	2011*		2011*	09/08	10/09	11*/10	2011*											
	(million)					(%)	%			YTD	Q1	Q2	Q3	Q4	Sep	Oct	Nov	Dec	Q1	Q2	Q3	Q4
World	674	797	882	939	980	100	-3.8	6.5	4.4	4.4	4.0	6.5	4.1	2.9	5.0	2.9	2.2	3.6	6.7	7.1	6.9	6.0
Advanced economies	417	453	474	498	523	53.4	-4.3	5.0	5.0	5.0	2.9	6.3	4.9	5.1	5.8	4.7	4.7	5.9	4.6	5.5	5.3	4.5
Emerging economies	257	345	407	440	457	46.6	-3.2	8.1	3.8	3.8	5.1	6.7	2.9	0.8	4.0	0.9	0.1	1.6	8.9	9.0	9.1	7.5
<i>By UNWTO regions:</i>																						
<i>Europe</i>	385.1	438.7	461.0	474.4	502.8	51.3	-4.9	2.9	6.0	6.0	5.2	8.6	5.0	5.1	6.0	5.3	4.0	5.8	1.4	2.4	3.8	4.6
Northern Europe	43.7	57.3	57.8	57.9	60.9	6.2	-5.1	0.1	5.2	5.2	5.2	10.9	4.0	0.4	5.8	1.1	-1.3	1.3	-5.0	-2.3	3.0	2.9
Western Europe	139.7	141.7	148.5	154.0	158.3	16.2	-3.0	3.7	2.8	2.8	3.1	4.2	1.6	3.3	2.0	3.8	2.7	3.1	2.4	4.0	4.3	2.9
Central/Eastern Eu.	69.3	87.5	90.2	93.5	100.8	10.3	-9.9	3.7	7.7	7.7	9.2	11.0	5.1	7.1	4.6	7.4	6.9	7.0	0.4	4.0	5.3	10.0
Southern/Mediterr. Eu.	132.5	152.3	164.5	169.0	182.8	18.6	-3.5	2.8	8.1	8.1	4.6	10.4	8.4	7.0	10.3	6.7	5.1	9.8	4.0	1.8	2.8	3.2
- of which EU-27	323.6	349.2	353.9	362.4	382.4	39.0	-4.6	2.4	5.5	5.5	4.1	7.9	4.9	4.7	5.8	5.1	3.4	5.4	1.1	1.5	3.2	3.1
<i>Asia and the Pacific</i>	110.1	153.6	181.1	204.6	216.0	22.0	-1.6	12.9	5.6	5.6	4.4	5.9	6.6	5.4	5.6	5.5	5.6	5.0	13.6	15.9	14.3	8.6
North-East Asia	58.3	85.9	98.0	111.6	115.5	11.8	-2.9	13.8	3.5	3.5	1.9	0.9	5.1	6.2	5.2	5.3	8.9	4.5	11.4	21.1	15.6	7.9
South-East Asia	36.1	48.5	62.1	69.8	76.2	7.8	0.5	12.5	9.2	9.2	8.3	14.6	10.0	4.6	6.7	5.4	1.3	6.8	16.9	10.1	13.6	9.6
Oceania	9.6	11.0	10.9	11.6	11.6	1.2	-1.7	6.1	0.3	0.3	-0.5	0.5	0.2	1.0	-0.5	3.4	1.2	-1.0	6.7	4.1	8.6	4.8
South Asia	6.1	8.1	10.1	11.6	12.6	1.3	-1.5	14.4	8.9	8.9	8.5	12.9	8.1	7.1	10.4	10.6	5.8	5.3	21.5	11.4	10.9	13.1
<i>Americas</i>	128.2	133.3	140.7	149.8	156.2	15.9	-4.9	6.5	4.2	4.2	4.0	6.3	3.6	3.2	5.4	1.1	3.5	4.7	4.4	7.5	8.9	4.5
North America	91.5	89.9	92.1	98.2	101.0	10.3	-5.7	6.5	2.9	2.9	1.2	5.4	3.0	1.8	5.1	-0.2	1.9	3.8	3.7	9.5	8.4	3.8
Caribbean	17.1	18.8	19.5	20.1	20.8	2.1	-2.7	3.1	3.6	3.6	3.6	4.9	2.5	3.1	3.5	-0.2	4.2	4.5	5.6	0.4	3.6	2.6
Central America	4.3	6.3	7.6	7.9	8.2	0.8	-7.4	3.8	3.7	3.7	2.6	4.8	3.6	3.9	6.3	2.4	4.7	4.4	5.5	6.5	4.2	-0.7
South America	15.3	18.3	21.4	23.6	26.1	2.7	-2.3	10.3	10.4	10.4	13.1	13.0	7.9	7.8	8.1	7.1	8.6	7.8	4.9	5.8	18.6	10.2
<i>Africa</i>	26.5	35.4	46.7	49.8	49.8	5.1	3.2	6.7	0.0	0.0	4.5	-1.5	-3.5	1.6	2.6	-0.5	3.7	1.8	7.9	7.8	4.0	8.0
North Africa	10.2	13.9	17.6	18.7	16.4	1.7	2.5	6.2	-12.0	-12.0	-13.2	-12.8	-15.1	-4.9	-1.7	-10.6	3.2	-5.6	9.2	4.4	4.1	9.3
Subsaharan Africa	16.2	21.5	29.1	31.1	33.3	3.4	3.6	6.9	7.1	7.1	12.4	5.5	6.3	4.8	5.3	5.5	3.9	5.0	7.3	10.0	3.9	7.4
<i>Middle East</i>	24.1	36.3	52.2	60.2	55.4	5.7	-4.6	15.1	-7.9	-8.0	-4.3	-2.4	-7.1	-16.8	-5.7	-18.3	-16.2	-16.4	22.4	21.5	18.7	8.2

Source: World Tourism Organization (UNWTO) ©

(Data as collected by UNWTO January 2012)

International Tourist Arrivals

(% change over same period of the previous year)



Source: World Tourism Organization (UNWTO) ©

Receipts confirm positive trend in arrivals

- Available data on international tourism receipts and expenditure for 2011 closely follows the positive trend in arrivals.
- Among the top ten tourist destinations, receipts were up significantly in the USA (+12%), Spain (+9%), the UK (+7%) and Hong Kong (China) (+25%). The top spenders were led by emerging source markets – China (+38%), Russia (+21%), Brazil (+32%) and India (+32%) – followed by traditional markets, with the growth in expenditure of travelers from Germany (+4%) and the USA (+5%) above the levels of previous years.

International tourism on course to hit one billion in 2012

- UNWTO forecasts continued growth in international tourism in 2012 although at a slower rate. Arrivals are expected to increase by 3% to 4%, reaching the historic one billion mark by the end of the year. Emerging economies will regain the lead with stronger growth in Asia and the Pacific and Africa (4% to 6%), followed by the Americas and Europe (2% to 4%). The Middle East (0% to +5%) is forecast to start to recover part of its losses from 2011.
- These prospects are confirmed by the UNWTO Confidence Index. The over 350 members of the UNWTO Panel of Experts from around the globe expect the tourism sector to perform positively in 2012, albeit rather less strongly than last year.

Governments urged to facilitate travel

- As destinations worldwide look to stimulate travel demand under pressing economic conditions, UNWTO is urging governments to consider advancing travel facilitation, an area in which, despite the great strides already made, there is still much room for progress. UNWTO advises countries to make the most of information and communication technologies in improving visa application and processing formalities, as well as the time they take to issue visas, and to analyse the possible impact of travel facilitation in increasing their tourism economies.
- Travel facilitation is closely interlinked with tourism development and can be key in boosting demand. This area is of particular relevance at a time when governments are looking to stimulate economic growth but cannot make major use of fiscal incentives or public investment.

The detailed information in the continuation of the *UNWTO World Tourism Barometer* and its Statistical Annex is not included in the free excerpt of this document.

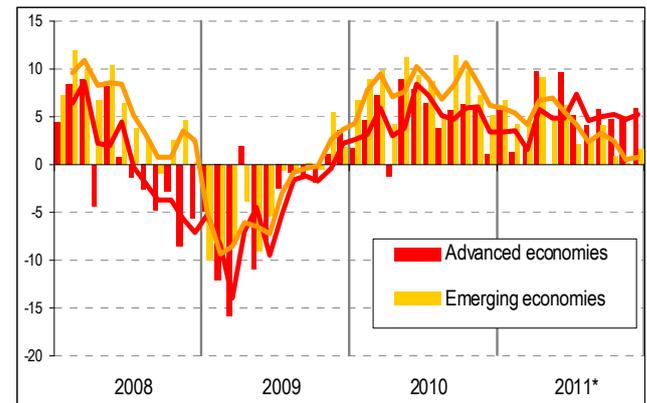
The full document is available in electronic format for sale and free of charge for UNWTO members and subscribed institutions through the UNWTO eLibrary at <www.e-unwto.org/content/w83v37>.

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International Tourist Arrivals, monthly evolution

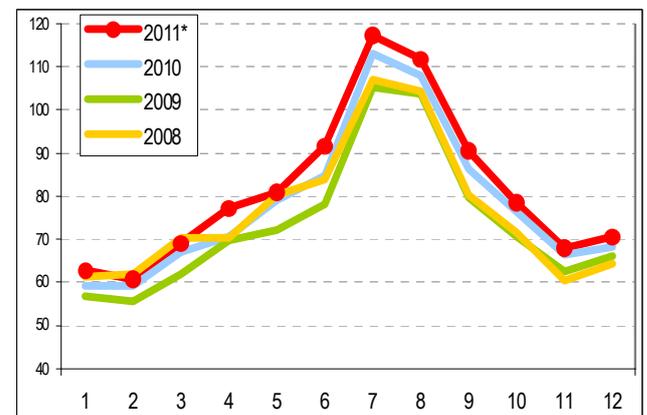
Advanced economies & Emerging economies (% change)



Source: World Tourism Organization (UNWTO) ©

International Tourist Arrivals, monthly evolution

World (million)



Source: World Tourism Organization (UNWTO) ©

Elibrary

One of the most comprehensive sources of tourism information prepared by the UNWTO

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Evaluation by UNWTO's Panel of Tourism Experts

Prospects less bullish for 2012, except in emerging markets

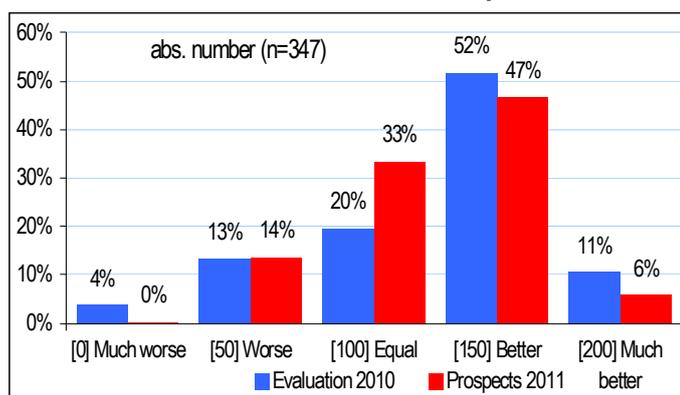
The 350 members of the UNWTO Panel of Experts from around the world who contributed to this issue of the UNWTO World Tourism Barometer are generally satisfied with 2011's tourism performance, evaluating the year with a score of 127 – well above the 'neutral' 100, even if quite below the very high rating (139) given to prospects for 2011 at the beginning of the year. Their score for 'prospects' in 2012 is also well down, at 122, reflecting the uncertain economic outlook worldwide, as well as concerns over political stability in some key regions.

Not surprisingly, the global averages mask fairly wide variations across the different world regions. In line with actual trends, the Americas and Europe were rated the best-performing regions in 2011, with the Middle East trailing in bottom place. In terms of prospects for 2012, Africa and the Americas are expected to outperform all other parts of the world in 2012, with Europe this year expected to be the weakest region.

- Experts in Europe were almost as positive, in line with actual performance, giving a rating of 133 to 2011 overall, much the same as for 2010 (131).
- The rating for Asia and the Pacific for 2011 was very much lower than that given 12 months ago for 2010: down from 161 to 119 – but still above the neutral 100. The catastrophes in Japan were undoubtedly an important factor.
- Ratings for the Middle East have, for obvious reasons, swung wildly. The overall rating for 2011 was only 83 (the only negative rating among the regional averages calculated by UNWTO), down from a euphoric 171 for 2010. By four-month periods, however, the ratings for the latest four months have improved from 83 in T1 to 98 in T2 and to the neutral 100 in T3.
- The rating for Africa for 2011 was only 111, down from 133 for 2010, as the unfavourable evaluations for North Africa dragged down the average.

As usual in recent surveys, respondents in the public sector were more positive than those in the private sector: 133 against 122 for 2011 as a whole. Destinations were altogether more positive, giving ratings of 136 for 2011, as were Consultancy, Research and the Media (125) and General Industry Bodies (127). Global operators were slightly less positive than average (108). Transport (125) and Accommodation and Catering (118) operators were more upbeat than Tour Operators and Travel Agencies (111).

UNWTO Panel of Tourism Experts



Source: World Tourism Organization (UNWTO) ©

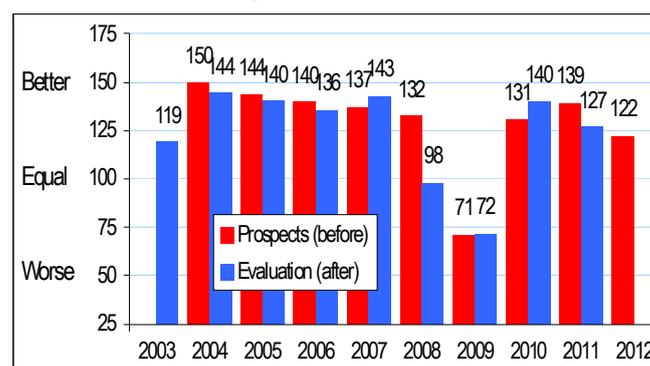
Evaluation of 2011

In their review of 2011, the vast majority of Members of UNWTO's Panel of Experts evaluated the past year as 'better' (52%) or 'much better' (11%) than would reasonably be expected. Only a minority of experts rated the past year as 'equal to' (20%), 'worse' (13%) or 'much worse' (4%). Averaged on a scale of 0 to 200, on which 100 means 'equal' or 'no change', this leads to a score of 127, a level somewhat below previous years but still clearly positive. Experts in advanced economies rated performance slightly higher at 128, while those in the emerging ones gave a rating of 126.

By region, the scores for 2011 were as follows:

- The strongest evaluation was given by experts in the Americas (136, about the same as they gave 12 months ago for 2010).

UNWTO Panel of Tourism Experts: World



Source: World Tourism Organization (UNWTO) ©

Prospects for 2012

The Panel of Experts' overall ratings for prospects in 2012 are close to their ratings for the outcome in 2011. In other words, they expect continuing growth in activity. However, the overall prospects rating for 2012 is substantially weaker than the one expressed 12 months ago for 2011, indicating a more moderate growth.

The most significant trend seen in the Panel of Experts' responses is that the 2012 prospects rating for the

emerging economies (137) is very much stronger than that for the advanced ones (110).

- Africa provides the strongest expectation for 2012 along with the Americas: 140 for the year as a whole (compared with the 2011 prospects rating of 137 made a year ago before the revolutions in North Africa, and with the 2011 evaluation of 111).
- The growth in tourism in the Americas is expected to continue unabated: the prospects rating for 2012 is 140.
- The prospect for Asia and the Pacific for 2012 (127) is stronger than the evaluation of 2011 (119), but still substantially weaker than the 2011 prospects rating made a year ago (150).
- In Europe, the Panel provides an average prospects rating of 110 for 2012, reflecting a more moderate growth after a strong year and the economic uncertainties in the area.
- The prospects rating for the Middle East (125) are more moderate than those for Africa, but still a clear improvement on recent experience.
- Global operators are least optimistic: their prospects ratings for 2012 (106) is only marginally positive.

Respondents in the private sector are this time only slightly less positive about 2012 than those in the public sector (120 against 125).

See corresponding graphs by region and activity in the Statistical Annex.

The UNWTO Tourism Confidence Index

The UNWTO *Tourism Confidence Index* is based on the results of an email survey conducted by the UNWTO Secretariat among selected representatives of public and private sector organisations participating in the UNWTO *Panel of Tourism Experts*. The survey has been repeated every four months since May 2003 in order to keep track of actual performance, as well as perceived short-term prospects, of the tourism sector. This allows performance and prospects to be compared over time, as well as providing a comparison of the actual performance of the past four months with prospects forecast for the same period four months earlier. Results are also broken down by region and by sector of activity. These breakdowns should, however, be interpreted with caution as they may in some cases be based only on a relatively small number of responses.

The UNWTO Secretariat's aim is to continuously expand and improve the Panel sample. Experts interested in participating in the survey, in particular from countries still not included in the listing below, are kindly invited to send an email to <barom@unwto.org>.

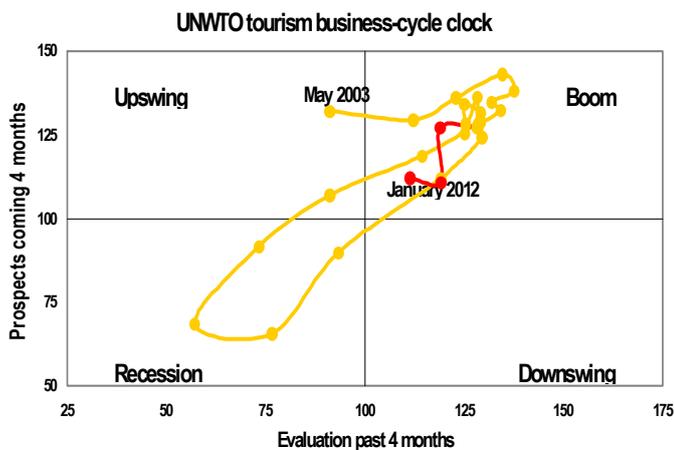
How to read this data

For the UNWTO *Tourism Confidence Index* members of the UNWTO Panel of Tourism Experts are asked once every four months by email to answer the following two simple questions:

- What is your assessment of tourism performance in your destination or business for the four months just ended (or about to end) as against what you would reasonably expect for this time of year?
- What are the tourism prospects of your destination or business in the coming four months compared with what you would reasonably expect for this time of year?

Participants should select one of the following five options: much worse [0]; worse [50], equal [100]; better [150], much better [200]. Results are averaged and broken down by region and by activity. A value above 100 means that the number of participants who evaluate the situation as "better" or "much better", outnumber the participants who reply "worse" or "much worse".

In addition, participants are also invited to include a qualitative assessment in their own words. The analysis contained in the *UNWTO World Tourism Barometer* is in large part based on their comments.



Four-month period: January-April 2012

As might be expected, the evaluation of September-December 2011 and the prospects for January-April 2012 (110) are broadly consistent with the rating for the full year. Emerging economies regain strength, while advanced economies are expected to experience stagnation in tourism activity over the next four months.

The ratings by region show that experts in the Americas (129) and Asia-Pacific (122) have increased expectations. Prospects in Africa (130) remain bullish, while Europe (100) shows less optimism. Expectations have improved in the Middle East (111), but are still only modestly in positive territory.

UNWTO outlook for 2012

Growth to continue, but at a slower rate

Following a year of healthy growth, international tourism is expected to continue growing in 2012, although at a slower rate. UNWTO forecasts an increase of arrivals of between 3% and 4%, reaching the historic one billion mark by the end of the year.

The growth in international tourist arrivals for the full year 2011 has been in line with the projection made at the beginning of the year. For 2012, growth is expected to be in the range of +3% to +4%, slightly lower than in 2011, but sustaining the positive results of 2010 (+6%) and 2011 (+4%). After a 2011 unexpectedly driven by advanced economy destinations, emerging economy destinations will regain the lead in 2012.

These prospects are confirmed by the UNWTO Confidence Index. The over 350 members of the UNWTO Panel of Experts from around the globe expect the tourism sector to perform positively in 2012, albeit rather less strongly than last year.

By region, growth in Asia and the Pacific (+4% to +6%) is expected to remain solid, benefiting from strong intraregional demand and improved outbound flows from Japan. After a zero growth year for Africa, the continuous prosperity in Sub-Saharan Africa accompanied by the ongoing recovery of inbound tourism to North Africa will resume growth in Africa (+4% to +6%) as a whole. In the Americas (+2% to +4%), growth is projected to be close to the world average, although the still weak US economy along with a more moderate growth in South America could weight on the final results. Following a remarkable year, growth is expected to slow in Europe (+2% to +4%) as economic uncertainties persist and pent-up demand dissipates. Finally, the Middle East (0 % to +5%) is forecast to start recovering part of its losses from 2011. However, the political situation has to settle down and a full recovery in tourism might be more difficult and slower than hoped for.

UNWTO's projection for 2012 points to a growth close to the 3.8% average annual rate forecast for the decade 2010-2020 in the UNWTO long-term forecast *Tourism Towards 2030*. This outlook reflects the complicated conditions seen in major advanced economies. The stalled economic recovery and increased financial and fiscal challenges have brought growing uncertainty to the tourism market. The implementation of austerity measures, particularly in Europe, puts pressure on household budgets and undermines consumer confidence, with implications for outbound tourism. In addition,

persistent high unemployment remains a major concern. Finally, rising geopolitical tensions can increase the volatility of oil price.

Nevertheless, the current results reflect the strong resilience of tourism demand, creating much needed exports and jobs in many economies around the world. On the upside, major sports events such as the 2012 London Olympic Games, the UEFA European Football Championship in Poland and Ukraine, and the Africa Cup of Nations co-hosted by Gabon and Equatorial Guinea are expected to boost visitor numbers and image.

