



2012 International Tourism Results and Prospects for 2013

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Advance Release, January 2013

This *Advance Release* and the accompanying *Statistical Annex* of the *UNWTO World Tourism Barometer* present preliminary results for international tourism in 2012 and the outlook for 2013 based on preliminary data for international overnight visitors reported by destinations around the world. This analysis is complemented by data on receipts from and expenditure on international tourism for the first part of 2012. Furthermore, it includes an evaluation by the UNWTO Panel of Experts of the full year as well as the last four months of 2012, and an outlook for the full year and the first four months of 2013. Finally, it presents an overview of air transport trends in 2012 and booking trends for the first four months of 2013 based on business intelligence tool Forwardkeys.

This release is available only in electronic format, through the UNWTO eLibrary, and is free of charge for members. The release is provided in English only, while the *Statistical Annex* is available in English, French, Spanish and Russian.

International tourism expected to see robust growth in 2013

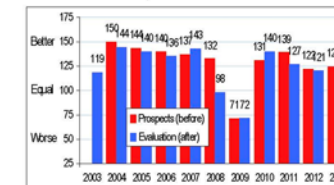
International tourist arrivals (overnight visitors) grew by 4% in 2012 surpassing a record 1 billion tourists globally for the first time in history. Asia and the Pacific saw the highest growth across regions, with 7% more international tourists. With an additional 39 million tourists, international arrivals reached 1,035 million, up from 996 million in 2011. Demand held well throughout the year, with a stronger than expected fourth quarter.

Despite ongoing economic challenges, growth of international arrivals worldwide is expected to continue in 2013 at a similar to slightly slower pace (+3% to +4%) and in line with UNWTO's long-term forecast *Tourism Towards 2030* which projects an average growth of 3.8% per year between 2010 and 2020.

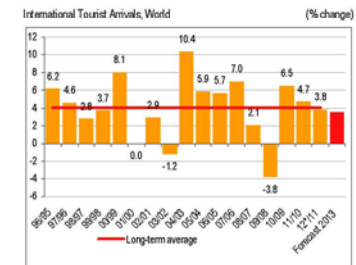


Source: World Tourism Organization (UNWTO) ©

UNWTO Panel of Tourism Experts: World



Source: World Tourism Organization (UNWTO) ©



Source: World Tourism Organization (UNWTO) ©

2012: one billion international arrivals in one year for the first time

**1 BILLION
TOURISTS
BILLION
OPPORTUNITIES**



**尊敬 RESPECT
LOCAL
CULTURE**

**PROTECT
HERITAGE**



**SAVE
ENERGY**



**USE
PUBLIC
TRANSPORT**



**BUY
LOCAL**



**2012: one billion international arrivals
in one year for the first time**

**1,035,000,000
international tourists
(overnight visitors)**

Inbound tourism: World



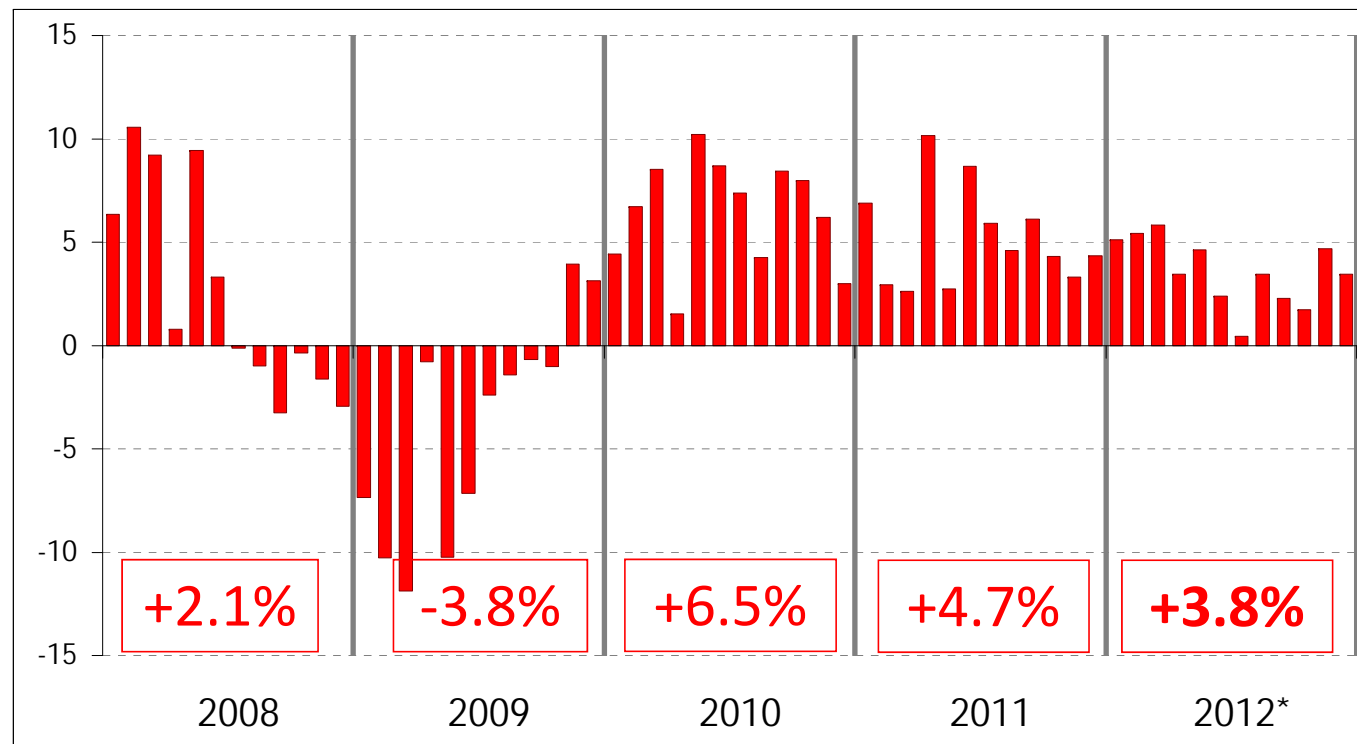
Source: World Tourism Organization (UNWTO)

