



# UNWTO World Tourism Barometer

Advance Release on the occasion of the UNWTO 20th General Assembly • Volume 11 • August 2013

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This Advance Release of the *UNWTO World Tourism Barometer* with its accompanying *Statistical Annex* is presented on the occasion of the UNWTO 20<sup>th</sup> General Assembly. It includes an analysis of preliminary results for international tourism for the first half of 2013 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.

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.

## Tourism demand exceeds expectations in first half of 2013

International tourist arrivals grew by 5% during the first half of 2013 compared to the same period of 2012, reaching almost 500 million. Growth was above the projection made at the beginning of the year (+3% to +4%), also exceeding the trend of the UNWTO long-term outlook *Tourism Towards 2030* (+3.8% a year on average between 2010 and 2020).

Destinations around the world welcomed an estimated 494 million overnight visitors between January and June 2013. This represents an increase of 5%, or an additional 25 million international tourist arrivals, compared to the same period of 2012. Growth was stronger in emerging economy destinations (+6%) than in advanced economies (+4%), a trend which has marked the sector for many years now.

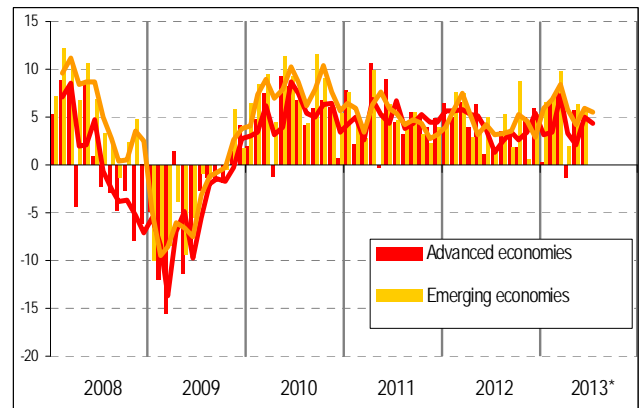
### Asia and the Pacific and Europe lead the growth

In a still uneven global economic environment, results were positive in all regions and subregions, though the overall picture was mixed. Europe (+5%) performed surprisingly stronger than expected, driven by Central and Eastern Europe (+9%) and Southern and Mediterranean Europe (+6%). Asia and the Pacific (+6%) also exceeded expectations, boosted by South-East Asia (+12%) and South Asia (+7%). On the other hand, results were weaker than anticipated in the Americas (+2%), as South America and the Caribbean lagged behind.

International Tourist Arrivals, monthly evolution

Advanced economies & Emerging economies

(% change)



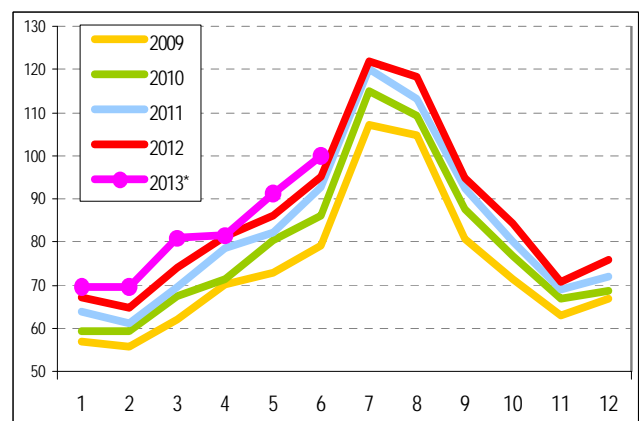
Source: World Tourism Organization (UNWTO) ©

"The fact that international tourism grew above expectations confirms that travelling is now part of consumer patterns for an increasing number of people in both emerging and advanced economies," said UNWTO Secretary-General, Taleb Rifai. "This underlines the need to rightly place tourism as one of the key pillars of socio-economic development, being a leading contributor to economic growth, exports and jobs."

