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This issue of the *UNWTO World Tourism Barometer* and the accompanying *Statistical Annex* include a comprehensive analysis of international tourism receipts in 2014, as well as the top destinations by international tourist arrivals and receipts, and top source markets by international tourism expenditure. It also offers an overview of air transport and hotel performance. Furthermore, preliminary results are included for international tourism in the first months of 2015.

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.

Exports from international tourism rise to US\$ 1.5 trillion in 2014

International tourism receipts increased by US\$ 48 billion in 2014 to reach a record US\$ 1,245 billion, according to the data analysed in this issue of the *UNWTO World Tourism Barometer*. An additional US\$ 221 billion was generated from international passenger transport, bringing total exports from international tourism up to US\$ 1.5 trillion (1,466,000,000,000).

Receipts from international visitors spending on accommodation, food and drink, entertainment, shopping and other services and goods reached an estimated US\$ 1,245 billion (euro 937 billion) in 2014, an increase of 3.7% in real terms (taking into account exchange rate fluctuations and inflation). International tourist arrivals (overnight arrivals) increased by 4.4% in 2014, reaching a total 1,135 million (slightly revised from preliminary data included in the January issue of the *UNWTO World Tourism Barometer*), up from 1,087 million in 2013.

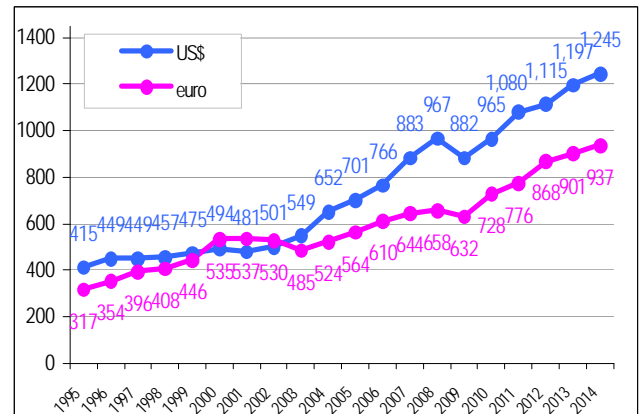
Aside from international tourism receipts (the travel item of the Balance of Payment), tourism also generates export earnings through international passenger transport services (rendered to

non-residents). The latter amounted to an estimated US\$ 221 billion in 2014, bringing total exports from international tourism up to US\$ 1.5 trillion, or US\$ 4 billion a day on average.

World: Inbound Tourism

International Tourism Receipts

(billion)



Source: World Tourism Organization (UNWTO) ©

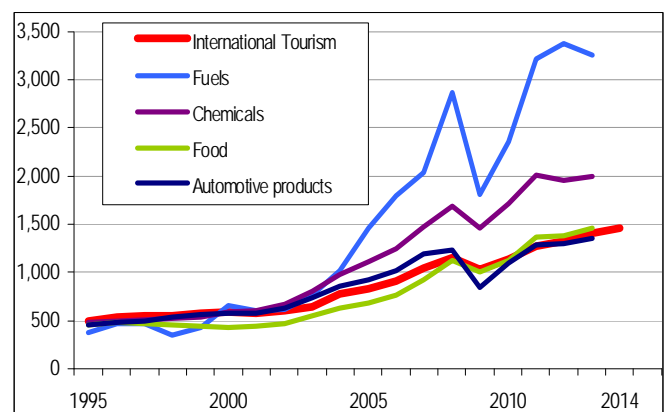
“International tourism is an increasingly significant component of international trade as seen in export earnings from international tourism and passenger transport, which reached US\$ 1.5 trillion in 2014” said UNWTO Secretary-General, Taleb Rifai. “In a scenario with decreasing commodity prices, spending on international tourism grew significantly in 2014, proving the sector’s capacity to stimulate economic growth, boost exports and create jobs”, he added.

International tourism (travel and passenger transport) accounts for 30% of the world's exports of services and 6% of overall exports of goods and services. As a worldwide export category, tourism ranks fourth after fuels, chemicals and food, ranking first in many developing countries.

