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This issue and the accompanying *Statistical Annex* of the *UNWTO World Tourism Barometer* includes a comprehensive analysis of the 2011 international tourism receipts, as well as the top destinations by international tourist arrivals and receipts and top source markets by international tourism expenditure. Furthermore, preliminary results are included for international tourism in the first months of 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 off to a strong start in 2012

International tourist arrivals grew by 5.7% in the first two months of 2012, consolidating a growth trend that started in 2010, after the 2009 crisis. Growth was positive in all world regions except the Middle East, where the impact of the Arab Spring is still being felt. All regions also posted higher growth figures than in 2011 except for Europe. South-East Asia and South Asia led growth with both a strong 10%. Other fast-growing subregions were Central and Eastern Europe, North Africa and South America (all 8%).

Quick overview of key trends

International tourism receipts surpass US\$ 1 trillion in 2011

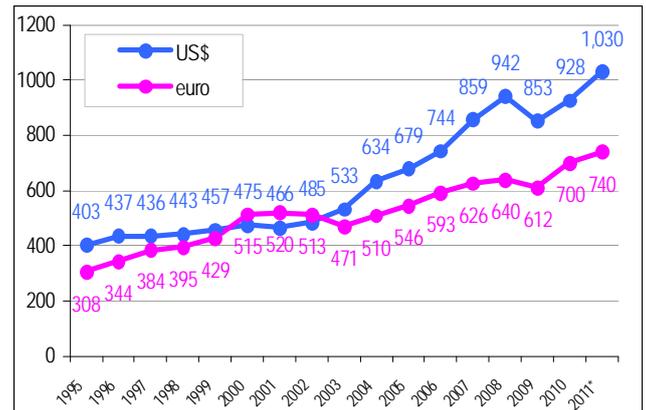
- International tourism receipts continued to recover from the losses of crisis year 2009 and hit new records in most destinations, reaching an estimated US\$ 1,030 billion (euro 740 bn) worldwide in 2011, up from US\$ 928 billion (euro 700 bn) in 2010.
- In real terms (adjusted for exchange rate fluctuations and inflation), international tourism receipts grew by 3.8%, while international tourist arrivals increased by 4.6% in 2011 to 982

million. This confirms the close correlation between both indicators, with the growth of receipts tending to lag slightly behind the growth of arrivals in times of economic constraints.

World: Inbound Tourism

International Tourism Receipts

(billion)

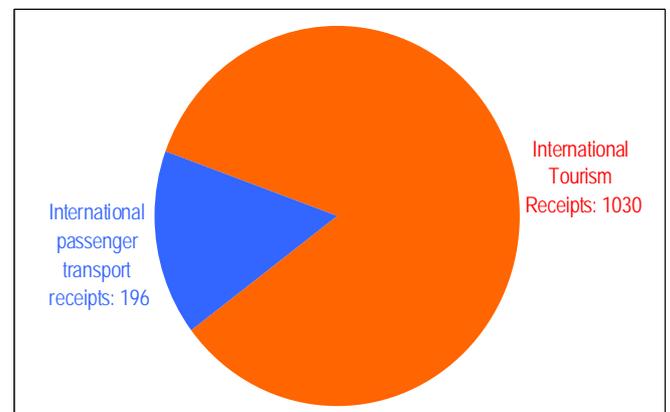


Source: World Tourism Organization (UNWTO) ©

World: Inbound Tourism, 2011

Receipts from international tourism and passenger transport

(US\$ billion)



Source: World Tourism Organization (UNWTO) ©

- In addition to international tourism receipts (the travel item of the Balance of Payment), tourism also generates export earnings through international passenger transport. The latter amounted to an estimated US\$ 196 billion in 2011, bringing total receipts generated by international tourism to US\$ 1.2 trillion, or US\$ 3.4 billion a day on average.
- As a result, international tourism (travel and passenger transport) currently accounts for 30% of the world's exports of services and 6% of overall exports of goods and services. As a worldwide export category, tourism ranks fourth after fuels, chemicals and food, while ranking first in many developing countries.

Subscribers issue - May 2012

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 contain as regular sections: an overview of short-term tourism data from destinations, 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 915678205 / fax +34 915678217.



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Calle Capitán Haya, 42, 28020 Madrid, Spain

UNWTO World Tourism Barometer
ISSN: 1728-9246

Published and printed by the World Tourism Organization, Madrid, Spain - First printing: 2012 (version 24/05/12)
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Data collection for this issue was closed early May 2012.

The next issue of the *UNWTO World Tourism Barometer* is scheduled to be published end of June 2012.

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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- By region, the Americas (+5.7%) recorded the largest increase in receipts in 2011, followed by Europe (+5.2%), Asia and the Pacific (+4.3%) and Africa (+1.6%). The Middle East was the only region posting negative growth (-14%).
- Europe holds the largest share of international tourism receipts in absolute numbers (45% share), reaching US\$ 463 billion (euro 333 bn) in 2011, followed by Asia and the Pacific (28% share or US\$ 289 billion, and the Americas (19% share or US\$ 200 bn). The Middle East (4% share) earned US\$ 46 billion and Africa (3% share) US\$ 33 billion.
- The past two years have shown healthy demand for international tourism out of many markets, even though economic recovery has been uneven. This is particularly important news for countries facing fiscal pressure and weak domestic consumption, where international tourism, a key export and a labour intensive activity, is increasingly strategic to balancing external deficits and stimulating employment.
- UNWTO trusts that governments worldwide will progressively recognise this and engage in measures that support tourism, including fairer tax policies and the facilitation of visas and travellers' movements, as these have proven to stimulate economic growth and job creation

US\$ 27 bn), Norway (by US\$ 3 to US\$ 16 bn), Belgium (by US\$ 3 to US\$ 22 bn) and Canada (by US\$ 3 to US\$ 33 bn) reported the biggest absolute growth.

International tourism off to a strong start in 2012

- At this moment in time, 109 countries have reported data on international tourist arrivals for one or more months of 2012. The large majority (89 countries, 82%) have reported positive growth, with double-digit growth for 33 countries (30%), and 20 countries (18%) have recorded negative growth.
- Over 90 countries have reported results for at least the first two months of 2012. Based on this sample of destinations, the growth of international tourist arrivals worldwide in January and February 2012 is estimated to have reached 5.7%.
- It should however be noted that 2012 is a leap year, with one extra day in February. So if this additional day is factored out of the calculations, the growth would have been somewhat over 4% in the first two months.
- Worldwide, international tourist arrivals surpassed 131 million in the first two months of 2012, up from 124 million in the same period of 2011.

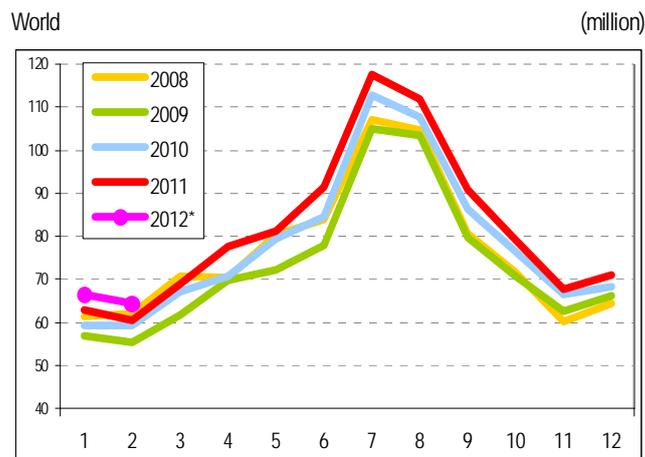
Increases in receipts in emerging and advanced economy destinations alike

- Both advanced and emerging economy destinations benefited from last year's growth in arrivals and reported significant increases in receipts. Destinations where international tourism receipts grew by US\$ 5 billion or more in absolute terms include the United States (increasing by US\$ 13 bn to US\$ 116 bn), Spain (by US\$ 7 bn to US\$ 60 bn), France (by US\$ 7 bn to US\$ 54 bn), Thailand (by US\$ 6 bn to US\$ 26 bn) and Hong Kong (China) (by US\$ 5 bn to US\$ 27 bn).
- Furthermore, significant increases on lower base values were reported by Singapore (by US\$ 4 bn to US\$ 18 bn), the Russian Federation (by US\$ 3 bn to US\$ 11 bn), Sweden (by US\$ 3 bn to US\$ 14 bn), India (by US\$ 3 bn to US\$ 18 bn), the Republic of Korea (by US\$ 2 bn to US\$ 12 bn) and Turkey (by US\$ 2 bn to US\$ 23 bn).

Strong growth in international tourism expenditure from the BRIC countries

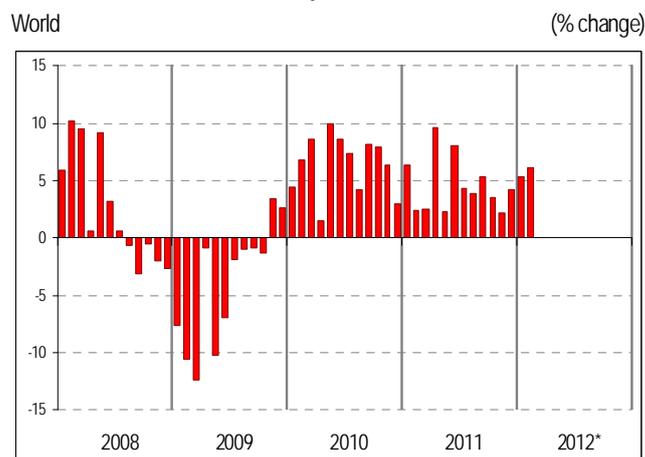
- Many source markets generated strong demand in 2011. However, it was the BRIC countries (Brazil, Russia, India, China) that continued to stand out. China's expenditure on international tourism increased by US\$ 18 billion to US\$ 73 billion, the Russian Federation increased by US\$ 6 billion to US\$ 33 billion, Brazil by US\$ 5 billion to US\$ 21 billion and India by US\$ 3 billion to US\$ 14 billion. Together, their increases accounted for an additional US\$ 32 billion, a value equivalent to the eighth largest source market by expenditure.
- Of the advanced economy source markets, Germany (increasing by US\$ 6 to US\$ 84 bn), Australia (by US\$ 5 to

International Tourist Arrivals, monthly evolution



Source: World Tourism Organization (UNWTO) ©

International Tourist Arrivals, monthly evolution



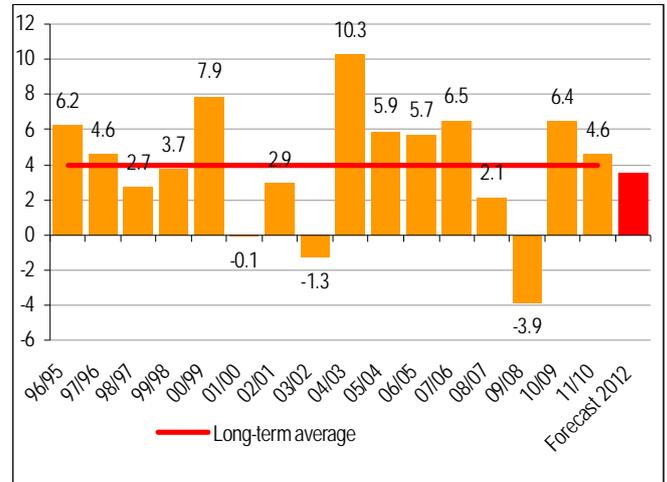
Source: World Tourism Organization (UNWTO) ©

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- In the first months of 2012, growth was positive in all regions, with the exception of the Middle East (-1%), where there were nonetheless encouraging signs of recovery, such as in Egypt (+32% in the first quarter). South-East Asia and South Asia (both at +10%) led growth by subregion.
- Africa was the fastest-growing region with an increase of over 7% in international tourist arrivals thanks to continued growth in Subsaharan Africa (+7%) and a clear rebound in North Africa (+8%) as Tunisia (+53% in the first quarter) started to recover.
- In Europe (+5%) results were above expectations, boosted by the strong growth in arrivals to Central and Eastern Europe (+8%) as well as to destinations of Northern Europe and Western Europe (both +6%). Europe's performance is a continuation of an already solid 2011, when international arrivals increased by 6% overall to over 500 million. Demand has held up surprisingly well in the comparatively mature advanced economy destinations of Northern, Western and parts of Southern and Central Europe, despite continued concerns about the economy. At the same time, international tourism has been particularly buoyant in many emerging economy destinations in Eastern Europe.
- Asia and the Pacific saw a 7% increase in tourist arrivals, led by South Asia and South-East Asia (both +10%). North-East Asia (+6%) recorded higher growth as well, with arrivals to Japan up by almost 10% in the first quarter.
- The Americas also reported significant growth (+6%), driven by the sustained strong demand in South America (+8%) and Central America (+7%).
- According to the forecast prepared by UNWTO at the beginning of the year, international tourist arrivals are

projected to increase by some 3% to 4% in 2012. For the year as a whole, the number of international tourist arrivals is expected to reach one billion for the first time.

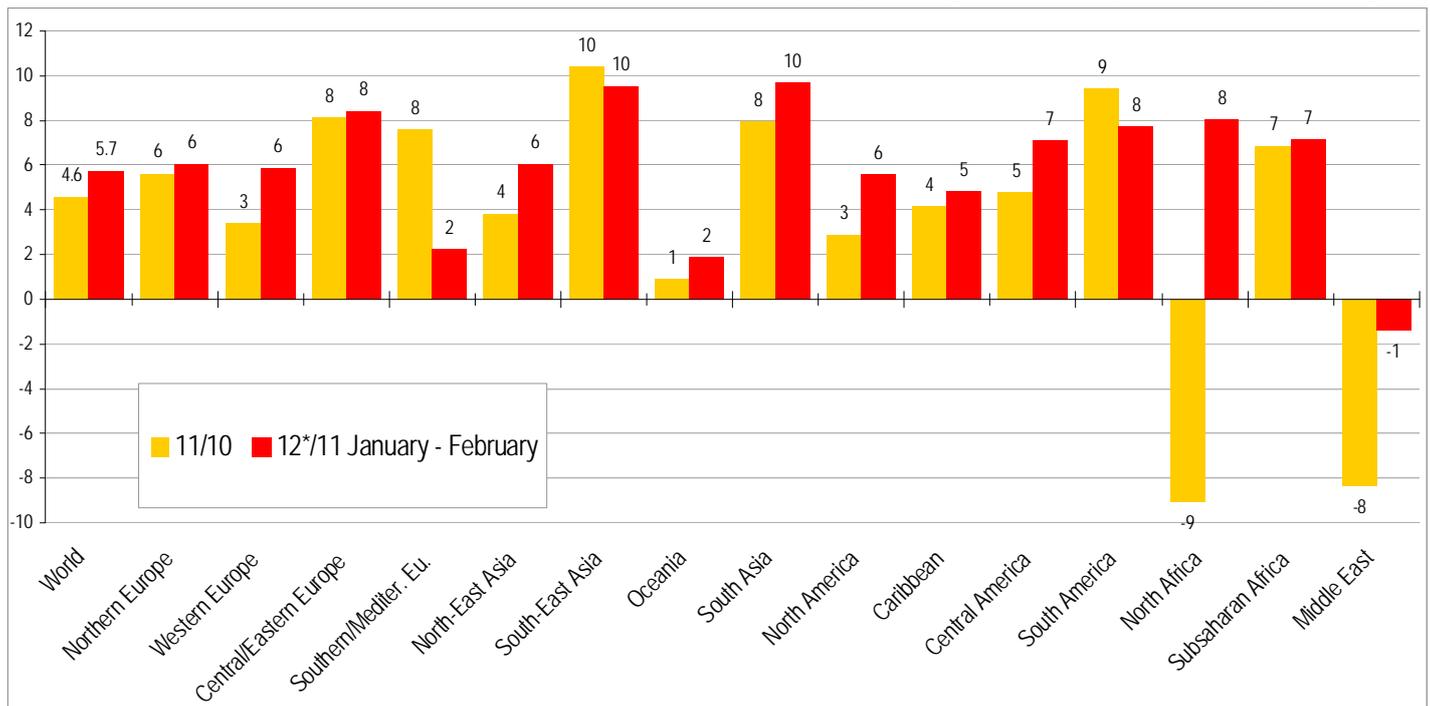
International Tourist Arrivals, World (% Change)



Source: World Tourism Organization (UNWTO) ©

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>. For more information on the *UNWTO World Tourism Barometer*, please refer to the Facts & Figures section on the UNWTO website at <www.unwto.org/facts>. Copyright © 2012 World Tourism Organization

International Tourist Arrivals (% change over same period of the previous year)

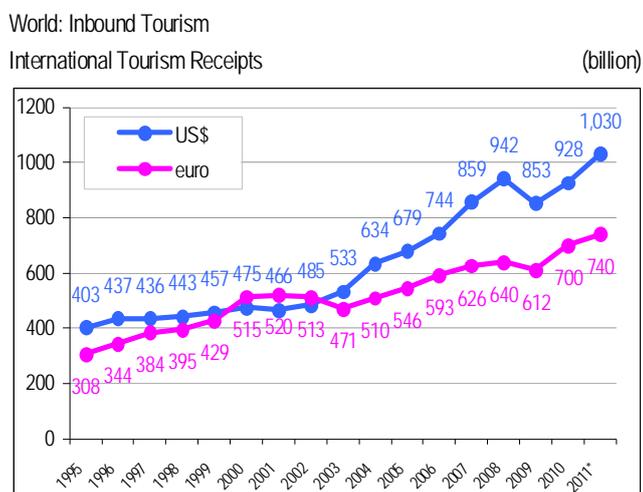


Source: World Tourism Organization (UNWTO) ©

International Tourism Receipts 2011

International tourism receipts top US\$ 1 trillion in 2011

In 2011, international tourism receipts continued to recover from the losses of crisis year 2009 and hit new records in most destinations. Worldwide receipts exceeded US\$ 1 trillion for the first time. In real terms (adjusted for exchange rate fluctuations and inflation), international tourism receipts grew by 3.8%, while international tourist arrivals increased by 4.6% in 2011 to 982 million. This confirms the close correlation between both indicators, with the growth of receipts tending to lag slightly behind the growth of arrivals in times of economic constraints.



Source: World Tourism Organization (UNWTO) ©

With the majority of destination countries having reported their international tourism receipt figures for 2011 (including virtually all leading destination countries), UNWTO estimates that worldwide tourism receipts reached US\$ 1,030 billion (euro 740 bn) last year, up from US\$ 928 billion (euro 700 bn) in 2010. In absolute terms, tourism receipts increased by US\$ 102 billion or euro 40 billion. Part of the increase in US\$ terms is due to the depreciation of the US\$ against the euro and many other world currencies between 2010 and 2011. This means that the same amount of receipts earned in these currencies from one year to another converts in a higher amount of US dollars. This is the case of eurozone countries (the US dollar depreciated 5% against the euro) which is significant as together they account for 28% of all tourism receipts and include four of the top ten biggest earners (Spain, France, Italy and Germany). This is also the case of other top revenue-generating countries such as China (the US\$ depreciated 4% against the yuan renminbi), the United Kingdom (US\$ to pound sterling -4%), Australia (US\$ to

Australian dollar -11%), Thailand (US\$ to Thai baht -4%) and Malaysia (US\$ to Malaysian ringgit -5%).

Growth in international receipts is estimated at 3.8% in 2011 measured in real terms, i.e. using local currencies at constant prices in order to adjust for exchange rate fluctuations and inflation.

By region, the Americas (+5.7%) recorded the largest increase in receipts in 2011, followed by Europe (+5.2%) and Asia and the Pacific (+4.3%). A drop in tourism receipts in North Africa partly offset a 5.4% growth in Subsaharan Africa resulting in a 1.6% average growth rate for the entire African region. The Middle East was the only region posting negative growth (-14%).

In absolute terms, Europe saw the largest increase in tourism receipts with an additional US\$ 54 billion (euro 24 bn) in 2011, reaching a total of US\$ 463 billion (euro 333 bn). Part of this increase is explained by the appreciation of the euro against the US dollar in 2011, rendering receipts earned in euro higher in US dollar terms. In euro terms, though, the increase was still euro 24 billion, to a total of euro 333 billion. Europe holds the largest share of international tourism receipts of 45%, up almost one percentage point from 2010.

Asia and the Pacific, the world's second largest region with a share of 28%, gained US\$ 34 billion in international tourism receipts in 2011, bringing the total to US\$ 289 billion. Receipts in the Americas grew US\$ 19 billion to US\$ 200 billion (19% share) and in Africa US\$ 2 billion to US\$ 32 billion (3% share). The Middle East saw a drop of US\$ 6 billion in receipts last year to US\$ 46 billion due to the political transitions, bringing the region's market share down one point to 4%.

Care should be taken when interpreting these trends, since statistics are in most cases provisional, and subject to revision. Unlike arrivals, where revisions generally balance out (leaving the overall results unchanged) receipts data is often revised upwards later in time.

To come up with aggregate global and regional figures, UNWTO estimates data for countries that have not yet reported results, based on previous years' values and trends in each (sub) region. As a significant amount of data was missing for Africa and the Middle East, results for these regions must be interpreted with caution.

In order to account for exchange rate fluctuations and inflation in the computation of growth rates, UNWTO computes international tourism receipts in US dollar values back to the local currencies of each destination, weighted by the share in the total, and deflated by the relevant inflation rate

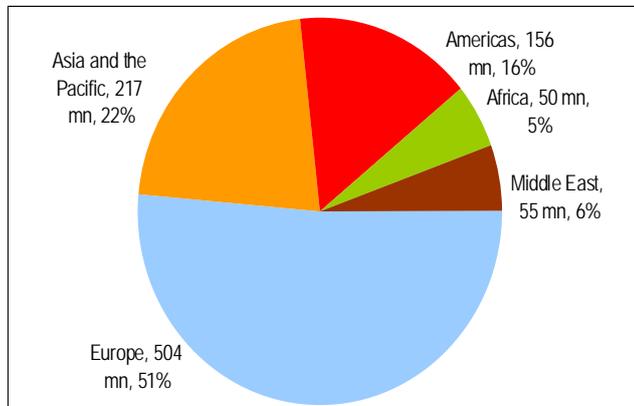
Growth in receipts close to growth of arrivals

After including additional and revised data for 2011, growth figures for international tourist arrivals worldwide only show a slight variation on the earlier estimates included in the March edition of the *UNWTO World Tourism Barometer*. According to the most recent information, international tourist arrivals grew 4.6% in

2011. At 982 million the new total is slightly higher than initially estimated due to the revision of data series by some countries. In absolute terms this represents an increase of 43 million tourists over 2010, and nearly 100 million over 2009.

The past two years have shown healthy demand for international tourism out of many markets, even though economic recovery has been uneven. This is particularly important news for countries facing fiscal pressure and weak domestic consumption, where international tourism, a key export and a labour intensive activity, is increasingly strategic to balancing external deficits and stimulating employment. UNWTO trusts that governments worldwide will progressively recognise this and engage in measures that support tourism, including fairer tax policies and the facilitation of visas and travellers' movements, as there is proof that these stimulate economic growth and job creation.

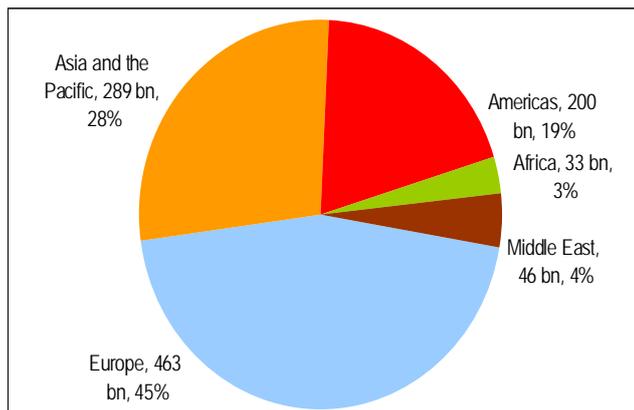
World Inbound Tourism: International Tourist Arrivals, 2011 (million)



Source: World Tourism Organization (UNWTO) ©

World: Inbound Tourism

International Tourism Receipts, 2011* (US\$ billion)



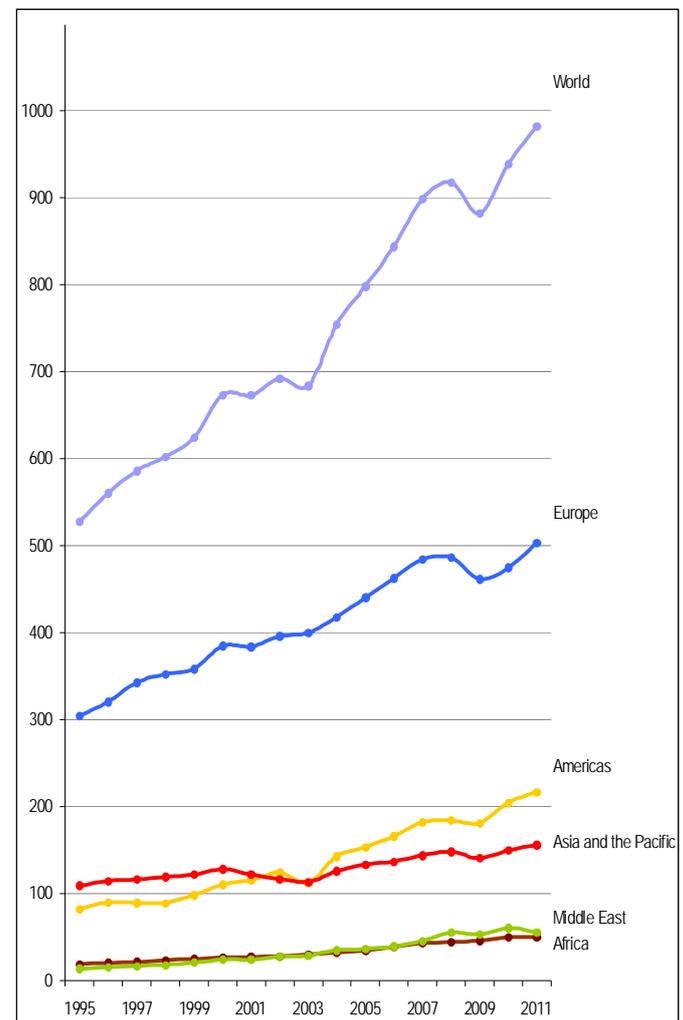
Source: World Tourism Organization (UNWTO) ©

At 3.8%, growth in international tourism receipts (measured in real terms) was less than one percentage point lower than arrivals (+4.6%). This is slightly less than the difference in 2010, when receipt growth was one point lower (5.5% and 6.5% respectively).

