



## Statistical Annex

The following pages contain detailed tables on tourism related indicators such as international tourist arrivals, international tourism receipts and expenditure collected by UNWTO from national institutions, as well as data on air transport and the UNWTO Panel of Experts.

Tables reflect yearly data and monthly or quarterly data currently available. Most data is preliminary and may be subject to revision. See the boxes for further information on the data.

The tables on the following pages are not included in the free extract of the *UNWTO World Tourism Barometer*. The full document is available in electronic format for sale and free for UNWTO members and subscribed institutions through the UNWTO elibrary at:

- English version: [www.e-unwto.org/content/w83v37](http://www.e-unwto.org/content/w83v37)
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### Explanation of abbreviations and signs used

- \* = provisional figure or data
- .. = figure or data not (yet) available
- | = change of series
- n/a = not applicable
- mn = million (1,000,000)
- bn = billion (1,000,000,000) [note in Spanish 'miles de millones']
- tn = trillion (1,000,000,000,000) [note in Spanish 'billones']

- Q1: January, February, March
- Q2: April, May, June
- Q3: July, August, September
- Q4: October, November, December
- T1: From January to April
- T2: From May to August
- T3: From September to December

- H1: From January to June
- H2: From July to 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.

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The *UNWTO World Tourism Barometer* is a publication 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 periodically updated. Issues contain as regular sections: an overview of short-term tourism data from destinations, 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 Tourism Trends and Marketing Strategies Programme, with the collaboration of consultants, Nancy Cockerell and David Stevens. 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).

We welcome your comments and suggestions at [barom@unwto.org](mailto:barom@unwto.org), tel +34 915678205 / fax +34 915678217.

The monthly or quarterly statistics included in this issue have been compiled by the UNWTO Secretariat based on preliminary data as disseminated by the institutions (e.g. National Tourism Authorities, Statistics Offices, Central Banks) of the various countries and territories through websites, news releases, and bulletins, or provided through direct contacts with officials or through international organisations such as the Caribbean Tourism Organization (CTO), the European Travel Commission (ETC), Eurostat, the Pacific Asia Travel Association (PATA) or the South Pacific Tourism Organization (SPTO). Information in this issue reflects data available at the time of preparing the *UNWTO World Tourism Barometer*. Whenever necessary, updated data will be included over time as it becomes available and without further notice.

In the tables on International Tourist Arrivals for the various UNWTO regions, series are chosen that can serve as an indicator of trends in tourism development to selected destinations. The monthly series represented do not coincide in all cases with the annual series usually reported for the various countries (e.g. visitor arrivals or nights instead of tourist arrivals) and sometimes only relate to a part of the total tourism flow (e.g. air traffic, specific entry points). Please refer to the box on page 'Annex-1' for further explanations. The (sub)regional totals are approximations for the whole (sub)region prepared by UNWTO based on trends in the countries with data available.

Countries that are not included in this overview, but which have monthly data at their disposal, are kindly requested to contact the UNWTO Secretariat at [barom@unwto.org](mailto:barom@unwto.org).



The World Tourism Organization (UNWTO), a United Nations specialized agency, is the leading international organization with the decisive and central role in promoting the development of responsible, sustainable and universally accessible tourism. It serves as a global forum for tourism policy issues and a practical source of tourism know-how. Its membership includes 156 countries, 6 territories, 2 permanent observers and over 400 Affiliate Members.

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## International Tourism by (Sub)region

	International Tourism Receipts									International Tourist Arrivals						
	Change			US\$			euro			Share	abs.		Change			Share
	Local currencies, constant prices (%)			(billion)		per arrival	(billion)		per arrival		(%)	(million)		(%)		
	11/10	12/11	13*/12	2012	2013*	2013*	2012	2013*	2013*	2013*		2012	2013*	11/10	12/11	13*/12
<b>World</b>	4.5	4.2	5.3	1,078	1,159	1,070	839	873	800	100	1,035	1,087	4.9	4.1	5.0	100
Advanced economies <sup>1</sup>	5.9	4.0	6.0	688	745	1,280	536	561	970	64.3	551	581	4.9	3.8	5.4	53.4
Emerging economies <sup>1</sup>	2.1	4.5	4.0	390	413	820	303	311	610	35.7	484	506	4.9	4.4	4.5	46.6
<b>Europe</b>	4.9	1.9	3.8	454.0	489.3	870	353.4	368.4	650	42.2	534.4	563.4	6.4	3.6	5.4	51.8
Northern Europe	2.4	3.3	7.1	67.6	74.2	1,080	52.6	55.9	810	6.4	65.1	68.9	2.9	0.9	5.8	6.3
Western Europe	3.9	2.7	1.7	157.9	167.9	960	122.9	126.4	730	14.5	167.2	174.3	4.6	3.5	4.2	16.0
Central/Eastern Europe	6.8	4.0	3.4	56.3	59.9	500	43.8	45.1	380	5.2	111.7	118.9	9.1	8.3	6.5	10.9
Southern/Mediterr. Eu.	6.1	0.0	4.5	172.2	187.3	930	134.0	141.0	700	16.2	190.4	201.4	7.9	1.9	5.7	18.5
- of which EU-28	4.0	1.7	3.4	374.2	402.9	930	291.2	303.4	700	34.8	412.2	432.7	5.6	2.7	5.0	39.8
<b>Asia and the Pacific</b>	8.3	6.7	8.2	329.1	358.9	1,450	256.1	270.3	1,090	31.0	233.5	248.1	6.6	6.9	6.2	22.8
North-East Asia	9.2	7.9	9.3	167.2	184.7	1,450	130.1	139.0	1,090	15.9	122.8	127.0	3.8	6.0	3.5	11.7
South-East Asia	12.9	10.6	9.7	96.0	107.4	1,150	74.7	80.9	870	9.3	84.2	93.1	10.7	8.7	10.5	8.6
Oceania	-4.1	-1.3	1.9	43.0	42.6	3,410	33.4	32.0	2,570	3.7	11.9	12.5	0.8	4.0	4.7	1.1
South Asia	11.6	-0.6	5.3	22.9	24.3	1,570	17.8	18.3	1,180	2.1	14.6	15.5	14.5	6.2	6.1	1.4
<b>Americas</b>	5.1	5.7	6.4	212.9	229.2	1,360	165.7	172.6	1,030	19.8	162.7	167.9	3.6	4.3	3.2	15.5
North America	5.9	6.7	7.8	156.4	171.0	1,550	121.7	128.8	1,170	14.8	106.4	110.1	2.6	4.2	3.5	10.1
Caribbean	-1.5	1.2	2.1	24.2	24.8	1,170	18.8	18.7	880	2.1	20.7	21.2	3.0	3.0	2.2	1.9
Central America	9.7	7.5	3.2	8.7	9.4	1,020	6.8	7.1	760	0.8	8.9	9.2	4.4	7.3	4.2	0.8
South America	5.7	3.2	3.2	23.6	23.9	870	18.4	18.0	660	2.1	26.7	27.4	7.8	5.0	2.6	2.5
<b>Africa</b>	1.7	7.3	0.0	34.3	34.2	610	26.7	25.8	460	3.0	52.9	55.8	-0.6	6.6	5.4	5.1
North Africa	-5.5	9.1	-1.4	10.0	10.2	520	7.8	7.7	390	0.9	18.5	19.6	-9.1	8.2	6.1	1.8
Subsaharan Africa	5.0	6.5	0.6	24.3	24.0	660	18.9	18.1	500	2.1	34.5	36.2	4.5	5.8	5.0	3.3
<b>Middle East</b>	-17.2	2.2	-1.9	47.5	47.3	920	36.9	35.6	690	4.1	51.7	51.6	-6.1	-5.4	-0.2	4.7

Source: World Tourism Organization (UNWTO) ©

(Data as collected by UNWTO April 2014)

<sup>1</sup> Classification based on the International Monetary Fund (IMF), see the Statistical Annex of the IMF World Economic Outlook of April 2012, page 177, at [www.imf.org/external/pubs/ft/weo/2012/01](http://www.imf.org/external/pubs/ft/weo/2012/01).

