



## Start to 2007 exceeds forecasts

**2007 has started on a higher than expected note for global tourism. In the *UNWTO World Tourism Barometer* published in late-January, an average growth in international tourist arrivals for 2007 of around 4% was forecast. Yet, based on results for the first four months of this year, the forecast now seems very likely to be exceeded, barring any unforeseen negative events over the remainder of the year. From January through April 2007, international tourist arrivals worldwide rose by over 6% to 252 million, representing an additional 15 million arrivals as against the same four-month period in 2006.**

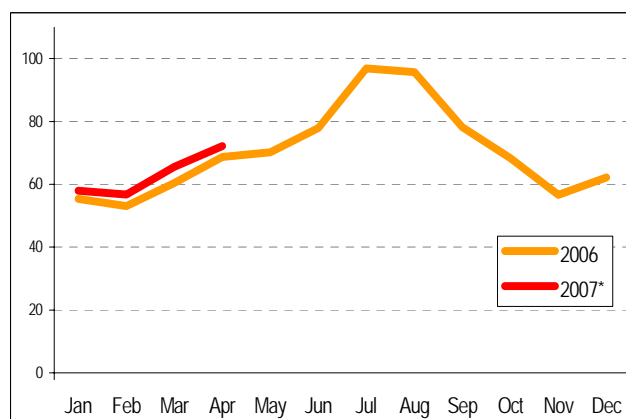
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International Tourist Arrivals, monthly evolution

World (million)



Source: World Tourism Organization (UNWTO) ©

## International Tourism Receipts reach US\$ 735 billion in 2006

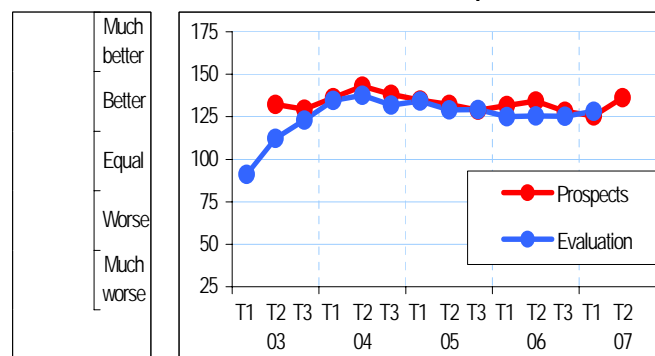
This issue of the *UNWTO World Tourism Barometer* includes, besides the preliminary data on International Tourist Arrivals for the first four months of 2007, the estimates of 2006's International Tourism Receipts and Expenditure, as well as the 2006 rankings for top tourism destinations and source markets. (see page 3)

## UNWTO Panel of Tourism Experts Remarkable rise in confidence

After three periods of unchanged scores (at 125), the Tourism Experts of UNWTO's Panel gave a rating of 128 to their evaluation of tourism performance during the months January-April 2007. This was also three points up on the overall rating for 'prospects' for the same period given in January 2007.

More impressive, however, was the sharp rise in the Panel's score for 'prospects' from May through August 2007. At 136, the rating was eleven points up on the score given for 'prospects' four months ago – and is the best score for overall 'prospects' recorded since the end of 2004. This demonstrates clearly that confidence in global tourism is again riding high, reflecting the much better than expected start to 2007. (Continued on page 14)

### UNWTO Panel of Tourism Experts



Source: World Tourism Organization (UNWTO) ©

The *UNWTO World Tourism Barometer* is a report 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 Intelligence and Promotion Department, with the collaboration of consultant, Ms. Nancy Cockerell. 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).

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#### 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 157 countries and territories and more than 300 Affiliate Members representing local governments, tourism associations and private sector companies including airlines, hotel groups and tour operators.

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The next issue of the *UNWTO World Tourism Barometer* will be published at the end of October 2007.

## International Tourism Receipts 2006

### US\$ 57 billion annual increase in receipts from international tourism worldwide

With almost all the leading destination countries having reported their international tourism receipts for 2006, UNWTO estimates that worldwide receipts from international tourism reached US\$ 735 billion (586 billion euros) last year. In absolute terms, international tourism receipts increased by US\$ 57 billion (41 billion euros) in 2006 – an amount well above the receipts of the world's second biggest tourism earner, Spain, or of the combined receipts of the Middle East and Africa.

#### *Asia and the Pacific also number two world region in receipts*

By region an interesting trend is visible, as Asia and the Pacific achieved for the first time in 2006, a volume of international tourism receipts similar to that of the Americas. Last year, both regions earned US\$ 153 billion, or 21 per cent of the world total. Asia and the Pacific improved results by US\$ 19 billion, while the Americas recorded an absolute increase of US\$ 9 billion. In 2002, Asia and the Pacific had already surpassed the Americas in terms of international tourist arrivals, becoming the second most visited region in the world after Europe. As Asia and the Pacific tends to grow at a faster pace than the Americas in both arrivals and receipts, the region is firmly on track to surpass the Americas in terms of international tourism receipts as well in the coming year(s).

In absolute terms, the biggest winner last year was still Europe, which gained an additional US\$ 27 billion in 2006, as against an increase of US\$ 17 billion in 2005, lifting receipts to US\$ 378 billion, or 51% of the world total. Africa added US\$ 3 billion, lifting its total to US\$ 24 billion (3% share). Estimates based on still limited available statistics point to an increase of around half a billion to US\$ 27 billion for the Middle East (4% share).

#### *Relative increase in receipts strongest in Africa*

Although all regions and subregions shared in last year's absolute increase, growth rates varied. In relative terms and as expressed in local currencies and constant prices (see explanation in the box), international tourism receipts worldwide grew by 4.5% in 2006, following a 3% rise in 2005. By comparison, international tourist arrivals worldwide increased by around 5% in both 2006 and 2005. Growth in receipts was strongest in Africa (+10%) and in Asia and the Pacific (+9%). Europe's receipts increased by 4%, well above the +1.6% of 2005, while growth in the

Americas (+2%) was slower than in 2005. The only region to suffer a decline in receipts in relative terms in 2006 was the Middle East (-3%), as the growth in absolute terms was not sufficient to catch up with inflation.

The relative growth reached double-digit rates in many subregions such as North Africa (+17%), South Asia (+14%), North-East Asia (+12%), Central America (+10%) and South-East Asia (+10%).

#### 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 (see page 5).

With financial data measured in different currencies it is fairly 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 changes in exchange rates and inflation. Over the two years 2005 and 2006, the US dollar and the euro maintained a fairly steady exchange rate, although both currencies did fluctuate against a range of other currencies. On average for the year, in 2006 one euro exchanged at US\$ 1.2556 and in 2005 at 1.2441. 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 corresponding 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, an assessment is 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.

## International Tourism Receipts, World

	International Tourism Receipts									Change current prices					Change constant prices				
	(billion)									Change current prices (%)					Change constant prices (%)				
	1990	1995	2000	2001	2002	2003	2004	2005	2006*	02/01	03/02	04/03	05/04	06*/05	02/01	03/02	04/03	05/04	06*/05
Local currencies										1.8	0.9	13.7	5.9	7.9	-0.5	-1.5	10.5	2.7	4.5
US\$	264	405	474	462	480	527	633	678	735	3.9	9.8	20.1	7.0	8.5	2.2	7.3	17.0	3.5	5.2
Euro	207	310	513	516	508	466	509	545	586	-1.6	-8.2	9.3	7.0	7.5	-3.8	-10.1	7.0	4.7	5.2

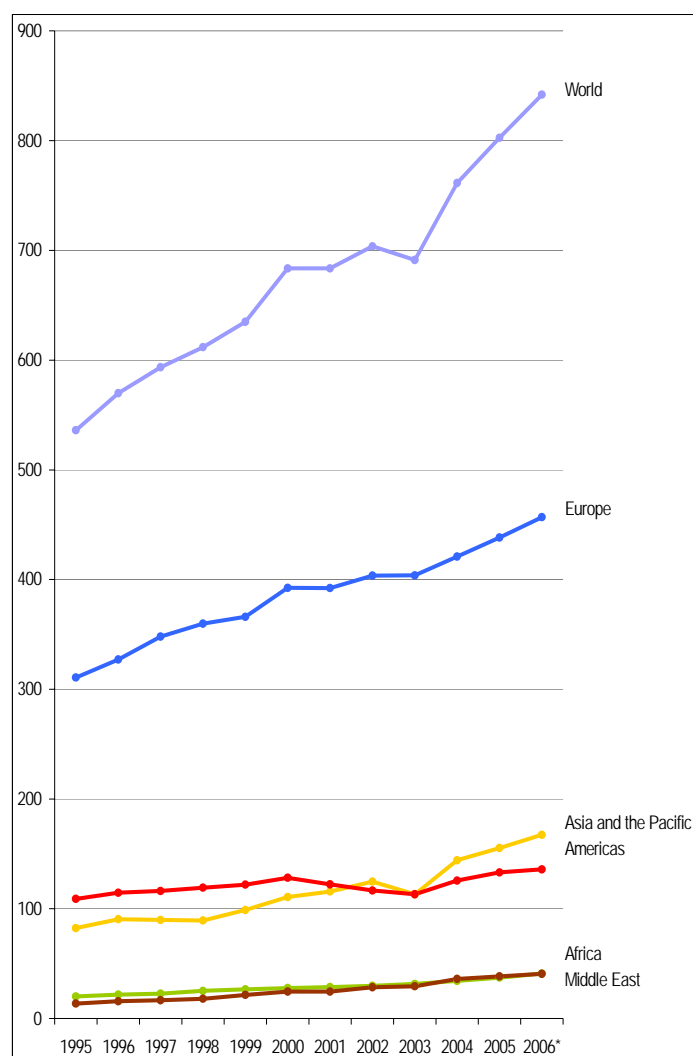
Source: World Tourism Organization (UNWTO) ©

(Data as collected by UNWTO June 2007)

## World and regions: Inbound tourism

## International Tourist Arrivals

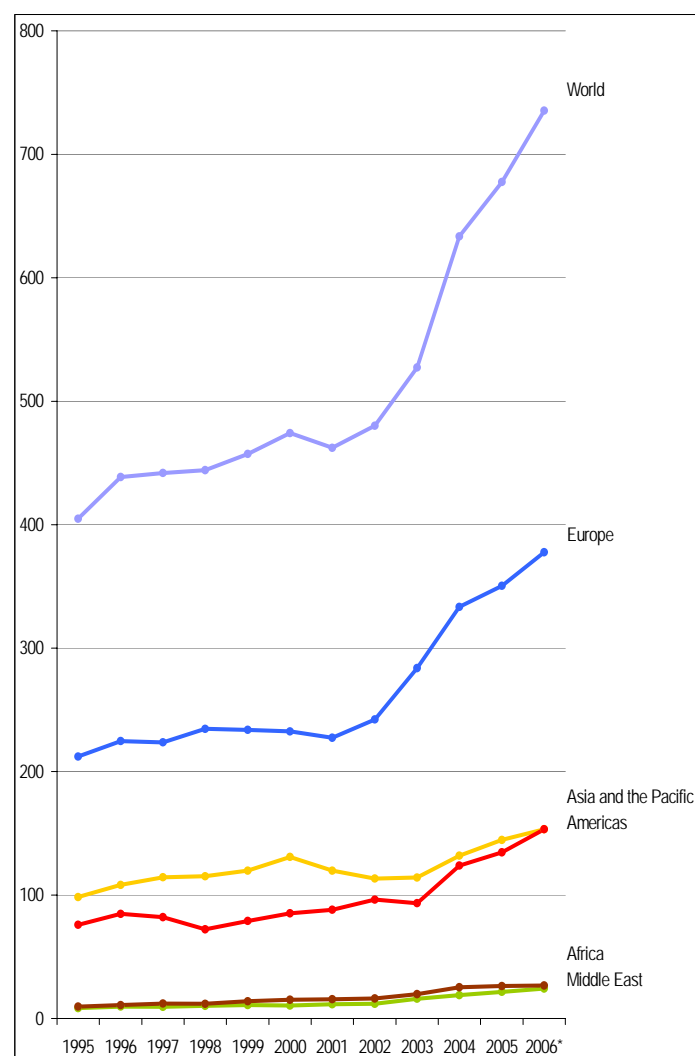
(million)



