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This issue of the UNWTO World Tourism Barometer and its accompanying Statistical Annex include an analysis of preliminary results for international tourism for the period January-August 2013 based on arrivals and receipts data reported by destinations around the world. Furthermore, it includes an outlook for the period September-December based on feedback from the UNWTO Panel of Experts and air transport bookings data from business intelligence tool ForwardKeys.

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.

A solid performance during the Northern summer peak season

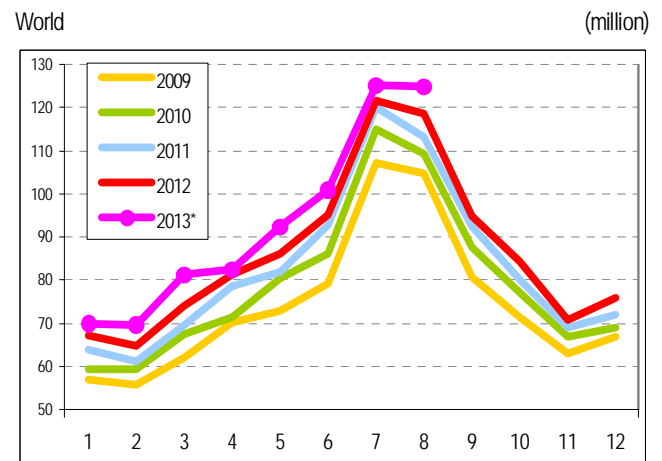
Demand for International tourism remained strong throughout the first eight months of 2013, according to latest results for destinations around the world included in this *UNWTO World Tourism Barometer*. Between January and August, the number of international tourists (overnight visitors) worldwide grew by 5%, driven by strong results in Europe, Asia and the Pacific and the Middle East. UNWTO's Panel of Experts confirms this positive trend. Its evaluation of the May-August period shows a significant improvement in confidence, while prospects for the last four months of 2013 remain upbeat as well.

Another four months of sustained demand

After a solid start to the year, demand for international tourism maintained strength throughout the Northern Hemisphere peak season. The months of June, July and August achieved robust results with 6%, 3% and 5% growth in international tourist arrivals respectively compared to the corresponding month of 2012. In

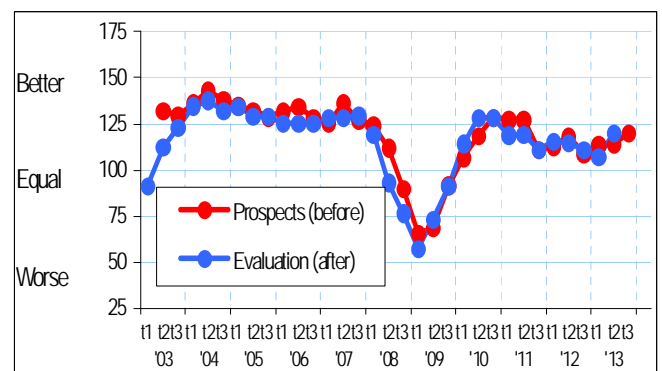
absolute numbers international arrivals topped 125 million in both July and August, while in June the 100 million arrivals mark was exceeded for the first time in that month.

International Tourist Arrivals, monthly evolution



Source: World Tourism Organization (UNWTO) ©

UNWTO Panel of Tourism Experts



Source: World Tourism Organization (UNWTO) ©

The first eight months of the year saw a record 747 million international tourist arrivals (overnight visitors) worldwide in absolute terms, some 38 million more than in the same period of 2012, equivalent to a 5% increase.

All regions shared in this growth. Europe benefited the most, with an estimated 20 million more international arrivals than in the same period of 2012. Given that Europe is the world's largest destination region with many comparatively mature destinations, this 5% growth rate is particularly encouraging. Asia and the Pacific increased arrivals by 6% and added some 10 million arrivals. The Americas (+3%) gained 4 million additional arrivals, and the Middle East (+7%) and Africa (+5%) each attracted a further 2 million.

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 (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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Data collection for this issue was closed early October 2013.

The next issue of the *UNWTO World Tourism Barometer* will be published November 2013.