See box at page 'Annex-1' for explanation of abbreviations and signs used



## International Tourist Arrivals by Country of Destination

Rank '13 '12	Series	Full year						Change		Monthly/quarterly data (% change over same period of the previous year)													
		2000	2005	2010	2011	2012	2013*	12/11	13*/12	2013*				2012									
		(million)						12/11		13*/12		Q1	Q2	Q3	Q4	Sep	Oct	Nov	Dec	Q1	Q2	Q3	Q4
	World	677	807	948	995	1035	1087	4.1	5.0			6.6	4.7	4.6	4.4	4.8	4.1	3.5	5.7	6.1	3.6	2.7	4.3
1	1 France	TF	77.2	75.0	77.6	81.6	83.0	..	1.8	..	TCE	7.0	7.7	7.7	7.2	4.3	6.0	7.4	8.8	4.1	1.8	0.1	2.7
2	2 United States	TF	51.2	49.2	60.0	62.7	66.7	69.8	6.3	4.7	TF	6.4	4.1	3.9	4.6	4.4	6.1	2.8	4.8	9.7	3.1	6.3	6.6
3	4 Spain	TF	46.4	55.9	52.7	56.2	57.5	60.7	2.3	5.6	TF	2.2	5.4	4.9	9.9	4.7	6.9	9.3	16.3	2.8	2.5	3.8	-1.4
4	3 China	TF	31.2	46.8	55.7	57.6	57.7	55.7	0.3	-3.5	TF	-1.5	-6.5	-5.1	-0.8	-3.8	1.4	-1.1	-2.8	4.8	0.3	-1.3	-2.3
5	5 Italy	TF	41.2	36.5	43.6	46.1	46.4	47.7	0.5	2.9	TF	3.1	2.1	4.0	1.9	10.0	-1.3	0.7	8.6	0.7	-2.3	0.7	4.4
6	6 Turkey	TF	9.6	24.2	31.4	34.7	35.7	37.8	3.0	5.9	TF	21.6	12.1	6.7	8.5	7.6	10.2	6.1	7.6	-5.3	-0.8	3.8	4.6
7	7 Germany	TCE	19.0	21.5	26.9	28.4	30.4	31.5	7.3	3.7	TCE	3.4	2.6	3.7	5.4	1.7	5.7	4.6	5.9	8.9	7.6	7.0	6.0
8	8 United Kingdom	TF	23.2	28.0	28.3	29.3	29.3	31.2	-0.1	6.4	VF	2.2	5.2	12.1	2.2	9.7	9.7	-2.2	-1.5	2.2	1.8	-4.2	5.4
9	9 Russian Federation	TF	19.2	19.9	20.3	22.7	25.7	28.4	13.5	10.2	VF	16.7	7.6	9.1	5.3					13.7	15.4	10.8	12.7
10	15 Thailand	TF	9.6	11.6	15.9	19.2	22.4	26.5	16.2	18.8	TF	22.1	24.3	21.4	9.3	23.8	14.1	10.9	4.4	8.1	9.8	8.6	40.4
11	10 Malaysia	TF	10.2	16.4	24.6	24.7	25.0	25.7	1.3	2.7	TF	15.9	0.6	-4.9	1.2	6.1	-4.5	-8.5	15.2	0.4	4.3	-2.2	2.9
12	12 Hong Kong (China)	TF	8.8	14.8	20.1	22.3	23.8	25.7	6.5	8.0	TF	7.4	9.9	9.6	5.1	13.2	3.6	3.8	7.5	8.6	5.0	6.9	5.6
13	11 Austria	TCE	18.0	20.0	22.0	23.0	24.2	24.8	4.9	2.7	TCE	4.3	-3.7	3.6	5.4	-1.7	8.9	1.0	5.0	5.2	5.7	4.0	5.5
14	14 Ukraine	TF	6.4	17.6	21.2	21.4	23.0	24.7	7.5	7.2	TF	11.6	10.7	6.5	1.3					-1.6	5.7	12.3	7.9
15	13 Mexico	TF	20.6	21.9	23.3	23.4	23.4	23.7	0.0	1.4	TF	-0.8	-0.3	6.1	1.1	9.5	6.0	4.6	-4.7	4.0	-2.2	-1.8	-0.2
16	17 Greece	TF	13.1	14.8	15.0	16.4	15.5	17.9	-5.5	15.5	TF	4.6	14.2	16.8	17.3	17.5	18.1	10.8	21.7	-11.7	-8.3	-3.0	-7.4
17	16 Canada	TF	19.6	18.8	16.2	16.0	16.3	16.6	2.0	1.5	TF	3.3	-0.7	2.2	1.7	-2.0	1.8	3.6	0.3	6.5	2.7	0.3	1.8
18	18 Poland	TF	17.4	15.2	12.5	13.4	14.8	15.8	11.2	6.8	TF	8.8	3.6	10.9	3.2					12.1	13.0	9.2	11.1
19	20 Macao (China)	TF	5.2	9.0	11.9	12.9	13.6	14.3	5.0	5.1	TF	7.6	7.0	5.3	0.9	6.9	0.9	0.2	1.6	8.5	2.7	3.6	5.8
20	19 Saudi Arabia	TF	6.6	8.0	10.9	17.5	14.3	13.2	-18.4	-7.4	TF	23.8	1.9	-42.2	-14.4	-29.5	-16.6	-25.5	1.3	27.7	-25	-37.1	-15.2
21	21 Netherlands	TCE	10.0	10.0	10.9	11.3	12.2	12.8	n/a	4.9	TCE	4.7	1.2	7.4	6.4	4.8	4.4	8.1	7.4	9.8	8.6	8.0	5.9
22	23 Korea, Republic of	VF	5.3	6.0	8.8	9.8	11.1	12.2	13.7	9.3	VF	4.0	3.3	20.1	8.2	17.2	6.1	7.8	11.2	22.0	24.5	12.1	0.1
