

UNWTO World Tourism Barometer

Committed to Tourism, Travel and the Millennium Development Goals

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On track for recovery after an exceptionally challenging 2009

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



Source: World Tourism Organization (UNWTO) ©

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

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

World Tourism Organization (UNWTO)

Contents

Quick overview of key trends	3
Inbound Tourism: short-term tourism data 2009	5
World	5
Prospects	6
International Tourism Receipts and Expenditure 2009	9
UNWTO Forecasts for 2010	13
Evaluation by UNWTO's Panel of Tourism Experts	15
Regions	18
Europe	18
Asia and the Pacific	23
The Americas	27
Africa and the Middle East	32
In focus	36
UNWTO Affiliate Members	36
Transport	38
Hospitality	43
The economic environment	46

UNWTO Panel of Tourism Experts

Panel looks forward to 2010 with expectations

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

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



Source: World Tourism Organization (UNWTO) ©



Resultados del turismo internacional en 2009 y perspectivas para 2010

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John G.C. Kester

Jefe, Tendencias del Mercado y Competitividad



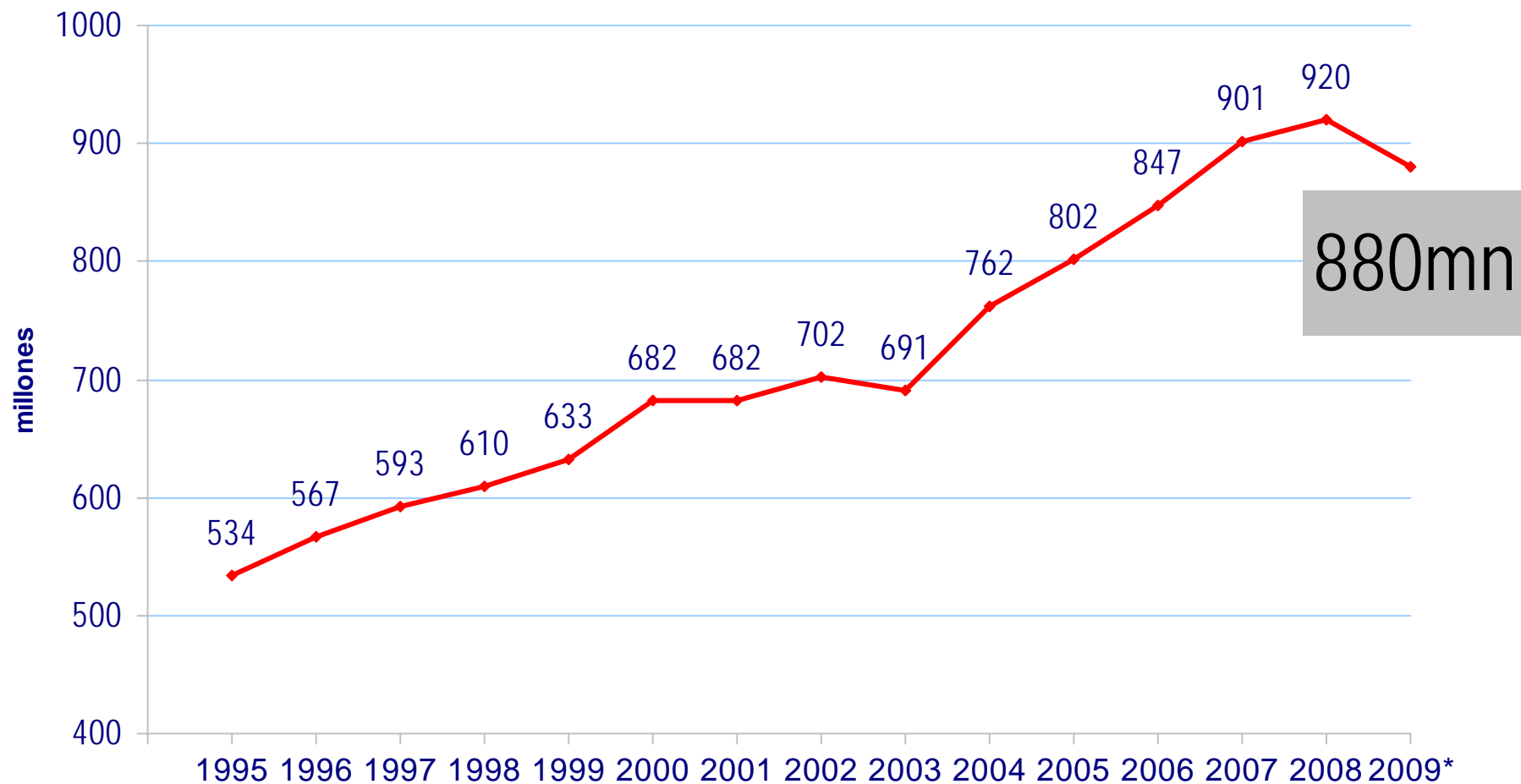
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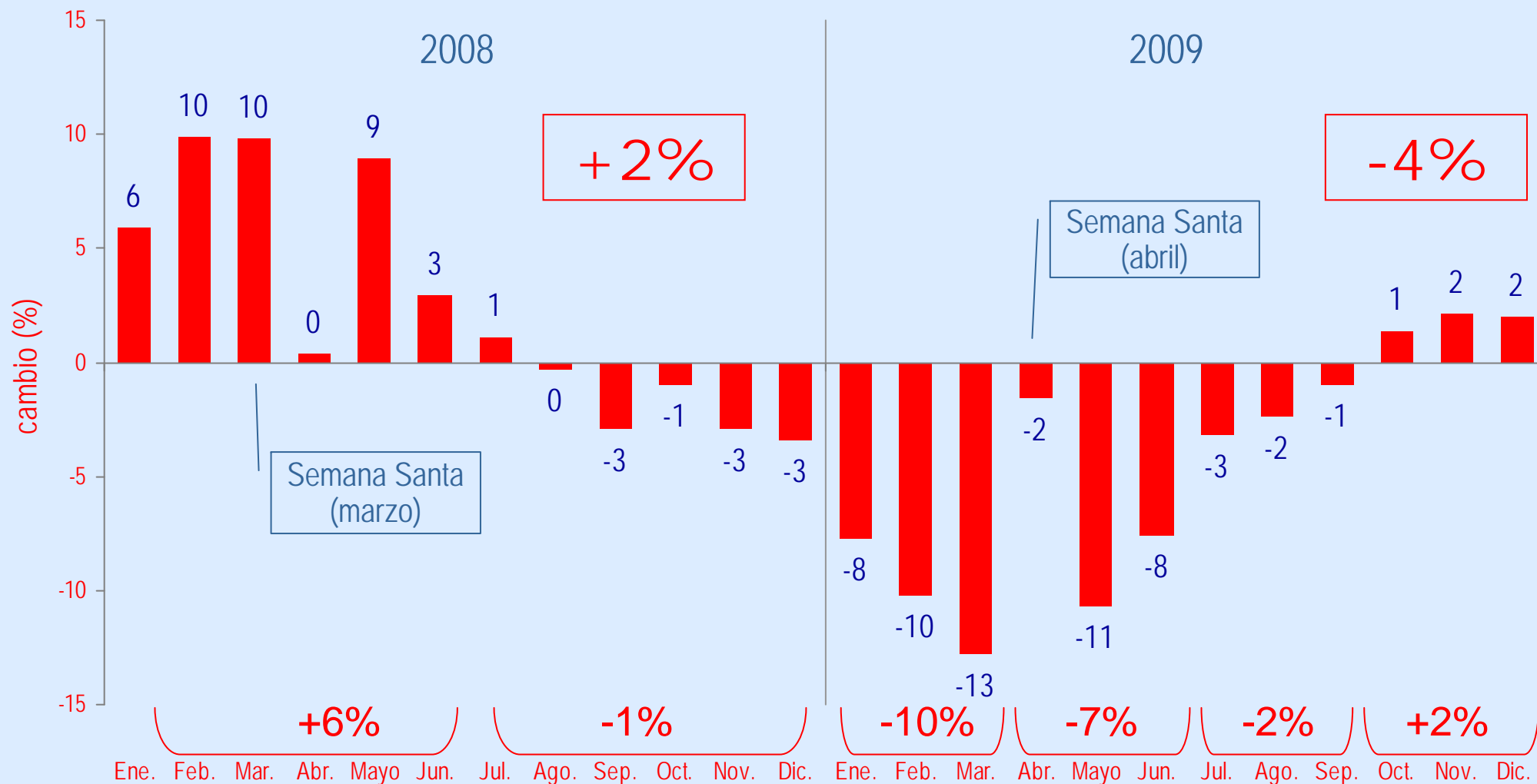
2009: un año extraordinariamente difícil