About these forecasts

These forecasts are developed for UNWTO by the Fundación Premio Arce of the Universidad Politécnica de Madrid and are based on econometric modelling using the series of monthly data on international tourist arrivals available for the five regions. The aim of the model is to analyse the underlying trend in the data and extrapolate this to the short-term future. The model has been tested by comparing forecasts for previous years with actual results for those years. Of course, as with any model, the forecast growth rates assume that the current conditions will not suddenly change as a result of external factors. They also include a margin of error depending on the stability of the underlying data series.

These forecasts need to be read with a certain level of caution, not only because of the above mentioned, but also because the underlying data is not perfect:

- monthly data series are not available for all countries, although the countries with monthly series included represent roughly 90% of worldwide arrivals. Coverage is in particular comparatively limited for the Middle East and Africa, and a considerable margin should be taken into account;
- monthly data is typically preliminary and many countries are expected to revise their statistics at a later date;
- the monthly series is often based on a proxy that is not the same as the indicator used for the yearly data, e.g. for France the monthly series used is arrivals in hotels and similar accommodation (THS), instead of tourist arrivals at frontiers (TF), while for the USA the monthly series does not include arrivals from Mexico in the border areas, etc.

Outlook for International Tourist Arrivals

	2008	2009	2010	2011	2012*
	real				projection
	full year, change				between
World	2.1%	-3.8%	6.5%	4.4%	+3% and +4%
Europe	0.5%	-4.9%	2.9%	6.0%	+2% and +4%
Asia and the Pacific	1.2%	-1.6%	12.9%	5.6%	+4% and +6%
Americas	2.7%	-4.9%	6.5%	4.2%	+2% and +4%
Africa	3.4%	3.2%	6.7%	0.0%	+4% and +6%
Middle East	20.1%	-4.6%	15.1%	-7.9%	+0% and +5%

Source: World Tourism Organization (UNWTO) ©

(Data as collected by UNWTO January 2012)



Statistical Annex

The following pages contain detailed tables on tourism related indicators such as international tourist arrivals, international tourism receipts and expenditure collected by UNWTO from national institutions, as well as data on air transport and accommodation.

Tables reflect yearly data and monthly or quarterly data currently available. Most data is preliminary and may be subject to revision. See the boxes for further information on the data.

The tables on the following pages are not included in the free extract of the *UNWTO World Tourism Barometer*. The full document is available in electronic format for sale and free for UNWTO members and subscribed institutions through the UNWTO elibrary at:

English version: www.e-unwto.org/content/w83v37

French version: www.e-unwto.org/content/t73863

Spanish version: www.e-unwto.org/content/rn1422

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Explanation of abbreviations and signs used

- * = provisional figure or data
- .. = figure or data not (yet) available
- | = change of series
- n/a = not applicable
- mn = million (1,000,000)
- bn = billion (1,000,000,000)

- Q1: January, February, March
- Q2: April, May, June
- Q3: July, August, September
- Q4: October, November, December
- T1: From January to April
- T2: From May to August
- T3: From September to December

- H1: From January to June
- H2: From July to December

YTD: Year to date, variation of months with data available compared with the same period of the previous year. The (sub)regional totals are approximations for the whole (sub)region based on trends for the countries with data available.

Series 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;
- NHS:** Nights of international tourists in hotels and similar establishments;
- NCE:** Nights of international tourists in collective tourism establishments.

Series International Tourism Receipts and Expenditure

All percentages are derived from non-seasonally adjusted series in local currencies, unless otherwise indicated: \$: US\$; €: euro; sa: seasonally adjusted series.

The UNWTO World Tourism Barometer is developed as a service for UNWTO Members and published three times a year in English, French and Spanish. Member States, Associate and Affiliate Members receive copies of the Barometer as part of our Member services.

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The *UNWTO World Tourism Barometer* is a publication of the World Tourism Organization (UNWTO). By monitoring short-term tourism trends on a regular basis, UNWTO aims to provide all those involved directly or indirectly in tourism with adequate up-to-date statistics and analysis in a timely fashion.

The *UNWTO World Tourism Barometer* is published three times a year (in January, June and October). Each issue contains three regular sections: an overview of short-term tourism data from destination and generating countries and air transport; the results of the latest survey among the UNWTO Panel of Tourism Experts, providing an evaluation of and prospects for short-term tourism performance; and selected economic data relevant for tourism. The objective for future editions of the *UNWTO World Tourism Barometer* will be to broaden its scope and improve coverage gradually over time.

The *UNWTO World Tourism Barometer* is prepared by UNWTO's Tourism Trends and Marketing Strategies Programme, with the collaboration of consultants, Nancy Cockerell and David Stevens. The UNWTO Secretariat wishes to express its sincere gratitude to all those who have participated in the elaboration of the *UNWTO World Tourism Barometer*, in particular all institutions that supplied data, and to the members of the UNWTO Panel of Tourism Experts for their valuable contributions.

For more information on the *UNWTO World Tourism Barometer*, including copies of previous issues, please refer to the Facts & Figures section on the UNWTO website at www.unwto.org/facts/menu.html.

We welcome your comments and suggestions at barom@unwto.org, tel +34 915678206 / fax +34 915678217.

The monthly or quarterly statistics included in this issue have been compiled by the UNWTO Secretariat based on preliminary data as disseminated by the institutions (e.g. National Tourism Authorities, Statistics Offices, Central Banks) of the various countries and territories through websites, news releases, and bulletins, or provided through direct contacts with officials or through international organisations such as the Caribbean Tourism Organization (CTO), the European Travel Commission (ETC), Eurostat, the Pacific Asia Travel Association (PATA) or the South Pacific Tourism Organization (SPTO). Information in this issue reflects data available at the time of preparing the *UNWTO World Tourism Barometer*. Whenever necessary, updated data will be included over time as it becomes available and without further notice.

In the tables on International Tourist Arrivals for the various UNWTO regions, series are chosen that can serve as an indicator of trends in tourism development to selected destinations. The monthly series represented do not coincide in all cases with the annual series usually reported for the various countries (e.g. visitor arrivals or nights instead of tourist arrivals) and sometimes only relate to a part of the total tourism flow (e.g. air traffic, specific entry points). Please refer to the box on page 'Annex-1' for further explanations. The (sub)regional totals are approximations for the whole (sub)region prepared by UNWTO based on trends in the countries with data available.

Countries that are not included in this overview, but which have monthly data at their disposal, are kindly requested to contact the UNWTO Secretariat at barom@unwto.org.



The World Tourism Organization is a specialized agency of the United Nations and the leading international organization in the field of tourism. It serves as a global forum for tourism policy issues and a practical source of tourism know-how. Its membership includes 162 countries and territories and over 400 Affiliate Members representing local governments, tourism associations and private sector companies including airlines, hotel groups and tour operators.

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Data collection for this issue was closed mid January 2012.

The next issue of the UNWTO World Tourism Barometer will be published beginning of March 2012.

International Tourist Arrivals by (Sub)region

	Full year					Share	Change			Monthly/quarterly data series (percentage change over same period of the previous year)												
	2000	2005	2009	2010	2011*		2011*	09/08	10/09	11*/10	2011*								2010			
	(million)						(%)	(%)			YTD	Q1	Q2	Q3	Q4	Sep	Oct	Nov	Dec	Q1	Q2	Q3
World	674	797	882	939	980	100	-3.8	6.5	4.4	4.4	4.0	6.5	4.1	2.9	5.0	2.9	2.2	3.6	6.7	7.1	6.9	6.0
Advanced economies	417	453	474	498	523	53.4	-4.3	5.0	5.0	5.0	2.9	6.3	4.9	5.1	5.8	4.7	4.7	5.9	4.6	5.5	5.3	4.5
Emerging economies	257	345	407	440	457	46.6	-3.2	8.1	3.8	3.8	5.1	6.7	2.9	0.8	4.0	0.9	0.1	1.6	8.9	9.0	9.1	7.5
<i>By UNWTO regions:</i>																						
<i>Europe</i>	385.1	438.7	461.0	474.4	502.8	51.3	-4.9	2.9	6.0	6.0	5.2	8.6	5.0	5.1	6.0	5.3	4.0	5.8	1.4	2.4	3.8	4.6
Northern Europe	43.7	57.3	57.8	57.9	60.9	6.2	-5.1	0.1	5.2	5.2	5.2	10.9	4.0	0.4	5.8	1.1	-1.3	1.3	-5.0	-2.3	3.0	2.9
Western Europe	139.7	141.7	148.5	154.0	158.3	16.2	-3.0	3.7	2.8	2.8	3.1	4.2	1.6	3.3	2.0	3.8	2.7	3.1	2.4	4.0	4.3	2.9
Central/Eastern Eu.	69.3	87.5	90.2	93.5	100.8	10.3	-9.9	3.7	7.7	7.7	9.2	11.0	5.1	7.1	4.6	7.4	6.9	7.0	0.4	4.0	5.3	10.0
Southern/Mediterr. Eu.	132.5	152.3	164.5	169.0	182.8	18.6	-3.5	2.8	8.1	8.1	4.6	10.4	8.4	7.0	10.3	6.7	5.1	9.8	4.0	1.8	2.8	3.2
- of which EU-27	323.6	349.2	353.9	362.4	382.4	39.0	-4.6	2.4	5.5	5.5	4.1	7.9	4.9	4.7	5.8	5.1	3.4	5.4	1.1	1.5	3.2	3.1
<i>Asia and the Pacific</i>	110.1	153.6	181.1	204.6	216.0	22.0	-1.6	12.9	5.6	5.6	4.4	5.9	6.6	5.4	5.6	5.5	5.6	5.0	13.6	15.9	14.3	8.6
North-East Asia	58.3	85.9	98.0	111.6	115.5	11.8	-2.9	13.8	3.5	3.5	1.9	0.9	5.1	6.2	5.2	5.3	8.9	4.5	11.4	21.1	15.6	7.9
South-East Asia	36.1	48.5	62.1	69.8	76.2	7.8	0.5	12.5	9.2	9.2	8.3	14.6	10.0	4.6	6.7	5.4	1.3	6.8	16.9	10.1	13.6	9.6
Oceania	9.6	11.0	10.9	11.6	11.6	1.2	-1.7	6.1	0.3	0.3	-0.5	0.5	0.2	1.0	-0.5	3.4	1.2	-1.0	6.7	4.1	8.6	4.8
South Asia	6.1	8.1	10.1	11.6	12.6	1.3	-1.5	14.4	8.9	8.9	8.5	12.9	8.1	7.1	10.4	10.6	5.8	5.3	21.5	11.4	10.9	13.1
<i>Americas</i>	128.2	133.3	140.7	149.8	156.2	15.9	-4.9	6.5	4.2	4.2	4.0	6.3	3.6	3.2	5.4	1.1	3.5	4.7	4.4	7.5	8.9	4.5
North America	91.5	89.9	92.1	98.2	101.0	10.3	-5.7	6.5	2.9	2.9	1.2	5.4	3.0	1.8	5.1	-0.2	1.9	3.8	3.7	9.5	8.4	3.8
Caribbean	17.1	18.8	19.5	20.1	20.8	2.1	-2.7	3.1	3.6	3.6	3.6	4.9	2.5	3.1	3.5	-0.2	4.2	4.5	5.6	0.4	3.6	2.6
Central America	4.3	6.3	7.6	7.9	8.2	0.8	-7.4	3.8	3.7	3.7	2.6	4.8	3.6	3.9	6.3	2.4	4.7	4.4	5.5	6.5	4.2	-0.7
South America	15.3	18.3	21.4	23.6	26.1	2.7	-2.3	10.3	10.4	10.4	13.1	13.0	7.9	7.8	8.1	7.1	8.6	7.8	4.9	5.8	18.6	10.2
<i>Africa</i>	26.5	35.4	46.7	49.8	49.8	5.1	3.2	6.7	0.0	0.0	4.5	-1.5	-3.5	1.6	2.6	-0.5	3.7	1.8	7.9	7.8	4.0	8.0
North Africa	10.2	13.9	17.6	18.7	16.4	1.7	2.5	6.2	-12.0	-12.0	-13.2	-12.8	-15.1	-4.9	-1.7	-10.6	3.2	-5.6	9.2	4.4	4.1	9.3
Subsaharan Africa	16.2	21.5	29.1	31.1	33.3	3.4	3.6	6.9	7.1	7.1	12.4	5.5	6.3	4.8	5.3	5.5	3.9	5.0	7.3	10.0	3.9	7.4
<i>Middle East</i>	24.1	36.3	52.2	60.2	55.4	5.7	-4.6	15.1	-7.9	-8.0	-4.3	-2.4	-7.1	-16.8	-5.7	-18.3	-16.2	-16.4	22.4	21.5	18.7	8.2

Source: World Tourism Organization (UNWTO)©

(Data as collected by UNWTO January 2012)

Outlook for International Tourist Arrivals

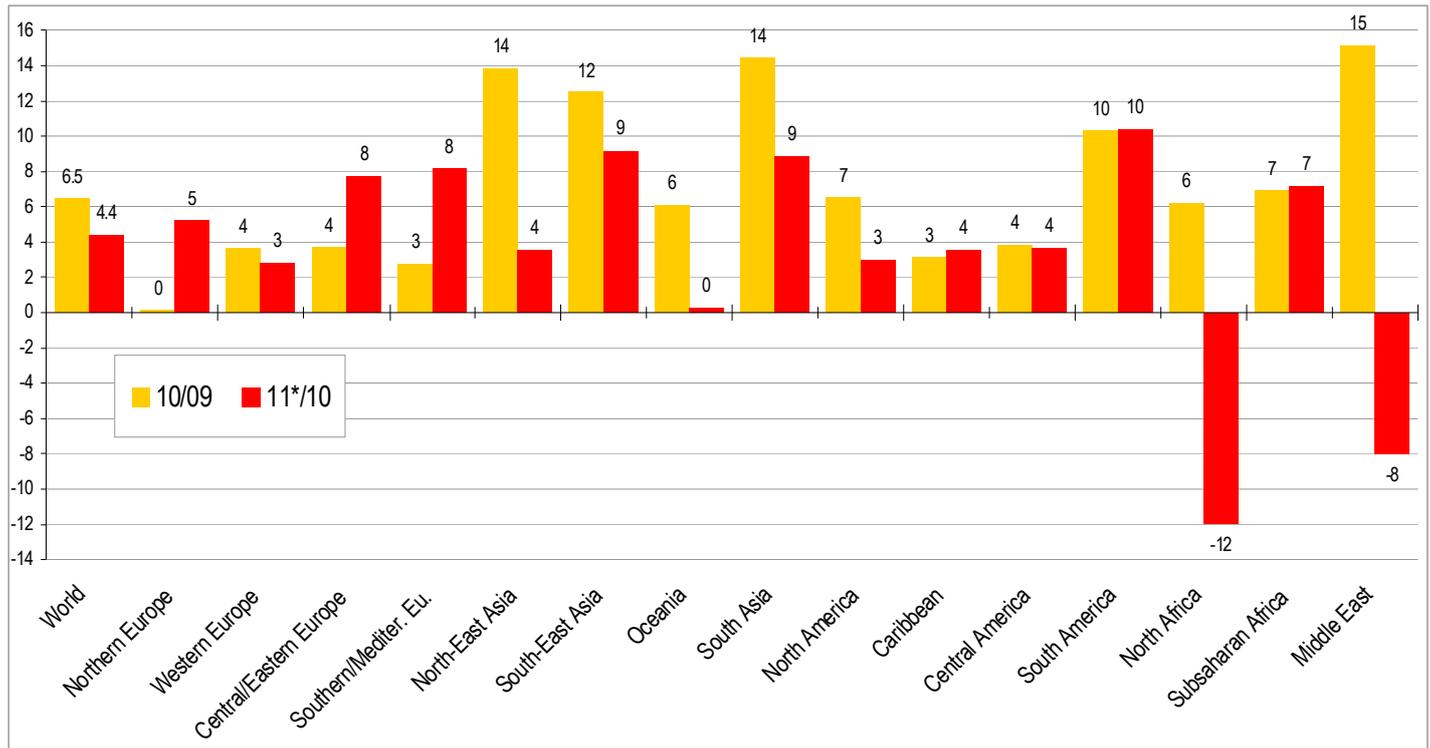
	2008	2009	2010	2011	2012*
	real				projection
	full year, change				between
World	2.1%	-3.8%	6.5%	4.4%	+3% and +4%
Europe	0.5%	-4.9%	2.9%	6.0%	+2% and +4%
Asia and the Pacific	1.2%	-1.6%	12.9%	5.6%	+4% and +6%
Americas	2.7%	-4.9%	6.5%	4.2%	+2% and +4%
Africa	3.4%	3.2%	6.7%	0.0%	+4% and +6%
Middle East	20.1%	-4.6%	15.1%	-7.9%	+0% and +5%

Source: World Tourism Organization (UNWTO)©

(Data as collected by UNWTO January 2012)

International Tourist Arrivals

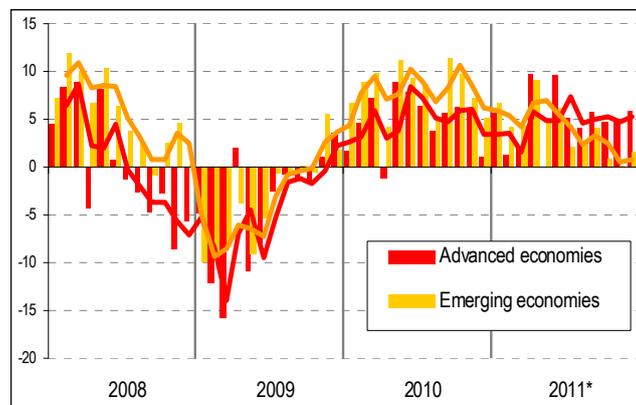
(% change over same period of the previous year)



Source: World Tourism Organization (UNWTO) ©

International Tourist Arrivals, monthly evolution
Advanced economies & Emerging economies

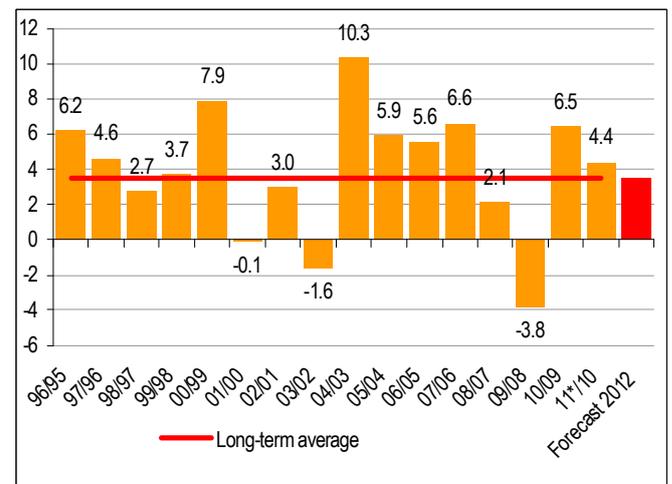
(% change)



Source: World Tourism Organization (UNWTO) ©

International Tourist Arrivals, World

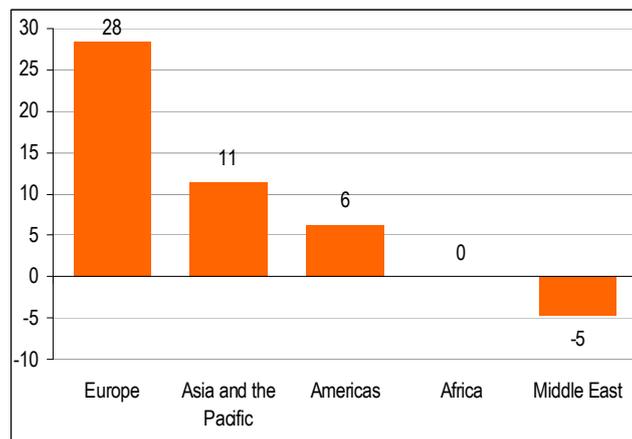
(% change)



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International Tourist Arrivals

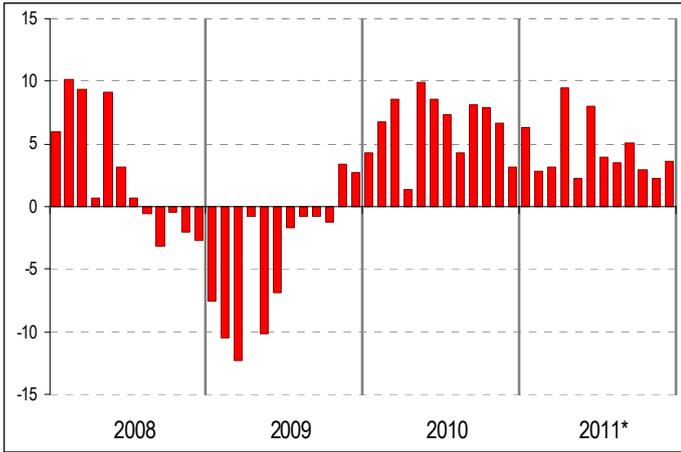
(absolute change 2011, million)



Source: World Tourism Organization (UNWTO) ©

International Tourist Arrivals, monthly evolution

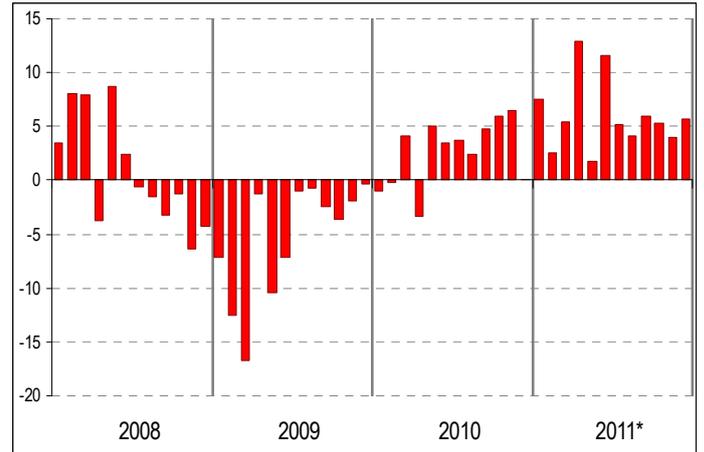
World (% change)



