



2013 International Tourism Results and Prospects for 2014

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John G.C. Kester

Acting Director,
Tourism Market Trends Programme



UNWTO World Tourism Barometer

Volume 12 • January 2014

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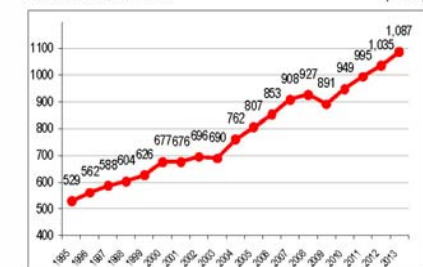
Strong results in many destinations

Demand for international tourism was strongest for destinations in Asia and the Pacific (+6%), Africa (+6%) and Europe (+5%). The leading sub-regions were South-East Asia (+10%), Central and Eastern Europe (+7%), Southern and Mediterranean Europe (+6%) and North Africa (+6%).

"2013 was an excellent year for international tourism," said UNWTO Secretary-General, Taleb Rifai. "The tourism sector has shown a remarkable capacity to adjust to the changing market conditions, fuelling growth and job creation around the world, despite the lingering economic and geopolitical challenges. Indeed, tourism has been among the few sectors generating positive news for many economies," he added.

World: Inbound Tourism

International Tourist Arrivals (million)



Source: World Tourism Organization (UNWTO) ©

Growth to continue in 2014 at sustained pace

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2014 regional prospects are strongest for Asia and the Pacific (+5% to +6%) and Africa (+4% to +6%), followed by Europe and the Americas (both +3% to +4%). In the Middle East (0% to +5%) prospects are positive yet volatile.

"The positive results of 2013, and the expected global economic improvement in 2014, set the scene for another positive year for international tourism. Against this backdrop, UNWTO calls upon national governments to increasingly set up national strategies that support the sector and to deliver on their commitment to fair and sustainable growth," added Mr Rifai.

Inbound tourism: World



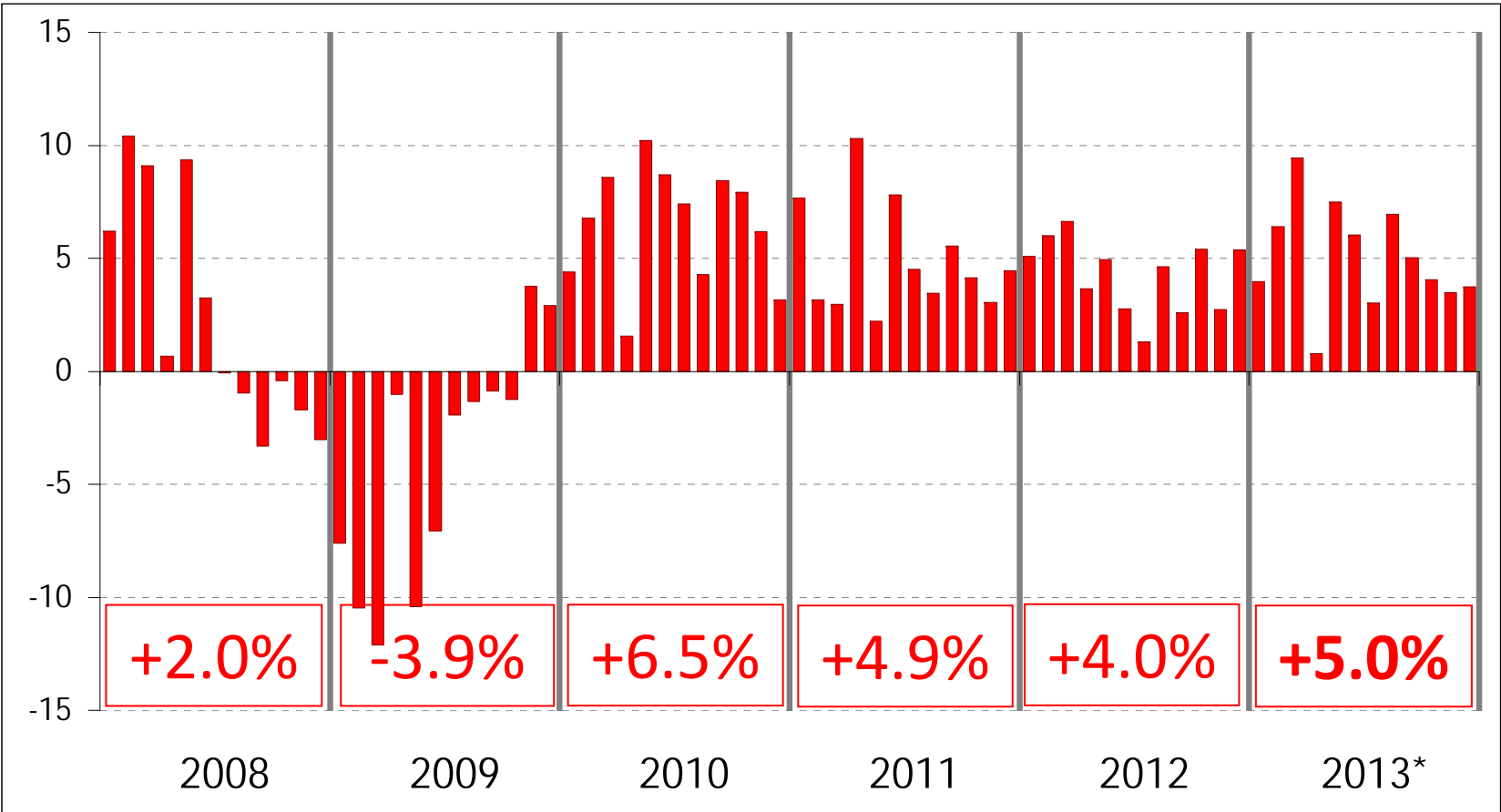
Source: World Tourism Organization (UNWTO)

