

Tourism Trends, Assessment and a Glimpse of UNWTO

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Programme on Tourism Policy and Strategy**

**Bandar Seri Begawan, Brunei Darussalam
13-16 June 2011**

Inbound tourism: World 2010



International Tourism

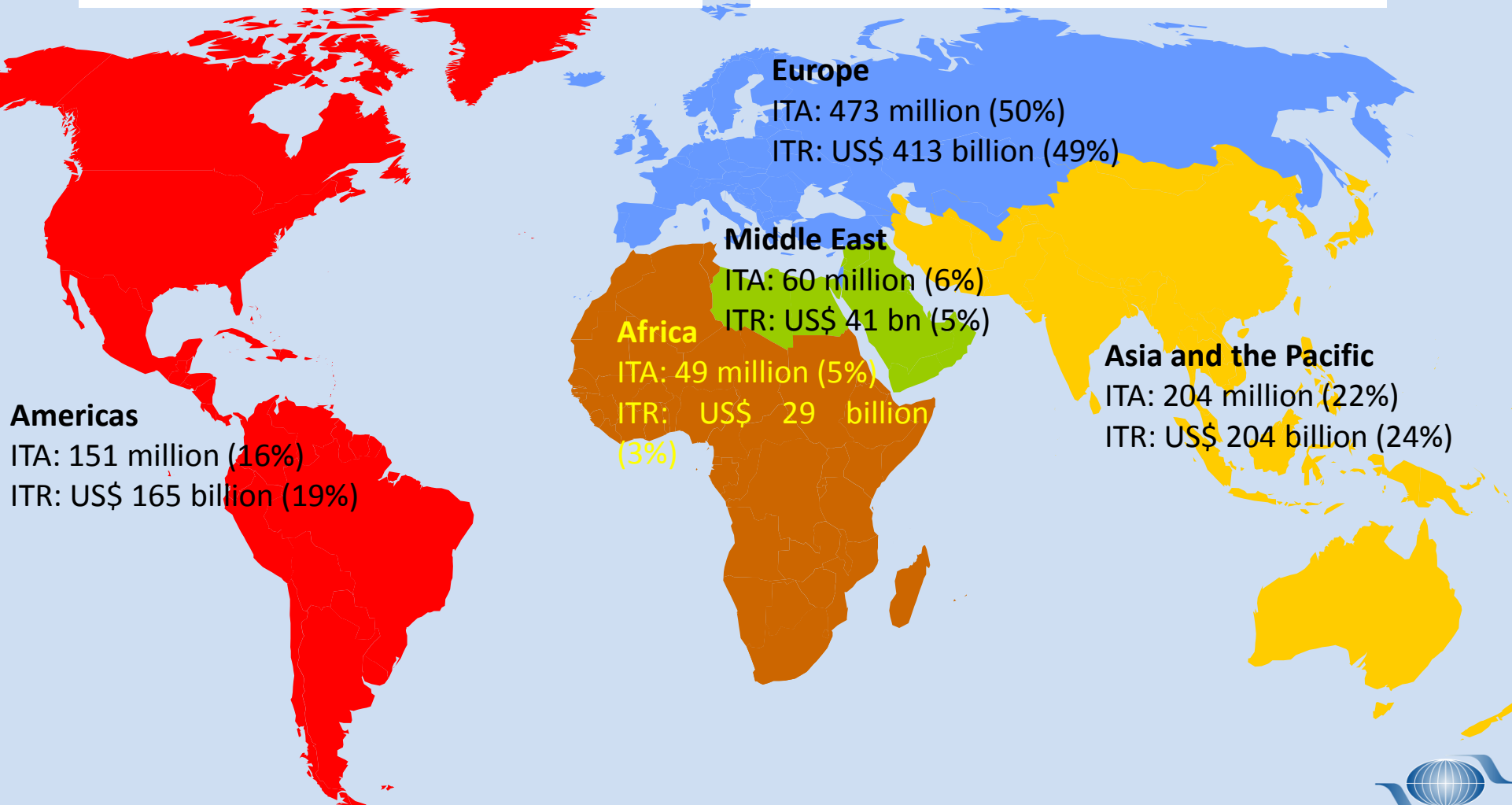
International tourist arrivals and receipts and market share (%)

