



## Statistical Annex

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

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

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

English version: [www.e-unwto.org/content/w83v37](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)

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### Explanation of abbreviations and signs used

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

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

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

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

#### Series International Tourist Arrivals

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

#### Series International Tourism Receipts and Expenditure

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

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

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

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

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

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

We welcome your comments and suggestions at [barom@unwto.org](mailto:barom@unwto.org), tel +34 915678206 / fax +34 915678217.

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

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

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



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

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An Advance Release of the UNWTO World Tourism Barometer is planned for mid January 2012 by the occasion of the Spanish tourism fair Fitur.

## International Tourist Arrivals by (Sub)region

	Full year				Share	Change	Monthly/quarterly data series (percentage change over same period of the previous year)															
	2000	2005	2009	2010*			2010*	09/08	10*/09	2011*									2010*			
	(million)				(%)	(%)	YTD	Q1	Q2	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Q1	Q2	Q3	Q4	
<b>World</b>	674	797	882	940.3	100	-3.8	6.6	4.5	3.6	6.1	5.9	2.2	2.8	9.0	1.8	7.7	4.0	3.2	6.5	6.8	6.6	5.7
Advanced economies	417	453	474	498	53.0	-4.3	5.0	4.8	2.9	6.3	5.7	1.3	1.9	9.8	0.1	9.5	5.0	4.3	4.5	5.5	5.2	4.4
Emerging economies	257	345	408	442	47.0	-3.2	8.4	4.2	4.2	5.8	6.1	3.1	3.6	8.2	4.0	5.4	2.6	1.6	8.4	8.5	8.5	7.0
<i>By UNWTO regions:</i>																						
<i>Europe</i>	385.1	438.7	461.0	475.5	50.6	-4.9	3.1	6.3	4.9	8.4	7.3	2.2	5.2	12.7	1.7	11.4	5.4	4.8	1.3	2.3	3.6	4.5
Northern Europe	43.7	57.3	57.8	57.9	6.2	-5.1	0.1	6.2	5.2	10.9	2.9	2.6	9.6	18.3	4.2	11.5	3.3	1.9	-5.0	-2.3	3.0	2.9
Western Europe	139.7	141.7	148.6	153.7	16.3	-3.0	3.4	2.9	3.1	4.2	7.3	-1.3	3.6	6.9	-5.6	11.3	2.5	0.7	2.1	3.9	4.0	2.7
Central/Eastern Eu.	69.3	87.5	90.2	95.0	10.1	-9.9	5.4	8.6	7.9	10.0	8.2	7.4	8.1	10.5	8.9	10.6	7.7	7.5	0.4	4.0	5.3	10.0
Southern/Mediterr. Eu.	132.5	152.3	164.4	168.9	18.0	-3.5	2.7	8.2	4.6	10.4	8.7	2.4	3.5	17.5	3.5	12.0	7.8	8.0	4.0	1.7	2.7	3.2
- of which EU-27	323.6	349.2	354.0	362.1	38.5	-4.6	2.3	5.5	3.8	7.6	6.4	0.7	4.2	11.8	0.2	11.5	5.0	4.1	1.0	1.5	3.0	3.1
<i>Asia and the Pacific</i>	110.1	153.6	181.0	204.0	21.7	-1.7	12.8	5.7	4.4	5.8	5.8	6.6	1.0	6.0	4.4	7.1	6.9	7.7	13.3	15.8	14.1	8.5
North-East Asia	58.3	85.9	98.0	111.6	11.9	-2.9	13.8	1.4	0.9	-0.1	2.0	4.6	-3.2	0.0	-2.5	2.4	4.5	3.7	11.4	21.0	15.6	7.9
South-East Asia	36.1	48.5	62.1	69.8	7.4	0.5	12.5	12.4	9.1	15.6	10.4	9.3	7.7	14.6	16.5	15.6	11.3	15.0	16.9	10.2	13.6	9.6
Oceania	9.6	11.0	10.9	11.6	1.2	-1.7	6.1	0.2	-0.5	0.7	4.9	0.5	-6.5	5.5	0.1	-3.9	-2.3	3.5	6.5	4.0	8.7	4.9
South Asia	6.1	8.1	9.9	11.1	1.2	-3.6	11.9	12.6	11.7	14.6	12.8	13.4	8.7	21.4	11.5	10.8	13.0	10.0	18.0	10.2	7.7	11.1
<i>Americas</i>	128.2	133.3	140.7	149.8	15.9	-4.9	6.4	4.7	4.5	6.3	5.6	4.4	3.4	11.7	3.1	4.4	4.3	1.7	4.6	7.6	9.0	4.2
North America	91.5	89.9	92.1	98.2	10.4	-5.7	6.5	3.0	1.2	5.3	2.8	1.8	-0.5	10.7	2.3	3.4	3.7	0.7	3.9	9.6	8.5	3.4
Caribbean	17.1	18.8	19.5	20.1	2.1	-2.7	3.1	3.9	3.6	4.9	4.5	4.6	2.0	11.1	0.0	2.9	3.7	1.7	5.6	0.4	3.5	2.6
Central America	4.3	6.3	7.6	7.9	0.8	-7.4	3.8	3.1	2.1	4.8	5.0	4.6	-3.1	9.6	2.0	2.6	4.0	0.5	5.5	6.5	4.2	-0.7
South America	15.3	18.3	21.4	23.6	2.5	-2.3	10.1	13.2	15.6	13.8	13.9	11.5	22.3	18.5	10.5	12.1	8.1	8.2	5.6	5.8	18.6	10.4
<i>Africa</i>	26.5	35.4	46.8	50.1	5.3	3.6	6.8	-2.3	3.2	-3.7	6.5	4.2	-1.0	4.7	-4.8	-9.8	-6.5	-6.1	7.5	6.8	3.3	7.0
North Africa	10.2	13.9	17.6	18.7	2.0	2.5	6.3	-14.9	-13.1	-12.7	-9.1	-9.7	-19.1	-5.4	-22.0	-10.7	-17.2	-19.0	9.2	4.4	4.1	9.3
Subsaharan Africa	16.2	21.5	29.3	31.4	3.3	4.2	7.2	5.8	10.6	1.9	12.7	10.4	8.4	10.2	5.5	-9.2	6.2	3.2	6.7	8.4	2.7	5.8
<i>Middle East</i>	24.1	36.3	52.9	60.9	6.5	-4.3	15.1	-9.1	-8.7	-4.7	-1.1	-20.3	-4.1	-7.5	-3.8	-2.6	-11.1	-20.4	19.6	18.8	15.9	6.0

Source: World Tourism Organization (UNWTO) ©

(Data as collected by UNWTO October 2011)

## Outlook for International Tourist Arrivals

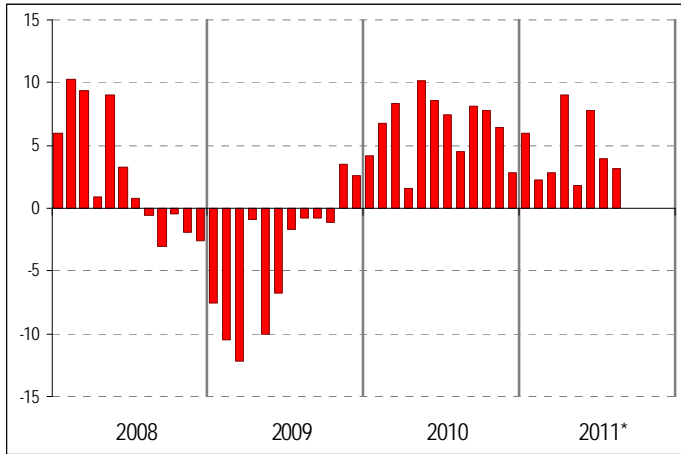
	2008	2009	2010	2011*	2012*
	real			projection	
	year, change			between	
World	2.2%	-3.8%	6.6%	+4.0% and +4.5%	+3% and +4%
Europe	0.5%	-4.9%	3.1%	+5% and +6%	
Asia and the Pacific	1.1%	-1.7%	12.8%	+5% and +6%	
Americas	2.7%	-4.9%	6.4%	+4% and +5%	
Africa	3.4%	3.6%	6.8%	-1% and +2%	
Middle East	21.2%	-4.3%	15.1%	-10% and -5%	

Source: World Tourism Organization (UNWTO) ©

(Data as collected by UNWTO October 2011)

International Tourist Arrivals, monthly evolution

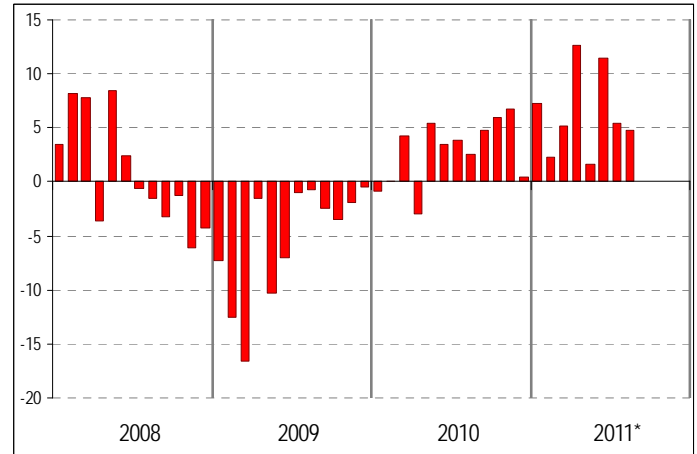
World (% change)



Source: World Tourism Organization (UNWTO) ©

International Tourist Arrivals, monthly evolution

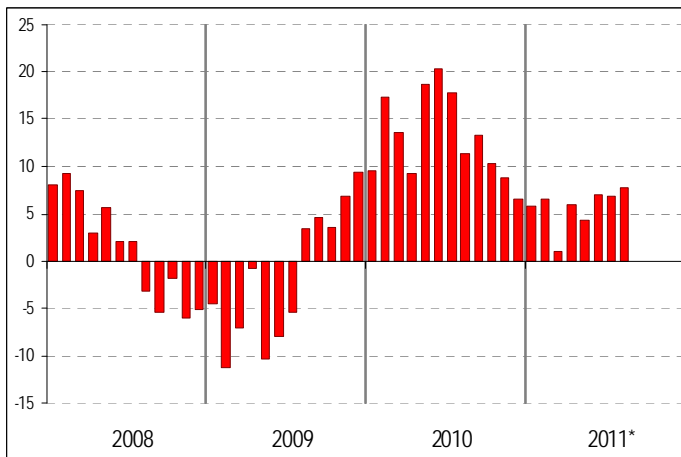
Europe (% change)



Source: World Tourism Organization (UNWTO) ©

International Tourist Arrivals, monthly evolution

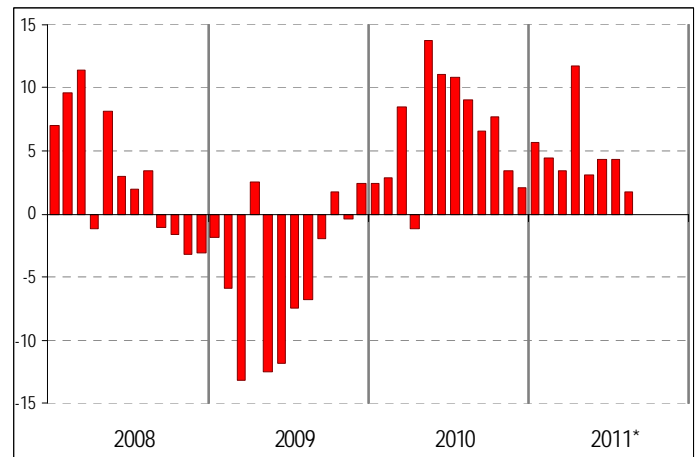
Asia and the Pacific (% change)



Source: World Tourism Organization (UNWTO) ©

International Tourist Arrivals, monthly evolution

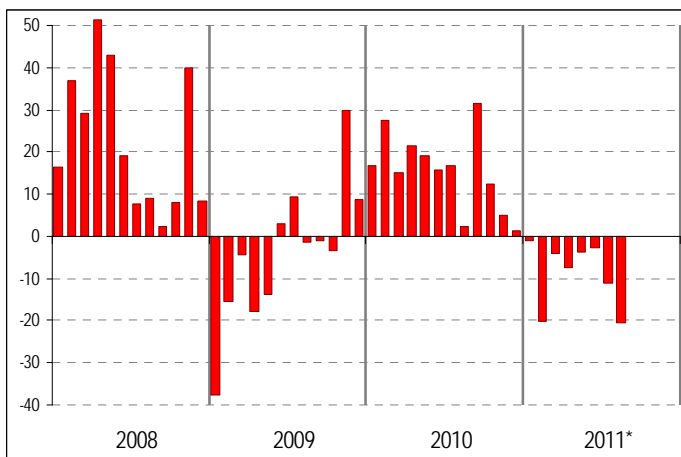
Americas (% change)



Source: World Tourism Organization (UNWTO) ©

International Tourist Arrivals, monthly evolution

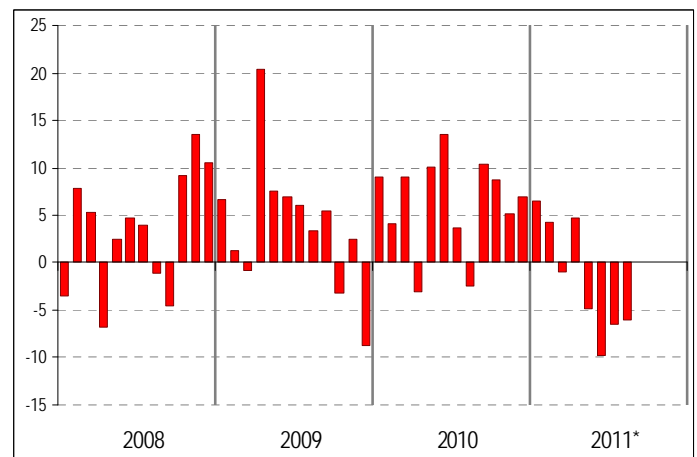
Middle East (% change)



Source: World Tourism Organization (UNWTO) ©

International Tourist Arrivals, monthly evolution

Africa (% change)



Source: World Tourism Organization (UNWTO) ©

## International Tourist Arrivals by Country of Destination

Rank '10 '09	Series	Full year					Change		Monthly/quarterly data (% change over same period of the previous year)															
		2000	2005	2008	2009	2010*	09/08	10/09	2011*			2010*												
		(million)					(% )		YTD	Q1	Q2	Q3	Jul	Aug	Sep	YTD	Q1	Q2	Q3	Q4				
World		674	797	917	882	940	-3.8	6.6	4.5	3.6	6.1	4.0	3.2	6.4	6.5	6.8	6.6	5.7						
1	1 France	TF	77.2	75.0	79.2	76.8	76.8	-3.0	0.0	TCE	1.6	2.5	1.8	1.2	2.1	0.1	1.4	2.4	-1.6	4.0	3.2	0.6		
2	2 United States	TF	51.2	49.2	57.9	55.0	59.8	-5.1	8.8	TF	4.8	1.9	6.6		5.8	5.3		8.8	9.1	11.5	10.6	4.1		
3	4 China	TF	31.2	46.8	53.0	50.9	55.7	-4.1	9.4	TF	1.0	0.6	1.5	0.9	2.4	-0.5	0.7	9.4	8.2	12.9	10.9	5.7		
4	3 Spain	TF	46.4	55.9	57.2	52.2	52.7	-8.8	1.0	TF	8.0	2.9	10.4	8.5	7.2	9.4	9.2	0.9	0.3	-3.1	4.2	1.4		
5	5 Italy	TF	41.2	36.5	42.7	43.2	43.6	1.2	0.9	TF	6.0	0.7	6.8		11.0	7.0		0.9	5.4	6.1	-6.5	4.0		
6	6 United Kingdom	TF	23.2	28.0	30.1	28.2	28.3	-6.4	0.3	VF	3.0	2.8	7.3	-0.6	-0.3	-2.1	0.9	-0.3	-5.0	-2.4	2.3	3.0		
7	7 Turkey	TF	9.6	20.3	25.0	25.5	27.0	2.0	5.9	TF	9.8	14.6	11.6	7.1	3.3	8.0	10.8	5.9	11.0	7.9	3.6	4.8		
8	8 Germany	TCE	19.0	21.5	24.9	24.2	26.9	-2.7	10.9	TCE	5.8	9.0	7.3	3.0	4.6	2.5	1.6	10.9	8.0	11.9	13.2	8.9		
9	9 Malaysia	TF	10.2	16.4	22.1	23.6	24.6	7.2	3.9	TF	1.2							3.9	5.3	3.9	5.6	1.2		
10	10 Mexico	TF	20.6	21.9	22.6	21.5	22.3	-5.2	3.8	TF	1.9	2.0	4.8	-0.9	4.8	-9.9	2.8	3.8	-4.6	13.2	8.1	1.1		
11	11 Austria	TCE	18.0	20.0	21.9	21.4	22.0	-2.6	3.0	TCE	4.3	1.2	7.3	5.3	5.0	3.7	8.3	3.0	4.6	-1.4	4.4	2.9		
12	12 Ukraine	TF	6.4	17.6	25.4	20.8	21.2	-18.3	1.9	TF	-1.9	-1.9						2.2	-5.9	3.7	2.3	7.5		
13	13 Russian Federation	TF	19.2	19.9	21.6	19.4	20.3	-10.0	4.4	VF	13.9	13.0	14.5					4.4	-1.4	4.5	5.0	8.8		
14	14 Hong Kong (China)	TF	8.8	14.8	17.3	16.9	20.1	-2.3	18.7	TF	10.8	5.7	11.4	14.8	17.1	14.1	12.9	18.7	12.7	31.6	22.9	10.8		
15	15 Canada	TF	19.6	18.8	17.1	15.7	16.1	-8.2	2.3	TF	-1.2	-4.5	1.3	-1.8	-1.9	-3.3	0.7	2.3	-0.5	-0.1	3.8	4.6		
16	17 Thailand	TF	9.6	11.6	14.6	14.1	15.9	-3.0	12.6	TF	27.1	14.0	50.1	25.7	18.8	35.4	22.7	12.6	27.8	-2.2	14.5	8.4		
17	16 Greece	TF	13.1	14.8	15.9	14.9	15.0	-6.4	0.6	TF	13.9	13.1	14.2					0.6	-5.3	-5.4	5.8	-4.3		
18	18 Egypt	TF	5.1	8.2	12.3	11.9	14.1	-3.1	17.9	VF	-34.7	-45.3	-35.4	-24.0	-28.2	-20.6	-22.6	17.5	28.9	14.7	12.6	15.8		
19	19 Poland	TF	17.4	15.2	13.0	11.9	12.5	-8.3	4.9	TF								4.9	3.4	4.4	5.3	6.0		
20	21 Macao (China)	TF	5.2	9.0	10.6	10.4	11.9	-2.0	14.7	TF	7.5	-0.7	6.7	16.2	16.2	15.2	17.5	14.7	16.3	29.4	13.0	3.3		
21	22 Netherlands	TCE	10.0	10.0	10.1	9.9	10.9	-1.8	9.7	TCE	3.8	0.4	8.7		0.3	0.0		9.7	11.6	8.5	10.6	8.4		
22	20 Saudi Arabia	TF	6.6	8.0	14.8	10.9	10.9	-26.2	-0.4	TF	94.5	64.9	120		93.9			-0.4	1.0	5.8	29.3	-22.9		
23	23 Hungary	TF	3.0	10.0	8.8	9.1	9.5	2.8	5.0	TF	7.5	7.3	7.7					5.0	7.4	7.1	3.6	3.1		
24	26 Morocco	TF	4.3	5.8	7.9	8.3	9.3	5.9	11.4	TF	2.1	6.5	6.2	-3.1	-3.5	-2.8	-2.8	11.4	15.5	11.8	7.5	13.6		
25	29 Singapore	TF	6.1	7.1	7.8	7.5	9.2	-3.7	22.3	VF	14.8	15.7	14.1	14.7	16.3	18.2	9.1	20.2	19.6	25.7	20.3	15.9		
26	24 Croatia	TCE	5.3	7.7	8.7	8.7	9.1	0.3	4.8	TCE	8.9	-0.1	13.5	7.5	5.8	4.9	18.7	4.8	2.5	-0.1	6.5	7.7		
27	28 Korea, Republic of	VF	5.3	6.0	6.9	7.8	8.8	13.4	12.5	VF	9.0	2.8	5.3	17.5	16.8	17.2	18.6	12.5	-1.0	21.4	18.6	12.1		
28	25 Denmark	TF	3.5	9.2	9.0	8.5	8.7	-5.2	2.3	TCE(1)	9.2	10.8	16.9	4.3	4.5	0.1	12.4	10.8	3.1	8.8	14.0	11.5		
29	27 Switzerland	THS	7.8	7.2	8.6	8.3	8.6	-3.7	4.0	THS	-0.9	0.5	3.1	-4.6	-2.0	-7.2	-4.7	4.0	3.2	5.7	5.1	0.9		
30	35 Japan	VF	4.8	6.7	8.4	6.8	8.6	-18.7	26.8	VF	-32.1	-13.3	-50.3	-31.3	-36.1	-31.9	-24.9	26.8	29.3	42.3	29.8	8.8		
31	38 Syrian Arab Republic	TF	2.1	3.6	5.4	6.1	8.5	12.2	40.3	VF	-37.6	-5.4	-45.9	-51.5	-54.5	-49.3	-48.6	42.1	72.4	55.0	27.2	30.1		
32	31 South Africa	TF	5.9	7.4	9.6	7.0	8.1	n.a.	15.1	TF	2.6	7.1	-1.3		5.6	-1.4		15.1	20.9	18.9	11.5	10.6		
33	34 Untd Arab Emirates(2)	THS	3.1	5.8	7.1	6.8	7.4	-4.0	9.1	THS(2)	7.9	10.8	4.9					9.1	5.4	13.0	0.9	16.7		
34	33 Belgium	TCE	6.5	6.7	7.2	6.8	7.2	-4.9	5.5	TCE	4.6	3.1	7.1		0.8			5.5	2.9	4.5	7.6	5.9		
35	37 Indonesia	TF	5.1	5.0	6.2	6.3	7.0	1.4	10.7	TF	8.3	6.4	6.4	11.7	13.2	5.9	16.0	10.7	14.6	13.5	9.2	6.6		
36	32 Tunisia	TF	5.1	6.4	7.0	6.9	6.9	-2.1	0.0	TF	-34.4	-44.1	-36.2	-29.0	-38.5	-36.6	-5.3	0.0	0.6	-3.5	0.3	3.7		
37	36 Portugal	TCE	5.6	5.8	7.0	6.4	6.8	-7.5	4.9	TCE	10.6	3.2	15.4	10.1	15.3	7.2	8.4	5.4	3.5	1.2	9.2	6.5		
38	30 Ireland	TF	6.6	7.3	8.0	7.2	..	-10.4	..	TF	10.0	8.6	15.6	6.5				-12.9	-22.6	-19.0	-8.3	-2.2		
39	39 Czech Rep	TCE	4.8	6.3	6.6	6.0	6.3	-9.3	5.0	TCE	8.5	7.0	13.5	5.1	5.8	5.6	3.9	5.0	3.4	4.5	5.4	6.2		
40	40 Bulgaria	TF	2.8	4.8	5.8	5.7	6.0	-0.7	5.4	TF	4.4	7.4	6.8	2.5	4.3	1.9	0.9	5.4	0.0	2.8	8.4	3.7		
41	41 Australia	VF	4.9	5.5	5.6	5.6	5.9	0.0	5.4	VF	-0.3	-0.3	2.2	-2.5	-1.7	3.4	-9.0	5.4	6.3	1.4	9.4	4.2		
42	42 India	TF	2.6	3.9	5.3	5.2	5.6	-2.2	8.1	TF	10.0	11.1	10.6	8.1	10.1	5.3	8.7	8.1	10.6	6.3	6.2	8.2		
43	45 Taiwan (pr. of China)	VF	2.6	3.4	3.8	4.4	5.6	14.3	26.7	VF	6.5	9.8	0.0	10.6	7.1	14.6	9.9	26.7	28.1	30.5	22.2	25.8		
44	47 Argentina	TF	2.9	3.8	4.7	4.3	5.3	-8.4	23.6	TF	11.0	12.8	8.5					23.6	19.8	17.0	47.5	16.2		
45	44 Brazil	TF	5.3	5.4	5.1	4.8	5.2	-4.9	7.5	TF								7.5	2.6	2.7	11.0	16.1		
46	50 Vietnam	VF	2.1	3.5	4.2	3.7	5.0	-11.5	34.8	VF	15.5	11.9	25.4	10.2	23.8	29.0	-25.3	34.8	36.2	28.6	37.8	36.3		
47	43 Sweden	TCE	3.8	4.9	4.7	4.9	5.0	2.7	2.0	TCE(3)	2.0	0.8	10.9	-2.0	-2.9	-2.3	2.2	2.0	7.5	-3.0	4.3	-2.0		
48	46 Norway	TF	3.1	3.8	4.3	4.3	4.8	0.0	9.7	THS	9.7	9.6	9.2	10.0	11.2	9.3	7.8	8.8	3.5	12.7	8.9	4.8		
49	49 Jordan	TF	1.6	3.0	3.7	3.8	4.6	1.6	20.3	TF	-14.1	-1.5	-23.8					20.3	33.4	28.5	14.8	10.4		
50	48 Dominican Rp	TF	3.0	3.7	4.0	4.0	4.1	0.3	3.3	TF	3.5	2.9	4.7	3.2	3.7	-1.4	9.3	3.3	3.9	0.7	5.0	3.6		