International tourism maintains strength

International Tourist Arrivals, monthly evolution

World

(% change)



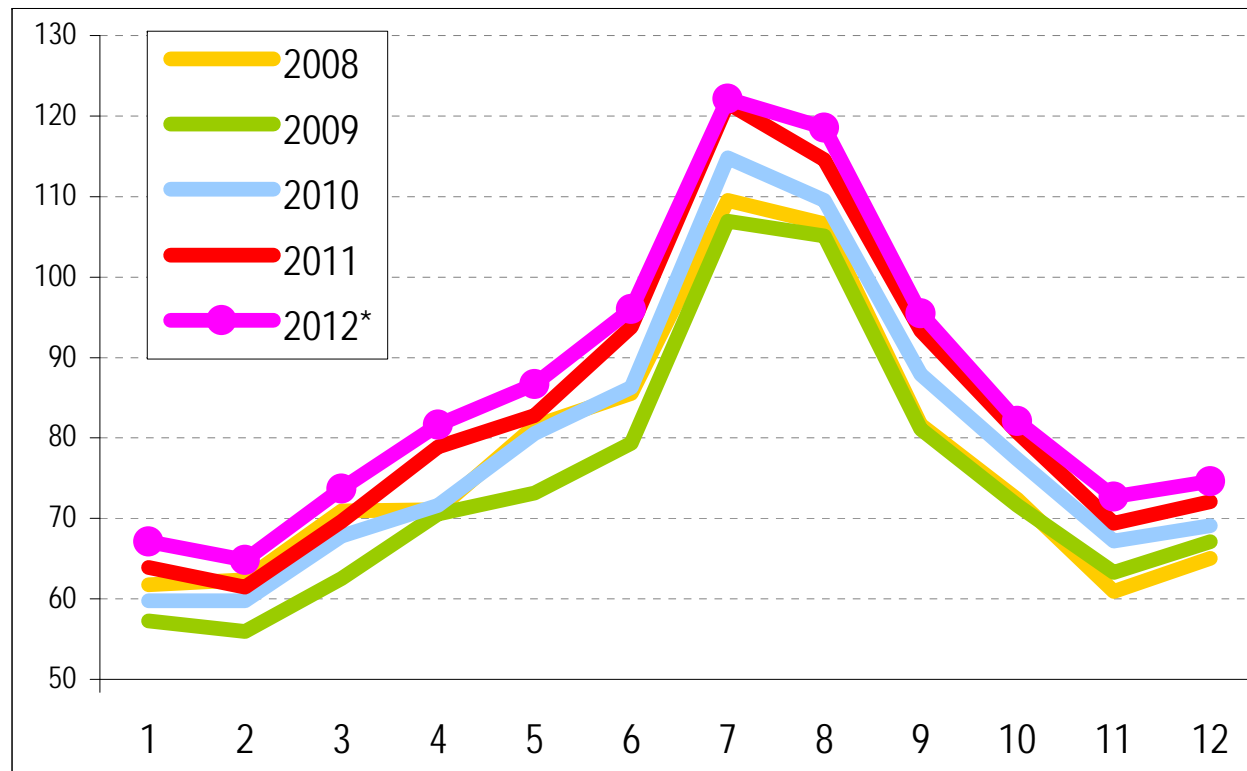
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International tourism maintains strength

