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Interim Update, August 2010

This *Interim Update* aims to bridge the gap between the full editions of the *UNWTO World Tourism Barometer* published every four months. This update forms part of UNWTO's activity to support its members in the face of the economic crisis through closer market monitoring. This Interim Update is available in electronic format only through the UNWTO eLibrary and is free for members.

A comprehensive analysis of international tourism trends will be included in the next full version of the *UNWTO World Tourism Barometer* scheduled for the end of October.

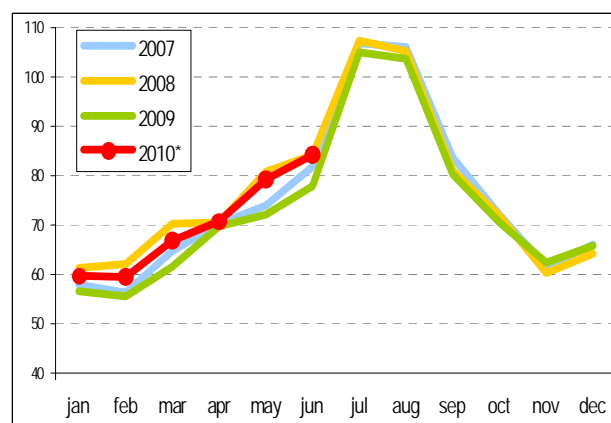
International Tourist Arrivals up 7% in the First Half of 2010

- Based on preliminary data for some 140 destination countries available at the end of August, international tourist arrivals are estimated to have grown by 7% in the first half of 2010. Arrivals growth was positive in all world regions, led by a robust performance of emerging economies with growth of 8% compared to 6% in advanced economies. These results follow one of the toughest years for the tourism sector with international tourist arrivals declining by 4.2% in 2009 to 880 million and international tourism receipts reaching US\$ 852 billion (€611 billion), a decrease in real terms of 5.7%.
- So far, some 140 countries, two thirds of the total number and including virtually all major destinations, have data on international tourist arrivals available for two to all seven months of the period January-July 2010. Of those, 30 are still negative (21%), while 101 show positive figures (79%), of which 51 are double-digit (34%). A total of 90 countries, spread over all regions, have reported data for at least the first half of the year. Based on this sample of destinations, arrivals growth worldwide in the months January-June is

estimated to have been 7%. On a month-by-month basis, May (+10%), March (+9%) and June (+8%) were the strongest of the first six months of 2010, while April was the weakest (+2%) due to the closure of the European airspace as a consequence of the ash cloud from an Icelandic volcano (as well as the shift of some Easter holiday traffic to late March).

International Tourist Arrivals, monthly evolution

World (million)



Source: World Tourism Organization (UNWTO) ©

Regions

- Growth is strongest in the Middle East (+20%), but compared to a very depressed first half year of 2009 in which arrivals decreased by 16%.
- Asia and the Pacific in particular is experiencing a very dynamic rebound. The region was impacted early, suddenly and severely by the economic crisis but was also first to recover, posting an impressive 14% growth in international tourist arrivals in the first half of this year. As in previous occasions, such as the Asian financial and economic crisis in 1997-1998, the SARS outbreak in 2003, and the tsunami at the end of 2004, the region has once again shown resilience and a strong capacity for recovery. Oceania (+5%) was the only subregion to show a more moderate performance. With few exceptions, destination countries in North-East Asia (+16%), South-East Asia (+12%) and South Asia (+14%) have recorded double-digit increases. Sri Lanka (+49%), Japan (+36%), Vietnam (+35%), Myanmar (+35%), Taiwan (pr. of China) (+29%), Hong Kong (China) (+23%), Macao (China) (+23%), Singapore (+23%), Fiji (+22%), Maldives (+21%), Papua New Guinea (+20%) and Nepal (+19%) all reported impressive growth. Even Thailand (+14%) posted encouraging results in spite of the political crisis this spring, thanks to its many loyal repeat visitors.

The *UNWTO World Tourism Barometer* is a publication of the World Tourism Organization (UNWTO). By monitoring short-term tourism trends on a regular basis, UNWTO aims to provide all those involved directly or indirectly in tourism with adequate up-to-date statistics and analysis in a timely fashion.

