

World Tourism Organization

UNWTO



UNWTO Tourism Highlights

2012 Edition

For more information: Facts & Figures section at mkt.unwto.org



Key trends in 2011

- Demand for international tourism maintained momentum in 2011. International tourist arrivals grew by 4.6% to reach 983 million worldwide, up from 940 million in 2010.
- Europe, which accounts for over half of all international tourist arrivals worldwide, was the fastest-growing region, both in relative terms (+6% tied with Asia and the Pacific) and absolute terms (29 million more visitors).
- The Middle East (-8%) and North Africa (-9%) were the only (sub)regions to record a decline in arrivals, due to the Arab Spring and political transitions in the region.
- International tourism receipts for 2011 are estimated at US\$ 1,030 billion worldwide, up from US\$ 928 billion in 2010 (+3.9% in real terms), setting new records in most destinations despite economic challenges in many source markets.

Current developments and outlook

- According to monthly and quarterly data for 2012 included in the *UNWTO World Tourism Barometer*, international tourist arrivals worldwide grew at a rate of 5% in the first four months of 2012, consolidating the growth trend that started in 2010.
- Forecasts prepared by UNWTO in January 2012 point to growth of 3% to 4% in international tourist arrivals for the full year 2012.
- Total international arrivals are expected to reach one billion in 2012 for the first time.

Long-term trends

- Over the past six decades, tourism has experienced continued expansion and diversification, becoming one of the largest and fastest-growing economic sectors in the world. Many new destinations have emerged, challenging the traditional ones of Europe and North America.
- Despite occasional shocks, international tourist arrivals have shown virtually uninterrupted growth – from 277 million in 1980 to 528 million in 1995, and 983 million in 2011.
- According to *Tourism Towards 2030*, UNWTO's recently updated, long-term outlook and assessment of future tourism trends, the number of international tourist arrivals worldwide is expected to increase by 3.3% a year on average from 2010 to 2030. This represents some 43 million more international tourist arrivals every year, reaching a total of 1.8 billion arrivals by 2030.
- In the past, emerging economy destinations have grown faster than advanced economy destinations, and this trend is set to continue in the future. Between 2010 and 2030, arrivals to emerging economies are expected to increase at double the pace (+4.4% a year) of those to advanced economies (+2.2% a year).
- As a result, the market share of emerging economies has increased from 30% in 1980 to 47% in 2011, and is expected to reach 57% by 2030, equivalent to over one billion international tourist arrivals.

UNWTO Tourism Highlights is a World Tourism Organization publication, which aims to provide an overview of international tourism trends during the year prior to its date of publication. For individual countries and territories it reflects data as reported by national or international institutions up until June 2012. For information on current short-term tourism data and trends, please refer to the *UNWTO World Tourism Barometer* at: <http://mkt.unwto.org/en/barometer>.

The World Tourism Organization (UNWTO), a United Nations specialized agency, is the leading international organization with the decisive and central role in promoting the development of responsible, sustainable and universally accessible tourism. It serves as a global forum for tourism policy issues and a practical source of tourism know-how. Its membership includes 155 countries, 7 territories, 2 permanent observers and over 400 Affiliate Members.

Copyright © 2012,
World Tourism Organization (UNWTO)
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 (UNWTO) concerning the legal status of any country, territory, city or area, or of its authorities or concerning the delimitation of its frontiers or boundaries.

World Tourism Organization (UNWTO)
Calle Capitán Haya, 42
28020 Madrid, Spain
Tel.: (+34) 915 678 100
Fax: (+34) 915 713 733
Website: www.unwto.org
Email: omt@unwto.org

International tourism

key to development, prosperity and well-being

Over time, an ever increasing number of destinations have opened up and invested in tourism development, turning modern tourism into a key driver of socio-economic progress through export revenues, the creation of jobs and enterprises, and infrastructure development.

As an internationally traded service, inbound tourism has become one of the world's major trade categories. The overall export income generated by inbound tourism, including passenger transport, exceeded US\$ 1.2 trillion in 2011, or US\$ 3.4 billion a day on average. Tourism exports account for as much as 30% of the world's exports of commercial services and 6% of overall exports of goods and services. Globally, as an export category, tourism ranks fourth after fuels, chemicals and food. For many developing countries it is one of the main sources of foreign exchange income and the number one export category, creating much needed employment and opportunities for development.

The most comprehensive way to measure the economic importance of both inbound and domestic tourism in national economies is through the *2008 Tourism Satellite Account (TSA) Recommended Methodological Framework*, approved by the UN Statistics Commission. Though many countries have taken steps towards the implementation of a TSA, relatively few have full, comparable results available. The knowledge and experience gained through the TSA exercise has certainly contributed to a much better understanding of the role of tourism in economies worldwide and allows for a tentative approximation of key indicators.

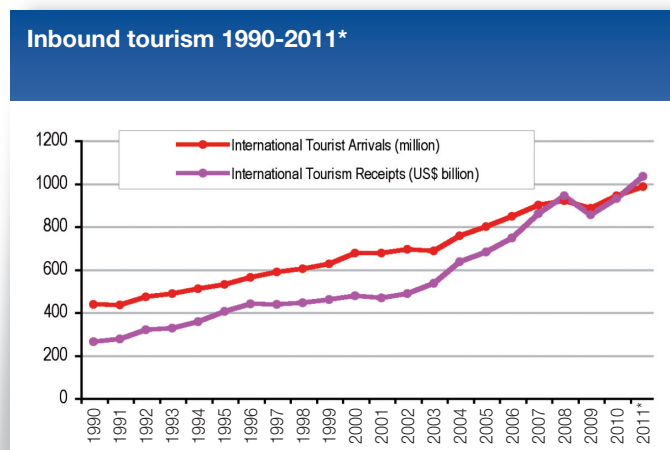
Based on the information from countries with data available, tourism's contribution to worldwide gross domestic product (GDP) is estimated at some 5%. Tourism's contribution to employment tends to be slightly higher and is estimated in the order of 6-7% of the overall number of jobs worldwide (direct and indirect). For advanced, diversified economies, the contribution of tourism to GDP ranges from approximately 2% for countries where tourism is a comparatively small sector, to over 10% for countries where tourism is an important pillar of the economy. For small islands and developing countries, the weight of tourism can be even larger, accounting for up to 25% in some destinations.

International Tourist Arrivals

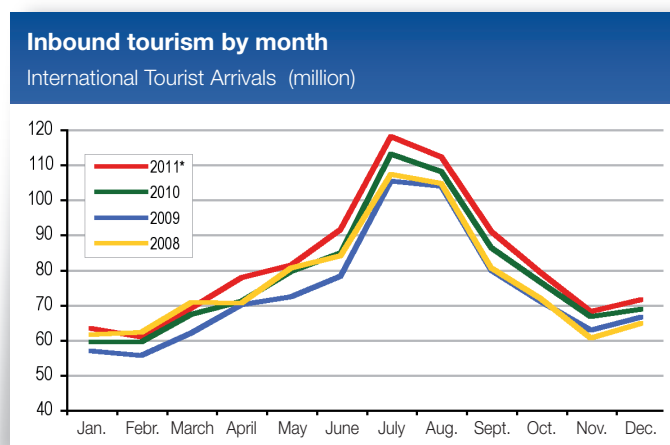
2011: consolidation of growth despite multiple challenges

In 2011, world tourism continued to rebound from the setbacks of 2008-2009, in a year marked by persistent economic turbulence, major political changes in the Middle East and North Africa, and the natural disaster in Japan. Worldwide, international tourist arrivals (i.e. overnight visitors) grew by 4.6% in 2011 to 983 million, up from 940 million in 2010 when arrivals increased by 6.4%.

The majority of destinations around the world that had not exceeded pre-crisis levels in 2010, did so in 2011. Contrary to the long-term trend, advanced economies (+4.9%) posted higher growth than emerging economies (+4.3%), due largely to the strong results in Europe, and the setbacks in the Middle East and North Africa. Europe and Asia and the Pacific (both +6%) were the fastest-growing regions in terms of tourist arrivals in 2011. Europe grew above expectations, despite continuing economic uncertainty, while arrivals in Asia and the Pacific increased at a slower pace over 2010, partly due to the temporary decline in the Japanese outbound market. Arrivals in the Americas (+4%) were boosted by South America (+9%), which continued to lead growth in the region for the second consecutive year. Popular uprisings in a number of countries in Africa and the Middle East during 2011 took a toll on tourism in both regions. Africa (+1%) recorded only a slight increase, due to the loss of visitors in North Africa, while the Middle East saw an 8% decline in arrivals.