International Tourism (BOP Travel & Passenger transport) and export

World

(US\$ billion)



Source: World Tourism Organization (UNWTO) and World Trade Organization (WTO)

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

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[Continuation from page 1]

International tourism receipts grew in all regions

Europe, which accounts for 41% of worldwide international tourism receipts, saw an increase in tourism earnings in absolute terms of US\$ 17 billion to US\$ 509 billion (euro 383 billion). Asia and the Pacific (30% share) saw an increase by US\$ 16 billion, reaching US\$ 377 billion (euro 284 bn). In the Americas, (22% share), receipts increased by US\$ 10 billion to a total of US\$ 274 billion (euro 206 bn). In the Middle East, (4% share) tourism receipts increased by an estimated US\$ 4 billion to US\$ 49 billion (euro 37 bn) and in Africa (3% share) by US\$ 1 billion to US\$ 36 billion (euro 27 bn).

By subregion, Northern Europe, Southern and Mediterranean Europe, North-East Asia, Oceania, South Asia, Caribbean, Central America, South America and the Middle East showed fastest growth in relative terms, all recording +5% or over in receipts.

Top earners: China and the United Kingdom move up in the top ten

In the top ten ranking by tourism earnings, China climbed from 5th to 3rd place following a 10% increase in earnings to US\$ 57 billion in 2014. The United States (US\$ 177 billion) and Spain (US\$ 65 billion) maintained first and second positions in the ranking. The United Kingdom (US\$ 45 billion) moved up two positions to 7th, boosted by the lasting effects of the Olympics and the appreciation of the UK pound (increasing receipts calculated in US dollar terms). France, Macao (China) and Italy occupy the 4th to 6th positions respectively, while Germany, Thailand and Hong Kong (China) complete the top ten.

Top spenders: spending by advanced economies picks up

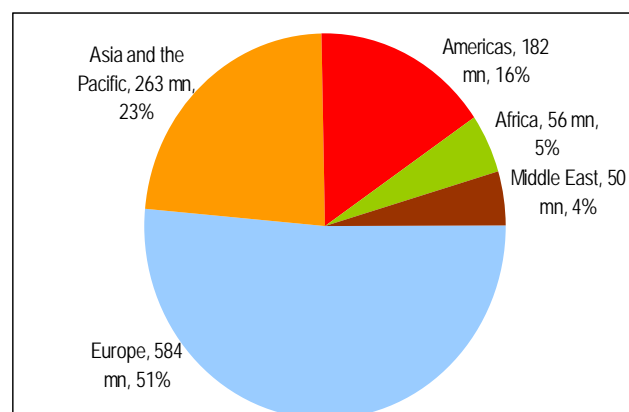
In terms of outbound tourism, the world's top spender China continued its exceptional pace of growth with a 28% increase in expenditure in 2014, reaching a total of US\$ 165 billion. While the two other major emerging markets among the first 10 the Russian Federation (-6%, 5th largest market) and Brazil (+2%, 10th largest market) lost strength, various advanced economy source markets picked up in growth. The world's second largest spender the United States posted a 7% increase. The United Kingdom spent 4% more and moved from 5th to 4th in the ranking. France increased expenditure by 11%, retaining the 6th position, and Italy by 6%, climbing from 9th to 8th. Germany (3rd), Canada (7th) and Australia (9th) take the remaining places of the top ten.

Please note that the above data is preliminary and subject to revision.

