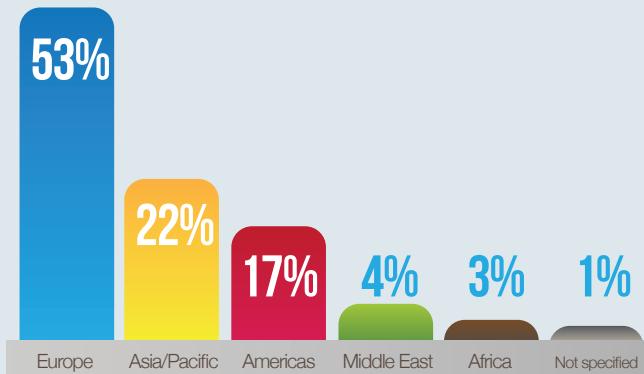




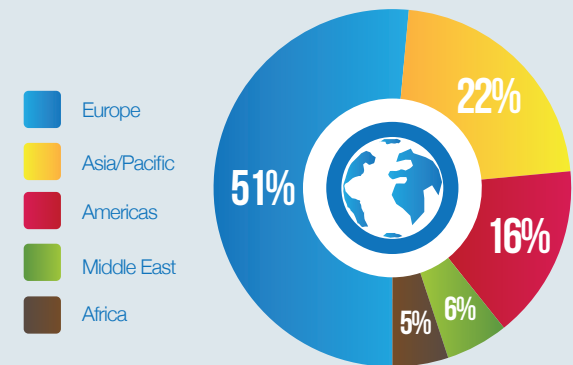
TURNING ONE BILLION TOURISTS INTO ONE BILLION OPPORTUNITIES

In 2012, a record one billion tourists crossed international borders in a single year. Another five to six billion are estimated to travel in their own countries every year.

WHERE DO THEY COME FROM?



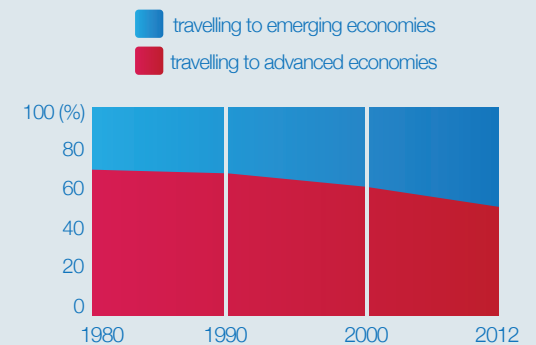
WHERE DO THEY GO?



WHY DO THEY TRAVEL?



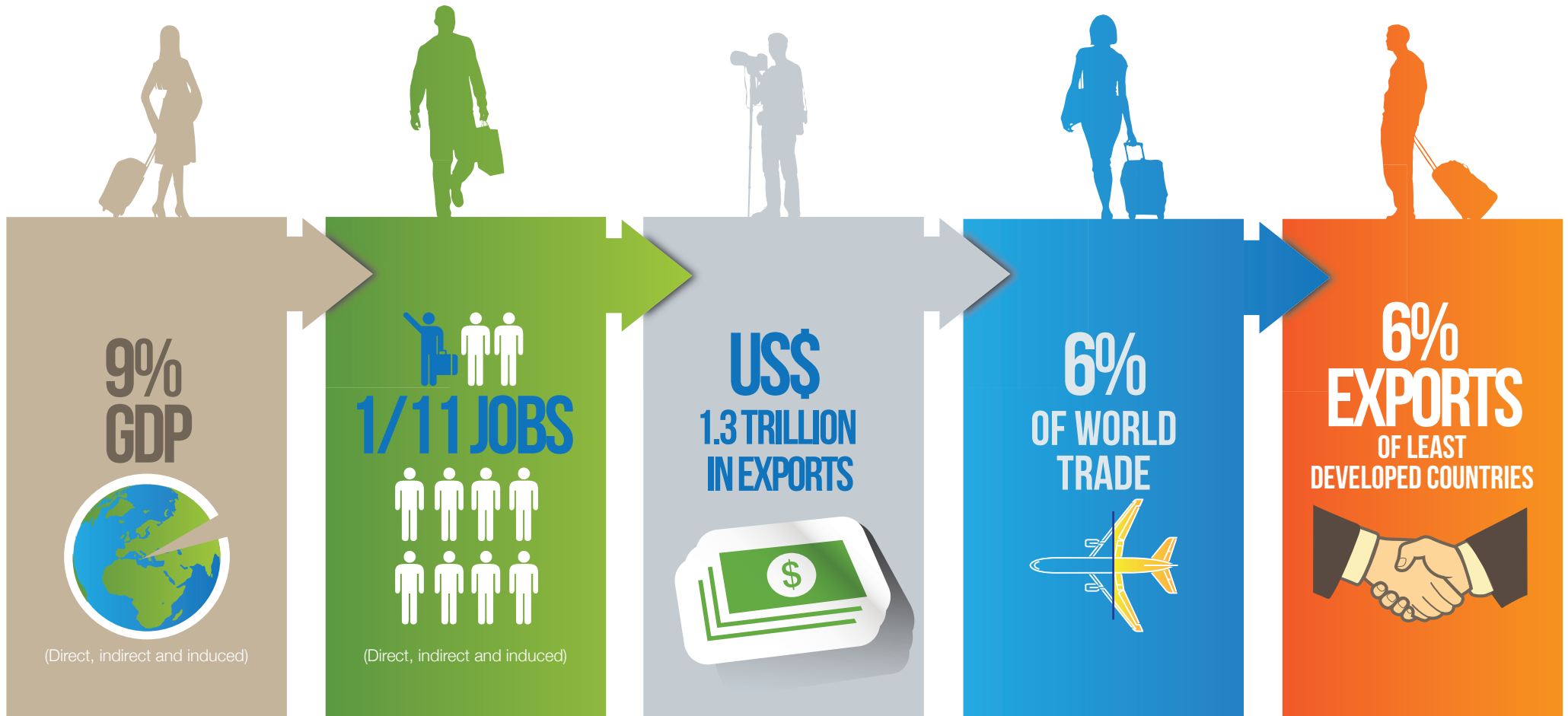
EMERGING VS. ADVANCED





TURNING ONE BILLION TOURISTS INTO ONE BILLION OPPORTUNITIES

In 2012, a record one billion tourists crossed international borders in a single year. Another five to six billion are estimated to travel in their own countries every year.



WHY TOURISM MATTERS