UNWTO
World Tourism Organization

UNWTO Tourism Highlights

2010 Edition

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International Tourism

International tourism – a 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 for socio-economic progress through the creation of jobs and enterprises, infrastructure development and the export revenues earned.

As an internationally traded service, inbound tourism has become one of the major trade categories.
The overall export income generated by inbound tourism, including passengers transport, exceeded US$ 1 trillion in 2009, or close to US$ 3 billion a day. 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 automotive products. For many developing countries it is one of the main sources for foreign exchange income and the number one export category, creating much needed employment and opportunities for development.

The contribution of tourism to economic activity worldwide is estimated at some 5%. Tourism's contribution to employment tends to be slightly higher relatively and is estimated in the order of 6-7% of the overall number of jobs worldwide (direct and indirect).

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 to implement the 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 currently still fragmented information from countries with data available, tourism's contribution to worldwide gross domestic product (GDP) is estimated at some 5%. 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, or specific regional and local destinations where tourism is a key economic sector, the importance of tourism tends to be even higher.

Key trends 2009:

- Under the impact of the worldwide financial crisis and following economic recession, international tourist arrivals declined by 4.2% in 2009 to 880 million.
- International tourism receipts reached US$ 852 billion (611 billion euros) in 2009, corresponding to a decrease in real terms of 5.7% on 2008.
- Growth returned to international tourism in the last quarter of 2009 after 14 months of decline.

Current developments and outlook:

- According to the August 2010 Interim Update of the *UNWTO World Tourism Barometer*, worldwide international tourist arrivals increased by 7% between January and June 2010 compared to the very depressed levels of the same period of 2009, thus continuing the recovery trend that started in the last quarter of 2009.
- In the second half of the year the rate of growth is likely to slow. For the full year 2010 UNWTO projects a growth in international tourist arrivals of between 3% and 4%.

Long-term trend:

- Over the past six decades, tourism has experienced continued expansion and diversification to become one of the largest and fastest growing economic sectors in the world. Many new destinations have emerged alongside the traditional ones of Europe and North America.
- In spite of occasional shocks, international tourist arrivals have shown virtually uninterrupted growth – from 25 million in 1950, to 277 million in 1980, to 438 million in 1990, to 681 million in 2000, and the current 880 million.
- The dismal results of 2009 followed four years of strong, above trend growth. Including 2009, average annual growth since 2000 has been 3%.
- As growth has been particularly fast in the world's emerging regions, the share in international tourist arrivals received by emerging and developing countries has steadily risen, from 32% in 1990 to 47% in 2009.
- By 2020 international arrivals are expected to reach 1.6 billion.

UNWTO Tourism Highlights is a publication of the World Tourism Organization (UNWTO), released on the occasion of World Tourism Day, celebrated annually on 27 September. In 2010, World Tourism Day will take place under the theme 'Tourism and biodiversity' and will be hosted by China.
Tourism Highlights aims to provide a consolidated set of data and trends for international tourism during the year prior to its date of publication. For information on current short-term tourism data and trends, please refer to the *UNWTO World Tourism Barometer* at www.unwto.org/facts/eng/barometer.htm.

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 154 countries, 7 territories, 2 permanent observers and over 400 Affiliate Members.

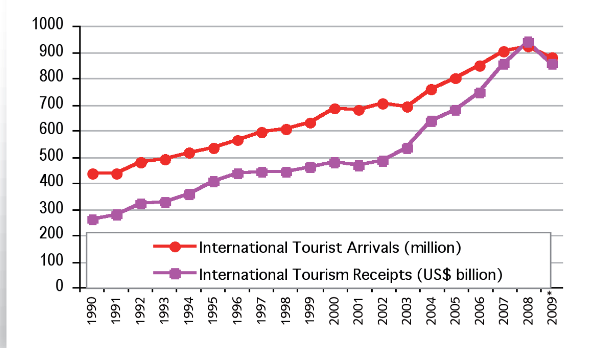
Overview International Tourism

2009 – an exceptionally challenging year

The global economic recession aggravated by the uncertainty around the A(H1N1) influenza pandemic turned 2009 into one of the toughest years for the tourism sector. International tourist arrivals for business, leisure and other purposes totalled 880 million in 2009, corresponding to a worldwide decline of 4.2%. Growth returned in the last quarter of 2009, after 14 months of negative results. The 2% upswing registered in the last quarter of 2009 contrasts with the declines of 10%, 7% and 2% felt in the first three quarters respectively. Asia and the Pacific and the Middle East led the recovery with growth already turning positive in both regions in the second half of 2009.

Except for Africa, which bucked the global trend with a 3% growth, all world regions were negative in 2009. Europe (-6%), the Middle East (-5%) and the Americas (-5%) were the hardest hit regions. Asia and the Pacific achieved the most impressive upturn, from a 7% decline between January and June to a 4% growth in the second half of the year, closing the year at -2%.

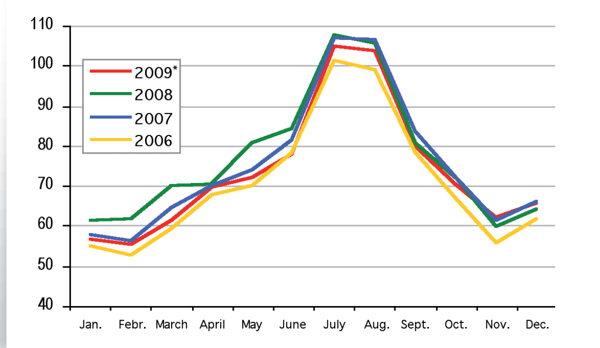
Inbound Tourism 1990-2009*



Source: World Tourism Organization (UNWTO) ©

Inbound Tourism by month

International Tourism Arrivals (million)



Source: World Tourism Organization (UNWTO) ©

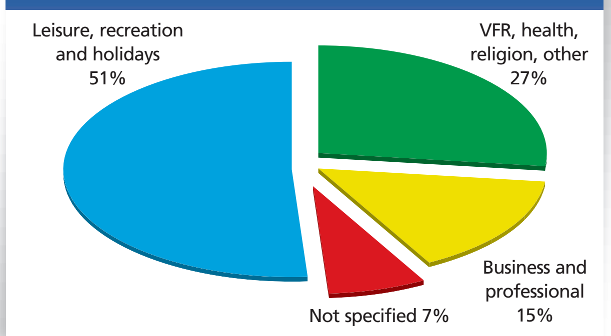
Most travel by air and for the purpose of leisure

In 2009, travel for leisure, recreation and holidays accounted for just over half of all international tourist arrivals (51% or 446 million arrivals).
Some 15% of international tourists reported travelling for business and professional purposes and another 27% travelled for specific 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 (53%) in 2009, while the remainder travelled over the surface (47%) – whether by road (39%), rail (3%) or over water (5%). Over time, the trend has been for air transport to grow at a faster pace than surface transport, so the share of air transport is gradually increasing.

