



# World Tourism Performance 2011 and Outlook 2012

IPK 19th World Travel  
Monitor Forum  
Pisa, Italy  
3-4 November, 2011



## Interim Update, April 2011

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

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

## First results of 2011 confirm consolidation of growth

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

## Quick overview of key trends

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

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

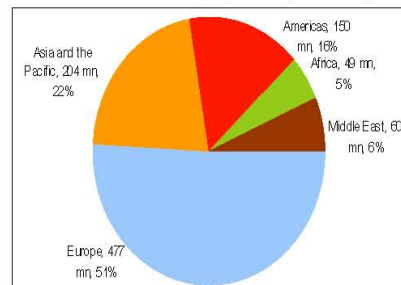
### China reinforces its position as a leading destination and source market

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

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

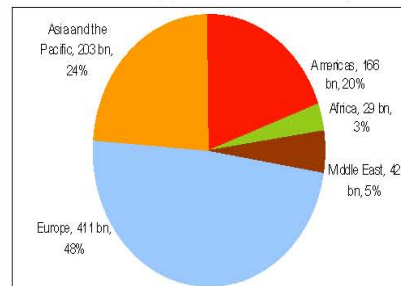
- The top 10 ranking of international tourism spenders shows China moving up, once again, to the third position. China was able to multiply expenditure four times since 2000, thus achieving the fastest growth in this category over the last decade. Other changes in the ranking of international tourism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

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



Source: World Tourism Organization (UNWTO) ©

World Inbound Tourism: International Tourism Receipts, 2010\* (US\$ billion)



Source: World Tourism Organization (UNWTO) ©

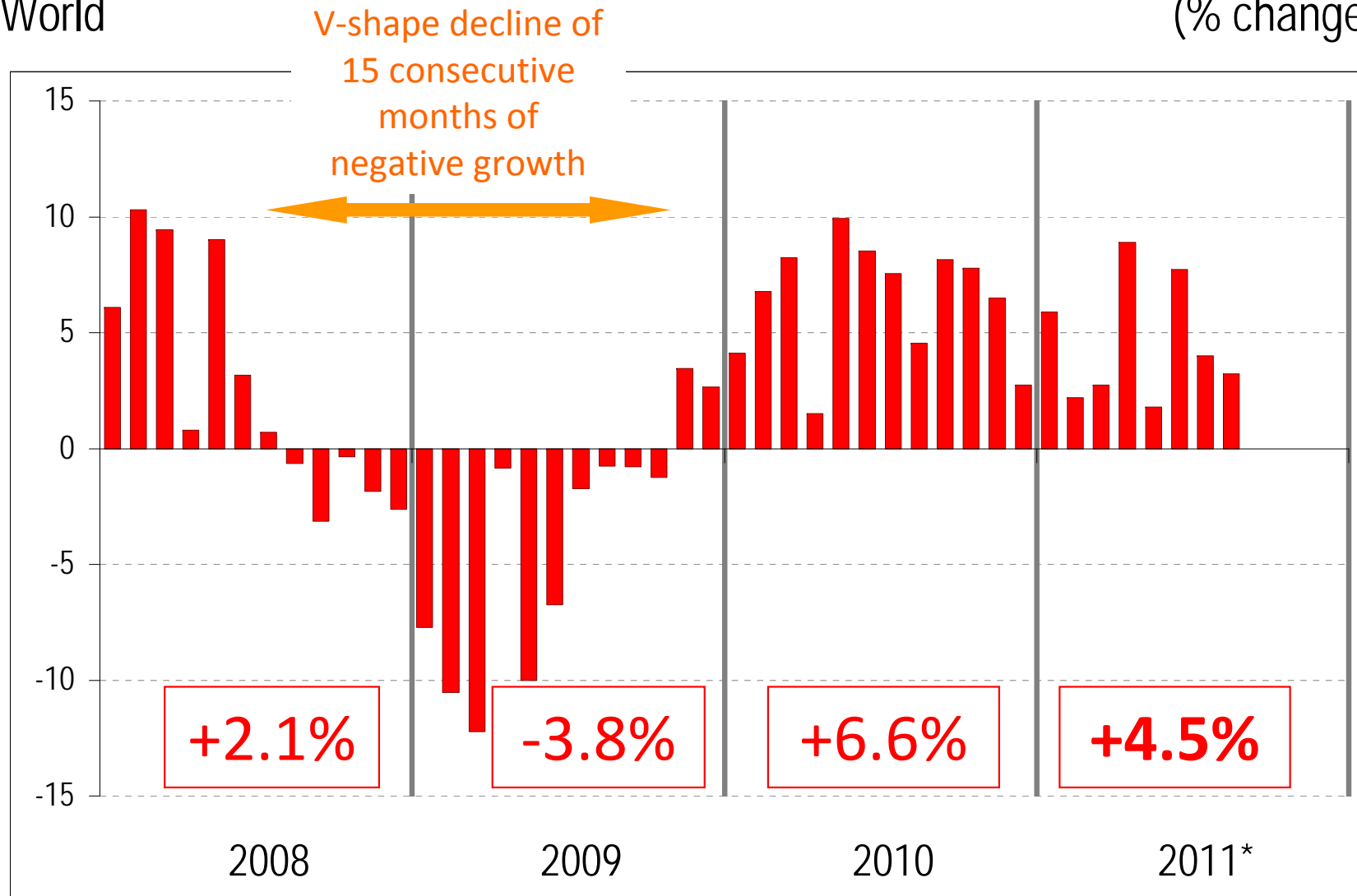
# Results 2011

# Consolidation of growth achieved in 2010

## International Tourist Arrivals, monthly evolution

World

(% change)

