



# UNWTO World Tourism Barometer

Volume 11 • January 2013

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## Advance Release, January 2013

This *Advance Release* and the accompanying *Statistical Annex* of the *UNWTO World Tourism Barometer* present preliminary results for international tourism in 2012 and the outlook for 2013 based on preliminary data for international overnight visitors reported by destinations around the world. This analysis is complemented by data on receipts from and expenditure on international tourism for the first part of 2012. Furthermore, it includes an evaluation by the UNWTO Panel of Experts of the full year as well as the last four months of 2012, and an outlook for the full year and the first four months of 2013. Finally, it presents an overview of air transport trends in 2012 and booking trends for the first four months of 2013 based on business intelligence tool Forwardkeys.

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

## International tourism expected to see robust growth in 2013

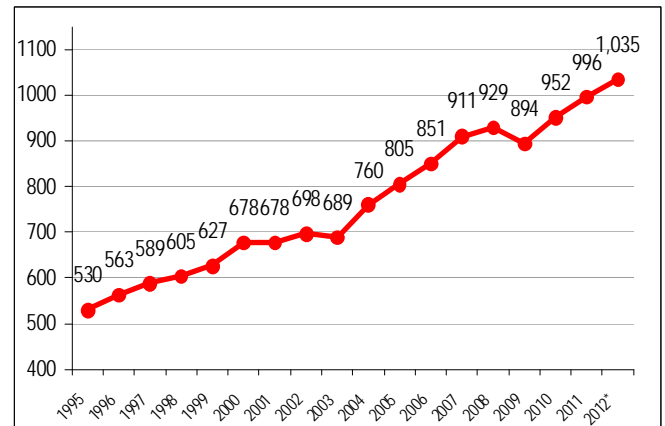
International tourist arrivals (overnight visitors) grew by 4% in 2012 surpassing a record 1 billion tourists globally for the first time in history. Asia and the Pacific saw the highest growth of all regions with 7% more international tourists. With an additional 39 million tourists, international arrivals reached 1,035 million, up from 996 million in 2011. Demand held well throughout the year, with a stronger than expected fourth quarter.

Despite ongoing economic challenges, the growth of international arrivals worldwide is expected to continue in 2013 at a similar to slightly slower pace (+3% to +4%) and in line with UNWTO's long-term outlook *Tourism Towards 2030*, which projects an average growth of 3.8% per year between 2010 and 2020.

### World: Inbound Tourism

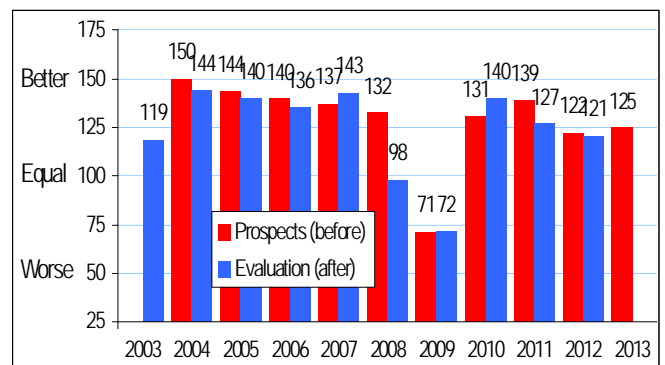
#### International Tourist Arrivals

(million)



Source: World Tourism Organization (UNWTO) ©

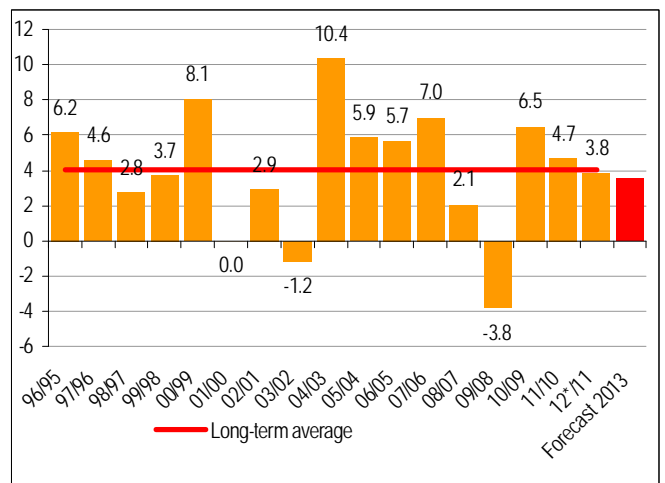
### UNWTO Panel of Tourism Experts: World



Source: World Tourism Organization (UNWTO) ©

### International Tourist Arrivals, World

(% change)



Source: World Tourism Organization (UNWTO) ©

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

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

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

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

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



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

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Data collection for this issue was closed end of January 2013.

The next issue of the *UNWTO World Tourism Barometer* will be published March 2013.

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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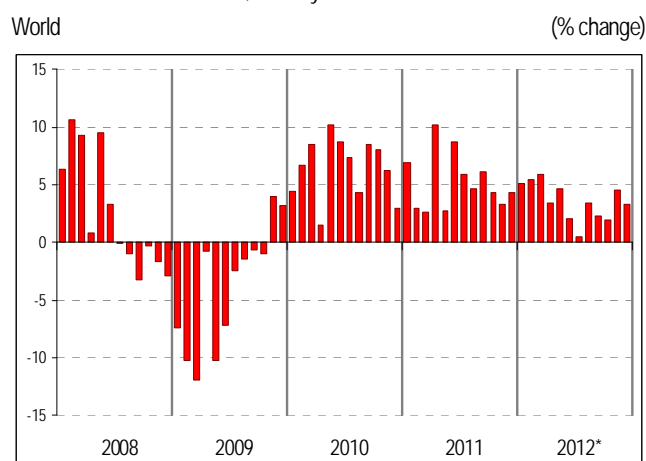
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# Quick overview of key trends

## International tourism – 2012 results

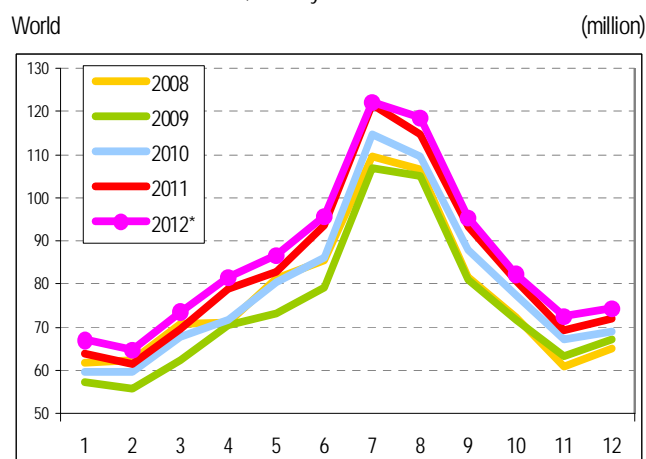
- A total of 149 countries around the world monitored by UNWTO, including virtually all major destinations, have reported monthly or quarterly data on international tourist arrivals (overnight visitors) for 2012. Of these, 124 saw an increase in arrivals (83%), of which 40 double-digit growth (27%), while only 25 reported a decline (17%). Out of these, 130 countries reported results through September, of which 106 at least to October and 92 to November, while 56 already reported preliminary results for the full year. Based on this sample of destinations, worldwide growth in tourist arrivals is estimated at 3.8% for 2012.
- International tourist arrivals exceeded the figure of 1 billion for the first time ever in 2012, reaching a total of 1.035 billion tourists, 39 million more than in 2011.
- Demand held up well throughout the year despite the economic difficulties in many parts of the world, with a stronger than expected fourth quarter (+4%). Strongest month was March (+6%) and weakest month was July (+1%).

International Tourist Arrivals, monthly evolution



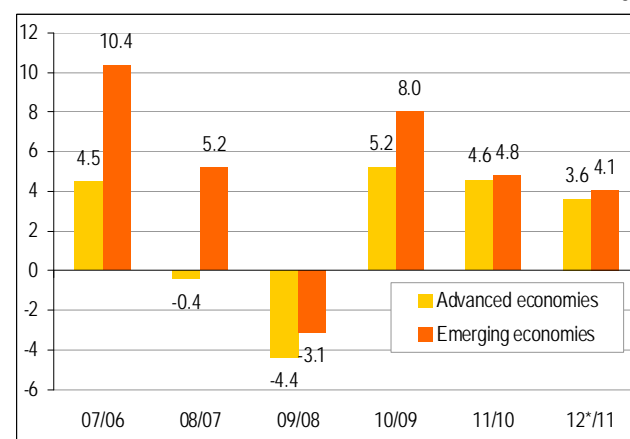
Source: World Tourism Organization (UNWTO) ©

International Tourist Arrivals, monthly evolution



Source: World Tourism Organization (UNWTO) ©

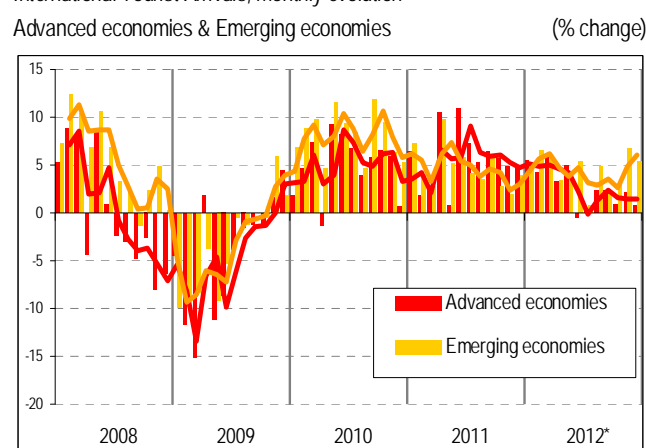
International Tourist Arrivals (% change)



Source: World Tourism Organization (UNWTO) ©

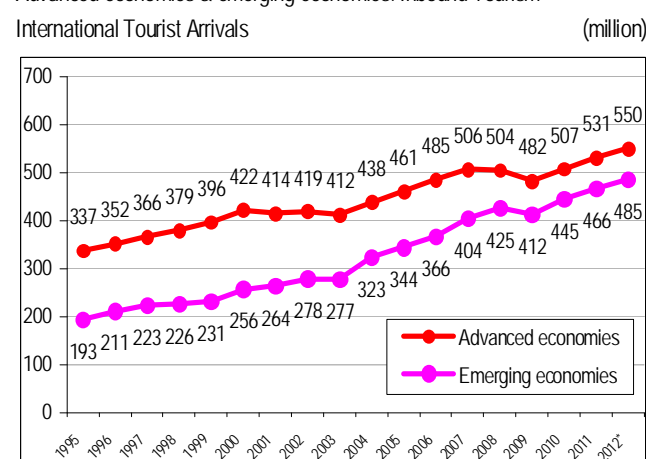
- Emerging economies (+4.1%) performed moderately better than advanced economies (+3.6%).
- By UNWTO region, Asia and the Pacific (+7%) saw the highest relative growth, while by subregion South-East Asia and North Africa (both +9%) recorded the largest increase in arrivals, followed by Central & Eastern Europe (+8%). (For results by region see further pages 7-10.)

International Tourist Arrivals, monthly evolution



Source: World Tourism Organization (UNWTO) ©

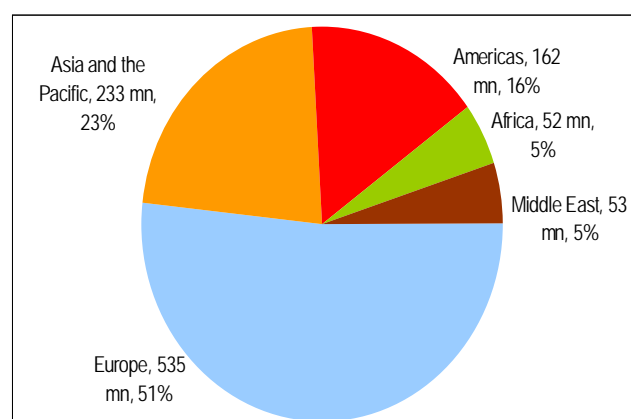
Advanced economies & emerging economies: Inbound Tourism



Source: World Tourism Organization (UNWTO) ©

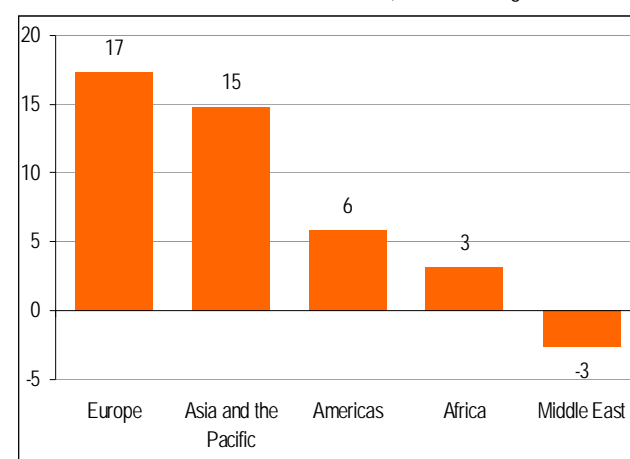


World Inbound Tourism: International Tourist Arrivals, 2012\* (million)



Source: World Tourism Organization (UNWTO) ©

International Tourist Arrivals (absolute change 2012, million)



Source: World Tourism Organization (UNWTO) ©

## International Tourist Arrivals by (Sub)region

	Full year					Share	Change			Monthly/quarterly data series														
							(percentage change over same period of the previous year)																	
	2000	2005	2010	2011	2012*		2012*	10/09	11/10	12*/11	2012*										2011			
											Q1	Q2	Q3	Q4	Aug	Sep	Oct	Nov	Dec	Q1	Q2	Q3	Q4	
					(million)	(%)			(%)															
World	678	805	952	996	1,035	100	6.5	4.7	3.8	5.9	3.9	2.6	3.7	4.0	2.7	2.4	5.0	3.7	4.1	7.1	5.5	4.0		
Advanced economies <sup>1</sup>	422	461	507	531	550	53.1	5.2	4.6	3.6	6.4	3.7	2.8	2.4	3.7	3.4	2.0	3.4	1.9	3.5	7.3	6.3	5.1		
Emerging economies <sup>1</sup>	256	344	445	466	485	46.9	8.0	4.8	4.1	5.4	4.1	2.3	4.9	4.5	1.9	2.9	6.4	5.3	4.6	6.8	4.4	2.9		
By UNWTO regions:																								
Europe	389.4	447.0	487.6	517.5	534.8	51.7	3.0	6.1	3.3	4.8	3.3	2.9	2.8	3.6	4.0	2.3	3.8	2.5	5.9	9.4	6.8	5.6		
Northern Europe	47.8	62.4	63.8	64.8	65.1	6.3	1.8	1.6	0.4	4.1	1.5	-2.8	1.7	-4.0	0.8	-1.0	7.5	-0.8	10.6	16.4	12.2	5.6		
Western Europe	139.7	141.7	154.3	161.0	165.8	16.0	3.9	4.3	3.0	5.9	3.4	1.9	2.1	1.5	4.5	3.4	1.2	1.3	3.9	5.4	3.3	5.3		
Central/Eastern Eu.	69.3	90.4	95.9	105.3	113.7	11.0	3.4	9.8	8.0	9.2	9.5	7.0	7.0	7.0	7.1	7.2	7.4	6.3	7.7	9.7	6.9	8.2		
Southern/Mediterr. Eu.	132.6	152.5	173.5	186.4	190.2	18.4	2.4	7.4	2.0	0.8	0.7	3.5	0.8	6.2	2.9	0.0	1.4	1.8	4.9	10.2	8.0	4.2		
- of which EU-27	328.1	358.1	372.0	390.9	400.1	38.7	2.6	5.1	2.3	4.5	2.3	1.9	1.5	2.4	3.0	1.0	2.7	0.8	5.2	9.0	6.6	5.2		
Asia and the Pacific	110.1	153.6	205.1	218.1	232.9	22.5	13.2	6.4	6.8	8.7	7.8	4.8	6.1	6.5	4.7	4.2	8.8	5.3	4.8	6.0	8.1	6.9		
North-East Asia	58.3	85.9	111.5	115.8	122.8	11.9	13.8	3.8	6.0	8.4	8.6	5.4	2.3	7.1	4.6	2.0	2.6	2.2	2.1	0.7	5.1	7.3		
South-East Asia	36.1	48.5	70.0	77.3	84.0	8.1	12.5	10.4	8.7	9.8	7.5	4.3	13.2	6.2	5.8	8.8	20.2	10.9	7.7	14.1	14.1	6.3		
Oceania	9.6	11.0	11.6	11.7	12.1	1.2	6.1	0.9	4.0	4.6	6.4	3.3	2.5	5.3	3.0	0.7	5.7	1.3	-0.5	0.6	0.2	3.0		
South Asia	6.1	8.1	12.0	13.4	14.0	1.4	19.5	12.0	4.4	8.8	2.4	3.8	2.5	3.6	1.6	1.4	2.7	3.5	16.0	17.9	10.2	10.4		
Americas	128.2	133.3	150.3	156.3	162.1	15.7	6.4	4.0	3.7	6.9	3.0	2.8	2.4	4.0	2.5	2.0	2.8	2.6	2.8	6.2	3.7	3.1		
North America	91.5	89.9	99.3	102.1	105.6	10.2	6.7	2.8	3.4	7.6	1.8	2.6	2.4	4.0	1.9	2.3	2.8	2.1	0.6	5.1	3.4	1.7		
Caribbean	17.1	18.8	19.5	20.1	20.9	2.0	1.6	3.0	4.0	5.2	5.7	3.4	1.6	4.4	5.0	0.7	1.6	2.1	2.5	3.5	1.4	4.3		
Central America	4.3	6.3	7.9	8.3	8.8	0.8	4.0	4.4	6.0	7.0	6.9	5.1	4.9	6.1	4.9	1.6	5.3	6.8	2.7	4.2	2.8	4.7		
South America	15.3	18.3	23.6	25.8	26.9	2.6	10.0	9.4	4.2	6.1	4.9	2.8	2.5	2.9	3.0	1.6	2.6	3.2	9.7	15.3	7.7	7.0		
Africa	26.2	34.8	49.8	49.2	52.3	5.1	8.5	-1.1	6.3	4.9	6.9	6.9	6.1	17.6	7.0	5.6	4.7	7.8	4.1	-3.2	-2.8	3.7		
North Africa	10.2	13.9	18.8	17.1	18.5	1.8	6.7	-9.1	8.7	9.5	11.8	8.9	4.5	37.1	4.3	6.6	-1.8	8.2	-11.1	-8.6	-11.9	-3.4		
Subsaharan Africa	16.0	20.9	31.0	32.2	33.8	3.3	9.7	3.7	5.0	3.2	4.1	5.5	6.8	6.3	8.5	5.1	7.5	7.6	11.0	0.1	5.0	7.2		
Middle East	24.1	36.3	59.2	55.3	52.6	5.1	13.5	-6.7	-4.9	-0.3	-4.7	-13.7	0.7	-12.5	-22.3	-6.2	3.7	3.4	-6.2	1.6	-5.5	-13.2		

Source: World Tourism Organization (UNWTO) ©

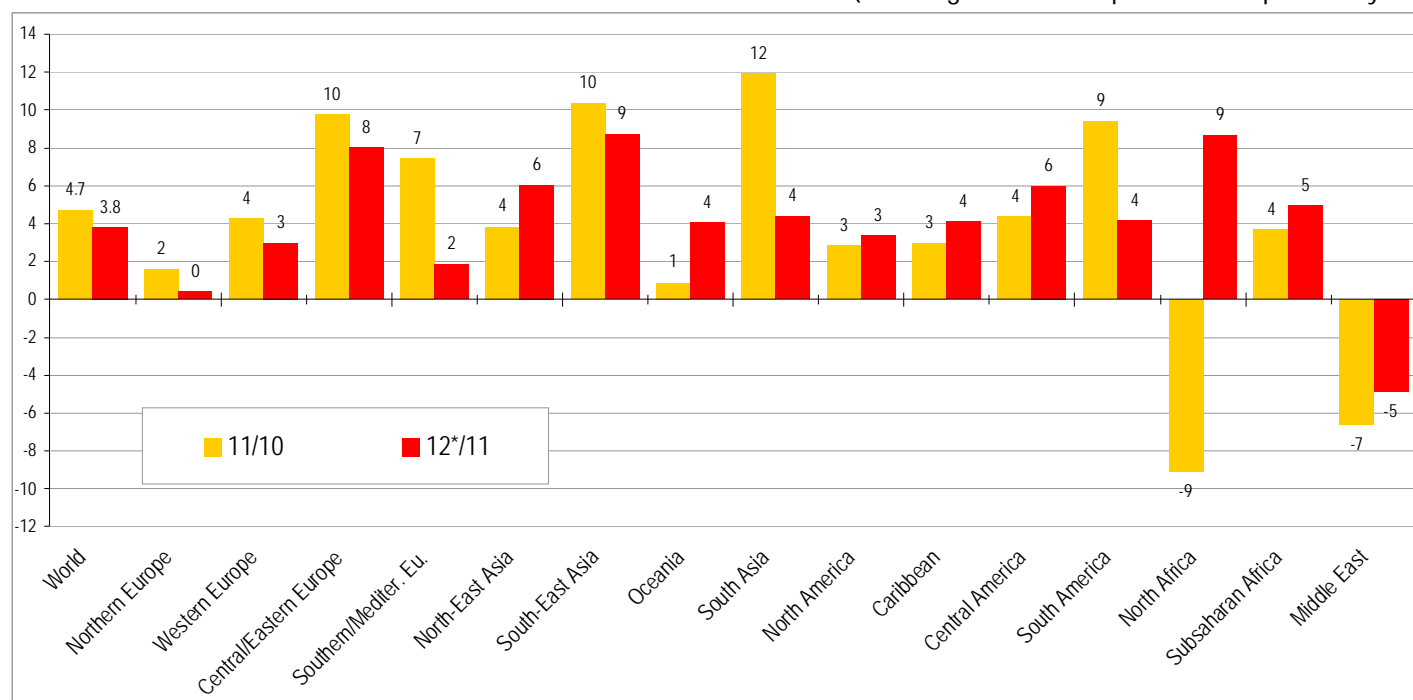
(Data as collected by UNWTO January 2013)

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

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

## International Tourist Arrivals

(% change over same period of the previous year)



Source: World Tourism Organization (UNWTO) ©

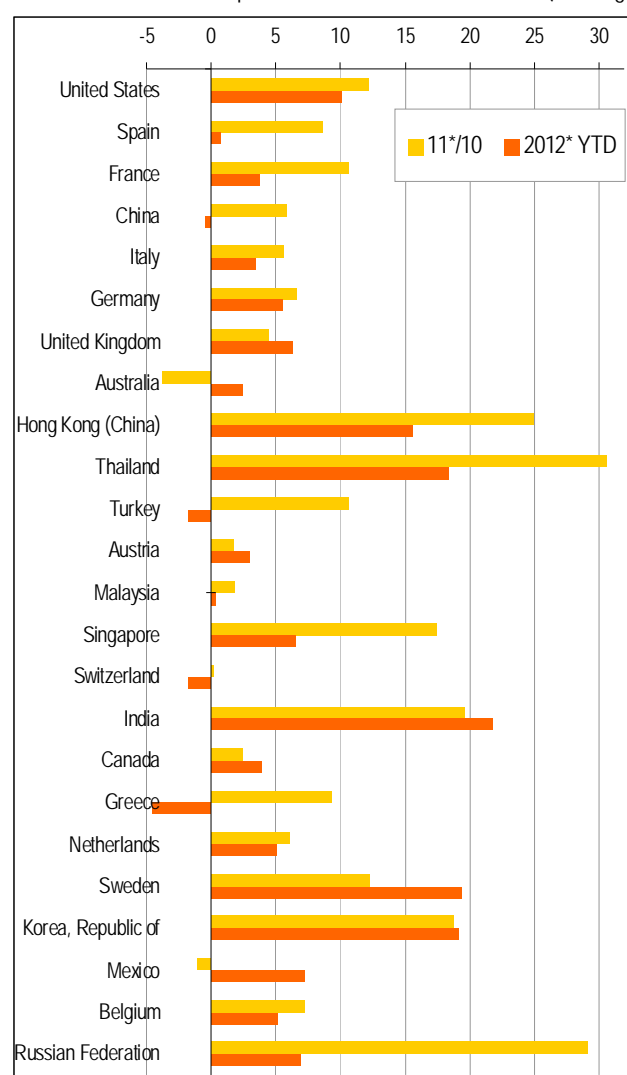
## International Tourism Receipts and Expenditure

*Tourism receipts follow the positive trend in arrivals*

- According to countries that reported data for the first nine to twelve months of the year, tourism receipts are following the growth trend seen in arrivals.
- Of 119 destinations reporting tourism receipts data for the first part of 2012, 99 countries (83%) saw growth in earnings, of which 41 in double digits (34%), while 20 (17%) saw declines.
- Among the top ten destinations, international tourism receipts increased significantly in the first nine to twelve months of the year in the United States (top tourism earner) with an increase of 10% in 2012, and Hong Kong (10<sup>th</sup> largest earner) with a growth of 16%. Germany (6<sup>th</sup>) posted 6% growth in receipts, as did the United Kingdom (8<sup>th</sup>) which hosted the London Summer Olympics, while Spain (2<sup>nd</sup>), France (3<sup>rd</sup>), Italy (5<sup>th</sup>) and Australia (9<sup>th</sup>) posted between 1% and 4% growth. China (4<sup>th</sup>) reported a slight decrease (-1%).
- At the same time, a significant number of destinations around the world saw receipts from international tourism increase by 15% or more – Japan (+37%), India and South Africa (both +22%), Sweden and the Republic of Korea (both +19%), Thailand (+18%) and Poland (+16%), which co-hosted the European Football Championship.
- Receipts of some of the Middle Eastern and North African destinations also rebounded strongly on the 2011 declines, such as Tunisia (+33%), Jordan (+18%) and Egypt (+15%).

## International Tourism Receipts

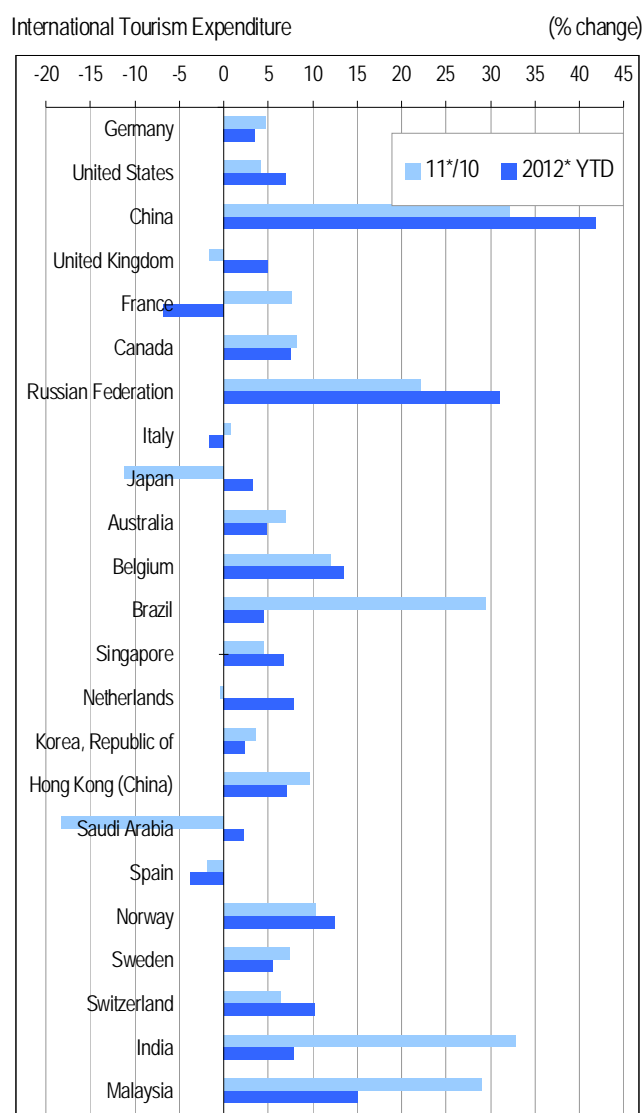
(% change)



Source: World Tourism Organization (UNWTO) ©

### Top emerging markets see surge in tourism expenditure, while traditional source markets show renewed dynamism

- International tourism expenditure last year was marked by impressive growth in the world's two largest emerging markets. China (world's 3<sup>rd</sup> largest tourism spender) saw a surge of 42% in expenditure abroad in the first three quarters of 2012 compared to the same period of the previous year, while the Russian Federation (7<sup>th</sup>) recorded an outstanding 31% growth in the same period.
- Although the highest growth rates in expenditure abroad among the ten top markets came from emerging economies, important traditional source markets showed particularly good results. In Europe, and despite economic pressures, expenditure on international tourism by top spender Germany held up well at +3%, while the UK (+5%) returned to growth after two flat years. In the Americas, both the USA and Canada grew at 7%. In Asia and the Pacific, Australia increased expenditure by 5% and Japan by 3%. On the other hand, France (-7%) and Italy (-2%) registered declines in travel expenditure.



Source: World Tourism Organization (UNWTO) ©

- Other source markets with double-digit growth included Venezuela (+31%), Poland (+19%), Philippines (+17%), Malaysia (+15%), Belgium (+13%), Norway and Argentina (both +12%), as well as Switzerland and Indonesia (both +10%).

### Prospects bright for 2013 led by Asia and the Pacific

- Despite ongoing economic challenges, UNWTO is forecasting growth of international arrivals worldwide to continue in 2013 at a similar to slightly slower pace (+3% to +4%) (see further page 13). This rate is well in line with its long-term outlook *Tourism Towards 2030*, which projects an average growth of 3.8% per year between 2010 and 2020.
- This outlook is supported by the UNWTO Confidence Index (compiled from feedback of some 300 experts worldwide), which reflects a positive expectation for 2013, similar to the assessment of 2012 (125 points for 2013 against 122 for 2012) (see further page 11).
- By UNWTO region, prospects for 2013 are led by Asia and the Pacific (+5% to +6%), followed by Africa (+4% to +6%), the Americas (+3% to +4%), Europe (+2% to +3%) and the Middle East (0% to +5%).
- Trends in the Middle East are the hardest to forecast due to the volatile environment and the widely varying trends across countries (for this reason growth is projected in a rather wider range). However, as some countries continue to recover from the recent conflicts, and others continue to push ahead in the development of their tourism industry, figures are expected to be positive in 2013.
- Air transport booking data from business intelligence tool Forwardkeys point to robust prospects for the first four months of 2013. At the end of December 2012, total reservations for flights in the period January to April 2013 were up by 4% compared to the same moment a year before, thanks to the continuation of the positive growth trend in international air travel (+5%) and a modest pick-up of domestic air travel (+1%). Reservations of international trips, both within the same region and between different regions, show a trend similar to what was seen in 2012 (see further page 15).

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

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## Regional results

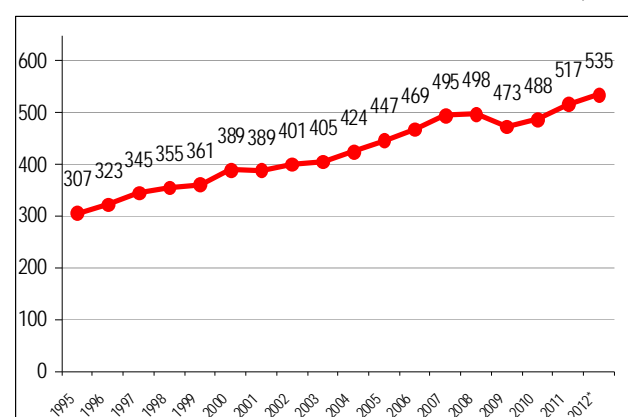
### Europe sees continued growth despite economic challenges

- International tourist arrivals to Europe, the most visited region in the world, were up by 3%; a very positive result in view of the economic situation, and following a strong 2011 (+6%). Accounting for slightly over half of all international arrivals worldwide, Europe reached 535 million tourist arrivals in 2012, some 17 million more than in 2011.
- Growth was led by destinations in Central and Eastern Europe which saw 8% more international arrivals in 2012. Many destinations, including the larger countries, have recorded strong growth, especially the Russian Federation (+13%) and Poland (+11%), as well as some smaller fast-growing ones such as Georgia (+56%).
- Western Europe posted a 3% increase in arrivals with the best results for Germany (+7%) and Austria (5%). Northern Europe saw only a modest 0.4% increase in arrivals due to negative figures in Norway and Sweden, and zero growth in the UK and Ireland.
- Destinations in Southern Mediterranean Europe (+2%) consolidated their excellent performance of 2011 and returned in 2012 to their normal growth rates. Of the larger destinations, Croatia (+4%), Portugal (+4%), Spain (+3%) and Turkey (+1%) recorded growth in arrivals, while Italy was flat (0%) and Greece negative (-6%).
- Two international sporting events contributed to Europe's results last year: the UEFA European Football Championship held in Poland and Ukraine, and the London Summer Olympics and Paralympics (UK). The events boosted tourism receipts in all three countries, while the impact on arrivals was limited to Poland (+13% in Q2) and Ukraine (+6% in Q2).
- The 27 countries of the European Union surpassed the 400 million tourist mark last year for the first time ever, a 2% increase. This is significant for a region with many mature destinations, and in the context of its economic uncertainties, especially after a 6% growth rate in 2011.
- The UNWTO Panel of Experts can provide some valuable insight into what is driving tourism in Europe. Despite Europe's better than expected performance, primarily attributed by experts to the weaker euro, the fragile economic situation in some of the eurozone countries had an impact on consumer and business confidence, as well as on demand. A sense of economic malaise reduced appetite for travel among neighbouring countries in the southern eurozone and, more generally, damaged the business environment for tourism.
- Experts from Germany, Austria and many countries in Central and Eastern Europe were much more positive about performance in 2012 and equally buoyant in their expectations for 2013.