International Tourist Arrivals, monthly evolution

World

(million)



Source: World Tourism Organization (UNWTO) ©

The first semester normally accounts for around 45% of the total arrivals count of the year (the Northern hemisphere high season months of July and August fall into the second semester). Growth is expected to continue in the second half of 2013 but at a slower pace. At the beginning of this year UNWTO projected international arrivals to grow in the range of 3% to 4% in 2013. Given the strong results of the first semester, the 2013 full-year rate is likely to be at the higher end of this range or to slightly exceed it.

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](http://www.unwto.org/facts/menu.html).

We welcome your comments and suggestions at [barom@unwto.org](mailto: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 164 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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Data collection for this issue was closed half August 2013.

The next issue of the *UNWTO World Tourism Barometer* will be published late September 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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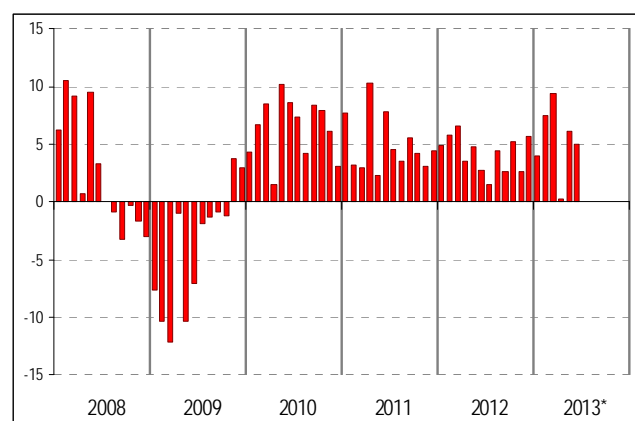
## Quick overview of key trends

International tourist arrivals up 5% in January-June 2013 compared to the same period of 2012

- A total of 135 countries and territories have so far reported data on international tourist arrivals (overnight visitors) for one or more months of 2013 (out of 220). Of these, 105 countries or territories (78%) have reported an increase in tourist arrivals, with 31 (23%) enjoying double-digit growth, while 30 countries (22%) have posted a decrease. Over 90 countries have reported results for at least the first six months of 2013.
- Based on this sample of destinations that reported data, it is estimated that destinations worldwide recorded 494 million international tourists between January and June 2013, some 25 million more than the 469 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.
- Boosted by an early Easter holiday (with a date shift from early April in 2012 to late March in 2013), the strongest growth was recorded in March, when tourist arrivals increased by an estimated 9% compared to the same month last year. For the same reason, April was the weakest month (0%). February 2013 was also strong in tourism activity (+7%), as was May (+6%). June (+5%) was around the average for the whole period, while January was slightly below (+4%).

International Tourist Arrivals, monthly evolution

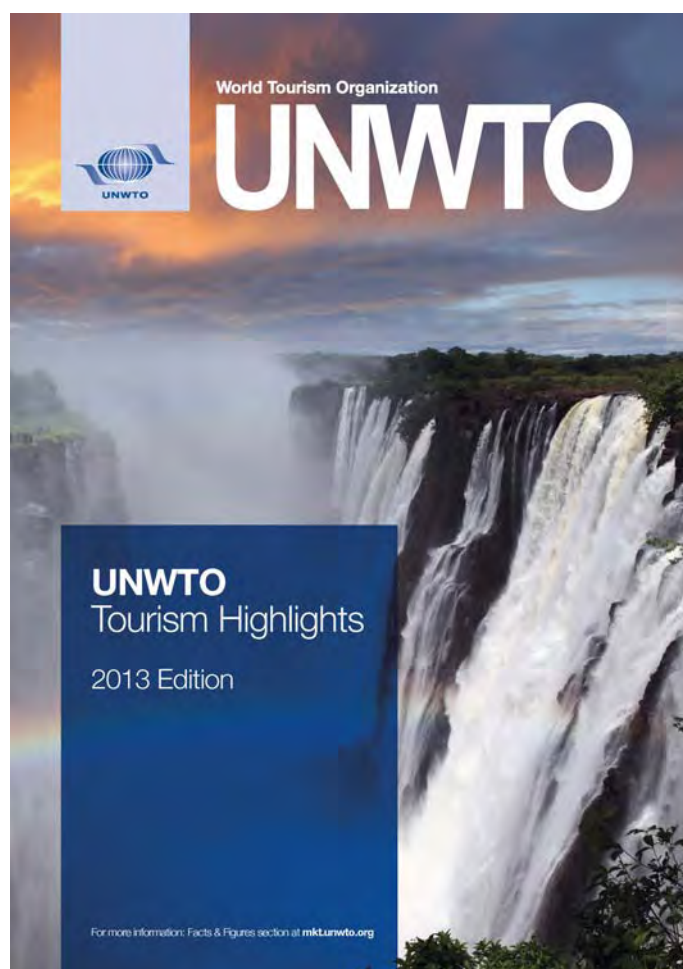
World (% change)