In times of crisis, revenues tend to come under more pressure than trips, as was the case in 2009, and usually lag somewhat behind arrivals in times of recovery, as in 2010 and 2011. This is explained by the industry's effort to contain prices after major shocks, or a drop in business, and tourists' tendency to travel closer and for shorter periods of time. For 2011 this gap between volume and spending growth is still likely to diminish as future revisions of data are incorporated (receipts tend to be revised upwards).

Over a longer period of time there is a fairly close correlation between trends in arrivals and receipts. In real terms, receipts tend to follow the growth in arrivals, but with a difference of a half to one percentage point on average (see graph on page 8).

World and regions: Inbound tourism International Tourist Arrivals (million)



Source: World Tourism Organization (UNWTO) ©

International passenger transport receipts

International tourism receipts are the earnings generated in destination countries from expenditure by international visitors on accommodation, food and drink, local transport, entertainment, shopping and similar concepts, and counted as travel credit under services exports in the balance of payments.

Aside from the balance of payment travel credit item, tourism also generates export earnings through international passenger transport, which is reported separately. Passenger transport services are recorded as export earnings only when these services are provided by transport companies registered in the reporting country to foreign residents (so it does not relate to all receipts from international passenger transport, but only to their export value, as many people travel with transport companies registered in their own country of residence).

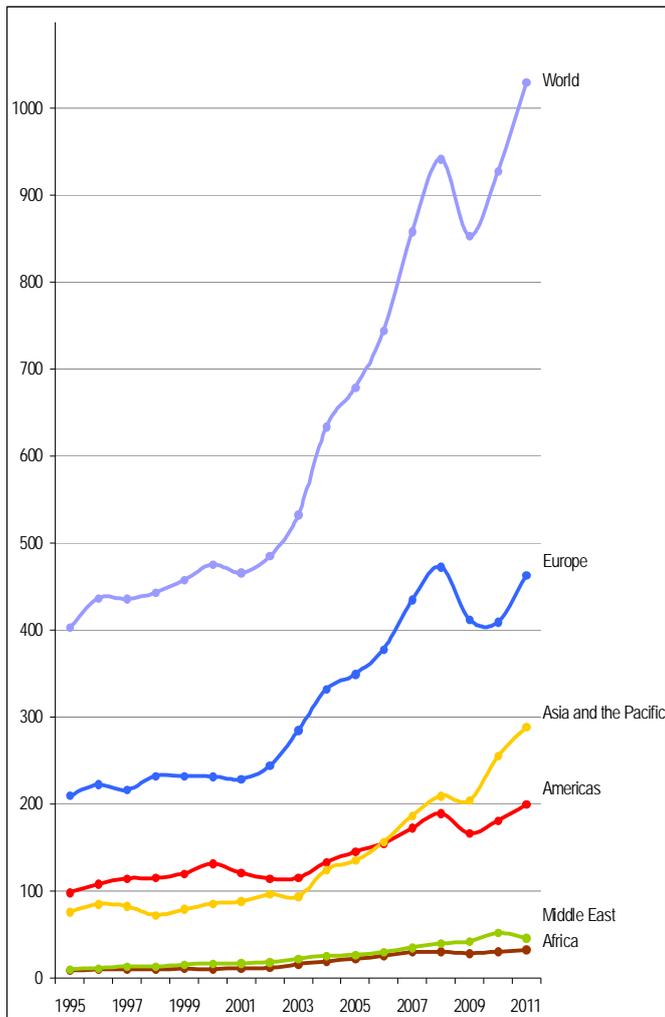
In 2011, international passenger transport generated an estimated US\$ 196 billion in export earnings, bringing total tourism receipts to US\$ 1.2 trillion, or US\$ 3.4 billion a day on average. International tourism (travel and passenger transport) currently account for 30% of the world's exports of commercial services and 6% of the overall exports of goods and services. As a worldwide export category, tourism ranks fourth after fuels, chemicals and food, while ranking first in many developing countries.

Even though it is common practice to use volume data such as arrivals for short-term analysis, in the end most stakeholders are more interested in the receipts and expenditure trend. For various reasons estimating the trend in receipts is a far more complicated exercise than in arrivals:

- On average receipts data lags about two months behind arrival data. Most countries report data on a quarterly basis and typically preliminary data is made available 2-3 months after the end of the period which is being reported.
- Trends in receipts data can be heavily distorted by exchange rate fluctuations.
- Inflation should be taken into account in order not to overestimate growth
- The preliminary data can in practice be subject to substantial revisions.

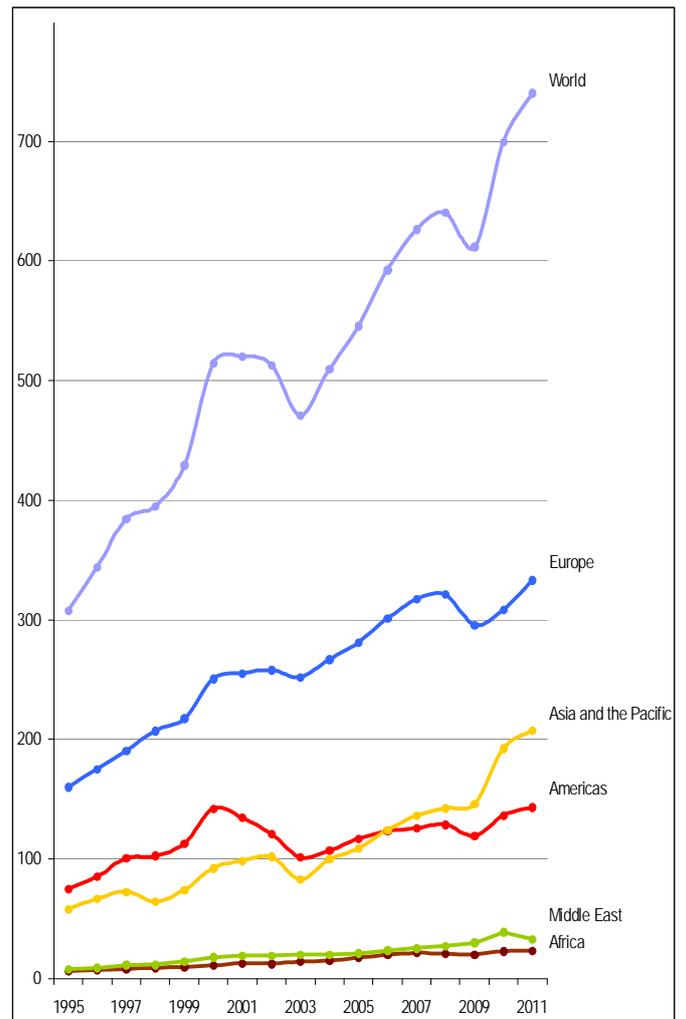
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International Tourism Receipts (US\$ billion)



Source: World Tourism Organization (UNWTO) ©

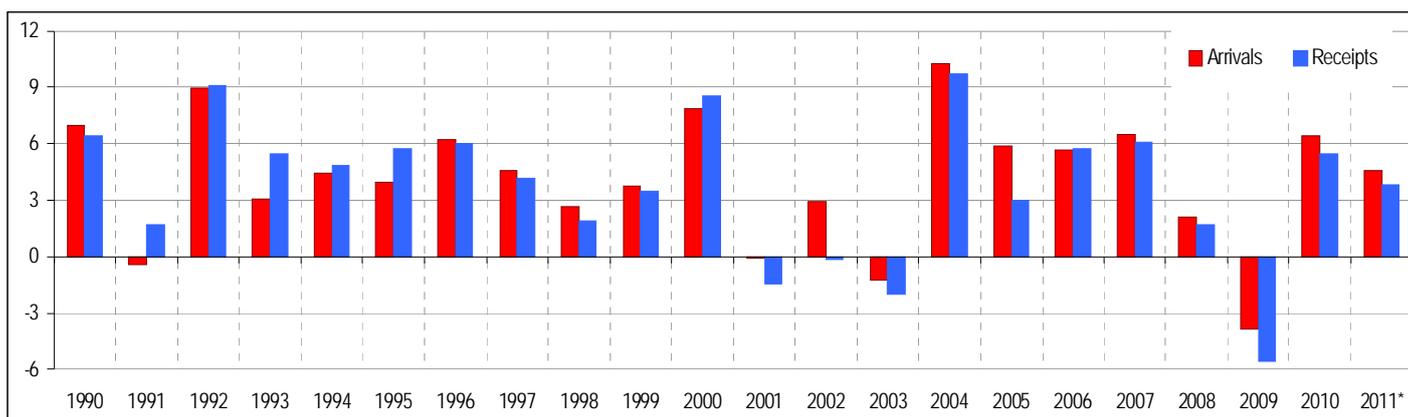
International Tourism Receipts (euro billion)



Source: World Tourism Organization (UNWTO) ©

International tourist arrivals and receipts (local currencies, constant prices)

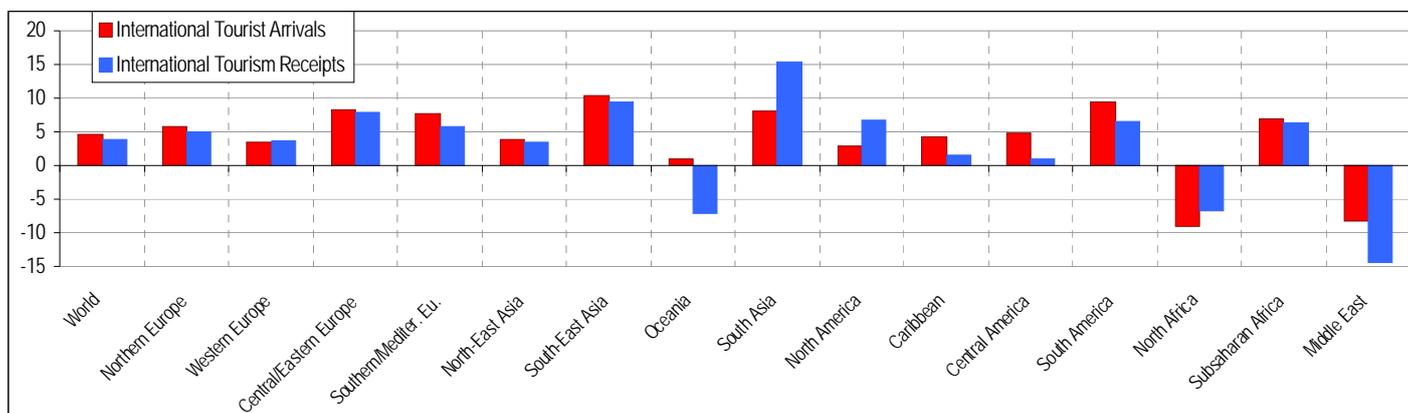
World (% change over previous year)



Source: World Tourism Organization (UNWTO) ©

International tourist arrivals and receipts (local currencies, constant prices)

World and subregions (% change 2011/2010)



Source: World Tourism Organization (UNWTO) ©

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International Tourism Receipts, World

	International Tourism Receipts										Change current prices					Change constant prices				
	(billion)										%					%				
	1990	1995	2000	2005	2006	2007	2008	2009	2010	2011*	07/06	08/07	09/08	10/09	11*/10	07/06	08/07	09/08	10/09	11*/10
Local currencies											9.1	6.3	-4.1	8.2	7.7	6.1	1.7	-5.6	5.5	3.8
US\$	262	403	475	679	744	859	942	853	928	1,030	15.4	9.7	-9.4	8.7	11.1	12.2	5.7	-9.1	7.0	7.7
Euro	206	308	515	546	593	626	640	612	700	740	5.7	2.2	-4.5	14.4	5.8	3.5	-1.0	-4.7	12.6	3.0

Source: World Tourism Organization (UNWTO) ©

(Data as collected by UNWTO May 2012)

International Tourism by (Sub)region

	International Tourism Receipts										International Tourist Arrivals						
	Change			US\$		euro			Share	abs.		Change			Share		
	Local currencies, constant prices (%)			Receipts (billion)		Receipts per arrival			Receipts	(million)		Receipts			Receipts		
	09/08	10/09	11*/10	2010	2011*	2010	2011*	2011	(%)	2010	2011	09/08	10/09	11/10	2011		
	World	-5.6	5.5	3.8	928	1,030	1,050	700	740	750	100	939	982	-3.9	6.4	4.6	100
Advanced economies ¹	-6.4	5.7	4.7	589	664	1,270	444	477	910	64.4	499	523	-4.4	4.9	4.8	53.2	
Emerging economies ¹	-3.9	5.0	2.3	339	367	800	255	263	570	35.6	440	459	-3.2	8.2	4.3	46.8	
Europe	-6.5	0.0	5.2	409.3	463.4	920	308.8	332.9	660	45.0	474.7	503.7	-5.1	2.8	6.1	51.3	
Northern Europe	-4.1	2.7	5.0	61.4	70.3	1,190	46.3	50.5	850	6.8	56.1	59.3	-5.6	0.2	5.6	6.0	
Western Europe	-6.6	1.1	3.7	142.2	160.4	1,010	107.2	115.2	720	15.6	153.8	159.0	-3.0	3.6	3.4	16.2	
Central/Eastern Europe	-8.0	-2.9	7.9	48.1	56.1	540	36.3	40.3	390	5.4	95.7	103.5	-10.3	3.3	8.1	10.5	
Southern/Mediterr. Eu.	-6.9	-1.0	5.7	157.6	176.7	970	118.9	126.9	700	17.1	169.0	181.9	-3.5	2.8	7.6	18.5	
- of which EU-27	-7.0	0.7	4.3	335.0	377.5	980	252.7	271.2	700	36.6	364.8	384.8	-4.7	2.3	5.5	39.2	
Asia and the Pacific	-0.6	15.5	4.3	255.2	289.0	1,330	192.5	207.6	960	28.1	204.4	217.0	-1.6	12.9	6.1	22.1	
North-East Asia	1.9	21.4	3.4	128.6	142.4	1,230	97.0	102.3	880	13.8	111.5	115.8	-2.9	13.8	3.8	11.8	
South-East Asia	-7.0	15.1	9.4	68.6	81.9	1,060	51.7	58.8	760	7.9	69.9	77.2	0.5	12.5	10.4	7.9	
Oceania	5.2	-2.0	-7.1	39.1	41.6	3,570	29.5	29.9	2,560	4.0	11.6	11.7	-1.7	6.1	0.9	1.2	
South Asia	-4.6	16.5	15.4	18.9	23.1	1,860	14.3	16.6	1,340	2.2	11.5	12.4	-1.5	13.6	8.0	1.3	
Americas	-10.0	4.3	5.7	181.0	199.5	1,280	136.5	143.3	920	19.4	149.7	155.9	-4.9	6.3	4.2	15.9	
North America	-12.4	6.0	6.6	131.0	144.9	1,430	98.8	104.1	1,030	14.1	98.2	101.0	-5.7	6.5	2.9	10.3	
Caribbean	-6.0	0.3	1.5	23.3	24.5	1,180	17.6	17.6	850	2.4	20.0	20.9	-2.7	2.2	4.2	2.1	
Central America	-5.4	4.8	0.9	6.7	7.2	860	5.0	5.2	620	0.7	7.9	8.3	-7.4	3.9	4.8	0.8	
South America	0.0	-2.1	6.5	20.1	22.9	890	15.1	16.5	640	2.2	23.6	25.8	-2.3	10.0	9.4	2.6	
Africa	-5.8	1.8	2.2	30.4	32.6	650	22.9	23.4	470	3.2	49.7	50.2	3.4	8.5	0.9	5.1	
North Africa	-4.7	0.2	-6.7	9.7	9.5	560	7.3	6.8	400	0.9	18.8	17.1	2.5	6.7	-9.1	1.7	
Subsaharan Africa	-6.4	2.7	6.3	20.7	23.1	700	15.6	16.6	500	2.2	31.0	33.1	3.9	9.6	6.9	3.4	
Middle East	1.2	17.2	-14.4	51.7	45.9	830	39.0	32.9	590	4.5	60.4	55.4	-4.2	14.6	-8.4	5.6	

Source: World Tourism Organization (UNWTO) ©

(Data as collected by UNWTO May 2012)

¹ Classification based on the International Monetary Fund (IMF), see the Statistical Annex of the IMF World Economic Outlook of April 2012, page 177,

 at www.imf.org/external/pubs/ft/weo/2012/01.

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



Save the Date

8th TourMIS Users' Workshop &

International Seminar on Key Performance Indicators for Destination Marketing

13-14 September 2012 • Vienna, Austria

We are happy to announce the 8th annual TourMIS Users' Workshop & International Seminar on Key Performance Indicators for Destination Marketing taking place on September 13-14, 2012 at MODUL University Vienna. The seminar is jointly organized by the [European Travel Commission](#), [World Tourism Organization](#), [European Cities Marketing](#) & [MODUL University Vienna](#)

The 8th TourMIS Workshop (day 1) offers training on how to use TourMIS (www.tourmis.info), the marketing information-system for tourism managers, and provides participants with information on relevant methodologies to analyze tourism. The workshop mainly addresses analysts and marketers from tourism organizations.

The International Seminar on Key Performance Indicators for Destination Marketing (day 2) will be organized by the European Travel Commission and World Tourism Organization. Besides the official release of the latest ETC-UNWTO Handbook on Performance Indicators for NTO Marketing Activity, there will be a number of presentations in relation to this hot topic.

We invite you to visit www.modul.ac.at/tourmis to keep up to date with event-related news. Conference registration will be opened mid June. We recommend making use of the early bird sign-up (before July 1) to save on your hotel rate and secure your spot at seminar. The participation in the seminar is free; however, travel, accommodation and dinners need to be covered by each participant.

We sincerely thank the [Austrian National Tourist Office \(ANTO\)](#) and the [Vienna Tourist Board](#) for sponsoring the event. We look forward to welcoming you in Vienna!

World's Top Tourism Destinations 2011

Only a minor change took place in the top ten ranking by international tourist arrivals last year. Turkey moved up one position to 6th place (with 29 million visitors) overtaking the United Kingdom which moved down to number 7. There were no changes in the top ten ranking by tourism receipts last year.

When ranking the world's major destinations for international tourism, it is always preferable to take more than a single indicator into account. Ranked according to the two key tourism indicators – international tourist arrivals and international tourism receipts – it is interesting to note that eight of the top ten destinations appear on both lists, despite showing marked differences in terms of the type of tourists they attract, as well as their average length of stay and their spending per trip and per night. It should be noted that when considering international tourism receipts, changes in the ranking not only reflect relative performance, but also (to a considerable extent) exchange rate fluctuations of the individual currency against the US dollar.

Turkey up one place to 6th in the ranking

France continues to lead the ranking in international tourist arrivals (80 million visitors), and ranks third in receipts, while the USA ranks first in receipts with US\$ 116 billion, and second in arrivals (62 mn). Spain maintains its position as the second largest earner worldwide and the first in Europe (US\$ 60 bn), ranking fourth in arrivals globally with 57 million. Italy continues to rank fifth both in arrivals and receipts. Turkey moves up one place to 6th in arrivals, and is 12th in receipts. The United Kingdom is 7th in arrivals as well as receipts. Germany continues to rank 8th in tourist arrivals and 6th in receipts, while Malaysia is 9th and 14th respectively. Completing the top ten ranking are Australia, Macao (China), and Hong Kong (China) which are respectively 8th, 9th and 10th in receipts, and Mexico which is 10th in arrivals.

Further down the list, the Russian Federation has risen one place in tourist arrivals from 13th to 12th thanks to 12% growth in 2011, and has attracted a remarkable 29% increase in tourism receipts, pushing it up from 30th to 24th in the receipt ranking.

Asian destinations see strong growth

Also worth mentioning in 2011 were several Asian destinations which grew strongly in terms of international tourism receipts, especially Taiwan (+27%), Vietnam (+26%), Thailand (+26%), and Hong Kong (+23%). In this group, Hong Kong has maintained its 10th place of the top receipt generators, and Thailand has moved up one place to number 11. Other strong performers in terms of receipts in 2011 were India (+20%), the Republic of Korea (+19%),

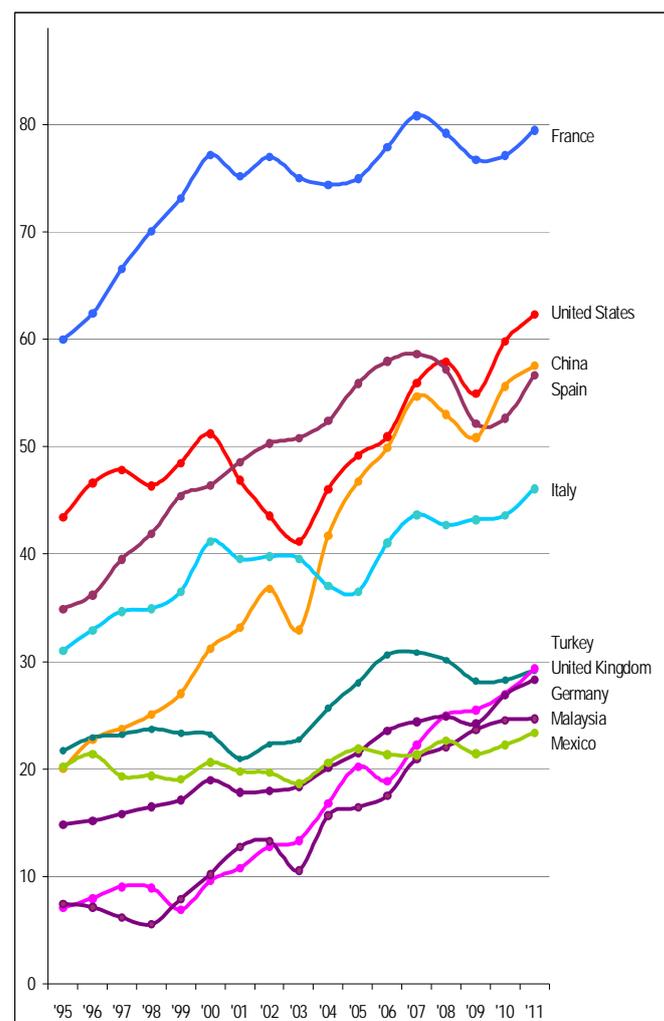
climbing up four places in the ranking to 22nd) and Singapore (+17%, up three places to 15th).

In Europe, Greece moves up two positions from 21st to 19th in tourism receipts thanks to 9% growth in 2011, although it continues to be number 17 in arrivals. Sweden also climbs from 24th to 21st place in receipts thanks to almost US\$ 3 billion more in revenues or a 13% increase, while in tourist arrivals it is in 46th place with a total of 5 million visitors in 2011.

World and regions: Inbound tourism

International Tourist Arrivals

(million)



Source: World Tourism Organization (UNWTO) ©

Saudi Arabia records highest increase in arrivals

Saudi Arabia tops the list of star performers in 2011 with an impressive 60% growth in international arrivals, corresponding to 6 million extra visitors, reaching a total of 17 million, jumping from 22nd to 16th place in the ranking. This represents a strong rebound from 2009 and 2010 when visitor numbers dwindled due to concerns over flu. Tourism has strong potential in Saudi Arabia despite rather strict entrance regulations, as the country is home to major Muslim pilgrimage sites, particularly the cities of Mecca and Medina, which receive millions of visitors each

year. Saudi authorities have made important efforts to increase the role of tourism in the country's economy, including a ten-year public spending program in the sector, with numerous festivals and promotional events on Saudi culture and heritage, and plans for new public and private museums. The hospitality sector has taken note of these initiatives and several international chains are opening new hotels in the country. Tourism receipts in Saudi Arabia increased 26% in 2011 to US\$ 8.5 billion, representing almost US\$ 2 billion more in revenues.

With few exceptions, other destinations in the Middle East and North Africa recorded less favourable results due to the popular upheavals in the region. Arrivals dropped 41% in Syria, 32% in Egypt, and 31% in Tunisia, with receipts also falling significantly in those destinations. Elsewhere, the tsunami and nuclear crisis had a negative effect on Japan, where tourist arrivals and receipts dropped 28% and 25% respectively. This environmental disaster

pushed Japan down 11 places in the international visitor ranking from 31st to 39th.

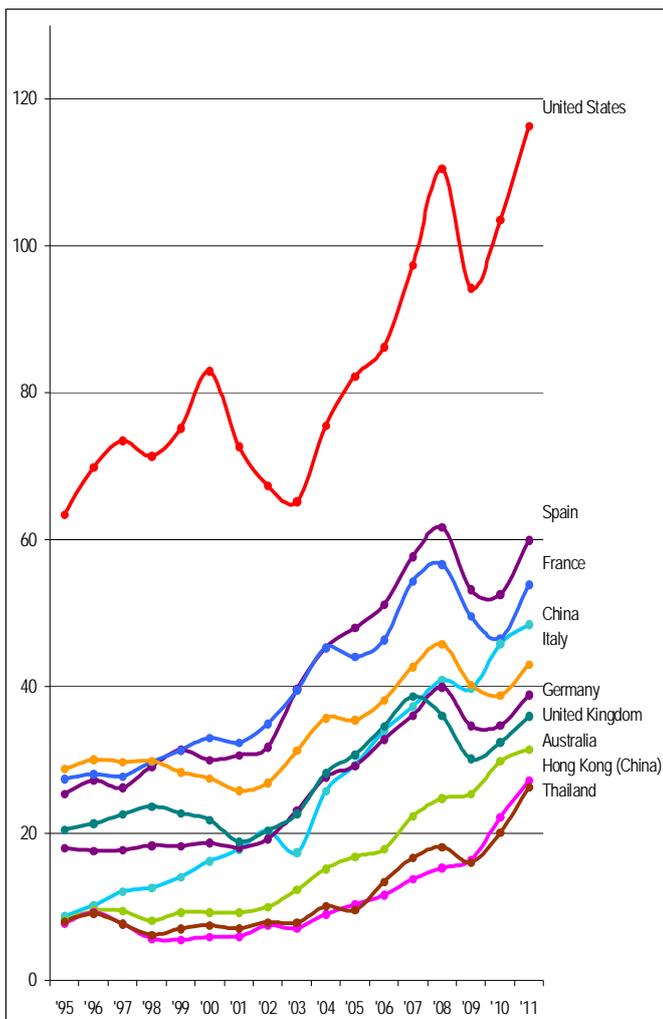
Data still subject to revision

It has to be stressed that these rankings reflect data as reported by countries and territories to date. The order can still vary as data at this stage is, in general, preliminary for many countries and territories and therefore subject to revisions.

