2011 International Tourism Results and Prospects for 2012

53rd Meeting of the UNWTO Commission for Africa
25 June 2012
Calabar, Nigeria
Results 2011

International Tourist Arrivals
983 million
+4.6%

International Tourism Receipts
US$ 1,030 billion (euro 740 bn)
+3.9% (real terms)

www.unwto.org/facts
Inbound tourism: World

International tourist arrivals, 1995-2011* (million)

- 1995: 528 million
- 1997: 561 million
- 1999: 586 million
- 2001: 602 million
- 2003: 625 million
- 2005: 674 million
- 2007: 673 million
- 2009: 693 million
- 2011*: 684 million

International tourism receipts (US$ billion)

- 1995: US$ 1,030 bn
- 1997: US$ 574 bn
- 1999: US$ 457 bn
- 2001: US$ 368 bn
- 2003: US$ 533 bn
- 2005: US$ 679 bn
- 2007: US$ 744 bn
- 2009: US$ 844 bn
- 2011*: US$ 983 bn

Source: World Tourism Organization (UNWTO)
V-shape decline of 15 consecutive months of negative growth

+2.1%  -3.8%  +6.4%  +4.6%  +5.4%

2008  2009  2010  2011  2012*

Source: World Tourism Organization (UNWTO) ©
International Tourist Arrivals, monthly evolution

Source: World Tourism Organization (UNWTO) ©

2011: 983 mn
2010: 940 mn => 2011: +43 mn
International Tourism Arrivals and Receipts, World

growth in receipts follows growth in arrivals closely

Asian financial and economic crisis: receipts grew slower

11S, SARS, economic downturn: receipts more affected

‘Great recession’: receipts more affected and slower to recover

Source: World Tourism Organization (UNWTO)
Africa 2011
Inbound tourism: Africa 2011

International tourist arrivals, 1995-2011* (million)

International tourist arrivals (million)
International tourism receipts (US$ billion)

Source: World Tourism Organization (UNWTO)
International Tourist Arrivals, monthly evolution

Africa

Source: World Tourism Organization (UNWTO) ©
International Tourist Arrivals, monthly evolution

Africa (million)

Source: World Tourism Organization (UNWTO) ©
Emerging destinations suffered less in the crisis and recovered quicker.

Source: World Tourism Organization (UNWTO) ©
Africa 2011 Inbound tourism
Growth in South offset by North

International tourist arrivals, 1995-2011* (million)

North Africa
Southern Africa
East Africa
West & Central Africa

Source: World Tourism Organization (UNWTO)
Africa 2011 Inbound tourism
Growth in South offset by North

International tourism receipts, 1995-2011* (US$ billion)

Source: World Tourism Organization (UNWTO)
Receipts by destination

Africa

2011: US$ 33 billion
Top 20: 92%
Other 32 destinations: 8%

Source: UNWTO
2011 gains and losses
International Tourist Arrivals (% change over same period of the previous year)

Source: World Tourism Organization (UNWTO) ©

2010 and 2011 by subregion
increase 43 million arrivals in 2011: by region

Source: World Tourism Organization (UNWTO) ©
Major outbound markets
BRICs are hot

International Tourism Expenditure
(% change of same period year before, local currencies current prices)

2010
2011*

Germany
United States
China
United Kingdom
France
Canada
Brazil
Korea, Republic of
Spain
Italy
Japan
Australia
Netherlands
English
Canada
Singapore
Holland
Saudi Arabia
Belgium
Hong Kong (China)
Spain
Brazil
Germany
United States
China
United Kingdom
France
Canada
Brazil
Korea, Republic of
Spain
Italy
Japan
Australia
Netherlands
Singapore
Hong Kong (China)
Saudi Arabia
Belgium
Spain
United Arab Emirates
UNWTO Tourism Confidence Index
Confidence weakening but still positive

UNWTO Panel of Tourism Experts

Source: World Tourism Organization (UNWTO) ©
Confidence weakening but still positive

UNWTO Panel of Tourism Experts: World

Source: World Tourism Organization (UNWTO) ©
Confidence in emerging economies much stronger than in advanced economies

UNWTO Panel of Tourism Experts: Emerging economies

UNWTO Panel of Tourism Experts: Advanced economies
Confidence weakening but still positive

