UNWTO World Tourism Barometer

Committed to Tourism, Travel and the Millennium Development Goals

Interim Update, September 2009

Contents

Short-term tourism data 2009 1
World 1
UNWTO Response 4
Regions 8
Europe 8
Asia and the Pacific 9
The Americas 10
Africa and the Middle East 11

Interim Update, September 2009

This is the second issue of the *Interim Update* of the *UNWTO World Tourism Barometer,* intended to bridge the gap between the full editions of the Barometer published every four months. This update forms part of UNWTO's activity in terms of support to its members in the face of the economic crisis and aims at providing a closer market monitoring through an update of the monthly data included in the tables on International Tourist Arrivals. This Interim Update is available in electronic format only through the UNWTO elibrary and is free for members.

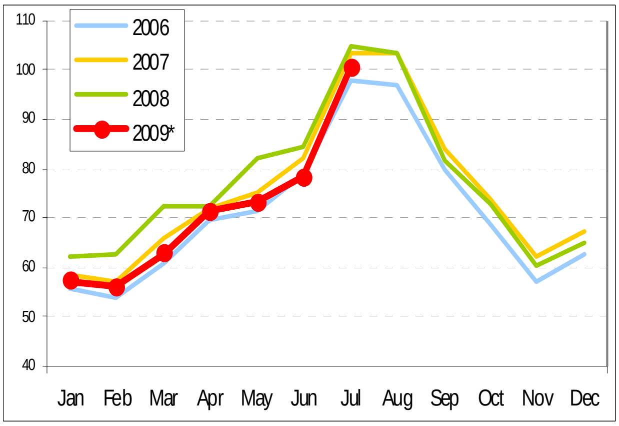
A comprehensive analysis of international tourism trends will be included in the next full version of the *UNWTO World Tourism Barometer* scheduled for early November.

Inbound Tourism: short-term data 2009

World

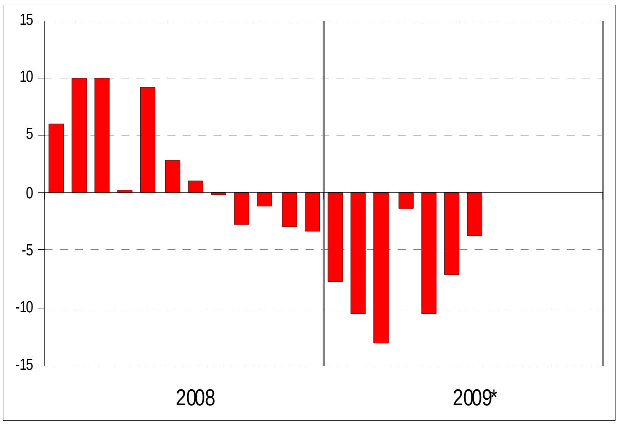
- With the world facing the most severe recession of the post second world war period, tourism has also been seriously impacted, although resisting comparatively better than other sectors. Tourism demand experienced a sharp turn in trend in the middle of 2008, accumulating a decrease of 1% between July and December 2008, after a very sound start of the year, with worldwide growth in international arrivals at around 6% in the first six months.
- As expected, the decline in demand intensified in 2009 under the impact of the rapid deterioration of the world economy and of the influenza A(H1N1) outbreak. Based on preliminary results from about 140 destination countries, international tourist arrivals worldwide are estimated to have declined by 7% in the period January to July 2009, compared to a still very bullish first part of 2008.
- In absolute terms, the number of international tourist arrivals worldwide is estimated to have reached 500 million between January and July 2009, down from 540 million in the same period of 2008. So far, international arrivals are 40 million below last year's volume. The 2009 level is currently between the 514 million of 2007 and 488 million of 2006. The first seven months of the year generally account for roughly 57% of the total annual number.

International Tourist Arrivals, monthly evolution
World (million)



Source: World Tourism Organization (UNWTO) ©

International Tourist Arrivals, monthly evolution
World (% change)



Source: World Tourism Organization (UNWTO) ©

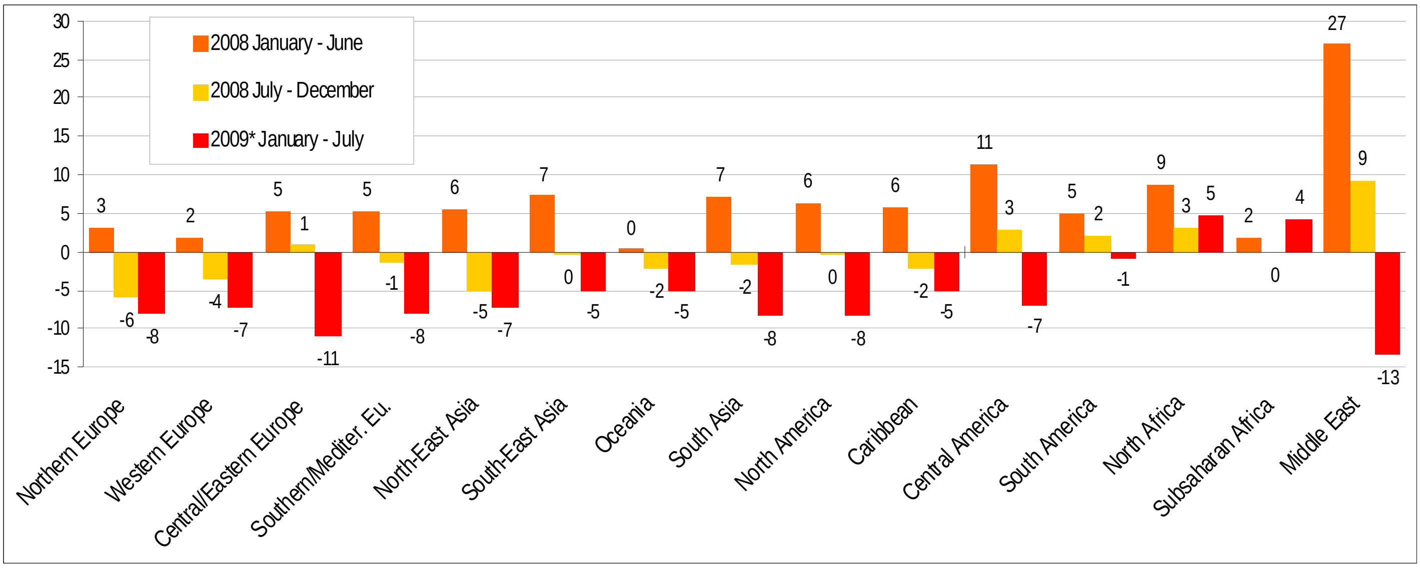
- Following negative results since September last year, all of the first seven months of 2009 showed negative growth: January -8%, February -10%, March -13%, April -1%, May -10%, June -7% and July -4%. The fact that the Easter holidays fell in April this year instead of in

ISSN 1728-9246

March, boosted results in April, but pulled away leisure demand from March and to a lesser extent from May. Furthermore, February compares to the leap year February of 2008 with one day extra, which in itself can already account for a difference of some 3 percentage points.

- North Africa (+5%) and Subsaharan Africa (+4%) were the only two subregions showing positive growth between January and July of 2009. Other subregions that did comparatively better than the world average were South America (-1%), the Caribbean (-5%), South-East Asia (-5%) and Oceania (-5%), while Central America, North-East Asia and Western Europe equalled the average of -7%. Hardest hit were South Asia, North America, Northern Europe, Southern and Mediterranean Europe (all four at -8%), Central and Eastern Europe (-11%) and the Middle East (-13%). In the case of the Middle East, however, it should be taken into account that this decline comes after a 2008 with still bumper growth and that, together with Africa, it is the only region reporting positive results in June and July 2009.
- Various countries worldwide bucked the overall negative trend posting positive growth. Among these Kenya (+47% Jan.-Jul.), Morocco (+8% Jan.-Jul.), South Africa (+2% Jan.-Jul.), Lebanon (+57% Jan.-Jul.), Syria (+12% Jan-Jul.), Bahrain (+4% Jan-June), Jordan (+4% Jan-Jul.), the Republic of Korea (+15% Jan.-Aug.), Taiwan (pr of China (+12% Jan-Aug.), Malaysia (+4% Jan-Aug.), Cuba (+3% Jan.-Jul.), Jamaica (+3% Jan-Jul.), Nicaragua (+9% Jan.-Aug.), Colombia (+10% Jan.-Jul.) or Uruguay (+2% Jan-Aug.)
- Domestic markets, actively stimulated by many governments during the crisis, are expected to do slightly better, though this will not compensate for the losses in international markets. As in previous crises, tourism earnings are expected to suffer somewhat more than arrivals as consumers tend to trade down, stay closer to home and travel for shorter periods of time.
- Although much uncertainty persists, there are signs indicating that the lowest point may have also been reached in the tourism sector. Data on international tourism for the month of July shows a relative improvement over previous months. Arrivals have declined by 4% as compared to decrease rates of 10% in May and 7% in June. Many destinations show a similar pattern, particularly in Asia, Europe and the Middle East. For countries that already reported data for August, the two high season months July and August have been, in general, not as depressed as the first six months of the year.
- Other industry indicators seem to corroborate this trend. IATA reports that in July passengers' demand for international scheduled flights fell by 3% and in August by 1%, compared with 7% for the two previous months.
- Furthermore, according to the monthly report on trends in the supply of domestic and international airline flights and seats by OAG, a global aviation data company, worldwide airline capacity for September 2009 is showing positive growth for the second consecutive month. In September, the world's airlines have scheduled 270 million seats, a rise of 1.4% over the same month last year. OAG commented: "As the summer season winds down, the steady upward trend we have seen since May is continuing. After 11 straight months of capacity cutbacks, these figures indicate a growing confidence within the industry that demand for air travel is starting to pick up."