Source: World Tourism Organization (UNWTO) ©



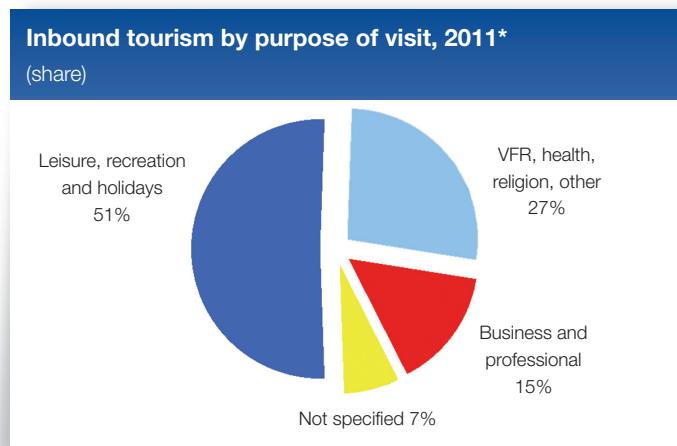
Source: World Tourism Organization (UNWTO) ©

Most travel by air and for the purpose of leisure

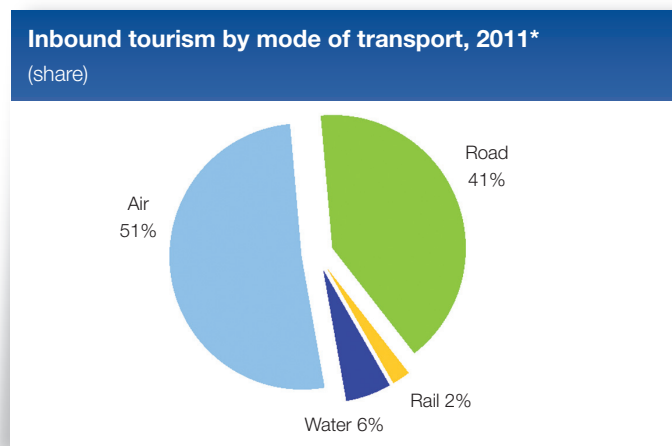
In 2011, travel for leisure, recreation and holidays accounted for just over half of all international tourist arrivals (51% or 505 million arrivals). Some 15% of international tourists reported travelling for business and professional purposes and another 27% travelled for other purposes, such as visiting friends and relatives (VFR),

religious reasons and pilgrimages, health treatment, etc. The purpose of visit for the remaining 7% of arrivals was not specified.

Slightly over half of travellers arrived at their destination by air transport (51%) in 2011, while the remainder travelled over the surface (49%) – whether by road (41%), rail (2%), or over water (6%). Over time, the trend has been for air transport to grow at a somewhat faster pace than surface transport, so the share of air transport is gradually increasing.



Source: World Tourism Organization (UNWTO) ©



Source: World Tourism Organization (UNWTO) ©

	International Tourist Arrivals (million)							Market share (%) 2011*	Change (%)		Average annual growth (%) '05-'11*
	1990	1995	2000	2005	2009	2010	2011*		10/09	11*/10	
World	435	528	674	799	883	940	983	100	6.4	4.6	3.5
Advanced economies¹	296	334	417	455	475	499	523	53.2	4.9	4.9	2.4
Emerging economies¹	139	193	256	344	408	441	460	46.8	8.2	4.3	5.0
By UNWTO regions:											
Europe	261.5	304.0	385.0	440.7	461.7	474.8	504.0	51.3	2.8	6.2	2.3
Northern Europe	28.6	35.8	43.4	56.1	56.0	56.1	59.3	6.0	0.2	5.6	0.9
Western Europe	108.6	112.2	139.7	141.7	148.5	153.8	159.0	16.2	3.6	3.4	1.9
Central/Eastern Europe	33.9	58.1	69.3	90.4	92.6	95.7	103.5	10.5	3.3	8.1	2.3
Southern/Mediterr. Eu.	90.3	98.0	132.6	152.5	164.5	169.1	182.2	18.5	2.8	7.7	3.0
- of which EU-27	230.1	265.9	323.7	352.4	356.8	364.9	385.0	39.2	2.3	5.5	1.5
Asia and the Pacific	55.8	82.0	110.1	153.6	181.1	204.4	217.0	22.1	12.9	6.1	5.9
North-East Asia	26.4	41.3	58.3	85.9	98.0	111.5	115.8	11.8	13.8	3.8	5.1
South-East Asia	21.2	28.4	36.1	48.5	62.1	69.9	77.2	7.8	12.5	10.4	8.0
Oceania	5.2	8.1	9.6	11.0	10.9	11.6	11.7	1.2	6.1	0.9	1.0
South Asia	3.1	4.2	6.1	8.1	10.1	11.5	12.4	1.3	13.6	8.0	7.2
Americas	92.8	109.0	128.2	133.3	141.7	150.7	156.6	15.9	6.4	3.9	2.7
North America	71.7	80.7	91.5	89.9	93.0	99.2	101.7	10.3	6.6	2.5	2.1
Caribbean	11.4	14.0	17.1	18.8	19.6	20.0	20.8	2.1	2.2	3.9	1.7
Central America	1.9	2.6	4.3	6.3	7.6	7.9	8.3	0.8	3.9	4.8	4.7
South America	7.7	11.7	15.3	18.3	21.4	23.6	25.8	2.6	10.0	9.4	5.8
Africa	14.8	18.8	26.2	34.8	45.9	49.7	50.2	5.1	8.5	0.9	6.3
North Africa	8.4	7.3	10.2	13.9	17.6	18.8	17.1	1.7	6.7	-9.1	3.5
Subsaharan Africa	6.4	11.5	16.0	20.9	28.3	31.0	33.1	3.4	9.6	6.9	7.9
Middle East	9.6	13.7	24.1	36.3	52.8	60.3	55.4	5.6	14.2	-8.0	7.3

Source: World Tourism Organization (UNWTO) ©

(Data as collected by UNWTO June 2012)

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

International Tourism Receipts

International tourism receipts surpass US\$ 1 trillion in 2011

In 2011, international tourism receipts reached a record US\$ 1,030 billion (euro 740 bn), up from 927 billion (euro 699 bn) in 2010. This represents a 3.9% growth in real terms (adjusted for exchange rate fluctuations and inflation), while international tourist arrivals increased by 4.6% in 2011 to 983 million. This confirms the strong correlation between both indicators, with growth in receipts tending to lag slightly behind growth in arrivals in times of economic constraints.

By region, the Americas (+5.7%) recorded the largest increase in receipts in 2011, followed by Europe (+5.2%), Asia and the Pacific (+4.4%) and Africa (+2.2%). The Middle East was the only region posting negative growth (-14%).

Europe holds the largest share of international tourism receipts (45% share), reaching US\$ 463 billion (euro 333 bn) in 2011, followed by Asia and the Pacific (28% share or US\$ 289 billion / euro 208 bn), and the Americas (19% share or US\$ 199 billion /

euro 143 bn). The Middle East (4% share) earned US\$ 46 billion (euro 33 bn) and Africa (3% share) US\$ 33 billion (euro 23 bn).

Visitor expenditure on accommodation, food and drink, local transport, entertainment and shopping, is an important contributor to the economy of many destinations, creating much needed employment and opportunities for development. In 2011, both emerging and advanced destinations reported significant increases in receipts. For some 85 countries, receipts from international tourism were over US\$ 1 billion in 2011.

For destination countries, receipts from international tourism count as exports and cover transactions generated by same-day as well as overnight visitors. However, these do not include receipts from international passenger transport contracted from companies outside the travellers' countries of residence, which are reported in a separate category (International Passenger Transport).

The export value of international passenger transport is estimated at US\$ 196 billion (euro 141 bn) in 2011, up from US\$ 170 billion (euro 131 bn) in 2010. As such, total receipts from international tourism, including international passenger transport, reached US\$ 1.2 trillion (euro 841 bn) in 2011. In other words, international tourism contributes US\$ 3.4 billion (euro 2.4 bn) a day to global export earnings.

