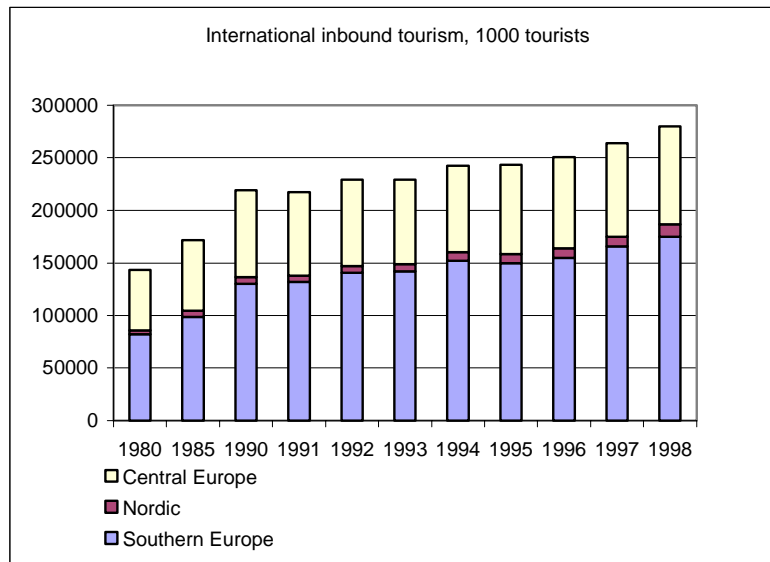




## Indicator Fact Sheet Signals 2001 – Chapter Tourism

### YIR01TO08 Tourism arrivals



Title: Total international inbound tourism, 1000 tourists, 1980-1998

Source: World Tourism Organization

Note: Central European countries: Austria, Belgium, Germany, Luxembourg, Netherlands, Liechtenstein, Ireland, United Kingdom. Nordic countries: Denmark, Finland, Sweden, Norway, Iceland. Southern Europe countries: France, Greece, Italy, Portugal and Spain.

#### Key message

☺ The number of tourist arrivals in Europe increased steadily during the 1980s and increased further by 18% between 1993 and 1998. International arrivals in Europe are expected to increase by about 3 % per year between 1995 and 2020, when more than 700 million arrivals are expected.

☹ The Mediterranean is the biggest tourism region in the world, accounting for 30 % of international arrivals and for 25 % of receipts from international tourism.

#### Results and assessment

##### The relevance of the indicator for describing developments in the environment

The environmental impact of tourist movements depends on travel distance and mode used; international tourism statistics, including arrivals, seldom provide this type of information. Generally, domestic tourism has less impact than international tourism.

Data on arrivals indicate tourism hotspots and pressures on the environment linked to land-use and resources as well as travel levels. They also provide information on other needs of tourists that may have environmental and social implications (accommodation, public catering, transport in cities, employment, etc.).



### Policy relevance and policy references

The 5<sup>th</sup> European Action Programme of policies and actions in relation to the environment and sustainable development (1992-2000) includes several instruments for the sustainable development of tourism that relate to tourism arrivals: strict implementation and enforcement of environmental standards on noise and air emissions, creation of buffer zones around sensitive areas, EC and national transport policies, and economic incentives such as CO<sub>2</sub>/energy taxes and road pricing to encourage the use of public transport.

Mediterranean Blue Plan: <http://www.planbleu.org/> includes information on legislation on tourist 'hot spots':

### Assessment

The number of tourist arrivals in the 15 EU and 4 EFTA countries increased steadily during the 1980s, levelled off in the early 1990s and increased by 18 % between 1993 and 1998.

For many years, Europe has been the primary destination for tourists; according to the World Tourism Organization (WTO) it takes 60 % of all international arrivals<sup>1</sup>. France, Spain, Italy, the United Kingdom and Austria are among the top ten world destinations. Tourism in Germany, expected to become the number eight destination in Europe, is expected to grow relatively slowly, by 1.2 % per year, to reach 20 million arrivals by 2020, up from 17.1 million in 1999. Most of the tourists to these countries arrive from other European countries. Arrivals by region show that more than half of international arrivals were in Southern Europe. Most holiday trips are to the sea (63 %), mountains and cities (25 % each) and the countryside (23 %) – some trips cover several of these types of destination (see YIR01TO10).

Between 80 and 90 % of tourism trips are within the country of origin, and domestic tourism is not growing as rapidly as international tourism. Northern countries have smaller shares of domestic tourism than southern countries.

The Mediterranean is the biggest tourism region in the world, accounting for 30 % of international arrivals and 25 % of receipts from international tourism. According to the Blue Plan scenarios, the number of tourists in Mediterranean countries is expected to increase from 260 million in 1990 (with 135 million to the coastal region) to 440 to 655 million in 2025 (with 235 to 355 million to the coastal region). The Alps have the second highest tourism intensity in Europe, with 59.8 million arrivals and a total of 370 million bed nights per year.

Tourism is responsible for a large share of total travel and therefore of considerable emissions into the air. 61% of tourism travel is by road, 21% by air, and 15% by train. The consumption of energy by stationary tourist infrastructure further adds to emissions of greenhouse and acidifying substances. In France for example, 5 to 7 % of greenhouse gas emissions come from tourism activities (YIR01TO03).