Inbound tourism by purpose of visit, 2009*

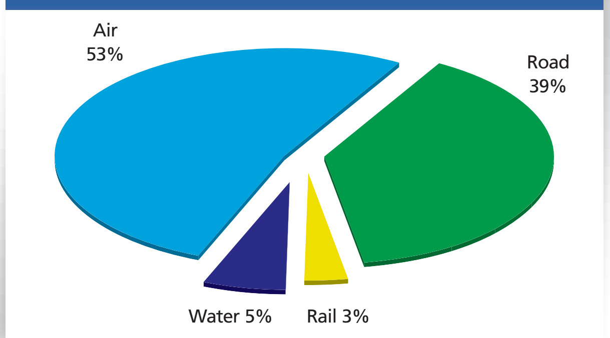
(share)



Source: World Tourism Organization (UNWTO) ©

Inbound tourism by mode of transport, 2009*

(share)



Source: World Tourism Organization (UNWTO) ©

International Tourist Arrivals

	International Tourist Arrivals (million)							Market share (%)	Change (%)		Average annual growth (%)
	1990	1995	2000	2005	2007	2008	2009*	2009*	08/07	09*/08	'00-'09*
World	**438**	**533**	**683**	**802**	**901**	**919**	**880**	**100**	**2.0**	**-4.2**	**2.9**
Advanced economies[1]	**300**	**339**	**423**	**451**	**496**	**494**	**470**	**53.4**	**-0.4**	**-4.9**	**1.2**
Emerging economies[1]	**139**	**194**	**260**	**351**	**405**	**425**	**410**	**46.6**	**4.9**	**-3.4**	**5.2**
By UNWTO regions:											
Europe	**265.0**	**309.1**	**392.2**	**441.0**	**485.4**	**487.2**	**459.7**	**52.2**	**0.4**	**-5.7**	**1.8**
Northern Europe	28.6	35.8	43.7	52.8	58.1	56.4	53.1	6.0	-2.9	-5.8	2.2
Western Europe	108.6	112.2	139.7	141.7	153.9	153.2	146.0	16.6	-0.4	-4.7	0.5
Central/Eastern Europe	33.9	58.1	69.3	87.5	96.6	100.0	89.5	10.2	3.5	-10.4	2.9
Southern/Mediter. Eu.	93.9	103.0	139.5	159.1	176.8	177.7	171.1	19.4	0.5	-3.7	2.3
Asia and the Pacific	**55.8**	**82.0**	**110.1**	**153.6**	**182.0**	**184.0**	**181.2**	**20.6**	**1.1**	**-1.6**	**5.7**
North-East Asia	26.4	41.3	58.3	86.0	101.0	101.0	98.1	11.1	0.0	-2.9	5.9
South-East Asia	21.2	28.4	36.1	48.5	59.7	61.7	62.1	7.1	3.4	0.6	6.2
Oceania	5.2	8.1	9.6	11.0	11.2	11.1	10.9	1.2	-0.9	-1.8	1.4
South Asia	3.2	4.2	6.1	8.1	10.1	10.3	10.1	1.1	1.1	-1.5	5.8
Americas	**92.8**	**109.0**	**128.9**	**134.0**	**143.9**	**147.8**	**140.7**	**15.9**	**2.8**	**-4.8**	**1.0**
Noth America	71.7	80.7	91.5	89.9	95.3	97.7	92.1	10.5	2.6	-5.7	0.1
Caribbean	11.4	14.0	17.1	18.8	19.8	20.1	19.5	2.2	1.2	-2.9	1.5
Central America	1.9	2.6	4.3	6.3	7.8	8.2	7.6	0.9	6.4	-7.4	6.5
South America	7.7	11.7	15.9	19.0	21.0	21.8	21.4	2.3	3.8	-1.6	3.3
Africa	**14.8**	**18.9**	**26.5**	**35.4**	**43.1**	**44.2**	**45.6**	**5.2**	**2.5**	**3.1**	**6.2**
North Africa	8.4	7.3	10.2	13.9	16.3	17.1	17.6	2.0	4.8	2.5	6.2
Subsaharan Africa	6.4	11.6	16.3	21.5	26.9	27.2	28.1	3.2	1.1	3.4	6.3
Middle East	**9.6**	**13.7**	**24.9**	**37.8**	**46.7**	**55.6**	**52.9**	**6.0**	**19.0**	**-4.9**	**8.8**

Source: World Tourism Organization (UNWTO) © (Data as collected by UNWTO, August 2010)

[1] Based on the classification by the International Monetary Fund (IMF), see page 147 of www.imf.org/external/pubs/ft/weo/2010/01/pdf/text.pdf.

International Tourism Receipts

International tourism receipts declined by 5.7% in 2009

International tourism receipts reached US$ 852 billion (611 billion euros) in 2009, down from US$ 941 billion (euro 640 billion) in the previous year. In absolute terms, international tourism receipts decreased by US$ 89 billion, but only by euro 29 billion due to the appreciation of the US dollar against several world currencies and, in particular the euro (from its historic low against the euro in 2008, the US dollar recovered some 5% in 2009).

In real terms, i.e. using local currencies at constant prices in order to adjust for exchange rate fluctuations and inflation, international tourism receipts decreased by 5.7% in 2009. This was the first year of decline since 2003, when international tourism was hit by the Iraq war and the outbreak of SARS, decreasing then by 1.3% in real terms. As in most years, the difference in the trend in receipts and arrivals was fairly narrow in 2009, showing that the slowdown in receipts is mostly linked to the dip in arrivals rather than to reduced expenditure.

All regions suffered a drop in receipts in real terms, albeit with varying rates of decline. The brunt of the losses were born by the Americas (-10%), and Europe (-7%). Asia and the Pacific (-1%), the Middle East (-1%) and Africa (-4%) did comparatively better than the world average. In the case of Asia and the Pacific, the decline followed a series of five very strong years.

By subregion, only Oceania (+5%) and North-East Asia (+1%) showed positive growth in real terms. Despite negative results, South Asia (0%), South America (-1%) and Northern Europe (-3%) performed above the world average.