23	24 Singapore	TF	6.1	7.1	9.2	10.4	11.1	..	6.8	..	VF	8.6	9.8	11.8	-0.3	11.9	0.9	-2.3	0.5	14.7	8.3	4.7	13.1
24	26 Croatia	TCE	5.3	7.7	9.1	9.9	10.4	11.0	4.5	5.7	TCE	11.7	6.4	4.6	10.9	0.1	11.3	7.9	12.9	13.8	6.0	3.3	7.6
25	25 Sweden	TF	3.8	4.9	5.0	10.0	10.9	..	9.6	..	TCE	2.4	-2.0	-3.3	10.1	9.2	5.2	9.3	17.4	4.9	0.2	-3.7	-1.3
26	27 Hungary	TF	3.0	10.0	9.5	10.3	10.4	10.7	1.0	3.1	TF	4.6	4.4	-1.7	7.7					2.8	2.8	-1.6	1.6
27	33 Japan	VF	4.8	6.7	8.6	6.2	8.4	10.4	34.4	24.0	VF	18.4	26.8	21.8	28.8	31.7	31.6	29.5	25.4	9.1	96.0	38.4	17.5
28	29 Morocco	TF	4.3	5.8	9.3	9.3	9.4	10.0	0.4	7.2	TF	3.4	-0.3	14.1	8.3	7.4	4.7	9.3	11.7	-4.8	0.8	2.4	1.3
29	31 Untd Arab Emirates(2)	THS	3.1	5.8	7.4	8.1	9.0	10.0	10.4	11.3	THS(2)	13.8	14.7	9.4	7.4	13.3	7.2	8.0	7.1	10.2	11.5	8.7	11.2
30	30 South Africa	TF	5.9	7.4	8.1	8.3	9.2	9.5	10.2	3.5	TF	5.0	1.5	3.3	4.1	2.4	-2.6	6.9	7.6	10.5	10.5	11.0	8.9
31	22 Egypt	TF	5.1	8.2	14.1	9.5	11.2	9.2	17.9	-18.1	VF	14.6	11.6	-46.4	-41.1	-69.7	-52.0	-39.0	-30.7	32.0	22.4	10.3	10.0
32	28 Czech Rep	TF	4.8	9.4	8.6	9.0	9.5	9.0	4.9	-4.8	TCE	2.5	1.0	2.3	5.4	0.9	4.6	4.3	7.5	22.0	10.1	13.8	12.8
33	32 Switzerland	THS	7.8	7.2	8.6	8.5	8.6	9.0	0.4	4.7	THS	1.5	5.1	7.1	3.3	4.0	2.3	2.7	4.9	-3.6	-1.2	0.5	6.7
34	34 Denmark	TF	3.5	9.2	8.7	7.9	8.1	..	2.6	..	TCE(1)	19.5	6.9	8.4	15.1	10.3	14.5	12.0	19.0	9.9	3.5	1.3	7.2
35	35 Indonesia	TF	5.1	5.0	7.0	7.6	8.0	8.8	5.2	9.4	TF	6.0	8.3	11.9	11.1	12.8	4.6	16.4	12.2	11.0	4.8	0.1	5.6
36	36 Portugal	TCE	5.7	6.0	6.8	7.4	7.7	8.3	3.7	8.3	TCE	10.9	6.7	7.5	10.4	8.2	9.9	9.4	12.9	3.6	3.9	2.4	5.9
37	37 Belgium	TCE	6.5	6.7	7.2	7.5	7.6	7.6	1.3	0.7	TCE	1.4	-2.4	2.6	1.3	1.0	2.8	-1.3	2.3	4.3	0.9	0.4	0.6
38	38 Ireland	TF	6.6	7.3	7.1	7.6	7.6	..	-1.0	..	TF*	7.4	4.2	7.8	9.9	5.7	15.8	4.1	8.1	-1.2	0.7	-2.6	5.0
39	39 Taiwan (pr. of China)	VF	2.6	3.4	5.6	6.1	7.3	8.0	20.1	9.6	VF	10.7	2.6	14.0	11.6	22.4	11.3	8.9	14.5	22.3	28.0	22.1	10.4
40	40 Vietnam	VF	2.1	3.5	5.0	6.3	6.8	7.6	9.5	10.6	VF	-6.2	13.5	26.3	12.5	28.9	15.1	8.8	14.1	27.6	5.7	15.4	-5.5
41	42 Bulgaria	TF	2.8	4.8	6.0	6.3	6.5	6.9	3.4	5.5	VF	7.5	3.8	2.9	3.2	2.8	4.3	2.9	2.2	0.2	-2.1	3.7	3.2
42	41 India	TF	2.6	3.9	5.8	6.3	6.6	6.8	4.3	4.1	TF	3.0	2.0	6.8	4.8	5.9	5.8	2.4	6.3	10.2	1.6	1.6	2.3
43	43 Australia	VF	4.9	5.5	5.8	5.8	6.0	6.4	4.5	5.8	VF	5.4	3.6	6.3	7.2	4.9	5.9	4.7	10.1	4.1	3.3	4.5	5.8
44	44 Tunisia	TF	5.1	6.4	6.9	4.8	6.0	6.3	24.4	5.3	TF	-1.6	8.6	5.1	6.8	5.5	13.3	-3.7	9.0	52.8	35.4	19.1	7.1
45	45 Brazil	TF	5.3	5.4	5.2	5.4	5.7	..	4.5	..	TF									7.7	1.4	6.2	1.5
46	46 Argentina	TF	2.9	3.8	5.3	5.7	5.6	5.6	-2.1	-0.3	TF	-6.9	-3.9	2.5	8.2					2.2	-1.3	-4.7	-5.0
47	48 Kazakhstan	TF	1.5	3.1	3.4	4.1	4.4	4.9	8.4	11.0	VF	24.3	20.7	21.4	-12.6					21.6	11.4	1.0	6.3
48	49 Norway	TCE	3.1	3.8	4.8	5.0	4.4	4.7	n/a	8.2	THS	6.3	5.9	6.4	24.0	15.7	21.4	27.8	23.2	9.1	0.4	-7.8	9.5
49	47 Dominican Rp	TF	3.0	3.7	4.1	4.3	4.6	4.7	5.9	2.8	TF	-0.6	1.4	2.8	8.6	-3.6	5.5	9.2	10.1	7.9	7.4	6.5	1.6
50	50 Philippines	TF	2.0	2.6	3.5	3.9	4.3	4.7	9.1	9.6	TF	10.8	11.4	12.1	4.4	12.5	9.2	2.5	2.4	16.0	7.0	3.9	9.0

