



Statistical Annex

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

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

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

English version: www.e-unwto.org/content/w83v37

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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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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	2006	2007	2008	2009	2010*		2010*	08/07	09/08	10*/09	2011*	2010*				2010*			
	(million)								(%)	%			YTD	Q1	Jan	Feb	Mar	Apr	Q1	Q2	Q3
World	675	798	842	898	917	882	940	100	2.1	-3.8	6.6	4.5	3.9	6.2	2.5	3.1	6.3	6.6	6.9	6.7	5.7
Advanced economies	417	453	476	497	495	474	498	53.0	-0.3	-4.3	5.1	3.2	2.7	5.6	1.3	1.7	4.2	4.7	5.6	5.3	4.4
Emerging economies	257	345	366	401	421	408	442	47.0	5.2	-3.2	8.3	5.9	5.0	6.7	3.6	4.5	8.5	8.5	8.4	8.6	7.0
<i>By UNWTO regions:</i>																					
<i>Europe</i>	385.6	439.4	461.6	482.9	485.2	461.5	476.6	50.7	0.5	-4.9	3.3	6.4	4.6	7.0	2.2	4.7	10.3	1.5	2.4	3.7	4.6
Northern Europe	43.7	57.3	61.0	62.6	60.8	57.7	58.1	6.2	-2.9	-5.1	0.8	7.6	5.2	3.5	3.2	8.6	13.6	-4.4	-1.8	3.6	3.6
Western Europe	139.7	141.7	148.6	153.9	153.2	148.6	153.7	16.4	-0.4	-3.0	3.4	3.7	3.3	7.3	-1.2	4.1	4.6	2.2	3.9	4.0	2.7
Central/Eastern Eu.	69.3	87.5	91.4	96.6	100.0	90.2	95.1	10.1	3.6	-9.9	5.4	8.2	8.0	8.3	7.9	7.9	8.4	0.4	4.0	5.3	10.0
Southern/Mediter. Eu.	133.0	153.0	160.5	169.9	171.2	165.1	169.7	18.1	0.8	-3.6	2.8	7.4	3.5	7.5	1.7	2.1	15.7	4.1	1.8	2.8	3.2
<i>Asia and the Pacific</i>	110.1	153.6	166.0	182.0	184.1	181.0	203.9	21.7	1.1	-1.7	12.7	4.7	4.3	5.6	6.6	1.1	5.8	13.2	15.6	13.9	8.5
North-East Asia	58.3	85.9	92.0	101.0	100.9	98.0	111.6	11.9	0.0	-2.9	13.8	0.7	0.9	1.9	4.6	-3.2	0.0	11.4	21.0	15.6	7.9
South-East Asia	36.1	48.5	53.1	59.7	61.8	62.1	69.6	7.4	3.5	0.5	12.1	10.2	9.0	10.0	9.1	7.9	14.3	16.5	9.5	13.1	9.6
Oceania	9.6	11.0	11.0	11.2	11.1	10.9	11.6	1.2	-0.9	-1.7	6.1	0.6	-0.5	5.0	0.5	-6.5	4.3	6.5	4.0	8.7	4.9
South Asia	6.1	8.1	9.8	10.1	10.3	9.9	11.1	1.2	1.1	-3.6	11.9	13.7	11.7	12.8	13.4	8.8	21.4	18.0	10.2	7.7	11.2
<i>Americas</i>	128.2	133.3	135.8	144.0	148.0	140.8	149.8	15.9	2.7	-4.9	6.4	5.4	4.5	5.6	4.6	3.4	8.2	4.8	7.7	9.1	4.0
North America	91.5	89.9	90.6	95.3	97.7	92.2	98.2	10.5	2.6	-5.7	6.6	2.2	0.8	2.4	1.1	-0.8	5.8	4.2	9.8	8.7	3.0
Caribbean	17.1	18.8	19.5	19.9	20.1	19.5	20.1	2.1	1.0	-2.7	3.1	5.2	4.2	4.5	5.3	3.0	8.4	5.5	0.4	3.7	2.6
Central America	4.3	6.3	6.9	7.8	8.2	7.6	7.9	0.8	6.4	-7.4	3.8	3.7	2.1	5.0	4.6	-3.1	9.2	5.5	6.5	4.2	-0.7
South America	15.3	18.3	18.8	21.1	21.9	21.5	23.5	2.5	3.8	-2.2	9.7	16.9	16.4	14.6	13.4	22.0	19.2	5.6	5.8	18.6	10.4
<i>Africa</i>	26.5	35.4	39.5	43.2	44.4	46.0	49.4	5.3	2.7	3.7	7.3	2.0	1.1	5.3	1.4	-3.2	4.3	8.1	7.3	4.9	10.0
North Africa	10.2	13.9	15.1	16.3	17.1	17.6	18.7	2.0	4.8	2.5	6.2	-10.9	-13.1	-9.1	-9.7	-19.1	-5.4	9.2	4.4	4.1	9.3
Subsaharan Africa	16.2	21.5	24.4	26.9	27.2	28.4	30.7	3.3	1.4	4.4	7.9	8.1	7.6	11.0	6.1	5.4	9.6	7.5	9.2	5.6	10.3
<i>Middle East</i>	24.1	36.3	39.3	45.6	55.2	52.9	60.3	6.4	21.2	-4.3	14.1	-7.0	-1.6	5.9	-14.8	4.6	-20.7	19.6	17.8	15.3	3.9

Source: World Tourism Organization (UNWTO) ©

(Data as collected by UNWTO June 2011)

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.

