



Tourism Trends and Changes



27 September 2014



SCITE
首届四川
国际旅游交易博览会
THE 1ST SICHUAN INTERNATIONAL
TRAVEL EXPO



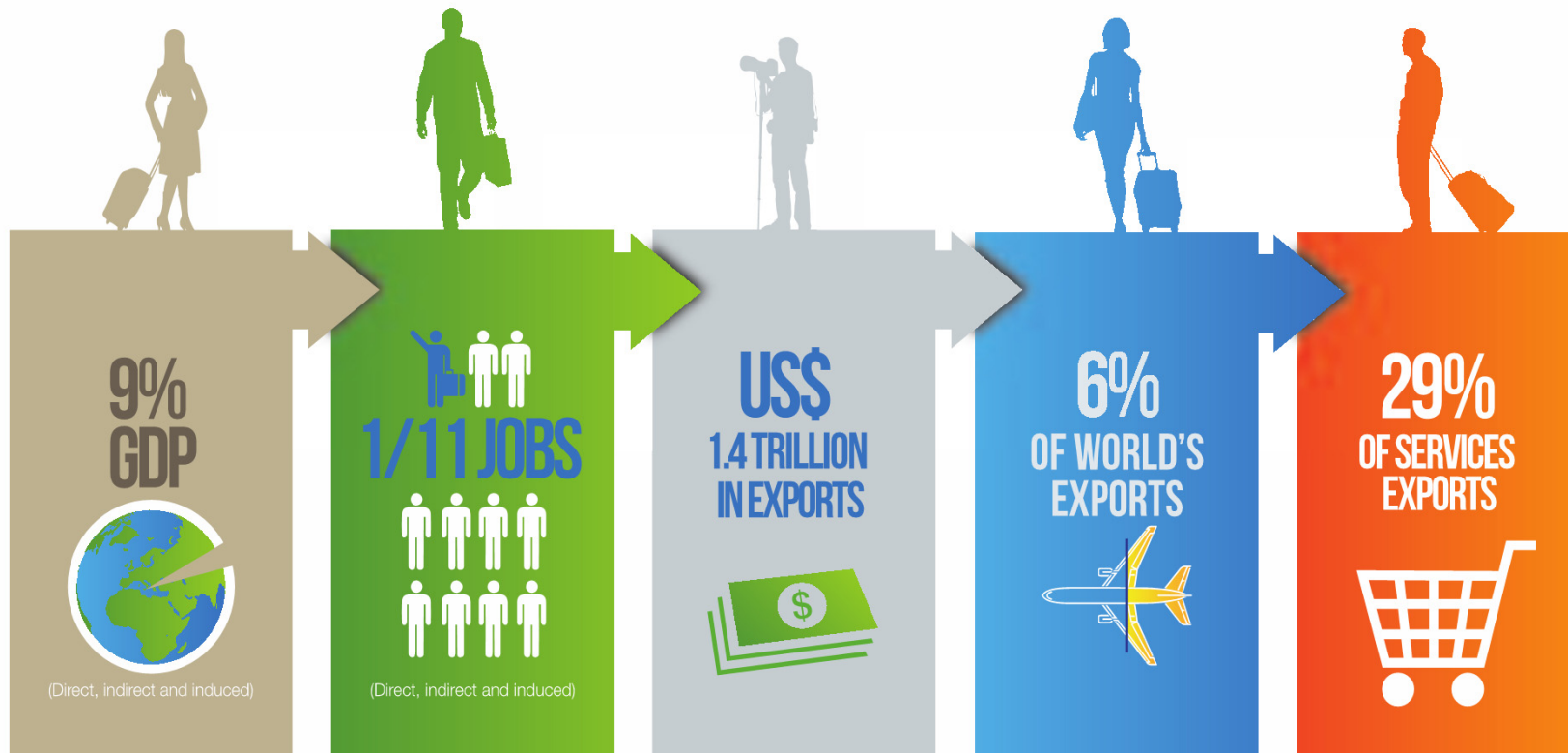
World Tourism Day

- Congratulations to Sichuan on organising this travel expo and forum
- Especially relevant as this is World Tourism Day - Tourism and Community Development
- These are important forums for:
 - Networking business, ideas and trends
 - Showcasing new products and attractions
 - Inviting innovation and
 - Letting the public know what is being done