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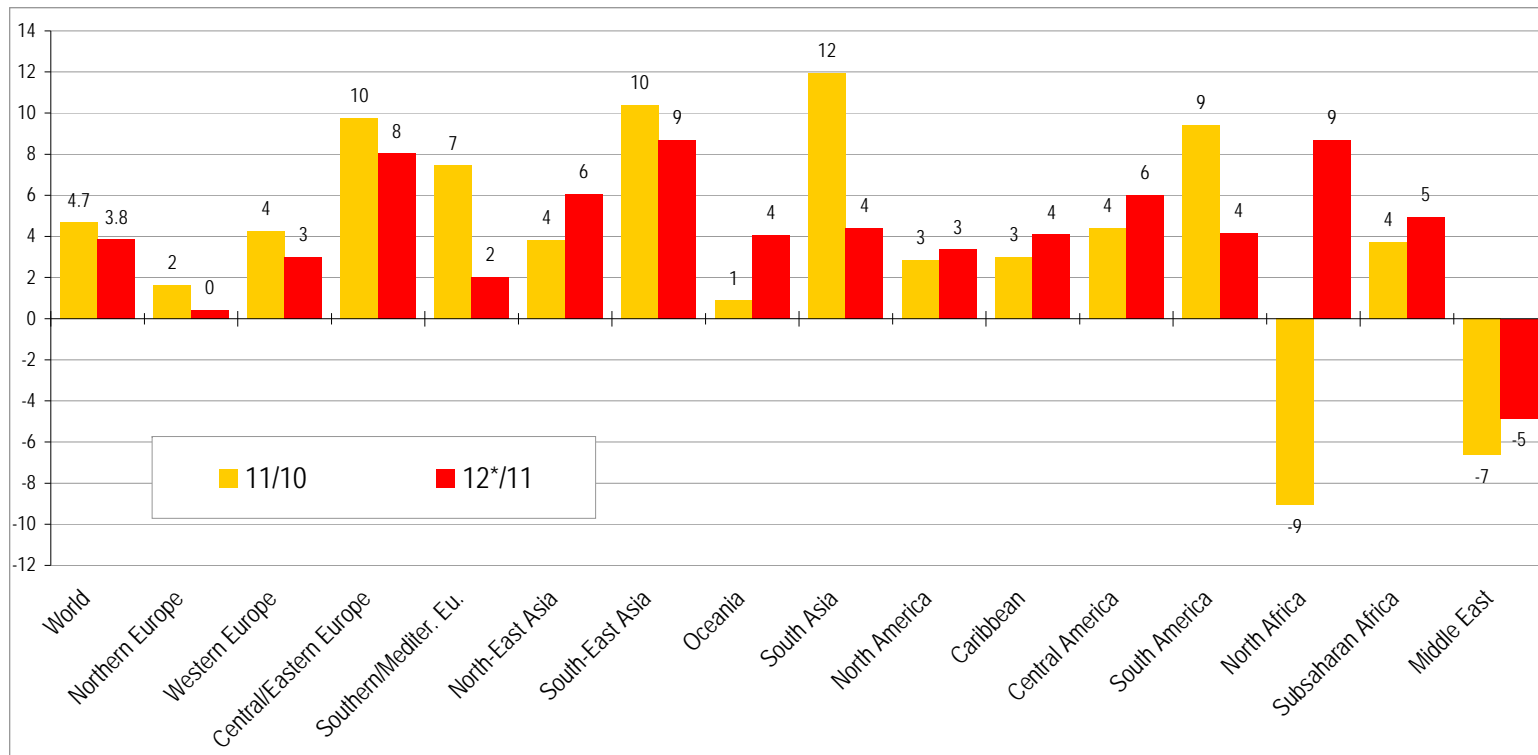
(million)



