



## Interim Update, June 2011

This *Interim Update* edition and *Statistical Annex* of the *UNWTO World Tourism Barometer* include preliminary results for international tourism in the first four months of 2011, as well as the evaluation of January-April and the outlook for May-August by the UNWTO Panel of Tourism Experts.

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.

## International tourism maintains momentum despite challenges

Despite new challenges emerging since the beginning of the year, international tourist arrivals increased by 4.5% between January and April 2011 compared with the same period of 2010. Growth was positive in all regions with the exception of the Middle East. Emerging economies (+6%) continued to grow at a faster pace than advanced ones (+3%). Some sub-regions achieved double-digit growth: South America (+17%), South Asia (+14%) and South-East Asia (+10%).

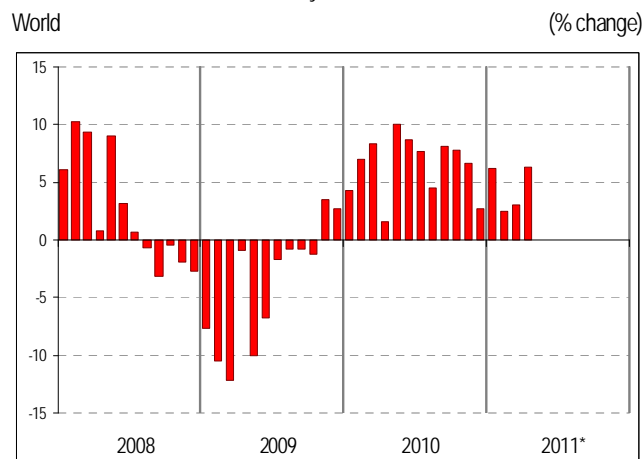
## Quick overview of key trends

### International tourism – 2011 short-term trends

- At this moment in time, 125 countries have reported data on international tourist arrivals for one or more months of 2011. The large majority (104 countries, 83%) have reported positive growth, with double-digit growth for 46 countries (37%), and 21 countries (17%) have recorded negative growth.
- 80 countries have reported results for at least the first four months of 2011. Based on this sample of destinations, the growth of international tourist arrivals worldwide from January to April 2011 is estimated to have reached 4.5%.
- Between January and April 2011 destinations worldwide recorded an estimated 268 million international tourist arrivals, some 12 million more than the 256 million registered during the same period of 2010.
- April was the strongest month, with an estimated increase of over 6%. This reflects a late Easter holiday and contrasts with the weak April of 2010 when European airspace was

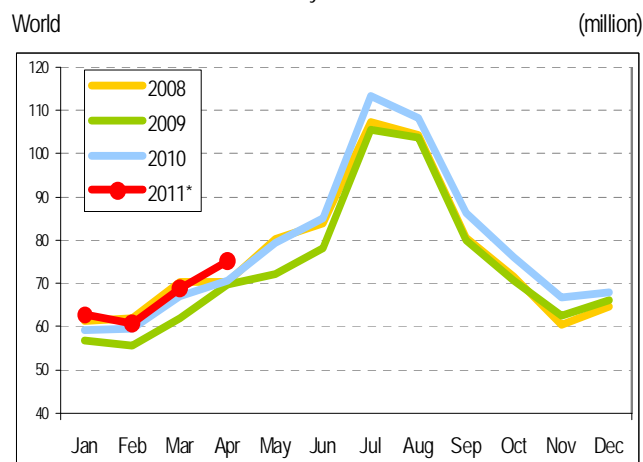
closed for nearly a week due to the ash cloud following the volcanic eruption in Iceland. January (+6%) was also a strong month, while February and March were comparatively weaker (both at around +3%).

International Tourist Arrivals, monthly evolution



Source: World Tourism Organization (UNWTO) ©

International Tourist Arrivals, monthly evolution



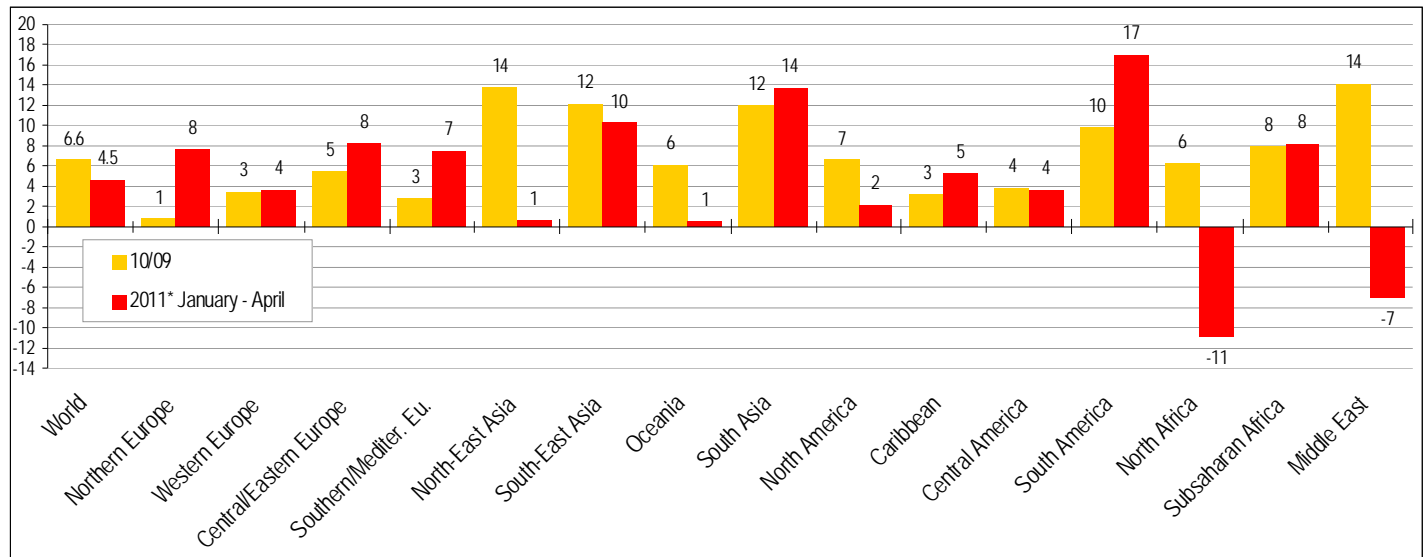
Source: World Tourism Organization (UNWTO) ©

### Europe leading tourism growth

- Europe exceeded expectations (+6%) and posted the highest growth in the first four months of 2011. Results reflect a delayed recovery in various European destinations and source markets, the late Easter holiday, and compensation for the negative trend in April 2010, which was affected by the volcanic ash cloud. Destinations in Northern, Eastern and Southern Europe performed particularly well.
- Growth in Asia and the Pacific (+5%) was in line with the world average, but slightly below previous prospects. Asia, and in particular North-East Asia, suffered the impact of the earthquake and tsunami in Japan, which affected both the country's inbound and outbound travel, as well as intra-regional travel from other markets.

International Tourist Arrivals

(% change over same period of the previous year)



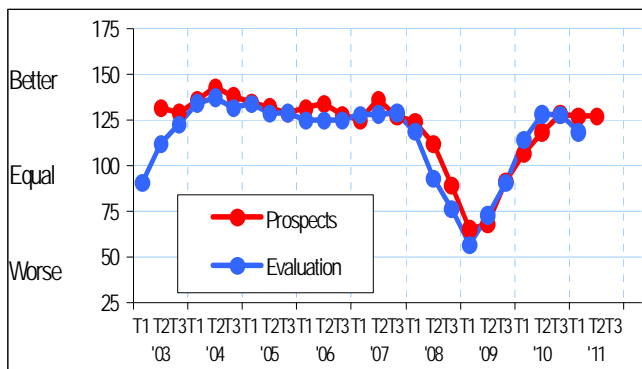
Source: World Tourism Organization (UNWTO) ©

- In the Americas, international tourist arrivals increased by 5%, mostly driven by the strong results of South America.
- The Middle East (-7%) and North Africa (-11%) have been considerably affected by recent developments. Nonetheless, some destinations in the Middle East, such as Saudi Arabia and Dubai (United Arab Emirates), have shown particularly positive results, demonstrating the dynamism of the sector in the region. Within Africa (+2%), arrivals in Sub-Saharan Africa (+8%) stand out.

remains high in Africa, but lower than might have been expected in Asia and the Pacific. Understandably, experts in the Middle East are the least optimistic.

- The sustained optimism reflected in the UNWTO Confidence Index is reassuring, especially as tourism still faces many challenges which could dampen growth. The UNWTO remains alert to persisting uncertainties such as high unemployment, increased public austerity measures, concerns over fiscal stability in the USA and Europe, social unrest, and volatile oil prices.
- Global tourism continues to consolidate the 2010 recovery despite the impact of recent developments in the Middle East and North Africa, as well as the tragic events in Japan. However, the impact on tourism is expected to be limited to the destinations directly involved. In the short term, alternative destinations will pick up most of the slack, while most of the destinations currently facing difficulties are expected to see demand gradually recover towards the end of the year. It is time to support those destinations and help their tourism sectors to rebound, contributing to overall economic and social stability and progress.
- UNWTO maintains its forecast for international tourist arrivals in 2011 at between 4% and 5%, slightly above the long-term average and in line with previous assessments. The developments in the Middle East, North Africa and Japan are not expected to significantly alter the global forecast.

UNWTO Panel of Tourism Experts



Source: World Tourism Organization (UNWTO) ©

Positive outlook for the remainder of the year

- The close to 40 countries that have already reported data up to May suggest that the current trend will continue.
- As the peak tourist season gets underway in the Northern Hemisphere, short-term prospects remain positive. This is reflected in the UNWTO Confidence Index, a short-term outlook based on over 350 experts' survey responses worldwide, which remains largely optimistic for the period May-August 2011.
- There are, however, marked differences in the confidence levels for different world regions, with experts in the Americas and Europe anticipating the best outcomes. Confidence

The detailed information in the continuation 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)>.

For more information on the *UNWTO World Tourism Barometer*, please refer to the Facts & Figures section on the UNWTO website at <[www.unwto.org/facts](http://www.unwto.org/facts)>.

