



UPDATED

Tourism Highlights 2001

- Spurred on by a strong global economy and special events held to commemorate the new millennium, world tourism grew by an estimated 7.4 per cent in 2000—its highest growth rate in nearly a decade and almost double the increase of 1999.
- According to results received by WTO through August 2001 the total number of international arrivals reached a record 699 million in 2000. In other words, nearly 50 million more arrivals were recorded, the same number of new tourists as a major destinations such as Spain or the United States receive in the entire year.
- Europe—which accounts for 58 per cent of international tourism—grew by an impressive 6.1 per cent to 403 million arrivals, nearly 25 million more trips than one year earlier.
- All regions of the world hosted more tourists in 2000, although the fastest developing region continued to be East Asia and the Pacific with a growth rate of 14.7 per cent and some 14 million more tourists than 1999.
- Receipts from international tourism climbed to US\$ 476 billion in 2000, an increase of 4.5 per cent over the previous year. Worldwide the average receipt per arrival amounted to US\$ 680.
- Expectations for 2001 are for a more moderate pace of growth. Given the cooler economic climate it would be a good result if the tourism sector could consolidate the record growth of 2000 and add a modest increase.

**International
Tourist
Arrivals**

	(million)		Growth rate (%)		Market share (%)	
	1999	2000	1999/1998	2000/1999	1999	2000
World	650.4	698.8	3.8	7.4	100	100
Africa	26.5	27.6	6.4	4.4	4.1	4.0
Americas	122.2	129.0	2.3	5.5	18.8	18.5
East Asia / Pacific	97.6	111.9	10.8	14.7	15.0	16.0
Europe	380.2	403.3	1.7	6.1	58.5	57.7
Middle East	18.2	20.6	20.3	12.9	2.8	2.9
South Asia	5.8	6.4	10.7	11.0	0.9	0.9

Source: World Tourism Organization (WTO)

(Data collected through August 2001)

Europe and the Americas are the main tourist-receiving regions. But since other regions are growing at a faster pace, their respective shares in the world total show a declining tendency. In 2000 Europe accounted for 58 per cent and the Americas for 18 per cent. East Asia and the Pacific is the region which has most benefited from this transformation of the market. Historical data show that this region experienced the highest growth rate, having obtained a 16 per cent share of the world market in 2000.



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THE WORLD TOURISM ORGANIZATION is the only intergovernmental organization that serves as a global forum for tourism policy and issues. Its Members include 139 countries and territories as well as over 350 Affiliate Members from the public and private sectors. WTO's mission is to promote and develop tourism as a significant means of fostering international peace and understanding, economic development and international trade.

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World's Top

15 Tourism

Destinations

Rank		International Tourist Arrivals (million)		% Change 2000/1999	Market share (%) 2000
		1999	2000		
1	France	73.0	75.5	3.4	10.8
2	United States	48.5	50.9	4.9	7.3
3	Spain	46.8	48.2	3.0	6.9
4	Italy	36.5	41.2	12.8	5.9
5	China	27.0	31.2	15.5	4.5
6	United Kingdom	25.4	25.2	-0.8	3.6
7	Russian Federation	18.5	21.2	14.5	3.0
8	Mexico	19.0	20.6	8.4	3.0
9	Canada	19.5	20.4	4.9	2.9
10	Germany	17.1	19.0	10.9	2.7
11	Austria	17.5	18.0	2.9	2.6
12	Poland	18.0	17.4	-3.1	2.5
13	Hungary	14.4	15.6	8.1	2.2
14	Hong Kong (China)	11.3	13.1	15.3	1.9
15	Greece	12.2	12.5	2.8	1.8

Source: World Tourism Organization (WTO)

(Data collected through August 2001)

International

Tourism

Receipts

	(US\$ billion)		Growth rate (%)		Market share (%) 2000	Receipts per Arrival (US\$) 2000
	1999	2000	1999/1998	2000/1999		
World	455.4	475.8	2.9	4.5	100	680
Africa	10.3	10.7	3.6	3.7	2.2	385
Americas	122.4	136.4	4.4	11.5	28.7	1060
East Asia and the Pacific	75.2	82.5	6.4	9.6	17.3	735
Europe	233.1	231.5	0.6	-0.7	48.6	575
Middle East	9.8	9.7	12.4	-1.6	2.0	470
South Asia	4.6	5.1	7.1	11.1	1.1	795