Tourism is important

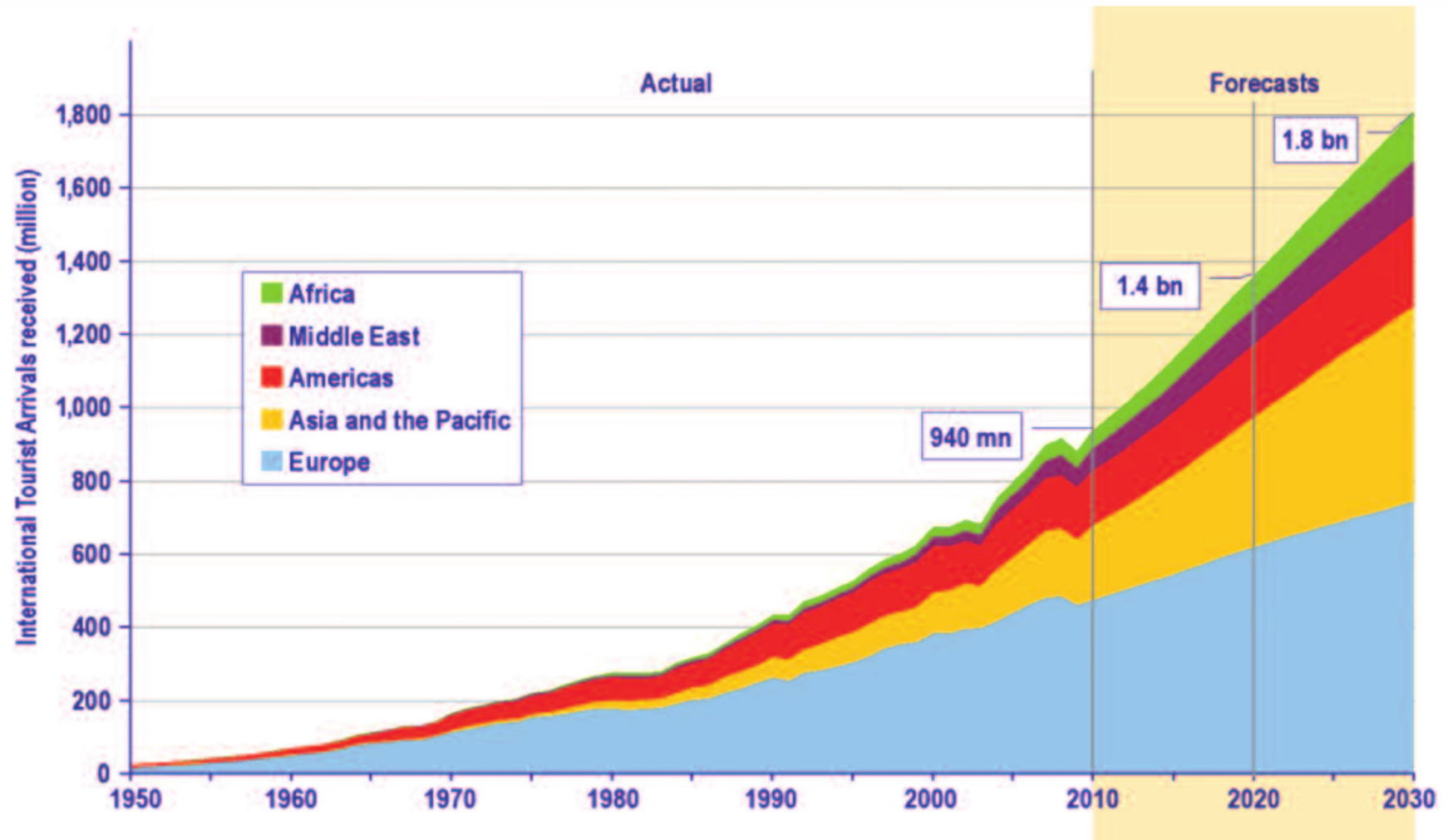
- 25 million tourists in 1950
- 1.087 billion in 2013