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

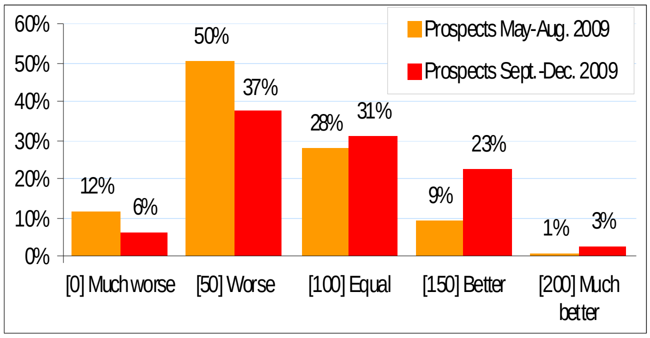


Source: World Tourism Organization (UNWTO) ©

ISSN 1728-9246

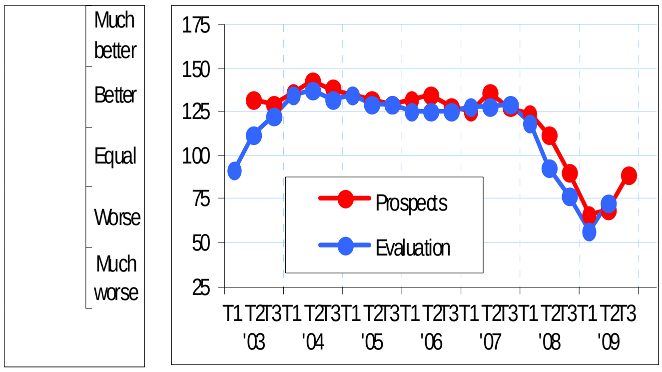
- Similarly, accommodation data from STR Global shows that the decline in occupancy rates has moderated in most world regions during July and August, particularly in Europe and in Asia. In Asia, occupancy rates contracted by 'only' 6% and 3% in July and August, respectively, after six months of double digit declines.
- The forthcoming results of the UNWTO Panel of Experts Confidence Index also indicate that the turning point may have been reached. Provisional results from the survey currently in the field show that confidence is gradually picking up after two periods at a historic low. In the May survey, a clear majority of Panel Members (62%) still assessed prospects for the then forthcoming four month period May-August as 'worse' or 'much worse'. In the latest survey, however, when asked about their outlook for the period September-December, the percentage of Panel Members with a negative outlook has decreased from 62% to 43%, while for 31% prospects are 'equal' and for 26% they are even 'better' or 'much better'. (These results reflect an estimated 90% of the final expected number of responses. Complete results of the current UNWTO Panel of Experts survey will be included in the forthcoming full issue of the UNWTO World Tourism Barometer.)

UNWTO Panel of Tourism Experts



Source: World Tourism Organization (UNWTO) ©

UNWTO Panel of Tourism Experts



Source: World Tourism Organization (UNWTO) ©

International Tourist Arrivals by (Sub)region

	Full year		Share	Change		Monthly or quarterly data series (% change over same period of the previous year)															
	2007	2008*	2008*	07/06	08*/07	2009*										2008*					
	(million)		(%)		(%)	YTD	Q1	Q2	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	J.-J.	J.-D.	Q1	Q2	Q3	Q4
World	904	922	100	6.1	2.0	-7.4	-10.5	-6.5	-7.7	-10.4	-13.0	-1.3	-10.5	-7.1	-3.7		6.0	-1.3	8.5	4.0	-0.5	-2.3
Europe	*487.9*	*489.4*	*53.1*	*4.1*	*0.3*	*-8.4*	*-13.5*	*-7.1*	*-7.5*	*-13.4*	*-18.0*	*-1.4*	*-11.1*	*-7.5*	*-4.1*		*3.9*	*-2.1*	*6.7*	*2.1*	*-1.0*	*-4.2*
Northern Europe	58.1	57.0	6.2	2.8	-2.0	-8.1	-13.2	-6.1	-8.7	-17.1	-13.6	-0.7	-13.7	-3.0	-4.5		3.2	-6.1	7.5	0.2	-4.3	-8.9
Western Europe	154.9	153.3	16.6	3.6	-1.1	-7.3	-14.0	-5.3	-2.2	-13.1	-23.2	1.2	-10.1	-5.5	-0.2		1.9	-3.5	7.3	-2.0	-3.6	-3.5
Central/Eastern Europe	96.6	99.6	10.8	5.6	3.1	-11.0	-13.7	-10.1	-12.7	-14.3	-14.2	-8.4	-11.2	-10.4	-8.5		5.4	0.9	5.4	5.3	4.0	-3.8
Southern/Mediter. Eu.	178.2	179.6	19.5	4.3	0.8	-8.0	-12.7	-7.2	-8.9	-11.5	-16.1	0.6	-11.0	-8.8	-4.7		5.2	-1.3	6.7	4.4	-0.3	-3.5
Asia and the Pacific	*182.0*	*184.1*	*20.0*	*9.6*	*1.2*	*-6.5*	*-7.3*	*-6.1*	*-4.9*	*-10.3*	*-6.7*	*-1.1*	*-10.3*	*-7.3*	*-5.0*		*5.9*	*-3.2*	*8.3*	*3.5*	*-2.0*	*-4.3*
North-East Asia	101.0	101.0	10.9	9.8	-0.1	-7.3	-7.5	-7.3	-4.7	-9.7	-8.2	-0.2	-11.6	-10.7	-6.9	5.8	5.6	-5.1	9.7	1.7	-4.6	-5.5
South-East Asia	59.7	61.7	6.7	12.3	3.5	-5.0	-5.8	-5.0	-3.4	-11.4	-2.9	-3.2	-9.4	-2.5	-2.3		7.3	-0.3	7.4	7.1	2.4	-2.8
Oceania	11.2	11.1	1.2	1.7	-1.0	-5.1	-5.8	-3.0	-1.9	-8.6	-6.6	4.5	-4.8	-9.4	-7.8		0.4	-2.2	1.7	-1.3	-1.9	-2.5
South Asia	10.1	10.3	1.1	2.6	2.1	-8.4	-14.1	-3.5	-17.3	-11.2	-13.5	-2.9	-6.3	-1.7	0.2	-5.1	7.2	-1.7	8.8	4.9	1.4	-3.9
Americas	*142.9*	*147.1*	*15.9*	*5.2*	*2.9*	*-6.7*	*-6.6*	*-7.1*	*-1.2*	*-4.8*	*-12.6*	*2.6*	*-11.9*	*-11.4*	*-6.3*		*6.4*	*-0.2*	*9.6*	*3.4*	*1.7*	*-2.3*
North America	95.3	97.8	10.6	5.2	2.6	-8.4	-7.7	-9.6	-1.9	-4.8	-14.4	2.4	-15.6	-14.1	-7.1		6.4	-0.5	9.9	3.6	1.3	-2.8
Caribbean	19.8	20.2	2.2	1.6	2.1	-5.1	-7.5	-3.2	-3.4	-6.7	-11.7	-2.5	-3.0	-4.1	-2.2		5.9	-2.2	8.8	2.6	-1.8	-2.7
Central America	7.8	8.3	0.9	12.0	7.0	-6.9	-4.6	-9.2	4.5	-6.3	-11.9	0.7	-14.2	-14.1	-7.7		11.3	2.9	13.8	8.6	4.1	1.6
South America	20.1	20.8	2.3	6.5	3.6	-0.8	-2.5	3.9	0.2	-2.4	-6.0	11.2	1.6	-1.2	-5.0		5.1	2.1	7.9	1.0	6.2	-1.5
Africa	*45.0*	*46.6*	*5.1*	*8.4*	*3.6*	*4.4*	*1.5*	*6.6*	*4.9*	*2.7*	*-2.6*	*11.7*	*4.6*	*3.7*	*5.6*		*4.1*	*1.2*	*5.2*	*3.1*	*-0.4*	*3.1*
North Africa	16.3	17.2	1.9	8.5	4.9	4.8	2.2	7.2	5.3	5.2	-2.5	16.6	4.6	2.3	4.2		8.8	3.1	10.6	7.5	1.0	7.3
Subsaharan Africa	28.7	29.5	3.2	8.3	2.8	4.2	1.2	6.2	4.8	1.7	-2.6	9.1	4.6	4.7	7.2		1.9	-0.1	3.1	0.5	-1.6	1.3
Middle East	*46.6*	*55.1*	*6.0*	*14.0*	*18.1*	*-13.4*	*-21.6*	*-11.1*	*-37.3*	*-14.5*	*-8.4*	*-18.6*	*-12.3*	*0.5*	*4.2*		*27.0*	*9.3*	*21.1*	*33.5*	*3.0*	*16.6*

Source: World Tourism Organization (UNWTO) © (Data as collected by UNWTO September 2009)

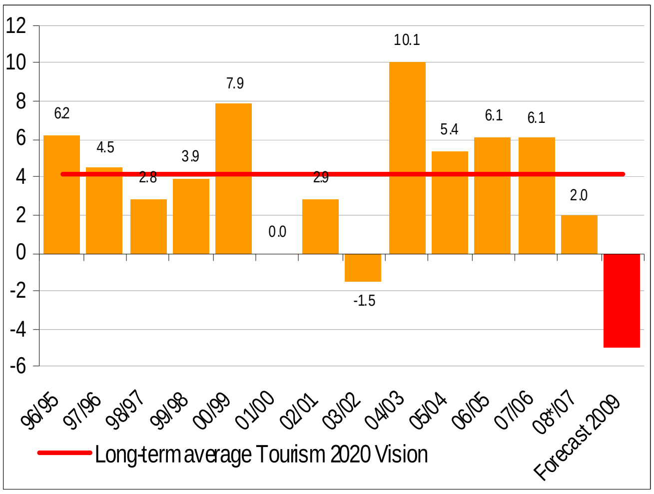
ISSN 1728-9246

Prospects

- Latest economic data and prospects indicate that the world economy may be starting to show prudent signs of recuperation. But even as the worst may be behind, many challenges persist. Experts warn that recovery might be sluggish and the global financial crisis is likely to leave long lasting effects on the world economy. Furthermore, unemployment, which rose very fast over the last year, is likely to take longer to rebound. While the unemployment rate in advanced economies has gradually decreased since the early 1990s (from 7.6% in 1993 to 5.4% in 2007), according to IMF's World Economic Outlook of last April, it is projected to reach 8.2% in 2009 and 9.2% in 2010. This is the real burden and one of the major challenges.
- Economic conditions, combined with the additional uncertainties brought about by the influenza A(H1N1) outbreak, are expected to continue impacting tourism demand – at least in the short term.
- For the moment, UNWTO maintains its forecast for tourism growth included in the June issue of the *UNWTO World Tourism Barometer.* As decline rates are anticipated to ease during the remainder of 2009, international tourism is forecast to decrease within a range of -6% and -4% this year. And though many subregions might return to growth in the last months of 2009, this will not be enough to compensate for the losses felt so far. Growth for the full year is projected to be negative in all regions, except for Africa.
- A revision of the 2009 forecast as well as a first outlook for 2010 will be included in the forthcoming full issue of the *UNWTO World Tourism Barometer* (to be published early November).

