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This issue of the UNWTO World Tourism Barometer and its accompanying Statistical Annex include an analysis of results for international tourism for the first half of 2014 based on arrivals and receipts data reported by destinations around the world, as well on international tourism expenditure data for source markets around the world. Furthermore, this issue includes data on hotel performance and the meetings industry.

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.

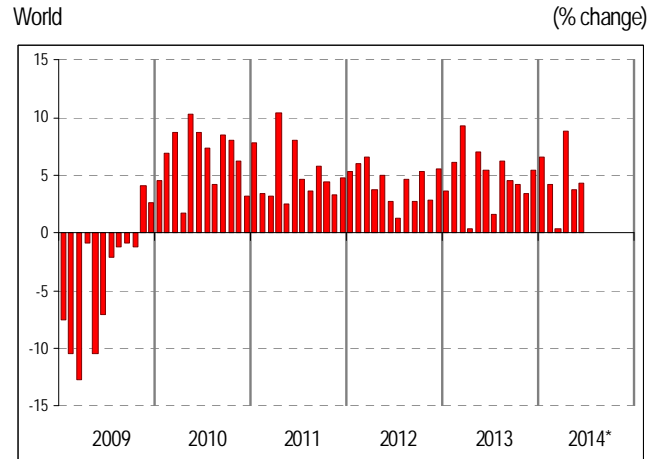
International tourism up by 5% in the first half of the year

International tourist arrivals grew by 4.6% in the first half of 2014 according to the data included in this issue of the *UNWTO World Tourism Barometer*. Destinations worldwide received some 517 million international tourists (overnight visitors) between January and June 2014, 22 million more than in the same period of 2013. Growth was strongest in the Americas (+6%) followed by Asia and the Pacific and Europe (both at +5%). By subregion, South Asia and Northern Europe (both +8%) were the best performers, together with North-East Asia and Southern and Mediterranean Europe (both +7%).

"These results show that tourism is consolidating its positive performance of recent years, providing development and economic opportunities worldwide," said UNWTO Secretary-General, Taleb Rifai. "Indeed, despite geopolitical and economic challenges, the number of international tourist arrivals has grown by 5% a year on average since 2010, a trend that has translated into more economic growth, more exports and more jobs," he added.

So far, global results for the first half of 2014 are in line with UNWTO's forecast issued at the beginning of 2014. For the full year 2014, international tourist arrivals are expected to increase by 4% to 4.5%, above UNWTO's long-term forecast of 3.8% per year for the period 2010 to 2020.

International Tourist Arrivals, monthly evolution



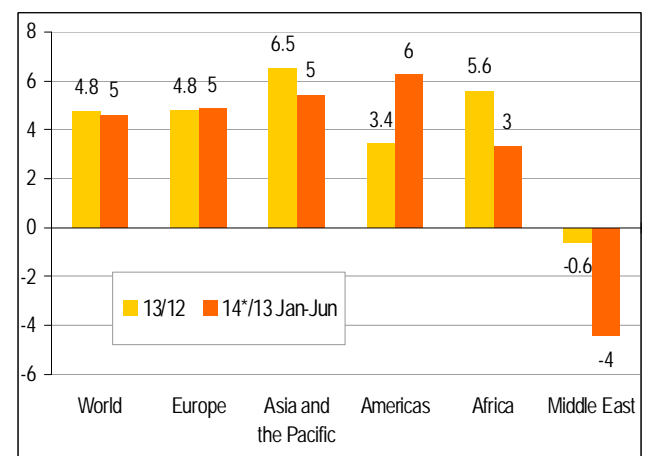
Source: World Tourism Organization (UNWTO) ©

The Americas leads the growth

Growth picked up significantly in the Americas (+6%). All four subregions benefited, with North America, boosted by Mexico, Central America and South America all increasing by 6% and the Caribbean by 5%. In South America (+6%), the hosting of the Football World Cup in Brazil contributed to the positive results in the subregion – receipts from international tourism in Brazil grew by 10% in the first seven months of the year with a 60% increase in June and July.

Europe (+5%), the most visited region in the world, continued the strong pace of growth of 2013, driven so far this year by Northern Europe (+8%) and Southern and Mediterranean Europe (+7%). These results reflect improved consumer confidence in Europe and the rebound of important traditional European source markets.

International Tourist Arrivals (% change)



Source: World Tourism Organization (UNWTO) ©

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 Market Trends 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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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: 2014 (version 15/09/14)
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Data collection for this issue was closed early September 2014.

The next issue of the *UNWTO World Tourism Barometer* is scheduled to be published October 2014.

