Item 4 of the provisional agenda

Tourism in the Americas.
Results, trends and activities carried out in 2010

Note by the Secretary-General

The Secretary-General informs the Members of the Commission on the Tourism in the Americas. Results, trends and activities carried out in 2010.
World Tourism in 2010 & Outlook for 2011

The 52nd Meeting of the UNWTO Commission for the Americas
Asuncion, Paraguay
17-18 May 2011

Results 2010

Source: World Tourism Organization (UNWTO)
Inbound tourism: World 2010

International Tourist Arrivals (ITA), 2010*
- Americas: 150 million (16%)
- Africa: 49 million (5%)
- Asia and the Pacific: 204 million (22%)
- Europe: 477 million (51%)
- Middle East: 60 million (6%)

International Tourism Receipts (ITR), 2010*
- Americas: US$ 182 billion (20%)
- Africa: US$ 31 billion (3%)
- Asia and the Pacific: US$ 249 billion (27%)
- Europe: US$ 406 billion (44%)
- Middle East: US$ 50 billion (6%)

Source: World Tourism Organization (UNWTO)
The Americas: results by subregion

Inbound tourism: the Americas

Source: World Tourism Organization (UNWTO)
International Tourist Arrivals, monthly evolution

World (% change)

Source: World Tourism Organization (UNWTO) ©

V-shape decline of 15 consecutive months of negative growth

Americas (% change)

Source: World Tourism Organization (UNWTO) ©
Is it just a ‘dead cat bounce’ or a real new up-trend?

International Tourist Arrivals, monthly evolution

World (million)

Source: World Tourism Organization (UNWTO) ©
International Tourist Arrivals, monthly evolution

Americas (million)

Source: World Tourism Organization (UNWTO) ©

Outlook and evaluation 2003-2011: World

UNWTO Panel of Tourism Experts

Source: World Tourism Organization (UNWTO) ©
The Americas: confidence confirmed

**2010: Multi-speed Recovery**

International Tourist Arrivals, monthly evolution

Advanced economies & Emerging economies (% change)

- **Advanced economies**
  - 16 months
- **Emerging economies**
  - 10 months

Source: World Tourism Organization (UNWTO)

Source: World Tourism Organization (UNWTO)
## 2010 compared to pre-crisis peak year 2008

<table>
<thead>
<tr>
<th>Region</th>
<th>International Tourist Arrivals (absolute change 2010 over pre-crisis peak year 2008, million)</th>
<th>(% change 2010 over pre-crisis peak year 2008)</th>
</tr>
</thead>
<tbody>
<tr>
<td>World</td>
<td>1.7 16.1</td>
<td>6.9 17.4</td>
</tr>
<tr>
<td>Northern Europe</td>
<td>0.9 6.9</td>
<td>11.3 17.4</td>
</tr>
<tr>
<td>Western Europe</td>
<td>1.9 11.9</td>
<td>7.1 7.9</td>
</tr>
<tr>
<td>Central/Eastern Europe</td>
<td>1.0 7.1</td>
<td>7.9 7.1</td>
</tr>
<tr>
<td>Southern/Mediterranean</td>
<td>3.2 27.6</td>
<td>39.3 30.9</td>
</tr>
<tr>
<td>North-East Asia</td>
<td>2.0 22.9</td>
<td>31.3 22.9</td>
</tr>
<tr>
<td>South-East Asia</td>
<td>1.4 14.0</td>
<td>14.0 14.0</td>
</tr>
<tr>
<td>Oceania</td>
<td>0.8 20.2</td>
<td>20.2 14.0</td>
</tr>
<tr>
<td>Caribbean</td>
<td>0.2 5.7</td>
<td>5.7 5.7</td>
</tr>
<tr>
<td>Central America</td>
<td>0.2 5.7</td>
<td>5.7 5.7</td>
</tr>
<tr>
<td>South America</td>
<td>0.5 19.6</td>
<td>19.6 14.0</td>
</tr>
<tr>
<td>North Africa</td>
<td>0.6 32.7</td>
<td>32.7 22.7</td>
</tr>
<tr>
<td>Sub-Saharan Africa</td>
<td>0.1 13.7</td>
<td>13.7 14.0</td>
</tr>
<tr>
<td>Middle East</td>
<td>0.2 22.7</td>
<td>22.7 14.0</td>
</tr>
</tbody>
</table>

