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This issue and the accompanying *Statistical Annex* of the *UNWTO World Tourism Barometer* include an analysis of preliminary results for international tourism for the period January-April and an outlook for the period May-August 2012.

This release is available only in electronic format, through the UNWTO eLibrary, and is free of charge for members. The release is provided in English only, while the Statistical Annex is available in English, French, Spanish and Russian.

415 million tourists expected worldwide in the May-August peak season

Despite continuing economic uncertainties in some of the major outbound markets, a total of 285 million international tourists travelled worldwide between January and April 2012, 5.4% more than in the same period last year. Growth was positive in all regions. By subregion, growth was strongest in North Africa (+11%) followed by South Asia (+10%) and Central and Eastern Europe (+8%).

Prospects remain positive for the period May-August, the Northern Hemisphere's summer peak season, with around 415 million tourists expected to travel abroad.

Quick overview of key trends

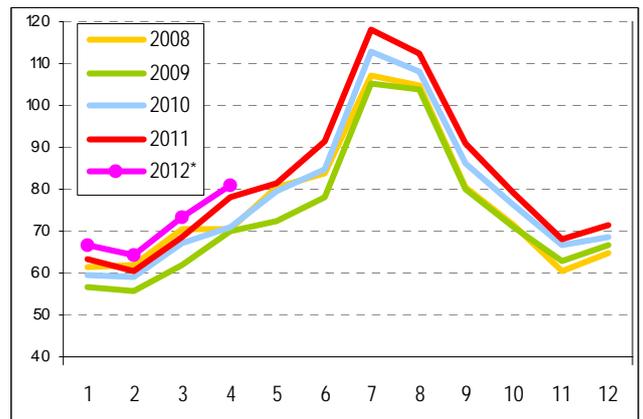
International tourist arrivals grew 5% in January-April 2012 compared to the same period last year

- A total of 127 countries and territories have so far reported data on international tourist arrivals for one or more months of 2012 (out of 220). Of these, 106 countries (83%) have reported an increase in tourist arrivals, with 43 (34%) reporting double-digit growth. Only 21 countries (17%) have posted a decrease.

- 84 countries have reported results for at least the first four months of 2012. Based on this sample of destinations, it is estimated that destinations worldwide recorded 285 million international tourists between January and April 2012, some 15 million more than the 270 million recorded in the same period in 2011.

International Tourist Arrivals, monthly evolution

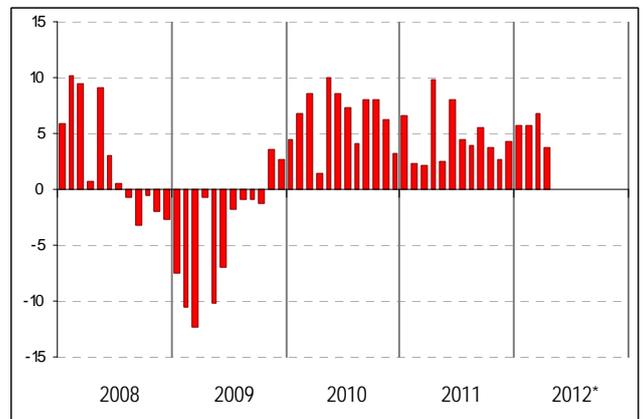
World (million)



Source: World Tourism Organization (UNWTO) ©

International Tourist Arrivals, monthly evolution

World (% change)



Source: World Tourism Organization (UNWTO) ©

- The best figures were recorded in March, when tourist arrivals grew an estimated 7% compared to the same month last year. January and February 2012 were also strong in tourist activity (both up 6%). April was somewhat weaker (+4%), but this was partly due the Easter holiday date shift from late April in 2011 to early April in 2012, resulting in a share of Easter holiday arrivals taking place in March.
- In January-April 2012, international arrivals worldwide grew by 5.4% compared to the same period of 2011. As 2012 is a leap year, there was one extra day in February. If this additional day is factored out of the calculations, the growth would have been slightly below 5% in the first four months.