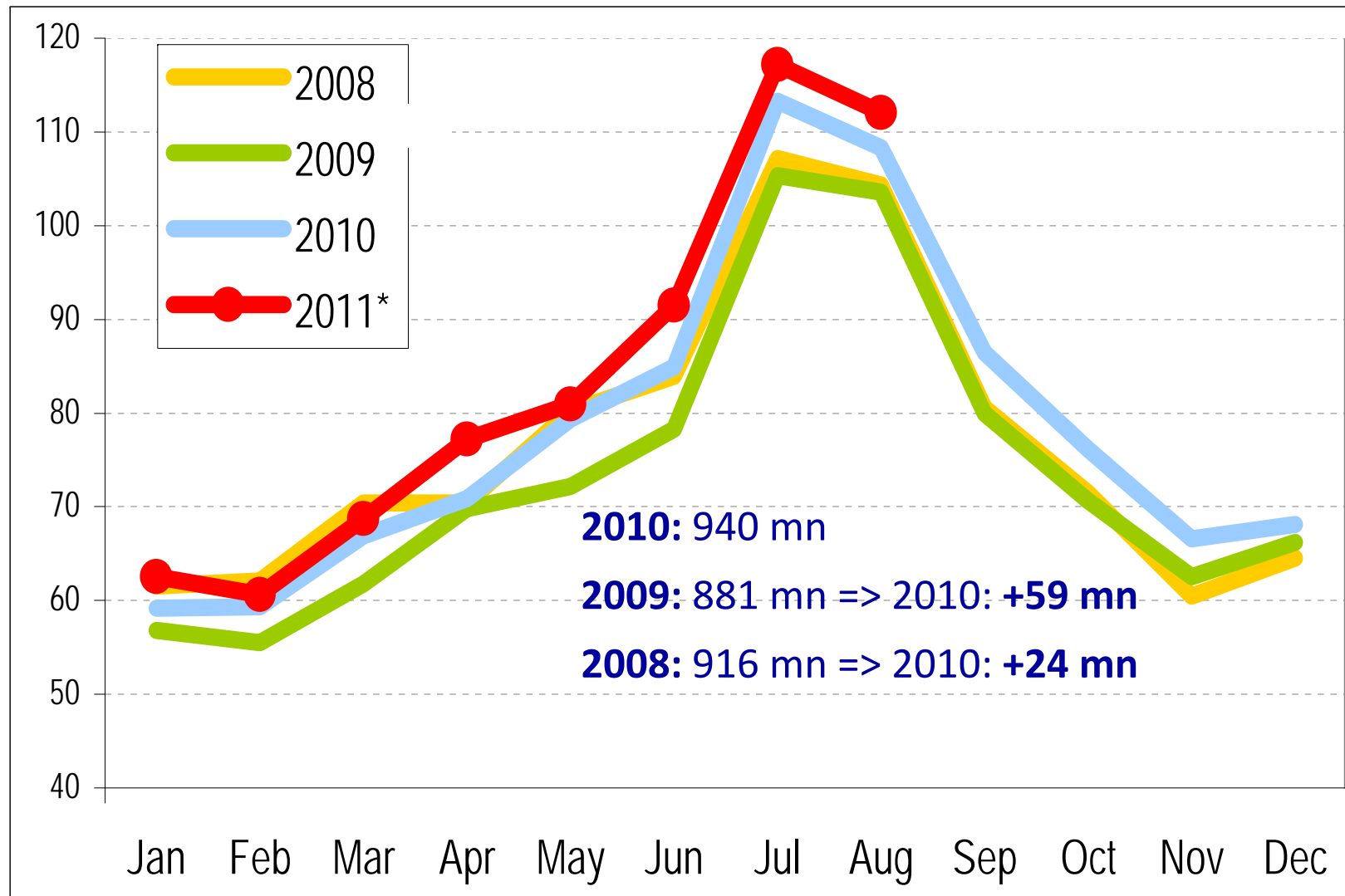


Source: World Tourism Organization (UNWTO) ©

# 2011 expected to mark new all-time record

World

(million)



