



## 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 accommodation.

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)

French version: [www.e-unwto.org/content/t73863](http://www.e-unwto.org/content/t73863)

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### Explanation of abbreviations and signs used

\* = provisional figure or data  
.. = figure or data not (yet) available  
| : change of series  
mn: million (1,000,000)  
bn: billion (1,000,000,000)

Q1: January, February, March  
Q2: April, May, June  
Q3: July, August, September  
Q4: October, November, December

T1: January, February, March, April  
T2: May, June, July, August  
T3: September, October, November, 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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## International Tourist Arrivals by (Sub)region

	Full year						Share			Change			Monthly/quarterly data series (percentage change over same period of the previous year)											
	2000	2005	2007	2008	2009	2010*	2010*	08/07	09/08	10*/09	2010*				2009									
	(million)						(%)			(%)	Q1	Q2	Q3	Q4	Sep	Oct	Nov	Dec	Q1	Q2	Q3	Q4		
<b>World</b>	675	795	894	913	877	935	100	2.1	-4.0	6.7	6.6	7.1	7.0	5.6	8.5	7.8	5.6	3.3	-10.2	-6.3	-1.3	1.2		
Advanced economies	416	446	491	489	468	494	52.8	-0.3	-4.3	5.5	5.0	6.0	5.7	5.1	5.9	6.7	6.2	2.3	-11.4	-6.3	-1.6	0.6		
Emerging economies	259	349	404	424	409	442	47.2	5.0	-3.5	8.0	8.3	8.5	8.8	6.0	11.8	9.0	5.1	4.0	-9.2	-6.5	-0.8	2.1		
<i>By UNWTO regions:</i>																								
<i>Europe</i>	385.7	435.0	478.4	480.9	457.2	472.7	50.5	0.5	-4.9	3.4	1.8	2.8	4.1	4.2	5.3	5.7	5.9	0.6	-12.5	-6.8	-1.3	-2.2		
Northern Europe	43.7	52.8	58.1	56.4	53.4	53.3	5.7	-2.9	-5.5	-0.1	-5.2	-2.7	2.6	3.0	-0.9	6.1	6.0	-3.3	-11.6	-5.9	-4.2	-0.7		
Western Europe	139.7	141.7	153.9	153.2	148.6	155.7	16.6	-0.4	-3.0	4.8	3.1	5.1	5.4	4.8	8.1	7.0	6.1	1.1	-11.9	-4.6	2.0	-1.6		
Central/Eastern Eu.	69.3	87.5	96.6	100.0	90.2	94.0	10.1	3.6	-9.9	4.3	0.7	4.3	5.2	5.9	5.6	6.1	6.8	4.8	-14.4	-12.9	-6.6	-8.1		
Southern/Mediterr. Eu.	133.0	153.1	169.8	171.2	165.1	169.6	18.1	0.8	-3.6	2.7	4.0	1.9	2.8	3.0	4.5	4.4	5.0	-1.9	-12.1	-5.6	-0.7	0.8		
<i>Asia and the Pacific</i>	110.1	153.6	182.0	184.1	181.0	203.8	21.8	1.1	-1.7	12.6	13.2	15.5	14.0	8.3	13.1	10.3	8.8	6.1	-7.5	-6.3	0.7	6.5		
North-East Asia	58.3	85.9	101.0	100.9	98.0	111.6	11.9	0.0	-2.9	13.8	11.4	21.0	15.6	7.9	14.7	9.8	8.2	5.7	-7.6	-7.5	-0.5	4.1		
South-East Asia	36.1	48.5	59.7	61.8	62.1	69.6	7.4	3.5	0.5	12.1	16.4	9.5	13.2	9.7	11.7	12.9	9.0	7.7	-7.1	-5.5	3.5	11.7		
Oceania	9.6	11.0	11.2	11.1	10.9	11.6	1.2	-0.9	-1.6	6.0	6.3	4.0	8.6	4.7	7.5	3.5	7.2	3.8	-5.7	-3.1	-0.7	2.8		
South Asia	6.1	8.1	10.1	10.3	9.9	11.0	1.2	1.1	-3.4	10.9	18.0	9.7	8.0	8.1	11.0	7.7	13.7	3.5	-11.9	-1.6	-3.1	3.3		
<i>Americas</i>	128.2	133.3	143.9	147.8	140.5	150.4	16.1	2.7	-4.9	7.1	5.1	8.0	9.7	5.0	7.6	8.4	4.6	2.6	-7.2	-7.5	-5.7	1.3		
North America	91.5	89.9	95.3	97.7	92.1	98.7	10.6	2.6	-5.8	7.2	4.6	10.2	9.1	4.3	6.2	8.2	3.7	1.4	-7.7	-9.6	-5.7	0.1		
Caribbean	17.1	18.8	19.9	20.1	19.5	20.2	2.2	1.0	-2.7	3.6	5.8	0.9	4.3	2.9	5.0	4.6	1.8	2.5	-8.1	-2.4	0.1	2.9		
Central America	4.3	6.3	7.8	8.2	7.6	7.9	0.8	6.4	-7.4	3.8	5.5	6.5	4.2	-0.7	-0.4	3.1	-2.2	-1.9	-8.5	-10.8	-7.5	-2.7		
South America	15.3	18.3	21.0	21.8	21.3	23.6	2.5	3.8	-2.2	10.7	5.9	5.8	20.4	11.5	19.7	13.4	12.6	9.1	-4.7	0.1	-10.2	6.7		
<i>Africa</i>	26.5	35.4	43.2	44.4	45.9	48.8	5.2	2.7	3.4	6.4	5.8	7.2	5.6	7.2	11.3	8.7	5.6	7.2	2.4	12.2	4.6	-5.0		
North Africa	10.2	13.9	16.3	17.1	17.6	18.7	2.0	4.8	2.5	6.2	9.3	4.4	4.1	9.3	17.5	14.0	6.3	6.9	2.3	7.6	-1.6	4.5		
Subsaharan Africa	16.2	21.5	26.9	27.3	28.3	30.2	3.2	1.5	3.9	6.5	4.2	9.1	6.9	6.1	7.7	5.7	5.3	7.4	2.4	15.5	10.6	-9.1		
<i>Middle East</i>	24.9	37.8	46.9	55.9	52.3	59.7	6.4	19.2	-6.4	14.2	19.1	17.7	16.1	5.2	29.6	13.3	-1.3	6.9	-21.1	-11.2	1.1	10.8		

Source: World Tourism Organization (UNWTO) ©

(Data as collected by UNWTO February 2011)

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).

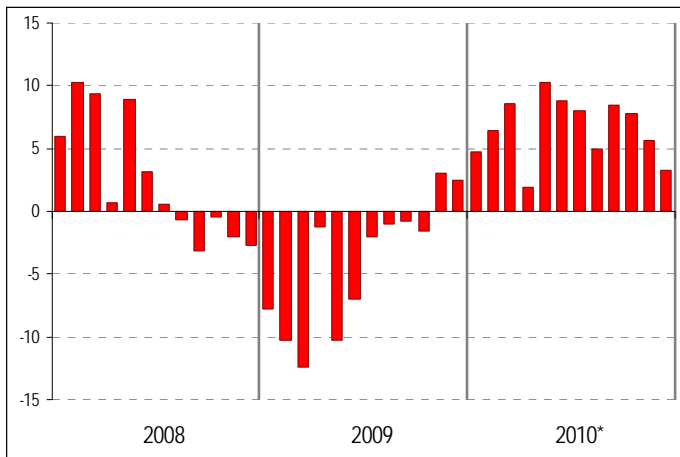
## Outlook for International Tourist Arrivals

	2008	2009	2010	2011
	real			projection
	year, change			between
World	2.1%	-4.0%	6.7%	4% and 5%
Europe	0.5%	-4.9%	3.4%	2% and 4%
Asia and the Pacific	1.1%	-1.7%	12.6%	7% and 9%
Americas	2.7%	-4.9%	7.0%	4% and 6%
Africa	2.7%	3.4%	6.4%	4% and 7%
Middle East	19.2%	-6.4%	14.0%	7% and 10%

Source: World Tourism Organization (UNWTO) ©

International Tourist Arrivals, monthly evolution

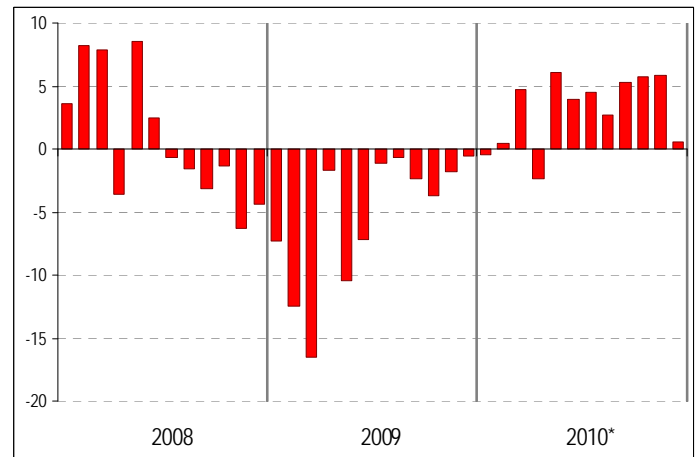
World (% change)



Source: World Tourism Organization (UNWTO) ©

International Tourist Arrivals, monthly evolution

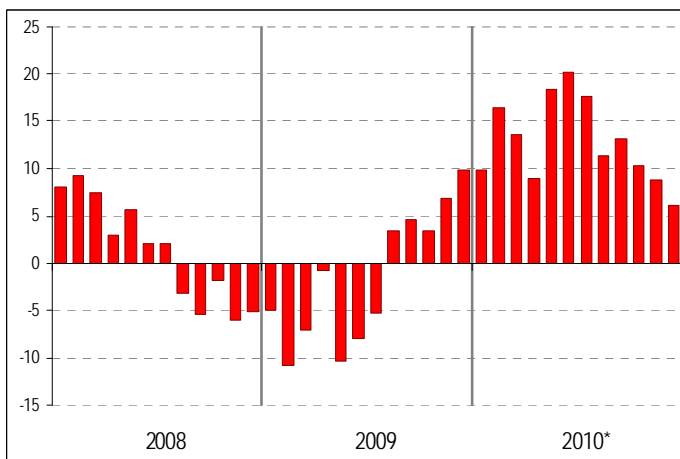
Europe (% change)



Source: World Tourism Organization (UNWTO) ©

International Tourist Arrivals, monthly evolution

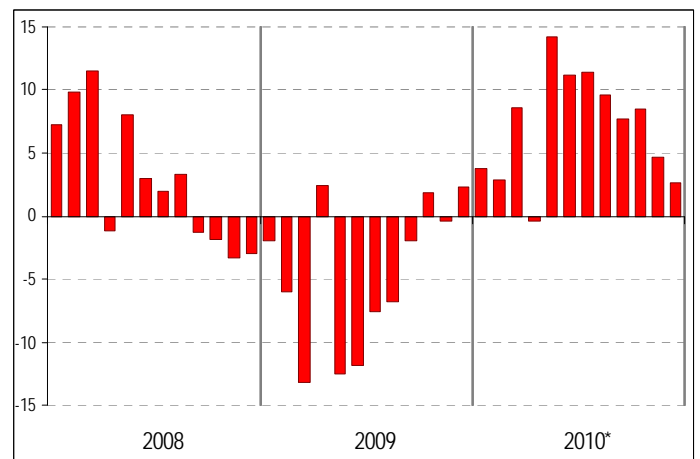
Asia and the Pacific (% change)



Source: World Tourism Organization (UNWTO) ©

International Tourist Arrivals, monthly evolution

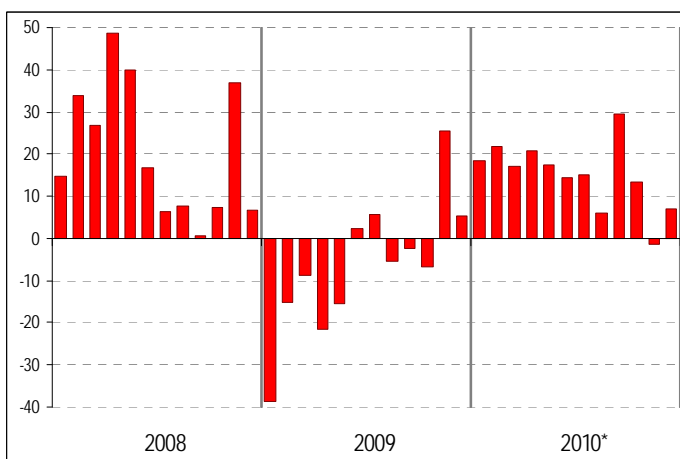
Americas (% change)



Source: World Tourism Organization (UNWTO) ©

International Tourist Arrivals, monthly evolution

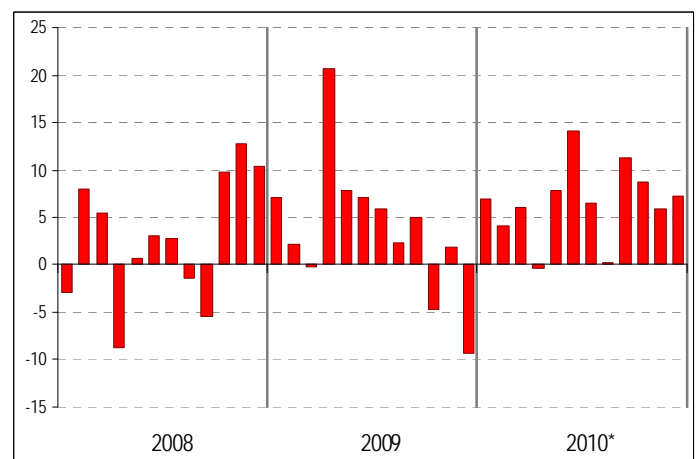
Middle East (% change)



Source: World Tourism Organization (UNWTO) ©

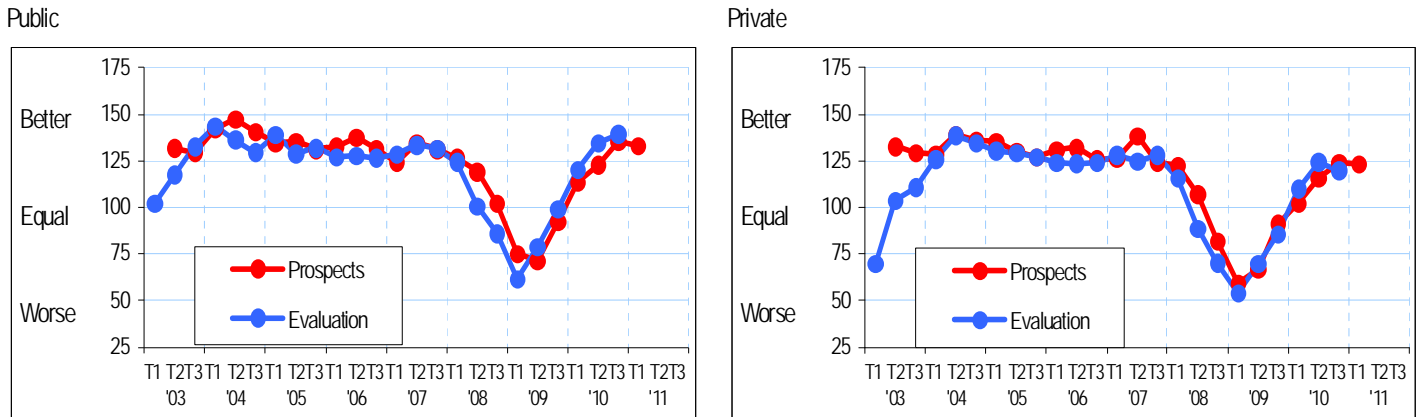
International Tourist Arrivals, monthly evolution

Africa (% change)