International Tourist Arrivals, World

(% change over same period of the previous year)



Source: World Tourism Organization (UNWTO) ©

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 notes on page 2 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.

UNWTO Responding to the Challenges of the Economic Crisis

In order to cope with the current adverse market conditions, UNWTO is providing the sector and its Members in particular with the necessary support to endure these challenging times.

UNWTO response is focused on three interrelated pillars:

- **Resilience**: a Tourism Resilience Committee (TRC) has been set up to support the sector's immediate response by providing a framework for better market analysis, collaboration on response and medium-term policymaking. The Committee, which met twice this year (in January and March), is open to all UNWTO members and key industry partners and aims to be a focal point for crisis response for the tourism sector around the world. The Committee will hold a pivotal meeting at the UNWTO General Assembly in Kazakhstan 8 October 2009 where a *Roadmap for Recovery* will be presented (more information and related documents at www.unwto.org/trc and www.unwto.org/ga.php).
- **Stimulus**: UNWTO urges governments to put tourism at the core of their stimulus packages because the jobs and trade

ISSN 1728-9246

flows from a strong tourism sector, as well as business and consumer confidence in travel, can play a big part in the economic recovery. UNWTO stresses that spending on tourism can pay massive returns across entire economies due to the contribution of the sector to exports and employment. This message was promoted by UNWTO during the G20 Summit in London last April and will continue to be advanced within the framework of the G20 and of other similar international initiatives (see www.unwto.org/G20.php?lang=E).

Realizing that the sector can be a key driver of economic recovery, many countries have developed stimulus measures within their fiscal and monetary packages to mitigate the effects of the crisis on tourism. Some destinations are reducing taxes and improving travel facilitation, recognizing that it is now crucial to remove all obstacles to tourism, especially taxation and over regulation. Others have developed financial systems to support tourism enterprises, maintain/increase employment in the sector and develop infrastructure. More should follow suit.

- Green Economy: tourism must be at the forefront of the transformation to the Green Economy contributing with carbon-clean operations, jobs in environment management and energy-efficient building.

Roadmap for Recovery - Tourism & Travel: a Primary Vehicle for Job Creation and Economic Recovery

UNWTO is presenting a *Roadmap for Recovery* at its 2009 General Assembly, highlighting the contribution tourism can make to the ongoing global efforts to tackle the economic crisis, and positioning tourism as a primary vehicle for job creation and economic recovery.

The *Roadmap*, which includes a set of 15 recommendations, based on three interlocking action areas - Resilience : Stimulus : Green Economy - stresses that 'Travel and Tourism' can support short-term stimulus actions, namely those aimed at creating and sustaining jobs, as tourism is one of the largest employment sectors in most countries and a significant source of wealth creation directly, or through its strong multiplier effect on related services such as construction, maintenance, commerce or agriculture.

UNWTO urges all governments and the private sector to stand behind the *Roadmap for Recovery* as tourism has a significant potential to support short term stimulus actions as well contribute to respond to the long term challenges of development and climate change.

As part of its response activity, UNWTO has created a web resource with information on the work of its Tourism Resilience Committee, including a first assessment on tourism and economic stimulus with information on the measures implemented by over 70 countries worldwide (see www.unwto.org/trc).

Influenza A(H1N1): UNWTO's Response

As part of the preparedness efforts for a possible pandemic situation, UNWTO established some three years ago regular and active contacts within the United Nations system, in particular with the World Health Organization (WHO), the United Nations System Influenza Coordination (UNSIC), the International Civil Aviation Organization (ICAO) and the Department of Public Information of the UN (UNDPI). Internally, UNWTO reinforced its preparedness work with the establishment of a Risk and Crisis Management Section, which is the focal point for the coordination with the UN on pandemics.

Since the onset of the outbreak of the novel influenza A(H1N1) in April 2009 UNWTO has been actively involved in the coordination and communication efforts for the travel and tourism sector. The overall objectives of our activities were:

- Facilitating fast and targeted communications and providing relevant real-time information;
- Promoting consistent messages throughout the travel and tourism sector;
- Minimising the impacts of the pandemic on the sector through coordination and close cooperation with Member States, WHO, UNSIC and TERN; and
- Providing guidance and assistance to Member States.

To meet those objectives, UNWTO engaged at three levels:

- Inside the UN-system, UNWTO actively participated in the top-level coordination effort with WHO, ICAO and UNSIC to ensure that views and concerns of the travel and tourism sector were taken into account in the decision making process.
- At the Member States' level, UNWTO immediately activated the Influenza Focal Point structure, which had been put in place as part of the Avian Flu preparedness. UNWTO provided the Influenza Focal Points with regular information updates, guidelines and common messages, and shared lessons learned from previous pandemic simulation exercises. Two review and preparation exercises took place for Africa, Europe and the Middle East and the Americas to address the current challenges as well as upcoming ones in view of the current pandemic, and how to best adjust the preparations of the travel and tourism sector.
- With respect to the industry, UNWTO was in close contact and coordinated frequent meetings with the Tourism Emergency Response Network (TERN) and WHO. TERN consists of key global travel and tourism network associations, both public and private, across all sectors. The active coordination and communication between UNWTO, TERN and WHO provided an insight into the needs, views and concerns of the travel and tourism sector.

At this particular stage, it is important to highlight that despite the declaration of the pandemic alert, travel restrictions are not recommended by WHO. Limiting travel and imposing travel restrictions would have very little effect on stopping the spread of the influenza A(H1N1) virus but would be highly disruptive to the global community.

ISSN 1728-9246

The severity of the virus is currently considered moderate by WHO and measures recommended are prevention practices that apply in daily life, such as hand-washing and normal cough 'etiquette'. However, WHO has also pointed out that influenza viruses are well known for their instability. The further development of the influenza A(H1N1) virus remains uncertain and the severity of the pandemic can change considerably over time and differ by location and population. Staying informed is therefore important. Travellers should regularly check with www.SOS.travel or other reliable resources for the latest updates and information issued by health and travel authorities as the situation evolves.

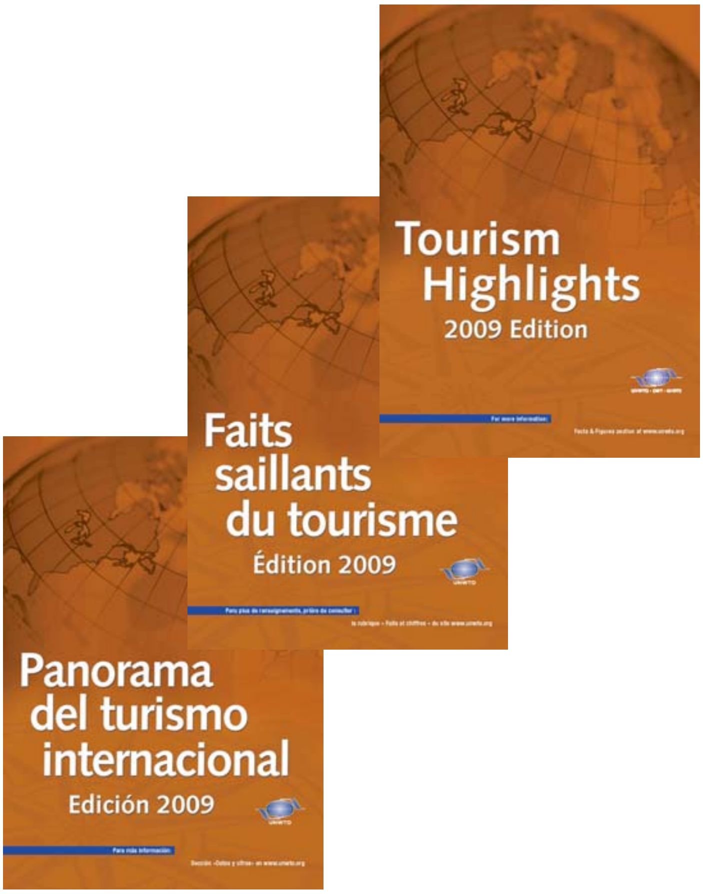
It is important to keep in mind that the current influenza pandemic is the first one for which the global community has extensively prepared. These preparedness efforts were reflected in the global response to the challenges of the influenza outbreak over the last months. Although the development of the virus remains uncertain, we are confident that our joint work will help us avoid unnecessary repercussions on the travel and tourism sector.

For more information see www.SOS.travel and www.unwto.org

The institutions currently collaborating to face and deal with the challenges of the influenza A(H1N1) are: African Travel and Tourism Association (ATTA), Airport Council International (ACI), American Hotel and Lodging Association (AHLA), American Society of Travel Agents (ASTA), Asociación Latinoamericana de Transporte Aéreo (ALTA), Association of Asia and Pacific Airlines (AAPA), Association of European Airlines (AEA), Canadian Tourism Commission (CTC), Caribbean Hotel and Tourism Association (CHTA), Caribbean Tourism Organization (CTO), Cruise lines International Association (CLIA), European Travel Commission (ETC), Federation Internationale de l'Automobile (FIA), International Air Transport Association (IATA), International Association of Amusement Parks and Attractions (IAAPA), International Civil Aviation Organization (ICAO), International Federation of Tour Operators (IFTO), International Hotel and Restaurant Association (IH&RA), International Shipping Federation (ISF), Meeting Professionals International (MPI), National Tour Association (NTA), Pacific Asia Travel Association (PATA), SKAL International, Tour Operators Initiative (TOI), United Federation of Travel Agents' Associations (UFTAA), US Travel (UST), World Health Organization (WHO), World Tourism Organization (UNWTO), World Travel & Tourism Council (WTTC), World Youth Student and Educational Travel Confederation (WYSETC).