Copyright © 2011 World Tourism Organization

## Contents

Quick overview of key trends	1
Inbound Tourism: short-term trends 2011	3
Regions	3
UNWTO's Panel of Tourism Experts	9
Statistical Annex	Annex-1 to Annex-13

## Inbound Tourism: short-term trends 2011

## Regions

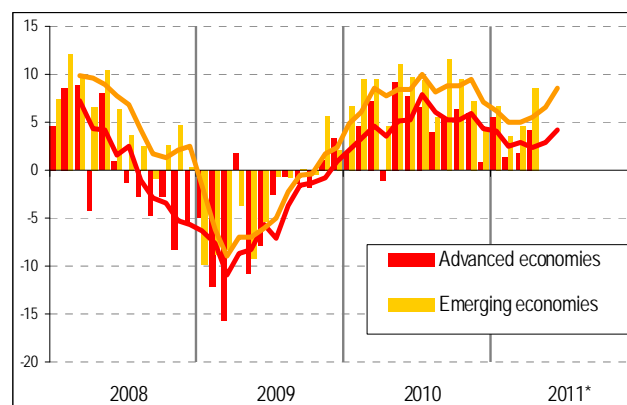
## Europe

Europe (+6%) exceeded expectations and posted the highest growth in the first four months of 2011. Results reflect a delayed recovery in various European destinations and source markets. The month of April (+10%) was particularly strong, both because of the late Easter holiday and by comparison with the negative growth trend in April 2010, due to the Icelandic volcanic ash cloud.

## International Tourist Arrivals, monthly evolution

## Advanced economies &amp; Emerging economies

(% change)



Source: World Tourism Organization (UNWTO) ©

Central and Eastern Europe (+8%) continued to lead the growth in arrivals, with a remarkable performance from Georgia (+44%), Armenia (+22%), the Baltic States (Latvia +30%, Lithuania +24% and Estonia +16%), the Russian Federation (+13%) and Romania (+12%).

Northern Europe (+8%) followed closely. Of the Nordic countries, Finland (+15%), Iceland (+11%) and Norway (+9%) recorded above average results. The United

## International Tourist Arrivals by (Sub)region

	Full year							Share			Change										
											Monthly/quarterly data series										
	2000	2005	2006	2007	2008	2009	2010*	2010*	08/07	09/08	10*/09	2011*	(percentage change over same period of the previous year)								
	(million)							(%)			(%)	YTD	Q1	Jan	Feb	Mar	Apr	Q1	Q2	Q3	Q4
<b>World</b>	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>																					
<b>Europe</b>	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/Mediterr. 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
<b>Asia and the Pacific</b>	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
<b>Americas</b>	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
<b>Africa</b>	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
<b>Middle East</b>	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 *UNWTO World Tourism Barometer* is a publication of the World Tourism Organization (UNWTO). By monitoring short-term tourism trends on a regular basis, UNWTO aims to provide all those involved directly or indirectly in tourism with adequate up-to-date statistics and analysis in a timely fashion.

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

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

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

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



The 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 over 400 Affiliate Members representing local governments, tourism associations and private sector companies including airlines, hotel groups and tour operators.

Copyright © 2011 World Tourism Organization  
Calle Capitán Haya, 42, 28020 Madrid, Spain

**UNWTO World Tourism Barometer**  
ISSN: 1728-9246

Published and printed by the World Tourism Organization, Madrid, Spain - First printing: 2011 (version 06/07/11)  
All rights reserved

The designations employed and the presentation of material in this publication do not imply the expression of any opinions whatsoever on the part of the Secretariat of the World Tourism Organization concerning the legal status of any country, territory, city or area, or of its authorities, or concerning the delimitation of its frontiers or boundaries.

All UNWTO publications are protected by copyright. Therefore and unless otherwise specified, no part of an UNWTO publication may be reproduced, stored in a retrieval system or utilized in any form or by any means, electronic or mechanical, including photocopying, microfilm, scanning, without prior permission in writing. UNWTO encourages dissemination of its work and is pleased to consider permissions, licensing, and translation requests related to UNWTO publications. For permission to photocopy UNWTO material, refer to the UNWTO website at [www.unwto.org/pub/rights.htm](http://www.unwto.org/pub/rights.htm).

The contents of this issue may be quoted provided the source is given accurately and clearly. Distribution or reproduction in full is permitted for own or internal use only. Please do not post electronic copies on publicly accessible websites, UNWTO encourages you to include a link to the Facts & Figures section of the UNWTO website instead at [www.unwto.org/facts/menu.html](http://www.unwto.org/facts/menu.html).

### World Tourism Organization

Capitán Haya 42, 28020 Madrid, Spain  
Tel (34) 91 567 81 00 / Fax (34) 91 571 37 33  
[barom@unwto.org](mailto:barom@unwto.org)

[www.unwto.org](http://www.unwto.org)

Data collection for this issue was closed end of June 2011.

The next update of the *UNWTO World Tourism Barometer* is planned for early September 2011.

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

If you are interested in receiving the UNWTO World Tourism Barometer and you are not a UNWTO Member, you can subscribe to the next three issues for € 70 (pdf version delivered electronically) or € 100 (pdf plus hard copy).

To place your order, please consult the infoshop on UNWTO's website at [www.unwto.org/infoshop](http://www.unwto.org/infoshop) or contact us by telephone.



UNWTO • OMT • IOHBT

#### 4 easy ways to order:

 [infoshop@unwto.org](mailto:infoshop@unwto.org)

 (+34) 91 567 81 06

 (+34) 91 571 37 33

[www.unwto.org/pub](http://www.unwto.org/pub)

Kingdom (+8%) recovered from its two first negative months posting double-digit growth in March (+13%) and April (+17%). The royal wedding maybe did its bit. Ireland (+9%) finally reversed the negative trend of the past two years and started to post positive figures again.

Southern and Mediterranean Europe (+7%) performed particularly well, driven by emerging destinations: Malta (+23%), the Former Yugoslav Republic of Macedonia (+21%), Croatia (+17%), Turkey (+14%), Serbia and Cyprus (both +12%) and Montenegro (+10%). April was a strong month for the Iberian countries which raised growth in Portugal to 8% through April and in Spain to 7% through May. However, Italy experienced a slight decline of 1% in the first quarter of 2011.

Finally, growth in Western Europe (+4%) was more moderate, with mixed results within the subregion. While Germany (+8%) continued to achieve sound growth, France (+3%), Switzerland (+2%) and Austria (+1%) registered below average results.

### Asia and the Pacific

Growth in Asia and the Pacific (+5%) was in line with the world average, but not as strong as initially expected. The region suffered the impact of the earthquake and tsunami in Japan, which affected both inbound and outbound travel as well as intra-regional travel from other markets. Furthermore, Asia and the Pacific saw its pace of growth slow after a bumper year in 2010 when arrivals grew by 13%.

North-East Asia (+1%) was particularly affected by the Japanese earthquake and tsunami aftermath. International arrivals in Japan (-32% through May) hit lows in March (-50%), April (-63%) and May (-50%). Outbound tourism from Japan – still the second largest outbound market in the region after China – was down by 4% through May (with decreases of 9% in both March and April, and 8% in May). All destinations in the sub-region except Japan recorded positive growth, although at a much lower rate than in the previous year. Arrivals in the Republic of Korea (+3%), China and Macao (China) (both +1%) were below the regional average, while Hong Kong (China) and Taiwan (pr. of China) posted the strongest results (+8% and +6% respectively).

By contrast, South Asia (+14%) was the fastest growing subregion with most destinations reporting double-digit growth: Sri Lanka (+40%), Bhutan (+25%), Nepal (+23%), Maldives (+17%) and India (+12%). Similarly, South-East Asia (+10%) continued to achieve steady growth, with strong results for Myanmar (+30%), Thailand (+24%), Singapore (+16%), the Philippines and Cambodia (both +13%).

Finally, Oceania reported flat growth (+1%), dragged down by weak results posted by the three major destinations in the subregion: Australia (+1%), New Zealand (-1%) and Guam (-5%).



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

26-28 October, 2011  
Guilin, China

**\* \* \* Save the date \* \* \***

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

For more information:

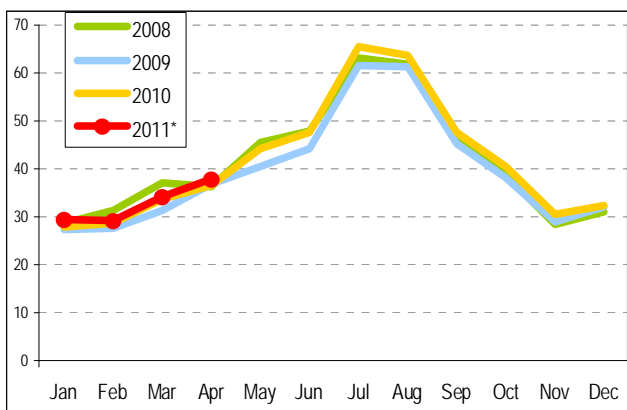
[www.unwto.org/asia/guilinforum/en/guilin.php](http://www.unwto.org/asia/guilinforum/en/guilin.php)



## International Tourist Arrivals, monthly evolution

Advanced economies

(million)

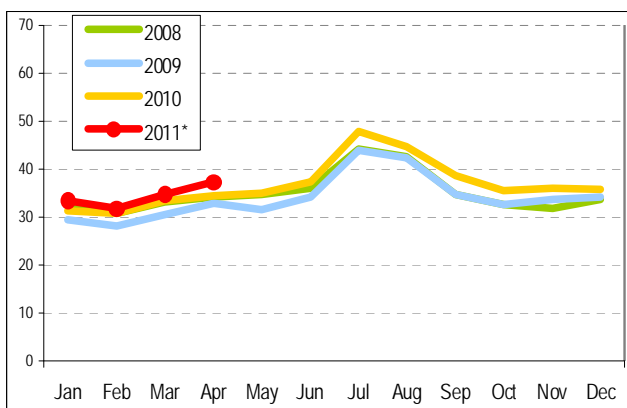


Source: World Tourism Organization (UNWTO) ©

## International Tourist Arrivals, monthly evolution

Emerging economies

(million)



Source: World Tourism Organization (UNWTO) ©

## Americas

International arrivals in the Americas increased by 5% in the first four months of 2011, mostly driven by South America's remarkable performance (+17%). A strong first quarter covering the Southern Hemisphere summer season was followed by a solid performance in April for most destinations reporting data. Double-digit growth was recorded by Uruguay (+36%), Colombia (+16%) and Chile (+12%) through May, and by Peru (+16%) and Argentina (+13%) during the first quarter. Arrivals in Venezuela (+3%) returned to positive growth in the first four months of 2011. The dynamic Brazilian outbound market continues to benefit neighbouring destinations.

Growth in the Caribbean (+5%) was in line with the regional average, with April as the strongest month. Among major destinations, Cuba (+11%) was the star performer, followed by Jamaica (+6%) and the Dominican Republic (+4%). Smaller islands such as Curaçao (+12%), Barbados (+10%), the Cayman Islands (+8%), Bermuda and Antigua Barbuda (both +7%) recorded above average growth.

Growth in Central America (+4%) was more moderate, with the two leading destinations posting the

strongest results: Panama (+10%) and Costa Rica (+8%).

