



World Tourism Organization
www.world-tourism.org

**ITB Berlin Message, Messe Berlin, in association with IPK International
Berlin, Germany, 12 March, 2004 , 15.30-18.00**



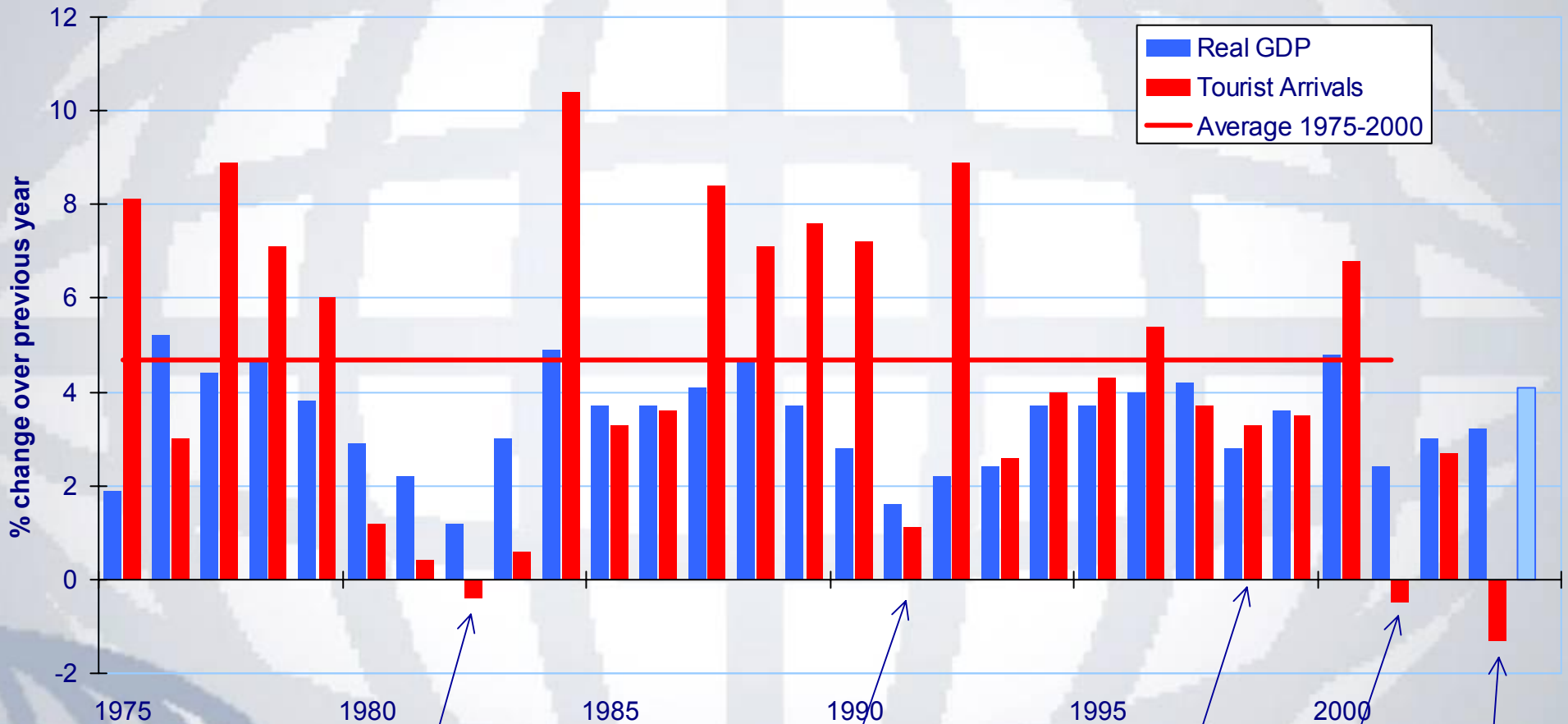
**Economic growth, external shocks and tourism
performance in the world and by destination regions**

Dawid de Villiers
Deputy Secretary General

World Tourism Organization - www.world-tourism.org

Tourism, economy and external shocks

Growth of World Real GDP & International Tourist Arrivals



echo of the second oil crisis / martial law in Poland / Falklands conflict / conflict Israel-Lebanon