International Tourist Arrivals (ITA), 2010*

935 million

International Tourism Receipts (ITR), 2009*

US\$ 852 billion

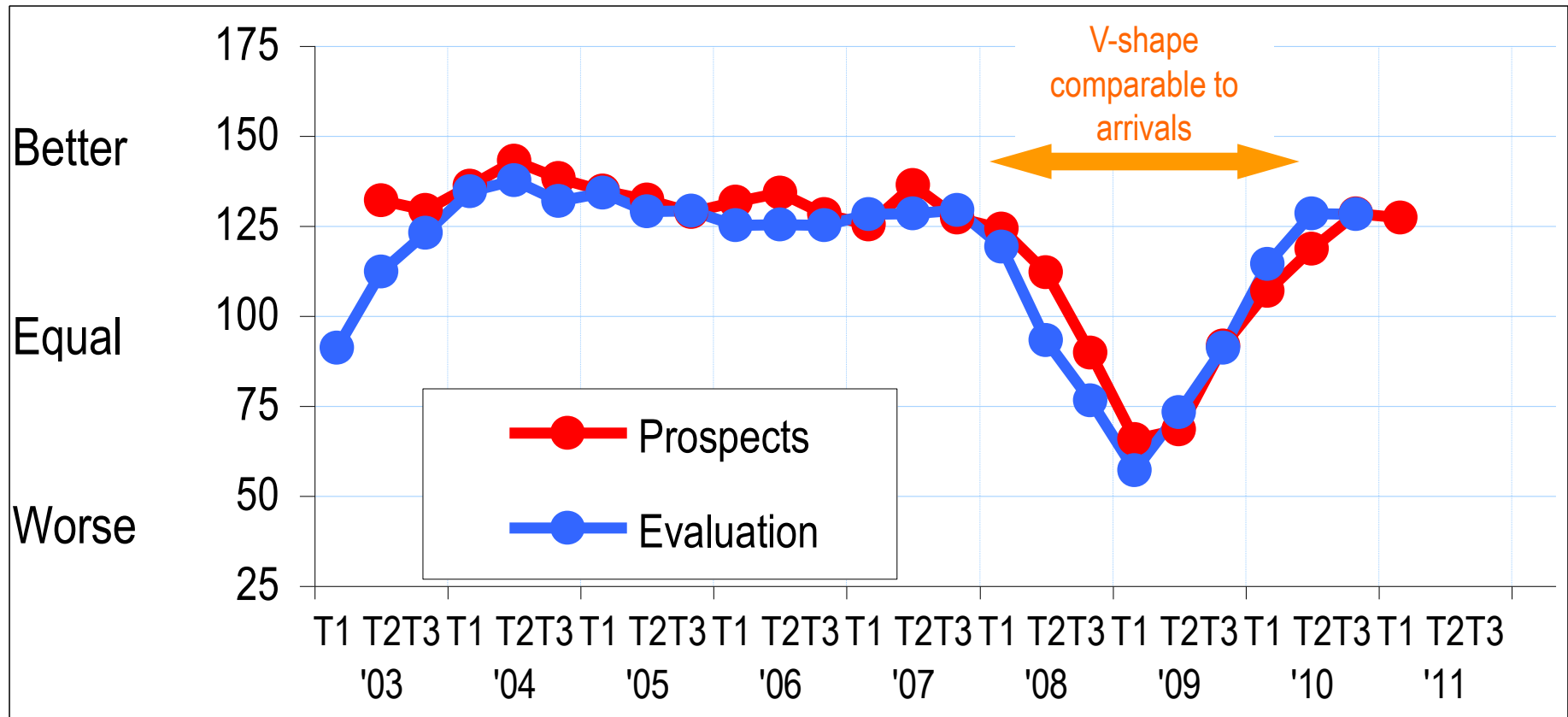


Inbound tourism: Asia and the Pacific



Outlook and evaluation 2003-2011: World

UNWTO Panel of Tourism Experts



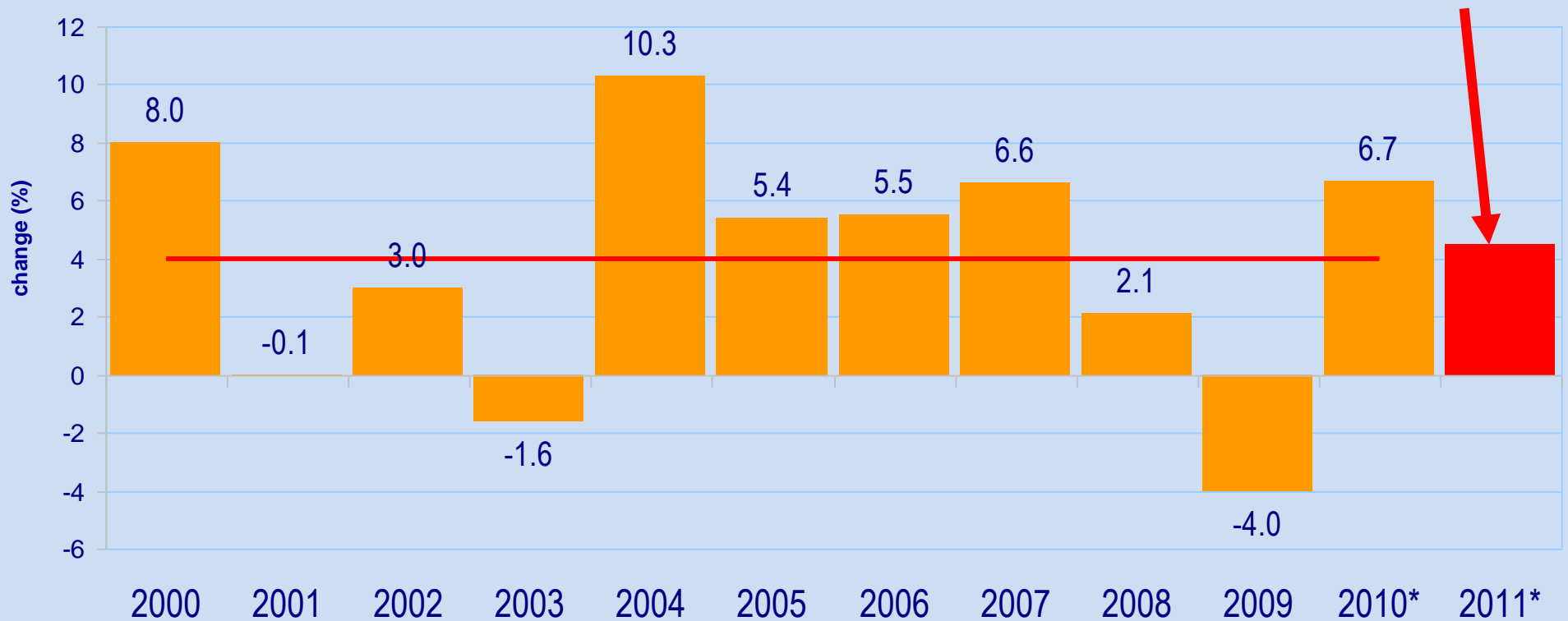
Source: World Tourism Organization (UNWTO) ©