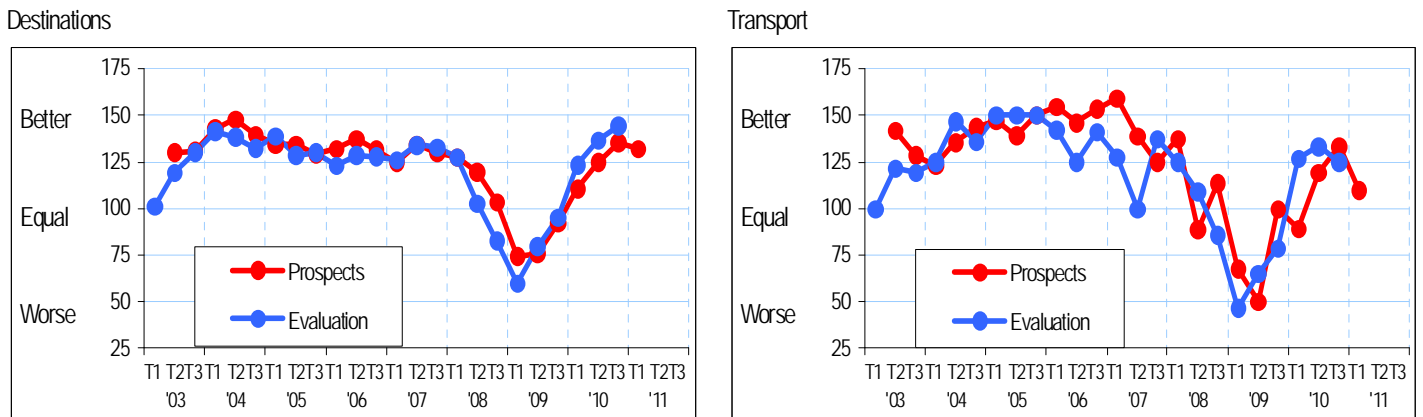
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### UNWTO Panel of Tourism Experts



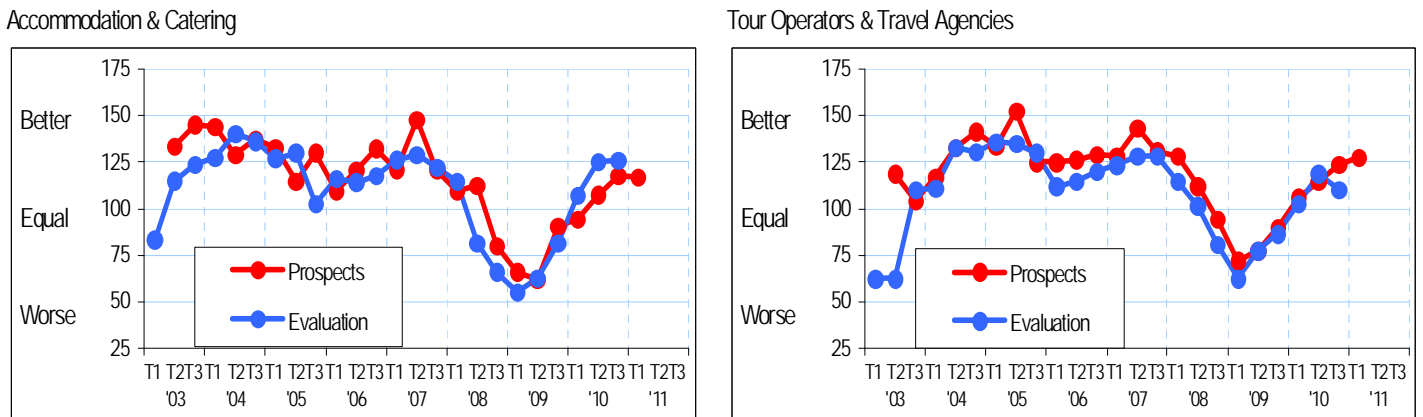
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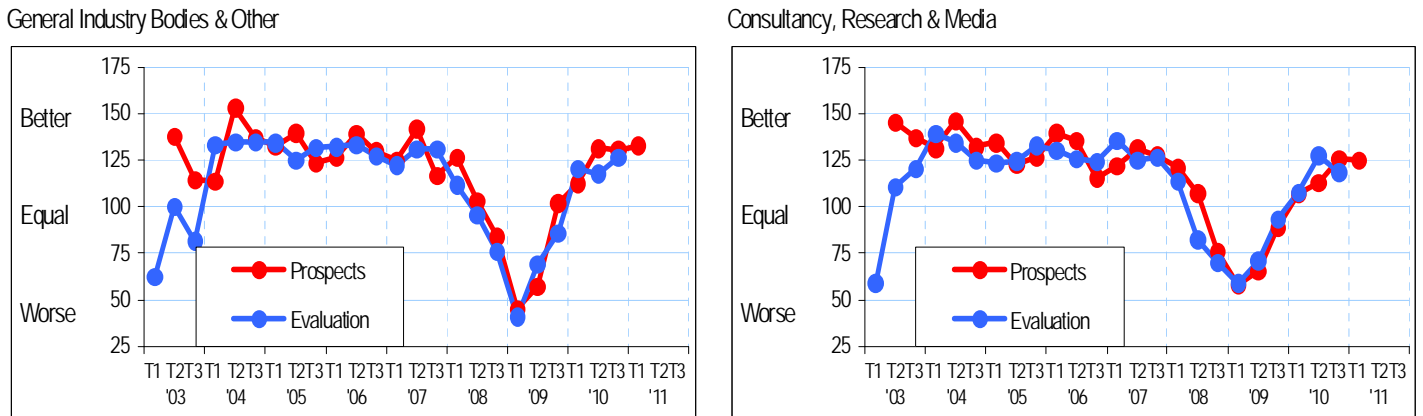
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## International Tourism Receipts

	Full year					Monthly/quarterly data series																		
	US\$					Local currencies, current prices (% change over same period of the previous year)																		
	2000	2005	2008	2009	2010*	Series	08/07	09/08	10*/09	2010*									2009*					
(billion)									YTD	Q1	Q2	Q3	Q4	Sep	Oct	Nov	Dec	Q1	Q2	Q3	Q4			
<b>World</b>	477	678	940	852	..																			
1 United States	82.4	81.8	110.0	93.9	103.2	sa	13.5	-14.6	9.9	9.9	5.8	9.5	12.7	11.5	13.2	11.3	13.3	10.0	-13.2	-17.9	-18.8	-7.9		
2 Spain	30.0	48.0	61.6	53.2	52.5		-0.4	-9.0	3.9	3.9	0.2	0.4	7.0	5.8	7.3	7.4	7.5	1.1	-13.6	-8.0	-9.2	-5.5		
3 France	33.0	44.0	56.6	49.4	46.6		-2.9	-7.9	-0.8	-0.8	-10.5	-0.2	2.5	0.0	12.0	0.0	0.0	0.0	-9.4	-8.8	-4.4	-12.8		
4 China	16.2	29.3	40.8	39.7	45.8	\$	9.7	-2.9	15.5	15.5	12.9	19.0	15.3	14.6	18.4	12.5	26.6	5.3	-12.7	-6.2	4.1	3.8		
5 Italy	27.5	35.4	45.7	40.2	..		-0.1	-7.2	..	1.0	1.4	7.7	-3.9		0.3	-3.6	9.4		-9.5	-11.0	-5.8	-2.1		
6 Germany	18.7	29.2	40.0	34.7	34.7		3.5	-8.5	5.2	5.2	0.0	3.6	8.0	7.9	11.0	6.6	12.5	5.0	-7.5	-9.5	-6.7	-10.5		
7 Australia	9.3	16.8	24.8	25.4	30.1		11.1	10.3	0.9	0.9	4.4	1.5	0.1	-2.3	-1.0	-1.2	-1.0	-4.7	10.5	11.5	11.9	7.5		
8 United Kingdom	21.9	30.7	36.0	30.1	..	sa	1.6	-1.3	..	-0.8	-6.2	4.5	-0.6						-2.0	-4.8	0.7	1.4		
9 Hong Kong (China)	5.9	10.3	15.3	16.4	23.0		11.1	7.0	39.8	39.8	27.0	50.2	54.4	32.6					12.8	-4.4	0.1	17.4		
10 Turkey	7.6	18.2	22.0	21.3	20.8	\$	18.7	-3.2	-2.1	-2.1	-2.2	7.4	-10.0	4.9	-6.1	8.9	5.2	-4.3	-11.1	-9.6	-4.6	11.5		
11 Thailand	7.5	9.6	18.2	15.7	19.8		5.2	-11.3	16.6	16.5	36.2	-1.2	14.6	11.4					-26.8	-23.3	-7.4	17.9		
12 Austria	9.8	16.1	21.6	19.4	..		7.6	-5.2	..	1.7	2.9	-3.7	3.2						-10.5	4.1	-1.6	-5.7		
13 Macao (China)	3.2	7.8	16.8	17.9	..		27.9	6.3	..															
14 Malaysia	5.0	8.8	15.3	15.8	17.8		5.6	9.1	3.3	3.3	5.4	3.9	2.5	1.5					4.1	6.4	14.4	11.4		
15 Canada	10.8	13.8	15.7	13.7	15.8		0.0	-6.3	3.8	4.8	6.4	3.5	5.8	3.2					-0.4	-7.7	-10.0	-2.8		
16 India	3.5	7.5	11.8	11.4	14.2		16.0	7.1	17.7	18.1	17.2	20.1	19.3	16.5					-7.4	7.4	7.9	12.5		
17 Singapore	5.1	6.2	10.7	9.4	14.1		10.9	-10.2	41.4	41.4	13.1	42.9	65.0	45.0					-9.4	-9.7	-14.0	-8.0		
18 Switzerland	6.6	10.0	14.4	13.8	..		6.7	-3.8	..	3.7	2.7	4.1	4.1						-7.0	-4.4	-3.2	-0.1		
19 Japan	3.4	6.6	10.8	10.3	13.2		1.8	-13.8	20.1	20.1	20.5	32.6	23.9	5.4	24.9	5.6	7.5	3.3	-20.4	-22.9	-12.3	2.1		
20 Netherlands	7.2	10.5	13.3	12.4	..		-6.6	-2.2	..	10.9	14.8	7.4	11.4						-20.7	5.4	1.0	5.4		
21 Greece	9.2	13.7	17.1	14.5	12.7		2.8	-10.6	-7.6	-7.6	-2.0	-11.2	-6.6	-6.7	-7.3	-4.9	-1.6	-20.2	-17.0	-12.2	-9.8	-8.5		
22 Egypt	4.3	6.9	11.0	10.8	12.5	\$	18.1	-2.1	16.5	16.5	24.2	12.0	13.1	18.5					-17.2	-1.6	-1.6	13.0		
23 Mexico	8.3	11.8	13.3	11.3	11.9	\$	3.4	-15.2	5.3	5.3	0.6	16.6	8.2	-0.8	1.5	-0.5	-4.3	1.9	-8.5	-27.1	-19.0	-7.1		
24 Sweden	4.1	6.8	11.2	10.3	11.1		0.4	6.3	1.7	1.7	-3.1	2.1	7.9	-2.3					7.3	11.7	4.5	2.5		
25 Portugal	5.2	7.7	10.9	9.6	10.1		0.5	-7.2	10.2	10.2	6.1	8.4	12.3	11.6	11.4	12.0	9.1	13.3	-15.3	-8.5	-4.4	-3.4		
26 Belgium	6.6	9.9	11.8	10.0	..		-0.3	-10.6	..	0.7	3.3	-3.7	2.5		32.4				-2.0	-6.1	-23.5	-4.3		
27 Korea, Republic of	6.8	5.8	9.8	9.8	9.8	\$	59.2	0.5	-0.6	-0.6	-32.8	16.2	4.1	20.9	-6.7	7.7	19.0	36.7	50.8	9.0	2.4	-33.1		
28 Russian Federation	3.4	5.9	11.8	9.3	..	\$	25.1	-21.3	..	-3.7	-2.3	-5.1	-3.4					-23.6	-25.5	-23.3	-10.0			
29 Poland	5.7	6.3	11.8	9.0	..		-3.4	-0.8	..	-0.5	-14.9	6.5	3.3						3.1	6.9	3.7	-15.7		
30 Croatia	2.8	7.5	11.0	8.9	..	€	10.5	-14.5	..	-2.3	8.0	-7.2	-1.2						-2.3	-15.7	-15.5	-9.3		
31 Taiwan (pr. of China)	3.7	5.0	5.9	6.8	8.6	\$	13.9	14.8	26.9	26.9	30.9	26.8	23.9	26.5					0.5	16.0	17.9	23.7		
32 South Africa	2.7	7.5	7.9	7.5	..	sa	6.2	-2.4	..	5.9	-6.1	19.1	4.9						3.1	-3.2	-2.2	-6.9		
33 Untd Arab Emirates	1.1	3.2	7.2	7.4	..		17.9	2.7	..															
34 Lebanon	..	5.5	5.8	6.8	..	\$	11.6	16.4	..															
35 Morocco	2.0	4.6	7.2	6.6	6.7		-5.3	-4.9	6.3	6.3	12.7	6.1	3.2	6.5	26.1	10.4	15.0	-5.1	-23.3	-8.2	-2.4	14.1		
36 Czech Rep	3.0	4.7	7.2	6.5	..		-5.0	0.4	..	1.2	-4.7	8.1	-0.4						-0.9	-3.3	3.0	2.9		
37 Indonesia	5.0	4.5	7.4	6.3	..	\$	38.0	-14.3	..	12.7	14.8	13.9	9.8						-15.3	-12.0	-16.4	-13.6		
38 Saudi Arabia	..	4.6	5.9	6.0	..		-0.9	1.4	..	-14.7	-41.2	-37.3	48.3		41.5				-54.7	-30.5	-3.4	32.2		
39 Brazil	1.8	3.9	5.8	5.3	5.9	\$	16.8	-8.3	11.6	11.6	16.1	12.0	6.1	11.7	13.3	-3.1	19.4	17.6	-11.5	-11.4	-9.3	-1.0		
40 Denmark	3.7	5.3	6.2	5.7	..		-2.2	-4.4	..	3.5	2.5	2.4	4.8						-8.1	-1.2	-5.0	-4.5		
41 Hungary	3.8	4.1	5.9	5.6	..	0	17.8	11.5	..	-1.6	-6.8	-1.0	1.1						25.6	20.1	9.1	-3.0		
42 Israel	4.1	2.9	4.3	3.7	4.8	\$	36.5	-12.6	28.4	28.4	36.6	33.7	23.4	22.4	17.4	28.9	21.2	15.1	-18.7	-21.4	-7.2	-2.6		
43 Norway	2.2	3.5	4.9	4.2	4.8		4.5	-4.6	9.3	9.3	5.7	13.3	9.4	7.4					-7.8	-7.6	-5.5	2.8		
44 Ireland	2.6	4.8	6.3	4.9	..		-3.3	-18.1	..	-15.2	-26.1	-17.1	-7.6						-13.4	-12.2	-24.5	-18.4		
45 New Zealand	2.3	5.2	5.0	4.6	..		-3.1	2.4	..	-7.1	-2.7	-7.7	-13.3						0.8	-2.5	7.4	5.1		
46 Luxembourg	1.8	3.6	4.5	4.2	..		3.9	-1.8	..	5.0	-1.0	8.6	6.7						-0.9	-8.7	-1.9	4.8		
47 Dominican Rp	2.9	3.5	4.2	4.1	4.2	\$	2.5	-2.8	4.7	4.7	4.0	-0.5	5.5	10.0					-8.0	-6.1	-2.5	9.5		
48 Argentina	2.9	2.7	4.6	4.0	..	\$	7.7	-14.7	..	28.4	21.5	15.7	53.7						-17.1	-15.1	-34.5	5.4		
49 Bulgaria	1.1	2.4	4.2	3.7	3.6		10.8	-6.7	2.5	2.5	-3.0	0.0	4.8	1.7	3.5	-0.7	7.6	-0.7	-12.5	-9.5	-3.9	-7.7		
50 Ukraine	0.4	3.1	5.8	3.6	..	\$	25.5	-38.0	..	5.9	0.9	6.6	6.8						-34.4	-39.3	-41.1	-25.6		

