

UNWTO World Tourism Barometer

Committed to Tourism, Travel and the Millennium Development Goals

Volume 8 • No. 1 • January 2010

On track for recovery after an exceptionally challenging 2009

International tourist arrivals are estimated to have declined worldwide by 4% in 2009 to 880 million. Growth returned in the last quarter of 2009, after 14 months of negative results, contributing to a better than expected full-year. The 2% upswing registered in the last quarter of 2009 contrasts with the declines of 10%, 7% and 2% felt in the first three quarters of the year respectively. Asia and the Pacific and the Middle East led the recovery with growth already turning positive in both regions in the second half of 2009.



Source: World Tourism Organization (UNWTO) ©

Based on the trends through the first three quarters, receipts for 2009 are estimated to have decreased by around 6%. While this is unquestionably a disappointing result for an industry accustomed to continuous growth, it can also be interpreted as a sign of comparative resilience given the extremely difficult economic environment. This becomes even more evident when compared with the estimated 12% slump in overall exports as a consequence of the global crisis.

Against the backdrop of both the upturn in international tourism figures and overall economic indicators in recent months, UNWTO forecasts a growth in international tourist arrivals of between 2% and 4% in 2010. (Continued on page 5)

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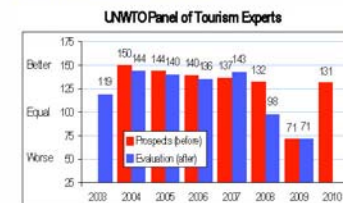
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UNWTO Panel of Tourism Experts

Panel looks forward to 2010 with expectations

The improved prospects for 2010 are confirmed by the encouraging steep rise in the UNWTO Panel of Experts' Confidence Index for 2010. As expected, given the turbulence experienced over the past 12 months, the over 330 members of the UNWTO Panel of Tourism Experts from around the world who contributed to this issue of the *UNWTO World Tourism Barometer* have evaluated 2009 with a pretty poor score of just 71.

However, the average score given by these same experts for 2010's prospects is 131, well above the neutral 100 and close to the level of the boom years 2004-2007. (Continued on page 15)



Source: World Tourism Organization (UNWTO) ©

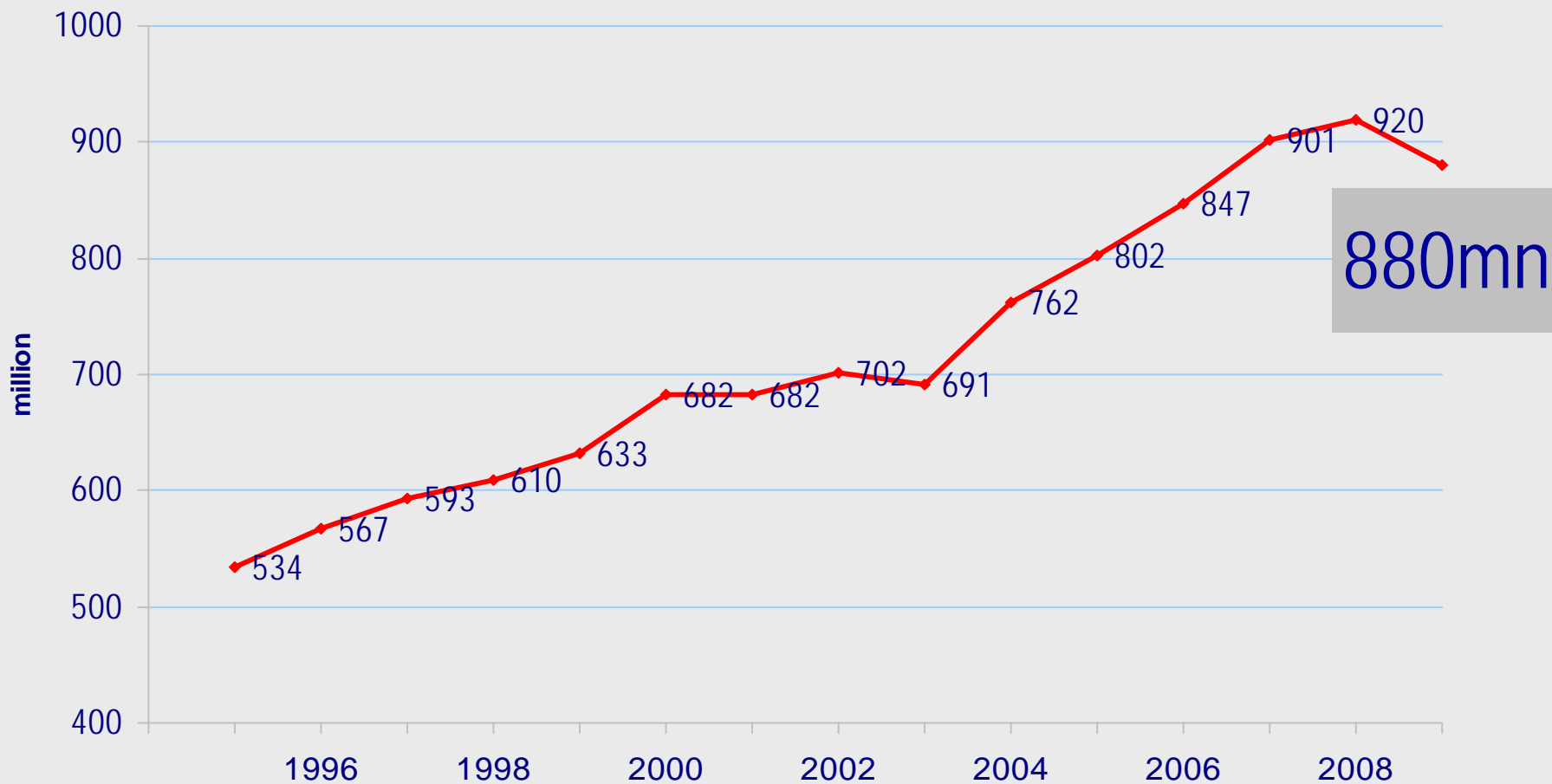
2009 International Tourism Results and Prospects for 2010