Source: World Tourism Organization (UNWTO) ©

(Data as collected by UNWTO October 2011)

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

## International Tourism Receipts

Rank		Full year					Monthly/quarterly data series															
		US\$					Local currencies, current prices (% change over same period of the previous year)															
		2000	2005	2008	2009	2010*	Series	09/08	10*09	2011*					2010*							
'10	'09	(billion)							YTD	Q1	Q2	Q3	Jul	Aug	Sep	YTD	Q1	Q2	Q3	Q4		
		World	475	679	940	852	926															
1	1	United States	82.9	82.2	110.4	94.2	103.5	sa	-14.7	9.9	11.3	8.3	13.4	12.2	12.3	13.9	10.4	9.9	6.3	9.7	11.6	11.9
2	2	Spain	30.0	48.0	61.6	53.2	52.5		-9.0	3.9	9.6	6.7	12.2		9.4	8.9		3.9	0.4	0.8	7.0	5.4
3	3	France	33.0	44.0	56.6	49.5	46.6		-7.7	-1.1	1.0	5.3	0.0	0.0	0.0	0.0		-1.1	-9.8	-0.2	3.5	-4.6
4	5	China	16.2	29.3	40.8	39.7	45.8	\$	-2.9	15.5	1.8	0.8	2.3	2.2	2.8	1.4	2.4	15.5	14.7	20.7	16.4	10.3
5	4	Italy	27.5	35.4	45.7	40.2	38.8		-7.2	1.4	6.5	2.8	4.2		12.1	10.8		1.4	3.0	7.3	-4.2	3.1
6	6	Germany	18.7	29.2	39.9	34.6	34.7		-8.5	5.3	5.7	6.6	5.5	5.4	3.7	9.0	3.7	5.3	1.2	3.8	7.8	7.2
7	7	United Kingdom	21.9	30.7	36.0	30.1	32.4	sa	-1.3	8.4	7.1	10.2	4.4					8.4	-4.0	20.9	-3.0	20.6
8	8	Australia	9.3	16.8	24.7	25.4	29.6		10.3	-0.8	-8.9	-9.1	-7.0	-10.6	-8.7	-10.2	-13.1	-0.8	3.1	1.5	-2.7	-4.9
9	11	Macao (China)	3.2	7.6	16.9	18.1	27.8		6.6	53.5												
10	12	Hong Kong (China)	5.9	10.3	15.3	16.4	22.2		6.7	35.4	23.2	18.8	27.9					35.4	26.2	48.4	50.7	22.9
11	9	Turkey	7.6	18.2	22.0	21.3	20.8	\$	-3.2	-2.1	14.6	28.5	17.8	8.9	13.0	0.0	15.5	-2.1	-2.2	7.4	-10.0	4.9
12	14	Thailand	7.5	9.6	18.2	15.7	19.8		-11.3	16.6	30.2	17.3	55.9					16.2	36.2	-1.2	12.5	12.1
13	10	Austria	9.8	16.1	21.6	19.4	18.6		-5.3	0.9	1.7	0.8	4.1					0.9	2.5	-3.7	3.0	-1.1
14	13	Malaysia	5.0	8.8	15.3	15.8	18.3		9.1	5.9	-4.0	-3.3	-4.6					5.9	7.3	5.8	7.3	3.5
15	17	Canada	10.8	13.8	15.7	13.7	15.7		-6.1	3.1	0.1	-1.8	1.6					4.2	3.8	2.8	5.4	4.2
16	16	Switzerland	6.6	10.0	14.4	14.1	15.0		-1.4	1.5	1.2	0.1	2.4					1.5	1.0	1.7	2.2	0.9
17	20	India	3.5	7.5	11.8	11.1	14.2		4.7	20.1	26.1	30.9	20.5					20.3	17.2	20.1	19.3	23.8
18	28	Singapore	5.1	6.2	10.7	9.4	14.1		-10.2	41.4	19.2	31.9	8.9					41.4	13.1	42.9	65.0	45.0
19	22	Japan	3.4	6.6	10.8	10.3	13.2		-13.8	20.2	-29.3	-11.3	-46.7	-28.2	-31.4	-29.3	-23.1	20.2	20.5	32.6	23.9	5.6
20	18	Netherlands	7.2	10.5	13.3	12.4	12.9		-2.3	9.6	6.1	0.2	11.0					9.6	14.1	6.0	9.5	9.8
21	15	Greece	9.2	13.7	17.1	14.5	12.7		-10.6	-7.6	9.5	-2.1	10.4	10.1	16.7	6.5	7.1	-7.6	-2.0	-11.2	-6.6	-7.0
22	21	Egypt	4.3	6.9	11.0	10.8	12.5	\$	-2.1	16.5	-26.1	-34.0	-35.4	-13.0				16.5	24.2	12.0	13.1	18.5
23	19	Mexico	8.3	11.8	13.3	11.3	11.8	\$	-15.2	4.3	-3.3	-7.2	1.9	-3.5	-4.2	-6.6	1.8	4.3	-0.9	15.3	7.0	-0.6
24	23	Sweden	4.1	6.8	11.2	10.3	11.1		6.3	1.7	4.6	1.2	7.3					1.7	-3.3	2.1	8.1	-2.4
25	24	Belgium	6.6	9.9	11.8	10.2	10.3		-8.7	6.0	6.3	6.2	6.4					6.0	1.5	11.1	5.8	5.2
26	26	Portugal	5.2	7.7	10.9	9.6	10.1		-7.2	10.0	8.1	6.9	10.1		7.8	6.6		10.0	5.8	8.2	12.3	11.3
27	25	Korea, Republic of	6.8	5.8	9.8	9.8	9.8	\$	0.5	-0.6	26.4	31.3	1.6	49.1	21.3	44.0	84.5	-0.6	-32.8	16.2	4.1	20.9
28	29	Poland	5.7	6.3	11.8	9.0	9.4		-0.8	1.3	12.3	26.4	4.0					3.8	-16.9	11.3	3.3	14.6
29	31	South Africa	2.7	7.5	7.9	7.5	9.1	sa	-2.4	3.9	-6.7	2.2	-13.9					3.9	-6.9	18.0	4.0	0.4
30	27	Russian Federation	3.4	5.9	11.8	9.4	9.0	\$	-20.9	-4.2	21.8	15.7	26.2					-4.2	-3.1	-5.7	-4.1	-3.7
31	33	Taiwan (pr. of China)	3.7	5.0	5.9	6.8	8.7	\$	14.8	27.9	28.0	31.5	24.9					27.9	32.1	27.9	24.9	27.6
32	32	Untd Arab Emirates	1.1	3.2	7.2	7.4	8.6		2.7	16.7												
33	30	Croatia	2.8	7.5	11.0	8.9	8.3	€	-14.5	-2.3	8.7	-15.4	14.0					-2.3	8.0	-7.2	-0.7	-5.2
34	34	Lebanon	..	5.5	5.8	6.8	8.0	\$	16.4	18.3												
35	40	Indonesia	5.0	4.5	7.4	5.6	7.0	\$	-24.1	24.3	12.4	12.9	11.9					24.3	37.5	13.6	21.5	25.9
36	35	Morocco	2.0	4.6	7.2	6.6	6.7		-4.9	7.1	5.2	15.5	8.2	-2.0	3.6	-6.6	-4.0	7.1	14.0	6.0	3.7	8.1
37	37	Saudi Arabia	..	4.6	5.9	6.0	6.7		1.4	12.0	42.8	29.0	54.3					12.0	16.0	0.9	18.5	12.7
38	36	Czech Rep	3.0	4.7	7.2	6.5	6.7		0.4	3.2	-8.3	-5.3	-10.7					2.5	-5.3	8.6	-1.6	7.8
39	48	Syrian Arab Republic	1.1	1.9	3.2	3.8	6.2		19.3	64.8												
40	41	Brazil	1.8	3.9	5.8	5.3	5.9	\$	-8.3	11.6	15.6	8.9	22.7	16.9	11.7	23.8	14.6	11.6	16.1	12.0	6.1	11.7
41	38	Denmark	3.7	5.3	6.2	5.7	5.6		-4.4	2.8	8.1	5.6	9.6					2.8	1.8	1.7	4.4	2.4
42	39	Hungary	3.8	4.1	5.9	5.6	5.4		11.5	-1.8	-1.6	-4.8	0.7					-1.8	-6.8	-1.0	1.1	-2.6
43	47	Argentina	2.9	2.7	4.6	4.0	4.9	\$	-14.8	24.8	13.2	7.0	23.5					24.8	23.8	17.3	55.4	13.6
44	43	New Zealand	2.3	5.2	5.0	4.6	4.9		2.4	-7.2	-0.2	2.6	-4.6					-7.2	-2.5	-5.2	-12.4	-10.8
45	49	Israel	4.1	2.9	4.3	3.7	4.8	\$	-12.6	27.5	3.4	7.8	1.9		5.7	-3.7		27.5	35.4	32.2	21.6	22.9
46	44	Norway	2.2	3.5	4.9	4.2	4.8		-4.6	8.9	2.3	1.2	3.0					8.9	5.7	13.3	9.4	6.1
47	50	Vietnam	..	2.3	3.9	3.1	4.5	\$	-22.4	45.9												
48	46	Dominican Rp	2.9	3.5	4.2	4.0	4.2	\$	-2.8	4.0	3.6	2.9	4.6					4.0	3.5	-0.2	5.7	6.9
49	45	Luxembourg	1.8	3.6	4.5	4.2	4.1		-1.9	3.9	8.4	15.6	2.3					3.9	0.4	9.5	3.6	1.8
50	42	Ireland	2.6	4.8	6.3	4.9	4.1		-18.1	-12.3	12.6	3.0	18.0					-12.3	-26.1	-17.1	-7.6	-0.1

Source: World Tourism Organization (UNWTO) ©

(Data as collected by UNWTO October 2011)

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

## International Tourism Expenditure

Rank		Full year					Monthly/quarterly data series														
		US\$					Local currencies, current prices (% change over same period of the previous year)														
		2000	2005	2008	2009	2010*	Series	09/08	10*/09	2011*					2010*						
'10 '09	(billion)							YTD	Q1	Q2	Q3	Jul	Aug	Sep	YTD	Q1	Q2	Q3	Q4		
	World	475	679	940	852	926															
1	1 Germany	53.0	74.4	91.0	81.2	78.1		-5.9	1.3	3.4	7.1	0.1	3.9	4.9	5.5	1.1	1.3	-2.0	3.1	-0.1	4.5
2	2 United States	65.4	69.9	80.5	74.1	75.5	sa	-7.9	1.9	4.7	1.0	8.1	5.0	5.1	5.3	4.6	1.9	-0.1	2.6	2.9	2.2
3	4 China	13.1	21.8	36.2	43.7	54.9	\$	20.9	25.6	30.3	30.2	30.3					25.6	19.0	19.0	24.7	38.9
4	3 United Kingdom	38.4	59.6	68.5	50.1	50.0	sa	-13.6	0.5	-2.1	-2.9	-1.4					0.5	-8.2	2.2	5.0	4.0
5	5 France	22.6	31.8	41.1	38.4	38.5		-1.5	5.7	2.1	8.7	0.0	0.0	0.0	0.0		5.7	-3.5	-1.3	6.7	21.0
6	8 Canada	12.4	18.0	27.2	24.2	29.6		-4.8	10.2	5.7	4.8	6.7					10.0	4.4	12.2	11.4	13.3
7	7 Japan	31.9	27.3	27.9	25.1	27.9		-18.4	4.0	-8.9	-5.2	-19.8	-3.2	4.9	-5.9	-7.8	4.0	2.9	10.8	3.1	0.1
8	6 Italy	15.7	22.4	30.8	27.9	27.1		-4.3	2.0	2.2	7.9	2.1		-0.8	-2.2		2.0	-6.4	5.9	4.1	2.9
9	9 Russian Federation	8.8	17.3	23.8	20.9	26.5	\$	-12.1	26.8	21.0	18.8	22.6					26.8	25.7	27.1	25.7	29.2
10	13 Australia	6.4	11.3	18.4	17.6	22.2		2.5	7.2	11.0	8.2	13.3	11.4	12.0	11.6	10.5	7.2	7.1	7.3	7.3	7.2
11	11 Saudi Arabia	..	9.1	15.1	20.4	21.1		35.0	3.5	-18.6	-2.0	-31.3					3.5	-23.7	2.1	16.6	33.1
12	10 Netherlands	12.2	16.2	21.7	20.7	19.6		0.4	-0.2	-2.0	-2.6	-1.6					-0.2	4.0	-6.8	1.5	2.1
13	12 Belgium	9.4	15.0	19.8	20.3	18.8		8.5	-3.0	4.3	5.1	3.6					-3.0	5.8	-3.8	-7.3	-2.5
14	16 Korea, Republic of	7.1	15.4	19.1	15.0	17.7	\$	-21.1	17.5	17.2	22.0	24.6	7.4	16.9	10.2	-4.5	17.5	40.1	8.8	8.8	18.7
15	15 Hong Kong (China)	12.5	13.3	16.1	15.7	17.5		-3.1	11.7	11.3	9.7	12.8					11.7	12.9	10.0	13.8	10.1
16	14 Spain	6.0	15.1	20.3	16.9	16.8		-12.6	4.8	-1.3	0.1	-4.4		1.8	-0.9		4.8	2.0	4.2	6.5	5.6
17	17 Singapore	4.5	10.1	15.2	15.0	16.7		1.2	4.8	8.5	7.7	9.3					4.8	7.7	7.4	3.5	1.4
18	20 Brazil	3.9	4.7	11.0	10.9	16.4	\$	-0.6	50.7	40.0	41.4	47.2	32.9	42.9	46.0	12.4	50.7	74.2	46.3	46.7	44.3
19	18 Norway	4.6	10.5	14.6	12.7	14.4		-3.0	9.1	13.0	9.8	15.7					9.1	8.4	3.6	11.3	13.7
20	19 Sweden	8.0	10.5	14.7	11.9	13.4		-6.1	5.6	15.3	8.4	22.3					5.6	6.4	-3.3	7.7	11.8
21	23 Untd Arab Emirates	3.0	6.2	13.3	10.3	11.8		-22.1	14.2												
22	21 Switzerland	5.4	8.8	10.9	10.9	11.1		0.6	-1.9	-6.0	-3.5	-7.7					-1.9	-4.8	-1.6	-1.1	-0.9
23	24 India	2.7	6.2	9.6	9.3	10.6		7.8	7.8	32.8	20.9	46.4					7.8	-6.6	7.3	12.9	20.2
24	22 Austria	6.3	9.3	11.4	10.8	10.2		0.3	-0.3	-6.3	-16.2	0.4					-0.3	-3.2	-8.3	6.1	-0.6
25	28 Taiwan (pr. of China)	8.1	8.7	9.1	7.8	9.4	\$	-14.4	20.0	10.7	11.2	10.2					20.0	25.7	22.4	14.4	18.9
26	25 Iran	0.7	3.7	7.6	9.1	..	\$	19.2	..												
27	26 Denmark	4.7	6.9	9.7	8.9	9.1		-3.7	7.4	6.7	4.3	8.8					7.4	8.1	2.7	9.8	9.3
28	29 Poland	3.3	5.5	9.9	7.3	8.1		-4.2	7.4	-10.7	-7.3	-13.1					14.7	11.1	12.0	16.5	18.2
29	31 Malaysia	2.1	3.7	6.7	6.5	7.9		2.0	11.6	17.0	19.4	14.7					11.6	17.0	16.3	12.5	2.4
30	27 Ireland	2.5	6.1	10.4	8.8	7.7		-10.9	-7.3	-3.7	-13.0	4.7					-7.3	-5.5	-13.5	-0.4	-12.5
31	30 Mexico	5.5	7.6	8.5	7.1	7.3	\$	-16.4	2.1	8.8	5.3	12.6	8.3	4.4	6.8	14.5	2.1	-3.2	7.0	4.8	0.5
32	32 Kuwait	2.5	4.5	7.6	6.4	6.7		-8.9	4.3												
33	33 Indonesia	3.2	3.6	5.6	5.3	6.4	\$	-4.3	20.3	26.0	25.6	26.3					20.3	33.8	29.6	21.7	6.7
34	34 Nigeria	0.6	0.2	9.8	5.0	5.6	\$	-48.7	11.5												
35	39 South Africa	2.1	3.4	4.3	4.1	5.6	sa	-3.7	18.1	5.3	4.1	6.6					18.1	13.4	7.8	22.4	28.0
36	37 Thailand	2.8	3.8	5.0	4.3	4.9		-10.9	5.1	-1.5	-0.7	-2.2					7.5	11.3	9.1	13.8	-1.5
37	35 Argentina	4.4	2.8	4.6	4.5	4.9	\$	-1.5	8.6	9.0	9.3	8.5					8.6	8.5	26.9	5.6	-2.3
38	38 Turkey	1.7	2.9	3.5	4.1	4.8	\$	18.3	16.4	2.9	20.8	13.3	-20.0	-24.0	-15.3	-19.0	16.4	10.4	24.9	19.1	11.8
39	41 Lebanon	..	2.9	3.6	4.0	4.7	\$	12.6	18.0												
40	36 Finland	1.9	3.1	4.5	4.4	4.2		2.7	2.1	7.7	-2.8	17.1					2.1	1.6	-0.5	3.1	4.1
41	40 Czech Rep	1.3	2.4	4.6	4.1	4.1		-0.7	-0.2	12.5	11.1	13.6					0.6	-13.4	-0.4	7.0	8.2
42	42 Portugal	2.2	3.1	4.3	3.8	3.9		-7.7	8.9	0.6	2.4	1.6		-3.4	-2.6		8.9	3.1	11.1	12.0	8.8
43	46 Ukraine	0.5	2.8	4.0	3.3	3.7	\$	-17.2	12.4	24.1	21.1	26.4					12.4	15.2	8.0	10.4	17.9
44	43 Luxembourg	1.3	3.0	3.8	3.6	3.6		0.8	3.2	0.3	0.8	-0.1					3.2	2.5	0.2	4.7	4.6
45	47 Israel	2.8	2.9	3.4	2.9	3.4	\$	-15.4	17.4	9.6	-15.9	31.3					17.4	33.1	0.3	33.3	1.3
46	50 Philippines	1.6	1.3	2.1	2.4	3.4	\$	18.8	38.7	6.7	2.3	10.8					38.7	41.0	36.9	35.6	41.5
47	49 New Zealand	1.2	2.7	3.0	2.5	3.0		-4.7	4.3	5.4	4.4	6.2					4.3	-0.6	5.2	5.3	6.6
48	44 Hungary	1.7	2.4	4.0	3.6	3.0		7.1	-15.1	-18.5	-12.0	-23.7					-15.1	-28.7	-27.3	-0.1	-6.5
49	45 Greece	4.6	3.0	3.9	3.4	2.9		-9.5	-11.1	5.0	3.4	-5.3	16.4	8.6	45.3	-11.6	-11.1	-12.5	-1.5	-14.1	-15.5
50	48 Egypt	1.1	1.6	2.9	2.5	2.2	\$	-12.9	-11.8	-12.5	-15.2	-10.3					-11.8	-30.3	-1.8	-11.4	-1.0