UNWTO Tourism Highlights, 2009 Edition

On the occasion of World Tourism Day, celebrated annually on 27 September, UNWTO released its updated overview of basic tourism facts and figures in its *Tourism Highlights, 2009 Edition*. In 2009, the 30th World Tourism Day has been commemorated in Ghana under the theme 'Tourism – Celebrating Diversity' (see www.unwto.org/wtd).



Tourism Highlights aims to provide a consolidated set of key figures and trends for international tourism in the year prior to its date of publication. The *2009 Edition* presents in 12 pages a snapshot of international tourism in the world for 2008 based on the latest available information collected from national sources. Trends and results are analysed for the world, regions and major regional destinations, with statistics included on international tourist arrivals and international tourism receipts. Furthermore, it provides the ranking of top tourism destinations by arrivals and receipts, as well as information on outbound tourism generating regions and a list of top source markets in terms of spending.

Electronic copies can be downloaded free of charge from the Facts & Figures section of the UNWTO website <www.unwto.org/facts/menu.html>.

ISSN 1728-9246

Regions

Europe

International Tourist Arrivals by Country of Destination

	Series	2007	2008*	Change 07/06	08*/07	Monthly or quarterly data series (% change over same period of the previous year) Series	2009* YTD	Q1	Q2	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	2008* Q1	Q2	Q3	Q4
		(1000)		(%)																	
Europe		487,851	489,359	4.1	0.3		-8.4	-13.5	-7.1	-7.5	-13.4	-18.0	-1.4	-11.1	-7.5	-4.1		6.7	2.1	-1.0	-4.2
Northern Europe		*58,147*	*56,982*	*2.8*	*-2.0*		*-8.1*	*-13.2*	*-6.1*	*-8.7*	*-17.1*	*-13.6*	*-0.7*	*-13.7*	*-3.0*	*-4.5*		*7.5*	*0.2*	*-4.3*	*-8.9*
Denmark	TCE	4,770	4,503	0.6	-5.6	NCE(1)	-8.3	-35.8	1.3	-20.1	-19.4	-48.6	37.9	-10.9	-5.5	-5.7		25.1	-7.9	-8.8	-1.7
Finland	TF	3,519	3,583	4.3	1.8	TCE	-11.0	-9.9	-13.0	-2.4	-17.7	-10.8	-18.2	-7.1	-14.0	-9.2		8.9	4.6	-3.9	-2.5
Iceland	TCE	1,054	1,102	8.6	4.6	THS(2)	1.9	-3.4	-0.1	0.8	-0.3	-8.6	12.2	-5.4	-1.5	7.7		1.6	1.5	4.8	9.2
Ireland	TF	8,332	8,026	4.1	-3.7	TF	-10.4	-9.1	-11.9	-2.9	-5.5	-16.0	0.6	-18.4	-15.1	-9.1		4.3	1.3	-6.6	-5.2
Norway	TF	4,377	4,440	7.5	1.4	THS	-11.4	-9.3	-14.3	-4.0	-9.2	-13.6	-14.1	-17.5	-13.0	-8.9		-1.3	-0.5	-10.7	-3.9
Sweden	TCE	5,224	..	10.5	..	THS	1.2	-9.8	-1.0	-10.9	-14.3	-4.5	-0.1	-6.0	2.2	17.7		10.5	5.0	-7.9	-2.7
United Kingdom	TF	30,871	30,142	0.7	-2.4	VF	-8.5	-13.9	-4.4	-10.3	-21.1	-10.9	-2.4	-14.3	4.8	-7.1		6.8	-1.2	-2.2	-13.0
Western Europe		*154,937*	*153,261*	*3.6*	*-1.1*		*-7.3*	*-14.0*	*-5.3*	*-2.2*	*-13.1*	*-23.2*	*1.2*	*-10.1*	*-5.5*	*-0.2*		*7.3*	*-2.0*	*-3.6*	*-3.5*
Austria	TCE	20,773	21,935	2.5	5.6	TCE	-2.7	-8.6	3.7	12.8	-5.8	-29.4	42.6	-12.0	-4.8	-2.9	3.5	13.7	-0.6	2.6	4.3
Belgium	TCE	7,045	7,165	0.7	1.7	TCE	-7.7	-8.3		-6.3	-10.6	-7.5	-5.7	-8.5				3.2	3.8	0.5	-0.5
France	TF	81,940	79,300	3.9	-3.2	THS	-14.5	-19.6		-6.3	-19.4	-28.0	-2.7					6.1	-3.7	-6.3	-5.2
Germany	TCE	24,420	24,886	3.6	1.9	TCE	-6.1	-8.9	-6.6	-9.0	-9.9	-7.8	-8.2	-3.7	-8.0	-0.6		5.4	4.3	0.8	-2.1
Liechtenstein	THS	58	58	6.2	0.3	THS	-12.1	-12.5		-7.7	-10.9	-17.5	-12.0	-11.1				5.0	-1.8	4.2	-7.6
Luxembourg	TCE	917	879	1.0	-4.2	THS	-8.6			-8.6								0.4	-4.2	-6.4	-6.2
Netherlands	TCE	11,008	10,104	2.5	-8.2	TCE	-4.7	-14.8	2.8	-8.6	-12.1	-21.3	13.9	-9.6	6.4			0.8	-11.8	-9.0	-10.1
Switzerland	THS	8,448	8,608	7.4	1.9	THS	-7.2	-9.7	-6.9	-3.3	-11.1	-13.4	-3.6	-11.0	-5.7	-3.1		9.2	2.7	0.4	-4.3
Central/Eastern Europe		*96,585*	*99,558*	*5.6*	*3.1*		*-11.0*	*-13.7*	*-10.1*	*-12.7*	*-14.3*	*-14.2*	*-8.4*	*-11.2*	*-10.4*	*-8.5*		*5.4*	*5.3*	*4.0*	*-3.8*
Azerbaijan	TF	1,011	1,409	11.8	39.4	TF	0.0	0.0	0.0									34.2	34.2	46.5	46.5
Bulgaria	TF	5,151	5,780	-0.1	12.2	TF	-1.7	-6.6	-8.3	-7.6	-5.2	-6.8	-0.1	-14.7	-8.3	5.0	5.6	15.5	17.9	12.3	-0.1
Czech Rep	TCE	6,680	6,649	3.8	-0.5	TCE	-12.2	-17.1	-8.7	-8.8	-20.6	-20.3	-2.8	-13.7	-8.5			6.8	-0.4	-0.4	-6.3
Estonia	TF	1,900	1,970	-2.1	3.7	TCE	-7.0	-8.2	-9.1	8.4	-11.4	-16.9	1.0	-13.2	-11.4	-2.0		5.9	5.0	2.5	3.1
Hungary	TF	8,638	8,814	-6.7	2.0	TF	0.6	0.4	0.8									4.6	1.4	-1.1	5.9
Kazakhstan	TF	3,876	3,447	11.8	-11.1	TF															
Latvia	TF	1,653	1,684	7.7	1.9	TCE	-16.6	-15.9		-8.6	-19.3	-19.1	-16.3	-17.8				13.5	13.4	15.0	2.1
Lithuania	TF	1,486	1,611	-31.8	8.4	TCE	-16.0	-12.1	-17.8	-4.3	-17.3	-14.5	-19.1	-24.7	-10.7			10.2	9.2	9.0	-2.1
Poland	TF	14,975	12,960	-4.4	-13.5	TF	-15.4	-18.6	-12.7									-8.6	-11.2	-15.9	-17.3
Romania	TCE	1,551	1,466	12.4	-5.5	TCE	-16.5	-17.8	-15.6	-18.4	-18.9	-16.3	-21.0	-16.4	-10.6	-16.7		8.1	-2.9	-11.1	-10.1
Russian Federation	TF	20,605	..	2.3	..	VF	-11.2	-10.8	-11.5									3.4	6.2	8.8	-6.3
Slovakia	TCE	1,685	1,767	4.5	4.9	TCE	-30.0	-28.4	-31.3	-22.5	-34.7	-27.3	-26.4	-36.1				9.8	16.7	-0.6	-5.5
Ukraine	TF	23,122	25,392	22.1	9.8	TF	-19.9	-19.9										12.3	12.3	12.3	1.1
Southern/Mediter. Eu.		*178,182*	*179,558*	*4.3*	*0.8*		*-8.0*	*-12.7*	*-7.2*	*-8.9*	*-11.5*	*-16.1*	*0.6*	*-11.0*	*-8.8*	*-4.7*		*6.7*	*4.4*	*-0.3*	*-3.5*
Andorra	TF	2,189	2,059	-1.7	-5.9	TF	-14.6	-20.9	-14.5	-12.0	-24.3	-24.4	-8.3	-21.3	-18.5	-6.6	-1.2	-0.2	-10.6	-6.5	-8.0
Bosnia & Herzg	TCE	306	322	19.8	4.9	TCE	-6.1	-5.0	-7.9	-10.4	-6.5	1.3	-5.5	-8.6	-8.9	-2.7		8.9	11.5	1.0	-1.3
Croatia	TCE	9,307	9,415	7.5	1.2	TCE	-3.4	-20.0	-4.2	10.2	-12.2	-33.9	8.1	-7.8	-5.5	-0.6		29.9	0.4	0.6	-0.8
Cyprus	TF	2,416	2,404	0.6	-0.5	TF	-10.9	-15.2	-9.5	-7.1	-19.3	-16.4	-0.4	-9.2	-15.1	-11.2	-11.1	4.4	2.2	-3.2	-1.3
F.Yug.Rp.Macedonia	TCE	230	255	13.7	10.8	TCE	9.7	6.7	11.4	8.2	8.0	4.5	12.6	3.3	19.7	10.5		15.5	7.7	12.3	9.1
Greece	TF	17,518	..	9.2	..	TCE	-22.7	-28.5		-27.5	-28.0	-29.4	-16.6	-22.5				7.7	-1.9	0.3	-6.5
Israel	TF	2,068	2,572	13.3	24.4	TF	-14.2	-21.5	-15.3	-21.3	-19.4	-23.3	-12.8	-19.9	-12.8	-3.2	-2.8	31.5	36.4	18.7	13.6
Italy	TF	43,654	42,734	6.3	-2.1	TF	-4.4	-5.4	-3.8	-6.5	-3.3	-6.3	5.2	-8.2	-6.1			-2.6	2.6	-3.7	-5.1
Malta	TF	1,244	1,291	10.6	3.8	TF	-11.0	-17.8	-11.4	-19.1	-10.6	-21.4	-3.1	-17.6	-11.9	-9.2	-3.5	22.0	11.4	0.0	-10.3
Montenegro	TCE	984	1,031	16.0	4.8	TCE(3)	-3.7	-10.1	-2.5	-6.4	-16.1	-6.2	-22.4	7.6	-2.5	-3.5		32.4	8.8	2.6	4.2
Portugal	TF	12,321	..	9.2	..	THS	-11.1	-21.2	-6.5	-12.8	-22.1	-25.2	7.5	-18.0	-6.3	-6.6		34.8	12.3	10.2	3.0
San Marino	THS	69	..	38.0	..	VF	-7.5	-17.5	-3.3	-11.6	-14.6	-22.2	1.4	-10.4	-0.2			10.9	-3.6	-4.4	-3.3
Serbia	TCE	696	646	48.5	-7.1	TCE(3)	5.3	-0.4	11.3	-15.2	-3.0	19.3	10.1	9.3	14.4	8.5	-2.5	-3.7	-6.4	-7.0	-10.5
Slovenia	TCE	1,751	1,771	8.3	1.1	TCE	-7.6	-10.1	-9.4	1.4	-11.4	-18.2	1.2	-14.8	-11.1	-6.8	-2.9	5.6	2.2	-0.2	-1.1
Spain	TF	58,666	57,316	1.1	-2.3	TF	-9.9	-16.2	-8.2	-9.8	-15.9	-20.8	-1.7	-11.7	-10.0	-6.1	-8.1	5.2	1.2	-5.3	-9.0
Turkey	TF	22,248	24,994	17.6	12.3	TF	-0.1	-4.5	-1.0	-4.0	0.5	-8.2	4.5	-1.9	-3.1	6.1	-1.2	14.6	17.4	9.4	10.0