	International Tourism Receipts (billion)							Change current prices (%)			Change constant prices (%)		
	1990	1995	2000	2005	2007	2008	2009*	07/06	08/07	09*/08	07/06	08/07	09*/08
Local currencies								9.1	6.3	-4.1	5.5	1.3	-5.7
US$	264	405	478	679	858	941	852	15.3	9.7	-9.4	12.1	5.7	-9.1
Euro	207	310	517	545	626	640	611	5.7	2.2	-4.5	3.5	-1.0	-4.8

Source: World Tourism Organization (UNWTO) © (Data as collected by UNWTO, August 2010)

	International Tourism Receipts Local currencies, constant prices, change (%)			Share (%)	US$ Receipts (billion)		US$ per arrival	Euro Receipts (billion)		Euro per arrival
	07/06	08/07	09*/08	2009*	2008	2009*	2009*	2008	2009*	2009*
World	**5.5**	**1.3**	**-5.7**	**100**	**941**	**852**	**970**	**640**	**611**	**690**
Advanced economies[1]	**4.9**	**1.9**	**-6.7**	**64.2**	**613**	**547**	**1.160**	**417**	**392**	**830**
Emerging economies[1]	**6.8**	**0.1**	**-3.8**	**35.8**	**328**	**305**	**740**	**223**	**219**	**530**
By UNWTO regions:										
Europe	**2.7**	**-1.2**	**-6.6**	**48.5**	**473.7**	**413.0**	**900**	**322.0**	**296.1**	**640**
Northern Europe	4.0	-2.0	-2.9	7.1	70.2	60.9	1,150	47.8	43.6	820
Western Europe	2.2	-2.3	-7.2	16.9	162.2	143.7	980	110.3	103.0	710
Central/Eastern Europe	8.9	2.1	-8.2	5.6	57.8	47.4	530	39.3	34.0	380
Southern/Mediter. Eu.	0.9	-0.8	-7.0	18.9	183.5	161.1	940	124.7	115.5	670
Asia and the Pacific	**10.0**	**4.6**	**-0.7**	**23.9**	**208.9**	**203.7**	**1,120**	**142.1**	**146.1**	**810**
North-East Asia	8.3	8.4	0.7	11.8	99.9	100.3	1,020	67.9	71.9	730
South-East Asia	16.0	-1.0	-6.3	6.4	59.8	54.3	870	40.6	38.9	630
Oceania	6.4	2.9	5.2	3.9	33.7	33.5	3,080	22.9	24.0	2,210
South Asia	6.8	7.4	-0.2	1.8	15.5	15.6	1,550	10.6	11.2	1,110
Americas	**6.6**	**4.9**	**-10,1**	**19.4**	**188.1**	**165.2**	**1,170**	**127.9**	**118.5**	**840**
North America	7.6	6.9	-12.3	14.0	138.9	118.9	1,290	94.5	85.2	930
Caribbean	0.9	-3.1	-4.9	2.6	23.6	22.2	1,140	16.1	16.0	820
Central America	10.6	-1.1	-7.1	0.7	6.4	5.9	770	4.3	4.2	550
South America	6.8	2.4	-1.3	2.1	19.2	18.2	850	13.1	13.0	610
Africa	**9.7**	**-3.5**	**-4.4**	**3.4**	**30.2**	**28.9**	**630**	**20.5**	**20.7**	**450**
North Africa	7.4	-3.9	-4.3	1.2	10.8	9.9	570	7.3	7.1	410
Subsaharan Africa	10.9	-3.3	-4.4	2.2	19.4	18.9	670	13.2	13.6	480
Middle East	**9.4**	**0.8**	**-0.9**	**4.8**	**39.7**	**41.2**	**780**	**27.0**	**29.5**	**560**

Source: World Tourism Organization (UNWTO) © (Data as collected by UNWTO, August 2010)

[1] Based on the classification by the International Monetary Fund (IMF), see page 147 of www.imf.org/external/pubs/ft/weo/2010/01/pdf/text.pdf.

Visitor expenditure on accommodation, food and drink, local transport, entertainment, shopping, is an important pillar of the economies of many destinations, creating much needed employment and opportunities for development. For more than 80 countries receipts from international tourism were over US$ 1 billion in 2009.

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).

Although the availability of comparable international data broken down at this level has its limitations, the export value of international passenger transport has in recent years been estimated at some 16% of the combined receipts from international tourism and international passenger transport. For 2009, this corresponds to some US$ 161 billion, as against US$ 185 billion in 2008.

This implies that total receipts from international tourism, including international passenger transport, exceeded US$ 1 trillion in 2009. In other words, international tourism contributes close to US$ 3 billion a day to worldwide export earnings.

World's Top Tourism Destinations

No major changes in the top ten

When ranked according to the two key tourism indicators – international tourist arrivals and international tourism receipts – it is interesting to note that eight of the top ten destinations appear in both lists, even though they show 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 spite of the decreases suffered by most destinations in 2009, there have been only slight changes in the ranking of the top ten destinations by international tourist arrivals, while the ranking in terms of international tourism receipts remains unchanged compared to the 2008 ranking. The first three places in both arrivals and receipts are still occupied by France, Spain and the USA, albeit in a different order. France (74 million tourists) continues to lead the ranking of the world's major tourism destinations in terms of arrivals and ranks third in receipts. The USA ranks first in receipts with US$ 94 billion and second in arrivals. Spain maintains its position as the second biggest earner worldwide and the first in Europe, and ranks third in arrivals.

China and Italy rank fourth and fifth, respectively, in arrivals, and in reverse order for receipts. The UK is sixth in terms of arrivals and seventh in receipts. Both Turkey and Germany climbed one rank in arrivals, occupying the seventh and eighth positions respectively. In receipts, Germany kept its sixth place and Turkey the ninth. Malaysia entered the 2009 top ten taking the number nine spot in arrivals. Completing the top ten ranking in arrivals were Mexico (10th) and in receipts, Australia (8th) and Austria (10th).