Source: World Tourism Organization (UNWTO) ©
Confidence in emerging economies much stronger than in advanced economies
Africa confidence on high level

UNWTO Panel of Tourism Experts: Africa

Better
Equal
Worse

Source: World Tourism Organization (UNWTO) ©
Africa: confidence on high level

UNWTO Panel of Tourism Experts: Africa

Prospects (before)
Evaluation (after)

Source: World Tourism Organization (UNWTO) ©
2011 and 2012 year to date by subregion

International Tourist Arrivals (% change over same period of the previous year)

Source: World Tourism Organization (UNWTO) ©
Outlook: World

International tourist arrivals

Source: World Tourism Organization (UNWTO)

Forecast
2012: 3% to 4%
Outlook: Africa

International tourist arrivals

Forecast
2012: 4% to 6%

Source: World Tourism Organization (UNWTO)
Outlook 2012 by region
## International tourism: projection full year 2012

<table>
<thead>
<tr>
<th>Region</th>
<th>2011</th>
<th>Projection 2012</th>
</tr>
</thead>
<tbody>
<tr>
<td>World</td>
<td>+4.6%</td>
<td>+3% to +4%</td>
</tr>
<tr>
<td>Europe</td>
<td>+6.1%</td>
<td>+2% to +4%</td>
</tr>
<tr>
<td>Asia and the Pacific</td>
<td>+6.1%</td>
<td>+4% to +6%</td>
</tr>
<tr>
<td>Americas</td>
<td>+4.2%</td>
<td>+2% to +4%</td>
</tr>
<tr>
<td>Africa</td>
<td>+0.8%</td>
<td>+4% to +6%</td>
</tr>
<tr>
<td>Middle East</td>
<td>-8.4%</td>
<td>+0% to +5%</td>
</tr>
</tbody>
</table>

Source: World Tourism Organization (UNWTO)
Thank you very much for your attention!

World Tourism Organization (UNWTO)

www.unwto.org
Tourism 2020 Vision vs. actual trend
World

International tourist arrivals

Source: World Tourism Organization (UNWTO)
Tourism Towards 2030

• A broad research project of long-term forecasting, following up on work initiated by UNWTO in the 1990s

• Objectives:
  – **Assist** UNWTO Members in formulating policies and long-term strategic plans
  – **Provide** a global reference on future tourism development
  – **Reinforce** UNWTO’s role in agenda setting for tourism-related subjects
  – **Constitute** a reference for UNWTO strategic documents, programme of work and activities

• Central to the study are the projections for international tourism flows in the two decades 2010-2030
  – Data series on international tourist arrivals as reported by destination countries are used as the key indicator, taking into account subregion of destination, region of origin, mode of transport and purpose of visit for the period 1980-2010
  – The quantitative forecast is based on a causal econometric model with international tourist arrivals as the dependent variable. Two independent variables are used: 1) growth of Gross Domestic Product (GDP), a proxy for traveller affluence and business travel potential; 2) cost of transport.
Growth in international tourism will continue, but at a more moderate pace.

Average growth 2010-2030
3.3% a year

2010-2020
3.8% a year

2020-2030
2.9% a year

source: World Tourism Organization (UNWTO) ©
International tourist arrivals to increase by 43 million a year on average

<table>
<thead>
<tr>
<th>Year</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>1980</td>
<td>8</td>
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<tr>
<td>1985</td>
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<td>1990</td>
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<td>2000</td>
<td>20</td>
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<tr>
<td>2005</td>
<td>49</td>
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<tr>
<td>2010</td>
<td>70</td>
</tr>
<tr>
<td>2015</td>
<td>45</td>
</tr>
<tr>
<td>2020</td>
<td>56</td>
</tr>
<tr>
<td>2025</td>
<td>58</td>
</tr>
</tbody>
</table>

source: World Tourism Organization (UNWTO) ©
International tourist arrivals to reach 1.8 billion by 2030

source: World Tourism Organization (UNWTO) ©
Emerging economy destinations to surpass advanced destinations in 2015

source: World Tourism Organization (UNWTO) ©
Asia and the Pacific will gain most of the new arrivals

source: World Tourism Organization (UNWTO) ©
Asia and the Pacific, the Middle East and Africa to increase their shares

1980 (277 mn)
- Europe: 63%
- Americas: 23%
- Asia and the Pacific: 8%
- Middle East: 3%
- Africa: 3%

2010 (940 mn)
- Europe: 51%
- Americas: 16%
- Asia and the Pacific: 22%
- Middle East: 6%
- Africa: 5%

2030 (1.8 bn)
- Europe: 41%
- Americas: 14%
- Asia and the Pacific: 30%
- Middle East: 8%
- Africa: 7%
Asia and the Pacific will also be the outbound region that grows most.
Europe generates most arrivals relative to population, while Africa is still low.