Gulf War / disintegration of Yugoslavia

Asian Financial Crisis

11S

Iraq, SARS



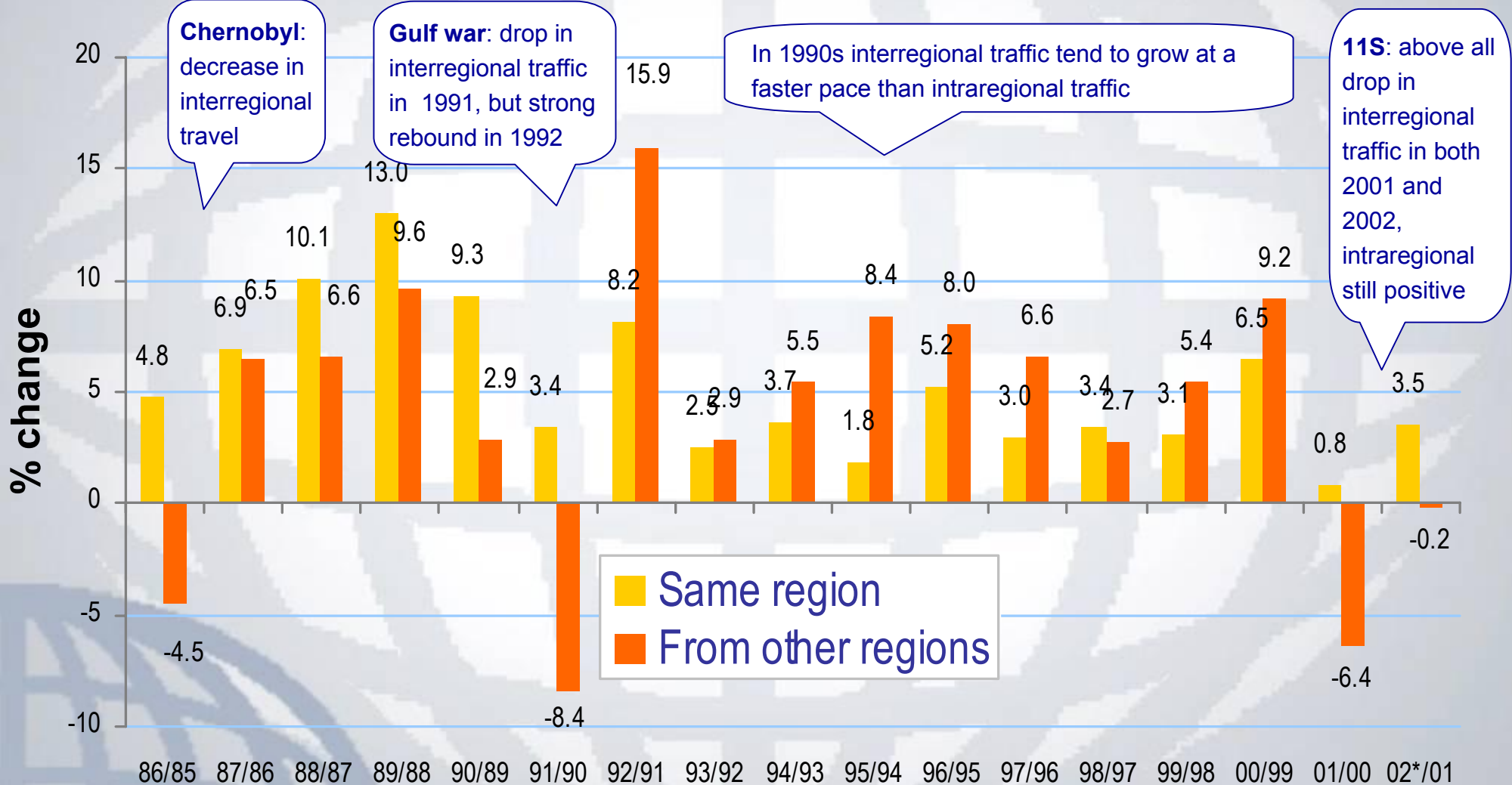
Tourism, economy and external shocks

As rule of thumb:

- GDP growth $> 4\%$ \Rightarrow tourism results show higher growth
- GDP growth $< 2\%$ \Rightarrow tourism results show lower growth
- data is highly aggregated, pattern differs by region
- external shocks can significantly disturb pattern
- shocks are generally followed by rebound in following years due to pent-up demand
- shocks not always cause decline in overall demand but above all shift in destinations visited
- intraregional demand far more resistant than interregional demand

Interregional tourism in particular vulnerable, Intraregional tourism more resilient

Trend in International Tourist Arrivals by region of origin



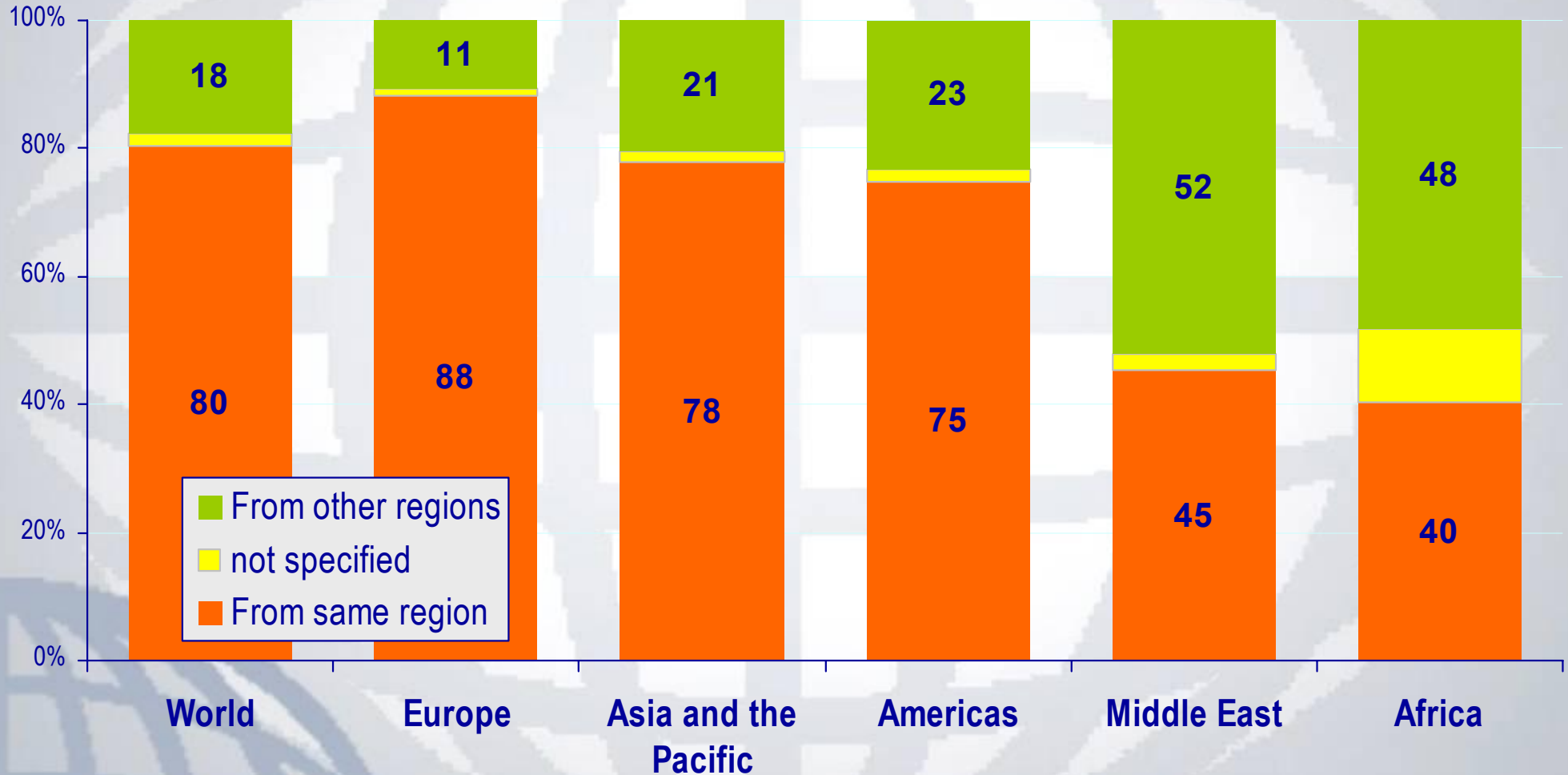
Tourism, economy and external shocks

Theoretically economic growth should correlate with outbound tourism and not so much with inbound tourism