### Europe: Inbound Tourism

International Tourist Arrivals

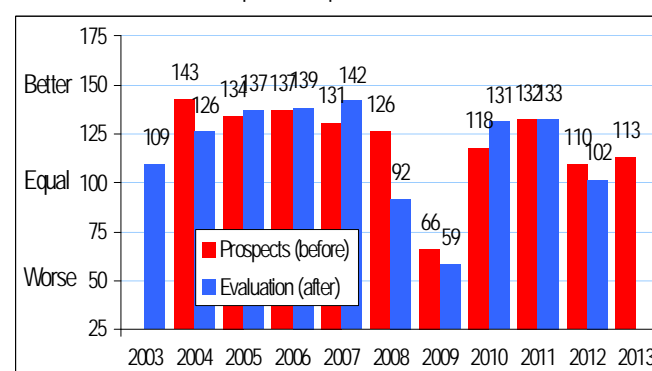
(million)



Source: World Tourism Organization (UNWTO) ©

### UNWTO Panel of Tourism Experts

UNWTO Panel of Tourism Experts: Europe



Source: World Tourism Organization (UNWTO) ©

- Ratings for Western Europe, the second best performing subregion, were coloured by negative sentiment among experts in France and Switzerland, which contrasted with the positive ratings of respondents in the Germanic destinations. Currency issues clearly played a key role in dampening demand for Switzerland.
- Interestingly, experts from Northern Europe – the subregion with lowest growth in 2012 – were generally quite upbeat about the last four months of 2012, and indeed the year as a whole. Softening Southern European outbound markets were reportedly offset by a very buoyant Russia and more moderate increases from 'northern eurozone' markets and the UK, as well as Japan and China.
- Central and Eastern Europe's strong performance in terms of arrivals was reflected in the subregion's Panel of Experts' responses. International tourism to Russia is at last showing signs of solid growth in the last two years.
- In Southern and Mediterranean Europe, the mixed results were reflected in the Panel's diverse comments. Experts from most countries in the Balkans were positive, for example, while tourism performance in Greece was considered disappointing, bringing little relief to a stricken economy which is heavily dependent on international visitors. Arrivals



in Turkey were also less buoyant than the country has become used to. In the western Mediterranean, experts are preoccupied with economic decline, increases in taxation and problems in the local business environment. However, one bright spot is the continued rise in arrivals from Latin America, coupled with a reported recovery from traditional markets in Northern Europe.

### *Asia & the Pacific fastest growing region for the second year in a row*

- After an already strong 2011, Asia and the Pacific was again the fastest growing region in 2012, with 15 million more tourist arrivals than in the previous year, or a 7% increase. The region saw a total of 233 million international tourists in 2012, almost one-fourth of the world's total.
- South-East Asia posted the highest growth among Asian subregions, with 9% more arrivals, largely due to continued intraregional demand. Growth was led by Thailand with a 16% increase in tourists from 2011, thanks to greater political stability and an absence of natural adversities such as flooding. Myanmar saw the highest relative growth with a surge of 52% equivalent to 200,000 more tourists. Interest in this destination has risen greatly across all major source markets as the country is modernising and opening up with important political, economic and administrative reforms. Cambodia (+24%) and Vietnam (+14%) also posted strong double-digit growth last year.
- Much of the subregion's growth was attributed by the Panel of Experts to intraregional demand, thanks to the expansion of low-cost airline services. The growth trend is expected to continue in the run-up to the Association of South-East Asian Nations' (ASEAN) single market, the ASEAN Economic Community, in late-2015.
- North-East Asia recorded a 6% increase in tourists in 2012, led by the rebound in Japan (+35%) after the decline in arrivals following the Tōhoku earthquake in 2011. Taiwan (pr. of China) saw the second highest growth rate in the subregion with 20% more arrivals. The Republic of Korea saw international arrivals increase by 14%, raising the number from less than 10 million to over 11 million. Solid growth in Hong Kong (China), which saw 1.5 million more tourists (+7%), also contributed to the subregional results. China, North-East Asia's major destination, remained the weakest performer in terms of arrivals (+0.3%), as the country has not really been able to improve much on the bumper results of 2010 when it hosted the EXPO in Shanghai.
- In terms of air transport, North-East Asia is the subregion to watch, experts said, as Japan gets into full stride, China's Spring Airlines expands internationally and the Republic of Korea's Jin Air and Jeju Air start exploring overseas points. Jetstar Hong Kong (a partnership between Qantas and China Eastern) is tackling the market of the former British territory,

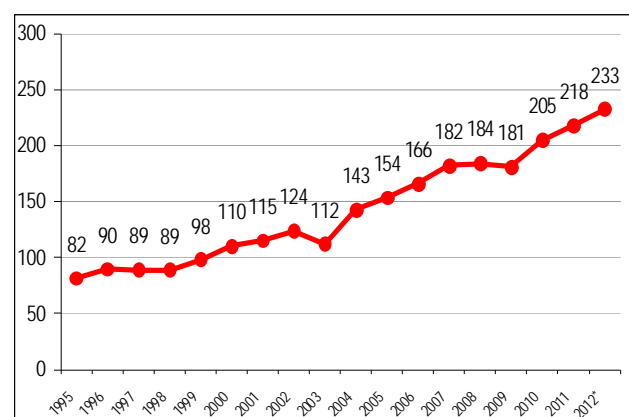
and Cathay Pacific may well respond with its own low-cost venture.

- A weakening yen and a strengthening Korean won could continue to stimulate Japanese inbound and Korean outbound demand respectively in 2013.
- In South Asia (+4%) Sri Lanka and Bhutan saw the highest growth in arrivals last year with an 18% and 17% jump respectively, followed by Nepal with 10% more tourists. India, the largest destination in the subregion, recorded 5% growth, an increase of 340,000 tourists from 2011.
- Oceania saw 4% more international arrivals in 2012, with mixed results across individual countries. Australia, the largest destination, posted a 4% increase, while New Zealand reported a 1% decline. Guam, the third destination in the subregion saw 13% growth. However, experts in Australia said that the strong Australian dollar and increased competition from South-East Asian markets had a negative impact. In contrast, domestic tourism has outperformed the outbound market.

Asia and the Pacific: Inbound Tourism

International Tourist Arrivals

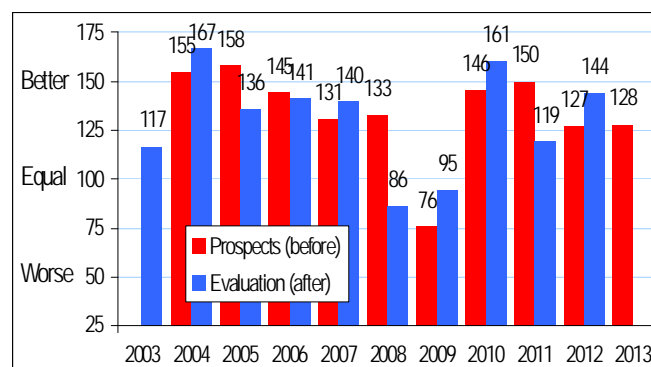
(million)



Source: World Tourism Organization (UNWTO) ©

### UNWTO Panel of Tourism Experts

UNWTO Panel of Tourism Experts: Asia and the Pacific



Source: World Tourism Organization (UNWTO) ©



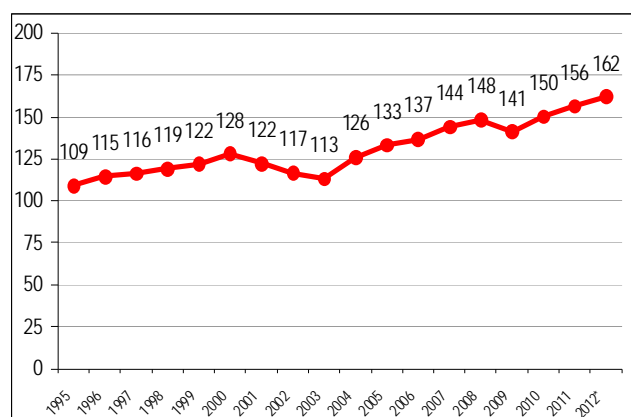
## Encouraging results for many destinations in the Americas

- The Americas (+4%) received 6 million more international tourists in 2012, reaching a total of 162 million. The region maintained its share of worldwide arrivals at 16%.

Americas: Inbound Tourism

International Tourist Arrivals

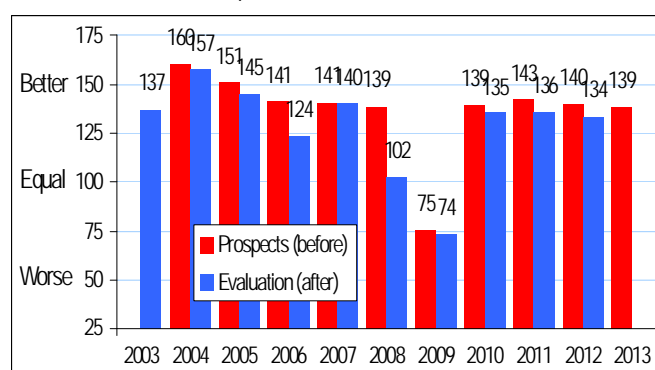
(million)



Source: World Tourism Organization (UNWTO) ©

## UNWTO Panel of Tourism Experts

UNWTO Panel of Tourism Experts: Americas



Source: World Tourism Organization (UNWTO) ©

- With a 6% increase in international arrivals, Central America posted the highest growth of the four subregions, followed by South America and the Caribbean (both up 4%).
- North America, the largest subregion (accounting for some two thirds of all arrivals in the region) saw a more moderate 3% increase, or 3.5 million more international tourists.
- The United States was the star performer in North America (+6% through August). However, it suffered a decline in arrivals from Europe, attributed to weak currencies in its key source markets. Canada (+2%) reported weaker results and Mexico (-1%) a slight decline.
- Central America's largest destination, Costa Rica (2.2 million tourists in 2011), reported a 7% increase in arrivals, while Nicaragua (+11%), Belize (+10%) and El Salvador (+6%) also performed well.
- Among the destinations in South America, Venezuela saw a 19% increase in international arrivals, followed by Guyana (+17%), Chile (13%), Ecuador (+11%), Paraguay (+11%) and Peru (+10%), while Argentina (-2%) and Uruguay (-6%)

reported declines. No arrivals data is available yet for Brazil, but receipts increased by 1%.

- In the Caribbean, healthy growth was reported by both major destinations, such as Puerto Rico (+8%), Dominican Republic (+7%) and Cuba (+5%), as well as by some of the smaller destinations, such as St. Maarten (+10%), US Virgin Islands (+10%) and Curaçao (+8%).
- The views of those in the Americas who responded to the UNWTO Panel of Experts survey were pretty positive about 2012 – much more so than experts in Europe – as well as being even more upbeat about 2013.
- Although Brand USA's region-wide promotions should boost interest in the destination in 2013, there is concern among Panel members in the US as to how demand will be affected by the continuing economic weakness in the region. In contrast, the industry seems well pleased with the performance of emerging markets and is very bullish about their growth potential. The general feeling is that upmarket hotels have recovered better than lower-priced ones, with group bookings losing share in total room nights.
- Canadians blame the fiscal cliff in the US for poor US arrivals that caused a negative trend overall, and this is expected to have a lingering effect well into 2013.
- Mexico's tourism experts also expressed disappointment with the performance in 2012. Some cited the need for the new government to tackle the perceived violence and criminality in the country, which has been so damaging to Mexico's reputation, and hope it will be able to build upon the country's recent economic success. However, there is some concern about the scarcity of air capacity on some routes, especially to resorts of the Pacific coast.
- In contrast, business confidence seems to be largely positive in the Caribbean, although the regional average masks widely differing results across the different islands.

- Central America led the Americas in terms of arrivals in 2012, and this is generally reflected in the optimism expressed by the experts. There were, of course, dissenters, including some who criticise a lack of sophistication in tourism promotion strategies.
- Central America outperformed neighbouring South America despite double-digit growth for a number of countries in the latter subregion. The picture could, however, still change when all destinations report their full-year arrivals and receipts. Panellists are generally very bullish about 2013, citing infrastructure investments and expanded air capacity as important factors in contributing to growth in demand.

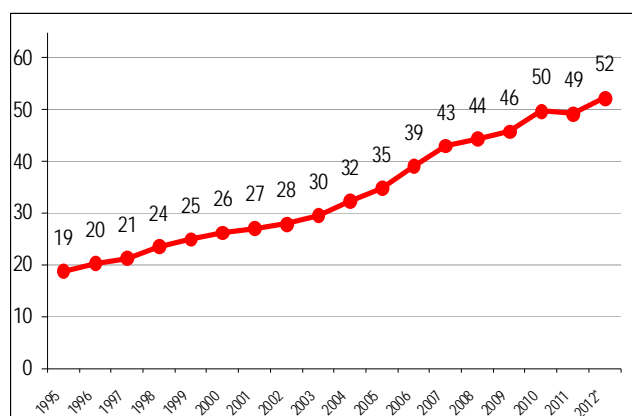
## Return to growth in North Africa and mixed results for the Middle East

- Africa saw the second highest growth across world regions with 3 million more tourist arrivals in 2012, equivalent to a 6% increase, reaching a total of 52 million and surpassing the 50 million mark for the first time.

## Africa: Inbound Tourism

International Tourist Arrivals

(million)

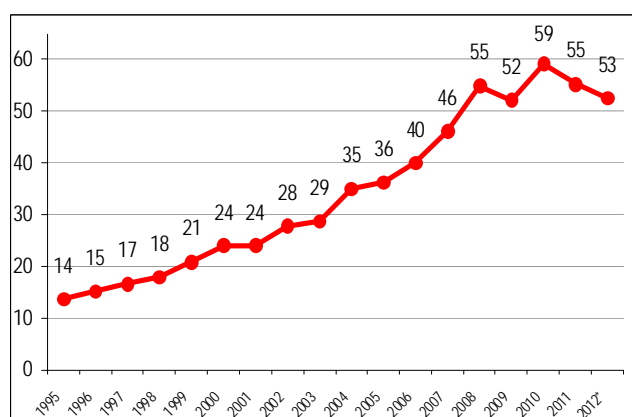


Source: World Tourism Organization (UNWTO) ©

## Middle East: Inbound Tourism

International Tourist Arrivals

(million)



Source: World Tourism Organization (UNWTO) ©

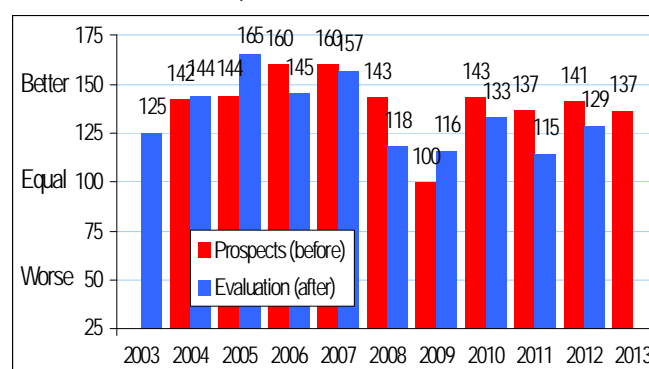
- North Africa (+9%) showed a strong rebound from the negative trend of 2011, as Tunisia (+24%) started to recover.
- According to the responses from the UNWTO Panel of Experts, a strong rebound in demand for Tunisia holidays has lifted confidence levels within the Tunisian travel trade and public sector, with advance bookings auguring well for 2013's performance. But the atmosphere is not as buoyant in Morocco, which has seen another year of weak demand – it must be said, after outperforming its neighbour over many years.
- Subsaharan destinations posted a 5% increase. Countries with data available reflect a consolidation of growth seen in previous years. South Africa, the largest destination in the subregion with over 8 million arrivals in 2011, reported a 10% growth. Other destinations with strong growth were Cape Verde (+26%) and Madagascar (+14%).
- Subsaharan Africa's good, but unexceptional growth masks some high and low extremes. Key positive factors include improved air access and, for Kenya, opening of skies with West Africa. Positive responses were received from experts in Kenya and South Africa, both of which spoke of increasing growth from emerging markets, thanks in large part to investment in infrastructure and marketing. The weakening

South African rand is expected to ensure a continuation of the trend and, hopefully, an improvement in the performance of European outbound markets.

- The Middle East experienced a 5% drop in arrivals due to the continued tensions in several destinations in the region. By destination, the region is showing some very mixed results. Egypt is experiencing a sustained rebound (+17%) after last year's 32% decline. Palestine (+8%) and Jordan (+6%) rebounded as well. The United Arab Emirates (+10%) and Oman (+7%) continued to grow at a sustained pace, while Qatar reportedly also met strong demand. Lebanon (-18%) is still suffering from the conflict in neighbouring Syria, while Saudi Arabia reported a 22% decline in tourist arrivals following last year's bumper increase.
- Comparatively few responses and a dearth of results from Middle Eastern countries render any analysis difficult, but results generally belie a positive mood in the region, especially with regard to 2013 prospects. As far as 2012 is concerned, a number of experts alluded to pressure on rates as a negative factor, due to excess capacity in some parts of the Middle East, and continuing concerns over safety and security issues. But intraregional tourism demand is reportedly buoyant, compensating for a weakness in European and Asian markets. Positive factors cited are continued investment in airline and airport infrastructure, and increased promotions (mainly by Egypt) in new markets.

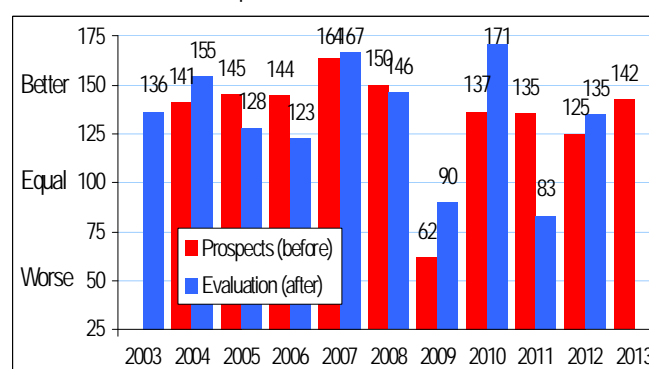
## UNWTO Panel of Tourism Experts

UNWTO Panel of Tourism Experts: Africa



Source: World Tourism Organization (UNWTO) ©

UNWTO Panel of Tourism Experts: Middle East



Source: World Tourism Organization (UNWTO) ©

# Evaluation by UNWTO's Panel of Tourism Experts

## Sustained confidence levels, especially in emerging markets

The nearly 300 experts from around the world who contributed to this issue of the *UNWTO World Tourism Barometer* appear generally satisfied with the performance of tourism in 2012, evaluating the year with an overall score of 121. This is well above the 'neutral' 100, and in line with their prospects expressed at the beginning of 2012 (122). However, the score is down from the 127 evaluation they gave to 2011 this time last year, and even more so compared with the high 140 given to 2010 in January 2011.

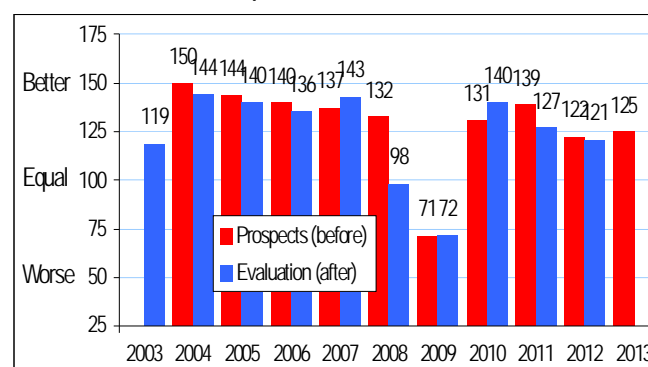
In line with actual trends, Asia and the Pacific was rated the best-performing region in 2012, with an especially high score of 144 (up from 119 for 2011).

The panel's score for 'Prospects' for 2013, at 125, is three points higher than that given for 2012 some 12 months ago. The improved rating is due to a pick-up in the outlook for advanced economy markets to 115, compared to 110 a year ago, while emerging markets maintained their sustained level of confidence at 138 (1 up compared to a year ago).

By region, experts from the Middle East (142), the Americas (139) and Africa (137) expect these regions to outperform other parts of the world, with Europe (113) being the weaker region.

political factors affecting consumer confidence over the past couple of years and is in line with preliminary results.

UNWTO Panel of Tourism Experts: World



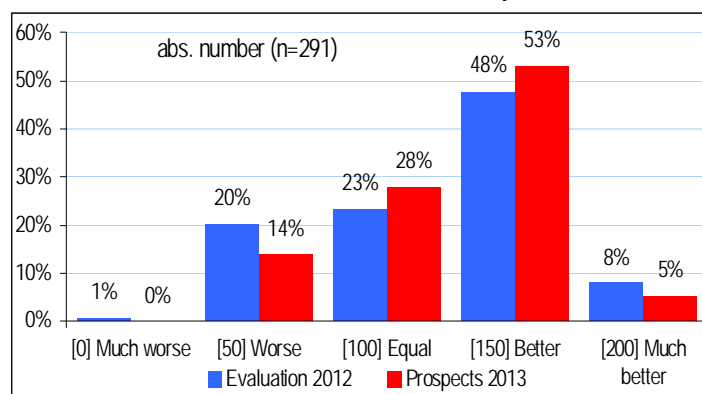
Source: World Tourism Organization (UNWTO) ©

Not surprisingly, the gap that has opened up between the economic performance of the developed and emerging worlds is reflected in the experts' evaluation of tourism activity in 2012, as well as in their forecasts for 2013 (see below). For 2012, experts in advanced economies rated performance at 113, well down from the 128 score for 2011 given a year ago, or indeed the 140 given to 2010 in early 2011. Experts from emerging markets, meanwhile, gave a rating of 133 (as against 126 in early 2012 for 2011).

By subgroups in the sample the 'Evaluation' scores for 2012 were as follows:

- The highest scores were seen in Asia and the Pacific (144) followed by those in the Middle East (135) and the Americas (134).
- Ratings for the Middle East have, for obvious reasons, swung considerably in recent Barometer evaluations. For the full year 2012, the region ranked second in the ratings with a score of 135, up from 83 for the region's 2011 performance.
- The rating for Africa for 2012 was lower than might have been expected at 129 – down from last year's 133 – but it is difficult to make sense of average ratings at any point over the last couple of years which, in the wake of the 'Arab Spring', include both North and Sub-Saharan Africa.
- Experts in Europe are least positive about 2012, giving a score of 102 – which is 31 points lower than the equivalent given 12 months ago for 2011. But at least it remains in positive figures – above the neutral 100 – in contrast to their rating of the most recent four months, down from 109 for May-August to a slightly negative 97 for September-December 2012.
- Global tourism operators – those with business interests in different regions, if not worldwide – are, interestingly, more positive than most about last year, rating it at 130.

UNWTO Panel of Tourism Experts



Source: World Tourism Organization (UNWTO) ©

## Evaluation of 2012

In their review of 2012, the majority of Members of UNWTO's Panel of Experts evaluated the past year as 'better' (48%) or 'much better' (8%) than would reasonably be expected. Only a minority of experts rated the past year as 'equal to' (23%), 'worse' (20%) or 'much worse' (1%).

Averaging these responses on a scale of 0 to 200, on which 100 means 'equal' or 'no change', this leads to a score of 121 in terms of the Panel's evaluation of tourism performance in 2012. This represents a fairly upbeat evaluation given the many different socio-economic and



- As usual in recent surveys, respondents in the public sector were more positive than those in the private sector: 125 against 118 for 2012 as a whole.
- Evaluations by activity show that transport companies, unusually, gave the highest ratings to the year 2012 (130), followed by General Industry Bodies (128), Destinations (125), Consultants, Research and the Media (124) and Tour Operators and Travel Agencies (112). At the bottom was the Accommodation and Catering sector with a disappointing rating of 98.

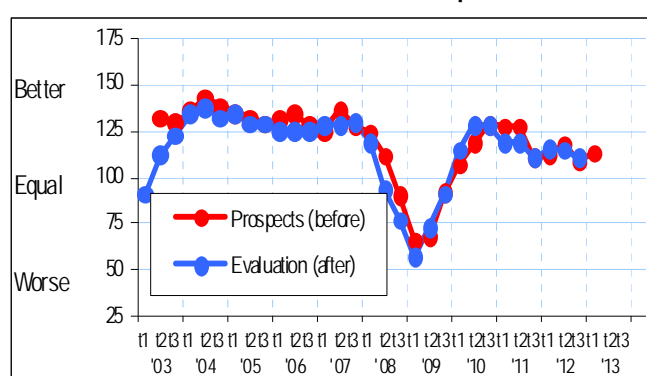
### Prospects for 2013

With an average of 125, the Panel of Experts' overall prospects for 2013 are slightly up on their prospects for 2012 expressed a year ago (122). In other words, they expect sustained growth in activity.

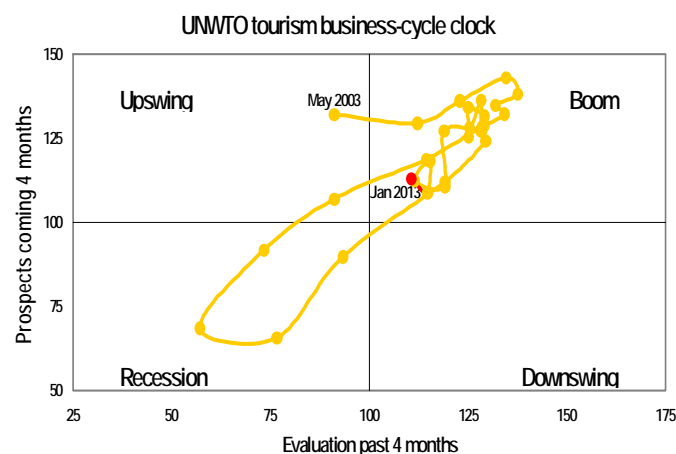
There is a strong divergence of opinion among the experts between advanced and emerging economies in terms of prospects for 2013, with sentiment much more optimistic about emerging markets (138) than for the advanced world (115). By subgroup:

- Experts from the Middle East express the most bullish prospects (142), followed by those from the Americas (139), especially from emerging markets in Latin America, and those from Africa (137). Sentiment for Asia and the Pacific is somewhat less buoyant (128).
- The views in Europe are once again mixed: the Panel provides an average forecast of 113 for 2013, implying that more respondents expect an improvement than a decline.
- In terms of sector-wide forecasts, respondents in the private sector are this time only slightly less positive about 2013 than those in the public sector (123 against 127).
- Operators are generally more optimistic than they were 12 months ago. Transport companies lead in terms of positive ratings for 2013 with a score of 130. The outliers in terms of expectations are experts from Accommodation and Catering who are still on the pessimistic side of the scale (98).

UNWTO Panel of Tourism Experts



Source: World Tourism Organization (UNWTO) ©



### Evaluation of the four-month period September-December 2012

The Panel of Experts' less positive scores for the most recent four-month period, September through December 2012, highlight the fact that tourism growth was weaker in the second half of the year, although perhaps not as weak in reality as many experts felt. The overall rating fell to 111, down from 115 for the previous four-month period – with 125 for experts from emerging markets and 100 for those from developed economies.

The highest scores were again given by experts in the Americas (128) and Asia and the Pacific (124), while the ratings were just 112 for the Middle East, 107 for Africa and a negative 97 for both Europe and the Global tourism operators.

### Outlook for the four-month period January-April 2013

Overall ratings for prospects in 2013 are fairly close to those given for 2012's performance. This shows that while the Panel's Experts are less bullish than at the start of 2012, they do expect sustained growth in activity. Nevertheless, the regional scores for the outlook for the current four months again reflect a difference in business confidence levels – with scores averaging from as high as 129 (Americas) to just 99 (Europe). General Industry Bodies & Others lead in terms of positive ratings for the next four months with a score of 125 for January-April. The weakest sector in terms of expectations is Accommodation and Catering, whose experts are just in negative territory (98).

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



## The UNWTO Tourism Confidence Index

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

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

### How to read this data

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

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

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

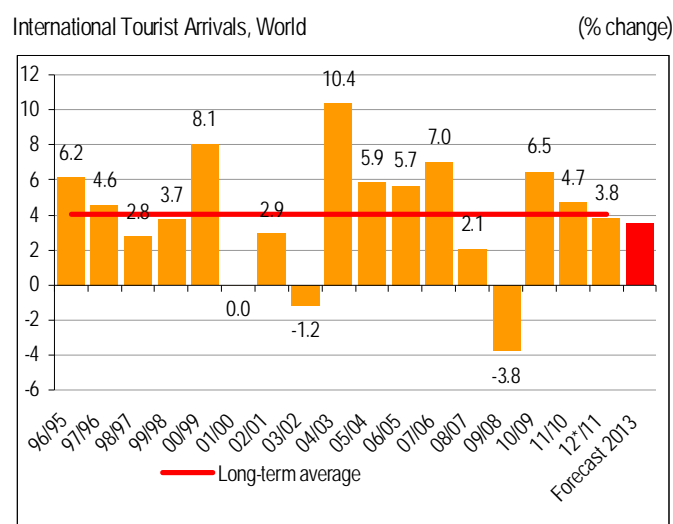
In addition, participants are also invited to include a qualitative assessment in their own words. The analysis contained in the *UNWTO World Tourism Barometer* is in large part based on their comments.

## UNWTO outlook for 2013

### ***Tourism demand expected to continue to grow at similar rate***

**Following three years of recovery and healthy growth, UNWTO expects international arrivals worldwide to continue to grow in 2013 at +3% to +4%, that is at a similar to slightly slower pace than this year's 3.8%. This rate is well in line with UNWTO's long-term outlook *Tourism Towards 2030*, which projects an average growth of 3.8% per year between 2010 and 2020.**

The growth of 3.8% in international tourist arrivals for the full year 2012 has been very much in line with UNWTO's projection at the beginning of the year. While the forecast looked quite bold at that time, the current results reflect the strong resilience of tourism demand, creating much needed exports and jobs in many economies around the world.



Source: World Tourism Organization (UNWTO) ©

### ***Asia and the Pacific and Africa to grow fastest***

By UNWTO region, prospects are led by Asia and the Pacific with an expected growth of 5% to 6% in 2013, driven by continued strong intraregional demand.

Africa is expected to see international arrivals grow by 4% to 6% in 2013. North Africa still has scope for a further recovery of arrivals, while Sub-Saharan Africa is expected to sustain growth.

In the Americas (+3% to +4%), growth is projected to be around the world average, with Central and South America somewhat stronger and North America somewhat more moderate, and the Caribbean in between.

Growth in Europe is expected at 2% to 3%, slightly below this year's results as well as below the world

average. The economic challenges are still substantial, with many countries struggling between balancing budgets and finding a way back to economic growth.

Trends in the Middle East are by far the hardest to forecast due to the volatile environment and the widely varying trends across countries. For this reason growth in 2013 is projected in a rather wider range of 0% to 5%. However, as some countries continue to recover from the recent conflicts, and others continue to push ahead in the development of their tourism industry, figures are expected to be positive in 2013.

### *Experts support positive outlook*

These prospects are supported by the UNWTO Confidence Index. The nearly 300 members of the UNWTO Panel of Experts from around the globe expect the tourism sector to continue to perform positively in 2013, at a level very similar to last year's outlook for 2012 (125 points for 2013 against 122 for 2012).

If UNWTO's relatively bullish forecasts for 2012 (made in January last year) proved more than justified by overall results in international tourism, the industry's performance exceeded expectations for a sizeable share of UNWTO's Panel of Experts. Signs of the fragile global economy and the slow recovery of employment were reflected in their comments, and the sustained uncertainty as a result of regional instabilities continued to impact on demand and confidence levels. Nevertheless, experts by and large were positive about 2012 and remain reasonably optimistic about 2013.

2013 is clearly going to be a multi-speed year and a rising tide will not necessarily raise all boats. Much will depend on the industry's ability to keep track of the changing marketplace. Travel suppliers and intermediaries are just beginning to acknowledge the generational change of the Millennials overtaking the Baby-boomers, and the associated implications on distribution and other trends. Yet destinations seem to be lagging behind in addressing the issue.

### About these forecasts

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

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

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

### Outlook for International Tourist Arrivals

	2009	2010	2011	2012	2013*
	real				projection
	full year, change				between
World	-3.8%	6.5%	4.7%	3.8%	+3% and +4%
Europe	-4.9%	3.0%	6.1%	3.3%	+2% and +3%
Asia and the Pacific	-1.6%	13.2%	6.4%	6.8%	+5% and +6%
Americas	-4.7%	6.4%	4.0%	3.7%	+3% and +4%
Africa	3.4%	8.5%	-1.1%	6.2%	+4% and +6%
Middle East	-5.1%	13.5%	-6.7%	-4.9%	+0% and +5%

Source: World Tourism Organization (UNWTO) ©

(Data as collected by UNWTO January 2013)

## Air transport booking trends



**Reservations for international air travel worldwide up 5% for January to April 2013**

**In this contribution based on air transport booking data from business intelligence tool Forwardkeys, air passenger travel is evaluated for the full year 2012, and trends in reservations are analysed for the first four months of 2013. The analysis reflects data available in the ForwardKeys database at 31 December 2012, covering departures in 2012 and bookings with a scheduled departure date from 1 January to 30 April 2013.**

### General Trend

#### Sustained growth for international air travel in 2012

- The data on air transport departures from business intelligence tool ForwardKeys broadly supports the preliminary results for international arrivals as reported by destinations around the world.
- Overall, global air traffic grew by 2%. However, in this aggregate a sustained growth in international travel (+5%) is masked by a decrease in domestic travel (-1%).
- International air departures worldwide increased by 5%. Intraregional traffic (+6%) was stronger than inter-regional traffic (+4%).
- Domestic traffic showed negative growth (-1%) in 2012. This was mostly due to the 11% decrease recorded in Asia and the Pacific, where India, in

particular, is facing difficulties due to management shortcomings of some airlines, high fuel prices, charges and taxes. Domestic traffic was negative, too, in Europe (-3%), but its volume is very modest here. According to IATA, domestic traffic in Japan and the United States was also weak, while China and Brazil experienced strong growth. For a proper understanding of domestic data it is pertinent to note that domestic air travel is very much concentrated in a relatively small number of large countries and island states, such as the United States, Canada, Brazil, China, India, Japan, Indonesia, Russian Federation, Saudi Arabia, Spain and Greece, and that for most countries the share of air transport in domestic travel is low.

#### Booking trends for 2013 indicate a continuation of growth

- Booking prospects for the first four months of 2013 are robust (+4%), thanks to the continuation of the positive growth trend in international air travel (+5%) and a modest pick-up of domestic air travel (+1%). Reservations of international trips, both within the same region and between different regions, show a trend similar to what was seen in 2012.

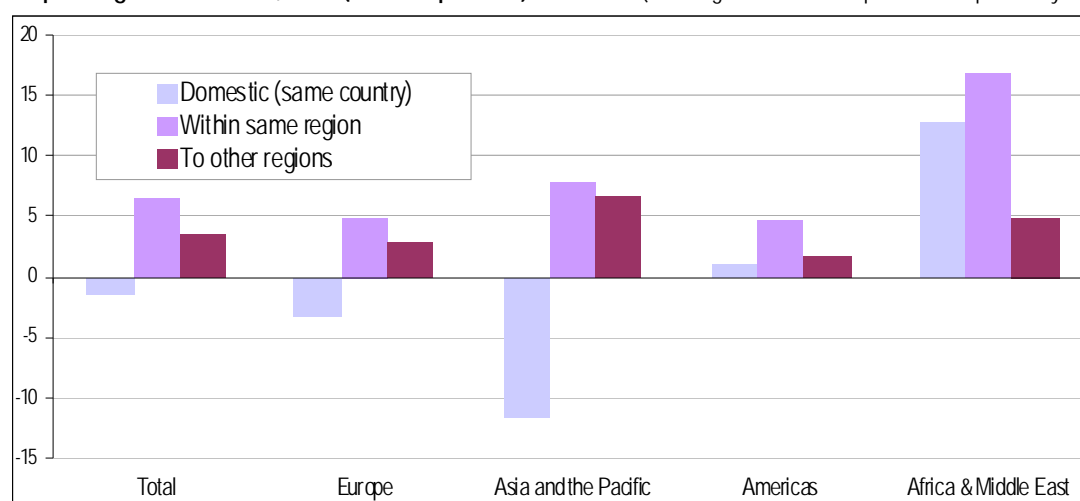
### Regional Trends

#### Europe

- Passenger air transport from European markets shows an overall 2% growth compared to 2011. International departures increased by a robust 4%, with traffic within the region (+5%) stronger than traffic to other regions (+3%). Domestic departures decreased by 4% due to weak demand in the afflicted economies of Southern Europe.
- Bookings for intraregional travel in the January to April period are strong (+8%), while domestic departures could further decrease in the next months.