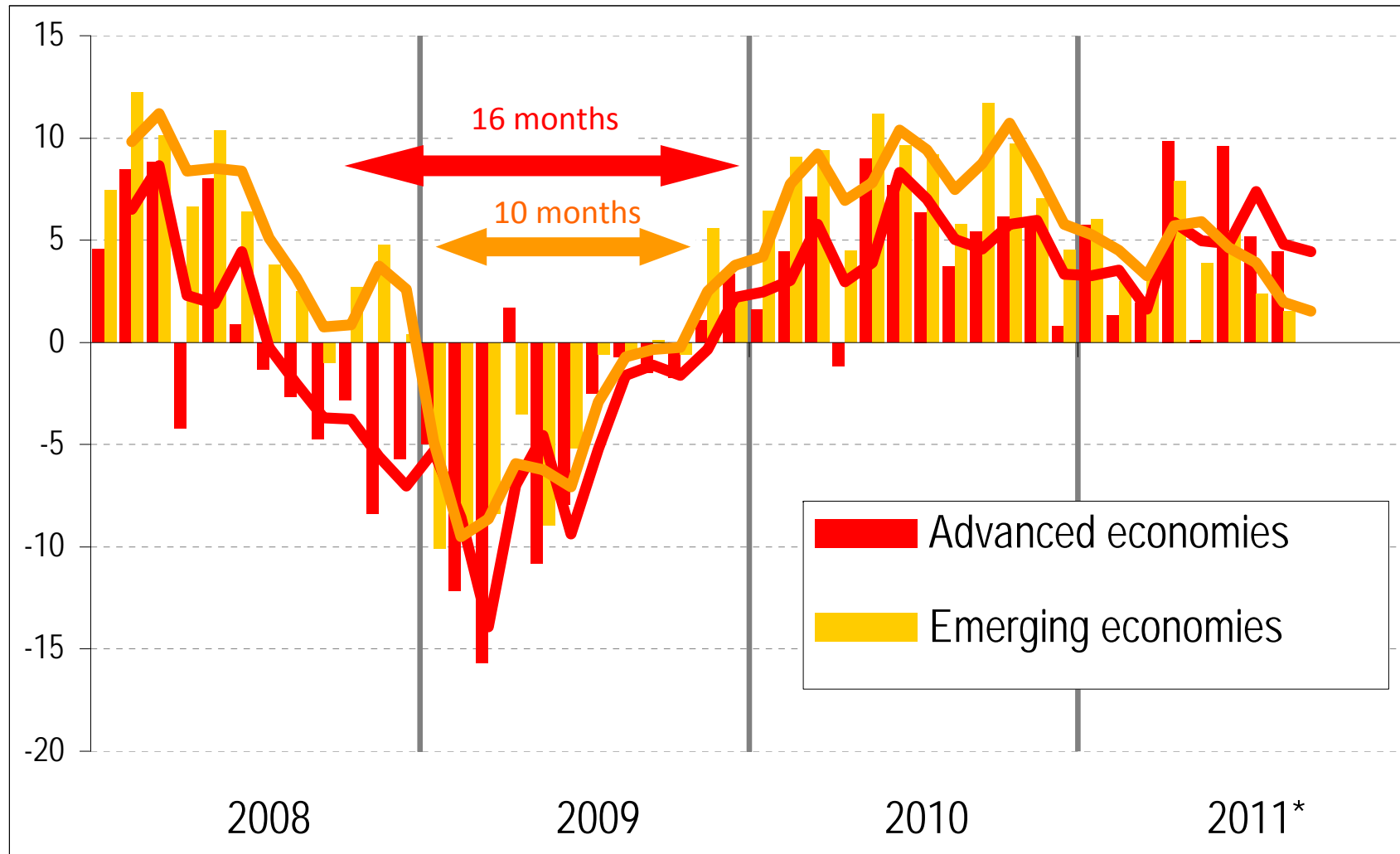
Source: World Tourism Organization (UNWTO) ©

# Advanced economy destinations gain momentum

International Tourist Arrivals, monthly evolution

Advanced economies & Emerging economies

(% change)



