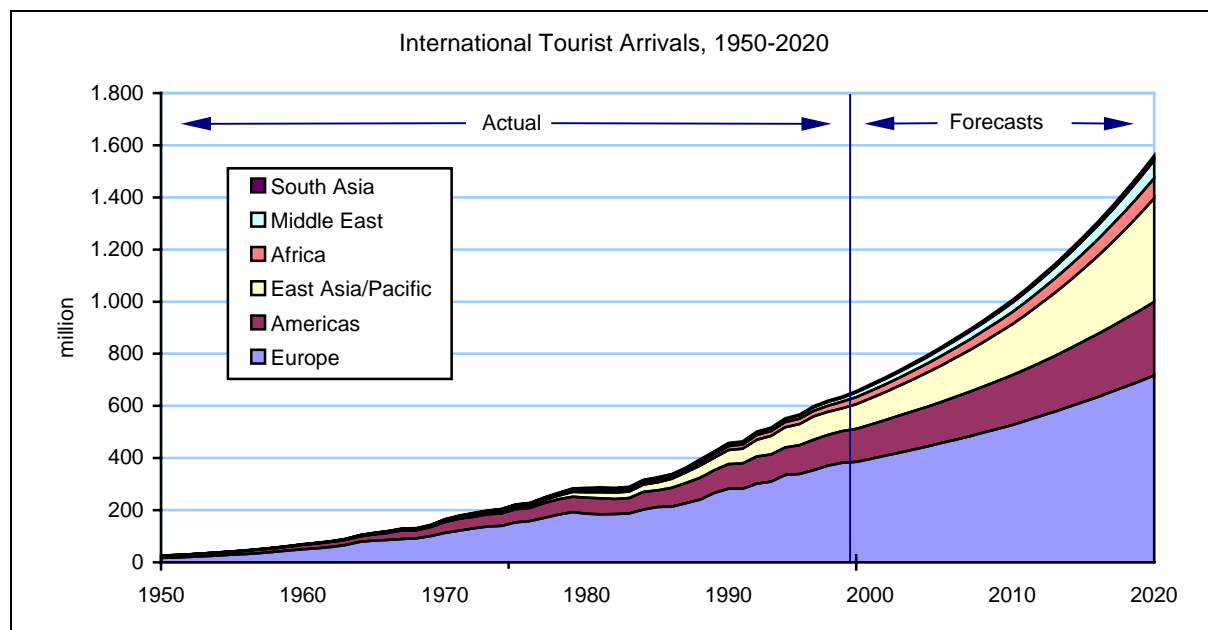


15. WTO Long-term Forecast *Tourism 2020 Vision*

Tourism 2020 Vision is the World Tourism Organization's long-term forecast and assessment of the development of tourism up to the first 20 years of the new millennium. An essential outcome of the *Tourism 2020 Vision* are quantitative forecasts covering a 25 years period, with 1995 as base year and forecasts for 2000, 2010 and 2020.



Source: World Tourism Organization (WTO)

WTO's *Tourism 2020 Vision* forecasts that international arrivals are expected to reach over 1.56 billion by the year 2020. Of these worldwide arrivals in 2020, 1.18 billion will be intraregional and 0.38 billion will be long-haul travellers.

The total tourist arrivals by region shows that by 2020 the top three receiving regions will be Europe (717 million tourists), East Asia and the Pacific (397 million) and Americas (282 million), followed by Africa, the Middle East and South Asia.

East Asia and the Pacific, South Asia, the Middle East and Africa are forecasted to record growth at rates of over 5 percent per year, compared to the world average of 4.1 per cent. The more mature regions Europe and Americas are anticipated to show lower than average growth rates.

Europe will maintain the highest share of world arrivals, although there will be a decline from 60 per cent in 1995 to 46 per cent in 2020. By 2010 the Americas will lose its number two position to the East Asia and the Pacific region which will receive 25 per cent of world arrivals in 2020 with the Americas decreasing from 19 per cent in 1995 to 18 per cent in 2020.

WTO Tourism 2020 Vision: Forecast of Inbound Tourism, World by Regions
International Tourist Arrivals by Tourist Receiving Region (million)

	Base Year	Forecasts		Average Annual Growth Rate (%)	Market share	
	1995	2010	2020	1995-2020	1995	2020
World	565.4	1,006.4	1,561.1	4.1	100	100
Africa	20.2	47.0	77.3	5.5	3.6	5.0
Americas	108.9	190.4	282.3	3.9	19.3	18.1
East Asia and the Pacific	81.4	195.2	397.2	6.5	14.4	25.4
Europe	338.4	527.3	717.0	3.0	59.8	45.9
Middle East	12.4	35.9	68.5	7.1	2.2	4.4
South Asia	4.2	10.6	18.8	6.2	0.7	1.2
Intraregional (a)	464.1	790.9	1,183.3	3.8	82.1	75.8
Long-Haul (b)	101.3	215.5	377.9	5.4	17.9	24.2

Source: World Tourism Organization (WTO) ©

(Actual data as in WTO database July 2000)

Notes: (a) Intraregional includes arrivals where country of origin is not specified
 (b) Long-Haul is defined as everything except intraregional travel

Long-haul travel worldwide will grow faster, at 5.4 per cent per year over the period 1995-2020, than intraregional travel, at 3.8 per cent. Consequently the ratio between intraregional and long haul travel will shift from around 82:18 in 1995 to close to 76:24 in 2020.

For more information on this subject see the WTO *Tourism 2020 Vision* series of reports consisting of one summary volume and six regional volumes.