**Air passenger travel trends, 2012 (actual departures)**

(% change over the same period of the previous year)



Source: ForwardKeys® for UNWTO



## Asia & the Pacific

- The overall outbound trend from Asia and The Pacific in 2012 was a 1% decrease compared to 2011 figures, due to the poor performance of the Indian domestic market. International traffic, however, was dynamic with a 7% growth.
- The current booking situation suggests that domestic departures could be more positive in the coming months while international departures should keep increasing at rates similar to those seen last year.

## The Americas

- Departures from the Americas increased by 2% in 2012, with the strongest growth in departures to intraregional destinations (+5%) and a rather weak performance of domestic markets (+1%).
- According to reservations made at the end of 2012 for travel in January to April 2013, both the domestic and the international markets will pick up in the coming months. Departures to European destinations, however, will continue to be weak.

## Africa & the Middle East

- In 2012 traffic originating from Africa and Middle East recorded a robust 10% growth compared to the previous year, with intraregional and domestic departures showing the largest increases of, respectively, 17% and 13%.
- Current booking trends for January to April 2013 are mixed. At the end of 2012 international reservations for the first part of 2013 were still some 4% below the level of a year ago. Domestic departures have maintained the positive trend seen in 2012.

For detailed data see table on page 23 of Statistical Annex.

## Air transport booking data

The information on air travel trends contained in this section has been kindly provided by Forward Data SL leveraging exclusively on the ForwardKeys® database.

ForwardKeys® is a business intelligence tool designed to help decision-makers in hotel chains, Destination Management Organizations and other industry professionals. The ForwardKeys® database is fed daily with air reservation information (GDS) processed by over 160.000 online and off-line travel agencies worldwide, for more than 1.3 billion reservations. The database does not include some direct bookings with airlines (such as Low Cost Carriers) or charter flights.

## Methodological Note

Figures are based on full journeys from original cities of departure to final destinations (not intermediate stops or connections). Transit passengers and those returning to their point of departure have been excluded from this analysis.

**Actual Departures:** Air reservations from all source markets to all destinations with effective travel date prior to 31 December 2012.

**Expected Departures:** Accumulated reservations until 31 December 2012 with travelling dates between 1 Jan-30 Apr 2013.

For further detail see:

[www.forwardkeys.com/unwto/MethodologyJan2013.html](http://www.forwardkeys.com/unwto/MethodologyJan2013.html)

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

## Elibrary

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# World Tourism Organization **UNWTO** Publications

## UNWTO World Tourism Barometer

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

*Available in English, French, Spanish and Russian*



## The Middle East Outbound Travel Market

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

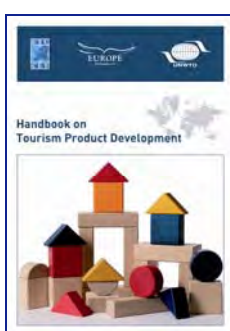
*Available in English*



## Handbook on Tourism Product Development

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

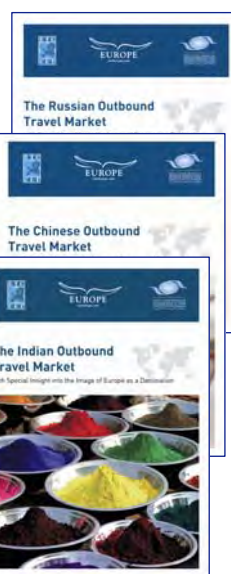
*Available in English*



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

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

*Available in English*



## Handbook on Tourism Destination Branding

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

*Available in English and Spanish*



## Handbook on E-marketing for Tourism Destinations

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

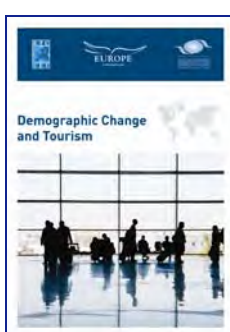
*Available in English and Spanish*



## Demographic Change and Tourism

The UNWTO/ETC report on Demographic Change and Tourism aims to be a reference for destinations and the industry, a means to achieve a better understanding of current and future demographic changes (e.g. population growth and ageing, migration and family diversification) and how these will impact upon tourism, how to anticipate and react upon them in the most competitive way.

*Available in English*



## Compendium of Tourism Statistics, 2013 Edition, Data 2007–2011

The Compendium of Tourism Statistics provides statistical data and indicators on inbound, outbound and domestic tourism, as well as on the number and types of tourism industries, the number of employees by tourism industries, and macroeconomic indicators related to international tourism. The 2013 edition presents data for 205 countries from 2007 to 2011, with methodological notes in English, French and Spanish.

## Yearbook of Tourism Statistics, 2013 Edition, Data 2007–2011

The Yearbook of Tourism Statistics focuses on data related to inbound tourism (total arrivals and overnight stays), broken down by country of origin. The 2013 edition presents data for 199 countries and territories from 2007 to 2011, with methodological notes in English, French and Spanish.



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## Statistical Annex

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

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

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

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

French version: [www.e-unwto.org/content/t73863](http://www.e-unwto.org/content/t73863)

Spanish version: [www.e-unwto.org/content/rn1422](http://www.e-unwto.org/content/rn1422)

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### Explanation of abbreviations and signs used

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

Q1: January, February, March

Q2: April, May, June

Q3: July, August, September

Q4: October, November, December

T1: From January to April

T2: From May to August

T3: From September to December

H1: From January to June

H2: From July to December

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

### Series International Tourist Arrivals

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

### Series International Tourism Receipts and Expenditure

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

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

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

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

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

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

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

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

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



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

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Data collection for this issue was closed end of January 2013.

The next issue of the *UNWTO World Tourism Barometer* will be published March 2013.

## International Tourist Arrivals by (Sub)region

	Full year					Share	Change			Monthly/quarterly data series													
										(percentage change over same period of the previous year)													
	2000	2005	2010	2011	2012*	2012*	10/09	11/10	12*/11	2012*										2011			
	(million)					(%)			(%)	Q1	Q2	Q3	Q4	Aug	Sep	Oct	Nov	Dec	Q1	Q2	Q3	Q4	
World	678	805	952	996	1,035	100	6.5	4.7	3.8	5.9	3.9	2.6	3.7	4.0	2.7	2.4	5.0	3.7	4.1	7.1	5.5	4.0	
Advanced economies <sup>1</sup>	422	461	507	531	550	53.1	5.2	4.6	3.6	6.4	3.7	2.8	2.4	3.7	3.4	2.0	3.4	1.9	3.5	7.3	6.3	5.1	
Emerging economies <sup>1</sup>	256	344	445	466	485	46.9	8.0	4.8	4.1	5.4	4.1	2.3	4.9	4.5	1.9	2.9	6.4	5.3	4.6	6.8	4.4	2.9	
By UNWTO regions:																							
Europe	389.4	447.0	487.6	517.5	534.8	51.7	3.0	6.1	3.3	4.8	3.3	2.9	2.8	3.6	4.0	2.3	3.8	2.5	5.9	9.4	6.8	5.6	
Northern Europe	47.8	62.4	63.8	64.8	65.1	6.3	1.8	1.6	0.4	4.1	1.5	-2.8	1.7	-4.0	0.8	-1.0	7.5	-0.8	10.6	16.4	12.2	5.6	
Western Europe	139.7	141.7	154.3	161.0	165.8	16.0	3.9	4.3	3.0	5.9	3.4	1.9	2.1	1.5	4.5	3.4	1.2	1.3	3.9	5.4	3.3	5.3	
Central/Eastern Eu.	69.3	90.4	95.9	105.3	113.7	11.0	3.4	9.8	8.0	9.2	9.5	7.0	7.0	7.0	7.1	7.2	7.4	6.3	7.7	9.7	6.9	8.2	
Southern/Mediterr. Eu.	132.6	152.5	173.5	186.4	190.2	18.4	2.4	7.4	2.0	0.8	0.7	3.5	0.8	6.2	2.9	0.0	1.4	1.8	4.9	10.2	8.0	4.2	
- of which EU-27	328.1	358.1	372.0	390.9	400.1	38.7	2.6	5.1	2.3	4.5	2.3	1.9	1.5	2.4	3.0	1.0	2.7	0.8	5.2	9.0	6.6	5.2	
Asia and the Pacific	110.1	153.6	205.1	218.1	232.9	22.5	13.2	6.4	6.8	8.7	7.8	4.8	6.1	6.5	4.7	4.2	8.8	5.3	4.8	6.0	8.1	6.9	
North-East Asia	58.3	85.9	111.5	115.8	122.8	11.9	13.8	3.8	6.0	8.4	8.6	5.4	2.3	7.1	4.6	2.0	2.6	2.2	2.1	0.7	5.1	7.3	
South-East Asia	36.1	48.5	70.0	77.3	84.0	8.1	12.5	10.4	8.7	9.8	7.5	4.3	13.2	6.2	5.8	8.8	20.2	10.9	7.7	14.1	14.1	6.3	
Oceania	9.6	11.0	11.6	11.7	12.1	1.2	6.1	0.9	4.0	4.6	6.4	3.3	2.5	5.3	3.0	0.7	5.7	1.3	-0.5	0.6	0.2	3.0	
South Asia	6.1	8.1	12.0	13.4	14.0	1.4	19.5	12.0	4.4	8.8	2.4	3.8	2.5	3.6	1.6	1.4	2.7	3.5	16.0	17.9	10.2	10.4	
Americas	128.2	133.3	150.3	156.3	162.1	15.7	6.4	4.0	3.7	6.9	3.0	2.8	2.4	4.0	2.5	2.0	2.8	2.6	2.8	6.2	3.7	3.1	
North America	91.5	89.9	99.3	102.1	105.6	10.2	6.7	2.8	3.4	7.6	1.8	2.6	2.4	4.0	1.9	2.3	2.8	2.1	0.6	5.1	3.4	1.7	
Caribbean	17.1	18.8	19.5	20.1	20.9	2.0	1.6	3.0	4.0	5.2	5.7	3.4	1.6	4.4	5.0	0.7	1.6	2.1	2.5	3.5	1.4	4.3	
Central America	4.3	6.3	7.9	8.3	8.8	0.8	4.0	4.4	6.0	7.0	6.9	5.1	4.9	6.1	4.9	1.6	5.3	6.8	2.7	4.2	2.8	4.7	
South America	15.3	18.3	23.6	25.8	26.9	2.6	10.0	9.4	4.2	6.1	4.9	2.8	2.5	2.9	3.0	1.6	2.6	3.2	9.7	15.3	7.7	7.0	
Africa	26.2	34.8	49.8	49.2	52.3	5.1	8.5	-1.1	6.3	4.9	6.9	6.9	6.1	17.6	7.0	5.6	4.7	7.8	4.1	-3.2	-2.8	3.7	
North Africa	10.2	13.9	18.8	17.1	18.5	1.8	6.7	-9.1	8.7	9.5	11.8	8.9	4.5	37.1	4.3	6.6	-1.8	8.2	-11.1	-8.6	-11.9	-3.4	
Subsaharan Africa	16.0	20.9	31.0	32.2	33.8	3.3	9.7	3.7	5.0	3.2	4.1	5.5	6.8	6.3	8.5	5.1	7.5	7.6	11.0	0.1	5.0	7.2	
Middle East	24.1	36.3	59.2	55.3	52.6	5.1	13.5	-6.7	-4.9	-0.3	-4.7	-13.7	0.7	-12.5	-22.3	-6.2	3.7	3.4	-6.2	1.6	-5.5	-13.2	

Source: World Tourism Organization (UNWTO) ©

(Data as collected by UNWTO January 2013)

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

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

## Outlook for International Tourist Arrivals

	2009	2010	2011	2012	2013*
	real				projection
	full year, change				between
<b>World</b>	-3.8%	6.5%	4.7%	3.8%	+3% and +4%
Europe	-4.9%	3.0%	6.1%	3.3%	+2% and +3%
Asia and the Pacific	-1.6%	13.2%	6.4%	6.8%	+5% and +6%
Americas	-4.7%	6.4%	4.0%	3.7%	+3% and +4%
Africa	3.4%	8.5%	-1.1%	6.2%	+4% and +6%
Middle East	-5.1%	13.5%	-6.7%	-4.9%	+0% and +5%

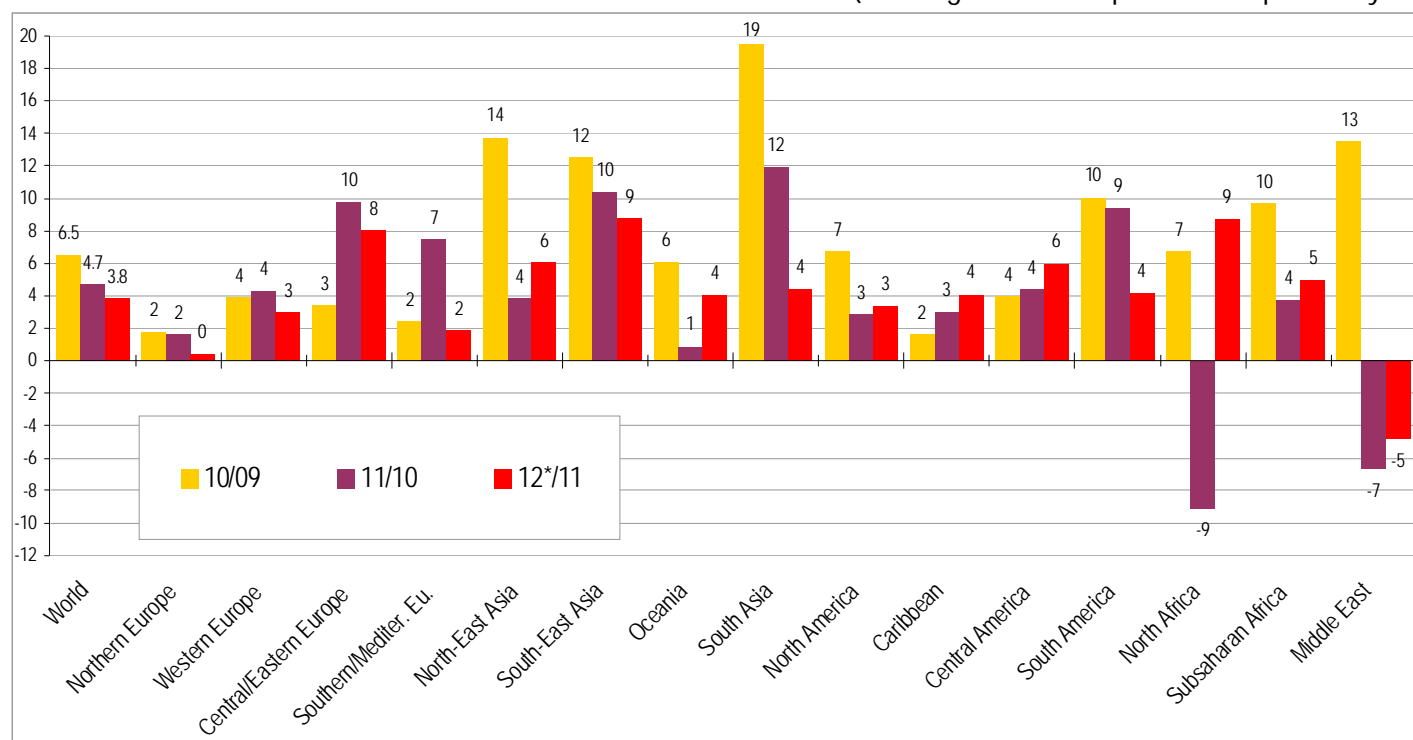
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(Data as collected by UNWTO January 2013)



## International Tourist Arrivals

(% change over same period of the previous year)

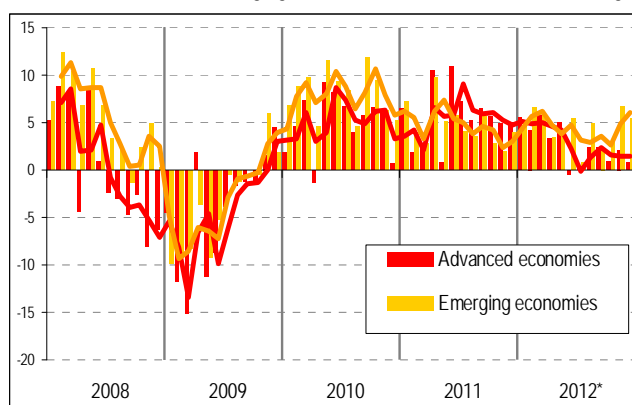


Source: World Tourism Organization (UNWTO) ©

## International Tourist Arrivals, monthly evolution

Advanced economies &amp; Emerging economies

(% change)

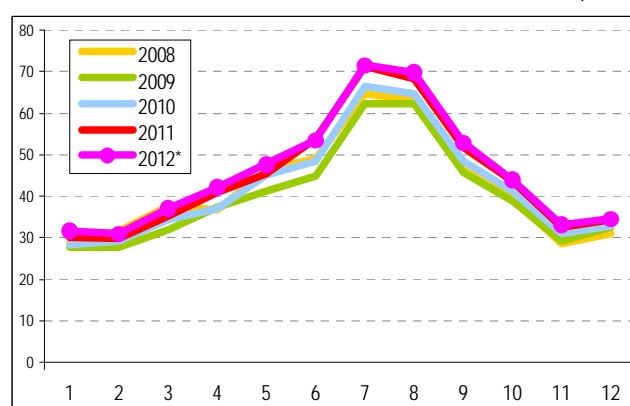


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## International Tourist Arrivals, monthly evolution

Advanced economies

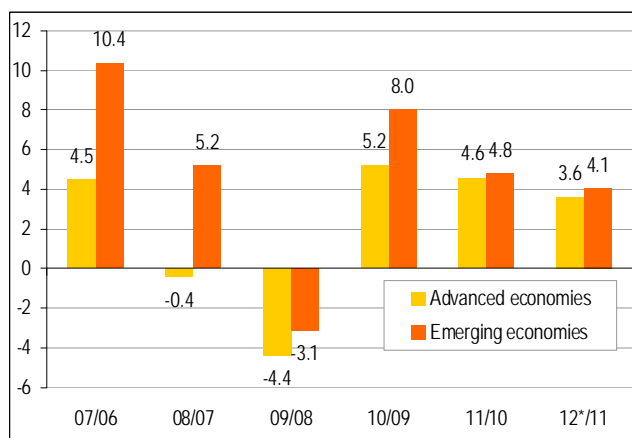
(million)



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## International Tourist Arrivals

(% change)

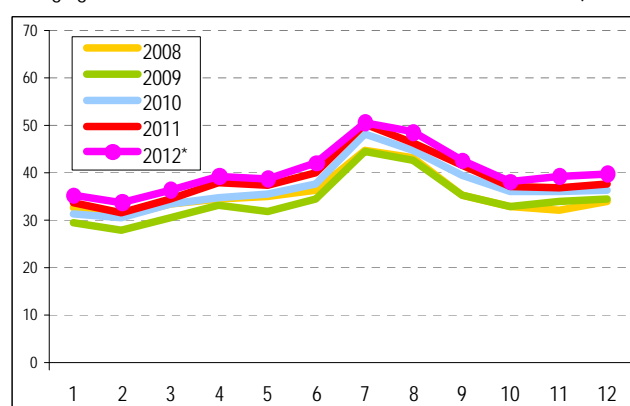


Source: World Tourism Organization (UNWTO) ©

## International Tourist Arrivals, monthly evolution

Emerging economies

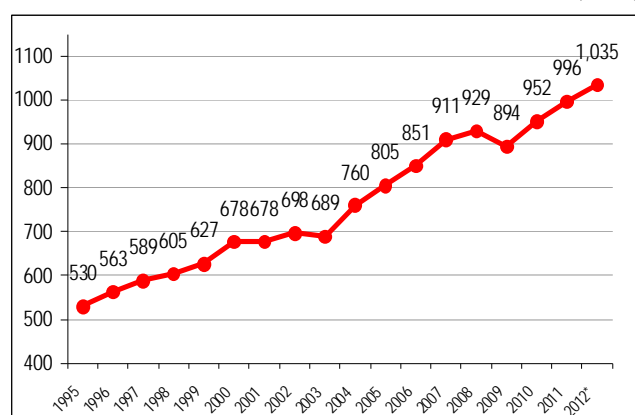
(million)



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World: Inbound Tourism  
International Tourist Arrivals

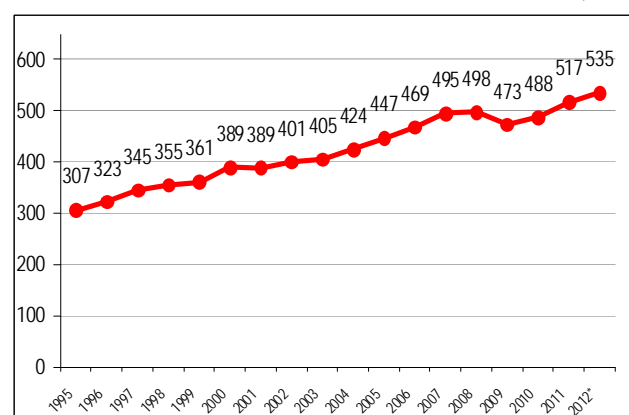
(million)



Source: World Tourism Organization (UNWTO) ©

Europe: Inbound Tourism  
International Tourist Arrivals

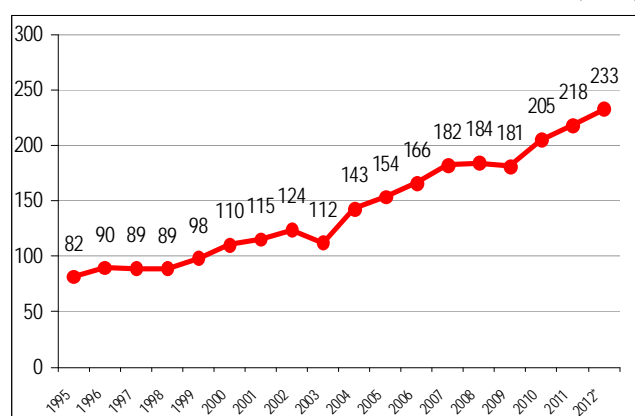
(million)



Source: World Tourism Organization (UNWTO) ©

Asia and the Pacific: Inbound Tourism  
International Tourist Arrivals

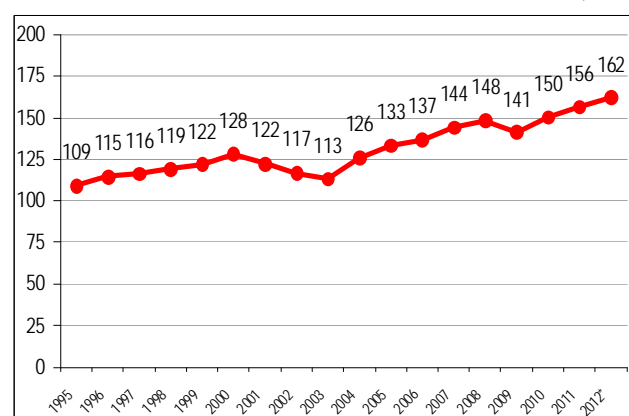
(million)



Source: World Tourism Organization (UNWTO) ©

Americas: Inbound Tourism  
International Tourist Arrivals

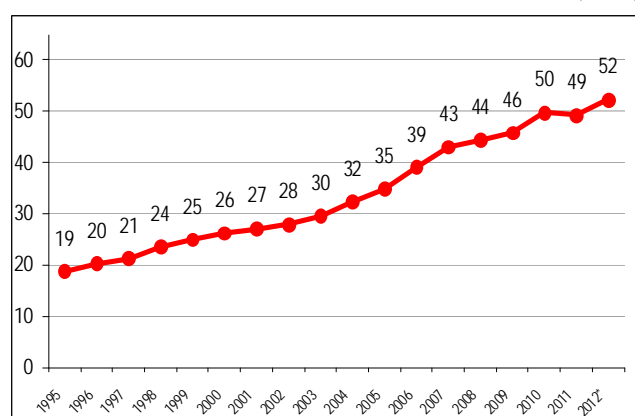
(million)



Source: World Tourism Organization (UNWTO) ©

Africa: Inbound Tourism  
International Tourist Arrivals

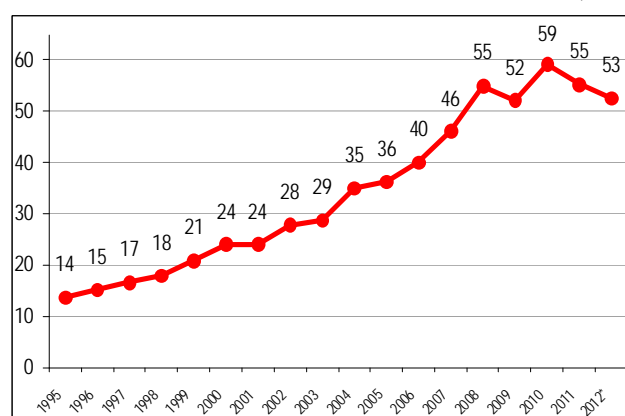
(million)



Source: World Tourism Organization (UNWTO) ©

Middle East: Inbound Tourism  
International Tourist Arrivals

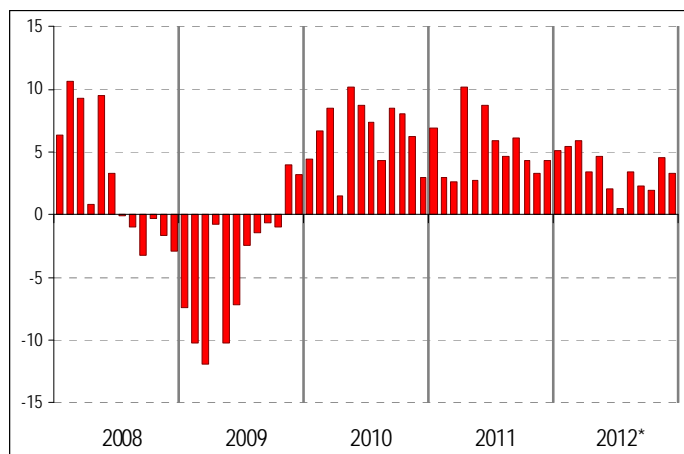
(million)



Source: World Tourism Organization (UNWTO) ©

## International Tourist Arrivals, monthly evolution

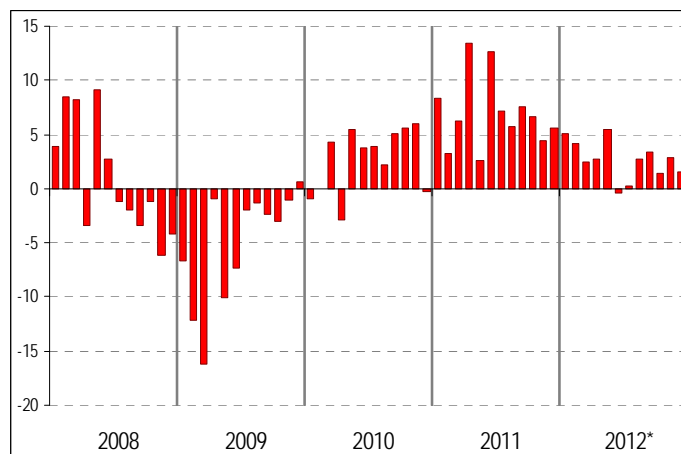
World (% change)



Source: World Tourism Organization (UNWTO) ©

## International Tourist Arrivals, monthly evolution

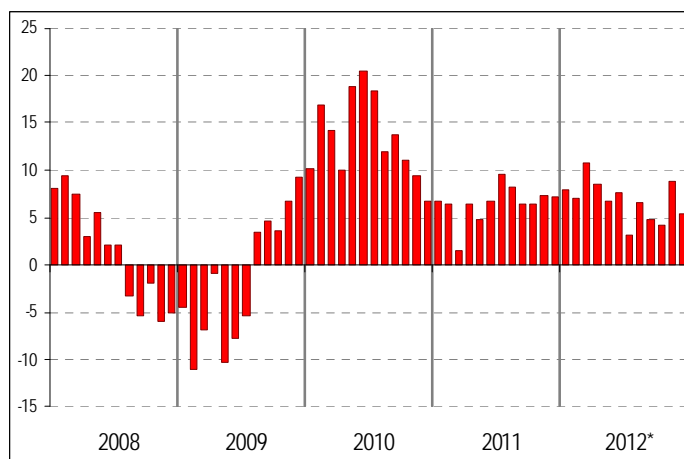
Europe (% change)



Source: World Tourism Organization (UNWTO) ©

## International Tourist Arrivals, monthly evolution

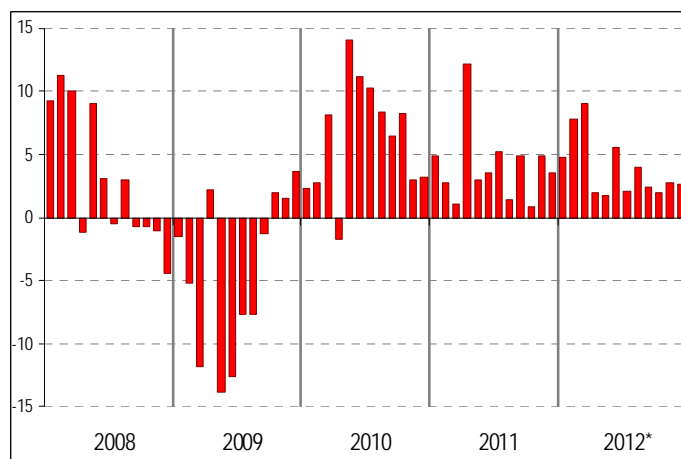
Asia and the Pacific (% change)



Source: World Tourism Organization (UNWTO) ©

## International Tourist Arrivals, monthly evolution

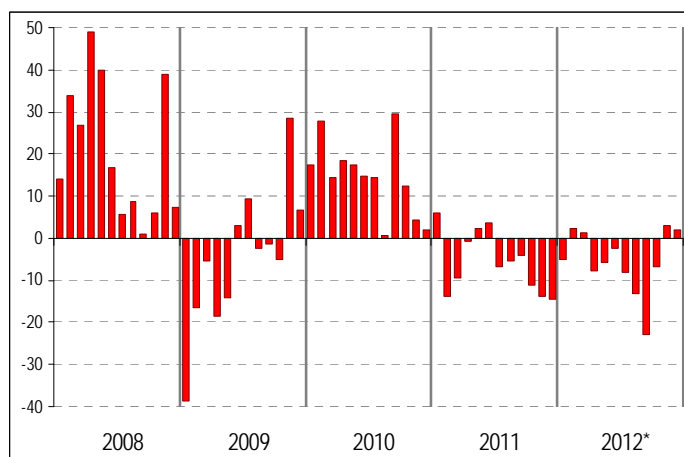
Americas (% change)



Source: World Tourism Organization (UNWTO) ©

## International Tourist Arrivals, monthly evolution

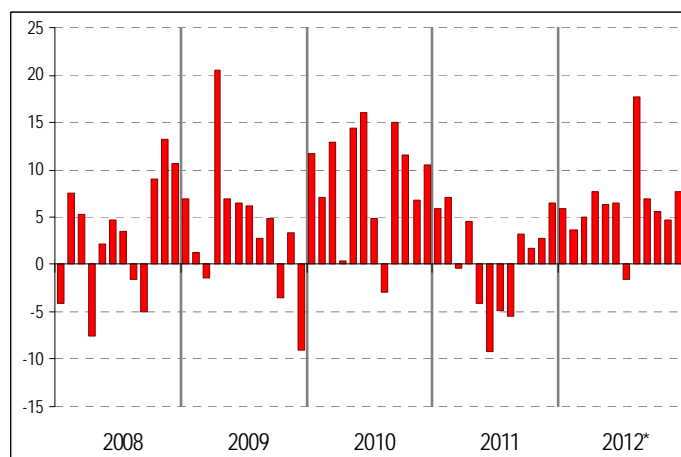
Middle East (% change)



Source: World Tourism Organization (UNWTO) ©

## International Tourist Arrivals, monthly evolution

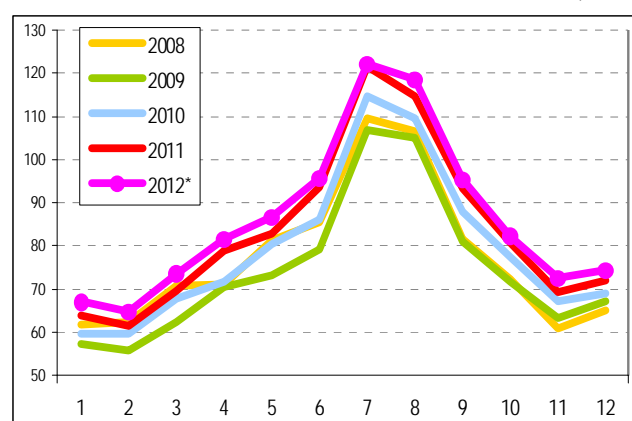
Africa (% change)



Source: World Tourism Organization (UNWTO) ©

International Tourist Arrivals, monthly evolution

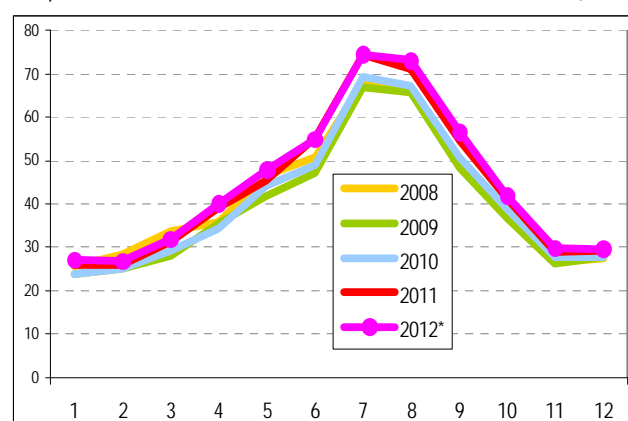
World (million)