See the Statistical Annex for the tables listing the first 50 destinations in terms of arrivals and receipts. For values of other countries and territories with available data, see the tables on the regions.

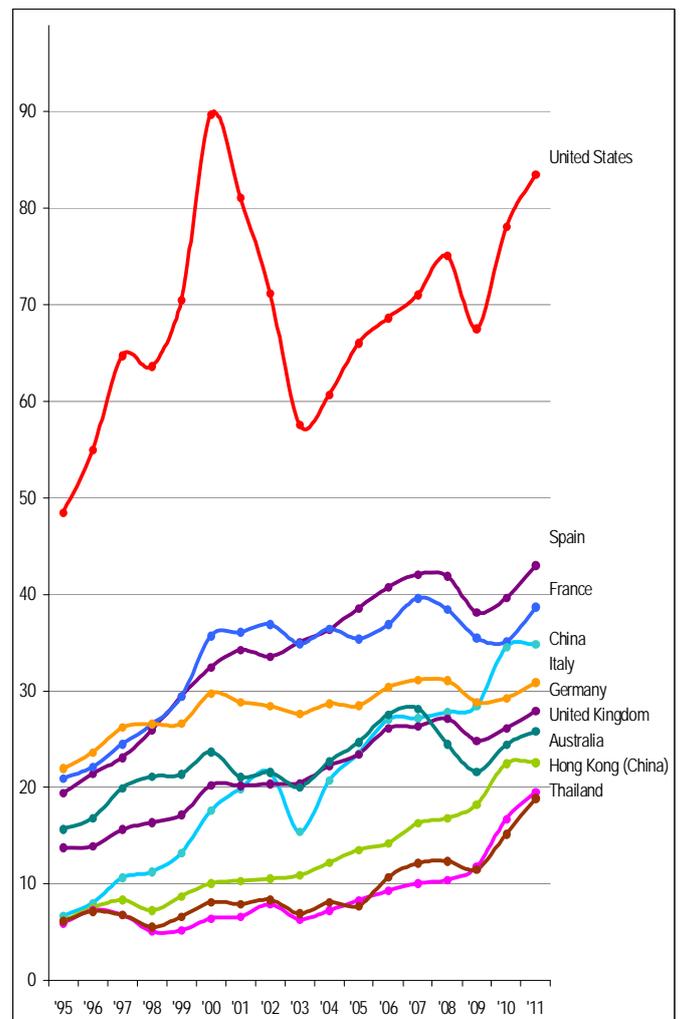
Subscribers issue - May 2012

World and regions: Inbound tourism
International Tourism Receipts (US\$ billion)



Source: World Tourism Organization (UNWTO) ©

World and regions: Inbound tourism
International Tourism Receipts (euro billion)



Source: World Tourism Organization (UNWTO) ©

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 2011 the US dollar (and pegged currencies such as from some destinations in the Caribbean or the Middle East) depreciated some 5% against the euro, while in both 2010 and 2009 the US dollar appreciated some 5%, 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 2011 one euro exchanged at US\$ 1.3920, in 2010 at US\$ 1.3257, in 2009 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 0.7184 euro on average for 2011, 0.7543 euro in 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.

Outbound Tourism: World's Top Spenders 2011

In line with the positive trend in arrivals and receipts, growth in international tourism expenditure in 2011 reflects a recovery in demand. Of the 47 out of 50 major spenders which have reported data so far, 34 recorded increases (in local currencies) in tourism expenditure abroad, while 13 saw declines, particularly Japan and destinations in the Middle East. Ten recorded double-digit growth rates.

Russia moves up to 7th place

In the ranking of the top ten of tourism spenders, the only change last year was the Russian Federation's climb to 7th place (up two) overtaking Italy (which remains 8th) and Japan, which moved down to 9th.

Germany continues to lead in the global ranking, with US\$ 84 billion spent on international tourism in 2011, followed by the United States (US\$ 79 bn) and China (US\$ 73 bn). The top three largest spenders all reported higher growth than in 2010 and, together, accounted for a quarter of the increase in international tourism spending.

Fourth in the ranking is the United Kingdom (US\$ 51 bn), fifth is France (US\$ 42 bn) and sixth Canada (US\$ 33 bn). Australia continues in 10th position with an expenditure of US\$ 27 billion, and an 8% growth in 2011.

BRIC countries record the highest growth

The BRIC countries were the ones that continued to really stand out. China recorded the highest growth rate in the top ten (+32%) with an extra US\$ 18 billion spent in 2011, maintaining its third position but reducing the gap with the United States in second place. The Russian Federation saw a total expenditure of US\$ 33 billion in 2011, up US\$ 6 billion over 2010. Brazil increased international tourism expenditure by another 30% (an additional US\$ 5 billion to US\$ 21 bn), following an increase of 51% in 2010, and jumped six places to 12th position. India was the fastest growing source market among the first 50 with a 33% increase (an additional US\$ 3 billion spent to US\$ 14 bn) moving up two places to 22nd in the ranking.

Combined, all four BRIC countries spent an additional US\$ 32 billion last year, corresponding to 31% of the world's total growth in tourism expenditure, or a value equivalent to the eighth largest source market by expenditure. In absolute terms, BRIC countries spent an aggregate US\$ 140 billion in international tourism, 14% of the world's total. Since 2000 tourism expenditure by the four countries has multiplied by almost five, up from 29 billion, which represented a mere 6% of the world total.

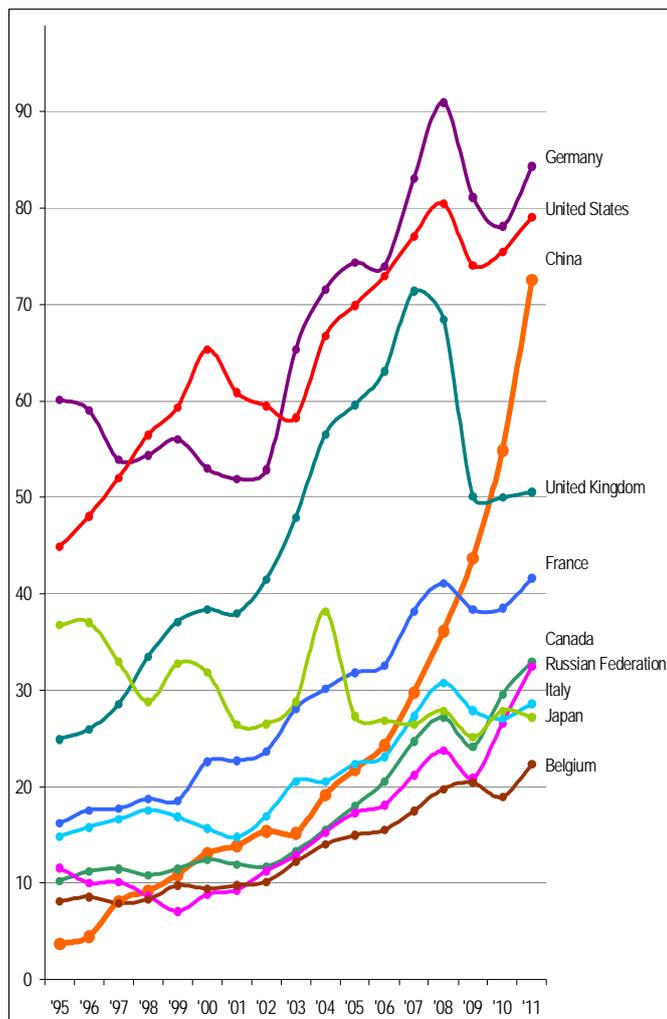
Other emerging markets also increase expenditure

Some of the smaller emerging markets also showed robust growth in international tourism expenditure and improved their positions in the ranking. Malaysia recorded a 24% increase or an extra US\$ 2 billion spent on international tourism (up three places to 26th). Kuwait with a 22% increase also gained 3 positions. Indonesia in the 33rd saw 14% growth last year, Argentina increased expenditure by 13% (up one to 36th) and Ukraine by 19% (up one to 42nd).

Of the advanced economy source markets the biggest absolute growth was reported by Germany (increasing by US\$ 6 bn to US\$ 84 bn), Australia (by US\$ 5 bn to US\$ 27 bn), Norway (by US\$ 3 bn to US\$ 16 bn), Belgium (by US\$ 3 bn to US\$ 22 bn) and Canada (by US\$ 3 bn to US\$ 33 bn).

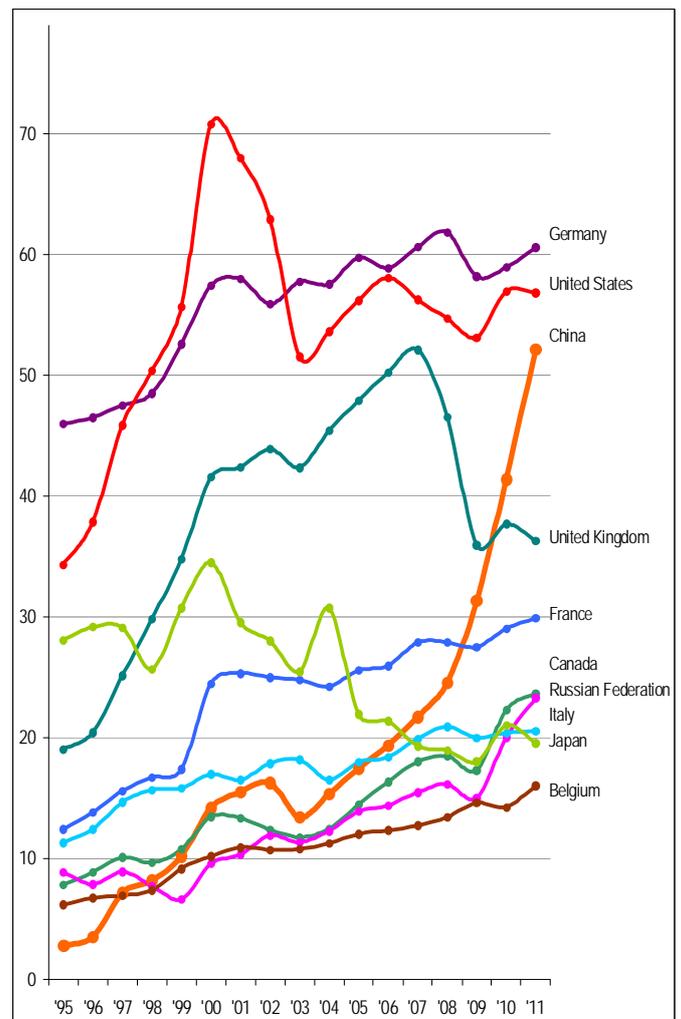
As usual, it should be noted that, while the absolute volumes of international tourism expenditure are expressed in US dollars to facilitate comparative analysis, the year-to-date changes are expressed in local currencies at current prices – so exchange rate fluctuations are accounted for but inflation is not. Exchange rate fluctuations – particularly between the US dollar and euro – render comparisons in US dollars rather misleading. Attention should be paid to the fact that due to the fluctuations of the US currency in 2011 (a depreciation of some 5% versus the euro), expenditure by European source markets increased in dollar terms some 5% more than in euro terms.

World and regions: Outbound Tourism
International Tourism Expenditure (US\$ billion)



Source: World Tourism Organization (UNWTO) ©

World and regions: Outbound Tourism
International Tourism Expenditure (euro billion)



Source: World Tourism Organization (UNWTO) ©

Inbound Tourism: short-term trends 2011

International tourism off to a strong start in 2012

International tourist arrivals worldwide grew by 5.7% in the first two months of 2012 compared to the same period of 2011. Demand remained strong in both advanced and emerging economy destinations, despite economic constraints in many of the source markets of Europe and North America. For countries that suffered a setback last year such as Tunisia, Egypt and Japan, there were encouraging signs of recovery.

World

At this moment in time, 109 countries have reported data on international tourist arrivals for one or more months of 2012. The large majority (89 countries, 82%) have reported positive growth, with double-digit growth for 32 countries (29%), and 20 countries (18%) have recorded negative growth.

Over 90 countries have reported results for at least the first two months of 2012. Based on this sample of destinations, the growth of international tourist arrivals worldwide in January and February 2012 is estimated to have reached 5.7% compared to the same period last year.

Of both months, growth was somewhat higher in February. In January growth reached 5.4% compared to the same month last year and in February 6.1%. It has to be taken into account, nonetheless, that 2012 is a leap year, with one more day than usual in February. This corresponds roughly to some 3.5% of additional arrivals in this month. For the two months, without this extra day growth would have been somewhat over 4%.

Worldwide, international tourist arrivals surpassed 131 million in the first two months of 2012, up from 124 million in the same period of 2011.

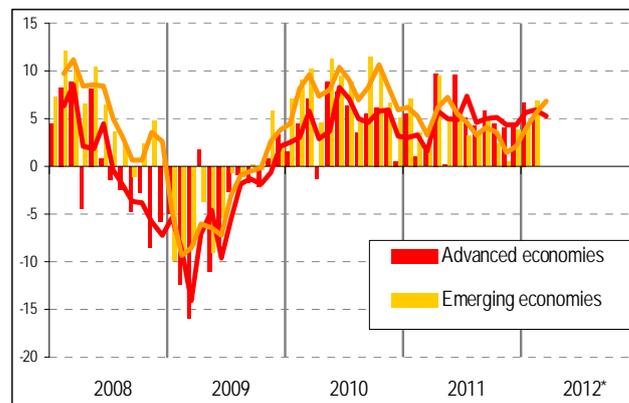
Data from the 56 countries that have already reported up to March suggest the trend has continued through the first quarter. According to the forecast prepared by UNWTO at the beginning of the year, international tourist arrivals are projected to increase by some 3% to 4% in 2012. For the year as a whole, the number of international tourist arrivals is expected to reach one billion for the first time.

Advanced economies (+6.0%) grew at a slightly faster pace than emerging ones (+5.5%), continuing the trend experienced in 2011. The explanation for this is that advanced economy destinations had been more affected by the crisis and rebounded most slowly, so they are still catching up.

Growth was positive in all (sub)regions in January and February except the Middle East (-1%) where the effects of

the Arab Spring are still being felt. Nevertheless, the region is showing encouraging signs of recovery. Africa was the fastest-growing region with an increase of over 7% in international tourist arrivals, followed by Asia and the Pacific (+7%) and the Americas (+6%). Europe's solid performance (+5%) reflected a continuation of its growth trend through 2011.

International Tourist Arrivals, monthly evolution
Advanced economies & Emerging economies (% Change)



Source: World Tourism Organization (UNWTO) ©

Regions

Europe

Europe exceeded expectations recording a 5% increase in tourist arrivals in the first two months of 2012. Europe's performance is a continuation of an already solid 2011 (+6%). Results were boosted by the strong growth in arrivals to Central and Eastern Europe (+8%) as well as to destinations of Northern Europe and Western Europe (both +6%).

According to available data, Georgia (+39%) was the star performer amongst Central and Eastern European destinations, continuing the strong growth path of recent years. Latvia (+21%) posted double-digit figures while Romania (+10%) and Estonia (+6%) grew above the region's average.

In Northern Europe, Nordic countries such as Iceland (+39%) and Finland (+16%) recorded double-digit increases in the first two months of 2012. In Western Europe, the more mature destinations such as Germany, the Netherlands and France (with +8% each) posted above average results.

In comparison, South and Mediterranean Europe (+2%) recorded the lowest growth. Mediterranean destinations such as Greece (-11%) and Turkey (-5%) suffered a decline in arrivals, but this can partly be attributed to the fact that this year's results contrast to months with a strong influx of arrivals deviated from Egypt last year.

Overall, these are welcome results for Europe at a time when countries are looking for sectors that can deliver on economic growth and job creation. There is a need to work together with tourism administrations to ensure that governments give priority to tourism as part of national policies to stimulate growth and employment, focusing on levers that can further enhance tourism development, particularly the crucial issues of visa facilitation, tourism promotion and branding.

Asia and the Pacific

Asia and the Pacific saw a 7% increase in tourist arrivals, led by South Asia and South-East Asia (both at +10%). Most destinations for which there is data available posted double-digit growth in both subregions, confirming an already strong 2011. In South-East Asia, Myanmar (+30%), Cambodia (+28%), Vietnam (+25%), Philippines (+16%) and Singapore (+15%) made a strong start of the year. While in South Asia, Bhutan (+38%), Nepal (+27%) and Sri Lanka (+21%) were well above average. India, the largest destination in the subregion, recorded a sound 9% increase.

North-East Asia (+6%) recorded higher growth as well, with Taiwan (province of China) and Korea (both +22%) as top performers. Arrivals in Japan were up almost 10% in the first quarter (with +92% in March), reflecting a clear recovery from the decline in demand experienced further to the Tohoku earthquake and tsunami of March 2011. China (+4%), the leading destination in Asia and the Pacific in terms of arrivals, recorded more moderate growth.

Finally, Oceania (+2%) posted more modest results, with heavyweights Australia (+4%) and New Zealand (+2%) growing below the Asia-Pacific regional average (7%). Of the smaller islands in the subregion, New Caledonia (+21%), Palau and Vanuatu (both +19%) saw the highest growth.

The Americas

The Americas also reported significant growth (+6%), driven by the sustained strong demand in South America (+8%) and Central America (+7%). In South America, Paraguay (+32%), Guyana (+19%), Ecuador (+16%) and Chile (+14%) recorded double-digit growth. All destinations in Central America with data available reported positive growth, with Nicaragua (+16%) taking the lead.

Results in North America (+6%) were boosted by the continued growth of the United States (+8%) and the remarkable arrivals increase in Canada (+5%), recovering firmly from a depressed 2011.

Arrivals in the Caribbean increased by 5%, led by the strong growth posted by the largest island destinations: the Dominican Republic (+8%), Puerto Rico (+6%) and Cuba

(+5%). Among the smallest islands, Curacao (+14%), US Virgin islands (+9%) and Anguilla (+8) stood out.

Africa & the Middle East

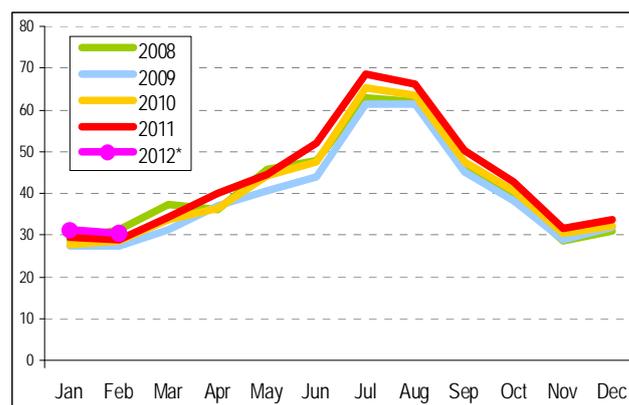
Africa was the fastest-growing region with an increase of 7% in international tourist arrivals thanks to continued growth in Sub-Saharan Africa (+7%) and a clear rebound in North Africa (+8%) as Tunisia (+53% in the first quarter) started to recover. According to the limited data available so far for other destinations, South Africa (+11%) posted double-digit growth, followed by the Seychelles (+9%) and Madagascar (+7%).

The Middle East (-1%) was the only region to record negative growth, but there are nonetheless encouraging signs of recovery since the Arab Spring, such as Egypt growing 32% in the first quarter. The other two countries to have reported data for the first months of 2012 were Oman, which recorded a 7% increase in arrivals, and Lebanon, where visitors dropped 8%.

International Tourist Arrivals, monthly evolution

Advanced economies

(million)

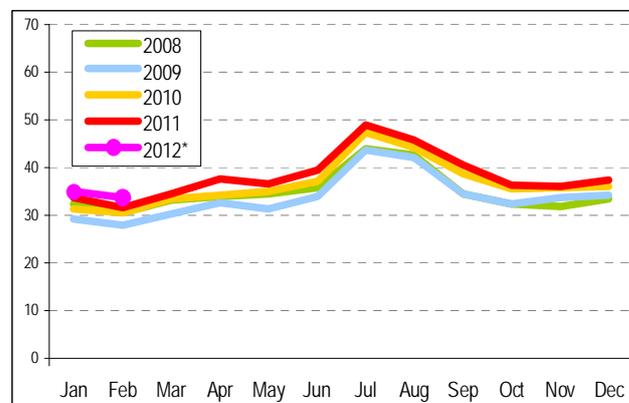


Source: World Tourism Organization (UNWTO) ©

International Tourist Arrivals, monthly evolution

Emerging economies

(million)



Source: World Tourism Organization (UNWTO) ©

International Tourist Arrivals by (Sub)region

	Full year					Share	Change			Monthly/quarterly data series										
	2000	2005	2009	2010	2011		2011	09/08	10/09	11/10	(percentage change over same period of the previous year)									
	(million)					(%)		(%)	(%)	2012*	2011				2010					
									YTD	Jan	Feb	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	
World	673	799	882	939	982	100	-3.9	6.4	4.6	5.7	5.4	6.1	3.7	6.6	4.4	3.3	6.9	7.2	6.9	6.1
Advanced economies ¹	417	454	475	499	523	53.2	-4.4	4.9	4.8	6.0	6.7	5.2	2.8	6.4	5.0	4.4	4.5	5.4	5.1	4.2
Emerging economies ¹	256	344	407	440	459	46.8	-3.2	8.2	4.3	5.5	4.2	6.9	4.5	6.8	3.7	2.3	9.3	9.4	9.3	7.9
<i>By UNWTO regions:</i>																				
<i>Europe</i>	384.8	440.5	461.6	474.7	503.7	51.3	-5.1	2.8	6.1	5.4	5.9	4.9	5.1	8.9	5.2	5.0	1.4	2.3	3.6	4.5
Northern Europe	43.4	56.1	56.0	56.1	59.3	6.0	-5.6	0.2	5.6	6.0	6.9	5.1	5.3	11.3	4.0	1.8	-4.8	-2.5	3.0	3.3
Western Europe	139.7	141.7	148.5	153.8	159.0	16.2	-3.0	3.6	3.4	5.9	3.9	7.8	3.2	4.4	2.3	4.5	2.3	4.1	4.2	2.6
Central/Eastern Eu.	69.3	90.4	92.6	95.7	103.5	10.5	-10.3	3.3	8.1	8.4	9.1	7.7	8.4	11.2	5.3	8.9	0.1	3.4	4.7	9.6
Southern/Mediterr. Eu.	132.5	152.3	164.5	169.0	181.9	18.5	-3.5	2.8	7.6	2.2	5.2	-0.6	4.7	10.7	8.2	4.0	4.0	1.8	2.8	3.2
- of which EU-27	323.6	352.2	356.7	364.8	384.8	39.2	-4.7	2.3	5.5	5.0	5.0	4.9	4.0	8.0	5.0	4.2	1.0	1.5	3.0	3.0
<i>Asia and the Pacific</i>	110.1	153.6	181.1	204.4	217.0	22.1	-1.6	12.9	6.1	7.3	8.4	6.2	4.4	5.7	7.6	6.9	13.5	15.8	14.3	8.7
North-East Asia	58.3	85.9	98.0	111.5	115.8	11.8	-2.9	13.8	3.8	6.0	6.7	5.3	2.1	0.7	5.1	7.3	11.4	21.1	15.6	7.9
South-East Asia	36.1	48.5	62.1	69.9	77.2	7.9	0.5	12.5	10.4	9.5	10.7	8.3	7.9	14.5	12.8	6.9	16.8	10.1	13.6	9.8
Oceania	9.6	11.0	10.9	11.6	11.7	1.2	-1.7	6.1	0.9	1.9	4.1	-0.2	-0.5	0.5	0.2	3.1	6.7	4.1	8.5	4.8
South Asia	6.1	8.1	10.1	11.5	12.4	1.3	-1.5	13.6	8.0	9.7	12.0	7.4	8.4	11.2	8.3	6.7	20.9	10.7	11.0	13.6
<i>Americas</i>	128.2	133.3	140.8	149.7	155.9	15.9	-4.9	6.3	4.2	6.1	4.6	7.6	4.0	6.2	3.6	3.1	4.2	7.6	9.0	4.0
North America	91.5	89.9	92.1	98.2	101.0	10.3	-5.7	6.5	2.9	5.6	4.3	7.1	1.2	5.3	2.9	1.9	3.9	9.6	8.6	3.3
Caribbean	17.1	18.8	19.6	20.0	20.9	2.1	-2.7	2.2	4.2	4.8	2.9	6.8	3.7	5.3	3.5	4.2	5.1	0.7	2.1	-0.3
Central America	4.3	6.3	7.6	7.9	8.3	0.8	-7.4	3.9	4.8	7.1	7.3	6.9	3.7	3.8	2.7	5.6	1.6	5.2	6.7	2.8
South America	15.3	18.3	21.4	23.6	25.8	2.6	-2.3	10.0	9.4	7.7	6.0	9.7	12.5	12.6	7.6	6.1	5.1	6.0	18.9	10.4
<i>Africa</i>	26.2	34.8	45.9	49.7	50.2	5.1	3.4	8.5	0.9	7.4	8.5	6.1	4.7	-1.2	-1.8	0.0	11.9	11.0	5.3	10.5
North Africa	10.2	13.9	17.6	18.8	17.1	1.7	2.5	6.7	-9.1	8.0	10.4	5.6	-9.8	-10.1	-11.9	-6.2	10.8	4.7	4.4	9.8
Subsaharan Africa	16.0	20.9	28.3	31.0	33.1	3.4	3.9	9.6	6.9	7.1	7.8	6.3	11.3	4.3	6.8	3.2	12.4	15.3	6.1	10.8
<i>Middle East</i>	24.1	36.3	52.8	60.4	55.4	5.6	-4.2	14.6	-8.4	-1.4	-11.0	9.3	-8.0	-2.2	-6.4	-15.3	22.5	21.6	18.9	8.3

Source: World Tourism Organization (UNWTO) ©

(Data as collected by UNWTO May 2012)

¹ Classification based on the International Monetary Fund (IMF), see the Statistical Annex of the IMF World Economic Outlook of April 2012, page 177, at www.imf.org/external/pubs/ft/weo/2012/01.