Source: World Tourism Organization (UNWTO) ©

2012: positive growth in all regions except ME

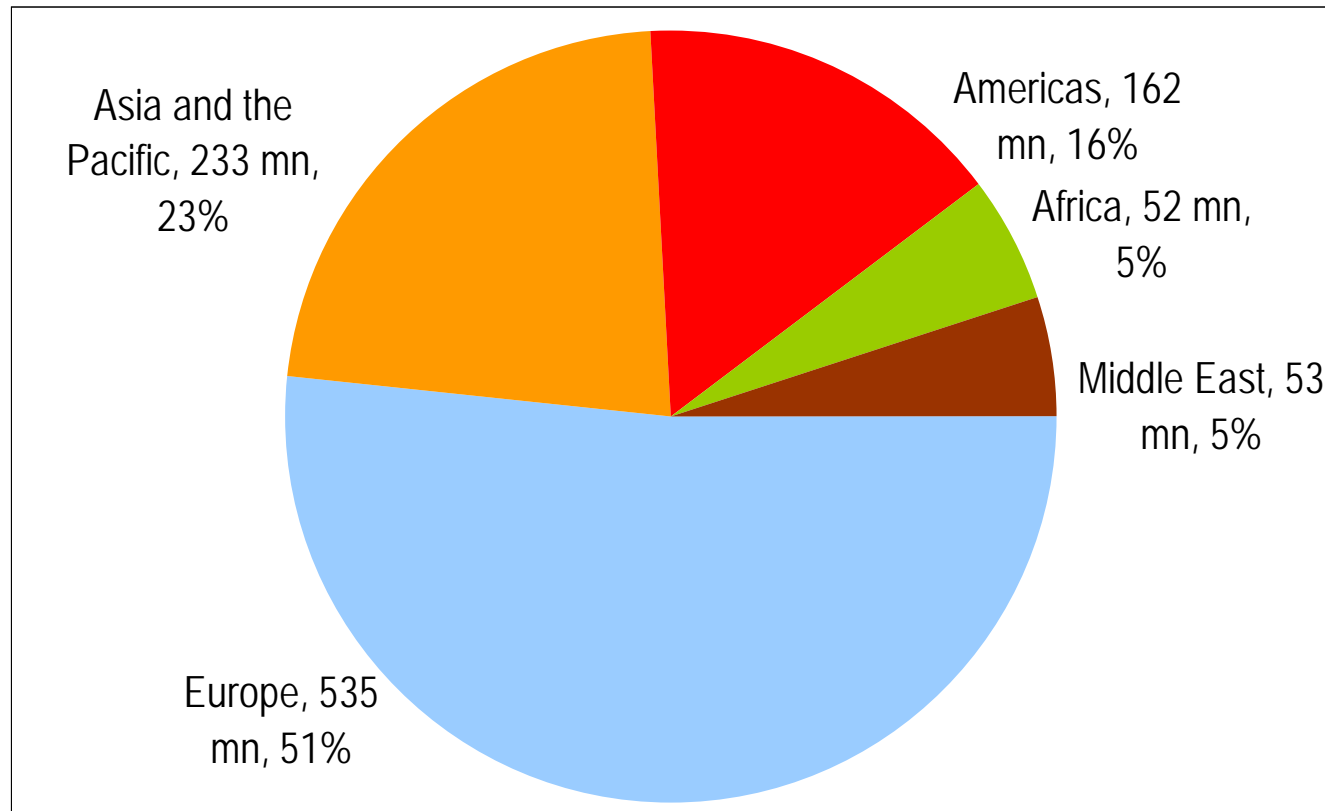
International Tourist Arrivals (% change over same period of the previous year)