Source: World Tourism Organization (WTO)

(Data collected through August 2001)

In 2000, the receipts registered for international tourism amounted to over US\$ 1 billion per year in 59 countries and territories out of approximately 200. The United States is the unchallenged leader with US\$ 85 billion in international tourism receipts. Three important Mediterranean destinations –Spain, France and Italy– made around US\$ 30 billion each. The United Kingdom registered US\$ 20 billion and, Germany, China, Austria and Canada earned over US\$ 10 billion each.

World's Top

15 Tourism

Earners

Rank		International Tourism Receipts (US\$ billion)		% Change 2000/1999	Market share (%) 2000
		1999	2000		
1	United States	74.9	85.2	13.7	17.9
2	Spain	32.4	31.0	-4.3	6.5
3	France	31.5	29.9	-5.1	6.3
4	Italy	28.4	27.4	-3.2	5.8
5	United Kingdom	20.2	19.5	-3.4	4.1
6	Germany	16.7	17.8	6.5	3.7
7	China	14.1	16.2	15.1	3.4
8	Austria	12.5	11.4	-8.7	2.4
9	Canada	10.2	10.8	5.9	2.3
10	Greece	8.8	9.2	5.0	1.9
11	Australia	8.0	8.4	5.3	1.8
12	Mexico	7.2	8.3	14.8	1.7
13	Hong Kong (China)	7.2	7.9	9.4	1.7
14	Turkey	5.2	7.6	46.8	1.6
15	Russian Federation	7.5	-		

Source: World Tourism Organization (WTO)

(Data collected through August 2001)

Africa

Africa increased its international arrivals by an estimated 4.4 per cent in 2000. While Zambia, Algeria, Mauritius, Morocco, Nigeria and Tunisia all enjoyed strong growth, two of Africa's biggest destinations stagnated or suffered—South Africa and Zimbabwe.

Series ¹	International Tourist Arrivals						International Tourism Receipts					
	(1000)		Growth rate (%)		Market share (%)		(US\$ million)		Growth rate (%)		Market Share (%)	
	1999	2000	99/98	00/99	1999	2000	1998	1999	2000	99/98	00/99	1999
Africa	26,469	27,621	6.4	4.4	100	100	9,933	10,295		3.6		100
South Africa VF	6,026	6,001	2.2	-0.4	22.8	21.7	2,738	2,526		-7.7		24.5
Tunisia TF	4,832	5,057	2.4	4.7	18.3	18.3	1,557	1,563	1,496	0.4	-4.3	15.2
Morocco TF	3,817	4,113	17.7	7.8	14.4	14.9	1,712	1,880	2,040	9.8	8.5	18.3
Zimbabwe TF	2,103	1,868	5.9	-11.2	7.9	6.8	177	202		14.1		2.0
Algeria VF	749	866	10.5	15.6	2.8	3.1	24			33.7		2.3
Nigeria TF	776	813	5.0	4.8	2.9	2.9	142					
Mauritius TF	578	656	3.6	13.5	2.2	2.4	503	545	585	8.3	7.3	5.3
Zambia TF	456	574	26.0	25.9	1.7	2.1	75	85	91	13.3	7.1	0.8

Source: World Tourism Organization (WTO)

(Data collected through August 2001)

Americas

Americas recorded its fastest growth in the Caribbean (7.5%), while North and Central America also showed solid increases, of 5.7 per cent and 7 per cent respectively. Despite the strength of the US dollar, international arrivals to the United States were up by 4.9 per cent due to continuing growth from major overseas markets.