Source: World Tourism Organization (UNWTO) ©

International Tourist Arrivals, monthly evolution

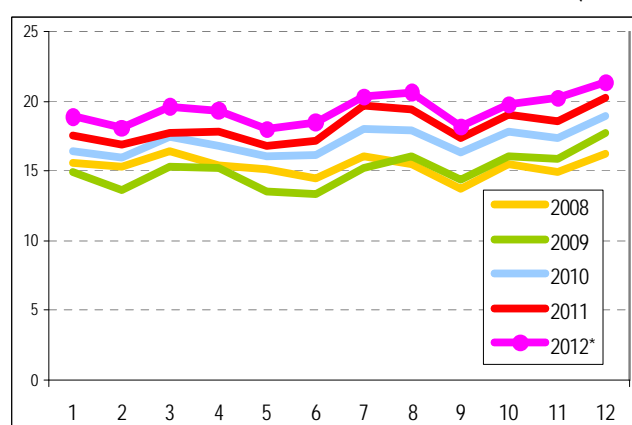
Europe (million)



Source: World Tourism Organization (UNWTO) ©

International Tourist Arrivals, monthly evolution

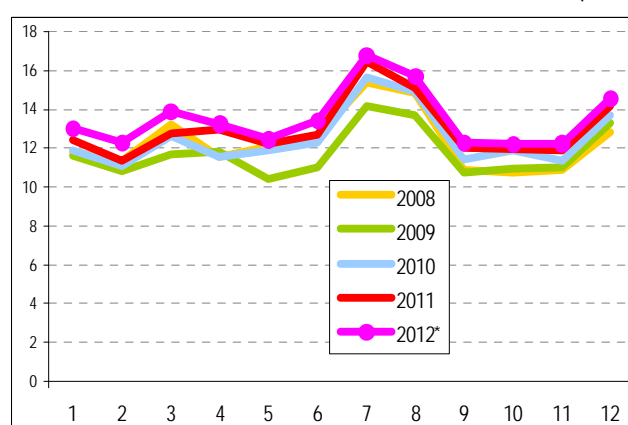
Asia and the Pacific (million)



Source: World Tourism Organization (UNWTO) ©

International Tourist Arrivals, monthly evolution

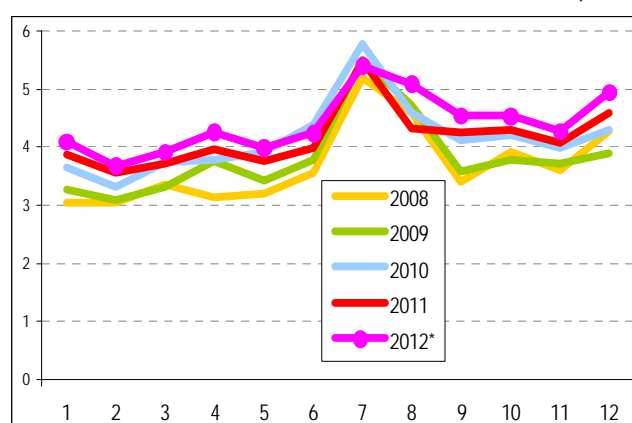
Americas (million)



Source: World Tourism Organization (UNWTO) ©

International Tourist Arrivals, monthly evolution

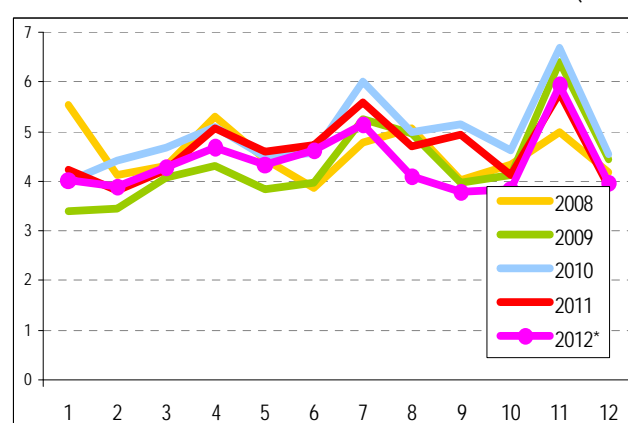
Africa (million)



Source: World Tourism Organization (UNWTO) ©

International Tourist Arrivals, monthly evolution

Middle East (million)



Source: World Tourism Organization (UNWTO) ©



## International Tourist Arrivals by Country of Destination

Rank		Full year					Change			Monthly/quarterly data (% change over same period of the previous year)													
		Series	2000	2005	2010	2011	2012*	10/09	11/10	12/11	Series	2012*									2011		
'11 '10			(million)						(%)			YTD	Q1	Q2	Q3	Q4	Oct	Nov	Dec	Q1	Q2	Q3	Q4
World			678	805	952	996	1,035	6.5	4.7	3.8		3.8	5.9	3.9	2.6	3.7	2.4	5.0	3.7	4.1	7.1	5.5	4.0
1	1 France	TF	77.2	75.0	77.6	81.4	..	1.2	4.8	..	TCE	1.6	6.1	2.0	0.0		3.3			2.5	1.8	1.2	4.0
2	2 United States	TF	51.2	49.2	59.8	62.7	..	8.8	4.9	..	TF	6.3	9.7	3.4						1.4	7.3	6.6	4.0
3	3 China	TF	31.2	46.8	55.7	57.6	57.7	9.4	3.4	0.3	TF	0.3	4.7	0.4	-1.3	-2.3	-2.7	-1.8	-2.5	2.5	3.4	2.7	5.1
4	4 Spain	TF	46.4	55.9	52.7	56.2	57.7	1.0	6.6	2.7	TF	2.7	2.6	3.1	4.8	-1.8	-3.2	0.2	-1.3	1.6	8.7	7.7	6.1
5	5 Italy	TF	41.2	36.5	43.6	46.1	..	0.9	5.7	..	TF	0.2	-0.1	-2.3	1.8		3.1			2.4	7.8	8.2	1.3
6	6 Turkey	TF	9.6	20.3	31.4	34.0	..	3.2	8.4	..	TF	1.5	-5.3	-0.8	3.8	4.6	1.5	4.3	12.2	14.6	11.6	7.1	4.0
7	7 United Kingdom	TF	23.2	28.0	28.3	29.3	..	0.4	3.6	..	VF	0.3	1.9	1.9	-2.9		-4.2	8.7		3.5	7.1	2.1	0.6
8	8 Germany	TCE	19.0	21.5	26.9	28.4	..	10.9	5.5	..	TCE	7.5	9.1	7.7	7.2		6.2	5.7		9.0	6.9	2.7	5.6
9	9 Malaysia	TF	10.2	16.4	24.6	24.7	..	3.9	0.6	..	TF	0.7	0.4	4.3	-2.2					-3.7	-4.8	4.7	5.4
10	10 Mexico	TF	20.6	21.9	23.3	23.4	..	4.2	0.5	..	TF	-1.0	3.5	-3.2	-4.7		0.2	1.8		1.3	2.4	0.8	-2.2
11	11 Austria	TCE	18.0	20.0	22.0	23.0	24.1	3.0	4.6	4.9	TCE	4.9	5.2	5.7	4.0	5.3	0.1	8.1	7.7	1.2	7.3	5.4	6.0
12	13 Russian Federation	TF	19.2	19.9	20.3	22.7	..	4.4	11.9	..	VF	13.1	13.7	15.4	10.8					13.0	14.5	9.3	11.6
13	14 Hong Kong (China)	TF	8.8	14.8	20.1	22.3	23.8	18.7	11.1	6.5	TF	6.5	8.6	5.0	6.9	5.6	3.6	8.2	5.3	5.7	11.4	14.8	12.1
14	12 Ukraine	TF	6.4	17.6	21.2	21.4	..	1.9	1.0	..	TF	2.8	-1.6	5.7						-1.8	0.2	3.9	-0.8
15	16 Thailand	TF	9.6	11.6	15.9	19.2	22.3	12.6	20.7	16.0	TF	16.0	8.1	9.8	8.6	39.3	26.6	66.0	30.4	14.0	53.3	31.1	-1.6
16	22 Saudi Arabia	TF	6.6	8.0	10.9	17.5	13.7	-0.4	61.3	-21.9	TF	-21.9	-16.9	-23	-34.6	-6.1	-37	3.7	-4.8	36.5	120	67.2	27.2
17	17 Greece	TF	13.1	14.8	15.0	16.4	..	0.6	9.5	..	TF	-5.6	-11.7	-8.3	-3.0		-8.3	-7.2		13.1	14.2	8.3	3.9
18	15 Canada	TF	19.6	18.8	16.2	16.0	..	3.1	-1.3	..	TF	1.8	6.5	2.7	0.2		-0.2	1.4		-4.5	1.7	-2.4	-0.5
19	19 Poland	TF	17.4	15.2	12.5	13.4	..	4.9	7.1	..	TF	11.2	12.1	13.0	9.2					8.2	7.8	4.8	8.4
20	20 Macao (China)	TF	5.2	9.0	11.9	12.9	13.6	14.7	8.4	5.0	TF	5.0	8.5	2.7	3.6	5.8	6.9	5.4	5.1	-0.7	6.7	16.2	11.0
21	21 Netherlands	TCE	10.0	10.0	10.9	11.3	11.7	9.7	3.8	3.5	TCE	3.5	7.4	3.4	2.5	2.1	0.6	3.2	3.2	0.0	7.7	2.1	4.4
22	47 Sweden	TCE	3.8	4.9	5.0	10.8	..	2.0	n/a	..	TCE(3)	-1.7	6.0	-2.0	-3.9		-4.8	4.4		-1.0	9.6	-2.9	2.7
23	25 Singapore	TF	6.1	7.1	9.2	10.4	..	22.3	13.4	..	VF	11.4	14.7	8.3						15.7	14.1	14.7	8.4
24	23 Hungary	TF	3.0	10.0	9.5	10.3	..	5.0	7.8	..	TF	0.9	2.8	2.8	-1.6					7.3	7.7	9.6	5.4
25	26 Croatia	TCE	5.3	7.7	9.1	9.9	10.4	4.8	9.0	4.5	TCE	4.5	13.8	6.0	3.3	7.6	8.7	6.5	3.8	-0.1	13.5	7.5	10.6
26	27 Korea, Republic of	VF	5.3	6.0	8.8	9.8	11.1	12.5	11.3	13.7	VF	13.7	22.0	24.5	12.1	0.1	3.8	-3.2	-0.9	2.8	5.3	17.5	18.0
27	18 Egypt	TF	5.1	8.2	14.1	9.5	11.2	17.9	-32.4	17.9	VF	17.1	32.0	22.4	10.3	10.0	8.0	8.3	14.5	-45.3	-35.4	-24.0	-29.2
28	24 Morocco	TF	4.3	5.8	9.3	9.3	..	11.4	0.6	..	TF	0.3	-4.8	0.8	2.5		10.1	-9.3		6.5	6.2	-4.0	-3.1
29	29 Czech Rep	TF	4.8	9.4	8.6	8.8	..	-2.5	1.7	..	TCE	8.4	14.4	2.6	11.2		5.8			2.5	12.1	4.0	4.4
30	30 Switzerland	THS	7.8	7.2	8.6	8.5	..	4.0	-1.1	..	THS	-0.3	-3.7	-1.4	0.2		7.5	4.2		0.5	3.2	-4.5	-2.2
31	33 South Africa	TF	5.9	7.4	8.1	8.3	..	15.1	3.3	..	TF	10.4	10.5	10.5	11.0		8.5			7.1	-1.3	2.2	5.2
32	34 Untd Arab Emirates(2)	THS	3.1	5.8	7.4	8.1	..	9.1	9.4	..	THS(2)	10.2	10.2	11.5	8.7					10.8	4.9	13.6	8.9
33	37 Indonesia	TF	5.1	5.0	7.0	7.6	8.0	10.7	9.2	5.2	TF	5.2	11.0	4.8	0.1	5.6	4.9	5.9	5.9	6.4	6.4	11.7	12.0
34	36 Ireland	TF	6.6	7.3	7.1	7.6	..	-0.8	7.0	..	TF*	0.2	-1.2	0.7	-2.6	5.0	6.8	4.9	2.9	8.7	17.1	7.8	-3.2
35	35 Belgium	TCE	6.5	6.7	7.2	7.5	..	5.5	3.8	..	TCE	1.3	4.1	1.1	0.6		-1.0			3.2	7.3	1.9	2.5
36	39 Portugal	TCE	5.7	6.0	6.8	7.4	..	5.4	8.5	..	TCE	3.8	3.6	3.4	2.9		3.5	14.5		1.2	16.4	9.9	0.5
37	28 Denmark	TF	3.5	9.2	8.7	7.4	..	2.3	-15.8	..	TCE(1)	2.2	6.7	2.3	0.3		3.1	6.8		11.1	16.8	4.4	2.9
38	40 Bulgaria	TF	2.8	4.8	6.0	6.3	..	5.4	4.6	..	VF	1.8	0.2	-2.1	3.7	3.2	3.0	5.4	1.2	8.1	7.1	1.5	4.8
39	42 India	TF	2.6	3.9	5.8	6.3	6.6	11.8	9.2	5.4	TF	5.4	10.9	1.7	5.6	2.5	2.9	3.0	1.8	9.4	13.5	5.0	9.5
40	31 Japan	VF	4.8	6.7	8.6	6.2	8.4	26.8	-27.8	34.6	VF	34.6	9.5	96.4	38.4	17.5	14.6	17.6	20.6	-13.3	-50.3	-31.4	-13.5
41	43 Taiwan (pr. of China)	VF	2.6	3.4	5.6	6.1	7.3	26.7	9.3	20.1	VF	20.1	22.3	28.0	22.1	10.4	15.1	8.4	8.3	9.8	0.0	11.2	16.4
42	46 Vietnam	VF	2.1	3.5	5.0	6.0	6.8	34.8	19.1	13.9	VF	13.9	24.5	3.0	11.1	15.9	1.9	40.2	3.2	11.4	25.0	9.6	30.6
43	41 Australia	VF	4.9	5.5	5.9	5.9	..	5.4	-0.2	..	VF	4.3	4.1	3.5	4.6		3.1	6.9		-0.3	2.2	-2.5	0.3
44	44 Argentina	TF	2.9	3.8	5.3	5.7	..	23.6	7.1	..	TF	-1.5	2.0	-1.7	-5.7					10.9	11.3	7.7	-0.2
45	45 Brazil	TF	5.3	5.4	5.2	5.4	..	7.5	5.3	..	TF									-4.5	17.6	5.2	10.4
46	32 Syria	TF	2.1	3.6	8.5	5.1	..	40.3	-40.7	..	VF									-5.4	-45.9	-51.5	-52.4
47	48 Norway	TF	3.1	3.8	4.8	5.0	..	9.7	4.1	..	THS	-1.9	9.1	0.4	-7.8		9.9	7.7		9.6	9.2	10.0	5.6
48	38 Tunisia	TF	5.1	6.4	6.9	4.8	6.0	0.0	-30.7	24.4	TF	24.4	52.8	35.6	19.2	7.1	0.1	3.5	21.6	-44.1	-36.2	-29.0	-16.6
49	50 Dominican Rp	TF	3.0	3.7	4.1	4.3	4.6	3.3	4.4	6.6	TF	6.6	7.9	7.4	6.5	4.4	1.1	4.1	6.6	2.9	4.7	3.2	7.4
50	51 Finland	TF	2.7	3.1	3.7	4.2	..	7.2	14.2	..	TCE(2)	6.1	15.7	7.4	0.3		2.7	6.8		11.9	17.0	11.8	12.2

Source: World Tourism Organization (UNWTO) ©

(Data as collected by UNWTO January 2013)

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

Rank			Full year					Monthly/quarterly data series																
			US\$					Local currencies, current prices (% change over same period of the previous year)																
			2000	2005	2009	2010	2011*	Series	09/08	10/09	11*/10	2012*									2011*			
'11	'10	(billion)									YTD	Q1	Q2	Q3	Q4	Oct	Nov	Dec	Q1	Q2	Q3	Q4		
World			475	679	854	928	1,042																	
1	1	United States	82.9	82.2	94.2	103.5	116.1	sa	-14.7	9.9	12.2	10.0	12.7	10.3	7.9		7.6	10.8		8.6	15.5	15.3	9.4	
2	2	Spain	30.0	48.0	53.2	52.5	59.9		-9.0	3.9	8.6	0.7	0.5	-0.1	2.4		-1.7	-1.4		6.7	12.2	8.8	5.7	
3	3	France	33.0	44.0	49.5	46.9	54.5		-7.7	-0.3	10.7	3.8	15.4	5.0	-0.3		0.0	0.0		9.2	9.4	8.8	19.4	
4	4	China	16.2	29.3	39.7	45.8	48.5	\$	-2.9	15.5	5.8	-0.5	4.8	-0.2	-3.4	-2.5	-4.4	-3.0	0.1	4.3	5.8	5.3	7.6	
5	5	Italy	27.5	35.4	40.2	38.8	43.0		-7.2	1.4	5.6	3.4	-1.8	3.3	5.7		4.0			4.9	4.3	8.9	1.6	
6	6	Germany	18.7	29.2	34.6	34.7	38.8		-8.5	5.3	6.7	5.5	10.2	6.4	3.3		2.7	2.5		7.3	5.4	5.7	8.7	
7	9	Macao (China)	3.2	7.6	18.1	27.8	38.5		6.6	53.6	38.7													
8	7	United Kingdom	21.9	30.7	30.1	32.4	35.1	sa	-1.3	8.4	4.4	6.3	5.5	4.5	9.0					10.1	-0.1	12.1	-2.5	
9	8	Australia	9.3	16.8	24.8	29.1	31.5		9.2	-0.2	-3.8	2.3	1.1	1.0	4.2		1.8	5.0		-7.6	-4.9	-2.9	0.3	
10	10	Hong Kong (China)	5.9	10.3	16.4	22.2	27.7		6.7	35.6	25.0	15.6	18.7	19.7	9.5					18.7	25.0	23.0	32.1	
11	12	Thailand	7.5	9.6	16.1	20.1	27.2		-9.0	15.6	30.5	18.4	19.4	22.1	14.1					18.1	76.8	42.0	10.2	
12	11	Turkey	7.6	18.2	21.3	20.8	23.0	\$	-3.2	-2.1	10.6	-1.8	-9.6	3.8	-4.1		2.1	2.4		28.5	17.8	8.9	-1.0	
13	13	Austria	9.8	16.1	19.4	18.6	19.9		-5.3	0.9	1.7	2.9	2.3	6.1	1.9					0.2	3.9	2.9	1.5	
14	14	Malaysia	5.0	8.8	15.6	18.3	19.6		7.9	7.0	1.9	0.3	8.9	2.1	-8.3					-1.9	-3.2	5.8	6.3	
15	18	Singapore	5.1	6.2	9.4	14.1	18.0		-10.1	41.4	17.4	6.5	10.3	8.3	1.6					41.7	13.9	11.9	8.8	
16	16	Switzerland	6.6	10.0	14.1	14.9	17.5		-1.4	1.1	0.2	-1.8	-3.8	-0.9	-0.7					0.0	1.9	-1.9	1.2	
17	17	India	3.5	7.5	11.1	14.2	17.5		8.3	18.1	19.6	21.8	31.7	15.9	19.9	19.3	16.2	22.4	18.9	6.8	19.0	26.2	26.9	
18	15	Canada	10.8	13.8	13.7	15.7	16.7		-6.0	4.4	2.4	3.8	10.7	2.7	0.9					-1.6	4.6	0.3	7.1	
19	21	Greece	9.2	13.3	14.5	12.7	14.6		-10.6	-7.6	9.3	-4.6	-12.7	-7.9	-0.6		-18.6	-7.5		-2.1	10.4	10.5	5.6	
20	20	Netherlands	7.2	10.5	12.4	12.9	14.3		-2.3	9.6	6.1	5.1	8.8	5.3	2.1					0.0	10.8	4.9	7.6	
21	24																							

(Data as collected by UNWTO January 2013)

Annex-9 World Tourism Organization UNWTO.org

## International Tourism Receipts (euro billion)

		Full year					Monthly/quarterly data series																
		euro					Local currencies, current prices (% change over same period of the previous year)																
Rank		2000	2005	2009	2010	2011*	Series	09/08	10/09	11*/10	2012*									2011*			
'11	'10	(billion)									YTD	Q1	Q2	Q3	Q4	Oct	Nov	Dec	Q1	Q2	Q3	Q4	
	World	515	546	612	700	748																	
1	1 United States	89.7	66.0	67.5	78.1	83.4	sa	-14.7	9.9	12.2	10.0	12.7	10.3	7.9		7.6	10.8		8.6	15.5	15.3	9.4	
2	2 Spain	32.4	38.6	38.1	39.6	43.0		-9.0	3.9	8.6	0.7	0.5	-0.1	2.4		-1.7	-1.4		6.7	12.2	8.8	5.7	
3	3 France	35.7	35.4	35.5	35.4	39.2		-7.7	-0.3	10.7	3.8	15.4	5.0	-0.3		0.0	0.0		9.2	9.4	8.8	19.4	
4	4 China	17.6	23.5	28.4	34.6	34.8	\$	-2.9	15.5	5.8	-0.5	4.8	-0.2	-3.4	-2.5	-4.4	-3.0	0.1	4.3	5.8	5.3	7.6	
5	5 Italy	29.8	28.5	28.9	29.3	30.9		-7.2	1.4	5.6	3.4	-1.8	3.3	5.7		4.0			4.9	4.3	8.9	1.6	
6	6 Germany	20.2	23.4	24.8	26.2	27.9		-8.5	5.3	6.7	5.5	10.2	6.4	3.3		2.7	2.5		7.3	5.4	5.7	8.7	
7	9 Macao (China)	3.5	6.1	13.0	21.0	27.7		6.6	53.6	38.7													
8	7 United Kingdom	23.7	24.7	21.6	24.4	25.2	sa	-1.3	8.4	4.4	6.3	5.5	4.5	9.0					10.1	-0.1	12.1	-2.5	
9	8 Australia	10.0	13.5	17.8	22.0	22.6		9.2	-0.2	-3.8	2.3	1.1	1.0	4.2		1.8	5.0		-7.6	-4.9	-2.9	0.3	
10	10 Hong Kong (China)	6.4	8.3	11.8	16.7	19.9		6.7	35.6	25.0	15.6	18.7	19.7	9.5					18.7	25.0	23.0	32.1	
11	12 Thailand	8.1	7.7	11.5	15.2	19.5		-9.0	15.6	30.5	18.4	19.4	22.1	14.1					18.1	76.8	42.0	10.2	
12	11 Turkey	8.3	14.6	15.2	15.7	16.5	\$	-3.2	-2.1	10.6	-1.8	-9.6	3.8	-4.1		2.1	2.4		28.5	17.8	8.9	-1.0	
13	13 Austria	10.6	12.9	13.9	14.0	14.3		-5.3	0.9	1.7	2.9	2.3	6.1	1.9					0.2	3.9	2.9	1.5	
14	14 Malaysia	5.4	7.1	11.2	13.8	14.1		7.9	7.0	1.9	0.3	8.9	2.1	-8.3					-1.9	-3.2	5.8	6.3	
15	18 Singapore	5.6	5.0	6.7	10.7	12.9		-10.1	41.4	17.4	6.5	10.3	8.3	1.6					41.7	13.9	11.9	8.8	
16	16 Switzerland	7.2	8.1	10.1	11.2	12.6		-1.4	1.1	0.2	-1.8	-3.8	-0.9	-0.7					0.0	1.9	-1.9	1.2	
17	17 India	3.7	6.0	8.0	10.7	12.6		8.3	18.1	19.6	21.8	31.7	15.9	19.9	19.3	16.2	22.4	18.9	6.8	19.0	26.2	26.9	
18	15 Canada	11.7	11.1	9.8	11.9	12.0		-6.0	4.4	2.4	3.8	10.7	2.7	0.9					-1.6	4.6	0.3	7.1	
19	21 Greece	10.0	10.7	10.4	9.6	10.5		-10.6	-7.6	9.3	-4.6	-12.7	-7.9	-0.6		-18.6	-7.5		-2.1	10.4	10.5	5.6	
20	20 Netherlands	7.8	8.4	8.9	9.7	10.3		-2.3	9.6	6.1	5.1	8.8	5.3	2.1					0.0	10.8	4.9	7.6	
21	24 Sweden	4.4	5.5	7.4	8.3	9.9		6.3	1.3	12.3	19.4	33.1	21.6	9.8					1.1	6.5	13.1	28.1	
22	26 Korea, Republic of	7.4	4.7	7.0	7.8	8.8	\$	0.5	5.5	18.8	19.1	21.3	55.2	6.8		1.9	-9.0		23.4	-11.4	38.8	28.3	
23	23 Mexico	9.0	9.5	8.3	9.0	8.5	\$	-13.9	4.2	-1.0	7.2	6.9	5.3	6.3		15.7	9.2		-7.2	1.4	-0.4	3.6	
24	25 Belgium	7.1	7.9	7.3	7.8	8.4		-8.2	6.4	7.2	5.1	6.5	4.1	5.1					7.2	2.7	3.6	16.0	
25	30 Russian Federation	3.7	4.7	6.7	6.7	8.2	\$	-20.9	-5.7	29.1	6.9	7.6	7.1	6.3					25.8	30.9	23.2	38.3	
26	27 Portugal	5.7	6.2	6.9	7.6	8.1		-7.2	10.0	7.2	5.7	7.2	4.1	5.8		5.6	7.3		6.9	10.1	7.3	4.1	
27	31 Taiwan (pr. of China)	4.0	4.0	4.9	6.6	7.9	\$	14.8	27.9	26.9	8.0	15.5	5.6	3.5					31.8	25.2	25.2	26.1	
28	19 Japan	3.7	5.3	7.4	10.0	7.9		-13.8	20.2	-24.5	36.7	13.9	97.2	33.4		18.2	14.7		-11.3	-46.7	-28.5	-8.8	
29	28 Poland	6.1	5.0	6.5	7.2	7.7		-1.0	3.8	9.1	16.3	23.1	15.6	12.6					26.1	4.0	11.4	1.1	
30	29 South Africa	2.9	6.0	5.4	6.8	6.9	sa	-2.4	3.9	4.4	22.4	26.0	26.7	15.4					2.4	-13.7	10.7	21.9	
31	34 Croatia	3.0	5.9	6.5	6.1	6.7	€	-15.9	-5.9	10.8	3.3	7.3	3.5	2.9					-15.4	9.4	8.1	-2.9	
32	32 Untd Arab Emirates	1.2	2.6	5.3	6.5	6.6		2.7	16.7	7.3													
33	22 Egypt	4.7	5.5	7.7	9.4	6.3	\$	-2.1	16.5	-30.5	15.0	12.9	25.9	-2.3	27.2	23.3	15.2	48.2	-34.0	-35.4	-26.0	-25.6	
34	37 Saudi Arabia	..	3.7	4.3	5.1	6.1		1.4	12.0	26.0	-16.5	8.8	-14.7	-33.5					29.0	54.3	43.4	1.2	
35	36 Indonesia	5.4	3.6	4.0	5.2	5.7	\$	-24.1	24.3	15.0	3.9	9.5	3.7	-1.2					14.5	11.8	15.7	17.2	
36	35 Czech Rep	3.2	3.9	5.0	5.4	5.5		-0.4	2.5	-0.7	8.6	16.5	10.3	0.8					-5.3	-11.0	5.6	7.6	
37	38 Morocco	2.2	3.7	4.7	5.1	5.2		-4.9	6.8	4.8	-2.1	-1.5	-3.1	-5.6		9.4	2.1		16.9	8.9	-1.1	0.5	
38	33 Lebanon	..	4.4	4.9	6.1	4.9	\$	16.4	19.0	-14.8													
39	41 Brazil	2.0	3.1	3.8	4.3	4.7	\$	-8.3	7.5	15.0	1.4	9.8	1.7	-2.1	-4.4	7.0	-6.8	-11.4	9.1	23.7	18.3	11.2	
40	39 Syria	1.2	1.6	2.7	4.7	..		19.3	64.8	..													
41	40 Denmark	4.0	4.2	4.0	4.4	4.7		-6.1	9.5	7.3	0.3	6.0	0.4	-2.1					4.9	10.3	7.9	4.5	
42	47 Vietnam	..	1.8	2.2	3.4	4.0	\$	-22.4	45.9	26.3													
43	42 Hungary	4.1	3.3	4.0	4.1	4.0		11.5	-1.8	0.3	0.0	7.4	-5.6	0.7					-4.8	0.7	-4.6	11.6	
44	44 New Zealand	2.5	4.2	3.3	3.7	4.0		2.4	-7.2	3.7	-3.0	-5.0	0.2	-2.9					2.8	-3.8	5.8	10.2	
45	43 Argentina	3.1	2.2	2.8	3.7	3.8	\$	-14.8	24.8	8.4	-6.9	-2.3	-6.0	-13.3					6.1	25.1	16.6	-5.7	
46	46 Norway	2.3	2.8	3.0	3.6	3.8		-2.9	8.9	3.1	4.6	9.7	6.1	-0.2					1.3	3.1	4.9	2.4	
47	45 Israel	4.5	2.3	2.7	3.6	3.5	\$	-12.6	27.5	1.7	7.9	4.8	11.2	5.8		12.6			7.7	1.6	5.4	-2.3	
48	50 Luxembourg	2.0	2.9	3.0	3.1	3.5		-1.9	3.7	11.5	0.7	-1.4	0.4	2.9					20.8	9.1	6.1	11.7	
49	49 Ireland	2.9	3.9	3.6	3.1	3.3		-17.1	-12.6	5.6	-5.4	1.0	-0.2	-11.4					4.0	18.1	5.6	-6.8	
50	48 Dominican Rp	3.1	2.8	2.9	3.2	3.1	\$	-2.8	4.0	3.4	5.6	5.8	6.9	4.2					2.9	4.7	1.6	4.8	

Source: World Tourism Organization (UNWTO) ©

(Data as collected by UNWTO January 2013)

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



## About receipts and expenditure data

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

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

Exchange rate changes can substantially influence the amount of US dollars reported from year to year. When the dollar depreciates against for instance the euro, worldwide receipts expressed in dollars relatively increases, and vice versa in the case of appreciation of the dollar. On average for the year, in 2011 the US dollar (and pegged currencies such as from some destinations in the Caribbean or the Middle East) depreciated some 5% against the euro, while in both 2010 and 2009 the US dollar appreciated some 5%, in 2008 the dollar depreciated 7% and in 2007 8%. Over the two years 2005 and 2006, the US dollar and the euro maintained a fairly steady exchange rate, although both currencies did fluctuate against a range of other currencies.

On average for the year, in 2011 one euro exchanged at US\$ 1.3920, in 2010 at US\$ 1.3257, in 2009 at US\$ 1.3948, in 2008 at US\$ 1.4708, in 2007 at 1.3705, in 2006 at 1.2556 and in 2005 at 1.2441 (or 1 US\$ to 0.7184 euro on average for 2011, 0.7543 euro in 2010, 0.7169 euro in 2009, 0.6799 euro in 2008, 0.7297 euro in 2007, 0.7964 euro in 2006 and 0.8038 euro in 2005).