Source: World Tourism Organization (UNWTO) ©

(Data as collected by UNWTO October 2011)

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

### About receipts and expenditure data

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

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

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

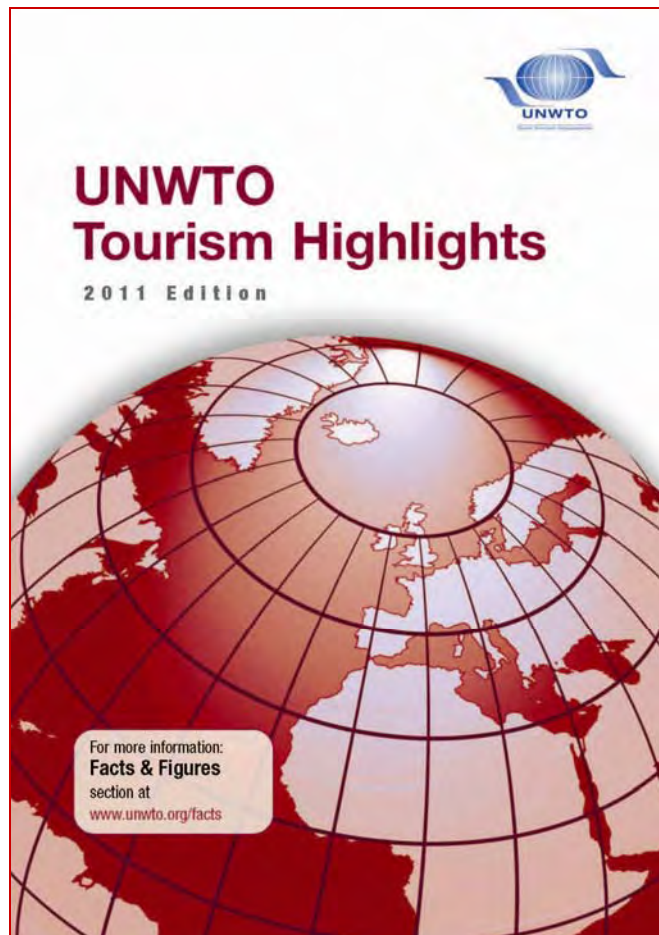
On average for the year, in 2010 one euro exchanged at US\$ 1.3257, in 2009 one euro exchanged at US\$ 1.3948, in 2008 at US\$ 1.4708, in 2007 at 1.3705, in 2006 at 1.2556 and in 2005 at 1.2441 (or 1 US\$ to 0.7543 euro on average for 2010, 0.7169 euro in 2009, 0.6799 euro in 2008, 0.7297 euro in 2007,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

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

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

## UNWTO Tourism Highlights, 2011 Edition

UNWTO has just released its *UNWTO Tourism Highlights, 2011 edition*, presenting a concise overview of international tourism in the world based on the results for the year 2010.



*UNWTO Tourism Highlights* aims to provide a consolidated set of key figures and trends for international tourism in the year prior to its date of publication. The *2011 Edition* presents in 12 pages a snapshot of international tourism in the world for 2010 based on the latest available information collected from national sources. Trends and results are analysed for the world, regions and major regional destinations, with statistics included on international tourist arrivals and international tourism receipts. Furthermore, it provides the ranking of top tourism destinations by arrivals and receipts, as well as information on outbound tourism generating regions and a list of top source markets in terms of spending.

Electronic copies can be downloaded free of charge from the Facts & Figures section of the UNWTO website <[www.unwto.org/facts](http://www.unwto.org/facts)>.



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

	Full year		Change		Monthly/quarterly data (% change over same period of the previous year)																	
	Series	2009	2010*	09/08	10/09	Series	2010*															
		(1000)	(%)	YTD	Q1		Q2	Q3	Apr	May	Jun	Jul	Aug	Sep	Q1	Q2	Q3	Q4				
<b>Europe</b>		461,044	475,505	-4.9	3.1		6.3	4.9	8.4	12.7	1.7	11.4	5.4	4.8	1.3	2.3	3.6	4.5				
- of which EU-27		353,953	362,106	-4.6	2.3		5.5	3.8	7.6	11.8	0.2	11.5	5.0	4.1	1.0	1.5	3.0	3.1				
<i>Northern Europe</i>		57,839	57,905	-5.1	0.1		6.2	5.2	10.9	18.3	4.2	11.5	3.3	1.9	-5.0	-2.3	3.0	2.9				
Denmark	TF	8,547	8,744	-5.2	2.3	TCE(1)	9.2	10.8	16.9	4.3	31.7	1.9	21.6	4.5	0.1	12.4	3.1	8.8	14.0	11.5		
Finland	TF	3,423	3,670	-4.5	7.2	TCE	13.3	11.9	17.1	11.7	28.0	12.4	15.2	10.4	11.6	14.4	1.9	0.3	6.1	8.9		
Iceland	TCE	1,280	1,213	15.7	-5.2	THS(2)	14.1	1.7	15.5	16.7	27.4	15.9	11.0	13.1	17.3	24.2	11.9	1.2	-6.5	-2.2		
Ireland	TF	7,189	..	-10.4	..	TF*	10.0	8.6	15.6	6.5							-22.6	-19.0	-8.3	-2.2		
Norway	TF	4,346	4,767	0.0	9.7	THS	9.7	9.6	9.2	10.0	6.7	14.2	7.7	11.2	9.3	7.8	3.5	12.7	8.9	4.8		
Sweden	TCE	4,855	4,951	2.7	2.0	TCE	2.0	0.8	10.9	-2.0	20.9	5.7	10.3	-2.9	-2.3	2.2	7.5	-3.0	4.3	-2.0		
United Kingdom	TF	28,199	28,295	-6.4	0.3	VF	3.0	2.8	7.3	-0.6	15.5	0.0	7.9	-0.3	-2.1	0.9	-5.0	-2.4	2.3	3.0		
<i>Western Europe</i>		148,596	153,691	-3.0	3.4		2.9	3.1	4.2		6.9	-5.6	11.3	2.5	0.7		2.1	3.9	4.0	2.7		
Austria	TCE	21,355	22,004	-2.6	3.0	TCE	4.3	1.2	7.3	5.3	8.5	-10.3	21.7	5.0	3.7	8.3	4.6	-1.4	4.4	2.9		
Belgium	TCE	6,814	7,186	-4.9	5.5	TCE	4.6	3.1	7.1		6.8	-1.5	17.1	0.8			2.9	4.5	7.6	5.9		
France	TF	76,824	76,800	-3.0	0.0	TCE	1.6	2.5	1.8	1.2	5.7	-10.3	10.1	2.1	0.1	1.4	-1.6	4.0	3.2	0.6		
Germany	TCE	24,223	26,875	-2.7	10.9	TCE	5.8	9.0	7.3	3.0	6.4	8.4	6.9	4.6	2.5	1.6	8.0	11.9	13.2	8.9		
Liechtenstein	THS	52	50	-10.5	-4.8	THS	12.3	9.5	19.8		-0.7	30.6	27.9	2.2			-9.6	-12.5	4.5	-3.8		
Luxembourg	TCE	849	..	-3.5	..	TCE											1.6					
Monaco	THS	265	279	-18.3	5.5	THS	4.3	8.4	1.5		1.5	1.5	1.5				5.2	9.0	3.1	4.9		
Netherlands	TCE	9,921	10,883	-1.8	9.7	TCE	3.8	0.4	8.7		11.4	-4.8	19.9	0.3	0.0		11.6	8.5	10.6	8.4		
Switzerland	THS	8,294	8,628	-3.7	4.0	THS	-0.9	0.5	3.1	-4.6	6.8	0.6	2.8	-2.0	-7.2	-4.7	3.2	5.7	5.1	0.9		
<i>Central/Eastern Europe</i>		90,175	95,011	-9.9	5.4		8.6	7.9	10.0		10.5	8.9	10.6	7.7	7.5		0.4	4.0	5.3	10.0		
Armenia	TF	575	684	3.0	18.9	TF	13.1	22.1	11.3	10.8							9.4	12.5	19.8	28.0		
Azerbaijan	TF	1,430	1,495	1.5	4.5	TF	14.8	14.8	14.8								13.1	13.1	2.9	2.9		
Bulgaria	TF	5,739	6,047	-0.7	5.4	TF	4.4	7.4	6.8	2.5	2.9	7.3	8.3	4.3	1.9	0.9	0.0	2.8	8.4	3.7		
Czech Rep	TCE	6,032	6,334	-9.3	5.0	TCE	8.5	7.0	13.5	5.1	23.1	3.6	16.0	5.8	5.6	3.9	3.4	4.5	5.4	6.2		
Estonia	TF	1,900	2,120	-3.6	11.6	TCE	15.6	16.6	17.2	14.0	16.3	12.9	21.6	11.4	14.7	17.9	14.6	13.1	11.9	15.1		
Georgia	VF	1,500	2,033	16.3	35.5	VF	43.0	41.2	47.5	41.1	47.5	45.8	49.1	42.2	36.3	46.3	43.8	25.8	35.0	39.0		
Hungary	TF	9,058	9,510	2.8	5.0	TF	7.5	7.3	7.7								7.4	7.1	3.6	3.1		
Kazakhstan	TF	3,118	3,393	-9.5	8.8	VF	44.0	22.3	61.0								-5.2	-16.4	1.3	83.9		
Kyrgyzstan	TF	2,147	..	-11.9	..	TF																
Latvia	TF	1,323	1,373	-21.5	3.8	TCE	20.8	29.5	31.2	11.7	39.4	18.7	37.2	11.7	11.7	11.7	4.3	4.8	25.6	25.0		
Lithuania	TF	1,341	1,507	-16.8	12.4	TCE	20.1	39.8	18.7	14.7	30.6	16.4	14.8	16.3	15.7	10.8	-3.3	5.1	14.0	31.2		
Poland	TF	11,890	12,470	-8.3	4.9	TF											3.4	4.4	5.3	6.0		
Romania	TCE	1,276	1,343	-13.0	5.3	TCE	12.6	10.2	10.9	15.2	15.4	5.3	13.4	15.6	18.7	11.2	-1.8	4.4	9.6	5.9		
Russian Federation	TF	19,420	20,271	-10.0	4.4	VF	13.9	13.0	14.5								-1.4	4.5	5.0	8.8		
Slovakia	TCE	1,298	1,327	-26.5	2.2	TCE	11.0	7.0	15.3		14.3	20.2	11.4	11.0	8.8		-0.9	7.5	0.6	2.7		
Ukraine	TF	20,798	21,203	-18.3	1.9	TF	-1.9	-1.9									-5.9	3.7	2.3	7.5		
Uzbekistan	TF	1,215	1,299	13.7	6.9	TF																
<i>Southern/Mediter. Eu.</i>		164,434	168,898	-3.5	2.7		8.2	4.6	10.4		17.5	3.5	12.0	7.8	8.0		4.0	1.7	2.7	3.2		
Albania	TF	1,775	2,243	33.5	26.3	VF	16.1	40.4	38.6		61.1	24.6	36.0	6.2	6.2		13.0	1.2	43.6	20.6		
Andorra	TF	1,830	1,808	-11.1	-1.2	TF	4.2	-5.4	1.0	16.4	-15.9	17.3	20.3	26.0	15.2	10.7	3.6	-1.7	0.4	-7.4		
Bosnia & Herzg	TCE	311	365	-3.3	17.5	TCE	7.2	5.8	5.6		3.2	2.0	11.5	16.3	4.2		4.9	19.9	22.2	17.5		
Croatia	TCE	8,694	9,111	0.3	4.8	TCE	8.9	-0.1	13.5	7.5	28.3	-8.9	22.3	5.8	4.9	18.7	2.5	-0.1	6.5	7.7		
Cyprus	TF	2,141	2,173	-10.9	1.5	TF	11.1	0.3	14.1	11.2	43.0	3.7	9.3	17.3	10.8	5.2	5.6	-2.3	3.2	2.4		
F.Yug.Rp.Macedonia	TCE	259	262	1.7	1.0	TCE	25.9	20.9	21.7	31.8	19.8	20.8	24.1	36.7	24.5	35.1	-12.1	0.5	3.7	8.4		
Greece	TF	14,915	15,007	-6.4	0.6	TF	13.9	13.1	14.2		18.8	7.6	17.2				-5.3	-5.4	5.8	-4.3		
Israel	TF	2,321	2,803	-9.3	20.8	TF	3.6	6.4	2.7	2.0	-2.5	4.7	6.7	-0.7	-3.5	11.3	37.2	21.7	10.5	18.6		
Italy	TF	43,239	43,626	1.2	0.9	TF	6.0	0.7	6.8		6.4	0.9	12.6	11.0	7.0		5.4	6.1	-6.5	4.0		
Malta	TF	1,182	1,332	-8.4	12.7	TF	6.6	23.5	6.7	0.3	21.3	2.0	0.2	1.3	-1.9	2.1	7.1	12.6	15.4	13.0		
Montenegro	TCE	1,044	1,088	1.2	4.2	TCE	10.1	-1.1	9.6	10.7	28.5	-4.1	14.4	14.1	5.2	18.3	-14.0	3.3	5.9	-4.0		
Portugal	TCE	6,439	6,756	-7.5	4.9	TCE	10.6	3.2	15.4	10.1	18.2	14.6	13.8	15.3	7.2	8.4	3.5	1.2	9.2	6.5		
San Marino	THS	151	120	31.2	-20.9	THS	35.8	69.5	18.3		32.1	-15.0	50.5				2.4	-20.6	-37.7	17.1		
Serbia	TCE	645	683	-0.2	5.8	TCE	12.7	10.8	19.4	8.2	15.1	25.3	16.9	14.0	7.1	3.7	-6.7	-0.2	12.3	14.3		
Slovenia	TCE	1,803	1,844	-7.0	2.2	TCE	9.5	7.1	9.7	10.2	14.7	-4.4	19.3	10.8	8.9	11.6	0.4	-1.2	4.6	3.2		
Spain	TF	52,178	52,677	-8.8	1.0	TF	8.0	2.9	10.4	8.5	20.9	4.2	8.5	7.2	9.4	9.2	0.3	-3.1	4.2	1.4		
Turkey	TF	25,506	27,000	2.0	5.9	TF	9.8	14.6	11.6	7.1	31.8	3.6	8.7	3.3	8.0	10.8	11.0	7.9	3.6	4.8		

Source: World Tourism Organization (UNWTO) ©

(Data as collected by UNWTO October 2011)