Outlook for International Tourist Arrivals

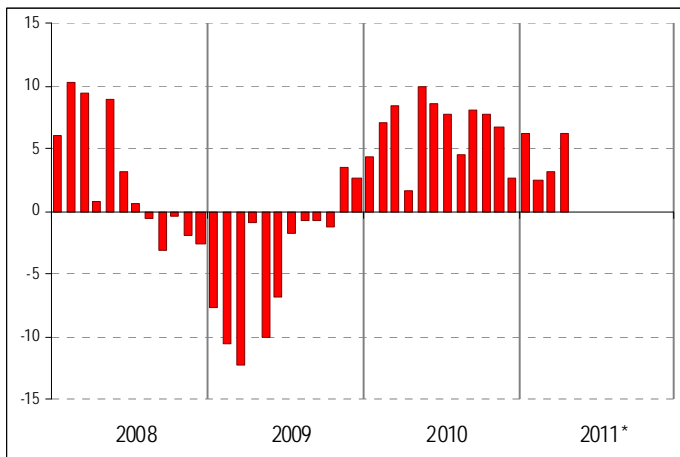
	2008	2009	2010*	2011*
	real			projection
	year, change			between
World	2.1%	-3.8%	6.5%	4% and 5%
Europe	0.5%	-4.9%	3.2%	2% and 4%
Asia and the Pacific	1.1%	-1.7%	12.7%	7% and 9%
Americas	2.7%	-4.9%	6.5%	4% and 6%
Africa	2.7%	3.7%	7.4%	4% and 7%
Middle East	21.2%	-4.3%	13.5%	7% and 10%

Source: World Tourism Organization (UNWTO) ©

(UNWTO January 2011)

International Tourist Arrivals, monthly evolution

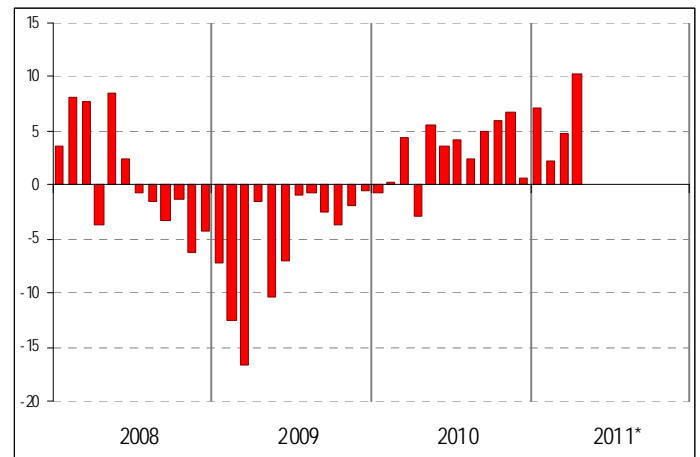
World (% change)



Source: World Tourism Organization (UNWTO) ©

International Tourist Arrivals, monthly evolution

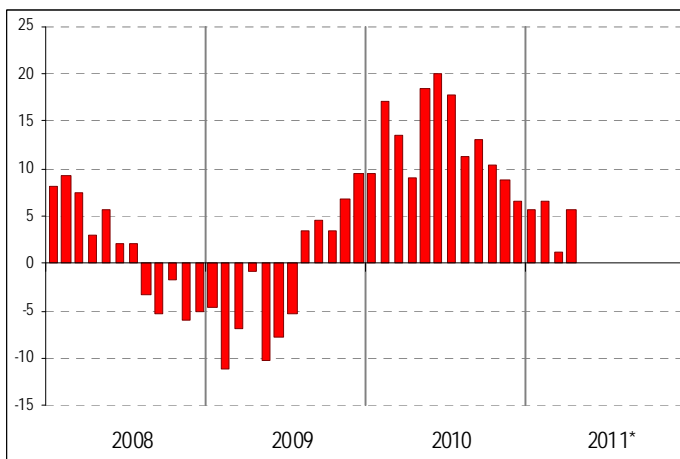
Europe (% change)



Source: World Tourism Organization (UNWTO) ©

International Tourist Arrivals, monthly evolution

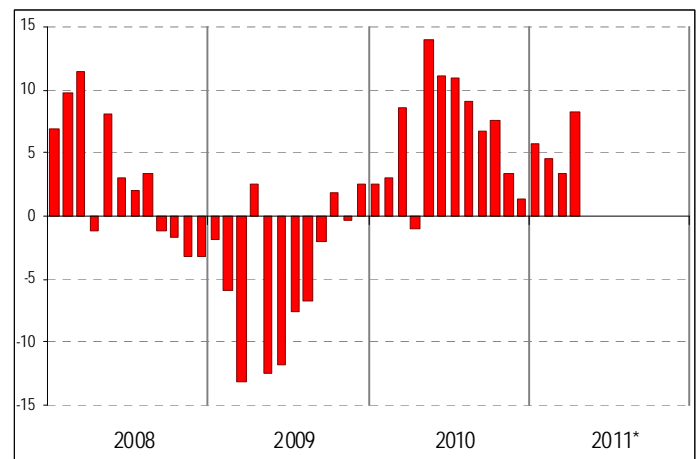
Asia and the Pacific (% change)



Source: World Tourism Organization (UNWTO) ©

International Tourist Arrivals, monthly evolution

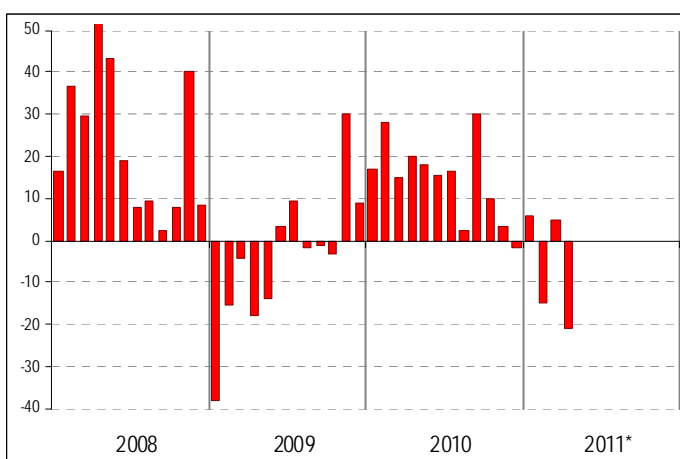
Americas (% change)