Series ¹	International Tourist Arrivals						International Tourism Receipts					
	(1000)		Growth rate (%)		Market share (%)		(US\$ million)		Growth rate (%)		Market Share (%)	
	1999	2000	99/98	00/99	1999	2000	1999	2000	99/98	00/99	1999	
Americas	122,217	128,993	2.3	5.5	100	100	122,366		4.4		100	
United States TF	48,491	50,891	4.5	4.9	39.7	39.5	74,881	85,153		5.0	13.7	61.2
Mexico TF	19,043	20,643	-1.8	8.4	15.6	16.0	7,223	8,295		-3.6	14.8	5.9
Canada TF	19,465	20,423	3.2	4.9	15.9	15.8	10,171	10,768		8.2	5.9	8.3
Brazil TF	5,107	5,313	6.0	4.0	4.2	4.1	3,994	4,228		8.6	5.9	3.3
Puerto Rico TF-Air	3,024	3,341	-11.0	10.5	2.5	2.6	2,138	2,541		-4.3	18.8	1.7
Argentina TF	2,898	2,991	-3.8	3.2	2.4	2.3	2,812	2,903		-2.6	3.2	2.3
Dominican Rp TF-Air	2,649	2,977	14.7	12.4	2.2	2.3	2,524	2,918		17.8	15.6	2.1
Uruguay TF	2,073	1,968	-4.2	-5.1	1.7	1.5	653	652		-6.0	-0.2	0.5
Chile TF	1,622	1,742	-7.8	7.4	1.3	1.4	898	827		-15.4	-7.9	0.7
Cuba TF-Air	1,561	1,700	12.3	8.9	1.3	1.3	1,714	1,756		9.1	2.5	1.4

Source: World Tourism Organization (WTO)

(Data collected through August 2001)

East Asia and the Pacific

East Asia/Pacific saw growth in tourist arrivals that was driven by big increases in China and its special administrative regions of Hong Kong and Macao. Southeast Asia—especially Thailand, Malaysia, Cambodia and Viet Nam—is becoming one of the world's favourite tourism destinations with demand outstripping tourist facilities. Australia enjoyed its own tourism boom due to the Sydney Olympics and surrounding publicity.

Series ¹	International Tourist Arrivals						International Tourism Receipts					
	(1000)		Growth rate (%)		Market share (%)		(US\$ million)		Growth rate (%)		Market Share (%)	
	1999	2000	99/98	00/99	1999	2000	1999	2000	99/98	00/99	1999	
East Asia and the Pacific	97,566	111,894	10.8	14.7	100	100	75,239		6.4		100	
China TF	27,047	31,229	7.9	15.5	27.7	27.9	14,098	16,231		11.9	15.1	18.7
Hong Kong (China) VF	11,328	13,059	11.5	15.3	11.6	11.7	7,210	7,886		-3.8	9.4	9.6
Malaysia TF	7,931	10,222	42.9	28.9	8.1	9.1	3,540	4,563		44.1	28.9	4.7
Thailand TF	8,651	9,509	10.3	9.9	8.9	8.5	6,695	7,119		12.8	6.3	8.9
Macao (China) TF	5,050	6,682	11.8	32.3	5.2	6.0	2,466	3,083		-6.5	25.0	3.3
Korea, Republic of VF	4,660	5,322	9.6	14.2	4.8	4.8	6,802	6,609		-0.9	-2.8	9.0
Indonesia TF	4,728	5,064	2.6	7.1	4.8	4.5	4,710	5,749		8.8	22.1	6.3
Australia VF	4,459	4,946	7.0	10.9	4.6	4.4	8,017	8,442		9.3	5.3	10.7
Japan TF	4,438	4,757	8.1	7.2	4.5	4.3	3,428	3,374		-8.4	-1.6	4.6

Source: World Tourism Organization (WTO)

(Data as collected through August 2001)

Europe

Europe was the star performer of world tourism in 2000, with tourists attracted to Germany for Expo 2000 and to Italy for the Vatican Jubilee. Eastern European countries recovered following the war in Kosovo and Turkey recuperated after two years of declining tourism due to instability and natural disasters.