Source: World Tourism Organization (UNWTO) ©

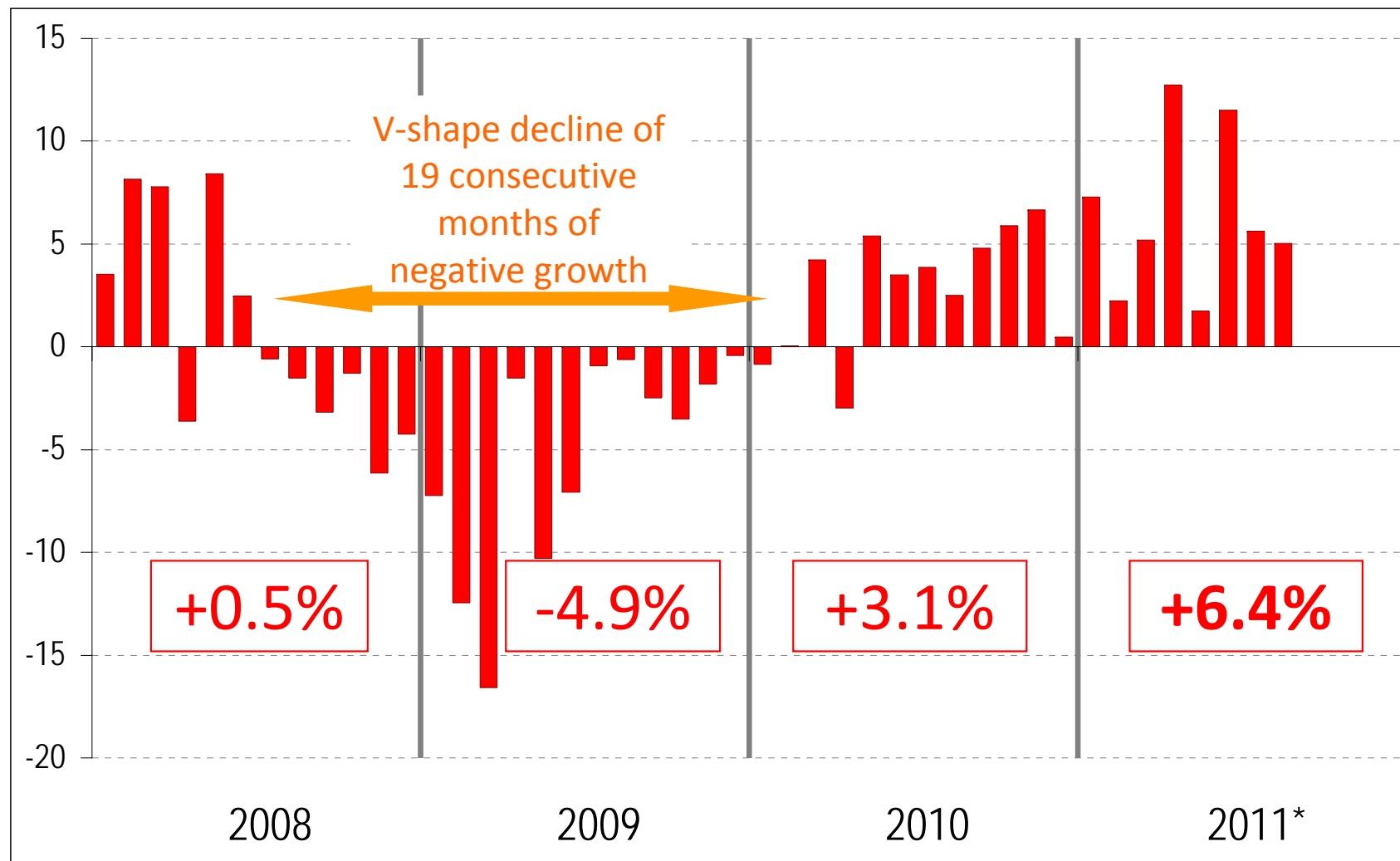


# Europe: fastest growing region in 2011

International Tourist Arrivals, monthly evolution

Europe

(% change)

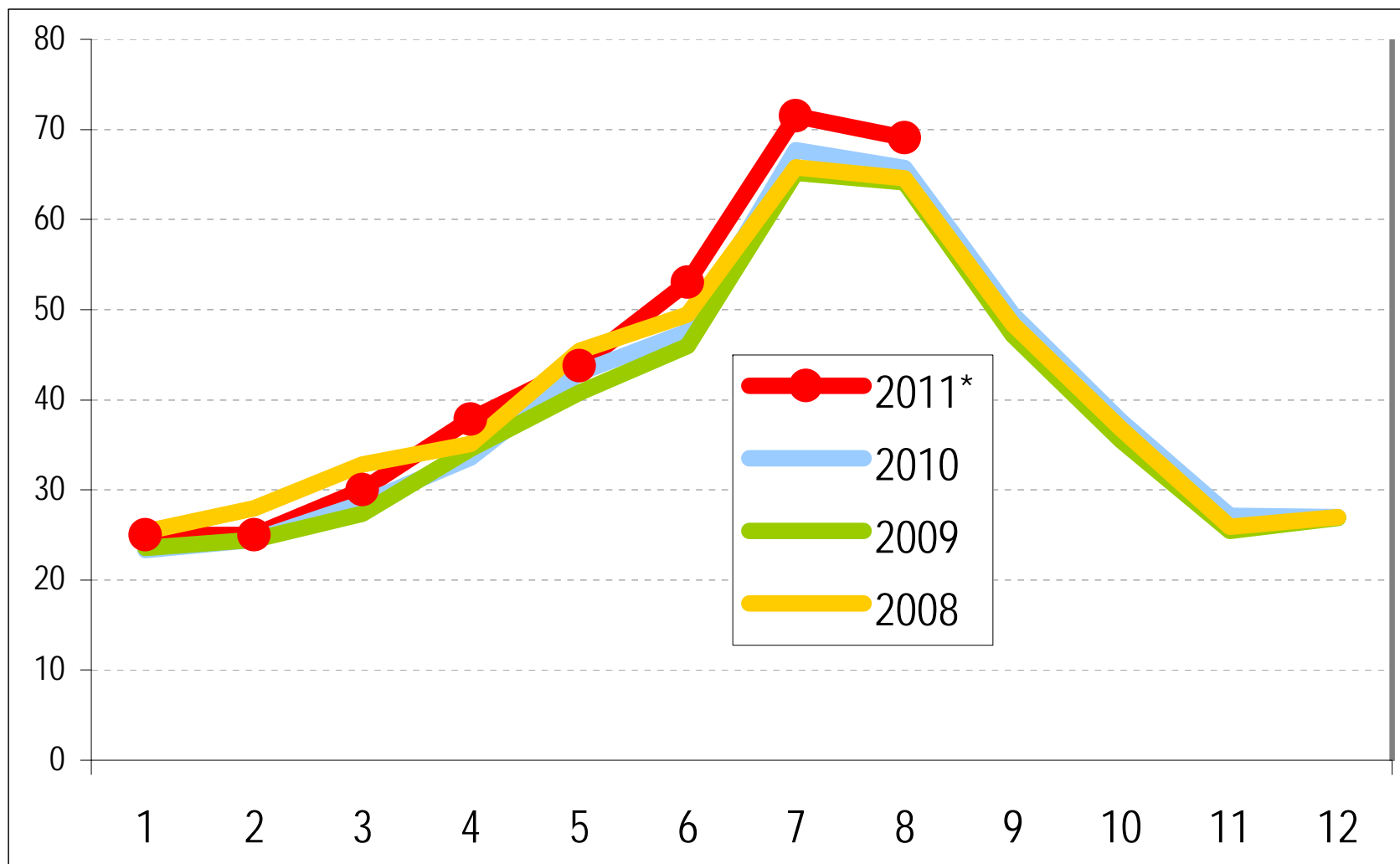


Source: World Tourism Organization (UNWTO) ©

# International Tourist Arrivals, monthly evolution

Europe

(million)