Llegadas de turistas internacionales, 1995-2009*



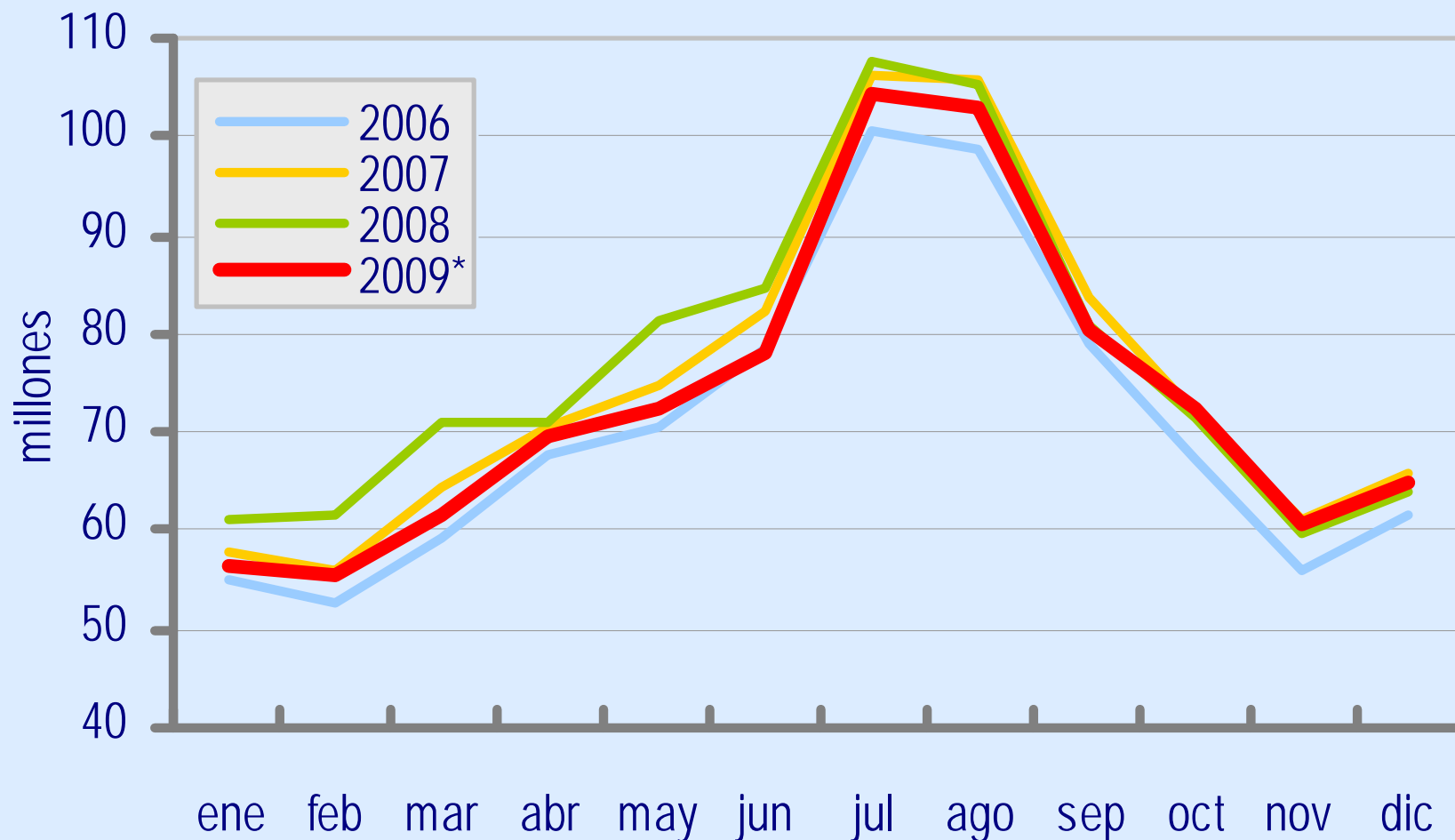
Retorno del crecimiento al final del 2009

