



Interim Update, April 2011

This *Interim Update* edition and *Statistical Annex* of the *UNWTO World Tourism Barometer* includes an analysis of the 2010 international tourism receipts and preliminary results for international tourism in the first months of 2011.

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

First results of 2011 confirm consolidation of growth

International tourist arrivals grew by close to 5% during the first two months of 2011, consolidating the rebound registered in 2010. Growth was positive in all world (sub)regions in January and February with the exception of the Middle East and North Africa. South America and South Asia led growth (both at +15%), followed by Subsaharan Africa (+13%) and Central and Eastern Europe (+12%).

Quick overview of key trends

International tourism receipts surpass US\$ 900 billion mark in 2010

- In 2010, international tourism receipts are estimated to have reached US\$ 919 billion worldwide (693 billion euros), up from US\$ 851 billion (610 billion euros) in 2009. In real terms (adjusted for exchange rate fluctuations and inflation) international tourism receipts increased by 5% as compared to an almost 7% growth in arrivals, showing the close relation between both indicators and confirming that in recovery years, arrivals tend to pick up faster than receipts.

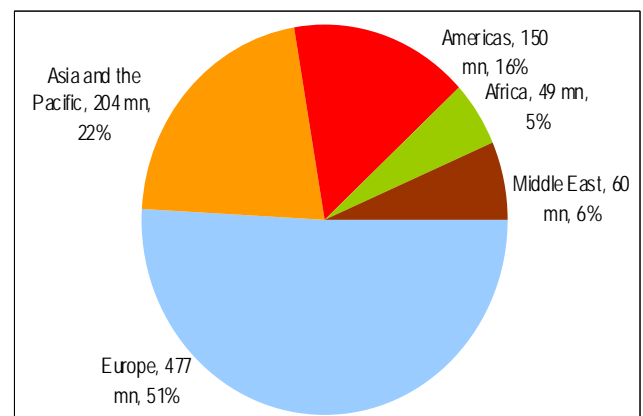
China reinforces its position as a leading destination and source market

- In the 2010 rankings of top destinations, China has reinforced its position both with regard to international tourist arrivals and receipts. In terms of arrivals, China has overtaken Spain and now ranks third after France and the USA, while in terms of receipts it ranks fourth, having overtaken Italy. France continues to lead the ranking in terms

of arrivals and ranks third in receipts, while the USA ranks first in receipts and second in arrivals. Spain maintains its position as the second biggest earner worldwide and the first in Europe and ranks fourth in arrivals. Italy ranks fifth in both arrivals and receipts. The only other change among the first ten in the ranking by receipts came from Hong Kong (China), which climbed from the 12th to the 9th position.

- The top 10 ranking of international tourism spenders shows China moving up, once again, to the third position. China was able to multiply expenditure four times since 2000, thus achieving the fastest growth in this category over the last decade. Other changes in the ranking of international tourism expenditure include the rise of Canada and Australia to the 6th and 10th positions respectively.

World Inbound Tourism: International Tourist Arrivals, 2010* (million)

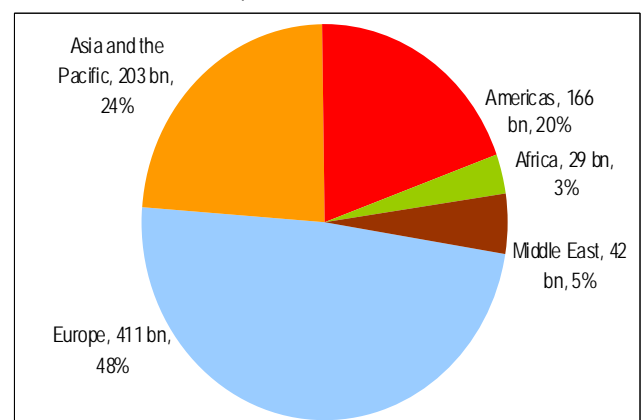


Source: World Tourism Organization (UNWTO) ©

World: Inbound Tourism

International Tourism Receipts, 2010*

(US\$ billion)