WHY TOURISM MATTERS

Continued Growth

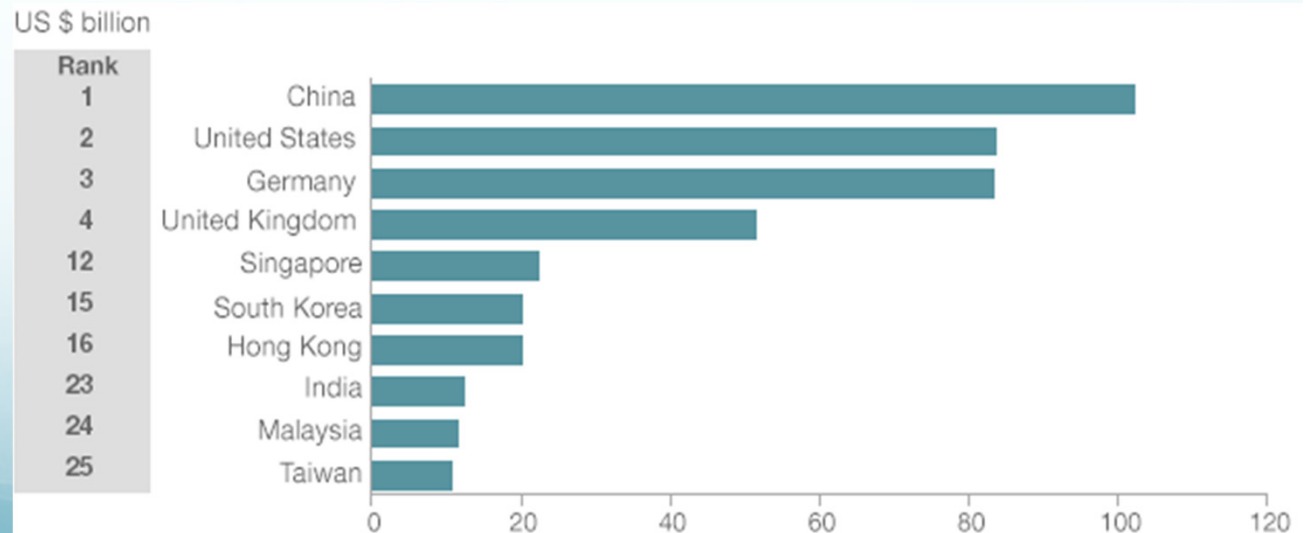
UNWTO Tourism Towards 2030: Actual trend and forecast 1950-2030



Asia Pacific leads

- Continued growth worldwide - 5%
- Strongest growth
 - Asia and the Pacific & the Americas - 6%
 - Europe & Africa - 5%
- China is the number one tourism source market
 - Spending US\$ 129 billion on international tourism