Llegadas de turistas internacionales, Mundo

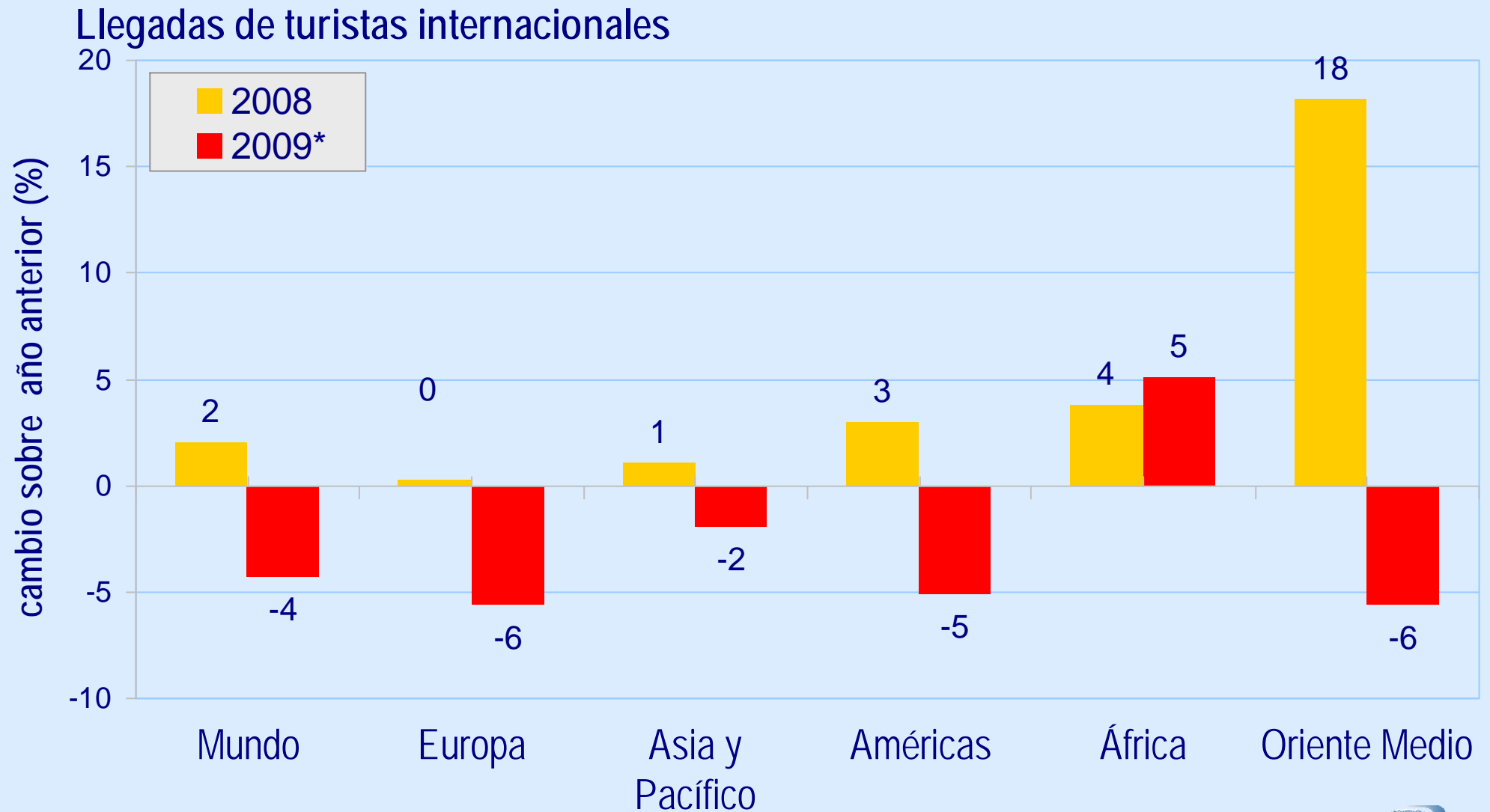


Turismo internacional: entre niveles de 2006 y 2007

Mundo, Llegadas de turistas