Outlook 2011

Outlook 2011: World

International Tourist Arrivals

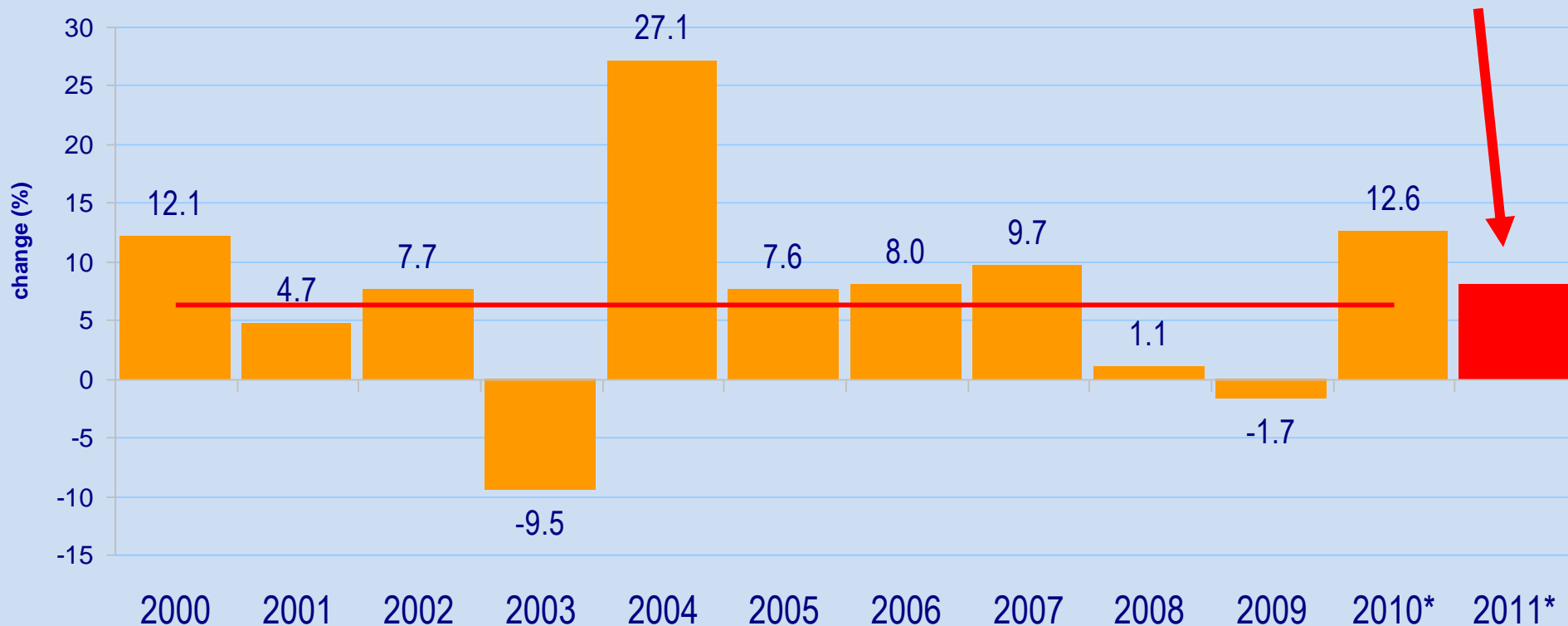
Forecast 2011: 4% to 5%



Outlook 2011: Asia and the Pacific

International Tourist Arrivals

Forecast 2011: 7% to 9%



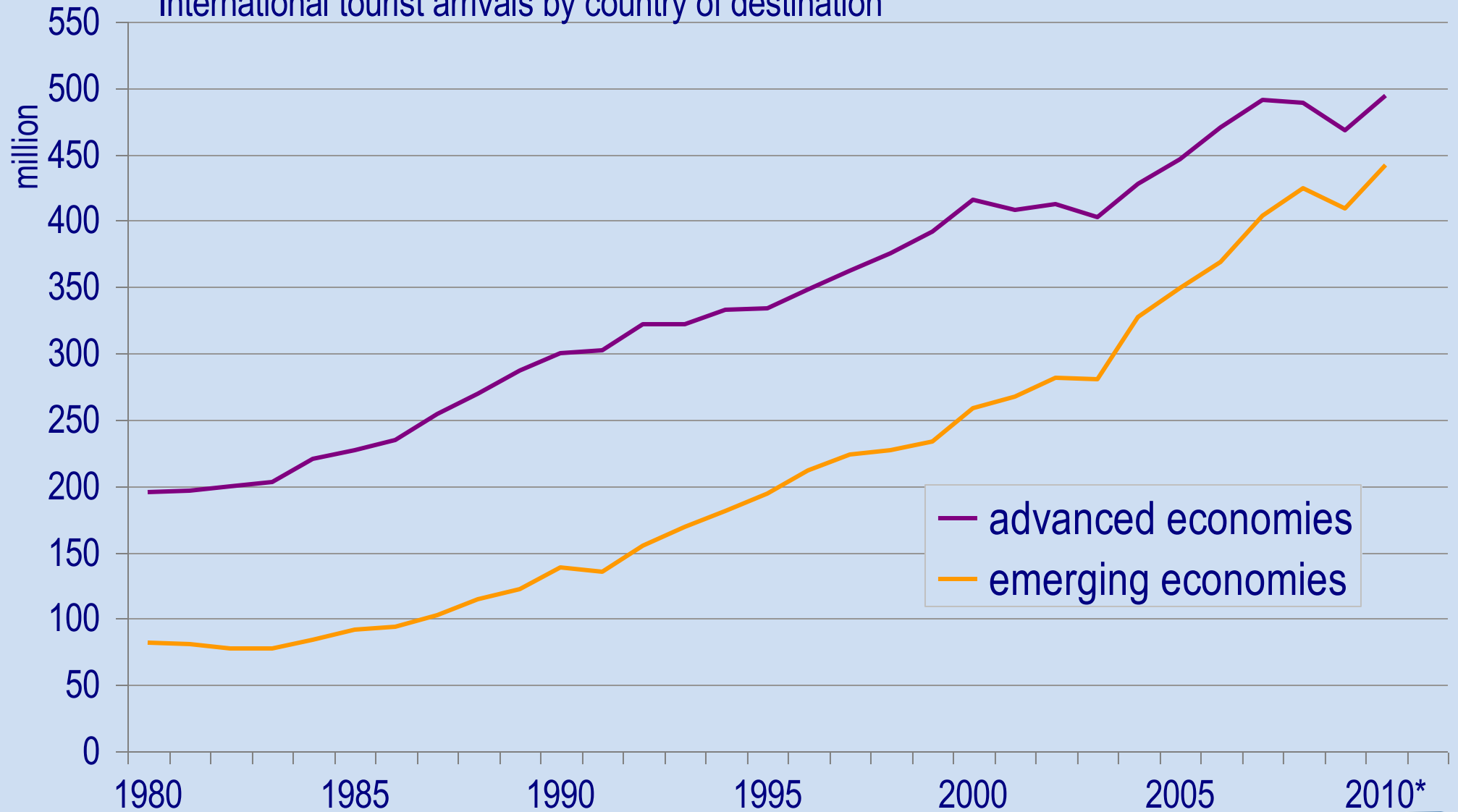
International tourism 2011 –Forecast

	2010	Forecast 2011