North America (+2%) was the weakest spot in the region. International arrivals in Mexico increased by 2%, boosted by a strong Easter. The United States also recorded a 2% increase, although this was only for the first three months, so average year-to-date growth is likely to rise once April figures are included. Canada reported a 3% decline.

## Africa and the Middle East

As reflected in the actual results, both the Middle East and North Africa (MENA) have been substantially affected by the popular uprisings in several of the region's destinations. International arrivals in the Middle East and North Africa are estimated to have decreased by respectively 7% and 11% in the first four months of 2011, as arrivals in major destinations have been directly or indirectly impacted.

North Africa was one of the very few subregions that posted positive growth throughout the financial and economic crisis. For the Middle East, 2011 started on a positive note as in 2010 the region recorded a rapid rebound (+14%) from the setback caused by the crisis in 2009, boosted by intraregional travel favoured by high oil prices. However, the events that have started to unfold since late January have rapidly dampened this positive outlook.

Due to the current situation in the Middle East and North Africa three separate groups of destinations emerge from the analysis:

1. Destinations with recovery in sight, such as Egypt (arrivals -42% through May; February -80%, March -60%, April -36% and May -41%) and Tunisia (-42% through May; January -47%, February -43%, March -43%, April -37%, May -42%);
2. Destinations that are continuing to be affected, such as Syria (-24% through May), Lebanon (-19% through May), Jordan (-12% through May), Bahrain, Yemen and Libya;
3. Destinations not affected by events, or which might even have benefited from a redirection of tourism flows, demonstrating the dynamism of the sector in the region. Saudi Arabia, one of the destinations in the Middle East that had not yet recovered to pre-crisis level, reported an increase of 65% through March. Dubai (United Arab Emirates) also recorded double-digit growth through March, though the exact data still has to be confirmed. Morocco recorded 7% growth to May, boosted by positive Easter results. The bomb attack in Marrakesh at the end of April was noticeable in the May results (-4%), but the effect is expected to be short-lived with limited impact on tourist arrivals over the remainder of the year.

It is interesting to note that the evaluation and prospects of the Panel of Experts in the Middle East have deteriorated significantly (as was to be expected), but that they are still significantly above the ratings in the depth of

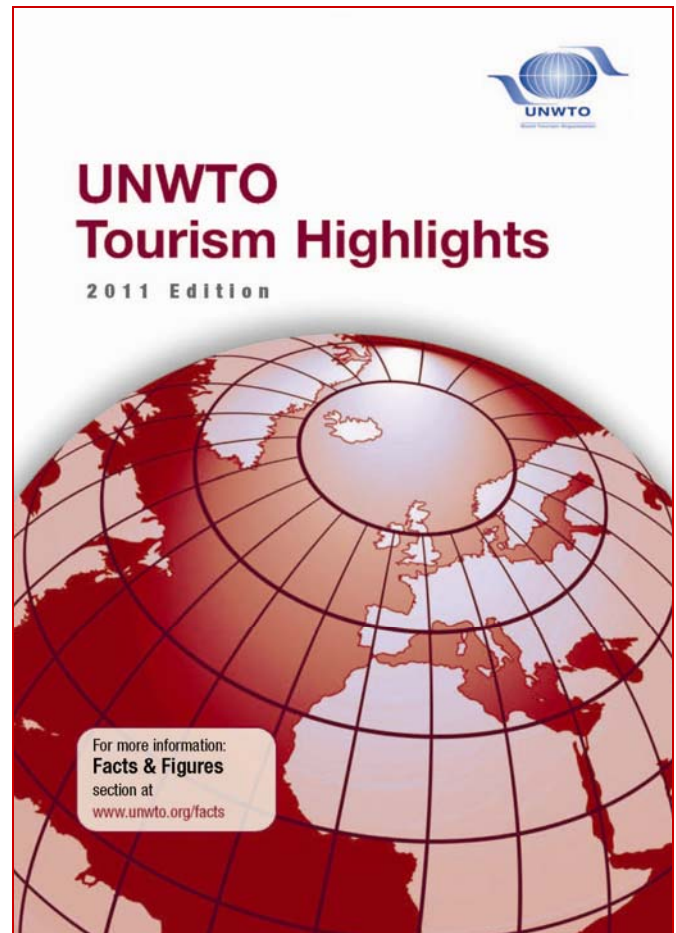
the economic and financial crisis in the first four months of 2009 (see next pages). Prospects for the period May-August 2011 are still hovering around the neutral level (i.e. the 100 mark).

In a broader context it should be underlined that the Middle East has been the fastest growing region in the past decade in spite of temporary disruptions and setbacks (such as 9/11, the Iraq war, terrorist attacks, political unrest, etc.). Most destinations in the region have strongly invested in transport and specific tourism infrastructure. International arrivals in the region grew on average by over 9% a year between 2000 and 2010 – or some three percentage points faster than in any other region. In this period international arrivals increased from 24 million to 60 million, and receipts rose from US\$ 17 billion to US\$ 50 billion.

Africa overall increased by a mere 2% in the first four months of 2011, dragged down by the negative results of North Africa. Within Africa, however, international arrivals in Sub-Saharan Africa stand out, growing 8% and consolidating the previous year's results. Double-digit figures were reported by Cape Verde (+20%), Kenya (+16%), Madagascar (+13%) and Senegal (+12%), while South Africa (+7%) grew more moderately, but the growth was achieved on top of the bumper results of 2010.

## *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)>.

## 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.



## 1st UNWTO International Conference on Tourism and the Media

(Zagreb, Croatia, 12-13 September 2011)

Despite being one of the world's largest and fastest growing economic sectors, tourism rarely makes the headlines. At the same time, the coverage that does exist tends to portray tourism as a succession of palm-fringed beaches, ancient monuments and spectacular wildlife, rather than as a sector injecting skills, capital, employment and opportunity into societies.

The 1st UNWTO International Conference on Tourism and the Media, held in cooperation with the Ministry of Tourism of Croatia, will be the first UNWTO event dedicated exclusively to the relationship between tourism and the media.

While the press cannot be told what and how to write, it can become a vital ally for the tourism sector, and the millions that depend on it, by promoting greater awareness of the value of tourism and its potential to contribute to sustainable development.

Bringing together tourism officials, business leaders and the international media under one roof, this Conference will examine and debate, from a communications perspective, tourism's socio-economic relevance, in order to maximize the full potential of the tourism-media relationship.

<http://media.unwto.org/en/tourismandmediaconference2011>

For more information please contact:  
[comm@UNWTO.org](mailto:comm@UNWTO.org)



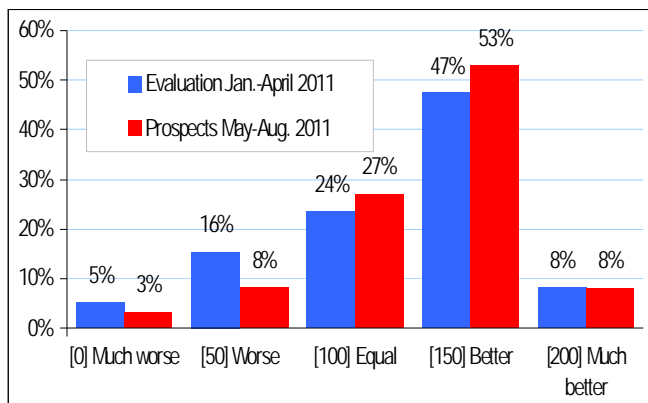
## UNWTO's Panel of Tourism Experts

### *Sustained confidence for May-August, but January-April weaker than expected*

The results of the latest UNWTO Panel of Tourism Experts survey show that participants are looking back at the period January-April with mixed views, but are still pretty confident with regard to the current period May-August. While the overall rating for the performance of global tourism in the first four months of 2011 did not meet expectations – that is, compared with that for prospects given for the same period in January – UNWTO's Panel of Experts remains largely optimistic as to the prospects for the current four months May-August.

This was the 25th time that UNWTO has conducted this survey since its start in 2003. It has since been repeated every four months. Over time the number of respondents worldwide has grown to over 350, and a total of 8 participants have responded to all 25 surveys.

UNWTO Panel of Tourism Experts



Source: World Tourism Organization (UNWTO) ©

#### *Four-month evaluation January-April 2011*

The 360 experts from over 100 countries and territories who responded to the survey just conducted, evaluated the period January-April with an average score of 119 on a scale denoting: much worse [0]; worse [50], equal [100]; better [150], much better [200]. An average value above 100 means that the number of participants who evaluate the situation as “better” or “much better” outnumber those who reply “worse” or “much worse”. The evaluation of 119 was 8 points below the score for prospects expressed at the beginning of the period four months ago (127). The public sector is more positive about the four months just passed, rating the period at 126 – 12 points above the score given by the private sector experts (114), although still down on their expectations four months earlier.

The lower than expected global average clearly reflects the impact of the events over the past few months

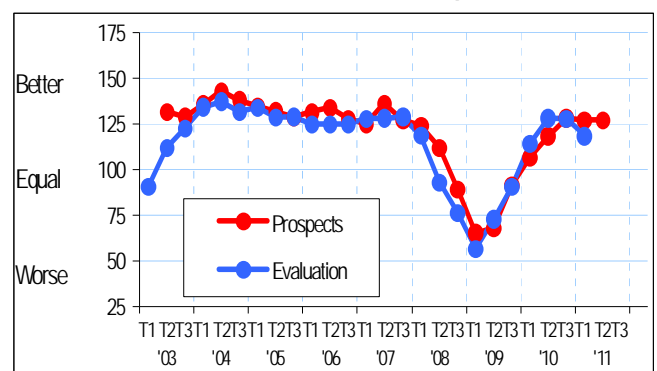
and is almost entirely attributable to the Middle East (83, against earlier high expectations rated at 136, or 53 points lower), Asia and the Pacific (33 points difference, 111 versus 144) and Africa (13 points difference, 109 versus 122). Given the events of the past few months, this trend is hardly surprising. The Middle East was the only region to receive a score below the neutral 100.

In line with actual performance, experts from the Americas and Europe gave the strongest ratings to the first four months of 2011, with scores of 129 and 122 respectively – and close to their expectations at the beginning of the year. Comparing actual results versus forecasts four months ago, Europe did better (2 points) than expected, while tourism performance in the Americas was slightly below expectations (4 points). The evaluation of the Global Operators (110) equalled their expectations.

In terms of the Panel's of Experts' evaluation by activity, Tour Operators & Travel Agencies were the most negative, attributing a score of 97 to the January-April 2011 period (30 points below the score for prospects for the period given in early January), trailed closely by Transportation companies (103). Accommodation & Catering (116) and Consultancy, Research & Media (114) were rather more positive, but still gave lower than average scores.

The most positive sectors by a wide margin were Destinations (133) and General Industry Bodies & Other (129), representatives of which concluded that the first four months of 2011 lived up to earlier expectations.