- On world level: international tourism arrivals received = international tourism arrivals generated
- However, on regional level also strong relation to inbound tourism as majority of arrivals originate in same region

Inbound tourism by region of origin of arrivals

- 4 out of 5 arrivals originate from the same region





Europe

Inbound tourism

International Tourist Arrivals received:

- 400 million, 57% of world total (2002)
- 402 million, 58% (2003*)
- average growth 1990-2000: 3.4%
- intra/interregional 88%/11%

International Tourism Receipts:

- € 254 billion (2002)
- 51% of world total
- receipts per arrival € 640

Outbound tourism

International Tourist Arrivals generated:

- 405 million (2002), 58% of world total
- average growth 1990-2000: 4.1%
- intra/interregional 87%/13%

International Tourism Expenditure:

- € 256 billion (2002)
- 51% of world total

Major destinations:

(arrivals 2002 / receipts 2002)

- France: 77 mn, € 34 bn
- Spain: 52 mn, € 36 bn
- Italy: 40 mn, € 28 bn
- UK: 24 mn, € 19 bn
- Austria: 19 mn, € 12 bn
- Germany: 18 mn, € 20 bn

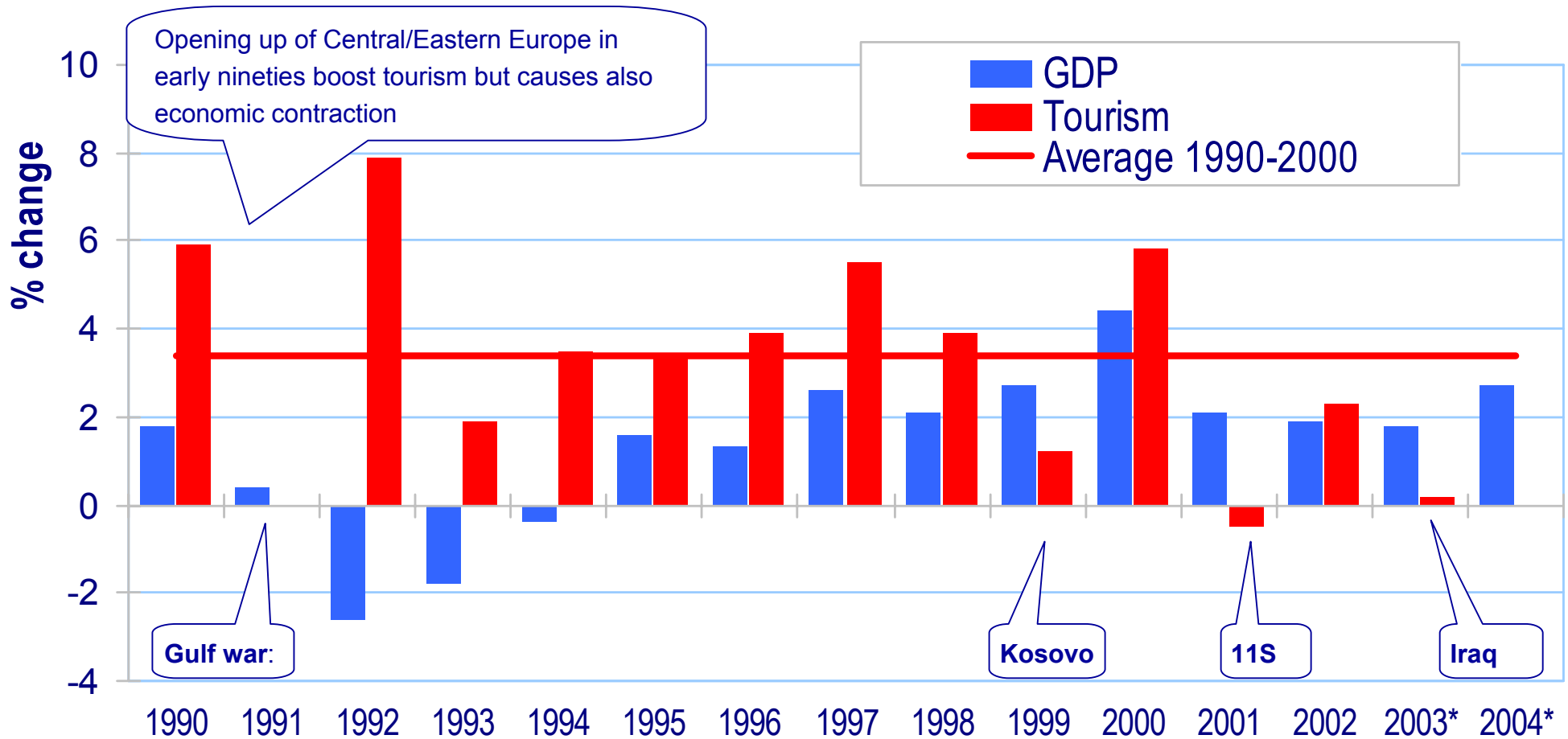
Major source markets:

(trips abroad 2002 / expenditure 2002)

- Germany: 76 mn (2001), € 56 bn
- UK: 59 mn, € 43 bn
- France: 17 mn, € 21 bn
- Italy: 25 mn, € 17 bn
- Netherlands: 17 mn, € 14 bn

Europe

Growth of GDP & International Tourist Arrivals





Asia and the Pacific

Inbound tourism

International Tourist Arrivals received:

- 131 million, 19% of world total (2002)
- 119 million, 17% (2003*)
- average growth 1990-2000: 7.2%
- intra/interregional 78%/21%

International Tourism Receipts:

- € 100 billion (2002)
- 20% of world total
- receipts per arrival € 760

Outbound tourism

International Tourist Arrivals generated:

- 131 million (2002), 19% of world total
- average growth 1990-2000: 7.0%
- intra/interregional 78%/22%

International Tourism Expenditure:

- € 103 billion (2002), 21% of world total

Major destinations:

(arrivals 2002 / receipts 2002)

- China: 37 mn, € 22 bn
- Hong Kong (China): 17 mn, € 11 bn
- Malaysia: 13 mn, € 7 bn
- Thailand: 11 mn, € 8 bn

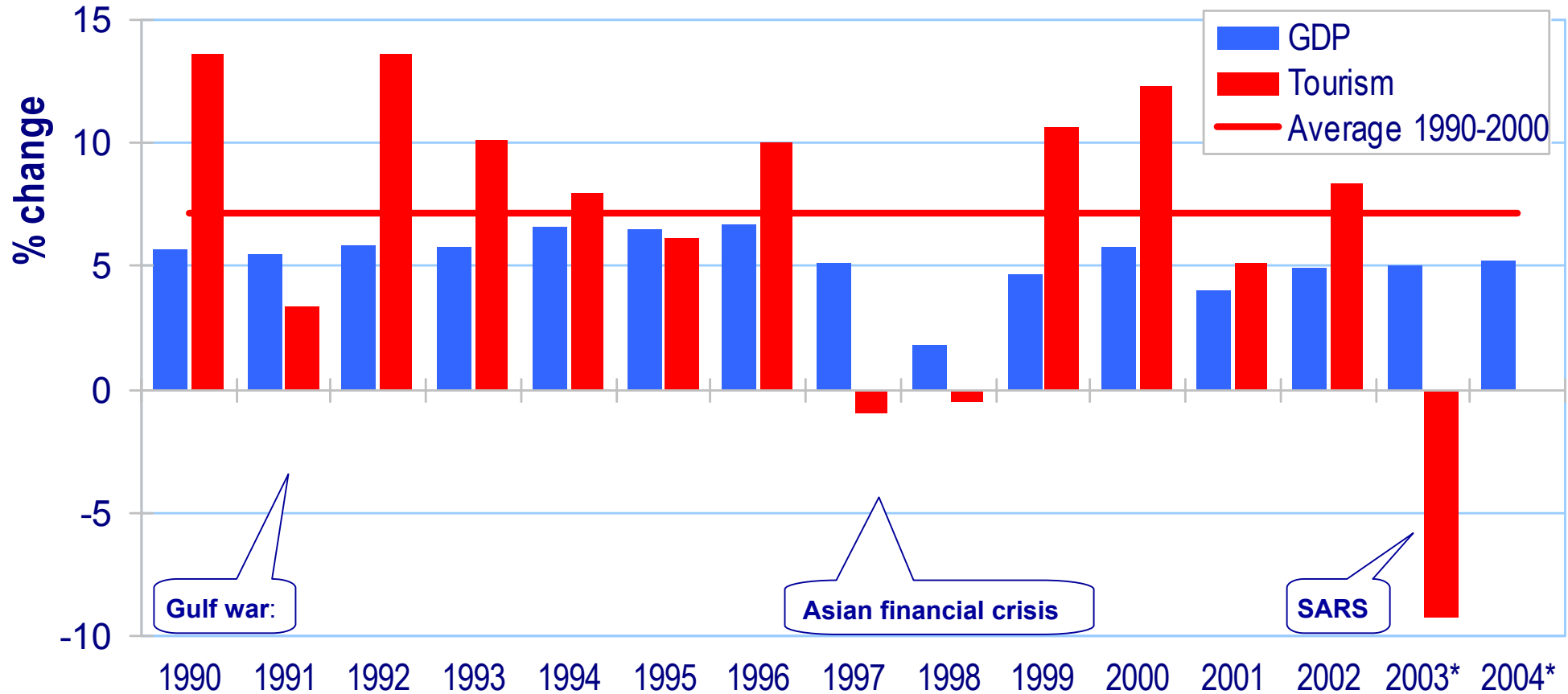
Major source markets:

(trips abroad 2002 / expenditure 2002)