Source: World Tourism Organization (UNWTO) ©

## International Tourism Receipts

(US\$ billion)



Source: World Tourism Organization (UNWTO) ©



## International tourism receipts, including international passenger transport

What is commonly reported as international tourism receipts exclude receipts from international passenger transport earned outside the reporting country. In simpler terms, this category refers to receipts from international passenger transport services by companies registered in the reporting country rendered to residents of another country. It should be realized that the term does not relate to total receipts from international passenger transport, but only to its export value, as many people travel with transport companies registered in their own country of residence (which is not included).

Although the availability of comparable international data broken down at this level is limited (almost all countries report transport in the services account of the Balance of Payment, but not all break it down in the subcategories of passenger and freight), the export value of international passenger transport has in recent years been estimated at around 17% of the combined receipts from international tourism and passenger transport, corresponding in 2006 to around US\$ 148 billion. This takes receipts from international tourism, including international passenger transport, to over US\$ 883 billion in 2006. In other words, more than US\$ 2.4 billion a day is earned by international tourism. As an export category, tourism ranks fourth after fuels, chemicals and automotive products.

### International Tourism by (Sub)region

	International Tourism Receipts									International Tourist Arrivals						
	Change			US\$		euro				Share	abs.		Change			Share
	Local currencies,					Receipts		Receipts					Change			
	constant prices (%)			(billion)		per arrival		(billion)			per arrival		(%)			
	04/03	05/04	06*/05	2005	2006*	2006	2005	2006*	2006	2006*	2005	2006*	04/03	05/04	06*/05	2006*
World	10.5	2.7	4.5	678	735	870	545	586	650	100	802	842	10.1	5.4	4.9	100
Europe	4.5	1.6	4.0	350.5	377.6	830	281.8	300.8	620	51.3	438.3	456.9	4.2	4.1	4.3	54.3
Northern Europe	6.0	7.8	7.2	53.9	59.7	1,100	43.3	47.5	800	8.1	51.0	54.3	10.7	7.8	6.5	6.5
Western Europe	5.8	-0.6	5.1	124.2	134.3	900	99.8	106.9	670	18.3	142.6	149.8	2.2	2.6	5.0	17.8
Central/Eastern Europe	5.3	0.9	6.3	32.4	37.2	420	26.1	29.6	290	5.1	87.8	89.1	10.0	2.2	1.4	10.6
Southern/Mediterr. Eu.	2.7	1.5	1.4	140.0	146.5	900	112.5	116.7	690	19.9	156.8	163.7	1.2	5.6	4.4	19.4
Asia and the Pacific	25.1	4.1	9.4	134.5	153.4	920	108.1	122.2	650	20.9	155.4	167.4	27.4	7.8	7.8	19.9
North-East Asia	33.4	8.0	11.6	65.4	75.0	800	52.6	59.7	560	10.2	87.6	94.1	28.6	10.3	7.4	11.2
South-East Asia	26.1	-0.7	9.7	33.8	40.7	760	27.2	32.4	500	5.5	49.3	53.9	30.6	4.9	9.3	6.4
Oceania	7.6	0.9	1.7	25.6	26.3	2,490	20.6	20.9	1,950	3.6	10.5	10.5	12.1	3.7	0.6	1.3
South Asia	20.1	4.3	13.9	9.6	11.5	1,290	7.7	9.1	870	1.6	8.0	8.9	18.5	4.7	11.7	1.1
Americas	11.6	4.0	1.8	144.7	153.4	1,130	116.3	122.1	860	20.9	133.2	136.0	11.0	5.9	2.1	16.2
North America	12.9	4.3	0.8	107.2	112.4	1,240	86.2	89.5	950	15.3	89.9	90.7	10.9	4.7	0.9	10.8
Caribbean	5.1	1.8	3.4	20.5	21.7	1,120	16.4	17.3	850	2.9	18.8	19.4	6.0	3.9	3.3	2.3
Central America	10.1	12.3	10.0	4.6	5.3	770	3.7	4.2	530	0.7	6.3	7.0	13.4	13.2	10.8	0.8
South America	12.9	1.7	3.9	12.4	14.0	740	10.0	11.2	530	1.9	18.2	18.9	17.3	11.8	4.0	2.2
Africa	5.9	10.4	10.0	21.6	24.2	590	17.4	19.3	420	3.3	37.3	40.9	9.1	8.9	9.8	4.9
North Africa	13.4	15.0	17.3	7.0	8.5	570	5.6	6.8	380	1.2	13.9	14.9	15.1	8.9	7.4	1.8
Subsaharan Africa	2.6	8.3	6.5	14.6	15.7	600	11.8	12.5	450	2.1	23.4	26.0	5.8	8.9	11.2	3.1
Middle East	25.3	-1.8	-3.4	26.2	26.8	660	21.1	21.3	520	3.6	38.3	40.7	22.7	5.9	6.0	4.8

Source: World Tourism Organization (UNWTO) ©

(Data as collected by UNWTO June 2007)

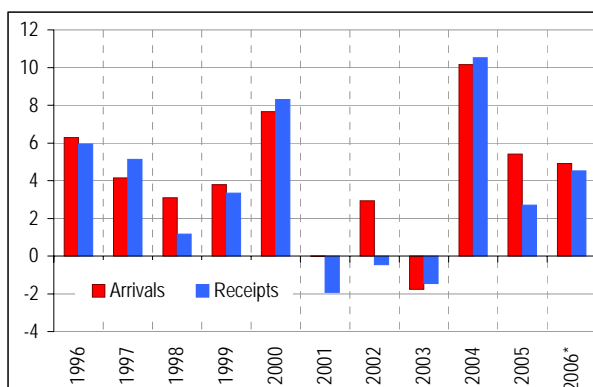
## Growth of receipts versus arrivals

After including revised and additional data, as well as some revisions of series, worldwide arrivals growth for 2006 turned out to have been slightly higher than reported in the January issue of the *UNWTO World Tourism Barometer* (see the right side of the table on the previous page for updated estimates). According to the data currently available, international tourist arrivals rose by just under 5% in 2006 to 842 million – only half a percentage point down on 2005's growth level.

As for international tourism receipts, growth in 2006 (as measured in local currencies at constant prices) was only slightly below that of arrivals. This represents a significant improvement on 2005, when arrivals (+5.4%) increased by twice as much as receipts (+2.7%). For all regions, except the Middle East, the growth in receipts closely correlated with the growth in arrivals in 2006. In the Middle East, both in 2005 and 2006, the growth in arrivals was not accompanied by any growth in receipts, but it has to be taken into account that data reported by countries at this stage is still incomplete and in some cases seem to lack consistency.

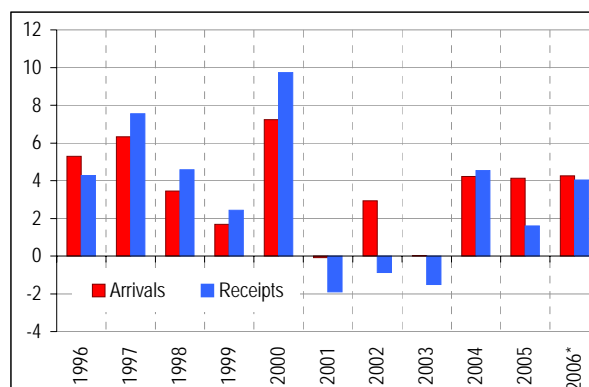
### International tourist arrivals and receipts (local currencies, constant prices)

World (% change over previous year)



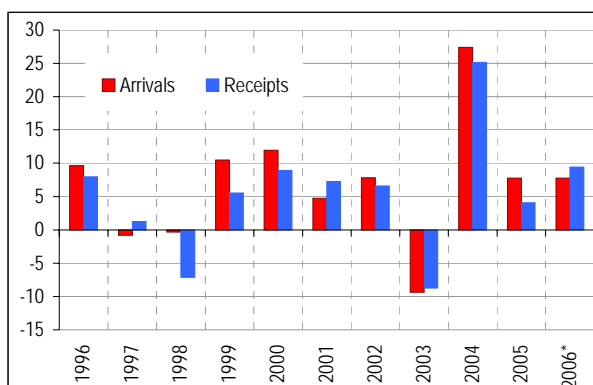
Source: World Tourism Organization (UNWTO) ©

Europe (% change over previous year)



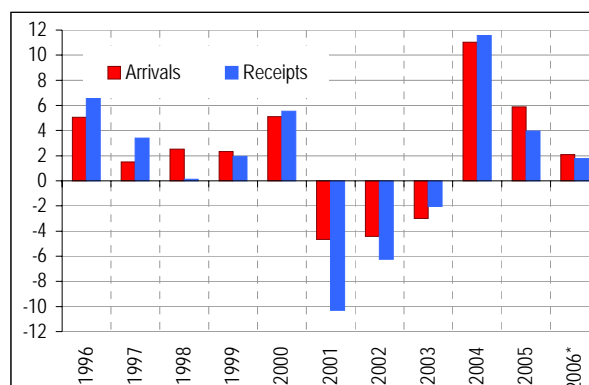
Source: World Tourism Organization (UNWTO) ©

Asia and the Pacific (% change over previous year)



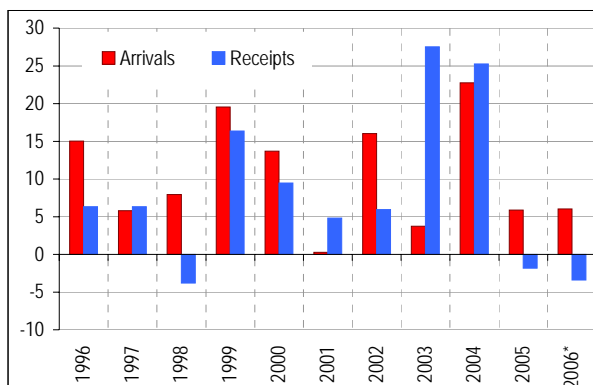
Source: World Tourism Organization (UNWTO) ©

Americas (% change over previous year)



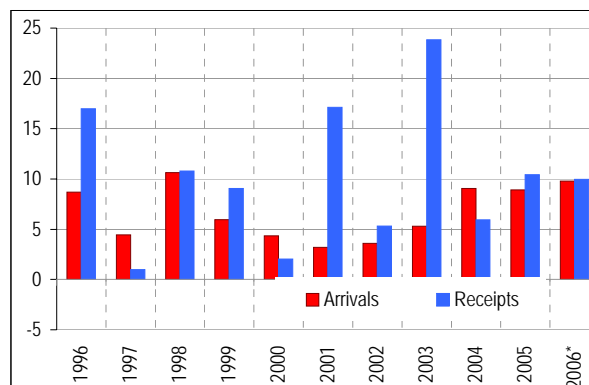
Source: World Tourism Organization (UNWTO) ©

Middle East (% change over previous year)



Source: World Tourism Organization (UNWTO) ©

Africa (% change over previous year)



Source: World Tourism Organization (UNWTO) ©

## World's Top Tourism Destinations 2006

Given the fact that the world's leading tourism destinations show marked differences in terms of the type of tourists they attract, as well as their average length of stay and their spending per trip and per night, it is interesting to note that eight of the top ten countries in UNWTO's ranking of international tourist arrivals also appear in the top ten ranking of international tourism receipts.

