



## Interim Update, August 2011

This *Interim Update* edition and *Statistical Annex* of the *UNWTO World Tourism Barometer* include preliminary results for international tourism in the first half year of 2011. A comprehensive analysis of international tourism trends will be included in the next full version of the UNWTO World Tourism Barometer scheduled for October 2011.

This release is available in electronic format only through the UNWTO elibrary and is free for members. Its text is edited in English only, while the Statistical Annex is available in English, French, Spanish and Russian.

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## Healthy growth of international tourism demand in first half of 2011

International tourism grew by almost 5% in the first half of 2011 totalling a new record of 440 million arrivals. Results confirm that, in spite of multiple challenges, international tourism continues to consolidate the return to growth initiated in 2010.

## Quick overview of key trends

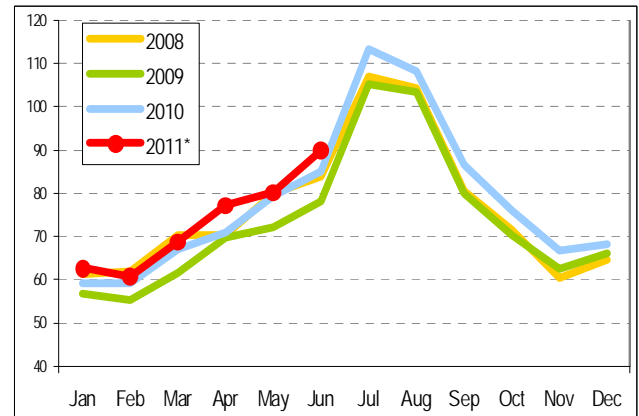
### International tourism – 2011 short-term trends

- International tourist arrivals are estimated to have grown by 4.5% in the first half of 2011, consolidating the 6.6% increase registered in 2010. Between January and June of this year, the total number of arrivals reached 440 million, up 19 million on the 421 million in the same period of 2010. In a regular year, international tourist arrivals in the first half of the year account on average for some 45% of the yearly total (as July and August, the traditional high-season months of the Northern hemisphere, attract most arrivals).

International Tourist Arrivals, monthly evolution

World

(million)

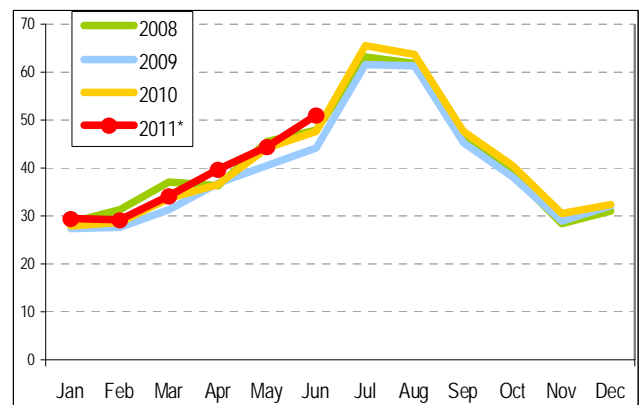


Source: World Tourism Organization (UNWTO) ©

International Tourist Arrivals, monthly evolution

Advanced economies

(million)

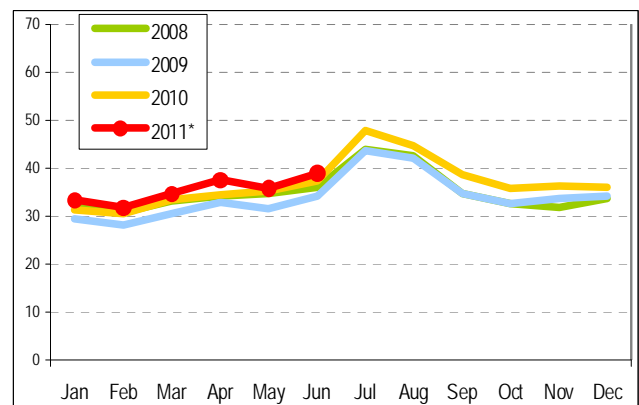


Source: World Tourism Organization (UNWTO) ©

International Tourist Arrivals, monthly evolution

Emerging economies

(million)



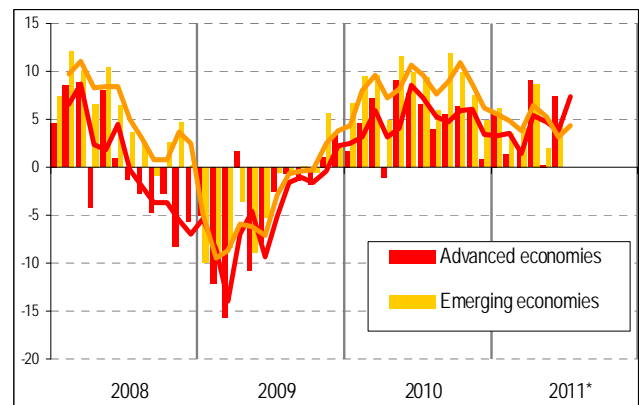
Source: World Tourism Organization (UNWTO) ©

- Growth in advanced economies (+4.3%) has maintained strength and is closing the gap with emerging economies (+4.8%), which have been driving international tourism growth in recent years. This trend reflects the decreases registered in the Middle East and North Africa, as well as a slight slowdown in the growth of some Asian destinations following a very strong 2010.
- All world (sub)regions showed positive trends with the exception of the Middle East and North Africa. Results were better than expected in Europe (+6%), boosted by the recovery of Northern Europe (+7%) and Central and Eastern Europe (+9%), and the temporary redistribution of travel to destinations in Southern and Mediterranean Europe (+7%) due to developments in North Africa (-13%) and the Middle East (-11%). Sub-Saharan Africa (+9%) continued to perform soundly.
- The Americas (+6%) was slightly above the world average, with remarkably strong results for South America (+15%). Asia and the Pacific grew at a comparatively slower pace of 5%, but this more than consolidates its 13% bumper growth of 2010.
- “The sustained growth registered in tourism demand in such challenging times clearly makes the case for the sector and reinforces our call to consider tourism as a priority in national policies. Tourism can play a key role in terms of economic growth and development, particularly at a moment when many economies, for the most part in Europe and North America, struggle for recovery and job creation”, said UNWTO Secretary-General, Taleb Rifai.
- Results from recent months show that destinations such as Egypt, Tunisia or Japan are seeing declines in demand clearly reverting. “We are very encouraged to see demand picking up in such important tourism destinations and call for a continued support to these countries which are today fully ready to receive travellers from all over the world”, added Mr. Rifai.

### Continued growth amid increasing uncertainty

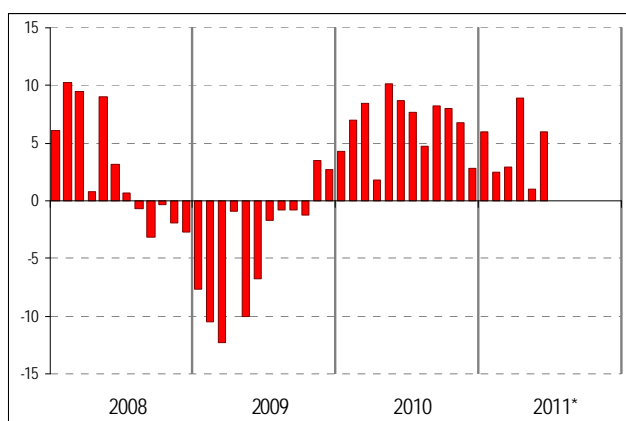
- So far, the growth of international tourism arrivals is very much in line with the initial forecast issued by UNWTO at the beginning of 2011, 4% to 5%, for the full year 2011, a rate slightly above the 4% long-term average.
- As international tourism receipts were more affected by the 2008-2009 crisis and recovered somewhat slower than arrivals in 2010, this year should also see their further improvement.
- Following an encouraging first half of 2011, growth in the remainder of the year is expected to soften somewhat as recent months have brought increased uncertainty, hampering business and consumer confidence.
- “We must remain cautious as the global economy is showing signs of increased volatility”, said Mr. Rifai. “Many advanced economies still face risks posed by weak growth, fiscal problems and persistently high unemployment. Simultaneously, signs of overheating have become apparent in some emerging economies. Restoring sustained and balanced economic growth remains a major task”.

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



Source: World Tourism Organization (UNWTO) ©

International Tourist Arrivals, monthly evolution  
World (% change)



Source: World Tourism Organization (UNWTO) ©

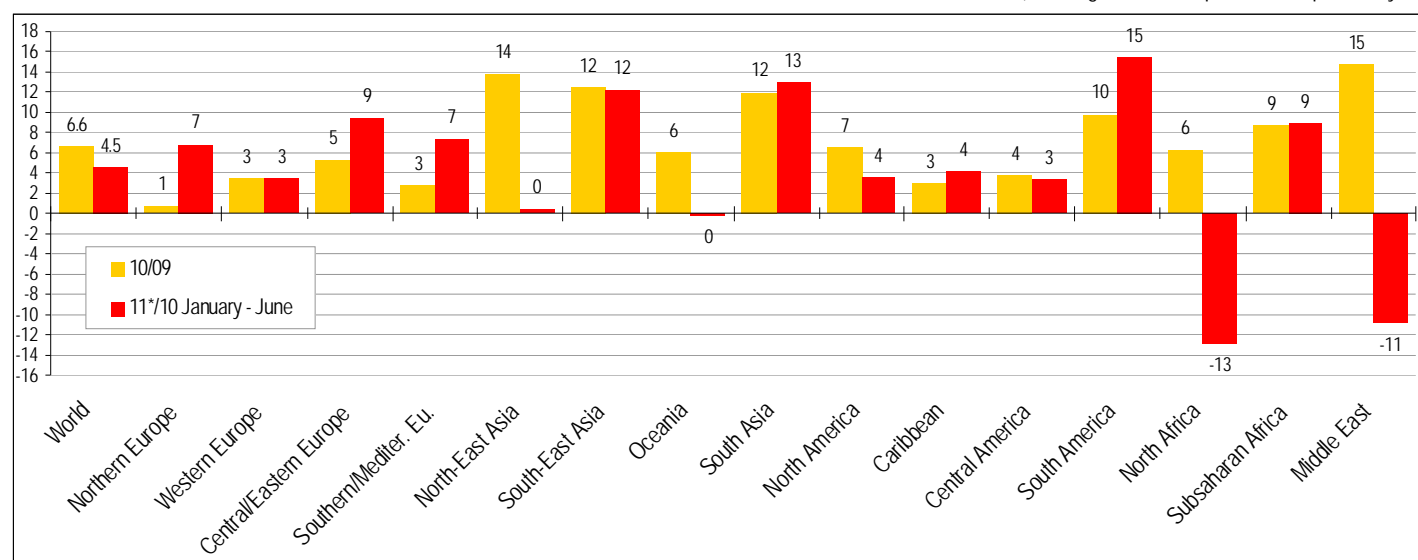
The detailed information in the Statistical Annex of this Interim Update of the *UNWTO World Tourism Barometer* is not included in the free excerpt of this document. The full document is available in electronic format for sale and free for UNWTO members and subscribed institutions through the UNWTO eLibrary at [www.e-unwto.org/content/w83v37](http://www.e-unwto.org/content/w83v37).