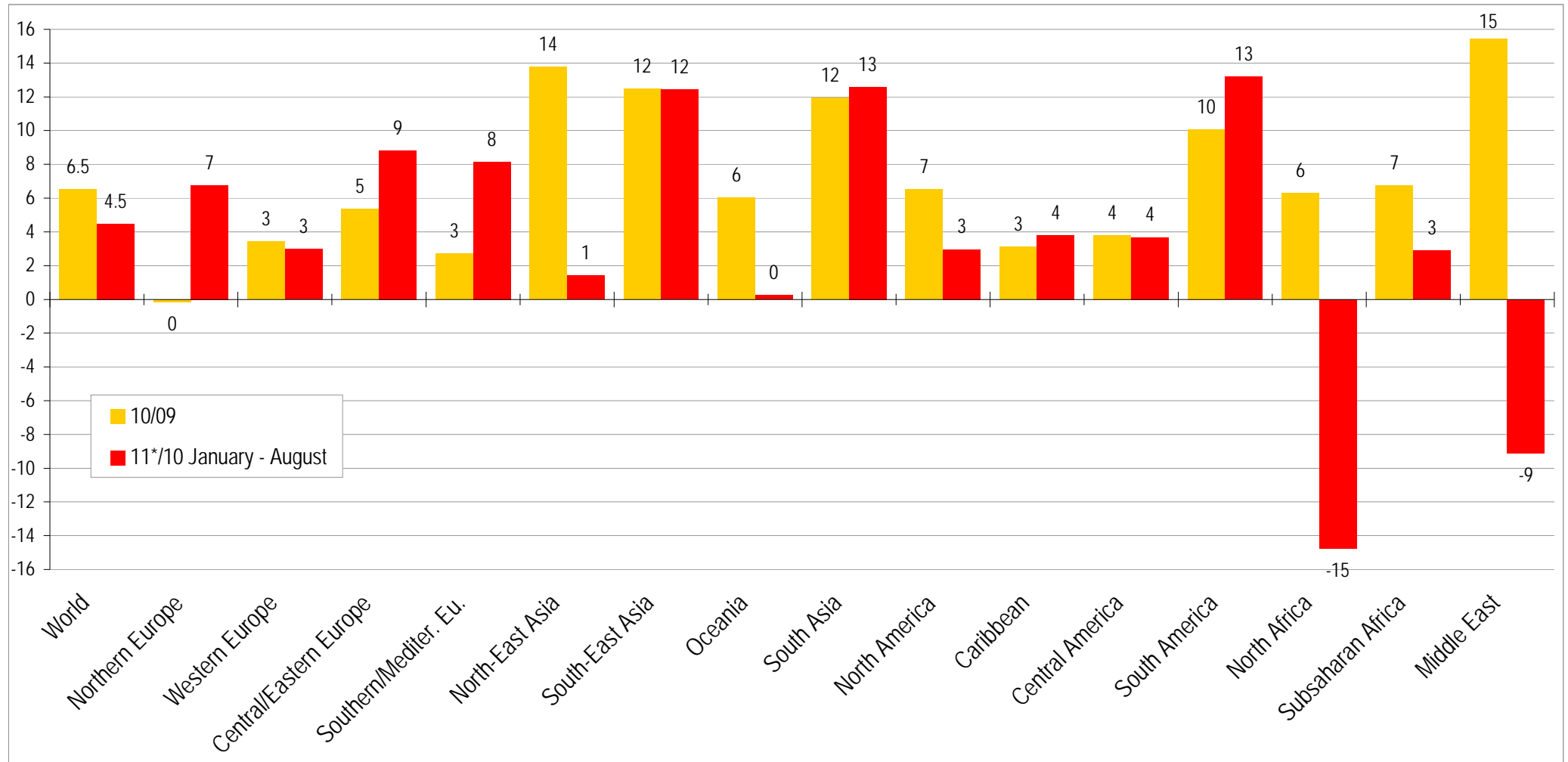


Source: World Tourism Organization (UNWTO) ©

# 2010 and 2011 year to date by subregion

## International Tourist Arrivals

(% change over same period of the previous year)