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 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 162 countries and territories and over 400 Affiliate Members representing local governments, tourism associations and private sector companies including airlines, hotel groups and tour operators.

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Calle Capitán Haya, 42, 28020 Madrid, Spain

UNWTO World Tourism Barometer
ISSN: 1728-9246

Published and printed by the World Tourism Organization, Madrid, Spain - First printing: 2012 (version 09/07/12)
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Data collection for this issue was closed in early July 2012.

The next issue of the *UNWTO World Tourism Barometer* is scheduled to be published early September 2012.

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.

If you are interested in receiving the *UNWTO World Tourism Barometer* and you are not a UNWTO Member, you can subscribe to the next three issues for € 70 (pdf version delivered electronically) or € 100 (pdf plus hard copy).

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Japan, Egypt and Tunisia show clear signs of recovery

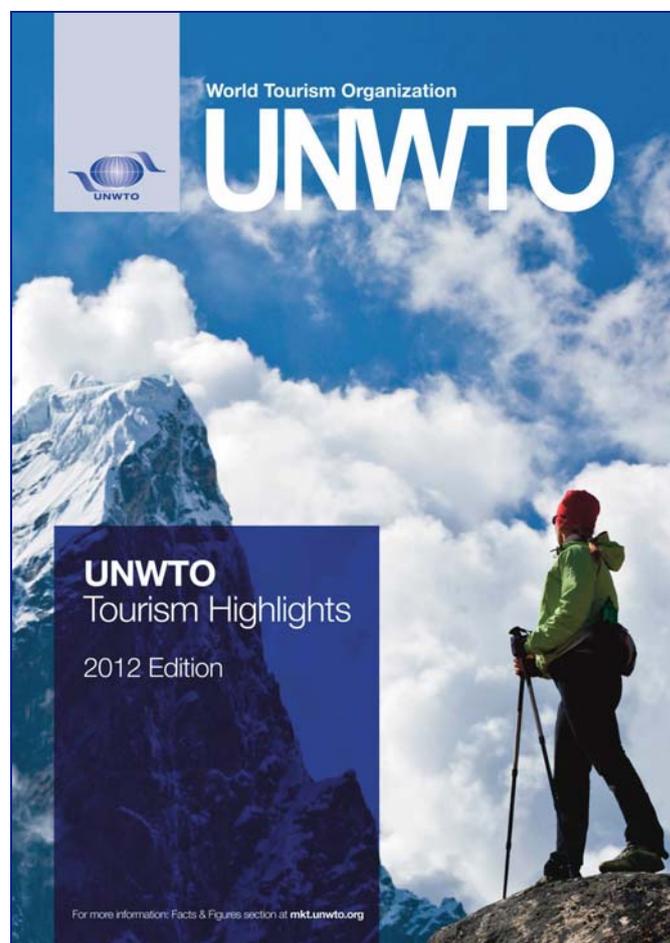
- Asia and the Pacific together with Africa (both +8%) show the best results among the different world regions in the first four months of the year. Both regions saw a clear rebound in some of the destinations experiencing declines in 2011. In Asia and the Pacific, Japan's inbound and outbound travel is clearly on the mend, with arrivals to the country up by 40% in the first five months of 2012. In Africa, North Africa (+11%) returned to positive growth thanks to the results of Tunisia (+48% between January and May).
- The Middle East is also showing signs of recovery with arrivals up by 1% between January and April 2012, and particularly promising results for Egypt (+29% between January and May).
- The Americas (+6%) recorded growth slightly above the world average, with solid results across almost all destinations. Central and South America saw the highest growth in arrivals (both +7%), while the United States (+10%) and Canada (+5%) boosted North America's performance (+6%).
- Europe (+4%) consolidated its record growth of 2011, despite continuing economic volatility in the Eurozone. Central and Eastern Europe (+8%) led growth thanks to double-digit increases by emerging destinations. Major destinations in Northern and Western Europe (both +5%) such as the United Kingdom, France (both +6%) and Germany (+10%) posted sound results. Growth slowed in Southern Europe (+0.2) between January and April 2012, but this contrasts with strong growth in the same period last year.

