

# Annual Report on Asia-Pacific Tourism (2021)

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APEC Tourism Working Group

January 2024



**Asia-Pacific  
Economic Cooperation**





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Economic Cooperation**

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**January 2024**

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APEC#224-TO-01.2

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## **Acknowledgment**

This is the first annual report on APEC tourism development for the first year. The successful completion should be ascribed to the dedicated and hardworking crew of the TWG. Besides, the substantial supports from the APEC Secretariat, economies, and China Tourism Academy as the organizer of the report, are indispensable.

The experts from relevant APEC economies provided valuable data sources and suggestions. We hereby express our gratitude to them. When preparing the report, we conducted necessary negotiations and asked for opinions from all APEC economies, including institutions and policy-makers, industry personnel and researchers related to the tourism development of APEC economies. We hereby express our heartfelt gratitude to the above institutions and personnel for their assistance.

The statistics in the report derive from the data banks of APEC members, UNWTO, APEC, World Bank, WTTC, and IMF and corresponding data provided by China Tourism Academy. We hereby express our gratitude to the APEC economies for their help.

We express our gratitude to all the institutions and people who provided direct or indirect assistance for the report.

In spite of the serious impacts of the pandemic, we still have the confidence to recover tourism. With the help of vaccines and specific drugs, APEC tourism has seen the signs of recovery. We do believe that continuous attention and thoughts will accelerate the process, and we hope that the report can be helpful to understand the tourism development of APEC economies.

## **Executive Summary**

As an important official forum promoting regional trade and investment liberalization and enhancing the economic and technical cooperation among members, APEC plays a significant role in fully improving regional economic environment, boosting sustainable development, and promoting successful multi-party negotiations of WTO. The *APEC TWG Strategic Plan 2020-2024* (hereinafter referred to as the *Plan*) was approved by the tourism ministers of APEC members on 4 November 2020. The missions of the *Plan* include four priority areas, namely digitization transformation, human capital development, travel and facilitation competitiveness, and sustainable tourism and economic growth. Each priority area includes corresponding important tasks. This report is about the fourth priority area (sustainable tourism and economic growth), prepared by China, to collect and spread the development of APEC tourism within stakeholders.

The facts and statistics cited in the report derive from the website of APEC, UNWTO, WTTC, UNESCO, World Bank, and APEC members. The report reflects the efforts of APEC economies in promoting tourism recovery in spite of severe and complicated pandemic prevention and control, attempts to demonstrate the annual tourism developments of these economies, and explores the development trends of APEC tourism. The report may have defects or omissions as a result of limited data sources and time, and it will be improved as per feedback and suggestions.

## **I. Overview of APEC Tourism before COVID-19**

From 2011 to 2019, the inbound tourists of APEC before the COVID-19 saw a continuous increase. The international inbound tourists to APEC accounted for over 32% of global inbound tourists. The inbound tourists to four economies, The United States; China; Mexico; and Hong Kong, China, topped the list of inbound tourists for APEC economies all the time. By analyzing the tourism developments of the Asian, North American, Australian, and South American plates, it can be found that the inbound tourists to Asia rank the 1<sup>st</sup> place all the time and present a gradual rising trend, followed by the inbound tourists to North America that have a small decline since 2017, while the inbound tourists to Oceania and South America account for a small proportion of international inbound tourists to APEC. As a result of the COVID-19 pandemic, the contribution of APEC tourism to global GDP has reduced by 49.1%. The jobs related to tourism have been reduced to 272 million from 334 million in 2019, reducing by 18.5%. In case the pandemic can be eliminated as soon as possible, and the APEC tourism can be restored to the level in 2019 by 2023, the annual overall growth rate after 2023 should at least reach 2.08% to the TWG goal of receiving 800 million international tourists in 2025, meaning more efforts will be made.

### **(i) Number and structure of tourists**

#### **1. Number of tourists<sup>1</sup>**

The international inbound tourists to APEC reached 752 million in 2019, accounting for 33% of international inbound tourists worldwide.

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<sup>1</sup> This section is the overview of international tourists to APEC.



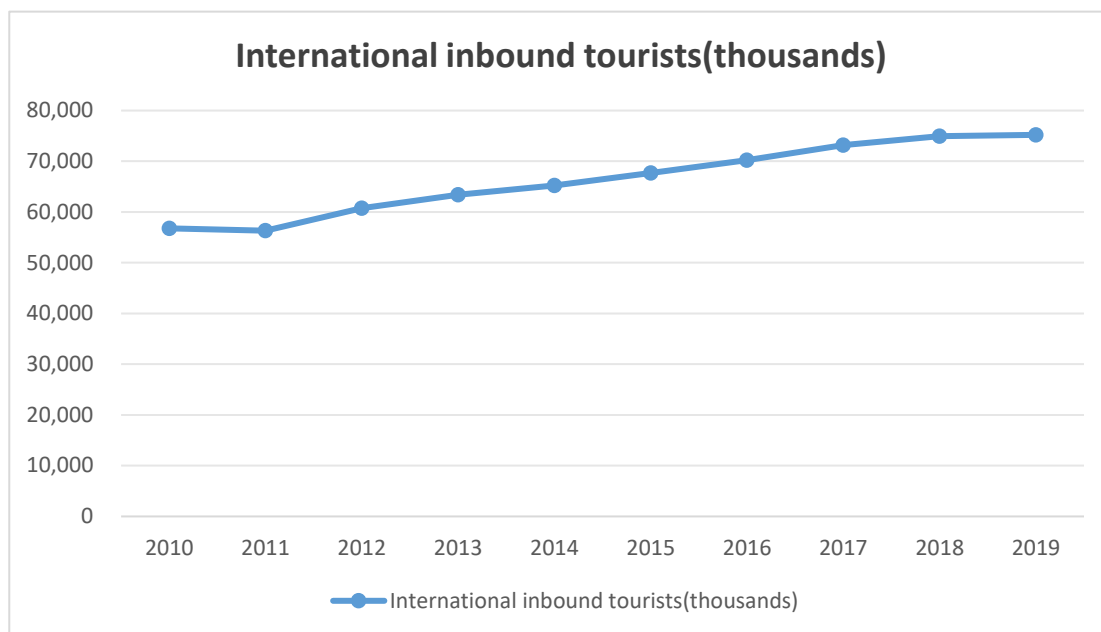


Fig 1-1 Overview of International Inbound Tourists to APEC

Source: Own elaboration based on Asia-Pacific Economic Cooperation sources

[http://statistics.apec.org/index.php/apec\\_psu/index](http://statistics.apec.org/index.php/apec_psu/index)

In spite of fluctuations from 2010 to 2019, the inbound tourists to APEC economies saw a continuous rise. The inbound tourists to four economies, The United States; China; Mexico and Hong Kong, China, kept ranking the top four places during the period. The details are as shown below.

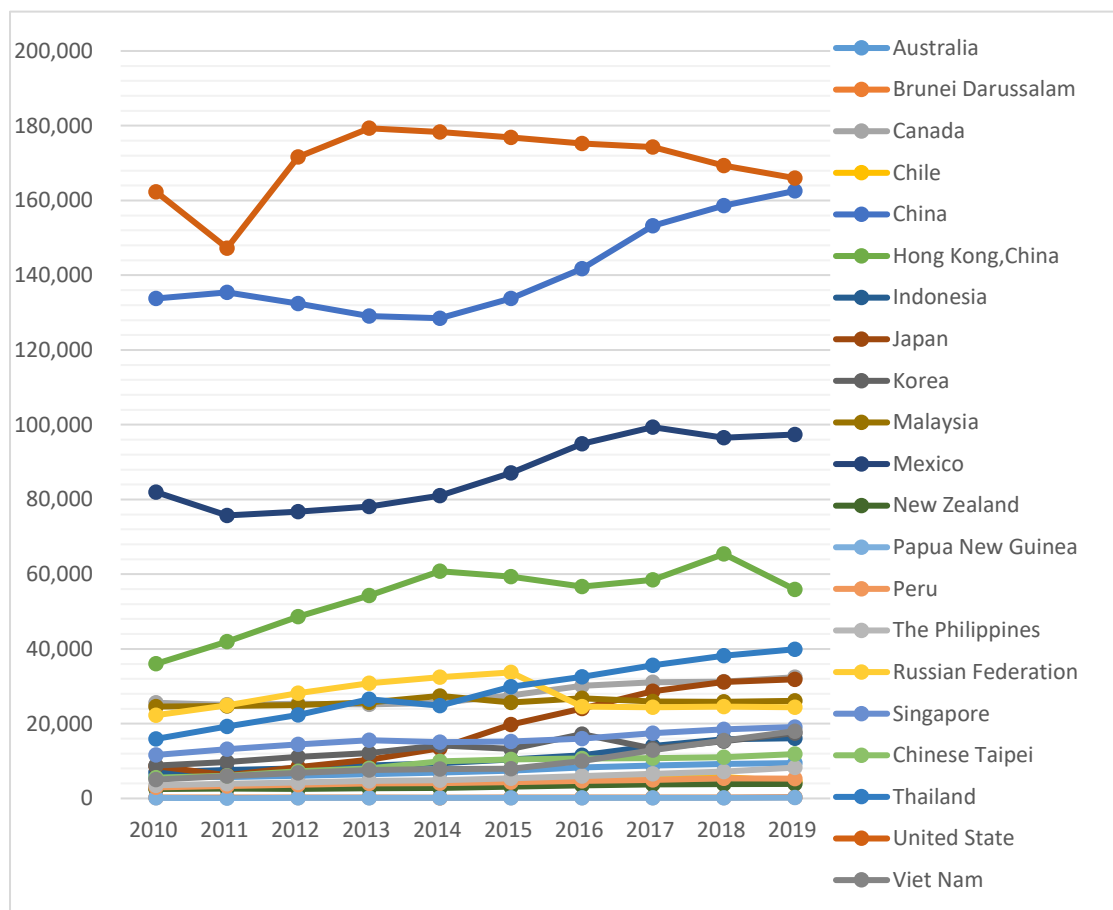


Figure 1-2 International Inbound Tourists to APEC Economies ( thousands )

Source: Own elaboration based on Asia-Pacific Economic Cooperation sources

[http://statistics.apec.org/index.php/apec\\_psu/index](http://statistics.apec.org/index.php/apec_psu/index)

In 2016, the proportion of international inbound tourists to APEC to those worldwide reached 34.56%, a record high, seeing a slight decline afterwards. The details are as shown below.

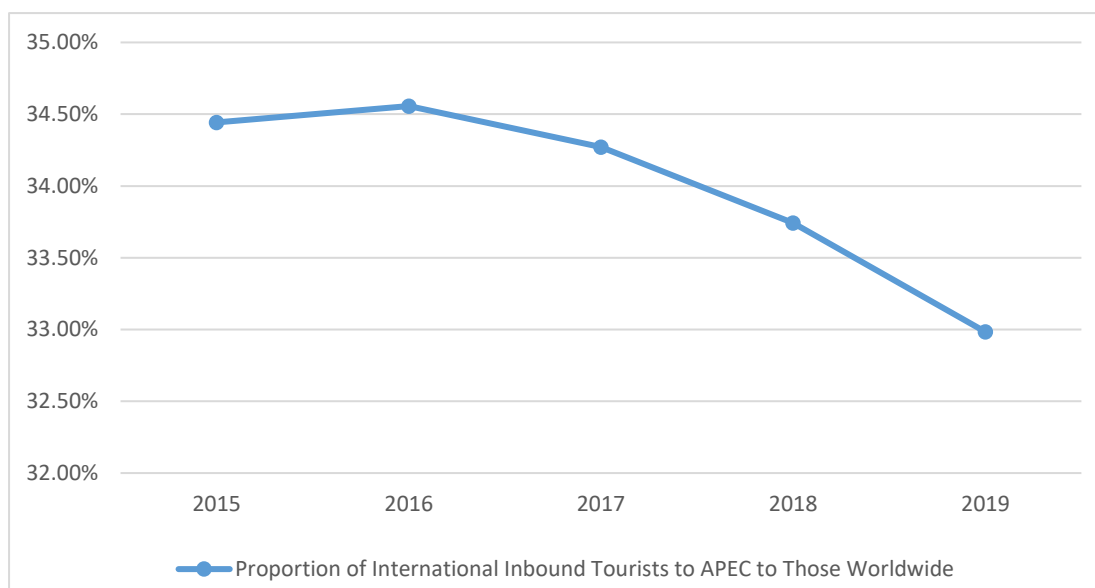


Fig 1-3 Proportion of International Inbound Tourists to APEC to Those Worldwide

Source: Own elaboration based on UNWTO sources

<https://www.unwto.org/tourism-statistics-data>

## 2. Number of tourists to APEC economies<sup>2</sup>

As per the geographic locations of APEC economies, the report divides them into four plates, Asian Plate, Australian Plate, North American Plate, and South American Plate. The Asian Plate is composed of 13 economies, namely Brunei Darussalam; China; Hong Kong, China; Indonesia; Japan; Korea; Malaysia; the Philippines; Russia; Singapore; Chinese Taipei; Thailand and Viet Nam. The Australian Plate includes three economies, Australia; New Zealand and Papua New Guinea. The North American Plate involves three economies, Canada; Mexico and The United States. The South American Plate includes two economies, Chile and Peru. The inbound tourists to the Asian Plate ranked the first place from 2015 to 2019, seeing a gradual increase. Those to the North American Plate ranked the second place during the period, seeing a slight decline from 2017. Those to the Australian and South American Plates accounted for a small part of

<sup>2</sup> This section is about the inbound tourists to APEC Plates.

those to APEC. The details are as shown below.