World	+6.7%	4% to 5%
Europe	+3.4%	2% to 4%
Asia and the Pacific	+12.6%	7% to 9%
Americas	+7.0%	4% to 6%
Africa	+6.4%	4% to 7%
Middle East	+14.0%	7% to 10%

Long term trend

Growth: driven by emerging destinations

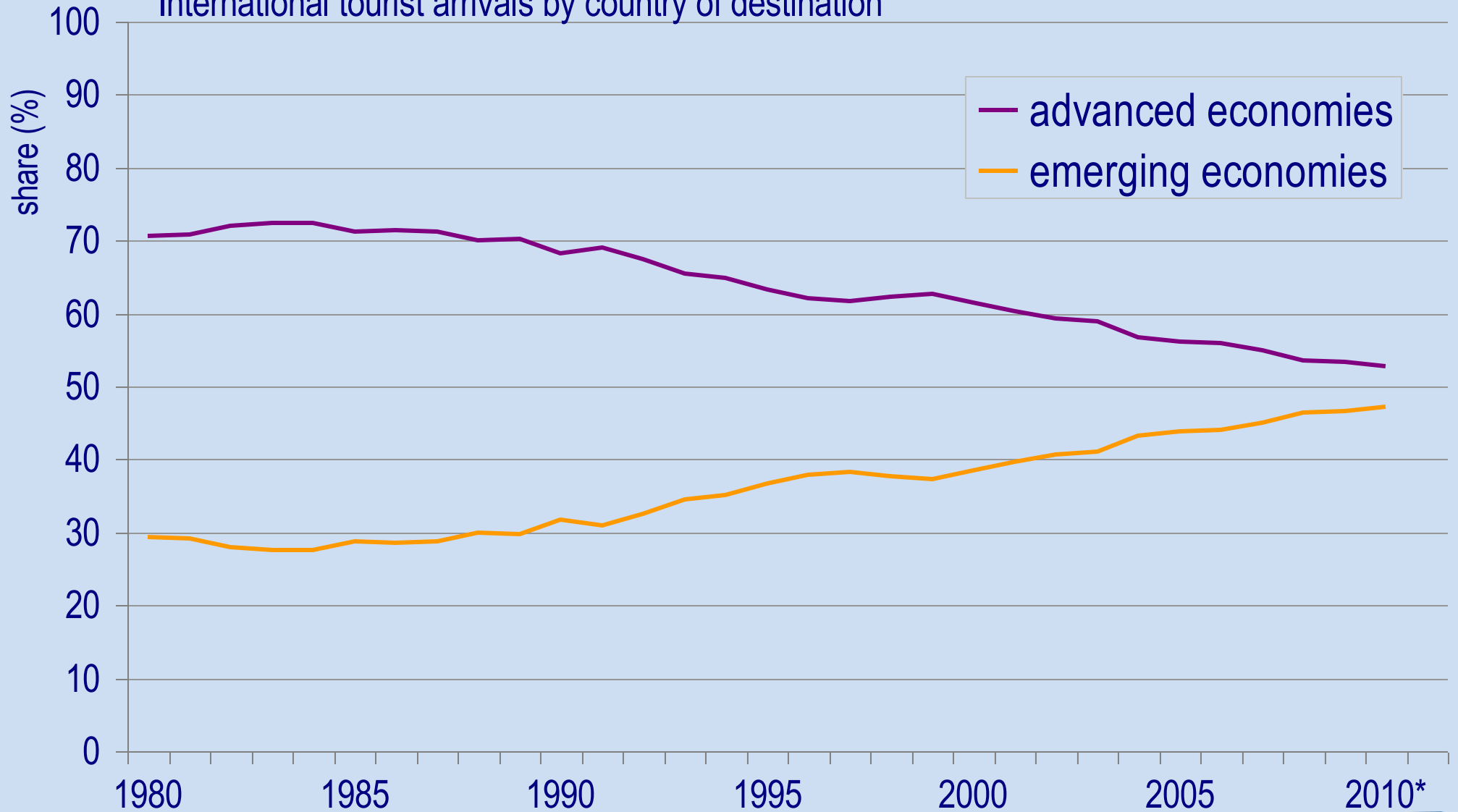
International tourist arrivals by country of destination