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



World Tourism Organization UNWTO Publications

UNWTO World Tourism Barometer

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

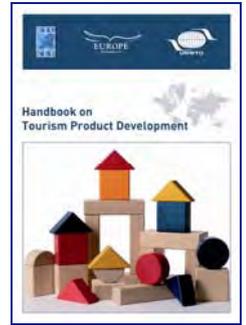
Available in English, French, Spanish and Russian



Handbook on Tourism Product Development

The UNWTO/ETC Handbook on Tourism Product Development outlines the essential elements in the process of tourism product development planning and implementation. It demonstrates a range of successful approaches and case studies from around the world and sets out best practice examples and benchmarks by which destinations can assess their own product development system and methods.

Available in English



The Middle East Outbound Travel Market

The Middle East region is one of the fastest growing tourist generating regions in the world. Outbound travel from the Middle East has more than quadrupled from 8 million in 1990 to 36 million in 2010. Published jointly by ETC and UNWTO, The Middle East Outbound Market, provides an in depth analysis of the structure and trends of this market, helping destinations and commercial operators plan ahead with greater foresight.

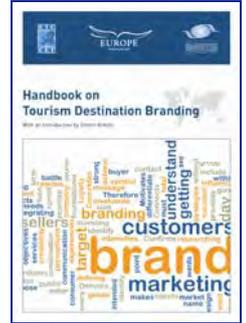
Available in English



Handbook on Tourism Destination Branding

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

Available in English and Spanish



The Chinese Outbound Travel Market, The Indian Outbound Travel Market and The Russian Outbound Travel Market

The Indian, the Chinese and the Russian Outbound Travel Markets are some of the fastest growing, and consequently increasingly important markets in the world. The UNWTO and ETC have jointly published detailed studies on each unique market, which aim to provide the necessary information to better understand the structure and trends of these growing markets. Topics covered include: destination choice, purpose of travel, spending, holiday activities and market segmentation, as well as the use of the internet and social media.

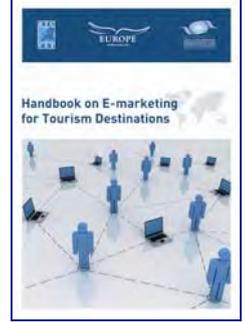
Available in English



Handbook on E-marketing for Tourism Destinations

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

Available in English and Spanish



Compendium of Tourism Statistics, 2012 Edition

The Compendium of Tourism Statistics provides data and indicators on inbound, outbound and domestic tourism, as well as on the number and types of tourism industries, the number of employees by tourism industries, and macroeconomic indicators related to international tourism. The 2012 edition presents data for 209 countries from 2006 to 2010, with methodological notes in English, French and Spanish.



Global Report on LGBT Tourism

As the global visibility of the lesbian, gay, bisexual and transgender (LGBT) community increases, there has been a steady increase in interest in this community as a consumer group, a trend which is particularly evident in the travel industry. With the knowledge and support of the International Gay and Lesbian Travel Association, as well as the UNWTO Affiliate Members, this report examines LGBT tourism from a social, political and economic perspective.



The Power of Youth Travel

With outbound travel from the world's emerging economies being boosted by new, affluent travellers and the age bracket for youth travel expanding across the world, young people are quickly becoming a consumer group to take seriously. The Power of Youth Travel features commentary from specialists, UNWTO Affiliate Members and other selected organizations on the importance of Youth Travel for economic development, global development and young travellers themselves.

Available in English

Yearbook of Tourism Statistics, 2012 Edition

The Yearbook of Tourism Statistics focuses on inbound tourism related data (total arrivals and overnight stays), broken down by country of origin. The 2012 Edition presents data for 199 countries from 2006 to 2010, with methodological notes in English, French and Spanish.

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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

Subscribers issue - May 2012

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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.

If you are interested in receiving the UNWTO World Tourism Barometer and you are not a UNWTO Member, you can subscribe to the next three issues for € 70 (pdf version delivered electronically) or € 100 (pdf plus hard copy).

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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 periodically updated. Issues contain as regular sections: an overview of short-term tourism data from destinations, 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 915678205 / 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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Calle Capitán Haya, 42, 28020 Madrid, Spain

UNWTO World Tourism Barometer
ISSN: 1728-9246

Published and printed by the World Tourism Organization, Madrid, Spain - First printing: 2012 (version 24/05/12)
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Data collection for this issue was closed early May 2012.

The next issue of the *UNWTO World Tourism Barometer* is scheduled to be published end of June 2012.

International Tourist Arrivals by (Sub)region

	Full year					Share	Change			Monthly/quarterly data series										
	2000	2005	2009	2010	2011		2011	09/08	10/09	11/10	(percentage change over same period of the previous year)									
	(million)					(%)	(%)			2012*	2011				2010					
										YTD	Jan	Feb	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4
World	673	799	882	939	982	100	-3.9	6.4	4.6	5.7	5.4	6.1	3.7	6.6	4.4	3.3	6.9	7.2	6.9	6.1
Advanced economies ¹	417	454	475	499	523	53.2	-4.4	4.9	4.8	6.0	6.7	5.2	2.8	6.4	5.0	4.4	4.5	5.4	5.1	4.2
Emerging economies ¹	256	344	407	440	459	46.8	-3.2	8.2	4.3	5.5	4.2	6.9	4.5	6.8	3.7	2.3	9.3	9.4	9.3	7.9
<i>By UNWTO regions:</i>																				
Europe	384.8	440.5	461.6	474.7	503.7	51.3	-5.1	2.8	6.1	5.4	5.9	4.9	5.1	8.9	5.2	5.0	1.4	2.3	3.6	4.5
Northern Europe	43.4	56.1	56.0	56.1	59.3	6.0	-5.6	0.2	5.6	6.0	6.9	5.1	5.3	11.3	4.0	1.8	-4.8	-2.5	3.0	3.3
Western Europe	139.7	141.7	148.5	153.8	159.0	16.2	-3.0	3.6	3.4	5.9	3.9	7.8	3.2	4.4	2.3	4.5	2.3	4.1	4.2	2.6
Central/Eastern Eu.	69.3	90.4	92.6	95.7	103.5	10.5	-10.3	3.3	8.1	8.4	9.1	7.7	8.4	11.2	5.3	8.9	0.1	3.4	4.7	9.6
Southern/Mediterr. Eu.	132.5	152.3	164.5	169.0	181.9	18.5	-3.5	2.8	7.6	2.2	5.2	-0.6	4.7	10.7	8.2	4.0	4.0	1.8	2.8	3.2
- of which EU-27	323.6	352.2	356.7	364.8	384.8	39.2	-4.7	2.3	5.5	5.0	5.0	4.9	4.0	8.0	5.0	4.2	1.0	1.5	3.0	3.0
Asia and the Pacific	110.1	153.6	181.1	204.4	217.0	22.1	-1.6	12.9	6.1	7.3	8.4	6.2	4.4	5.7	7.6	6.9	13.5	15.8	14.3	8.7
North-East Asia	58.3	85.9	98.0	111.5	115.8	11.8	-2.9	13.8	3.8	6.0	6.7	5.3	2.1	0.7	5.1	7.3	11.4	21.1	15.6	7.9
South-East Asia	36.1	48.5	62.1	69.9	77.2	7.9	0.5	12.5	10.4	9.5	10.7	8.3	7.9	14.5	12.8	6.9	16.8	10.1	13.6	9.8
Oceania	9.6	11.0	10.9	11.6	11.7	1.2	-1.7	6.1	0.9	1.9	4.1	-0.2	-0.5	0.5	0.2	3.1	6.7	4.1	8.5	4.8
South Asia	6.1	8.1	10.1	11.5	12.4	1.3	-1.5	13.6	8.0	9.7	12.0	7.4	8.4	11.2	8.3	6.7	20.9	10.7	11.0	13.6
Americas	128.2	133.3	140.8	149.7	155.9	15.9	-4.9	6.3	4.2	6.1	4.6	7.6	4.0	6.2	3.6	3.1	4.2	7.6	9.0	4.0
North America	91.5	89.9	92.1	98.2	101.0	10.3	-5.7	6.5	2.9	5.6	4.3	7.1	1.2	5.3	2.9	1.9	3.9	9.6	8.6	3.3
Caribbean	17.1	18.8	19.6	20.0	20.9	2.1	-2.7	2.2	4.2	4.8	2.9	6.8	3.7	5.3	3.5	4.2	5.1	0.7	2.1	-0.3
Central America	4.3	6.3	7.6	7.9	8.3	0.8	-7.4	3.9	4.8	7.1	7.3	6.9	3.7	3.8	2.7	5.6	1.6	5.2	6.7	2.8
South America	15.3	18.3	21.4	23.6	25.8	2.6	-2.3	10.0	9.4	7.7	6.0	9.7	12.5	12.6	7.6	6.1	5.1	6.0	18.9	10.4
Africa	26.2	34.8	45.9	49.7	50.2	5.1	3.4	8.5	0.9	7.4	8.5	6.1	4.7	-1.2	-1.8	0.0	11.9	11.0	5.3	10.5
North Africa	10.2	13.9	17.6	18.8	17.1	1.7	2.5	6.7	-9.1	8.0	10.4	5.6	-9.8	-10.1	-11.9	-6.2	10.8	4.7	4.4	9.8
Subsaharan Africa	16.0	20.9	28.3	31.0	33.1	3.4	3.9	9.6	6.9	7.1	7.8	6.3	11.3	4.3	6.8	3.2	12.4	15.3	6.1	10.8
Middle East	24.1	36.3	52.8	60.4	55.4	5.6	-4.2	14.6	-8.4	-1.4	-11.0	9.3	-8.0	-2.2	-6.4	-15.3	22.5	21.6	18.9	8.3

Source: World Tourism Organization (UNWTO) ©

(Data as collected by UNWTO May 2012)

¹ Classification based on the International Monetary Fund (IMF), see the Statistical Annex of the IMF World Economic Outlook of April 2012, page 177, at www.imf.org/external/pubs/ft/weo/2012/01.

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

Outlook for International Tourist Arrivals

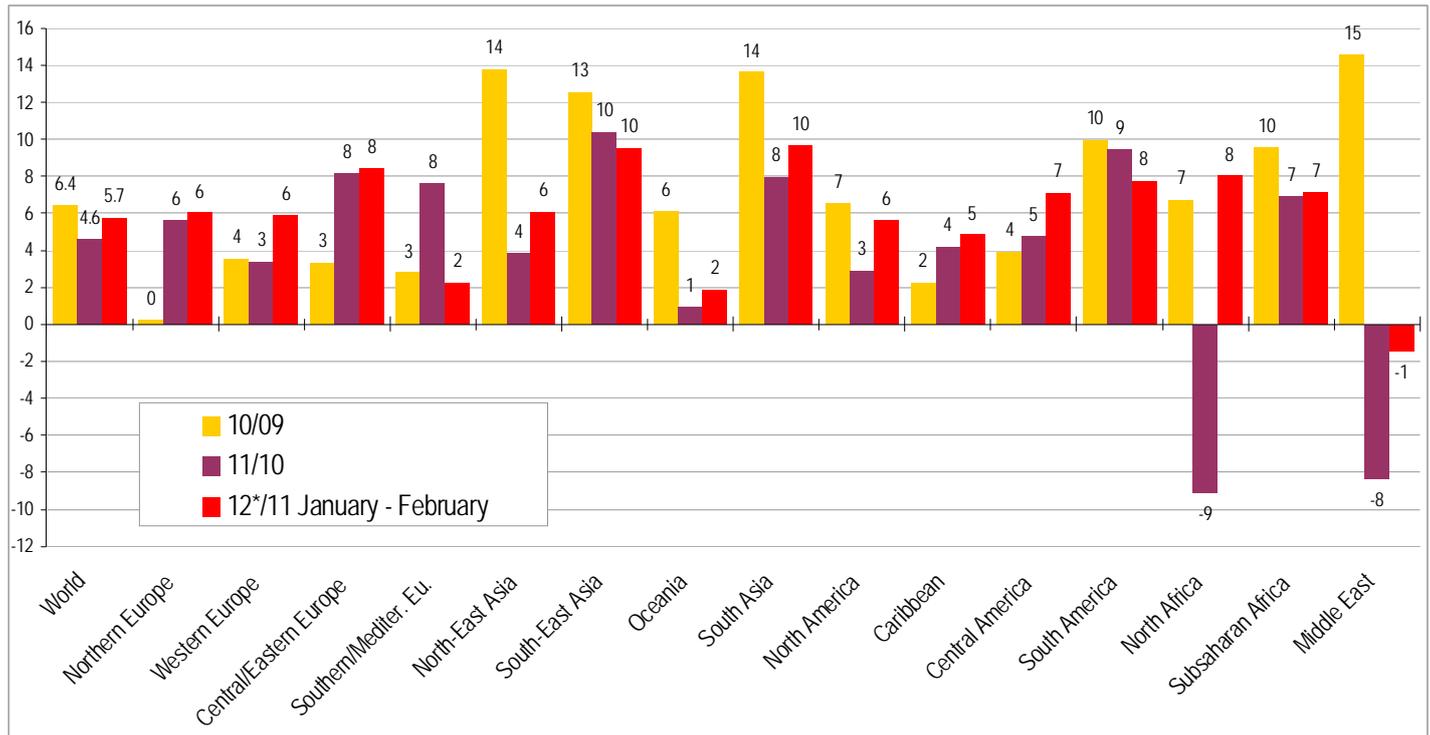
	2008	2009	2010	2011	2012*
	real				projection
	full year, change				between
World	2.1%	-3.9%	6.4%	4.6%	+3% and +4%
Europe	0.5%	-5.1%	2.8%	6.1%	+2% and +4%
Asia and the Pacific	1.1%	-1.6%	12.9%	6.1%	+4% and +6%
Americas	2.8%	-4.9%	6.3%	4.2%	+2% and +4%
Africa	3.1%	3.4%	8.5%	0.9%	+4% and +6%
Middle East	20.8%	-4.2%	14.6%	-8.4%	+0% and +5%

Source: World Tourism Organization (UNWTO) ©

(Data as collected by UNWTO May 2012)

International Tourist Arrivals

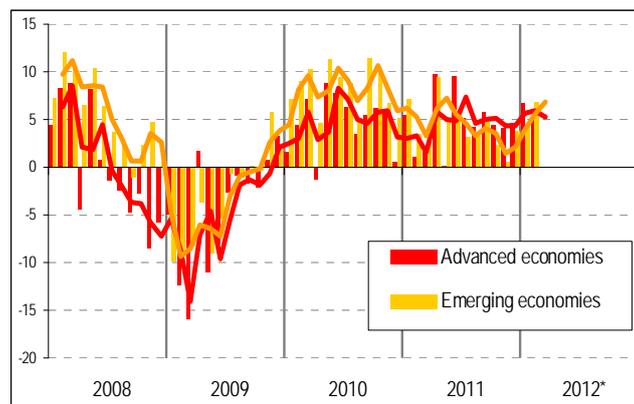
(% change over same period of the previous year)



Source: World Tourism Organization (UNWTO) ©

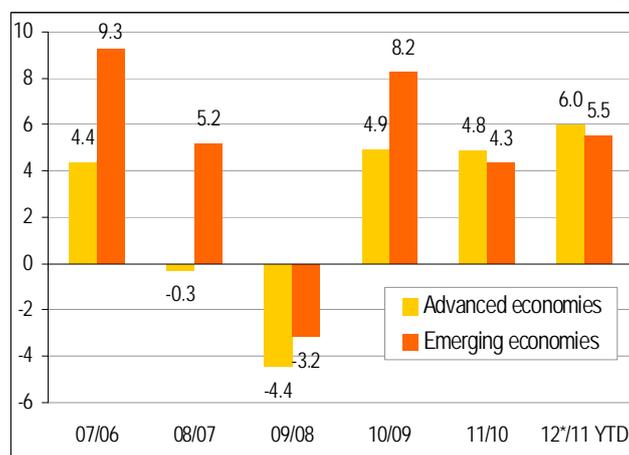
International Tourist Arrivals, monthly evolution

Advanced economies & Emerging economies (% Change)



Source: World Tourism Organization (UNWTO) ©

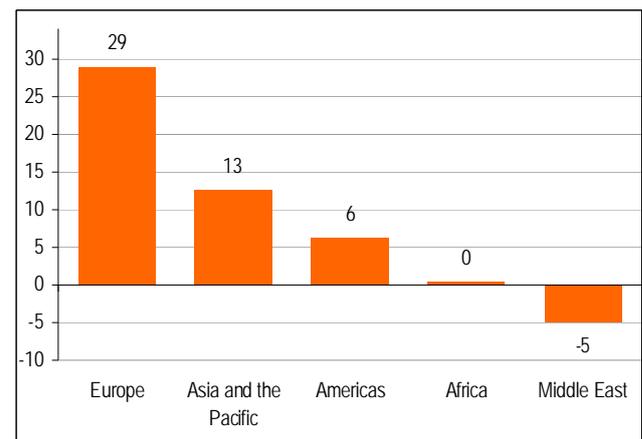
International Tourist Arrivals (% change)



Source: World Tourism Organization (UNWTO) ©

International Tourist Arrivals

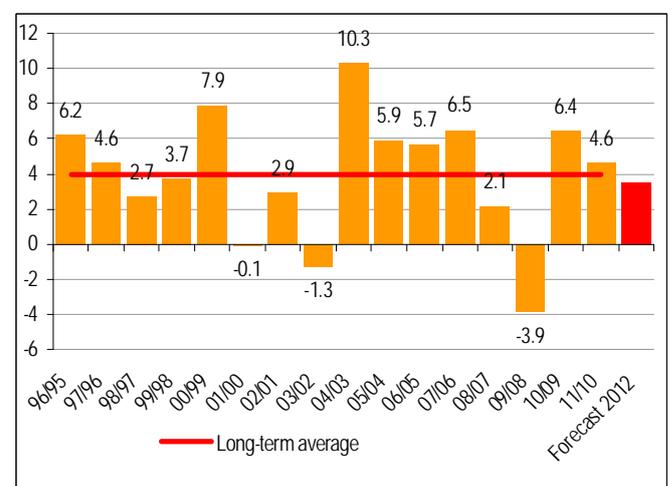
(absolute change 2011, million)



Source: World Tourism Organization (UNWTO) ©

International Tourist Arrivals, World

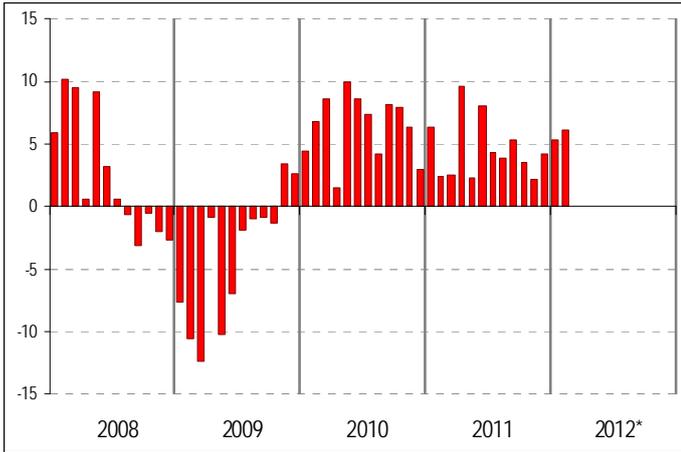
(% Change)



Source: World Tourism Organization (UNWTO) ©

International Tourist Arrivals, monthly evolution

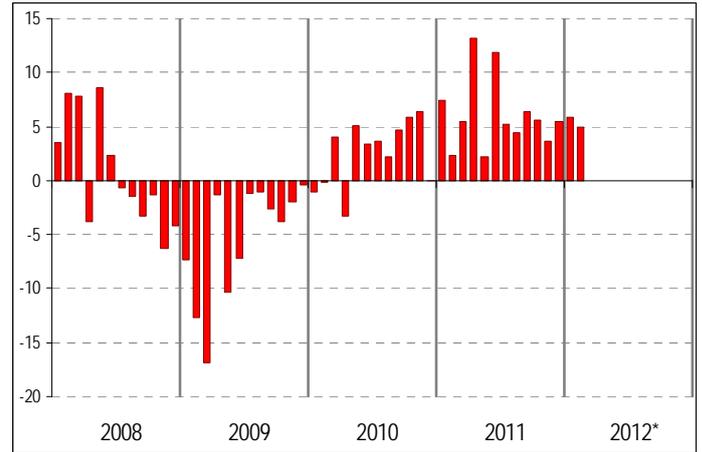
World (% change)



Source: World Tourism Organization (UNWTO) ©

International Tourist Arrivals, monthly evolution

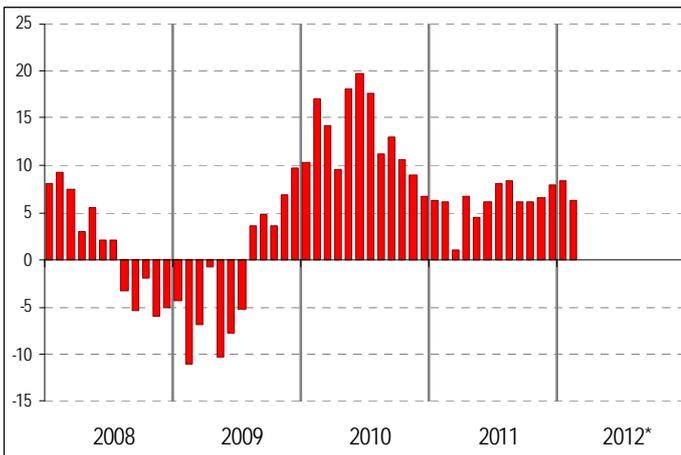
Europe (% change)



Source: World Tourism Organization (UNWTO) ©

International Tourist Arrivals, monthly evolution

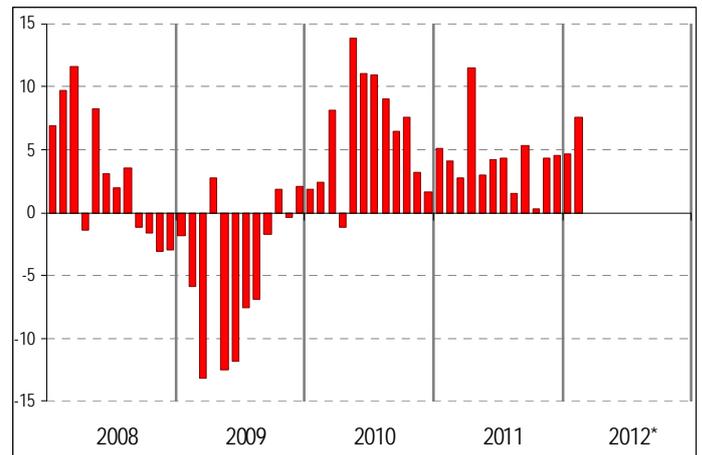
Asia and the Pacific (% change)



Source: World Tourism Organization (UNWTO) ©

International Tourist Arrivals, monthly evolution

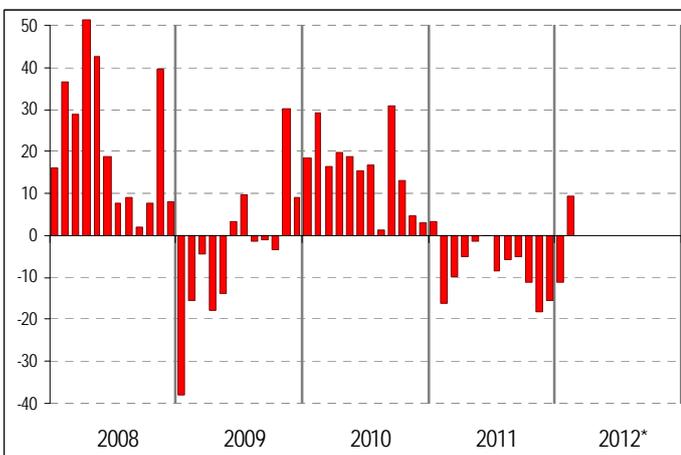
Americas (% change)



Source: World Tourism Organization (UNWTO) ©

International Tourist Arrivals, monthly evolution

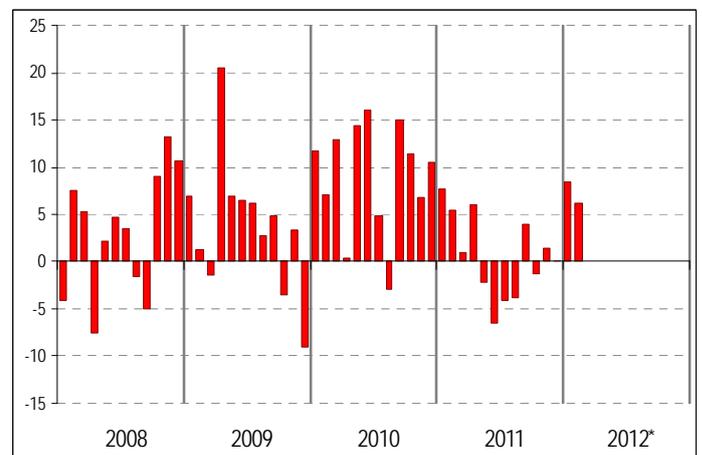
Middle East (% change)



Source: World Tourism Organization (UNWTO) ©

International Tourist Arrivals, monthly evolution

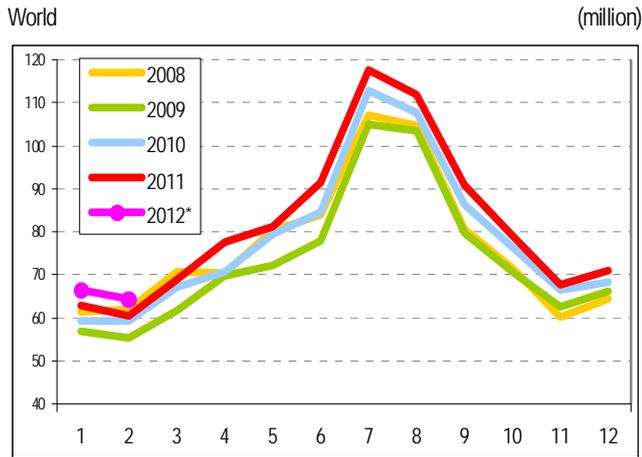
Africa (% change)