International Tourist Arrivals

Rank		Series	million 2008	million 2009*	Change (%) 08/07	Change (%) 09*/08
1	France	TF	79.2	74.2	-2.0	-6.3
2	United States	TF	57.9	54.9	3.5	-5.3
3	Spain	TF	57.2	52.2	-2.5	-8.7
4	China	TF	53.0	50.9	-3.1	-4.1
5	Italy	TF	42.7	43.2	-2.1	1.2
6	United Kingdom	TF	30.1	28.0	-2.4	-7.0
7	Turkey	TF	25.0	25.5	12.3	2.0
8	Germany	TCE	24.9	24.2	1.9	-2.7
9	Malaysia	TF	22.1	23.6	5.1	7.2
10	Mexico	TF	22.6	21.5	5.9	-5.2

International Tourism Receipts

Rank		US$ billion 2008	US$ billion 2009*	US$ Change (%) 08/07	US$ Change (%) 09*/08	Local currencies Change (%) 08/07	Local currencies Change (%) 09*/08
1	United States	110.0	93.9	13.5	-14.6	13.5	-14.6
2	Spain	61.6	53.2	6.9	-13.7	-0.4	-9.0
3	France	56.6	49.4	4.2	-12.7	-2.9	-7.9
4	Italy	45.7	40.2	7.2	-12.0	-0.1	-7.2
5	China	40.8	39.7	9.7	-2.9	9.7	-2.9($)
6	Germany	40.0	34.7	11.1	-13.3	3.5	-8.5
7	United Kingdom	36.0	30.0	-6.7	-16.6	1.6	-1.6
8	Australia	24.8	25.6	11.0	3.4	10.7	11.2
9	Turkey	22.0	21.3	18.7	-3.2	18.7	-3.2($)
10	Austria	21.6	19.4	15.5	-10.1	7.6	-5.2

Source: World Tourism Organization (UNWTO) © (Data as collected by UNWTO, August 2010)
$ = percentage derived from series in US$ instead of local currency

Regional Results

Europe – nearby markets proved more resistant

Out of all the regions in the world, Europe's tourism sector, the world's largest and most mature, has been the hardest hit by the recession. The region, which accounted for 52% of international tourist arrivals and 48% of international tourism receipts in 2009, saw arrivals decrease by 6% to 460 million, while receipts declined 7% in real terms to US$ 413 bn (euro 296 billion).

Destinations in Central and Eastern Europe were particularly badly hit, while results in Western, Southern and Mediterranean Europe were relatively better. Many countries in Central and Eastern Europe have been more severely affected by the economic recession and are finding the return to growth more difficult. Overall, arrivals in the subregion are estimated to have fallen by 10%.

Nevertheless, a few European destinations still succeeded in posting positive results: Hungary (+3%), Sweden (+3%), Turkey (+2%) and Italy (+1%). Various other European destinations with easy access over land from nearby markets, such as Croatia (-1%), the Netherlands (-2%), Germany (-3%), Austria (-3%) and Switzerland (-4%), also did better than the region's average. Among the more affected in 2009 were destinations within the euro area and with a marked reliance on the UK source market such as Cyprus (-11%) and Spain (-9%), which suffered the impact of a historically weak UK pound. France, the world's first destination by arrivals, and Greece (both -6%) just matched the trend for the region.

Major destinations	Series[1]	International Tourist Arrivals (1000) 2007	(1000) 2008	(1000) 2009*	Change (%) 08/07	Change (%) 09*/08	Share (%) 2009*	International Tourism Receipts (US$ million) 2007	(US$ million) 2008	(US$ million) 2009*	Share (%) 2009*
Europe		**485,411**	**487,616**	**460,103**	**0.5**	**-5.6**	**100**	**435,350**	**473,665**	**413,082**	**100**
Austria	TCE	20,773	21,935	21,355	5.6	-2.6	4.6	18,695	21,587	19,404	4.7
Belgium	TCE	7,045	7,165	6,814	1.7	-4.9	1.5	10,989	11,762	9,801	2.4
Bulgaria	TF	5,151	5,780	5,739	12.2	-0.7	1.2	3,550	4,204	3,728	0.9
Croatia	TCE	9,307	9,415	9,335	1.2	-0.9	2.0	9,254	10,971	8,880	2.1
Cyprus	TF	2,416	2,404	2,141	-0.5	-10.9	0.5	2,685	2,737	2,162	0.6
Czech Rep	TCE	6,680	6,649	6,081	-0.5	-8.5	1.3	6,383	7,207	6,478	1.6
Finland	TF	3,519	3,583	3,423	1.8	-4.5	0.7	2,837	3,208	2,820	0.7
France	TF	80,853	79,218	74,200	-2.0	-6.3	16.1	54,273	56,573	49,398	12.0
Germany	TCE	24,420	24,886	24,224	1.9	-2.7	5.3	36,038	40,021	34,709	8.4
Greece	TF	16,165	15,939	14,915	-1.4	-6.4	3.2	15,513	17,114	14,506	3.5
Hungary	TF	8,638	8,814	9,058	2.0	2.8	2.0	4,721	5,935	5,631	1.4
Ireland	TF	8,332	8,026	7,189	-3.7	-10.4	1.6	6,066	6,294	4,890	1.2
Israel	TF	2,068	2,572	2,321	24.4	-9.7	0.5	3,095	4,144	3,634	0.9
Italy	TF	43,654	42,734	43,239	-2.1	1.2	9.4	42,651	45,727	40,249	9.7
Kazakhstan	TF	3,876	3,447	3,118	-11.1	-9.5	0.7	1,013	1,012	963	0.2
Netherlands	TCE	11,008	10,104	9,921	-8.2	-1.8	2.2	13,305	13,342	12,365	3.0
Norway	TF	4,377	4,347	4,346	-0.7	0.0	0.9	4,522	4,911	4,204	1.0
Poland	TF	14,975	12,960	11,890	-13.5	-8.3	2.6	10,599	11,768	9,011	2.2
Portugal	TF	12,321	..	..	..	..	..	10,145	10,943	9,650	2.3
Russian Federation	TF	20,605	21,566	19,420	4.7	-10.0	4.2	9,447	11,819	9,297	2.3
Spain	TF	58,666	57,192	52,231	-2.5	-8.7	11.4	57,645	61,628	53,177	12.9
Sweden	TCE	5,224	4,728	4,875	-9.5	3.1	1.1	11,997	12,494	12,100	2.6
Switzerland	THS	8,448	8,608	8,294	1.9	-3.7	1.8	12,181	14,408	13,945	3.4
Turkey	TF	22,248	24,994	25,506	12.3	2.0	5.5	18,487	21,951	21,250	5.1
Ukraine	TF	23,122	25,392	20,741	9.8	-18.3	4.5	4,597	5,768	3,576	0.9
United Kingdom	TF	30,871	30,142	28,033	-2.4	-7.0	6.1	38,602	36,028	30,038	7.3

Source: World Tourism Organization (UNWTO) © (Data as collected by UNWTO, August 2010)
[1] See note on page 7

Asia and the Pacific – rebounding strongly in second half of 2009

International tourist arrivals in Asia and the Pacific decreased by 2% to 181 million (21% of world total), while receipts declined by 1% in real terms to US$ 204 billion (24% of world total). Tourism performance, however, demonstrated an extraordinary rebound in the course of the year. While arrivals declined by 7% between January and June, the second half of 2009 saw 4% growth reflecting improved regional economic results and prospects.