International tourism fourth strong year in a row

International Tourist Arrivals, monthly evolution

World

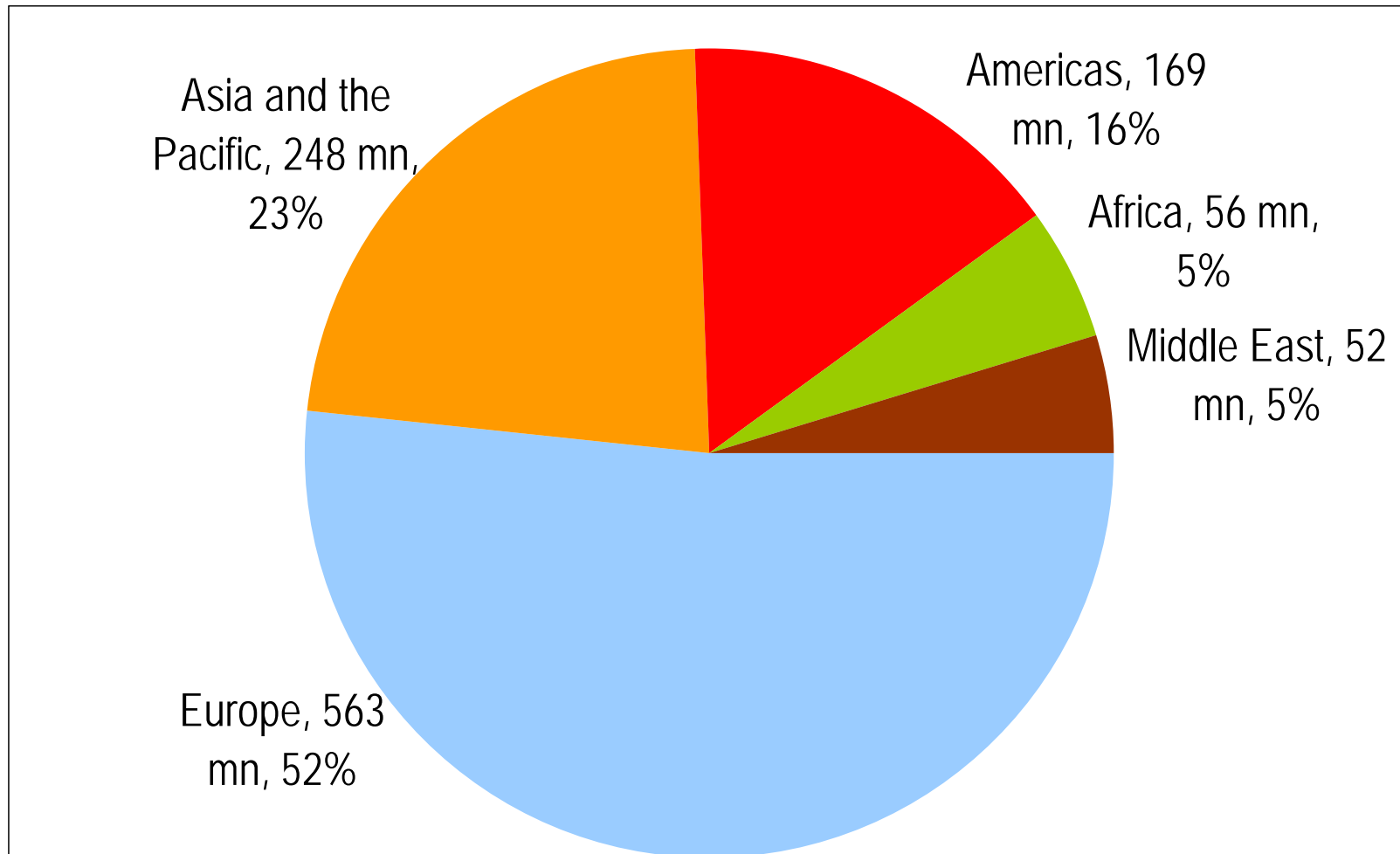
(% change)