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## International Tourist Arrivals

(% change over same period of the previous year)



Source: World Tourism Organization (UNWTO) ©

## International Tourist Arrivals by (Sub)region

	Full year					Share		Change		Monthly/quarterly data series (percentage change over same period of the previous year)												
	2000	2005	2008	2009	2010*	2010*	08/07	09/08	10*/09	2011*												
	(million)					(%)			(%)	YTD	Q1	Q2	Jan	Feb	Mar	Apr	May	Jun	Q1	Q2	Q3	Q4
<b>World</b>	674	797	916	881	940	100	2.1	-3.8	6.6	4.5	3.7	5.2	6.0	2.5	2.9	8.9	1.0	6.0	6.6	7.0	6.8	5.9
Advanced economies	417	453	495	474	498	53.0	-0.3	-4.3	5.1	4.3	2.8	5.4	5.7	1.3	1.7	9.1	0.2	7.3	4.6	5.6	5.3	4.4
Emerging economies	257	345	421	407	442	47.0	5.2	-3.2	8.4	4.8	4.6	4.9	6.2	3.6	4.1	8.7	1.9	4.3	8.6	8.7	8.8	7.3
<i>By UNWTO regions:</i>																						
<b>Europe</b>	385.1	438.7	484.4	460.9	475.8	50.6	0.5	-4.9	3.2	6.4	4.8	7.4	7.4	2.2	5.0	12.0	1.9	9.2	1.4	2.4	3.8	4.6
Northern Europe	43.7	57.3	60.8	57.7	58.1	6.2	-2.9	-5.1	0.8	6.8	4.7	8.2	3.0	2.7	8.0	14.1	4.4	7.6	-4.7	-1.7	3.9	3.5
Western Europe	139.7	141.7	153.2	148.6	153.7	16.4	-0.4	-3.0	3.4	3.4	3.1	3.6	7.3	-1.3	3.6	6.8	-5.3	9.5	2.2	3.9	4.0	2.7
Central/Eastern Eu.	69.3	87.5	100.0	90.2	95.0	10.1	3.6	-9.9	5.3	9.4	8.2	10.3	8.5	7.7	8.4	10.8	9.3	10.7	0.4	4.0	5.3	10.0
Southern/Mediterranean	132.5	152.3	170.4	164.4	169.0	18.0	0.8	-3.5	2.8	7.4	4.4	9.0	8.6	2.2	3.2	16.9	3.7	8.7	4.0	1.8	2.8	3.2
<b>Asia and the Pacific</b>	110.1	153.6	184.1	181.0	204.1	21.7	1.1	-1.7	12.8	5.1	4.4	5.8	5.8	6.6	1.0	5.9	4.3	7.0	13.4	15.8	14.0	8.5
North-East Asia	58.3	85.9	100.9	98.0	111.6	11.9	0.0	-2.9	13.8	0.4	0.9	-0.1	2.0	4.6	-3.2	0.0	-2.5	2.4	11.4	21.0	15.6	7.9
South-East Asia	36.1	48.5	61.8	62.1	69.9	7.4	3.5	0.5	12.5	12.2	9.1	15.6	10.4	9.3	7.7	14.6	16.5	15.6	17.0	10.2	13.5	9.6
Oceania	9.6	11.0	11.1	10.9	11.6	1.2	-0.9	-1.7	6.1	-0.2	-0.5	0.0	4.9	0.5	-6.5	4.7	-0.7	-4.2	6.5	4.0	8.7	4.9
South Asia	6.1	8.1	10.3	9.9	11.1	1.2	1.1	-3.6	11.9	12.9	11.7	14.5	12.8	13.4	8.7	21.4	11.5	10.7	18.0	10.2	7.7	11.1
<b>Americas</b>	128.2	133.3	148.0	140.7	149.7	15.9	2.7	-4.9	6.4	5.6	4.5	6.6	5.6	4.4	3.5	11.8	3.3	5.0	4.6	7.6	9.0	4.1
North America	91.5	89.9	97.7	92.1	98.1	10.4	2.6	-5.7	6.5	3.6	1.3	5.5	2.8	1.7	-0.4	10.7	2.3	3.9	3.9	9.7	8.6	3.2
Caribbean	17.1	18.8	20.0	19.5	20.1	2.1	1.0	-2.7	3.0	4.2	3.7	4.7	4.5	4.6	2.2	10.2	0.6	2.7	5.6	0.4	3.5	2.4
Central America	4.3	6.3	8.2	7.6	7.9	0.8	6.4	-7.4	3.8	3.3	2.1	4.8	5.0	4.6	-3.1	9.5	2.1	2.6	5.5	6.5	4.2	-0.7
South America	15.3	18.3	21.9	21.4	23.5	2.5	3.8	-2.3	9.8	15.4	15.6	15.2	13.9	11.5	22.3	19.6	11.7	14.2	5.6	5.8	18.6	10.4
<b>Africa</b>	26.5	35.4	44.4	46.0	49.6	5.3	2.7	3.7	7.8	1.3	1.8	0.8	5.3	3.1	-2.8	6.2	-3.4	-0.2	8.7	7.7	5.6	9.8
North Africa	10.2	13.9	17.1	17.6	18.7	2.0	4.8	2.5	6.2	-12.9	-13.1	-12.7	-9.1	-9.7	-19.1	-5.4	-22.0	-10.7	9.2	4.4	4.1	9.3
Sub-Saharan Africa	16.2	21.5	27.2	28.4	30.9	3.3	1.4	4.4	8.7	8.9	8.7	9.2	11.1	8.7	6.0	12.4	7.9	7.2	8.4	9.9	6.9	10.1
<b>Middle East</b>	24.1	36.3	55.2	52.9	60.7	6.5	21.2	-4.3	14.8	-10.8	-5.4	-15.7	0.3	-16.3	0.0	-5.4	-21.8	-21.4	19.8	19.3	16.2	6.1

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(Data as collected by UNWTO August 2011)

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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.

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## Statistical Annex

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

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

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

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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: January, February, March, April
- T2: May, June, July, August
- T3: September, October, November, 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 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).



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	(million)					(%)			(%)	YTD	Q1	Q2	Jan	Feb	Mar	Apr	May	Jun	Q1	Q2	Q3	Q4
<b>World</b>	674	797	916	881	940	100	2.1	-3.8	6.6	4.5	3.7	5.2	6.0	2.5	2.9	8.9	1.0	6.0	6.6	7.0	6.8	5.9
Advanced economies	417	453	495	474	498	53.0	-0.3	-4.3	5.1	4.3	2.8	5.4	5.7	1.3	1.7	9.1	0.2	7.3	4.6	5.6	5.3	4.4
Emerging economies	257	345	421	407	442	47.0	5.2	-3.2	8.4	4.8	4.6	4.9	6.2	3.6	4.1	8.7	1.9	4.3	8.6	8.7	8.8	7.3
<i>By UNWTO regions:</i>																						
<i>Europe</i>	385.1	438.7	484.4	460.9	475.8	50.6	0.5	-4.9	3.2	6.4	4.8	7.4	7.4	2.2	5.0	12.0	1.9	9.2	1.4	2.4	3.8	4.6
Northern Europe	43.7	57.3	60.8	57.7	58.1	6.2	-2.9	-5.1	0.8	6.8	4.7	8.2	3.0	2.7	8.0	14.1	4.4	7.6	-4.7	-1.7	3.9	3.5
Western Europe	139.7	141.7	153.2	148.6	153.7	16.4	-0.4	-3.0	3.4	3.4	3.1	3.6	7.3	-1.3	3.6	6.8	-5.3	9.5	2.2	3.9	4.0	2.7
Central/Eastern Eu.	69.3	87.5	100.0	90.2	95.0	10.1	3.6	-9.9	5.3	9.4	8.2	10.3	8.5	7.7	8.4	10.8	9.3	10.7	0.4	4.0	5.3	10.0
Southern/Mediterr. Eu.	132.5	152.3	170.4	164.4	169.0	18.0	0.8	-3.5	2.8	7.4	4.4	9.0	8.6	2.2	3.2	16.9	3.7	8.7	4.0	1.8	2.8	3.2
<i>Asia and the Pacific</i>	110.1	153.6	184.1	181.0	204.1	21.7	1.1	-1.7	12.8	5.1	4.4	5.8	5.8	6.6	1.0	5.9	4.3	7.0	13.4	15.8	14.0	8.5
North-East Asia	58.3	85.9	100.9	98.0	111.6	11.9	0.0	-2.9	13.8	0.4	0.9	-0.1	2.0	4.6	-3.2	0.0	-2.5	2.4	11.4	21.0	15.6	7.9
South-East Asia	36.1	48.5	61.8	62.1	69.9	7.4	3.5	0.5	12.5	12.2	9.1	15.6	10.4	9.3	7.7	14.6	16.5	15.6	17.0	10.2	13.5	9.6
Oceania	9.6	11.0	11.1	10.9	11.6	1.2	-0.9	-1.7	6.1	-0.2	-0.5	0.0	4.9	0.5	-6.5	4.7	-0.7	-4.2	6.5	4.0	8.7	4.9
South Asia	6.1	8.1	10.3	9.9	11.1	1.2	1.1	-3.6	11.9	12.9	11.7	14.5	12.8	13.4	8.7	21.4	11.5	10.7	18.0	10.2	7.7	11.1
<i>Americas</i>	128.2	133.3	148.0	140.7	149.7	15.9	2.7	-4.9	6.4	5.6	4.5	6.6	5.6	4.4	3.5	11.8	3.3	5.0	4.6	7.6	9.0	4.1
North America	91.5	89.9	97.7	92.1	98.1	10.4	2.6	-5.7	6.5	3.6	1.3	5.5	2.8	1.7	-0.4	10.7	2.3	3.9	3.9	9.7	8.6	3.2
Caribbean	17.1	18.8	20.0	19.5	20.1	2.1	1.0	-2.7	3.0	4.2	3.7	4.7	4.5	4.6	2.2	10.2	0.6	2.7	5.6	0.4	3.5	2.4
Central America	4.3	6.3	8.2	7.6	7.9	0.8	6.4	-7.4	3.8	3.3	2.1	4.8	5.0	4.6	-3.1	9.5	2.1	2.6	5.5	6.5	4.2	-0.7
South America	15.3	18.3	21.9	21.4	23.5	2.5	3.8	-2.3	9.8	15.4	15.6	15.2	13.9	11.5	22.3	19.6	11.7	14.2	5.6	5.8	18.6	10.4
<i>Africa</i>	26.5	35.4	44.4	46.0	49.6	5.3	2.7	3.7	7.8	1.3	1.8	0.8	5.3	3.1	-2.8	6.2	-3.4	-0.2	8.7	7.7	5.6	9.8
North Africa	10.2	13.9	17.1	17.6	18.7	2.0	4.8	2.5	6.2	-12.9	-13.1	-12.7	-9.1	-9.7	-19.1	-5.4	-22.0	-10.7	9.2	4.4	4.1	9.3
Subsaharan Africa	16.2	21.5	27.2	28.4	30.9	3.3	1.4	4.4	8.7	8.9	8.7	9.2	11.1	8.7	6.0	12.4	7.9	7.2	8.4	9.9	6.9	10.1
<i>Middle East</i>	24.1	36.3	55.2	52.9	60.7	6.5	21.2	-4.3	14.8	-10.8	-5.4	-15.7	0.3	-16.3	0.0	-5.4	-21.8	-21.4	19.8	19.3	16.2	6.1