Source: World Tourism Organization

Growth: driven by emerging destinations (share)

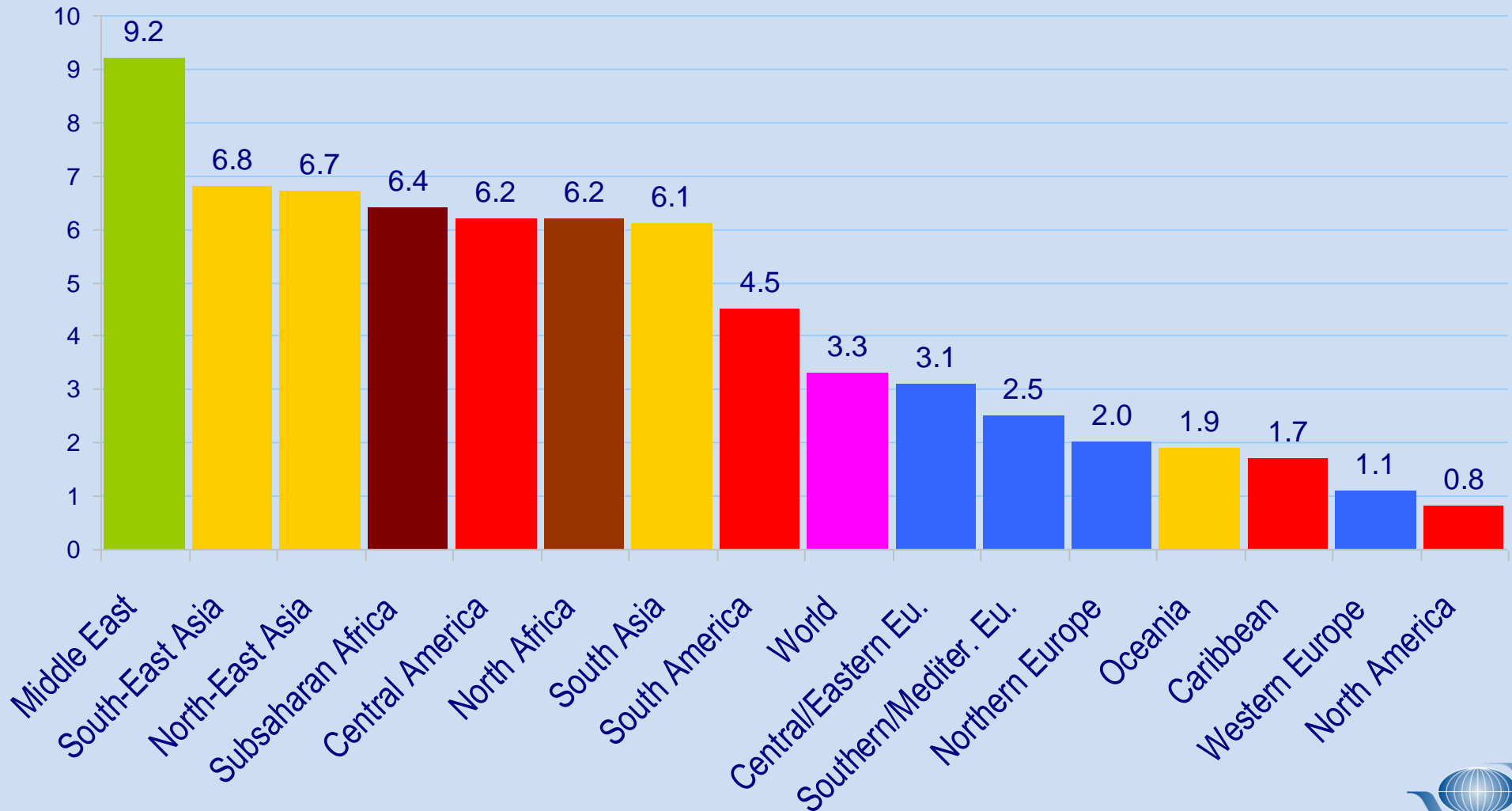
International tourist arrivals by country of destination