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

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

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## International Tourism Expenditure (US\$ billion)

		Full year					Monthly/quarterly data series																
		US\$					Local currencies, current prices (% change over same period of the previous year)																
Rank		2000	2005	2009	2010	2011*	Series	09/08	10/09	11*/10	2012*								2011*				
'11	'10	(billion)									YTD	Q1	Q2	Q3	Q4	Oct	Nov	Dec	Q1	Q2	Q3	Q4	
	World	475	679	854	928	1,042																	
1	1 Germany	53.0	74.4	81.2	78.1	85.9		-5.9	1.3	4.7	3.4	8.8	2.9	0.9		3.7	5.8		1.8	0.5	8.6	5.4	
2	2 United States	65.4	69.9	74.1	75.5	78.7	sa	-7.9	1.9	4.2	6.9	10.2	9.0	4.2		2.5	3.7		1.5	8.0	4.2	3.1	
3	3 China	13.1	21.8	43.7	54.9	72.6	\$	20.9	25.6	32.3	41.9	25.0	54.3	45.9					30.2	30.8	51.8	17.5	
4	4 United Kingdom	38.4	59.6	50.1	50.0	51.0	sa	-13.6	0.5	-1.6	4.9	1.9	4.6	8.1					-2.0	-1.4	-3.8	0.7	
5	5 France	22.6	31.8	38.4	39.0	44.1		-1.5	7.1	7.6	-6.8	-14.3	-9.8	-3.1		0.0	0.0		17.4	13.7	9.5	-7.8	
6	6 Canada	12.4	18.0	24.2	29.6	33.2		-3.8	10.6	8.2	7.5	8.0	9.3	4.9					5.0	10.3	12.2	5.4	
7	9 Russian Federation	8.8	17.3	20.9	26.6	32.5	\$	-12.1	27.2	22.1	31.1	37.8	26.9	30.7					21.4	24.7	21.8	20.5	
8	8 Italy	15.7	22.4	27.9	27.1	28.7		-4.3	2.0	0.8	-1.7	-4.7	-0.7	-0.3		-3.2			8.0	-0.5	-1.5	-0.3	
9	7 Japan	31.9	27.3	25.1	27.9	27.2		-18.4	4.0	-11.2	3.3	-2.5	15.0	2.2		-0.7	-0.2		-5.2	-19.8	-11.7	-8.7	
10	10 Australia	6.4	11.3	17.6	22.2	26.7		2.5	7.3	6.9	4.9	6.5	5.0	4.4		3.2	3.6		8.1	10.3	6.1	3.7	
11	13 Belgium	9.4	15.0	20.4	18.9	22.3		9.0	-2.6	12.1	13.5	12.0	14.5	13.6					6.2	13.3	11.2	17.9	
12	18 Brazil	3.9	4.7	10.9	16.4	21.3	\$	-0.6	50.7	29.5	4.6	13.2	-3.1	-5.1	15.9	20.6	15.3	12.0	42.3	48.1	34.5	2.6	
13	15 Singapore	4.5	10.1	15.8	18.6	21.1		-0.4	10.2	4.5	6.7	7.9	5.5	6.8					3.9	5.4	4.9	3.8	
14	12 Netherlands	12.2	16.2	20.7	19.6	20.5		0.4	-0.2	-0.4	7.9	4.8	10.8	7.4					-2.6	-0.6	1.2	-1.1	
15	14 Korea, Republic of	7.1	15.4	15.0	18.8	19.5	\$	-21.1	24.9	3.6	2.4	-0.5	-5.4	3.3		20.6	18.0		9.0	12.7	2.6	-8.4	
16	16 Hong Kong (China)	12.5	13.3	15.7	17.5	19.2		-3.1	12.0	9.6	7.0	8.6	5.5	7.1					9.5	13.2	9.1	7.0	
17	17 Spain	6.0	15.1	16.9	16.8	17.3		-12.6	4.8	-1.9	-3.7	-5.3	2.0	-5.4		-6.2	-4.6		0.1	-4.4	-2.4	-0.8	
18	11 Saudi Arabia	..	9.1	20.4	21.1	17.3		35.0	3.5	-18.3	2.2	17.3	11.8	-16.9					-21.1	-30.1	-0.1	-19.6	
19	20 Norway	4.6	9.7	12.0	13.5	16.1		-2.6	7.7	10.4	12.5	13.4	8.8	15.0					9.8	15.5	8.1	8.4	
20	21 Sweden	8.0	10.5	11.9	13.2	15.8		-6.1	4.7	7.4	5.5	8.1	3.7	4.9					5.2	17.9	4.2	3.3	
21	19 Iran	0.7	3.7	9.1	14.2	..	\$	19.2	55.8	..													
22	23 Switzerland	5.4	8.8	10.9	11.2	14.0		0.6	-1.7	6.4	10.2	8.8	9.3	11.7					1.3	5.3	7.2	10.6	
23	24 India	2.7	6.2	9.3	10.6	13.7		8.8	6.9	32.9	7.9	12.4	9.7	2.2					19.5	46.8	26.7	40.5	
24	22 Untd Arab Emirates	3.0	6.2	10.3	11.8	13.2		-22.1	14.2	11.8													
25	29 Malaysia	2.1	3.7	6.5	7.9	10.8		1.7	11.9	29.0	15.1	17.6	18.0	10.0					23.7	20.8	27.9	42.7	
26	25 Austria	6.3	9.3	10.8	10.2	10.5		0.3	-0.3	-2.4	8.6	27.2	10.4	1.3					-16.2	0.4	-3.8	12.3	
27	26 Taiwan (pr. of China)	8.1	8.7	7.8	9.4	10.1	\$	-14.4	20.0	8.1	2.0	2.8	4.7	-1.1					11.2	10.2	15.0	-4.0	
28	27 Denmark	4.7	6.9	9.1	9.0	9.8		-1.7	4.4	3.7	4.0	5.4	3.0	3.8					2.4	5.4	3.1	3.4	
29	32 Kuwait	2.5	4.5	6.2	6.4	8.1		-12.5	3.4	21.8													
30	28 Poland	3.3	5.5	7.4	8.6	8.0		-2.2	14.7	-3.9	19.5	30.4	16.6	15.7					-4.3	-7.2	-9.1	8.8	
31	30 Mexico	5.5	7.6	7.2	7.3	7.8	\$	-15.9	0.7	8.0	6.3	5.2	1.1	9.3		12.6	8.8		3.0	12.8	11.1	5.0	
32	31 Ireland	2.5	6.1	7.8	7.1	7.0		-20.5	-4.4	-6.1	-1.7	-1.1	-1.3	-2.5					4.0	-1.2	-17.2	-0.5	
33	34 Nigeria	0.6	0.2	5.1	5.6	6.7	\$	-48.5	11.2	18.1									-20.6	-20.6	50.4	50.4	
34	33 Indonesia	3.2	3.6	5.3	6.4	6.3	\$	-4.3	20.3	-2.2	10.0	11.4	9.2	9.6					-3.4	-1.3	-6.1	0.9	
35	35 Thailand	2.8	3.8	4.4	5.6	5.7		-9.0	17.3	-2.1	7.5	2.5	12.9	7.4					2.2	-6.9	2.1	-5.4	
36	38 Argentina	4.4	2.8	4.5	4.9	5.5	\$	-1.5	8.6	13.6	11.9	14.9	18.0	1.7					15.2	7.5	9.4	21.4	
37	36 South Africa	2.1	3.4	4.1	5.6	5.2	sa	-3.7	18.1	-6.9	-14.7	-13.3	-23.7	-6.9					4.0	6.5	-12.2	-21.3	
38	39 Turkey	1.7	2.9	4.1	4.8	5.0	\$	18.3	16.4	3.1	-12.9	-36.5	-14.9	-12.2		32.2	5.8		20.8	13.3	-20.0	3.6	
39	40 Finland	1.9	3.1	4.4	4.2	4.8		2.7	2.1	7.2	8.1	14.1	2.9	8.7					-2.8	17.1	9.0	4.5	
40	41 Czech Rep	1.3	2.4	4.1	4.1	4.6		-1.9	0.6	3.8	7.2	12.2	1.8	8.2					11.1	13.6	-3.1	-3.2	
41	43 Ukraine	0.5	2.8	3.3	3.7	4.5	\$	-17.2	12.4	19.2	4.1	4.0	6.9	2.0					18.9	21.5	23.3	11.4	
42	37 Lebanon	..	2.9	4.0	4.9	4.2	\$	12.6	22.8	-14.4													
43	42 Portugal	2.2	3.1	3.8	3.9	4.1		-7.7	8.9	0.7	-0.9	0.4	-3.7	-2.2		4.6	3.6		2.4	1.6	-1.7	0.8	
44	44 Luxembourg	1.3	3.0	3.6	3.5	3.8		0.7	3.0	2.0	2.5	4.0	2.5	1.7					0.5	2.9	1.0	4.5	
45	45 Philippines	1.6	1.3	2.7	3.4	3.6	\$	31.2	26.6	6.7	16.7	7.2	21.1	21.0					2.3	9.9	4.8	9.7	
46	46 Israel	2.8	2.9	2.9	3.4	3.5	\$	-15.4	17.4	3.7	-2.0	10.3	-9.1	-2.3					-15.9	18.4	-0.4	15.3	
47	47 New Zealand	1.2	2.7	2.5	3.0	3.4		-4.7	4.3	3.5	5.6	9.1	2.4	5.8					4.4	6.2	3.3	0.6	
48	48 Greece	4.6	3.0	3.4	2.9	3.2		-9.5	-11.1	5.1	-19.2	-21.9	-5.7	-26.6		-32.9	-5.3		3.4	-5.3	26.4	-5.7	
49	49 Hungary	1.7	2.3	2.7	2.4	2.5		1.9	-8.9	-1.3	-6.2	-6.6	-3.2	-8.0					1.5	-7.3	-5.3	8.9	
50	52 Venezuela	1.1	1.3	1.8	1.8	2.4	\$	-10.0	-1.4	32.7	31.4	19.5	37.4	33.2	31.9				10.7	48.4	8.1	16.3	

Source: World Tourism Organization (UNWTO) ©

(Data as collected by UNWTO January 2013)

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

## International Tourism Expenditure (euro billion)

		Full year					Monthly/quarterly data series																
		euro					Local currencies, current prices (% change over same period of the previous year)																
Rank		2000	2005	2009	2010	2011*	Series	09/08	10/09	11*/10	2012*								2011*				
'11	'10	(billion)									YTD	Q1	Q2	Q3	Q4	Oct	Nov	Dec	Q1	Q2	Q3	Q4	
	World	515	546	612	700	748																	
1	1 Germany	57.4	59.8	58.2	58.9	61.7		-5.9	1.3	4.7	3.4	8.8	2.9	0.9		3.7	5.8		1.8	0.5	8.6	5.4	
2	2 United States	70.8	56.2	53.1	57.0	56.5	sa	-7.9	1.9	4.2	6.9	10.2	9.0	4.2		2.5	3.7		1.5	8.0	4.2	3.1	
3	3 China	14.2	17.5	31.3	41.4	52.1	\$	20.9	25.6	32.3	41.9	25.0	54.3	45.9					30.2	30.8	51.8	17.5	
4	4 United Kingdom	41.6	47.9	36.0	37.7	36.6	sa	-13.6	0.5	-1.6	4.9	1.9	4.6	8.1					-2.0	-1.4	-3.8	0.7	
5	5 France	24.5	25.6	27.5	29.4	31.7		-1.5	7.1	7.6	-6.8	-14.3	-9.8	-3.1		0.0	0.0		17.4	13.7	9.5	-7.8	
6	6 Canada	13.5	14.5	17.3	22.3	23.8		-3.8	10.6	8.2	7.5	8.0	9.3	4.9					5.0	10.3	12.2	5.4	
7	9 Russian Federation	9.6	13.9	15.0	20.1	23.3	\$	-12.1	27.2	22.1	31.1	37.8	26.9	30.7					21.4	24.7	21.8	20.5	
8	8 Italy	17.0	18.0	20.0	20.4	20.6		-4.3	2.0	0.8	-1.7	-4.7	-0.7	-0.3		-3.2			8.0	-0.5	-1.5	-0.3	
9	7 Japan	34.5	22.0	18.0	21.0	19.5		-18.4	4.0	-11.2	3.3	-2.5	15.0	2.2		-0.7	-0.2		-5.2	-19.8	-11.7	-8.7	
10	10 Australia	6.9	9.0	12.6	16.7	19.2		2.5	7.3	6.9	4.9	6.5	5.0	4.4		3.2	3.6		8.1	10.3	6.1	3.7	
11	13 Belgium	10.2	12.0	14.6	14.3	16.0		9.0	-2.6	12.1	13.5	12.0	14.5	13.6					6.2	13.3	11.2	17.9	
12	18 Brazil	4.2	3.8	7.8	12.4	15.3	\$	-0.6	50.7	29.5	4.6	13.2	-3.1	-5.1	15.9	20.6	15.3	12.0	42.3	48.1	34.5	2.6	
13	15 Singapore	4.9	8.1	11.4	14.1	15.2		-0.4	10.2	4.5	6.7	7.9	5.5	6.8					3.9	5.4	4.9	3.8	
14	12 Netherlands	13.2	13.0	14.8	14.8	14.7		0.4	-0.2	-0.4	7.9	4.8	10.8	7.4					-2.6	-0.6	1.2	-1.1	
15	14 Korea, Republic of	7.7	12.4	10.8	14.2	14.0	\$	-21.1	24.9	3.6	2.4	-0.5	-5.4	3.3		20.6	18.0		9.0	12.7	2.6	-8.4	
16	16 Hong Kong (China)	13.5	10.7	11.2	13.2	13.8		-3.1	12.0	9.6	7.0	8.6	5.5	7.1					9.5	13.2	9.1	7.0	
17	17 Spain	6.5	12.1	12.1	12.7	12.4		-12.6	4.8	-1.9	-3.7	-5.3	2.0	-5.4		-6.2	-4.6		0.1	-4.4	-2.4	-0.8	
18	11 Saudi Arabia	..	7.3	14.6	15.9	12.4		35.0	3.5	-18.3	2.2	17.3	11.8	-16.9					-21.1	-30.1	-0.1	-19.6	
19	20 Norway	5.0	7.8	8.6	10.2	11.5		-2.6	7.7	10.4	12.5	13.4	8.8	15.0					9.8	15.5	8.1	8.4	
20	21 Sweden	8.7	8.5	8.5	10.0	11.3		-6.1	4.7	7.4	5.5	8.1	3.7	4.9					5.2	17.9	4.2	3.3	
21	19 Iran	0.7	3.0	6.5	10.7	..	\$	19.2	55.8	..													
22	23 Switzerland	5.9	7.1	7.8	8.4	10.0		0.6	-1.7	6.4	10.2	8.8	9.3	11.7					1.3	5.3	7.2	10.6	
23	24 India	2.9	5.0	6.7	8.0	9.9		8.8	6.9	32.9	7.9	12.4	9.7	2.2					19.5	46.8	26.7	40.5	
24	22 Untd Arab Emirates	3.3	5.0	7.4	8.9	9.5		-22.1	14.2	11.8													
25	29 Malaysia	2.2	3.0	4.6	6.0	7.7		1.7	11.9	29.0	15.1	17.6	18.0	10.0					23.7	20.8	27.9	42.7	
26	25 Austria	6.8	7.5	7.7	7.7	7.5		0.3	-0.3	-2.4	8.6	27.2	10.4	1.3					-16.2	0.4	-3.8	12.3	
27	26 Taiwan (pr. of China)	8.8	7.0	5.6	7.1	7.3	\$	-14.4	20.0	8.1	2.0	2.8	4.7	-1.1					11.2	10.2	15.0	-4.0	
28	27 Denmark	5.1	5.5	6.5	6.8	7.0		-1.7	4.4	3.7	4.0	5.4	3.0	3.8					2.4	5.4	3.1	3.4	
29	32 Kuwait	2.7	3.6	4.4	4.8	5.8		-12.5	3.4	21.8													
30	28 Poland	3.6	4.5	5.3	6.5	5.8		-2.2	14.7	-3.9	19.5	30.4	16.6	15.7					-4.3	-7.2	-9.1	8.8	
31	30 Mexico	6.0	6.1	5.2	5.5	5.6	\$	-15.9	0.7	8.0	6.3	5.2	1.1	9.3		12.6	8.8		3.0	12.8	11.1	5.0	
32	31 Ireland	2.8	4.9	5.6	5.4	5.0		-20.5	-4.4	-6.1	-1.7	-1.1	-1.3	-2.5					4.0	-1.2	-17.2	-0.5	
33	34 Nigeria	0.6	0.2	3.6	4.2	4.8	\$	-48.5	11.2	18.1									-20.6	-20.6	50.4	50.4	
34	33 Indonesia	3.5	2.9	3.8	4.8	4.5	\$	-4.3	20.3	-2.2	10.0	11.4	9.2	9.6					-3.4	-1.3	-6.1	0.9	
35	35 Thailand	3.0	3.1	3.2	4.2	4.1		-9.0	17.3	-2.1	7.5	2.5	12.9	7.4					2.2	-6.9	2.1	-5.4	
36	38 Argentina	4.8	2.2	3.2	3.7	4.0	\$	-1.5	8.6	13.6	11.9	14.9	18.0	1.7					15.2	7.5	9.4	21.4	
37	36 South Africa	2.3	2.7	2.9	4.2	3.8	sa	-3.7	18.1	-6.9	-14.7	-13.3	-23.7	-6.9					4.0	6.5	-12.2	-21.3	
38	39 Turkey	1.9	2.3	3.0	3.6	3.6	\$	18.3	16.4	3.1	-12.9	-36.5	-14.9	-12.2		32.2	5.8		20.8	13.3	-20.0	3.6	
39	40 Finland	2.0	2.5	3.1	3.2	3.4		2.7	2.1	7.2	8.1	14.1	2.9	8.7					-2.8	17.1	9.0	4.5	
40	41 Czech Rep	1.4	1.9	2.9	3.1	3.3		-1.9	0.6	3.8	7.2	12.2	1.8	8.2					11.1	13.6	-3.1	-3.2	
41	43 Ukraine	0.5	2.3	2.4	2.8	3.2	\$	-17.2	12.4	19.2	4.1	4.0	6.9	2.0					18.9	21.5	23.3	11.4	
42	37 Lebanon	..	2.3	2.9	3.7	3.0	\$	12.6	22.8	-14.4													
43	42 Portugal	2.4	2.5	2.7	3.0	3.0		-7.7	8.9	0.7	-0.9	0.4	-3.7	-2.2		4.6	3.6		2.4	1.6	-1.7	0.8	
44	44 Luxembourg	1.4	2.4	2.6	2.7	2.7		0.7	3.0	2.0	2.5	4.0	2.5	1.7					0.5	2.9	1.0	4.5	
45	45 Philippines	1.8	1.0	1.9	2.6	2.6	\$	31.2	26.6	6.7	16.7	7.2	21.1	21.0					2.3	9.9	4.8	9.7	
46	46 Israel	3.0	2.3	2.1	2.6	2.5	\$	-15.4	17.4	3.7	-2.0	10.3	-9.1	-2.3					-15.9	18.4	-0.4	15.3	
47	47 New Zealand	1.3	2.2	1.8	2.3	2.5		-4.7	4.3	3.5	5.6	9.1	2.4	5.8					4.4	6.2	3.3	0.6	
48	48 Greece	4.9	2.4	2.4	2.2	2.3		-9.5	-11.1	5.1	-19.2	-21.9	-5.7	-26.6		-32.9	-5.3		3.4	-5.3	26.4	-5.7	
49	49 Hungary	1.8	1.8	2.0	1.8	1.8		1.9	-8.9	-1.3	-6.2	-6.6	-3.2	-8.0					1.5	-7.3	-5.3	8.9	
50	52 Venezuela	1.1	1.0	1.3	1.4	1.7		-10.0	-1.4	32.7	31.4	19.5	37.4	33.2	31.9				10.7	48.4	8.1	16.3	

Source: World Tourism Organization (UNWTO) ©

(Data as collected by UNWTO January 2013)

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	2010	2011	2012*	11/10	12/11	Series	2012*													2011			
				(1000)	(%)	(%)		YTD	Q1	Q2	Q3	Q4	Aug	Sep	Oct	Nov	Dec	Q1	Q2	Q3	Q4			
Europe		487,563	517,496	534,825	6.1	3.3		3.3	4.8	3.3	2.9	2.8	3.6	4.0	2.3	3.8	2.5		5.9	9.4	6.8	5.6		
- of which EU-27		372,013	390,949	400,096	5.1	2.3		2.3	4.5	2.3	1.9	1.5	2.4	3.0	1.0	2.7	0.8		5.2	9.0	6.6	5.2		
Northern Europe		63,769	64,804	65,066	1.6	0.4		0.4	4.1	1.5	-2.8	1.7	-4.0	0.8	-1.0	7.5	-0.8		10.6	16.4	12.2	5.6		
Denmark	TF	8,744	7,363	..	-15.8	..	TCE(1)	2.2	6.7	2.3	0.3		0.4	0.2	3.1	6.8			11.1	16.8	4.4	2.9		
Finland	TF	3,670	4,192	..	14.2	..	TCE	6.1	15.7	7.4	0.3		-1.3	3.0	2.7	6.8			11.9	17.0	11.8	12.2		
Iceland	TF	489	566	..	15.7	..	THS(2)	16.9	38.6	11.2	11.5		9.6	12.6	26.7	49.1			3.6	17.2	18.8	21.7		
Ireland	TF	7,134	7,630	..	7.0	..	TF*	0.2	-1.2	0.7	-2.6	5.0	-1.3	0.8	6.8	4.9	2.9		8.7	17.1	7.8	-3.2		
Norway	TF	4,767	4,963	..	4.1	..	THS	-1.9	9.1	0.4	-7.8		-11.7	2.9	9.9	7.7			9.6	9.2	10.0	5.6		
Sweden	TCE	4,951	10,784	..	n/a	..	TCE	-1.7	6.0	-2.0	-3.9		-4.3	-4.3	-4.8	4.4			-1.0	9.6	-2.9	2.7		
United Kingdom	TF	28,299	29,306	..	3.6	..	VF	0.3	1.9	1.9	-2.9		-4.7	1.7	-4.2	8.7			3.5	7.1	2.1	0.6		
Western Europe		154,347	160,956	165,774	4.3	3.0		3.0	5.9	3.4	1.9	2.1	1.5	4.5	3.4	1.2	1.3		3.9	5.4	3.3	5.3		
Austria	TCE	22,004	23,012	24,144	4.6	4.9	TCE	4.9	5.2	5.7	4.0	5.3	5.0	6.5	0.1	8.1	7.7		1.2	7.3	5.4	6.0		
Belgium	TCE	7,186	7,456	..	3.8	..	TCE	1.3	4.1	1.1	0.6		2.4	-0.4	-1.0				3.2	7.3	1.9	2.5		
France	TF	77,648	81,411	..	4.8	..	TCE	1.6	6.1	2.0	0.0		-1.5	3.8	3.3				2.5	1.8	1.2	4.0		
Germany	TCE	26,875	28,352	..	5.5	..	TCE	7.5	9.1	7.7	7.2		8.0	7.5	6.2	5.7			9.0	6.9	2.7	5.6		
Liechtenstein	THS	50	53	..	7.1	..	THS	-14.2											9.5	19.8	-2.3	5.7		
Luxembourg	TCE	793	543	..	-31.6	..	TCE												-40.2	-35.6	-19.8	-39.7		
Monaco	THS	279	295	..	5.6	..	THS	2.5	-3.1	6.5									8.4	1.5	9.0	3.9		
Netherlands	TCE	10,883	11,300	11,700	3.8	3.5	TCE	3.5	7.4	3.4	2.5	2.1	5.1	0.6	0.6	3.2	3.2		0.0	7.7	2.1	4.4		
Switzerland	THS	8,628	8,534	..	-1.1	..	THS	-0.3	-3.7	-1.4	0.2		3.7	1.3	7.5	4.2			0.5	3.2	-4.5	-2.2		
Central/Eastern Europe		95,932	105,309	113,750	9.8	8.0		8.0	9.2	9.5	7.0	7.0	7.0	7.1	7.2	7.4	6.3		7.7	9.7	6.9	8.2		
Armenia	TF	687	758	..	10.3	..	TF	9.4	-9.0	15.7	13.5								23.4	11.3	10.1	3.7		
Azerbaijan	TF	1,280	1,562	..	22.0	..	VF	7.1	7.1	7.1									14.8	14.8	13.5	13.5		
Belarus	TF	120	116	..	-3.3	..	TF																	
Bulgaria	TF	6,047	6,328	..	4.6	..	VF	1.8	0.2	-2.1	3.7	3.2	3.3	3.2	3.0	5.4	1.2		8.1	7.1	1.5	4.8		
Czech Rep	TF	8,629	8,775	..	1.7	..	TCE	8.4	14.4	2.6	11.2		12.1	11.6	5.8				2.5	12.1	4.0	4.4		
Estonia	TF	2,372	2,665	..	12.4	..	TCE	3.5	11.0	3.7	1.2		-1.5	2.9	0.8	2.8			16.6	17.2	14.0	15.6		
Georgia	VF	2,032	2,822	4,389	38.9	55.5	VF	55.5	39.4	63.6	59.8	53.8	61.8	61.7	66.1	68.0	31.7		41.3	47.5	41.3	28.6		
Hungary	TF	9,510	10,250	..	7.8	..	TF	0.9	2.8	2.8	-1.6								7.3	7.7	9.6	5.4		
Kazakhstan	TF	3,393	4,093	..	20.6	..	VF	15.3	21.6	11.4									20.8	45.8	27.5	56.3		
Kyrgyzstan	TF	1,316	3,114	..	137	..	TF																	
Latvia	TF	1,373	1,493	..	8.7	..	TCE	2.7	14.9	1.7	-1.2		-4.6	6.8	0.5	5.1			29.5	31.2	11.7	22.3		
Lithuania	TF	1,507	1,775	..	17.8	..	TCE	12.4	13.3	10.9	13.1		10.1	15.7					39.8	18.7	14.7	16.9		
Poland	TF	12,470	13,350	..	7.1	..	TF	11.2	12.1	13.0	9.2								8.2	7.8	4.8	8.4		
Rep Moldova	TCE	64	75	..	17.9	..	TCE	22.4	27.0	23.1	18.7								14.0	16.8	18.2	21.4		
Romania	TCE	1,343	1,515	..	12.8	..	TCE	9.8	9.8	13.8	6.6		4.9	2.2	12.1	6.7			10.2	10.9	15.2	13.4		
Russian Federation	TF	20,271	22,686	..	11.9	..	VF	13.1	13.7	15.4	10.8								13.0	14.5	9.3	11.6		
Slovakia	TCE	1,327	1,460	..	10.1	..	TCE	4.0	1.7	0.3	7.7		6.8	12.4	5.7	2.7			7.0	15.3	8.7	10.0		
Ukraine	TF	21,203	21,415	..	1.0	..	TF	2.8	-1.6	5.7									-1.8	0.2	3.9	-0.8		
Uzbekistan	TF	975	..	..	..	..	TF																	
Southern/Mediterr. Eu.		173,514	186,428	190,235	7.4	2.0		7.9	0.8	0.7	3.5	0.8	6.2	2.9	0.0	1.4	1.8		4.9	10.2	8.0	4.2		
Albania	TF	2,347	2,865	..	22.1	..	TF	28.9	16.1	24.4	32.8								37.3	33.2	1.3	26.2		
Andorra	TF	1,808	1,948	2,238	7.7	14.9	TF	14.9	43.0	13.0	5.4	0.7	-4.7	10.6	-5.3	3.0	4.0		-5.4	1.0	16.4	18.4		
Bosnia & Herzg	TCE	365	392	..	7.2	..	TCE	12.3	4.5	14.8	15.2		19.8	18.7	9.1	7.5			5.8	5.6	11.1	4.4		
Croatia	TCE	9,111	9,927	10,369	9.0	4.5	TCE	4.5	13.8	6.0	3.3	7.6	2.5	11.6	8.7	6.5	3.8		-0.1	13.5	7.5	10.6		
Cyprus	TF	2,173	2,392	2,465	10.1	3.0	TF	3.0	-4.1	3.7	7.0	-4.1	7.9	10.2	0.8	-9.5	-16.2		0.3	14.1	11.2	5.7		
F.Yug.Rp.Macedonia	TCE	262	327	..	25.1	..	TCE	7.8	5.7	13.7	7.0		3.9	8.1	4.2	-2.7			20.9	21.7	31.8	22.3		
Greece	TF	15,007	16,427	..	9.5	..	TF	-5.6	-11.7	-8.3	-3.0		-2.5	-2.5	-8.3	-7.2			13.1	14.2	8.3	3.9		
Israel	TF	2,803	2,820	2,886	0.6	2.3	TF	2.3	-0.4	6.7	4.9	-2.2	10.0	3.0	10.5	-10.0	-9.1		6.4	2.7	2.0	-6.9		
Italy	TF	43,626	46,119	..	5.7	..	TF	0.2	-0.1	-2.3	1.8		10.5	-3.3	3.1				2.4	7.8	8.2	1.3		
Malta	TF	1,348	1,425	1,454	5.8	2.0	TF	2.3	-11.7	3.7	5.8	5.2	4.4	6.0	3.2	4.6	11.8		23.5	6.2	0.3	2.0		
Montenegro	TCE	1,088	1,201	..	10.4	..	TCE	5.2	5.2	10.7	3.8	7.5	4.3	8.1	11.3	7.4	-1.6		-1.1	9.6	10.7	18.2		
Portugal	TCE	6,832	7,412	..	8.5	..	TCE	3.8	3.6	3.4	2.9		0.0	3.6	3.5	14.5			1.2	16.4	9.9	0.5		
San Marino	THS	120	156	..	30.3	..	THS	-12.4	-15.0	8.1	-22.6		-18.4	-29.3					69.5	18.3	35.9	11.6		
Serbia	TCE	683	764	810	11.9	6.0	TCE	6.0	16.2	3.1	4.2	5.3	7.5	6.8	1.3	8.3	8.0		10.8	19.4	8.2	9.5		
Slovenia	TCE	1,869	2,037	..	9.0	..	TCE*	5.7	4.5	6.1	6.7	3.8	6.6	6.8	-2.4	16.3	2.3		7.1	9.7	10.1	5.9		
Spain	TF	52,677	56,177	57,701	6.6	2.7	TF	2.7	2.6	3.1	4.8	-1.8	5.0	5.1	-3.2	0.2	-1.3		1.6	8.7	7.7	6.1		
Turkey	TF	31,396	34,038	..	8.4	..	TF	1.5	-5.3	-0.8	3.8	4.6	10.7	2.2	1.5	4.3	12.2		14.6	11.6	7.1	4.0		

Source: World Tourism Organization (UNWTO) ©

(Data as collected by UNWTO January 2013)

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

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

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

	Full year (US\$)				Local currencies, current prices (% change over same period of the previous year)																			
	2000	2005	2010	2011*	Series	10/09	11/10	2012*													2011*			
									YTD	Q1	Q2	Q3	Q4	Aug	Sep	Oct	Nov	Dec	Q1	Q2	Q3	Q4		
	(million)																							
Europe	231,642	349,410	409,527	464,601																				
- of which EU-27	201,448	294,353	335,477	378,375																				
<i>Northern Europe</i>	<i>36,054</i>	<i>53,645</i>	<i>61,577</i>	<i>69,811</i>																				
Denmark	3,696	5,278	5,853	6,580		9.5	7.3	0.3	6.0	0.4	-2.1							4.9	10.3	7.9	4.5			
Finland	1,412	2,186	2,902	3,853		8.3	26.5	19.6	40.6	10.3	11.9							26.2	21.6	26.4	32.0			
Iceland	229	413	559	748		0.6	26.9	19.3	20.0	23.4	16.7							13.8	28.4	30.9	24.5			
Ireland	2,633	4,806	4,118	4,567		-12.6	5.6	-5.4	1.0	-0.2	-11.4							4.0	18.1	5.6	-6.8			
Norway	2,163	3,495	4,707	5,232		8.9	3.1	4.6	9.7	6.1	-0.2							1.3	3.1	4.9	2.4			
Sweden	4,064	6,792	11,037	13,762		1.3	12.3	19.4	33.1	21.6	9.8							1.1	6.5	13.1	28.1			
United Kingdom	21,857	30,675	32,401	35,069	sa	8.4	4.4	6.3	5.5	4.5	9.0							10.1	-0.1	12.1	-2.5			
<i>Western Europe</i>	<i>83,716</i>	<i>123,224</i>	<i>142,446</i>	<i>161,573</i>																				
Austria	9,784	16,054	18,596	19,860		0.9	1.7	2.9	2.3	6.1	1.9							0.2	3.9	2.9	1.5			
Belgium	6,592	9,868	10,359	11,662		6.4	7.2	5.1	6.5	4.1	5.1		10.0	4.7				7.2	2.7	3.6	16.0			
France	32,978	44,021	46,915	54,512		-0.3	10.7	3.8	15.4	5.0	-0.3		-0.7	1.1	0.0	0.0		9.2	9.4	8.8	19.4			
Germany	18,693	29,173	34,675	38,842		5.3	6.7	5.5	10.2	6.4	3.3		2.0	1.1	2.7	2.5		7.3	5.4	5.7	8.7			
Luxembourg	1,806	3,613	4,108	4,809		3.7	11.5	0.7	-1.4	0.4	2.9							20.8	9.1	6.1	11.7			
Netherlands	7,217	10,475	12,883	14,348		9.6	6.1	5.1	8.8	5.3	2.1							0.0	10.8	4.9	7.6			
Switzerland	6,645	10,020	14,911	17,540		1.1	0.2	-1.8	-3.8	-0.9	-0.7							0.0	1.9	-1.9	1.2			
<i>Central/Eastern Europe</i>	<i>20,343</i>	<i>32,801</i>	<i>48,133</i>	<i>56,289</i>																				
Armenia	38	220	408	446	\$	22.2	9.2	1.1	1.2	4.0	-0.6							21.8	10.2	7.9	4.0			
Azerbaijan	63	78	657	1,287	\$	73.4	96	86	144	65.0	72.9							55.8	171	63.9	146			
Belarus	93	253	440	642	\$	19.1	45.8	71	75	107	35.4							73.0	37.8	17.3	68.3			
Bulgaria	1,074	2,412	3,637	3,967		2.5	3.8	2.3	-1.2	1.3	2.9		2.1	1.1	6.1	4.3		7.7	6.2	1.9	4.8			
Czech Rep	2,973	4,813	7,121	7,628		2.5	-0.7	8.6	16.5	10.3	0.8							-5.3	-11.0	5.6	7.6			
Estonia	508	972	1,063	1,249		3.7	10.9	5.9	5.5	10.9	1.7							6.5	17.2	10.6	6.5			
Georgia	97	241	659	955	\$	38.5	44.8	47.9	43.9	48.9	49.3							62.9	62.7	40.8	27.4			
Hungary	3,753	4,101	5,381	5,580		-1.8	0.3	0.0	7.4	-5.6	0.7							-4.8	0.7	-4.6	11.6			
Kazakhstan	356	701	1,005	1,209	\$	4.4	20.3	8.4	21.6	21.4	-8.0							22.6	28.1	22.9	8.0			
Kyrgyzstan	15	73	284	640	\$	-38.2	126	45	88.9	24								-26.4	219	243	141			
Latvia	131	341	640	771		-6.4	14.0	6.5	15.6	4.9	3.4		4.0	3.8	6.0	4.3		6.1	18.5	14.2	15.9			
Lithuania	391	921	1,021	1,353		4.8	29.3	7.9	13.7	-0.1	13.1							16.1	37.4	30.4	25.2			
Poland	5,677	6,274	9,526	10,687		3.8	9.1	16.3	23.1	15.6	12.6							26.1	4.0	11.4	1.1			
Rep Moldova	39	103	173	195	\$	0.1	12.9	5.3	10.1	7.4	0.8							20.3	3.9	15.9	13.3			
Romania	359	1,061	1,140	1,418	€	-2.8	18.5	10.3	7.4	17.6	6.3		3.7	-2.4	11.7	9.9		29.7	8.4	19.9	18.8			
Russian Federation	3,429	5,870	8,830	11,398	\$	-5.7	29.1	6.9	7.6	7.1	6.3							25.8	30.9	23.2	38.3			
Slovakia	433	1,210	2,233	2,429		0.6	3.6	2.4	-0.2	3.8	3.0		0.8	6.2				4.2	6.7	4.5	-1.0			
Ukraine	394	3,125	3,788	4,294	\$	5.9	13.4	7.9	6.3	8.4	8.0							11.3	15.2	15.7	4.8			
Uzbekistan	27	28	121	..		..	..																	
<i>Southern/Mediterr. Eu.</i>	<i>91,529</i>	<i>139,740</i>	<i>157,371</i>	<i>176,928</i>																				
Albania	389	860	1,626	1,628	€	-5.8	-4.7	-0.9	5.9	2.6	-5.1		-2.7	-8.0				8.3	-9.4	-12.0	7.0			
Bosnia & Herzg	233	521	594	628		-7.1	0.7	2.1	3.1	5.0	-0.1							-5.1	-5.5	9.5	-2.5			
Croatia	2,758	7,370	8,051	9,364	€	-5.9	10.8	3.3	7.3	3.5	2.9							-15.4	9.4	8.1	-2.9			
Cyprus	1,941	2,318	2,108	2,594		1.0	17.2	11.0	-6.2	7.3	16.2		16.9	22.9	12.1			3.1	21.1	12.2	5.9			
F.Yug.Rp.Macedonia	38	89	197	239	€	-4.3	14.5	6.7	1.2	4.6	9.6		2.3	7.4	12.0			19.2	5.7	25.9	3.7			
Greece	9,219	13,349	12,742	14,623		-7.6	9.3	-4.6	-12.7	-7.9	-0.6		1.5	2.2	-18.6	-7.5		-2.1	10.4	10.5	5.6			
Israel	4,114	2,866	4,768	4,849	\$	27.5	1.7	7.9	4.8	11.2	5.8		6.1	3.1	12.6			7.7	1.6	5.4	-2.3			
Italy	27,493	35,398	38,786	43,000		1.4	5.6	3.4	-1.8	3.3	5.7		11.0	6.5	4.0			4.9	4.3	8.9	1.6			
Malta	587	755	1,079	1,267		27.2	11.8	7.5	-2.1	8.1	9.9							16.6	23.1	5.4	10.7			
Montenegro	..	268	660	777		4.9	12.1	7.9	19.7	6.7								-11.6	11.1	13.0	10.4			
Portugal	5,243	7,712	10,077	11,339		10.0	7.2	5.7	7.2	4.1	5.8		5.5	3.4	5.6	7.3		6.9	10.1	7.3	4.1			
Serbia	..	308	798	992	€	-2.0	17.4	0.2	14.8	-4.8			-8.1					6.4	19.2	22.5	16.9			
Slovenia	965	1,805	2,552	2,717		6.7	1.4	3.5	4.8	3.5	2.7		3.5	2.8	0.2	7.6		-0.4	-0.2	1.9	4.0			
Spain	29,967	47,970	52,525	59,892		3.9	8.6	0.7	0.5	-0.1	2.4		1.4	3.6	-1.7	-1.4		6.7	12.2	8.8	5.7			
Turkey	7,636	18,152	20,807	23,020	\$	-2.1	10.6	-1.8	-9.6	3.8	-4.1		-3.4	-1.7	2.1	2.4		28.5	17.8	8.9	-1.0			