Regional

Results

Series ¹	International Tourist Arrivals						International Tourism Receipts				
	(1000)		Growth rate (%)		Market share (%)		(US\$ million)		Growth rate (%)		Market Share (%)
	1999	2000	99/98	00/99	1999	2000	1999	2000	99/98	00/99	1999
Europe	380,186	403,303	1.7	6.1	100	100	233,067		0.6		100
France TF	73,042	75,500	4.3	3.4	19.2	18.7	31,507	29,900	5.3	-5.1	13.5
Spain TF	46,776	48,201	7.8	3.0	12.3	12.0	32,400	31,000	8.6	-4.3	13.9
Italy TF	36,516	41,182	4.5	12.8	9.6	10.2	28,359	27,439	-5.0	-3.2	12.2
United Kingdom VF	25,396	25,191	-1.4	-0.8	6.7	6.2	20,223	19,544	-3.6	-3.4	8.7
Russian Fed VF	18,496	21,169	17.0	14.5	4.9	5.2	7,510		15.4		3.2
Germany TCE	17,116	18,983	3.7	10.9	4.5	4.7	16,730	17,812	-0.2	6.5	7.2
Austria TCE	17,467	17,982	0.7	2.9	4.6	4.5	12,533	11,440	-0.8	-8.7	5.4
Poland TF	17,950	17,400	-4.4	-3.1	4.7	4.3	6,100	6,100	-23.2	0.0	2.6
Hungary VF/2	14,402	15,571	-14.3	8.1	3.8	3.9	3,394	3,424	-3.4	0.9	1.5
Greece TF	12,164	12,500	11.4	2.8	3.2	3.1	8,783	9,221	41.9	5.0	3.8
Portugal TF	11,632	12,037	3.0	3.5	3.1	3.0	5,131	5,206	-3.2	1.5	2.2
Switzerland TF	10,700	11,400	-1.8	6.5	2.8	2.8	7,739	7,303	-2.9	-5.6	3.3
Netherlands TCE	9,881	10,200	6.0	3.2	2.6	2.5	7,092	6,951	4.5	-2.0	3.0
Turkey TF	6,893	9,587	-23.1	39.1	1.8	2.4	5,203	7,636	-27.5	46.8	2.2

Source: World Tourism Organization (WTO)

(Data collected through August 2001)

Middle East

Middle East tourism was set for its best year ever as tourists flocked to historic sites associated with the life of Jesus Christ on the 2000th anniversary of his birth. In the first nine months of the year, arrivals were up by as much as 20 per cent, but the region ended the year with a lower—yet vigorous—growth rate of 13 per cent due to the renewed violence in the last quarter of the year. The ongoing strong growth of Egypt is another substantial factor in the region's expansion.

Series ¹	International Tourist Arrivals						International Tourism Receipts				
	(1000)		Growth rate (%)		Market share (%)		(US\$ million)		Growth rate (%)		Market Share (%)
	1999	2000	99/98	00/99	1999	2000	1999	2000	99/98	00/99	1999
Middle East	18,219	20,568	20.3	12.9	100	100	9,835		12.4		100
Egypt TF	4,489	5,116	39.7	14.0	24.6	24.9	3,903	4,345	52.2	11.3	39.7
Dubai THS	3,027		19.0		16.6		713		14.1		7.2
Bahrain TF	1,991		13.8		10.9		408	11.5			4.1
Jordan TF	1,358	1,427	8.1	5.1	7.5	6.9	795	722	2.8	-9.2	8.1
Syria THS	916		24.3		5.0		1,360	474	14.3	-65.1	13.8

Source: World Tourism Organization (WTO)

(Data collected through August 2001)

South Asia

South Asia is another of the success stories of 2000, with tourist arrivals growing by 11 per cent—nearly four points above the world average. Although it did not host any world renowned events, tourists are increasingly seeking out its exotic destinations—especially Iran and India.

Series ¹	International Tourist Arrivals						International Tourism Receipts				
	(1000)		Growth rate (%)		Market share (%)		(US\$ million)		Growth rate (%)		Market share (%)
	1999	2000	99/98	00/99	1999	2000	1999	2000	99/98	00/99	1999
South Asia	5,777	6,415	10.7	11.0	100	100	4,575		7.1		100
India TF	2,482	2,641	5.2	6.4	43.0	41.2	3,009	3,296	2.1	9.5	65.8
Iran TF	1,321	1,700	31.1	28.7	22.9	26.5	662	850	38.8	28.4	14.5
Pakistan TF	432	543	0.7	25.7	7.5	8.5	76	86	-22.4	13.2	1.7
Maldives TF-Air	430	467	8.6	8.6	7.4	7.3	325	344	7.3	5.8	7.1
Nepal TF	492	451	6.0	-8.3	8.5	7.0	168		9.8		3.7
Sri Lanka TF	436	400	14.4	-8.3	7.5	6.2	275	253	19.0	-8.0	6.0

Source: World Tourism Organization (WTO)

(Data as collected through August 2001)

¹TF: International tourist arrivals at frontiers (excluding same-day visitors); VF: International visitor arrivals at frontiers (including tourists and same-day visitors); THS: International tourist arrivals at hotels and similar establishments; TCE: International tourist arrivals at collective tourism establishments.