Source: World Tourism Organization (UNWTO) ©

Absolute numbers 2013 by region

World Inbound Tourism: International Tourist Arrivals, 2013* (million)

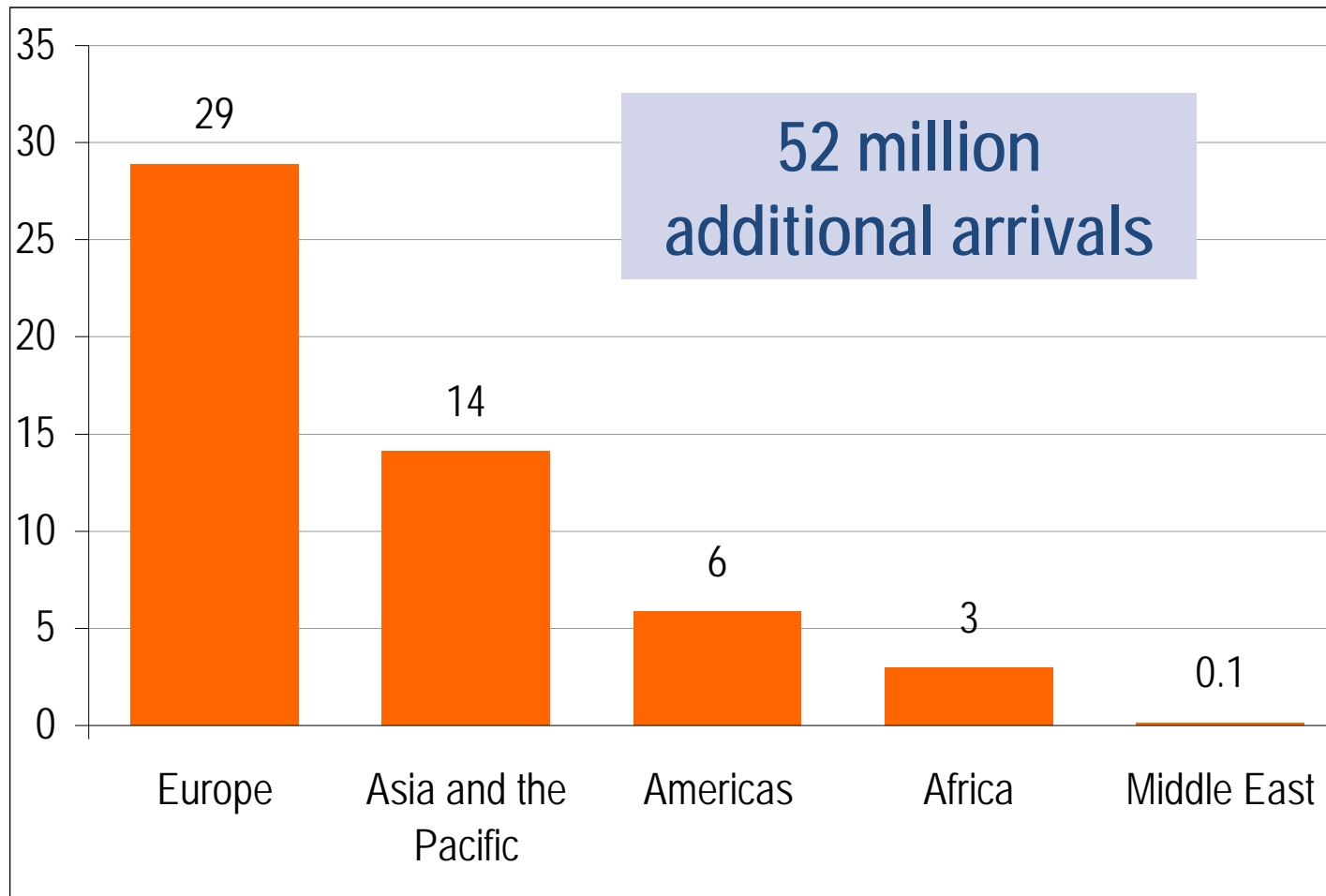


Source: World Tourism Organization (UNWTO) ©

Increase 2013 by region

