



## Statistical Annex

The following pages contain detailed tables on tourism related indicators such as international tourist arrivals, international tourism receipts and expenditure collected by UNWTO from national institutions, as well as data on air transport and the UNWTO Panel of Experts.

Tables reflect yearly data and monthly or quarterly data currently available. Most data is preliminary and may be subject to revision. See the boxes for further information on the data.

The tables on the following pages are not included in the free extract of the *UNWTO World Tourism Barometer*. The full document is available in electronic format for sale and free for UNWTO members and subscribed institutions through the UNWTO elibrary at:

English version: [www.e-unwto.org/content/w83v37](http://www.e-unwto.org/content/w83v37)

French version: [www.e-unwto.org/content/t73863](http://www.e-unwto.org/content/t73863)

Spanish version: [www.e-unwto.org/content/m1422](http://www.e-unwto.org/content/m1422)

Russian version: [www.e-unwto.org/content/j62835](http://www.e-unwto.org/content/j62835)

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### Explanation of abbreviations and signs used

\* = provisional figure or data | = change of series  
.. = figure or data not (yet) available n/a = not applicable

mn = million (1,000,000)

bn = billion (1,000,000,000) [note in Spanish 'miles de millones']

tn = trillion (1,000,000,000,000) [note in Spanish 'billones']

Q1: January, February, March

T1: From January to April

Q2: April, May, June

T2: From May to August

Q3: July, August, September

T3: From September to December

Q4: October, November, December

H1: From January to June

H2: From July to December

YTD: Year to date, variation of months with data available compared with the same period of the previous year. The (sub)regional totals are approximations for the whole (sub)region based on trends for the countries with data available.

#### Series International Tourist Arrivals

TF: International tourist arrivals at frontiers (excluding same-day visitors);  
VF: International visitor arrivals at frontiers (tourists and same-day visitors);  
THS: International tourist arrivals at hotels and similar establishments;  
TCE: International tourist arrivals at collective tourism establishments;  
NHS: Nights of international tourists in hotels and similar establishments;  
NCE: Nights of international tourists in collective tourism establishments.

#### Series International Tourism Receipts and Expenditure

All percentages are derived from non-seasonally adjusted series in local currencies, unless otherwise indicated: \$: US\$; €: euro; sa: seasonally adjusted series.

For main concepts, definitions and classifications for the measurement of tourism, please see the International Recommendations for Tourism Statistics 2008 (IRTS 2008) at <[statistics.unwto.org/content/irts-2008](http://statistics.unwto.org/content/irts-2008)>.

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

We welcome your comments and suggestions at [barom@unwto.org](mailto:barom@unwto.org), tel +34 915679319 / fax +34 915678217.

The monthly or quarterly statistics included in this issue have been compiled by the UNWTO Secretariat based on preliminary data as disseminated by the institutions (e.g. National Tourism Authorities, Statistics Offices, Central Banks) of the various countries and territories through websites, news releases, and bulletins, or provided through direct contacts with officials or through international organisations such as the Caribbean Tourism Organization (CTO), the European Travel Commission (ETC), Eurostat, the Pacific Asia Travel Association (PATA) or the South Pacific Tourism Organization (SPTO). Information in this issue reflects data available at the time of preparing the *UNWTO World Tourism Barometer*. Whenever necessary, updated data will be included over time as it becomes available and without further notice.

In the tables on International Tourist Arrivals for the various UNWTO regions, series are chosen that can serve as an indicator of trends in tourism development to selected destinations. The monthly series represented do not coincide in all cases with the annual series usually reported for the various countries (e.g. visitor arrivals or nights instead of tourist arrivals) and sometimes only relate to a part of the total tourism flow (e.g. air traffic, specific entry points). Please refer to the box on page 'Annex-1' for further explanations. The (sub)regional totals are approximations for the whole (sub)region prepared by UNWTO based on trends in the countries with data available.

Countries that are not included in this overview, but which have monthly data at their disposal, are kindly requested to contact the UNWTO Secretariat at [barom@unwto.org](mailto:barom@unwto.org).



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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## 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	2012	2013	2014*		2014*	12/11	13/12	14*/13	2014*				2013						
	(million)										Q1	Q2	Q3	Q4	Sep	Oct	Nov	Dec	Q1	Q2	Q3	Q4
<b>World</b>	674	809	949	1,038	1,087	1,138	100	4.1	4.7	4.7	3.9	5.8	4.3	4.9	3.9	5.8	4.1	4.6	6.3	4.3	4.1	4.1
Advanced economies <sup>1</sup>	419	463	510	555	582	615	54.0	3.8	4.8	5.6	4.8	7.6	4.9	5.4	4.9	7.1	4.9	3.9	4.7	3.8	5.3	5.6
Emerging economies <sup>1</sup>	255	346	439	482	505	523	46.0	4.4	4.7	3.6	3.1	3.6	3.5	4.3	2.6	4.3	3.4	5.2	7.8	5.0	2.5	2.6
<i>By UNWTO regions:</i>																						
<i>Europe</i>	386.4	452.9	488.3	539.6	566.3	588.4	51.7	3.7	5.0	3.9	2.9	5.1	3.7	3.6	3.3	4.5	2.9	3.1	5.7	4.2	4.7	4.9
Northern Europe	44.8	59.8	62.7	65.3	68.0	72.6	6.4	1.4	4.1	6.9	8.9	8.6	5.9	4.5	7.2	3.8	5.4	4.6	3.4	2.5	4.7	6.0
Western Europe	139.7	141.7	154.4	167.3	171.8	175.6	15.4	3.6	2.7	2.2	-0.5	4.9	1.3	2.8	1.7	3.8	2.0	2.2	2.8	1.3	3.2	3.7
Central/Eastern Eu.	69.3	95.1	97.9	116.7	125.6	125.1	11.0	8.5	7.6	-0.4	1.6	-0.5	-1.8	0.4	-1.9	0.4	0.1	0.8	11.8	7.4	6.5	2.8
Southern/Mediterr. Eu.	132.6	156.4	173.3	190.4	201.0	215.2	18.9	1.9	5.6	7.0	5.1	7.5	7.7	6.4	6.6	7.5	5.0	5.8	5.4	5.4	5.0	7.2
- of which EU-28	330.5	367.8	383.7	416.7	433.7	456.6	40.1	2.8	4.1	5.3	3.3	6.6	5.0	5.5	5.5	6.4	4.9	4.7	3.6	3.0	4.6	5.4
<i>Asia and the Pacific</i>	110.3	154.0	205.4	233.8	249.8	263.0	23.1	6.9	6.8	5.3	5.0	5.6	4.0	6.9	4.1	7.3	5.6	7.9	8.3	6.1	7.6	5.5
North-East Asia	58.3	85.9	111.5	122.8	127.0	136.0	11.9	6.0	3.4	7.1	5.2	8.6	6.4	9.0	6.2	8.8	8.8	9.4	3.7	1.6	4.4	4.1
South-East Asia	36.3	49.0	70.5	84.7	94.3	96.6	8.5	8.7	11.3	2.4	4.5	0.6	-0.4	4.7	0.6	5.3	1.7	6.7	14.8	12.1	11.7	7.2
Oceania	9.6	10.9	11.4	11.9	12.5	13.2	1.2	4.2	4.6	5.9	4.9	8.3	4.7	6.0	4.5	6.5	6.7	5.2	4.9	4.1	4.3	5.0
South Asia	6.1	8.1	12.0	14.4	16.0	17.1	1.5	5.9	11.4	7.1	5.9	7.8	9.5	5.4	6.7	6.9	2.9	6.5	10.6	13.2	15.4	7.7
<i>Americas</i>	128.2	133.3	150.5	162.5	168.1	180.6	15.9	4.4	3.5	7.4	5.3	11.8	6.6	6.3	4.2	8.9	5.7	4.6	3.1	1.9	4.0	4.5
North America	91.5	89.9	99.5	106.4	110.5	119.5	10.5	4.1	3.9	8.2	6.9	13.3	6.4	6.3	3.6	9.7	6.8	2.7	4.4	2.9	4.3	3.8
Caribbean	17.1	18.8	19.5	20.6	21.1	22.5	2.0	3.1	2.8	6.6	3.7	7.5	7.5	8.4	8.1	11.9	8.3	6.5	1.0	-0.2	1.8	6.5
Central America	4.3	6.3	7.9	8.9	9.1	9.6	0.8	7.3	2.6	5.7	3.8	9.3	4.4	5.9	5.5	3.5	3.4	9.5	3.2	0.6	2.2	3.9
South America	15.3	18.3	23.5	26.7	27.4	29.0	2.5	5.8	2.7	5.7	2.4	9.6	7.4	4.9	4.4	5.5	1.0	7.5	0.8	0.0	4.2	6.0
<i>Africa</i>	26.2	34.8	49.7	52.2	54.7	56.0	4.9	5.2	4.8	2.3	6.3	2.4	2.0	-0.9	-1.3	-2.8	0.1	0.1	3.1	2.5	5.7	5.7
North Africa	10.2	13.9	18.8	18.5	19.6	19.7	1.7	8.7	6.0	0.5	8.5	2.1	1.3	-8.2	-4.4	-9.3	-6.0	-8.8	0.1	0.7	7.1	4.8
Subsaharan Africa	16.0	20.9	30.9	33.7	35.1	36.3	3.2	3.4	4.2	3.3	5.5	2.6	2.5	2.5	0.6	0.8	2.5	3.8	4.4	3.7	4.6	6.2
<i>Middle East</i>	22.4	33.7	54.7	49.8	48.2	50.3	4.4	-5.6	-3.4	4.4	0.3	0.0	13.2	7.1	23.1	10.6	6.0	3.2	14.3	6.9	-23.2	-11.9

Source: World Tourism Organization (UNWTO) ©

(Data as collected by UNWTO January 2015)

<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

## Outlook for International Tourist Arrivals

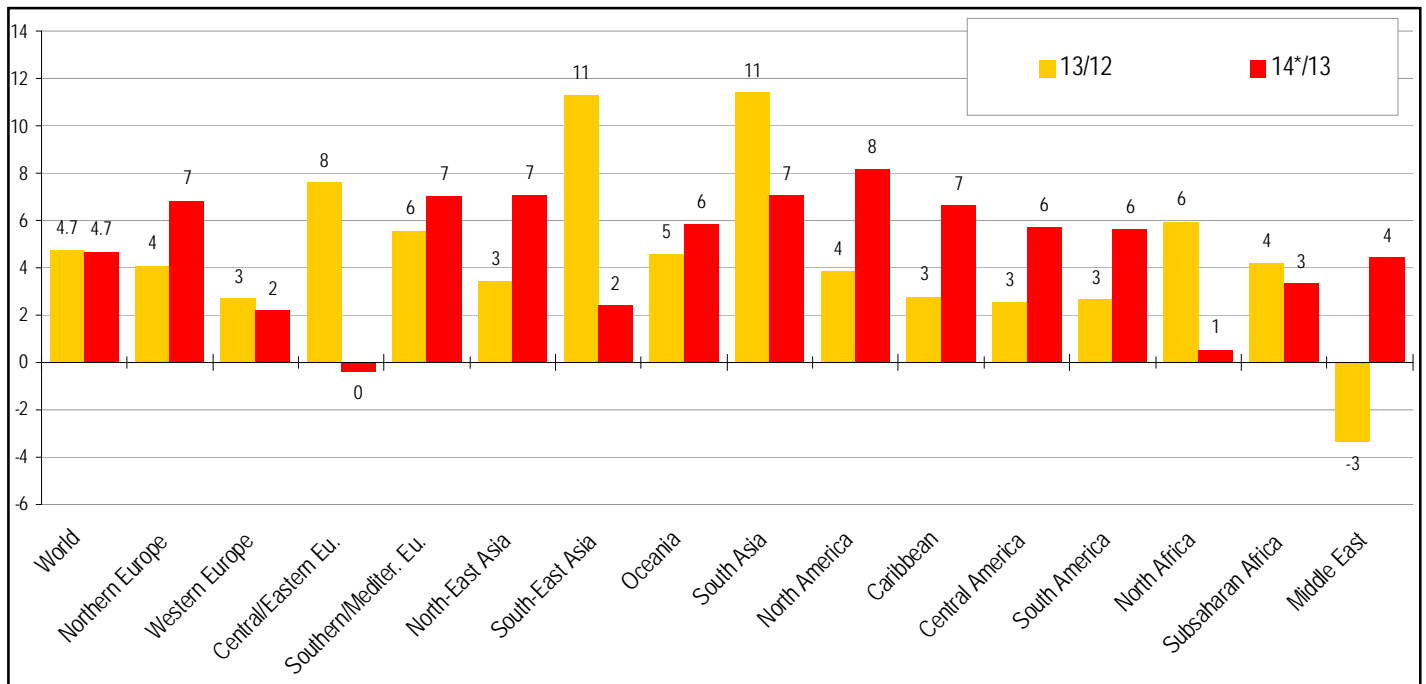
	2009	2010	2011	2012	2013	2014*	projection 2014*	average	projection 2015*
	real, change						projection 2014* (issued January)	average a year	projection 2015*
	full year					Jan.-Dec.			
<b>World</b>	-3.9%	6.5%	5.1%	4.1%	4.7%	4.7%	+4% and +4.5%	3.8%	+3% and +4%
Europe	-5.0%	3.1%	6.6%	3.7%	5.0%	3.9%	+3% and +4%	2.8%	+3% and +4%
Asia and the Pacific	-1.6%	13.1%	6.5%	6.9%	6.8%	5.4%	+5% and +6%	6.2%	+4% and +5%
Americas	-4.7%	6.5%	3.5%	4.4%	3.5%	7.4%	+3% and +4%	2.9%	+4% and +5%
Africa	3.4%	8.9%	-0.1%	5.2%	4.8%	2.3%	+4% and +6%	5.8%	+3% and +5%
Middle East	-5.4%	13.1%	-3.5%	-5.6%	-3.4%	4.4%	+0% and +5%	4.6%	+2% and +5%

Source: World Tourism Organization (UNWTO) ©

(Data as collected by UNWTO January 2015)

International Tourist Arrivals

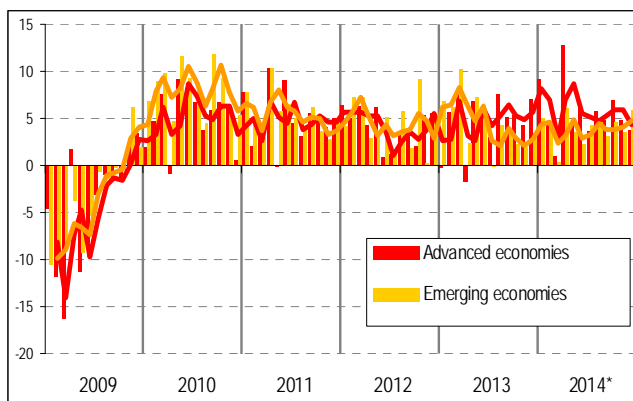
(% change over same period of the previous year)



Source: World Tourism Organization (UNWTO) ©

International Tourist Arrivals, monthly evolution

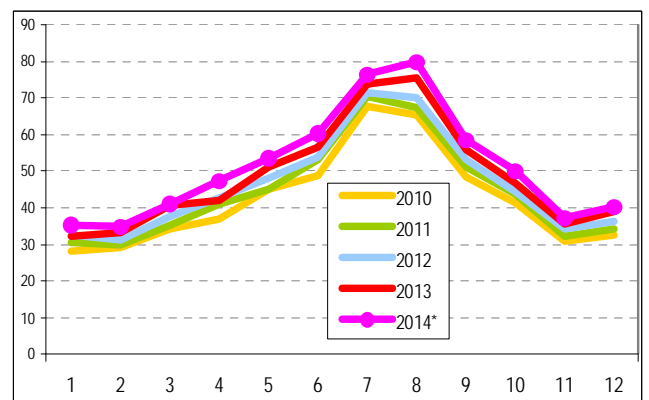
Advanced economies & Emerging economies (% change)



Source: World Tourism Organization (UNWTO) ©

International Tourist Arrivals, monthly evolution

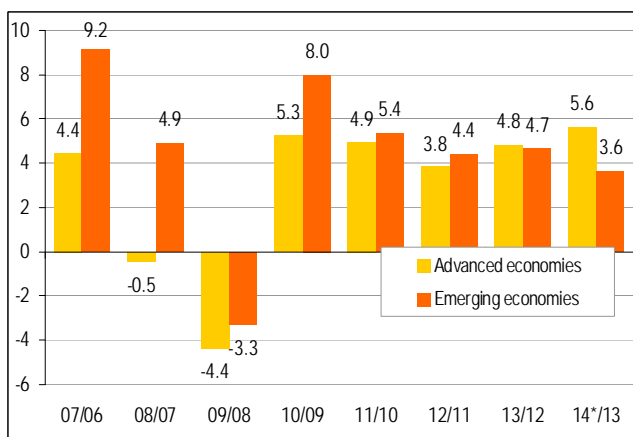
Advanced economies (million)



Source: World Tourism Organization (UNWTO) ©

International Tourist Arrivals

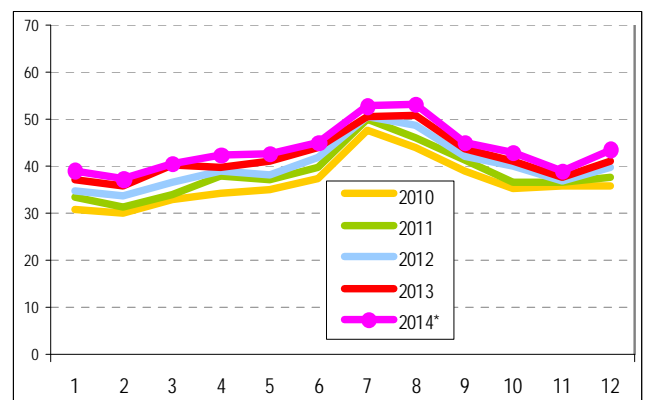
(% change)



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International Tourist Arrivals, monthly evolution

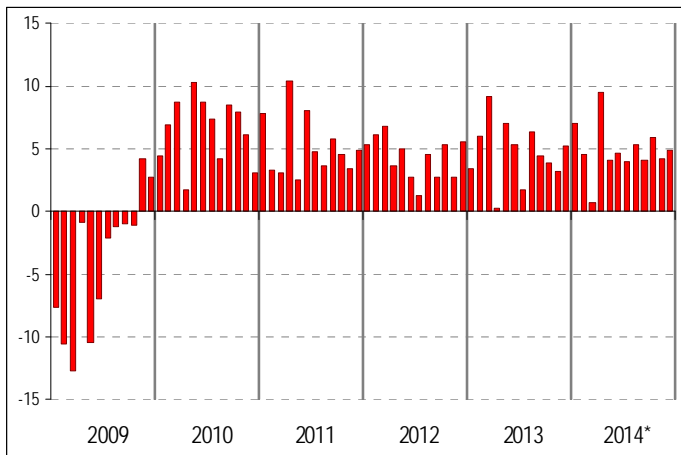
Emerging economies (million)



Source: World Tourism Organization (UNWTO) ©

International Tourist Arrivals, monthly evolution

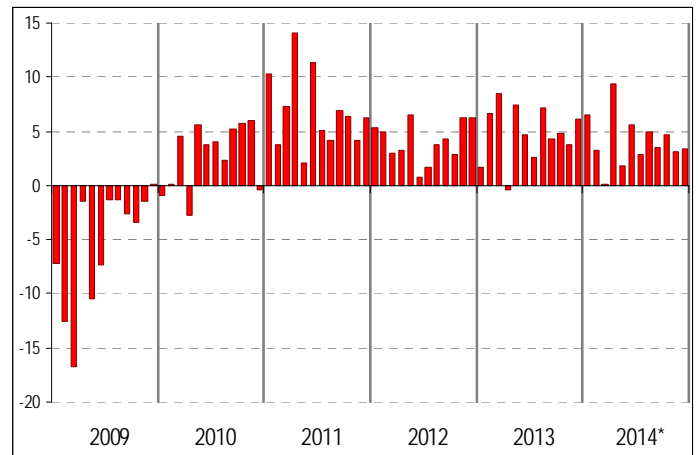
World (% change)



Source: World Tourism Organization (UNWTO) ©

International Tourist Arrivals, monthly evolution

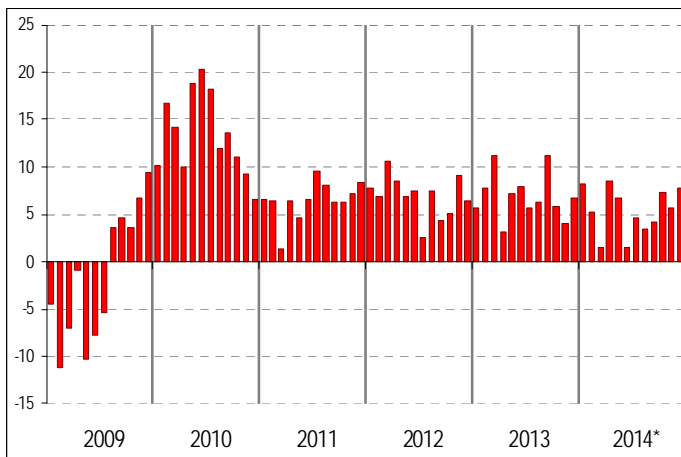
Europe (% change)



Source: World Tourism Organization (UNWTO) ©

International Tourist Arrivals, monthly evolution

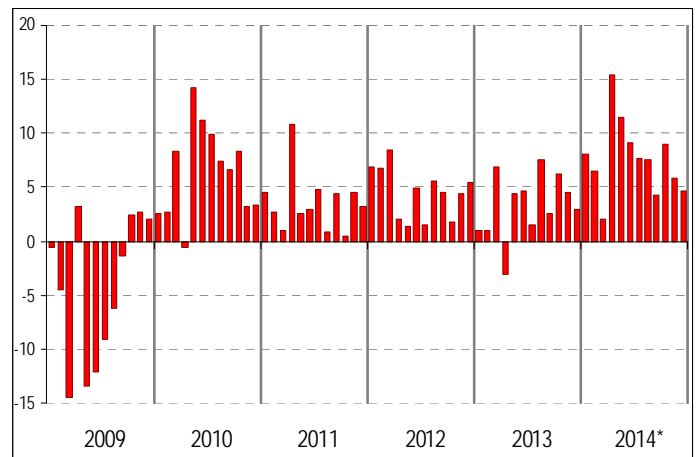
Asia and the Pacific (% change)



Source: World Tourism Organization (UNWTO) ©

International Tourist Arrivals, monthly evolution

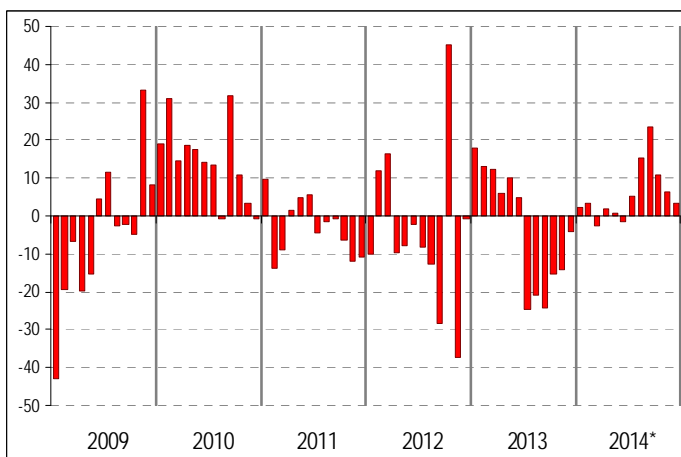
Americas (% change)



Source: World Tourism Organization (UNWTO) ©

International Tourist Arrivals, monthly evolution

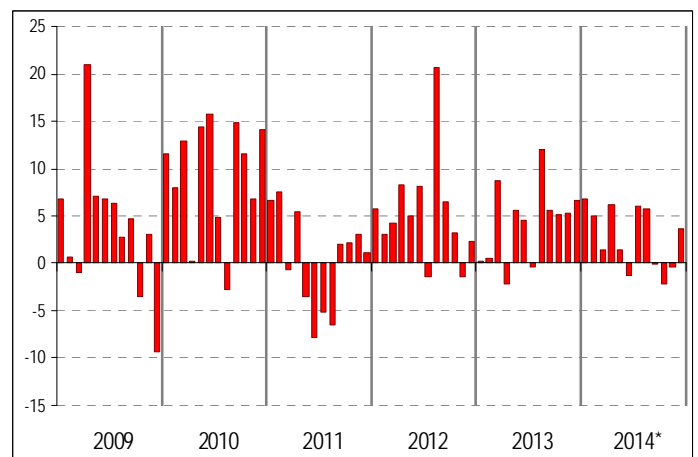
Middle East (% change)