Source: World Tourism Organization (UNWTO) ©

## 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>.



## ¡Save the date!

**The 7<sup>th</sup> 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.

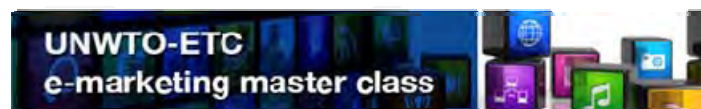
The two-day forum will be divided into two sessions:

- 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](http://www.unwto.org/asia/guilinforum/en/guilin.php)



## ¡Save the date!

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!



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*	2013*						2012*						
	(million)					(%)			(%)	YTD	Q1	Q2	Jan	Feb	Mar	Apr	May	Jun	Q1	Q2	Q3	Q4	
<b>World</b>	677	807	949	995	1035	100	6.4	4.9	4.0	5.2	7.0	3.9	3.9	7.4	9.4	0.2	6.1	5.0	6.2	3.7	2.8	4.5	
Advanced economies <sup>1</sup>	420	459	507	531	552	53.3	5.3	4.9	3.9	3.9	5.1	3.1	0.3	6.5	8.1	-1.3	5.6	4.4	6.0	3.6	2.8	4.0	
Emerging economies <sup>1</sup>	256	348	443	464	484	46.7	7.8	4.9	4.2	6.2	7.8	4.7	6.6	7.1	9.7	2.0	6.4	5.5	6.4	3.8	2.9	4.9	
<i>By UNWTO regions:</i>																							
<i>Europe</i>	388.0	448.9	485.4	516.8	534.6	51.6	3.0	6.5	3.5	5.1	6.8	4.0	2.5	7.9	9.6	-0.4	7.1	4.5	4.3	3.2	3.2	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	3.0	-0.8	10.4	3.5	-3.5	6.1	5.0	4.7	2.7	-1.7	5.2	
Western Europe	139.7	141.7	154.4	161.5	166.7	16.1	3.9	4.6	3.2	1.7	5.2	-0.8	-1.3	5.4	10.4	-6.6	2.3	0.7	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	7.4	9.6	11.9	8.0	10.7	12.7	12.1	6.8	9.3	7.9	8.1	8.1	7.9	8.5	
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	6.1	1.7	6.1	9.7	1.3	10.3	5.9	0.6	0.7	3.4	1.9	
- of which EU-27	326.8	356.1	371.0	391.4	401.2	38.8	2.7	5.5	2.5	2.8	4.4	1.9	-0.5	5.5	7.6	-3.8	5.1	3.2	4.2	2.2	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	6.2	7.3	5.2	4.7	6.8	10.2	2.4	6.1	7.1	8.7	8.0	4.8	7.3	
North-East Asia	58.3	85.9	111.5	115.8	122.8	11.9	13.8	3.8	6.0	2.6	3.7	1.6	1.9	1.7	7.1	-1.4	2.0	4.5	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	9.1	11.6	12.6	10.4	9.5	13.5	15.1	8.2	12.1	11.1	10.0	7.7	3.3	15.2	
Oceania	9.6	11.0	11.6	11.7	12.1	1.2	6.1	0.9	4.1	4.1	4.9	3.1	-1.8	7.7	8.8	0.2	4.3	4.9	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	7.4	6.7	8.3	4.3	6.9	9.1	6.3	10.2	8.6	7.8	6.2	9.8	8.7	
<i>Americas</i>	128.2	133.3	150.6	156.0	163.1	15.8	6.6	3.6	4.6	2.2	2.2	2.2	1.0	1.1	4.4	-0.3	3.4	3.5	7.3	3.0	3.8	3.9	
North America	91.5	89.9	99.5	102.1	106.7	10.3	7.0	2.6	4.5	3.1	3.2	3.0	2.1	3.5	3.8	1.7	3.5	3.9	8.1	2.1	3.9	4.7	
Caribbean	17.1	18.8	19.5	20.1	20.9	2.0	1.6	3.0	3.8	0.1	0.3	-0.1	-0.9	-3.8	4.9	-4.1	2.7	2.0	3.9	4.4	2.8	1.2	
Central America	4.3	6.3	7.9	8.3	8.9	0.9	4.0	4.4	7.3	3.6	4.0	3.0	2.1	3.6	6.5	0.0	5.0	4.4	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	4.7	0.3	0.5	0.0	-0.9	-2.2	5.4	-4.9	3.1	2.4	7.5	4.4	3.3	2.3	
<i>Africa</i>	26.2	34.8	49.8	49.4	52.0	5.0	8.7	-0.8	5.4	3.8	2.8	4.7	-1.1	0.5	9.3	-1.5	7.2	8.6	2.6	5.8	7.2	1.5	
North Africa	10.2	13.9	18.8	17.1	18.5	1.8	6.7	-9.1	8.3	4.0	1.7	5.6	-1.6	-3.2	8.4	-3.8	9.7	10.1	9.5	11.8	8.9	4.5	
Subsaharan Africa	16.0	20.9	31.0	32.3	33.6	3.2	10.0	4.1	3.8	3.7	3.3	4.1	-1.0	1.9	9.7	-0.2	5.7	7.4	0.0	2.5	6.1	0.1	
<i>Middle East</i>	24.1	36.3	58.2	54.9	51.9	5.0	11.6	-5.6	-5.4	12.9	25.5	1.1	27.2	31.3	19.0	-0.4	1.8	2.0	9.0	-7.0	-15.9	-3.8	