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Asia and the Pacific (+5%) consolidated its trend of recent years, with South Asia (+8%) and North-East Asia (+7%) in the lead and major destinations such as Japan, the Republic of Korea and Malaysia posting double-digit growth rates. The region has been benefiting from ongoing economic growth, continuous investment in infrastructure and visa facilitation measures.

International tourist arrivals in the Middle East are estimated to be down by 4%, though this figure should be interpreted with caution as it is based on limited available data for the region.

Concern over Ebola in Africa

Africa’s international tourist numbers grew by 3% as the recovery was consolidated in North Africa (+4%). Yet the current Ebola virus disease (EVD) outbreak might affect tourism to destinations in the whole region due to misperceptions about the transmission of the virus.

“The main focus at the moment is on taking and supporting action to contain the virus. But we must also ensure that misperceptions do not unnecessarily harm the African economy, in particular its travel and tourism sector, which is a central activity in many countries. We would like to stress that the World Health Organization (WHO) does not recommend any ban on international travel. Putting a halt on flights or imposing unnecessary travel restrictions will not help contain the virus. On the contrary, these measures will surely dampen the economy of the region, especially its travel and tourism sector, and jeopardise millions of livelihoods,” said Mr Rifai.

Source markets: advanced economies consolidate rebound

In terms of source markets, data for the first half of 2014 shows a consolidation of the rebound in spending on travel abroad registered in 2013 in some advanced economies. Expenditure

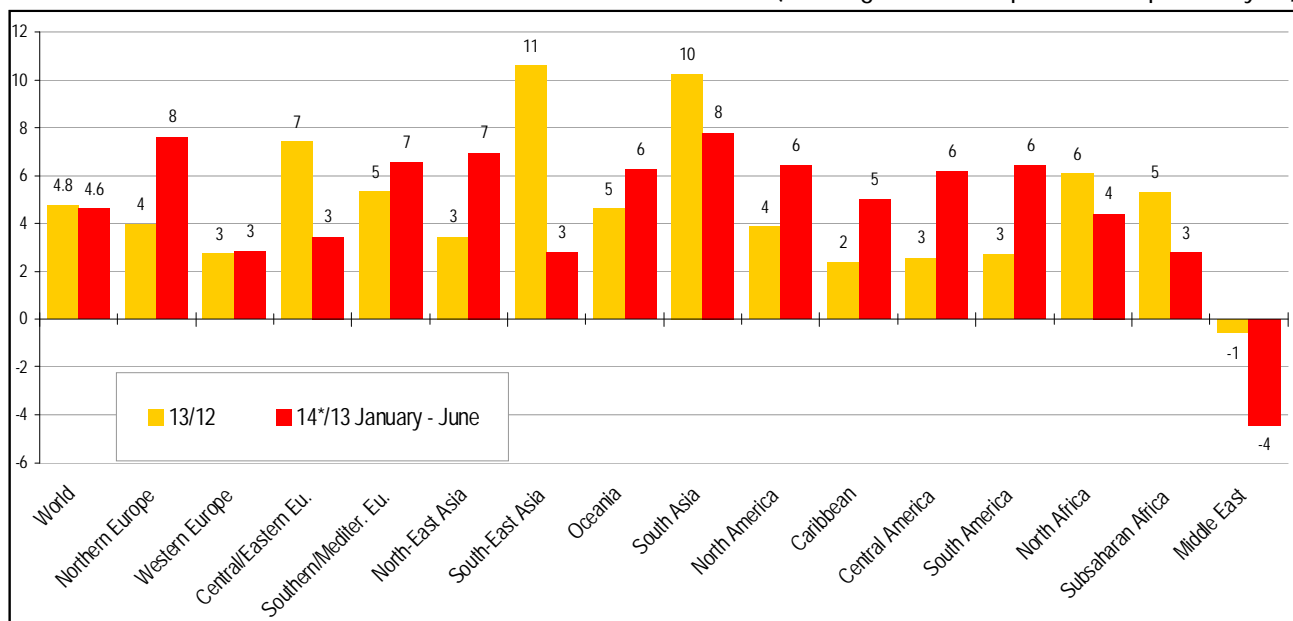
out of the Italian and Australian markets was up 8% and 7%, respectively, while the US market was up by 5%. Data for France and Canada indicates a 3% increase.

Demand generated by emerging markets also continues to be strong, though it is slowing compared with 2013. Chinese outbound expenditure was up 16% in the first half of the year as against 26% in the whole of 2013, while expenditure out of the Russian Federation was up by 4%, down from 25% last year.