World Inbound Tourism

International Tourist Arrivals, 2014*

(million)

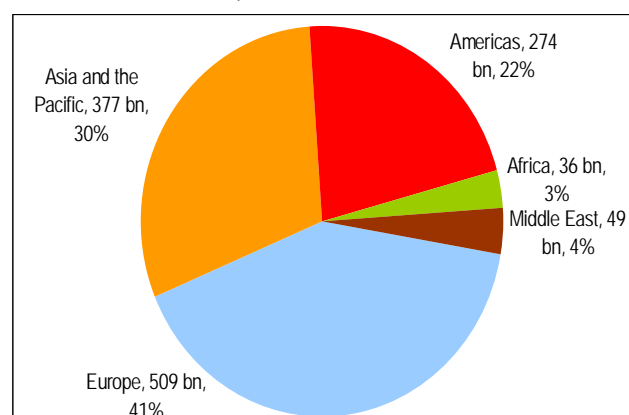


Source: World Tourism Organization (UNWTO) ©

World: Inbound Tourism

International Tourism Receipts, 2014*

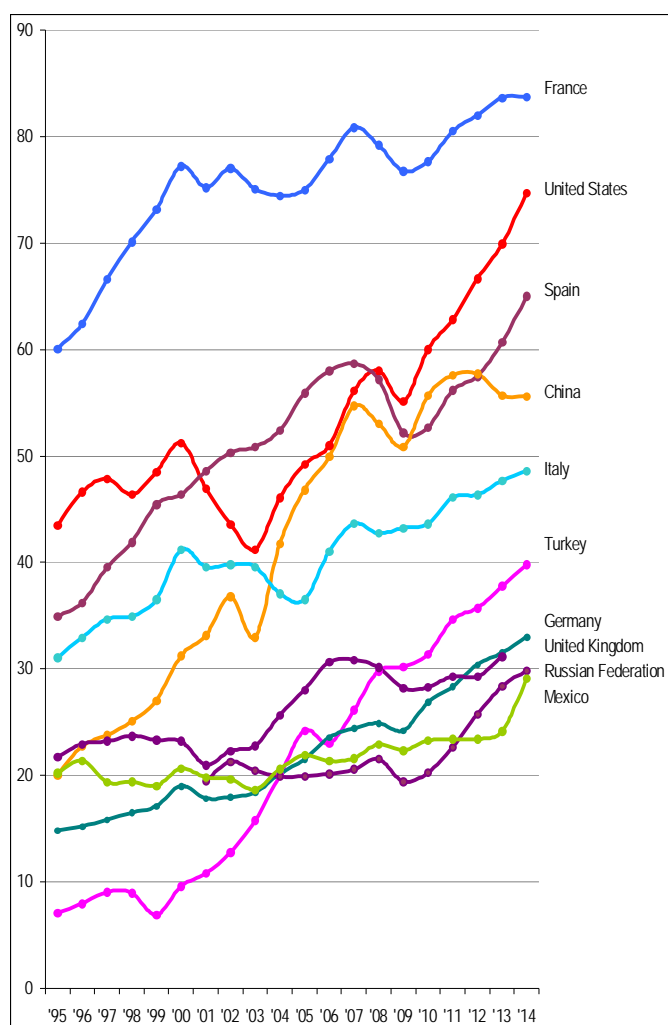
(US\$ billion)