Source: World Tourism Organization (UNWTO) ©

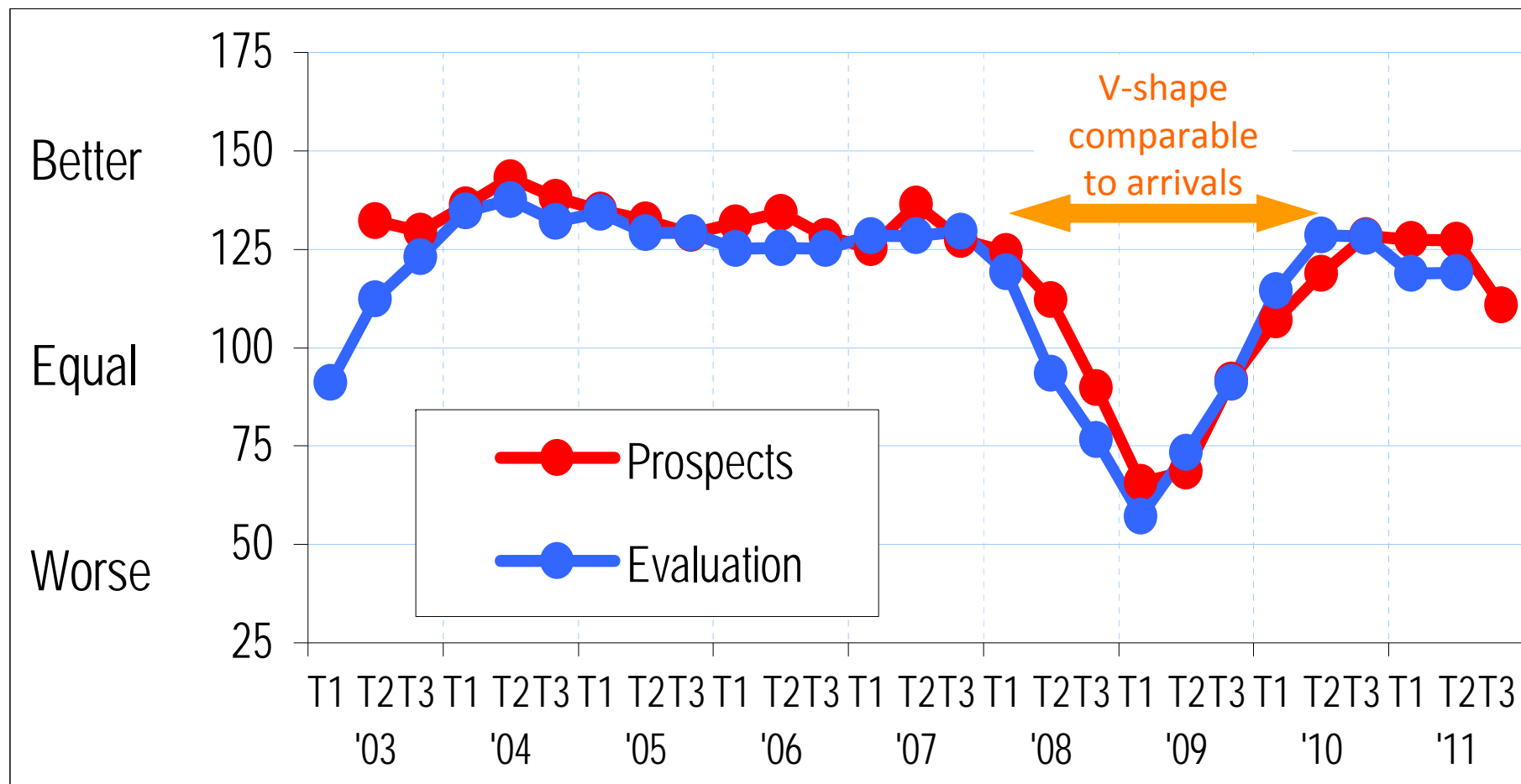


# Major outbound markets



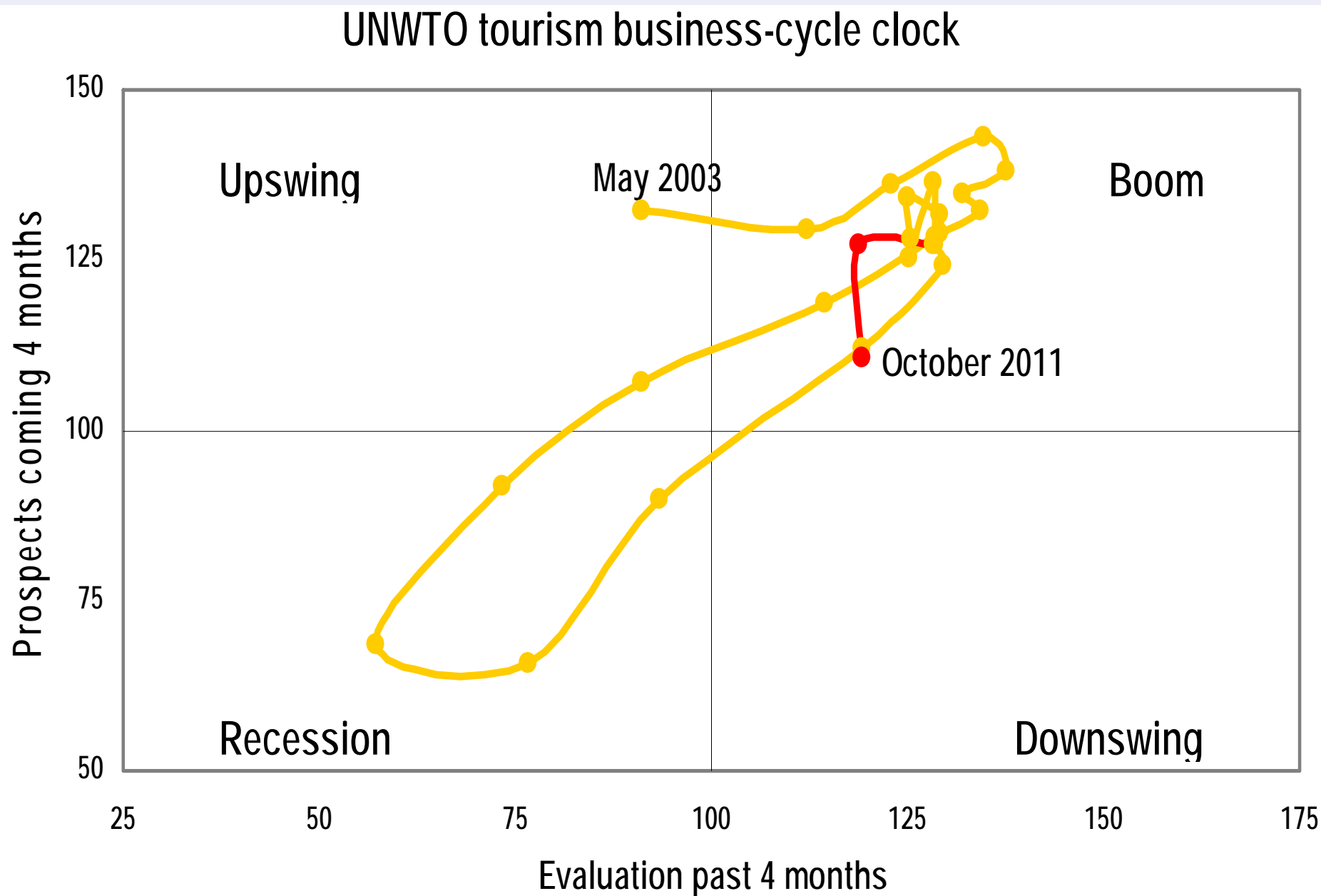
# Outlook and evaluation 2003-2011: World