UNWTO News Conference
HQ, Madrid, Spain
18 January 2010

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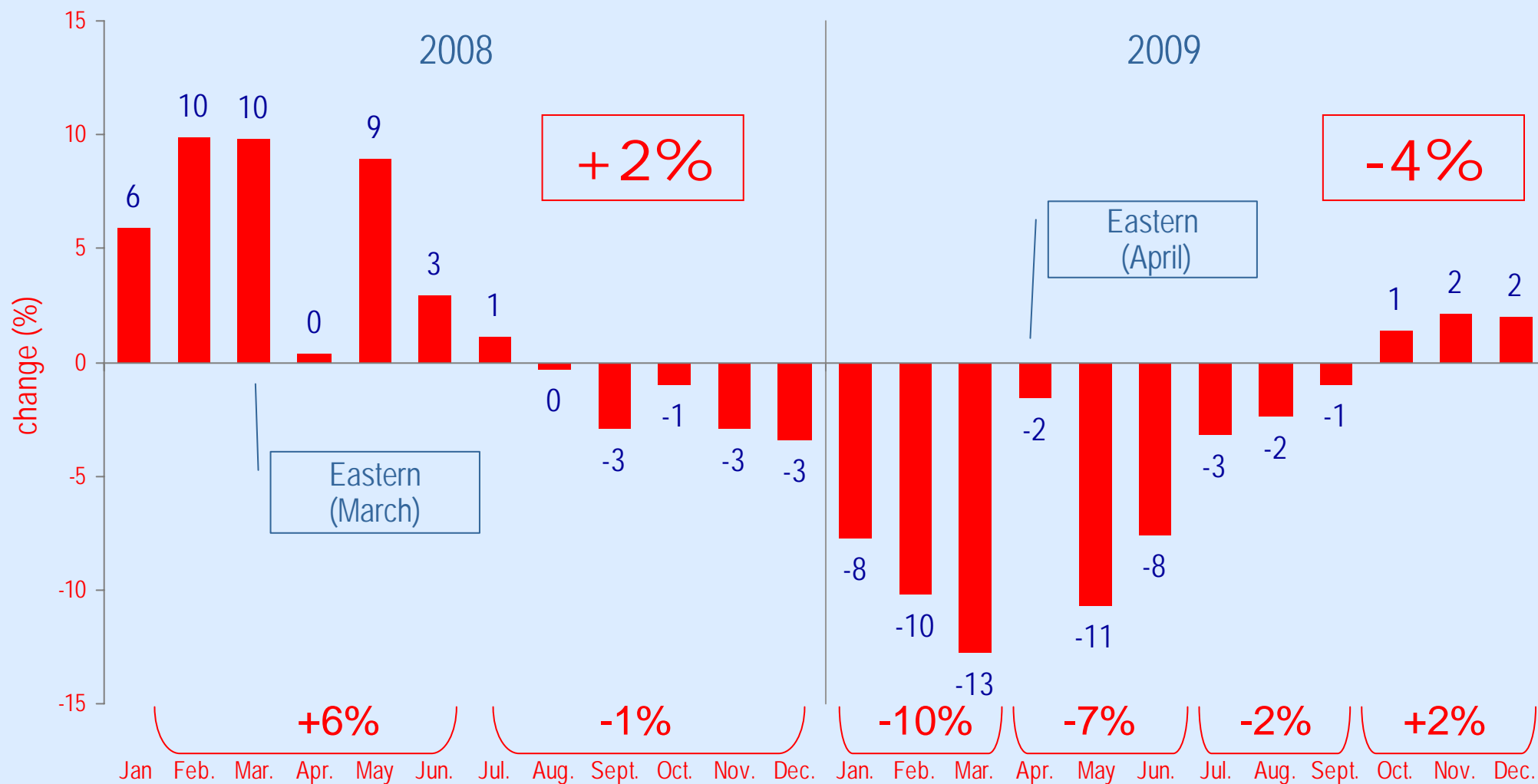
2009: an exceptionally challenging year