Source: World Tourism Organization (UNWTO) ©

International Tourist Arrivals, monthly evolution

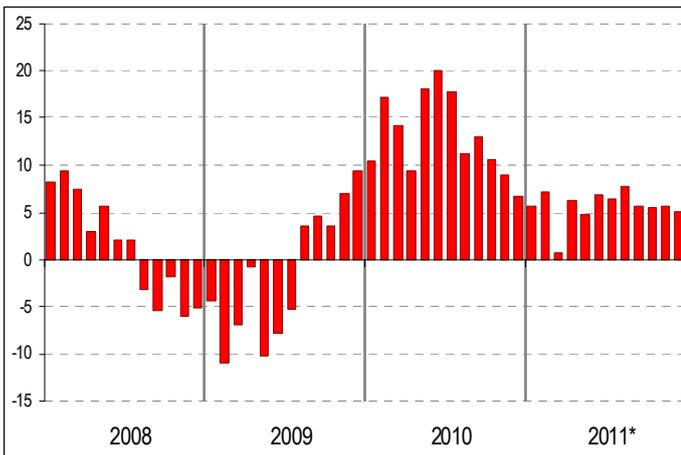
Europe (% change)



Source: World Tourism Organization (UNWTO) ©

International Tourist Arrivals, monthly evolution

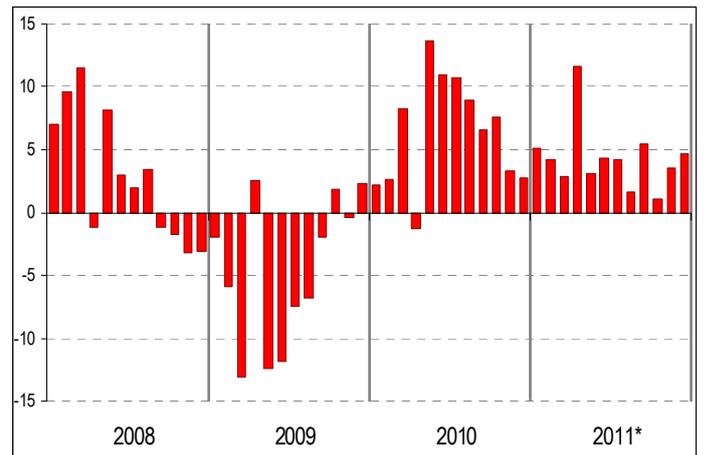
Asia and the Pacific (% change)



Source: World Tourism Organization (UNWTO) ©

International Tourist Arrivals, monthly evolution

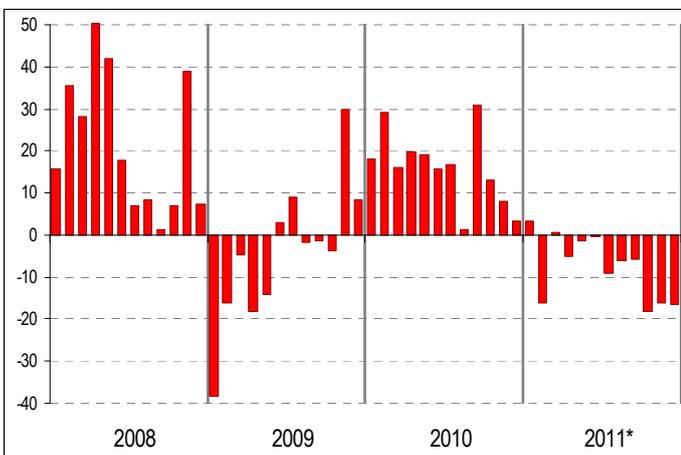
Americas (% change)



Source: World Tourism Organization (UNWTO) ©

International Tourist Arrivals, monthly evolution

Middle East (% change)



Source: World Tourism Organization (UNWTO) ©

International Tourist Arrivals, monthly evolution

Africa (% change)

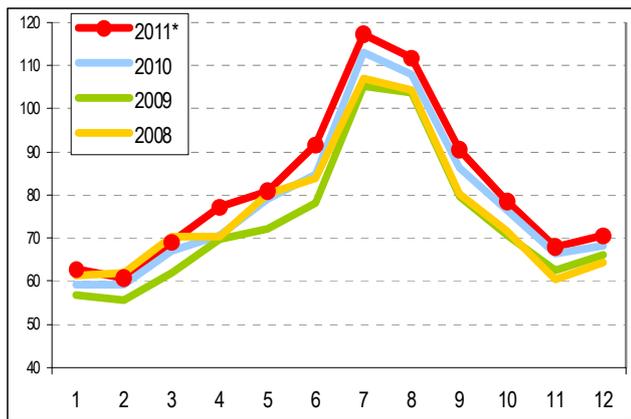


Source: World Tourism Organization (UNWTO) ©

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February 2012

International Tourist Arrivals, monthly evolution

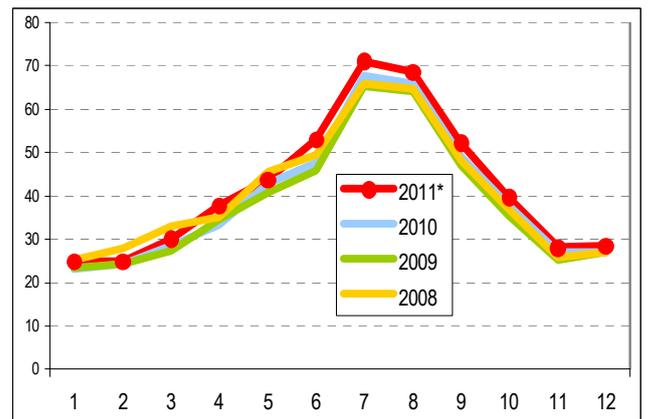
World (million)



Source: World Tourism Organization (UNWTO) ©

International Tourist Arrivals, monthly evolution

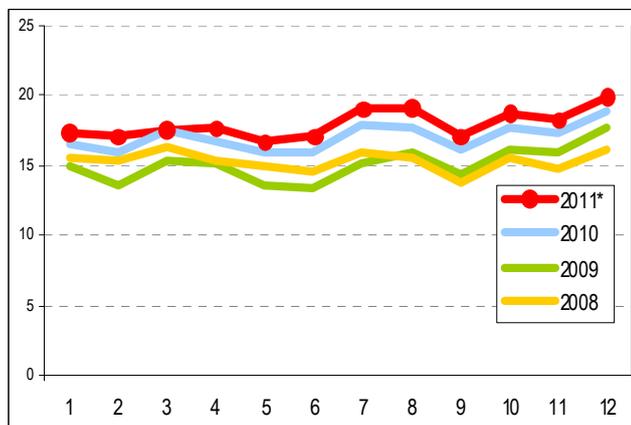
Europe (million)



Source: World Tourism Organization (UNWTO) ©

International Tourist Arrivals, monthly evolution

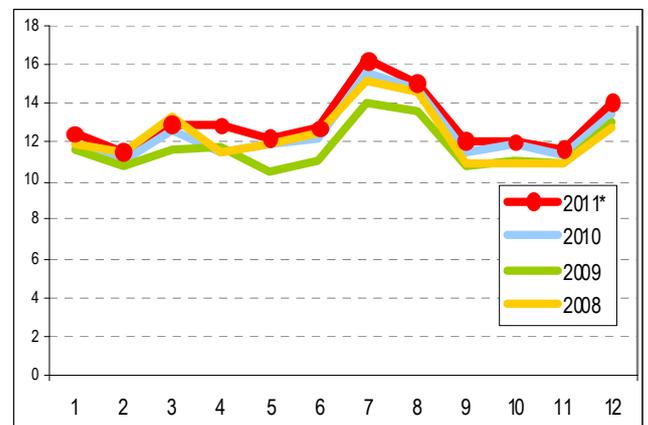
Asia and the Pacific (million)



Source: World Tourism Organization (UNWTO) ©

International Tourist Arrivals, monthly evolution

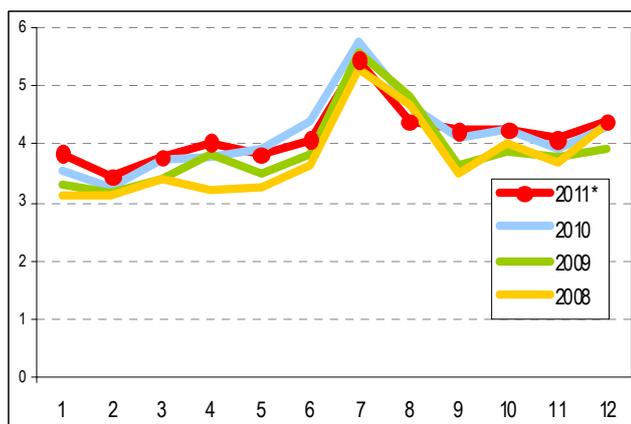
Americas (million)



Source: World Tourism Organization (UNWTO) ©

International Tourist Arrivals, monthly evolution

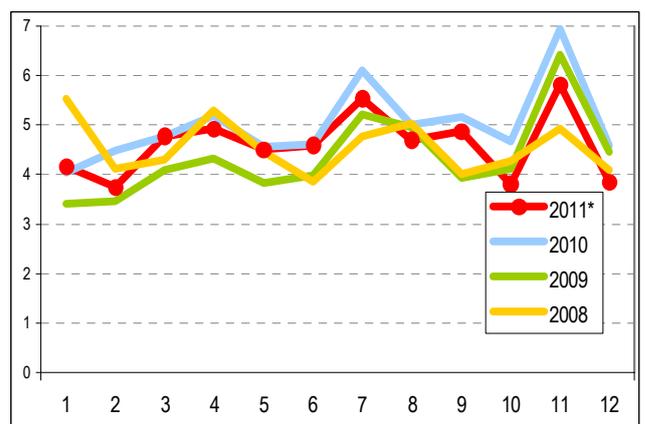
Africa (million)



Source: World Tourism Organization (UNWTO) ©

International Tourist Arrivals, monthly evolution

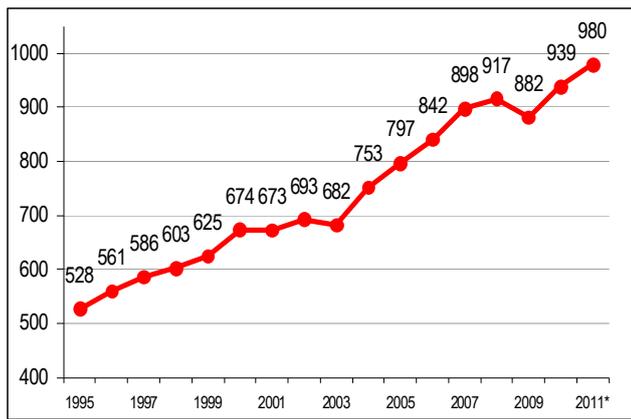
Middle East (million)



Source: World Tourism Organization (UNWTO) ©

World: Inbound Tourism

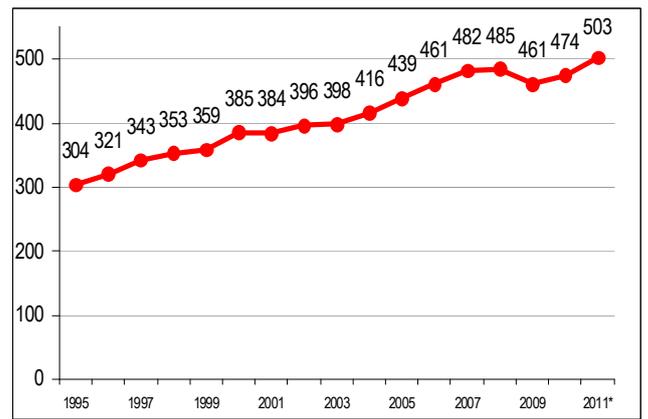
International Tourist Arrivals (million)



Source: World Tourism Organization (UNWTO) ©

Europe: Inbound Tourism

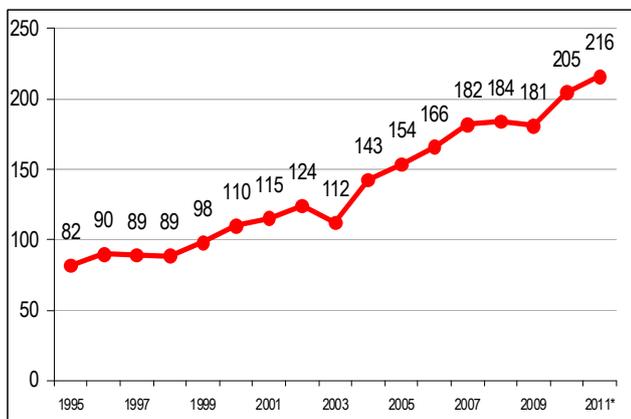
International Tourist Arrivals (million)



Source: World Tourism Organization (UNWTO) ©

Asia and the Pacific: Inbound Tourism

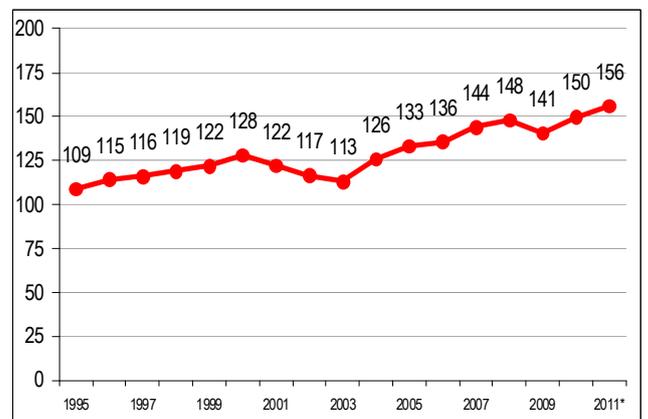
International Tourist Arrivals (million)



Source: World Tourism Organization (UNWTO) ©

Americas: Inbound Tourism

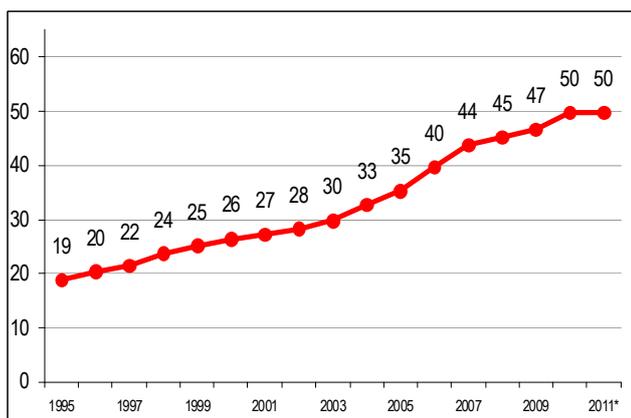
International Tourist Arrivals (million)



Source: World Tourism Organization (UNWTO) ©

Africa: Inbound Tourism

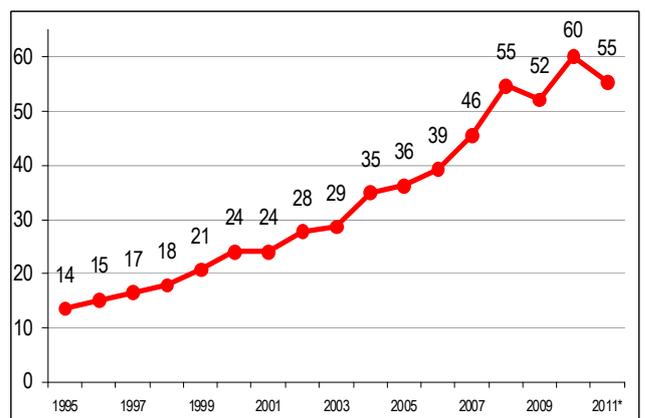
International Tourist Arrivals (million)



Source: World Tourism Organization (UNWTO) ©

Middle East: Inbound Tourism

International Tourist Arrivals (million)



Source: World Tourism Organization (UNWTO) ©

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International Tourist Arrivals by Country of Destination

Rank '10 '09	Series	Full year					Change			Monthly/quarterly data (% change over same period of the previous year)													
		2000	2005	2009	2010	2011*	09/08	10/09	11*/10	2011*				2010									
		(million)					(%)			YTD	Q1	Q2	Q3	Q4	Oct	Nov	Dec	Q1	Q2	Q3	Q4		
	World	674	797	882	939	980	-3.8	6.5	4.4	4.4	4.0	6.5	4.1	2.9	2.9	2.2	3.6	6.7	7.1	6.9	6.0		
1	1 France	TF	77.2	75.0	76.8	77.1	..	-3.1	0.5	..	TCE	1.8	2.5	1.8	1.2	3.5	3.2	-1.6	4.0	3.2	0.6		
2	2 United States	TF	51.2	49.2	55.0	59.8	..	-5.1	8.8	..	TF	4.8	1.9	6.6	6.0	2.6	..	9.1	11.5	10.6	5.0		
3	4 China	TF	31.2	46.8	50.9	55.7	..	-4.1	9.4	..	TF	3.2	2.4	3.4	2.7	3.2	6.6	8.2	12.9	10.9	5.7		
4	3 Spain	TF	46.4	55.9	52.2	52.7	56.9	-8.8	1.0	8.1	TF	8.1	2.9	10.4	8.5	8.3	8.0	3.6	14.2	0.3	-3.1	4.2	1.4
5	5 Italy	TF	41.2	36.5	43.2	43.6	..	1.2	0.9	..	TF	6.4	0.7	6.8	9.0	6.4	..	5.4	6.1	-6.5	4.0		
6	6 United Kingdom	TF	23.2	28.0	28.2	28.3	..	-6.4	0.3	..	VF	2.8	2.8	7.3	1.2	1.7	-4.9	-5.0	-2.4	2.3	3.0		
7	7 Turkey	TF	9.6	20.3	25.5	27.0	..	2.0	5.9	..	TF	8.9	14.6	11.6	7.1	5.0	3.4	11.0	7.9	3.6	4.8		
8	8 Germany	TCE	19.0	21.5	24.2	26.9	..	-2.7	10.9	..	TCE	5.5	9.0	7.1	2.8	4.6	..	8.0	11.9	13.2	8.9		
9	9 Malaysia	TF	10.2	16.4	23.6	24.6	..	7.2	3.9	..	TF	1.2	5.3	3.9	5.6	1.2		
10	10 Mexico	TF	20.6	21.9	21.5	22.3	..	-5.2	3.8	..	TF	0.3	2.0	4.8	-0.9	-7.6	-7.1	-4.6	13.2	8.1	1.1		
11	11 Austria	TCE	18.0	20.0	21.4	22.0	..	-2.6	3.0	..	TCE	4.6	1.2	7.3	5.4	7.9	6.0	4.6	-1.4	4.4	2.9		
12	12 Ukraine	TF	6.4	17.6	20.8	21.2	..	-18.3	1.9	..	TF	-1.9	-1.9	-5.9	3.7	2.3	7.5		
13	13 Russian Federation	TF	19.2	19.9	19.4	20.3	..	-10.0	4.4	..	VF	12.0	13.0	14.5	9.3	-1.4	4.5	5.0	8.8		
14	14 Hong Kong (China)	TF	8.8	14.8	16.9	20.1	..	-2.3	18.7	..	TF	11.1	5.7	11.4	14.8	12.5	13.1	12.7	31.6	22.9	10.8		
15	15 Canada	TF	19.6	18.8	15.7	16.1	..	-8.2	2.3	..	TF	-1.2	-4.5	1.7	-1.7	-1.9	..	-0.5	-0.1	3.8	4.6		
16	17 Thailand	TF	9.6	11.6	14.1	15.9	19.1	-3.0	12.6	19.8	TF	19.8	14.0	53.3	25.7	0.0	7.0	-17.9	9.5	27.8	-2.2	14.5	8.4
17	16 Greece	TF	13.1	14.8	14.9	15.0	..	-6.4	0.6	..	TF	10.2	13.1	14.2	8.4	8.2	..	-5.3	-5.4	5.8	-4.3		
18	18 Egypt	TF	5.1	8.2	11.9	14.1	..	-3.1	17.9	..	VF	-33.2	-45.3	-35.4	-24.0	-27.5	-27.5	28.9	14.7	12.6	15.8		
19	19 Poland	TF	17.4	15.2	11.9	12.5	..	-8.3	4.9	..	TF	6.6	8.2	7.8	4.8	3.4	4.4	5.3	6.0		
20	21 Macao (China)	TF	5.2	9.0	10.4	11.9	..	-2.0	14.7	..	TF	8.5	-0.7	6.7	16.2	10.0	16.0	16.3	29.4	13.0	3.3		
21	22 Netherlands	TCE	10.0	10.0	9.9	10.9	..	-1.8	9.7	..	TCE	4.2	0.4	8.7	2.3	11.6	8.5	10.6	8.4		
22	20 Saudi Arabia	TF	6.6	8.0	10.9	10.9	..	-26.2	-0.4	..	TF	82.8	64.9	120	67.2	1.0	5.8	29.3	-22.9		
23	23 Hungary	TF	3.0	10.0	9.1	9.5	..	2.8	5.0	..	TF	8.4	7.3	7.7	9.6	7.4	7.1	3.6	3.1		
24	26 Morocco	TF	4.3	5.8	8.3	9.3	..	5.9	11.4	..	TF	1.6	6.5	6.2	-4.0	0.8	..	15.5	11.8	7.5	13.6		
25	29 Singapore	TF	6.1	7.1	7.5	9.2	..	-3.7	22.3	..	VF	13.7	15.7	14.1	14.7	10.8	6.3	19.6	25.7	20.3	15.9		
26	24 Croatia	TCE	5.3	7.7	8.7	9.1	..	0.3	4.8	..	TCE	9.0	-0.1	13.5	7.5	13.7	3.4	2.5	-0.1	6.5	7.7		
27	28 Korea, Republic of	VF	5.3	6.0	7.8	8.8	..	13.4	12.5	..	VF	10.2	2.8	5.3	17.5	13.3	17.8	-1.0	21.4	18.6	12.1		
28	25 Denmark	TF	3.5	9.2	8.5	8.7	..	-5.2	2.3	..	TCE(1)	8.8	10.8	16.9	4.4	2.8	..	3.1	8.8	14.0	11.5		
29	27 Switzerland	THS	7.8	7.2	8.3	8.6	..	-3.7	4.0	..	THS	-1.1	0.5	3.1	-4.6	-2.2	-1.7	3.2	5.7	5.1	0.9		
30	35 Japan	VF	4.8	6.7	6.8	8.6	..	-18.7	26.8	..	VF	-29.1	-13.3	-50.3	-31.4	-15.3	-13.1	29.3	42.3	29.8	8.8		
31	38 Syrian Arab Republic	TF	2.1	3.6	6.1	8.5	5.1	12.2	40.3	-40.7	VF	-41.0	-5.4	-45.9	-51.5	-52.4	-47.5	-47.9	-62.7	72.4	55.0	27.2	30.1
32	31 South Africa	TF	5.9	7.4	7.0	8.1	..	n.a.	15.1	..	TF	2.6	7.1	-1.3	2.2	20.9	18.9	11.5	10.6		
33	34 Untd Arab Emirates(2)	THS	3.1	5.8	6.8	7.4	..	-4.0	9.1	..	THS(2)	9.6	10.8	4.9	13.6	5.4	13.0	0.9	16.7		
34	33 Belgium	TCE	6.5	6.7	6.8	7.2	..	-4.9	5.5	..	TCE	3.1	3.3	7.6	-1.0	2.9	4.5	7.6	5.9		
35	37 Indonesia	TF	5.1	5.0	6.3	7.0	..	1.4	10.7	..	TF	8.9	6.4	6.4	11.7	10.3	13.3	14.6	13.5	9.2	6.6		
36	32 Tunisia	TF	5.1	6.4	6.9	6.9	4.8	-2.1	0.0	-30.7	TF	-30.7	-44.1	-36.2	-29.0	-16.6	-23.5	1.1	-21.6	0.6	-3.5	0.3	3.7
37	36 Portugal	TCE	5.6	5.8	6.4	6.8	..	-7.5	4.9	..	TCE	9.7	3.2	15.4	10.6	5.1	0.9	3.5	1.2	9.2	6.5		
38	30 Ireland	TF	6.6	7.3	7.2	-10.4	TF	6.8	8.6	15.6	6.5	-12.8	-1.7	-22.6	-18.9	-8.3	-2.2		
39	39 Czech Rep	TCE	4.8	6.3	6.0	6.3	..	-9.3	5.0	..	TCE	8.5	7.0	13.5	5.1	3.4	4.5	5.4	6.2		
40	40 Bulgaria	TF	2.8	4.8	5.7	6.0	..	-0.7	5.4	..	TF	4.5	7.4	6.8	2.5	5.2	7.0	0.0	2.8	8.4	3.7		
41	41 Australia	VF	4.9	5.5	5.6	5.9	..	0.0	5.4	..	VF	-0.1	-0.3	2.2	-2.5	0.9	0.6	6.3	1.4	9.4	4.2		
42	42 India	TF	2.6	3.9	5.2	5.8	6.3	-2.2	11.8	8.9	TF	8.9	10.3	12.6	7.2	6.7	11.0	4.7	5.2	15.6	8.3	11.1	11.1
43	45 Taiwan (pr. of China)	VF	2.6	3.4	4.4	5.6	6.1	14.3	26.7	9.3	VF	9.3	9.8	0.0	11.2	16.4	9.2	17.1	22.2	28.1	30.5	22.2	25.8
44	47 Argentina	TF	2.9	3.8	4.3	5.3	..	-8.4	23.6	..	TF	9.2	10.5	10.2	6.9	19.8	17.0	47.5	16.2		
45	44 Brazil	TF	5.3	5.4	4.8	5.2	..	-4.9	7.5	..	TF	2.6	2.7	11.0	16.1		
46	50 Vietnam	VF	2.1	3.5	3.7	5.0	6.0	-11.5	34.8	19.1	VF	19.1	11.9	25.4	10.2	29.1	12.9	42.9	32.0	36.2	28.6	37.8	36.3
47	43 Sweden	TCE	3.8	4.9	4.9	5.0	..	2.7	2.0	..	TCE(3)	2.1	1.1	11.2	-2.3	3.3	..	7.5	-3.0	4.3	-2.0		
48	46 Norway	TF	3.1	3.8	4.3	4.8	..	0.0	9.7	..	THS	9.5	9.6	9.2	10.0	6.5	9.4	3.5	12.7	8.9	4.8		
49	49 Jordan	TF	1.6	3.0	3.8	4.6	..	1.6	20.3	..	TF	-15.7	4.0	-20.4	-23.6	33.4	28.5	14.8	10.4		
50	48 Dominican Rp	TF	3.0	3.7	4.0	4.1	4.3	0.3	3.3	4.4	TF	4.4	2.9	4.7	3.2	7.4	7.5	6.3	8.0	3.9	0.7	5.0	3.6