	International Tourism Receipts Local currencies, constant prices change (%)				Market share (%) 2011*	US\$ Receipts (billion) per arrival			Euro Receipts (billion) per arrival		
	08/07	09/08	10/09	11*/10		2010	2011*	2011*	2010	2011*	2011*
	World	1.6	-5.6	5.4		3.9	100	927	1,030	1,050	699
Advanced economies¹	1.7	-6.4	5.7	4.8	64.5	589	664	1,270	444	477	910
Emerging economies¹	1.4	-3.9	4.9	2.2	35.5	338	366	800	255	263	570
By UNWTO regions,											
Europe	-0.9	-6.5	0.0	5.2	45.0	409.3	463.4	920	308.8	332.9	660
Northern Europe	-2.5	-4.1	2.7	5.0	6.8	61.4	70.3	1,190	46.3	50.5	850
Western Europe	-2.2	-6.6	1.1	3.7	15.6	142.2	160.4	1,010	107.2	115.2	720
Central/Eastern Europe	4.3	-8.0	-2.9	7.9	5.4	48.1	56.1	540	36.3	40.3	390
Southern/Mediterr. Eu.	-0.6	-6.9	-1.0	5.7	17.1	157.6	176.7	970	118.9	126.9	700
- of which EU-27	-2.7	-7.0	0.7	4.3	36.6	335.0	377.5	980	252.7	271.2	700
Asia and the Pacific	4.6	-0.6	15.5	4.4	28.1	255.3	289.4	1,330	192.5	207.9	960
North-East Asia	8.2	1.9	21.4	3.8	13.9	128.6	143.1	1,240	97.0	102.8	890
South-East Asia	-0.8	-7.0	15.1	9.3	7.9	68.6	81.9	1,060	51.7	58.8	760
Oceania	3.0	5.2	-1.9	-7.3	4.0	39.2	41.6	3,560	29.5	29.9	2,560
South Asia	7.7	-4.6	16.5	14.6	2.2	18.9	23.0	1,850	14.3	16.5	1,330
Americas	4.8	-10.0	4.2	5.7	19.3	180.7	199.1	1,270	136.3	143.0	910
North America	6.9	-12.2	6.0	6.6	14.1	131.2	145.1	1,430	99.0	104.2	1,020
Caribbean	-4.1	-6.4	-0.1	1.3	2.3	22.7	23.9	1,150	17.1	17.2	830
Central America	0.3	-5.4	4.8	0.9	0.7	6.7	7.2	860	5.0	5.2	620
South America	3.1	0.0	-2.1	6.5	2.2	20.1	22.9	890	15.1	16.5	640
Africa	-2.5	-5.8	1.7	2.2	3.2	30.4	32.6	650	22.9	23.4	470
North Africa	-3.9	-4.7	0.2	-6.7	0.9	9.7	9.5	560	7.3	6.8	400
Subsaharan Africa	-1.7	-6.4	2.6	6.3	2.2	20.7	23.1	700	15.6	16.6	500
Middle East	5.5	1.2	17.2	-14.4	4.5	51.7	45.9	830	39.0	33.0	590

Source: World Tourism Organization (UNWTO) ©

(Data as collected by UNWTO June 2012)

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

	International Tourism Receipts (billion)							Change current prices (%)				Change constant prices (%)			
	1990	1995	2000	2005	2009	2010	2011*	08/07	09/08	10/09	11*/10	08/07	09/08	10/09	11*/10
Local currencies								6.3	-4.1	8.2	7.7	1.6	-5.6	5.4	3.9
US\$	262	403	475	679	853	927	1,030	9.7	-9.4	8.7	11.1	5.6	-9.1	6.9	7.7
Euro	206	308	515	546	612	699	740	2.2	-4.5	14.4	5.8	-1.1	-4.7	12.5	3.0

Source: World Tourism Organization (UNWTO) ©

(Data as collected by UNWTO, June 2012)

World's Top Tourism Destinations

Turkey climbs one place to sixth in the ranking

The top 10 ranking by international tourist arrivals saw only a minor change in 2011. Turkey moved up one position to sixth place (with 29 million tourists) overtaking the United Kingdom. There were no changes in the top 10 ranking by tourism receipts.

When ranking the world's major destinations for international tourism, it is always preferable to take more than a single indicator into account. Ranked according to the two key tourism indicators – international tourist arrivals and international tourism receipts – eight of the top ten destinations appear on both lists, despite showing marked differences in terms of the type of tourists they attract, their average length of stay and their spending per trip and per night. In the case of international tourism receipts, changes not only reflect relative performance,

but also (to a considerable extent) exchange rate fluctuations of national currencies against the US dollar.

France continues to lead the ranking of international tourist arrivals (79 million), and ranks third in receipts (US\$ 54 billion), while the United States ranks first in receipts (US\$ 116 billion) and second in arrivals (62 million). Spain is still the second largest earner worldwide and the first in Europe (US\$ 60 billion), while ranking fourth in the world by arrivals (57 million). China continues to rank third in arrivals (58 million) and fourth in receipts (US\$ 48 billion), while Italy remains in fifth place in both arrivals (46 million) and receipts (US\$ 43 billion).

Turkey moved up one place to sixth in arrivals and is twelfth in receipts. The United Kingdom is seventh in both arrivals and receipts. Germany continues to rank eighth in tourist arrivals and sixth in receipts, while Malaysia is ninth and fourteenth respectively. Australia, Macao (China), and Hong Kong (China) complete the top ten ranking by receipts in eighth, ninth and tenth place respectively, while Mexico closes the top ten by arrivals in tenth position.

International Tourist Arrivals					
Rank	Series ¹	Million		Change (%)	
		2010	2011*	10/09	11*/10
1	France	77.1	79.5	0.5	3.0
2	United States	59.8	62.3	8.8	4.2
3	China	55.7	57.6	9.4	3.4
4	Spain	52.7	56.7	1.0	7.6
5	Italy	43.6	46.1	0.9	5.7
6	Turkey	27.0	29.3	5.9	8.7
7	United Kingdom	28.3	29.2	0.4	3.2
8	Germany	26.9	28.4	10.9	5.5
9	Malaysia	24.6	24.7	3.9	0.6
10	Mexico	23.3	23.4	4.2	0.5

Source: World Tourism Organization (UNWTO) ©

(\$) = percentage derived from series in US\$ instead of local currency

¹ See note on page 7

International Tourism Receipts							
Rank	Series	US\$				Local currencies	
		Billion	2011*	Change (%)	11*/10	Change (%)	11*/10
1	United States	103.5	116.3	9.9	12.3	9.9	12.3
2	Spain	52.5	59.9	-1.2	14.0	3.9	8.6
3	France	46.6	53.8	-6.0	15.6	-1.1	10.1
4	China	45.8	48.5	15.5	5.8	15.5	5.8 (\$)
5	Italy	38.8	43.0	-3.6	10.9	1.4	5.6
6	Germany	34.7	38.8	0.1	12.0	5.3	6.7
7	United Kingdom	32.4	35.9	7.5	10.9	8.4	6.9
8	Australia	29.8	31.4	17.4	5.5	-0.2	-6.2
9	Macao (China)	27.8	..	53.2	..	53.5	..
10	Hong Kong (China)	22.2	27.7	35.3	24.7	35.6	25.0

(Data as collected by UNWTO, June 2012)

Regional Results

Europe – surpasses the half a billion mark in arrivals

In 2011, Europe exceeded expectations with 6% growth in international tourist arrivals, making it the fastest-growing region together with Asia and the Pacific. Despite persistent economic uncertainty, tourist arrivals to Europe reached 504 million in 2011, accounting for 29 million of the 43 million additional international arrivals recorded worldwide. Results were boosted

by Central and Eastern Europe, and Southern and Mediterranean Europe (both +8%). In terms of earnings, Europe holds the largest share of international tourism receipts (45%), reaching US\$ 463 billion (euro 333 bn) in 2011, and representing a 5% increase in real terms as compared to 2010.

The robust growth of international tourist arrivals in Southern and Mediterranean Europe (19% share of world tourism) was mostly driven by the larger destinations: Greece (+10%), Turkey (+9%), Portugal (+9%), Croatia (+9%), Spain (+8%) and Italy (+6%). Other smaller destinations recorded double-digit growth such as San Marino (+30%), the Former Yugoslav Republic of Macedonia (+25%), Serbia (+12%), Montenegro and Cyprus (both +10%).