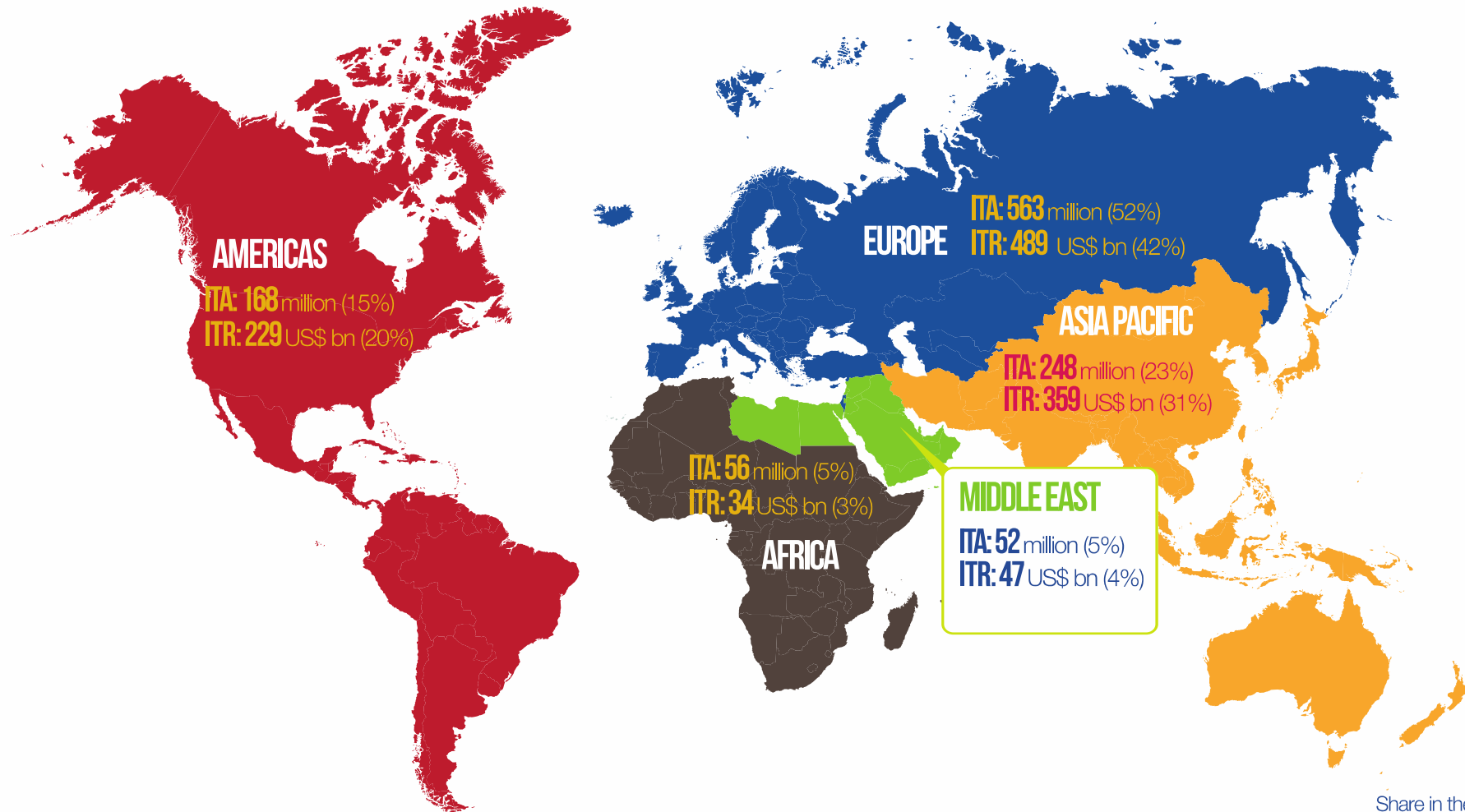
- Going forward
 - Asia and the Pacific will continue to grow 5 - 6%
 - As will Africa 4 - 6%



Source: UNWTO

INTERNATIONAL TOURISM 2013

International tourist arrivals (ITA): 1087 million
International tourism receipts (ITR): US\$ 1159 billion



Share in the world (%)

Outbound tourism

- Growth in demand:
 - China
 - Russia
 - Saudi Arabia
 - India
- Strengthening
 - Italy
 - Australia
 - Republic of Korea
 - The Netherlands
 - Norway and Sweden





Global Agenda

- Sustainable Consumption and Production
- Support to Millennium Development Goals
- Promotion of tourism and culture links
- Tourism as a tool for development
- Tourism and security
- Fight against trafficking - responsible travel
- Travel facilitation - visas
- Taxation - intelligent taxation
- Connectivity



- 7 mechanisms directly tied to the UN Millennium Development Goals (MDGs),
- Include the goal of halving extreme poverty by 2015.
- Implemented around the world and provide invaluable assistance to developing countries.



TOURISM &
COMMUNITY
DEVELOPMENT

World Tourism Day
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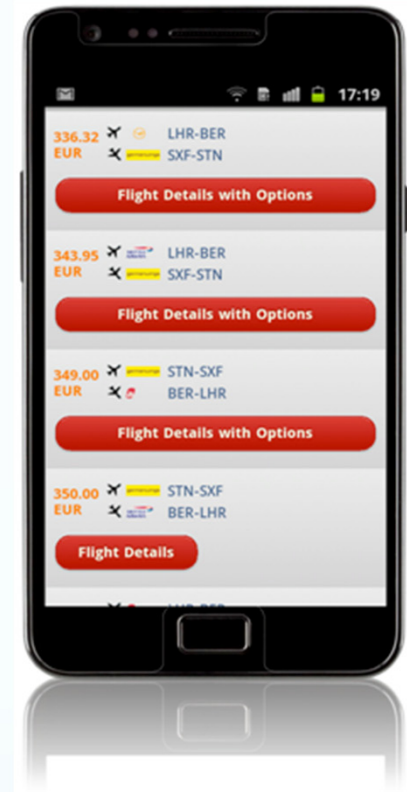
Empowering individuals and communities at all levels through tourism can be a fundamental step towards achieving sustainable development around the world.