Source: World Tourism Organization (UNWTO)©

(Data as collected by UNWTO January 2012)

See box at page 'Annex-1' for explanation of abbreviations and signs used

About receipts and expenditure data

For destination countries, receipts from international tourism count as exports and cover all transactions related to the consumption by international visitors of, for example, accommodation, food and drink, fuel, domestic transport, entertainment, shopping, etc. They include transactions generated by same-day as well as overnight visitors. Receipts from same-day visitors can be substantial, especially in the case of neighbouring countries where a lot of shopping for goods and services is carried out by cross-border, same-day visitors. However, the values reported as international tourism receipts do not include receipts from international passenger transport contracted from companies outside the travellers' countries of residence, which are reported in a separate category.

With financial data measured in different currencies it is fairly complicated to accurately determine variations in relative terms, as receipts have to be expressed in a common currency like the US dollar or the euro and generally are also reported at current prices, thus not taking account of exchange rate fluctuations and inflation.

Exchange rate changes can substantially influence the amount of US dollars reported from year to year. When the dollar depreciates against for instance the euro, worldwide receipts expressed in dollars relatively increases, and vice versa in the case of appreciation of the dollar. On average for the year, in both 2010 and 2009 the US dollar (and pegged currencies such as from some destinations in the Caribbean or the Middle East) appreciated some 5% against the euro, while in 2008 the dollar depreciated 7% and in 2007 8%. Over the two years 2005 and 2006, the US dollar and the euro maintained a fairly steady exchange rate, although both currencies did fluctuate against a range of other currencies.

On average for the year, in 2010 one euro exchanged at US\$ 1.3257, in 2009 one euro exchanged at US\$ 1.3948, in 2008 at US\$ 1.4708, in 2007 at 1.3705, in 2006 at 1.2556 and in 2005 at 1.2441 (or 1 US\$ to 0.7543 euro on average for 2010, 0.7169 euro in 2009, 0.6799 euro in 2008, 0.7297 euro in 2007, 0.7964 euro in 2006 and 0.8038 euro in 2005).

In order to account for exchange rate changes and inflation, international tourism receipts in US dollar values were computed back to the local currencies of each destination, weighted by the share in the total, and deflated by the relevant rate of inflation.

Although in this way data are made comparable, care should nevertheless be taken in interpreting the trends, as statistics, in most cases, are still provisional and subject to revision. For the totals, estimates are made by UNWTO for countries that have not yet reported results, based on the previous year's value and the trend for the (sub)region. Unlike arrivals, where revisions generally more or less balance out, receipts data tends to be revised upwards.

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February 2012

International Tourism Expenditure

Rank		Full year					Monthly/quarterly data series																
		US\$					Local currencies, current prices (% change over same period of the previous year)																
		'10	'09	2000	2005	2008	2009	2010	2011*	Series	09/08	10/09	11*/10	2011*	2010								
(billion)					YTD	Q1	Q2	Q3	Q4	Oct	Nov	Dec	Q1	Q2	Q3	Q4							
		World	475	679	940	852	926	..															
1	1	Germany	53.0	74.4	91.0	81.2	78.1	..		-5.9	1.3	..	3.6	7.1	0.1	3.9		7.7	-0.8	-2.0	3.1	-0.1	4.5
2	2	United States	65.4	69.9	80.5	74.1	75.5	..	sa	-7.9	1.9	..	4.9	1.0	8.5	5.6		4.6	3.8	-0.1	2.6	2.9	2.2
3	4	China	13.1	21.8	36.2	43.7	54.9	..	\$	20.9	25.6	..	38.0	30.2	30.3	51.8				19.0	19.0	24.7	38.9
4	3	United Kingdom	38.4	59.6	68.5	50.1	50.0	..	sa	-13.6	0.5	..	-3.3	-2.9	-0.5	-6.5				-8.3	2.3	5.1	3.9
5	5	France	22.6	31.8	41.1	38.4	38.5	..		-1.5	5.7	..	2.1	8.7	0.0	0.0				-3.5	-1.3	6.7	21.0
6	8	Canada	12.4	18.0	27.2	24.2	29.6	..		-4.8	10.2	..	7.0	4.8	9.7	6.4				4.4	12.2	11.4	13.3
7	7	Japan	31.9	27.3	27.9	25.1	27.9	..		-18.4	4.0	..	-8.6	-5.2	-19.8	-3.2		-5.8		2.9	10.8	3.1	0.1
8	6	Italy	15.7	22.4	30.8	27.9	27.1	..		-4.3	2.0	..	1.8	7.9	2.1	-1.5		0.9		-6.4	5.9	4.1	2.9
9	9	Russian Federation	8.8	17.3	23.8	20.9	26.5	..	\$	-12.1	26.8	..	20.6	18.8	22.6	20.1				25.7	27.1	25.7	29.2
10	13	Australia	6.4	11.3	18.4	17.6	22.2	..		2.5	7.2	..	9.7	8.2	13.3	8.6		7.4	9.6	7.1	7.3	7.3	7.2
11	11	Saudi Arabia	..	9.1	15.1	20.4	21.1	..		35.0	3.5	..	-18.6	-2.0	-31.3					-23.7	2.1	16.6	33.1
12	10	Netherlands	12.2	16.2	21.7	20.7	19.6	..		0.4	-0.2	..	-0.2	-2.6	-0.7	1.2				4.0	-6.8	1.5	2.1
13	12	Belgium	9.4	15.0	19.8	20.3	18.8	..		8.5	-3.0	..	-0.3	-2.1	3.1	-1.4				5.8	-3.8	-7.3	-2.5
14	16	Korea, Republic of	7.1	15.4	19.1	15.0	17.7	..	\$	-21.1	17.5	..	12.3	22.0	24.6	7.5		-10.0	-6.7	40.1	8.8	8.8	18.7
15	15	Hong Kong (China)	12.5	13.3	16.1	15.7	17.5	..		-3.1	11.7	..	10.7	9.7	13.3	9.1				12.9	10.0	13.8	10.1
16	14	Spain	6.0	15.1	20.3	16.9	16.8	..		-12.6	4.8	..	-2.4	0.1	-4.4	-2.4		-3.3		2.0	4.2	6.5	5.6
17	17	Singapore	4.5	10.1	15.2	15.0	16.7	..		1.2	4.8	..	8.6	7.7	9.3	8.8				7.7	7.4	3.5	1.4
18	20	Brazil	3.9	4.7	11.0	10.9	16.4	..	\$	-0.6	50.7	..	31.6	41.4	47.2	32.9		0.7	3.1	74.2	46.3	46.7	44.3
19	18	Norway	4.6	9.7	13.8	12.0	13.7	..		-2.6	9.1	..	10.6	9.8	15.5	7.3				7.5	4.2	12.6	11.9
20	19	Sweden	8.0	10.5	14.7	11.9	13.3	..		-6.1	4.8	..	8.9	5.4	18.5	4.1				6.4	-3.4	7.7	8.5
21	23	Untd Arab Emirates	3.0	6.2	13.3	10.3	11.8	..		-22.1	14.2	..											
22	21	Switzerland	5.4	8.8	10.9	10.9	11.1	..		0.6	-1.9	..	-6.1	-3.5	-6.5	-7.1				-4.8	-1.6	-1.1	-0.9
23	24	India	2.7	6.2	9.6	9.3	10.6	..		7.8	7.8	..	31.6	20.9	47.9	28.3				-6.6	6.0	11.9	20.2
24	22	Austria	6.3	9.3	11.4	10.8	10.2	..		0.3	-0.3	..	-5.1	-16.2	0.4	-4.0				-3.2	-8.3	6.1	-0.6
25	28	Taiwan (pr. of China)	8.1	8.7	9.1	7.8	9.4	..	\$	-14.4	20.0	..	12.3	11.2	10.2	15.0				25.7	22.4	14.4	18.9
26	25	Iran	0.7	3.7	7.6	9.1	\$	19.2											
27	26	Denmark	4.7	6.9	9.7	9.0	9.1	..		-2.8	6.2	..	4.5	3.9	6.7	2.8				6.4	5.6	6.9	6.0
28	29	Poland	3.3	5.5	9.9	7.3	8.1	..		-4.2	7.4	..	-12.5	-7.3	-15.0	-13.4				11.1	12.0	16.5	18.2
29	31	Malaysia	2.1	3.7	6.7	6.5	7.9	..		2.0	11.6	..	18.1	19.4	14.7	20.1				17.0	16.3	12.5	2.4
30	27	Ireland	2.5	6.1	10.4	8.8	7.7	..		-10.9	-7.3	..	-5.7	-13.0	4.7	-8.2				-5.5	-13.5	-0.4	-12.5
31	30	Mexico	5.5	7.6	8.5	7.1	7.3	..	\$	-16.4	2.1	..	7.3	5.3	12.3	6.4		0.9	8.5	-3.2	7.0	4.8	0.5
32	32	Kuwait	2.5	4.5	7.6	6.4	6.7	..		-8.9	4.3	..											
33	33	Indonesia	3.2	3.6	5.6	5.3	6.4	..	\$	-4.3	20.3	..	14.2	15.2	16.7	10.7				33.8	29.6	21.7	6.7
34	34	Nigeria	0.6	0.2	9.8	5.0	5.6	..	\$	-48.7	11.5	..											
35	39	South Africa	2.1	3.4	4.3	4.1	5.6	..	sa	-3.7	18.1	..	-1.1	4.1	6.6	-12.0				13.4	7.8	22.4	28.0
36	37	Thailand	2.8	3.8	5.0	4.3	4.9	..		-10.9	5.1	..	-1.4	0.7	-11.0	6.7				18.8	23.8	9.7	8.9
37	35	Argentina	4.4	2.8	4.6	4.5	4.9	..	\$	-1.5	8.6	..	10.4	12.0	7.5	10.8				8.5	26.9	5.6	-2.3
38	38	Turkey	1.7	2.9	3.5	4.1	4.8	..	\$	18.3	16.4	..	-1.8	20.8	13.3	-20.0		-13.0	-25.0	10.4	24.9	19.1	11.8
39	41	Lebanon	..	2.9	3.6	4.0	4.7	..	\$	12.6	18.0	..											
40	36	Finland	1.9	3.1	4.5	4.4	4.2	..		2.7	2.1	..	8.2	-2.8	17.1	9.0				1.6	-0.5	3.1	4.1
41	40	Czech Rep	1.3	2.4	4.6	4.1	4.1	..		-0.7	-0.2	..	4.5	11.1	8.2	-2.8				-13.4	-0.4	7.0	8.2
42	42	Portugal	2.2	3.1	4.3	3.8	3.9	..		-7.7	8.9	..	0.7	2.4	1.6	-1.6		1.0		3.1	11.1	12.0	8.8
43	46	Ukraine	0.5	2.8	4.0	3.3	3.7	..	\$	-17.2	12.4	..	24.1	21.1	26.4	24.1				15.2	8.0	10.4	17.9
44	44	Luxembourg	1.3	3.0	3.8	3.6	3.5	..		0.7	3.1	..	1.3	0.4	2.9	0.6				2.4	0.1	4.7	4.6
45	47	Israel	2.8	2.9	3.4	2.9	3.4	..	\$	-15.4	17.4	..	3.3	-15.9	18.4	4.3				33.1	0.3	33.3	1.3
46	50	Philippines	1.6	1.3	2.1	2.4	3.4	..	\$	18.8	38.7	..	12.1	3.2	11.2	21.2				41.0	36.9	35.6	41.5
47	49	New Zealand	1.2	2.7	3.0	2.5	3.0	..		-4.7	4.3	..	4.6	4.4	6.2	3.3				-0.6	5.2	5.3	6.6
48	43	Hungary	1.7	2.4	4.0	3.6	3.0	..		7.1	-15.1	..	-21.5	-12.0	-23.7	-24.9				-28.7	-27.3	-0.1	-6.5
49	45	Greece	4.6	3.0	3.9	3.4	2.9	..		-9.5	-11.1	..	3.7	3.4	-5.3	16.4		-7.1		-12.5	-1.5	-14.1	-15.5
50	48	Egypt	1.1	1.6	2.9	2.5	2.2	..	\$	-12.9	-11.8	..	-12.5	-15.2	-10.3					-30.3	-1.8	-11.4	-1.0

Source: World Tourism Organization (UNWTO) ©

(Data as collected by UNWTO January 2012)

See box at page 'Annex-1' for explanation of abbreviations and signs used

International Tourist Arrivals by (sub)region and selected countries and territories of destination

