

World Tourism Organization



UNWTO

UNWTO Tourism Highlights

2015 Edition

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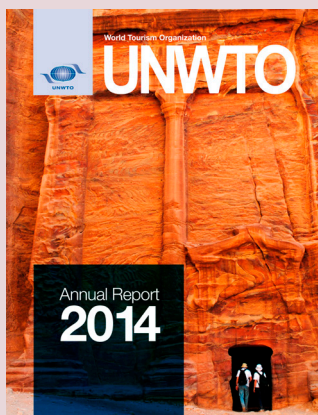
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About UNWTO

The World Tourism Organization (UNWTO) is the United Nations specialized agency mandated with the promotion of responsible, sustainable and universally accessible tourism.

Find out more on: unwto.org



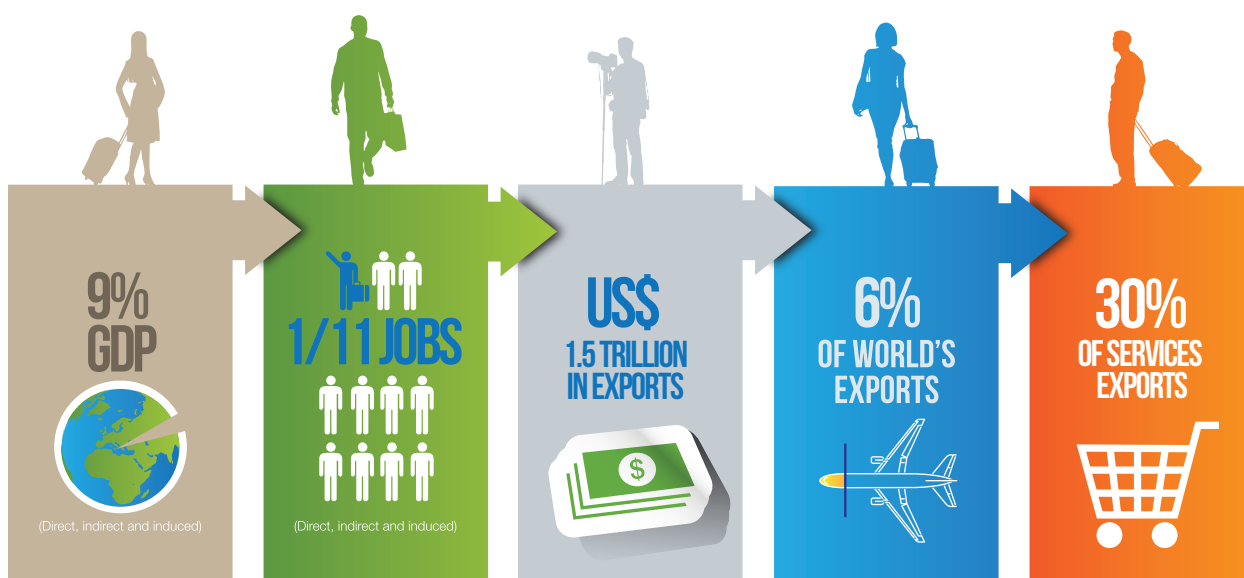
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Tourism, key to development, prosperity and well-being

- An ever-increasing number of destinations worldwide have opened up to, and invested in tourism, turning it into a key driver of socio-economic progress through the creation of jobs and enterprises, export revenues, and infrastructure development.
- 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 in addition to the traditional favourites of Europe and North America.
- Despite occasional shocks, tourism has shown virtually uninterrupted growth. International tourist arrivals have increased from 25 million globally in 1950, to 278 million in 1980, 527 million in 1995, and 1133 million in 2014. Likewise, international tourism receipts earned by destinations worldwide have surged from US\$ 2 billion in 1950 to US\$ 104 billion in 1980, US\$ 415 billion in 1995 and US\$ 1245 billion in 2014.

Long-term outlook

- International tourist arrivals worldwide are expected to increase by 3.3% a year between 2010 and 2030 to reach 1.8 billion by 2030, according to UNWTO's long term forecast *Tourism Towards 2030*.
- Between 2010 and 2030, arrivals in emerging destinations (+4.4% a year) are expected to increase at twice the rate of those in advanced economies (+2.2% a year).
- The market share of emerging economies increased from 30% in 1980 to 45% in 2014, and is expected to reach 57% by 2030, equivalent to over 1 billion international tourist arrivals.



WHY TOURISM MATTERS

International tourism in 2014 - key trends and outlook

- International tourist arrivals (overnight visitors) increased by 4.3% in 2014, reaching a total 1133 million after topping the 1 billion mark in 2012.
- The Americas recorded the strongest growth with an 8% increase in international arrivals, followed by Asia and the Pacific and the Middle East (both +5%). In Europe arrivals grew by 3%, while in Africa they were up by 2%.
- International tourism receipts reached US\$ 1245 billion worldwide in 2014, up from US\$ 1197 billion in 2013, corresponding to an increase of 3.7% in real terms (taking into account exchange rate fluctuations and inflation).
- France, the United States, Spain and China continue to top the rankings by both international arrivals and receipts. Mexico re-entered the Top 10 by arrivals at position 10. By receipts, China and the United Kingdom both moved up two places, to 3 and 7 respectively.
- China, the world's top tourism source market, has continued its exceptional pace of growth, increasing expenditure abroad by 27% in 2014 to reach a total of US\$ 165 billion.
- Forecasts prepared by UNWTO in January 2015 point to a 3% to 4% growth in international tourist arrivals in 2015 – in line with the *Tourism Towards 2030* long-term forecast of 3.3% a year.
- By UNWTO region, prospects for 2015 are strongest for Asia and the Pacific and the Americas (both +4% to +5%), followed by Europe (+3% to +4%), the Middle East (+2% to +5%) and Africa (+3% to +5%).

World Tourism key figures

9% of GDP- direct, indirect and induced impact

1 in 11 jobs

US\$ **1.5** trillion in exports

6% of the world's exports

from **25** million international tourists in 1950

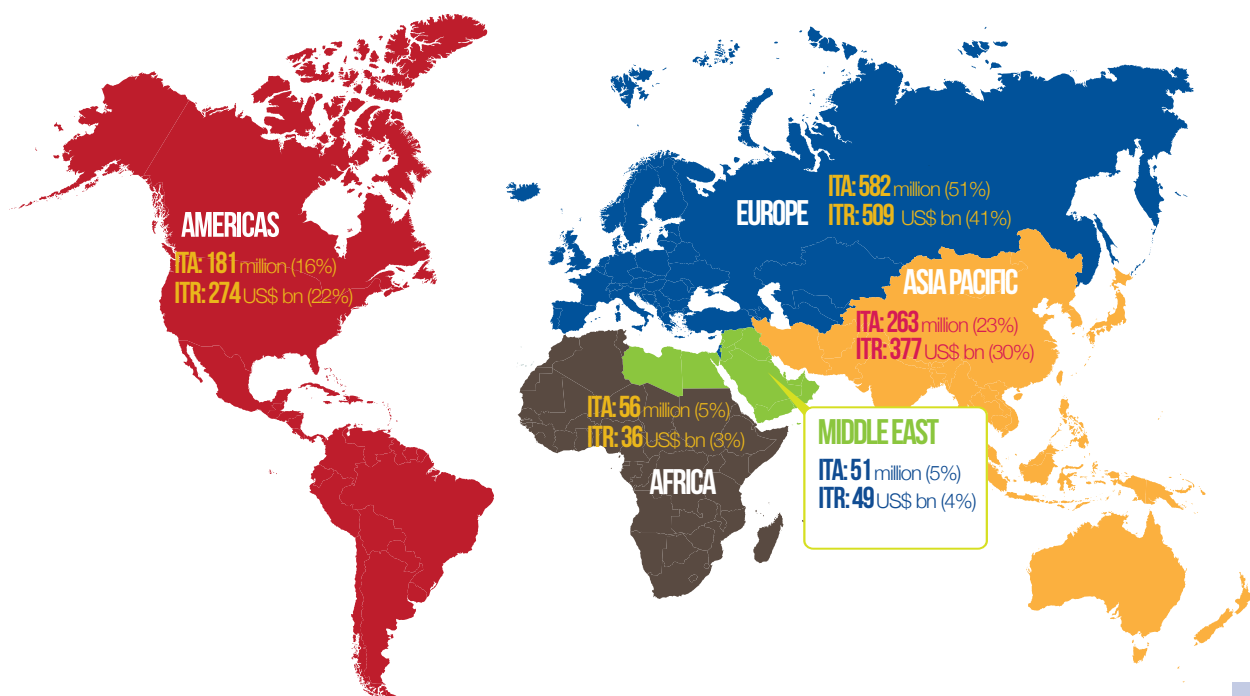
to **1133** million in 2014

5 to 6 billion domestic tourists

1.8 billion international tourists forecast for 2030

INTERNATIONAL TOURISM 2014

International tourist arrivals (ITA): 1133 million
International tourism receipts (ITR): US\$ 1245 billion



International Tourist Arrivals

Fifth consecutive year of robust growth

International tourist arrivals (overnight visitors) hit a record 1133 million worldwide in 2014, up from 1087 million in 2013. Demand continued to be strong in most source markets and destinations, despite ongoing geopolitical, economic and health challenges in some parts of the world. With 46 million more tourists travelling the world (+4.3%), 2014 marks the fifth consecutive year of robust growth above the long-term average (+3.3% a year) since the financial crisis of 2009.

Europe (+3%) led growth in absolute terms, welcoming 15 million more international tourists in 2014 to reach a total 582 million arrivals. The Americas recorded the fastest relative growth across all UNWTO regions with an 8% increase in international arrivals to reach 181 million – 13 million more than in 2013. Asia and the Pacific saw an increase of 5%, equivalent to 14 million more tourists, taking the regional total to 263 million arrivals.

International tourism in the Middle East (+5%) rebounded after two years of decline, posting good results in most destinations. The region attracted 3 million more international tourists than in 2013, bringing the total to an estimated 51 million. Africa's international tourist numbers grew by an estimated 2%, equivalent to an increase of one million arrivals, to reach a total of 56 million tourists.