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



Source: World Tourism Organization (UNWTO) ©

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	2013*			2013*	12/11	13*/12	2014*	2014*				2013							
(million)						(%)	(%)	YTD	Q1	Q2	Jan	Feb	Mar	Apr	May	Jun	Q1	Q2	Q3	Q4				
World	673	808	948	997	1,037	1,087	100	4.1	4.8	4.6	3.5	5.5	6.6	4.2	0.4	8.8	3.8	4.3	6.4	4.4	4.1	4.3		
Advanced economies ¹	419	463	510	535	556	582	53.6	3.8	4.8	5.5	4.4	6.3	8.5	4.5	0.9	11.2	3.4	5.5	4.6	3.8	5.2	5.6		
Emerging economies ¹	255	345	439	462	482	505	46.4	4.4	4.7	3.6	2.8	4.4	4.9	3.8	-0.1	6.3	4.3	2.7	8.0	5.4	2.8	3.7		
<i>By UNWTO regions:</i>																								
Europe	386.4	452.9	488.6	520.0	539.1	565.0	52.0	3.7	4.8	4.8	3.3	5.8	6.6	3.6	0.4	10.2	2.3	5.9	5.7	4.2	4.5	5.1		
Northern Europe	44.8	59.8	62.7	64.4	65.3	67.9	6.2	1.4	4.0	7.6	8.4	7.1	11.2	10.3	4.5	6.9	5.4	8.7	3.3	2.3	4.0	6.1		
Western Europe	139.7	141.7	154.4	161.5	167.2	171.8	15.8	3.6	2.7	2.8	-0.1	4.8	5.1	-0.1	-3.9	14.9	-1.6	4.1	2.7	1.4	3.2	3.6		
Central/Eastern Eu.	69.3	95.1	98.1	107.2	116.2	124.8	11.5	8.4	7.4	3.4	3.1	3.7	4.1	3.5	1.9	3.9	3.0	4.2	12.1	7.4	6.6	3.8		
Southern/Mediterr. Eu.	132.6	156.4	173.3	186.9	190.4	200.6	18.5	1.9	5.3	6.6	5.0	7.4	8.3	5.2	2.4	12.3	4.0	7.2	5.2	5.3	4.7	7.0		
- of which EU-28	330.5	367.8	383.7	405.2	416.6	433.6	39.9	2.8	4.1	5.1	3.4	6.2	7.4	3.5	0.1	11.7	1.8	6.3	3.6	3.1	4.5	5.4		
Asia and the Pacific	110.1	153.5	204.9	218.5	233.5	248.7	22.9	6.9	6.5	5.4	5.0	5.8	8.4	5.3	1.7	8.9	7.1	1.4	7.9	5.8	7.3	5.2		
North-East Asia	58.3	85.9	111.5	115.8	122.8	127.0	11.7	6.0	3.4	7.0	5.2	8.6	7.1	6.7	2.2	10.6	10.0	5.3	3.7	1.6	4.4	4.1		
South-East Asia	36.1	48.5	70.0	77.5	84.2	93.1	8.6	8.7	10.6	2.8	4.6	0.9	9.9	3.3	0.7	5.6	2.5	-5.4	13.9	11.4	11.1	6.4		
Oceania	9.6	10.9	11.4	11.5	11.9	12.5	1.1	4.1	4.6	6.3	4.7	8.3	11.1	4.5	-0.7	12.5	9.9	2.5	4.9	4.1	4.3	4.9		
South Asia	6.1	8.1	12.0	13.8	14.6	16.1	1.5	6.2	10.2	7.8	6.7	9.1	7.2	7.7	5.2	11.3	8.5	7.7	9.6	12.0	14.6	7.0		
Americas	128.2	133.3	150.6	156.1	162.7	168.3	15.5	4.3	3.4	6.2	4.3	8.2	6.3	5.5	1.4	9.9	7.7	7.2	3.0	1.9	3.9	4.5		
North America	91.5	89.9	99.5	102.2	106.4	110.5	10.2	4.1	3.9	6.4	5.1	7.6	7.4	5.8	2.7	9.2	7.7	6.1	4.4	2.9	4.3	3.8		
Caribbean	17.1	18.8	19.5	20.1	20.7	21.2	2.0	3.0	2.4	5.0	3.3	7.0	6.9	4.8	-0.7	8.6	6.6	5.5	1.0	-0.3	1.7	6.3		
Central America	4.3	6.3	7.9	8.3	8.9	9.1	0.8	7.3	2.6	6.2	3.7	9.2	4.2	7.2	0.2	14.2	10.7	2.7	3.2	0.6	2.2	3.9		
South America	15.3	18.3	23.6	25.5	26.7	27.4	2.5	5.0	2.7	6.4	2.6	12.2	3.8	4.5	-0.7	13.0	7.3	16.1	0.6	-0.1	4.2	6.1		
Africa	26.2	34.8	49.9	49.7	53.0	55.9	5.1	6.5	5.6	3.3	5.7	1.1	10.0	7.7	-0.4	5.1	2.2	-3.7	3.6	2.2	6.6	5.9		
North Africa	10.2	13.9	18.8	17.1	18.5	19.6	1.8	8.2	6.1	4.4	8.2	1.8	13.7	16.5	-2.7	9.1	1.7	-3.6	0.1	0.7	7.1	4.8		
Subsaharan Africa	16.0	20.9	31.2	32.7	34.5	36.3	3.3	5.6	5.3	2.8	4.7	0.7	8.8	4.5	0.6	3.1	2.5	-3.7	5.0	3.1	6.2	6.4		
Middle East	22.4	33.7	54.5	52.2	49.0	48.8	4.5	-6.1	-0.6	-4.4	-5.3	-3.6	-4.7	-3.5	-7.2	-3.6	-3.3	-3.7	18.9	9.9	-21.7	-8.0		

