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This issue and the accompanying Statistical Annex of the *UNWTO World Tourism Barometer* include a comprehensive analysis of international tourism receipts in 2013, as well as the top destinations by international tourist arrivals and receipts, and top source markets by international tourism expenditure. It also offers an overview of air transport and hotel performance. Furthermore, preliminary results are included for international tourism in the first months of 2014.

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 generates US\$ 1.4 trillion in export earnings

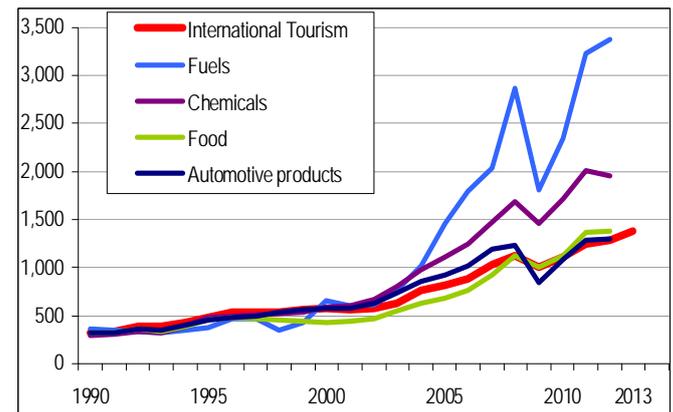
Total export earnings generated by international tourism in 2013 reached US\$ 1.4 trillion. Receipts earned by destinations from international visitors grew by 5% to reach US\$ 1159 billion, while an additional US\$ 218 billion was earned by international passenger transport.

Receipts in destinations worldwide from expenditure by international visitors on accommodation, food and drink, entertainment, shopping and other services and goods, reached an estimated US\$ 1159 billion (euro 873 billion) in 2013. Growth exceeded the long-term trend, reaching 5% in real terms (taking into account exchange rate fluctuations and inflation). The growth rate in receipts matched the increase in international tourist arrivals (overnight visitors), also up by 5%, reaching 1087 million in 2013, from 1035 million in 2012.

Apart from receipts in destinations (the travel credit item in the Balance of Payments), tourism also generates export earnings through international passenger transport services

(rendered to non-residents). The latter amounted to an estimated US\$ 218 billion in 2013, bringing total receipts generated by international tourism to US\$ 1.4 trillion, or US\$ 3.8 billion a day, on average.

International Tourism (BOP Travel & Passenger transport) and export World (US\$ billion)



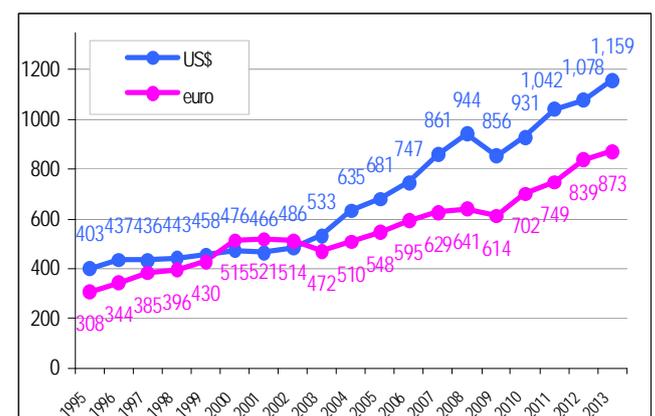
Source: World Tourism Organization (UNWTO) and World Trade Organization (WTO)

International tourism (travel and passenger transport) accounts for 29% of the world's exports of services and 6% of overall exports of goods and services. As a worldwide export category, tourism ranks fifth after fuels, chemicals, food and automotive products, while ranking first in many developing countries.

"These are very positive results as growth in international tourists last year was equal to growth in income generated by over one billion tourists who travelled the world in 2013, for business, leisure, visiting friends and relatives or other purposes. Such results confirm the increasingly important role of the tourism sector in stimulating economic growth and contributing to international trade," said UNWTO Secretary-General, Taleb Rifai. "These results show that it is time to position tourism higher up the trade agenda so as to maximise its capacity to promote trade and regional integration," he added.

World: Inbound Tourism

International Tourism Receipts (billion)



Source: World Tourism Organization (UNWTO) ©

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

The *UNWTO World Tourism Barometer* is periodically updated. Issues 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](http://www.unwto.org/facts/menu.html).

We welcome your comments and suggestions at [barom@unwto.org](mailto:barom@unwto.org), tel +34 915678205 / fax +34 915678217.



The World Tourism Organization (UNWTO), a United Nations specialized agency, is the leading international organization with the decisive and central role in promoting the development of responsible, sustainable and universally accessible tourism. It serves as a global forum for tourism policy issues and a practical source of tourism know-how. Its membership includes 156 countries, 6 territories, 2 permanent observers and over 400 Affiliate Members.

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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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## Quick overview of key trends

### Growth in receipts equals growth in international arrivals in 2013

- In 2013 international tourism receipts earned in destinations worldwide grew 5% in real terms (taking into account exchange rate fluctuations and inflation) to reach US\$ 1159 billion. Another US\$ 218 billion were earned in international passenger transport, putting the total export earnings generated by international tourism at US\$ 1.4 trillion.
- The growth in tourism receipts was equal to the growth in international tourist arrivals (overnight visitors), which also advanced 5% in 2013, to reach 1087 million, underlining the strong correlation between these two key indicators of international tourism.

### Asia and the Pacific fastest growing region, while Europe takes biggest share

- Europe, which accounts for 42% of international tourism receipts worldwide, saw the biggest growth in absolute terms: up US\$ 35 billion to US\$ 489 billion. In Asia and the Pacific (31% of worldwide tourism receipts) earnings increased by US\$ 30 billion to US\$ 359 billion, and in the Americas (20% share) earnings were up by US\$ 16 billion to a total of US\$ 229 billion.
- In relative terms, Asia and the Pacific (+8%) recorded the largest increase in receipts, followed by the Americas (+6%) and Europe (+4%).

### Thailand climbs in both international arrivals and receipts rankings

- Two changes took place in the top 10 rankings by tourist arrivals in 2013: Spain (61 million arrivals) climbed back to 3rd place (which it lost to China in 2010) on the back of 6% growth, and Thailand (27 million arrivals) entered the list at number 10, rising an amazing five positions up the ranking with an increase of 23%. France continues to head the ranking by arrivals, with 83 million (2012 figure), followed by the USA, in second place with 70 million.
- In the top 10 ranking by tourism receipts, the only change in 2013 involved Thailand, which moved up two places to 7th (US\$ 42 billion). The United States continues to rank 1st with US\$ 140 billion followed by Spain in 2nd position with US\$ 60 billion.

### China, Russia and Brazil account for half the world's increase in tourism expenditure

- Three BRIC countries, China, Russia and Brazil, have been the fastest growing outbound markets in recent years. In 2013, these three source markets accounted for some US\$ 40 billion of the total US\$ 81 billion increase in international tourism expenditure.
- China, which overtook the United States and Germany in the ranking by international tourism expenditure in 2012,

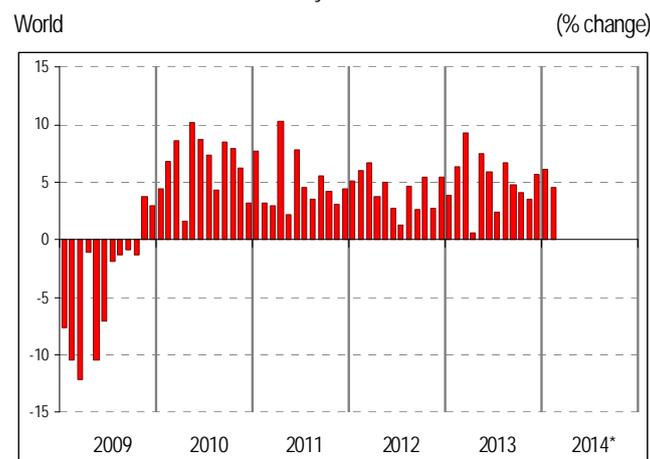
extended its lead further and saw an increase of 26% in spending last year to a total of US\$ 129 billion.

- The Russian Federation became the fourth largest outbound market in 2013, following a 25% growth to US\$ 54 billion.
- Brazil entered the top 10 by expenditure at tenth place, on the back of a 13% increase to US\$ 25 billion.
- The performance of key advanced economy source markets was comparatively more modest, with the exception of Australia which spent 9% more. France (+5%) recovered from a weak 2012, whereas the United States, Germany, the United Kingdom, and Canada all increased expenditure by between 2% and 4%.

### International arrivals continue on a similar growth trend in early 2014

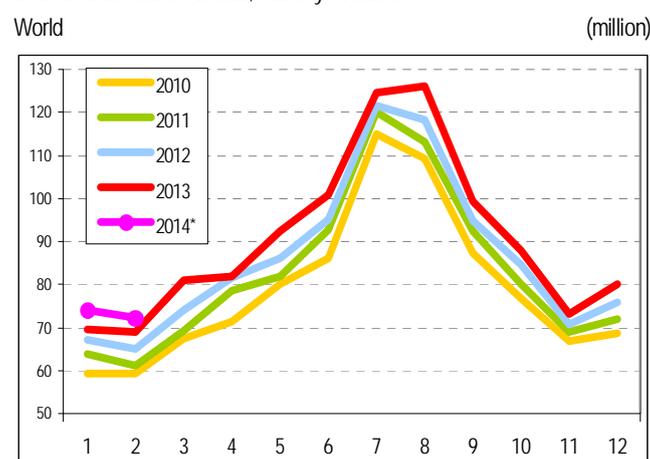
- In the first two months of 2014, international tourist arrivals grew an estimated 5% compared to the same period last year, based on the comparatively scarce data reported so far. This preliminary growth figure is similar to that of the full year 2013. Asia and the Pacific (+7%) saw the strongest growth in this early part of 2014, followed closely by the Americas and Europe (both +6%).

International Tourist Arrivals, monthly evolution



Source: World Tourism Organization (UNWTO) ©

International Tourist Arrivals, monthly evolution



Source: World Tourism Organization (UNWTO) ©

## International tourism receipts 2013

### Growth in receipts equals growth in international arrivals in 2013

The strong results in international tourist arrivals in 2013 already reported in the January issue of the UNWTO World Tourism Barometer are substantiated by the growth in international tourism receipts. According to international visitors expenditure data reported by the countries visited, international tourism receipts by destinations grew by 5% in real terms, and hit a new record of US\$ 1159 billion worldwide (euro 873 billion), up from US\$ 1078 billion (euro 839 billion) in 2012. This matched the growth in international tourist arrivals (overnight visitors) which also advanced 5% to 1087 million, and underscores the strong correlation between the two key measures as indicators of international tourism trends.

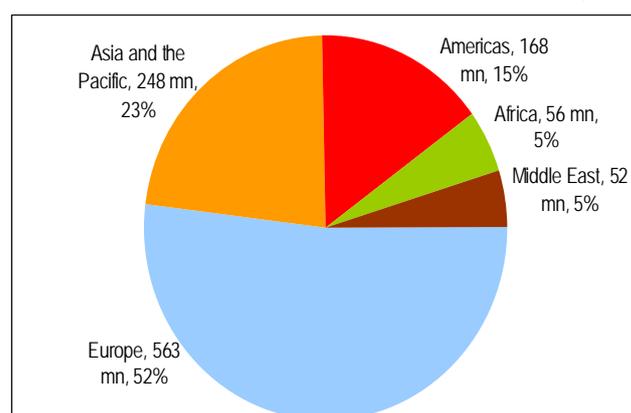
International tourism receipts are the earnings generated in destination countries from expenditure by international visitors on accommodation, food and drink, local transport, entertainment, shopping and other services and goods. For the receiving country receipts count as exports and for many destinations tourism is a vital source of foreign currency earnings.

At the end of April, a total of 121 countries and territories around the world monitored by UNWTO, including virtually all leading destinations, had reported full-year data on international tourism receipts (from both overnight and same-day visitors) for 2013. Among these, 100 saw an increase in receipts (83%), 29 of which in double-digit figures (24%), while 21 reported a decline (17%).

Based on this sample of destinations and including an assessment for missing data, UNWTO estimates that international tourism receipts worldwide reached US\$ 1159 billion (euro 873 billion) last year, up US\$ 81 billion (euro 34 billion) from US\$ 1078 billion and euro 839 billion in 2012. The proportionally larger increase in US dollar terms than in euro is explained by the appreciation of the euro and other world currencies against the US currency. The US dollar depreciated 3% versus the euro (difference in average yearly exchange rates) and to various other major currencies such as the Chinese yuan, the Korean won and the Mexican peso (US\$ down 3% for all) (see the table on page 39 of the Statistical Annex). This means that a constant sum of receipts earned in these currencies translates into a higher amount of US dollars from one year to another, due to this currency's depreciation.

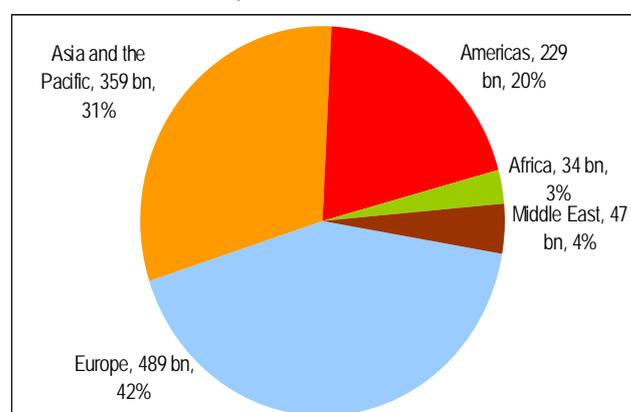
Growth in international tourism receipts is estimated at 5.3% in 2013 measured in real terms, i.e. using local currencies at constant prices in order to adjust for inflation and exchange rate fluctuations. Advanced economy destinations (+6.0%) showed relatively faster growth in receipts than emerging economy destinations (+4.0%).

World Inbound Tourism: International Tourist Arrivals, 2013\* (million)



Source: World Tourism Organization (UNWTO) ©

World: Inbound Tourism  
International Tourism Receipts, 2013\* (US\$ billion)



Source: World Tourism Organization (UNWTO) ©

### Asia and the Pacific fastest growing region, while Europe takes biggest share

In absolute terms, receipts in destinations around the world increased by US\$ 81 billion (euro 34 billion, comparatively less due to the depreciation of the dollar).

Europe, which accounts for 42% of all international tourism receipts, saw the biggest growth in 2013: up US\$ 35 billion to US\$ 489 billion (euro 368 billion), boosted partly by a stronger euro. Destinations in Asia and the Pacific (accounting for 31% of worldwide receipts) increased earnings by US\$ 30 billion to US\$ 359 billion (euro 270 bn). In the Americas (20% share), receipts increased by US\$ 16 billion to US\$ 229 billion (euro 173 bn). In the Middle East (4% share) international tourism receipts are estimated at US\$ 47 billion (euro 36 bn) and in Africa (3% share) at US\$ 34 billion (euro 26 bn).

In relative terms (taking into account exchange rate fluctuations and inflation), Asia and the Pacific (+8%) recorded the largest increase in receipts, followed by the Americas (+6%) and Europe (+4%).

Among the top ten tourism destinations by international tourism receipts, Asian destinations Thailand (+23%), Hong Kong (China) and Macao (China) (both

+18%) saw strong growth, while the United Kingdom (+13%) and the United States (+11%) also posted double-digit increases. Receipts in Spain, France, China, Italy and Germany grew between 1% and 5%. (See further page 12 of the Statistical Annex)

**International tourist arrivals also up by 5%**

Updated information for international tourist arrivals worldwide in 2013 confirms the growth figures reported in the January edition of the UNWTO World Tourism Barometer. According to revised data, international tourist arrivals (overnight visitors) grew 5.0% in 2013, equivalent to 52 million more arrivals and a total of 1087 million worldwide.

Worldwide, international tourism receipts grew at a rather similar rate to that of arrivals: 5.3% measured in real terms, underlining the strong correlation between both variables. The same was the case in 2012 when international arrivals and receipts both grew by 4%. Both for international arrivals and receipts, the 2013 rate of growth is well above the long-term average and the fastest since post-crisis year 2010.

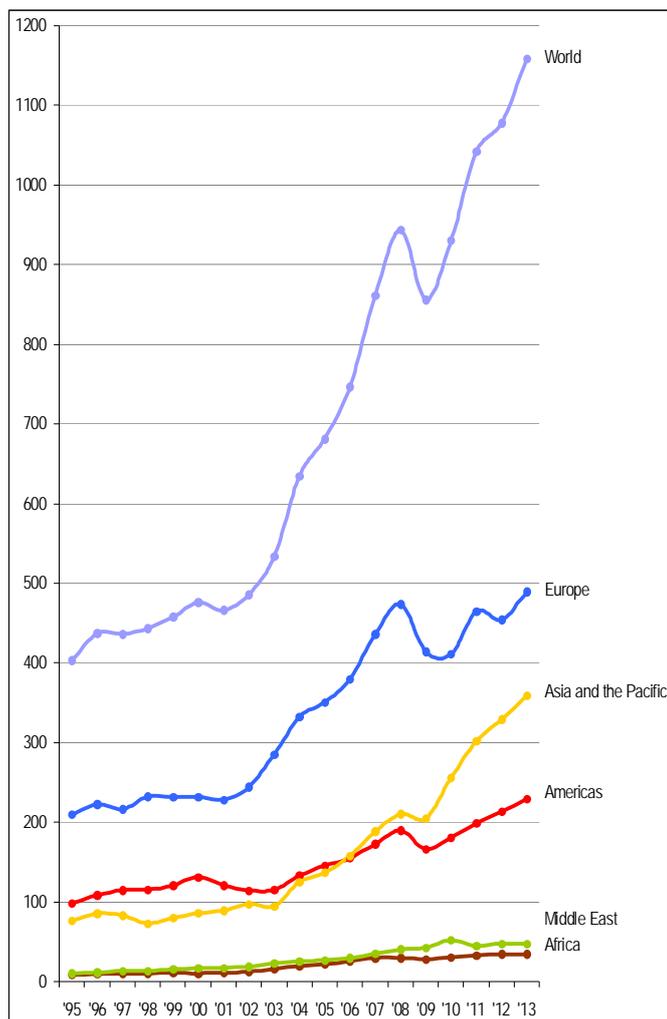
**Receipts grew faster than arrivals in the Americas and Asia and the Pacific**

At the regional and subregional level, however, results were more mixed. In terms of international arrivals, Asia and the Pacific (+6%) saw the highest relative growth, followed by Europe and Africa (both +5%). In the Americas, international arrivals grew by 3%, while in the Middle East they were flat. The leading subregion was South-East Asia (+10%), followed by Central and Eastern Europe (+7%), Northern Europe, Southern and Mediterranean Europe, North Africa and South Asia (all +6%).

In terms of receipts, Asia and the Pacific (+8%) also recorded the largest increase, followed by the Americas (+6%) and Europe (+4%). Receipts in Africa (0%) were flat and in the Middle East (-2%) receipts were down due to the continuing political turbulence in the region. By sub-region, South-East Asia (+10%), North-East Asia (+9%) North America (+8%) and Northern Europe (+7%) reported best results.

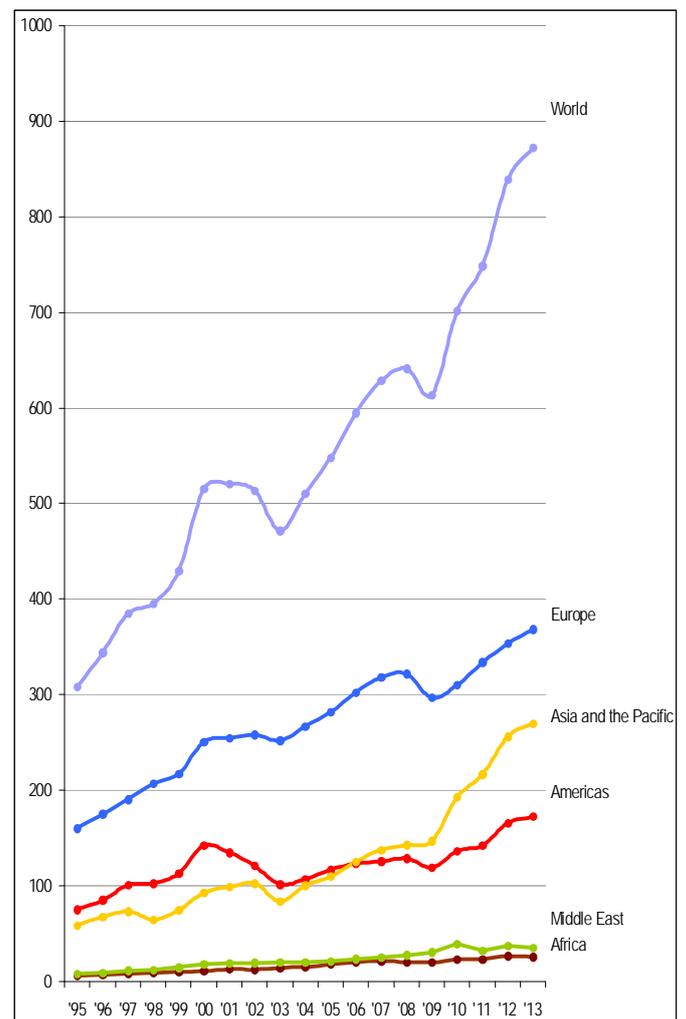
Thus, earnings grew at a faster rate in the Americas, i.e. 6.4% versus 3.2% in arrivals, with North America in

International Tourism Receipts (US\$ billion)



Source: World Tourism Organization (UNWTO) ©

International Tourism Receipts (euro billion)



Source: World Tourism Organization (UNWTO) ©



## Save the date!!

The 8<sup>th</sup> UNWTO/PATA Forum on

### Tourism Trends and Outlook

### Enhancing Connectivity in Tourism

13-15 October, 2014  
Guilin, China

This 8th edition of the Forum is jointly organised by the World Tourism Organization (UNWTO) and the Pacific Asia Travel Association (PATA), hosted by Guilin Municipal People's Government and in collaboration with Hong Kong Polytechnic University.

The forum will provide a platform for governments, industry and academics to share information, to analyse global trends and the broader environment impacting on tourism, and to map out the appropriate course of actions.

The two-day forum will be divided into two sessions:

- The technical sessions (on the first day) are aimed at a selected audience. The session will provide practitioners and academics with the opportunity to exchange the latest tourism research results, trends and views on tourism development with best practices and examples from both public and private sector perspective.
- The plenary sessions (on the second day) are open to a broad audience. These sessions, conducted by renowned international speakers from the tourism sectors, will be devoted to the current issues in tourism of the year.

The Forum is aimed at participants from the following areas:

- Senior tourism policy, management, marketing and research officials from National Tourism Administrations, National Tourism Organizations, regional and local Tourism Administrations and Tourism Organizations
- Practitioners from tourism industries (tour operators, hotels, transport services, financial bodies, consultancy firms, etc)
- Research institutions and universities

More information will be available shortly on:

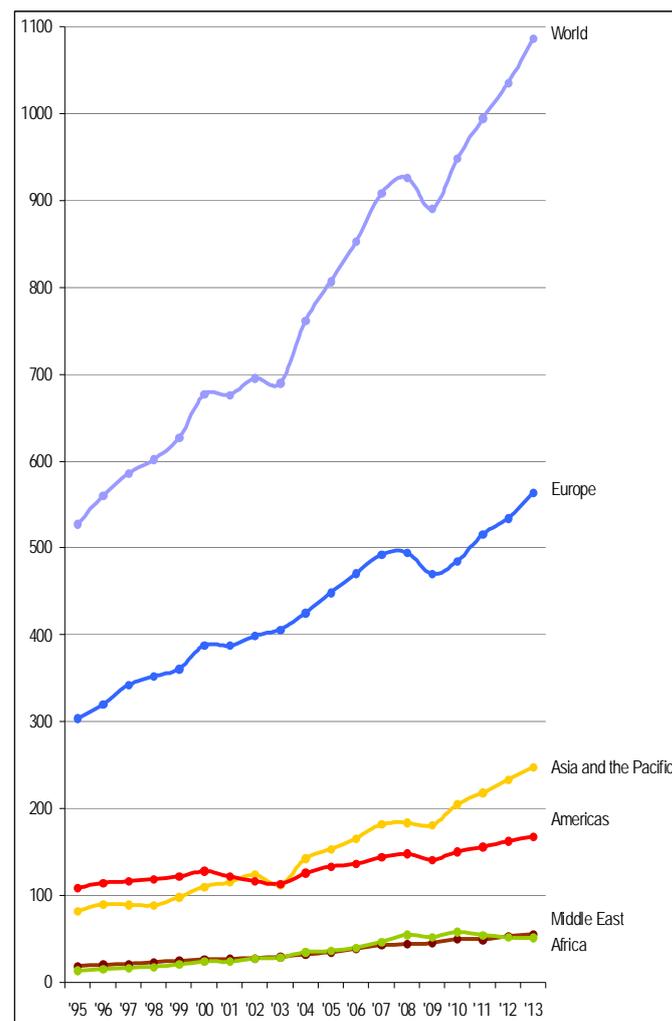
<http://asiapacific.unwto.org/event/8th-unwtopata-forum>



#### World and regions: Inbound tourism

#### International Tourist Arrivals

(million)



Source: World Tourism Organization (UNWTO) ©

particular contributing to the difference, driven by strong growth in the United States (+11%) and Mexico (+8%). This indicates that international tourists have spent more per visit in 2013 in the region than in the previous year. In Asia and the Pacific the growth in receipts (+8.2%) also exceeded growth in arrivals (+6.2%), in this case driven by destinations in North-East Asia, and in particular by expenditure from Chinese visitors. In Europe, on the other hand, the growth in receipts (+3.8%) lagged somewhat behind growth in arrivals (+5.4%). Still Europe recorded the biggest increase in absolute terms, 29 million more international arrivals and US\$ 35 billion in receipt (euro 15 billion).

#### Data subject to revision

These trends should be interpreted with care since the majority of results reported at this point of the year are provisional and thus subject to revision. Experience shows that initially reported values are often revised upwards, as preliminary reported data tends to be conservative. As not all countries have reported full-year results for 2013, UNWTO has included estimates for these countries in

order to come up with aggregate global and regional figures. These estimates are based on previous years' values applying either the trend for part of the year, the trend for arrivals for that country or the subregional trend for receipts (or a combination of these). A large majority of destination countries in the Americas, Asia and the Pacific, and Europe did report actual 2013 data. However, as data was still missing for many African and Middle Eastern

destinations, 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 calculates international tourism receipts in US dollar values back to the local currencies of each destination, weighs them by the share in the total, and deflates them by the relevant inflation rate.

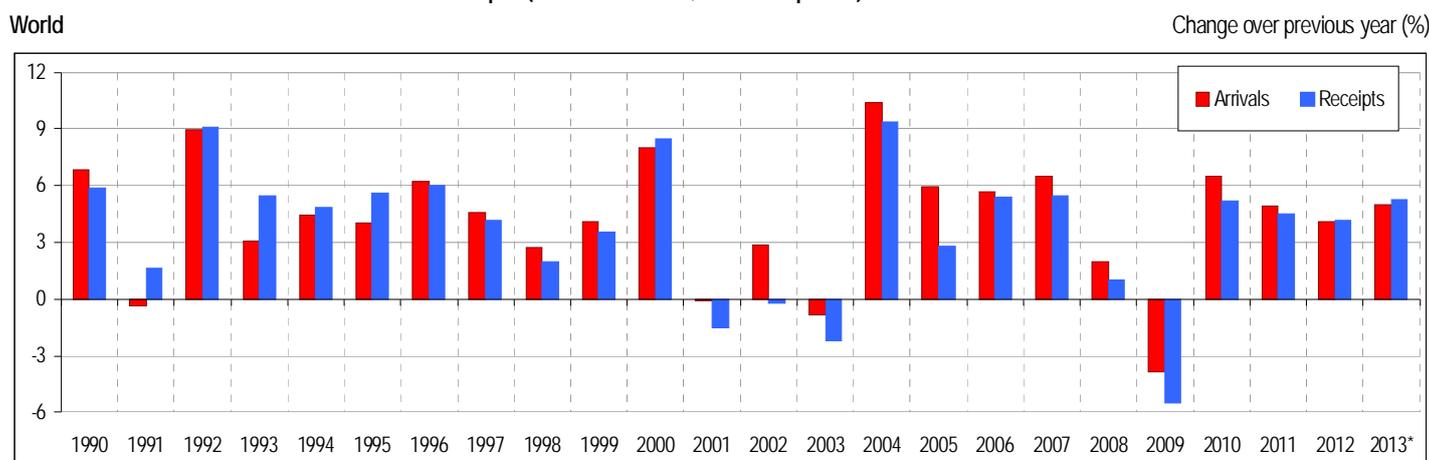
International Tourism, World

	1990	1995	2000	2005	2006	2007	2008	2009	2010	2011	2012	2013*	09/08	10/09	11/10	12/11	13*/12	09/08	10/09	11/10	12/11	13*/12
<b>International Tourist Arrivals (overnight visitors) (million)</b>													<b>Change (%)</b>									
	434	528	677	807	853	908	926	890	948	995	1,035	1,087						-3.9	6.5	4.9	4.1	5.0
Index (2008=100)							100	96	102	107	112	117										
<b>International Tourism Receipts (billion)</b>													<b>Change, current prices (%)</b>					<b>Change, constant prices (%)</b>				
Local currencies													-4.0	8.2	8.7	7.4	7.8	-5.5	5.2	4.5	4.2	5.3
Index (2008=100) (constant prices)							100	95	99	104	108	114										
US\$	262	403	476	681	747	861	944	856	931	1,042	1,078	1,159	-9.3	8.7	12.0	3.4	7.5	-9.0	7.0	8.6	1.3	6.0
Euro	206	308	515	548	595	629	641	614	702	749	839	873	-4.3	14.4	6.7	12.0	4.0	-4.6	12.6	3.8	9.3	2.6

Source: World Tourism Organization (UNWTO) ©

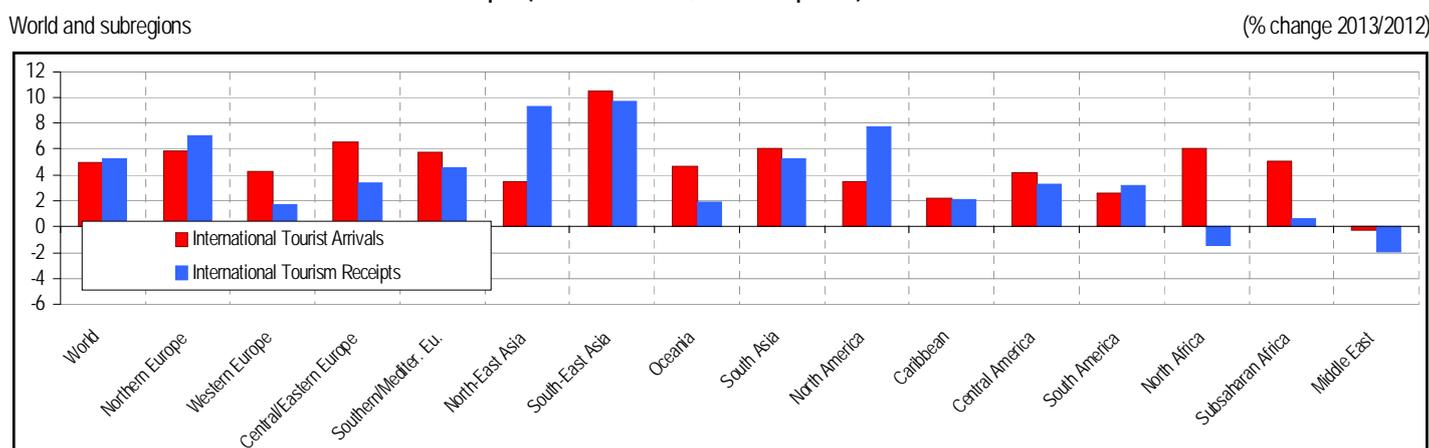
(Data as collected by UNWTO April 2014)

International Tourist Arrivals and Tourism Receipts (local currencies, constant prices)



Source: World Tourism Organization (UNWTO) ©

International Tourist Arrivals and Tourism Receipts (local currencies, constant prices)



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 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 values in US dollars reported from year to year. When the dollar depreciates against for instance the euro, worldwide receipts expressed in dollars relatively increase, and vice versa in the case the dollar appreciates.

In 2013, the US dollar (and pegged currencies such as from some destinations in the Caribbean or the Middle East) depreciated against the euro and a range of other currencies. Versus the euro the depreciation was 3% on average for the year (see table below), so expressed in US dollar terms values in euro were some 3% higher than in the previous year.

Exchange rate US\$ to euro and vice versa, average for the year

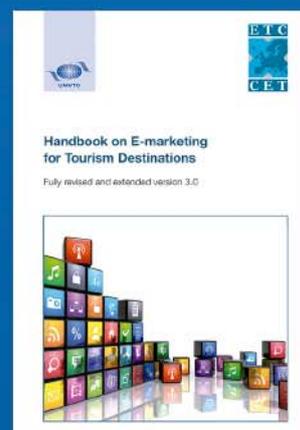
	US\$ to euro	change (%)	euro to US\$	change (%)
2005	0.8038		1.2441	
2006	0.7964	-0.9	1.2556	0.9
2007	0.7297	-8.4	1.3705	9.2
2008	0.6799	-6.8	1.4708	7.3
2009	0.7169	5.4	1.3948	-5.2
2010	0.7543	5.2	1.3257	-5.0
2011	0.7184	-4.8	1.3920	5.0
2012	0.7783	8.3	1.2848	-7.7
2013	0.7530	-3.3	1.3281	3.4

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.



## NEW PUBLICATIONS



### Handbook on E-marketing for Tourism Destinations

Fully revised and extended version 3.0

This handbook covers all essential aspects of an e-marketing strategy and valuable information on how to use e-marketing as a way to collaborate with the travel trade and the media alongside recommendations for crisis communication. It also provides practical information on latest trends and developments in mobile marketing and social media, as well as detailed insight into the measurement of effective e-marketing strategies using the latest technologies.

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## International Tourism by (Sub)region

	International Tourism Receipts									International Tourist Arrivals						
	Change			US\$			euro			Share	abs.		Change			Share
	Local currencies, constant prices (%)			(billion)			per arrival				(%)	(million)		(%)		
	11/10	12/11	13*/12	2012	2013*	2013*	2012	2013*	2013*	2013*		2012	2013*	11/10	12/11	13*/12
<b>World</b>	4.5	4.2	5.3	1,078	1,159	1,070	839	873	800	100	1,035	1,087	4.9	4.1	5.0	100
Advanced economies <sup>1</sup>	5.9	4.0	6.0	688	745	1,280	536	561	970	64.3	551	581	4.9	3.8	5.4	53.4
Emerging economies <sup>1</sup>	2.1	4.5	4.0	390	413	820	303	311	610	35.7	484	506	4.9	4.4	4.5	46.6
<b>Europe</b>	<b>4.9</b>	<b>1.9</b>	<b>3.8</b>	<b>454.0</b>	<b>489.3</b>	<b>870</b>	<b>353.4</b>	<b>368.4</b>	<b>650</b>	<b>42.2</b>	<b>534.4</b>	<b>563.4</b>	<b>6.4</b>	<b>3.6</b>	<b>5.4</b>	<b>51.8</b>
Northern Europe	2.4	3.3	7.1	67.6	74.2	1,080	52.6	55.9	810	6.4	65.1	68.9	2.9	0.9	5.8	6.3
Western Europe	3.9	2.7	1.7	157.9	167.9	960	122.9	126.4	730	14.5	167.2	174.3	4.6	3.5	4.2	16.0
Central/Eastern Europe	6.8	4.0	3.4	56.3	59.9	500	43.8	45.1	380	5.2	111.7	118.9	9.1	8.3	6.5	10.9
Southern/Mediterr. Eu.	6.1	0.0	4.5	172.2	187.3	930	134.0	141.0	700	16.2	190.4	201.4	7.9	1.9	5.7	18.5
- of which EU-28	4.0	1.7	3.4	374.2	402.9	930	291.2	303.4	700	34.8	412.2	432.7	5.6	2.7	5.0	39.8
<b>Asia and the Pacific</b>	<b>8.3</b>	<b>6.7</b>	<b>8.2</b>	<b>329.1</b>	<b>358.9</b>	<b>1,450</b>	<b>256.1</b>	<b>270.3</b>	<b>1,090</b>	<b>31.0</b>	<b>233.5</b>	<b>248.1</b>	<b>6.6</b>	<b>6.9</b>	<b>6.2</b>	<b>22.8</b>
North-East Asia	9.2	7.9	9.3	167.2	184.7	1,450	130.1	139.0	1,090	15.9	122.8	127.0	3.8	6.0	3.5	11.7
South-East Asia	12.9	10.6	9.7	96.0	107.4	1,150	74.7	80.9	870	9.3	84.2	93.1	10.7	8.7	10.5	8.6
Oceania	-4.1	-1.3	1.9	43.0	42.6	3,410	33.4	32.0	2,570	3.7	11.9	12.5	0.8	4.0	4.7	1.1
South Asia	11.6	-0.6	5.3	22.9	24.3	1,570	17.8	18.3	1,180	2.1	14.6	15.5	14.5	6.2	6.1	1.4
<b>Americas</b>	<b>5.1</b>	<b>5.7</b>	<b>6.4</b>	<b>212.9</b>	<b>229.2</b>	<b>1,360</b>	<b>165.7</b>	<b>172.6</b>	<b>1,030</b>	<b>19.8</b>	<b>162.7</b>	<b>167.9</b>	<b>3.6</b>	<b>4.3</b>	<b>3.2</b>	<b>15.5</b>
North America	5.9	6.7	7.8	156.4	171.0	1,550	121.7	128.8	1,170	14.8	106.4	110.1	2.6	4.2	3.5	10.1
Caribbean	-1.5	1.2	2.1	24.2	24.8	1,170	18.8	18.7	880	2.1	20.7	21.2	3.0	3.0	2.2	1.9
Central America	9.7	7.5	3.2	8.7	9.4	1,020	6.8	7.1	770	0.8	8.9	9.2	4.4	7.3	4.2	0.8
South America	5.7	3.2	3.2	23.6	23.9	870	18.4	18.0	660	2.1	26.7	27.4	7.8	5.0	2.6	2.5
<b>Africa</b>	<b>1.7</b>	<b>7.3</b>	<b>0.0</b>	<b>34.3</b>	<b>34.2</b>	<b>610</b>	<b>26.7</b>	<b>25.8</b>	<b>460</b>	<b>3.0</b>	<b>52.9</b>	<b>55.8</b>	<b>-0.6</b>	<b>6.6</b>	<b>5.4</b>	<b>5.1</b>
North Africa	-5.5	9.1	-1.4	10.0	10.2	520	7.8	7.7	390	0.9	18.5	19.6	-9.1	8.2	6.1	1.8
Subsaharan Africa	5.0	6.5	0.6	24.3	24.0	660	18.9	18.1	500	2.1	34.5	36.2	4.5	5.8	5.0	3.3
<b>Middle East</b>	<b>-17.2</b>	<b>2.2</b>	<b>-1.9</b>	<b>47.5</b>	<b>47.3</b>	<b>920</b>	<b>36.9</b>	<b>35.6</b>	<b>690</b>	<b>4.1</b>	<b>51.7</b>	<b>51.6</b>	<b>-6.1</b>	<b>-5.4</b>	<b>-0.2</b>	<b>4.7</b>

Source: World Tourism Organization (UNWTO) ©

(Data as collected by UNWTO April 2014)

<sup>1</sup> 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](http://www.imf.org/external/pubs/ft/weo/2012/01).

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

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. Estimating trends in receipts is a far more complicated exercise than in arrivals for the following reasons:

- 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 to avoid overestimating growth.
- In practice the preliminary data tend to be subject to substantial revisions.

The detailed information in the continuation of the *UNWTO World Tourism Barometer* and its Statistical Annex is not included in the complimentary 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](http://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](http://www.unwto.org/facts).

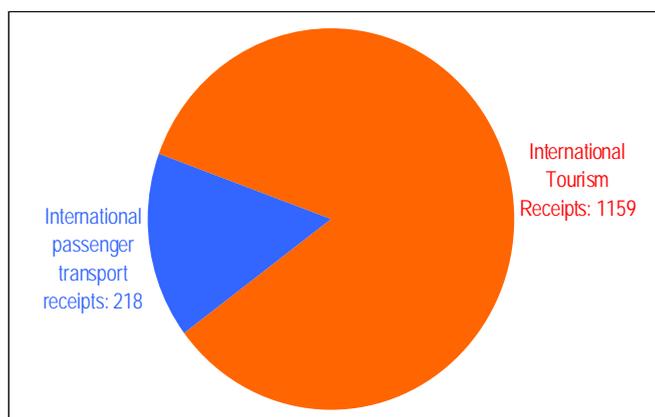
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## International tourism as export earnings

In macro-economic terms, expenditure by international visitors counts as exports for the destination country and as imports for the country of residency of the visitor. In the Balance of Payments, receipts from inbound tourism are reported as travel credit under the services balance and expenditure on outbound tourism as travel debit. For many countries tourism is an important source of foreign currency earnings.

World: Inbound Tourism, 2013

Receipts from international tourism and passenger transport (US\$ billion)



Source: World Tourism Organization (UNWTO) ©

## International passenger transport receipts

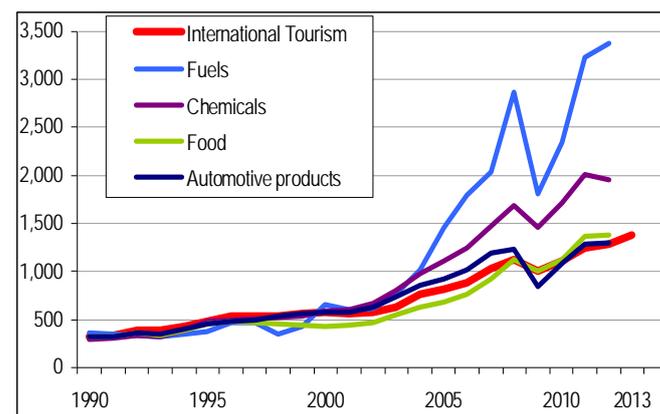
Aside from the Balance of Payments travel credit item, tourism also generates export earnings through international passenger transport, which is reported separately under the item passenger transport credit in the services section of the Balance of Payments. Passenger transport services are recorded as export earnings for the reporting country, where the transport companies are registered, only when these services are provided to non 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 2013, international passenger transport generated an estimated US\$ 218 billion in export earnings, bringing total tourism export earnings to US\$ 1.4 trillion, or US\$ 3.8 billion a day on average. International tourism (travel and passenger transport) accounts for 29% of the world's exports of services and 6% of overall exports of goods and services.

As a worldwide export category, tourism ranked fifth in 2012 (US\$ 1.3 billion, 2013 data not yet available for commodity trade categories), after fuels (US\$ 3.4 trillion), chemicals (US\$ 2.0 trillion), food (US\$ 1.4 trillion) and automotive products (US\$ 1.3 trillion) (with tourism only just slightly below the latter). (See further table on page 9 of the Statistical Annex)

## International Tourism (BOP Travel & Passenger transport) and export

World (US\$ billion)

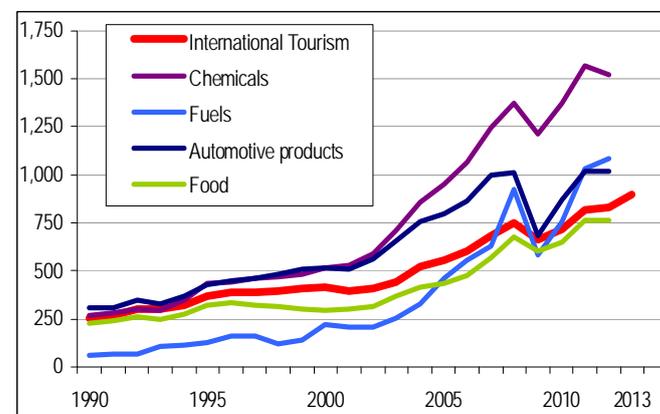


Source: World Tourism Organization (UNWTO) and World Trade Organization (WTO)

Broken down by advanced and emerging economies, tourism ranks still higher for each separate group. For the group of advanced economies, tourism generated US\$ 894 billion in exports in 2013 (US\$ 745 billion in travel and US\$ 149 billion in passenger transport). As an export category, tourism ranks fourth after chemicals, including pharmaceuticals (US\$ 1516 billion), fuels (US\$ 1082 billion) and automotive products (US\$ 1017 billion), but ahead of food (US\$ 763 billion) (2012 data).

## International Tourism (BOP Travel & Passenger transport) and export

Advanced economies (US\$ billion)

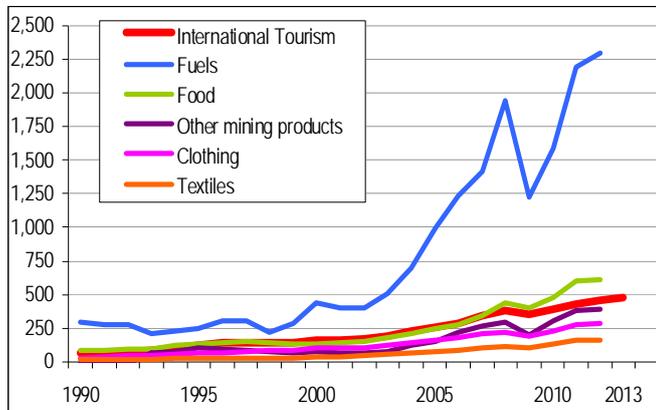


Source: World Tourism Organization (UNWTO) and World Trade Organization (WTO)

Tourism ranks as first export earner in many emerging economies, including least developed countries. For the group of emerging economies, tourism generated US\$ 483 billion in exports in 2013 (US\$ 413 billion in travel and US\$ 69 billion in passenger transport). As an export category, tourism ranks third after fuels (US\$ 2293 billion) and food (US\$ 613 billion) (2012 data), but ahead of other mining products (US\$ 386 billion), clothing (US\$ 288 billion) or textiles (US\$ 162 billion). Fuels is by far the largest export category worldwide, and for the group of emerging economies. However earnings are concentrated in rather few large oil, gas and coal exporters, while many more countries benefit from tourism and tourism generates far more employment. It is also very interesting to see that

throughout the 2009 downturn, international tourism was rather more resilient than other trade categories, decreasing only by 5% in real terms, while overall exports decreased by 11%.

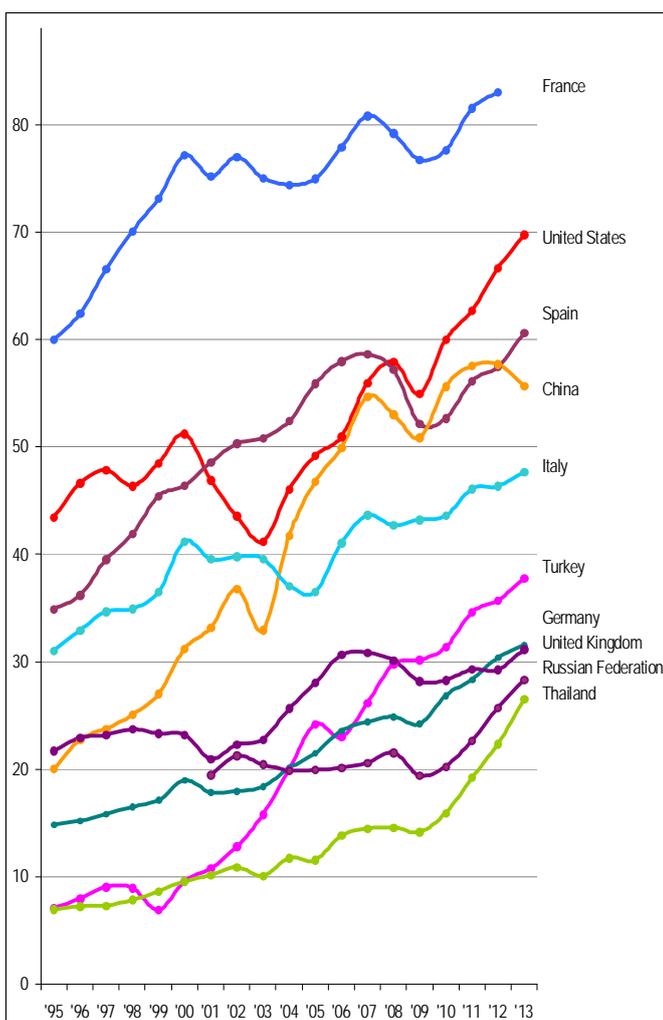
International Tourism (BOP Travel & Passenger transport) and export Emerging economies (US\$ billion)



Source: World Tourism Organization (UNWTO) and World Trade Organization (WTO)

World and regions: Inbound tourism

International Tourist Arrivals (million)



Source: World Tourism Organization (UNWTO) ©

## World's top tourism destinations 2013

### Thailand climbs in both international arrivals and receipts rankings

Only two changes took place in the top 10 rankings by international tourist arrivals and tourism receipts in 2013. In the ranking by arrivals, Spain (with 61 million arrivals) regained the third position it lost in 2010 to China (56 million). Thailand (27 million arrivals) entered the top 10 arrivals ranking at number 10, climbing an amazing five positions, while it moved up two places to 7<sup>th</sup> in the top 10 ranking by tourism receipts (US\$ 42 billion).

