Tourism is one of the fastest growing sectors
2013 World Inbound Tourism

International Tourist Arrivals (million)

Source: World Tourism Organization (UNWTO) ©
2013: International Tourist Arrivals

- Europe: 52%
- Asia and Pacific: 23%
- Americas: 15%
- Africa: 5%
- Middle East: 5%

Source: UNWTO - 2014 Barometer
<table>
<thead>
<tr>
<th>Region</th>
<th>2013</th>
<th>Forecast 2014 between</th>
</tr>
</thead>
<tbody>
<tr>
<td>World</td>
<td>5.0%</td>
<td>+4% and +4.5%</td>
</tr>
<tr>
<td>Europe</td>
<td>5.4%</td>
<td>+3% and +4%</td>
</tr>
<tr>
<td><strong>Asia and the Pacific</strong></td>
<td><strong>6.0%</strong></td>
<td><strong>+5% and +6%</strong></td>
</tr>
<tr>
<td>Americas</td>
<td>3.6%</td>
<td>+3% and +4%</td>
</tr>
<tr>
<td>Africa</td>
<td>5.6%</td>
<td>+4% and +6%</td>
</tr>
<tr>
<td>Middle East</td>
<td>0.3%</td>
<td>+1% and +6%</td>
</tr>
</tbody>
</table>
517 million international tourist arrivals through June 2014, 22 million more than in the same period of 2013.

International Tourist Arrivals, monthly evolution

Source: World Tourism Organization (UNWTO) ©
International tourism maintains strength

International Tourist Arrivals, monthly evolution

World (% change)

Source: World Tourism Organization (UNWTO) ©
Forecast
2013: 4% to 4.5%
## International tourism: projection full year 2014

<table>
<thead>
<tr>
<th>Region</th>
<th>Actual data</th>
<th>Projection 2014 (issued January)</th>
</tr>
</thead>
<tbody>
<tr>
<td>World</td>
<td>+4.8%</td>
<td>+4.6%</td>
</tr>
<tr>
<td>Europe</td>
<td>+4.8%</td>
<td>+4.8%</td>
</tr>
<tr>
<td>Asia and the Pacific</td>
<td>+6.5%</td>
<td>+5.4%</td>
</tr>
<tr>
<td>Americas</td>
<td>+3.4%</td>
<td>+6.2%</td>
</tr>
<tr>
<td>Africa</td>
<td>+5.6%</td>
<td>+3.3%</td>
</tr>
<tr>
<td>Middle East</td>
<td>-0.6%</td>
<td>-4.4%</td>
</tr>
</tbody>
</table>

Source: World Tourism Organization (UNWTO)
Asia and the Pacific going steady

-3.9%  +13.2%  +6.5%  +6.9%  +6.3%  +5.4%
International tourist arrivals to reach 1.8 billion by 2030
Annual average growth: 3.3%

Source: World Tourism Organization (UNWTO)
Thank you!

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