South-East Asia performed best, closing 2009 with an increase in arrivals of 1%, driven by the positive results of Malaysia (+7%), Cambodia (+2%) and Indonesia (+1%). In North-East Asia the year was still down 3%, with China, the top destination of the region, down 4%, but the Republic of Korea and Taiwan (pr. of China) up by 13% and 14% respectively. International arrivals in South Asia decreased by 2%. Pakistan (+4%) and Sri Lanka (+2%) reported positive results, while India declined by 3%. In Oceania, arrivals also declined by 2%, with results for Australia and New Zealand both flat.

Major destinations		International Tourist Arrivals						International Tourism Receipts			
		(1000)			Change (%)		Share (%)	(US$ million)			Share (%)
	Series[1]	2007	2008	2009*	08/07	09*/08	2009*	2007	2008	2009*	2009*
Asia and the Pacific		**182,046**	**184,044**	**181,189**	**1.1**	**-1.6**	**100**	**186,307**	**208,934**	**203,741**	**100**
Australia	VF	5,644	5,586	5,584	-1.0	0.0	3.1	22,308	24,756	25,594	12.6
Cambodia	TF	1,873	2,001	2,046	6.8	2.2	1.1	1,135	1,219	1,185	0.6
China	TF	54,720	53,049	50,875	-3.1	-4.1	28.1	37,233	40,843	39,675	19.5
Fiji	TF	540	583	539	8.0	-7.7	0.3	497	544	..	..
Guam	TF	1,225	1,142	1,053	-6.8	-7.8	0.6	..	..	..	..
Hong Kong (China)	TF	17,154	17,320	16,926	1.0	-2.3	9.3	13,754	15,304	16,463	8.1
India	TF	5,082	5,283	5,109	4.0	-3.3	2.8	10,729	11,832	11,136	5.5
Indonesia	TF	5,506	6,234	6,324	13.2	1.4	3.5	5,346	7,375	6,318	3.1
Iran	TF	2,219	2,034	..	-8.3	..	..	1,677	1,908	..	..
Japan	VF	8,347	8,351	6,790	0.0	-18.7	3.7	9,334	10,821	10,305	5.1
Korea, Republic of	VF	6,448	6,891	7,818	6.9	13.4	4.3	6,138	9,774	9,442	4.6
Lao P,D,R,	TF	1,142	1,295	1,239	13.4	-4.3	0.7	233	276	268	0.1
Macao (China)	TF	12,942	| 10,610	10,402	n/a	-2.0	5.7	13,076	16,757	..	..
Malaysia	TF	20,973	22,052	23,646	5.1	7.2	13.1	14,044	15,277	15,772	7.8
Maldives	TF	676	683	656	1.0	-4.0	0.4	602	664	590	0.3
New Zealand	VF	2,466	2,459	2,458	-0.3	0.0	1.4	5,436	5,012	4,398	2.2
Nepal	TF	527	500	510	-5.0	1.9	0.3	198	336	371	0.2
Pakistan	TF	840	823	855	-2.0	3.9	0.5	276	316	272	0.2
Philippines	TF	3,092	3,139	3,017	1.5	-3.9	1.7	4,933	2,499	2,329	1.1
Singapore	TF	7,957	7,778	7,488	-2.2	-3.7	4.1	9,066	10,722	9,187	4.5
Sri Lanka	TF	494	438	448	-11.2	2.1	0.2	385	342	350	0.2
Taiwan (pr, of China)	VF	3,716	3,845	4,395	3.5	14.3	2.4	5,213	5,937	6,958	3.4
Thailand	TF	14,464	14,584	14,145	0.8	-3.0	7.8	16,669	18,173	15,901	7.8
Vietnam	VF	4,229	4,236	3,747	0.2	-11.5	2.1	3,750	3,930	3,050	1.5

Source: World Tourism Organization (UNWTO) © (Data as collected by UNWTO, August 2010)

[1] See note below

* = 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.

Regional Results

Americas – battered by the recession and the A(H1N1) influenza epidemic

Aside from the economic recession impacting severely in North America, the Americas was also the region most plagued by the uncertainties raised by the A(H1N1) influenza outbreak with the months of May, June and July presenting some of the most significant declines in arrivals during 2009. International tourist arrivals for the year fell by 5% to 141 million (16% of world total), while international tourism receipts decreased by 10% in real terms to US$ 165 billion (19% of world total).

The three leading destinations of the region, the United States, Mexico (both -5%) and Canada (-8%), all ended 2009 with arrivals down on the previous year. South America, a subregion which seems to be weathering the recession well, managed to contain the decline at 1%. Bolivia (+13%), Colombia (+11%), Uruguay (+7%), Peru (+4%), Paraguay (+3%) and Chile (+2%) all reported growth, but could not offset the decreases of the two largest destinations of the subregion, Argentina (-8%) and Brazil (-5%). Arrivals in the Caribbean declined by 3%, with three of the major destinations, Cuba, Jamaica (both +4%) and the Dominican Republic (+0.3%), posting positive results. In Central America arrivals declined by 7%, with Nicaragua (+9%) as a notable exception on the trend.