When ranking the world's top international tourism destinations, it is 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 10 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 changes in the ranking of international tourism receipts not only reflect relative performance, but also (to a considerable extent) exchange rate fluctuations of the local currencies against the US dollar. Significantly, in 2013 the US dollar depreciated about 3% versus the euro, which is the reference currency in a large part of Europe (after having appreciated by 8% in 2012), causing nominal tourism receipts in European destinations to increase some 3% in US dollar terms. As a result, many European destinations moved up in the receipts ranking (after experiencing the opposite movement in 2012).

### Spain back to 3<sup>rd</sup> most visited destination

France continues to top the ranking of international tourist arrivals with 83 million visitors in 2012 (2013 still to be reported), and is 3<sup>rd</sup> in international tourism receipts (US\$ 56 billion in 2013). The United States ranks 1<sup>st</sup> in receipts with US\$ 140 billion – US\$13 billion more than in 2012 (+11%) – and 2<sup>nd</sup> in arrivals with 70 million. Spain is 2<sup>nd</sup> in tourism earnings with US\$ 60 billion in 2013, and recovered 3<sup>rd</sup> place in arrivals with 61 million visitors. China moved to 4<sup>th</sup> in arrivals (56 million) and remains 4<sup>th</sup> in receipts (US\$ 52 billion). Italy has consolidated its 5<sup>th</sup> place in arrivals (48 million) and 6<sup>th</sup> in earnings (US\$ 44 billion). Turkey remains in 6<sup>th</sup> place in arrivals (38 million) and 12<sup>th</sup> in receipts (US\$ 28 billion).

Thailand had a bumper year in 2013 with international arrivals up by 19% to 27 million and receipts up by 23% to US\$ 42 billion. As a result Thailand moved up two positions in the ranking by international receipts to 7<sup>th</sup>,

while it entered the top 10 by arrivals in 10<sup>th</sup> position. Germany remains 7<sup>th</sup> in arrivals (32 million), but moved down one place in earnings to 8<sup>th</sup> as a result of Thailand's rise, despite 5% growth. The United Kingdom still ranks 8<sup>th</sup> in arrivals (31 million) but also moved one place down to 9<sup>th</sup> in receipts (41 billion).

The Russian Federation remains in 9<sup>th</sup> position in arrivals (28 million), but has moved up two places to 27<sup>th</sup> in tourism receipts (12 billion). Completing the top 10 ranking in receipts are the two Chinese Special Administrative Regions (SARs): Macao ranks 5<sup>th</sup> in the tourism receipts (US\$ 52 billion) and has moved up one place to 19<sup>th</sup> in arrivals, while Hong Kong remains 10<sup>th</sup> in tourism receipts with US\$ 39 billion and 12<sup>th</sup> in arrivals (26 million).

**Japan on the rise as a destination**

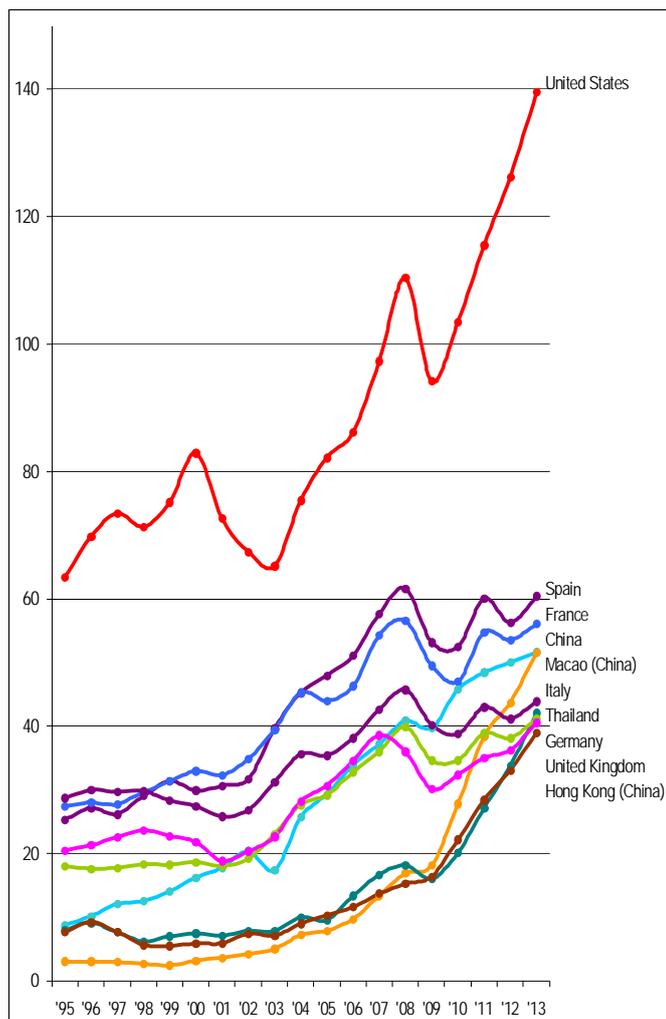
Further down the ranking, other Asian destinations also recorded robust growth in international arrivals and receipts in 2013, except for the ones already mentioned

among the first 10. After a second year of strong growth (+24%), Japan surpassed the 10 million arrivals mark and climbed six places to the 27<sup>th</sup> position. By arrivals, the Republic of Korea and Singapore both moved up one place to 22<sup>nd</sup> and 23<sup>rd</sup> respectively. By receipts, Indonesia moved up two places to 32<sup>nd</sup> following 12% growth, Vietnam three places to 35<sup>th</sup> and Philippines one place to 49<sup>th</sup>.

Elsewhere, Morocco (+7%) and the United Arab Emirates (+11%) climbed respectively one and two places in the ranking by international arrivals. In the Americas, Mexico and the Dominican Republic (both +8%) moved up respectively one and two places in tourism receipts with only modest growth in arrivals.

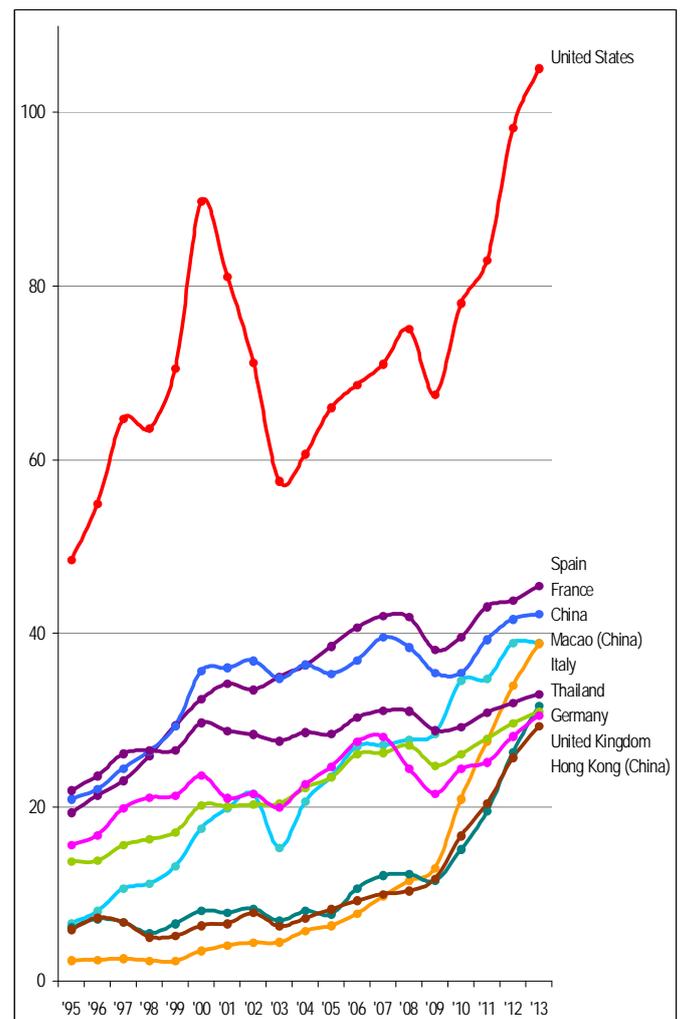
Some of the more traditional destinations in Southern and Mediterranean Europe also experienced significant growth in 2013. Apart from Spain moving up in the ranking by arrivals, Greece also climbed one place to 16<sup>th</sup> in arrivals (+16%) and three places to 19<sup>th</sup> in receipts (+15%). Croatia moved up two places both in arrivals (+6%) and receipts (+5%).

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)



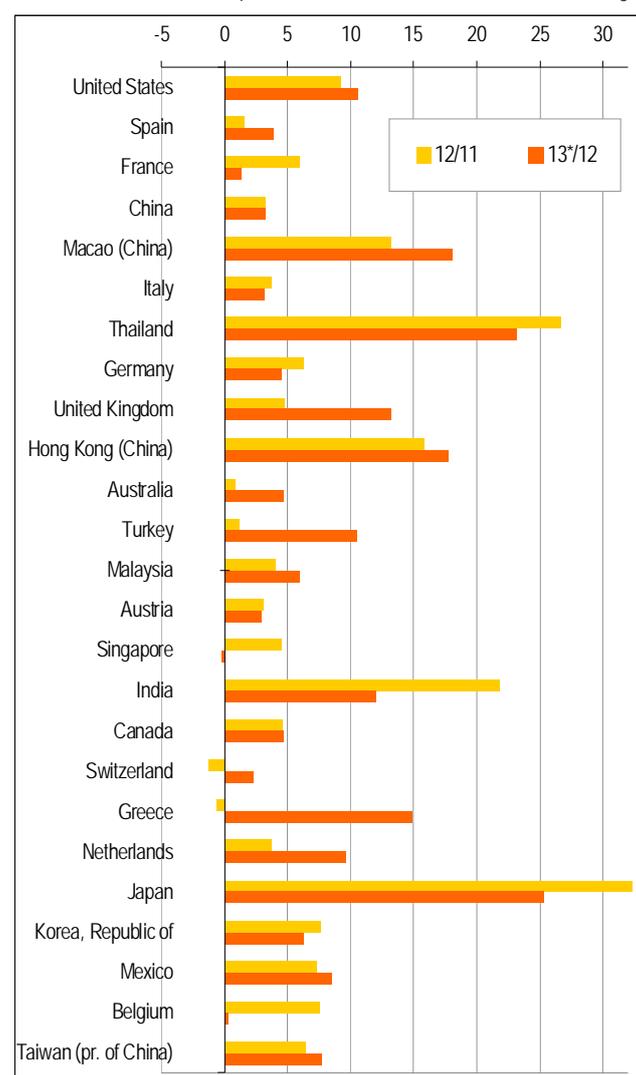
Source: World Tourism Organization (UNWTO) ©

*Data still subject to revision*

Please note that these rankings reflect data reported by countries and territories through April. The order can still vary as data for many countries and territories at this stage is preliminary, 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.

International Tourism Receipts (% change)



Source: World Tourism Organization (UNWTO) ©

## World's top spenders on outbound tourism in 2013

Of the 47 out of 50 major spenders that have reported full-year data so far, 38 posted increases (in local currencies) in tourism expenditure abroad, of which 11 in double digits, while 9 saw declines.

Emerging economies continued to drive international tourism demand in 2013. Three of the BRIC countries, China, Russia and Brazil, have unquestionably been the fastest growing outbound markets in recent years. In 2013, the growth of these three source markets alone accounted for half of the world's increase in tourism expenditure, as they collectively accounted for some US\$ 40 billion of the total US\$ 81 billion increase in international tourism expenditure.

China, which overtook the United States and Germany in the ranking by international tourism expenditure in 2012, extended its lead further, spending a whopping US\$ 129 billion. The Russian Federation became the fourth largest outbound market in 2013, due to its 25% growth to US\$ 54 billion. Brazil entered the ten top by expenditure in tenth place, on the back of a 13% increase to US\$ 25 billion.

The performance of key advanced economy source markets was comparatively more modest, with the exception of Australia, which spent 9% more. France (+5%) recovered from a weak 2012 and the United States, Germany, the United Kingdom, and Canada all increased expenditure by between 2% and 4%.

### *China consolidates as number one tourism source market in the world*

Chinese travellers spent a record US\$ 129 billion on international tourism in 2013, a 26% surge over 2012 when expenditure amounted to US\$ 102 billion. The virtually exponential growth experienced over the last decades resulted in China achieving the position of largest tourism source market in the world in terms of expenditure in 2012. China has been by far the fastest growing source market in recent years. Boosted by rising disposable incomes, an appreciating currency, travel facilitation and easing of restrictions on foreign travel, Chinese tourism spending has increased tenfold in 13 years, from US\$ 13 billion in 2000 to US\$ 129 billion in 2013, equivalent to an average growth rate of 19% per year. Currently, expenditure by Chinese travellers generates some 11% of receipts in destinations worldwide. Many destinations are benefitting from this expenditure, boosting in particular receipts in regional destinations such as Hong Kong (China), Macao (China), Taiwan (pr. of China), Republic of Korea, Thailand, Singapore, Malaysia and Vietnam. China entered the top 10 by international tourism expenditure in 1999 and

ranked seventh by 2005, and has since successively overtaken Italy, Japan, France and the United Kingdom. With the 2012 surge, China leaped to first place, surpassing both top spender Germany and second largest spender United States. In 2013 the gap between expenditure by China and the United States increased to US\$ 40 billion.

Subsequently, the United States (+3%) and Germany (+2%) are now second and third in the ranking, with expenditure respectively just over and just under US\$ 86 billion.

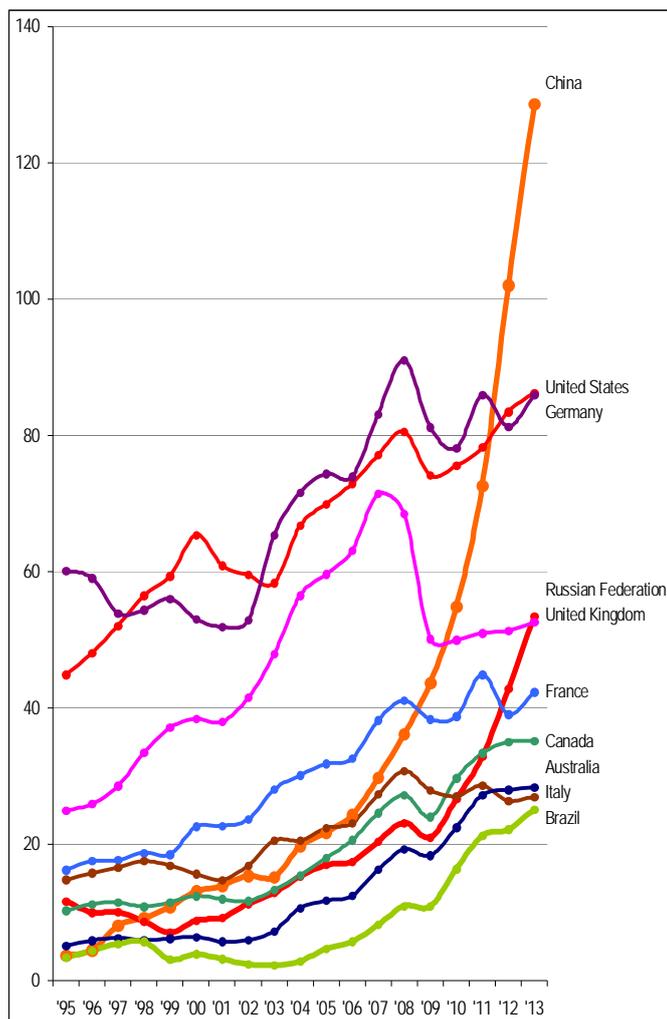
**The Russian Federation up to 4<sup>th</sup> and Brazil up to 10<sup>th</sup>**

The Russian Federation has been the second fastest growing market in recent years, thanks to annual expenditure increasing by US\$ 36 billion since pre-crisis year 2006. In 2013 the country moved up one place to 4<sup>th</sup> in the ranking with US\$ 54 billion on the back of an impressive 25% growth after already three years of consecutive high growth rates. In 2000 Russians travelling abroad spent just below US\$ 9 billion and since then expenditure has increased six times (+15% a year on average). The Russian Federation entered the top 10 in 2003.

As a consequence of the rise of the Russian Federation, the United Kingdom (+4%) has moved one position down to 5<sup>th</sup>, with an expenditure of US\$ 53 billion. France (+5%), Canada (+3%) and Australia (+9%) kept positions 6 to 8, with expenditure of respectively US\$ 42 billion, US\$ 35 billion and US\$ 28 billion. Despite a slight decrease in expenditure (-1% in local currency), Italy moved one position up to 9<sup>th</sup>, after having moved down in 2012. In all these cases, exchange rate fluctuations have played a role. Due to the stronger euro in 2013, expenditure by European source markets went up in US\$ terms. In the case of Canada and Australia, the depreciation of local currencies resulted in a decline in receipts in US\$ dollar terms.

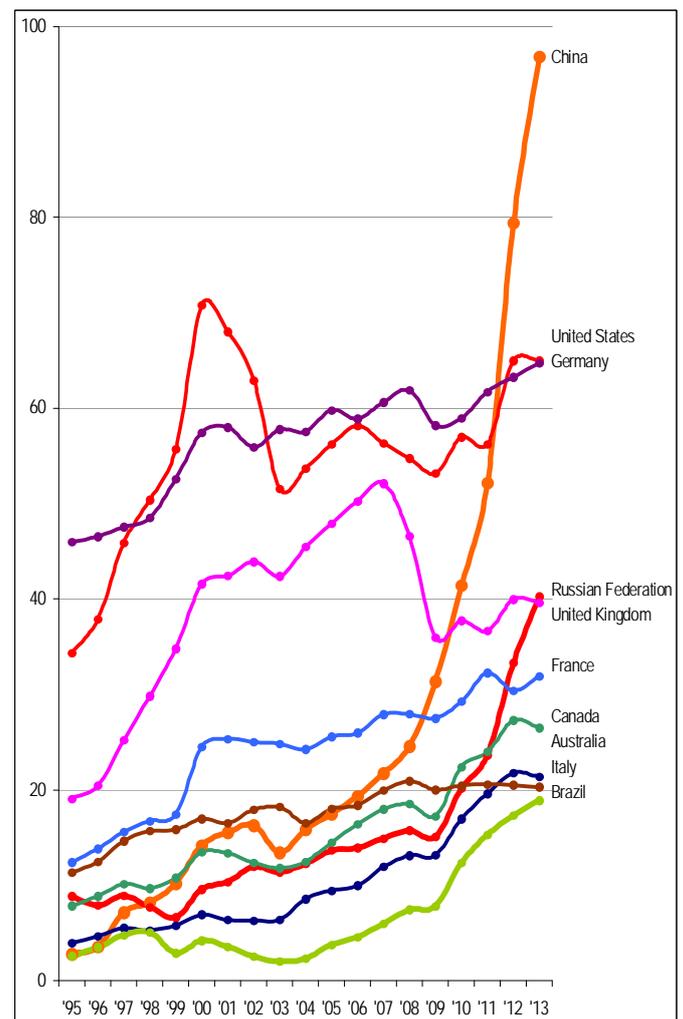
The third fastest growing source market in recent years has been Brazil. In 2013 expenditure by Brazilians on travelling abroad increased by 13% to US\$ 25 billion and Brazil entered the top 10 at 10<sup>th</sup> place from 12<sup>th</sup> in 2012. Since pre-crisis year 2006 yearly expenditure has increased by US\$ 19 billion. In 2000 Brazilians travelling abroad spent just US\$ 4 billion and, since then, expenditure has increased six times (+15% a year on average). As a result of Brazil's rise as well as of a substantial weaker yen in 2013 (-18%), Japan dropped out of the first 10.

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) ©

### Emerging markets continue to drive growth

In addition to China, the Russian Federation and Brazil, many other emerging markets have also increased their share of world tourism spending over the past decade. The rapid growth of tourism expenditure from emerging markets reflects the entry into the tourism market of a growing middle class from these countries, which will surely continue to change the map of world tourism.

In the Middle East, Saudi Arabia (US\$ 18 bn, +4% in 2013), United Arab Emirates (US\$ 15 bn in 2012, 2013 not yet reported), Kuwait (US\$ 10 bn, +18% in 2013), Qatar (US\$ 7 bn, +17%) and Egypt (US\$ 3 bn, +15%) all have gained positions in recent years. In 2013, Kuwait moved up two positions to 26, Qatar five positions to 33 and Egypt one position to 49.

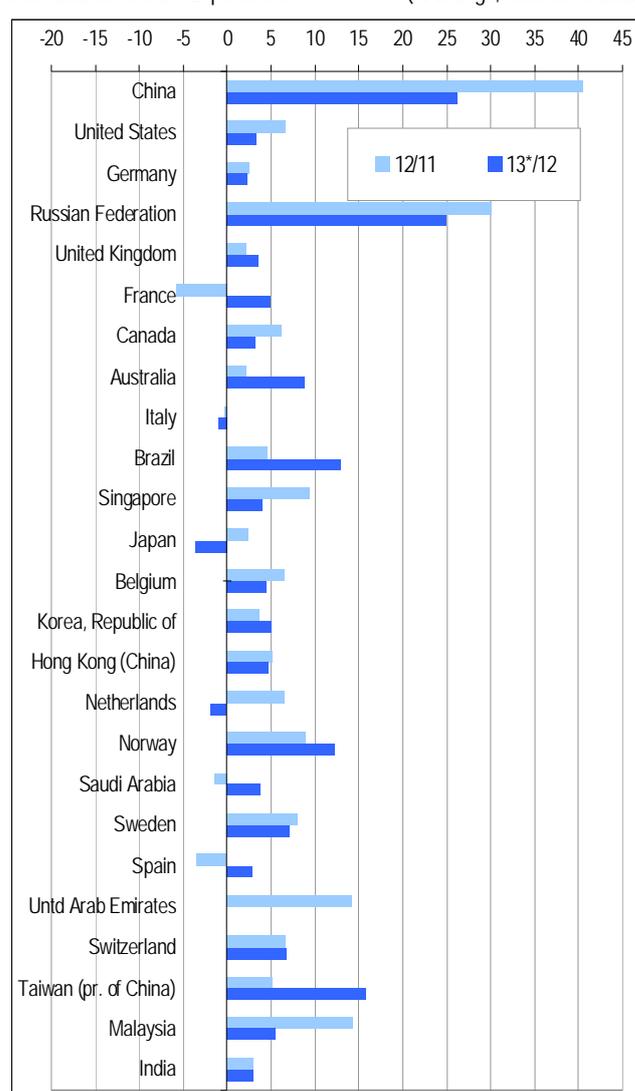
In Asia and the Pacific, India, the fourth of the BRIC countries, has also recorded substantial growth in recent years, climbing from US\$ 6 billion in 2005 to US\$ 12 billion in 2013 (25<sup>th</sup>). However, in 2012 and 2013 growth seemed to have slowed (+3% both years after +33% in 2011). Furthermore, the South-East Asian markets of Malaysia (US\$ 12 bn, +6% in 2013), Indonesia (US\$ 7 bn, +8%), Thailand (US\$ 7 bn, +6%) and the Philippines (US\$ 7 bn, 0%) are all markets with potential.

In the Americas, Mexico (US\$ 9 bn) reported a 7% growth in 2013, while Colombia increased expenditure by 14%, after already three continuous years of double-digit growth. Among the emerging tourism source markets in Europe beyond the Russian Federation, Poland (US\$ 9 bn, +1% after +15% in 2012), Ukraine (US\$ 6 bn, +13%) and Turkey (US\$ 5 bn, +18%) are the ones to watch.

### Advanced economy source markets maintain strength

Although the highest growth rates in expenditure abroad came from emerging economy source markets, key traditional advanced economy source markets, usually growing at a slower pace, also posted positive results in 2013. Among the advanced economies in the top 10, Australia (+9%) saw the fastest growth, while France (+5%) recovered from a weak 2012. Further down the ranking, Taiwan (US\$ 12 bn) moved up two places to 23<sup>rd</sup> after a 16% increase in expenditure. Solid growth in expenditure among advanced economies was also reported by Norway (+12%), Sweden, Switzerland and Czech Republic (all +7%) and Israel and Portugal (both +6%). The biggest absolute increases among advanced economies were reported by Germany (+US\$ 5 bn to US\$ 86 bn), France (+US\$ 3 bn to US\$ 42 bn) and the United States (+US\$ 3 bn to US\$ 86 bn).

International Tourism Expenditure (% change, local currencies)



Source: World Tourism Organization (UNWTO) ©

### 2013 expenditure rather exceeds pre-crisis level

Compared to pre-crisis year 2006, expenditure on international tourism has increased substantially for almost all source markets (see graph on next page). Overall receipts in destinations (i.e. the result of expenditure) was up by US\$ 412 billion (euro 278 bn), from US\$ 747 billion (euro 595 bn) in 2006 to US\$ 1159 billion (euro 873 bn) in 2013 in spite of the economic crisis in the interim years (current terms). In real terms, average growth has been 2.7% a year in these seven years (including the significant decline in 2009).

The largest increases in international tourism expenditure between 2006 and 2013 were indeed for China (+US\$ 104 bn), the Russian Federation (+US\$ 36 bn) and Brazil (+US\$ 19 bn). Following are the six advanced economy source markets of Australia, Canada, Singapore, United States, Germany and France, all of which increased expenditure by US\$ 10 billion to US\$ 16 billion, together adding up to US\$ 79 billion (i.e. almost equivalent to the total expenditure of the second largest source market, but

less than the increase of China). Furthermore a whole range of advanced and emerging economy source markets increased expenditure by US\$ 2 billion to US\$ 10 billion. Only two countries still spent substantially less in 2013 than before the crisis: the United Kingdom (-US\$ 10 bn) and Japan (-US\$ 5 bn).

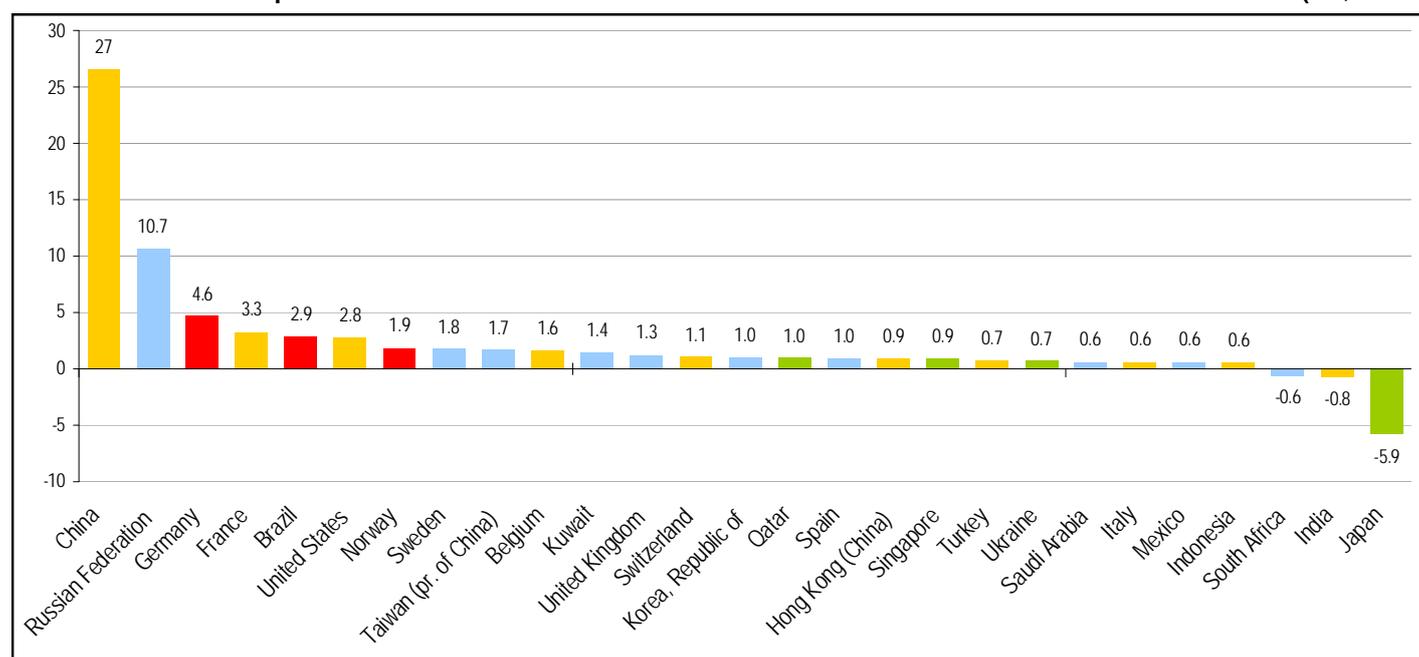
**Trends are influenced by exchange rate fluctuations**

Please note that while absolute values 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, unless otherwise indicated. So exchange rate fluctuations are accounted for, but inflation is not. Exchange rate fluctuations – particularly between the US dollar and euro – can render comparisons in US dollars rather misleading. Attention should be paid to the fact that fluctuations of the US dollar in 2013 (a depreciation of about 3% versus the euro) have caused expenditure by European source markets (originally in euro terms) to increase about 3% when calculated in US dollar terms.

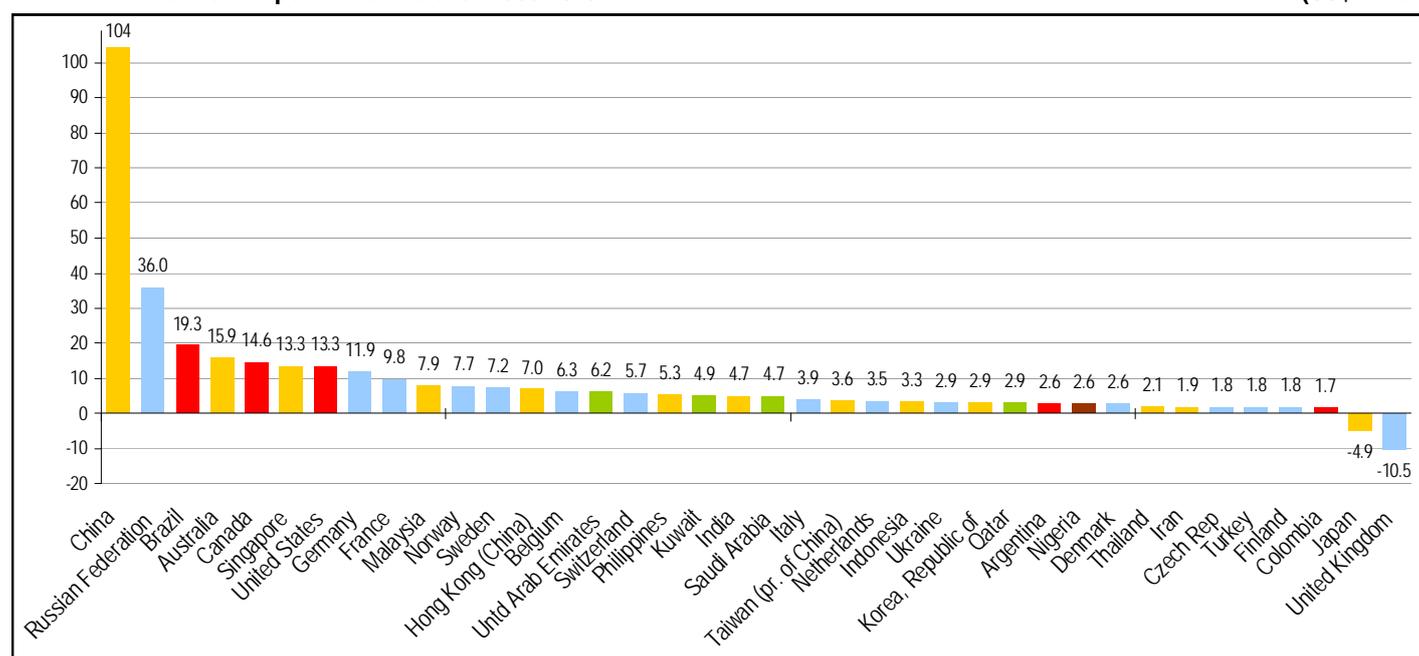
For full list of 50 top spenders see table on page 14 of the Statistical Annex.

**International Tourism Expenditure: increase 2013 (US\$ billion)**



Source: World Tourism Organization (UNWTO) ©

**International Tourism Expenditure: increase 2006-2013 (US\$ billion)**



Source: World Tourism Organization (UNWTO) ©

## World's top countries by travel balance surplus in 2013

For many countries international tourism contributes substantially to the improvement of their Balance of Payments, offsetting a deficit on the trade balance due to imports of other categories of goods and services, or adding to an already positive balance. International tourism receipts (travel credit item of the services balance) are a services export in the Balance of Payments of the destination country, while expenditure on international tourism (travel debit item of the services balance) is a services import for the source country. As such, for individual countries international tourism can generate a tourism trade surplus (when receipts exceed expenditure) or deficit (vice versa) in the travel item. The table on page 16 of the Statistical Annex (see column 'Balance') shows the countries with the largest tourism surplus in the world.

*The United States, Macao (China) and Spain see the largest 'tourism' trade surpluses*

In 2013 the United States continued to top the ranking with a tourism surplus of US\$ 53 billion, resulting from international tourism receipts of US\$ 140 billion and international tourism expenditure of US\$ 86 billion. Macao (China), which has yet to report 2013 data for expenditure and with

a surplus of US\$ 42 billion in 2012, is expected to be 2<sup>nd</sup>. Spain, which had long been number 1 up to 2011, followed at number 3, with US\$ 44 billion (receipts US\$ 60 billion, expenditure US\$ 16 billion). The United States is also number 1 in the ranking by tourism receipts, while Spain is number 2, but they are respectively number 2 and number 20 in the ranking by expenditure.

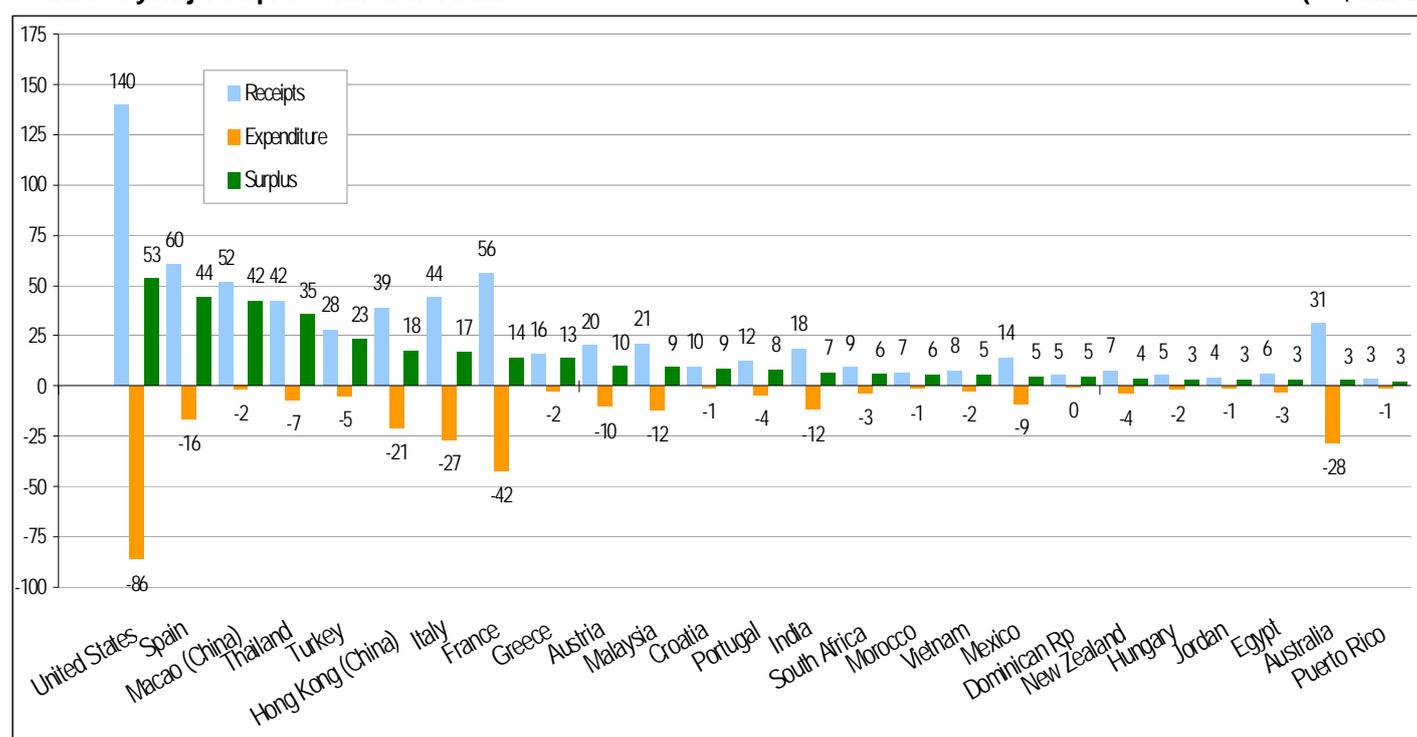
Thailand was 4<sup>th</sup> in the tourism surplus ranking with US\$ 35 billion, followed by Turkey with US\$ 28 billion. Hong Kong (China) climbed two places to 6<sup>th</sup> in 2013 with US\$ 18 billion. These countries are major international tourism destinations (Thailand was 7<sup>th</sup> in receipts, Turkey 12<sup>th</sup> and Hong Kong (China) 10<sup>th</sup>, but comparatively smaller spenders on international tourism (they are respectively 32<sup>nd</sup>, 41<sup>st</sup> and 15<sup>th</sup> in expenditure), which explains their large surplus.

The top 10 list of countries with the highest tourism surpluses is completed by four more major European destinations, Italy, France, Greece and Austria, with surpluses ranging from US\$ 10 billion to US\$ 17 billion.

Position 11 to 25 in the tourism surplus ranking feature a number of advanced and emerging economies from different world regions. Most significant among the latter group are India, South Africa, Morocco, Vietnam, Mexico, Dominican Republic, Jordan and Egypt. For these countries, international tourism receipts contribute significantly to a healthy Balance of Payments, especially in the smaller emerging economies with low export volumes from other services or commodities, where tourism is the main source of foreign currency income.

Countries by major surplus on the travel balance

(US\$ billion)



Source: World Tourism Organization (UNWTO) ©

## Inbound tourism: short-term trends 2014

### International arrivals continue similar growth trend in early 2014

**International tourist arrivals (overnight visitors) worldwide grew an estimated 5% in the first two months of 2014 compared to the same period last year, based on the comparatively scarce data reported at this time of the year. This preliminary figure is similar to that of the full year 2013. The Asia and the Pacific region (+7%) saw the highest growth in the first months of 2014, followed closely by the Americas and Europe (both +6%).**

A total of 99 countries have so far reported data on international tourist arrivals for one or more months of 2014. Of these, 76 reported an increase in arrivals (77%), of which 24 saw double-digit growth (24%), and 23 countries (23%) a decline. Based on the above sample of destinations, international tourist arrivals in January and February 2014 are estimated to have grown 5% compared to the same period last year.

Tourism figures are rather strong across all (sub-)regions for this early part of 2014 according to available information. Caution should be exercised when interpreting these figures as they only cover the first months of the year, which for many countries are low-season months and are often not representative of the full-year trend. Data is also still based on a comparatively limited number of countries, in particular in the case of Sub-Saharan Africa, the Middle East, North America, Central America, and Central and Eastern Europe, as several major destinations still have to report first 2014 data, such as the United States, Saudi Arabia, Dubai, South Africa and the Russian Federation.

According to UNWTO's forecast published in the January edition of the UNWTO World Tourism Barometer, international tourist arrivals are expected to increase 4.0% to 4.5% in 2014.

### Encouraging start of the year in many destinations

International tourism demand remained particularly strong in advanced economy destinations (+7%), boosted by the North-East Asian destinations of Japan (+27%), Taiwan (pr. of China) (+24%), Hong Kong (China) (+13%) and the Republic of Korea (+11%). Many emerging economy destinations also posted robust results, but as figures were comparatively more mixed the group as a whole welcomed about 4% more arrivals in the early part of 2014.

Asia and the Pacific saw the fastest growth across world regions with a 7% increase in international tourist arrivals, with all Asian subregions sharing in this growth.

Europe (+5%) continues to record solid growth following a strong 2013 with results driven by Southern and Mediterranean Europe (+8%), where Andorra, Greece, Israel, Portugal and Serbia all reported double-digit increases. Northern Europe (+7%) also had a strong start of the year, with Iceland, Norway and the United Kingdom showing 35%, 15% and 9% growth respectively. Western Europe recorded 3% growth in arrivals and Central and Eastern Europe 4%, though data is still rather incomplete.

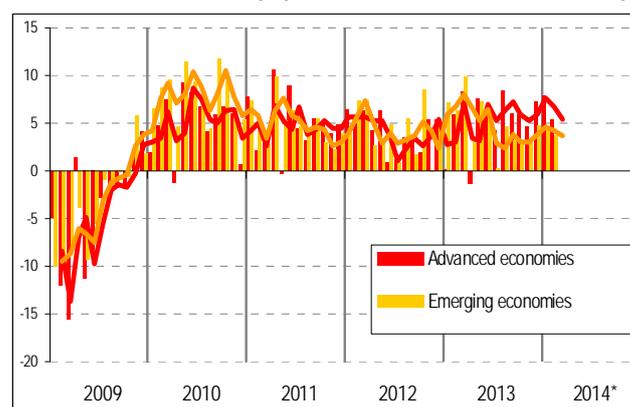
The Americas (+6%) also posted healthy growth this early part of 2014, although the full picture will only be confirmed once US data is available. North America and Central America both welcomed 7% more arrivals, with strong growth for Mexico (+15%).

Africa recorded an estimated 4% increase in arrivals in the first two months of 2014, based on data reported by a small number of destinations. North Africa showed encouraging growth in January and February (+15%), driven by Morocco (+12%) and the ongoing recovery of Tunisia (+5%). Many countries from Sub-Saharan Africa including major destination South Africa still have to report data at this early point of the year.

In the Middle East (-3%), data is still pending from major destinations Saudi Arabia and Dubai (the United Arab Emirates), though Egypt and Lebanon, two of the three countries with information available, continue to report decreases in arrivals. In Egypt however, the decline was less pronounced than in the second half of 2013.

More complete information on the first months of 2014 will be included in the next issue of the *UNWTO World Tourism Barometer* scheduled for June.

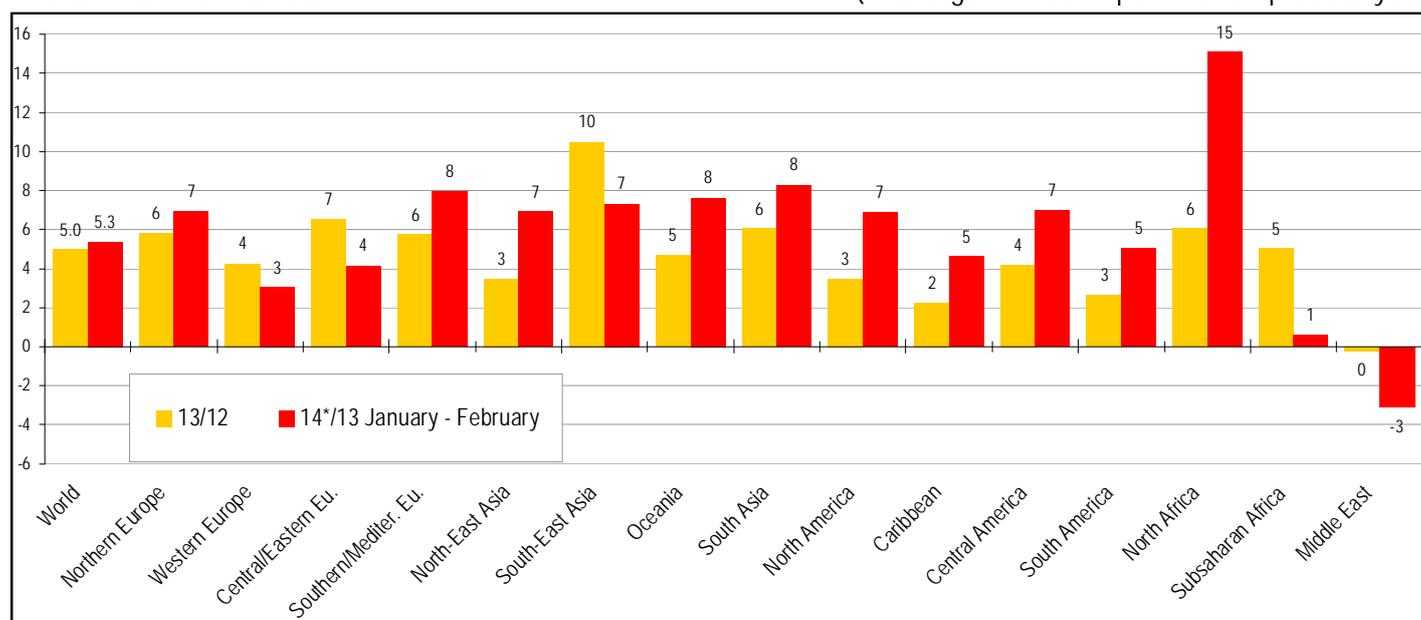
International Tourist Arrivals, monthly evolution  
Advanced economies & Emerging economies (% change)



Source: World Tourism Organization (UNWTO) ©

International Tourist Arrivals

(% change over same period of the previous year)



Source: World Tourism Organization (UNWTO) ©

International Tourist Arrivals by (Sub)region

	Full year						Share		Change		Monthly/quarterly data series (percentage change over same period of the previous year)											
	2000	2005	2010	2011	2012	2013*	2013*	11/10	12/11	13*/12	2014*	2013				2012						
	(million)						(%)			(%)	YTD	Jan	Feb	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	
<b>World</b>	677	807	948	995	1,035	1,087	100	4.9	4.1	5.0	5.3	6.1	4.5	6.6	4.7	4.6	4.4	6.1	3.6	2.7	4.3	
Advanced economies <sup>1</sup>	421	459	506	531	551	581	53.4	4.9	3.8	5.4	6.7	4.6	3.7	5.0	4.5	6.2	6.0	6.0	3.6	2.6	4.1	
Emerging economies <sup>1</sup>	256	348	442	464	484	506	46.6	4.9	4.4	4.5	4.2	4.6	3.7	7.8	5.4	2.6	3.6	6.2	3.6	2.8	4.4	
<i>By UNWTO regions:</i>																						
<i>Europe</i>	388.2	448.9	484.8	516.0	534.4	563.4	51.8	6.4	3.6	5.4	5.2	6.2	4.3	6.2	5.0	5.7	5.6	4.3	3.3	3.1	4.7	
Northern Europe	46.6	60.4	62.7	64.5	65.1	68.9	6.3	2.9	0.9	5.8	7.0	7.0	6.9	5.0	4.3	6.7	6.9	3.9	1.6	-2.9	4.6	
Western Europe	139.7	141.7	154.4	161.5	167.2	174.3	16.0	4.6	3.5	4.2	3.0	5.2	1.2	4.2	3.5	5.6	5.1	5.2	3.7	2.3	4.3	
Central/Eastern Eu.	69.3	90.4	94.5	103.1	111.7	118.9	10.9	9.1	8.3	6.5	4.1	4.8	3.5	11.0	6.7	6.3	3.1	8.6	8.6	8.3	9.0	
Southern/Mediterr. Eu.	132.6	156.4	173.3	186.9	190.4	201.4	18.5	7.9	1.9	5.7	7.9	8.1	7.8	5.4	5.7	5.2	7.4	0.5	0.7	3.1	2.0	
- of which EU-28	332.3	363.8	380.0	401.3	412.2	432.7	39.8	5.6	2.7	5.0	5.1	6.2	4.1	4.2	4.1	5.9	6.0	4.4	2.5	1.9	3.3	
<i>Asia and the Pacific</i>	110.1	153.5	204.9	218.5	233.5	248.1	22.8	6.6	6.9	6.2	7.2	8.7	5.7	7.5	5.3	6.9	5.0	8.5	7.6	4.8	6.9	
North-East Asia	58.3	85.9	111.5	115.8	122.8	127.0	11.7	3.8	6.0	3.5	6.9	7.1	6.7	3.7	1.6	4.4	4.1	8.5	8.6	5.4	2.3	
South-East Asia	36.1	48.5	70.0	77.5	84.2	93.1	8.6	10.7	8.7	10.5	7.3	10.5	4.1	13.8	11.4	11.0	6.3	9.5	7.2	3.6	14.3	
Oceania	9.6	10.9	11.4	11.5	11.9	12.5	1.1	0.8	4.0	4.7	7.6	11.4	4.3	4.9	4.0	4.5	5.1	4.4	5.1	2.9	3.9	
South Asia	6.1	8.1	12.0	13.8	14.6	15.5	1.4	14.5	6.2	6.1	8.3	7.9	8.6	4.2	4.3	7.6	5.1	6.8	3.1	7.5	7.1	
<i>Americas</i>	128.2	133.3	150.6	156.0	162.7	167.9	15.5	3.6	4.3	3.2	6.2	6.5	5.7	2.9	1.7	3.7	4.4	7.1	2.8	3.6	3.7	
North America	91.5	89.9	99.5	102.1	106.4	110.1	10.1	2.6	4.2	3.5	6.9	7.4	6.3	4.1	2.3	4.0	3.4	7.8	1.9	3.6	4.3	
Caribbean	17.1	18.8	19.5	20.1	20.7	21.2	1.9	3.0	3.0	2.2	4.6	5.5	3.8	1.0	-0.3	1.7	6.3	3.8	3.9	3.1	1.1	
Central America	4.3	6.3	7.9	8.3	8.9	9.2	0.8	4.4	7.3	4.2	7.0	6.6	7.4	4.3	1.9	3.2	7.0	8.2	7.9	6.1	7.0	
South America	15.3	18.3	23.6	25.5	26.7	27.4	2.5	7.8	5.0	2.6	5.1	5.0	5.1	0.5	0.5	3.8	5.8	7.5	4.4	3.3	2.3	
<i>Africa</i>	26.2	34.8	49.9	49.6	52.9	55.8	5.1	-0.6	6.6	5.4	4.3	3.4	5.4	4.1	2.8	5.2	5.2	5.5	8.0	8.2	2.1	
North Africa	10.2	13.9	18.8	17.1	18.5	19.6	1.8	-9.1	8.2	6.1	15.1	13.7	16.5	0.1	0.7	7.1	4.8	12.7	12.6	7.7	1.2	
Subsaharan Africa	16.0	20.9	31.2	32.6	34.5	36.2	3.3	4.5	5.8	5.0	0.6	-0.1	1.4	5.7	4.1	3.8	5.4	2.9	5.4	8.5	2.6	
<i>Middle East</i>	24.1	36.3	58.2	54.6	51.7	51.6	4.7	-6.1	-5.4	-0.2	-3.1	-3.8	-2.6	19.1	10.1	-21.5	-8.2	5.4	-9.1	-18.0	-6.3	

Source: World Tourism Organization (UNWTO) ©

(Data as collected by UNWTO April 2014)

<sup>1</sup> 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](http://www.imf.org/external/pubs/ft/weo/2012/01).

