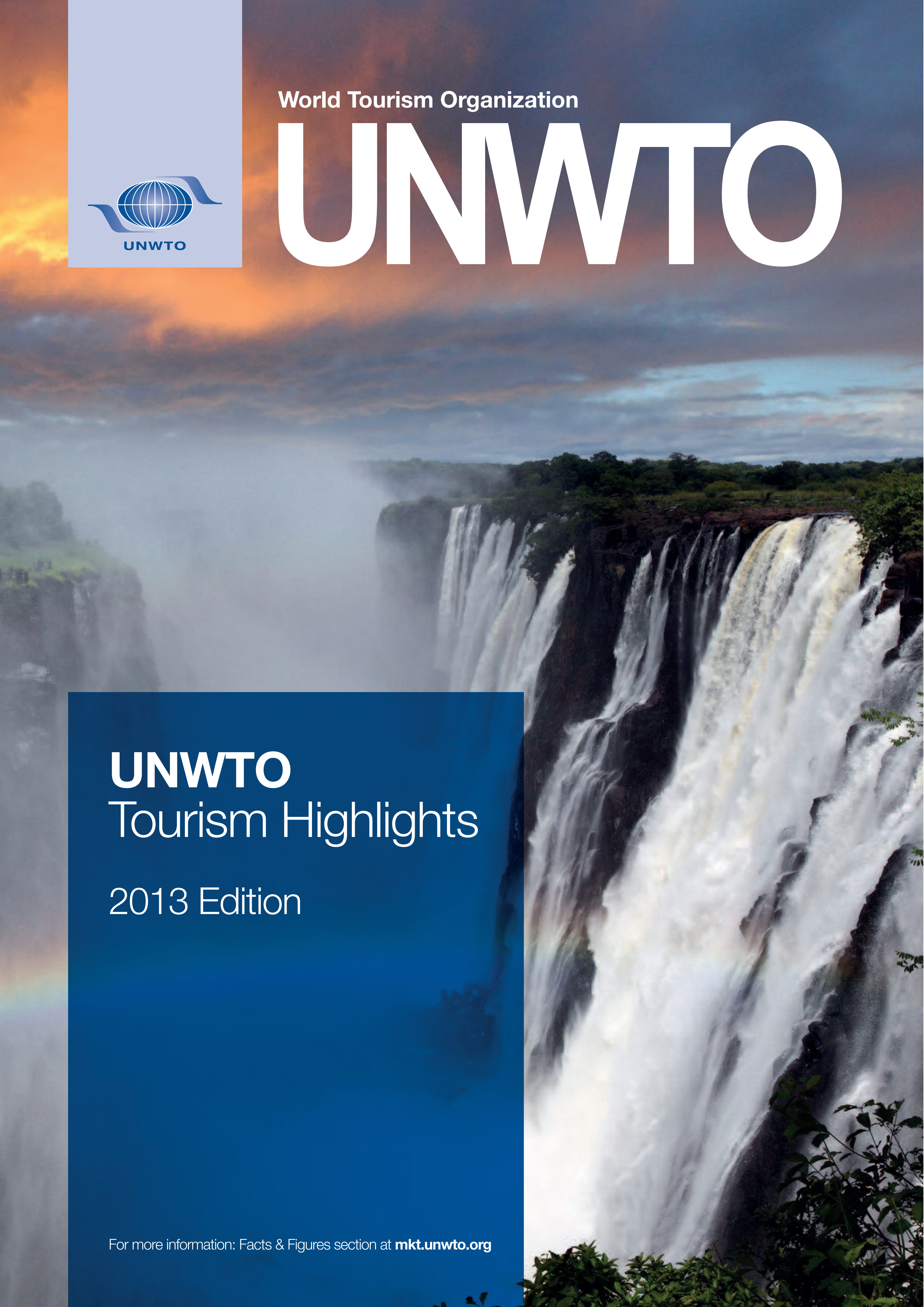
World Tourism Organization

UNWTO



UNWTO Tourism Highlights

2013 Edition

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

Tourism in the world: key figures

9% of GDP- direct, indirect and induced impact

1 in **11** jobs

US$ **1.3** trillion in exports

6% of the world's exports

from **25** million international tourists in 1950

to **1,035** million in 2012

5 to **6** billion domestic tourists

1.8 billion international tourists forecast for 2030

Tourism key to development, prosperity and well-being

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

- Over the past six decades, tourism experienced continued expansion and diversification, becoming one of the largest and fastest-growing economic sectors in the world. Many new destinations have emerged apart from the traditional favourites of Europe and North America.

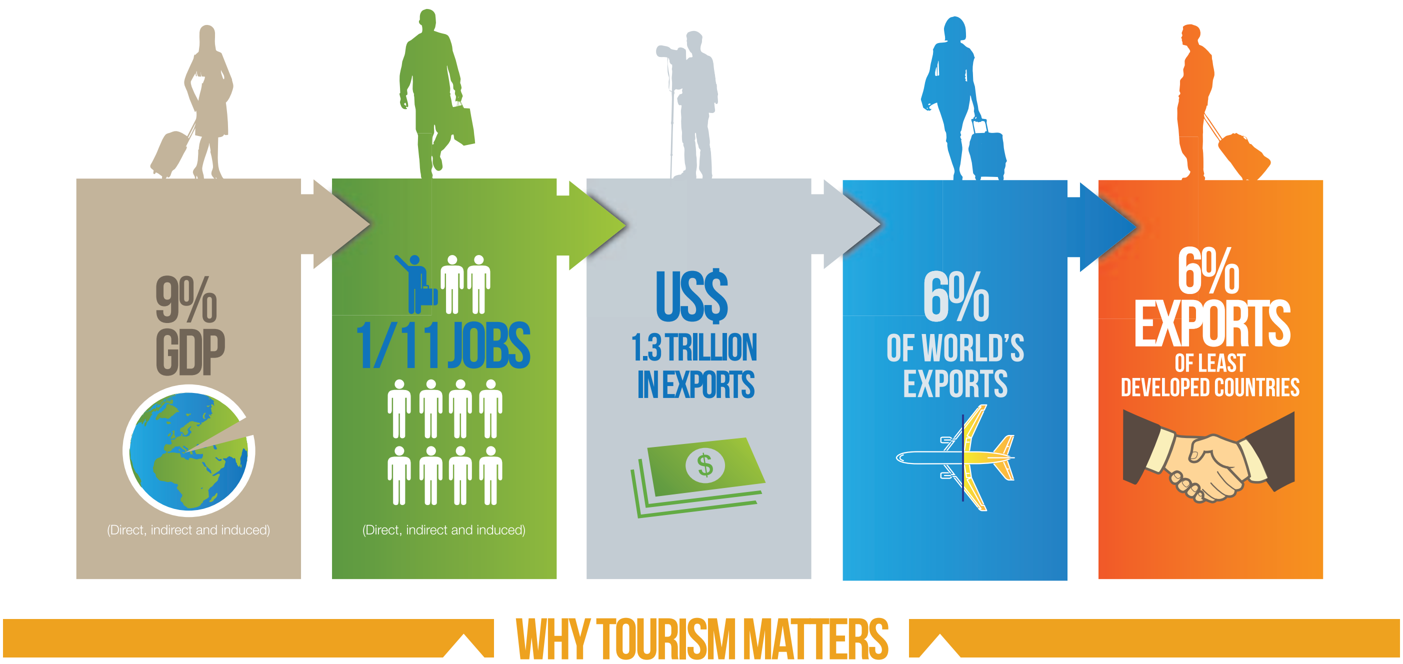
- Despite occasional shocks, international tourist arrivals have shown virtually uninterrupted growth – from 25 million in 1950, to 278 million in 1980, 528 million in 1995, and 1,035 million in 2012.

Long-term outlook

- International tourist arrivals worldwide will increase by 3.3% a year from 2010 to 2030 to reach 1.8 billion by 2030 according to UNWTO long term forecast *Tourism Towards 2030.*

- Between 2010 and 2030, arrivals in emerging destinations (+4.4% a year) are expected to increase at double the pace of that in advanced economies (+2.2% a year).

- The market share of emerging economies increased from 30% in 1980 to 47% in 2012, and is expected to reach 57% by 2030, equivalent to over one billion international tourist arrivals.



International tourism in 2012 - key trends and outlook

- International tourist arrivals (overnight visitors) worldwide exceeded the 1 billion mark for the first time ever in 2012, with 1,035 million tourists crossing borders, up from 995 million in 2011.
- Asia and the Pacific recorded the strongest growth with a 7% increase in arrivals, followed by Africa (+6%) and the Americas (+5%).
- International tourist arrivals in Europe, the most visited region in the world, were up by 3%. The Middle East (-5%) has not yet succeeded in returning to growth.
- With a 4% increase in real terms, the growth in international tourism receipts matched the growth in arrivals.
- International tourism receipts reached US$ 1,075 billion worldwide in 2012, up from US$ 1,042 billion in 2011.
- China became the number one source market in the world in 2012, spending US$ 102 billion on international tourism.
- Forecasts prepared by UNWTO in January 2013 point to growth of 3% to 4% in international tourist arrivals for 2013, only slightly below 2012's level and in line with UNWTO's long-term forecast.
- By UNWTO region, prospects for 2013 are stronger for Asia and the Pacific, followed by Africa.