	Full year			Change		Monthly/quarterly data (% change over same period of the previous year)																	
	Series	2009	2010	2011*	10/09	11*/10	Series	2011*															
		(1000)	(1000)	(1000)	(%)	(%)		YTD	Q1	Q2	Q3	Q4	Aug	Sep	Oct	Nov	Dec	Q1	Q2	Q3	Q4		
Europe		461,022	474,431	502,818	2.9	6.0		6.0	5.2	8.6	5.0	5.1	4.2	6.0	5.3	4.0	5.8	1.4	2.4	3.8	4.6		
- of which EU-27		353,913	362,399	382,433	2.4	5.5		5.5	4.1	7.9	4.9	4.7	4.0	5.8	5.1	3.4	5.4	1.1	1.5	3.2	3.1		
Northern Europe		57,839	57,905	60,930	0.1	5.2		5.2	5.2	10.9	4.0	0.4	2.6	5.8	1.1	-1.3	1.3	-5.0	-2.3	3.0	2.9		
Denmark	TF	8,547	8,744	..	2.3	..	TCE(1)	8.8	10.8	16.9	4.4	..	0.1	13.2	2.8	3.1	8.8	14.0	11.5		
Finland	TF	3,423	3,670	..	7.2	..	TCE	12.9	11.9	17.1	11.8	..	11.2	15.2	13.7	6.8	..	1.9	0.3	6.1	8.9		
Iceland	TCE	1,280	1,213	..	-5.2	..	THS(2)	14.7	1.7	15.5	16.7	..	17.3	24.2	18.3	22.6	..	11.9	1.2	-6.5	-2.2		
Ireland	TF	7,189	TF*	6.8	8.6	15.6	6.5	..	7.5	2.9	-12.8	-1.7	..	-22.6	-18.9	-8.3	-2.2		
Norway	TF	4,346	4,767	..	9.7	..	THS	9.5	9.6	9.2	10.0	..	9.3	7.8	6.5	9.4	..	3.5	12.7	8.9	4.8		
Sweden	TCE	4,855	4,951	..	2.0	..	TCE	2.1	1.1	11.2	-2.3	..	-2.7	2.1	3.3	7.5	-3.0	4.3	-2.0		
United Kingdom	TF	28,199	28,295	..	0.3	..	VF	2.8	2.8	7.3	1.2	..	-0.5	2.9	1.7	-4.9	..	-5.0	-2.4	2.3	3.0		
Western Europe		148,536	153,962	158,323	3.7	2.8		2.8	3.1	4.2	1.6	3.3	0.5	2.0	3.8	2.7	3.1	2.4	4.0	4.3	2.9		
Austria	TCE	21,355	22,004	..	3.0	..	TCE	4.6	1.2	7.3	5.4	..	3.7	8.5	7.9	6.0	..	4.6	-1.4	4.4	2.9		
Belgium	TCE	6,814	7,186	..	5.5	..	TCE	3.1	3.3	7.6	-1.0	..	-1.8	-3.9	2.9	4.5	7.6	5.9		
France	TF	76,764	77,148	..	0.5	..	TCE	1.8	2.5	1.8	1.2	..	0.1	1.4	3.5	3.2	..	-1.6	4.0	3.2	0.6		
Germany	TCE	24,223	26,875	..	10.9	..	TCE	5.5	9.0	7.1	2.8	..	2.4	1.1	4.6	8.0	11.9	13.2	8.9		
Liechtenstein	THS	52	50	..	-4.8	..	THS	7.4	9.5	19.9	-2.3	..	-0.6	-7.9	6.7	-9.6	-12.5	4.5	-3.8		
Luxembourg	TCE	849	TCE	6.5	-20.4		
Monaco	THS	265	279	..	5.5	..	THS	6.1	8.4	1.5	9.0	..	9.0	9.0	5.2	9.0	3.1	4.9		
Netherlands	TCE	9,921	10,883	..	9.7	..	TCE	4.2	0.4	8.7	2.3	..	0.0	7.8	11.6	8.5	10.6	8.4		
Switzerland	THS	8,294	8,628	..	4.0	..	THS	-1.1	0.5	3.1	-4.6	..	-7.2	-4.7	-2.2	-1.7	..	3.2	5.7	5.1	0.9		
Central/Eastern Europe		90,175	93,540	100,781	3.7	7.7		7.7	9.2	11.0	5.1	7.1	5.2	4.6	7.4	6.9	7.0	0.4	4.0	5.3	10.0		
Armenia	TF	575	684	..	18.9	..	TF	13.1	22.1	11.3	10.8	9.4	12.5	19.8	28.0		
Azerbaijan	TF	1,430	1,495	..	4.5	..	TF	14.8	14.8	14.8	13.1	13.1	2.9	2.9		
Bulgaria	TF	5,739	6,047	..	5.4	..	TF	4.5	7.4	6.8	2.5	..	1.9	0.9	5.2	7.0	..	0.0	2.8	8.4	3.7		
Czech Rep	TCE	6,032	6,334	..	5.0	..	TCE	8.5	7.0	13.5	5.1	..	5.6	3.9	3.4	4.5	5.4	6.2		
Estonia	TF	1,900	2,120	..	11.6	..	TCE	15.7	16.6	17.2	14.0	..	14.6	18.1	15.4	18.0	..	14.6	13.1	11.9	15.1		
Georgia	VF	1,500	2,032	2,820	35.4	38.8	VF	38.8	41.4	47.5	40.9	28.7	37.0	44.7	34.6	16.1	34.6	43.6	25.5	35.1	39.1		
Hungary	TF	9,058	9,510	..	5.0	..	TF	8.4	7.3	7.7	9.6	7.4	7.1	3.6	3.1		
Kazakhstan	TF	3,118	3,393	..	8.8	..	VF	14.2	22.3	61.0	-25.0	-5.2	-16.4	1.3	83.9		
Kyrgyzstan	TF	2,147	1,316	..	-38.7	..	TF		
Latvia	TF	1,323	1,373	..	3.8	..	TCE	20.8	29.5	31.2	11.7	..	13.1	10.3	4.3	4.8	25.6	25.0		
Lithuania	TF	1,341	1,507	..	12.4	..	TCE	20.1	39.8	18.7	14.7	..	15.7	10.8	-3.3	5.1	14.0	31.2		
Poland	TF	11,890	12,470	..	4.9	..	TF	6.6	8.2	7.8	4.8	3.4	4.4	5.3	6.0		
Romania	TCE	1,276	1,343	..	5.3	..	TCE	12.4	10.2	10.9	15.2	..	18.7	11.3	10.4	-1.8	4.4	9.6	5.9		
Russian Federation	TF	19,420	20,271	..	4.4	..	VF	12.0	13.0	14.5	9.3	-1.4	4.5	5.0	8.8		
Slovakia	TCE	1,298	1,327	..	2.2	..	TCE	10.0	7.0	15.3	8.7	..	8.8	5.7	7.1	-0.9	7.5	0.6	2.7		
Ukraine	TF	20,798	21,203	..	1.9	..	TF	-1.9	-1.9	-5.9	3.7	2.3	7.5		
Uzbekistan	TF	1,215	975	..	-19.8	..	TF		
Southern/Mediter. Eu.		164,471	169,024	182,783	2.8	8.1		8.1	4.6	10.4	8.4	7.0	7.5	10.3	6.7	5.1	9.8	4.0	1.8	2.8	3.2		
Albania	TF	1,792	2,347	..	31.0	..	VF	16.1	40.4	38.6	6.2	13.0	1.2	43.6	20.6		
Andorra	TF	1,830	1,808	..	-1.2	..	TF	9.4	-5.4	1.0	16.4	..	15.2	10.7	34.4	51.6	..	3.6	-1.7	0.4	-7.4		
Bosnia & Herzg	TCE	311	365	..	17.5	..	TCE	7.8	5.8	5.6	11.1	..	4.2	13.1	5.8	4.9	19.9	22.2	17.5		
Croatia	TCE	8,694	9,111	..	4.8	..	TCE	9.0	-0.1	13.5	7.5	..	4.9	18.7	13.7	3.4	..	2.5	-0.1	6.5	7.7		
Cyprus	TF	2,141	2,173	..	1.5	..	TF	10.2	0.3	14.1	11.2	..	10.8	5.2	7.5	0.3	..	5.6	-2.3	3.2	2.4		
F.Yug.Rp.Macedonia	TCE	259	262	..	1.0	..	TCE	26.1	20.9	21.7	31.8	..	24.5	35.1	35.2	15.6	..	-12.1	0.5	3.7	8.4		
Greece	TF	14,915	15,007	..	0.6	..	TF	10.2	13.1	14.2	8.4	..	6.4	12.7	8.2	-5.3	-5.4	5.8	-4.3		
Israel	TF	2,321	2,803	2,820	20.8	0.6	TF	0.6	6.4	2.7	2.0	-6.9	-3.5	11.2	-17.0	1.3	-1.0	37.2	21.7	10.5	18.6		
Italy	TF	43,239	43,626	..	0.9	..	TF	6.4	0.7	6.8	9.0	..	7.3	8.2	6.4	5.4	6.1	-6.5	4.0		
Malta	TF	1,182	1,332	..	12.7	..	TF	5.9	23.5	6.7	0.3	..	-1.9	2.1	0.9	5.5	..	7.1	12.6	15.4	13.3		
Montenegro	TCE	1,044	1,088	..	4.2	..	TCE	10.3	-1.1	9.6	10.7	..	5.2	18.3	25.4	-0.1	..	-14.0	3.3	5.9	-4.0		
Portugal	TCE	6,439	6,756	..	4.9	..	TCE	9.7	3.2	15.4	10.6	..	7.2	10.1	5.1	0.9	..	3.5	1.2	9.2	6.5		
San Marino	THS	151	120	..	-20.9	..	THS	35.8	69.5	18.3	2.4	-20.6	-37.7	17.1		
Serbia	TCE	645	683	..	5.8	..	TCE	12.1	10.8	19.4	8.2	..	7.1	3.7	10.3	8.2	..	-6.7	-0.2	12.3	14.3		
Slovenia	TCE	1,824	1,869	..	2.5	..	TCE	8.9	7.1	9.7	10.1	..	8.9	11.2	4.3	6.9	..	0.4	-1.2	4.6	3.2		
Spain	TF	52,178	52,674	56,914	1.0	8.1	TF	8.1	2.9	10.4	8.5	8.3	9.4	9.2	8.0	3.6	14.2	0.3	-3.1	4.2	1.4		
Turkey	TF	25,506	27,000	..	5.9	..	TF	8.9	14.6	11.6	7.1	..	8.0	10.8	5.0	3.4	..	11.0	7.9	3.6	4.8		

Source: World Tourism Organization (UNWTO) ©

(Data as collected by UNWTO January 2012)

See box at page 'Annex-1' for explanation of abbreviations and signs used

(1) Including holiday dwellings; (2) Hotels only

International Tourism Receipts by (sub)region and selected countries and territories of destination

	Full year (US\$)				Local currencies, current prices (% change over same period of the previous year)															
	2000	2005	2009	2010	Series 09/08 10/09 2011*												2010			
	(million)				YTD	Q1	Q2	Q3	Q4	Aug	Sep	Oct	Nov	Dec	Q1	Q2	Q3	Q4		
Europe	231,665	349,368	411,544	408,798																
Northern Europe	36,054	53,645	58,438	61,425																
Denmark	3,696	5,278	5,617	5,704		-6.0	6.5	4.6	3.2	7.2	3.3						5.4	5.3	8.2	6.1
Finland	1,412	2,186	2,820	2,902		-7.3	8.3	25.0	26.2	21.6	26.4						-0.1	2.3	13.2	17.5
Iceland	229	413	548	556		26.0	0.4	21.2	6.4	24.2	24.1						31.3	-1.4	-7.6	8.7
Ireland	2,633	4,806	4,890	4,077		-18.1	-12.3	11.7	3.0	18.0	10.6						-26.1	-17.1	-7.6	-0.1
Norway	2,163	3,495	4,154	4,707		-2.9	8.9	3.3	1.3	3.1	4.9						5.7	13.2	9.4	6.1
Sweden	4,064	6,792	10,260	11,080		6.3	1.7	7.7	1.2	7.6	12.0						-3.3	2.1	8.2	-2.4
United Kingdom	21,857	30,675	30,149	32,401	sa	-1.3	8.4	7.3	10.6	4.8	6.8						-3.6	18.8	-0.4	19.5
Western Europe	83,716	123,224	144,415	142,060																
Austria	9,784	16,054	19,382	18,596		-5.3	0.9	1.8	0.8	4.1	2.0						2.5	-3.7	3.0	-1.1
Belgium	6,592	9,868	10,188	10,266		-8.7	6.0	5.4	7.2	9.4	0.1		-7.9	2.3			1.5	11.1	5.8	5.2
France	32,978	44,021	49,528	46,560		-7.7	-1.1	1.0	5.3	0.0	0.0		0.0	0.0			-9.8	-0.2	3.5	-4.6
Germany	18,693	29,173	34,650	34,675		-8.5	5.3	5.9	6.6	5.5	5.4		9.0	3.7	7.2	5.7	1.2	3.8	7.8	7.2
Luxembourg	1,806	3,613	4,169	4,116		-1.9	3.9	4.4	15.5	2.5	-2.5						0.5	9.5	3.6	1.8
Netherlands	7,217	10,475	12,368	12,883		-2.3	9.6	6.5	0.2	11.5	6.8						14.1	6.0	9.5	9.8
Switzerland	6,645	10,020	14,131	14,965		-1.4	1.5	0.2	0.1	2.5	-1.8						1.0	1.7	2.2	0.9
Central/Eastern Europe	20,343	32,665	47,413	47,675																
Armenia	38	220	334	403	\$	1.1	20.7										4.6	8.7	30.6	27.8
Azerbaijan	63	78	353	621	\$	85.4	75.9	91	55.8	171	63.9						57.4	54.3	114	73.1
Belarus	93	253	370	411	\$	1.9	11.2	21.6	10.5	30.5							12.2	10.5	11.9	10.1
Bulgaria	1,074	2,412	3,728	3,637		-6.7	2.5	3.8	7.7	6.2	1.9		0.7	2.5	5.4		-3.0	0.0	4.8	1.7
Czech Rep	2,972	4,677	6,478	6,671		0.4	3.2	-4.5	-5.3	-10.7	3.1						-5.3	8.6	-1.6	7.8
Estonia	508	971	1,090	1,065		-3.7	2.5	11.2	6.4	17.2	8.6						-2.5	1.1	5.3	10.3
Georgia	97	241	476	659	\$	6.6	38.5	48.9	59.9	58.4	38.6						29.6	19.4	46.4	51.5
Hungary	3,753	4,101	5,631	5,381		11.5	-1.8	-2.9	-4.8	0.7	-4.6						-6.8	-1.0	1.1	-2.6
Kazakhstan	356	701	963	1,005	\$	-4.8	4.4	24.5	22.6	28.1	22.9						-4.6	-0.7	5.3	15.8
Kyrgyzstan	15	73	459	284	\$	-10.8	-38.2	52.9	-26.2	21.9							1.6	-66.9	-39.6	-35.1
Latvia	131	341	723	640		-5.3	-7.2	13.3	6.1	18.4	14.1						-14.8	-10.1	-4.7	3.0
Lithuania	391	921	1,011	1,021		-14.7	6.0	23.8	31.8	19.2	24.9						-10.7	3.1	13.4	19.1
Poland	5,677	6,274	9,011	9,446		-0.8	1.3	12.0	26.4	4.0	11.4						-16.9	11.3	3.3	14.6
Rep Moldova	39	103	173	174	\$	-20.3	0.7	11.6	18.2	5.6	12.8						-24.4	12.5	13.5	-0.4
Romania	359	1,061	1,234	1,140	€	-34.8	-2.8	18.8	30.2	8.4	19.4		28.6	17.5	23.0		-20.2	-8.5	-1.5	23.6
Russian Federation	3,429	5,870	9,366	8,970	\$	-20.9	-4.2	26.8	27.5	30.6	23.6						-3.1	-5.7	-4.1	-3.7
Slovakia	433	1,210	2,336	2,233		-4.9	0.6	5.2	4.2	6.7	4.5		5.3	4.9			5.2	-3.4	-5.5	8.7
Ukraine	394	3,125	3,576	3,788	\$	-38.0	5.9	13.9	11.5	13.9	14.5						0.9	4.4	5.0	16.4
Uzbekistan	27	28	99	121																
Southern/Mediter. Eu.	91,553	139,834	161,278	157,637																
Albania	389	860	1,816	1,626	€	11.3	-5.8	-7.9	8.3	-9.4	-12.0		-12.0	-11.8			-23.8	-11.4	5.0	-5.7
Bosnia & Herzg	233	521	683	593		-12.2	-9.0	-5.8	-13.0	-10.1	0.9						-15.1	-9.2	-2.8	-14.2
Croatia	2,782	7,463	8,898	8,259	€	-14.5	-2.3	6.8	-15.4	9.1	7.8						8.0	-7.2	-0.7	-5.2
Cyprus	1,941	2,318	2,180	2,153		-17.0	3.9	13.6	3.1	21.1	12.2		10.7	6.9	7.5		3.5	1.9	3.8	7.3
F.Yug.Rp.Macedonia	38	90	218	198	€	0.6	-4.2	18.2	19.2	5.7	25.4		29.2	32.2	24.3		-27.7	2.6	5.1	0.2
Greece	9,219	13,349	14,506	12,742		-10.6	-7.6	10.0	-2.1	10.4	10.1		6.5	7.1	15.0		-2.0	-11.1	-6.6	-7.0
Israel	4,114	2,866	3,741	4,768	\$	-12.6	27.5	1.6	7.8	1.9	3.1		-3.7	9.4	-15.1		35.4	32.2	21.6	22.9
Italy	27,493	35,398	40,249	38,786		-7.2	1.4	6.3	2.8	4.2	9.9		10.8	6.1	4.9		3.0	7.3	-4.2	3.1
Malta	587	755	881	1,079		-2.2	28.8	11.9	14.2	22.8	5.7						38.0	10.6	38.0	28.4
Montenegro	..	268	662	660		-7.9	4.9	-11.6	-11.6								-25.5	4.2	6.7	-7.2
Portugal	5,243	7,712	9,635	10,077		-7.2	10.0	7.7	6.9	10.1	7.2		6.6	7.5	5.3		5.8	8.2	12.3	11.3
Serbia	..	308	865	798	€	-3.4	-2.9	18.2	6.4	19.2	22.5		27.1	12.1	24.2		-2.6	-2.9	-7.0	6.4
Slovenia	965	1,805	2,516	2,566		-1.2	7.3	9.1	7.9	7.9	10.2		8.0	15.9	9.9	10.2	4.6	5.9	9.4	8.2
Spain	29,967	47,970	53,177	52,525		-9.0	3.9	9.2	6.7	12.2	8.8		8.9	8.1	7.9		0.4	0.8	7.0	5.4
Turkey	7,636	18,152	21,250	20,807	\$	-3.2	-2.1	13.2	28.5	17.8	8.9		0.0	15.5	9.3	5.8	-2.2	7.4	-10.0	4.9

Source: World Tourism Organization (UNWTO) ©

(Data as collected by UNWTO January 2012)

See box at page 'Annex-1' for explanation of abbreviations and signs used

International Tourist Arrivals by (sub)region and selected countries and territories of destination

	Full year			Change		Monthly/quarterly data (% change over same period of the previous year)																	
	Series	2009	2010	2011*	10/09	11*/10	Series	2011*												2010			
		(1000)		(%)	YTD	Q1		Q2	Q3	Q4	Aug	Sep	Oct	Nov	Dec	Q1	Q2	Q3	Q4				
Asia and the Pacific		181,146	204,561	215,973	12.9	5.6		5.6	4.4	5.9	6.6	5.4	7.7	5.6	5.5	5.6	5.0	13.6	15.9	14.3	8.6		
North-East Asia		98,024	111,575	115,534	13.8	3.5		3.5	1.9	0.9	5.1	6.2	4.6	5.2	5.3	8.9	4.5	11.4	21.1	15.6	7.9		
China	TF	50,875	55,665	..	9.4	..	TF	3.2	2.4	3.4	2.7		1.3	2.5	3.2	6.6		8.2	12.9	10.9	5.7		
Hong Kong (China)	TF	16,926	20,085	..	18.7	..	TF	11.1	5.7	11.4	14.8		14.1	12.9	12.5	13.1		12.7	31.6	22.9	10.8		
Japan	VF	6,790	8,611	..	26.8	..	VF	-29.1	-13.3	-50.3	-31.4		-31.9	-24.9	-15.3	-13.1		29.3	42.3	29.8	8.8		
Korea, Republic of	VF	7,818	8,798	..	12.5	..	VF	10.2	2.8	5.3	17.5		17.2	18.6	13.3	17.8		-1.0	21.4	18.6	12.1		
Macao (China)	TF	10,402	11,926	..	14.7	..	TF	8.5	-0.7	6.7	16.2		15.2	17.5	10.0	16.0		16.3	29.4	13.0	3.3		
Mongolia	TF	411	456	460	10.8	0.9	TF	0.9	8.4	8.4	0.7	-12.7						50.6	50.6	-2.5	-26.2		
Taiwan (pr. of China)	VF	4,395	5,567	6,087	26.7	9.3	VF	9.3	9.8	0.0	11.2	16.4	14.6	9.9	9.2	17.1	22.2	28.1	30.5	22.2	25.8		
South-East Asia		62,102	69,844	76,241	12.5	9.2		9.2	8.3	14.6	10.0	4.6	14.5	6.7	5.4	1.3	6.8	16.9	10.1	13.6	9.6		
Brunei Darussalam	TF	157	TF																
Cambodia	TF	2,046	2,399	..	17.3	..	VF	14.4	13.9	12.9	20.2		21.2	21.2	13.5	6.3		9.9	15.8	19.4	20.0		
Indonesia	TF	6,324	7,003	..	10.7	..	TF	8.9	6.4	6.4	11.7		5.9	16.0	10.3	13.3		14.6	13.5	9.2	6.6		
Lao P.D.R.	TF	1,239	1,670	..	34.7	..	VF	22.2	19.5	26.5	20.8							23.0	59.2	16.9	13.9		
Malaysia	TF	23,646	24,577	..	3.9	..	TF	1.2										5.3	3.9	5.6	1.2		
Myanmar	TF	243	311	..	27.7	..	TF	25.6	30.4	27.1	17.9		6.6	25.1	25.5			39.3	24.8	37.1	15.4		
Philippines	TF	3,017	3,520	..	16.7	..	TF	12.7	13.0	11.0	12.0		10.9	14.9	11.3	19.8		11.4	13.1	23.0	19.7		
Singapore	TF	7,488	9,161	..	22.3	..	VF	13.7	15.7	14.1	14.7		18.2	9.1	10.8	6.3		19.6	25.7	20.3	15.9		
Thailand	TF	14,150	15,936	19,098	12.6	19.8	TF	19.8	14.0	53.3	25.7	0.0	35.4	22.7	7.0	-17.9	9.5	27.8	-2.2	14.5	8.4		
Timor-Leste	TF	44	40	..	-9.4	..	VF											14.1	2.8	-25.3	-25.3		
Vietnam	VF	3,747	5,050	6,014	34.8	19.1	VF	19.1	11.9	25.4	10.2	29.1	43.6	-25.3	12.9	42.9	32.0	36.2	28.6	37.8	36.3		
Oceania		10,916	11,580	11,612	6.1	0.3		0.3	-0.5	0.5	0.2	1.0	3.6	-0.5	3.4	1.2	-1.0	6.7	4.1	8.6	4.8		
Australia	VF	5,584	5,885	..	5.4	..	VF	-0.1	-0.3	2.2	-2.5		3.4	-9.0	0.9	0.6		6.3	1.4	9.4	4.2		
Cook Is	TF	101	104	..	3.0	..	TF	8.1	5.5	12.9	6.1		5.7	-0.5	1.4	15.7		-3.4	-1.0	8.2	5.1		
Fiji	TF	542	632	..	16.5	..	TF	6.8	4.3	12.9	5.4		6.8	2.0	1.0			25.4	22.1	11.6	11.5		
French Polynesia	TF	160	154	..	-4.1	..	TF	6.5	18.5	17.1	-2.9		1.9	-5.0	-9.8			-10.7	-11.4	1.0	2.0		
Guam	TF	1,053	1,197	..	13.6	..	TF	-5.5	1.9	-15.5	-4.9		0.5	-5.7				10.1	20.8	15.0	10.1		
Kiribati	TF	4	5	..	19.2	..	VF	39.6	36.3	43.3								2.3	16.6	32.8	24.0		
Marshall Is	TF	5	5	..	-14.4	..	TF*	2.6	10.2	-2.7			29.6					-5.1	-0.8	-15.1	-6.4		
N.Mariana Is	TF	345	375	..	8.4	..	VF	-11.5	-10.0	-15.9	-16.5		-11.9	-15.1	-4.2	7.7		2.2	10.7	4.0	14.8		
New Caledonia	TF	99	99	..	-0.8	..	TF	11.5	7.4	6.4	25.4		52.9	2.7	-1.0	6.2		-14.2	-10.3	3.2	15.1		
New Zealand	VF	2,458	2,525	..	2.7	..	VF	2.7	-2.4	-1.1	8.9		4.7	26.3	16.8	1.7		5.6	0.5	3.0	1.1		
Niue	TF	5	6	..	33.3	..	TF											79.4	16.4	26.4	9.5		
Palau	TF	84	TF*	26.5	11.9	47.3	28.4		35.9	43.4	21.3			5.7	5.3	44.0	21.2		
Papua New Guinea	TF	124	147	..	18.5	..	TF	6.2	0.3	13.7	5.3		7.2	3.7				27.0	12.0	17.3	18.1		
Samoa	TF	129	129	..	0.2	..	TF	0.1	-1.4	-0.4	0.0		2.2	-13.8	6.1			0.7	-4.0	0.0	3.7		
Solomon Is	TF	18	21	..	12.4	..	TF	18.5	21.6	15.8								-1.5	3.0	30.9	15.4		
Tonga	TF	51	45	..	-10.3	..	TF	-17.4	-17.4									-6.1	-16.8	-9.3	-8.3		
Tuvalu	TF	2	2	..	4.9	..	TF											6.9	31.8	9.8	-24.6		
Vanuatu	TF	101	97	..	-3.5	..	TF	-4.1	-16.6	3.1			-0.1					-4.0	-3.7	-4.9	-1.2		
South Asia		10,103	11,562	12,586	14.4	8.9		8.9	8.5	12.9	8.1	7.1	3.5	10.4	10.6	5.8	5.3	21.5	11.4	10.9	13.1		
Bangladesh	TF	267	TF																
Bhutan	TF	23	27	..	14.7	..	TF	33.6	9.4	40.0	47.7		87.8	20.6	38.3			56.2	-17.9	3.7	30.5		
India	TF	5,168	5,776	6,290	11.8	8.9	TF	8.9	10.3	12.6	7.2	6.7	-1.3	12.4	11.0	4.7	5.2	15.6	8.3	11.1	11.1		
Iran	TF	TF																
Maldives	TF	656	792	..	20.7	..	TF	17.8	12.8	22.8	18.9		15.9	14.9	21.9	15.1		20.5	19.5	26.5	17.5		
Nepal	TF	510	603	..	18.2	..	VF(1)	21.4	12.5	39.0	18.5	18.8	26.4	10.8	16.8	20.3	20.4	29.8	7.1	23.3	15.9		
Pakistan	TF	855	914	..	6.9	..	TF											47.3	10.4	-19.3	0.0		
Sri Lanka	TF	448	654	856	46.1	30.8	TF	30.8	34.1	40.7	30.0	23.3	29.6	27.2	32.8	25.8	15.2	50.3	45.9	37.2	50.8		