Source: World Tourism Organization (UNWTO) ©

Absolute numbers 2012 by region

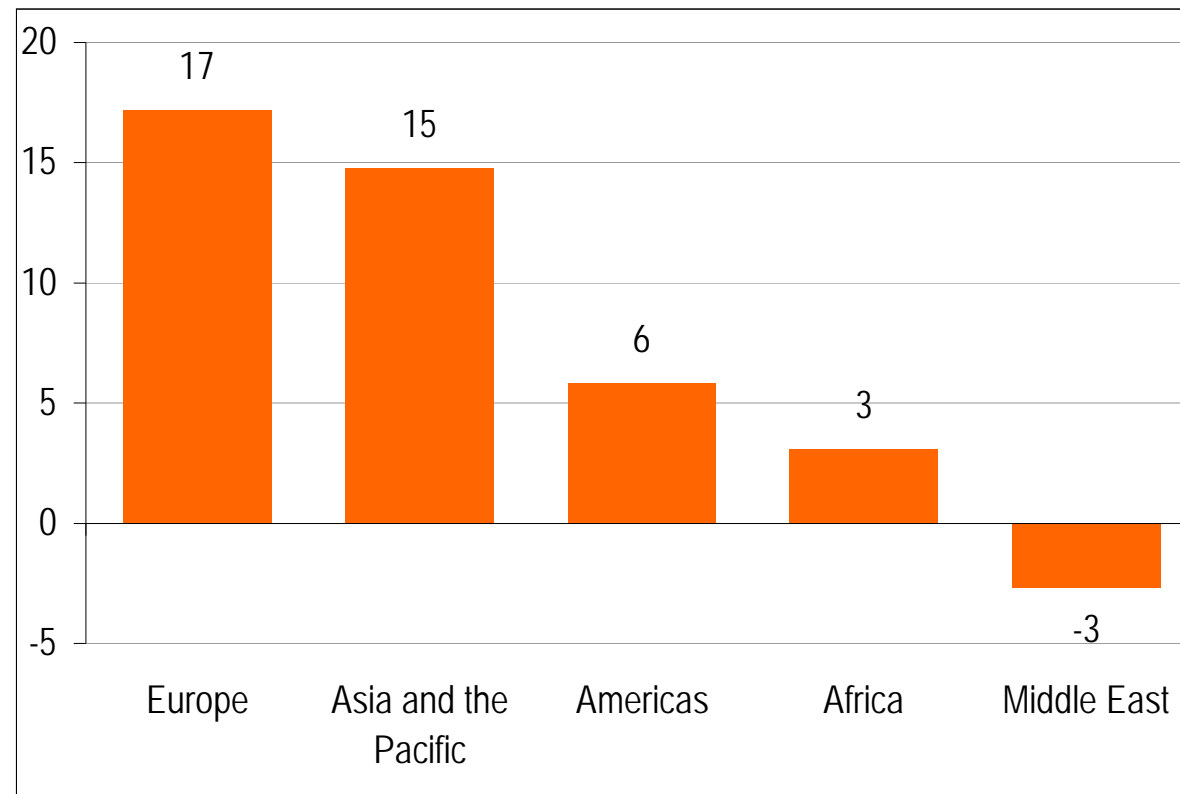
World Inbound Tourism: International Tourist Arrivals, 2012 (million)



Source: World Tourism Organization (UNWTO) ©

Increase 2012 by region

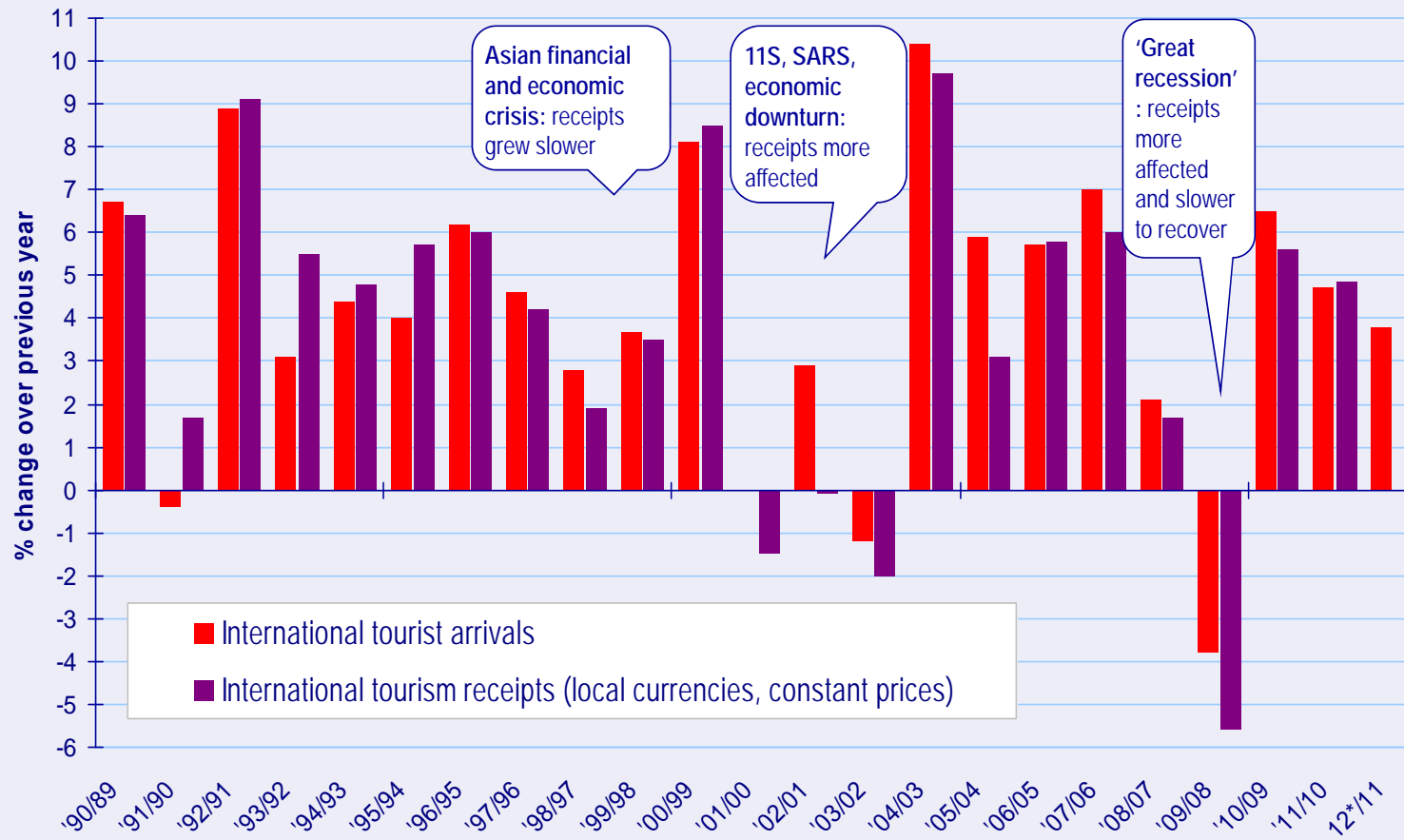
International Tourist Arrivals (absolute change 2012, million)