Destinations	Series ¹	International Tourist Arrivals					International Tourism Receipts				
		(1000)			Change (%)		Share (%)	(US\$ million)			Share (%)
		2009	2010	2011*	10/09	11*/10	2011*	2009	2010	2011*	2011*
Europe		461,662	474,755	503,963	2.8	6.2	100	412,257	409,310	463,404	100
Northern Europe		55,997	56,125	59,284	0.2	5.6	11.8	58,438	61,425	70,278	14.2
Denmark	TF	8,547	8,744	..	2.3	5,617	5,704	6,165	1.4
Finland	TF	3,423	3,670	4,192	7.2	14.2	1.9	2,820	2,902	3,646	1.3
Iceland	TCE	1,280	1,223	1,418	-4.4	16.0	0.7	548	556	707	0.2
Ireland	TF	7,189	6,515	..	-9.4	4,890	4,077	4,644	1.6
Norway	THS	2,503	2,723	2,973	8.8	9.2	1.4	4,154	4,707	5,301	1.8
Sweden	TCE	4,855	4,951	5,029	2.0	1.6	2.3	10,260	11,080	13,886	4.8
United Kingdom	TF	28,199	28,299	29,192	0.4	3.2	13.5	30,149	32,401	35,928	12.4
Western Europe		148,536	153,847	159,045	3.6	3.4	73.3	144,471	142,153	160,392	55.4
Austria	TCE	21,355	22,004	23,012	3.0	4.6	10.6	19,382	18,596	19,860	6.9
Belgium	TCE	6,814	7,186	7,456	5.5	3.8	3.4	10,243	10,359	11,313	3.9
France	TF	76,764	77,148	79,500	0.5	3.0	36.6	49,528	46,560	53,845	18.6
Germany	TCE	24,223	26,875	28,352	10.9	5.5	13.1	34,650	34,675	38,842	13.4
Liechtenstein	THS	52	50	53	-4.8	7.1	0.0
Luxembourg	TCE	849	793	543	-6.5	-31.6	0.3	4,169	4,116	4,535	1.6
Monaco	THS	265	279	295	5.5	5.6	0.1
Netherlands	TCE	9,921	10,883	11,300	9.7	3.8	5.2	12,368	12,883	14,445	5.0
Switzerland	THS	8,294	8,628	8,534	4.0	-1.1	3.9	14,131	14,965	17,553	6.1
Central/Eastern Europe		92,619	95,676	103,457	3.3	8.1	47.7	47,948	48,094	56,072	19.4
Armenia	TF	575	684	758	18.9	10.8	0.3	334	408	445	0.2
Azerbaijan	TF	1,005	1,280	1,562	27.4	22.0	0.7	353	621	1,287	0.4
Belarus	TF	95	119	..	25.3	370	437	459	0.2
Bulgaria	TF	5,739	6,047	6,324	5.4	4.6	2.9	3,728	3,637	3,967	1.4
Czech Rep	TF	8,848	8,629	8,775	-2.5	1.7	4.0	7,013	7,121	7,628	2.6
Estonia	TF	1,900	2,120	2,460	11.6	16.0	1.1	1,090	1,062	1,248	0.4
Georgia	VF	1,500	2,032	2,820	35.4	38.8	1.3	476	659	936	0.3
Hungary	TF	9,058	9,510	10,250	5.0	7.8	4.7	5,631	5,381	5,580	1.9
Kazakhstan	TF	3,118	3,393	4,093	8.8	20.6	1.9	963	1,005	1,209	0.4
Kyrgyzstan	TF	2,147	1,316	..	-38.7	459	284
Latvia	TF	1,323	1,373	1,493	3.8	8.7	0.7	723	640	771	0.3
Lithuania	TF	1,341	1,507	..	12.4	1,011	1,021	1,353	0.5
Poland	TF	11,890	12,470	13,350	4.9	7.1	6.2	9,011	9,526	10,687	3.7
Rep Moldova	TCE	60	64	75	6.8	17.9	0.0	173	174	194	0.1
Romania	TCE	1,276	1,343	1,515	5.3	12.8	0.7	1,234	1,140	1,417	0.5
Russian Federation	TF	19,420	20,271	22,686	4.4	11.9	10.5	9,366	8,830	11,398	3.9
Slovakia	TCE	1,298	1,327	1,460	2.2	10.1	0.7	2,336	2,233	2,429	0.8
Tajikistan	2	4	3	0.0
Turkmenistan
Ukraine	TF	20,798	21,203	21,415	1.9	1.0	9.9	3,576	3,788	4,294	1.5
Uzbekistan	TF	1,215	975	..	-19.8	99	121
Southern/Mediter. Eu.		164,511	169,107	182,178	2.8	7.7	84.0	161,400	157,638	176,663	61.0
Albania	TF	1,792	2,347	..	31.0	1,816	1,626	1,628	0.6
Andorra	TF	1,830	1,808	1,948	-1.2	7.7	0.9
Bosnia & Herzg	TCE	311	365	392	17.5	7.2	0.2	671	594	628	0.2
Croatia	TCE	8,694	9,111	9,927	4.8	9.0	4.6	8,898	8,259	9,185	3.2
Cyprus	TF	2,141	2,173	2,392	1.5	10.1	1.1	2,180	2,153	2,520	0.9
F.Yug.Rp.Macedonia	TCE	259	262	327	1.0	25.1	0.2	218	197	239	0.1
Greece	TF	14,915	15,007	16,427	0.6	9.5	7.6	14,506	12,742	14,623	5.1
Israel	TF	2,321	2,803	2,820	20.8	0.6	1.3	3,741	4,768	4,849	1.7
Italy	TF	43,239	43,626	46,119	0.9	5.7	21.3	40,249	38,786	42,999	14.9
Malta	TF	1,182	1,336	1,412	13.0	5.6	0.7	892	1,079	1,265	0.4
Montenegro	TCE	1,044	1,088	1,201	4.2	10.4	0.6	662	660	777	0.3
Portugal	TCE	6,479	6,832	7,432	5.4	8.8	3.4	9,635	10,077	11,339	3.9
San Marino	THS	151	120	156	-20.9	30.3	0.1
Serbia	TCE	645	683	764	5.8	11.9	0.4	989	798	992	0.3
Slovenia	TCE	1,824	1,869	2,037	2.5	9.0	0.9	2,516	2,566	2,708	0.9
Spain	TF	52,178	52,677	56,694	1.0	7.6	26.1	53,177	52,525	59,892	20.7
Turkey	TF	25,506	27,000	29,343	5.9	8.7	13.5	21,250	20,807	23,020	8.0

Source: World Tourism Organization (UNWTO) ©

(Data as collected by UNWTO June 2012)

¹ See note below

* = provisional figure or data; .. = figure or data not (yet) available; l = change of series; n/a = not applicable.

Series of 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.

Destinations	Series ¹	International Tourist Arrivals					International Tourism Receipts				
		(1000)			Change (%)		Share (%)	(US\$ million)			Share (%)
		2009	2010	2011*	10/09	11*/10	2011*	2009	2010	2011*	2011*
Asia and the Pacific		181,127	204,439	216,996	12.9	6.1	100	204,155	255,254	289,448	100
North-East Asia		98,017	111,508	115,779	13.8	3.8	53.4	101,627	128,579	143,051	49.4
China	TF	50,875	55,664	57,581	9.4	3.4	26.5	39,675	45,814	48,464	16.7
Hong Kong (China)	TF	16,926	20,085	22,316	18.7	11.1	10.3	16,408	22,200	27,686	9.6
Japan	VF	6,790	8,611	6,219	26.8	-27.8	2.9	10,305	13,199	10,966	3.8
Korea, D P Rp	
Korea, Republic of	VF	7,818	8,798	9,795	12.5	11.3	4.5	9,819	10,359	12,304	4.3
Macao (China)	TF	10,402	11,926	12,925	14.7	8.4	6.0	18,142	27,790
Mongolia	TF	411	456	456	10.8	0.0	0.2	235	244	218	0.1
Taiwan (pr. of China)	VF	4,395	5,567	6,087	26.7	9.3	2.8	6,816	8,721	11,044	3.8
South-East Asia		62,102	69,886	77,154	12.5	10.4	35.6	53,847	68,587	81,871	28.3
Brunei Darussalam	TF	157	214	242	36.3	13.0	0.1	254
Cambodia	TF	2,046	2,399	2,882	17.3	20.1	1.3	1,082	1,180	1,683	0.6
Indonesia	TF	6,324	7,003	7,650	10.7	9.2	3.5	5,598	6,957	7,952	2.7
Lao P.D.R.	TF	1,239	1,670	..	34.8	268	382	406	0.1
Malaysia	TF	23,646	24,577	24,714	3.9	0.6	11.4	15,772	18,276	18,259	6.3
Myanmar	TF	243	311	391	27.7	25.9	0.2	56	73
Philippines	TF	3,017	3,520	3,917	16.7	11.3	1.8	2,330	2,630	3,152	1.1
Singapore	TF	7,488	9,161	10,390	22.3	13.4	4.8	9,368	14,133	17,990	6.2
Thailand	TF	14,150	15,936	19,098	12.6	19.8	8.8	16,056	20,115	26,256	9.1
Vietnam	VF	3,747	5,050	6,014	34.8	19.1	2.8	3,050	4,450	5,620	1.9
Oceania		10,904	11,566	11,669	6.1	0.9	5.4	33,781	39,157	41,560	14.4
American Samoa	
Australia	VF	5,584	5,885	5,875	5.4	-0.2	2.7	25,385	29,798	31,443	10.9
Cook Is	TF	101	104	112	3.0	7.9	0.1	103	110
Fiji	TF	542	632	675	16.5	6.8	0.3	422	523
French Polynesia	TF	160	154	163	-4.1	5.8	0.1	440	403
Guam	TF	1,053	1,197	1,160	13.7	-3.1	0.5
Kiribati	TF	4	5	5	19.2	12.0	0.0	3
Marshall Is	TF	5	5	5	-15.1	-0.1	0.0	4	3
Micronesia (Fed.St.of)	
N,Mariana Is	TF	345	375	..	8.4
New Caledonia	TF	99	99	112	-0.8	13.5	0.1	141	132
New Zealand	VF	2,458	2,525	2,601	2.7	3.0	1.2	4,586	4,906	5,527	1.9
Niue	TF	5	6	6	33.3	-1.9	0.0	2	2
Palau	TF	72	86	109	19.1	27.4	0.1	113	124
Papua New Guinea	TF	124	147	163	18.5	11.1	0.1	1	2	2	0.0
Samoa	TF	129	129	127	0.2	-1.6	0.1	116	124
Solomon Is	TF	18	21	23	12.4	11.8	0.0	44	54	73	0.0
Tonga	TF	51	45	45	-10.3	-0.6	0.0	16	31
Tuvalu	TF	2	2	..	4.9
Vanuatu	TF	101	97	94	-3.5	-3.5	0.0
South Asia		10,103	11,479	12,395	13.6	8.0	5.7	14,900	18,932	22,966	7.9
Afghanistan	
Bangladesh	TF	267	303	..	13.4	70	81
Bhutan	TF	23	27	37	14.7	39.2	0.0	32	35	48	0.0
India	TF	5,168	5,776	6,290	11.8	8.9	2.9	11,136	14,160	17,518	6.1
Iran		2,012	2,707
Maldives	TF	656	792	931	20.7	17.6	0.4	608	714
Nepal	TF	510	603	736	18.3	22.1	0.3	412	344	386	0.1
Pakistan	TF	855	907	..	6.1	272	305	358	0.1
Sri Lanka	TF	448	654	856	46.1	30.8	0.4	350	576	830	0.3

Source: World Tourism Organization (UNWTO) ©

(Data as collected by UNWTO June 2012)

¹ See note on page 7

Although part of the growth in Southern Mediterranean Europe resulted from a shift in traffic away from the Middle East and North Africa, destinations in the Mediterranean also profited from improved outbound flows from markets such as Scandinavia, Germany and the Russian Federation.

