



# World Tourism Organization [www.unwto.org](http://www.unwto.org)

## *Tourism 2020 Vision revisited ... a road map for Tourism Towards 2030*

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UNWTO Market Trends, Competitiveness and Trade in Tourism Services Section



# Long-term trends and forecasts

## *UNWTO Tourism 2020 Vision* revisited



# **WTO *Tourism 2020 Vision***

## ***What is it?***

A program of research and forecasting as a continuation of WTO's work in the area of tourism forecasts initiated in 1990 (*The Global Tourism Forecasts to the Year 2000 and Beyond* set of reports).

## ***Objectives?***

- to identify the key trends in tourism supply and demand worldwide and by region; and
- their impact on the various sectors of the tourism trades; together with
- implications for policy making and relevant strategies.

## ***Where are the quantitative estimates based on?***

- past performance in tourism development
- assessment by experts of future growth trends

# UNWTO *Tourism 2020 Vision*

Series of 7 Reports:

- Global Forecast and Profiles of Market Segments
- 6 regional volumes



See: [www.unwto.org/infoshop](http://www.unwto.org/infoshop)



# Tourism Prospects

## Short-term forecast

- ◆ **Focus on current situation and cyclical trends**
  - political and economic climate ('coyuntura')
- ◆ **Use: operational / tactical, i.e.:**
  - marketing and promotion activities
  - capacity management, pricing, etc.

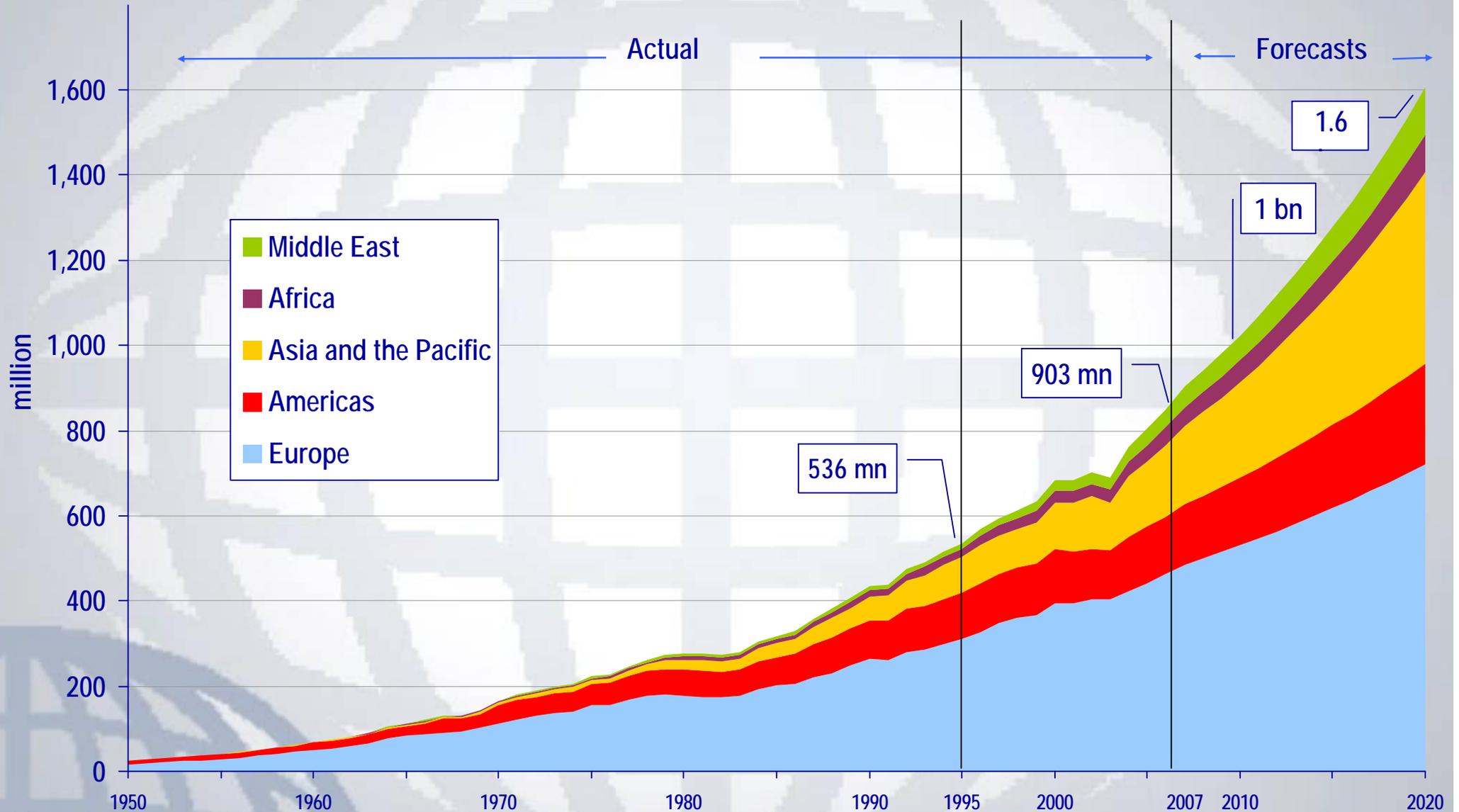
## Long-term forecast

- ◆ **Focus on structural, underlying trends**
  - demographic, social, political, economic and technological developments
- ◆ **Use: strategic, i.e.:**
  - planning of infrastructure, product development, legislation, competitive framework
  - master plans, strategic marketing planning, HR



