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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 ten months of 2014 based on arrivals and receipts data reported by destinations around the world, as well on international tourism expenditure data for source markets. Furthermore, this issue includes an analysis of cruise tourism trends.

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.

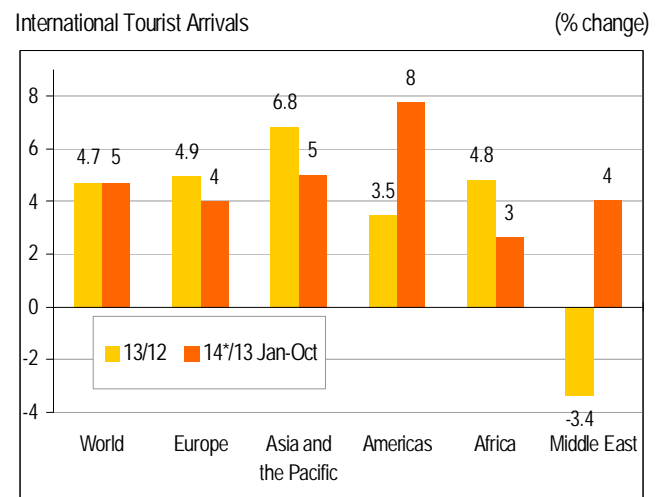
International tourism on track to end 2014 with record numbers

With the year drawing to an end, results through October reported by destinations worldwide indicate that 2014 has been another strong year for international tourism. During the first ten months of the year, the number of tourists travelling internationally grew by 5% according to the data included in this issue of the *UNWTO World Tourism Barometer*, rising above expectations. Following this trend, international tourism is set to hit a new record by the end of 2014 with over 1.1 billion international tourists travelling the world in one single year.

Between January and October 2014, the volume of international tourists (overnight visitors) reached 978 million, 45 million more than in the same period of 2013. With an increase of 4.7%, international tourism continues to grow well above the long-term trend projected by UNWTO for the period 2010-2020 (+3.8%). Adding the data for the two remaining months, the full year is set to achieve a new record of over 1.1 billion arrivals.

By region, the strongest growth in the first ten months was registered in the Americas (+8%), followed by Asia and the Pacific (+5%) and Europe (+4%). By subregion, North America (+9%) and South Asia (+8%) were the star performers, followed by Southern and Mediterranean Europe, North-East Asia and Northern Europe (all at +7%).

"In view of this trend, international tourism is set to end 2014 with record numbers," said UNWTO Secretary-General, Taleb Rifai. "These are remarkable results considering that different parts of the world continue to face significant geopolitical and health challenges, while the global economic recovery remains rather fragile and uneven," he added. "More importantly, we see a growing political commitment to the tourism sector in many countries. This is encouraging, not least because tourism is one of the sectors that is best able to deliver on employment at a moment when job creation needs to be a priority to all", he added.



Source: World Tourism Organization (UNWTO) ©

The Americas: the best results of the last decade

The Americas (+8%) led the growth during the first ten months of 2014, rebounding strongly on last year's subdued results. This is the region's best performance since 2004, when international tourism also recovered rapidly, following the 2003 SARS outbreak. All subregions – North America, the Caribbean, Central America and South America – doubled the growth rates of 2013, with particularly positive results in North America in view of the extraordinary performance of Mexico and the United States.

International arrivals in Asia and the Pacific increased by 5% through October, consolidating the region's growth trend of recent years. The best results came from South Asia (+8%), led by India (+7%), and from North-East Asia (+7%) where major destinations such as Japan and the Republic of Korea registered double-digit growth. Arrivals in Oceania grew by 6%, mainly due to the increase of arrivals in Australia and New Zealand. In South-East Asia (+2%), growth slowed in comparison to 2012 and 2013 as a result of the decline in arrivals registered in Thailand.

Europe, the most visited region in the world, posted a 4% increase in international tourist arrivals through October, with

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 915678198 / 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 mid December 2014.

The next issue of the *UNWTO World Tourism Barometer* is scheduled to be published on the occasion of the Spanish tourism fair Fitur (28 January -1 February 2015).