Source: World Tourism Organization (UNWTO) ©

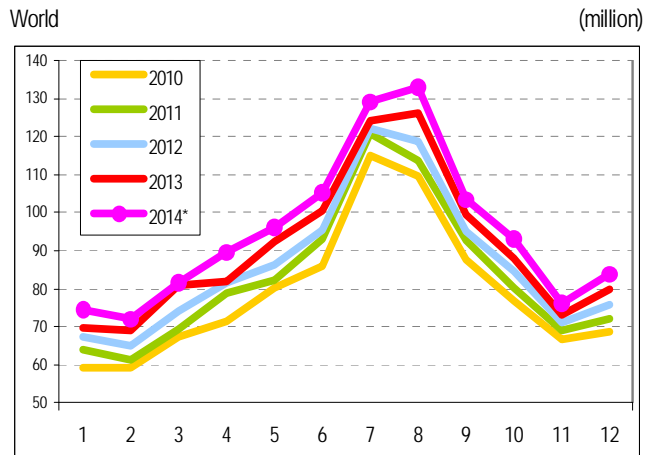
International Tourist Arrivals, monthly evolution

Africa (% change)



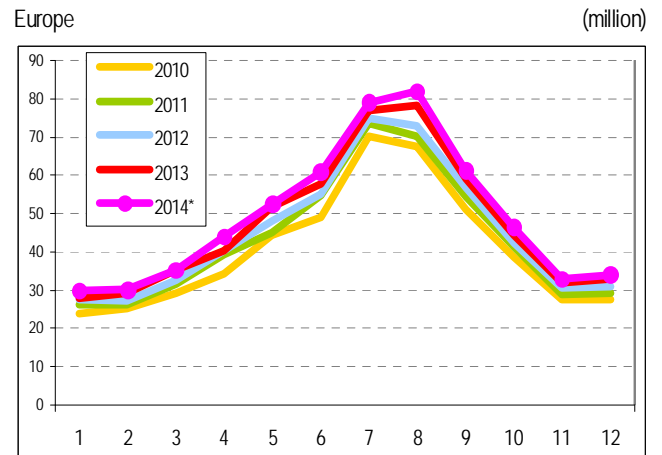
Source: World Tourism Organization (UNWTO) ©

International Tourist Arrivals, monthly evolution



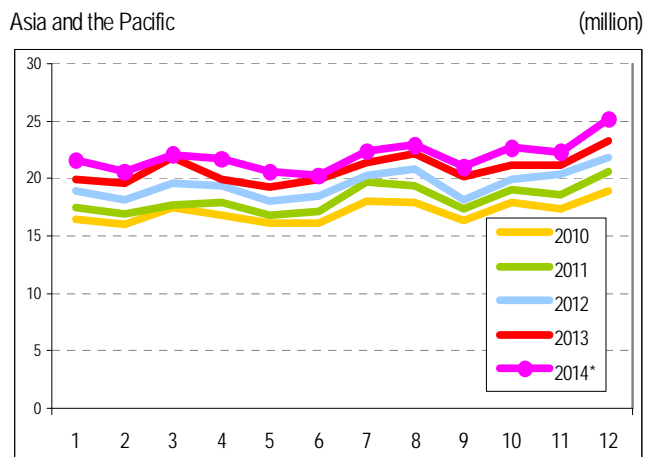
Source: World Tourism Organization (UNWTO) ©

International Tourist Arrivals, monthly evolution



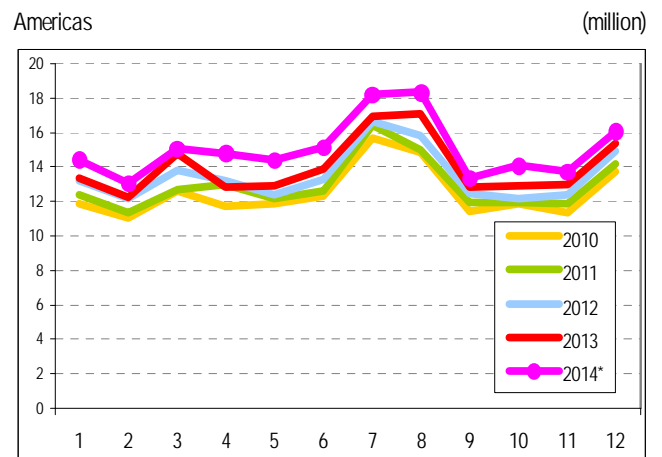
Source: World Tourism Organization (UNWTO) ©

International Tourist Arrivals, monthly evolution



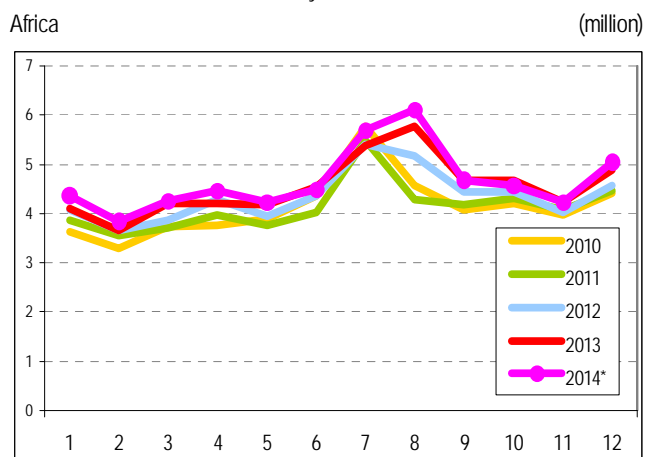
Source: World Tourism Organization (UNWTO) ©

International Tourist Arrivals, monthly evolution



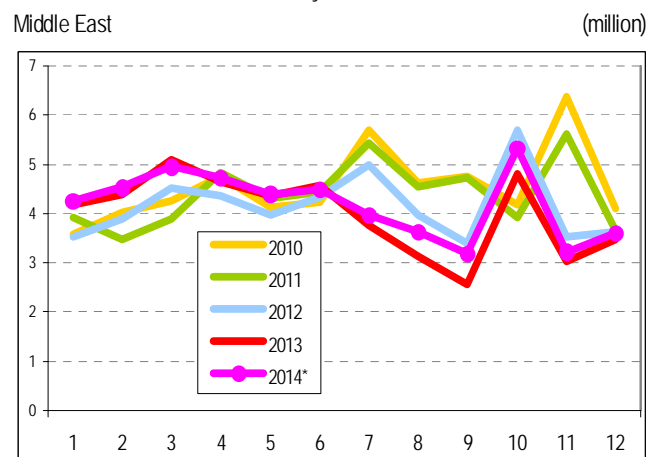
Source: World Tourism Organization (UNWTO) ©

International Tourist Arrivals, monthly evolution



Source: World Tourism Organization (UNWTO) ©

International Tourist Arrivals, monthly evolution



Source: World Tourism Organization (UNWTO) ©

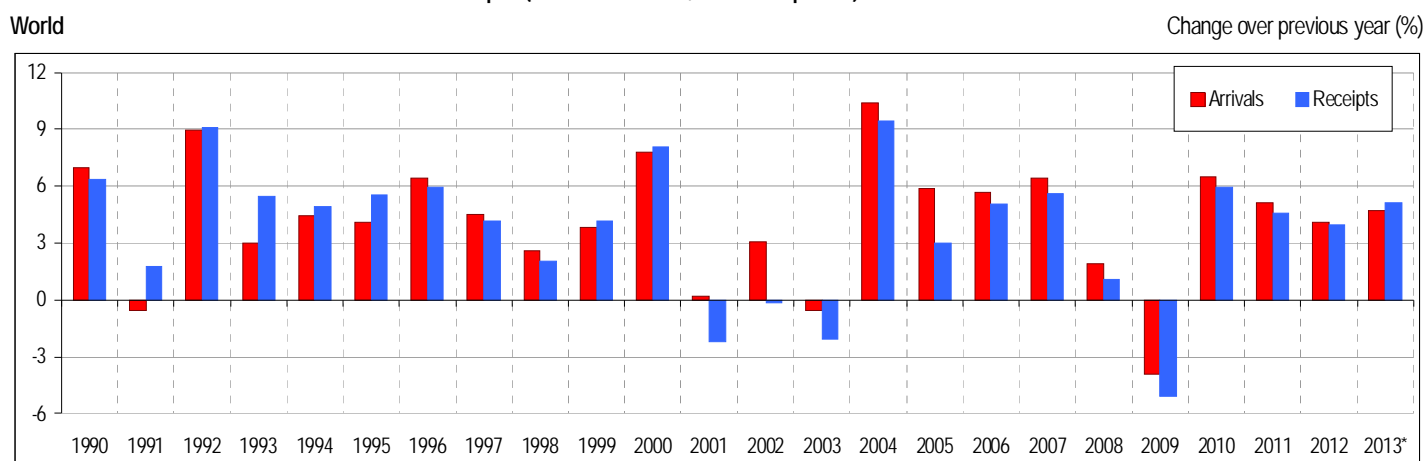
International Tourism, World

	1990	1995	2000	2005	2006	2007	2008	2009	2010	2011	2012	2013*	09/08	10/09	11/10	12/11	13*/12	09/08	10/09	11/10	12/11	13*/12	
<b>International Tourist Arrivals (overnight visitors) (million)</b>	435	527	674	809	854	910	927	891	949	997	1,038	1,087						-3.9	6.5	5.1	4.1	4.7	
Index (2008=100)							100	96	102	108	112	117											
<b>International Tourism Receipts (billion)</b>																							
Local currencies													-3.6	8.9	8.6	7.1	7.6	-5.1	5.9	4.6	4.0	5.1	
Index (2008=100) (constant prices)							100	95	101	105	109	115											
US\$	270	415	494	701	766	883	967	882	965	1,080	1,115	1,197	-8.8	9.5	11.9	3.3	7.3	-8.5	7.7	8.5	1.2	5.8	
Euro	212	317	535	564	610	644	657	632	728	776	868	901	-3.9	15.2	6.5	11.9	3.8	-4.1	13.3	3.7	9.2	2.4	

Source: World Tourism Organization (UNWTO) ©

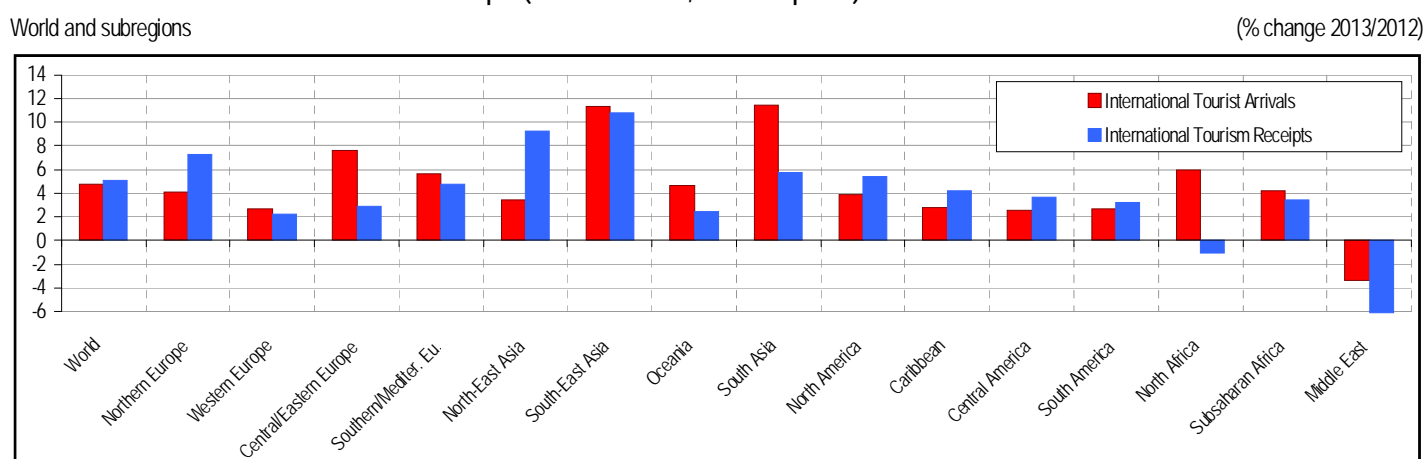
(Data as collected by UNWTO January 2015)

International Tourist Arrivals and Tourism Receipts (local currencies, constant prices)



Source: World Tourism Organization (UNWTO) ©

International Tourist Arrivals and Tourism Receipts (local currencies, constant prices)



Source: World Tourism Organization (UNWTO) ©

## International Tourism by (Sub)region

	International Tourism Receipts									International Tourist Arrivals						
	Change			US\$			euro			Share	abs.		Change			Share
	Local currencies, constant prices (%)			(billion)		per arrival	(billion)		per arrival	(%)	(million)		(%)			(%)
	11/10	12/11	13*/12	2012	2013*	2013*	2012	2013*	2013*	2013*	2012	2013*	11/10	12/11	13*/12	2013*
<b>World</b>	4.6	4.0	5.1	1,115	1,197	1,100	868	901	830	100	1,038	1,087	5.1	4.1	4.7	100
Advanced economies <sup>1</sup>	5.7	3.6	5.7	724	782	1,340	564	589	1,010	65.3	555	582	4.9	3.8	4.8	53.5
Emerging economies <sup>1</sup>	2.4	4.6	4.0	391	415	820	304	312	620	34.7	482	505	5.4	4.4	4.7	46.5
<b>Europe</b>	<b>4.9</b>	<b>2.0</b>	<b>4.0</b>	<b>454.9</b>	<b>491.3</b>	<b>870</b>	<b>354.1</b>	<b>369.9</b>	<b>650</b>	<b>41.1</b>	<b>539.6</b>	<b>566.3</b>	<b>6.6</b>	<b>3.7</b>	<b>5.0</b>	<b>52.1</b>
Northern Europe	2.5	3.7	7.2	68.0	74.7	1,100	52.9	56.3	830	6.2	65.3	68.0	2.7	1.4	4.1	6.3
Western Europe	4.0	2.9	2.2	156.4	167.0	970	121.8	125.8	730	14.0	167.3	171.8	4.6	3.6	2.7	15.8
Central/Eastern Europe	6.6	4.5	2.9	56.6	60.0	480	44.1	45.2	360	5.0	116.7	125.6	9.8	8.5	7.6	11.6
Southern/Mediterr. Eu.	5.9	-0.2	4.7	173.9	189.5	940	135.4	142.7	710	15.8	190.4	201.0	7.8	1.9	5.6	18.5
- of which EU-28	4.1	1.7	3.6	375.0	404.8	930	291.9	304.8	700	33.8	416.7	433.7	5.6	2.8	4.1	39.9
<b>Asia and the Pacific</b>	<b>8.5</b>	<b>6.7</b>	<b>8.6</b>	<b>329.3</b>	<b>360.5</b>	<b>1,440</b>	<b>256.3</b>	<b>271.4</b>	<b>1,090</b>	<b>30.1</b>	<b>233.8</b>	<b>249.8</b>	<b>6.5</b>	<b>6.9</b>	<b>6.8</b>	<b>23.0</b>
North-East Asia	9.2	8.0	9.3	167.4	184.9	1,460	130.3	139.2	1,100	15.4	122.8	127.0	3.8	6.0	3.4	11.7
South-East Asia	13.3	10.7	10.8	95.9	108.3	1,150	74.6	81.5	860	9.0	84.7	94.3	10.6	8.7	11.3	8.7
Oceania	-3.6	-1.9	2.5	43.1	42.9	3,440	33.6	32.3	2,590	3.6	11.9	12.5	0.7	4.2	4.6	1.1
South Asia	11.5	-0.5	5.8	22.9	24.4	1,520	17.8	18.4	1,150	2.0	14.4	16.0	12.9	5.9	11.4	1.5
<b>Americas</b>	<b>4.7</b>	<b>4.5</b>	<b>5.0</b>	<b>249.0</b>	<b>264.4</b>	<b>1,570</b>	<b>193.8</b>	<b>199.1</b>	<b>1,180</b>	<b>22.1</b>	<b>162.5</b>	<b>168.1</b>	<b>3.5</b>	<b>4.4</b>	<b>3.5</b>	<b>15.5</b>
North America	5.1	4.8	5.4	191.4	204.7	1,850	149.0	154.2	1,390	17.1	106.4	110.5	2.7	4.1	3.9	10.2
Caribbean	-0.8	1.6	4.1	24.3	25.5	1,200	18.9	19.2	910	2.1	20.6	21.1	2.1	3.1	2.8	1.9
Central America	9.6	6.6	3.7	8.7	9.3	1,030	6.7	7.0	770	0.8	8.9	9.1	4.4	7.3	2.6	0.8
South America	5.3	4.0	3.3	24.6	24.9	910	19.1	18.8	680	2.1	26.7	27.4	7.4	5.8	2.7	2.5
<b>Africa</b>	<b>1.8</b>	<b>6.4</b>	<b>2.1</b>	<b>34.0</b>	<b>34.6</b>	<b>630</b>	<b>26.5</b>	<b>26.1</b>	<b>480</b>	<b>2.9</b>	<b>52.2</b>	<b>54.7</b>	<b>-0.1</b>	<b>5.2</b>	<b>4.8</b>	<b>5.0</b>
North Africa	-5.5	8.1	-1.1	9.9	10.2	520	7.7	7.7	390	0.8	18.5	19.6	-9.1	8.7	6.0	1.8
Subsaharan Africa	5.1	5.7	3.4	24.1	24.5	700	18.8	18.4	520	2.0	33.7	35.1	5.3	3.4	4.2	3.2
<b>Middle East</b>	<b>-16.1</b>	<b>1.7</b>	<b>-6.1</b>	<b>48.0</b>	<b>45.8</b>	<b>950</b>	<b>37.3</b>	<b>34.5</b>	<b>720</b>	<b>3.8</b>	<b>49.8</b>	<b>48.2</b>	<b>-3.5</b>	<b>-5.6</b>	<b>-3.4</b>	<b>4.4</b>

Source: World Tourism Organization (UNWTO) ©

(Data as collected by UNWTO January 2015)

<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



## Export earnings by category

Rank	US\$ billion							Market share (%)				
	1995	2000	2005	2010	2011	2012	2013	1995	2000	2005	2010	2013
<b>World</b>												
Total export of goods and services	6,390	7,979	13,081	19,196	22,701	22,878	23,536	100	100	100	100	100
Total merchandise trade	5,168	6,457	10,508	15,300	18,328	18,404	18,816	80.9	80.9	80.3	79.7	79.9
Commercial services (excl. government services)	1,222	1,522	2,573	3,896	4,373	4,474	4,720	19.1	19.1	19.7	20.3	20.1
among which:												
1 Fuels	376	660	1,457	2,350	3,213	3,372	3,258	5.9	8.3	11.1	12.2	13.8
2 Chemicals	486	586	1,105	1,710	2,004	1,960	2,001	7.6	7.3	8.4	8.9	8.5
3 Food	453	431	686	1,125	1,360	1,373	1,457	7.1	5.4	5.2	5.9	6.2
<b>4 International Tourism (BOP Travel &amp; Passenger transport)</b>	<b>498</b>	<b>591</b>	<b>833</b>	<b>1,137</b>	<b>1,278</b>	<b>1,321</b>	<b>1,409</b>	<b>7.8</b>	<b>7.4</b>	<b>6.4</b>	<b>5.9</b>	<b>6.0</b>
- International Tourism Receipts	415	494	701	965	1,080	1,115	1,197	6.5	6.2	5.4	5.0	5.1
- International Passenger Transport	83	97	132	172	199	205	212	1.3	1.2	1.0	0.9	0.9
5 Automotive products	459	576	921	1,093	1,284	1,301	1,348	7.2	7.2	7.0	5.7	5.7
6 Textiles and clothing	311	352	481	606	712	707	766	4.9	4.4	3.7	3.2	3.3
7 Mining products other than fuels	169	194	357	677	852	762	739	2.7	2.4	2.7	3.5	3.1
8 Transport equipment other than automotive products	..	256	395	595	679	669	686	..	3.2	3.0	3.1	2.9
9 Telecommunications equipment	..	286	460	583	635	641	670	..	3.6	3.5	3.0	2.8
10 Computer and office equipment	..	371	467	546	554	555	543	..	4.6	3.6	2.8	2.3
<b>Advanced Economies</b>												
Total export of goods and services	5,103	6,075	9,177	12,338	14,222	14,027	14,450	100	100	100	100	100
Total merchandise trade	4,090	4,829	7,136	9,380	10,908	10,683	10,925	80.2	79.5	77.8	76.0	75.6
Commercial services (excl. government services)	1,012	1,247	2,041	2,958	3,314	3,344	3,526	19.8	20.5	22.2	24.0	24.4
among which:												
1 Chemicals	436	515	946	1,373	1,562	1,517	1,547	8.6	8.5	10.3	11.1	10.7
2 Fuels	129	221	462	756	1,034	1,082	1,066	2.5	3.6	5.0	6.1	7.4
3 Automotive products	430	517	795	871	1,018	1,019	1,039	8.4	8.5	8.7	7.1	7.2
<b>4 International Tourism (BOP Travel &amp; Passenger transport)</b>	<b>380</b>	<b>433</b>	<b>576</b>	<b>747</b>	<b>849</b>	<b>864</b>	<b>924</b>	<b>7.4</b>	<b>7.1</b>	<b>6.3</b>	<b>6.1</b>	<b>6.4</b>
- International Tourism Receipts	311	355	477	624	708	724	782	6.1	5.8	5.2	5.1	5.4
- International Passenger Transport	69	78	99	123	141	140	143	1.3	1.3	1.1	1.0	1.0
5 Food	319	295	438	649	762	762	807	6.2	4.9	4.8	5.3	5.6
6 Transport equipment other than automotive products	..	227	324	456	508	505	522	..	3.7	3.5	3.7	3.6
7 Integrated circuits and electronic components	..	264	296	420	423	408	422	..	4.4	3.2	3.4	2.9
8 Mining products other than fuels	67	118	203	371	469	416	404	1.3	1.9	2.2	3.0	2.8
9 Telecommunications equipment	..	237	331	342	367	362	370	..	3.9	3.6	2.8	2.6
10 Computer and office equipment	..	308	325	299	310	302	293	..	5.1	3.5	2.4	2.0
<b>Emerging Economies</b>												
Total export of goods and services	1,288	1,904	3,904	6,858	8,478	8,851	9,086	100	100	100	100	100
Total merchandise trade	1,078	1,628	3,372	5,920	7,420	7,721	7,891	83.7	85.5	86.4	86.3	86.9
Commercial services (excl. government services)	210	275	532	938	1,059	1,130	1,194	16.3	14.5	13.6	13.7	13.1
among which:												
1 Fuels	247	439	995	1,593	2,179	2,289	2,192	19.2	23.1	25.5	23.2	24.1
2 Food	134	136	248	476	598	611	650	10.4	7.1	6.4	6.9	7.1
3 Textiles and clothing	95	137	235	359	434	447	498	7.3	7.2	6.0	5.2	5.5
<b>4 International Tourism (BOP Travel &amp; Passenger transport)</b>	<b>118</b>	<b>158</b>	<b>257</b>	<b>390</b>	<b>429</b>	<b>456</b>	<b>485</b>	<b>9.2</b>	<b>8.3</b>	<b>6.6</b>	<b>5.7</b>	<b>5.3</b>
- International Tourism Receipts	104	139	225	341	371	391	415	8.1	7.3	5.8	5.0	4.6
- International Passenger Transport	14	19	33	49	58	65	70	1.1	1.0	0.8	0.7	0.8
5 Chemicals	49	71	159	337	442	443	454	3.8	3.7	4.1	4.9	5.0
6 Mining products other than fuels	103	76	154	306	383	345	336	8.0	4.0	3.9	4.5	3.7
7 Automotive products	29	60	126	222	266	282	309	2.3	3.1	3.2	3.2	3.4
8 Telecommunications equipment	..	50	129	242	268	279	299	..	2.6	3.3	3.5	3.3
9 Computer and office equipment	..	63	143	246	244	253	250	..	3.3	3.7	3.6	2.8
10 Iron and steel	36	38	107	159	205	193	183	2.8	2.0	2.7	2.3	2.0

Source: World Tourism Organization, World Trade Organization

(Data as collected by UNWTO January 2015)



## About receipts and expenditure data

For destination countries, receipts from international tourism count as exports and cover all transactions related to the consumption by international visitors of, for example, accommodation, food and drink, fuel, domestic transport, entertainment, shopping, etc. They include transactions generated by same-day as well as overnight visitors. Receipts from same-day visitors can be substantial, especially in the case of neighbouring countries where a lot of shopping for goods and services is carried out by cross-border, same-day visitors. However, the values reported as international tourism receipts do not include receipts from international passenger transport contracted from companies outside the travellers' countries of residence, which are reported in a separate category.