International tourist arrivals, 1995-2009*



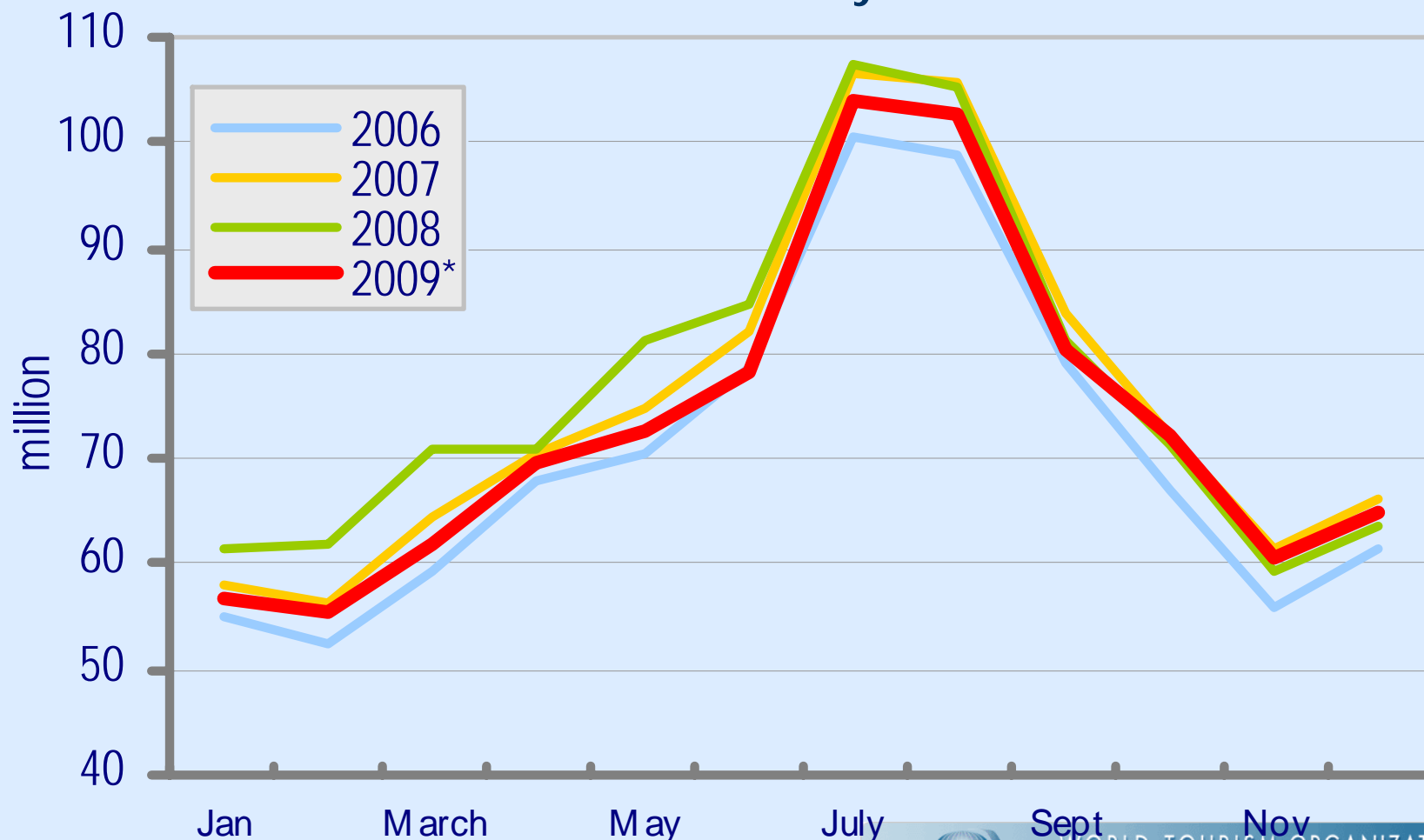
return to growth at the end of 2009

International Tourist Arrivals, World

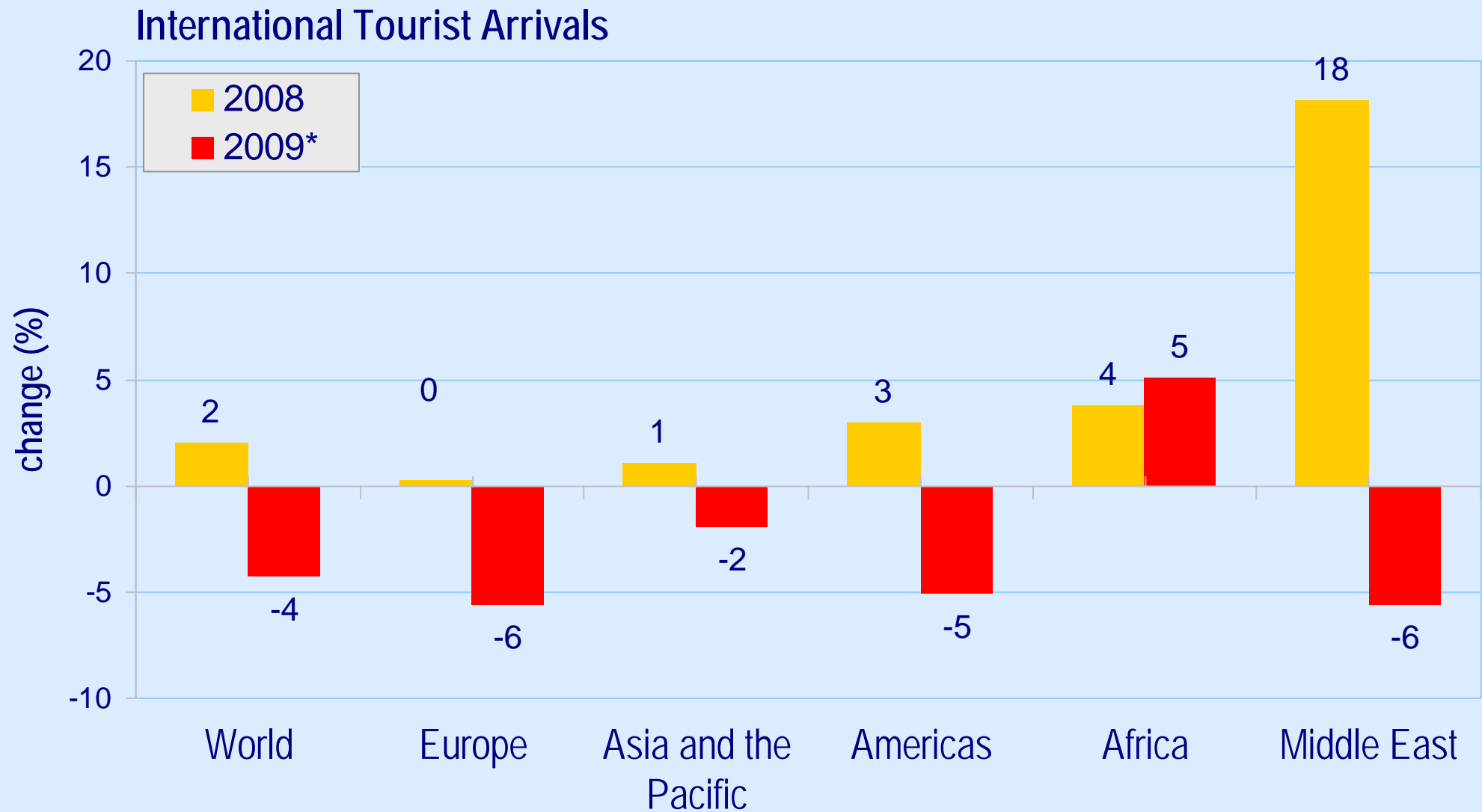