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

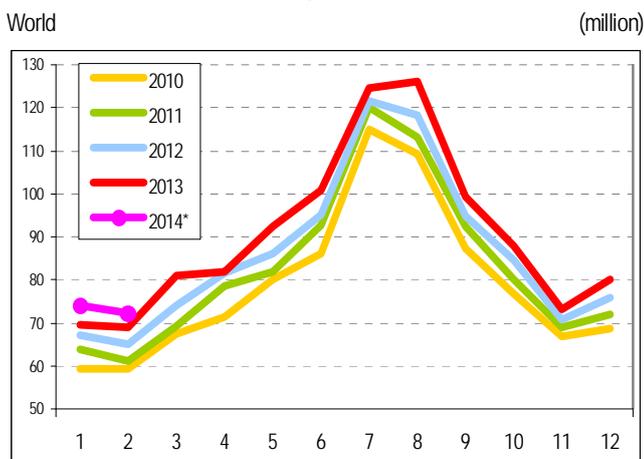
Outlook for International Tourist Arrivals

	2009	2010	2011	2012	2013	Average	2014*
	real, change					a year	projection
	full year					2005-2013	between
World	-3.9%	6.5%	4.9%	4.1%	5.0%	3.8%	+4% and +4.5%
Europe	-5.0%	3.1%	6.4%	3.6%	5.4%	2.9%	+3% and +4%
Asia and the Pacific	-1.6%	13.2%	6.6%	6.9%	6.2%	6.2%	+5% and +6%
Americas	-4.7%	6.6%	3.6%	4.3%	3.2%	2.9%	+3% and +4%
Africa	3.4%	9.3%	-0.6%	6.6%	5.4%	6.1%	+4% and +6%
Middle East	-5.0%	11.5%	-6.1%	-5.4%	-0.2%	4.5%	+0% and +5%

Source: World Tourism Organization (UNWTO) ©

(Data as collected by UNWTO April 2014)

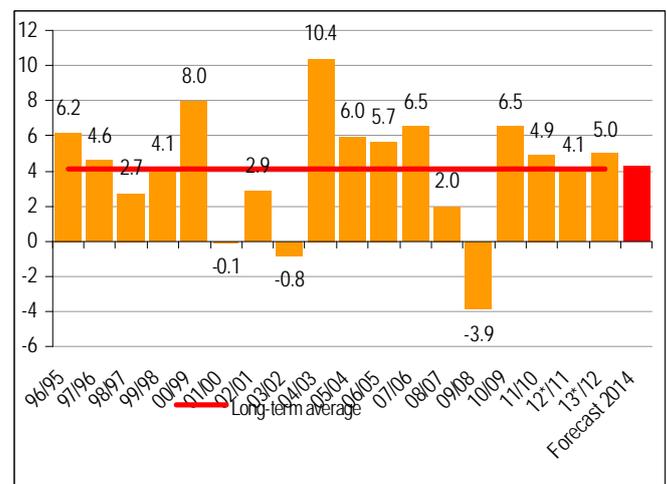
International Tourist Arrivals, monthly evolution



Source: World Tourism Organization (UNWTO) ©

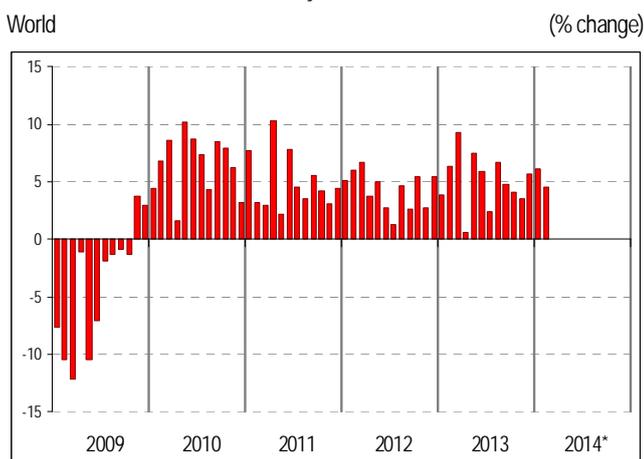
International Tourist Arrivals, World

(% change)



Source: World Tourism Organization (UNWTO) ©

International Tourist Arrivals, monthly evolution



Source: World Tourism Organization (UNWTO) ©

Elibrary

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

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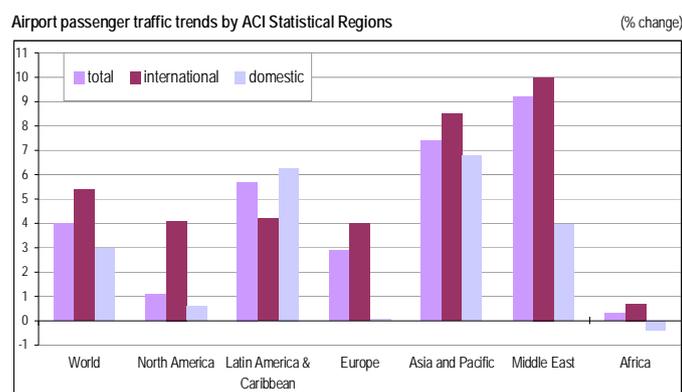
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## Transport

### ACI world airport traffic trends and rankings 2013

Based on reports from over 1100 airports worldwide (out of 1400+), Airports Council International (ACI) has presented a preliminary assessment of passenger traffic at airports worldwide in 2013.



Source: compiled by UNWTO from Airports Council International (ACI)

Passenger traffic remained resilient in the face of the global uncertainties and downside risks that still continued to affect many economies in 2013. Global passenger traffic overall, both international and domestic, grew by 4%, while aircraft movements remained almost flat compared with 2012. While airports in the advanced economies of Europe and North America experienced comparatively modest gains in passenger traffic with year-on-year growth of 3% and 1% respectively, air transport markets in emerging economies continued to attract ever stronger traffic demand. Both the Middle East and Asia and the Pacific posted robust growth in passenger traffic of 9% and 7% respectively.

Passenger traffic to and from international destinations (+5%) was stronger than between domestic

points (+3%). International traffic was solid in all regions except Africa, while domestic traffic was strong in Asia and the Pacific and Latin America & Caribbean, but rather weaker in the other regions.

### High growth Dubai moves up to 7<sup>th</sup> busiest airport

Preliminary passenger traffic results for 2013 show that the top six rank with respect to the world's busiest airports remained unchanged over the previous year. Although Atlanta (-1%) held onto its position as the world's busiest airport with 94 million passengers, Beijing, in second position, (+2% to 84 million) continues to close the gap. London-Heathrow (+3%) remains in third while Tokyo-Haneda (+3%) has held onto its fourth position. Chicago-O'Hare (+0.2%) and Los Angeles (+5%) continue to be ranked fifth and sixth respectively.

One of the fastest growing airports in the world is Dubai, which moved from 10<sup>th</sup> to 7<sup>th</sup> position. Dubai's passenger traffic grew by over 15% in 2013 to 66 million passengers. Istanbul (18th rank) and Malaysia (20th rank) were two other airports experiencing double-digit growth rates, increasing by 14% and 19% respectively.

"The airport that really made its mark in 2013 is Dubai (DXB)," said ACI World's Economics Director Rafael Echevarne. "Aviation's nucleus appears to be moving eastward. With double-digit growth rates in passenger traffic for 2013, Dubai is likely to move up several spots again in the 2014 rankings, solidifying its status as the major hub connecting the east and west. Other emerging markets such as Turkey, China and South-East Asia that have a critical mass of traffic also remain major contributors to the upward surge in air transport demand. This trend will continue into 2014."

For full list of 30 busiest airports see table on page 26 of the Statistical Annex.

Airport passenger traffic trends by ACI Statistical Regions

	Departing & arriving passengers, 2013					
	total		international		domestic	
	(million)	% change	(million)	% change	(million)	% change
World	5,388	4.0	2,345	5.4	3,043	2.9
North America	1,514	1.1	222	4.1	1,292	0.6
Latin America & Caribbean	441	5.7	119	4.2	321	6.3
Europe	1,625	2.9	1,184	4.0	441	0.1
Asia and Pacific	1,440	7.4	532	8.5	908	6.8
Middle East	222	9.2	194	10.0	28	3.9
Africa	145	0.3	94	0.7	51	-0.4

Source: compiled by UNWTO from Airports Council International (ACI)

Passengers: total passengers enplaned and deplaned; passengers in transit counted once

Number of participating airports by region included in this summary in 2013: 1105; AFR: 113; ASP: 142; EUR: 450; LAC: 205; MEA: 18; NAM: 177

## IATA: Historic growth rates for passenger air travel in 2013, to continue in 2014

In line with trends for airport passenger throughput, the world's airlines also showed record growth in passenger demand in 2013, according to the preliminary results published by the International Air Transport Association (IATA). Passenger traffic overall, i.e. domestic and international routes combined, was up 5.2% worldwide compared with 2012, against a 4.8% rise in capacity, resulting in a 0.4 percentage point increase in average seat load factor to 79.5%.

The strongest growth was recorded by carriers in the Middle East (11.9%) followed by those in Asia and the Pacific (7.2%), Latin America (6.5%) and Africa (5.1%). The slowest growth was in the developed markets of North America (2.2%) and Europe (4.0%).

### *International traffic*

Demand in international markets (5.4%) expanded at a slightly faster rate than for domestic travel (4.9%) overall, with all regions reporting growth over 2012. International capacity rose 4.9% with the load factor up 0.4 percentage points to 79.3%.

Asia Pacific airline traffic rose 5.3% in terms of international traffic in 2013 – the highest increase among the three major regions, and virtually equal to 2012 annual growth of 5.2%. After a slow start, carriers in the region saw a pick-up in demand in the third quarter, supported by the stronger performance of major economies such as China and Japan. But capacity expansion of 5.2% meant that the average seat load factor remained at 77.7%.

European carriers saw international traffic rise 3.8% in 2013, somewhat slower than the 5.3% in 2012. Capacity rose 2.8% and the average load factor was 81% – the second highest among the regions and a 0.5 percentage point rise over 2012. Modest economic improvements in the euro area since the second quarter and rising consumer and business confidence are providing a stronger demand base for international travel.

North American carriers reported the slowest passenger traffic growth of any region at 3.0% compared with 2012, but an improvement over the 1.3% growth in 2012. With capacity up just 2.2%, the average load factor rose 0.8 percentage points to 82.8%. The economy in North America is showing some positive signs: employment has picked up, as has consumer spending.

Middle East airlines recorded the strongest increase in international passenger traffic in 2013, a rise of 12.1% compared with 2012, but below the 15.4% growth recorded in 2012. Carriers in the region have benefited from the continued strength of regional economies, particularly Saudi Arabia and the United Arab Emirates, as well as solid growth in business-related premium travel, particularly to developing markets such as Africa. However,

capacity grew faster at 12.8% and the average seat load factor declined slightly to 77.3%.

Latin American carriers posted an 8.1% rise in demand in 2013 over 2012. This was the second strongest performance in international traffic by region (after the Middle East) and was supported by the healthy expansion of economies like Colombia, Peru and Chile. Capacity expanded 7.4% year on year, raising the load factor to 79.2%, up 1.3 percentage points over 2012.

African airlines' demand rose 5.5%, slightly above the global average but below 2012's growth of 7.5%. With capacity expansion of 5.2%, the average load factor rose 1.9 percentage points to 69%, the lowest among the regions. Overall, the demand environment is strong, with robust economic growth of local economies and continued development of internationally trading industries. But some parts of the continent have shown weakness, including South Africa, which recently experienced a slowdown in its economy with a corresponding impact on the demand base for international air travel.

### *Domestic demand*

Domestic air travel demand grew by 4.9% in 2013 compared to 2012. Capacity rose 4.6% and the average seat load factor climbed 0.4 percentage points to 79.9%. All markets recorded positive gains, with the strongest growth occurring in China and Russia.

US traffic expanded by 1.9%, the same rate as for capacity, with the result that the load factor remained at 83.8%, the highest for any market.

China's domestic traffic increased by 11.7% in 2013, the strongest for any market. Capacity rose 12.2%, with the result that the load factor declined 0.6 percentage points to 80.3% (still the second best of all markets).

Japan's domestic market improved significantly in 2013 as demand rose 5.2% (up from 3.6% in 2012) while capacity expanded by 5.1% and the average load factor was little changed at 64.3%, by far the lowest for any market.

As for other major domestic markets, Russia had the second strongest domestic market, with demand up 9.6% on a 9.1% rise in capacity. Indian domestic traffic rose 4.0%, compared with a 2.1% decline in 2012. Brazil's airlines recorded the slowest demand growth last year, with traffic up just 0.8% compared to 2012. However, capacity reductions by airlines of 3.3% pushed load factor to 76.3%, well above the 71.8% recorded in 2012

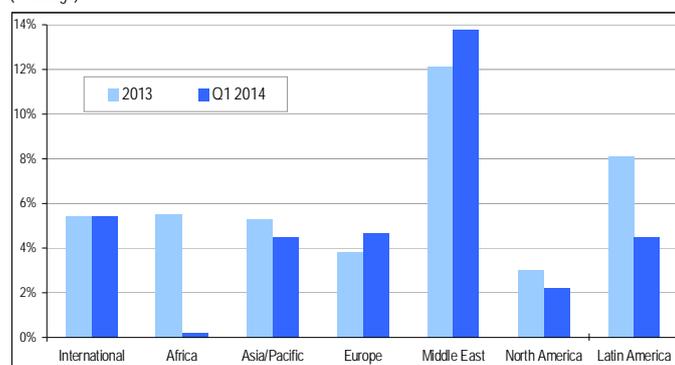
### *Outlook for 2014*

IATA forecasts global passenger traffic to increase 5.8% in 2014, slightly higher than the 5.2% recorded in 2013. It is also higher than the forecast increase in capacity (+5.5%), resulting in a higher load factor globally, especially in North America, Asia-Pacific and Europe. By region, the

Middle East is expected to record the highest growth (+13%), followed by Asia-Pacific (+7.4%), Latin America (+6.0%) and Africa (+5.8%).

Results for the first quarter of 2014 as reported in IATA's *Air Passenger Market Analysis* of March 2014 indicate year-to-date traffic growth at 5.6%, with domestic traffic (+5.9%) slightly stronger than international traffic (+5.4%).

International traffic by region of airline registration  
(% change)



Source: compiled by UNWTO from IATA

## Financial performance

2013 showed healthy demand growth and a cyclical economic upturn and steady improvement of business confidence evident from the second half of the year. To quote Tony Tyler, IATA's Director General and CEO: "Last year's demand performance demonstrates the essential and growing role that aviation-enabled connectivity plays in our world. And with system-wide load factors at 79.5%, it is also clear that airlines are continuing to drive efficiencies to an ever-higher level."

In terms of their financial performance, airlines have reported improving profits. Overall industry revenues from international and domestic transport of passengers and freight reached US\$ 708 billion in 2013. With expenses at US\$ 686 billion, this left an operating profit of US\$ 22 billion before interest and taxes and net post-tax profits of US\$ 13 billion, compared to US\$ 6 billion in 2012.

For 2014 IATA expects a further improvement in airline profits, with industry-wide net post-tax profits forecast to rise to \$19 billion. With 3.3 billion departing passengers expected in 2014, net profit per passenger averages US\$ 5.65. This is an improvement from US\$ 2.05 in 2012 and US\$ 4.13 in 2013, but below the US\$ 6.45 achieved in 2010. While air fares (US\$ 181), cargo (US\$ 31) and ancillary revenues (US\$ 14) add up to an average income of US\$ 226 per passenger, costs per departing passenger are forecast to reach US\$ 220 in 2014. Fuel currently accounts for about 30% of the average airline cost structure.

Although the expected profit seems to be substantial, in an industry with revenues forecast at US\$ 745 billion in 2014, it is a fragile margin in a risky business environment, according to IATA. "In general, the outlook is positive. The cyclical economic upturn is supporting a strong demand

environment. And that is compensating for the challenges of higher fuel costs related to geo-political instability. Overall industry returns, however, remain at an unsatisfactory level with a net profit margin of just 2.5%," said Tony Tyler.

"Every day nearly 100,000 flights carry 8.6 million passengers and US\$ 17.5 billion of goods to their destination. This activity not only helps to drive economies forward, it enriches the world by bringing people together in a global community," said Tyler.

Meanwhile, the recently released report *Aviation: benefits beyond borders* by the Air Transport Action Group (ATAG) highlights aviation's important role in driving economic growth. Research conducted by Oxford Economics for ATAG's publication highlights that aviation supports over 58 million jobs globally and some US\$2.4 trillion in economic activity (equal to 3.4% of global GDP). Please find download of full report ATAG at <http://aviationbenefits.org>.

See for the corresponding tables, pages 26-28 of the Statistical Annex.

See for further information the following releases (find links to the corresponding documents in pdf-format at the bottom of each release):

- *Passenger demand maintains historic growth rates in 2013*, at [www.iata.org/pressroom/pr/Pages/2014-02-06-01.aspx](http://www.iata.org/pressroom/pr/Pages/2014-02-06-01.aspx)

- *Demand for air travel decelerates in March*, at [www.iata.org/pressroom/pr/Pages/2014-05-06-01.aspx](http://www.iata.org/pressroom/pr/Pages/2014-05-06-01.aspx)

- *Industry on track for second year of improving profits - rising fuel costs largely offset by increased demand*, at [www.iata.org/pressroom/pr/Pages/2014-03-12-01.aspx](http://www.iata.org/pressroom/pr/Pages/2014-03-12-01.aspx)

## Air transport data

Airline data is a particularly good indicator of short-term trends in medium- and long-haul traffic. For short-haul traffic, however, air transport is in competition with alternative modes of transport (in particular land-based, but also over water), and might be subject to shifts between different means of transport (depending on relative price, perception of safety, etc.). Furthermore, traffic is not expressed here in numbers of passengers carried, but rather measured in terms of revenue passenger-kilometres (RPK), with one RPK representing one paying passenger transported over one kilometre. This means that each long-haul passenger contributes more to total traffic measured in RPK than each short-haul passenger does.

Capacity on offer is measured in terms of Available Seat Kilometres (ASK), which is the number of seats carriers have available multiplied by the number of kilometres flown. The ratio of available seat-kilometres (ASK) to revenue passenger-kilometres (RPK) is called Passenger Load Factor, i.e. the percentage of capacity used.

## Hospitality



### The global hospitality industry in 2013

2013 was generally a good year for the global hospitality industry, reflecting the recovery in most parts of the world. Indeed, in many countries, the recovery in hotel performance was much better than that of the economy overall. According to STR Global, Asia Pacific was the only world region that did not show growth, with a stagnation in average occupancy and a negative trend in the other two key measures – average daily room rate (ADR) and revenue per available room (RevPAR) (measured in US\$) – and with declines evident across three of its four sub-regions.

### Europe

The European hotel industry posted positive results overall in 2013. Average occupancy growth was up 1.6 percentage points (%p) to 67.5% – with Northern Europe recording the highest average occupancy of all the sub-regions (72.8%) as well as the strongest growth (of 2.4 percentage points) and Western Europe (+0.7%p to 67.0%) the

weakest performer. In euro, ADR for the region averaged 103 for the year (-0.8 %) and RevPAR climbed 1.5 % to euro 69.

2013 served as the beginning of the recovery for most of Europe's economies and the hotel industry as a whole, says STR Global, noting that hotel demand grew 3.3% for the year. However, this came at the expense of rate. RevPAR ended the year at euro 4 below pre-recession levels achieved in 2007. Southern Europe's 4% RevPAR growth was one of the pleasant surprises of 2013, despite coming from a low base.

London topped the list of best-performing markets in terms of occupancy, with 82.4% – up 1.8%p over the level achieved in Olympics year 2012 – ahead of Paris (79.8%, +0.9%p), Dublin (78.7%, up 4.1%p) and Amsterdam (75.6%, +1.6%p). Bratislava found itself at the bottom of the list (55.6%, nevertheless up 4.1%p over 2012), followed by Athens (56.8%, +3.7%p).

Europe's hotel pipeline also shows some interesting trends, according to STR Global, including:

- The U.K. has 38% of the total share of rooms to come online within Europe in 2014;
- Russia, thanks to the winter Olympics in Sochi, will record a supply increase of some 96% for the full year;
- Spain is among the top five European countries with the largest pipelines, with an additional 4,000 rooms scheduled to open.

### Hotel performance by region

	Occupancy			Average Room Rate			RevPAR		
	Full year			Full year			Full year		
	2013*	2012	Change	2013*	2012	Change	2013*	2012	Change
		(%)	(%p)		US\$	(%)		US\$	(%)
<b>Americas</b>	62.3	61.4	0.9	113	109	3.6	70	67	5.2
North America	62.3	61.3	0.9	111	107	3.7	69	66	5.3
Caribbean	67.1	65.7	1.4	187	177	5.3	125	116	7.6
Central America	58.7	59.5	-0.8	113	114	-1.0	66	68	-2.3
South America	64.4	64.6	-0.2	137	139	-1.5	88	90	-1.9
<b>Asia and the Pacific</b>	68.0	68.0	0.0	122	128	-4.1	83	87	-4.1
North-East Asia	66.9	67.4	-0.4	106	112	-5.1	71	75	-5.7
South-East Asia	71.5	70.4	1.1	140	137	2.0	100	96	3.6
Australia & Oceania	73.7	72.8	0.9	168	176	-4.5	124	128	-3.3
Central & South Asia	58.4	58.1	0.3	129	140	-7.8	76	81	-7.3
<b>Africa &amp; Middle East</b>	61.0	60.4	0.5	166	160	3.8	101	96	4.7
North Africa (incl. Egypt)	46.6	52.1	-5.5	84	84	0.3	39	44	-10.3
Southern Africa	60.9	59.5	1.4	127	132	-3.5	78	78	-1.2
Middle East	66.7	64.5	2.2	207	200	3.3	138	129	6.8
					euro	(%)		euro	(%)
<b>Europe</b>	67.5	66.0	1.6	103	104	-0.8	69	68	1.5
Northern Europe	72.8	70.4	2.4	96	100	-3.4	70	70	-0.2
Western Europe	67.0	66.3	0.7	115	114	0.7	77	76	1.7
Eastern Europe	61.0	59.2	1.8	85	89	-4.0	52	52	-1.1
Southern Europe	63.0	61.7	1.3	104	102	2.2	66	63	4.5

Source: STR (North America) and STR Global. © 2014 STR and STR Global. All rights reserved; (%p: percentage points)

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There appear to be some positives coming out of Southern Europe after several years of gloomy news, STR Global says. The signs of recovery have really begun to take a foothold.

#### Hotel performance, selected cities

		Occupancy (%)		
		(Full year)	2012	2013* Change (%p)
<b>Europe</b>		66.0	67.5	1.6
<b>Northern Europe</b>		70.4	72.8	2.4
Denmark	Copenhagen	67.2	70.4	3.2
Iceland	Reykjavik	70.0	73.6	3.6
Ireland	Dublin	74.6	78.7	4.1
Norway	Oslo	67.8	65.3	-2.5
United Kingdom	London	80.6	82.4	1.8
<b>Western Europe</b>		66.3	67.0	0.7
Austria	Vienna	71.8	70.8	-0.9
Belgium	Brussels	66.8	66.8	0.0
France	Paris	78.8	79.8	0.9
Germany	Frankfurt	67.1	68.3	1.1
	Berlin	72.5	72.7	0.1
Luxembourg	Luxembourg	63.8	74.2	10.3
Netherlands	Amsterdam	74.0	75.6	1.6
Switzerland	Geneva	65.0	65.2	0.2
	Zurich	71.3	72.4	1.1
<b>Eastern Europe</b>		59.2	61.0	1.8
Czech Rep	Prague	68.5	69.5	1.0
Hungary	Budapest	63.6	65.8	2.1
Poland	Warsaw	69.3	71.8	2.5
Russian Federation	Moscow	66.8	67.5	0.8
Slovakia	Bratislava	51.5	55.6	4.1
<b>Southern Europe</b>		61.7	63.0	1.3
Greece	Athens	53.0	56.8	3.7
Israel	Tel Aviv	72.9	72.5	-0.4
Italy	Milan	61.0	63.3	2.4
	Rome	66.6	67.1	0.5
Portugal	Lisbon	62.7	65.3	2.6
Spain	Barcelona	71.4	71.7	0.4
	Madrid	64.0	61.4	-2.6
Turkey	Istanbul	72.4	67.4	-5.0

Source: STR Global

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#### Americas

The Americas reported a 0.9 percentage point increase in occupancy in 2013 to 62.3%, a 4% gain in ADR to US\$ 113, and a 5% jump in RevPAR to US\$ 70. The Caribbean was the best-performing sub-region, both in terms of percentage growth and in absolute values, with both its US\$ 187 ADR and US\$ 125 RevPAR the second highest of all sub-regions around the world. In sharp contrast, Central and South America both recorded declines in the three different measures.

In terms of average occupancy across the key markets in the Americas, Houston recorded the biggest increase, of

3.6 percentage points, while New York achieved the highest occupancy level of 84.5%, followed by Oahu (83.7%), capital of the state of Hawaii, and San Francisco (82.9%). No cities outside the USA could boast occupancies in the 80s, although South America had two in the 70s – Rio de Janeiro and Lima.

The slight declines of the three major indicators throughout Central and South America were in part driven by the negative effect currency exchange rates had on hotels in Brazil and Argentina. On the other hand, STR Global says that Panama's new supply continues to grow at a higher pace than the growth in demand, with more than 1,800 new rooms in 2013 and 3,500 more in the region's active pipeline. The biggest pipeline is in Brazil with more than 30,000 rooms, of which more than 70% are in the economy, midscale and upper midscale segments.

#### Hotel performance, selected cities

		Occupancy (%)		
		(Full year)	2012	2013* Change (%p)
<b>Americas</b>		61.4	62.3	0.9
<b>North America</b>		61.3	62.3	0.9
Canada	Montreal	64.1	65.6	1.5
	Toronto	67.4	69.3	1.9
	Vancouver	66.5	68.4	1.8
Mexico	Cancun	62.8	65.6	2.8
	Mexico City	63.1	63.3	0.1
United States	Phoenix, AZ	57.7	59.7	2.0
	Anaheim, CA	73.0	74.9	1.9
	Los Angeles, CA	75.3	76.8	1.4
	San Diego, CA	70.5	71.6	1.1
	San Francisco, CA	80.3	82.9	2.6
	Washington, DC	67.5	66.0	-1.5
	Miami, FL	76.5	77.9	1.4
	Orlando, FL	68.8	70.9	2.2
	Atlanta, GA	60.8	63.2	2.3
	Oahu Island, HI	84.7	83.7	-1.0
	Chicago, IL	66.7	67.4	0.7
	New Orleans, LA	67.7	66.9	-0.7
	New York, NY	83.6	84.5	0.9
	Dallas, TX	61.0	64.2	3.3
	Houston, TX	65.4	69.0	3.6
<b>Central America</b>		59.5	58.7	-0.8
Costa Rica	San Jose	58.0	57.8	-0.2
<b>South America</b>		64.6	64.4	-0.2
Argentina	Buenos Aires	64.4	64.0	-0.4
Brazil	Rio de Janeiro	76.7	75.3	-1.4
	Sao Paulo	65.2	64.9	-0.3
Chile	Santiago	72.1	68.8	-3.3
Peru	Lima	71.2	72.9	1.7

Source: STR Global

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Data for North America sourced STR

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## Hotel performance, selected cities

		Occupancy (%)			
				Change	
		(Full year)	2012	2013*	(%p)
<b>Asia and the Pacific</b>			68.0	68.0	0.0
<b>North-East Asia</b>			67.4	66.9	-0.4
China	Beijing		72.1	69.1	-3.0
	Shanghai		64.9	66.5	1.6
Hong Kong (China)	Hong Kong		85.2	84.9	-0.3
Japan	Osaka		83.2	85.2	2.0
	Tokyo		82.6	86.1	3.5
Korea, Republic of	Seoul		81.3	76.7	-4.7
Taiwan (pr. of China)	Taipei		70.3	65.4	-4.9
<b>South-East Asia</b>			70.4	71.5	1.1
Indonesia	Bali		68.9	66.1	-2.8
	Jakarta		71.6	69.7	-1.9
Malaysia	Kuala Lumpur		74.7	74.2	-0.5
Philippines	Manila		71.0	68.2	-2.8
Singapore	Singapore		84.1	83.4	-0.7
Thailand	Bangkok		70.6	74.3	3.8
	Phuket		70.6	73.9	3.3
Vietnam	Hanoi		64.6	67.1	2.4
<b>Australia &amp; Oceania</b>			72.8	73.7	0.9
Australia	Sydney		80.9	82.8	1.9
New Zealand	Auckland		75.2	76.6	1.5
<b>Central &amp; South Asia</b>			58.1	58.4	0.3
India	Bangalore		51.5	56.9	5.4
	Delhi		60.7	58.3	-2.4
	Mumbai		62.6	66.3	3.7

Source: STR Global

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## Asia and the Pacific

After a very strong performance in 2012, hotels in the Asia Pacific region turned in comparatively disappointing results in all three key performance measures in 2013. Average occupancy remained flat and there was a 4% decline in both ADR (to US\$ 122) and RevPAR (to US\$ 83). South-East Asia was the only one of its sub-regions to buck the trend, achieving a 2% rise in ADR, a 4% increase in RevPAR and a 1.1 percentage point growth in average occupancy. Moreover its ADR and RevPAR levels are now well above those in either Central & South Asia and North-East Asia.

As was the case with regional economic growth, hotel performance in Asia Pacific varied widely by country and market due to a variety of reasons, including “oversupply, regulatory challenges, political uncertainty, increased demand and financial resurgence”, to quote STR Global. South Korea, China and Indonesia generally faced tough tasks to follow up from their strong performances in 2012, whereas Thailand, Japan, India and Australia saw growth across all metrics in 2013.

Tokyo was the best-performing market by far in terms of occupancy rate, recording a 3.5 percentage point increase to 86.1% – followed by Osaka (85.2%, up 2.0%p),

Hong Kong (84.9%, -0.3%p), Singapore (83.4%, -0.7%p) and Australia (82.8%, +1.9%p). The highest growth in occupancy was registered by the Indian destinations Bangalore (56.9%, +5.4%p) and Mumbai (66.3%, +3.7%p), as well as by the Thai cities Bangkok (74.3%, up 3.8 %p) and Phuket (73.9%, up 3.3%p). However, 11 of the 20 markets covered in Asia and the Pacific suffered declines.

Apart from the continuing story that major Chinese hubs still have significant planned growth over existing supply, the pipeline has seen a shift with fewer projects in India and more in Indonesia, but also growth in smaller markets such as Sri Lanka. In terms of what is due in 2014 by hotel category, there is growth in midscale projects, but the majority of new openings will remain in the upscale and luxury segments.

## Hotel performance, selected cities

		Occupancy (%)			
				Change	
		(Full year)	2012	2013*	(%p)
<b>Africa &amp; Middle East</b>			60.4	61.0	0.5
<b>Middle East</b>			64.5	66.7	2.2
Jordan	Amman		65.1	60.5	-4.5
Kuwait	Kuwait		53.6	52.9	-0.7
Lebanon	Beirut		50.8	47.5	-3.2
Oman	Muscat		60.2	66.3	6.1
Qatar	Doha		59.3	65.8	6.5
Saudi Arabia	Riyadh		55.5	55.7	0.1
Untd Arab Emirates	Abu Dhabi		59.9	67.4	7.5
	Dubai		77.5	79.8	2.2
<b>North Africa (incl. Egypt)</b>			52.1	46.6	-5.5
Egypt	Cairo		46.0	35.7	-10.3
	Sharm El-Sheikh		60.8	55.8	-5.1
<b>Southern Africa</b>			59.5	60.9	1.4
Kenya	Nairobi		63.6	59.6	-3.9
South Africa	Cape Town		61.0	64.5	3.5

Source: STR Global

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## Middle East &amp; Africa

STR Global’s data show that markets in Africa & Middle East continue to report mixed results, with the Middle East outperforming most markets in both North and Sub-Saharan Africa. For the region overall in 2013, average occupancy increased by 0.5%p to 61.0%, ADR rose 4% to US\$ 166, and RevPAR climbed 5% to US\$ 101.

The Levant region, which includes Lebanon, Jordan, Syria, Israel and Palestine, remains volatile and the hospitality industry continues to struggle. Egypt made progress in bringing some degree of stability in 2013, but it still had (and continues to have) major challenges, although there were some signs of improvement in the traditional tourist areas of the Red Sea resorts.

Average occupancy in the region is still relatively low compared with that in other parts of the world. The best-

performing city in Africa in 2013 was Cape Town, with 64.5% (up from 61.0% in 2012). The 'Jewel in the Crown' is the United Arab Emirates. The highest increase in occupancy was for Abu Dhabi, up 7.5%p to 67.4%, while Dubai continued to record the highest occupancy at 79.8% and was recently included in the top ten fastest growing hotspots worldwide in 2013. In November 2013, Expo 2020 was awarded to Dubai, and this will take place in 2020. In preparation, Dubai plans to double its visitor numbers from 10 million in 2013 to 20 million. A massive programme of events scheduled for Expo 2020 suggests that the hotel supply will need to nearly double from the existing 68,000 rooms to 120,000.

### Prospects for 2014

Based on the results reported by STR Global for the first quarter of this year, the good news looks like continuing in 2014. In Europe, from January through March, occupancy was up by 1.6 percentage point to 60% in the region overall. RevPAR growth was a remarkable 5% in euro, driven mainly by the UK and Baltic destinations.

There has been a good recovery in the Americas, with Mexico as one of the highlights, and the Middle East continues to perform well, unlike Africa. The lowest occupancies in ten years for Bangkok hotels have pulled down Asia Pacific's average, although Central & South Asia is the weakest sub-region, and there seems to be no resolution to the political unrest in sight. But India is finally showing some occupancy growth.

### Hospitality industry data

The hotel data presented in this section has been kindly provided by STR Global Ltd and Smith Travel Research, Inc.

STR Global and STR track hotel performance data from over 46,000 hotels worldwide which represent all segments of mainly branded hotel supply. Hotel performance results for the majority of capital and gateway cities across the world is available.

**Occupancy** = rooms sold / rooms available, i.e. the percentage of available rooms that were sold during a specified period of time. Occupancy is calculated by dividing the number of rooms sold by rooms available. Occupancy takes both account of demand and supply growth. If demand grows, but is outstripped by supply growth, occupancy will decrease.

**ADR (Average Daily Rate)** = room revenue / rooms sold, i.e. a measure of the average rate paid for rooms sold, calculated by dividing room revenue by rooms sold.

**RevPAR (Revenue per available room)** = room revenue / rooms available (or = occupancy x ADR), i.e. the total guest room revenue divided by the total number of available rooms. RevPAR differs from ADR because RevPAR is affected by the share of unoccupied available rooms, while ADR shows only the average rate of rooms actually sold.

For methodology see further:  
[www.strglobal.com/Resources/Glossary.aspx](http://www.strglobal.com/Resources/Glossary.aspx).

For further information on STR Global and STR please visit:  
[www.strglobal.com](http://www.strglobal.com).

For STR and STR Global Data News see also:  
[www.hotelnewsnow.com/Category/38/Data](http://www.hotelnewsnow.com/Category/38/Data).



## Business intelligence

**This contribution highlights findings from the recently published Euromonitor report *Low-cost carriers: Exploring New Territories*. In 2013, low-cost carriers (LCCs) saw continued growth globally with emerging markets experiencing a more dynamic performance than advanced economies, as LCCs continue to gain market share. Diversified price offerings, the increase of destinations and fleet renewal have been instrumental factors in the success of this segment.**

### Key Trends

#### *LCCs dominate*

LCCs have consolidated as a very successful segment in air travel. They continue to gain popularity and market share, and are pushing legacy carriers hard for business.

#### *Asia-Pacific to show the biggest growth*

Asia-Pacific is expected to be the key driver of low-cost growth over the next five years, thanks to its rapidly growing middle classes and an increasing number of LCCs. Point-to-point operators in the region are launching new domestic and international routes, as well as increasing the number of connecting flights among first- and second-tier cities, which is expected to contribute to growth.

#### *Domestic routes on the agenda*

LCCs are taking advantage of the growing popularity in budget travel around the world by competing in otherwise expensive domestic routes in many markets, often overtaking local operators.

#### *GDS distribution*

LCCs sell their tickets primarily through direct channels, bypassing GDS booking systems and hence hindering growth for GDS providers. However, these carriers are increasingly looking to GDS's to capture a more international audience for inter-Asian and Latin American flights.

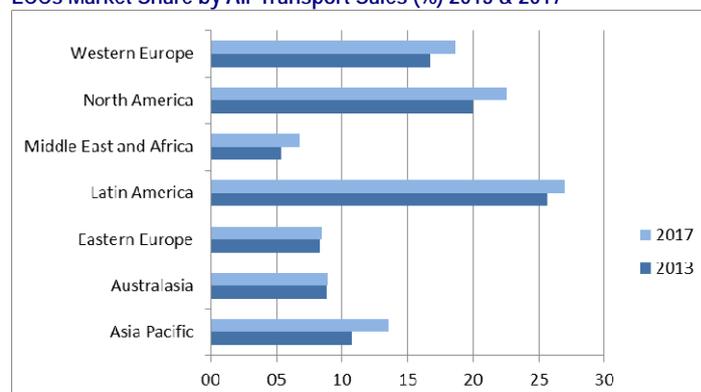
### Prospects

#### *LCCs continue to increase market share*

In economic terms, 2014 is expected to be a better year than 2013, owing to the strengthened economic recovery.

However, ongoing economic uncertainty could constrain expenditure in the next years and economising on travel will continue to be important for many consumers. The increase of cost-conscious travellers has been beneficial for LCCs, which continue to gain market share across the world at the expense of legacy operators. Cheap tickets from promotions and internet discounts will remain the major incentive for travellers flying LCCs.

LCCs Market Share by Air Transport Sales (%) 2013 & 2017



Source: Euromonitor International

#### *Blurry boundaries*

The boundaries between legacy operators and LCCs are increasingly blurred. In order to remain profitable and competitive, many legacy carriers are now opting for a hybrid business model of traditional and LCC service and prices. LCCs on the other hand are entering the territory of legacy carriers by intensively courting business travellers and offering different perks on board.

Adapting market strategies to individual customer segments, such as Generation Y, the population group born between 1981 and 1990, as well as the senior population of 65 and over, will be essential for future success of LCCs. Carriers should tailor marketing strategies to Generation Y travellers by embracing mobile technology and social media, and updating their design and style. The senior generation of travellers should be accommodated with tailored elderly friendly services that will help to boost ancillary revenues.

#### *Threats to success of LCCs*

However, the success story of LCCs is not endless. Overcapacity due to the strong pace of growth and aggressive aircraft orders, along with airport congestion in many destinations, could weaken this segment.

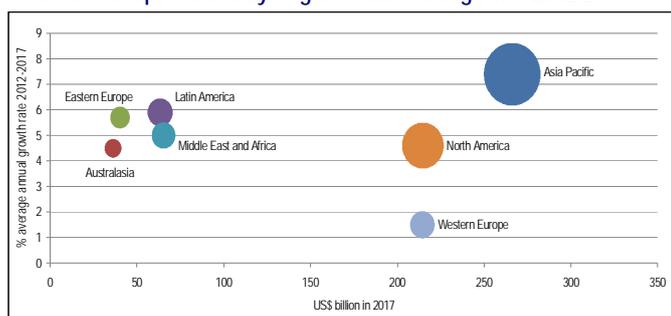
The convenience and efficiency of high-speed rail is also posing a challenge to LCCs. Cutting waiting times and avoiding transfers from secondary airports offers advantages for travellers.

## Regional Trends

By 2017, Asia-Pacific will be the region with the highest value of overall air transport sales (US\$ 270 billion), followed by North America and Western Europe (both US\$ 210 billion).

However, in terms of average annual growth rates between 2012 and 2017, the emerging regions, especially Asia-Pacific (7%) and Latin America (6%), will be ahead of the advanced regions.

Total Air Transport Sales by Region in 2017 and growth 2012-2017



Source: Euromonitor International

Note: Bubble size represents 2012-2017 growth in absolute terms (US\$ billion)

### Asia Pacific leads growth

Asia and the Pacific is expected to remain the fastest growing region in air travel over the period 2012-2017 as it includes some of the countries with highest growth potential in tourist arrivals over the next five years, such as Vietnam, Myanmar and the Philippines.

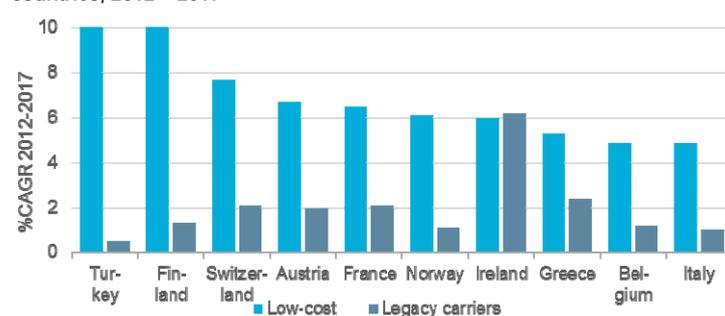
LCCs, such as AirAsia, will continue to shake up the region, challenging legacy carriers in this part of the world. The segment is expected to develop strongly in China, with a constant value compound annual growth rate (CAGR) of 13% between 2012 and 2017.

In addition, Asian consumers are expected to change their spending habits and turn more to the offers of LCCs under the impact of the rise in the cost of living and interest rates, reducing the capacity to borrow to finance their middle-class lifestyles.

### Growth in Europe for LCCs?

Low-cost flights continue to outgrow legacy airlines in Europe in sales. All selected European countries are expected to show healthy growth in low-cost flight sales over the period 2012-2017, with Turkey and Finland showing the fastest growth. The increasing availability of LCCs routes and the growing popularity of short weekend trips are driving sales.

Legacy carrier and LCC Sales Growth Forecast (%) in selected European countries, 2012 – 2017



Source: Euromonitor International. Note: \*CAGR\*: Compound Annual Growth Rate

### Africa back on the airline map

With a number of new airlines in Africa, LCCs are expected to finally start to realise their potential in this region in 2014. The launch of pan-African Fastjet in 2012 and Skywise from South Africa in 2013, to be followed by Kenya Airways' Jambo Jet, signals the take-off of the low-cost travel industry in the region. This is expected to contribute to strong growth in the intra-regional travel market.

However, the development of the low-cost market in the region is constrained by tight regulations favouring national legacy carriers. Also, the lack of secondary airports with lower fees is a limitation, restricting inter-regional departures to more expensive primary airports in the capital cities.

*This contribution has been kindly provided by Euromonitor International.*

*For further information about the latest research from Euromonitor International, please visit [www.euromonitor.com](http://www.euromonitor.com) or contact Caroline Bremner, Global Head of Travel and Tourism Research, [caroline.bremner@euromonitor.com](mailto:caroline.bremner@euromonitor.com) tel: + 44 (0)20 7251 8024.*

## The economic environment

### Global economic recovery strengthening but remains uneven

The economic recovery has strengthened since late 2013, with global output expected to increase 3.6% in 2014 and 3.9% in 2015, up from 3.0% in 2013. However, growth remains uneven and the economy fragile, according to IMF's April 2014 *World Economic Outlook*.

Advanced economies are fuelling much of this impetus, with 2.2% growth expected in 2014 after a modest 1.3% in 2013, partly due to a reduction in fiscal tightening and ongoing accommodative monetary conditions. However, the pace of recovery varies across economies. The United States is forecast to grow 2.8% in 2014 (up from 1.9% in 2013) while Japan expands 1.4% (below last year's 1.5%) and the euro area pulls out of recession on the back of 1.2% growth, after -0.5% in 2013. Meanwhile, growth in emerging economies has slowed, with mixed prospects at the regional level, even though contributing more than two-thirds of global growth.

#### *Growth in advanced economies to reach 2% in 2014*

- Advanced economies are seeing a somewhat uneven but broader global recovery with 2.2% growth expected in 2014 after a modest 1.3% in 2013, fuelled by the United States, which is forecast to grow 2.8% in 2014 (up from 1.8% in 2013) and the United Kingdom forecast at 2.9%. However, continued policy efforts are needed to fully restore confidence, ensure solid growth, and lower downside risks.
- In the United States, a moderation in the reduction of government deficits, a recovering real-estate sector and softer bank lending conditions are some of the factors behind the good economic results, according to the IMF.
- The euro area is turning the corner from recession to recovery. Growth is projected to strengthen to 1.2% in 2014 and 1.4% in 2015 (after -0.5% in 2013), but the recovery will be uneven. Unemployment and other imbalances persist with financial reform incomplete in some countries. The pickup will generally be more modest in economies under stress, despite some upward revisions including Spain. Domestic demand is held back by high debt, both public and private, while exports should further contribute to growth. Germany, the euro area's largest economy, is forecast to grow by 1.7%.

- Elsewhere in Europe, activity in the United Kingdom (2.9% in 2014) has been buoyed by easier credit conditions and increased confidence.
- Japan could see a modest 1.4% (below last year's 1.5%) as a result of tighter fiscal policies. On the other hand, the Republic of Korea, Hong Kong (China), Taiwan (pr. of China) and Singapore are all expected to grow above 3% in 2014.

#### *Emerging economies expected to grow at 5% in 2014*

- While emerging economies still account for more than two-thirds of global growth, output was somewhat below expectations in 2013 (4.7%) for both cyclical and structural reasons. Prospects for 2014 point to 4.9% growth led by a steady recovery in Asia and supported by stronger exports to advanced economies.
- China's authorities are advancing economic reforms after years of rapid expansion, while ensuring a gradual transition to a more balanced and sustainable economy. Despite relatively slower growth, the Chinese economy is still expected to grow 7.5% in 2014.
- Prospects for Russia (1.3% in 2014) and other economies of the Commonwealth of Independent States (CIS) have been downgraded despite strong consumption, due to weak investment and political tensions related to Ukraine.
- In Latin America & Caribbean, output growth continues to be subdued (2.5% in 2014, from 2.7% in 2013) as private investment remains weak in some markets. Brazil could see growth decrease to 1.8% (from 2.3% in 2013) whereas Mexico (3.0% in 2014) is benefitting from an expansionary macroeconomic policy and spill-over effects from higher growth in the US.
- Africa remains robust with growth expected to accelerate in 2014 to 5.0%. In North Africa growth in Algeria, Morocco and Tunisia is expected to pick up to 4%. In Sub-Saharan Africa, growth is expected to increase from 4.7% in 2013 to 5.4% in 2014-15, with (among the major economies in the region) Nigeria at 7.1%, but South Africa at 2.3%.
- The Middle East (3.6% in 2014) is also showing improved prospects for 2014-15 despite declines in oil production and weak private investment amid political tensions.

For further information, see the April 2014 *World Economic Outlook* (WEO) of the International Monetary Fund (IMF) at [www.imf.org/external/pubs/ft/weo/2014/01](http://www.imf.org/external/pubs/ft/weo/2014/01).