International

Tourism

Expenditure

World's

Top 15

Tourism

Spenders

In 2000, 46 countries recorded more than US\$ 1 billion in international tourism expenditure, with the big industrial economies clearly in the lead. The United States, Germany, the United Kingdom and Japan top the list with spending ranging from US\$ 31 billion to US\$ 65 billion per year. These four countries represent over one-third of total international tourism expenditure. They are followed by France, Italy, Canada, and the Netherlands. Each of these countries spends between US\$ 12 and 17 billion, adding up to 12 per cent of total international tourism expenditure.

Rank		International Tourism Expenditure (US\$ billion)		% Change	Market share (%)
		1999	2000	2000/1999	2000
1	United States	59.4	65.0	9.6	13.7
2	Germany	48.5	47.6	-1.8	10.0
3	United Kingdom	35.6	36.6	2.6	7.7
4	Japan	32.8	31.5	-4.0	6.6
5	France	18.6	17.2	-7.9	3.6
6	Italy	16.9	15.5	-8.6	3.2
7	Canada	11.3	12.4	9.4	2.6
8	Netherlands	11.4	11.8	4.0	2.5
9	China	10.9	-		
10	Belgium/Luxembourg	10.1	-		
11	Austria	9.8	9.3	-5.6	1.9
12	Sweden	7.6	-		
13	Russian Federation	7.4	-		
14	Republic of Korea	4.0	6.4	60.4	1.3
15	Switzerland	6.8	6.3	-7.8	1.3

Source: World Tourism Organization (WTO)

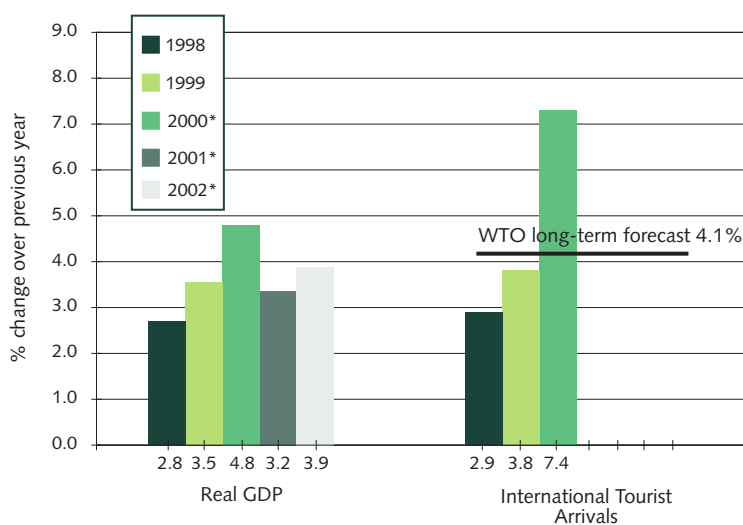
(Data collected through August 2001)

Short-term

Prospects

The tourism sector in the upcoming year is not expected to perform quite as well as the event filled year of 2000. The world economy was also remarkably strong in 2000, with world economic output as measured in Gross Domestic Product (GDP) growing by an extraordinary rate of almost 5 per cent. As a result disposable income increased and boosted discretionary spending on tourism. However, growth rates reached in 2000 for both tourism and economic output are not sustainable in the longer run and should be considered as exceptions.