In terms of arrivals, France is in number one position ahead of Spain and the USA while, in the ranking for receipts, the same three countries appear in the top three places, but with the USA ranking first and France third, while Spain maintains its second place. This highlights the fact that the USA attracts a greater share of higher-spending long-haul tourists than its European competitors, which rely much more on short-haul tourism.

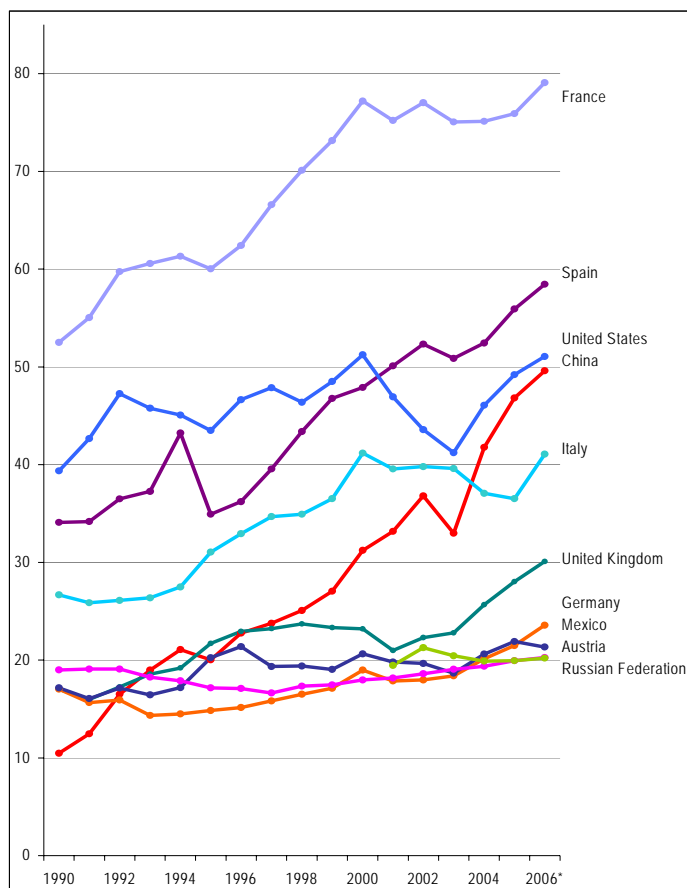
China, fourth in arrivals, is still fifth in terms of receipts, while the reverse is true for Italy. The UK and Germany rank sixth and seventh, in that order, in terms of both arrivals and receipts, and Austria attracts the ninth highest number of arrivals and the tenth largest volume of receipts. But, while Mexico and the Russian Federation complete the ranking of the top ten destinations in terms of arrivals (in eighth and tenth places respectively), they fall further down in the list of top tourism earners. The remaining two places in the receipts' ranking are taken instead by Australia (eighth position) and Turkey (ninth).

In terms of international tourist arrivals, some slight changes occurred in the top ten ranking in 2006. Germany overtook Mexico as a result of its excellence performance during the year it hosted the FIFA Football World Cup, and both Austria and the Russian Federation climbed one place to ninth and tenth respectively. By contrast, Turkey, which was ninth position in 2005, fell two places. In terms of receipts, China ousted the UK from fifth position, while Australia replaced Turkey at number eight.

It should be noted that, in the top ten, eight countries count tourist arrivals at frontiers, while the counts for Germany relate to tourists in all forms of commercial accommodation. This explains why care must be taken in interpreting the results since methods of data collection and analysis vary from one country to another (as indicated in the respective table). In addition, differences between countries are often small, such as is the case for arrivals in countries ranked 7 to 10, and in terms of receipts between China, the UK and Germany, or Australia, Turkey and Austria. This means that any revisions of data can easily change the respective rankings.

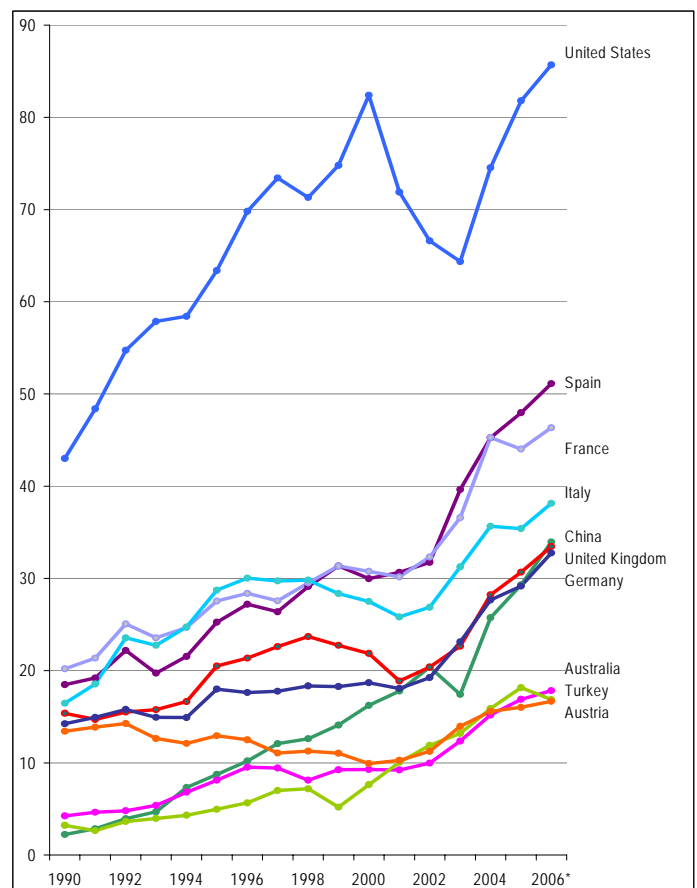
The top ten tourism earners last year accounted for 51% of the total estimated US\$ 735 billion of international tourism receipts. Their respective share of international tourist arrivals was slightly lower, at 47%. The tables in this section list the first 50 destinations in terms of arrivals and receipts. For values of other countries with data available, see the tables on the regions on pages 17-33.

International Tourist Arrivals (million)



Source: World Tourism Organization (UNWTO) ©

International Tourism Receipts (US\$ billion)