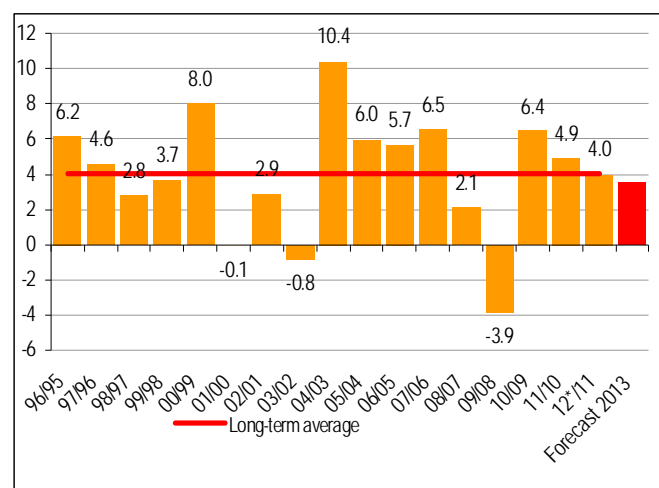
Source: World Tourism Organization (UNWTO) ©

(Data as collected by UNWTO August 2013)

<sup>1</sup> 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](http://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](http://www.e-unwto.org/content/w83v37).

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## Regional results

### Asia and the Pacific and Europe lead the growth

#### Asia and the Pacific

Asia and the Pacific (+6%) saw robust growth boosted by the increase in arrivals to South-East Asia (+12%), a subregion which is maintaining the extraordinary momentum of recent years, and South Asia (+7%). In South-East Asia, Thailand continued to impress by a further growth of 20% in international arrivals, with a reported increase in air capacity from Europe and Asia, as did Cambodia which performed equally well (+19%). Growth was even more impressive in Myanmar (+46%) where increased confidence and improved socio-political conditions continue to boost arrivals, but from a smaller base. The subregion's largest destination Malaysia also posted strong results with 8% more arrivals. In South Asia, the Maldives reported a robust 18% growth in international tourist arrivals, while top destination India saw a 3% increase.