# International Tourist Arrivals, 1950-2020

## Current situation and forecasts UNWTO *Tourism 2020 Vision*

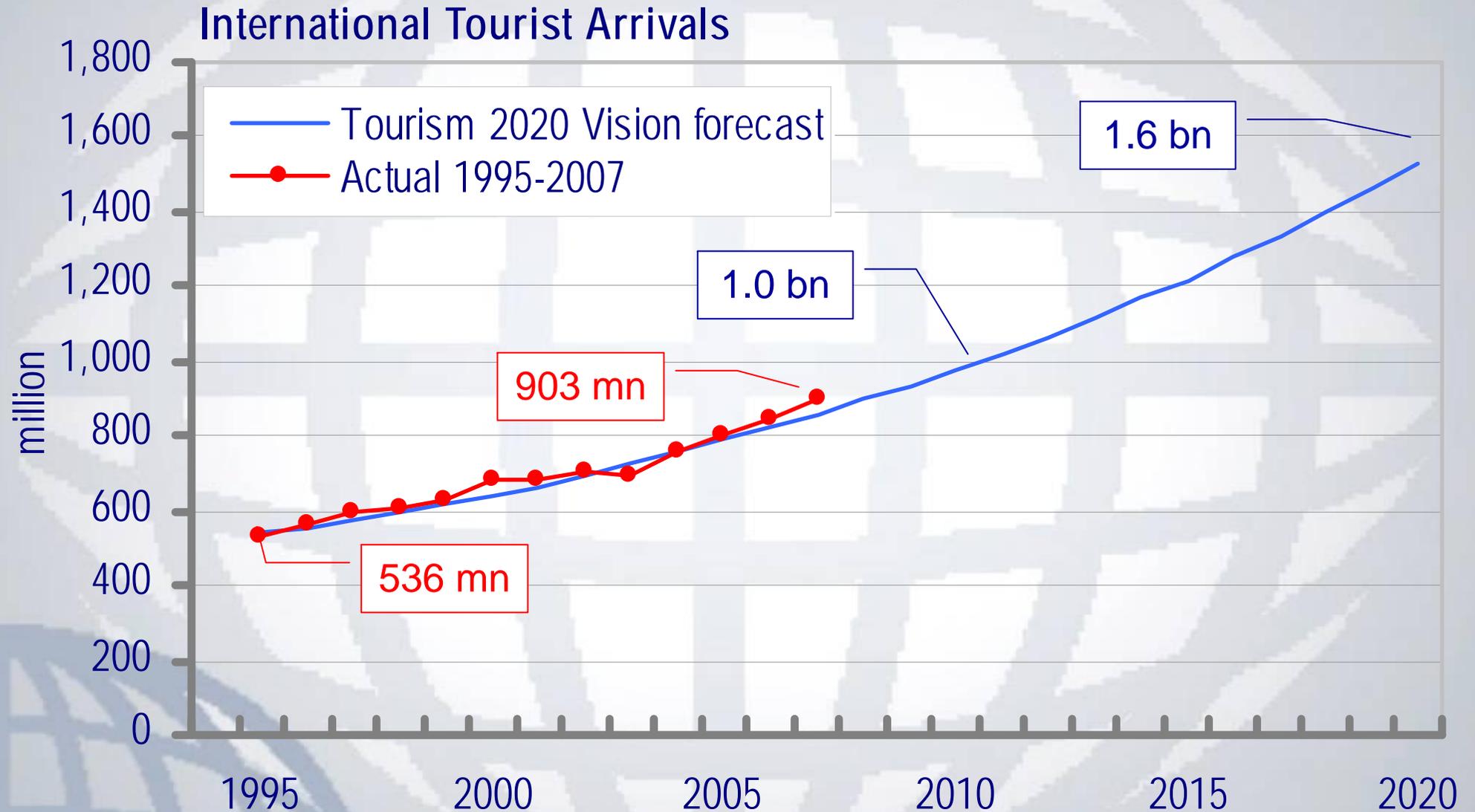


## Forecasts by Receiving Region International Tourist Arrivals, 1995-2020

	Base Year	Forecasts		Market share (%)		Average annual growth rate (%)
	1995	2010	2020	1995	2020	1995-2020
	(Million)					
<b>World</b>	<b>565</b>	<b>1006</b>	<b>1561</b>	<b>100</b>	<b>100</b>	<b>4.1</b>
<b>Africa</b>	<b>20</b>	<b>47</b>	<b>77</b>	<b>3.6</b>	<b>5.0</b>	<b>5.5</b>
<b>Americas</b>	<b>110</b>	<b>190</b>	<b>282</b>	<b>19.3</b>	<b>18.1</b>	<b>3.8</b>
<b>East Asia and the Pacific</b>	<b>81</b>	<b>195</b>	<b>397</b>	<b>14.4</b>	<b>25.4</b>	<b>6.5</b>
<b>Europe</b>	<b>336</b>	<b>527</b>	<b>717</b>	<b>59.8</b>	<b>45.9</b>	<b>3.1</b>
<b>Middle East</b>	<b>14</b>	<b>36</b>	<b>69</b>	<b>2.2</b>	<b>4.4</b>	<b>6.7</b>
<b>South Asia</b>	<b>4</b>	<b>11</b>	<b>19</b>	<b>0.7</b>	<b>1.2</b>	<b>6.2</b>



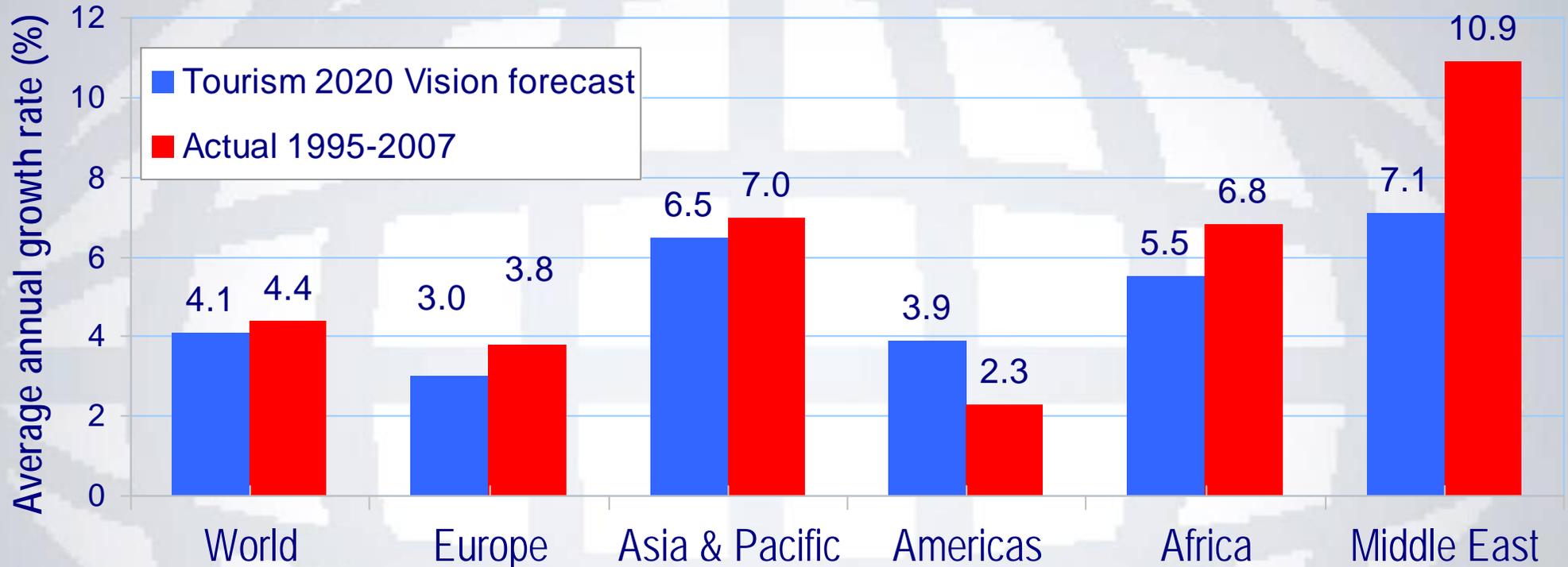
# Actual trend vs. *Tourism 2020 Vision* forecast World