Outbound tourism by region of origin

International Tourist Arrivals generated per 100 population

source: World Tourism Organization (UNWTO) ©
No major change in share by purpose of visit

International tourism by purpose of visit

source: World Tourism Organization (UNWTO) ©
Air transport will continue to increase market share, but at a slower pace.
Africa
Africa: growth in international tourism to continue at 5% a year on average

Source: World Tourism Organization (UNWTO) ©
Africa: International tourist arrivals to increase by 4 million a year on average

Source: World Tourism Organization (UNWTO) ©
Africa: International tourist arrivals to grow from 50 mn to 134 mn

Source: World Tourism Organization (UNWTO) ©
Africa: Inbound tourism by subregion of destination

International Tourist Arrivals, million

North Africa
East Africa
Southern Africa
West and Central Africa

Source: World Tourism Organization (UNWTO) ©
South Asia subregion with fastest growth (%), followed by West and Central, and East Africa
NE Asia subregion with fastest growth (abs.)

International tourism by (sub)region of destination

International tourist arrivals, average absolute change over previous year, million

Source: World Tourism Organization (UNWTO) ©
North-East Asia will be the most visited subregion in 2030

International tourism by (sub)region of destination

International tourist arrivals, million

source: World Tourism Organization (UNWTO) ©
Europe continues to lead in international arrivals received per 100 of population.

International tourism by (sub)region of destination

<table>
<thead>
<tr>
<th>Region</th>
<th>1995</th>
<th>2010</th>
<th>2030</th>
</tr>
</thead>
<tbody>
<tr>
<td>Western Europe</td>
<td>114</td>
<td>103</td>
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</tr>
<tr>
<td>Southern Mediterranean Eu.</td>
<td>81</td>
<td>71</td>
<td>63</td>
</tr>
<tr>
<td>Northern Europe</td>
<td>48</td>
<td>42</td>
<td>36</td>
</tr>
<tr>
<td>Caribbean</td>
<td>65</td>
<td>47</td>
<td>48</td>
</tr>
<tr>
<td>Central/Eastern Europe</td>
<td>25</td>
<td>27</td>
<td>22</td>
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<tr>
<td>Middle East</td>
<td>9</td>
<td>22</td>
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</tr>
<tr>
<td>Southern Africa</td>
<td>46</td>
<td>32</td>
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<tr>
<td>Oceania</td>
<td>40</td>
<td>32</td>
<td>28</td>
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<tr>
<td>Central America</td>
<td>19</td>
<td>15</td>
<td>12</td>
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<tr>
<td>North Africa</td>
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<td>8</td>
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<tr>
<td>South-East Asia</td>
<td>28</td>
<td>21</td>
<td>21</td>
</tr>
<tr>
<td>North America</td>
<td>27</td>
<td>21</td>
<td>21</td>
</tr>
<tr>
<td>North-East Asia</td>
<td>15</td>
<td>12</td>
<td>12</td>
</tr>
<tr>
<td>South America</td>
<td>18</td>
<td>13</td>
<td>13</td>
</tr>
<tr>
<td>South Asia</td>
<td>7</td>
<td>4</td>
<td>4</td>
</tr>
<tr>
<td>East Africa</td>
<td>2</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>West and Central Africa</td>
<td>3</td>
<td>3</td>
<td>3</td>
</tr>
<tr>
<td>South Asia</td>
<td>1</td>
<td>1</td>
<td>1</td>
</tr>
</tbody>
</table>

source: World Tourism Organization (UNWTO) ©
Africa: business and VFR to grow slightly faster

Africa, International tourism by purpose of visit

International tourist arrivals, million

Leisure, recreation and holidays
VFR, health, religion, other
Business and professional

Source: World Tourism Organization (UNWTO) ©
Africa: transport over surface to grow somewhat faster than by air
Africa inbound tourism market share going up due to faster growth

source: World Tourism Organization (UNWTO) ©
African outbound tourism also growing at a faster pace
Travel between regions continues to grow slightly faster than within the same region