UNWTO Panel of Tourism Experts



Source: World Tourism Organization (UNWTO) ©

#### *Four-month prospects May-August 2011*

For the current four-month period, May-August 2011 – the peak tourism season for the world's leading regions in the Northern Hemisphere – short-term prospects are seen as quite bright. In spite of the changed circumstances, participants view the outlook for May-August at a similarly

high level (127) to that of the previous two four-month periods. This, however, is the result of the ratings for some regions going up and for others going down compared with the previous four-month period. The sustained confidence shown by the Panel of Experts in the market's short-term outlook is nevertheless reassuring, especially since the overall average has been dragged down by lower scores for Africa and, more especially, the Middle East due to the political events of the past few months.

The public sector (135, up 2 points) is again more optimistic than private industry players (121, down 2 points). By region, it is Europe that stands out, raising prospects to 133, up from 119, the highest level since mid-2007. Global operators also see significantly improved prospects, up from 110 to 123. Africa shows a slight improvement, from 122 to 126, albeit one following a significant decrease in the previous period. Participants in the Americas have maintained their expectations at 133.

Asia and the Pacific (from 144 to 114, the situation in Japan does leave its mark here) and the Middle East (136 to 100) have suffered the biggest drops in confidence. Not surprisingly, experts in the Middle East (100) are far less bullish than they were at any time in the last 12 months.

By activity, the ratings are less spread out, with the exception of the high 140 given for prospects by both Destinations and General Industry Bodies & Other— always the most confident sectors. Meanwhile, the scores given by representatives of Consultancy, Research & Media (122), Accommodation & Catering (118) and Tour Operators & Travel Agencies (117) fall slightly below the average, while Transportation companies (100) show they are less optimistic about short-term prospects for travel and tourism.

*See the Statistical Annex for the corresponding graphs.*

## Elibrary

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

The Elibrary is an online collection of more than 1000 books in Spanish, English, French, Russian and Arabic, with new titles being added every day. It also allows cross-referenced searches of a large number of publications in their respective languages.

- It provides new opportunities for academic institutions to enhance their efficiency and minimize administrative costs.
- The WTOelibrary is a modern and competitive educational resource for distance learning, Master's programmes, and professional use.
- Find the information you need thanks to an advanced search system that allows logical operators (Boolean) and entire strings of text.
- Get the most up-to-date statistics using its intuitive interface.

[www.e-unwto.org](http://www.e-unwto.org) where knowledge is no longer a question of distance!  
Connect your university (or get individual access) to a world of tourism information.

For more information, please contact:  
World Tourism Organization  
Capitán Haya, 42 • 28020 Madrid, Spain  
Tel.: (+34) 91 567 93 01 • e-mail: [elibrary@unwto.org](mailto:elibrary@unwto.org)





## Statistical Annex

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

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

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

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

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

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

### Contents

• International Tourist Arrivals by (Sub)region	A-2
• Outlook for International Tourist Arrivals	A-2
• International Tourist Arrivals, monthly evolution	A-3
• Detailed tables by UNWTO regions and subregions:	
- Europe: International Tourist Arrivals	A-4
- Europe: Tourism Receipts	A-5
- Asia and the Pacific: International Tourist Arrivals	A-6
- Asia and the Pacific: Tourism Receipts	A-7
- Americas: International Tourist Arrivals	A-8
- Americas: Tourism Receipts	A-9
- Africa and Middle East: International Tourist Arrivals	A-10
- Africa and Middle East: Tourism Receipts	A-11
• Evaluation by UNWTO's Panel of Experts	A-12

### 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.

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

If you are interested in receiving the UNWTO World Tourism Barometer and you are not a UNWTO Member, you can subscribe to the next three issues for € 70 (pdf version delivered electronically) or € 100 (pdf plus hard copy).

To place your order, please consult the infoshop on UNWTO's website at [www.unwto.org/infoshop](http://www.unwto.org/infoshop) or contact us by telephone.



UNWTO • OMT • IOHBT

### 4 easy ways to order:

 [infoshop@unwto.org](mailto:infoshop@unwto.org)

 (+34) 91 567 81 06

 (+34) 91 571 37 33

[www.unwto.org/pub](http://www.unwto.org/pub)

## 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
<b>World</b>	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](mailto:barom@unwto.org).

## Outlook for International Tourist Arrivals

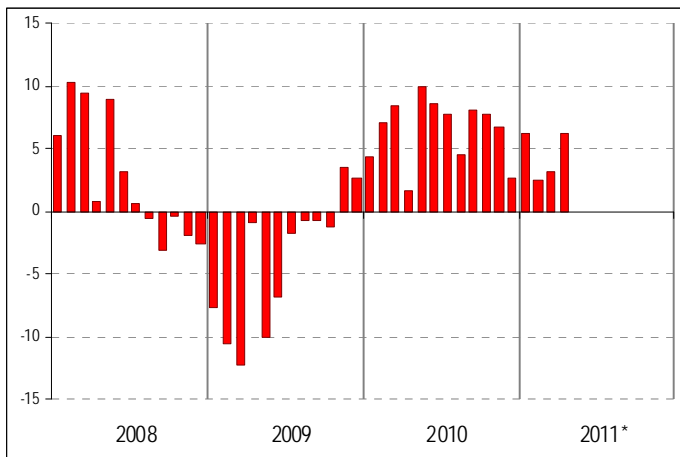
	2008	2009	2010*	2011*
	real			projection
	year, change			between
World	2.1%	-3.8%	6.5%	4% and 5%
Europe	0.5%	-4.9%	3.2%	2% and 4%
Asia and the Pacific	1.1%	-1.7%	12.7%	7% and 9%
Americas	2.7%	-4.9%	6.5%	4% and 6%
Africa	2.7%	3.7%	7.4%	4% and 7%
Middle East	21.2%	-4.3%	13.5%	7% and 10%

Source: World Tourism Organization (UNWTO) ©

(UNWTO January 2011)

International Tourist Arrivals, monthly evolution

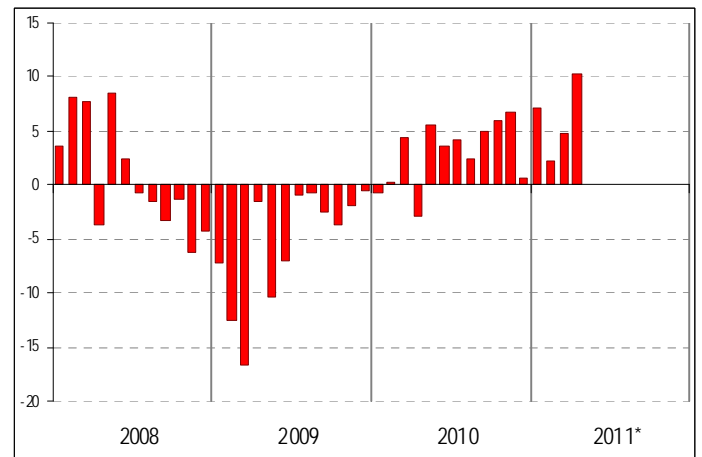
World (% change)



Source: World Tourism Organization (UNWTO) ©

International Tourist Arrivals, monthly evolution

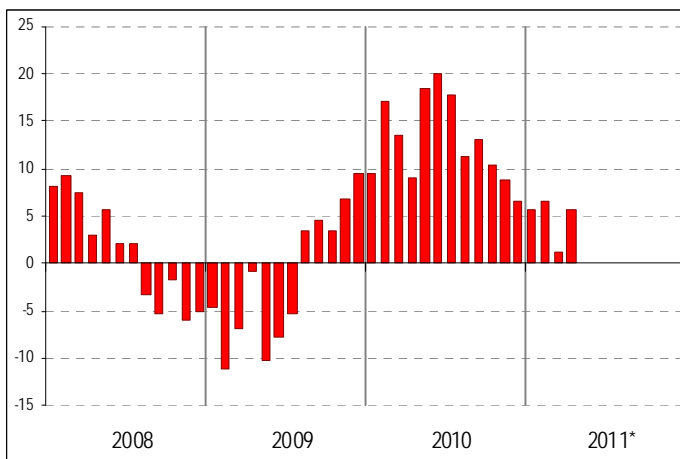
Europe (% change)



Source: World Tourism Organization (UNWTO) ©

International Tourist Arrivals, monthly evolution

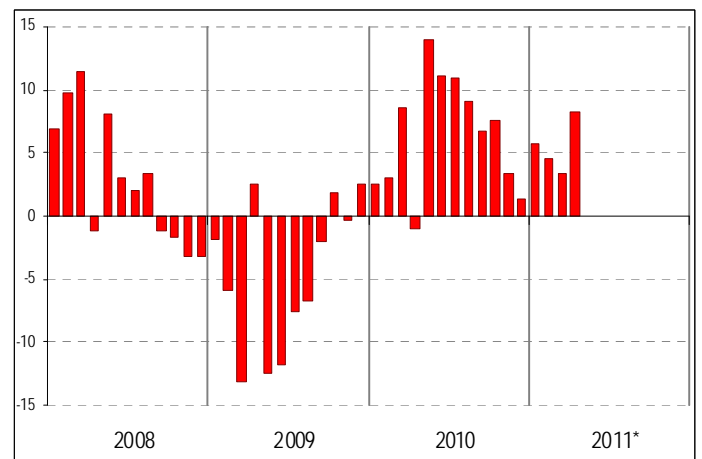
Asia and the Pacific (% change)



Source: World Tourism Organization (UNWTO) ©

International Tourist Arrivals, monthly evolution

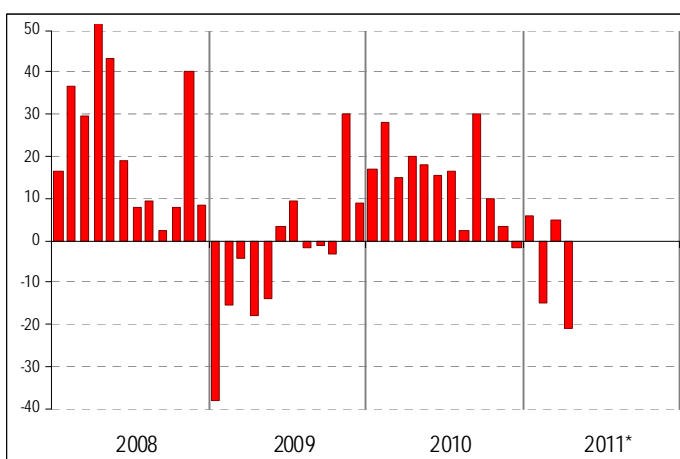
Americas (% change)