Source: World Tourism Organization (UNWTO) ©

International Tourist Arrivals, monthly evolution

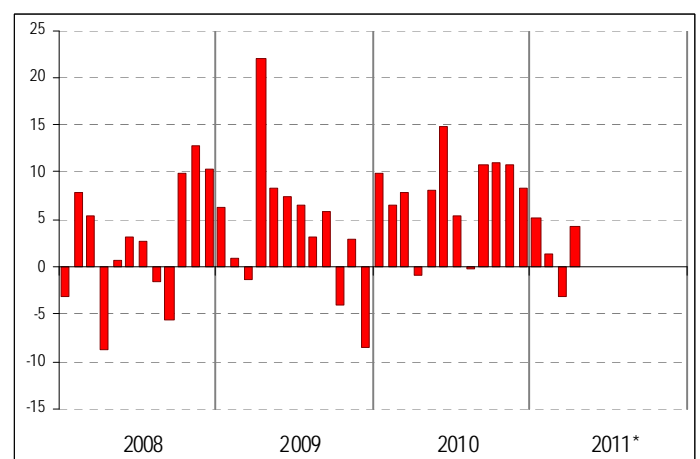
Middle East (% change)



Source: World Tourism Organization (UNWTO) ©

International Tourist Arrivals, monthly evolution

Africa (% change)



Source: World Tourism Organization (UNWTO) ©

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	2007	2008	2009	2010*	Series 09/08 10/09		2011*					2010*					
	(million)								YTD	Q1	Jan	Feb	Mar	Apr	May	Q1	Q2	Q3	Q4
Asia and the Pacific	85,356	135,233	186,082	208,597	203,095	248,111													
<i>North-East Asia</i>	39,427	64,967	85,134	99,587	101,125	121,448													
China	16,231	29,296	37,233	40,843	39,675	45,814	\$	-2.9	15.5	3.3	2.4	-0.2	11.6	-2.0	5.6	12.9	19.0	15.3	14.6
Hong Kong (China)	5,907	10,294	13,754	15,304	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	9,334	10,821	10,305	13,199		-13.8	20.2	-21.2	-9.0	14.2	1.8	-40.5	-52.1	20.5	32.6	23.9	5.6
Korea, Republic of	6,834	5,806	6,138	9,774	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	12,949	16,430	17,637	..		6.9											
Mongolia	36	177	307	247	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	5,213	5,937	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	55,484	59,761	53,546	68,404													
Brunei Darussalam	..	191	233	242	254	..		7.7											
Cambodia	304	840	1,135	1,219	1,185	1,260	\$	-2.8	6.4							4.0	8.8	3.2	9.9
Indonesia	4,975	4,522	5,346	7,378	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	233	276	268	..	\$	-2.8	..										
Malaysia	5,011	8,847	14,044	15,277	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	4,933	2,499	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	9,066	10,714	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	16,669	18,173	15,663	19,760		-11.3	16.6	17.3	17.3					36.2	-1.2	12.5	11.6
Vietnam	..	2,300	3,750	3,930	3,050	4,450	\$	-22.4	45.9										
<i>Oceania</i>	14,293	25,876	31,482	33,723	33,533	39,427													
Australia	9,274	16,848	22,230	24,755	25,384	30,103		10.3	0.8	-2.8	-4.4	-7.8	-3.7	-2.0	2.0	4.4	1.5	0.1	-2.5
Fiji	189	486	499	547	422	..		-5.2								27.2	26.8	15.5	
French Polynesia	..	522	539	522	438	..													
New Caledonia	111	149	142	152	141	..													
New Zealand	2,272	5,203	5,435	5,037	4,586	4,855		2.4	-8.2	2.3	2.3					-2.7	-7.7	-13.3	-11.6
Samoa	41	79	103	112	116	..		7.0											
Solomon Is	4	3	4	4	4	3		19.8	-14.0							2.3	-6.7	-24.8	-22.9
Tonga	7	15	14	19	16	..		-13.1											
<i>South Asia</i>	4,797	9,407	13,982	15,525	14,891	18,833													
Bangladesh	50	70	76	74	70	81		-5.9	17.7							89.6	-6.4	7.2	7.2
Bhutan	10	19	30	39	32	35	\$	-18.0	10.0	28.0		47.8	21.4			52.8	-17.4	-17.0	29.8
India	3,460	7,493	10,729	11,832	11,136	14,160		4.7	20.1							17.2	20.1	19.3	23.8
Iran	467	791	1,677	1,914	2,012	..	\$	5.1	..										
Maldives	321	287	602	664	608	714	\$	-8.3	17.3										
Nepal	158	132	198	336	406	350		34.4	-18.8	-22.0	-22.0					-6.8	-34.3	-44.9	17.4
Pakistan	81	182	276	316	269	362	\$	-14.9	34.7	-31.9	-31.9	-66.3	13.6	40.7		108	3.0	12.6	18.3
Sri Lanka	248	429	385	342	350	576		8.6	61.9							70.1	60.9	59.1	59.1