The *UNWTO World Tourism Barometer* is published three times a year (in January, June and October). Each issue contains three regular sections: an overview of short-term tourism data from destination and generating countries and air transport; the results of the latest survey among the UNWTO Panel of Tourism Experts, providing an evaluation of and prospects for short-term tourism performance; and selected economic data relevant for tourism. The objective for future editions of the *UNWTO World Tourism Barometer* will be to broaden its scope and improve coverage gradually over time.

The *UNWTO World Tourism Barometer* is prepared by UNWTO's Tourism Trends and Marketing Strategies Programme. The UNWTO Secretariat wishes to express its sincere gratitude to all those who have participated in the elaboration of the *UNWTO World Tourism Barometer*, in particular all institutions that supplied data, and to the members of the UNWTO Panel of Tourism Experts for their valuable contributions.

For more information on the *UNWTO World Tourism Barometer*, including copies of previous issues, please refer to the Facts & Figures section on the UNWTO website at www.unwto.org/facts/menu.html.

We welcome your comments and suggestions at barom@unwto.org, tel +34 915678206 / fax +34 915678217.

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.



The World Tourism Organization is a specialized agency of the United Nations and the leading international organization in the field of tourism. It serves as a global forum for tourism policy issues and a practical source of tourism know-how. Its membership includes 160 countries and territories and over 400 Affiliate Members representing local governments, tourism associations and private sector companies including airlines, hotel groups and tour operators.

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World Tourism Organization

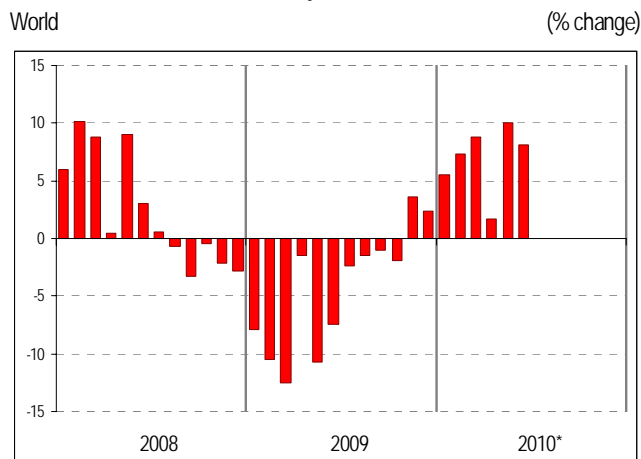
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Data collection for this issue was closed 30 August 2010.

The next full issue of the *UNWTO World Tourism Barometer* will be published end of October 2010.

International Tourist Arrivals, monthly evolution



Source: World Tourism Organization (UNWTO) ©

- Africa (+7%), the only region that managed to post positive growth in 2009, maintained momentum and will benefit further of the worldwide exposure created by the FIFA World Football Cup hosted by South Africa and the resulting image boost.
- The Americas also recorded an increase around the worldwide average of 7%. Growth was stronger in Central America (+9%), North America (+8%) and South America (+6%) and comparatively weaker in the Caribbean (+4%).
- Europe (+2%) is lagging behind somewhat at 2%. Several of the economies in the region are still struggling to recover and demand was also clearly affected by the closure of European airspace due to the ash clouds from Iceland's erupting Eyjafjallajökull volcano in April. Western Europe (5%) and Southern and Mediterranean Europe (3%) performed reasonably, but Central and Eastern Europe is not yet making up for the losses of last year (0%) and Northern Europe (-3%) was the only subregion to post negative results.