About UNWTO

The World Tourism Organization (UNWTO) is the United Nations specialized agency responsible for the promotion of responsible, sustainable and universally accessible tourism. It serves as a global forum for tourism policy and a source of tourism know-how.

Know more about us: **unwto.org**

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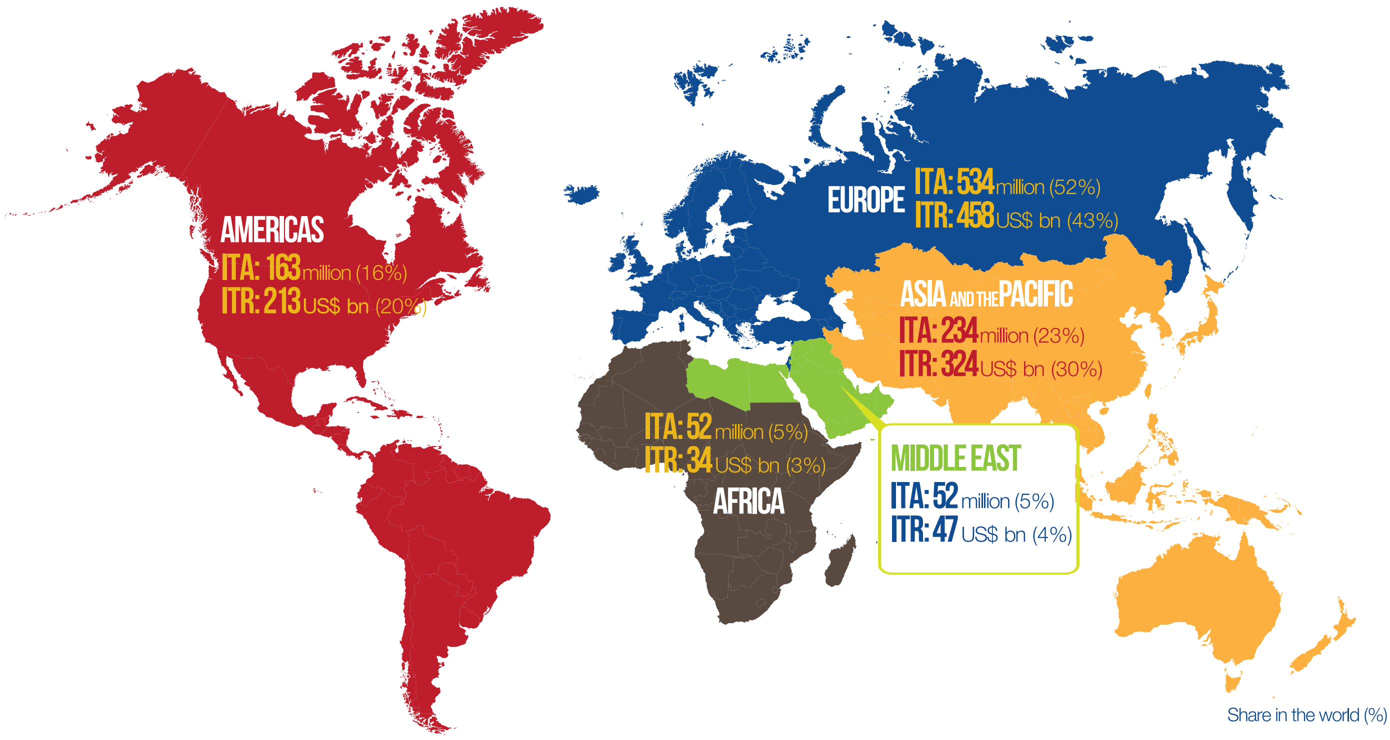
International tourist arrivals (ITA): 1,035 million
International tourism receipts (ITR): US$ 1,075 billion (bn)



International Tourist Arrivals

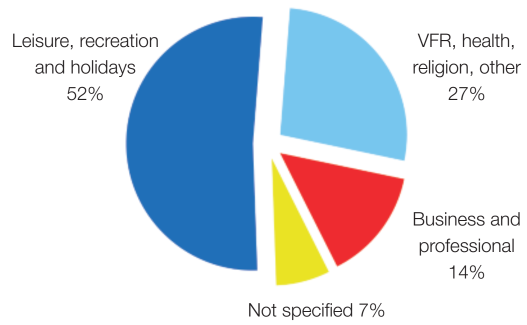
Exceeding the 1 billion mark

International tourist arrivals (overnight visitors) grew by 4% in 2012, topping the 1 billion mark globally for the first time in history. Despite continued economic volatility around the globe, demand for international tourism held up well throughout 2012. With an additional 40 million tourists (+4%), international arrivals reached 1,035 million, up from 995 million in 2011. In order to celebrate the historic 1 billion milestone UNWTO launched the campaign *One Billion Tourists: One Billion Opportunities*, calling on tourists to make their actions count. For more information see http://1billiontourists.unwto.org.

Asia and the Pacific recorded the fastest growth across all UNWTO regions, with a 7% increase in international arrivals, or 16 million more. Africa saw an increase of 6%, equivalent to 3 million more tourists, reaching 50 million for the first time ever. The Americas also experienced sustained growth with 5% more arrivals, or an increase of 7 million. Europe, which accounts for over half the word’s total, recorded a 3% increase, or 18 million more arrivals. Despite the fact that some destinations performed rather well and others saw a moderate recovery, the Middle East (-5%) has not yet succeeded in returning to growth.

Growth is expected to continue in 2013 at +3% to +4%, only slightly below the 2012 level and in line with UNWTO's long-term forecast. By UNWTO region, prospects for 2013 are strongest for Asia and the Pacific (+5% to +6%), followed by Africa (+4% to +6%), the Americas (+3% to +4%), Europe (+2% to +3%) and the Middle East (0% to +5%).

Inbound tourism by purpose of visit, 2012* (share)



Source: World Tourism Organization (UNWTO) ©

Most travel by air and for leisure purposes

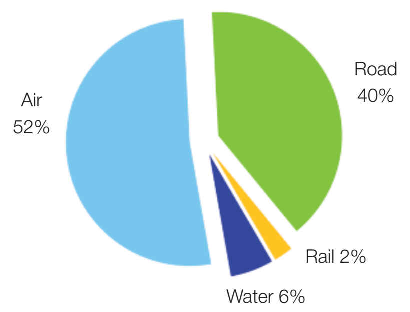
In 2012, travel for holidays, recreation and types of leisure accounted for just over half of all international tourist arrivals (52% or 536 million arrivals). Some 14% of international tourists reported travelling for business and professional purposes and another 27% travelled for other purposes, such 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.

	International Tourist Arrivals (million)							Market share (%)	Change (%)		Average annual growth (%)
	1990	1995	2000	2005	2010	2011	2012*	2012*	11/10	12*/11	'05-'12*
World	**436**	**529**	**677**	**807**	**949**	**995**	**1,035**	**100**	**4.8**	**4.0**	**3.6**
Advanced economies[1]	**297**	**336**	**420**	**459**	**506**	**530**	**551**	**53.2**	**4.8**	**3.8**	**2.6**
Emerging economies[1]	**139**	**193**	**256**	**348**	**443**	**465**	**484**	**46.8**	**4.9**	**4.3**	**4.8**
By UNWTO regions:											
Europe	**262.7**	**305.9**	**388.0**	**448.9**	**485.5**	**516.4**	**534.2**	**51.6**	**6.4**	**3.4**	**2.5**
Northern Europe	29.8	37.7	46.4	60.4	62.8	64.0	64.9	6.3	2.0	1.4	1.0
Western Europe	108.6	112.2	139.7	141.7	154.3	161.5	166.6	16.1	4.6	3.2	2.3
Central/Eastern Europe	33.9	58.1	69.3	90.4	95.0	103.9	111.6	10.8	9.4	7.4	3.1
Southern/Mediter. Eu.	90.3	98.0	132.6	156.4	173.5	187.0	191.1	18.5	7.8	2.2	2.9
- of which EU-27	231.3	267.7	326.8	356.1	371.0	390.9	400.2	38.7	5.4	2.4	1.7
Asia and the Pacific	**55.8**	**82.0**	**110.1**	**153.6**	**205.1**	**218.2**	**233.6**	**22.6**	**6.4**	**7.0**	**6.2**
North-East Asia	26.4	41.3	58.3	85.9	111.5	115.8	122.8	11.9	3.8	6.0	5.2
South-East Asia	21.2	28.4	36.1	48.5	70.0	77.3	84.6	8.2	10.4	9.4	8.3
Oceania	5.2	8.1	9.6	11.0	11.6	11.7	12.1	1.2	0.9	4.1	1.4
South Asia	3.1	4.2	6.1	8.1	12.0	13.5	14.1	1.4	12.6	4.4	8.2
Americas	**92.8**	**109.0**	**128.2**	**133.3**	**150.4**	**156.0**	**163.1**	**15.8**	**3.7**	**4.6**	**2.9**
North America	71.7	80.7	91.5	89.9	99.3	102.1	106.7	10.3	2.8	4.5	2.5
Caribbean	11.4	14.0	17.1	18.8	19.5	20.1	20.9	2.0	3.0	3.8	1.5
Central America	1.9	2.6	4.3	6.3	7.9	8.3	8.9	0.9	4.4	7.5	5.0
South America	7.7	11.7	15.3	18.3	23.6	25.5	26.7	2.6	7.8	4.8	5.5
Africa	**14.8**	**18.8**	**26.2**	**34.8**	**49.9**	**49.4**	**52.4**	**5.1**	**-0.8**	**5.9**	**6.0**
North Africa	8.4	7.3	10.2	13.9	18.8	17.1	18.5	1.8	-9.1	8.7	4.2
Subsaharan Africa	6.4	11.5	16.0	20.9	31.1	32.4	33.8	3.3	4.1	4.4	7.1
Middle East	**9.6**	**13.7**	**24.1**	**36.3**	**58.2**	**54.9**	**52.0**	**5.0**	**-5.6**	**-5.4**	**5.2**

Source: World Tourism Organization (UNWTO) © (Data as collected by UNWTO June 2013)

[1] Classication 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.