Source: World Tourism Organization (UNWTO) ©

International Tourist Arrivals, monthly evolution

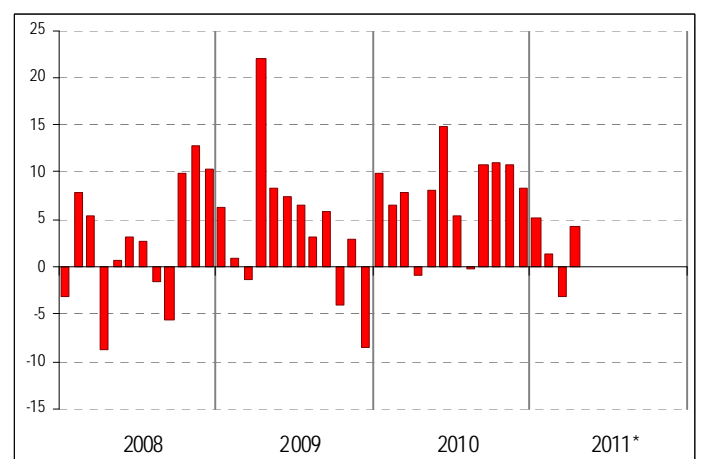
Middle East (% change)



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		2011*					2010*						
	(million)						09/08	10/09	YTD	Q1	Jan	Feb	Mar	Apr	May	Q1	Q2	Q3	Q4	
<b>Europe</b>	<b>231,665</b>	<b>349,763</b>	<b>434,047</b>	<b>471,797</b>	<b>411,061</b>	<b>406,486</b>														
<i>Northem Europe</i>	<i>36,054</i>	<i>53,645</i>	<i>69,484</i>	<i>68,500</i>	<i>58,562</i>	<i>59,393</i>														
Denmark	3,696	5,278	5,978	6,242	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	2,837	3,208	2,820	2,902	-7.3	8.3	26.2	26.2						-0.1	2.3	13.2	17.5	
Iceland	229	413	596	611	565	558	30.0	-2.3	10.2	10.2						31.7	-2.5	-14.1	11.0	
Ireland	2,633	4,806	6,066	6,294	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	4,522	4,911	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	10,883	11,206	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	38,602	36,028	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>149,509</i>	<i>162,062</i>	<i>143,883</i>	<i>141,980</i>														
Austria	9,784	16,054	18,695	21,587	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	10,994	11,762	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	54,273	56,573	49,528	46,560	-7.7	-1.1	-0.5	-0.8	-0.4	-0.9	-1.0	0.0		-9.8	-0.2	3.5	-4.6	
Germany	18,693	29,173	36,038	39,912	34,650	34,675	-8.5	5.3	6.4	6.6	11.6	5.8	3.0	6.0		1.2	3.8	7.8	7.2	
Luxembourg	1,806	3,613	4,024	4,485	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	13,305	13,342	12,368	12,997	-2.2	10.6	0.0	0.0						14.8	7.4	11.1	9.9	
Switzerland	6,645	10,020	12,180	14,401	13,789	14,841	-3.8	3.2	1.1	1.1						2.7	4.3	4.0	1.4	
<i>Central/Eastern Europe</i>	<i>20,342</i>	<i>32,665</i>	<i>48,565</i>	<i>57,643</i>	<i>47,361</i>	<i>47,689</i>														
Armenia	38	220	305	331	334	403	\$	1.1	20.7							4.6	8.7	30.6	27.8	
Azerbaijan	63	78	178	190	353	621	\$	85.4	75.9	55.8	55.8					57.4	54.3	114	73.1	
Belarus	93	253	324	363	370	411	\$	1.9	11.2	10.5	10.5					12.2	10.5	11.9	10.1	
Bulgaria	1,074	2,412	3,550	4,204	3,728	3,637		-6.7	2.5	5.8	7.7	6.3	6.9	10.0	1.6	-3.0	0.0	4.8	1.7	
Czech Rep	2,972	4,677	6,383	7,207	6,478	6,671		0.4	3.2	4.7	4.7					-4.3	10.6	-0.4	9.7	
Estonia	508	972	1,035	1,189	1,090	1,071		-3.5	3.0	6.4	6.4					-2.5	1.1	5.3	10.3	
Georgia	97	241	384	447	476	659	\$	6.6	38.5	59.9	59.9					29.6	19.4	46.4	51.5	
Hungary	3,753	4,101	4,721	5,935	5,631	5,381		11.5	-1.8							-6.8	-1.0	1.1	-2.6	
Kazakhstan	356	701	1,013	1,012	963	1,005	\$	-4.8	4.4	22.6	22.6					-4.6	-0.7	5.3	15.8	
Kyrgyzstan	15	73	346	515	459	284	\$	-10.8	-38.2							1.6	-66.9	-39.6	-35.1	
Latvia	131	341	672	803	723	640		-5.3	-7.2	6.1	6.1					-14.7	-10.0	-4.7	3.0	
Lithuania	391	921	1,153	1,249	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	10,599	11,768	9,011	9,446		-0.8	1.3							-14.9	6.5	3.3	14.2	
Rep Moldova	39	103	168	212	168	162	\$	-20.6	-3.7	11.9	11.9					-26.1	9.7	8.7	-7.8	
Romania	359	1,061	1,610	1,997	1,234	1,140	€	-34.8	-2.8	20.6	30.2	73.7	32.7	6.7	0.0	-20.2	-8.5	-1.5	23.6	
Russian Federation	3,429	5,870	9,447	11,795	9,319	8,985	\$	-21.0	-3.6							-2.7	-5.3	-3.5	-2.3	
Slovakia	433	1,210	2,026	2,589	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	4,597	5,768	3,576	3,788	\$	-38.0	5.9	11.5	11.5					0.9	4.4	5.0	16.4	
Uzbekistan	27	28	51	64	99	..														
<i>Southern/Mediterr. Eu.</i>	<i>91,553</i>	<i>140,228</i>	<i>166,489</i>	<i>183,591</i>	<i>161,255</i>	<i>157,424</i>														
Albania	389	860	1,373	1,720	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	728	820	683	593		-12.2	-9.0	-8.0	-8.0					-15.1	-9.2	-2.8	-14.2	
Croatia	2,782	7,463	9,254	10,971	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	2,685	2,737	2,162	2,183		-16.7	6.2	23.7	3.1	0.4	8.8	1.3	53.5	3.5	1.9	3.8	7.3	
F.Yug.Rp.Macedonia	38	90	185	228	218	198	€	0.6	-4.2	19.2	19.2	41.1	11.0	6.7		-27.7	2.6	5.1	0.2	
Greece	9,219	13,731	15,513	17,114	14,506	12,741		-10.6	-7.6	5.5	4.7	14.1	-1.9	2.3	6.6	-2.0	-11.2	-6.6	-7.0	
Israel	4,114	2,866	3,136	4,279	3,741	4,768	\$	-12.6	27.5	8.0	10.0	15.6	10.1	5.0	3.5	35.4	32.2	21.6	22.9	
Italy	27,493	35,398	42,651	45,727	40,249	38,786		-7.2	1.4	2.8	2.8	1.4	-7.3	12.3		3.0	7.3	-4.2	3.1	
Malta	587	755	910	950	881	1,078		-2.2	28.7	14.2	14.2					38.0	10.2	38.0	28.4	
Montenegro	..	268	630	758	662	660		-7.9	4.9	-11.6	-11.6					-25.5	4.2	6.7	-7.2	
Portugal	5,243	7,712	10,145	10,943	9,635	10,090		-7.2	10.2	8.7	6.9	8.1	7.9	5.1	12.7	6.1	8.4	12.3	11.6	
Serbia	..	308	865	944	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	2,283	2,820	2,511	2,311		-6.1	-3.2	18.7	18.9	20.3	17.4	18.8	18.3	4.4	-4.3	-10.8	5.2	
Spain	29,967	47,970	57,645	61,628	53,177	52,525		-9.0	3.9	6.7	6.7	6.2	7.3	6.8		0.4	0.8	7.0	5.4	
Turkey	7,636	18,152	18,487	21,951	21,250	20,807	\$	-3.2	-2.1	26.0	28.5	26.9	26.1	31.5	20.4	-2.2	7.4	-10.0	4.9	