Source: World Tourism Organization (UNWTO) ©

(Data as collected by UNWTO April 2014)

See box at page 'Annex-1' for explanation of abbreviations and signs used, and corresponding notes in the tables of the regions

**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.

With financial data measured in different currencies it is 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 exchange rate fluctuations and inflation.

Exchange rate changes can substantially influence the values in US dollars reported from year to year. When the dollar depreciates against for instance the euro, worldwide receipts expressed in dollars relatively increase, and vice versa in the case the dollar appreciates.

In 2013, the US dollar (and pegged currencies such as from some destinations in the Caribbean or the Middle East) depreciated against the euro and a range of other currencies. Versus the euro the depreciation was 3% on average for the year (see table below), so expressed in US dollar terms values in euro were some 3% higher than in the previous year.

Exchange rate US\$ to euro and vice versa, average for the year

	US\$ to euro	change (%)	euro to US\$	change (%)
2005	0.8038		1.2441	
2006	0.7964	-0.9	1.2556	0.9
2007	0.7297	-8.4	1.3705	9.2
2008	0.6799	-6.8	1.4708	7.3
2009	0.7169	5.4	1.3948	-5.2
2010	0.7543	5.2	1.3257	-5.0
2011	0.7184	-4.8	1.3920	5.0
2012	0.7783	8.3	1.2848	-7.7
2013	0.7530	-3.3	1.3281	3.4

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 relevant 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, estimates are 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.

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## International Tourism Receipts (US\$ billion)

Rank		Full year						Monthly/quarterly data series																
		US\$						Local currencies, current prices (% change over same period of the previous year)																
		2000	2005	2010	2011	2012	2013*	Series	11/10	12/11	13*/12	2013*				2012								
'13	'12	(billion)										Q1	Q2	Q3	Q4	Oct	Nov	Dec	Q1	Q2	Q3	Q4		
		<b>World</b>	476	681	931	1,042	1,078	1,159																
1	1	United States	82.9	82.2	103.5	115.6	126.2	139.6	sa	11.7	9.2	10.6	12.1	10.4	9.6	10.3	11.5	7.6	11.9	10.4	8.5	7.5	10.6	
2	2	Spain	30.0	48.0	52.5	60.0	56.3	60.4		8.8	1.5	3.9	2.0	3.9	3.6	6.1	5.2	5.3	8.9	1.7	0.8	3.1	-0.4	
3	3	France	33.0	44.0	47.0	54.8	53.6	56.1		10.9	6.0	1.3	-4.6	4.8	4.2	-4.3	-5.3	-3.4	-3.9	13.5	2.7	1.2	15.5	
4	4	China	16.2	29.3	45.8	48.5	50.0	51.7	\$	5.8	3.2	3.3	3.9	-7.5	-5.4	2.2	2.1	-1.3	6.0	9.2	3.9	0.5	0.2	
5	5	Macao (China)	3.2	7.9	27.8	38.5	43.7	51.6		38.6	13.2	18.1	8.4	11.0	12.7	43.1				8.0	8.0	8.0	38.4	
6	6	Italy	27.5	35.4	38.8	43.0	41.2	43.9		5.6	3.8	3.1	-2.6	4.7	4.9	2.2	3.0	-2.6	6.6	-0.3	3.3	4.1	7.6	
7	9	Thailand	7.5	9.6	20.1	27.2	33.8	42.1		30.5	26.7	23.1	22.8	27.9	32.6	12.7				19.5	22.3	17.0	48.0	
8	7	Germany	18.7	29.2	34.7	38.9	38.1	41.2		6.8	6.3	4.5	5.2	4.2	3.1	6.1	9.2	4.9	3.8	10.5	7.5	5.7	2.5	
9	8	United Kingdom	21.9	30.7	32.4	35.1	36.2	40.6	sa	4.4	4.8	13.2	19.5	15.0	8.1	10.8				4.5	1.4	9.4	4.0	
10	10	Hong Kong (China)	5.9	10.3	22.2	28.5	33.1	38.9		28.4	15.8	17.7	20.2	28.3	15.7	9.2				17.7	19.6	11.3	15.5	
11	11	Australia	9.4	16.7	28.4	31.3	31.7	31.0		-2.0	0.9	4.7	3.9	2.3	4.6	7.9	5.9	7.5	10.7	0.6	0.2	1.7	1.0	
12	12	Turkey	7.6	19.2	22.6	25.1	25.3	28.0	\$	10.9	1.2	10.5	31.1	18.3	4.1	3.2	4.9	-1.0	4.5	-8.6	4.4	-4.7	13.8	
13	13	Malaysia	5.0	8.8	18.1	19.7	20.2	21.0		3.1	4.0	5.9	15.7	8.7	-2.6	3.5				3.0	6.9	0.6	5.7	
14	15	Austria	9.8	16.1	18.6	19.9	18.9	20.1		1.7	3.1	2.9	5.6	-4.6	3.8	2.8				2.3	6.1	1.9	3.7	
15	14	Singapore	5.1	6.2	14.2	18.1	19.0	19.0		17.7	4.5	-0.2	-5.0	1.8	8.7	-5.7				13.4	3.8	-5.5	7.4	
16	16	India	3.5	7.5	14.5	17.7	18.0	18.4		19.6	21.8	12.0	21.2	8.5	10.1	7.7	4.4	7.3	10.7	31.7	15.9	19.9	19.3	
17	17	Canada	10.8	13.7	15.8	16.8	17.4	17.7		1.9	4.6	4.7	6.3	2.8	4.0	6.4				10.7	4.0	1.1	5.5	
18	18	Switzerland	6.6	10.0	14.7	17.1	16.0	16.5		-1.1	-1.3	2.4	1.6	3.1	4.1	0.2				-4.1	-2.0	-1.8	3.3	
19	22	Greece	9.2	13.3	12.7	14.6	13.4	15.9		9.3	-0.6	14.9	-2.7	19.9	13.8	15.7	20.2	-1.4	15.6	-11.6	-2.9	2.5	-7.5	
20	20	Netherlands	7.2	10.5	12.9	14.3	13.7	15.6		6.1	3.8	9.7	15.4	3.2	12.7	8.8				7.8	5.0	0.5	2.9	
21	19	Japan	3.4	6.6	13.2	11.0	14.6	14.9		-24.5	32.9	25.3	11.1	22.8	29.6	37.5	42.5	36.2	33.8	13.9	97.2	33.4	9.9	
22	21	Korea, Republic of	6.8	5.8	10.3	12.5	13.4	14.3	\$	20.8	7.6	6.3	-3.3	-8.7	12.0	28.6	24.0	25.3	37.6	32.4	43.5	-10.4	-16.6	
23	24	Mexico	8.3	11.8	12.0	11.9	12.7	13.8	\$	-1.0	7.3	8.5	7.3	7.2	10.4	9.3	13.3	10.6	6.0	7.0	5.4	7.1	9.7	
24	23	Belgium	6.6	9.9	12.1	13.1	13.0	13.5		2.8	7.5	0.4	1.3	5.3	-2.0	-2.6	-1.2	-2.3	-4.2	4.8	6.2	12.1	6.3	
25	25	Taiwan (pr. of China)	3.7	5.0	8.7	11.1	11.8	12.7	\$	26.9	6.4	7.7	4.5	10.3	21.7	-3.7				16.1	6.1	4.1	0.8	
26	26	Portugal	5.2	7.7	10.1	11.3	11.1	12.3		7.2	5.6	7.5	7.3	8.9	6.4	8.0	5.8	6.9	11.8	7.2	4.1	5.8	5.8	
27	29	Russian Federation	3.4	5.9	8.8	11.3	10.8	12.0	\$	28.3	-5.0	11.4	18.4	16.4	10.1	2.4				6.7	-11.1	-8.3	-2.8	
28	28	Sweden	4.1	6.8	8.7	10.4	10.8	11.5		8.2	8.0	2.6	5.8	-1.0	-1.2	9.0				15.8	12.0	3.3	3.9	
29	27	Poland	5.7	6.3	9.5	10.7	10.9	10.9		9.1	13.4	1.1	-1.9	1.4	-0.8	6.4				23.1	15.6	12.6	4.3	
30	30	Untd Arab Emirates	1.1	3.2	8.6	9.2	10.4	..		7.3	12.8	..												
31	33	Croatia	2.8	7.4	8.3	9.2	8.8	9.6	€	6.2	3.7	4.9	5.9	4.8	4.7	6.0				5.5	4.7	3.3	2.5	
32	34	Indonesia	5.0	4.5	7.0	8.0	8.3	9.3	\$	15.0	4.1	12.2	8.4	12.4	15.1	12.8				9.6	2.8	-1.0	5.1	
33	31	South Africa	2.7	7.5	9.1	9.5	10.0	9.2	sa	4.4	18.4	8.7	7.9	5.4	7.1	14.4				25.8	26.5	15.2	8.2	
34	35	Saudi Arabia	..	4.6	6.7	8.5	7.4	7.7		26.0	-12.1	2.9	19.9	3.0	3.0	-6.8				8.8	-14.7	-33.5	-3.1	
35	38	Vietnam	..	2.3	4.5	5.7	6.8	7.5	\$	28.3	19.6	9.9												
36	36	New Zealand	2.9	6.5	6.5	7.3	7.1	7.5		2.7	-5.3	3.6	1.4	1.5	6.9	5.7				-3.7	-2.0	-4.1	-11.0	
37	37	Czech Rep	3.0	4.8	7.1	7.6	7.0	7.1		-0.2	1.5	0.1	1.0	0.8	-3.9	2.5				15.5	0.4	0.9	-6.9	
38	41	Denmark	3.7	5.3	5.9	6.8	6.6	7.0		10.6	4.5	2.9	6.4	1.1	1.9	4.1				7.6	3.9	3.6	4.4	
39	39	Morocco	2.0	4.6	6.7	7.3	6.7	6.9		4.4	-1.8	-0.4	-1.8	2.6	2.7	-6.9	1.6	-15.4	-7.9	-1.6	-3.3	-6.2	5.9	
40	40	Brazil	1.8	3.9	5.7	6.6	6.6	6.7	\$	15.0	1.4	1.0	0.0	0.6	2.2	1.5	-3.1	4.6	3.0	9.8	1.7	-2.1	-4.4	
41	32	Egypt	4.3	6.9	12.5	8.7	9.9	6.0	\$	-30.5	14.2	-39.2	23.3	-28.4	-64.7	-67.8				12.9	25.9	-2.3	24.7	
42	42	Lebanon	..	5.5	7.9	6.5	6.0	..	\$	-16.7	-7.8	..								-5.9	5.1	-10.2	-18.8	
43	43	Israel	4.1	2.9	5.1	5.3	5.5	5.7	\$	3.9	3.6	3.1	-4.4	3.0	1.2	12.1	9.2	9.3	20.9	-1.0	2.8	8.2	4.3	
44	44	Norway	2.2	3.5	4.7	5.3	5.4	5.7		4.6	6.4	5.1	2.0	3.3	5.9	8.5				9.8	6.2	4.8	6.0	
45	47	Dominican Rp	2.9	3.5	4.2	4.4	4.7	5.1	\$	5.4	6.8	8.1	-1.4	8.4	13.7	14.8				9.0	10.2	6.9	0.6	
46	45	Hungary	3.8	4.1	5.4	5.6	4.8	5.1		0.3	-2.8	4.8	-2.7	12.5	2.3	6.1				7.4	-5.6	0.7	-11.7	
47	46	Ukraine	0.4	3.1	3.8	4.3	4.8	5.1	\$	13.4	12.8	5.0	-1.4	2.5	8.9	1.3				12.7	11.5	13.5	12.4	
48	48	Luxembourg	1.8	3.6	4.1	4.8	4.6	4.8		11.7	3.5	1.0	2.2	0.4	-2.2	3.7				0.5	2.9	9.2	1.4	
49	50	Philippines	2.2	2.3	2.6	3.2	4.1	4.7	\$	21.3	27.3	15.3	16.1	14.5	28.7	4.9	13.2	-5.1	7.4	53.4	25.5	4.2	26.9	
50	51	Ireland	2.6	4.8	4.1	4.2	3.9	4.4		-3.1	0.4	10.4	11.9	2.6	17.9	7.3				16.6	1.2	-9.0	5.2	