# Actual trend vs. *Tourism 2020 Vision* forecast World

## International Tourist Arrivals

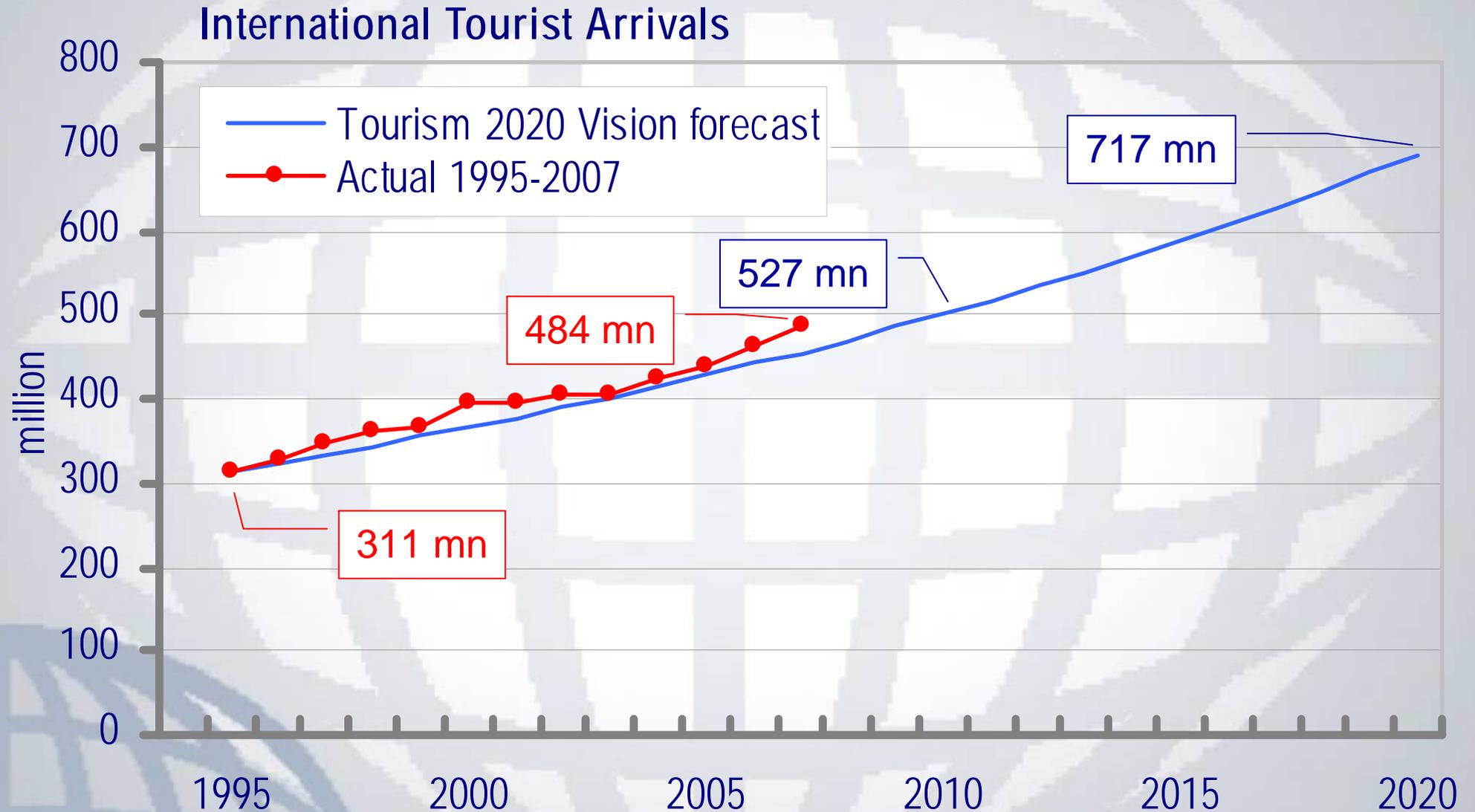


(2007, mn)

proj.	856	440	175	172	38	31
actual	903	484	184	142	44	48
diff.	47	44	9	-30	6	17

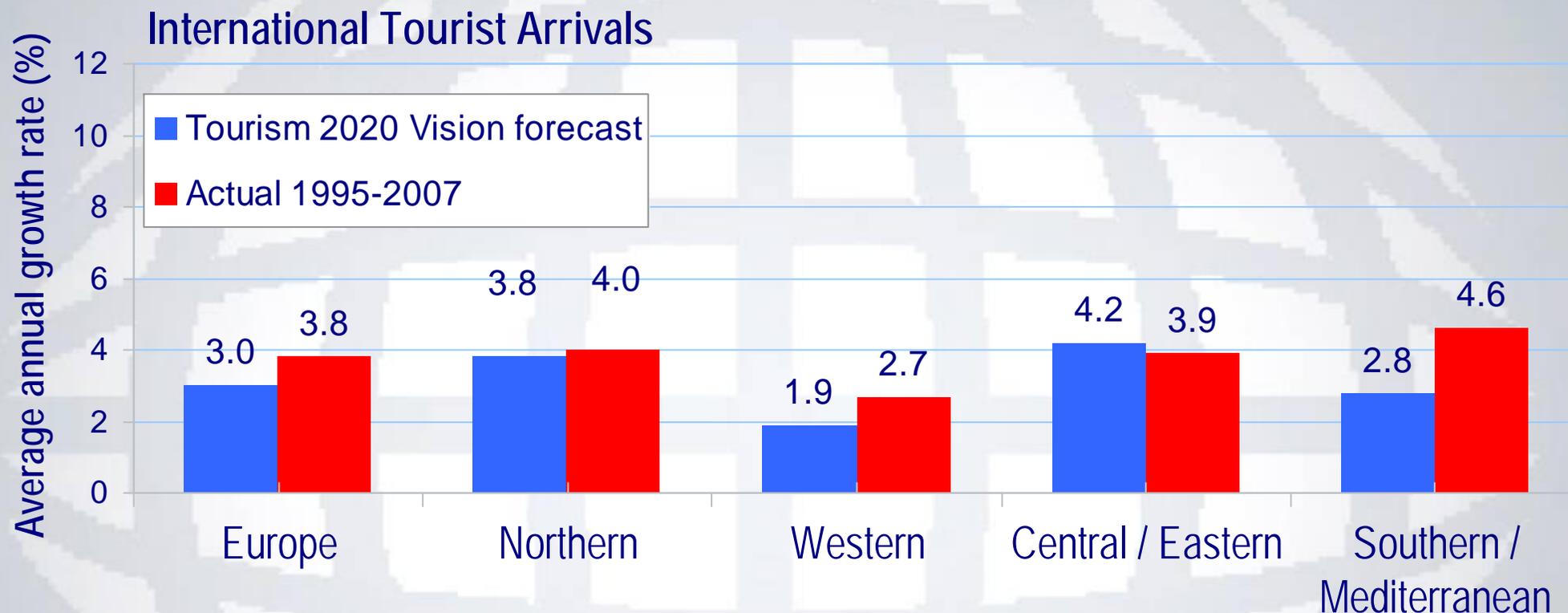


# Actual trend vs. *Tourism 2020 Vision* forecast Europe





# Actual trend vs. *Tourism 2020 Vision* forecast Europe



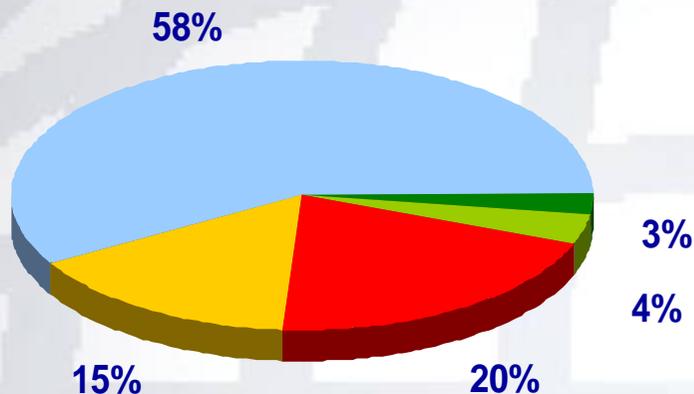
(2007, mn)