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
<b>Asia and the Pacific</b>		153,611	184,074	180,953	203,857	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	
<i>North-East Asia</i>		85,939	100,939	98,045	111,571	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	
China	TF	46,809	53,049	50,875	55,665	-3.1	-4.1	9.4	TF	1.4	0.6	-1.0	5.6	-2.0	3.6	8.2	12.9	10.9	5.7	
Hong Kong (China)	TF	14,773	17,320	16,926	20,085	1.0	-2.3	18.7	TF	7.7	5.7	7.4	2.7	7.1	13.4	8.0	12.7	31.6	22.9	10.8
Japan	VF	6,728	8,351	6,790	8,611	0.0	-18.7	26.8	VF	-31.9	-13.3	11.5	2.2	-50.3	-62.5	-50.4	29.3	42.3	29.8	8.8
Korea, Republic of	VF	6,023	6,891	7,818	8,798	6.9	13.4	12.5	VF	2.7	2.8	2.9	4.4	1.5	3.3	1.9	-1.0	21.4	18.6	12.1
Macao (China)	TF	9,014	10,610	10,402	11,926	n/a	-2.0	14.7	TF	1.1	-0.7	-6.0	1.0	3.1	3.0	4.6	16.3	29.4	13.0	3.3
Mongolia	TF	339	446	433	456	-1.2	-3.0	5.3	TF								50.6	50.6	-2.5	-26.2
Taiwan (pr. of China)	VF	3,378	3,845	4,395	5,567	3.5	14.3	26.7	VF	5.8	9.8	15.8	17.1	0.3	8.6	-7.0	28.1	30.5	22.2	25.8
<i>South-East Asia</i>		48,543	61,776	62,102	69,636	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	
Brunei Darussalam	TF	126	226	157	..	26.6	-30.5	..	TF											
Cambodia	TF	1,333	2,001	2,046	2,399	6.8	2.2	17.3	TF	13.0	13.9	18.0	14.9	8.6	11.0	11.8	16.2	22.7	17.8	24.4
Indonesia	TF	5,002	6,234	6,324	7,003	13.2	1.4	10.7	TF(1)	7.2	6.4	11.1	8.6	0.6	9.4		14.6	13.5	9.2	6.6
Lao P.D.R.	TF	672	1,295	1,239	..	13.4	-4.3	..	VF								12.4	29.6	29.6	29.5
Malaysia	TF	16,431	22,052	23,646	24,577	5.1	7.2	3.9	TF	1.2		1.2					5.3	3.9	5.6	1.2
Myanmar	TF	232	193	243	311	-22.1	25.8	27.7	TF	30.4	30.4	26.5	29.6	35.1			39.3	24.8	37.1	15.4
Philippines	TF	2,623	3,139	3,017	3,520	1.5	-3.9	16.7	TF	13.3	13.0	17.3	18.5	4.1	14.3		11.4	13.1	23.0	19.7
Singapore	TF	7,079	7,778	7,488	9,161	-2.2	-3.7	22.3	VF	16.1	15.7	16.2	15.5	15.4	17.4		19.6	25.7	20.3	15.9
Thailand	TF	11,567	14,584	14,150	15,842	0.8	-3.0	12.0	TF	24.4	14.5	11.6	11.8	20.6	35.2	65.6	27.8	-2.2	12.5	7.8
Timor-Leste	TF	..	36	44	..	61.8	22.6	..	VF								14.1	2.8		
Vietnam	VF	3,478	4,236	3,747	5,050	0.2	-11.5	34.8	VF	18.0	11.9	20.5	15.6	0.5	21.7	37.0	36.2	28.6	37.8	36.3
<i>Oceania</i>		10,982	11,103	10,917	11,580	-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
Australia	VF	5,499	5,586	5,584	5,885	-1.0	0.0	5.4	VF	1.4	-0.3	5.1	-0.2	-5.1	7.5		6.3	1.4	9.4	4.2
Cook Is	TF	88	95	101	103	-2.6	6.6	1.5	TF	10.8	5.8	12.1	-2.5	7.4	14.5	18.8	-4.1	-1.4	8.2	0.3
Fiji	TF	545	585	542	632	8.4	-7.3	16.5	TF	4.3	4.3	8.3	9.5	-3.3			25.4	22.1	11.6	11.5
French Polynesia	TF	208	196	160	154	-10.0	-18.3	-4.1	TF	19.5		26.1	13.4				-10.7	-11.4	1.0	2.0
Guam	TF	1,228	1,142	1,053	1,197	-6.8	-7.8	13.6	TF	-4.8	1.9	5.6	1.4	-1.0	-14.3	-20.4	10.1	20.8	15.0	10.1
Kiribati	TF	5	4	4	5	-31.9	1.9	19.2	VF	36.3	36.3	39.9	49.4	24.0			2.3	16.6	32.8	24.0
Marshall Is	TF	9	6	5	..	-16.4	-10.8	..	TF*	-0.8	-0.8	14.2	11.6	-20.7			-5.1	-0.8	-15.1	-6.4
N.Mariana Is	TF	498	388	345	375	0.8	-11.0	8.4	VF	-11.5	-10.0	-2.7	-11.1	-16.1	-17.6		2.2	10.7	4.0	14.8
New Caledonia	TF	101	104	99	99	0.3	-4.1	-0.8	TF	10.9	7.4	18.3	3.7	0.3	21.0		-14.2	-10.3	3.2	15.1
New Zealand	VF	2,383	2,459	2,458	2,525	-0.3	0.0	2.7	VF	-0.8	-2.4	3.5	0.2	-11.4	5.2	-0.4	5.6	0.5	3.0	1.1
Niue	TF	3	5	5	6	37.1	-1.8	33.3	TF								79.4	16.4	26.4	9.5
Palau	TF	86	83	84	..	-10.7	0.8	..	TF*	19.4	11.9	34.7	3.2	0.7	52.5		5.7	5.3	44.0	21.2
Papua New Guinea	TF	69	120	124	147	15.4	3.2	18.5	TF	0.3	0.3	18.7	-0.9	-13.7			27.0	12.0	17.3	18.1
Samoa	TF	102	122	129	129	-0.2	5.8	0.2	TF	1.4	-1.4	-2.0	1.8	-3.2	9.5		0.7	-4.0	0.0	3.7
Solomon Is	TF	9	16	19	..	17.2	20.6	..	TF								-4.5	3.0	30.9	
Tonga	TF	42	49	51	45	7.3	2.5	-10.3	TF								-6.1	-16.8	-9.3	-8.3
Tuvalu	TF	1	2	2	2	46.1	-4.3	4.9	TF								6.9	31.8	9.8	-24.6
Vanuatu	TF	62	91	101	97	11.4	11.1	-3.4	VF	-8.8	-8.8	-23.7	70.9	-38.3			-18.0	3.6	14.4	27.0
<i>South Asia</i>		8,147	10,256	9,888	11,070	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
Bangladesh	TF	208	467	267	..	61.5	-42.8	..	TF											
Bhutan	TF	14	28	23	27	31.0	-15.0	14.7	TF	25.0		42.4	18.0				56.2	-17.9	3.7	30.5
India	TF	3,919	5,283	5,168	5,584	4.0	-2.2	8.1	TF	11.5	11.1	9.6	15.2	7.5	17.7	7.0	10.6	6.3	6.2	8.2
Iran	TF	1,889	2,034	..	..	-8.3	..	..	TF											
Maldives	TF	395	683	656	792	1.0	-4.0	20.7	TF	16.9	12.8	17.8	13.4	7.7	31.6		20.5	19.5	26.5	17.5
Nepal	TF	375	500	510	..	-5.0	1.9	..	VF(1)	22.9	12.5	26.2	12.2	4.6	34.3	47.1	29.8	7.1	23.3	15.9
Pakistan	TF	798	823	855	914	-2.0	3.9	6.9	TF								47.3	10.4	-19.3	0.0
Sri Lanka	TF	549	438	448	654	-11.2	2.1	46.1	TF	40.2	34.1	46.2	14.8	43.5	66.7	39.0	50.3	45.9	37.2	50.8

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) Air arrivals only



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

	Full year (US\$)						Local currencies, current prices (% change over same period of the previous year)												
	2000	2005	2007	2008	2009	2010*	Series 09/08 10/09		2011*					2010*					
	(million)								YTD	Q1	Jan	Feb	Mar	Apr	May	Q1	Q2	Q3	Q4
<b>Asia and the Pacific</b>	<b>85,356</b>	<b>135,233</b>	<b>186,082</b>	<b>208,597</b>	<b>203,095</b>	<b>248,111</b>													
<i>North-East Asia</i>	<i>39,427</i>	<i>64,967</i>	<i>85,134</i>	<i>99,587</i>	<i>101,125</i>	<i>121,448</i>													
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>	<i>26,838</i>	<i>34,982</i>	<i>55,484</i>	<i>59,761</i>	<i>53,546</i>	<i>68,404</i>													
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>	<i>14,293</i>	<i>25,876</i>	<i>31,482</i>	<i>33,723</i>	<i>33,533</i>	<i>39,427</i>													
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>	<i>4,797</i>	<i>9,407</i>	<i>13,982</i>	<i>15,525</i>	<i>14,891</i>	<i>18,833</i>													
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 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	
<b>Americas</b>		133,322	147,953	140,755	149,831	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		
<i>North America</i>		89,891	97,717	92,153	98,235	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		
Canada	TF	18,771	17,142	15,737	16,095	-4.4	-8.2	2.3	TF	-2.6	-4.7	2.4	-9.7	-5.8	2.5	-0.5	-0.1	3.8	4.5		
Mexico	TF	21,915	22,637	21,454	22,395	5.9	-5.2	4.4	TF	2.2	0.5	1.7	-0.2	-0.1	8.1	-3.5	14.0	9.0	0.8		
United States	TF	49,206	57,937	54,962	59,745	3.5	-5.1	8.7	TF	2.0	2.0	2.8	4.0	-0.2		9.1	11.5	10.6	3.6		
<i>Caribbean</i>		18,810	20,056	19,508	20,121	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		
Anguilla	TF	62	68	58	62	-12.1	-15.2	7.1	TF							11.8	7.6	1.5	6.2		
Antigua, Barb	TF	245	266	234	231	1.5	-11.8	-1.3	TF(1)	7.1		7.1				0.2	-3.3	-4.1	1.2		
Aruba	TF	733	827	813	825	7.0	-1.7	1.6	TF	5.3	2.2	5.0	1.8	-0.1	15.2	6.2	-1.2	0.7	0.6		
Bahamas	TF	1,608	1,463	1,327	1,368	-4.2	-9.3	3.1	TF(2)	-3.5	-3.4	-8.0	1.2	-3.9	-3.5	2.0	4.0	8.7	-2.9		
Barbados	TF	548	568	519	532	-1.2	-8.6	2.6	TF	9.9	5.9	8.0	6.6	3.3	24.4	2.0	4.3	6.4	-1.3		
Bermuda	TF	270	264	236	232	-13.7	-10.5	-1.5	TF	6.8	6.8	5.5	2.7	9.9		-10.5	3.4	-1.4	-3.3		
Br. Virgin Is	TF	337	346	304	330	-3.4	-12.0	8.6	TF	3.9	3.9	4.7	7.3	0.6		23.3	5.6	3.1	-1.2		
Cayman Islands	TF	168	303	272	288	3.9	-10.2	6.0	TF	8.1	6.8	5.8	10.0	5.1	12.7	7.4	8.3	0.9	6.9		
Cuba	TF	2,261	2,316	2,405	2,507	9.3	3.8	4.2	VF	11.3	11.5	15.8	13.8	5.7	13.4	7.2	0.1	2.2	6.8		
Curaçao	TF	222	409	367	342	36.4	-10.3	-6.9	TF	11.6	11.6	7.2	16.5	11.2		-10.0	-11.4	-0.8	-5.1		
Dominica	TF	86	89	85	..	0.8	-3.9	..	TF							18.3	12.6	11.5			
Dominican Rp	TF	3,691	3,980	3,992	4,125	0.0	0.3	3.3	TF	4.4	2.9	1.3	3.0	4.2	14.0	0.3	3.9	0.7	5.0		
Grenada	TF	99	130	113	106	0.4	-12.5	-6.4	TF	-3.0	-3.0	-2.4	-2.9	-3.7		-1.3	-18.0	-4.2	-4.1		
Guadeloupe	TCE	372	439	347	..	3.8	-21.1	..	THS												
Haiti	TF	112	258	387	..	-33.2	50.0	..	TF												
Jamaica	TF	1,479	1,767	1,831	1,922	3.9	3.6	4.9	TF	5.9	5.3	8.1	5.6	2.9	7.6	9.2	-1.1	3.9	8.1		
Martinique	TF	484	481	442	476	-4.0	-8.2	7.9	TF							23.3	-1.5	1.3	8.5		
Puerto Rico	TF	3,686	3,716	3,551	3,679	0.8	-4.5	3.6	THS	3.4		1.8	4.9			11.2	1.6	3.3	3.7		
Saba	TF	11	12	12	12	3.2	-0.7	3.1	TF							10.6	-4.0	-0.6	5.0		
Saint Lucia	TF	318	296	278	306	2.9	-5.8	9.9	TF	2.1	-1.1	3.6	-5.9	-0.5	12.4	12.5	11.2	25.3	-9.1		
St. Eustatius	TF	10	12	12	..	1.6	2.6	..	TF							23.4	0.1	0.3			
St. Kitts-Nev	TF	141	128	93	..	3.8	-27.1	..	TF							-12.8	-10.1	14.0			
St. Maarten	TF	468	475	440	443	1.3	-7.4	0.7	TF(1)							7.0	-0.9	-3.6	-1.5		
St. Vincent, Grenadines	TF	96	84	75	72	-6.2	-10.3	-3.9	TF	1.9		4.5	-0.5			2.1	-4.3	-5.0	-8.6		
Trinidad Tbg	TF	463	437	419	..	-2.7	-4.2	..	TF							-6.4					
US. Virgin Is	TF	593	574	562	..	-2.2	-2.0	..	VF(1)	-3.9	-3.7	1.5	-3.9	-7.7	-4.6	15.4	1.4	3.4	-5.4		
<i>Central America</i>		6,301	8,250	7,640	7,930	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		
Belize	TF	237	245	232	238	-2.6	-5.2	2.5	TF	3.8	0.6	5.4	0.4	-2.9	16.0	5.8	-0.7	2.4	1.9		
Costa Rica	TF	1,679	2,089	1,923	2,100	5.5	-8.0	9.2	TF	7.8	7.8	8.7	7.5	7.0		11.5	7.2	7.9	9.7		
El Salvador	TF	1,127	1,385	1,091	1,150	3.5	-21.2	5.4	TF	-3.8	-3.8	4.4	-6.2	-9.3		4.1	15.8	2.6	0.3		
Guatemala	TF	..	1,527	1,392	1,219	5.4	-8.8	-12.4	VF	-3.4	-9.0	-9.5	-3.3	-13.2	9.6	6.1	8.3	18.9	4.6		
Honduras	TF	673	899	870	896	8.2	-3.3	3.0	TF	4.0	4.0	4.0	4.0	4.0	4.0	3.0	3.0	3.0	3.0		
Nicaragua	TF	712	858	932	1,011	7.2	8.6	8.5	TF	4.6	-2.2	6.1	5.2	-15.1	29.3	16.7	1.6	11.0	5.0		
Panama	TF	702	1,247	1,200	1,317	13.0	-3.7	9.7	TF*	9.8	9.3	13.8	15.7	-0.7	11.4	7.6	13.2	19.5	1.4		
<i>South America</i>		18,320	21,931	21,454	23,545	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		
Argentina	TF	3,823	4,700	4,308	5,325	3.0	-8.4	23.6	TF	12.8	12.8					19.8	17.0	47.5	16.2		
Bolivia	TF	524	594	671	..	3.7	13.1	..	THS							12.9	12.9				
Brazil	TF	5,358	5,050	4,802	5,161	0.5	-4.9	7.5	TF							2.6	2.7	11.0	16.1		
Chile	TF	2,027	2,699	2,750	2,766	7.7	1.9	0.6	TF	12.0	9.3	-2.9	1.7	50.0	26.1	12.8	-5.5	-5.3	14.4		
Colombia	TF	933	2,318	2,303	2,385	2.8	-0.7	3.6	VF(2)	15.9	15.3	17.7	13.2	15.0	20.6	13.3	8.3	4.2	11.4		
Ecuador	VF	860	1,005	968	1,047	7.2	-3.7	8.1	VF	8.2	4.1	9.8	-3.9	6.1	24.1	16.0	2.9	7.6	6.2		
Guyana	TF	117	133	141	150	1.0	6.2	6.4	TF							7.4	7.0	9.8	1.3		
Paraguay	TF	341	428	439	465	3.0	2.6	5.9	TF							5.6	6.6	5.5	6.1		
Peru	TF	1,571	2,058	2,140	2,299	7.4	4.0	7.4	TF	15.8	15.8	15.8	15.8	15.8		4.1	7.4	10.8	7.4		
Suriname	TF	160	151	150	..	-7.3	-0.2	..	TF			-1.5	-8.2			98.6	58.3	20.0			
Uruguay	TF	1,808	1,938	2,055	2,349	10.5	6.1	14.3	TF	35.8	39.0	43.4	25.7	49.0	39.6	14.5	1.8	9.8	44.5		
Venezuela	TF	706	745	615	..	-3.4	-17.4	..	TF	2.5	4.8	5.4	2.3	6.9	-6.2	-7.2	-9.9	-22.3			