Major destinations		International Tourist Arrivals (1000)			Change (%)		Share (%)	International Tourism Receipts (US$ million)			Share (%)
	Series[1]	2007	2008	2009*	08/07	09*/08	2009*	2007	2008	2009*	2009*
Americas		**143,852**	**147,830**	**140,679**	**2.8**	**-4.6**	**100**	**171,356**	**188,145**	**165,227**	**100**
Argentina	TF	4,562	4,700	4,329	3.0	-7.9	3.1	4,314	4,646	3,916	2.4
Aruba	TF	772	827	813	7.0	-1.7	0.6	1,256	1,411	1,295	0.8
Bahamas	TF	1,528	1,463	1,327	-4.2	-9.3	0.9	2,187	2,153	1,938	1.2
Barbados	TF	575	568	519	-1.2	-8.6	0.4	1,189	1,194	1,096	0.7
Bolivia	TF	573	594	671	3.7	13.1	0.5	292	275	279	0.2
Brazil	TF	5,026	5,050	4,802	0.5	-4.9	3.4	4,953	5,785	5,305	3.2
Canada	TF	17,935	17,142	15,771	-4.4	-8.0	11.3	15,568	15,668	13,707	8.3
Chile	TF	2,507	2,699	2,750	7.7	1.9	2.0	1,478	1,674	1,568	0.9
Colombia	TF	2,115	2,168	..	2.5	..	..	1,669	1,844	1,999	1.2
Costa Rica	TF	1,980	2,089	1,923	5.5	-8.0	1.4	2,026	2,285	2,075	1.3
Cuba	TF	2,119	2,316	2,405	9.3	3.8	1.7	2,141	2,258	2,080	1.3
Dominican Rp	TF	3,980	3,980	3,992	0.0	0.3	2.8	4,064	4,166	4,065	2.5
Ecuador	VF	937	1,005	968	7.2	-3.7	0.7	623	742	663	0.4
El Salvador	TF	1,339	1,385	1,091	3.5	-21.2	0.8	482	425	319	0.2
Guatemala	TF	1,448	1,527	1,392	5.4	-8.8	1.0	1,055	1,068	820	0.5
Honduras	TF	831	899	870	8.2	-3.3	0.6	546	619	611	0.4
Jamaica	TF	1,701	1,767	1,831	3.9	3.6	1.3	1,910	1,976	1,938	1.2
Mexico	TF	21,370	22,637	21,454	5.9	-5.2	15.3	12,852	13,289	11,275	6.8
Nicaragua	TF	800	858	932	7.2	8.6	0.7	255	276	346	0.2
Panama	TF	1,103	1,247	1,200	13.0	-3.7	0.9	1,185	1,408	1,483	0.9
Paraguay	TF	416	428	439	3.0	2.6	0.3	102	109	112	0.1
Peru	TF	1,916	2,058	2,140	7.4	4.0	1.5	1,723	1,991	2,046	1.2
Puerto Rico	TF	3,687	3,716	3,551	0.8	-4.5	2.5	3,414	3,535	3,473	2.1
United States	TF	55,979	57,937	54,884	3.5	-5.3	39.2	96,896	109,976	93,917	56.8
Uruguay	TF	1,752	1,921	2,055	9.7	6.9	1.5	809	1,051	1,311	0.8
Venezuela	TF	771	744	..	-3.5	..	..	817	915	788	0.5

 (Data as collected by UNWTO, August 2010)

[1] See note on page 7

Africa – bucking the trend

Africa remained the star performer among world regions throughout 2009, achieving positive growth in international tourist arrivals of 3%, to 46 million (5% of world total). International tourism receipts, however, are estimated to have decreased by 4% in real terms to US$ 29 billion (3% of world total).

A number of countries in Subsaharan Africa far outperformed the world average in 2009. Kenya sustained its recovery, achieving an impressive double-digit increase (visitor arrivals +24%, tourist arrivals not yet available). Angola recorded 24% growth, Swaziland 20% and Ghana 15%.
South Africa continued its positive trend benefiting from the build-up to the hosting of the 2010 FIFA World Cup and international arrivals increased by 4%. In North Africa, Morocco maintained momentum (+6%) and was one of the top performers of 2009, supported by state-of-the-art product development and active and imaginative promotion.

Major destinations	Series[1]	International Tourist Arrivals (1000)			Change (%)		Share (%)	International Tourism Receipts (US$ million)			Share (%)
		2007	2008	2009*	08/07	09*/08	2009*	2007	2008	2009*	2009*
Africa		**43,250**	**44,340**	**45,711**	**2.5**	**3.1**	**100**	**29,562**	**30,207**	**28,865**	**100**
Algeria	VF	1,743	1,772	1,912	1.6	7.9	4.2	219	325	..	..
Angola	TF	195	294	366	51.1	24.3	0.8	225	285	..	
Botswana	TF	1,455	1,500	1,553	3.1	3.5	3.4	546	553	422	1.5
Cape Verde	TF	267	285	287	6.7	0.7	0.6	303	350	287	1.0
Ethiopia	TF	312	330	..	5.8	..		176	377	..	
Gambia	TF	143	147	142	2.9	-3.5	0.3	84	83	..	
Ghana	TF	587	698	803	19.0	15.0	1.8	908	919	968	3.3
Kenya	TF	1,686	1,141	..	-32.3	..	..	972	762	807	2.8
Lesotho	TF	292	285	..	-2.4	..	..	46	34	..	..
Madagascar	TF	344	375	163	8.9	-56.6	0.4	269	349	280	1.0
Malawi	TF	735	742	..	1.0	..	..	36	43	43	0.1
Mauritius	TF	907	930	871	2.6	-6.4	1.9	1,299	1,449	1,117	3.9
Morocco	TF	7,408	7,879	8,341	6.4	5.9	18.3	7,162	7,168	6,556	22.7
Mozambique	TF	771	1,915	2,386	n/a	22.3	5.2	163	190	196	0.7
Namibia	TF	929	931	..	0.2	..	..	434	378	361	1.2
Nigeria	TF	1,212	1,313	..	8.3	..	..	213	569	602	2.1
Reunion	TF	381	396	422	4.2	6.4	0.9	401	449	..	..
Rwanda	VF	710	731	699	3.0	-4.4	1.5	152	186	174	0.6
Senegal	TF	875	..	..	..	..	..	531	543	..	..
Seychelles	TF	161	159	158	-1.4	-0.9	0.3	285	258	..	..
South Africa	TF	9,091	9,592	7,012	5.5	n/a	15.4	8,754	7,925	7,543	26.1
Sudan	TF	436	441	420	1.1	-4.6	0.9	262	331	299	1.0
Swaziland	THS	870	754	909	-13.3	20.4	2.0	32	19	..	..
Tanzania	TF	692	750	..	8.4	..	..	1,199	1,289	1,260	4.4
Tunisia	TF	6,762	7,049	6,901	4.2	-2.1	15.1	2,575	2,953	2,773	9.6
Uganda	TF	642	844	817	31.5	-3.2	1.8	398	498	667	2.3
Zambia	TF	897	812	..	-9.5	..	..	138	146	..	..
Zimbabwe	VF	2,506	1,956	2,014	-22.0	3.0	4.4	365	294	523	1.8

Source: World Tourism Organization (UNWTO) © (Data as collected by UNWTO, August 2010)

[1] See note on page 7

Middle East – mixed picture with some destinations still growing strongly

The Middle East has been one of the fastest growing regions of the past few years. In 2009, however, international tourist arrivals fell by an estimated 5% to 53 million (6% of world total), while international tourism receipts decreased by 1% in real terms to US$ 41 billion (5% of world total).

The regional average was brought down by its two largest destinations Saudi Arabia (-26%) and Egypt (-3%) that were unable to sustain the bumper growth of previous years. On the other hand, most other destinations still showed positive results, with Lebanon (+40%), Qatar (+18%) and Syria (+12%) even reporting double-digit increases.