Source: World Tourism Organization (UNWTO) ©

World and regions: Inbound tourism

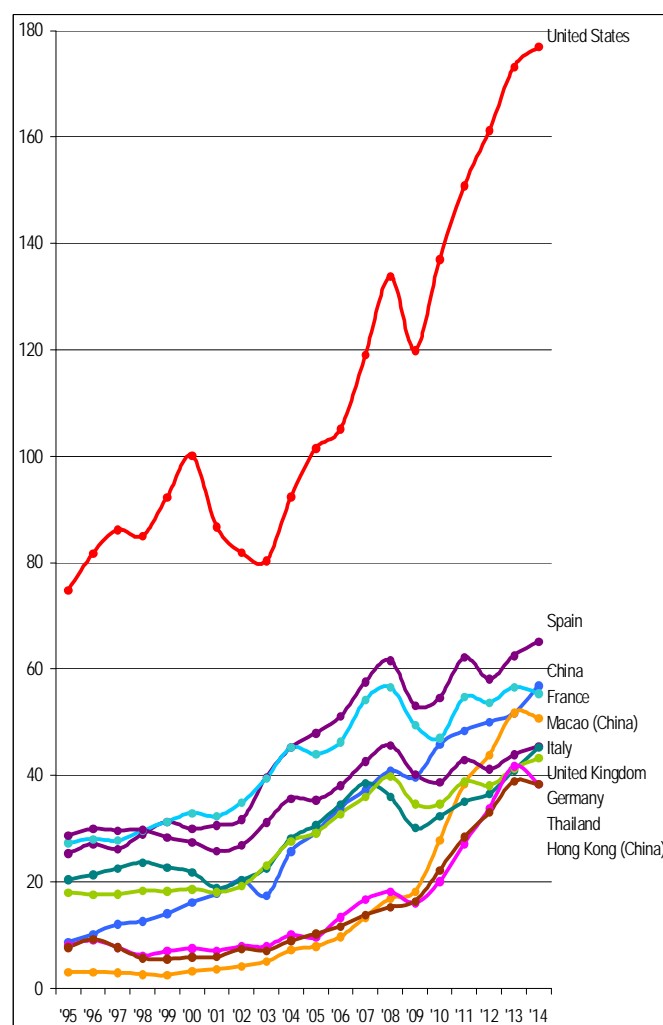
International Tourist Arrivals (million)



Source: World Tourism Organization (UNWTO) ©

World and regions: Inbound tourism

International Tourism Receipts (US\$ billion)



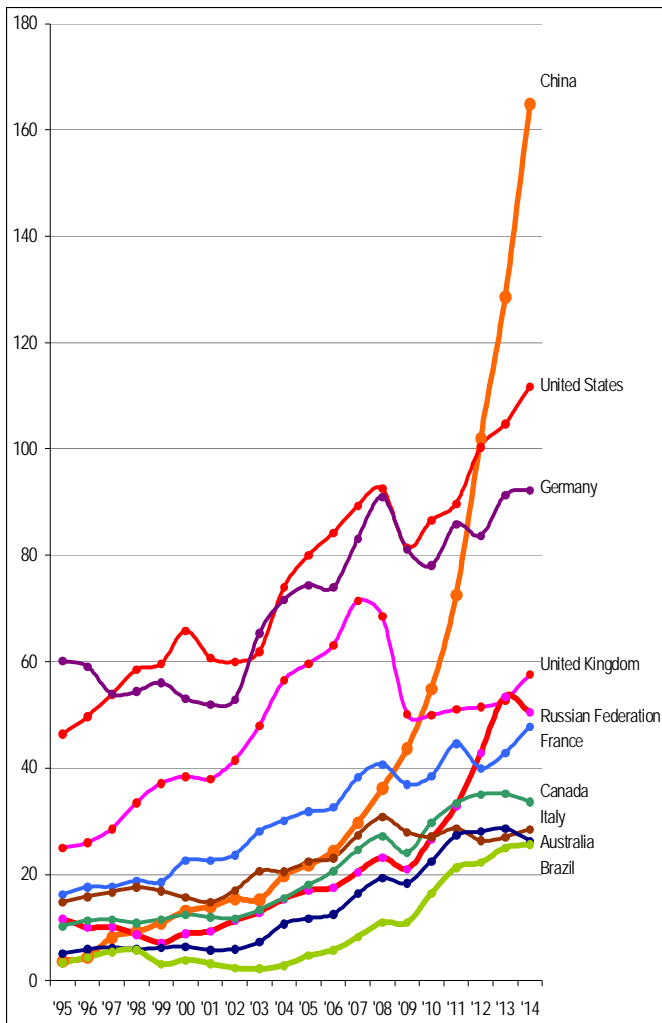
Source: World Tourism Organization (UNWTO) ©

Even though it is common practice to use volume data such as arrivals for short-term analysis, in the end most stakeholders are more interested in the receipts and expenditure trend. Estimating trends in receipts is a far more complicated exercise than in arrivals for the following reasons:

- On average receipts data lags about two months behind arrival data. Most countries report data on a quarterly basis and typically preliminary data is made available 2-3 months after the end of the period which is being reported.
- Trends in receipts data can be heavily distorted by exchange rate fluctuations.
- Inflation should be taken into account in order to avoid overestimating growth.
- In practice the preliminary data tend to be subject to substantial revisions.