Source: World Tourism Organization (UNWTO) ©

## International Tourist Arrivals by Country of Destination

		Full year									Monthly or quarterly data series (% over previous year)										
		Series	1995	2000	2004	2005	2006*	04/03	05/04	06/05	Series	2007*						2006			
							(million)					(%)	YTD	Q1	Jan	Feb	Mar	Apr	Q1	Q2	Q3
World			536	684	761	802	842	10.1	5.4	4.9		6.3	6.8	4.9	6.8	8.7	5.1	3.1	7.4	3.7	6.3
1	France	TF	73.1	77.2	75.1	75.9	79.1	0.1	1.0	4.2	NHS	2.2	1.8	-1.5	0.5	5.3	3.0	-9.4	3.5	-3.1	-2.3
2	Spain	TF	46.8	47.9	52.4	55.9	58.5	3.1	6.6	4.5	TF	1.3	5.3	4.0	4.4	6.9	-3.5	0.9	9.8	3.7	2.5
3	United States	TF	48.5	51.2	46.1	49.2	51.1	11.8	6.8	3.8	TF(1)	9.1	9.1	5.3	8.7	12.6		0.4	7.9	5.7	8.5
4	China	TF	27.0	31.2	41.8	46.8	49.6	26.7	12.1	6.0	TF	9.6	10.0	8.9	5.0	15.4	8.8	3.8	5.0	7.3	7.8
5	Italy	TF	36.5	41.2	37.1	36.5	41.1	-6.4	-1.5	12.4	TF	13.5	17.2	23.5	17.9	12.0	6.1	4.6	14.0	11.6	19.1
6	United Kingdom	TF	23.3	23.2	25.7	28.0	30.1	12.7	9.2	7.3	VF	2.6	5.1	0.7	11.4	4.5	-2.8	2.0	9.1	8.7	6.9
7	Germany	TCE	17.1	19.0	20.1	21.5	23.6	9.4	6.8	9.6	TCE	8.8	7.8	6.9	5.2	11.0	11.3	7.1	14.5	7.4	9.4
8	Mexico	TF	19.0	20.6	20.6	21.9	21.4	10.5	6.3	-2.6	TF	-1.1	-3.7	-1.9	-5.1	-4.0	6.7	-4.0	-1.6	-7.5	2.9
9	Austria	TCE	17.5	18.0	19.4	20.0	20.3	1.5	3.0	1.5	TCE	-1.9	-0.6	-7.8	-0.6	6.3	-8.5	-4.7	10.7	-0.1	2.1
10	Russian Federation	TF	..	..	19.9	19.9	20.2	-2.7	0.2	1.3	TF		7.7								
11	Turkey	TF	6.9	9.6	16.8	20.3	18.9	26.1	20.5	-6.7	TF	16.3	17.5	7.3	25.8	19.3	10.1	-10.9	-6.9	-3.7	-10.2
12	Canada	TF	19.4	19.6	19.1	18.8	18.2	9.2	-2.0	-2.8	TF	-5.1	-3.3	-3.4	-3.6	-2.9	-9.3	-6.9	0.5	-4.3	-0.6
13	Ukraine	TF	4.2	6.4	15.6	17.6	..	24.9	12.8	..	TF										
14	Malaysia	TF	7.9	10.2	15.7	16.4	17.5	48.5	4.6	6.8	TF	9.8	9.8	8.9	9.7	10.7		5.3	4.4	7.2	10.1
15	Hong Kong (China)	TF	7.8	8.8	13.7	14.8	15.8	41.1	8.2	7.1	TF	3.2	3.9	-2.2	14.1	0.7	1.1	12.2	7.7	7.0	2.3
16	Poland	TF	18.0	17.4	14.3	15.2	15.7	4.2	6.4	3.3	VF	14.3	14.3	14.4	13.0	15.3		-1.0	5.3	-3.4	2.7
17	Greece	TF	12.2	13.1	13.3	14.3	..	-4.7	7.2	..	NHS							-10.8	5.6	3.7	
18	Thailand	TF	8.7	9.6	11.7	11.6	13.9	16.4	-1.4	20.0	TF	5.8	5.8	4.1	8.5	4.8		34.7	23.8	11.8	12.0
19	Portugal	TF	11.6	12.1	10.6	10.6	11.3	-9.1	-0.3	6.3	NHS	5.4	7.9	6.4	4.6	11.3	0.9	-0.2	11.7	8.1	8.6
20	Netherlands	TCE	9.9	10.0	9.6	10.0	10.7	5.1	3.8	7.3	TCE	19.2		22.7	15.8			2.1	15.2	6.5	2.6
21	Macao (China)	TF	5.1	5.2	8.3	9.0	10.7	31.9	8.3	18.5	TF	20.6	21.4	23.3	22.4	18.8	18.3	18.3	17.9	13.3	24.4
22	Hungary	TF	2.8	..	12.2	10.0	9.3	..	-18.3	-7.2	TF	-10.6	-10.6					-16.2	-7.7	-4.2	-5.7
23	Croatia	TCE	3.8	5.8	7.9	8.5	8.7	6.8	7.0	2.3	TCE	15.8	19.1	14.0	11.7	25.5	14.3	-13.4	6.0	0.9	9.0
24	Egypt	TF	4.5	5.1	7.8	8.2	8.6	35.7	5.8	4.8	VF	14.2	15.1	2.3	16.0	26.0	12.0	2.5	1.6	2.7	15.7
25	South Africa	TF	5.9	5.9	6.7	7.4	8.4	2.7	10.3	13.9	TF	8.8	8.8	11.5	10.1	4.6		12.3	20.4	11.4	12.6
26	Ireland	TF	6.4	6.6	7.0	7.3	8.0	2.8	5.5	9.1	TF	4.4	6.4	8.0	0.4	10.4	0.0	7.7	17.0	8.6	8.0
27	Saudi Arabia	TF	..	6.6	8.6	8.0	..	17.3	-6.5	..	TF							35.2	-29.5	24.3	
28	Switzerland	THS	7.2	7.8	..	7.2	7.9	..	..	8.8	THS	7.2	7.4	6.6	5.3	9.9	6.4	7.0	10.5	7.5	10.8
29	Singapore	TF	5.6	6.1	6.6	7.1	7.6	39.3	8.0	7.2	VF	4.1	5.5	7.6	4.1	4.6	0.2	14.2	9.8	4.5	8.4
30	Japan	TF	4.4	4.8	6.1	6.7	7.3	17.8	9.6	9.0	TF	11.3	13.3	0.7	22.8	18.2	6.3	7.1	9.0	5.6	14.7
31	Belgium	TCE	6.4	6.5	6.7	6.7	7.0	0.3	0.6	3.7	TCE							4.8	6.8	1.1	2.4
32	Morocco	TF	3.8	4.3	5.5	5.8	6.6	15.0	6.7	12.2	TF	6.2	7.4	-16.7	14.8	28.7	3.8	12.5	22.7	0.6	24.0
33	Tunisia	TF	4.8	5.1	6.0	6.4	6.5	17.3	6.3	2.7	TF	0.9	6.3	6.8	4.5	7.3	-7.8	-5.1	4.1	5.6	1.3
34	Czech Rep	TCE	5.6	4.8	6.1	6.3	6.4	19.4	4.5	1.6	TCE	7.9	7.9					-2.4	5.1	1.5	0.6
35	Korea, Republic of	VF	4.7	5.3	5.8	6.0	6.2	22.4	3.5	2.2	VF	1.2	2.2	0.7	3.6	2.3	-1.5	-4.3	8.1	4.2	0.9
36	Bulgaria	TF	2.5	2.8	4.6	4.8	5.2	14.4	4.5	6.6	TF							1.1	3.2	7.9	13.1
37	Brazil	TF	5.1	5.3	4.8	5.4	5.0	16.0	11.8	-6.3	TF							-0.2	-4.1	-19.7	-4.6
38	Australia	TF	4.1	4.5	4.8	5.0	..	9.6	5.2	..	VF	3.6	4.6	-1.8	5.4	10.1	0.2	-2.6	2.0	-1.9	4.9
39	Indonesia	TF	4.7	5.1	5.3	5.0	4.9	19.1	-6.0	-2.6	TF(1)	13.7	14.9	7.6	21.9	15.8	10.5	-13.1	-2.2	-12.2	24.1
40	Denmark	TCE	2.0	3.5	4.4	4.7	..	27.3	6.3	..	NHS(1)	2.7	3.3	0.7	3.3	5.4	1.6	-2.2	4.1	-2.2	-0.1
41	Bahrain	TF	2.0	2.4	3.5	3.9	4.5	18.9	11.4	15.5	VF	4.8	4.1	-2.8	14	2.0	7.0	37.1	10.3	5.9	13.9
42	India	TF	2.5	2.6	3.5	3.9	4.4	26.8	13.3	13.0	TF	12.0	14.4	15.8	13.6	13.6	8.0	12.1	16.7	11.2	13.0
43	Argentina	TF	2.9	2.9	3.5	3.8	4.2	15.4	10.6	8.7	TF	6.0	6.0					12.1	9.7	6.7	6.3
44	Dominican Rp	TF	2.6	3.0	3.5	3.7	4.0	5.1	7.0	7.4	TF	0.5	4.0	5.5	1.4	5.0	-6.2	7.6	16.1	4.1	2.4
45	Untd Arab Emirates	THS	3.4	3.9	..	..	..	..	..	..	THS(2)	6.0	6.0	7.7	8.2	2.5		7.3	1.7	3.2	7.5
46	Norway	TF	3.2	3.1	3.6	3.8	3.9	11.0	5.4	3.2	NHS	4.2	5.0	3.7	0.8	10.5	0.8	-3.5	3.7	4.4	7.4
47	Puerto Rico	TF	3.0	3.3	3.5	3.7	3.7	9.3	4.1	1.0	THS(3)	-10.2		-10.2				6.9	3.2	-4.1	-2.3
48	Vietnam	VF	1.8	2.1	2.9	3.5	3.6	20.6	18.4	3.3	VF	12.5	13.7	9.5	13.1	18.9	9.1	16.0	-1.2	-1.0	0.0
49	Taiwan (pr. of China)	VF	2.4	2.6	3.0	3.4	3.5	31.2	14.5	4.2	VF	4.1	2.5	3.7	-8.5	11.6	9.0	7.5	3.7	2.1	3.6
50	Finland	TF	2.5	2.7	2.8	3.1	3.4	3.0	10.6	7.5	NHS(2)	12.8	12.8	17.0	8.5	11.7		15.2	7.6	8.3	20.3

Source: World Tourism Organization (UNWTO) ©

(Data as collected by UNWTO June 2007)