Source: World Tourism Organization (UNWTO) ©

(Data as collected by UNWTO June 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	2007	2008	2009	2010*	Series 09/08 10/09		2011*					2010*						
	(million)						YTD	Q1	Jan	Feb	Mar	Apr	May	Q1	Q2	Q3	Q4			
Americas	131,621	145,629	172,172	189,097	166,040	182,111														
<i>North America</i>	<i>101,964</i>	<i>107,731</i>	<i>125,775</i>	<i>139,380</i>	<i>119,173</i>	<i>131,101</i>														
Canada	10,778	13,768	15,568	15,668	13,707	15,724		-6.3	3.4	-0.3	-0.3					3.8	2.8	5.4	4.2	
Mexico	8,294	11,803	12,852	13,289	11,275	11,872	\$	-15.2	5.3	-6.4	-9.0	-7.1	-14.1	-6.1	3.1	0.6	16.6	8.2	-0.8	
United States	82,892	82,160	97,355	110,423	94,191	103,505	sa	-14.7	9.9	11.1	9.3	10.5	8.4	9.0	16.5	6.3	9.7	11.6	11.9	
<i>Caribbean</i>	<i>17,483</i>	<i>21,012</i>	<i>23,614</i>	<i>24,110</i>	<i>22,550</i>	<i>23,670</i>														
Anguilla	56	86	115	109	89	99		-18.5	10.9							6.3	51.5	33.7	-63.8	
Antigua, Barb	291	309	338	334	293	306		-12.3	4.4							-0.7	-4.4	4.5	2.5	
Aruba	814	1,097	1,211	1,343	1,211	1,239		-9.8	2.3							3.0	5.0	-0.7	1.8	
Bahamas	1,734	2,069	2,192	2,144	1,929	2,059		-10.0	6.7							6.7	5.2	11.8	3.4	
Barbados	785	896	1,189	1,194	1,068	1,105		-10.6	3.5							-3.2	10.4	8.6	0.2	
Bermuda	431	429	568	431	366	413		-15.1								2.7	23.2	12.2	1.4	
Bonaire	59	87	110	121	106	..		-12.1								-35.6	13.1	38.0		
Br. Virgin Is	345	437	..	446	369	..		-17.3												
Cayman Islands	559	356	501	539	486	..														
Cuba	1,737	2,150	2,141	2,258	2,051	2,187				9.8	9.8					3.3	4.7	2.6	4.5	
Curaçao	189	244	327	378	361	385		-4.4	6.5							0.8	4.6	6.9	13.4	
Dominica	48	57	74	88	84	87		-4.1	3.7							12.0	10.7	8.2	-56.2	
Dominican Rp	2,860	3,518	4,064	4,166	4,049	4,209	\$	-2.8	4.0	2.9	2.9					3.5	0.0	5.5	6.9	
Grenada	93	71	109	110	94	97		-13.9	2.4							-3.2	-12.5	-15.5	21.2	
Haiti	128	80	190	276	315	..		20.2												
Jamaica	1,333	1,545	1,910	1,976	1,926	1,986	\$	-2.5	3.1	5.6		7.1	3.9			7.6	-4.4	2.2	4.8	
Montserrat	9	9	7	7	6	6		-13.9	-2.0							-20.0	0.0	0.0	1.0	
Puerto Rico	2,388	3,239	3,414	3,535	3,473	3,598	\$	-1.8	3.6											
Saint Lucia	281	369	302	311	296	326		-4.8	10.0							10.9	15.7	29.1	-11.1	
St. Kitts-Nev	58	121	125	110	83	80		-24.1	-3.7							-8.7	-5.8	16.0	-13.0	
St. Maarten	512	659	662	663	616	674		-7.2	9.5							2.3	14.4	16.8	9.8	
St. Vincent, Grenadines	82	77	110	96	88	88		-8.9	0.2							-0.6	-5.8	-9.2	13.1	
US. Virgin Is	1,206	1,432	1,512	1,520	1,468	..		-3.4												
<i>Central America</i>	<i>2,958</i>	<i>4,485</i>	<i>5,837</i>	<i>6,382</i>	<i>6,003</i>	<i>6,770</i>														
Belize	111	214	289	279	256	256		-8.0	0.0							2.3	-6.7	-3.1	25.9	
Costa Rica	1,302	1,671	2,026	2,283	1,815	2,111	\$	-20.5	16.3							21.2	15.3	13.2	14.2	
El Salvador	217	361	482	425	319	390	\$	-24.8	22.1	-20.8	-20.8					0.7	42.2	38.7	10.9	
Guatemala	482	791	1,055	1,068	1,179	1,378	\$	10.3	16.9		-5.3	2.1	-3.9	-13.9	9.6	6.6	61.8	19.9	7.2	-4.2
Honduras	260	463	546	619	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	255	301	334	309	\$	11.1	-7.7	26.8	26.8					-2.1	-0.2	-8.4	-19.5	
Panama	458	780	1,185	1,408	1,483	1,676		5.4	13.0							11.0	17.4	16.5	8.5	
<i>South America</i>	<i>9,216</i>	<i>12,400</i>	<i>16,946</i>	<i>19,225</i>	<i>18,313</i>	<i>20,570</i>														
Argentina	2,904	2,729	4,314	4,646	3,960	4,942	\$	-14.8	24.8	6.2	6.2					23.8	17.3	55.4	13.6	
Bolivia	68	239	292	275	279	310	\$	1.5	11.0							10.1	-1.0	-0.4	33.3	
Brazil	1,810	3,861	4,953	5,785	5,305	5,919	\$	-8.3	11.6	10.7	8.9	5.1	12.5	9.4	17.3	16.1	12.0	6.1	11.7	
Chile	819	1,109	1,478	1,674	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	1,669	1,844	1,999	2,083	\$	8.4	4.2	17.8	17.8					3.3	-1.8	7.4	7.3	
Ecuador	402	486	623	742	670	781	\$	-9.7	16.6							14.3	21.7	14.3	16.4	
Paraguay	73	78	102	109	205	217	\$	87.8	6.2							6.0	6.4	5.8	6.6	
Peru	837	1,308	1,723	1,991	2,014	2,274	\$	1.2	12.9	21.7	21.7					6.0	10.1	18.6	16.2	
Suriname	16	45	67	77	64	..		-16.9												
Uruguay	713	594	809	1,051	1,312	1,496	\$	24.8	14.0							21.1	8.5	4.9	10.6	
Venezuela	423	650	817	917	788	618	\$	-14.1	-21.6							-25.6	-3.9	-36.4	-10.6	

