



Contents

Short-term tourism data 2010	1
International Tourism Receipts 2009	4
World's Top Tourism Destinations and Outbound Markets 2009	7
Detailed tables by UNWTO regions	9
Europe	10
Asia and the Pacific	12
The Americas	14
Africa and the Middle East	16
The Economic Environment	18
Overview of economic growth projections IMF	18

Interim Update, April 2010

This *Interim Update* aims to bridge the gap between the full editions of the *UNWTO World Tourism Barometer* published every four months. This update forms part of UNWTO's activity to support its members in the face of the economic crisis through closer market monitoring. This Interim Update is available in electronic format only through the UNWTO elibrary and is free for members.

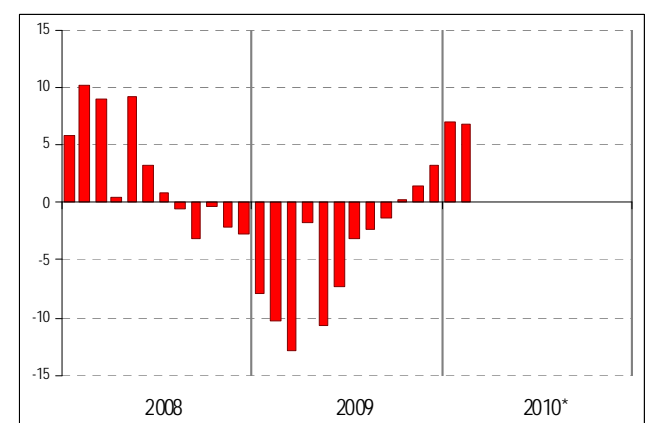
A comprehensive analysis of international tourism trends will be included in the next full version of the *UNWTO World Tourism Barometer* scheduled for end of June.

International Tourist Arrivals 2010

- After an exceptionally challenging 2009, international tourism demand is steadily regaining momentum. Preliminary figures compiled by UNWTO for the first months of 2010 indicate an intensifying of the upward trend experienced since the last quarter of 2009, when international tourist arrivals increased by 2% after 14 months of negative results.
- Of the 77 countries that have so far reported international arrivals data for one or more months of the first quarter of 2010, 17 are still negative, while 60 show positive figures, of which 24 double-digit. Based on this crosscut of destinations, arrivals growth worldwide in the months of January-February is estimated at 7%. Some 29 countries already reported March data, all of them positive, clearly pointing to a continuation of the current pace of growth.

- January and February are important months for leisure tourism in the summer of the Southern hemisphere and in the Northern Hemisphere for winter sports tourism destinations. On average the two months represent around 13% of the yearly total. In 2010, international tourist arrivals in January and February totalled over 119 million. Of course this year's results compare to very poor first months of 2009 –the worst part of the crisis– when international arrivals declined at a rate of -9% and with only 112 million arrivals the number fell below the level of 2007. Compared to the record year 2008, with 123 million arrivals in January and February, the current volume is still 2% short.

International Tourist Arrivals, monthly evolution
World



Source: World Tourism Organization (UNWTO) ©

- Growth has been positive in all world regions, led by Asia and the Pacific (+10%). The three countries of the Middle East that have reported results so far also point to strong growth, though, compared to very subdued first months of 2009. By subregion, South Asia (+15%), South-East Asia (+10%), North-East Asia (+10%) and North Africa (+8%) did better than the world average, while growth is still weaker in Europe and Americas (both at +3%).
- Quite a few countries posted double-digit growth in the first months of 2010, i.e. Estonia (+14%), Israel (+37%), Hong Kong (China) (+14%), Macao (China) (+16%), Japan (+29%), Taiwan (pr. of China) (+28%), Indonesia (+14%), Singapore (+21%), Vietnam (+36%), Guam (+10%), India (+13%), Nepal (+30%), Sri Lanka (+50%), US Virgin Islands (+15%), Nicaragua (+16%), Ecuador (+14%), Kenya (+18%), Seychelles (+16%), Morocco (+14%), Egypt (+29%) and Saudi Arabia (+45%).

The *UNWTO World Tourism Barometer* is a publication of the World Tourism Organization (UNWTO). By monitoring short-term tourism trends on a regular basis, UNWTO aims to provide all those involved directly or indirectly in tourism with adequate up-to-date statistics and analysis in a timely fashion.

The *UNWTO World Tourism Barometer* is published three times a year (in January, June and October). Each issue contains three regular sections: an overview of short-term tourism data from destination and generating countries and air transport; the results of the latest survey among the UNWTO Panel of Tourism Experts, providing an evaluation of and prospects for short-term tourism performance; and selected economic data relevant for tourism. The objective for future editions of the *UNWTO World Tourism Barometer* will be to broaden its scope and improve coverage gradually over time.