With financial data measured in different currencies it is complicated to accurately determine variations in relative terms, as receipts have to be expressed in a common currency like the US dollar or the euro and generally are also reported at current prices, thus not taking account of exchange rate fluctuations and inflation.

Exchange rate changes can substantially influence the values in US dollars reported from year to year. When the dollar depreciates against for instance the euro, worldwide receipts expressed in dollars relatively increase, and vice versa in the case the dollar appreciates.

In 2013, the US dollar (and pegged currencies such as from some destinations in the Caribbean or the Middle East) depreciated against the euro and a range of other currencies. Versus the euro the depreciation was 3% on average for the year (see table below), so expressed in US dollar terms values in euro were some 3% higher than in the previous year.

Exchange rate US\$ to euro and vice versa, average for the year

	US\$ to euro	change (%)	euro to US\$	change (%)
2005	0.8038		1.2441	
2006	0.7964	-0.9	1.2556	0.9
2007	0.7297	-8.4	1.3705	9.2
2008	0.6799	-6.8	1.4708	7.3
2009	0.7169	5.4	1.3948	-5.2
2010	0.7543	5.2	1.3257	-5.0
2011	0.7184	-4.8	1.3920	5.0
2012	0.7783	8.3	1.2848	-7.7
2013	0.7530	-3.3	1.3281	3.4

In order to account for exchange rate changes and inflation, international tourism receipts in US dollar values were computed back to the local currencies of each destination, weighted by the share in the total, and deflated by the relevant rate of inflation.

Although in this way data are made comparable, care should nevertheless be taken in interpreting the trends, as statistics, in most cases, are still provisional and subject to revision. For the totals, estimates are made by UNWTO for countries that have not yet reported results, based on the previous year's value and the trend for the (sub)region. Unlike arrivals, where revisions generally more or less balance out, receipts data tends to be revised upwards.

## Elibrary

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of tourism information prepared by the UNWTO

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## International Tourism Receipts (euro billion)

Rank	Full year						Monthly/quarterly data series															
	euro						Local currencies, current prices (% change over same period of the previous year)															
	2000	2005	2010	2012	2013	2014*	Series	12/11	13*/12	2014*	2014*					2013*						
'13 '12	(billion)									YTD	Q1	Q2	Q3	Q4	Sep	Oct	Nov	Dec	Q1	Q2	Q3	Q4
<b>World</b>	535	564	728	868	901	..																
1 1 United States	108.5	81.6	103.3	125.5	130.4	134.8	sa	6.9	7.4	3.4	3.3	5.2	3.1	2.0	1.7	2.6	1.5	2.0	10.0	5.3	7.0	7.3
2 2 Spain	32.4	38.6	41.2	45.3	47.1	..		1.2	4.1	4.0	4.7	4.9	3.1		4.0	4.4	2.8		2.3	4.0	3.7	6.2
3 3 France	35.7	35.4	35.5	41.8	42.7	..		6.3	2.1	-0.7	2.3	3.0	-4.2		-4.6	0.0	-5.5		-0.4	7.4	3.2	-5.6
4 5 Macao (China)	3.5	6.4	21.0	34.1	39.0	..		13.6	18.1	6.6	18.6	7.3	-5.5						8.4	11.0	12.7	43.1
5 4 China	17.6	23.5	34.6	38.9	38.9	42.8	\$	3.2	3.3	10.2	4.8	10.7	11.2	13.4	12.0	8.1	10.4	22.8	3.9	-0.2	2.0	7.7
6 6 Italy	29.8	28.5	29.3	32.1	33.1	..		3.8	3.1	4.4	4.9	2.8	2.6		1.8	12.6	10.8		-2.6	4.7	4.9	2.2
7 9 Thailand	8.1	7.7	15.2	26.3	31.7	..		26.7	23.1	-8.2	-4.2	-8.4	-12.4						22.8	27.9	32.6	12.7
8 7 Germany	20.2	23.4	26.2	29.7	31.0	..		6.3	4.5	4.0	2.2	4.7	5.6		7.0	1.8	3.5		5.2	4.2	3.1	6.1
9 8 United Kingdom	23.7	24.7	24.4	28.5	30.9	..	sa	5.9	13.2	4.5	0.8	5.2	7.6						18.3	12.3	9.2	13.3
10 10 Hong Kong (China)	6.4	8.3	16.7	25.7	29.3	..		15.8	17.7	0.5	10.2	-9.1	0.8						20.2	28.4	15.5	9.4
11 11 Australia	10.1	13.5	21.6	24.8	23.5	23.8		0.0	5.1	8.3	8.2	8.7	9.8	6.5	9.4	8.8	6.9	3.5	3.6	3.8	4.7	8.1
12 12 Turkey	8.3	15.4	17.0	19.7	21.1	..	\$	1.2	10.5	6.6	3.6	6.5	11.3		7.7	-0.5	1.5		31.1	18.3	4.1	3.2
13 13 Malaysia	5.4	7.1	13.7	15.8	16.2	..		4.0	8.3	8.7	9.2	11.3	5.6						21.9	6.2	0.5	6.5
14 15 Austria	10.6	12.9	14.0	14.7	15.2	..		3.1	3.6	0.6	-4.6	9.2	3.5						6.1	-4.0	4.7	3.4
15 14 Singapore	5.6	5.0	10.7	14.7	14.3	..		4.0	0.8	0.4	6.6	-2.3	-3.0						-4.0	4.1	8.6	-4.8
16 16 India	3.7	6.0	10.9	14.0	13.9	14.8		21.8	14.0	11.5	6.2	15.6	18.6	8.4	12.8	13.9	5.0	7.3	22.5	11.8	11.1	10.1
17 17 Canada	11.7	11.0	11.9	13.5	13.3	..		4.6	4.7	6.1	2.8	7.7	6.9						6.3	2.8	4.0	6.4
18 18 Switzerland	7.2	8.1	11.1	12.5	12.7	..		-0.6	3.6	1.7	2.3	2.0	0.9						1.6	3.4	5.4	3.8
19 21 Greece	10.0	10.7	9.6	10.4	12.2	..		-0.6	16.4	10.8	17.3	8.6	11.5		9.4	4.6	30.7		-2.6	20.8	14.7	23.1
20 19 Japan	3.7	5.3	10.0	11.3	11.4	..		32.9	27.0	29.8	29.3	26.7	29.0		29.2	32.5	39.3		11.1	22.8	29.6	44.5
21 20 Korea, Republic of	7.4	4.7	7.8	10.5	11.0	13.7	\$	7.6	8.9	24.1	15.7	16.3	28.2	35.0	26.4	25.8	49.7	31.7	2.1	-1.9	19.7	18.0
22 22 Mexico	9.0	9.5	9.0	9.9	10.5	..	\$	7.3	9.5	16.5	13.9	22.0	16.7		8.8	10.0	14.6		7.8	8.2	12.1	10.3
23 24 Netherlands	7.8	8.4	8.9	9.6	10.4	..		3.8	8.3	6.5	-2.0	10.4	7.6						10.8	3.1	12.9	7.3
24 23 Belgium	7.1	7.9	8.6	9.8	10.1	..		7.6	2.6	5.6	8.5	6.1	2.9		1.9				3.1	6.8	0.5	0.4
25 25 Taiwan (pr. of China)	4.0	4.0	6.6	9.2	9.3	..	\$	6.4	4.7	16.6	18.1	18.8	13.0						1.5	7.2	18.3	-6.4
26 26 Portugal	5.7	6.2	7.6	8.6	9.2	..		5.6	7.5	12.2	5.9	13.4	13.7		19.4	15.3	10.4		7.3	8.9	6.4	8.0
27 29 Russian Federation	3.7	4.7	6.7	8.4	9.0	9.1	\$	-5.0	11.4	0.4	0.8	5.9	-2.7	-2.1					18.4	16.4	10.1	2.4
28 30 Untd Arab Emirates	1.2	2.6	6.5	8.1	8.7	..		12.8	11.4													
29 28 Sweden	4.4	5.5	6.5	8.4	8.7	..		7.0	2.6	17.0	10.1	18.1	20.7						5.8	-0.6	-1.3	9.0
30 27 Poland	6.1	5.0	7.2	8.5	8.2	..		13.4	0.2	-8.5	1.3	-13.3	-10.7						-2.6	0.6	0.4	2.2
31 33 Croatia	3.0	5.9	6.2	6.9	7.2	..	€	3.7	5.0	2.5	-3.0	2.7	2.8						6.2	4.9	4.8	6.9
32 31 South Africa	2.9	6.0	6.8	7.8	7.0	..	sa	18.4	8.7	13.6	14.1	13.2	13.5						7.9	5.4	7.1	14.4
33 34 Indonesia	5.4	3.6	5.2	6.5	6.9	..	\$	4.1	9.6	8.9	10.7	9.3	6.7						5.9	9.9	12.9	9.6
34 35 Saudi Arabia	..	3.7	5.1	5.8	5.8	..		-12.1	2.9	9.4	26.8	11.0	-12.6						19.9	3.0	3.0	-6.8
35 38 Vietnam	..	1.8	3.4	5.3	5.7	5.5	\$	20.0	9.9													
36 36 New Zealand	3.1	5.2	4.9	5.5	5.6	..		-5.3	3.6	8.2	10.4	7.9	4.7						1.4	1.5	7.0	5.6
37 37 Czech Rep	3.2	3.9	5.4	5.5	5.3	..		1.5	0.8	2.0	-2.9	4.3	4.6						1.8	1.5	-3.2	3.2
38 41 Denmark	4.0	4.2	4.4	5.1	5.2	..		4.1	2.8	4.7	1.0	5.6	5.8						6.7	0.6	2.0	4.1
39 39 Morocco	2.2	3.7	5.1	5.2	5.2	..		-1.8	-0.4	-0.6	6.2	4.6	-2.7	-8.5	-4.9	-6.7	-9.8	-9.5	-1.9	3.0	2.8	-6.4
40 40 Brazil	2.0	3.1	4.3	5.2	5.0	5.2	\$	1.4	0.9	3.1	-7.8	20.2	14.5	-10.9	-2.4	-8.6	-14.5	-9.6	0.0	0.6	1.7	1.5
41 32 Egypt	4.7	5.5	9.4	7.7	4.6	5.6	\$	14.2	-39.2	24.0	-37.0	-3.1	127.2	130.8					23.3	-28.2	-64.7	-67.8
42 42 Lebanon	..	4.4	6.0	4.9	4.4	..	\$	-12.8	-6.8										-7.2	-15.1	-9.1	6.7
43 44 Norway	2.3	2.8	3.6	4.2	4.3	..		6.4	5.3	6.6	6.1	6.4	7.1						2.2	3.5	6.1	8.9
44 43 Israel	4.8	2.7	3.9	4.2	4.3	..	\$	2.6	4.1	2.9	17.7	15.8	-14.7		1.2	-18.7			-4.0	3.8	2.3	13.3
45 45 Hungary	4.1	3.3	4.2	4.0	4.0	..		-2.5	2.4	12.2	12.8	7.7	15.6						-4.7	9.0	0.7	3.5
46 46 Ukraine	0.4	2.5	2.9	3.8	3.8	..	\$	12.8	5.0	-68.8	-17.6	-66.7	-81.2						-1.4	2.5	8.9	1.3
47 47 Dominican Rp	3.1	2.8	3.1	3.6	3.8	..	\$	6.7	8.1	11.5	9.2	15.0	11.0						-1.5	8.4	13.9	14.7
48 48 Luxembourg	2.0	2.8	3.1	3.6	3.6	..		3.3	1.0	2.4	1.0	4.3	1.9						2.1	0.4	-2.0	3.5
49 49 Philippines	2.3	1.8	2.0	3.2	3.5	..		27.3	15.5	6.8	0.8	14.7	6.5		26.6				16.1	14.5	27.1	6.9
50 50 Ireland	2.9	3.9	3.1	3.0	3.4	..		0.4	11.5	9.2	-1.4	15.4	9.6						11.9	6.2	19.0	6.5

Source: World Tourism Organization (UNWTO) ©

(Data as collected by UNWTO January 2015)

See box at page 'Annex-1' for explanation of abbreviations and signs used





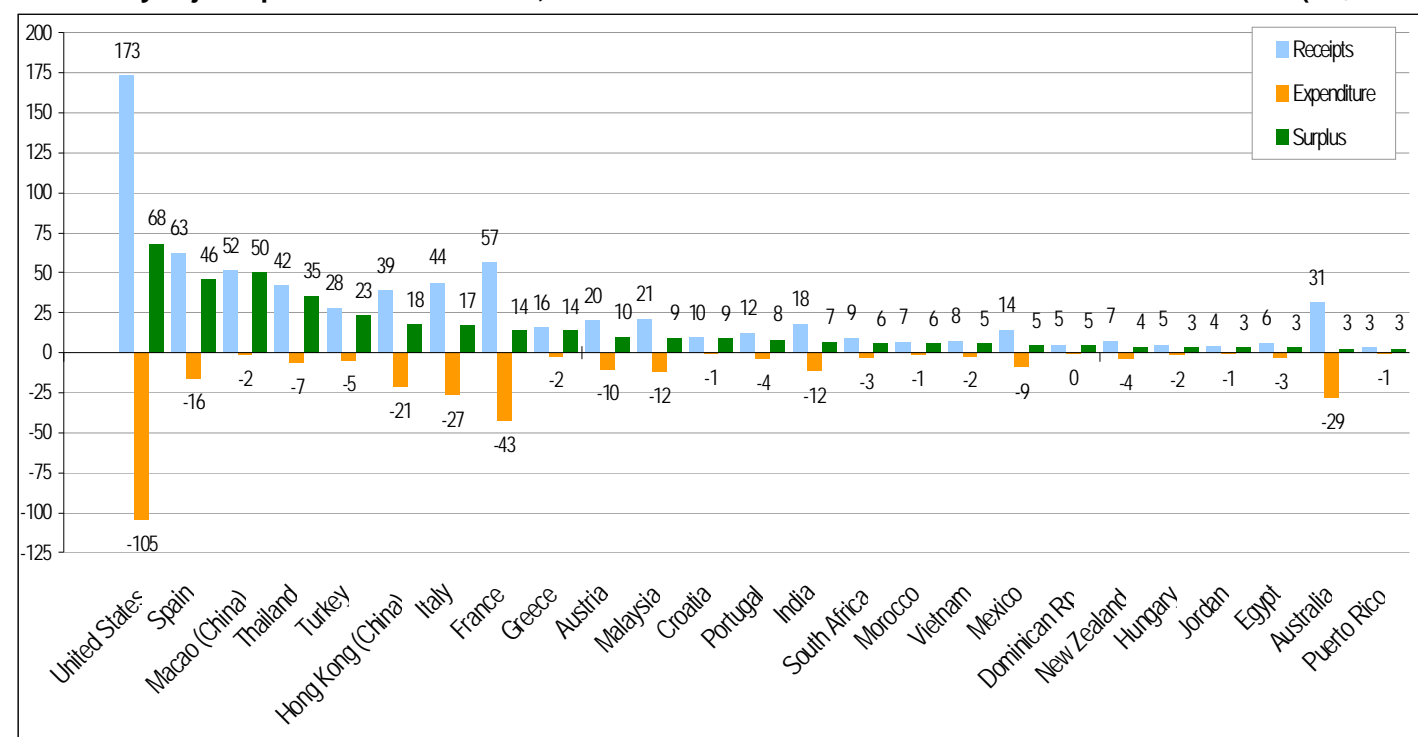
Countries by major surplus on the travel balance

Rank '13 '12	International Tourism Receipts					International Tourism Expenditure					Balance				
	(US\$ billion)		share per capita			(US\$ billion)		share per capita			(US\$ billion)		per capita (US\$)		
	2011	2012	2013*	2013*	2013*	2011	2012	2013*	2013*	2013*	2011	2012	2013*	2013*	
	<b>World</b>	<b>1,080</b>	<b>1,115</b>	<b>1,197</b>	<b>100</b>	<b>169</b>	<b>1,080</b>	<b>1,115</b>	<b>1,197</b>	<b>100</b>	<b>169</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>
1	1 United States	150.9	161.2	173.1	14.5	547	89.7	100.3	104.7	8.7	331	61.2	60.9	68.5	216
2	3 Macao (China)	38.5	43.9	51.8	4.3	91,452	1.4	1.6	1.7	0.1	3,068	37.1	42.3	50.1	88,384
3	2 Spain	62.2	58.2	62.6	5.2	1,342	17.4	15.4	16.4	1.4	352	44.8	42.7	46.2	990
4	4 Thailand	27.2	33.8	42.1	3.5	617	5.7	6.2	6.7	0.6	98	21.5	27.6	35.4	519
5	5 Turkey	25.1	25.3	28.0	2.3	366	4.9	4.1	4.8	0.4	63	20.2	21.3	23.2	303
6	8 Hong Kong (China)	28.5	33.1	38.9	3.3	5,392	19.0	20.1	21.2	1.8	2,938	9.4	13.0	17.7	2,454
7	6 Italy	43.0	41.2	43.9	3.7	736	28.7	26.4	27.0	2.3	452	14.3	14.8	16.9	284
8	7 France	54.8	53.7	56.7	4.7	890	44.6	40.0	42.9	3.6	674	10.2	13.7	13.8	216
9	9 Greece	14.6	13.4	16.1	1.3	1,459	3.2	2.4	2.4	0.2	220	11.5	11.0	13.7	1,239
10	10 Austria	19.9	18.9	20.2	1.7	2,385	10.5	10.1	10.3	0.9	1,211	9.4	8.8	10.0	1,174
11	11 Malaysia	19.7	20.2	21.5	1.8	718	10.2	12.2	12.2	1.0	406	9.5	8.0	9.3	312
12	12 Croatia	9.2	8.8	9.6	0.8	2,235	0.9	0.9	0.9	0.1	211	8.3	7.9	8.7	2,024
13	14 Portugal	11.3	11.1	12.3	1.0	1,172	4.1	3.8	4.1	0.3	395	7.2	7.3	8.1	777
14	16 India	17.7	18.0	18.4	1.5	15	13.7	12.3	11.6	1.0	9	4.0	5.6	6.8	5
15	15 South Africa	9.5	10.0	9.2	0.8	174	5.2	4.1	3.4	0.3	65	4.3	5.9	5.8	110
16	17 Morocco	7.3	6.7	6.9	0.6	209	1.3	1.3	1.3	0.1	40	6.0	5.4	5.5	169
17	18 Vietnam	5.7	6.9	7.5	0.6	84	1.7	1.9	2.1	0.2	23	4.0	5.0	5.5	61
18	19 Mexico	11.9	12.7	13.9	1.2	118	7.8	8.4	9.1	0.8	77	4.0	4.3	4.8	41
19	20 Dominican Rp	4.4	4.7	5.1	0.4	486	0.4	0.4	0.4	0.0	36	4.0	4.3	4.7	450
20	22 New Zealand	7.3	7.1	7.5	0.6	1,667	3.4	3.7	3.9	0.3	861	3.9	3.4	3.6	806
21	23 Hungary	5.9	5.1	5.3	0.4	534	2.5	2.0	1.9	0.2	193	3.4	3.1	3.4	341
22	24 Jordan	3.4	4.1	4.1	0.3	629	1.2	1.1	1.1	0.1	165	2.3	2.9	3.0	464
23	13 Egypt	8.7	9.9	6.0	0.5	72	2.2	2.6	3.0	0.3	36	6.5	7.3	3.0	36
24	21 Australia	31.8	31.9	31.3	2.6	1,340	27.3	28.1	28.5	2.4	1,223	4.5	3.8	2.7	117
25	28 Puerto Rico	3.1	3.2	3.3	0.3	904	0.8	0.8	0.8	0.1	212	2.3	2.4	2.6	692

Source: World Tourism Organization (UNWTO) ©

(Data as collected by UNWTO January 2015)

Countries by major surplus on the travel balance, 2013\* (US\$ billion)



Source: World Tourism Organization (UNWTO) ©





## International Tourism Receipts by (sub)region and selected countries and territories of destination

	Full year (US\$)					Local currencies, current prices (% change over same period of the previous year)														
	2005	2010	2012	2013	2014*	2013				2014*										
	(million)					Series	(%)	YTD	Q1	Q2	Q3	Q4	Oct	Nov	Dec	Q1	Q2	Q3	Q4	
<b>Europe</b>	350,813	411,718	454,945	491,292																
- of which EU-28	301,635	343,860	374,987	404,832																
<i>Northern Europe</i>	53,643	59,353	67,992	74,736																
Denmark	5,278	5,853	6,542	6,939	..		10.6	4.1	2.8	4.7	1.0	5.6	5.8				6.7	0.6	2.0	4.1
Finland	2,186	3,051	3,881	4,050	..		19.3	10.1	0.9	-9.5	-9.7	-10.4	-8.7				0.4	0.7	-0.6	4.0
Iceland	413	561	863	1,077	..		26.9	24.2	21.9	20.4	24.4	17.7	20.7				41.5	18.0	17.4	25.2
Ireland	4,806	4,118	3,883	4,476	..		-3.1	0.4	11.5	9.2	-1.4	15.4	9.6				11.9	6.2	19.0	6.5
Norway	3,495	4,707	5,442	5,675	..		4.6	6.4	5.3	6.6	6.1	6.4	7.1				2.2	3.5	6.1	8.9
Sweden	6,790	8,663	10,768	11,492	..		9.1	7.0	2.6	17.0	10.1	18.1	20.7				5.8	-0.6	-1.3	9.0
United Kingdom	30,675	32,401	36,613	41,028	..	sa	4.4	5.9	13.2	4.5	0.8	5.2	7.6				18.3	12.3	9.2	13.3
<i>Western Europe</i>	123,134	142,297	156,426	167,038																
Austria	16,054	18,596	18,894	20,236	..		1.7	3.1	3.6	0.6	-4.6	9.2	3.5				6.1	-4.0	4.7	3.4
Belgium	9,868	11,404	12,639	13,402	..		6.2	7.6	2.6	5.6	8.5	6.1	2.9				3.1	6.8	0.5	0.4
France	44,021	47,015	53,702	56,686	..		10.9	6.3	2.1	-0.7	2.3	3.0	-4.2	0.0	-5.5		-0.4	7.4	3.2	-5.6
Germany	29,173	34,679	38,136	41,211	..		6.8	6.3	4.5	4.0	2.2	4.7	5.6	1.8	3.5		5.2	4.2	3.1	6.1
Luxembourg	3,522	4,148	4,640	4,843	..		11.7	3.3	1.0	2.4	1.0	4.3	1.9				2.1	0.4	-2.0	3.5
Netherlands	10,475	11,732	12,314	13,779	..		4.3	3.8	8.3	6.5	-2.0	10.4	7.6				10.8	3.1	12.9	7.3
Switzerland	10,020	14,724	16,101	16,881	..		-1.1	-0.6	3.6	1.7	2.3	2.0	0.9				1.6	3.4	5.4	3.8
<i>Central/Eastern Eu.</i>	32,809	48,198	56,605	59,992																
Armenia	223	411	454	458	..	\$	9.1	1.3	0.9	132	183	123	115				-0.6	-0.2	2.0	1.2
Azerbaijan	78	657	2,433	2,365	..	\$	96	89	-3	-8.8	-21.9	15.6	-9.4				66.6	-19.7	1.0	-31.5
Belarus	253	440	685	791	..	\$	10.5	40.7	15.5	4.3	3.1	4.6	4.8				11.1	14.7	19.0	15.6
Bulgaria	2,412	3,637	3,748	4,059	..		3.8	2.2	4.9	1.7	2.8	4.6	0.2	0.8	3.0		6.4	7.0	3.6	5.4
Czech Rep	4,813	7,121	7,035	7,050	..		-0.2	1.5	0.8	2.0	-2.9	4.3	4.6				1.8	1.5	-3.2	3.2
Estonia	975	1,073	1,226	1,398	..		10.9	6.3	10.4	3.1	1.4	6.3	1.1				17.3	8.8	10.1	7.8
Georgia	241	659	1,411	1,720	..	\$	44.8	47.8	21.9	4.6	4.2	0.7	7.5				28.4	28.9	23.9	8.3
Hungary	4,101	5,628	5,117	5,272	..		1.0	-2.5	2.4	12.2	12.8	7.7	15.6				-4.7	9.0	0.7	3.5
Kazakhstan	701	1,005	1,347	1,344	..	\$	20.3	11.5	-0.2	-7.2	-23.0	-21.7	19.1				11.6	6.7	-9.1	-6.0
Kyrgyzstan	73	160	434	530	..	\$	123	22.0	21.9	-22.8	-12.1	-28.9					5.6	64.9	15.9	9.2
Latvia	343	642	747	864	..	€	14.0	5.3	11.9	10.8	12.6	14.3	7.2	14.5	7.9		5.4	5.7	15.9	18.0
Lithuania	921	958	1,317	1,467	..		29.3	9.1	0.6	6.0	17.0	0.4	6.3				-2.4	-5.7	-5.3	21.9
Poland	6,274	9,526	10,938	10,938	..		9.1	13.4	0.2	-8.5	1.3	-13.3	-10.7				-2.6	0.6	0.4	2.2
Rep Moldova	103	163	198	226	..	\$	14.2	6.4	13.6	0.0	-5.3	5.5	-0.7				22.3	12.3	9.0	13.7
Romania	1,061	1,140	1,468	1,590	..	€	18.5	12.1	4.8	9.3	7.9	13.4	27.5	-4.0	-26.4		6.9	-0.6	-4.1	18.7
Russian Federation	5,870	8,831	10,759	11,988	12,036	\$	28.3	-5.0	11.4	0.4	0.8	5.9	-2.7	-2.1			18.4	16.4	10.1	2.4
Slovakia	1,210	2,233	2,299	2,556	..		3.6	2.5	7.6	1.1	3.3	3.2	-0.8	-1.0	-1.5		6.3	3.6	14.5	4.8
Ukraine	3,125	3,788	4,842	5,083	..	\$	13.4	12.8	5.0	-68.8	-17.6	-66.7	-81.2				-1.4	2.5	8.9	1.3
Uzbekistan	28	121	..	..	..		..	..	..											
<i>Southern/Mediter. Eu.</i>	141,227	161,870	173,922	189,527																
Albania	854	1,613	1,464	1,473	..	€	-4.7	-2.1	-3.4	24.4	35.2	37.7	10.9				-7.5	-7.7	-18.8	29.0
Bosnia & Herzg	521	594	622	689	..		1.2	6.6	7.3	-6.2	-6.2	-6.2					8.0	8.9	6.0	7.4
Croatia	7,370	8,259	8,812	9,566	..	€	6.2	3.7	5.0	2.5	-3.0	2.7	2.8				6.2	4.9	4.8	6.9
Cyprus	2,318	2,108	2,599	2,917	..		16.1	9.5	8.6	-3.6	-5.3	15.3	-11.8	-12.0			0.3	-1.9	15.3	8.7
F.Yug.Rp.Macedonia	89	197	234	267	..	€	14.5	6.7	9.9	10.3	12.3	7.6	9.6	2.3	29.3		8.7	12.7	8.5	10.6
Greece	13,349	12,742	13,417	16,139	..		9.3	-0.6	16.4	10.8	17.3	8.6	11.5	4.6	30.7		-2.6	20.8	14.7	23.1
Israel	3,312	5,106	5,445	5,666	..	\$	3.9	2.6	4.1	2.9	17.7	15.8	-14.7	-18.7			-4.0	3.8	2.3	13.3
Italy	35,398	38,786	41,185	43,912	..		5.6	3.8	3.1	4.4	4.9	2.8	2.6	12.6	10.8		-2.6	4.7	4.9	2.2
Malta	755	1,079	1,270	1,404	..		11.9	8.5	6.9	7.6	8.0	9.4	6.5				7.0	9.5	5.3	7.2
Montenegro	276	732	826	884	..		12.2	3.8	3.5	2.4	13.1	2.2	2.2				-0.2	4.9	2.6	23.0
Portugal	7,712	10,077	11,056	12,284	..		7.2	5.6	7.5	12.2	5.9	13.4	13.7	15.3	10.4		7.3	8.9	6.4	8.0
Serbia	308	798	906	1,053	..	€	17.4	-0.3	11.9	8.1	6.7	13.6	6.5	9.9	0.7		8.0	8.6	14.9	13.8
Slovenia	1,805	2,552	2,580	2,709	..		2.6	1.7	1.6	0.2	2.3	1.8	-2.2	1.1	-0.3		-3.8	0.8	3.7	3.7
Spain	47,970	54,641	58,162	62,565	..		8.5	1.2	4.1	4.0	4.7	4.9	3.1	4.4	2.8		2.3	4.0	3.7	6.2
Turkey	19,191	22,585	25,345	27,997	..	\$	10.9	1.2	10.5	6.6	3.6	6.5	11.3	-0.5	1.5		31.1	18.3	4.1	3.2

