2012 International Tourism Results and Prospects for 2013

UNWTO News Conference
HQ, Madrid, Spain
29 January 2013

John G.C. Kester
Programme Manager, Tourism Trends and Marketing Strategies
2012: one billion international arrivals in one year for the first time
2012: one billion international arrivals in one year for the first time

1,035,000,000 international tourists (overnight visitors)
Inbound tourism: World

International tourist arrivals, 1995-2012* (million)

Source: World Tourism Organization (UNWTO)
International tourism maintains strength

International Tourist Arrivals, monthly evolution

World (% change)

Source: World Tourism Organization (UNWTO) ©
International tourism maintains strength

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)

- **Europe, 535 mn, 51%**
- **Americas, 162 mn, 16%**
- **Africa, 52 mn, 5%**
- **Middle East, 53 mn, 5%**
- **Asia and the Pacific, 233 mn, 23%**

Source: World Tourism Organization (UNWTO) ©
Increase 2012 by region

International Tourist Arrivals (absolute change 2012, million)

Europe: +17
Asia and the Pacific: +15
Americas: +6
Africa: +3
Middle East: -3

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 Receipts
(% change of same period year before, local currencies current prices)

2011 2012*

United States Spain France China Italy Germany Austria Hong Kong (China) Thailand Turkey Australia Malaysia Singapore Switzerland India Canada Greece Netherlands Sweden Mexico Belgium Russian Federation
International tourism expenditure in major outbound markets

International Tourism Expenditure
(% change over same period year before, local currencies current prices)

2011
2012*

Germany
United States
China
United Kingdom
France
Canada
Russian Federation
Italy
Japan
Australia
Belgium
Brazil
Singapore
Netherlands
Republic of Korea
Hong Kong (China)
Spain
Saudi Arabia
Norway
Sweden
Switzerland
India
Malaysia
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 boosting trends for the first four months of 2013 based on business intelligence tool ForecastX.

The release is available only in electronic format, through the UNWTO website, 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 38 million tourists, international arrivals reached 1.06 million, up from 986 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 (7% to 8%) and in line with UNWTO’s long-term forecast. Tourism Towards 2030 which projects an average growth of 4.9% per year between 2010 and 2030.
Confidence weakening but still positive

UNWTO Panel of Tourism Experts: World

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

Forecast
2013: 3% to 4%

International tourist arrivals

Source: World Tourism Organization (UNWTO)
<table>
<thead>
<tr>
<th>Region</th>
<th>2012</th>
<th>Projection 2013</th>
</tr>
</thead>
<tbody>
<tr>
<td>World</td>
<td>+3.8%</td>
<td>+3% to +4%</td>
</tr>
<tr>
<td>Europe</td>
<td>+3.4%</td>
<td>+2% to +3%</td>
</tr>
<tr>
<td>Asia and the Pacific</td>
<td>+6.8%</td>
<td>+5% to +6%</td>
</tr>
<tr>
<td>Americas</td>
<td>+3.7%</td>
<td>+3% to +4%</td>
</tr>
<tr>
<td>Africa</td>
<td>+6.0%</td>
<td>+4% to +6%</td>
</tr>
<tr>
<td>Middle East</td>
<td>-4.9%</td>
<td>+0% to +5%</td>
</tr>
</tbody>
</table>

Source: World Tourism Organization (UNWTO)
Thank you very much for your attention!

John G.C. Kester
Programme Manager,
Tourism Trends and Marketing Strategies

World Tourism Organization (UNWTO)

www.unwto.org