The *UNWTO World Tourism Barometer* is prepared by UNWTO's Tourism Trends and Marketing Strategies Programme. The UNWTO Secretariat wishes to express its sincere gratitude to all those who have participated in the elaboration of the *UNWTO World Tourism Barometer*, in particular all institutions that supplied data, and to the members of the UNWTO Panel of Tourism Experts for their valuable contributions.

For more information on the *UNWTO World Tourism Barometer*, including copies of previous issues, please refer to the Facts & Figures section on the UNWTO website at www.unwto.org/facts/menu.html.

We welcome your comments and suggestions at barom@unwto.org, tel +34 915678206 / fax +34 915678217.

Explanation of abbreviations and signs used

* = provisional figure or data
 .. = figure or data not (yet) available
 | : change of series
 mn: million (1,000,000)
 bn: billion (1,000,000,000)

Q1: January, February, March
 Q2: April, May, June
 Q3: July, August, September
 Q4: October, November, December

T1: January, February, March, April
 T2: May, June, July, August
 T3: September, October, November, December

YTD: Year to date, variation of months with data available compared with the same period of the previous year. The (sub)regional totals are approximations for the whole (sub)region based on trends for the countries with data available.

Series 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;
 NHS: Nights of international tourists in hotels and similar establishments;
 NCE: Nights of international tourists in collective tourism establishments.

Series International Tourism Receipts and Expenditure

All percentages are derived from non-seasonally adjusted series in local currencies, unless otherwise indicated: \$: US\$; €: euro; sa: seasonally adjusted series.



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 160 countries and territories and more than 350 Affiliate Members representing local governments, tourism associations and private sector companies including airlines, hotel groups and tour operators.

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World Tourism Organization

Capitán Haya 42, 28020 Madrid, Spain
 Tel (34) 91 567 81 00 / Fax (34) 91 571 37 33
barom@unwto.org

www.unwto.org

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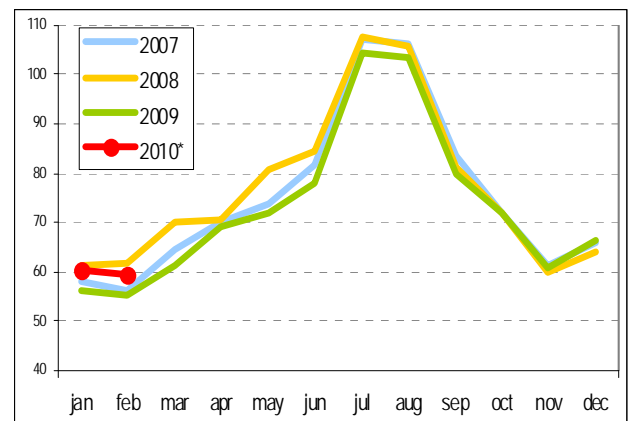
The next full issue of the *UNWTO World Tourism Barometer* will be published end of June 2010.

- With the large majority of destinations having reported full year results by now, preliminary 2009 results as announced in the *UNWTO World Tourism Barometer* of January have been confirmed. Worldwide, international tourist arrivals declined by 4.3% in 2009 to 880 million.
- By region and subregion there are slight variations compared to the January preliminary results. Northern Europe (-6%) and Southern and Mediterranean Europe (-4%) performed somewhat better than initially estimated, while Central and Eastern Europe had to be revised downwards (-10%). The positive results for North Africa and Subsaharan Africa (at present +2% and +4%, respectively) have been overstated to some extent, while for South America the decrease turned out to be less pronounced (-1%).
- As included in the January issue of the *UNWTO World Tourism Barometer*, international tourist arrivals are forecast to grow by 3% to 4% in 2010. This outlook has not been altered by the recent air traffic disruption in European airspace due to the ash clouds after the eruption of Iceland's volcano Eyjafjalla. Although impacting very seriously on travellers, specific destinations and

companies, in particular airlines, airports and tour operators, UNWTO estimates that the closure of a major part of European airspace between 15 and 20 April might have caused a loss of less than half a per cent of the yearly volume of international tourist arrivals in Europe and of 0.3% of the total count for the world.