Several factors are influencing the number of tourism arrivals:

- Falling air ticket prices;
- Better tourism industry services and greater efficiency (through on-line travel booking services and electronic airline tickets), resulted in savings for customers and encouraging more travel;
- Special deals from tour operators, for example for off-season travel to Europe. Off-season prices are at least 10 to 20 % below summer rates. Almost as many Americans travel to Europe during the seven off-peak months (49 %) as during the five peak months of May through September. Special offers include a new hotel voucher programme and tour packages based on a hop-on, hop-off plan covering more than 100 destinations in Europe.



According to the WTO, additional vacation time for workers is unlikely in the immediate future, and tourism growth among the employed is likely to be particularly strong during short weekends and public holiday breaks. "This should favour domestic and other nearby destinations rather than extended travel...The market will be looking increasingly for value and for short vacations designed to make highly efficient use of limited leisure time".

The WTO forecasts that Europe will remain the primary destination for international tourism for the next 20 years, with 717 millions arrivals by 2020. However, its market share will decline from 59 % in 1995 to 45 % in 2020 since growth between 1995 and 2020 (3.1 % per year) will be below the global average.

Reflecting world patterns and increasing air travel, Europeans are likely to take trips more frequently and further away from home.

### Meta data

#### Technical information

1. Data source and references:

**Table 1:** WTO, Compendium of Tourism Statistics, 1994-1998, Madrid, 2000

OECD Tourism and Travel Patterns: Part I, Tourism travel trends and environmental impacts, Paris 16-17 May, 2000-09-01

A Peek at Off-Peak (European travel packages and tours):

[http://www.findarticles.com/cf\\_0/m0VOU/12\\_295/55198829/p1/article.jhtml](http://www.findarticles.com/cf_0/m0VOU/12_295/55198829/p1/article.jhtml)

European Commission Directorate General XXIII, Facts and Figures on the Europeans on Holidays, 199 –1998. Source: <http://europa.eu.int/comm/enterprise/services/tourism/tourismeu.htm#ECsupport>

Forecast for the future: [http://www.world-tourism.org/pressrel/00\\_0313I.htm](http://www.world-tourism.org/pressrel/00_0313I.htm)

The Courier Nr. 176, 1999

2. Description of data:

<sup>1</sup> – Central/East Europe, Northern Europe, Southern Europe, Western Europe and East Mediterranean Europe (WTO deviation).

These data refer to the number of arrivals of visitors and not to the number of persons. The same person who makes several trips to a given country during a given period will be counted each time as a new arrival.

For statistical purposes, the term "international visitor" describes "any person who travels to a country other than in which s/he has his/her usual residence but outside his/her usual environment for a period not exceeding twelve months and whose main purpose of visit is other than exercise of an activity remunerated from within the country visited".

Overnight visitor is "a visitor who stays at least one night in a collective or private accommodation in the country visited.

3. Geographical coverage  
EU15 + EFTA4

4. Temporal coverage:  
1980-1998

5. Methodology and frequency of data collection:  
Annual data processed by WTO.

6. Methodology and data manipulation  
Data by three sub-regions.

7. Strength and weakness (at data level).

International sources of data such as those collected by the OECD and the WTO focus on measuring the economic activity of the sector and can only be of partial use in assessing the environmental impact of travel. Data is collected on origin of tourists and visitors arriving at the border or different forms of lodging, and as such, can be used a rough proxy for distances travelled.

Table1: International inbound tourism, tourists (overnight visitors)

	1980	1985	1990	1991	1992	1993	1994	1995	1996	1997	1998
At	13879	15168	19011	19092	19098	18257	17894	17173	17090	16647	17352
Be	3777	4445	5147	4928	5204	5120	5309	5560	5753	6037	6179
Dk	950	1281	1275	1429	1543	1569	1585	1614	2125	2158	2073
Fi	350	543	866	786	790	798	1868	1779	1724	1832	2644
Fr	30100	36748	52497	55041	59740	60565	61312	60033	62406	67310	70040
De	12645	14241	17045	15648	15950	14348	14494	14847	15205	15837	16511
Gr	4796	6574	8873	8036	9331	9413	10642	10130	9233	10070	10916
Ie	2258	2536	3666	3571	3724	3888	4309	4821	5282	5587	6064
It	22087	25047	26679	25878	26113	26379	27480	31052	32943	34692	34933
Lu	620	622	820	861	796	831	762	768	724	771	789
Nl	2784	3329	5795	5843	6083	5757	6178	6574	6580	7834	9320
pt	2730	4989	8020	8657	8884	8434	9169	9511	9730	10172	11295
es	22388	25459	34085	34181	36492	37268	43232	38803	40541	43252	47403
se	1366	2085	1900	1443	1563	1692	1960	2310	2376	2388	2573
uk	12420	14449	18013	17125	18535	19398	20794	23537	25163	25515	25745
<b>Total</b>	<b>133150</b>	<b>157516</b>	<b>203692</b>	<b>202519</b>	<b>213846</b>	<b>213717</b>	<b>226988</b>	<b>228512</b>	<b>236875</b>	<b>250102</b>	<b>263837</b>
Is	66	97	142	143	143	157	179	190	201	202	232
Li	65	91	78	71	72	65	62	59	56	57	59
No	1252	1933	1955	2114	2375	2556	2830	2880	2746	2702	4538
Ch	8873	11900	13200	12600	12800	12400	12200	11500	10600	10600	10900
<b>Total</b>	<b>10256</b>	<b>14021</b>	<b>15375</b>	<b>14928</b>	<b>15390</b>	<b>15178</b>	<b>15271</b>	<b>14629</b>	<b>13603</b>	<b>13561</b>	<b>15729</b>