internacionales 2006-2009* : evolución mensual

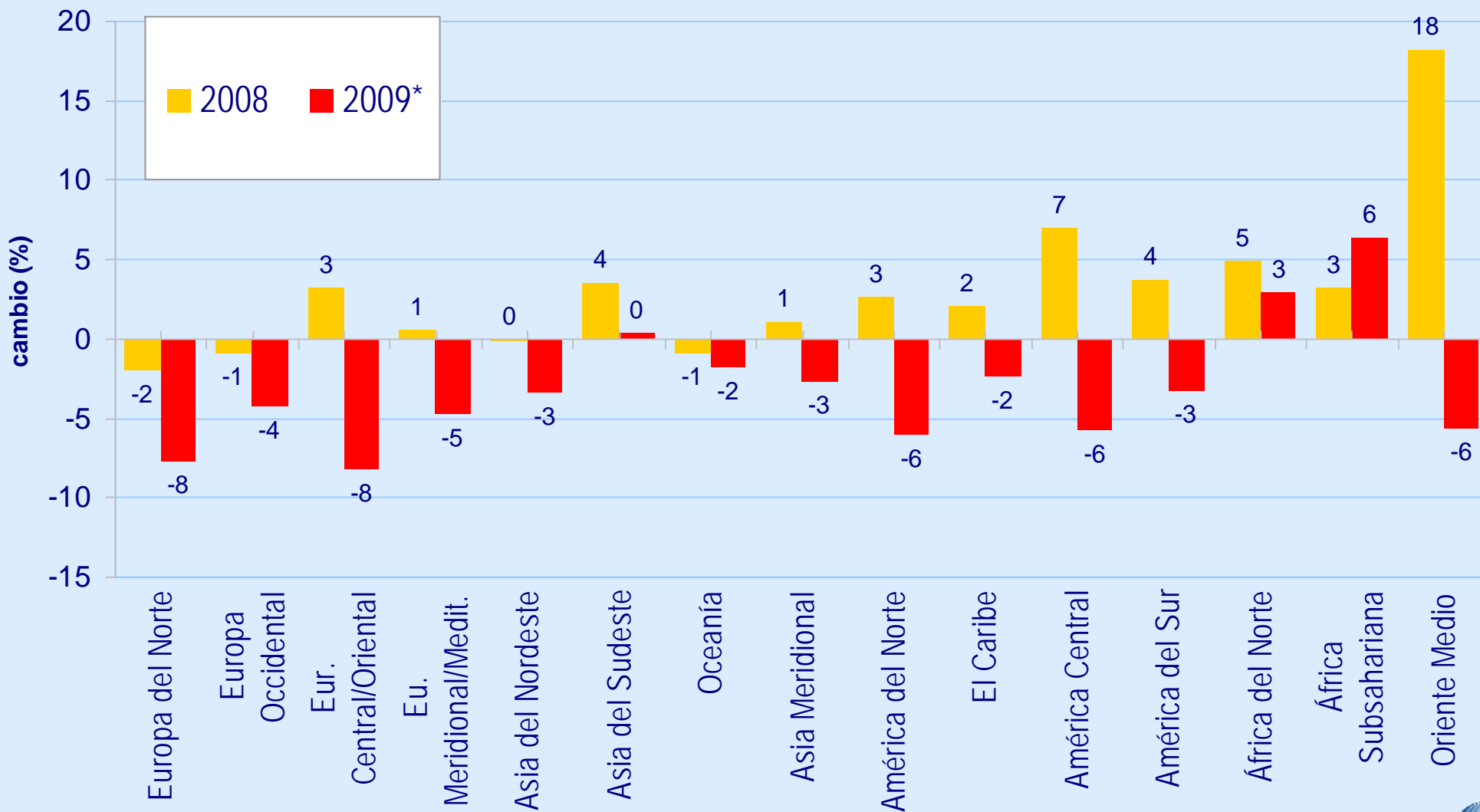


Turismo internacional: sólo África crece



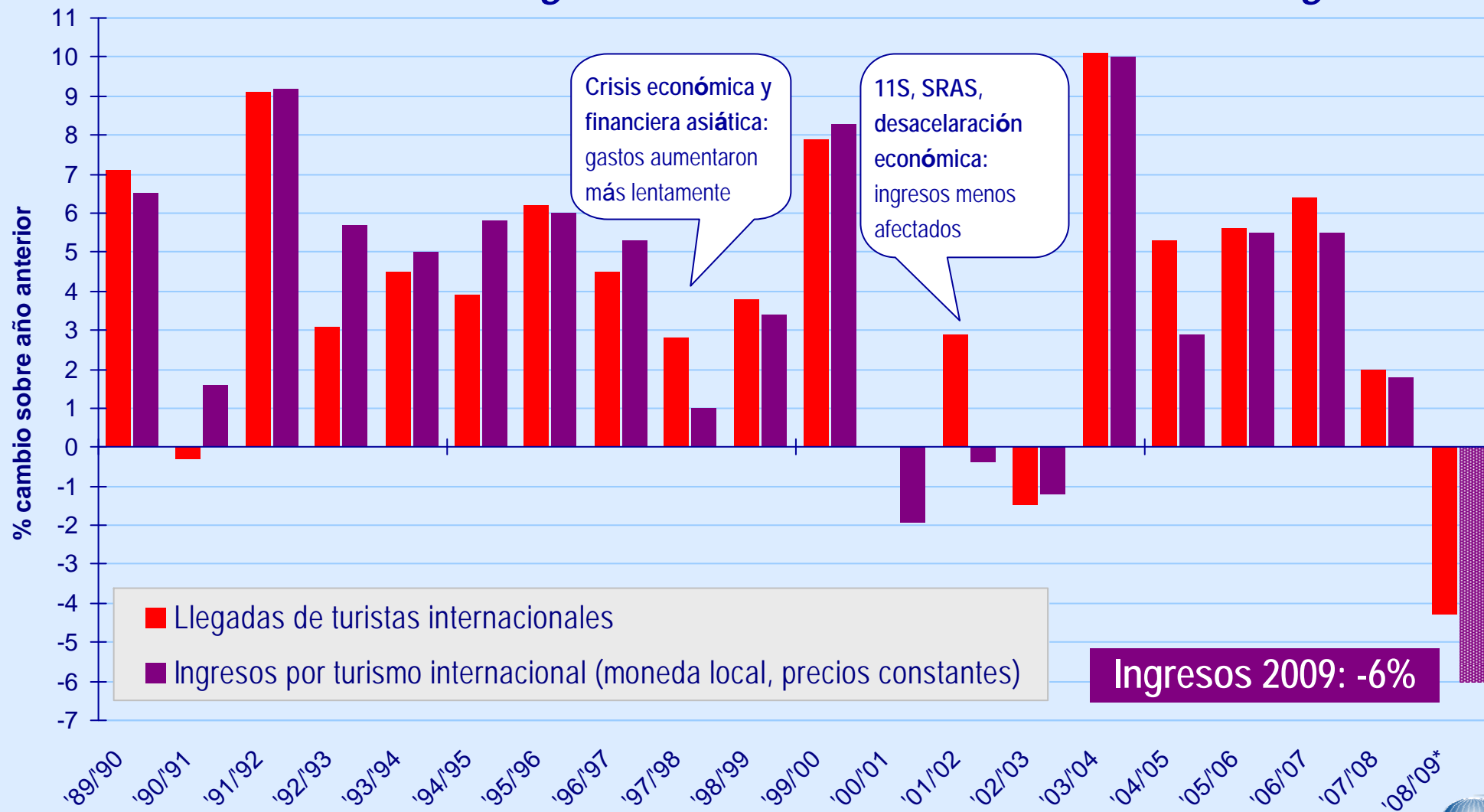