Source: World Tourism Organization (UNWTO) ©

(Data as collected by UNWTO August 2011)

## Outlook for International Tourist Arrivals

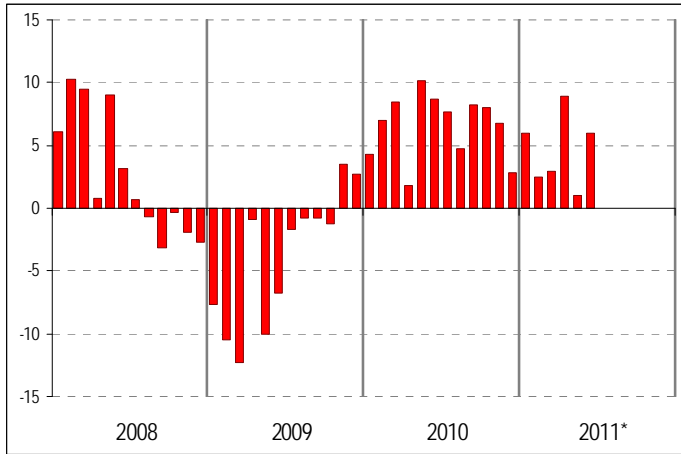
	2008	2009	2010*	2011*
	real			projection
	year, change			between
World	2.1%	-3.8%	6.6%	4% and 5%
Europe	0.5%	-4.9%	3.2%	2% and 4%
Asia and the Pacific	1.1%	-1.7%	12.8%	7% and 9%
Americas	2.7%	-4.9%	6.4%	4% and 6%
Africa	2.7%	3.7%	7.8%	4% and 7%
Middle East	21.2%	-4.3%	14.8%	7% and 10%

Source: World Tourism Organization (UNWTO) ©

(UNWTO January 2011)

International Tourist Arrivals, monthly evolution

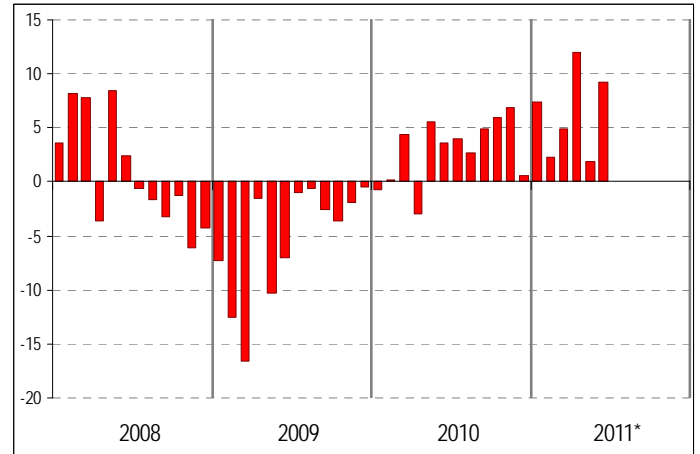
World (% change)



Source: World Tourism Organization (UNWTO) ©

International Tourist Arrivals, monthly evolution

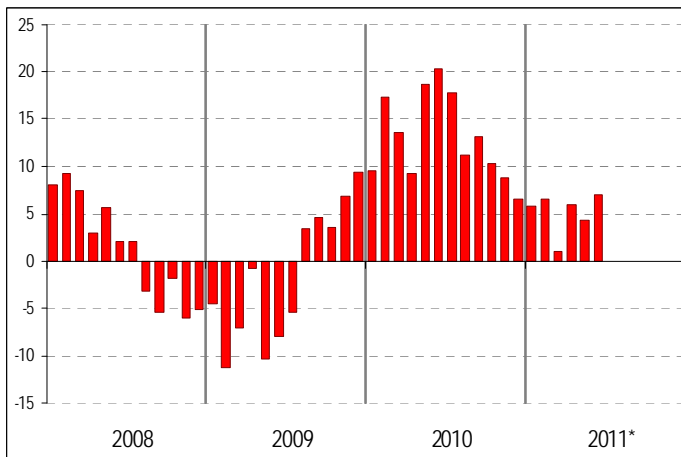
Europe (% change)



Source: World Tourism Organization (UNWTO) ©

International Tourist Arrivals, monthly evolution

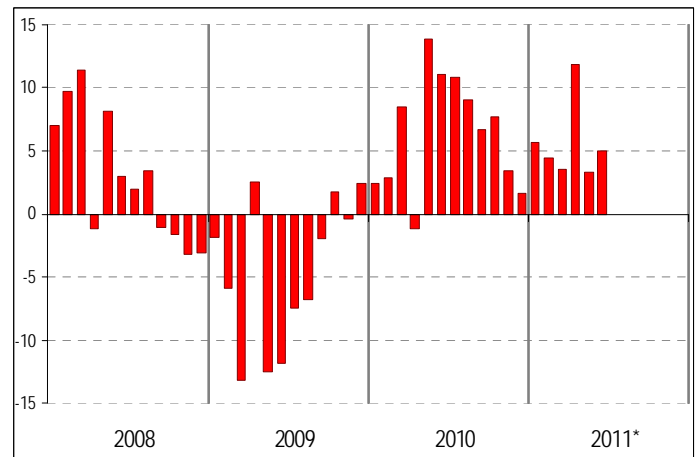
Asia and the Pacific (% change)



Source: World Tourism Organization (UNWTO) ©

International Tourist Arrivals, monthly evolution

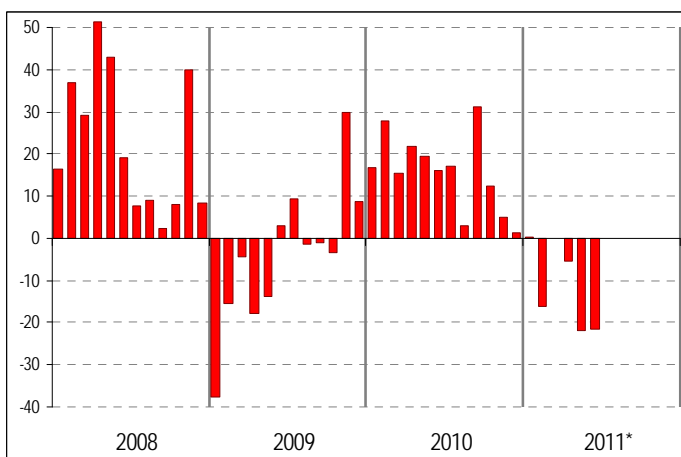
Americas (% change)



Source: World Tourism Organization (UNWTO) ©

International Tourist Arrivals, monthly evolution

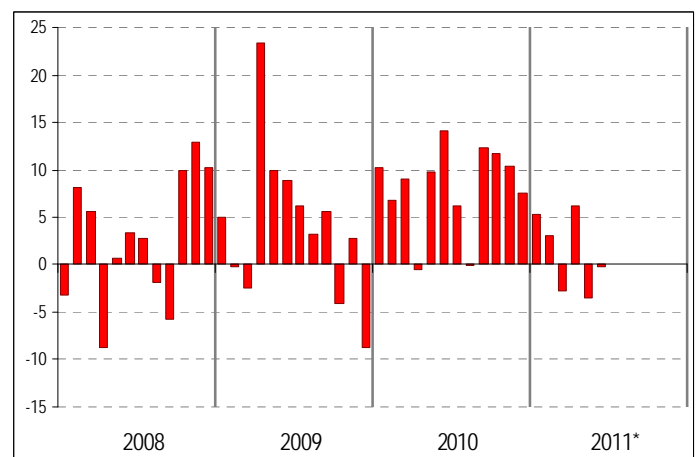
Middle East (% change)



Source: World Tourism Organization (UNWTO) ©

International Tourist Arrivals, monthly evolution

Africa (% change)