International Tourist Arrivals by (Sub)region

	Full year				Share	Change		Monthly or quarterly data series														
	2000	2005	2008	2009		2009	08/07	09/08	(percentage change over same period of the previous year)													
	(million)	(million)	(million)	(million)	(%)	(%)	(%)	2010*	2009													
								YTD	Q1	Q2	Jan	Feb	Mar	Apr	May	Jun	J.-J.	J.-D.	Q1	Q2	Q3	Q4
World	683	802	919	880	100	2.0	-4.2	6.9	7.2	6.7	5.5	7.3	8.8	1.7	10.0	8.1	-8.4	-0.5	-10.3	-6.7	-1.6	1.5
Advanced economies	423	451	494	470	53.4	-0.4	-4.9	5.7	5.5	6.0	1.9	6.8	7.4	0.2	9.0	7.9	-9.0	-1.5	-11.8	-6.9	-2.4	0.1
Emerging economies	260	351	425	410	46.6	4.9	-3.4	8.0	8.6	7.5	8.2	7.6	10.0	3.2	11.0	8.3	-7.8	0.6	-9.0	-6.8	-0.7	2.8
Europe	392.2	441.0	487.2	459.7	52.2	0.4	-5.7	2.0	1.4	2.4	-0.5	0.3	4.1	-2.9	5.4	3.6	-9.8	-2.3	-13.0	-7.5	-1.9	-2.8
Northern Europe	43.7	52.8	56.4	53.4	6.1	-2.9	-5.5	-3.4	-5.1	-2.3	-4.0	-3.8	-6.9	-10.8	2.4	0.0	-8.3	-3.0	-11.6	-5.9	-4.2	-0.7
Western Europe	139.7	141.7	153.2	146.0	16.6	-0.4	-4.7	4.6	3.1	5.6	-2.1	1.8	9.1	1.6	7.9	6.4	-9.2	-1.1	-13.1	-6.3	-0.1	-3.1
Central/Eastern Eu.	69.3	87.5	100.0	89.5	10.2	3.5	-10.5	0.3	-0.1	0.6	0.0	-0.4	0.1	-0.7	1.4	1.1	-13.7	-7.8	-14.5	-13.0	-7.1	-8.7
Southern/Mediterr. Eu.	139.5	159.1	177.7	170.9	19.4	0.5	-3.8	2.5	3.4	2.0	2.7	0.7	6.3	-5.4	6.1	3.8	-8.5	-0.2	-12.3	-5.9	-0.2	0.7
Asia and the Pacific	110.1	153.6	184.0	181.2	20.6	1.1	-1.6	14.1	13.0	15.3	9.7	16.1	13.5	8.8	18.1	19.9	-6.9	3.9	-7.5	-6.2	0.8	6.7
North-East Asia	58.3	86.0	101.0	98.1	11.1	0.0	-2.9	16.2	11.4	21.0	8.5	12.0	13.7	11.1	26.1	28.1	-7.5	1.8	-7.6	-7.5	-0.5	4.1
South-East Asia	36.1	48.5	61.7	62.1	7.1	3.4	0.6	12.4	16.1	8.5	11.9	24.1	13.4	7.5	7.6	10.3	-6.2	7.8	-7.1	-5.3	3.7	11.8
Oceania	9.6	11.0	11.1	10.9	1.2	-0.9	-1.8	5.4	6.5	4.0	2.4	8.6	8.4	-3.7	3.6	13.9	-4.8	1.0	-5.8	-3.2	-0.9	2.7
South Asia	6.1	8.1	10.3	10.1	1.1	1.1	-1.5	14.5	17.0	11.5	16.8	16.0	18.2	4.4	18.5	12.5	-6.2	5.3	-11.6	-0.2	-1.1	7.3
Americas	128.9	134.0	147.8	140.6	16.0	2.8	-4.9	7.3	6.6	8.0	3.8	7.8	8.3	2.2	12.5	9.9	-7.3	-2.6	-7.0	-7.3	-5.6	1.5
North America	91.5	89.9	97.7	92.1	10.5	2.6	-5.7	8.3	7.1	9.4	2.8	10.4	8.0	3.3	14.2	11.2	-8.7	-3.2	-7.6	-9.6	-5.5	0.1
Caribbean	17.1	18.8	20.1	19.5	2.2	1.2	-2.8	4.3	5.6	2.9	3.4	2.8	10.1	0.6	4.0	4.5	-6.2	1.0	-8.1	-2.4	0.4	3.1
Central America	4.3	6.3	8.2	7.6	0.9	6.4	-7.4	9.1	8.8	9.4	4.5	8.0	14.4	-0.5	18.2	12.9	-9.6	-5.1	-8.4	-10.9	-7.6	-2.6
South America	15.9	19.0	21.8	21.4	2.4	3.9	-2.0	5.7	5.6	5.8	6.4	4.7	5.6	-0.4	11.0	7.9	-2.0	-2.0	-3.8	2.0	-10.5	7.3
Africa	26.5	35.4	44.3	45.8	5.2	2.5	3.3	7.4	8.6	6.3	10.1	7.1	8.5	0.5	10.2	8.4	6.9	0.4	3.8	8.8	5.7	5.2
North Africa	10.2	13.9	17.1	17.6	2.0	4.8	2.5	6.4	9.3	4.4	11.3	4.9	11.2	-5.5	8.8	9.2	5.3	0.6	2.2	7.5	-1.6	4.4
Subsaharan Africa	16.3	21.5	27.2	28.2	3.2	1.1	3.7	8.0	8.3	7.6	9.6	8.1	7.1	4.2	11.1	7.8	7.8	0.3	4.4	9.7	12.8	5.6
Middle East	24.9	37.8	55.6	52.9	6.0	19.0	-4.9	20.4	24.2	17.0	29.1	20.5	23.2	13.4	23.6	14.6	-16.6	7.2	-20.7	-10.9	0.1	8.9