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

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

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

	Full year (US\$)				Local currencies, current prices (% change over same period of the previous year)																
	2000	2005	2009	2010*	Series	09/08		10/09		2011*								2010*			
	(million)					YTD	Q1	Q2	Q3	Apr	May	Jun	Jul	Aug	Sep	Q1	Q2	Q3	Q4		
<b>Europe</b>	231,665	349,762	411,636	408,740																	
<i>Northern Europe</i>	36,054	53,645	58,543	61,335																	
Denmark	3,696	5,278	5,673	5,559		-4.4	2.8	8.1	5.6	9.6							1.8	1.7	4.4	2.4	
Finland	1,412	2,186	2,820	2,902		-7.3	8.3	23.9	26.2	21.6							-0.1	2.3	13.2	17.5	
Iceland	229	413	548	556		26.0	0.4	19.5	17.0	20.9							31.3	-1.4	-7.6	8.7	
Ireland	2,633	4,806	4,890	4,077		-18.1	-12.3	12.6	3.0	18.0							-26.1	-17.1	-7.6	-0.1	
Norway	2,163	3,495	4,204	4,765		-4.6	8.9	2.3	1.2	3.0							5.7	13.3	9.4	6.1	
Sweden	4,064	6,792	10,260	11,076		6.3	1.7	4.6	1.2	7.3							-3.3	2.1	8.1	-2.4	
United Kingdom	21,857	30,675	30,149	32,401	sa	-1.3	8.4	7.1	10.2	4.4							-4.0	20.9	-3.0	20.6	
<i>Western Europe</i>	83,716	123,224	144,420	142,064																	
Austria	9,784	16,054	19,382	18,596		-5.3	0.9	1.7	0.8	4.1							2.5	-3.7	3.0	-1.1	
Belgium	6,592	9,868	10,188	10,266		-8.7	6.0	6.3	6.2	6.4			8.3	3.8	7.4		1.5	11.1	5.8	5.2	
France	32,978	44,021	49,528	46,560		-7.7	-1.1	1.0	5.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	-9.8	-0.2	3.5	-4.6	
Germany	18,693	29,173	34,650	34,675		-8.5	5.3	5.7	6.6	5.5	5.4	6.0	8.3	2.3	3.7	9.0	3.7	1.2	3.8	7.8	7.2
Luxembourg	1,806	3,613	4,173	4,120		-1.9	3.9	8.4	15.6	2.3							0.4	9.5	3.6	1.8	
Netherlands	7,217	10,475	12,368	12,883		-2.3	9.6	6.1	0.2	11.0							14.1	6.0	9.5	9.8	
Switzerland	6,645	10,020	14,131	14,965		-1.4	1.5	1.2	0.1	2.4							1.0	1.7	2.2	0.9	
<i>Central/Eastern Europe</i>	20,343	32,665	47,413	47,675																	
Armenia	38	220	334	403	\$	1.1	20.7										4.6	8.7	30.6	27.8	
Azerbaijan	63	78	353	621	\$	85.4	75.9	113	55.8	171							57.4	54.3	114	73.1	
Belarus	93	253	370	411	\$	1.9	11.2	10.5	10.5								12.2	10.5	11.9	10.1	
Bulgaria	1,074	2,412	3,728	3,637		-6.7	2.5	3.9	7.7	6.2		1.6	3.8	9.5	2.8	0.7	-3.0	0.0	4.8	1.7	
Czech Rep	2,972	4,677	6,478	6,671		0.4	3.2	-8.3	-5.3	-10.7							-5.3	8.6	-1.6	7.8	
Estonia	508	971	1,090	1,065		-3.7	2.5	12.7	6.4	16.6							-2.5	1.1	5.3	10.3	
Georgia	97	241	476	659	\$	6.6	38.5	58.8	59.9	58.0							29.6	19.4	46.4	51.5	
Hungary	3,753	4,101	5,631	5,381		11.5	-1.8	-1.6	-4.8	0.7							-6.8	-1.0	1.1	-2.6	
Kazakhstan	356	701	963	1,005	\$	-4.8	4.4	25.8	22.6	28.1							-4.6	-0.7	5.3	15.8	
Kyrgyzstan	15	73	459	284	\$	-10.8	-38.2	-26.2	-26.2								1.6	-66.9	-39.6	-35.1	
Latvia	131	341	723	640		-5.3	-7.2	12.7	6.1	18.4							-14.8	-10.1	-4.7	3.0	
Lithuania	391	921	1,011	1,021		-14.7	6.0	23.0	31.8	19.2							-10.7	3.1	13.4	19.1	
Poland	5,677	6,274	9,011	9,446		-0.8	1.3	12.3	26.4	4.0							-16.9	11.3	3.3	14.6	
Rep Moldova	39	103	173	174	\$	-20.3	0.7	10.8	18.2	5.7							-24.4	12.5	13.5	-0.4	
Romania	359	1,061	1,234	1,140	€	-34.8	-2.8	17.7	30.2	8.4		0.0	14.1	11.5	11.5	24.2	-20.2	-8.5	-1.5	23.6	
Russian Federation	3,429	5,870	9,366	8,970	\$	-20.9	-4.2	21.8	15.7	26.2							-3.1	-5.7	-4.1	-3.7	
Slovakia	433	1,210	2,336	2,233		-4.9	0.6	5.6	4.2	6.7		5.4	11.4	3.2			5.2	-3.4	-5.5	8.7	
Ukraine	394	3,125	3,576	3,788	\$	-38.0	5.9	13.1	11.5	13.9							0.9	4.4	5.0	16.4	
Uzbekistan	27	28	99	121																	
<i>Southern/Medit. Eu.</i>	91,553	140,228	161,260	157,667																	
Albania	389	860	1,816	1,626	€	11.3	-5.8	-2.7	8.3	-9.4		-10.1	-7.3	-10.9			-23.8	-11.4	5.0	-5.7	
Bosnia & Herzg	233	521	683	593		-12.2	-9.0	2.5	-8.0	8.5							-15.1	-9.2	-2.8	-14.2	
Croatia	2,782	7,463	8,898	8,259	€	-14.5	-2.3	8.7	-15.4	14.0							8.0	-7.2	-0.7	-5.2	
Cyprus	1,941	2,331	2,162	2,183		-16.7	6.2	14.4	3.1	21.1	12.2	53.5	13.6	12.6	18.8	10.7	6.9	3.5	1.9	3.8	7.3
F.Yug.Rp.Macedonia	38	90	218	198	€	0.6	-4.2	12.5	19.2	5.7		5.5	6.8	4.9	16.4		-27.7	2.6	5.1	0.2	
Greece	9,219	13,731	14,506	12,741		-10.6	-7.6	9.5	-2.1	10.4	10.1	7.8	6.9	13.4	16.7	6.5	7.1	-2.0	-11.2	-6.6	-7.0
Israel	4,114	2,866	3,741	4,768	\$	-12.6	27.5	3.4	7.8	1.9		0.3	1.3	4.3	5.7	-3.7	35.4	32.2	21.6	22.9	
Italy	27,493	35,398	40,249	38,786		-7.2	1.4	6.5	2.8	4.2		7.2	4.0	2.3	12.1	10.8	3.0	7.3	-4.2	3.1	
Malta	587	755	881	1,079		-2.2	28.8	19.8	14.2	22.8							38.0	10.6	38.0	28.4	
Montenegro	..	268	662	660		-7.9	4.9	-11.6	-11.6								-25.5	4.2	6.7	-7.2	
Portugal	5,243	7,712	9,635	10,077		-7.2	10.0	8.1	6.9	10.1		12.8	7.5	10.3	7.8	6.6	5.8	8.2	12.3	11.3	
Serbia	..	308	865	798	€	-3.4	-2.9	10.4	6.4			20.4					-2.6	-2.9	-7.0	6.4	
Slovenia	965	1,805	2,516	2,566		-1.2	7.3	7.8	7.9	7.9		11.3	-0.9	13.4	7.6	7.6	4.6	5.9	9.4	8.2	
Spain	29,967	47,970	53,177	52,525		-9.0	3.9	9.6	6.7	12.2		18.7	8.6	11.1	9.4	8.9	0.4	0.8	7.0	5.4	
Turkey	7,636	18,152	21,250	20,807	\$	-3.2	-2.1	14.6	28.5	17.8	8.9	26.0	17.1	14.0	13.0	0.0	15.5	-2.2	7.4	-10.0	4.9

Source: World Tourism Organization (UNWTO) ©

(Data as collected by UNWTO October 2011)

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

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

	Full year				Change		Monthly/quarterly data (% change over same period of the previous year)															
	Series	2009	2010*	09/08	10/09	Series	2010*															
		(1000)	(%)	YTD	Q1		Q2	Q3	Apr	May	Jun	Jul	Aug	Sep	Q1	Q2	Q3	Q4				
<b>Asia and the Pacific</b>		180,952	204,041	-1.7	12.8		5.7	4.4	5.8	6.0	4.4	7.1	6.9	7.7	13.3	15.8	14.1	8.5				
<i>North-East Asia</i>		98,045	111,552	-2.9	13.8		1.4	0.9	-0.1	0.0	-2.5	2.4	4.5	3.7	11.4	21.0	15.6	7.9				
China	TF	50,875	55,665	-4.1	9.4	TF	1.0	0.6	1.5	0.9	3.6	-0.6	1.6	2.4	-0.5	0.7	8.2	12.9	10.9	5.7		
Hong Kong (China)	TF	16,926	20,085	-2.3	18.7	TF	10.8	5.7	11.4	14.8	13.4	8.0	13.1	17.1	14.1	12.9	12.7	31.6	22.9	10.8		
Japan	VF	6,790	8,611	-18.7	26.8	VF	-32.1	-13.3	-50.3	-31.3	-62.5	-50.4	-36.1	-36.1	-31.9	-24.9	29.3	42.3	29.8	8.8		
Korea, Republic of	VF	7,818	8,798	13.4	12.5	VF	9.0	2.8	5.3	17.5	3.3	1.9	10.8	16.8	17.2	18.6	-1.0	21.4	18.6	12.1		
Macao (China)	TF	10,402	11,926	-2.0	14.7	TF	7.5	-0.7	6.7	16.2	3.0	4.6	13.0	16.2	15.2	17.5	16.3	29.4	13.0	3.3		
Mongolia	TF	433	456	-3.0	5.3	TF	4.8	8.4	8.4	0.7							50.6	50.6	-2.5	-26.2		
Taiwan (pr. of China)	VF	4,395	5,567	14.3	26.7	VF	6.5	9.8	0.0	10.6	8.6	-7.0	-1.7	7.1	14.6	9.9	28.1	30.5	22.2	25.8		
<i>South-East Asia</i>		62,102	69,844	0.5	12.5		12.4	9.1	15.6	14.6	16.5	15.6	11.3	15.0	16.9	10.2	13.6	9.6				
Brunei Darussalam	TF	157	..	-30.5	..	TF																
Cambodia	TF	2,046	2,399	2.2	17.3	TF	15.6	13.9	12.9	20.2	11.0	11.8	16.2	18.4	21.2	21.2	16.2	24.4	22.5	24.4		
Indonesia	TF	6,324	7,003	1.4	10.7	TF(1)	8.3	6.4	6.4	11.7	9.4	0.0	9.9	13.2	5.9	16.0	14.6	13.5	9.2	6.6		
Lao P.D.R.	TF	1,239	1,670	-4.3	34.7	VF	22.8	19.5	26.5								23.0	59.2	16.9	13.9		
Malaysia	TF	23,646	24,577	7.2	3.9	TF	1.2										5.3	3.9	5.6	1.2		
Myanmar	TF	243	311	25.8	27.7	TF	25.7	30.4	27.1	20.5	32.9	28.5	23.5	6.6			39.3	24.8	37.1	15.4		
Philippines	TF	3,017	3,520	-3.9	16.7	TF	12.0	13.0	11.0	12.0	14.3	6.8	12.0	10.8	10.9	14.9	11.4	13.1	23.0	19.7		
Singapore	TF	7,488	9,161	-3.7	22.3	VF	14.8	15.7	14.1	14.7	17.5	11.4	13.6	16.3	18.2	9.1	19.6	25.7	20.3	15.9		
Thailand	TF	14,150	15,936	-3.0	12.6	TF	27.1	14.0	50.1	25.7	35.2	65.6	53.9	18.8	35.4	22.7	27.8	-2.2	14.5	8.4		
Timor-Leste	TF	44	40	22.6	-9.4	VF											14.1	2.8				
Vietnam	VF	3,747	5,050	-11.5	34.8	VF	15.5	11.9	25.4	10.2	21.7	37.0	19.0	23.8	29.0	-25.3	36.2	28.6	37.8	36.3		
<i>Oceania</i>		10,916	11,577	-1.7	6.1		0.2	-0.5	0.7	5.5	0.1	-3.9	-2.3	3.5	6.5	4.0	8.7	4.9				
Australia	VF	5,584	5,885	0.0	5.4	VF	-0.3	-0.3	2.2	-2.5	7.5	2.7	-3.8	-1.7	3.4	-9.0	6.3	1.4	9.4	4.2		
Cook Is	TF	101	103	6.6	1.5	TF	9.8	6.0	13.3	14.5	18.8	7.7	12.5	5.7			-4.1	-1.4	8.2	0.3		
Fiji	TF	542	632	-7.3	16.5	TF	8.4	4.3	12.9	19.3	15.5	5.6	7.1	6.8			25.4	22.1	11.6	11.5		
French Polynesia	TF	160	154	-18.3	-4.1	TF	11.0	18.5	17.1	21.3	11.4	19.0	-5.2	1.9			-10.7	-11.4	1.0	2.0		
Guam	TF	1,053	1,197	-7.8	13.6	TF	-5.5	1.9	-15.5	-4.9	-14.3	-20.4	-11.6	-10.1	0.5	-5.7	10.1	20.8	15.0	10.1		
Kiribati	TF	4	5	1.9	19.2	VF	36.3	36.3									2.3	16.6	32.8	24.0		
Marshall Is	TF	5	5	-10.8	-14.4	TF*	-1.4	10.2	-2.7	-14.8	35.6	-19.2	-24.9				-5.1	-0.8	-15.1	-6.4		
N.Mariana Is	TF	345	375	-11.0	8.4	VF	-13.9	-10.0	-15.9	-16.5	-17.6	-13.2	-16.8	-22.6	-11.9	-15.1	2.2	10.7	4.0	14.8		
New Caledonia	TF	99	99	-4.1	-0.8	TF	14.3	7.4	6.4	25.4	21.0	-10.2	10.5	23.9	52.9	2.7	-14.2	-10.3	3.2	15.1		
New Zealand	VF	2,458	2,525	0.0	2.7	VF	1.3	-2.4	-1.1	8.9	5.2	-0.4	-10.0	-3.7	4.7	26.3	5.6	0.5	3.0	1.1		
Niue	TF	5	6	-1.8	33.3	TF											79.4	16.4	26.4	9.5		
Palau	TF	84	..	0.8	..	TF*	27.0	11.9	47.3	28.4	52.5	30.0	62.5	10.8	35.9	43.4	5.7	5.3	44.0	21.2		
Papua New Guinea	TF	124	147	3.2	18.5	TF	6.6	0.3	13.7	11.1	14.4	15.7	5.1	7.2			27.0	12.0	17.3	18.1		
Samoa	TF	129	129	5.8	0.2	TF	-0.5	-1.4	-0.4	0.1	9.5	-5.4	-3.6	10.1	2.8	-13.8	0.7	-4.0	0.0	3.7		
Solomon Is	TF	18	20	12.6	8.3	TF	21.6	21.6									-4.5	3.0	30.9	-0.4		
Tonga	TF	51	45	2.5	-10.3	TF	-17.4	-17.4									-6.1	-16.8	-9.3	-8.3		
Tuvalu	TF	2	2	-4.3	4.9	TF											6.9	31.8	9.8	-24.6		
Vanuatu	TF	101	97	11.1	-3.4	VF	3.7	-8.8	21.7	24.6	10.1	26.9	11.1	-18.2			-18.0	3.6	14.4	27.0		
<i>South Asia</i>		9,888	11,068	-3.6	11.9		12.6	11.7	14.6	21.4	11.5	10.8	13.0	10.0	18.0	10.2	7.7	11.1				
Bangladesh	TF	267	..	-42.8	..	TF																
Bhutan	TF	23	27	-15.0	14.7	TF	28.8	9.4	40.0	34.2	37.3	69.6	85.7				56.2	-17.9	3.7	30.5		
India	TF	5,168	5,584	-2.2	8.1	TF	10.0	11.1	10.6	8.1	17.7	7.0	7.2	10.1	5.3	8.7	10.6	6.3	6.2	8.2		
Iran	TF	..	..	..	..	TF																
Maldives	TF	656	792	-4.0	20.7	TF	17.7	12.8	22.8	18.9	31.6	10.5	27.0	26.7	15.9	14.9	20.5	19.5	26.5	17.5		
Nepal	TF	510	603	1.9	18.2	VF(1)	22.7	12.5	39.0	18.5	34.3	47.1	37.9	20.0	26.4	10.8	29.8	7.1	23.3	15.9		
Pakistan	TF	855	914	3.9	6.9	TF											47.3	10.4	-19.3	0.0		
Sri Lanka	TF	448	654	2.1	46.1	TF	34.3	34.1	40.7	30.0	66.7	39.0	19.9	32.3	29.6	27.2	50.3	45.9	37.2	50.8		

Source: World Tourism Organization (UNWTO) ©

(Data as collected by UNWTO October 2011)

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	2009	2010*	Series	2010*												2010*			
	(million)					09/08	10/09	2011*	Q1	Q2	Q3	Apr	May	Jun	Jul	Aug	Sep	Q1	Q2	Q3	Q4
<b>Asia and the Pacific</b>	85,376	135,243	203,812	254,075																	
<i>North-East Asia</i>	39,427	64,967	101,631	127,986																	
China	16,231	29,296	39,675	45,814	\$	-2.9	15.5	1.8	0.8	2.3	2.2	4.0	0.7	2.1	2.8	1.4	2.4	14.7	20.7	16.4	10.3
Hong Kong (China)	5,907	10,294	16,408	22,174		6.7	35.4	23.2	18.8	27.9								26.2	48.4	50.7	22.9
Japan	3,373	6,630	10,305	13,199		-13.8	20.2	-29.3	-11.3	-46.7	-28.2	-59.0	-45.2	-34.3	-31.4	-29.3	-23.1	20.5	32.6	23.9	5.6
Korea, Republic of	6,834	5,806	9,819	9,765	\$	0.5	-0.6	26.4	31.3	1.6	49.1	7.0	3.2	-4.1	21.3	44.0	84.5	-32.8	16.2	4.1	20.9
Macao (China)	3,208	7,618	18,142	27,790		6.6	53.5														
Mongolia	36	177	235	244	\$	-4.7	3.7	7.3	13.5	4.4								21.2	13.4	-8.1	10.6
Taiwan (pr. of China)	3,738	4,977	6,816	8,721	\$	14.8	27.9	28.0	31.5	24.9								32.1	27.9	24.9	27.6
<i>South-East Asia</i>	26,838	34,982	53,553	68,425																	
Brunei Darussalam	..	191	254	..		7.7															
Cambodia	304	840	1,185	1,260	\$	-2.8	6.4											4.0	8.8	3.2	9.9
Indonesia	4,975	4,522	5,598	6,957	\$	-24.1	24.3	12.4	12.9	11.9								37.5	13.6	21.5	25.9
Lao P.D.R.	114	147	268	382	\$	-2.8	42.7														
Malaysia	5,011	8,847	15,772	18,276		9.1	5.9	-4.0	-3.3	-4.6								7.3	5.8	7.3	3.5
Myanmar	162	68	56	73	\$	-18.8	30.4														
Philippines	2,156	2,265	2,330	2,783	\$	-6.8	19.4	11.3	6.5	16.9		14.0	31.5	7.7				2.7	20.5	55.7	12.2
Singapore	5,142	6,211	9,364	14,124		-10.2	41.4	19.2	31.9	8.9								13.1	42.9	65.0	45.0
Thailand	7,489	9,576	15,663	19,760		-11.3	16.6	30.2	17.3	55.9								36.2	-1.2	12.5	12.1
Timor-Leste	..	..	13	36		-6.0	17.6														
Vietnam	..	2,300	3,050	4,450	\$	-22.4	45.9														
<b>Oceania</b>	14,313	25,887	33,732	38,907																	
Australia	9,274	16,848	25,385	29,619		10.3	-0.8	-8.9	-9.1	-7.0	-10.6	-7.3	-5.0	-8.8	-8.7	-10.2	-13.1	3.1	1.5	-2.7	-4.9
Cook Is	36	91	103	110		10.3	-7.4														
Fiji	189	485	422	523		-5.2	21.4	5.1	5.1									27.2	26.8	15.5	14.5
French Polynesia	..	522	440	403																	
Marshall Is	3	6	4	3		16.7	-5.7														
Micronesia (Fed.St.of)	..	17	24	25		8.6	5.0														
New Caledonia	111	149	141	132																	
New Zealand	2,272	5,203	4,586	4,906		2.4	-7.2	-0.2	2.6	-4.6								-2.5	-5.2	-12.4	-10.8
Papua New Guinea	21	4	2	2		-2.6	8.1														
Samoa	41	79	116	124		7.0	-2.7														
Solomon Is	4	2	44	53		23.9	20.3														
Tonga	7	15	16	..		-11.8															
<i>South Asia</i>	4,797	9,407	14,897	18,757																	
Bangladesh	50	70	70	81		-5.9	17.3											86.5	-7.7	-10.8	19.7
Bhutan	10	19	32	35	\$	-18.0	10.0	22.4	3.7	31.5		24.2	34.9	66.7	111			52.8	-17.4	-17.0	29.8
India	3,460	7,493	11,136	14,160		4.7	20.1	26.1	30.9	20.5								17.2	20.1	19.3	23.8
Iran	467	791	2,012	..	\$	5.1	..														
Maldives	321	287	608	714	\$	-8.3	17.3														
Nepal	158	132	412	344		36.3	-21.3	-16.2	-16.2									-13.3	-34.3	-20.9	-16.2
Pakistan	81	182	269	304	\$	-14.9	13.2	25.2	19.5	45.6	12.7	45.6	45.6	45.6	17.1	10.3	10.7	18	3.0	12.6	18.3
Sri Lanka	248	429	350	576		8.6	61.9	43.1	43.1									70.1	60.9	51.8	65.5

Source: World Tourism Organization (UNWTO) ©

(Data as collected by UNWTO October 2011)