International Tourist Arrivals

(absolute change 2013, million)

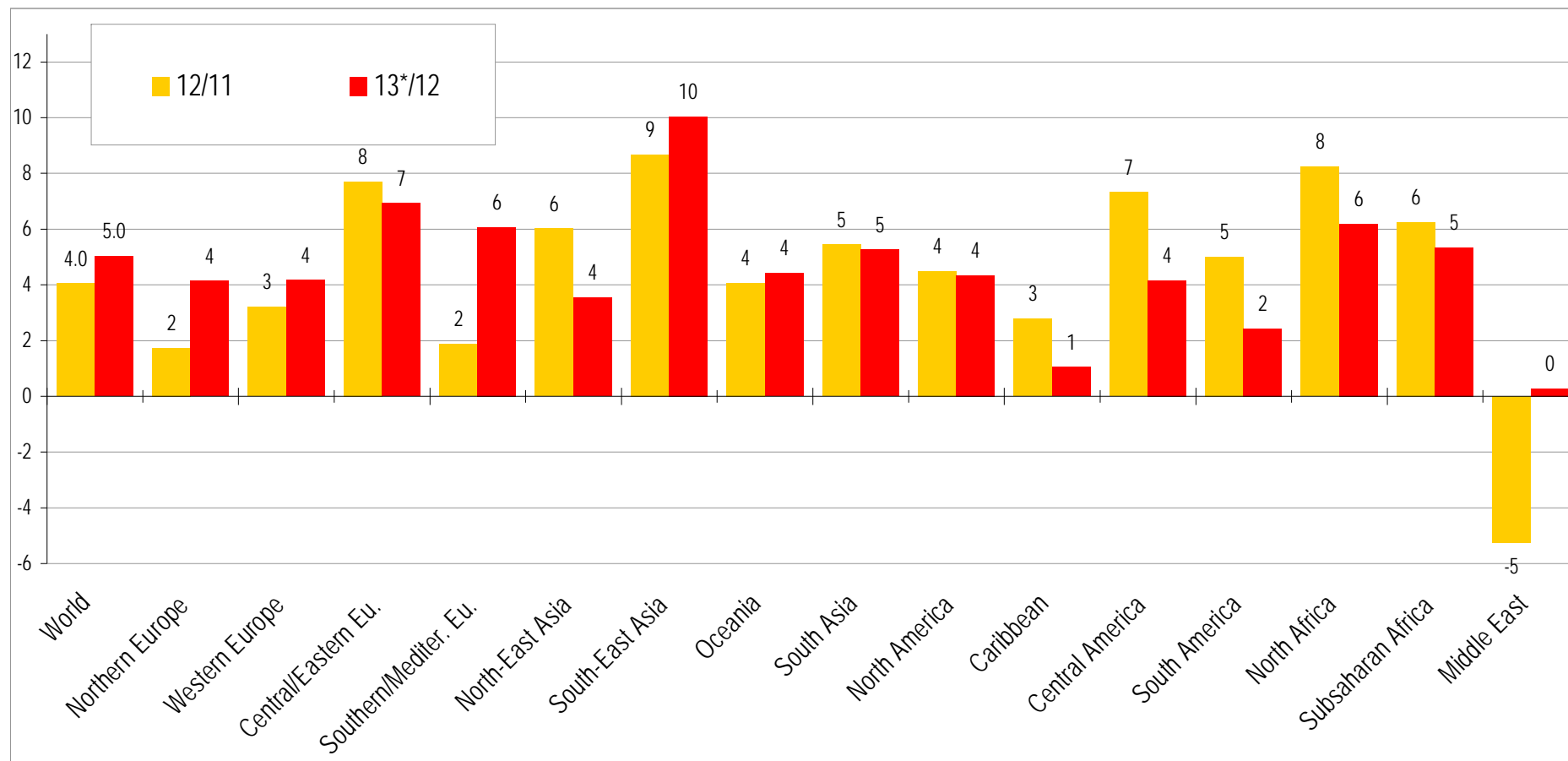


Source: World Tourism Organization (UNWTO) ©

2013: South-East Asia, Central and Eastern Europe, Southern and Mediterranean Europe and North Africa led growth