Source: World Tourism Organization (UNWTO) ©

(Data as collected by UNWTO April 2014)

See box at page 'Annex-1' for explanation of abbreviations and signs used



## International Tourism Receipts (euro billion)

Rank		Full year						Monthly/quarterly data series																	
		euro						Local currencies, current prices (% change over same period of the previous year)																	
		2000	2005	2010	2011	2012	2013*	Series	11/10	12/11	13*/12	2013*				2012									
'13	'12	(billion)										Q1	Q2	Q3	Q4	Oct	Nov	Dec	Q1	Q2	Q3	Q4			
		<b>World</b>	515	548	702	749	839	873																	
1	1	United States	89.7	66.0	78.0	83.0	98.2	105.1	sa	11.7	9.2	10.6	12.1	10.4	9.6	10.3	11.5	7.6	11.9	10.4	8.5	7.5	10.6		
2	2	Spain	32.4	38.6	39.6	43.1	43.8	45.5		8.8	1.5	3.9	2.0	3.9	3.6	6.1	5.2	5.3	8.9	1.7	0.8	3.1	-0.4		
3	3	France	35.7	35.4	35.5	39.3	41.7	42.2		10.9	6.0	1.3	-4.6	4.8	4.2	-4.3	-5.3	-3.4	-3.9	13.5	2.7	1.2	15.5		
4	4	China	17.6	23.5	34.6	34.8	38.9	38.9	\$	5.8	3.2	3.3	3.9	-7.5	-5.4	2.2	2.1	-1.3	6.0	9.2	3.9	0.5	0.2		
5	5	Macao (China)	3.5	6.4	21.0	27.6	34.0	38.9		38.6	13.2	18.1	8.4	11.0	12.7	43.1				8.0	8.0	8.0	38.4		
6	6	Italy	29.8	28.5	29.3	30.9	32.1	33.1		5.6	3.8	3.1	-2.6	4.7	4.9	2.2	3.0	-2.6	6.6	-0.3	3.3	4.1	7.6		
7	9	Thailand	8.1	7.7	15.2	19.5	26.3	31.7		30.5	26.7	23.1	22.8	27.9	32.6	12.7				19.5	22.3	17.0	48.0		
8	7	Germany	20.2	23.4	26.2	27.9	29.7	31.0		6.8	6.3	4.5	5.2	4.2	3.1	6.1	9.2	4.9	3.8	10.5	7.5	5.7	2.5		
9	8	United Kingdom	23.7	24.7	24.4	25.2	28.2	30.6	sa	4.4	4.8	13.2	19.5	15.0	8.1	10.8				4.5	1.4	9.4	4.0		
10	10	Hong Kong (China)	6.4	8.3	16.7	20.4	25.7	29.3		28.4	15.8	17.7	20.2	28.3	15.7	9.2				17.7	19.6	11.3	15.5		
11	11	Australia	10.1	13.5	21.4	22.5	24.7	23.3		-2.0	0.9	4.7	3.9	2.3	4.6	7.9	5.9	7.5	10.7	0.6	0.2	1.7	1.0		
12	12	Turkey	8.3	15.4	17.0	18.0	19.7	21.1	\$	10.9	1.2	10.5	31.1	18.3	4.1	3.2	4.9	-1.0	4.5	-8.6	4.4	-4.7	13.8		
13	13	Malaysia	5.4	7.1	13.7	14.1	15.8	15.8		3.1	4.0	5.9	15.7	8.7	-2.6	3.5				3.0	6.9	0.6	5.7		
14	15	Austria	10.6	12.9	14.0	14.3	14.7	15.1		1.7	3.1	2.9	5.6	-4.6	3.8	2.8				2.3	6.1	1.9	3.7		
15	14	Singapore	5.6	5.0	10.7	13.0	14.8	14.3		17.7	4.5	-0.2	-5.0	1.8	8.7	-5.7				13.4	3.8	-5.5	7.4		
16	16	India	3.7	6.0	10.9	12.7	14.0	13.9		19.6	21.8	12.0	21.2	8.5	10.1	7.7	4.4	7.3	10.7	31.7	15.9	19.9	19.3		
17	17	Canada	11.7	11.0	11.9	12.1	13.5	13.3		1.9	4.6	4.7	6.3	2.8	4.0	6.4				10.7	4.0	1.1	5.5		
18	18	Switzerland	7.2	8.1	11.1	12.3	12.4	12.5		-1.1	-1.3	2.4	1.6	3.1	4.1	0.2				-4.1	-2.0	-1.8	3.3		
19	22	Greece	10.0	10.7	9.6	10.5	10.4	12.0		9.3	-0.6	14.9	-2.7	19.9	13.8	15.7	20.2	-1.4	15.6	-11.6	-2.9	2.5	-7.5		
20	20	Netherlands	7.8	8.4	9.7	10.3	10.7	11.7		6.1	3.8	9.7	15.4	3.2	12.7	8.8				7.8	5.0	0.5	2.9		
21	19	Japan	3.7	5.3	10.0	7.9	11.3	11.2		-24.5	32.9	25.3	11.1	22.8	29.6	37.5	42.5	36.2	33.8	13.9	97.2	33.4	9.9		
22	21	Korea, Republic of	7.4	4.7	7.8	9.0	10.5	10.7	\$	20.8	7.6	6.3	-3.3	-8.7	12.0	28.6	24.0	25.3	37.6	32.4	43.5	-10.4	-16.6		
23	24	Mexico	9.0	9.5	9.0	8.5	9.9	10.4	\$	-1.0	7.3	8.5	7.3	7.2	10.4	9.3	13.3	10.6	6.0	7.0	5.4	7.1	9.7		
24	23	Belgium	7.1	7.9	9.2	9.4	10.1	10.2		2.8	7.5	0.4	1.3	5.3	-2.0	-2.6	-1.2	-2.3	-4.2	4.8	6.2	12.1	6.3		
25	25	Taiwan (pr. of China)	4.0	4.0	6.6	7.9	9.2	9.5	\$	26.9	6.4	7.7	4.5	10.3	21.7	-3.7				16.1	6.1	4.1	0.8		
26	26	Portugal	5.7	6.2	7.6	8.1	8.6	9.2		7.2	5.6	7.5	7.3	8.9	6.4	8.0	5.8	6.9	11.8	7.2	4.1	5.8	5.8		
27	29	Russian Federation	3.7	4.7	6.7	8.1	8.4	9.0	\$	28.3	-5.0	11.4	18.4	16.4	10.1	2.4				6.7	-11.1	-8.3	-2.8		
28	28	Sweden	4.4	5.5	6.5	7.5	8.4	8.6		8.2	8.0	2.6	5.8	-1.0	-1.2	9.0				15.8	12.0	3.3	3.9		
29	27	Poland	6.1	5.0	7.2	7.7	8.5	8.2		9.1	13.4	1.1	-1.9	1.4	-0.8	6.4				23.1	15.6	12.6	4.3		
30	30	Untd Arab Emirates	1.2	2.6	6.5	6.6	8.1	..		7.3	12.8	..													
31	33	Croatia	3.0	5.9	6.2	6.6	6.9	7.2	€	6.2	3.7	4.9	5.9	4.8	4.7	6.0				5.5	4.7	3.3	2.5		
32	34	Indonesia	5.4	3.6	5.2	5.7	6.5	7.0	\$	15.0	4.1	12.2	8.4	12.4	15.1	12.8				9.6	2.8	-1.0	5.1		
33	31	South Africa	2.9	6.0	6.8	6.9	7.8	7.0	sa	4.4	18.4	8.7	7.9	5.4	7.1	14.4				25.8	26.5	15.2	8.2		
34	35	Saudi Arabia	..	3.7	5.1	6.1	5.8	5.8		26.0	-12.1	2.9	19.9	3.0	3.0	-6.8				8.8	-14.7	-33.5	-3.1		
35	38	Vietnam	..	1.8	3.4	4.1	5.3	5.6	\$	28.3	19.6	9.9													
36	36	New Zealand	3.1	5.2	4.9	5.3	5.5	5.6		2.7	-5.3	3.6	1.4	1.5	6.9	5.7				-3.7	-2.0	-4.1	-11.0		
37	37	Czech Rep	3.2	3.9	5.4	5.5	5.5	5.3		-0.2	1.5	0.1	1.0	0.8	-3.9	2.5				15.5	0.4	0.9	-6.9		
38	41	Denmark	4.0	4.2	4.4	4.9	5.1	5.2		10.6	4.5	2.9	6.4	1.1	1.9	4.1				7.6	3.9	3.6	4.4		
39	39	Morocco	2.2	3.7	5.1	5.2	5.2	5.2		4.4	-1.8	-0.4	-1.8	2.6	2.7	-6.9	1.6	-15.4	-7.9	-1.6	-3.3	-6.2	5.9		
40	40	Brazil	2.0	3.1	4.3	4.7	5.2	5.1	\$	15.0	1.4	1.0	0.0	0.6	2.2	1.5	-3.1	4.6	3.0	9.8	1.7	-2.1	-4.4		
41	32	Egypt	4.7	5.5	9.4	6.3	7.7	4.6	\$	-30.5	14.2	-39.2	23.3	-28.4	-64.7	-67.8				12.9	25.9	-2.3	24.7		
42	42	Lebanon	..	4.4	5.9	4.7	4.7	..	\$	-16.7	-7.8	..								-5.9	5.1	-10.2	-18.8		
43	43	Israel	4.5	2.3	3.9	3.8	4.3	4.3	\$	3.9	3.6	3.1	-4.4	3.0	1.2	12.1	9.2	9.3	20.9	-1.0	2.8	8.2	4.3		
44	44	Norway	2.3	2.8	3.6	3.8	4.2	4.3		4.6	6.4	5.1	2.0	3.3	5.9	8.5				9.8	6.2	4.8	6.0		
45	47	Dominican Rp	3.1	2.8	3.2	3.2	3.7	3.9	\$	5.4	6.8	8.1	-1.4	8.4	13.7	14.8				9.0	10.2	6.9	0.6		
46	45	Hungary	4.1	3.3	4.1	4.0	3.8	3.8		0.3	-2.8	4.8	-2.7	12.5	2.3	6.1				7.4	-5.6	0.7	-11.7		
47	46	Ukraine	0.4	2.5	2.9	3.1	3.8	3.8	\$	13.4	12.8	5.0	-1.4	2.5	8.9	1.3				12.7	11.5	13.5	12.4		
48	48	Luxembourg	2.0	2.9	3.1	3.5	3.6	3.6		11.7	3.5	1.0	2.2	0.4	-2.2	3.7				0.5	2.9	9.2	1.4		
49	50	Philippines	2.3	1.8	2.0	2.3	3.2	3.5		21.3	27.3	15.3	16.1	14.5	28.7	4.9	13.2	-5.1	7.4	53.4	25.5	4.2	26.9		
50	51	Ireland	2.9	3.9	3.1	3.0	3.0	3.3		-3.1	0.4	10.4	11.9	2.6	17.9	7.3				16.6	1.2	-9.0	5.2		

Source: World Tourism Organization (UNWTO) ©

(Data as collected by UNWTO April 2014)