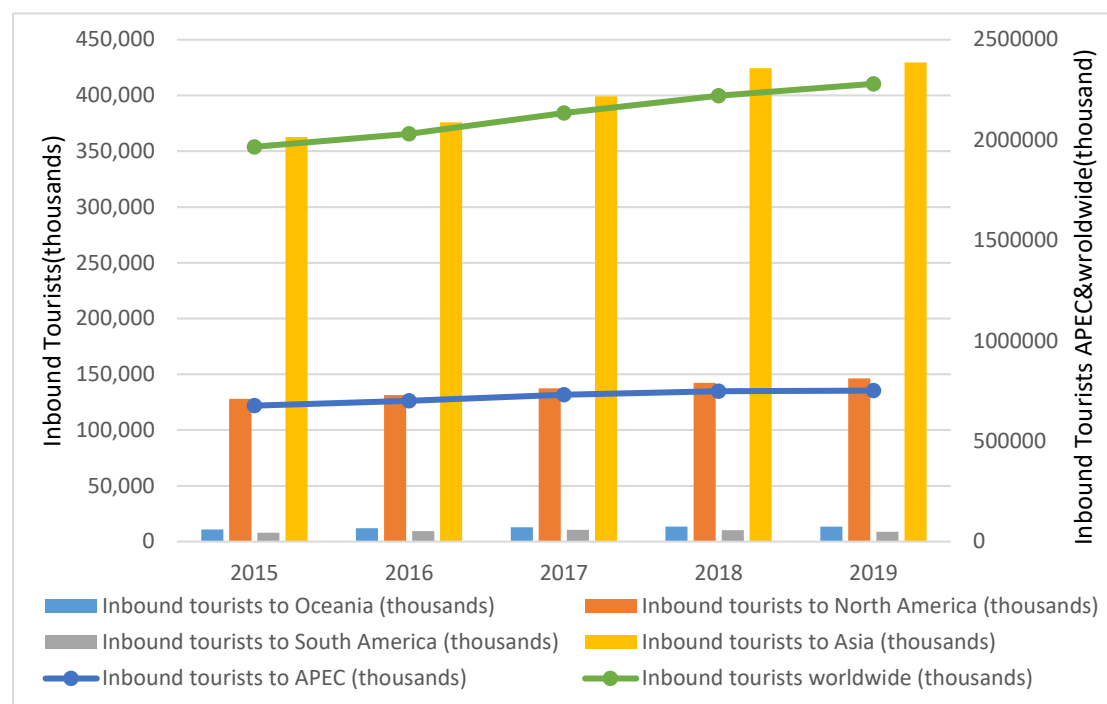


Fig 1-4 Number of Inbound Tourists to APEC Plates

Source: Own elaboration based on UNWTO sources

<https://www.unwto.org/tourism-statistics-data>

### (1) Asian Plate

In the Asian Plate, international inbound tourists saw a continuously steady increase from 2015 to 2019. The annual proportion of international inbound tourists to the plate accounted for over 50% of those to APEC from 2015 to 2019. That of international inbound tourists to the plate accounted for over 18% of those worldwide during the same period. The details are as shown below.

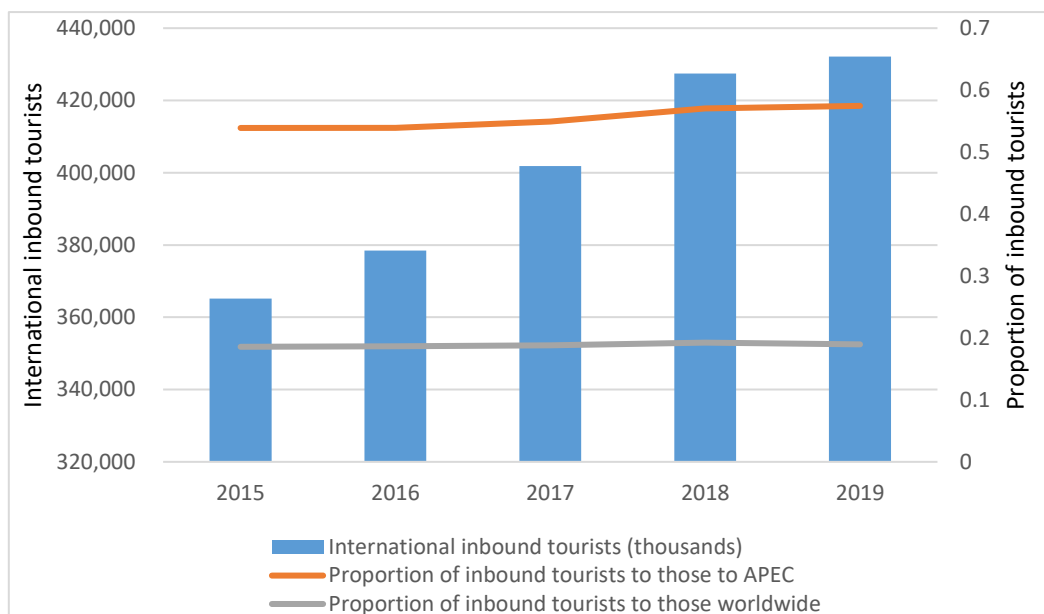


Fig 1-5 Inbound Tourists to the Asian Plate

Source: Own elaboration based on UNWTO sources

<https://www.unwto.org/tourism-statistics-data>

According to the average values of inbound tourists to the Asian Plate from 2015 to 2019, China ranked the first place, outnumbering the other economies, and China accounted for 20.76% of inbound tourists to APEC. The detailed inbound tourists to the economies are as shown below.

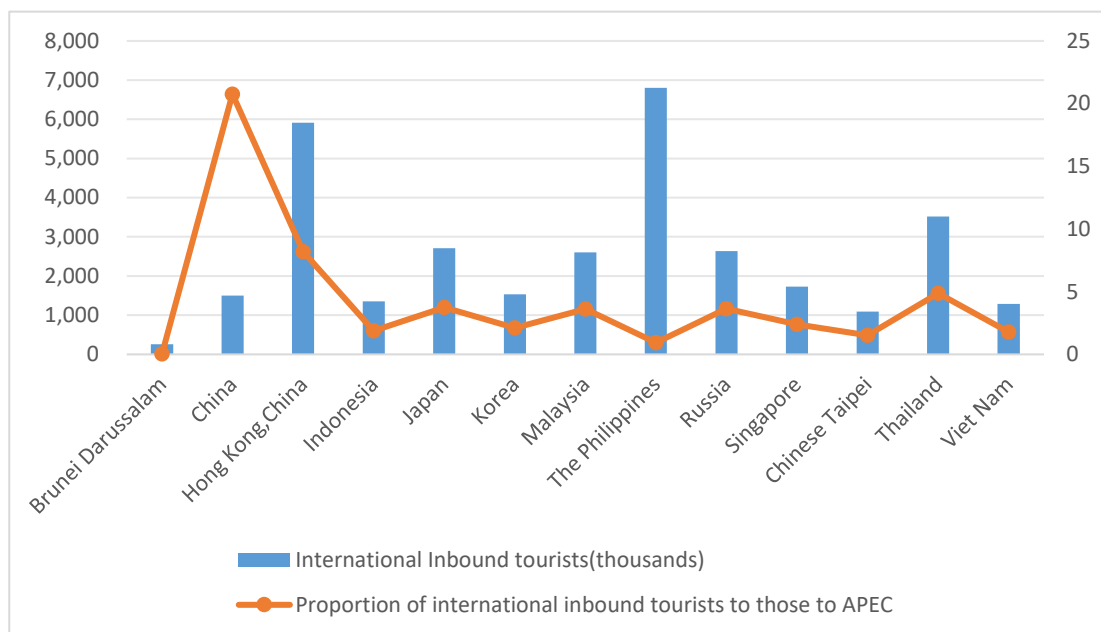


Fig 1-6 Inbound Tourists to the Asian Plate from 2015 to 2019

Source: Own elaboration based on UNWTO sources

<https://www.unwto.org/tourism-statistics-data>

## (2) Australian Plate

In the Australian Plate, the inbound tourists saw a continuously steady increase from 2015 to 2019. The annual proportion of inbound tourists to Oceania to those to APEC was above 1.5% during the period. That of inbound tourists to the plate to those worldwide was above 0.5% during the period. The details are as shown below.

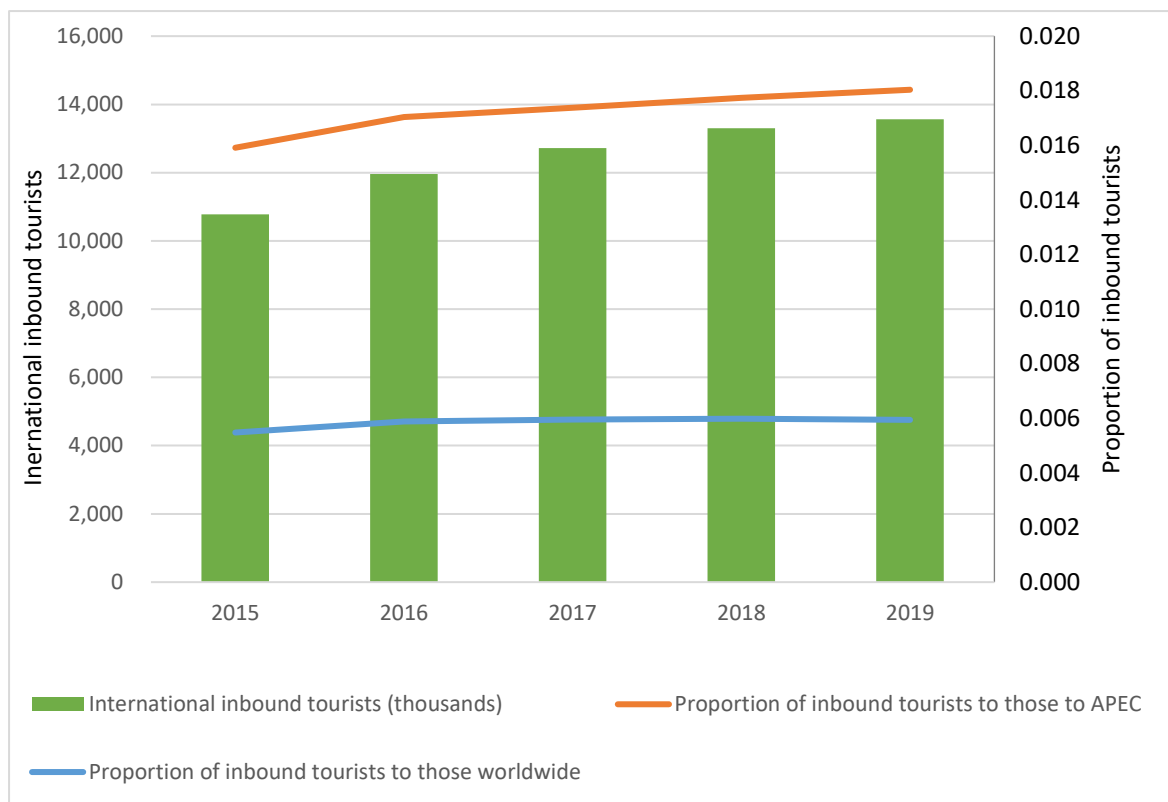


Fig 1-7 Inbound Tourists to the Australian Plate

Source: Own elaboration based on UNWTO sources

<https://www.unwto.org/tourism-statistics-data>

According to the average values from 2015 to 2019, Australia had the most inbound tourists (8,649,000). The inbound tourists to Australia accounted for 1.20% of those to APEC. The details of the economies are as shown below.

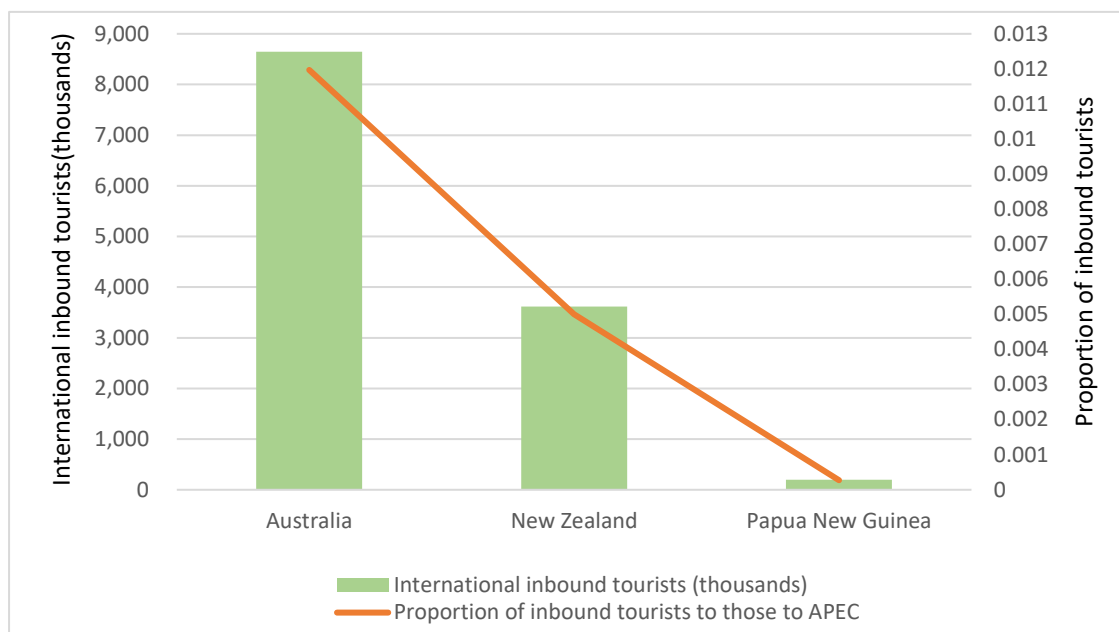


Fig 1-8 Inbound Tourists to the Oceania Economies

Source: Own elaboration based on UNWTO sources

<https://www.unwto.org/tourism-statistics-data>

### (3) North American Plate

From 2015 to 2019, inbound tourists made a record high (304,722,000) in 2017 in the North American Plate. The annual proportion of inbound tourists to North America to those to APEC was about 40% during the period. That of inbound tourists to the plate accounted for over 12% of those worldwide during the period. The details are as shown below.