Source: World Tourism Organization (UNWTO) © (Data as collected by UNWTO September 2009)

See box at page 11 for explanation of abbreviations and signs used

(1) Including holiday dwellings

(2) Hotels only

(3) From 2007 on, arrivals from Montenegro / Serbia are included as foreign

ISSN 1728-9246

Asia and the Pacific

International Tourist Arrivals by Country of Destination

	Series	2007	2008*	Change 07/06	08*/07	Series	2009* YTD	Q1	Q2	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	2008* Q1	Q2	Q3	Q4
			(1000)		(%)		Monthly or quarterly data series (% change over same period of the previous year)														
Asia and the Pacific		181,985	184,100	9.6	1.2		-6.5	-7.3	-6.1	-4.9	-10.3	-6.7	-1.1	-10.3	-7.3	-5.0		8.3	3.5	-2.0	-4.3
North-East Asia		*101,019*	*100,958*	*9.8*	*-0.1*		*-7.3*	*-7.5*	*-7.3*	*-4.7*	*-9.7*	*-8.2*	*-0.2*	*-11.6*	*-10.7*	*-6.9*	*5.8*	*9.7*	*1.7*	*-4.6*	*-5.5*
China	TF	54,720	53,049	9.6	-3.1	TF	-5.8	-11.3	-5.1	-10.8	-7.9	-14.6	-3.2	-8.2	-3.8	-1.8	5.0	9.6	-3.0	-9.3	-7.7
Hong Kong (China)	TF	17,154	17,320	8.4	1.0	TF	-5.6	0.6	-11.6	7.0	-9.1	3.4	1.5	-16.0	-21.2	-16.6	3.9	5.3	4.1	-2.2	-2.3
Japan	VF	8,347	8,351	13.8	0.0	VF	-25.3	-27.2	-30.1	-18.4	-41.3	-22.3	-19.7	-34.0	-37.7	-23.3	-8.4	10.6	9.3	-2.0	-16.0
Korea, Republic of	VF	6,448	6,891	4.8	6.9	VF	14.9	24.3	6.8	25.3	25.7	22.2	20.8	0.8	-1.7	7.2	19.8	12.0	6.3	4.0	5.9
Macao (China)	TF	12,942	10,605	21.2		TF	-7.9	-8.3	-11.8	1.0	-17.0	-8.3	0.5	-21.2	-14.8	-14.4	11.0	17.3	16.7	7.4	1.0
Taiwan (pr. of China)	VF	3,716	3,845	5.6	3.5	VF	11.6	2.2	18.6	-6.9	-3.8	15.5	48.1	16.4	-5.6	12.8	17.9	8.3	2.9	4.2	-0.8
South-East Asia		*59,662*	*61,739*	*12.3*	*3.5*		*-5.0*	*-5.8*	*-5.0*	*-3.4*	*-11.4*	*-2.9*	*-3.2*	*-9.4*	*-2.5*	*-2.3*		*7.4*	*7.1*	*2.4*	*-2.8*
Brunei Darussalam	TF	179	226	13.0	26.4	VF															
Cambodia	TF	1,873	2,001	17.7	6.8	TF	-1.6	-5.5	-0.1	-3.8	-9.2	-3.5	-0.1	-5.3	5.7	10.5		16.2	9.2	7.4	-4.6
Indonesia	TF	5,506	6,234	13.0	13.2	TF(1)	-1.8	0.0	-5.9	8.0	-9.4	1.8	-10.0	-12.5	4.1	4.6		15.7	8.1	13.1	16.2
Lao P.D.R.	TF	1,142	1,295	35.6	13.4	VF												4.7	17.1	2.4	4.3
Malaysia	TF	20,973	22,052	19.5	5.1	TF	4.4	2.2	4.7	5.1	-7.4	8.6	7.0	-0.3	7.5	3.9	10.4	1.2	3.9	8.2	7.5
Myanmar	TF	248	193	-5.9	-22.1	TF	-1.1	-0.4		6.6	1.7	-8.1	-3.8					-30.6	-27.4	-39.4	24.0
Philippines	TF	3,092	3,139	8.7	1.5	TF												8.5	5.2	-0.8	-6.3
Singapore	TF	7,957	7,778	4.9	-2.2	VF	-9.2	-13.6	-9.3	-12.8	-15.1	-13.1	-6.1	-12.9	-8.8	-4.5	-0.7	6.8	-0.2	-4.5	-7.8
Thailand	TF	14,464	14,584	4.6	0.8	TF	-15.9	-15.8	-16.5	-11.9	-23.2	-12.1	-11.2	-21.2	-17.3	-14.2		12.9	13.6	-3.4	-18.0
Vietnam	VF	4,229	4,236	18.0	0.2	VF	-17.7	-14.1	-24.3	-17.7	-1.4	-21.1	-22.9	-26.9	-22.8	-17.7	-8.0	6.4	15.1	-6.6	-13.8
Oceania		*11,203*	*11,094*	*1.7*	*-1.0*		*-5.1*	*-5.8*	*-3.0*	*-1.9*	*-8.6*	*-6.6*	*4.5*	*-4.8*	*-9.4*	*-7.8*		*1.7*	*-1.3*	*-1.9*	*-2.5*
Australia	VF	5,644	5,586	2.0	-1.0	VF	-3.5	-3.5	0.6	2.7	-7.3	-4.9	7.4	-1.6	-4.7	-12.8		0.4	-1.7	-0.4	-2.5
Cook Is	TF	97	94	5.1	-3.0	TF	6.5	1.8	10.2	-0.5	4.3	2.0	4.2	14.5	11.7			0.3	-6.1	-2.8	-2.6
Fiji	TF	540	585	-1.6	8.4	TF	-15.0	-23.3	-12.9	-27.1	-19.9	-22.4	-7.4	-16.5	-14.3	-1.8		20.3	7.8	6.8	1.5
French Polynesia	TF	218	196	-1.5	-10.0	TF	-25.0	-26.6	-23.4	-23.7	-29.8	-26.2	-29.6	-24.3	-16.5			-9.4	-7.2	-8.3	-15.1
Guam	TF	1,225	1,142	1.1	-6.8	TF	-13.7	-8.2	-22.2	-9.1	-10.4	-5.3	-7.1	-21.4	-36.7	-8.6		-1.6	-1.0	-11.3	-12.8
Kiribati	TF	6	3	42.7	-40.6	VF	38.4	38.4		23.5	9.9	106.4						-19.5	-40.5	-4.4	4.9
Marshall Is	TF	7	6	24.1	-16.7	TF	-18.2	-21.6	-4.9	11.6	-50.0	-14.2	-9.8	-21.5	15.2	-25.1	-28.3	-26.3	-29.9	14.0	-6.6
N.Mariana Is	TF	385	388	-10.3	0.8	VF	-11.8	-2.9	-21.5	2.1	-11.5	1.7	-12.5	-22.7	-29.5	-14.1		1.0	10.0	-2.5	0.8
New Caledonia	TF	103	104	2.9	0.3	TF	1.0	-11.3	8.7	-5.5	-10.1	-17.4	10.9	3.8	11.8	19.9		3.8	4.6	-5.4	-0.4
New Zealand	VF	2,466	2,459	1.8	-0.3	VF	-3.0	-7.4	2.3	-3.7	-8.5	-9.7	9.2	1.0	-5.1	0.3	-0.9	4.2	-3.6	-2.1	-1.5
Niue	TF	3	5	15.1	37.1	TF	109.7	109.7		261.0	-48.7	49.2						43.3	61.9	34.3	23.0
Palau	TF	93	83	6.7	-10.7	TF	-11.4	-11.8	-10.7	-9.6	-20.2	-4.7	-19.5	-1.4	-8.1			2.9	-15.4	-19.7	-9.1
Papua New Guinea	TF	104	120	34.0	15.4	TF	1.8	2.8		4.0	-8.0	11.2	-2.5	4.1				-1.2	15.2	8.8	39.1
Samoa	TF	122	122	5.6	-0.2	TF	7.7	7.9	9.4	3.4	14.9	6.9	16.7	6.5	6.1	3.5		-2.5	0.6	-2.5	3.3
Tonga	TF	46	49	16.7	7.3	TF	6.3	6.3		6.3	6.3	6.3						16.8	3.8	21.6	-5.8
Vanuatu	TF	81	91	19.3	11.4	VF	47.3	32.8		32.5	26.0	42.0	107.4					15.8	-6.2	24.2	55.4
South Asia		*10,100*	*10,308*	*2.6*	*2.1*		*-8.4*	*-14.1*	*-3.5*	*-17.3*	*-11.2*	*-13.5*	*-2.9*	*-6.3*	*-1.7*	*0.2*	*-5.1*	*8.8*	*4.9*	*1.4*	*-3.9*
Bhutan	TF	21	28	21.6	31.2	TF	-7.4	-31.7	14.6	25.4	-38.1	-38.0	34.3	-6.4	-12.1			41.4	37.6	5.0	37.9
India	TF	5,082	5,367	14.3	5.6	TF	-8.0	-13.8	-1.8	-17.6	-10.6	-12.9	-3.5	-1.9	0.2	0.6	-8.5	12.2	9.3	8.6	-4.9
Maldives	TF	676	683	12.3	1.1	TF	-8.8	-10.8	-10.0	-4.8	-13.9	-13.3	-8.8	-11.5	-10.1	-7.0	1.1	5.1	2.4	-1.6	-2.1
Nepal	TF	527	500	37.2	-5.0	VF(2)	-3.3	-16.7	6.3	-15.8	-16.2	-17.6	15.8	-5.0	6.0	9.7	5.2	16.0	-3.9	-6.2	8.8
Pakistan	TF	840	823	-6.6	-2.0	TF	-11.9	-12.8		-14.3	-7.2	-15.5	-3.5	-18.2				-5.7	-1.0	-7.0	5.9
Sri Lanka	TF	494	438	-11.7	-11.2	TF	-5.9	-21.3	-8.8	-32.4	-15.7	-10.5	-12.4	-20.6	8.1	28.0	34.3	0.7	-1.5	-26	-15.6