- Japan 17 mn (2001), € 22 bn
- China: 17 mn (2001), € 16 bn
- Hong Kong (China): 5 mn, € 13 bn
- Taiwan (pr. of China): 8 mn, € 7 bn
- Rep. of Korea: 7 mn, € 8 bn

Asia and the Pacific

Growth of GDP & International Tourist Arrivals





Americas

Inbound tourism

International Tourist Arrivals received:

- 115 million, 16% of world total (2002)
- 112 million, 16% (2003*)
- average growth 1990-2000: 3.2%
- intra/interregional 75%/23%

International Tourism Receipts:

- € 121 billion (2002)
- 24% of world total
- receipts per arrival € 1050

Outbound tourism

International Tourist Arrivals generated:

- 120 million (2002), 17% of world total
- average growth 1990-2000: 2.8%
- intra/interregional 72%/28%

International Tourism Expenditure:

- € 92 billion (2002)
- 18% of world total

Major destinations:

(arrivals 2002 / receipts 2002)

- United States: 42 mn, € 70 bn
- Canada: 20 mn, € 10 bn
- Mexico: 20 mn, € 9 bn

- Caribbean: 16 mn, € 18 bn
- South America: 12 mn, € 10 bn
- Central America: 5 mn, € 4 bn

Major source markets:

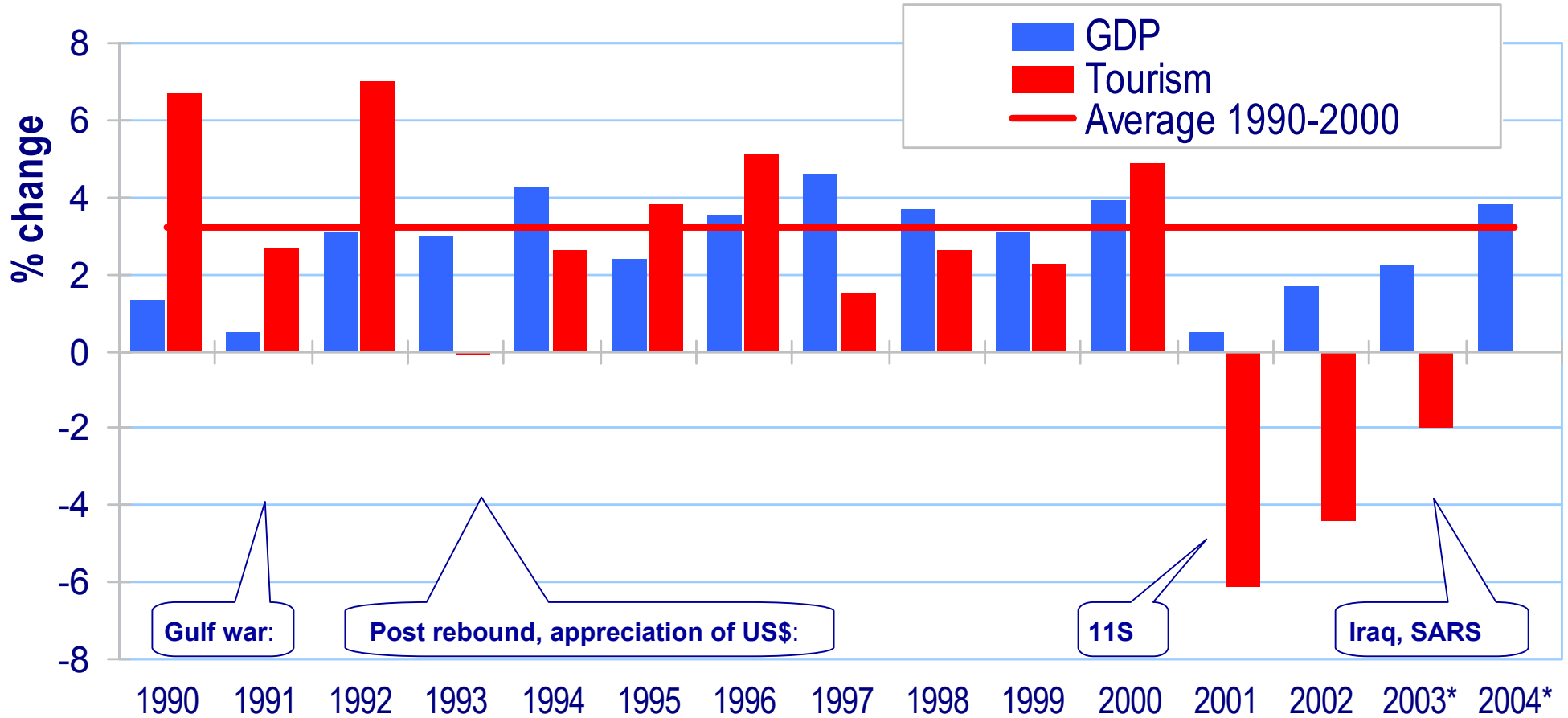
(trips abroad 2002 / expenditure 2002)

- United States: 56 mn, € 61 bn
- Canada: 18 mn, € 11 bn
- Mexico: 12 mn, € 6 bn

- South America: 11 mn, € 10 bn

Americas

Growth of GDP & International Tourist Arrivals



www.world-tourism.org => Facts & Figures link

World Tourism Organization *the leading organization in the field of travel and tourism*

17 February 2004

WTO global campaign stresses importance of tourism

"Tourism enriches individuals, families, communities and all the world." This is a central, simple but straight-forward message of the new awareness campaign with which the World Tourism Organization (WTO) wants to raise awareness of the positive impacts tourism can have on life, culture and economy, in short on society at all levels.

[FULL RELEASE](#)

United Nations Secretary-General Congratulates WTO

The conversion of the World Tourism

CONFERENCES, MEETINGS & SEMINARS

- Workshop on the Contribution of Statistics and Economic Analysis to Effective Destination Management Strategies (19-20 February 2004) Antibes-Juan les Pins, France ▶▶
- Fifth workshop for Russian-speaking countries on global tourism trends and practices (24-25 February 2004) Chisinau, Republic of Moldova ▶▶
- First meeting of the World Committee on Tourism Ethics (25-26 February 2004) Rome, Italy
- WTO/APTEC Conference on tourism resource management of regional culture

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Thank you very much for your attention!

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