World, Actual and Projected Growth Rates

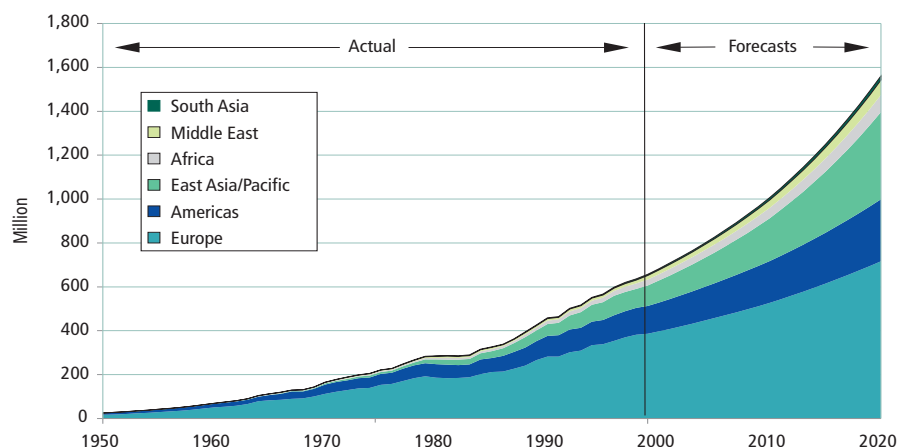


Source: International Monetary Fund, World Tourism Organization

For the tourism sector it would be a good result to consolidate the growth of the year 2000 and to increase by a more modest rate in the upcoming year. Initially, for 2001 a growth rate is anticipated around or somewhat below the 4.1 per cent average annual growth rate that is projected in WTO's long-term forecast *Tourism 2020 Vision* for the period up to 2020.

Tourism 2020 Vision is the World Tourism Organization's long-term forecast and assessment of the development of tourism up to the first 20 years of the new millennium. An essential outcome of the *Tourism 2020 Vision* are quantitative forecasts covering a 25 years period, with 1995 as base year and forecasts for 2000, 2010 and 2020.

International Tourist Arrivals, 1950-2020



Source: World Tourism Organization (WTO)

WTO's *Tourism 2020 Vision* forecasts that international arrivals are expected to reach over 1.56 billion by the year 2020. Of these worldwide arrivals in 2020, 1.18 billion will be intraregional and 377 million will be long-haul travellers.

The total tourist arrivals by region shows that by 2020 the top three receiving regions will be Europe (717 million tourists), East Asia and the Pacific (397 million) and Americas (282 million), followed by Africa, the Middle East and South Asia.

East Asia and the Pacific, South Asia, the Middle East and Africa are forecasted to record growth at rates of over 5 percent per year, compared to the world average of 4.1 per cent. The more mature regions Europe and Americas are anticipated to show lower than average growth rates.

Europe will maintain the highest share of world arrivals, although there will be a decline from 60 per cent in 1995 to 46 per cent in 2020. By 2010 the Americas will lose its number two position to the East Asia and the Pacific region which will receive 25 per cent of world arrivals in 2020 with the Americas decreasing from 19 per cent in 1995 to 18 per cent in 2020.

International Tourist Arrivals by Region (millions)

	Base Year	Forecasts		Average Annual Growth Rate (%) 1995-2020	Market share (%)	
	1995	2010	2020		1995	2020
Total	565.4	1,006.4	1,561.1	4.1	100	100
Africa	20.2	47.0	77.3	5.5	3.6	5.0
Americas	108.9	190.4	282.3	3.9	19.3	18.1
East Asia/Pacific	81.4	195.2	397.2	6.5	14.4	25.4
Europe	338.4	527.3	717.0	3.0	59.8	45.9
Middle East	12.4	35.9	68.5	7.1	2.2	4.4
South Asia	4.2	10.6	18.8	6.2	0.7	1.2
Intraregional (a)	464.1	790.9	1,183.3	3.8	82.1	75.8
Long-Haul (b)	101.3	215.5	377.9	5.4	17.9	24.2

Source: World Tourism Organization (WTO)

Notes:

- a) Intraregional includes arrivals where country of origin is not specified
- b) Long-Haul is defined as everything except intraregional travel.

Long-haul travel worldwide will grow faster, at 5.4 per cent per year over the period 1995-2020, than intraregional travel, at 3.8 per cent. Consequently the ratio between intraregional and long haul travel will shift from around 82:18 in 1995 to close to 76:24 in 2020.