Source: World Tourism Organization (UNWTO) © (Data as collected by UNWTO September 2009)

See box at page 11 for explanation of abbreviations and signs used

(1) Foreign arrivals through thirteen selected Ports of Entry

(2) Air arrivals only

ISSN 1728-9246

The Americas

International Tourist Arrivals by Country of Destination

	Series	2007	2008*	Change 07/06	08*/07	Series	2009* YTD	Q1	Q2	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	2008* Q1	Q2	Q3	Q4
		(1000)			(%)		Monthly or quarterly data series (% change over same period of the previous year)														
Americas		142,866	147,050	5.2	2.9		-6.7	-6.6	-7.1	-1.2	-4.8	-12.6	2.6	-11.9	-11.4	-6.3		9.6	3.4	1.7	-2.3
North America		*95,287*	*97,795*	*5.2*	*2.6*		*-8.4*	*-7.7*	*-9.6*	*-1.9*	*-4.8*	*-14.4*	*2.4*	*-15.6*	*-14.1*	*-7.1*		*9.9*	*3.6*	*1.3*	*-2.8*
Canada	TF	17,931	17,128	-1.8	-4.5	TF	-7.1	-8.2	-6.9	-3.0	-7.6	-12.8	4.0	-7.1	-11.9	-6.5		-1.9	-4.9	-4.6	-5.6
Mexico	TF	21,370	22,637	0.1	5.9	TF	-6.8	7.7	-19.2	14.3	10.8	-0.6	0.2	-32.5	-24.7	-10.9		5.4	2.9	6.5	9.1
United States	TF	55,986	58,030	9.8	3.6	TF(1)	-10.2	-14.3	-6.6	-9.1	-11.5	-19.9	2.9	-11.8	-10.5			15.4	7.6	3.2	-6.0
Caribbean		*19,769*	*20,178*	*1.6*	*2.1*		*-5.1*	*-7.5*	*-3.2*	*-3.4*	*-6.7*	*-11.7*	*-2.5*	*-3.0*	*-4.1*	*-2.2*		*8.8*	*2.6*	*-1.8*	*-2.7*
Anguilla	TF	78	68	6.4	-12.1	TF	-21.4			-18.8	-23.5							-13.0	-13.2	-4.3	-16.8
Antigua,Barb	TF	262	266	3.1	1.5	TF(2)	-13.4	-14.3	-13.8	-9.8	-14.5	-18.1	-11.3	-18.4	-12.2	-5.6	-17.0	9.0	7.6	-1.8	-9.2
Aruba	TF	772	827	11.2	7.1	TF	-4.8	-9.6	0.7	-2.9	-8.1	-16.9	2.5	-3.4	2.8			20.6	9.2	2.0	-2.1
Bahamas	TF	1,528	1,463	-4.6	-4.2	TF(2)	-14.3	-16.2	-12.5	-15.2	-14.7	-17.9	-8.6	-13.4	-15.2			3.4	-2.1	-8.9	-11.6
Barbados	TF	575	568	2.1	-1.2	TF	-11.1	-8.6	-12.5	-7.2	-8.1	-10.3	-2.3	-14.7	-21.0	-12.7	-13.8	10.8	-11.1	0.4	-4.2
Bermuda	TF	306	264	2.2	-13.7	TF	-17.0	-22.8	-14.3	-17.3	-26.0	-23.1	-20.2	-18.2	-6.4			-8.9	-12.2	-13.7	-19.7
Br.Virgin Is	TF	358	346	0.5	-3.4	TF	-25.0	-25.0		-13.8	-36.2	-24.9						3.6	-3.4	-3.1	-13.3
Cayman Islands	TF	292	303	9.1	3.9	TF	-13.4	-14.3	-12.1	-9.4	-12.8	-18.8	-6.7	-16.7	-13.7	-14.1		9.0	9.7	7.1	-11.3
Cuba	TF	2,119	2,316	-1.4	9.3	VF	3.1	2.0	3.8	7.9	1.2	-2.4	1.6	3.7	7.3	6.0		15.2	14.3	2.9	1.8
Curaçao	TF	300	409	27.9	36.4	TF	-4.1	-4.1		10.7	-5.7	-14.9						47.8	29.8	16.3	48.1
Dominica	TF	88	89	-5.3	0.8	TF	-3.5	-1.9	-2.0	8.0	32.9	-35.9	20.8	-6.2	-18.9	-9.5		-10.9	-9.0	-1.7	34.6
Dominican Rp	TF	3,980	3,980	0.4	0.0	TF	-2.3	-5.2	-0.5	-2.4	-6.4	-6.8	-3.2	2.4	-0.2	1.7	-1.1	6.8	3.2	-4.5	-7.3
Grenada	TF	129	130	8.8	0.4	TF	-16.0	-15.8	-16.2	-2.6	-19.6	-25.5	6.0	-22.8	-31.2			15.9	-6.7	-1.5	-7.4
Jamaica	TF	1,701	1,767	1.3	3.9	TF	3.4	0.2	6.7	4.2	2.2	-4.5	7.8	8.6	4.1			13.3	3.7	-0.4	-1.1
Martinique	TF	501	480	-0.4	-4.3	TF	-6.9	-11.4	-5.2	-8.0	-6.0	-19.2	-6.8	-7.4	0.0	4.5		-2.4	-4.3	-7.5	-4.5
Montserrat	TF	8	7	-2.7	-5.0	TF	-17.5	-12.6	-18.5	-9.3	-13.6	-14.2	-7.1	-17.9	-29.4	-27.0		-5.7	-7.9	-2.9	-3.8
Puerto Rico	TF	3,687	3,894	-0.9	5.6	THS(3)	-5.9	-9.4	-1.8	-4.1	-10.2	-12.9	-2.2	-0.1	-3.0			-1.4	-4.4	-0.2	-4.4
Saba	TF	12	12	6.0	3.2	TF	0.1	1.9	-1.8	7.0	-1.1	0.0	0.1	-9.9	6.0			1.9	10.4	4.4	-4.3
Saint Lucia	TF	287	296	-5.0	2.9	TF	-9.3	-13.7	-5.2	-7.6	-13.2	-18.9	8.8	-9.0	-15.1	-7.9	-7.9	17.7	0.6	-0.7	-6.6
St.Eustatius	TF	12	12	20.7	1.6	TF	-2.6	-5.3		-4.8	-15.7	5.1	6.5					2.3	1.2	9.5	-6.1
St.Maarten	TF	469	475	0.3	1.3	TF(2)	-12.5	-16.1	-7.7	-8.3	-14.1	-24.7	-5.4	-11.4	-6.7			7.6	2.2	5.6	-11.2
St.Vincent,Grenadines	TF	90	..	-8.0	..	TF	-17.4	-11.1	-24.1	1.2	-24.2	-7.8	2.1	-23.7	-45.8			-16.1	-4.8	-5.3	5.5
Trinidad Tbg	TF	449	436	-1.7	-2.9	TF	-11.2	-11.2		-34.3	31.7	-21.5						5.4	-3.2	0.7	-11.4
US.Virgin Is	TF	510	..	-10.5	..	VF(2)	-7.6	-12.5	-3.9	-5.8	-6.2	-23.0	-2.1	-2.2	-7.4	-2.1		6.4	2.4	-5.8	-14.4
Central America		*7,752*	*8,295*	*12.0*	*7.0*		*-6.9*	*-4.6*	*-9.2*	*4.5*	*-6.3*	*-11.9*	*0.7*	*-14.2*	*-14.1*	*-7.7*		*13.8*	*8.6*	*4.1*	*1.6*
Belize	TF	252	244	1.8	-3.1	TF	-8.3	-10.1	-6.0	-2.4	-12.4	-14.0	3.1	-11.7	-9.6			1.7	-3.2	-4.5	-6.3
Costa Rica	TF	1,980	2,089	14.8	5.5	TF	-10.2	-12.0	-8.0	0.0	-17.5	-18.9	-1.0	-13.3	-10.0			18.7	4.7	4.0	-6.7
El Salvador	TF	1,339	1,385	4.7	3.5	TF	-24.8	-18.9	-30.2	-4.6	-18.6	-30.9	-20.6	-33.6	-36.3			8.8	15.0	-5.6	-1.9
Guatemala	TF	1,448	1,527	..	5.4	VF	-1.2	3.9	-11.3	4.6	5.7	1.6	4.6	-20.1	-18.8	3.9	1.7	6.2	3.1	5.8	6.1
Honduras	TF	831	899	12.6	8.2	TF	2.5	2.5		5.8	5.8	-3.8						17.7	5.4	3.5	5.7
Nicaragua	TF	800	858	6.8	7.2	TF	8.8	4.5	15.5	13.3	8.3	-6.5	37.3	7.8	4.1	7.8	4.2	9.0	6.5	4.2	9.4
Panama	TF	1,103	1,293	30.8	17.2	TF	-5.4	3.3	-9.3	17.2	-4.2	-2.4	0.7	-15.7	-12.8	-19.9		25.8	23.6	17.4	8.5
South America		*20,058*	*20,783*	*6.5*	*3.6*		*-0.8*	*-2.5*	*3.9*	*0.2*	*-2.4*	*-6.0*	*11.2*	*1.6*	*-1.2*	*-5.0*		*7.9*	*1.0*	*6.2*	*-1.5*
Argentina	TF	4,562	4,665	9.3	2.3	TF	-8.1	-10.0	-5.5									5.2	3.1	5.6	-4.3
Bolivia	TF	573	594	9.9	3.7	THS															
Brazil	TF	5,026	5,050	0.2	0.5	TF												4.9	-4.4	2.5	-4.1
Chile	TF	2,507	2,699	11.3	7.7	TF	0.7	0.5	11.9	9.8	1.1	-13.6	20.2	12.4	0.3	-15.6	-9.1	14.7	-1.5	6.9	5.6
Colombia	VF	1,195	1,222	13.5	2.2	VF	10.1	7.5	13.2	9.6	5.6	7.3	24.2	5.8	10.7	9.5		3.4	2.6	6.9	-3.7
Ecuador	VF	937	1,005	11.5	7.2	VF	-2.1	-3.6	2.8	-5.0	0.0	-5.4	10.4	-3.8	2.6	-3.8	-7.8	7.0	4.2	8.5	8.9
Guyana	TF	131	133	15.9	1.0	TF	6.5	-7.1	12.8	-10.3	-5.5	-5.9	11.3	7.9	19.1	20.9		6.0	-15.9	-2.9	23.3
Paraguay	TF	416	428	7.0	3.0	TF	0.4	3.7	2.8	1.2	1.9	9.5	12.5	1.3	-2.6	-9.5		-12.0	1.4	17.1	2.4
Peru	TF	1,916	2,058	11.4	7.4	TF	0.1	0.2	-0.1	0.7	-1.8	1.9	4.5	-4.0	-0.6			12.5	13.2	9.1	-4.4
Uruguay	TF	1,752	1,921	0.2	9.7	TF	2.2	1.4	19.8	1.4	2.6	-0.6	47.6	18.1	-8.2	-11.0	-21.6	18.0	3.3	12.9	2.0
Venezuela	TF	771	745	3.0	-3.4	TF												2.5	-10.2	2.1	-8.5