International Tourist Arrivals

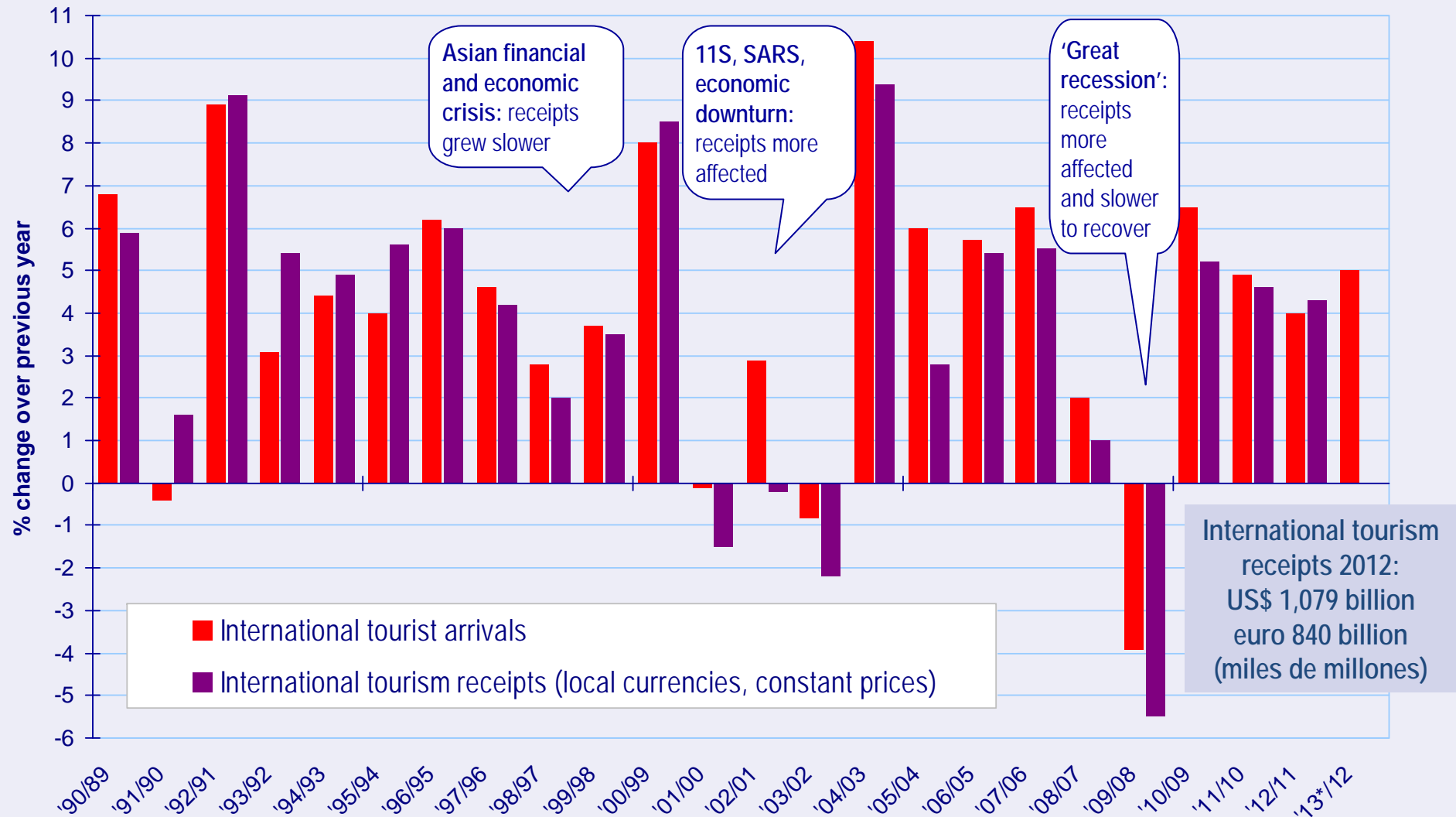
(% change over same period of the previous year)