Source: World Tourism Organization (UNWTO) ©









### About receipts and expenditure data

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

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

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

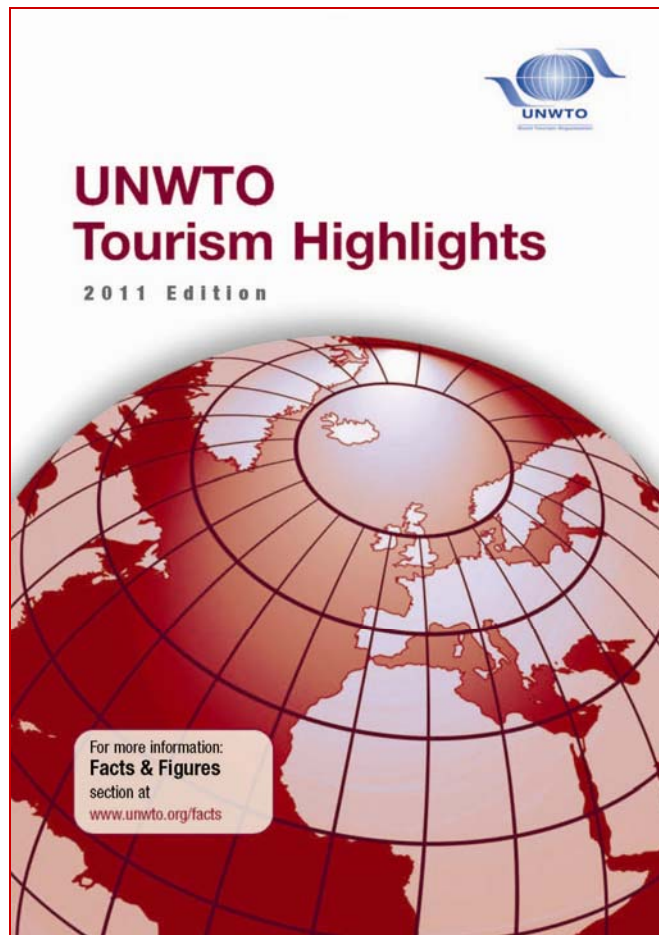
On average for the year, in 2010 one euro exchanged at US\$ 1.3257, in 2009 one euro exchanged at US\$ 1.3948, in 2008 at US\$ 1.4708, in 2007 at 1.3705, in 2006 at 1.2556 and in 2005 at 1.2441 (or 1 US\$ to 0.7543 euro on average for 2010, 0.7169 euro in 2009, 0.6799 euro in 2008, 0.7297 euro in 2007,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

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

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

## UNWTO Tourism Highlights, 2011 Edition

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



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

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



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

	Full year (US\$)				Local currencies, current prices (% change over same period of the previous year)																
	2000	2005	2009	2010*	Series	09/08	10/09	2011*				2010*									
	(million)				YTD	Q1	Q2	Jan	Feb	Mar	Apr	May	Jun	Jul	Q1	Q2	Q3	Q4			
<b>Europe</b>	<b>231,665</b>	<b>349,762</b>	<b>411,456</b>	<b>406,942</b>																	
<i>Northern Europe</i>	<i>36,054</i>	<i>53,645</i>	<i>58,562</i>	<i>59,393</i>																	
Denmark	3,696	5,278	5,673	5,463		-4.4	1.0	4.6	4.6						0.2	-0.1	2.4	0.7			
Finland	1,412	2,186	2,820	2,902		-7.3	8.3	26.2	26.2						-0.1	2.3	13.2	17.5			
Iceland	229	413	565	558		30.0	-2.3	10.2	10.2						31.7	-2.5	-14.1	11.0			
Ireland	2,633	4,806	4,890	4,077		-18.1	-12.3	3.0	3.0						-26.1	-17.1	-7.6	-0.1			
Norway	2,163	3,495	4,204	4,765		-4.6	8.9	1.2	1.2						5.7	13.3	9.4	6.1			
Sweden	4,064	6,792	10,261	11,076		6.3	1.6	-0.2	-0.2						-3.1	2.1	7.9	-2.4			
United Kingdom	21,857	30,675	30,149	30,553	sa	-1.3	2.2	11.0	11.0						-5.4	4.5	1.2	8.5			
<i>Western Europe</i>	<i>83,716</i>	<i>123,224</i>	<i>144,224</i>	<i>142,224</i>																	
Austria	9,784	16,054	19,404	18,663		-5.2	1.2	1.0	1.0						2.9	-3.7	3.2	-0.7			
Belgium	6,592	9,868	9,970	10,245		-10.6	8.1	4.6	4.6		4.4	4.8	4.7		0.7	11.1	5.6	14.9			
France	32,978	44,021	49,528	46,560		-7.7	-1.1	1.9	5.3	0.0	7.6	3.0	5.2	0.0	0.0	-9.8	-0.2	3.5	-4.6		
Germany	18,693	29,173	34,650	34,675		-8.5	5.3	6.0	6.6	5.5	11.6	5.8	3.0	6.0	8.3	2.3	1.2	3.8	7.8	7.2	
Luxembourg	1,806	3,613	4,173	4,120		-1.9	3.9	15.6	15.6						0.4	9.5	3.6	1.8			
Netherlands	7,217	10,475	12,368	12,996		-2.2	10.6	0.0	0.0						14.8	7.4	11.1	9.9			
Switzerland	6,645	10,020	14,131	14,965		-1.4	1.5	1.1	1.1						2.7	4.3	4.0	1.4			
<i>Central/Eastern Europe</i>	<i>20,343</i>	<i>32,665</i>	<i>47,409</i>	<i>47,659</i>																	
Armenia	38	220	334	403	\$	1.1	20.7								4.6	8.7	30.6	27.8			
Azerbaijan	63	78	353	621	\$	85.4	75.9	55.8	55.8						57.4	54.3	114	73.1			
Belarus	93	253	370	411	\$	1.9	11.2	10.5	10.5						12.2	10.5	11.9	10.1			
Bulgaria	1,074	2,412	3,728	3,637		-6.7	2.5	6.7	7.7	6.2	6.3	6.9	10.0	1.6	3.8	9.5	-3.0	0.0	4.8	1.7	
Czech Rep	2,972	4,677	6,478	6,671		0.4	3.2	4.7	4.7						-4.3	10.6	-0.4	9.7			
Estonia	508	971	1,090	1,065		-3.7	2.5	6.4	6.4						-2.5	1.1	5.3	10.3			
Georgia	97	241	476	659	\$	6.6	38.5	59.9	59.9						29.6	19.4	46.4	51.5			
Hungary	3,753	4,101	5,631	5,381		11.5	-1.8	-4.8	-4.8						-6.8	-1.0	1.1	-2.6			
Kazakhstan	356	701	963	1,005	\$	-4.8	4.4	22.6	22.6						-4.6	-0.7	5.3	15.8			
Kyrgyzstan	15	73	459	284	\$	-10.8	-38.2								1.6	-66.9	-39.6	-35.1			
Latvia	131	341	723	640		-5.3	-7.2	6.1	6.1						-14.7	-10.0	-4.7	3.0			
Lithuania	391	921	1,011	1,021		-14.7	6.0	31.8	31.8						-10.7	3.1	13.4	19.1			
Poland	5,677	6,274	9,011	9,446		-0.8	1.3	23.3	23.3						-14.9	6.5	3.3	14.2			
Rep. Moldova	39	103	168	162	\$	-20.6	-3.7	11.9	11.9						-26.1	9.7	8.7	-7.8			
Romania	359	1,061	1,234	1,140	€	-34.8	-2.8	16.0	30.2	5.8	76.3	32.7	5.3	0.0	14.1	3.8	-20.2	-8.5	-1.5	23.6	
Russian Federation	3,429	5,870	9,366	8,970	\$	-20.9	-4.2	15.7	15.7						-3.1	-5.7	-4.1	-3.7			
Slovakia	433	1,210	2,336	2,233		-4.9	0.6	4.2	4.2		2.3	1.1	8.6		5.2	-3.4	-5.5	8.7			
Ukraine	394	3,125	3,576	3,788	\$	-38.0	5.9	11.5	11.5						0.9	4.4	5.0	16.4			
Uzbekistan	27	28	99	..																	
<i>Southern/Mediter. Eu.</i>	<i>91,553</i>	<i>140,228</i>	<i>161,260</i>	<i>157,666</i>																	
Albania	389	860	1,816	1,626	€	11.3	-5.8	8.3	8.3		7.7	8.8	8.6		-23.8	-11.4	5.0	-5.7			
Bosnia & Herzg	233	521	683	593		-12.2	-9.0	-8.0	-8.0						-15.1	-9.2	-2.8	-14.2			
Croatia	2,782	7,463	8,898	8,259	€	-14.5	-2.3	-15.4	-15.4						8.0	-7.2	-0.7	-5.2			
Cyprus	1,941	2,331	2,162	2,183		-16.7	6.2	17.1	3.1	21.1	0.4	8.8	1.3	53.5	13.6	12.6	3.5	1.9	3.8	7.3	
F.Yug.Rp.Macedonia	38	90	218	198	€	0.6	-4.2	13.2	19.2		41.1	11.0	6.7	5.5	6.8		-27.7	2.6	5.1	0.2	
Greece	9,219	13,731	14,506	12,741		-10.6	-7.6	12.6	-2.1	15.5	-0.3	-4.7	-1.4	6.6	9.8	21.7	-2.0	-11.2	-6.6	-7.0	
Israel	4,114	2,866	3,741	4,768	\$	-12.6	27.5	5.2	8.6	2.3	14.9	9.5	2.5	0.7	1.8	4.9	35.4	32.2	21.6	22.9	
Italy	27,493	35,398	40,249	38,786		-7.2	1.4	4.1	2.8		1.4	-7.3	12.3	7.2	4.0		3.0	7.3	-4.2	3.1	
Malta	587	755	881	1,078		-2.2	28.7	14.2	14.2						38.0	10.2	38.0	28.4			
Montenegro	..	268	662	660		-7.9	4.9	-11.6	-11.6						-25.5	4.2	6.7	-7.2			
Portugal	5,243	7,712	9,635	10,077		-7.2	10.0	8.8	6.9	10.1	8.4	7.7	5.0	12.8	7.5	10.3	5.8	8.2	12.3	11.3	
Serbia	..	308	865	798	€	-3.4	-2.9	10.4	6.4		5.3	8.1	6.2	20.4			-2.6	-2.9	-7.0	6.4	
Slovenia	965	1,805	2,516	2,566		-1.2	7.3	6.7	7.9	5.7	10.0	6.2	7.3	11.3	-0.9	6.5	4.6	5.9	9.4	8.2	
Spain	29,967	47,970	53,177	52,525		-9.0	3.9	9.5	6.7		6.2	7.3	6.8	18.7	8.6		0.4	0.8	7.0	5.4	
Turkey	7,636	18,152	21,250	20,807	\$	-3.2	-2.1	21.5	28.5	17.8	26.9	26.1	31.5	26.0	17.1	14.0		-2.2	7.4	-10.0	4.9