International Tourism: between 2006 and 2007 levels

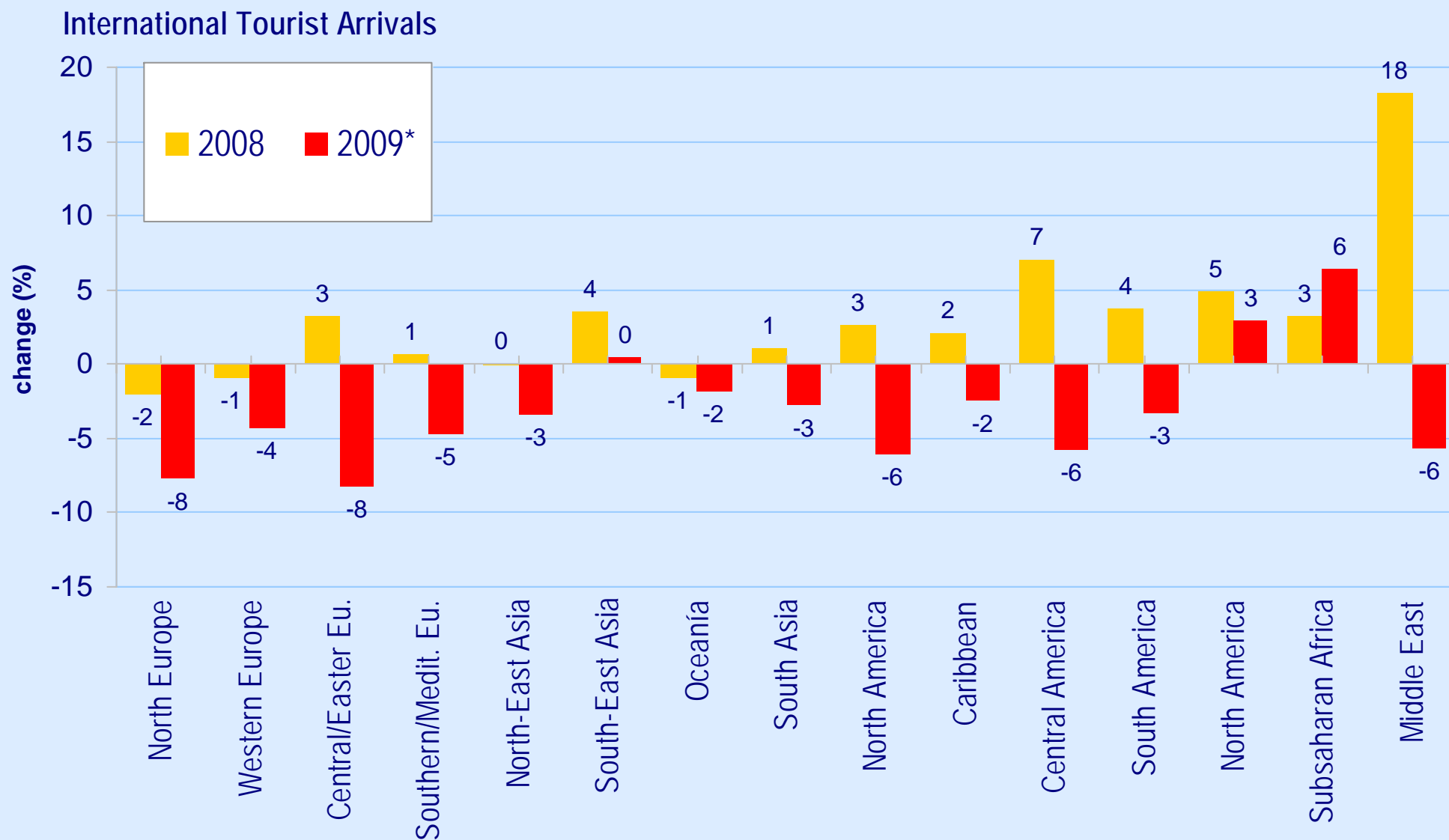
World, International Tourist Arrivals
2006-2009* : monthly evolution