See box at page 'Annex-1' for explanation of abbreviations and signs used

## International Tourism Expenditure (US\$ billion)

Rank		Full year						Monthly/quarterly data series																
		US\$						Local currencies, current prices (% change over same period of the previous year)																
		2000	2005	2010	2011	2012	2013*	Series	11/10	12/11	13*/12	2013*				2012								
'13	'12	(billion)										Q1	Q2	Q3	Q4	Oct	Nov	Dec	Q1	Q2	Q3	Q4		
		World	476	681	931	1,042	1,078	1,159																
1	1	China	13.1	21.8	54.9	72.6	102.0	128.6	\$	32.3	40.5	26.1	39.6	21.2	25.5	20.3					25.0	54.5	46.0	36.1
2	2	United States	65.4	69.9	75.5	78.2	83.5	86.2	sa	3.6	6.7	3.3	0.7	1.8	3.9	7.1	5.9	5.0	10.5	10.7	7.9	4.9	3.5	
3	3	Germany	53.0	74.4	78.1	85.9	81.3	85.9		4.7	2.5	2.3	3.1	3.4	2.3	0.2	0.4	-4.7	6.5	5.9	1.3	3.6	-0.6	
4	5	Russian Federation	8.8	17.0	26.7	32.9	42.8	53.5	\$	23.3	30.1	24.9	24.8	34.2	26.7	13.2					36.0	25.5	28.9	32.3
5	4	United Kingdom	38.4	59.6	50.0	51.0	51.3	52.6	sa	-1.6	2.1	3.5	0.5	3.1	4.2	6.3					3.5	1.1	3.4	0.5
6	6	France	22.6	31.8	38.8	44.9	39.1	42.4		10.3	-5.8	4.9	5.2	0.6	7.7	5.7	30.9	-20.1	11.4	-8.6	-3.5	-1.4	-12.1	
7	7	Canada	12.4	18.0	29.7	33.4	35.0	35.2		7.6	6.2	3.2	4.2	2.7	2.7	3.3					8.0	9.2	3.0	4.2
8	8	Australia	6.4	11.8	22.5	27.3	28.0	28.4		7.9	2.1	8.8	1.1	8.8	13.8	10.6	9.7	11.0	11.4	4.7	0.8	0.1	3.3	
9	10	Italy	15.7	22.4	27.1	28.7	26.4	27.0		0.8	-0.3	-1.0	-3.6	1.4	-1.5	-0.2	3.0	-4.8	1.4	-4.1	-0.7	-0.4	4.2	
10	12	Brazil	3.9	4.7	16.4	21.3	22.2	25.1	\$	29.5	4.6	12.9	11.2	17.0	16.2	7.6	9.9	1.9	10.5	13.2	-3.1	-5.1	15.9	
11	11	Singapore	4.5	10.1	18.7	21.5	23.6	24.6		6.0	9.3	4.1	6.6	3.5	5.0	1.7				10.4	8.0	9.2	10.7	
12	9	Japan	31.9	27.3	27.9	27.2	27.9	22.0		-11.2	2.4	-3.6	-4.3	-8.9	-4.4	3.6	3.1	0.7	6.9	-2.5	15.0	2.2	-2.5	
13	14	Belgium	9.4	15.0	18.9	20.5	20.2	21.8		3.5	6.5	4.5	7.5	9.0	0.8	3.2	1.6	-0.5	8.1	5.2	7.7	8.3	3.7	
14	13	Korea, Republic of	7.1	15.4	18.8	19.9	20.6	21.7	\$	6.2	3.6	5.0	2.6	5.7	7.0	4.5	3.9	0.9	8.3	2.0	-5.2	2.2	16.9	
15	16	Hong Kong (China)	12.5	13.3	17.4	19.0	20.1	21.0		9.8	5.2	4.7	7.0	0.4	4.1	7.4				8.7	5.3	2.9	4.2	
16	15	Netherlands	12.2	16.2	19.6	20.5	20.2	20.5		-0.4	6.5	-1.8	-1.4	-1.2	-5.1	3.6				4.8	10.8	7.4	1.2	
17	18	Norway	4.6	9.7	13.5	15.8	16.5	18.4		8.3	8.9	12.3	6.5	8.4	14.5	19.8				10.7	6.3	10.9	7.6	
18	17	Saudi Arabia	..	9.1	21.1	17.3	17.0	17.7		-18.3	-1.4	3.7	-3.4	-20.7	8.1	38.3				17.3	12.2	-17.7	-12.0	
19	19	Sweden	8.0	10.5	13.1	15.2	15.8	17.6		5.2	8.0	7.1	3.4	8.1	4.2	13.0				11.0	6.2	6.5	8.7	
20	20	Spain	6.0	15.1	16.8	17.2	15.3	16.3		-2.5	-3.5	2.8	-3.7	-1.0	5.1	8.6	6.1	10.1	9.8	-5.5	3.3	-4.6	-6.0	
21	21	Untd Arab Emirates	3.0	6.2	11.8	13.2	15.1	..		11.8	14.1	..												
22	22	Switzerland	5.4	8.8	11.2	13.7	13.8	14.9		4.2	6.7	6.8	23.8	4.1	-1.5	8.9				3.8	7.3	9.4	4.7	
23	25	Taiwan (pr. of China)	8.1	8.7	9.4	10.1	10.6	12.3	\$	8.1	5.1	15.7	10.9	18.0	17.5	16.3				2.8	4.7	-1.1	15.7	
24	24	Malaysia	2.1	3.7	8.3	10.2	11.5	11.9		16.7	14.3	5.6	8.3	4.4	4.9	5.0				19.2	22.7	12.4	5.4	
25	23	India	2.7	6.2	10.5	13.7	12.3	11.6		33.4	2.9	3.0	-9.5	0.0	16.9	4.6				13.3	8.4	2.2	-9.3	
26	28	Kuwait	2.5	4.5	6.4	8.4	9.0	10.4		25.2	9.2	17.6	6.3	26.7	23.7	15.6								
27	26	Austria	6.3	9.3	10.2	10.5	10.1	10.3		-2.4	3.9	-1.1	-6.0	-3.0	-2.5	11.2				26.3	10.4	-3.1	-6.8	
28	27	Denmark	4.7	6.9	9.0	10.0	9.6	10.1		5.9	3.5	2.1	2.8	2.2	1.6	2.1				5.1	1.9	4.2	3.1	
29	30	Mexico	5.5	7.6	7.3	7.8	8.4	9.1	\$	8.0	7.9	7.2	7.7	3.3	9.9	7.4	14.4	-1.1	9.8	6.8	2.5	8.9	12.5	
30	29	Poland	3.3	5.5	8.6	8.5	8.7	8.7		-3.9	14.5	0.9	-4.0	-1.6	2.6	6.0				30.3	16.4	18.0	-4.0	
31	31	Indonesia	3.2	3.6	6.4	6.3	6.8	7.3	\$	-2.2	8.2	8.2	19.9	12.2	12.1	-4.8				9.4	8.7	7.5	7.7	
32	34	Thailand	2.8	3.8	5.6	5.7	6.2	6.7		-2.1	10.9	5.7	8.7	0.8	7.0	6.6				2.4	16.4	8.2	17.4	
33	38	Qatar	0.3	1.8	0.5	1.8	5.6	6.6		236	213	17.1	1.7	14.0	27.7	23.9				601	167	207	136	
34	32	Iran	0.7	3.7	9.7	9.8	6.6	..	\$	1.3	-33.0	..												
35	33	Philippines	1.6	1.3	3.4	5.4	6.5	6.5	\$	57.1	22.0	-0.5	-15.2	-21.4	3.4	29.1	12.2	39.7	38.4	-12.1	40.4	42.7	21.4	
36	36	Ireland	2.5	6.1	7.1	6.7	5.9	6.1		-10.1	-4.3	-0.1	0.7	-1.9	-0.4	1.7				-21.0	-8.2	10.0	-3.7	
37	35	Nigeria	0.6	0.2	5.6	6.7	6.2	5.9	\$	18.1	-7.0	-4.4	-40.7	-17.5	25.1	38.4				105	43.0	-37.1	-48.9	
38	39	Ukraine	0.5	2.8	3.7	4.5	5.1	5.8	\$	19.2	14.4	12.9	16.1	10.9	10.8	15.2				16.7	16.1	8.6	18.8	
39	37	Argentina	4.4	2.8	4.9	5.5	5.9	5.7	\$	13.6	6.5	-2.9	-5.4	-14.6	3.3	8.4				15.1	18.1	0.6	-9.8	
40	40	Finland	1.9	3.1	4.3	4.9	4.9	5.2		7.7	8.6	3.7	6.0	5.0	4.0	0.0				5.5	6.7	13.3	8.8	
41	42	Turkey	1.7	3.1	5.2	4.9	4.1	4.8	\$	-6.0	-16.2	17.7	47.4	4.7	17.8	11.3	27.8	-9.6	16.7	-36.7	-16.3	-12.2	0.2	
42	41	Czech Rep	1.3	2.4	4.1	4.6	4.3	4.6		3.8	4.4	6.9	-0.9	7.5	13.5	6.6				12.2	-3.0	-0.5	11.3	
43	45	Portugal	2.2	3.1	3.9	4.1	3.8	4.1		0.7	-0.9	5.9	3.2	6.8	7.0	6.3	6.9	5.7	6.2	0.4	-3.7	-2.2	2.4	
44	46	Israel	2.8	2.9	3.7	3.8	3.8	4.0	\$	3.5	-2.2	5.6	13.4	3.9	2.6	7.1				10.3	-3.8	-0.4	-12.7	
45	44	Lebanon	..	2.9	4.5	4.0	3.9	..	\$	-11.3	-1.9	..								-11.2	9.2	-1.5	-3.0	
46	47	New Zealand	1.2	2.7	3.0	3.4	3.7	3.9		3.5	5.2	2.9	-0.9	3.5	4.9	3.3				9.1	2.4	4.0	6.3	
47	48	Luxembourg	1.3	3.0	3.6	3.8	3.6	3.8		1.8	2.2	2.8	4.2	-0.4	2.3	5.7				3.1	1.7	1.6	2.9	
48	43	South Africa	2.1	3.4	5.6	5.2	4.1	3.4	sa	-6.9	-12.2	-0.9	-4.2	8.0	-4.5	-1.9				-13.7	-24.1	-7.4	-2.6	
49	50	Egypt	1.1	1.6	2.2	2.2	2.6	3.0	\$	-1.7	18.9	15.1	11.9	41.0	17.3	-5.7				51.5	18.9	15.5	3.4	
50	49	Colombia	1.1	1.1	1.8	2.2	2.6	3.0	\$	22.8	17.1	13.9	15.9	22.0	19.6	0.9				32.8	10.1	21.3	8.1	

Source: World Tourism Organization (UNWTO) ©

(Data as collected by UNWTO April 2014)