International tourism by region of destination and origin

International Tourist Arrivals, share, %

source: World Tourism Organization (UNWTO) ©
Africa: intraregional arrivals grow faster, so share from other regions decreasing
... but Africa is gaining share in outbound travel from all regions

Market share of Africa in regional outbound markets

International tourist arrivals, share, %

Source: World Tourism Organization (UNWTO) ©
Travel from emerging markets more often to same region, Europe more often outside

International tourism by region of destination and origin

- from Africa to other regions
- from Middle East to other regions
- from Asia and the Pacific to other regions
- from Americas to other regions
- from World between regions
- from Europe to other regions

source: World Tourism Organization (UNWTO) ©
Round-up
What if assumptions change?

Tourism Towards 2030: global projection and sensitivity analysis

- Actual data 1980-2010
- Transport costs continue to fall (scenario 3)
- Central projection
- Faster rising cost of transport (scenario 2)
- A slower-than-expected economic recovery and future growth (Scenario 1)

source: World Tourism Organization (UNWTO) ©
Tourism Towards 2030 in one page

• Global growth in international tourist arrivals to continue, but at a more moderate pace, from 4.2% per year (1980–2020) to 3.3% (2010–2030), as a result of four factors:
  – The base volumes are higher, so smaller % increases still add substantial numbers
  – Lower GDP growth, as economies mature
  – A lower elasticity of travel to GDP
  – A shift from falling transport costs to increasing ones

• Tourism Towards 2030 shows that there is still a great potential for further expansion in coming decades; emerging as well as established destinations can benefit from this trend and opportunity, provided they shape the adequate conditions and policies with regard to business environment, infrastructure, facilitation, marketing and human resources

• Along with opportunities, challenges also arise in maximising social and economic benefits and minimising negative impacts

Long-term tourism growth pattern: more moderate, sustainable and inclusive
UNWTO Tourism Towards 2030:
Actual trend and forecasts 1950-2030

International Tourist Arrivals received (million)

- Africa
- Middle East
- Americas
- Asia and the Pacific
- Europe

Actual: 1.4 bn
Forecasts: 1.8 bn

Opportunities and challenges: how to make it possible

Five key areas that mark the future:

• For many countries tourism represents a powerful tool for social and economic development and the reduction of poverty through the creation of job and enterprises, infrastructure development and the export revenues earned
• In order to tap into this potential, it is essential to continue creating and raising awareness and to mainstream tourism in the political agenda
• Sustainability (social, economic and environment) is more important than ever, addressing issues such as energy dependency, climate change adaptation and mitigation, green economy, congestion management and risk management
• Keep track of the changing consumer: more experienced and demanding customers, demographic change (ageing, migration and diversification of family structure), changing values and lifestyles, from service economy to experience economy, etc.
• Enhance competitiveness by shaping an adequate business environment: innovation, diversification of products, markets and segments, product development, ICT and technology in general, marketing and promotion, research, evaluation, human resources development, quality, etc.
Africa: how to make it possible

<table>
<thead>
<tr>
<th>Opportunities</th>
<th>Challenges</th>
</tr>
</thead>
<tbody>
<tr>
<td>- natural resources</td>
<td>- infrastructure development</td>
</tr>
<tr>
<td>- cultural resources</td>
<td>- planning &amp; product dev’m’t</td>
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<tr>
<td>- human resources</td>
<td>- attracting investment</td>
</tr>
<tr>
<td>- authenticity and newness</td>
<td>- travel facilitation</td>
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<tr>
<td>- price competitiveness</td>
<td>- safety and security</td>
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<tr>
<td>- dynamism</td>
<td>- health and hygiene</td>
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<tr>
<td></td>
<td>- quality</td>
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<tr>
<td></td>
<td>- marketing and promotion</td>
</tr>
<tr>
<td></td>
<td>- e-marketing</td>
</tr>
<tr>
<td></td>
<td>- image building and branding</td>
</tr>
</tbody>
</table>
Africa towards 2030

4.2 million additional international tourist arrivals on average a year of the 43 million worldwide
Tourism towards 2030
Global overview

Thank you very much for your attention!

World Tourism Organization (UNWTO)
www.unwto.org