Source: World Tourism Organization (UNWTO) ©

(Data as collected by UNWTO February 2011)

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

## International Tourism Expenditure

	Full year					Monthly/quarterly data series																	
	US\$					Local currencies, current prices (% change over same period of the previous year)																	
	2000	2005	2008	2009	2009*	Series	08/07	09/08	10*/09	2010*				2009*									
	(billion)									YTD	Q1	Q2	Q3	Q4	Sep	Oct	Nov	Dec	Q1	Q2	Q3	Q4	
World	477	678	940	852	..																		
1 Germany	53.0	74.4	91.0	81.2	79.2		2.0	-5.9	2.7	2.7	0.5	1.3	3.0	5.7	4.3	0.2	11.9	11.1	-8.8	-6.6	-6.3	-1.5	
2 United States	64.7	69.0	79.7	73.2	75.1	sa	4.4	-8.1	2.6	2.6	-0.3	2.4	3.8	4.4	4.0	5.0	4.1	4.1	-7.8	-12.0	-6.9	-5.8	
3 United Kingdom	38.4	59.6	68.5	50.1	..	sa	4.4	-13.6	..	-3.8	-10.0	-0.8	-0.1						-12.2	-13.8	-14.9	-13.6	
4 China	13.1	21.8	36.2	43.7	..	\$	21.4	20.9	..	17.0	16.2	16.2	18.5						19.6	19.6	22.1	22.1	
5 France	22.6	31.8	41.4	38.5	38.1		0.8	-1.9	4.1	4.1	3.9	3.1	8.1	0.0	11.0	0.0	0.0	0.0	-1.7	-5.4	-1.5	1.5	
6 Canada	12.4	18.0	27.2	24.2	29.5		9.4	-4.8	10.0	9.7	4.7	12.4	8.1	14.9					-5.9	-4.5	-2.7	1.3	
7 Japan	31.9	27.3	27.9	25.1	28.4		-7.6	-18.4	5.9	5.9	2.9	10.8	3.1	7.7	-2.9	7.2	12.6	3.5	-21.3	-25.1	-12.6	-14.8	
8 Italy	15.7	22.4	30.8	27.9	..		4.9	-4.3	..	2.3	-5.8	6.9	4.2		1.1	-2.5	8.6		-0.9	-4.4	-5.4	-5.8	
9 Australia	6.4	11.3	18.4	17.6	22.5		24.9	2.5	9.0	9.0	7.1	7.3	11.3	9.7	12.7	11.0	7.9	9.8	2.2	-0.4	2.7	5.1	
10 Russian Federation	8.8	17.3	23.8	20.8	..	\$	12.1	-12.7	..	26.0	25.0	26.7	26.0						-20.4	-18.0	-10.0	-3.6	
11 Netherlands	12.2	16.2	21.7	20.7	..		6.2	0.4	..	-0.7	4.1	-6.8	1.5						4.1	3.9	0.0	-6.0	
12 Saudi Arabia	..	9.1	15.1	20.4	..		-25	35.0	..	28.5	10.2	59.5	20.0		-5.0				-26.5	26.8	-34.0	19.4	
13 Belgium	9.4	15.0	19.7	17.9	..		5.2	-4.2	..	1.6	10.1	-1.0	-1.5		15.7				1.6	5.2	-3.6	-20.8	
14 Korea, Republic of	7.1	15.4	19.1	15.0	17.7	\$	-13.2	-21.1	17.5	17.5	40.1	8.8	8.8	18.7	18.8	29.6	18.6	10.7	-46.5	-30.8	-16.8	32.1	
15 Hong Kong (China)	12.5	13.3	16.1	15.7	17.5		6.8	-3.1	12.2	12.2	13.3	11.8	14.6	9.0					-14.4	-4.5	-4.7	13.3	
16 Spain	6.0	15.1	20.3	16.9	16.8		-3.7	-12.6	4.8	4.8	2.0	4.2	6.5	5.6	10.4	6.9	7.5	2.1	-21.2	-16.7	-8.7	-4.9	
17 Singapore	4.5	10.1	15.2	15.0	16.7		8.4	1.2	4.8	4.8	7.7	7.4	3.5	1.4					-2.7	-2.0	4.9	6.0	
18 Brazil	3.9	4.7	11.0	10.9	16.4	\$	33.5	-0.6	50.7	50.7	74.2	46.3	46.7	44.3	50.1	38.2	54.3	42.4	-24.5	-15.3	-12.8	73.9	
19 Norway	4.6	10.5	14.6	12.7	14.4		12.5	-3.0	9.1	9.1	8.4	3.6	11.1	13.8					-4.9	-1.2	-2.8	-3.5	
20 Sweden	8.0	10.5	14.7	11.9	13.4		5.9	-6.1	5.9	5.9	6.6	-3.2	7.7	12.6					-11.7	-5.9	-4.7	-2.2	
21 Austria	6.3	9.3	11.4	10.8	..		0.3	0.3	..	-0.3	-3.2	-8.3	6.1						3.1	14.3	1.2	-21.1	
22 Switzerland	5.4	8.8	10.9	10.6	..		-2.8	-2.4	..	-0.9	0.2	0.3	-2.6						-5.4	-0.6	-2.7	-1.4	
23 Untd Arab Emirates	3.0	6.2	13.3	10.3	..		17.9	-22.1	..														
24 Taiwan (pr. of China)	8.1	8.7	9.1	7.8	9.4	\$	0.5	-14.4	20.0	20.0	25.7	22.4	14.4	18.9					-22.8	-23.1	-12.0	2.6	
25 India	2.7	6.2	9.6	9.3	..		23.0	7.8	..	3.5	-6.6	6.6	12.4						16.9	10.2	-3.8	13.7	
26 Iran	0.7	3.7	7.6	9.1	..	\$	12.2	19.2	..														
27 Denmark	4.7	6.9	9.7	8.9	..		2.9	-3.7	..	3.6	2.3	2.7	5.4						-5.9	0.0	-6.3	-2.5	
28 Ireland	2.5	6.1	10.4	8.8	..		12.0	-10.9	..	-6.0	-5.5	-13.5	-0.4						-10.1	-2.4	-15.4	-13.8	
29 Malaysia	2.1	3.7	6.7	6.5	7.9		17.1	2.0	10.8	10.8	16.1	15.5	11.4	2.1					5.2	8.6	-2.3	-1.8	
30 Kuwait	2.5	4.5	7.6	7.4	..		7.9	5.2	..														
31 Poland	3.3	5.5	9.9	7.3	..		11.2	-4.2	..	9.2	8.8	9.1	9.5						-4.6	-2.3	-0.8	-2.2	
32 Mexico	5.5	7.6	8.5	7.1	7.3	\$	1.8	-17.2	3.2	3.2	-3.5	6.9	5.1	4.2	-2.4	-2.8	8.6	6.2	-12.7	-24.4	-19.4	-12.4	
33 Indonesia	3.2	3.6	5.4	5.2	..	\$	10.1	-4.3	..	14.6	18.5	14.5	11.6						-19.5	-8.8	-1.8	9.2	
34 Thailand	2.8	3.8	5.0	4.3	4.9		-6.0	-10.9	5.1	4.9	11.3	9.1	2.7	-2.2					-4.1	-15.7	-24.0	1.5	
35 Turkey	1.7	2.9	3.5	4.1	4.8	\$	7.5	18.3	16.4	16.4	10.4	24.9	19.1	11.8	26.7	12.8	28.2	-3.4	11.4	-7.0	38.3	35.0	
36 Argentina	4.4	2.8	4.6	4.5	..	\$	16.3	-1.7	..	14.2	8.9	27.8	10.8						2.9	-13.0	-8.7	10.1	
37 Finland	1.9	3.1	4.5	4.4	4.2		5.0	2.7	1.1	1.1	1.6	-0.5	3.1	0.0					-0.9	2.1	0.9	9.2	
38 Nigeria	0.6	0.2	9.8	4.1	..	\$	306.5	-58.0	..										-60.1	-60.1			
39 South Africa	2.1	3.4	4.3	4.1	..	sa	30.0	-3.7	..	15.2	13.9	8.4	23.1						-0.7	-13.1	-7.5	9.0	
40 Czech Rep	1.3	2.4	4.6	4.1	..		5.9	-0.7	..	-3.4	-13.4	-3.4	5.1						7.8	-7.3	1.9	-3.5	
41 Lebanon	..	2.9	3.6	4.0	..	\$	14.5	12.6	..														
42 Portugal	2.2	3.1	4.3	3.8	3.9		2.4	-7.7	8.9	8.9	3.1	11.1	12.0	8.8	12.3	9.1	11.1	6.4	-7.4	-2.0	-12.7	-8.2	
43 Luxembourg	1.3	3.0	3.8	3.6	..		2.3	0.7	..	2.8	2.5	0.2	4.8						-5.2	5.3	1.4	0.5	
44 Hungary	1.7	2.4	4.0	3.6	..	0	26.4	7.1	..	-17.3	-28.7	-27.3	-0.1						26.9	25.0	-5.9	-7.3	
45 Ukraine	0.5	2.8	4.0	3.3	..	\$	22.2	-17.2	..	11.8	13.8	7.8	13.9						-19.7	-22.3	-21.3	1.4	
46 Israel	2.8	2.9	3.4	2.9	..	\$	5.5	-15.4	..	9.5	33.2	0.4	4.1						-19.2	-21.2	-17.3	3.9	
47 Greece	4.6	3.0	3.9	3.4	2.9		7.8	-9.5	-10.2	-10.2	-12.5	-1.5	-14.1	-11.9	-10.5	6.1	-12.6	-27.6	-11.1	-9.2	-1.7	-15.8	
48 Egypt	1.1	1.6	2.9	2.5	..	\$	19.2	-12.9	..	-15.1	-30.3	-1.8	-11.4						0.0	-24.0	-9.8	-17.1	
49 New Zealand	1.2	2.7	3.0	2.5	..		0.6	-3.4	..	2.4	-0.6	3.4	3.8						-2.4	-4.5	-3.8	-2.7	
50 Philippines	1.6	1.3	2.1	2.4	..	\$	23.7	18.8	..	34.7	41.0	36.7	27.0		24.2				35.0	7.2	30.6	8.1	

Source: World Tourism Organization (UNWTO) ©

(Data as collected by UNWTO February 2011)

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





## International Tourism Receipts by (sub)region and selected countries and territories of destination

	Full year (US\$)				Local currencies, current prices (% change over same period of the previous year)																
	2005	2008	2009*	2010*	Series 09/08 10/09 2010*													2009*			
	(million)				YTD	Q1	Q2	Q3	Q4	Sep	Oct	Nov	Dec	YTD	Q1	Q2	Q3	Q4			
<b>Europe</b>	348,796	472,040	411,028																		
<i>Northern Europe</i>	53,645	68,500	58,566																		
Denmark	5,278	6,242	5,673	..	-4.4		3.5	2.5	2.4	4.8											
Finland	2,186	3,208	2,820	2,809	-7.3	4.8	4.8	-0.2	2.4	13.2	-0.1										
Iceland	413	611	568	..	30.8		1.2	25.1	5.4	-7.4											
Ireland	4,806	6,294	4,890	..	-18.1		-15.2	-26.1	-17.1	-7.6											
Norway	3,495	4,911	4,204	4,779	-4.6	9.3	9.3	5.7	13.3	9.4	7.4										
Sweden	6,792	11,206	10,261	11,079	6.3	1.7	1.7	-3.1	2.1	7.9	-2.3										
United Kingdom	30,675	36,028	30,149	..	sa	-1.3	-0.8	-6.2	4.5	-0.6											
<i>Western Europe</i>	123,224	162,169	143,810																		
Austria	16,054	21,587	19,404	..	-5.2		1.7	2.9	-3.7	3.2											
Belgium	9,868	11,762	9,967	..	-10.6		0.7	3.3	-3.7	2.5		32.4									
France	44,021	56,573	49,398	46,553	-7.9	-0.8	-0.8	-10.5	-0.2	2.5	0.0	12.0	0.0	0.0	0.0						
Germany	29,173	40,021	34,709	34,705	-8.5	5.2	5.2	0.0	3.6	8.0	7.9	11.0	6.6	12.5	5.0						
Luxembourg	3,613	4,483	4,174	..	-1.8		5.0	-1.0	8.6	6.7											
Netherlands	10,475	13,342	12,368	..	-2.2		10.9	14.8	7.4	11.4											
Switzerland	10,020	14,401	13,789	..	-3.8		3.7	2.7	4.1	4.1											
<i>Central/Eastern Europe</i>	32,665	57,784	47,415																		
Armenia	220	331	334	..	\$	1.1	..	9.0	4.6	12.1											
Azerbaijan	78	190	353	..	\$	85.4	..	77.1	57.4	54.3	114										
Belarus	253	363	368	..	\$	1.5	..	10.1	12.8	7.9											
Bulgaria	2,412	4,204	3,728	3,637	-6.7	2.5	2.5	-3.0	0.0	4.8	1.7	3.5	-0.7	7.6	-0.7						
Czech Rep	4,677	7,207	6,478	..	0.4		1.2	-4.7	8.1	-0.4											
Estonia	972	1,213	1,091	..	-5.3		3.1	3.0	0.8	5.2											
Georgia	241	447	470	..	\$	5.3	..	34.6	30.8	21.7	46.1										
Hungary	4,101	5,935	5,631	..	0	11.5	-1.6	-6.8	-1.0	1.1											
Kazakhstan	701	1,012	963	..	\$	-4.8	..	-0.2	-4.6	-0.7	2.6										
Kyrgyzstan	73	515	459	..	\$	-10.8	..	-39.1	1.6	-66.9											
Latvia	341	803	723	..	-5.3		-9.1	-14.7	-10.0	-4.7											
Lithuania	921	1,343	1,092	..	-14.3		12.8	7.6	11.7	16.5											
Poland	6,274	11,768	9,011	..	-0.8		-0.5	-14.9	6.5	3.3											
Rep Moldova	103	212	168	..	\$	-20.6	..	-2.1	-26.0	9.7	8.8										
Romania	1,061	1,997	1,234	1,128	€	-34.8	-3.8	-3.8	-19.7	-8.1	-1.5	17.2	2.6	-11.5	29.1	56.1					
Russian Federation	5,870	11,819	9,297	..	\$	-21.3	..	-3.7	-2.3	-5.1	-3.4										
Slovakia	1,210	2,589	2,336	..	-4.9		-0.6	5.2	-3.4	-5.5		2.1	14.5								
Tajikistan	2	4	2	..	-31.0																
Ukraine	3,125	5,768	3,576	..	\$	-38.0	..	5.9	0.9	6.6	6.8										
Uzbekistan	28	64	99	..																	
<i>Southern/Mediter. Eu.</i>	139,262	183,587	161,236																		
Albania	860	1,720	1,816	..	€	11.3		-5.8	-23.8	-11.4	5.0		8.1								
Bosnia & Herzg	521	816	677	..	-12.4		-6.7	-14.7	-8.7	-0.8											
Croatia	7,463	10,971	8,898	..	€	-14.5		-2.3	8.0	-7.2	-1.2										
Cyprus	1,364	2,737	2,162	..	-16.7		3.8	3.5	1.9	3.8	7.3	10.1	12.3	2.3	-4.2						
F.Yug.Rp.Macedonia	90	228	218	..	€	0.6		-2.6	-27.7	2.6	5.1		0.6	3.4	31.9						
Greece	13,731	17,114	14,506	12,745	-10.6	-7.6	-7.6	-2.0	-11.2	-6.6	-6.7	-7.3	-4.9	-1.6	-20.2						
Israel	2,866	4,279	3,741	4,804	\$	-12.6	28.4	28.4	36.6	33.7	23.4	22.4	17.4	28.9	21.2	15.1					
Italy	35,398	45,727	40,249	..	-7.2		1.0	1.4	7.7	-3.9		0.3	-3.6	9.4							
Malta	755	950	868	..	-3.7		27.2	27.4	10.2	38.0											
Montenegro	268	758	662	..	-7.9		-0.4	-25.5	4.2												
Portugal	7,712	10,943	9,635	10,090	-7.2	10.2	10.2	6.1	8.4	12.3	11.6	11.4	12.0	9.1	13.3						
Serbia	308	944	865	..	€	-3.4		-3.1	-2.6	-2.9	-7.0		-5.8	-10.1	21.5						
Slovenia	1,805	2,820	2,511	2,310	-6.1	-3.2	-3.2	4.4	-4.3	-10.8	5.1	-5.3	4.9	6.9	3.9						
Spain	47,970	61,628	53,177	52,492	-9.0	3.9	3.9	0.2	0.4	7.0	5.8	7.3	7.4	7.5	1.1						
Turkey	18,152	21,951	21,250	20,807	\$	-3.2	-2.1	-2.1	-2.2	7.4	-10.0	4.9	-6.1	8.9	5.2	-4.3					