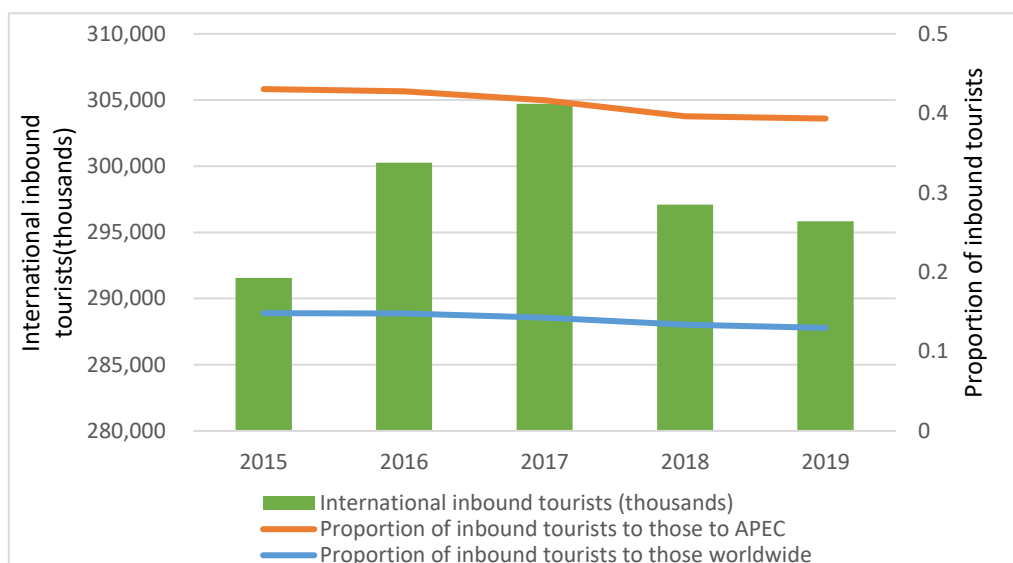


Fig 1-9 Inbound Tourists to the North American Plate

Source: Own elaboration based on UNWTO sources

<https://www.unwto.org/tourism-statistics-data>

In the North American Plate, The United States saw the most inbound tourists (172,350,000) according to the average values from 2015 to 2019. The proportion of inbound tourists to The United States to those to APEC was 23.85%. The details of the economies are as shown below.

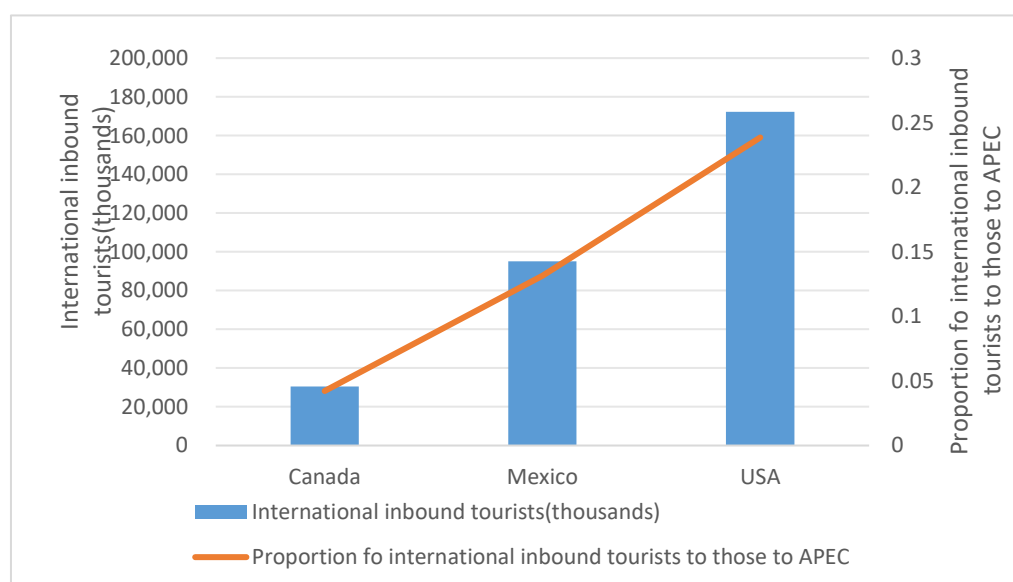


Fig 1-10 Inbound Tourists to the North American Economies

Source: Own elaboration based on UNWTO sources

<https://www.unwto.org/tourism-statistics-data>

#### (4) South American Plate

From 2015 to 2019, inbound tourists made a record high (12,613,000) in 2017 in the South American Plate. The annual proportion of inbound tourists to the plate accounted for over 1.4% of those to APEC during the period. That of inbound tourists to the plate accounted for about 0.5% of those worldwide during the period. The details are as shown below.

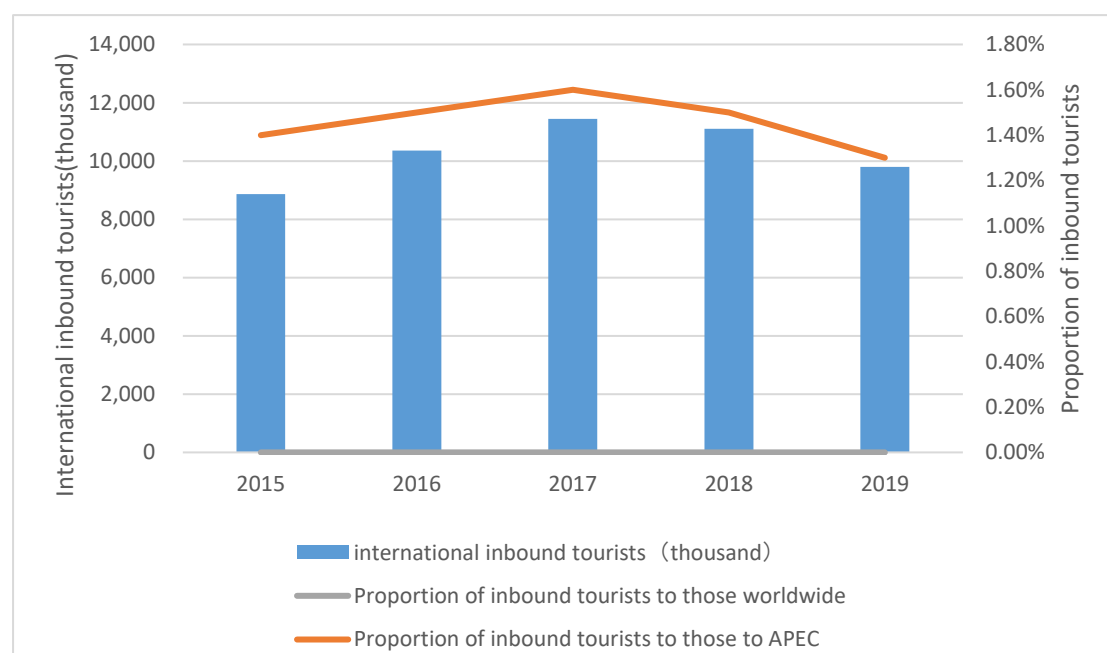


Fig 1-11 Inbound Tourists to the South American Plate

Source: Own elaboration based on UNWTO sources

<https://www.unwto.org/tourism-statistics-data>

According to the average values of the plate from 2015 to 2019, Chile saw the most inbound tourists (5,361,962). The inbound tourists to Chile accounted for 0.88% of those to APEC. The details of the economies are as shown below.

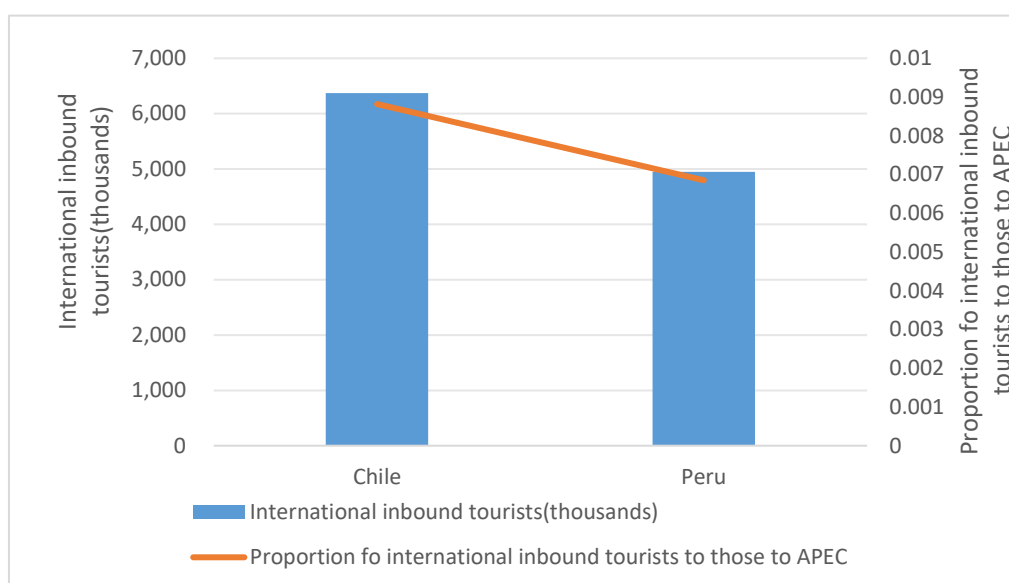


Fig 1-12 Inbound Tourists to the South American Economies

Source: Own elaboration based on UNWTO sources

<https://www.unwto.org/tourism-statistics-data>

### 3. Market structures of APEC destinations

(1) Asia (Brunei Darussalam; China; Hong Kong,China; Indonesia; Japan; Korea; Malaysia; the Philippines; Russia; Singapore; Chinese Taipei; Thailand and Viet Nam)

In the Asian Plate, inbound tourists are divided into seven parts, Africa, America, East Asia and Pacific Ocean, Europe, Middle East, South Asia, and others, according to regions. From 2015 to 2019, the descending order of the tourist structures of the APEC members in the Asian Plate based on the number of tourists is: East Asia and Pacific Ocean, Europe, America, South Asia, Middle East, and Africa. Tourists from East Asia and Pacific Ocean were the majority of the inbound tourists to the above economies during the period, and the total inbound tourists reached a record high (429,489,000) in 2019. The detailed inbound tourist structures of these economies are as shown below.

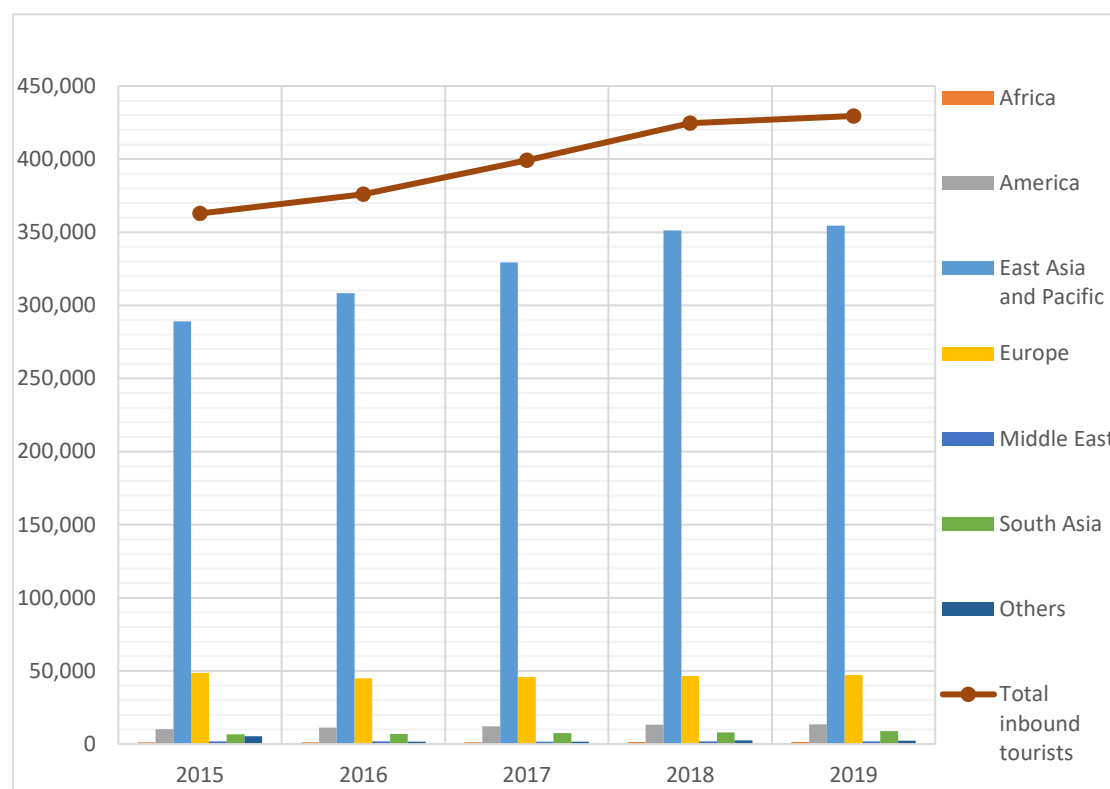


Fig 1-13 Tourist Structure of APEC-Asian Plate by Regions(thousands)

Source: Own elaboration based on UNWTO sources

<https://www.unwto.org/tourism-statistics-data>

## (2) Oceania (Australia; New Zealand and Papua New Guinea)

In the Australian Plate, inbound tourists are divided into seven parts, Africa, America, East Asia and Pacific Ocean, Europe, Middle East, South Asia, and others, according to regions. From 2015 to 2019, the descending order of the tourist structures of the APEC members in the Australian Plate based on the number of tourists is: East Asia and Pacific Ocean, Europe, America, South Asia, Africa, Middle East, and others. Tourists from East Asia and Pacific Ocean were the majority of the inbound tourists to the above economies during the period, and the total inbound tourists reached a record high (13,566,000) in 2019. The detailed inbound tourist structures of these economies are as shown below.