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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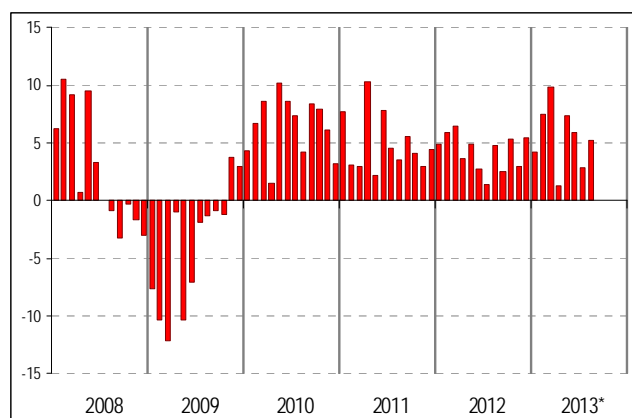
Quick overview of key trends

International tourism demand up 5% through August 2013 compared to the same period of 2012

- As of early October this year, a total of 141 countries and territories have so far reported data on international tourist arrivals (overnight visitors) for at least three months of 2013 (out of 220). Of these, over three quarters (108 countries or territories) have reported an increase in tourist arrivals, with 32 countries (23%) enjoying double-digit growth, while 33 countries (23%) have posted a decrease. Over 70 countries have already reported results for the eight month period January-August of 2013.
- Based on this sample of destinations that reported data, it is estimated that destinations worldwide recorded 747 million international tourists between January and August 2013, some 38 million more than the 709 million recorded in the same period of 2012. This increase corresponds to a growth of 5%, reflecting a generally robust tourism sector despite on-going economic challenges in some parts of the world.

International Tourist Arrivals, monthly evolution

World (% change)



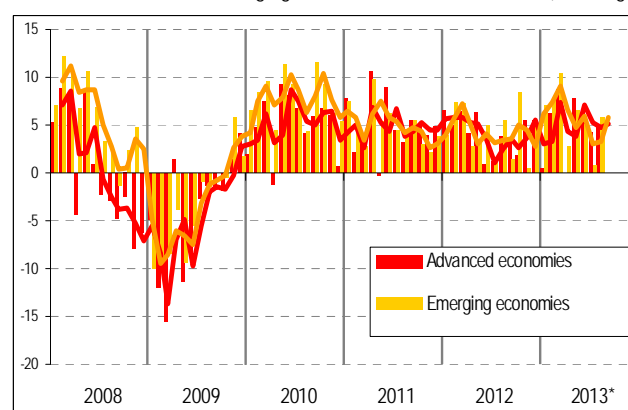
Source: World Tourism Organization (UNWTO) ©

- The Northern hemisphere summer months of July and August achieved sound results with 3% and 5% growth respectively compared to the corresponding months of 2012. In absolute numbers international arrivals topped 126 million and 125 million respectively, while in June the 100 million arrivals mark was exceeded for the first time in that month. July came in weaker than August, which can be largely attributed to a slowdown in travel during Ramadan in countries with large Muslim populations. This month of fasting for Muslims occurred mostly in July this year and travel tends to be strong before and after, but slow during, Ramadan.

- Boosted by an early Easter holiday (with a date shift from early April in 2012 to late March in 2013), the strongest growth in international tourist arrivals was recorded in March, when they increased by an estimated 10% compared to the same month last year. For the same reason, April was the weakest month (+1%). February and May 2013 were also strong in tourism activity (both +7%). June (+6%) was just above the average for the whole period, while January was slightly below (+4%)

International Tourist Arrivals, monthly evolution

Advanced economies & Emerging economies (% change)



Source: World Tourism Organization (UNWTO) ©

- Worldwide, international tourist arrivals grew a solid 5% in the first eight months of the year compared to the same period of 2012, despite global economic growth 'on low gear' according to the International Monetary Fund (IMF).
- Europe saw sustained growth in international arrivals (+5%) despite continuing economic challenges. Asia and the Pacific recorded 6% more arrivals, fuelled by South-East Asia (+12%). Results were weaker in the Americas with 3% more arrivals, driven in this case by North America (+4%) and in particular the United States (+7%). Tourist flows in Africa increased by 5% in line with the world average, led by North Africa (+6%). The Middle East posted a robust 7% growth.
- At the beginning of the year UNWTO projected that international tourist arrivals would increase by 3% to 4% in 2013. With the strong results of the eight months of the year in retrospect, it is almost certain that international tourism will achieve this growth, and is very likely to exceed the target.