Around 415 million tourists expected to travel abroad between May and August

- As the summer season gets underway in the Northern Hemisphere, the short-term outlook for international tourism remains positive. The UNWTO Confidence Index for May-August 2012 has improved compared to previous periods, particularly among experts in advanced economies.
- UNWTO expects some 415 million tourists to travel internationally between May and August, the peak season in most of the world's leading outbound markets and tourism destinations. In past years these four months represented 41% of the yearly total.
- Prospects are confirmed by data on air transport bookings from business intelligence tool ForwardKeys – featured for the first time in the *UNWTO World Tourism Barometer* – which shows that reservations for international air travel worldwide for the period May-August are 5% higher than in the same period last year. Flight reservations within the same region (+7%) are stronger than those between regions (+4%). In general terms, growth is somewhat more moderate than in the first four months of 2012 (+7% globally). Air transport is an important tourism indicator as it represents around half of all international travel worldwide according to UNWTO destinations' data.

UNWTO Tourism Highlights, 2012 Edition

UNWTO has just released its *UNWTO Tourism Highlights, 2012 Edition*, presenting a concise overview of international tourism in the world based on the results for the year 2011.

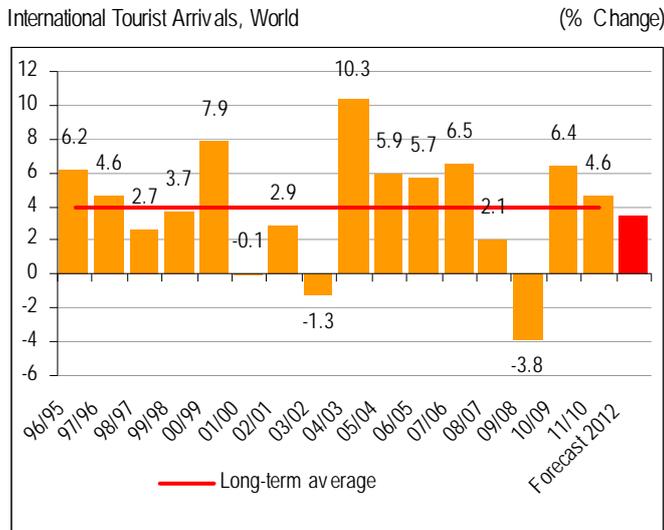


UNWTO Tourism Highlights aims to provide a consolidated set of key figures and trends for international tourism in the year prior to its date of publication. The *2012 Edition* presents in 16 pages a snapshot of international tourism in the world for 2012 based on the latest available information collected from national sources. Trends and results are analysed for the world, regions and major regional destinations, with statistics included on international tourist arrivals and international tourism receipts. Furthermore, it provides the ranking of top tourism destinations by arrivals and receipts, as well as information on outbound tourism generating regions and a list of top source markets in terms of spending.

Electronic copies can be downloaded free of charge from the Facts & Figures section of the UNWTO website <www.unwto.org/facts>.

- UNWTO forecasts international tourism to increase by 3% to 4% for the full year 2012. While the pace of growth is slowing somewhat, international overnight visitors remain firmly on track to hit the milestone of one billion arrivals expected this year.