World and regions: Outbound Tourism

International Tourism Expenditure (US\$ billion)





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.

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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Understanding Russian Outbound Tourism
What the Russian Blogosphere is saying about Europe

Understanding Russian Outbound Tourism

This joint ETC/UNWTO report provides useful insight into trends, themes and behaviour of Russian tourists based on 'netnographic' research – or ethnography adapted to the online social world. The study analyses the Russian consumer mindset with regard to preferred destinations, travel planning and segments, through the analysis of online blogs, posts and Internet searches, to provide tips on tapping the world's fifth largest outbound tourism market.



World Tourism Organization UNWTO Publications

UNWTO World Tourism Barometer

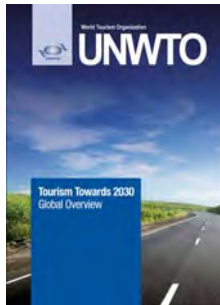
The UNWTO World Tourism Barometer aims at providing all those involved in tourism with up-to-date statistics and adequate analysis, in a timely fashion. Issues cover short-term tourism trends, a retrospective and prospective evaluation of current tourism performance by the UNWTO Panel of Experts, and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

Available in English, French, Spanish and Russian



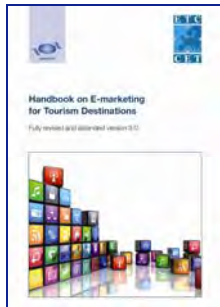
Tourism Towards 2030

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.



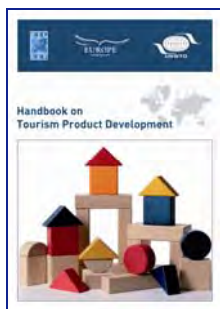
Handbook on E-Marketing for Tourism Destinations

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.



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.



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.



Outbound Travel Market studies:

- Key Outbound Tourism Markets in South-East Asia
- The Indian Outbound Travel Market
- The Russian Outbound Travel Market
- The Middle East Outbound Travel Market
- The Chinese Outbound Travel Market

The series of outbound travel markets studies offer a unique understanding of trends and travel behaviour in fast-growing source markets in the world. UNWTO has published in-depth studies on key outbound markets jointly with the European Travel Commission (ETC) covering India, Russian Federation, Middle East, Brazil and China and with Tourism Australia on key South-East Asian markets Indonesia, Malaysia, Singapore, Thailand and Vietnam. 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

- Understanding Russian Outbound Tourism
- Understanding Brazilian Outbound Tourism
- Understanding Chinese Outbound Tourism

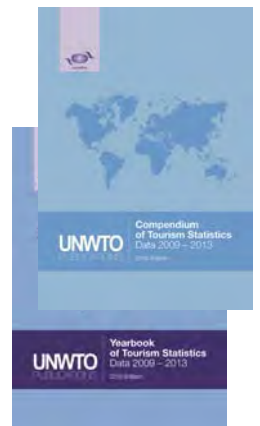
The innovative UNWTO/ETC ethnographic studies, Understanding Outbound Tourism, explores the behaviour and mind-set of outbound travellers based on internet and social media activity.

Available in English



Compendium of Tourism Statistics, 2015 Edition. Data 2009-2013

The Compendium provides statistical data and indicators on inbound, outbound and domestic tourism, as well as on tourism industries, employment and macroeconomic indicators related to international tourism. The 2015 edition presents data for 203 countries with methodological notes in English, French and Spanish.



Yearbook of Tourism Statistics, 2015 Edition. Data 2009-2013

Deriving from the most comprehensive statistical database available on the tourism sector, the Yearbook of Tourism Statistics focuses on data related to inbound tourism (total arrivals and overnight stays), broken down by country of origin. The 2015 edition presents data for 198 countries with methodological notes in English, French and Spanish.

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