In Central and Eastern Europe (+8%), major destinations such as the Russian Federation (+12%) and Poland (+7%) contributed to the buoyant subregional results. Georgia (+39%) showed the highest relative increase among the emerging destinations, continuing a trend of rapid growth in recent years. Azerbaijan (+22%) and Kazakhstan (+21%) also posted strong growth, followed by the Republic of Moldova (+18%), Estonia (+16%), Romania (+13%), Armenia (+11%) and Slovakia (+10%).

In Northern Europe (+6%), Scandinavian countries such as Iceland (+16%) and Finland (+14%) recorded double-digit growth, followed by Norway which experienced a 9% increase in arrivals over 2010. The United Kingdom, the subregion's largest destination, recorded a 3% increase in arrivals after a flat 2010. Ireland also returned to positive growth, growing by 8% (a consolidated figure is yet to be reported).

Western Europe (+3%), experienced comparatively more modest growth, with 5 million more arrivals in 2011. Larger destinations such as Germany (+6%) and Austria (+5%) showed a solid performance, followed by the Netherlands, Belgium (both +4%) and France (+3%).

Asia and the Pacific – growth driven by South-East Asian destinations

Asia and the Pacific (+6%) recorded an increase of 13 million tourist arrivals in 2011, reaching a total of 217 million. Growth slowed down compared to 2010 (+13%), largely due to the impact of the Tōhoku earthquake and tsunami in Japan affecting both inbound tourism to and outbound tourism from the country. The Asia and the Pacific region earned US\$ 289 billion in tourism receipts, up US\$ 34 billion from 2010, or a 4% increase in real terms.

By subregions, South-East Asia experienced the highest growth in international arrivals (+10%), benefiting from strong intraregional demand. A large number of destinations reported double-digit figures, with Myanmar (+26%), Cambodia, Thailand (both +20%) and Vietnam (+19%) posting the highest growth in arrivals. In absolute terms, Thailand recorded the largest increase, with over 3 million more tourist arrivals, followed by Singapore (+1 million).

Bhutan (+39%), Sri Lanka (+31%) and Nepal (+22%) boasted the highest growth in South Asia (+8%), followed by Maldives (+18%). India, the largest destination in the subregion, recorded a 9% increase.

Growth was comparatively lower in North-East Asia (+4%) owing to the drop in arrivals in Japan (-28%) and the temporary disruption of Japanese outbound travel, with expenditure on international tourism down by 11% in 2011. In contrast, both the Republic of Korea and Hong Kong (China) posted an 11% increase in arrivals, while China saw more modest growth (+3%).

Oceania (+1%) saw only a slight increase last year, with Australia, the largest destination, recording zero growth, and New Zealand a modest 3%.

The Americas – South America continues to lead growth

The Americas (+4%) saw an increase of 6 million arrivals, reaching a total of 157 million in 2011. The Americas recorded the highest growth in international tourism receipts among all regions, a 5.7% increase in real terms. In absolute value, tourism receipts increased by US\$ 18 billion to US\$ 199 billion.

South America (+9%) continued to lead growth in international arrivals, sustained by strong intraregional demand. Double-digit figures were posted by Uruguay (+22%), Paraguay (+13%), Peru (+13%) and Chile (+11%). Brazil was one of the fastest growing source markets with a 30% increase in expenditure, currently ranking third in the Americas.

Central America saw an above-average increase of 5% in arrivals, with Panama (+11%) continuing as the star performer. All destinations in the subregion reported positive growth, with Belize, Costa Rica, Honduras and Nicaragua posting results close to the subregional average.

Arrivals in the Caribbean increased by 4%, boosted by the sound results of the larger island destinations, such as Cuba (+7%) and the Dominican Republic (+4%). Barbados (+7%) and Aruba (+6%) also recorded significant growth, while Jamaica saw a 2% increase.

North America recorded below-average growth (+3%), although this still represents an increase of 3 million tourist arrivals. The United States benefitted the most with a solid growth of 4%, while Mexico (+0.5%) and Canada (-1%) recorded flat results.

Destinations	Series ¹	International Tourist Arrivals					International Tourism Receipts				
		(1000)			Change (%)		Share (%)	(US\$ million)			Share (%)
		2009	2010	2011*	10/09	11*/10	2011*	2009	2010	2011*	2011*
Americas		141,697	150,707	156,600	6.4	3.9	100	166,097	180,700	199,082	100
North America		93,042	99,183	101,704	6.6	2.5	64.9	119,436	131,207	145,084	72.9
Canada	TF	15,737	16,097	15,976	2.3	-0.8	10.2	13,733	15,711	16,936	8.5
Mexico	TF	22,346	23,290	23,403	4.2	0.5	14.9	11,513	11,992	11,869	6.0
United States	TF	54,958	59,796	62,325	8.8	4.2	39.8	94,191	103,505	116,279	58.4
Caribbean		19,590	20,024	20,811	2.2	3.9	13.3	22,183	22,735	23,901	12.0
Anguilla	TF	58	62	66	7.1	6.1	0.0	89	96	105	0.1
Antigua, Barb	TF	234	230	241	-1.9	5.0	0.2	293	298	313	0.2
Aruba	TF	813	825	871	1.5	5.7	0.6	1,218	1,245	1,352	0.7
Bahamas	TF	1,327	1,370	1,344	3.3	-1.9	0.9	2,014	2,147
Barbados	TF	519	532	568	2.6	6.7	0.4	1,068	1,034	974	0.5
Bermuda	TF	236	232	236	-1.5	1.6	0.2	366	442	466	0.2
Bonaire	TF	67	106
Br. Virgin Is	TF	309	330	338	7.0	2.2	0.2	369	389
Cayman Islands	TF	272	288	309	6.0	7.2	0.2	535	385
Cuba	TF	2,405	2,507	2,688	4.2	7.2	1.7	2,051	2,187
Curacao	TF	367	342	390	-6.9	14.2	0.2	361	385	453	0.2
Dominica	TF	75	77	73	2.1	-4.1	0.0	84	89	80	0.0
Dominican Rp	TF	3,992	4,125	4,306	3.3	4.4	2.7	4,049	4,209	4,353	2.2
Grenada	TF	109	105	112	-4.3	7.1	0.1	99	96	104	0.1
Guadeloupe	TCE	347	392	..	13.1
Haiti	TF	387	255	..	-34.1	312	167
Jamaica	TF	1,831	1,922	1,952	4.9	1.6	1.2	1,926	2,001	2,012	1.0
Martinique	TF	442	476	495	7.9	3.9	0.3	420	472
Montserrat	TF	6	6	5	-5.2	-9.8	0.0	6	6	6	0.0
Puerto Rico	TF	3,550	3,679	..	3.6	3,473	3,598
Saba	TF	12	12	..	3.1
Saint Lucia	TF	278	306	290	9.9	-5.3	0.2	296	329	296	0.1
St. Eustatius	TF	12	11	..	-5.5
St. Kitts-Nev	TF	93	99	98	6.0	-0.7	0.1	83	86	92	0.0
St. Maarten	TF	440	443	424	0.7	-4.2	0.3	616	674	719	0.4
St. Vincent, Grenadines	TF	75	72	74	-3.9	1.9	0.0	88	86	92	0.0
Trinidad Tobago	TF	419	386	..	-8.0	367	393
Turks, Caicos	TF	351	281	354	-20.0	26.0	0.2
US. Virgin Is	TF	563	590	536	4.8	-9.2	0.3	1,021	1,013
Central America		7,640	7,940	8,320	3.9	4.8	5.3	6,003	6,676	7,174	3.6
Belize	TF	232	241	250	3.6	4.0	0.2	256	264
Costa Rica	TF	1,923	2,100	2,196	9.2	4.6	1.4	1,815	2,009	2,156	1.1
El Salvador	TF	1,091	1,150	1,184	5.4	3.0	0.8	319	390	415	0.2
Guatemala	TF	1,392	1,219	1,225	-12.4	0.5	0.8	1,179	1,378	1,350	0.7
Honduras	TF	870	896	931	3.0	4.0	0.6	616	650	701	0.4
Nicaragua	TF	932	1,011	1,060	8.5	4.8	0.7	334	308	377	0.2
Panama	TF	1,200	1,324	1,473	10.3	11.2	0.9	1,483	1,676	1,926	1.0
South America		21,426	23,561	25,765	10.0	9.4	16.5	18,475	20,081	22,923	11.5
Argentina	TF	4,308	5,325	5,663	23.6	6.3	3.6	3,960	4,942	5,353	2.7
Bolivia	TF	671	807	..	20.2	279	310
Brazil	TF	4,802	5,161	5,433	7.5	5.3	3.5	5,305	5,702	6,555	3.3
Chile	TF	2,750	2,766	3,070	0.6	11.0	2.0	1,604	1,620	1,831	0.9
Colombia	TF	2,303	2,385	..	3.6	1,999	2,083	2,201	1.1
Ecuador	VF	968	1,047	1,141	8.1	9.0	0.7	670	781	837	0.4
French Guiana	TF	83
Guyana	TF	141	150	157	6.4	4.5	0.1	35	80
Paraguay	TF	439	465	524	5.9	12.6	0.3	205	217	241	0.1
Peru	TF	2,140	2,299	2,598	7.4	13.0	1.7	2,014	2,008	2,360	1.2
Suriname	TF	150	204	220	35.9	7.9	0.1	64	61
Uruguay	TF	2,055	2,349	2,857	14.3	21.6	1.8	1,312	1,496	2,187	1.1
Venezuela	TF	615	510	551	-17.1	8.2	0.4	990	739

