Tourism Trends, Assessment and a Glimpse of UNWTO

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Inbound tourism: World 2010

International tourist arrivals, 1995-2010*

1995 2000 2005 2010*

1995 528
2000 561
2005 586
2010* 602

1995 626
2000 675
2005 675
2010* 695

1995 755
2000 795
2005 839
2010* 894

1995 877
2000 913
2005 935 mn
2010* 877

millions
International Tourism

International tourist arrivals and receipts and market share (%)

- **International Tourist Arrivals (ITA), 2010**
  - Americas: 151 million (16%)
  - Europe: 473 million (50%)
  - Middle East: 60 million (6%)
  - Africa: 49 million (5%)
  - Asia and the Pacific: 204 million (22%)

- **International Tourism Receipts (ITR), 2009**
  - Americas: US$ 165 billion (19%)
  - Europe: US$ 413 billion (49%)
  - Middle East: US$ 41 bn (5%)
  - Africa: US$ 29 billion (3%)
  - Asia and the Pacific: US$ 204 billion (24%)
Inbound tourism: Asia and the Pacific

International tourist arrivals, 1995-2010*

204 mn

1995 2000 2005 2010*

82 90 89 89 98 110 115 124 112 143 154 166 182 184 181
Outlook and evaluation 2003-2011: World

UNWTO Panel of Tourism Experts

V-shape comparable to arrivals

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

International Tourist Arrivals

Forecast 2011: 4% to 5%

Source: World Tourism Organization (UNWTO)
Outlook 2011: Asia and the Pacific

International Tourist Arrivals

Forecast 2011: 7% to 9%

Source: World Tourism Organization (UNWTO)
<table>
<thead>
<tr>
<th>Region</th>
<th>2010</th>
<th>Forecast 2011</th>
</tr>
</thead>
<tbody>
<tr>
<td>World</td>
<td>+6.7%</td>
<td>4% to 5%</td>
</tr>
<tr>
<td>Europe</td>
<td>+3.4%</td>
<td>2% to 4%</td>
</tr>
<tr>
<td>Asia and the Pacific</td>
<td>+12.6%</td>
<td>7% to 9%</td>
</tr>
<tr>
<td>Americas</td>
<td>+7.0%</td>
<td>4% to 6%</td>
</tr>
<tr>
<td>Africa</td>
<td>+6.4%</td>
<td>4% to 7%</td>
</tr>
<tr>
<td>Middle East</td>
<td>+14.0%</td>
<td>7% to 10%</td>
</tr>
</tbody>
</table>

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

International tourist arrivals by country of destination

- Advanced economies
- Emerging economies

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

International tourist arrivals by country of destination

- **advanced economies**
- **emerging economies**

Source: World Tourism Organization
2000-2010: average annual growth rate

International tourist arrivals (% a year 2000-2010)

Source: UNWTO
Actual Trend vs. Tourism 2020 Vision
Asia and the Pacific Forecast

International Tourist Arrivals

Tourism 2020 Vision forecast
Actual 1995-2010*

Source: World Tourism Organization (UNWTO)
Assessment of Asia Tourism

• Asia is leading the recovery process
• Europe is 3% in growth for 2010
Assessment of Asia Tourism

- Asia excels in many qualitative aspects
  - Professional Marketing
Assessment of Asia Tourism

• Asia excels in many qualitative aspects
  – Infrastructure development
Assessment of Asia Tourism

• Asia excels in many qualitative aspects
  – Product development and diversification
Assessment of Asia Tourism

• Asia excels in many qualitative aspects
  – Good governance and policy readjustment
Assessment of Asia Tourism

• Asia excels in many qualitative aspects

  – Public awareness raising
Assessment of Asia Tourism

• Asia excels in many qualitative aspects
  – Innovative approach
Assessment of Asia Tourism

- Centre of gravity
- World’s best
Assessment of Asia Tourism

• Room to improve
  – Managing growth
  – Individual beauty v.s. collective championship
Assessment of Asia Tourism

• Way Forward
United Nations agency & leading international organization in travel & tourism:
• global forum for tourism policy issues
• practical source of tourism know-how
OUR MEMBERS
161 countries and territories
400+ Affiliate Members from over 80 countries
UNWTO Secretariat & Programmes

Management

Regional Programmes:
1. Africa
2. Americas
3. Asia-Pacific
4. Europe
5. Middle East

Support Programmes:
1. Programme and Coordination
2. Fairs
3. Publications
4. Administration

Operational Programmes:
1. Sustainable Development of Tourism
2. Technical Cooperation and Services
3. Statistics and Tourism Satellite Account
4. Affiliate Members
5. Communications
6. Tourism Trends and Marketing Strategies
7. Risk and Crisis Management
8. Institutional and Corporate Relations
9. Destination Management
10. Information Resources and Archives
11. Ethics and Social Dimension of Tourism
12. Special Field Program
13. Knowledge Network
14. Themis
OUR MISSION:

To contribute to the UN Millennium Development Goals...

...by promoting the development of responsible, sustainable and universally accessible tourism
...what have we achieved so far...?
GLOBAL CODE OF ETHICS FOR TOURISM

...to help minimize negative impacts on the environment and cultural heritage and maximise the benefits for residents of destinations...
Our commitment that tourism will be at the leading edge of the global response to climate change...
enhancing the work of UNWTO with activities that alleviate poverty, delivering development and jobs to people living on less than a dollar a day...
STATISTICS & TOURISM SATELLITE ACCOUNT

...collecting, analysing, publishing and standardising international tourism statistics...
UNWTO & the United Nations

Making Tourism Work for Development
Delivering as One UN
Survey on Member States’ priorities 2012-2013

High Interest in all Strategic Issues

Interest in strategic issues

- Domestic Tourism
- Employment issues
- Green economy
- Assessment of tourism value and role
- Consumer and enterprise protection
- PPP and local destination

Interest in strategic issues:
- Domestic Tourism: 90%
- Employment issues: 80%
- Green economy: 100%
- Assessment of tourism value and role: 90%
- Consumer and enterprise protection: 100%
- PPP and local destination: 80%

World
Asia
2012-2013 UNWTO PROGRAMME OF WORK

COMPETITIVENESS
SUSTAINABILITY
Helping our Members to...

✓ Enhance quality & excellence
✓ Improve marketing & image
✓ Deal with crises
✓ Collect & access data on tourism trends & forecasting
Increasing tourism’s contribution to all aspects of sustainability...
☑ Poverty alleviation
☑ Environmental protection
☑ Climate change & biodiversity
☑ Integrating tourism into local economies
Thank you very much for your attention!

World Tourism Organization (UNWTO)

www.unwto.org