Source: World Tourism Organization (UNWTO) ©

(Data as collected by UNWTO January 2013)

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	2010	2011	2012*	11/10	12/11	Series	2012*												2011			
				(1000)	(%)	(%)			YTD	Q1	Q2	Q3	Q4	Aug	Sep	Oct	Nov	Dec	Q1	Q2	Q3	Q4	
Asia and the Pacific		205,062	218,145	232,939	6.4	6.8		6.8	8.7	7.8	4.8	6.1	6.5	4.7	4.2	8.8	5.3	4.8	6.0	8.1	6.9		
North-East Asia		111,508	115,783	122,768	3.8	6.0		6.1	8.4	8.6	5.4	2.3	7.1	4.6	2.0	2.6	2.2	2.1	0.7	5.1	7.3		
China	TF	55,665	57,581	57,725	3.4	0.3	TF	0.3	4.7	0.4	-1.3	-2.3	0.1	-0.3	-2.7	-1.8	-2.5	2.5	3.4	2.7	5.1		
Hong Kong (China)	TF	20,085	22,316	23,770	11.1	6.5	TF	6.5	8.6	5.0	6.9	5.6	10.9	5.7	3.6	8.2	5.3	5.7	11.4	14.8	12.1		
Japan	VF	8,611	6,219	8,368	-27.8	34.6	VF	34.6	9.5	96.4	38.4	17.5	41.6	22.1	14.6	17.6	20.6	-13.3	-50.3	-31.4	-13.5		
Korea, Republic of	VF	8,798	9,795	11,140	11.3	13.7	VF	13.7	22.0	24.5	12.1	0.1	12.9	8.8	3.8	-3.2	-0.9	2.8	5.3	17.5	18.0		
Macao (China)	TF	11,926	12,925	13,577	8.4	5.0	TF	5.0	8.5	2.7	3.6	5.8	3.8	5.7	6.9	5.4	5.1	-0.7	6.7	16.2	11.0		
Mongolia	TF	456	460	476	0.9	3.4	TF	3.4	-4.0	-1.3	6.4	10.7					149.2	-18.7	0.7	-12.7			
Taiwan (pr. of China)	VF	5,567	6,087	7,311	9.3	20.1	VF	20.1	22.3	28.0	22.1	10.4	19.8	19.5	15.1	8.4	8.3	9.8	0.0	11.2	16.4		
South-East Asia		69,996	77,268	84,019	10.4	8.7		8.7	9.8	7.5	4.3	13.2	6.2	5.8	8.8	20.2	10.9	7.7	14.1	14.1	6.3		
Brunei Darussalam	TF	214	242	..	13.0	..	TF										23.7	33.4	21.1	-15.9			
Cambodia	TF	2,508	2,882	3,584	14.9	24.4	TF	24.4	27.8	25.5	17.3	26.3	17.3	15.7	24.8	25.6	28.1	13.9	12.9	20.2	13.0		
Indonesia	TF	7,003	7,650	8,044	9.2	5.2	TF	5.2	11.0	4.8	0.1	5.6	2.1	5.2	4.9	5.9	5.9	6.4	6.4	11.7	12.0		
Lao P.D.R.	TF	1,670	1,786	..	6.9	..	VF	12.0	14.1	19.8	1.2		-2.4	9.0			19.5	26.5	16.1	-22.0			
Malaysia	TF	24,577	24,714	..	0.6	..	TF	0.7	0.4	4.3	-2.2		3.4	-5.7			-3.7	-4.8	4.7	5.4			
Myanmar	TF	311	391	593	25.9	51.7	TF	51.7	33.2	40.5	58.8	71.2	63.8	66.6	74.8	77.0	63.5	30.4	27.1	17.9	26.5		
Philippines	TF	3,520	3,917	4,273	11.3	9.1	TF	9.1	16.0	7.0	3.9	9.0	4.5	2.7	10.1	4.6	12.0	13.0	11.0	12.0	9.2		
Singapore	TF	9,161	10,390	..	13.4	..	VF	11.4	14.7	8.3							15.7	14.1	14.7	8.4			
Thailand	TF	15,936	19,230	22,303	20.7	16.0	TF	16.0	8.1	9.8	8.6	39.3	11.6	8.4	26.6	66.0	30.4	14.0	53.3	31.1	-1.6		
Timor-Leste	TF	45	50	..	12.8	..	VF	10.7	0.0	22.0							6.6	2.2	15.0	29.3			
Vietnam	VF	5,050	6,014	6,848	19.1	13.9	VF	13.9	24.5	3.0	11.1	15.9	-2.7	61.6	1.9	40.2	3.2	11.4	25.0	9.6	30.6		
Oceania		11,559	11,660	12,130	0.9	4.0		4.0	4.6	6.4	3.3	2.5	5.3	3.0	0.7	5.7	1.3	-0.5	0.6	0.2	3.0		
Australia	VF	5,885	5,875	..	-0.2	..	VF	4.3	4.1	3.5	4.6		6.2	9.6	3.1	6.9	-0.3	2.2	-2.5	0.3			
Cook Is	TF	104	113	..	8.2	..	TF	7.0	5.2	9.2	6.5		6.2	13.9	6.6		5.5	13.2	6.8	8.0			
Fiji	TF	632	675	..	6.8	..	TF	3.7	3.7								4.3	12.9	5.4	4.9			
French Polynesia	TF	154	163	..	5.8	..	TF	3.4	0.4	5.7	4.9		4.1	10.7	6.9	-4.7	18.5	17.1	-2.9	-2.3			
Guam	TF	1,197	1,160	1,308	-3.1	12.8	TF	12.8	8.1	22.3	11.1	12.8	9.3	11.9	15.6	9.9	13.3	1.9	-15.5	-4.9	4.5		
Kiribati	TF	5	5	..	12.0	..	VF										36.3	43.3	-15.9	-0.7			
Marshall Is	TF	5	5	..	-0.1	..	TF*	-25.1	-23.9	-11.4			-36.4				10.2	-2.7	12.6	-23.7			
N.Mariana Is	TF	375	336	..	-10.3	..	VF	17.4	12.0	28.5	19.8	12.2	20.1	19.9	7.8	12.4	15.3	-10.0	-15.9	-16.5	3.4		
New Caledonia	TF	99	112	..	13.5	..	TF	0.5	21.2	2.8	-12.8		-34.6	-3.5	-2.1	-0.2	7.4	6.4	25.4	11.7			
New Zealand	VF	2,525	2,601	2,565	3.0	-1.4	VF	-1.4	2.2	3.8	-7.1	-3.7	1.4	-18.5	-14.7	0.8	-0.1	-2.4	-1.1	8.9	7.0		
Niue	TF	6	6	..	-1.9	..	TF	-20.3	-62.2	20.4	-4.4		-3.5	-6.4			-17.0	-0.7	12.3	2.7			
Palau	TF	86	109	119	27.4	8.9	TF	8.9	23.0	13.6	-3.6	7.1	-2.7	-13.3	6.6	15.9	-0.3	11.9	47.3	28.4	28.6		
Papua New Guinea	TF	147	162	..	10.3	..	TF	2.8	7.1	-8.3	7.1		13.5	13.5	9.2		2.3	13.7	5.3	20.8			
Samoa	TF	122	121	..	-0.8	..	VF	4.9	0.7	20.3	3.6		-6.2	12.1	-3.6	-16.7	-1.4	-0.2	0.0	-4.0			
Solomon Is	TF	21	23	..	11.8	..	TF	9.0	-9.1	25.9							21.6	15.8	-0.3	14.7			
Tonga	TF	45	45	..	-0.5	..	TF										-17.2	9.5	1.1	1.1			
Tuvalu	TF	2	1	..	-27.6	..	TF										-30.0	7.0	-43.5	-33.7			
Vanuatu	TF	97	94	..	-3.5	..	TF	15.7	19.3	14.1	14.9		8.1	27.6			-16.6	3.1	1.3	-4.2			
South Asia		12,000	13,434	14,023	12.0	4.4		4.4	8.8	2.4	3.8	2.5	3.6	1.6	1.4	2.7	3.5	16.0	17.9	10.2	10.4		
Bangladesh	TF	303	..	..	..	..	TF																
Bhutan	TF	27	37	..	39.2	..	TF	17.3	22.3	40.1	17.8		9.3	31.2	2.4	-0.9	9.4	40.0	48.2	50.5			
India	TF	5,776	6,309	6,649	9.2	5.4	TF	5.4	10.9	1.7	5.6	2.5	6.4	-0.6	2.9	3.0	1.8	9.4	13.5	5.0	9.5		
Iran	VF	2,938	3,354	..	14.2	..	VF										31.9	15.7	10.3	4.3			
Maldives	TF	792	931	958	17.6	2.9	TF	2.9	3.3	0.9	5.6	1.6	3.8	6.9	1.5	-3.7	7.1	12.8	22.8	18.9	17.4		
Nepal	TF	603	736	..	22.1	..	VF(1)	9.8	27.0	13.3	6.1	-1.7	2.5	7.2	-7.3	2.2	2.4	12.5	39.0	18.5	18.8		
Pakistan	TF	907	..	..	..	..	TF																
Sri Lanka	TF	654	856	1,006	30.8	17.5	TF	17.5	21.1	15.6	11.3	20.9	9.7	18.1	15.5	20.1	25.4	34.1	40.7	30.0	23.3		

Source: World Tourism Organization (UNWTO) ©

(Data as collected by UNWTO January 2013)

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

(1) Air arrivals only



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

	Full year (US\$)				Local currencies, current prices (% change over same period of the previous year)																			
	2000	2005	2010	2011*	Series	10/09	11/10	2012*													2011*			
									YTD	Q1	Q2	Q3	Q4	Aug	Sep	Oct	Nov	Dec	Q1	Q2	Q3	Q4		
	(million)																							
Asia and the Pacific	85,332	135,826	255,566	299,740																				
North-East Asia	39,427	64,964	128,594	149,487																				
China	16,231	29,296	45,814	48,464	\$	15.5	5.8	-0.5	4.8	-0.2	-3.4	-2.5	-1.8	-3.6	-4.4	-3.0	0.1	4.3	5.8	5.3	7.6			
Hong Kong (China)	5,907	10,294	22,200	27,686		35.6	25.0	15.6	18.7	19.7	9.5							18.7	25.0	23.0	32.1			
Japan	3,373	6,630	13,199	10,966		20.2	-24.5	36.7	13.9	97.2	33.4		35.5	19.3	18.2	14.7		-11.3	-46.7	-28.5	-8.8			
Korea, Republic of	6,834	5,806	10,359	12,304	\$	5.5	18.8	19.1	21.3	55.2	6.8		4.6	-10.8	1.9	-9.0		23.4	-11.4	38.8	28.3			
Macao (China)	3,208	7,618	27,805	38,500		53.6	38.7																	
Mongolia	36	177	244	218	\$	3.7	-10.6	8.7	-7.7	0.5	7.0		9.8	7.9	34.8	72.7		13.7	-8.7	-12.2	-23.8			
Taiwan (pr. of China)	3,738	4,977	8,721	11,065	\$	27.9	26.9	8.0	15.5	5.6	3.5							31.8	25.2	25.2	26.1			
South-East Asia	26,838	34,981	68,575	84,311																				
Brunei Darussalam	..	191	..	..		..	..																	
Cambodia	304	840	1,180	1,616	\$	9.1	37.0	23.7	51.9	18.8	3.4							9.7	32.9	44.4	60.5			
Indonesia	4,975	4,522	6,957	7,997	\$	24.3	15.0	3.9	9.5	3.7	-1.2							14.5	11.8	15.7	17.2			
Lao P.D.R.	114	147	382	406	\$	42.6	6.4																	
Malaysia	5,011	8,847	18,276	19,599		7.0	1.9	0.3	8.9	2.1	-8.3							-1.9	-3.2	5.8	6.3			
Myanmar	162	67	72	281	\$	28.6	290																	
Philippines	2,156	2,265	2,630	3,152	\$	12.9	19.8	28.6	53.4	26.2	6.8		0.4	1.7				6.2	19.6	20.4	35.3			
Singapore	5,142	6,211	14,133	17,990		41.4	17.4	6.5	10.3	8.3	1.6							41.7	13.9	11.9	8.8			
Thailand	7,489	9,576	20,104	27,184		15.6	30.5	18.4	19.4	22.1	14.1							18.1	76.8	42.0	10.2			
Timor-Leste	..	..	21	21		62	..																	
Vietnam	..	2,300	4,450	5,620	\$	45.9	26.3																	
Oceania	14,269	25,934	38,466	41,713																				
Australia	9,274	16,848	29,107	31,473		-0.2	-3.8	2.3	1.1	1.0	4.2		4.9	4.9	1.8	5.0		-7.6	-4.9	-2.9	0.3			
Cook Is	36	91	110	..		-7.4	..																	
Fiji	189	485	523	599		21.6	7.1											7.8	12.9	10.4	8.5			
French Polynesia	..	530	403	..		-3.6	..																	
Marshall Is	3	6	3	..		-5.7	..																	
Micronesia (Fed.St.of)	..	17	25	..		5.0	..																	
New Caledonia	111	149	132	153		-1.6	10.5																	
New Zealand	2,272	5,203	4,906	5,579		-7.2	3.7	-3.0	-5.0	0.2	-2.9							2.8	-3.8	5.8	10.2			
Niue	..	1	2	..		12.2	..																	
Palau	53	97	124	..	\$	9.7	..																	
Papua New Guinea	7	4	2	3		8.1	6.1	-55.3	-35.3	-66.7	-83.3							54.5	0.0	-62.5	-45.5			
Samoa	41	79	123	134		-2.7	1.6	9.8	4.3	24.8	4.6		-4.2	11.8	-6.5			15.2	2.6	1.1	3.7			
Solomon Is	4	2	54	73		22.4	28.3	-10.8	-20.5	-1.4								23.9	22.4	30.2	23.1			
Tonga	7	15	31	..		84.5	..											3.3	-18.9					
Vanuatu	56	85	217	226		3.7	..																	
South Asia	4,797	9,947	19,931	24,230																				
Bangladesh	50	70	81	87		17.7	14.2											25.2	2.8	13.1	13.1			
Bhutan	10	19	35	48	\$	10.0	36.2	32.4	35.8	57.4	34.3		3.3	59.9	21.4	11.0		3.7	31.6	61.1	44.5			
India	3,460	7,493	14,160	17,518		18.1	19.6	21.8	31.7	15.9	19.9	19.3	26.6	15.7	16.2	22.4	18.9	6.8	19.0	26.2	26.9			
Iran	467	791	2,707	..	\$	34.5	..																	
Maldives	321	826	1,713	1,868	\$	25.4	9.1																	
Nepal	158	132	344	386		-21.3	13.7	19.0	27.2	12.0								-16.2	8.5	29.8	29.3			
Pakistan	81	182	305	358	\$	12.1	17.4	-4.2	14.1	-15.2	-11.8		-12.5	-12.5	0.0	-6.9		19.5	45.6	11.8	-2.4			
Sri Lanka	248	429	576	830		61.9	40.9	39.6	39.6									43.1	49.9	39.5	36.6			

Source: World Tourism Organization (UNWTO) ©

(Data as collected by UNWTO January 2013)

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	2010	2011	2012*	11/10	12/11	Series	2012*													2011			
				(1000)	(%)	(%)			YTD	Q1	Q2	Q3	Q4	Aug	Sep	Oct	Nov	Dec	Q1	Q2	Q3	Q4		
Americas		150,329	156,309	162,128	4.0	3.7		3.7	6.9	3.0	2.8	2.4	4.0	2.5	2.0	2.8	2.6	2.8	6.2	3.7	3.1			
North America		99,305	102,130	105,566	2.8	3.4		3.4	7.6	1.8	2.6	2.4	4.0	1.9	2.3	2.8	2.1	0.6	5.1	3.4	1.7			
Canada	TF	16,219	16,016	..	-1.3	..	TF	1.8	6.5	2.7	0.2		7.4	-2.5	-0.2	1.4		-4.5	1.7	-2.4	-0.5			
Mexico	TF	23,290	23,403	..	0.5	..	TF	-1.0	3.5	-3.2	-4.7		-7.2	0.2	0.2	1.8		1.3	2.4	0.8	-2.2			
United States	TF	59,796	62,711	..	4.9	..	TF	6.3	9.7	3.4			5.9					1.4	7.3	6.6	4.0			
Caribbean		19,537	20,124	20,938	3.0	4.0		4.1	5.2	5.7	3.4	1.6	4.4	5.0	0.7	1.6	2.1	2.5	3.5	1.4	4.3			
Anguilla	TF	62	66	..	6.1	..	TF	-2.3	5.7	-11.6	1.9		25.4	-1.3	13.9	-15.4		8.1	19.5	-4.1	-1.4			
Antigua, Barb	TF	230	241	247	5.0	2.3	TF(1)	2.3	6.8	0.0	-3.7	4.4	-2.1	4.6	12.8	4.4	-0.8	2.6	9.5	6.3	2.3			
Aruba	TF	824	871	..	5.6	..	TF	3.4	2.4	2.1	4.5		5.4	9.4	1.0	9.6		1.9	9.9	8.5	2.6			
Bahamas	TF	1,370	1,346	..	-1.7	..	TF	2.9	7.9	4.7	2.8		10.9	-4.3	-10.5	-11.8		-3.1	-1.1	-3.1	0.7			
Barbados	TF	532	568	..	6.7	..	TF	-6.4	2.3	-6.9	-11.4		-13.6	-6.6	-8.4	-17.3		5.9	6.7	11.3	3.4			
Bermuda	TF	232	236	..	1.6	..	TF	-1.9	2.6	-6.6	1.2		9.2	-4.7				6.8	3.8	1.4	-4.8			
Br. Virgin Is	TF	330	338	..	2.2	..	TF	1.7	3.4	1.6								4.0	-2.2	-2.2	9.5			
Cayman Islands	TF	288	309	322	7.2	4.1	TF	4.1	2.5	4.6	5.1	4.6	6.3	7.0	2.5	3.9	6.2	6.8	9.4	6.1	6.3			
Cuba	TF	2,507	2,688	..	7.2	..	VF	4.5	5.3	6.4	3.3	2.4	2.9	4.3	5.0	1.5	1.7	11.5	9.4	2.5	3.9			
Curaçao	TF	342	390	..	14.2	..	TF	7.8	11.5	6.2	7.3		7.3	6.3	5.7	5.9		11.4	20.6	15.2	10.5			
Dominica	TF	77	76	..	-1.3	..	TF	2.9	4.7	8.3	1.6		17.9	-10.7	-8.8			-4.6	-5.4	5.8	-1.3			
Dominican Rp	TF	4,125	4,306	4,591	4.4	6.6	TF	6.6	7.9	7.4	6.5	4.4	7.7	8.0	1.1	4.1	6.6	2.9	4.7	3.2	7.4			
Grenada	TF	110	118	112	7.1	-5.1	TF	-5.1	-1.6	-9.6	-1.6	-8.8	2.9	3.2	-14.5	-7.3	-5.7	-0.1	18.5	6.0	7.9			
Guadeloupe	TCE	392	418	..	6.5	..	THS																	
Haiti	TF	255	349	..	36.9	..	TF											70.2	12.0	-13.9	210.2			
Jamaica	TF	1,922	1,952	1,988	1.6	1.9	TF	1.9	0.2	5.1	3.5	-1.3	1.8	6.2	-1.1	-0.9	-1.7	4.4	2.4	-1.1	0.0			
Martinique	TF	476	495	..	3.9	..	TF	-1.2	8.0	-6.1			-3.6					-2.4	11.6	4.7	4.0			
Puerto Rico	TF	3,186	3,048	..	-4.3	..	THS	7.9	4.8	12.5			6.4					3.3	7.6	6.3	4.7			
Saba	TF	12	..	..	..	..	TF																	
Saint Lucia	TF	306	312	307	2.1	-1.8	TF	-1.8	3.3	-4.6	-5.3	-1.0	-2.0	-0.9	-0.8	5.2	-5.7	-1.0	-3.8	-3.8	21.6			
St. Eustatius	TF	11	..	..	..	..	TF																	
St. Kitts-Nevis	TF	98	102	..	3.4	..	TF	0.3	5.5	4.3			-11.3					1.9	6.1	4.9	1.3			
St. Maarten	TF	443	424	..	-4.2	..	TF(1)	9.8	9.4	12.5	7.5		9.9	12.5				-2.9	-9.0	-7.4	1.5			
St. Vincent, Grenadines	TF	72	74	..	1.9	..	TF	0.9	12.2	-6.7	-0.7		-10.3	-8.5	-8.4			-5.0	15.8	-2.8	1.3			
Trinidad Tbg	TF	386	..	..	..	..	TF																	
Turks, Caicos	TF	281	354	..	26.0	..	TF											11.8	24.5	69.9	14.2			
US Virgin Is	TF	590	536	..	-9.2	..	VF(1)	9.8	10.0	19.4	6.9		4.3	13.4	-12.2	1.8		-3.7	-7.8	-3.0	9.2			
Central America		7,908	8,256	8,751	4.4	6.0		6.0	7.0	6.9	5.1	4.9	6.1	4.9	1.6	5.3	6.8	2.7	4.2	2.8	4.7			
Belize	TF	242	250	..	3.5	..	TF	10.1	8.1	9.0	10.6		10.1	19.5	19.9	13.9		0.3	6.9	0.9	6.5			
Costa Rica	TF	2,100	2,192	..	4.4	..	TF	7.0	8.0	6.6	5.9		7.5	5.4	8.1			7.8	4.8	-0.7	4.6			
El Salvador	TF	1,150	1,184	..	3.0	..	TF	6.4	6.4	9.5	2.5		-1.1	2.0	10.3			1.5	-5.6	5.5	10.6			
Guatemala	TF	1,219	1,225	..	0.5	..	TF	3.5	5.3	3.9	1.8		0.6	4.1				-3.2	0.8	2.7	1.5			
Honduras	TF	863	871	906	1.0	4.0	TF	4.0	3.3	5.4	-1.2	9.9	4.8	-4.0	-6.3	8.2	25.9	-4.3	7.9	5.7	-4.0			
Nicaragua	TF	1,011	1,060	..	4.8	..	TF	11.5	15.7	8.7	8.4		11.9	4.9	17.7	11.7		-2.2	10.9	2.7	8.7			
Panama	TF	1,324	1,473	..	11.2	..	VF	4.3	3.9	7.0	11.1		14.8	12.2	-17.3			17.0	18.8	14.9	14.2			
South America		23,579	25,799	26,873	9.4	4.2		4.2	6.1	4.9	2.8	2.5	2.9	3.0	1.6	2.6	3.2	9.7	15.3	7.7	7.0			
Argentina	TF	5,325	5,705	..	7.1	..	TF	-1.5	2.0	-1.7	-5.7							10.9	11.3	7.7	-0.2			
Bolivia	TF	807	..	..	..	..	THS																	
Brazil	TF	5,161	5,433	..	5.3	..	TF											-4.5	17.6	5.2	10.4			
Chile	TF	2,766	3,070	3,468	11.0	13.0	TF	13.0	14.2	16.5	18.4	5.4	26.9	11.0	5.8	6.8	4.2	9.3	19.8	9.8	8.6			
Colombia	TF	2,385	..	..	..	..	VF(2)	6.7	5.8	1.9	9.4		8.9	14.0	14.2	7.5		15.3	13.3	2.8	-0.3			
Ecuador	VF	1,047	1,141	1,272	9.0	11.5	VF	11.5	15.8	12.3	8.8	9.3	7.5	7.4	12.2	7.7	8.4	4.1	12.7	7.0	12.6			
Guyana	TF	152	157	..	3.3	..	TF	17.2	25.3	12.4	19.6		32.9	15.8	7.7	11.9		-10.2	8.9	0.5	13.1			
Paraguay	TF	465	524	579	12.6	10.6	TF	10.6	33.9	13.2	-8.5	12.3	-8.5	-8.5	7.7	16.5	12.4	7.7	5.9	9.1	24.9			
Peru	TF	2,299	2,598	..	13.0	..	TF	9.7	10.9	10.3	8.1		5.7	14.3				16.7	12.4	12.7	10.4			
Suriname	TF	204	220	..	7.9	..	TF	8.7	5.8	2.2			22.1					4.4	18.5	5.8	4.7			
Uruguay	TF	2,349	2,857	..	21.6	..	TF	-5.7	-4.0	-0.7	-12.7		-19.1	-11.8	-8.6	-5.0		39.0	28.0	11.0	7.9			
Venezuela	TF	526	595	710	13.0	19.3	TF	19.3	37.0	19.2	7.8	12.6	10.8	10.3	-22.9	13.7	46.8	4.8	5.9	11.7	30.6			

Source: World Tourism Organization (UNWTO) ©

(Data as collected by UNWTO January 2013)

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	2010	2011*	Series	10/09	11/10	2012*											2011*				
								YTD	Q1	Q2	Q3	Q4	Aug	Sep	Oct	Nov	Dec	Q1	Q2	Q3	Q4		
	(million)																						
Americas	131,355	145,486	180,743	198,256																			
North America	101,964	107,731	131,183	144,700																			
Canada	10,778	13,768	15,711	16,716		4.4	2.4	3.8	10.7	2.7	0.9							-1.6	4.6	0.3	7.1		
Mexico	8,294	11,803	11,992	11,869	\$	4.2	-1.0	7.2	6.9	5.3	6.3		2.3	10.3	15.7	9.2		-7.2	1.4	-0.4	3.6		
United States	82,892	82,160	103,481	116,115	sa	9.9	12.2	10.0	12.7	10.3	7.9		7.6	8.9	7.6	10.8		8.6	15.5	15.3	9.4		
Caribbean	17,217	20,869	22,769	23,485																			
Anguilla	56	86	99	112		11.9	12.4	2.5	11.9	-8.3								8.6	26.2	7.9	8.6		
Antigua,Barb	291	309	298	312		1.6	4.7	4.9	8.8	-0.3								2.9	9.5	6.1	1.6		
Aruba	814	1,097	1,245	1,352		2.2	8.6											7.2	12.9	11.6	3.7		
Bahamas	1,734	2,069	2,147	2,254		6.6	5.0	6.8	9.1	4.8								-4.1	5.6	7.2	12.5		
Barbados	785	896	1,034	974		-3.2	-5.8	-4.7	0.8	-5.8	-11.1							-13.7	-8.3	-7.5	11.3		
Bermuda	431	429	442	466		20.8	5.2											18.6	0.0	7.8	3.8		
Bonaire	59	87	..	..		..	..																
Br.Virgin Is	345	437	389	..		5.5	..																
Cayman Islands	559	356	471	478		3.7	1.4																
Cuba	1,737	2,322	2,187	2,283		..	..	7.7	8.7	11.3	2.0							14.5	9.2	9.3	13.3		
Curaçao	189	244	385	453		6.5	17.7	19.9	24.7	14.6								17.9	33.2	15.1	8.8		
Dominica	48	57	118	116		27.6	-1.5	-8.0	1.4	-3.3			-42.5					-5.7	-6.5	0.5	5.9		
Dominican Rp	2,860	3,518	4,209	4,352	\$	4.0	3.4	5.6	5.8	6.9	4.2							2.9	4.7	1.6	4.8		
Grenada	93	71	96	117		-2.8	21.4	-4.2	-2.2	-7.2								19.4	36.1	15.1	19.0		
Haiti	128	80	169	162		-47.7	-2.4																
Jamaica	1,333	1,545	2,001	2,013	\$	3.9	0.6	4.5	4.8	3.7	4.8		4.8	4.8				1.0	2.9	-2.0	0.2		
Martinique	302	280	472	516		18.2	4.1																
Montserrat	9	9	6	5		-3.1	-11.8	-11.4	-5.4	-21.3								18.1	-5.8	-6.7	-40.7		
Puerto Rico	2,388	3,239	3,211	3,143	\$	1.1	-2.1																
Saint Lucia	281	369	329	321		11.0	-2.5	4.6	8.8	-0.8								-7.2	-7.9	-9.3	17.3		
St.Kitts-Nev	58	121	90	94		7.2	5.1	1.3	8.3	2.4			-10.5					3.4	8.2	6.6	3.2		
St.Maarten	512	659	674	719		9.5	6.6	21.0	22.2	19.3								10.2	1.1	-7.6	18.4		
St.Vincent,Grenadines	82	77	86	92		-1.5	6.4	5.1	10.3	-1.5								0.5	19.7	9.5	0.2		
Trinidad Tbg	213	453	450	..	\$	22.7	..																
US.Virgin Is	1,206	1,432	1,013	..		-0.8	..																
Central America	2,958	4,485	6,627	7,113																			
Belize	111	214	249	254		-3.0	2.1											-2.7	7.5	-1.1	5.8		
Costa Rica	1,302	1,671	1,999	2,152	\$	10.1	7.7	13.2	16.2	11.5	10.3							9.9	12.2	-3.0	10.6		
El Salvador	217	361	390	415	\$	22.1	6.4	30.6	75.8	34.4	6.3							-20.8	-13.4	24.9	30.1		
Guatemala	482	791	1,378	1,350	\$	16.9	-2.0	1.3	2.8	-0.6								-5.3	3.8	-1.2	-4.0		
Honduras	260	463	627	639	\$	1.8	1.8	3.5	2.7	5.1	-1.6	9.3	4.3	-4.5	-7.0	7.5	25.3	-3.5	8.8	6.5	-3.3		
Nicaragua	129	206	309	377	\$	-7.7	22.2	12.6	19.2	-1.7	22.6							27.0	18.3	8.0	38.2		
Panama	458	780	1,676	1,926		13.0	14.9	19.7	21.4	19.8	17.9		21.4	21.4				9.6	12.0	20.4	17.5		
South America	9,216	12,400	20,163	22,959																			
Argentina	2,904	2,729	4,942	5,355	\$	24.8	8.4	-6.9	-2.3	-6.0	-13.3							6.1	25.1	16.6	-5.7		
Bolivia	68	239	379	380	\$	35.7	0.2											5.1	-19.2	39.5	-16.3		
Brazil	1,810	3,861	5,702	6,555	\$	7.5	15.0	1.4	9.8	1.7	-2.1	-4.4	-7.5	-11.9	7.0	-6.8	-11.4	9.1	23.7	18.3	11.2		
Chile	819	1,109	1,620	1,831	\$	1.0	13.0	28.2	37.4	13.9								9.4	26.6	14.8	7.9		
Colombia	1,030	1,222	2,083	2,201	\$	4.2	5.7	10.4	5.8	10.8	14.4							18.0	7.5	7.2	-8.1		
Ecuador	402	486	781	843	\$	16.6	7.9	27.0	24.8	29.1								6.0	2.3	7.8	15.3		
Guyana	75	35	80	..		128	..																
Paraguay	73	78	217	261	\$	6.2	20.2	9.9	26.5	6.2	-7.6	17.2	-6.6	-5.1	17.9	19.6	14.5	6.9	5.6	8.3	20.6		
Peru	837	1,308	2,008	2,360	\$	-0.3	17.5	11.6	12.3	12.3	10.4							22.0	17.5	15.8	15.4		
Suriname	16	45	61	61		-4.7	19.0																
Uruguay	713	594	1,509	2,203	\$	14.3	46.0	-3.6	-6.8	31.5	-10.1		-27.6	-13.9	-31.6	-2.7		58.7	30.1	53.4	32.1		
Venezuela	423	650	739	777	\$	-25.4	5.1	45.1	74.4	60.8	45.5	11.7						20.9	16.0	21.2	50.4		

Source: World Tourism Organization (UNWTO) ©

(Data as collected by UNWTO January 2013)

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	2010	2011	2012*	11/10	12*/11	Series	2012*												2011			
								YTD	Q1	Q2	Q3	Q4	Aug	Sep	Oct	Nov	Dec	Q1	Q2	Q3	Q4		
				(1000)	(%)	(%)																	
Africa		49,765	49,217	52,319	-1.1	6.3		6.2	4.9	6.9	6.9	6.1	17.6	7.0	5.6	4.7	7.8	4.1	-3.2	-2.8	3.7		
North Africa		18,756	17,055	18,536	-9.1	8.7		8.7	9.5	11.8	8.9	4.5	37.1	4.3	6.6	-1.8	8.2	-11.1	-8.6	-11.9	-3.4		
Algeria	VF	2,070	2,395	..	15.7	..	VF											-2.9	23.2	7.8	39.5		
Morocco	TF	9,288	9,342	..	0.6	..	TF	0.3	-4.8	0.8	2.5		42.2	1.7	10.1	-9.3		6.5	6.2	-4.0	-3.1		
Sudan	TF	495	536	..	8.3	..	TF											11.1	8.4	18.4	-3.6		
Tunisia	TF	6,902	4,782	5,950	-30.7	24.4	TF	24.4	52.8	35.6	19.2	7.1	44.1	5.4	0.1	3.5	21.6	-44.1	-36.2	-29.0	-16.6		
Subsaharan Africa		31,009	32,162	33,783	3.7	5.0		5.0	3.2	4.1	5.5	6.8	6.3	8.5	5.1	7.5	7.6	11.0	0.1	5.0	7.2		
Angola	TF	425	481	..	13.2	..	TF											0.9	-6.6	25.4	46.3		
Benin	TF	199	209	..	5.0	..	TF											-7.1	35.7	11.3	-3.9		
Botswana	TF	2,145	..	..	..	..	TF																
Burkina Faso	THS	274	238	..	-13.1	..	THS											0.1	-27.8	-17.1	-10.1		
Burundi	TF	142	..	..	..	..	TF																
Cameroon	THS	573	..	..	..	..	TF																
Cape Verde	THS	336	428	..	27.4	..	THS	25.8	28.4	1.3	47.1							20.4	37.5	20.2	32.2		
Cent.Afr.Rep.	TF	54	..	..	..	..	TF																
Chad	THS	71	..	..	..	..	THS																
Comoros	TF	15	..	..	..	..	TF																
Congo	THS	101	..	..	..	..	THS																
Dem.R.Congo	TF	81	186	..	130	..	TF																
Eritrea	VF	84	107	..	27.6	..	VF											39.1	39.1	16.1	16.1		
Ethiopia	TF	468	523	..	11.7	..	TF											16.3	21.2	0.2	11.3		
Gambia	TF	91	106	..	16.4	..	TF											-8.1	113.2	20.4	32.0		
Ghana	TF	931	..	..	..	..	TF											25.3	4.1				
Kenya	TF	1,470	..	..	..	..	VF(1)	-2.3	-0.3	7.3	-10.7		-7.5	0.7	1.1			15.1	11.5	22.1	11.4		
Lesotho	TF	414	398	..	-4.0	..	VF											3.1	2.8	-6.1	-18.4		
Madagascar	TF	196	225	256	14.8	13.7	TF	13.7	7.1	18.8	16.2	12.0	24.4	14.5	17.4	13.0	4.8	13.2	18.7	15.9	11.7		
Malawi	TF	746	767	..	2.8	..	TF											41.3	-16.6	-16.2	-3.6		
Mali	TF	169	160	..	-5.3	..	THS																
Mauritius	TF	935	965	965	3.2	0.1	TF	0.1	-0.2	1.6	-0.6	-0.1	-1.4	2.3	-0.7	-3.4	2.8	5.1	6.8	1.1	0.7		
Mozambique	TF	1,718	..	..	..	..	THS	-16.3	-26.1	-12.9	-9.0		-3.1	-12.3				29.7	-8.2	-5.4	-28.8		
Namibia	TF	984	1,027	..	4.4	..	TF											4.7	10.0	2.9	0.8		
Niger	TF	74	82	..	10.4	..	TF											13.1	10.8	15.9	7.0		
Nigeria	TF	1,555	715	..	-54.0	..	TF																
Reunion	TF	421	471	..	12.1	..	TF	4.9	4.9	4.9								-5.8	9.9	23.0	23.0		
Rwanda	TF	619	..	..	..	..	VF											25.7	25.7				
Senegal	TF	900	1,001	..	11.2	..	TF*	2.1	-2.5	-9.3	24.3		50.5	45.4	-3.3			11.6	-3.3	-16.2	-21.0		
Seychelles	TF	175	194	208	11.4	7.0	TF	7.0	8.8	5.3	5.4	8.3	-1.9	16.7	10.3	-0.7	14.5	1.0	16.7	18.5	10.7		
Sierra Leone	TF	39	52	..	35.8	..	TF	16.9	16.9	16.9								32.9	88.4	41.8	5.0		
South Africa	TF	8,074	8,339	..	3.3	..	TF	10.4	10.5	10.5	11.0		9.4	13.2	8.5			7.1	-1.3	2.2	5.2		
Swaziland	TF	868	879	..	1.3	..	VF	-3.8	-4.4	-7.7	-3.8	0.5	-5.3	-1.4	-0.4	1.9	0.2	-1.2	-0.5	-1.7	-0.8		
Tanzania	TF	754	795	..	5.4	..	VF											11.8	18.2	7.2	8.7		
Togo	THS	202	300	..	48.5	..	THS																
Uganda	TF	946	1,151	..	21.7	..	TF																
Zambia	TF	815	906	..	11.2	..	TF																
Zimbabwe	VF	2,239	2,423	..	8.2	..	VF											-1.5	-22.9	10.4	53.5		