International Tourist Arrivals, monthly evolution

World (million)



Source: World Tourism Organization (UNWTO) ©

International Tourist Arrivals by (Sub)region

	Full year												Share								Change								Monthly or quarterly data series (% change over same period)							
													2009*		2009*		2008		2008		2008		2008		2008		2008		2008		2008		2008		2008	
	1995	2000	2005	2006	2007	2008	2009*	2009*	08/07	2008	09/08	2010*	2010*	Jan	Feb	J.-J.	J.-D.	Q1	Q2	Q3	Q4															
World	532.5	682	801	846	900	919	880	100	2.1	5.8	-1.2	-4.3	7.1	7.2	6.9	-8.5	-0.7	-10.4	-6.8	-2.3	1.6															
Advanced economies	338.7	423	451	475	496	495	470	53.4	-0.3	4.1	-3.8	-5.0	5.3	4.2	6.3	-9.2	-1.8	-12.0	-7.0	-2.7	-0.1															
Emerging economies	193.9	259	350	371	404	424	410	46.6	5.1	7.9	2.0	-3.4	7.5	8.2	6.8	-8.0	0.5	-9.2	-6.8	-1.8	3.4															
Europe	309.1	392.2	441.0	463.9	485.4	487.3	460.0	52.3	0.4	3.9	-2.4	-5.6	3.0	4.2	1.8	-9.7	-2.4	-13.1	-7.4	-2.7	-1.9															
Northern Europe	35.8	43.7	52.8	56.5	58.1	56.4	53.0	6.0	-2.9	3.2	-7.5	-6.0	-3.0	-1.9	-4.2	-9.4	-5.2	-13.1	-6.7	-6.6	-2.6															
Western Europe	112.2	139.7	141.7	148.6	153.9	153.2	145.9	16.6	-0.4	2.6	-2.8	-4.7	2.7	1.4	3.9	-9.2	-1.1	-13.1	-6.3	-0.1	-3.2															
Central/Eastern Eu.	58.1	69.3	87.5	91.4	96.6	99.7	89.8	10.2	3.2	5.4	1.0	-9.9	7.1	12.0	2.1	-13.4	-6.4	-14.2	-12.8	-7.6	-4.6															
Southern/Mediterr. Eu.	103.0	139.5	159.1	167.3	176.8	178.0	171.3	19.5	0.7	4.5	-2.1	-3.8	2.8	4.1	1.6	-8.0	-0.6	-12.3	-5.6	-1.4	1.1															
Asia and the Pacific	82.0	110.1	153.6	166.0	182.0	184.0	180.9	20.6	1.1	5.7	-3.2	-1.7	10.2	8.0	12.7	-6.7	3.5	-7.4	-6.1	0.5	6.4															
North-East Asia	41.3	58.3	86.0	92.0	101.0	101.0	98.1	11.1	0.0	5.6	-5.0	-2.9	10.2	8.5	12.0	-7.4	1.7	-7.5	-7.3	-0.7	4.0															
South-East Asia	28.4	36.1	48.5	53.1	59.7	61.7	62.0	7.0	3.4	7.2	-0.2	0.4	10.4	7.0	14.3	-5.9	7.3	-6.6	-5.2	3.4	11.1															
Oceania	8.1	9.6	11.0	11.0	11.2	11.1	10.9	1.2	-0.9	0.5	-2.3	-1.7	5.4	1.5	9.1	-4.8	1.2	-5.9	-3.4	-0.9	3.1															
South Asia	4.2	6.1	8.1	9.8	10.1	10.3	10.0	1.1	1.1	4.2	-1.7	-2.8	15.2	16.9	13.8	-7.0	1.3	-11.7	-0.9	-3.5	5.4															
Americas	109.0	128.3	133.3	135.8	142.9	146.9	140.0	15.9	2.8	6.3	-0.3	-4.7	2.6	2.7	2.5	-7.2	-2.5	-7.1	-7.3	-5.7	1.4															
North America	80.7	91.5	89.9	90.6	95.3	97.7	92.1	10.5	2.6	6.3	-0.5	-5.7	2.3	2.8	1.8	-8.8	-3.3	-7.7	-9.7	-5.7	-0.1															
Caribbean	14.0	17.1	18.8	19.4	19.8	20.1	19.4	2.2	1.2	5.0	-3.0	-3.2	1.9	3.1	0.7	-6.2	0.4	-8.5	-3.4	-0.7	1.6															
Central America	2.6	4.3	6.3	6.9	7.8	8.3	7.9	0.9	7.0	11.4	2.8	-5.3	6.4	2.3	11.3	-7.4	-3.1	-6.2	-8.8	-6.3	0.1															
South America	11.7	15.4	18.3	18.8	20.1	20.8	20.6	2.3	3.9	5.7	2.1	-1.3	2.8	2.3	3.4	-1.5	-0.7	-4.2	3.0	-9.8	7.9															
Africa	18.6	26.1	35.3	39.1	42.6	44.5	45.9	5.2	4.4	1.1	5.5	3.0	7.3	9.6	4.9	3.5	2.4	1.5	5.4	2.7	2.0															
North Africa	7.3	10.2	13.9	15.1	16.3	17.1	17.5	2.0	4.8	8.4	2.5	1.9	8.0	11.3	4.9	4.4	0.3	1.4	6.6	-1.6	3.6															
Subsaharan Africa	11.4	15.9	21.4	24.0	26.3	27.4	28.4	3.2	4.1	-2.7	7.7	3.7	7.0	8.9	4.9	2.9	3.8	1.5	4.6	6.8	1.4															
Middle East	13.7	24.9	37.8	40.9	46.9	56.0	52.9	6.0	19.3	26.8	10.3	-5.4	35.4			-16.3	3.6	-21.4	-11.0	-1.6	9.0															