The UNWTO World Tourism Barometer is developed as a service for UNWTO Members and published six times a year in English, French, Spanish and Russian. 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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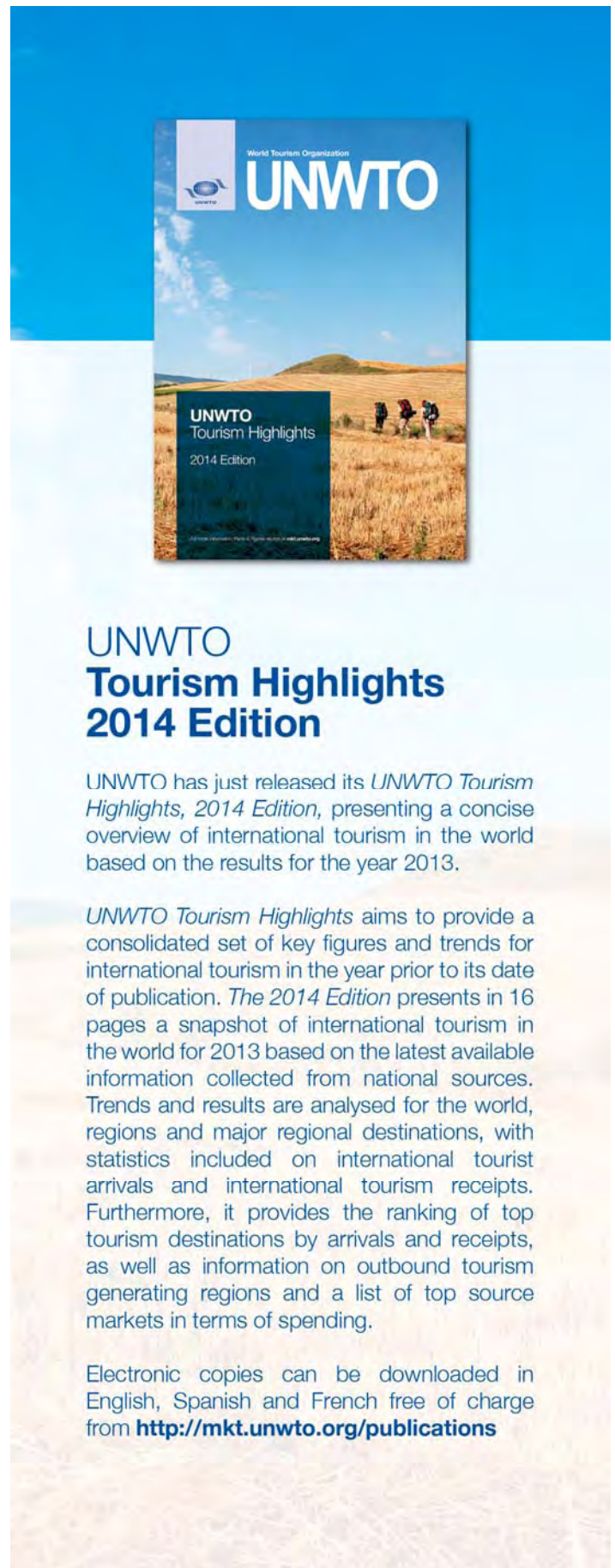
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strong results in Northern Europe and in Southern Mediterranean Europe (both +7%), where established destinations such as Greece, Portugal, Spain and Malta recorded robust growth. International tourism grew at a more modest pace in Western Europe (+2%) and was stagnant in Central and Eastern Europe (0%), in stark contrast with the last three years, during which arrivals grew at an average of 8% a year.

International tourist arrivals in the Middle East are estimated to be up by 4% for the first ten months of 2014, rebounding on the declines registered since 2011. All destinations in the region with data available reported positive growth, with Egypt, Jordan, Lebanon and Saudi Arabia all substantially improving their performances in comparison to 2013.

Africa's international tourist numbers grew by 3% through October with North Africa consolidating its recovery (+2%). Sub-Saharan Africa's arrivals were up by 3% despite the challenges of the Ebola disease outbreak in a few West African countries. Data for Africa and the Middle East should, nevertheless, be interpreted with caution as it is based on limited and volatile data for these regions.

UNWTO will release preliminary 2014 full year results for international tourist arrivals by 27 January 2015.