In 2015 growth is expected to continue at a sustained rate of 3% to 4% worldwide. By UNWTO region, prospects for 2015

are strongest for Asia and the Pacific and the Americas (both +4% to +5%), followed by Europe (+3% to +4%). In Africa (+3% to +5%) and the Middle East (+2% to +5%), prospects are positive but more uncertain and volatile.

Slightly more travel by air than surface

In 2014, slightly over half of all overnight visitors travelled to their destination by air (54%), while the remainder travelled by surface transport (46%) – whether by road (39%), rail (2%) or water (5%). The trend over time has been for air transport to grow at a somewhat faster pace than surface transport, thus the share of air transport is gradually increasing.

Over half of visits for purpose of leisure

Travel for holidays, recreation and other forms of leisure accounted for just over half of all international tourist arrivals (53% or 598 million) in 2014. Some 14% of international tourists reported travelling for business and professional purposes, and another 27% travelled for other reasons such as visiting friends and relatives (VFR), religious reasons and pilgrimages, health treatment, etc. The purpose of visit for the remaining 6% of arrivals was not specified.

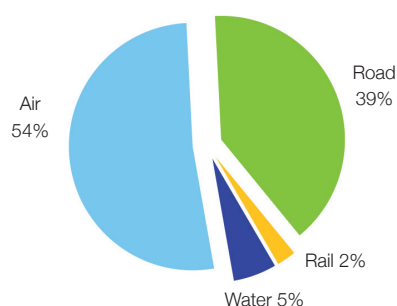
	International Tourist Arrivals (million)							Market share (%)	Change (%)			Average annual growth (%) '05-'14*
	1990	1995	2000	2005	2010	2013	2014*		12/11	13/12	14*/13	
World	435	527	674	809	949	1,087	1,133	100	4.2	4.6	4.3	3.8
Advanced economies¹	296	336	420	466	513	586	619	54.7	4.0	4.7	5.8	3.2
Emerging economies¹	139	191	253	343	435	501	513	45.3	4.4	4.5	2.4	4.6
By UNWTO regions:												
Europe	261.5	304.7	386.4	453.0	488.9	566.4	581.8	51.4	3.9	4.9	2.7	2.8
Northern Europe	28.7	36.4	44.8	59.9	62.8	67.4	71.3	6.3	1.5	2.9	5.9	2.0
Western Europe	108.6	112.2	139.7	141.7	154.4	170.8	174.5	15.4	3.6	2.8	2.2	2.3
Central/Eastern Europe	33.9	58.1	69.3	95.1	98.4	127.3	121.1	10.7	9.1	7.7	-4.9	2.7
Southern/Medit. Europe	90.3	98.0	132.6	156.4	173.3	201.0	214.9	19.0	1.9	5.6	6.9	3.6
- of which EU-28	230.1	268.0	330.5	367.9	384.3	433.8	455.1	40.2	3.0	4.0	4.9	2.4
Asia and the Pacific	55.8	82.1	110.3	154.0	205.4	249.8	263.3	23.2	6.9	6.8	5.4	6.1
North-East Asia	26.4	41.3	58.3	85.9	111.5	127.0	136.3	12.0	6.0	3.4	7.3	5.3
South-East Asia	21.2	28.5	36.3	49.0	70.5	94.3	96.7	8.5	8.7	11.3	2.6	7.9
Oceania	5.2	8.1	9.6	10.9	11.4	12.5	13.2	1.2	4.2	4.6	5.7	2.1
South Asia	3.1	4.2	6.1	8.1	12.0	16.0	17.1	1.5	5.9	11.4	6.8	8.6
Americas	92.8	109.1	128.2	133.3	150.1	167.5	181.0	16.0	4.5	3.1	8.0	3.5
North America	71.8	80.7	91.5	89.9	99.5	110.2	120.4	10.6	4.1	3.6	9.2	3.3
Caribbean	11.4	14.0	17.1	18.8	19.5	21.1	22.4	2.0	3.1	2.8	6.2	2.0
Central America	1.9	2.6	4.3	6.3	7.9	9.1	9.6	0.8	7.3	2.6	5.6	4.8
South America	7.7	11.7	15.3	18.3	23.1	27.1	28.6	2.5	6.3	1.5	5.4	5.1
Africa	14.7	18.7	26.2	34.8	49.5	54.4	55.7	4.9	4.8	4.7	2.4	5.4
North Africa	8.4	7.3	10.2	13.9	18.8	19.6	19.8	1.7	8.7	6.0	0.9	4.0
Subsaharan Africa	6.3	11.5	16.0	20.9	30.8	34.7	35.9	3.2	2.8	4.1	3.3	6.2
Middle East	9.6	12.7	22.4	33.7	54.7	48.4	51.0	4.5	-5.3	-3.1	5.4	4.7

Source: World Tourism Organization (UNWTO) ©

(Data as collected by UNWTO May 2015)

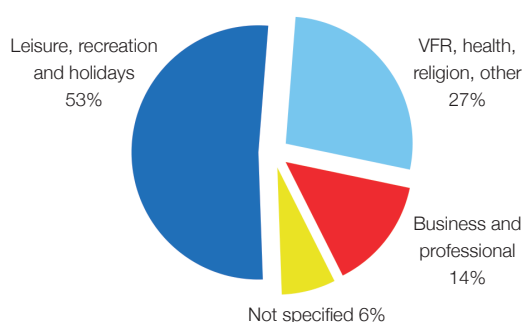
¹ Classification based on the International Monetary Fund (IMF), see the Statistical Annex of the IMF World Economic Outlook of April 2015, page 150, at www.imf.org/external/ns/cs.aspx?id=29.

Inbound tourism by mode of transport, 2014* (share)



Source: World Tourism Organization (UNWTO) ©

Inbound tourism by purpose of visit, 2014* (share)



Source: World Tourism Organization (UNWTO) ©

International Tourism Receipts

Exports from international tourism rise to US\$ 1.5 trillion in 2014

Receipts from international visitor spending on accommodation, food and drink, entertainment, shopping and other services and goods reached an estimated US\$ 1245 billion (euro 937 bn) in 2014, an increase of 3.7% in real terms (taking into account exchange rate fluctuations and inflation).

In absolute terms, international tourism receipts in destinations around the world increased by US\$ 48 billion (euro 36 billion). Europe, which accounts for 41% of worldwide international tourism receipts, saw the largest increase in absolute terms: up by US\$ 17 billion to reach US\$ 509 billion (euro 383 bn). Asia and the Pacific (30% share) recorded an increase of US\$ 16 billion, reaching US\$ 377 billion (euro 284 bn). In the Americas, (22% share) receipts increased by US\$ 10 billion to a total of US\$ 274 billion (euro 206 bn). In the Middle East (4% share) tourism receipts increased by an estimated US\$ 4 billion to US\$ 49 billion (euro 37 bn) and in Africa (3% share), receipts increased by US\$ 1 billion to US\$ 36 billion (euro 27 bn).

In relative terms, the Middle East was the fastest growing region with a 6% increase in receipts, followed by Asia and the Pacific and Europe (both +4%) and the Americas and Africa (both +3%).

In macro-economic terms, expenditure by international visitors is counted as exports for the destination country and as imports for the country of residence of the visitor. For many countries inbound tourism is a vital source of foreign currency earnings and

	International Tourism Receipts				Market share (%)	Receipts (US\$)			Receipts (euro)		
	Local currencies, constant prices (% change)					(billion)	per arrival	(billion)	per arrival		
	11/10	12/11	13/12	14*/13							
	2014*	2013	2014*	2013	2014*	2013	2014*	2013	2014*	2013	2014*
World	4.6	3.9	5.1	3.7	100	1,197	1,245	1,100	902	937	830
Advanced economies¹	5.8	3.7	5.7	3.2	65.5	784	815	1,320	590	614	990
Emerging economies¹	2.5	4.4	4.0	4.6	34.5	413	430	840	311	324	630
By UNWTO regions:											
Europe	5.0	1.9	4.2	3.6	40.9	491.7	508.9	870	370.2	383.1	660
Northern Europe	2.6	3.3	7.6	5.3	6.5	74.8	80.8	1,130	56.3	60.9	850
Western Europe	4.0	2.9	2.2	1.5	13.7	167.1	171.1	980	125.8	128.8	740
Central/Eastern Europe	6.5	4.4	3.5	-0.8	4.6	60.3	57.7	480	45.4	43.5	360
Southern/Medit. Europe	6.2	-0.4	4.8	6.2	16.0	189.5	199.2	930	142.7	150.0	700
- of which EU-28	4.2	1.5	3.9	3.7	33.9	405.3	422.6	930	305.2	318.1	700
Asia and the Pacific	8.6	6.7	8.6	4.1	30.3	360.7	376.8	1,430	271.6	283.6	1,080
North-East Asia	9.2	8.0	9.3	5.1	15.9	184.9	198.1	1,450	139.2	149.1	1,090
South-East Asia	13.3	10.7	10.8	0.4	8.6	108.2	106.8	1,100	81.5	80.4	830
Oceania	-3.6	-1.9	2.4	7.2	3.6	42.9	44.8	3,390	32.3	33.7	2,550
South Asia	11.9	-0.6	6.4	7.8	2.2	24.7	27.2	1,590	18.6	20.5	1,200
Americas	4.6	4.7	4.7	3.1	22.0	264.2	274.0	1,510	198.9	206.2	1,140
North America	5.1	5.0	5.1	2.2	16.9	204.5	210.9	1,750	154.0	158.8	1,320
Caribbean	-0.8	1.6	4.0	6.1	2.2	25.4	27.1	1,210	19.1	20.4	910
Central America	7.4	8.3	3.4	7.5	0.8	9.4	10.2	1,060	7.1	7.7	800
South America	5.3	4.0	3.2	5.7	2.1	24.9	25.8	900	18.7	19.4	680
Africa	2.3	6.0	2.6	2.9	2.9	35.5	36.4	650	26.7	27.4	490
North Africa	-5.5	8.2	-1.0	3.4	0.8	10.2	10.6	530	7.7	8.0	400
Subsaharan Africa	5.8	5.1	4.0	2.8	2.1	25.3	25.9	720	19.1	19.5	540
Middle East	-15.6	0.9	-6.9	5.7	4.0	45.2	49.3	970	34.1	37.1	730

Source: World Tourism Organization (UNWTO) ©

(Data as collected by UNWTO May 2015)

¹ Classification based on the International Monetary Fund (IMF), see the Statistical Annex of the IMF World Economic Outlook of April 2015, page 150, at www.imf.org/external/ns/cs.aspx?id=29.