Source: World Tourism Organization (UNWTO) ©

(Data as collected by UNWTO June 2012)

¹ See note on page 7

Destinations	Series ¹	International Tourist Arrivals					International Tourism Receipts				
		(1000)			Change (%)		Share (%)	(US\$ million)			Share (%)
		2009	2010	2011*	10/09	11*/10	2011*	2009	2010	2011*	2011*
Africa		45,850	49,738	50,168	8.5	0.9	100	28,368	30,373	32,552	100
North Africa		17,574	18,756	17,055	6.7	-9.1	34.0	9,896	9,661	9,468	29.1
Algeria	VF	1,912	2,070	2,395	8.3	15.7	4.8	267	219
Morocco	TF	8,341	9,288	9,342	11.4	0.6	18.6	6,557	6,703	7,307	22.4
Sudan	TF	420	495	536	17.8	8.3	1.1	299	94
Tunisia	TF	6,901	6,902	4,782	0.0	-30.7	9.5	2,773	2,645	1,805	5.5
Subsaharan Africa		28,276	30,982	33,112	9.6	6.9	66.0	18,472	20,712	23,083	70.9
Angola	TF	366	425	..	16.2	534	719
Benin	TF	190	199	..	4.7	131	133
Botswana	TF	2,103	2,145	..	2.0	228	218
Burkina Faso	THS	269	274	..	1.8	64	72
Burundi	TF	212	142	..	-33.0	2	2
Cameroon	THS	498	573	..	15.1	270	159
Cape Verde	THS	287	336	428	17.0	27.4	0.9	285	278	369	1.1
Cent. Afr. Rep.	TF	52	54	..	2.7	4	6
Chad	THS	70	71	..	1.4
Comoros	TF	11	15	..	35.4	32	35
Congo	THS	94	101	..	7.4
Côte d'Ivoire	TF	151	201
Dem. R. Congo	TF	53	81	..	52.8
Djibouti	TF	16	18
Equatorial Guinea	
Eritrea	VF	79	84	..	5.8	26
Ethiopia	TF	427	468	..	9.6	329	522
Gabon	TF	186
Gambia	TF	142	91	..	-35.7	63	32
Ghana	TF	803	931	..	16.0	768	620
Guinea	TF	3	2
Kenya	TF	1,392	1,470	..	5.6	690	800	884	2.7
Lesotho	TF	320	414	..	29.5	30	34
Liberia		123	12
Madagascar	TF	163	196	225	20.5	14.8	0.4	308	321
Malawi	TF	755	746	..	-1.2	44	47
Mali	TF	160	169	..	5.6	192	205
Mauritania	TF
Mauritius	TF	871	935	965	7.3	3.2	1.9	1,117	1,282	1,493	4.6
Mozambique	TF	1,461	1,718	..	17.6	196	197	231	0.7
Namibia	TF	980	984	..	0.4	398	438	517	1.6
Niger	TF	66	74	..	12.3	66	79
Nigeria	TF	1,414	1,555	..	10.0	602	571	601	1.8
Reunion	TF	422	420	471	-0.3	12.1	0.9	425	392
Rwanda	TF	646	619	..	-4.2	174	202	252	0.8
Sao Tome Prn	TF	15	8	..	-47.4	10	9
Senegal	TF	810	900	..	11.1	463	453
Seychelles	TF	158	175	194	10.8	11.4	0.4	257	274	291	0.9
Sierra Leone	TF	37	39	..	5.0	25	26
Somalia	
South Africa	TF	7,012	8,074	8,339	15.1	3.3	16.6	7,543	9,070	9,547	29.3
Swaziland	TF	909	868	..	-4.5	40	51
Tanzania	TF	695	754	..	8.5	1,160	1,254	1,457	4.5
Togo	THS	150	202	..	34.7	68	66
Uganda	TF	807	946	..	17.3	667	784
Zambia	TF	710	815	..	14.8	98	125
Zimbabwe	VF	2,017	2,239	..	11.0	523	634

Source: World Tourism Organization (UNWTO) ©

(Data as collected by UNWTO June 2012)

¹ See note on page 7

Africa – a mixed picture

International tourist arrivals in Africa increased only slightly (1%) in 2011 estimated on data available to date, as the gain of two million arrivals for Subsaharan destinations (+7%) was almost fully offset by the losses in North Africa (-9%). On balance, arrivals in the region increased by half a million, maintaining the total at 50 million. International tourism receipts increased by 2% in real terms to US\$ 33 billion.

Cape Verde saw the fastest growth with 27% more arrivals, followed by Algeria (+16%), Madagascar (+15%), Reunion (+12%) and the Seychelles (+11%). The top destinations in the region, Morocco (+1%) and South Africa (+3%), maintained their positive trend of the past years, but at a more modest level. In North Africa, results were negatively affected by the political transition in Tunisia, which suffered a 31% drop in arrivals.

Middle East – a challenging year for tourism

Tourism in the Middle East suffered a major setback as a result of the popular uprisings that took place in many of their destinations during 2011. The region that has been the fastest growing in the world over the past decade, lost an estimated 5 million international tourist arrivals in 2011 (-8%), totalling 55 million. International tourism receipts amounted to US\$ 46 billion.

Most destinations in the Middle East suffered, directly or indirectly, from the impact of the social and political developments and changes in the region. Syria (-41%), Egypt (-32%), Lebanon (-24%), Palestine (-15%) and Jordan (-13%) saw significant drops in tourist arrivals. Nevertheless, some destinations sustained steady growth. Saudi Arabia recorded an impressive 60% growth in international arrivals (6 million extra visitors, reaching a total of 17 million) in a major rebound from 2009 and 2010 thanks to important efforts by the authorities to increase the role of tourism in the country's economy. The emirate Dubai reported an increase of 9% over 2010.

Destinations	Series ¹	International Tourist Arrivals					International Tourism Receipts				
		(1000)			Change (%)		Share (%)	(US\$ million)			Share (%)
		2009	2010	2011*	10/09	11*/10	2011*	2009	2010	2011*	2011*
Middle East		52,755	60,271	55,436	14.2	-8.0	100	42,184	51,658	45,874	100
Bahrain	TF	1,118	1,362
Egypt	TF	11,914	14,051	9,497	17.9	-32.4	17.1	10,755	12,528	8,707	19.0
Iraq	VF	1,262	1,518	..	20.3
Jordan	TF	3,789	4,557	3,975	20.3	-12.8	7.2	2,911	3,585	3,000	6.5
Kuwait	THS	297	207	..	-30.3	354	241	199	0.4
Lebanon	TF	1,844	2,168	1,655	17.6	-23.7	3.0	6,774	8,012
Libya	50	60
Oman	TF	1,524	689	775
Palestine	THS	396	522	446	31.9	-14.5	0.8	410	667	..	1.0
Qatar	TF	1,659	1,866	..	12.5	179	584	1,170	2.5
Saudi Arabia	TF	10,897	10,850	17,336	-0.4	59.8	31.3	5,995	6,712	8,459	18.4
Syria	TF	6,092	8,546	5,070	40.3	-40.7	9.1	3,757	6,190
Untd Arab Emirates ²	THS	6,812	7,432	8,129	9.1	9.4	14.7	7,352	8,577	9,204	20.1
Yemen	THS	434	536	..	23.5	486	622

Source: World Tourism Organization (UNWTO) ©

¹ See note on page 7

² Dubai only

(Data as collected by UNWTO June 2012)

Outbound Tourism

Most tourists visit destinations within their own region

The large majority of international travel takes place within the traveller's own region, with about four out of five worldwide arrivals originating from the same region.