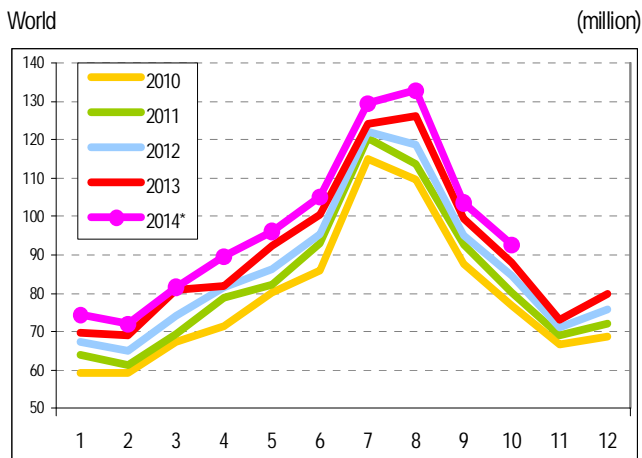
UNWTO Tourism Highlights 2014 Edition

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.

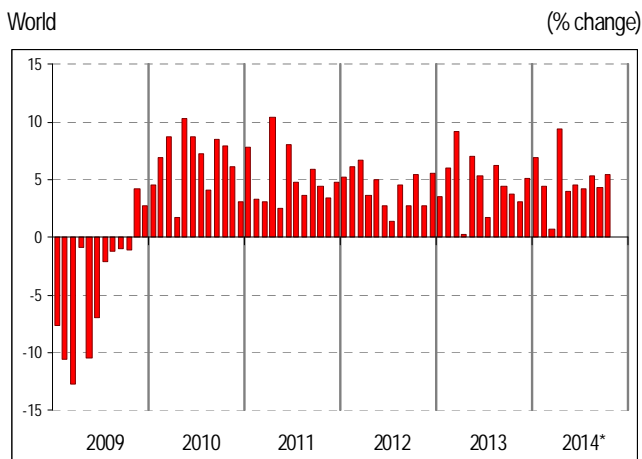
Electronic copies can be downloaded in English, Spanish and French free of charge from <http://mkt.unwto.org/publications>

International Tourist Arrivals, monthly evolution



Source: World Tourism Organization (UNWTO) ©

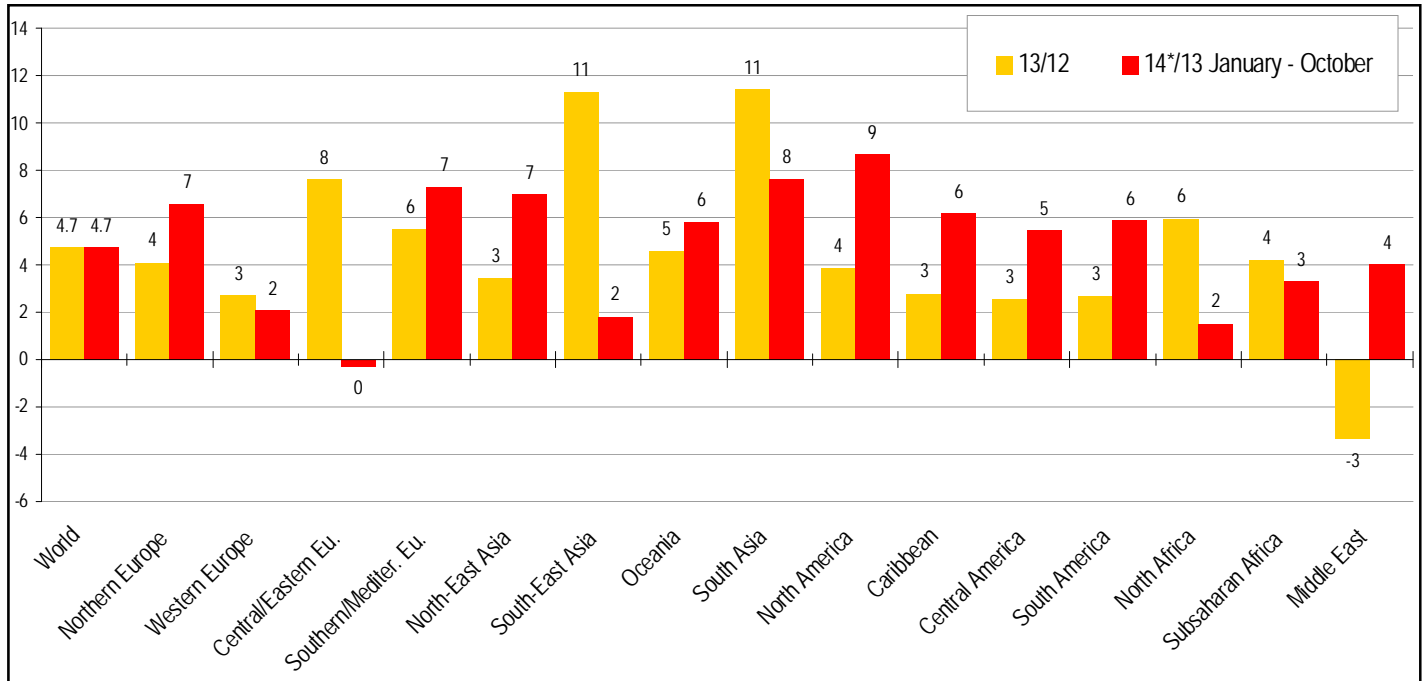
International Tourist Arrivals, monthly evolution