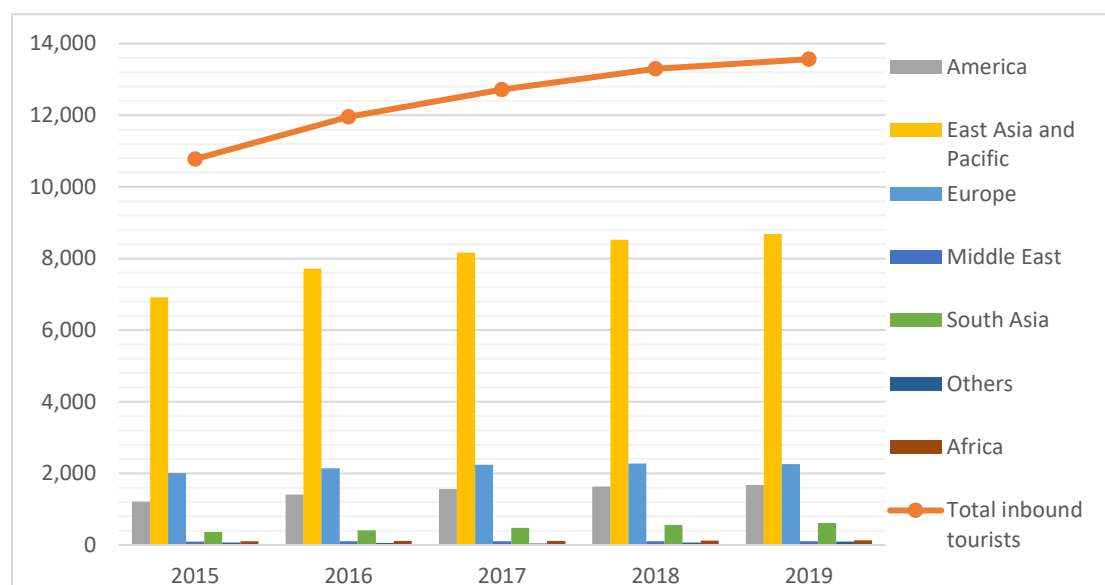


Fig 1-14 Tourist Structure of APEC-Australian Plate by Regions(thousands)

Source: Own elaboration based on UNWTO sources

<https://www.unwto.org/tourism-statistics-data>

### (3) North America (Canada; Mexico and the United States)

In the North American Plate, inbound tourists are divided into seven parts, Africa, America, East Asia and Pacific Ocean, Europe, Middle East, South Asia, and others, according to regions. From 2015 to 2019, the descending order of the tourist structures of the APEC members in the plate based on the number of tourists is: America, Europe, East Asia and Pacific Ocean, South Asia, others, Middle East, and Africa. Tourists from America were the majority of the inbound tourists to the above economies during the period, and the total inbound tourists reached a record high (146,426,000) in 2019. The detailed inbound tourist structures of these economies are as shown below.

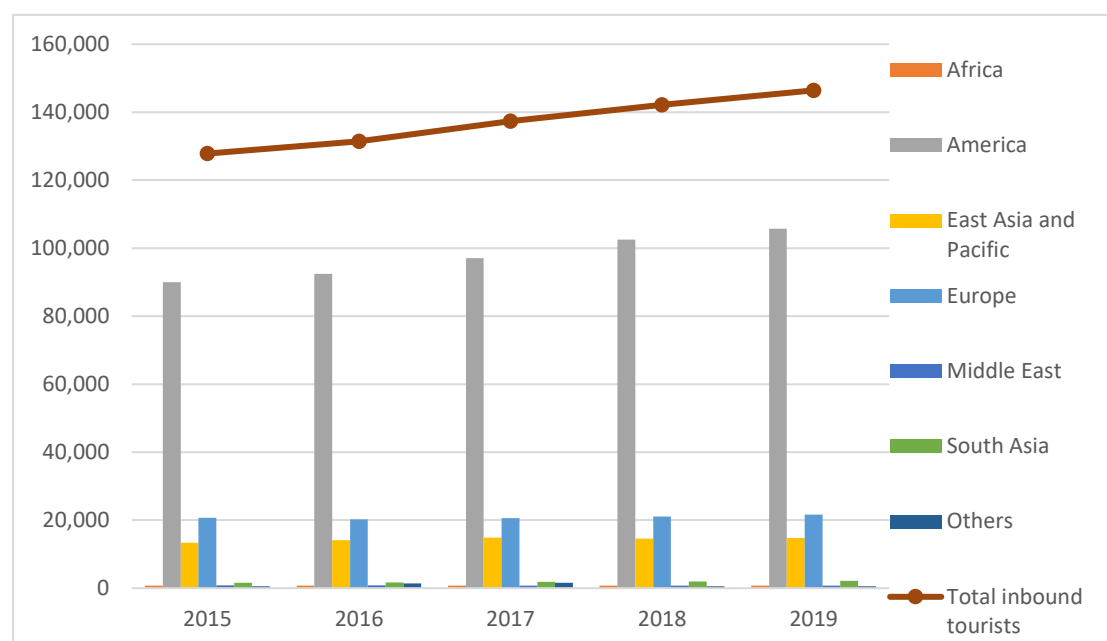


Fig 1-15 Tourist Structure of APEC-North American Plate by Regions(thousands)

Source: Own elaboration based on UNWTO sources

<https://www.unwto.org/tourism-statistics-data>

#### (4) South America (Chile; Peru)

In the South American Plate, inbound tourists are divided into seven parts, Africa, America, East Asia and Pacific Ocean, Europe, Middle East, South Asia, and others, according to regions. From 2015 to 2019, the descending order of the tourist structures of the APEC members in the plate based on the number of tourists is: America, Europe, East Asia and Pacific Ocean, others, South Asia, Africa, and Middle East. Tourists from America were the majority of the inbound tourists to the above economies during the period, and the total inbound tourists reached a record high (10,482,000) in 2017. The detailed inbound tourist structures of these economies are as shown below.

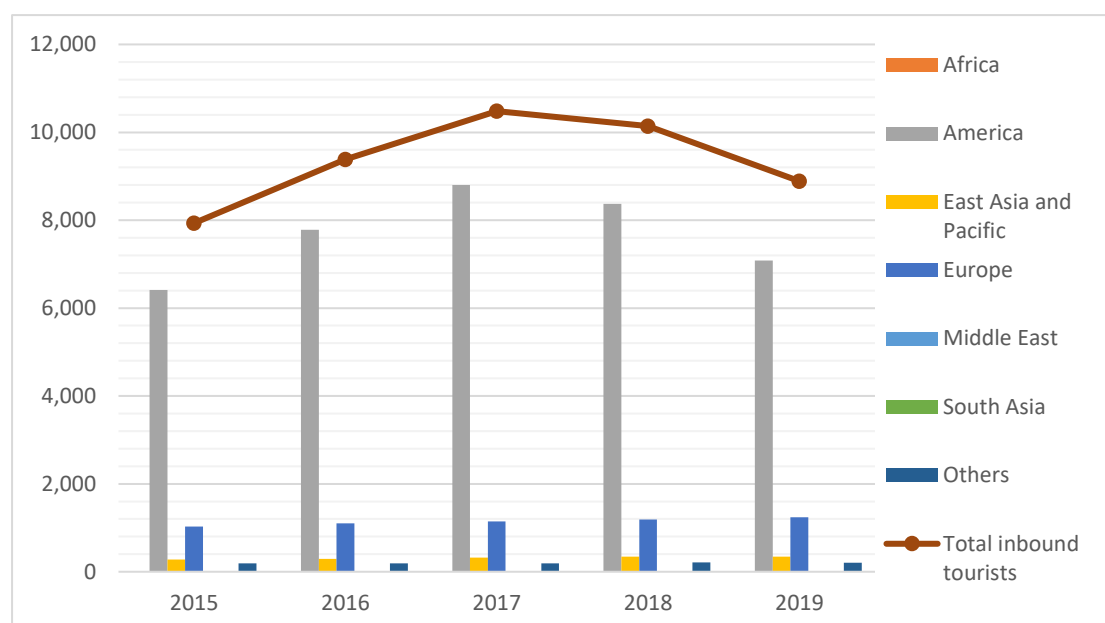


Fig 1-16 Tourist Structure of APEC-South American Plate by Regions(thousands)

Source: Own elaboration based on UNWTO sources

<https://www.unwto.org/tourism-statistics-data>

## (ii) Tourism receipts and structure

The proportion of international tourism receipts to total exports can reflect the significance of tourism on the economy to a certain extent. New Zealand had a relatively high proportion of international tourism income to total exports, and the proportion kept reaching 20% from 2015 to 2018 and remained steady. Thailand had a high proportion of international tourism receipts to total exports as well, and the proportion reached 20.09% in 2019. Australia had a relatively high value of such proportion, but it saw a gradual decline from 2016 and dropped to 14% in 2019. The Philippines saw an increasing proportion of international tourism income to total exports, realizing a gradual rise from 2016 and reaching 12.12% in 2019. Brunei Darussalam had the lowest proportion of international tourism income to total exports, keeping the proportion below 3% from 2015 to 2018. Singapore had a relatively low proportion of international tourism income to total exports, making it slightly higher than 3% from 2015 to 2018. Korea had a relatively low proportion of international tourism income in such a long term, but it saw a rapid increase from 2017, and reaching

3.97% in 2019.

## 1. Australia

Among APEC economies, Australia's number of tourists and tourism receipts saw a record high in 2019. As a result of the COVID-19, it saw a dramatic decline of tourists and tourism receipts in 2020.

Australia boosted developed domestic tourism, and its tourism receipts relied on domestic tourists. Australian domestic tourists contributed to the majority of both number of tourists and tourism receipts.

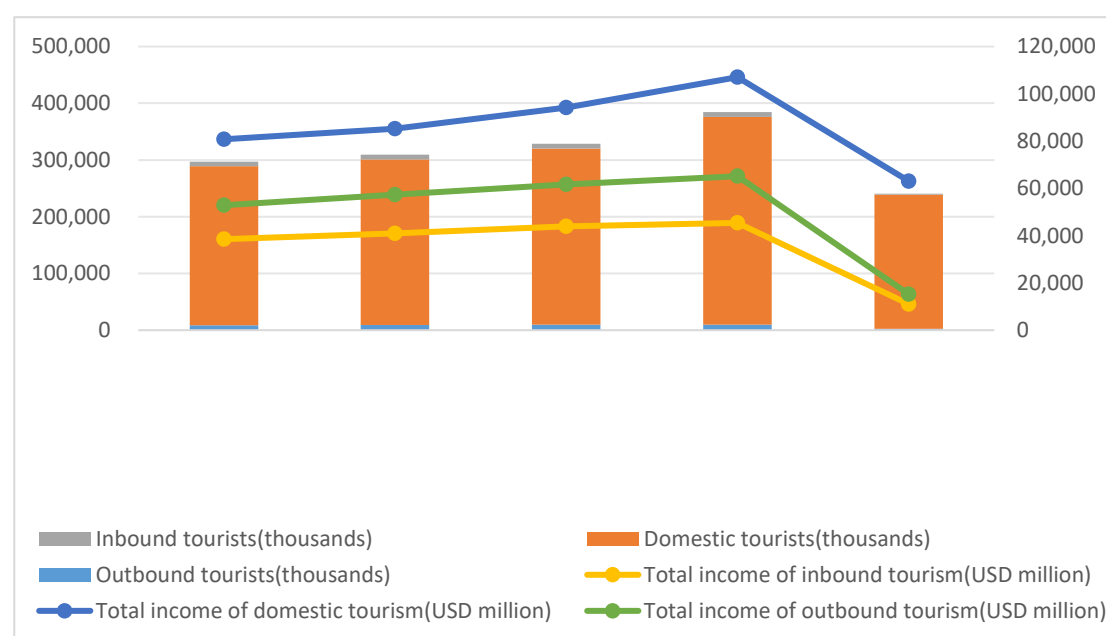


Fig 1-17 Tourism receipts and Structure of Australia

Source: Own elaboration based on APEC members survey data sources

Australia got the most expenditure from inbound tourists, seeing an average per capita expenditure of USD 5,381 in recent five years, while the average per capita expenditure from domestic tourists was USD 289 during the period. The average value of per capita tourism receipts is USD 397 in recent five years. Although Australia saw a dramatic drop of inbound tourists in 2020, its per capita expenditure from inbound tourists saw a record high (USD 6,475) in the year.