See box at page 'Annex-1' for explanation of abbreviations and signs used



## International Tourism Expenditure (euro billion)

Rank		Full year						Monthly/quarterly data series																
		euro						Local currencies, current prices (% change over same period of the previous year)																
		2000	2005	2010	2011	2012	2013*	Series	11/10	12/11	13*/12	2013*				2012								
'13	'12	(billion)										Q1	Q2	Q3	Q4	Oct	Nov	Dec	Q1	Q2	Q3	Q4		
		World	515	548	702	749	839	873																
1	1	China	14.2	17.5	41.4	52.1	79.4	96.8	\$	32.3	40.5	26.1	39.6	21.2	25.5	20.3					25.0	54.5	46.0	36.1
2	2	United States	70.8	56.2	57.0	56.2	65.0	64.9	sa	3.6	6.7	3.3	0.7	1.8	3.9	7.1	5.9	5.0	10.5	10.7	7.9	4.9	3.5	
3	3	Germany	57.4	59.8	58.9	61.7	63.2	64.7		4.7	2.5	2.3	3.1	3.4	2.3	0.2	0.4	-4.7	6.5	5.9	1.3	3.6	-0.6	
4	5	Russian Federation	9.6	13.6	20.1	23.6	33.3	40.2	\$	23.3	30.1	24.9	24.8	34.2	26.7	13.2					36.0	25.5	28.9	32.3
5	4	United Kingdom	41.6	47.9	37.7	36.6	40.0	39.6	sa	-1.6	2.1	3.5	0.5	3.1	4.2	6.3					3.5	1.1	3.4	0.5
6	6	France	24.5	25.6	29.2	32.3	30.4	31.9		10.3	-5.8	4.9	5.2	0.6	7.7	5.7	30.9	-20.1	11.4	-8.6	-3.5	-1.4	-12.1	
7	7	Canada	13.5	14.5	22.4	24.0	27.3	26.5		7.6	6.2	3.2	4.2	2.7	2.7	3.3					8.0	9.2	3.0	4.2
8	8	Australia	6.9	9.4	17.0	19.6	21.8	21.4		7.9	2.1	8.8	1.1	8.8	13.8	10.6	9.7	11.0	11.4	4.7	0.8	0.1	3.3	
9	10	Italy	17.0	18.0	20.4	20.6	20.5	20.3		0.8	-0.3	-1.0	-3.6	1.4	-1.5	-0.2	3.0	-4.8	1.4	-4.1	-0.7	-0.4	4.2	
10	12	Brazil	4.2	3.8	12.4	15.3	17.3	18.9	\$	29.5	4.6	12.9	11.2	17.0	16.2	7.6	9.9	1.9	10.5	13.2	-3.1	-5.1	15.9	
11	11	Singapore	4.9	8.1	14.1	15.4	18.4	18.5		6.0	9.3	4.1	6.6	3.5	5.0	1.7				10.4	8.0	9.2	10.7	
12	9	Japan	34.5	22.0	21.0	19.5	21.7	16.6		-11.2	2.4	-3.6	-4.3	-8.9	-4.4	3.6	3.1	0.7	6.9	-2.5	15.0	2.2	-2.5	
13	14	Belgium	10.2	12.0	14.3	14.8	15.7	16.4		3.5	6.5	4.5	7.5	9.0	0.8	3.2	1.6	-0.5	8.1	5.2	7.7	8.3	3.7	
14	13	Korea, Republic of	7.7	12.4	14.2	14.3	16.1	16.3	\$	6.2	3.6	5.0	2.6	5.7	7.0	4.5	3.9	0.9	8.3	2.0	-5.2	2.2	16.9	
15	16	Hong Kong (China)	13.5	10.7	13.1	13.7	15.6	15.8		9.8	5.2	4.7	7.0	0.4	4.1	7.4				8.7	5.3	2.9	4.2	
16	15	Netherlands	13.2	13.0	14.8	14.7	15.7	15.4		-0.4	6.5	-1.8	-1.4	-1.2	-5.1	3.6				4.8	10.8	7.4	1.2	
17	18	Norway	5.0	7.8	10.2	11.3	12.9	13.9		8.3	8.9	12.3	6.5	8.4	14.5	19.8				10.7	6.3	10.9	7.6	
18	17	Saudi Arabia	..	7.3	15.9	12.4	13.2	13.3		-18.3	-1.4	3.7	-3.4	-20.7	8.1	38.3				17.3	12.2	-17.7	-12.0	
19	19	Sweden	8.7	8.5	9.8	11.0	12.3	13.2		5.2	8.0	7.1	3.4	8.1	4.2	13.0				11.0	6.2	6.5	8.7	
20	20	Spain	6.5	12.1	12.7	12.3	11.9	12.2		-2.5	-3.5	2.8	-3.7	-1.0	5.1	8.6	6.1	10.1	9.8	-5.5	3.3	-4.6	-6.0	
21	21	Untd Arab Emirates	3.3	5.0	8.9	9.5	11.7	..		11.8	14.1	..												
22	22	Switzerland	5.9	7.1	8.4	9.8	10.7	11.2		4.2	6.7	6.8	23.8	4.1	-1.5	8.9				3.8	7.3	9.4	4.7	
23	25	Taiwan (pr. of China)	8.8	7.0	7.1	7.3	8.3	9.3	\$	8.1	5.1	15.7	10.9	18.0	17.5	16.3				2.8	4.7	-1.1	15.7	
24	24	Malaysia	2.2	3.0	6.3	7.3	9.0	9.0		16.7	14.3	5.6	8.3	4.4	4.9	5.0				19.2	22.7	12.4	5.4	
25	23	India	2.9	5.0	7.9	9.8	9.6	8.7		33.4	2.9	3.0	-9.5	0.0	16.9	4.6				13.3	8.4	2.2	-9.3	
26	28	Kuwait	2.7	3.6	4.9	6.0	7.0	7.9		25.2	9.2	17.6	6.3	26.7	23.7	15.6								
27	26	Austria	6.8	7.5	7.7	7.5	7.8	7.7		-2.4	3.9	-1.1	-6.0	-3.0	-2.5	11.2				26.3	10.4	-3.1	-6.8	
28	27	Denmark	5.1	5.5	6.8	7.2	7.5	7.6		5.9	3.5	2.1	2.8	2.2	1.6	2.1				5.1	1.9	4.2	3.1	
29	30	Mexico	6.0	6.1	5.5	5.6	6.6	6.8	\$	8.0	7.9	7.2	7.7	3.3	9.9	7.4	14.4	-1.1	9.8	6.8	2.5	8.9	12.5	
30	29	Poland	3.6	4.5	6.5	6.1	6.8	6.5		-3.9	14.5	0.9	-4.0	-1.6	2.6	6.0				30.3	16.4	18.0	-4.0	
31	31	Indonesia	3.5	2.9	4.8	4.5	5.3	5.5	\$	-2.2	8.2	8.2	19.9	12.2	12.1	-4.8				9.4	8.7	7.5	7.7	
32	34	Thailand	3.0	3.1	4.2	4.1	4.8	5.0		-2.1	10.9	5.7	8.7	0.8	7.0	6.6				2.4	16.4	8.2	17.4	
33	38	Qatar	0.3	1.4	0.4	1.3	4.4	5.0		236	213	17	1.7	14.0	27.7	23.9				601	167	207	136	
34	32	Iran	0.7	3.0	7.3	7.0	5.1	..	\$	1.3	-33.0	..												
35	33	Philippines	1.8	1.0	2.6	3.9	5.1	4.9	\$	57.1	22.0	-0.5	-15.2	-21.4	3.4	29.1	12.2	39.7	38.4	-12.1	40.4	42.7	21.4	
36	36	Ireland	2.8	4.9	5.4	4.8	4.6	4.6		-10.1	-4.3	-0.1	0.7	-1.9	-0.4	1.7				-21.0	-8.2	10.0	-3.7	
37	35	Nigeria	0.6	0.2	4.2	4.8	4.8	4.5	\$	18.1	-7.0	-4.4	-40.7	-17.5	25.1	38.4				105	43.0	-37.1	-48.9	
38	39	Ukraine	0.5	2.3	2.8	3.2	4.0	4.3	\$	19.2	14.4	12.9	16.1	10.9	10.8	15.2				16.7	16.1	8.6	18.8	
39	37	Argentina	4.8	2.2	3.7	4.0	4.6	4.3	\$	13.6	6.5	-2.9	-5.4	-14.6	3.3	8.4				15.1	18.1	0.6	-9.8	
40	40	Finland	2.0	2.5	3.3	3.5	3.8	3.9		7.7	8.6	3.7	6.0	5.0	4.0	0.0				5.5	6.7	13.3	8.8	
41	42	Turkey	1.9	2.5	3.9	3.5	3.2	3.6	\$	-6.0	-16.2	17.7	47.4	4.7	17.8	11.3	27.8	-9.6	16.7	-36.7	-16.3	-12.2	0.2	
42	41	Czech Rep	1.4	1.9	3.1	3.3	3.3	3.5		3.8	4.4	6.9	-0.9	7.5	13.5	6.6				12.2	-3.0	-0.5	11.3	
43	45	Portugal	2.4	2.5	3.0	3.0	2.9	3.1		0.7	-0.9	5.9	3.2	6.8	7.0	6.3	6.9	5.7	6.2	0.4	-3.7	-2.2	2.4	
44	46	Israel	3.0	2.3	2.8	2.8	2.9	3.0	\$	3.5	-2.2	5.6	13.4	3.9	2.6	7.1				10.3	-3.8	-0.4	-12.7	
45	44	Lebanon	..	2.3	3.4	2.9	3.1	..	\$	-11.3	-1.9	..								-11.2	9.2	-1.5	-3.0	
46	47	New Zealand	1.3	2.2	2.3	2.5	2.9	2.9		3.5	5.2	2.9	-0.9	3.5	4.9	3.3				9.1	2.4	4.0	6.3	
47	48	Luxembourg	1.4	2.4	2.7	2.7	2.8	2.9		1.8	2.2	2.8	4.2	-0.4	2.3	5.7				3.1	1.7	1.6	2.9	
48	43	South Africa	2.3	2.7	4.2	3.8	3.2	2.6	sa	-6.9	-12.2	-0.9	-4.2	8.0	-4.5	-1.9				-13.7	-24.1	-7.4	-2.6	
49	50	Egypt	1.2	1.3	1.7	1.6	2.0	2.3	\$	-1.7	18.9	15.1	11.9	41.0	17.3	-5.7				51.5	18.9	15.5	3.4	
50	49	Colombia	1.1	0.9	1.4	1.6	2.0	2.3	\$	22.8	17.1	13.9	15.9	22.0	19.6	0.9				32.8	10.1	21.3	8.1	

Source: World Tourism Organization (UNWTO) ©

(Data as collected by UNWTO April 2014)