Source: World Tourism Organization (UNWTO) ©

International Tourist Arrivals

(% change over same period of the previous year)



Source: World Tourism Organization (UNWTO) ©

UNWTO

UNWTO activities at FITUR 2015

Madrid, Spain, 28 January – 1 February

www2.unwto.org/event/fitur-2015

Fitur

JOIN US

Madrid, Spain
(28 Jan -1 Feb 2015)

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	Q3	Jun	Jul	Aug	Sep	Oct	Q1	Q2	Q3	Q4		
World	674	809	949	997	1,038	1,087	100	4.1	4.7	4.7	3.8	5.7	4.4	4.4	4.0	5.1	4.1	5.2	6.3	4.3	4.1	4.0
Advanced economies ¹	419	463	510	535	556	582	53.5	3.8	4.8	5.6	4.7	7.5	4.6	6.5	3.6	5.7	4.5	6.0	4.7	3.8	5.3	5.6
Emerging economies ¹	255	346	439	462	482	505	46.5	4.4	4.7	4.0	3.1	3.7	4.7	2.1	5.1	4.9	4.0	4.8	7.5	5.1	2.5	2.7
<i>By UNWTO regions:</i>																						
Europe	386.4	452.9	488.4	520.4	539.7	566.3	52.1	3.7	4.9	4.0	2.8	4.9	3.9	5.2	3.0	5.1	3.5	4.1	5.7	4.2	4.7	4.8
Northern Europe	44.8	59.8	62.7	64.4	65.3	68.0	6.3	1.4	4.1	6.6	8.9	8.5	4.7	10.3	3.2	5.8	5.7	3.4	3.4	2.5	4.6	6.0
Western Europe	139.7	141.7	154.4	161.5	167.3	171.8	15.8	3.6	2.7	2.1	-0.5	4.9	1.1	4.7	-1.6	3.9	1.0	3.4	2.8	1.3	3.2	3.7
Central/Eastern Eu.	69.3	95.1	97.9	107.6	116.7	125.6	11.6	8.5	7.6	-0.3	1.3	-1.6	-0.4	-0.7	0.0	-0.8	-0.4	1.1	11.8	7.4	6.5	2.8
Southern/Mediter. Eu.	132.6	156.4	173.3	186.9	190.4	201.0	18.5	1.9	5.5	7.3	5.1	7.4	8.1	7.0	8.4	8.6	7.0	6.4	5.4	5.4	5.1	7.1
- of which EU-28	330.5	367.8	383.7	405.2	416.7	433.7	39.9	2.8	4.1	5.1	3.3	6.4	4.9	6.7	3.3	6.3	5.3	5.7	3.6	3.0	4.6	5.4
Asia and the Pacific	110.3	154.0	205.4	218.7	233.8	249.8	23.0	6.9	6.8	5.0	5.0	5.6	3.9	1.6	4.6	3.0	4.2	7.0	8.3	6.1	7.6	5.5
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	6.4	5.3	7.9	5.2	6.2	8.8	3.7	1.6	4.4	4.1
South-East Asia	36.3	49.0	70.5	77.9	84.7	94.3	8.7	8.7	11.3	1.8	4.5	0.6	-0.8	-4.7	-1.5	-1.4	0.7	4.6	14.8	12.1	11.7	7.2
Oceania	9.6	10.9	11.4	11.5	11.9	12.5	1.1	4.2	4.6	5.8	4.8	8.3	4.6	2.9	7.6	2.0	4.4	6.0	4.9	4.1	4.2	5.0
South Asia	6.1	8.1	12.0	13.6	14.4	16.0	1.5	5.9	11.4	7.6	5.9	7.8	9.5	7.5	10.6	11.7	6.7	6.9	10.6	13.2	15.4	7.7
Americas	128.2	133.3	150.5	155.7	162.5	168.1	15.5	4.4	3.5	7.8	5.3	11.8	6.5	9.1	7.5	7.4	4.1	7.6	3.1	2.0	4.0	4.4
North America	91.5	89.9	99.5	102.2	106.4	110.5	10.2	4.1	3.9	8.7	6.9	13.3	6.4	10.3	7.4	7.6	3.6	8.0	4.5	2.9	4.4	3.7
Caribbean	17.1	18.8	19.5	19.9	20.6	21.1	1.9	3.1	2.8	6.2	3.6	7.3	7.2	5.2	6.8	7.5	7.4	10.0	1.0	-0.2	1.8	6.5
Central America	4.3	6.3	7.9	8.3	8.9	9.1	0.8	7.3	2.6	5.5	3.7	9.2	4.3	2.7	4.7	3.2	5.4	4.1	3.2	0.6	2.2	3.9
South America	15.3	18.3	23.5	25.2	26.7	27.4	2.5	5.8	2.7	5.9	2.3	9.5	7.5	9.0	9.4	8.0	4.4	5.8	0.8	0.1	4.2	6.0
Africa	26.2	34.8	49.7	49.6	52.2	54.7	5.0	5.2	4.8	2.6	6.3	2.4	1.5	-1.5	4.4	0.4	-0.6	-1.8	3.3	2.4	5.6	5.7
North Africa	10.2	13.9	18.8	17.1	18.5	19.6	1.8	8.7	6.0	1.5	7.9	1.8	1.1	-3.6	8.7	-1.7	-4.7	-9.6	0.1	0.7	7.1	4.8
Subsaharan Africa	16.0	20.9	30.9	32.6	33.7	35.1	3.2	3.4	4.2	3.3	5.6	2.8	1.8	0.0	1.2	2.3	1.9	2.6	4.6	3.5	4.5	6.1
Middle East	22.4	33.7	54.7	52.8	49.8	48.2	4.4	-5.6	-3.4	4.0	-0.5	0.0	14.5	-2.1	6.0	16.2	25.3	8.0	14.5	6.6	-25.0	-13.1