**GDP growth measurement, methodological note**

IMF estimates growth rates on the basis of GDP in purchasing power parity (PPP). This is done because the purchasing power of a US dollar varies from one economy to another. As a US dollar usually buys quite a lot more goods and services in emerging economies, their GDP is more strongly weighted in the aggregate, in general resulting in a higher overall growth rate as emerging economies tend to grow faster. For instance, at market value the weight of the US is 23% and of China 12% in 2013, while at PPP their weights are respectively 19% and 15%.

**Crude Oil Spot Price Brent (daily)**

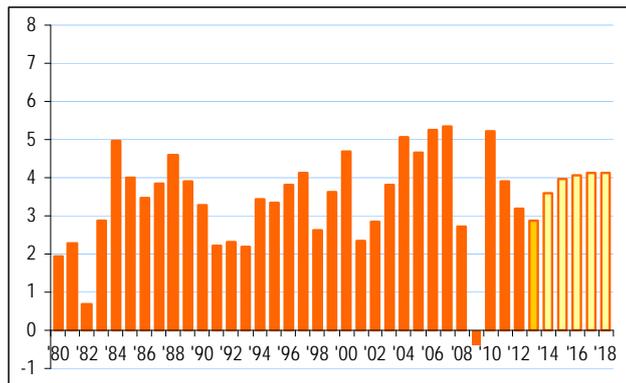
(US\$ per barrel)



Source: US Department of Energy, Energy Information Administration

**World**

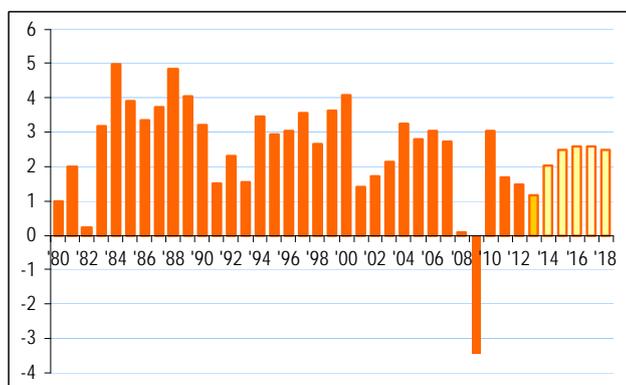
Growth of Gross Domestic Product (GDP), constant prices (%)



Source: International Monetary Fund

**Advanced economies**

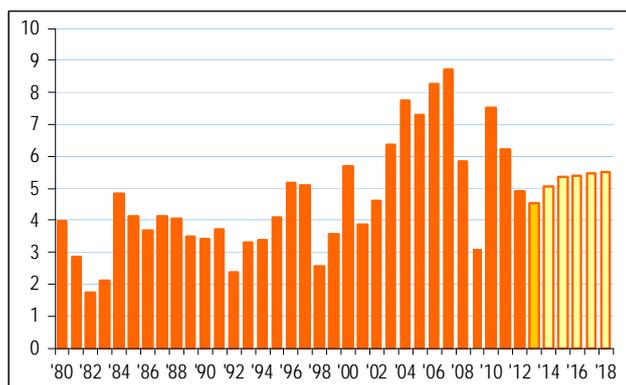
Growth of Gross Domestic Product (GDP), constant prices (%)



Source: International Monetary Fund

**Emerging market and developing countries**

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



Source: International Monetary Fund

Subscribers issue - April 2014



# 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.

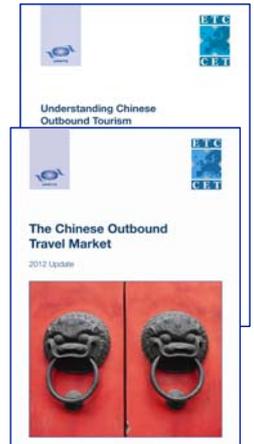
Available in English, French, Spanish and Russian



## The Chinese Outbound Travel Market and Understanding Chinese Outbound Tourism

China is the fastest-growing tourism source market in the world and the top international tourism spender since 2012. In view of the worldwide interest in this market, ETC and UNWTO have prepared two joint reports on this subject: *The Chinese Outbound Travel Market – 2012 Update*, which offers an overview of the features and rapid evolution of the Chinese outbound tourism market, and *Understanding Chinese Outbound Tourism – What the Chinese Blogosphere is Saying about Europe*, which analyses the trends, themes and behaviour of Chinese tourists based on the analysis of online social media and internet searches.

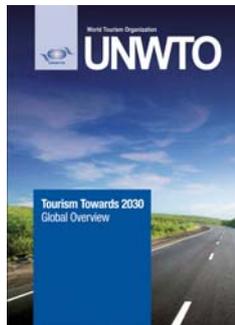
Available in English



## Tourism Towards 2030

UNWTO Tourism Towards 2030 is UNWTO's long-term outlook and assessment of future tourism trends from 2010 to 2030. It is a broad research project building on UNWTO's on-going work in the field of long-term forecasting, initiated in the 1990s. Key outputs of the study are quantitative projections for international tourism flows up until 2030, based on data series on international tourist arrivals by subregion of destination, region of origin and mode of transport for the period 1980-2010.

Available in English



## Understanding Brazilian Outbound Tourism – What the Brazilian blogosphere is saying about Europe

With over 70 million internet users in 2012, Brazil has Latin America's biggest population of 'netizens' or social media users, the 5th largest in the world. An increasing number of National Tourist Organizations (NTO's) are interested in targeting this important market through websites, blogs and other social media. This joint research project by ETC and UNWTO analyses the trends, themes and behaviour of Brazilian tourists in Europe based on internet searches and social media activity.

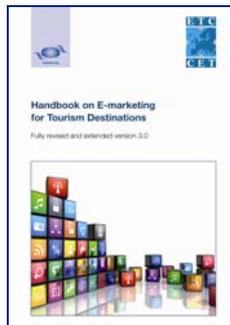
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## Handbook on E-Marketing for Tourism Destinations (revised version)

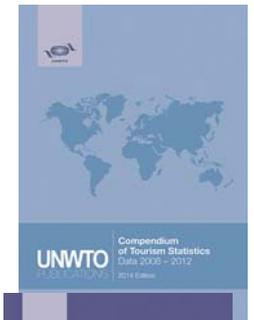
This UNWTO/ETC fully revised and extended version 3.0 covers all essential aspects of an e-marketing strategy including strategic planning, branding measures, content-building, search engine optimization, e-commerce and email marketing. It also provides practical information on latest trends and developments in mobile marketing and social media, as well as detailed insight into the measurement of effective e-marketing strategies using the latest technologies.

Available in English



## Compendium of Tourism Statistics, 2014 Edition, Data 2008–2012

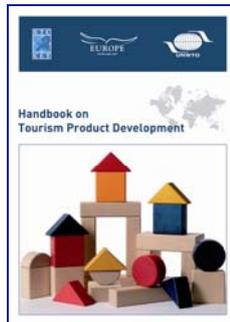
The Compendium of Tourism Statistics provides data and indicators on inbound, outbound and domestic tourism, as well as on the number and types of tourism industries, the number of employees by tourism industries, and macroeconomic indicators related to international tourism. The 2014 edition presents data for 203 countries from 2008 to 2012, with methodological notes in English, French and Spanish.



## Handbook on Tourism Product Development

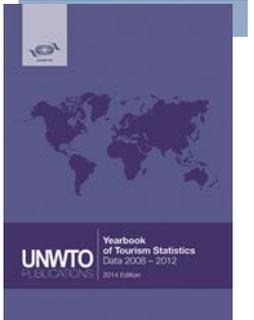
The UNWTO/ETC Handbook on Tourism Product Development outlines the essential elements in the process of tourism product development planning and implementation. It demonstrates a range of successful approaches and case studies from around the world and sets out best practice examples and benchmarks by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

Available in English



## Yearbook of Tourism Statistics, 2014 Edition, Data 2008–2012

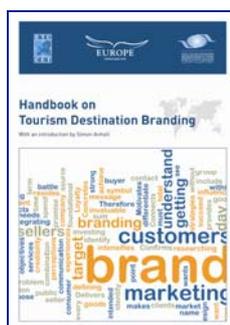
The Yearbook of Tourism Statistics focuses on inbound tourism-related data (total arrivals and overnight stays), broken down by country of origin. The 2014 edition presents data for 197 countries from 2008 to 2012, with methodological notes in English, French and Spanish.



## 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



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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 the UNWTO Panel of Experts.

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](http://www.e-unwto.org/content/w83v37)
- French version: [www.e-unwto.org/content/t73863](http://www.e-unwto.org/content/t73863)
- Spanish version: [www.e-unwto.org/content/rn1422](http://www.e-unwto.org/content/rn1422)
- Russian version: [www.e-unwto.org/content/j62835](http://www.e-unwto.org/content/j62835)

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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) [note in Spanish 'miles de millones']
- tn = trillion (1,000,000,000,000) [note in Spanish 'billones']

- Q1: January, February, March
- Q2: April, May, June
- Q3: July, August, September
- Q4: October, November, December
- T1: From January to April
- T2: From May to August
- T3: From September to December
- H1: From January to June
- H2: From July to December

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

### Series International Tourist Arrivals

- TF: International tourist arrivals at frontiers (excluding same-day visitors);
- VF: International visitor arrivals at frontiers (tourists and same-day visitors);
- THS: International tourist arrivals at hotels and similar establishments;
- TCE: International tourist arrivals at collective tourism establishments;
- NHS: Nights of international tourists in hotels and similar establishments;
- NCE: Nights of international tourists in collective tourism establishments.

### Series International Tourism Receipts and Expenditure

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

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

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

The *UNWTO World Tourism Barometer* is 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](http://www.unwto.org/facts/menu.html).

We welcome your comments and suggestions at [barom@unwto.org](mailto: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](mailto:barom@unwto.org).



The World Tourism Organization (UNWTO), a United Nations specialized agency, is the leading international organization with the decisive and central role in promoting the development of responsible, sustainable and universally accessible tourism. It serves as a global forum for tourism policy issues and a practical source of tourism know-how. Its membership includes 156 countries, 6 territories, 2 permanent observers and over 400 Affiliate Members.

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Data collection for this issue was closed end of April 2014.

The next issue of the UNWTO World Tourism Barometer is scheduled to be published June 2014.

## International Tourist Arrivals by (Sub)region

	Full year						Share		Change		Monthly/quarterly data series (percentage change over same period of the previous year)											
	2000	2005	2010	2011	2012	2013*	2013*	11/10	12/11	13*/12	2014*	2013				2012						
	(million)						(%)			(%)	YTD	Jan	Feb	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	
<b>World</b>	677	807	948	995	1,035	1,087	100	4.9	4.1	5.0	5.3	6.1	4.5	6.6	4.7	4.6	4.4	6.1	3.6	2.7	4.3	
Advanced economies <sup>1</sup>	421	459	506	531	551	581	53.4	4.9	3.8	5.4	6.7	4.6	3.7	5.0	4.5	6.2	6.0	6.0	3.6	2.6	4.1	
Emerging economies <sup>1</sup>	256	348	442	464	484	506	46.6	4.9	4.4	4.5	4.2	4.6	3.7	7.8	5.4	2.6	3.6	6.2	3.6	2.8	4.4	
<i>By UNWTO regions:</i>																						
<i>Europe</i>	388.2	448.9	484.8	516.0	534.4	563.4	51.8	6.4	3.6	5.4	5.2	6.2	4.3	6.2	5.0	5.7	5.6	4.3	3.3	3.1	4.7	
Northern Europe	46.6	60.4	62.7	64.5	65.1	68.9	6.3	2.9	0.9	5.8	7.0	7.0	6.9	5.0	4.3	6.7	6.9	3.9	1.6	-2.9	4.6	
Western Europe	139.7	141.7	154.4	161.5	167.2	174.3	16.0	4.6	3.5	4.2	3.0	5.2	1.2	4.2	3.5	5.6	5.1	5.2	3.7	2.3	4.3	
Central/Eastern Eu.	69.3	90.4	94.5	103.1	111.7	118.9	10.9	9.1	8.3	6.5	4.1	4.8	3.5	11.0	6.7	6.3	3.1	8.6	8.6	8.3	9.0	
Southern/Mediterr. Eu.	132.6	156.4	173.3	186.9	190.4	201.4	18.5	7.9	1.9	5.7	7.9	8.1	7.8	5.4	5.7	5.2	7.4	0.5	0.7	3.1	2.0	
- of which EU-28	332.3	363.8	380.0	401.3	412.2	432.7	39.8	5.6	2.7	5.0	5.1	6.2	4.1	4.2	4.1	5.9	6.0	4.4	2.5	1.9	3.3	
<i>Asia and the Pacific</i>	110.1	153.5	204.9	218.5	233.5	248.1	22.8	6.6	6.9	6.2	7.2	8.7	5.7	7.5	5.3	6.9	5.0	8.5	7.6	4.8	6.9	
North-East Asia	58.3	85.9	111.5	115.8	122.8	127.0	11.7	3.8	6.0	3.5	6.9	7.1	6.7	3.7	1.6	4.4	4.1	8.5	8.6	5.4	2.3	
South-East Asia	36.1	48.5	70.0	77.5	84.2	93.1	8.6	10.7	8.7	10.5	7.3	10.5	4.1	13.8	11.4	11.0	6.3	9.5	7.2	3.6	14.3	
Oceania	9.6	10.9	11.4	11.5	11.9	12.5	1.1	0.8	4.0	4.7	7.6	11.4	4.3	4.9	4.0	4.5	5.1	4.4	5.1	2.9	3.9	
South Asia	6.1	8.1	12.0	13.8	14.6	15.5	1.4	14.5	6.2	6.1	8.3	7.9	8.6	4.2	4.3	7.6	5.1	6.8	3.1	7.5	7.1	
<i>Americas</i>	128.2	133.3	150.6	156.0	162.7	167.9	15.5	3.6	4.3	3.2	6.2	6.5	5.7	2.9	1.7	3.7	4.4	7.1	2.8	3.6	3.7	
North America	91.5	89.9	99.5	102.1	106.4	110.1	10.1	2.6	4.2	3.5	6.9	7.4	6.3	4.1	2.3	4.0	3.4	7.8	1.9	3.6	4.3	
Caribbean	17.1	18.8	19.5	20.1	20.7	21.2	1.9	3.0	3.0	2.2	4.6	5.5	3.8	1.0	-0.3	1.7	6.3	3.8	3.9	3.1	1.1	
Central America	4.3	6.3	7.9	8.3	8.9	9.2	0.8	4.4	7.3	4.2	7.0	6.6	7.4	4.3	1.9	3.2	7.0	8.2	7.9	6.1	7.0	
South America	15.3	18.3	23.6	25.5	26.7	27.4	2.5	7.8	5.0	2.6	5.1	5.0	5.1	0.5	0.5	3.8	5.8	7.5	4.4	3.3	2.3	
<i>Africa</i>	26.2	34.8	49.9	49.6	52.9	55.8	5.1	-0.6	6.6	5.4	4.3	3.4	5.4	4.1	2.8	5.2	5.2	5.5	8.0	8.2	2.1	
North Africa	10.2	13.9	18.8	17.1	18.5	19.6	1.8	-9.1	8.2	6.1	15.1	13.7	16.5	0.1	0.7	7.1	4.8	12.7	12.6	7.7	1.2	
Subsaharan Africa	16.0	20.9	31.2	32.6	34.5	36.2	3.3	4.5	5.8	5.0	0.6	-0.1	1.4	5.7	4.1	3.8	5.4	2.9	5.4	8.5	2.6	
<i>Middle East</i>	24.1	36.3	58.2	54.6	51.7	51.6	4.7	-6.1	-5.4	-0.2	-3.1	-3.8	-2.6	19.1	10.1	-21.5	-8.2	5.4	-9.1	-18.0	-6.3	

Source: World Tourism Organization (UNWTO) ©

(Data as collected by UNWTO April 2014)

<sup>1</sup> 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](http://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

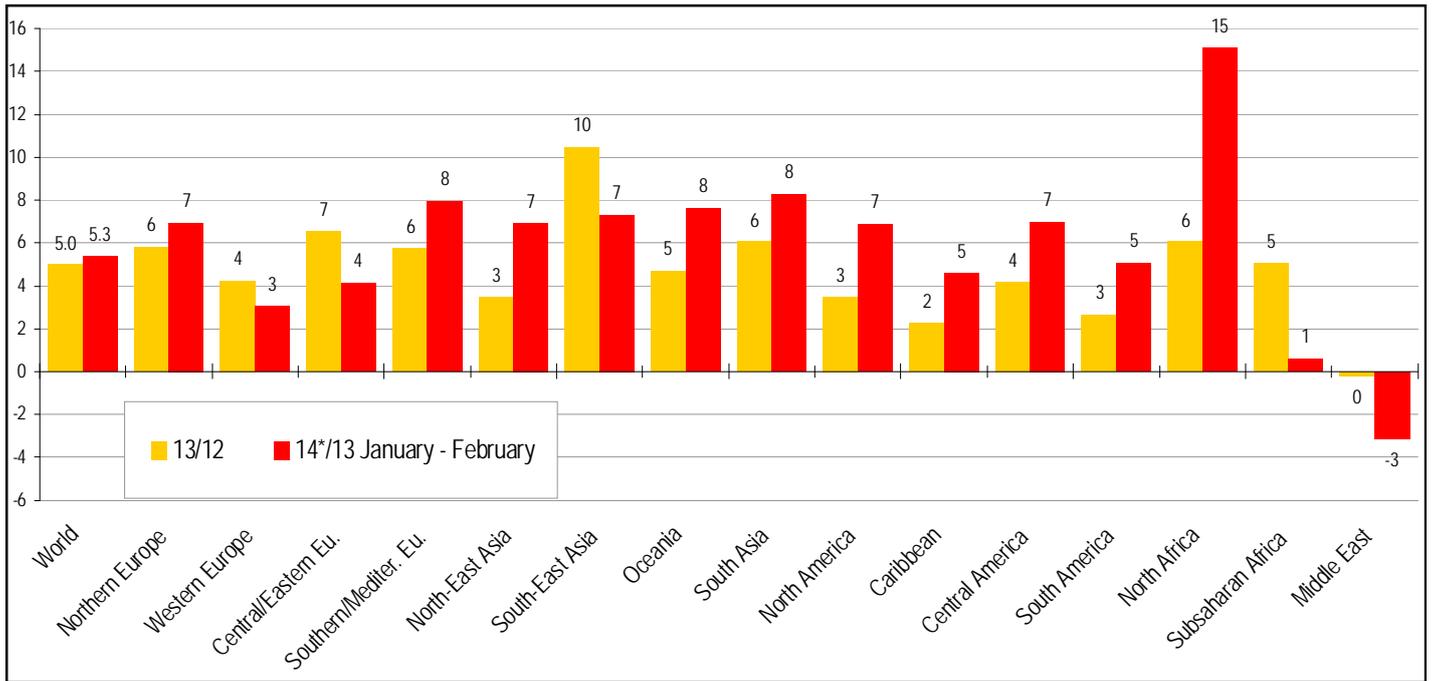
	2009	2010	2011	2012	2013	Average	2014*
	real, change					a year	projection
	full year					2005-2013	between
<b>World</b>	-3.9%	6.5%	4.9%	4.1%	5.0%	3.8%	+4% and +4.5%
Europe	-5.0%	3.1%	6.4%	3.6%	5.4%	2.9%	+3% and +4%
Asia and the Pacific	-1.6%	13.2%	6.6%	6.9%	6.2%	6.2%	+5% and +6%
Americas	-4.7%	6.6%	3.6%	4.3%	3.2%	2.9%	+3% and +4%
Africa	3.4%	9.3%	-0.6%	6.6%	5.4%	6.1%	+4% and +6%
Middle East	-5.0%	11.5%	-6.1%	-5.4%	-0.2%	4.5%	+0% and +5%

Source: World Tourism Organization (UNWTO) ©

(Data as collected by UNWTO April 2014)

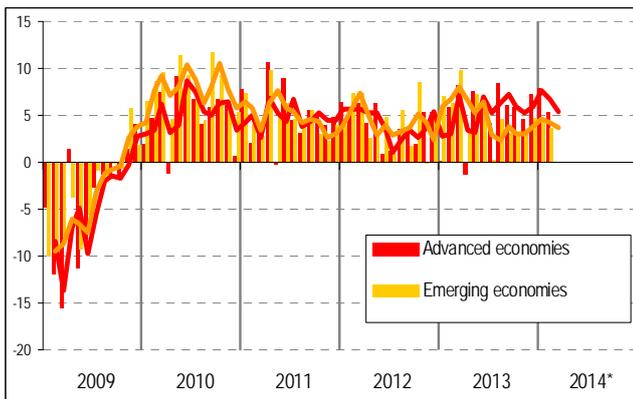
International Tourist Arrivals

(% change over same period of the previous year)



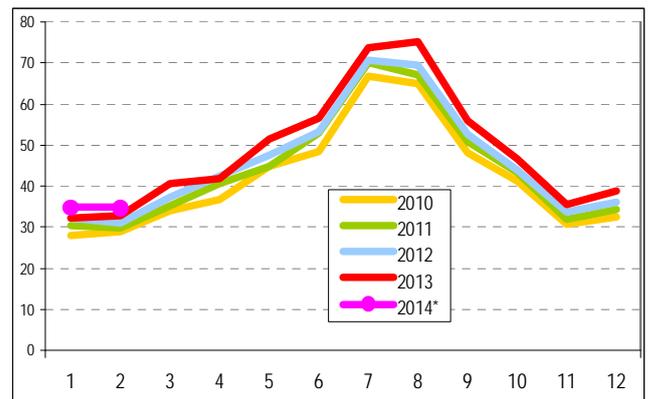
Source: World Tourism Organization (UNWTO) ©

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



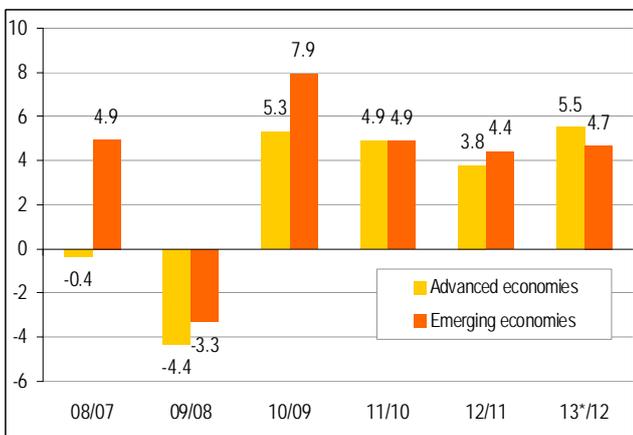
Source: World Tourism Organization (UNWTO) ©

International Tourist Arrivals, monthly evolution  
Advanced economies (million)



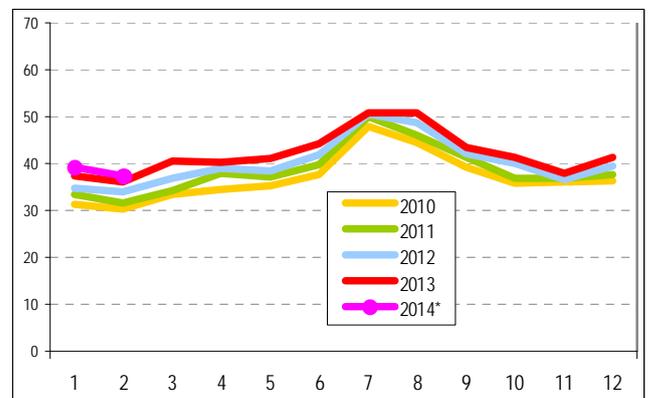
Source: World Tourism Organization (UNWTO) ©

International Tourist Arrivals (% change)



Source: World Tourism Organization (UNWTO) ©

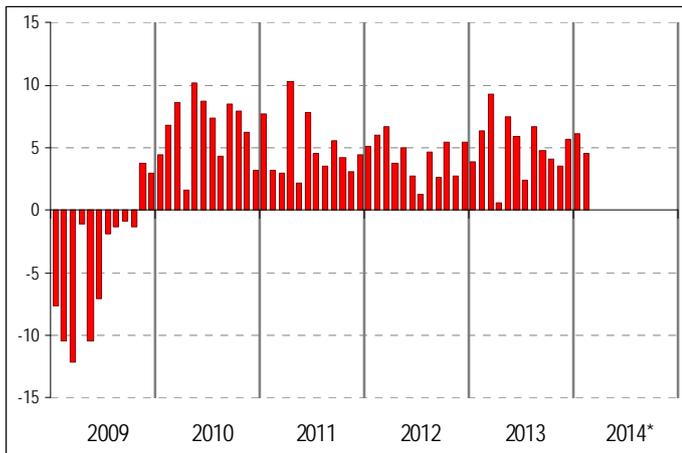
International Tourist Arrivals, monthly evolution  
Emerging economies (million)



Source: World Tourism Organization (UNWTO) ©

International Tourist Arrivals, monthly evolution

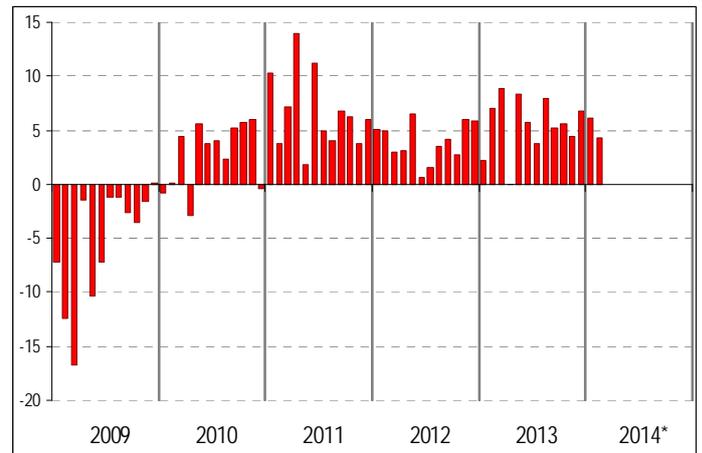
World (% change)



Source: World Tourism Organization (UNWTO) ©

International Tourist Arrivals, monthly evolution

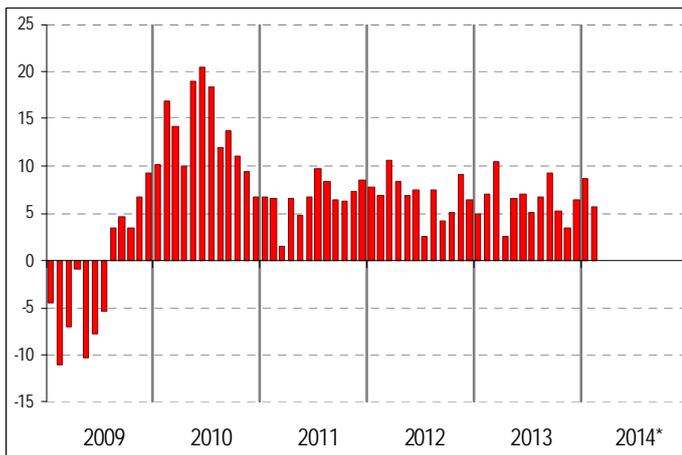
Europe (% change)



Source: World Tourism Organization (UNWTO) ©

International Tourist Arrivals, monthly evolution

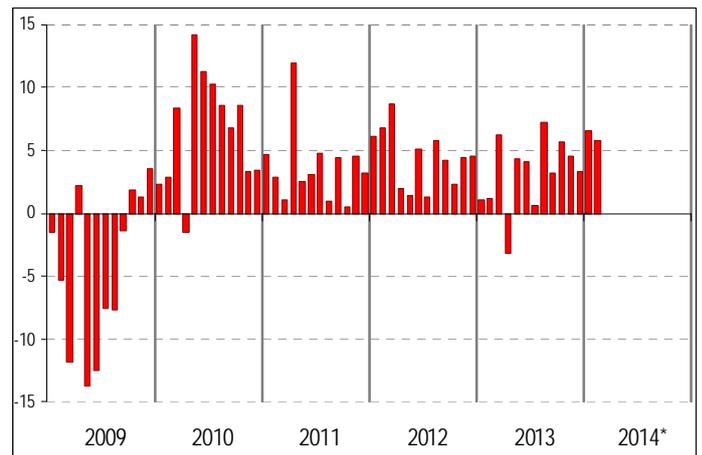
Asia and the Pacific (% change)



Source: World Tourism Organization (UNWTO) ©

International Tourist Arrivals, monthly evolution

Americas (% change)



Source: World Tourism Organization (UNWTO) ©

International Tourist Arrivals, monthly evolution

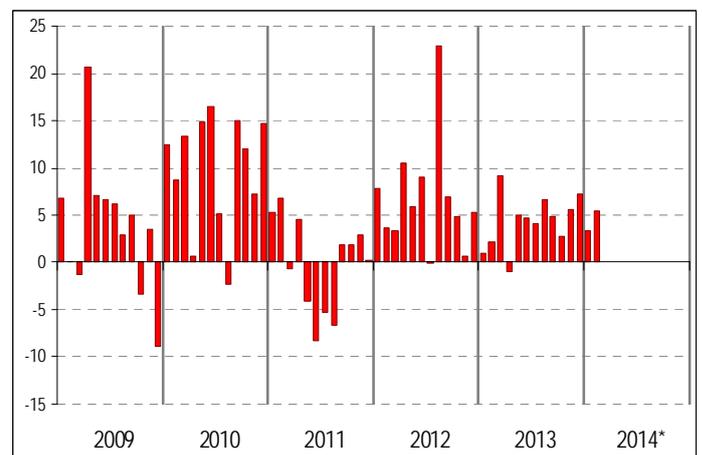
Middle East (% change)



Source: World Tourism Organization (UNWTO) ©

International Tourist Arrivals, monthly evolution

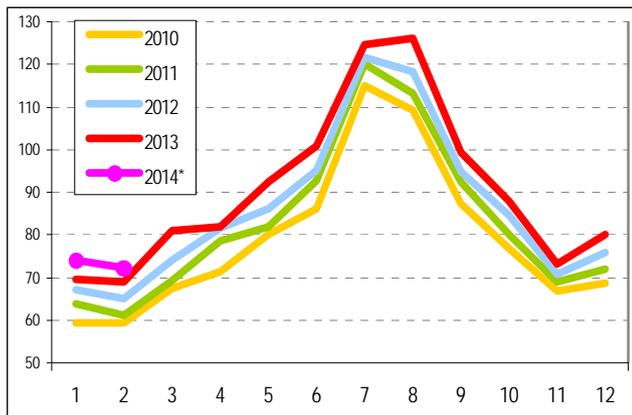
Africa (% change)



Source: World Tourism Organization (UNWTO) ©

International Tourist Arrivals, monthly evolution

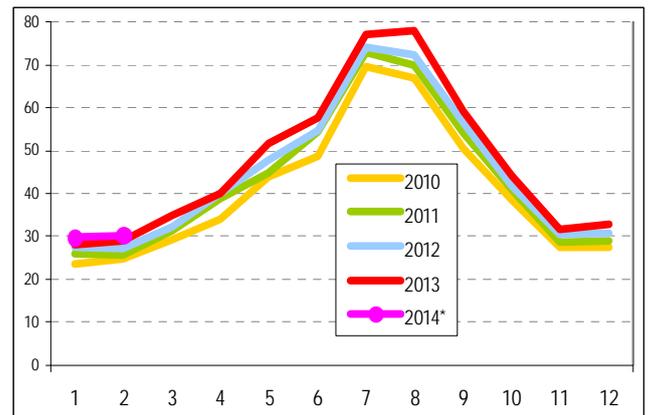
World (million)



Source: World Tourism Organization (UNWTO) ©

International Tourist Arrivals, monthly evolution

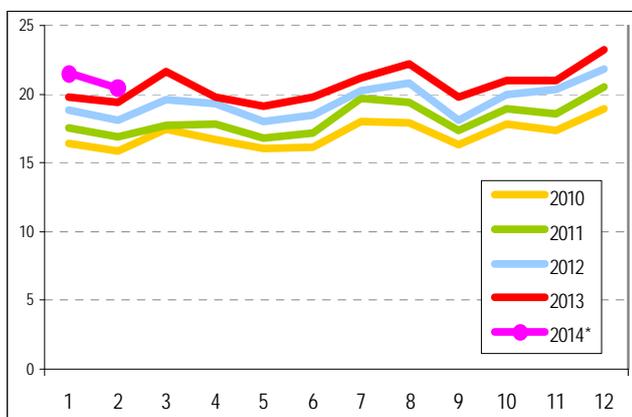
Europe (million)



Source: World Tourism Organization (UNWTO) ©

International Tourist Arrivals, monthly evolution

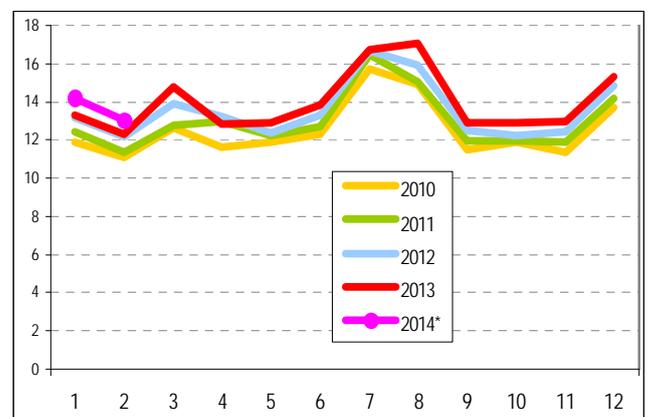
Asia and the Pacific (million)



Source: World Tourism Organization (UNWTO) ©

International Tourist Arrivals, monthly evolution

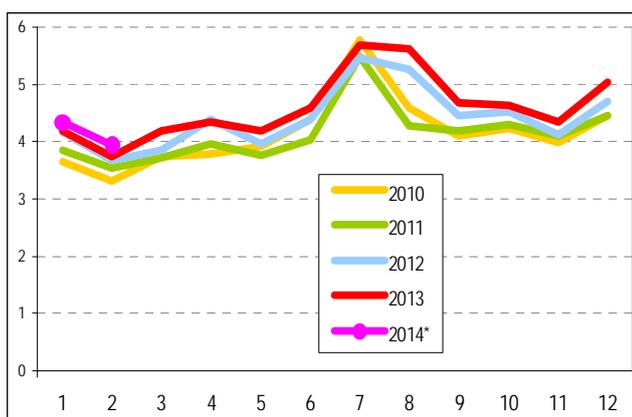
Americas (million)



Source: World Tourism Organization (UNWTO) ©

International Tourist Arrivals, monthly evolution

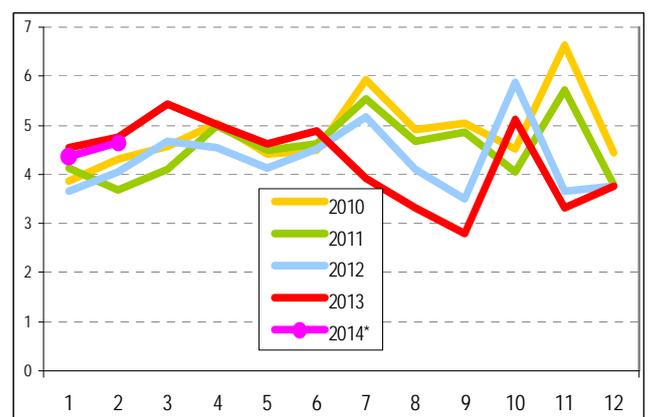
Africa (million)



Source: World Tourism Organization (UNWTO) ©

International Tourist Arrivals, monthly evolution

Middle East (million)



Source: World Tourism Organization (UNWTO) ©

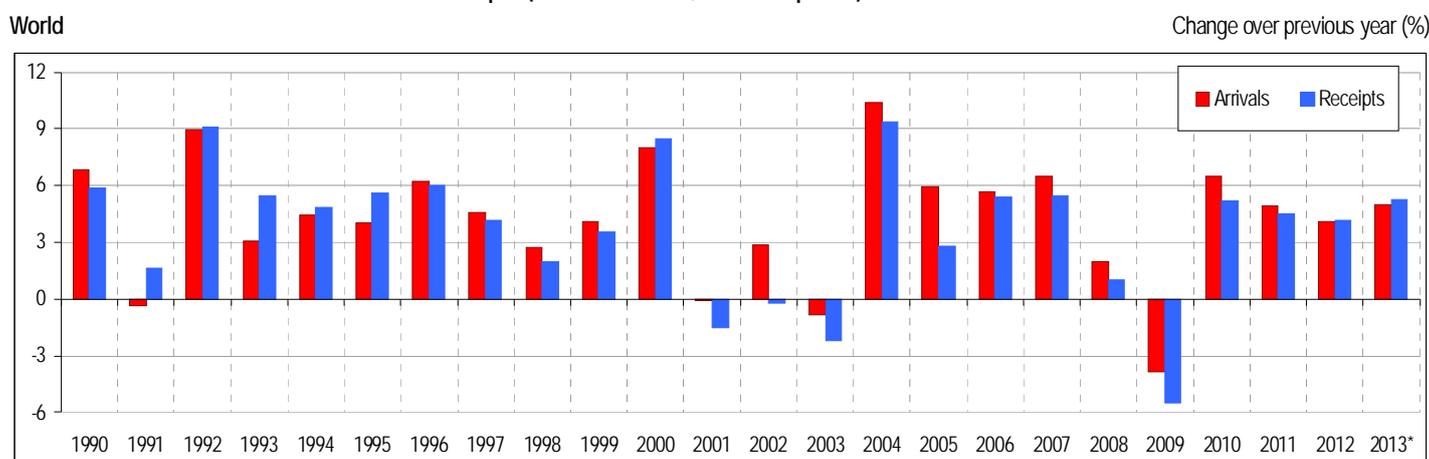
International Tourism, World

	1990	1995	2000	2005	2006	2007	2008	2009	2010	2011	2012	2013*	09/08	10/09	11/10	12/11	13*/12	09/08	10/09	11/10	12/11	13*/12	
<b>International Tourist Arrivals (overnight visitors) (million)</b>	434	528	677	807	853	908	926	890	948	995	1,035	1,087						-3.9	6.5	4.9	4.1	5.0	
Index (2008=100)							100	96	102	107	112	117											
<b>International Tourism Receipts (billion)</b>																							
Local currencies																							
Index (2008=100) (constant prices)							100	95	99	104	108	114											
US\$	262	403	476	681	747	861	944	856	931	1,042	1,078	1,159	-9.3	8.7	12.0	3.4	7.5	-9.0	7.0	8.6	1.3	6.0	
Euro	206	308	515	548	595	629	641	614	702	749	839	873	-4.3	14.4	6.7	12.0	4.0	-4.6	12.6	3.8	9.3	2.6	

Source: World Tourism Organization (UNWTO) ©

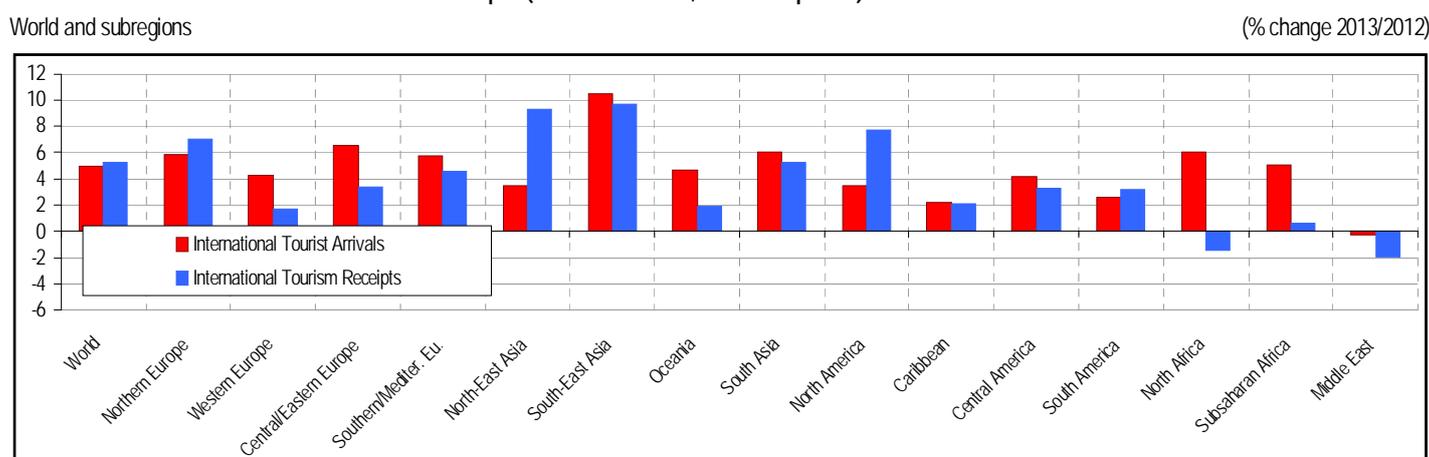
(Data as collected by UNWTO April 2014)

International Tourist Arrivals and Tourism Receipts (local currencies, constant prices)



Source: World Tourism Organization (UNWTO) ©

International Tourist Arrivals and Tourism Receipts (local currencies, constant prices)



Source: World Tourism Organization (UNWTO) ©

## International Tourism by (Sub)region

	International Tourism Receipts									International Tourist Arrivals						
	Change			US\$			euro			Share	abs.		Change			Share
	Local currencies, constant prices (%)			(billion)		per arrival	(billion)		per arrival		(million)	(% )				
	11/10	12/11	13*/12	2012	2013*	2013*	2012	2013*	2013*	2013*		2012	2013*	11/10	12/11	13*/12
<b>World</b>	4.5	4.2	5.3	1,078	1,159	1,070	839	873	800	100	1,035	1,087	4.9	4.1	5.0	100
Advanced economies <sup>1</sup>	5.9	4.0	6.0	688	745	1,280	536	561	970	64.3	551	581	4.9	3.8	5.4	53.4
Emerging economies <sup>1</sup>	2.1	4.5	4.0	390	413	820	303	311	610	35.7	484	506	4.9	4.4	4.5	46.6
<b>Europe</b>	4.9	1.9	3.8	454.0	489.3	870	353.4	368.4	650	42.2	534.4	563.4	6.4	3.6	5.4	51.8
Northern Europe	2.4	3.3	7.1	67.6	74.2	1,080	52.6	55.9	810	6.4	65.1	68.9	2.9	0.9	5.8	6.3
Western Europe	3.9	2.7	1.7	157.9	167.9	960	122.9	126.4	730	14.5	167.2	174.3	4.6	3.5	4.2	16.0
Central/Eastern Europe	6.8	4.0	3.4	56.3	59.9	500	43.8	45.1	380	5.2	111.7	118.9	9.1	8.3	6.5	10.9
Southern/Mediterr. Eu.	6.1	0.0	4.5	172.2	187.3	930	134.0	141.0	700	16.2	190.4	201.4	7.9	1.9	5.7	18.5
- of which EU-28	4.0	1.7	3.4	374.2	402.9	930	291.2	303.4	700	34.8	412.2	432.7	5.6	2.7	5.0	39.8
<b>Asia and the Pacific</b>	8.3	6.7	8.2	329.1	358.9	1,450	256.1	270.3	1,090	31.0	233.5	248.1	6.6	6.9	6.2	22.8
North-East Asia	9.2	7.9	9.3	167.2	184.7	1,450	130.1	139.0	1,090	15.9	122.8	127.0	3.8	6.0	3.5	11.7
South-East Asia	12.9	10.6	9.7	96.0	107.4	1,150	74.7	80.9	870	9.3	84.2	93.1	10.7	8.7	10.5	8.6
Oceania	-4.1	-1.3	1.9	43.0	42.6	3,410	33.4	32.0	2,570	3.7	11.9	12.5	0.8	4.0	4.7	1.1
South Asia	11.6	-0.6	5.3	22.9	24.3	1,570	17.8	18.3	1,180	2.1	14.6	15.5	14.5	6.2	6.1	1.4
<b>Americas</b>	5.1	5.7	6.4	212.9	229.2	1,360	165.7	172.6	1,030	19.8	162.7	167.9	3.6	4.3	3.2	15.5
North America	5.9	6.7	7.8	156.4	171.0	1,550	121.7	128.8	1,170	14.8	106.4	110.1	2.6	4.2	3.5	10.1
Caribbean	-1.5	1.2	2.1	24.2	24.8	1,170	18.8	18.7	880	2.1	20.7	21.2	3.0	3.0	2.2	1.9
Central America	9.7	7.5	3.2	8.7	9.4	1,020	6.8	7.1	770	0.8	8.9	9.2	4.4	7.3	4.2	0.8
South America	5.7	3.2	3.2	23.6	23.9	870	18.4	18.0	660	2.1	26.7	27.4	7.8	5.0	2.6	2.5
<b>Africa</b>	1.7	7.3	0.0	34.3	34.2	610	26.7	25.8	460	3.0	52.9	55.8	-0.6	6.6	5.4	5.1
North Africa	-5.5	9.1	-1.4	10.0	10.2	520	7.8	7.7	390	0.9	18.5	19.6	-9.1	8.2	6.1	1.8
Subsaharan Africa	5.0	6.5	0.6	24.3	24.0	660	18.9	18.1	500	2.1	34.5	36.2	4.5	5.8	5.0	3.3
<b>Middle East</b>	-17.2	2.2	-1.9	47.5	47.3	920	36.9	35.6	690	4.1	51.7	51.6	-6.1	-5.4	-0.2	4.7

Source: World Tourism Organization (UNWTO) ©

(Data as collected by UNWTO April 2014)

<sup>1</sup> 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](http://www.imf.org/external/pubs/ft/weo/2012/01).

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

## Export earnings by category

Rank	US\$ billion								Market share (%)				
	1990	1995	2000	2005	2010	2011	2012	2013*	1990	2000	2010	2012	2013*
<b>World</b>													
Total export of goods and services	4,321	6,390	7,978	13,079	19,192	22,691	22,863	23,485	100	100	100	100	100
Total merchandise trade	3,490	5,168	6,457	10,508	15,300	18,327	18,404	18,784	80.8	80.9	79.7	80.5	80.0
Commercial services (excl. government services)	831	1,222	1,521	2,571	3,892	4,364	4,459	4,701	19.2	19.1	20.3	19.5	20.0
among which:													
1 Fuels	363	376	661	1,457	2,346	3,224	3,375		8.4	8.3	12.2	14.8	..
2 Chemicals	296	486	586	1,105	1,708	2,003	1,957		6.9	7.3	8.9	8.6	..
3 Food	316	453	431	686	1,122	1,360	1,375		7.3	5.4	5.8	6.0	..
4 Automotive products	319	459	576	920	1,092	1,284	1,295		7.4	7.2	5.7	5.7	..
<b>5 International Tourism (BOP Travel &amp; Passenger transport)</b>	<b>320</b>	<b>486</b>	<b>574</b>	<b>813</b>	<b>1,103</b>	<b>1,242</b>	<b>1,286</b>	<b>1,377</b>	<b>7.4</b>	<b>7.2</b>	<b>5.7</b>	<b>5.6</b>	<b>5.9</b>
- International Tourism Receipts	262	403	476	681	931	1,042	1,078	1,159	6.1	6.0	4.8	4.7	4.9
- International Passenger Transport	57	83	97	132	173	199	208	218	1.3	1.2	0.9	0.9	0.9
6 Mining products other than fuels	126	169	194	356	676	853	802		2.9	2.4	3.5	3.5	..
7 Textiles and clothing	212	311	353	481	605	711	708		4.9	4.4	3.2	3.1	..
8 Telecommunications equipment	..	..	287	459	583	636	635		..	3.6	3.0	2.8	..
9 Computer and office equipment	..	..	371	467	546	554	554		..	4.7	2.8	2.4	..
10 Iron and steel	106	155	143	317	424	529	486		2.4	1.8	2.2	2.1	..
<b>Advanced Economies</b>													
Total export of goods and services	3,467	5,103	6,075	9,176	12,339	14,219	14,015	14,416	80	76	64	61	61
Total merchandise trade	2,761	4,090	4,829	7,136	9,380	10,908	10,682	10,913	63.9	60.5	48.9	46.7	46.5
Commercial services (excl. government services)	706	1,012	1,246	2,040	2,959	3,311	3,334	3,503	16.3	15.6	15.4	14.6	14.9
among which:													
1 Chemicals	270	436	516	947	1,375	1,565	1,516		6.2	6.5	7.2	6.6	..
2 Fuels	62	129	221	462	752	1,033	1,082		1.4	2.8	3.9	4.7	..
3 Automotive products	305	430	517	795	871	1,018	1,017		7.1	6.5	4.5	4.4	..
<b>4 International Tourism (BOP Travel &amp; Passenger transport)</b>	<b>255</b>	<b>368</b>	<b>415</b>	<b>556</b>	<b>714</b>	<b>814</b>	<b>831</b>	<b>894</b>	<b>5.9</b>	<b>5.2</b>	<b>3.7</b>	<b>3.6</b>	<b>3.8</b>
- International Tourism Receipts	208	300	337	457	590	672	688	745	4.8	4.2	3.1	3.0	3.2
- International Passenger Transport	48	69	78	99	124	142	143	149	1.1	1.0	0.6	0.6	0.6
5 Food	230	319	295	438	648	762	763		5.3	3.7	3.4	3.3	..
6 Mining products other than fuels	138	67	118	203	370	469	416		3.2	1.5	1.9	1.8	..
7 Integrated circuits and electronic components	..	..	264	296	420	423	408		..	3.3	2.2	1.8	..
8 Telecommunications equipment	..	..	237	331	342	367	361		..	3.0	1.8	1.6	..
9 Electronic data processing and office equipment	..	..	308	325	299	310	301		..	3.9	1.6	1.3	..
10 Iron and steel	88	119	105	210	266	324	291		2.0	1.3	1.4	1.3	..
<b>Emerging Economies</b>													
Total export of goods and services	854	1,288	1,904	3,903	6,853	8,472	8,847	9,068	20	24	36	39	39
Total merchandise trade	729	1,078	1,628	3,372	5,920	7,419	7,722	7,871	16.9	20.4	30.8	33.8	33.5
Commercial services (excl. government services)	125	210	275	531	932	1,053	1,125	1,198	2.9	3.4	4.9	4.9	5.1
among which:													
1 Fuels	300	247	440	995	1,593	2,191	2,293		6.9	5.5	8.3	10.0	..
2 Food	86	134	136	248	474	598	613		2.0	1.7	2.5	2.7	..
<b>3 International Tourism (BOP Travel &amp; Passenger transport)</b>	<b>64</b>	<b>118</b>	<b>158</b>	<b>257</b>	<b>390</b>	<b>428</b>	<b>454</b>	<b>483</b>	<b>1.5</b>	<b>2.0</b>	<b>2.0</b>	<b>2.0</b>	<b>2.1</b>
- International Tourism Receipts	55	104	139	224	341	370	390	413	1.3	1.7	1.8	1.7	1.8
- International Passenger Transport	10	14	19	32	49	58	65	69	0.2	0.2	0.3	0.3	0.3
4 Textiles and clothing	48	95	137	235	358	434	450		1.1	1.7	1.9	2.0	..
5 Chemicals	26	49	70	157	333	438	440		0.6	0.9	1.7	1.9	..
6 Mining products other than fuels	..	103	76	153	305	383	386		..	1.0	1.6	1.7	..
7 Automotive products	14	29	60	126	221	267	278		0.3	0.7	1.2	1.2	..
8 Telecommunications equipment	..	..	50	128	242	269	274		..	0.6	1.3	1.2	..
9 Computer and office equipment	..	..	64	143	246	244	252		..	0.8	1.3	1.1	..
10 Iron and steel	18	36	38	107	158	206	195		0.4	0.5	0.8	0.9	..