Source: World Tourism Organization (UNWTO) ©

International Tourism Arrivals and Receipts, World

growth in receipts follows growth in arrivals closely

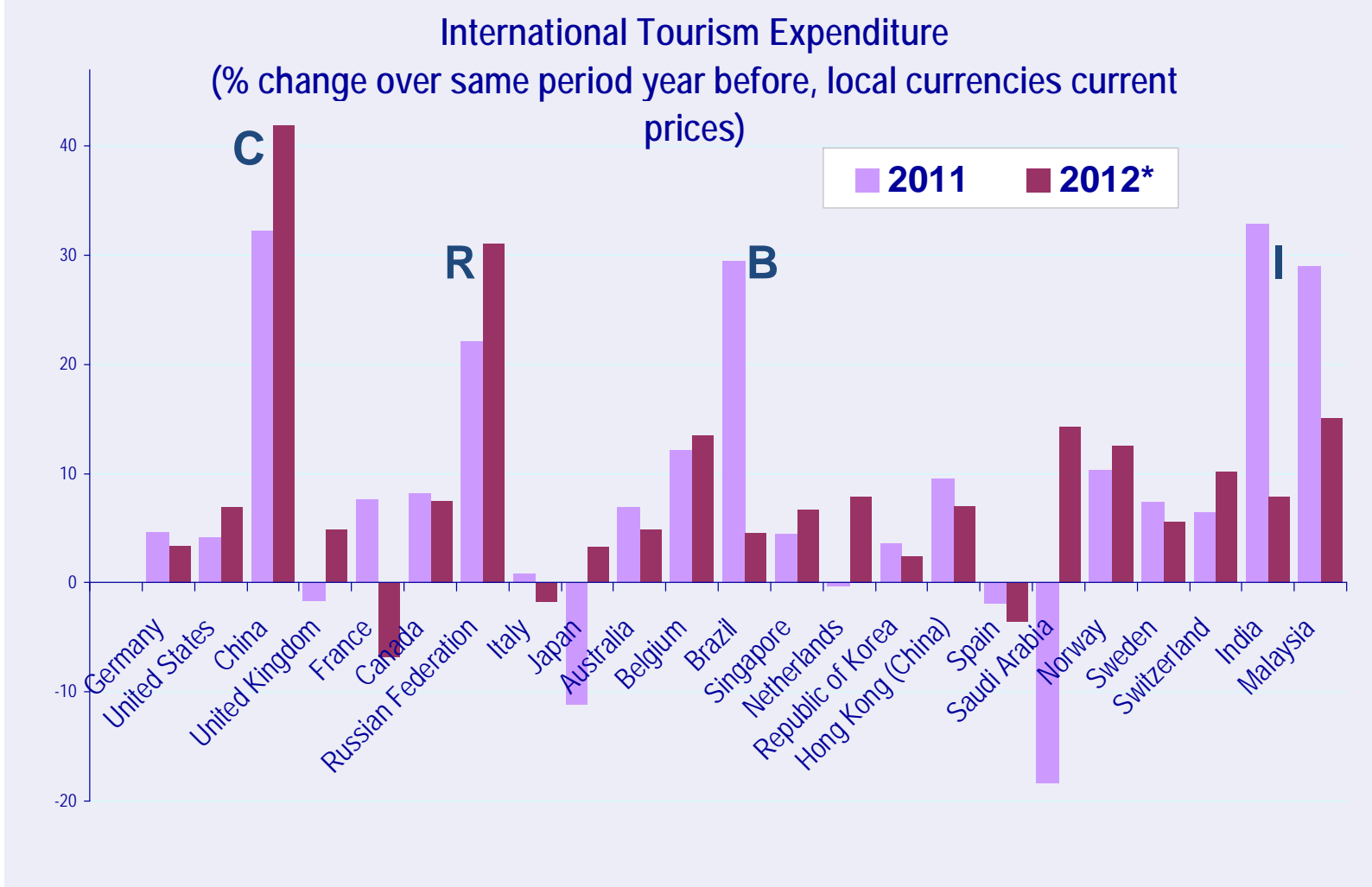


Source: World Tourism Organization (UNWTO)