Inbound tourism by mode of transport, 2012* (share)



Source: World Tourism Organization (UNWTO) ©

Slightly over half of all travellers arrived at their destination by air (52%) in 2012, while the remainder travelled by surface transport (48%) – whether by road (40%), 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.

International Tourism Receipts

Growth in receipts matches growth in arrivals

International tourism receipts grew by 4% in real terms in 2012, hitting a new record of US$ 1,075 billion worldwide (euro 837 billion). This was mirrored by the growth in international tourist arrivals, which also advanced 4%, and confirms the strong correlation between the two key indicators used in monitoring international tourism trends.

By region, Asia and the Pacific, the Americas and Africa all saw firm growth at 6%, while Europe recorded 2% growth. Receipts in the Middle East were still down (-2%) due to the continuing political turbulence in the region, but still experienced a relative improvement compared to the decline in 2011.

Europe retains the largest share (43%) of international tourism receipts, reaching US$ 458 billion (euro 356 billion) in 2012. Asia and the Pacific earned 30% of the world's international receipts (US$ 324 billion / euro 252 billion), and the Americas 20% (US$ 213 billion / euro 165 billion). The Middle East (4% share) earned US$ 47 billion (euro 37 billion) in international tourism receipts and Africa (3% share) US$ 34 billion (euro 26 billion).

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. For some 90 countries, receipts from international tourism were over US$ 1 billion in 2012.

	International Tourism Receipts Local currencies. constant prices change (%)				Market share (%)	US$ Receipts (billion)		per arrival	Euro Receipts (billion)		per arrival
	09/08	10/09	11/10	12*/11	2012*	2011	2012*	2012*	2011	2012*	2012*
World	**-5.5**	**5.5**	**4.7**	**4.0**	**100**	**1,042**	**1,075**	**1,040**	**749**	**837**	**810**
Advanced economies[1]	**-6.4**	**5.8**	**5.9**	**4.3**	**64.1**	**672**	**689**	**1,250**	**482**	**536**	**970**
Emerging economies[1]	**-3.8**	**4.9**	**2.8**	**3.6**	**35.9**	**371**	**386**	**800**	**266**	**300**	**620**
By UNWTO regions:											
Europe	**-6.3**	**0.1**	**5.2**	**2.3**	**42.6**	**466.7**	**457.8**	**860**	**335.3**	**356.3**	**670**
Northern Europe	-3.6	3.3	3.4	5.2	6.7	69.8	72.4	1,120	50.1	56.3	870
Western Europe	-6.6	1.3	4.3	3.0	14.6	161.6	157.0	940	116.1	122.2	730
Central/Eastern Europe	-8.0	-2.9	7.8	5.2	5.3	56.0	57.0	510	40.2	44.3	400
Southern/Mediter. Eu.	-6.4	-1.3	6.0	-0.3	15.9	179.3	171.4	900	128.8	133.4	700
- of which EU-27	-7.0	0.9	4.3	1.9	34.2	378.3	367.7	920	271.8	286.2	720
Asia and the Pacific	**-0.7**	**15.4**	**8.0**	**6.2**	**30.1**	**298.6**	**323.9**	**1,390**	**214.5**	**252.1**	**1,080**
North-East Asia	1.9	21.4	8.8	8.3	15.5	149.6	166.8	1,360	107.5	129.9	1,060
South-East Asia	-7.0	15.1	12.8	6.6	8.5	84.4	91.7	1,080	60.7	71.3	840
Oceania	4.2	-2.9	-5.7	-1.5	3.8	40.8	41.2	3,390	29.3	32.1	2,640
South Asia	-3.2	16.3	12.1	5.2	2.2	23.7	24.2	1,710	17.0	18.8	1,330
Americas	**-10.2**	**4.4**	**5.0**	**5.9**	**19.8**	**197.9**	**212.6**	**1,300**	**142.2**	**165.5**	**1,010**
North America	-12.2	6.0	5.9	6.7	14.5	144.2	156.4	1,470	103.6	121.7	1,140
Caribbean	-8.0	1.3	-0.5	2.0	2.3	23.5	24.5	1,170	16.9	19.1	910
Central America	-6.5	1.1	0.7	8.9	0.7	7.1	8.0	900	5.1	6.2	700
South America	0.0	-1.6	6.7	3.6	2.2	23.1	23.7	890	16.6	18.5	690
Africa	**-5.5**	**2.3**	**1.6**	**5.8**	**3.1**	**32.7**	**33.6**	**640**	**23.5**	**26.1**	**500**
North Africa	-4.7	0.2	-5.5	2.4	0.9	9.6	9.4	510	6.9	7.3	390
Subsaharan Africa	-5.9	3.5	4.9	7.2	2.3	23.1	24.2	720	16.6	18.9	560
Middle East	**1.2**	**17.2**	**-14.1**	**-2.0**	**4.4**	**46.4**	**47.0**	**900**	**33.4**	**36.6**	**700**

Source: World Tourism Organization (UNWTO) © (Data as collected by UNWTO June 2013)

[1] Classication 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	2010	2011	2012*	08/07	09/08	10/09	11/10	12*/11	08/07	09/08	10/09	11/10	12*/11
Local currencies								6.4	-4.0	8.2	8.7	7.1	1.7	-5.5	5.5	4.7	4.0
US$	262	403	475	680	930	1,042	1,075	9.7	-9.4	8.7	12.0	3.1	5.7	-9.1	7.0	8.6	1.0
Euro	206	308	515	547	702	749	837	2.2	-4.4	14.4	6.7	11.7	-1.0	-4.7	12.6	3.9	9.0

Source: World Tourism Organization (UNWTO) ©

(Data as collected by UNWTO June 2013)

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$ 213 billion (euro 166 billion) in 2012. As such, total receipts from international tourism, including international passenger transport, reached US$ 1.3 trillion (euro 1.0 trillion) in 2012. In other words, international tourism contributes US$ 3.5 billion (euro 2.7 billion) a day to global export earnings.

World's Top Tourism Destinations

Only minor changes in the top 10 by arrivals and receipts

Two changes took place in the top 10 ranking by international tourist arrivals in 2012. Germany (30 million arrivals) moved up one place to 7th and the Russian Federation (26 million) entered the top 10 at number 9, climbing three positions. In the top 10 ranking by international tourism receipts, Macao and Hong Kong (China Special Administrative Regions) both moved up, to 5th and 9th respectively.

When ranking the world's top international tourism destinations, it is 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– it is interesting to note that 7 of the top 10 destinations appear on both lists, despite showing marked differences in terms of the type of tourists they attract, as well as 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 between national currencies and the US dollar.

France continues to top the ranking of international tourist arrivals with 83 million visitors in 2012, and is 3rd in international tourism receipts (US$ 54 billion). The United States ranks 1st in receipts with US$ 126 billion and 2nd in arrivals with 67 million. Spain is still the second largest earner worldwide and the first in Europe (US$ 56 billion), while ranking 4th in the world by arrivals (58 million). China continues to rank 3rd in arrivals (58 million) and 4th in receipts (US$ 50 billion).

Italy is 5th in arrivals (46 million) and 6th in receipts (US$ 41 billion). Turkey remains 6th in arrivals. Germany has climbed one place to 7th in arrivals, but has dropped one place in earnings, also to 7th. The UK has moved down to 8th place in arrivals, and is holding on to 8th place in receipts. Malaysia completes the top ten ranking by arrivals in 10th place, while Australia is 10th in receipts.