Source: World Tourism Organization, World Trade Organization

(Data as collected by UNWTO April 2014)

## International Tourist Arrivals by Country of Destination

Rank		Series	Full year					Change		Monthly/quarterly data (% change over same period of the previous year)													
			2000	2005	2010	2011	2012	2013*	12/11	13*/12	2013*				2012								
			(million)					12/11		Q1	Q2	Q3	Q4	Sep	Oct	Nov	Dec	Q1	Q2	Q3	Q4		
	World		677	807	948	995	1035	1087	4.1	5.0		6.6	4.7	4.6	4.4	4.8	4.1	3.5	5.7	6.1	3.6	2.7	4.3
1	1 France	TF	77.2	75.0	77.6	81.6	83.0	..	1.8	..	TCE	7.0	7.7	7.7	7.2	4.3	6.0	7.4	8.8	4.1	1.8	0.1	2.7
2	2 United States	TF	51.2	49.2	60.0	62.7	66.7	69.8	6.3	4.7	TF	6.4	4.1	3.9	4.6	4.4	6.1	2.8	4.8	9.7	3.1	6.3	6.6
3	4 Spain	TF	46.4	55.9	52.7	56.2	57.5	60.7	2.3	5.6	TF	2.2	5.4	4.9	9.9	4.7	6.9	9.3	16.3	2.8	2.5	3.8	-1.4
4	3 China	TF	31.2	46.8	55.7	57.6	57.7	55.7	0.3	-3.5	TF	-1.5	-6.5	-5.1	-0.8	-3.8	1.4	-1.1	-2.8	4.8	0.3	-1.3	-2.3
5	5 Italy	TF	41.2	36.5	43.6	46.1	46.4	47.7	0.5	2.9	TF	3.1	2.1	4.0	1.9	10.0	-1.3	0.7	8.6	0.7	-2.3	0.7	4.4
6	6 Turkey	TF	9.6	24.2	31.4	34.7	35.7	37.8	3.0	5.9	TF	21.6	12.1	6.7	8.5	7.6	10.2	6.1	7.6	-5.3	-0.8	3.8	4.6
7	7 Germany	TCE	19.0	21.5	26.9	28.4	30.4	31.5	7.3	3.7	TCE	3.4	2.6	3.7	5.4	1.7	5.7	4.6	5.9	8.9	7.6	7.0	6.0
8	8 United Kingdom	TF	23.2	28.0	28.3	29.3	29.3	31.2	-0.1	6.4	VF	2.2	5.2	12.1	2.2	9.7	9.7	-2.2	-1.5	2.2	1.8	-4.2	5.4
9	9 Russian Federation	TF	19.2	19.9	20.3	22.7	25.7	28.4	13.5	10.2	VF	16.7	7.6	9.1	5.3					13.7	15.4	10.8	12.7
10	15 Thailand	TF	9.6	11.6	15.9	19.2	22.4	26.5	16.2	18.8	TF	22.1	24.3	21.4	9.3	23.8	14.1	10.9	4.4	8.1	9.8	8.6	40.4
11	10 Malaysia	TF	10.2	16.4	24.6	24.7	25.0	25.7	1.3	2.7	TF	15.9	0.6	-4.9	1.2	6.1	-4.5	-8.5	15.2	0.4	4.3	-2.2	2.9
12	12 Hong Kong (China)	TF	8.8	14.8	20.1	22.3	23.8	25.7	6.5	8.0	TF	7.4	9.9	9.6	5.1	13.2	3.6	3.8	7.5	8.6	5.0	6.9	5.6
13	11 Austria	TCE	18.0	20.0	22.0	23.0	24.2	24.8	4.9	2.7	TCE	4.3	-3.7	3.6	5.4	-1.7	8.9	1.0	5.0	5.2	5.7	4.0	5.5
14	14 Ukraine	TF	6.4	17.6	21.2	21.4	23.0	24.7	7.5	7.2	TF	11.6	10.7	6.5	1.3					-1.6	5.7	12.3	7.9
15	13 Mexico	TF	20.6	21.9	23.3	23.4	23.4	23.7	0.0	1.4	TF	-0.8	-0.3	6.1	1.1	9.5	6.0	4.6	-4.7	4.0	-2.2	-1.8	-0.2
16	17 Greece	TF	13.1	14.8	15.0	16.4	15.5	17.9	-5.5	15.5	TF	4.6	14.2	16.8	17.3	17.5	18.1	10.8	21.7	-11.7	-8.3	-3.0	-7.4
17	16 Canada	TF	19.6	18.8	16.2	16.0	16.3	16.6	2.0	1.5	TF	3.3	-0.7	2.2	1.7	-2.0	1.8	3.6	0.3	6.5	2.7	0.3	1.8
18	18 Poland	TF	17.4	15.2	12.5	13.4	14.8	15.8	11.2	6.8	TF	8.8	3.6	10.9	3.2					12.1	13.0	9.2	11.1
19	20 Macao (China)	TF	5.2	9.0	11.9	12.9	13.6	14.3	5.0	5.1	TF	7.6	7.0	5.3	0.9	6.9	0.9	0.2	1.6	8.5	2.7	3.6	5.8
20	19 Saudi Arabia	TF	6.6	8.0	10.9	17.5	14.3	13.2	-18.4	-7.4	TF	23.8	1.9	-42.2	-14.4	-29.5	-16.6	-25.5	1.3	27.7	-25	-37.1	-15.2
21	21 Netherlands	TCE	10.0	10.0	10.9	11.3	12.2	12.8	n/a	4.9	TCE	4.7	1.2	7.4	6.4	4.8	4.4	8.1	7.4	9.8	8.6	8.0	5.9
22	23 Korea, Republic of	VF	5.3	6.0	8.8	9.8	11.1	12.2	13.7	9.3	VF	4.0	3.3	20.1	8.2	17.2	6.1	7.8	11.2	22.0	24.5	12.1	0.1
23	24 Singapore	TF	6.1	7.1	9.2	10.4	11.1	..	6.8	..	VF	8.6	9.8	11.8	-0.3	11.9	0.9	-2.3	0.5	14.7	8.3	4.7	13.1
24	26 Croatia	TCE	5.3	7.7	9.1	9.9	10.4	11.0	4.5	5.7	TCE	11.7	6.4	4.6	10.9	0.1	11.3	7.9	12.9	13.8	6.0	3.3	7.6
25	25 Sweden	TF	3.8	4.9	5.0	10.0	10.9	..	9.6	..	TCE	2.4	-2.0	-3.3	10.1	9.2	5.2	9.3	17.4	4.9	0.2	-3.7	-1.3
26	27 Hungary	TF	3.0	10.0	9.5	10.3	10.4	10.7	1.0	3.1	TF	4.6	4.4	-1.7	7.7					2.8	2.8	-1.6	1.6
27	33 Japan	VF	4.8	6.7	8.6	6.2	8.4	10.4	34.4	24.0	VF	18.4	26.8	21.8	28.8	31.7	31.6	29.5	25.4	9.1	96.0	38.4	17.5
28	29 Morocco	TF	4.3	5.8	9.3	9.3	9.4	10.0	0.4	7.2	TF	3.4	-0.3	14.1	8.3	7.4	4.7	9.3	11.7	-4.8	0.8	2.4	1.3
29	31 Untd Arab Emirates(2)	THS	3.1	5.8	7.4	8.1	9.0	10.0	10.4	11.3	THS(2)	13.8	14.7	9.4	7.4	13.3	7.2	8.0	7.1	10.2	11.5	8.7	11.2
30	30 South Africa	TF	5.9	7.4	8.1	8.3	9.2	9.5	10.2	3.5	TF	5.0	1.5	3.3	4.1	2.4	-2.6	6.9	7.6	10.5	10.5	11.0	8.9
31	22 Egypt	TF	5.1	8.2	14.1	9.5	11.2	9.2	17.9	-18.1	VF	14.6	11.6	-46.4	-41.1	-69.7	-52.0	-39.0	-30.7	32.0	22.4	10.3	10.0
32	28 Czech Rep	TF	4.8	9.4	8.6	9.0	9.5	9.0	4.9	-4.8	TCE	2.5	1.0	2.3	5.4	0.9	4.6	4.3	7.5	22.0	10.1	13.8	12.8
33	32 Switzerland	THS	7.8	7.2	8.6	8.5	8.6	9.0	0.4	4.7	THS	1.5	5.1	7.1	3.3	4.0	2.3	2.7	4.9	-3.6	-1.2	0.5	6.7
34	34 Denmark	TF	3.5	9.2	8.7	7.9	8.1	..	2.6	..	TCE(1)	19.5	6.9	8.4	15.1	10.3	14.5	12.0	19.0	9.9	3.5	1.3	7.2
35	35 Indonesia	TF	5.1	5.0	7.0	7.6	8.0	8.8	5.2	9.4	TF	6.0	8.3	11.9	11.1	12.8	4.6	16.4	12.2	11.0	4.8	0.1	5.6
36	36 Portugal	TCE	5.7	6.0	6.8	7.4	7.7	8.3	3.7	8.3	TCE	10.9	6.7	7.5	10.4	8.2	9.9	9.4	12.9	3.6	3.9	2.4	5.9
37	37 Belgium	TCE	6.5	6.7	7.2	7.5	7.6	7.6	1.3	0.7	TCE	1.4	-2.4	2.6	1.3	1.0	2.8	-1.3	2.3	4.3	0.9	0.4	0.6
38	38 Ireland	TF	6.6	7.3	7.1	7.6	7.6	..	-1.0	..	TF*	7.4	4.2	7.8	9.9	5.7	15.8	4.1	8.1	-1.2	0.7	-2.6	5.0
39	39 Taiwan (pr. of China)	VF	2.6	3.4	5.6	6.1	7.3	8.0	20.1	9.6	VF	10.7	2.6	14.0	11.6	22.4	11.3	8.9	14.5	22.3	28.0	22.1	10.4
40	40 Vietnam	VF	2.1	3.5	5.0	6.3	6.8	7.6	9.5	10.6	VF	-6.2	13.5	26.3	12.5	28.9	15.1	8.8	14.1	27.6	5.7	15.4	-5.5
41	42 Bulgaria	TF	2.8	4.8	6.0	6.3	6.5	6.9	3.4	5.5	VF	7.5	3.8	2.9	3.2	2.8	4.3	2.9	2.2	0.2	-2.1	3.7	3.2
42	41 India	TF	2.6	3.9	5.8	6.3	6.6	6.8	4.3	4.1	TF	3.0	2.0	6.8	4.8	5.9	5.8	2.4	6.3	10.2	1.6	1.6	2.3
43	43 Australia	VF	4.9	5.5	5.8	5.8	6.0	6.4	4.5	5.8	VF	5.4	3.6	6.3	7.2	4.9	5.9	4.7	10.1	4.1	3.3	4.5	5.8
44	44 Tunisia	TF	5.1	6.4	6.9	4.8	6.0	6.3	24.4	5.3	TF	-1.6	8.6	5.1	6.8	5.5	13.3	-3.7	9.0	52.8	35.4	19.1	7.1
45	45 Brazil	TF	5.3	5.4	5.2	5.4	5.7	..	4.5	..	TF									7.7	1.4	6.2	1.5
46	46 Argentina	TF	2.9	3.8	5.3	5.7	5.6	5.6	-2.1	-0.3	TF	-6.9	-3.9	2.5	8.2					2.2	-1.3	-4.7	-5.0
47	48 Kazakhstan	TF	1.5	3.1	3.4	4.1	4.4	4.9	8.4	11.0	VF	24.3	20.7	21.4	-12.6					21.6	11.4	1.0	6.3
48	49 Norway	TCE	3.1	3.8	4.8	5.0	4.4	4.7	n/a	8.2	THS	6.3	5.9	6.4	24.0	15.7	21.4	27.8	23.2	9.1	0.4	-7.8	9.5
49	47 Dominican Rp	TF	3.0	3.7	4.1	4.3	4.6	4.7	5.9	2.8	TF	-0.6	1.4	2.8	8.6	-3.6	5.5	9.2	10.1	7.9	7.4	6.5	1.6
50	50 Philippines	TF	2.0	2.6	3.5	3.9	4.3	4.7	9.1	9.6	TF	10.8	11.4	12.1	4.4	12.5	9.2	2.5	2.4	16.0	7.0	3.9	9.0

Source: World Tourism Organization (UNWTO) ©

(Data as collected by UNWTO April 2014)

See box at page 'Annex-1' for explanation of abbreviations and signs used, and corresponding notes in the tables of the regions

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 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 values in US dollars reported from year to year. When the dollar depreciates against for instance the euro, worldwide receipts expressed in dollars relatively increase, and vice versa in the case the dollar appreciates.

In 2013, the US dollar (and pegged currencies such as from some destinations in the Caribbean or the Middle East) depreciated against the euro and a range of other currencies. Versus the euro the depreciation was 3% on average for the year (see table below), so expressed in US dollar terms values in euro were some 3% higher than in the previous year.

Exchange rate US\$ to euro and vice versa, average for the year

	US\$ to euro	change (%)	euro to US\$	change (%)
2005	0.8038		1.2441	
2006	0.7964	-0.9	1.2556	0.9
2007	0.7297	-8.4	1.3705	9.2
2008	0.6799	-6.8	1.4708	7.3
2009	0.7169	5.4	1.3948	-5.2
2010	0.7543	5.2	1.3257	-5.0
2011	0.7184	-4.8	1.3920	5.0
2012	0.7783	8.3	1.2848	-7.7
2013	0.7530	-3.3	1.3281	3.4

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 Tourism Receipts (US\$ billion)

Rank		Full year						Monthly/quarterly data series																
		US\$						Local currencies, current prices (% change over same period of the previous year)																
		2000	2005	2010	2011	2012	2013*	Series	11/10	12/11	13*/12	2013*				2012								
'13	'12	(billion)										Q1	Q2	Q3	Q4	Oct	Nov	Dec	Q1	Q2	Q3	Q4		
		<b>World</b>	476	681	931	1,042	1,078	1,159																
1	1	United States	82.9	82.2	103.5	115.6	126.2	139.6	sa	11.7	9.2	10.6	12.1	10.4	9.6	10.3	11.5	7.6	11.9	10.4	8.5	7.5	10.6	
2	2	Spain	30.0	48.0	52.5	60.0	56.3	60.4		8.8	1.5	3.9	2.0	3.9	3.6	6.1	5.2	5.3	8.9	1.7	0.8	3.1	-0.4	
3	3	France	33.0	44.0	47.0	54.8	53.6	56.1		10.9	6.0	1.3	-4.6	4.8	4.2	-4.3	-5.3	-3.4	-3.9	13.5	2.7	1.2	15.5	
4	4	China	16.2	29.3	45.8	48.5	50.0	51.7	\$	5.8	3.2	3.3	3.9	-7.5	-5.4	2.2	2.1	-1.3	6.0	9.2	3.9	0.5	0.2	
5	5	Macao (China)	3.2	7.9	27.8	38.5	43.7	51.6		38.6	13.2	18.1	8.4	11.0	12.7	43.1				8.0	8.0	8.0	38.4	
6	6	Italy	27.5	35.4	38.8	43.0	41.2	43.9		5.6	3.8	3.1	-2.6	4.7	4.9	2.2	3.0	-2.6	6.6	-0.3	3.3	4.1	7.6	
7	9	Thailand	7.5	9.6	20.1	27.2	33.8	42.1		30.5	26.7	23.1	22.8	27.9	32.6	12.7				19.5	22.3	17.0	48.0	
8	7	Germany	18.7	29.2	34.7	38.9	38.1	41.2		6.8	6.3	4.5	5.2	4.2	3.1	6.1	9.2	4.9	3.8	10.5	7.5	5.7	2.5	
9	8	United Kingdom	21.9	30.7	32.4	35.1	36.2	40.6	sa	4.4	4.8	13.2	19.5	15.0	8.1	10.8				4.5	1.4	9.4	4.0	
10	10	Hong Kong (China)	5.9	10.3	22.2	28.5	33.1	38.9		28.4	15.8	17.7	20.2	28.3	15.7	9.2				17.7	19.6	11.3	15.5	
11	11	Australia	9.4	16.7	28.4	31.3	31.7	31.0		-2.0	0.9	4.7	3.9	2.3	4.6	7.9	5.9	7.5	10.7	0.6	0.2	1.7	1.0	
12	12	Turkey	7.6	19.2	22.6	25.1	25.3	28.0	\$	10.9	1.2	10.5	31.1	18.3	4.1	3.2	4.9	-1.0	4.5	-8.6	4.4	-4.7	13.8	
13	13	Malaysia	5.0	8.8	18.1	19.7	20.2	21.0		3.1	4.0	5.9	15.7	8.7	-2.6	3.5				3.0	6.9	0.6	5.7	
14	15	Austria	9.8	16.1	18.6	19.9	18.9	20.1		1.7	3.1	2.9	5.6	-4.6	3.8	2.8				2.3	6.1	1.9	3.7	
15	14	Singapore	5.1	6.2	14.2	18.1	19.0	19.0		17.7	4.5	-0.2	-5.0	1.8	8.7	-5.7				13.4	3.8	-5.5	7.4	
16	16	India	3.5	7.5	14.5	17.7	18.0	18.4		19.6	21.8	12.0	21.2	8.5	10.1	7.7	4.4	7.3	10.7	31.7	15.9	19.9	19.3	
17	17	Canada	10.8	13.7	15.8	16.8	17.4	17.7		1.9	4.6	4.7	6.3	2.8	4.0	6.4				10.7	4.0	1.1	5.5	
18	18	Switzerland	6.6	10.0	14.7	17.1	16.0	16.5		-1.1	-1.3	2.4	1.6	3.1	4.1	0.2				-4.1	-2.0	-1.8	3.3	
19	22	Greece	9.2	13.3	12.7	14.6	13.4	15.9		9.3	-0.6	14.9	-2.7	19.9	13.8	15.7	20.2	-1.4	15.6	-11.6	-2.9	2.5	-7.5	
20	20	Netherlands	7.2	10.5	12.9	14.3	13.7	15.6		6.1	3.8	9.7	15.4	3.2	12.7	8.8				7.8	5.0	0.5	2.9	
21	19	Japan	3.4	6.6	13.2	11.0	14.6	14.9		-24.5	32.9	25.3	11.1	22.8	29.6	37.5	42.5	36.2	33.8	13.9	97.2	33.4	9.9	
22	21	Korea, Republic of	6.8	5.8	10.3	12.5	13.4	14.3	\$	20.8	7.6	6.3	-3.3	-8.7	12.0	28.6	24.0	25.3	37.6	32.4	43.5	-10.4	-16.6	
23	24	Mexico	8.3	11.8	12.0	11.9	12.7	13.8	\$	-1.0	7.3	8.5	7.3	7.2	10.4	9.3	13.3	10.6	6.0	7.0	5.4	7.1	9.7	
24	23	Belgium	6.6	9.9	12.1	13.1	13.0	13.5		2.8	7.5	0.4	1.3	5.3	-2.0	-2.6	-1.2	-2.3	-4.2	4.8	6.2	12.1	6.3	
25	25	Taiwan (pr. of China)	3.7	5.0	8.7	11.1	11.8	12.7	\$	26.9	6.4	7.7	4.5	10.3	21.7	-3.7				16.1	6.1	4.1	0.8	
26	26	Portugal	5.2	7.7	10.1	11.3	11.1	12.3		7.2	5.6	7.5	7.3	8.9	6.4	8.0	5.8	6.9	11.8	7.2	4.1	5.8	5.8	
27	29	Russian Federation	3.4	5.9	8.8	11.3	10.8	12.0	\$	28.3	-5.0	11.4	18.4	16.4	10.1	2.4				6.7	-11.1	-8.3	-2.8	
28	28	Sweden	4.1	6.8	8.7	10.4	10.8	11.5		8.2	8.0	2.6	5.8	-1.0	-1.2	9.0				15.8	12.0	3.3	3.9	
29	27	Poland	5.7	6.3	9.5	10.7	10.9	10.9		9.1	13.4	1.1	-1.9	1.4	-0.8	6.4				23.1	15.6	12.6	4.3	
30	30	Untd Arab Emirates	1.1	3.2	8.6	9.2	10.4	..		7.3	12.8	..												
31	33	Croatia	2.8	7.4	8.3	9.2	8.8	9.6	€	6.2	3.7	4.9	5.9	4.8	4.7	6.0				5.5	4.7	3.3	2.5	
32	34	Indonesia	5.0	4.5	7.0	8.0	8.3	9.3	\$	15.0	4.1	12.2	8.4	12.4	15.1	12.8				9.6	2.8	-1.0	5.1	
33	31	South Africa	2.7	7.5	9.1	9.5	10.0	9.2	sa	4.4	18.4	8.7	7.9	5.4	7.1	14.4				25.8	26.5	15.2	8.2	
34	35	Saudi Arabia	..	4.6	6.7	8.5	7.4	7.7		26.0	-12.1	2.9	19.9	3.0	3.0	-6.8				8.8	-14.7	-33.5	-3.1	
35	38	Vietnam	..	2.3	4.5	5.7	6.8	7.5	\$	28.3	19.6	9.9												
36	36	New Zealand	2.9	6.5	6.5	7.3	7.1	7.5		2.7	-5.3	3.6	1.4	1.5	6.9	5.7				-3.7	-2.0	-4.1	-11.0	
37	37	Czech Rep	3.0	4.8	7.1	7.6	7.0	7.1		-0.2	1.5	0.1	1.0	0.8	-3.9	2.5				15.5	0.4	0.9	-6.9	
38	41	Denmark	3.7	5.3	5.9	6.8	6.6	7.0		10.6	4.5	2.9	6.4	1.1	1.9	4.1				7.6	3.9	3.6	4.4	
39	39	Morocco	2.0	4.6	6.7	7.3	6.7	6.9		4.4	-1.8	-0.4	-1.8	2.6	2.7	-6.9	1.6	-15.4	-7.9	-1.6	-3.3	-6.2	5.9	
40	40	Brazil	1.8	3.9	5.7	6.6	6.6	6.7	\$	15.0	1.4	1.0	0.0	0.6	2.2	1.5	-3.1	4.6	3.0	9.8	1.7	-2.1	-4.4	
41	32	Egypt	4.3	6.9	12.5	8.7	9.9	6.0	\$	-30.5	14.2	-39.2	23.3	-28.4	-64.7	-67.8				12.9	25.9	-2.3	24.7	
42	42	Lebanon	..	5.5	7.9	6.5	6.0	..	\$	-16.7	-7.8	..								-5.9	5.1	-10.2	-18.8	
43	43	Israel	4.1	2.9	5.1	5.3	5.5	5.7	\$	3.9	3.6	3.1	-4.4	3.0	1.2	12.1	9.2	9.3	20.9	-1.0	2.8	8.2	4.3	
44	44	Norway	2.2	3.5	4.7	5.3	5.4	5.7		4.6	6.4	5.1	2.0	3.3	5.9	8.5				9.8	6.2	4.8	6.0	
45	47	Dominican Rp	2.9	3.5	4.2	4.4	4.7	5.1	\$	5.4	6.8	8.1	-1.4	8.4	13.7	14.8				9.0	10.2	6.9	0.6	
46	45	Hungary	3.8	4.1	5.4	5.6	4.8	5.1		0.3	-2.8	4.8	-2.7	12.5	2.3	6.1				7.4	-5.6	0.7	-11.7	
47	46	Ukraine	0.4	3.1	3.8	4.3	4.8	5.1	\$	13.4	12.8	5.0	-1.4	2.5	8.9	1.3				12.7	11.5	13.5	12.4	
48	48	Luxembourg	1.8	3.6	4.1	4.8	4.6	4.8		11.7	3.5	1.0	2.2	0.4	-2.2	3.7				0.5	2.9	9.2	1.4	
49	50	Philippines	2.2	2.3	2.6	3.2	4.1	4.7	\$	21.3	27.3	15.3	16.1	14.5	28.7	4.9	13.2	-5.1	7.4	53.4	25.5	4.2	26.9	
50	51	Ireland	2.6	4.8	4.1	4.2	3.9	4.4		-3.1	0.4	10.4	11.9	2.6	17.9	7.3				16.6	1.2	-9.0	5.2	

Source: World Tourism Organization (UNWTO) ©

(Data as collected by UNWTO April 2014)

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

## International Tourism Receipts (euro billion)

Rank		Full year						Monthly/quarterly data series																
		euro						Local currencies, current prices (% change over same period of the previous year)																
		2000	2005	2010	2011	2012	2013*	Series	11/10	12/11	13*/12	2013*				2012								
'13	'12	(billion)										Q1	Q2	Q3	Q4	Oct	Nov	Dec	Q1	Q2	Q3	Q4		
		World	515	548	702	749	839	873																
1	1	United States	89.7	66.0	78.0	83.0	98.2	105.1	sa	11.7	9.2	10.6	12.1	10.4	9.6	10.3	11.5	7.6	11.9	10.4	8.5	7.5	10.6	
2	2	Spain	32.4	38.6	39.6	43.1	43.8	45.5		8.8	1.5	3.9	2.0	3.9	3.6	6.1	5.2	5.3	8.9	1.7	0.8	3.1	-0.4	
3	3	France	35.7	35.4	35.5	39.3	41.7	42.2		10.9	6.0	1.3	-4.6	4.8	4.2	-4.3	-5.3	-3.4	-3.9	13.5	2.7	1.2	15.5	
4	4	China	17.6	23.5	34.6	34.8	38.9	38.9	\$	5.8	3.2	3.3	3.9	-7.5	-5.4	2.2	2.1	-1.3	6.0	9.2	3.9	0.5	0.2	
5	5	Macao (China)	3.5	6.4	21.0	27.6	34.0	38.9		38.6	13.2	18.1	8.4	11.0	12.7	43.1				8.0	8.0	8.0	38.4	
6	6	Italy	29.8	28.5	29.3	30.9	32.1	33.1		5.6	3.8	3.1	-2.6	4.7	4.9	2.2	3.0	-2.6	6.6	-0.3	3.3	4.1	7.6	
7	9	Thailand	8.1	7.7	15.2	19.5	26.3	31.7		30.5	26.7	23.1	22.8	27.9	32.6	12.7				19.5	22.3	17.0	48.0	
8	7	Germany	20.2	23.4	26.2	27.9	29.7	31.0		6.8	6.3	4.5	5.2	4.2	3.1	6.1	9.2	4.9	3.8	10.5	7.5	5.7	2.5	
9	8	United Kingdom	23.7	24.7	24.4	25.2	28.2	30.6	sa	4.4	4.8	13.2	19.5	15.0	8.1	10.8				4.5	1.4	9.4	4.0	
10	10	Hong Kong (China)	6.4	8.3	16.7	20.4	25.7	29.3		28.4	15.8	17.7	20.2	28.3	15.7	9.2				17.7	19.6	11.3	15.5	
11	11	Australia	10.1	13.5	21.4	22.5	24.7	23.3		-2.0	0.9	4.7	3.9	2.3	4.6	7.9	5.9	7.5	10.7	0.6	0.2	1.7	1.0	
12	12	Turkey	8.3	15.4	17.0	18.0	19.7	21.1	\$	10.9	1.2	10.5	31.1	18.3	4.1	3.2	4.9	-1.0	4.5	-8.6	4.4	-4.7	13.8	
13	13	Malaysia	5.4	7.1	13.7	14.1	15.8	15.8		3.1	4.0	5.9	15.7	8.7	-2.6	3.5				3.0	6.9	0.6	5.7	
14	15	Austria	10.6	12.9	14.0	14.3	14.7	15.1		1.7	3.1	2.9	5.6	-4.6	3.8	2.8				2.3	6.1	1.9	3.7	
15	14	Singapore	5.6	5.0	10.7	13.0	14.8	14.3		17.7	4.5	-0.2	-5.0	1.8	8.7	-5.7				13.4	3.8	-5.5	7.4	
16	16	India	3.7	6.0	10.9	12.7	14.0	13.9		19.6	21.8	12.0	21.2	8.5	10.1	7.7	4.4	7.3	10.7	31.7	15.9	19.9	19.3	
17	17	Canada	11.7	11.0	11.9	12.1	13.5	13.3		1.9	4.6	4.7	6.3	2.8	4.0	6.4				10.7	4.0	1.1	5.5	
18	18	Switzerland	7.2	8.1	11.1	12.3	12.4	12.5		-1.1	-1.3	2.4	1.6	3.1	4.1	0.2				-4.1	-2.0	-1.8	3.3	
19	22	Greece	10.0	10.7	9.6	10.5	10.4	12.0		9.3	-0.6	14.9	-2.7	19.9	13.8	15.7	20.2	-1.4	15.6	-11.6	-2.9	2.5	-7.5	
20	20	Netherlands	7.8	8.4	9.7	10.3	10.7	11.7		6.1	3.8	9.7	15.4	3.2	12.7	8.8				7.8	5.0	0.5	2.9	
21	19	Japan	3.7	5.3	10.0	7.9	11.3	11.2		-24.5	32.9	25.3	11.1	22.8	29.6	37.5	42.5	36.2	33.8	13.9	97.2	33.4	9.9	
22	21	Korea, Republic of	7.4	4.7	7.8	9.0	10.5	10.7	\$	20.8	7.6	6.3	-3.3	-8.7	12.0	28.6	24.0	25.3	37.6	32.4	43.5	-10.4	-16.6	
23	24	Mexico	9.0	9.5	9.0	8.5	9.9	10.4	\$	-1.0	7.3	8.5	7.3	7.2	10.4	9.3	13.3	10.6	6.0	7.0	5.4	7.1	9.7	
24	23	Belgium	7.1	7.9	9.2	9.4	10.1	10.2		2.8	7.5	0.4	1.3	5.3	-2.0	-2.6	-1.2	-2.3	-4.2	4.8	6.2	12.1	6.3	
25	25	Taiwan (pr. of China)	4.0	4.0	6.6	7.9	9.2	9.5	\$	26.9	6.4	7.7	4.5	10.3	21.7	-3.7				16.1	6.1	4.1	0.8	
26	26	Portugal	5.7	6.2	7.6	8.1	8.6	9.2		7.2	5.6	7.5	7.3	8.9	6.4	8.0	5.8	6.9	11.8	7.2	4.1	5.8	5.8	
27	29	Russian Federation	3.7	4.7	6.7	8.1	8.4	9.0	\$	28.3	-5.0	11.4	18.4	16.4	10.1	2.4				6.7	-11.1	-8.3	-2.8	
28	28	Sweden	4.4	5.5	6.5	7.5	8.4	8.6		8.2	8.0	2.6	5.8	-1.0	-1.2	9.0				15.8	12.0	3.3	3.9	
29	27	Poland	6.1	5.0	7.2	7.7	8.5	8.2		9.1	13.4	1.1	-1.9	1.4	-0.8	6.4				23.1	15.6	12.6	4.3	
30	30	Untd Arab Emirates	1.2	2.6	6.5	6.6	8.1	..		7.3	12.8	..												
31	33	Croatia	3.0	5.9	6.2	6.6	6.9	7.2	€	6.2	3.7	4.9	5.9	4.8	4.7	6.0				5.5	4.7	3.3	2.5	
32	34	Indonesia	5.4	3.6	5.2	5.7	6.5	7.0	\$	15.0	4.1	12.2	8.4	12.4	15.1	12.8				9.6	2.8	-1.0	5.1	
33	31	South Africa	2.9	6.0	6.8	6.9	7.8	7.0	sa	4.4	18.4	8.7	7.9	5.4	7.1	14.4				25.8	26.5	15.2	8.2	
34	35	Saudi Arabia	..	3.7	5.1	6.1	5.8	5.8		26.0	-12.1	2.9	19.9	3.0	3.0	-6.8				8.8	-14.7	-33.5	-3.1	
35	38	Vietnam	..	1.8	3.4	4.1	5.3	5.6	\$	28.3	19.6	9.9												
36	36	New Zealand	3.1	5.2	4.9	5.3	5.5	5.6		2.7	-5.3	3.6	1.4	1.5	6.9	5.7				-3.7	-2.0	-4.1	-11.0	
37	37	Czech Rep	3.2	3.9	5.4	5.5	5.5	5.3		-0.2	1.5	0.1	1.0	0.8	-3.9	2.5				15.5	0.4	0.9	-6.9	
38	41	Denmark	4.0	4.2	4.4	4.9	5.1	5.2		10.6	4.5	2.9	6.4	1.1	1.9	4.1				7.6	3.9	3.6	4.4	
39	39	Morocco	2.2	3.7	5.1	5.2	5.2	5.2		4.4	-1.8	-0.4	-1.8	2.6	2.7	-6.9	1.6	-15.4	-7.9	-1.6	-3.3	-6.2	5.9	
40	40	Brazil	2.0	3.1	4.3	4.7	5.2	5.1	\$	15.0	1.4	1.0	0.0	0.6	2.2	1.5	-3.1	4.6	3.0	9.8	1.7	-2.1	-4.4	
41	32	Egypt	4.7	5.5	9.4	6.3	7.7	4.6	\$	-30.5	14.2	-39.2	23.3	-28.4	-64.7	-67.8				12.9	25.9	-2.3	24.7	
42	42	Lebanon	..	4.4	5.9	4.7	4.7	..	\$	-16.7	-7.8	..								-5.9	5.1	-10.2	-18.8	
43	43	Israel	4.5	2.3	3.9	3.8	4.3	4.3	\$	3.9	3.6	3.1	-4.4	3.0	1.2	12.1	9.2	9.3	20.9	-1.0	2.8	8.2	4.3	
44	44	Norway	2.3	2.8	3.6	3.8	4.2	4.3		4.6	6.4	5.1	2.0	3.3	5.9	8.5				9.8	6.2	4.8	6.0	
45	47	Dominican Rp	3.1	2.8	3.2	3.2	3.7	3.9	\$	5.4	6.8	8.1	-1.4	8.4	13.7	14.8				9.0	10.2	6.9	0.6	
46	45	Hungary	4.1	3.3	4.1	4.0	3.8	3.8		0.3	-2.8	4.8	-2.7	12.5	2.3	6.1				7.4	-5.6	0.7	-11.7	
47	46	Ukraine	0.4	2.5	2.9	3.1	3.8	3.8	\$	13.4	12.8	5.0	-1.4	2.5	8.9	1.3				12.7	11.5	13.5	12.4	
48	48	Luxembourg	2.0	2.9	3.1	3.5	3.6	3.6		11.7	3.5	1.0	2.2	0.4	-2.2	3.7				0.5	2.9	9.2	1.4	
49	50	Philippines	2.3	1.8	2.0	2.3	3.2	3.5		21.3	27.3	15.3	16.1	14.5	28.7	4.9	13.2	-5.1	7.4	53.4	25.5	4.2	26.9	
50	51	Ireland	2.9	3.9	3.1	3.0	3.0	3.3		-3.1	0.4	10.4	11.9	2.6	17.9	7.3				16.6	1.2	-9.0	5.2	

Source: World Tourism Organization (UNWTO) ©

(Data as collected by UNWTO April 2014)

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

## International Tourism Expenditure (US\$ billion)

Rank		Full year						Monthly/quarterly data series																
		US\$						Local currencies, current prices (% change over same period of the previous year)																
		2000	2005	2010	2011	2012	2013*	Series	11/10	12/11	13*/12	2013*				2012								
'13	'12	(billion)										Q1	Q2	Q3	Q4	Oct	Nov	Dec	Q1	Q2	Q3	Q4		
		<b>World</b>	<b>476</b>	<b>681</b>	<b>931</b>	<b>1,042</b>	<b>1,078</b>	<b>1,159</b>																
1	1	China	13.1	21.8	54.9	72.6	102.0	128.6	\$	32.3	40.5	26.1	39.6	21.2	25.5	20.3					25.0	54.5	46.0	36.1
2	2	United States	65.4	69.9	75.5	78.2	83.5	86.2	sa	3.6	6.7	3.3	0.7	1.8	3.9	7.1	5.9	5.0	10.5	10.7	7.9	4.9	3.5	
3	3	Germany	53.0	74.4	78.1	85.9	81.3	85.9		4.7	2.5	2.3	3.1	3.4	2.3	0.2	0.4	-4.7	6.5	5.9	1.3	3.6	-0.6	
4	5	Russian Federation	8.8	17.0	26.7	32.9	42.8	53.5	\$	23.3	30.1	24.9	24.8	34.2	26.7	13.2					36.0	25.5	28.9	32.3
5	4	United Kingdom	38.4	59.6	50.0	51.0	51.3	52.6	sa	-1.6	2.1	3.5	0.5	3.1	4.2	6.3					3.5	1.1	3.4	0.5
6	6	France	22.6	31.8	38.8	44.9	39.1	42.4		10.3	-5.8	4.9	5.2	0.6	7.7	5.7	30.9	-20.1	11.4	-8.6	-3.5	-1.4	-12.1	
7	7	Canada	12.4	18.0	29.7	33.4	35.0	35.2		7.6	6.2	3.2	4.2	2.7	2.7	3.3					8.0	9.2	3.0	4.2
8	8	Australia	6.4	11.8	22.5	27.3	28.0	28.4		7.9	2.1	8.8	1.1	8.8	13.8	10.6	9.7	11.0	11.4	4.7	0.8	0.1	3.3	
9	10	Italy	15.7	22.4	27.1	28.7	26.4	27.0		0.8	-0.3	-1.0	-3.6	1.4	-1.5	-0.2	3.0	-4.8	1.4	-4.1	-0.7	-0.4	4.2	
10	12	Brazil	3.9	4.7	16.4	21.3	22.2	25.1	\$	29.5	4.6	12.9	11.2	17.0	16.2	7.6	9.9	1.9	10.5	13.2	-3.1	-5.1	15.9	
11	11	Singapore	4.5	10.1	18.7	21.5	23.6	24.6		6.0	9.3	4.1	6.6	3.5	5.0	1.7					10.4	8.0	9.2	10.7
12	9	Japan	31.9	27.3	27.9	27.2	27.9	22.0		-11.2	2.4	-3.6	-4.3	-8.9	-4.4	3.6	3.1	0.7	6.9	-2.5	15.0	2.2	-2.5	
13	14	Belgium	9.4	15.0	18.9	20.5	20.2	21.8		3.5	6.5	4.5	7.5	9.0	0.8	3.2	1.6	-0.5	8.1	5.2	7.7	8.3	3.7	
14	13	Korea, Republic of	7.1	15.4	18.8	19.9	20.6	21.7	\$	6.2	3.6	5.0	2.6	5.7	7.0	4.5	3.9	0.9	8.3	2.0	-5.2	2.2	16.9	
15	16	Hong Kong (China)	12.5	13.3	17.4	19.0	20.1	21.0		9.8	5.2	4.7	7.0	0.4	4.1	7.4					8.7	5.3	2.9	4.2
16	15	Netherlands	12.2	16.2	19.6	20.5	20.2	20.5		-0.4	6.5	-1.8	-1.4	-1.2	-5.1	3.6					4.8	10.8	7.4	1.2
17	18	Norway	4.6	9.7	13.5	15.8	16.5	18.4		8.3	8.9	12.3	6.5	8.4	14.5	19.8					10.7	6.3	10.9	7.6
18	17	Saudi Arabia	..	9.1	21.1	17.3	17.0	17.7		-18.3	-1.4	3.7	-3.4	-20.7	8.1	38.3					17.3	12.2	-17.7	-12.0
19	19	Sweden	8.0	10.5	13.1	15.2	15.8	17.6		5.2	8.0	7.1	3.4	8.1	4.2	13.0					11.0	6.2	6.5	8.7
20	20	Spain	6.0	15.1	16.8	17.2	15.3	16.3		-2.5	-3.5	2.8	-3.7	-1.0	5.1	8.6	6.1	10.1	9.8	-5.5	3.3	-4.6	-6.0	
21	21	Untd Arab Emirates	3.0	6.2	11.8	13.2	15.1	..		11.8	14.1	..												
22	22	Switzerland	5.4	8.8	11.2	13.7	13.8	14.9		4.2	6.7	6.8	23.8	4.1	-1.5	8.9					3.8	7.3	9.4	4.7
23	25	Taiwan (pr. of China)	8.1	8.7	9.4	10.1	10.6	12.3	\$	8.1	5.1	15.7	10.9	18.0	17.5	16.3					2.8	4.7	-1.1	15.7
24	24	Malaysia	2.1	3.7	8.3	10.2	11.5	11.9		16.7	14.3	5.6	8.3	4.4	4.9	5.0					19.2	22.7	12.4	5.4
25	23	India	2.7	6.2	10.5	13.7	12.3	11.6		33.4	2.9	3.0	-9.5	0.0	16.9	4.6					13.3	8.4	2.2	-9.3
26	28	Kuwait	2.5	4.5	6.4	8.4	9.0	10.4		25.2	9.2	17.6	6.3	26.7	23.7	15.6								
27	26	Austria	6.3	9.3	10.2	10.5	10.1	10.3		-2.4	3.9	-1.1	-6.0	-3.0	-2.5	11.2					26.3	10.4	-3.1	-6.8
28	27	Denmark	4.7	6.9	9.0	10.0	9.6	10.1		5.9	3.5	2.1	2.8	2.2	1.6	2.1					5.1	1.9	4.2	3.1
29	30	Mexico	5.5	7.6	7.3	7.8	8.4	9.1	\$	8.0	7.9	7.2	7.7	3.3	9.9	7.4	14.4	-1.1	9.8	6.8	2.5	8.9	12.5	
30	29	Poland	3.3	5.5	8.6	8.5	8.7	8.7		-3.9	14.5	0.9	-4.0	-1.6	2.6	6.0					30.3	16.4	18.0	-4.0
31	31	Indonesia	3.2	3.6	6.4	6.3	6.8	7.3	\$	-2.2	8.2	8.2	19.9	12.2	12.1	-4.8					9.4	8.7	7.5	7.7
32	34	Thailand	2.8	3.8	5.6	5.7	6.2	6.7		-2.1	10.9	5.7	8.7	0.8	7.0	6.6					2.4	16.4	8.2	17.4
33	38	Qatar	0.3	1.8	0.5	1.8	5.6	6.6		236	213	17.1	1.7	14.0	27.7	23.9					601	167	207	136
34	32	Iran	0.7	3.7	9.7	9.8	6.6	..	\$	1.3	-33.0	..												
35	33	Philippines	1.6	1.3	3.4	5.4	6.5	6.5	\$	57.1	22.0	-0.5	-15.2	-21.4	3.4	29.1	12.2	39.7	38.4	-12.1	40.4	42.7	21.4	
36	36	Ireland	2.5	6.1	7.1	6.7	5.9	6.1		-10.1	-4.3	-0.1	0.7	-1.9	-0.4	1.7					-21.0	-8.2	10.0	-3.7
37	35	Nigeria	0.6	0.2	5.6	6.7	6.2	5.9	\$	18.1	-7.0	-4.4	-40.7	-17.5	25.1	38.4					105	43.0	-37.1	-48.9
38	39	Ukraine	0.5	2.8	3.7	4.5	5.1	5.8	\$	19.2	14.4	12.9	16.1	10.9	10.8	15.2					16.7	16.1	8.6	18.8
39	37	Argentina	4.4	2.8	4.9	5.5	5.9	5.7	\$	13.6	6.5	-2.9	-5.4	-14.6	3.3	8.4					15.1	18.1	0.6	-9.8
40	40	Finland	1.9	3.1	4.3	4.9	4.9	5.2		7.7	8.6	3.7	6.0	5.0	4.0	0.0					5.5	6.7	13.3	8.8
41	42	Turkey	1.7	3.1	5.2	4.9	4.1	4.8	\$	-6.0	-16.2	17.7	47.4	4.7	17.8	11.3	27.8	-9.6	16.7	-36.7	-16.3	-12.2	0.2	
42	41	Czech Rep	1.3	2.4	4.1	4.6	4.3	4.6		3.8	4.4	6.9	-0.9	7.5	13.5	6.6					12.2	-3.0	-0.5	11.3
43	45	Portugal	2.2	3.1	3.9	4.1	3.8	4.1		0.7	-0.9	5.9	3.2	6.8	7.0	6.3	6.9	5.7	6.2	0.4	-3.7	-2.2	2.4	
44	46	Israel	2.8	2.9	3.7	3.8	3.8	4.0	\$	3.5	-2.2	5.6	13.4	3.9	2.6	7.1					10.3	-3.8	-0.4	-12.7
45	44	Lebanon	..	2.9	4.5	4.0	3.9	..	\$	-11.3	-1.9	..									-11.2	9.2	-1.5	-3.0
46	47	New Zealand	1.2	2.7	3.0	3.4	3.7	3.9		3.5	5.2	2.9	-0.9	3.5	4.9	3.3					9.1	2.4	4.0	6.3
47	48	Luxembourg	1.3	3.0	3.6	3.8	3.6	3.8		1.8	2.2	2.8	4.2	-0.4	2.3	5.7					3.1	1.7	1.6	2.9
48	43	South Africa	2.1	3.4	5.6	5.2	4.1	3.4	sa	-6.9	-12.2	-0.9	-4.2	8.0	-4.5	-1.9					-13.7	-24.1	-7.4	-2.6
49	50	Egypt	1.1	1.6	2.2	2.2	2.6	3.0	\$	-1.7	18.9	15.1	11.9	41.0	17.3	-5.7					51.5	18.9	15.5	3.4
50	49	Colombia	1.1	1.1	1.8	2.2	2.6	3.0	\$	22.8	17.1	13.9	15.9	22.0	19.6	0.9					32.8	10.1	21.3	8.1

Source: World Tourism Organization (UNWTO) ©

(Data as collected by UNWTO April 2014)