Panel of Experts shows sharp improvement in confidence

- World tourism performed better than expected in the period May to August 2013 according to the business confidence survey conducted among UNWTO's Panel of Experts this September. The survey revealed a sharp increase in confidence among destinations and businesses, in particular among experts from advanced economies in line with the better than expected performance in world tourism. For the last four months of the year the Panel continues to be optimistic as well.

Growth in tourism receipts trails arrivals

- With very few exceptions, the positive results in arrivals are also reflected in the international tourism receipts reported for the first six to eight months of the year. Among the 25 largest international tourism earners, receipts grew in double digits in Thailand (+27%), Hong Kong (China) (+25%), Turkey (+22%), Japan (+19%), the United Kingdom (+18%), Greece (+15%), India (+14%), Malaysia (+12%) and the United States (+11%).

Emerging economies continue to drive international tourism spending

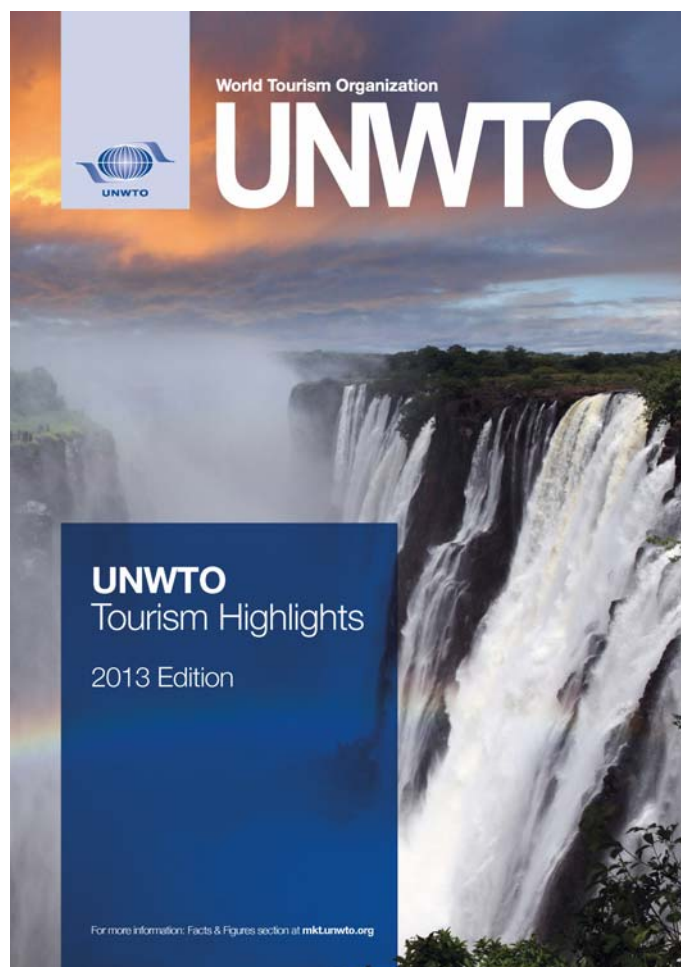
- Emerging economies continue to lead international tourism expenditure, with all BRIC countries except India reporting double-digit growth. China posted an exceptional 31% increase in spending, while the Russian Federation (22%) and Brazil (15%) also saw a sound increase during the period.
- Tourism spending was slower in the advanced economy source markets of Canada (+4%), the United Kingdom (+2%), the United States (+1%), France (+1%) and Germany (0%), while Japan, Australia and Italy saw declines in expenditure.

Air transport reservations for September-December 2013 up by 4%

- According to air transport booking data from business intelligence tool Forwardkeys, international air departures worldwide increased by 4% from May to August. Air travel within the same region (+4%) was slightly stronger than travel between regions (+3%). Travel within the same region was strongest in Africa and the Middle East (+8%), followed by the Americas (+6%), while Europe (+7%) experienced strongest demand from other regions.
- Worldwide bookings for the September-December 2013 period show a continuation of trends, with reservations up by 4% compared to the same moment a year ago. Reservations for international trips within the same region (+5%) remain stronger than travel between different regions (+3%). International bookings are strongest from markets in the Americas (+8%), Asia and the Pacific (+4%) and Africa and the Middle East (+4%). Europe continues to be the major beneficiary of interregional traffic (+6% overall), with reservations from the Americas to Europe up by 7%, the same as from Africa and the Middle East, and from Asia and the Pacific by 3%.