International Tourist Arrivals

Rank		Series[1]	Million 2011	Million 2012*	Change (%) 11/10	Change (%) 12*/11
1	France	TF	81.6	83.0	5.0	1.8
2	United States	TF	62.7	67.0	4.9	6.8
3	China	TF	57.6	57.7	3.4	0.3
4	Spain	TF	56.2	57.7	6.6	2.7
5	Italy	TF	46.1	46.4	5.7	0.5
6	Turkey	TF	34.7	35.7	10.5	3.0
7	Germany	TCE	28.4	30.4	5.5	7.3
8	United Kingdom	TF	29.3	29.3	3.6	-0.1
9	Russian Federation	TF	22.7	25.7	11.9	13.4
10	Malaysia	TF	24.7	25.0	0.6	1.3

Source: World Tourism Organization (UNWTO) ©

[1] See note on page 9

International Tourism Receipts

Rank		US$ Billion 2011	US$ Billion 2012*	US$ Change (%) 11/10	US$ Change (%) 12*/11	Local currencies Change (%) 11/10	Local currencies Change (%) 12*/11
1	United States	115.6	126.2	11.7	9.2	11.7	9.2
2	Spain	59.9	55.9	14.0	-6.6	8.6	1.2
3	France	54.5	53.7	16.2	-1.5	10.7	6.7
4	China	48.5	50.0	5.8	3.2	1.0	0.8
5	Macao (China)	38.5	43.7	38.3	13.7	38.6	13.3
6	Italy	43.0	41.2	10.9	-4.2	5.6	3.8
7	Germany	38.9	38.1	12.1	-1.9	6.7	6.2
8	United Kingdom	35.1	36.4	8.2	3.7	4.4	5.2
9	Hong Kong (China)	27.7	32.1	24.6	16.0	24.9	15.6
10	Australia	31.5	31.5	8.1	0.2	-3.8	-0.2

(Data as collected by UNWTO June 2013)

Regional Results

Europe – continued growth despite economic challenges

International tourist arrivals in Europe rose by 3% in 2012 on top of a strong 2011 (+6%), a remarkable result in view of the lingering economic difficulties. Accounting for 52% of all international arrivals worldwide, Europe reached 534 million tourist arrivals in 2012, 18 million more than in 2011. International tourism receipts increased by 2% in real terms totalling US$ 458 billion (euro 356 billion), representing 43% of the world total.

Growth was led by destinations in Central and Eastern Europe which saw 7% more international arrivals in 2012. Many destinations, including the larger countries, have contributed to this growth, especially the Russian Federation (+13%) and Poland (+11%), as well as some smaller fast-growing ones such as Georgia (+36%) and Azerbaijan (+27%).

Western Europe posted a 3% increase in arrivals with the best results for Germany (+7%) and Austria (5%). Arrivals in Northern Europe grew by a modest 1% only. However, receipts are estimated to have increased by 5% in real terms.

Destinations in Southern Mediterranean Europe (+2%) consolidated their excellent performance of 2011 (+8%) and returned in 2012 to their normal modest growth rates. Of the larger destinations, Croatia (+4%), Portugal (+4%), Spain (+3%) and Turkey (+3%) recorded growth in arrivals above the average for the subregion.

Two international sporting events contributed to Europe's results last year: the UEFA European Football Championship held in Poland and Ukraine, and the London Summer Olympics and Paralympics in the United Kingdom. The events boosted tourism receipts in all three countries, while the impact on arrivals was limited to Poland (+11%) and Ukraine (+7%).

Asia and the Pacific – fastest growing region for the second year in a row

Asia and the Pacific was again the fastest growing region in 2012 with a 7% increase, equivalent to 15 million more international tourist arrivals than in 2011. This raised the region's share in the world to 23%, with a total 234 million arrivals. The region earned US$ 324 billion in international tourism receipts (+6% in real terms), representing 30% of the world total.

South-East Asia posted the highest growth among Asian subregions, with 9% more arrivals, largely due to continued strong intraregional demand. In absolute terms, growth was led by Thailand with a 16% increase in tourists over 2011. Cambodia (+24%) and Vietnam (+14%) also posted strong double-digit growth last year. Myanmar saw the highest relative growth with a surge of 52%.

North-East Asia recorded a 6% increase in tourists in 2012, led by the rebound in Japan (+35%) after the decline in arrivals following the Tōhoku earthquake in 2011. Taiwan (pr. of China) reported 20% more arrivals and the Republic of Korea 14%, while Hong Kong (China) (+7%) also posted solid growth.

In South Asia (+4%), Sri Lanka and Bhutan boasted the fastest growth in arrivals last year, both climbing 17%. India, the largest destination in the subregion, recorded 5% growth.

Oceania saw 4% more international arrivals in 2012, with mixed results across individual countries. Australia, the largest destination, posted a 5% increase, while New Zealand reported a 1% decline. Guam, the third largest destination in the subregion, saw 13% growth.

The Americas – robust results for many destinations

The Americas welcomed 163 million international tourists in 2012, up 7 million (+5%) on the previous year. International tourism receipts in the region reached US$ 213 billion, an increase of 6% in real terms. The region maintained its share of worldwide arrivals at 16%, while its share of receipts was up by one percentage point to 20%.

Central America (+8%) led growth in international tourist arrivals, followed by South America (+5%). In Central America, Nicaragua, Belize (both +11%) and Panama (+9%) recorded strongest growth, while Costa Rica and Guatemala saw arrivals increase by a robust 7%. In South America, double-digit growth was reported by Venezuela (+19%), Chile (+13%), Ecuador (+11%), Paraguay (+11%) and Peru (+10%).

North America, the largest subregion (accounting for some two thirds of all arrivals in the region) saw a 4% increase. The United States was the star performer with 7% more arrivals, while Canada (+2%) and Mexico (0%) reported weaker results. For all three countries growth in receipts was positive and quite exceeded growth in arrivals.

In the Caribbean (+4%), solid growth was reported by Saint Maarten, Curaçao (both +8%), Dominican Republic (+6%), Bahamas (+5%), Cayman Islands, Aruba and the British Virgin Islands (all +4%).

Destinations	Series[1]	International Tourist Arrivals (1000)			Change (%)			Share (%)	International Tourism Receipts (US$ million)			Share (%)
		2010	2011	2012*	10/09	11/10	12*/11	2012*	2010	2011	2012*	2012*
Europe		**485,550**	**516,410**	**534,171**	**3.0**	**6.4**	**3.4**	**100**	**412,030**	**466,722**	**457,832**	**100**
Northern Europe		62,752	63,979	64,878	2.1	2.0	1.4	12.1	61,726	69,777	72,384	15.8
Denmark	TF	8,744	7,363	..	2.3	-15.8	..	..	5,853	6,580	6,162	1.3
Finland	TF	3,670	4,192	4,226	7.2	14.2	0.8	0.8	3,051	3,820	4,139	0.9
Iceland	TF	489	566	..	-1.0	15.7	..	..	559	748	845	0.2
Ireland	TF	7,134	7,630	..	-0.8	7.0	..	..	4,118	4,567	4,078	0.9
Norway	TF	4,767	4,963	..	9.7	4.1	..	..	4,707	5,232	5,359	1.2
Sweden	TCE/TF	4,951	9,959	10,914	2.0	..	9.6	2.0	11,037	13,760	15,427	3.4
United Kingdom	TF	28,296	29,306	29,282	0.3	3.6	-0.1	5.5	32,401	35,069	36,373	7.9
Western Europe		154,347	161,455	166,579	3.9	4.6	3.2	31.2	142,458	161,590	157,040	34.3
Austria	TCE	22,004	23,012	24,151	3.0	4.6	4.9	4.5	18,596	19,860	18,894	4.1
Belgium	TCE	7,186	7,494	7,505	5.5	4.3	0.1	1.4	10,367	11,651	11,381	2.5
France	TF	77,648	81,552	83,018	1.2	5.0	1.8	15.5	46,915	54,512	53,697	11.7
Germany	TCE	26,875	28,352	30,408	10.9	5.5	7.3	5.7	34,679	38,869	38,114	8.3
Liechtenstein	THS	50	53	54	-4.7	7.1	0.5	0.0	..	..	..	..
Luxembourg	TCE	793	863	889	-6.5	8.8	3.0	0.2	4,108	4,809	4,486	1.0
Monaco	THS	279	295	..	5.5	5.6	..	..	..	..	..	..
Netherlands	TCE	10,883	11,300	11,680	9.7	3.8	3.4	2.2	12,883	14,348	13,887	3.0
Switzerland	THS	8,628	8,534	8,566	4.0	-1.1	0.4	1.6	14,911	17,540	16,581	3.6
Central/Eastern Europe		94,968	103,932	111,640	3.1	9.4	7.4	20.9	48,080	56,014	56,971	12.4
Armenia	TF	687	758	843	19.5	10.3	11.3	0.2	408	446	451	0.1
Azerbaijan	TF	1,280	1,562	1,986	27.4	22.0	27.1	0.4	657	1,287	2,433	0.5
Belarus	TF	120	116	119	26.3	-3.3	2.3	0.0	440	487	664	0.1
Bulgaria	TF	6,047	6,328	..	5.4	4.6	..	..	3,637	3,967	3,748	0.8
Czech Rep	TF	8,629	9,019	8,908	-2.5	4.5	-1.2	1.7	7,121	7,628	7,035	1.5
Estonia	TF	2,372	2,665	2,744	15.2	12.4	3.0	0.5	1,073	1,249	1,226	0.3
Georgia	TF/VF	1,067	1,319	1,790	..	23.6	35.7	0.3	659	955	1,411	0.3
Hungary	TF	9,510	10,250	10,353	5.0	7.8	1.0	1.9	5,381	5,580	4,845	1.1
Kazakhstan	TF	3,393	4,093	4,438	8.8	20.6	8.4	0.8	1,005	1,209	1,347	0.3
Kyrgyzstan	TF	1,316	3,114	..	-38.7	136.6	..	..	284	640	698	0.2
Latvia	TF	1,373	1,493	1,435	3.8	8.7	-3.9	0.3	640	771	745	0.2
Lithuania	TF	1,507	1,775	..	12.4	17.8	..	..	958	1,323	1,313	0.3
Poland	TF	12,470	13,350	14,840	4.9	7.1	11.2	2.8	9,526	10,683	10,938	2.4
Rep Moldova	TCE	64	75	89	6.8	17.9	18.6	0.0	173	195	213	0.0
Romania	TCE	1,343	1,515	1,653	5.3	12.8	9.1	0.3	1,140	1,418	1,467	0.3
Russian Federation	TF	20,271	22,686	25,736	4.4	11.9	13.4	4.8	8,830	11,328	11,187	2.4
Slovakia	TCE	1,327	1,460	1,511	2.2	10.1	3.4	0.3	2,233	2,429	2,299	0.5
Tajikistan		..	..	..	..	..	..	..	4	3	..	..
Turkmenistan		..	..	..	..	..	..	..	..	..	..	..
Ukraine	TF	21,203	21,415	23,013	1.9	1.0	7.5	4.3	3,788	4,294	4,842	1.1
Uzbekistan	TF	975	..	..	-19.8	..	..	..	121	..	..	..
Southern/Mediter. Eu.		173,482	187,044	191,074	2.5	7.8	2.2	35.8	159,767	179,341	171,437	37.4
Albania	TF	2,347	2,865	..	31.0	22.1	..	..	1,626	1,628	1,471	0.3
Andorra	TF	1,808	1,948	2,238	-1.2	7.7	14.9	0.4	..	..	..	..
Bosnia & Herzg	TCE	365	392	439	17.5	7.2	11.9	0.1	594	643	603	0.1
Croatia	TCE	9,111	9,927	10,369	4.8	9.0	4.5	1.9	8,259	9,211	8,774	1.9
Cyprus	TF	2,173	2,392	2,465	1.5	10.1	3.0	0.5	2,108	2,570	2,600	0.6
F. Yug. Rp. Macedonia	TCE	262	327	351	1.0	25.1	7.3	0.1	197	239	233	0.1
Greece	TF	15,007	16,427	15,518	0.6	9.5	-5.5	2.9	12,742	14,623	12,879	2.8
Israel	TF	2,803	2,820	2,886	20.8	0.6	2.3	0.5	5,106	5,305	5,493	1.2
Italy	TF	43,626	46,119	46,360	0.9	5.7	0.5	8.7	38,786	43,000	41,185	9.0
Malta	TF	1,348	1,425	1,454	14.0	5.8	2.0	0.3	1,079	1,267	1,265	0.3
Montenegro	TCE	1,088	1,201	1,264	4.2	10.4	5.2	0.2	732	862	826	0.2
Portugal	TCE	6,832	7,412	7,696	5.4	8.5	3.8	1.4	10,077	11,339	11,056	2.4
San Marino	THS	120	156	139	-20.9	30.3	-10.9	0.0	..	..	..	..
Serbia	TCE	683	764	810	5.8	11.9	6.0	0.2	798	992	906	0.2
Slovenia	TCE	1,869	2,037	2,156	2.5	9.0	5.8	0.4	2,552	2,717	2,577	0.6
Spain	TF	52,677	56,177	57,701	1.0	6.6	2.7	10.8	52,525	59,892	55,916	12.2
Turkey	TF	31,364	34,654	35,698	3.9	10.5	3.0	6.7	22,585	25,054	25,653	5.6

