

## Chapter 5

# World Tourism in 2030

### Introduction

Once upon a time, overseas holidays were only for the rich and famous. In 1939, it cost US \$79,000 in today's money to fly across the Atlantic on the world's first scheduled crossing with Trans Atlantic Airways. By 2015, Virgin Galactic will be following flights into outer space for less than US \$50,000 (Whitehorn, 2006). In 1950, 25 million tourists took an overseas holiday; by 2005 this had risen to 803 million, representing an annual growth rate of just over 6% (Mintel, 2006a). By 2030, we expect this figure to reach 1.9 billion international arrivals, spending US \$2 trillion. By 2030, markets will have shifted eastwards based upon cost, travellers' desire for new experiences in far-flung destinations and the rising level of disposal incomes in Asia. By 2030, every part of the globe will have been visited by tourists, new destinations will have emerged which had not even been considered in 1950 and pioneer tourists will be taking adventure holidays in outer space as the ultimate luxury experience. Looking into the future, we expect a considerable slowdown in the world tourism growth rates as a result of shrinking and ageing populations; therefore, the average growth rate will be 3.4% by 2030. By 2030, more than US \$5 billion will be spent by international tourists every day across the world, from US \$2 billion in Europe to US \$1.5 billion in Asia. This will mean more revenue spread across the world generated by the new tourists from today's emerging economies.

### World Tourism in 2030: Winners and Losers

Forecasting, by its very nature, is a hazardous exercise. Projecting future international tourism flows has become more difficult over time, because, on the one hand, events such as wars cause only a temporary disruption but, on the other hand, political regimes and restrictive legislation cause more permanent change. The forecasts that appear in this chapter have been prepared based on economic prosperity and a correlation with propensity to travel (Mintel, 2006a; UN World Tourism Organisation, 2001; Oxford Forecasting, 2006).

By examining Tables 5.1 and 5.2, we can see that, over the next 25 years, international arrivals will grow by 3.4% per annum and receipts by 4.4%, with

Table 5.1: International tourist arrivals by tourist-receiving region (million).

Arrivals	Base year (millions)	Forecast (millions)		Average annual growth rate (%)	Market share (%)	
	2005	2015	2030	2005–2030	2005	2030
Total	802.9	1156.2	1897.0	3.4	100.0	100.0
Europe	438.7	555.1	779.9	2.3	54.6	41.1
Asia and the Pacific	155.3	287.6	546.5	5.0	19.3	28.8
Americas	133.2	184.1	309.8	3.4	16.6	16.3
Africa	37.3	57.9	101.8	4.0	4.6	5.4
Middle East	38.4	71.5	158.9	5.7	4.8	8.4

Table 5.2: International tourist receipts by tourist-receiving region (US \$ million).

Receipts	Base year (US \$ billion)	Forecast (US \$ billion)		Average annual growth rate (%)	Market share (%)	
	2005	2015	2030	2005–2030	2005	2030
Total	677.5	1275	2016.2	4.4	100.0	100.0
Europe	349.7	535	787.1	3.2	51.6	39.0
Asia and the Pacific	134.6	335	568.5	5.8	19.9	28.2
Americas	145.2	280	412.7	4.2	21.4	20.5
Africa	21.8	50	98.2	6.0	3.2	4.9
Middle East	26.3	75	149.7	7.0	3.9	7.4

Europe being the world's dominant region. However, a shift will take place, with Europe losing market share to Asia and the Middle East by 2030. Europe's share of international arrivals will fall from 54.6% to 41.1%, whereas the Asia and Pacific region will enjoy a rise in market share of 19.3% to 28.8%, with a similar increase in receipts. The Americas' market share will remain stable and Africa will experience a significant growth but from a small base. The changes in market share reflect different growth rates for different regions. Europe will grow at 2.3% per annum, whereas Asia will grow at 5%. From an analysis of expenditure, it seems that receipts in the Middle East will rise from US \$26.3 billion to US \$149.7 billion, a staggering growth rate of 7% per annum, capturing 7.4% of all tourism expenditure. Africa will follow a similar pattern, with receipts rising from US \$21 billion in 2005 to US \$98 billion by 2030, a growth rate of 6% per annum.

**Chapter extract**

**To buy the full chapter, and for copyright information, click here**

<http://www.download-it.org/learning-resources.php?promoCode=&partnerID=&content=story&storyID=1579>



The publisher detailed in the title page holds the copyright for this document

All rights reserved. No part of this publication may be reproduced, stored in a retrieval system, or transmitted, in any form or by any means, electronic, mechanical, photocopying, recorded or otherwise, without the written permission of Spensford IT Ltd who are licensed to reproduce this document by the publisher

All requests should be sent in the first instance to

[rights@download-it.org](mailto:rights@download-it.org)

Please ensure you have book-marked our website.

[www.download-it.org](http://www.download-it.org)