



Statistical Annex

The following pages contain detailed tables on tourism related indicators such as international tourist arrivals, international tourism receipts and expenditure collected by UNWTO from national institutions, as well as data on air transport and the UNWTO Panel of Experts.

Tables reflect yearly data and monthly or quarterly data currently available. Most data is preliminary and may be subject to revision. See the boxes for further information on the data.

The tables on the following pages are not included in the free extract of the *UNWTO World Tourism Barometer*. The full document is available in electronic format for sale and free for UNWTO members and subscribed institutions through the UNWTO elibrary at:

English version: www.e-unwto.org/content/w83v37

French version: www.e-unwto.org/content/t73863

Spanish version: www.e-unwto.org/content/rn1422

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Explanation of abbreviations and signs used

- * = provisional figure or data
- .. = figure or data not (yet) available
- | = change of series
- n/a = not applicable
- 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: From January to April

T2: From May to August

T3: From September to December

H1: From January to June

H2: From July to 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 UNWTO World Tourism Barometer is developed as a service for UNWTO Members and published three times a year in English, French and Spanish. Member States, Associate and Affiliate Members receive copies of the Barometer as part of our Member services.

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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 periodically updated. Issues contain as regular sections: an overview of short-term tourism data from destinations, 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, with the collaboration of consultants, Nancy Cockerell and David Stevens. 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 915678205 / fax +34 915678217.

The monthly or quarterly statistics included in this issue have been compiled by the UNWTO Secretariat based on preliminary data as disseminated by the institutions (e.g. National Tourism Authorities, Statistics Offices, Central Banks) of the various countries and territories through websites, news releases, and bulletins, or provided through direct contacts with officials or through international organisations such as the Caribbean Tourism Organization (CTO), the European Travel Commission (ETC), Eurostat, the Pacific Asia Travel Association (PATA) or the South Pacific Tourism Organization (SPTO). Information in this issue reflects data available at the time of preparing the *UNWTO World Tourism Barometer*. Whenever necessary, updated data will be included over time as it becomes available and without further notice.

In the tables on International Tourist Arrivals for the various UNWTO regions, series are chosen that can serve as an indicator of trends in tourism development to selected destinations. The monthly series represented do not coincide in all cases with the annual series usually reported for the various countries (e.g. visitor arrivals or nights instead of tourist arrivals) and sometimes only relate to a part of the total tourism flow (e.g. air traffic, specific entry points). Please refer to the box on page 'Annex-1' for further explanations. The (sub)regional totals are approximations for the whole (sub)region prepared by UNWTO based on trends in the countries with data available.

Countries that are not included in this overview, but which have monthly data at their disposal, are kindly requested to contact the UNWTO Secretariat at barom@unwto.org.



The World Tourism Organization (UNWTO), a United Nations specialized agency, is the leading international organization with the decisive and central role in promoting the development of responsible, sustainable and universally accessible tourism. It serves as a global forum for tourism policy issues and a practical source of tourism know-how. Its membership includes 156 countries, 6 territories, 2 permanent observers and over 400 Affiliate Members.

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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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International Tourist Arrivals by (Sub)region