Source: World Tourism Organization (UNWTO) © (Data as collected by UNWTO June 2013)

[1] See note on page 9

Destinations	Series[1]	International Tourist Arrivals (1000)			Change (%)			Share (%)	International Tourism Receipts (US$ million)			Share (%)
		2010	2011	2012*	10/09	11/10	12*/11	2012*	2010	2011	2012*	2012*
Asia and the Pacific		**205,060**	**218,214**	**233,564**	**13.2**	**6.4**	**7.0**	**100**	**254,747**	**298,614**	**323,865**	**100**
North-East Asia		111,508	115,783	122,768	13.8	3.8	6.0	52.6	128,578	149,611	166,843	51.5
China	TF	55,665	57,581	57,725	9.4	3.4	0.3	24.7	45,814	48,464	50,028	15.4
Hong Kong (China)	TF	20,085	22,316	23,770	18.7	11.1	6.5	10.2	22,200	27,665	32,089	9.9
Japan	VF	8,611	6,219	8,368	26.8	-27.8	34.6	3.6	13,199	10,966	14,576	4.5
Korea, D P Rp		..	..	..	..	..	..	..	..	..	..	..
Korea, Republic of	VF	8,798	9,795	11,140	12.5	11.3	13.7	4.8	10,359	12,525	14,231	4.4
Macao (China)	TF	11,926	12,925	13,577	14.7	8.4	5.0	5.8	27,802	38,453	43,707	13.5
Mongolia	TF	456	460	476	10.8	0.9	3.4	0.2	244	218	233	0.1
Taiwan (pr. of China)	VF	5,567	6,087	7,311	26.7	9.3	20.1	3.1	8,721	11,065	11,707	3.6
South-East Asia		69,996	77,268	84,555	12.5	10.4	9.4	36.2	68,438	84,444	91,665	28.3
Brunei Darussalam	TF	214	242	209	36.1	13.0	-13.6	0.1	..	..	..	..
Cambodia	TF	2,508	2,882	3,584	16.0	14.9	24.4	1.5	1,180	1,616	1,800	0.6
Indonesia	TF	7,003	7,650	8,044	10.7	9.2	5.2	3.4	6,957	7,997	8,325	2.6
Lao P.D.R.	TF	1,670	1,786	..	34.8	6.9	..	..	382	406	506	0.2
Malaysia	TF	24,577	24,714	25,033	3.9	0.6	1.3	10.7	18,115	19,656	20,250	6.3
Myanmar	TF	311	391	593	27.7	25.9	51.7	0.3	72	281	..	..
Philippines	TF	3,520	3,917	4,273	16.7	11.3	9.1	1.8	2,630	3,190	4,014	1.2
Singapore	TF	9,161	10,390	..	22.3	13.4	..	..	14,178	18,082	19,261	5,9
Thailand	TF	15,936	19,230	22,354	12.6	20.7	16.2	9.6	20,104	27,184	30,092	9.3
Timor-Leste	TF	45	50	55	0.9	12.8	9.6	0.0	26	21	..	..
Vietnam	VF	5,050	6,014	6,848	34.8	19.1	13.9	2.9	4,450	5,620	6,632	2.0
Oceania		11,556	11,657	12,138	6.1	0.9	4.1	5.2	37,696	40,832	41,201	12.7
American Samoa	TF	23	22	..	-3.9	-3.1	..	..	..	..	..	..
Australia	VF	5,885	5,875	6,146	5.4	-0.2	4.6	2.6	29,107	31,473	31,534	9.7
Cook Is	TF	104	113	122	3.0	8.5	7.6	0.1	110	..	..	..
Fiji	TF	632	675	661	16.5	6.8	-2.1	0.3	623	717	728	0.2
French Polynesia	TF	154	163	169	-4.1	5.8	3.8	0.1	406	385	..	..
Guam	TF	1,197	1,160	1,308	13.7	-3.1	12.8	0.6	..	..	..	..
Kiribati	TF	5	5	5	19.2	12.0	-6.8	0.0	..	..	..	..
Marshall Is	TF	5	5	5	-15.1	-0.1	0.7	0.0	3	3	3	0.0
Micronesia (Fed. St. of)		..	..	..	..	..	..	..	..	..	..	..
N. Mariana Is	TF	375	336	..	8.4	-10.3	..	..	..	..	..	..
New Caledonia	TF	99	112	112	-0.8	13.5	0.3	0.0	129	154	..	..
New Zealand	VF	2,525	2,601	2,565	2.7	3.0	-1.4	1.1	4,906	5,579	5,454	1.7
Niue	TF	6	6	5	33.3	-1.9	-17.2	0.0	2	2	..	..
Palau	TF	86	109	119	19.1	27.4	8.9	0.1	124	159	164	0.1
Papua New Guinea	TF	147	163	164	18.5	11.1	0.6	0.1	2	3	..	..
Samoa	TF	122	121	126	0.0	-0.9	4.0	0.1	123	134	148	0.0
Solomon Is	TF	21	23	..	12.4	11.8	..	..	54	71	73	0.0
Tonga	TF	47	46	..	3.0	-2.3	..	..	27	28	..	..
Tuvalu	TF	2	1	..	4.9	-27.6	..	..	..	..	..	..
Vanuatu	TF	97	94	108	-3.5	-3.3	15.1	0.0	217	226	..	..
South Asia		12,000	13,506	14,103	19.5	12.6	4.4	6.0	20,034	23,727	24,156	7.5
Afghanistan		..	..	..	..	..	..	..	53	..	..	..
Bangladesh	TF	303	..	..	13.4	..	..	..	81	87	110	0.0
Bhutan	TF	27	37	44	14.7	39.2	17.2	0.0	35	48	63	0.0
India	TF	5,776	6,309	6,649	11.8	9.2	5.4	2.8	14,490	17,707	17,971	5.5
Iran	TF/VF	2,938	3,354	..	38.8	14.2	..	..	2,438	2,381	..	..
Maldives	TF	792	931	958	20.7	17.6	2.9	0.4	1,713	1,868	1,873	0.6
Nepal	TF	603	736	..	18.3	22.1	..	..	344	386	352	0.1
Pakistan	TF	907	1,000	..	6.1	10.3	..	..	305	358	341	0.1
Sri Lanka	TF	654	856	1,006	46.1	30.8	17.5	0.4	576	830	1,039	0.3