Source: World Tourism Organization (UNWTO) ©

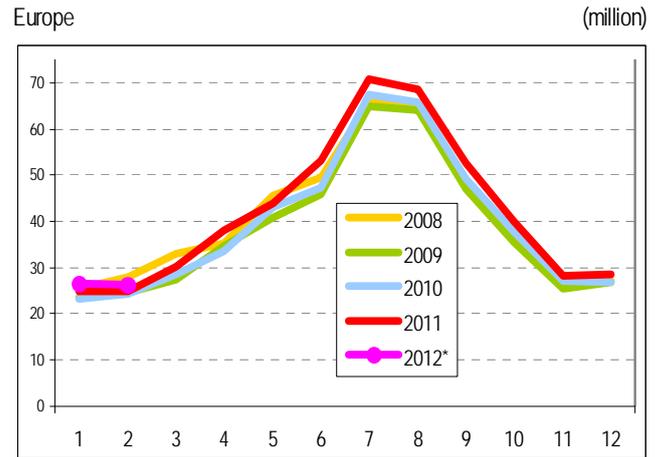
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International Tourist Arrivals, monthly evolution



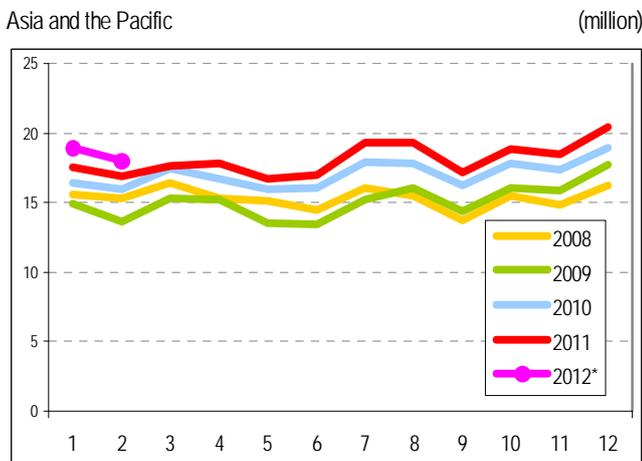
Source: World Tourism Organization (UNWTO) ©

International Tourist Arrivals, monthly evolution



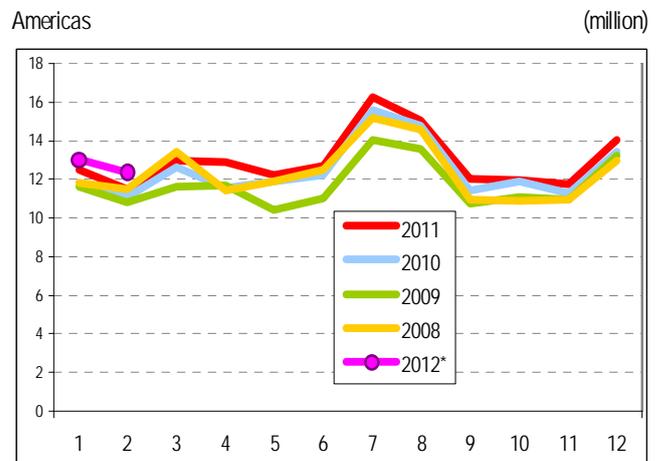
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International Tourist Arrivals, monthly evolution



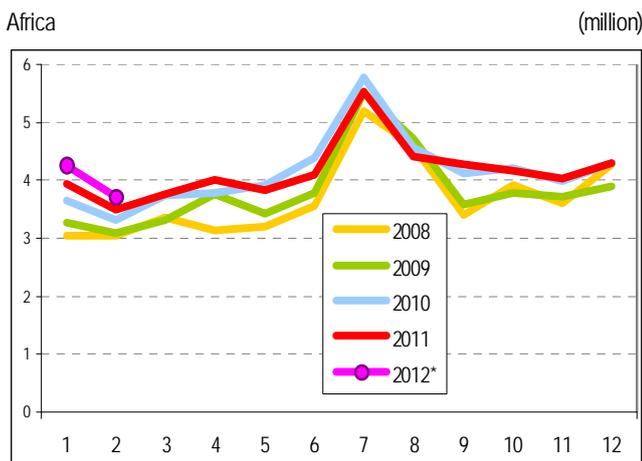
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International Tourist Arrivals, monthly evolution



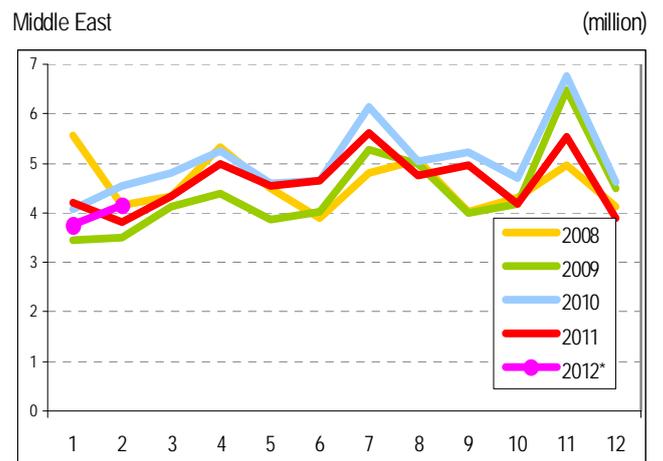
Source: World Tourism Organization (UNWTO) ©

International Tourist Arrivals, monthly evolution



Source: World Tourism Organization (UNWTO) ©

International Tourist Arrivals, monthly evolution



Source: World Tourism Organization (UNWTO) ©

International Tourism Receipts, World

	International Tourism Receipts										Change current prices					Change constant prices				
	(billion)										%					%				
	1990	1995	2000	2005	2006	2007	2008	2009	2010	2011*	07/06	08/07	09/08	10/09	11*/10	07/06	08/07	09/08	10/09	11*/10
Local currencies											9.1	6.3	-4.1	8.2	7.7	6.1	1.7	-5.6	5.5	3.8
US\$	262	403	475	679	744	859	942	853	928	1,030	15.4	9.7	-9.4	8.7	11.1	12.2	5.7	-9.1	7.0	7.7
Euro	206	308	515	546	593	626	640	612	700	740	5.7	2.2	-4.5	14.4	5.8	3.5	-1.0	-4.7	12.6	3.0

Source: World Tourism Organization (UNWTO) ©

(Data as collected by UNWTO May 2012)

International Tourism by (Sub)region

	International Tourism Receipts										International Tourist Arrivals							
	Change			US\$		euro			Share		abs.		Change		Share			
	Local currencies, constant prices (%)			Receipts (billion)		Receipts per arrival			Receipts per arrival		Receipts per arrival		Receipts per arrival		Receipts per arrival			
	09/08 10/09 11*/10			2010 2011*		2011			2010 2011*		2011		2010 2011		09/08 10/09 11*/10		2011	
World	-5.6	5.5	3.8	928	1,030	1,050	700	740	750	100	939	982	-3.9	6.4	4.6	100		
Advanced economies ¹	-6.4	5.7	4.7	589	664	1,270	444	477	910	64.4	499	523	-4.4	4.9	4.8	53.2		
Emerging economies ¹	-3.9	5.0	2.3	339	367	800	255	263	570	35.6	440	459	-3.2	8.2	4.3	46.8		
Europe	-6.5	0.0	5.2	409.3	463.4	920	308.8	332.9	660	45.0	474.7	503.7	-5.1	2.8	6.1	51.3		
Northern Europe	-4.1	2.7	5.0	61.4	70.3	1,190	46.3	50.5	850	6.8	56.1	59.3	-5.6	0.2	5.6	6.0		
Western Europe	-6.6	1.1	3.7	142.2	160.4	1,010	107.2	115.2	720	15.6	153.8	159.0	-3.0	3.6	3.4	16.2		
Central/Eastern Europe	-8.0	-2.9	7.9	48.1	56.1	540	36.3	40.3	390	5.4	95.7	103.5	-10.3	3.3	8.1	10.5		
Southern/Mediter. Eu.	-6.9	-1.0	5.7	157.6	176.7	970	118.9	126.9	700	17.1	169.0	181.9	-3.5	2.8	7.6	18.5		
- of which EU-27	-7.0	0.7	4.3	335.0	377.5	980	252.7	271.2	700	36.6	364.8	384.8	-4.7	2.3	5.5	39.2		
Asia and the Pacific	-0.6	15.5	4.3	255.2	289.0	1,330	192.5	207.6	960	28.1	204.4	217.0	-1.6	12.9	6.1	22.1		
North-East Asia	1.9	21.4	3.4	128.6	142.4	1,230	97.0	102.3	880	13.8	111.5	115.8	-2.9	13.8	3.8	11.8		
South-East Asia	-7.0	15.1	9.4	68.6	81.9	1,060	51.7	58.8	760	7.9	69.9	77.2	0.5	12.5	10.4	7.9		
Oceania	5.2	-2.0	-7.1	39.1	41.6	3,570	29.5	29.9	2,560	4.0	11.6	11.7	-1.7	6.1	0.9	1.2		
South Asia	-4.6	16.5	15.4	18.9	23.1	1,860	14.3	16.6	1,340	2.2	11.5	12.4	-1.5	13.6	8.0	1.3		
Americas	-10.0	4.3	5.7	181.0	199.5	1,280	136.5	143.3	920	19.4	149.7	155.9	-4.9	6.3	4.2	15.9		
North America	-12.4	6.0	6.6	131.0	144.9	1,430	98.8	104.1	1,030	14.1	98.2	101.0	-5.7	6.5	2.9	10.3		
Caribbean	-6.0	0.3	1.5	23.3	24.5	1,180	17.6	17.6	850	2.4	20.0	20.9	-2.7	2.2	4.2	2.1		
Central America	-5.4	4.8	0.9	6.7	7.2	860	5.0	5.2	620	0.7	7.9	8.3	-7.4	3.9	4.8	0.8		
South America	0.0	-2.1	6.5	20.1	22.9	890	15.1	16.5	640	2.2	23.6	25.8	-2.3	10.0	9.4	2.6		
Africa	-5.8	1.8	2.2	30.4	32.6	650	22.9	23.4	470	3.2	49.7	50.2	3.4	8.5	0.9	5.1		
North Africa	-4.7	0.2	-6.7	9.7	9.5	560	7.3	6.8	400	0.9	18.8	17.1	2.5	6.7	-9.1	1.7		
Subsaharan Africa	-6.4	2.7	6.3	20.7	23.1	700	15.6	16.6	500	2.2	31.0	33.1	3.9	9.6	6.9	3.4		
Middle East	1.2	17.2	-14.4	51.7	45.9	830	39.0	32.9	590	4.5	60.4	55.4	-4.2	14.6	-8.4	5.6		

Source: World Tourism Organization (UNWTO) ©

(Data as collected by UNWTO May 2012)

¹ Classification based on the International Monetary Fund (IMF), see the Statistical Annex of the IMF World Economic Outlook of April 2012, page 177,

 at www.imf.org/external/pubs/ft/weo/2012/01.

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

International Tourist Arrivals by Country of Destination

Rank		Full year						Change			Monthly/quarterly data (% change over same period of the previous year)										
		Series	2000	2005	2008	2009	2010	2011	09/08	10/09	11/10	Series	2012*	2011							
'11 '10			(million)					(%)				YTD	Q1	Jan	Feb	Mar	Q1	Q2	Q3	Q4	
	World		673	799	918	882	939	982	-3.9	6.4	4.6		5.7		5.4	6.1	3.7	6.6	4.4	3.3	
1	1 France	TF	77.2	75.0	79.2	76.8	77.1	79.5	-3.1	0.5	3.0	TCE	7.6		6.2	8.9	2.5	1.8	1.2	4.0	
2	2 United States	TF	51.2	49.2	57.9	55.0	59.8	62.3	-5.1	8.8	4.2	TF	8.0		7.4	8.8	1.6	6.2	5.5	3.1	
3	3 China	TF	31.2	46.8	53.0	50.9	55.7	57.6	-4.1	9.4	3.4	TF	3.5		-0.2	7.5	2.5	3.4	2.7	5.1	
4	4 Spain	TF	46.4	55.9	57.2	52.2	52.7	56.7	-8.8	1.0	7.6	TF	2.6	2.6	4.6	0.8	2.5	1.6	10.4	8.5	6.1
5	5 Italy	TF	41.2	36.5	42.7	43.2	43.6	46.1	1.2	0.9	5.7	TF	3.8		5.5	2.0		2.4	7.8	8.2	1.3
6	7 Turkey	TF	9.6	20.3	25.0	25.5	27.0	29.3	2.0	5.9	8.7	TF	-5.3	-5.3	1.3	-6.7	-8.3	14.6	11.6	7.1	4.0
7	6 United Kingdom	TF	23.2	28.0	30.1	28.2	28.3	29.2	-6.4	0.4	3.2	VF	4.1	4.1	10.6	2.8	-0.7	2.8	7.3	1.2	0.5
8	8 Germany	TCE	19.0	21.5	24.9	24.2	26.9	28.4	-2.7	10.9	5.5	TCE	7.7		9.4	6.2		9.0	6.9	2.7	5.6
9	9 Malaysia	TF	10.2	16.4	22.1	23.6	24.6	24.7	7.2	3.9	0.6	TF						-3.7	-4.8	4.7	5.4
10	10 Mexico	TF	20.6	21.9	22.6	21.5	22.3	23.4	-5.2	3.8	n/a	TF	0.6		-1.5	3.0		2.5	5.6	0.2	-0.6
11	11 Austria	TCE	18.0	20.0	21.9	21.4	22.0	23.0	-2.6	3.0	4.6	TCE	5.0	5.0	-2.2	13.9	4.0	1.2	7.3	5.4	6.0
12	13 Russian Federation	TF	19.2	19.9	21.6	19.4	20.3	22.7	-10.0	4.4	11.9	VF						13.0	14.5	9.3	11.6
13	14 Hong Kong (China)	TF	8.8	14.8	17.3	16.9	20.1	22.3	-2.3	18.7	11.1	TF	8.6	8.6	14.3	3.5	7.5	5.7	11.4	14.8	12.1
14	12 Ukraine	TF	6.4	17.6	25.4	20.8	21.2	21.4	-18.3	1.9	1.0	TF						-1.9	1.6	1.6	1.6
15	16 Thailand	TF	9.6	11.6	14.6	14.1	15.9	19.1	-3.0	12.6	19.8	TF	7.1	7.1	7.7	2.0	12.0	14.0	53.3	25.7	0.0
16	22 Saudi Arabia	TF	6.6	8.0	14.8	10.9	10.9	17.3	-26.2	-0.4	59.8	TF						36.5	120	67.2	22.1
17	17 Greece	TF	13.1	14.8	15.9	14.9	15.0	16.4	-6.4	0.6	9.5	TF	-11.1		-2.8	-20.1		13.1	14.2	8.3	3.9
18	15 Canada	TF	19.6	18.8	17.1	15.7	16.1	16.0	-8.2	2.3	-0.8	TF	5.2		1.8	8.5		-4.5	1.7	-1.7	0.8
19	19 Poland	TF	17.4	15.2	13.0	11.9	12.5	13.4	-8.3	4.9	7.1	TF						8.2	7.8	4.8	8.4
20	20 Macao (China)	TF	5.2	9.0	10.6	10.4	11.9	12.9	-2.0	14.7	8.4	TF	8.5	8.5	15.4	1.2	9.3	-0.7	6.7	16.2	11.0
21	21 Netherlands	TCE	10.0	10.0	10.1	9.9	10.9	11.3	-1.8	9.7	3.8	TCE	7.5		7.5			0.0	7.7	2.1	4.4
22	25 Singapore	TF	6.1	7.1	7.8	7.5	9.2	10.4	-3.7	22.3	13.4	VF	14.6	14.6	13.5	14.5	15.8	15.7	14.1	14.7	8.4
23	23 Hungary	TF	3.0	10.0	8.8	9.1	9.5	10.3	2.8	5.0	7.8	TF						7.3	7.7	9.6	5.4
24	26 Croatia	TCE	5.3	7.7	8.7	8.7	9.1	9.9	0.3	4.8	9.0	TCE	13.8	13.8	15.8	-6.3	24.0	-0.1	13.5	7.5	10.6
25	27 Korea, Republic of	VF	5.3	6.0	6.9	7.8	8.8	9.8	13.4	12.5	11.3	VF	22.0	22.0	28.6	21.6	17.3	2.8	5.3	17.5	18.0
26	18 Egypt	TF	5.1	8.2	12.3	11.9	14.1	9.5	-3.1	17.9	-32.4	VF	32.0	32.0	-28.6	257.1	73.2	-45.3	-35.4	-24.0	-29.2
27	24 Morocco	TF	4.3	5.8	7.9	8.3	9.3	9.3	5.9	11.4	0.6	TF	-6.9		-9.1	-4.7		6.5	6.2	-4.0	-3.1
28	29 Czech Rep	TF	4.8	9.4	10.1	8.8	8.6	8.8	-12.6	-2.5	1.7	TCE						2.5	12.1	4.0	4.4
29	28 Denmark	TF	3.5	9.2	9.0	8.5	8.7	...	-5.2	2.3	...	TCE(1)	2.6		4.7	0.6		11.1	16.8	4.4	2.9
30	30 Switzerland	THS	7.8	7.2	8.6	8.3	8.6	8.5	-3.7	4.0	-1.1	THS	-3.7	-3.7	-3.8	-5.1	-2.5	0.5	3.2	-4.5	-2.2
31	33 South Africa	TF	5.9	7.4	9.6	7.0	8.1	8.3	n.a.	15.1	3.3	TF	11.4		11.4			7.1	-1.3	2.2	5.2
32	34 Untd Arab Emirates(2)	THS	3.1	5.8	7.1	6.8	7.4	8.1	-4.0	9.1	9.4	THS(2)						10.8	4.9	13.6	8.9
33	36 Indonesia	TF	5.1	5.0	6.2	6.3	7.0	7.6	1.4	10.7	9.2	TF	11.0	11.0	18.9	4.3	10.1	6.4	6.4	11.7	12.0
34	35 Belgium	TCE	6.5	6.7	7.2	6.8	7.2	7.5	-4.9	5.5	3.8	TCE	6.6		6.6			3.2	7.3	1.9	2.5
35	38 Portugal	TCE	5.6	5.8	7.0	6.4	6.8	7.2	-7.5	4.9	7.3	TCE	1.2		3.3	-0.6		3.2	15.4	10.6	0.4
36	39 Ireland	TF	6.6	7.3	8.0	7.2	6.5	...	-10.4	-9.4	...	TF*	-1.2	-1.2	-16.7	0.2	9.1	8.7	17.1	7.8	-3.2
37	40 Bulgaria	TF	2.8	4.8	5.8	5.7	6.0	6.3	-0.7	5.4	4.6	VF	0.2	0.2	4.0	-4.1	0.4	8.1	7.1	1.5	4.8
38	42 India	TF	2.6	3.9	5.3	5.2	5.8	6.3	-2.2	11.8	8.9	TF	9.5	9.5	9.2	6.5	13.3	10.8	10.7	8.1	6.7
39	31 Japan	VF	4.8	6.7	8.4	6.8	8.6	6.2	-18.7	26.8	-27.8	VF	9.5	9.5	-4.1	-19.3	92.4	-13.3	-50.3	-31.4	-13.5
40	43 Taiwan (pr. of China)	VF	2.6	3.4	3.8	4.4	5.6	6.1	14.3	26.7	9.3	VF	22.3	22.3	14.8	15.8	33.8	9.8	0.0	11.2	16.4
41	46 Vietnam	VF	2.1	3.5	4.2	3.7	5.0	6.0	-11.5	34.8	19.1	VF	24.5	24.5	24.8	29.4	18.7	11.4	28.2	6.3	30.8
42	41 Australia	VF	4.9	5.5	5.6	5.6	5.9	5.9	0.0	5.4	-0.2	VF	4.1	4.1	4.8	-0.5	8.6	-0.3	2.2	-2.5	0.3
43	44 Argentina	TF	2.9	3.8	4.7	4.3	5.3	5.7	-8.4	23.6	6.3	TF						10.3	10.1	6.8	-0.8
44	45 Brazil	TF	5.3	5.4	5.1	4.8	5.2	5.4	-4.9	7.5	5.3	TF									
45	32 Syria	TF	2.1	3.6	5.4	6.1	8.5	5.1	12.2	40.3	-40.7	VF						-5.4	-45.9	-51.5	-52.4
46	47 Sweden	TCE	3.8	4.9	4.7	4.9	5.0	5.0	2.7	2.0	1.6	TCE(3)	4.5		0.6	7.9		0.1	10.4	-2.5	2.1
47	37 Tunisia	TF	5.1	6.4	7.0	6.9	6.9	4.8	-2.1	0.0	-30.7	TF	52.8	52.8	74.6	39.0	47.4	-44.1	-36.2	-29.0	-16.6
48	49 Dominican Rp	TF	3.0	3.7	4.0	4.0	4.1	4.3	0.3	3.3	4.4	TF	7.9	7.9	5.0	9.5	9.0	2.9	4.7	3.2	7.4
49	51 Finland	TF	2.7	3.1	3.6	3.4	3.7	4.2	-4.5	7.2	14.2	TCE(2)	16.0		12.6	20.6		11.9	17.1	11.6	11.9
50	53 Kazakhstan	TF	1.5	3.1	3.4	3.1	3.4	4.1	-9.5	8.8	20.6	VF						22.3	61.0	-25.0	36.6