Source: World Tourism Organization (UNWTO) ©

(Data as collected by UNWTO February 2011)

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

## International Tourist Arrivals by (sub)region and selected countries and territories of destination

	Full year			Change			Monthly/quarterly data series (% change over same period of the previous year)																	
	Series	2008	2009	2010*	08/07	09/08	10*/09	Series	2010*												2009			
		(1000)					(%)		YTD	Q1	Q2	Q3	Q4	Sep	Oct	Nov	Dec	Q1	Q2	Q3	Q4			
<b>Asia and the Pacific</b>		184,057	180,959	203,750	1.1	-1.7	12.6		12.6	13.2	15.5	14.0	8.3	13.1	10.3	8.8	6.1	-7.5	-6.3	0.7	6.5			
<b>North-East Asia</b>		100,939	98,045	111,571	0.0	-2.9	13.8		13.8	11.4	21.0	15.6	7.9	14.7	9.8	8.2	5.7	-7.6	-7.5	-0.5	4.1			
China	TF	53,049	50,875	55,665	-3.1	-4.1	9.4	TF	9.4	8.2	12.9	10.9	5.7	13.5	7.7	6.0	3.3	-11.3	-5.1	-0.1	0.3			
Hong Kong (China)	TF	17,320	16,926	20,085	1.0	-2.3	18.7	TF	18.7	12.7	31.6	22.9	10.8	17.6	11.3	9.7	11.4	0.6	-11.6	-4.7	5.6			
Japan	VF	8,351	6,790	8,611	0.0	-18.7	26.8	VF	26.8	29.3	42.3	29.8	8.8	34.0	11.0	12.3	3.4	-27.2	-30.1	-16.3	2.3			
Korea, Republic of	VF	6,891	7,818	8,798	6.9	13.4	12.5	VF	12.5	-1.0	21.4	18.6	12.1	12.7	18.3	14.9	2.4	24.3	6.8	14.2	9.4			
Macao (China)	TF	10,610	10,402	11,926	n/a	-2.0	14.7	TF	14.7	16.3	29.4	13.0	3.3	3.8	3.1	1.1	5.4	-8.3	-11.8	1.7	10.6			
Mongolia	TF	446	433	456	-1.2	-3.0	5.3	TF	5.3	50.6	50.6	-2.5	-26.2					-35.2	-35.2	21.4	21.4			
Taiwan (pr. of China)	VF	3,845	4,395	5,567	3.5	14.3	26.7	VF	26.7	28.1	30.5	22.2	25.8	23.1	32.0	28.9	18.0	2.2	18.6	13.9	22.1			
<b>South-East Asia</b>		61,759	62,085	69,618	3.5	0.5	12.1		12.1	16.4	9.5	13.2	9.7	11.7	12.9	9.0	7.7	-7.1	-5.5	3.5	11.7			
Brunei Darussalam	TF	226	157	..	26.6	-30.5	..	TF										-28.4	-43.3	-29.5	-14.0			
Cambodia	TF	2,001	2,046	2,399	6.8	2.2	17.3	TF	17.3	9.5	18.1	17.8	24.4	11.8	30.2	31.7	14.0	-5.5	-0.1	8.8	8.0			
Indonesia	TF	6,234	6,324	7,003	13.2	1.4	10.7	TF(1)	10.7	14.6	13.5	9.2	6.6	13.5	8.7	8.7	3.0	0.0	4.2	-0.8	2.4			
Lao P.D.R.	TF	1,295	1,239	..	13.4	-4.3	..	VF	23.1	12.4	29.6	29.6						15.3	-18.5	28.9	37.7			
Malaysia	TF	22,052	23,646	24,577	5.1	7.2	3.9	TF	3.9	5.3	3.9	5.6	1.2	2.8	2.9	1.6	-0.8	2.2	4.7	12.4	9.5			
Myanmar	TF	193	243	311	-22.1	25.8	27.7	TF	27.7	39.3	24.8	37.1	15.4	29.3	12.8	12.8	20.0	-0.4	22.1	35.2	52.7			
Philippines	TF	3,139	3,017	3,520	1.5	-3.9	16.7	TF	16.7	11.4	13.1	23.0	19.7	21.9	18.2	13.1	26.1	-8.5	-4.5	-3.9	1.7			
Singapore	TF	7,778	7,488	9,161	-2.2	-3.7	22.3	VF	20.2	19.6	25.7	20.3	15.9	18.5	15.8	16.1	15.9	-13.6	-9.3	0.3	5.8			
Thailand	TF	14,584	14,150	15,842	0.8	-3.0	12.0	TF	12.0	27.8	-2.2	12.5	7.8	14.5	8.6	8.2	7.0	-15.7	-16.5	-2.8	27.9			
Timor-Leste		19	27	..	45.6	41.3	..	VF	8.2	14.1	2.8							14.6	29.1	25.6	21.0			
Vietnam	VF	4,236	3,747	5,050	0.2	-11.5	34.8	VF	34.8	36.2	28.6	37.8	36.3	26.0	99.3	16.2	19.0	-16.1	-22.2	-7.8	3.6			
<b>Oceania</b>		11,103	10,922	11,572	-0.9	-1.6	6.0		6.0	6.3	4.0	8.6	4.7	7.5	3.5	7.2	3.8	-5.7	-3.1	-0.7	2.8			
Australia	VF	5,586	5,584	5,885	-1.0	0.0	5.4	VF	5.4	6.3	1.4	9.4	4.2	8.3	1.6	6.6	4.4	-3.5	0.6	-2.6	5.1			
Cook Is	TF	95	101	102	-2.6	6.6	1.1	TF	1.1	-4.2	-1.4	7.0	0.3	-6.9	1.5	1.9	-2.6	1.5	8.0	11.5	3.7			
Fiji	TF	585	542	..	8.4	-7.3	..	TF	17.6	25.4	22.1	11.6		11.6	11.4			-23.3	-11.2	0.3	1.9			
French Polynesia	TF	196	160	..	-10.0	-18.3	..	TF	-5.0	-10.7	-11.4	1.0		1.8	0.8	-0.8		-26.6	-23.4	-14.6	-9.3			
Guam	TF	1,142	1,053	1,196	-6.8	-7.8	13.6	TF	13.6	10.1	20.8	15.0	10.0	15.6	13.1	15.3	2.9	-8.2	-22.2	-0.6	-0.1			
Kiribati	TF	4	4	5	-31.9	1.9	19.2	VF	19.2	2.3	16.6	32.8	24.0	32.8	4.3	4.3	80.1	11.0	-16.6	10.0	3.8			
Marshall Is	TF	6	5	..	-16.4	-10.8	..	TF*	-7.3	-5.1	-0.8	-15.1	-6.4	-19.3	62.4	-16.0	-35.2	-21.5	-4.9	-23.7	-19.4			
N.Mariana Is	TF	388	..	..	0.8	..	..	VF	7.1	2.2	10.7	4.0	14.8	-5.8	26.0	18.1	4.7	-2.9	-21.5	2.0	-22.9			
New Caledonia	TF	104	99	99	0.3	-4.1	-0.8	TF	-0.8	-14.2	-10.3	3.2	15.1	19.2	20.9	22.5	2.5	-11.3	8.7	3.2	-13.3			
New Zealand	VF	2,459	2,458	2,525	-0.3	0.0	2.7	VF	2.7	5.6	0.5	3.0	1.1	1.0	-1.3	3.0	1.3	-7.4	2.3	2.8	4.6			
Niue	TF	5	5	..	37.1	-1.8	..	TF	41.9	79.4	16.4	26.4		70.5				109.7	-17.0	-21.0	-11.2			
Palau	TF	83	84	..	-10.7	0.8	..	TF*	19.1	5.7	5.3	44.0	21.2	12.4	28.9	14.1	20.9	-11.8	-10.7	-6.3	-12.8			
Papua New Guinea	TF	120	128	147	15.4	6.6	14.7	TF	14.7	21.8	13.5	20.6	6.6	28.9	12.7	14.6	-1.6	3.0	3.9	3.8	13.7			
Samoa	TF	122	129	129	-0.2	5.8	0.2	TF	0.2	0.7	-4.0	0.0	3.7	14.5	-14.9	10.5	12.6	7.9	9.5	5.2	1.9			
Solomon Is	TF	16	19	..	17.2	20.6	..	TF	-0.7	-4.5	3.0							48.3	9.9	3.6	3.2			
Tonga	TF	49	51	..	7.3	2.5	..	TF	-11.1	-6.2	-16.8	-9.5		11.0				9.1	9.5	1.1	-5.2			
Tuvalu	TF	2	2	2	46.1	-4.3	4.9	TF	4.9	7.1	27.5	9.8	-21.5	-5.7	-29.1	-18.4	-18.4	4.5	-20.7	1.1	-7.0			
Vanuatu	TF	91	101	97	11.4	11.1	-3.4	VF	5.4	-18.0	3.6	14.4	27.0	16.2	26.3	26.3	28.2	32.8	41.4	16.5	-16.7			
<b>South Asia</b>		10,256	9,907	10,989	1.1	-3.4	10.9		10.8	18.0	9.7	8.0	8.1	11.0	7.7	13.7	3.5	-11.9	-1.6	-3.1	3.3			
Bangladesh	TF	467	267	..	61.5	-42.8	..	TF										-20.1	-30.1	-47.9	-61.7			
Bhutan	TF	28	23	..	31.0	-15.0	..	TF	6.7	56.2	-17.9	3.7		3.5				-31.6	14.7	4.1	-30.7			
India	TF	5,283	5,109	5,584	4.0	-3.3	9.3	TF	9.3	12.8	8.0	8.2	7.9	12.6	9.2	14.7	1.4	-13.5	-1.8	-3.8	6.9			
Iran	TF	2,034	..	..	-8.3	..	..	TF										0.5	6.8	-7.9				
Maldives	TF	683	656	792	1.0	-4.0	20.7	TF	20.7	20.5	19.5	26.5	17.5	24.1	19.7	19.8	13.2	-10.8	-10.0	-2.0	7.4			
Nepal	TF	500	510	..	-5.0	1.9	..	VF(1)	18.5	29.8	7.1	23.3	15.9	20.6	12.0	21.5	15.7	-16.7	6.3	6.5	8.3			
Pakistan	TF	823	855	..	-2.0	3.9	..	TF	9.8	47.3	10.4	-19.3		-13.8				-12.8	-1.9	18.5	11.2			
Sri Lanka	TF	438	448	654	-11.2	2.1	46.1	TF	46.1	50.3	45.9	37.2	50.8	24.6	39.4	63.1	48.8	-21.3	-8.8	30.3	14.7			

Source: World Tourism Organization (UNWTO) ©

(Data as collected by UNWTO February 2011)

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

(1) Air arrivals only

## International Tourism Receipts by (sub)region and selected countries and territories of destination

	Full year (US\$)				Local currencies, current prices (% change over same period of the previous year)																	
	2005	2008	2009*	2010*	Series		2010*												2009*			
					09/08	10/09	YTD	Q1	Q2	Q3	Q4	Sep	Oct	Nov	Dec	YTD	Q1	Q2	Q3	Q4		
	(million)																					
<b>Asia and the Pacific</b>	135,375	208,912	204,329																			
<i>North-East Asia</i>	65,108	99,915	101,416																			
China	29,296	40,843	39,675	45,814	\$	-2.9	15.5	15.5	12.9	19.0	15.3	14.6	18.4	12.5	26.6	5.3	-2.9	-12.7	-6.2	4.1	3.8	
Hong Kong (China)	10,294	15,304	16,450	22,951		7.0	39.8	39.8	27.0	50.2	54.4	32.6					7.0	12.8	-4.4	0.1	17.4	
Japan	6,630	10,821	10,305	13,194		-13.8	20.1	20.1	20.5	32.6	23.9	5.4	24.9	5.6	7.5	3.3	-13.8	-20.4	-22.9	-12.3	2.1	
Korea, Republic of	5,806	9,774	9,819	9,765	\$	0.5	-0.6	-0.6	-32.8	16.2	4.1	20.9	-6.7	7.7	19.0	36.7	0.5	50.8	9.0	2.4	-33.1	
Macao (China)	7,759	16,757	17,886	..		6.3																
Mongolia	177	247	235	244	\$	-4.7	3.7	3.7	20.6	13.4	-8.1	10.6					-4.7	-35.7	-15.2	6.6	12.3	
Taiwan (pr. of China)	4,977	5,937	6,816	8,648	\$	14.8	26.9	26.9	30.9	26.8	23.9	26.5					14.8	0.5	16.0	17.9	23.7	
<i>South-East Asia</i>	34,982	59,758	54,266																			
Brunei Darussalam	191	242	254	..		7.7																
Cambodia	840	1,219	1,185	..	\$	-2.8	..	3.9	3.4	8.2	0.7						-2.8	-7.7	-5.0	1.5	1.0	
Indonesia	4,522	7,375	6,318	..	\$	-14.3	..	12.7	14.8	13.9	9.8						-14.3	-15.3	-12.0	-16.4	-13.6	
Lao P.D.R.	147	276	268	..	\$	-2.7	..															
Malaysia	8,847	15,277	15,772	17,819		9.1	3.3	3.3	5.4	3.9	2.5	1.5					9.1	4.1	6.4	14.4	11.4	
Philippines	2,265	2,499	2,329	..	\$	-6.8	..	38.5	25.3	39.9	53.2		58.3				-6.8	-8.5	-4.7	0.6	-13.3	
Singapore	6,211	10,714	9,364	14,124		-10.2	41.4	41.4	13.1	42.9	65.0	45.0					-10.2	-9.4	-9.7	-14.0	-8.0	
Thailand	9,576	18,173	15,663	19,760		-11.3	16.6	16.5	36.2	-1.2	14.6	11.4					-11.2	-26.8	-23.3	-7.4	17.9	
Timor-Leste	..	14	18	..		28.3																
Vietnam	2,300	3,930	3,050	..	\$	-22.4	..															
<i>Oceania</i>	25,878	33,714	33,534																			
Australia	16,848	24,755	25,384	30,126		10.3	0.9	0.9	4.4	1.5	0.1	-2.3	-1.0	-1.2	-1.0	-4.7	10.3	10.5	11.5	11.9	7.5	
Fiji	486	536	417	..		-4.4		27.2	27.2								-4.4	-19.0	-9.7	3.2	5.3	
French Polynesia	522	522	438	..																		
New Caledonia	149	152	141	..																		
New Zealand	5,203	5,037	4,586	..		2.4		-7.1	-2.7	-7.7	-13.3						2.4	0.8	-2.5	7.4	5.1	
Niue	1	2	2	..		-4.4																
Papua New Guinea	4	2	1	..		-44.3																
Samoa	79	112	116	..		7.0																
Solomon Is	3	4	4	..		19.2											19.2	40.2	36.0	-16.9	38.5	
<i>South Asia</i>	9,407	15,525	15,113																			
Bangladesh	70	74	69	..		-6.8											-35.3	-55.2	-10.7			
Bhutan	19	39	32	..	\$	-18.0	..	23.5	52.8	-17.4							-18.0	-34.7	11.8	6.2	-33.6	
India	7,493	11,832	11,394	14,193		7.1	17.7	18.1	17.2	20.1	19.3	16.5					4.8	-7.4	7.4	7.9	12.5	
Iran	791	1,914	2,012	..	\$	5.1	..										5.1					
Maldives	287	664	608	..	\$	-8.3	..															
Nepal	132	336	371	..		22.6		-13.2	-22.9	12.1	-33.4						22.6	24.8	59.0	42.0	-17.7	
Pakistan	182	316	269	..	\$	-14.9	..	40.6	108	3.0	12.6		13.9				-14.9	-9.7	8.2	-31.6	-16.5	
Sri Lanka	429	342	350	..		8.6		70.1	70.1								8.2	-16.9	-1.5	39.0	19.5	