Source: World Tourism Organization (UNWTO) ©

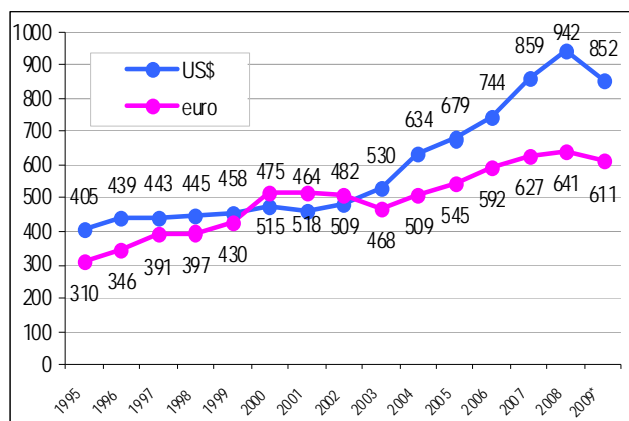
(Data as collected by UNWTO April 2010)

International Tourism Receipts 2009

International Tourism Receipts decreased by 5.8% in 2009, close to the trend in arrivals

- With only a minority of countries still having to report full year data, worldwide international tourism receipts are estimated to have amounted to US\$ 852 billion (euro 611 billion) in 2009, down from US\$ 942 billion (euro 641 billion) recorded the previous year. In absolute terms, international tourism receipts decreased by US\$ 90 billion, but only by 30 billion euros 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).

World: Inbound Tourism
International Tourism Receipts (billion)



Source: World Tourism Organization (UNWTO) ©

- What is reported here as international tourism receipts refers to the earnings in destination countries from expenditure by international visitors on accommodation, food and drink, local transport, entertainment, shopping, etc. Earnings from international passenger transport,

which are reported separately, are not included, however. These will be analysed in the forthcoming full version of the UNWTO World Tourism Barometer of June.

- In real terms, i.e. adjusted for exchange rate fluctuations and inflation, international tourism receipts decreased by 5.8% in 2009 as compared to a 4.3% decline in arrivals, underlining the close relation between the trends for both indicators. Experience shows that the growth of receipts generally follows fairly closely that of arrivals, even if in times of crisis revenues tend to be more affected than arrivals as was the case for the year 2009. One of the paradoxes here is that the decrease in volume generally involves proportionally more often the shorter secondary trips, thus lifting average expenditure over the remaining trips, even if per trip expenditure is under pressure.
- All regions suffered decreases in receipts in real terms (and also in arrivals, with the exception of Africa). Only Asia and the Pacific (-1%) and the Middle East (-3%) 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. The Middle East was the only region to post an increase in absolute terms, although of less than half a billion US\$, and a considerable margin should be taken into account as coverage is still comparatively weak. The brunt of losses, however, were born by the Americas (-11%), with US\$ 22 billion less than the previous year, and Europe (-7%), where receipts declined by around US\$ 60 billion (although 26 billion euro).
- By subregion, only Oceania (+5%) and North-East Asia (+1%) showed positive growth in real terms. Despite negative results, Northern Europe, South Asia, the Caribbean, South America and North Africa managed to perform above the world average.