Source: World Tourism Organization (UNWTO) ©

(Data as collected by UNWTO January 2015)

See box at page 'Annex-1' for explanation of abbreviations and signs used

## International Tourist Arrivals by (sub)region and selected countries and territories of destination

Series	Full year				Change			Monthly/quarterly data (% change over same period of the previous year)															
	2005	2010	2013	2014*	12/11	13/12	14*/13	2014*								2013							
				(1000)			(%)	YTD	Q1	Q2	Q3	Q4	Oct	Nov	Dec	Q1	Q2	Q3	Q4				
<b>Asia and the Pacific</b>	153,960	205,381	249,779	262,961	6.9	6.8	5.3	5.4	5.0	5.6	4.0	6.9	7.3	5.6	7.9	8.3	6.1	7.6	5.5				
<i>North-East Asia</i>	85,932	111,508	126,989	136,009	6.0	3.4	7.1	7.3	5.2	8.6	6.4	9.0	8.8	8.8	9.4	3.7	1.6	4.4	4.1				
China	TF	46,809	55,665	55,686	55,622	0.3	-3.5	-0.1	TF	-0.1	-5.7	0.8	1.2	3.0	-0.7	1.3	8.9	-1.5	-6.5	-5.1	-0.8		
Hong Kong (China)	TF	14,773	20,085	25,661	27,770	6.5	8.0	8.2	TF	8.2	13.5	7.5	6.8	5.6	9.9	5.5	2.1	7.4	9.9	9.6	5.1		
Japan	VF	6,728	8,611	10,364	13,414	34.4	24.0	29.4	VF	29.4	27.5	25.4	25.3	39.6	37.0	39.1	43.0	18.4	26.8	21.8	28.8		
Korea, Republic of	VF	6,023	8,798	12,176	14,202	13.7	9.3	16.6	VF	16.6	10.9	27.6	9.0	20.4	21.1	23.1	17.0	4.0	3.3	20.1	8.2		
Macao (China)	TF	9,014	11,926	14,268	14,566	5.0	5.1	2.1	TF	2.1	4.9	1.9	0.9	0.8	5.2	6.7	-8.5	7.6	7.0	5.3	0.9		
Mongolia	TF	339	456	418	393	3.4	-12.2	-6.0	TF	-6.0	-0.8	-12.5	-1.7	-9.3				-19.8	-12.3	-8.9	-12.6		
Taiwan (pr. of China)	VF	3,378	5,567	8,016	9,905	20.1	9.6	23.6	VF	23.6	23.8	29.2	21.8	20.0	24.7	17.4	18.4	10.7	2.6	14.0	11.6		
<i>South-East Asia</i>	48,971	70,477	94,283	96,578	8.7	11.3	2.4	2.4	4.5	0.6	-0.4	4.7	5.3	1.7	6.7	14.8	12.1	11.7	7.2				
Brunei Darussalam	TF	126	214	225	..	-13.6	7.6	..	TF							15.2	12.2	-0.3	2.6				
Cambodia	TF	1,333	2,508	4,210	4,503	24.4	17.5	7.0	TF	7.0	8.2	1.4	3.5	13.0	16.8	6.4	15.9	17.8	20.9	17.5	14.5		
Indonesia	TF	5,002	7,003	8,802	9,435	5.2	9.4	7.2	TF	7.2	10.1	9.1	6.0	4.2	12.3	-5.3	6.4	6.0	8.3	11.9	11.1		
Lao P.D.R.	TF	672	1,670	2,510	..	19.8	17.3	..	VF	8.1	8.3	4.2	11.9					15.8	3.8	30.1	8.2		
Malaysia	TF	16,431	24,577	25,715	..	1.3	2.7	..	TF	9.6	10.0	11.1	8.6		6.7			15.9	0.6	-4.9	1.2		
Myanmar	TF	660	792	2,044	..	29.8	93.0	..	TF	26.7	27.3	30.6	23.5		24.0			61.3	69.0	55.5	34.1		
Philippines	TF	2,623	3,520	4,681	..	9.1	9.6	..	TF	2.3	3.0	1.3	3.1		0.1			10.8	11.4	12.1	4.4		
Singapore	TF	7,079	9,161	11,898	..	6.8	7.2	..	VF	-3.4	0.0	-5.7	-5.2		-0.2	-3.6		8.6	9.8	11.8	-0.3		
Thailand	TF	11,567	15,936	26,547	24,780	16.2	18.8	-6.7	TF	-6.7	-9.0	-15.9	-10.1	7.0	6.1	2.5	11.8	22.1	24.3	21.4	9.3		
Timor-Leste	TF	..	45	78	..	9.6	41.5	..	VF	3.8	5.3	2.5						5.0	3.1	73.6	77.8		
Vietnam	VF	3,478	5,050	7,572	7,874	9.5	10.6	4.0	VF	4.0	29.3	12.6	-9.7	-12.4	-11.1	-16.7	-9.0	-6.2	13.5	26.3	12.5		
<i>Oceania</i>	10,911	11,383	12,491	13,225	4.2	4.6	5.9	5.9	4.9	8.3	4.7	6.0	6.5	6.7	5.2	4.9	4.1	4.3	5.0				
American Samoa	TF	24	23	..	..	-1.5	..	..	TF														
Australia	VF	5,463	5,790	6,382	..	4.5	5.8	..	VF	8.6	7.7	11.6	7.0					5.4	3.6	6.3	7.3		
Cook Is	TF	88	104	121	121	8.2	-1.0	0.2	TF	0.2	3.9	3.0	-2.4	-1.5	3.5	-9.0	0.7	-0.4	-4.5	-0.2	1.0		
Fiji	TF	545	632	658	693	-2.1	-0.4	5.3	TF	5.3	3.0	4.7	4.6	8.5	8.3	8.0	9.3	-5.0	8.3	-2.4	-2.4		
French Polynesia	TF	208	154	164	..	3.8	-2.7	..	TF	9.6	11.0	11.3	3.6		20.4			4.1	-3.1	-5.7	-4.4		
Guam	TF	1,228	1,197	1,334	1,342	12.8	2.0	0.6	TF	0.6	-2.7	5.6	0.3	0.6	2.0	-1.3	1.0	5.7	4.3	-0.6	-1.0		
Kiribati	TF	5	5	6	..	-6.8	19.6	..	VF	5.3	5.5	4.9						38.5	7.8	14.0	18.2		
Marshall Is	TF	9	5	5	..	0.7	13.7	..	TF*	-18.1	-15.0	-21.0						34.6	27.4	1.2	0.5		
Micronesia (Fed.Stof)	TF	19	45	42	..	8.2	9.9	..	TF	-12.9	7.6	-27.5	-13.7					-16.3	16.6	22.4	24.3		
N.Mariana Is	TF	498	375	..	..	..	..	..	VF	4.7	4.8	1.5	-1.8	15.1	11.6	16.2	17.1	7.0	12.1	14.0	5.0		
New Caledonia	TF	101	99	108	..	0.3	-4.0	..	TF	-1.4	-4.5	-4.7	-1.8		6.0	6.5		-5.6	-3.9	-1.2	-5.2		
New Zealand	TF	2,353	2,435	2,629	..	-1.5	6.3	..	VF	5.1	4.3	6.7	2.7	6.7	8.0	7.7	5.4	6.1	5.2	6.2	6.1		
Niue	TF	3	6	7	..	-17.2	39.6	..	TF	4.8	-7.4	6.0	7.7					20.9	44.3	43.5	39.2		
Palau	TF	81	86	105	141	8.9	-11.5	34.0	TF	34.0	4.3	38.4	38.2	63.2	53.4	77.2	59.6	0.6	-21.1	-15.2	-12.0		
Papua New Guinea	TF	69	140	174	..	6.3	3.6	..	TF	-4.1	-16.5	0.6	4.4					9.0	17.5	-6.1	-1.6		
Samoa	TF	102	122	116	..	4.1	-8.0	..	VF	5.0	6.7	1.5	4.6	7.6	0.3	11.5	10.3	-8.0	-15.3	-1.2	-5.3		
Solomon Is	TF	9	21	24	..	4.2	2.2	..	TF	-17.6	-10.6	-20.5	-20.4					14.3	-10.6	10.3	-0.7		
Tonga	TF	42	47	51	..	6.9	2.8	..	TF	0.8	-2.1	2.7						2.0	1.5	3.3	3.9		
Tuvalu	TF	1	2	1	..	-15.2	27.7	..	TF	-9.7	-11.4	-7.7						55.0	33.3	57.5	-16.4		
Vanuatu	TF	62	97	110	..	15.1	1.8	..	TF	-1.7	1.6	-7.3	1.0					-1.4	8.8	-0.3	0.4		
<i>South Asia</i>	8,147	12,014	16,015	17,149	5.9	11.4	7.1	7.1	5.9	7.8	9.5	5.4	6.9	2.9	6.5	10.6	13.2	15.4	7.7				
Bangladesh	TF	208	303	148	..	-19.4	18.4	..	TF										59.1	22.0	4.2	-7.9	
Bhutan	TF	14	41	116	..	59.1	10.5	..	TF*	28.9	-9.9	37.1	89.1		8.6	13.8		17.0	-6.4	-6.9	2.4		
India	TF	3,919	5,776	6,968	7,462	4.3	5.9	7.1	TF	7.1	3.8	7.4	13.1	6.0	9.6	2.2	6.8	4.1	5.1	7.7	7.1		
Iran	VF	1,889	2,938	4,769	..	14.3	24.4	..	VF										32.7	29.6	27.3	11.2	
Maldives	TF	395	792	1,125	1,205	2.9	17.4	7.1	TF	7.1	9.7	13.5	7.5	-1.0	2.8	-5.1	-1.2	14.6	21.9	19.3	15.2		
Nepal	TF	375	603	798	..	9.1	-0.7	..	VF(1)									-3.8	-4.1	6.0	0.3		
Pakistan	TF	798	907	..	..	-16.8	..	..	TF														
Sri Lanka	TF	549	654	1,275	1,527	17.5	26.7	19.8	TF	19.8	24.8	24.4	18.5	13.4	13.6	9.4	16.1	29.6	27.8	33.1	18.8		

Source: World Tourism Organization (UNWTO) ©

(Data as collected by UNWTO January 2015)

See box at page 'Annex-1' for explanation of abbreviations and signs used

(1) Air arrivals only

## International Tourism Receipts by (sub)region and selected countries and territories of destination

	Full year (US\$)				Local currencies, current prices (% change over same period of the previous year)																
	2005	2010	2012	2013	2014*	2013															
	(million)				Series	(%)	YTD	Q1	Q2	Q3	Q4	Oct	Nov	Dec	Q1	Q2	Q3	Q4			
<b>Asia and the Pacific</b>	136,826	255,803	329,257	360,483																	
<i>North-East Asia</i>	65,280	128,493	167,364	184,851																	
China	29,296	45,814	50,028	51,664	56,913	\$	5.8	3.2	3.3	10.2	4.8	10.7	11.2	13.4	8.1	10.4	22.8	3.9	-0.2	2.0	7.7
Hong Kong (China)	10,294	22,200	33,074	38,934	..		28.4	15.8	17.7	0.5	10.2	-9.1	0.8					20.2	28.4	15.5	9.4
Japan	6,630	13,199	14,576	15,131	..		-24.5	32.9	27.0	29.8	29.3	26.7	29.0		32.5	39.3		11.1	22.8	29.6	44.5
Korea, Republic of	5,806	10,328	13,429	14,629	18,147	\$	20.8	7.6	8.9	24.1	15.7	16.3	28.2	35.0	25.8	49.7	31.7	2.1	-1.9	19.7	18.0
Macao (China)	7,933	27,802	43,860	51,796	..		38.6	13.6	18.1	6.6	18.6	7.3	-5.5					8.4	11.0	12.7	43.1
Mongolia	177	244	442	189	195	\$	-10.6	102.7	-57.2	3.0	31.7	0.5	6.2	-19.3	-28.2	-10.6	-8.5	-72.3	-59.7	-44.3	-68.3
Taiwan (pr. of China)	4,977	8,721	11,770	12,323	..	\$	26.9	6.4	4.7	16.6	18.1	18.8	13.0					1.5	7.2	18.3	-6.4
<i>South-East Asia</i>	34,980	68,527	95,865	108,286																	
Brunei Darussalam	191	..	92	..	..		..	..	..												
Cambodia	840	1,519	2,462	2,659	..		33.1	17.4	7.9	10.9	10.2	12.0	10.5								
Indonesia	4,522	6,958	8,324	9,119	..	\$	14.9	4.1	9.6	8.9	10.7	9.3	6.7					5.9	9.9	12.9	9.6
Lao P.D.R.	147	382	506	596	..	\$	6.4	24.6	17.8												
Malaysia	8,847	18,115	20,250	21,496	..		3.1	4.0	8.3	8.7	9.2	11.3	5.6					21.9	6.2	0.5	6.5
Myanmar	67	72	539	929	..	\$	351	66	72												
Philippines	2,265	2,630	4,061	4,691	..	\$	21.3	27.3	15.5	6.8	0.8	14.7	6.5					16.1	14.5	27.1	6.9
Singapore	6,209	14,178	18,934	19,057	..		17.7	4.0	0.8	0.4	6.6	-2.3	-3.0					-4.0	4.1	8.6	-4.8
Thailand	9,576	20,104	33,826	42,080	..		30.5	26.7	23.1	-8.2	-4.2	-8.4	-12.4					22.8	27.9	32.6	12.7
Timor-Leste	..	26	21	29	..		-18	0	38												
Vietnam	2,300	4,450	6,850	7,530	7,300	\$	28.3	20.0	9.9												
<i>Oceania</i>	26,607	38,746	43,113	42,935																	
Australia	16,748	28,598	31,898	31,254	31,598		-1.2	0.0	5.1	8.3	8.2	8.7	9.8	6.5	8.8	6.9	3.5	3.6	3.8	4.7	8.1
Cook Is	91	110	..	..	..		..	..	..												
Fiji	485	634	729	719	..		6.6	0.7	1.3	6.4	5.0	6.8	7.1					-2.9	12.0	-2.1	-0.1
French Polynesia	530	406	438	458	..		8.1	3.0	1.2												
Micronesia (Fed.St.of)	16	24	22	24	..		-10.6	2.2	7.3												
New Caledonia	149	129	165	168	..		22.8	7.9	-1.7												
New Zealand	6,473	6,522	7,128	7,472	..		2.7	-5.3	3.6	8.2	10.4	7.9	4.7					1.4	1.5	7.0	5.6
Palau	76	91	133	112	..	\$	26.8	15.6	-15.6												
Papua New Guinea	4	2	2	..	..		85.5	-60.0	..												
Samoa	73	123	148	136	..		1.6	9.0	-7.1	6.1	4.9	7.7	2.5		3.3	20.0		-6.2	-17.7	1.0	-3.3
Solomon Is	2	54	57	61	..		25.0	-23.0	5.7	-3.8	-6.5	-10.5	4.3					-1.1	-9.5	7.3	28.3
Tonga	15	27	41	..	..		-4.8	44.1	..												
Tuvalu	1	2	3	2	..		..	..	..												
Vanuatu	85	217	261	265	..		-3.8	19.6	3.6												
<i>South Asia</i>	9,959	20,036	22,916	24,411																	
Afghanistan	..	55	56	56	..		29.9	-14.1	8.8												
Bangladesh	75	81	105	128	..		13.5	33.8	16.3									5.9	-0.1		
Bhutan	19	35	63	63	73	\$	36.2	31.4	1.1	15.6	-12.7	31.7	29.2	13.8	4.0	18.3	53.6	17.8	-6.1	-8.4	3.6
India	7,493	14,490	17,971	18,397	19,657		19.6	21.8	14.0	11.5	6.2	15.6	18.6	8.4	13.9	5.0	7.3	22.5	11.8	11.1	10.1
Iran	791	2,438	1,114	1,294	..	\$	-3.6	-52.6	16.2												
Maldives	826	1,713	1,877	2,031	..	\$	9.0	0.5	8.2												
Nepal	132	343	352	438	..		13.7	4.8	36.1	32.1	35.0	29.6						24.5	39.7	39.7	38.7
Pakistan	182	305	339	288	282	\$	22.3	-9.1	-15.0	-2.1	-10.0	9.1	-1.5	-4.1	0.0	-18.2	3.7	-23.8	-19.5	-9.3	-3.9
Sri Lanka	429	576	1,039	1,715	..		40.9	44.5	67.0	91.6	97.6	83.8						26.9	25.0	71.1	54.2

Source: World Tourism Organization (UNWTO) ©

(Data as collected by UNWTO January 2015)

