

World's Top Tourism Destinations (absolute numbers)

| Rank | Series | International Tourist Arrivals (million) | | | Change (%) | | | Market share 2004* | Arrivals per 100 of population | |
|------|--------------------|--|------------|------------|------------|-------------|-------------|--------------------|--------------------------------|------|
| | | 2002 | 2003 | 2004* | 2002/2001 | 2003/2002 | 2004*/2003 | | | |
| | World | 700 | 690 | 763 | 2.9 | -1.5 | 10.7 | 100 | 11 | |
| 1 | France | TF | 77.0 | 75.0 | 75.1 | 2.4 | -2.6 | 0.1 | 9.8 | 124 |
| 2 | Spain | TF | 52.3 | 51.8 | 53.6 | 4.5 | -0.9 | 3.4 | 7.0 | 133 |
| 3 | United States | TF | 43.6 | 41.2 | 46.1 | -7.1 | -5.4 | 11.8 | 6.0 | 16 |
| 4 | China | TF | 36.8 | 33.0 | 41.8 | 11.0 | -10.4 | 26.7 | 5.5 | 3 |
| 5 | Italy | TF | 39.8 | 39.6 | 37.1 | 0.6 | -0.5 | -6.4 | 4.9 | 64 |
| 6 | United Kingdom | VF | 24.2 | 24.7 | 27.8 | 5.9 | 2.2 | 12.3 | 3.6 | 46 |
| 7 | Hong Kong (China) | vf | 16.6 | 15.5 | 21.8 | 20.7 | -6.2 | 40.4 | 2.9 | 318 |
| 8 | Mexico | TF | 19.7 | 18.7 | 20.6 | -0.7 | -5.1 | 10.5 | 2.7 | 20 |
| 9 | Germany | TCE | 18.0 | 18.4 | 20.1 | 0.6 | 2.4 | 9.5 | 2.6 | 24 |
| 10 | Austria | TCE | 18.6 | 19.1 | 19.4 | 2.4 | 2.5 | 1.5 | 2.5 | 237 |
| 11 | Canada | TF | 20.1 | 17.5 | 19.2 | 1.9 | -12.6 | 9.2 | 2.5 | 59 |
| 12 | Turkey | TF | 12.8 | 13.3 | 16.8 | 18.6 | 4.3 | 26.1 | 2.2 | 24 |
| 13 | Malaysia | TF | 13.3 | 10.6 | 15.7 | 4.0 | -20.4 | 48.5 | 2.1 | 67 |
| 14 | Ukraine | TF | 10.5 | 12.5 | 15.6 | 14.6 | 19.0 | 24.9 | 2.0 | 33 |
| 15 | Poland | TF | 14.0 | 13.7 | 14.3 | -6.8 | -1.9 | 4.2 | 1.9 | 37 |
| 16 | Greece | TF | 14.2 | 14.0 | .. | 0.9 | -1.5 | | | 131 |
| 17 | Hungary | TF | .. | .. | 12.2 | | | | 1.6 | 122 |
| 18 | Thailand | TF | 10.9 | 10.0 | 11.7 | 7.3 | -8.0 | 16.5 | 1.5 | 18 |
| 19 | Portugal | TF | 11.6 | 11.7 | 11.6 | -4.3 | 0.5 | -0.8 | 1.5 | 110 |
| 20 | Netherlands | TCE | 9.6 | 9.2 | 9.6 | 1.0 | -4.3 | 5.1 | 1.3 | 59 |
| 21 | Russian Federation | TF | 7.9 | 8.5 | 9.2 | 7.3 | 7.3 | 7.5 | 1.2 | 6 |
| 22 | Saudi Arabia | TF | 7.5 | 7.3 | 8.6 | 11.5 | -2.4 | 17.0 | 1.1 | 33 |
| 23 | Macao (China) | TF | 6.6 | 6.3 | 8.3 | 12.4 | -3.9 | 31.9 | 1.1 | 1869 |
| 24 | Croatia | TCE | 6.9 | 7.4 | 7.9 | 6.1 | 6.7 | 6.8 | 1.0 | 176 |
| 25 | Ireland | TF | 6.5 | 6.8 | 7.0 | 1.9 | 4.4 | 3.2 | 0.9 | 176 |

Source: World Tourism Organization (WTO) ©

(Data as collected by WTO May 2005)