See box at page 2 for explanation of abbreviations and signs used



## International Tourism Receipts

US\$						Local currencies, current prices (% on previous year)															
	1995	2000	2004	2005	2006*	Series	03/02	04/03	05/04	06/05	2007*						2006				
					(billion)						YTD	Q1	Jan	Feb	Mar	Apr	May	Q1	Q2	Q3	Q4
World	405	474	633	678	735																
1 United States	63.4	82.4	74.5	81.8	85.7	sa	-3.4	15.8	9.7	4.8	8.7	8.1	4.8	8.5	11.1	10.6		4.6	1.4	5.5	7.7
2 Spain	25.3	30.0	45.2	48.0	51.1		4.4	3.8	6.0	5.6	5.8	5.8	5.3	5.3	6.8			3.0	11.0	4.9	3.1
3 France	27.5	30.8	45.3	44.0	46.3		-5.4	12.6	-2.8	4.3	3.6	5.5	-1.6	4.2	13.1	0.0		-5.6	12.3	0.5	10.9
4 Italy	28.7	27.5	35.7	35.4	38.1		-2.8	3.8	-0.7	6.7	4.5	4.5	0.5	3.3	8.5			-0.7	13.1	6.1	5.7
5 China	8.7	16.2	25.7	29.3	33.9	\$	-14.6	47.9	12.7	12.8	12.4	12.6	16.8	0.5	20.0	12.0		11.8	7.2	8.4	35.8
6 United Kingdom	20.5	21.9	28.2	30.7	33.5		2.1	11.1	9.5	7.8	4.2	6.1	-1.3	22.7	0.6	0.1		6.5	12.2	10.9	4.3
7 Germany	18.0	18.7	27.7	29.2	32.8		0.4	8.9	5.4	11.3	7.6	7.5	8.5	6.3	7.6	7.9		2.9	18.7	10.7	11.2
8 Australia	8.1	9.3	15.2	16.9	17.8		3.8	8.5	6.9	7.3	12.4	13.5	14.1	12.7	13.7	9.2		3.1	7.0	7.1	11.9
9 Turkey	5.0	7.6	15.9	18.2	16.9	\$	10.5	14.3	7.7	-1.3	9.8	8.0	0.7	14	10.9	13.6		0.4	-1.8	-8.8	-12.8
10 Austria	12.9	9.9	15.6	16.0	16.7		3.8	1.5	2.7	3.1											
11 Canada	7.9	10.8	12.9	13.6	14.5		-11.7	13.3	-1.7	-0.2								-1.3	1.5	-2.9	4.2
12 Greece	4.1	9.2	12.9	13.7	14.3		-7.7	9.0	6.7	2.9	10.8	10.8	3.0	11	17			-15.8	4.8	5.7	-5.0
13 Thailand	8.0	7.5	10.0	9.6	12.4		-4.4	24.3	-4.4	22.0	10.5	10.5						42.2	34.0	10.6	8.6
14 Mexico	6.2	8.3	10.8	11.8	12.2	\$	18.1	20.6	5.6	3.2	11.7	14.6	19.3	15.2	10.0	2.8		-5.1	0.2	-1.2	21.6
15 Switzerland	9.5	7.8	10.6	11.0	11.8		0.8	6.1	4.7	8.0								4.4	12.5	8.0	7.4
16 Hong Kong (China)	7.8	5.9	9.0	10.3	11.6		-4.4	26.1	14.2	12.9	14.6	14.6						13.4	12.7	12.6	12.8
17 Belgium	4.5	6.6	9.2	9.9	11.5		-1.0	2.5	6.9	15.8								11.9	21.9	25.7	2.2
18 Netherlands	6.6	7.2	10.3	10.5	11.5		-0.7	2.6	1.4	8.9	2.6	2.6						1.2	24.7	4.2	6.3
19 Malaysia	4.0	5.0	8.2	8.5	9.6		-17.1	39.0	3.9	9.2								2.5	6.2	6.3	6.8
20 Sweden	3.5	4.1	6.2	7.4	9.1		-6.1	6.3	21.5	21.1	41.3	41.3						21.7	22.6	15.7	26.1
21 India	2.6	3.5	6.2	7.5	8.9		37.8	34.5	18.7	21.3								16.3	21.5	19.6	25.0
22 Japan	3.2	3.4	11.3	6.6	8.5		133	19.3	-40.1	34.8	5.8	9.1	-1.4	17.8	12.2	-2.4		35.1	35.4	30.0	39.2
23 Portugal	4.8	5.2	7.7	7.7	8.3		-4.0	5.9	0.1	7.3	13.6	13.6	17.2	10.8	12.9			0.4	8.7	8.4	9.3
24 Macao (China)	3.1	3.2	7.5	8.0	..		19.5	45.1	6.5												
25 Croatia	1.3	2.8	6.8	7.5	7.9	€	40.7	-1.2	9.0	4.9								-12.6	12.1	1.9	21.0
26 South Africa	2.1	2.7	6.3	7.3	7.9	sa	36.3	-2.9	14.8	14.4	14.3	14.3						13.9	13.5	15.1	15.3
27 Egypt	2.7	4.3	6.1	6.9	7.6	\$	58.4	41.5	4.3	9.9								12.7	13.6	5.6	14.0
28 Poland	6.6	5.7	5.8	6.3	7.2		-10.1	34.8	-4.9	10.7								7.1	10.1	9.4	13.4
29 Singapore	7.6	5.1	5.2	5.9	7.1		-16.9	34.0	11.4	14.1	14.5	14.5						18.0	19.2	14.1	6.6
30 Russian Federation	4.3	3.4	5.2	5.6	7.0	\$	5.8	9.0	4.5	21.4								24.2	28.2	27.5	23.6
31 Morocco	1.3	2.0	3.9	4.6	6.0		5.9	12.7	17.7	28.1	3.5	3.6	0.1	3.1	8.4	3.1		22.0	53.9	18.0	30.8
32 Lebanon	..	..	5.4	5.4	..	\$	48.8	-15.1	0.4												
33 Korea, Republic of	5.2	6.8	6.1	5.8	5.3	\$	-14.0	8.9	-14.5	-14.5	11.5	11.5	18.8	11.4	4.6			-15.4	5.0	-11.4	-9.8
34 Denmark	3.7	3.7	5.7	5.0	5.3		-7.7	-2.1	-11.4	4.9	-0.6	-0.6						2.5	7.2	2.7	7.9
35 Ireland	2.2	2.6	4.4	4.7	5.2		4.7	3.7	7.8	9.5								4.3	8.0	16.8	3.7
36 Saudi Arabia	..	..	6.5	5.2	..			90.0	-20.2									1.5	-68.2	87.0	
37 Taiwan (pr. of China)	3.3	3.7	4.1	5.0	5.1	\$	-35.3	32.2	18.2	4.0	0.7	0.7						7.8	5.5	-2.3	1.2
38 Czech Rep	2.9	3.0	4.2	4.7	5.0		4.2	6.9	4.3	1.1	8.3	8.3						-0.3	5.5	1.3	-2.2
39 New Zealand	2.3	2.3	4.8	4.9	4.5		3.0	5.4	-4.4	1.2								-1.7	6.3	-3.2	4.6
40 Hungary	3.0	3.8	4.1	4.3	4.5	€	-8.9	-8.7	5.1	4.8								-27.8	3	12	39.0
41 Indonesia	5.2	5.0	4.8	4.5	4.4	\$	-29.6	23.9	2.3	-7.1								-10.8	-0.9	-9.6	18.4
42 Brazil	1.0	1.8	3.2	3.9	4.3	\$	30.7	23.6	-0.3	-0.1	9.7	9.7	20.4	15.1	-4.2			20.5	14.1	3.6	9.0
43 Dominican Rp	1.6	2.9	3.2	3.5	3.8	\$	89.8	37.7	-19.4	18.3	4.9	4.9						3.9	15.5	7.6	5.8
44 Norway	2.4	2.2	3.1	3.5	3.8		2.7	12.6	6.5	7.1	7.6	7.6						-0.7	6.9	7.5	13.7
45 Luxembourg	1.7	1.8	3.7	3.6	3.6		4.1	11.1	-1.2	-0.8								-4.8	-3.1	2.3	2.0
46 Ukraine	0.2	0.4	2.6	3.1	3.5	\$	18.8		17.6	9.9	35.9	35.9						-8.6	17.8	11.2	20.4
47 Puerto Rico	1.8	2.4	3.0	3.2	3.4	\$	7.6	13.0	7.1	4.0											
48 Argentina	2.2	2.9	2.2	2.7	3.3	\$	23.7	12.3	21.3	29.1	40.7	40.7						22.2	18.7	24.4	24.6
49 Vietnam	..	..	1.7	1.9	3.2					71.7											
50 Israel	3.0	4.1	2.4	2.9	2.8	\$	-3.1	13.7	20.0	-2.8								25.2	15.0	-25.1	-17.0

Source: World Tourism Organization (UNWTO) ©

(Data as collected by UNWTO June 2007)

See box at page 2 for explanation of abbreviations and signs used

# Outbound Tourism

## International tourism expenditure 2006

### *China reinforces its position*

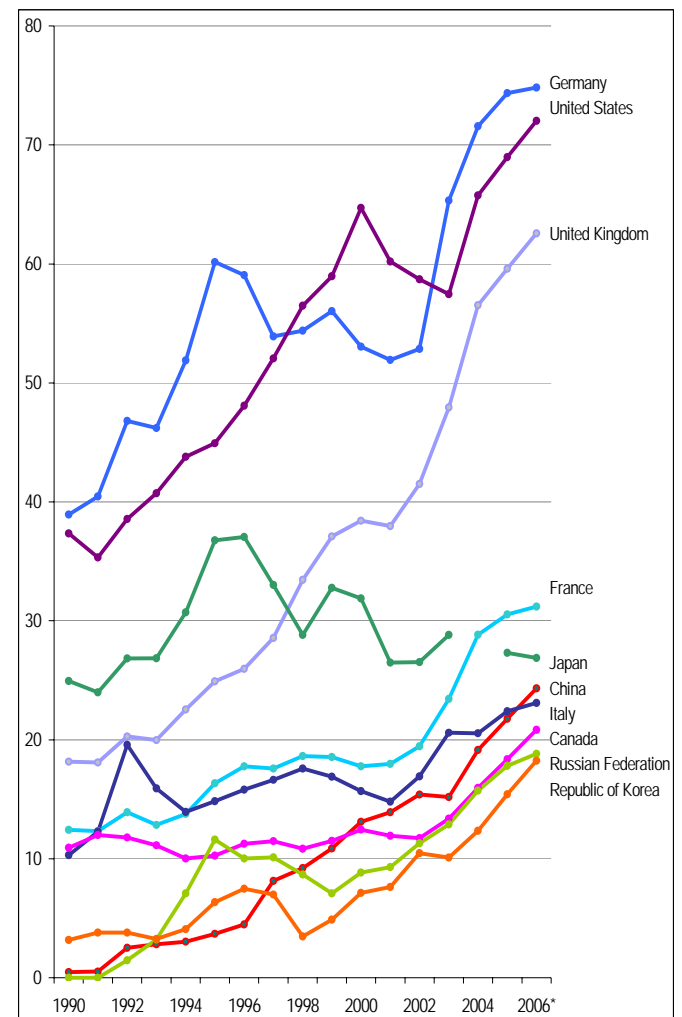
The majority of leading tourism generating countries have now released their full-year data on international tourism expenditure, and this confirms that there were almost no changes in the leaders' ranking in 2006. Two major exceptions – China overtook Italy to take sixth position and the Netherlands was ousted from the top ten by the Republic of Korea, thanks to an 18% increase in spending on tourism abroad by Koreans last year.

Several markets recorded double-digit increases in expenditure. Among the top 30 sources, which accounted for some 77% of total spending worldwide, the best performers in 2006, aside from the Republic of Korea were: India (+28%), Poland (+26%), Brazil and Kuwait (with +22% each), Belgium (+15%), Thailand (+14%), China and Norway (each with +12%), and Ireland (+11%). These results highlight the fact that the strongest growth in international tourism spending was again recorded by emerging markets. Among the top five major source markets, it is worth noting the 4% increase for the USA, the UK and Japan, as well as the stagnation of expenditure by German travellers abroad (-0.3%) and France's modest rise (+1.2%).

It should be noted that, while the absolute volumes of international tourism expenditure are measured in US dollars to facilitate comparative analysis, the year-to-date changes are expressed in local currencies at current prices. So the effect of exchange rate fluctuations is mitigated, but inflation is not taken into account. As stressed, care should nevertheless be taken in analyzing international tourism expenditure trends in US dollars. It is important to note that year-on-year trends expressed in US dollars are greatly influenced by exchange rates, notably the US dollar: euro exchange rate which, in the past few years, has clearly been favourable to the eurozone currency, since it appreciated against the US dollar by almost 30% between 2001 and 2004. The difference in percentage change from 2004 to 2006 was much less pronounced since the two currencies maintained more or less the same exchange rate over the three-year period.

International Tourism Expenditure

(US\$ billion)