International Tourism: only Africa grows

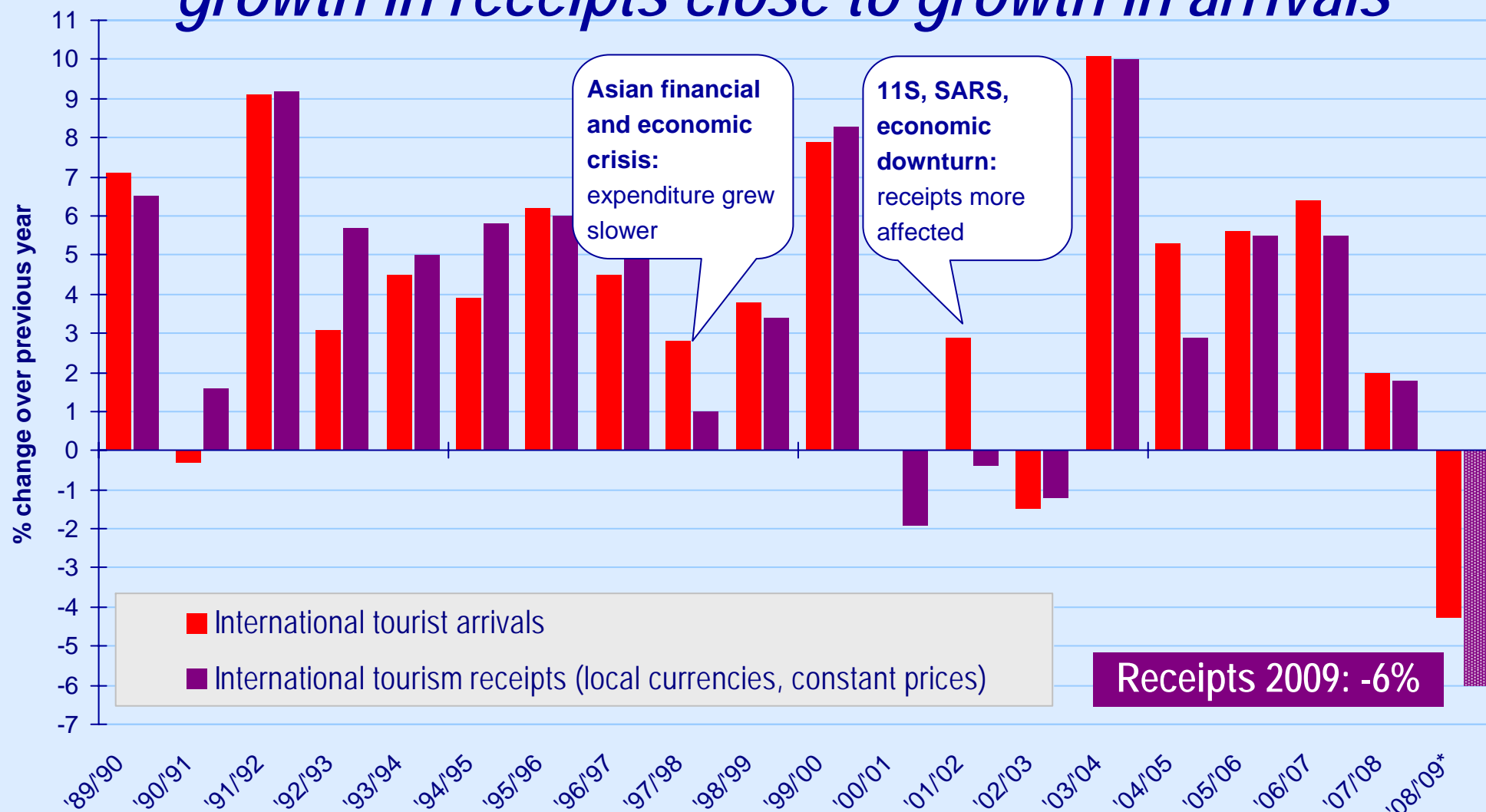


2009: mixed picture