Source: World Tourism Organization (UNWTO) ©

(Data as collected by UNWTO January 2012)

See box at page 'Annex-1' for explanation of abbreviations and signs used

(1) Air arrivals only

International Tourist Arrivals by (sub)region and selected countries and territories of destination

	Full year			Change		Monthly/quarterly data (% change over same period of the previous year)															
	Series	2009	2010	2011*	10/09	11*/10	Series	2010													
		(1000)		(%)	YTD	Q1		Q2	Q3	Q4	Aug	Sep	Oct	Nov	Dec	Q1	Q2	Q3	Q4		
Americas		140,713	149,818	156,160	6.5	4.2		4.2	4.0	6.3	3.6	3.2	1.6	5.4	1.1	3.5	4.7	4.4	7.5	8.9	4.5
North America		92,149	98,150	101,037	6.5	2.9		2.9	1.2	5.4	3.0	1.8	0.7	5.1	-0.2	1.9	3.8	3.7	9.5	8.4	3.8
Canada	TF	15,737	16,097	..	2.3	..	TF	-1.2	-4.5	1.7	-1.7		-3.3	0.7	-1.9			-0.5	-0.1	3.8	4.6
Mexico	TF	21,454	22,260	..	3.8	..	TF	0.3	2.0	4.8	-0.9		-9.9	2.8	-7.6	-7.1		-4.6	13.2	8.1	1.1
United States	TF	54,958	59,793	..	8.8	..	TF	4.8	1.9	6.6	6.0		5.3	7.2	2.6			9.1	11.5	10.6	5.0
Caribbean		19,498	20,106	20,821	3.1	3.6		3.6	3.6	4.9	2.5	3.1	0.6	3.5	-0.2	4.2	4.5	5.6	0.4	3.6	2.6
Anguilla	TF	58	62	..	7.1	..	TF	12.0	8.1	19.5								11.8	7.6	1.5	6.2
Antigua, Barb	TF	234	231	..	-1.3	..	TF(1)	5.8	2.6	9.5	6.3		6.2	5.4				0.2	-3.3	-4.1	1.2
Aruba	TF	813	825	..	1.6	..	TF	5.8	2.2	10.0	8.6		8.8	9.3	-2.7			6.2	-1.2	0.7	0.6
Bahamas	TF	1,327	1,370	..	3.2	..	TF	-3.8	-3.2	-1.3	-5.6		-13.8	0.9	-12.0			2.0	4.0	8.9	-2.4
Barbados	TF	519	532	..	2.6	..	TF	7.2	5.9	6.7	11.3		19.3	-3.1	0.8			2.0	4.3	6.4	-1.3
Bermuda	TF	236	232	..	-1.5	..	TF	3.3	6.8	3.8	1.4		-0.2	9.0				-10.5	3.4	-1.4	-3.3
Br. Virgin Is	TF	304	330	..	8.6	..	TF	3.5	3.9									23.3	5.6	3.1	-1.2
Cayman Islands	TF	272	288	..	6.0	..	TF	7.3	6.8	9.4	6.1		4.8	4.3	4.1	7.7		8.3	0.9	6.9	8.1
Cuba	TF	2,405	2,507	..	4.2	..	VF	7.6	11.5	9.4	2.5		0.9	5.8	-1.9	7.1		0.1	2.2	6.8	9.6
Curaçao	TF	367	342	..	-6.9	..	TF	15.7	11.6	20.6	15.4		18.3	16.3				-10.0	-11.4	-0.8	-5.1
Dominica	TF	75	77	..	2.1	..	TF	-2.6	-5.6	-7.3	4.6		1.5	-7.9				13.7	6.7	-6.0	-3.0
Dominican Rp	TF	3,992	4,125	4,306	3.3	4.4	TF	4.4	2.9	4.7	3.2	7.4	-1.4	9.3	7.5	6.3	8.0	3.9	0.7	5.0	3.6
Grenada	TF	113	106	..	-6.4	..	TF	6.0										-1.3	-18.0	-4.2	-4.1
Guadeloupe	TCE	347	THS														
Haiti	TF	387	TF														
Jamaica	TF	1,831	1,922	..	4.9	..	TF	2.0	4.4	2.4	-1.1		-2.7	1.3				9.2	-1.1	3.9	8.1
Martinique	TF	442	476	..	7.9	..	TF	3.0	0.8	8.0			0.5					23.3	-1.5	1.3	8.5
Puerto Rico	TF	3,551	3,679	..	3.6	..	THS	4.5	2.9	7.5	6.2		6.6	-1.6	-5.3			11.7	1.3	3.3	3.7
Saba	TF	12	12	..	3.1	..	TF											10.6	-4.0	-0.6	5.0
Saint Lucia	TF	278	306	..	9.9	..	TF	-6.2	-1.1	-5.8			-14.2					12.5	11.2	25.3	-9.1
St. Eustatius	TF	12	TF											23.4	0.1	0.3	
St. Kitts-Nev	TF	93	92	..	-1.6	..	TF	-3.7	-3.7									-7.6	-10.1	-2.3	19.8
St. Maarten	TF	440	443	..	0.7	..	TF(1)	-5.5	-2.9	-9.0								7.0	-0.9	-3.6	-1.5
St. Vincent, Grenadines	TF	75	72	..	-3.9	..	TF	2.1	-5.0	15.8	-2.8		-3.7	8.8				2.1	-4.3	-5.0	-8.6
Trinidad Tbg	TF	419	TF											-6.4			
US. Virgin Is	TF	563	590	..	4.8	..	VF(1)	-4.3	-3.7	-7.8	-3.0		-7.5	-0.2	3.8			15.4	1.4	3.4	-5.4
Central America		7,640	7,930	8,223	3.8	3.7		3.7	2.6	4.8	3.6	3.9	1.8	6.3	2.4	4.7	4.4	5.5	6.5	4.2	-0.7
Belize	TF	232	238	..	2.5	..	TF	3.2	0.6	8.0	1.4		-3.0	6.8				5.8	-0.7	2.4	1.9
Costa Rica	TF	1,923	2,100	..	9.2	..	TF	4.3	7.8	4.8	-0.7		-4.3	0.7				11.5	7.2	7.9	9.7
El Salvador	TF	1,091	1,150	..	5.4	..	TF	1.7	1.5	-5.6	5.5		5.6	9.3	2.5	12.6		4.1	15.8	2.6	0.3
Guatemala	TF	1,392	1,219	..	-12.4	..	VF	-3.1	-9.0	3.6	-0.6		0.8	1.4	-8.3	-3.5		8.3	18.9	4.6	-5.1
Honduras	TF	870	896	931	3.0	4.0	TF	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	3.0	3.0	3.0	3.0
Nicaragua	TF	932	1,011	..	8.5	..	TF	3.4	-2.2	10.9	2.7		0.4	10.6	1.9			16.7	1.6	11.0	5.0
Panama	TF	1,200	1,317	..	9.7	..	TF*	11.0	8.0	11.2	13.7		8.5	13.7	12.3			7.6	13.2	19.5	1.4
South America		21,426	23,632	26,079	10.3	10.4		10.4	13.1	13.0	7.9	7.8	7.9	8.1	7.1	8.6	7.8	4.9	5.8	18.6	10.2
Argentina	TF	4,308	5,325	..	23.6	..	TF	9.2	10.5	10.2	6.9							19.8	17.0	47.5	16.2
Bolivia	TF	671	807	..	20.2	..	THS											12.9	12.9		
Brazil	TF	4,802	5,161	..	7.5	..	TF											2.6	2.7	11.0	16.1
Chile	TF	2,750	2,766	..	0.6	..	TF	11.3	9.3	19.8	9.8		4.8	10.6	6.3	10.5		-5.5	-5.3	14.4	3.7
Colombia	TF	2,303	2,385	..	3.6	..	VF(2)	8.9	15.3	13.3	2.8		1.5	4.5	-1.8			8.3	4.2	11.4	11.3
Ecuador	VF	968	1,047	1,141	8.1	9.0	VF	9.0	4.1	12.7	7.0	12.6	4.0	11.6	5.5	13.9	17.6	16.0	2.9	7.6	6.2
Guyana	TF	141	150	..	6.4	..	TF	2.2	-4.9	8.9	0.5		-3.9	2.0	8.2			7.4	7.0	9.8	1.3
Paraguay	TF	439	465	..	5.9	..	TF	9.4	7.7	5.9	9.1		8.4	9.0	22.1			5.6	6.6	5.5	6.1
Peru	TF	2,140	2,299	..	7.4	..	TF	13.9	16.7	12.4	12.7		13.5	12.5				4.1	7.4	10.8	7.4
Suriname	TF	150	205	..	36.3	..	TF	6.9	0.4	17.0	4.6		6.4	10.6				98.6	58.3	20.0	
Uruguay	TF	2,055	2,349	..	14.3	..	TF	23.5	39.0	28.0	11.0		23.2	6.3	1.9	11.2		1.8	9.8	44.5	14.3
Venezuela	TF	615	VF	12.2	10.9	10.9	5.6	21.0	1.5	9.2	40.2	18.2	7.4	-30.3	-13.1	-24.2	-29.6

Source: World Tourism Organization (UNWTO) ©

(Data as collected by UNWTO January 2012)

See box at page 'Annex-1' for explanation of abbreviations and signs used

(1) Non-resident air arrivals only; (2) Data Departamento Administrativo de Seguridad (DAS)

International Tourism Receipts by (sub)region and selected countries and territories of destination

	Full year (US\$)				Local currencies, current prices (% change over same period of the previous year)																
	2000	2005	2009	2010	Series												2010				
	(million)				09/08	10/09	2011*								Q1	Q2	Q3	Q4			
							YTD	Q1	Q2	Q3	Q4	Aug	Sep	Oct	Nov	Dec	Q1	Q2	Q3	Q4	
Americas	131,355	145,343	165,917	181,529																	
North America	101,964	107,731	119,199	130,976																	
Canada	10,778	13,768	13,733	15,711			-6.1	3.1	0.7	-2.2	3.6	0.2					3.8	2.8	5.4	4.2	
Mexico	8,294	11,803	11,275	11,760	\$		-15.2	4.3	-3.0	-7.2	1.9	-3.5		-6.6	1.8	-3.3	0.1	-0.9	15.3	7.0	-0.6
United States	82,892	82,160	94,191	103,505	sa		-14.7	9.9	11.9	8.3	14.8	14.0		15.4	13.0	11.4	8.1	6.3	9.7	11.6	11.9
Caribbean	17,217	20,726	22,442	23,425																	
Anguilla	56	86	89	96			-18.5	7.8	8.0	8.0							6.3	-5.9	1.4	9.8	
Antigua, Barb	291	309	293	298			-12.3	1.6	4.7	4.7							-0.4	-5.6	-5.7	0.7	
Aruba	814	1,097	1,214	1,236			-9.6	1.8	6.0	6.0							3.0	5.0	-2.2	1.4	
Bahamas	1,734	2,069	1,929	2,059			-10.0	6.7	-4.1	-4.1							7.0	5.6	12.2	23.1	
Barbados	785	896	1,068	1,105			-10.6	3.5									-3.2	10.4	8.6	0.2	
Bermuda	431	429	366	413			-15.1										2.7	23.2	12.2	1.4	
Bonaire	59	87	106	..			-12.1										-35.6	13.1	38.0		
Br. Virgin Is	345	437	369	..			-17.3														
Cayman Islands	559	356	486	..																	
Cuba	1,737	2,150	2,051	2,187					11.4	9.8	16.0	9.2					3.3	4.7	2.6	4.5	
Curaçao	189	244	361	385			-4.4	6.5									0.8	4.6	6.9	13.4	
Dominica	48	57	84	87			-4.1	3.7	-17.4	-17.4							15.0	18.4	-0.4	-9.1	
Dominican Rp	2,860	3,518	4,049	4,209	\$		-2.8	4.0	3.6	2.9	4.6						3.5	-0.2	5.7	6.9	
Grenada	93	71	94	96			-13.9	1.9	5.1	5.1							2.1	-12.3	-2.2	-1.4	
Haiti	128	80	312	167			19.1	-48.3													
Jamaica	1,333	1,545	1,926	1,986	\$		-2.5	3.1	2.3	2.7	3.3						7.6	-2.9	3.2	4.8	
Martinique	302	280	420	472			-4.3	18.2													
Montserrat	9	9	6	6			-13.9	-2.0	2.6	2.6							-12.3	0.3	2.1	-6.9	
Puerto Rico	2,388	3,239	3,473	3,598	\$		-1.8	3.6													
Saint Lucia	281	369	296	329			-4.8	11.0	-7.8	-7.8							10.9	14.8	29.1	-6.0	
St. Kitts-Nev	58	121	83	84			-24.1	0.7	-0.3	-0.3							-4.1	-5.8	-1.6	17.5	
St. Maarten	512	659	616	674			-7.2	9.5									2.3	14.4	16.8	9.8	
St. Vincent, Grenadines	82	77	88	86			-8.9	-1.5	4.0	4.0							1.8	-2.4	-2.9	-3.7	
Trinidad Tbg	213	453	367	..	\$		-7.6	..													
US. Virgin Is	1,206	1,432	1,468	..			-3.4														
Central America	2,958	4,486	6,003	6,668																	
Belize	111	214	256	256			-8.0	0.0	0.4	-3.3	6.9	-0.4					2.3	-20.0	-9.9	52.5	
Costa Rica	1,302	1,671	1,815	2,009	\$		-20.5	10.7	4.1	1.4	6.3	5.7					21.4	15.4	6.4	-2.7	
El Salvador	217	361	319	390	\$		-24.8	22.1	-10.3	-20.8	-39.5	24.9					0.7	42.2	38.7	10.9	
Guatemala	482	791	1,179	1,378	\$		10.3	16.9	-2.1	-5.3	3.8	-1.2		-0.4	1.6	-8.0	-3.5	61.8	19.9	7.2	-4.2
Honduras	260	463	616	650	\$		-0.5	5.6	8.0	8.4	7.9	7.8		7.7	7.8		5.7	5.3	5.6	5.8	
Nicaragua	129	206	334	309	\$		11.1	-7.7	17.6	27.0	18.3	8.0					-2.1	-0.2	-8.4	-19.5	
Panama	458	780	1,483	1,676			5.4	13.0	14.1	9.6	12.0	20.4		15.1	21.1	15.7		11.0	17.4	16.5	8.5
South America	9,216	12,400	18,272	20,461																	
Argentina	2,904	2,729	3,960	4,942	\$		-14.8	24.8	14.8	7.1	25.3	16.7					23.8	17.3	55.4	13.6	
Bolivia	68	239	279	310	\$		1.5	11.0	3.4	3.4	3.4						10.1	-1.0	-0.4	33.3	
Brazil	1,810	3,861	5,305	5,919	\$		-8.3	11.6	14.9	8.9	22.7	16.9		23.8	14.6	21.2	4.9	16.1	12.0	6.1	11.7
Chile	819	1,109	1,604	1,636	\$		-4.2	2.0	13.2	9.5	26.7	8.0					-7.4	2.5	10.1	6.6	
Colombia	1,030	1,222	1,999	2,083	\$		8.4	4.2	10.1	19.7	8.6	3.1					3.3	-1.8	7.4	7.3	
Ecuador	402	486	670	781	\$		-9.7	16.6	5.6	6.0	2.3	8.5					14.3	21.7	14.3	16.4	
Guyana	75	35	35	80			-40.6	128													
Paraguay	73	78	205	217	\$		87.8	6.2	6.7	6.9	5.6						6.0	6.8	5.8	6.4	
Peru	837	1,308	2,014	2,274	\$		1.2	12.9	19.0	21.2	19.1	17.1					6.0	10.1	18.6	16.2	
Suriname	16	45	64	61			-16.9	-4.7													
Uruguay	713	594	1,312	1,496	\$		24.8	14.0	48.9	58.7	30.1	53.4		60.1	82.8	35.0	26.3	20.9	8.7	4.9	10.6
Venezuela	423	650	788	618	\$		-14.1	-21.6										-25.6	-3.9	-36.4	-10.6

Source: World Tourism Organization (UNWTO) ©

(Data as collected by UNWTO January 2012)

See box at page 'Annex-1' for explanation of abbreviations and signs used

International Tourist Arrivals by (sub)region and selected countries and territories of destination

	Full year			Change		Monthly/quarterly data (% change over same period of the previous year)															
	Series	2009	2010	2011*	10/09	11*10	Series	2011*													
		(1000)			(%)	YTD		Q1	Q2	Q3	Q4	Aug	Sep	Oct	Nov	Dec	Q1	Q2	Q3	Q4	
Africa		46,674	49,786	49,773	6.7	0.0		0.0	4.5	-1.5	-3.5	1.6	-6.0	2.6	-0.5	3.7	1.8	7.9	7.8	4.0	8.0
North Africa		17,574	18,667	16,434	6.2	-12.0		-12.0	-13.2	-12.8	-15.1	-4.9	-22.4	-1.7	-10.6	3.2	-5.6	9.2	4.4	4.1	9.3
Algeria	VF	1,912	VF														
Morocco	TF	8,341	9,288	..	11.4	..	TF	1.6	6.5	6.2	-4.0		-9.3	1.9	0.8			15.5	11.8	7.5	13.6
Sudan	TF	420	TF														
Tunisia	TF	6,901	6,902	4,782	0.0	-30.7	TF	-30.7	-44.1	-36.2	-29.0	-16.6	-36.6	-5.3	-23.5	1.1	-21.6	0.6	-3.5	0.3	3.7
Subsaharan Africa		29,100	31,118	33,338	6.9	7.1		7.1	12.4	5.5	6.3	4.8	5.7	5.3	5.5	3.9	5.0	7.3	10.0	3.9	7.4
Angola	TF	366	425	..	16.2	..	TF														
Benin	TF	190	199	..	4.7	..	TF											10.5	9.6	-3.1	7.9
Botswana	TF	2,103	2,145	..	2.0	..	TF														
Burkina Faso	THS	269	274	..	1.8	..	THS											-1.6	12.9	-0.1	-2.5
Cameroon	THS	403	573	..	42.2	..	TF														
Cape Verde	THS	287	382	..	33.1	..	THS	28.2	20.4	37.3								8.1	3.7	23.3	32.9
Eritrea	VF	79	84	..	5.8	..	VF											25.3	25.3	-8.3	-8.3
Gambia	TF	142	91	..	-35.7	..	TF	10.3										-32.3	-61.6	-24.8	-33.0
Ghana	TF	803	931	..	16.0	..	TF	13.5	25.3	4.1								-8.8	-8.8	-8.8	5.1
Kenya	TF	1,392	1,470	..	5.6	..	VF(1)	16.1	15.1	11.5	22.1		34.9	7.5	9.4			18.9	14.9	14.5	12.9
Lesotho	TF	320	414	..	29.5	..	VF											24.0	32.0	12.6	28.0
Madagascar	TF	163	196	..	20.5	..	TF	16.0	13.2	18.7	15.9		24.4	14.5				8.0	16.9	31.8	24.0
Malawi	TF	755	746	..	-1.2	..	TF											-4.0	-12.8	28.4	-8.4
Mali	TF	160	169	..	5.6	..	THS														
Mauritius	TF	871	935	..	7.3	..	TF	3.9	5.1	6.8	1.1		2.7	-0.8	3.8	1.6		7.3	4.8	6.2	9.8
Mozambique	TF	2,224	1,718	..	-22.8	..	THS	7.8	29.7	-8.2								8.5	28.8	8.0	45.8
Namibia	TF	980	984	..	0.4	..	TF														
Nigeria	TF	1,414	TF														
Reunion	TF	422	421	..	-0.3	..	TF	0.1	-5.8	9.9								15.2	-12.7	-11.0	3.0
Rwanda	VF	699	666	..	-4.7	..	VF	25.7	25.7	25.7								-22.2	-3.4	12.2	-1.2
Sao Tome Prn	TF	15	8	..	-47.4	..	TF														
Senegal	TF	TF*	-2.1	11.6	-3.3	-16.2		-20.5	-7.0				-8.4	-0.3	8.2	27.7
Seychelles	TF	158	175	194	10.8	11.4	TF	11.4	1.0	16.7	18.5	10.7	32.6	5.8	8.7	6.8	17.0	19.1	7.7	5.9	10.5
Sierra Leone	TF	37	39	..	5.0	..	TF											14.1	-5.9	58.3	-9.4
South Africa	TF	7,012	8,074	TF	2.6	7.1	-1.3	2.2		-1.4	2.7				20.9	18.9	11.5	10.6
Swaziland	TF	909	868	..	-4.5	..	VF	-1.2	-1.2	-0.5	-1.7		-9.6	-1.1	3.3	-6.2		11.2	0.4	-5.6	-4.1
Tanzania	TF	714	783	..	9.6	..	VF											7.4	17.9	10.0	5.1
Togo	THS	150	THS														
Uganda	TF	807	946	..	17.3	..	TF											16.5	11.0	44.1	32.2
Zambia	TF	710	815	..	14.8	..	TF											-4.2	26.0	12.4	28.5
Zimbabwe	VF	2,017	2,239	..	11.0	..	VF											31.9	39.4	-13.6	-4.4
Middle East		52,249	60,159	55,433	15.1	-7.9		-8.0	-4.3	-2.4	-7.1	-16.8	-6.3	-5.7	-18.3	-16.2	-16.4	22.4	21.5	18.7	8.2
Bahrain	TF	VF	-32.7	-26.7	-38.8								24.9	36.4	44.7	34.6
Egypt	TF	11,914	14,051	..	17.9	..	VF	-33.2	-45.3	-35.4	-24.0		-20.6	-22.6	-27.5	-27.5		28.9	14.7	12.6	15.8
Iraq	VF	1,262	1,518	..	20.3	..	VF														
Jordan	TF	3,789	4,557	..	20.3	..	TF	-15.7	4.0	-20.4	-23.6		-31.6	-12.4				33.4	28.5	14.8	10.4
Kuwait	THS	297	207	..	-30.3	..	THS											-17.1	-54.4	-35.5	-6.5
Lebanon	TF	1,851	2,168	..	17.1	..	TF	-24.4	-13.4	-24.1	-31.3		-20.0	-26.3	-20.8			32.1	23.1	7.9	14.8
Oman	TF	1,524	THS*	12.9	9.1	8.5	23.0		19.9	16.2	13.5						
Palestine	THS	396	522	..	31.9	..	THS	-11.6	4.5	-11.8	-25.8		-36.4	3.0				67.1	50.9	8.7	21.8
Qatar	TF	1,659	1,866	..	12.5	..	THS											12.6	18.5	-6.4	26.1
Saudi Arabia	TF	10,897	10,850	..	-0.4	..	TF	82.8	64.9	119.7	67.2		60.5	51.0				1.0	5.8	29.3	-22.9
Syrian Arab Republic	TF	6,092	8,546	5,070	40.3	-40.7	VF	-41.0	-5.4	-45.9	-51.5	-52.4	-49.3	-48.6	-47.5	-47.9	-62.7	72.4	55.0	27.2	30.1
Untd Arab Emirates(2)	THS	6,812	7,432	..	9.1	..	THS(2)	9.6	10.8	4.9	13.6		-0.4	22.9				5.4	13.0	0.9	16.7
Yemen	THS	434	536	..	23.5	..	TF											-5.6	21.1	15.7	69.0