2009: panorama variado por subregiones

Llegadas de turistas internacionales



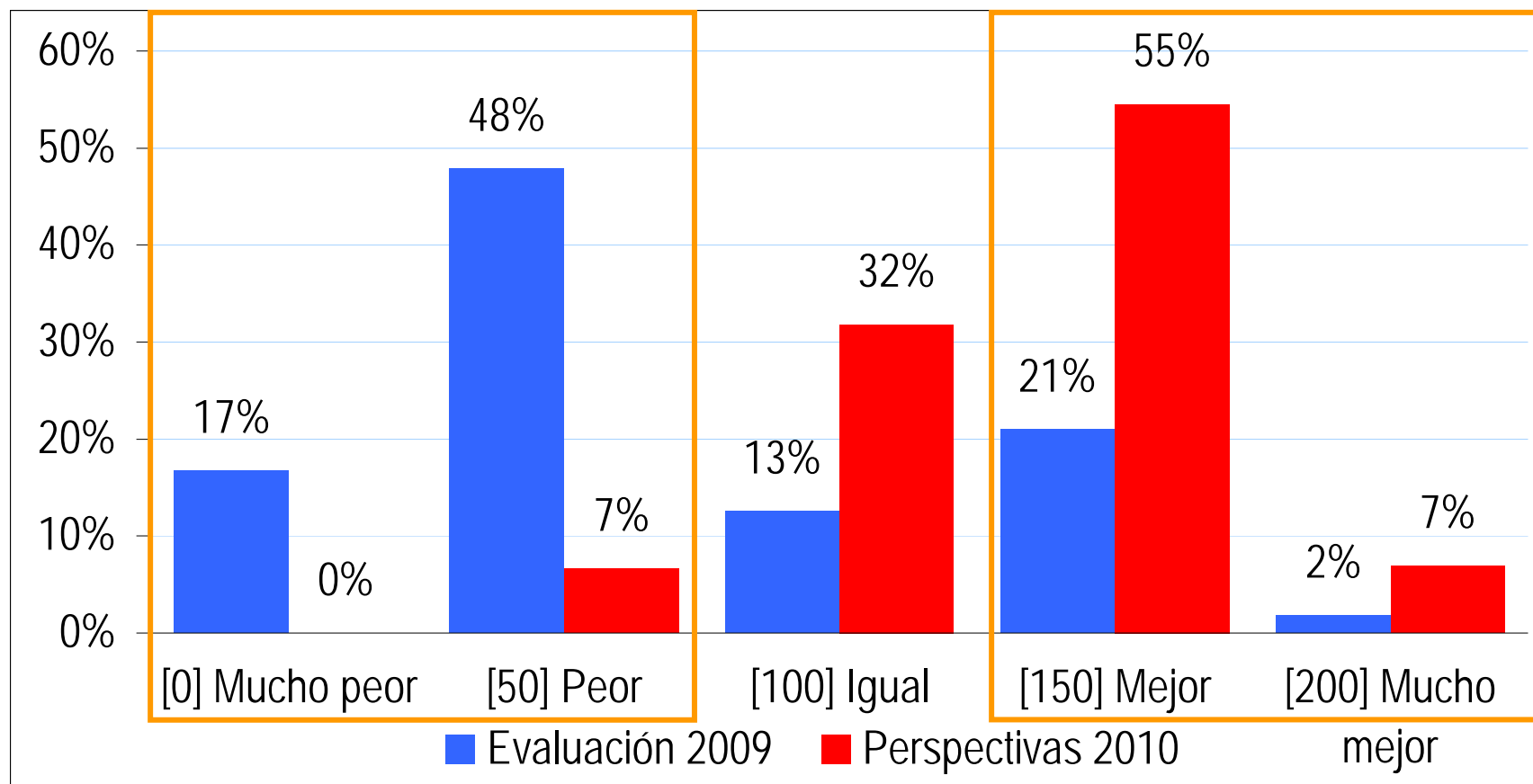
Llegadas e ingresos por turismo internacional