	1990	1995	2000	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014*	12/11	13/12	14*/13	12/11	13/12	14*/13
International Tourist Arrivals (overnight visitors)														Change (%)					
Million	435	527	674	809	855	911	928	891	949	997	1,038	1,087	1,133				4.2	4.6	4.3
Index (2008=100)							100	96	102	107	112	117	122						
International Tourism Receipts														Current prices (%)			Constant prices (%)		
Local currencies														7.1	7.6	5.8	3.9	5.1	3.7
Index (2008=100) (constant prices)																			
US\$ billion	271	415	495	703	768	885	970	885	966	1,081	1,116	1,197	1,245	3.2	7.3	4.0	1.1	5.8	2.4
Euro billion	213	317	536	565	612	646	660	634	728	776	868	902	937	11.9	3.8	4.0	9.1	2.4	3.5

Source: World Tourism Organization (UNWTO) ©

(Data as collected by UNWTO May 2015)

an important contributor to the economy, creating much-needed employment and further opportunities for development.

In addition to creating receipts in destinations, tourism also generates export earnings through international passenger transport services (rendered to non-residents). In 2014, the export value of the latter is estimated at US\$ 221 billion, bringing total tourism export earnings to US\$ 1.5 trillion (euro 1.1 trillion), or US\$ 4 billion (euro 3 billion) a day on average.

International tourism (comprising travel and passenger transport) accounts for 30% of the world's exports of services and 6% of overall exports of goods and services. As a worldwide export category, tourism ranks fourth after fuels, chemicals and food, and ahead of automotive products, and even ranks first in many developing countries.

World's Top Tourism Destinations

International arrivals soar in Mexico

In 2014, only one change took place in the Top 10 ranking by international tourist arrivals and two in the ranking by tourism receipts. In the ranking by arrivals, Mexico climbed five places, re-entering the Top 10 at position 10. In the ranking by tourism receipts, China and the United Kingdom both moved up two places, to positions 3 and 7 respectively. As a result, France and Macao (China) both moved down one place to 4 and 5 respectively, and Thailand moved down two places to 9.

When ranking the world's top international tourism destinations, it is preferable to take more than a single indicator into account.

International Tourist Arrivals						
Rank	Series ¹	Million		Change (%)		
		2013	2014*	13/12	14*/13	
1	France	TF	83.6	83.7	2.0	0.1
2	United States	TF	70.0	74.8	5.0	6.8
3	Spain	TF	60.7	65.0	5.6	7.1
4	China	TF	55.7	55.6	-3.5	-0.1
5	Italy	TF	47.7	48.6	2.9	1.8
6	Turkey	TF	37.8	39.8	5.9	5.3
7	Germany	TCE	31.5	33.0	3.7	4.6
8	United Kingdom	TF	31.1	32.6	6.1	5.0
9	Russian Federation	TF	28.4	29.8	10.2	5.3
10	Mexico	TF	24.2	29.1	3.2	20.5

Source: World Tourism Organization (UNWTO) ©

¹ See note on page 9

Ranked according to the two key inbound tourism indicators – international tourist arrivals and international tourism receipts – it is interesting to note that seven of the Top 10 destinations appear on both lists, despite showing marked differences in terms of the type of tourists they attract, as well as their average length of stay and spending per trip and per night. In the case of international tourism receipts, changes not only reflect relative performance, but also (to a considerable extent) exchange rate fluctuations between national currencies and the US dollar.

The top four places in both the ranking by international arrivals and by receipts are taken by the same countries, albeit in a different order. In 2014, France continued to top the ranking of international tourist arrivals with 84 million tourists, and came 4th in terms of international tourism receipts with US\$ 55 billion. The United States ranked 1st in receipts with US\$ 177 billion, and 2nd in arrivals with 75 million. Spain was 2nd in tourism earnings worldwide (and 1st in Europe) with US\$ 65 billion in 2014, and 3rd in arrivals with 65 million overnight visitors. China remained 4th in arrivals (56 mn), and climbed two places to 3rd position in receipts (US\$ 57 bn), following 10% growth in 2014.

Italy has consolidated its position at 5th place in arrivals and 6th place in earnings in 2014, while Turkey remained 6th in arrivals and 12th in receipts, followed by Germany which came 7th in arrivals and 8th in earnings. The United Kingdom still ranked 8th in arrivals, but moved up two places in receipts, taking it to 7th position.

The Russian Federation held on to 9th place in arrivals. Mexico re-entered the top 10 by arrivals at number 10, climbing five places, thanks to a 20% surge to 29 million in 2014. Completing the Top 10 ranking in tourism receipts were the two Chinese Special Administrative Regions (SARs): Macao moved down one place to 5th position, while Hong Kong remained in 10th place.

International Tourism Receipts						
	US\$				Local currencies	
	Billion		Change (%)		Change (%)	
Rank	2013	2014*	13/12	14*/13	13/12	14*/13
1 United States	172.9	177.2	7.0	2.5	7.0	2.5
2 Spain	62.6	65.2	7.6	4.2	4.1	4.2
3 China	51.7	56.9	3.3	10.2	1.4	9.2
4 France	56.7	55.4	5.6	-2.3	2.1	-2.3
5 Macao (China)	51.8	50.8	18.1	-1.9	18.1	-1.9
6 Italy	43.9	45.5	6.6	3.7	3.1	3.7
7 United Kingdom	41.0	45.3	12.1	10.3	13.2	4.8
8 Germany	41.3	43.3	8.2	5.0	4.7	4.9
9 Thailand	41.8	38.4	23.4	-8.0	22.1	-2.7
10 Hong Kong (China)	38.9	38.4	17.7	-1.4	17.7	-1.5

(Data as collected by UNWTO May 2015)

Regional Results

Europe – North and South drive growth

International tourist arrivals in Europe were up 15 million in 2014 (+3%), to reach a total of 582 million. Tourism receipts grew by 4% in real terms, reaching US\$ 509 billion (euro 383 billion). These are robust results for the world's most visited region, which accounts for 51% of all international arrivals and 41% of receipts and comprises many of the world's largest and most mature destinations. The region's growth was driven largely by Southern and Mediterranean Europe (+7%) and Northern Europe (+6%).

In Southern and Mediterranean Europe (+7%), both Greece and Spain gained 4 million international arrivals in 2014. Arrivals to Greece grew by an exceptional 23% to reach 22 million. Spain, the subregion's top destination and Europe's second largest, posted 7% growth, receiving a record 65 million international arrivals. Other established Mediterranean destinations such as Portugal (+12%), Malta (+7%), Croatia and San Marino (both +6%) also reported solid growth. Europe's third and fourth most visited destinations, Italy and Turkey, posted 2% and 5% growth in arrivals respectively. Emerging destinations Albania and Serbia both reported double-digit increases.

In Northern Europe (+6%), Iceland (+24%) reported the fourth consecutive year of double-digit growth, reaching close on 1 million arrivals. The subregion's largest destination, the United Kingdom, recorded a 5% increase.

Growth was slower in Western Europe (+2%), particularly in the world's top destination France (+0%). By contrast, Luxembourg (+10%), the Netherlands (+9%), Germany (+5%) and Belgium (+4%) reported solid increases, while Austria and Switzerland grew in line with the subregional average.

Central and Eastern Europe (-5%) was the only subregion in Europe and the world to suffer a decline in arrivals in 2014, following three consecutive years of strong growth. This was mostly the result of weaker Russian outbound demand as well as a sharp drop in arrivals to Ukraine (-48%) due to the ongoing conflict. On the other hand, Latvia (+20%), Hungary (+14%), Romania (+12%) and Armenia (+11%) posted healthy growth. The subregion's largest destination, the Russian Federation, reported a 5% increase in arrivals.

Asia and the Pacific – healthy growth with few exceptions

In 2014, Asia and the Pacific welcomed 263 million international tourists, 14 million up from 2013 (+5%). The region earned US\$ 377 billion in tourism receipts, up by US\$ 16 billion over 2014 (+4% in real terms). Asia and the Pacific accounts for 23% of worldwide arrivals and 30% of receipts.

By subregion, North-East Asia and South Asia (both +7%) recorded the strongest growth in terms of international tourist arrivals. In North-East Asia, major destinations Japan (+29%), Taiwan (pr. of China) (+24%) and the Republic of Korea (+17%)

reported double-digit increases. Hong Kong (China), the subregion's second largest destination, posted 8% growth for the second year in a row. The region's top destination, China (+0%), recorded 56 million arrivals.

South Asia (+7%) posted strong results driven by the subregion's largest destination India (+11%), Sri Lanka (+20%) and the Maldives (+7%).

In Oceania (+6%) major destination Australia received 8% more international visitors. Among the smaller island destinations, Palau (+34%) recorded the highest growth, fuelled by a surge in Chinese tourists.

After several years of fast growth, South-East Asia (+3%) recorded more modest figures in 2014. The subregional average was weighed down by subdued results in major destination Thailand (-7%), largely due to the political unrest at the beginning of the year, following four years of double-digit growth. Other destinations posted stronger results, especially Myanmar (+51%), where arrivals surged in another year of remarkable growth. Malaysia, Indonesia and Cambodia (all +7%) also posted solid growth, while Vietnam saw a 4% increase in arrivals and growth was flat in Singapore (+0%).

The Americas – fastest-growing region in 2014

The Americas (+8%) saw the highest relative growth across all world regions in 2014, welcoming 13 million more international tourists, increasing the total to 181 million arrivals. International tourism receipts in the region reached US\$ 274 billion, an increase of 3% in real terms. The region increased its share of worldwide arrivals to 16%, while its share of receipts was 22%.

The region's growth was led by North America (+9%), which accounts for two thirds of international arrivals in the Americas, driven largely by Mexico's surge in arrivals (+20%) and strong results in the United States (+7%), the region's top destination and the world's second largest destination. Canada (+3%) saw more modest growth.