UNWTO Tourism Highlights, 2013 Edition

UNWTO has just released its *UNWTO Tourism Highlights, 2013 Edition*, presenting a concise overview of international tourism in the world based on the results for the year 2012.



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 *2013 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 in English, Spanish and French free of charge from <http://mkt.unwto.org/publications>.

International Tourist Arrivals by (Sub)region

	Full year					Share		Change		Monthly/quarterly data series (percentage change over same period of the previous year)															
	2000	2005	2010	2011	2012*	2012*	10/09	11/10	12*/11	2013*								2012*							
	(million)					(%)	(%)	(%)	YTD	Q1	Q2	Mar	Apr	May	Jun	Jul	Aug	Q1	Q2	Q3	Q4				
World	677	807	949	995	1035	100	6.5	4.9	4.0	5.3	7.3	4.9	9.9	1.2	7.3	5.9	2.8	5.2	6.1	3.7	2.8	4.4			
Advanced economies ¹	420	459	507	531	552	53.3	5.3	4.9	3.9	5.0	5.3	5.0	8.7	0.0	7.8	6.4	4.3	5.2	6.1	3.6	2.8	4.1			
Emerging economies ¹	256	348	443	464	484	46.7	7.8	4.8	4.2	5.6	8.5	4.9	10.4	2.8	6.6	5.2	0.8	5.8	6.2	3.7	2.8	4.7			
<i>By UNWTO regions:</i>																									
<i>Europe</i>	388.0	448.9	485.4	516.8	534.7	51.6	3.0	6.5	3.5	5.4	6.8	5.7	9.6	0.7	9.1	6.4	3.3	5.1	4.2	3.2	3.1	4.5			
Northern Europe	46.4	60.4	62.8	64.5	65.7	6.3	2.1	2.8	1.9	3.4	4.1	3.2	3.5	-1.6	5.0	5.2	-0.3	7.4	4.6	2.6	-1.7	5.2			
Western Europe	139.7	141.7	154.4	161.5	166.7	16.1	3.9	4.6	3.2	4.0	4.9	4.4	10.0	-3.4	9.3	5.6	4.1	2.2	5.0	3.3	2.0	4.0			
Central/Eastern Eu.	69.3	90.4	95.0	103.9	111.6	10.8	3.1	9.4	7.5	7.4	12.1	7.7	12.4	6.7	9.1	7.4	3.2	4.1	8.0	8.0	7.8	8.4			
Southern/Mediterr. Eu.	132.6	156.4	173.3	186.9	190.7	18.4	2.5	7.9	2.0	6.1	6.2	6.5	9.9	1.2	10.2	6.9	3.8	7.1	0.6	0.7	3.4	1.9			
- of which EU-27	326.8	356.1	371.0	391.4	401.1	38.7	2.7	5.5	2.5	4.0	4.3	4.3	7.4	-2.2	7.8	5.8	3.3	4.0	4.2	2.1	1.7	3.0			
<i>Asia and the Pacific</i>	110.1	153.6	205.1	218.5	233.6	22.6	13.2	6.5	6.9	6.3	7.2	4.9	10.2	2.2	5.8	6.9	6.0	8.1	8.7	8.0	4.8	7.4			
North-East Asia	58.3	85.9	111.5	115.8	122.8	11.9	13.8	3.8	6.0	2.9	3.7	1.6	7.1	-1.4	2.0	4.5	2.7	4.3	8.4	8.6	5.4	2.3			
South-East Asia	36.1	48.5	70.0	77.5	84.6	8.2	12.5	10.7	9.2	11.8	12.8	10.2	15.4	7.9	11.8	10.8	10.9	14.3	10.0	7.7	3.3	15.5			
Oceania	9.6	11.0	11.6	11.7	12.1	1.2	6.1	0.9	4.1	4.3	5.0	3.0	8.8	0.2	4.2	5.0	4.6	4.8	4.5	5.2	3.0	4.0			
South Asia	6.1	8.1	12.0	13.5	14.1	1.4	19.5	12.6	4.4	6.1	5.2	5.7	7.4	4.0	7.2	5.9	7.6	8.6	7.8	6.2	9.8	8.7			
<i>Americas</i>	128.2	133.3	150.6	156.0	163.2	15.8	6.6	3.6	4.6	3.2	2.9	2.7	6.2	0.4	4.0	3.8	3.0	5.5	7.3	3.1	3.8	3.9			
North America	91.5	89.9	99.5	102.1	106.7	10.3	7.0	2.6	4.5	4.3	4.2	3.8	6.5	2.8	4.1	4.5	3.6	6.4	8.1	2.2	3.9	4.6			
Caribbean	17.1	18.8	19.5	20.1	20.9	2.0	1.6	3.0	3.7	0.1	0.4	-0.9	5.1	-5.4	3.0	0.7	0.1	2.2	3.9	4.4	2.8	1.3			
Central America	4.3	6.3	7.9	8.3	8.9	0.9	4.0	4.4	7.3	3.0	4.0	2.2	6.5	0.0	5.0	2.1	1.9	2.8	8.2	7.9	6.1	7.0			
South America	15.3	18.3	23.6	25.5	26.7	2.6	10.4	7.8	5.0	1.6	1.0	1.1	5.9	-4.1	4.1	4.0	2.5	4.2	7.5	4.4	3.3	2.3			
<i>Africa</i>	26.2	34.8	50.0	49.6	52.8	5.1	9.2	-0.7	6.5	5.0	4.1	3.5	10.8	-1.1	6.5	5.6	5.6	9.8	4.2	7.6	8.6	3.3			
North Africa	10.2	13.9	18.8	17.1	18.5	1.8	6.7	-9.1	8.3	6.1	1.7	3.3	8.4	-3.8	9.7	4.1	7.7	16.5	9.5	11.8	8.9	4.5			
Subsaharan Africa	16.0	20.9	31.3	32.6	34.4	3.3	10.7	4.3	5.5	4.4	5.0	3.7	12.0	0.3	4.6	6.6	3.9	5.0	2.3	5.2	8.4	2.7			
<i>Middle East</i>	24.1	36.3	58.2	54.4	51.1	4.9	11.6	-6.4	-6.2	6.8	27.6	4.3	20.8	6.6	4.0	2.2	-20.4	-13.5	5.7	-8.9	-17.7	-6.7			