Traditionally source markets for international tourism have been largely concentrated in the advanced economies of Europe, the

Americas and Asia and the Pacific. However, with rising levels of disposable income, many emerging economies have shown fast growth over recent years, especially in a number of markets in Asia, Central and Eastern Europe, the Middle East, Southern Africa and South America.

Europe is currently still the world's largest source region, generating just over half of international arrivals worldwide, followed by Asia and the Pacific (22%), the Americas (16%), the Middle East (4%) and Africa (3%).

	International Tourist Arrivals by region of origin (million)							Market share (%) 2011*	Change (%)		Average annual growth (%) '05-11*
	1990	1995	2000	2005	2009	2010	2011*		10/09	11*/10	
World	435	528	674	799	883	940	983	100	6.4	4.6	3.3
From:											
Europe	250.8	303.5	388.8	449.2	476.8	492.9	516.6	52.5	3.4	4.8	1.9
Asia and the Pacific	58.7	86.1	113.9	152.7	179.5	204.4	215.3	21.9	13.9	5.3	5.9
Americas	99.3	108.5	130.8	136.5	146.9	155.8	162.0	16.5	6.1	3.9	2.9
Middle East	8.2	9.3	14.0	22.6	32.6	35.8	36.0	3.7	9.7	0.5	8.1
Africa	9.8	11.5	14.9	19.3	25.6	28.0	29.3	3.0	9.5	4.5	7.2
Origin not specified ¹	7.8	8.6	11.2	18.4	21.6	23.0	24.0	2.4			
Same region	349.2	423.3	532.2	629.7	686.3	723.9	763.8	77.7	5.5	5.5	3.3
Other regions	77.6	95.7	130.2	150.6	175.1	193.0	195.3	19.9	10.2	1.2	4.4

Source: World Tourism Organization (UNWTO) ©

(Data as collected by UNWTO June 2012)

¹ Countries that could not be allocated to a specific region of origin. As information is derived from inbound tourism data this occurs when data on the country of origin is missing or when a category such as 'other countries of the world' is used grouping countries together that are not separately specified.

Top spenders in international tourism Russia moves up to seventh place

The only change in the top 10 ranking by international tourism spenders in 2011 was the Russian Federation's climb to seventh place, exchanging places with Japan, which moved down to ninth place as a result of a decline in outbound tourism following the Tōhoku earthquake and tsunami in March 2011. Russians spent US\$ 33 billion on international tourism last year, up US\$ 6 billion over 2010.

Germany continues to lead the global ranking, with US\$ 84 billion in international tourism expenditure in 2011, followed by the United States (US\$ 79 bn) and China (US\$ 73 bn). Of the top 10 spenders, China recorded the highest increase with +32% or an additional US\$ 18 billion spent on international tourism, maintaining third place but reducing the gap with the United States (2nd).

Fourth in the expenditure ranking is the United Kingdom (US\$ 51 bn), fifth is France (US\$ 42 bn) and sixth Canada (US\$ 33 bn). Italy remains in eighth place and Australia in tenth with expenditures of US\$ 29 billion and US\$ 27 billion respectively. Besides Japan, the United Kingdom was the only market in the top ten to record a decline in expenditure (-2%) due to the weak economy and pound sterling. Other changes in the ranking include Belgium's climb to eleven (from thirteen) and Singapore's move to thirteen (up from fifteen).

Like Russia and China, the other two BRIC countries also saw substantial expenditure growth last year. Brazil increased expenditure by 30% (an additional US\$ 5 billion to US\$ 21 bn), following an increase of 51% in 2010, jumping six places to twelfth position. India was the fastest growing source market among the top 50 spenders with a 33% increase (an additional US\$ 3 billion spent to US\$ 14 bn) moving up two places to 22nd in the ranking.

Rank	International Tourism Expenditure (US\$ billion)		Local currencies change (%)		Market share (%) 2011*	Population 2010 (million)	Expenditure per capita (US\$)
	2010	2011*	10/09	11*/10			
World	927	1,030			100	6,946	148
1	Germany	78.1	84.3	1.3	2.8	82	1,031
2	United States	75.5	79.1	1.9	4.8	312	254
3	China	54.9	72.6	25.6	32.2 (\$)	1,348	54
4	United Kingdom	50.0	50.6	0.5	-2.4	63	807
5	France	38.5	41.7	5.7	3.0	63	660
6	Canada	29.6	33.0	10.0	7.2	34	958
7	Russian Federation	26.6	32.5	27.2	22.1 (\$)	142	228
8	Italy	27.1	28.7	2.0	0.8	61	473
9	Japan	27.9	27.2	4.0	-11.2	128	213
10	Australia	22.2	26.9	7.3	8.0	23	1,184

Source: World Tourism Organization (UNWTO) ©

(Data as collected by UNWTO June 2012)

\$ = percentage derived from series in US\$ instead of local currency

UNWTO Tourism Towards 2030

Long-term forecasts – substantial potential for further growth

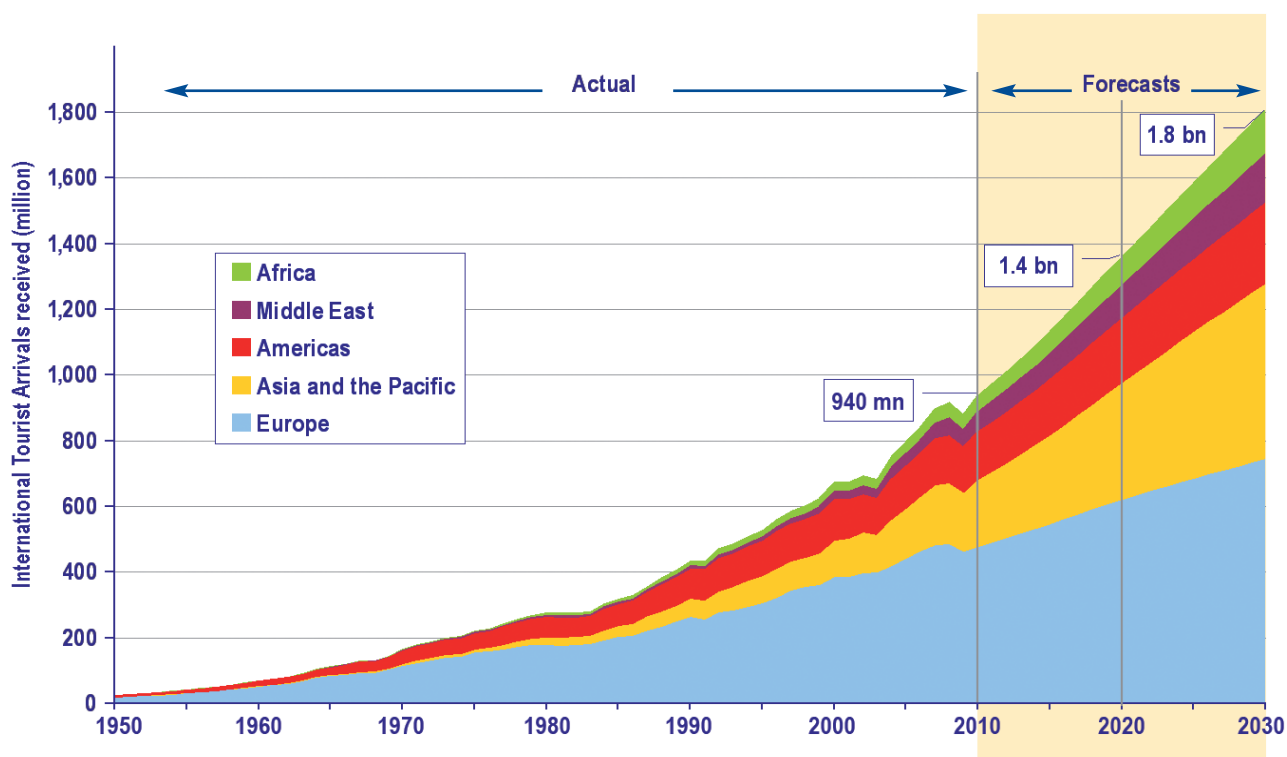
UNWTO Tourism Towards 2030 is UNWTO's recently updated long-term outlook and assessment of the development of tourism for the two decades from 2010 to 2030. It is a broad research project building on UNWTO's on-going work in the field of long-term forecasting, initiated in the 1990s. The new study substitutes the earlier *Tourism 2020 Vision*, which has become a worldwide reference for international tourism forecasts.

