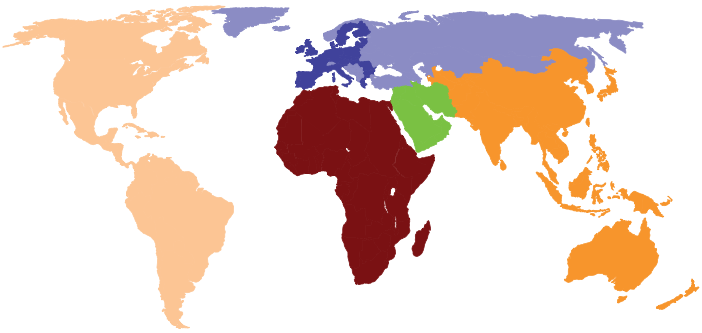
The EU and tourism

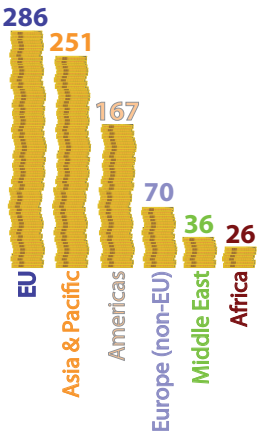
THE EU: N° 1 TOURIST DESTINATION IN THE WORLD

Million tourists



EU27	400	Europe (non-EU)	134
Asia & Pacific	234	Africa	53
Americas	163	Middle East	52

€ billion receipts



TOURISM IN THE EU

Jobs

12-14 million

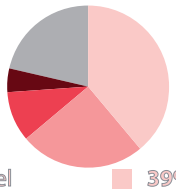
Industry

5% GDP

40% EU population
unable to pay for a one-week holiday

27% EU population
did not travel at all in 2012

Type of accomodation



Hotel	39%
Friend house	25%
Holiday home	10%
Campsite	5%
Other	21%

Average stay

HOTEL **2.5** nights

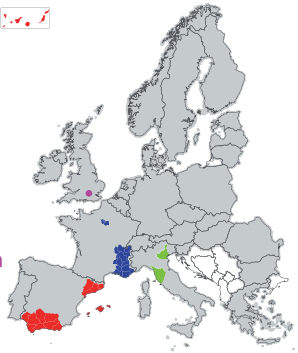
4.9 nights

Mode of transport

	56%
	26%
	8%
	5%
	3%

Top 10 destinations

Canarias
Île de France
Cataluña
Illes Balears
Veneto
Côte d'Azur
Andalucía
Inner London
Rhône-Alpes
Toscana



361 EU cultural & natural sites on the World Heritage list

IT	ES	DE	FR	UK
49	44	38	38	28

37% of world cultural sites are in EU

7 million visitors per year

World's most visited paid monument

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For more information on these figures and their sources, see page 2

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Sources

Item	Data source
Million tourists	This section represents the flow of international visitors to the country of reference and corresponds to inbound visitors and same-day non-resident visitors. Data for 2012. Source: World Tourism Organisation.
€ billion receipts	This section includes personal and travel expenses relating to the tourism industry. Data for 2012. Source: World Tourism Organisation.
Jobs	This section refers to the total employment of the tourism industry in the EU27. The tourist accommodation sector alone employs 2.4 million people. Data for 2012 (estimate). Source: Eurostat.
Industry	This section refers to the tourism industry as a whole, as a share of total EU GDP. Data for 2012 (estimate). Source: Eurostat.
Average stay	This section refers to two types of accommodation: hotels and campsites. The highest numbers of nights spent in campsites have been reported in coastal regions, while the highest numbers of nights spent in hotels refers mainly to island regions. Data for 2010. Source: Eurostat regional yearbook 2012 (Page 109).
EU population unable to pay for a one-week holiday	This figure refers to the percentage of EU population unable to afford a one-week annual holiday away from home. Data for 2012 (estimate). Source Eurostat.
EU population did not travel at all in 2012	This figure refers to the percentage of the total EU population that in 2012 did not travel for business or personal reasons for a minimum of one night away from home. Data for 2012. Source: Flash Eurobarometer 'Attitudes of Europeans towards tourism', March 2013 (Page 103).
Type of accommodation	This section refers to personal trips of minimum four nights (i.e. professional and business trips have not been considered) and has been calculated on the basis of data for 17 EU Member States. Data gaps for: Denmark, Ireland, Greece, France, Cyprus, Poland, Portugal, Finland, Sweden, and the United Kingdom. Own calculation based on Eurostat data. Data for 2012. Source: Eurostat.
Mode of transport	This section refers to personal trips of minimum four nights. Data gaps for Cyprus, Malta and Romania. The sum does not add up to 100% because of a missing category (Other). Own calculation based on Eurostat data. Data for 2011. Source: Eurostat.
Top 10 destinations	This section is based on nights spent in tourist accommodation establishments by residents and non residents and refers to the NUTS-2 (Nomenclature of territorial units for statistics) classification. Data for 2011. Source: Eurostat.
EU cultural and natural sites on the World Heritage List	The natural or cultural sites which can be considered for inclusion on the World Heritage List are defined by the World Heritage Convention adopted in 1972. The World Heritage Committee consists of representatives from 21 of the States Parties to the Convention elected by their General Assembly. It is responsible for the implementation of the World Heritage Convention, defines the use of the World Heritage Fund and allocates financial assistance upon requests from States Parties. Own calculation. Source: World Heritage List, 2013.
World's most visited paid monument	Source: The Eiffel Tower website, 2013.

Note: The data in this briefing have been collected in September 2013 and refer to the EU27. Data are not available for Croatia.

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