Arrivals in the Caribbean were up 6%, led by major destination the Dominican Republic (+10%), while Cuba and Jamaica recorded increases of 5% and 4% respectively. Growth in Puerto Rico (+1%), the second largest destination in the subregion, was more modest, while smaller destinations Turks and Caicos Islands (+50%), Montserrat (+22%), Grenada (+15%), Haiti (+11%) and the Cayman Islands (+11%) all posted double-digit increases.

Central America (+6%) also saw solid growth in 2014, with Guatemala and Belize (both +9%) posting the highest relative increases, followed by Nicaragua (+8%), Panama, El Salvador (both +5%) and Costa Rica (+4%).

Arrivals in South America increased by 5% in 2014, driven by Argentina (+13%), Ecuador (+14%) and Colombia (+12%), while Paraguay (+6%), Chile (+3%) and Peru (+2%) grew at a more moderate pace. Arrival data for Brazil, the subregion's largest destination, is still pending, although tourism receipt figures indicate rather moderate growth.

Destinations	Series ¹	International Tourist Arrivals								International Tourism Receipts				
		(1000)				Change (%)			Share (%)	(US\$ million)				Share (%)
		2010	2012	2013	2014*	12/11	13/12	14*/13	2014*	2010	2012	2013	2014*	2014*
Europe		488,864	540,229	566,445	581,769	3.9	4.9	2.7	100	411,615	454,658	491,718	508,897	100
Northern Europe		62,845	65,474	67,357	71,348	1.5	2.9	5.9	12.3	59,361	67,837	74,789	80,850	14.9
Denmark	TF	8,744	8,443	8,557	..	7.4	1.4	5,853	6,542	6,939	7,260	1.4
Finland	TCE	2,319	2,778	2,797	2,731	5.9	0.7	-2.3	0.5	3,051	3,881	4,050
Iceland	TF	489	673	807	998	18.9	20.0	23.6	0.2	561	863	1,077	1,358	0.3
Ireland	TF	7,134	7,550	8,260	..	-1.0	9.4	4,118	3,883	4,476	4,866	1.0
Norway	TF/TCE	4,767	4,375	4,734	4,811	-11.9	8.2	1.6	0.8	4,707	5,442	5,675	5,643	1.1
Sweden	TCE/TF	4,951	12,372	11,139	10,750	7.0	-10.0	-3.5	1.8	8,671	10,613	11,544	12,695	2.5
United Kingdom	TF	28,296	29,282	31,064	32,613	-0.1	6.1	5.0	5.6	32,401	36,613	41,028	45,262	8.9
Western Europe		154,374	166,174	170,757	174,485	3.6	2.8	2.2	30.0	142,319	156,452	167,134	171,074	33.6
Austria	TCE	22,004	24,151	24,813	25,291	4.9	2.7	1.9	4.3	18,596	18,894	20,236	20,559	4.0
Belgium	TCE	7,186	7,560	7,684	7,976	0.9	1.6	3.8	1.4	11,425	12,664	13,426	14,268	2.8
France	TF	77,648	81,980	83,633	83,700	1.8	2.0	0.1	14.4	47,015	53,702	56,683	55,402	10.9
Germany	TCE	26,875	30,407	31,545	33,005	7.3	3.7	4.6	5.7	34,679	38,136	41,279	43,326	8.5
Liechtenstein	TCE	64	62	60	61	-6.9	-4.4	2.6	0.0
Luxembourg	TCE	805	950	945	1,038	8.7	-0.6	9.9	0.2	4,149	4,641	4,849	5,361	1.1
Monaco	THS	279	292	328	329	-1.0	12.3	0.3	0.1
Netherlands	TCE	10,883	12,205	12,782	13,926	8.0	4.7	9.0	2.4	11,732	12,314	13,779	14,716	2.9
Switzerland	THS	8,628	8,566	8,967	9,158	0.4	4.7	2.1	1.6	14,724	16,101	16,881	17,442	3.4
Central/Eastern Europe		98,389	118,211	127,350	121,066	9.1	7.7	-4.9	20.8	48,249	56,585	60,336	57,725	11.3
Armenia	TF	687	963	1,084	1,204	27.1	12.6	11.0	0.2	411	454	458	978	0.2
Azerbaijan	TF	1,280	1,986	2,130	2,160	27.1	7.2	1.4	0.4	657	2,433	2,365	2,432	0.5
Belarus	TF	120	119	137	137	2.3	15.2	0.5	0.0	440	685	791	822	0.2
Bulgaria	TF	6,047	6,541	6,897	7,311	3.4	5.5	6.0	1.3	3,637	3,748	4,059	4,134	0.8
Czech Republic	TF	8,629	10,123	10,300	10,617	12.2	1.7	3.1	1.8	7,172	7,035	6,993	6,691	1.3
Estonia	TF	2,372	2,744	2,873	2,918	3.0	4.7	1.6	0.5	1,073	1,226	1,398	1,434	0.3
Georgia	TF	1,067	1,790	2,065	2,218	35.7	15.4	7.4	0.4	659	1,411	1,720	1,787	0.4
Hungary	TF	9,510	10,353	10,675	12,139	1.0	3.1	13.7	2.1	5,628	5,061	5,366	5,884	1.2
Kazakhstan	TF	3,196	4,807	4,926	4,560	8.4	2.5	-7.4	0.8	1,005	1,347	1,344	1,321	0.3
Kyrgyzstan	VF	855	2,406	3,076	2,849	5.6	27.8	-7.4	0.5	160	434	530
Latvia	TF	1,373	1,435	1,536	1,843	-3.9	7.0	20.0	0.3	642	747	864	955	0.2
Lithuania	TF	1,507	1,900	2,012	2,061	7.0	5.9	2.4	0.4	958	1,317	1,467	1,440	0.3
Poland	TF	12,470	14,840	15,800	16,000	11.2	6.5	1.3	2.8	9,526	10,938	11,297	10,925	2.1
Rep. Moldova	TCE	64	89	96	94	18.6	7.5	-1.8	0.0	163	198	226	233	0.0
Romania	TCE	1,343	1,653	1,715	1,912	9.1	3.7	11.5	0.3	1,140	1,468	1,590	1,813	0.4
Russian Federation	TF	20,262	25,727	28,356	29,848	13.5	10.2	5.3	5.1	8,831	10,759	11,988	11,759	2.3
Slovakia	TF	5,415	6,235	4.6	2,233	2,299	2,556	2,578	0.5
Tajikistan	TF	4	3	3
Turkmenistan	TF
Ukraine	TF	21,203	23,013	24,671	12,712	7.5	7.2	-48.5	2.2	3,788	4,842	5,083	1,612	0.3
Uzbekistan	TF	975	..	1,969	121
Southern/Medit. Europe		173,258	190,371	200,981	214,870	1.9	5.6	6.9	36.9	161,686	173,785	189,459	199,249	39.2
Albania	TF	2,191	3,156	2,857	..	27.8	-9.5	1,613	1,464	1,473	1,705	0.3
Andorra	TF	1,808	2,238	2,328	..	-0.2	4.0
Bosnia & Herzg.	TCE	365	439	529	536	11.9	20.5	1.5	0.1	594	619	686	707	0.1
Croatia	TCE	9,111	10,369	10,948	11,623	4.5	5.6	6.2	2.0	8,075	8,676	9,525	9,866	1.9
Cyprus	TF	2,173	2,465	2,405	2,441	3.0	-2.4	1.5	0.4	2,108	2,599	2,893	2,819	0.6
FYR Macedonia	TCE	262	351	400	425	7.3	13.8	6.4	0.1	197	234	267	295	0.1
Greece	TF	15,007	15,518	17,920	22,033	-5.5	15.5	23.0	3.8	12,742	13,417	16,139	17,793	3.5
Israel	TF	2,803	2,886	2,962	2,927	2.3	2.6	-1.2	0.5	5,106	5,446	5,668	5,692	1.1
Italy	TF	43,626	46,360	47,704	48,576	0.5	2.9	1.8	8.3	38,786	41,185	43,912	45,545	8.9
Malta	TF	1,339	1,443	1,582	1,690	2.0	9.6	6.8	0.3	1,079	1,270	1,404	1,517	0.3
Montenegro	TCE	1,088	1,264	1,324	1,350	5.3	4.8	2.0	0.2	732	826	884	906	0.2
Portugal	TCE	6,832	7,685	8,301	9,323	3.7	8.0	12.3	1.6	10,077	11,056	12,284	13,808	2.7
San Marino	THS	60	70	71	75	-10.9	1.5	6.3	0.0
Serbia	TCE	683	810	922	1,029	6.0	13.8	11.6	0.2	798	906	1,053	1,139	0.2
Slovenia	TCE	1,869	2,156	2,259	2,411	5.8	4.8	6.7	0.4	2,552	2,580	2,709	2,719	0.5
Spain	TF	52,677	57,464	60,675	64,995	2.3	5.6	7.1	11.2	54,641	58,162	62,565	65,187	12.8
Turkey	TF	31,364	35,698	37,795	39,811	3.0	5.9	5.3	6.8	22,585	25,345	27,997	29,552	5.8

Source: World Tourism Organization (UNWTO) ©

(Data as collected by UNWTO May 2015)