Source: World Tourism Organization (UNWTO) ©

## International Tourism Expenditure

		US\$ Local currencies, current prices (% on previous year)																						
		1995	2000	2004	2005	2006*	Series	03/02	04/03	05/04	06/05	2007*						2006						
		(billion)											YTD	Q1	Jan	Feb	Mar	Apr	May	Q1	Q2	Q3	Q4	
World		405	474	633	678	735																		
1	Germany	60.2	53.0	71.6	74.4	74.8		3.3	-0.4	3.9	-0.3	4.8	4.5	7.1	7.3	0.2	5.5		-2.3	3.1	-4.6	5.1		
2	United States	44.9	64.7	65.8	69.0	72.0	sa	-2.2	14.5	4.9	4.4	4.1	4.6	4.3	4.8	4.7	2.6		2.3	3.2	5.0	7.2		
3	United Kingdom	24.9	38.4	56.5	59.6	62.6		6.0	5.2	6.2	3.7	2.7	3.0	-8.9	12.4	6.8	1.8		6.6	10.0	3.7	3.8		
4	France	16.3	17.8	28.8	30.5	31.2		0.6	11.9	5.9	1.2	13.2	19.3	25.2	12.5	20.8	0.0		6.8	4.0	-5.6	3.9		
5	Japan	36.8	31.9	38.2	27.3	26.9		0.5	23.9	-27.3	3.8	3.0	3.7	7.3	1.8	2.2	0.6		2.5	6.9	3.6	2.6		
6	China	3.7	13.1	19.1	21.8	24.3	\$	-1.4	26.1	13.6	11.8								16.1	16.1	8.2	8.2		
7	Italy	14.8	15.7	20.5	22.4	23.1		1.7	-9.3	9.0	2.2	5.0	5.0	-5.7	11.5	12.1			-0.4	-3.2	4.5	7.1		
8	Canada	10.3	12.4	15.9	18.4	20.8		1.8	10.8	7.3	6.2								4.7	3.9	7.9	9.2		
9	Russian Federation	11.6	8.8	15.7	17.8	18.8	\$	14.1	22.1	13.2	5.6								9.4	9.2	-0.7	8.9		
10	Korea, Republic of	6.3	7.1	12.4	15.4	18.2	\$	-3.5	22.2	24.7	18.4	19.6	19.6	18.2	17.4	23.4			17.6	12.0	17.3	26.3		
11	Belgium	8.1	9.4	14.0	14.9	17.2		0.7	4.3	5.9	14.8								10.4	13.7	27.1	1.2		
12	Netherlands	11.7	12.2	16.4	16.2	17.1		-1.3	-2.1	-1.6	4.6	-6.8	-6.8						-0.1	-3.9	7.2	15.6		
13	Spain	4.5	6.0	12.2	15.1	16.7		4.2	22.0	24.1	9.4	9.1	9.1	15.2	7.1	4.9			7.2	6.7	15.4	6.6		
14	Hong Kong (China)	10.5	12.5	13.3	13.3	14.0		-8.0	15.9	0.1	4.9	3.5	3.5						1.8	9.0	2.3	6.9		
15	Norway	4.2	4.6	8.8	10.8	12.1		17.0	23.8	17.0	12.0	14.4	14.4						8.7	9.7	15.5	12.6		
16	Australia	5.2	6.4	10.2	11.3	11.7		-0.3	25.2	5.8	5.1	2.7	3.6	3.9	1.2	5.4	0.2		2.0	8.1	3.0	7.8		
17	Sweden	5.4	8.0	10.2	10.8	11.5		-6.1	12.3	7.7	5.4	9.5	9.5						8.7	5.9	2.3	5.6		
18	Singapore	4.7	4.5	9.2	9.9	10.4		-5.6	13.3	6.1	-0.5	-1.6	-1.6						-2.6	-1.7	0.6	1.7		
19	Switzerland	7.4	6.3	8.8	9.3	10.1		-2.4	8.7	5.9	9.7								11.7	11.2	8.3	9.0		
20	Austria	10.4	8.5	8.3	8.5	9.3		4.8	-35.6	2.0	8.5													
21	Taiwan (pr. of China)	7.1	8.1	8.2	8.7	8.7	\$	-6.8	26.1	6.3	0.7	-1.1	-1.1						3.1	-0.5	-3.0	4.6		
22	Mexico	3.2	5.5	7.0	7.6	8.1	\$	3.2	11.3	9.2	6.7	1.3	0.7	-2.1	0.3	3.8	2.9		2.4	11.6	5.9	6.6		
23	India	1.0	2.7	4.8	6.0	7.4		14.9	30.7	20.3	27.6								36.1	20.5	37.6	17.3		
24	Denmark	4.4	4.7	7.3	6.5	7.0		-4.7	0.0	-10.9	6.2	6.2	6.2						9.5	-1.0	8.9	8.4		
25	Ireland	2.0	2.5	5.2	6.1	6.8		6.2	-0.1	16.7	11.3								13.0	13.9	7.2	13.8		
26	Brazil	3.4	3.9	2.9	4.7	5.8	\$	-5.6	27.0	64.4	22.1	27.9	27.9	44.5	14.5	26.0			43.7	16.2	12.2	23.9		
27	Poland	5.5	3.3	3.8	4.3	5.7		-16.6	29.0	0.0	26.4								40.3	53.1	10.1	11.6		
28	Kuwait	2.2	2.5	3.7	4.3	5.3		8.7	9.3	14.5	22.0													
29	Untd Arab Emirates	..	3.0	4.5	5.3	..		8.4	13.0	17.5														
30	Thailand	4.3	2.8	4.5	3.8	4.6		-14.7	50.3	-15.6	13.9	2.6	2.6						15.0	12.5	10.6	17.2		
31	Iran	0.2	0.7	4.1	4.4	..	\$	2.5	6.5	7.0	..								19.2					
32	Qatar	..	0.3	0.7	1.8	4.0		11.3	46.8	155	127													
33	Saudi Arabia	..	..	4.3	3.8	..		-43.5	2.3	-11.4									-62.1	-47	-59.0			
34	Malaysia	2.3	2.1	3.1	3.7	3.7		9.5	8.0	19.5	-2.4								-0.5	-11	5.3	-3.2		
35	Indonesia	2.2	3.2	3.5	3.6	3.6	\$	-6.3	13.8	2.2	1.3								-15.3	4.8	1.5	15.0		
36	Finland	2.3	1.9	2.8	3.1	3.4		1.5	5.7	8.2	10.7	18.1	18.1						18.3	7.6	6.8	12.3		
37	South Africa	1.9	2.1	3.1	3.4	3.4	sa	13.3	-5.7	5.7	6.6	5.9	5.9						7.4	7.1	6.0	5.7		
38	Portugal	2.1	2.2	2.8	3.1	3.3		-5.2	4.4	10.3	7.0	10.3	10.3	14.5	12.7	5.1			8.6	13.2	4.4	2.4		
39	Argentina	3.3	4.4	2.6	2.8	3.2	\$	7.9	3.7	7.1	14.9	23.1	23.1						17.9	13.2	8.5	18.6		
40	Luxembourg	1.1	1.3	2.9	3.0	3.1		5.0	9.6	2.0	3.9								4.7	5.3	4.0	1.6		
41	Greece	1.3	4.6	2.9	3.0	3.0		-16.2	8.2	5.9	-2.6	19.1	19.1	-21	54	46			-4.4	-2.3	-4.7	1.0		
42	Israel	2.1	2.8	2.8	2.9	3.0	\$	0.3	9.6	3.6	3.0								7.8	3.1	0.0	4.2		
43	Lebanon	..	..	3.2	2.9	..	\$	..	7.7	-9.2	..													
44	Ukraine	0.2	0.5	2.5	2.8	2.8	\$	20.1		13.9	1.0	30.3	30.3						-2.5	-3.9	6.3	2.5		
45	Turkey	0.9	1.7	2.5	2.9	2.7	\$	12.3	19.5	13.8	-4.5	18.3	18.3	17.4	21	16.7	18.3		-16.3	10.2	7.3	-19.0		
46	Czech Rep	1.6	1.3	2.3	2.4	2.7		5.6	7.3	-1.1	3.9	13.5	13.5						1.3	6.6	4.3	2.7		
47	Hungary	1.5	1.7	2.9	2.9	2.6	€	1.6	0.6	2.0	-10.9								-43.5	-24	2.1	28.9		
48	New Zealand	1.3	1.4	2.2	2.7	2.5		1.4	9.6	13.6	3.1								4.8	4.6	2.2	1.6		
49	Egypt	1.3	1.1	1.3	1.6	1.8	\$	4.3	-4.8	29.6	9.5								-17.2	18.8	15.6	25.0		
50	Pakistan	0.4	0.3	1.3	1.3	1.5	\$	263	37.1	0.6	19.3								14.0	28.2	17.6	19.0		

Source: World Tourism Organization (UNWTO) ©

(Data as collected by UNWTO June 2007)

See box at page 2 for explanation of abbreviations and signs used

# Inbound Tourism: short-term data 2007

## World

(Continued from page 1)

With the exception of Africa, all regions have shown growth above that forecast for the full year. Europe, the Middle East and the Americas have far exceeded expectations. Asia and the Pacific (+9%) has achieved the strongest growth in the first months of 2007, followed by Africa (+8%), the Middle East (+8%) and Europe (+6%). The Americas (+4%), as anticipated, has recorded the weakest result, but its growth is still at virtually double the 2007 forecast.

Clearly, these results are only provisional and limited to the first months of the year and growth generally tends to be slower in the upcoming traditional Northern Hemisphere high season. Nevertheless, the better than expected global performance, which is also reflected in the evaluation given by UNWTO's Panel of Experts to the first four months of the year, also explains the sharp rise in confidence as to the industry's prospects for the coming months, and which is evident across all sectors of activity and most regions.

On a month-by-month basis, January and April were the weakest of the four months, up 5%, while February averaged 7% growth. Performance was strongest in the month of March, which recorded an increase of 9% as the month comprised, unlike the others, five weekends, which generally generate a larger volume of traffic.

There are a number of positive factors that contributed to the growth in the first four months of this year, and which look likely to help sustain growth through the coming months. Continuing world prosperity has clearly been a main driver of growth since the beginning of 2007. Emerging markets and developing economies in general, and especially those of Asia, maintained their extraordinary strength. Meanwhile, in continental Europe, and in Germany in particular, growth has picked up encouragingly. Exchange rate fluctuations – notably, the US dollar to euro rate – continue to be a significant factor in tourists' choice of destinations, but there are always two sides to this argument. Countries that see their currencies weaken become more attractive as destinations, while tourists from countries that see their currencies strengthen have an advantage when travelling abroad. On balance, it will redirect travel flows, but it does not necessarily reduce travel. The continued higher oil prices seem to have been absorbed by the market and have had only a marginal effect on travel demand. Companies have also worked intensively to offset higher costs by cost savings and increase competitiveness.