Source: World Tourism Organization (UNWTO) ©

(Data as collected by UNWTO June 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	2008	2009	2010*	08/07	09/08	10/09	Series	2011*					2010*					
		(1000)				(%)				YTD	Q1	Jan	Feb	Mar	Apr	May	Q1	Q2	Q3	Q4
Africa		35,368	44,379	46,021	49,364	2.7	3.7	7.3		2.0	1.1	5.3	1.4	-3.2	4.3	8.1	7.3	4.9	10.0	
<i>North Africa</i>		13,911	17,140	17,574	18,667	4.8	2.5	6.2		-10.9	-13.1	-9.1	-9.7	-19.1	-5.4	9.2	4.4	4.1	9.3	
Algeria	VF	1,443	1,772	1,912	..	1.6	7.9	..	VF											
Morocco	TF	5,843	7,879	8,341	9,288	6.4	5.9	11.4	TF	6.7	6.5	15.4	10.5	-3.5	17.9	-4.0	15.5	11.8	7.5	13.6
Sudan	TF	246	441	420	..	1.1	-4.6	..	TF											
Tunisia	TF	6,378	7,049	6,901	6,902	4.2	-2.1	0.0	TF	-41.7	-44.1	-46.6	-43.3	-42.8	-36.6	-41.5	0.6	-3.5	0.3	3.7
<i>Subsaharan Africa</i>		21,457	27,239	28,447	30,697	1.4	4.4	7.9		8.1	7.6	11.0	6.1	5.4	9.6	7.5	9.2	5.6	10.3	
Angola	TF	210	294	366	425	51.1	24.3	16.2	TF											
Benin	TF	176	188	190	..	1.1	1.1	..	TF											
Botswana	TF	1,474	1,500	1,553	..	3.1	3.5	..	TF											
Burkina Faso	THS	245	272	269	..	-5.9	-0.9	..	THS											
Cape Verde	THS	198	285	287	336	6.7	0.7	17.1	THS	20.4	20.4					8.1	2.6	23.3	33.9	
Gambia	TF	108	147	142	91	2.9	-3.5	-35.7	TF	10.3		10.3				-32.3	-61.6	-24.8	-33.0	
Ghana	TF	429	698	803	..	19.0	15.0	..	TF											
Kenya	TF	1,399	1,141	1,392	..	-32.3	22.0	..	VF(1)	16.1	15.1	23.1	9.2	12.8	19.9	18.9	15.2	14.5	12.9	
Lesotho	TF	..	285	320	..	-2.4	12.3	..	VF											
Madagascar	TF	277	375	163	196	8.9	-56.6	20.5	TF	13.2	13.2	4.8	20.7	18.1		8.0	16.9	31.8	24.0	
Malawi	TF	438	742	755	..	1.1	1.7	..	TF											
Mali	TF	143	190	160	..	15.9	-15.8	..	THS											
Mauritius	TF	761	930	871	935	2.6	-6.4	7.3	TF	6.3	5.1	10.9	6.9	-2.8	22.2	-4.0	7.3	4.8	6.2	9.8
Mozambique	TF	578	1,815	2,224	..	n/a	22.5	..	THS								8.5	28.8	8.0	45.8
Namibia	TF	778	931	980	..	0.2	5.3	..	TF											
Nigeria	TF	1,010	1,313	1,414	..	8.3	7.7	..	TF											
Reunion	TF	409	396	422	421	4.2	6.4	-0.3	TF								-3.3	-22.2	-0.1	22.7
Rwanda	VF	..	731	699	..	3.0	-4.4	..	VF											
Senegal	TF	769	TF*	11.6	11.6	10.5	9.5	16.0		-8.4	-0.3	8.2	27.7	
Seychelles	TF	129	159	158	175	-1.4	-0.9	10.8	TF	7.8	1.0	8.1	-0.2	-3.1	38.7	-0.8	19.1	7.7	5.9	10.5
South Africa	TF	7,369	9,592	7,012	8,074	5.5	n/a	15.1	TF	7.1	7.1	9.3	6.8	4.6		20.9	18.9	11.5	10.6	
Swaziland	TF	837	754	909	..	-13.3	20.4	..	VF	-1.2	-1.2	5.6	-9.0	-1.9		11.2	0.4	-5.6	-4.1	
Tanzania	TF	590	750	714	783	8.4	-4.8	9.6	VF								7.4	17.9	10.0	5.1
Togo	THS	81	74	150	..	-14.0	103	..	THS											
Uganda	TF	468	844	817	..	31.5	-3.2	..	TF											
Zambia	TF	669	812	710	..	-9.5	-12.5	..	TF											
Zimbabwe	VF	1,559	1,956	2,017	2,239	-22.0	3.2	11.0	VF											
Middle East		36,271	55,237	52,887	60,329	21.2	-4.3	14.1		-7.0	-1.6	5.9	-14.8	4.6	-20.7	19.6	17.8	15.3	3.9	
Bahrain	TF	3,914	VF											
Egypt	TF	8,244	12,296	11,914	14,051	15.9	-3.1	17.9	VF	-42.4	-45.3	8.9	-80.3	-60.0	-35.7	-40.8	28.9	14.7	12.6	15.8
Iraq	VF	..	864	1,262	46.1	..	VF											
Jordan	TF	2,987	3,729	3,789	4,557	8.7	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	259	297	..	-11.6	14.7	..	THS											
Lebanon	TF	1,140	1,333	1,851	2,168	31.1	38.9	17.1	TF	-18.6	-13.4	-7.6	-16.9	-14.3	-20.4	-29.1	32.1	23.1	7.9	14.8
Oman	THS	896	1,471	1,524	..	15.7	3.6	..	THS											
Palestine	THS	88	387	396	522	46.6	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	1,405	1,659	..	45.8	18.1	..	THS											
Saudi Arabia	TF	8,037	14,757	10,897	10,850	28.0	-26.2	-0.4	TF	64.9	64.9	-1.1	37.5	153.8		1.0	5.8	29.3	-22.9	
Syrian Arab Republic	TF	3,571	5,430	6,092	8,546	30.6	12.2	40.3	VF	-23.5	-5.4	5.1	-6.8	-12.4	-40.4	-49.7	72.4	55.0	27.2	30.1
Untd Arab Emirates(2)	THS	5,833	7,095	6,812	7,432	8.1	-4.0	9.1	THS(2)								5.4	13.0	0.9	16.7
Yemen	THS	336	404	434	..	6.6	7.3	..	TF											