¹ See note on page 9

Destinations	Series ¹	International Tourist Arrivals								International Tourism Receipts				
		(1000)				Change (%)			Share (%)	(US\$ million)				Share (%)
		2010	2012	2013	2014*	12/11	13/12	14*/13	2014*	2010	2012	2013	2014*	2014*
Asia and the Pacific		205,377	233,774	249,780	263,305	6.9	6.8	5.4	100	255,808	329,293	360,725	376,815	100
North-East Asia		111,508	122,758	126,989	136,276	6.0	3.4	7.3	51.8	128,493	167,364	184,851	198,080	52.6
China	TF	55,665	57,725	55,686	55,622	0.3	-3.5	-0.1	21.1	45,814	50,028	51,664	56,913	15.1
Hong Kong (China)	TF	20,085	23,770	25,661	27,770	6.5	8.0	8.2	10.5	22,200	33,074	38,934	38,376	10.2
Japan	VF	8,611	8,358	10,364	13,413	34.4	24.0	29.4	5.1	13,199	14,576	15,131	18,853	5.0
Korea (DPRK)	
Korea (ROK)	VF	8,798	11,140	12,176	14,202	13.7	9.3	16.6	5.4	10,328	13,429	14,629	18,147	4.8
Macao (China)	TF	11,926	13,577	14,268	14,566	5.0	5.1	2.1	5.5	27,802	43,860	51,796	50,815	13.5
Mongolia	TF	456	476	418	393	3.4	-12.2	-6.0	0.1	244	442	189	173	0.0
Taiwan (pr. of China)	VF	5,567	7,311	8,016	9,910	20.1	9.6	23.6	3.8	8,721	11,770	12,323	14,618	3.9
South-East Asia		70,473	84,700	94,285	96,715	8.7	11.3	2.6	36.7	68,547	95,843	108,244	106,791	28.3
Brunei	TF	214	209	225	..	-13.6	7.6	92
Cambodia	TF	2,508	3,584	4,210	4,503	24.4	17.5	7.0	1.7	1,519	2,462	2,659	2,953	0.8
Indonesia	TF	7,003	8,044	8,802	9,435	5.2	9.4	7.2	3.6	6,958	8,324	9,119	9,848	2.6
Laos	TF	1,670	2,140	2,510	..	19.8	17.3	382	451	596	642	0.2
Malaysia	TF	24,577	25,033	25,715	27,437	1.3	2.7	6.7	10.4	18,115	20,250	21,496	21,820	5.8
Myanmar	TF	792	1,059	2,044	3,081	29.8	93.0	50.7	1.2	72	539	929
Philippines	TF	3,520	4,273	4,681	4,833	9.1	9.6	3.2	1.8	2,645	4,061	4,690	4,767	1.3
Singapore	TF	9,161	11,098	11,898	11,858	6.8	7.2	-0.3	4.5	14,178	18,939	19,301	19,203	5.1
Thailand	TF	15,936	22,354	26,547	24,780	16.2	18.8	-6.7	9.4	20,104	33,855	41,780	38,437	10.2
Timor-Leste	TF	40	58	79	60	13.7	36.2	-24.3	0.0	31	21	29	35	0.0
Vietnam	VF	5,050	6,848	7,572	7,874	9.5	10.6	4.0	3.0	4,450	6,850	7,250	7,330	1.9
Oceania		11,383	11,942	12,491	13,206	4.2	4.6	5.7	5.0	38,726	43,099	42,897	44,753	11.9
American Samoa	TF	23	22	20	..	-1.5	-7.9
Australia	VF	5,790	6,032	6,382	6,868	4.5	5.8	7.6	2.6	28,598	31,898	31,254	32,022	8.5
Cook Is	TF	104	122	121	121	8.2	-1.0	0.3	0.0	110
Fiji	TF	632	661	658	693	-2.1	-0.4	5.3	0.3	634	729	719	751	0.2
French Polynesia	TF	154	169	164	181	3.8	-2.7	9.9	0.1	406	438	458
Guam	TF	1,197	1,308	1,334	1,342	12.8	2.0	0.6	0.5
Kiribati	TF	5	5	6	..	-6.8	19.6	4	3
Marshall Is	TF	5	5	5	..	0.7	13.7	4	4
Micronesia FSM	TF	45	38	42	35	8.2	9.9	-15.9	0.0
N. Mariana Is	TF	375
New Caledonia	TF	99	112	108	107	0.3	-4.0	-0.5	0.0	129	165	168
New Zealand	TF	2,435	2,473	2,629	..	-1.5	6.3	6,522	7,128	7,472	8,464	2.2
Niue	TF	6	5	7	7	-17.2	39.6	5.2	0.0	2
Palau	TF	86	119	105	141	8.9	-11.5	34.0	0.1	91	133	112
Papua New Guinea	TF	140	168	174	..	6.3	3.6	2	2
Samoa	TF	122	126	116	..	4.1	-8.1	123	148	136	145	0.0
Solomon Is	TF	21	24	24	..	4.2	2.2	44	54	61	55	0.0
Tonga	TF	47	49	51	..	6.9	2.8	27	41
Tuvalu	TF	2	1	1	1	-15.2	27.7	8.8	0.0	2	3	2
Vanuatu	TF	97	108	110	109	15.1	1.8	-1.3	0.0	217	261	265
South Asia		12,014	14,375	16,015	17,108	5.9	11.4	6.8	6.5	20,042	22,987	24,733	27,191	7.2
Afghanistan		55	56	56
Bangladesh	TF	303	125	148	..	-19.4	18.4	87	105	128
Bhutan	TF	41	105	116	..	59.1	10.5	35	61	83	89	0.0
India	TF	5,776	6,578	6,968	7,703	4.3	5.9	10.6	2.9	14,490	17,971	18,397	19,700	5.2
Iran	VF	2,938	3,834	4,769	..	14.3	24.4	2,438	1,114	1,294
Maldives	TF	792	958	1,125	1,205	2.9	17.4	7.1	0.5	1,713	1,951	2,333	2,661	0.7
Nepal	TF	603	803	798	..	9.1	-0.7	343	352	438	477	0.1
Pakistan	TF	907	966	-16.8	305	339	288	283	0.1
Sri Lanka	TF	654	1,006	1,275	1,527	17.5	26.7	19.8	0.6	576	1,039	1,715	2,431	0.6

Source: World Tourism Organization (UNWTO) ©

(Data as collected by UNWTO May 2015)

¹ See note below

* = provisional figure or data; .. = figure or data not (yet) available; I = 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.

For main concepts, definitions and classifications for the measurement of tourism, please see the International Recommendations for Tourism Statistics 2008 (IRTS 2008) <[statistics.unwto.org/content/irts-2008](http://www.unwto.org/content/irts-2008)>.

Destinations	Series ¹	International Tourist Arrivals								International Tourism Receipts				
		(1000)				Change (%)			Share (%)	(US\$ million)				Share (%)
		2010	2012	2013	2014*	12/11	13/12	14*/13	2014*	2010	2012	2013	2014*	2014*
Americas		150,105	162,528	167,520	180,965	4.5	3.1	8.0	100	215,022	249,358	264,165	273,996	100
North America		99,520	106,404	110,205	120,376	4.1	3.6	9.2	66.5	164,831	191,777	204,506	210,943	77.0
Canada	TF	16,219	16,344	16,059	16,528	2.0	-1.7	2.9	9.1	15,829	17,407	17,656	17,445	6.4
Mexico	TF	23,290	23,403	24,151	29,091	0.0	3.2	20.5	16.1	11,992	12,739	13,949	16,258	5.9
United States	TF	60,010	66,657	69,995	74,757	6.1	5.0	6.8	41.3	137,010	161,631	172,901	177,240	64.7
Caribbean		19,547	20,571	21,145	22,446	3.1	2.8	6.2	12.4	22,589	24,299	25,382	27,090	9.9
Anguilla	TF	62	65	69	71	-1.6	6.8	2.7	0.0	99	113	121	123	0.0
Antigua & Barbuda	TF	230	247	244	249	2.3	-1.2	2.2	0.1	298	319	322	330	0.1
Aruba	TF	825	904	979	1,072	4.0	8.3	9.5	0.6	1,251	1,402	1,501	1,599	0.6
Bahamas	TF	1,370	1,422	1,364	1,422	5.6	-4.0	4.2	0.8	2,163	2,311	2,285	2,308	0.8
Barbados	TF	532	536	509	520	-5.5	-5.2	2.2	0.3	1,034	918	964	947	0.3
Bermuda	TF	232	232	236	224	-1.7	1.8	-5.1	0.1	442	441	440	413	0.2
Brit. Virgin Islands	TF	330	351	366	386	4.0	4.2	5.4	0.2	389	397	421
Cayman Islands	TF	288	322	345	383	4.1	7.4	10.8	0.2	485	489	500
Cuba	TF	2,507	2,815	2,829	2,970	4.7	0.5	5.0	1.6	2,187	2,326	2,344
Curaçao	TF	342	420	441	452	7.6	5.0	2.5	0.2	385	543	583
Dominica	TF	84	86	86	87	4.6	0.2	0.9	0.0	94	79	72	75	0.0
Dominican Rep.	TF	4,125	4,563	4,690	5,141	5.9	2.8	9.6	2.8	4,163	4,687	5,064	5,637	2.1
Grenada	TF	110	116	116	134	-1.7	0.2	14.7	0.1	112	122	119	128	0.0
Guadeloupe	TCE	392	325	487	..	2.5	49.8	510	..	671
Haiti	TF	255	349	420	465	0.1	20.2	10.8	0.3	169	447	568
Jamaica	TF	1,922	1,986	2,008	2,080	1.8	1.1	3.6	1.1	2,001	2,046	2,074	2,255	0.8
Martinique	TF	476	487	490	490	-1.6	0.5	0.0	0.3	472	462	484	483	0.2
Montserrat	TF	6	7	7	9	35.5	-1.5	22.2	0.0	6	7	6	6	0.0
Puerto Rico	TF	3,186	3,069	3,200	3,246	0.7	4.3	1.4	1.8	3,211	3,193	3,334	3,438	1.3
Saint Lucia	TF	306	307	319	338	-1.8	3.9	6.1	0.2	309	335	347	360	0.1
St. Kitts & Nevis	TF	98	104	107	114	2.5	2.6	7.0	0.1	90	95	100	104	0.0
St. Maarten	TF	443	457	467	499	7.6	2.2	6.9	0.3	674	842	857
St. Vincent & Gren.	TF	72	74	72	71	0.7	-3.5	-1.4	0.0	86	94	97	101	0.0
Trinidad & Tobago	TF	388	455	434	413	5.5	-4.5	-5.0	0.2	450
Turks & Caicos	TF	281	292	291	435	-17.6	-0.4	49.9	0.2
US Virgin Islands	TF	590	580	570	..	9.1	-1.8	1,013	1,153	1,232
Central America		7,908	8,860	9,087	9,592	7.3	2.6	5.6	5.3	6,699	8,700	9,376	10,174	3.7
Belize	TF	242	277	294	321	10.7	6.1	9.2	0.2	249	298	351	380	0.1
Costa Rica	TF	2,100	2,343	2,428	2,527	6.9	3.6	4.1	1.4	1,999	2,313	2,665	2,864	1.0
El Salvador	TF	1,150	1,255	1,283	1,345	5.9	2.2	4.9	0.7	390	558	621	822	0.3
Guatemala	TF	1,219	1,305	1,331	1,455	6.5	2.0	9.3	0.8	1,378	1,419	1,481	1,564	0.6
Honduras	TF	863	895	863	868	2.7	-3.5	0.6	0.5	625	679	608	630	0.2
Nicaragua	TF	1,011	1,180	1,229	1,330	11.3	4.2	8.2	0.7	313	421	417	445	0.2
Panama	TF	1,324	1,606	1,658	1,745	9.1	3.2	5.2	1.0	1,745	3,013	3,233	3,470	1.3
South America		23,131	26,693	27,083	28,551	6.3	1.5	5.4	15.8	20,904	24,581	24,901	25,789	9.4
Argentina	TF	5,325	5,587	5,246	5,935	-2.1	-6.1	13.1	3.3	4,942	4,887	4,313	4,627	1.7
Bolivia	TF	679	798	798	..	12.2	0.0	379	594	573
Brazil	TF	5,161	5,677	5,813	..	4.5	2.4	5,702	6,645	6,704	6,843	2.5
Chile	TF	2,801	3,554	3,576	3,673	13.3	0.6	2.7	2.0	1,645	2,150	2,181	2,252	0.8
Colombia	TF	2,385	2,177	2,288	2,565	6.6	5.1	12.1	1.4	2,797	3,460	3,611	3,914	1.4
Ecuador	VF	1,047	1,272	1,364	1,557	11.5	7.2	14.1	0.9	781	1,033	1,246	1,482	0.5
French Guiana	TF
Guyana	TF	152	177	200	206	12.6	13.2	2.9	0.1	80	64	77
Paraguay	TF	465	579	610	649	10.6	5.3	6.4	0.4	217	265	273	282	0.1
Peru	TF	2,299	2,846	3,164	3,215	9.5	11.2	1.6	1.8	2,008	2,443	3,009	3,001	1.1
Suriname	TF	204	240	249	246	8.9	3.8	-1.1	0.1	61	71	84	95	0.0
Uruguay	TF	2,349	2,695	2,684	2,682	-5.7	-0.4	-0.1	1.5	1,509	2,076	1,921	1,760	0.6
Venezuela	TF	526	988	986	..	66.1	-0.2	740	844	858