- For the first time, tourism was identified by the G20 meeting last month in Mexico as one of the sectors that can spur global economic recovery. The G20 underscored the role of tourism in the economy and committed to work on advancing travel facilitation as a means to stimulate demand and spending, and thus promote job creation. Sustainable tourism was further included in the Outcome Document of the Rio+20 UN Conference on Sustainable Development and identified as a sector that, if well-designed and managed, "can make a significant contribution to the three dimensions of sustainable development, create decent jobs, and generate trade opportunities". (See further <http://media.unwto.org/en/press-release/2012-06-20/g20-recognizes-travel-tourism-driver-economic-growth-first-time-and-commits>).
- "UNWTO is confident that the growing political commitment in support of the sector will result in overall positive outcomes for tourism and contribute to global growth, employment and a sustainable economic transformation," added Mr Rifai.



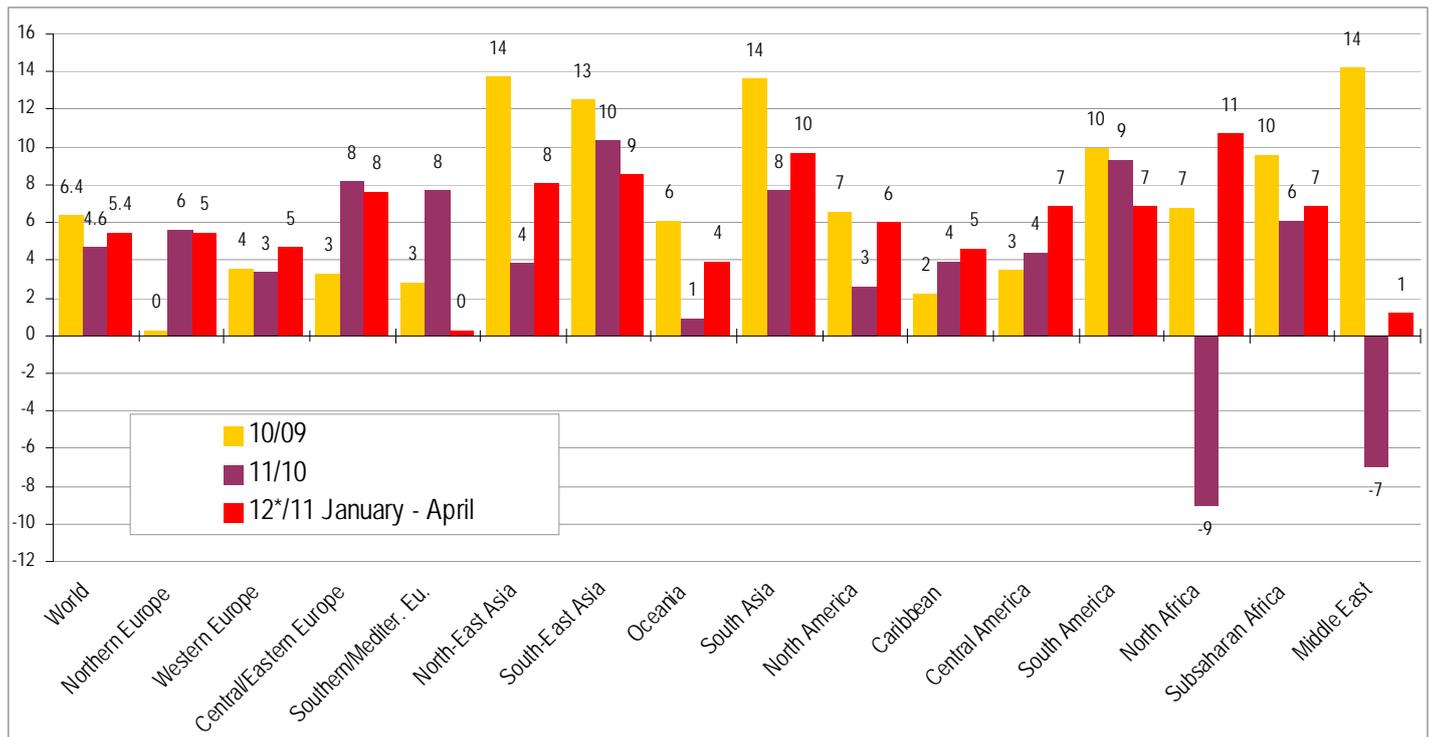
Source: World Tourism Organization (UNWTO) ©

Tourism recognized as a major driver of economic growth and development

- The continued strength of tourism is particularly important in the context of the current economic uncertainty, and reinforces the need for increased political commitment and support to the sector. "The capacity of tourism to drive growth and create jobs needs to be accompanied by strong supportive public policies," according to UNWTO Secretary-General Taleb Rifai.