Source: World Tourism Organization (UNWTO) ©

(Data as collected by UNWTO February 2011)

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

## International Tourist Arrivals by (sub)region and selected countries and territories of destination

	Full year			Change			Monthly/quarterly data series (% change over same period of the previous year)																	
	Series	2008	2009	2010*	08/07	09/08	10*/09	Series	2010*												2009			
		(1000)			(%)				YTD	Q1	Q2	Q3	Q4	Sep	Oct	Nov	Dec	Q1	Q2	Q3	Q4			
<b>Americas</b>		147,798	140,520	150,441	2.7	-4.9	7.1		7.0	5.1	8.0	9.7	5.0	7.6	8.4	4.6	2.6	-7.2	-7.5	-5.7	1.3			
<b>North America</b>		97,717	92,075	98,722	2.6	-5.8	7.2		7.2	4.6	10.2	9.1	4.3	6.2	8.2	3.7	1.4	-7.7	-9.6	-5.7	0.1			
Canada	TF	17,142	15,737	16,093	-4.4	-8.2	2.3	TF	2.2	-0.5	-0.4	3.8	4.5	3.4	5.1	6.3	2.4	-8.2	-7.3	-8.8	-8.0			
Mexico	TF	22,637	21,454	22,395	5.9	-5.2	4.4	TF	4.4	-3.5	14.0	9.0	0.8	4.8	8.1	5.5	-7.3	7.7	-19.2	-8.0	-1.2			
United States	TF	57,937	54,884	..	3.5	-5.3	..	TF	10.2	9.9	12.2	11.3		7.6	9.0	2.5		-14.1	-6.5	-3.8	2.3			
<b>Caribbean</b>		20,051	19,502	20,202	1.0	-2.7	3.6		3.5	5.8	0.9	4.3	2.9	5.0	4.6	1.8	2.5	-8.1	-2.4	0.1	2.9			
Anguilla	TF	68	58	..	-12.1	-15.2	..	TF	19.1	11.8	7.6	41.8		62.3				-25.6	-18.9	-16.3	7.6			
Antigua, Barb	TF	266	234	..	1.5	-11.8	..	TF(1)	-2.3	0.2	-3.3	-4.1		-10.8	-3.9			-14.3	-13.8	-10.5	-7.7			
Aruba	TF	827	813	825	7.0	-1.7	1.6	TF	1.6	6.2	-1.2	0.7	0.6	6.0	6.0	-6.6	2.5	-9.6	0.7	1.6	1.4			
Bahamas	TF	1,463	1,327	1,368	-4.2	-9.3	3.1	TF(2)	3.1	2.0	4.0	8.7	-2.9	6.4	-3.1	0.1	-5.1	-16.2	-12.0	-7.3	2.9			
Barbados	TF	568	519	532	-1.2	-8.6	2.6	TF	2.6	2.0	4.3	6.4	-1.3	4.1	0.7	-3.1	-1.3	-8.6	-12.5	-13.8	0.0			
Bermuda	TF	264	236	232	-13.7	-10.5	-1.5	TF	-1.5	-10.5	3.4	-1.4	-3.3	-14.0	-6.1	-0.1	-2.0	-22.8	-14.3	-5.3	-2.5			
Br. Virgin Is	TF	346	304	..	-3.4	-12.0	..	TF	10.6	23.3	5.6	3.1		-4.4	-4.0			-25.0	-9.0	-8.2	1.6			
Cayman Islands	TF	303	272	288	3.9	-10.2	6.0	TF	6.0	8.3	0.9	6.9	8.1	4.9	6.0	12.3	6.2	-14.3	-12.1	-12.7	1.0			
Cuba	TF	2,316	2,405	2,507	9.3	3.8	4.2	VF	4.2	0.1	2.2	6.8	9.6	12.2	15.5	9.6	6.3	2.0	3.8	5.1	3.9			
Curaçao	TF	409	367	..	36.4	-10.3	..	TF	-7.2	-10.0	-11.4	-0.8		-2.0	-0.9	-11.8		-4.2	1.9	4.7	-30.1			
Dominica	TF	89	85	67	0.8	-3.9	-21.6	TF	14.1	18.3	12.6	11.5						-11.0	1.8	-5.4	-0.3			
Dominican Rp	TF	3,980	3,992	4,125	0.0	0.3	3.3	TF	3.3	3.9	0.7	5.0	3.6	7.2	7.8	4.3	0.8	-5.2	-0.5	1.5	8.1			
Grenada	TF	130	113	106	0.4	-12.5	-6.4	TF	-6.4	-1.3	-18.0	-4.2	-4.1	-6.8	0.7	-3.7	-8.1	-15.8	-16.2	-11.2	-5.5			
Guadeloupe	TCE	439	347	..	3.8	-21.1	..	THS																
Haiti	TF	258	387	..	-33.2	50.0	..	TF										19.1	56.4	64.5	69.7			
Jamaica	TF	1,767	1,831	1,916	3.9	3.6	4.7	TF	4.7	9.2	-1.1	3.9	6.8	1.8	4.6	4.7	9.6	0.2	6.7	5.7	2.0			
Martinique	TF	481	442	476	-4.0	-8.2	7.9	TF	7.9	23.3	-1.5	1.3	8.5	2.6	3.0	6.1	13.8	-21.3	-4.7	1.2	-4.9			
Montserrat	TF	7	6	..	-5.0	-14.3	..	TF	-7.4	-8.4	-1.1							-12.6	-18.5	-22.2	-7.6			
Puerto Rico	TF	3,716	3,551	..	0.8	-4.5	..	THS	5.7	11.2	1.8	3.4		5.5				-9.3	-1.3	2.6	4.5			
Saba	TF	12	12	..	3.2	-0.7	..	TF	2.5	10.6	-4.0	-0.6		13.1				1.9	-1.8	-11.8	10.4			
Saint Lucia	TF	296	278	306	2.9	-5.8	9.9	TF	9.9	12.5	11.2	25.3	-9.1	18.5	8.4	-32.3	-2.9	-13.7	-5.2	-6.9	4.9			
St. Eustatius	TF	12	12	..	1.6	2.6	..	TF	7.8	23.4	0.1	0.3		9.9				-6.9	4.7	1.1	13.1			
St. Kitts-Nevis	TF	128	93	..	3.8	-27.1	..	TF	-4.3	-12.8	-10.1	14.0						-28.2	-31.0	-22.8	-24.5			
St. Maarten	TF	475	440	..	1.3	-7.4	..	TF(1)	1.4	7.0	-0.9	-3.6		-4.9				-16.1	-7.7	-7.2	5.8			
St. Vincent, Grenadines	TF	84	75	..	-6.2	-10.3	..	TF	-3.6	2.1	-4.3	-5.0		-5.5	-18.1	-4.7		-11.1	-15.5	-12.8	-1.4			
Trinidad Tbg	TF	433	413	..	-3.8	-4.5	..	TF	-6.4	-6.4								-11.2	-3.8	-6.5				
US Virgin Is	TF	574	562	..	-2.2	-2.0	..	VF(1)	4.1	15.4	1.4	3.2	-5.4	-1.4	-1.4	-8.6	-5.2	-12.2	-3.5	0.3	12.8			
<b>Central America</b>		8,250	7,640	7,931	6.4	-7.4	3.8		3.8	5.5	6.5	4.2	-0.7	-0.4	3.1	-2.2	-1.9	-8.5	-10.8	-7.5	-2.7			
Belize	TF	245	232	..	-2.6	-5.2	..	TF	2.6	5.8	-0.7	2.4		-10.3	-0.1			-10.1	-5.7	-2.0	-0.1			
Costa Rica	TF	2,089	1,923	2,100	5.5	-8.0	9.2	TF	9.2	11.5	7.2	7.9	9.7	6.3	12.8	9.1	8.3	-12.0	-8.0	-6.6	-3.9			
El Salvador	TF	1,385	1,091	1,150	3.5	-21.2	5.4	TF	5.4	4.1	15.8	2.6	0.3	-5.2	4.9	-3.4	0.2	-18.9	-30.2	-19.1	-16.4			
Guatemala	TF	1,527	1,392	1,219	5.4	-8.8	-12.4	VF	5.6	8.3	18.9	4.6	-5.1	-0.5	2.0	-7.7	-7.9	3.9	-11.3	3.2	16.7			
Honduras	TF	899	870	896	8.2	-3.3	3.0	TF	3.0	3.0	3.0	3.0	3.0	3.0	3.0	3.0	3.0	-12.0	3.7	4.9	-8.3			
Nicaragua	TF	858	932	1,011	7.2	8.6	8.5	TF	8.5	16.7	1.6	11.0	5.0	6.4	9.9	6.6	1.2	4.5	15.5	5.1	9.9			
Panama	TF	1,247	1,200	1,317	13.0	-3.7	9.7	TF*	9.7	7.6	13.2	19.5	1.4	9.1	6.6	-1.0	-0.4	3.3	-9.2	-12.9	2.0			
<b>South America</b>		21,781	21,303	23,587	3.8	-2.2	10.7		10.6	5.9	5.8	20.4	11.5	19.7	13.4	12.6	9.1	-4.7	0.1	-10.2	6.7			
Argentina	TF	4,700	4,313	..	3.0	-8.3	..	TF	22.0	15.1	12.3	42.3						-12.4	-5.6	-23.5	9.2			
Bolivia	TF	594	671	..	3.7	13.1	..	THS	12.9	12.9	12.9							-1.3	-1.3	36.6	36.6			
Brazil	TF	5,050	4,802	..	0.5	-4.9	..	TF										-3.8	-1.0	-13.5	-1.6			
Chile	TF	2,699	2,750	2,764	7.7	1.9	0.5	TF	0.5	-5.5	-5.3	14.4	3.5	11.6	11.3	7.0	-3.9	3.4	12.3	-9.8	2.1			
Colombia	TF	2,168	2,147	..	2.5	-1.0	..	VF(2)	9.9	11.0	4.6	12.0	11.6	12.0	17.3	9.4	9.1	7.5	13.2	6.9	15.6			
Ecuador	VF	1,005	968	1,047	7.2	-3.7	8.1	VF	8.1	15.9	2.9	7.6	6.2	5.3	7.3	5.6	5.8	-5.3	0.7	-7.7	-1.6			
Guyana	TF	133	141	150	1.0	6.2	6.4	TF	6.4	7.4	7.0	9.8	1.3	7.1	1.3	5.4	-1.4	-7	12.8	10.2	7.9			
Paraguay	TF	428	439	465	3.0	2.6	5.9	TF	5.9	5.6	6.6	5.5	6.1	7.1	7.4	4.2	6.7	3.7	2.8	-5.7	12.2			
Peru	TF	2,058	2,140	..	7.4	4.0	..	TF	7.5	4.1	7.4	10.8		7.6				0.2	-0.1	-1.0	18.5			
Suriname	TF	151	150	..	-7.3	-0.2	..	TF										-28.1	-30.7	13.9	42.7			
Uruguay	TF	1,938	2,055	2,349	10.5	6.1	14.3	TF	14.3	1.8	9.8	44.5	14.3	33.5	8.3	22.0	13.8	1.4	19.8	-6.0	15.8			
Venezuela	TF	745	615	..	-3.4	-17.4	..	TF	-13.4	-7.2	-9.9	-22.3		-18.9				-27.2	-22.9	-16.8	-0.7			

Source: World Tourism Organization (UNWTO) ©

(Data as collected by UNWTO February 2011)

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

(1) Non-resident air arrivals only; (2) Data Departamento Administrativo de Seguridad (DAS)