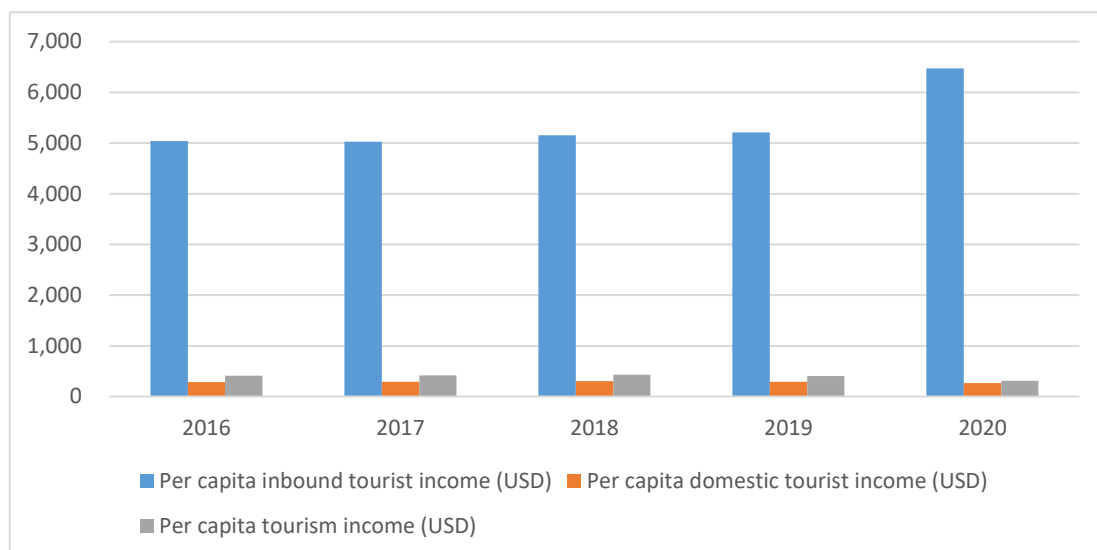


Fig 1-18 Per Capita Tourist Income and Structure of Australia

Source: Own elaboration based on APEC members survey data sources

## 2. Peru

Among APEC economies, Peru's number of tourists and tourism receipts saw a record high in 2019. As a result of the COVID-19, it saw a dramatic decline of tourists and tourism receipts in 2020. Though its inbound tourists were much less than its domestic tourists, its income from inbound tourists was slightly less than that from domestic tourists.

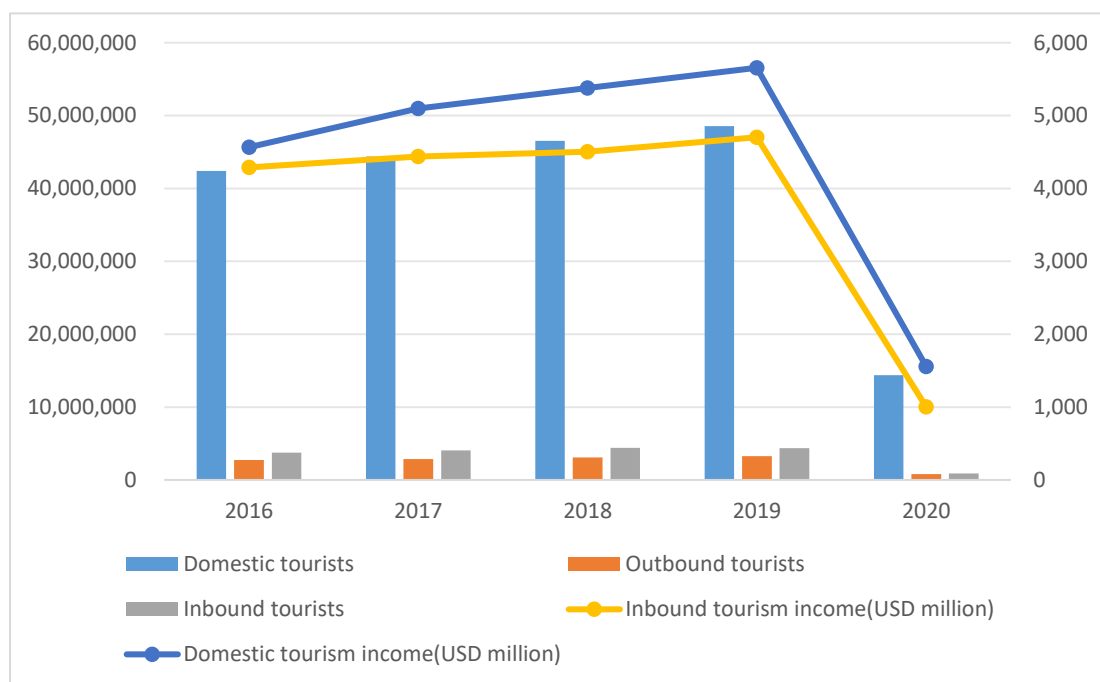


Fig 1-19 Tourism receipts and Structure of Peru

Source: Own elaboration based on APEC members survey data sources

Peru saw significant differences between the per capita income from inbound tourists and that from domestic tourists. Its average per capita tourism receipts is USD1,092 in recent five years, while its average per capita income from domestic tourists is USD 113. In spite of its sharply reduced tourists and tourism receipts in 2020 as a result of the COVID-19, it did not see large fluctuations of per capital tourism receipts from both inbound and domestic tourists.

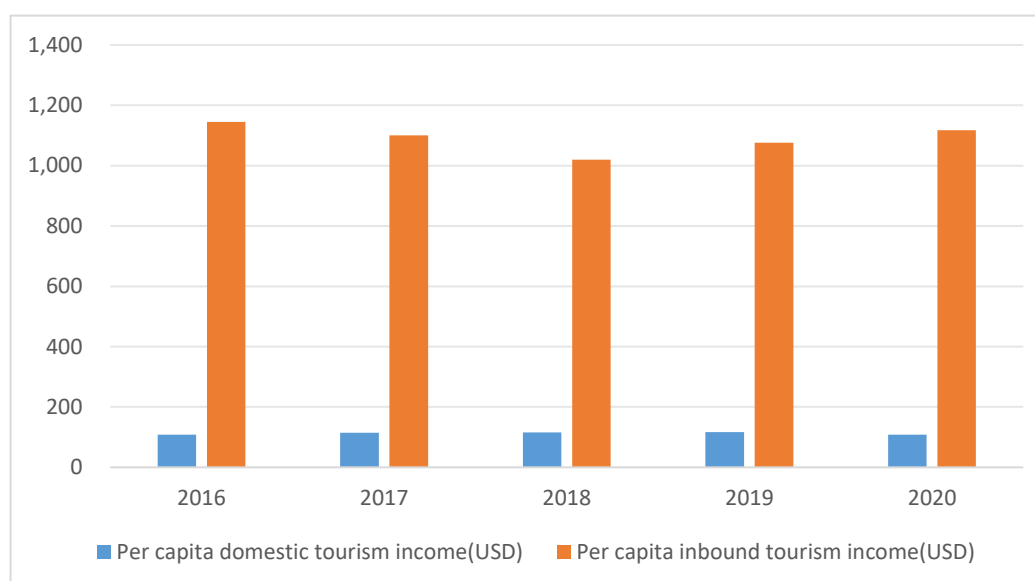


Fig 1-20 Per Capita Tourism receipts and Structure of Peru

Source: Own elaboration based on APEC members survey data sources

### (iii) Tourism contributions to APEC economies

Tourism has important economic significance on regional cooperation, trade, support for micro, small, and medium-sized enterprises, job creation, skills improvement, innovation, and information and communication technology. Before the COVID-19, tourism was one of economic sectors with the fastest growth in the world, playing an important role for APEC members. In 2019, tourism contributed to USD 9.2 trillion to global GDP, accounting for 10.4% of the total global GDP. Besides, it provided 334 million jobs worldwide and the tourist export of USD 1.7 trillion (accounting for 6.8% of total exports and 27.4% of global service exports). In 2019, the direct contribution of tourism to APEC reached USD 1.6 trillion, and APEC tourism accounted for 57.6% of global tourism. Besides, tourism provided 645 million jobs and the tourist export of USD 0.71 trillion (accounting for 6.1% of total APEC exports and 42.5% of global tourism) for APEC.

Table 1-1 Tourism Developments of APEC Members in 2019

	APEC	Growth Rate	Proportion to APEC's Regional Aggregate	Proportion of APEC to Global Tourism
<b>Tourism GDP (Direct Contribution)</b>	USD 1.6 trillion	4.0% (2019/2018)	3.0%	57.6%
<b>Arrivals</b>	454,800,000	4.7% (2018/2017)	—	32.3%
<b>Tourism receipts</b>	USD 620.5 billion	7.6% (2018/2017)	—	42.6%
<b>Jobs (Direct Contribution)</b>	64,500,000	1.1% (2019/2018)	4.3%	54.1%
<b>Exports (Tourist Expenses)</b>	USD 712.3 billion	1.1% (2019/2018)	6.1%	42.5%

Source: WTTC data for 2019 GDP, employment and export value / UNWTO for 2018 arrivals and receipts.

In addition, tourism has directly or indirectly contributed to the UN Sustainable Development Goals, especially in economic growth, job opportunities, industry, innovations, infrastructures, consumption, and production. The APEC Tourism Working Group (TWG) was formed in 1991 as a platform for tourism administrators of APEC economies to share information, exchange views and develop areas of cooperation in tourism, trade and policies to support growth in the region through travel and tourism. In 2020, the group endorsed its *APEC TWG Strategic Plan 2020-2024*, covering four priority areas, digital transformation, human capital development, travel and facilitation competitiveness, and sustainable tourism and economic growth. Additionally, the TWG aligned with APEC Malaysia 2020's priorities under its overarching theme "Optimizing Human Potential towards a Resilient Future of Shared Prosperity: Pivot Priorities Progress.", namely improving the narrative of trade and investment, inclusive economic participation through digital economy and technology, and driving innovative sustainability.

## II. Impacts of COVID-19 on the Tourism of APEC Economies

### (i) Serious impacts on the tourism of APEC economies

The whole world is suffering from the hardships of the COVID-19 pandemic, and APEC is not an exception. The GDP levels of APEC economies have dropped substantially, as shown in Fig 2-1. Because of the pandemic, economies worldwide have sealed their borders to limit travels and reduce the movement of their citizens. The tourism among APEC economies has been sluggish.

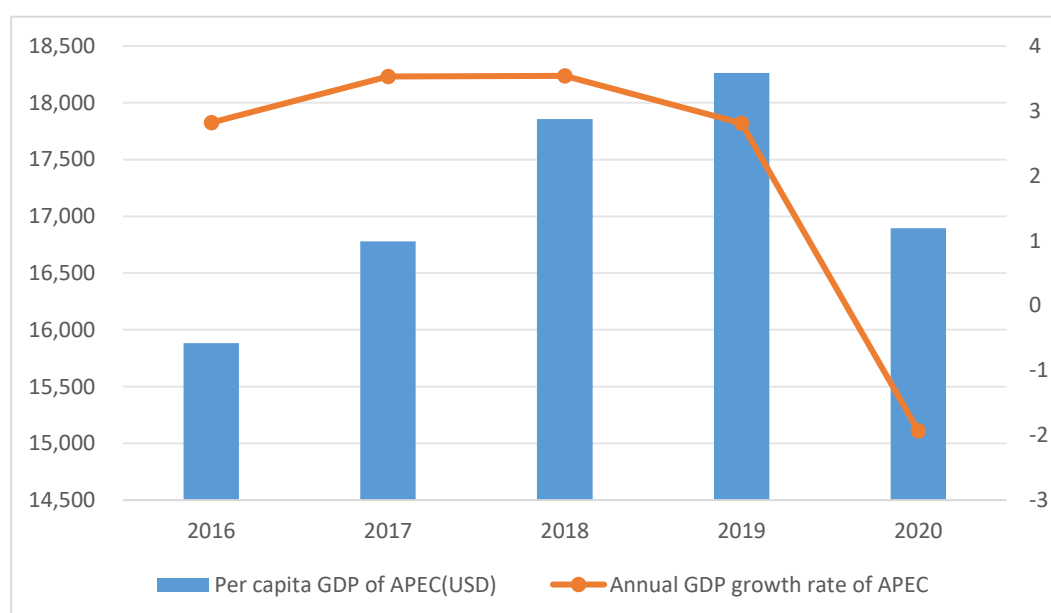


Fig 2-1 Economic Growth of APEC

Source: Own elaboration based on UNWTO sources

<https://www.unwto.org/tourism-statistics-data>

As a result of the COVID-19 pandemic, tourism contribution to global GDP has reduced by 49.1%, declining to USD 4.7 trillion in 2020 from USD 9.2 trillion in 2019. In 2019, tourism contribution to global GDP was 10.4%, while the proportion dropped to 5.5% in 2020. Jobs related to tourism were reduced to 272 million from 334 million in 2019, reducing by 18.5%. In Asia-Pacific Region, tourism contribution to GDP dropped to USD 1.4 trillion in 2020 from 3 trillion in 2019, reducing by 53.7%. In 2019, the economic contribution of tourism accounted for 9.9% of the economic aggregate for

Asia-Pacific, while the figure dropped to 4.6% in 2020. Besides, jobs declined to 151.01 million from previous 185.06 million, reducing by 18.4%.<sup>3</sup>

Table 2-1 Impacts of COVID-19 on APEC

	<b>Tourism Contribution to Global GDP</b>	<b>Global Jobs in Tourism (Direct Contribution)</b>	<b>Tourism Contribution to Asia-Pacific GDP</b>	<b>Proportion of Tourism to Asia-Pacific Economic Aggregate</b>	<b>Jobs in Tourism of Asia-Pacific (Direct Contribution)</b>
2019	9.2 trillion (USD)	334 Million	3 trillion (USD)	9.9%	185.06 million
2020	4.7 trillion (USD)	272 Million	1.4 trillion (USD)	4.6%	151.01 million

Source: Report of WTTC on Economic Impacts

TWG seeks to establish partnerships with relevant tourism stakeholders to promote its work and strive for the common goal of receiving 800 million international tourists by 2025. To achieve the goal, the annual growth rate should at least reach 2.08% if the inbound tourists to APEC can meet 752 million (in 2019) by 2022. The detailed annual recovery expectations are as shown below. The prediction is relatively optimistic. The pressure and difficulty of achieving the goal will be greatly boosted if the pandemic resurges repeatedly.