Source: World Tourism Organization (UNWTO) ©

(Data as collected by UNWTO August 2010)

Comparison to record year 2008

- While growth has returned to international tourism, this growth must be viewed with caution, given that it compares with the very negative base of the first half of 2009. In that period international tourism declined by 8% (-10% in Q1 and -7% in Q2) and represented the bottom of the economic crisis, with confidence at a record low. Indeed, international tourist arrivals, which totalled 420 million during the first six months of 2010, were up 7% on 2009 (394 million), but still 2% short of the record 429 million arrivals worldwide in the same months of 2008 (919 million for the full year).
- Nevertheless, many countries are setting new records, leaving behind the losses of 2009 and exceeding 2008 levels. Comparing the first half of 2010 to the first half of 2008, six subregions show actual growth: Sub-Saharan Africa (+16%), North Africa (+12%), North-East Asia (+7%), South Asia (+7%), South-East Asia (+5%) and South America (+4%). Another two, the Middle East and Oceania (both 0%), are back at the same level and seven subregions are still experiencing a deficit: North America (-1%), Central America (-1%), Caribbean (-2%), Western Europe (-5%), Southern and Mediterranean Europe (-6%), Northern Europe (-11%) and Central and Eastern Europe (-13%).

is expected to still lag somewhat behind that of arrivals in many destinations. Following major shocks, volume (arrivals) tends to recover faster than income (receipts) as travellers travel closer to home, for shorter periods of time and seek value for money, and on the supply side competition is tougher and more based on prices. This was also the case following the Asian economic and financial crisis and after the 2001 September 11 terrorist attacks.

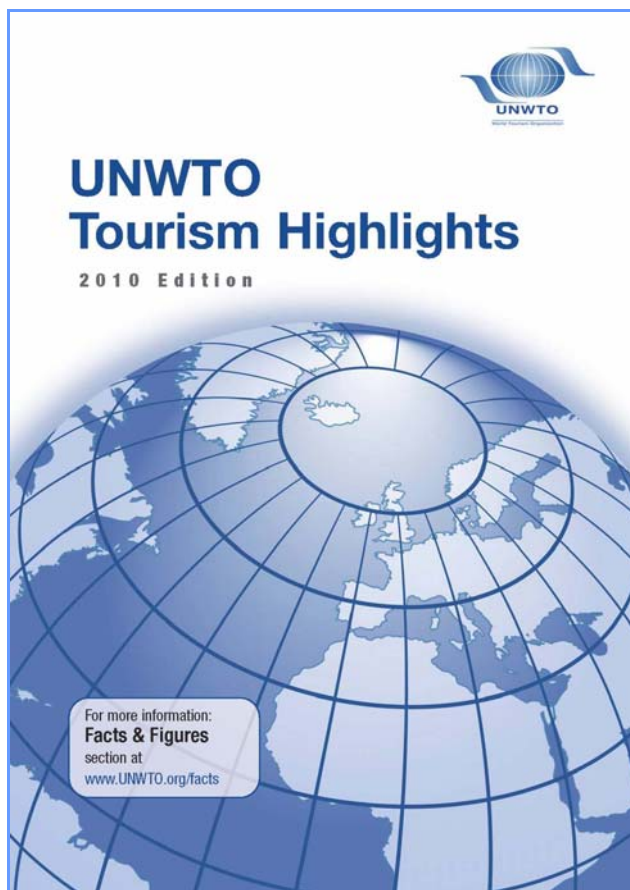
Outlook: current pace of growth to continue