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

## International Tourism Expenditure (euro billion)

Rank		Full year						Monthly/quarterly data series																
		euro						Local currencies, current prices (% change over same period of the previous year)																
		2000	2005	2010	2011	2012	2013*	Series	11/10	12/11	13*/12	2013*				2012								
'13	'12	(billion)										Q1	Q2	Q3	Q4	Oct	Nov	Dec	Q1	Q2	Q3	Q4		
		World	515	548	702	749	839	873																
1	1	China	14.2	17.5	41.4	52.1	79.4	96.8	\$	32.3	40.5	26.1	39.6	21.2	25.5	20.3					25.0	54.5	46.0	36.1
2	2	United States	70.8	56.2	57.0	56.2	65.0	64.9	sa	3.6	6.7	3.3	0.7	1.8	3.9	7.1	5.9	5.0	10.5	10.7	7.9	4.9	3.5	
3	3	Germany	57.4	59.8	58.9	61.7	63.2	64.7		4.7	2.5	2.3	3.1	3.4	2.3	0.2	0.4	-4.7	6.5	5.9	1.3	3.6	-0.6	
4	5	Russian Federation	9.6	13.6	20.1	23.6	33.3	40.2	\$	23.3	30.1	24.9	24.8	34.2	26.7	13.2					36.0	25.5	28.9	32.3
5	4	United Kingdom	41.6	47.9	37.7	36.6	40.0	39.6	sa	-1.6	2.1	3.5	0.5	3.1	4.2	6.3					3.5	1.1	3.4	0.5
6	6	France	24.5	25.6	29.2	32.3	30.4	31.9		10.3	-5.8	4.9	5.2	0.6	7.7	5.7	30.9	-20.1	11.4	-8.6	-3.5	-1.4	-12.1	
7	7	Canada	13.5	14.5	22.4	24.0	27.3	26.5		7.6	6.2	3.2	4.2	2.7	2.7	3.3					8.0	9.2	3.0	4.2
8	8	Australia	6.9	9.4	17.0	19.6	21.8	21.4		7.9	2.1	8.8	1.1	8.8	13.8	10.6	9.7	11.0	11.4	4.7	0.8	0.1	3.3	
9	10	Italy	17.0	18.0	20.4	20.6	20.5	20.3		0.8	-0.3	-1.0	-3.6	1.4	-1.5	-0.2	3.0	-4.8	1.4	-4.1	-0.7	-0.4	4.2	
10	12	Brazil	4.2	3.8	12.4	15.3	17.3	18.9	\$	29.5	4.6	12.9	11.2	17.0	16.2	7.6	9.9	1.9	10.5	13.2	-3.1	-5.1	15.9	
11	11	Singapore	4.9	8.1	14.1	15.4	18.4	18.5		6.0	9.3	4.1	6.6	3.5	5.0	1.7				10.4	8.0	9.2	10.7	
12	9	Japan	34.5	22.0	21.0	19.5	21.7	16.6		-11.2	2.4	-3.6	-4.3	-8.9	-4.4	3.6	3.1	0.7	6.9	-2.5	15.0	2.2	-2.5	
13	14	Belgium	10.2	12.0	14.3	14.8	15.7	16.4		3.5	6.5	4.5	7.5	9.0	0.8	3.2	1.6	-0.5	8.1	5.2	7.7	8.3	3.7	
14	13	Korea, Republic of	7.7	12.4	14.2	14.3	16.1	16.3	\$	6.2	3.6	5.0	2.6	5.7	7.0	4.5	3.9	0.9	8.3	2.0	-5.2	2.2	16.9	
15	16	Hong Kong (China)	13.5	10.7	13.1	13.7	15.6	15.8		9.8	5.2	4.7	7.0	0.4	4.1	7.4				8.7	5.3	2.9	4.2	
16	15	Netherlands	13.2	13.0	14.8	14.7	15.7	15.4		-0.4	6.5	-1.8	-1.4	-1.2	-5.1	3.6				4.8	10.8	7.4	1.2	
17	18	Norway	5.0	7.8	10.2	11.3	12.9	13.9		8.3	8.9	12.3	6.5	8.4	14.5	19.8				10.7	6.3	10.9	7.6	
18	17	Saudi Arabia	..	7.3	15.9	12.4	13.2	13.3		-18.3	-1.4	3.7	-3.4	-20.7	8.1	38.3				17.3	12.2	-17.7	-12.0	
19	19	Sweden	8.7	8.5	9.8	11.0	12.3	13.2		5.2	8.0	7.1	3.4	8.1	4.2	13.0				11.0	6.2	6.5	8.7	
20	20	Spain	6.5	12.1	12.7	12.3	11.9	12.2		-2.5	-3.5	2.8	-3.7	-1.0	5.1	8.6	6.1	10.1	9.8	-5.5	3.3	-4.6	-6.0	
21	21	Untd Arab Emirates	3.3	5.0	8.9	9.5	11.7	..		11.8	14.1	..												
22	22	Switzerland	5.9	7.1	8.4	9.8	10.7	11.2		4.2	6.7	6.8	23.8	4.1	-1.5	8.9				3.8	7.3	9.4	4.7	
23	25	Taiwan (pr. of China)	8.8	7.0	7.1	7.3	8.3	9.3	\$	8.1	5.1	15.7	10.9	18.0	17.5	16.3				2.8	4.7	-1.1	15.7	
24	24	Malaysia	2.2	3.0	6.3	7.3	9.0	9.0		16.7	14.3	5.6	8.3	4.4	4.9	5.0				19.2	22.7	12.4	5.4	
25	23	India	2.9	5.0	7.9	9.8	9.6	8.7		33.4	2.9	3.0	-9.5	0.0	16.9	4.6				13.3	8.4	2.2	-9.3	
26	28	Kuwait	2.7	3.6	4.9	6.0	7.0	7.9		25.2	9.2	17.6	6.3	26.7	23.7	15.6								
27	26	Austria	6.8	7.5	7.7	7.5	7.8	7.7		-2.4	3.9	-1.1	-6.0	-3.0	-2.5	11.2				26.3	10.4	-3.1	-6.8	
28	27	Denmark	5.1	5.5	6.8	7.2	7.5	7.6		5.9	3.5	2.1	2.8	2.2	1.6	2.1				5.1	1.9	4.2	3.1	
29	30	Mexico	6.0	6.1	5.5	5.6	6.6	6.8	\$	8.0	7.9	7.2	7.7	3.3	9.9	7.4	14.4	-1.1	9.8	6.8	2.5	8.9	12.5	
30	29	Poland	3.6	4.5	6.5	6.1	6.8	6.5		-3.9	14.5	0.9	-4.0	-1.6	2.6	6.0				30.3	16.4	18.0	-4.0	
31	31	Indonesia	3.5	2.9	4.8	4.5	5.3	5.5	\$	-2.2	8.2	8.2	19.9	12.2	12.1	-4.8				9.4	8.7	7.5	7.7	
32	34	Thailand	3.0	3.1	4.2	4.1	4.8	5.0		-2.1	10.9	5.7	8.7	0.8	7.0	6.6				2.4	16.4	8.2	17.4	
33	38	Qatar	0.3	1.4	0.4	1.3	4.4	5.0		236	213	17	1.7	14.0	27.7	23.9				601	167	207	136	
34	32	Iran	0.7	3.0	7.3	7.0	5.1	..	\$	1.3	-33.0	..												
35	33	Philippines	1.8	1.0	2.6	3.9	5.1	4.9	\$	57.1	22.0	-0.5	-15.2	-21.4	3.4	29.1	12.2	39.7	38.4	-12.1	40.4	42.7	21.4	
36	36	Ireland	2.8	4.9	5.4	4.8	4.6	4.6		-10.1	-4.3	-0.1	0.7	-1.9	-0.4	1.7				-21.0	-8.2	10.0	-3.7	
37	35	Nigeria	0.6	0.2	4.2	4.8	4.8	4.5	\$	18.1	-7.0	-4.4	-40.7	-17.5	25.1	38.4				105	43.0	-37.1	-48.9	
38	39	Ukraine	0.5	2.3	2.8	3.2	4.0	4.3	\$	19.2	14.4	12.9	16.1	10.9	10.8	15.2				16.7	16.1	8.6	18.8	
39	37	Argentina	4.8	2.2	3.7	4.0	4.6	4.3	\$	13.6	6.5	-2.9	-5.4	-14.6	3.3	8.4				15.1	18.1	0.6	-9.8	
40	40	Finland	2.0	2.5	3.3	3.5	3.8	3.9		7.7	8.6	3.7	6.0	5.0	4.0	0.0				5.5	6.7	13.3	8.8	
41	42	Turkey	1.9	2.5	3.9	3.5	3.2	3.6	\$	-6.0	-16.2	17.7	47.4	4.7	17.8	11.3	27.8	-9.6	16.7	-36.7	-16.3	-12.2	0.2	
42	41	Czech Rep	1.4	1.9	3.1	3.3	3.3	3.5		3.8	4.4	6.9	-0.9	7.5	13.5	6.6				12.2	-3.0	-0.5	11.3	
43	45	Portugal	2.4	2.5	3.0	3.0	2.9	3.1		0.7	-0.9	5.9	3.2	6.8	7.0	6.3	6.9	5.7	6.2	0.4	-3.7	-2.2	2.4	
44	46	Israel	3.0	2.3	2.8	2.8	2.9	3.0	\$	3.5	-2.2	5.6	13.4	3.9	2.6	7.1				10.3	-3.8	-0.4	-12.7	
45	44	Lebanon	..	2.3	3.4	2.9	3.1	..	\$	-11.3	-1.9	..								-11.2	9.2	-1.5	-3.0	
46	47	New Zealand	1.3	2.2	2.3	2.5	2.9	2.9		3.5	5.2	2.9	-0.9	3.5	4.9	3.3				9.1	2.4	4.0	6.3	
47	48	Luxembourg	1.4	2.4	2.7	2.7	2.8	2.9		1.8	2.2	2.8	4.2	-0.4	2.3	5.7				3.1	1.7	1.6	2.9	
48	43	South Africa	2.3	2.7	4.2	3.8	3.2	2.6	sa	-6.9	-12.2	-0.9	-4.2	8.0	-4.5	-1.9				-13.7	-24.1	-7.4	-2.6	
49	50	Egypt	1.2	1.3	1.7	1.6	2.0	2.3	\$	-1.7	18.9	15.1	11.9	41.0	17.3	-5.7				51.5	18.9	15.5	3.4	
50	49	Colombia	1.1	0.9	1.4	1.6	2.0	2.3	\$	22.8	17.1	13.9	15.9	22.0	19.6	0.9				32.8	10.1	21.3	8.1	

Source: World Tourism Organization (UNWTO) ©

(Data as collected by UNWTO April 2014)

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

Countries by major surplus on the travel balance

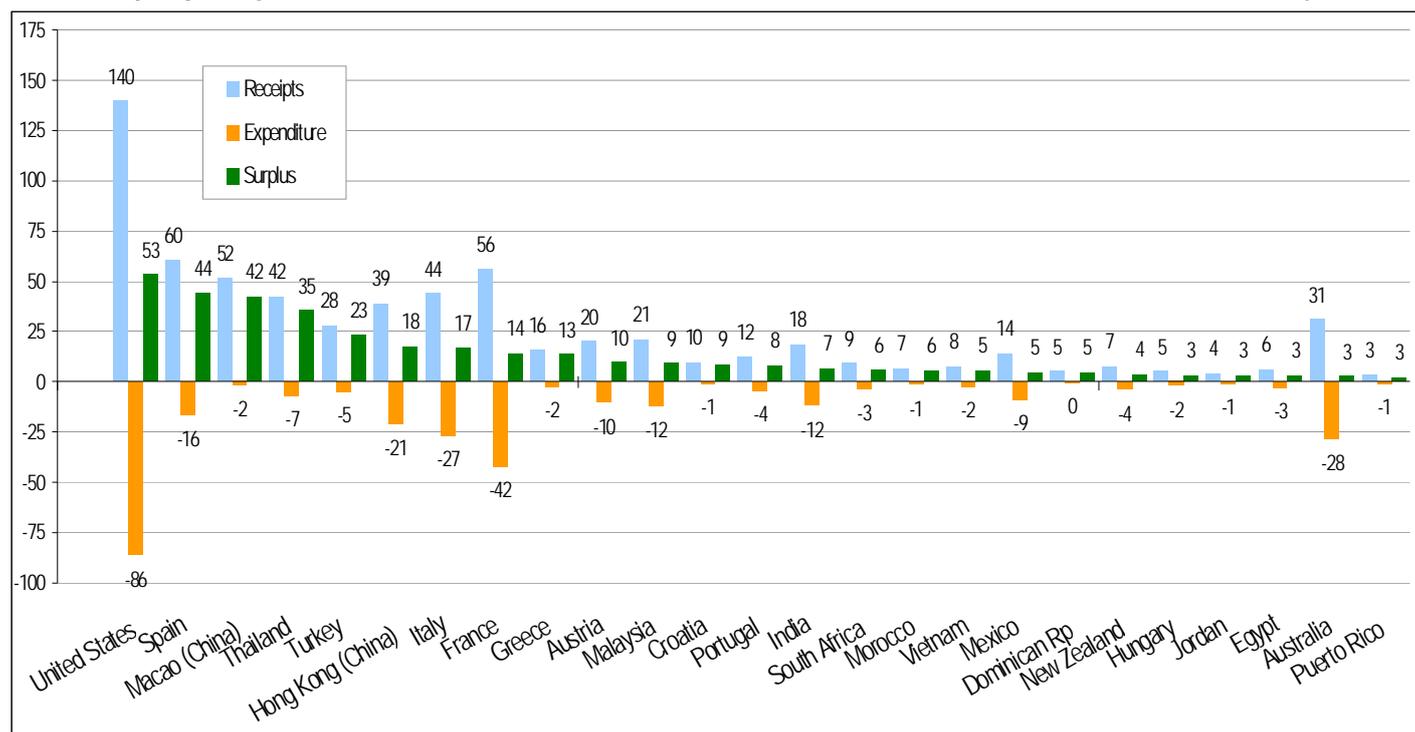
Rank '13 '12	International Tourism Receipts					International Tourism Expenditure					Balance			
	(US\$ billion)			share per capita		(US\$ billion)			share per capita		(US\$ billion)			per capita
	2011	2012	2013*	2013*	(US\$)	2011	2012	2013*	2013*	(US\$)	2011	2012	2013*	2013*
World	1,042	1,078	1,159	100	163	1,042	1,078	1,159	100	163	0	0	0	0
1 1 United States	115.6	126.2	139.6	12.0	441	78.2	83.5	86.2	7.4	273	37.3	42.8	53.3	169
2 2 Macao (China)	38.5	43.7	51.6	4.5	103,241	1.4	1.6	..	..	..	37.1	42.1	..	..
3 3 Spain	60.0	56.3	60.4	5.2	1,297	17.2	15.3	16.3	1.4	349	42.8	41.0	44.2	948
4 4 Thailand	27.2	33.8	42.1	3.6	617	5.7	6.2	6.7	0.6	98	21.5	27.6	35.4	519
5 5 Turkey	25.1	25.3	28.0	2.4	366	4.9	4.1	4.8	0.4	63	20.2	21.3	23.2	303
6 8 Hong Kong (China)	28.5	33.1	38.9	3.4	5,375	19.0	20.1	21.0	1.8	2,901	9.4	13.0	17.9	2,474
7 6 Italy	43.0	41.2	43.9	3.8	736	28.7	26.4	27.0	2.3	452	14.3	14.8	16.9	284
8 7 France	54.8	53.6	56.1	4.8	881	44.9	39.1	42.4	3.7	665	9.8	14.5	13.7	216
9 9 Greece	14.6	13.4	15.9	1.4	1,440	3.2	2.4	2.4	0.2	221	11.5	11.0	13.5	1,219
10 10 Austria	19.9	18.9	20.1	1.7	2,370	10.5	10.1	10.3	0.9	1,211	9.4	8.8	9.8	1,159
11 11 Malaysia	19.7	20.2	21.0	1.8	710	10.2	11.5	11.9	1.0	403	9.5	8.7	9.1	306
12 12 Croatia	9.2	8.8	9.6	0.8	2,232	0.9	0.9	0.9	0.1	210	8.3	7.9	8.7	2,022
13 14 Portugal	11.3	11.1	12.3	1.1	1,157	4.1	3.8	4.1	0.4	390	7.2	7.3	8.1	767
14 16 India	17.7	18.0	18.4	1.6	15	13.7	12.3	11.6	1.0	9	4.0	5.6	6.8	5
15 15 South Africa	9.5	10.0	9.2	0.8	174	5.2	4.1	3.4	0.3	65	4.3	5.9	5.8	110
16 17 Morocco	7.3	6.7	6.9	0.6	209	1.3	1.3	1.3	0.1	40	6.0	5.4	5.5	168
17 18 Vietnam	5.7	6.8	7.5	0.6	84	1.7	1.9	2.0	0.2	23	4.0	5.0	5.5	61
18 20 Mexico	11.9	12.7	13.8	1.2	117	7.8	8.4	9.1	0.8	76	4.0	4.3	4.8	40
19 19 Dominican Rp	4.4	4.7	5.1	0.4	491	0.4	0.4	0.4	0.0	36	4.0	4.3	4.7	455
20 22 New Zealand	7.3	7.1	7.5	0.6	1,668	3.4	3.7	3.9	0.3	864	3.9	3.4	3.6	805
21 24 Hungary	5.6	4.8	5.1	0.4	517	2.5	2.0	1.9	0.2	197	3.1	2.9	3.2	320
22 23 Jordan	3.4	4.1	4.1	0.4	629	1.2	1.1	1.1	0.1	165	2.3	2.9	3.0	464
23 13 Egypt	8.7	9.9	6.0	0.5	72	2.2	2.6	3.0	0.3	36	6.5	7.3	3.0	36
24 21 Australia	31.3	31.7	31.0	2.7	1,335	27.3	28.0	28.4	2.4	1,223	4.1	3.8	2.6	112
25 28 Puerto Rico	3.1	3.2	3.3	0.3	809	0.8	0.8	0.8	0.1	190	2.3	2.4	2.6	619

Source: World Tourism Organization (UNWTO) ©

(Data as collected by UNWTO April 2014)

Countries by major surplus on the travel balance

(US\$ billion)



Source: World Tourism Organization (UNWTO) ©

## 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	2000	2005	2010	2011	2012	2013*	12/11	13*/12	Series	2014*				2013					
							(1000)		(%)		YTD	Q1	Jan	Feb	Mar	Apr	Q1	Q2	Q3	Q4
<b>Europe</b>		388,244	448,943	484,842	516,020	534,376	563,441	3.6	5.4		5.2	6.2	4.3				6.2	5.0	5.7	5.6
- of which EU-28		332,347	363,828	380,011	401,293	412,227	432,659	2.7	5.0		5.1	6.2	4.1				4.2	4.1	5.9	6.0
<b>Northern Europe</b>		46,647	60,437	62,654	64,480	65,088	68,862	0.9	5.8		7.0	7.0	6.9				5.0	4.3	6.7	6.9
Denmark	TF	3,535	9,178	8,744	7,864	8,068	..	2.6	..	TCE(1)							19.5	6.9	8.4	15.1
Finland	TF	2,714	3,140	3,670	4,192	4,226	..	0.8	..	TCE	1.9		4.5	-1.4			0.6	-0.3	-0.4	4.0
Iceland	TF	303	374	489	566	673	808	19.0	20.1	THS(2)	35.2		53.8	23.4			36.6	15.6	9.1	26.9
Ireland	TF	6,646	7,333	7,134	7,630	7,550	..	-1.0	..	TF*	7.3	7.3	13.1	13.5	-0.9		7.4	4.2	7.8	9.9
Norway	TCE	3,104	3,824	4,767	4,963	4,375	4,734	n/a	8.2	THS	15.0	15.0	17.7	13.1	14.8		6.3	5.9	6.4	24.0
Sweden	TF	3,828	4,883	4,951	9,959	10,914	..	9.6	..	TCE	6.7		7.2	6.3			2.4	-2.0	-3.3	10.1
United Kingdom	TF	23,212	28,039	28,296	29,306	29,282	31,169	-0.1	6.4	VF	8.9		8.5	9.3			2.2	5.2	12.1	2.2
<b>Western Europe</b>		139,658	141,670	154,374	161,477	167,193	174,276	3.5	4.2		3.0		5.2	1.2			4.2	3.5	5.6	5.1
Austria	TCE	17,982	19,952	22,004	23,012	24,151	24,813	4.9	2.7	TCE	-4.9	-4.9	0.6	-7.9	-6.5		4.3	-3.7	3.6	5.4
Belgium	TCE	6,457	6,742	7,186	7,494	7,591	7,642	1.3	0.7	TCE	7.0		7.0				1.4	-2.4	2.6	1.3
France	TF	77,190	74,988	77,648	81,550	83,013	..	1.8	..	TCE	7.6		7.6				7.0	7.7	7.7	7.2
Germany	TCE	18,992	21,499	26,875	28,352	30,407	31,545	7.3	3.7	TCE	4.0		4.2	3.8			3.4	2.6	3.7	5.4
Liechtenstein	TCE	62	50	64	67	62	60	-6.9	-4.4	TCE							-3.4	-7.8	-4.9	-0.4
Luxembourg	TCE	852	913	805	873	905	..	3.7	..	TCE										
Monaco	THS	300	286	279	295	292	..	-1.0	..	THS										
Netherlands	TCE	10,003	10,012	10,883	11,300	12,205	12,797	n/a	4.9	TCE	9.8		9.8				4.7	1.2	7.4	6.4
Switzerland	THS	7,821	7,229	8,628	8,534	8,566	8,967	0.4	4.7	THS	2.6	2.6	5.4	1.1	1.7		1.5	5.1	7.1	3.3
<b>Central/Eastern Eu.</b>		69,346	90,419	94,497	103,133	111,655	118,944	8.3	6.5		4.1		4.8	3.5			11.0	6.7	6.3	3.1
Armenia	TF	45	319	687	758	843	957	11.3	13.5	TF							22.9	9.3	10.7	16.3
Azerbaijan	TF	..	693	1,280	1,562	1,986	..	27.1	..	VF							9.9	9.9	-6.0	-6.0
Belarus	TF	60	91	120	116	119	137	2.3	15.2	TF										
Bulgaria	TF	2,785	4,837	6,047	6,328	6,541	6,897	3.4	5.5	VF	2.4	2.4	4.7	0.1	2.4		7.5	3.8	2.9	3.2
Czech Rep	TF	4,773	9,404	8,629	9,019	9,461	9,004	4.9	-4.8	TCE	1.6	1.6	7.3	6.4	-5.4		2.5	1.0	2.3	5.4
Estonia	TF	1,220	1,917	2,372	2,665	2,744	2,868	3.0	4.5	TCE	11.3		11.6	11.0			5.8	0.2	3.9	5.9
Georgia	TF	..	..	1,067	1,319	1,790	2,065	35.7	15.4	VF	7.6	7.6	14.1	0.8	8.0		38.1	24.1	21.3	11.0
Hungary	TF	..	9,979	9,510	10,250	10,353	10,675	1.0	3.1	TF							4.6	4.4	-1.7	7.7
Kazakhstan	TF	1,471	3,143	3,393	4,093	4,438	4,926	8.4	11.0	VF							24.3	20.7	21.4	-12.6
Kyrgyzstan	VF	173	319	855	2,278	2,406	..	6	..	..										
Latvia	TF	509	1,116	1,373	1,493	1,435	1,536	-3.9	7.0	TCE							9.3	12.3	18.1	12.7
Lithuania	TF	1,083	2,000	1,507	1,775	1,900	..	7.0	..	TCE	13.4		13.4				6.3	8.9	6.0	20.6
Poland	TF	17,400	15,200	12,470	13,350	14,840	15,845	11.2	6.8	TF							8.8	3.6	10.9	3.2
Rep Moldova	TCE	18	67	64	75	89	96	18.6	7.5	TCE							5.7	6.6	12.6	4.5
Romania	TCE	867	1,430	1,343	1,515	1,653	1,715	9.1	3.7	TCE	7.8		5.7	9.8			4.3	0.7	5.6	4.3
Russian Federation	TF	19,198	19,940	20,262	22,674	25,727	28,356	13.5	10.2	VF							16.7	7.6	9.1	5.3
Slovakia	TCE	1,053	1,515	1,327	1,460	1,528	1,653	4.6	8.2	TCE							19.6	13.6	3.2	6.1
Ukraine	TF	6,431	17,631	21,203	21,415	23,013	24,671	7.5	7.2	TF							11.6	10.7	6.5	1.3
Uzbekistan	TF	302	242	975	..	..	..	..	..	TF										
<b>Southern/Mediter. Eu.</b>		132,593	156,417	173,317	186,930	190,441	201,359	1.9	5.7		7.9		8.1	7.8			5.4	5.7	5.2	7.4
Albania	TF	..	628	2,191	2,468	3,156	..	27.9	..	TF*							18.9	14.0	-14.6	29.1
Andorra	TF	2,946	2,418	1,808	2,242	2,238	2,329	-0.2	4.1	TF	16.6		16.1	17.3			10.4	-9.6	5.9	3.8
Bosnia & Herzg	TCE	171	217	365	392	439	529	11.9	20.5	TCE	-3.6		5.2	-11.6			15.7	23.2	20.2	20.5
Croatia	TCE	5,338	7,743	9,111	9,927	10,369	10,955	4.5	5.7	TCE	-0.1	-0.1	19.7	12.2	-10.7		11.7	6.4	4.6	10.9
Cyprus	TF	2,686	2,470	2,173	2,392	2,465	2,405	3.0	-2.4	TF	-7.8	-7.8	-3.8	6.9	-16.3		-10.2	-6.2	0.1	2.3
F.Yug.Rp.Macedonia	TCE	224	197	262	327	351	400	7.3	13.8	TCE	1.9		-0.2	4.1			5.9	14.6	14.0	17.8
Greece	TF	13,096	14,765	15,007	16,427	15,518	17,923	-5.5	15.5	TF	10.4		10.6	10.2			4.6	14.2	16.8	17.3
Israel	TF	2,417	1,903	2,803	2,820	2,886	2,962	2.3	2.6	TF	16.0	17.1	19.4	20.5	13.0	13.9	-5.5	2.2	-3.7	16.7
Italy	TF	41,181	36,513	43,626	46,119	46,360	47,704	0.5	2.9	TF	2.9		2.9				3.1	2.1	4.0	1.9
Malta	TF	1,216	1,171	1,339	1,415	1,443	1,582	2.0	9.6	TF	7.9	7.9	7.1	6.3	9.5		6.1	11.7	7.3	13.4
Montenegro	TCE			1,088	1,201	1,264	1,324	5.3	4.8	TCE	2.7	2.7	2.8	14.6	-4.9		14.3	7.1	3.0	18.6
Portugal	TCE	5,725	5,956	6,832	7,412	7,685	8,324	3.7	8.3	TCE	10.9		12.3	9.7			10.9	6.7	7.5	10.4
San Marino	THS	43	50	120	156	139	..	-10.9	..	THS										
Serbia	TCE			683	764	810	922	6.0	13.8	TCE	12.4	12.4	16.3	14.0	8.5		3.3	10.8	17.2	20.6
Slovenia	TCE	1,090	1,555	1,869	2,037	2,156	2,259	5.8	4.8	TCE*	3.2	3.2	10.6	5.8	-4.6		0.2	3.8	5.5	6.0
Spain	TF	46,403	55,914	52,677	56,177	57,464	60,661	2.3	5.6	TF	7.2	7.2	12.3	11.2	0.7		2.2	5.4	4.9	9.9
Turkey	TF	9,586	24,193	31,364	34,654	35,698	37,795	3.0	5.9	TF*	4.1	4.1	4.5	7.0	1.9		21.6	12.1	6.7	8.5

Source: World Tourism Organization (UNWTO) ©

(Data as collected by UNWTO April 2014)

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

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

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

	Full year (US\$)						Local currencies, current prices (% change over same period of the previous year)													
	2000	2005	2010	2011	2012	2013*	Series	11/10	12/11	13*/12	2014*				2013					
	(million)							(%)	YTD	Q1	Jan	Feb	Mar	Apr	Q1	Q2	Q3	Q4		
<b>Europe</b>	231,689	350,462	411,361	464,733	454,047	489,253														
- of which EU-28	204,208	301,724	343,357	385,888	374,187	402,908														
<i>Northern Europe</i>	36,054	53,643	59,353	66,323	67,631	74,210														
Denmark	3,696	5,278	5,853	6,783	6,566	6,967		10.6	4.5	2.9	3.2	3.2					6.4	1.1	1.9	4.1
Finland	1,412	2,186	3,051	3,820	3,881	4,017		19.3	10.1	0.1							0.4	0.7	-0.4	0.0
Iceland	229	413	561	750	863	1,055		26.9	24.2	19.3							40.0	15.3	15.2	21.3
Ireland	2,633	4,806	4,118	4,190	3,883	4,429		-3.1	0.4	10.4							11.9	2.6	17.9	7.3
Norway	2,163	3,495	4,707	5,308	5,442	5,661		4.6	6.4	5.1							2.0	3.3	5.9	8.5
Sweden	4,064	6,790	8,663	10,404	10,768	11,485		8.2	8.0	2.6							5.8	-1.0	-1.2	9.0
United Kingdom	21,857	30,675	32,401	35,069	36,228	40,597	sa	4.4	4.8	13.2							19.5	15.0	8.1	10.8
<i>Western Europe</i>	83,716	123,224	144,159	162,885	157,934	167,861														
Austria	9,784	16,054	18,596	19,860	18,894	20,106		1.7	3.1	2.9							5.6	-4.6	3.8	2.8
Belgium	6,592	9,868	12,146	13,114	13,014	13,500		2.8	7.5	0.4							1.3	5.3	-2.0	-2.6
France	32,978	44,021	47,013	54,753	53,550	56,098		10.9	6.0	1.3	0.0	0.0	0.0	0.0	0.0		-4.6	4.8	4.2	-4.3
Germany	18,693	29,173	34,679	38,879	38,136	41,211		6.8	6.3	4.5	2.1		2.0	2.1			5.2	4.2	3.1	6.1
Luxembourg	1,806	3,613	4,119	4,831	4,617	4,819		11.7	3.5	1.0							2.2	0.4	-2.2	3.7
Netherlands	7,217	10,475	12,883	14,348	13,743	15,580		6.1	3.8	9.7							15.4	3.2	12.7	8.8
Switzerland	6,645	10,020	14,724	17,100	15,979	16,547		-1.1	-1.3	2.4							1.6	3.1	4.1	0.2
<i>Central/Eastern Eu.</i>	20,390	32,807	48,082	56,024	56,297	59,928														
Armenia	38	223	411	448	454	458	\$	9.1	1.3	0.9							-0.6	-0.2	2.0	1.2
Azerbaijan	63	78	657	1,287	2,433	2,365	\$	96	89	-3							66.6	-19.7	1.0	-31.5
Belarus	93	253	440	487	685	722	\$	10.5	40.7	5.5							7.9	0.8	4.0	10.3
Bulgaria	1,074	2,412	3,637	3,967	3,748	4,059		3.8	2.2	4.9	3.0		4.6	1.2			6.4	7.0	3.6	5.4
Czech Rep	2,973	4,813	7,121	7,628	7,035	7,050		-0.2	1.5	0.1							1.0	0.8	-3.9	2.5
Estonia	510	975	1,073	1,249	1,226	1,393		10.9	6.3	9.9							17.3	8.4	9.8	6.7
Georgia	141	241	659	955	1,411	1,720	\$	44.8	47.8	21.9							28.4	28.9	23.9	8.3
Hungary	3,753	4,101	5,381	5,580	4,845	5,107		0.3	-2.8	4.8							-2.7	12.5	2.3	6.1
Kazakhstan	356	701	1,005	1,209	1,347	1,460	\$	20.3	11.4	8.4							14.8	11.6	4.0	5.2
Kyrgyzstan	15	73	284	640	435	..	\$	126	-32.2	..							257	64.9	50.0	
Latvia	131	341	640	771	745	864		14.0	5.3	11.9	17.3		13.6	21.5			5.4	5.7	15.9	18.0
Lithuania	391	921	958	1,323	1,317	1,467		29.3	9.1	7.5							-3.3	6.5	5.1	20.6
Poland	5,677	6,274	9,526	10,683	10,938	10,938		9.1	13.4	1.1							-1.9	1.4	-0.8	6.4
Rep Moldova	39	103	173	195	213	226	\$	12.9	9.0	6.4							10.7	6.6	2.8	7.1
Romania	359	1,061	1,140	1,418	1,468	1,438	€	18.5	12.1	-5.2	16.2		10.8	22.7			-6.3	-15.1	1.6	-2.2
Russian Federation	3,429	5,870	8,831	11,328	10,759	11,988	\$	28.3	-5.0	11.4							18.4	16.4	10.1	2.4
Slovakia	433	1,210	2,233	2,429	2,299	2,556		3.6	2.5	7.6	3.0		3.6	2.4			6.3	3.6	14.5	4.8
Ukraine	394	3,125	3,788	4,294	4,842	5,083	\$	13.4	12.8	5.0							-1.4	2.5	8.9	1.3
Uzbekistan	27	28	121	..	..	..		..	..	..										
<i>Southern/Mediterr. Eu.</i>	91,529	140,788	159,767	179,502	172,185	187,254														
Albania	389	860	1,626	1,628	1,471	1,470	€	-4.7	-2.1	-3.4							-7.5	-7.7	-18.8	29.0
Bosnia & Herzg	233	521	594	631	622	689		1.2	6.6	7.3							8.0	8.9	6.0	7.4
Croatia	2,758	7,370	8,259	9,211	8,812	9,555	€	6.2	3.7	4.9							5.9	4.8	4.7	6.0
Cyprus	1,941	2,318	2,108	2,570	2,599	2,917		16.1	9.5	8.6	4.8		-0.5	10.7			0.3	-1.9	15.3	8.7
F.Yug.Rp.Macedonia	38	89	197	240	234	267	€	14.5	6.7	9.9	7.4		-1.2	19.5			8.7	12.7	8.5	10.6
Greece	9,219	13,349	12,742	14,623	13,416	15,930		9.3	-0.6	14.9	17.2		22.4	11.7			-2.7	19.9	13.8	15.7
Israel	4,114	2,866	5,106	5,305	5,494	5,667	\$	3.9	3.6	3.1	17.3		21.6	12.4			-4.4	3.0	1.2	12.1
Italy	27,493	35,398	38,786	43,000	41,185	43,912		5.6	3.8	3.1	2.4		9.0	-4.5			-2.6	4.7	4.9	2.2
Malta	587	755	1,079	1,268	1,270	1,403		11.9	8.5	6.8							6.8	9.4	5.3	7.1
Montenegro	..	276	732	862	826	884		12.2	3.8	3.5							-0.2	4.9	2.6	23.0
Portugal	5,243	7,712	10,077	11,339	11,056	12,284		7.2	5.6	7.5	9.1		10.6	7.6			7.3	8.9	6.4	8.0
Serbia	..	308	798	992	906	1,053	€	17.4	-0.3	11.9	2.1		-1.4	6.9			8.0	8.6	14.9	13.8
Slovenia	965	1,805	2,552	2,749	2,685	2,791		2.6	5.8	0.6	3.3		3.9	2.7			-4.1	-0.8	2.1	3.6
Spain	29,967	47,970	52,525	60,031	56,263	60,435		8.8	1.5	3.9	6.9		7.6	6.0			2.0	3.9	3.6	6.1
Turkey	7,636	19,191	22,585	25,054	25,345	27,997	\$	10.9	1.2	10.5	3.6	3.6	4.9	4.5	2.0		31.1	18.3	4.1	3.2

Source: World Tourism Organization (UNWTO) ©

(Data as collected by UNWTO April 2014)

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	2000	2005	2010	2011	2012	2013*	12/11	13*/12	Series	2014*					2013				
		(1000)					(1000)	(%)	(%)		YTD	Q1	Jan	Feb	Mar	Apr	Q1	Q2	Q3	Q4
<b>Asia and the Pacific</b>		110,134	153,532	204,889	218,511	233,534	248,070	6.9	6.2		7.2	8.7	5.7		7.5	5.3	6.9	5.0		
<b>North-East Asia</b>		58,349	85,932	111,508	115,783	122,758	127,015	6.0	3.5		6.9	7.1	6.7		3.7	1.6	4.4	4.1		
China	TF	31,229	46,809	55,665	57,581	57,725	55,686	0.3	-3.5	TF	-5.7	-5.7	-3.9	-1.6	-10.4	-1.5	-6.5	-5.1	-0.8	
Hong Kong (China)	TF	8,814	14,773	20,085	22,316	23,770	25,661	6.5	8.0	TF	13.5	13.5	15.7	11.0	13.7	7.4	9.9	9.6	5.1	
Japan	VF	4,757	6,728	8,611	6,219	8,358	10,364	34.4	24.0	VF	27.5	27.5	41.2	20.6	22.6	18.4	26.8	21.8	28.8	
Korea, Republic of	VF	5,322	6,023	8,798	9,795	11,140	12,176	13.7	9.3	VF	10.9	10.9	11.8	8.7	12.0	4.0	3.3	20.1	8.2	
Macao (China)	TF	5,197	9,014	11,926	12,925	13,577	14,268	5.0	5.1	TF	4.9	4.9	3.8	5.8	5.3	7.6	7.0	5.3	0.9	
Mongolia	TF	137	339	456	460	476	418	3.4	-12.2	TF						-19.8	-12.3	-8.9	-12.6	
Taiwan (pr. of China)	VF	2,624	3,378	5,567	6,087	7,311	8,016	20.1	9.6	VF	23.8	23.8	26.6	31.5	16.0	10.7	2.6	14.0	11.6	
<b>South-East Asia</b>		36,076	48,543	69,996	77,505	84,231	93,068	8.7	10.5		7.3	10.5	4.1		13.8	11.4	11.0	6.3		
Brunei Darussalam	TF	..	126	214	242	209	225	-13.6	7.6	TF						15.2	12.2	-0.3	2.6	
Cambodia	TF	466	1,333	2,508	2,882	3,584	4,210	24.4	17.5	TF	9.9	9.4	10.4			17.8	20.9	17.5	14.5	
Indonesia	TF	5,064	5,002	7,003	7,650	8,044	8,802	5.2	9.4	TF	10.1	10.1	22.6	3.6	5.6	6.0	8.3	11.9	11.1	
Lao P.D.R.	TF	191	672	1,670	1,786	2,140	..	19.8	..	VF						15.0	3.8	28.6	8.2	
Malaysia	TF	10,222	16,431	24,577	24,714	25,033	25,715	1.3	2.7	TF	18.2	18.2				15.9	0.6	-4.9	1.2	
Myanmar	TF	208	232	311	391	593	900	51.7	51.7	TF						61.3	69.0	55.5	34.1	
Philippines	TF	1,992	2,623	3,520	3,917	4,273	4,681	9.1	9.6	TF	3.5	5.8	1.1			10.8	11.4	12.1	4.4	
Singapore	TF	6,062	7,079	9,161	10,390	11,098	..	6.8	..	VF	-0.6	-0.6	4.5	1.5	-7.2	8.6	9.8	11.8	-0.3	
Thailand	TF	9,579	11,567	15,936	19,230	22,354	26,547	16.2	18.8	TF	-4.9	-5.8	0.1	-8.1	-9.4	-1.7	22.1	24.3	21.4	9.3
Timor-Leste	TF	..	..	45	50	55	78	9.6	41.5	VF						5.0	3.1	73.6	77.8	
Vietnam	VF	2,140	3,478	5,050	6,251	6,848	7,572	9.5	10.6	VF	27.3	29.3	20.8	47.6	20.8	21.5	-6.2	13.5	26.3	12.5
<b>Oceania</b>		9,623	10,911	11,371	11,462	11,926	12,484	4.0	4.7		7.6	11.4	4.3		4.9	4.0	4.5	5.1		
American Samoa	TF	44	24	23	22	22	..	-1.5	..	TF										
Australia	VF	4,931	5,463	5,790	5,771	6,032	6,381	4.5	5.8	VF	7.3	7.3	15.5	5.2	2.6	5.4	3.6	6.3	7.2	
Cook Is	TF	73	88	104	113	122	121	8.2	-1.0	TF	3.9	3.9	4.4	-0.8	6.8	-0.4	-4.3	-0.2	1.0	
Fiji	TF	294	545	632	675	661	658	-2.1	-0.4	TF	3.0	3.0				-5.0	8.3	-2.4	-2.4	
French Polynesia	TF	252	208	154	163	169	164	3.8	-2.7	TF	11.0	11.0	11.2	11.0	10.9	4.1	-3.1	-5.7	-4.4	
Guam	TF	1,287	1,228	1,197	1,160	1,308	1,334	12.8	2.0	TF	-2.7	-2.7	0.4	-4.2	-4.0	5.7	4.3	-0.6	-1.0	
Kiribati	TF	5	5	5	5	5	6	-6.8	19.6	VF						38.5	7.8	14.0	18.2	
Marshall Is	TF	5	9	5	5	5	..	0.7	..	TF*										
N.Mariana Is	TF	517	498	375	336	..	..	..	..	VF	7.3	6.9	7.7			7.0	12.1	14.0	5.0	
New Caledonia	TF	110	101	99	112	112	108	0.3	-4.0	TF	-4.5	-4.5	0.4	-13.5	-0.7	-5.6	-3.9	-1.2	-5.2	
New Zealand	TF	1,780	2,353	2,435	2,511	2,473	..	-1.5	..	VF	4.3	4.3	12.2	7.1	-6.3	6.1	5.2	6.2	6.1	
Niue	TF	2	3	6	6	5	7	-17.2	39.6	TF						20.9	44.3	43.5	39.2	
Palau	TF	58	81	86	109	119	105	8.9	-11.5	TF	4.5	4.5				0.6	-21.1	-15.2	-12.0	
Papua New Guinea	TF	58	69	147	163	164	..	0.6	..	TF						9.0	17.5			
Samoa	TF	88	102	122	121	126	116	4.1	-8.0	VF	5.6	5.6	10.2	8.3	-1.4	-8.0	-15.3	-1.2	-5.3	
Solomon Is	TF	5	9	21	23	24	..	4.2	..	TF										
Tonga	TF	35	42	47	46	47	..	2.9	..	TF										
Tuvalu	TF	1	1	2	1	..	..	..	..	TF										
Vanuatu	TF	58	62	97	94	108	110	15.1	1.8	TF						-1.4	8.8	-0.3	0.4	
<b>South Asia</b>		6,085	8,147	12,014	13,761	14,618	15,504	6.2	6.1		8.3	7.9	8.6		4.2	4.3	7.6	5.1		
Bangladesh	TF	199	208	303	..	..	..	..	..	TF										
Bhutan	TF	8	14	41	66	105	..	59.1	..	TF*	1.6	1.6	26.3	-5.1	0.0	17.0	-6.4	-6.9	2.4	
India	TF	2,649	3,919	5,776	6,309	6,578	6,848	4.3	4.1	TF	4.9	4.9	3.0	7.3	4.5	3.0	2.0	6.8	4.8	
Iran	VF	1,342	1,889	2,938	3,354	3,834	..	14.3	..	VF										
Maldives	TF	467	395	792	931	958	1,125	2.9	17.4	TF	9.6	9.6	18.5	5.7	5.8	14.6	21.9	19.3	15.2	
Nepal	TF	464	375	603	736	803	798	9.1	-0.7	VF(1)						-3.8	-4.1	6.0	0.3	
Pakistan	TF	557	798	907	1,161	966	..	-16.8	..	TF										
Sri Lanka	TF	400	549	654	856	1,006	1,275	17.5	26.7	TF	27.6	24.8	32.6	24.5	17.5	39.5	29.6	27.8	33.1	18.8

Source: World Tourism Organization (UNWTO) ©

(Data as collected by UNWTO April 2014)

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)												
	2000	2005	2010	2011	2012	2013*	Series	11/10	12/11	13*/12	2014*				2013				
	(million)							(%)	YTD	Q1	Jan	Feb	Mar	Apr	Q1	Q2	Q3	Q4	
<b>Asia and the Pacific</b>	85,970	136,820	255,887	301,510	329,090	358,923													
<i>North-East Asia</i>	39,427	65,280	128,493	150,283	167,206	184,670													
China	16,231	29,296	45,814	48,464	50,028	51,664	\$	5.8	3.2	3.3	-4.6	-4.6	-6.5	4.7	-9.8	3.9	-7.5	-5.4	2.2
Hong Kong (China)	5,907	10,294	22,200	28,455	33,074	38,940		28.4	15.8	17.7						20.2	28.3	15.7	9.2
Japan	3,373	6,630	13,199	10,966	14,576	14,934		-24.5	32.9	25.3	35.2	35.2	43.6	32.6	30.6	11.1	22.8	29.6	37.5
Korea, Republic of	6,834	5,806	10,328	12,476	13,429	14,272	\$	20.8	7.6	6.3	22.3	22.3	15.9	27.2	24.0	-3.3	-8.7	12.0	28.6
Macao (China)	3,208	7,933	27,802	38,453	43,702	51,617		38.6	13.2	18.1						8.4	11.0	12.7	43.1
Mongolia	36	177	244	218	442	369	\$	-10.6	102.7	-16.6	14.3	14.3	-2.3	16.2	29.8	-32.2	-9.6	-8.8	-28.7
Taiwan (pr. of China)	3,738	4,977	8,721	11,065	11,770	12,677	\$	26.9	6.4	7.7						4.5	10.3	21.7	-3.7
<i>South-East Asia</i>	26,838	34,980	68,777	85,005	96,013	107,396													
Brunei Darussalam	..	191	..	..	..	..		..	..	..									
Cambodia	304	840	1,519	2,084	2,463	2,660	\$	37.2	18.2	8.0						36.7	41.9	48.5	61.7
Indonesia	4,975	4,522	6,957	7,997	8,325	9,337	\$	15.0	4.1	12.2						8.4	12.4	15.1	12.8
Lao P.D.R.	114	147	382	406	451	..	\$	6.4	11.0	..									
Malaysia	5,011	8,847	18,115	19,656	20,250	21,018		3.1	4.0	5.9						15.7	8.7	-2.6	3.5
Myanmar	162	67	72	281	..	..	\$	290	..	..									
Philippines	2,156	2,265	2,630	3,190	4,061	4,683	\$	21.3	27.3	15.3						16.1	14.5	28.7	4.9
Singapore	5,142	6,209	14,178	18,086	19,023	18,953		17.7	4.5	-0.2						-5.0	1.8	8.7	-5.7
Thailand	7,489	9,576	20,104	27,184	33,826	42,080		30.5	26.7	23.1						22.8	27.9	32.6	12.7
Timor-Leste	..	..	26	21	21	..		-18	0	..									
Vietnam	..	2,300	4,450	5,710	6,830	7,503	\$	28.3	19.6	9.9									
<i>Oceania</i>	14,904	26,606	38,580	42,472	42,952	42,554													
Australia	9,367	16,748	28,422	31,335	31,731	30,979		-2.0	0.9	4.7	9.2	9.2	9.5	9.4	8.6	3.9	2.3	4.6	7.9
Cook Is	36	91	110	..	..	..		..	..	..									
Fiji	189	485	635	724	729	719		6.6	0.6	1.3						-2.9	12.0	-2.1	-0.1
French Polynesia	..	530	406	460	438	..		8.1	3.0	..									
Marshall Is	3	3	4	4	4	..		11.1	-4.6	..									
Micronesia (Fed.St.of)	15	16	24	22	23	..		-10.3	3.0	..									
New Caledonia	111	149	129	154	152	..		13.7	6.9	..									
New Zealand	2,870	6,473	6,522	7,341	7,128	7,472		2.7	-5.3	3.6						1.4	1.5	6.9	5.7
Niue	..	1	2	2	..	..	\$	26.8	15.6	..									
Palau	66	76	91	115	133	..	\$	26.8	15.6	..									
Papua New Guinea	7	4	2	5	2	..		85.5	-60.0	..									
Samoa	41	73	123	134	148	136		1.6	9.0	-7.1	4.4	4.4	9.9	7.4	-4.1	-6.2	-17.7	1.0	-3.3
Solomon Is	4	2	54	71	67	..		25.0	-9.3	..						28.7	-12.2	6.1	
Tonga	7	15	27	28	41	..		-4.8	44.1	..									
Vanuatu	56	85	217	226	261	..		-3.8	19.6	..									
<i>South Asia</i>	4,801	9,954	20,036	23,750	22,919	24,304													
Afghanistan	..	..	55	71	56	..		29.9	-14.1	..									
Bangladesh	50	70	81	87	108	..		13.5	37.6	..						5.9	-0.1		
Bhutan	10	19	35	48	63	63	\$	36.2	31.4	1.1	0.8	0.8	44.4	-10.7	0.0	17.8	-6.1	-8.4	3.6
India	3,460	7,493	14,490	17,707	17,971	18,397		19.6	21.8	12.0	8.4	8.4	7.0	10.8	7.4	21.2	8.5	10.1	7.7
Iran	467	791	2,438	2,381	1,114	..	\$	-2.3	-53.2	..									
Maldives	321	826	1,713	1,868	1,877	2,031	\$	9.0	0.5	8.2									
Nepal	158	132	344	386	352	436		13.7	4.8	36.1						24.5	39.7	39.7	38.7
Pakistan	81	182	305	373	339	288	\$	22.3	-9.1	-15.0	-10.0	-10.0	7.7	-32.3	0.0	-23.8	-19.5	-9.3	-3.9
Sri Lanka	248	429	576	830	1,039	1,715		40.9	44.5	67.0						26.9	25.0	98.6	98.6

Source: World Tourism Organization (UNWTO) ©

(Data as collected by UNWTO April 2014)