## UNWTO Panel of Tourism Experts: World



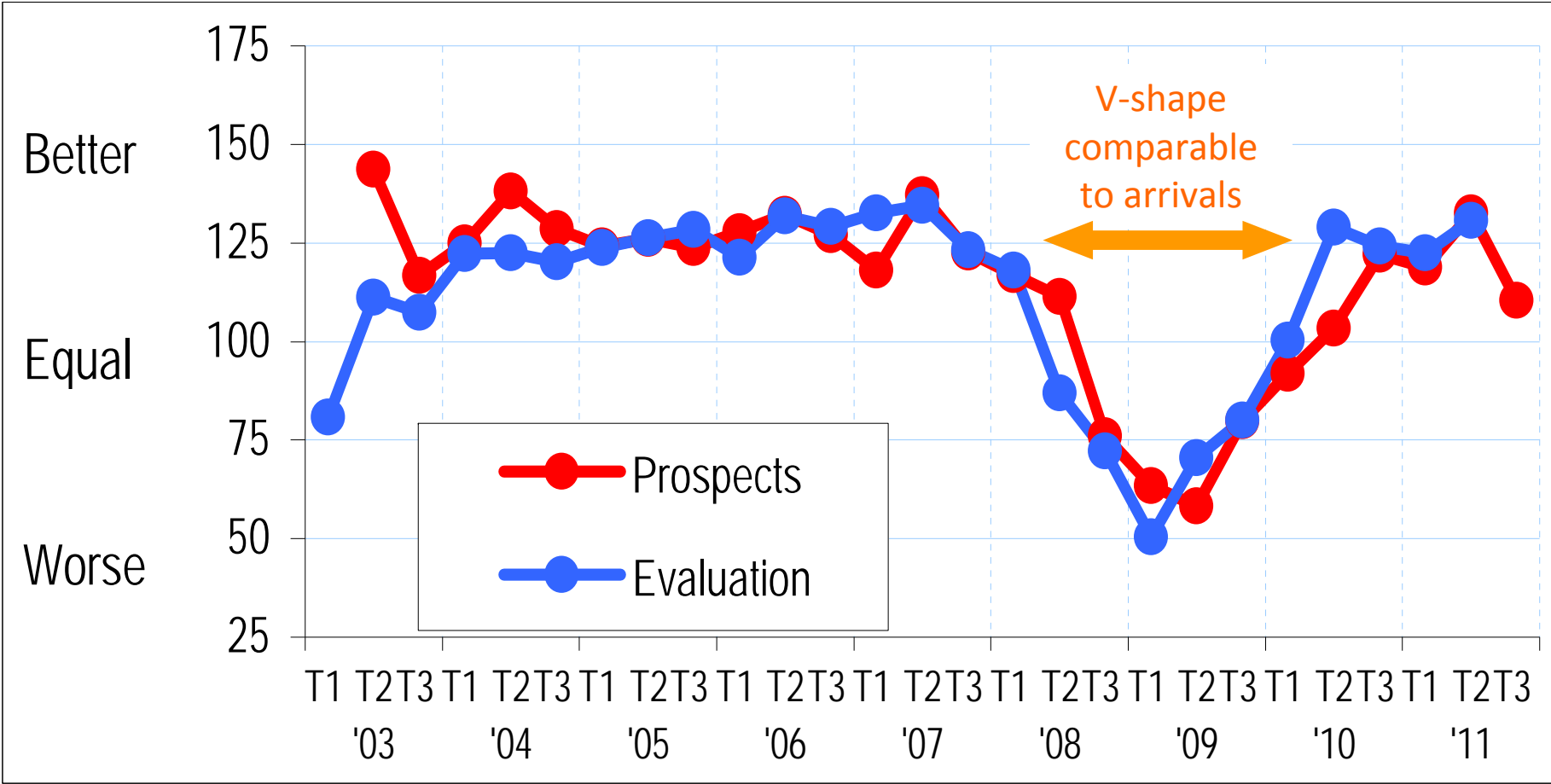
Source: World Tourism Organization (UNWTO) ©

# UNWTO tourism business-cycle clock



# Europe: confidence declining

## UNWTO Panel of Tourism Experts: Europe



Source: World Tourism Organization (UNWTO) ©

## Facts & Figures

Information, analysis and know-how



### Overview

Historical perspective of world tourism

Tourism and the world economy

Tourism Highlights

UNWTO World Tourism Barometer

Tourism Market Trends

Tourism 2020 Vision

Tourism Indicators

Publications

Marketing Intelligence and Promotion

Methodological Notes

### Overview

The "Facts & Figures" section aims to provide comprehensive information on international tourism worldwide. It offers among others a selection of the **latest available statistics on International Tourist Arrivals, Tourism receipts and expenditure.**

"Facts & Figures" includes also the following areas:

#### UNWTO Tourism Highlights

Concise overview of international tourism in the world based on the results of the year. It includes statistics and analysis on international tourist arrivals, international tourism receipts, a summary of tourism results by region, top tourism destinations by arrivals and receipts, outbound tourism by generating region and the ranking of the top tourism spenders.