Source: World Tourism Organization (UNWTO) ©

(Data as collected by UNWTO May 2015)

¹ See note on page 9

Destinations	Series ¹	International Tourist Arrivals								International Tourism Receipts				
		(1000)				Change (%)			Share (%)	(US\$ million)				Share (%)
		2010	2012	2013	2014*	12/11	13/12	14*/13	2014*	2010	2012	2013	2014*	2014*
Africa		49,522	51,909	54,370	55,683	4.8	4.7	2.4	100	30,986	34,753	35,493	36,432	100
North Africa		18,757	18,534	19,639	19,819	8.7	6.0	0.9	35.6	9,661	9,918	10,168	10,568	29.0
Algeria	VF	2,070	2,634	2,733	..	10.0	3.7	219	217	350
Morocco	TF	9,288	9,375	10,046	10,282	0.4	7.2	2.4	18.5	6,703	6,703	6,854	7,055	19.4
Sudan	TF	495	575	591	..	7.1	2.9	94	772	773	967	2.7
Tunisia	TF	6,903	5,950	6,269	6,069	24.4	5.3	-3.2	10.9	2,645	2,227	2,191	2,342	6.4
Subsaharan Africa		30,765	33,375	34,731	35,863	2.8	4.1	3.3	64.4	21,325	24,835	25,324	25,863	71.0
Angola	TF	425	528	650	595	9.8	23.1	-8.4	1.1	719	706	1,234
Benin	TF	199	220	231	..	5.3	5.0	149	170	189
Botswana	TF	1,973	1,826	779	856	885	928	2.5
Burkina Faso	THS	274	237	218	..	-0.4	-8.0	72	84	153
Burundi	TF	142	2	1	2
Cameroon	TF	569	812	912	..	35.3	12.3	159	349	576
Cabo Verde	THS	336	482	503	494	12.6	4.3	-1.8	0.9	278	414	462	418	1.1
Centr. African Rep.	TF	54	71	8.3	11	11
Chad	THS	71	86	100	..	11.7	16.3
Comoros	TF	15	35	39
Congo	THS	194	257	297	..	17.9	15.6
Côte d'Ivoire	VF	252	289	380	471	7.0	31.5	23.9	0.8	201	172	181
Dem. Rep. Congo	TF	81	167	191	..	-10.2	14.4	11	7	1
Djibouti	TF	51	60	63	..	7.1	5.0	18	21	22
Equatorial Guinea
Eritrea	VF	84
Ethiopia	TF	468	596	681	..	13.9	14.2	522	607	621	350	1.0
Gabon	TF
Gambia	TF	91	157	171	..	48.4	8.8	74	88
Ghana	TF	931	1,264	17.0	620	914	853
Guinea	TF	12	96	56	..	-26.7	-41.7	2	1
Kenya	TF	1,470	1,619	1,433	..	-7.5	-11.5	800	935	881	798	2.2
Lesotho	TF	414	317	320	..	-20.3	0.9	25	46	39
Liberia	12
Madagascar	TF	196	256	196	222	13.7	-23.3	13.2	0.4	307	559	574
Malawi	TF	746	770	0.4	31	31	28	31	0.1
Mali	TF	169	134	142	..	-16.3	6.0	205	142	178
Mauritania	TF	48	41
Mauritius	TF	935	965	993	1,039	0.1	2.9	4.6	1.9	1,282	1,477	1,321	1,447	4.0
Mozambique	TF	1,718	2,113	1,886	..	11.1	-10.7	197	250	241
Namibia	TF	984	1,079	1,176	..	5.0	9.0	438	485	409	409	1.1
Niger	TF	74	94	123	..	14.1	30.9	105	50	58
Nigeria	TF	1,555	486	600	..	-32.0	23.5	576	559	543	543	1.5
Reunion	TF	421	447	416	406	-5.3	-6.8	-2.5	0.7	392	404	403	387	1.1
Rwanda	TF	504	815	864	..	18.5	6.0	202	282	294	305	0.8
São Tomé & Príncipe	TF	8	11	15	31	48	0.1
Senegal	TF	900	962	1,063	..	-0.6	10.5	453	407	439
Seychelles	TF	175	208	230	233	7.0	10.7	1.0	0.4	343	388	430	398	1.1
Sierra Leone	TF	39	60	81	44	13.9	36.0	-46.2	0.1	26	42	59	32	0.1
Somalia
South Africa	TF	8,074	9,188	9,537	9,549	10.2	3.8	0.1	17.1	9,070	9,994	9,238	9,348	25.7
Swaziland	TF	868	888	968	..	1.0	9.0	50	30	13
Tanzania	TF	754	1,043	1,063	..	23.7	1.9	1,255	1,667	1,880	1,950	5.4
Togo	THS	202	235	327	..	-21.7	39.1	66	111
Uganda	TF	946	1,197	1,206	..	3.9	0.8	784	1,135	1,180	1,355	3.7
Zambia	TF	815	859	915	..	-6.7	6.5	125	155	224
Zimbabwe	VF	2,239	1,794	1,833	1,880	-26.0	2.1	2.6	3.4	634	749	856	827	2.3

Source: World Tourism Organization (UNWTO) ©

(Data as collected by UNWTO May 2015)

¹ See note on page 9

Africa – weaker growth in most destinations

International tourist arrivals in Africa are estimated to have increased by 2% in 2014. In absolute terms, the region welcomed a total of 56 million international tourists. International tourism receipts (+3%) increased by US\$ 1 billion to reach US\$ 36 billion. These figures should be interpreted with caution, as results are still based on the comparatively limited data available so far. The region maintained a 5% share in worldwide arrivals and a 3% share in tourism receipts.

In North Africa (+1%), international tourist arrivals in leading destination Morocco grew by a modest 2%, following a strong performance in 2013, while arrivals in Tunisia decreased by 3%.

Subsaharan Africa grew by an estimated 3% in 2014, based on available information. Arrivals to the subregion's largest destination South Africa (+0%) were flat in 2014. Worth mentioning among the other destinations for which data is reported are Côte d'Ivoire (+24%), Madagascar (+13%), Mauritius (+5%), Zimbabwe (+3%) and the Seychelles (+1%).

Middle East – positive results as destinations start to rebound

International tourist arrivals in the Middle East (+5%) are estimated to have grown by 3 million in 2014, increasing the total to 51 million. The region is showing signs of recovery following three difficult years, with most destinations posting positive results. International tourism receipts increased by 6% to reach US\$ 49 billion. The region has a 5% share in worldwide arrivals and a 4% share in receipts.

Growth was driven by the region's top destination Saudi Arabia reporting a 13% increase in the number of international arrivals. Qatar posted a solid 8% increase in arrivals, with figures almost doubling over the past five years. Growth in Lebanon (+6%) also picked up, while Palestine (+2%) and Jordan (+1%) recorded more moderate growth. Egypt saw a rebound in the second half of the year, after a drop in arrivals in the first half, resulting in an aggregate 5% increase for the full year.