crecimiento de los ingresos cercano al crecimiento de las llegadas



Grupo de Expertos de la OMT: retomando confianza

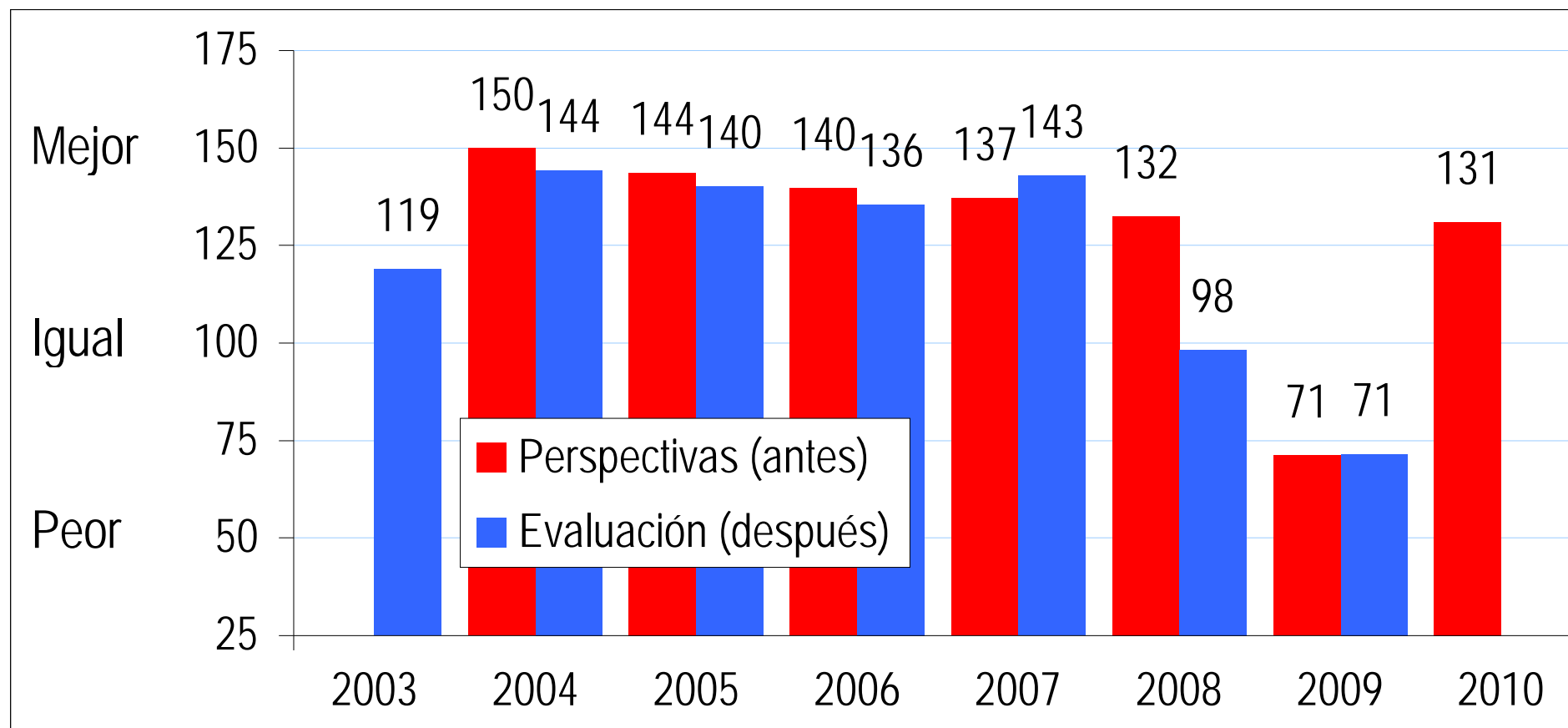
Grupo de Expertos en Turismo de la OMT



Fuente: Organización Mundial del Turismo (OMT) ©

Grupo de Expertos de la OMT: retomando confianza

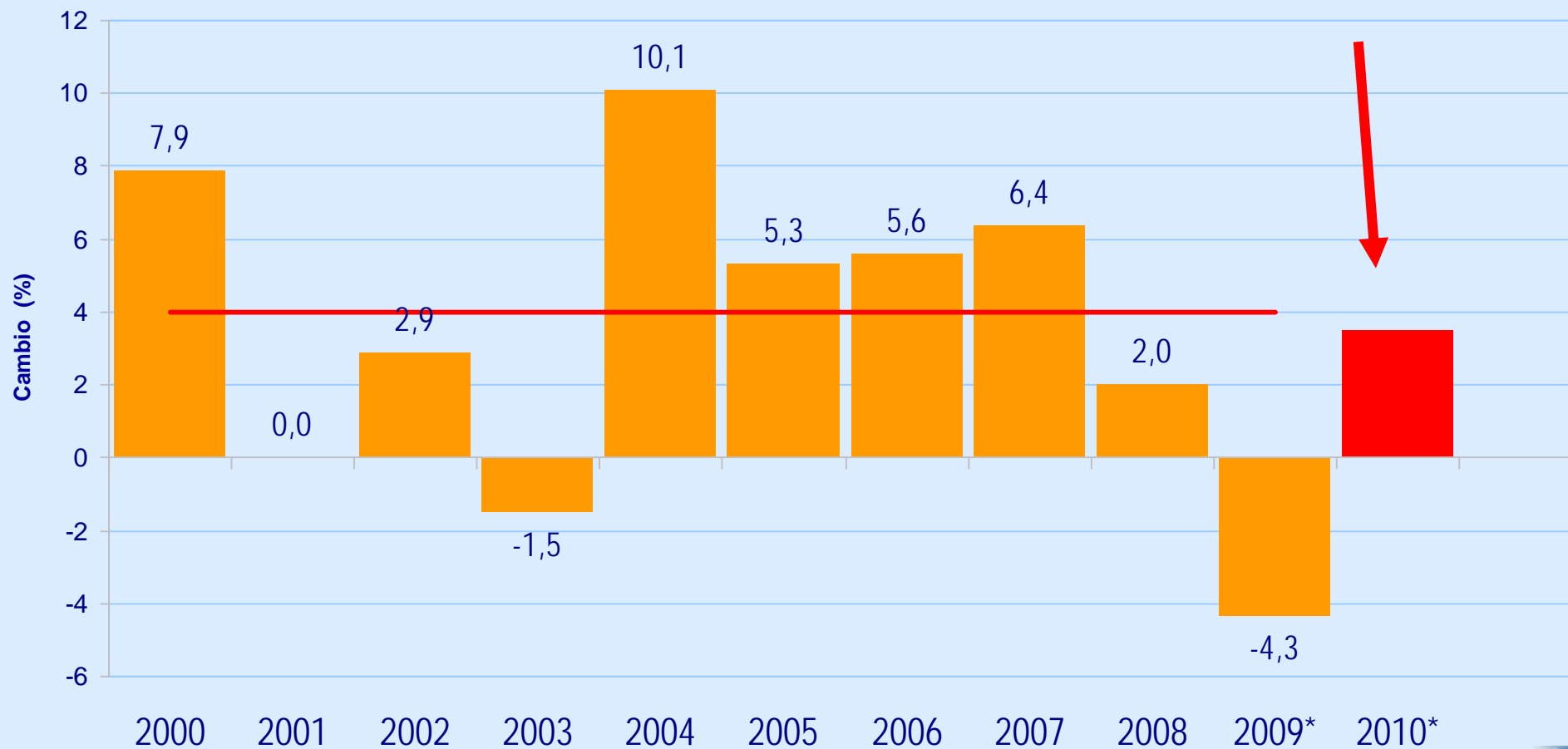
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Fuente: Organización Mundial del Turismo (OMT) ©

Turismo internacional: vuelve el crecimiento en 2010

Previsión 2010: 3% al 4%



Turismo internacional 2010 – previsión año completo

	2009	Previsión 2010
Mundo	-4%	entre 3% y 4%
Europa	-6%	entre 1% y 3%
Asia y el Pacífico	-2%	entre 5% y 7%
Américas	-5%	entre 2% y 4%
África	+5%	entre 4% y 7%
Oriente Medio	-6%	entre 5% y 9%



¡ Muchas gracias por su atención !

John Kester

Sección de Tendencias de Mercado y Competitividad

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