Major destinations	Series[1]	International Tourist Arrivals (1000)			Change (%)		Share (%)	International Tourism Receipts (US$ million)			Share (%)
		2007	2008	2009*	08/07	09*/08	2009*	2007	2008	2009*	2009*
Middle East		**46,732**	**55,618**	**52,904**	**19.0**	**-4.9**	**100**	**34,983**	**39,652**	**41,175**	**100**
Bahrain	TF	4,935	..	..	..	..	..	1,105	1,166	..	..
Egypt	TF	10,610	12,296	11,914	15.9	-3.1	22.5	9,303	10,985	10,755	26.1
Jordan	TF	3,430	3,729	3,789	8.7	1.6	7.1	2,311	2,943	2,911	7.1
Lebanon	TF	1,017	1,333	1,851	31.0	38.9	3.5	5,216	5,819	6,774	16.5
Oman	TF	1,124	1,273	..	13.3	..	..	648	804	700	1.7
Palestine	THS	264	387	396	46.6	2.2	0.7	212	269	..	0.7
Qatar	TF	964	1,405	1,659	45.8	18.1	3.1	28	145	179	0.4
Saudi Arabia	TF	11,531	14,757	10,896	28.0	-26.2	20.6	5,968	5,910	5,964	14.5
Syrian Arab Republic	TF	4,158	5,430	6,092	30.6	12.2	11.5	2,884	3,150	..	..
Untd Arab Emirates	THS	..	..	..	..	..	..	6,072	7,162	7,352	17.9
Yemen	THS	379	404	434	6.6	7.3	0.8	425	453	496	1.2

Source: World Tourism Organization (UNWTO) © (Data as collected by UNWTO, August 2010)

[1] See note onpage 7

Outbound Tourism

Most travellers stay in 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.

Source markets for international tourism are still largely concentrated in the industrialized countries 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 particular markets in North-East and South-East Asia, Central and Eastern Europe, the Middle East, Southern Africa and South America.

Europe is currently the largest source market, generating 55% of international arrivals worldwide, followed by Asia and the Pacific (20%) and the Americas (16%). As a result of the global economic recession, outbound tourism from all regions declined in 2009, with the exception of Africa which increased slightly.

	International Tourist Arrivals (million)								Share (%)	Change (%)		Average annual growth (%)
	1990	1995	2000	2005	2006	2007	2008	2009*	2009*	08/07	09*/08	'00-09*
World	**438**	**533**	**683**	**802**	**847**	**901**	**919**	**880**	**100**	**2.0**	**-4.2**	**2.9**
From:												
Europe	254.2	308.1	395.5	450.9	472.3	499.5	507.2	481.0	54.7	1.5	-5.2	2.2
Asia and the Pacific	58.8	86.5	114.0	152.7	163.9	178.2	181.2	177.1	20.1	1.7	-2.3	5.0
Americas	99.3	108.5	130.9	136.0	142.6	149.9	151.0	144.0	16.4	0.8	-4.7	1.1
Middle East	8.2	9.3	14.1	22.8	24.6	27.2	32.0	30.3	3.4	17.6	-5.3	8.9
Africa	9.8	11.6	15.1	22.0	24.2	25.5	26.4	26.7	3.0	3.5	1.1	6.5
Origin not specified[1]	7.8	8.8	13.1	17.5	19.4	21.0	21.3	21.1	2.4			
Same region	352.7	428.4	539.2	634.6	666.5	705.5	717.1	687.3	78.1	1.6	-4.2	2.7
Other regions	77.6	95.6	130.4	149.7	161.0	174.8	180.7	171.8	19.5	3.4	-4.9	3.1

Source: World Tourism Organization (UNWTO) © (Data as collected by UNWTO, August 2010)

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

International tourism's top spenders - China moves up ranking as fourth biggest spender

The top 10 ranking by international tourism spenders shows one remarkable change in 2009, with China (US$ 44 billion) overtaking France (US$ 38 bn) and thereby moving into fourth position in the overall ranking. The first three places were held by Germany (US$ 81 bn), the USA (US$ 73 bn) and the UK (US$ 50 bn).

China has shown by far the fastest growth with regard to expenditure on international tourism in the last decade, ranking only seventh in 2005. In 2009 expenditure still increased by a whopping 21% (reported in current US$ terms). Of the other nine top spenders only one recorded positive growth. The Netherlands, occupying tenth position, increased spending by a very modest 0.4% (in current euro terms). Among those whose expenditure declined, the UK suffered the biggest drop, i.e. its spending was down by US$ 18 billion to US$ 50 billion.

Except for China, some other source markets also bucked the trend of decreasing expenditure and increased substantially, such as Saudi Arabia, moving back to the 11th position it lost in 2008, the Philippines, Turkey, India, Singapore, Hungary, Kuwait and Australia.

Rank		International Tourism Expenditure (US$ billion)		Local currencies change (%)		Market share (%)	Population 2008	Expenditure per capita
		2008	2009*	08/07	09*/08	2009*	(million)	(US$)
	World	**941**	**852**			**100**	**6,792**	**125**
1	Germany	91.0	81.2	2.0	-5.9	9.5	82	989
2	United States	79.7	73.2	4.4	-8.1	8.6	307	238
3	United Kingdom	68.5	50.3	4.4	-13.3	5.9	62	814
4	China	36.2	43.7	21.4	20.9 ($)	5.1	1.335	33
5	France	41.4	38.5	0.8	-1.9	4.5	63	615
6	Italy	30.8	27.9	4.9	-4.3	3.3	60	467
7	Japan	27.9	25.1	-7.6	-18.4	3.0	128	197
8	Canada	27.2	24.2	9.4	-4.8	2.8	34	717
9	Russian Federation	23.8	20.8	12.1	-12.7 ($)	2.4	141	147
10	Netherlands	21.7	20.7	6.2	0.4	2.4	16	1,255

Source: World Tourism Organization (UNWTO) © (Data as collected by UNWTO, August 2010)