Table 2-2 Annual Recovery Expectation of Inbound Tourists to APEC

<b>Year</b>	<b>2022</b>	<b>2023</b>	<b>2024</b>	<b>2025</b>
<b>Expected Inbound Tourists</b>	752 million	768 million	784 million	800 million

## **(ii) Impacts of COVID-19 on the tourism of some APEC economies**

As a result of the COVID-19 pandemic, all APEC economies have seen sluggish development. In the special period, it's necessary to consider the ways to deal with the

<sup>3</sup> Report of WTTC on Economic Impacts

tourism development of APEC economies by conforming to actual conditions. APEC economies can promote regional tourism only by responding to all emergencies including COVID-19 in a rapid and effective manner.

## **1. Australia**

According to Tourism Australia, Australia saw a decline of 7.6 million international tourists, 45 million overnight tourists, and 84 million same-day tourists in 2020 as a result of the COVID-19 pandemic. Its total loss was about AUD 80 billion (about USD 57.136 billion), and the tourism receipts reduced by 51% compared with that of previous year.

## **2. China**

China's tourism suffered from serious impacts during the pandemic. The tourism market was almost completely frozen in the first half of 2020. Because of the pandemic, China's inbound and outbound tourism market saw a dramatic drop after the Spring Festival in 2020. According to the statistics issued by China's Ministry of Culture and Tourism, China received 27.47 million inbound tourists in 2020, reducing by 81% on a year-on-year basis. Macao S.A.R. citizens' visits to China and worldwide necessary business trips and demands of studying in China were the basic parts of China's inbound tourism market. In 2020, China saw 20.334 million outbound tourists, which reduced by 86.9% on a year-on-year basis. The inbound and outbound tourism market saw a recession that was never seen in the past 40 years. The COVID-19 conditions got better in the second half of 2021, and some tourism venues have been opened by following domestic pandemic prevention policies. However, the operation is not as good as that before the pandemic due to the restrictions of passengers and the occurrence of occasional cases. According to the prediction of the China Tourism Academy (Data Center of the Ministry of Culture and Tourism), China will receive 31.98 million inbound tourists in 2021 and achieve USD 20.8 billion for international tourism receipts, which increase by 18% and 23% respectively on a year-on-year basis and restore to 22%

and 16% of those in 2019. Because of effective pandemic prevention and successful policies, the tourism market of mainland tourists to Macao has seen an obvious recovery, being a highlight of outbound tourism. It is predicted that China will see 25.62 million outbound tourists in 2021, which restore by 17% and 27% compared with that in 2019 and 2020 respectively. China's inbound and outbound tourism was almost completely sluggish in the past two years. In spite of tremendous difficulties, China's tourism has kept making innovations instead of losing its confidence or waiting passively. Besides, some tourist destinations have shown their confidence in China's tourism market with their positive actions.

### **3. Japan**

The COVID-19 pandemic has resulted in tremendous impacts on Japan's tourism. Inbound tourists to Japan have declined substantially as a result of measures such as limited flights and entry controls, giving rise to a dramatic drop of Japan's overall tourism receipts.

According to the preliminary statistics of Japan Tourism Agency, the domestic tourism expenditure of the Japanese is JPY 1.6458 trillion (about RMB 97 billion) in the first quarter of 2021, reducing by 50.1% on a year-on-year basis. 10,900 foreigners visited Japan in April 2021, and the decline continued. The total Japanese domestic tourists were 49.94 million from January to March in 2021, reducing by 46.1%. Among them, 26.05 million stayed in hotels, reducing by 50.2%; 23.89 million were same-day visitors, reducing by 40.9%. The expenditure for a single trip, such as traffic, accommodation, and dining expenses, was JPY 32,957 per person, reducing by 7.3%. The foreigners visiting Japan in April 2021 reduced by 99.6% compared with those in April 2019.

### **4. Korea**

According to the Ministry of Culture, Sports, and Tourism of Korea, it was predicted that the overall loss of its tourism receipts would reach KRW 14.1 trillion (about USD 11.812 billion) in 2020.



## **5. Singapore**

According to the statistics of Singapore Tourism Board, the total tourists visiting Singapore reduced by 85.7% in 2020, declining to 2.7 million, the lowest level in 40 years. The majority of the tourists arrived in Singapore in the first two months of last year. According to the data of UNWTO, the international tourism receipts of Singapore is USD 5.2 billion in 2020, decreased of 74% from the previous year<sup>4</sup>.

## **6. Thailand**

The statistics of Thailand's Ministry of Tourism and Sports indicate that, domestic travels in Thailand in February 2021 increased by over 30% compared with those in January 2021. In January, Thailand's tourism market was seriously hit by the second wave of the COVID-19, seeing 4.51 million domestic tourists only. Since early April, the government has upgraded its monitoring measures to prevent the spread of corona viruses.

## **7. The United States**

Tourism has been one of The United States' most seriously affected sectors because of the COVID-19. According to the National Travel and Tourism Office, inbound visitor arrivals to the United States declined 76% from 79.4 million in 2019 to 19.2 million in 2020. Inbound visitor arrivals increased to 22.1 million in 2021 and through the first nine months of 2022, inbound visitor arrivals improved to 61% of the volume during the first nine months of 2019. At the same time, global outbound visitor departures from the United States declined 66% from 99.7 million in 2019 to 33.5 million in 2020. Outbound visitor departures increased to 49.1 million in 2021 and through the first nine months of 2022, outbound visitor departures improved to 78% of the volume during the first nine months of 2019. The data of US Travel Association show that the losses of US tourism have exceeded USD 1 trillion and the industry profits have dropped by 42%.

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<sup>4</sup> <https://www.unwto.org/tourism-data/country-profile-inbound-tourism>

Total travel and tourism-related exports declined 65% from USD 239.1 billion in 2019 to USD 82.9 billion in 2021. Through the first ten months of 2022, travel and tourism-related exports improved to 65% of exports during the first ten months of 2019. Total tourism-related employment declined 34% from 9.5 million in 2019 to 6.3 million in 2020. This 3.2 million decline accounted for 34% of the overall 9.3 million employment decline in the United States in 2020. At the same time, the 43% decline in tourism value added from 2019 to 2020 accounted for more than half (56%) of the total decline in nominal U.S. GDP in 2020.

### **(iii) More important role of APEC**

In normal pandemic prevention and control in the future, the attitudes and platforms for cooperative development should and must play a more important role. APEC features multiple groups focusing on trade, standards, digital economy, public health, commercial circulation, tourism, and transportation. The groups play an important role in promoting the policy coordination, experience sharing, and human resource promotion of APEC members and rapidly eliminating the impacts of the pandemic on the economies. For example, as main participants in tourism, micro, small, and medium-sized enterprises account for over 97% of all the enterprises in APEC, employ more than 60% of labor forces in the region, and account for 40% - 60% of economic growths for most economies. The survival and recovery of such enterprises in the pandemic are of vital importance to sustainable economic recovery and lasting community cohesion. All economies need to take effective actions to improve micro, small, and medium-sized enterprises and startups for development and guarantee their access to international markets and supply chains by promoting open, inclusive trade and investment environment. Besides, they need to satisfy enterprise demands by performing the bailout program to create favorable conditions for small enterprises to participate in innovative, environmentally-sustainable practices. The APEC Tourism Working Group (TWG) has played an important role in responding to the COVID-19 pandemic, such as accomplishing the APEC TWG Strategic Plan 2020-2024 and listing

measures alleviating the impacts of COVID-19, establishing the reports on best practices to provide feasible policy-based suggestions for APEC economies, promoting tourism and inclusive economic growth by using digital tools, and establishing APEC measures to relieve the impacts of COVID-19 on tourism.

### **III. Environment and Changes Faced by APEC Tourism**

#### **(i) Macro-economic situations**

##### **1. Intensified environmental uncertainties**

The world is facing unprecedented changes and irreversible political multi-polarization, economic globalization, cultural diversity, and society informatization. All economies have increasingly deep relations and reliance with each other while facing numerous common challenges. Environmental uncertainties increasingly appear during the tourism development of APEC economies. All these economies jointly face the difficulties to achieve totally balanced, inclusive, and sustainable tourism growth and enhance the vitality of tourism development.

##### **2. Closely interdependent future**

Facing complicated world economy and global issues, no economy can be concerned about itself only. A global value intended to cope with common challenges has taken shape, receiving international consensus gradually. The development of APEC tourism is interdependent as well, requirement more exchanges and cooperation. For example, APEC economies can establish close pandemic information exchange and tourism survival and development experience sharing mechanism, conduct online trainings and exchange meetings, and publish relevant periodicals and books. In addition, they can discuss conditions to open borders to be prepared for the future recovery of cross-border tourism. In the future, the contacts and exchanges involving trade, culture, tourism, and S & T among APEC economies will be more frequent, demonstrating promising prospects.

#### **(ii) Markets and destinations in normal pandemic prevention**

Safety, jaunts, and accompanying have been the focuses of future cross-border tourism. The “safety of tourism” is a major concern of respondents. According to the survey of

Chinese outbound tourists, the premise of outbound tourism is that the pandemic is fully under control. According to 82.8% of the respondents, they won't start their travels before it is confirmed that a certain destination is free from COVID-19 cases. They tend to choose tourist destinations that are not crowded. 81.6% of the respondents said that they will choose domestic travels over outbound travels in the near future. And 71.7% of them were reluctant to choose flights for outbound travels as a result of the COVID-19 pandemic.

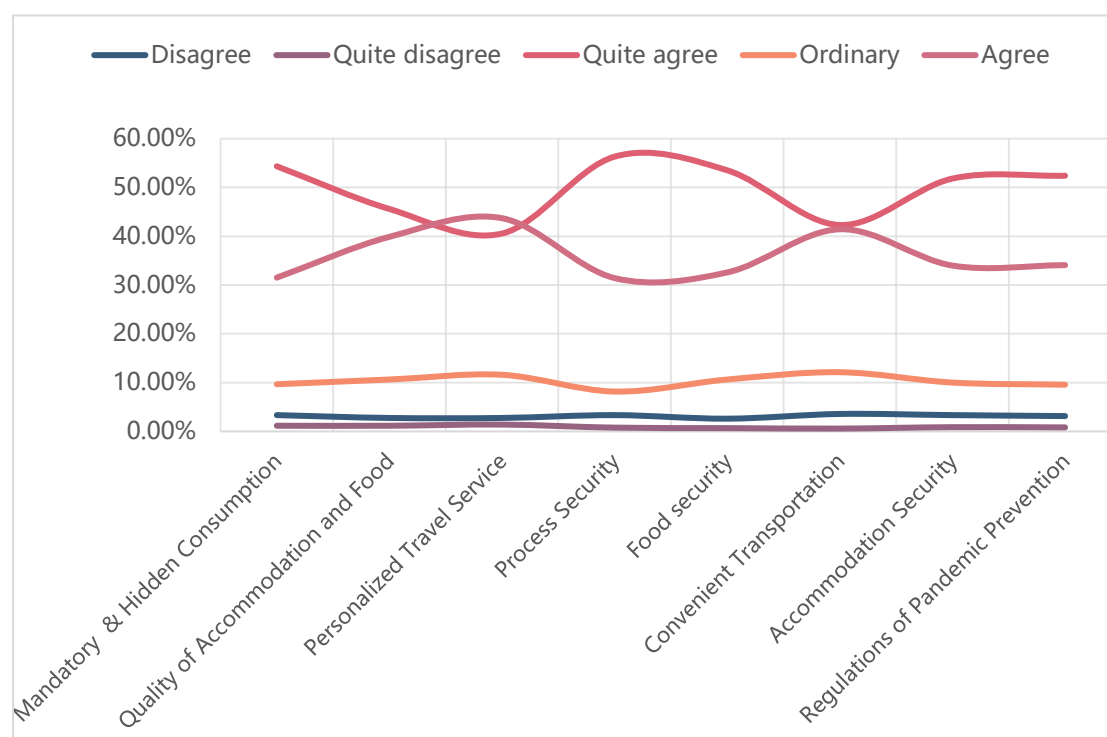


Fig 3-1 Key Concerns of Chinese Tourists for Outbound Tourism

Source: China Tourism Academy (Data Center of the Ministry of Culture and Tourism)

For outbound tourism, most Chinese tourists chose “family tours” and “tours of some family members”, while a few of them chose “travelling alone” or “travelling with strangers”.