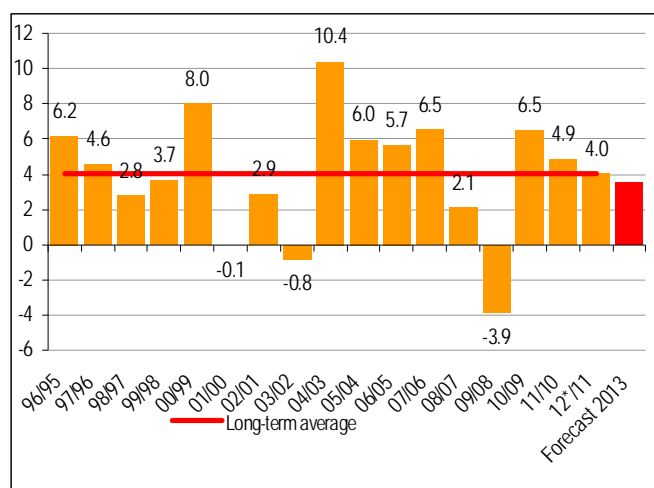
Source: World Tourism Organization (UNWTO) ©

(Data as collected by UNWTO October 2013)

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

International Tourist Arrivals, World (% change)



Source: World Tourism Organization (UNWTO) ©

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.

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UNWTO-ETC e-marketing master class

¡Hurry up!