Source: World Tourism Organization (UNWTO) ©

(Data as collected by UNWTO June 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	2007	2008	2009	2010*	Series 09/08 10/09		2011*					2010*					
	(million)								YTD	Q1	Jan	Feb	Mar	Apr	May	Q1	Q2	Q3	Q4
Africa	10,333	21,989	29,520	30,316	28,780	31,719													
<i>North Africa</i>	3,822	7,026	10,218	10,776	9,896	10,002													
Algeria	96	184	219	324	267	..	\$	-17.6	..										
Morocco	2,039	4,610	7,162	7,168	6,557	6,720		-4.9	7.1	7.9	10.1	13.1	8.4	8.8	2.1	14.0	6.0	3.7	8.1
Sudan	5	89	262	331	299	..	\$	-9.7	..										
Tunisia	1,682	2,143	2,575	2,953	2,773	2,654		2.9	1.5	-43.0	-43.0					-3.9	3.5	0.0	5.5
<i>Subsaharan Africa</i>	6,511	14,963	19,302	19,540	18,884	21,717													
Angola	18	88	225	285	534	..	\$	87.4	..										
Benin	77	103	206	236	131	..		-41.4											
Botswana	222	562	546	553	452	..		-14.3											
Cameroon	57	175	226	156	222	..		50.1											
Cape Verde	41	123	303	350	292	289		-11.9	3.6	17.3	17.3					9.7	-6.9	0.3	12.6
Côte d'Ivoire	49	83	103	116	113	..		2.7											
Ethiopia	57	168	176	377	329	..	\$	-12.7	..							24.9			
Gambia	48	68	84	81	63	..	\$	-22.2	..										
Ghana	335	836	908	919	968	..	\$	5.4	..										
Kenya	283	579	917	752	690	756	\$	-8.3	9.6							3.3	33.1	7.1	3.3
Liberia	..	67	131	158	123	..		-15.9											
Madagascar	121	183	262	351	308	..		0.5											
Mali	40	148	221	275	192	..		-26.5											
Mauritius	542	871	1,299	1,449	1,117	1,282		-13.4	10.5	8.4	8.4	0.5	10.1	15.8		7.4	10.1	12.4	12.8
Mozambique	74	130	163	190	196	197	\$	2.9	0.9							-19.8	28.8	-1.8	-3.8
Namibia	160	348	434	378	398	438		8.1	-5.0										
Niger	23	43	41	79	66	..		-11.5											
Nigeria	101	54	215	573	608	..	\$	6.3	..										
Reunion	255	384	401	448	425	..	€	0.0											
Rwanda	4	49	152	186	174	202	\$	-6.2	..										
Senegal	144	248	531	543	463	..		-10.2											
Seychelles	139	192	284	258	209	..		16.6											
South Africa	2,675	7,508	8,754	7,925	7,543	9,070	sa	-2.4	3.9	2.2	2.2					-6.9	18.0	4.0	0.4
Tanzania	377	824	1,199	1,289	1,160	1,303	\$	-10.0	12.3										
Togo	8	20	34	40	68	..		82.3											
Uganda	165	380	398	498	667	738	\$	33.9	10.6	12.0	12.0					50.0	11.7	-28.2	24.6
Zambia	67	98	138	148	98	..		-10.8											
Zimbabwe	125	99	365	294	523	634	\$	77.9	21.2										
Middle East	16,754	26,599	34,983	39,980	42,022	50,292													
Bahrain	573	920	1,105	1,166	1,118	..		-4.1											
Egypt	4,345	6,851	9,303	10,985	10,755	12,528	\$	-2.1	16.5	-34.0	-34.0					24.2	12.0	13.1	18.5
Jordan	723	1,441	2,311	2,943	2,911	3,413		-1.0	17.2	0.9	0.9					31.7	25.3	10.6	8.5
Kuwait	98	164	222	257	354	227		47.8	-36.3										
Lebanon	..	5,532	5,216	5,819	6,774	..	\$	16.4	..										
Libyan Arab Jamahiriya	75	250	74	74	50	..		-30.8											
Oman	221	429	648	804	700	..		-12.9											
Palestine	283	119	212	269	410	..	\$	52.5	..										
Qatar	128	760	28	145	179	584		22.9	22.7										
Saudi Arabia	..	4,622	5,968	5,910	5,995	6,712		1.4	12.0							16.0	0.9	18.5	12.7
Syrian Arab Republic	1,082	1,944	2,884	3,150	3,757	..		19.3											
Untd Arab Emirates	1,063	3,218	6,072	7,162	7,352	8,577		2.7	16.7										
Yemen	73	181	425	453	496	..	\$	9.5	..										

Source: World Tourism Organization (UNWTO) ©

(Data as collected by UNWTO June 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:

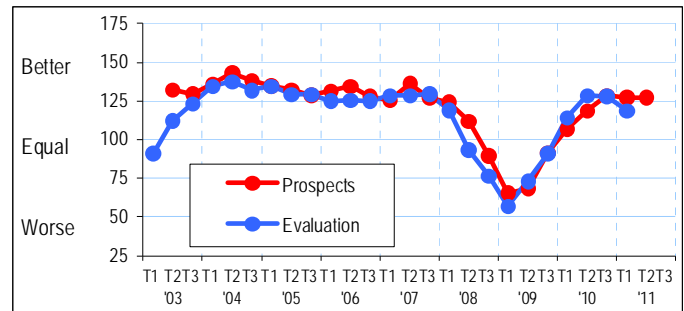
- *What is your assessment of tourism performance in your destination or business for the four months just ended (or about to end) as against what you would reasonably expect for this time of year?*
- *What are the tourism prospects of your destination or business in the coming four months compared with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