International tourism receipts in major destinations confirm trend in volume



International tourism expenditure in major outbound markets



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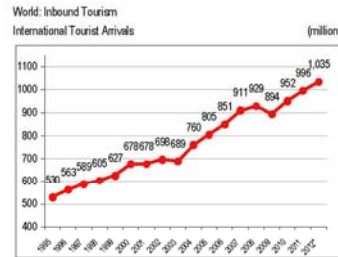
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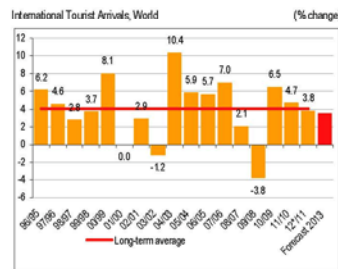
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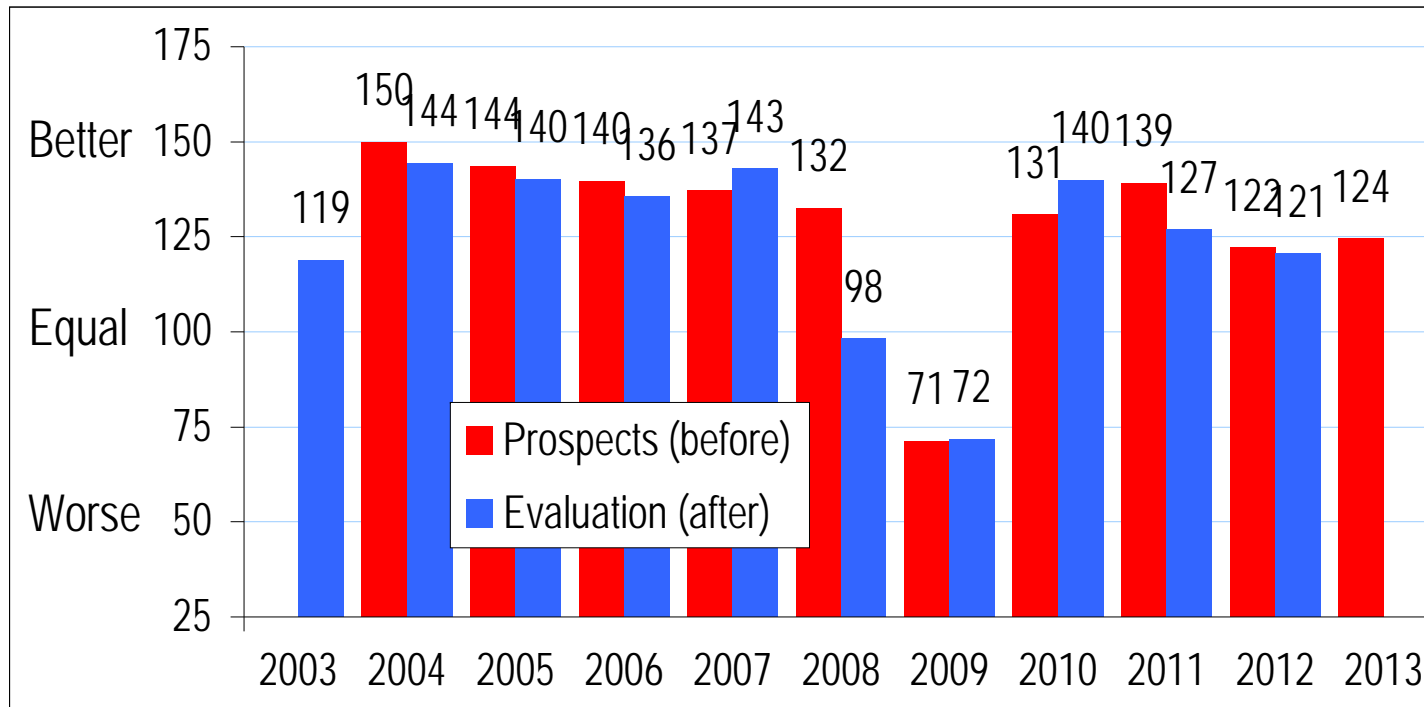