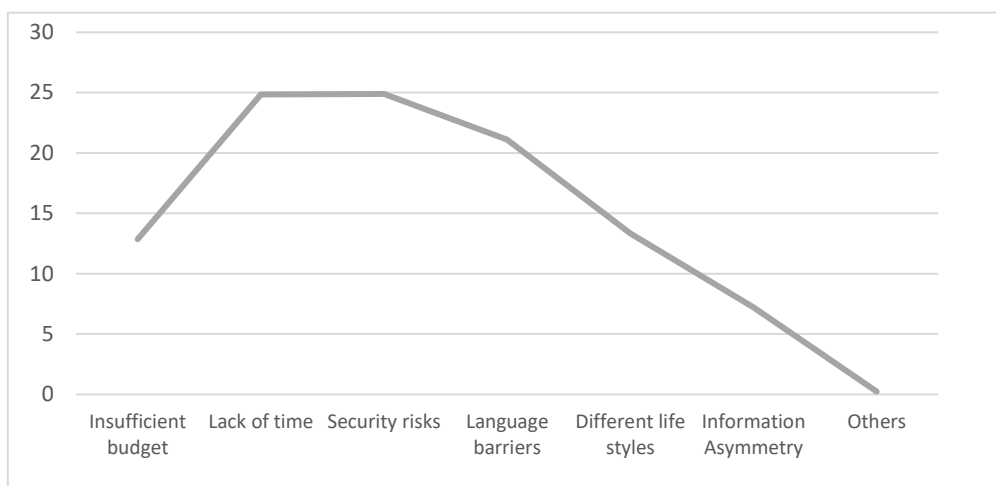


Fig 3-2 Distribution of Main Factors Influencing the Outbound Tourism of Chinese Tourists

Source: China Tourism Academy (Data Center of the Ministry of Culture and Tourism)

The characteristics of online information acquisition channels have been further intensified. According to the Chinese respondents, they mainly use “online social media” and “tourism websites” for outbound tourism information. The pandemic has a tremendous impact on Chinese respondents to choose travel agencies, and they face diversified ways for outbound tourism. Only 25.08% of the respondents chose outbound tourism through travel agencies, reducing by 37.79% compared with that in 2019.

The majority of the Chinese respondents expected outbound tourism less than one week. More than 60% of the respondents planned travels of 1-7 days, and about half of them planned travels of 4-7 days. Less than 10% of them expected travels above 15 days.

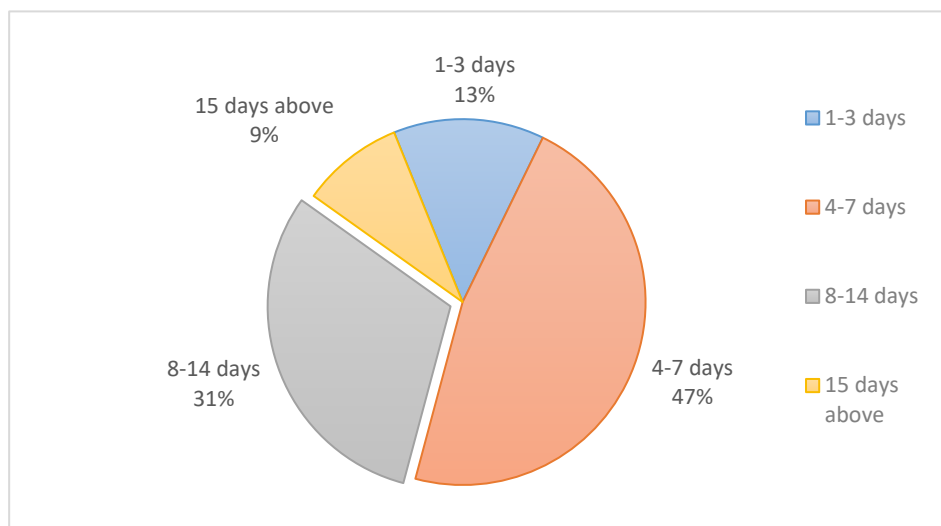


Fig 3-3 Proportions of Stays at Outbound Tourism Destinations

Source: China Tourism Academy (Data Center of the Ministry of Culture and Tourism)

With the spread of COVID-19, the pandemic prevention and control of APEC economies has been normalized, and most of the economies have tried to loosen their border control gradually. Their pandemic prevention measures will be regulated as per corresponding situations, namely the border restrictions and domestic control are loosened when the pandemic is relieved, while the pandemic prevention measures are tightened when the situations get serious. The pandemic prevention measures have been upgraded in all economies, including vaccination, rapid nucleic acid testing, and digital pandemic prevention. For example, China has launched the “Health Code”, “Inquiry of neighboring pandemic information”, to monitor people in home quarantine by using App functions and GPS, installed “Intelligent thermometer”, and launched Chinese version “International Travel Health Certificate”. Japan has allowed travelers to submit entry information through App and generate QR codes for entry inspections. Thailand has launched a compulsory application named Thailand Plus to track users’ activities and provide real-time COVID-19 prevention suggestions.

Currently, some economies and regions are considering the resumption of their cross-border travels after the pandemic situations get better. So far, Thailand has conducted visa-free requirements for 63 economies (excluding China). The travelers from these economies/regions needn’t get visas (four PCR tests and 14-day hotel quarantine are

required) before going to Thailand to revitalize its tourism. With upgraded pandemic prevention measures, improved vaccination rates and efficiency worldwide in the future, all economies (regions) will loosen their border control to gradually restore international tourism.

Table 3-1 Pandemic Prevention Measures and Entry Policies of Some APEC Economies

APEC Economies	Pandemic Prevention and Control Measures	Border Control Policies
<b>Australia</b>	Australia's international borders were closed to non-residents in March 2020; apart from those exempted (for example, essential workers) people were required to stay home during lockdowns, which varied from state to state; any suspected cases were tested, and all close contacts were tracked; wearing masks was compulsory in some instances, including on public transport; Australia is among the highest vaccinated economies in the world.	Australia's borders remained closed during 2021, with limited exemptions.
<b>Canada</b>	Strict border control measures are conducted; rigorous prevention and control mechanism composed of federation, provinces, and town communities have been established; the <i>2019 Corona Virus (COVID-19): Measures of Canada</i> has been promptly published.	The border closing of Canada has been extended to 21 July 2021. However, international students may enter Canada with their valid documents. The Federal Government of Canada issued the policy of relaxing entries on 21 June 2021, announcing that as of 5 July 2021, those who get the second shot of COVID-19 vaccination within 14 days after entering Canada and be qualified for exemption conditions needn't conduct 14-day quarantine.
<b>China</b>	Circuit breaker measures are adopted for flights. Measures including lockdown, home quarantine, mass nucleic acid testing, health monitoring, mask wearing are adopted. Digital pandemic prevention is performed. The "one-touch certification" economy-wide has been launched on the State Council client, and Chinese	As of 15 March 2021, China facilitates the visas for foreigners who have got vaccinated with COVID-19 vaccines made in China and hold relevant vaccination documents. For travelers with APEC business trip cards, they can apply for commerce (M) visas by providing valid APEC business trip cards and invitations issued by organizations inside China.



	version “International Travel Health Certificate” has been launched.	
<b>Hong Kong, China</b>	“Government’s screening and control on imported cases” + “awareness of domestic residents and all walks of life”. The Hong Kong, China Government adopts health and quarantine information reporting system, restricted entry, and compulsory quarantine measures. Besides, it carries out COVID-19 vaccination programs for all Hong Kong, China. citizens.	Considering pandemic development and requirements, the Hong Kong, China. Government requires all travelers to receive virus detections upon approval; all people entering Hong Kong, China. must submit their health declaration forms. The Hong Kong, China. Government implements boarding and compulsory quarantine requirements as per the risk classification of specified areas.
<b>Japan</b>	The measures such as restricted entry and quarantine are adopted to “keep viruses out of Japan”. No lockdown is performed in emergencies, and well-established “triage” is implemented.	As of for business executives for short-term stay from economies and regions that have reached entry agreements with Japan, they may be exempted from two-week quarantines as per previous agreements. For those from the above economies and regions for medium- or long-term stay, they can enter Japan by following the requirements of being quarantined for two weeks. The entry of Japanese citizens and foreigners with medium and long term Japanese visas will be restricted if they return from UK or South America.
<b>Korea</b>	The control on overseas travelers is enhanced, and the testing efficiency is improved. The government performs vaccination programs, implements health information management, and promptly and effectively manage people by using mobile Apps, enhancing the accuracy of pandemic prevention and control.	As of 1 July 2021, any person who has finished COVID-19 vaccination in the same foreign economy 14 days ago may apply for entry without quarantine to go to Korea. Currently, the policy is mainly for applications such as business, academic, public benefit purposes, or visiting immediate families.
<b>The Philippines</b>	Travel restrictions and border control measures are implemented. The government implements the mass vaccination program. Besides, it spares no efforts to enhance the testing ability of labs, set up community quarantine spots, accelerate the building of temporary hospitals, and track close contacts.	In June 2021, the government has extended the travel restrictions related to UAE, India, Pakistan, Sri Lanka, Oman, Nepal, and Bangladesh to 15 July . Except for the spouses and children of the Philippines citizens, all foreigners are not allowed to enter the Philippines until further notice. The above people need to be quarantined for 14 days after entering the Philippines. The visa-free deals between the Philippines and those economies that have visa-free deals with

		the economies are temporarily invalid.
<b>Russia</b>	The borders are strictly guarded to prevent the entry of overseas cases. The internal control is enhanced. The R & D of relevant medicines are conducted. Efforts are made to guarantee the food supply and domestic economy during the pandemic.	On 30 June 2021, Russia cancelled the entry restrictions for citizens of ten economies including China, Belgium and Liechtenstein. As of that date, Chinese citizens may apply for visas for work, private visits, study, and tourism.
<b>Thailand</b>	“Early discovery and quarantine” is absolutely implemented. Vaccination is performed, and “vaccine passport” templates are issued.	Thailand has conducted visa-free requirements for 63 economies (excluding China) to revitalize its tourism. The travelers from these economies/regions needn’t get visas (four PCR tests and 14-day quarantine are required) before going to Thailand.
<b>The United States</b>	Vaccination is carried out; US citizens are urged to wear masks; those who haven’t got vaccinated or highly risky people are advised to avoid travels, indoor parties, and dining outside. The <i>COVID-19 Relief Package</i> has been issued; ICU wards are established, and federal field hospitals are reconstructed.	In 2021, a negative result report of COVID-19 testing issued within 72 hours was required to enter the United States. The US Centers for Disease Control and Prevention (CDC) suggest that travelers receive a new nucleic acid testing within 3 – 5 days after entering The United States and conduct a 7-day self-quarantine at home. Those who have got vaccinated shall provide COVID-19 test reports as well.

Source: Information from relevant authorities

### (iii) Emergence of digital economy impacts

The combination of tourism with 5G, big data, AI, and other technology has been increasingly close in recent years, effectively improving the rapid growth of tourism. During the pandemic, total reservations, VR, digital identification services, contactless accommodation, and travel and movement investigations based on big data have been extensively applied, guaranteeing the safety of tourists and improving the tourism efficiency and satisfaction. APEC economies attach importance to digital transformation and innovation, encourage intelligent travel models, and provide digital travel services, including smart visas, intelligent border security check, boarding, and mobile payment.

During the pandemic, the development of health certificates and digital tools like flight inquiry has greatly facilitated tourists. In March 2021, China launched “International

Travel Health Certificate”, a mini program in WeChat, to show the nucleic acid, serum IgG antibody detection results and vaccination of the holder for overseas authorities to check and read corresponding personal information. In May 2021, the Civil Aviation Administration of China launched its mini program “Inquiry of preliminary plans of international scheduled flights”. By using the mini program, tourists can directly inquire international flights for passengers to facilitate their travels.

## **IV. APEC Tourism Trends**

**APEC tourism is facing tremendous uncertainties.** Currently, the world as a whole is still affected by the pandemic, seeing fluctuating or even continuous cases here and there. Apparent unbalancedness is seen in global pandemic prevention and control. The prevention and control requirements, including border control and flight schedules, for different tourist destinations including APEC economies are tight and loose from time to time. The mutual policy coordination efficiency needs to be improved, and the security needs of cross-border tourism cannot be fully guaranteed within a short period. Besides, unilateralism and protectionism are increasingly facilitated in the name of pandemic prevention and control. The recovery and development of APEC tourism is confronted with severe, complex environment as well as apparent uncertainties.

**The recovery and development of APEC tourism depends on multiple factors.** Although the pandemic has kept damaging APEC tourism and suppressing its recovery, the confidence and hopes for regional tourism remain unchanged. The recovery of APEC tourism not only depends on the vaccination speeds worldwide, the development and promotion of specific drugs, and the effects of controlling virus variants but also the awareness and assurance of main sources of tourists on tourism security guarantee. The recovery of APEC tourism market not only relies on market players' efforts and innovations to respond to socio-economic structure changes, S & T progresses, and tourist psychological pattern changes, but also the facilitation process based on the "International Travel Health Certificate". The pandemic has changed tourists' mindset and caused more challenges for the supply of APEC public services and products, making jaunts and controllable features the priorities for outbound tourists to choose tourist destinations. Neighboring APEC economies with tight and successful pandemic prevention measures and mutual policy coordination may have explicit development opportunities. The path of APEC tourism recovery may be from near ones to distant ones, from easy ones to difficult ones, and allowing one part to guide an area. In fact, such opportunities are open, not confined to APEC members only.

**APEC tourism stakeholders shall be fully prepared.** Governments: Governments at all levels shall continuously assess pandemic situations and enhance communication and policy coordination. On the premise of guaranteed security, the possibilities of restoring cross-border tourism can be explored. The possibilities of arranging tourism products including “tourism bubbles”, “tourism sandboxes” can be evaluated to promote the implementation of specific programs. Digital processes can be introduced and encouraged to promote the application of advanced techniques to pandemic prevention and tourism recovery. More bailout efforts can be made to help market players pull through by using multiple ways. Industries: Tourist destinations and market players shall keep continuous innovations in model optimization, marketing, and product development. Tourists’ consumption behavior characteristic changes and expectations on future tourism, iterated supply chains, and increasingly in-depth industry integration will be useful references for the actions of stakeholders including tourist destinations and market players.