International Tourist Arrivals by (Sub)region

	Full year				Share Monthly or quarterly data series (% change over same period of the previous year)															
	2005	2006*	05/04	06*/05	2006*	2007*						2006*					2005*			
		(million)		(%)	(%)	YTD	Q1	Jan	Feb	Mar	Apr	YTD	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4
World	802	842	5.4	4.9	100	6.3	6.8	4.9	6.8	8.7	5.1	5.1	3.1	7.4	3.7	6.4	6.9	4.6	5.1	3.8
Europe	438.3	456.9	4.1	4.3	54.3	5.8	6.4	4.9	5.9	8.1	4.4	4.3	-0.3	8.1	3.6	4.8	4.8	1.8	4.3	3.4
Northern Europe	51.0	54.3	7.8	6.5	6.5	3.8	5.8	3.7	7.1	6.6	-0.7	6.5	3.0	8.8	6.4	7.0	8.7	8.5	6.6	7.9
Western Europe	142.6	149.8	2.6	5.0	17.8	3.8	3.5	0.4	2.2	7.2	4.4	5.1	-0.9	11.4	3.9	5.0	4.8	-1.3	4.4	2.3
Central/Eastern Europe	87.8	89.1	2.2	1.4	10.6	6.6	6.6	6.6	5.7	7.5	6.6	1.7	-1.8	3.2	1.1	3.6	3.0	1.4	-4.0	-0.1
Southern/Mediterr. Eu.	156.8	163.7	5.6	4.4	19.4	8.3	10.2	10.0	10.3	10.2	5.0	4.4	-0.1	7.7	3.7	4.5	4.6	3.0	7.9	5.4
Asia and the Pacific	155.4	167.4	7.8	7.8	19.9	8.6	9.2	6.9	9.5	11.1	7.1	7.8	8.5	7.7	6.2	8.9	10.3	8.5	7.2	5.4
North-East Asia	87.6	94.1	10.3	7.4	11.2	9.2	9.7	7.0	9.5	12.4	7.8	7.4	6.5	7.2	7.3	8.4	16.2	10.9	8.4	6.8
South-East Asia	49.3	53.9	4.9	9.3	6.4	8.6	9.1	7.2	10.1	10.0	7.1	9.3	12.8	8.6	5.1	10.8	3.6	5.8	6.0	4.3
Oceania	10.5	10.5	3.7	0.6	1.3	2.0	2.8	-2.2	4.3	6.3	-0.6	0.6	-1.6	1.2	-1.4	4.1	8.3	3.4	3.7	-0.2
South Asia	8.0	8.9	4.7	11.7	1.1	11.5	12.6	14.1	13.0	10.5	7.7	13.3	17.1	17.3	10.7	9.6	1.5	5.7	7.1	6.6
Americas	133.2	136.0	5.9	2.1	16.2	3.8	3.9	2.9	3.1	5.6	3.4	2.2	0.6	4.7	-0.2	4.2	10.5	3.8	6.1	4.2
North America	89.9	90.7	4.7	0.9	10.8	3.9	3.7	2.1	2.6	5.8	4.5	0.9	-3.0	2.9	-0.7	4.4	10.5	3.1	4.5	1.6
Caribbean	18.8	19.4	3.9	3.3	2.3	-2.2	-1.6	-1.9	-3.4	0.3	-4.0	3.3	4.4	9.3	0.2	-1.2	5.0	1.4	3.8	7.0
Central America	6.3	7.0	13.2	10.8	0.8	7.1	9.0	8.1	9.2	9.7	1.4	11.1	7.6	12.5	10.0	14.8	16.7	10.6	17.1	8.4
South America	18.2	18.9	11.8	4.0	2.2	8.5	8.4	7.4	8.7	9.4	8.8	4.6	7.4	6.8	-0.9	4.7	14.5	8.1	15.7	12.2
Africa	37.3	40.9	8.9	9.8	4.9	8.1	9.0	5.4	10.3	11.3	5.8	12.5	7.5	18.7	10.1	14.3	12.5	6.2	7.7	6.4
North Africa	13.9	14.9	8.9	7.4	1.8	3.7	6.6	-7.5	9.9	18.0	-2.2	7.2	4.0	12.0	3.3	12.6	8.4	13.1	5.3	5.3
Subsaharan Africa	23.4	26.0	8.9	11.2	3.1	10.0	9.9	10.8	10.4	8.6	10.1	15.6	8.9	23.0	16.5	14.9	14.2	2.3	10.1	6.9
Middle East	38.3	40.7	5.9	6.0	4.8	8.1	7.9	3.0	12	11.5	8.8	6.0	15.9	-1.7	2.7	8.6	-5.3	29.3	4.3	-3.9

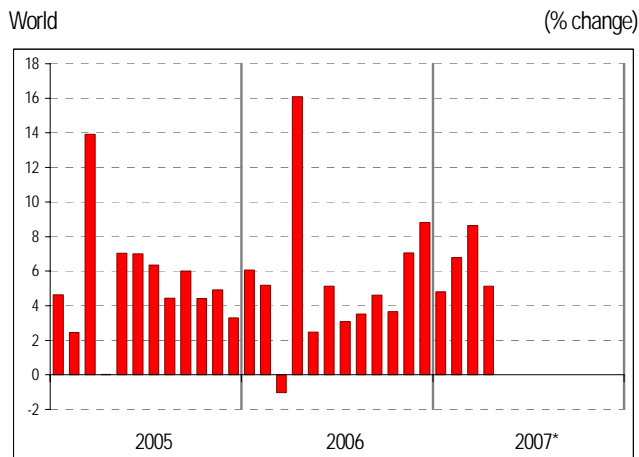
Source: World Tourism Organization (UNWTO) ©

(Data as collected by UNWTO June 2007)



As always, care must be taken in interpreting the data available so far for 2007, since data is subject to revision and there are significant gaps in coverage for some regions. Preliminary trends are also measured in a number of different ways, which do not necessarily correlate with trends in tourist arrivals at frontiers – the measure used to determine regional and world trends and comparisons. These differences are highlighted in the notes to the tables and charts. Overall, coverage in Europe, Asia and the Pacific and the Americas is fairly comprehensive, while it is more limited in Africa and the Middle East.

International Tourist Arrivals, monthly evolution



Source: World Tourism Organization (UNWTO) ©

One of the main consequences of 2007's healthy tourism start has been the underlying strength of the air transport market, due in turn to the economic and political stability in most of the world's leading source markets. Demand for air transport increased by 7% from January through April 2007, much in line with the growth of international tourist arrivals. The expansion of low-cost airline services around the world, including the emergence of long-haul low-cost airlines, has been a major factor in stimulating air transport, making it increasingly accessible to a constantly rising share of the world's population.

At the same time, as reflected in the comments from UNWTO's Panel of Experts, growing recognition of tourism's potential contribution to economic growth and employment creation means that it is being given more and more attention by national governments, especially those in developing regions. Increased investment in infrastructure, marketing and promotion, the development of domestic markets, the liberalization of air transport, growing intraregional cooperation, and increased public-private partnerships are key factors that have helped the tourism industry to expand and successfully overcome the obstacles that it has had to face in recent times.

## Prospects

Confidence in tourism's prospects over the next few months is higher than it has been since September 2004 – a peak year in terms of growth. Both Europe and North America are approaching their high season, which goes some way to explaining this optimism. In some European countries, the months of July and August alone generate more than 50% of total annual tourist arrivals from abroad. Admittedly, there are some concerns over the possible impact of the strong euro and pound sterling, but the main tourism flows from leading source markets should not be affected, except perhaps to the UK.

One sector that is expected to do particularly well in 2007 is the cruise business, despite the continuing high cost of fuel. And different regions of the world stand to benefit, including Asia and the Pacific. But the growth in Europe's cruise business is likely to be the most impressive. Members of the USA-based Cruise Lines International Association (CLIA) – the marketing organization for 19 leading cruise lines and nearly 17,000 North American travel agencies – have significantly expanded their cruise programmes in Europe and the Mediterranean and now offer a very wide and exciting range of options for passengers. Leading European cruise markets, notably the UK and Germany, are growing strongly, but non-Europeans cruising in European/Mediterranean waters are expected to grow at an even faster rate.

The Caribbean and parts of North America are, not surprisingly, anxious about the 2007 hurricane season which, according to meteorological experts, could be a difficult one. But another cause of uncertainty as to prospects for the region's tourism is the Western Hemisphere Travel Initiative (WHTI), the first phase of which – covering travellers to/from the USA and Canada, Mexico, Bermuda and the Caribbean by air – was implemented in January. US travellers who have applied for a passport, but not yet received it, have been given a reprieve until 30 September this year, meaning that the respective destinations should not suffer any negative impact from the WHTI over the summer period.

The other world region in which prospects are uncertain is the Middle East, and more specifically Lebanon and neighbouring countries. Yet, while UNWTO's Panel of Experts in the region is much less confident than it was four months ago (their average score for 'prospects' dropped from 155 to 138), confidence is still relatively high as a result of the boom in tourism demand for other destinations in the region, notably Egypt and the Arabian Gulf.

As already indicated, continuing strong demand for air transport has been a main driver of tourism growth, but this is one sector starting to cause concern. After a year of restraint in 2006, there are signs of 'excessive' capacity coming on line. Controlled capacity growth worldwide over the last couple of years reflected a response to high fuel costs, and was partially the result of aircraft shortages

– in particular, delays in delivery of the Airbus A380, which is now only a few months away from entering service.

If capacity is allowed to grow unchecked, just as airlines are starting to make reasonable profits again, this could herald the industry's downfall. Some airlines – mainly low-cost carriers – have started issuing profit warnings. Nevertheless, with oil and fuel prices still high, and with the prospect of new environmental taxes on the horizon, common sense will surely prevail.

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## Evaluation by UNWTO's Panel of Tourism Experts

### Strong optimism for the coming months

(Continued from page 1)

**On a scale of 0 to 200, on which 100 implies “equal” or “no change”, tourism experts from around the world gave an average score of 128 to their evaluation of tourism performance in the first four months of 2007, with representatives of the public sector and the private sector (128) in complete agreement in their positive analysis. In the context of the UNWTO Panel of Tourism Experts' Confidence Index, this means that the number of experts evaluating this period as “better than what would reasonably be expected” outnumbered that of experts rating it as “the same as”, or “worse than”, the preceding period.**

But, if the first four months of 2007 were perceived as positive for global tourism – and the Panel's score accurately reflects tourism performance over the period – the short-term prospects for tourism growth (May-August 2007) are even more bullish. With an average score of 136, as against 128 for the period January-April, confidence is clearly rising sharply, both within the public (134) and the private sectors (138). And it is worth noting that this is only the second time that the private sector has been more bullish than the public sector (which is generally more optimistic) since UNWTO set its Confidence Index in May 2003.

As might be expected, the averages nevertheless mask some fairly significant variations from one region and one sector to another, as highlighted by the following analysis.

#### *Evaluation: January-April 2007*

Tourism experts in Africa (142) and the Middle East (142) were the most positive in terms of the different regions' evaluation of tourism performance in the first four months of this year, followed by experts in Asia and the Pacific (135) and Europe (131). Global Operators gave a rating of 121, below the 128 world average, and experts from the Americas were the most negative, reflected in their score of 108. It is interesting to note that, with the exception of the Americas – whose experts were clearly influenced by the poor performance of the Caribbean – the respective Panels from the different regions all rated the first four months of 2007 as better than the last four months of 2006.

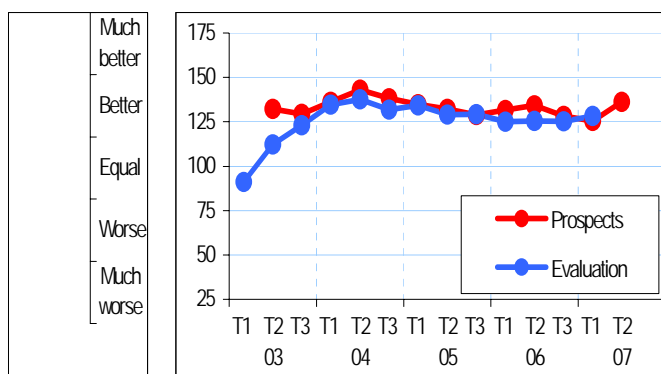
In terms of the evaluation by activity, the score was the highest by a wide margin among representatives of Consultancy, Research & Media (136). In fact, all other sectors gave scores that were below the overall average: Destinations (126), Transportation and Accommodation & Catering (both at 125), General Industry Bodies & Other (122) and Tour Operators & Travel Agencies (123).

## Prospects: May-August 2007

For the current four-month period, May-August 2007 – the peak tourism period for the world's leading regions in the northern hemisphere, such as Europe and North America – prospects are seen as extremely positive by experts from Asia and the Pacific and Africa (147), while the Middle East's prospects are rated at 138, Europe's at 136, and the Americas' at 129, up from 108 for the first months of the year. Of the five regions, excluding Global Operators (at 117, down from 121), only the Middle East expects to turn in a worse performance than in the first four months.

By activity, all categories show higher scores for the forthcoming period compared with their respective evaluations of the previous period. The most optimistic prospects have come from the following sectors of activity: Accommodation & Catering (148), Transport (144), Tour Operators & Travel Agencies (143) and General Industry Bodies & Other (142). Destinations (135) and Consultancy, Research & Media (131) are the only two categories that scored the prospects of the May-August period lower than the 136 average.