Outlook

www.unwto.org/facts

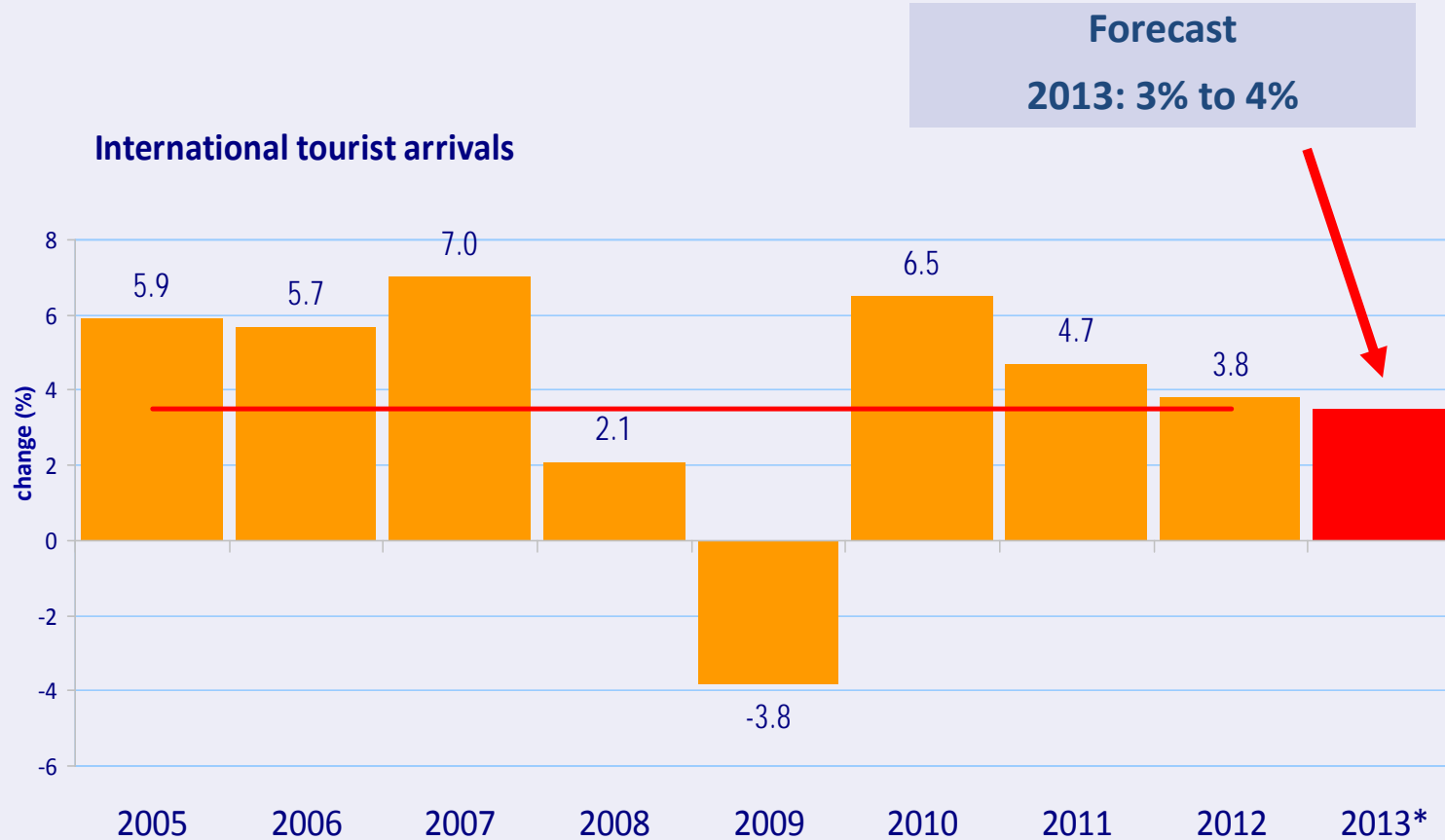
Confidence weakening but still positive

UNWTO Panel of Tourism Experts: World



Source: World Tourism Organization (UNWTO) ©

Outlook: World



Source: World Tourism Organization (UNWTO)

International tourism: projection full year 2013

	2012	Projection 2013
World	+3.8%	+3% to +4%
Europe	+3.4%	+2% to +3%
Asia and the Pacific	+6.8%	+5% to +6%
Americas	+3.7%	+3% to +4%
Africa	+6.0%	+4% to +6%
Middle East	-4.9%	+0% to +5%

Source: World Tourism Organization (UNWTO)



**Thank you very much
for your attention!**

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Tourism Trends and Marketing Strategies

**World Tourism Organization
(UNWTO)**

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