- In a regular year, international tourist arrivals in the first half of the year account on average for some 45% of the yearly total, as July and August, the traditional high-season months of the Northern Hemisphere, attract most arrivals. Some 40 countries have already reported results for July. Although based on only a few countries and therefore not sufficiently representative, the trend clearly points to a continuation of the current pace of growth. Without exception, July figures were positive for those that reported and more than half even reported double-digit growth.
- So far growth has turned out to be somewhat stronger than initially anticipated. In January 2010, UNWTO projected an increase in the number of international tourist arrivals in the range of 3% to 4% for the full year, with stronger growth in the first half of the year because of the very depressed base of the first half of 2009, and a more moderate growth in the second half of 2010 (as recovery already started for some regions in the second half of 2009 and the overall decrease for July-December was less than -1%). For the moment this projection is maintained, though current growth rates suggest that end-year results are likely to be closer to 4%, and may even exceed this figure. In the forthcoming full issue of the *UNWTO World Tourism Barometer* scheduled for the end of October, UNWTO will report results including July and August as well as an updated projection for the full year and a first outlook for 2011.
- Most countries have only reported receipts data for the first quarter of 2010 and an assessment of the first half year will be included in the next full issue of the *UNWTO World Tourism Barometer*. Growth in international tourism receipts

UNWTO Tourism Highlights, 2010 Edition

On the occasion of World Tourism Day, held annually on 27 September, UNWTO releases its updated overview of basic tourism facts and figures in its *UNWTO Tourism Highlights, 2010 Edition*.

In 2010, the 31st World Tourism Day will be celebrated under the theme Tourism and Biodiversity in Guangzhou, Guangdong Province, China (see www.unwto.org/worldtourismday).



UNWTO Tourism Highlights aims to provide a consolidated set of key figures and trends for international tourism in the year prior to its date of publication. The *2010 Edition* presents in 12 pages a snapshot of international tourism in the world for 2009 based on the latest available information collected from national sources. Trends and results are analysed for the world, regions and major regional destinations, with statistics included on international tourist arrivals and international tourism receipts. Furthermore, it provides the ranking of top tourism destinations by arrivals and receipts, as well as information on outbound tourism generating regions and a list of top source markets in terms of spending.

Electronic copies can be downloaded free of charge from the Facts & Figures section of the UNWTO website <www.unwto.org/facts>.



Austrian National Tourist Office
TourMIS

www.vienna.info



TourMIS Users' Workshop
16 September 2010

ETC-UNWTO International Seminar on Demographic Change and Tourism
17 September 2010
Vienna, Austria

MODUL University Vienna will host two international events about tourism on September 16-17, 2010. Both events are directed toward managers, academics as well as consultants and representatives of governments and international organizations dealing with tourism. Participants are invited to register for both days, or chose to participate in just one event.

The **6th TourMIS Workshop** (day 1) organized by the European Travel Commission (ETC) and European Cities Marketing (ECM) offers training on how to use TourMIS (www.tourmis.info), the marketing information-system for tourism managers, and provides participants with information on relevant methodologies to analyze tourism. The workshop mainly addresses analysts and marketers from tourism organizations.

The **ETC-UNWTO International Seminar on Demographic Change and Tourism** (day 2) is devoted to illustrating the main demographic trends worldwide for the near future and their impact on the tourism industry. Population aging, changes in family structures and migration will be the central topics of the programme, which will be led by international guest speakers taking turn on the podium.

For registration and more information on both events, please go to www.modul.ac.at/tourmis or contact Ms. Bozana ZEKAN at bozana.zekan@modul.ac.at

Detailed tables by UNWTO regions

The following pages contain detailed tables on International tourist arrivals for each UNWTO region. Tables reflect 2009 full year data and 2010 monthly data currently available. Most data is preliminary and may be subject to revision later in the year.

The detailed tables on the following pages are not included in the free extract of this document. The full document is available in electronic format for sale and free for UNWTO members and subscribed institutions through the UNWTO eLibrary at www.e-unwto.org/content/w83v37.