Source: World Tourism Organization (UNWTO) ©

(Data as collected by UNWTO June 2013)

[1] See note on page 9

* = provisional figure or data; .. = figure or data not (yet) available; | = 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 (1000)			Change (%)			Share (%)	International Tourism Receipts (US$ million)			Share (%)
		2010	2011	2012*	10/09	11/10	12*/11	2012*	2010	2011	2012*	2012*
Americas		**150,364**	**155,964**	**163,115**	**6.4**	**3.7**	**4.6**	**100**	**180,848**	**197,944**	**212,623**	**100**
North America		99,305	102,130	106,683	6.7	2.8	4.5	65.4	131,297	144,221	156,355	73.5
Canada	TF	16,219	16,016	16,311	3.1	-1.3	1.8	10.0	15,842	16,800	17,401	8.2
Mexico	TF	23,290	23,403	23,403	4.2	0.5	0.0	14.3	11,992	11,869	12,739	6.0
United States	TF	59,796	62,711	66,969	8.8	4.9	6.8	41.1	103,463	115,552	126,214	59.4
Caribbean		19,537	20,122	20,887	1.6	3.0	3.8	12.8	22,735	23,530	24,536	11.5
Anguilla	TF	62	66	65	7.1	6.1	-1.6	0.0	99	112	113	0.1
Antigua, Barb	TF	230	241	247	-1.9	5.0	2.3	0.2	298	312	319	0.2
Aruba	TF	824	869	904	1.4	5.4	4.0	0.6	1,253	1,353	1,404	0.7
Bahamas	TF	1,370	1,346	1,419	3.3	-1.7	5.4	0.9	2,147	2,254	2,367	1.1
Barbados	TF	532	568	536	2.6	6.7	-5.5	0.3	1,034	963	916	0.4
Bermuda	TF	232	236	232	-1.5	1.6	-1.7	0.1	435	470	441	0.2
Br. Virgin Is	TF	330	338	351	7.0	2.2	4.0	0.2	389	388	397	0.2
Cayman Islands	TF	288	309	322	6.0	7.2	4.1	0.2	485	491	..	..
Cuba	TF	2,507	2,688	..	4.2	7.2	..	..	2,187	2,283	..	..
Curaçao	TF	342	390	420	-6.9	14.2	7.6	0.3	385	453	543	0.3
Dominica	TF	77	76	78	2.1	-1.3	3.4	0.0	95	113	110	0.1
Dominican Rp	TF	4,125	4,306	4,563	3.3	4.4	5.9	2.8	4,209	4,352	4,549	2.1
Grenada	TF	110	118	112	0.9	7.1	-5.1	0.1	112	117	110	0.1
Guadeloupe	TCE	392	418	..	13.2	6.5	..	..	510	583	..	..
Haiti	TF	255	349	..	-34.1	36.9	..	..	169	162	..	..
Jamaica	TF	1,922	1,952	1,986	4.9	1.6	1.8	1.2	2,001	2,013	2,043	1.0
Martinique	TF	476	495	487	7.9	3.9	-1.6	0.3	472	516	..	..
Montserrat	TF	6	5	5	-5.2	-9.8	-0.7	0.0	6	5	5	0.0
Puerto Rico	TF	3,186	3,048	3,069	0.1	-4.3	0.7	1.9	3,211	3,143	3,193	1.5
Saint Lucia	TF	306	312	307	9.9	2.1	-1.8	0.2	309	321	335	0.2
St. Kitts-Nev	TF	98	102	102	5.6	3.4	0.4	0.1	90	94	94	0.0
St. Maarten	TF	443	424	457	0.7	-4.2	7.6	0.3	674	719	842	0.4
St. Vincent, Grenadines	TF	72	74	74	-3.9	1.9	0.7	0.0	86	92	93	0.0
Trinidad Tbg	TF	386	..	..	-8.0	..	..	..	450	472	..	..
Turks, Caicos	TF	281	354	..	-20.0	26.0	..	..	..	..	..	..
US, Virgin Is	TF	590	536	..	4.8	-9.2	..	..	1,013	..	..	..
Central America		7,908	8,256	8,872	4.0	4.4	7.5	5.4	6,627	7,110	8,028	3.8
Belize	TF	242	250	277	4.2	3.5	10.7	0.2	249	248	299	0.1
Costa Rica	TF	2,100	2,192	2,343	9.2	4.4	6.9	1.4	1,999	2,152	2,425	1.1
El Salvador	TF	1,150	1,184	1,255	5.4	3.0	5.9	0.8	390	415	544	0.3
Guatemala	TF	1,219	1,225	1,305	-12.4	0.5	6.5	0.8	1,378	1,350	1,419	0.7
Honduras	TF	863	871	906	3.2	1.0	4.0	0.6	627	639	661	0.3
Nicaragua	TF	1,011	1,060	1,180	8.5	4.8	11.3	0.7	309	378	422	0.2
Panama	TF	1,324	1,473	1,606	10.3	11.2	9.1	1.0	1,676	1,928	2,259	1.1
South America		23,614	25,456	26,673	10.2	7.8	4.8	16.4	20,189	23,084	23,705	11.1
Argentina	TF	5,325	5,705	5,599	23.6	7.1	-1.9	3.4	4,942	5,354	4,895	2.3
Bolivia	TF	807	946	..	20.2	17.2	..	..	379	481	532	0.3
Brazil	TF	5,161	5,433	5,677	7.5	5.3	4.5	3.5	5,702	6,555	6,645	3.1
Chile	TF	2,801	3,137	3,554	1.5	12.0	13.3	2.2	1,645	1,889	2,201	1.0
Colombia	TF	2,385	2,045	2,175	3.6	-14.3	6.4	1.3	2,083	2,201	2,351	1.1
Ecuador	VF	1,047	1,141	1,272	8.1	9.0	11.5	0.8	781	843	1,026	0.5
French Guiana		..	..	..	..	..	..	..	..	..	..	..
Guyana	TF	152	157	..	7.7	3.3	..	..	80	..	..	..
Paraguay	TF	465	524	579	5.9	12.6	10.6	0.4	217	261	239	0.1
Peru	TF	2,299	2,598	2,846	7.4	13.0	9.5	1.7	2,008	2,360	2,657	1.2
Suriname	TF	204	220	240	35.9	7.9	8.9	0.1	61	61	..	..
Uruguay	TF	2,349	2,857	2,695	14.3	21.6	-5.7	1.7	1,509	2,203	2,076	1.0
Venezuela	TF	526	595	710	-14.5	13.0	19.3	0.4	740	739	844	0.4

Source: World Tourism Organization (UNWTO) ©

(Data as collected by UNWTO June 2013)