Despite turning in a good overall performance, North-East Asia (+3%) was the weakest subregion in Asia and the Pacific this semester due primarily to a slowdown in arrivals in China. Although Chinese outbound travel has been growing by almost 20% on average a year in the last decade (and domestic tourism by 10%), growth in inbound tourism has been slower. In the first half of 2013 it was down by 4% compared to the same period of 2012, with no growth in arrivals from Europe, the Americas or Japan. In Oceania (+4%), Australia recorded an increase of 4% and New Zealand 6%.

#### Europe

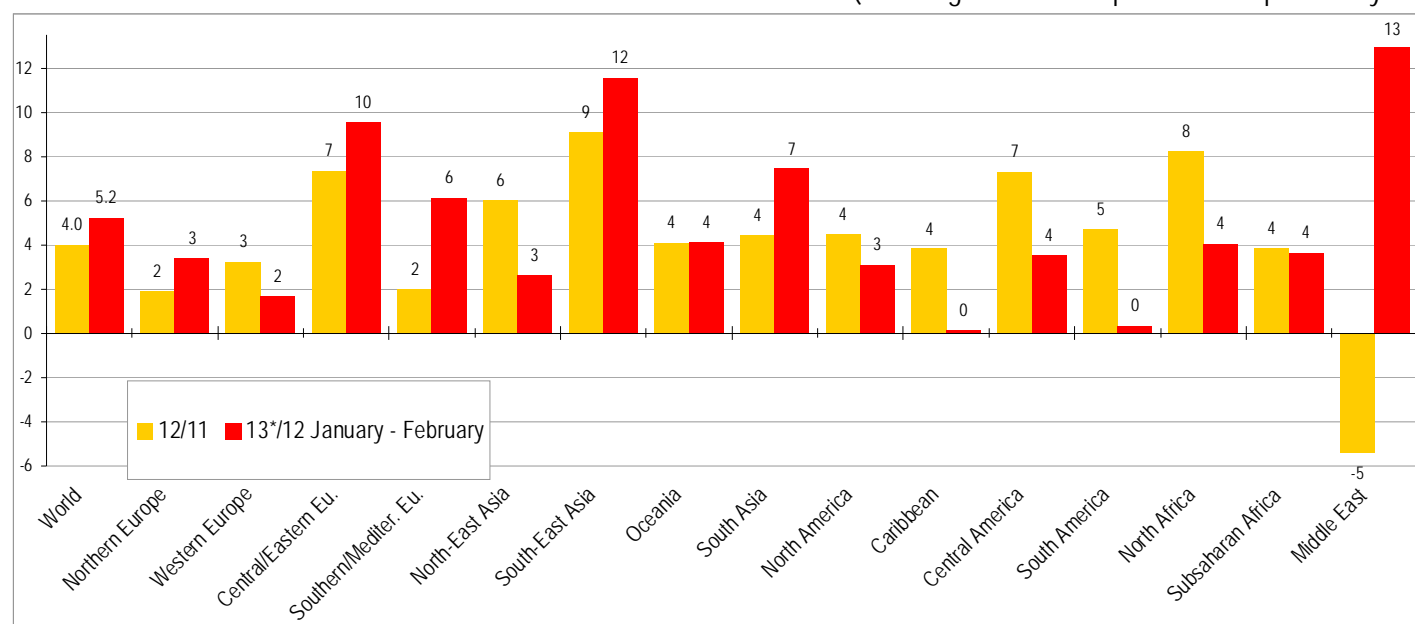
In Europe, international tourist arrivals were up by a surprising 5% despite the lingering economic difficulties. Growth was led by Central and Eastern Europe (+10%) and Southern and Mediterranean Europe (+6%). Georgia was the star performer in Central and Eastern Europe (+26%), followed by Slovakia (+19%), Armenia (+14%), Latvia (+11%) and Lithuania (+9%) (among destinations with data available for the first five to six months). Of the destinations with only first quarter data available, the best performers were Kazakhstan (+24%), the Russian Federation (+17%) and Ukraine (+12%).