Source: World Tourism Organization (UNWTO) ©

(Data as collected by UNWTO May 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 2011 the US dollar (and pegged currencies such as from some destinations in the Caribbean or the Middle East) depreciated some 5% against the euro, while in both 2010 and 2009 the US dollar appreciated some 5%, 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 2011 one euro exchanged at US\$ 1.3920, in 2010 at US\$ 1.3257, in 2009 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 0.7184 euro on average for 2011, 0.7543 euro in 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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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	2012*				2011				2010				
		(1000)			(%)			YTD	Q1	Jan	Feb	Mar	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4
Europe		461,623	474,680	503,679	2.8	6.1		5.4	5.9	4.9		5.1	8.9	5.2	5.0	1.4	2.3	3.6	4.5	
- of which EU-27		356,729	364,841	384,813	2.3	5.5		5.0	5.0	4.9		4.0	8.0	5.0	4.2	1.0	1.5	3.0	3.0	
<i>Northern Europe</i>		55,997	56,125	59,284	0.2	5.6		6.0	6.9	5.1		5.3	11.3	4.0	1.8	-4.8	-2.5	3.0	3.3	
Denmark	TF	8,547	8,744	..	2.3	..	TCE(1)	2.6	4.7	0.6		11.1	16.8	4.4	2.9	3.1	8.8	14.0	11.5	
Finland	TF	3,423	3,670	4,192	7.2	14.2	TCE	16.0	12.6	20.6		11.9	17.1	11.6	11.9	1.9	0.3	6.1	8.9	
Iceland	TCE	1,280	1,223	1,418	-4.4	16.0	THS(2)	39.0	39.0	32.4	36.4	45.0	3.6	17.2	18.8	21.7	11.9	1.1	-6.5	-2.2
Ireland	TF	7,189	6,515	..	-9.4	..	TF*	-1.2	-1.2	-16.7	0.2	9.1	8.7	17.1	7.8	-3.2	-22.6	-19.0	-8.3	-2.2
Norway	THS	2,503	2,723	2,973	8.8	9.2	THS	9.1	9.1	13.9	13.0	2.1	9.6	9.2	10.0	5.6	3.5	12.7	8.9	4.8
Sweden	TCE	4,855	4,951	5,029	2.0	1.6	TCE	4.5	0.6	7.9		0.1	10.4	-2.5	2.1	7.5	-3.0	4.3	-2.0	
United Kingdom	TF	28,199	28,299	29,192	0.4	3.2	VF	4.1	4.1	10.6	2.8	-0.7	2.8	7.3	1.2	0.5	-5.0	-2.4	2.3	3.0
<i>Western Europe</i>		148,536	153,847	159,045	3.6	3.4		5.9	3.9	7.8		3.2	4.4	2.3	4.5	2.3	4.1	4.2	2.6	
Austria	TCE	21,355	22,004	23,012	3.0	4.6	TCE	5.0	5.0	-2.2	13.9	4.0	1.2	7.3	5.4	6.0	4.6	-1.4	4.4	2.9
Belgium	TCE	6,814	7,186	7,456	5.5	3.8	TCE	6.6	6.6				3.2	7.3	1.9	2.5	2.9	4.5	7.6	5.9
France	TF	76,764	77,148	79,500	0.5	3.0	TCE	7.6	6.2	8.9			2.5	1.8	1.2	4.0	-1.6	4.0	3.2	0.6
Germany	TCE	24,223	26,875	28,352	10.9	5.5	TCE	7.7	9.4	6.2			9.0	6.9	2.7	5.6	8.0	11.9	13.2	8.9
Liechtenstein	THS	52	50	53	-4.8	7.1	THS	-20.8	-20.8				9.5	19.8	-2.3	5.7	-9.6	-12.5	4.5	-3.8
Luxembourg	TCE	849	793	543	-6.5	-31.6	TCE	67.4	67.4				-40.2	-35.6	-19.8	-39.7	1.0	4.5	-8.3	-24.2
Monaco	THS	265	279	295	5.5	5.6	THS						8.4	1.5	9.0	3.9	5.2	9.0	3.1	4.9
Netherlands	TCE	9,921	10,883	11,300	9.7	3.8	TCE	7.5	7.5				0.0	7.7	2.1	4.4	11.6	8.5	10.6	8.4
Switzerland	THS	8,294	8,628	8,534	4.0	-1.1	THS	-3.7	-3.7	-3.8	-5.1	-2.5	0.5	3.2	-4.5	-2.2	3.2	5.7	5.1	0.9
<i>Central/Eastern Europe</i>		92,619	95,676	103,457	3.3	8.1		8.4	9.1	7.7			8.4	11.2	5.3	8.9	0.7	3.4	4.7	9.6
Armenia	TF	575	684	758	18.9	10.8	TF	-9.0	-9.0				23.4	10.4	10.8	5.2	9.4	12.5	19.8	28.0
Azerbaijan	TF	1,005	1,280	1,562	27.4	22.0	VF						14.8	14.8	13.5	13.5	13.1	13.1	2.9	2.9
Bulgaria	TF	5,739	6,047	6,324	5.4	4.6	VF	0.2	0.2	4.0	-4.1	0.4	8.1	7.1	1.5	4.8	1.0	4.1	8.7	6.7
Czech Rep	TF	8,848	8,629	8,775	-2.5	1.7	TCE						2.5	12.1	4.0	4.4	3.4	4.5	5.4	6.2
Estonia	TF	1,900	2,120	2,460	11.6	16.0	TCE	6.4	7.2	5.6			16.6	17.2	14.0	15.6	14.6	13.1	11.9	15.1
Georgia	VF	1,500	2,032	2,820	35.4	38.8	VF	39.4	39.4	41.3	35.1	40.9	41.3	47.5	40.9	28.7	43.6	25.5	35.1	39.1
Hungary	TF	9,058	9,510	10,250	5.0	7.8	TF						7.3	7.7	9.6	5.4	7.4	7.1	3.6	3.1
Kazakhstan	TF	3,118	3,393	4,093	8.8	20.6	VF						22.3	61.0	-25.0	36.6	-5.2	-16.4	1.3	83.9
Kyrgyzstan	TF	2,147	1,316	..	-38.7	..	TF													
Latvia	TF	1,323	1,373	1,493	3.8	8.7	TCE	20.6	14.6	28.1			29.5	31.2	11.7	22.3	4.3	4.8	25.6	25.0
Lithuania	TF	1,341	1,507	..	12.4	..	TCE						39.8	18.7	14.7	16.9	-3.3	5.1	14.0	31.2
Poland	TF	11,890	12,470	13,350	4.9	7.1	TF						8.2	7.8	4.8	8.4	3.4	4.4	5.3	6.0
Rep Moldova	TCE	60	64	75	6.8	17.9	TCE						14.0	16.8	18.2	21.4	-28.8	39.6	14.7	8.4
Romania	TCE	1,276	1,343	1,515	5.3	12.8	TCE	9.6	9.6	10.4	3.3	14.1	10.2	10.9	15.2	13.4	-1.8	4.4	9.6	5.9
Russian Federation	TF	19,420	20,271	22,686	4.4	11.9	VF						13.0	14.5	9.3	11.6	-1.4	4.5	5.0	8.8
Slovakia	TCE	1,298	1,327	1,460	2.2	10.1	TCE	4.9	8.8	1.3			7.0	15.3	8.7	10.0	-0.9	7.5	0.6	2.7
Ukraine	TF	20,798	21,203	21,415	1.9	1.0	TF						-1.9	1.6	1.6	1.6	-5.9	3.7	2.3	7.5
Uzbekistan	TF	1,215	975	..	-19.8	..	TF													
<i>Southern/Mediter. Eu.</i>		164,471	169,032	181,893	2.8	7.6		2.2	5.2	-0.6			4.7	10.7	8.2	4.0	4.0	1.8	2.8	3.2
Albania	TF	1,792	2,347	..	31.0	..	VF						40.4	38.6			13.0	1.2	43.6	20.6
Andorra	TF	1,830	1,808	1,948	-1.2	7.7	TF	55.9	55.9				-5.4	1.0	16.4	18.4	3.6	-1.7	0.4	-7.4
Bosnia & Herzg	TCE	311	365	392	17.5	7.2	TCE	-3.3	11.9	-17.1			5.8	5.6	11.1	4.4	4.9	19.9	22.2	17.5
Croatia	TCE	8,694	9,111	9,927	4.8	9.0	TCE	13.8	13.8	15.8	-6.3	24.0	-0.1	13.5	7.5	10.6	2.5	-0.1	6.5	7.7
Cyprus	TF	2,141	2,173	2,392	1.5	10.1	TF	-3.5	7.1	-11.0			0.3	14.1	11.2	5.7	5.6	-2.3	3.2	2.4
F.Yug.Rp.Macedonia	TCE	259	262	327	1.0	25.1	TCE	10.0	27.3	-5.8			20.9	21.7	31.8	22.3	-12.1	0.5	3.7	8.4
Greece	TF	14,915	15,007	16,427	0.6	9.5	TF	-11.1	-2.8	-20.1			13.1	14.2	8.3	3.9	-5.3	-5.4	5.8	-4.3
Israel	TF	2,321	2,803	2,820	20.8	0.6	TF	-0.4	-0.4	-1.1	1.3	-1.1	6.4	2.7	2.0	-6.9	37.2	21.7	10.5	18.6
Italy	TF	43,239	43,626	46,119	0.9	5.7	TF	3.8	5.5	2.0			2.4	7.8	8.2	1.3	5.4	6.1	-6.5	4.0
Malta	TF	1,182	1,336	1,412	13.0	5.6	TF	-10.9	-10.9	-4.0	-5.8	-18.8	23.5	6.7	0.3	2.0	7.1	12.6	15.4	13.3
Montenegro	TCE	1,044	1,088	1,201	4.2	10.4	TCE	5.2	5.2	16.0	-23.8	22.6	-1.1	9.6	10.7	18.2	-14.0	3.3	5.9	-4.0
Portugal	TCE	6,439	6,756	7,250	4.9	7.3	TCE*	1.2	3.3	-0.6			3.2	15.4	10.6	0.4	3.5	1.2	9.2	6.5
San Marino	THS	151	120	156	-20.9	30.3	THS	-15.0	-15.0	-19.5	-36.8	3.7	69.5	18.3	35.9	11.6	2.4	-20.6	-37.7	17.1
Serbia	TCE	645	683	764	5.8	11.9	TCE	16.2	16.2	39.4	-8.1	18.8	10.8	19.4	8.2	9.5	-6.7	-0.2	12.3	14.3
Slovenia	TCE	1,824	1,869	2,037	2.5	9.0	TCE*	4.8	4.8	5.5	3.5	5.1	7.1	9.7	10.1	5.9	0.4	-1.2	4.6	3.2
Spain	TF	52,178	52,677	56,694	1.0	7.6	TF	2.6	2.6	4.6	0.8	2.5	1.6	10.4	8.5	6.1	0.3	-3.1	4.2	1.5
Turkey	TF	25,506	27,000	29,343	5.9	8.7	TF	-5.3	-5.3	1.3	-6.7	-8.3	14.6	11.6	7.1	4.0	11.0	7.9	3.6	4.8

Source: World Tourism Organization (UNWTO) ©

(Data as collected by UNWTO May 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)																				
	2005	2009	2010	2011*	Series	09/08	10/09	11/10	2012*					2011*				2010							
	(million)								YTD	Q1	Jan	Feb	Mar	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4				
Europe	349,503	412,257	409,310	463,403																					
- of which EU-27	294,353	339,008	335,040	377,532																					
<i>Northern Europe</i>	<i>53,645</i>	<i>58,438</i>	<i>61,425</i>	<i>70,278</i>																					
Denmark	5,278	5,617	5,704	6,165		-6.0	6.5	3.2						2.8	6.5	2.5	0.7	5.4	5.3	8.2	6.1				
Finland	2,186	2,820	2,902	3,646		-7.3	8.3	19.7						26.2	21.6	26.4	0.0	-0.1	2.3	13.2	17.5				
Iceland	413	548	556	707		26.0	0.4	20.5						6.4	24.2	24.1	16.6	31.3	-1.4	-7.6	8.7				
Ireland	4,806	4,890	4,077	4,644		-18.2	-12.3	8.5						3.0	18.0	10.6	-2.8	-26.1	-17.1	-7.6	-0.1				
Norway	3,495	4,154	4,707	5,301		-2.9	8.9	4.4						1.3	3.1	4.9	7.9	5.7	13.2	9.4	6.1				
Sweden	6,792	10,260	11,080	13,886		6.3	1.7	12.9						1.2	7.6	13.2	29.2	-3.3	2.1	8.2	-2.4				
United Kingdom	30,675	30,149	32,401	35,928	sa	-1.3	8.4	6.9						11.9	3.9	11.8	1.5	-3.6	18.8	-0.4	19.5				
<i>Western Europe</i>	<i>123,224</i>	<i>144,471</i>	<i>142,153</i>	<i>160,392</i>																					
Austria	16,054	19,382	18,596	19,860		-5.3	0.9	1.7						0.2	3.9	2.9	1.5	2.5	-3.7	3.0	-1.1				
Belgium	9,868	10,243	10,359	11,313		-8.2	6.4	4.0						6.0	8.0	0.6	2.0	2.3	11.7	6.0	5.1				
France	44,021	49,528	46,560	53,845		-7.7	-1.1	10.1	-5.2					5.3	0.0	14.9	20.8	-9.8	-0.2	3.5	-4.6				
Germany	29,173	34,650	34,675	38,842		-8.5	5.3	6.7	10.2	10.2	11.1	9.9	9.6	7.3	5.4	5.7	8.7	1.2	3.8	7.8	7.2				
Luxembourg	3,613	4,169	4,116	4,535		-1.9	3.9	4.9						14.4	2.5	-1.5	6.4	0.5	9.5	3.6	1.8				
Netherlands	10,475	12,368	12,883	14,445		-2.3	9.6	6.8						0.2	11.5	5.0	9.3	14.1	6.0	9.5	9.8				
Switzerland	10,020	14,131	14,965	17,553		-1.4	1.5	-0.1						0.3	2.6	-1.9	-1.3	1.0	1.7	2.2	0.9				
<i>Central/Eastern Europe</i>	<i>32,801</i>	<i>47,948</i>	<i>48,094</i>	<i>56,071</i>																					
Armenia	220	334	408	445	\$	1.1	22.2	9.0						21.5	10.1	7.8	3.8	4.6	8.7	30.6	33.4				
Azerbaijan	78	353	621	1,287	\$	85.4	75.9	107						55.8	171	63.9	146	57.4	54.3	114	73.1				
Belarus	253	370	437	459	\$	1.9	18.1	5.1						10.5	14.2	2.2	-5.0	12.2	26.3	17.9	15.1				
Bulgaria	2,412	3,728	3,637	3,967		-6.7	2.5	3.8	-1.6		0.2	-3.8		7.7	6.2	1.9	4.8	-3.0	0.0	4.8	1.7				
Czech Rep	4,813	7,013	7,121	7,628		-0.4	2.5	-0.7						-5.3	-11.0	5.6	7.6	-5.3	8.6	-1.6	7.8				
Estonia	972	1,090	1,063	1,248		-3.4	3.7	10.8						6.4	17.3	10.6	6.2	-2.5	1.1	5.3	10.4				
Georgia	241	476	659	936	\$	6.6	38.5	42.0						59.9	58.4	38.6	24.8	29.6	19.4	46.4	51.5				
Hungary	4,101	5,631	5,381	5,580		11.5	-1.8	0.3						-4.8	0.7	-4.6	11.6	-6.8	-1.0	1.1	-2.6				
Kazakhstan	701	963	1,005	1,209	\$	-4.8	4.4	20.3						22.6	28.1	22.9	8.0	-4.6	-0.7	5.3	15.8				
Kyrgyzstan	73	459	284	..	\$	-10.8	-38.2	..						-26.2	219	243		1.6	-66.9	-39.6	-35.1				
Latvia	341	723	640	771		-5.4	-6.4	14.0						6.2	18.3	14.1	15.9	-14.8	-10.0	-4.7	3.0				
Lithuania	921	1,011	1,021	1,353		-14.0	7.6	24.3						31.8	19.2	24.9	25.9	-10.7	3.1	13.4	19.1				
Poland	6,274	9,011	9,526	10,687		-1.0	3.8	9.1						26.4	4.0	11.4	1.1	-16.9	11.4	3.3	14.6				
Rep Moldova	103	173	174	194	\$	-20.3	0.7	11.9						20.9	4.1	14.2	10.9	-24.4	12.5	13.5	-0.4				
Romania	1,061	1,234	1,140	1,417	€	-34.8	-2.8	18.4	12.1		22.4	1.5		30.2	8.4	19.4	18.6	-20.2	-8.5	-1.5	23.6				
Russian Federation	5,870	9,366	8,830	11,398	\$	-20.9	-5.7	29.1						25.8	30.9	23.2	38.3	-3.8	-7.1	-5.7	-5.6				
Slovakia	1,210	2,336	2,233	2,429		-4.9	0.6	3.6	0.4		0.4			4.2	6.7	4.5	-1.0	5.2	-3.4	-5.5	8.7				
Ukraine	3,125	3,576	3,788	4,294	\$	-38.0	5.9	13.4						11.3	15.2	15.7	4.8	0.9	4.4	5.0	16.4				
Uzbekistan	28	99	121																	
<i>Southern/Mediterr. Eu.</i>	<i>139,833</i>	<i>161,400</i>	<i>157,638</i>	<i>176,663</i>																					
Albania	860	1,816	1,626	1,628	€	11.3	-5.8	-4.7						8.3	-9.4	-12.0	7.0	-23.8	-11.4	5.0	-5.7				
Bosnia & Herzg	521	671	594	628		-13.8	-7.1	0.7						-5.1	-5.5	9.5	-2.5	-16.9	-8.5	0.8	-10.1				
Croatia	7,463	8,898	8,259	9,185	€	-14.5	-2.3	5.9						-15.4	9.1	7.8	-3.2	8.0	-7.2	-0.7	-5.2				
Cyprus	2,318	2,180	2,153	2,520		-17.0	3.9	11.5	-6.5		0.7	-12.4		3.1	21.1	12.2	5.9	3.5	1.9	3.8	7.3				
F.Yug.Rp.Macedonia	89	218	197	239	€	0.8	-4.3	14.5	4.5		4.5			19.2	5.7	25.9	3.7	-27.7	2.6	5.1	0.2				
Greece	13,349	14,506	12,742	14,623		-10.6	-7.6	9.3	-17.5		-9.4	-26.1		-2.1	10.4	10.5	5.6	-2.0	-11.1	-6.6	-7.0				
Israel	2,866	3,741	4,768	4,849	\$	-12.6	27.5	1.7	0.8		-2.6	5.0		7.9	1.8	3.5	-4.8	35.3	32.3	21.6	23.0				
Italy	35,398	40,249	38,786	42,999		-7.2	1.4	5.6	2.3		1.5	3.2		4.9	4.3	8.9	1.6	3.0	7.3	-4.2	3.1				
Malta	755	892	1,079	1,265		-12.3	27.2	11.7						16.3	22.8	5.3	10.5	24.9	10.4	37.8	28.7				
Montenegro	268	662	660	777		-7.9	4.9	12.1						-11.6	11.1	13.0	10.4	-25.5	4.2	6.7	-7.2				
Portugal	7,712	9,635	10,077	11,339		-7.2	10.0	7.2	10.2		9.6	10.9		6.9	10.1	7.3	4.1	5.8	8.2	12.3	11.3				
Serbia	308	989	798	992	€	-3.9	-2.0	17.4	23.7		23.7			6.4	19.2	22.5	16.9	-2.6	-2.9	-7.0	6.4				
Slovenia	1,805	2,516	2,566	2,708		-1.2	7.3	0.5	8.5		7.3	9.9		-1.1	-1.1	0.9	3.2	4.6	5.9	9.4	8.2				
Spain	47,970	53,177	52,525	59,892		-9.0	3.9	8.6	1.8		3.3	0.0		6.7	12.2	8.8	5.7	0.4	0.8	7.0	5.4				
Turkey	18,152	21,250	20,807	23,020	\$	-3.2	-2.1	10.6	0.8		4.2	-2.8		28.5	17.8	8.9	-1.0	-2.2	7.4	-10.0	4.9				

Source: World Tourism Organization (UNWTO) ©

(Data as collected by UNWTO May 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	2012*				2011				2010				
		(1000)			(%)			YTD	Q1	Jan	Feb	Mar	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4
Asia and the Pacific		181,127	204,439	216,998	12.9	6.1		7.3	8.4	6.2	4.4	5.7	7.6	6.9	13.5	15.8	14.3	8.7		
<i>North-East Asia</i>		98,017	111,508	115,779	13.8	3.8		6.0	6.7	5.3	2.1	0.7	5.1	7.3	11.4	21.1	15.6	7.9		
China	TF	50,875	55,665	57,581	9.4	3.4	TF	3.5	-0.2	7.5	2.5	3.4	2.7	5.1	8.2	12.9	10.9	5.7		
Hong Kong (China)	TF	16,926	20,085	22,316	18.7	11.1	TF	8.6	8.6	14.3	3.5	7.5	5.7	11.4	14.8	12.1	12.7	31.6	22.9	10.8
Japan	VF	6,790	8,611	6,219	26.8	-27.8	VF	9.5	9.5	-4.1	-19.3	92.4	-13.3	-50.3	-31.4	-13.5	29.3	42.3	29.8	8.8
Korea, Republic of	VF	7,818	8,798	9,795	12.5	11.3	VF	22.0	22.0	28.6	21.6	17.3	2.8	5.3	17.5	18.0	-1.0	21.4	18.6	12.1
Macao (China)	TF	10,402	11,926	12,925	14.7	8.4	TF	8.5	8.5	15.4	1.2	9.3	-0.7	6.7	16.2	11.0	16.3	29.4	13.0	3.3
Mongolia	TF	411	456	456	10.8	0.0	TF	-4.0	-4.0				149.2	-18.7	0.7	-17.0	50.6	50.6	-2.5	-26.2
Taiwan (pr. of China)	VF	4,395	5,567	6,087	26.7	9.3	VF	22.3	22.3	14.8	15.8	33.8	9.8	0.0	11.2	16.4	28.1	30.5	22.2	25.8
<i>South-East Asia</i>		62,102	69,886	77,154	12.5	10.4		9.5	10.7	8.3	7.9	14.5	12.8	6.9	16.8	10.1	13.6	9.8		
Brunei Darussalam	TF	157	214	..	36.3	..	TF								19.0	21.2	32.7	73.0		
Cambodia	TF	2,046	2,399	2,882	17.3	20.1	TF	27.6	27.6				20.7	18.9	25.0	16.6	9.5	18.1	17.8	24.4
Indonesia	TF	6,324	7,003	7,650	10.7	9.2	TF	11.0	11.0	18.9	4.3	10.1	6.4	6.4	11.7	12.0	14.6	13.5	9.2	6.6
Lao P.D.R.	TF	1,239	1,670	..	34.8	..	VF						19.5	26.5	16.1	-22.0	23.0	59.2	16.9	13.9
Malaysia	TF	23,646	24,577	24,714	3.9	0.6	TF						-3.7	-4.8	4.7	5.4	5.3	3.9	5.6	1.2
Myanmar	TF	243	311	391	27.7	25.9	TF	29.9	29.9				30.4	27.1	17.9	26.5	39.3	24.8	37.1	15.4
Philippines	TF	3,017	3,520	3,917	16.7	11.3	TF	16.0	16.0	17.5	13.5	16.9	13.0	11.0	12.0	9.2	11.4	13.1	23.0	19.7
Singapore	TF	7,488	9,161	10,390	22.3	13.4	VF	14.6	14.6	13.5	14.5	15.8	15.7	14.1	14.7	8.4	19.6	25.8	20.3	16.0
Thailand	TF	14,150	15,936	19,098	12.6	19.8	TF	7.1	7.1	7.7	2.0	12.0	14.0	53.3	25.7	0.0	27.8	-2.2	14.5	8.4
Timor-Leste	TF	44	45	50	0.9	12.8	VF						6.6	2.2	15.0	29.3	14.1	2.8	-1.9	-9.7
Vietnam	VF	3,747	5,050	6,014	34.8	19.1	VF	24.5	24.5	24.8	29.4	18.7	11.4	28.2	6.3	30.8	36.2	28.6	37.8	36.3
<i>Oceania</i>		10,904	11,566	11,671	6.1	0.9		1.9	4.1	-0.2	-0.5	0.5	0.2	3.1	6.7	4.1	8.5	4.8		
Australia	VF	5,584	5,885	5,875	5.4	-0.2	VF	4.1	4.1	4.8	-0.5	8.6	-0.3	2.2	-2.5	0.3	6.3	1.4	9.4	4.2
Cook Is	TF	101	104	112	3.0	7.9	TF	5.2	5.2	-6.2	6.1	14.6	5.5	13.2	6.2	7.6	-3.4	-1.0	8.2	5.1
Fiji	TF	542	632	675	16.5	6.8	TF	3.4	3.4				4.3	12.9	5.4	4.9	25.4	22.1	11.6	11.5
French Polynesia	TF	160	154	163	-4.1	5.8	TF	-2.9	-10.0	4.4			18.5	17.1	-2.9	-2.3	-10.7	-11.4	1.0	2.0
Guam	TF	1,053	1,197	1,160	13.7	-3.1	TF	8.1	8.1	6.9	1.2	16.3	1.9	-15.5	-4.9	4.5	10.1	20.8	15.0	10.4
Kiribati	TF	4	5	5	19.2	12.0	VF						36.3	43.3	-15.9	-0.7	2.3	16.6	32.8	24.0
Marshall Is	TF	5	5	5	-15.1	-0.1	TF*						10.2	-2.7	-0.9	-7.4	-5.1	-0.8	-15.1	-6.4
N.Mariana Is	TF	345	375	..	8.4	..	VF	9.1	10.1	7.9			-10.0	-15.9	-16.5	3.4	2.2	10.7	4.0	14.8
New Caledonia	TF	99	99	112	-0.8	13.5	TF	21.2	21.2	16.2	22.8	25.3	7.4	6.4	25.4	11.7	-14.2	-10.3	3.2	15.1
New Zealand	VF	2,458	2,525	2,601	2.7	3.0	VF	2.2	2.2	0.5	-3.4	11.3	-2.4	-1.1	8.9	7.0	5.6	0.5	3.0	1.1
Niue	TF	5	6	6	33.3	-1.9	TF						-17.0	-0.7	12.3	2.7	79.4	16.4	26.4	9.5
Palau	TF	72	86	109	19.1	27.4	TF	19.4	19.9	18.8			11.9	47.3	28.4	28.6	5.7	5.3	44.0	21.2
Papua New Guinea	TF	124	147	163	18.5	11.1	TF						0.3	13.7	5.3	25.7	27.0	12.0	17.3	18.1
Samoa	TF	129	129	127	0.2	-1.6	TF	-1.7	-1.7				-1.4	-0.4	0.0	-4.5	0.7	-4.0	0.0	3.7
Solomon Is	TF	18	21	23	12.4	11.8	TF						21.6	15.8	-0.3	14.7	-1.5	3.0	30.9	15.4
Tonga	TF	51	45	..	-10.3	..	TF						-17.4	2.3			-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	94	-3.5	-3.5	TF	19.1	31.2	1.6			-16.6	3.1	1.3	-4.2	-4.0	-3.7	-4.9	-1.2
<i>South Asia</i>		10,103	11,479	12,395	13.6	8.0		9.7	12.0	7.4	8.4	11.2	8.3	6.7	20.9	10.7	11.0	13.6		
Bangladesh	TF	267	303	..	13.4	..	TF								6.3	-3.1	13.5	42.3		
Bhutan	TF	23	27	37	14.7	39.2	TF	38.4	90.3	13.0			9.4	40.0	48.2	50.5	56.2	-17.9	3.7	30.5
India	TF	5,168	5,776	6,290	11.8	8.9	TF	9.5	9.5	9.2	6.5	13.3	10.8	10.7	8.1	6.7	15.6	8.3	11.1	11.1
Iran	TF	TF													
Maldives	TF	656	792	931	20.7	17.6	TF	3.3	3.3	20.9	-4.7	-5.3	12.8	22.8	18.9	17.4	20.5	19.5	26.5	17.5
Nepal	TF	510	603	736	18.3	22.1	VF(1)	27.0	27.0	27.7	13.7	37.2	12.5	39.0	18.5	18.8	29.8	7.1	23.3	15.9
Pakistan	TF	855	907	..	6.1	..	TF										47.3	10.4	-19.3	-2.8
Sri Lanka	TF	448	654	856	46.1	30.8	TF	21.1	21.1	15.7	27.0	21.3	34.1	40.7	30.0	23.3	50.3	45.9	37.2	50.8

Source: World Tourism Organization (UNWTO) ©

(Data as collected by UNWTO May 2012)