proj.	440	56	140	100	144
actual	484	58	155	96	176
diff.	44	2	15	-4	32

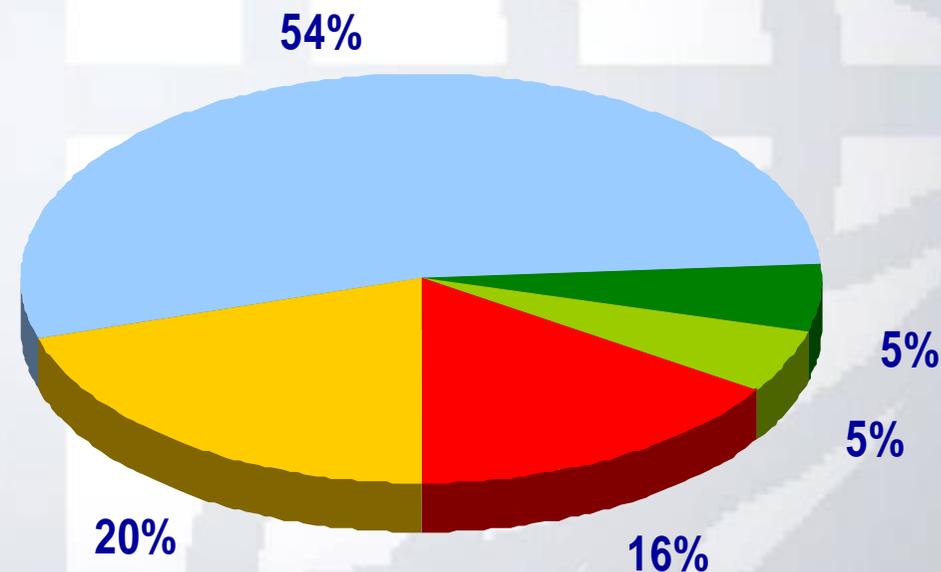


# International Tourist Arrivals by region of destination

## Market Share (%) - 1995



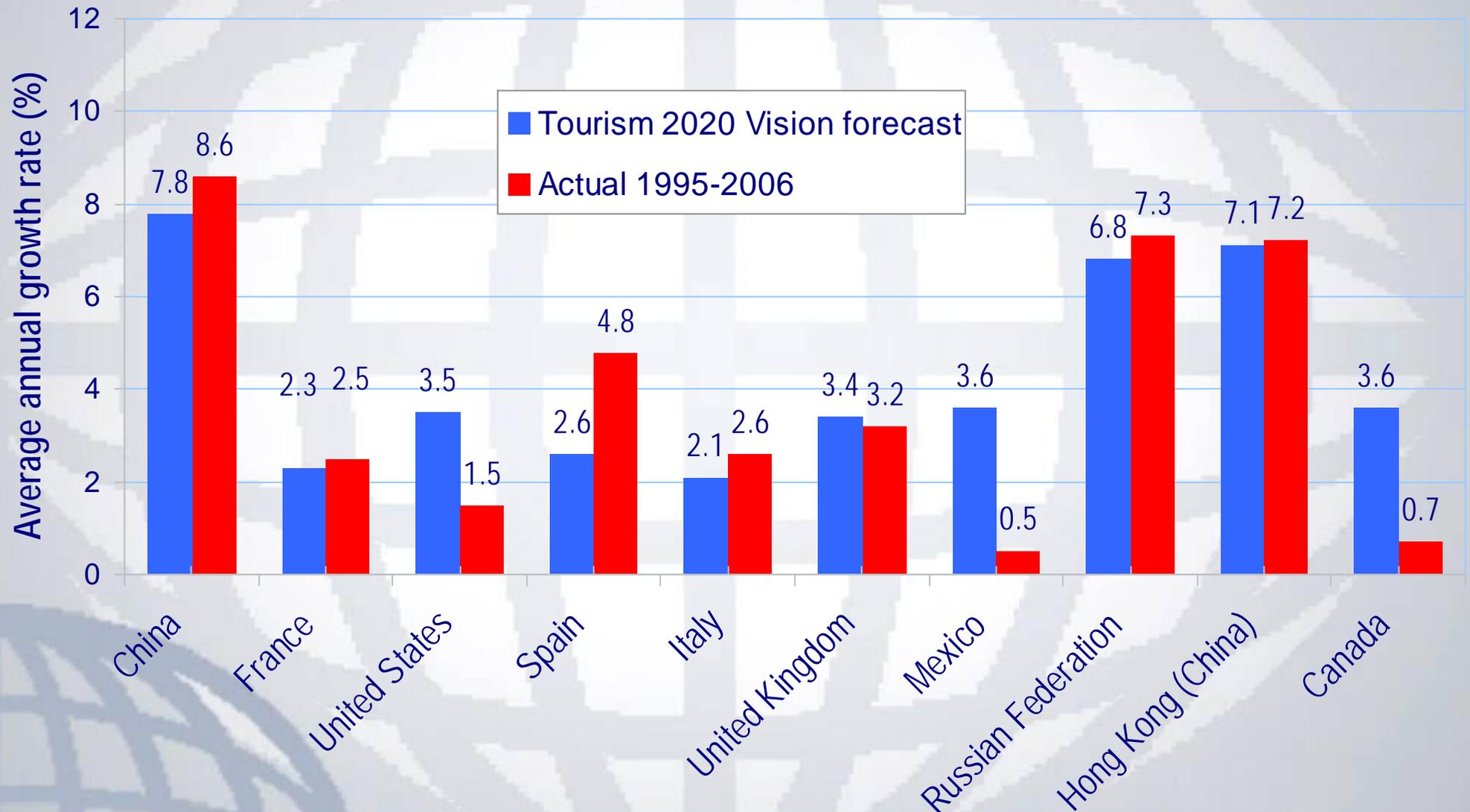
## Market Share (%) - 2007





# Actual trend vs. *Tourism 2020 Vision* forecast World's Top destinations 2020

## International