The cold spring in major source markets encouraged travel to the Mediterranean. Spain, the world's fourth largest tourism destination by international arrivals, recorded 4% growth in international arrivals. In the first seven months of 2013 Spain received 34 million tourists, breaking its 2008 record, with Scandinavia and Russia as the fastest growing source markets. The world's 6<sup>th</sup> largest destination Turkey (+11%) is also benefitting from the Russian outbound market and reported a strong first half year, though July data came in weaker. Greece rebounded with a convincing 12% growth in international arrivals, while Malta (+10%), Portugal (+8%) and Croatia (+7%) also reported healthy growth, as did emerging destinations such as Albania (+19%), the FYR Macedonia (+12%), Montenegro and Serbia (both +8%).

In Northern Europe (+3%) and Western Europe (+2%) results were more modest and mixed. Iceland (+23%) remained the star performer, continuing the strong growth trend of recent years. Norway (+6%) and Ireland (+5%) also reported healthy growth. The United Kingdom recorded a 4% increase in arrivals, a good result following last year's 2012 London Summer Olympics. In Switzerland (+4%) growth picked up after two sluggish years. Following its steady increases of recent years,

International Tourist Arrivals

(% change over same period of the previous year)



Source: World Tourism Organization (UNWTO) ©

Germany recorded slower growth in the first half of 2013 (+3%), while Austria's 1% rise was even more moderate. France, the world's top tourism destination, saw almost no change over last year's results in the first four months of the year.

### The Americas

In the first half of 2013, the Americas (+2%) reported rather weaker growth than enjoyed in recent years. Central America (+4%) performed above the region's average with the subregion's largest destination Costa Rica reporting a 3% increase in international arrivals, and Panama, Nicaragua and Guatemala all achieved 4% growth, while Belize recorded the highest growth at 9%.

In North America (+3%), the United States (the region's largest destination and the world's second largest by international arrivals) continued the positive trend of the previous years with a 4% increase in arrivals (in the first two months of 2013), with notable growth from China to the West Coast and from Europe to the East Coast. Canada and Mexico showed rather weak results in arrivals, but performed fairly well in receipts.

On the other hand, arrivals were flat in the Caribbean and in South America due to mixed results across the different countries of both subregions. The Caribbean's largest destinations Dominican Republic and Puerto Rico posted +1% and +4% respectively, while arrivals in Cuba declined from its previous year's performance. Smaller island destinations, such as Anguilla, Aruba, Cayman Islands, Curaçao, Dominica, Montserrat and Saint-Lucia, all recorded above average results. In South America, Peru (+11%), Colombia (+7%), Paraguay (+7%) and Ecuador (+5%) showed positive growth, while Argentina, Uruguay, Venezuela and Chile reported declines. No 2013 arrivals figures are available for Brazil yet, but receipts figures indicate a rather flat trend.

### The Middle East

The Middle East rebounded after two years of negative growth with an estimated increase in international arrivals of 13%. This is the highest growth among regions in relative terms. However, results should be interpreted with caution as growth is rather uneven across destinations and this assessment is based on the still limited available data and reflects data up to June only.

Saudi Arabia (+72%), rebounding on weak 2012 results, influenced regional results decisively. Egypt continued its recovery in the first half of the year, reporting a 13% increase in international arrivals. However, it is to be expected that the coming months will be marked by the impact of recent events. The United Arab Emirate of Dubai sustained growth at a rate of 11% on the back of a wealth of new investments and attractions.

### Africa

In Africa (+4%), the growth of last year was sustained during the first half of 2013 due to the positive results of Sub-Saharan destinations (+4%) and the on-going recovery of North Africa (+4%). In North Africa, Morocco and Tunisia, Africa's second and third largest destinations, posted 3% and 5% growth in international arrivals respectively. South Africa, the region's top destination, saw 4% more arrivals.