Source: World Tourism Organization (UNWTO) ©

## Outlook 2011

Source: World Tourism Organization (UNWTO)
World evaluation and outlook 2003-2011

UNWTO Panel of Tourism Experts

Source: World Tourism Organization (UNWTO) ©

The Americas: confidence almost as high 2005

Source: World Tourism Organization (UNWTO) ©
Outlook 2011: World

International Tourist Arrivals

Forecast 2011: 4% to 5%

<table>
<thead>
<tr>
<th>Year</th>
<th>Change (%)</th>
<th>2000</th>
<th>2002</th>
<th>2004</th>
<th>2006</th>
<th>2008</th>
<th>2010*</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>8.0</td>
<td>0.9</td>
<td>10.3</td>
<td>5.4</td>
<td>5.5</td>
<td>2.1</td>
</tr>
</tbody>
</table>

Outlook in 2011: The Americas

International Tourist Arrivals

Forecast 2011: 4% to 6%

<table>
<thead>
<tr>
<th>Year</th>
<th>Change (%)</th>
<th>2000</th>
<th>2002</th>
<th>2004</th>
<th>2006</th>
<th>2008</th>
<th>2010*</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>5.0</td>
<td>3.3</td>
<td>3.6</td>
<td>5.4</td>
<td>8.0</td>
<td>11.6</td>
</tr>
</tbody>
</table>

Source: World Tourism Organization (UNWTO)
## International tourism: Forecast 2011

<table>
<thead>
<tr>
<th>Region</th>
<th>2010</th>
<th>Forecast 2011</th>
</tr>
</thead>
<tbody>
<tr>
<td>World</td>
<td>+6.6%</td>
<td>4% to 5%</td>
</tr>
<tr>
<td>Europe</td>
<td>+3.3%</td>
<td>2% to 4%</td>
</tr>
<tr>
<td>Asia and the Pacific</td>
<td>+12.7%</td>
<td>7% to 9%</td>
</tr>
<tr>
<td>Americas</td>
<td>+6.6%</td>
<td>4% to 6%</td>
</tr>
<tr>
<td>Africa</td>
<td>+7.2%</td>
<td>4% to 7%</td>
</tr>
<tr>
<td>Middle East</td>
<td>+13.5%</td>
<td>7% to 10%</td>
</tr>
</tbody>
</table>

Source: World Tourism Organization (UNWTO)

### Long term trend

Source: World Tourism Organization (UNWTO)
Growth: driven by emerging destinations

International tourist arrivals by country of destination

- advanced economies
- emerging economies

Source: World Tourism Organization (UNWTO)

Growth: driven by emerging destinations (share)

International tourist arrivals by country of destination

- advanced economies
- emerging economies

Source: World Tourism Organization (UNWTO)
International tourist arrivals by country of destination

Most arrivals within own region

2000-2010: average annual growth rate

Source: World Tourism Organization (UNWTO)
Arrivals by region of destination

Source: World Tourism Organization (UNWTO)

Destination regions by share in worldwide total

Source: World Tourism Organization (UNWTO)
International tourist arrivals generated

- Europe
- Asia and the Pacific
- Americas
- Middle East
- Africa

Source: World Tourism Organization (UNWTO)

Most international arrivals are within the same regions

Share of outbound from region to intraregional destinations

Source: World Tourism Organization (UNWTO)
Growth from all regions, but in particular intraregional

International tourist arrivals to Africa by region of origin

Source: World Tourism Organization (UNWTO)

Actual Trend vs. Tourism 2020 Vision
Forecast World

International Tourist Arrivals

Source: World Tourism Organization (UNWTO)
Actual Trend vs. Tourism 2020 Vision Forecast Americas

International Tourist Arrivals

Source: World Tourism Organization (UNWTO)

Thank you very much for your attention!

World Tourism Organization (UNWTO)

www.unwto.org

prepared by

Tourism Trends and Marketing Strategies Programme

Source: World Tourism Organization (UNWTO)