Tourist Arrivals

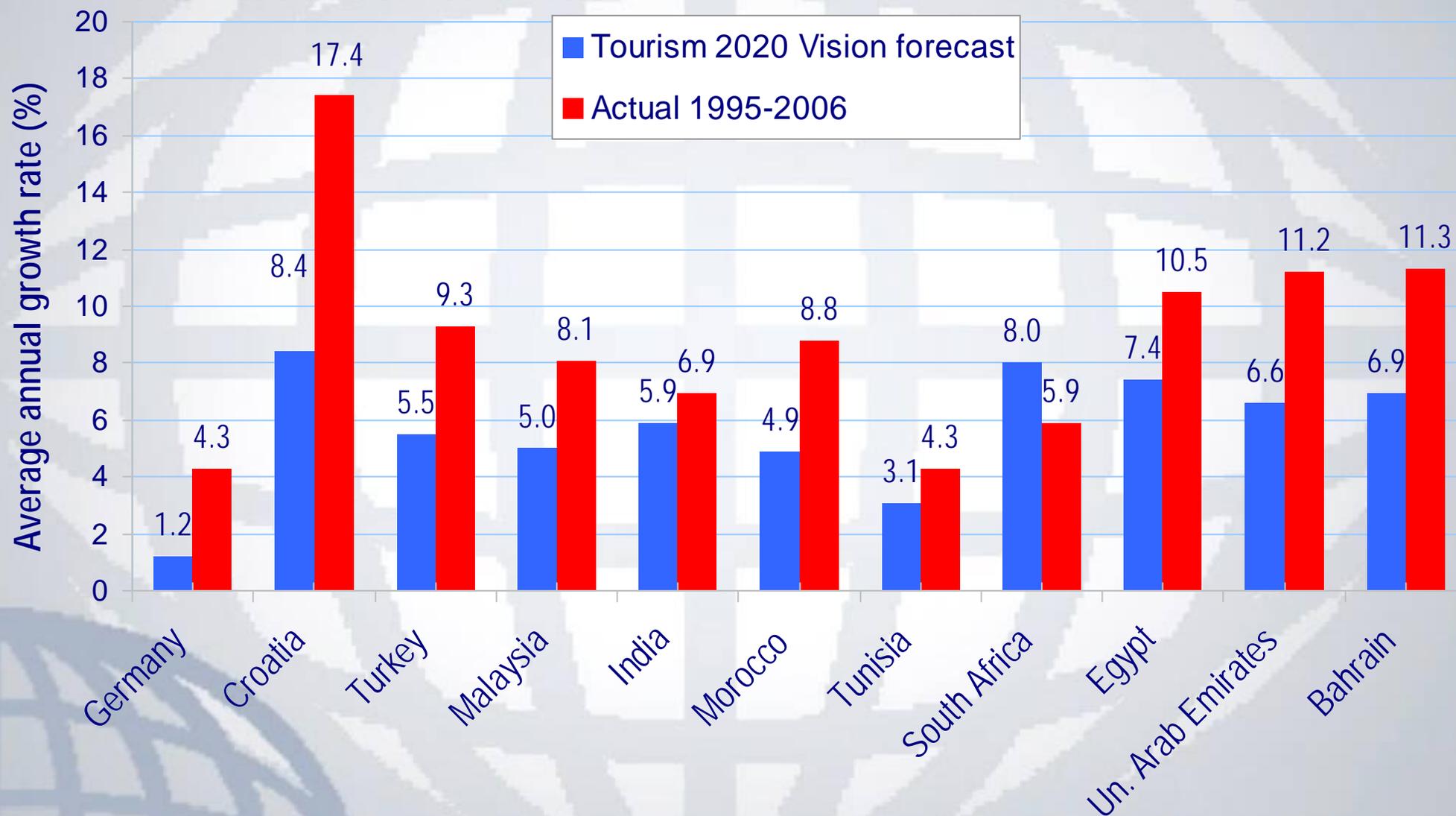




# Actual trend vs. *Tourism 2020 Vision* forecast

## Rising stars (destinations > 5 mn)

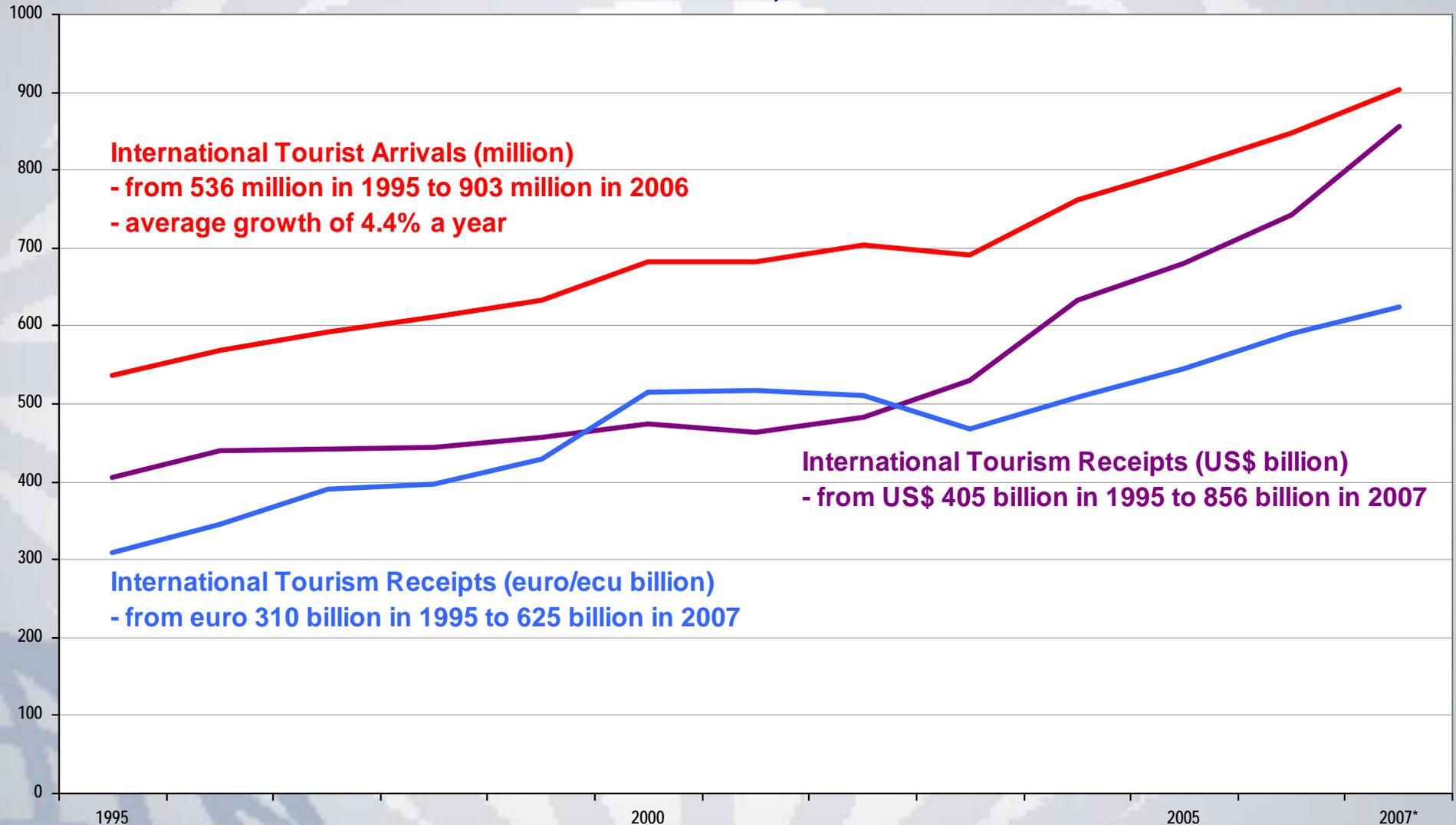
### International Tourist Arrivals





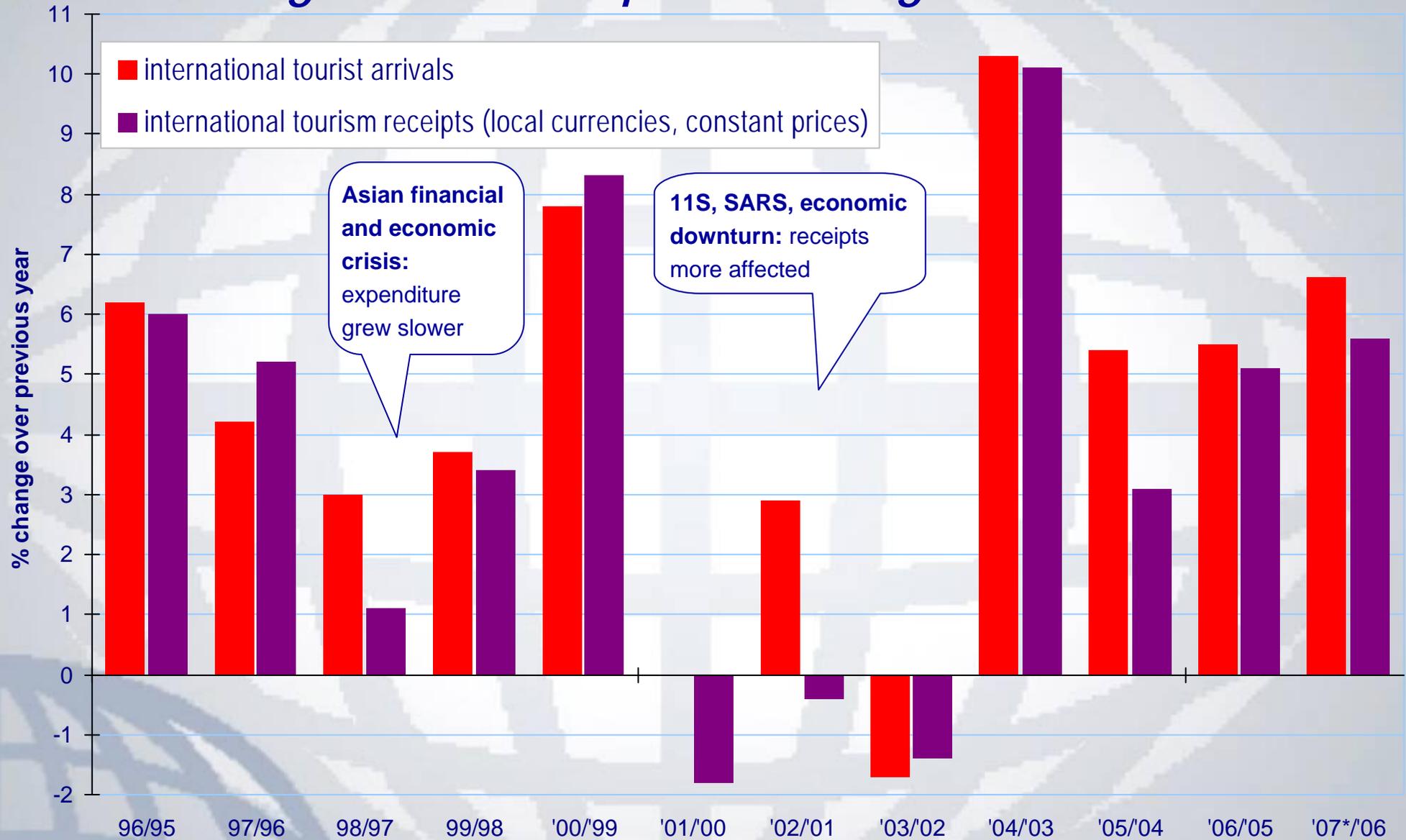
# International tourism volume and receipts: *growth in receipts close to growth in arrivals*