See box at page 'Annex-1' for explanation of abbreviations and signs used

## International Tourist Arrivals by (sub)region and selected countries and territories of destination

	Full year				Change			Monthly/quarterly data (% change over same period of the previous year)															
	Series	2005	2010	2013	2014*	12/11	13/12	14*/13	Series	2014*								2013					
		(1000)			(%)					YTD	Q1	Q2	Q3	Q4	Oct	Nov	Dec	Q1	Q2	Q3	Q4		
<b>Americas</b>		133,317	150,452	168,140	180,649	4.4	3.5	7.4		7.4	5.3	11.8	6.6	6.3	8.9	5.7	4.6	3.1	1.9	4.0	4.5		
<b>North America</b>		89,891	99,520	110,509	119,546	4.1	3.9	8.2		8.2	6.9	13.3	6.4	6.3	9.7	6.8	2.7	4.4	2.9	4.3	3.8		
Canada	TF	18,771	16,219	16,590	..	2.0	1.5	..	TF	3.1	-3.8	4.9	3.8		8.5	-0.5		3.3	-0.7	2.2	1.8		
Mexico	TF	21,915	23,290	24,151	..	0.0	3.2	..	TF	19.3	15.3	24.3	15.5		22.9	25.6		0.2	2.2	8.3	2.5		
United States	TF	49,206	60,010	69,768	..	6.1	4.7	..	TF	7.0	5.1	11.9	4.7		6.1			6.7	4.3	4.1	4.8		
<b>Caribbean</b>		18,803	19,539	21,138	22,538	3.1	2.8	6.6		6.6	3.7	7.5	7.5	8.4	11.9	8.3	6.5	1.0	-0.2	1.8	6.5		
Anguilla	TF	62	62	69	..	-1.6	6.8	..	TF	2.2	0.2	5.5	1.5		-3.3	3.4		4.2	8.2	6.5	8.9		
Antigua, Barb	TF	245	230	244	249	2.3	-1.2	2.2	TF(1)	2.2	4.3	10.7	-5.9	-0.7	6.0	-4.5	-1.4	-1.3	-10.2	5.5	2.2		
Aruba	TF	733	825	979	1,072	4.0	8.3	9.5	TF	9.5	2.2	8.5	13.6	13.0	20.8	10.1	9.5	6.7	4.2	6.4	15.9		
Bahamas	TF	1,608	1,370	1,364	..	5.6	-4.0	..	TF	3.5	1.1	5.7						-2.9	-7.3	-5.2	0.6		
Barbados	TF	548	532	509	..	-5.5	-5.2	..	TF	0.2	-1.2	1.8	-2.8		2.4	7.8		-6.5	-7.1	-5.0	-2.0		
Bermuda	TF	270	232	236	..	-1.7	1.8	..	TF	-3.3	-1.1	-2.9	-5.8		3.6			-1.0	-0.2	2.4	6.3		
Br. Virgin Is	TF	337	330	366	..	4.0	4.2	..	TF	3.9	3.0	4.6	7.9		-8.4			4.6	3.0	6.2	3.4		
Cayman Islands	TF	168	288	345	383	4.1	7.4	10.8	TF	10.8	5.2	14.4	20.2	6.4	17.8	3.9	3.6	8.2	4.1	7.2	10.2		
Cuba	TF	2,261	2,507	2,829	..	4.7	0.5	..	VF	5.3	5.0	2.4	2.9	10.0	11.5	10.8	8.6	-0.5	-3.6	0.7	5.9		
Curaçao	TF	222	342	441	452	7.8	4.7	2.6	TF	2.6	-4.1	-1.9	5.8	9.9	12.0	9.5	8.5	7.1	6.0	0.4	5.5		
Dominica	TF	79	77	78	..	3.4	0.2	..	TF	3.7	0.5	12.0	3.8		-4.7			3.7	-8.3	-5.0	10.7		
Dominican Rp	TF	3,691	4,125	4,690	5,141	5.9	2.8	9.6	TF	9.6	3.7	14.3	11.5	10.4	14.0	9.3	9.0	-0.6	1.4	2.8	8.6		
Grenada	TF	99	110	116	..	-1.7	0.2	..	TF	12.4	2.3	30.8	10.8					4.5	-8.7	-0.3	3.4		
Guadeloupe	TCE	372	392	487	..	2.5	49.8	..	THS														
Haiti	TF	112	255	420	..	0.1	20.2	..	TF	21.1	14.9	24.2	24.2					20.2	4.2	29.6	26.3		
Jamaica	TF	1,479	1,922	2,008	2,080	1.8	1.1	3.6	TF	3.6	-0.2	3.1	5.0	7.0	9.8	6.2	5.9	-2.5	0.3	0.7	7.2		
Martinique	TF	484	476	490	490	-1.6	0.5	0.0	TF	0.0	3.7	3.8	-4.7	-4.1	1.1	-10.1	-3.4	0.2	-0.9	-5.1	10.0		
Montserrat	TF	10	6	7	..	35.5	-1.5	..	TF	13.5	24.9	38.7	-17.9		29.4			23.9	37.8	54.8	-42.6		
Puerto Rico	TF	3,686	3,186	3,200	..	0.7	4.3	..	THS	6.7	5.3	4.6	8.4		15.8			3.8	0.2	0.0	0.7		
Saint Lucia	TF	318	306	319	338	-1.8	3.9	6.1	TF	6.1	5.4	6.6	6.2	6.4	1.9	7.0	9.2	2.5	7.8	0.5	4.8		
St. Kitts-Nev	TF	141	98	107	..	2.5	2.6	..	TF	4.3	-2.3	10.1	7.8					9.7	0.7	-2.3	-0.1		
St. Maarten	TF	468	443	467	..	7.6	2.2	..	TF(1)	7.4	5.5	11.9	5.2					2.1	0.1	0.9	5.6		
St. Vincent, Grenadines	TF	96	72	72	..	0.7	-3.5	..	TF	-1.7	-1.6	0.7	-4.2		-1.2			-6.7	-7.6	0.2	0.8		
Trinidad Tbg	TF	463	388	434	..	5.5	-4.5	..	TF														
Turks, Caicos	TF	176	281	291	..	-17.6	-0.4	..	TF	25.3	30.2	20.3						-15.1	1.9	13.8	6.2		
US. Virgin Is	TF	594	590	570	..	9.1	-1.8	..	VF(1)	3.9	-2.2	5.0	9.3	6.6	15.1	5.0	3.7	-1.4	-8.6	-8.8	-0.7		
<b>Central America</b>		6,301	7,908	9,087	9,608	7.3	2.6	5.7		5.7	3.8	9.3	4.4	5.9	3.5	3.4	9.5	3.2	0.6	2.2	3.9		
Belize	TF	237	242	294	321	10.7	6.1	9.2	TF	9.2	9.7	14.6	8.8	3.1	6.7	-1.7	4.9	13.0	4.1	4.0	1.7		
Costa Rica	TF	1,679	2,100	2,428	2,527	6.9	3.6	4.1	TF	4.1	5.7	4.9	3.3	1.8	-0.6	0.9	3.9	2.4	3.1	3.5	5.9		
El Salvador	TF	1,127	1,150	1,283	1,345	5.9	2.2	4.9	TF	4.9	-2.7	20.5	2.7	0.7	-4.4	-0.6	4.5	3.6	-2.5	4.4	3.3		
Guatemala	TF	..	1,219	1,331	1,455	6.5	2.0	9.3	TF	9.3	6.9	15.0	3.6	13.0	13.1	5.8	19.7	5.3	2.4	2.0	-1.3		
Honduras	TF	673	863	863	885	2.7	-3.5	2.6	TF	2.6	3.0	2.6	0.9	4.1	-0.8	-6.1	20.1	-3.8	-6.1	-3.3	-0.3		
Nicaragua	TF	712	1,011	1,229	1,329	11.3	4.2	8.1	TF	8.1	2.7	11.9	7.2	10.8	5.9	12.5	12.5	6.5	2.2	3.0	4.9		
Panama	TF	702	1,324	1,658	1,745	9.1	3.2	5.2	VF	4.7	2.5	2.3	7.3	6.8	5.8	5.7	8.4	5.3	2.1	3.7	10.1		
<b>South America</b>		18,322	23,486	27,407	28,957	5.8	2.7	5.7		5.7	2.4	9.6	7.4	4.9	5.5	1.0	7.5	0.8	0.0	4.2	6.0		
Argentina	TF	3,823	5,325	5,571	..	-2.1	-0.3	..	TF	13.9	15.3	18.8	10.0		15.8	7.7		-6.9	-3.9	2.5	8.2		
Bolivia	TF	524	679	798	..	12.2	0.0	..	THS														
Brazil	TF	5,358	5,161	5,813	..	4.5	2.4	..	TF										2.9	-0.3	3.5	3.0	
Chile	TF	2,027	2,801	3,576	3,673	13.3	0.6	2.7	TF	2.7	-1.0	2.4	2.0	8.0	3.9	1.3	16.7	1.1	-4.3	-0.2	4.2		
Colombia	TF	933	2,385	2,288	..	6.5	5.2	..	VF(2)	13.5	11.8	11.3	16.2		16.0	12.9		3.7	9.1	8.5	12.6		
Ecuador	VF	860	1,047	1,364	1,557	11.5	7.2	14.1	VF	14.1	12.4	16.6	14.5	13.3	11.6	13.8	14.2	7.5	1.3	7.7	12.1		
Guyana	TF	117	152	197	..	12.6	11.7	..	TF									37.7	0.9	2.1	13.6		
Paraguay	TF	341	465	610	643	10.6	5.3	5.4	TF	5.4	5.1	4.5	4.5	7.0	6.6	7.1	7.2	8.7	4.0	4.9	3.8		
Peru	TF	1,571	2,299	3,164	..	9.5	11.2	..	TF	1.4	3.7	0.1	2.0		-2.7			7.8	14.4	11.0	11.8		
Suriname	TF	160	204	249	..	8.9	3.8	..	TF	1.4	-3.7	12.6						10.7	-0.4	5.9	-0.8		
Uruguay	TF	1,808	2,349	2,684	2,681	-5.7	-0.4	-0.1	TF	-0.1	-10.3	11.1	5.1	2.5	11.3	-12.2	8.1	-0.7	-10.8	5.1	3.6		
Venezuela	TF	706	526	986	..	66.1	-0.2	..	VF									4.1	4.2	3.2	-2.0		

Source: World Tourism Organization (UNWTO) ©

(Data as collected by UNWTO January 2015)

See box at page 'Annex-1' for explanation of abbreviations and signs used

(1) Non-resident air arrivals only; (2) Data Departamento Administrativo de Seguridad (DAS)

## International Tourism Receipts by (sub)region and selected countries and territories of destination

	Full year (US\$)				Local currencies, current prices (% change over same period of the previous year)																	
	2005	2010	2012	2013	2014*	2013																
	(million)				Series	2013																
						11/10	12/11	13/12	2014*	YTD	Q1	Q2	Q3	Q4	Oct	Nov	Dec	Q1	Q2	Q3	Q4	
<b>Americas</b>	165,016	214,961	248,952	264,446																		
<b>North America</b>	126,924	164,831	191,395	204,736	0																	
Canada	13,651	15,829	17,407	17,656	..	1.9	4.6	4.7	6.1	2.8	7.7	6.9						6.3	2.8	4.0	6.4	
Mexico	11,803	11,992	12,739	13,949	..	\$ -1.0	7.3	9.5	16.5	13.9	22.0	16.7			10.0	14.6		7.8	8.2	12.1	10.3	
United States	101,470	137,010	161,249	173,131	179,038	sa	10.1	6.9	7.4	3.4	3.3	5.2	3.1	2.0	2.6	1.5	2.0	10.0	5.3	7.0	7.3	
<b>Caribbean</b>	20,888	22,601	24,322	25,455	0																	
Anguilla	86	99	113	122	..	12.4	0.9	7.9	4.7	2.5	8.7	3.5						6.2	10.4	5.8	13.7	
Antigua, Barb	313	298	319	299	..	4.7	2.3	-6.4	2.4	2.5	8.6	-4.2						-2.2	-9.7	4.7	2.3	
Aruba	1,097	1,251	1,402	1,503	..	8.0	3.8	7.2	7.3	4.3	5.5	13.1						6.3	7.0	4.1	10.7	
Bahamas	2,069	2,163	2,311	2,162	..	-1.0	7.9	-6.5	1.5	-0.4	3.5							-4.4	-11.8	-8.1	-3.5	
Barbados	896	1,034	918	964	..	-6.9	-4.7	5.0	0.5	-0.7	2.0	0.9						4.2	2.6	22.0	-23.7	
Bermuda	429	442	454	440	..	6.3	-3.4	-3.1	-3.7	-6.7	-2.8							-4.3	-7.1	-4.0	7.7	
Br. Virgin Is	412	389	397	421	..	..	..	..	..	..	..	..						..	..	..	..	
Cayman Islands	356	485	489	500	..	-5.6	6.9	2.2	..	..	..	..						..	..	..	..	
Cuba	2,322	2,187	2,326	2,344	..	-3.4	1.9	0.8	4.9	6.2	0.5	7.9						-3.8	-5.4	4.0	19.5	
Curaçao	244	385	543	583	..	..	..	..	0.3	-3.9	6.0							11.8	-0.7	8.3	9.1	
Dominica	57	94	76	82	..	13.1	-28.1	7.7	9.3	9.9	18.0	1.5						1.7	-2.9	6.0	25.0	
Dominican Rp	3,518	4,163	4,687	5,065	..	\$ 5.5	6.7	8.1	11.5	9.2	15.0	11.0						-1.5	8.4	13.9	14.7	
Grenada	71	112	122	120	..	4.6	4.1	-1.2	9.2	-0.4	42.1	1.1						7.3	-19.9	7.9	-2.8	
Guadeloupe	306	510	..	671	..	8.8	..	..	..	..	..	..						..	..	..	..	
Haiti	80	169	447	568	..	-2.4	185.6	31.7	..	..	..	..						..	..	..	..	
Jamaica	1,545	2,001	2,046	2,074	..	\$ 0.6	1.7	1.4	..	..	..	..						..	..	..	..	
Martinique	280	472	462	484	..	4.1	-3.0	1.3	..	..	..	..						..	..	..	..	
Montserrat	9	6	7	8	..	-11.8	35.5	8.0	10.9	23.3	33.6	-21.4						21.7	40.5	64.2	-47.6	
Puerto Rico	3,239	3,211	3,193	3,334	..	\$ -2.1	1.6	4.4	..	..	..	..						..	..	..	..	
Saint Lucia	382	309	337	354	..	3.8	5.2	5.0	8.5	6.9	8.3	11.2						6.1	10.7	2.8	0.4	
St. Kitts-Nev	121	90	95	101	..	5.1	1.0	6.4	8.1	4.2	11.6	10.5						5.6	5.5	3.2	10.8	
St. Maarten	659	674	842	857	..	..	..	..	6.5	2.6	12.9							2.8	-3.0	1.9	4.9	
St. Vincent, Grenadines	104	86	94	92	..	6.4	2.7	-1.9	0.6	0.3	2.2	-0.8						0.0	-7.6	-1.0	0.3	
Trinidad Tbg	453	450	..	..	..	\$ 4.9	..	..	..	..	..	..						..	..	..	..	
US. Virgin Is	1,432	1,013	1,153	1,232	..	7.2	6.2	6.9	..	..	..	..						..	..	..	..	
<b>Central America</b>	4,486	6,626	8,653	9,343																		
Belize	214	249	298	351	..	-0.5	20.3	17.9	8.5	5.0	13.1							23.9	14.8	17.5	13.9	
Costa Rica	1,671	1,999	2,313	2,665	..	\$ 7.7	7.5	15.2	8.5	8.7	9.3	7.3						16.5	20.5	19.0	5.9	
El Salvador	361	390	558	621	..	\$ 6.4	34.5	11.3	47.7	41.4	67.9	38.0						15.7	-2.8	5.9	23.2	
Guatemala	791	1,378	1,419	1,481	..	\$ -2.0	5.1	4.4	4.6	6.3	9.9	1.4		1.9	-0.5			8.3	3.9	1.8	3.5	
Honduras	463	625	679	608	..	\$ 1.8	6.6	-10.4	3.2	2.0	4.9	2.9						-4.3	-12.7	-10.6	-15.5	
Nicaragua	206	309	422	417	..	\$ 22.6	11.5	-1.0	6.7	6.9	14.4	-0.5						-4.2	-10.0	-3.9	13.9	
Panama	780	1,676	2,965	3,201	..	55.4	13.8	8.0	5.5	4.7	5.7	5.4	6.3	4.0	7.3	7.5		-2.0	2.5	7.6	15.0	
<b>South America</b>	12,718	20,903	24,581	24,912																		
Argentina	2,729	4,942	4,887	4,313	..	\$ 8.3	-8.7	-11.7	10.1	7.8	6.2	17.3						-16.8	-14.3	-21.5	6.3	
Bolivia	239	379	594	573	..	\$ 27.1	23.5	-3.6	17.0	17.0								-6.3	-15.5	4.5	1.1	
Brazil	3,861	5,702	6,645	6,704	6,914	\$ 15.0	1.4	0.9	3.1	-7.8	20.2	14.5	-10.9	-8.6	-14.5	-9.6		0.0	0.6	1.7	1.5	
Chile	1,109	1,645	2,150	2,219	..	\$ 14.9	13.8	3.2	-1.7	-7.3	0.2	5.0						3.5	4.7	0.5	3.8	
Colombia	1,539	2,797	3,460	3,611	..	\$ 7.6	15.0	4.3	14.5	10.8	8.6	23.5						-3.6	8.3	4.0	8.5	
Ecuador	486	781	1,033	1,246	..	\$ 7.9	22.4	20.7	20.8	22.8	21.9	17.8						18.8	11.1	23.1	29.2	
Guyana	35	80	64	77	..	19	-33	21	..	..	..	..						..	..	..	..	
Paraguay	78	217	265	273	282	\$ 10.7	9.9	3.1	3.4	2.9	2.0	3.0	4.9	4.5	5.0	5.2		5.3	1.6	3.2	2.2	
Peru	1,308	2,008	2,443	3,009	..	\$ 12.6	8.0	23.2	0.3	1.9	0.3	-1.2						19.8	25.2	25.6	22.0	
Suriname	45	61	71	84	..	\$ 0.0	16.1	19.1	..	..	..	..						..	..	..	..	
Uruguay	594	1,509	2,076	1,921	..	\$ 46.0	-5.8	-7.5	-8.4	-13.9	-1.4	-1.0	-6.3	-14.5	-10.0	1.9		-11.8	-22.5	0.5	8.9	
Venezuela	650	740	844	..	..	\$ -0.1	14.2	..	..	..	..	..						..	..	..	..	

Source: World Tourism Organization (UNWTO) ©

(Data as collected by UNWTO January 2015)

See box at page 'Annex-1' for explanation of abbreviations and signs used

## International Tourist Arrivals by (sub)region and selected countries and territories of destination

	Full year				Change			Monthly/quarterly data (% change over same period of the previous year)													
	Series	2005	2010	2013	2014*	12/11	13/12	14*/13	Series	2014*				2013							
		(1000)				(%)				YTD	Q1	Q2	Q3	Q4	Oct	Nov	Dec	Q1	Q2	Q3	Q4
<b>Africa</b>		34,780	49,694	54,745	56,028	5.2	4.8	2.3		2.3	6.3	2.4	2.0	-0.9	-2.8	0.1	0.1	3.1	2.5	5.7	5.7
<b>North Africa</b>		13,911	18,757	19,639	19,747	8.7	6.0	0.5		0.6	8.5	2.1	1.3	-8.2	-9.3	-6.0	-8.8	0.1	0.7	7.1	4.8
Algeria	VF	1,443	2,070	2,733	..	10.0	3.7	..	VF												
Morocco	TF	5,843	9,288	10,046	10,282	0.4	7.2	2.4	TF	2.4	8.4	4.4	2.4	-4.6	-7.6	-1.4	-4.0	3.4	-0.3	14.1	8.3
Sudan	TF	246	495	591	..	7.1	2.9	..	TF												
Tunisia	TF	6,378	6,903	6,269	6,069	24.4	5.3	-3.2	TF	-3.2	7.1	-1.9	-1.1	-15.3	-12.8	-15.1	-18.8	-1.6	8.6	5.1	6.8
<b>Subsaharan Africa</b>		20,869	30,937	35,107	36,281	3.4	4.2	3.3		3.2	5.5	2.6	2.5	2.5	0.8	2.5	3.8	4.4	3.7	4.6	6.2
Angola	TF	210	425	650	..	9.8	23.1	..	TF									-32.1	-30.5	104	50.0
Benin	TF	176	199	231	..	5.3	5.0	..	TF									2.2	17.1	-2.3	13.3
Botswana	TF	1,474	2,145	..	..	..	..	..	TF												
Burkina Faso	THS	245	274	218	..	-0.4	-8.0	..	THS									-20.9	-6.0	-6.9	4.4
Burundi	TF	148	142	..	..	..	..	..	TF												
Cameroon	TF	176	569	912	..	35.3	12.3	..	THS												
Cabo Verde	THS	198	336	503	..	12.6	4.3	..	THS	-4.6	1.2	4.5	-18.7					17.6	-3.0	-0.8	1.5
Cent.Afr.Rep.	TF	12	54	..	..	8.3	..	..	TF												
Chad	THS	29	71	100	..	11.7	16.3	..	THS									-22.6	9.6	-4.8	57.8
Comoros	TF	26	15	..	..	..	..	..	TF												
Congo	THS	35	194	297	..	17.9	15.6	..	THS									13.5	11.5	21.7	13.8
Côte d'Ivoire	VF	..	252	..	..	7.0	..	..	TF												
Dem.R.Congo	TF	61	81	191	..	-10	14	..	TF												
Djibouti	TF	30	51	63	..	7.1	5.0	..	NHS												
Eritrea	VF	83	84	..	..	..	..	..	VF												
Ethiopia	TF	227	468	681	..	13.9	14.2	..	TF									13.0	13.0	12.6	17.9
Gabon	TF	151	..	..	..	..	..	..	TF												
Gambia	TF	108	91	171	..	48.4	8.8	..	TF									5.1	-8.0	51.1	10.7
Ghana	TF	429	931	..	..	..	..	..	TF												
Guinea	TF	45	12	56	..	-26.7	-41.7	..	TF									-63.7	-56.9	13.4	-43.2
Kenya	TF	1,399	1,470	1,433	..	-7.5	-11.5	..	VF(1)	-16.7	0.4	-28.4	-13.0		-41.9			-18.4	-4.7	-21.2	2.0
Lesotho	TF	..	414	320	..	-20.3	0.9	..	VF									19.3	3.4	9.5	-15.1
Madagascar	TF	277	196	196	..	13.7	-23.3	..	TF	12.5	20.3	14.5	7.5		4.2			-12.5	-29.8	-27.2	-21.2
Malawi	TF	438	746	..	..	0.4	..	..	TF												
Mali	TF	143	169	142	..	-16.3	6.0	..	TF									-33.0	71.5	35.0	39.6
Mauritius	TF	761	935	993	1,039	0.1	2.9	4.6	TF	4.6	-1.0	10.5	5.5	4.9	9.5	2.4	3.2	1.5	0.3	6.9	3.0
Mozambique	TF	578	1,718	1,886	..	11.1	-10.7	..	THS												
Namibia	TF	778	984	1,176	..	5.0	9.0	..	TF									9.8	10.0	14.2	2.3
Niger	TF	58	74	123	..	14.1	30.9	..	TF									22.0	25.6	19.0	54.7
Nigeria	TF	1,010	1,555	600	..	-32.0	23.5	..	TF												
Reunion	TF	409	421	416	..	-5.3	-6.8	..	TF	-1.4	-1.4	-1.4						-9.9	-9.9	-4.1	-4.1
Rwanda	TF	..	504	864	..	18.5	6.0	..	VF									20.7	7.0	-4.0	1.8
Sao Tome Prn	TF	16	8	..	..	..	..	..	TF												
Senegal	TF	769	900	1,063	..	-0.6	10.5	..	TF*												
Seychelles	TF	129	175	230	233	7.0	10.7	1.0	TF	1.0	-2.7	-0.1	0.1	6.5	3.8	9.2	6.9	19.2	9.4	9.2	5.9
Sierra Leone	TF	40	39	81	44	13.9	36.0	-46.2	TF	-46.2	-20.5	-22.1	-65.5	-78.3	-60.1	-85.9	-85.9	37.6	18.7	59.6	35.7
South Africa	TF	7,369	8,074	9,537	..	10.2	3.8	..	TF	8.5	8.5							5.0	1.5	2.9	5.5
Swaziland	TF	837	868	968	..	1.0	9.0	..	VF	2.0	4.4	4.1	-3.1		-4.5	12.4		0.3	3.0	7.2	-3.5
Tanzania	TF	590	754	1,063	..	23.7	1.9	..	VF	2.3	2.3	2.3	2.3					25.2	7.7	-16.9	3.3
Togo	THS	81	202	327	..	-21.7	39.1	..	THS												
Uganda	TF	468	946	1,206	..	3.9	0.8	..	TF									-8.2	0.3	0.3	11.9
Zambia	TF	669	815	915	..	-6.7	6.5	..	TF									2.6	13.6	6.8	3.3
Zimbabwe	VF	1,559	2,239	1,833	..	-26.0	2.1	..	VF									13.4	2.5	-1.6	-2.5

Source: World Tourism Organization (UNWTO) ©

(Data as collected by UNWTO January 2015)

See box at page 'Annex-1' for explanation of abbreviations and signs used

(1) Visitor arrivals in the International Airports of Jomo Kenyatta (Nairobi) and Moi (Mombasa), as well as by cruise ships

## International Tourism Receipts by (sub)region and selected countries and territories of destination

	Full year (US\$)				Local currencies, current prices (% change over same period of the previous year)																	
	2005	2010	2012	2013	2014*	2013																
	(million)				Series	(%)	YTD	Q1	Q2	Q3	Q4	Oct	Nov	Dec	Q1	Q2	Q3	Q4				
<b>Africa</b>	21,944	30,348	34,012	34,624																		
<i>North Africa</i>	7,037	9,661	9,919	10,168																		
Algeria	184	219	217	350	..	\$	-4.9	4.2	61.3													
Morocco	4,621	6,703	6,703	6,854	..		4.4	-1.8	-0.4	-0.6	6.2	4.6	-2.7	-8.5	-6.7	-9.8	-9.5	-1.9	3.0	2.8	-6.4	
Sudan	89	94	772	773	..	\$	96.1	317.5	0.1	23.7	12.2	35.8	23.2					-13.4	-7.3	-15.8	-8.7	
Tunisia	2,143	2,645	2,227	2,190	..		-28.8	29.1	2.3	12.2	3.2	6.6	20.6					9.3	3.2	-3.1	4.8	
<i>Subsaharan Africa</i>	14,907	20,687	24,094	24,456																		
Angola	88	719	706	1,234	..	\$	-10.1	9.3	74.7													
Benin	103	149	170	..	..		14.9	2.2	..													
Botswana	562	78	34	45	..		-57.5	14.7	46.8													
Burkina Faso	45	72	84	..	..		75.7	-31.6	..													
Burundi	1	2	1	2	..		45.3	-33.6	71.0													
Cameroon	175	159	349	576	..		145	-7.7	59.7													
Cabo Verde	123	278	414	462	..		26.5	21.6	7.9	-10.1	-2.1	-5.4	-23.3					15.8	7.3	-1.8	11.3	
Cent.Afr.Rep.	5	11	11	..	..		-4.7	8.2	..													
Comoros	24	35	39	..	..		18.9	-4.6	..													
Côte d'Ivoire	83	201	..	..	..		-33.0	..	..													
Dem.R.Congo	3	11	7	1	..	\$	6.5	-39.5	-88.4													
Djibouti	7	18	21	22	..		6.7	6.8	5.4													
Ethiopia	168	522	607	621	..	\$	47.5	-21.1	2.3	-31.1	-64.9	-11.1	-20.4					-35.5	-24.0	-2.2	71.7	
Gambia	58	74	88	..	..	\$	12	6	..													
Ghana	836	620	914	853	..	\$	11.9	31.7	-6.7													
Guinea	..	2	1	..	..		22.1	-29.6	..													
Guinea-Bissau	2	13	7	..	..		-34.6	-21.1	..													
Kenya	579	800	935	881	..	\$	15.7	1.0	-5.8	-2.9	-2.9	-2.9	-2.8					-12.2	-3.7	-0.5	-27.3	
Lesotho	27	25	46	39	..		15.0	79.3	-0.3													
Liberia	67	12	..	..	..		1856	..	..													
Madagascar	183	321	..	..	..		15.0	13.7	40.6	78	186	216	18	27				-12.4	-29.8	83.7	98.6	
Malawi	29	33	34	..	..		6.4	59.8	..													
Mali	148	205	142	..	..		-2.4	-27.0	..													
Mauritania	..	..	48	41	..		..	..	-13.4													
Mauritius	871	1,282	1,477	1,321	..		8.3	3.9	-8.6	9.5	-4.5	10.7	37.0	18.5	-6.8			-12.4	2.2	-16.1	-7.8	
Mozambique	130	197	250	241	..	\$	17.1	8.1	-3.5													
Namibia	348	438	485	409	..		17.0	6.1	-0.9	-29.7	-29.0	-29.4	-30.6					9.0	11.0	6.9	-28.8	
Niger	43	105	50	..	..		-12.9	-43.9	..													
Nigeria	54	576	559	543	..	\$	9.1	-11.0	-2.8	-0.1	0.3	-0.7	0.0					-1.1	-3.3	-6.7	0.0	
Reunion	384	392	404	403	..	€	16.4	-8.6	-3.5													
Rwanda	49	202	282	294	..	\$	40.6	-19.1	5.6									1.4	23.7	-1.8	-1.8	
Sao Tome Pm	7	11	13	13	..	\$	40.6	-19.1	5.6													
Senegal	248	453	407	..	..		-1.5	-5.9	..													
Seychelles	192	274	310	344	..	\$	6.1	6.5	10.8	-2.8	4.9	-9.1						9.3	11.2	11.1	11.5	
Sierra Leone	64	26	42	59	32	\$	71.7	-5.9	41.2													
South Africa	7,508	9,070	9,994	9,238	..	sa	4.4	18.4	8.7	13.6	14.1	13.2	13.5					7.9	5.4	7.1	14.4	
Swaziland	77	50	30	13	..		-58.3	62.3	-49.6													
Tanzania	824	1,255	1,713	1,880	..	\$	7.9	26.6	9.8	7.6	12.6	12.7	1.4					6.4	6.4	1.8	25.7	
Togo	20	66	95	..	..		14.9	30.5	..													
Uganda	380	784	1,135	1,184	..	\$	22.4	18.3	4.3	22.4	43.6	52.9	-10.9					-4.0	-7.8	12.8	12.4	
Zambia	98	125	155	224	..		18.3	12.4	51.5													
Zimbabwe	99	634	749	851	..	\$	4.4	13.1	13.6													

