



Executive Council

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Report of the Secretary-General

Part I. Current situation and activities

(a) International tourism in 2014 and prospects for 2015

I. International tourism in 2014

- International tourism in 2014:** Demand for international tourism remained strong in the first four months of 2014 according to the July issue of the *UNWTO World Tourism Barometer*. International tourist arrivals worldwide grew by 5%, the same rate as during the full year 2013. Advanced economies (+5.7%) have outperformed emerging economies (+3.8%), as was already the case during 2013.
- By region,** the strongest growth was registered in Asia and the Pacific and the Americas (both +6%), followed closely by Europe and Africa (both at +5%). International tourist arrivals in the Middle East were down by 4%, though this figure should be taken with caution as it is based on limited available data for the region. **By subregion,** Northern Europe, Southern and Mediterranean Europe, North Africa and South Asia (all +8%) were the star performers.
- As for outbound tourism as measured by international tourism expenditure,** data for the first part of 2014 indicates that the growth in demand continues to be strong out of emerging markets, in particular from China, the Russian Federation, Saudi Arabia and India. Moreover, demand from advanced markets has strengthened as the economic situation improves gradually, with encouraging growth registered in expenditure from Italy, Australia, the Republic of Korea, the Netherlands, Norway and Sweden.
- International tourism in the full year 2014:** UNWTO forecasts international tourist arrivals to increase by 4% to 4.5% in 2014, again above its long-term forecast of +3.8% per year between 2010 and 2020. According to the UNWTO Confidence Index, confidence has picked up, particularly among the private sector, and improved further in Europe, the Americas, Asia and the Pacific and the Middle East.
- Considering that this document was prepared in July 2014, a verbal update on the 2014 results as well as on 2015 prospects will be provided to the Executive Council during its 99th session.



II. Actions to be taken by the Executive Council

6. The Executive Council is requested to take note of the report of the Secretary-General on the current situation and prospects for international tourism.