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

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

	Full year (US\$)						Local currencies, current prices (% change over same period of the previous year)													
	2000	2005	2007	2008	2009	2010*	Series 09/08 10/09		2011*					2010*						
	(million)						YTD	Q1	Jan	Feb	Mar	Apr	May	Q1	Q2	Q3	Q4			
<b>Americas</b>	<b>131,621</b>	<b>145,629</b>	<b>172,172</b>	<b>189,097</b>	<b>166,040</b>	<b>182,111</b>														
<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	
<b>Africa</b>		<b>35,368</b>	<b>44,379</b>	<b>46,021</b>	<b>49,364</b>	<b>2.7</b>	<b>3.7</b>	<b>7.3</b>		<b>2.0</b>	<b>1.1</b>	<b>5.3</b>	<b>1.4</b>	<b>-3.2</b>	<b>4.3</b>	<b>8.1</b>	<b>7.3</b>	<b>4.9</b>	<b>10.0</b>		
<i>North Africa</i>		<i>13,911</i>	<i>17,140</i>	<i>17,574</i>	<i>18,667</i>	<i>4.8</i>	<i>2.5</i>	<i>6.2</i>		<i>-10.9</i>	<i>-13.1</i>	<i>-9.1</i>	<i>-9.7</i>	<i>-19.1</i>	<i>-5.4</i>	<i>9.2</i>	<i>4.4</i>	<i>4.1</i>	<i>9.3</i>		
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>		<i>21,457</i>	<i>27,239</i>	<i>28,447</i>	<i>30,697</i>	<i>1.4</i>	<i>4.4</i>	<i>7.9</i>		<i>8.1</i>	<i>7.6</i>	<i>11.0</i>	<i>6.1</i>	<i>5.4</i>	<i>9.6</i>	<i>7.5</i>	<i>9.2</i>	<i>5.6</i>	<i>10.3</i>		
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												
<b>Middle East</b>		<b>36,271</b>	<b>55,237</b>	<b>52,887</b>	<b>60,329</b>	<b>21.2</b>	<b>-4.3</b>	<b>14.1</b>		<b>-7.0</b>	<b>-1.6</b>	<b>5.9</b>	<b>-14.8</b>	<b>4.6</b>	<b>-20.7</b>	<b>19.6</b>	<b>17.8</b>	<b>15.3</b>	<b>3.9</b>		
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
<b>Africa</b>	<b>10,333</b>	<b>21,989</b>	<b>29,520</b>	<b>30,316</b>	<b>28,780</b>	<b>31,719</b>													
<i>North Africa</i>	<i>3,822</i>	<i>7,026</i>	<i>10,218</i>	<i>10,776</i>	<i>9,896</i>	<i>10,002</i>													
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>	<i>6,511</i>	<i>14,963</i>	<i>19,302</i>	<i>19,540</i>	<i>18,884</i>	<i>21,717</i>													
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										
<b>Middle East</b>	<b>16,754</b>	<b>26,599</b>	<b>34,983</b>	<b>39,980</b>	<b>42,022</b>	<b>50,292</b>													
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:

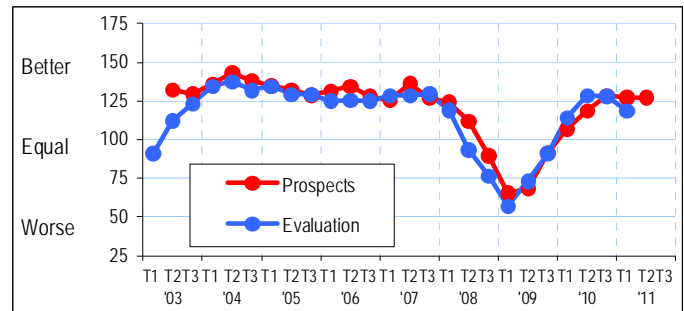
- *What is your assessment of tourism performance in your destination or business for the four months just ended (or about to end) as against what you would reasonably expect for this time of year?*
- *What are the tourism prospects of your destination or business in the coming four months compared with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

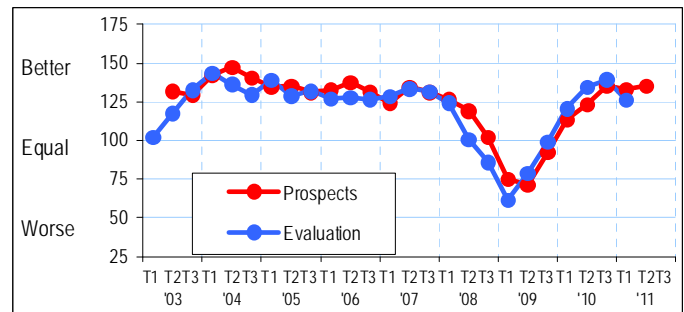
For this edition responses have been received from experts based in Albania, Algeria, Anguilla, Argentina, Armenia, Aruba, Australia, Austria, Azerbaijan, Bahamas, Belgium, Belize, Bolivia, Bosnia and Herzegovina, Brazil, Brunei Darussalam, Burkina Faso, Cambodia, Cameroon, Canada, Chile, China, Colombia,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



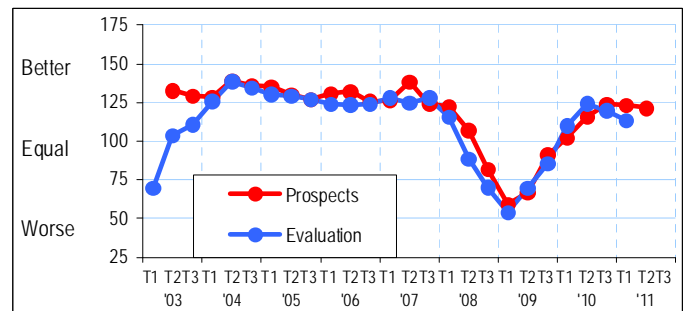
Source: World Tourism Organization (UNWTO) ©

### UNWTO Panel of Tourism Experts: Public



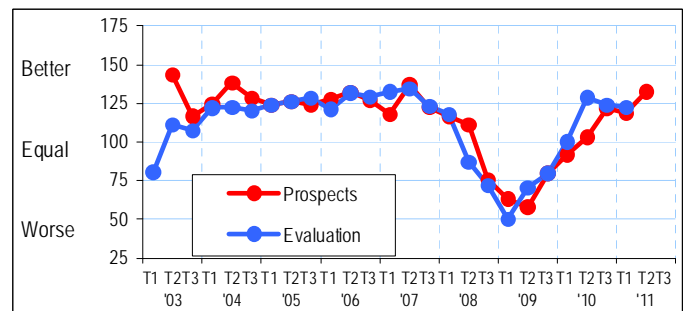
Source: World Tourism Organization (UNWTO) ©