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	2000	2005	2010	2011	2012	2013*	12/11	13*/12	Series	2014*				2013					
		(1000)						(%)			YTD	Q1	Jan	Feb	Mar	Apr	Q1	Q2	Q3	Q4
<b>Americas</b>		128,189	133,317	150,578	155,964	162,721	167,940	4.3	3.2		6.2	6.5	5.7		2.9	1.7	3.7	4.4		
<b>North America</b>		91,505	89,891	99,517	102,130	106,404	110,091	4.2	3.5		6.9	7.4	6.3		4.1	2.3	4.0	3.4		
Canada	TF	19,627	18,771	16,219	16,016	16,344	16,588	2.0	1.5	TF	0.6	3.1	-1.8		3.3	-0.7	2.2	1.7		
Mexico	TF	20,641	21,915	23,290	23,403	23,403	23,734	0.0	1.4	TF	15.4	15.4	16.5	14.2	15.5	-0.8	-0.3	6.1	1.1	
United States	TF	51,237	49,206	60,008	62,711	66,657	69,768	6.3	4.7	TF						6.4	4.1	3.9	4.6	
<b>Caribbean</b>		17,082	18,803	19,539	20,117	20,730	21,192	3.0	2.2		4.6	5.5	3.8		1.0	-0.3	1.7	6.3		
Anguilla	TF	44	62	62	66	65	69	-1.6	6.8	TF	0.2	0.2	4.6	3.2	-5.7	4.2	8.2	6.5	8.9	
Antigua, Barb	TF	207	245	230	241	247	244	2.3	-1.2	TF(1)	4.3	4.3	8.2	11.2	-5.0	-1.3	-10.2	5.5	2.2	
Aruba	TF	721	733	825	869	904	979	4.0	8.3	TF	2.2	2.2	9.4	6.7	-7.5	6.7	4.2	6.4	15.9	
Bahamas	TF	1,544	1,608	1,370	1,346	1,422	1,363	5.6	-4.1	TF	-1.8	0.5	-3.8			-3.0	-7.2	-5.2	0.4	
Barbados	TF	545	548	532	568	536	509	-5.5	-5.2	TF	-1.2	-1.2	3.8	-1.5	-5.6	-6.5	-7.1	-5.0	-2.0	
Bermuda	TF	332	270	232	236	232	236	-1.7	1.8	TF	-0.2		-2.3	1.4		-1.0	-0.2	2.4	6.3	
Br. Virgin Is	TF	272	337	330	338	351	356	4.0	1.2	TF	10.7		13.3	8.2		4.5	2.9	3.6	-7.4	
Cayman Islands	TF	354	168	288	309	322	345	4.1	7.4	TF	5.2	5.2	9.3	5.7	2.0	8.2	4.1	7.2	10.2	
Cuba	TF	1,741	2,261	2,507	2,688	2,815	..	4.7	..	VF	5.0	5.0	9.3	5.2	1.3	-0.5	-3.6	0.7	5.9	
Curaçao	TF	191	222	342	390	420	440	7.6	4.8	TF	-4.3	-4.3	4.1	-5.1	-11.0	7.2	6.4	0.5	5.5	
Dominica	TF	70	79	77	76	78	78	3.4	0.2	TF	1.3		9.4	-4.8		3.7	-8.3	-5.0	10.7	
Dominican Rp	TF	2,978	3,691	4,125	4,306	4,563	4,690	5.9	2.8	TF	3.7	3.7	6.0	5.6	0.1	-0.6	1.4	2.8	8.6	
Grenada	TF	127	99	110	118	112	116	-5.1	3.7	TF	-5.5	-5.5	0.9	-3.1	-15.2	9.5	-5.6	2.2	6.7	
Guadeloupe	TCE	603	372	392	418	..	..	..	..	THS										
Haiti	TF	140	112	255	349	349	420	0.1	20.2	TF						20.2	4.2	29.6	26.3	
Jamaica	TF	1,323	1,479	1,922	1,952	1,986	2,008	1.8	1.1	TF	1.4	0.1	4.8	2.0	-4.9	5.2	-2.5	0.3	0.7	7.2
Martinique	TF	526	484	476	495	487	490	-1.6	0.5	TF	5.1	5.1	6.9	2.5	5.9	0.2	-0.9	-5.1	10.0	
Montserrat	TF	10	10	6	5	7	7	35.5	-1.5	TF						23.9	37.8	54.8	-42.6	
Puerto Rico	TF	3,341	3,686	3,186	3,048	3,069	3,200	0.7	4.3	THS	1.6		1.6			3.7	0.0	0.0	0.7	
Saint Lucia	TF	270	318	306	312	307	319	-1.8	3.9	TF	5.4	5.4	6.7	8.2	2.1	2.5	7.8	0.5	4.8	
St. Kitts-Nevis	TF	73	141	98	102	104	107	2.5	2.6	TF	-14.3		-14.3			9.7	0.7	-2.3	-0.1	
St. Maarten	TF	432	468	443	424	457	467	7.6	2.3	TF(1)						2.5	0.0	0.9	5.5	
St. Vincent, Grenadines	TF	73	96	72	74	74	72	0.7	-3.5	TF	2.4		2.4			-6.7	-7.6	0.2	0.8	
Trinidad Tbg	TF	399	463	388	402	..	..	..	..	TF										
Turks, Caicos	TF	151	176	281	354	292	291	-17.6	-0.4	TF						-15.1	1.9	13.8	6.2	
US Virgin Is	TF	546	594	590	532	580	..	9.1	..	VF(1)	-2.7		-0.8	-4.6		-1.4	-8.6	-8.8	-0.7	
<b>Central America</b>		4,346	6,301	7,908	8,256	8,860	9,229	7.3	4.2		7.0	6.6	7.4		4.3	1.9	3.2	7.0		
Belize	TF	196	237	242	250	277	294	10.7	6.1	TF	9.7	9.7	9.6	11.6	8.1	13.0	4.1	4.0	1.7	
Costa Rica	TF	1,088	1,679	2,100	2,192	2,343	2,428	6.9	3.6	TF						2.4	3.1	3.5	5.9	
El Salvador	TF	795	1,127	1,150	1,184	1,255	1,308	5.9	4.2	TF						3.6	-2.5	4.4	10.4	
Guatemala	TF	..	..	1,219	1,225	1,305	1,331	6.5	2.0	TF	6.9	6.9	10.6	12.8	-1.4	5.3	2.4	2.0	-1.3	
Honduras	TF	471	673	863	871	895	943	2.7	5.4	TF						2.0	2.6	1.9	18.3	
Nicaragua	TF	486	712	1,011	1,060	1,180	1,230	11.3	4.3	TF						6.5	2.2	3.0	5.1	
Panama	TF	484	702	1,324	1,473	1,606	..	9.1	..	VF						5.3	2.1	3.7	10.1	
<b>South America</b>		15,256	18,322	23,614	25,460	26,727	27,429	5.0	2.6		5.1	5.0	5.1		0.5	0.5	3.8	5.8		
Argentina	TF	2,909	3,823	5,325	5,705	5,585	5,571	-2.1	-0.3	TF						-6.9	-3.9	2.5	8.2	
Bolivia	TF	319	524	807	953	1,114	..	17.0	..	THS										
Brazil	TF	5,313	5,358	5,161	5,433	5,677	..	4.5	..	TF										
Chile	TF	1,742	2,027	2,801	3,137	3,554	3,576	13.3	0.6	TF	-1.0	-1.0	1.3	1.1	-6.3	1.1	-4.3	-0.2	4.2	
Colombia	TF	557	933	2,385	2,042	2,175	2,288	6.5	5.2	VF(2)	11.5		11.5			5.1	9.6	8.0	10.3	
Ecuador	VF	627	860	1,047	1,141	1,272	1,366	11.5	7.4	VF	18.1		16.6	20.1		7.5	2.1	7.7	12.1	
Guyana	TF	105	117	152	157	177	..	12.6	..	TF						37.7	0.9	2.1		
Paraguay	TF	289	341	465	524	579	610	10.6	5.3	TF	6.3	6.3	9.5	1.7	7.4	8.7	4.0	4.9	3.7	
Peru	TF	828	1,571	2,299	2,598	2,846	3,164	9.5	11.2	TF						7.8	14.4	11.0	11.8	
Suriname	TF	57	160	204	220	240	..	8.9	..	TF						10.7	-1.8	5.7		
Uruguay	TF	1,968	1,808	2,349	2,857	2,695	2,684	-5.7	-0.4	TF	-5.5		-4.0	-7.5		-0.7	-10.8	5.1	3.6	
Venezuela	TF	469	706	526	595	710	..	19.3	..	VF						-4.9	-2.6	-4.3		

Source: World Tourism Organization (UNWTO) ©

(Data as collected by UNWTO April 2014)

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 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	2000	2005	2010	2011	2012	2013*	12/11	13*/12	Series	2014*						2013			
		(1000)					(%)		YTD		Q1	Jan	Feb	Mar	Apr	Q1	Q2	Q3	Q4	
<b>Africa</b>		26,196	34,780	49,938	49,646	52,948	55,799	6.6	5.4		4.3		3.4	5.4		4.1	2.8	5.2	5.2	
<b>North Africa</b>		10,240	13,911	18,756	17,058	18,464	19,582	8.2	6.1		15.1		13.7	16.5		0.1	0.7	7.1	4.8	
Algeria	VF	866	1,443	2,070	2,395	2,634	2,733	10.0	3.7	VF										
Morocco	TF	4,278	5,843	9,288	9,342	9,375	10,046	0.4	7.2	TF	11.5		9.6	13.4		3.4	-0.3	14.1	8.3	
Sudan	TF	38	246	495	536	..	..	..	..	TF										
Tunisia	TF	5,058	6,378	6,902	4,785	5,950	6,269	24.4	5.3	TF	5.3	7.1	22.0	23.3	-13.6	1.6	-1.6	8.6	5.1	6.8
<b>Subsaharan Africa</b>		15,957	20,869	31,181	32,588	34,484	36,217	5.8	5.0		0.6		-0.1	1.4		5.7	4.1	3.8	5.4	
Angola	TF	51	210	425	481	528	..	9.8	..	TF										
Benin	TF	96	176	199	209	220	..	5.3	..	TF										
Botswana	TF	1,104	1,474	2,145	..	..	..	..	..	TF										
Burkina Faso	THS	126	245	274	238	..	..	..	..	THS										
Burundi	TF	29	148	142	..	..	..	..	..	TF										
Cameroon	VF	..	..	573	604	817	..	35.3	..	THS										
Cabo Verde	THS	115	198	336	428	482	464	12.6	-3.8	THS						17.9	-3.3	-0.8	-28.4	
Cent.Afr.Rep.	TF	11	12	54	..	..	..	..	..	TF										
Chad	THS	43	29	71	77	86	..	11.7	..	THS										
Comoros	TF	24	26	15	19	..	..	..	..	TF										
Congo	THS	19	35	194	218	256	..	17.4	..	THS										
Côte d'Ivoire	VF	..	..	252	270	289	..	7.0	..	TF										
Dem.R.Congo	TF	103	61	81	186	..	..	..	..	TF										
Eritrea	VF	70	83	84	107	..	..	..	..	VF										
Ethiopia	TF	136	227	468	523	596	..	14.0	..	TF										
Gabon	TF	155	151	..	..	..	..	..	..	TF										
Gambia	TF	79	108	91	106	157	171	48.4	8.8	TF										
Ghana	TF	399	429	931	..	..	..	..	..	TF										
Guinea	TF	33	45	..	..	..	..	..	..	TF										
Kenya	TF	898	1,399	1,470	1,750	1,619	..	-7.5	..	VF(1)	-23.8		-23.8			-18.4	-4.7	-21.2	2.0	
Lesotho	TF	..	..	414	398	422	..	6.1	..	VF										
Madagascar	TF	160	277	196	225	256	196	13.7	-23.3	TF						-12.5	-29.8	-27.2	-21.2	
Malawi	TF	228	438	746	767	..	..	..	..	TF										
Mali	TF	86	143	169	160	134	..	-16.3	..	THS										
Mauritius	TF	656	761	935	965	965	993	0.1	2.9	TF	-0.8	-0.8	3.7	-2.7	-3.7	1.5	0.3	6.9	3.0	
Mozambique	TF	..	578	1,718	1,902	2,113	..	11.1	..	THS										
Namibia	TF	656	778	984	1,027	..	..	..	..	TF										
Niger	TF	50	58	74	82	81	..	-1.2	..	TF										
Nigeria	TF	813	1,010	1,555	715	..	..	..	..	TF										
Reunion	TF	430	409	421	471	447	416	-5.3	-6.8	TF						-9.9	-9.9	-4.1	-4.1	
Rwanda	TF	104	..	504	688	815	..	18.5	..	VF						20.7	7.0			
Sao Tome Prn	TF	7	16	8	12	..	..	..	..	TF										
Senegal	TF	389	769	900	1,001	..	..	..	..	TF*										
Seychelles	TF	130	129	175	194	208	230	7.0	10.7	TF	0.6	-2.7	4.7	5.2	-14.1	9.9	19.2	9.4	9.2	5.9
Sierra Leone	TF	16	40	39	52	60	81	13.9	36.0	TF	-20.5	-20.5	-17.5	-30.2	-13.0		37.6	18.7	59.6	35.7
South Africa	TF	5,872	7,369	8,074	8,339	9,188	9,510	10.2	3.5	TF						5.0	1.5	3.3	4.1	
Swaziland	TF	281	837	1,078	880	1,093	..	24.2	..	VF	8.0		6.2	10.4		0.3	3.0	7.2	-3.5	
Tanzania	TF	459	590	754	843	1,043	..	23.7	..	VF										
Togo	THS	60	81	202	300	235	..	-21.7	..	THS										
Uganda	TF	193	468	946	1,151	1,197	1,206	3.9	0.8	TF						-8.2	0.3	0.3	11.9	
Zambia	TF	457	669	815	920	859	..	-6.7	..	TF										
Zimbabwe	VF	1,967	1,559	2,239	2,423	1,794	1,833	-26.0	2.1	VF						13.4	2.5	-1.6	-2.5	

Source: World Tourism Organization (UNWTO) ©

(Data as collected by UNWTO April 2014)

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

(1) Visitor arrivals in the International Airports of Jomo Kenyatta (Nairobi) and Moi (Mombasa), as well as by cruise ships

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

	Full year (US\$)						Local currencies, current prices (% change over same period of the previous year)															
	2000	2005	2010	2011	2012	2013*	Series	11/10	12/11	13*/12	2014*				2013							
	(million)							(%)	YTD	Q1	Jan	Feb	Mar	Apr	Q1	Q2	Q3	Q4				
<b>Africa</b>	10,325	21,987	30,389	32,680	34,325	34,216																
<i>North Africa</i>	3,822	7,037	9,661	9,589	10,018	10,235																
Algeria	96	184	219	209	217	..	\$	-4.6	3.8	..												
Morocco	2,039	4,621	6,703	7,281	6,703	6,850		4.4	-1.8	-0.4	-1.5		0.7	-4.0				-1.8	2.6	2.7	-6.9	
Sudan	5	89	94	185	872	933	\$	96.1	371.4	7.1								3.4	3.2	25.6	-3.3	
Tunisia	1,682	2,143	2,645	1,914	2,227	2,210		-28.8	29.1	3.3	3.2	3.2						9.3	-3.7	1.5	8.5	
<i>Subsaharan Africa</i>	6,504	14,950	20,728	23,090	24,307	23,981																
Angola	18	88	719	647	706	..	\$	-10.1	9.3	..												
Benin	77	103	149	187	189	..		19.4	9.4	..												
Botswana	222	562	78	33	34	..		-57.5	14.6	..												
Burkina Faso	19	45	72	133	..	..		75.7	..	..												
Burundi	1	1	2	2	2	..		45.3	-31.3	..												
Cameroon	57	175	159	409	349	..		145	-7.7	..												
Cabo Verde	41	123	278	369	414	462		26.5	21.6	7.9								15.8	7.3	-1.8	11.3	
Cent.Afr.Rep.	5	5	6	..	..	..		..	..	..												
Comoros	15	24	35	44	39	..		18.9	-4.6	..												
Côte d'Ivoire	49	83	201	141	..	..		-33.0	..	..												
Dem.R.Congo	..	3	11	11	7	..	\$	6.5	-39.5	..												
Djibouti	8	7	18	19	21	..		6.7	6.8	..												
Ethiopia	57	168	522	770	607	416	\$	47.5	-21.1	-31.5								-35.5	-24.0	-3.4	-60.9	
Gambia	48	58	74	83	88	..	\$	12	6	..												
Ghana	335	836	620	694	914	..	\$	11.9	31.7	..												
Guinea	2	..	2	2	1	..		22.1	..	..												
Guinea-Bissau	..	2	13	9	..	..		-34.6	..	..												
Kenya	283	579	800	926	935	..	\$	15.7	1.0	..												
Lesotho	18	27	25	29	46	..		15.0	79.3	..												
Liberia	..	67	12	232	..	..		1856	..	..												
Madagascar	121	183	321	..	..	..		15.0	13.7	..								-12.4	-29.8	83.7		
Malawi	25	29	33	34	34	..		6.4	59.8	..												
Mali	40	148	283	267	..	..		-10.1	..	..												
Mauritius	542	871	1,282	1,488	1,477	1,321		8.3	3.9	-8.6	-3.0		-10.9	7.7				-12.4	2.2	-16.1	-7.8	
Mozambique	74	130	197	231	250	..	\$	17.1	8.1	..												
Namibia	160	348	438	517	485	409		17.0	6.1	-0.9								9.0	11.0	6.9	-28.8	
Niger	23	43	105	96	..	..		-12.9	..	..												
Nigeria	101	54	576	628	559	543	\$	9.1	-11.0	-2.8								-1.1	-3.3	-6.7	0.0	
Reunion	255	384	296	344	315	..	€	10.7	-0.8	..												
Rwanda	4	49	202	252	282	..	\$	40.0	-7.9	..								1.4	23.7			
Sao Tome Prn	10	7	11	16	14	..	\$	40.0	-7.9	..												
Senegal	144	248	453	468	..	..		-1.5	..	..												
Seychelles	139	192	274	291	310	344	\$	6.1	6.5	10.8								9.3	11.2	11.1	11.5	
Sierra Leone	10	64	26	44	42	59	\$	71.7	-5.9	41.2								-34.7				
South Africa	2,675	7,508	9,070	9,547	9,994	9,238	sa	4.4	18.4	8.7								7.9	5.4	7.1	14.4	
Swaziland	21	77	50	21	30	..		-58.3	62.3	..												
Tanzania	377	824	1,255	1,353	1,713	1,880	\$	7.9	26.6	9.8								4.9	6.4	12.6	12.6	
Togo	8	20	66	79	..	..		14.9	..	..												
Uganda	165	380	784	960	1,135	1,184	\$	22.4	18.3	4.3								-4.0	-7.8	12.7	12.4	
Zambia	67	98	125	146	155	..		18.3	12.4	..												
Zimbabwe	125	99	634	662	749	851	\$	4.4	13.1	13.6												

Source: World Tourism Organization (UNWTO) ©

(Data as collected by UNWTO April 2014)

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

Series	Full year						Change		Monthly/quarterly data (% change over same period of the previous year)											
	2000	2005	2010	2011	2012	2013*	12/11	13*/12	2014*				2013							
	(1000)						12/11		13*/12		YTD	Q1	Jan	Feb	Mar	Apr	Q1	Q2	Q3	Q4
Middle East	24,090	36,339	58,172	54,629	51,684	51,571	-5.4	-0.2	-3.1	-3.8	-2.6					19.1	10.1	-21.5	-8.2	
Bahrain	TF	2,420	3,914	..	..	..	..	..	VF											
Egypt	TF	5,116	8,244	14,051	9,497	11,196	9,174	17.9	-18.1	VF	-29.7	-29.7	-28.9	-27.0	-32.4	14.6	11.6	-46.4	-41.1	
Iraq	VF	78	..	1,518	..	..	..	..	VF											
Jordan	TF	1,580	2,987	4,207	3,960	4,162	3,945	5.1	-5.2	TF						-0.6	-6.9	-10.4	-0.9	
Kuwait	THS	78	104	207	269	300	..	11.6	..	THS										
Lebanon	TF	742	1,140	2,168	1,655	1,366	1,274	-17.5	-6.7	TF	-16.5	-16.5	-8.7	-17.8	-21.5	-12.5	-12.9	-4.9	6.2	
Oman	TF	571	896	1,446	1,343	1,987	..	48.0	..	THS*	27.9	27.9	26.4	33.8	24.0	3.5	5.8	0.9	19.8	
Palestine	THS	310	88	522	449	490	545	9.3	11.3	THS						3.2	5.7	3.4	30.0	
Qatar	TF	378	913	1,519	2,527	1,170	..	n/a	..	THS										
Saudi Arabia	TF	6,585	8,037	10,850	17,498	14,276	13,213	-18.4	-7.4	TF						23.8	1.9	-42.2	-14.4	
Syria	TF	2,100	3,571	8,546	5,070	..	..	..	..	VF										
Untd Arab Emirates(2)	THS	3,131	5,833	7,432	8,129	8,977	9,990	10.4	11.3	THS						13.8	14.7	9.4	7.4	
Yemen	TF	73	336	1,025	829	874	..	5.4	..	TF										

Source: World Tourism Organization (UNWTO) ©

(Data as collected by UNWTO April 2014)

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

(2) Dubai only

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

Series	Full year (US\$)						Local currencies, current prices (% change over same period of the previous year)													
	2000	2005	2010	2011	2012	2013*	11/10	12/11	13*/12	2014*	2013									
	(million)						11/10		13*/12		YTD	Q1	Jan	Feb	Mar	Apr	Q1	Q2	Q3	Q4
Middle East	16,760	26,599	52,016	44,769	47,462	47,276														
Bahrain	573	920	1,362	1,035	1,051	..	-24.0	1.5	..											
Egypt	4,345	6,851	12,528	8,707	9,940	6,044	\$	-30.5	14.2	-39.2						23.3	-28.4	-64.7	-67.8	
Iraq	2	168	1,660	1,543	1,634	..	\$	-7.0	5.9	..										
Jordan	723	1,441	3,585	3,425	4,061	4,117		-4.5	18.6	1.4						4.8	-0.1	-4.8	7.6	
Kuwait	98	164	290	319	425	298		6.0	35.3	-29.1						-23.5	-27.6	-33.0	-31.5	
Lebanon	..	5,532	7,861	6,545	6,032	..	\$	-16.7	-7.8	..										
Libya	75	250	60	..	..	..		..	..	..										
Oman	221	429	780	996	1,095	..		27.7	9.9	..										
Palestine	283	119	667	795	755	..	\$	19.2	-5.0	..										
Qatar	128	760	584	1,170	2,857	3,456		100	144	21.0						57.2	21.1	17.3	3.3	
Saudi Arabia	..	4,622	6,712	8,459	7,432	7,651		26.0	-12.1	2.9						19.9	3.0	3.0	-6.8	
Syria	1,082	1,944	6,190	1,753	..	..		-71.7	..	..										
Untd Arab Emirates	1,063	3,218	8,577	9,204	10,380	..		7.3	12.8	..										
Yemen	73	181	1,161	780	849	940	\$	-32.8	8.8	10.7										

Source: World Tourism Organization (UNWTO) ©

(Data as collected by UNWTO April 2014)

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

## Airport passenger traffic trends by ACI Statistical Regions

	Departing & arriving passengers, 2013					
	total		international		domestic	
	(million)	% change	(million)	% change	(million)	% change
World	5,388	4.0	2,345	5.4	3,043	2.9
North America	1,514	1.1	222	4.1	1,292	0.6
Latin America & Caribbean	441	5.7	119	4.2	321	6.3
Europe	1,625	2.9	1,184	4.0	441	0.1
Asia and Pacific	1,440	7.4	532	8.5	908	6.8
Middle East	222	9.2	194	10.0	28	3.9
Africa	145	0.3	94	0.7	51	-0.4

Source: compiled by UNWTO from Airports Council International (ACI)

Passengers: total passengers enplaned and deplaned; p passengers in transit counted once

Number of participating airports by region included in this summary in 2013: 1105 of which 113 in Africa, 142 in Asia and Pacific, 450 in Europe, 205 in Latin America and Caribbean, 18 in Middle East, and 177 in North America

## ACI World's busiest airports – Preliminary ranking

rank	region	airport city / country / code	total passenger traffic 2013 (international & domestic)		
			(million)	% change	share
				2013/'12	(%)
		<b>World</b>	<b>5,388</b>	<b>4.0</b>	<b>100</b>
1	am	Atlanta GA, US (ATL)	94.4	-1.1	1.8
2	ap	Beijing, CN (PEK)	83.7	2.2	1.6
3	eu	London, GB (LHR)	72.4	3.3	1.3
4	ap	Tokyo, JP (HND)	68.9	3.2	1.3
5	am	Chicago IL, US (ORD)	66.8	0.2	1.2
6	am	Los Angeles CA, US (LAX)	66.7	4.7	1.2
7	me	Dubai, AE (DXB)	66.4	15.2	1.2
8	eu	Paris, FR (CDG)	62.1	0.7	1.2
9	am	Dallas/fort worth TX, US (DFW)	60.5	3.2	1.1
10	ap	Jakarta, ID (CGK)	60.1	4.1	1.1
11	ap	Hong Kong, HK (HKG)	59.6	6.3	1.1
12	eu	Frankfurt, DE (FRA)	58.0	0.9	1.1
13	ap	Singapore, SG (SIN)	53.7	5.0	1.0
14	eu	Amsterdam, NL (AMS)	52.6	3.0	1.0
15	am	Denver co, US (DEN)	52.6	-1.1	1.0
16	ap	Guangzhou, CN (CAN)	52.5	8.6	1.0
17	ap	Bangkok, TH (BKK)	51.4	-3.1	1.0
18	eu	Istanbul, TR (IST)	51.2	13.6	0.9
19	am	New York NY, US (JFK)	50.4	2.3	0.9
20	ap	Kuala Lumpur, MY (KUL)	47.5	19.1	0.9
21	ap	Shanghai, CN (PVG)	47.2	5.2	0.9
22	am	San Francisco CA, US (SFO)	44.9	1.2	0.8
23	am	Charlotte NC, US (CLT)	43.5	5.4	0.8
24	ap	Incheon, KR (ICN)	41.7	6.5	0.8
25	am	Las Vegas NV, US (LAS)	40.9	0.3	0.8
26	am	Miami FL, US (MIA)	40.6	2.8	0.8
27	am	Phoenix AZ, US (PHX)	40.3	-0.3	0.7
28	am	Houston TX, US (IAH)	39.8	-0.2	0.7
29	eu	Madrid, ES (MAD)	39.7	-12.1	0.7
30	eu	Munich, DE (MUC)	38.7	0.8	0.7

Source: compiled by UNWTO from Airports Council International (ACI)

## Preliminary Air Transport Statistics

	2013			Q1 2014		
	RPK	ASK	PLF	RPK	ASK	PLF
	(% on previous year)		%	(% on previous year)		%
<b>International</b>	5.4%	4.9%	79.3%	5.4%	6.1%	77.8%
Africa	5.5%	5.2%	69.0%	0.2%	4.3%	66.0%
Asia/Pacific	5.3%	5.2%	77.7%	4.5%	6.1%	77.0%
Europe	3.8%	2.8%	81.0%	4.7%	5.5%	78.2%
Middle East	12.1%	12.8%	77.3%	13.8%	12.6%	79.9%
North America	3.0%	2.2%	82.8%	2.2%	3.5%	78.9%
Latin America	8.1%	7.4%	79.2%	4.5%	2.2%	79.6%
<b>Domestic</b>	4.9%	4.6%	79.9%	5.9%	5.3%	79.6%
Australia	2.8%	3.8%	76.5%	3.7%	3.6%	75.9%
China P.R.	11.7%	12.2%	80.3%	13.0%	12.7%	81.7%
India	4.0%	3.5%	74.6%	-0.7%	7.3%	71.4%
Japan	5.2%	5.1%	64.3%	8.7%	6.3%	65.1%
Russian Federation	9.6%	9.1%	74.0%	11.5%	13.6%	67.8%
US	1.9%	1.9%	83.8%	1.6%	0.3%	83.2%
Brazil	0.8%	-3.3%	76.3%	10.3%	3.4%	79.8%
<b>Total Market</b>	5.2%	4.8%	79.5%	5.6%	5.8%	78.5%
Africa	5.1%	4.5%	69.9%	-0.5%	3.4%	67.0%
Asia/Pacific	7.1%	7.1%	77.6%	7.0%	8.0%	77.5%
Europe	3.8%	2.7%	80.2%	5.2%	5.9%	77.0%
Middle East	11.4%	12.0%	77.6%	13.3%	12.2%	80.2%
North America	2.3%	2.0%	83.4%	1.8%	1.6%	81.6%
Latin America	6.3%	4.5%	78.0%	7.1%	3.5%	79.6%

Source: Compiled by UNWTO based on IATA *Air passenger market analysis*

RPK: Revenue-Passenger-Kilometers; ASK: Available-Seat-Kilometers; PLF: Passenger-Load-Factor.

## System-wide global commercial airlines

	Passenger traffic (RPK), % change over year					Passenger capacity (ASK), % change over year				
	2010	2011	2012	2013E	2014F	2010	2011	2012	2013E	2014F
Global	8.0	6.3	5.3	5.2	5.8	4.5	6.6	4.0	4.8	5.5
Regions										
Africa	12.3	1.6	7.5	5.1	5.8	9.3	3.2	6.4	5.0	6.5
Asia-Pacific	11.8	6.5	6.1	7.2	7.4	6.3	7.0	5.4	7.1	7.0
Europe	4.3	8.4	4.5	4.0	4.7	1.6	8.6	2.8	2.5	4.5
Middle East	17.8	9.9	14.7	11.9	13.0	13.3	9.8	12.4	11.4	13.0
North America	4.5	2.9	1.0	2.2	2.7	2.3	2.8	0.4	1.6	2.0
Latin America	12.3	11.2	9.5	6.5	6.0	6.8	9.3	7.6	4.6	6.5

Source: IATA. Domestic and international traffic.

## System-wide global commercial airlines

	EBIT margin, % revenues					Net profits, US\$ billion				
	2010	2011	2012	2013E	2014F	2010	2011	2012	2013E	2014F
Global	4.9	2.3	1.8	3.0	4.3	17.3	7.5	6.1	12.9	18.7
Regions										
Africa	1.7	0.6	-0.4	-0.5	0.8	0.1	0.0	-0.1	-0.1	0.1
Asia-Pacific	8.0	3.8	1.9	2.9	3.4	9.2	4.2	2.7	3.0	3.7
Europe	2.4	0.8	0.7	1.1	1.9	1.9	0.3	0.4	1.2	3.1
Middle East	3.7	3.1	3.0	3.8	4.2	0.9	1.0	1.0	1.6	2.2
North America	5.7	3.0	3.4	5.2	6.5	4.2	1.7	2.3	6.8	8.6
Latin America	5.1	2.0	1.5	2.2	3.8	1.0	0.2	-0.2	0.4	1.0

Source: Compiled by UNWTO based on IATA with ICAO revised data 2010-12, IATA estimates for regions in 2011-12 and estimate for 2013 and forecast for 2014

Note: bankruptcy reorganization costs are excluded. Also ICAO made some substantial revisions to historic data in their 2013 Annual Report to the Council.

## System-wide global commercial airlines (current prices)

	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013E	2014F
<b>Traffic volumes</b>											
Flights, million	23.8	24.9	25.5	26.7	26.5	25.9	27.8	30.1	31.2	32.6	34.3
Sched. passenger numbers, millions	2,067	2,214	2,338	2,543	2,581	2,479	2,681	2,845	2,977	3,129	3,304
Passenger growth, rpk, %	13.7	8.1	6.2	7.5	2.6	-2.4	8.8	6.9	4.9	5.3	5.8
Freight tonnes, millions	36.8	37.7	40.1	42.5	41.1	40.8	48.6	49.7	49.2	49.8	51.7
Cargo growth, ftk, %	10.3	2.5	6.4	4.7	-0.7	-8.8	19.4	0.4	-1.0	1.4	4.0
<b>Revenues, US\$ billion</b>											
% change	17.7	9.1	12.5	9.6	11.7	-16.5	18.4	9.7	9.8	4.3	5.3
Passenger, US\$ billion	294	323	365	399	444	374	445	500	539	567	598
Cargo, US\$ billion	47	48	53	59	63	48	66	67	64	61	63
World economic growth, %	4.3	3.9	4.4	4.3	1.8	-1.7	4.3	3.1	2.5	2.4	2.9
Passenger yield, %	3.7	1.7	6.6	1.7	8.2	-13.7	9.6	5.0	2.9	-0.2	-0.3
Cargo yield %	5.1	0.3	4.4	5.6	7.0	-15.2	14.4	0.8	-4.1	-4.9	-1.5
<b>Expenses, US\$ billion</b>											
% change (current prices)	16.2	8.9	10.1	8.8	16.5	-16.9	13.1	12.7	10.4	2.9	3.9
Fuel, US\$ billion	65	91	116	133	187	123	138	174	208	210	213
% of expenses	17.0	22.0	26.0	27.0	33.0	26.0	26.0	29.0	31.0	31.0	30.0
Crude oil price, Brent, \$/b	38	55	65	73	99	62	79	111	112	109	108
Jet kerosene price, \$/b	50	71	82	90	127	71	91	128	130	125	125
Fuel consumption, billion gallons	65	67	68	70	69	66	69	71	72	73	76
CO2 emissions, million tonnes	619	643	648	665	661	626	655	673	682	697	721
Non-fuel, US\$ billion	311	318	335	357	384	351	398	430	459	477	501
Cents per atk (non-fuel unit cost)	39	38	38	38	40	38	42	43	44	44	44
% change	1.4	-3.0	0.4	-0.1	4.9	-4.6	9.3	1.9	3.8	0.0	0.0
Capacity growth, atk, %	9.7	5.7	4.8	6.6	2.7	-4.2	3.7	6.0	2.9	3.8	5.0
Break-even weight load factor, %	60.6	60.8	60.3	59.9	61.8	61.4	63.2	64.3	64.8	64.2	63.6
Weight load factor achieved, %	61.1	61.5	62.3	62.4	61.7	61.6	66.4	65.8	66.0	66.2	66.4
Passenger load factor achieved, %	73.5	74.9	76.0	77.0	76.0	76.1	78.6	78.4	79.3	79.6	80.2
<b>Operating profit, US\$ billion</b>											
% margin	0.9	1.1	3.2	3.9	-0.2	0.4	4.9	2.3	1.8	3.0	4.3
<b>Net profit, US\$ billion</b>											
% margin	-1.5	-1.0	1.1	2.9	-4.6	-1.0	3.1	1.2	0.9	1.8	2.5
Per departing passenger, \$	-2.7	-1.9	2.1	5.8	-10.1	-1.9	6.5	2.6	2.1	4.1	5.7
Return on invested capital, %	2.9	3.0	4.6	5.5	1.4	2.0	6.3	4.7	3.6	4.5	5.4

Source: Compiled by UNWTO based on IATA with ICAO data to 2009-12 (note revisions to 2009 and 2011 data). IATA estimate for 2013 and forecast for 2014. Passenger and freight numbers are global system-wide collected by IATA, including some non-ICAO states. Bankruptcy reorganization charges excluded.

## UNWTO Panel of Tourism Experts

### The UNWTO Tourism Confidence Index

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

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

### How to read this data

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

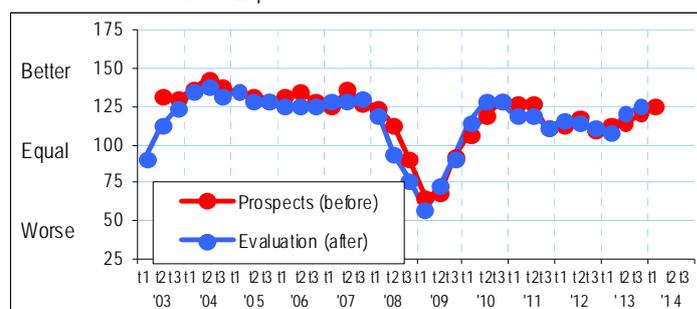
- *What is your assessment of tourism performance in your destination or business for the four months just ended (or about to end) as against what you would reasonably expect for this time of year?*
- *What are the tourism prospects of your destination or business in the coming four months compared with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

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

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

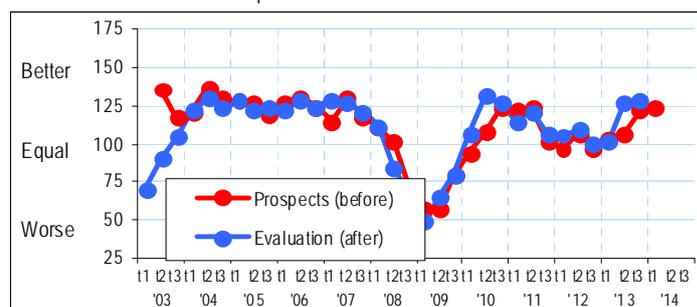
For this edition responses have been received from experts based in Algeria, Angola, Argentina, Aruba, Australia, Austria, Azerbaijan, Bahamas, Bangladesh, Belgium, Bhutan, Bosnia and Herzegovina, Brazil, Burkina Faso, Cambodia, Canada, Chile, China, Colombia, Costa Rica, Côte d'Ivoire, Croatia, Cuba, Cyprus, Denmark, Dominican Republic, Dubai, Ecuador, Egypt, El Salvador, Estonia, Finland, France, Germany, Greece, Guatemala, Honduras, Hong Kong (China), Hungary, Iceland, India, Indonesia, Iran (Islamic Republic of), Israel, Italy, Jamaica, Japan, Jordan, Lithuania, Macao (China), Malaysia, Maldives, Malta, Mauritius, Mexico, Monaco, Morocco, Mozambique, Netherlands, Nicaragua, Niger, Nigeria, Norway, Pakistan, Peru, Poland, Portugal, Qatar, Republic of Korea, Romania, Russian Federation, Saint Lucia, Samoa, San Marino, Saudi Arabia, Senegal, Serbia, Singapore, Slovenia, South Africa, Spain, Sri Lanka, Swaziland, Sweden, Switzerland, Taiwan (pr. of China), Thailand, Tunisia, Turkey, Uganda, United Arab Emirates, United Kingdom, United States, Uruguay, Uzbekistan, Venezuela, Vietnam and Zimbabwe.

UNWTO Panel of Tourism Experts: World



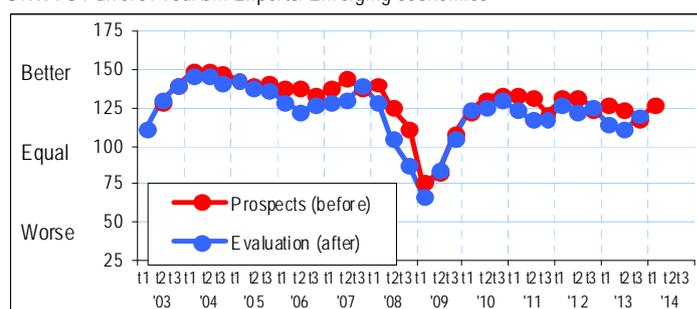
Source: World Tourism Organization (UNWTO) ©

UNWTO Panel of Tourism Experts: Advanced economies



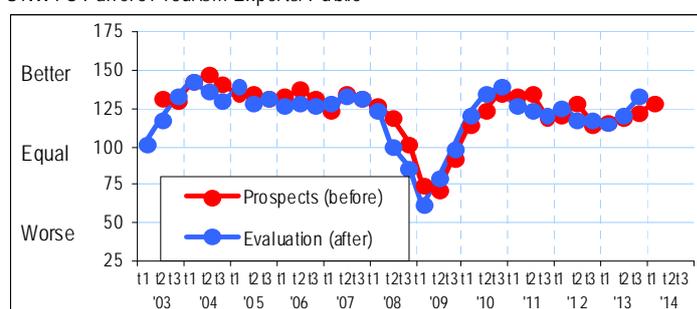
Source: World Tourism Organization (UNWTO) ©

UNWTO Panel of Tourism Experts: Emerging economies



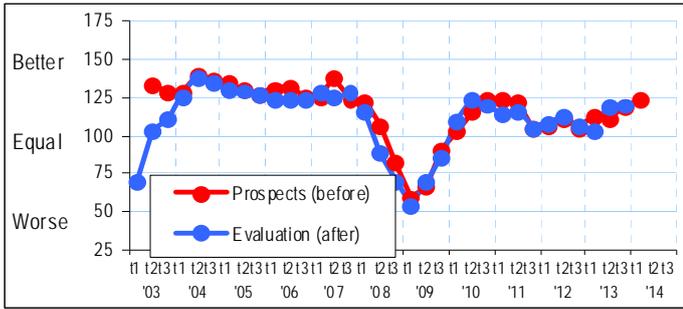
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UNWTO Panel of Tourism Experts: Public



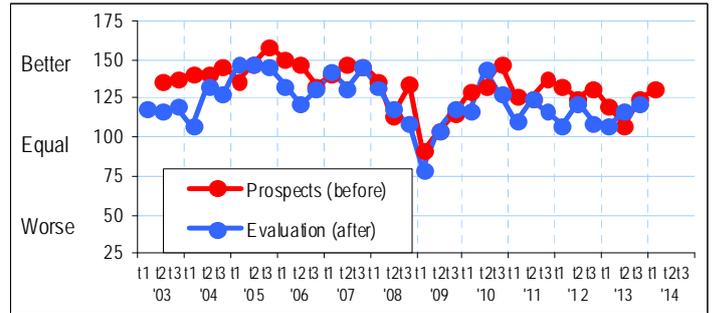
Source: World Tourism Organization (UNWTO) ©

UNWTO Panel of Tourism Experts: Private



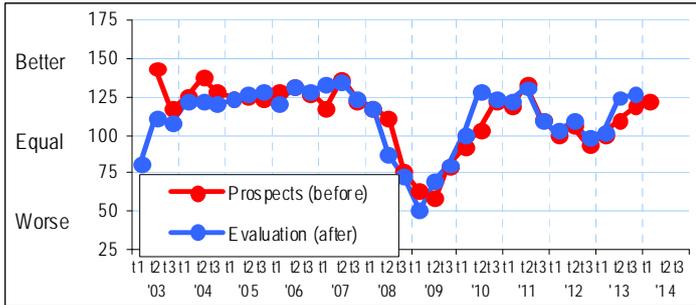
Source: World Tourism Organization (UNWTO) ©

UNWTO Panel of Tourism Experts: Africa



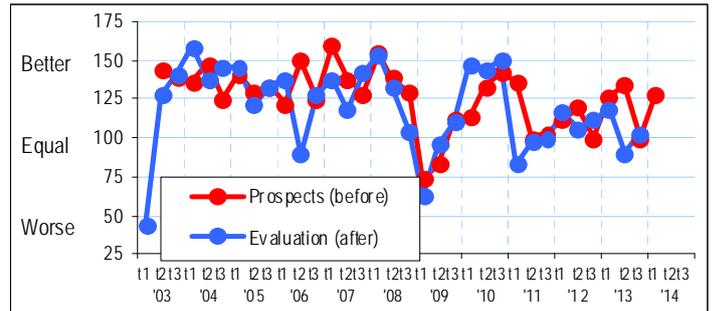
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UNWTO Panel of Tourism Experts: Europe



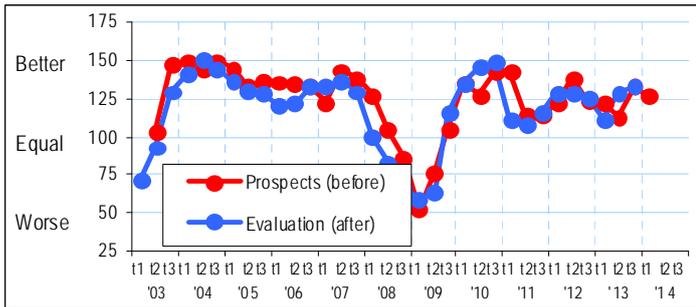
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UNWTO Panel of Tourism Experts: Middle East



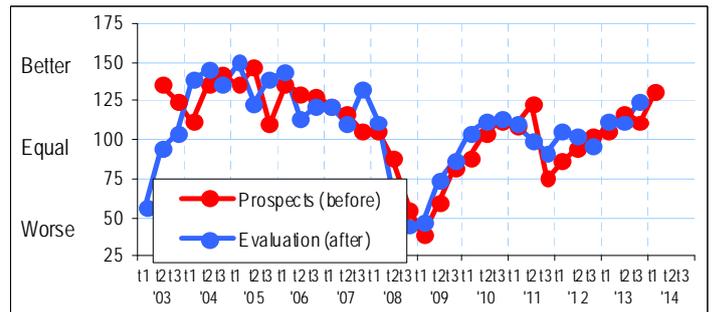
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UNWTO Panel of Tourism Experts: Asia and the Pacific



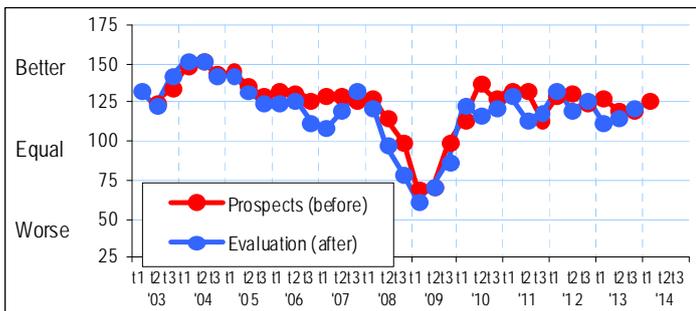
Source: World Tourism Organization (UNWTO) ©

UNWTO Panel of Tourism Experts: Global Operators



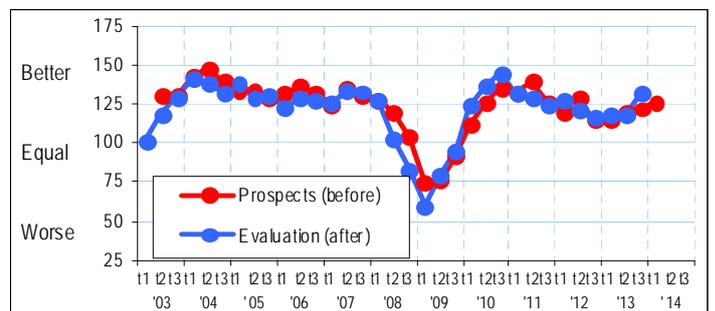
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UNWTO Panel of Tourism Experts: Americas



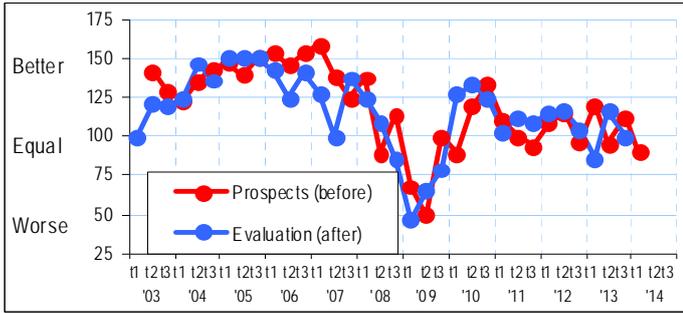
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UNWTO Panel of Tourism Experts: Destinations



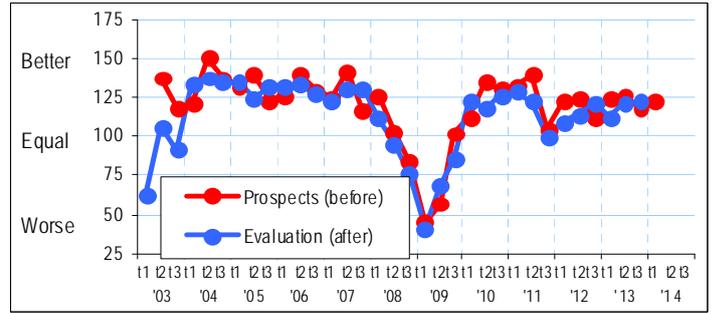
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UNWTO Panel of Tourism Experts: Transport



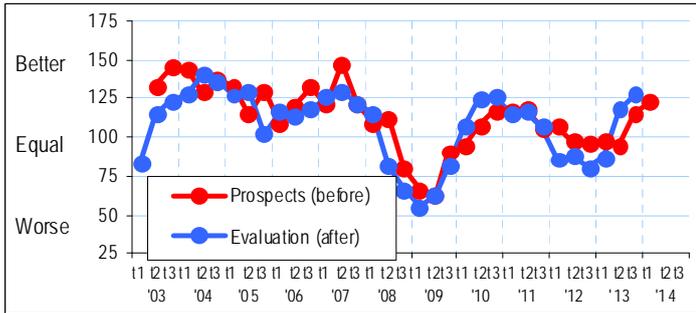
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UNWTO Panel of Tourism Experts: General Industry Bodies & Other



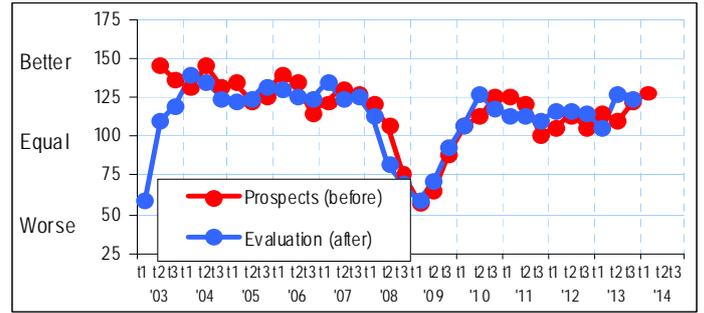
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UNWTO Panel of Tourism Experts: Accommodation & Catering



