Regional Activities

25 June 2014

Carlos Vogeler
Director – Executive Secretary for Members Relations and Regional Director for the Americas

UNWTO
UNWTO documents distributed

2. Road map for development
3. Tourism in the Americas
   (Spanish version / English version)
4. UNWTO Annual report 2013
5. Tourism, Driving Trade, Fostering Development and Connecting People
8. List of official recipients and form for corrections
9. Form for eLibrary
First UNWTO International Congress on Tourism and Pilgrimages

18-20 September 2014
Santiago de Compostela, Spain
Día Mundial del Turismo
Celebraciones Oficiales
Guadalajara, México

TURISMO Y DESARROLLO COMUNITARIO
Día Mundial del Turismo
27 Septiembre 2014

MÉXICO JALISCO
Consejo de Promoción Turística
ES MÉXICO
UNWTO/ICAO Ministerial Conference
Tourism and Air Transport in Africa
14-15 October 2014, Victoria, Mahé, Seychelles
2014 UNWTO & WTM Ministers’ Summit
Tourism and Mega-Events: building a lasting legacy
1st UNWTO Conference on Accessible Tourism in Europe
San Marino, 19-20 November 2014
World Tourism in 2013*

Arrivals: 1.087 billion (+5%)
Receipts: US$ 1.16 trillion (+5.3%)

Not including:
• Same-day visitors: cruises, excursions, etc.
• Domestic travel

Source: World Tourism Organization *Preliminary results
TURISMO INTERNACIONAL 2013

Llegadas de turistas internacionales (LLTI): 1.087 milones
Ingresos por turismo internacional (ITI): 1,16 billones $EEUU

AMÉRICAS
LLTI: 168 millones (15,5%)
ITI: 229,000 millones $EEUU (19,8%)

EUROPA
LLTI: 563,4 millones (51,8%)
ITI: 489,000 millones $EEUU (42,2%)

ASIA Y EL PACÍFICO
LLTI: 248 millones (22,8%)
ITI: 359,000 millones $EEUU (31%)

ÁFRICA
LLTI: 55,8 millones (5%)  
ITI: 34,000 millones $EEUU (3%)

ORIENTE MEDIO
LLTI: 51,6 millones (4,7%)
ITI: 47,000 millones $EEUU (4,1%)

Source: World Tourism Organization *Preliminary results
Distribution of international tourism in the Americas 2013

North America
ITA.: 110.1 million (+3.5%)
ITR.: $ 171 billion (+7.8%)

South America
ITA.: 27.4 million (+2.6%)
ITR.: $ 23 billion (+3.2%)

Central America
ITA.: 9.2 million (+4.2%)
ITR.: $ 9.4 billion (+3.2%)

Caribbean
ITA.: 21.2 million (+2.2%)
ITR.: $ 24.8 billion (+2.1%)

ITA.: 167.9 million (15.5% of the world total)
ITR.: $ 229.2 billion (19.8% of the world total)

65% / 74% of the total

Source: World Tourism Organization
Top 10 destinations in the world 2013

**International tourism arrivals**

1. France - 83 million
2. USA - 69.8 million
3. Spain - 60.7 million
4. China - 55.7 million
5. Italy - 47.7 million
6. Turkey - 37.8 million
7. Germany - 31.5 million
8. UK - 31.2 million
9. Russia - 28.4 million
10. Thailand - 26.5 million

43.4% of the world total

**International tourism receipts**

1. USA - 139.6 billion
2. Spain - 60.4 billion
3. France - 56.1 billion
4. China - 51.7 billion
5. Macao… - 51.6 billion
6. Italy - 43.9 billion
7. Thailand - 42.1 billion
8. Germany - 41.2 billion
9. UK - 40.6 billion
10. H. Kong… - 38.9 billion