Source: World Tourism Organization (UNWTO) ©

International Tourism Arrivals and Receipts, World

growth in receipts follows growth in arrivals closely



Major outbound markets

Emerging markets remain hot in 2013





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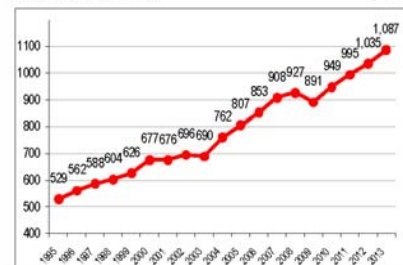
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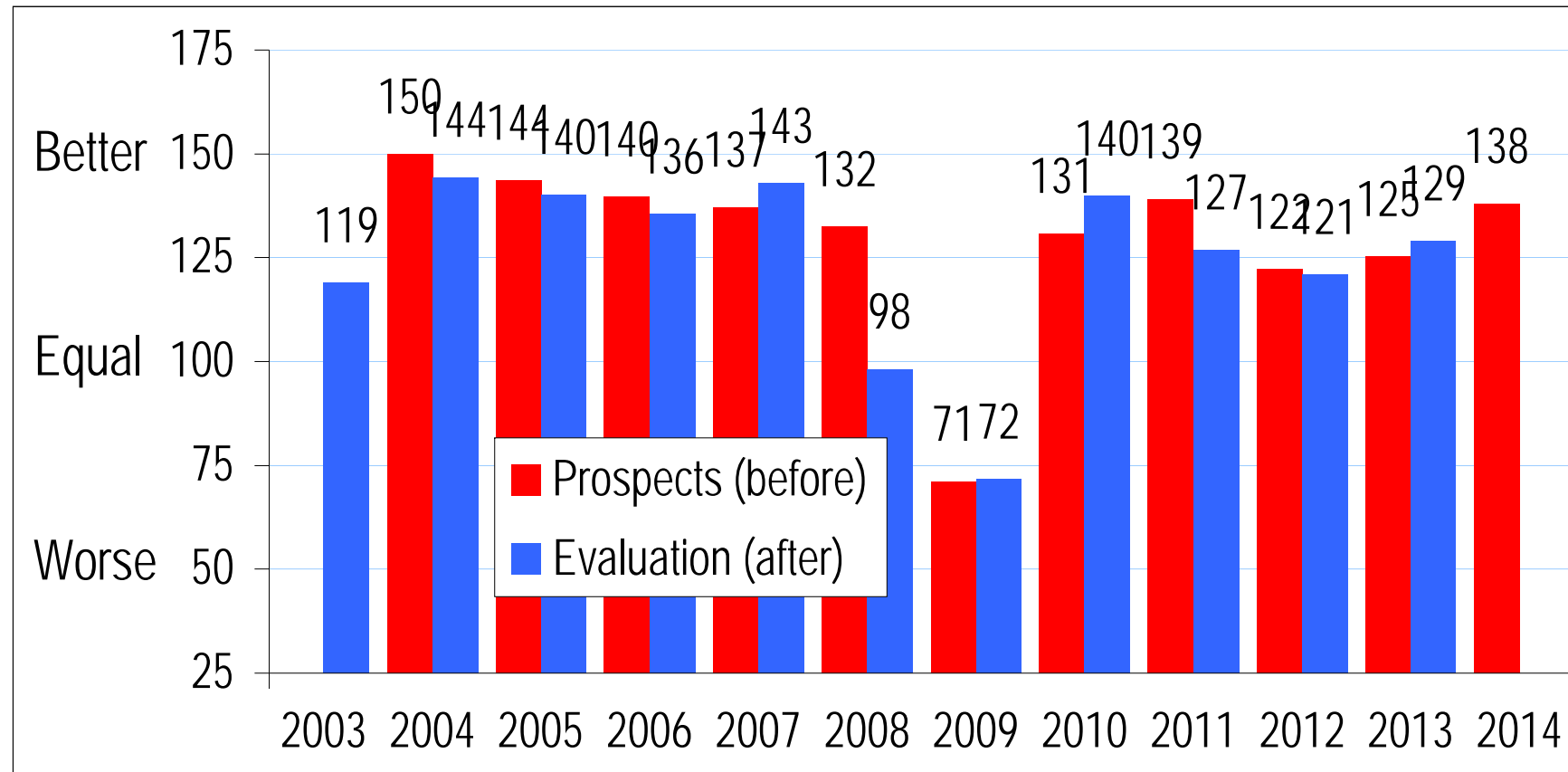