## International Tourism Receipts by (sub)region and selected countries and territories of destination

	Full year (US\$)				Local currencies, current prices (% change over same period of the previous year)																	
	2005	2008	2009*	2010*	Series	09/08	10/09	2010*								2009*						
	(million)							YTD	Q1	Q2	Q3	Q4	Sep	Oct	Nov	Dec	YTD	Q1	Q2	Q3	Q4	
<b>Americas</b>	145,264	188,460	165,783																			
<i>North America</i>	107,370	138,933	118,899																			
Canada	13,768	15,668	13,707	15,787		-6.3	3.8	4.8	6.4	3.5	5.8	3.2						-6.2	-0.4	-7.7	-10.0	-2.8
Mexico	11,803	13,289	11,275	11,872	\$	-15.2	5.3	5.3	0.6	16.6	8.2	-0.8	1.5	-0.5	-4.3	1.9		-15.2	-8.5	-27.1	-19.0	-7.1
United States	81,799	109,976	93,917	103,208	sa	-14.6	9.9	9.9	5.8	9.5	12.7	11.5	13.2	11.3	13.3	10.0		-14.6	-13.2	-17.9	-18.8	-7.9
<i>Caribbean</i>	21,008	23,947	22,471																			
Anguilla	86	109	89	99		-18.5	10.9	5.3	6.3	51.5	33.7	-63.8						-8.3	-17.7	-9.3	-12.3	11.7
Antigua, Barb	309	334	293	306		-12.3	4.4	0.3	-0.7	-4.4	4.5	2.5						-8.6	-12.6	-12.0	-9.7	2.0
Aruba	1,094	1,411	1,295	..		-8.2		-2.1	-2.1									-8.0	-10.4	-10.0	-6.0	-5.2
Bahamas	2,069	2,153	1,938	..		-10.0		5.6	6.0	5.2								-10.0	-10.0	-10.0	-10.0	-10.0
Barbados	896	1,194	1,096	..		-8.3		4.5	-3.2	10.4	8.6							-8.3	-23.0	34.8	-20.9	-1.0
Bermuda	429	431	363	..		-15.8		20.0	2.7	25.2								-15.8	-40.3	-16.9	-7.8	-8.8
Bonaire	87	121	106	..		-12.1		-17.6	-35.6	13.1								-12.1	-8.9	-21.7	-18.9	-3.3
Br. Virgin Is	437	446	369	..		-17.3																
Cuba	2,150	2,258	2,080	..				3.8	4.1	3.5	2.6	4.5						-8.9	-13.7	-11.8	-7.9	1.6
Curaçao	244	378	361	..		-4.4		2.5	0.8	4.6								-4.4	-11.1	-4.1	5.1	-5.4
Dominica	57	69	66	..		-4.3		10.4	12.0	10.7	8.2							1.0	-2.1	5.1	0.1	1.4
Dominican Rp	3,518	4,166	4,051	4,240	\$	-2.8	4.7	4.7	4.0	-0.5	5.5	10.0						-2.8	-8.0	-6.1	-2.5	9.5
Grenada	71	110	94	..		-13.9		-9.7	-3.2	-12.5	-15.5							-9.0	-4.7	-17.0	-11.5	-4.0
Haiti	80	276	315	..		20.2																
Jamaica	1,545	1,976	1,926	..	\$	-2.5	..	2.0	7.1	-4.4	2.2		0.6	3.4				-0.7	-6.2	1.6	6.9	-3.1
Montserrat	9	7	6	..		-15.0		-9.1	-20.0	0.0	0.0							-10.7	-9.6	-21.9	-17.6	-0.3
Puerto Rico	3,239	3,535	3,473	..	\$	-1.8	..															
Saint Lucia	369	311	286	..		-8.1		17.2	10.9	15.7	29.1							-4.8	-8.2	-8.8	-7.2	6.6
St. Kitts-Nev	121	108	91	..		-15.3		-1.1	-8.7	-5.8	16.0							-24.1	-25.0	-29.3	-21.7	-18.5
St. Maarten	659	663	616	..		-7.2		7.0	2.3	14.4								-7.2	-2.8	-12.2	-12.0	-4.4
St. Vincent, Grenadines	77	96	85	..		-11.8		-4.5	-0.6	-5.8	-9.2							-8.9	-6.8	-14.7	-13.7	-1.7
US Virgin Is	1,432	1,520	1,468	..		-3.4																
<i>Central America</i>	4,485	6,357	6,134																			
Belize	214	279	256	..		-8.0		4.1	7.8	-0.5								-8.0	-13.8	-9.1	-0.1	-4.8
Costa Rica	1,671	2,283	1,815	..	\$	-20.5	..	17.0	21.4	15.0	13.1							-20.5	-24.0	-25.0	-18.7	-12.5
El Salvador	361	425	319	..	\$	-24.8	..	26.2	0.7	42.2	38.7							-24.8	-26.4	-39.8	-18.7	-10.4
Guatemala	791	1,068	1,298	1,378	\$	21.5	6.2	16.9	61.8	19.9	7.2	-4.2						10.3	-16.4	-3.6	20.3	40.4
Honduras	463	619	616	650	\$	-0.5	5.5	5.5	5.7	5.3	5.6	5.2	4.8	5.9	6.5	4.1		-0.5	-9.4	6.2	7.1	-4.6
Nicaragua	206	276	346	..	\$	25.2	..	3.2	22.5	1.1	-12.5							25.2	8.3	34.8	23.5	36.8
Panama	780	1,408	1,483	1,676		5.4	13.0	13.0	11.0	17.4	16.5	8.5	8.6	9.9	7.0	8.7		5.4	12.0	1.3	-2.6	10.1
<i>South America</i>	12,400	19,223	18,279																			
Argentina	2,729	4,646	3,962	..	\$	-14.7	..	28.4	21.5	15.7	53.7							-14.7	-17.1	-15.1	-34.5	5.4
Bolivia	239	275	279	..	\$	1.5	..	4.9	4.9	4.9								1.5	-8.8	-2.2	8.8	8.8
Brazil	3,861	5,785	5,305	5,919	\$	-8.3	11.6	11.6	16.1	12.0	6.1	11.7	13.3	-3.1	19.4	17.6		-8.3	-11.5	-11.4	-9.3	-1.0
Chile	1,109	1,674	1,568	..	\$	-6.3	..	-3.4	-11.8	2.2	6.7							-6.3	-0.9	-15.5	-13.5	-0.7
Colombia	1,222	1,844	1,999	..	\$	8.4	..	5.0	4.8	2.0	7.7							8.4	5.7	12.7	8.0	7.6
Ecuador	486	742	670	..	\$	-9.7	..	16.7	14.3	21.7	14.2							-9.7	-0.7	-15.2	-11.1	-10.5
Paraguay	78	109	205	..	\$	87.8	..	6.2	6.0	6.4	5.8	6.6	7.1	7.3	4.8	7.6						
Peru	1,308	1,991	2,014	2,274	\$	1.2	12.9	12.9	6.0	10.1	18.6	16.2						1.2	1.2	1.4	-4.0	6.7
Suriname	45	77	64	..		-16.9																
Uruguay	594	1,051	1,312	1,493	\$	24.8	13.8	13.8	21.1	8.5	4.9	9.7						24.8	25.4	65.8	-5.3	29.4
Venezuela	650	915	788	..	\$	-13.9	..	-25.7	-25.6	-3.9	-36.4							-13.9	-20.4	-32.8	-1.1	-6.9

Source: World Tourism Organization (UNWTO) ©

(Data as collected by UNWTO February 2011)

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

## International Tourist Arrivals by (sub)region and selected countries and territories of destination

	Full year			Change			Monthly/quarterly data series (% change over same period of the previous year)																	
	Series	2008	2009	2010*	08/07	09/08	10*/09	Series	2010*												2009			
		(1000)					(%)		YTD	Q1	Q2	Q3	Q4	Sep	Oct	Nov	Dec	Q1	Q2	Q3	Q4			
<b>Africa</b>		44,399	45,894	48,838	2.7	3.4	6.4		6.4	5.8	7.2	5.6	7.2	11.3	8.7	5.6	7.2	2.4	12.2	4.6	-5.0			
<b>North Africa</b>		17,141	17,574	18,667	4.8	2.5	6.2		6.2	9.3	4.4	4.1	9.3	17.5	14.0	6.3	6.9	2.3	7.6	-1.6	4.5			
Algeria	VF	1,772	1,912	..	1.6	7.9	..	VF										10.3	19.3	-2.0	14.1			
Morocco	TF	7,879	8,341	9,288	6.4	5.9	11.4	TF	11.4	15.5	11.8	7.5	13.6	27.4	23.8	7.8	9.9	4.4	12.8	0.9	8.5			
Sudan	TF	441	420	..	1.1	-4.6	..	TF										-15.8	-14.4	13.9	-1.9			
Tunisia	TF	7,050	6,901	6,902	4.3	-2.1	0.0	TF	0.0	0.7	-3.5	0.3	3.6	9.3	4.6	3.7	2.2	-0.9	1.3	-4.9	-2.2			
<b>Subsaharan Africa</b>		27,258	28,320	30,170	1.5	3.9	6.5		6.6	4.2	9.1	6.9	6.1	7.7	5.7	5.3	7.4	2.4	15.5	10.6	-9.1			
Angola	TF	294	366	..	51.1	24.3	..	TF										-23.3	26.4	74.5	5.2			
Benin	TF	188	190	..	1.1	1.1	..	TF										-6.2	-29.0	-1.3	28.1			
Botswana	TF	1,500	1,553	..	3.1	3.5	..	TF																
Burkina Faso	THS	272	269	..	-5.9	-0.9	..	THS										-6.2	-1.4	8.6	-1.7			
Cape Verde	THS	285	287	..	6.7	0.7	..	THS	11.1	8.1	2.6	23.3						-6.9	12.3	3.5	-2.7			
Cent.Afr.Rep.	TF	31	52	..	78.9	71.2	..	TF										68.4	80.9	75.0	62.7			
Congo	THS	63	85	..	16.7	34.9	..	THS																
Dem.R.Congo	TF	50	53	..	6.4	6.0	..	TF																
Eritrea	VF	70	79	..	-13.7	13.5	..	VF										9.0	9.0	17.0	17.0			
Gambia	TF	147	124	..	2.9	-15.3	..	TF										-33.8	3.8	-4.7	8.4			
Ghana	TF	698	803	..	19.0	15.0	..	TF																
Kenya	TF	1,141	1,392	..	-32.3	22.0	..	VF(1)	16.1	18.9	14.9	14.5		25.7				65.5	35.4	26.1	14.8			
Lesotho	TF	285	320	..	-2.4	12.3	..	VF										-4.5	15.2	40.9	18.1			
Madagascar	TF	375	163	196	8.9	-56.6	20.5	TF	20.5	8.0	16.9	31.8	24.0	30.4	19.6	25.6	27.3	-42.1	-57.2	-62.1	-59.7			
Malawi	TF	742	755	..	1.1	1.7	..	TF										-4.2	23.9	-26.3	8.0			
Mali	TF	190	160	..	15.9	-15.8	..	THS																
Mauritius	TF	930	871	935	2.6	-6.4	7.3	TF	7.3	7.3	4.8	6.2	9.8	8.7	8.9	9.5	10.7	-10.9	-7.0	-10.5	2.4			
Mozambique	TF	1,815	2,224	..	n/a	22.5	..	THS	15.2	8.5	28.8	8.0		5.6				-10.0	-7.2	-4.1	-8.7			
Namibia	TF	931	980	..	0.2	5.3	..	TF																
Reunion	TF	396	422	..	4.2	6.4	..	TF										3.1	16.9	-2.3	10.2			
Rwanda	VF	731	699	..	3.0	-4.4	..	VF										25.4	0.8	-13.6	-24.0			
Sao Tome Prn	TF	15	15	..	22.9	4.8	..	TF																
Senegal	TF	..	..	..	..	..	..	TF*	0.7	-8.4	-0.3	8.2		13.5	15.6	0.5		-8.1	-3.0	-7.8	-7.1			
Seychelles	TF	159	158	175	-1.4	-0.9	10.8	TF	10.8	19.1	7.7	5.9	10.5	2.3	16.0	7.3	8.0	-14.2	3.1	1.1	8.2			
South Africa	TF	9,592	7,012	8,074	5.5	n/a	15.1	VF	14.6	8.2	17.6	16.3	16.3	16.3	12.8	16.1	19.7	-2.2	5.3	10.9	2.0			
Swaziland	TF	754	909	..	-13.3	20.4	..	VF	-0.1	11.2	0.4	-5.6	-4.1	-6.0	1.9	-14.4	0.3	-0.8	14.5	24.5	15.0			
Tanzania	TF	750	714	..	8.4	-4.8	..	VF										-14.3	-15.6	-0.1	-1.6			
Togo	THS	74	150	..	-14.0	102.7	..	THS																
Uganda	TF	844	817	..	31.5	-3.2	..	TF										7.7	10.8	-14.6	-10.6			
Zambia	TF	812	710	..	-9.5	-12.6	..	TF										-0.9	-24.9	-10.9	-12.3			
Zimbabwe	VF	1,956	2,017	..	-22.0	3.2	..	VF										19.2	593.9	86.8	-53.4			
<b>Middle East</b>		55,879	52,297	59,716	19.2	-6.4	14.2		14.0	19.1	17.7	16.1	5.2	29.6	13.3	-1.3	6.9	-21.1	-11.2	1.1	10.8			
Bahrain	TF	..	..	..	..	..	..	VF										12.8	-3.7	1.1	1.0			
Egypt	TF	12,296	11,914	14,051	15.9	-3.1	17.9	VF	17.5	28.9	14.7	12.6	15.8	14.4	14.5	15.5	17.7	-13.4	-4.0	0.7	6.5			
Jordan	TF	3,729	3,789	4,557	8.7	1.6	20.3	TF	20.3	33.4	28.5	14.9	10.3	25.4	22.0	22.0	-13.5	-0.5	4.4	0.6	1.9			
Kuwait	THS	259	297	..	-11.6	14.7	..	THS										4.8	3.7	60.3	-3.2			
Lebanon	TF	1,333	1,844	2,168	31.1	38.3	17.6	TF	17.6	35.3	23.1	7.9	14.8	31.8	15.7	17.9	10.6	50.0	65.7	32.8	18.2			
Oman	THS	1,278	945	..	15.0	-26.1	..	THS																
Palestine	THS	387	396	..	46.6	2.2	..	THS	35.3	67.1	50.5	5.6		10.0				-6.1	-24.8	32.2	10.7			
Qatar	TF	1,405	1,659	..	45.8	18.1	..	THS										24.3	14.8	36.7	2.0			
Saudi Arabia	TF	14,757	10,896	..	28.0	-26.2	..	TF	13.3	1.0	5.8	29.3		97.4				-60.1	-43.9	-13.4	43.6			
Syrian Arab Republic	TF	5,430	6,092	8,546	30.6	12.2	40.3	VF	42.1	72.4	55.0	27.2	30.1	39.7	24.3	30.5	36.6	2.1	13.5	14.3	11.0			
Untd Arab Emirates	THS	..	..	..	..	..	..	THS(2)	9.0	5.1	13.3							3.0	-1.5	-5.7	-10.9			
Yemen	THS	404	434	..	6.6	7.3	..	TF										7.9	27.1	17.1	-17.1			

Source: World Tourism Organization (UNWTO) ©

(Data as collected by UNWTO February 2011)

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

(1) Tourist arrivals in the International Airports of Jomo Kenyatta, Mobassa and Moi, as well as by Cruise Ships

(2) Dubai only

## International Tourism Receipts by (sub)region and selected countries and territories of destination

	Full year (US\$)				Local currencies, current prices (% change over same period of the previous year)																
	2005	2008	2009*	2010*	Series	09/08	10/09	2010*								2009*					
	(million)					YTD	Q1	Q2	Q3	Q4	Sep	Oct	Nov	Dec	YTD	Q1	Q2	Q3	Q4		
<b>Africa</b>	21,989	30,331	29,105																		
<i>North Africa</i>	7,026	10,752	9,959																		
Algeria	184	300	330	..	\$	10.0	..														
Morocco	4,610	7,168	6,557	6,671		-4.9	6.3	6.3	12.7	6.1	3.2	6.5	26.1	10.4	15.0	-5.1	-4.9	-23.3	-8.2	-2.4	14.1
Sudan	89	331	299	..	\$	-9.7	..										-9.7	33.6	5.9	-53.5	-10.6
Tunisia	2,143	2,953	2,773	2,654		2.9	1.5	1.5	-4.4	3.8	0.0	5.5					2.9	8.1	2.3	5.1	-2.9
<i>Subsaharan Africa</i>	14,963	19,579	19,146																		
Angola	88	285	534	..	\$	87.4	..														
Botswana	562	553	422	..		-20.0															
Cameroon	175	156	222	..		50.1															
Cape Verde	123	350	291	..		-12.2		-1.0	8.8	-8.4	-2.5						-12.2	-24.1	-15.0	7.4	-13.7
Cent. Afr. Rep.	5	9	5	..		-47.3															
Côte d'Ivoire	83	116	113	..		2.7															
Eritrea	66	46	26	..																	
Ethiopia	168	377	329	..	\$	-12.7	..	24.9	24.9								-12.7	12.3	-26.9	-42.8	17.7
Ghana	836	919	968	..	\$	5.4	..														
Kenya	579	752	690	..	\$	-8.3	..	13.0	3.3	33.1	7.1						-8.4	-1.3	-37.4	-19.4	28.4
Lesotho	31	24	40	..		71.0															
Liberia	67	158	123	..		-15.9															
Madagascar	183	349	280	..		-8.3															
Malawi	24	43	43	..		1.0															
Mauritius	871	1,449	1,117	915		-13.4	-21.1	10.5	7.4	10.1	12.4	12.8	12.3	16.6	14.3	8.8	-13.4	-14.1	-21.9	-13.8	-3.9
Mozambique	130	190	196	..	\$	2.9	..	6.5	3.0	8.6	7.4						2.9	-14.0	-13.9	1.3	47.1
Namibia	348	378	380	..		3.3		-57.2	-49.7	-64.0	-57.2						3.3	1.7	4.7	20.1	-13.2
Nigeria	54	573	608	..	\$	6.3	..														
Reunion	384	505	469	..	€	-2.0											0.1	8.8	8.8	-7.0	-7.0
Rwanda	49	186	174	..	\$	-6.2	..														
Seychelles	192	258	209	..		16.6											16.6	49.5	16.3	23.8	-19.4
Sierra Leone	64	34	25	..		-16.5															
South Africa	7,508	7,925	7,543	..	sa	-2.4		5.9	-6.1	19.1	4.9						-2.4	3.1	-3.2	-2.2	-6.9
<b>Middle East</b>	26,599	39,980	41,435																		
Bahrain	920	1,166	1,118	..		-4.1															
Egypt	6,851	10,985	10,755	12,528	\$	-2.1	16.5	16.5	24.2	12.0	13.1	18.5					-2.1	-17.2	-1.6	-1.6	13.0
Jordan	1,441	2,943	2,911	3,413		-1.0	17.2	17.2	31.7	25.3	10.6	8.4					-1.0	3.5	1.6	-3.5	-3.0
Kuwait	164	257	247	..		2.9															
Lebanon	5,532	5,819	6,774	..	\$	16.4	..														
Libyan Arab Jamahiriya	250	74	50	..		-30.8															
Oman	429	804	700	..		-12.9															
Qatar	760	145	179	..		22.9															
Saudi Arabia	4,622	5,910	5,995	..		1.4		-14.7	-41.2	-37.3	48.3		41.5				-20.1	-54.7	-30.5	-3.4	32.2
Untd Arab Emirates	3,218	7,162	7,352	..		2.7															
Yemen	181	453	496	..	\$	9.5	..														