Source: World Tourism Organization (UNWTO) © (Data as collected by UNWTO September 2009)

See box at page 11 for explanation of abbreviations and signs used

(1) Excluding Mexican visitors not travelling beyond the 25 miles U.S. border zone

(2) Non-resident air arrivals only

(3) Non-resident hotel registrations only

ISSN 1728-9246

Africa and the Middle East

International Tourist Arrivals by Country of Destination

	Series	2007	2008*	Change 07/06	08*/07	Series	2009* YTD	Q1	Q2	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	2008* Q1	Q2	Q3	Q4
			(1000)		(%)		Monthly or quarterly data series (% change over same period of the previous year)														
Africa		45,016	46,632	8.4	3.6		4.4	1.5	6.6	4.9	2.7	-2.6	11.7	4.6	3.7	5.6		5.2	3.1	-0.4	3.1
North Africa		*16,349*	*17,156*	*8.5*	*4.9*		*4.8*	*2.2*	*7.2*	*5.3*	*5.2*	*-2.5*	*16.6*	*4.6*	*2.3*	*4.2*		*10.6*	*7.5*	*1.0*	*7.3*
Algeria	VF	1,743	1,771	6.4	1.6	VF															
Morocco	TF	7,408	7,879	12.9	6.4	TF	8.3	4.4	13.3	7.9	7.6	-0.5	23.9	11.0	6.8	5.9		14.4	10.5	1.2	5.4
Tunisia	TF	6,762	7,049	3.2	4.2	TF	0.5	-0.9	1.3	1.9	2.1	-5.0	8.8	-1.1	-2.0			6.2	4.8	0.6	9.5
Subsaharan Africa		*28,667*	*29,476*	*8.3*	*2.8*		*4.2*	*1.2*	*6.2*	*4.8*	*1.7*	*-2.6*	*9.1*	*4.6*	*4.7*	*7.2*		*3.1*	*0.5*	*-1.6*	*1.3*
Angola	TF	195	294	60.4	51.0	TF												77.4	30.1	59.7	39.3
Botswana	TF	1,990	2,131	8.0	7.1	TF															
Burkina Faso	THS	289	226	9.5	-21.8	THS												-16.5	-16.2	-26.9	-28.0
Cape Verde	TF	267	285	10.4	6.7	TF															
Ethiopia	TF	312	330	7.4	5.8	TF												-4.7	21.2	8.3	0.9
Gambia	TF	143	147	14.3	2.9	TF	-23.8	-32.4	3.8	-29.7	-49.5	-6.8	5.3	-12.4	17.8	17.7		32.2	-8.6	-8.6	-22.8
Ghana	TF	587	698	18.0	19.0	TF															
Kenya	TF	..	..	..	..	VF(1)	46.6	65.5	35.4	41.7	113.8	55.2	39.1	29.5	37.3	31.6		-49.2	-33.2	-28.6	-13.5
Lesotho	TF	292	285	-15.7	-2.5	VF												-5.8	-16.1	-15.6	28.5
Madagascar	TF	344	375	10.4	9.0	TF												12.5	9.1	7.7	7.8
Malawi	TF	735	742	15.2	1.0	TF												21.8	2.5	5.8	-27.1
Mali	TF	164	190	7.4	15.9	THS															
Mauritius	TF	907	930	15.1	2.6	TF	-9.3	-10.9	-7.0	-6.3	-12.7	-14.3	-5.3	-4.3	-12.8			7.2	3.2	2.7	-2.2
Mozambique	TF	771	..	16.1	..	THS	-10.0	-10.0										-7.1	4.1	3.0	-0.4
Reunion	TF	381	396	36.5	4.2	TF												15.6	-5.6	1.8	3.9
Senegal	TF	875	..	1.0	..	TF*	-5.9	-8.1	-3.0	-8.0	-11.6	-4.5	-2.5	-3.4	-3.3			0.7	-0.6	-3.5	-0.8
Seychelles	TF	161	159	14.7	-1.4	TF	-5.2	-14.2	3.1	-12.1	-15.5	-14.7	-4.1	4.9	12.4	-3.3	0.4	7.0	2.3	-4.1	-9.7
South Africa	TF	9,091	9,592	8.3	5.5	VF	1.9	-2.2	5.3	5.8	-2.9	-9.6	10.3	2.5	2.7	5.2		12.0	3.8	1.1	5.7
Swaziland	THS	870	754	-0.4	-13.3	VF	6.8	-0.8	14.5	7.8	0.3	-9.9	30.1	18.1	-4.2			-3.7	-8.0	-4.4	1.7
Tanzania	TF	692	750	10.2	8.4	VF												18.4	13.7	-3.7	5.4
Uganda	TF	642	844	19.2	31.5	TF												25.7	23.3	32.5	43.7
Zambia	TF	897	812	18.5	-9.5	TF												-12.9	6.5	-10.0	-19.3
Middle East		46,646	55,106	14.0	18.1		-13.4	-21.6	-11.1	-37.3	-14.5	-8.4	-18.6	-12.3	0.5	4.2		21.1	33.5	3.0	16.6
Bahrain	TF	4,935	..	9.2	..	VF	4.3	12.8	-3.7									10.5	77.5	3.5	1.2
Egypt	TF	10,610	12,296	22.7	15.9	VF	-7.7	-13.4	-4.0	-12.4	-13.2	-14.3	-2.4	-6.0	-3.9	-2.1		25.1	22.6	15.1	3.7
Jordan	TF	3,430	3,729	6.4	8.7	TF	3.8	-0.5	4.4	-2.6	-0.8	1.7	10.0	2.7	0.6	9.0		-14.9	2.4	19.1	26.3
Lebanon	TF	1,017	1,333	-4.3	31.0	TF	57.3	53.6	65.7	22.7	84.9	57.5	64.2	126.8	40.1	49.7		7.3	20.9	43.8	39.4
Oman	THS	1,124	1,273	-15.9	13.3	THS															
Palestine	THS	264	387	115	46.6	THS	-19.9	-12.3	-24.8	29.9	13.0	-47.2	-55.0	-7.2	18.2			78.9	79.8	1.4	53.7
Saudi Arabia	TF	11,531	14,757	33.8	28.0	TF	-52.8	-60.1	-43.9	-79.5	-49.0	-20.6	-56.1	-52.3	-3.2			53.6	75.1	-21.8	27.0
Syrian Arab Republic	TF	4,158	5,430	-1.7	30.6	VF	12.4	2.1	17.5	2.1	2.1	2.1	17.5	17.5	17.5	17.5		11.2	23.6	41.7	29.2
Untd Arab Emirates	THS	..	..	..	..	THS(2)	3.0	3.0										5.7	9.7	2.2	14.5
Yemen	THS	379	404	-0.8	6.6	THS												10.2	-13.2	7.6	22.3

Source: World Tourism Organization (UNWTO) © (Data as collected by UNWTO September 2009)

See box at page 11 for explanation of abbreviations and signs used

(1) Tourist arrivals in the International Airports of Jomo Kenyatta, Mobassa and Moi, as well as by Cruise Ships

(2) Dubai only

ISSN 1728-9246

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 published three times a year (in January, June and October). Each issue contains three regular sections: an overview of short-term tourism data from destination and 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 Market Trends, Competitiveness and Trade in Tourism Services Section, with the collaboration of consultants, Nancy Cockerell and David Stevens. The UNWTO Secretariat wishes to express its sincere gratitude to all those who have participated in the elaboration of the *UNWTO World Tourism Barometer*, in particular all institutions that supplied data, and to the members of the UNWTO Panel of Tourism Experts for their valuable contributions.