## Inbound Tourism, 1995-2007



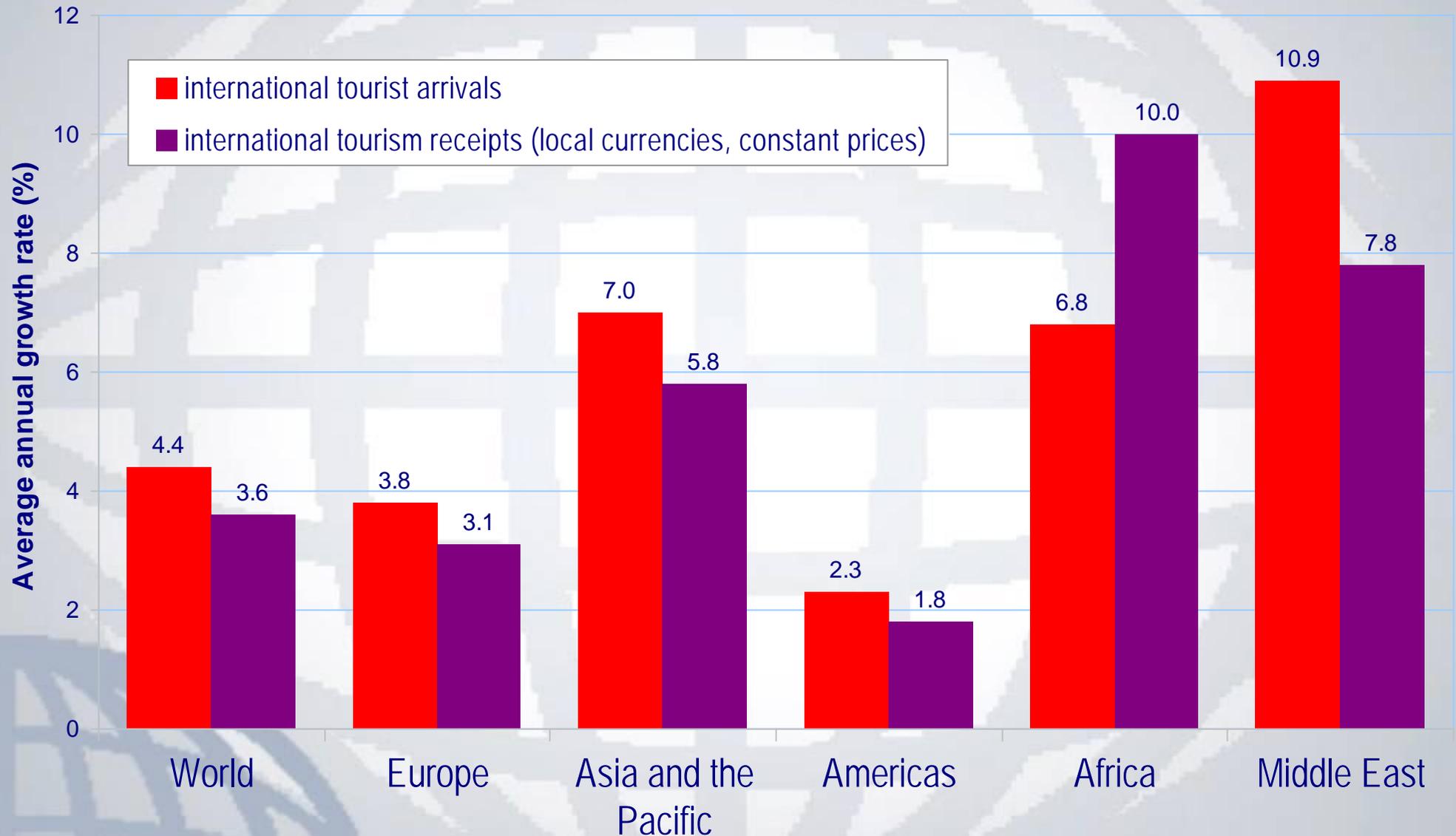


# International tourism volume and receipts: *growth in receipts close to growth in arrivals*



# Growth of International Tourism 1995-2007

*growth in receipts close to growth in arrivals*

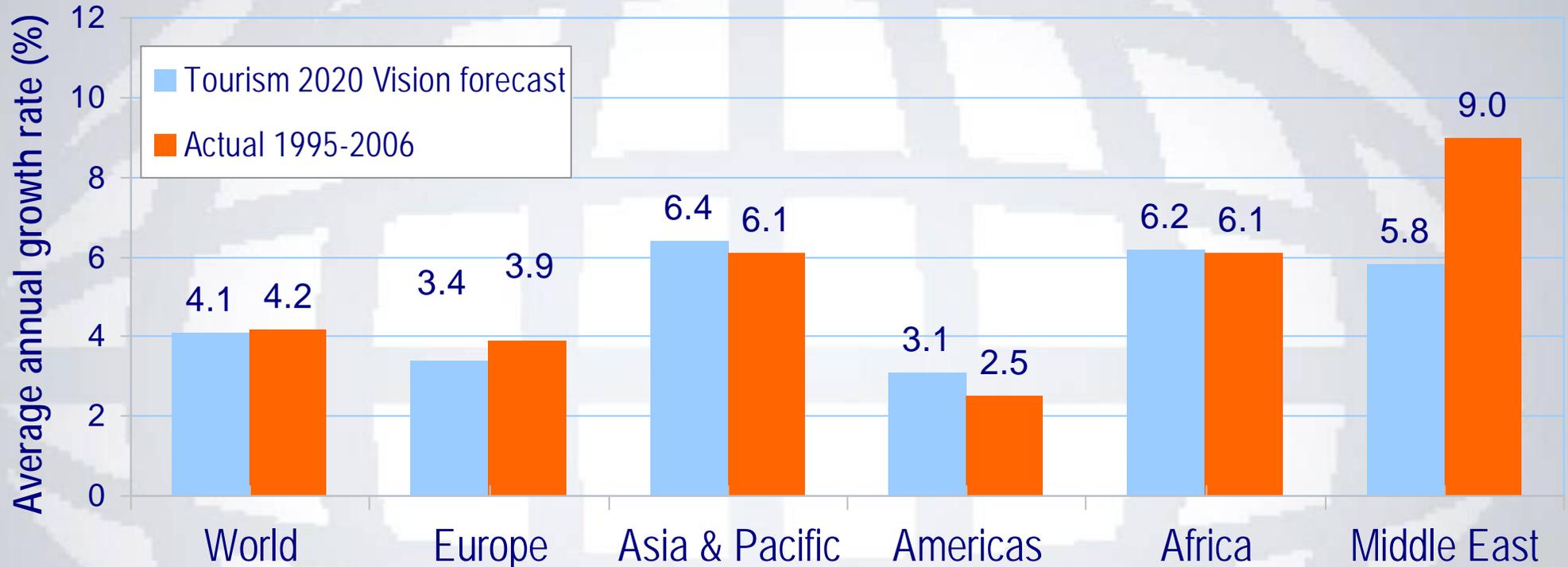




# Actual trend vs. *Tourism 2020 Vision* forecast

## Outbound tourism

### International Tourist Arrivals



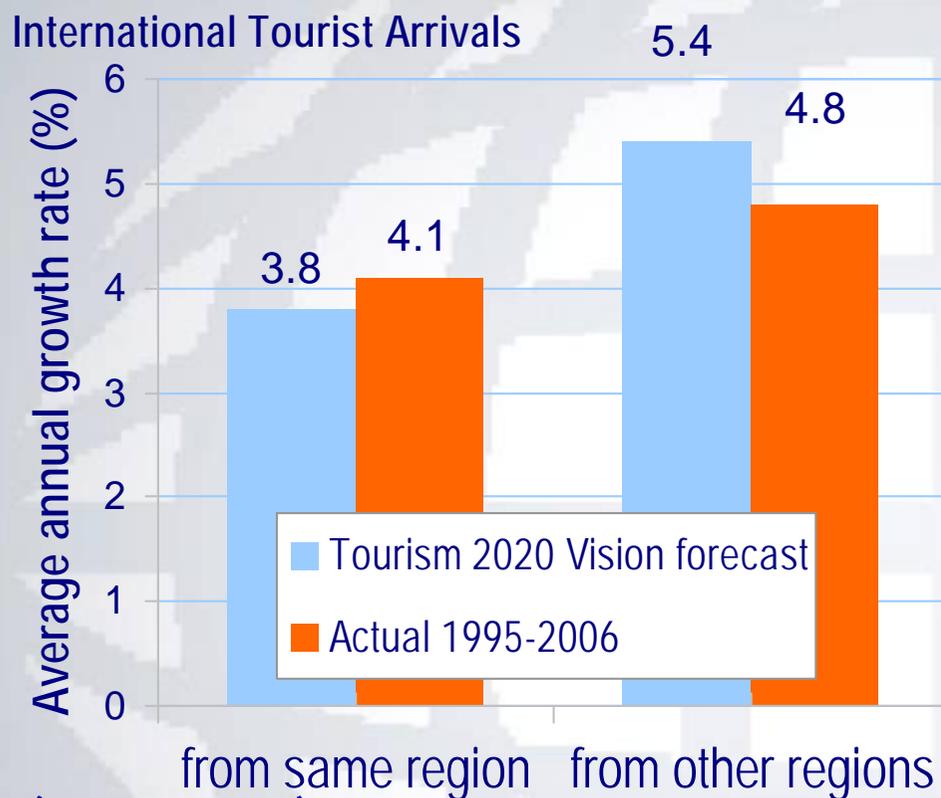
(2006, mn)