by subregion



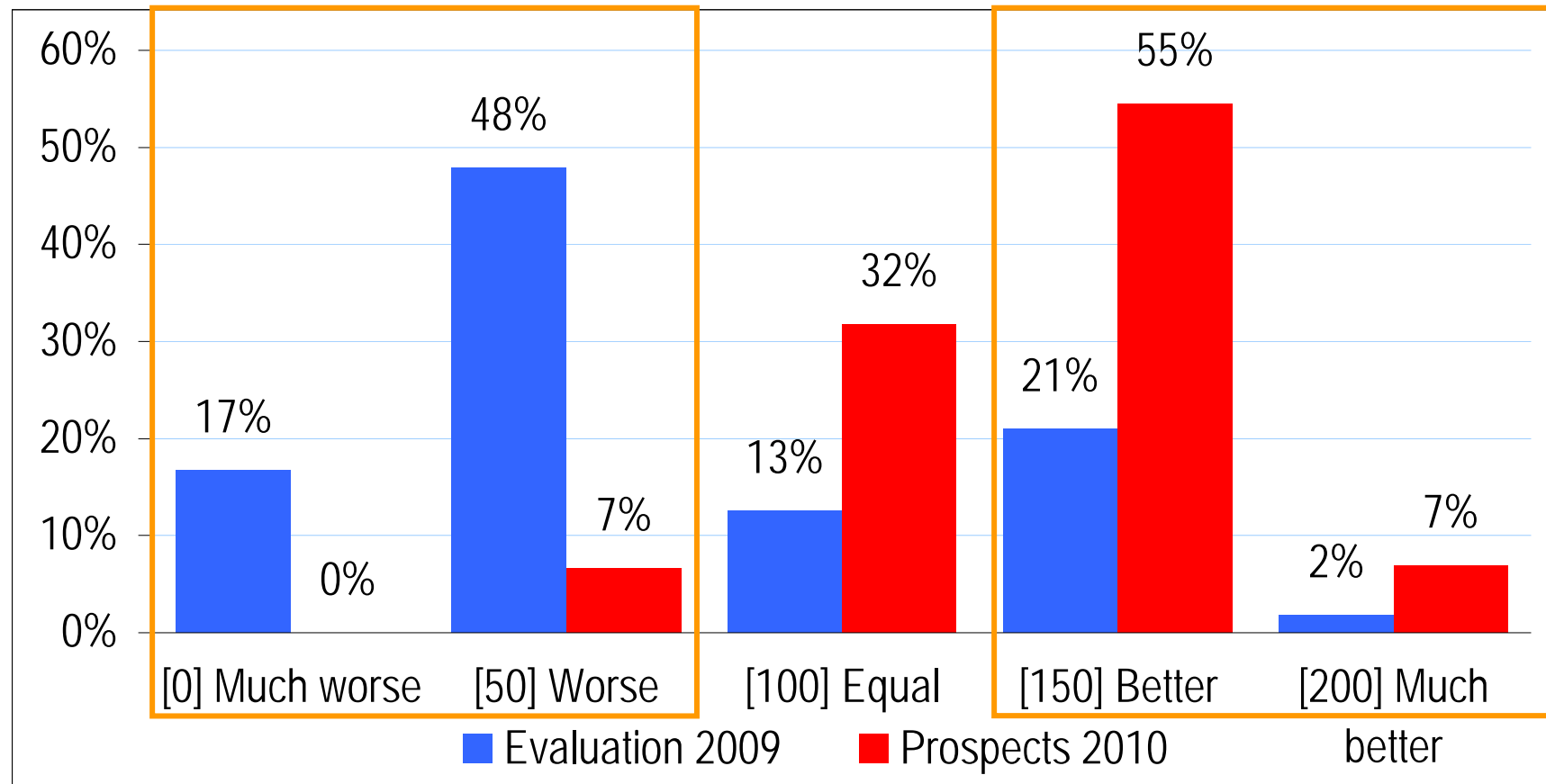
International Tourism Arrivals and Receipts