International Tourism Receipts, World

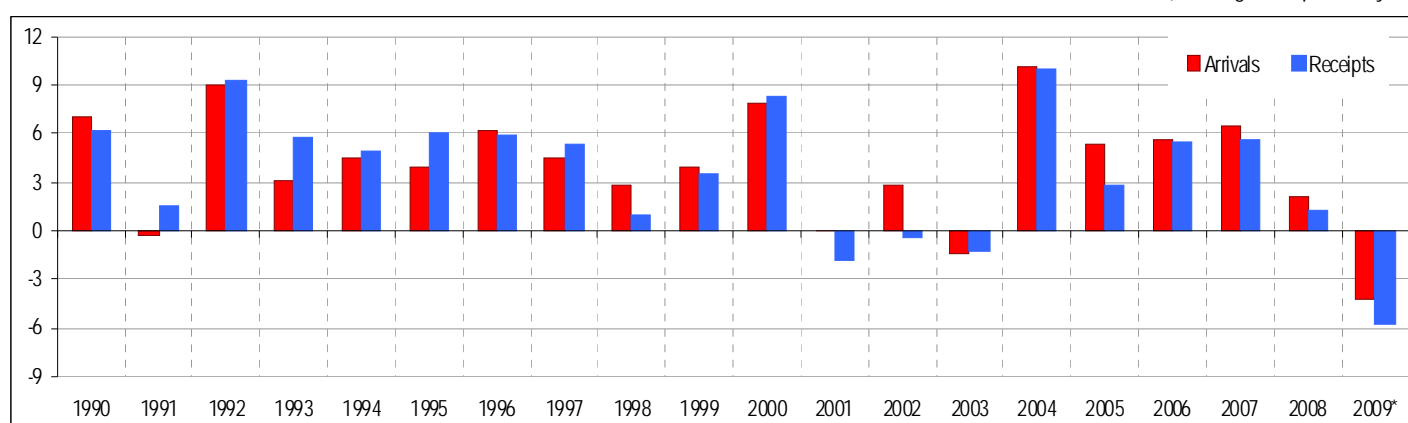
	International Tourism Receipts												Change							
	(billion)												current prices				constant prices			
	1990	1995	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009*	06/05	07/06	08/07	09*/08	06/05	07/06	08/07	09*/08
Local currencies													8.9	9.2	6.4	-4.3	5.4	5.7	1.3	-5.8
US\$	263	405	475	464	482	530	634	679	744	859	942	852	9.6	15.5	9.7	-9.6	6.2	12.3	5.7	-9.3
Euro	207	310	515	518	509	468	509	545	592	627	641	611	8.6	5.8	2.2	-4.6	6.2	3.6	-1.0	-4.9

Source: World Tourism Organization (UNWTO) ©

(Data as collected by UNWTO April 2010)

International tourist arrivals and receipts (local currencies, constant prices)

World (% change over previous year)



Source: World Tourism Organization (UNWTO) ©

International Tourism by (Sub)region

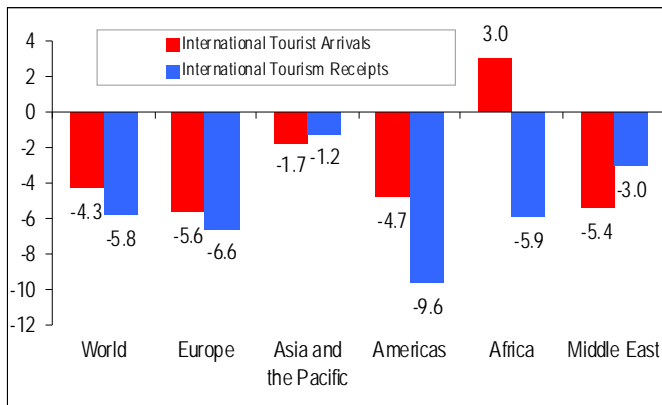
	International Tourism Receipts									International Tourist Arrivals						
	Change			US\$		euro			Share	abs.		Change			Share	
	Local currencies, constant prices (%)			Receipts		Receipts				Share (%)	Receipts		Change (%)			
	07/06	08/07	09*/08	2008	2009*	2009	2008	2009*	2009		2009*	2008	2009*	07/06	08/07	09*/08
World	5.7	1.3	-5.8	942	852	970	641	611	690	100	919	880	6.4	2.1	-4.3	100
Europe	2.7	-1.4	-6.6	472.8	412.4	900	321.5	295.7	640	48.4	487.3	460.0	4.6	0.4	-5.6	52.3
Northern Europe	4.0	-2.0	-3.0	70.2	60.8	1,150	47.8	43.6	820	7.1	56.4	53.0	2.8	-2.9	-6.0	6.0
Western Europe	2.3	-2.9	-7.1	161.4	143.1	980	109.7	102.6	700	16.8	153.2	145.9	3.5	-0.4	-4.7	16.6
Central/Eastern Europe	8.9	2.1	-7.9	57.8	47.5	530	39.3	34.1	380	5.6	99.7	89.8	5.6	3.2	-9.9	10.2
Southern/Mediterr. Eu.	0.9	-0.8	-7.0	183.4	161.0	940	124.7	115.4	670	18.9	178.0	171.3	5.7	0.7	-3.8	19.5
Asia and the Pacific	10.0	4.7	-1.2	209.0	202.8	1,120	142.1	145.4	800	23.8	184.0	180.9	9.7	1.1	-1.7	20.6
North-East Asia	8.3	8.5	0.7	100.0	100.4	1,020	68.0	72.0	730	11.8	101.0	98.1	9.8	0.0	-2.9	11.1
South-East Asia	16.0	-1.0	-7.2	59.8	53.8	870	40.6	38.5	620	6.3	61.7	62.0	12.3	3.4	0.4	7.0
Oceania	6.4	2.9	5.2	33.7	33.5	3,070	22.9	24.0	2,200	3.9	11.1	10.9	1.7	-0.9	-1.7	1.2
South Asia	6.8	7.4	-3.5	15.5	15.1	1,510	10.6	10.8	1,090	1.8	10.3	10.0	3.1	1.1	-2.8	1.1
Americas	6.5	4.6	-9.6	187.7	165.6	1,180	127.6	118.7	850	19.4	146.9	140.0	5.3	2.8	-4.7	15.9
North America	7.4	6.7	-11.9	138.5	119.1	1,290	94.2	85.4	930	14.0	97.7	92.1	5.2	2.6	-5.7	10.5
Caribbean	0.9	-3.1	-4.1	23.6	22.4	1,150	16.1	16.1	830	2.6	20.1	19.4	2.0	1.2	-3.2	2.2
Central America	10.6	-1.1	-7.1	6.4	5.9	750	4.3	4.2	540	0.7	8.3	7.9	12.0	7.0	-5.3	0.9
South America	6.8	2.4	-1.4	19.2	18.1	880	13.1	13.0	630	2.1	20.8	20.6	6.5	3.9	-1.3	2.3
Africa	9.5	-4.0	-5.9	29.9	28.1	610	20.4	20.1	440	3.3	44.5	45.9	9.0	4.4	3.0	5.2
North Africa	7.5	-4.1	-4.9	10.8	9.9	570	7.3	7.1	410	1.2	17.1	17.5	8.5	4.8	1.9	2.0
Subsaharan Africa	10.6	-3.9	-6.4	19.2	18.2	640	13.0	13.0	460	2.1	27.4	28.4	9.3	4.1	3.7	3.2
Middle East	13.0	5.3	-3.0	42.8	43.3	820	29.1	31.0	590	5.1	56.0	52.9	14.6	19.3	-5.4	6.0