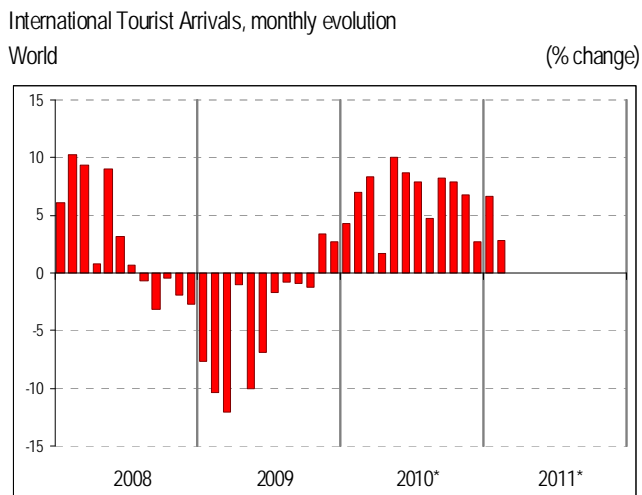


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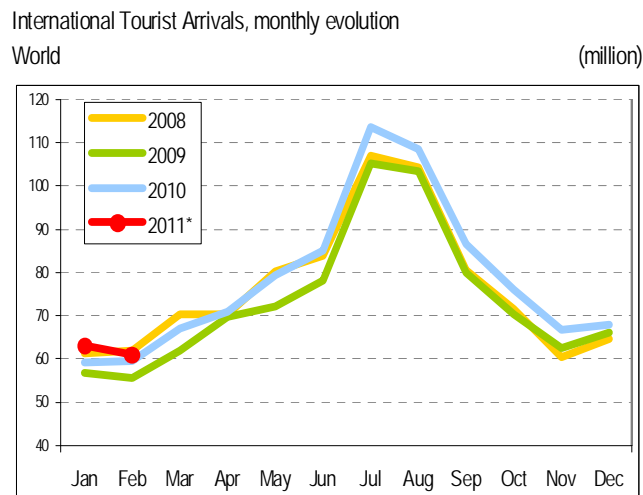
International tourism – 2011 short-term trend

- Based on a sample of almost 100 destinations that reported results for the first months of this year, growth of international tourist arrivals worldwide for January and February of 2011 is estimated to have reached 4.7%.
- Worldwide, international tourist arrivals surpassed 124 million in the first two months of 2011, up from 118.5 million in the same period of 2010, with emerging economies (+6%) continuing to grow at a faster pace than advanced ones (+4%).

- the Caribbean, but rather weaker ones in North and Central America.
- These results confirm that the international tourism recovery is consolidating, in spite of the challenges by the recent development in North Africa and the Middle East, as well as the aftermath of the earthquake and tsunami in Japan. However, overall the impact on tourism is expected to be limited to the destinations directly involved, with alternative destinations picking up most of the slack.



