



## Tourism Market Trends

Sixty years ago, as tourism began to emerge as a global economic sector, few could have predicted the speed and strength of its development, both in terms of the number of people crossing borders and its economic impact as a generator of foreign exchange, income and employment opportunities.

**International tourist arrivals were 25 million in 1950. In 2011 this number was up to 980 million and is expected to reach 1.8 billion by 2030.** International tourism receipts in 1950 were US\$ 2.1 billion. By the year 2010, the volume of receipts had increased to US\$ 919 billion. This extraordinary growth has not been uniform across the world's regions and market segments, and **new trends are constantly emerging and evolving.**

**The identification and analysis of market trends in the tourism market is a critical exercise.** By monitoring trends as they happen, tourism stakeholders can make **better informed and measured decisions** on how to develop their tourism policies, products and promotional activities in what is an extremely competitive sector.

## The work of UNWTO

UNWTO provides the tourism community with up-to-date market intelligence including the latest tourism market trends, short and long-term tourism forecasts and knowledge on specific market segments and source markets.

The **UNWTO World Tourism Barometer** is UNWTO's flagship report and monitors short-term tourism trends on a regular basis, providing the sector with relevant and timely information.

## Did you know?

- International tourist arrivals will reach one billion in 2012.
- Globally, as an export category, tourism ranks fourth after fuels, chemicals and automotive products.
- According to UNWTO forecasts, between 2010 and 2030 an additional 43 million international tourists will enter the marketplace every year.





The Barometer sets out an overview of short-term tourism data, prospects for short-term tourism performance and the results of the Confidence Index, the survey of the UNWTO Panel of Tourism Experts, a select group of tourism representatives from the public and private sector.

**UNWTO Tourism Highlights** provides an annual wrap-up with an overview of international tourism data and key trends for the year. It includes the latest available statistics on international tourist arrivals, international tourism receipts, a summary of tourism results by region, top tourism destinations by arrivals and receipts, outbound tourism by generating region and a ranking of the top tourism spenders.

**Tourism Towards 2030** is UNWTO's long-term forecast and assessment of the development of tourism up to the first 30 years of the 21st century. This landmark study predicts that international tourist arrivals will grow by an average of 3% a year between 2010-2030, reaching 1.8 billion in 2030.

UNWTO also conducts regular research into **source markets** such as China or India, and **market segments** from cruise to cultural tourism.



## FURTHER READING AND RESOURCES:

UNWTO Tourism Trends & Marketing Strategies Programme - [mkt.unwto.org](http://mkt.unwto.org)

UNWTO World Tourism Barometer - [mkt.unwto.org/en/barometer](http://mkt.unwto.org/en/barometer)

UNWTO Tourism Highlights - [mkt.unwto.org/en/content/tourism-highlights](http://mkt.unwto.org/en/content/tourism-highlights)

Tourism Towards 2030 - [publications.unwto.org](http://publications.unwto.org)