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)																
	2009	2010*	09/08	10*/09	Series	2011*												2010*			
	(1000)	(1000)	(%)	(%)		YTD	Q1	Q2	Q3	Apr	May	Jun	Jul	Aug	Sep	Q1	Q2	Q3	Q4		
<b>Americas</b>	140,713	149,766	-4.9	6.4		4.7	4.5	6.3		11.7	3.1	4.4	4.3	1.7		4.6	7.6	9.0	4.2		
<b>North America</b>	92,149	98,150	-5.7	6.5		3.0	1.2	5.3		10.7	2.3	3.4	3.7	0.7		3.9	9.6	8.5	3.4		
Canada	TF	15,737	16,097	-8.2	2.3	TF	-1.2	-4.5	1.3	-1.8	2.5	-0.1	1.7	-1.9	-3.3	0.7	-0.5	-0.1	3.8	4.6	
Mexico	TF	21,454	22,260	-5.2	3.8	TF	1.9	2.0	4.8	-0.9	9.3	2.3	2.9	4.8	-9.9	2.8	-4.6	13.2	8.1	1.1	
United States	TF	54,958	59,793	-5.1	8.8	TF	4.8	1.9	6.6		12.7	3.0	4.2	5.8	5.3		9.1	11.5	10.6	4.1	
<b>Caribbean</b>		19,498	20,104	-2.7	3.1		3.9	3.6	4.9		11.1	0.0	2.9	3.7	1.7		5.6	0.4	3.5	2.6	
Anguilla	TF	58	62	-15.2	7.1	TF	12.0	8.1	19.5		20.5	14.9	23.8	4.4			11.8	7.6	1.5	6.2	
Antigua, Barb	TF	234	231	-11.8	-1.3	TF(1)	5.8	2.6	9.5		19.7	-2.1	9.2	6.8	6.2		0.2	-3.3	-4.1	1.2	
Aruba	TF	813	825	-1.7	1.6	TF	6.5	2.2	10.0		15.2	1.5	13.1	7.7	8.8		6.2	-1.2	0.7	0.6	
Bahamas	TF	1,327	1,368	-9.3	3.1	TF	-2.2	-3.2	-1.4		6.5	-8.1	-2.6				2.0	4.0	8.7	-2.9	
Barbados	TF	519	532	-8.6	2.6	TF	7.8	5.9	6.7	11.3	24.4	-10.9	9.4	13.1	19.3	-3.1	2.0	4.3	6.4	-1.3	
Bermuda	TF	236	232	-10.5	-1.5	TF	4.6	6.8	3.8		13.4	-4.0	5.3				-10.5	3.4	-1.4	-3.3	
Br. Virgin Is	TF	304	330	-12.0	8.6	TF	3.5	3.9			4.0	1.1					23.3	5.6	3.1	-1.2	
Cayman Islands	TF	272	288	-10.2	6.0	TF	7.5	6.8	9.4	6.1	12.7	7.4	7.6	7.5	4.8	4.3	8.3	0.9	6.9	8.1	
Cuba	TF	2,405	2,507	3.8	4.2	VF	8.4	11.5	9.5	2.5	13.4	7.2	6.1	1.6	0.9	5.8	0.1	2.2	6.8	9.6	
Curaçao	TF	367	342	-10.3	-6.9	TF	15.7	11.6	20.6	15.4	31.8	5.6	25.3	11.5	18.3	16.3	-10.0	-11.4	-0.8	-5.1	
Dominica	TF	75	77	-7.6	2.1	TF	-2.6	-5.6	-7.3	4.6	12.7	-36.9	26.5	12.5	1.5	-7.9	13.7	6.7	-6.0	-3.0	
Dominican Rp	TF	3,992	4,125	0.3	3.3	TF	3.5	2.9	4.7	3.2	14.0	0.3	-0.5	3.7	-1.4	9.3	3.9	0.7	5.0	3.6	
Grenada	TF	113	106	-12.5	-6.4	TF	6.7	-3.0	22.0		18.5	18.2	30.3				-1.3	-18.0	-4.2	-4.1	
Guadeloupe	TCE	347	..	-21.1	..	THS															
Haiti	TF	387	..	50.0	..	TF															
Jamaica	TF	1,831	1,922	3.6	4.9	TF	2.2	4.4	2.4		7.6	-2.1	1.3	-1.3	-1.2		9.2	-1.1	3.9	8.1	
Martinique	TF	442	476	-8.2	7.9	TF	3.0	0.8	8.0		15.4	2.6	4.0	1.6	0.5		23.3	-1.5	1.3	8.5	
Puerto Rico	TF	3,551	3,679	-4.5	3.6	THS	6.0	2.9	7.5		9.6	7.7	4.9	11.2	6.6		11.7	1.3	3.3	3.7	
Saba	TF	12	12	-0.7	3.1	TF												10.6	-4.0	-0.6	5.0
Saint Lucia	TF	278	306	-5.8	9.9	TF	-6.2	-1.1	-5.8		12.4	-20.8	-6.4	-13.1	-14.2		12.5	11.2	25.3	-9.1	
St. Eustatius	TF	12	..	2.6	..	TF												23.4	0.1	0.3	
St. Kitts-Nev	TF	93	92	-27.1	-1.6	TF	-3.7	-3.7										-7.6	-10.1	-2.3	19.8
St. Maarten	TF	440	443	-7.4	0.7	TF(1)	-5.5	-2.9	-9.0		-6.1	-15.0	-6.0					7.0	-0.9	-3.6	-1.5
St. Vincent, Grenadines	TF	75	72	-10.3	-3.9	TF	2.1	-5.0	15.8	-2.8	35.1	5.3	7.0	-6.7	-3.7	8.8	2.1	-4.3	-5.0	-8.6	
Trinidad Tbg	TF	419	..	-4.2	..	TF												-6.4			
US. Virgin Is	TF	562	590	-2.0	4.9	VF(1)	-4.9	-3.7	-7.8	-3.0	-4.6	-14.2	-5.0	-0.6	-7.5	-0.2	15.4	1.4	3.4	-5.4	
<b>Central America</b>		7,640	7,930	-7.4	3.8		3.1	2.1	4.8		9.6	2.0	2.6	4.0	0.5		5.5	6.5	4.2	-0.7	
Belize	TF	232	238	-5.2	2.5	TF	3.2	0.6	8.0	1.4	20.7	0.4	3.3	2.7	-3.0	6.8	5.8	-0.7	2.4	1.9	
Costa Rica	TF	1,923	2,100	-8.0	9.2	TF	4.3	7.8	4.8	-0.7	8.8	1.1	4.2	1.4	-4.3	0.7	11.5	7.2	7.9	9.7	
El Salvador	TF	1,091	1,150	-21.2	5.4	TF	-3.8	-3.8										4.1	15.8	2.6	0.3
Guatemala	TF	1,392	1,219	-8.8	-12.4	VF	-3.5	-9.0	3.6		9.6	6.1	-4.2					8.3	18.9	4.6	-5.1
Honduras	TF	870	896	-3.3	3.0	TF	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	3.0	3.0	3.0	3.0	
Nicaragua	TF	932	1,011	8.6	8.5	TF	3.5	-2.2	10.9	2.7	29.3	1.0	3.8	2.7	2.7	2.7	16.7	1.6	11.0	5.0	
Panama	TF	1,200	1,317	-3.7	9.7	TF*	11.4	9.3	11.2	13.8	11.4	8.9	13.2	18.4	8.8	13.7	7.6	13.2	19.5	1.4	
<b>South America</b>		21,426	23,582	-2.3	10.1		13.2	15.6	13.8		18.5	10.5	12.1	8.1	8.2		5.6	5.8	18.6	10.4	
Argentina	TF	4,308	5,325	-8.4	23.6	TF	11.0	12.8	8.5									19.8	17.0	47.5	16.2
Bolivia	TF	671	..	13.1	..	THS												12.9	12.9		
Brazil	TF	4,802	5,161	-4.9	7.5	TF												2.6	2.7	11.0	16.1
Chile	TF	2,750	2,766	1.9	0.6	TF	11.9	9.3	19.8	9.8	26.1	12.2	20.8	13.6	4.8	10.6		-5.5	-5.3	14.4	3.7
Colombia	TF	2,303	2,385	-0.7	3.6	VF(2)	10.1	15.3	13.3	2.8	20.6	13.3	7.4	2.9	1.5	4.5		8.3	4.2	11.4	11.3
Ecuador	VF	968	1,047	-3.7	8.1	VF	7.4	4.1	12.7		24.1	6.7	9.1	6.7	4.0			16.0	2.9	7.6	6.2
Guyana	TF	141	150	6.2	6.4	TF	1.7	-4.9	8.9	0.5	7.1	13.2	7.5	3.3	-3.9	2.0		7.4	7.0	9.8	1.3
Paraguay	TF	439	465	2.6	5.9	TF	7.4	7.7	5.9		8.9	7.3	2.5	9.8				5.6	6.6	5.5	6.1
Peru	TF	2,140	2,299	4.0	7.4	TF	14.7	15.8	13.4		16.4	12.0	12.3					4.1	7.4	10.8	7.4
Suriname	TF	150	205	-0.2	36.3	TF	6.9	0.4	17.0	4.6	18.7	3.4	30.3	-0.4	6.4	10.6		98.6	58.3	20.0	
Uruguay	TF	2,055	2,349	6.1	14.3	TF	30.0	39.0	28.0		39.6	14.5	28.5	6.2	23.2			1.8	9.8	44.5	14.3
Venezuela	TF	615	..	-17.4	..	TF	2.5	4.8			-6.2							-7.2	-9.9	-22.3	

Source: World Tourism Organization (UNWTO) ©

(Data as collected by UNWTO October 2011)

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

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

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

	Full year (US\$)				Local currencies, current prices (% change over same period of the previous year)																
	2000	2005	2009	2010*	Series	2011*												2010*			
	(million)					09/08	10/09	YTD	Q1	Q2	Q3	Apr	May	Jun	Jul	Aug	Sep	Q1	Q2	Q3	Q4
<b>Americas</b>	131,355	145,343	165,917	181,516																	
<i>North America</i>	101,964	107,731	119,199	130,976																	
Canada	10,778	13,768	13,733	15,711		-6.1	3.1	0.1	-1.8	1.6								3.8	2.8	5.4	4.2
Mexico	8,294	11,803	11,275	11,760	\$	-15.2	4.3	-3.3	-7.2	1.9	-3.5	4.8	-2.2	2.7	-4.2	-6.6	1.8	-0.9	15.3	7.0	-0.6
United States	82,892	82,160	94,191	103,505	sa	-14.7	9.9	11.3	8.3	13.4	12.2	16.7	11.6	12.1	12.3	13.9	10.4	6.3	9.7	11.6	11.9
<i>Caribbean</i>	17,217	20,726	22,442	23,427																	
Anguilla	56	86	89	96		-18.5	7.8	8.0	8.0									6.3	-5.9	1.4	9.8
Antigua, Barb	291	309	293	298		-12.3	1.6	4.7	4.7									-0.4	-5.6	-5.7	0.7
Aruba	814	1,097	1,214	1,236		-9.6	1.8	6.0	6.0									3.0	5.0	-2.2	1.4
Bahamas	1,734	2,069	1,929	2,059		-10.0	6.7	-4.1	-4.1									7.0	5.6	12.2	23.1
Barbados	785	896	1,068	1,105		-10.6	3.5											-3.2	10.4	8.6	0.2
Bermuda	431	429	366	413		-15.1												2.7	23.2	12.2	1.4
Bonaire	59	87	106	..		-12.1												-35.6	13.1	38.0	
Br. Virgin Is	345	437	369	..		-17.3															
Cayman Islands	559	356	486	..																	
Cuba	1,737	2,150	2,051	2,187				9.8	9.8									3.3	4.7	2.6	4.5
Curaçao	189	244	361	385		-4.4	6.5											0.8	4.6	6.9	13.4
Dominica	48	57	84	87		-4.1	3.7	-17.4	-17.4									15.0	18.4	-0.4	-9.1
Dominican Rp	2,860	3,518	4,049	4,209	\$	-2.8	4.0	3.6	2.9	4.6								3.5	-0.2	5.7	6.9
Grenada	93	71	94	96		-13.9	1.9	5.1	5.1									2.1	-12.3	-2.2	-1.4
Haiti	128	80	312	167		19.1	-48.3														
Jamaica	1,333	1,545	1,926	1,986	\$	-2.5	3.1	3.0	2.7	3.3		10.6	-1.4	-0.2				7.6	-2.9	2.2	4.8
Martinique	302	280	420	472		-4.3	18.2														
Montserrat	9	9	6	6		-13.9	-2.0	2.6	2.6									-12.3	0.3	2.1	-6.9
Puerto Rico	2,388	3,239	3,473	3,598	\$	-1.8	3.6														
Saint Lucia	281	369	296	329		-4.8	11.0	-7.8	-7.8									10.9	14.8	29.1	-6.0
St. Kitts-Nev	58	121	83	84		-24.1	0.7	-0.3	-0.3									-4.1	-5.8	-1.6	17.5
St. Maarten	512	659	616	674		-7.2	9.5											2.3	14.4	16.8	9.8
St. Vincent, Grenadines	82	77	88	86		-8.9	-1.5	4.0	4.0									1.8	-2.4	-2.9	-3.7
Trinidad Tbg	213	453	367	..	\$	-7.6	..														
US. Virgin Is	1,206	1,432	1,468	..		-3.4															
<i>Central America</i>	2,958	4,485	6,003	6,668																	
Belize	111	214	256	256		-8.0	0.0	0.7	-3.3	6.9								2.3	-20.0	-3.1	44.7
Costa Rica	1,302	1,671	1,815	2,009	\$	-20.5	10.7	3.8	1.7	6.7								21.4	15.4	6.4	-2.7
El Salvador	217	361	319	390	\$	-24.8	22.1	-31.0	-20.8	-39.5								0.7	42.2	38.7	10.9
Guatemala	482	791	1,179	1,378	\$	10.3	16.9	9.3	-5.3	29.0		9.6	6.6	75.6				61.8	19.9	7.2	-4.2
Honduras	260	463	616	650	\$	-0.5	5.6	8.0	8.4	7.9	7.8	7.9	7.7	8.0	8.0	7.7	7.8	5.7	5.3	5.6	5.8
Nicaragua	129	206	334	309	\$	11.1	-7.7	22.3	27.0	18.3								-2.1	-0.2	-8.4	-19.5
Panama	458	780	1,483	1,676		5.4	13.0	13.1	9.6	12.0		-0.4	19.1	19.6	25.0	15.1		11.0	17.4	16.5	8.5
<i>South America</i>	9,216	12,400	18,272	20,446																	
Argentina	2,904	2,729	3,960	4,942	\$	-14.8	24.8	13.2	7.0	23.5								23.8	17.3	55.4	13.6
Bolivia	68	239	279	310	\$	1.5	11.0											10.1	-1.0	-0.4	33.3
Brazil	1,810	3,861	5,305	5,919	\$	-8.3	11.6	15.6	8.9	22.7	16.9	17.3	33.1	18.3	11.7	23.8	14.6	16.1	12.0	6.1	11.7
Chile	819	1,109	1,604	1,636	\$	-4.2	2.0	12.9	9.5	19.1								-7.4	2.5	10.1	6.6
Colombia	1,030	1,222	1,999	2,083	\$	8.4	4.2	14.2	19.6	8.6								3.3	-1.8	7.4	7.3
Ecuador	402	486	670	781	\$	-9.7	16.6	12.9	13.3	12.5								14.3	21.7	14.3	16.4
Guyana	75	35	35	80		-40.6	128														
Paraguay	73	78	205	217	\$	87.8	6.2	6.7	6.9	5.6		7.7	6.5	3.2	9.0			6.0	6.8	5.8	6.4
Peru	837	1,308	2,014	2,274	\$	1.2	12.9	20.6	21.6	19.6								6.0	10.1	18.6	16.2
Suriname	16	45	64	61		-16.9	-4.7														
Uruguay	713	594	1,312	1,482	\$	24.8	12.9	52.1	58.7	30.1								18.5	8.5	4.9	10.6
Venezuela	423	650	788	618	\$	-14.1	-21.6											-25.6	-3.9	-36.4	-10.6

Source: World Tourism Organization (UNWTO) ©

(Data as collected by UNWTO October 2011)

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

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

	Full year		Change		Monthly/quarterly data (% change over same period of the previous year)																	
	Series	2009	2010*	09/08	10*/09	Series	2011*												2010*			
		(1000)	(%)	YTD	Q1		Q2	Q3	Apr	May	Jun	Jul	Aug	Sep	Q1	Q2	Q3	Q4				
<b>Africa</b>		<b>46,846</b>	<b>50,055</b>	<b>3.6</b>	<b>6.8</b>		<b>-2.3</b>	<b>3.2</b>	<b>-3.7</b>		<b>4.7</b>	<b>-4.8</b>	<b>-9.8</b>	<b>-6.5</b>	<b>-6.1</b>		<b>7.5</b>	<b>6.8</b>	<b>3.3</b>	<b>7.0</b>		
<i>North Africa</i>		<i>17,574</i>	<i>18,679</i>	<i>2.5</i>	<i>6.3</i>		<i>-14.9</i>	<i>-13.1</i>	<i>-12.7</i>		<i>-5.4</i>	<i>-22.0</i>	<i>-10.7</i>	<i>-17.2</i>	<i>-19.0</i>		<i>9.2</i>	<i>4.4</i>	<i>4.1</i>	<i>9.3</i>		
Algeria	VF	1,912	..	7.9	..	VF																
Morocco	TF	8,341	9,288	5.9	11.4	TF	2.1	6.5	6.2	-3.1	17.9	-4.2	5.5	-3.5	-2.8	-2.8	15.5	11.8	7.5	13.6		
Sudan	TF	420	..	-4.6	..	TF																
Tunisia	TF	6,901	6,902	-2.1	0.0	TF	-34.4	-44.1	-36.2	-29.0	-36.8	-41.5	-31.2	-38.5	-36.6	-5.3	0.6	-3.5	0.3	3.7		
<i>Subsaharan Africa</i>		<i>29,272</i>	<i>31,376</i>	<i>4.2</i>	<i>7.2</i>		<i>5.8</i>	<i>10.6</i>	<i>1.9</i>		<i>10.2</i>	<i>5.5</i>	<i>-9.2</i>	<i>6.2</i>	<i>3.2</i>		<i>6.7</i>	<i>8.4</i>	<i>2.7</i>	<i>5.8</i>		
Angola	TF	366	425	24.3	16.2	TF																
Benin	TF	190	199	1.1	4.7	TF											10.5	9.6	-3.1	7.9		
Botswana	TF	2,103	2,145	0.1	2.0	TF																
Burkina Faso	THS	269	274	-0.9	1.8	THS											-1.6	12.9	-0.1	-2.5		
Cameroon	THS	403	573	-17.2	42.2	TF																
Cape Verde	THS	287	336	0.7	17.1	THS	28.2	20.4	37.3								8.1	3.7	23.3	32.9		
Gambia	TF	142	91	-3.5	-35.7	TF	10.3										-32.3	-61.6	-24.8	-33.0		
Ghana	TF	803	931	15.0	16.0	TF	13.5	25.3	4.1								-8.8	-8.8	-8.8	5.1		
Kenya	TF	1,392	1,470	22.0	5.6	VF(1)	18.2	15.1	11.5		19.9	17.0	0.2	23.0	34.9		18.9	14.9	14.5	12.9		
Lesotho	TF	320	414	12.3	29.5	VF											24.0	32.0	12.6	28.0		
Madagascar	TF	163	196	-56.6	20.5	TF	16.0	13.2	18.7	15.9	19.9	21.7	14.9	9.0	24.4	14.5	8.0	16.9	31.8	24.0		
Malawi	TF	755	746	1.7	-1.2	TF											-4.0	-12.8	28.4	-8.4		
Mali	TF	160	169	-15.8	5.6	THS																
Mauritius	TF	871	935	-6.4	7.3	TF	4.3	5.1	6.8	1.1	22.2	-4.0	2.4	1.3	2.7	-0.8	7.3	4.8	6.2	9.8		
Mozambique	TF	2,386	1,718	31.5	-28.0	THS	7.8	29.7	-8.2		3.4	-9.3	-18.0				8.5	28.8	8.0	45.8		
Namibia	TF	980	984	5.3	0.4	TF																
Nigeria	TF	1,414	..	7.7	..	TF																
Reunion	TF	422	421	6.4	-0.3	TF	0.1	-5.8	9.9								15.2	-12.7	-11.0	3.0		
Rwanda	VF	699	666	-8.6	-4.7	VF	25.7	25.7	25.7								-22.2	-3.4	12.2	-1.2		
Sao Tome Prn	TF	15	8	4.8	-47.4	TF																
Senegal	TF	..	..	..	..	TF*	-1.7	11.6	-3.3		-1.5	-5.1	-3.3	-18.4	-20.5		-8.4	-0.3	8.2	27.7		
Seychelles	TF	158	175	-0.9	10.8	TF	11.7	1.0	16.7	18.5	38.7	-0.8	11.8	15.4	32.6	5.8	19.1	7.7	5.9	10.5		
Sierra Leone	TF	37	39	3.1	5.0	TF											14.1	-5.9	58.3	-9.4		
South Africa	TF	7,012	8,074	n/a	15.1	TF	2.6	7.1	-1.3		8.8	6.6	-16.8	5.6	-1.4		20.9	18.9	11.5	10.6		
Swaziland	TF	909	868	20.4	-4.5	VF	-1.1	-1.2	-0.5	-1.7	6.3	2.9	-11.3	6.2	-9.6	-1.1	11.2	0.4	-5.6	-4.1		
Tanzania	TF	714	783	-4.8	9.6	VF											7.4	17.9	10.0	5.1		
Togo	THS	150	..	103	..	THS																
Uganda	TF	807	946	-4.4	17.3	TF											16.5	11.0	44.1	32.2		
Zambia	TF	710	..	-12.5	..	TF																
Zimbabwe	VF	2,017	2,239	3.2	11.0	VF											31.9	39.4	-13.6	-4.4		
<b>Middle East</b>		<b>52,884</b>	<b>60,887</b>	<b>-4.3</b>	<b>15.1</b>		<b>-9.1</b>	<b>-8.7</b>	<b>-4.7</b>		<b>-7.5</b>	<b>-3.8</b>	<b>-2.6</b>	<b>-11.1</b>	<b>-20.4</b>		<b>19.6</b>	<b>18.8</b>	<b>15.9</b>	<b>6.0</b>		
Bahrain	TF	..	..	..	..	VF	-26.7	-26.7									24.9	36.4	44.7	34.6		
Egypt	TF	11,914	14,051	-3.1	17.9	VF	-34.7	-45.3	-35.4	-24.0	-35.7	-40.8	-28.9	-28.2	-20.6	-22.6	28.9	14.7	12.6	15.8		
Iraq	VF	1,262	1,518	46.1	20.3	VF																
Jordan	TF	3,789	4,557	1.6	20.3	TF	-14.1	-1.5	-23.8		-20.5	-27.5	-24.1				33.4	28.5	14.8	10.4		
Kuwait	THS	297	207	14.7	-30.3	THS											-17.1	-54.4	-35.5	-6.5		
Lebanon	TF	1,851	2,168	38.9	17.1	TF	-24.7	-13.4	-24.1	-31.3	-20.4	-29.1	-23.1	-39.3	-20.0	-26.3	32.1	23.1	7.9	14.8		
Oman	THS	1,524	..	3.6	..	THS*	12.4	9.1	8.5		-9.5	7.4	28.8	33.4	19.9							
Palestine	THS	396	522	2.2	31.9	THS	-4.1	4.5	-11.8		-9.8	5.0	-35.0				67.1	50.9	8.7	21.8		
Qatar	TF	1,659	1,866	18.1	12.5	THS											12.6	18.5	-6.4	26.1		
Saudi Arabia	TF	10,897	10,850	-26.2	-0.4	TF	94.5	64.9	119.7		74.3	183.3	130.0	93.9			1.0	5.8	29.3	-22.9		
Syrian Arab Republic	TF	6,092	8,546	12.2	40.3	VF	-37.6	-5.4	-45.9	-51.5	-40.4	-49.7	-48.1	-54.5	-49.3	-48.6	72.4	55.0	27.2	30.1		
Untd Arab Emirates(2)	THS	6,812	7,432	-4.0	9.1	THS(2)	7.9	10.8	4.9		9.6	-1.5	6.5				5.4	13.0	0.9	16.7		
Yemen	THS	434	536	7.3	23.5	TF																