The detailed information in the continuation of the *UNWTO World Tourism Barometer* and its Statistical Annex is not included in the complimentary excerpt of this document. The full document is available in electronic format for sale and free of charge for UNWTO members and subscribed institutions through the UNWTO eLibrary at www.e-unwto.org/content/w83v37. For more information on the *UNWTO World Tourism Barometer*, please refer to the Facts & Figures section on the UNWTO website at www.unwto.org/facts. Copyright © 2012 World Tourism Organization

International Tourist Arrivals (% change over same period of the previous year)



Source: World Tourism Organization (UNWTO) ©



World Tourism Organization UNWTO Publications

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.

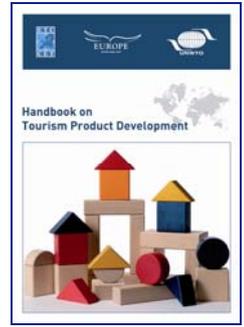
Available in English, French, Spanish and Russian



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



The Middle East Outbound Travel Market

The Middle East region is one of the fastest growing tourist generating regions in the world. Outbound travel from the Middle East has more than quadrupled from 8 million in 1990 to 36 million in 2010. Published jointly by ETC and UNWTO, The Middle East Outbound Market, provides an in depth analysis of the structure and trends of this market, helping destinations and commercial operators plan ahead with greater foresight.

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

The Indian, the Chinese and the Russian Outbound Travel Markets are some of the fastest growing, and consequently increasingly important markets in the world. The UNWTO and ETC have jointly published detailed studies on each unique market, which aim to provide the necessary information to better understand the structure and trends of these growing markets. Topics covered include: destination choice, purpose of travel, spending, holiday activities and market segmentation, as well as the use of the internet and social media.

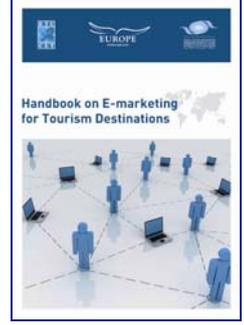
Available in English



Handbook on E-marketing for Tourism Destinations

This handbook is a practical 'how-to' manual designed to help staff in national, regional and city tourism organisations, to improve their e-marketing skills. It covers all the basics such as web design, search engine optimisation, social networking and e-commerce, and advises how to build better content, assure distribution, use CRM, succeed with online PR and get into mobile marketing.

Available in English and Spanish



Compendium of Tourism Statistics, 2012 Edition

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 2006 to 2010, with methodological notes in English, French and Spanish.



Global Report on LGBT Tourism

As the global visibility of the lesbian, gay, bisexual and transgender (LGBT) community increases, there has been a steady increase in interest in this community as a consumer group, a trend which is particularly evident in the travel industry. With the knowledge and support of the International Gay and Lesbian Travel Association, as well as the UNWTO Affiliate Members, this report examines LGBT tourism from a social, political and economic perspective.

The Power of Youth Travel

With outbound travel from the world's emerging economies being boosted by new, affluent travellers and the age bracket for youth travel expanding across the world, young people are quickly becoming a consumer group to take seriously. The Power of Youth Travel features commentary from specialists, UNWTO Affiliate Members and other selected organizations on the importance of Youth Travel for economic development, global development and young travellers themselves.

Available in English



Yearbook of Tourism Statistics, 2012 Edition

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 2006 to 2010, with methodological notes in English, French and Spanish.

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