Source: World Tourism Organization (UNWTO) ©

(Data as collected by UNWTO January 2012)

See box at page 'Annex-1' for explanation of abbreviations and signs used

(1) Tourist arrivals in the International Airports of Jomo Kenyatta, Mobassa and Moi, as well as by Cruise Ships

(2) Dubai only

International Tourism Receipts by (sub)region and selected countries and territories of destination

	Full year (US\$)				Local currencies, current prices (% change over same period of the previous year)															
	2000	2005	2009	2010	Series	09/08	10/09	2011*								2010				
	(million)							YTD	Q1	Q2	Q3	Q4	Aug	Sep	Oct	Nov	Dec	Q1	Q2	Q3
Africa	10,328	21,984	28,234	30,531																
North Africa	3,822	7,026	9,896	9,755																
Algeria	96	184	267	..	\$	-17.6	..													
Morocco	2,039	4,610	6,557	6,720		-4.9	7.1	4.6	15.5	8.3	-1.6		-6.7	-2.0	5.0	-2.8	14.0	6.0	3.7	8.1
Sudan	5	89	299	94	\$	-9.7	-68.5													
Tunisia	1,682	2,143	2,773	2,645		2.9	1.1	-50.7	-43.0	-55.7							-3.9	1.8	1.1	4.0
Subsaharan Africa	6,506	14,958	18,338	20,776																
Angola	18	88	534	719	\$	87.4	34.6													
Benin	77	103	131	133		-41.4	6.3													
Botswana	222	562	228	218		-56.8	-9.2													
Burkina Faso	19	45	66	..		12.2														
Cameroon	57	175	270	159		82.5	-38.2													
Cape Verde	41	123	285	278		-14.0	2.2	23.4	18.3	13.7	37.0						7.0	-6.3	-0.8	9.5
Côte d'Ivoire	49	83	113	..		2.7														
Ethiopia	57	168	329	522	\$	-12.7	58.7										24.9			
Gambia	48	68	63	32	\$	-21.3	-49.2													
Ghana	335	836	768	620	\$	-16.4	-19.3													
Kenya	283	579	690	800	\$	-8.3	15.9	26.2	32.7	19.9							8.6	37.9	13.5	9.4
Lesotho	18	27	30	34		1.5	-0.6													
Liberia	..	67	123	12		-15.9														
Madagascar	121	183	308	306		0.5	6.3	16.0	13.2	18.6							8.1	17.1	30.5	24.8
Mali	40	148	192	283		-26.5	54.9													
Mauritius	542	871	1,117	1,282		-13.4	10.5	6.4	8.4	6.4	5.8		6.1	-3.0	1.5		7.4	10.1	12.4	12.8
Mozambique	74	130	196	197	\$	2.9	0.9	8.4	27.5	-2.2							-19.8	28.8	-1.8	-3.8
Namibia	160	348	398	438		8.1	-5.0													
Niger	23	43	66	..		-11.5														
Nigeria	101	54	602	571	\$	5.8	-5.1													
Reunion	255	384	425	392	€	0.0	-3.0													
Rwanda	4	49	174	202	\$	-6.2	-2.1													
Sao Tome Prn	10	7	10	9	\$	23.1	-2.1													
Senegal	144	248	463	..		-10.2														
Seychelles	139	192	208	231		11.2	-1.5													
Sierra Leone	10	64	25	26		-16.5														
South Africa	2,675	7,508	7,543	9,070	sa	-2.4	3.9	-1.1	2.2	-13.9	10.5						-6.9	18.0	4.0	0.4
Swaziland	21	77	40	51		57.8	10.2													
Tanzania	377	824	1,160	1,303	\$	-10.0	12.3													
Togo	8	20	68	..		82.3														
Uganda	165	380	667	784	\$	33.9	17.5	26.8	36.7	14.9							50.0	11.7	-28.2	51.0
Zambia	67	98	98	125		-10.8	21.3													
Zimbabwe	125	99	523	634	\$	77.9	21.2													
Middle East	16,754	26,599	42,200	51,360																
Bahrain	573	920	1,118	1,362		-4.1	21.8													
Egypt	4,345	6,851	10,755	12,528	\$	-2.1	16.5	-25.7	-34.0	-35.4	-13.0		-32.0	12.3	-30.2	-18.2	24.2	12.0	13.1	18.5
Jordan	723	1,441	2,911	3,413		-1.0	17.2	-17.7	0.9	-23.4	-24.5						31.7	25.3	10.6	8.5
Kuwait	98	164	354	227		47.8	-36.3													
Lebanon	..	5,532	6,774	8,012	\$	16.4	18.3													
Libyan Arab Jamahiriya	75	250	50	60		-30.8	21.3													
Oman	221	429	689	775		-13.4	12.5													
Palestine	283	119	410	..	\$	52.5	..													
Qatar	128	760	179	584		22.9	22.7													
Saudi Arabia	..	4,622	5,995	6,712		1.4	12.0	42.8	29.0	54.3							16.0	0.9	18.5	12.7
Syrian Arab Republic	1,082	1,944	3,757	6,190		19.3	64.8													
Untd Arab Emirates	1,063	3,218	7,352	8,577		2.7	16.7													
Yemen	73	181	496	622	\$	9.5	25.4													

Source: World Tourism Organization (UNWTO) ©

(Data as collected by UNWTO January 2012)

See box at page 'Annex-1' for explanation of abbreviations and signs used

UNWTO Panel of Tourism Experts

The UNWTO Tourism Confidence Index

The UNWTO *Tourism Confidence Index* is based on the results of an email survey conducted by the UNWTO Secretariat among selected representatives of public and private sector organisations participating in the UNWTO *Panel of Tourism Experts*. The survey has been repeated every four months since May 2003 in order to keep track of actual performance, as well as perceived short-term prospects, of the tourism sector. This allows performance and prospects to be compared over time, as well as providing a comparison of the actual performance of the past four months with prospects forecast for the same period four months earlier. Results are also broken down by region and by sector of activity. These breakdowns should, however, be interpreted with caution as they may in some cases be based only on a relatively small number of responses.

The UNWTO Secretariat's aim is to continuously expand and improve the Panel sample. Experts interested in participating in the survey, in particular from countries still not included in the listing below, are kindly invited to send an email to <barom@unwto.org>.

How to read this data

For the UNWTO *Tourism Confidence Index* members of the UNWTO Panel of Tourism Experts are asked once every four months by email to answer the following two simple questions:

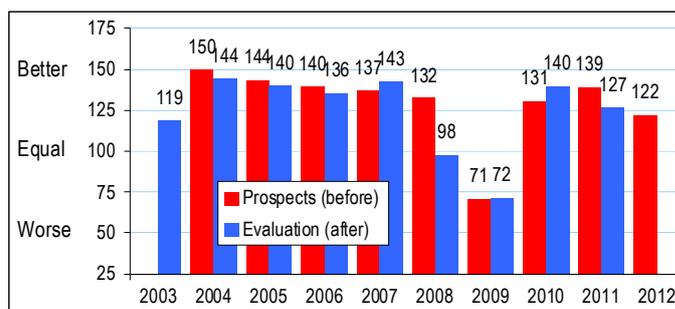
- What is your assessment of tourism performance in your destination or business for the four months just ended (or about to end) as against what you would reasonably expect for this time of year?
- What are the tourism prospects of your destination or business in the coming four months compared with what you would reasonably expect for this time of year?

Participants should select one of the following five options: much worse [0]; worse [50], equal [100]; better [150], much better [200]. Results are averaged and broken down by region and by activity. A value above 100 means that the number of participants who evaluate the situation as "better" or "much better", outnumber the participants who reply "worse" or "much worse".

In addition, participants are also invited to include a qualitative assessment in their own words. The analysis contained in the *UNWTO World Tourism Barometer* is in large part based on their comments.

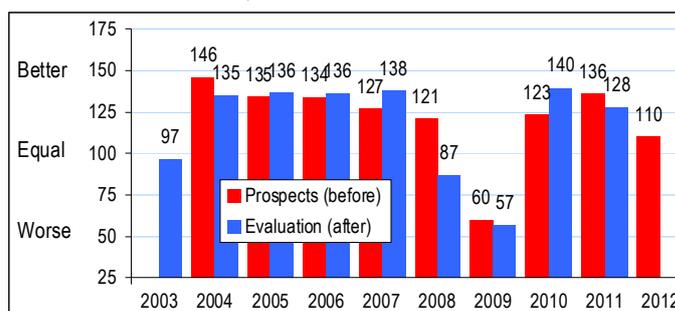
For this edition responses have been received from experts based in Algeria, Anguilla, Argentina, Australia, Austria, Azerbaijan, Bahamas, Belgium, Bhutan, Bolivia, Bosnia and Herzegovina, Brazil, Burkina Faso, Cambodia, Cameroon, Canada, Chile, China, Colombia, Costa Rica, Côte d'Ivoire, Croatia, Cuba, Cyprus, Czech Republic, Democratic Republic of the Congo, Denmark, Dominican Republic, Ecuador, Egypt, El Salvador, Estonia, Finland, France, Georgia, Germany, Greece, Grenada, Guatemala, Honduras, Hong Kong (China), Hungary, Iceland, India, Indonesia, Iran, Ireland, Israel, Italy, Jamaica, Japan, Jordan, Kenya, Lebanon, Lesotho, Liechtenstein, Lithuania, Macao (China), Malaysia, Maldives, Malta, Mauritius, Mexico, Monaco, Morocco, Nepal, Netherlands, New Zealand, Nicaragua, Niger, Nigeria, Norway, Paraguay, Peru, Poland, Portugal, Puerto Rico, Republic of Korea, Reunion, Romania, Russian Federation, Saudi Arabia, Senegal, Serbia, Singapore, Slovenia, South Africa, Spain, Swaziland, Sweden, Switzerland, Taiwan (pr. of China), Thailand, Tunisia, Turkey, United Arab Emirates, United Kingdom, United States, Uruguay, Uzbekistan, Venezuela, Vietnam and Zimbabwe.

UNWTO Panel of Tourism Experts: World



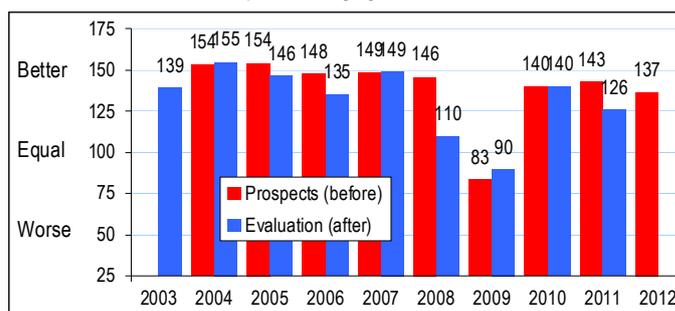
Source: World Tourism Organization (UNWTO) ©

UNWTO Panel of Tourism Experts: Advanced economies



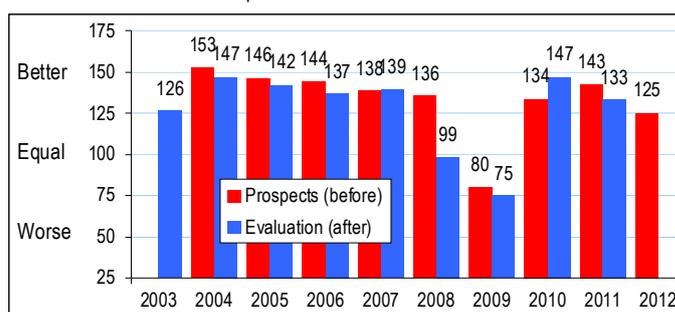
Source: World Tourism Organization (UNWTO) ©

UNWTO Panel of Tourism Experts: Emerging economies



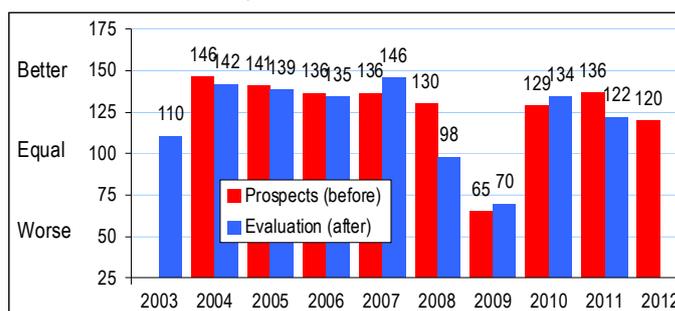
Source: World Tourism Organization (UNWTO) ©

UNWTO Panel of Tourism Experts: Public



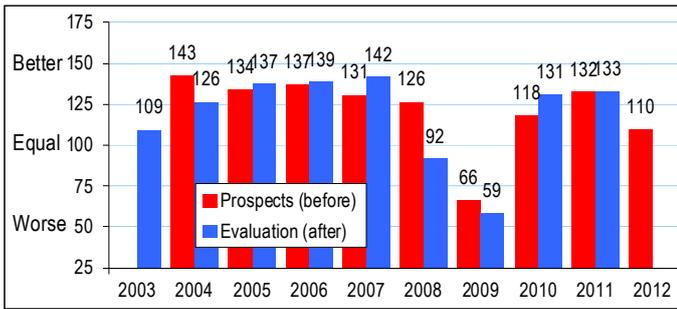
Source: World Tourism Organization (UNWTO) ©

UNWTO Panel of Tourism Experts: Private



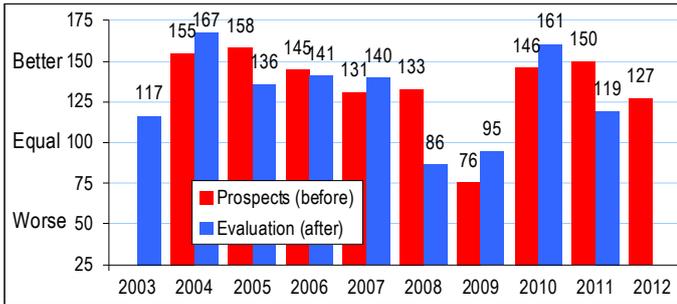
Source: World Tourism Organization (UNWTO) ©

UNWTO Panel of Tourism Experts: Europe



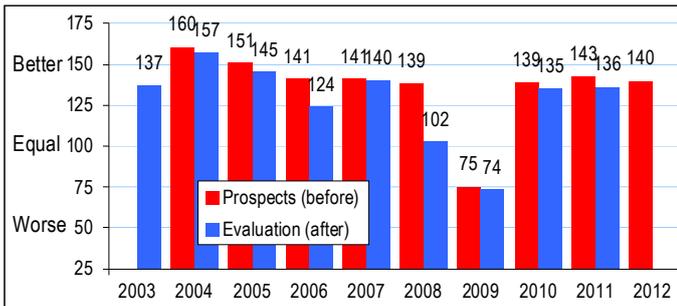
Source: World Tourism Organization (UNWTO) ©

UNWTO Panel of Tourism Experts: Asia and the Pacific



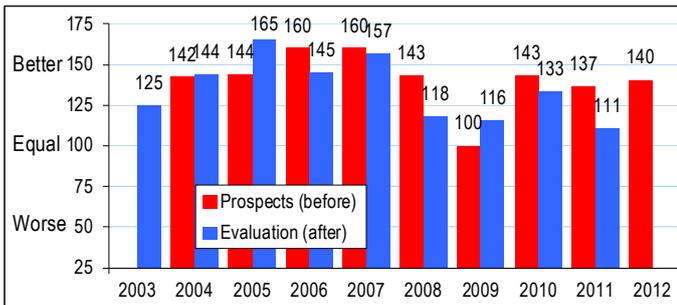
Source: World Tourism Organization (UNWTO) ©

UNWTO Panel of Tourism Experts: Americas



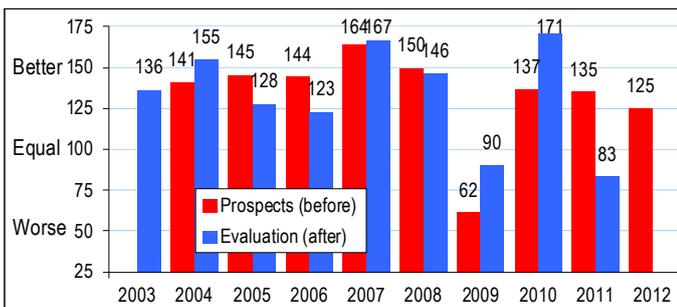
Source: World Tourism Organization (UNWTO) ©

UNWTO Panel of Tourism Experts: Africa



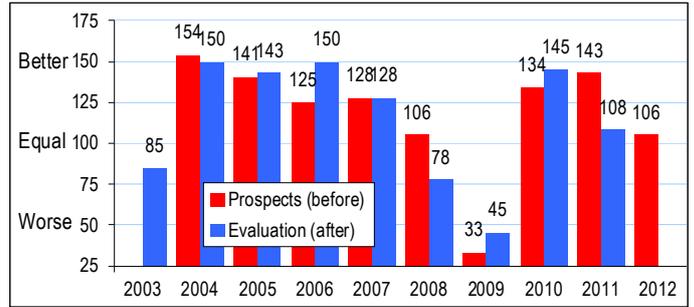
Source: World Tourism Organization (UNWTO) ©

UNWTO Panel of Tourism Experts: Middle East



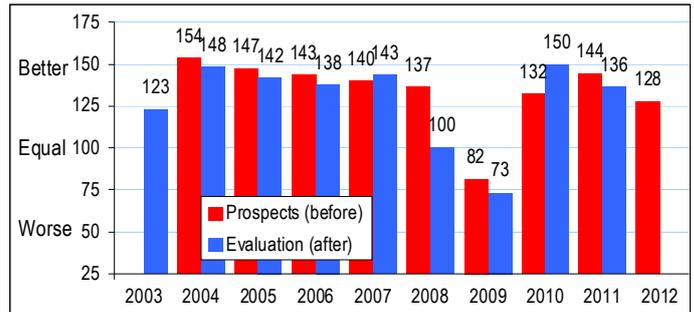
Source: World Tourism Organization (UNWTO) ©

UNWTO Panel of Tourism Experts: Global Operators



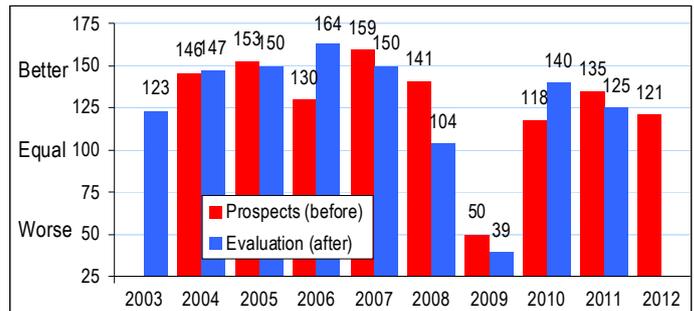
Source: World Tourism Organization (UNWTO) ©

UNWTO Panel of Tourism Experts: Destinations



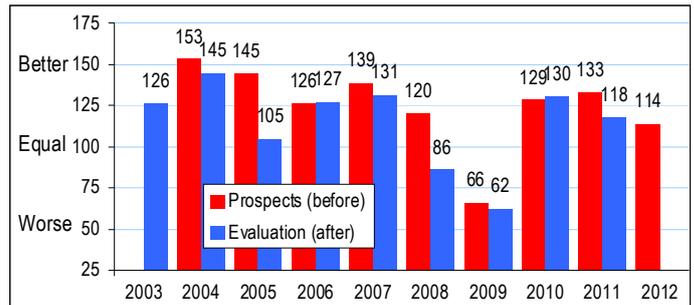
Source: World Tourism Organization (UNWTO) ©