Source: World Tourism Organization (UNWTO) ©

(Data as collected by UNWTO August 2011)

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



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

	Full year (US\$)				Local currencies, current prices (% change over same period of the previous year)																			
	2000	2005	2009	2010*	Series	2011*												2010*						
	(million)					09/08	10/09	YTD	Q1	Q2	Jan	Feb	Mar	Apr	May	Jun	Jul	Q1	Q2	Q3	Q4			
<b>Asia and the Pacific</b>	85,372	135,243	203,152	248,152																				
<i>North-East Asia</i>	39,427	64,967	101,125	121,448																				
China	16,231	29,296	39,675	45,814	\$	-2.9	15.5	1.8	0.8	2.3	-1.8	9.6	-3.4	4.0	0.7	2.1	2.8	14.7	20.7	15.9	10.9			
Hong Kong (China)	5,907	10,294	16,408	22,174		6.7	35.4	20.0	20.0									26.2	48.4	50.7	22.9			
Japan	3,373	6,630	10,305	13,199		-13.8	20.2	-27.0	-11.3	-41.1	9.9	0.2	-41.8	-52.1	-40.7	-29.2		20.5	32.6	23.9	5.6			
Korea, Republic of	6,834	5,806	9,819	9,765	\$	0.5	-0.6	31.3	31.3		26.9	38.6	28.8					-32.8	16.2	4.1	20.9			
Macao (China)	3,208	7,618	17,637	..		6.9																		
Mongolia	36	177	235	244	\$	-4.7	3.7	13.4	13.4									21.2	13.4	-8.1	10.6			
Taiwan (pr. of China)	3,738	4,977	6,816	8,648	\$	14.8	26.9	32.6	32.6									30.9	26.8	23.9	26.5			
<i>South-East Asia</i>	26,838	34,982	53,541	68,448																				
Brunei Darussalam	..	191	254	..		7.7																		
Cambodia	304	840	1,185	1,260	\$	-2.8	6.4											4.0	8.8	3.2	9.9			
Indonesia	4,975	4,522	5,598	6,957	\$	-24.1	24.3	12.9	12.9									37.5	13.6	21.5	25.9			
Lao P.D.R.	114	147	268	..	\$	-2.8	..																	
Malaysia	5,011	8,847	15,772	18,276		9.1	5.9	-3.3	-3.3									7.3	5.8	7.3	3.5			
Philippines	2,156	2,265	2,330	2,783	\$	-6.8	19.4	6.5	6.5		2.2	16.7	1.8					2.7	20.5	55.7	12.2			
Singapore	5,142	6,211	9,364	14,124		-10.2	41.4	41.9	41.9									13.1	42.9	65.0	45.0			
Thailand	7,489	9,576	15,663	19,760		-11.3	16.6	17.3	17.3									36.2	-1.2	12.5	11.6			
Timor-Leste	..	..	13	36		-6.0	176																	
Vietnam	..	2,300	3,050	4,450	\$	-22.4	45.9																	
<i>Oceania</i>	14,309	25,887	33,595	39,491																				
Australia	9,274	16,848	25,384	30,103		10.3	0.8	-6.7	-7.6	-5.6	-8.1	-4.2	-10.5	-7.6	-5.5	-3.5		4.4	1.5	0.1	-2.5			
Fiji	189	485	422	..		-5.2												27.2	26.8	15.5				
French Polynesia	..	522	438	..																				
Micronesia (Fed.St.of)	..	17	24	25		8.6	5.0																	
New Caledonia	111	149	141	..																				
New Zealand	2,272	5,203	4,586	4,855		2.4	-8.2	2.3	2.3									-2.7	-7.7	-13.3	-11.6			
Samoa	41	79	116	124		7.0	-2.7																	
Solomon Is	4	2	44	53		23.9	20.3																	
Tonga	7	15	16	..		-11.8																		
<i>South Asia</i>	4,797	9,407	14,891	18,765																				
Bangladesh	50	70	70	81		-5.9	17.3											86.5	-7.7	-10.8	19.7			
Bhutan	10	19	32	35	\$	-18.0	10.0	11.5	3.7		47.8	21.4	-4.9	24.2				52.8	-17.4	-17.0	29.8			
India	3,460	7,493	11,136	14,160		4.7	20.1	30.9	30.9									17.2	20.1	19.3	23.8			
Iran	467	791	2,012	..	\$	5.1	..																	
Maldives	321	287	608	714	\$	-8.3	17.3																	
Nepal	158	132	406	350		34.4	-18.8	-22.0	-22.0									-6.8	-34.3	-44.9	17.4			
Pakistan	81	182	269	304	\$	-14.9	13.2	31.7	19.5	45.6	3.6	13.6	40.7	45.6	45.6	45.6		18	3.0	12.6	18.3			
Sri Lanka	248	429	350	576		8.6	61.9											70.1	60.9	59.1	59.1			

Source: World Tourism Organization (UNWTO) ©

(Data as collected by UNWTO August 2011)

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





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

	Full year (US\$)				Local currencies, current prices (% change over same period of the previous year)															
	2000	2005	2009	2010*	Series	09/08 10/09 2011*												2010*		
	(million)					YTD	Q1	Q2	Jan	Feb	Mar	Apr	May	Jun	Jul	Q1	Q2	Q3	Q4	
<b>Americas</b>	131,355	145,343	165,943	181,803																
<i>North America</i>	101,964	107,731	119,199	130,976																
Canada	10,778	13,768	13,733	15,711		-6.1	3.1	-0.3	-0.3								3.8	2.8	5.4	4.2
Mexico	8,294	11,803	11,275	11,760	\$	-15.2	4.3	-3.2	-7.2	1.9	-5.6	-11.6	-4.5	4.8	-2.2	2.7	-0.9	15.3	7.0	-0.6
United States	82,892	82,160	94,191	103,505	sa	-14.7	9.9	11.0	9.3	12.7	10.5	8.4	9.0	17.9	10.9	9.6	6.3	9.7	11.6	11.9
<i>Caribbean</i>	17,217	20,726	22,443	23,572																
Anguilla	56	86	89	99		-18.5	10.9										6.3	51.5	33.7	-63.8
Antigua, Barb	291	309	293	306		-12.3	4.4										-0.7	-4.4	4.5	2.5
Aruba	814	1,097	1,211	1,239		-9.8	2.3										3.0	5.0	-0.7	1.8
Bahamas	1,734	2,069	1,929	2,059		-10.0	6.7										6.7	5.2	11.8	3.4
Barbados	785	896	1,068	1,105		-10.6	3.5										-3.2	10.4	8.6	0.2
Bermuda	431	429	366	413		-15.1											2.7	23.2	12.2	1.4
Bonaire	59	87	106	..		-12.1											-35.6	13.1	38.0	
Br. Virgin Is	345	437	369	..		-17.3														
Cayman Islands	559	356	486	..																
Cuba	1,737	2,150	2,051	2,187				9.8	9.8								3.3	4.7	2.6	4.5
Curaçao	189	244	361	385		-4.4	6.5										0.8	4.6	6.9	13.4
Dominica	48	57	84	87		-4.1	3.7										12.0	10.7	8.2	-56.2
Dominican Rp	2,860	3,518	4,049	4,209	\$	-2.8	4.0	2.9	2.9								3.5	0.0	5.5	6.9
Grenada	93	71	94	97		-13.9	2.4										-3.2	-12.5	-15.5	21.2
Haiti	128	80	315	..		20.2														
Jamaica	1,333	1,545	1,926	1,986	\$	-2.5	3.1	2.7	2.7	7.1	3.9	-2.3					7.6	-4.4	2.2	4.8
Martinique	302	280	420	472		-4.3	18.2													
Montserrat	9	9	6	6		-13.9	-2.0										-20.0	0.0	0.0	1.0
Puerto Rico	2,388	3,239	3,473	3,598	\$	-1.8	3.6													
Saint Lucia	281	369	296	326		-4.8	10.0										10.9	15.7	29.1	-11.1
St. Kitts-Nev	58	121	83	80		-24.1	-3.7										-8.7	-5.8	16.0	-13.0
St. Maarten	512	659	616	674		-7.2	9.5										2.3	14.4	16.8	9.8
St. Vincent, Grenadines	82	77	88	88		-8.9	0.2										-0.6	-5.8	-9.2	13.1
Trinidad Tbg	213	453	367	..	\$	-7.6	..													
US. Virgin Is	1,206	1,432	1,468	..		-3.4														
<i>Central America</i>	2,958	4,485	6,003	6,770																
Belize	111	214	256	256		-8.0	0.0										2.3	-6.7	-3.1	25.9
Costa Rica	1,302	1,671	1,815	2,111	\$	-20.5	16.3										21.2	15.3	13.2	14.2
El Salvador	217	361	319	390	\$	-24.8	22.1	-20.8	-20.8								0.7	42.2	38.7	10.9
Guatemala	482	791	1,179	1,378	\$	10.3	16.9	-0.7	-5.3	2.1	-3.9	-13.9	9.6	6.6			61.8	19.9	7.2	-4.2
Honduras	260	463	616	650	\$	-0.5	5.6	8.0	8.1	8.6	7.4	8.2	7.9	7.7			5.7	5.3	5.6	5.8
Nicaragua	129	206	334	309	\$	11.1	-7.7	26.8	26.8								-2.1	-0.2	-8.4	-19.5
Panama	458	780	1,483	1,676		5.4	13.0	11.3	11.1	11.5	14.6	13.1	5.8	-0.3	19.1	18.0	11.0	17.4	16.5	8.5
<i>South America</i>	9,216	12,400	18,299	20,485																
Argentina	2,904	2,729	3,960	4,942	\$	-14.8	24.8	6.2	6.2								23.8	17.3	55.4	13.6
Bolivia	68	239	279	310	\$	1.5	11.0										10.1	-1.0	-0.4	33.3
Brazil	1,810	3,861	5,305	5,919	\$	-8.3	11.6	14.5	8.9	22.7	5.1	12.5	9.4	17.3	33.1	18.3	16.1	12.0	6.1	11.7
Chile	819	1,109	1,604	1,636	\$	-4.2	2.0	22.6	22.6								-7.4	2.5	10.1	6.6
Colombia	1,030	1,222	1,999	2,083	\$	8.4	4.2	17.8	17.8								3.3	-1.8	7.4	7.3
Ecuador	402	486	670	781	\$	-9.7	16.6										14.3	21.7	14.3	16.4
Paraguay	73	78	205	217	\$	87.8	6.2										6.0	6.4	5.8	6.6
Peru	837	1,308	2,014	2,274	\$	1.2	12.9	21.7	21.7								6.0	10.1	18.6	16.2
Suriname	16	45	64	61		-16.9	-4.7													
Uruguay	713	594	1,312	1,496	\$	24.8	14.0	52.1	58.7	30.1							18.5	8.5	4.9	10.6
Venezuela	423	650	788	618	\$	-14.1	-21.6										-25.6	-3.9	-36.4	-10.6