48.8% of the world total

*Preliminary results

Source: World Tourism Organization
## Top generating countries

<table>
<thead>
<tr>
<th>Country</th>
<th>Expenditure 2013* (US$ billion)</th>
<th>Change 13*/12 %</th>
<th>Change 12*/11 %</th>
</tr>
</thead>
<tbody>
<tr>
<td>China</td>
<td>128.6</td>
<td>+ 26.1</td>
<td>+ 40.5</td>
</tr>
<tr>
<td>USA</td>
<td>86.2</td>
<td>+ 3.3</td>
<td>+ 6.7</td>
</tr>
<tr>
<td>Germany</td>
<td>85.9</td>
<td>+ 2.3</td>
<td>+ 2.5</td>
</tr>
<tr>
<td>Russia</td>
<td>53.5</td>
<td>+ 24.9</td>
<td>+ 30.1</td>
</tr>
<tr>
<td>UK</td>
<td>52.6</td>
<td>+ 3.5</td>
<td>+ 2.1</td>
</tr>
<tr>
<td>France</td>
<td>42.4</td>
<td>+ 4.9</td>
<td>- 5.8</td>
</tr>
<tr>
<td>Canada</td>
<td>35.2</td>
<td>+ 3.2</td>
<td>+ 6.2</td>
</tr>
<tr>
<td>Australia</td>
<td>28.4</td>
<td>+ 8.8</td>
<td>+ 2.1</td>
</tr>
<tr>
<td>Italy</td>
<td>27.0</td>
<td>-1.0</td>
<td>-0.3</td>
</tr>
<tr>
<td>Brazil</td>
<td>25.1</td>
<td>+12.9</td>
<td>+ 4.6</td>
</tr>
</tbody>
</table>

*Preliminary results

Source: World Tourism Organization
Tourism weathers the impact of the crisis

15 consecutive months of negative growth

-3.8%  +6.4%  +4.8%  +4%  +5.3%  +5.3%

2009  2010  2011  2012  2013  2014*

*Preliminary results

Source: World Tourism Organization
Tourism in international trade

Tourism

6% of total exports
30% of exports of services

Source: World Tourism Organization

World exports

International tourism (BOP travel and passenger transport)
Fuel
Chemicals
Food
Automotive products

Source: World Tourism Organization
By 2030, 1.8 billion tourists

International tourist arrivals, millions

Source: World Tourism Organization
Growth will continue, although at a lower %

<table>
<thead>
<tr>
<th>Year Period</th>
<th>% Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>1980/79</td>
<td>+3.3%</td>
</tr>
<tr>
<td>1985/84</td>
<td>+3.8%</td>
</tr>
<tr>
<td>1990/89</td>
<td>+2.9%</td>
</tr>
<tr>
<td>1995/94</td>
<td>+4.2%</td>
</tr>
<tr>
<td>2000/99</td>
<td>+3.3%</td>
</tr>
<tr>
<td>2005/04</td>
<td>+3.8%</td>
</tr>
<tr>
<td>2010/09</td>
<td>+2.9%</td>
</tr>
<tr>
<td>2015/14</td>
<td>+3.3%</td>
</tr>
<tr>
<td>2020/19</td>
<td>+3.8%</td>
</tr>
<tr>
<td>2025/24</td>
<td>+2.9%</td>
</tr>
<tr>
<td>2030/29</td>
<td>+3.3%</td>
</tr>
</tbody>
</table>

Source: World Tourism Organization
Average increase 2010-2030
43 million tourists per year

International tourists, World

International tourist arrivals
absolute change over the same period the previous year

Source: World Tourism Organization
Americas: growth of international tourism of 2.6% per year on average

International tourists, Americas

International tourist arrivals
% change over the same period the previous year

Source: World Tourism Organization
America: nearly 5 million increase in international arrivals per year

International tourists, Americas

International tourist arrivals, absolute change over the same period the previous year, millions

Source: World Tourism Organization
## International tourism by region

### Growth projections, average

<table>
<thead>
<tr>
<th>Region</th>
<th>2010-30</th>
</tr>
</thead>
<tbody>
<tr>
<td>World</td>
<td>3.3%</td>
</tr>
<tr>
<td>Africa</td>
<td>5.0%</td>
</tr>
<tr>
<td>Americas</td>
<td>2.6%</td>
</tr>
<tr>
<td>Asia and the Pacific</td>
<td>4.9%</td>
</tr>
<tr>
<td>Europe</td>
<td>2.3%</td>
</tr>
<tr>
<td>Middle East</td>
<td>4.6%</td>
</tr>
</tbody>
</table>
The worldwide market share of inbound tourism in the Americas is declining due to slower growth in North America.
Growth projections in the Americas by subregion