Source: World Tourism Organization (UNWTO) ©

(Data as collected by UNWTO January 2013)

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

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



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

	Full year (US\$)				Local currencies, current prices (% change over same period of the previous year)																		
	2000	2005	2010	2011*	Series	10/09	11/10	2012*												2011*			
								YTD	Q1	Q2	Q3	Q4	Aug	Sep	Oct	Nov	Dec	Q1	Q2	Q3	Q4		
	(million)																						
Africa	10,328	22,000	30,475	32,705																			
North Africa	3,822	7,037	9,661	9,521																			
Algeria	96	184	219	209	\$	-18.0	-4.6																
Morocco	2,039	4,621	6,703	7,307		6.8	4.8	-2.1	-1.5	-3.1	-5.6		5.9	7.5	9.4	2.1		16.9	8.9	-1.1	0.5		
Sudan	5	89	94	91	\$	-68.4	-3.7	-7.9	-7.9									-9.4	15.2	0.0	-9.5		
Tunisia	1,682	2,143	2,645	1,914		1.1	-28.8	32.5	32.8	38.3	29.5							-28.3	-45.7	-25.4	-17.9		
Subsaharan Africa	6,506	14,963	20,813	23,183																			
Angola	18	88	719	646	\$	34.6	-10.2																
Benin	77	103	149	187		19.1	19.6																
Botswana	222	562	218	..		-9.2	..																
Burkina Faso	19	45	72	..		14.4	..																
Burundi	1	2	2	3		20.1	42.3																
Cameroon	57	175	159	..		-38.2	..																
Cape Verde	41	123	278	369		2.2	26.5	30.7	25.4	36.6								18.3	13.7	38.8	33.3		
Cent.Afr.Rep.	5	5	6	..		28.2	..																
Comoros	15	24	35	..		15.7	..																
Côte d'Ivoire	49	83	201	..		39.5	..																
Dem.R.Congo	..	3	11	11		-50.1	8.1																
Djibouti	8	7	18	19		12.6	6.7																
Ethiopia	57	168	522	758	\$	58.7	45.2											100	104	10.6	11.0		
Gambia	48	68	32	96	\$	-49.2	200																
Ghana	335	836	620	694	\$	-19.3	11.9																
Guinea	2	..	2	2		-14.8	..																
Guinea-Bissau	..	2	13	..		16.0	..																
Kenya	283	579	800	926	\$	16.0	15.7	2.9	0.0	24.4	-12.9							32.7	19.9	46.3	-23.3		
Lesotho	18	27	34	26		-0.6	-25.1																
Liberia	..	67	12	232		-89.8	1856																
Madagascar	121	183	321	..		20.5	15.0	13.7	7.1	18.8	16.2	12.0	24.4	14.3	17.5	13.1	4.8	13.2	18.6	17.2	11.0		
Malawi	25	29	33	34		6.8	6.4																
Mali	40	148	283	267		6.8	-10.1																
Mauritius	542	871	1,282	1,488		10.5	8.3	5.1	15.2	4.5	-5.0		-6.6	-9.7	9.6	-5.1		8.4	6.4	5.8	11.3		
Mozambique	74	130	197	231	\$	0.9	17.1	-14.3	-0.2	-11.5	-22.9							8.5	-2.2	36.2	23.5		
Namibia	160	348	438	517		-5.0	17.0	6.4	20.3	0.6	0.6							20.4	19.5	9.9	19.9		
Niger	23	43	79	79		25.6	-4.7																
Nigeria	101	54	576	628	\$	-5.3	9.1											4.1	4.1	14.1	14.1		
Reunion	255	384	392	434	€	-3.0	5.4																
Rwanda	4	49	202	252	\$	33.7	36.0																
Sao Tome Prn	10	7	11	15	\$	33.7	36.0																
Senegal	144	248	453	..		2.7	..																
Seychelles	139	192	274	291	\$	6.9	6.1	10.8	26.5	11.8	-2.8							0.0	11.0	5.8	6.4		
Sierra Leone	10	64	26	44		22.2	..																
South Africa	2,675	7,508	9,070	9,547	sa	3.9	4.4	22.4	26.0	26.7	15.4							2.4	-13.7	10.7	21.9		
Swaziland	21	77	51	..		10.2	..																
Tanzania	377	824	1,255	1,457	\$	8.2	16.1	6.5	11.5	-9.4	13.7							19.2	2.1	6.0	32.0		
Togo	8	20	66	..		0.6	..																
Uganda	165	380	784	959	\$	17.5	22.3	12.0	12.0									6.3	18.9	72.4	8.8		
Zambia	67	98	125	146		21.3	18.3																
Zimbabwe	125	99	634	664	\$	21.2	4.7																

Source: World Tourism Organization (UNWTO) ©

(Data as collected by UNWTO January 2013)

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)																	
		2010	2011	2012*	11/10	12/11	Series	2012*													2011			
				(1000)	(%)	(%)		YTD	Q1	Q2	Q3	Q4	Aug	Sep	Oct	Nov	Dec	Q1	Q2	Q3	Q4			
Middle East		59,223	55,283	52,594	-6.7	-4.9		-4.9	-0.3	-4.7	-13.7	0.7	-12.5	-22.3	-6.2	3.7	3.4	-6.2	1.6	-5.5	-13.2			
Bahrain	TF	..	..	..	..	..	VF											-26.7	-38.8	-54.1	-54.1			
Egypt	TF	14,051	9,497	11,196	-32.4	17.9	VF	17.1	32.0	22.4	10.3	10.0	14.4	8.3	8.0	8.3	14.5	-45.3	-35.4	-24.0	-29.2			
Iraq	VF	1,518	..	..	..	..	VF																	
Jordan	TF	4,207	3,960	..	-5.9	..	TF	6.4	5.5	14.0	1.0		22.8	-6.3				9.6	-8.9	-13.3	-4.5			
Kuwait	THS	207	269	..	30.0	..	THS											4.9	87.3	27.1	20.8			
Lebanon	TF	2,168	1,655	1,365	-23.7	-17.5	TF	-17.5	-7.9	-7.6	-25.9	-26.4	-13.5	-33.3	-25.7	-38.8	-15.3	-13.4	-24.1	-31.3	-19.9			
Oman	TF	..	..	..	..	..	THS*	7.1	14.1	12.9	-3.2		18.5	-4.7	4.1	1.1		-8.9	22.1	16.6	0.2			
Palestine	THS	522	449	..	-14.1	..	THS	8.2	-14.5	17.7	26.1		56.2	-6.6				6.2	-11.5	-25.6	-21.5			
Qatar	TF	1,519	2,527	..	66.4	..	THS											88.8	78.5	67.4	39.3			
Saudi Arabia	TF	10,850	17,498	13,664	61.3	-21.9	TF	-21.9	-16.9	-23.4	-34.6	-6.1	-44.5	-55.7	-36.7	3.7	-4.8	36.5	119.7	67.2	27.2			
Syria	TF	8,546	5,070	..	-40.7	..	VF											-5.4	-45.9	-51.5	-52.4			
Untd Arab Emirates(2)	THS	7,432	8,129	..	9.4	..	THS	10.2	10.2	11.5	8.7		38.3	7.2				10.8	4.9	13.6	8.9			
Yemen	TF	1,025	..	..	..	..	TF																	

Source: World Tourism Organization (UNWTO) ©

(Data as collected by UNWTO January 2013)

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

(2) Dubai only

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

	Full year (US\$)				Local currencies, current prices (% change over same period of the previous year)																			
	2000	2005	2010	2011*	Series	10/09	11/10	2012*													2011*			
	(million)					YTD	Q1	Q2	Q3	Q4	Aug	Sep	Oct	Nov	Dec	Q1	Q2	Q3	Q4					
Middle East	16,754	26,599	52,160	46,579																				
Bahrain	573	920	1,362	1,035		21.8	-24.0																	
Egypt	4,345	6,851	12,528	8,707	\$	16.5	-30.5	15.0	12.9	25.9	-2.3	27.2	13.5	-22.0	23.3	15.2	48.2	-34.0	-35.4	-26.0	-25.6			
Iraq	2	168	1,660	1,544	\$	18.1	-7.0																	
Jordan	723	1,441	3,585	3,000		23.2	-16.3	17.5	6.6	30.1	16.2							2.6	-22.5	-25.9	-12.3			
Kuwait	98	164	241	199		-32.4	-20.3																	
Lebanon	..	5,532	8,064	6,871	\$	19.0	-14.8																	
Libya	75	250	60	..		21.3	..																	
Oman	221	429	770	923		11.7	19.9																	
Palestine	283	119	667	795	\$	62.5	19.2																	
Qatar	128	760	584	1,170		227	100																	
Saudi Arabia	..	4,622	6,712	8,459		12.0	26.0	-16.5	8.8	-14.7	-33.5							29.0	54.3	43.4	1.2			
Syria	1,082	1,944	6,190	..		64.8	..																	
Untd Arab Emirates	1,063	3,218	8,577	9,204		16.7	7.3																	
Yemen	73	181	1,161	783	\$	29.1	-32.6																	

Source: World Tourism Organization (UNWTO) ©

(Data as collected by UNWTO January 2013)

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

Air passenger travel trends, region of destination by region of origin (% change over the same period of the previous year)



		2011	2012				2013
		Jan-Dec	Jan-Apr	May-Aug	Sep-Dec	Jan-Dec	Jan-Apr
		Actual departures					Expected departures
Total		3.0	5.8	1.1	0.4	2.3	3.9
to: Domestic (same country)		2.5	4.3	-3.1	-4.6	-1.4	1.2
International		3.4	7.1	4.4	4.3	5.2	5.0
Within same region		5.3	8.4	5.8	5.6	6.5	6.6
Other regions		1.1	5.5	2.7	2.7	3.6	3.4
Africa & Middle East		-5.6	8.5	7.9	5.2	7.2	3.8
Europe		5.1	7.0	2.7	3.1	3.9	0.3
Asia and the Pacific		1.6	4.0	1.2	2.3	2.5	5.4
Americas		1.7	4.0	1.0	1.1	1.9	2.7
from: Africa & Middle East		1.5	12.3	9.1	10.2	10.4	-1.5
to: Domestic (same country)		-4.9	6.8	15.0	16.3	12.7	10.4
International		3.2	13.8	7.7	8.7	9.8	-3.8
Within same region		3.2	25.5	14.0	13.0	16.8	-18.2
Other regions		3.2	5.9	3.4	5.7	4.9	6.8
Europe		3.4	9.8	8.7	13.5	10.6	6.8
Asia and the Pacific		3.1	3.8	-0.7	1.6	1.6	6.5
Americas		3.6	5.6	7.1	1.4	4.6	7.7
from: Europe		4.0	4.8	1.7	0.5	2.2	3.8
to: Domestic (same country)		3.3	1.7	-3.5	-7.0	-3.2	-4.8
International		4.2	5.8	3.4	3.0	4.0	5.0
Within same region		7.7	6.6	4.4	3.8	4.8	8.5
Other regions		-0.5	4.9	1.8	1.8	2.8	2.4
Africa & Middle East		-7.1	5.6	5.9	3.6	5.0	4.7
Asia and the Pacific		2.0	4.5	2.7	3.7	3.7	3.9
Americas		1.8	4.7	-1.2	-1.0	0.6	-0.2
from: Asia and the Pacific		4.3	5.0	-2.5	-4.4	-0.8	5.5
to: Domestic (same country)		7.0	0.9	-16.3	-18.1	-11.5	-0.3
International		2.4	8.1	7.7	5.9	7.2	7.4
Within same region		2.1	7.9	8.9	6.5	7.7	8.8
Other regions		2.8	8.4	6.4	5.3	6.6	5.5
Africa & Middle East		-2.5	13.8	10.9	9.1	11.2	-0.5
Europe		9.5	9.2	4.2	-0.2	4.1	2.6
Americas		0.9	1.5	5.3	8.0	4.9	13.1
from: Americas		2.0	5.5	0.3	0.0	1.7	4.2
to: Domestic (same country)		1.7	5.7	-0.7	-1.5	0.9	2.4
International		2.7	5.0	2.1	3.1	3.3	6.0
Within same region		3.9	5.5	3.0	5.2	4.6	8.0
Other regions		1.2	4.2	1.0	0.4	1.7	3.1
Africa & Middle East		-6.1	7.8	9.1	3.3	6.8	8.6
Europe		3.9	4.4	-0.5	-0.4	0.7	-3.0
Asia and the Pacific		-0.5	3.2	1.3	0.8	1.8	8.1

Source: ForwardKeys® for UNWTO

**Air transport booking data**

The information on air travel trends contained in this section has been kindly provided by Forward Data SL leveraging exclusively on the ForwardKeys® database.

ForwardKeys® is a business intelligence tool designed to help decision-makers in hotel chains, Destination Management Organizations and other industry professionals. The ForwardKeys® database is fed daily with air reservation information (GDS) processed by 160.000 online and off-line travel agencies worldwide and 1.3 billion reservations. The database does not include some direct bookings with airlines (such as Low Cost Carriers) or charter flights.

**Methodological Note**

Figures are based on full journey from original city of departure to final destination (not intermediate stops or connections). Transit passengers and those returning to their point of departure have been excluded from this analysis.

Actual Departures: Air reservations from all source markets to all destinations with effective travel date prior to 31st December 2012.

Expected Departures: Accumulated reservations until 31st December 2012 with travelling date between 01st Jan-30th Apr 2013.

For further detail see [www.forwardkeys.com/unwto/MethodologyJan2013.html](http://www.forwardkeys.com/unwto/MethodologyJan2013.html)

For more information on ForwardKeys® please visit [www.forwardkeys.com](http://www.forwardkeys.com)

## UNWTO Panel of Tourism Experts

### The UNWTO Tourism Confidence Index

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

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

### How to read this data

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

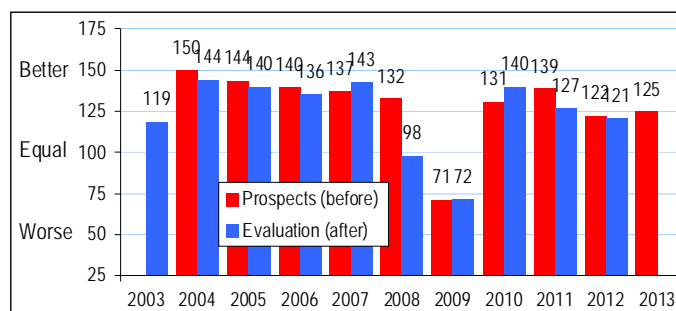
- *What is your assessment of tourism performance in your destination or business for the four months just ended (or about to end) as against what you would reasonably expect for this time of year?*
- *What are the tourism prospects of your destination or business in the coming four months compared with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

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

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

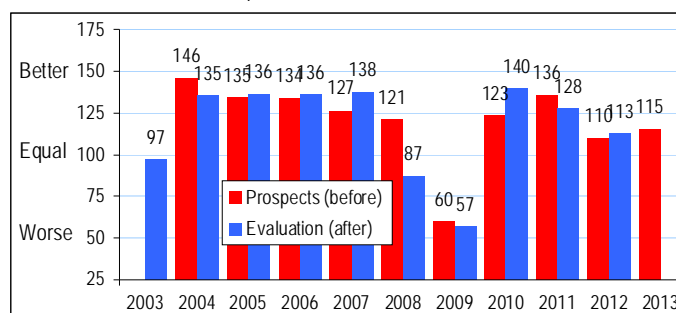
For this edition responses have been received from experts based in Algeria, Argentina, Aruba, Australia, Austria, Azerbaijan, Bahamas, Belgium, Bermuda, Bhutan, Brazil, Cameroon, Canada, Chile, China, Colombia, Costa Rica, Côte d'Ivoire, Croatia, Cuba, Cyprus, Czech Republic, Democratic Republic of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

### UNWTO Panel of Tourism Experts: World



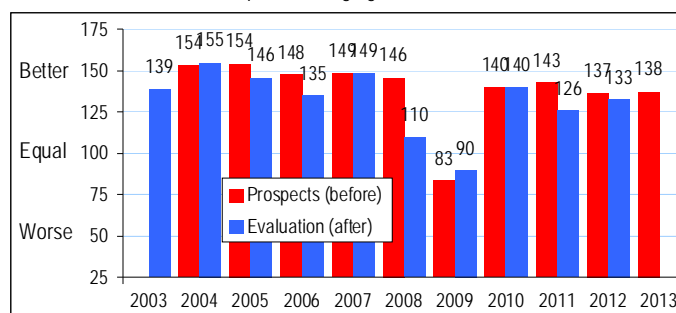
Source: World Tourism Organization (UNWTO) ©

### UNWTO Panel of Tourism Experts: Advanced economies



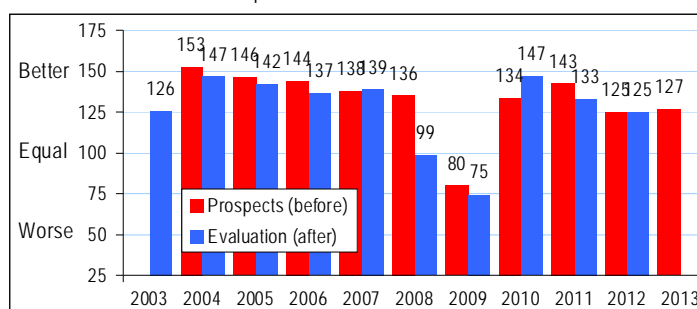
Source: World Tourism Organization (UNWTO) ©

### UNWTO Panel of Tourism Experts: Emerging economies



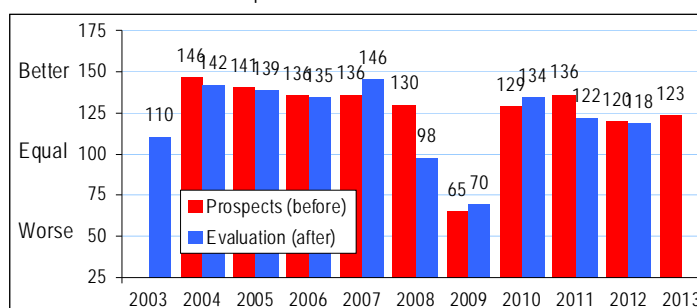
Source: World Tourism Organization (UNWTO) ©

### UNWTO Panel of Tourism Experts: Public



Source: World Tourism Organization (UNWTO) ©

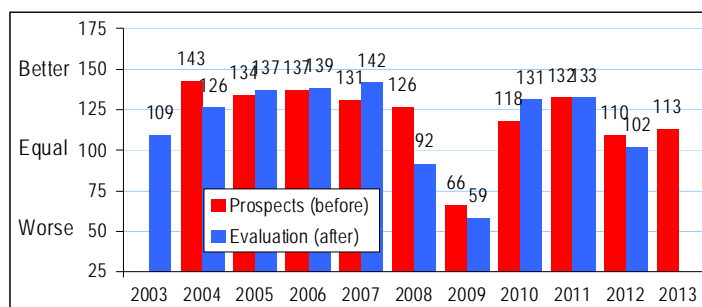
### UNWTO Panel of Tourism Experts: Private



Source: World Tourism Organization (UNWTO) ©

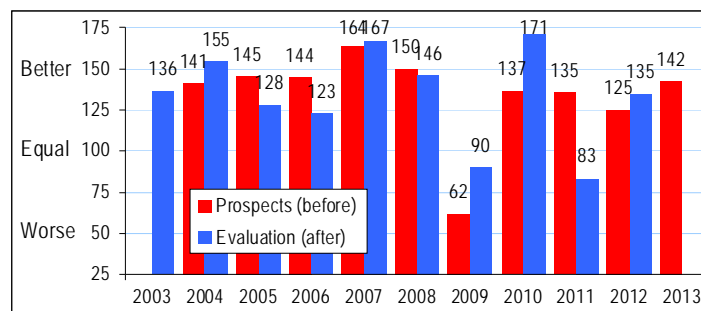


UNWTO Panel of Tourism Experts: Europe



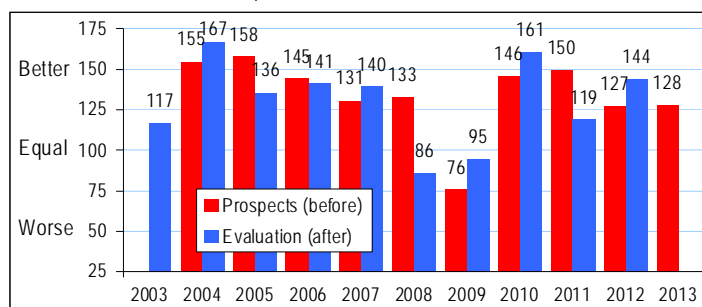
Source: World Tourism Organization (UNWTO) ©

UNWTO Panel of Tourism Experts: Middle East



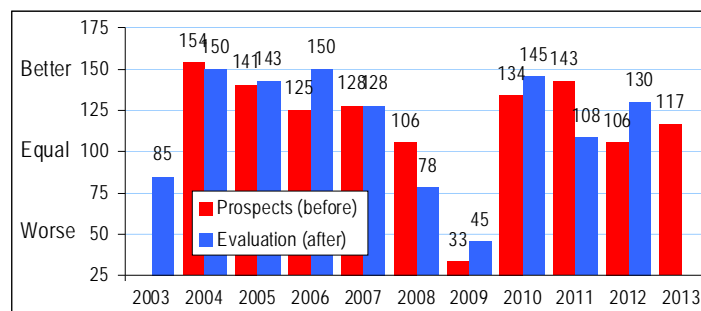
Source: World Tourism Organization (UNWTO) ©

UNWTO Panel of Tourism Experts: Asia and the Pacific



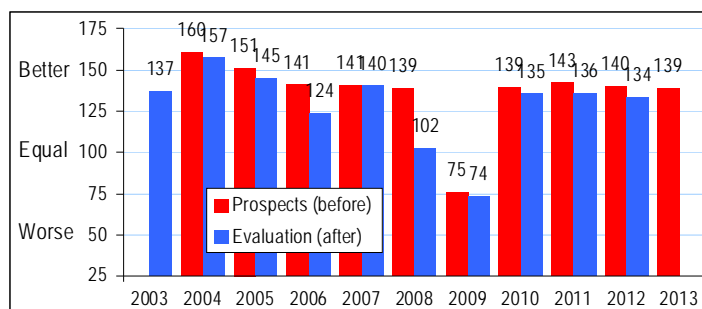
Source: World Tourism Organization (UNWTO) ©

UNWTO Panel of Tourism Experts: Global Operators



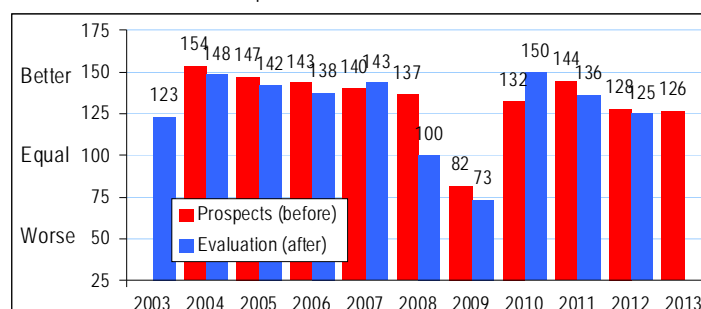
Source: World Tourism Organization (UNWTO) ©

UNWTO Panel of Tourism Experts: Americas



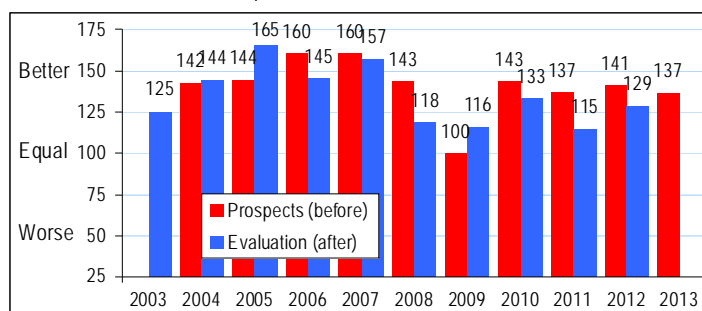
Source: World Tourism Organization (UNWTO) ©

UNWTO Panel of Tourism Experts: Destinations



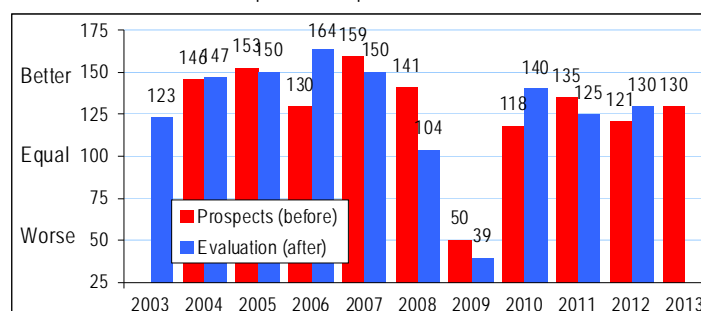
Source: World Tourism Organization (UNWTO) ©

UNWTO Panel of Tourism Experts: Africa



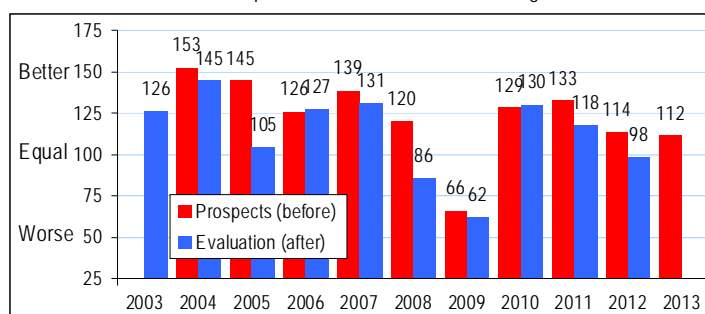
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UNWTO Panel of Tourism Experts: Transport



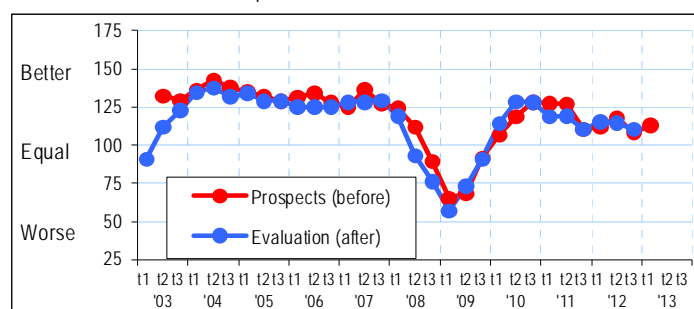
Source: World Tourism Organization (UNWTO) ©

## UNWTO Panel of Tourism Experts: Accommodation &amp; Catering



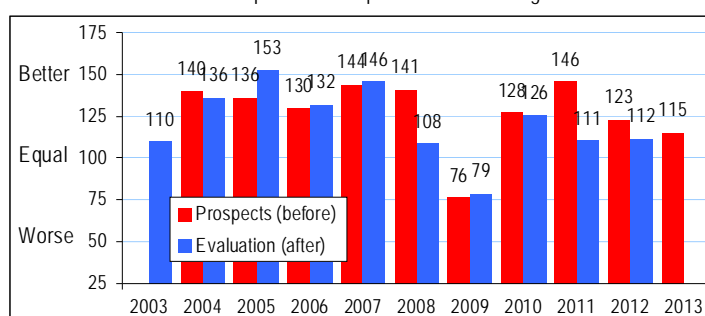
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## UNWTO Panel of Tourism Experts: World



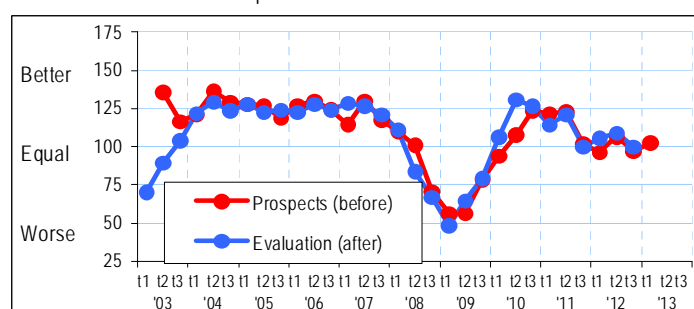
Source: World Tourism Organization (UNWTO) ©

## UNWTO Panel of Tourism Experts: Tour Operators &amp; Travel Agencies



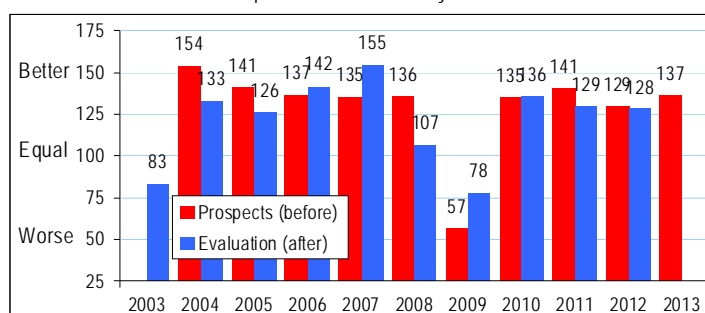
Source: World Tourism Organization (UNWTO) ©

## UNWTO Panel of Tourism Experts: Advanced economies



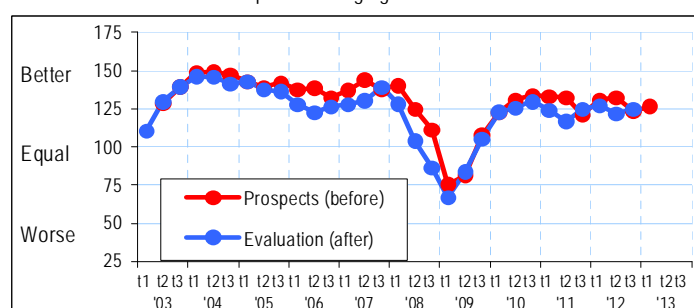
Source: World Tourism Organization (UNWTO) ©

## UNWTO Panel of Tourism Experts: General Industry Bodies &amp; Other



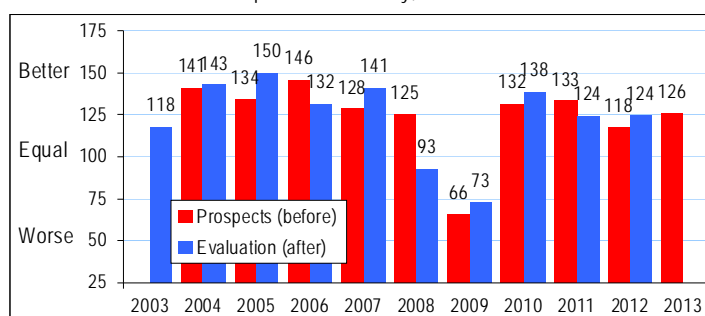
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## UNWTO Panel of Tourism Experts: Emerging economies



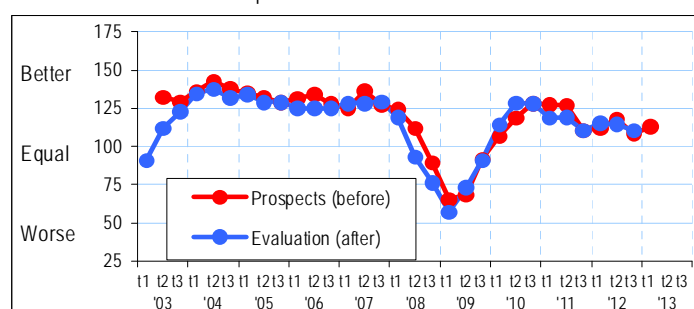
Source: World Tourism Organization (UNWTO) ©

## UNWTO Panel of Tourism Experts: Consultancy, Research &amp; Media



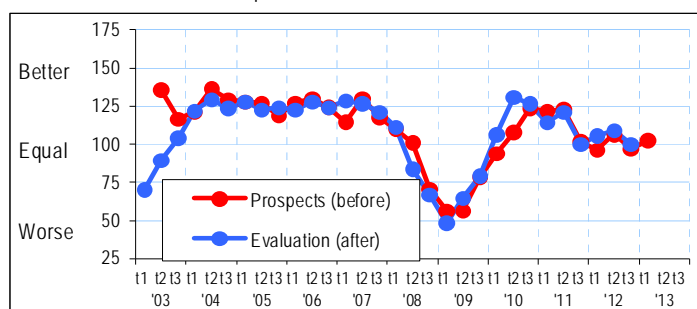
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## UNWTO Panel of Tourism Experts: World