Outlook

www.unwto.org/facts

Confidence upbeat

UNWTO Panel of Tourism Experts: World



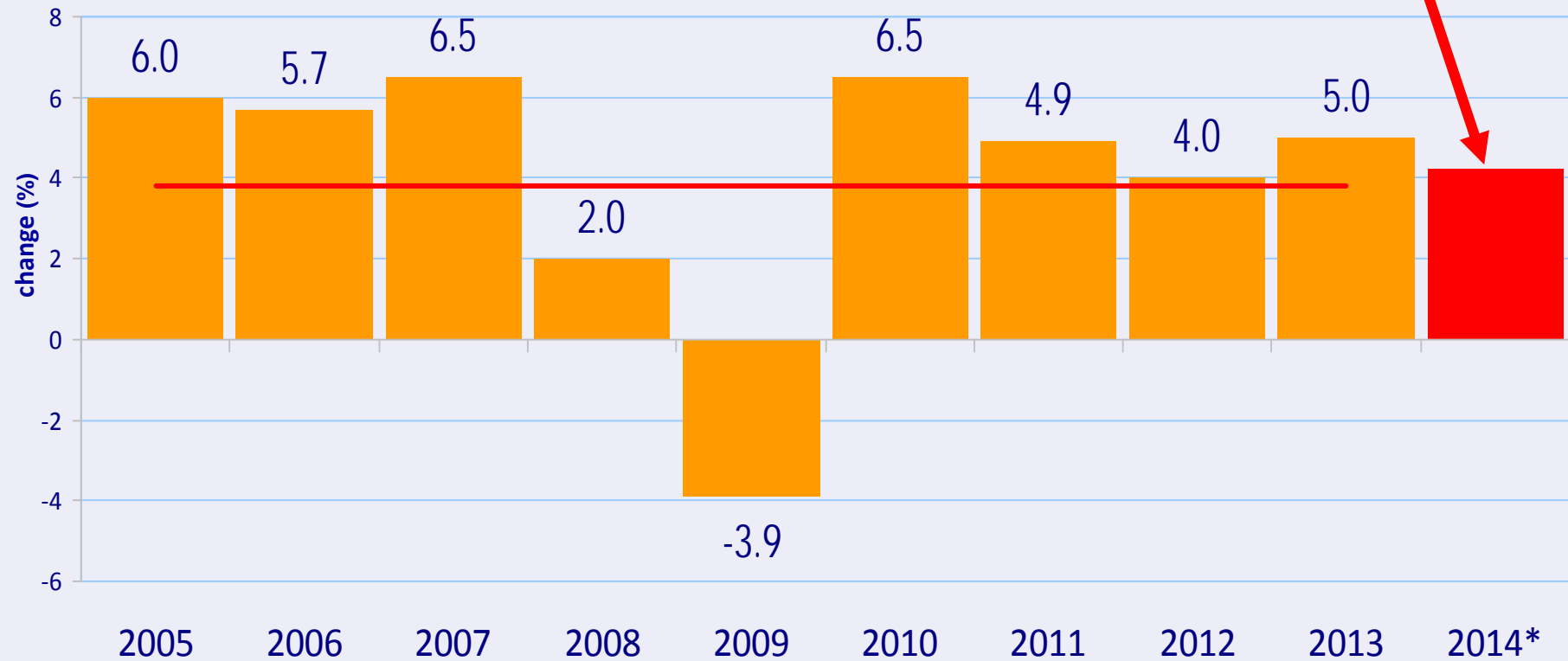
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Outlook: World