Tourism is a people-based economic activity built on social interaction, and as such can only prosper if it engages the local population by contributing to social values such as participation, education and enhanced local governance.

The Future – the Wired World

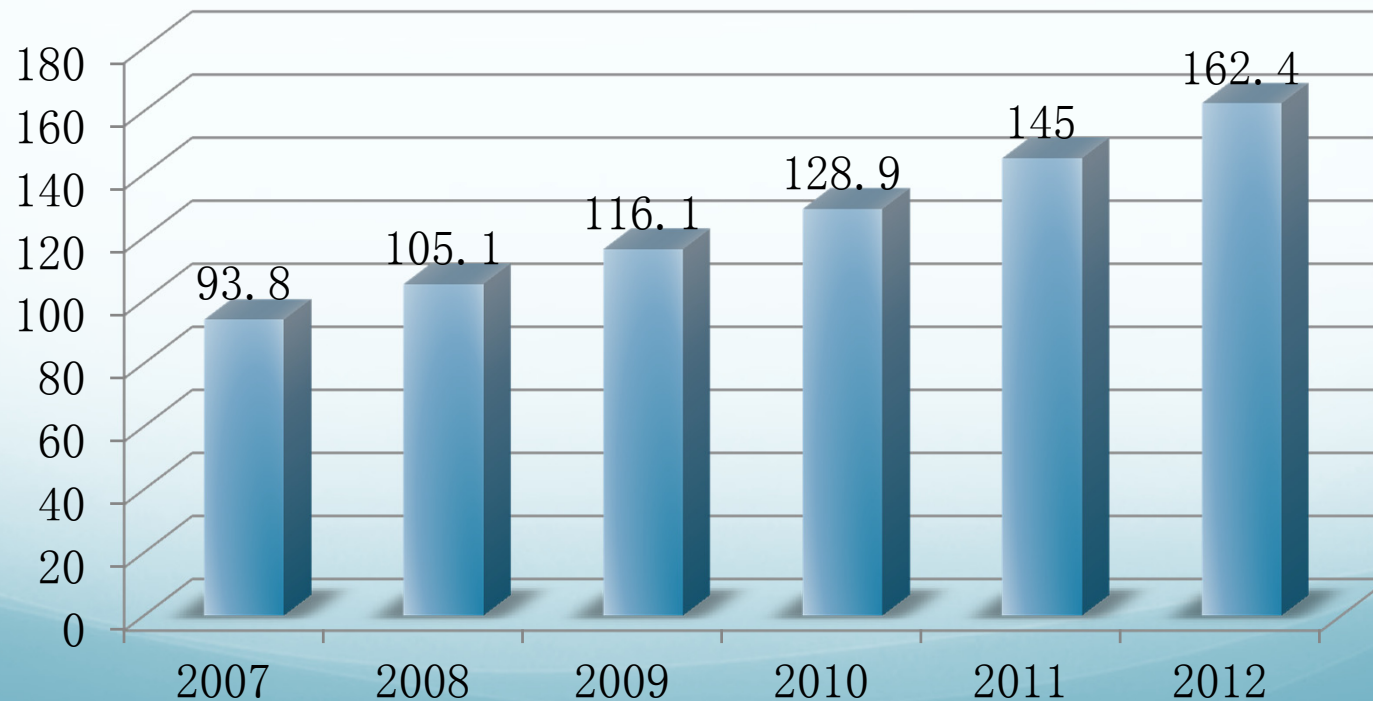
- >40% of online research using mobile device
- Millennials (30 – 45 years) book business travel on mobile phones or tablets (not so for 46 – 65 year olds)
- Internet is the most important hotel amenity
- DMOs must have a dedicated mobile site for on-site, real-time information
- Mobile apps replacing the hotel concierge



The Future – Internet booking

- Number of travel bookings made on the internet each year – 148.3 million
- Percent of all travel reservations made on the internet – 57 %

Annual Online Travel Sales (US\$)



New Partners in Tourism

- China is a driver of global tourism
 - As a source market; and
 - As a destination
- Destination Challenges
 - Preserving the wonderful heritage
 - Managing the experience for all markets
 - Spreading the benefits,
 - Being a great place to live for China people

Good luck &
Thank you

Robert Basiuk