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

(1) Air arrivals 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)																	
	2005	2009	2010	2011*	Series	09/08	10/09	11/10	2012*					2011*				2010				
	(million)								YTD	Q1	Jan	Feb	Mar	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	
Asia and the Pacific	135,271	204,143	255,242	289,035																		
<i>North-East Asia</i>	64,964	101,627	128,579	142,393																		
China	29,296	39,675	45,814	48,464	\$	-2.9	15.5	5.8	5.1		-0.3	10.7		4.3	5.8	5.3	7.6	14.7	20.7	17.0	9.8	
Hong Kong (China)	10,294	16,408	22,200	27,176		6.7	35.6	22.7						19.2	25.6	21.5	24.4	26.2	48.4	50.9	23.3	
Japan	6,630	10,305	13,199	10,966		-13.8	20.2	-24.5	-6.2		-1.1	-11.5		-11.3	-46.7	-28.5	-8.8	20.5	32.6	23.9	5.6	
Korea, Republic of	5,806	9,819	10,359	12,304	\$	0.5	5.5	18.8	21.3	21.3	20.9	15.2	27.6	23.4	-11.4	38.8	28.3	-28.4	33.2	11.7	18.1	
Macao (China)	7,618	18,142	27,790	..		6.6	53.5	..														
Mongolia	177	235	244	218	\$	-4.7	3.7	-10.6	-7.7	-7.7	-16.1	25.2	-21.3	13.7	-8.7	-12.2	-23.8	21.0	13.4	-8.1	10.7	
Taiwan (pr. of China)	4,977	6,816	8,721	11,044	\$	14.8	27.9	26.6						31.5	24.9	25.0	25.8	32.1	27.9	24.9	27.6	
<i>South-East Asia</i>	34,982	53,847	68,591	81,891																		
Brunei Darussalam	191	254		7.7														
Cambodia	840	1,082	1,180	1,683	\$	-11.3	9.1	42.7						12.8	37.6	49.7	69.5	-3.9	-1.0	-3.9	7.2	
Indonesia	4,522	5,598	6,957	7,952	\$	-24.1	24.3	14.3						12.9	11.8	15.3	16.6	37.5	13.6	21.5	25.9	
Lao P.D.R.	147	268	382	406	\$	-2.8	42.6	6.4														
Malaysia	8,847	15,772	18,276	18,259		9.1	5.9	-5.1						-3.3	-4.6	-13.1	0.9	7.3	5.8	7.3	3.5	
Myanmar	68	56	73	..	\$	-18.8	30.4	..														
Philippines	2,265	2,330	2,630	3,152	\$	-6.8	12.9	19.8						6.2	19.6	20.4	35.3	3.0	21.5	48.9	-7.2	
Singapore	6,211	9,368	14,133	17,990		-10.1	41.4	17.4						41.7	13.9	11.9	8.8	13.8	43.9	66.4	42.7	
Thailand	9,576	16,056	20,115	26,256		-9.0	15.7	26.0						18.4	77.7	35.6	-1.0	35.5	-1.6	12.1	11.8	
Timor-Leste	..	13	21	..		-6.0	62	..														
Vietnam	2,300	3,050	4,450	5,620	\$	-22.4	45.9	26.3														
<i>Oceania</i>	25,918	33,769	39,140	41,641																		
Australia	16,848	25,385	29,798	31,443		10.3	-0.2	-6.2	2.2	2.2	0.2	-1.7	8.0	-8.9	-6.3	-6.2	-3.0	3.1	1.5	-1.4	-3.9	
Cook Is	91	103	110	..		10.3	-7.4	..														
Fiji	485	422	523	..		-5.3	21.6	..						5.1				27.2	26.8	15.5	14.5	
French Polynesia	530	440	403	..		-11.1	-3.6	..														
Marshall Is	6	4	3	..		16.7	-5.7	..														
Micronesia (Fed.St.of)	17	24	25	..		8.6	5.0	..														
New Caledonia	149	141	132	..		-2.2	-1.6	..														
New Zealand	5,203	4,586	4,906	5,527		2.4	-7.2	2.8						2.6	-4.6	4.3	8.5	-2.5	-5.2	-12.4	-10.8	
Niue	1	2	2	..		-4.4	12.2	..														
Palau	97	113	124	..	\$	-3.4	9.7	..														
Papua New Guinea	4	2	2	..		-2.6	8.1	..														
Samoa	79	116	124	..		7.0	-2.7	..														
Solomon Is	2	44	53	..		23.9	20.3	..														
Tonga	15	16	31	..		-12.0	84.5	..										49.5	54.3	94.6	132	
<i>South Asia</i>	9,407	14,900	18,932	23,109																		
Bangladesh	70	70	81	..		-5.9	17.7	..						25.2	2.8			89.6	-6.4	-8.8	21.7	
Bhutan	19	32	35	48	\$	-18.0	10.0	36.2	38.2		89.7	17.6		3.7	31.6	61.1	44.5	52.8	-17.4	-17.0	29.8	
India	7,493	11,136	14,160	17,518		8.3	18.1	19.6	27.5		49.3	11.1		6.8	19.0	26.2	26.9	30.7	22.6	14.3	8.1	
Iran	791	2,012	2,707	..	\$	5.1	34.5	..														
Maldives	287	608	714	..	\$	-8.3	17.3	..														
Nepal	132	412	344	386		36.3	-21.3	13.7						-16.2	8.5	29.8	29.3	-13.3	-34.3	-20.9	-16.2	
Pakistan	182	272	305	358	\$	-13.9	12.1	17.4	12.0	12.0	0.0	72.0	-18.4	19.5	45.6	11.8	-2.4	18	3.0	13.4	13.5	
Sri Lanka	429	350	576	830		8.6	61.9	40.9						43.1	49.9	37.9	37.9	70.1	60.9	51.8	65.5	

Source: World Tourism Organization (UNWTO) ©

(Data as collected by UNWTO May 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	2012*				2011				2010				
		(1000)	(%)	YTD	Q1	Jan		Feb	Mar	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4			
Americas		140,805	149,677	155,935	6.3	4.2		6.1		4.6	7.6		4.0	6.2	3.6	3.1	4.2	7.6	9.0	4.0
North America		92,149	98,153	100,978	6.5	2.9		5.6		4.3	7.1		1.2	5.3	2.9	1.9	3.9	9.6	8.6	3.3
Canada	TF	15,737	16,097	15,976	2.3	-0.8	TF	5.2		1.8	8.5		-4.5	1.7	-1.7	0.8	-0.5	-0.1	3.8	4.6
Mexico	TF	21,454	22,260	23,403	3.8	n/a	TF	0.6		-1.5	3.0		2.5	5.6	0.2	-0.6	-4.6	13.2	8.1	1.1
United States	TF	54,958	59,796	62,325	8.8	4.2	TF	8.0		7.4	8.8		1.6	6.2	5.5	3.1	9.1	11.5	10.6	3.9
Caribbean		19,590	20,024	20,857	2.2	4.2		4.8		2.9	6.8		3.7	5.3	3.5	4.2	5.7	0.7	2.1	-0.3
Anguilla	TF	58	62	66	7.1	6.1	TF	7.7		11.1	4.6		8.1	19.5	-4.1	-1.4	11.8	7.6	1.5	6.2
Antigua, Barb	TF	234	230	241	-1.9	5.0	TF(1)	1.8		1.8			2.6	9.5	6.3	2.3	0.2	-3.3	-4.1	-1.2
Aruba	TF	813	825	871	1.5	5.7	TF	0.9		-3.5	5.7		1.9	9.9	8.6	2.7	6.0	-1.3	0.6	0.5
Bahamas	TF	1,327	1,370	1,344	3.3	-1.9	TF	2.9		6.4	0.1		-3.2	-1.3	-3.3	0.4	2.0	4.0	9.0	-2.4
Barbados	TF	519	532	568	2.6	6.7	TF	0.8		0.8			5.9	6.7	11.3	3.4	2.0	4.3	6.4	-1.3
Bermuda	TF	236	232	236	-1.5	1.6	TF						6.8	3.8	1.4	-4.8	-10.5	3.4	-1.4	-3.3
Br. Virgin Is	TF	309	330	338	7.0	2.2	TF						4.0	-2.2	-2.2	9.5	17.2	5.6	3.1	-1.2
Cayman Islands	TF	272	288	309	6.0	7.2	TF	2.5	2.5	-0.4	3.9	3.5	6.8	9.4	6.1	6.3	8.3	0.9	6.9	8.1
Cuba	TF	2,405	2,507	2,688	4.2	7.2	VF	5.3	5.3	-0.9	5.6	10.9	11.5	9.4	2.5	3.9	0.1	2.2	6.8	9.6
Curaçao	TF	367	342	390	-6.9	14.2	TF	14.0		14.0			11.6	20.6	15.4	10.5	-10.0	-11.4	-0.8	-5.1
Dominica	TF	75	77	73	2.1	-4.1	TF						-5.6	-7.3	4.9	-8.9	13.7	6.7	-6.0	-3.0
Dominican Rp	TF	3,992	4,125	4,306	3.3	4.4	TF	7.9	7.9	5.0	9.5	9.0	2.9	4.7	3.2	7.4	3.9	0.7	5.0	3.6
Grenada	TF	109	105	112	-4.3	7.1	TF						1.1	22.0	5.7	3.7	0.8	-13.2	-3.2	-3.6
Guadeloupe	TCE	347	392	..	13.1	..	THS													
Haiti	TF	387	255	..	-34.1	..	TF													-50.5 -15.5 -5.5 -67.6
Jamaica	TF	1,831	1,922	1,952	4.9	1.6	TF						4.4	2.4	-1.1	0.0	9.2	-1.1	3.9	8.1
Martinique	TF	442	476	495	7.9	3.9	TF						-2.4	11.6	4.7	4.0	23.3	-1.5	1.3	8.5
Puerto Rico	TF	3,551	3,679	..	3.6	..	THS	5.7	5.7				3.3	7.6	6.3	4.7	11.7	1.2	3.2	3.3
Saba	TF	12	12	..	3.1	..	TF										10.6	-4.0	-0.6	5.0
Saint Lucia	TF	278	306	290	9.9	-5.3	TF						-1.1	-5.8	-12.6	-1.0	12.5	11.2	25.3	-9.1
St. Eustatius	TF	12	11	..	-5.5	..	TF										23.4	0.1	0.3	
St. Kitts-Nev	TF	93	99	98	6.0	-0.7	TF						-7.1	5.2	3.2	-2.7	-1.0	-4.9	8.3	29.0
St. Maarten	TF	440	443	424	0.7	-4.2	TF(1)						-2.9	-9.0	-7.4	1.5	7.0	-0.9	-3.6	-1.5
St. Vincent, Grenadines	TF	75	72	74	-3.9	1.9	TF						-5.0	15.8	-2.8	1.3	2.1	-4.3	-5.0	-8.6
Trinidad Tbg	TF	419	386	..	-8.0	..	TF										-6.4	-13.4	-3.0	-9.3
Turks, Caicos	TF	351	281	354	-20.0	26.0	TF						11.8	24.5	69.9	14.2	43.5	43.5	-57.9	-57.9
US. Virgin Is	TF	563	590	..	4.8	..	VF(1)	9.0	4.9	13.4			-3.7	-7.8	-3.0	9.2	15.4	1.4	3.4	-5.4
Central America		7,640	7,940	8,320	3.9	4.8		7.1	7.3	6.9			3.7	3.8	2.7	5.6	1.6	5.2	6.7	2.8
Belize	TF	232	241	250	3.6	4.0	TF	2.8	2.8				0.4	6.9	3.3	6.5	5.8	0.5	2.4	5.4
Costa Rica	TF	1,923	2,100	2,196	9.2	4.6	TF	8.0	8.0	8.0	8.0	8.0	7.8	4.8	-0.7	5.4	11.5	7.2	7.9	9.7
El Salvador	TF	1,091	1,150	1,184	5.4	3.0	TF	6.4	6.4	5.5	6.9	7.0	1.5	-5.6	5.5	10.6	4.1	15.8	2.6	0.3
Guatemala	TF	1,392	1,219	1,225	-12.4	0.5	TF	5.3	5.3	5.2	4.9	5.8	-3.2	0.8	2.7	1.5	-26.2	-7.2	-1.4	-10.9
Honduras	TF	870	896	931	3.0	4.0	TF						4.0	4.0	4.0	4.0	3.0	3.0	3.0	3.0
Nicaragua	TF	932	1,011	1,060	8.5	4.8	TF	15.7	15.7	12.6	12.9	21.6	-2.2	10.9	2.7	8.7	16.7	1.6	11.0	5.0
Panama	TF	1,200	1,324	1,473	10.3	11.2	VF	6.3	6.3				17.0	18.8	14.9	14.2	5.4	12.0	22.4	7.1
South America		21,426	23,561	25,780	10.0	9.4		7.7	6.0	9.7			12.5	12.6	7.6	6.1	5.1	6.0	18.9	10.4
Argentina	TF	4,308	5,325	5,663	23.6	6.3	TF						10.3	10.1	6.8	-0.8	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	5,433	7.5	5.3	TF										2.6	2.7	11.0	16.1
Chile	TF	2,750	2,766	3,070	0.6	11.0	TF	14.4	14.4	13.1	26.6	3.5	9.3	19.8	9.8	8.6	-5.5	-5.3	14.4	3.7
Colombia	TF	2,303	2,385	..	3.6	..	VF(2)	5.8	5.8	5.9	10.9	1.0	15.3	13.3	2.8	-0.3	8.3	4.2	11.4	11.3
Ecuador	VF	968	1,047	1,141	8.1	9.0	VF	15.8	15.8	20.4	15.2	10.8	4.1	12.7	7.0	12.6	16.0	2.9	7.6	6.2
Guyana	TF	141	150	157	6.4	4.5	TF	18.7	13.3	24.2			-4.9	8.9	0.5	13.1	7.4	7.0	9.8	1.3
Paraguay	TF	439	465	524	5.9	12.6	TF	32.4	34.5	30.0			7.7	5.9	9.1	24.9	5.6	6.6	5.5	6.1
Peru	TF	2,140	2,299	..	7.4	..	TF						16.7	12.4	12.7		4.1	7.4	10.8	7.4
Suriname	TF	150	204	220	35.9	7.9	TF						4.4	18.4	5.8	4.7	98.6	58.3	20.0	9.3
Uruguay	TF	2,055	2,349	2,857	14.3	21.6	TF	-4.0	-4.0	-3.3	10.7	-21.2	39.0	28.0	11.0	7.9	1.8	9.8	44.5	14.3
Venezuela	TF	615	510	551	-17.1	8.2	VF	56.5	56.5	85.5	50.7	32.3	10.3	12.4	11.5	33.2	-27.7	-10.6	-21.8	-27.6

Source: World Tourism Organization (UNWTO) ©

(Data as collected by UNWTO May 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)																				
	2005	2009	2010	2011*	Series	09/08	10/09	11/10	2012*					2011*				2010							
	(million)								YTD	Q1	Jan	Feb	Mar	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4				
Americas	145,478	166,311	181,021	199,516																					
<i>North America</i>	<i>107,731</i>	<i>119,199</i>	<i>130,976</i>	<i>144,878</i>																					
Canada	13,768	13,733	15,711	16,936		-6.0	4.2	3.5							-2.2	4.0	4.7	6.0	3.8	2.8	5.4	4.2			
Mexico	11,803	11,275	11,760	11,663	\$	-15.2	4.3	-0.8	4.8		-1.6	11.5			-6.6	3.0	-1.7	3.6	-0.9	15.3	7.0	-0.6			
United States	82,160	94,191	103,505	116,279	sa	-14.7	9.9	12.3	11.4	11.4	7.1	15.6	11.7		8.8	15.4	15.3	9.8	6.3	9.7	11.6	11.9			
<i>Caribbean</i>	<i>20,858</i>	<i>22,634</i>	<i>23,288</i>	<i>24,541</i>																					
Anguilla	86	89	96	105		-18.5	7.8	9.6							8.9	21.8	5.5	3.8	6.3	-5.9	1.4	9.8			
Antigua, Barb	309	293	298	313		-12.3	1.6	5.0							2.6	10.2	6.1	2.4	-0.4	-5.6	-5.7	0.7			
Aruba	1,097	1,218	1,245	1,352		-9.3	2.2	8.6							7.2	12.9	11.6	3.7	3.7	7.0	-1.7	0.0			
Bahamas	2,069	2,014	2,147	..		-19.5	6.6	..							-4.1	5.6	7.2		7.0	5.6	12.2	23.1			
Barbados	896	1,068	1,034	974		-10.6	-3.2	-5.8	0.8	0.8					-13.7	2.9	-11.2	2.8	9.4	-1.6	-4.9	-18.2			
Bermuda	429	366	442	466		-15.1	20.8	5.2							18.6	0.0	7.8	3.8	16.2	32.8	16.8	9.6			
Bonaire	87	106		-12.1											-35.6	13.1	38.0				
Br. Virgin Is	437	369	389	..		-17.3	5.5	..																	
Cayman Islands	356	535	385																	
Cuba	2,322	2,051	2,187							9.8	16.0	9.2	13.6	3.3	4.7	2.6	0.4			
Curaçao	244	361	385	453		-4.5	6.5	17.7							17.9	33.2	15.1	8.8	0.8	4.7	6.9	13.5			
Dominica	57	84	89	80		3.0	5.5	-10.3							-6.7	-16.2	-8.3	-10.8	15.0	18.4	-0.4	-9.1			
Dominican Rp	3,518	4,049	4,209	4,353	\$	-2.8	4.0	3.4							2.9	4.6	1.7	4.8	3.5	-0.2	5.7	6.9			
Grenada	71	99	96	104		-8.8	-2.8	8.5							4.3	24.7	7.4	3.0	2.1	-12.3	-2.2	-1.4			
Haiti	80	312	167	..		19.1	-48.3	..																	
Jamaica	1,545	1,926	2,001	2,013	\$	-2.5	3.9	0.6							2.7	3.3	-1.8	0.2	7.6	-2.9	4.2	6.7			
Martinique	280	420	472	..		-4.3	18.2	..																	
Montserrat	9	6	6	6		-13.9	-3.1	2.7							18.1	-5.8	6.8	-6.5	-12.3	0.3	2.1	0.2			
Puerto Rico	3,239	3,473	3,598	..	\$	-1.8	3.6	..																	
Saint Lucia	369	296	329	296		-4.8	11.0	-9.9							-7.8	-10.0	-16.6	-6.0	10.9	14.8	29.1	-6.0			
St. Kitts-Nev	121	83	86	92		-24.1	2.9	7.2							4.5	14.3	1.5	9.4	-3.8	-7.7	12.6	15.7			
St. Maarten	659	616	674	719		-7.2	9.5	6.6							10.2	1.1	-7.6	18.4	2.3	14.4	16.8	9.8			
St. Vincent, Grenadines	77	88	86	92		-8.9	-1.5	6.8							1.6	20.4	9.8	-0.6	1.8	-2.4	-2.9	-3.7			
Trinidad Tbg	453	367	393	..	\$	-7.6	7.2	..																	
US. Virgin Is	1,432	1,468		-3.4																	
<i>Central America</i>	<i>4,485</i>	<i>6,003</i>	<i>6,676</i>	<i>7,174</i>																					
Belize	214	256	264	..		-8.0	3.2	..							-9.3	0.5	-7.2		2.3	-6.7	-4.1	27.0			
Costa Rica	1,671	1,815	2,009	2,156	\$	-20.5	10.7	7.3							1.5	6.4	6.2	18.5	21.4	15.4	6.4	-2.7			
El Salvador	361	319	390	415	\$	-24.8	22.1	6.4							-20.8	-13.4	24.9	30.1	0.7	42.2	38.7	10.9			
Guatemala	791	1,179	1,378	1,350	\$	10.3	16.9	-2.0	2.8	2.8	3.9	1.5	2.6		-5.3	3.8	-1.2	-4.0	61.8	19.9	7.2	-4.2			
Honduras	463	616	650	701	\$	-0.5	5.6	7.8							8.4	7.9	7.8	6.9	5.7	5.3	5.6	5.8			
Nicaragua	206	334	309	377	\$	11.1	-7.7	22.2							27.0	18.3	8.0	38.2	-2.1	-0.2	-8.4	-19.5			
Panama	780	1,483	1,676	1,926		5.4	13.0	14.9	20.9		17.7	24.7			9.6	12.0	20.4	17.5	11.0	17.4	16.5	8.5			
<i>South America</i>	<i>12,403</i>	<i>18,475</i>	<i>20,081</i>	<i>22,922</i>																					
Argentina	2,729	3,960	4,942	5,353	\$	-14.8	24.8	8.3							6.2	24.9	16.6	-5.8	23.8	17.3	55.4	13.6			
Bolivia	239	279	310	..	\$	1.5	11.0	..							3.4	3.4			10.1	-1.0	-0.4	33.3			
Brazil	3,864	5,305	5,702	6,555	\$	-8.3	7.5	15.0	9.8	9.8	14.4	12.1	3.4		9.1	23.7	18.3	11.2	12.6	7.7	1.5	7.6			
Chile	1,109	1,604	1,620	1,831	\$	-3.2	1.0	13.0							9.4	26.6	14.8	7.9	-6.8	3.6	11.0	1.6			
Colombia	1,222	1,999	2,083	2,201	\$	8.4	4.2	5.6							18.0	7.5	7.2	-8.1	3.3	-1.8	7.4	7.3			
Ecuador	486	670	781	837	\$	-9.7	16.6	7.2							6.0	2.6	7.8	12.0	14.3	21.7	14.3	16.4			
Guyana	35	35	80	..		-40.6	128	..																	
Paraguay	78	205	217	241	\$	87.8	6.2	10.7	25.3		27.1	23.4			6.9	5.6	8.3	20.6	6.0	6.8	5.8	6.3			
Peru	1,308	2,014	2,008	2,360	\$	1.2	-0.3	17.5							22.0	17.5	15.8	15.4	-4.0	-1.5	3.4	0.5			
Suriname	45	64	61	..		-16.9	-4.7	..																	
Uruguay	594	1,312	1,496	2,187	\$	24.8	14.0	46.1	-6.8	-6.8	-16.8	8.3	-6.0		58.7	30.1	53.4	32.1	20.9	8.7	4.9	10.6			
Venezuela	650	990	739	..	\$	-3.8	-25.4	..											-25.6	-3.9	-36.4	-10.6			

Source: World Tourism Organization (UNWTO) ©

(Data as collected by UNWTO May 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	2012*				2011				2010				
		(1000)			(%)			YTD	Q1	Jan	Feb	Mar	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4
Africa		45,850	49,738	50,168	8.5	0.9		7.4		8.5	6.1		4.7	-1.2	-1.8	0.0	11.9	11.0	5.3	10.5
North Africa		17,574	18,756	17,055	6.7	-9.1		8.0		10.4	5.6		-9.8	-10.1	-11.9	-6.2	10.8	4.7	4.4	9.8
Algeria	VF	1,912	2,070	2,395	8.3	15.7	VF										22.5	3.9	3.6	9.4
Morocco	TF	8,341	9,288	9,342	11.4	0.6	TF	-6.9		-9.1	-4.7		6.5	6.2	-4.0	-3.1	15.5	11.8	7.5	13.6
Sudan	TF	420	495	536	17.8	8.3	TF										8.8	22.3	16.3	23.8
Tunisia	TF	6,901	6,902	4,782	0.0	-30.7	TF	52.8	52.8	74.6	39.0	47.4	-44.1	-36.2	-29.0	-16.6	0.6	-3.5	0.3	3.7
Subsaharan Africa		28,276	30,982	33,112	9.6	6.9		7.1		7.8	6.3		11.3	4.3	6.8	3.2	12.4	15.3	6.1	10.8
Angola	TF	366	425	..	16.2	..	TF										116	71.2	-38.7	8.1
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
Burundi	TF	212	142	..	-33.0	..	TF													
Cameroon	THS	498	573	..	15.1	..	TF													
Cape Verde	THS	287	336	428	17.0	27.4	THS						20.4	37.5	20.2	32.2	8.1	3.7	23.3	32.8
Cent.Afr.Rep.	TF	52	54	..	2.7	..	TF										-51.8	-23.0	45.7	43.6
Chad	THS	70	71	..	1.4	..	THS													
Comoros	TF	11	15	..	35.4	..	TF													
Congo	THS	94	101	..	7.4	..	THS										3.6	14.7	7.8	4.4
Dem.R.Congo	TF	53	81	..	52.8	..	TF													
Eritrea	VF	79	84	..	5.8	..	VF										25.3	25.3	-8.3	-8.3
Ethiopia	TF	427	468	..	9.6	..	TF										24.1	11.6	28.2	-13.4
Gambia	TF	142	91	..	-35.7	..	TF										-32.3	-61.6	-24.8	-33.0
Ghana	TF	803	931	..	16.0	..	TF						25.3	4.1			-8.8	-8.8	-8.8	5.1
Kenya	TF	1,392	1,470	..	5.6	..	VF(1)	0.6		-2.9	4.6		15.1	11.5	22.1	11.4	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	225	20.5	14.8	TF	7.1	7.1	5.5	11.7	5.1	13.2	18.7	15.9	11.7	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	965	7.3	3.2	TF	-0.2	-0.2	-3.0	2.5	0.6	5.1	6.8	1.1	0.7	7.3	4.8	6.2	9.8
Mozambique	TF	1,461	1,718	..	17.6	..	THS						29.7	-8.2			8.5	28.8	8.0	45.8
Namibia	TF	980	984	..	0.4	..	TF													
Niger	TF	66	74	..	12.3	..	TF										-11.0	5.4	-7.1	58.4
Nigeria	TF	1,414	1,555	..	10.0	..	TF													
Reunion	TF	422	421	471	-0.3	12.1	TF						-5.8	9.9	23.0	23.0	15.2	-12.7	-11.0	3.0
Rwanda	TF	646	619	..	-4.2	..	VF						25.7	25.7			-22.2	-3.4	15.8	-1.2
Senegal	TF	810	900	..	11.1	..	TF*	-3.9		8.0	-18.2		11.6	-3.3	-16.2	-21.0	-8.4	-0.3	8.2	27.7
Seychelles	TF	158	175	194	10.8	11.4	TF	8.8	8.8	-0.9	8.4	17.0	1.0	16.7	18.5	10.7	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	8,339		3.3	TF	11.4		11.4			7.1	-1.3	2.2	5.2	20.9	18.9	11.5	10.6
Swaziland	TF	909	868	..	-4.5	..	VF	-4.4	-4.4	-7.6	0.3	-4.3	-1.2	-0.5	-1.7	-0.8	11.2	0.4	-5.6	-4.1
Tanzania	TF	695	754	..	8.5	..	VF						7.7	7.7	36.4	-38.0	7.4	17.9	10.0	5.1
Togo	THS	150	202	..	35	..	THS													
Uganda	TF	807	946	..	17.3	..	TF										18.3	11.6	13.0	27.1
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

Source: World Tourism Organization (UNWTO) ©

(Data as collected by UNWTO May 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)																	
	2005	2009	2010	2011*	Series	09/08	10/09	11/10	2012*				2011*				2010					
	(million)								YTD	Q1	Jan	Feb	Mar	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	
Africa	21,984	28,370	30,406	32,584																		
<i>North Africa</i>	7,026	9,896	9,661	9,468																		
Algeria	184	267	219	..	\$	-17.6	-18.0	..														
Morocco	4,610	6,557	6,703	7,307		-4.9	6.8	4.8	-0.7	-0.7	-1.6	10.2	-8.6	16.9	8.9	-1.1	0.5	14.2	5.7	3.7	7.2	
Sudan	89	299	94	..	\$	-9.7	-68.4	..						-9.4	15.2	0.0		-69.8	-79.5	-69.5	-52.9	
Tunisia	2,143	2,773	2,645	1,805		2.9	1.1	-32.9						-43.0	-55.7	-25.1	-15.8	-3.9	1.8	-1.3	7.7	
<i>Subsaharan Africa</i>	14,959	18,474	20,745	23,116																		
Angola	88	534	719	..	\$	87.4	34.6	..														
Benin	103	131	133	..		-41.4	6.3	..														
Botswana	562	228	218	..		-56.8	-9.2	..														
Burkina Faso	45	64	72	..		8.7	18.5	..														
Burundi	2	2	2	..		19.7	20.1	..														
Cameroon	175	270	159	..		82.5	-38.2	..														
Cape Verde	123	285	278	369		-14.0	2.2	26.5						18.3	13.7	38.8	33.3	7.0	-6.3	-0.8	9.5	
Cent.Afr.Rep.	5	5	6	..		-47.3	28.2	..														
Comoros	24	34	32	..		-6.1	-1.7	..														
Côte d'Ivoire	83	151	201	..		37.8	39.5	..														
Djibouti	7	16	18	..		104	12.6	..														
Ethiopia	168	329	522	..	\$	-12.7	58.7	..						100	104	10.6		24.9	11.4	170	58.3	
Gambia	68	63	32	..	\$	-21.3	-49.2	..														
Ghana	836	768	620	..	\$	-16.4	-19.3	..														
Guinea	..	3	2	..		94.8	-14.8	..														
Guinea-Bissau	2	12	13	..		-66.9	16.0	..														
Kenya	579	690	800	884	\$	-8.3	15.9	10.5						32.7	19.9	46.3	-26.7	8.6	37.9	-3.5	23.0	
Lesotho	27	30	34	..		1.5	-0.6	..														
Liberia	67	123	12	..		-15.9	-89.8	..														
Madagascar	183	308	321	..		-44.2	20.5	..						13.2	18.6			8.1	17.1	30.5	24.8	
Malawi	24	44	47	..		1.7	14.4	..														
Mali	148	192	205	..		-26.5	12.0	..														
Mauritius	871	1,117	1,282	1,493		-13.4	10.5	8.6	23.9		34.4	12.1		8.4	6.4	5.8	12.5	7.4	10.1	12.4	12.8	
Mozambique	130	196	197	..	\$	2.9	0.9	..						27.5	-2.2			-19.8	28.8	-1.8	-3.8	
Namibia	348	398	438	517		8.1	-5.0	17.0						20.4	19.5	16.4	12.4	-13.8	-5.5	-1.1	-0.5	
Niger	43	66	79	..		-11.5	25.6	..														
Nigeria	54	602	571	601	\$	5.8	-5.1	5.3						0.0	4.1	6.7	6.7	-2.3	-2.3	-8.2	-8.2	
Reunion	384	425	392	..	€	0.0	-3.0	..														
Rwanda	49	174	202	..	\$	-6.2	-2.1	..														
Sao Tome Prn	7	10	9	..	\$	23.1	-2.1	..														
Senegal	248	463	453	..		-10.2	2.7	..														
Seychelles	192	257	274	291		16.6	16.5	8.8						2.6	13.9	8.5	9.2	-28.0	30.7	33.2	58.5	
Sierra Leone	64	25	26	..		-16.5	22.2	..														
South Africa	7,508	7,543	9,070	9,547	sa	-2.4	3.9	4.4						2.4	-13.7	10.7	21.9	-6.9	18.0	4.0	0.4	
Swaziland	77	40	51	..		57.8	10.2	..														
Tanzania	824	1,160	1,255	1,457	\$	-10.0	8.2	16.1						12.6	24.9	13.1	15.3	-0.2	15.6	8.3	9.8	
Togo	20	68	66	..		82.3	0.6	..														
Uganda	380	667	784	..	\$	33.9	17.5	..						36.7	14.9	12.0		50.0	11.7	-28.2	51.0	
Zambia	98	98	125	..		-10.8	21.3	..														
Zimbabwe	99	523	634	..	\$	77.9	21.2	..														