Source: World Tourism Organization (UNWTO) ©

(Data as collected by UNWTO April 2010)

International tourist arrivals and receipts
(local currencies, constant prices)

(% change 2009/2008)



Source: World Tourism Organization (UNWTO) ©

About receipts and expenditure data

For destination countries, receipts from international tourism count as exports and cover all transactions related to the consumption by international visitors of, for example, accommodation, food and drink, fuel, domestic transport, entertainment, shopping, etc. They include transactions generated by same-day as well as overnight visitors. Receipts from same-day visitors can be substantial, especially in the case of neighbouring countries where a lot of shopping for goods and services is carried out by cross-border, same-day visitors. However, the values reported as international tourism receipts do not include receipts from international passenger transport contracted from companies outside the travellers' countries of residence, which are reported in a separate category.

With financial data measured in different currencies it is fairly complicated to accurately determine variations in relative terms, as receipts have to be expressed in a common currency like the US dollar or the euro and generally are also reported at current prices, thus not taking account of exchange rate fluctuations and inflation. In 2008 the dollar depreciated 7% against the euro and in 2007 8%, while over the two years 2005 and 2006, the US dollar and the euro maintained a fairly steady exchange rate, although both currencies did fluctuate against a range of other currencies. On average for the year, in 2008 one euro exchanged at US\$ 1.4708, in 2007 at 1.3705 in 2006 at 1.2556 and in 2005 at 1.2441 (or 1 US\$ to 0.6799 euro on average for 2008, 0.7297 euro in 2007, 0.7964 euro in 2006 and 0.8038 euro in 2005).

In order to account for exchange rate changes and inflation, international tourism receipts in US dollar values were computed back to the local currencies of each destination, weighted by the share in the total, and deflated by the corresponding rate of inflation.

Although in this way data are made comparable, care should nevertheless be taken in interpreting the trends, as statistics, in most cases, are still provisional and subject to revision. For the totals, an assessment is made by UNWTO for countries that have not yet reported results, based on the previous year's value and the trend for the (sub)region. Unlike arrivals, where revisions generally more or less balance out, receipts data tends to be revised upwards.

Elibrary

One of the most comprehensive sources
of tourism information prepared by the UNWTO

The Elibrary is an online collection of more than 1000 books in Spanish, English, French, Russian and Arabic, with new titles being added every day. It also allows cross-referenced searches of a large number of publications in their respective languages.