growth in receipts close to growth in arrivals



UNWTO Panel of Tourism Experts: regaining confidence

UNWTO Panel of Tourism Experts



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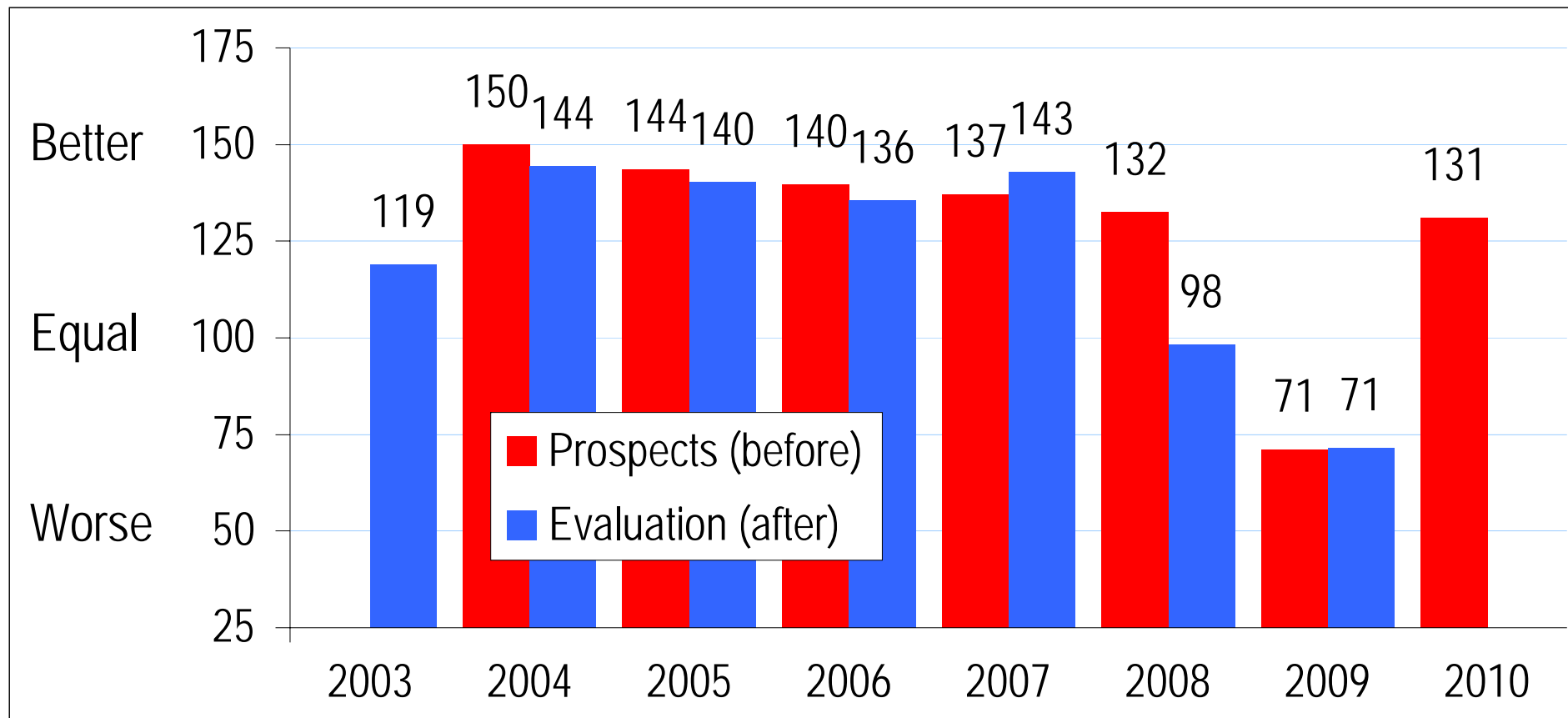