Source: World Tourism Organization (UNWTO) ©

(Data as collected by UNWTO February 2011)

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

## Preliminary Air Transport Statistics

	Revenue Passenger-Km (RPK)												Capacity		Load factor		Passengers		
	2009	08/07	09/08	10*/09 Monthly data									09/08	10*/09	09/08	10*/09	09/08	10*/09	
				YTD	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec		YTD		YTD		YTD
	(billion)		(%)	(% on previous year)										(%)	(% on previous year)			(%)	

## International Air Transport Association (IATA), Monthly International Statistics (MIS)

## Scheduled international traffic of IATA reporting carriers by region of airline registration

Overall	2,805 <sup>1</sup>	2.2	-2.5	8.2	-1.9	11.3	12.0	9.7	6.4	10.6	10.0	8.2	4.9	-2.2	4.4	75.7	78.4		
North America	430	3.2	-5.2	7.4	-1.9	11.0	10.7	8.0	5.4	11.2	12.5	9.5	6.7	-5.0	3.9	79.6	82.2		
Latin America	116	8.1	0.0	8.2	1.5	24.1	15.5	15.0	8.7	6.6	4.9	0.6	-1.1	1.4	2.9	72.9	76.7		
Europe	1,121	3.1	-3.2	5.1	-11.0	7.7	7.3	6.7	5.1	8.5	9.6	7.8	3.3	-2.9	2.6	77.5	79.4		
Africa (incl. Egypt)	92	2.2	-3.9	12.9	9.2	14.1	20.8	12.8	9.1	16.5	12.6	13.3	11.7	-1.2	9.6	67.1	69.1		
Middle East (incl. Israel, Iran)	279	7.9	11.3	17.8	12.6	16.3	16.9	16.0	11.5	23.4	17.0	16.8	14.1	13.6	13.2	73.0	76.0		
Asia and Pacific	766	-2.1	-4.5	9.0	4.4	13.4	17.2	11.9	6.6	8.9	7.1	5.6	2.9	-5.3	3.6	73.8	77.6		

## Air Transport Association of America (ATA) - Scheduled Passenger Traffic Statistics ATA US Member Airlines

Scheduled mainline service	1,075	0.3	-5.9	3.4	-1.4	4.3	4.5	2.2	2.5	6.5	7.6	7.1	3.8	-6.9	1.3	81.0	82.7	-6.9	1.7
Domestic (incl. USA-Canada)	726	-1.2	-6.5	1.9	-0.5	1.6	2.2	0.0	1.3	4.4	5.2	6.3	2.9	-8.1	0.6	81.9	83.0	-7.4	1.1
International	348	3.5	-4.6	6.4	-3.4	10.1	9.2	6.8	5.0	10.7	12.8	9.0	5.7	-4.3	2.6	79.3	82.2	-3.5	6.0
Atlantic	173	7.7	-4.4	2.5	-13.7	2.2	5.3	3.6	1.4	7.2	10.3	7.6	2.2	-5.4	-0.5	80.1	82.5	-5.0	2.2
Latin	89	3.9	-1.2	8.5	2.7	19.7	10.8	12.3	9.3	13.2	13.5	7.6	5.5	0.4	6.2	77.8	79.4	-0.8	7.2
Pacific	87	-3.9	-8.3	12.2	12.0	20.4	16.9	8.5	8.9	16.3	17.4	12.6	11.8	-6.7	5.0	79.1	84.5	-7.6	10.9

## Asociación Latinoamericana de Transporte Aéreo (ALTA) - Member Airlines Traffic Data

Total	179	9.1	3.0	11.3	5.9	23.3	16.8	13.9	14.3	11.0	6.0	3.3	3.2	4.0	6.4	70.5	73.3	3.6	11.3
Domestic	77	5.6	8.0	14.3	11.7	21.3	15.0	12.2	21.3	16.3	6.3	5.3	7.3	8.0	9.6	67.7	70.1	6.3	13.0
International	102	11.5	-0.5	9.1	1.6	25.0	18.3	15.2	9.1	6.8	5.7	1.6	0.0	1.0	3.8	72.8	76.1	-1.7	7.5
Latin America	38	15.5	-2.1	13.6	7.6	28.5	23.9	26.2	17.2	12.0	10.5	5.4	5.8	1.4	7.1	69.1	73.2	0.6	11.7
Extra Latin America	64	9.3	0.4	6.1	-1.9	22.8	14.8	8.7	4.2	3.4	2.3	-1.2	-4.0	0.6	1.4	75.2	78.3	-5.1	0.1
North America	35	3.1	3.7		-3.9									2.9		74.7		-2.8	
Europe	23	19.5	1.8		3.4									2.1		75.9		6.2	
Asia and the Pacific	3	10.2	-10.0		1.1									-7.4		76.5		-6.6	
Charter	2	11.3	-37.5		-41.2									-32.1		73.6		-36.2	

## Association of European Airlines (AEA) - Passenger Traffic of AEA Member Airlines

Total scheduled	755	1.1	-4.4	2.6	-13.1	4.3	4.6	3.9	2.2	5.4	6.7	6.8	1.8	-3.9	0.0	75.9	77.9	-5.7	2.7
Domestic	48	-7.4	-5.9	1.8	-16.0	0.4	0.9	3.7	4.3	7.0	6.6	7.0	1.1	-5.6	-1.0	65.9	67.7	-7.3	2.0
Total International	707	1.9	-4.3	2.7	-12.9	4.6	4.8	3.9	2.1	5.2	6.7	6.8	1.8	-3.8	0.1	76.7	78.7	-5.0	3.0
Intra Europe (cross-border)	178	2.0	-4.7	3.0	-18.7	3.7	3.3	4.8	4.6	6.4	9.3	10.0	2.1	-4.5	0.0	68.6	70.7	-5.8	3.0
North Africa	10	5.5	4.6	5.2	-9.1	7.7	6.3	7.3	-1.8	17.7	4.7	2.2	-4.1	8.5	1.7	68.1	70.4	2.6	5.6
Middle East	31	7.8	5.9	3.8	-9.7	4.7	1.3	6.2	-1.5	9.5	4.2	7.4	-0.4	12.6	0.8	69.4	71.5	7.0	8.2
Total long-haul among which:	489	1.4	-4.7	2.4	-10.9	4.9	5.6	3.4	1.4	4.3	5.9	5.8	2.0	-4.6	0.0	80.9	82.8	-4.9	2.2
North Atlantic	188	0.1	-4.9	0.3	-12.2	1.3	1.1	0.7	-1.6	1.9	4.6	4.6	0.2	-6.1	-1.6	82.4	83.9	-5.1	-0.2
Mid Atlantic	49	2.1	-5.0	5.9	-8.9	10.8	5.2	8.1	9.0	11.1	11.9	9.0	9.5	-2.9	4.7	81.7	82.6	-6.4	4.1
South Atlantic	50	8.1	-4.6	6.2	-0.7	16.6	8.5	5.7	5.8	8.5	5.7	1.6	-0.2	-3.4	0.4	80.1	84.8	-5.9	6.3
Far East/Australasia	146	0.8	-5.6	2.6	-13.2	5.6	10.3	4.2	1.4	3.1	6.2	8.3	2.2	-5.1	-0.9	80.4	83.2	-5.9	3.1
Sub Saharan Africa	56	2.9	1.1	2.4	-10.4	3.1	10.0	5.4	2.6	7.7	5.5	3.8	2.5	1.4	2.9	77.6	77.3	1.9	3.9

## Association of Asia Pacific Airlines (AAPA) - Consolidated Passenger Traffic

International operations	638	-1.4	-4.7	9.8	5.0	13.8	18.9	12.5	7.3	9.0	8.2	6.0	4.5	-4.7	4.1	74.4	78.5	-2.8	13.0
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## Arab Air Carriers Organization (AACO) - AACO members' scheduled operations

Total	311	15.7	10.0	16.2	14.6	16.6	14.2	12.6	8.9	20.1	15.6	15.6	14.5	12.0	13.0	71.3	72.7	6.2	15.7
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Source: compiled by UNWTO from IATA, ATA, ALTA, AEA, AAPA and AACO

<sup>1</sup> All IATA carriers



## Hotel performance by region

	Occupancy (%)		
	Full year		
	2010*	2009	Change (%p)
<b>Europe</b>	63.7	60.5	5.2
Northern Europe	67.1	65.0	3.3
Western Europe	65.3	61.8	5.7
Eastern Europe	54.6	50.9	7.2
Southern Europe	60.0	55.9	7.3
<b>Asia and the Pacific</b>	66.0	60.6	8.9
Central & South Asia	61.4	56.4	8.8
North-East Asia	64.5	58.0	11.3
South-East Asia	65.8	61.2	7.4
Australia & Oceania	73.1	69.4	5.3
<b>Americas</b>	57.8	54.7	5.6
North America	57.7	54.6	5.6
Caribbean	61.1	60.7	0.7
Central America	60.3	56.4	6.9
South America	65.0	59.4	9.5
<b>Middle-East &amp; Africa</b>	61.8	61.3	0.8
Middle East	61.1	60.9	0.3
North Africa	69.2	65.8	5.3
Southern Africa	57.1	58.2	-1.9

Source: STR (North America) and STR Global. © 2010 STR and STR Global. All rights reserved; (%p: percentage points)

## Hotel performance by region

	Occupancy (%)			Average Room Rate - US\$			RevPAR - US\$		
	Year-to-November			Year-to-November			Year-to-November		
	2010*	2009	Change (%p)	2010*	2009	Change (%)	2010*	2009	Change (%)
<b>Europe</b>	64.8	61.4	3.4	131	133	-1.8	85	82	3.6
<b>Europe (in euros)</b>	64.8	61.4	3.4	99	95	4.3	64	58	10.0
<b>Middle East</b>	61.0	61.4	-0.4	199	210	-5.2	122	129	-5.8
<b>Asia and the Pacific</b>	66.3	60.4	5.9	132	118	11.1	87	72	21.8
<b>North America</b>	58.7	55.6	3.1	99	99	0.3	58	55	6.0
<b>Central and South America</b>	64.8	59.3	5.5	120	112	7.6	78	66	17.7

Source: STR (North America) and STR Global. © 2010 STR and STR Global. All rights reserved; (%p: percentage points)

## Hotel performance by region (year-to-november)

		Occupancy (%)		
		2010*	2009	Change (%p)
<b>Europe</b>		<b>64.8</b>	61.4	3.4
Iceland	Reykjavik	54.8	59.0	-4.3
Norway	Oslo	62.3	63.8	-1.6
Denmark	Copenhagen	65.6	63.3	2.4
Sweden	Stockholm	70.6	68.3	2.3
Finland	Helsinki	67.3	60.8	6.5
Estonia	Tallinn	55.4	48.1	7.3
Ireland	Dublin	67.7	64.4	3.4
United Kingdom	London	56.9	53.5	3.4
Netherlands	Amsterdam	75.2	67.3	7.9
Belgium	Brussels	67.3	63.5	3.8
Luxembourg	Luxembourg	68.7	63.8	4.9
Germany	Frankfurt am Main	66.1	58.3	7.8
	Berlin	70.2	68.4	1.8
France	Paris	77.1	74.2	3.0
Austria	Vienna	73.0	65.3	7.7
Switzerland	Geneva	66.5	62.4	4.0
	Zurich	73.6	69.0	4.6
Czech Rep	Prague	63.0	57.1	5.9
Slovakia	Bratislava	42.9	42.5	0.5
Hungary	Budapest	59.1	54.1	5.0
Poland	Warsaw	67.3	61.1	6.2
Russian Federation	Moscow	62.9	57.3	5.6
Portugal	Lisbon	65.7	60.0	5.7
Spain	Madrid	64.2	57.6	6.6
	Barcelona	69.1	63.9	5.2
Italy	Milan	62.1	57.6	4.5
	Rome	68.0	62.6	5.4
Greece	Athens	59.3	62.0	-2.8
Turkey	Istanbul	73.8	64.5	9.2
Israel	Tel Aviv	76.4	64.7	11.7
<b>Asia and the Pacific</b>		<b>66.3</b>	60.4	5.9
China	Beijing	63.5	52.0	11.5
	Shanghai	65.3	49.7	15.5
Hong Kong (China)	Hong Kong	80.7	72.5	8.1
Taiwan (pr. of China)	Taipei	74.9	69.1	5.7
Japan	Osaka	78.9	73.0	5.9
	Tokyo	78.3	71.7	6.6
Korea, Republic of	Seoul	82.8	80.4	2.4
Vietnam	Hanoi	67.4	57.2	10.3
Thailand	Bangkok	52.6	54.0	-1.5
	Phuket	62.2	54.5	7.6
Malaysia	Kuala Lumpur	68.4	63.7	4.7
Singapore	Singapore	83.0	72.6	10.4
Indonesia	Jakarta	67.8	62.5	5.3
	Bali Island	74.6	69.5	5.1
Philippines	Manila	71.5	67.4	4.1
India	Mumbai	59.2	56.3	2.8
	New Delhi	69.1	63.2	5.9
Australia	Sydney	83.7	77.8	5.9
New Zealand	Auckland	75.2	69.8	5.4

Source: STR Global

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= up

= down

## Hotel performance by region (year-to-november)

		Occupancy (%)		
		2010*	2009	Change (%p)
<b>North America</b>		<b>58.7</b>	55.6	3.1
Canada	Montreal	64.3	59.4	4.9
	Toronto	70.0	63.6	6.4
	Vancouver	69.6	65.9	3.8
United States	Atlanta	58.5	53.2	5.3
	Boston	70.6	63.8	6.8
	Chicago	63.3	57.4	5.9
	Dallas	55.4	51.9	3.5
	Denver	64.5	58.9	5.5
	Houston	55.9	56.3	-0.4
	Los Angeles	68.9	64.7	4.2
	Miami	69.9	64.8	5.2
	New Orleans	66.0	57.8	8.2
	New York	81.2	76.8	4.5
	Orlando	63.0	59.6	3.4
	Philadelphia	65.5	62.3	3.2
	Phoenix	56.4	52.9	3.5
	San Diego	68.0	64.2	3.8
	San Francisco	76.3	72.3	3.9
	Seattle	67.4	62.8	4.6
	St Louis	58.4	55.5	2.9
	Washington DC	69.0	66.3	2.7
Mexico	Cancun	56.7	51.3	5.4
	Mexico City	59.5	50.1	9.3
<b>Central and Southern America</b>		<b>64.8</b>	59.3	5.5
Costa Rica	San Jose	57.3	53.1	4.2
Peru	Lima	65.9	58.2	7.7
Brazil	Rio de Janeiro	71.0	67.3	3.7
	Sao Paulo	66.8	59.6	7.2
Argentina	Buenos Aires	66.7	54.7	11.9
Chile	Santiago	65.4	61.3	4.1
<b>Middle East</b>		<b>61.0</b>	61.4	-0.4
Egypt	Cairo	65.7	65.4	0.3
	Sharm El-Sheikh	79.7	73.8	5.9
Jordan	Amman	61.5	57.7	3.7
Lebanon	Beirut	65.2	70.7	-5.5
Kuwait	Kuwait City	51.4	53.5	-2.1
Qatar	Doha	59.6	56.8	2.8
Untd Arab Emirates	Dubai	70.5	68.7	1.8
	Abu Dhabi	58.6	70.5	-11.8
Saudi Arabia	Riyadh	60.2	59.3	0.9
Oman	Muscat	53.7	52.8	1.0
<b>Southern Africa</b>				
Kenya	Nairobi	64.5	68.6	-4.0
South Africa	Greater Cape Town	55.8	59.6	-3.8
	Greater Johannesburg	61.7	61.8	-0.1