The World Tourism Organization, the European Travel Commission and the Government of Croatia are pleased to announce the

UNWTO-ETC e-marketing master class:
Optimise your skills in developing, integrating and evaluating e-marketing strategies and tactics

23-24 October 2013
Zadar, Croatia

The UNWTO-ETC e-marketing master class will be the occasion for the official launch of the brand new *ETC-UNWTO Handbook on e-marketing for tourism destinations – fully revised and extended version 3.0*.

The master class aims to coach tourism professionals in optimising the integration of e-marketing into their strategies operations and planning, and take full advantage of the opportunities it offers, striving for excellence in e-marketing to manage strong brands in a dynamic digital environment. The master class will involve and engage participants and build on latest insights in trends and opportunities, with special attention to social media, mobile marketing and the measurement and evaluation of e-marketing activities.

The UNWTO-ETC e-marketing master class will gather renowned experts and key industry representatives to share their views on current practices in e-marketing for tourism destinations. During this two-day event, experts and participants will discuss trends, challenges and opportunities in e-marketing techniques for tourism destinations.

¡For further information regularly check the website <http://europe.unwto.org/en/>! The full programme and additional information on the event will be available shortly.

We look forward to welcoming you to Zadar!



¡Hurry up!

**The 7th UNWTO/PATA Forum on
Tourism trends and outlook**

***Tourism Development: New
Knowledge, Practices and Challenges***

21-23 October, 2013
Guilin, China

This 7th edition of the Forum is jointly organised by the World Tourism Organization (UNWTO) and the Pacific Asia Travel Association (PATA), hosted by Guilin Municipal People's Government and in collaboration with Hong Kong Polytechnic University.

The forum will provide a platform for governments, industry and academics to share information, to analyse global trends and the broader environment impacting on tourism, and to map out the appropriate course of actions.

The two-day forum will be divided into two sessions:

- The technical sessions (on the first day) are aimed at a selected audience. The session will provide practitioners and academics with the opportunity to exchange the latest tourism research results, trends and views on tourism development with best practices and examples from both public and private sector perspective.
- The plenary sessions (on the second day) are open to a broad audience. These sessions, conducted by renowned international speakers from the tourism sectors, will be devoted to the current issues in tourism of the year.

The Forum is aimed at participants from the following areas:

- Senior tourism policy, management, marketing and research officials from National Tourism Administrations, National Tourism Organizations, regional and local Tourism Administrations and Tourism Organizations
- Practitioners from tourism industries (tour operators, hotels, transport services, financial bodies, consultancy firms, etc)
- Research institutions and universities

More information will be posted shortly on:
www.unwto.org/asia/guilinforum/en/guilin.php





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.

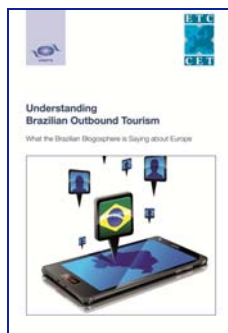
Available in English, French, Spanish and Russian



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.

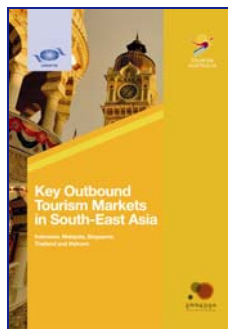
Available in English



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.

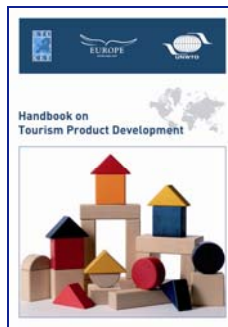
Available in English



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.

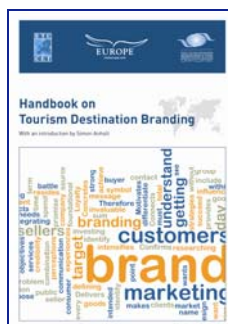
Available in English



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.

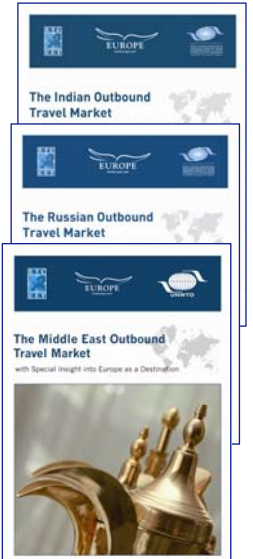
Available in English



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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