See box at page 'Annex-1' for explanation of abbreviations and signs used

## Countries by major surplus on the travel balance

Rank '13 '12	International Tourism Receipts					International Tourism Expenditure					Balance				
	(US\$ billion)			share per capita		(US\$ billion)			share per capita		(US\$ billion)			per capita	
	2011	2012	2013*	2013*	(US\$)	2011	2012	2013*	2013*	(US\$)	2011	2012	2013*	2013*	
	<b>World</b>	1,042	1,078	1,159	100	163	1,042	1,078	1,159	100	163	0	0	0	0
1	1 United States	115.6	126.2	139.6	12.0	441	78.2	83.5	86.2	7.4	273	37.3	42.8	53.3	169
2	2 Macao (China)	38.5	43.7	51.6	4.5	103,241	1.4	1.6	..	..	..	37.1	42.1	..	..
3	3 Spain	60.0	56.3	60.4	5.2	1,297	17.2	15.3	16.3	1.4	349	42.8	41.0	44.2	948
4	4 Thailand	27.2	33.8	42.1	3.6	617	5.7	6.2	6.7	0.6	98	21.5	27.6	35.4	519
5	5 Turkey	25.1	25.3	28.0	2.4	366	4.9	4.1	4.8	0.4	63	20.2	21.3	23.2	303
6	8 Hong Kong (China)	28.5	33.1	38.9	3.4	5,375	19.0	20.1	21.0	1.8	2,901	9.4	13.0	17.9	2,474
7	6 Italy	43.0	41.2	43.9	3.8	736	28.7	26.4	27.0	2.3	452	14.3	14.8	16.9	284
8	7 France	54.8	53.6	56.1	4.8	881	44.9	39.1	42.4	3.7	665	9.8	14.5	13.7	216
9	9 Greece	14.6	13.4	15.9	1.4	1,440	3.2	2.4	2.4	0.2	221	11.5	11.0	13.5	1,219
10	10 Austria	19.9	18.9	20.1	1.7	2,370	10.5	10.1	10.3	0.9	1,211	9.4	8.8	9.8	1,159
11	11 Malaysia	19.7	20.2	21.0	1.8	710	10.2	11.5	11.9	1.0	403	9.5	8.7	9.1	306
12	12 Croatia	9.2	8.8	9.6	0.8	2,232	0.9	0.9	0.9	0.1	210	8.3	7.9	8.7	2,022
13	14 Portugal	11.3	11.1	12.3	1.1	1,157	4.1	3.8	4.1	0.4	390	7.2	7.3	8.1	767
14	16 India	17.7	18.0	18.4	1.6	15	13.7	12.3	11.6	1.0	9	4.0	5.6	6.8	5
15	15 South Africa	9.5	10.0	9.2	0.8	174	5.2	4.1	3.4	0.3	65	4.3	5.9	5.8	110
16	17 Morocco	7.3	6.7	6.9	0.6	209	1.3	1.3	1.3	0.1	40	6.0	5.4	5.5	168
17	18 Vietnam	5.7	6.8	7.5	0.6	84	1.7	1.9	2.0	0.2	23	4.0	5.0	5.5	61
18	20 Mexico	11.9	12.7	13.8	1.2	117	7.8	8.4	9.1	0.8	76	4.0	4.3	4.8	40
19	19 Dominican Rp	4.4	4.7	5.1	0.4	491	0.4	0.4	0.4	0.0	36	4.0	4.3	4.7	455
20	22 New Zealand	7.3	7.1	7.5	0.6	1,668	3.4	3.7	3.9	0.3	864	3.9	3.4	3.6	805
21	24 Hungary	5.6	4.8	5.1	0.4	517	2.5	2.0	1.9	0.2	197	3.1	2.9	3.2	320
22	23 Jordan	3.4	4.1	4.1	0.4	629	1.2	1.1	1.1	0.1	165	2.3	2.9	3.0	464
23	13 Egypt	8.7	9.9	6.0	0.5	72	2.2	2.6	3.0	0.3	36	6.5	7.3	3.0	36
24	21 Australia	31.3	31.7	31.0	2.7	1,335	27.3	28.0	28.4	2.4	1,223	4.1	3.8	2.6	112
25	28 Puerto Rico	3.1	3.2	3.3	0.3	809	0.8	0.8	0.8	0.1	190	2.3	2.4	2.6	619

Source: World Tourism Organization (UNWTO) ©

(Data as collected by UNWTO April 2014)



# World Tourism Organization UNWTO Publications

## UNWTO World Tourism Barometer

The UNWTO World Tourism Barometer aims at providing all those involved in tourism with up-to-date statistics and adequate analysis, in a timely fashion. Issues cover short-term tourism trends, a retrospective and prospective evaluation of current tourism performance by the UNWTO Panel of Experts, and a summary of economic data relevant for tourism. The information is updated throughout the year.

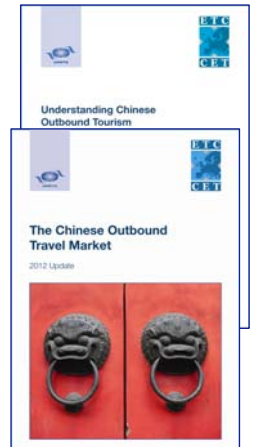
Available in English, French, Spanish and Russian



## The Chinese Outbound Travel Market and Understanding Chinese Outbound Tourism

China is the fastest-growing tourism source market in the world and the top international tourism spender since 2012. In view of the worldwide interest in this market, ETC and UNWTO have prepared two joint reports on this subject: *The Chinese Outbound Travel Market – 2012 Update*, which offers an overview of the features and rapid evolution of the Chinese outbound tourism market, and *Understanding Chinese Outbound Tourism – What the Chinese Blogosphere is Saying about Europe*, which analyses the trends, themes and behaviour of Chinese tourists based on the analysis of online social media and internet searches.

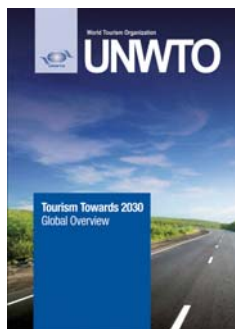
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## Tourism Towards 2030

UNWTO Tourism Towards 2030 is UNWTO's long-term outlook and assessment of future tourism trends from 2010 to 2030. It is a broad research project building on UNWTO's on-going work in the field of long-term forecasting, initiated in the 1990s. Key outputs of the study are quantitative projections for international tourism flows up until 2030, based on data series on international tourist arrivals by subregion of destination, region of origin and mode of transport for the period 1980-2010.

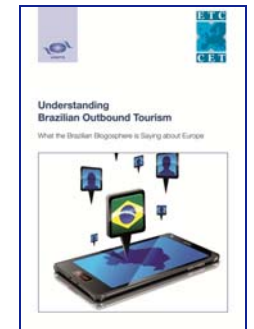
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## Understanding Brazilian Outbound Tourism – What the Brazilian blogosphere is saying about Europe

With over 70 million internet users in 2012, Brazil has Latin America's biggest population of 'netizens' or social media users, the 5th largest in the world. An increasing number of National Tourist Organizations (NTO's) are interested in targeting this important market through websites, blogs and other social media. This joint research project by ETC and UNWTO analyses the trends, themes and behaviour of Brazilian tourists in Europe based on internet searches and social media activity.

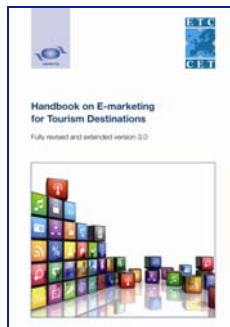
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## Handbook on E-Marketing for Tourism Destinations (revised version)

This UNWTO/ETC fully revised and extended version 3.0 covers all essential aspects of an e-marketing strategy including strategic planning, branding measures, content-building, search engine optimization, e-commerce and email marketing. It also provides practical information on latest trends and developments in mobile marketing and social media, as well as detailed insight into the measurement of effective e-marketing strategies using the latest technologies.

Available in English



## Compendium of Tourism Statistics, 2014 Edition, Data 2008–2012

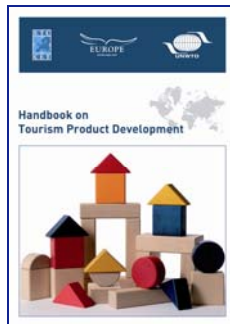
The Compendium of Tourism Statistics provides data and indicators on inbound, outbound and domestic tourism, as well as on the number and types of tourism industries, the number of employees by tourism industries, and macroeconomic indicators related to international tourism. The 2014 edition presents data for 203 countries from 2008 to 2012, with methodological notes in English, French and Spanish.



## Handbook on Tourism Product Development

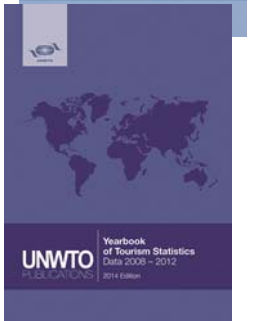
The UNWTO/ETC Handbook on Tourism Product Development outlines the essential elements in the process of tourism product development planning and implementation. It demonstrates a range of successful approaches and case studies from around the world and sets out best practice examples and benchmarks by which destinations can assess their own product development system and methods.

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## Yearbook of Tourism Statistics, 2014 Edition, Data 2008–2012

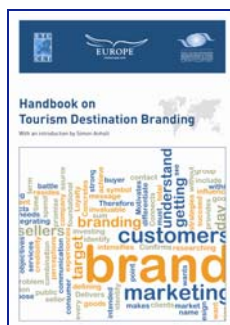
The Yearbook of Tourism Statistics focuses on inbound tourism-related data (total arrivals and overnight stays), broken down by country of origin. The 2014 edition presents data for 197 countries from 2008 to 2012, with methodological notes in English, French and Spanish.



## Handbook on Tourism Destination Branding

This handbook is a recognition by UNWTO and ETC of the value of successfully building and managing a destination's brand. With an Introduction by Simon Anholt, the handbook presents a step-by-step guide to the branding process, accompanied by strategies for brand management. Given case studies illustrate concepts, present best practices from around the world and provide fresh insight into destination branding.

Available in English and Spanish



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