Source: World Tourism Organization

2000-2010: average annual growth rate

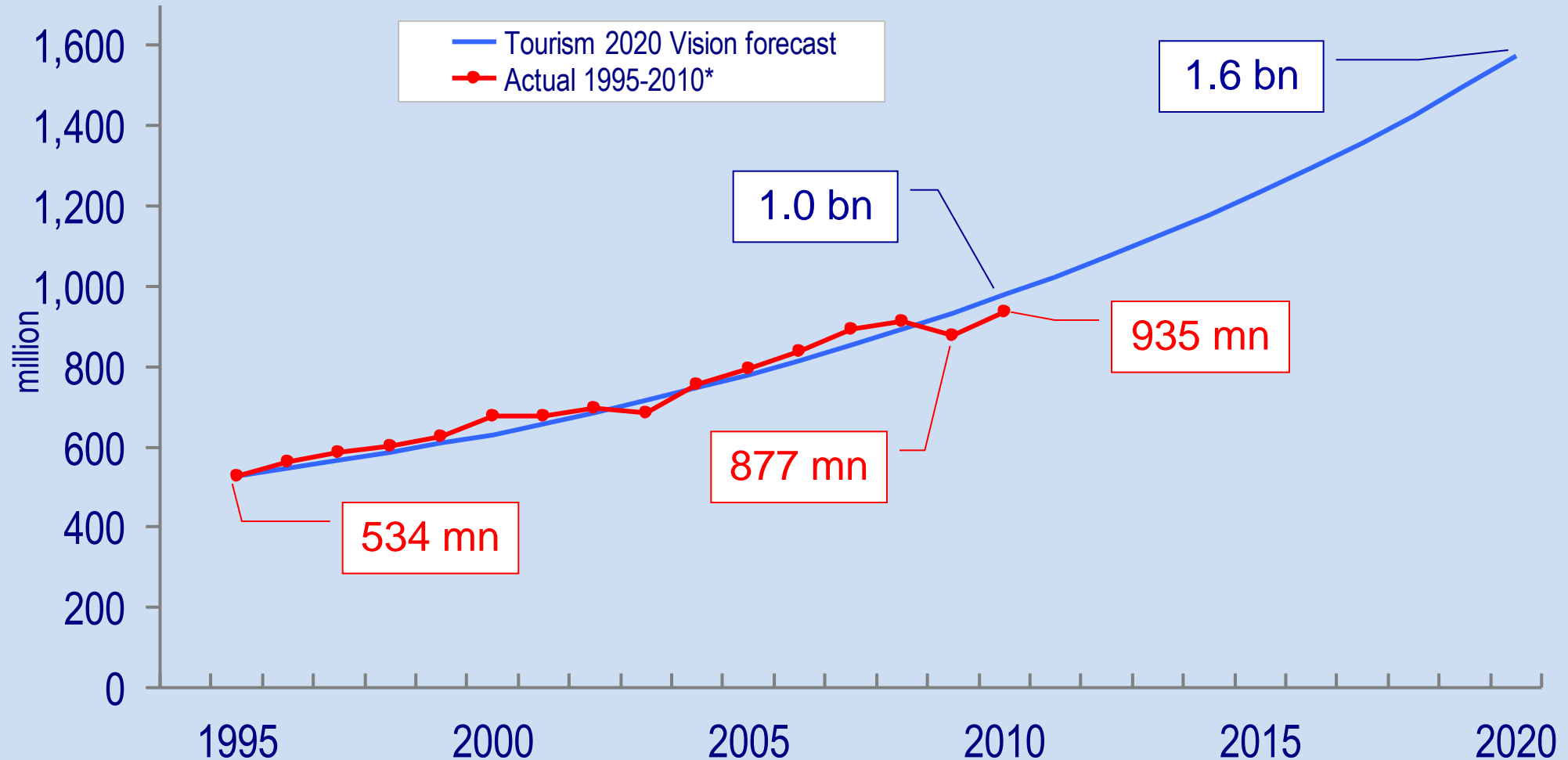
International tourist arrivals (% a year 2000-2010)