Source: STR Global

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Data for North America sourced STR

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## Exchange rates

	Currency units per US dollar									Currency units per euro								
	Average		09/08	10/09	2009	2010	year ago	O.-D.10	Average	09/08	10/09	2009	2010		year ago	O.-D.		
	2009	2010	%	%	Dec	Oct	Dec	%	2009	2010	%	%	Dec	Oct	Dec	%		
<b>US dollar</b>									<b>1.39</b>	<b>1.33</b>	<b>-5.2</b>	<b>-5.0</b>	<b>1.46</b>	<b>1.39</b>	<b>1.32</b>	<b>-9.5</b>	<b>-4.9</b>	
Canadian dollar	1.14	1.03	7.2	-9.4	1.05	1.02	1.01	-4.3	-1.0	1.59	1.37	1.6	-13.9	1.54	1.42	1.33	-13.4	-5.8
Mexican peso	13.48	12.63	21.7	-6.3	12.85	12.44	12.39	-3.6	-0.4	18.80	16.74	15.4	-11.0	18.78	17.28	16.38	-12.8	-5.2
Jamaican dollar	87.49	86.99	20.8	-0.6	87.85	85.27	85.41	-2.8	0.2	122.04	115.33	14.5	-5.5	128.38	118.51	112.91	-12.0	-4.7
Guatemalan quetzal	8.14	8.07	7.8	-0.8	8.29	8.04	8.00	-3.5	-0.5	11.35	10.70	2.2	-5.7	12.12	11.18	10.58	-12.7	-5.4
Honduran lempira	18.87	18.92	-0.1	0.3	18.86	18.90	18.91	0.3	0.1	26.32	25.08	-5.2	-4.7	27.56	26.27	25.00	-9.3	-4.8
Argentine peso	3.77	3.98	17.7	5.6	3.82	4.02	4.07	6.7	1.2	5.26	5.27	11.6	0.3	5.58	5.59	5.38	-3.5	-3.7
Brazilian real	1.98	1.76	9.1	-11.4	1.75	1.68	1.69	-3.2	0.7	2.77	2.33	3.5	-15.8	2.56	2.34	2.24	-12.4	-4.2
Chilean peso	557	510	7.4	-8.4	501	484	474	-5.4	-2.0	777	676	1.9	-12.9	733	673	627	-14.4	-6.8
Colombian peso	2143	1900	9.8	-11.3	2016	1812	1918	-4.9	5.9	2989	2519	4.1	-15.7	2946	2518	2535	-14.0	0.7
Peruvian new sol	3.00	2.83	3.0	-5.8	2.87	2.79	2.82	-1.9	1.0	4.19	3.75	-2.3	-10.5	4.20	3.88	3.73	-11.2	-4.0
<b>Euro</b>	<b>0.72</b>	<b>0.75</b>	<b>5.4</b>	<b>5.2</b>	<b>0.68</b>	<b>0.72</b>	<b>0.76</b>	<b>10.5</b>	<b>5.1</b>									
Danish krone	5.34	5.62	5.3	5.2	5.09	5.37	5.64	10.7	5.1	7.45	7.45	-0.1	0.0	7.44	7.46	7.45	0.1	-0.1
Swedish krona	7.61	7.19	16.5	-5.5	7.12	6.68	6.85	-3.8	2.6	10.62	9.54	10.4	-10.2	10.41	9.28	9.06	-13.0	-2.4
Pound sterling	0.64	0.65	18.0	1.3	0.62	0.63	0.64	4.2	1.7	0.89	0.86	11.9	-3.7	0.90	0.88	0.85	-5.7	-3.2
Czech koruna	18.95	19.07	11.7	0.6	17.85	17.65	19.04	6.7	7.9	26.43	25.28	6.0	-4.4	26.09	24.53	25.17	-3.5	2.6
Hungarian forint	201	208	17.5	3.4	187	197	210	12.3	6.5	280	275	11.5	-1.7	273	274	278	1.6	1.3
Polish zloty	3.10	3.01	29.9	-2.9	2.84	2.84	3.02	6.6	6.4	4.33	3.99	23.2	-7.7	4.14	3.95	4.00	-3.6	1.2
Croatian kuna	5.26	5.50	7.1	4.5	4.99	5.27	5.59	12.1	6.0	7.34	7.29	1.6	-0.7	7.29	7.33	7.39	1.4	0.9
Norwegian krone	6.26	6.04	11.9	-3.5	5.75	5.84	5.98	3.9	2.4	8.73	8.00	6.1	-8.3	8.41	8.11	7.90	-6.0	-2.6
Swiss franc	1.08	1.04	0.3	-3.8	1.03	0.97	0.97	-5.7	0.1	1.51	1.38	-4.9	-8.6	1.50	1.35	1.28	-14.7	-4.8
Russian rouble	31.64	30.37	27.8	-4.0	30.04	30.33	30.82	2.6	1.6	44.14	40.26	21.2	-8.8	43.90	42.15	40.74	-7.2	-3.3
Turkish lira	1.55	1.51	19.6	-2.9	1.51	1.42	1.52	1.2	7.0	2.16	2.00	13.5	-7.7	2.20	1.98	2.02	-8.4	1.8
Israeli new shekel	3.92	3.74	9.7	-4.7	3.78	3.61	3.61	-4.7	-0.1	5.46	4.95	4.0	-9.4	5.53	5.02	4.77	-13.8	-5.0
UAE dirham	3.67	3.68	0.0	0.2	3.67	3.67	3.68	0.3	0.1	5.12	4.87	-5.2	-4.7	5.36	5.10	4.86	-9.3	-4.8
Moroccan dirham	8.07	8.42	4.6	4.4	7.77	8.11	8.44	8.7	4.1	11.25	11.16	-0.8	-0.8	11.35	11.27	11.16	-1.7	-0.9
Tunisian dinar	1.35	1.43	9.8	6.3	1.30	1.40	1.45	10.8	3.5	1.88	1.90	4.1	1.0	1.91	1.94	1.91	0.2	-1.6
South African rand	8.37	7.32	2.1	-12.6	7.48	6.92	6.82	-8.8	-1.5	11.67	9.70	-3.2	-16.9	10.93	9.62	9.01	-17.5	-6.3
Japanese yen	93	88	-9.8	-6.2	90	82	83	-7.2	1.8	130	116	-14.5	-10.8	131	114	110	-16.1	-3.1
Chinese yuan renminbi	6.83	6.77	-1.7	-0.9	6.83	6.67	6.65	-2.6	-0.3	9.53	8.97	-6.8	-5.8	9.98	9.27	8.79	-11.9	-5.2
Hong Kong dollar	7.75	7.77	-0.5	0.2	7.75	7.76	7.77	0.3	0.2	10.81	10.30	-5.6	-4.7	11.33	10.78	10.28	-9.3	-4.7
Taiwan dollar	33.00	31.52	4.9	-4.5	32.26	30.88	29.87	-7.4	-3.3	46.03	41.78	-0.5	-9.2	47.15	42.92	39.49	-16.2	-8.0
Singapore dollar	1.45	1.36	2.8	-6.2	1.40	1.30	1.31	-6.4	0.2	2.02	1.81	-2.5	-10.8	2.04	1.81	1.73	-15.3	-4.7
Korean won	1271	1155	16.4	-9.1	1165	1123	1145	-1.7	2.0	1773	1532	10.4	-13.6	1703	1560	1514	-11.1	-3.0
Thai baht	34.27	31.69	4.0	-7.5	33.22	29.96	30.11	-9.4	0.5	47.80	42.01	-1.4	-12.1	48.54	41.64	39.80	-18.0	-4.4
Malaysian ringgit	3.52	3.22	5.8	-8.5	3.41	3.10	3.13	-8.4	0.8	4.91	4.27	0.4	-13.1	4.99	4.31	4.13	-17.1	-4.1
Indonesian rupiah	10,355	9,083	7.5	-12.3	9,464	8,927	9,021	-4.7	1.0	14,444	12,042	2.0	-16.6	13,831	12,407	11,925	-13.8	-3.9
Philippine peso	47.56	45.06	7.3	-5.3	46.33	43.38	43.91	-5.2	1.2	66.34	59.74	1.8	-9.9	67.71	60.29	58.05	-14.3	-3.7
Vietnamese dong	17793	19078	8.5	7.2	18463	19579	19398	5.1	-0.9	24818	25292	2.9	1.9	26982	27212	25644	-5.0	-5.8
Australian dollar	1.27	1.09	7.3	-14.4	1.11	1.02	1.01	-9.1	-1.3	1.77	1.44	1.8	-18.6	1.62	1.42	1.33	-17.8	-6.1
New-Zealand dollar	1.59	1.39	12.3	-12.6	1.39	1.33	1.33	-4.6	0.0	2.21	1.84	6.5	-16.9	2.04	1.85	1.76	-13.7	-4.9
Fiji dollar	1.95	1.92	22.9	-1.5	1.91	1.85	1.85	-3.2	-0.1	2.71	2.54	16.6	-6.4	2.79	2.57	2.44	-12.4	-5.0
Indian rupee	48.29	45.70	11.7	-5.4	46.59	44.42	45.12	-3.2	1.6	67.36	60.59	5.9	-10.1	68.09	61.74	59.65	-12.4	-3.4
Pakistan rupee	81.59	85.29	16.2	4.5	83.92	85.99	85.85	2.3	-0.2	113.80	113.07	10.2	-0.6	122.65	119.51	113.49	-7.5	-5.0
Sri Lanka rupee	115	113	6.1	-1.5	114	112	111	-2.6	-0.5	160	150	0.7	-6.3	167	155	147	-11.9	-5.3

Source: compiled by UNWTO based on data from De Nederlandse Bank (DNB)/European Central Bank (ECB) and the Bank of Canada (BoC)

# World Tourism Organization (UNWTO) Publications



## UNWTO World Tourism Barometer

The *UNWTO World Tourism Barometer* offers a unique overview of short-term international tourism trends. It is developed by UNWTO with the aim to provide all those directly or indirectly involved in tourism with adequate up-to-date statistics and analysis in a timely fashion. Each issue contains three regular sections: an overview of short-term tourism trends including data on international tourist arrivals, tourism receipts and expenditure for over 100 countries worldwide and data on air transport on major routes; a retrospective and prospective evaluation of current tourism performance by the members of the UNWTO Panel of Tourism Experts; and selected economic data relevant for tourism. The *UNWTO World Tourism Barometer* is periodically updated.

Available in English, French and Spanish in print and PDF version



Price: € 70 per year  
(PDF version)  
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print version)

## Handbook on E-marketing for Tourism Destinations

This handbook is the first of its kind for tourism destinations. It is a practical 'how-to' manual designed to help staff at national, regional and city tourism organisations, to improve their e-marketing skills and manage new projects. It covers all the basics such as web design, search engine optimisation, social networking and e-commerce, and advices among others on how to build better content, get distribution of it, use CRM, succeed with online PR and get into mobile marketing. Web analytics, online research methods, and performance measurement get full treatment and new areas like digital television are covered. Also, it includes over 30 examples of e-marketing in action.

Available in English

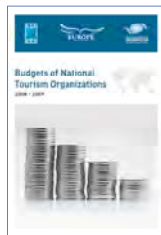


Published: 2008  
Price: € 75

## Budgets of National Tourism Organizations, 2008-2009

*Budgets of National Tourism Organizations, 2008-2009* is a benchmarking reference tool on inbound tourism marketing. This ETC/UNWTO report compiles and analyses updated and comparable information on the budgets that NTOs allocate for the promotion of inbound tourism, as well as their structure, functions and activities, focusing on recent trends and developments. Given the increasing importance of e-marketing, the report also includes a special focus on the use of Information and Communication Technologies (ICT) by NTOs in international tourism promotion. The report covers 62 countries worldwide.

Available in English

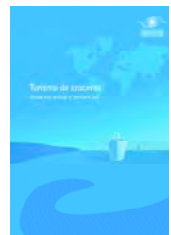


Published: 2010  
Price: € 75

## Cruise Tourism – Current Situation and Trends

Over the past years, worldwide demand for cruise tourism has posted some of the biggest gains within the tourism sector. The constant dynamism in cruise activity, as well as the increasing number of countries that include cruises, as a key product for their tourism development, has led to update and expand the first edition of the UNWTO study of 2003. This new study discusses subjects like the current supply and demand for cruises as well as its characteristics and trends. A new element includes the relationship between destinations and cruise lines, analysing key factors such as legislation, promotion and the economic impact of cruises through reference cases. It presents current trends in this industry in terms of innovation, safety and security, sustainability, and identifies the major lines that will shape the sector.

Available in English and Spanish



Published: 2008  
Price: € 80

## Demographic Change and Tourism

The structure of societies is continuously changing: The world population is forecast to grow to 8.3 billion in 2030, life expectancy is projected to increase in most of the world, households and families are becoming more diverse, and migration is changing the face of societies. All these changes will impact upon the types of tourists, where they originate from, where they travel to, the types of accommodation they require and the activities they engage in while travelling. The UNWTO/ETC Report on *Demographic Change and Tourism* aims to be a reference for destinations and the industry to achieve a better understanding of current and future changes and to anticipate and react upon them in the most competitive way. It includes a comprehensive analysis of major demographic trends and how these will impact on tourism in specific generating markets focusing on three major trends: Population growth and ageing, Household composition and travel parties, and Migration Branding.

Available in English



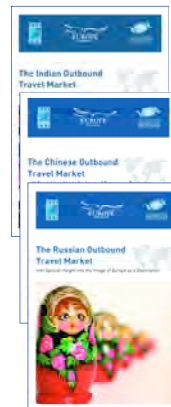
Published: 2010  
Price: € 75

## The Indian Outbound Travel Market, The Chinese Outbound Travel Market and The Russian Outbound Travel Market with Special Insight into the Image of Europe as a Destination

*The Indian, The Chinese and The Russian Outbound Travel Markets* are some of the fastest growing, and consequently increasingly important markets in the world. As a result, the UNWTO and ETC have jointly published in-depth research studies focused on each unique market. The reports aim to provide the necessary information in order to better understand the structure and trends of these growing markets.

The outbound reports cover issues such as travellers' behaviour and patterns – destination choice, purpose of travel, spending, holiday activities and market segmentation, as well as the media or internet use trends.

Available in English



Published: 2008/2009  
Price: € 75 each

## Handbook on Tourism Destination Branding

All over, governments have become aware of tourism's power to boost their nation's development and prosperity. As more tourism destinations emerge and competition for visitors becomes more intense, a destination's ability to project itself on the world stage and differentiate itself from others is ever more important. Recognizing the value of successfully building and managing a destination's brand, the ETC and the UNWTO provide a useful and practical handbook for both marketing novices and experienced destination managers. Introduced by Simon Anholt, it offers a step-by-step guide to the branding process accompanied by strategies for brand management. Case studies illustrate the various concepts, present best practices from around the world and provide fresh insight into destination branding. It concludes with a section on evaluating brand impact and a set of practical recommendations.

Available in English



Published: 2009  
Price: € 75

## The Spanish Outbound Travel Market to Africa and the Middle East and Study on Chinese Outbound Travel to Africa

While other regions enjoy their fair share of the tourism cake, Africa only accounts for five percent of international tourist arrivals worldwide. One of the reasons for this low traffic to Africa could be insufficient knowledge about how to tap into markets, especially growing markets, such as the Chinese and Spanish one. As a result, the UNWTO has published two reports aimed at supporting African countries in benefitting from the growing Chinese and Spanish markets; by providing information linked to size, main characteristics, needs and expectations, as well as possible strategies for attracting Spanish and Chinese tourists to Africa.

Available in English



Published: 2011  
Price: € 75 each

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