	Full year						Share		Monthly/quarterly data series (percentage change over same period of the previous year)													
	2000	2005	2010	2011	2012	2013*	2013*	11/10	12/11	13*/12	2013*								2012*			
	(million)						(%)		(%)	Q1	Q2	Q3	Q4	Sep	Oct	Nov	Dec	Q1	Q2	Q3	Q4	
World	677	807	949	995	1,035	1,087	100	4.9	4.0	5.0	6.7	4.9	5.0	3.8	5.0	4.0	3.5	3.7	6.2	3.6	2.7	4.3
Advanced economies ¹	420	459	506	531	551	580	53.4	4.9	3.8	5.2	5.1	4.5	6.3	4.6	5.9	5.4	4.0	4.2	6.0	3.6	2.6	4.1
Emerging economies ¹	256	348	442	464	484	507	46.6	4.9	4.4	4.8	7.8	5.6	3.4	3.6	3.8	3.4	3.5	3.8	6.4	3.7	2.9	4.5
<i>By UNWTO regions:</i>																						
<i>Europe</i>	388.0	448.9	484.9	516.1	533.9	562.8	51.8	6.4	3.4	5.4	6.4	5.3	5.8	3.9	5.5	5.0	3.2	2.9	4.2	3.2	3.1	4.5
Northern Europe	46.4	60.4	62.8	64.5	65.6	68.3	6.3	2.8	1.7	4.1	4.1	3.2	4.3	5.3	6.7	9.7	1.4	4.2	4.5	2.5	-1.9	5.0
Western Europe	139.7	141.7	154.4	161.5	166.7	173.6	16.0	4.6	3.2	4.2	4.2	3.5	5.6	2.1	2.3	2.5	2.0	1.6	5.0	3.3	2.0	4.0
Central/Eastern Eu.	69.3	90.4	94.5	103.2	111.2	118.8	10.9	9.2	7.7	6.9	11.6	7.2	6.9	3.0	6.7	3.1	3.1	2.9	8.0	8.0	7.8	8.4
Southern/Mediter. Eu.	132.6	156.4	173.3	186.9	190.4	202.0	18.6	7.9	1.9	6.1	6.2	6.5	6.0	5.5	7.0	6.5	5.2	3.9	0.7	0.8	3.2	2.1
- of which EU-28	332.1	363.8	380.1	401.3	411.4	430.3	39.6	5.6	2.5	4.6	4.3	4.0	5.6	3.5	5.2	4.7	2.8	2.5	4.2	2.2	1.7	3.1
<i>Asia and the Pacific</i>	110.1	153.6	205.1	218.6	233.6	247.7	22.8	6.6	6.8	6.0	7.5	5.0	7.2	4.6	9.5	5.3	4.2	4.3	8.5	7.6	4.7	6.9
North-East Asia	58.3	85.9	111.5	115.8	122.8	127.1	11.7	3.8	6.0	3.6	3.7	1.6	4.4	4.4	6.3	5.0	3.7	4.5	8.5	8.6	5.4	2.3
South-East Asia	36.1	48.5	70.0	77.5	84.2	92.7	8.5	10.7	8.7	10.0	13.7	10.5	11.9	4.7	15.8	5.7	5.1	3.5	9.5	7.2	3.6	14.3
Oceania	9.6	11.0	11.6	11.7	12.1	12.7	1.2	0.9	4.1	4.4	5.0	3.9	4.4	4.4	3.5	4.4	4.2	4.4	4.5	5.2	2.9	3.9
South Asia	6.1	8.1	12.0	13.7	14.4	15.2	1.4	14.0	5.4	5.3	4.2	4.3	7.4	5.2	6.5	6.3	2.7	6.7	6.8	3.1	7.5	7.1
<i>Americas</i>	128.2	133.3	150.6	156.0	163.0	168.9	15.5	3.6	4.5	3.6	2.9	1.6	4.6	5.1	3.2	6.1	4.8	4.6	7.3	3.0	3.8	3.9
North America	91.5	89.9	99.5	102.1	106.7	111.4	10.2	2.6	4.5	4.3	4.2	2.2	5.4	5.3	3.8	6.5	4.9	4.6	8.1	2.2	3.9	4.6
Caribbean	17.1	18.8	19.5	20.1	20.7	20.9	1.9	3.0	2.8	1.0	0.5	-0.8	0.8	4.0	-1.1	3.3	4.0	4.5	4.0	3.9	3.0	1.1
Central America	4.3	6.3	7.9	8.3	8.9	9.2	0.8	4.4	7.3	4.2	4.3	1.9	3.2	7.0	2.7	5.8	5.0	9.4	8.2	7.9	6.1	7.0
South America	15.3	18.3	23.6	25.5	26.7	27.4	2.5	7.8	5.0	2.4	0.7	0.8	3.9	4.5	3.2	6.0	4.7	3.1	7.5	4.4	3.3	2.3
<i>Africa</i>	26.2	34.8	49.9	49.7	53.1	56.1	5.2	-0.5	6.9	5.6	4.9	3.9	7.4	5.9	6.0	5.9	5.5	6.3	5.9	8.3	8.5	2.5
North Africa	10.2	13.9	18.8	17.1	18.5	19.6	1.8	-9.1	8.2	6.2	2.4	3.6	9.8	6.6	6.4	7.6	4.4	7.5	12.7	12.6	7.7	1.2
Subsaharan Africa	16.0	20.9	31.2	32.6	34.7	36.5	3.4	4.6	6.2	5.2	5.8	4.1	5.7	5.6	5.8	5.0	5.9	5.8	3.4	5.9	9.1	3.1
<i>Middle East</i>	24.1	36.3	58.2	54.7	51.8	51.9	4.8	-6.1	-5.2	0.3	18.9	10.2	-20.6	-6.8	-19.8	-12.8	-4.5	0.5	6.3	-8.3	-17.1	-6.1

Source: World Tourism Organization (UNWTO) ©

(Data as collected by UNWTO January 2014)

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.