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

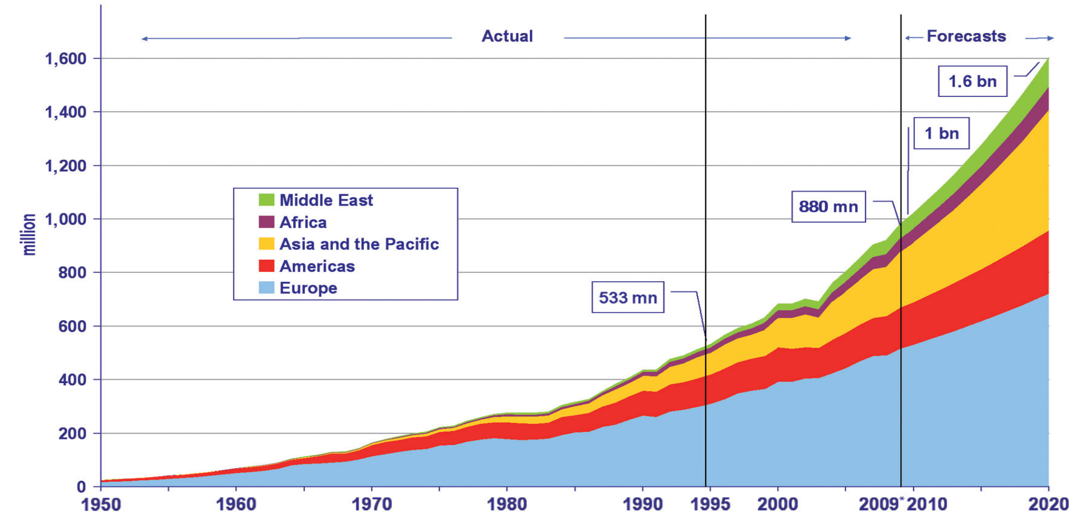
Long-term prospects

Tourism 2020 Vision

Tourism 2020 Vision is the World Tourism Organization's long-term outlook and assessment of the development of tourism up to the first 20 years of the new millennium. An essential outcome of the Tourism 2020 Vision are quantitative forecasts covering a 25-year period, with 1995 as the base year and forecasts for 2010 and 2020.

Although the evolution of tourism over recent years has been somewhat irregular, for the moment UNWTO has maintained its long-term forecast. The underlying structural trends of the forecast are not believed to have changed significantly. Experience shows that in the short term, periods of faster growth (1995, 1996, 2000, and 2004 to 2007) alternate with periods of slow growth (2001 to 2003, 2008, 2009). As part of its program of work, UNWTO is currently undertaking a major update of it long-term outlook with the project Tourism Towards 2030.

International Tourist Arrivals by Region (million)



UNWTO´s **Tourism 2020 Vision** projects that international arrivals are expected to reach nearly 1.6 billion by the year 2020. Of these worldwide arrivals in 2020, 1.2 billion will be intraregional and 0.4 billion will be long-haul travellers.

East Asia and the Pacific, South Asia, the Middle East and Africa are forecast to grow at over 5% per year, compared to the world average of 4.1%. More mature regions Europe and the Americas are anticipated to show lower-than-average growth rates. Europe will maintain the highest share of world arrivals, although this share will decline from 60% in 1995 to 46% in 2020.

The total tourist arrivals by region shows that, by 2020, the top three receiving regions will be Europe (717 million tourists), East Asia (397 million) and the Americas (282 million), followed by Africa, the Middle East and South Asia.

International Tourist Arrivals by Region (million)

	Base Year	Forecasts		Average annual growth rate (%)	Share (%)	
	1995	2010	2020	1995-2020	1995	2020
Total	**565**	**1,006**	**1,561**	**4.1**	**100**	**100**
Africa	20	47	77	5.5	3.6	5.0
Americas	109	190	282	3.9	19.3	18.1
East Asia/Pacific	81	195	397	6.5	14.4	25.4
Europe	338	527	717	3.0	59.8	45.9
Middle East	12	36	69	7.1	2.2	4.4
South Asia	4	11	19	6.2	0.7	1.2
Intraregional (a)	464	791	1,183	3.8	82.1	75.8
Long-haul (b)	101	216	378	5.4	17.9	24.2

Source: World Tourism Organization (UNWTO) ©

Notes: (a) Intraregional includes arrivals where country of origin is not specified.
(b) Long-haul is defined as everything except intraregional travel.

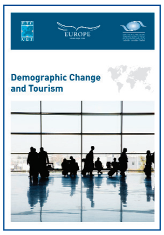
World Tourism Organization (UNWTO)
Publications

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 updated in January, June and October.

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

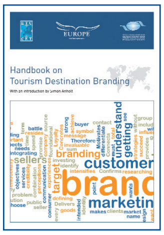
Demographic Change and Tourism



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; Migration.

Available in English

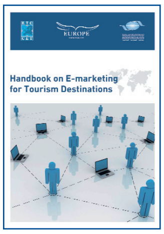
Handbook on Tourism Destination Branding



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

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.

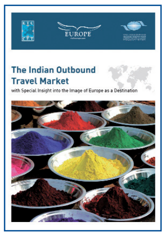
Available in English

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, and sustainability, and identifies the major lines that will shape the sector.

Available in English and Spanish

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



India is one of the fastest-growing outbound travel markets in the world. Trips abroad have grown from 3.7 (1997) to 9.8 million (2007) and international tourism expenditure has increased from US$ 1.3 (1997) to US$ 8.2 billion (2008). With more than 1.1 billion inhabitants and GDP increasing by more than 8% every year, the country offers enormous potential for future growth in outbound travel. Recognizing the importance of this market, the ETC and the UNWTO have undertaken detailed research on the Indian outbound market. This publication covers 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. The report also sets out recommendations on how to best promote a destination in the Indian market.

Available in English

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

China is one of the fastest growing outbound markets in the world. Rising incomes and relaxation of restrictions on foreign travel led to a growth of 22% a year in trips abroad since 2000 (34.5 million in 2006). China ranks 5th worldwide in terms of spending on international tourism (US$ 30 billion in 2007). In 1995, the World Tourism Organization (UNWTO) predicted that China would generate 100 million arrivals worldwide by 2020, making it the fourth largest market in the world (Tourism 2020 Vision). In view of recent trends, China may reach that target well before 2020. To better understand the structure and trends of this market is the aim of the new ETC/UNWTO report ***The Chinese Outbound Travel Market with Special Insight into the Image of Europe as a Destination.***

Available in English

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

Russia is the 9th biggest outbound travel market in the world, generating in 2007 US$ 22 billion in spending abroad. To better understand the structure and trends of this growing market is the aim of this ETC/UNWTO report, which identifies key trends in the Russian outbound travel – among others, the market size and value, growth in trip volume and spending, purpose of trip, destination choice, the role of the travel trade and online distribution. In addition, the publication provides information on government policy affecting outbound travel, notably visa issues and traffic rights for foreign airlines operating to/from the country. All this information is critical to helping destinations and commercial operators plan ahead with greater foresight, providing guidance on the short term opportunities and the longer-term potential for investment in this market.

Available in English

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 154 countries, 7 territories, 2 permanent observers and over 400 Affiliate Members representing local governments, tourism associations and private sector companies including airlines, hotel groups and tour operators.

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