Source: World Tourism Organization (UNWTO) ©

(Data as collected by UNWTO January 2015)

See box at page 'Annex-1' for explanation of abbreviations and signs used



## International Tourist Arrivals by (sub)region and selected countries and territories of destination

Series	Full year				Change			Monthly/quarterly data (% change over same period of the previous year)														
	2005	2010	2013	2014*	12/11	13/12	14*/13	2014*				2013										
				(1000)			(%)	YTD	Q1	Q2	Q3	Q4	Oct	Nov	Dec	Q1	Q2	Q3	Q4			
Middle East	33,665	54,700	48,156	50,291	-5.6	-3.4	4.4	4.4	0.3	0.0	13.2	7.1	10.6	6.0	3.2	14.3	6.9	-23.2	-11.9			
Bahrain	THS	1,237	995	1,069	..	23.5	5.4	..	VF													
Egypt	TF	8,244	14,051	9,174	9,628	17.9	-18.1	5.0	VF	4.4	-29.7	-21.1	69.7	40.5	79.5	33.5	15.3	14.6	11.6	-46.4	-41.1	
Iraq	VF	..	1,518	892	..	-26.4	-19.7	..	VF													
Jordan	TF	2,987	4,207	3,945	..	5.1	-5.2	..	TF	2.8	3.1	8.8	-3.2					-0.6	-6.9	-10.4	-0.9	
Kuwait	THS	104	207	307	..	11.7	2.2	..	THS									-8.1	7.0	5.7	3.8	
Lebanon	TF	1,140	2,168	1,274	1,355	-17.5	-6.7	6.3	TF	6.3	-16.5	1.9	22.6	13.2	10.8	7.9	19.3	-12.5	-12.9	-4.9	6.2	
Oman	TF	896	1,442	1,551	..	41.3	7.9	..	THS*	29.0	27.9	19.1	36.0	33.1	35.1	33.0	31.2	3.5	7.6	2.4	21.1	
Palestine	THS	88	522	545	..	9.3	11.3	..	THS	12.7	26.4	37.3	-27.7					3.2	5.7	3.4	30.0	
Qatar	TF	913	1,700	2,611	2,826	..	11.3	8.2	THS	8.2	8.3	5.7	9.2	9.7	5.4	8.9	14.8	12.2	13.3	12.9	7.3	
Saudi Arabia	TF	8,037	10,850	13,380	15,098	-18.4	-6.3	12.8	TF	12.8	16.7	14.7	11.7	5.4	5.4	5.4	5.4	23.8	3.7	-39.6	-14.3	
Syria	TF	3,571	8,546	..	..	..	..	..	VF													
Untd Arab Emirates(2)	THS	5,833	7,432	9,990	..	10.4	11.3	..	THS	2.4	3.7	1.0						13.8	14.7	9.4	7.4	
Yemen	TF	336	1,025	990	..	5.4	13.3	..	TF									8.7	23.1	6.8	13.7	

Source: World Tourism Organization (UNWTO) ©

(Data as collected by UNWTO January 2015)

See box at page 'Annex-1' for explanation of abbreviations and signs used

(2) Dubai only

## International Tourism Receipts by (sub)region and selected countries and territories of destination

Series	Full year (US\$)					Local currencies, current prices (% change over same period of the previous year)																			
	2005	2010	2012	2013	2014*	11/10	12/11	13/12	2014*											2013					
					(million)			(%)	YTD	Q1	Q2	Q3	Q4	Oct	Nov	Dec	Q1	Q2	Q3	Q4					
Middle East	26,599	52,147	47,961	45,769	..																				
Bahrain	920	1,362	1,051	1,165	..	-24.0	1.5	10.8																	
Egypt	6,851	12,528	9,940	6,047	7,496	\$	-30.5	14.2	-39.2	24.0	-37.0	-3.1	127	131								23.3	-28.2	-64.7	-67.8
Iraq	168	1,660	1,634	..	..	\$	-7.0	5.9	..																
Jordan	1,441	3,585	4,061	4,117	..	-4.5	18.6	1.4	8.8	11.2	15.6	0.6										4.8	-0.1	-4.8	7.6
Kuwait	164	290	425	298	..	6.0	35.2	-29.1	23.8	22.0	25.6											-23.5	-27.6	-33.0	-31.5
Lebanon	5,532	7,992	6,300	5,870	..	\$	-9.6	-12.8	-6.8													-7.2	-15.1	-9.1	6.7
Libya	250	60	..	..	..	..	..	..	..																
Oman	429	780	1,095	1,222	..	27.7	9.9	11.6																	
Palestine	119	667	755	399	..	\$	19.2	-5.0	-47.2																
Qatar	760	584	2,857	3,456	..	100	144	21.0	36.7	54.9	29.1	27.1										57.2	21.1	17.3	3.3
Saudi Arabia	4,622	6,712	7,432	7,651	..	26.0	-12.1	2.9	9.4	26.8	11.0	-12.6										19.9	3.0	3.0	-6.8
Syria	1,944	6,190	..	..	..	-71.7	..	..																	
Untd Arab Emirates	3,218	8,577	10,380	11,564	..	7.3	12.8	11.4																	
Yemen	181	1,161	848	940	..	\$	-32.8	8.7	10.8																

Source: World Tourism Organization (UNWTO) ©

(Data as collected by UNWTO January 2015)

See box at page 'Annex-1' for explanation of abbreviations and signs used

## UNWTO Panel of Tourism Experts

### The UNWTO Tourism Confidence Index

The UNWTO *Tourism Confidence Index* is based on the results of an email survey conducted by the UNWTO Secretariat among selected representatives of public and private sector organisations participating in the UNWTO *Panel of Tourism Experts*. The survey has been repeated every four months since May 2003 in order to keep track of actual performance, as well as perceived short-term prospects, of the tourism sector. This allows performance and prospects to be compared over time, as well as providing a comparison of the actual performance of the past four months with prospects forecast for the same period four months earlier. Results are also broken down by region and by sector of activity. These breakdowns should, however, be interpreted with caution as they may in some cases be based only on a relatively small number of responses.

*The UNWTO Secretariat's aim is to continuously expand and improve the Panel sample. Experts interested in participating in the survey, in particular from countries still not included in the listing below, are kindly invited to send an email to [barom@unwto.org](mailto:barom@unwto.org).*

### How to read this data

For the UNWTO *Tourism Confidence Index* members of the UNWTO Panel of Tourism Experts are asked once every four months by email to answer the following two simple questions:

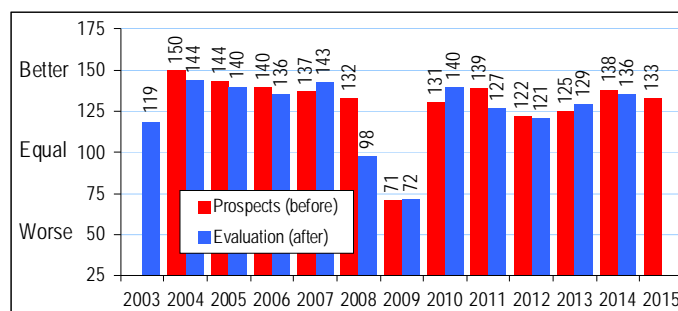
- *What is your assessment of tourism performance in your destination or business for the four months just ended (or about to end) as against what you would reasonably expect for this time of year?*
- *What are the tourism prospects of your destination or business in the coming four months compared with what you would reasonably expect for this time of year?*

Participants should select one of the following five options: much worse [0]; worse [50], equal [100], better [150], much better [200]. Results are averaged and broken down by region and by activity. A value above 100 means that the number of participants who evaluate the situation as "better" or "much better", outnumber the participants who reply "worse" or "much worse".

In addition, participants are also invited to include a qualitative assessment in their own words. The analysis contained in the *UNWTO World Tourism Barometer* is in large part based on their comments.

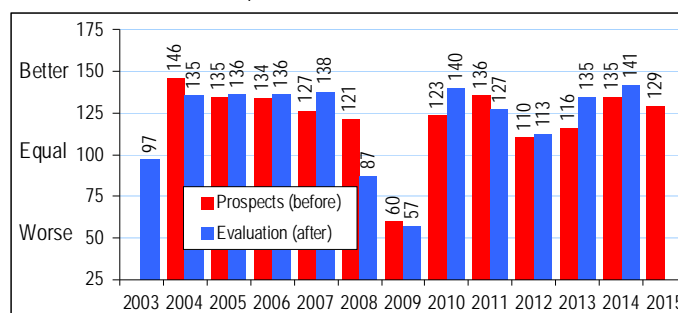
For this edition responses have been received from experts based in Algeria, Angola, Anguilla, Argentina, Aruba, Australia, Austria, Bahamas, Bangladesh, Belgium, Bhutan, Brazil, Burkina Faso, Cambodia, Canada, Chile, China, Colombia, Costa Rica, Côte d'Ivoire, Croatia, Cuba, Cyprus, Democratic People's Republic of Korea, Denmark, Dominican Republic, Ecuador, Egypt, El Salvador, Estonia, Finland, France, Germany, Ghana, Greece, Guatemala, Honduras, Hong Kong (China), Hungary, Iceland, India, Iran, Ireland, Israel, Italy, Jamaica, Japan, Jordan, Lithuania, Macao (China), Malaysia, Maldives, Mali, Malta, Mauritius, Mexico, Monaco, Morocco, Mozambique, Netherlands, New Zealand, Nicaragua, Niger, Nigeria, Norway, Oman, Panama, Peru, Poland, Portugal, Republic of Korea, Reunion, Romania, Russian Federation, Saudi Arabia, Serbia, Singapore, Slovenia, South Africa, Spain, Swaziland, Sweden, Switzerland, Taiwan (pr. of China), Thailand, Tunisia, Turkey, Uganda, United Arab Emirates, United Kingdom, United States, Uruguay, Uzbekistan, Venezuela, Vietnam and Zimbabwe.

### UNWTO Panel of Tourism Experts: World



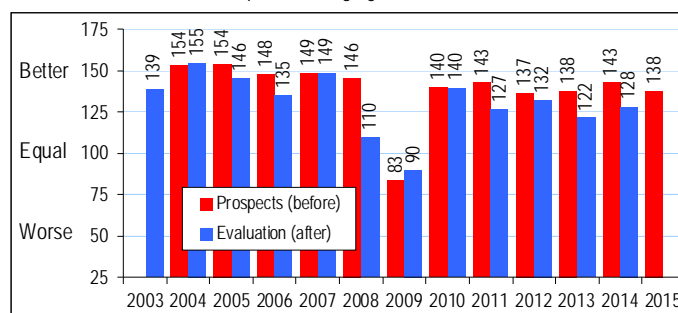
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### UNWTO Panel of Tourism Experts: Advanced economies



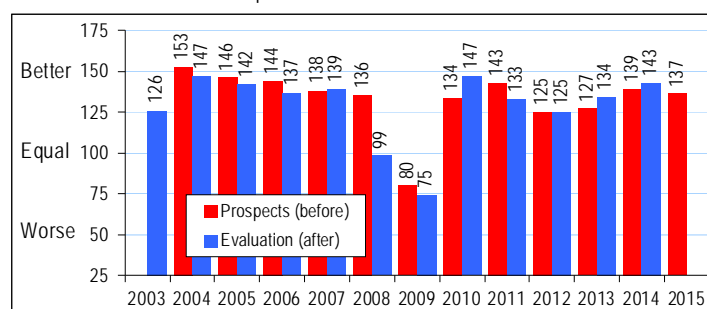
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### UNWTO Panel of Tourism Experts: Emerging economies



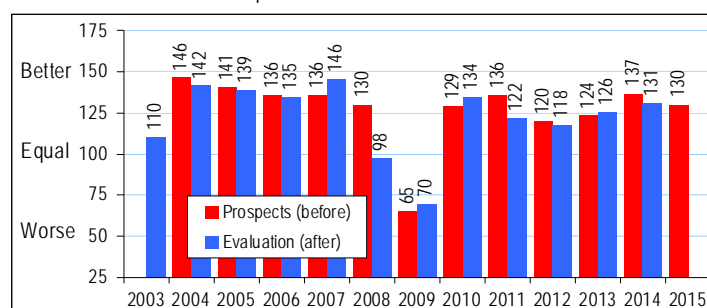
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### UNWTO Panel of Tourism Experts: Public



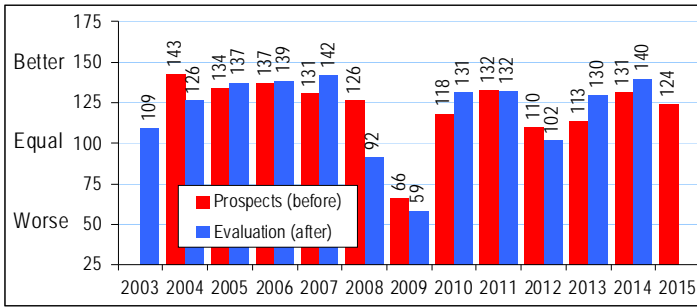
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### UNWTO Panel of Tourism Experts: Private



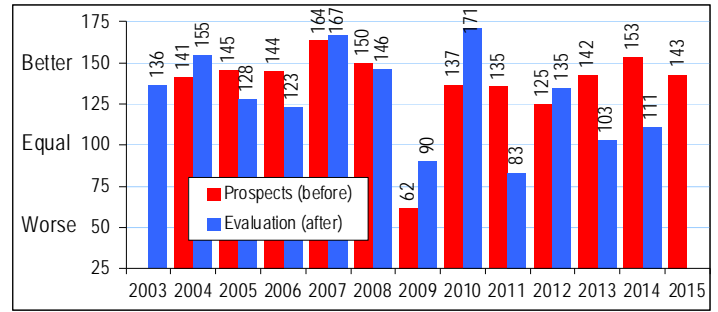
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UNWTO Panel of Tourism Experts: Europe



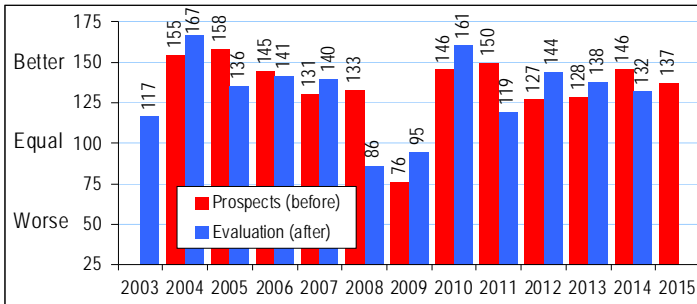
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UNWTO Panel of Tourism Experts: Middle East



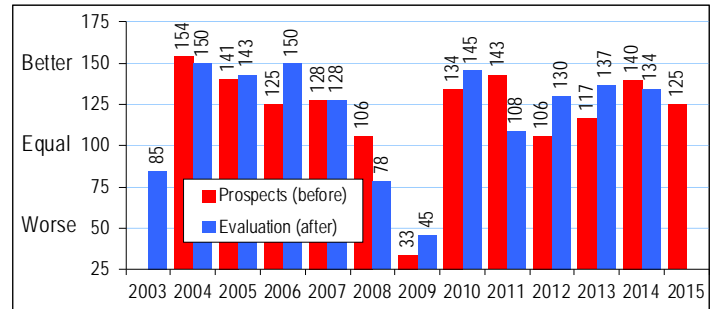
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UNWTO Panel of Tourism Experts: Asia and the Pacific



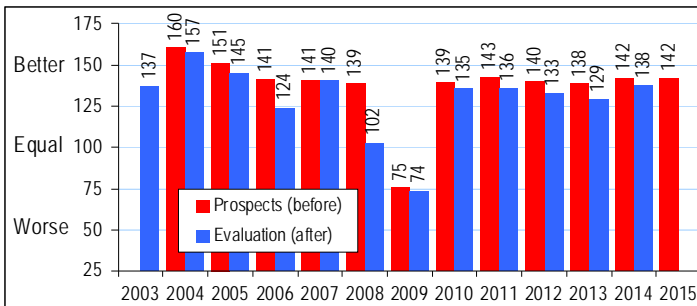
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UNWTO Panel of Tourism Experts: Global Operators



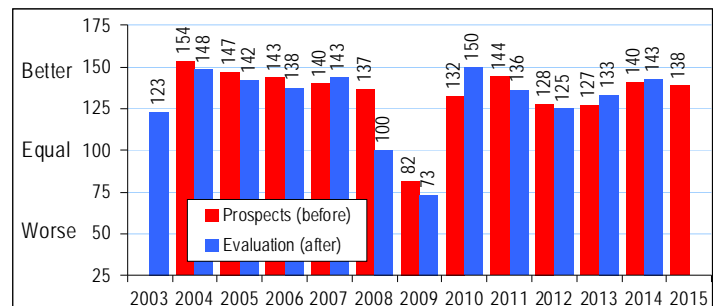
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UNWTO Panel of Tourism Experts: Americas



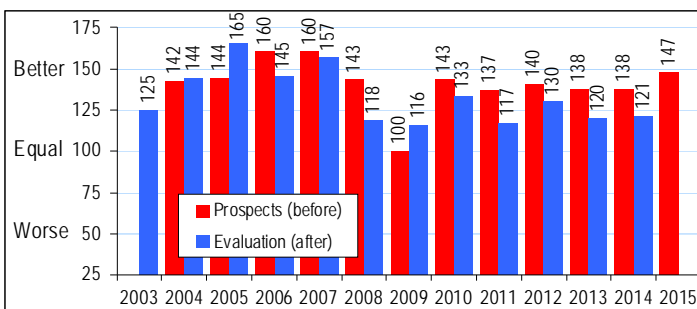
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UNWTO Panel of Tourism Experts: Destinations



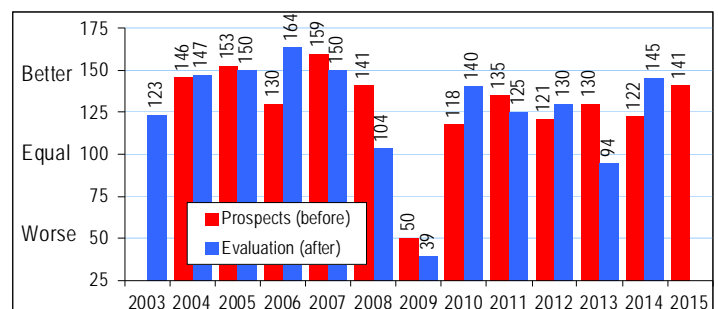
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UNWTO Panel of Tourism Experts: Africa



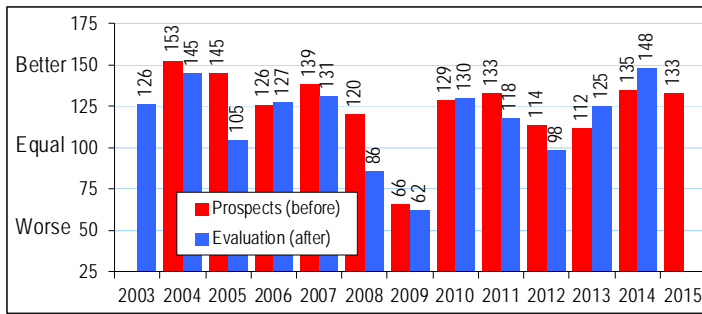
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UNWTO Panel of Tourism Experts: Transport



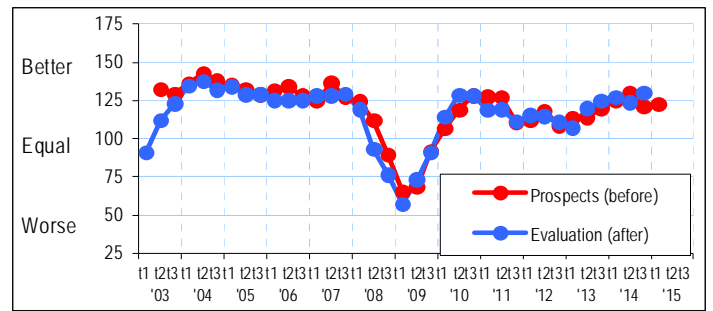
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UNWTO Panel of Tourism Experts: Accommodation & Catering



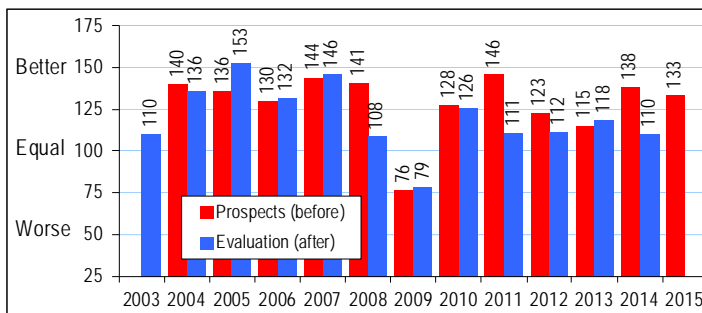
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UNWTO Panel of Tourism Experts: World



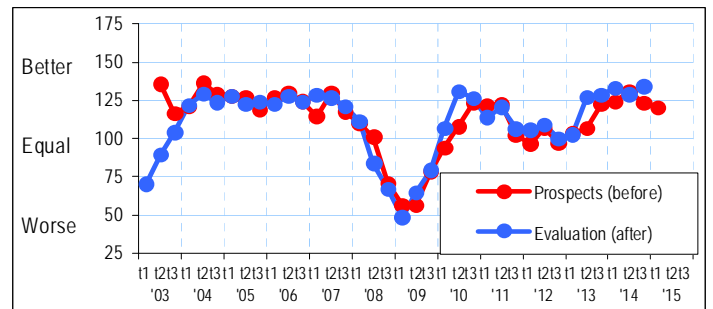
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UNWTO Panel of Tourism Experts: Tour Operators & Travel Agencies



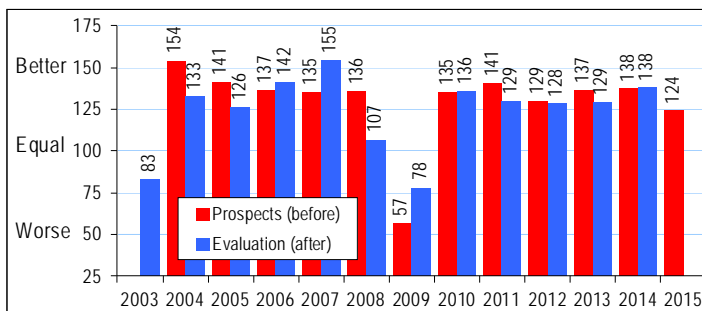
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UNWTO Panel of Tourism Experts: Advanced economies