UNWTO Panel of Tourism Experts  
World



Source: World Tourism Organization (UNWTO) ©

## 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 the 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 above listing, are kindly invited to send an email to <barom@unwto.org>.*

### How to read this data

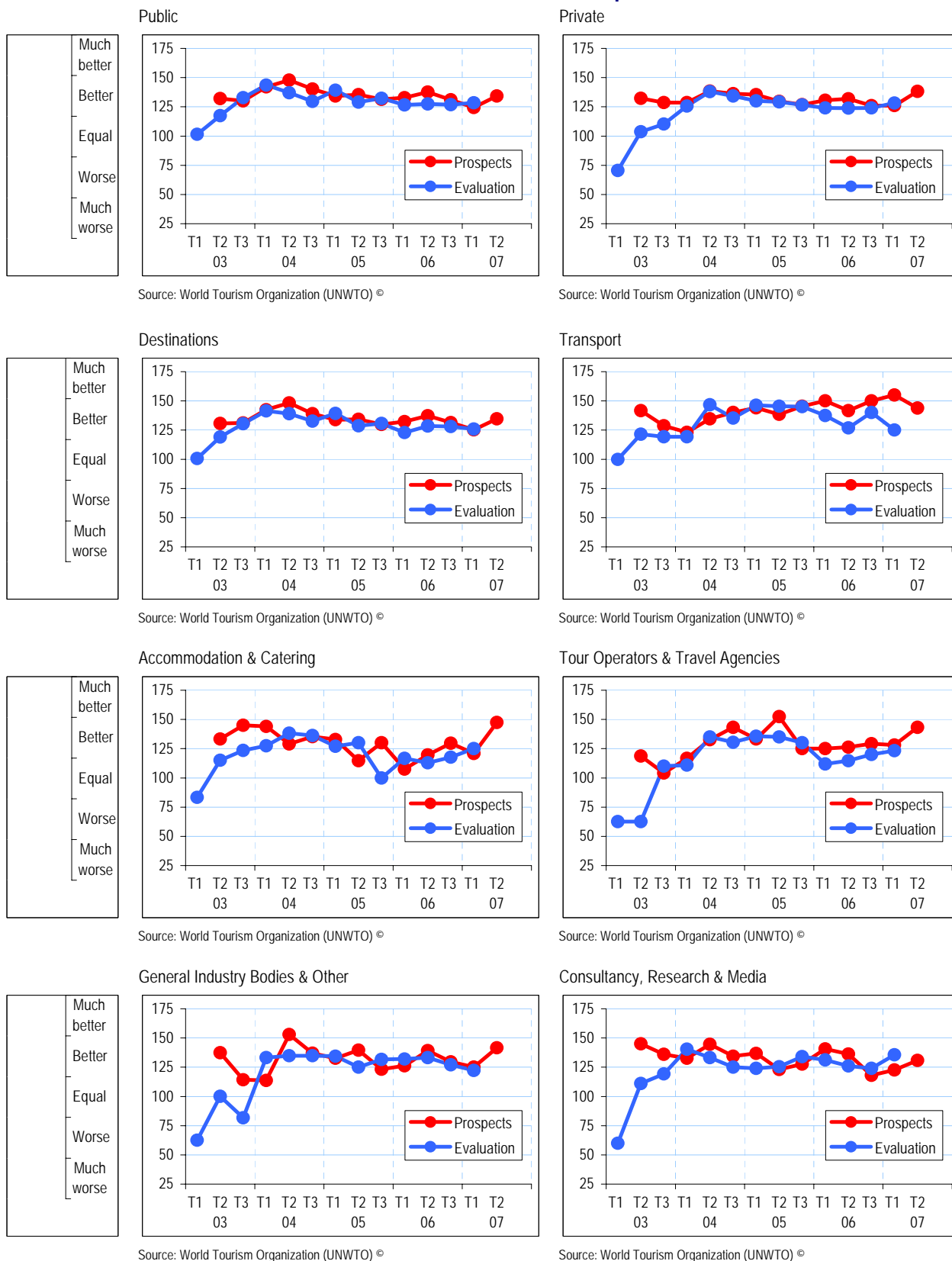
For the UNWTO *Tourism Confidence Index* members of the UNWTO Panel of Tourism Experts are asked once every four months by email to answer the following two simple questions:

- *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.

## UNWTO Panel of Tourism Experts



For this edition responses have been received from experts based in Albania, Algeria, Argentina, Australia, Austria, Bahamas, Belgium, Bermuda, Bhutan, Brazil, Cambodia, Cameroon, Canada, Chile, China, Colombia, Cook Islands, Costa Rica, Côte d'Ivoire, Croatia, Cuba, Cyprus, Czech Republic, Denmark, Dominica, Dominican Republic, Ecuador, Egypt, El Salvador, Estonia, Finland, France, Germany, Greece, Guatemala, Hong Kong (China), Hungary, Iceland, India, Iran, Ireland, Israel, Italy, Jamaica, Japan, Jordan, Kenya, Lebanon, Liechtenstein, Lithuania, Macao (China), Malaysia, Maldives, Malta, Marshall Islands, Mauritius, Mexico, Monaco, Morocco, Netherlands, New Zealand, Niue, Norway, Poland, Portugal, Qatar, Reunion, Romania, Russian Federation, Rwanda, Saint Lucia, Sao Tome and Principe, Serbia and Montenegro, Singapore, Slovakia, Slovenia, South Africa, Spain, Sweden, Switzerland, Taiwan (Province of China), Tanzania, Thailand, Togo, Trinidad and Tobago, Turkey, United Arab Emirates, United Kingdom, United States, Vietnam and Zambia.



# World Tourism Organization (UNWTO) Publications



## UNWTO World Tourism Barometer

The *UNWTO World Tourism Barometer* offers a unique overview of short-term international tourism trends, updated three times a year. 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 published in January, June and October.

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



Price: € 60 3 issues  
(PDF version)  
€ 90 (PDF  
and print version)

## Structures and Budgets of National Tourism Organizations, 2004-2005

*Structures and Budgets of National Tourism Organizations (NTOs)* is a benchmarking reference tool on inbound tourism promotion. The report compiles and analyses updated and comparable information on the budgets that NTOs allocate for the promotion of inbound tourism as well as their structure, functions and forms of operation in order to illustrate different forms of NTO organization and possible action in the area of inbound tourism promotion. The first part of the report is focused on the NTOs structure and functioning, including a benchmarking analysis. The second part presents an overall view of NTO budgets for around 50 countries, including data on overall and promotional budgets, funding sources, budget allocation by source markets, products and promotional instruments, among other areas. The report is complemented with case studies from twelve countries covering a series of important aspects of their NTOs structure and organization.

Available in English



Published: 2006  
Price: € 75 each

## Tourism Market Trends, 2005 Edition

*Tourism Market Trends* is UNWTO's regular series of reports with a comprehensive and timely analysis of international tourism trends in the world and the various regions, subregions and countries. The series examines short- and medium-term tourism development and analyzes statistical information on a set of indicators including international tourist arrivals, international tourism receipts, arrivals by region of origin, purpose of visit and means of transport, volume of trips abroad, international tourism expenditure, etc. The full series consists of one volume providing an overview of the tourism trends in the world, *World Overview & Tourism Topics*, and five regional volumes highlighting the regional and subregional trends in each UNWTO region and presenting for each country a digest of statistical data as well as a qualitative evaluation of the past year with respect to tourism products, access, markets, marketing and promotion, tourism policy, etc.

Available in:

World Overview & Tourism Topics: English, French and Spanish  
Africa: English and French Americas: English and Spanish  
Asia: English Europe: English and French  
Middle East: English



Published: 2006  
Price: € 75 each

Set of five regional report  
+ World Overview € 290

## The Impact of Rising Oil Prices on International Tourism

Oil prices reached historic levels in 2005 and forecasts underline this upward trend. In view of this, questions have been raised about the current and future effects of very high oil prices on international tourism and on one of its major components, air transport. The purpose of this study is to analyze the observed or possible impact of the recent rise in oil prices on international tourism. Therefore, the study focuses in particular on: Statistical analysis of oil price increases in nominal and real terms; Comparisons with earlier oil shocks in 1974, 1979 and 1990; Analysis of the short-term effect of rising oil prices since 2002; Evaluation of the impact on air transport; Analysis of medium-term scenarios, by region, in terms of positive, negative, or neutral impact and The development of proposals and recommendations.

Available in English, French and Spanish



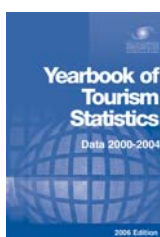
Published: 2006  
Price: € 30

## Yearbook of Tourism Statistics

The 2006 edition of the Yearbook of Tourism Statistics provides for 206 countries and territories data on total arrivals and overnight stays associated to inbound tourism with breakdown by country of origin for the period 2000-2004.

The titles of the tables are in English only. Notes are given in English, French and Spanish. Names of countries, regions and sub-regions as well as the classification included on the tables are in English only. Countries are classified in accordance with English alphabetical order.

Trilingual (English, French and Spanish)



Published: 2006  
Price: € 175

## City Tourism & Culture - The European Experience

'City Tourism & Culture: The European Experience', is a new report commissioned jointly by the World Tourism Organization (UNWTO) and European Travel Commission (ETC), which presents a new insight into the expansion of European cities as cultural tourism destinations. Besides, defining a conceptual framework for the analysis of city tourism with a cultural motivation, the study aims to contribute to the marketing and product development of city tourism by throwing more light on the evolution of cultural tourism in Europe from 'traditional' to 'innovative'.

Available in English, French, Spanish and Russian

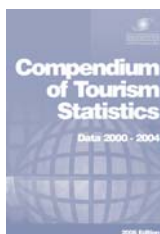


Published: 2005  
Price: € 30

## Compendium of Tourism Statistics

The Compendium is designed to provide a condensed and quick-reference guide on the major tourism statistical indicators in each country. The 2006 edition provides statistical information on tourism in 209 countries and territories around the world for the period 2000-2004. It is edited in English only, with countries classified according to English alphabetical order. For easy reference in Arabic, French, German, Russian and Spanish, the text of the basic indicators and the basic references has been printed in a separate pasteboard.

Multilingual (English, French, Russian, Spanish, Arabic, German)



Published: 2006  
Price: € 60

## Evaluating NTO Marketing Activities

"Evaluating NTO Marketing Activities" is the first comprehensive guide for National Tourism Organizations (NTOs) on how to evaluate the effectiveness of their marketing activities. Based on the results of a survey on current evaluation practices among NTOs, the study compares different evaluation methodologies in terms of best practices and presents an extensive analysis of the research carried out on the subject. It provides a guide for the evaluation of the marketing activities of NTOs, setting out a number of practical steps.

Available in English, French and Spanish



Published: 2003  
Price: € 45

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 157 countries and territories and more than 300 Affiliate Members representing local governments, tourism associations and private sector companies including airlines, hotel groups and tour operators.

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