Source: World Tourism Organization (UNWTO) ©

(Data as collected by UNWTO October 2011)

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

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

(2) Dubai only

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

	Full year (US\$)				Local currencies, current prices (% change over same period of the previous year)																
	2000	2005	2009	2010*	Series	09/08	10/09	2011*								2010*					
	(million)							YTD	Q1	Q2	Q3	Apr	May	Jun	Jul	Aug	Sep	Q1	Q2	Q3	Q4
<b>Africa</b>	10,328	21,984	28,242	30,617																	
<i>North Africa</i>	3,822	7,026	9,896	9,757																	
Algeria	96	184	267	..	\$	-17.6	..														
Morocco	2,039	4,610	6,557	6,720		-4.9	7.1	5.2	15.5	8.2	-2.0	7.0	8.9	8.6	3.6	-6.6	-4.0	14.0	6.0	3.7	8.1
Sudan	5	89	299	94	\$	-9.7	-68.5														
Tunisia	1,682	2,143	2,773	2,645		2.9	1.1	-50.7	-43.0	-55.7								-3.9	1.8	1.1	4.0
<i>Subsaharan Africa</i>	6,506	14,958	18,346	20,860																	
Angola	18	88	534	719	\$	87.4	34.6														
Benin	77	103	131	133		-41.4	6.3														
Botswana	222	562	228	218		-56.8	-9.2														
Burkina Faso	19	45	66	..		12.2															
Cameroon	57	175	270	159		82.5	-38.2														
Cape Verde	41	123	292	289		-11.9	3.6	16.8	19.3	14.1								9.7	-6.9	0.3	12.6
Côte d'Ivoire	49	83	113	..		2.7															
Ethiopia	57	168	329	522	\$	-12.7	58.7											24.9			
Gambia	48	68	63	32	\$	-21.3	-49.2														
Ghana	335	836	768	620	\$	-16.4	-19.3														
Kenya	283	579	690	800	\$	-8.3	15.9	26.2	32.7	19.9								8.6	37.9	13.5	9.4
Lesotho	18	27	30	34		1.5	-0.6														
Liberia	..	67	123	12		-15.9															
Madagascar	121	183	308	306		0.5	6.3	16.0	13.2	18.6		19.9	21.7	14.7				8.1	17.1	30.5	24.8
Mali	40	148	192	283		-26.5	54.9														
Mauritius	542	871	1,117	1,282		-13.4	10.5	8.2	8.4	6.4		6.3	2.2	11.6	15.0	6.1		7.4	10.1	12.4	12.8
Mozambique	74	130	196	197	\$	2.9	0.9	8.4	27.5	-2.2								-19.8	28.8	-1.8	-3.8
Namibia	160	348	398	438		8.1	-5.0														
Niger	23	43	66	..		-11.5															
Nigeria	101	54	602	571	\$	5.8	-5.1														
Reunion	255	384	425	392	€	0.0	-3.0														
Rwanda	4	49	174	202	\$	-6.2	-2.1														
Sao Tome Prn	10	7	10	9	\$	23.1	-2.1														
Senegal	144	248	463	..		-10.2															
Seychelles	139	192	208	231		11.2	-1.5														
Sierra Leone	10	64	25	26		-16.5															
South Africa	2,675	7,508	7,543	9,070	sa	-2.4	3.9	-6.7	2.2	-13.9								-6.9	18.0	4.0	0.4
Swaziland	21	77	40	51		57.8	10.2														
Tanzania	377	824	1,160	1,303	\$	-10.0	12.3														
Togo	8	20	68	..		82.3															
Uganda	165	380	667	784	\$	33.9	17.5	26.8	36.7	14.9								50.0	11.7	-28.2	51.0
Zambia	67	98	98	125		-10.8	21.3														
Zimbabwe	125	99	523	634	\$	77.9	21.2														
<b>Middle East</b>	16,754	26,599	42,195	51,380																	
Bahrain	573	920	1,118	1,362		-4.1	21.8														
Egypt	4,345	6,851	10,755	12,528	\$	-2.1	16.5	-26.1	-34.0	-35.4	-13.0							24.2	12.0	13.1	18.5
Jordan	723	1,441	2,911	3,413		-1.0	17.2	-12.8	0.9	-23.4								31.7	25.3	10.6	8.5
Kuwait	98	164	354	227		47.8	-36.3														
Lebanon	..	5,532	6,774	8,012	\$	16.4	18.3														
Libyan Arab Jamahiriya	75	250	50	60		-30.8	21.3														
Oman	221	429	689	775		-13.4	12.5														
Palestine	283	119	410	..	\$	52.5	..														
Qatar	128	760	179	584		22.9	22.7														
Saudi Arabia	..	4,622	5,995	6,712		1.4	12.0	42.8	29.0	54.3								16.0	0.9	18.5	12.7
Syrian Arab Republic	1,082	1,944	3,757	6,190		19.3	64.8														
Untd Arab Emirates	1,063	3,218	7,352	8,577		2.7	16.7														
Yemen	73	181	496	..	\$	9.5	..														

Source: World Tourism Organization (UNWTO) ©

(Data as collected by UNWTO October 2011)

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



## Preliminary Air Transport Statistics

	Revenue Passenger-Km (RPK)													Capacity		Load factor		Passengers	
	2010	09/08	10/09	11*/10 Monthly data										10/09	11*/10	2010	2011*	10/09	11*/10
	(billion)	%	10/09	YTD										YTD	%	YTD	%	YTD	
				Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep							
			(% on previous year)																
<b>International Air Transport Association (IATA), Monthly International Statistics (MIS) - Scheduled traffic by region of airline registration</b>																			
Total	4,870	-1.6	7.7	6.3	7.5	5.1	3.5	12.4	7.4	5.1	6.4	4.6	5.6	4.4	6.6	78.4	78.4		
Domestic	1,832	-0.2	6.8	4.4	6.7	4.2	3.6	5.9	6.2	3.2	4.3	2.2	3.8	4.0	3.1	78.4	79.3		
International	3,037	-2.5	8.3	7.5	8.0	5.7	3.5	16.7	8.1	6.2	7.6	6.0	6.6	4.6	8.7	78.4	77.9		
North America	462	-5.2	7.4	5.2	9.0	7.3	4.1	12.3	5.0	2.9	4.7	2.9	1.2	3.9	7.4	82.2	81.1		
Latin America	132	0.0	13.2	10.9	7.2	8.1	17.7	19.0	14.4	7.8	9.6	6.4	10.6	7.9	8.6	76.5	77.7		
Europe	1,177	-3.2	5.0	10.3	7.9	7.3	5.2	29.3	10.9	9.1	9.3	7.7	9.2	2.6	11.0	79.4	79.3		
Africa (incl. Egypt)	104	-3.9	12.1	2.3	9.9	-9.8	-7.1	4.7	1.9	-1.6	8.8	5.3	5.0	9.6	5.1	68.7	67.1		
Middle East (incl. Israel, Iran)	329	11.3	17.7	8.6	11.4	8.3	5.3	12.2	8.6	6.9	9.4	6.6	9.1	13.2	9.4	76.0	75.5		
Asia and Pacific	834	-4.5	9.0	4.4	6.2	3.6	-0.6	5.9	5.3	4.2	5.6	5.0	4.3	3.6	6.4	77.6	76.5		
<b>Air Transport Association of America (ATA) - Scheduled Passenger Traffic Statistics ATA US Member Airlines</b>																			
Scheduled mainline service	1,111	-5.9	3.3	2.4	3.8	3.8	2.3	4.3	3.6	1.3	2.4	0.1	0.8	1.3	2.7	82.7	82.7	1.7	2.1
Domestic (incl. USA-Canada)	738	-6.5	1.5	2.2	2.5	3.6	2.9	2.0	4.0	1.6	2.4	-0.1	1.6	0.3	1.4	82.9	83.7	0.8	2.1
International	373	-4.6	7.1	2.8	6.2	4.3	1.1	9.4	2.9	0.9	2.3	0.5	-0.6	3.3	5.1	82.2	80.8	7.6	2.3
Atlantic	177	-4.4	2.5	1.7	2.9	3.4	0.6	19.5	1.8	-0.7	-0.2	-2.1	-3.3	-0.5	4.7	82.5	80.7	2.8	1.9
Latin	98	-1.2	11.2	4.0	4.8	1.7	4.4	7.1	5.5	3.4	4.2	-1.4	7.1	8.7	3.1	79.6	80.3	10.1	3.3
Pacific	97	-8.3	12.2	3.5	13.1	8.8	-2.1	-4.9	2.7	1.7	5.7	7.9	-1.0	5.0	8.0	84.5	81.4	10.5	0.5
<b>Asociación Latinoamericana de Transporte Aéreo (ALTA) - Member Airlines Traffic Data</b>																			
Total	196	3.0	11.3	4.9	2.8	1.2	9.9	12.6	9.2	0.7	1.5	1.1	8.1	6.4	1.1	73.3	75.4	3.6	3.6
Domestic	87	8.0	14.3	6.5	7.4	1.5	11.8	16.7	13.4	3.7	5.1	-1.1	2.8	9.6	2.9	70.1	71.9	6.3	5.3
International	108	-0.5	9.1	3.7	-0.7	1.0	8.4	9.3	6.0	-1.6	-1.1	2.8	12.6	3.8	-0.4	76.1	78.6	-1.7	-0.1
Latin America	45	-2.1	13.6	9.3	7.7	10.7	18.5	12.9	10.4	-1.2	4.9	6.2	20.0	7.1	4.4	73.2	75.4	0.6	3.6
Extra Latin America	63	0.4	6.1	0.0	-6.9	-6.0	1.5	6.9	3.2	-1.8	-5.2	0.4	7.8	1.4	-4.0	78.3	81.1	-5.1	-7.1
<b>Association of European Airlines (AEA) - Passenger Traffic of AEA Member Airlines</b>																			
Total scheduled	775	-4.4	2.6	8.5	6.3	5.6	2.9	24.3	8.9	7.0	8.0	6.5	8.5	0.0	9.4	77.9	77.6	2.7	7.5
Domestic	49	-5.9	1.8	2.9	5.4	4.2	0.9	16.6	3.2	0.3	0.2	-2.5	2.1	-1.1	1.7	67.8	68.8	1.9	2.8
Total International	726	-4.3	2.7	8.8	6.3	5.7	3.0	24.8	9.3	7.5	8.5	7.1	8.9	0.1	10.0	78.7	78.3	3.1	9.3
Intra Europe (cross-border)	184	-4.8	3.1	10.2	7.3	6.3	4.4	34.3	9.6	9.8	8.8	6.4	8.7	0.1	8.3	70.6	72.3	3.0	10.4
North Africa	10	4.6	6.1	-25.0	-2.6	-35.8	-40.4	-20.2	-29.9	-25.5	-21.7	-29.8	-17.8	2.7	-20.5	70.4	66.2	7.8	-25.0
Middle East	32	5.9	3.5	6.0	8.3	11.2	4.1	18.9	3.5	7.6	3.8	-2.7	3.8	0.6	9.3	71.4	70.0	6.8	7.2
Total long-haul among which:	500	-4.7	2.4	9.2	6.1	6.0	3.4	22.9	10.3	7.2	9.3	8.6	9.9	0.0	11.6	82.9	81.6	2.3	9.2
North Atlantic	189	-4.9	1.1	8.7	5.2	4.3	3.3	26.1	10.7	8.0	7.2	6.3	8.0	-0.7	11.1	83.9	82.8	0.6	8.2
Mid Atlantic	51	-5.0	4.6	8.7	8.7	6.8	5.2	22.4	10.1	7.6	5.8	7.1	6.8	3.5	9.8	82.5	82.2	3.2	8.3
South Atlantic	53	-4.6	6.1	12.8	2.6	0.2	5.1	24.9	13.9	13.9	17.7	18.8	19.9	0.3	12.2	84.7	85.6	6.1	12.1
Far East/Australasia	150	-5.6	2.7	9.8	7.5	9.1	2.8	18.8	9.1	7.3	12.8	10.7	11.2	-0.9	14.7	83.3	80.1	3.3	11.5
Sub Saharan Africa	58	1.1	2.4	6.0	6.1	7.1	2.2	21.1	8.7	-2.0	3.5	4.6	6.3	2.8	6.4	77.4	77.3	3.9	6.6
<b>Association of Asia Pacific Airlines (AAPA) - Consolidated Passenger Traffic</b>																			
International operations	699	-4.7	9.5	4.1	6.4	3.2	-1.5	4.8	5.1	4.2	5.2	4.4	5.2	4.0	6.5	78.4	77.0	12.0	3.7
<b>Arab Air Carriers Organization (AACO) - AACO members' scheduled operations</b>																			
Total	363	10.0	16.9	6.9	11.0	9.0	4.5	8.7	5.4	6.7	8.0	2.7		12.5	9.3	74.1	68.5	11.9	5.5

Source: compiled by UNWTO from IATA, ATA, ALTA, AEA, AAPA and AACO

¹ All IATA carriers

## UNWTO Panel of Tourism Experts

### The UNWTO Tourism Confidence Index

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

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

### How to read this data

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

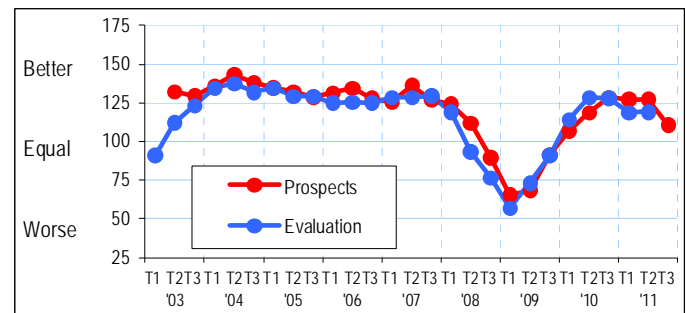
- *What is your assessment of tourism performance in your destination or business for the four months just ended (or about to end) as against what you would reasonably expect for this time of year?*
- *What are the tourism prospects of your destination or business in the coming four months compared with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

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

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

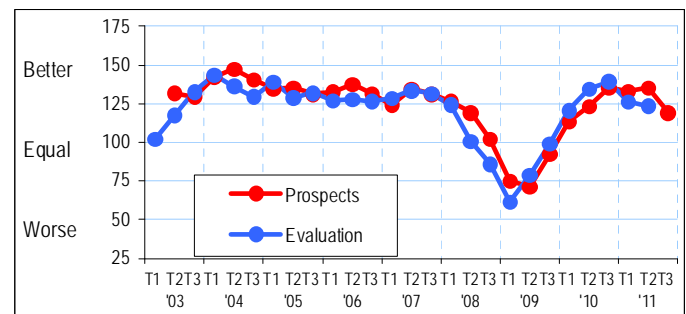
For this edition responses have been received from experts based in Albania, Algeria, Anguilla, Antigua and Barbuda, Argentina, Australia, Austria, Azerbaijan, Bahamas, Belgium, Belize, Bermuda, Bhutan, Bolivia, Bosnia and Herzegovina, Brazil, Cambodia, Cameroon, Canada, Chile, China, Colombia, Costa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

### UNWTO Panel of Tourism Experts: World



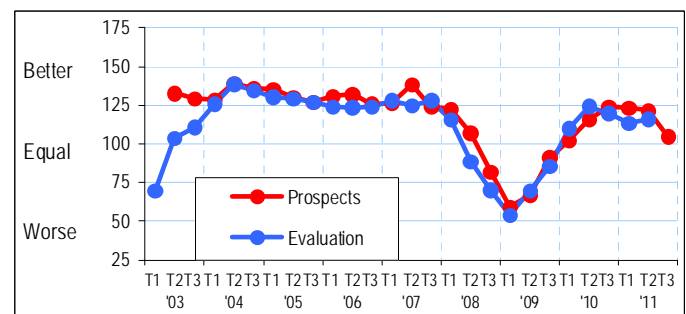
Source: World Tourism Organization (UNWTO) ©

### UNWTO Panel of Tourism Experts: Public



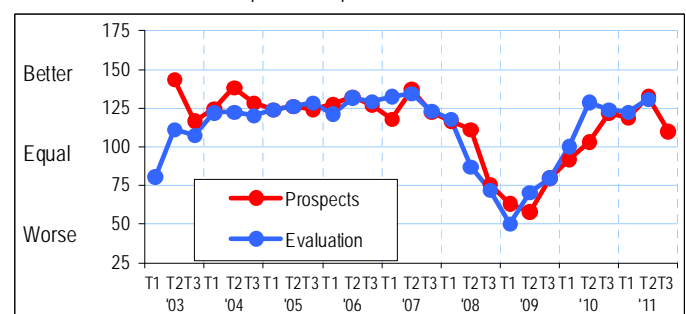
Source: World Tourism Organization (UNWTO) ©

### UNWTO Panel of Tourism Experts: Private



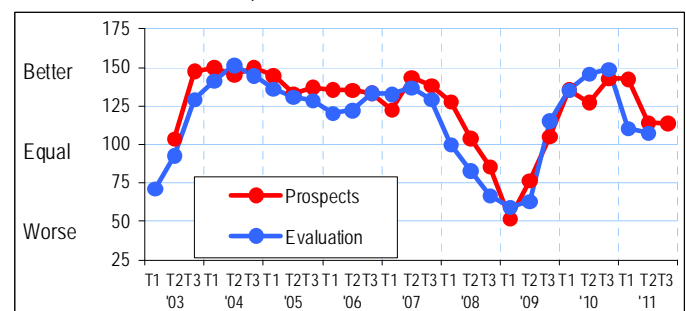
Source: World Tourism Organization (UNWTO) ©

### UNWTO Panel of Tourism Experts: Europe



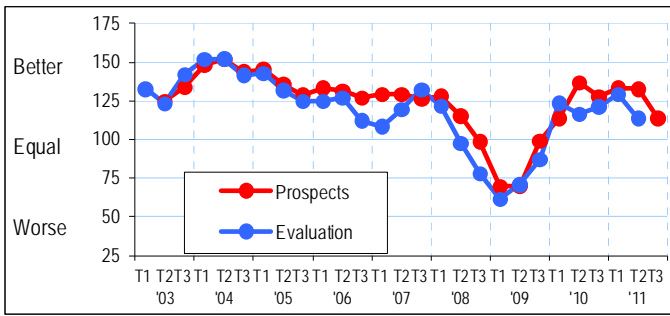
Source: World Tourism Organization (UNWTO) ©

### UNWTO Panel of Tourism Experts: Asia and the Pacific



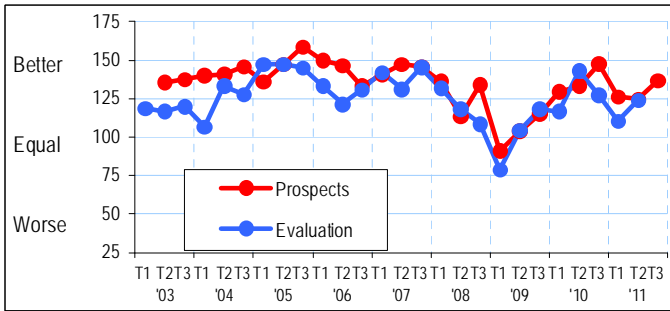
Source: World Tourism Organization (UNWTO) ©