Source: World Tourism Organization (UNWTO) ©

(Data as collected by UNWTO August 2011)

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

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

	Full year			Change		Monthly/quarterly data (% change over same period of the previous year)															
	Series	2005	2009	2010*	09/08	10*/09	Series	2011*								2010*					
				(1000)		(%)	YTD	Q1	Q2	Jan	Feb	Mar	Apr	May	Jun	Jul	Q1	Q2	Q3	Q4	
<b>Africa</b>		<b>35,365</b>	<b>46,021</b>	<b>49,596</b>	<b>3.7</b>	<b>7.8</b>		<b>1.3</b>	<b>1.8</b>	<b>0.8</b>	<b>5.3</b>	<b>3.1</b>	<b>-2.8</b>	<b>6.2</b>	<b>-3.4</b>	<b>-0.2</b>	<b>8.7</b>	<b>7.7</b>	<b>5.6</b>	<b>9.8</b>	
<i>North Africa</i>		<i>13,911</i>	<i>17,574</i>	<i>18,667</i>	<i>2.5</i>	<i>6.2</i>		<i>-12.9</i>	<i>-13.1</i>	<i>-12.7</i>	<i>-9.1</i>	<i>-9.7</i>	<i>-19.1</i>	<i>-5.4</i>	<i>-22.0</i>	<i>-10.7</i>	<i>9.2</i>	<i>4.4</i>	<i>4.1</i>	<i>9.3</i>	
Algeria	VF	1,443	1,912	..	7.9	..	VF														
Morocco	TF	5,843	8,341	9,288	5.9	11.4	TF	6.3	6.5	6.2	15.4	10.5	-3.5	17.9	-4.2	5.5	15.5	11.8	7.5	13.6	
Sudan	TF	246	420	..	-4.6	..	TF														
Tunisia	TF	6,378	6,901	6,902	-2.1	0.0	TF	-39.0	-44.1	-36.2	-46.6	-43.3	-42.8	-36.8	-41.5	-31.2	-38.5	0.6	-3.5	0.3	3.7
<i>Subsaharan Africa</i>		<i>21,455</i>	<i>28,447</i>	<i>30,928</i>	<i>4.4</i>	<i>8.7</i>		<i>8.9</i>	<i>8.7</i>	<i>9.2</i>	<i>11.1</i>	<i>8.7</i>	<i>6.0</i>	<i>12.4</i>	<i>7.9</i>	<i>7.2</i>	<i>8.4</i>	<i>9.9</i>	<i>6.9</i>	<i>10.1</i>	
Angola	TF	210	366	425	24.3	16.2	TF														
Benin	TF	176	190	..	1.1	..	TF														
Botswana	TF	1,474	1,553	..	3.5	..	TF														
Burkina Faso	THS	245	269	..	-0.9	..	THS														
Cape Verde	THS	198	287	336	0.7	17.1	THS	20.4	20.4								8.1	2.6	23.3	33.9	
Gambia	TF	108	142	91	-3.5	-35.7	TF	10.3			10.3						-32.3	-61.6	-24.8	-33.0	
Ghana	TF	429	803	931	15.0	16.0	TF	25.3	25.3								19.5	19.5	19.5	5.1	
Kenya	TF	1,399	1,392	..	22.0	..	VF(1)	13.6	15.1	11.5	23.1	9.2	12.8	29.3	3.8	3.8	18.9	14.9	14.5	12.9	
Lesotho	TF	..	320	414	12.3	29.5	VF										24.0	32.0	12.6	28.0	
Madagascar	TF	277	163	196	-56.6	20.5	TF	16.0	13.2	18.7	4.8	20.7	18.1	19.9	21.7	14.9	8.0	16.9	31.8	24.0	
Malawi	TF	438	755	746	1.7	-1.2	TF										-4.0	-12.8	28.4	-8.4	
Mali	TF	143	160	..	-15.8	..	THS														
Mauritius	TF	761	871	935	-6.4	7.3	TF	5.1	5.1	6.8	10.9	6.9	-2.8	22.2	-4.0	2.4	1.3	7.3	4.8	6.2	9.8
Mozambique	TF	578	2,224	..	22.5	..	THS	29.7	29.7		26.8	41.1	22.8				8.5	28.8	8.0	45.8	
Namibia	TF	778	980	..	5.3	..	TF														
Nigeria	TF	1,010	1,414	..	7.7	..	TF														
Reunion	TF	409	422	421	6.4	-0.3	TF										15.2	-12.7	-11.0	3.0	
Rwanda	VF	..	699	..	-4.4	..	VF														
Senegal	TF	769	..	..	..	..	TF*	4.6	11.6	-3.3	10.5	9.5	16.0	-1.5	-5.1	-3.3	-8.4	-0.3	8.2	27.7	
Seychelles	TF	129	158	175	-0.9	10.8	TF	9.4	1.0	16.7	8.1	-0.2	-3.1	38.7	-0.8	11.8	15.4	19.1	7.7	5.9	10.5
Sierra Leone	TF	40	37	39	3.1	5.0	TF											14.1	-5.9	58.3	-9.4
South Africa	TF	7,369	7,012	8,074	n/a	15.1	TF	7.3	7.1		9.3	6.8	4.6	8.8	6.6		20.9	18.9	11.5	10.6	
Swaziland	TF	837	909	..	20.4	..	VF	-0.9	-1.2	-0.5	5.6	-9.0	-1.9	6.3	2.9	-11.3	11.2	0.4	-5.6	-4.1	
Tanzania	TF	590	714	783	-4.8	9.6	VF										7.4	17.9	10.0	5.1	
Togo	THS	81	150	..	103	..	THS														
Uganda	TF	468	817	..	-3.2	..	TF														
Zambia	TF	669	710	..	-12.5	..	TF														
Zimbabwe	VF	1,559	2,017	2,239	3.2	11.0	VF														
<b>Middle East</b>		<b>36,271</b>	<b>52,887</b>	<b>60,707</b>	<b>-4.3</b>	<b>14.8</b>		<b>-10.8</b>	<b>-5.4</b>	<b>-15.7</b>	<b>0.3</b>	<b>-16.3</b>	<b>0.0</b>	<b>-5.4</b>	<b>-21.8</b>	<b>-21.4</b>	<b>19.8</b>	<b>19.3</b>	<b>16.2</b>	<b>6.1</b>	
Bahrain	TF	3,914	..	..	..	..	VF	-26.7	-26.7								24.9	36.4	44.7	34.6	
Egypt	TF	8,244	11,914	14,051	-3.1	17.9	VF	-40.4	-45.3	-35.4	8.9	-80.3	-60.0	-35.7	-40.8	-28.9	28.9	14.7	12.6	15.8	
Iraq	VF	..	1,262	1,518	46.1	20.3	VF														
Jordan	TF	2,987	3,789	4,557	1.6	20.3	TF	-11.9	-1.5		4.7	-1.4	-6.8	-20.5	-27.5		33.4	28.5	14.8	10.4	
Kuwait	THS	104	297	..	14.7	..	THS														
Lebanon	TF	1,140	1,851	2,168	38.9	17.1	TF	-19.7	-13.4	-24.1	-7.6	-16.9	-14.3	-20.4	-29.1	-23.1	32.1	23.1	7.9	14.8	
Oman	THS	896	1,524	..	3.6	..	THS*	8.9	9.1	8.5	10.3	12.2	4.7	-9.5	7.4	28.8					
Palestine	THS	88	396	522	2.2	31.9	THS	4.5	4.5		28.9	10.7	-16.7				67.1	50.9	8.7	21.8	
Qatar	TF	913	1,659	1,866	18.1	12.5	THS										12.6	18.5	-6.4	26.1	
Saudi Arabia	TF	8,037	10,897	10,850	-26.2	-0.4	TF	68.1	64.9		-1.1	37.5	153.8	74.3			1.0	5.8	29.3	-22.9	
Syrian Arab Republic	TF	3,571	6,092	8,546	12.2	40.3	VF	-28.3	-5.4	-45.9	5.1	-6.8	-12.4	-40.4	-49.7	-48.1	72.4	55.0	27.2	30.1	
Untd Arab Emirates(2)	THS	5,833	6,812	7,432	-4.0	9.1	THS(2)										5.4	13.0	0.9	16.7	
Yemen	THS	336	434	536	7.3	23.5	TF														

Source: World Tourism Organization (UNWTO) ©

(Data as collected by UNWTO August 2011)