### UNWTO Panel of Tourism Experts: Private



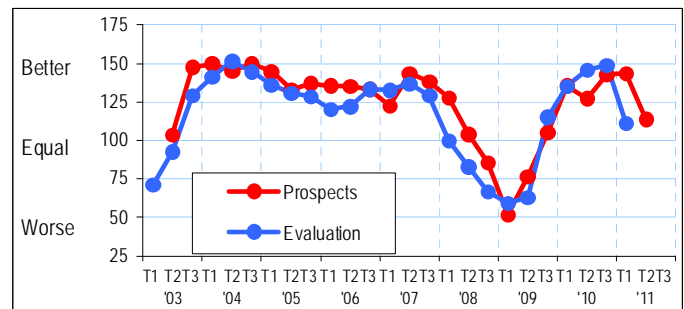
Source: World Tourism Organization (UNWTO) ©

### UNWTO Panel of Tourism Experts: Europe



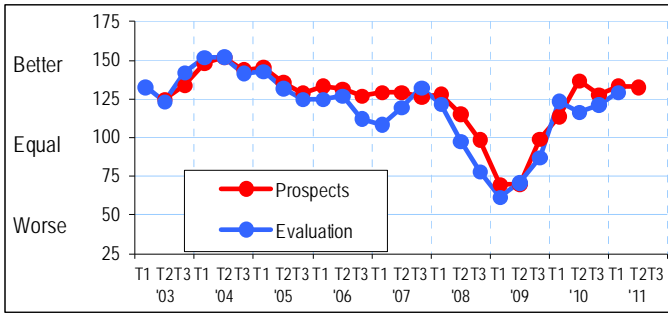
Source: World Tourism Organization (UNWTO) ©

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



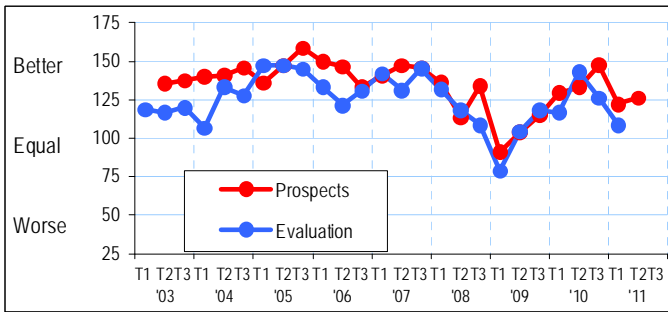
Source: World Tourism Organization (UNWTO) ©

UNWTO Panel of Tourism Experts: Americas



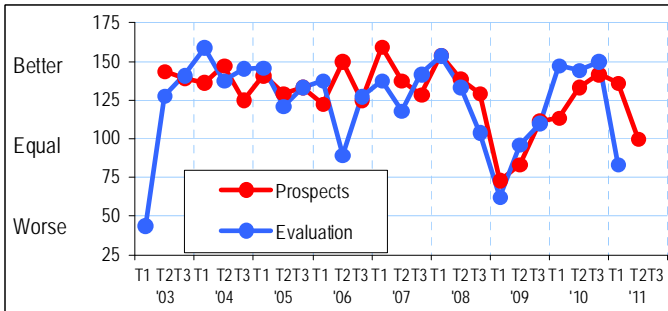
Source: World Tourism Organization (UNWTO) ©

UNWTO Panel of Tourism Experts: Africa



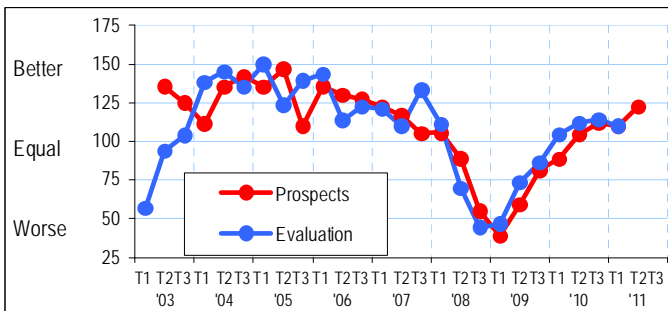
Source: World Tourism Organization (UNWTO) ©

UNWTO Panel of Tourism Experts: Middle East



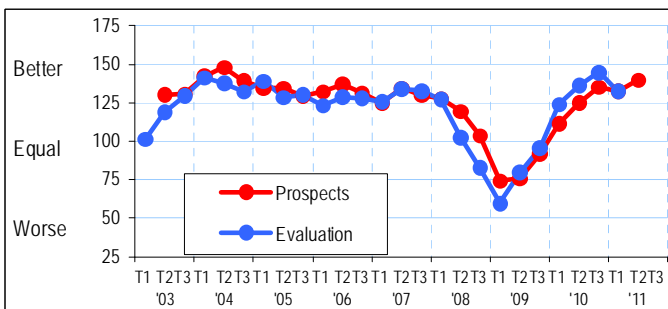
Source: World Tourism Organization (UNWTO) ©

UNWTO Panel of Tourism Experts: Global Operators



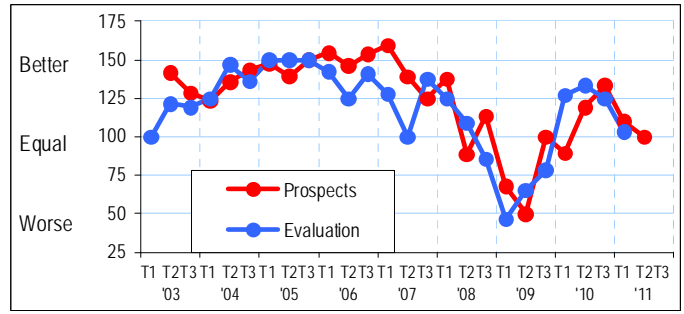
Source: World Tourism Organization (UNWTO) ©

UNWTO Panel of Tourism Experts: Destinations



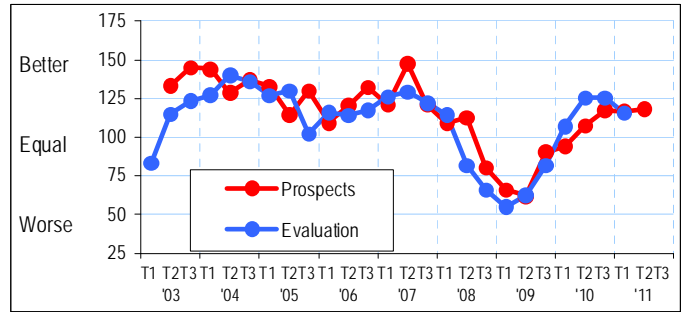
Source: World Tourism Organization (UNWTO) ©

UNWTO Panel of Tourism Experts: Transport



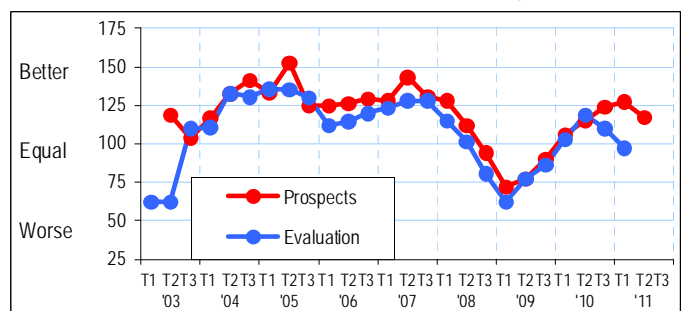
Source: World Tourism Organization (UNWTO) ©

UNWTO Panel of Tourism Experts: Accommodation & Catering



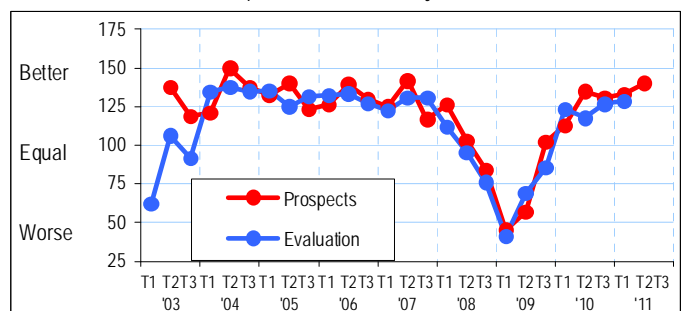
Source: World Tourism Organization (UNWTO) ©

UNWTO Panel of Tourism Experts: Tour Operators & Travel Agencies



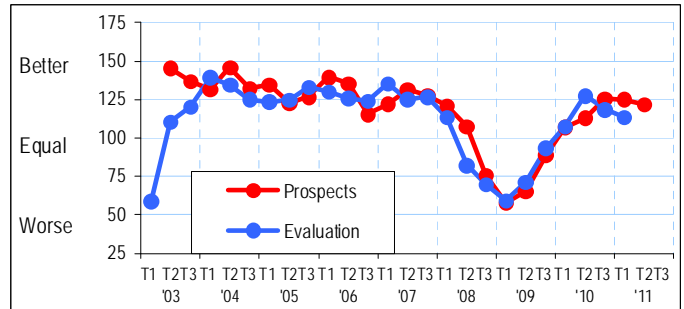
Source: World Tourism Organization (UNWTO) ©

UNWTO Panel of Tourism Experts: General Industry Bodies & Other



Source: World Tourism Organization (UNWTO) ©

UNWTO Panel of Tourism Experts: Consultancy, Research & Media



Source: World Tourism Organization (UNWTO) ©

# 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

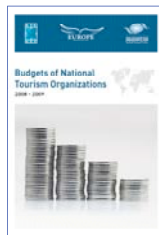


Published: 2008  
Price: € 75

## 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

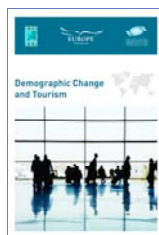


Published: 2008  
Price: € 80

## 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



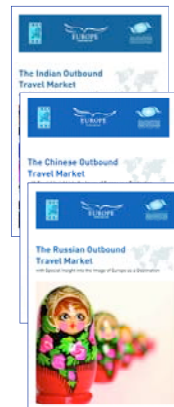
Published: 2010  
Price: € 75

## 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.

Two easy ways to order UNWTO publications:  
[www.unwto.org/infoshop](http://www.unwto.org/infoshop) for printed publications,  
[www.e-unwto.org](http://www.e-unwto.org) for publications in electronic version.

For further information, please contact:  
**UNWTO Publications Department**  
Tel. (34) 91 567 8107 – Fax: (34) 91 571 3733  
e-mail: [pub@unwto.org](mailto:pub@unwto.org)