Key outputs of *Tourism Towards 2030* are quantitative projections of international tourism demand over a 20-year period, with 2010 as the base year and ending in 2030. The updated forecast is enriched with an analysis of the social, political, economic, environmental, and technological factors

which have shaped tourism in the past, and are expected to influence the sector in the future.

According to *Tourism Towards 2030*, the number of international tourist arrivals worldwide is expected to increase by an average 3.3% a year over the period 2010 to 2030. Over time, the rate of growth will gradually slow down, from 3.8% in 2011 to 2.5% in 2030, but on top of growing base numbers. In absolute numbers, international tourist arrivals will increase by some 43 million a year, compared to an average increase of 28 million a year during the period 1995 to 2010. At the projected pace of growth, international tourist arrivals worldwide will exceed 1 billion in 2012 and reach 1.8 billion by the year 2030.

UNWTO Tourism Towards 2030: Actual trend and forecast 1950-2030



International tourist arrivals in emerging economy destinations of Asia, Latin America, Central and Eastern Europe, Eastern Mediterranean Europe, the Middle East and Africa will grow at double the pace (+4.4% a year) of advanced economy destinations (+2.2% a year). As a result, arrivals to emerging economies are expected to surpass those to advanced economies by 2015. In 2030, 57% of international arrivals will be in emerging economy destinations (versus 30% in 1980) and 43% in advanced economy destinations (versus 70% in 1980).

By regions, the biggest growth will be seen in Asia and the Pacific, where arrivals are forecast to increase by 331 million to reach 535 million in 2030 (+4.9% per year). The Middle East and Africa are also

expected to more than double their arrivals in this period, from 61 million to 149 million and from 50 million to 134 million respectively. Europe (from 475 million to 744 million) and the Americas (from 150 million to 248 million) will grow comparatively less.

Thanks to their faster growth, the global market shares of Asia and the Pacific (to 30% in 2030, up from 22% in 2010), the Middle East (to 8%, from 6%) and Africa (to 7%, from 5%) will all increase. As a result, Europe (to 41%, from 51%) and the Americas (to 14%, from 16%) will experience a further decline in their share of international tourism, mostly because of the slower growth of comparatively mature destinations in North America, Northern Europe and Western Europe.

UNWTO Tourism Towards 2030: International tourism by region of destination												
	International Tourist Arrivals received (million)					Average annual growth (%)					Share (%)	
	Actual data			Projections		Actual data		Projections			2010	2030
	1980	1995	2010	2020	2030	1980-'95	'95-2010	2010-'30, of which				
								2010-'20	2020-'30			
World	277	528	940	1,360	1,809	4.4	3.9	3.3	3.8	2.9	100	100
to Advanced economies ¹	194	334	498	643	772	3.7	2.7	2.2	2.6	1.8	53	43
to Emerging economies ¹	83	193	442	717	1,037	5.8	5.7	4.4	4.9	3.8	47	57
By UNWTO regions:												
Africa	7.2	18.9	50.3	85	134	6.7	6.7	5.0	5.4	4.6	5.3	7.4
North Africa	4.0	7.3	18.7	31	46	4.1	6.5	4.6	5.2	4.0	2.0	2.5
West and Central Africa	1.0	2.3	6.8	13	22	5.9	7.5	5.9	6.5	5.4	0.7	1.2
East Africa	1.2	5.0	12.1	22	37	10.1	6.1	5.8	6.2	5.4	1.3	2.1
Southern Africa	1.0	4.3	12.6	20	29	10.1	7.4	4.3	4.5	4.1	1.3	1.6
Americas	62.3	109.0	149.7	199	248	3.8	2.1	2.6	2.9	2.2	15.9	13.7
North America	48.3	80.7	98.2	120	138	3.5	1.3	1.7	2.0	1.4	10.4	7.6
Caribbean	6.7	14.0	20.1	25	30	5.0	2.4	2.0	2.4	1.7	2.1	1.7
Central America	1.5	2.6	7.9	14	22	3.8	7.7	5.2	6.0	4.5	0.8	1.2
South America	5.8	11.7	23.6	40	58	4.8	4.8	4.6	5.3	3.9	2.5	3.2
Asia and the Pacific	22.8	82.0	204.0	355	535	8.9	6.3	4.9	5.7	4.2	21.7	29.6
North-East Asia	10.1	41.3	111.5	195	293	9.9	6.8	4.9	5.7	4.2	11.9	16.2
South-East Asia	8.2	28.4	69.9	123	187	8.7	6.2	5.1	5.8	4.3	7.4	10.3
Oceania	2.3	8.1	11.6	15	19	8.7	2.4	2.4	2.9	2.0	1.2	1.0
South Asia	2.2	4.2	11.1	21	36	4.3	6.6	6.0	6.8	5.3	1.2	2.0
Europe	177.3	304.1	475.3	620	744	3.7	3.0	2.3	2.7	1.8	50.6	41.1
Northern Europe	20.4	35.8	57.7	72	82	3.8	3.2	1.8	2.2	1.4	6.1	4.5
Western Europe	68.3	112.2	153.7	192	222	3.4	2.1	1.8	2.3	1.4	16.3	12.3
Central/Eastern Europe	26.6	58.1	95.0	137	176	5.3	3.3	3.1	3.7	2.5	10.1	9.7
Southern/Mediterranean	61.9	98.0	168.9	219	264	3.1	3.7	2.3	2.6	1.9	18.0	14.6
Middle East	7.1	13.7	60.9	101	149	4.5	10.5	4.6	5.2	4.0	6.5	8.2

Source: World Tourism Organization (UNWTO) ©

(Data as collected by UNWTO September 2011)

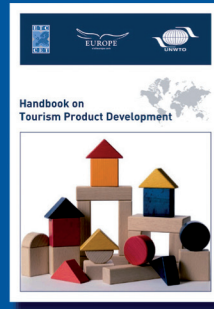
¹ Classification based on the International Monetary Fund (IMF), see the Statistical Annex of the IMF World Economic Outlook of April 2012, page 177, at www.imf.org/external/pubs/ft/weo/2012/01.

UNWTO PUBLICATIONS



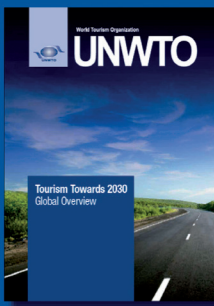
UNWTO World Tourism Barometer

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



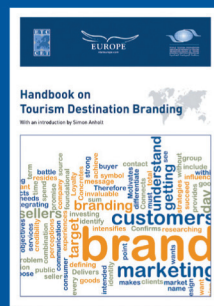
Handbook on Tourism Product Development

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



Tourism Towards 2030

UNWTO Tourism Towards 2030 is UNWTO's long-term outlook and assessment of future tourism trends from 2010 to 2030. It is a broad research project building on UNWTO's on-going work in the field of long-term forecasting, initiated in the 1990s. Key outputs of the study are quantitative projections for international tourism flows up until 2030, based on data series on international tourist arrivals by subregion of destination, region of origin and mode of transport for the period 1980-2010. Available in English



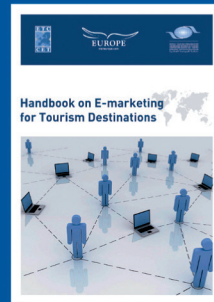
Handbook on Tourism Destination Branding

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



The Middle East Outbound Travel Market

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



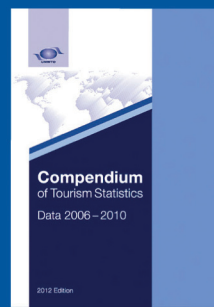
Handbook on E-marketing for Tourism Destinations

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



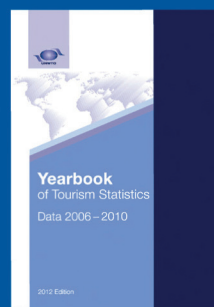
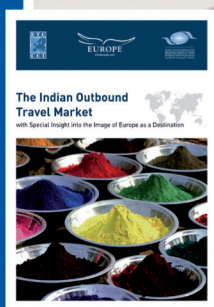
The Chinese Outbound Travel Market, The Indian Outbound Travel Market and The Russian Outbound Travel Market

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



Compendium of Tourism Statistics, 2012 Edition

The Compendium of Tourism Statistics provides data and indicators on inbound, outbound and domestic tourism, as well as on the number and types of tourism industries, the number of employees by tourism industries, and macroeconomic indicators related to international tourism. The 2012 edition presents data for 209 countries from 2006 to 2010, with methodological notes in English, French and Spanish.



Yearbook of Tourism Statistics, 2012 Edition

The Yearbook of Tourism Statistics focuses on inbound tourism related data (total arrivals and overnight stays), broken down by country of origin. The 2012 Edition presents data for 199 countries from 2006 to 2010, with methodological notes in English, French and Spanish.