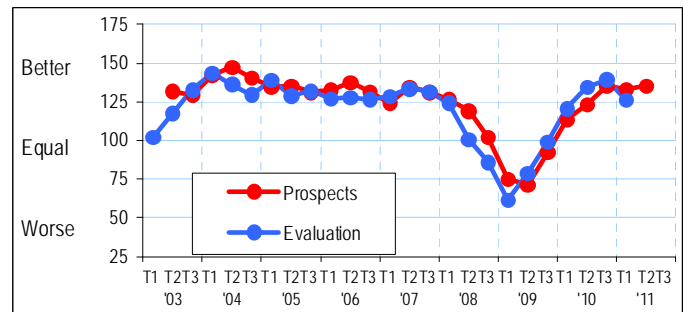
For this edition responses have been received from experts based in Albania, Algeria, Anguilla, Argentina, Armenia, Aruba, Australia, Austria, Azerbaijan, Bahamas, Belgium, Belize, Bolivia, Bosnia and Herzegovina, Brazil, Brunei Darussalam, Burkina Faso, Cambodia, Cameroon, Canada, Chile, China, Colombia, 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



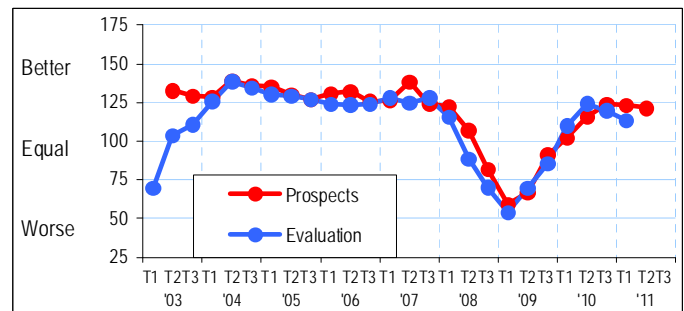
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UNWTO Panel of Tourism Experts: Public



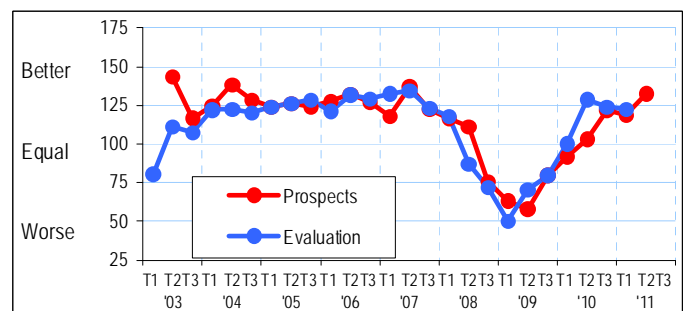
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UNWTO Panel of Tourism Experts: Private



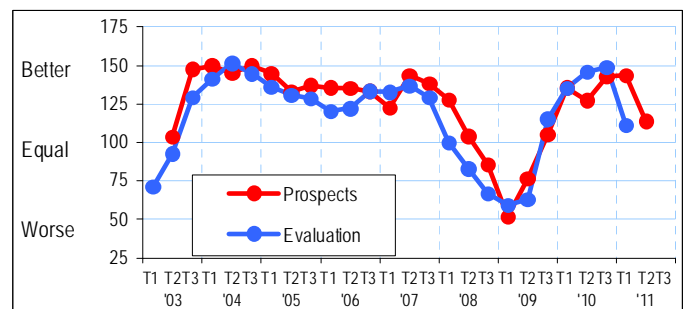
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UNWTO Panel of Tourism Experts: Europe



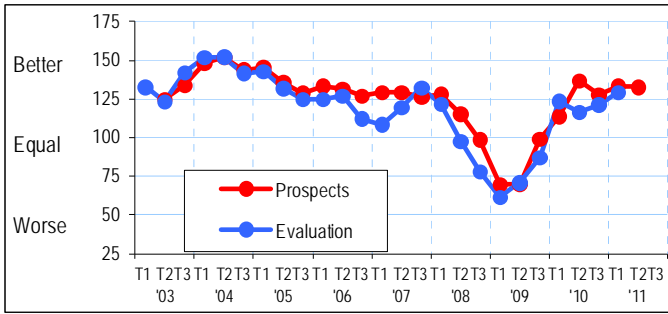
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UNWTO Panel of Tourism Experts: Asia and the Pacific



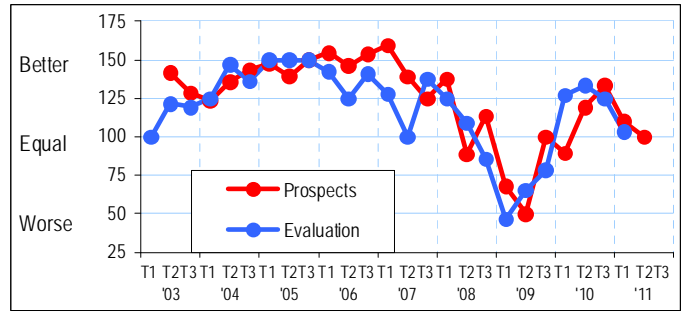
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UNWTO Panel of Tourism Experts: Americas



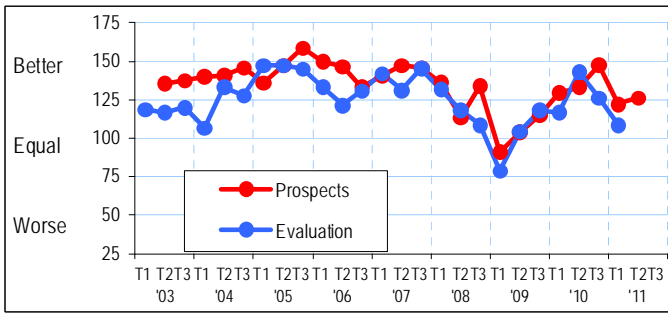
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UNWTO Panel of Tourism Experts: Transport



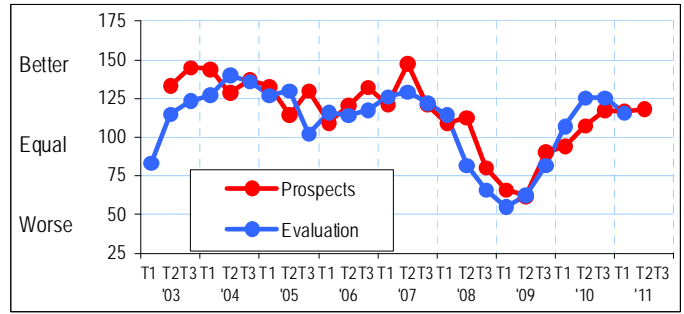
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UNWTO Panel of Tourism Experts: Africa