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World's Top Tourism Destinations and Outbound Markets 2009

- In 2009, there have been only slight changes in the ranking of the first 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. 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 by Country of Destination

	Series	Full year							Monthly or quarterly data series (percentage change over same period of the previous year)										
		2000	2005	2006	2007	2008	2009*	08/07	09*/08	Series	2009*				2008				
		(million)						08/07			YTD	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4
World		682	801	846	900	919	880	2.1	-4.3		-4.3	-10.4	-6.8	-2.3	1.6	8.0	4.1	-0.9	-1.6
1 France	TF	77.2	75.0	77.9	80.9	79.2	74.2	-2.0	-6.3	TCE	-8.1	-19.6	-10.8	-1.9	-9.2	6.1	-2.7	-5.6	-5.2
2 United States	TF	51.2	49.2	51.0	56.0	57.9	54.9	3.5	-5.3	TF(1)	-5.5	-14.3	-6.5	-3.9	2.3	15.4	7.6	3.2	-6.0
3 Spain	TF	46.4	55.9	58.0	58.7	57.2	52.2	-2.5	-8.7	TF	-8.8	-16.9	-8.2	-7.8	-3.5	5.2	1.2	-5.4	-9.0
4 China	TF	31.2	46.8	49.9	54.7	53.0	50.9	-3.1	-4.1	TF	-4.1	-11.3	-5.1	-0.1	0.3	9.6	-3.0	-9.3	-7.7
5 Italy	TF	41.2	36.5	41.1	43.7	42.7	43.2	-2.1	1.2	TF	1.2	-5.4	-3.4	5.8	5.8	-2.6	2.6	-3.7	-5.1
6 United Kingdom	TF	23.2	28.0	30.7	30.9	30.1	28.0	-2.4	-7.0	VF	-6.8	-13.9	-6.0	-7.0	-0.3	6.8	-1.2	-2.1	-13.0
7 Turkey	TF	9.6	20.3	18.9	22.2	25.0	25.5	12.3	2.0	TF	2.5	-1.1	-1.0	3.2	8.6	-2.3	17.4	9.4	10.0
8 Germany	TCE	19.0	21.5	23.6	24.4	24.9	24.2	1.9	-2.7	TCE	-2.7	-8.9	-6.7	0.1	3.5	5.4	4.3	0.8	-2.1
9 Malaysia	TF	10.2	16.4	17.5	21.0	22.1	23.6	5.1	7.2	TF	7.2	2.2	4.7	12.4	9.5	1.2	3.9	8.2	7.5
10 Mexico	TF	20.6	21.9	21.4	21.4	22.6	21.5	5.9	-5.2	TF	-5.2	7.7	-19.2	-8.0	-1.2	5.4	2.9	6.5	9.1

Source: World Tourism Organization (UNWTO) ©

(Data as collected by UNWTO April 2010)

See box at page 2 for explanation of abbreviations and signs used

International Tourism Receipts

	Series	US\$					Monthly or quarterly data series (percentage change over same period of the previous year)												
		2000	2005	2006	2007	2008	2009*	Local currencies, current prices			2009*				2008				
		(billion)					07/06	08/07	09/08	2009*	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	
World		475	679	744	859	942	852												
1 United States	sa	82.4	81.8	85.8	97.1	110.1	94.2	13.1	13.4	-14.4	-13.4	-18.7	-17.5	-7.6	24.2	21.7	13.9	-2.8	
2 Spain		30.0	48.0	51.1	57.6	61.6	53.2	3.3	-0.4	-9.0	-13.6	-8.0	-9.2	-5.5	5.4	1.3	0.2	-8.0	
3 France		30.8	44.0	46.3	54.3	55.6	48.7	7.3	-4.6	-7.6	-8.9	-10.1	-4.2	-9.8	1.8	1.4	-11.4	-3.5	
4 Italy		27.5	35.4	38.1	42.7	45.7	40.2	2.5	-0.1	-7.2	-9.5	-11.0	-5.8	-2.1	1.8	1.2	2.0	-7.7	
5 China	\$	16.2	29.3	33.9	37.2	40.8	39.7	9.7	9.7	-2.9	-13.7	-9.2	0.6	11.4	13.1	-2.0	-10.5	-8.2	
6 Germany		18.7	29.2	32.8	36.0	40.0	34.7	0.7	3.5	-8.5	-7.5	-9.5	-6.7	-10.5	2.1	3.8	2.4	5.6	
7 United Kingdom	sa	21.9	30.7	34.6	38.6	36.0	30.1	2.6	1.6	-1.6	-3.7	-4.2	0.1	1.9	2.5	9.5	-1.8	-3.4	
8 Australia		9.3	16.8	17.8	22.3	24.8	25.6	12.5	10.7	11.2	10.4	11.5	14.2	8.7	11.4	13.4	7.8	10.4	
9 Turkey	\$	7.6	18.2	16.9	18.5	22.0	21.3	9.7	18.7	-3.2	-11.1	-9.6	-4.6	11.5	28.4	25.9	14.4	16.3	
10 Austria		9.8	16.1	16.6	18.9	21.8	..	4.0	7.5		-10.6	0.9	-3.1		14.7	1.0	3.0	4.6	