See box at page 'Annex-1' for explanation of abbreviations and signs used

Outlook for International Tourist Arrivals

	2009	2010	2011	2012	2013*	Average	2014*
	real, change					a year	projection
	full year					2005-2013*	between
World	-3.9%	6.5%	4.9%	4.0%	5.0%	3.8%	+4% and +5%
Europe	-5.0%	3.1%	6.4%	3.4%	5.4%	2.9%	+3% and +4%
Asia and the Pacific	-1.6%	13.2%	6.6%	6.8%	6.0%	6.2%	+5% and +6%
Americas	-4.7%	6.6%	3.6%	4.5%	3.6%	3.0%	+3% and +4%
Africa	3.4%	9.3%	-0.5%	6.9%	5.6%	6.2%	+4% and +6%
Middle East	-5.1%	11.6%	-6.1%	-5.2%	0.3%	4.6%	+1% and +6%

Source: World Tourism Organization (UNWTO) ©

(Data as collected by UNWTO January 2014)



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UNWTO World Tourism Barometer

The UNWTO World Tourism Barometer aims at providing all those involved in tourism with up-to-date statistics and adequate analysis, in a timely fashion. Issues cover short-term tourism trends, a retrospective and prospective evaluation of current tourism performance by the UNWTO Panel of Experts, and a summary of economic data relevant for tourism. The information is updated throughout the year.

Available in English, French, Spanish and Russian



Understanding Brazilian Outbound Tourism – What the Brazilian blogosphere is saying about Europe

With over 70 million internet users in 2012, Brazil has Latin America's biggest population of 'netizens' or social media users, the 5th largest in the world. An increasing number of National Tourist Organizations (NTO's) are interested in targeting this important market through websites, blogs and other social media. This joint research project by ETC and UNWTO analyses the trends, themes and behaviour of Brazilian tourists in Europe based on internet searches and social media activity.

Available in English



Key Outbound Tourism Markets in South-East Asia

Asia and the Pacific is not only a major tourism destination region but also an increasingly important tourism outbound market. This study, a collaborative project between Tourism Australia (TA) and UNWTO, aims to provide an up-to-date perspective of the major tourism trends in five key outbound markets: Indonesia, Malaysia, Singapore, Thailand and Vietnam. The report includes an overview of tourism demand and travel patterns, a detailed country-specific analysis and a comparative evaluation of current and future tourism potential.

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



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 and Spanish



The Chinese Outbound Travel Market and Understanding Chinese Outbound Tourism

China is the fastest-growing tourism source market in the world and the top international tourism spender since 2012. In view of the worldwide interest in this market, ETC and UNWTO have prepared two joint reports on this subject: *The Chinese Outbound Travel Market – 2012 Update*, which offers an overview of the features and rapid evolution of the Chinese outbound tourism market, and *Understanding Chinese Outbound Tourism – What the Chinese Blogosphere is Saying about Europe*, which analyses the trends, themes and behaviour of Chinese tourists based on the analysis of online social media and internet searches.

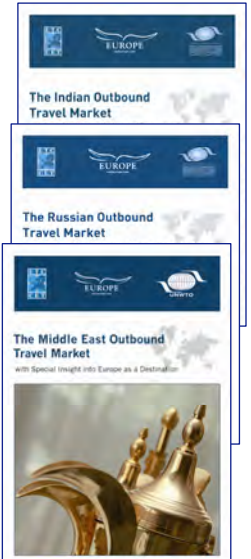
Available in English



The Indian Outbound Travel Market, The Russian Outbound Travel Market and The Middle East Outbound Travel Market

The Middle Eastern, Indian and Russian outbound travel markets are some of the fastest growing, and consequently increasingly important markets in the world. UNWTO and ETC have jointly published in-depth studies of each unique market, which aim to provide the necessary information to understand the structure and trends of these growing markets. Topics covered include: destination choice, purpose of travel, tourism expenditure, holiday activities and market segmentation, as well as the use of the internet and social media.

Available in English



Compendium of Tourism Statistics, 2013 Edition, Data 2007–2011

The Compendium of Tourism Statistics provides data and indicators on inbound, outbound and domestic tourism, as well as on the number and types of tourism industries, the number of employees by tourism industries, and macroeconomic indicators related to international tourism. The 2012 edition presents data for 209 countries from 2007 to 2011, with methodological notes in English, French and Spanish.

Yearbook of Tourism Statistics, 2013 Edition, Data 2007–2011

The Yearbook of Tourism Statistics focuses on inbound tourism-related data (total arrivals and overnight stays), broken down by country of origin. The 2012 Edition presents data for 199 countries from 2007 to 2011, with methodological notes in English, French and Spanish.



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