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

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

(2) Dubai only

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

	Full year (US\$)				Local currencies, current prices (% change over same period of the previous year)																
	2000	2005	2009	2010*	Series 09/08 10/09 2011*												2010*				
	(million)				YTD	Q1	Q2	Jan	Feb	Mar	Apr	May	Jun	Jul	Q1	Q2	Q3	Q4			
<b>Africa</b>	<b>10,328</b>	<b>21,984</b>	<b>28,624</b>	<b>30,765</b>																	
<i>North Africa</i>	<i>3,822</i>	<i>7,026</i>	<i>9,896</i>	<i>9,755</i>																	
Algeria	96	184	267	..	\$	-17.6	..														
Morocco	2,039	4,610	6,557	6,720		-4.9	7.1	9.3	11.0	7.9	13.7	9.1	9.9	3.9	9.9	10.0		14.0	6.0	3.7	8.1
Sudan	5	89	299	94	\$	-9.7	-68.5														
Tunisia	1,682	2,143	2,773	2,645		2.9	1.1	-50.7	-43.0	-55.7								-3.9	1.8	1.1	4.0
<i>Subsaharan Africa</i>	<i>6,506</i>	<i>14,958</i>	<i>18,727</i>	<i>21,010</i>																	
Angola	18	88	534	..	\$	87.4	..														
Benin	77	103	131	..		-41.4															
Botswana	222	562	452	..		-14.3															
Cameroon	57	175	270	105		82.5	-59.2														
Cape Verde	41	123	292	289		-11.9	3.6	16.8	19.3	14.1								9.7	-6.9	0.3	12.6
Côte d'Ivoire	49	83	113	..		2.7															
Ethiopia	57	168	329	..	\$	-12.7	..											24.9			
Gambia	48	68	63	32	\$	-21.3	-49.2														
Ghana	335	836	768	620	\$	-16.4	-19.3														
Kenya	283	579	690	799	\$	-8.3	15.8	32.7	32.7									8.6	40.3	13.5	9.4
Lesotho	18	27	30	34		1.5	-0.6														
Liberia	..	67	123	..		-15.9															
Madagascar	121	183	308	306		0.5	6.3	16.0	13.2	18.6	4.9	20.7	18.2	19.9	21.7	14.7		8.1	17.1	30.5	24.8
Mali	40	148	192	..		-26.5															
Mauritius	542	871	1,117	1,282		-13.4	10.5	6.9	8.4		0.5	10.1	15.8	6.3	2.2			7.4	10.1	12.4	12.8
Mozambique	74	130	196	197	\$	2.9	0.9											-19.8	28.8	-1.8	-3.8
Namibia	160	348	398	438		8.1	-5.0														
Niger	23	43	66	..		-11.5															
Nigeria	101	54	602	571	\$	5.8	-5.1														
Reunion	255	384	425	..	€	0.0															
Rwanda	4	49	174	202	\$	-6.2	..														
Senegal	144	248	463	..		-10.2															
Seychelles	139	192	208	231		11.2	-1.5														
Sierra Leone	10	64	25	26		-16.5															
South Africa	2,675	7,508	7,543	9,070	sa	-2.4	3.9	2.2	2.2									-6.9	18.0	4.0	0.4
Tanzania	377	824	1,160	1,303	\$	-10.0	12.3														
Togo	8	20	68	..		82.3															
Uganda	165	380	667	738	\$	33.9	10.6	12.0	12.0									50.0	11.7	-28.2	24.6
Zambia	67	98	98	125		-10.8	21.3														
Zimbabwe	125	99	523	634	\$	77.9	21.2														
<b>Middle East</b>	<b>16,754</b>	<b>26,599</b>	<b>42,011</b>	<b>50,494</b>																	
Bahrain	573	920	1,118	1,362		-4.1	21.8														
Egypt	4,345	6,851	10,755	12,528	\$	-2.1	16.5	-34.7	-34.0	-35.4								24.2	12.0	13.1	18.5
Jordan	723	1,441	2,911	3,413		-1.0	17.2	0.9	0.9									31.7	25.3	10.6	8.5
Kuwait	98	164	354	227		47.8	-36.3														
Lebanon	..	5,532	6,774	8,012	\$	16.4	18.3														
Libyan Arab Jamahiriya	75	250	50	..		-30.8															
Oman	221	429	689	775		-13.4	12.5														
Palestine	283	119	410	..	\$	52.5	..														
Qatar	128	760	179	584		22.9	22.7														
Saudi Arabia	..	4,622	5,995	6,712		1.4	12.0	29.0	29.0									16.0	0.9	18.5	12.7
Syrian Arab Republic	1,082	1,944	3,757	..		19.3															
Untd Arab Emirates	1,063	3,218	7,352	8,577		2.7	16.7														
Yemen	73	181	496	..	\$	9.5	..														

Source: World Tourism Organization (UNWTO) ©

(Data as collected by UNWTO August 2011)

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

## UNWTO Panel of Tourism Experts

### The UNWTO Tourism Confidence Index

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

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

### How to read this data

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

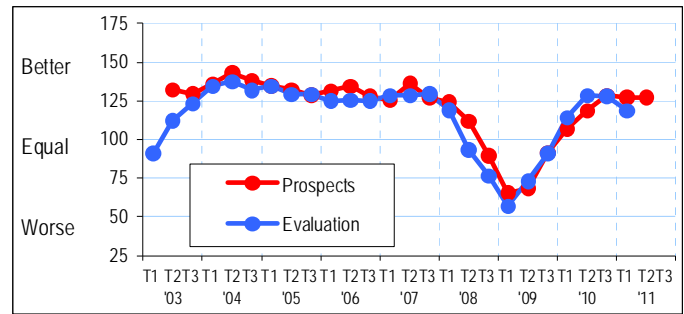
- *What is your assessment of tourism performance in your destination or business for the four months just ended (or about to end) as against what you would reasonably expect for this time of year?*
- *What are the tourism prospects of your destination or business in the coming four months compared with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

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

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

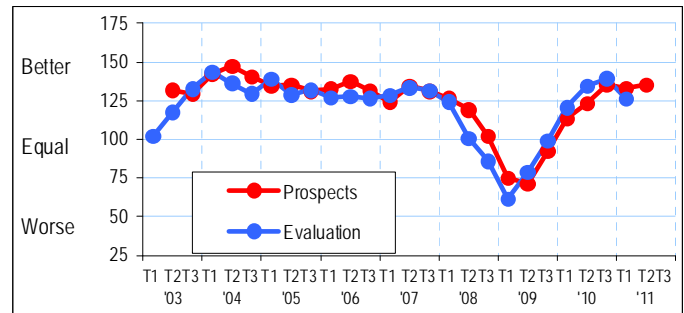
For this edition responses have been received from experts based in Albania, Algeria, Anguilla, Argentina, Armenia, Aruba, Australia, Austria, Azerbaijan, Bahamas, Belgium, Belize, Bolivia, Bosnia and Herzegovina, Brazil, Brunei Darussalam, Burkina Faso, Cambodia, Cameroon, Canada, Chile, China, Colombia,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

UNWTO Panel of Tourism Experts: World



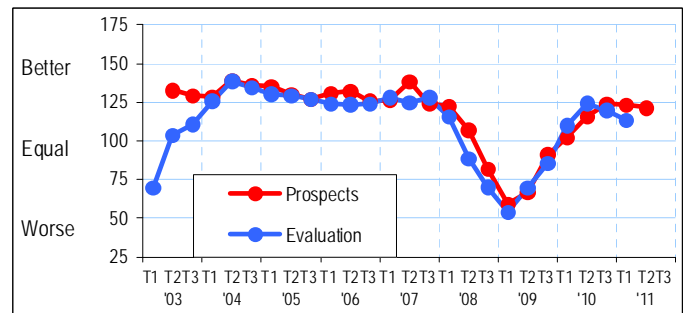
Source: World Tourism Organization (UNWTO) ©

UNWTO Panel of Tourism Experts: Public



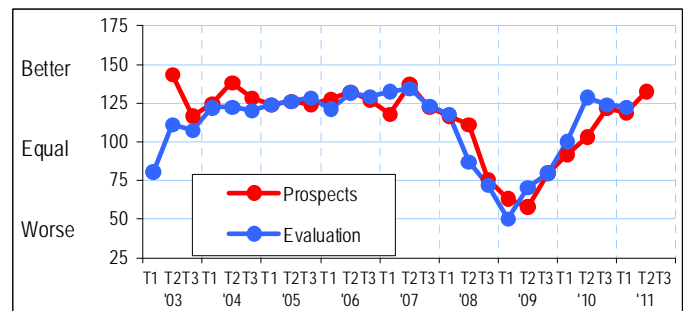
Source: World Tourism Organization (UNWTO) ©

UNWTO Panel of Tourism Experts: Private



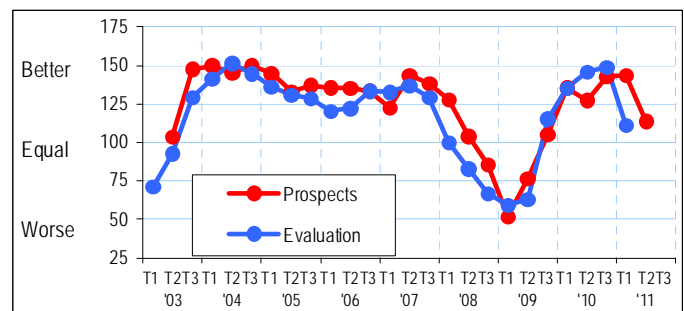
Source: World Tourism Organization (UNWTO) ©

UNWTO Panel of Tourism Experts: Europe



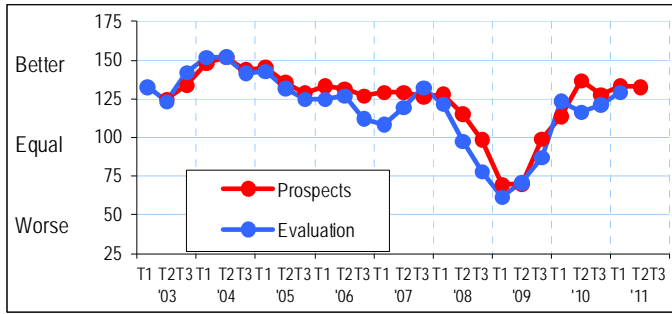
Source: World Tourism Organization (UNWTO) ©