	World	Europe	Asia & Pacific	Americas	Africa	Middle East
proj.	821	451	172	152	25	18
actual	846	474	167	142	24	25
diff.	24	23	-6	-10	0	7

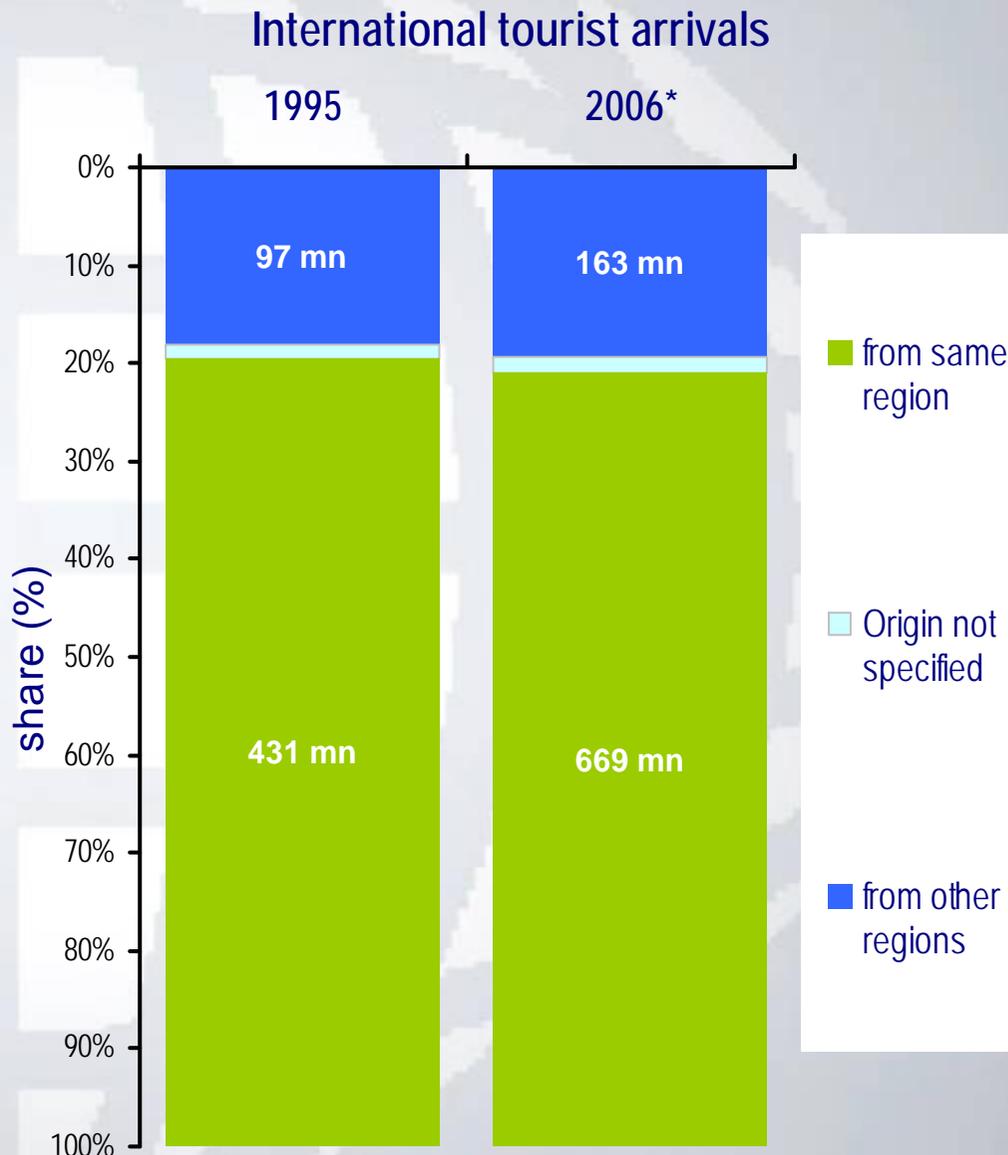


# Actual trend vs. *Tourism 2020 Vision* forecast

## Outbound tourism



	from same region (2006, mn) proj.	from other regions (2006, mn) proj.
proj.	651	174
actual	669	163
diff.	18	-11





# Where were we right?

- overall world forecast, both direction and volume (aag +4.1%)
- strong growth for emerging destinations and source markets
- strong growth for Asia and the Pacific and for Africa
- more moderate growth for Europe
- increase of share of Asia and the Pacific, the Middle East and Africa, and decrease of Europe and the Americas
- emergence of China as a major inbound and outbound market
- demography: aging population, increased VFR, changing households
- change from 'service' to 'experience'



# Where have we missed ...?

- underestimation of the potential of the Middle East
- overestimation of the growth of North America
- various country estimates
- overestimation of interregional growth
- underestimation of the impact of new technologies, in particular of the internet, in terms of:
  - information, promotion and marketing
  - distribution, sales, pricing, management and service
  - more transparency and power to consumer
- explosion of low cost airlines in Europe, Asia and the Middle East
- unexpected events not catered for
- border facilitation (+/-)
- socio-environmental awareness (+/-)