#### UNWTO World Tourism Barometer

Latest available statistics and a short-term overview, aimed at monitoring the evolution of tourism and providing the sector with adequate and timely information.

#### Tourism Market Trends

Tourism Market Trends is the World Tourism Organization regular series of reports whose objective is to present international tourism trends in the world as well as in each region, subregion and country.

#### Tourism 2020 Vision

*Tourism 2020 Vision* is the World Tourism Organization long-term forecast and assessment of tourism development 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.

For more information: [marketing@unwto.org](mailto:marketing@unwto.org)

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# Outlook

[www.unwto.org/facts](http://www.unwto.org/facts)

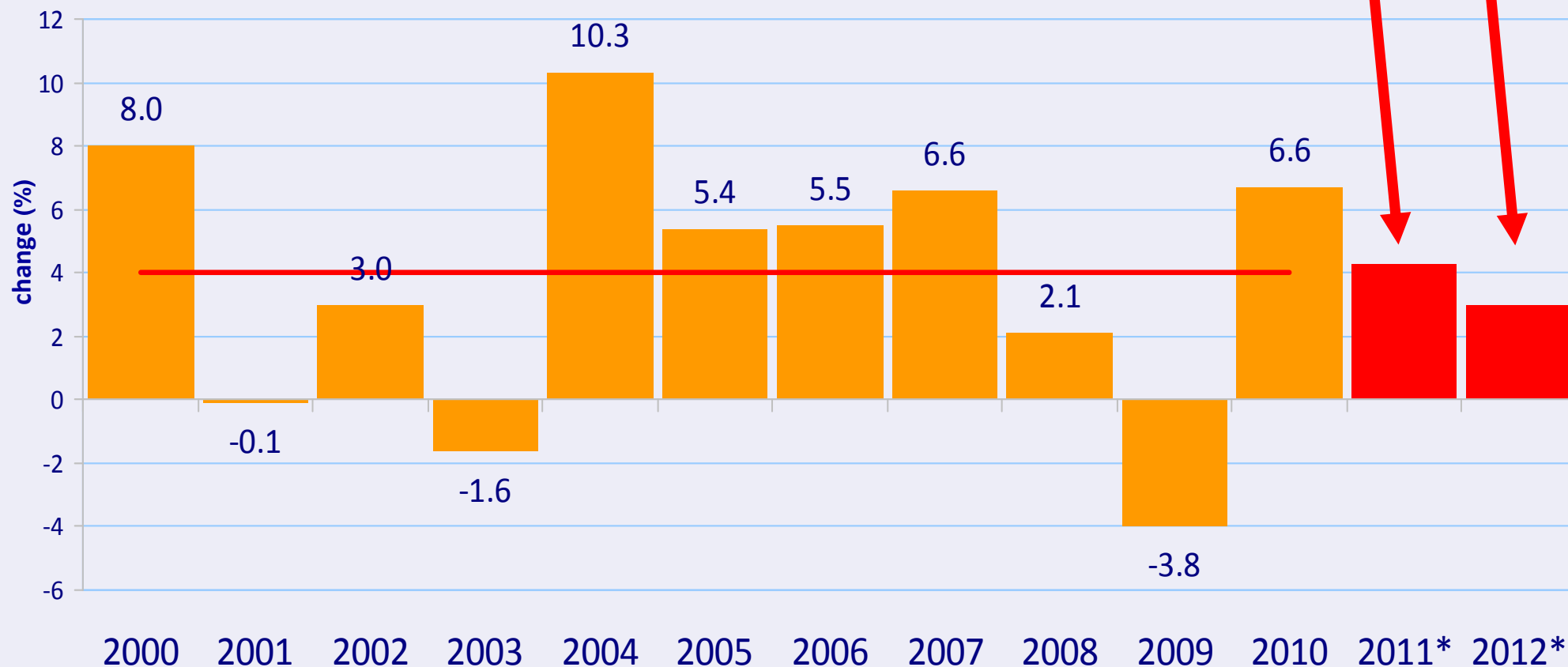
# International Tourism: Forecast 2011

	<b>2010</b>	<b>Forecast 2011</b>
<b>World</b>	<b>+6.6%</b>	<b>+4.0% to +4.5%</b>
Europe	+3.2%	+5% to +6%
Asia and the Pacific	+12.8%	+5% to +6%
Americas	+6.4%	+4% to +5%
Africa	+7.8%	-2% to +1%
Middle East	+14.8%	-10% to -5%

# Outlook: World

**Forecast**  
**2011: 4.0% to 4.5%**  
**2012: 3% to 4%**

## International tourist arrivals





# Where to find information prepared by UNWTO?

[www.unwto.org](http://www.unwto.org) => Facts & Figures

publications

[www.unwto.org/pub](http://www.unwto.org/pub)

• electronic:

=> UNWTO eLibrary

• hardcopy:

=> UNWTO Infoshop

=> depository libraries



The screenshot shows the UNWTO website homepage. The header includes the UNWTO logo, a search bar, and navigation links for Home, About UNWTO, Member States, Affiliate Members, Programmes, Regions, Projects, Events, and Media. The main content area features a 'Latest news' section with several articles, including one about the Prime Minister of Malaysia's role in transforming Malaysia into a high-income country by 2020. There is also a 'Facts & Figures' section and a 'Calendar of International Tourism Events' for October 2011. The footer includes a link to the UNWTO video channel.

Affiliate Membership:

[www.unwto.org/edsco/index.php](http://www.unwto.org/edsco/index.php)