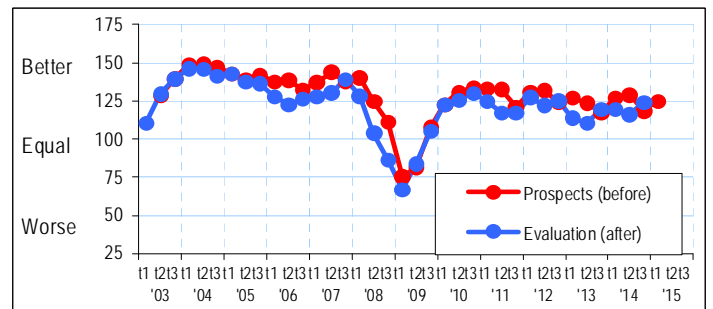
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UNWTO Panel of Tourism Experts: General Industry Bodies & Other



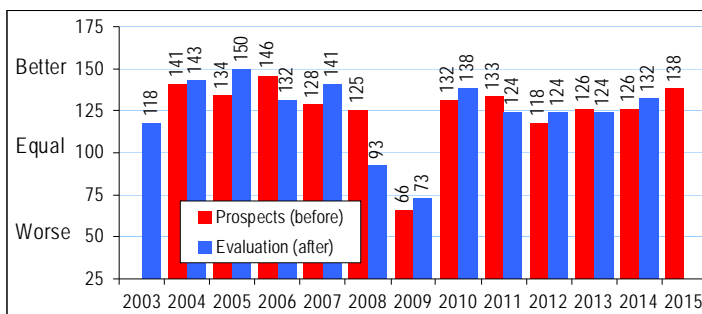
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UNWTO Panel of Tourism Experts: Emerging economies



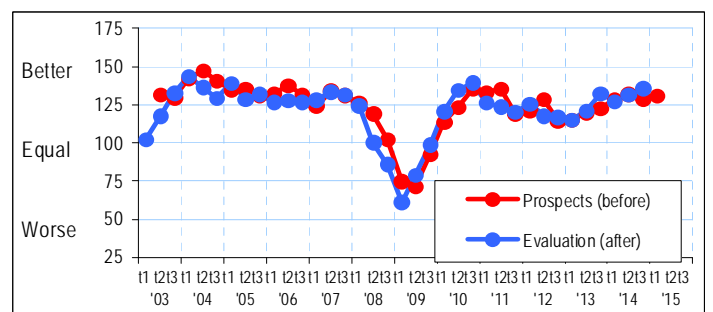
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UNWTO Panel of Tourism Experts: Consultancy, Research & Media



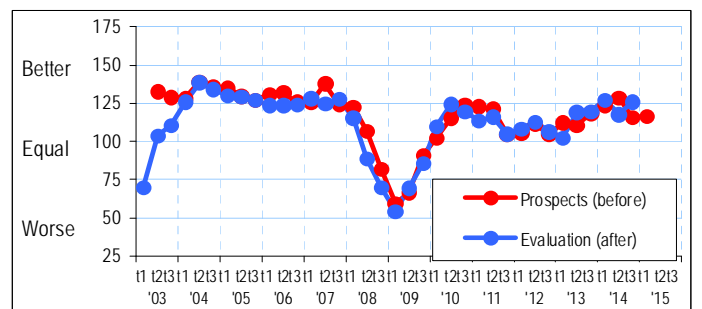
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UNWTO Panel of Tourism Experts: Public



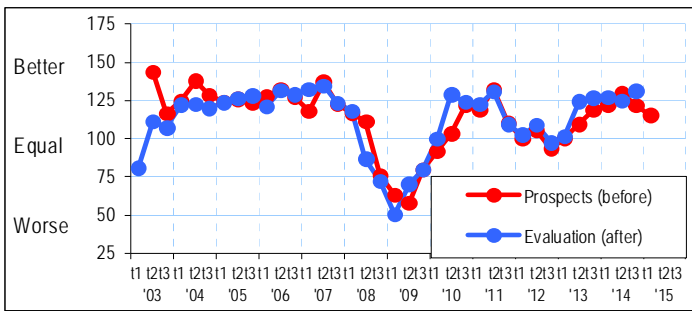
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UNWTO Panel of Tourism Experts: Private



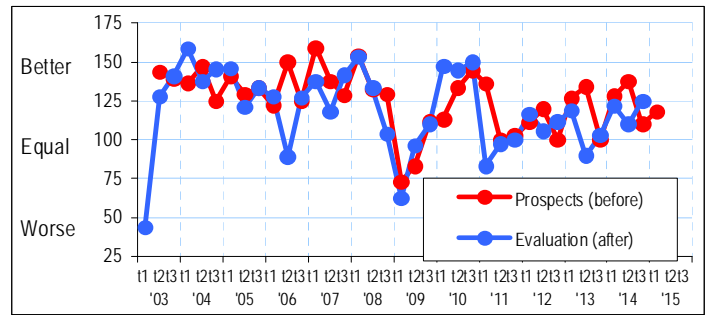
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UNWTO Panel of Tourism Experts: Europe



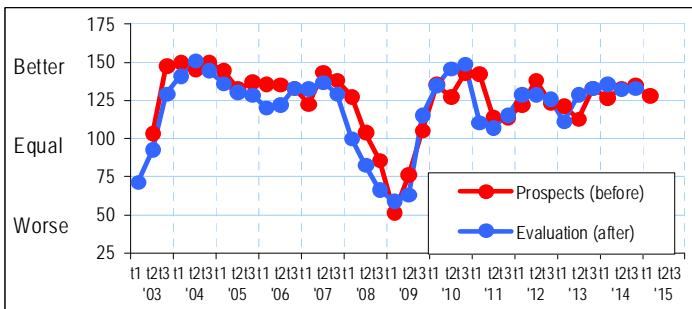
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UNWTO Panel of Tourism Experts: Middle East



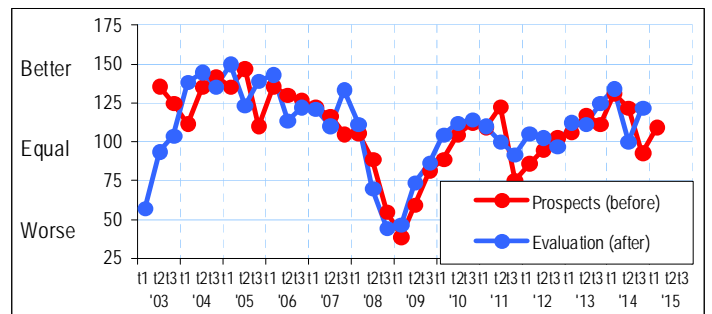
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UNWTO Panel of Tourism Experts: Asia and the Pacific



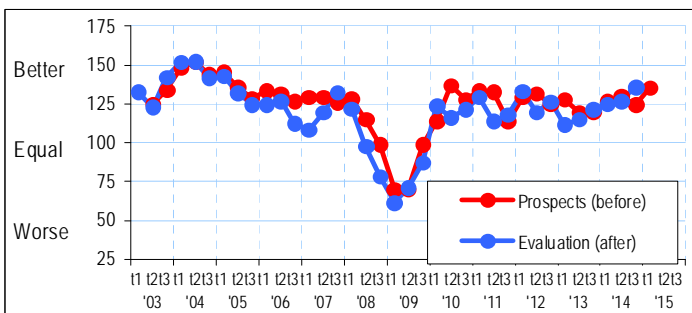
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UNWTO Panel of Tourism Experts: Global Operators



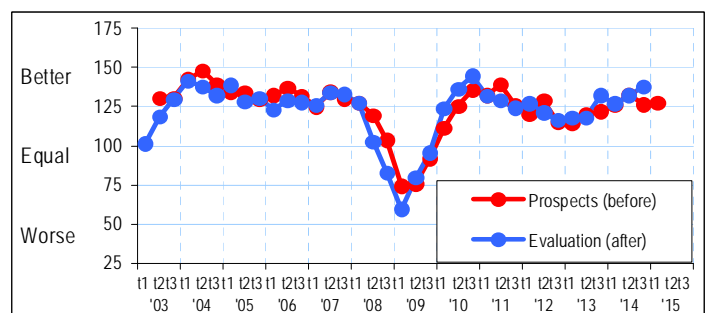
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UNWTO Panel of Tourism Experts: Americas



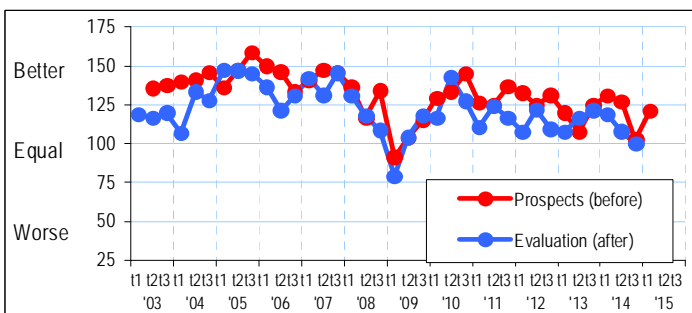
Source: World Tourism Organization (UNWTO) ©

UNWTO Panel of Tourism Experts: Destinations



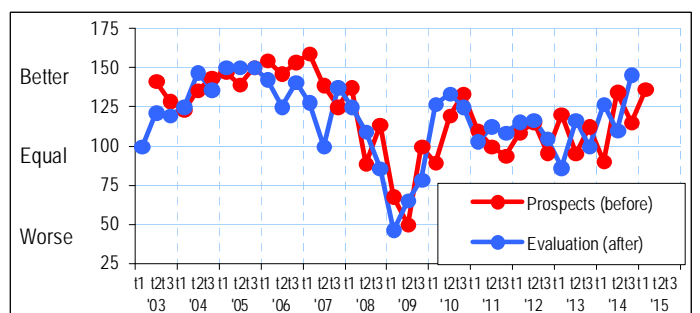
Source: World Tourism Organization (UNWTO) ©

UNWTO Panel of Tourism Experts: Africa



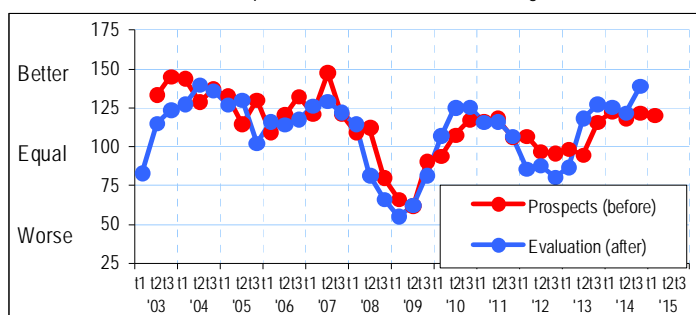
Source: World Tourism Organization (UNWTO) ©

UNWTO Panel of Tourism Experts: Transport



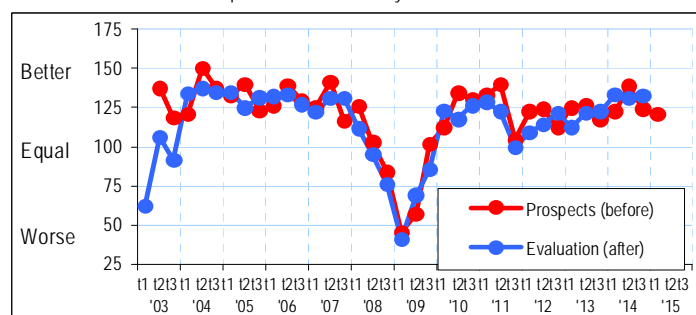
Source: World Tourism Organization (UNWTO) ©

UNWTO Panel of Tourism Experts: Accommodation & Catering



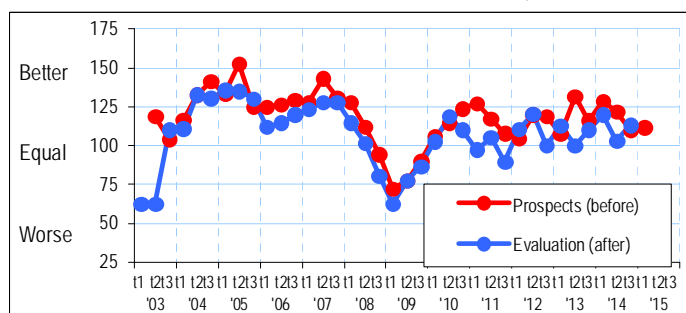
Source: World Tourism Organization (UNWTO) ©

UNWTO Panel of Tourism Experts: General Industry Bodies & Other



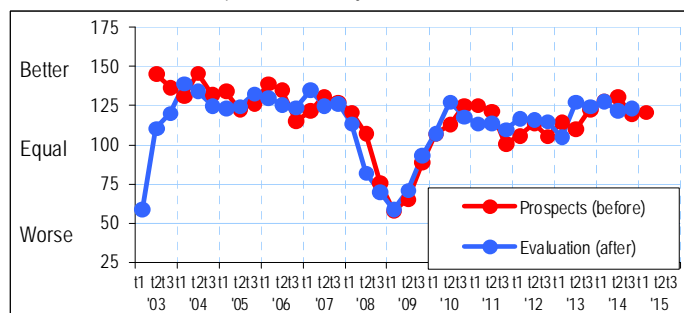
Source: World Tourism Organization (UNWTO) ©

UNWTO Panel of Tourism Experts: Tour Operators & Travel Agencies



Source: World Tourism Organization (UNWTO) ©

UNWTO Panel of Tourism Experts: Consultancy, Research & Media



Source: World Tourism Organization (UNWTO) ©

Passenger air transport worldwide and by region of airline domicile, preliminary data full year 2014

	Total				of which:			
	Revenue Passenger-Km (RPK)		ASK	LF	International		Domestic	
	change	share			Revenue Passenger-Km (RPK)	Revenue Passenger-Km (RPK)		
	(%)	(%)	(%)	change	share	change	share	
				(%)	(%)	(%)	(%)	
World	5.9	100	5.7	79.5	6.3	100	5.1	100
North America	3.0	25	2.6	83.5	3.1	14	2.9	44
Latin America & Caribbean	5.9	5	5.3	77.8	6.2	4	5.6	7
Europe	5.7	27	5.2	80.4	5.7	38	5.8	9
Asia and Pacific	6.7	31	7.2	77.4	5.8	27	7.9	38
Middle East	12.8	9	12.5	77.7	13.4	14	3.6	1
Africa	1.5	2	2.1	68.3	1.7	3	0.6	1

ASK: capacity in available seat-kilometres performed; LF: load factor

Source: International Civil Aviation Organization (ICAO)

Air passenger travel trends, region of destination by region of origin (% change over the same period of the previous year)

	2013		2014			2015
			Actual departures			Expected departures
	Jan-Dec	Jan-Dec	Jan-Apr	May-Aug	Sep-Dec	Jan-Apr
<b>Total</b>	1.6	3.7	4.2	3.9	3.0	5.4
to: Domestic (same country)	-1.9	1.5	0.7	1.1	2.7	8.3
<b>International</b>	4.0	5.0	6.5	5.6	3.2	4.4
Within same region	4.4	4.8	6.0	5.0	3.6	5.3
Other regions	3.3	5.4	7.2	6.4	2.7	3.4
Africa & Middle East	2.6	8.1	13.9	7.7	2.9	2.8
Europe	6.1	5.6	6.0	6.3	4.3	8.2
Asia and the Pacific	2.4	3.4	5.6	4.3	0.4	2.8
Americas	2.0	5.6	4.4	7.9	4.0	1.1
<b>from: Africa &amp; Middle East</b>	6.4	0.9	5.0	2.6	-4.7	3.0
to: Domestic (same country)	1.6	-4.2	-4.5	-0.6	-7.2	-8.4
<b>International</b>	7.6	2.0	7.5	3.2	-4.2	5.2
Within same region	8.7	0.5	7.9	1.3	-7.1	3.2
Other regions	6.8	3.1	7.3	4.7	-2.1	6.3
Europe	11.6	3.6	7.6	5.6	-1.9	4.7
Asia and the Pacific	4.5	2.7	7.7	3.4	-2.2	8.9
Americas	2.9	3.2	3.1	7.9	-2.8	-2.4
<b>from: Europe</b>	1.8	2.8	3.8	3.8	0.7	-0.8
to: Domestic (same country)	-0.9	0.6	2.2	1.5	-1.7	0.1
<b>International</b>	2.6	3.4	4.3	4.4	1.5	-0.9
Within same region	2.4	4.0	4.5	4.8	2.7	0.0
Other regions	2.8	2.5	4.1	3.8	-0.2	-1.5
Africa & Middle East	4.9	1.4	5.3	1.3	-2.1	-4.0
Asia and the Pacific	2.8	3.1	4.5	4.5	0.5	-0.7
Americas	1.5	2.8	2.9	4.9	0.4	-1.1
<b>from: Asia and the Pacific</b>	1.7	5.2	4.8	3.3	7.6	15.4
to: Domestic (same country)	-5.4	-3.2	-5.5	-8.5	4.7	33.3
<b>International</b>	4.5	8.1	8.7	7.3	8.5	12.4
Within same region	5.2	5.8	6.1	4.0	7.2	12.7
Other regions	3.0	12.9	14.1	13.0	11.5	11.8
Africa & Middle East	0.2	17.3	24.8	16.5	9.9	14.2
Europe	6.0	9.3	5.7	10.1	11.2	15.4
Americas	2.7	12.0	8.1	13.5	13.6	6.8
<b>from: Americas</b>	0.3	4.2	3.8	4.6	4.0	3.5
to: Domestic (same country)	-1.5	3.4	2.4	3.4	4.2	5.0
<b>International</b>	3.6	5.7	6.6	6.7	3.7	2.3
Within same region	5.1	6.6	7.2	8.4	4.1	0.6
Other regions	1.6	4.4	5.5	4.7	3.1	5.0
Africa & Middle East	1.5	5.6	8.4	7.0	1.6	0.7
Europe	3.3	4.1	5.2	4.2	3.2	3.8
Asia and the Pacific	-0.5	4.5	5.2	5.1	3.4	6.8

Source: ForwardKeys® for UNWTO

**Air transport booking data**

The information on air travel trends contained in this section has been kindly provided by Forward Data SL leveraging exclusively on the ForwardKeys® database.

ForwardKeys® is a business intelligence tool designed to help decision-makers in hotel chains, Destination Management Organizations and other industry professionals. The ForwardKeys.com database is fed daily with Air reservation information (GDS) processed by 180.000 online and off-line Travel agencies worldwide, for a total of approximately 25 billion transactions until 2014. The database does not include some direct bookings with airlines (such as Low Cost Carriers) or charter flights.

**Methodological Note**

Figures are based on full journey from the original city of departure to final destination (not intermediate stops or connections). Transit passengers, those returning to their point of departure have been excluded from this analysis.

Figures have been reviewed versus previous collaborations due to the incorporation of a new GDS to ForwardKeys database particularly impacting departures from Asia Pacific region. Figures have been normalised in order to isolate GDS-perimeter changes; periodic revisions of past figures will be carried in order to guarantee stability of the GDS perimeter

Actual Departures: Air reservations from all source markets to all destinations with effective travel date prior to 31 December 2014.

Expected Departures: Accumulated reservations until 31st December 2014 with travelling date between 1 January and 30 April 2015.

For further details see: [www.forwardkeys.com/unwto/MethodologyJan2015.html](http://www.forwardkeys.com/unwto/MethodologyJan2015.html)

For more information on ForwardKeys® please visit: [www.forwardkeys.com](http://www.forwardkeys.com)

Overview of the economic growth projections by the International Monetary Fund (IMF), World Economic Outlook, October 2014

	Population million	GDP US\$ bn	Per capita US\$	Growth of Gross Domestic Product (GDP), constant prices (%)											
				Change over previous year				Current projections			Trend <sup>1</sup>			Average	
				2010	2011	2012	2013	2014*	2015*	2017*	2019*	13-12	14*-13	15*-14*	1995-2013
World (PPP <sup>2</sup> weighted)	7,012	74,699	10,650	5.4	4.1	3.4	3.3	3.3	3.8	4.1	4.0	=	=	+	3.8
Memorandum: at market exchange rates				4.1	2.9	2.4	2.5	2.6	3.2	3.4	3.4	=	=	+	2.8
of which:															
Advanced economies	1,032	45,533	44,110	3.1	1.7	1.2	1.4	1.8	2.3	2.4	2.3	=	+	+	2.1
Emerging economies	5,980	29,166	4,880	7.5	6.2	5.1	4.7	4.4	5.0	5.2	5.2	-	-	+	5.6

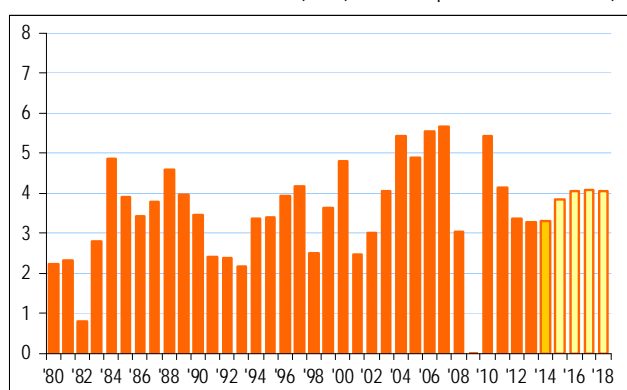
Source: Compiled by UNWTO from International Monetary Fund, World Economic Outlook ([www.imf.org/external/pubs/ft/weo/weorepts.htm](http://www.imf.org/external/pubs/ft/weo/weorepts.htm))

<sup>1</sup> Percentage points change to previous year: -- < -1 ; - [-1,-0.2] ; = [-0.2,0.2] ; + [0.2,1] ; ++ > 1

<sup>2</sup> Purchasing power parity

World

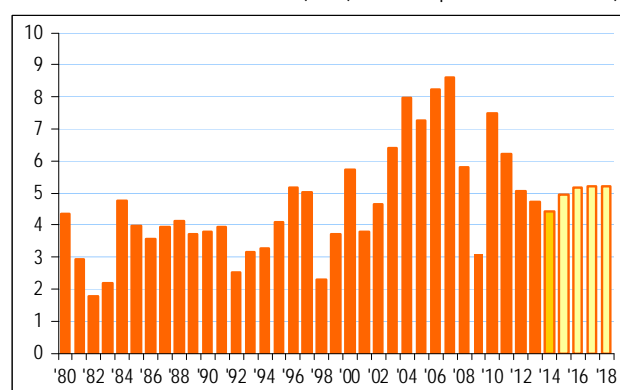
Growth of Gross Domestic Product (GDP), constant prices (%)



Source: International Monetary Fund

Emerging market and developing countries

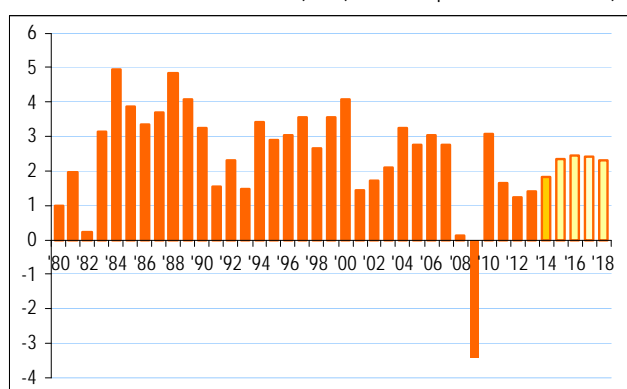
Growth of Gross Domestic Product (GDP), constant prices (%)



Source: International Monetary Fund

Advanced economies

Growth of Gross Domestic Product (GDP), constant prices (%)



Source: International Monetary Fund

Crude Oil Spot Price Brent (daily)

(US\$ per barrel)



Source: US Department of Energy, Energy Information Administration



## Overview of the economic growth projections by the International Monetary Fund (IMF), World Economic Outlook, October 2014