UNWTO Panel of Tourism Experts: Americas



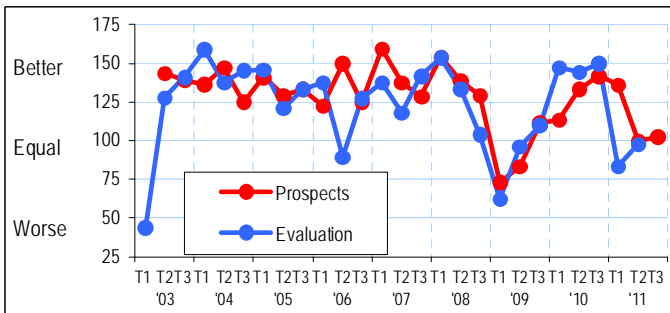
Source: World Tourism Organization (UNWTO) ©

UNWTO Panel of Tourism Experts: Africa



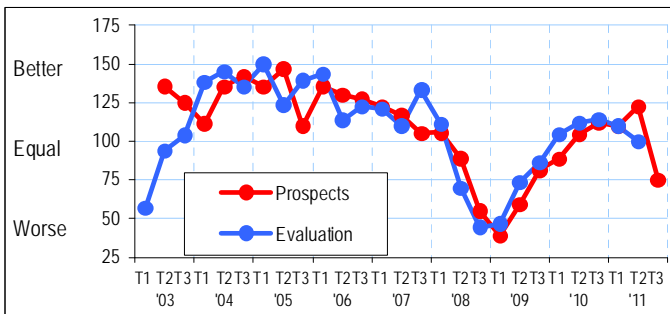
Source: World Tourism Organization (UNWTO) ©

UNWTO Panel of Tourism Experts: Middle East



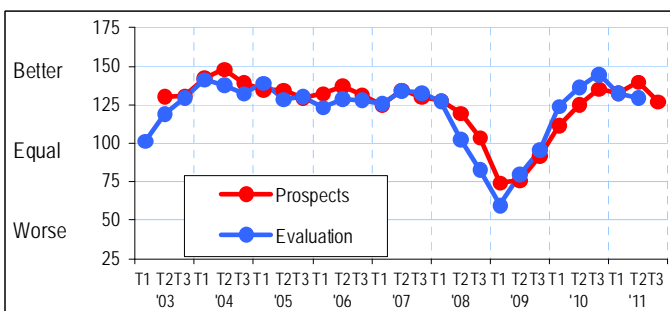
Source: World Tourism Organization (UNWTO) ©

UNWTO Panel of Tourism Experts: Global Operators



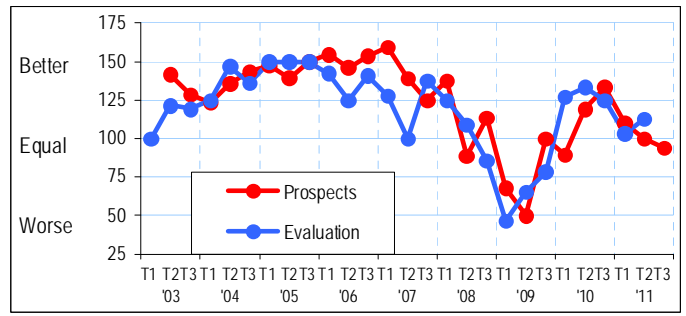
Source: World Tourism Organization (UNWTO) ©

UNWTO Panel of Tourism Experts: Destinations



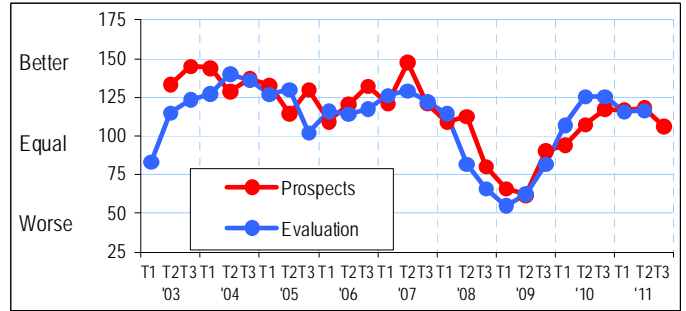
Source: World Tourism Organization (UNWTO) ©

UNWTO Panel of Tourism Experts: Transport



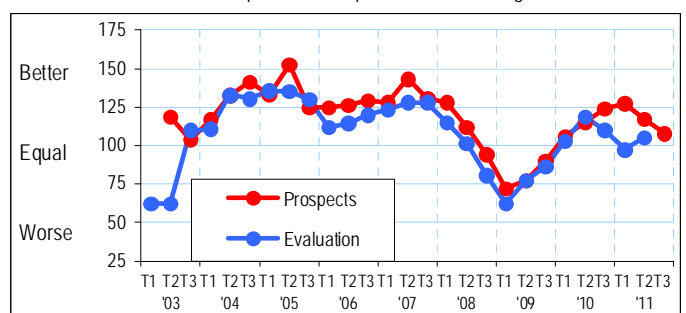
Source: World Tourism Organization (UNWTO) ©

UNWTO Panel of Tourism Experts: Accommodation & Catering



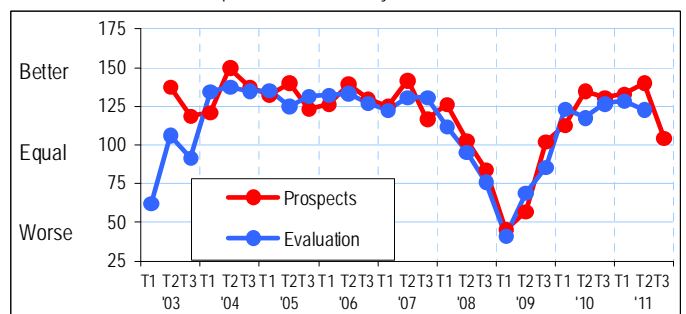
Source: World Tourism Organization (UNWTO) ©

UNWTO Panel of Tourism Experts: Tour Operators & Travel Agencies



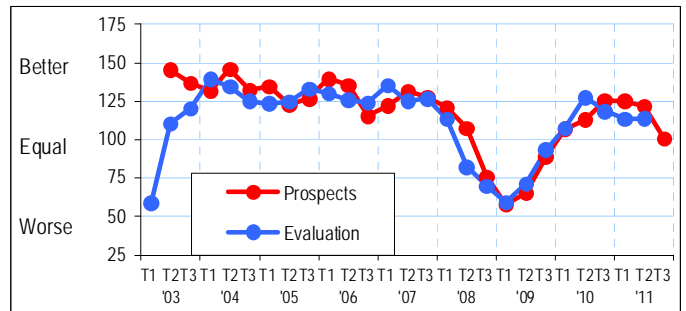
Source: World Tourism Organization (UNWTO) ©

UNWTO Panel of Tourism Experts: General Industry Bodies & Other



Source: World Tourism Organization (UNWTO) ©

UNWTO Panel of Tourism Experts: Consultancy, Research & Media



Source: World Tourism Organization (UNWTO) ©

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

	GDP US\$ bn	Growth of Gross Domestic Product (GDP), constant prices														Trend <sup>1</sup>	Average (%)
		Change over previous year (%)							Current projections								
		2005	2006	2007	2008	2009	2010	2011*	2012*	2013*	2014*	2015*	2016*	10-09	11*-10		
World (PPP <sup>2</sup> weighted)	62,911	4.6	5.3	5.4	2.8	-0.7	5.1	4.0	4.0	4.5	4.7	4.8	4.9	++	--	=	3.9
Memorandum: at market exchange rates		3.5	4.0	4.0	1.5	-2.3	4.0	3.0	3.2	3.6	3.9	4.0	4.0	++	--	=	2.9
of which:																	
Advanced economies	41,375	2.7	3.1	2.8	0.1	-3.7	3.1	1.6	1.9	2.4	2.6	2.7	2.7	++	--	+	2.3
Emerging market and developing countries	21,536	7.3	8.2	8.9	6.0	2.8	7.3	6.4	6.1	6.5	6.6	6.7	6.7	++	-	-	6.1

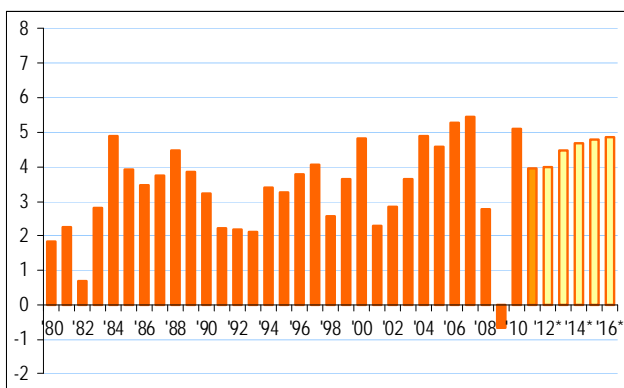
Source: Compiled by UNWTO from International Monetary Fund, World Economic Outlook (www.imf.org/external/pubs/ft/weo/weorepts.htm)

<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

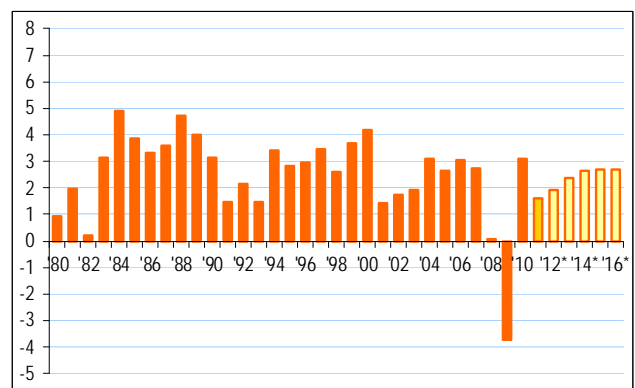
Growth of Gross Domestic Product (GDP), constant prices (%)



Source: International Monetary Fund

Advanced economies

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



Source: International Monetary Fund

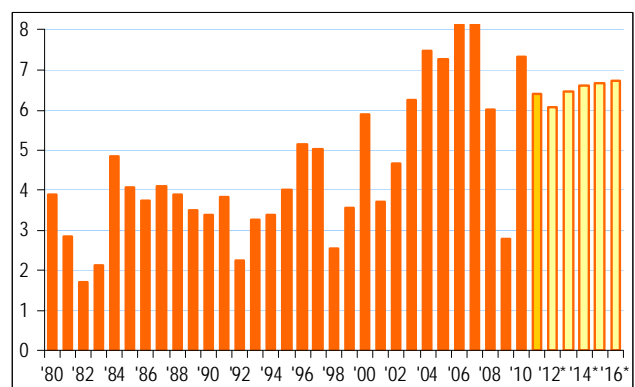
GDP growth measurement, methodological note

World aggregated growth of Gross Domestic Product (GDP) as reported by the UN/DESA is calculated as a weighted average of individual country GDP growth rates, where weights are based on GDP in 2005 prices and exchange rates (i.e. at 2005 market value).

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 USA is 24% and of China 9%, while at PPP their weights are respectively 20% and 13%.

Emerging market and developing countries

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



Source: International Monetary Fund

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

	GDP US\$ bn	Growth of Gross Domestic Product (GDP), constant prices																
		Change over previous year (%)						Current projections					Trend <sup>1</sup>			Average (%)		
		2010	2005	2006	2007	2008	2009	2010	2011*	2012*	2013*	2014*	2015*	2016*	10-09	11*-10	12*-11*	1995-2010
<b>By UNWTO regions:</b>																		
<b>Europe</b>	<b>20,260</b>	<b>3.1</b>	<b>4.5</b>	<b>4.3</b>	<b>1.5</b>	<b>-4.4</b>	<b>2.6</b>	<b>2.4</b>	<b>2.0</b>	<b>2.4</b>	<b>2.6</b>	<b>2.6</b>	<b>2.6</b>	<b>2.6</b>	<b>++</b>	<b>=</b>	<b>-</b>	<b>2.6</b>
European Union (27)	16,242	2.2	3.6	3.3	0.7	-4.2	1.8	1.7	1.4	1.9	2.1	2.1	2.1	++	=	-	2.1	
Euro area	12,168	1.7	3.2	3.0	0.4	-4.3	1.8	1.6	1.1	1.5	1.7	1.7	1.7	++	=	-	1.8	
Germany	3,286	0.8	3.9	3.4	0.8	-5.1	3.6	2.7	1.3	1.5	1.5	1.3	1.3	++	-	--	1.3	
France	2,563	1.9	2.7	2.2	-0.2	-2.6	1.4	1.7	1.4	1.9	2.1	2.1	2.1	++	+	-	1.8	
Italy	2,055	0.7	2.0	1.5	-1.3	-5.2	1.3	0.6	0.3	0.5	0.8	1.1	1.2	++	-	-	0.9	
Spain	1,410	3.6	4.0	3.6	0.9	-3.7	-0.1	0.8	1.1	1.8	1.9	1.9	1.8	++	+	+	2.9	
Netherlands	781	2.2	3.5	3.9	1.8	-3.5	1.6	1.6	1.3	1.5	1.6	1.8	1.8	++	=	-	2.4	
Belgium	468	2.0	2.7	2.8	0.8	-2.7	2.1	2.4	1.5	1.7	1.8	1.8	1.8	++	+	-	2.0	
Austria	377	2.5	3.6	3.7	2.2	-3.9	2.1	3.3	1.6	2.0	2.0	1.9	1.8	++	++	--	2.2	
Greece	305	2.3	5.2	4.3	1.0	-2.3	-4.4	-5.0	-2.0	1.5	2.3	3.0	3.3	--	-	++	2.9	
Finland	239	2.9	4.4	5.3	1.0	-8.2	3.6	3.5	2.2	2.1	2.0	2.0	2.0	++	=	--	3.0	
Portugal	229	0.8	1.4	2.4	0.0	-2.5	1.3	-2.2	-1.8	1.2	2.5	2.2	2.0	++	--	+	2.0	
Ireland	207	5.3	5.3	5.2	-3.0	-7.0	-0.4	0.4	1.5	2.2	2.8	3.3	3.3	++	+	++	4.9	
United Kingdom	2,250	2.2	2.8	2.7	-0.1	-4.9	1.4	1.1	1.6	2.4	2.6	2.7	2.7	++	-	+	2.2	
Sweden	459	3.2	4.3	3.3	-0.6	-5.3	5.7	4.4	3.8	3.5	3.0	2.5	2.5	++	--	-	2.7	
Denmark	310	2.4	3.4	1.6	-1.1	-5.2	1.7	1.5	1.5	1.7	1.8	1.9	1.9	++	-	=	1.5	
Poland	469	3.6	6.2	6.8	5.1	1.6	3.8	3.8	3.0	3.4	3.5	3.6	3.6	++	=	-	4.7	
Switzerland	528	2.6	3.6	3.6	2.1	-1.9	2.7	2.1	1.4	1.8	1.8	1.8	1.8	++	-	-	1.9	
Norway	413	2.7	2.3	2.7	0.7	-1.7	0.3	1.7	2.5	2.2	2.1	2.1	2.1	++	++	+	2.4	
Russian Federation	1,480	6.4	8.2	8.5	5.2	-7.8	4.0	4.3	4.1	4.1	4.0	3.9	3.8	++	+	=	4.0	
Turkey	735	8.4	6.9	4.7	0.7	-4.8	8.9	6.6	2.2	3.4	3.8	4.1	4.3	++	--	--	4.2	
<b>Americas</b>	<b>20,938</b>	<b>3.5</b>	<b>3.4</b>	<b>3.0</b>	<b>1.0</b>	<b>-3.0</b>	<b>3.9</b>	<b>2.4</b>	<b>2.4</b>	<b>3.0</b>	<b>3.3</b>	<b>3.5</b>	<b>3.5</b>	<b>++</b>	<b>--</b>	<b>=</b>	<b>2.9</b>	
United States	14,527	3.1	2.7	1.9	-0.3	-3.5	3.0	1.5	1.8	2.5	3.1	3.4	3.4	++	--	+	2.6	
Canada	1,577	3.0	2.8	2.2	0.7	-2.8	3.2	2.1	1.9	2.5	2.5	2.4	2.2	++	--	=	2.8	
Latin America and Caribbean	4,834	4.6	5.6	5.8	4.3	-1.7	6.1	4.5	4.0	4.1	4.1	4.0	3.9	++	--	-	3.5	
Brazil	2,090	3.2	4.0	6.1	5.2	-0.6	7.5	3.8	3.6	4.2	4.2	4.2	4.2	++	--	=	3.3	
Mexico	1,034	3.2	5.2	3.2	1.2	-6.2	5.4	3.8	3.6	3.7	3.8	3.4	3.2	++	--	=	3.1	
Argentina	370	9.2	8.5	8.6	6.8	0.8	9.2	8.0	4.6	4.2	4.0	4.0	4.0	++	--	--	4.0	
Venezuela	293	10.3	9.9	8.8	5.3	-3.2	-1.5	2.8	3.6	2.1	2.0	2.0	1.8	++	++	+	2.5	
Colombia	289	4.7	6.7	6.9	3.5	1.5	4.3	4.9	4.5	4.5	4.5	4.5	4.5	++	+	-	3.2	
Chile	203	5.6	4.6	4.6	3.7	-1.7	5.2	6.5	4.7	4.5	4.5	4.5	4.5	++	++	--	4.2	
Peru	154	6.8	7.7	8.9	9.8	0.9	8.8	6.2	5.6	6.0	6.0	6.0	6.0	++	--	-	4.9	
<b>Asia and the Pacific</b>	<b>18,677</b>	<b>6.8</b>	<b>7.6</b>	<b>8.7</b>	<b>5.0</b>	<b>3.7</b>	<b>8.0</b>	<b>6.1</b>	<b>6.5</b>	<b>6.9</b>	<b>6.9</b>	<b>7.0</b>	<b>7.0</b>	<b>++</b>	<b>--</b>	<b>+</b>	<b>5.9</b>	
Japan	5,459	1.9	2.0	2.4	-1.2	-6.3	4.0	-0.5	2.3	2.0	2.0	1.5	1.3	++	--	++	0.8	
Australia	1,237	3.1	2.6	4.6	2.6	1.4	2.7	1.8	3.3	3.4	3.3	3.3	3.3	++	-	++	3.7	
New Zealand	141	3.3	1.0	2.8	-0.1	-2.0	1.7	2.0	3.8	3.2	2.7	2.3	2.3	++	+	++	2.7	
Newly Industrialized Asian Economies	1,891	4.8	5.8	5.9	1.8	-0.7	8.4	4.7	4.5	4.4	4.3	4.3	4.3	++	--	=	4.8	
Korea, Republic of	1,014	4.0	5.2	5.1	2.3	0.3	6.2	3.9	4.4	4.2	4.0	4.0	4.0	++	--	+	4.8	
Taiwan (pr. of China)	430	4.7	5.4	6.0	0.7	-1.9	10.9	5.2	5.0	4.9	4.9	4.9	4.9	++	--	-	4.6	
Hong Kong (China)	224	7.1	7.0	6.4	2.3	-2.7	7.0	6.0	4.3	4.6	4.4	4.3	4.3	++	-	--	3.8	
Singapore	223	7.4	8.7	8.8	1.5	-0.8	14.5	5.3	4.3	4.2	4.2	4.1	4.0	++	--	-	6.1	
Developing Asia	9,535	9.5	10.3	11.5	7.7	7.2	9.5	8.2	8.0	8.4	8.5	8.6	8.6	++	--	-	8.3	
China	5,878	11.3	12.7	14.2	9.6	9.2	10.3	9.5	9.0	9.5	9.5	9.5	9.5	++	-	-	10.6	
India	1,632	9.0	9.5	10.0	6.2	6.8	10.1	7.8	7.5	8.1	8.1	8.1	8.1	++	--	-	7.5	
Pakistan	177	9.0	5.8	6.8	3.7	1.7	3.8	2.6	3.8	4.5	5.0	5.0	5.0	++	--	++	4.8	
Indonesia, Malaysia, Philippines, Thailand	1,463	5.2	5.4	6.1	4.6	1.3	6.9	5.2	5.5	5.7	5.9	5.9	5.9	++	--	+	4.1	
Iran	407	4.7	5.8	10.8	0.6	3.5	3.2	2.5	3.4	3.8	4.5	4.6	4.6	-	-	+	5.1	
<b>Africa</b>	<b>1,413</b>	<b>5.8</b>	<b>6.1</b>	<b>6.5</b>	<b>5.1</b>	<b>3.0</b>	<b>5.0</b>	<b>4.5</b>	<b>5.2</b>	<b>5.2</b>	<b>5.2</b>	<b>5.1</b>	<b>5.1</b>	<b>++</b>	<b>-</b>	<b>+</b>	<b>5.2</b>	
South Africa	364	5.3	5.6	5.6	3.6	-1.7	2.8	3.4	3.6	4.0	3.8	3.6	3.6	++	+	=	3.5	
Algeria, Morocco, Tunisia, Nigeria	293	4.3	4.4	3.6	3.8	3.3	3.4	2.9	3.8	4.2	4.4	4.7	5.2	=	-	+	4.4	
Nigeria	203	5.4	6.2	7.0	6.0	7.0	8.7	6.9	6.6	6.3	6.3	5.9	6.0	++	--	-	7.5	
<b>Middle East</b>	<b>1,618</b>	<b>5.9</b>	<b>6.3</b>	<b>5.5</b>	<b>6.5</b>	<b>2.0</b>	<b>5.0</b>	<b>5.0</b>	<b>3.8</b>	<b>4.5</b>	<b>5.0</b>	<b>5.1</b>	<b>5.3</b>	<b>++</b>	<b>=</b>	<b>--</b>	<b>4.8</b>	
Saudi Arabia	448	5.6	3.2	2.0	4.2	0.1	4.1	6.5	3.6	4.4	4.6	4.2	4.2	++	++	--	3.2	
Untd Arab Emirates	302	8.6	8.8	6.6	5.3	-3.2	3.2	3.3	3.8	4.0	4.3	4.4	4.2	++	=	+	6.2	
Egypt	218	4.5	6.8	7.1	7.2	4.7	5.1	1.2	1.8	4.0	5.8	6.4	6.5	+	--	+	5.7	
Kuwait	133	10.4	5.3	4.5	5.0	-5.2	3.4	5.7	4.5	5.1	4.8	4.7	4.7	++	++	--	4.2	