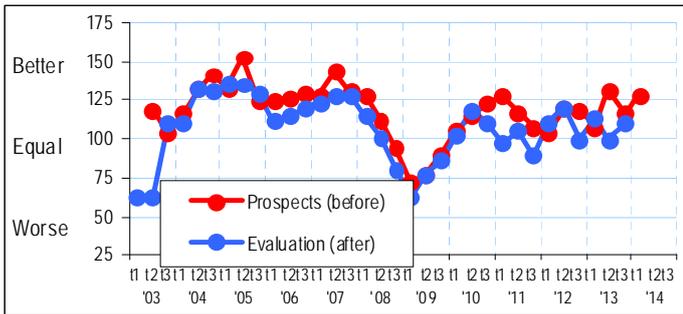
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UNWTO Panel of Tourism Experts: Consultancy, Research & Media



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UNWTO Panel of Tourism Experts: Tour Operators & Travel Agencies



Source: World Tourism Organization (UNWTO) ©



## Hotel performance by region

	Occupancy			Average Room Rate			RevPAR		
	Full year			Full year			Full year		
	2013*	2012	Change	2013*	2012	Change	2013*	2012	Change
	(%)	(%p)		US\$	(%)		US\$	(%)	
<b>Americas</b>	62.3	61.4	0.9	113	109	3.6	70	67	5.2
North America	62.3	61.3	0.9	111	107	3.7	69	66	5.3
Caribbean	67.1	65.7	1.4	187	177	5.3	125	116	7.6
Central America	58.7	59.5	-0.8	113	114	-1.0	66	68	-2.3
South America	64.4	64.6	-0.2	137	139	-1.5	88	90	-1.9
<b>Asia and the Pacific</b>	68.0	68.0	0.0	122	128	-4.1	83	87	-4.1
North-East Asia	66.9	67.4	-0.4	106	112	-5.1	71	75	-5.7
South-East Asia	71.5	70.4	1.1	140	137	2.0	100	96	3.6
Australia & Oceania	73.7	72.8	0.9	168	176	-4.5	124	128	-3.3
Central & South Asia	58.4	58.1	0.3	129	140	-7.8	76	81	-7.3
<b>Africa &amp; Middle East</b>	61.0	60.4	0.5	166	160	3.8	101	96	4.7
North Africa (incl. Egypt)	46.6	52.1	-5.5	84	84	0.3	39	44	-10.3
Southern Africa	60.9	59.5	1.4	127	132	-3.5	78	78	-1.2
Middle East	66.7	64.5	2.2	207	200	3.3	138	129	6.8
				euro	(%)		euro	(%)	
<b>Europe</b>	67.5	66.0	1.6	103	104	-0.8	69	68	1.5
Northern Europe	72.8	70.4	2.4	96	100	-3.4	70	70	-0.2
Western Europe	67.0	66.3	0.7	115	114	0.7	77	76	1.7
Eastern Europe	61.0	59.2	1.8	85	89	-4.0	52	52	-1.1
Southern Europe	63.0	61.7	1.3	104	102	2.2	66	63	4.5

Source: STR (North America) and STR Global. © 2014 STR and STR Global. All rights reserved; (%p: percentage points)

= up = down

## Hotel performance, selected cities

	Occupancy (%)			Change (%p)
	(Full year)	2012	2013*	
<b>Europe</b>	66.0	67.5	1.6	
<b>Northern Europe</b>	70.4	72.8	2.4	
Denmark	Copenhagen	67.2	70.4	3.2
Iceland	Reykjavik	70.0	73.6	3.6
Ireland	Dublin	74.6	78.7	4.1
Norway	Oslo	67.8	65.3	-2.5
United Kingdom	London	80.6	82.4	1.8
<b>Western Europe</b>	66.3	67.0	0.7	
Austria	Vienna	71.8	70.8	-0.9
Belgium	Brussels	66.8	66.8	0.0
France	Paris	78.8	79.8	0.9
Germany	Frankfurt	67.1	68.3	1.1
	Berlin	72.5	72.7	0.1
Luxembourg	Luxembourg	63.8	74.2	10.3
Netherlands	Amsterdam	74.0	75.6	1.6
Switzerland	Geneva	65.0	65.2	0.2
	Zurich	71.3	72.4	1.1
<b>Eastern Europe</b>	59.2	61.0	1.8	
Czech Rep	Prague	68.5	69.5	1.0
Hungary	Budapest	63.6	65.8	2.1
Poland	Warsaw	69.3	71.8	2.5
Russian Federation	Moscow	66.8	67.5	0.8
Slovakia	Bratislava	51.5	55.6	4.1
<b>Southern Europe</b>	61.7	63.0	1.3	
Greece	Athens	53.0	56.8	3.7
Israel	Tel Aviv	72.9	72.5	-0.4
Italy	Milan	61.0	63.3	2.4
	Rome	66.6	67.1	0.5
Portugal	Lisbon	62.7	65.3	2.6
Spain	Barcelona	71.4	71.7	0.4
	Madrid	64.0	61.4	-2.6
Turkey	Istanbul	72.4	67.4	-5.0

Source: STR Global

= up

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= down

## Hotel performance, selected cities

	Occupancy (%)			Change (%p)
	(Full year)	2012	2013*	
<b>Asia and the Pacific</b>	68.0	68.0	0.0	
<b>North-East Asia</b>	67.4	66.9	-0.4	
China	Beijing	72.1	69.1	-3.0
	Shanghai	64.9	66.5	1.6
Hong Kong (China)	Hong Kong	85.2	84.9	-0.3
Japan	Osaka	83.2	85.2	2.0
	Tokyo	82.6	86.1	3.5
Korea, Republic of	Seoul	81.3	76.7	-4.7
Taiwan (pr. of China)	Taipei	70.3	65.4	-4.9
<b>South-East Asia</b>	70.4	71.5	1.1	
Indonesia	Bali	68.9	66.1	-2.8
	Jakarta	71.6	69.7	-1.9
Malaysia	Kuala Lumpur	74.7	74.2	-0.5
Philippines	Manila	71.0	68.2	-2.8
Singapore	Singapore	84.1	83.4	-0.7
Thailand	Bangkok	70.6	74.3	3.8
	Phuket	70.6	73.9	3.3
Vietnam	Hanoi	64.6	67.1	2.4
<b>Australia &amp; Oceania</b>	72.8	73.7	0.9	
Australia	Sydney	80.9	82.8	1.9
New Zealand	Auckland	75.2	76.6	1.5
<b>Central &amp; South Asia</b>	58.1	58.4	0.3	
India	Bangalore	51.5	56.9	5.4
	Delhi	60.7	58.3	-2.4
	Mumbai	62.6	66.3	3.7

Source: STR Global

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## Hotel performance, selected cities

	Occupancy (%)			Change (%p)
	(Full year)	2012	2013*	
<b>Africa &amp; Middle East</b>	60.4	61.0	0.5	
<b>Middle East</b>	64.5	66.7	2.2	
Jordan	Amman	65.1	60.5	-4.5
Kuwait	Kuwait	53.6	52.9	-0.7
Lebanon	Beirut	50.8	47.5	-3.2
Oman	Muscat	60.2	66.3	6.1
Qatar	Doha	59.3	65.8	6.5
Saudi Arabia	Riyadh	55.5	55.7	0.1
Utd Arab Emirates	Abu Dhabi	59.9	67.4	7.5
	Dubai	77.5	79.8	2.2
<b>North Africa (incl. Egypt)</b>	52.1	46.6	-5.5	
Egypt	Cairo	46.0	35.7	-10.3
	Sharm El-Sheikh	60.8	55.8	-5.1
<b>Southern Africa</b>	59.5	60.9	1.4	
Kenya	Nairobi	63.6	59.6	-3.9
South Africa	Cape Town	61.0	64.5	3.5

Source: STR Global

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## Hotel performance, selected cities

		Occupancy (%)		
		(Full year)	2012	2013*
<b>Americas</b>		61.4	62.3	0.9
<b>North America</b>		61.3	62.3	0.9
Canada	Montreal	64.1	65.6	1.5
	Toronto	67.4	69.3	1.9
	Vancouver	66.5	68.4	1.8
Mexico	Cancun	62.8	65.6	2.8
	Mexico City	63.1	63.3	0.1
United States	Phoenix, AZ	57.7	59.7	2.0
	Anaheim, CA	73.0	74.9	1.9
	Los Angeles, CA	75.3	76.8	1.4
	San Diego, CA	70.5	71.6	1.1
	San Francisco, CA	80.3	82.9	2.6
	Washington, DC	67.5	66.0	-1.5
	Miami, FL	76.5	77.9	1.4
	Orlando, FL	68.8	70.9	2.2
	Atlanta, GA	60.8	63.2	2.3
	Oahu Island, HI	84.7	83.7	-1.0
	Chicago, IL	66.7	67.4	0.7
	New Orleans, LA	67.7	66.9	-0.7
	New York, NY	83.6	84.5	0.9
	Dallas, TX	61.0	64.2	3.3
	Houston, TX	65.4	69.0	3.6
<b>Central America</b>		59.5	58.7	-0.8
Costa Rica	San Jose	58.0	57.8	-0.2
<b>South America</b>		64.6	64.4	-0.2
Argentina	Buenos Aires	64.4	64.0	-0.4
Brazil	Rio de Janeiro	76.7	75.3	-1.4
	Sao Paulo	65.2	64.9	-0.3
Chile	Santiago	72.1	68.8	-3.3
Peru	Lima	71.2	72.9	1.7

Source: STR Global

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Data for North America sourced STR

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## Hospitality industry data

The hotel data presented in this section has been kindly provided by STR Global Ltd and Smith Travel Research, Inc.

STR Global and STR track hotel performance data from over 44,000 hotels worldwide which represent all segments of mainly branded hotel supply. Hotel performance results for the majority of capital and gateway cities across the world is available.

**Occupancy** = rooms sold / rooms available, i.e. the percentage of available rooms that were sold during a specified period of time. Occupancy is calculated by dividing the number of rooms sold by rooms available. Occupancy takes both account of demand and supply growth. If demand grows, but is outstripped by supply growth, occupancy will decrease.

**ADR** (Average Daily Rate) = room revenue / rooms sold, i.e. a measure of the average rate paid for rooms sold, calculated by dividing room revenue by rooms sold.

**RevPAR** (Revenue per available room) = room revenue / rooms available (or = occupancy x ADR), i.e. the total guest room revenue divided by the total number of available rooms. RevPAR differs from ADR because RevPAR is affected by the amount of unoccupied available rooms, while ADR shows only the average rate of rooms actually sold.

For methodology see further:

[www.strglobal.com/Resources/Glossary.aspx](http://www.strglobal.com/Resources/Glossary.aspx).

For further information on STR Global and STR please visit:

[www.strglobal.com](http://www.strglobal.com).

For STR & STR Global Data News see also:

[www.hotelnewsnow.com/Industry\\_Analysis/STRDataNews.aspx](http://www.hotelnewsnow.com/Industry_Analysis/STRDataNews.aspx).

Overview of the economic growth projections by the International Monetary Fund (IMF), World Economic Outlook, April 2014

	Population million	GDP US\$ bn	Per capita US\$	Growth of Gross Domestic Product (GDP), constant prices (%)											
				Change over previous year				Current projections			Trend <sup>1</sup>			Average	
				2010	2011	2012	2013	2014*	2015*	2017*	2019*	13-12	14*-13	15*-14*	1995-2013
<b>World (PPP<sup>2</sup> weighted)</b>	7,024	73,982	10,530	5.2	3.9	3.2	3.0	3.6	3.9	3.9	3.9	-	+	+	3.6
Memorandum: at market exchange rates				4.1	3.0	2.5	2.4	3.1	3.3	3.4	3.3	=	+	+	2.7
of which:															
<b>Advanced economies</b>	1,032	45,338	43,920	3.0	1.7	1.4	1.3	2.2	2.3	2.4	2.1	=	+	=	2.1
<b>Emerging economies</b>	5,992	28,644	4,780	7.5	6.3	5.1	4.7	4.9	5.3	5.4	5.3	-	+	+	5.6

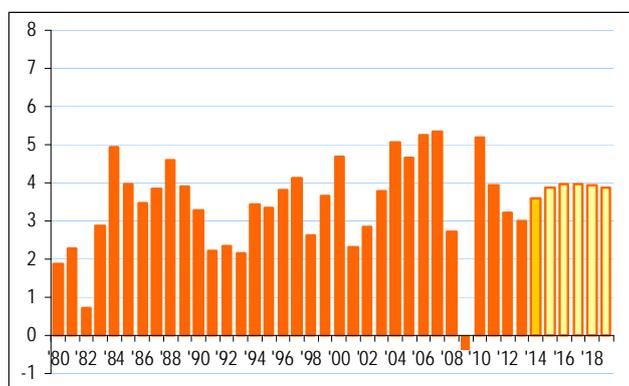
Source: Compiled by UNWTO from International Monetary Fund, World Economic Outlook ([www.imf.org/external/pubs/ft/weo/weorepts.htm](http://www.imf.org/external/pubs/ft/weo/weorepts.htm))

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

<sup>2</sup> Purchasing power parity

World

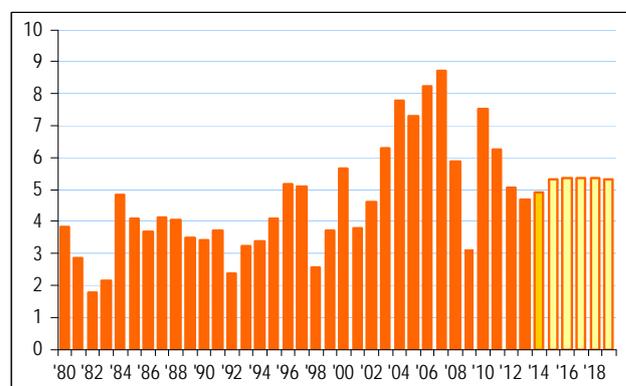
Growth of Gross Domestic Product (GDP), constant prices (%)



Source: International Monetary Fund

Emerging market and developing countries

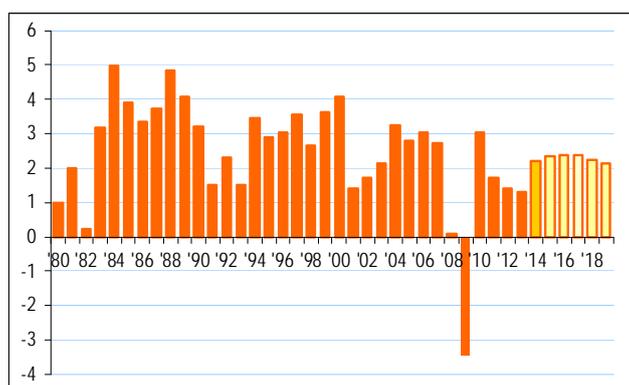
Growth of Gross Domestic Product (GDP), constant prices (%)



Source: International Monetary Fund

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

Subscribers issue - April 2014

## Overview of the economic growth projections by the International Monetary Fund (IMF), World Economic Outlook, April 2014

	Population million	GDP US\$ bn	Per capita US\$	Growth of Gross Domestic Product (GDP), constant prices (%)											
				Change over previous year				Current projections				Trend <sup>1</sup>			Average
				2010	2011	2012	2013	2014*	2015*	2017*	2019*	13-12	14*-13	15*-14*	1995-2013
<i>By UNWTO regions:</i>															
<b>Europe</b>	<b>905</b>	<b>22,566</b>	<b>24,920</b>	<b>2.8</b>	<b>2.6</b>	<b>0.5</b>	<b>0.8</b>	<b>1.8</b>	<b>2.1</b>	<b>2.2</b>	<b>2.2</b>	<b>+</b>	<b>+</b>	<b>+</b>	<b>2.3</b>
European Union (28)	506	17,372	34,350	2.0	1.7	-0.3	0.2	1.6	1.8	1.9	1.9	+	++	=	1.8
Euro area	330	12,716	38,570	2.0	1.6	-0.7	-0.5	1.2	1.5	1.5	1.5	+	++	+	1.4
Germany	81	3,636	45,000	3.9	3.4	0.9	0.5	1.7	1.6	1.4	1.3	-	++	=	1.3
France	64	2,737	43,000	1.7	2.0	0.0	0.3	1.0	1.5	1.8	1.9	+	+	+	1.5
Italy	60	2,072	34,710	1.7	0.5	-2.4	-1.9	0.6	1.1	1.2	1.0	+	++	+	0.5
Spain	47	1,359	29,150	-0.2	0.1	-1.6	-1.2	0.9	1.0	1.2	1.3	+	++	=	2.1
Netherlands	17	800	47,630	1.5	0.9	-1.2	-0.8	0.8	1.6	1.8	2.1	+	++	+	1.8
Belgium	11	507	45,380	2.3	1.8	-0.1	0.2	1.2	1.2	1.4	1.5	+	+	=	1.7
Austria	8	415	48,960	1.8	2.8	0.9	0.4	1.7	1.7	1.4	1.4	-	++	=	1.9
Greece	11	242	21,860	-4.9	-7.1	-7.0	-3.9	0.6	2.9	3.5	2.8	++	++	++	1.0
Finland	5	257	47,130	3.4	2.8	-1.0	-1.4	0.4	1.1	1.6	1.8	-	++	+	2.3
Portugal	11	220	20,730	1.9	-1.3	-3.2	-1.4	1.2	1.5	1.8	1.8	++	++	+	1.2
Ireland	5	218	45,620	-1.1	2.2	0.2	-0.3	1.7	2.5	2.5	2.5	-	++	+	4.3
United Kingdom	64	2,536	39,570	1.7	1.1	0.3	1.8	2.9	2.5	2.3	2.4	++	++	-	2.1
Sweden	10	558	57,910	6.6	2.9	0.9	1.5	2.8	2.6	2.4	2.4	+	++	=	2.5
Denmark	6	331	59,190	1.4	1.1	-0.4	0.4	1.5	1.7	1.7	1.8	+	++	=	1.2
Poland	39	516	13,390	3.9	4.5	1.9	1.6	3.1	3.3	3.5	3.6	-	++	+	4.1
Switzerland	8	651	81,320	3.0	1.8	1.0	2.0	2.1	2.2	2.0	1.8	+	=	=	1.8
Norway	5	511	100,320	0.6	1.1	2.8	0.8	1.8	1.9	2.0	2.1	--	++	=	2.1
Russian Federation	143	2,118	14,820	4.5	4.3	3.4	1.3	1.3	2.3	2.5	2.5	--	=	+	3.6
Turkey	76	827	10,820	9.2	8.8	2.2	4.3	2.3	3.1	3.5	3.5	++	--	+	4.1
Israel	8	292	37,030	5.7	4.6	3.4	3.3	3.2	3.4	3.5	3.5	=	=	=	3.9
<b>Americas</b>	<b>945</b>	<b>24,400</b>	<b>25,830</b>	<b>3.6</b>	<b>2.7</b>	<b>2.8</b>	<b>2.1</b>	<b>2.7</b>	<b>2.9</b>	<b>3.0</b>	<b>2.6</b>	<b>-</b>	<b>+</b>	<b>+</b>	<b>2.7</b>
United States	316	16,800	53,100	2.5	1.8	2.8	1.9	2.8	3.0	2.9	2.2	-	+	=	2.5
Canada	35	1,825	51,990	3.4	2.5	1.7	2.0	2.3	2.4	2.2	2.0	+	+	=	2.5
Latin America and Caribbean	593	5,775	9,740	6.0	4.6	3.1	2.7	2.5	3.0	3.5	3.6	-	=	+	3.3
Brazil	198	2,243	11,310	7.5	2.7	1.0	2.3	1.8	2.7	3.1	3.5	++	-	+	2.9
Mexico	118	1,259	10,630	5.1	4.0	3.9	1.1	3.0	3.5	3.8	3.8	--	++	+	2.9
Argentina	41	488	11,770	9.2	8.9	1.9	4.3	0.5	1.0	2.0	2.0	++	--	+	3.9
Venezuela	30	374	12,470	-1.5	4.2	5.6	1.0	-0.5	-1.0	1.0	1.0	--	--	-	2.5
Colombia	47	382	8,100	4.0	6.6	4.2	4.3	4.5	4.5	4.5	4.5	=	+	=	3.3
Chile	18	277	15,780	5.7	5.7	5.5	4.2	3.6	4.1	4.5	4.5	--	-	+	4.3
Peru	31	207	6,670	8.8	6.9	6.3	5.0	5.5	5.8	5.8	5.8	--	+	+	4.8
<b>Asia and the Pacific</b>	<b>3,976</b>	<b>22,929</b>	<b>5,770</b>	<b>8.2</b>	<b>5.8</b>	<b>4.9</b>	<b>5.0</b>	<b>5.3</b>	<b>5.4</b>	<b>5.4</b>	<b>5.4</b>	<b>=</b>	<b>+</b>	<b>=</b>	<b>5.5</b>
Japan	127	4,902	38,490	4.7	-0.5	1.4	1.5	1.4	1.0	1.0	1.1	=	=	-	0.8
Australia	23	1,505	64,860	2.2	2.6	3.6	2.4	2.6	2.7	3.0	3.0	--	=	=	3.3
Korea, Republic of	50	1,222	24,330	6.3	3.7	2.0	2.8	3.7	3.8	3.8	3.8	+	+	=	4.2
Taiwan (pr. of China)	23	489	20,930	10.8	4.2	1.5	2.1	3.1	3.9	4.4	4.5	+	++	+	4.0
Hong Kong (China)	7	274	37,780	6.8	4.8	1.6	2.9	3.7	3.8	3.9	4.0	++	+	=	3.5
Singapore	5	296	54,780	15.1	6.0	1.9	4.1	3.6	3.6	3.6	3.8	++	-	=	5.4
Developing Asia	3,444	13,435	3,900	9.7	7.9	6.7	6.5	6.7	6.8	6.6	6.5	-	=	=	7.7
China	1,361	9,181	6,750	10.4	9.3	7.7	7.7	7.5	7.3	6.8	6.5	=	=	-	9.6
India	1,243	1,871	1,500	10.3	6.6	4.7	4.4	5.4	6.4	6.7	6.8	-	++	+	6.7
Indonesia, Malaysia, Philippines, Thailand	443	1,842	4,160	7.0	4.3	6.3	5.1	4.9	5.3	5.6	5.5	--	-	+	4.0
Iran	77	366	4,750	5.9	2.7	-5.6	-1.7	1.5	2.4	2.3	2.4	++	++	+	3.8
Pakistan	183	239	1,310	2.6	3.7	4.4	3.6	3.1	3.7	4.7	5.0	-	-	+	4.3
<b>Africa</b>	<b>987</b>	<b>1,739</b>	<b>1,760</b>	<b>5.1</b>	<b>4.7</b>	<b>4.5</b>	<b>4.4</b>	<b>5.0</b>	<b>5.2</b>	<b>5.3</b>	<b>5.3</b>	<b>=</b>	<b>+</b>	<b>=</b>	<b>4.9</b>
Algeria, Morocco, Tunisia,	82	359	4,390	3.5	2.6	3.2	3.3	4.0	4.4	4.7	4.8	=	+	+	4.0
Subsaharan Africa	871	1,310	1,500	5.6	5.5	5.2	4.7	5.4	5.4	5.5	5.4	-	+	=	5.0
South Africa	53	351	6,620	3.1	3.6	2.5	1.9	2.3	2.7	3.0	3.0	-	+	+	3.2
Nigeria	169	286	1,690	8.0	7.4	6.6	6.3	7.1	7.0	6.9	6.7	-	+	=	6.9
<b>Middle East</b>	<b>212</b>	<b>2,328</b>	<b>10,980</b>	<b>5.9</b>	<b>4.9</b>	<b>8.0</b>	<b>3.3</b>	<b>3.6</b>	<b>5.2</b>	<b>5.0</b>	<b>4.9</b>	<b>--</b>	<b>+</b>	<b>++</b>	<b>5.0</b>
Saudi Arabia	30	745	24,850	7.4	8.6	5.8	3.8	4.1	4.2	4.2	4.3	--	+	=	4.5
Untd Arab Emirates	9	396	43,870	1.7	3.9	4.4	4.8	4.4	4.2	4.0	4.2	+	-	=	4.6
Egypt	84	271	3,230	5.1	1.8	2.2	2.1	2.3	4.1	4.0	4.0	=	=	++	4.7
Iraq	35	229	6,590	5.5	10.2	10.3	4.2	5.9	6.7	8.9	9.2	--	++	+	..
Qatar	2	203	100,280	16.7	13.0	6.2	6.1	5.9	7.1	7.2	6.4	=	-	++	11.7
Kuwait	4	185	47,640	-2.4	6.3	6.2	0.8	2.6	3.0	3.9	3.9	--	++	+	3.8

Source: Compiled by UNWTO from International Monetary Fund, World Economic Outlook ([www.imf.org/external/pubs/ft/weo/weoexpts.htm](http://www.imf.org/external/pubs/ft/weo/weoexpts.htm))<sup>1</sup> Percentage points change to previous year: -- < -1; - [-1,-0.2]; = [-0.2,0.2]; + [0.2,1]; ++ > 1

## Overview of the unemployment projections by the International Monetary Fund (IMF), World Economic Outlook, April 2014

	Employment, mn persons		Unemployment rate (%)							Current projections				Trend <sup>1</sup>				Average
	2013	1995	2000	2005	2008	2009	2010	2012	2013	2014*	2015*	2017*	2019*	13-12	14*-13	15*-14*	16*-15*	1995-2013
<b>Advanced economies</b>	475	7.0	6.0	6.3	5.8	8.1	8.3	8.0	7.9	7.5	7.3	6.8	6.5	=	+	+	+	6.8
<b>Europe</b>																		
Euro area	140.0	10.7	8.8	9.2	7.7	9.7	10.2	11.4	12.1	11.9	11.6	10.6	9.9	--	+	+	+	9.6
Austria	3.5	3.9	3.6	5.2	3.8	4.8	4.4	4.4	4.9	5.0	4.9	4.6	4.4	--	=	=	=	4.3
Belgium	4.6	9.7	7.0	8.4	7.1	7.9	8.3	7.7	8.4	9.1	8.9	8.6	8.1	--	--	+	+	8.1
Cyprus	0.4	2.6	4.8	5.4	3.7	5.4	6.3	11.9	16.0	19.2	18.4	15.4	12.5	--	--	++	++	5.4
Estonia	0.6	9.7	14.6	8.0	5.5	13.5	16.7	10.0	8.6	8.5	8.4	8.1	8.0	++	+	=	+	10.3
Finland	2.5	15.4	9.8	8.4	6.4	8.2	8.4	7.7	8.1	8.1	7.9	7.6	7.4	-	=	+	+	9.5
France	25.8	10.5	9.0	9.3	7.8	9.5	9.7	10.2	10.8	11.0	10.7	10.0	9.8	--	-	+	+	9.6
Germany	40.7	8.2	8.0	11.3	7.5	7.8	7.1	5.5	5.3	5.2	5.2	5.2	5.3	+	=	=	=	8.4
Greece	3.6	9.1	11.4	9.9	7.7	9.5	12.5	24.2	27.3	26.3	24.4	19.1	14.0	--	++	++	++	12.1
Ireland	1.9	14.1	4.3	4.4	6.4	12.0	13.9	14.7	13.0	11.2	10.5	9.6	8.9	++	++	++	+	8.4
Italy	22.3	11.2	10.1	7.7	6.8	7.8	8.4	10.7	12.2	12.4	11.9	10.3	9.1	--	-	+	++	9.2
Latvia	0.9	7.0	14.4	9.0	7.5	16.9	18.7	15.0	11.9	10.7	10.1	9.3	8.9	++	++	++	+	12.6
Luxembourg	0.4	3.0	2.4	4.1	4.2	5.4	5.8	6.1	6.8	7.1	6.9	6.4	5.4	--	-	+	+	4.0
Malta	0.2	4.9	6.8	6.9	6.1	6.9	6.9	6.4	6.5	6.3	6.2	6.1	6.0	=	+	=	=	6.6
Netherlands	8.3	7.1	3.1	5.3	3.1	3.7	4.5	5.3	6.9	7.3	7.1	6.2	5.5	--	-	+	+	4.5
Portugal	4.5	7.2	4.0	7.6	7.6	9.5	10.8	15.7	16.3	15.7	15.1	14.0	12.9	--	++	++	++	8.0
Slovakia	2.2	13.7	18.9	16.4	9.6	12.1	14.5	14.0	14.2	13.9	13.6	12.7	11.5	-	+	+	+	14.7
Slovenia	0.9	7.0	6.7	6.5	4.4	5.9	7.3	8.9	10.1	10.4	10.0	8.9	7.8	--	-	+	++	6.8
Spain	16.8	22.9	13.9	9.2	11.3	18.0	20.1	25.0	26.4	25.5	24.9	23.4	21.8	--	++	++	++	16.1
Czech Rep	4.9	4.0	8.8	7.9	4.4	6.7	7.3	7.0	7.0	6.7	6.3	5.8	5.2	=	+	+	+	6.7
Denmark	2.7	6.8	4.3	4.8	3.5	6.0	7.5	7.5	7.0	6.8	6.7	6.6	6.4	++	+	=	=	5.5
Israel	3.4	6.9	10.9	11.2	7.7	9.4	8.3	6.9	6.4	6.7	6.5	6.5	6.5	+	-	+	=	9.7
Norway	2.6	4.9	3.4	4.6	2.6	3.2	3.6	3.2	3.5	3.5	3.5	3.5	3.5	-	=	=	=	3.7
Sweden	4.7	8.8	5.6	7.6	6.2	8.3	8.6	8.0	8.0	8.0	7.7	7.3	6.9	=	=	+	+	7.5
Switzerland	4.8	4.2	1.8	3.8	2.6	3.7	3.5	2.9	3.2	3.2	3.0	2.8	2.6	-	=	+	+	3.3
United Kingdom	29.9	8.6	5.5	4.9	5.7	7.7	7.9	8.0	7.6	6.9	6.6	6.1	5.5	+	++	+	+	6.4
<b>Americas</b>																		
United States	143.9	5.6	4.0	5.1	5.8	9.3	9.6	8.1	7.4	6.4	6.2	5.8	5.5	++	++	+	+	6.0
Canada	17.7	9.5	6.8	6.8	6.2	8.3	8.0	7.3	7.1	7.0	6.9	6.7	6.6	+	=	=	=	7.6
<b>Asia and the Pacific</b>																		
Australia	11.5	8.5	6.3	5.1	4.2	5.6	5.2	5.2	5.7	6.2	6.2	5.5	5.5	-	--	=	+	6.1
New Zealand	2.3	6.5	6.2	3.8	4.1	6.2	6.5	6.9	6.1	5.2	4.7	4.5	4.5	++	++	+	+	5.7
Japan	63.1	3.1	4.7	4.4	4.0	5.1	5.0	4.3	4.0	3.9	3.9	3.9	4.0	+	=	=	=	4.4
Korea, Republic of	25.1	2.1	4.4	3.7	3.2	3.7	3.7	3.2	3.1	3.1	3.1	3.1	3.1	=	=	=	=	3.7
Taiwan (pr. of China)	11.0	1.8	3.0	4.1	4.1	5.9	5.2	4.2	4.2	4.2	4.1	4.0	4.0	=	=	=	=	3.9
Hong Kong (China)	3.8	3.2	4.9	5.6	3.5	5.2	4.3	3.3	3.1	3.1	3.1	3.2	3.2	+	=	=	=	4.7
Singapore	3.2	1.8	2.7	3.1	2.2	3.0	2.2	2.0	1.9	2.0	2.1	2.2	2.1	=	=	=	=	2.5

Source: Compiled by UNWTO from International Monetary Fund, World Economic Outlook ([www.imf.org/external/pubs/ft/weo/weorepts.htm](http://www.imf.org/external/pubs/ft/weo/weorepts.htm))<sup>1</sup> percentage points change to previous year: ++ < -0.5; + [-0.5,-0.1]; = [-0.1,0.1]; - [0.1,0.5]; -- > 0.5

## Overview of the unemployment projections by the International Monetary Fund (IMF), World Economic Outlook, April 2014

	Employment, mn persons		Unemployment rate (%)							Current projections				Trend <sup>1</sup>				Average
	2013	1995	2000	2005	2008	2009	2010	2012	2013	2014*	2015*	2017*	2019*	13-12	14*-13	15*-14*	16*-15*	1995-2013
<b>Emerging economies</b>																		
<b>Europe</b>																		
Poland		13.4	16.1	17.7	7.1	8.2	9.6	10.1	10.3	10.2	10.0	9.8	9.6	-	+	+	=	13.2
Russian Federation		8.5	10.6	7.6	6.3	8.4	7.3	5.5	5.5	6.2	6.2	6.0	6.0	=	--	=	+	8.3
Ukraine		14.8	11.5	7.2	6.4	8.8	8.1	7.5	7.4					=	++	=	=	10.0
Turkey		7.6	6.5	10.6	10.9	14.0	11.9	9.2	9.7	10.2	10.6	10.6	10.6	-	-	-	=	8.4
<b>Americas</b>																		
Argentina		18.9	17.1	11.6	7.9	8.7	7.8	7.2	7.1	7.6	7.6	7.6	7.6	=	-	=	=	17.1
Brazil		4.7	7.1	9.8	7.9	8.1	6.7	5.5	5.4	5.6	5.8	6.0	6.5	=	-	=	=	8.8
Chile		7.4	9.7	9.3	7.8	10.8	8.2	6.4	5.9	6.1	6.2	6.4	6.4	+	-	-	-	8.2
Colombia		5.6	13.3	11.8	11.3	12.0	11.8	10.4	9.7	9.3	9.0	9.0	9.0	++	+	+	=	11.4
Mexico		6.2	2.2	3.6	4.0	5.5	5.4	5.0	4.9	4.5	4.3	4.0	4.0	=	+	+	=	4.1
Peru		7.1	7.8	9.6	8.4	8.4	7.9	6.8	7.5	6.0	6.0	6.0	6.0	--	++	=	=	8.3
<b>Asia and the Pacific</b>																		
China		2.9	3.1	4.2	4.2	4.3	4.1	4.1	4.1	4.1	4.1	4.1	4.1	=	=	=	=	3.8
Indonesia		7.4	6.1	11.2	8.4	7.9	7.1	6.1	6.3	6.1	5.8	5.5	5.5	=	+	+	+	7.6
Malaysia		3.1	3.1	3.6	3.3	3.7	3.3	3.0	3.1	3.0	3.0	3.0	3.0	=	=	=	=	3.2
Thailand				1.9	1.4	1.5	1.1	0.7	0.7	0.7	0.8	1.0	1.0	=	=	=	=	0.9
<b>Africa and Middle East</b>																		
Egypt		11.2	9.0	10.5	10.9	9.2	8.7	9.2	12.1	12.3	13.0	13.1	13.4	--	-	-	=	9.1
Morocco		16.0	13.4	10.8	9.7	9.8	9.6	9.1	8.9	9.0	9.2	9.0	8.8	=	=	-	=	13.6
Tunisia		16.2	15.7	14.2	12.5	12.4	12.4	13.0	18.3	17.6	16.7	15.0	13.0	--	+	+	+	15.6
South Africa		16.7	23.3	25.5	23.9	23.3	22.5	24.9	24.8	24.9	24.7	24.7	24.0	=	=	=	=	24.4

Source: Compiled by UNWTO from International Monetary Fund, World Economic Outlook ([www.imf.org/external/pubs/ft/weo/weorepts.htm](http://www.imf.org/external/pubs/ft/weo/weorepts.htm))<sup>1</sup> percentage points change to previous year: ++ < -0.5; + [-0.5,-0.1]; = [-0.1,0.1]; - [0.1,0.5]; -- > 0.5

## Exchange rates

	Currency units per US dollar									Currency units per euro								
	Average		12/11	13/12	2013	2014		year ago	J.-A.14	Average		12/11	13/12	2013	2014		year ago	J.-A.14
	2012	2013	(%)	(%)	Apr	Jan	Apr	(%)	(%)	2012	2013	(%)	(%)	Apr	Jan	Apr	(%)	(%)
<b>US dollar</b>										1.28	1.33	-7.7	3.4	1.30	1.36	1.38	6.0	1.5
Canadian dollar	1.00	1.03	1.1	3.1	1.02	1.09	1.10	7.9	0.5	1.28	1.37	-6.7	6.6	1.33	1.49	1.52	14.4	2.0
Mexican peso	13.16	12.77	5.9	-2.9	12.20	13.22	13.07	7.1	-1.2	16.90	16.96	-2.2	0.4	15.89	18.00	18.05	13.6	0.3
Jamaican dollar	88	100	3.4	12.7	98.90	106.47	109.55	10.8	2.9	113.69	132.50	-4.5	16.5	128.83	144.91	151.33	17.5	4.4
Guatemalan quetzal	7.93	7.94	0.4	0.1	7.90	7.93	7.88	-0.3	-0.6	10.19	10.54	-7.3	3.5	10.29	10.79	10.88	5.7	0.9
Honduran lempira	19.34	20.11	2.3	4.0	19.43	20.04	19.14	-1.5	-4.5	24.84	26.70	-5.5	7.5	25.31	27.27	26.44	4.5	-3.0
Argentine peso	4.55	5.48	10.3	20.5	5.15	7.08	8.00	55.2	13.0	5.85	7.28	1.8	24.5	6.71	9.63	11.05	64.6	14.7
Brazilian real	1.95	2.16	16.8	10.6	2.00	2.38	2.23	11.7	-6.2	2.51	2.87	7.8	14.4	2.61	3.24	3.09	18.4	-4.8
Chilean peso	486	496	0.6	1.9	472	539	555	17.6	3.0	625	658	-7.1	5.4	615	733	767	24.7	4.6
Colombian peso	1799	1871	-2.6	4.0	1829	1965	1938	6.0	-1.4	2311	2485	-10.1	7.5	2382	2675	2677	12.4	0.1
Peruvian new sol	2.64	2.70	-4.1	2.4	2.60	2.81	2.79	7.5	-0.6	3.39	3.59	-11.5	5.9	3.39	3.83	3.86	14.0	0.9
<b>Euro</b>	0.78	0.75	8.3	-3.3	0.77	0.73	0.72	-5.7	-1.5									
Danish krone	5.79	5.62	8.2	-3.1	5.72	5.48	5.40	-5.6	-1.4	7.44	7.46	-0.1	0.2	7.46	7.46	7.47	0.1	0.1
Swedish krona	6.77	6.51	4.4	-3.8	6.48	6.49	6.54	0.9	0.7	8.70	8.65	-3.6	-0.6	8.44	8.83	9.03	7.0	2.3
Pound sterling	0.63	0.64	1.2	1.3	0.65	0.61	0.60	-8.5	-1.7	0.81	0.85	-6.6	4.7	0.85	0.83	0.83	-3.0	-0.2
Czech koruna	19.57	19.56	10.8	-0.1	19.84	20.19	19.87	0.2	-1.6	25.15	25.98	2.3	3.3	25.84	27.49	27.45	6.2	-0.1
Hungarian forint	225	224	12.2	-0.7	229	222	223	-3.0	0.1	289	297	3.5	2.6	299	302	307	2.9	1.6
Polish zloty	3.26	3.16	10.0	-3.0	3.18	3.07	3.03	-4.6	-1.3	4.18	4.20	1.6	0.3	4.14	4.18	4.19	1.2	0.1
Croatian kuna	5.85	5.71	9.5	-2.5	5.84	5.61	5.52	-5.5	-1.6	7.52	7.58	1.1	0.8	7.61	7.64	7.63	0.3	-0.1
Norwegian krone	5.82	5.88	3.9	1.0	5.79	6.17	5.97	3.1	-3.1	7.48	7.81	-4.1	4.4	7.54	8.39	8.25	9.4	-1.7
Swiss franc	0.94	0.93	5.9	-1.2	0.94	0.90	0.88	-5.8	-2.5	1.21	1.23	-2.2	2.1	1.22	1.23	1.22	-0.1	-1.0
Russian rouble	31.08	31.88	5.8	2.6	31.32	33.82	35.69	13.9	5.5	39.93	42.34	-2.3	6.0	40.80	46.03	49.30	20.8	7.1
Turkish lira	1.80	1.91	7.2	5.9	1.80	2.23	2.13	18.4	-4.4	2.31	2.53	-1.0	9.5	2.34	3.03	2.94	25.6	-3.0
Israeli new shekel	3.86	3.61	7.9	-6.4	3.62	3.50	3.47	-4.1	-0.6	4.95	4.79	-0.4	-3.2	4.72	4.76	4.80	1.7	0.9
UAE dirham	3.68	3.67	0.1	-0.1	3.67	3.67	3.67	0.0	0.0	4.72	4.88	-7.6	3.3	4.78	5.00	5.07	6.1	1.4
Moroccan dirham	8.63	8.41	6.7	-2.6	8.54	8.24	8.13	-4.7	-1.3	11.09	11.17	-1.5	0.7	11.12	11.22	11.23	1.0	0.2
Tunisian dinar	1.56	1.63	11.2	4.0	1.60	1.64	1.59	-0.7	-3.2	2.01	2.16	2.6	7.5	2.08	2.23	2.19	5.3	-1.8
South African rand	8.21	9.66	13.2	17.7	9.10	10.89	10.56	15.9	-3.1	10.55	12.83	4.5	21.6	11.86	14.82	14.58	23.0	-1.6
Japanese yen	80	98	0.1	22.4	98	104	103	4.7	-1.4	102	130	-7.6	26.5	128	141	142	11.0	0.1
Chinese yuan renminbi	6.31	6.15	-2.4	-2.6	6.18	6.05	6.22	0.6	2.9	8.11	8.16	-9.9	0.7	8.06	8.24	8.60	6.7	4.4
Hong Kong dollar	7.76	7.76	-0.4	0.0	7.76	7.76	7.75	-0.1	-0.1	9.97	10.30	-8.0	3.4	10.11	10.56	10.71	5.9	1.4
Taiwan dollar	29.57	29.69	0.6	0.4	29.84	30.16	30.21	1.2	0.1	38.00	39.43	-7.1	3.8	38.86	41.05	41.72	7.4	1.6
Singapore dollar	1.25	1.25	-0.5	0.1	1.24	1.27	1.26	1.5	-1.4	1.61	1.66	-8.2	3.5	1.61	1.73	1.73	7.6	0.1
Korean won	1127	1095	1.8	-2.8	1122	1068	1043	-7.0	-2.3	1448	1454	-6.1	0.4	1461	1454	1441	-1.3	-0.9
Thai baht	31.08	30.74	2.0	-1.1	29.06	32.93	32.33	11.2	-1.8	39.93	40.83	-5.9	2.3	37.86	44.82	44.66	18.0	-0.4
Malaysian ringgit	3.09	3.15	1.0	2.1	3.05	3.31	3.26	6.9	-1.5	3.97	4.19	-6.8	5.5	3.97	4.50	4.50	13.4	0.0
Indonesian rupiah	9,376	10,434	6.9	11.3	9,722	12,103	11,440	17.7	-5.5	12,046	13,858	-1.3	15.0	12,665	16,472	15,802	24.8	-4.1
Philippine peso	42.22	42.49	-2.5	0.6	41.19	45.01	44.63	8.4	-0.9	54.25	56.43	-10.0	4.0	53.65	61.26	61.65	14.9	0.6
Vietnamese dong	20,878	21,067	1	1	20,789	21,049	21,131	2	0	26,824	27,980	-6	4	27,080	28,648	29,188	8	2
Australian dollar	0.97	1.04	-0.3	7.4	0.96	1.13	1.07	11.5	-5.0	1.24	1.38	-8.0	11.0	1.25	1.54	1.48	18.3	-3.6
New-Zealand dollar	1.23	1.22	-2.3	-1.2	1.18	1.21	1.16	-1.4	-3.9	1.59	1.62	-9.8	2.1	1.53	1.65	1.60	4.6	-2.4
Fiji dollar	1.79	1.83	0.0	2.2	1.78	1.89	1.83	3.2	-2.7	2.30	2.43	-7.7	5.7	2.32	2.57	2.53	9.4	-1.3
Indian rupee	53.39	58.68	14.5	9.9	54.33	62.09	60.35	11.1	-2.8	68.60	77.93	5.7	13.6	70.77	84.51	83.36	17.8	-1.4
Pakistan rupee	93.48	101.67	8.3	8.8	98.42	105.45	97.59	-0.8	-7.5	120.10	135.03	-0.1	12.4	128.20	143.52	134.80	5.1	-6.1
Sri Lanka rupee	128	129	15.5	1.2	126	131	131	3.6	-0.1	164	172	6.6	4.6	164	178	180	9.9	1.4

Source: compiled by UNWTO based on data from De Nederlandse Bank (DNB)/European Central Bank (ECB) and the Bank of Canada (BoC)



# 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.

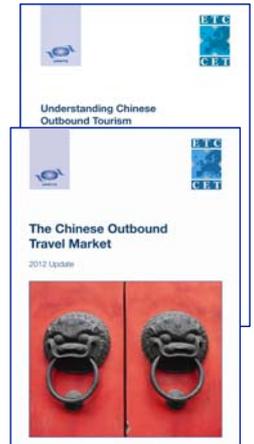
Available in English, French, Spanish and Russian



## The Chinese Outbound Travel Market and Understanding Chinese Outbound Tourism

China is the fastest-growing tourism source market in the world and the top international tourism spender since 2012. In view of the worldwide interest in this market, ETC and UNWTO have prepared two joint reports on this subject: *The Chinese Outbound Travel Market – 2012 Update*, which offers an overview of the features and rapid evolution of the Chinese outbound tourism market, and *Understanding Chinese Outbound Tourism – What the Chinese Blogosphere is Saying about Europe*, which analyses the trends, themes and behaviour of Chinese tourists based on the analysis of online social media and internet searches.

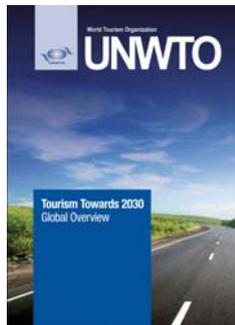
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## Tourism Towards 2030

UNWTO Tourism Towards 2030 is UNWTO's long-term outlook and assessment of future tourism trends from 2010 to 2030. It is a broad research project building on UNWTO's on-going work in the field of long-term forecasting, initiated in the 1990s. Key outputs of the study are quantitative projections for international tourism flows up until 2030, based on data series on international tourist arrivals by subregion of destination, region of origin and mode of transport for the period 1980-2010.

Available in English



## Understanding Brazilian Outbound Tourism – What the Brazilian blogosphere is saying about Europe

With over 70 million internet users in 2012, Brazil has Latin America's biggest population of 'netizens' or social media users, the 5th largest in the world. An increasing number of National Tourist Organizations (NTO's) are interested in targeting this important market through websites, blogs and other social media. This joint research project by ETC and UNWTO analyses the trends, themes and behaviour of Brazilian tourists in Europe based on internet searches and social media activity.

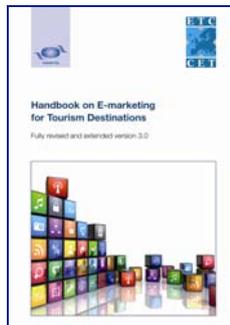
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## Handbook on E-Marketing for Tourism Destinations (revised version)

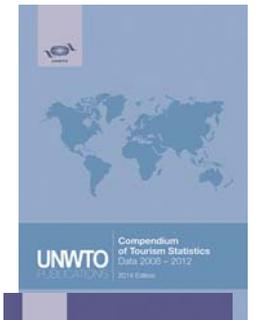
This UNWTO/ETC fully revised and extended version 3.0 covers all essential aspects of an e-marketing strategy including strategic planning, branding measures, content-building, search engine optimization, e-commerce and email marketing. It also provides practical information on latest trends and developments in mobile marketing and social media, as well as detailed insight into the measurement of effective e-marketing strategies using the latest technologies.

Available in English



## Compendium of Tourism Statistics, 2014 Edition, Data 2008–2012

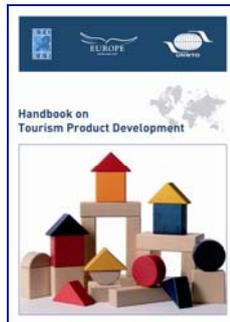
The Compendium of Tourism Statistics provides data and indicators on inbound, outbound and domestic tourism, as well as on the number and types of tourism industries, the number of employees by tourism industries, and macroeconomic indicators related to international tourism. The 2014 edition presents data for 203 countries from 2008 to 2012, with methodological notes in English, French and Spanish.



## Handbook on Tourism Product Development

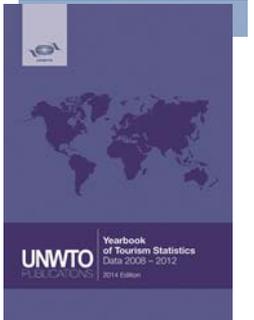
The UNWTO/ETC Handbook on Tourism Product Development outlines the essential elements in the process of tourism product development planning and implementation. It demonstrates a range of successful approaches and case studies from around the world and sets out best practice examples and benchmarks by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

Available in English



## Yearbook of Tourism Statistics, 2014 Edition, Data 2008–2012

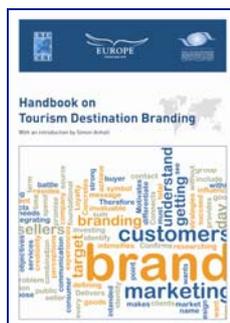
The Yearbook of Tourism Statistics focuses on inbound tourism-related data (total arrivals and overnight stays), broken down by country of origin. The 2014 edition presents data for 197 countries from 2008 to 2012, with methodological notes in English, French and Spanish.



## 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



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