[1] See note on page 9

Destinations	Series[1]	International Tourist Arrivals (1000) 2010	2011	2012*	Change (%) 10/09	11/10	12*/11	Share (%) 2012*	International Tourism Receipts (US$ million) 2010	2011	2012*	Share (%) 2012*
Africa		**49,860**	**49,437**	**52,359**	**8.7**	**-0.8**	**5.9**	**100**	**30,497**	**32,705**	**33,585**	**100**
North Africa		18,756	17,055	18,536	6.7	-9.1	8.7	35.4	9,661	9,589	9,366	27.9
Algeria	VF	2,070	2,395	..	8.3	15.7	..	..	219	209	..	..
Morocco	TF	9,288	9,342	9,375	11.4	0.6	0.3	17.9	6,703	7,281	6,711	20.0
Sudan	TF	495	536	..	17.8	8.3	..	..	94	185	..	..
Tunisia	TF	6,902	4,782	5,950	0.0	-30.7	24.4	11.4	2,645	1,914	2,183	6.5
Subsaharan Africa		31,103	32,382	33,823	10.0	4.1	4.4	64.6	20,836	23,116	24,220	72.1
Angola	TF	425	481	..	16.2	13.2	..	..	719	647	..	..
Benin	TF	199	209	..	4.7	5.0	..	..	149	187	..	..
Botswana	TF	2,145	..	..	2.0	..	..	..	218	..	..	..
Burkina Faso	THS	274	238	..	1.8	-13.1	..	..	72	133	..	..
Burundi	TF	142	..	..	-33.0	..	..	..	2	3	..	..
Cameroon	THS	573	604	817	14.9	5.5	35.3	1.6	159	..	..	..
Cape Verde	THS	336	428	482	17.0	27.4	12.6	0.9	278	369	414	1.2
Cent. Afr. Rep.	TF	54	..	..	2.7	..	..	..	6	..	..	..
Chad	THS	71	..	..	1.4	..	..	..	..	..	..	..
Comoros	TF	15	..	..	35.4	..	..	..	35	42	..	..
Congo	THS	194	218	..	106.4	12.4	..	..	..	..	..	..
Côte d'Ivoire	TF	..	..	..	..	..	..	..	201	141	..	..
Dem. R. Congo	TF	81	186	..	52.8	129.6	..	..	11	11	..	..
Djibouti	TF	..	..	..	..	..	..	..	18	19	..	..
Equatorial Guinea		..	..	..	..	..	..	..	..	..	..	..
Eritrea	VF	84	107	..	5.8	27.6	..	..	..	..	..	..
Ethiopia	TF	468	523	..	9.6	11.7	..	..	522	763	..	..
Gabon		..	..	..	..	..	..	..	..	..	..	..
Gambia	TF	91	106	..	-35.7	16.4	..	..	32	96	..	..
Ghana	TF	931	..	..	16.0	..	..	..	620	694	..	..
Guinea	TF	..	..	..	..	..	..	..	2	2	..	..
Kenya	TF	1,470	1,750	..	5.6	19.1	..	..	800	926	901	2.7
Lesotho	TF	414	398	..	29.5	-4.0	..	..	25	26	..	..
Liberia		..	..	..	..	..	..	..	12	232	..	..
Madagascar	TF	196	225	256	20.5	14.8	13.7	0.5	321	..	..	..
Malawi	TF	746	767	..	-1.2	2.8	..	..	33	34	..	..
Mali	TF	169	160	..	5.6	-5.3	..	..	205	227	..	..
Mauritania		..	..	..	..	..	..	..	..	..	..	..
Mauritius	TF	935	965	965	7.3	3.2	0.1	1.8	1,282	1,488	1,477	4.4
Mozambique	TF	1,718	..	..	17.6	..	..	..	197	231	250	0.7
Namibia	TF	984	1,027	..	0.4	4.4	..	..	438	517	485	1.4
Niger	TF	74	82	..	12.7	10.4	..	..	105	96	..	..
Nigeria	TF	1,555	715	..	10.0	-54.0	..	..	576	628	622	1.9
Reunion	TF	421	471	447	-0.3	12.1	-5.3	0.9	392	434	..	..
Rwanda	TF	619	..	..	-4.2	..	..	..	202	252	282	0.8
Sao Tome Prn	TF	8	..	..	-47.4	..	..	..	11	16	15	0.0
Senegal	TF	900	1,001	..	11.1	11.2	..	..	453	484	..	..
Seychelles	TF	175	194	208	10.8	11.4	7.0	0.4	274	291	305	0.9
Sierra Leone	TF	39	52	60	5.0	35.8	13.9	0.1	26	44	..	..
Somalia		..	..	..	..	..	..	..	..	..	..	..
South Africa	TF	8,074	8,339	9,188	15.1	3.3	10.2	17.5	9,070	9,547	9,994	29.8
Swaziland	TF	868	879	..	-4.5	1.3	..	..	51	..	..	..
Tanzania	TF	754	843	1,043	8.5	11.8	23.7	2.0	1,255	1,353	1,564	4.7
Togo	THS	202	300	235	34.7	48.5	-21.7	0.4	66	79	..	..
Uganda	TF	946	1,151	..	17.3	21.7	..	..	784	950	1,084	3.2
Zambia	TF	815	906	..	14.8	11.2	..	..	125	146	..	..
Zimbabwe	VF	2,239	2,423	1,794	11.0	8.2	-26.0	3.4	634	664	749	2.2

Source: World Tourism Organization (UNWTO) © (Data as collected by UNWTO June 2013)

[1] See note on page 9

Africa – Tunisia rebounds and South Africa drives Subsaharan growth

Africa increased international arrivals by an estimated 6% in 2012, the second fastest growth by region after Asia and the Pacific. With 3 million more tourists, the region exceeded the 50 million mark for the first time ever, reaching a total of 52 million. International tourism receipts increased by 6% in real terms to US$ 34 billion. The region maintained a 5% share in the world's total arrivals count and 3% in receipts.

North Africa (+9%) showed a strong rebound from the decline in 2011, as Tunisia (+24%) started to recover from the negative demand trends following the Arab spring transition.

Subsaharan destinations posted a 5% increase. Countries with data available reflect a consolidation of growth seen in previous years. South Africa, the largest destination in the subregion, grew by 10% in 2012 to over 9 million arrivals. Other destinations with strong growth were Cameroon (+35%), Tanzania (+24%), Sierra Leone (+14%), Madagascar (+14%), Cape Verde (+13%) and the Seychelles (+7%).

Middle East – destinations showing mixed results

International tourist arrivals in the Middle East are estimated at 52 million in 2012. The region experienced a 5% drop in arrivals due to continued tensions in some of its destinations, while its largest destination Saudi Arabia (-22%) also reported a considerable decline in arrivals as it could not consolidate its bumper increase of 2011 (+61%). In international tourism receipts the region's decline was limited to 2% in real terms, with earnings totalling US$ 47 billion. The region has a 5% share in total world arrivals and 4% in receipts.

The region showed some very mixed results by destination. Egypt experienced a sustained rebound (+18%) after the decline of 2011. Palestine (+9%) and Jordan (+5%) rebounded as well. The United Arab Emirate of Dubai (+10%) continued to grow at a sustained pace, while Oman and Qatar also reportedly benefited from strong demand. Lebanon (-18%) is still suffering from the conflict in neighbouring Syria.

Destinations	Series[1]	International Tourist Arrivals							International Tourism Receipts			
		(1000)			Change (%)			Share (%)	(US$ million)			Share (%)
		2010	2011	2012*	10/09	11/10	12*/11	2012*	2010	2011	2012*	2012*
Middle East		**58,181**	**54,936**	**51,986**	**11.6**	**-5.6**	**-5.4**	**100**	**52,219**	**46,442**	**47,031**	**100**
Bahrain	TF	..	..	..	..	..	..	..	1,362	1,035	..	..
Egypt	TF	14,051	9,497	11,196	17.9	-32.4	17.9	21.5	12,528	8,707	9,940	21.1
Iraq	VF	1,518	..	..	20.3	..	..	..	1,660	1,544	..	..
Jordan	TF	4,207	3,960	4,162	11.0	-5.9	5.1	8.0	3,585	3,000	3,460	7.4
Kuwait	THS	207	269	..	-30.3	30.0	..	..	290	319	425	0.9
Lebanon	TF	2,168	1,655	1,365	17.6	-23.7	-17.5	2.6	8,064	6,871	..	..
Libya		..	..	..	..	..	..	..	60	..	..	..
Oman		..	..	..	..	..	..	..	780	996	1,095	2.3
Palestine	THS	522	449	488	31.9	-14.1	8.8	0.9	667	795	..	1.3
Qatar	TF	1,519	2,527	..	-8.4	66.4	..	..	584	1,170	2,857	6.1
Saudi Arabia	TF	10,850	17,498	13,664	-0.4	61.3	-21.9	26.3	6,712	8,459	7,432	15.8
Syria	TF	8,546	5,070	..	40.3	-40.7	..	..	6,190	..	..	..
Untd Arab Emirates[2]	THS	7,432	8,129	8,977	9.1	9.4	10.4	17.3	8,577	9,204	10,380	22.1
Yemen	TF	1,025	829	..	-0.3	-19.1	..	..	1,161	783	..	..

Source: World Tourism Organization (UNWTO) © (Data as collected by UNWTO June 2013)

[1] See note on page 9

[2] Dubai only

Outbound Tourism

Most tourists visit destinations within their own region

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

Source markets for international tourism have traditionally 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, Africa and Latin America.

Europe is currently still the world's largest source region, generating just over half of all international arrivals worldwide, followed by Asia and the Pacific (23%), the Americas (17%), the Middle East (3%) and Africa (3%).

	International Tourist Arrivals by region of origin (million)								Market share (%)	Change (%)		Average annual growth (%)
	1990	1995	2000	2005	2009	2010	2011	2012*	2011	11/10	12*/11	'05-12*
World	**436**	**529**	**677**	**807**	**892**	**949**	**995**	**1,035**	**100**	**4.8**	**4.0**	**3.6**
From:												
Europe	251.9	303.4	388.8	449.7	477.6	497.1	520.5	539.8	52.1	4.7	3.7	2.6
Asia and the Pacific	58.7	86.4	114.2	153.2	181.0	206.4	222.5	236.4	22.8	7.8	6.3	6.4
Americas	99.3	108.5	130.8	136.5	147.3	156.3	164.2	171.5	16.6	5.1	4.4	3.3
Middle East	8.2	9.3	14.1	22.9	32.2	34.5	33.8	31.7	3.1	-2.1	-6.2	4.8
Africa	9.8	11.5	14.9	19.3	25.6	28.1	29.8	30.8	3.0	6.1	3.3	6.9
Origin not specified[1]	7.9	10.3	14.0	25.4	28.2	26.5	24.1	25.0	2.4			
Same region	350.3	423.4	532.4	630.7	688.0	728.3	769.3	799.8	77.3	5.6	4.0	3.5
Other regions	77.6	95.7	130.3	151.0	175.6	194.2	201.6	210.4	20.3	3.8	4.4	4.9

Source: World Tourism Organization (UNWTO) © (Data as collected by UNWTO June 2013)

[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 seperately specified.