Source: World Tourism Organization (UNWTO) ©

(Data as collected by UNWTO April 2010)

See box at page 2 for explanation of abbreviations and signs used

International Tourism Expenditure

	Monthly or quarterly data series																	
	US\$						Series	Local currencies, current prices (% change over same period of the previous year)										
	2000	2005	2006	2007	2008	2009*		07/06	08/07	09/08	2009*				2008			
(billion)										Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	
World	475	679	744	859	942	852												
1 Germany	53.0	74.4	73.9	83.1	91.0	80.8		2.9	2.0	-6.3	-8.6	-4.3	-8.4	-2.7	5.8	4.9	1.2	-3.2
2 United States	64.7	69.0	72.1	76.4	79.7	73.1	sa	5.9	4.4	-8.4	-8.5	-13.1	-6.5	-5.2	9.3	7.0	3.0	-1.1
3 United Kingdom	38.4	59.6	63.1	71.4	68.5	48.5	sa	4.1	4.4	-16.5	-16.4	-17.1	-19.5	-12.7	13.6	4.2	4.6	-4.3
4 China	13.1	21.8	24.3	29.8	36.2	43.7	\$	22.5	21.4	20.9	19.6	19.6	22.1	22.1	20.9	20.9	21.9	21.9
5 France	17.8	30.5	31.2	36.7	43.1	38.9		7.9	9.6	-4.9	1.3	-9.4	-6.6	-2.4	13.5	16.5	0.1	12.9
6 Italy	15.7	22.4	23.1	27.3	30.8	27.8		8.4	4.9	-4.6	-1.6	-3.6	-5.0	-8.1	4.7	7.8	1.1	9.2
7 Japan	31.9	27.3	26.9	26.5	27.9	25.1		-0.2	-7.6	-18.4	-21.3	-25.1	-12.6	-14.8	-3.9	-6.8	-9.5	-10.1
8 Canada	12.4	18.0	20.6	24.7	26.9	24.3		13.3	8.4	-3.4	-6.2	-4.7	-2.3	1.1	18.5	14.0	4.9	-5.3
9 Russian Federation	8.8	17.3	18.1	21.2	23.8	20.8	\$	17.1	12.1	-12.5	-20.4	-18.0	-9.6	-3.5	19.9	19.8	10.7	0.2
10 Netherlands	12.2	16.2	17.0	19.1	21.7	20.7		2.6	6.2	0.4	4.1	3.9	0.0	-6.0	2.9	8.5	7.4	4.3

Source: World Tourism Organization (UNWTO) ©

(Data as collected by UNWTO April 2010)

See box at page 2 for explanation of abbreviations and signs used

- The top 10 ranking by international tourism spenders shows one remarkable change in 2009, as China surpasses France, moving up to fourth position. By far, China has been the fastest grower with regard to expenditure on international tourism in the last decade, ranking only seventh in 2005. In crisis ridden 2009 expenditure still increased by a whopping 21%. Of the other nine top spenders only one recorded positive growth. Just the Netherlands, occupying the tenth position, increased spending by a very modest 0.4%.
- *The tables in this section list the first 10 destinations in terms of arrivals and receipt as well as the first 10 source markets by expenditure. Comprehensive rankings will be included in the next full issue of the UNWTO World Tourism Barometer, scheduled for end of June. For arrivals and receipts of other countries with data available, see the detailed tables by region on the following pages.*

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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.

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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



Published: 2009
Price: € 75

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



Published: 2009
Price: € 75

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

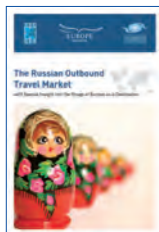


Published: 2008
Price: € 75

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



Published: 2009
Price: € 75

Handbook on Tourism Forecasting Methodologies

Tourism demand is a complex phenomenon which can be affected by an incredible number of different exogenous factors – economy, fuel prices, infrastructure, natural disasters, the image of a destination, etc. Therefore, tourism demand, in all of its different forms, is one of the most difficult variables to foresee. Nonetheless, it gets more and more important for destinations and private sector alike to anticipate demand trends and use such knowledge as a basis of management decisions and planning. This *Handbook on Tourism Forecasting Methodologies* aims to be a simple guide to the complex world of tourism forecasting. It presents the basic forecasting techniques, their advantages and disadvantages as well as some practical examples of such methodologies in action. It also includes a CD where the methodologies are further explained and exemplified in an excel file.

Available in English



Published: 2008
Price: € 45

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 advises 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



Published: 2008
Price: € 75

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 Spanish, only



Published: 2008
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