#### Zambia and Zimbabwe co-hosts of the 20<sup>th</sup> UNWTO General Assembly

Industry representatives from Zimbabwe, who responded to the latest UNWTO Panel of Experts survey, reported significant growth this year although available data is still limited. The country welcomed 1.8 million tourist arrivals in 2012, the fifth highest volume in the region after Morocco, South Africa, Tunisia and Algeria. The other co-host of the 20th General Assembly Zambia, recorded 859,000 arrivals in 2012. Zimbabwe earned US\$ 749 million in international tourism receipts in 2012 and Zambia US\$ 146 million in 2011 (2012 data still to be reported).

## International Tourism Expenditure

### *Tourism expenditure growth driven by emerging economies*

Emerging economy outbound markets continue to drive growth both to emerging and advanced economy destinations. China (+31%) and Russia (+22%) led growth in expenditure on travel abroad among the top ten most important source markets in the world during the first half of 2013. Outside the top ten, Brazil is back with a 15% increase after a more moderate 2012. Other emerging markets showing strong growth were Taiwan (pr. of China) (+14%), Indonesia (+21%), Ukraine (+19%) and Turkey (+22%).

Expenditure from traditional markets, on the other hand, was more modest. Canada (+3%) and France (+2%) led the group, followed by the rather flat results of the United States, Germany and the United Kingdom, as well as negative figures from Japan, Australia and Italy. However, this picture is still likely to change as most of these countries have only reported preliminary data for the first quarter, and second quarter data is due for the end of September.



# 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.

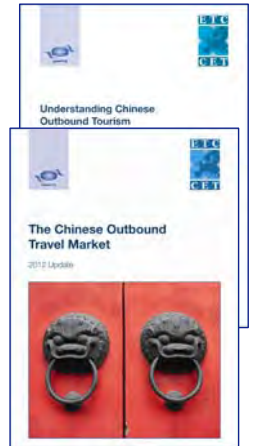
Available in English, French, Spanish and Russian



## 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.

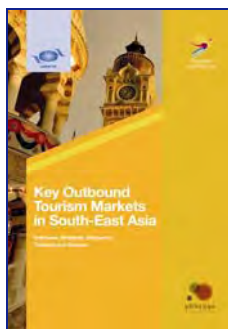
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## Key Outbound Tourism Markets in South-East Asia

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.

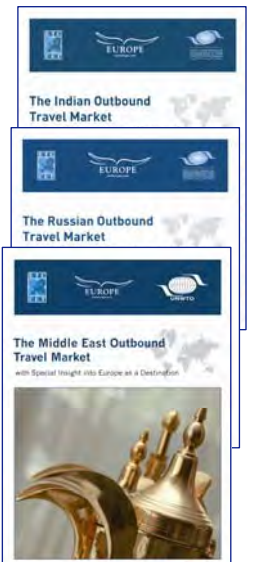
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## The Indian Outbound Travel Market, The Russian Outbound Travel Market and The Middle East Outbound Travel Market

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.

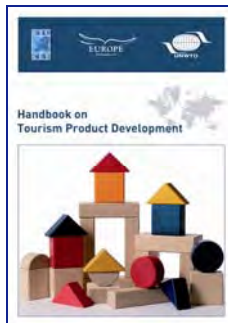
Available in English



## 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.

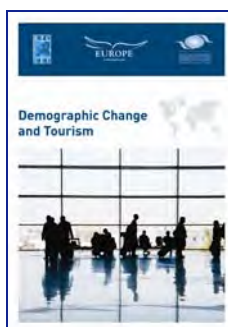
Available in English and Spanish



## Demographic Change and Tourism

The UNWTO/ETC report on Demographic Change and Tourism aims to be a reference for destinations and the industry, a means to achieve a better understanding of current and future demographic changes (e.g. population growth and ageing, migration and family diversification) and how these will impact upon tourism, how to anticipate and react upon them in the most competitive way.

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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