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 notes on page 2 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.

The UNWTO World Tourism Barometer is developed as a service for UNWTO Members and published three times a year in English, French and Spanish. Member States, Associate and Affiliate Members receive copies of the Barometer as part of our Member services.

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World Tourism Organization (UNWTO) Publications



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ВСЕМИРНАЯ ТУРИСТСКАЯ ОРГАНИЗАЦИЯ
منظمة السياحة العالمية

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 updated in January, June and October.

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



Price: € 70, 3 issues
(PDF version)
€ 100 (PDF and
print version)

The Indian Outbound Travel Market with Special Insight into the Image of Europe as a Destination

India is one of the fastest-growing outbound travel markets in the world. Trips abroad have grown from 3.7 (1997) to 9.8 million (2007) and international tourism expenditure has increased from US\$ 1.3 (1997) to US\$ 8.2 billion (2008). With more than 1.1 billion inhabitants and GDP increasing by more than 8% every year, the country offers enormous potential for future growth in outbound travel. Recognizing the importance of this market, the ETC and the UNWTO have undertaken detailed research on the Indian outbound market. This publication covers 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. The report also sets out recommendations on how to best promote a destination in the Indian market.

Available in English



Published: 2009
Price: € 75

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 Chinese Outbound Travel Market with Special Insight into the Image of Europe as a Destination

China is one of the fastest growing outbound markets in the world. Rising incomes and relaxation of restrictions on foreign travel led to a growth of 22% a year in trips abroad since 2000 (34.5 million in 2006). China ranks 5th worldwide in terms of spending on international tourism (US\$ 30 billion in 2007). In 1995, the World Tourism Organization (UNWTO) predicted that China would generate 100 million arrivals worldwide by 2020, making it the fourth largest market in the world (Tourism 2020 Vision). In view of recent trends, China may reach that target well before 2020. To better understand the structure and trends of this market is the aim of the new ETC/UNWTO report *The Chinese Outbound Travel Market with Special Insight into the Image of Europe as a Destination*.

Available in English

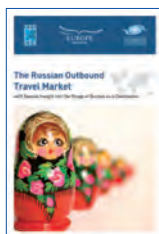


Published: 2008
Price: € 75

The Russian Outbound Travel Market with Special Insight into the Image of Europe as a Destination

Russia is the 9th biggest outbound travel market in the world, generating in 2007 US\$ 22 billion in spending abroad. To better understand the structure and trends of this growing market is the aim of this ETC/UNWTO report, which identifies key trends in the Russian outbound travel – among others, the market size and value, growth in trip volume and spending, purpose of trip, destination choice, the role of the travel trade and online distribution. In addition, the publication provides information on government policy affecting outbound travel, notably visa issues and traffic rights for foreign airlines operating to/from the country. All this information is critical to helping destinations and commercial operators plan ahead with greater foresight, providing guidance on the short-term opportunities and the longer-term potential for investment in this market.

Available in English



Published: 2009
Price: € 75

Handbook on Tourism Forecasting Methodologies

Tourism demand is a complex phenomenon which can be affected by an incredible number of different exogenous factors – economy, fuel prices, infrastructure, natural disasters, the image of a destination, etc. Therefore, tourism demand, in all of its different forms, is one of the most difficult variables to foresee. Nonetheless, it gets more and more important for destinations and private sector alike to anticipate demand trends and use such knowledge as a basis of management decisions and planning. This *Handbook on Tourism Forecasting Methodologies* aims to be a simple guide to the complex world of tourism forecasting. It presents the basic forecasting techniques, their advantages and disadvantages as well as some practical examples of such methodologies in action. It also includes a CD where the methodologies are further explained and exemplified in an excel file.

Available in English



Published: 2008
Price: € 45

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 advises 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

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, and sustainability, and identifies the major lines that will shape the sector.

Available in Spanish, only



Published: 2008
Price: € 80

The **World Tourism Organization** is a specialized agency of the United Nations and the leading international organization in the field of tourism. It serves as a global forum for tourism policy issues and a practical source of tourism know-how. Its membership includes 161 countries and territories and more than 350 Affiliate Members representing local governments, tourism associations and private sector companies including airlines, hotel groups and tour operators.

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