Destinations	Series ¹	International Tourist Arrivals								International Tourism Receipts				
		(1000)				Change (%)			Share (%)	(US\$ million)				Share (%)
		2010	2012	2013	2014*	12/11	13/12	14*/13	2014*	2010	2012	2013	2014*	2014*
Middle East		54,700	49,991	48,442	51,041	-5.3	-3.1	5.4	100	52,150	47,752	45,238	49,303	100
Bahrain	THS	995	1,014	1,069	..	23.5	5.4	1,362	1,051	1,165
Egypt	TF	14,051	11,196	9,174	9,628	17.9	-18.1	5.0	18.9	12,528	9,940	6,047	7,208	14.6
Iraq	VF	1,518	1,111	892	..	-26.4	-19.7	1,660	1,634
Jordan	TF	4,207	4,162	3,945	3,990	5.1	-5.2	1.1	7.8	3,585	4,061	4,117	4,375	8.9
Kuwait	THS	207	300	307	..	11.7	2.0	290	425	298	369	0.7
Lebanon	TF	2,168	1,366	1,274	1,355	-17.5	-6.7	6.3	2.7	7,995	6,327	5,872
Libya	TF	60
Oman	TF	1,442	1,438	1,551	..	41.3	7.9	780	1,095	1,222
Palestine	THS	522	490	545	556	9.3	11.3	1.9	1.1	667	755	399	..	1.6
Qatar	TF	1,700	2,346	2,611	2,826	14.1	11.3	8.2	5.5	584	2,857	3,456	4,591	9.3
Saudi Arabia	TF	10,850	14,276	13,380	15,098	-18.4	-6.3	12.8	29.6	6,712	7,432	7,651	8,238	16.7
Syria	TF	8,546	6,190
Utd Arab Emirates ²	THS	7,432	8,977	9,990	..	10.4	11.3	8,577	10,380	11,564
Yemen	TF	1,025	874	990	..	5.4	13.3	1,161	848	940

Source: World Tourism Organization (UNWTO) ©

(Data as collected by UNWTO May 2015)

¹ See note on page 9

² Dubai only

Outbound Tourism

Most tourists visit destinations within their own region

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

Source markets for international tourism have traditionally been largely concentrated in the advanced economies of Europe, the Americas and Asia and the Pacific. However, with rising levels of disposable income, many emerging economies have shown fast growth over recent years, especially in the markets of Asia, Central and Eastern Europe, the Middle East, Africa and Latin America.

Europe is currently still the world's largest source region, generating just over half of the world's international arrivals, followed by Asia and the Pacific (24%), the Americas (17%), the Middle East (3%) and Africa (3%).

	International Tourist Arrivals by region of origin (million)							Market share (%)	Change (%)		Average annual growth (%)
	1990	1995	2000	2005	2010	2013	2014*	2014*	13/12	14*/13	'05-14*
World	435	527	674	809	949	1,087	1,133	100	4.6	4.3	3.8
From:											
Europe	250.7	304.0	390.1	452.2	497.4	559.8	575.0	50.8	4.1	2.7	2.7
Asia and the Pacific	58.7	86.3	114.1	152.9	206.0	253.5	267.9	23.7	7.0	5.7	6.4
Americas	99.3	108.2	130.8	136.7	156.3	176.4	189.2	16.7	3.1	7.2	3.7
Middle East	8.2	8.6	12.8	21.0	33.3	35.2	37.0	3.3	11.1	5.2	6.5
Africa	9.8	11.5	14.9	19.3	28.1	32.1	33.2	2.9	2.3	3.4	6.2
Origin not specified ¹	7.8	8.8	10.8	26.7	27.3	29.6	30.4	2.7			
Same region	349.1	423.1	532.6	631.7	729.5	839.2	875.0	77.2	4.8	4.3	3.7
Other regions	77.6	95.4	130.0	150.4	191.7	217.7	227.4	20.1	4.5	4.4	4.7

Source: World Tourism Organization (UNWTO) ©

(Data as collected by UNWTO May 2015)

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

Top spenders in international tourism

China extends its lead as number one tourism source market

China has been by far the fastest growing source market in recent years and has been the world's top spender in international tourism since 2012. Chinese travellers spent a record US\$ 165 billion abroad in 2014 – an exceptional 27% increase over 2013 and US\$ 36 billion more in absolute terms. Boosted by rising disposable incomes, an appreciating currency, improved travel facilitation and an easing of restrictions on foreign travel, Chinese outbound travel has been growing exponentially over the last two decades. China currently generates some 13% of global tourism receipts, benefitting many destinations around the world, particularly in Asia and the Pacific.

In 2014 the gap in expenditure between top spender China, and second largest spender the United States, widened to US\$ 54 billion, despite a robust 6% increase in tourism spending from the United States, to reach US\$ 111 billion. Germany, the third largest spender, reported a modest 1% increase in expenditure to US\$ 92 billion.

The United Kingdom (+4%) moved up one place in the ranking to become the 4th largest spender on international tourism,

with US\$ 58 billion, overtaking the Russian Federation, which is now 5th with US\$ 50 billion. After having been the second fastest growing market after China in recent years, the Russian Federation decreased spending in US dollar terms in 2014 as a result of the considerable depreciation of the rouble.

France (+11%) and Canada (+3%) held on to 6th and 7th places in the ranking, with expenditures of US\$ 48 billion and US\$ 34 billion respectively, while Italy (+7%) moved up one place into 8th position with US\$ 29 billion. Australia moved down one place in the ranking into 9th position as expenditure decreased by 2% to US\$ 26 billion. Brazil remained in 10th place in the ranking, with an expenditure of US\$ 26 billion.

Other source markets in addition to the Top 10 which showed double-digit growth in expenditure were: Saudi Arabia, Norway, Sweden, Spain, India, Taiwan (pr. of China), the Philippines, Qatar, Thailand, Czech Republic and Colombia.

Rank		International Tourism Expenditure (US\$ billion)		Local currencies change (%)		Market share (%)	Population (million)	Expenditure per capita (US\$)
		2013	2014*	13/12	14*/13	2014*	2014	2014*
1	China	128.6	164.9	23.8	27.1	13.2	1,368	121
2	United States	104.1	110.8	3.8	6.4	8.9	319	347
3	Germany	91.4	92.2	5.7	0.9	7.4	81	1,137
4	United Kingdom	52.7	57.6	3.5	3.8	4.6	65	893
5	Russian Federation	53.5	50.4	28.9	13.7	4.0	144	351
6	France	42.9	47.8	3.9	11.3	3.8	64	747
7	Canada	35.2	33.8	3.2	3.3	2.7	35	951
8	Italy	27.0	28.8	-1.0	6.9	2.3	60	481
9	Australia	28.6	26.3	9.4	-1.7	2.1	24	1,114
10	Brazil	25.0	25.6	24.1	11.7	2.1	203	126

Source: World Tourism Organization (UNWTO) ©

(Data as collected by UNWTO May 2015)

Long-term forecasts – substantial potential for further growth

UNWTO Tourism Towards 2030 is UNWTO's long-term outlook and an assessment of the development of tourism over the two decades from 2010 to 2030. It is a broad research project, building on UNWTO's ongoing work in the field of long-term forecasting which was initiated in the 1990s. This study replaces the earlier *Tourism 2020 Vision*, which has become a worldwide reference for international tourism forecasts.

Key outputs of *Tourism Towards 2030* are quantitative projections for international tourism demand over a 20-year period, with 2010 as the base year, and ending in 2030. The updated forecast has been enriched with an analysis of the social, political, economic, environmental and technological factors that have shaped tourism in the past, and which are expected to influence the sector in the future.

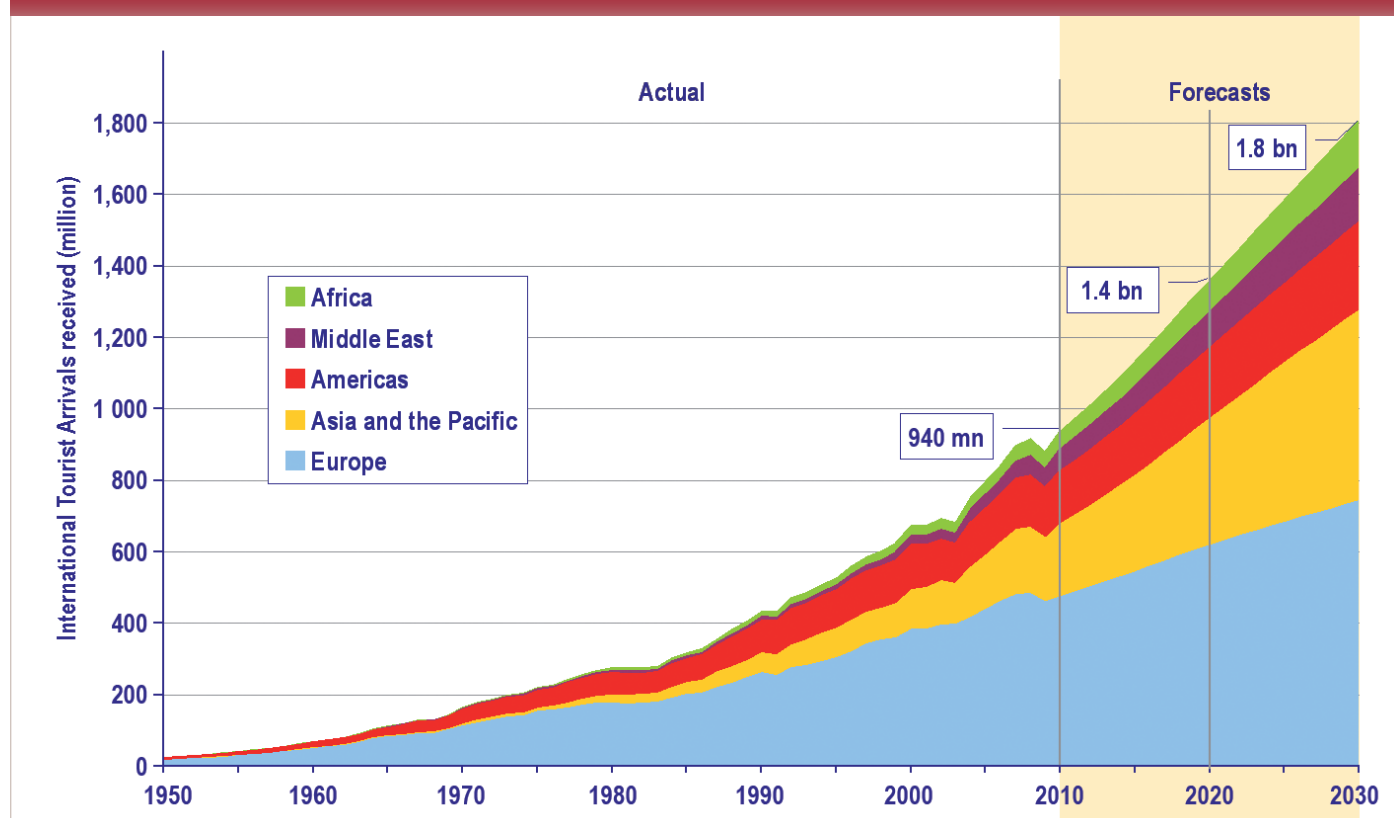
According to *Tourism Towards 2030*, the number of international tourist arrivals worldwide is expected to increase by an average of 3.3% a year over the period 2010 to 2030. Over time, the rate of growth will gradually slow, from 3.8% at the beginning of the period to 2.9% in 2030, but this is on top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

International tourist arrivals in the emerging economy destinations of Asia, Latin America, Central and Eastern Europe, Eastern Mediterranean Europe, the Middle East and Africa will grow at double the rate (+4.4% a year) of that in advanced economy destinations (+2.2% a year). As a result, arrivals in emerging economies are expected to exceed those in advanced economies before 2020. In 2030, 57% of international arrivals will be in emerging economy destinations (versus 30% in 1980) and 43% in advanced economy destinations (versus 70% in 1980).