Source: World Tourism Organization (UNWTO) ©

(Data as collected by UNWTO May 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	2012*					2011				2010			
		(1000)			(%)			YTD	Q1	Jan	Feb	Mar	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4
Middle East		52,755	60,444	55,387	14.6	-8.4		-1.4		-11.0	9.3		-8.0	-2.2	-6.4	-15.3	22.5	21.6	18.9	8.3
Bahrain	TF	VF						-26.7	-38.8			24.9	36.4	44.7	34.6
Egypt	TF	11,914	14,051	9,497	17.9	-32.4	VF	32.0	32.0	-28.6	257.1	73.2	-45.3	-35.4	-24.0	-29.2	28.9	14.7	12.6	15.8
Iraq	VF	1,262	1,518	..	20.3	..	VF													
Jordan	TF	3,789	4,557	3,975	20.3	-12.8	TF	5.3	5.3	5.3	5.3	5.3	-1.5	-22.6	-23.6	-10.8	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	1,844	2,168	1,655	17.6	-23.7	TF	-7.9	-7.9	-2.1	-8.9	-11.2	-13.4	-24.1	-31.3	-19.9	35.3	23.1	7.9	14.8
Oman	TF	1,524	THS*	7.2		16.6	-0.1		9.1	8.5	23.0	-13.4				
Palestine	THS	396	522	446	31.9	-14.5	THS						4.5	-11.8	-25.8	-21.4	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	17,336	-0.4	59.8	TF						36.5	119.7	67.2	22.1	1.0	5.8	29.3	-22.9
Syria	TF	6,092	8,546	5,070	40.3	-40.7	VF						-5.4	-45.9	-51.5	-52.4	72.4	55.0	27.2	30.1
Untd Arab Emirates(2)	THS	6,812	7,432	8,129	9.1	9.4	THS						10.8	4.9	13.6	8.9	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 May 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)																	
	Series	2005	2009	2010	2011*	Series	09/08	10/09	11/10	2012*	2011*					2010						
		(million)					YTD	Q1	Jan	Feb	Mar	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4			
Middle East		26,599	42,184	51,653	45,859																	
Bahrain		920	1,118	1,362	..		-4.1	21.8	..													
Egypt		6,851	10,755	12,528	8,707	\$	-2.1	16.5	-30.5	23.6	23.6	-23.6	64.4	120	-34.0	-35.4	-26.0	-25.6	24.2	12.0	13.1	18.5
Iraq		168	\$													
Jordan		1,441	2,911	3,585	3,000		-1.0	23.2	-16.3						2.6	-22.5	-25.9	-12.3	37.7	32.0	13.8	17.4
Kuwait		164	354	241	199		47.8	-32.4	-20.3													
Lebanon		5,532	6,774	8,012	..	\$	16.4	18.3	..													
Libya		250	50	60	..		-30.8	21.3	..													
Oman		429	689	775	..		-13.4	12.5	..													
Palestine		119	410	667	..	\$	52.5	62.5	..													
Qatar		760	179	584	1,170		22.9	227	100													
Saudi Arabia		4,622	5,995	6,712	8,459		1.4	12.0	26.0						29.0	54.3	43.4	1.2	16.0	0.9	18.5	12.7
Syria		1,944	3,757	6,190	..		19.3	64.8	..													
Untd Arab Emirates		3,218	7,352	8,577	9,204		2.7	16.7	7.3													
Yemen		181	486	622	..	\$	7.3	28.0	..													

Source: World Tourism Organization (UNWTO) ©

(Data as collected by UNWTO May 2012)

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

Overview of the economic growth projections by the International Monetary Fund (IMF), World Economic Outlook, September 2011

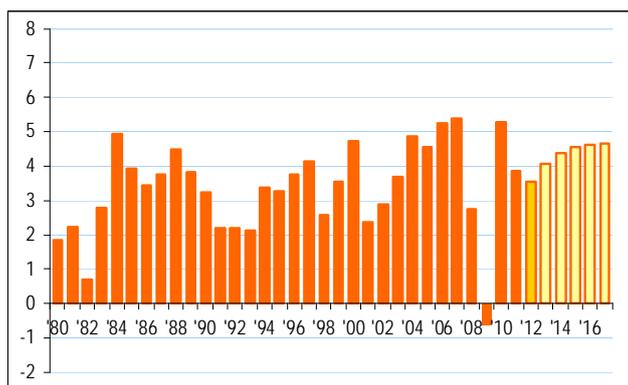
	GDP US\$ bn	Growth of Gross Domestic Product (GDP), constant prices														
		Change over previous year (%)					Current projections					Trend ¹			Average (%)	
		2011	2007	2008	2009	2010	2011	2012*	2013*	2014*	2015*	2016*	2017*	11-10	12*-11	13*-12*
World (PPP² weighted)	69,660	5.4	2.8	-0.6	5.3	3.9	3.5	4.1	4.4	4.5	4.6	4.7	--	-	+	3.9
Memorandum: at market exchange rates		4.0	1.4	-2.2	4.2	2.8	2.7	3.3	3.7	3.8	3.9	0.0	--	=	+	2.9
of which:																
Advanced economies	44,423	2.8	0.0	-3.6	3.2	1.6	1.4	2.0	2.4	2.6	2.7	2.7	--	=	+	2.4
Emerging market and developing countries	25,237	8.7	6.0	2.8	7.5	6.2	5.7	6.0	6.2	6.3	6.3	6.3	--	-	+	6.1

Source: Compiled by UNWTO from International Monetary Fund, World Economic Outlook (www.imf.org/external/pubs/ft/weo/weoeps.htm)

¹ Percentage points change to previous year: -- < -1; - [-1,-0.2]; = [-0.2,0.2]; + [0.2,1]; ++ >1

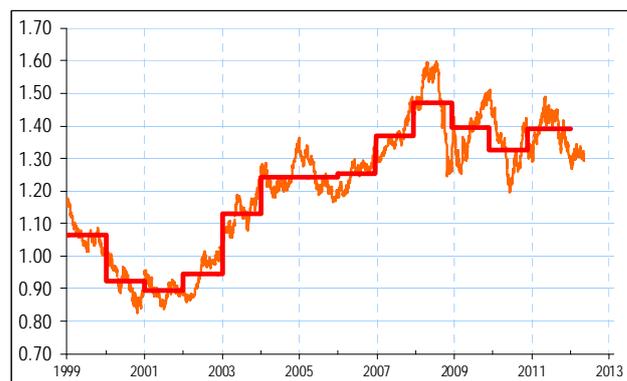
World

Growth of Gross Domestic Product (GDP), constant prices (%)



Source: International Monetary Fund

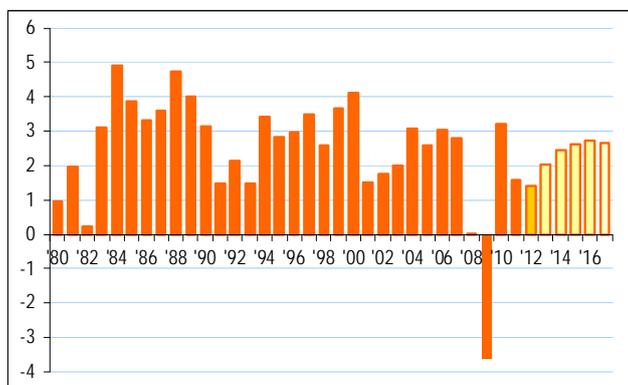
Exchange rate euro to US dollar (US\$ per €)



Source: De Nederlandse Bank

Advanced economies

Growth of Gross Domestic Product (GDP), constant prices (%)



Source: International Monetary Fund

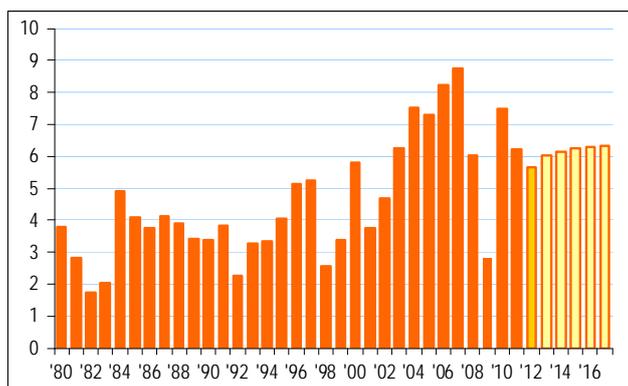
Crude Oil Spot Price Brent (daily) (US\$ per barrel)



Source: US Department of Energy, Energy Information Administration

Emerging market and developing countries

Growth of Gross Domestic Product (GDP), constant prices (%)



Source: International Monetary Fund

Overview of the economic growth projections by the International Monetary Fund (IMF), World Economic Outlook, September 2011

	GDP Growth of Gross Domestic Product (GDP), constant prices															
	US\$ bn	Change over previous year (%)					Current projections						Trend ¹		Average (%)	
		2011	2007	2008	2009	2010	2011	2012*	2013*	2014*	2015*	2016*	2017*	11-10	12*-11	13*-12*
By UNWTO regions:																
Europe	22,313	4.3	1.4	-4.4	2.8	2.5	0.9	1.9	2.4	2.6	2.6	2.6	-	--	++	2.6
European Union (27)	17,578	3.4	0.5	-4.2	2.0	1.6	0.0	1.3	1.9	2.0	2.1	2.1	-	--	++	2.1
Euro area	13,115	3.0	0.4	-4.3	1.9	1.4	-0.3	0.9	1.4	1.6	1.7	1.7	-	--	++	1.8
Germany	3,577	3.4	0.8	-5.1	3.6	3.1	0.6	1.5	1.3	1.3	1.3	1.3	-	--	+	1.3
France	2,776	2.2	-0.2	-2.6	1.4	1.7	0.5	1.0	1.9	1.9	1.9	2.0	+	--	+	1.8
Italy	2,199	1.7	-1.2	-5.5	1.8	0.4	-1.9	-0.3	0.5	1.0	1.2	1.2	--	--	++	0.9
Spain	1,494	3.5	0.9	-3.7	-0.1	0.7	-1.8	0.1	1.2	1.6	1.8	1.8	+	--	++	2.9
Netherlands	840	3.9	1.8	-3.5	1.6	1.3	-0.5	0.8	1.4	1.8	1.9	1.9	-	--	++	2.4
Belgium	513	2.9	1.0	-2.8	2.3	1.9	0.0	0.8	1.3	1.6	1.7	1.7	-	--	+	2.0
Austria	419	3.7	1.4	-3.8	2.3	3.1	0.9	1.8	2.2	2.1	2.1	1.8	+	--	+	2.2
Greece	303	3.0	-0.1	-3.3	-3.5	-6.9	-4.7	0.0	2.5	3.1	3.0	2.9	--	++	++	2.7
Finland	267	5.3	0.3	-8.4	3.7	2.9	0.6	1.8	2.3	2.0	2.0	2.0	-	--	++	3.0
Portugal	239	2.4	0.0	-2.9	1.4	-1.5	-3.3	0.3	2.1	1.9	1.9	1.5	--	--	++	1.9
Ireland	218	5.2	-3.0	-7.0	-0.4	0.7	0.5	2.0	2.5	2.8	2.9	2.9	++	=	++	4.9
United Kingdom	2,418	3.5	-1.1	-4.4	2.1	0.7	0.8	2.0	2.5	2.6	2.7	2.8	--	=	++	2.5
Sweden	538	3.4	-0.8	-4.8	5.8	4.0	0.9	2.3	3.2	3.0	2.4	2.4	--	--	++	2.8
Denmark	333	1.6	-0.8	-5.8	1.3	1.1	0.5	1.2	1.8	1.9	1.8	1.8	-	-	+	1.4
Poland	514	6.8	5.1	1.6	3.9	4.4	2.6	3.2	3.6	3.9	3.8	3.8	+	--	+	4.7
Switzerland	636	3.6	2.1	-1.9	2.7	1.9	0.8	1.7	1.8	1.9	1.9	1.9	-	--	+	1.9
Norway	484	2.7	0.0	-1.7	0.7	1.7	1.8	2.0	2.1	2.2	2.1	2.1	++	=	+	2.4
Russian Federation	1,850	8.5	5.2	-7.8	4.3	4.3	4.0	3.9	3.9	3.9	3.8	3.8	=	-	=	4.0
Turkey	778	4.7	0.7	-4.8	9.0	8.5	2.3	3.2	4.0	4.3	4.5	4.6	-	--	+	4.2
Americas	22,444	3.0	1.0	-2.9	3.9	2.6	2.6	2.9	3.2	3.5	3.6	3.5	--	=	+	2.9
United States	15,094	1.9	-0.3	-3.5	3.0	1.7	2.1	2.4	2.9	3.3	3.5	3.3	--	+	+	2.6
Canada	1,737	2.2	0.7	-2.8	3.2	2.5	2.1	2.2	2.4	2.4	2.3	2.2	-	-	=	2.8
Latin America and Caribbean	5,614	5.8	4.2	-1.6	6.2	4.5	3.7	4.1	4.1	4.0	4.0	4.0	--	-	+	3.5
Brazil	2,493	6.1	5.2	-0.3	7.5	2.7	3.0	4.2	4.0	4.1	4.1	4.1	--	+	++	3.3
Mexico	1,155	3.2	1.2	-6.3	5.5	4.0	3.6	3.7	3.8	3.3	3.3	3.3	--	-	=	3.1
Argentina	448	8.7	6.8	0.9	9.2	8.9	4.2	4.0	4.2	4.3	4.4	4.5	-	--	-	4.0
Venezuela	316	8.8	5.3	-3.2	-1.5	4.2	4.7	3.2	3.1	3.2	3.0	2.9	++	+	--	2.5
Colombia	328	6.9	3.5	1.7	4.0	5.9	4.7	4.4	4.5	4.5	4.5	4.5	++	--	-	3.2
Chile	248	5.2	3.0	-0.9	6.1	5.9	4.3	4.5	4.5	4.5	4.5	4.5	-	--	+	4.4
Peru	174	8.9	9.8	0.9	8.8	6.9	5.5	6.0	6.0	6.0	6.0	6.0	--	--	+	4.9
Asia and the Pacific	21,411	8.5	5.0	3.8	8.3	5.7	5.8	6.3	6.4	6.4	6.4	6.5	--	=	+	5.9
Japan	5,869	2.2	-1.0	-5.5	4.4	-0.7	2.0	1.7	1.5	1.3	1.1	1.1	--	++	-	0.8
Australia	1,488	4.7	2.5	1.4	2.5	2.0	3.0	3.5	3.5	3.5	3.5	3.5	-	+	+	3.7
New Zealand	162	2.8	-0.1	-2.1	1.2	1.4	2.3	3.2	2.9	2.6	2.4	2.3	+	+	+	2.6
Newly Industrialized Asian Economies	2,086	5.9	1.8	-0.7	8.5	4.0	3.4	4.2	4.3	4.3	4.3	4.3	--	-	+	4.8
Korea, Republic of	1,116	5.1	2.3	0.3	6.3	3.6	3.5	4.0	4.0	4.0	4.0	4.0	--	=	+	4.8
Taiwan (pr. of China)	467	6.0	0.7	-1.8	10.7	4.0	3.6	4.7	4.8	4.8	4.9	5.0	--	-	++	4.6
Hong Kong (China)	243	6.4	2.3	-2.6	7.0	5.0	2.6	4.2	4.3	4.3	4.4	4.4	--	--	++	3.8
Singapore	260	8.9	1.7	-1.0	14.8	4.9	2.7	3.9	4.1	4.0	4.0	4.0	--	--	++	6.1
Developing Asia	11,315	11.4	7.8	7.1	9.7	7.8	7.3	7.9	7.9	7.9	7.9	7.9	--	-	+	8.3
China	7,298	14.2	9.6	9.2	10.4	9.2	8.2	8.8	8.7	8.7	8.6	8.5	--	-	+	10.6
India	1,676	10.0	6.2	6.6	10.6	7.2	6.9	7.3	7.5	7.7	7.8	8.1	--	-	+	7.5
Pakistan	211	6.8	3.7	1.7	3.8	2.4	3.4	3.5	3.5	3.5	3.5	3.5	--	+	=	4.8
Indonesia, Malaysia, Philippines, Thailand	1,683	6.1	4.6	1.3	7.0	4.3	5.4	6.2	5.7	5.8	5.9	5.9	--	++	+	4.1
Iran	482	6.4	0.6	4.0	5.9	2.0	0.4	1.3	1.7	2.0	2.0	2.0	--	--	+	5.3
Africa	1,608	6.5	5.1	2.9	4.9	4.2	4.6	4.8	5.1	5.3	5.3	5.4	-	+	=	5.2
South Africa	408	5.5	3.6	-1.5	2.9	3.1	2.7	3.4	4.0	3.9	3.7	3.7	+	-	+	3.5
Algeria, Morocco, Tunisia,	336	3.6	3.8	3.3	3.4	2.4	3.1	3.7	4.1	4.6	5.2	5.3	-	+	+	4.4
Nigeria	239	7.0	6.0	7.0	8.0	7.2	7.1	6.6	6.5	6.5	6.6	6.6	-	=	-	7.5
Middle East	1,876	5.5	6.6	2.1	4.8	4.7	6.5	4.8	4.8	5.0	5.2	5.2	=	++	--	4.9
Saudi Arabia	578	2.0	4.2	0.1	4.6	6.8	6.0	4.1	4.4	4.3	4.3	4.2	++	-	--	3.3
Untd Arab Emirates	360	6.6	5.3	-3.3	0.9	4.9	2.3	2.8	3.3	3.5	3.6	3.7	++	--	+	6.0
Egypt	236	7.1	7.2	4.7	5.1	1.8	1.5	3.3	5.0	6.2	6.5	6.5	--	-	++	5.7
Kuwait	177	4.5	5.0	-5.2	3.4	8.2	6.6	1.8	3.3	3.9	3.9	3.9	++	--	--	4.2

 Source: Compiled by UNWTO from International Monetary Fund, World Economic Outlook (www.imf.org/external/pubs/ft/weo/weorepts.htm)

¹ Percentage points change to previous year: -- < -1 ; - [-1,-0.2] ; = [-0.2,0.2] ; + [0.2,1] ; ++ > 1



World Tourism Organization UNWTO Publications

UNWTO World Tourism Barometer

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

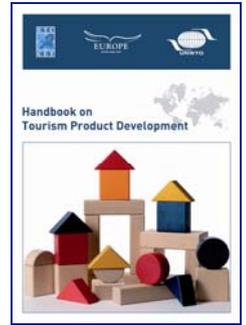
Available in English, French, Spanish and Russian



Handbook on Tourism Product Development

The UNWTO/ETC Handbook on Tourism Product Development outlines the essential elements in the process of tourism product development planning and implementation. It demonstrates a range of successful approaches and case studies from around the world and sets out best practice examples and benchmarks by which destinations can assess their own product development system and methods.

Available in English



The Middle East Outbound Travel Market

The Middle East region is one of the fastest growing tourist generating regions in the world. Outbound travel from the Middle East has more than quadrupled from 8 million in 1990 to 36 million in 2010. Published jointly by ETC and UNWTO, The Middle East Outbound Market, provides an in depth analysis of the structure and trends of this market, helping destinations and commercial operators plan ahead with greater foresight.

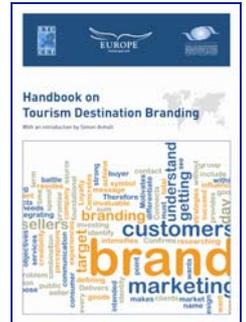
Available in English



Handbook on Tourism Destination Branding

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

Available in English and Spanish



The Chinese Outbound Travel Market, The Indian Outbound Travel Market and The Russian Outbound Travel Market

The Indian, the Chinese and the Russian Outbound Travel Markets are some of the fastest growing, and consequently increasingly important markets in the world. The UNWTO and ETC have jointly published detailed studies on each unique market, which aim to provide the necessary information to better understand the structure and trends of these growing markets. Topics covered include: destination choice, purpose of travel, spending, holiday activities and market segmentation, as well as the use of the internet and social media.

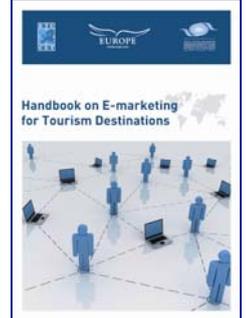
Available in English



Handbook on E-marketing for Tourism Destinations

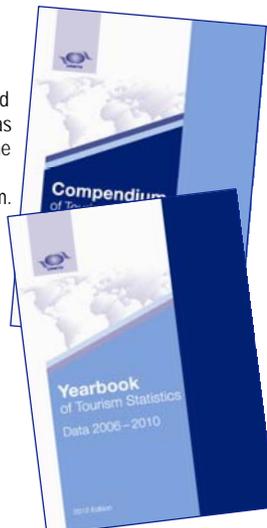
This handbook is a practical 'how-to' manual designed to help staff in national, regional and city tourism organisations, to improve their e-marketing skills. It covers all the basics such as web design, search engine optimisation, social networking and e-commerce, and advises how to build better content,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

Available in English and Spanish



Compendium of Tourism Statistics, 2012 Edition

The Compendium of Tourism Statistics provides data and indicators on inbound, outbound and domestic tourism, as well as on the number and types of tourism industries, the number of employees by tourism industries, and macroeconomic indicators related to international tourism. The 2012 edition presents data for 209 countries from 2006 to 2010, with methodological notes in English, French and Spanish.



Yearbook of Tourism Statistics, 2012 Edition

The Yearbook of Tourism Statistics focuses on inbound tourism related data (total arrivals and overnight stays), broken down by country of origin. The 2012 Edition presents data for 199 countries from 2006 to 2010, with methodological notes in English, French and Spanish.

Global Report on LGBT Tourism

As the global visibility of the lesbian, gay, bisexual and transgender (LGBT) community increases, there has been a steady increase in interest in this community as a consumer group, a trend which is particularly evident in the travel industry. With the knowledge and support of the International Gay and Lesbian Travel Association, as well as the UNWTO Affiliate Members, this report examines LGBT tourism from a social, political and economic perspective.

The Power of Youth Travel

With outbound travel from the world's emerging economies being boosted by new, affluent travellers and the age bracket for youth travel expanding across the world, young people are quickly becoming a consumer group to take seriously. The Power of Youth Travel features commentary from specialists, UNWTO Affiliate Members and other selected organizations on the importance of Youth Travel for economic development, global development and young travellers themselves.

Available in English



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