UNWTO Panel of Tourism Experts: Transport



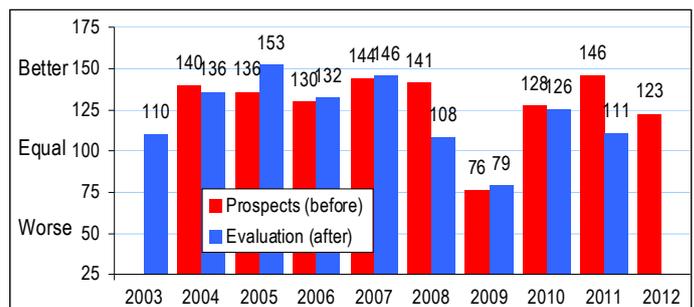
Source: World Tourism Organization (UNWTO) ©

UNWTO Panel of Tourism Experts: Accommodation & Catering



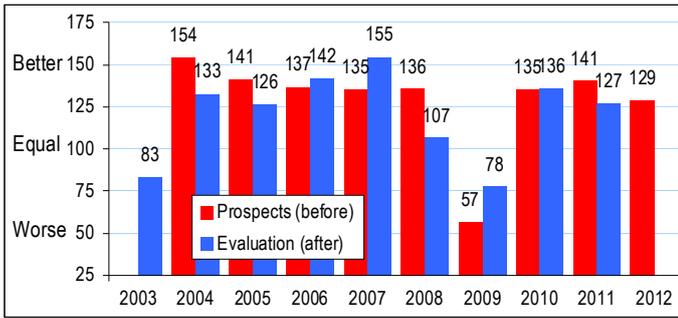
Source: World Tourism Organization (UNWTO) ©

UNWTO Panel of Tourism Experts: Tour Operators & Travel Agencies



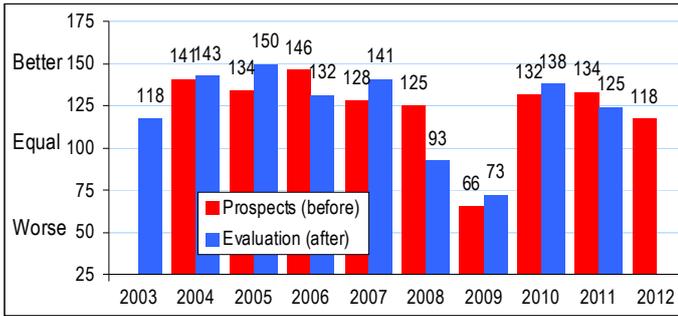
Source: World Tourism Organization (UNWTO) ©

UNWTO Panel of Tourism Experts: General Industry Bodies & Other



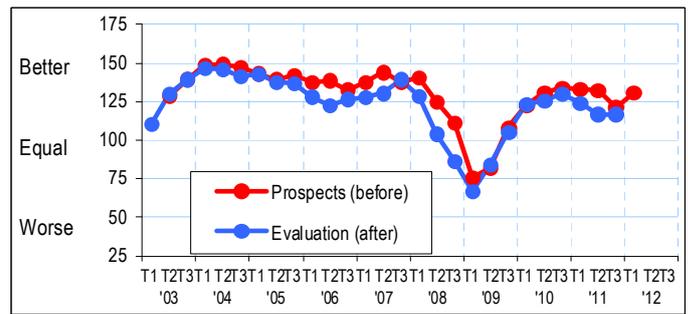
Source: World Tourism Organization (UNWTO) ©

UNWTO Panel of Tourism Experts: Consultancy, Research & Media



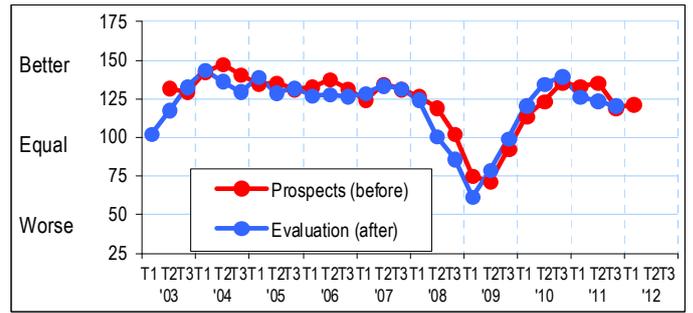
Source: World Tourism Organization (UNWTO) ©

UNWTO Panel of Tourism Experts: Emerging economies



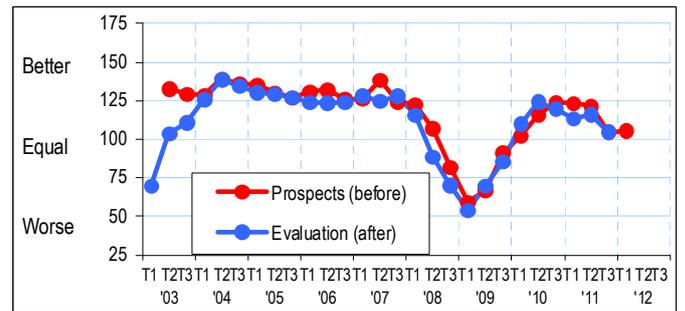
Source: World Tourism Organization (UNWTO) ©

UNWTO Panel of Tourism Experts: Public



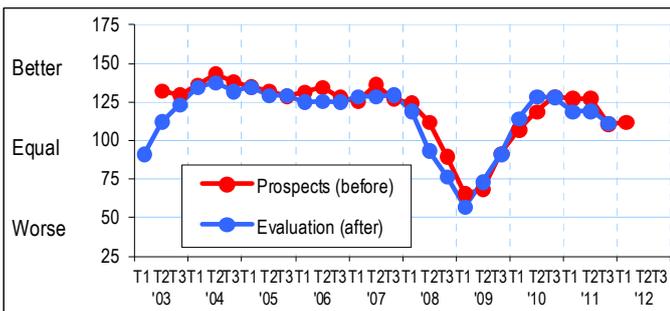
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UNWTO Panel of Tourism Experts: Private



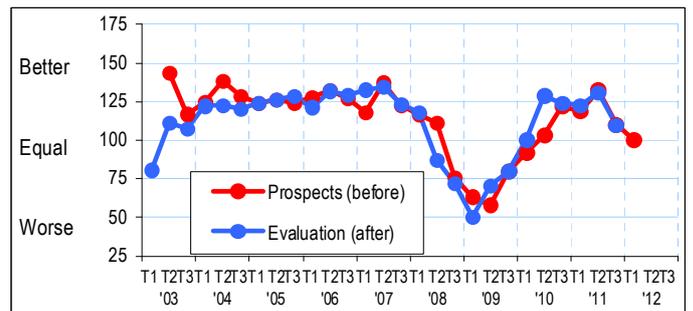
Source: World Tourism Organization (UNWTO) ©

UNWTO Panel of Tourism Experts: World



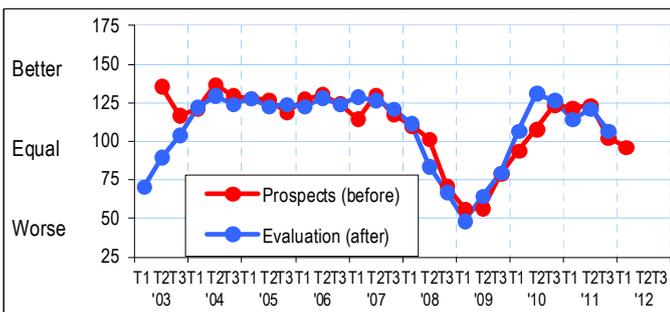
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UNWTO Panel of Tourism Experts: Europe



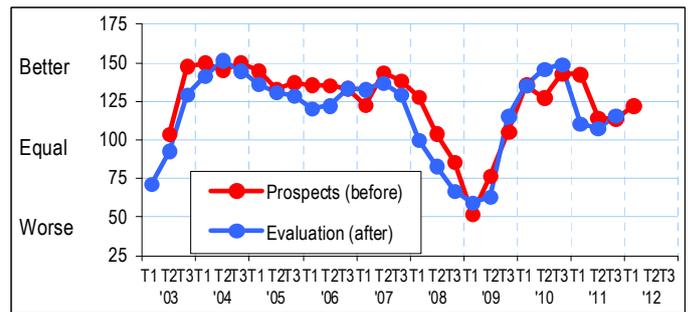
Source: World Tourism Organization (UNWTO) ©

UNWTO Panel of Tourism Experts: Advanced economies



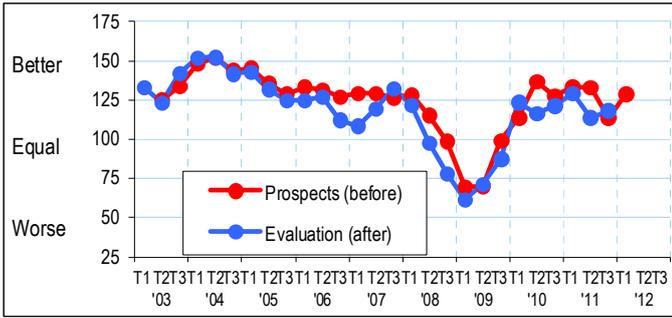
Source: World Tourism Organization (UNWTO) ©

UNWTO Panel of Tourism Experts: Asia and the Pacific



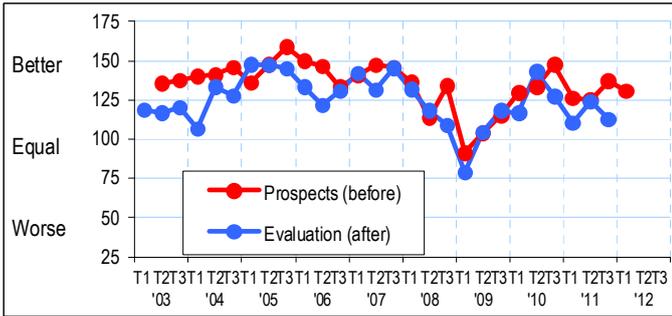
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UNWTO Panel of Tourism Experts: Americas



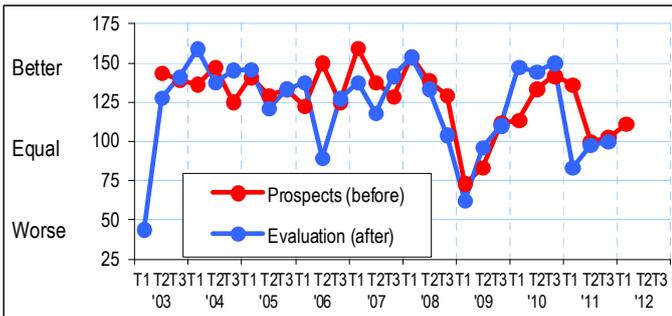
Source: World Tourism Organization (UNWTO) ©

UNWTO Panel of Tourism Experts: Africa



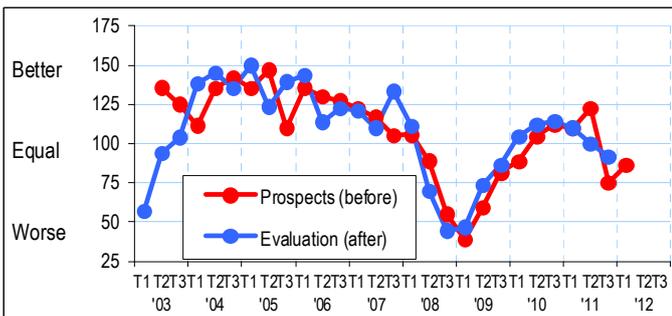
Source: World Tourism Organization (UNWTO) ©

UNWTO Panel of Tourism Experts: Middle East



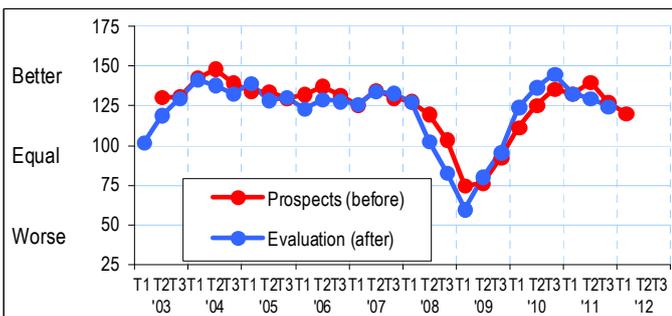
Source: World Tourism Organization (UNWTO) ©

UNWTO Panel of Tourism Experts: Global Operators



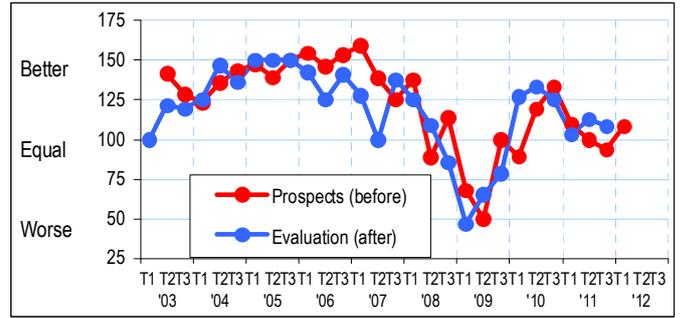
Source: World Tourism Organization (UNWTO) ©

UNWTO Panel of Tourism Experts: Destinations



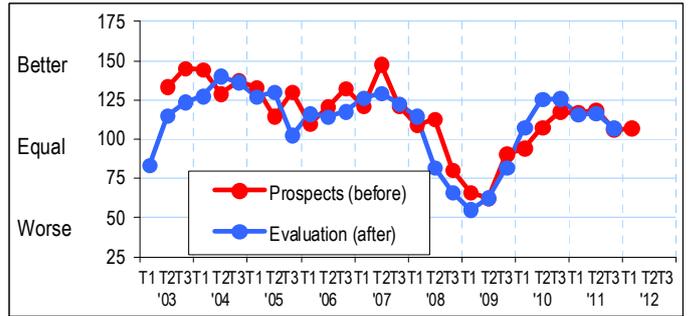
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UNWTO Panel of Tourism Experts: Transport



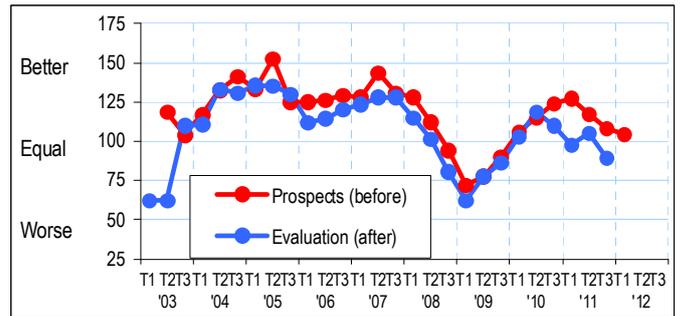
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UNWTO Panel of Tourism Experts: Accommodation & Catering



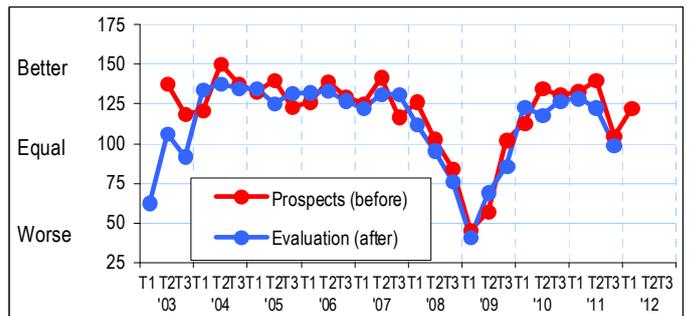
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UNWTO Panel of Tourism Experts: Tour Operators & Travel Agencies



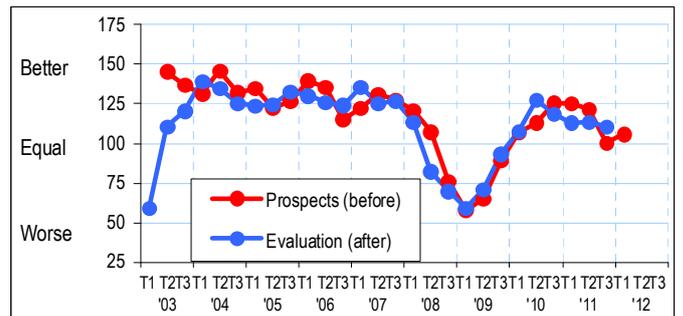
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UNWTO Panel of Tourism Experts: General Industry Bodies & Other



Source: World Tourism Organization (UNWTO) ©

UNWTO Panel of Tourism Experts: Consultancy, Research & Media



Source: World Tourism Organization (UNWTO) ©

World Tourism Organization (UNWTO) Publications



UNWTO World Tourism Barometer

The *UNWTO World Tourism Barometer* offers a unique overview of short-term international tourism trends. It is developed by UNWTO with the aim to provide all those directly or indirectly involved in tourism with adequate up-to-date statistics and analysis in a timely fashion. Each issue contains three regular sections: an overview of short-term tourism trends including data on international tourist arrivals, tourism receipts and expenditure for over 100 countries worldwide and data on air transport on major routes; a retrospective and prospective evaluation of current tourism performance by the members of the UNWTO Panel of Tourism Experts; and selected economic data relevant for tourism. The *UNWTO World Tourism Barometer* is periodically updated.

Available in English, French and Spanish in print and PDF version



Price: € 70 per year (PDF version)
€ 100 (PDF and print version)

Handbook on E-marketing for Tourism Destinations

This handbook is the first of its kind for tourism destinations. It is a practical 'how-to' manual designed to help staff at national, regional and city tourism organisations, to improve their e-marketing skills and manage new projects. It covers all the basics such as web design, search engine optimisation, social networking and e-commerce, and advices among others on how to build better content, get distribution of it, use CRM, succeed with online PR and get into mobile marketing. Web analytics, online research methods, and performance measurement get full treatment and new areas like digital television are covered. Also, it includes over 30 examples of e-marketing in action.

Available in English



Published: 2008
Price: € 75

Budgets of National Tourism Organizations, 2008-2009

Budgets of National Tourism Organizations, 2008-2009 is a benchmarking reference tool on inbound tourism marketing. This ETC/UNWTO report compiles and analyses updated and comparable information on the budgets that NTOs allocate for the promotion of inbound tourism, as well as their structure, functions and activities, focusing on recent trends and developments. Given the increasing importance of e-marketing, the report also includes a special focus on the use of Information and Communication Technologies (ICT) by NTOs in international tourism promotion. The report covers 62 countries worldwide.

Available in English



Published: 2010
Price: € 75

Cruise Tourism – Current Situation and Trends

Over the past years, worldwide demand for cruise tourism has posted some of the biggest gains within the tourism sector. The constant dynamism in cruise activity, as well as the increasing number of countries that include cruises, as a key product for their tourism development, has led to update and expand the first edition of the UNWTO study of 2003. This new study discusses subjects like the current supply and demand for cruises as well as its characteristics and trends. A new element includes the relationship between destinations and cruise lines, analysing key factors such as legislation, promotion and the economic impact of cruises through reference cases. It presents current trends in this industry in terms of innovation, safety and security, sustainability, and identifies the major lines that will shape the sector.

Available in English and Spanish

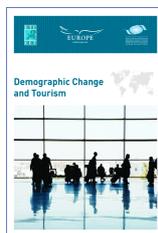


Published: 2008
Price: € 80

Demographic Change and Tourism

The structure of societies is continuously changing: The world population is forecast to grow to 8.3 billion in 2030, life expectancy is projected to increase in most of the world, households and families are becoming more diverse, and migration is changing the face of societies. All these changes will impact upon the types of tourists, where they originate from, where they travel to, the types of accommodation they require and the activities they engage in while travelling. The UNWTO/ETC Report on *Demographic Change and Tourism* aims to be a reference for destinations and the industry to achieve a better understanding of current and future changes and to anticipate and react upon them in the most competitive way. It includes a comprehensive analysis of major demographic trends and how these will impact on tourism in specific generating markets focusing on three major trends: Population growth and ageing, Household composition and travel parties, and Migration Branding.

Available in English



Published: 2010
Price: € 75

The Indian Outbound Travel Market, The Chinese Outbound Travel Market and The Russian Outbound Travel Market with Special Insight into the Image of Europe as a Destination

The Indian, The Chinese and The Russian Outbound Travel Markets are some of the fastest growing, and consequently increasingly important markets in the world. As a result, 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 trends.

Available in English



Published: 2008/2009
Price: € 75 each

Handbook on Tourism Destination Branding

All over, governments have become aware of tourism's power to boost their nation's development and prosperity. As more tourism destinations emerge and competition for visitors becomes more intense, a destination's ability to project itself on the world stage and differentiate itself from others is ever more important. Recognizing the value of successfully building and managing a destination's brand, the ETC and the UNWTO provide a useful and practical handbook for both marketing novices and experienced destination managers. Introduced by Simon Anholt, it offers a step-by-step guide to the branding process accompanied by strategies for brand management. Case studies illustrate the various concepts, present best practices from around the world and provide fresh insight into destination branding. It concludes with a section on evaluating brand impact and a set of practical recommendations.

Available in English



Published: 2009
Price: € 75

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

While other regions enjoy their fair share of the tourism cake, Africa only accounts for five percent of international tourist arrivals worldwide. One of the reasons for this low traffic to Africa could be insufficient knowledge about how to tap into markets, especially growing markets, such as the Chinese and Spanish one. As a result, the UNWTO has published 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.

Available in English



Published: 2011
Price: € 75 each

The **World Tourism Organization** is a specialized agency of the United Nations and the leading international organization in the field of tourism. It serves as a global forum for tourism policy issues and a practical source of tourism know-how. Its membership includes 161 countries and territories and more than 400 Affiliate Members representing local governments, tourism associations and private sector companies including airlines, hotel groups and tour operators.

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