UNWTO Panel of Tourism Experts: Asia and the Pacific



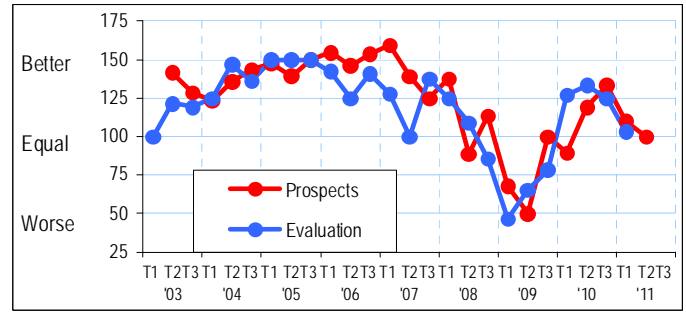
Source: World Tourism Organization (UNWTO) ©

UNWTO Panel of Tourism Experts: Americas



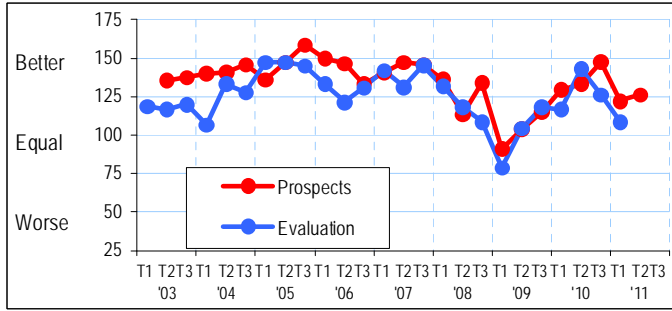
Source: World Tourism Organization (UNWTO) ©

UNWTO Panel of Tourism Experts: Transport



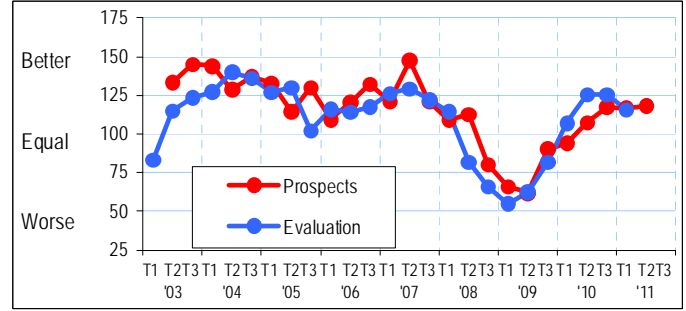
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UNWTO Panel of Tourism Experts: Africa



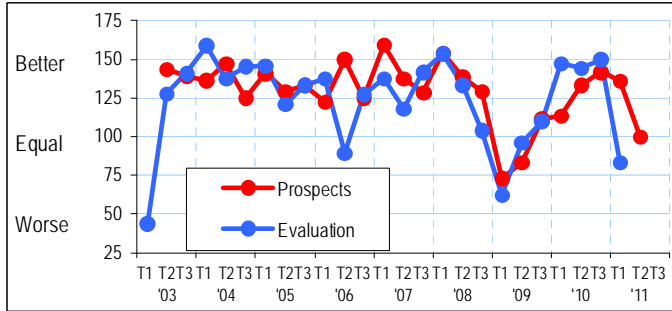
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UNWTO Panel of Tourism Experts: Accommodation & Catering



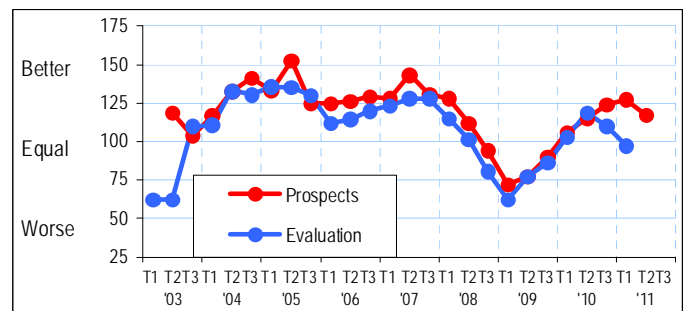
Source: World Tourism Organization (UNWTO) ©

UNWTO Panel of Tourism Experts: Middle East



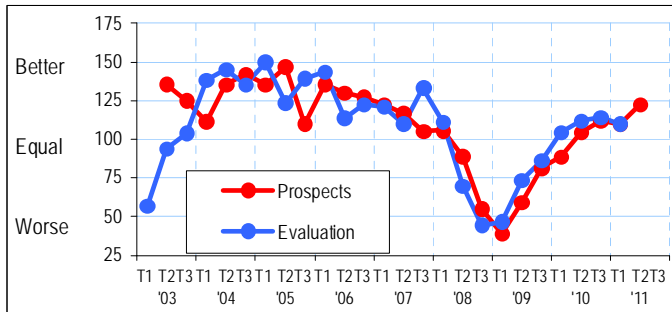
Source: World Tourism Organization (UNWTO) ©

UNWTO Panel of Tourism Experts: Tour Operators & Travel Agencies



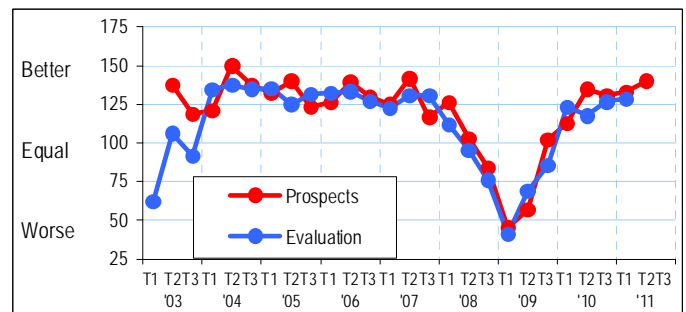
Source: World Tourism Organization (UNWTO) ©

UNWTO Panel of Tourism Experts: Global Operators



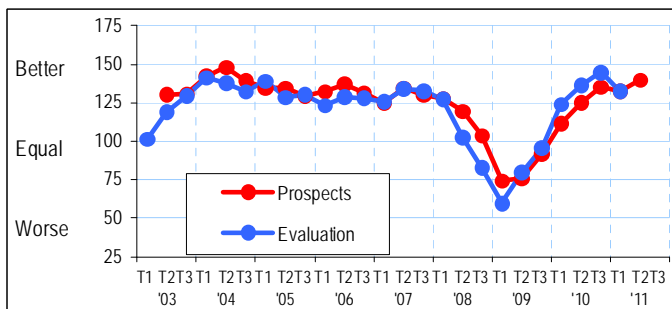
Source: World Tourism Organization (UNWTO) ©

UNWTO Panel of Tourism Experts: General Industry Bodies & Other



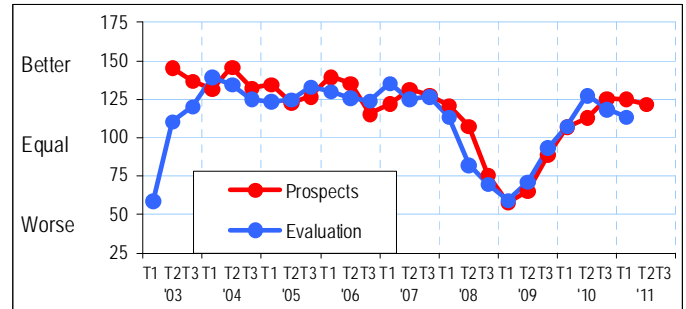
Source: World Tourism Organization (UNWTO) ©

UNWTO Panel of Tourism Experts: Destinations



Source: World Tourism Organization (UNWTO) ©

UNWTO Panel of Tourism Experts: Consultancy, Research & Media



Source: World Tourism Organization (UNWTO) ©



## The 5<sup>th</sup> UNWTO/PATA Forum on Tourism Trends and Outlook

26-28 October, 2011  
Guilin, China

This 5th edition of the Forum is jointly organised by the World Tourism Organization (UNWTO) and the Pacific Asia Travel Association (PATA), hosted by Guilin Municipal People's Government and in collaboration with Hong Kong Polytechnic University.

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

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

- The technical sessions aimed at a selected audience. The session will provide practitioners and academics with the opportunity to exchange the latest tourism research results and views on the inbound and outbound tourism trends with examples or best practices from a selected group of destinations and source markets in Asia and the Pacific. They will include the perspectives of both the public and private sectors.
- The plenary sessions open to a broad audience. These sessions, conducted by renowned international speakers from the tourism sectors, will be devoted to the current issues in tourism of the year. The long-term prospects and strategies for future tourism development in the Asia Pacific will also be discussed.

The Forum is aimed at participants from the following areas:

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

Please find further information including the Preliminary Programme of the Forum, the General Information Note, the Technical Note and a Registration Form online at the Forum website <http://asiapacific.unwto.org/en/guilinforum>.



THE HONG KONG  
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# World Tourism Organization (UNWTO) Publications



## UNWTO World Tourism Barometer

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

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



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

## Handbook on E-marketing for Tourism Destinations

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

Available in English

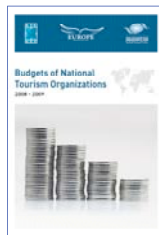


Published: 2008  
Price: € 75

## Budgets of National Tourism Organizations, 2008-2009

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

Available in English



Published: 2010  
Price: € 75

## Cruise Tourism – Current Situation and Trends

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

Available in English and Spanish

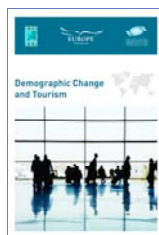


Published: 2008  
Price: € 80

## Demographic Change and Tourism

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

Available in English



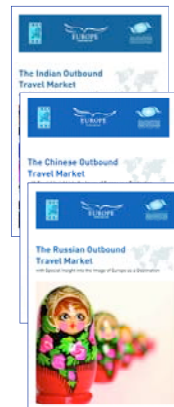
Published: 2010  
Price: € 75

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

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

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

Available in English



Published: 2008/2009  
Price: € 75 each

## Handbook on Tourism Destination Branding

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

Available in English



Published: 2009  
Price: € 75

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

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

Available in English



Published: 2011  
Price: € 75 each

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

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