The strongest growth by region will be seen in Asia and the Pacific, where arrivals are forecast to increase by 331 million to reach 535 million in 2030 (+4.9% per year). The Middle East and Africa are also expected to more than double their number of arrivals in this period, from 61 million to 149 million and from 50 million to 134 million respectively. Europe (from 475 million to 744 million) and the Americas (from 150 million to 248 million) will grow comparatively more slowly.

Thanks to their faster growth, the global market shares of Asia and the Pacific (to 30% in 2030, up from 22% in 2010), the Middle East (to 8%, from 6%) and Africa (to 7%, from 5%) will all increase. As a result, Europe (to 41%, from 51%) and the Americas (to 14%, from 16%) will experience a further decline in their share of international tourism, mostly because of the slower growth of the comparatively mature destinations in North America, Northern Europe and Western Europe.

UNWTO Tourism Towards 2030: Actual trend and forecast 1950-2030



UNWTO Tourism Towards 2030: International tourism by region of destination

	International Tourist Arrivals received (million)					Average annual growth (%)					Share (%)	
	Actual data			Projections		Actual data		Projections			2010	2030
	1980	1995	2010	2020	2030	1980-'95	'95-2010	2010-'30, of which				
									2010-'20	2020-'30		
World	277	528	940	1,360	1,809	4.4	3.9	3.3	3.8	2.9	100	100
to Advanced economies ¹	194	334	498	643	772	3.7	2.7	2.2	2.6	1.8	53	43
to Emerging economies ¹	83	193	442	717	1,037	5.8	5.7	4.4	4.9	3.8	47	57
By UNWTO regions:												
Africa	7.2	18.9	50.3	85	134	6.7	6.7	5.0	5.4	4.6	5.3	7.4
North Africa	4.0	7.3	18.7	31	46	4.1	6.5	4.6	5.2	4.0	2.0	2.5
West and Central Africa	1.0	2.3	6.8	13	22	5.9	7.5	5.9	6.5	5.4	0.7	1.2
East Africa	1.2	5.0	12.1	22	37	10.1	6.1	5.8	6.2	5.4	1.3	2.1
Southern Africa	1.0	4.3	12.6	20	29	10.1	7.4	4.3	4.5	4.1	1.3	1.6
Americas	62.3	109.0	149.7	199	248	3.8	2.1	2.6	2.9	2.2	15.9	13.7
North America	48.3	80.7	98.2	120	138	3.5	1.3	1.7	2.0	1.4	10.4	7.6
Caribbean	6.7	14.0	20.1	25	30	5.0	2.4	2.0	2.4	1.7	2.1	1.7
Central America	1.5	2.6	7.9	14	22	3.8	7.7	5.2	6.0	4.5	0.8	1.2
South America	5.8	11.7	23.6	40	58	4.8	4.8	4.6	5.3	3.9	2.5	3.2
Asia and the Pacific	22.8	82.0	204.0	355	535	8.9	6.3	4.9	5.7	4.2	21.7	29.6
North-East Asia	10.1	41.3	111.5	195	293	9.9	6.8	4.9	5.7	4.2	11.9	16.2
South-East Asia	8.2	28.4	69.9	123	187	8.7	6.2	5.1	5.8	4.3	7.4	10.3
Oceania	2.3	8.1	11.6	15	19	8.7	2.4	2.4	2.9	2.0	1.2	1.0
South Asia	2.2	4.2	11.1	21	36	4.3	6.6	6.0	6.8	5.3	1.2	2.0
Europe	177.3	304.1	475.3	620	744	3.7	3.0	2.3	2.7	1.8	50.6	41.1
Northern Europe	20.4	35.8	57.7	72	82	3.8	3.2	1.8	2.2	1.4	6.1	4.5
Western Europe	68.3	112.2	153.7	192	222	3.4	2.1	1.8	2.3	1.4	16.3	12.3
Central/Eastern Europe	26.6	58.1	95.0	137	176	5.3	3.3	3.1	3.7	2.5	10.1	9.7
Southern/Mediterr. Eu.	61.9	98.0	168.9	219	264	3.1	3.7	2.3	2.6	1.9	18.0	14.6
Middle East	7.1	13.7	60.9	101	149	4.5	10.5	4.6	5.2	4.0	6.5	8.2

Source: World Tourism Organization (UNWTO) ©

(Data as collected by UNWTO September 2011)

¹ Classification based on the International Monetary Fund (IMF), see the Statistical Annex of the IMF World Economic Outlook of April 2012, page 177, at www.imf.org/external/pubs/ft/weo/2012/01.

UNWTO Tourism Highlights is a World Tourism Organization publication, which aims to provide an overview of international tourism trends during the year prior to its date of publication. The report was prepared by UNWTO's Tourism Market Trends Programme.

For individual countries and territories information reflects data as reported by national or international institutions up until May 2015. For information on current short-term tourism data and trends, please refer to the *UNWTO World Tourism Barometer* at: mkt.unwto.org/en/barometer.

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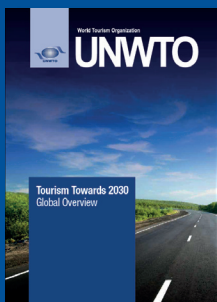
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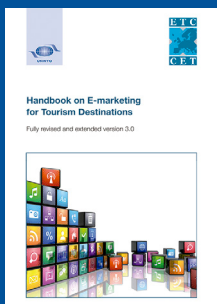
UNWTO World Tourism Barometer

The *UNWTO World Tourism Barometer* and accompanying Statistical Annex provides tourism stakeholders with up-to-date statistics and analysis in a timely fashion. The information is updated six times a year, covering short-term tourism trends, a retrospective and prospective evaluation by the UNWTO Panel of Experts of current tourism performance, and a summary of economic data relevant for tourism. *Available in English, with the Statistical Annex also in French, Spanish and Russian*



Tourism Towards 2030

UNWTO Tourism Towards 2030 is UNWTO's long-term outlook and assessment of future tourism trends from 2010 to 2030. It is a broad research project building on UNWTO's on-going work in the field of long-term forecasting, initiated in the 1990s. Key outputs of the study are quantitative projections for international tourism flows up until 2030, based on data series on international tourist arrivals by subregion of destination, region of origin and mode of transport for the period 1980-2010. *Available in English*



Handbook on E-Marketing for Tourism Destinations (Version 3.0)

This UNWTO/ETC fully revised and extended version 3.0 covers all essential aspects of an e-marketing strategy including strategic planning, branding measures, content-building, search engine optimization, e-commerce and email marketing. It also provides practical information on latest trends and developments in mobile marketing and social media, as well as detailed insight into the measurement of effective e-marketing strategies using the latest technologies. *Available in English*



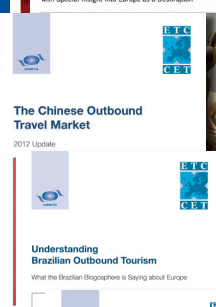
Handbook on Tourism Product Development

The *UNWTO/ETC Handbook on Tourism Product Development* outlines the essential elements in the process of tourism product development planning and implementation. It demonstrates a range of successful approaches and case studies from around the world and sets out best practice examples and benchmarks by which destinations can assess their own product development system and methods. *Available in English, French and Spanish*



Handbook on Tourism Destination Branding

This handbook is a recognition by UNWTO and ETC of the value of successfully building and managing a destination's brand. With an Introduction by Simon Anholt, the handbook presents a step-by-step guide to the branding process, accompanied by strategies for brand management. Given case studies illustrate concepts, present best practices from around the world and provide fresh insight into destination branding. *Available in English, French and Spanish*



Outbound Travel Market studies:

Key Outbound Tourism Markets in South-East Asia

The Indian Outbound Travel Market

The Russian Outbound Travel Market

The Middle East Outbound Travel Market

The Chinese Outbound Travel Market

The outbound travel market series offers a unique insight into trends and travel behaviour in fast-growing source markets in the world. UNWTO jointly with the European Travel Commission (ETC) have covered the key outbound markets of China, Brazil, the Russian Federation, India and the Middle East, and with Tourism Australia key South-East Asian markets Indonesia, Malaysia, Singapore, Thailand and Vietnam.

Available in English

Understanding Russian Outbound Tourism

Understanding Brazilian Outbound Tourism

Understanding Chinese Outbound Tourism

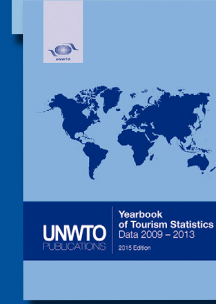
The innovative UNWTO/ETC *Understanding Outbound Tourism* netnographic series explores the behaviour and mind-set of outbound travellers based on internet and social media activity.

Available in English



Compendium of Tourism Statistics, 2015 Edition. Data 2009-2013

The Compendium provides statistical data and indicators on inbound, outbound and domestic tourism, as well as on tourism industries, employment and macroeconomic indicators related to international tourism. The 2015 edition presents data for 203 countries with methodological notes in English, French and Spanish.



Yearbook of Tourism Statistics, 2015 Edition. Data 2009-2013

Deriving from the most comprehensive statistical database available on the tourism sector, the *Yearbook of Tourism Statistics* focuses on data related to inbound tourism (total arrivals and overnight stays), broken down by country of origin. The 2015 edition presents data for 198 countries with methodological notes in English, French and Spanish.