Source: World Tourism Organization (UNWTO) ©



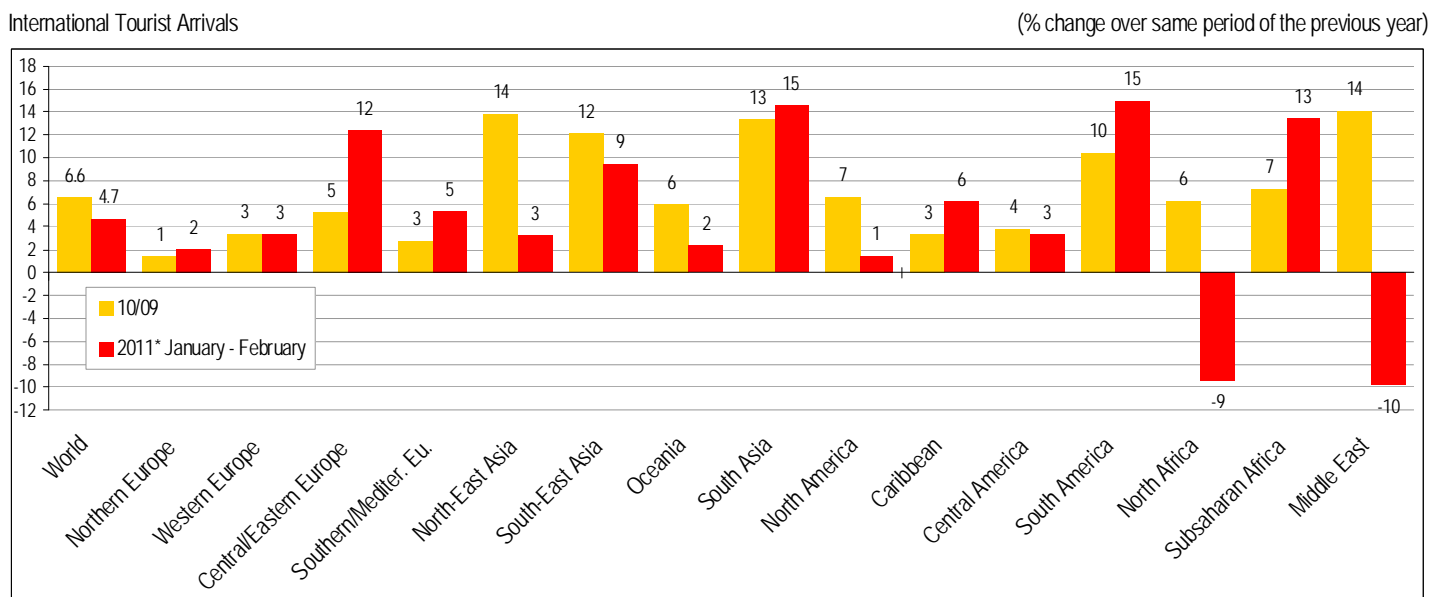
Source: World Tourism Organization (UNWTO) ©

- Asia and the Pacific, the region with one of the fastest growth rates in 2010, saw its pace of growth slow down (+6%) in the first two months of 2011. Results were better than expected for Europe (+6%), boosted by the recovery of Central and Eastern Europe, and the temporary redistribution of travel to destinations in Southern and Mediterranean Europe due to the developments in North Africa (-9%) and the Middle East (-10%). The Americas (+5%) was in line with the world average growth, posting strong results for South America and

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>.

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>.

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World Tourism Organization (UNWTO) Publications



UNWTO World Tourism Barometer

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

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



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

Handbook on E-marketing for Tourism Destinations

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

Available in English

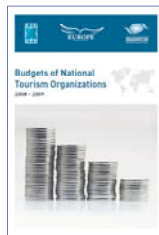


Published: 2008
Price: € 75

Budgets of National Tourism Organizations, 2008-2009

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

Available in English

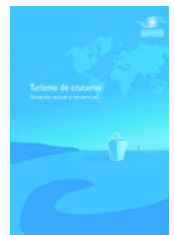


Published: 2010
Price: € 75

Cruise Tourism – Current Situation and Trends

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

Available in English and Spanish

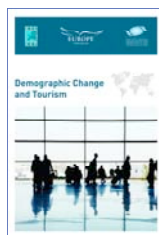


Published: 2008
Price: € 80

Demographic Change and Tourism

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

Available in English



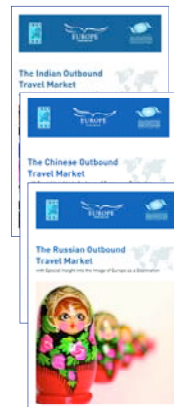
Published: 2010
Price: € 75

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

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

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

Available in English



Published: 2008/2009
Price: € 75 each

Handbook on Tourism Destination Branding

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

Available in English



Published: 2009
Price: € 75

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

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

Available in English



Published: 2011
Price: € 75 each

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

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