Source: World Tourism Organization (UNWTO) ©

(Data as collected by UNWTO August 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	2014	Average	2014*
	real, change						a year	projection
	full year			Jan.-June			2005-2013	between
World	-3.9%	6.5%	5.1%	4.1%	4.8%	4.6%	3.8%	+4% and +4.5%
Europe	-5.0%	3.1%	6.4%	3.7%	4.8%	4.8%	2.8%	+3% and +4%
Asia and the Pacific	-1.6%	13.2%	6.6%	6.9%	6.5%	5.4%	6.2%	+5% and +6%
Americas	-4.7%	6.5%	3.6%	4.3%	3.4%	6.2%	3.0%	+3% and +4%
Africa	3.4%	9.3%	-0.3%	6.5%	5.6%	3.3%	6.1%	+4% and +6%
Middle East	-5.2%	13.0%	-4.2%	-6.1%	-0.6%	-4.4%	4.7%	+0% and +5%

Source: World Tourism Organization (UNWTO) ©

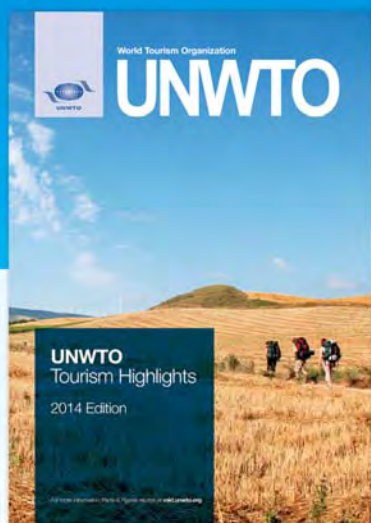
(Data as collected by UNWTO August 2014)

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 e-library at www.e-unwto.org/content/w83v37.

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UNWTO Tourism Highlights 2014 Edition

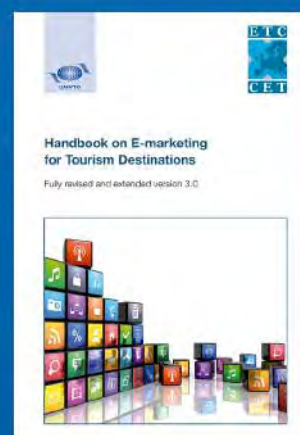
UNWTO has just released its *UNWTO Tourism Highlights, 2014 Edition*, presenting a concise overview of international tourism in the world based on the results for the year 2013.

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 2014 Edition* presents in 16 pages a snapshot of international tourism in the world for 2013 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.

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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.

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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.

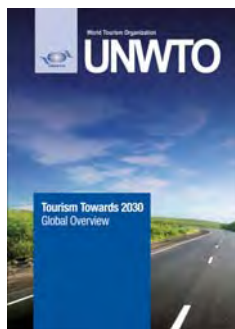
Available in English



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



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.

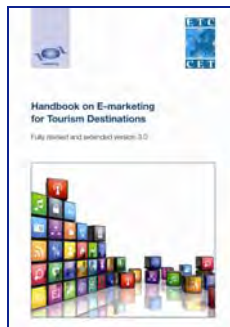
Available in English



Handbook on E-Marketing for Tourism Destinations (revised version)

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



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



Compendium of Tourism Statistics, 2014 Edition, Data 2008–2012

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 2014 edition presents data for 203 countries from 2008 to 2012, with methodological notes in English, French and Spanish.

Yearbook of Tourism Statistics, 2014 Edition, Data 2008–2012

The Yearbook of Tourism Statistics focuses on inbound tourism-related data (total arrivals and overnight stays), broken down by country of origin. The 2014 edition presents data for 197 countries from 2008 to 2012, with methodological notes in English, French and Spanish.



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