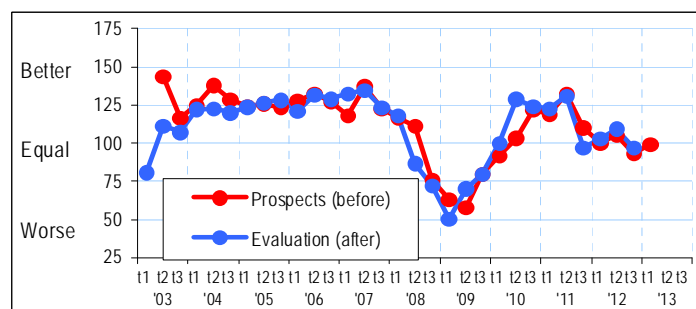
Source: World Tourism Organization (UNWTO) ©

UNWTO Panel of Tourism Experts: Advanced economies



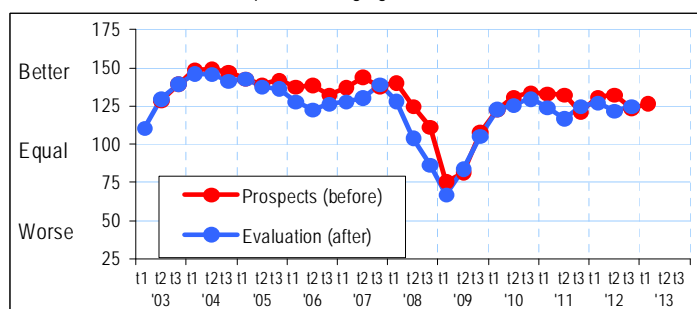
Source: World Tourism Organization (UNWTO) ©

UNWTO Panel of Tourism Experts: Europe



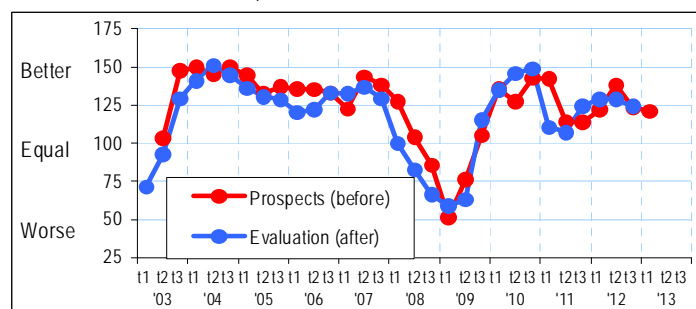
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UNWTO Panel of Tourism Experts: Emerging economies



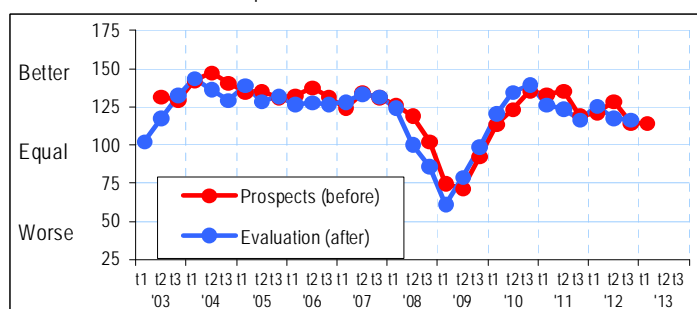
Source: World Tourism Organization (UNWTO) ©

UNWTO Panel of Tourism Experts: Asia and the Pacific



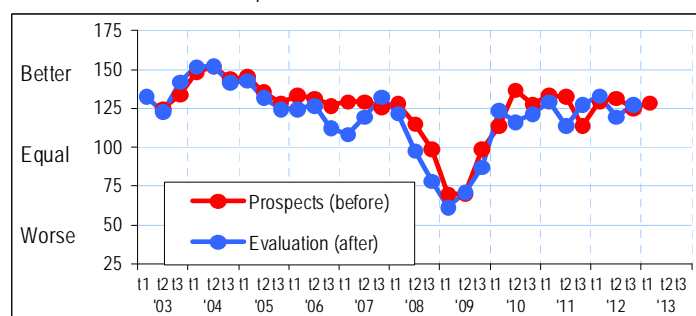
Source: World Tourism Organization (UNWTO) ©

UNWTO Panel of Tourism Experts: Public



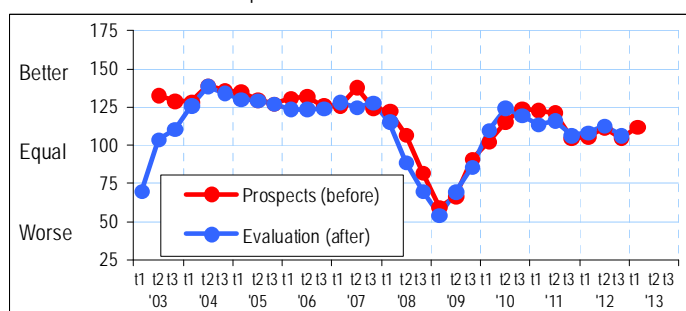
Source: World Tourism Organization (UNWTO) ©

UNWTO Panel of Tourism Experts: Americas



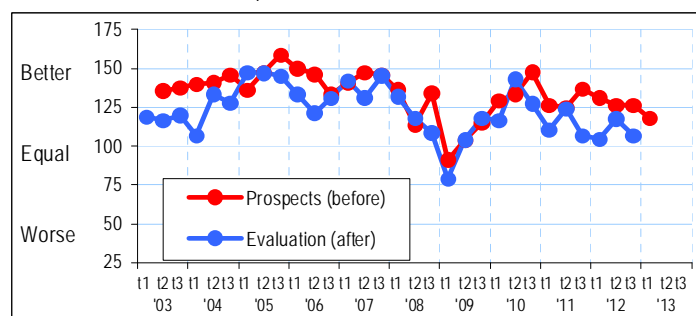
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UNWTO Panel of Tourism Experts: Private



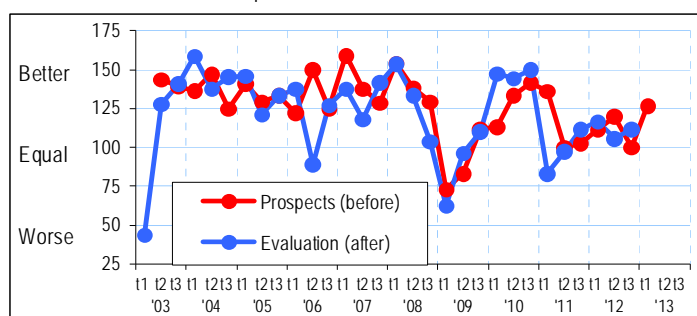
Source: World Tourism Organization (UNWTO) ©

UNWTO Panel of Tourism Experts: Africa



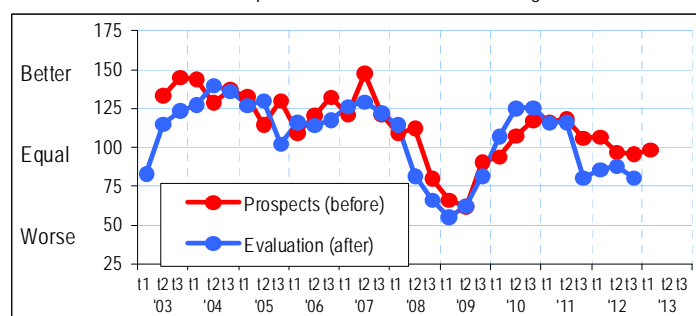
Source: World Tourism Organization (UNWTO) ©

UNWTO Panel of Tourism Experts: Middle East



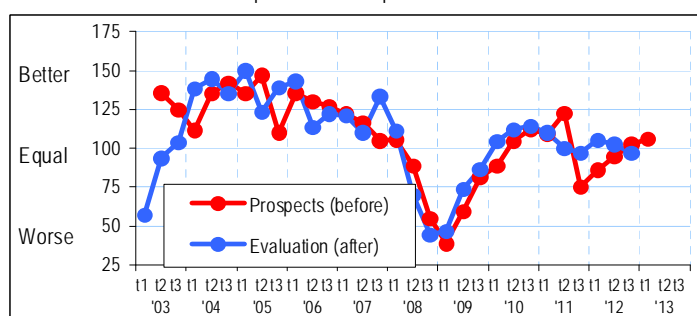
Source: World Tourism Organization (UNWTO) ©

UNWTO Panel of Tourism Experts: Accommodation &amp; Catering



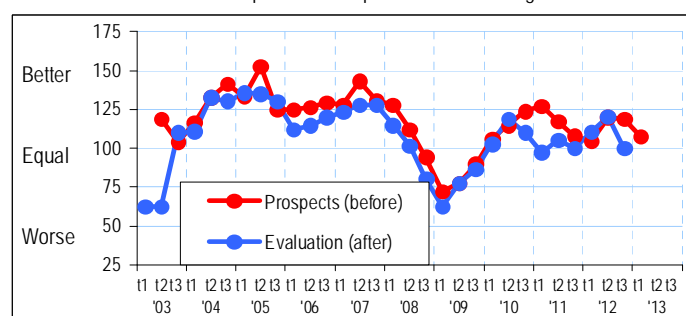
Source: World Tourism Organization (UNWTO) ©

UNWTO Panel of Tourism Experts: Global Operators



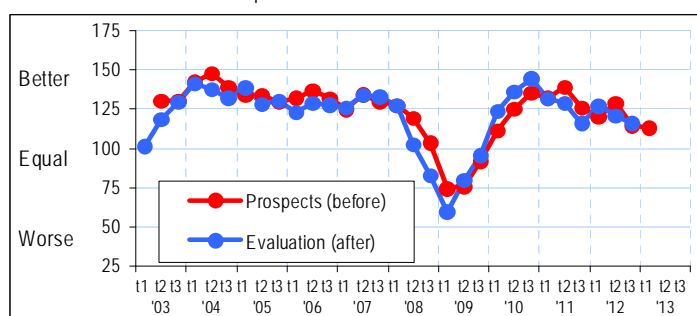
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UNWTO Panel of Tourism Experts: Tour Operators &amp; Travel Agencies



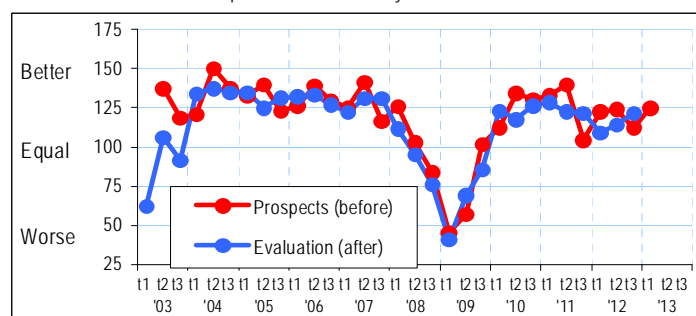
Source: World Tourism Organization (UNWTO) ©

UNWTO Panel of Tourism Experts: Destinations



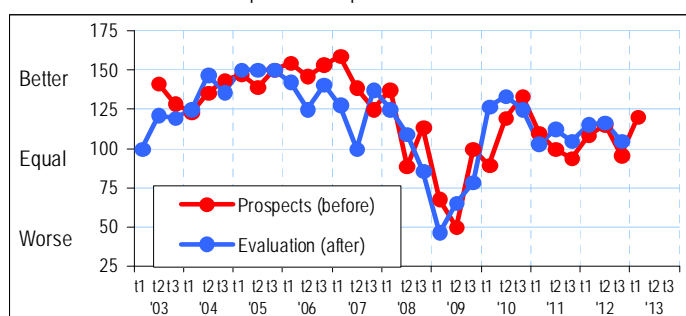
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UNWTO Panel of Tourism Experts: General Industry Bodies &amp; Other



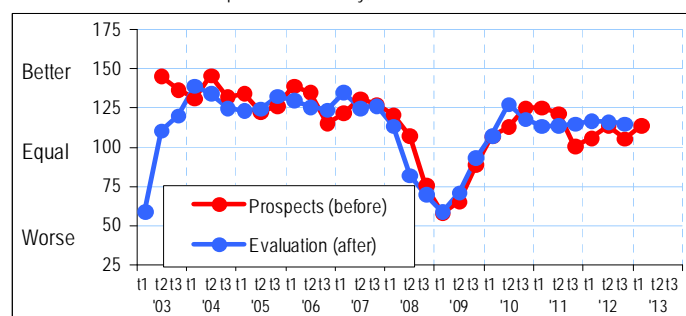
Source: World Tourism Organization (UNWTO) ©

UNWTO Panel of Tourism Experts: Transport



Source: World Tourism Organization (UNWTO) ©

UNWTO Panel of Tourism Experts: Consultancy, Research &amp; Media



Source: World Tourism Organization (UNWTO) ©



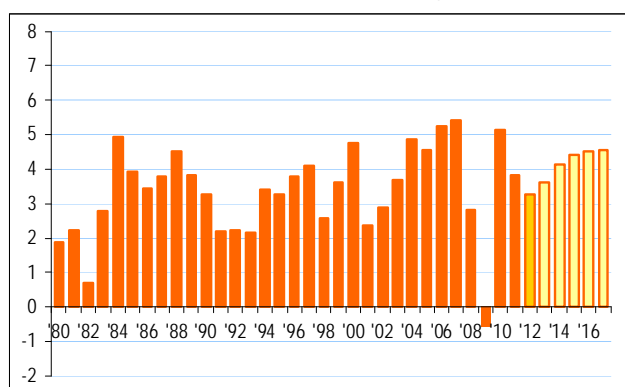
## Overview of the economic growth projections by the International Monetary Fund (IMF), World Economic Outlook, October 2012

	GDP US\$ bn	Growth of Gross Domestic Product (GDP), constant prices (%)															
		Change over previous year						Current projections						Trend <sup>1</sup>			Average
		2011	2007	2008	2009	2010	2011	2012*	2013*	2014*	2015*	2016*	2017*	11-10	12*-11	13*-12*	
World (PPP <sup>2</sup> weighted)	69,899	5.4	2.8	-0.6	5.1	3.8	3.3	3.6	4.1	4.4	4.5	4.6	--	-	+	3.9	
Memorandum: at market exchange rates		4.0	1.5	-2.2	4.1	2.8	2.6	2.9	3.5	3.8	3.9	3.9	--	-	+	2.9	
of which:																	
Advanced economies	44,461	2.8	0.1	-3.5	3.0	1.6	1.3	1.5	2.3	2.6	2.6	2.6	--	-	+	2.4	
Emerging market and developing countries	25,438	8.7	6.1	2.7	7.4	6.2	5.3	5.6	5.9	6.1	6.1	6.2	--	-	+	6.1	

Source: Compiled by UNWTO from International Monetary Fund, World Economic Outlook ([www.imf.org/external/pubs/ft/weo/weorepts.htm](http://www.imf.org/external/pubs/ft/weo/weorepts.htm))<sup>1</sup> Percentage points change to previous year: -- < -1 ; - [-1,-0.2] ; = [-0.2,0.2] ; + [0.2,1] ; ++ >1<sup>2</sup> Purchasing power parity

## World

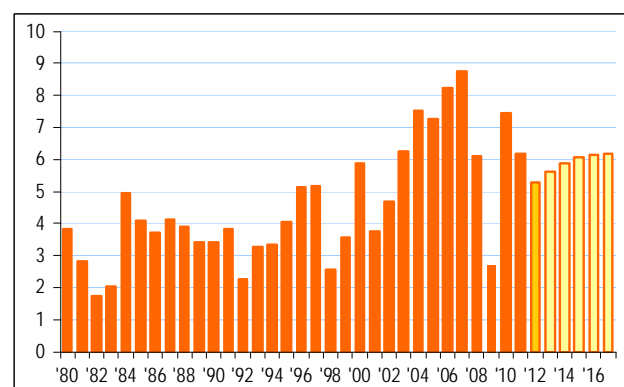
Growth of Gross Domestic Product (GDP), constant prices (%)



Source: International Monetary Fund

## Emerging market and developing countries

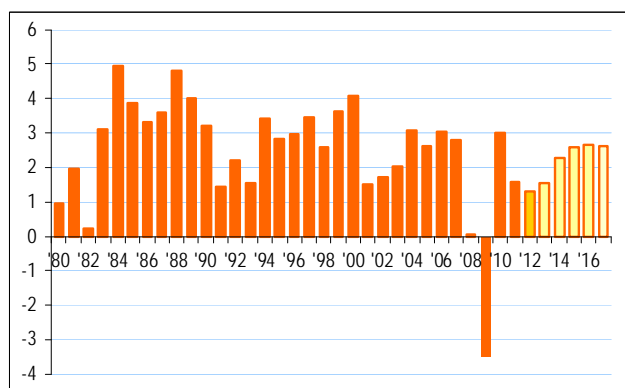
Growth of Gross Domestic Product (GDP), constant prices (%)



Source: International Monetary Fund

## Advanced economies

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



Source: International Monetary Fund

## Crude Oil Spot Price Brent (daily)

(US\$ per barrel)



Source: US Department of Energy, Energy Information Administration

Overview of the economic growth projections by the International Monetary Fund (IMF), World Economic Outlook, October 2012

	GDP US\$ bn	Growth of Gross Domestic Product (GDP), constant prices (%)													Trend <sup>1</sup>		Average 1995-2010
		Change over previous year					Current projections										
		2011	2007	2008	2009	2010	2011	2012*	2013*	2014*	2015*	2016*	2017*	11-10	12*-11		
<i>By UNWTO regions:</i>																	
Europe	22,382	4.4	1.4	-4.5	2.8	2.5	0.7	1.3	2.2	2.5	2.6	2.6	-	--	+	2.6	
European Union (27)	17,611	3.4	0.6	-4.2	2.1	1.6	-0.2	0.5	1.5	1.9	2.0	2.1	-	--	+	2.1	
Euro area	13,114	3.0	0.4	-4.4	2.0	1.4	-0.4	0.2	1.2	1.5	1.7	1.7	-	--	+	1.8	
Germany	3,607	3.4	0.8	-5.1	4.0	3.1	0.9	0.9	1.4	1.4	1.3	1.3	-	--	=	1.3	
France	2,778	2.3	-0.1	-3.1	1.7	1.7	0.1	0.4	1.1	1.5	1.7	1.9	=	--	+	1.8	
Italy	2,199	1.7	-1.2	-5.5	1.8	0.4	-2.3	-0.7	0.5	1.2	1.4	1.4	--	--	++	0.9	
Spain	1,480	3.5	0.9	-3.7	-0.3	0.4	-1.5	-1.3	1.0	1.6	1.7	1.7	+	--	+	2.9	
Netherlands	838	3.9	1.8	-3.7	1.6	1.1	-0.5	0.4	1.4	1.8	1.9	1.9	-	--	+	2.4	
Belgium	515	2.9	1.0	-2.8	2.4	1.8	0.0	0.3	1.0	1.3	1.5	1.5	-	--	+	2.0	
Austria	418	3.7	1.4	-3.8	2.1	2.7	0.9	1.1	2.0	2.1	1.9	1.6	+	--	=	2.2	
Greece	299	3.0	-0.2	-3.3	-3.5	-6.9	-6.0	-4.0	0.0	2.8	3.8	3.6	--	+	++	2.8	
Finland	263	5.3	0.3	-8.5	3.3	2.7	0.2	1.3	2.1	2.0	1.9	1.9	-	--	++	2.9	
Portugal	238	2.4	0.0	-2.9	1.4	-1.7	-3.0	-1.0	1.2	1.9	1.9	1.8	--	--	++	2.0	
Ireland	221	5.4	-2.1	-5.5	-0.8	1.4	0.4	1.4	2.5	2.8	2.8	2.9	++	--	++	4.8	
United Kingdom	2,431	3.6	-1.0	-4.0	1.8	0.8	-0.4	1.1	2.2	2.6	2.6	2.7	--	--	++	2.5	
Sweden	545	3.4	-0.8	-5.0	5.9	4.0	1.2	2.2	2.5	2.6	2.4	2.4	--	--	+	2.8	
Denmark	332	1.6	-0.8	-5.8	1.3	0.8	0.5	1.2	1.8	1.8	1.8	1.8	-	-	+	1.4	
Poland	515	6.8	5.1	1.6	3.9	4.3	2.4	2.1	2.7	3.1	3.4	3.6	+	--	-	4.7	
Switzerland	661	3.8	2.2	-1.9	3.0	1.9	0.8	1.4	1.8	1.9	1.9	1.9	--	--	+	2.0	
Norway	485	2.7	0.0	-1.6	0.6	1.5	3.1	2.4	2.0	2.0	2.0	2.0	+	++	-	2.4	
Russian Federation	1,850	8.5	5.2	-7.8	4.3	4.3	3.7	3.8	3.9	3.9	3.8	3.8	=	-	=	4.0	
Turkey	774	4.7	0.7	-4.8	9.2	8.5	3.0	3.5	4.0	4.3	4.4	4.4	-	--	+	4.2	
Americas	22,429	3.0	1.0	-2.6	3.5	2.6	2.5	2.6	3.2	3.5	3.5	3.5	-	=	=	2.9	
United States	15,076	1.9	-0.3	-3.1	2.4	1.8	2.2	2.1	2.9	3.4	3.4	3.3	-	+	=	2.6	
Canada	1,739	2.2	0.7	-2.8	3.2	2.4	1.9	2.0	2.4	2.4	2.4	2.3	-	-	=	2.8	
Latin America and Caribbean	5,614	5.8	4.2	-1.5	6.2	4.5	3.2	3.9	4.1	4.0	4.0	4.0	--	--	+	3.5	
Brazil	2,493	6.1	5.2	-0.3	7.5	2.7	1.5	4.0	4.2	4.2	4.1	4.1	--	--	++	3.3	
Mexico	1,154	3.2	1.2	-6.0	5.6	3.9	3.8	3.5	3.5	3.3	3.3	3.3	--	=	-	3.1	
Argentina	445	8.7	6.8	0.9	9.2	8.9	2.6	3.1	3.8	4.0	4.0	4.0	-	--	+	4.0	
Venezuela	316	8.8	5.3	-3.2	-1.5	4.2	5.7	3.3	3.4	2.9	2.8	2.5	++	++	--	2.5	
Colombia	328	6.9	3.5	1.7	4.0	5.9	4.3	4.4	4.4	4.5	4.5	4.5	++	--	=	3.2	
Chile	248	5.2	3.1	-0.9	6.1	5.9	5.0	4.4	4.6	4.6	4.6	4.6	=	-	-	4.4	
Peru	177	8.9	9.8	0.9	8.8	6.9	6.0	5.8	6.0	6.0	6.0	6.0	--	-	-	4.9	
Asia and the Pacific	21,579	8.5	5.1	3.7	8.2	5.7	5.2	5.7	6.0	6.1	6.2	6.3	--	-	+	5.9	
Japan	5,867	2.2	-1.0	-5.5	4.5	-0.8	2.2	1.2	1.1	1.2	1.1	1.1	--	++	-	0.8	
Australia	1,487	4.7	2.5	1.4	2.5	2.1	3.3	3.0	3.2	3.3	3.2	3.2	-	++	-	3.7	
New Zealand	159	2.9	-0.2	-2.4	1.8	1.3	2.2	3.1	2.7	2.6	2.3	2.3	-	+	+	2.7	
Newly Industrialized Asian Economies	2,086	5.9	1.8	-0.7	8.5	4.0	2.1	3.6	4.1	4.2	4.2	4.3	--	--	++	4.8	
Korea, Republic of	1,116	5.1	2.3	0.3	6.3	3.6	2.7	3.6	4.0	4.0	4.0	4.0	--	-	+	4.8	
Taiwan (pr. of China)	466	6.0	0.7	-1.8	10.7	4.0	1.3	3.9	4.5	4.7	4.8	5.0	--	--	++	4.6	
Hong Kong (China)	244	6.4	2.3	-2.6	7.1	5.0	1.8	3.5	4.3	4.3	4.4	4.4	--	--	++	3.8	
Singapore	260	8.9	1.7	-1.0	14.8	4.9	2.1	2.9	3.6	3.7	3.8	3.9	--	--	+	6.1	
Developing Asia	11,489	11.4	7.9	7.0	9.5	7.8	6.7	7.2	7.5	7.6	7.7	7.7	--	--	+	8.3	
China	7,298	14.2	9.6	9.2	10.4	9.2	7.8	8.2	8.5	8.5	8.5	8.5	--	--	+	10.6	
India	1,827	10.0	6.9	5.9	10.1	6.8	4.9	6.0	6.4	6.7	6.9	6.9	--	--	++	7.5	
Pakistan	210	6.8	3.7	1.7	3.1	3.0	3.7	3.3	3.5	3.5	3.5	3.5	=	+	-	4.8	
Indonesia, Malaysia, Philippines, Thailand	1,705	6.0	4.7	1.3	7.0	4.3	5.5	5.7	5.6	5.6	5.7	5.8	--	++	+	4.1	
Iran	482	6.4	0.6	4.0	5.9	2.0	-0.9	0.8	1.5	1.8	2.0	2.0	--	--	++	5.3	
Africa	1,626	6.5	5.1	3.0	4.8	4.3	4.3	4.9	5.2	5.5	5.4	5.6	-	=	+	5.4	
South Africa	409	5.5	3.6	-1.5	2.9	3.1	2.6	3.0	3.9	4.1	4.1	4.1	+	-	+	3.5	
Algeria, Morocco, Tunisia,	343	3.6	3.8	3.3	3.4	2.3	2.7	4.0	4.0	4.4	4.8	5.0	--	+	++	4.4	
Nigeria	244	7.0	6.0	7.0	8.0	7.4	7.1	6.7	6.6	6.6	6.7	6.7	-	-	-	7.5	
Middle East	1,859	5.6	6.4	1.7	5.1	4.4	8.9	4.8	4.7	5.2	5.3	5.3	-	++	--	4.8	
Saudi Arabia	597	2.0	4.2	0.1	5.1	7.1	6.0	4.2	3.8	4.3	4.3	4.2	++	--	--	3.3	
Untd Arab Emirates	342	6.6	5.3	-4.8	1.3	5.2	4.0	2.6	3.1	3.3	3.5	3.6	++	--	--	5.9	
Egypt	236	7.1	7.2	4.7	5.1	1.8	2.0	3.0	4.5	6.0	6.5	6.5	--	=	++	5.7	
Kuwait	161	6.5	4.2	-7.8	2.5	8.2	6.3	1.9	3.3	3.9	3.9	3.9	++	--	--	4.4	

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

Overview of the unemployment projections by the International Monetary Fund (IMF), World Economic Outlook, October 2012

	Employment, million persons	Unemployment rate (%)								Current projections				Trend <sup>1</sup>				Average
	2011	1995	2000	2005	2007	2008	2009	2010	2011	2012*	2013*	2015*	2017*	11-10	12*-11	13*-12*	14*-13*	1995-2011
<b>Advanced economies</b>	469	7.1	6.0	6.3	5.5	5.8	8.0	8.3	7.9	8.0	8.1	7.4	6.6	+	=	=	+	6.7
<b>Europe</b>																		
Euro area	142.1	10.7	8.7	9.2	7.6	7.7	9.6	10.1	10.2	11.2	11.5	10.8	9.5	=	--	-	+	9.3
Austria	3.4	3.9	3.6	5.2	4.4	3.8	4.8	4.4	4.2	4.3	4.5	4.1	4.0	+	=	-	+	4.3
Belgium	4.5	9.7	6.9	8.5	8.6	7.0	7.9	8.3	7.2	7.4	7.9	7.5	7.4	++	-	-	+	8.2
Cyprus	0.4	2.6	4.8	5.4	3.9	3.7	5.4	6.2	7.8	11.7	12.5	12.5	11.2	--	--	--	-	4.3
Estonia	0.6	9.7	13.7	7.9	4.7	5.5	13.8	17.3	12.5	10.1	9.1	7.9	6.9	++	++	++	++	10.3
Finland	2.5	15.4	9.8	8.4	6.9	6.4	8.2	8.4	7.8	7.6	7.8	7.7	7.5	++	+	-	=	9.6
France	25.7	11.2	9.1	9.3	8.4	7.8	9.5	9.7	9.6	10.1	10.5	9.8	8.8	=	-	-	+	9.6
Germany	41.1	8.3	8.0	11.2	8.8	7.6	7.7	7.1	6.0	5.2	5.3	5.2	5.2	++	++	=	=	8.7
Greece	4.1	9.1	11.4	9.9	8.3	7.7	9.4	12.5	17.3	23.8	25.4	22.4	16.6	--	--	--	++	10.5
Ireland	1.8	12.2	4.2	4.4	4.6	6.3	11.8	13.6	14.4	14.8	14.4	13.1	10.6	--	-	+	++	7.6
Italy	23.0	11.2	10.1	7.7	6.1	6.8	7.8	8.4	8.4	10.6	11.1	11.0	8.8	=	--	--	-	8.9
Luxembourg	0.2	3.0	2.5	4.3	4.4	4.4	5.8	6.2	5.7	6.2	6.1	5.9	5.7	+	-	=	+	3.9
Malta	0.2	4.9	6.8	7.3	6.5	6.1	6.9	7.0	6.5	6.0	5.8	5.6	5.4	+	+	+	=	6.7
Netherlands	8.3	7.1	3.1	5.3	3.6	3.1	3.7	4.5	4.4	5.2	5.7	5.0	4.0	=	--	-	+	4.3
Portugal	4.8	7.2	4.0	7.6	8.0	7.6	9.5	10.8	12.7	15.5	16.0	14.7	13.6	--	--	--	++	7.1
Slovakia	2.4	13.7	18.8	16.2	11.0	9.6	12.1	14.4	13.5	13.7	13.5	12.0	10.5	++	-	+	++	14.7
Slovenia	0.9	7.0	6.7	6.5	4.9	4.4	5.9	7.3	8.2	8.8	9.0	8.3	7.5	--	--	-	+	6.5
Spain	18.1	22.9	13.9	9.2	8.3	11.3	18.0	20.1	21.7	24.9	25.1	23.2	20.5	--	--	-	++	15.0
Czech Rep	4.9	4.0	8.8	7.9	5.3	4.4	6.7	7.3	6.7	7.0	8.0	7.2	5.5	++	-	--	=	6.7
Denmark	2.5	6.8	4.3	4.8	3.8	3.4	6.1	7.5	6.1	5.6	5.3	3.8	3.5	++	++	+	++	5.2
Sweden	4.6	8.8	5.6	7.6	6.1	6.2	8.3	8.4	7.5	7.5	7.7	6.5	6.4	++	=	-	++	7.2
United Kingdom	29.2	8.7	5.5	4.8	5.4	5.6	7.5	7.9	8.0	8.1	8.1	7.6	7.0	-	-	=	+	6.3
Switzerland	4.7	3.7	1.7	3.4	2.4	2.6	3.7	3.5	2.8	3.4	3.6	3.2	3.2	++	--	-	+	3.0
Norway	2.5	4.9	3.4	4.6	2.5	2.6	3.2	3.6	3.3	3.1	3.1	3.3	3.5	+	+	=	-	3.7
Iceland	0.1	5.0	1.3	2.1	1.0	1.6	8.0	8.1	7.4	6.1	5.7	4.4	4.0	++	++	+	++	3.5
Israel	3.3	6.9	10.9	11.2	9.2	7.7	9.4	8.3	7.1	7.0	7.0	6.5	6.5	++	=	=	+	10.1
<b>Americas</b>																		
Canada	17.3	9.5	6.8	6.8	6.1	6.2	8.3	8.0	7.5	7.3	7.3	6.9	6.5	++	+	=	+	7.6
United States	139.9	5.6	4.0	5.1	4.6	5.8	9.3	9.6	9.0	8.2	8.1	7.1	6.0	++	++	=	+	5.8
<b>Asia and the Pacific</b>																		
Australia	11.4	8.5	6.3	5.1	4.4	4.3	5.6	5.2	5.1	5.2	5.3	5.1	5.1	+	-	-	+	6.2
Japan	62.9	3.1	4.7	4.4	3.8	4.0	5.1	5.0	4.6	4.5	4.4	4.4	4.1	+	=	=	=	4.4
New Zealand	2.2	6.5	6.2	3.8	3.7	4.2	6.1	6.5	6.5	6.6	5.7	4.7	4.6	=	=	++	++	5.6
Newly Industrialized Asian Economies	41.5	2.2	4.0	4.0	3.4	3.4	4.3	4.1	3.6	3.5	3.5	3.4	3.4	+	=	=	=	3.9
Hong Kong (China)	3.7	3.2	4.9	5.6	4.0	3.5	5.2	4.3	3.4	3.4	3.3	3.2	3.2	++	=	=	=	4.8
Korea, Republic of	24.2	2.2	4.4	3.7	3.3	3.2	3.7	3.7	3.4	3.3	3.3	3.3	3.3	+	=	=	=	3.8
Singapore	2.8	1.8	2.7	3.1	2.1	2.2	3.0	2.2	2.0	2.1	2.1	2.1	2.1	+	=	=	=	2.6
Taiwan (pr. of China)	10.7	1.8	3.0	4.1	3.9	4.1	5.9	5.2	4.4	4.5	4.3	4.1	4.0	++	=	+	=	3.9

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



# World Tourism Organization **UNWTO** Publications

## UNWTO World Tourism Barometer

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

*Available in English, French, Spanish and Russian*



## The Middle East Outbound Travel Market

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

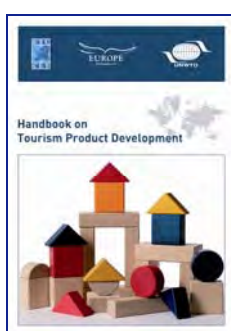
*Available in English*



## Handbook on Tourism Product Development

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

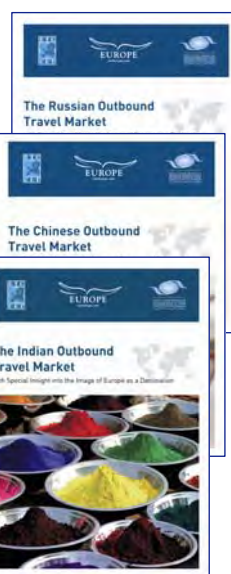
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## The Chinese Outbound Travel Market, The Indian Outbound Travel Market and The Russian Outbound Travel Market

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

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## Handbook on Tourism Destination Branding

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

*Available in English and Spanish*



## Handbook on E-marketing for Tourism Destinations

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

*Available in English and Spanish*



## Demographic Change and Tourism

The UNWTO/ETC report on Demographic Change and Tourism aims to be a reference for destinations and the industry, a means to achieve a better understanding of current and future demographic changes (e.g. population growth and ageing, migration and family diversification) and how these will impact upon tourism, how to anticipate and react upon them in the most competitive way.

*Available in English*



## Compendium of Tourism Statistics, 2013 Edition, Data 2007–2011

The Compendium of Tourism Statistics provides statistical data and indicators on inbound, outbound and domestic tourism, as well as on the number and types of tourism industries, the number of employees by tourism industries, and macroeconomic indicators related to international tourism. The 2013 edition presents data for 205 countries from 2007 to 2011, with methodological notes in English, French and Spanish.

## Yearbook of Tourism Statistics, 2013 Edition, Data 2007–2011

The Yearbook of Tourism Statistics focuses on data related to inbound tourism (total arrivals and overnight stays), broken down by country of origin. The 2013 edition presents data for 199 countries and territories from 2007 to 2011, with methodological notes in English, French and Spanish.



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