Top spenders in international tourism

China jumps to first place

Chinese travellers spent a record US$ 102 billion on international tourism in 2012, up 37% on 2011. Boosted by rising disposable incomes, a relaxation of restrictions on foreign travel and an appreciating currency, Chinese tourism spending has increased almost eightfold in 12 years, up from US$ 13 billion in 2000. In 2005 China ranked seventh in international tourism expenditure, and has since overtaken Italy, Japan, France and the United Kingdom. With the 2012 surge, China leaped to first place, overtaking both long-time top spender Germany (US$ 84 billion) and second largest spender United States (US$ 83 billion), which are now 2nd and 3rd in the ranking. The United Kingdom (US$ 52 billion) remains 4th, the only country in the top 10 that has not changed position.

The Russian Federation (US$ 43 billion) is another emerging economy showing an impressive advance in recent years, moving up two places in 2012 to 5th on the back of a 37% growth. As a consequence, France (US$ 37 billion) and Canada (US$ 35 billion) moved down to 6th and 7th position respectively. Further changes in the top 10 include Japan's ascent to 8th position and Australia's to 9th (both around US$ 28 billion), while Italy (US$ 26 billion) moved down to 10th position.

Although the highest growth rates in expenditure on travel abroad came from emerging economies, key traditional source markets, usually growing at a slower pace, also posted encouraging results. Spending from Germany and the United States grew by 6% and 7% respectively. The UK spent 4% more, Canada 6%, Australia 3% and Japan 2%. France and Italy were the only markets in the top ten decreasing international tourism spending. Source markets beyond the top 10 showing substantial growth were Norway, United Arab Emirates, Switzerland, Malaysia, Kuwait, Poland, Philippines, Thailand, Qatar, Ukraine, Egypt and Colombia.

Rank		International Tourism Expenditure (US$ billion)		Local currencies change (%)		Market share (%)	Population 2012	Expenditure per capita
		2011	2012*	11/10	12*/11	2012*	(million)	(US$)
1	China	72.6	102.0	26.2	37.2	9.5	1,354	75
2	Germany	85.9	83.8	4.7	5.8	7.8	82	1,023
3	United States	78.2	83.5	3.6	6.7	7.8	314	266
4	United Kingdom	51.0	52.3	-1.6	4.1	4.9	63	828
5	Russian Federation	32.9	42.8	19.3	36.5	4.0	142	302
6	France	44.1	37.2	7.6	-8.7	3.5	63	586
7	Canada	33.3	35.1	7.6	6.2	3.3	35	1,007
8	Japan	27.2	27.9	-11.2	2.4	2.6	128	218
9	Australia	26.7	27.6	7.0	2.9	2.6	23	1,210
10	Italy	28.7	26.4	0.8	-0.3	2.5	61	433

Source: World Tourism Organization (UNWTO) © (Data as collected by UNWTO June 2013)

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

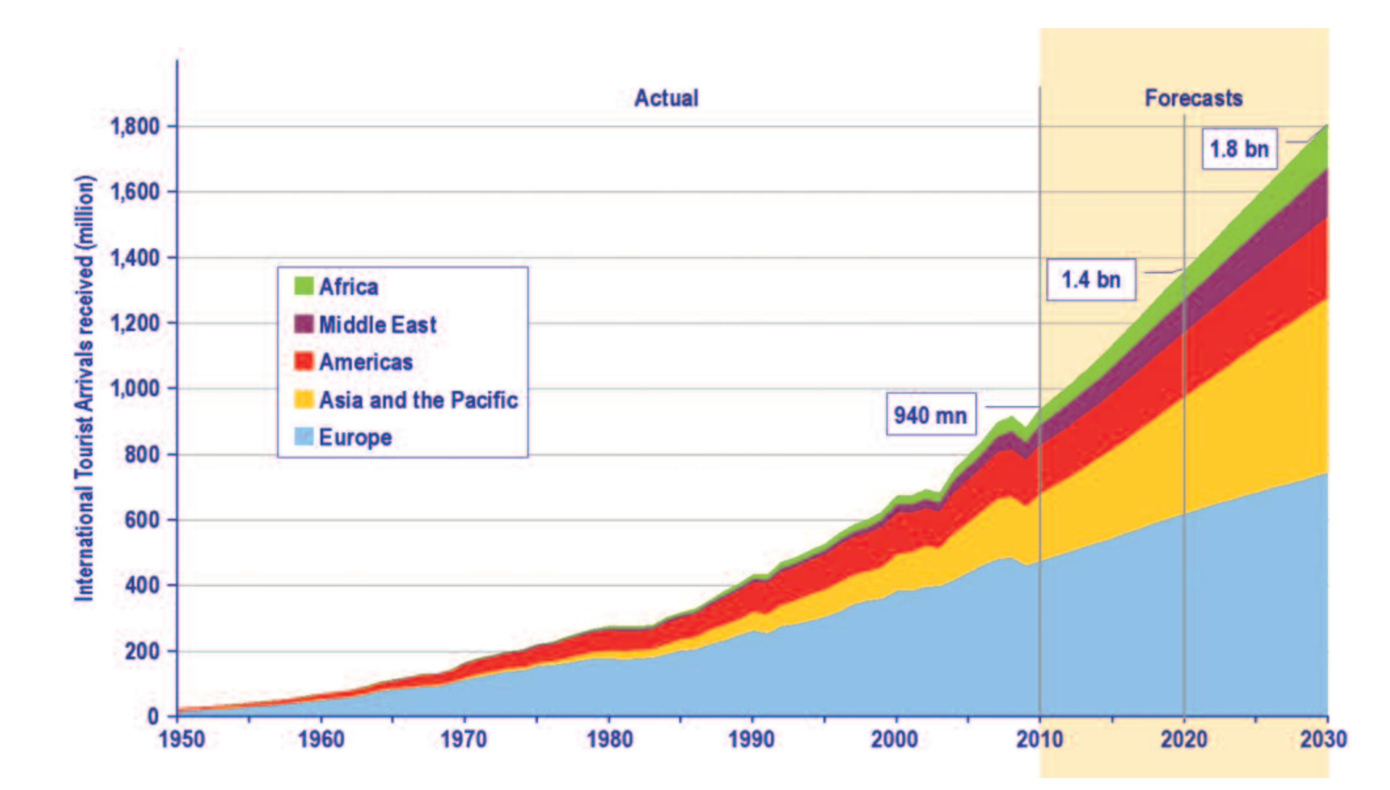
According to *Tourism Towards 2030*, the number of international tourist arrivals worldwide is expected to increase by an average 3.3% a year over the period 2010 to 2030. Over time, the rate of growth will gradually slow, from 3.8% in 2012 to 2.9% in 2030, but on top of growing base numbers. In absolute numbers, international tourist arrivals will increase by some 43 million a year, compared with an average increase of 28 million a year during the period 1995 to 2010. At the projected pace of growth, international tourist arrivals worldwide are expected to reach 1.4 billion by 2020 and 1.8 billion by the year 2030.

International tourist arrivals in the 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 that in advanced economy destinations (+2.2% a year). As a result, arrivals in emerging economies are expected to exceed those in 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 region, the strongest 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 more slowly.

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: Actual trend and forecast 1950-2030



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-'30, of which				
	1980	1995	2010	2020	2030	1980-'95	'95-2010		2010-'20	2020-'30	2010	2030
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/Mediter. Eu.	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] Classication 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 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 2013. For information on current short-term tourism data and trends, please refer to the *UNWTO World Tourism Barometer* at: 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.

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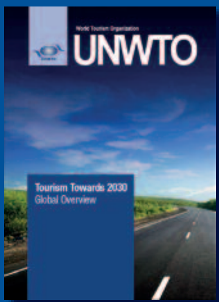
Cover image: Victoria Falls

World Tourism Organization

UNWTOPUBLICATIONS

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*



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*

Key Outbound Tourism Markets in South-East Asia

Asia and the Pacific is not only a major tourism destination region but also an increasingly important tourism outbound market. This study, a collaborative project between Tourism Australia (TA) and UNWTO, aims to provide an up-to-date perspective of the major tourism trends in five key outbound markets: Indonesia, Malaysia, Singapore, Thailand and Vietnam. The report includes an overview of tourism demand and travel patterns, a detailed country-specific analysis and a comparative evaluation of current and future tourism potential. *Available in English*

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*

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 Chinese Outbound Travel Market and Understanding Chinese Outbound Tourism

China is the fastest-growing tourism source market in the world, and the top international tourism spender since 2012. In view of the worldwide interest in this market, ETC and UNWTO have prepared two joint reports on this subject: *The Chinese Outbound Travel Market – 2012 Update,* which offers an overview of the features and rapid evolution of the Chinese outbound tourism market, and *Understanding Chinese Outbound Tourism – What the Chinese Blogosphere is Saying about Europe,* which analyses the trends, themes and behaviour of Chinese tourists based on the analysis of online social media and internet searches.
Available in English

The Russian Outbound Travel Market, The Indian Outbound Travel Market and The Middle East Outbound Travel Market

The Middle Eastern, Indian and 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 in-depth studies of each unique market, which aim to provide the necessary information to understand the structure and trends of these growing markets. Topics covered include: destination choice, purpose of travel, tourism expenditure, 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 2007 to 2011, 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 2007 to 2011, with methodological notes in English, French and Spanish.

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