Actual Trend vs. Tourism 2020 Vision Forecast

World

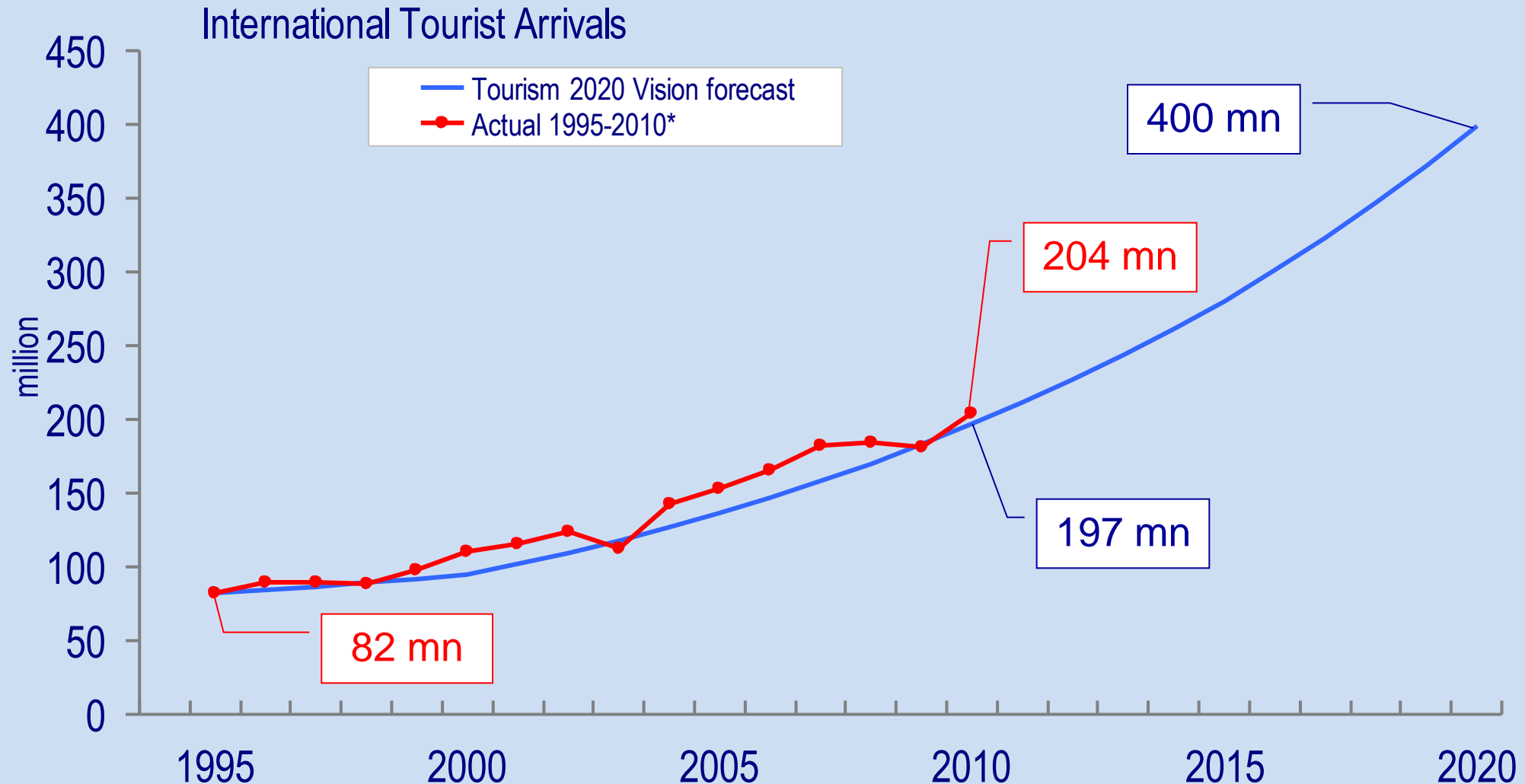
International Tourist Arrivals



Source: World Tourism Organization (UNWTO)

Actual Trend vs. Tourism 2020 Vision

Asia and the Pacific Forecast



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...



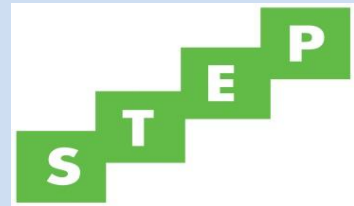
DAVOS DECLARATION

Our commitment that tourism will be at the leading edge of the **global response to climate change...**



ENSURE
ENVIRONMENTAL
SUSTAINABILITY

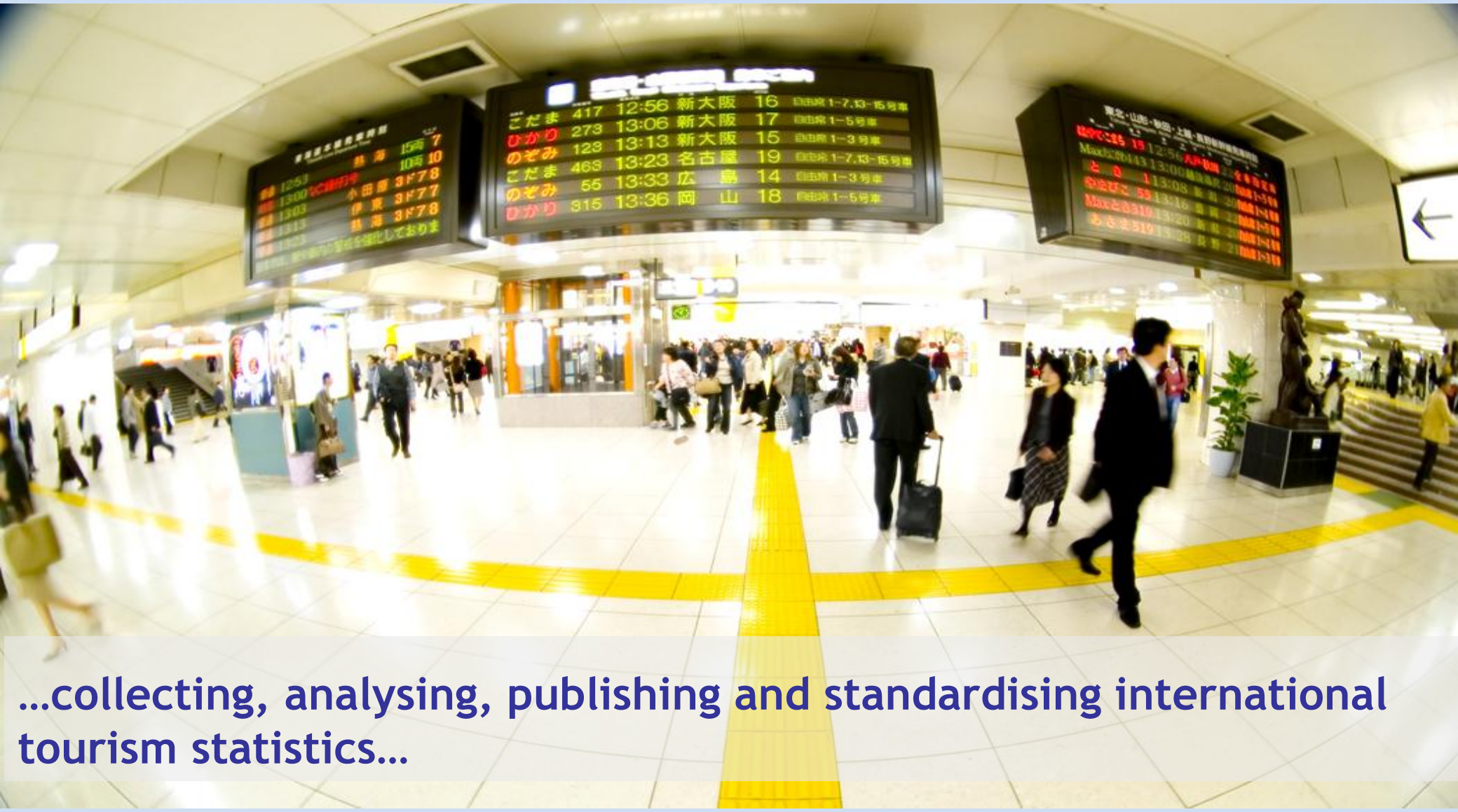
SUSTAINABLE TOURISM ELMINATING POVERTY (ST-EP)