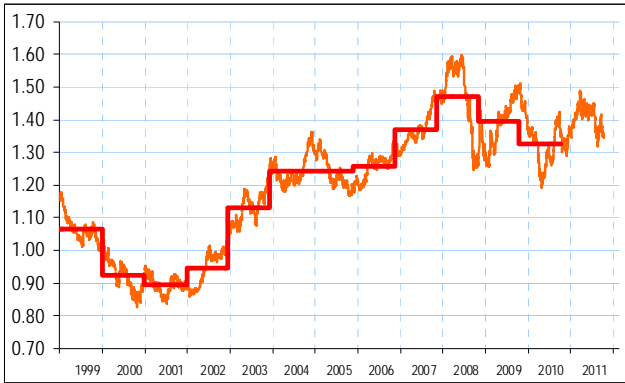
Source: Compiled by UNWTO from International Monetary Fund, World Economic Outlook ([www.imf.org/external/pubs/ft/weo/weorepts.htm](http://www.imf.org/external/pubs/ft/weo/weorepts.htm))<sup>1</sup> Percentage points change to previous year: -- < -1; - [-1,-0.2]; = [-0.2,0.2]; + [0.2,1]; ++ >1

## Exchange rates

	Currency units per US dollar									Currency units per euro										
	Average		09/08		10/09		2010	2011	year ago	J.-O.11	Average		09/08		10/09		2010	2011	year ago	J.-O.11
	2009	2010	%	%	Oct	Jun					Oct	%	2009	2010	%	%				
<b>US dollar</b>											<b>1.39</b>	<b>1.33</b>	<b>-5.2</b>	<b>-5.0</b>	<b>1.39</b>	<b>1.44</b>	<b>1.37</b>	<b>-1.4</b>	<b>-4.7</b>	
Canadian dollar	1.14	1.03	7.2	-9.4	1.02	0.98	1.02	0.2	4.4	1.59	1.37	1.6	-13.9	1.42	1.41	1.40	-1.2	-0.6		
Mexican peso	13.48	12.63	21.7	-6.3	12.44	11.81	13.45	8.1	13.9	18.80	16.74	15.4	-11.0	17.28	16.99	18.43	6.6	8.5		
Jamaican dollar	87.49	86.99	20.8	-0.6	85.27	85.39	85.98	0.8	0.7	122.04	115.33	14.5	-5.5	118.51	122.86	117.85	-0.6	-4.1		
Guatemalan quetzal	8.14	8.07	7.8	-0.8	8.04	7.91	7.94	-1.2	0.4	11.35	10.70	2.2	-5.7	11.18	11.38	10.89	-2.6	-4.3		
Honduran lempira	18.87	18.92	-0.1	0.3	18.90	18.91	18.95	0.3	0.2	26.32	25.08	-5.2	-4.7	26.27	27.21	25.97	-1.1	-4.6		
Argentine peso	3.77	3.98	17.7	5.6	4.02	4.29	4.44	10.4	3.5	5.26	5.27	11.6	0.3	5.59	6.17	6.08	8.8	-1.4		
Brazilian real	1.98	1.76	9.1	-11.4	1.68	1.59	1.78	5.6	11.8	2.77	2.33	3.5	-15.8	2.34	2.29	2.43	4.1	6.5		
Chilean peso	557	510	7.4	-8.4	484	470	509	5.2	8.4	777	676	1.9	-12.9	673	676	698	3.7	3.2		
Colombian peso	2143	1900	9.8	-11.3	1812	1784	1909	5.4	7.0	2989	2519	4.1	-15.7	2518	2567	2617	3.9	1.9		
Peruvian new sol	3.00	2.83	3.0	-5.8	2.79	2.77	2.73	-2.1	-1.2	4.19	3.75	-2.3	-10.5	3.88	3.98	3.75	-3.4	-5.9		
<b>Euro</b>	<b>0.72</b>	<b>0.75</b>	<b>5.4</b>	<b>5.2</b>	<b>0.72</b>	<b>0.70</b>	<b>0.73</b>	<b>1.4</b>	<b>5.0</b>											
Danish krone	5.34	5.62	5.3	5.2	5.37	5.18	5.43	1.2	4.8	7.45	7.45	-0.1	0.0	7.46	7.46	7.44	-0.2	-0.2		
Swedish krona	7.61	7.19	16.5	-5.5	6.68	6.33	6.65	-0.4	5.0	10.62	9.54	10.4	-10.2	9.28	9.11	9.11	-1.8	0.0		
Pound sterling	0.64	0.65	18.0	1.3	0.63	0.62	0.64	0.7	3.0	0.89	0.86	11.9	-3.7	0.88	0.89	0.87	-0.7	-1.9		
Czech koruna	18.95	19.07	11.7	0.6	17.65	16.88	18.12	2.7	7.4	26.43	25.28	6.0	-4.4	24.53	24.29	24.84	1.3	2.3		
Hungarian forint	201	208	17.5	3.4	197	185	217	9.8	16.7	280	275	11.5	-1.7	274	267	297	8.3	11.2		
Polish zloty	3.10	3.01	29.9	-2.9	2.84	2.76	3.17	11.7	15.1	4.33	3.99	23.2	-7.7	3.95	3.97	4.35	10.2	9.6		
Croatian kuna	5.26	5.50	7.1	4.5	5.27	5.15	5.46	3.6	6.1	7.34	7.29	1.6	-0.7	7.33	7.41	7.48	2.1	1.1		
Norwegian krone	6.26	6.04	11.9	-3.5	5.84	5.44	5.65	-3.1	3.9	8.73	8.00	6.1	-8.3	8.11	7.83	7.75	-4.5	-1.1		
Swiss franc	1.08	1.04	0.3	-3.8	0.97	0.84	0.90	-7.3	6.7	1.51	1.38	-4.9	-8.6	1.35	1.21	1.23	-8.6	1.7		
Russian rouble	31.64	30.37	27.8	-4.0	30.33	27.99	31.27	3.1	11.7	44.14	40.26	21.2	-8.8	42.15	40.27	42.86	1.7	6.4		
Turkish lira	1.55	1.51	19.6	-2.9	1.42	1.60	1.83	28.5	14.1	2.16	2.00	13.5	-7.7	1.98	2.31	2.51	26.7	8.7		
Israeli new shekel	3.92	3.74	9.7	-4.7	3.61	3.42	3.67	1.7	7.4	5.46	4.95	4.0	-9.4	5.02	4.92	5.03	0.3	2.3		
UAE dirham	3.67	3.68	0.0	0.2	3.67	3.68	3.68	0.1	0.0	5.12	4.87	-5.2	-4.7	5.10	5.29	5.04	-1.2	-4.7		
Moroccan dirham	8.07	8.42	4.6	4.4	8.11	7.87	8.20	1.1	4.1	11.25	11.16	-0.8	-0.8	11.27	11.33	11.24	-0.3	-0.8		
Tunisian dinar	1.35	1.43	9.8	6.3	1.40	1.37	1.43	2.0	3.9	1.88	1.90	4.1	1.0	1.94	1.97	1.95	0.6	-1.1		
South African rand	8.37	7.32	2.1	-12.6	6.92	6.80	7.97	15.1	17.2	11.67	9.70	-3.2	-16.9	9.62	9.78	10.92	13.5	11.6		
Japanese yen	93	88	-9.8	-6.2	82	80	77	-6.3	-4.7	130	116	-14.5	-10.8	114	116	105	-7.6	-9.2		
Chinese yuan renminbi	6.83	6.77	-1.7	-0.9	6.67	6.47	6.37	-4.5	-1.6	9.53	8.97	-6.8	-5.8	9.27	9.32	8.73	-5.8	-6.3		
Hong Kong dollar	7.75	7.77	-0.5	0.2	7.76	7.79	7.78	0.3	-0.1	10.81	10.30	-5.6	-4.7	10.78	11.20	10.66	-1.1	-4.8		
Taiwan dollar	33.00	31.52	4.9	-4.5	30.88	28.85	30.27	-2.0	4.9	46.03	41.78	-0.5	-9.2	42.92	41.51	41.49	-3.3	-0.1		
Singapore dollar	1.45	1.36	2.8	-6.2	1.30	1.23	1.28	-2.1	3.4	2.02	1.81	-2.5	-10.8	1.81	1.78	1.75	-3.4	-1.5		
Korean won	1271	1155	16.4	-9.1	1123	1081	1151	2.6	6.5	1773	1532	10.4	-13.6	1560	1555	1578	1.1	1.5		
Thai baht	34.27	31.69	4.0	-7.5	29.96	30.53	30.86	3.0	1.1	47.80	42.01	-1.4	-12.1	41.64	43.92	42.30	1.6	-3.7		
Malaysian ringgit	3.52	3.22	5.8	-8.5	3.10	3.03	3.13	1.1	3.5	4.91	4.27	0.4	-13.1	4.31	4.36	4.30	-0.3	-1.4		
Indonesian rupiah	10,355	9,083	7.5	-12.3	8,927	8,568	8,865	-0.7	3.5	14,444	12,042	2.0	-16.6	12,407	12,327	12,151	-2.1	-1.4		
Philippine peso	47.56	45.06	7.3	-5.3	43.38	43.42	43.35	-0.1	-0.2	66.34	59.74	1.8	-9.9	60.29	62.47	59.41	-1.4	-4.9		
Vietnamese dong	17793	19078	8.5	7.2	19579	20369	20846	6.5	2.3	24818	25292	2.9	1.9	27212	29306	28571	5.0	-2.5		
Australian dollar	1.27	1.09	7.3	-14.4	1.02	0.94	0.99	-3.2	4.7	1.77	1.44	1.8	-18.6	1.42	1.36	1.35	-4.5	-0.3		
New-Zealand dollar	1.59	1.39	12.3	-12.6	1.33	1.23	1.27	-4.8	3.2	2.21	1.84	6.5	-16.9	1.85	1.77	1.74	-6.1	-1.7		
Fiji dollar	1.95	1.92	22.9	-1.5	1.85	1.76	1.82	-1.9	3.1	2.71	2.54	16.6	-6.4	2.57	2.53	2.49	-3.2	-1.8		
Indian rupee	48.29	45.70	11.7	-5.4	44.42	44.84	49.29	10.9	9.9	67.36	60.59	5.9	-10.1	61.74	64.52	67.55	9.4	4.7		
Pakistan rupee	81.59	85.29	16.2	4.5	85.99	85.99	87.15	1.4	1.4	113.80	113.07	10.2	-0.6	119.51	123.72	119.45	0.0	-3.4		
Sri Lanka rupee	115	113	6.2	-1.5	112	110	110	-1.3	0.5	160	150	0.7	-6.3	155	158	151	-2.6	-4.2		

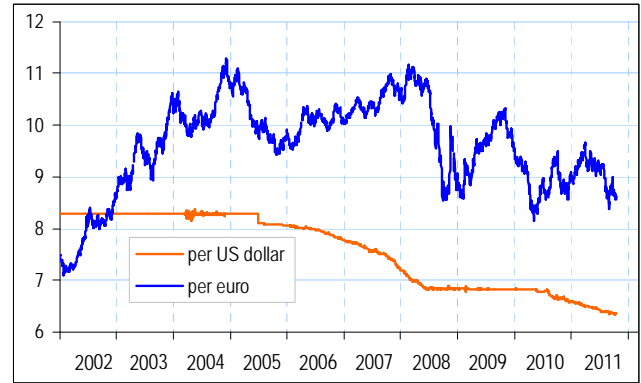
Source: compiled by UNWTO based on data from De Nederlandse Bank (DNB)/European Central Bank (ECB) and the Bank of Canada (BoC)

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



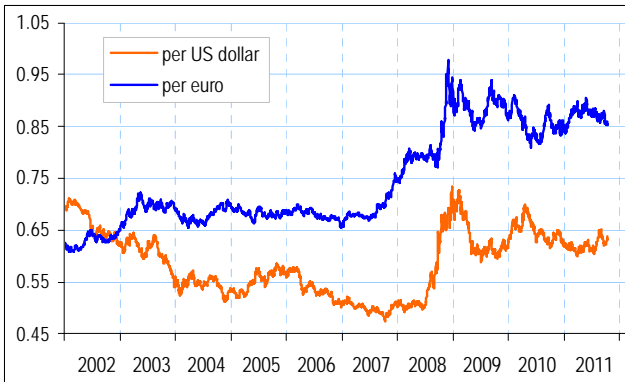
Source: De Nederlandse Bank

Exchange rate Chinese yuan renminbi



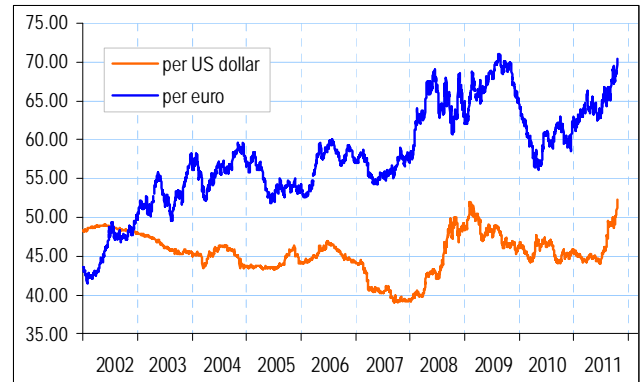
Source: De Nederlandse Bank

Exchange rate British pound



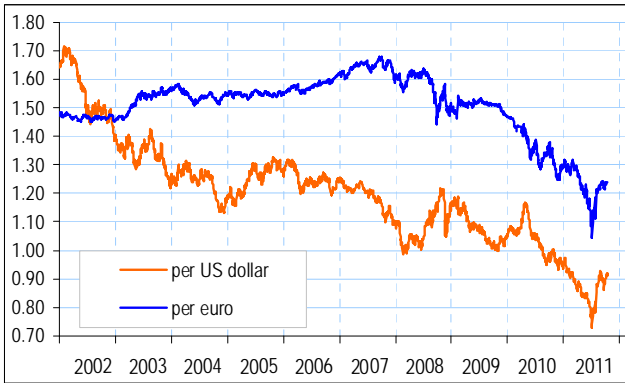
Source: De Nederlandse Bank

Exchange rate Indian rupee



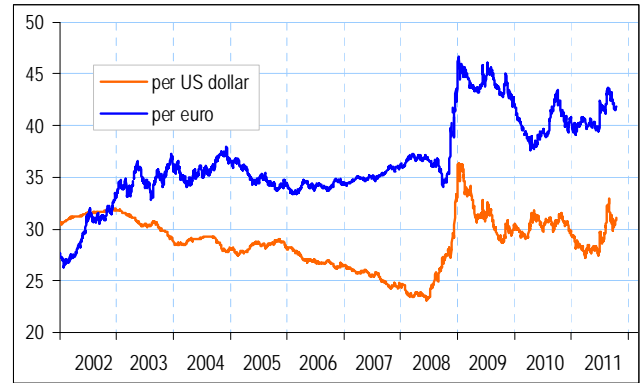
Source: De Nederlandse Bank

Exchange rate Swiss franc



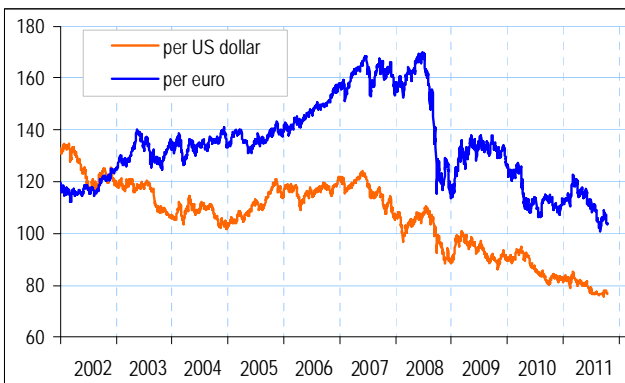
Source: De Nederlandse Bank

Exchange rate Russian rouble



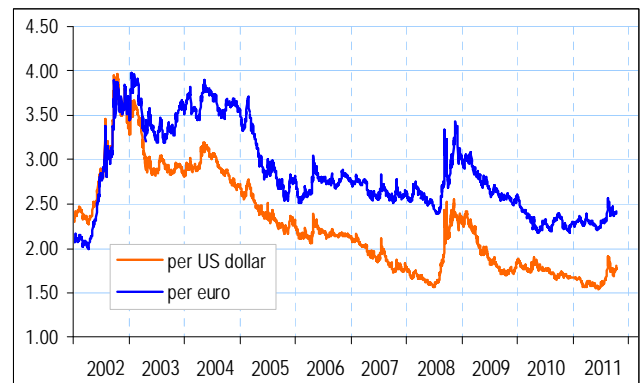
Source: De Nederlandse Bank

Exchange rate Japanese yen (100)



Source: De Nederlandse Bank

Exchange rate Brazilian real



Source: De Nederlandse Bank

# World Tourism Organization (UNWTO) Publications



## UNWTO World Tourism Barometer

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

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



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

## Handbook on E-marketing for Tourism Destinations

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

Available in English

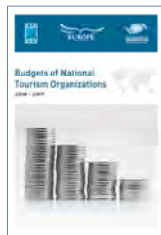


Published: 2008  
Price: € 75

## Budgets of National Tourism Organizations, 2008-2009

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

Available in English

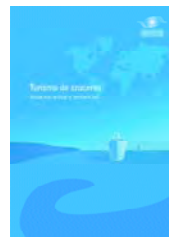


Published: 2010  
Price: € 75

## Cruise Tourism – Current Situation and Trends

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

Available in English and Spanish



Published: 2008  
Price: € 80

## Demographic Change and Tourism

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

Available in English



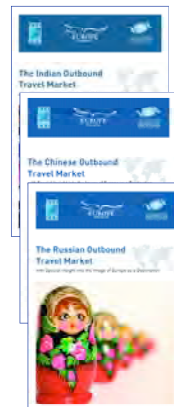
Published: 2010  
Price: € 75

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

*The Indian, The Chinese and The Russian Outbound Travel Markets* are some of the fastest growing, and consequently increasingly important markets in the world. As a result, the UNWTO and ETC have jointly published in-depth research studies focused on each unique market. The reports aim to provide the necessary information in order to better understand the structure and trends of these growing markets.

The outbound reports cover issues such as travellers' behaviour and patterns – destination choice, purpose of travel, spending, holiday activities and market segmentation, as well as the media or internet use trends.

Available in English



Published: 2008/2009  
Price: € 75 each

## Handbook on Tourism Destination Branding

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

Available in English



Published: 2009  
Price: € 75

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

While other regions enjoy their fair share of the tourism cake, Africa only accounts for five percent of international tourist arrivals worldwide. One of the reasons for this low traffic to Africa could be insufficient knowledge about how to tap into markets, especially growing markets, such as the Chinese and Spanish one. As a result, the UNWTO has published two reports aimed at supporting African countries in benefitting from the growing Chinese and Spanish markets; by providing information linked to size, main characteristics, needs and expectations, as well as possible strategies for attracting Spanish and Chinese tourists to Africa.

Available in English



Published: 2011  
Price: € 75 each

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

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