Americas: Inbound tourism by destination subregion

International tourist arrivals, millions

North America (+ 1.7%)
South America (+ 4.6%)
Caribbean (+ 2%)
Central America (+5.2%)

Source: World Tourism Organization
### Activities in the Americas (2013-2014)

<table>
<thead>
<tr>
<th>“Global Leaders for Tourism” campaign</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dominican Republic and Bahamas, Feb. 2014; Chile, June 2014</td>
</tr>
<tr>
<td><strong>Previously:</strong> Argentina; Colombia; El Salvador; Guatemala; Haiti; Jamaica; Mexico; Paraguay; Peru; Uruguay</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Competitiveness</th>
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<tbody>
<tr>
<td><strong>Roundtable on Human Capital:</strong> Santiago, Chile, July 2013; Lima, Peru, Sept. 2013</td>
</tr>
<tr>
<td><strong>2nd Global Forum of the UNWTO Knowledge Network: Innovation in Tourism: Bridging Theory and Practice:</strong> Mexico City, May 2014</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Sustainability</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>The Importance of Water for Tourism in the Amazon Region. 7th International Fair of the Amazon Region (FIAM 2013):</strong> Manaus, Brazil, Nov. 2013</td>
</tr>
<tr>
<td><strong>Tourism as a Key Sector for Development in Island States:</strong> Nassau, Bahamas, Feb. 2014</td>
</tr>
</tbody>
</table>
## Activities in the Americas (2013-2014)

### Air facilitation

**Ministerial Meeting on Air Connectivity:**
Santo Domingo, Dominican Republic, Feb. 2014
Nassau, Bahamas, Feb. 2014

### Training and capacity building

**Gastronomy as a Tool for Tourism Competitiveness** Playa del Rosarito, Mexico, Oct. 2013

**Excellence in Human Resources Management: Inclusion and Tourism Employment**: Parana, Argentina, June 2014

### Statistics and Tourism Satellite Accounts

**Third International Conference on Measurement and Economic Analysis of Regional Tourism:**
Medellín, Colombia, Nov. 2013

### Technical assistance

**Statistics, Statistical Indicators and Tourism Satellite Accounts**: Panama, Oct. 2013

**Updating the tourism satellite account**: Aruba, Nov. 2013
Activities in the Americas

Other activities


Memorandum of Understanding

Caribbean Tourism Organization (CTO) and Association of Caribbean States (ACS): Nassau, Bahamas, Feb. 2014
## Forthcoming activities in the Americas 2014

### Activities scheduled for 2014:

<table>
<thead>
<tr>
<th>Event</th>
<th>Location</th>
<th>Dates</th>
</tr>
</thead>
<tbody>
<tr>
<td>WTTC Americas Summit</td>
<td>Lima, Peru</td>
<td>10-11 Sept.</td>
</tr>
<tr>
<td>ABAV 2014 – Tourism Fair for the Americas</td>
<td>Sao Paulo, Brazil</td>
<td>24-28 Sept.</td>
</tr>
<tr>
<td>World Tourism Day: Tourism and Community Development</td>
<td>Guadalajara, Mexico</td>
<td>27 Sept.</td>
</tr>
<tr>
<td>Destinations for All Summit</td>
<td>Montreal, Canada</td>
<td>19-22 Oct.</td>
</tr>
<tr>
<td>Tourism Fair of Gramado</td>
<td>Gramado, Brazil</td>
<td>6-9 Nov.</td>
</tr>
<tr>
<td>Tourism Outlook Seminar</td>
<td>TBC, Jamaica</td>
<td>20-21 Nov.</td>
</tr>
<tr>
<td>FITVEN 2014 – International Tourism Fair of Venezuela</td>
<td>Venezuela, TBC</td>
<td></td>
</tr>
<tr>
<td>Seminar on Tourism and Media</td>
<td>Cuenca, Ecuador</td>
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</tr>
</tbody>
</table>
Publications of the Americas
Our virtual library (e-library)
The Inca Road is declared a World Heritage Site

Countries on the Inca Road:
Argentina, Bolivia, Chile, Colombia, Ecuador, Peru
21ª Reunión de la Asamblea General de la OMT
Medellín, Colombia
11-18 de septiembre de 2015
Thank you!

Carlos Vogeler
Director – Executive Secretary for Members Relations and Regional Director for the Americas

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