

Statistics on world tourism Chart I

World's top tourism destinations

International Tourist Arrivals

Rank	Country	Million		Percentage Change		Market Share 2009 (%)
		2008	2009	2008/2007	2009/2008	
1	France	79.2	74.2	-2	-6.3	8.7
2	United States	57.9	54.9	3.5	-5.3	6.5
3	Spain	57.2	52.2	-2.5	-8.7	6.1
4	China	53	50.9	-3.1	-4.1	6.0
5	Italy	42.7	43.2	-2.1	1.2	5.1
6	United Kingdom	30.1	28	-2.4	-7	3.3
7	Turkey	25	25.5	12.3	2	3.0
8	Germany	24.9	24.2	1.9	-2.7	2.8
9	Malaysia	22.1	23.6	5.1	7.2	2.8
10	Mexico	22.6	21.5	5.9	-5.2	2.5

Source: World Tourism Organization (UNWTO), data as collected through 2010

Statistics on world tourism Chart II

World's top tourism earners

International Tourist Receipts

Rank	Country	Billion		Percentage Change		Market Share 2009 (%)
		2008	2009	2008/2007	2009/2008	
1	United States	110	93.9	13.5	-14.6	11.5
2	Spain	61.6	53.2	6.9	-13.7	6.3
3	France	56.6	49.4	4.2	-12.7	5.8
4	Italy	45.7	40.2	7.2	-12	4.7
5	China	40.8	39.7	9.7	-2.9	4.7
7	Germany	40	34.7	11.1	-13.3	4.1
6	United Kingdom	36	30	-6.7	-16.6	3.5
8	Australia	24.8	25.6	11	3.4	3.0
9	Turkey	22	21.3	18.7	-3.2	2.5
10	Austria	21.6	19.4	15.5	-10.1	2.3

Source: World Tourism Organization (UNWTO), data as collected through 2010

Student Activity Sheet

Chart III

WTO long-term forecast tourism 2020 vision

Forecast of inbound tourism, world by regions

International tourist arrivals by tourist receiving region (million)

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

Source: World Tourism Organization (WTO), data as in WTO database July 2000.

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