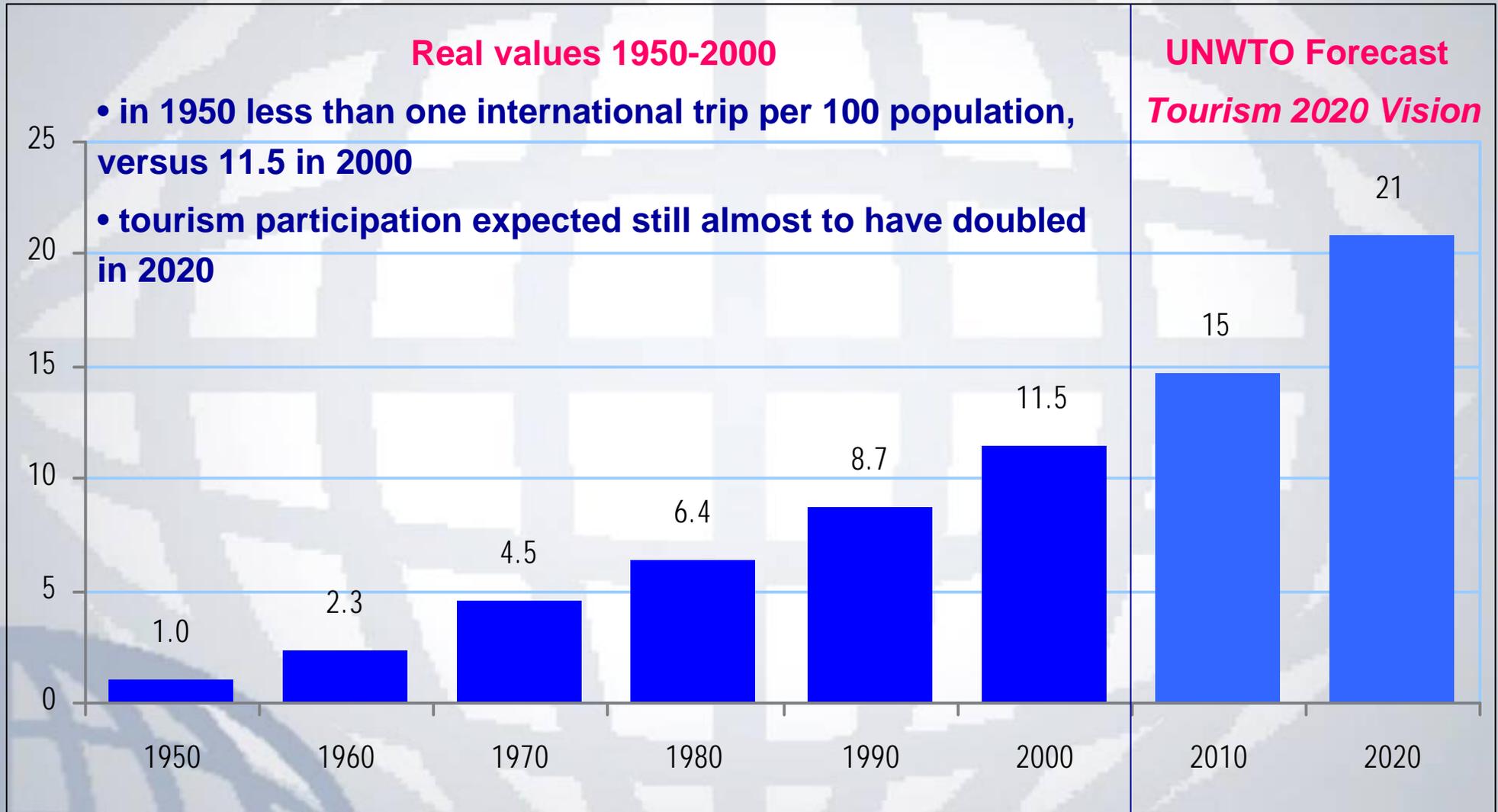
# *Tourism 2020 Vision: Conclusions*

- strong resilience and capacity of recovery against adverse conditions (economic downturns, terrorism, health threats, natural disasters, etc.)
- strong underlying demand, with still huge potential for growth:
  - both from increase of participation and increased frequency: more often but shorter stays
  - from current travellers but above all from new emerging middle classes
  - sizable populations in developing countries currently still only take part in international tourism very limitedly
  - many emerging economies show rapid economic growth resulting in increasing disposable incomes, a relative big share of this increase will be spent on tourism (domestic as well as international)



# Worldwide Participation in Tourism

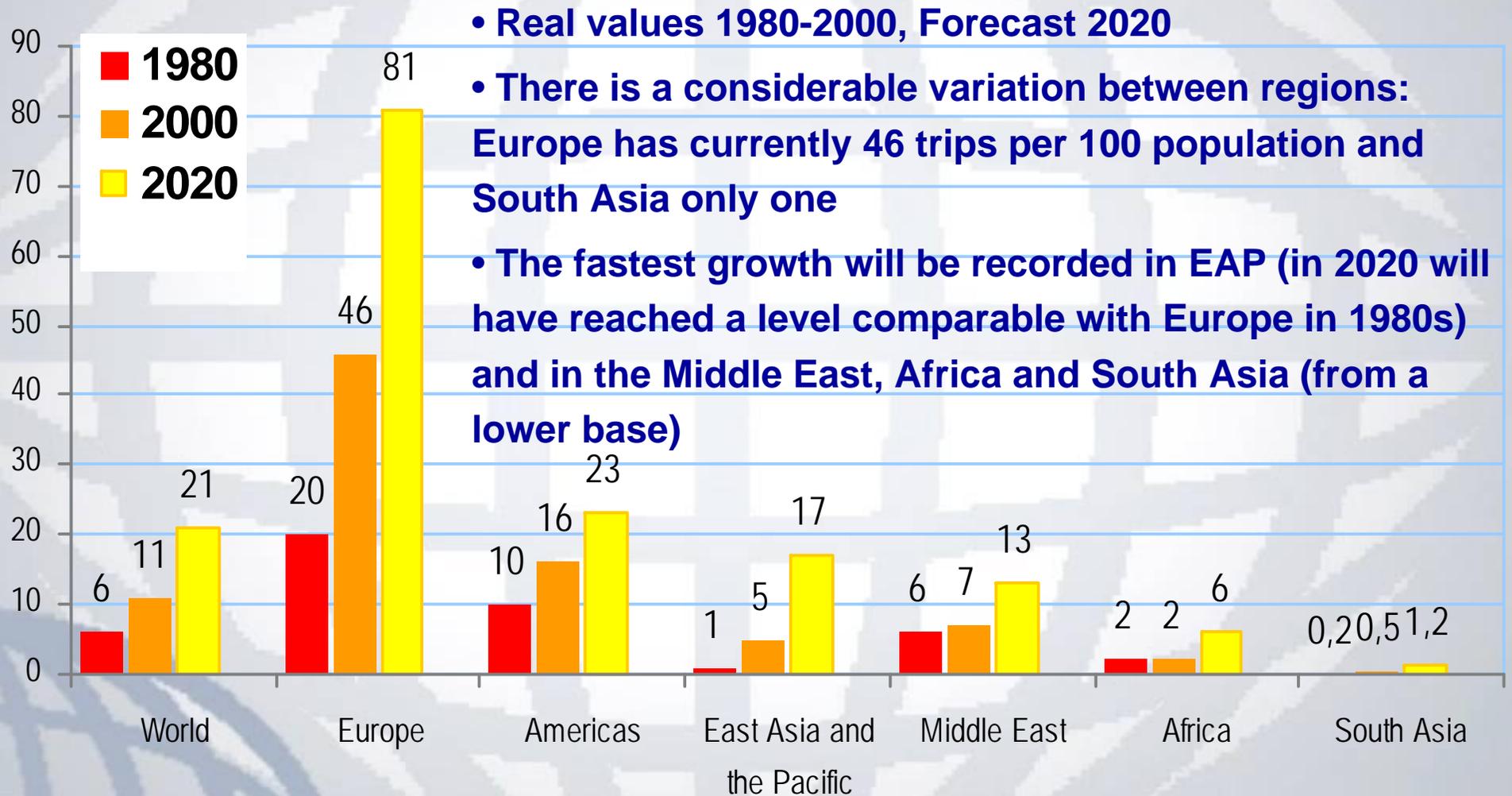
*International Arrivals generated per 100 population per year*





# Participation in Outbound Tourism

## *Arrivals generated per 100 population per year*





# Long-term trends and forecasts

## *UNWTO Tourism 2030: a road map for an updated long-term forecast*



# *UNWTO Tourism 2030: a road map*

## **Elements:**

- Quantitative forecast for the world and by (sub)region
- Qualitative assessment for the world, by region and country
- Sectors, products and market segments
- Themes

## **Principles:**

- Extend scope:
  - explore relationship tourism development and economic growth
  - analyse trend by means of transport
  - analyse trend by purpose of visit (leisure, business, VFR, etc.)
  - analyse trend in the use of accommodation
  - international vs. domestic tourism
- Introduce scenario approach



# *UNWTO Tourism 2030: a road map*

## World, (sub)regions and countries

- Quantitative forecast
  - inbound tourism worldwide and by (sub)regions
  - inbound tourism by region of origin
  - outbound tourism by (sub)region of destination
  - inbound tourism by means of transport
  - inbound tourism by purpose of visit
  - use of accommodation
- How
  - extrapolation of actual time series with use of econometric model
  - contrast results with expert knowledge (Delphi)
  - introduce margin, with forecast within an interval with lower and upper variant
  - introduce variants based on differing conditions (scenarios)



# *UNWTO Tourism 2030: a road map*

## Regions and countries

- Qualitative information
  - stocktaking through country survey about:
    - past evolution
    - future prospects
    - available master plans, development plans, investment plans, etc.
    - forecasts developed by the country
    - targets set
  - active participation requested of NTA's and NTO's
  - opening of web resource



# *UNWTO Tourism 2030: a road map*

## **Sectors, products and segments:**

*Exploration of future trends with regard to:*

- destinations
- transport
- accommodation & catering
- travel distribution, tour operators, travel agencies
- products: sun and beach, city trips, wellness, adventure, meetings industry, special interest, etc.
- segments: family, youth, single, senior, VFR, FIT, etc.



# *UNWTO Tourism 2030: a road map*

## Themes:

Authoritative contributions on various subjects relevant for future development, such as:

- sustainability
  - Climate change
  - Congestion management
- new technologies
- changing demographics (aging, family composition, immigration)
- developing countries and poverty alleviation
- human resources - decent work
- safety, security and emergency response
- competitiveness
- legal framework and facilitation
- marketing and promotion



**Thank you very much for your attention!**

**World Tourism Organization**

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