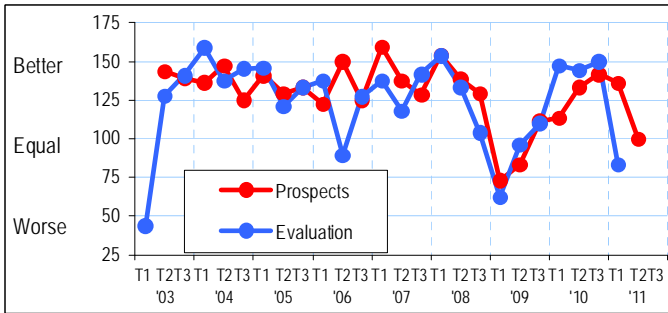
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UNWTO Panel of Tourism Experts: Accommodation & Catering



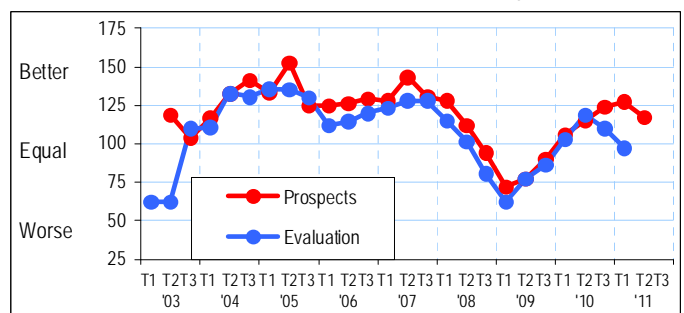
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UNWTO Panel of Tourism Experts: Middle East



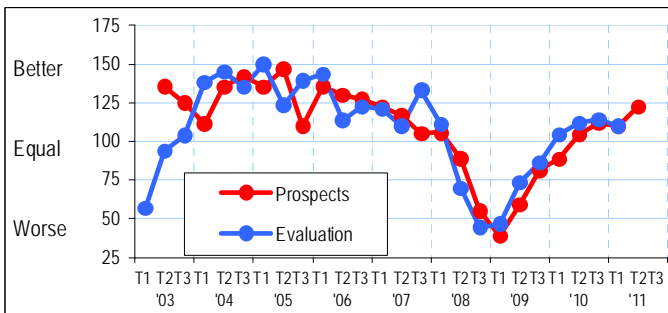
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UNWTO Panel of Tourism Experts: Tour Operators & Travel Agencies



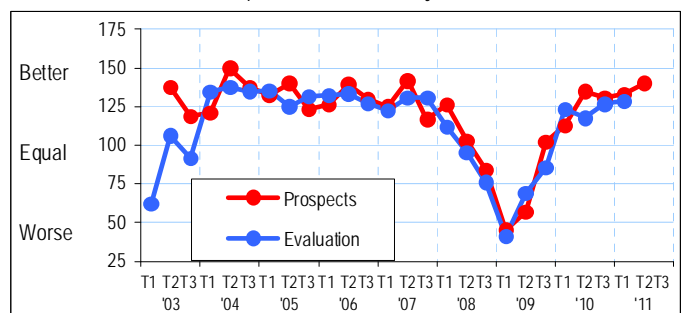
Source: World Tourism Organization (UNWTO) ©

UNWTO Panel of Tourism Experts: Global Operators



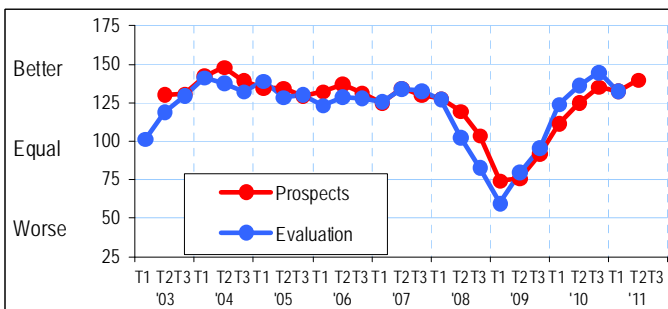
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UNWTO Panel of Tourism Experts: General Industry Bodies & Other



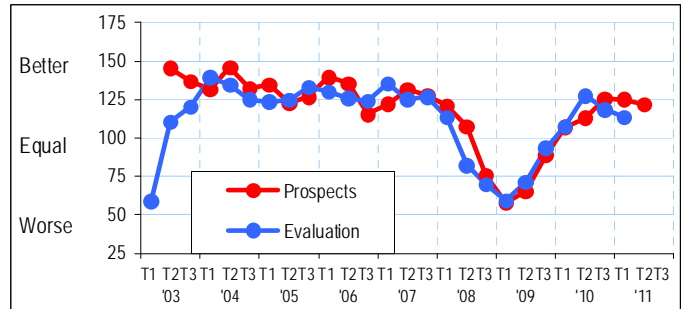
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UNWTO Panel of Tourism Experts: Destinations



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UNWTO Panel of Tourism Experts: Consultancy, Research & Media



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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

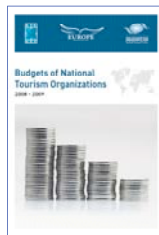


Published: 2008
Price: € 75

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

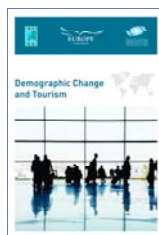


Published: 2008
Price: € 80

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



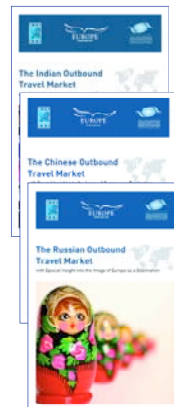
Published: 2010
Price: € 75

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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