	Population million	GDP US\$ bn	Per capita US\$	Growth of Gross Domestic Product (GDP), constant prices (%)											
				Change over previous year				Current projections				Trend <sup>1</sup>			Average
				2010	2011	2012	2013	2014*	2015*	2017*	2019*	13-12	14*-13	15*-14*	1995-2013
<i>By UNWTO regions:</i>															
<b>Europe</b>	<b>906</b>	<b>22,690</b>	<b>25,040</b>	<b>2.9</b>	<b>2.7</b>	<b>0.7</b>	<b>0.9</b>	<b>1.4</b>	<b>1.8</b>	<b>2.3</b>	<b>2.3</b>	=	+	+	<b>2.3</b>
European Union (28)	506	17,512	34,630	2.0	1.8	-0.3	0.2	1.4	1.8	2.0	2.0	+	++	+	1.8
Euro area	330	12,754	38,690	2.0	1.6	-0.7	-0.4	0.8	1.3	1.7	1.6	+	++	+	1.4
Germany	81	3,636	45,000	3.9	3.4	0.9	0.5	1.4	1.5	1.6	1.3	-	+	=	1.3
France	64	2,807	44,100	2.0	2.1	0.3	0.3	0.4	1.0	1.8	1.9	=	=	+	1.6
Italy	60	2,072	34,710	1.7	0.5	-2.4	-1.9	-0.2	0.9	1.3	1.1	+	++	++	0.5
Spain	47	1,359	29,150	-0.2	0.1	-1.6	-1.2	1.3	1.7	1.8	2.0	+	++	+	2.1
Netherlands	17	854	50,820	1.1	1.7	-1.6	-0.7	0.6	1.4	1.7	2.0	+	++	+	1.8
Belgium	11	508	45,540	2.3	1.8	-0.1	0.2	1.0	1.4	1.4	1.2	+	+	+	1.7
Austria	8	416	49,040	1.8	2.8	0.9	0.3	1.0	1.9	1.6	1.3	-	+	+	1.9
Greece	11	242	21,860	-4.9	-7.1	-7.0	-3.9	0.6	2.9	3.5	3.6	++	++	++	1.0
Finland	5	267	49,060	3.0	2.6	-1.5	-1.2	-0.2	0.9	1.7	1.8	+	++	++	2.3
Portugal	10	220	21,000	1.9	-1.3	-3.2	-1.4	1.0	1.5	1.8	1.8	++	++	+	1.2
Ireland	5	232	48,610	-0.3	2.8	-0.3	0.2	3.6	3.0	2.6	2.5	+	++	-	4.1
United Kingdom	64	2,523	39,370	1.7	1.1	0.3	1.7	3.2	2.7	2.4	2.4	++	++	-	2.1
Sweden	10	559	58,010	6.6	2.9	0.9	1.6	2.1	2.7	2.6	2.4	+	+	+	2.5
Denmark	6	331	59,130	1.4	1.1	-0.4	0.4	1.5	1.8	2.0	2.0	+	++	+	1.2
Poland	39	518	13,440	3.9	4.5	2.0	1.6	3.2	3.3	3.5	3.6	-	++	=	4.1
Switzerland	8	650	81,270	3.0	1.8	1.0	1.9	1.3	1.6	2.0	1.8	+	-	+	1.8
Norway	5	513	100,580	0.5	1.3	2.9	0.6	1.8	1.9	2.1	2.1	--	++	=	2.1
Russian Federation	144	2,097	14,590	4.5	4.3	3.4	1.3	0.2	0.5	1.8	2.0	--	--	+	3.6
Turkey	76	820	10,720	9.2	8.8	2.1	4.1	3.0	3.0	3.5	3.5	++	--	=	4.1
Israel	8	291	36,930	5.8	4.2	3.0	3.2	2.5	2.8	3.2	3.2	+	-	+	3.9
<b>Americas</b>	<b>947</b>	<b>24,344</b>	<b>25,700</b>	<b>3.7</b>	<b>2.6</b>	<b>2.5</b>	<b>2.4</b>	<b>1.9</b>	<b>2.8</b>	<b>3.0</b>	<b>2.8</b>	=	-	+	<b>2.7</b>
United States	316	16,768	53,000	2.5	1.6	2.3	2.2	2.2	3.1	3.0	2.6	=	=	+	2.4
Canada	35	1,827	52,040	3.4	2.5	1.7	2.0	2.3	2.4	2.2	2.0	+	+	=	2.5
Latin America and Caribbean	596	5,749	9,650	6.0	4.5	2.9	2.7	1.3	2.2	3.1	3.3	=	--	+	3.2
Brazil	201	2,246	11,170	7.5	2.7	1.0	2.5	0.3	1.4	2.7	3.1	++	--	++	2.9
Mexico	118	1,261	10,650	5.1	4.0	4.0	1.1	2.4	3.5	3.8	3.8	--	++	++	2.9
Argentina	41	610	14,710	9.1	8.6	0.9	2.9	-1.7	-1.5	..	..	++	--	=	3.5
Venezuela	30	227	7,580	-1.5	4.2	5.6	1.3	-3.0	-1.0	0.5	1.0	--	--	++	2.6
Colombia	47	378	8,030	4.0	6.6	4.0	4.7	4.8	4.5	4.5	4.5	+	=	-	3.4
Chile	18	277	15,780	5.7	5.8	5.5	4.2	2.0	3.3	4.3	4.3	--	--	++	4.3
Peru	31	202	6,540	8.5	6.5	6.0	5.8	3.6	5.1	5.5	5.5	=	--	++	4.9
<b>Asia and the Pacific</b>	<b>3,962</b>	<b>23,323</b>	<b>5,890</b>	<b>8.3</b>	<b>6.0</b>	<b>5.1</b>	<b>5.2</b>	<b>5.3</b>	<b>5.5</b>	<b>5.5</b>	<b>5.4</b>	=	=	=	<b>5.6</b>
Japan	127	4,899	38,470	4.7	-0.5	1.5	1.5	0.9	0.8	0.9	1.0	=	-	=	0.8
Australia	23	1,506	64,580	2.2	2.6	3.6	2.3	2.8	2.9	3.0	3.0	--	+	=	3.3
Korea, Republic of	50	1,304	25,980	6.5	3.7	2.3	3.0	3.7	4.0	3.9	3.9	+	+	+	4.4
Taiwan (pr. of China)	23	489	20,920	10.8	4.2	1.5	2.1	3.5	3.8	4.3	4.5	+	++	+	4.0
Hong Kong (China)	7	274	37,950	6.8	4.8	1.6	2.9	3.0	3.3	3.7	3.8	++	=	+	3.5
Singapore	5	298	55,180	15.2	6.1	2.5	3.9	3.0	3.0	3.0	3.1	++	-	=	5.5
Developing Asia	3,431	13,750	4,010	9.5	7.7	6.7	6.6	6.5	6.6	6.5	6.3	=	=	=	7.5
China	1,361	9,469	6,960	10.4	9.3	7.7	7.7	7.4	7.1	6.6	6.3	=	-	-	9.6
India	1,243	1,877	1,510	10.3	6.6	4.7	5.0	5.6	6.4	6.6	6.7	+	+	+	6.8
Indonesia, Malaysia, Philippines, Thailand	444	1,843	4,150	6.9	4.6	6.3	5.2	4.6	5.4	5.5	5.5	--	-	+	4.0
Iran	77	367	4,770	6.6	3.9	-6.6	-1.9	1.5	2.2	2.2	2.2	++	++	+	3.6
Pakistan	183	233	1,270	2.6	3.6	3.8	3.7	4.1	4.3	4.8	5.0	=	+	=	4.2
<b>Africa</b>	<b>985</b>	<b>1,998</b>	<b>2,030</b>	<b>6.0</b>	<b>4.3</b>	<b>4.1</b>	<b>4.5</b>	<b>4.8</b>	<b>5.3</b>	<b>5.6</b>	<b>5.3</b>	+	+	+	<b>5.4</b>
Algeria, Morocco, Tunisia,	82	363	4,450	3.5	2.8	3.2	3.2	3.6	4.1	4.4	4.4	=	+	+	3.9
Subsaharan Africa	868	1,568	1,800	6.9	5.1	4.7	4.9	5.2	5.7	5.9	5.6	=	+	+	5.6
South Africa	53	351	6,620	3.1	3.6	2.5	1.9	1.4	2.3	2.7	2.7	-	-	+	3.2
Nigeria	169	522	3,080	10.6	4.9	4.3	5.4	7.0	7.3	7.1	6.8	++	++	+	8.8
<b>Middle East</b>	<b>212</b>	<b>2,324</b>	<b>10,960</b>	<b>5.7</b>	<b>5.2</b>	<b>8.6</b>	<b>3.2</b>	<b>2.6</b>	<b>4.2</b>	<b>4.9</b>	<b>5.0</b>	--	-	++	<b>5.1</b>
Saudi Arabia	30	748	24,950	7.4	8.6	5.8	4.0	4.6	4.5	4.4	4.4	--	+	=	4.5
Untd Arab Emirates	9	402	44,550	1.6	4.9	4.7	5.2	4.3	4.5	4.4	4.6	+	-	+	4.7
Egypt	84	271	3,240	5.1	1.8	2.2	2.1	2.2	3.5	3.9	4.0	=	=	++	4.7
Iraq	35	229	6,590	5.5	10.2	10.3	4.2	-2.7	1.5	6.7	9.1	--	--	++	..
Qatar	2	202	99,000	16.7	13.0	6.1	6.5	6.5	7.7	6.6	5.3	+	=	++	11.7
Kuwait	4	176	45,190	-2.4	10.2	8.3	-0.4	1.4	1.8	3.3	3.3	--	++	+	4.0

Source: Compiled by UNWTO from International Monetary Fund, World Economic Outlook ([www.imf.org/external/pubs/ft/weo/weorepts.htm](http://www.imf.org/external/pubs/ft/weo/weorepts.htm))<sup>1</sup> Percentage points change to previous year: -- < -1; - [-1,-0.2]; = [-0.2,0.2]; + [0.2,1]; ++ > 1

## Overview of the unemployment projections by the International Monetary Fund (IMF), World Economic Outlook, October 2014

	Employment, mn persons		Unemployment rate (%)							Current projections (%)				Trend <sup>1</sup>				Average (%)
	2013	1995	2000	2005	2008	2009	2010	2012	2013	2014*	2015*	2017*	2019*	13-12	14*-13	15*-14*	16*-15*	1995-2013
<b>Advanced economies</b>	475	7.1	6.0	6.3	5.8	8.0	8.3	8.0	7.9	7.3	7.1	6.6	6.2	=	++	+	+	6.8
<b>Europe</b>																		
Euro area	140.3	10.7	8.9	9.2	7.6	9.6	10.1	11.3	11.9	11.6	11.2	10.2	9.2	--	+	+	+	9.6
Austria	3.5	3.9	3.6	5.2	3.8	4.8	4.4	4.4	4.9	5.0	4.9	4.6	4.4	--	=	=	=	4.3
Belgium	4.6	9.7	6.9	8.4	7.1	7.9	8.3	7.7	8.4	8.5	8.4	8.0	7.7	--	=	=	+	8.1
Cyprus	0.4	2.6	4.8	5.3	3.6	5.4	6.3	11.9	15.9	16.6	16.1	13.7	11.3	--	--	+	++	5.4
Estonia	0.6	9.7	14.6	8.0	5.5	13.5	16.7	10.0	8.6	7.0	7.0	6.5	6.5	++	++	=	+	10.3
Finland	2.5	15.4	9.8	8.4	6.4	8.2	8.4	7.7	8.2	8.5	8.3	7.6	7.4	-	-	+	++	9.5
France	25.8	12.0	9.5	8.9	7.5	9.1	9.3	9.8	10.3	10.0	10.0	9.6	9.3	-	+	=	+	9.8
Germany	40.5	8.2	8.0	11.3	7.5	7.8	7.1	5.5	5.3	5.3	5.3	5.3	5.3	+	=	=	=	8.4
Greece	3.6	9.1	11.4	9.9	7.7	9.5	12.5	24.2	27.3	25.8	23.8	18.6	12.7	--	++	++	++	12.1
Ireland	1.9	14.1	4.3	4.4	6.4	12.0	13.9	14.7	13.0	11.2	10.5	9.6	8.9	++	++	++	+	8.4
Italy	22.4	11.2	10.1	7.7	6.8	7.8	8.4	10.7	12.2	12.6	12.0	10.5	9.2	--	-	++	++	9.2
Latvia	0.9	7.0	14.4	9.0	7.5	16.9	18.7	15.0	11.9	10.3	9.7	8.9	8.5	++	++	++	+	12.6
Luxembourg	0.4	3.0	2.4	4.1	4.2	5.5	5.8	6.1	6.9	7.1	6.9	6.5	6.2	--	-	+	+	4.0
Malta	0.2	4.9	6.8	6.9	6.0	6.9	6.9	6.3	6.4	6.0	6.1	6.3	6.3	=	+	=	=	6.6
Netherlands	8.3	7.1	3.1	5.3	3.1	3.7	4.5	5.3	6.7	7.3	6.9	6.2	5.6	--	--	+	+	4.5
Portugal	4.5	7.2	3.9	7.6	7.6	9.4	10.8	15.5	16.2	14.2	13.5	12.4	11.3	--	++	++	++	8.0
Slovakia	2.2	13.7	18.9	16.4	9.6	12.1	14.5	14.0	14.2	13.9	13.2	12.2	11.2	-	+	++	+	14.7
Slovenia	0.9	7.0	6.7	6.5	4.4	5.9	7.3	8.9	10.1	9.9	9.5	8.4	7.1	--	+	+	++	6.8
Spain	17.1	22.9	13.9	9.2	11.3	17.9	19.9	24.8	26.1	24.6	23.5	21.2	18.5	--	++	++	++	16.1
Czech Rep	4.9	4.0	8.8	7.9	4.4	6.7	7.3	7.0	7.0	6.4	6.0	5.4	4.9	=	++	+	+	6.7
Denmark	2.7	6.8	4.3	4.8	3.5	6.0	7.5	7.5	7.0	6.9	6.6	5.7	5.3	++	+	+	+	5.5
Israel	3.4	6.9	10.9	11.2	7.7	9.4	8.3	6.9	6.3	6.0	6.0	6.0	6.0	++	+	=	=	9.7
Norway	2.6	4.9	3.4	4.6	2.6	3.2	3.6	3.2	3.5	3.7	3.8	3.8	3.7	-	-	=	=	3.7
Sweden	4.7	8.8	5.6	7.6	6.2	8.3	8.6	8.0	8.0	8.0	7.8	7.4	7.1	=	=	+	+	7.5
Switzerland	4.8	4.2	1.8	3.8	2.6	3.7	3.5	2.9	3.2	3.4	3.3	3.1	2.9	-	-	=	+	3.3
United Kingdom	29.9	8.6	5.5	4.9	5.7	7.7	7.9	8.0	7.6	6.3	5.8	5.5	5.5	+	++	++	+	6.4
<b>Americas</b>																		
United States	143.9	5.6	4.0	5.1	5.8	9.3	9.6	8.1	7.4	6.3	5.9	5.5	5.2	++	++	+	+	6.0
Canada	17.7	9.5	6.8	6.8	6.2	8.3	8.0	7.3	7.1	7.0	6.9	6.7	6.6	+	+	=	=	7.6
<b>Asia and the Pacific</b>																		
Australia	11.5	8.5	6.3	5.1	4.2	5.6	5.2	5.2	5.7	6.2	6.1	5.8	5.7	-	-	=	+	6.1
New Zealand	2.3	6.5	6.2	3.8	4.1	6.1	6.5	6.9	6.2	5.7	5.2	5.1	5.1	++	++	+	=	5.7
Japan	63.1	3.1	4.7	4.4	4.0	5.1	5.0	4.3	4.0	3.7	3.8	3.8	3.9	+	+	=	=	4.4
Korea, Republic of	25.1	2.1	4.4	3.7	3.2	3.7	3.7	3.2	3.1	3.1	3.1	3.1	3.1	=	=	=	=	3.7
Taiwan (pr. of China)	11.0	1.8	3.0	4.1	4.1	5.9	5.2	4.2	4.2	4.0	4.0	4.0	4.0	=	+	=	=	3.9
Hong Kong (China)	3.8	3.2	4.9	5.6	3.5	5.2	4.3	3.3	3.1	3.1	3.1	3.2	3.2	+	=	=	=	4.7
Singapore	3.1	1.8	2.7	3.1	2.2	3.0	2.2	2.0	1.9	2.0	2.1	2.2	2.1	=	=	=	=	2.5

Source: Compiled by UNWTO from International Monetary Fund, World Economic Outlook ([www.imf.org/external/pubs/ft/weo/weorepts.htm](http://www.imf.org/external/pubs/ft/weo/weorepts.htm))<sup>1</sup> percentage points change to previous year: ++ < -0.5; + [-0.5,-0.1]; = [-0.1,0.1]; - [0.1,0.5]; -- > 0.5

## Overview of the unemployment projections by the International Monetary Fund (IMF), World Economic Outlook, October 2014

	Employment, mn persons		Unemployment rate (%)							Current projections (%)				Trend <sup>1</sup>				Average (%)
	2013	1995	2000	2005	2008	2009	2010	2012	2013	2014*	2015*	2017*	2019*	13-12	14*-13	15*-14*	16*-15*	1995-2013
<b>Emerging economies</b>																		
<b>Europe</b>																		
Azerbaijan				7.6	6.1	6.0	6.0	6.0	6.0	6.0	6.0	6.0	6.0	=	=	=	=	4.0
Bulgaria	11.4	18.1	10.2	5.7	6.9	10.3	12.4	13.0	12.5	11.9	10.7	9.5	--	++	++	++	++	12.0
Croatia	14.5	16.3	12.8	8.3	9.0	12.1	16.1	16.6	16.8	17.1	15.3	12.6	--	-	-	+	+	12.8
Hungary	10.2	6.0	7.2	7.8	10.0	11.2	11.0	10.3	8.2	7.8	7.4	7.0	++	++	+	+	+	8.2
Kazakhstan	11.0	12.8	8.1	6.6	6.6	5.8	5.3	5.2	5.2	5.2	5.2	5.2	=	=	=	=	=	9.0
Lithuania		16.4	8.3	5.8	13.8	17.8	13.4	11.8	11.0	10.7	10.5	10.5	++	++	+	+	+	9.6
Poland	13.4	16.1	17.7	7.1	8.2	9.6	10.1	10.3	9.5	9.5	9.1	9.0	-	++	=	+	+	13.2
Romania	9.9	7.2	7.2	5.8	6.9	7.3	7.0	7.3	7.2	7.1	7.1	7.1	-	+	=	=	=	7.7
Russian Federation	8.5	10.6	7.6	6.3	8.4	7.3	5.5	5.5	5.6	6.5	6.0	6.0	=	-	--	+	+	8.3
Ukraine	14.8	11.5	7.2	6.4	8.8	8.1	7.5	7.2	10.0	9.8	8.8	7.8	+	--	=	+	+	10.0
Turkey	7.6	5.6	9.5	10.0	13.1	11.1	8.4	9.0	9.5	9.9	9.9	9.9	-	-	-	=	=	7.6
<b>Americas</b>																		
Argentina	18.9	17.1	11.6	7.9	8.7	7.8	7.2	7.1	8.8	9.0	9.4	10.3	=	--	=	=	=	17.1
Brazil	4.7	7.1	9.8	7.9	8.1	6.7	5.5	5.4	5.5	6.1	5.7	5.5	=	=	-	=	=	8.8
Chile	7.4	9.7	9.3	7.8	10.8	8.2	6.4	5.9	6.6	7.0	6.4	6.4	+	--	-	+	+	8.2
Colombia	5.6	13.3	11.8	11.3	12.0	11.8	10.4	9.7	9.3	9.0	9.0	9.0	++	+	+	=	=	11.4
Costa Rica	5.2	5.2	6.6	4.9	7.8	7.3	7.8	8.1	8.2	8.3	8.1	7.6	-	=	=	=	=	6.3
Dominican Rp	7.3	6.3	6.4	4.6	5.3	5.0	6.4	7.0	6.4	6.0	6.0	6.0	--	++	+	=	=	6.3
Mexico	6.2	2.2	3.6	4.0	5.5	5.4	5.0	4.9	4.8	4.5	4.0	4.0	=	+	+	+	+	4.1
Panama	14.0	13.5	10.3	5.8	6.9	6.8	4.2	4.3	4.3	4.3	4.3	4.3	=	=	=	=	=	10.2
Peru	7.1	7.8	9.6	8.4	8.4	7.9	6.8	7.5	6.0	6.0	6.0	6.0	--	++	=	=	=	8.3
Uruguay	10.3	13.4	12.2	7.6	7.3	7.0	6.3	6.6	6.8	6.9	7.1	7.2	-	-	=	=	=	13.1
Venezuela	10.3	14.0	12.2	7.4	7.9	8.5	7.8	7.5	8.0	10.4	13.7	17.6	+	-	--	--	--	14.3
<b>Asia and the Pacific</b>																		
China	2.9	3.1	4.2	4.2	4.3	4.1	4.1	4.1	4.1	4.1	4.1	4.1	=	=	=	=	=	3.8
Indonesia	7.4	6.1	11.2	8.4	7.9	7.1	6.1	6.3	6.1	5.8	5.5	5.5	=	+	+	+	+	7.6
Iran	10.0	16.0	12.1	10.4	11.9	13.5	12.2	10.4	11.6	12.2	13.2	13.8	++	--	--	--	--	12.3
Malaysia	3.1	3.1	3.6	3.3	3.7	3.3	3.0	3.1	3.0	3.0	3.0	3.0	=	=	=	=	=	3.2
Pakistan	5.1	6.9	7.7	5.2	5.5	5.6	6.5	6.2	6.8	6.5	5.5	4.9	+	--	+	+	+	6.4
Philippines	9.5	11.2	11.4	7.4	7.5	7.3	7.0	7.1	6.9	6.8	6.6	6.5	=	+	=	=	=	9.1
Thailand			1.9	1.4	1.5	1.1	0.7	0.7	0.7	0.8	1.0	1.0	=	=	=	=	=	0.9
Vietnam	5.8	6.4	5.3	4.7	4.6	4.3	4.5	4.4	4.4	4.4	4.4	4.4	=	=	=	=	=	5.4
<b>Africa and Middle East</b>																		
Algeria	28.1	29.5	17.7	12.5	13.8	11.3	10.0	10.0	11.0	9.8	11.3	11.6	=	--	++	-	-	27.1
Bahrain					5.6	3.7	3.6	4.0	3.9	4.3	4.3	4.2	-	=	-	+	+	0.0
Egypt	11.2	9.0	10.5	10.9	9.2	8.7	9.2	10.4	12.4	13.0	13.9	14.2	--	--	-	-	-	9.1
Jordan	15.4	13.7	14.7	14.1	13.1	12.7	12.5	12.9	12.2	12.2	12.2	12.2	-	+	=	=	=	14.3
Kuwait	1.5	0.8	1.4	1.4	1.7	1.7	2.1	2.1	2.1	2.1	2.1	2.1	=	=	=	=	=	1.1
Morocco	16.0	13.4	10.8	9.7	9.8	9.6	9.1	8.9	9.0	9.2	9.0	8.8	=	=	-	=	=	13.6
Nigeria		13.1	13.4	12.3	12.7	14.9	21.1	23.9					--	++	=	=	=	5.6
Saudi Arabia		4.6	5.8	6.3	5.6	5.2	5.5	5.8	5.4	5.5			-	+	=	++	++	2.8
Tunisia	16.2	15.7	14.2	12.5	12.4	12.4	13.0	18.9	16.7	15.3	15.0	13.0	--	++	++	=	=	15.6
South Africa	16.7	23.0	25.2	23.6	23.0	22.5	24.9	24.8	24.9	24.7	25.0	24.6	=	=	=	-	-	24.3

Source: Compiled by UNWTO from International Monetary Fund, World Economic Outlook ([www.imf.org/external/pubs/ft/weo/weorepts.htm](http://www.imf.org/external/pubs/ft/weo/weorepts.htm))<sup>1</sup> percentage points change to previous year: ++ < -0.5; + [-0.5,-0.1]; = [-0.1,0.1]; - [0.1,0.5]; -- > 0.5



# 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.

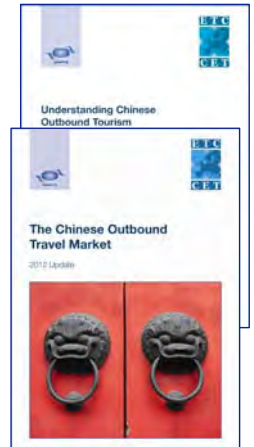
Available in English, French, Spanish and Russian



## 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.

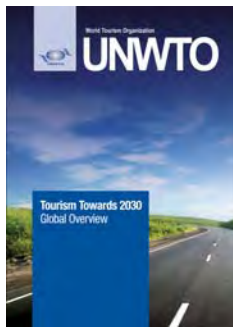
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## Tourism Towards 2030

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.

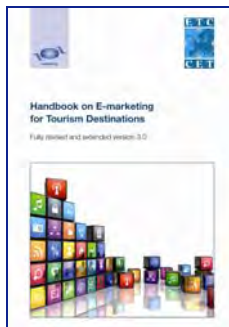
Available in English



## Handbook on E-Marketing for Tourism Destinations

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

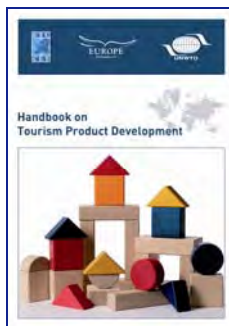
The Compendium of Tourism Statistics provides data and indicators on inbound, outbound and domestic tourism, as well as on the number and types of tourism industries, the number of employees by tourism industries, and macroeconomic indicators related to international tourism. The 2014 edition presents 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 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.



## 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 French and Spanish



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