...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

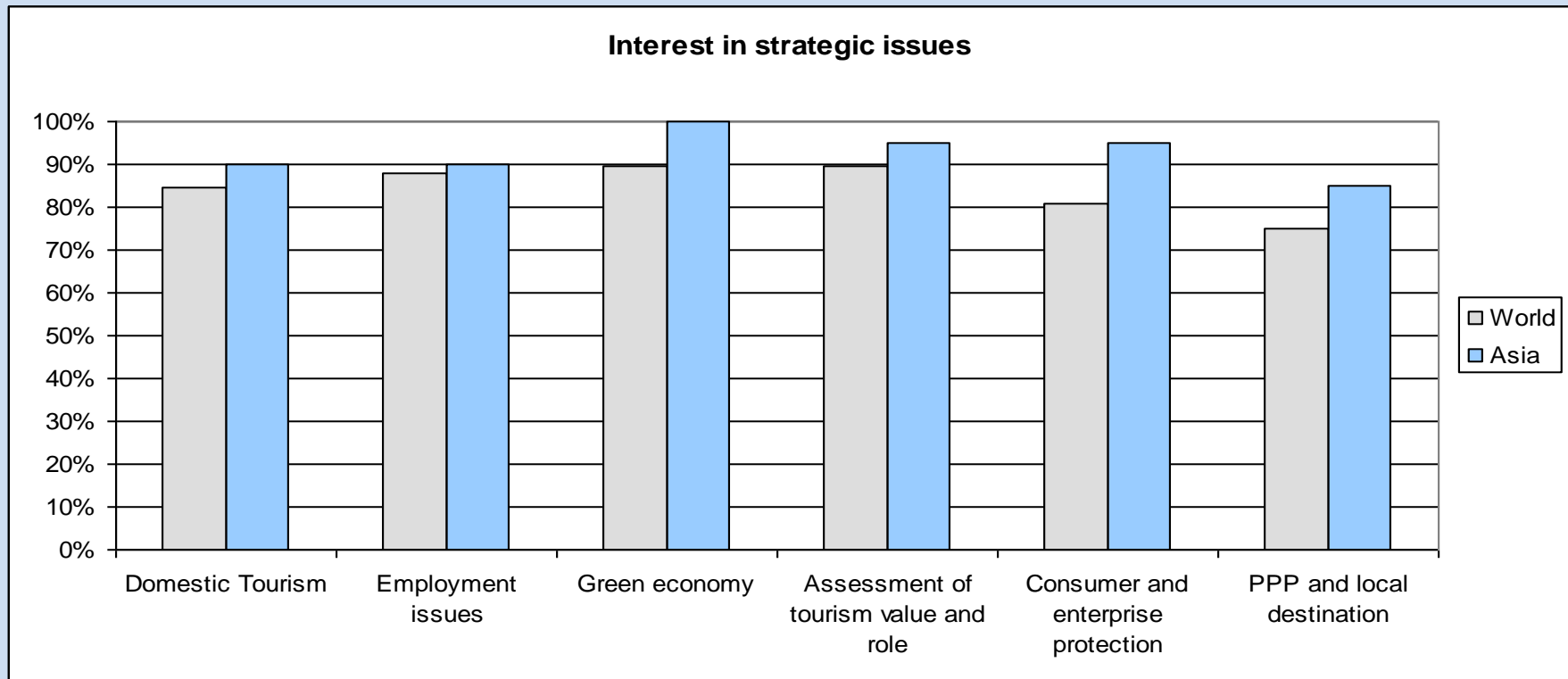
UN Steering Committee on Tourism for Development



RIO+20
United Nations Conference
on Sustainable Development

Survey on Member States' priorities 2012-2013

High Interest in all Strategic Issues





COMPETITIVENESS SUSTAINABILITY



COMPETITIVENESS



Helping our Members to...

- ✓ Enhance quality & excellence
- ✓ Improve marketing & image
- ✓ Deal with crises
- ✓ Collect & access data on tourism trends & forecasting

SUSTAINABILITY

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