Forecast

2014: 4% to 4.5%

International tourist arrivals

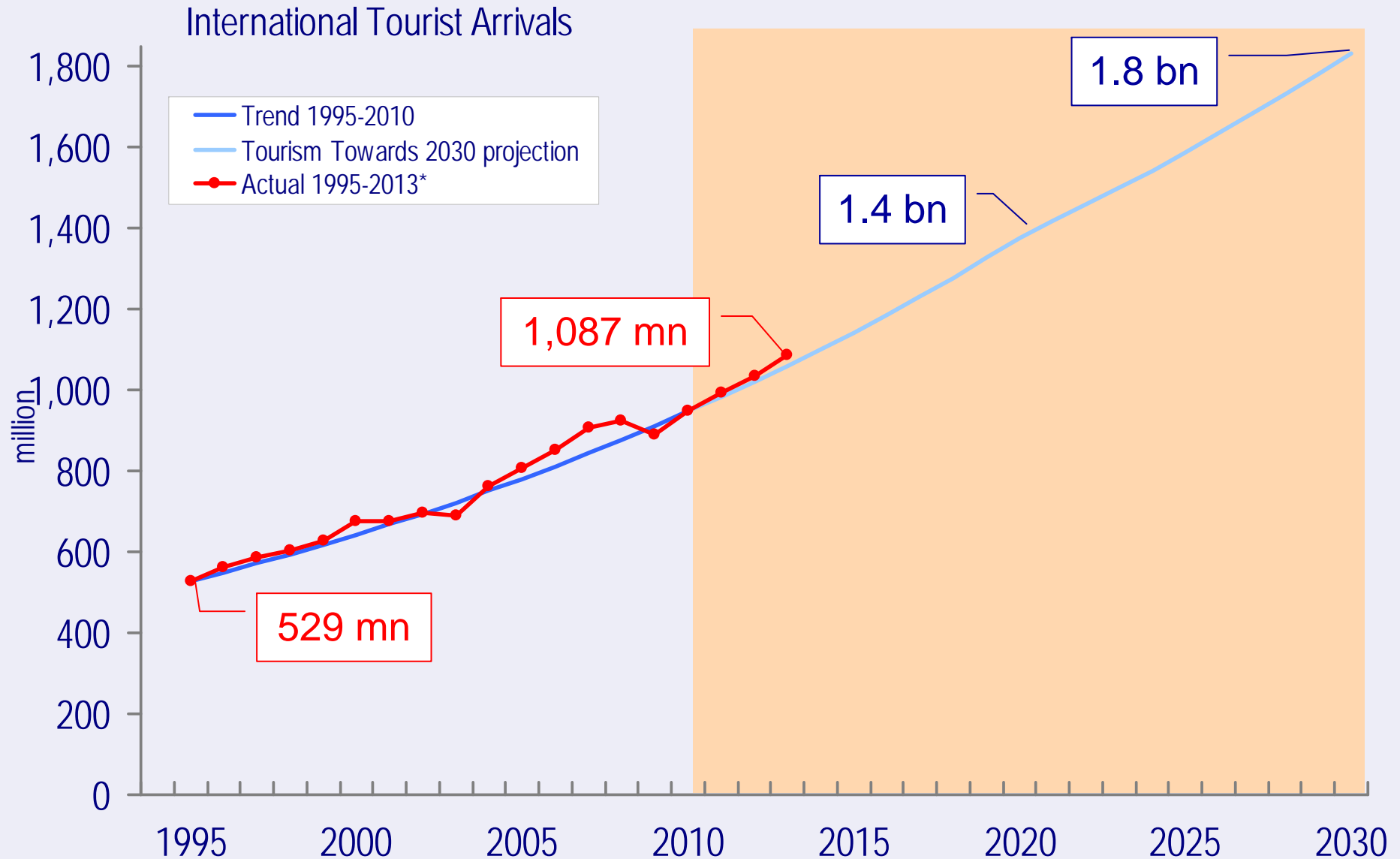


International tourism: projection full year 2014

	Actual data		Projection 2014
	2013	Average 2005-2013	
World	+5.0%	+3.8%	+4% to +4½%
Europe	+5.4%	+2.9%	+3% to +4%
Asia and the Pacific	+6.0%	+6.2%	+5% to +6%
Americas	+3.6%	+3.0%	+3% to +4%
Africa	+5.6%	+6.2%	+4% to +6%
Middle East	+0.3%	+4.6%	+0% to +5%

Source: World Tourism Organization (UNWTO)

Actual Trend vs. Tourism Towards 2030 projection World



Source: World Tourism Organization (UNWTO)



Thank you very much
for your attention!

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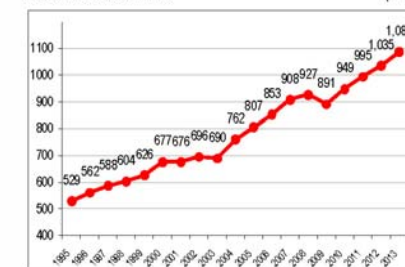
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