Tourism Towards 2030

Agenda Item 5a

24th Joint Meeting of the UNWTO Commission for East Asia and the Pacific and the UNWTO Commission for South Asia

4 May 2012
Chiang Mai, Thailand
Tourism 2020 Vision vs. actual trend
World

International tourist arrivals

Source: World Tourism Organization (UNWTO)
Tourism Towards 2030

- A broad research project of long-term forecasting, following up on work initiated by UNWTO in the 1990s

- Objectives:
  - **Assist** UNWTO Members in formulating policies and long-term strategic plans
  - **Provide** a global reference on future tourism development
  - **Reinforce** UNWTO’s role in agenda setting for tourism-related subjects
  - **Constitute** a reference for UNWTO strategic documents, programme of work and activities

- Central to the study are the projections for international tourism flows in the two decades 2010-2030
  - Data series on international tourist arrivals as reported by destination countries are used as the key indicator, taking into account subregion of destination, region of origin, mode of transport and purpose of visit for the period 1980-2010
  - The quantitative forecast is based on a causal econometric model with international tourist arrivals as the dependent variable. Two independent variables are used: 1) growth of Gross Domestic Product (GDP), a proxy for traveller affluence and business travel potential; 2) cost of transport.
Growth in international tourism will continue, but at a more moderate pace

Average growth 2010-2030
3.3% a year

2010-2020
3.8% a year
2020-2030
2.9% a year

source: World Tourism Organization (UNWTO) ©
International tourist arrivals to increase by 43 million a year on average

Average increase 2010-2030
43 million a year

2010-2020
42 mn a year

2020-2030
45 mn a year

source: World Tourism Organization (UNWTO) ©
International tourist arrivals to reach 1.8 billion by 2030

source: World Tourism Organization (UNWTO) ©
Emerging economy destinations to surpass advanced destinations in 2015

Inbound tourism, advanced and emerging economies

International Tourist Arrivals, million

Emerging economies
Advanced economies

source: World Tourism Organization (UNWTO) ©
Asia and the Pacific will gain most of the new arrivals
Asia and the Pacific, the Middle East and Africa to increase their shares

1980 (277 mn)
Europe 63%
Americas 23%
Asia and the Pacific 8%
Middle East 3%
Africa 3%

2010 (940 mn)
Europe 51%
Americas 16%
Asia and the Pacific 22%
Middle East 6%
Africa 5%

2030 (1.8 bn)
Europe 41%
Americas 14%
Asia and the Pacific 30%
Middle East 8%
Africa 7%
Asia and the Pacific will also be the outbound region that grows most.
Europe generates most arrivals relative to population, while Asia & Pacific is still low.

Outbound tourism by region of origin

International Tourist Arrivals generated per 100 population

source: World Tourism Organization (UNWTO) ©
No major change in share by purpose of visit

International tourism by purpose of visit

source: World Tourism Organization (UNWTO) ©
Air transport will continue to increase market share, but at a slower pace.
Asia and the Pacific
Growth in international tourism to continue at an average rate of almost 5% a year

Average growth 2010-2030
4.9% a year

2010-2020
5.7% a year

2020-2030
4.2% a year

source: World Tourism Organization (UNWTO) ©
International tourist arrivals to increase by 17 million a year on average

International Tourism, Asia and the Pacific

Average increase 2010-2030
17 million a year

2010-2020
15 mn a year

2020-2030
18 mn a year

source: World Tourism Organization (UNWTO) ©
Asia and the Pacific: Intl tourist arrivals still to grow from 200 mn to over 500 mn

International Tourism, Asia and the Pacific

International tourist arrivals, million

Source: World Tourism Organization (UNWTO) ©
Asia and the Pacific: Inbound tourism by subregion of destination

International tourist arrivals, million

Source: World Tourism Organization (UNWTO) ©
South Asia subregion with fastest growth (%)

International tourism by (sub)region of destination

source: World Tourism Organization (UNWTO) ©
International tourism by (sub)region of destination

International tourist arrivals, average absolute change over previous year, million

NE Asia subregion with fastest growth (abs.)
North-East Asia will be the most visited subregion in 2030

International tourism by (sub)region of destination

International tourist arrivals, million

source: World Tourism Organization (UNWTO) ©
Europe continues to lead in international arrivals received per 100 of population.
Asia and the Pacific: leisure to grow fastest

Source: World Tourism Organization (UNWTO) ©
Asia and the Pacific: air and surface transport to grow at about the same pace

Source: World Tourism Organization (UNWTO) ©
Share in the world
Asia and the Pacific inbound tourism market share of going up due to faster growth

Inbound tourism by region of destination

International Tourist Arrivals, share, %

Europe
Asia and the Pacific
Americas
Middle East
Africa

source: World Tourism Organization (UNWTO) ©
Asia and the Pacific outbound tourism also growing at a faster pace

Outbound tourism by region of origin

source: World Tourism Organization (UNWTO) ©
Travel between regions continues to grow slightly faster than within the same region
Bulk of arrivals in Asia and the Pacific intraregional, mkt shares not to vary much
... but Asia and the Pacific is increasing share in outbound travel from all regions

Source: World Tourism Organization (UNWTO) ©
Travel from emerging markets more often to same region, Europe more often outside

International tourism by region of destination and origin

International Tourist Arrivals, share, %

from Africa to other regions
from Middle East to other regions
from Asia and the Pacific to other regions
from Americas to other regions
from World between regions
from Europe to other regions

source: World Tourism Organization (UNWTO) ©
Round-up
What if assumptions change?

Tourism Towards 2030: global projection and sensitivity analysis

- Actual data 1980-2010
- Transport costs continue to fall (scenario 3)
- Central projection
- Faster rising cost of transport (scenario 2)
- A slower-than-expected economic recovery and future growth (Scenario 1)

Source: World Tourism Organization (UNWTO) ©
Global growth in international tourist arrivals to continue, but at a more moderate pace, from 4.2% per year (1980–2020) to 3.3% (2010–2030), as a result of four factors:

- The base volumes are higher, so smaller % increases still add substantial numbers
- Lower GDP growth, as economies mature
- A lower elasticity of travel to GDP
- A shift from falling transport costs to increasing ones

Tourism Towards 2030 shows that there is still a great potential for further expansion in coming decades; emerging as well as established destinations can benefit from this trend and opportunity, provided they shape the adequate conditions and policies with regard to business environment, infrastructure, facilitation, marketing and human resources.

Along with opportunities, challenges also arise in maximising social and economic benefits and minimising negative impacts.

Long-term tourism growth pattern: more moderate, sustainable and inclusive
Opportunities and challenges: how to make it possible

Five key areas that mark the future:

• For many countries tourism represents a powerful tool for social and economic development and the reduction of poverty through the creation of job and enterprises, infrastructure development and the export revenues earned.
• In order to tap into this potential, it is essential to continue creating and raising awareness and to mainstream tourism in the political agenda.
• Sustainability (social, economic and environment) is more important than ever, addressing issues such as energy dependency, climate change adaptation and mitigation, green economy, congestion management and risk management.
• Keep track of the changing consumer: more experienced and demanding customers, demographic change (ageing, migration and diversification of family structure), changing values and lifestyles, from service economy to experience economy, etc.
• Enhance competitiveness by shaping an adequate business environment: innovation, diversification of products, markets and segments, product development, ICT and technology in general, marketing and promotion, research, evaluation, human resources development, quality, etc.
Thank you very much for your attention!

World Tourism Organization (UNWTO)
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