For more information on the *UNWTO World Tourism Barometer*, including copies of previous issues, please refer to the Facts & Figures section on the UNWTO website at www.unwto.org/facts/menu.html.

We welcome your comments and suggestions at <barom@unwto.org>, tel +34 915678206 / fax +34 915678217.

Explanation of abbreviations and signs used

* = provisional figure or data
.. = figure or data not (yet) available
| : change of series
mn: million (1,000,000)
bn: billion (1,000,000,000)

Q1: January, February, March
Q2: April, May, June
Q3: July, August, September
Q4: October, November, December

T1: January, February, March, April
T2: May, June, July, August
T3: September, October, November, 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.

WORLD TOURISM ORGANIZATION
ORGANISATION MONDIALE DU TOURISME
ORGANIZACIÓN MUNDIAL DEL TURISMO
ВСЕМИРНАЯ ТУРИСТСКАЯ ОРГАНИЗАЦИЯ
منظمة السياحة العالمية

The World Tourism Organization is a specialized agency of the United Nations and the leading international organization in the field of tourism. It serves as a global forum for tourism policy issues and a practical source of tourism know-how. Its membership includes 160 countries and territories and more than 390 Affiliate Members representing local governments, tourism associations and private sector companies including airlines, hotel groups and tour operators.

Calle Capitán Haya, 42, 28020 Madrid, Spain

UNWTO World Tourism Barometer
ISSN: 1728-9246

Published and printed by the World Tourism Organization
Madrid, Spain
First printing: 2009 (version 01/10/09)

World Tourism Organization
Capitán Haya 42, 28020 Madrid, Spain
Tel (34) 91 567 81 00 / Fax (34) 91 571 37 33
barom@unwto.org
www.unwto.org

Data collection for this issue was closed end of September.

The next full issue of the *UNWTO World Tourism Barometer* will be published early November 2009.

ISSN 1728-9246

World Tourism Organization (UNWTO) Publications

WORLD TOURISM ORGANIZATION
ORGANISATION MONDIALE DU TOURISME
ORGANIZACIÓN MUNDIAL DEL TURISMO
ВСЕМИРНАЯ ТУРИСТСКАЯ ОРГАНИЗАЦИЯ
منظمة السياحة العالمية

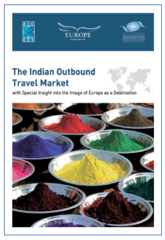
UNWTO World Tourism Barometer

The *UNWTO World Tourism Barometer* offers a unique overview of short-term international tourism trends. It is developed by UNWTO with the aim to provide all those directly or indirectly involved in tourism with adequate up-to-date statistics and analysis in a timely fashion. Each issue contains three regular sections: an overview of short-term tourism trends including data on international tourist arrivals, tourism receipts and expenditure for over 100 countries worldwide and data on air transport on major routes; a retrospective and prospective evaluation of current tourism performance by the members of the UNWTO Panel of Tourism Experts; and selected economic data relevant for tourism. The *UNWTO World Tourism Barometer* is updated in January, June and October.

Available in English, French and Spanish in print and PDF version

Price: € 70, 3 issues (PDF version)
€ 100 (PDF and print version)

The Indian Outbound Travel Market with Special Insight into the Image of Europe as a Destination

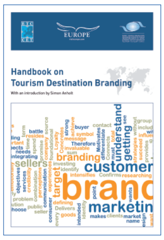


India is one of the fastest-growing outbound travel markets in the world. Trips abroad have grown from 3.7 (1997) to 9.8 million (2007) and international tourism expenditure has increased from US$ 1.3 (1997) to US$ 8.2 billion (2008). With more than 1.1 billion inhabitants and GDP increasing by more than 8% every year, the country offers enormous potential for future growth in outbound travel. Recognizing the importance of this market, the ETC and the UNWTO have undertaken detailed research on the Indian outbound market. This publication covers issues such as travellers' behaviour and patterns – destination choice, purpose of travel, spending, holiday activities and market segmentation, as well as the media or internet use trends. The report also sets out recommendations on how to best promote a destination in the Indian market.

Available in English

Published: 2009
Price: € 75

Handbook on Tourism Destination Branding



All over, governments have become aware of tourism's power to boost their nation's development and prosperity. As more tourism destinations emerge and competition for visitors becomes more intense, a destination's ability to project itself on the world stage and differentiate itself from others is ever more important. Recognizing the value of successfully building and managing a destination's brand, the ETC and the UNWTO provide a useful and practical handbook for both marketing novices and experienced destination managers. Introduced by Simon Anholt, it offers a step-by-step guide to the branding process accompanied by strategies for brand management. Case studies illustrate the various concepts, present best practices from around the world and provide fresh insight into destination branding. It concludes with a section on evaluating brand impact and a set of practical recommendations.

Available in English

Published: 2009
Price: € 75

The Chinese Outbound Travel Market with Special Insight into the Image of Europe as a Destination

China is one of the fastest growing outbound markets in the world. Rising incomes and relaxation of restrictions on foreign travel led to a growth of 22% a year in trips abroad since 2000 (34.5 million in 2006). China ranks 5th worldwide in terms of spending on international tourism (US$ 30 billion in 2007). In 1995, the World Tourism Organization (UNWTO) predicted that China would generate 100 million arrivals worldwide by 2020, making it the fourth largest market in the world (Tourism 2020 Vision). In view of recent trends, China may reach that target well before 2020. To better understand the structure and trends of this market is the aim of the new ETC/UNWTO report *The Chinese Outbound Travel Market with Special Insight into the Image of Europe as a Destination.*

Available in English

Published: 2008
Price: € 75

The Russian Outbound Travel Market with Special Insight into the Image of Europe as a Destination

Russia is the 9th biggest outbound travel market in the world, generating in 2007 US$ 22 billion in spending abroad. To better understand the structure and trends of this growing market is the aim of this ETC/UNWTO report, which identifies key trends in the Russian outbound travel – among others, the market size and value, growth in trip volume and spending, purpose of trip, destination choice, the role of the travel trade and online distribution. In addition, the publication provides information on government policy affecting outbound travel, notably visa issues and traffic rights for foreign airlines operating to/from the country. All this information is critical to helping destinations and commercial operators plan ahead with greater foresight, providing guidance on the short-term opportunities and the longer-term potential for investment in this market.

Available in English

Published: 2009
Price: € 75

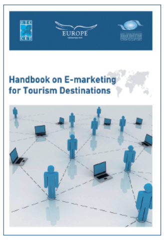
Handbook on Tourism Forecasting Methodologies

Tourism demand is a complex phenomenon which can be affected by an incredible number of different exogenous factors – economy, fuel prices, infrastructure, natural disasters, the image of a destination, etc. Therefore, tourism demand, in all of its different forms, is one of the most difficult variables to foresee. Nonetheless, it gets more and more important for destinations and private sector alike to anticipate demand trends and use such knowledge as a basis of management decisions and planning. This *Handbook on Tourism Forecasting Methodologies* aims to be a simple guide to the complex world of tourism forecasting. It presents the basic forecasting techniques, their advantages and disadvantages as well as some practical examples of such methodologies in action. It also includes a CD where the methodologies are further explained and exemplified in an excel file.

Available in English

Published: 2008
Price: € 45

Handbook on E-marketing for Tourism Destinations



This handbook is the first of its kind for tourism destinations. It is a practical 'how-to' manual designed to help staff at national, regional and city tourism organisations, to improve their e-marketing skills and manage new projects. It covers all the basics such as web design, search engine optimisation, social networking and e-commerce, and advices among others on how to build better content, get distribution of it, use CRM, succeed with online PR and get into mobile marketing. Web analytics, online research methods, and performance measurement get full treatment and new areas like digital television are covered. Also, it includes over 30 examples of e-marketing in action.

Available in English

Published: 2008
Price: € 75

Cruise Tourism – Current Situation and Trends

Over the past years, worldwide demand for cruise tourism has posted some of the biggest gains within the tourism sector. The constant dynamism in cruise activity, as well as the increasing number of countries that include cruises as a key product for their tourism development, has led to update and expand the first edition of the UNWTO study of 2003. This new study discusses subjects like the current supply and demand for cruises as well as its characteristics and trends. A new element includes the relationship between destinations and cruise lines, analysing key factors such as legislation, promotion and the economic impact of cruises through reference cases. It presents current trends in this industry in terms of innovation, safety and security, and sustainability, and identifies the major lines that will shape the sector.

Available in Spanish, only

Published: 2008
Price: € 80

The **World Tourism Organization** is a specialized agency of the United Nations and the leading international organization in the field of tourism. It serves as a global forum for tourism policy issues and a practical source of tourism know-how. Its membership includes 161 countries and territories and more than 350 Affiliate Members representing local governments, tourism associations and private sector companies including airlines, hotel groups and tour operators.

The easy way to order UNWTO publications:
www.unwto.org/infoshop

For further information, please contact:

UNWTO Publications Department
Tel. (34) 91 567 8100 - Fax: (34) 91 571 3733
e-mail: pub@unwto.org