Source: World Tourism Organization (UNWTO) ©

(Data as collected by UNWTO December 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 a year 2005-2013	projection 2014* (issued January) between
	real, change							
	full year					Jan.-Oct.		
World	-3.9%	6.5%	5.1%	4.1%	4.7%	4.7%	3.8%	+4% and +4.5%
Europe	-5.0%	3.1%	6.6%	3.7%	4.9%	4.0%	2.8%	+3% and +4%
Asia and the Pacific	-1.6%	13.1%	6.5%	6.9%	6.8%	5.0%	6.2%	+5% and +6%
Americas	-4.7%	6.5%	3.5%	4.4%	3.5%	7.8%	2.9%	+3% and +4%
Africa	3.4%	8.9%	-0.1%	5.2%	4.8%	2.6%	5.8%	+4% and +6%
Middle East	-5.4%	13.1%	-3.5%	-5.6%	-3.4%	4.0%	4.6%	+0% and +5%

Source: World Tourism Organization (UNWTO) ©

(Data as collected by UNWTO December 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 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.

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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



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.

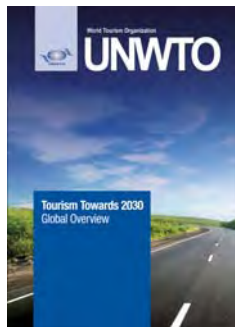
Available in English



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.

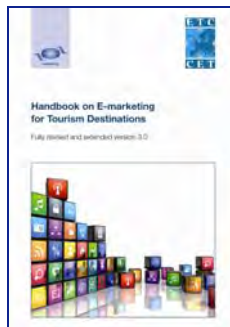
Available in English



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



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

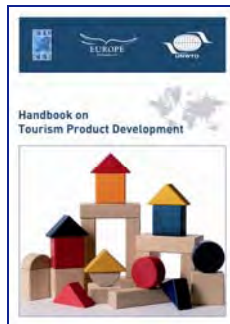
The Compendium of Tourism Statistics provides data and indicators on inbound, outbound and domestic tourism, as well as on the number and types of tourism industries, the number of employees by tourism industries, and macroeconomic indicators related to international tourism. The 2014 edition presents data for 203 countries from 2008 to 2012, with methodological notes in English, French and Spanish.



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



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.



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



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