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UNWTO Panel of Tourism Experts: regaining confidence

UNWTO Panel of Tourism Experts



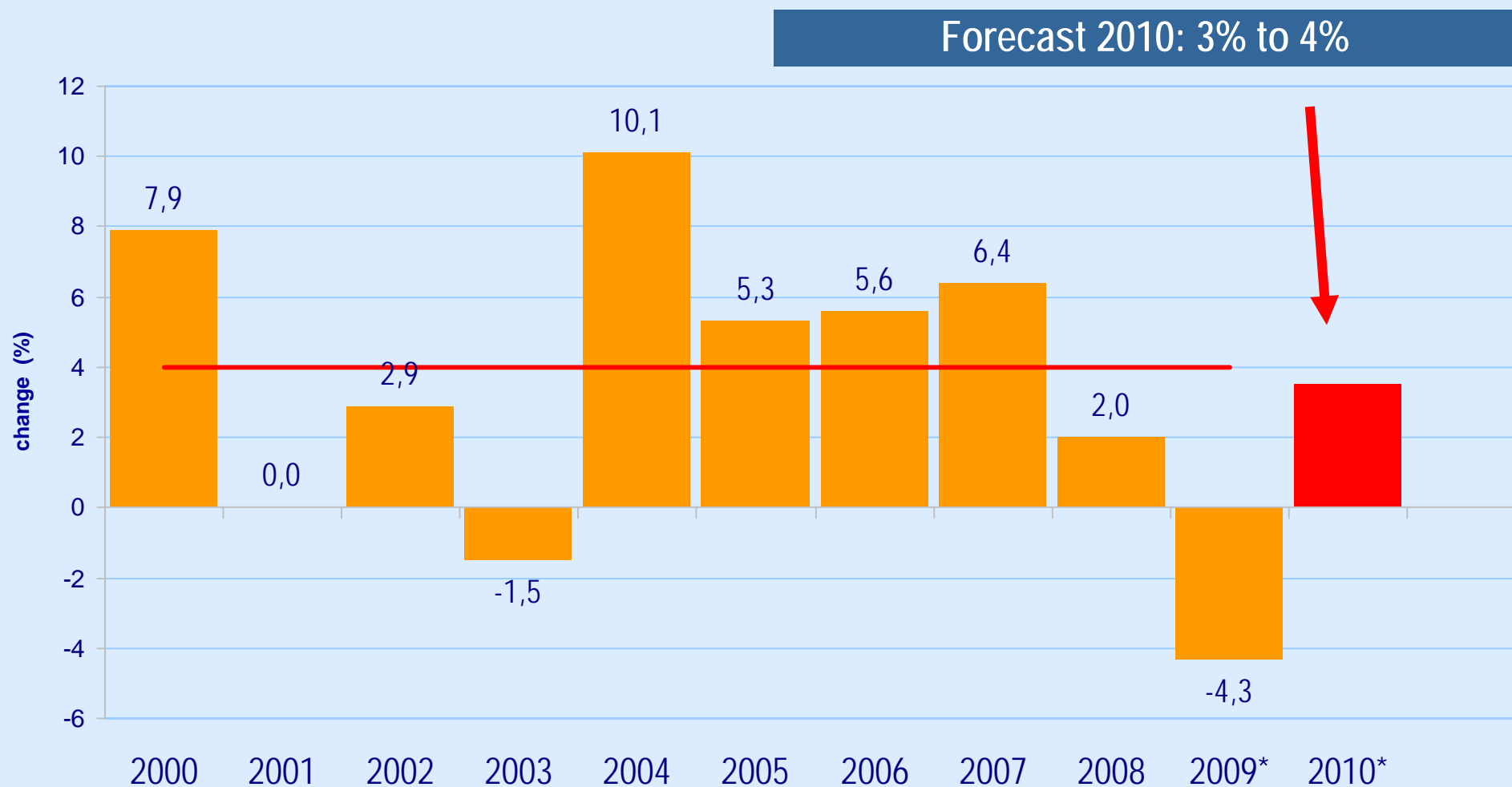
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International Tourism: back to growth in 2010



International Tourism 2009 – full year forecast

	2009	Forecast 2010
World	-4%	3% to 4%
Europe	-6%	1% to 3%
Asia and the Pacific	-2%	5% to 7%
Americas	-5%	2% to 4%
Africa	+5%	4% to 7%
Middle East	-6%	5% to 9%

Thank you very much for your attention!

World Tourism Organization (UNWTO)

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Market Trends and Competitiveness Section



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