## **V. Appendix**

### **(i) Indicators**

The data in the report include data sources containing the following identifications. The instructions are as follows:

VF—International visitors arrivals at frontiers (tourists and same-day visitors)

TF—International tourist arrivals at frontiers (overnight visitors, i.e. excluding same-day visitors)

IMF—International Monetary Fund

Considering the changes of pandemic prevention measures, the pandemic prevention measures and entry policies of some APEC economies as of November 2021 are cited herein.

### **(ii) Tourism data of APEC economies**

#### **1. Overview of figures and tables**

There are 49 figures and tables in the report, including 28 in the text and 21 in the appendix. The details are as follows:

Fig 1-1 Overview of International Inbound Tourists to APEC

Fig 1-2 International Inbound Tourists to APEC Economies

Fig 1-3 Proportion of International Inbound Tourists to APEC to Those Worldwide

Fig 1-4 Number of Inbound Tourists to APEC Plates

Fig 1-5 Inbound Tourists to the Asian Plate

Fig 1-6 Inbound Tourists to the Asian Plate from 2015 to 2019

Fig 1-7 Inbound Tourists to the Australian Plate

Fig 1-8 Inbound Tourists to the Oceania Economies

Fig 1-9 Inbound Tourists to the North American Plate

Fig 1-10 Inbound Tourists to the North American Economies

Fig 1-11 Inbound Tourists to the North American Plate

Fig 1-12 Inbound Tourists to the South American Economies

Fig 1-13 Tourist Structure of APEC-Asian Plate by Regions

Fig 1-14 Tourist Structure of APEC-Australian Plate by Regions

Fig 1-15 Tourist Structure of APEC-North American Plate by Regions

Fig 1-16 Tourist Structure of APEC-South American Plate by Regions

Fig 1-17 Tourism receipts and Structure of Australia

Fig 1-18 Per Capita Tourist Income and Structure of Australia

Fig 1-19 Tourism receipts and Structure of Peru

Fig 1-20 Per Capita Tourism receipts and Structure of Peru

Table 1-1 Tourism Developments of APEC Members in 2019

Fig 2-1 Economic Growth of APEC

Table 2-1 Impacts of COVID-19 on APEC

Table 2-2 Annual Recovery Expectation of Inbound Tourists to APEC

Fig 3-1 Key Concerns of Chinese Tourists for Outbound Tourism

Fig 3-2 Distribution of Main Factors Influencing the Outbound Tourism of Chinese Tourists

Fig 3-3 Proportions of Stays at Outbound Tourism Destinations

Table 3-1 Pandemic Prevention Measures and Entry Policies of Some APEC Economies

Fig 1 Sources of Inbound Tourists to Australia

Fig 2 Sources of Inbound Tourists to Brunei Darussalam

Fig 3 Sources of Inbound Tourists to Canada

Fig 4 Sources of Inbound Tourists to Chile

Fig 5 Sources of Inbound Tourists to China

Fig 6 Sources of Inbound Tourists to Hong Kong, China.

Fig 7 Sources of Inbound Tourists to Indonesia

Fig 8 Sources of Inbound Tourists to Japan

Fig 9 Sources of Inbound Tourists to Korea

Fig 10 Sources of Inbound Tourists to Malaysia

Fig 11 Sources of Inbound Tourists to Mexico

Fig 12 Sources of Inbound Tourists to New Zealand

Fig 13 Sources of Inbound Tourists to Papua New Guinea

Fig 14 Sources of Inbound Tourists to Peru

Fig 15 Sources of Inbound Tourists to the Philippines

Fig 16 Sources of Inbound Tourists to Russia

Fig 17 Sources of Inbound Tourists to Singapore

Fig 18 Sources of Inbound Tourists to Chinese Taipei

Fig 19 Sources of Inbound Tourists to Thailand

Fig 20 Sources of Inbound Tourists to The United States

Fig 21 Sources of Inbound Tourists to Viet Nam



## 2. Figures

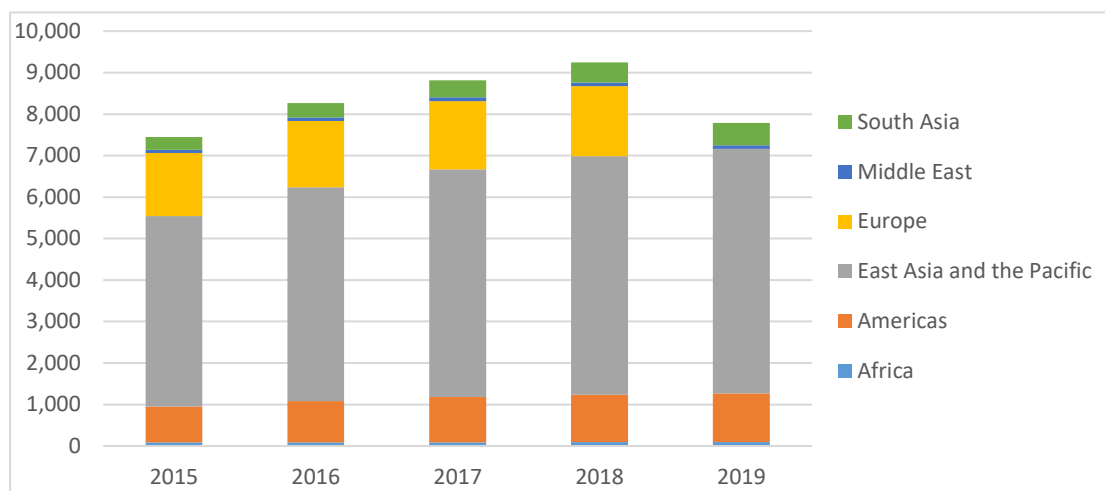


Fig 1 Sources of Inbound Tourists to Australia (thousands)

Source: Own elaboration based on UNWTO sources

<https://www.unwto.org/tourism-statistics-data>

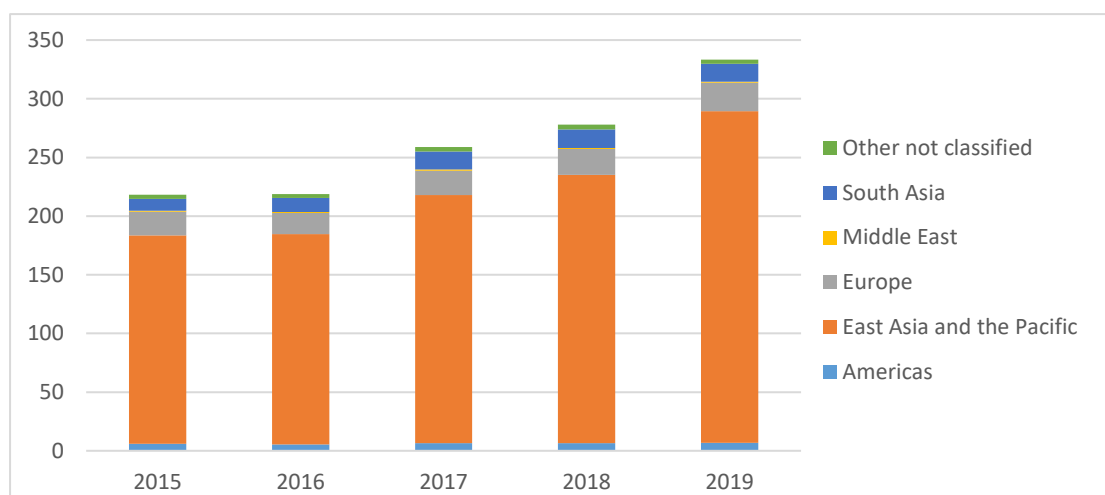


Fig 2 Sources of Inbound Tourists to Brunei Darussalam (thousands)

Source: Own elaboration based on UNWTO sources

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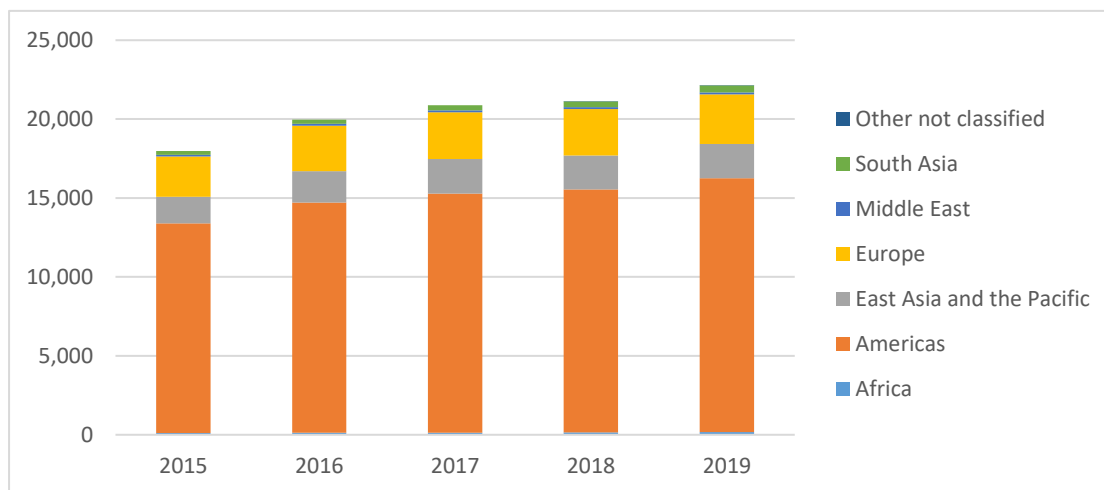


Fig 3 Sources of Inbound Tourists to Canada ( thousands )

Source: Own elaboration based on UNWTO sources

<https://www.unwto.org/tourism-statistics-data>

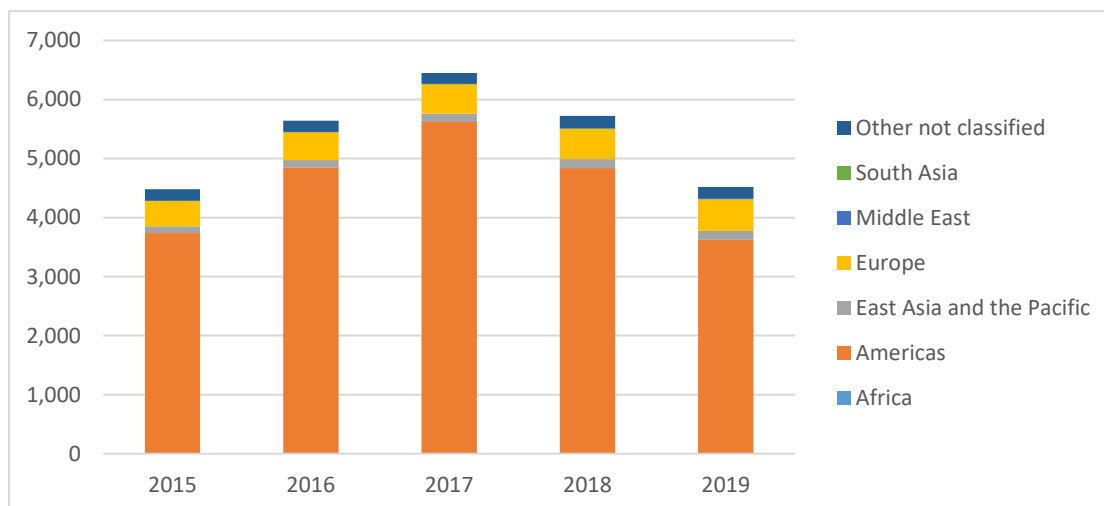


Fig 4 Sources of Inbound Tourists to Chile ( thousands )

Source: Own elaboration based on UNWTO sources

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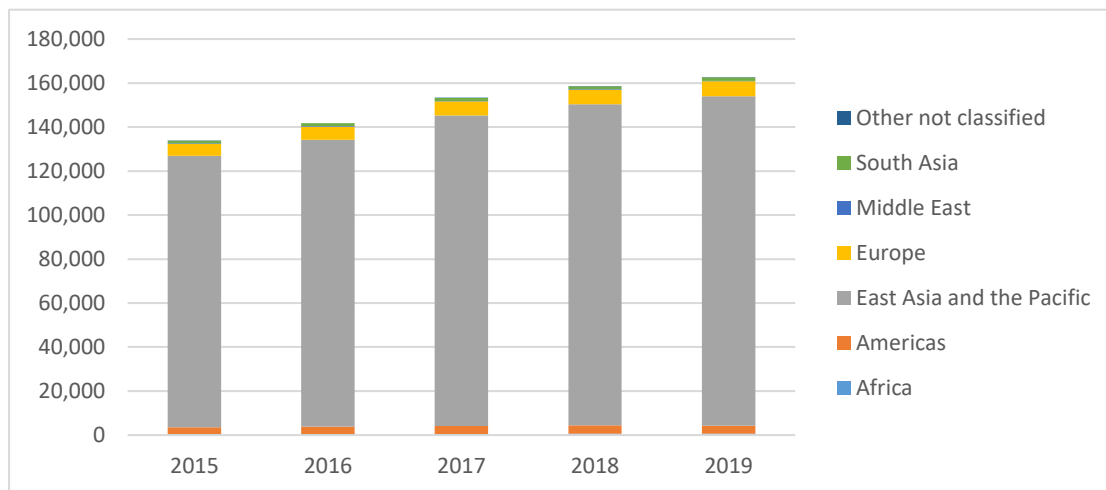


Fig 5 Sources of Inbound Tourists to China (thousands)

Source: Own elaboration based on UNWTO sources

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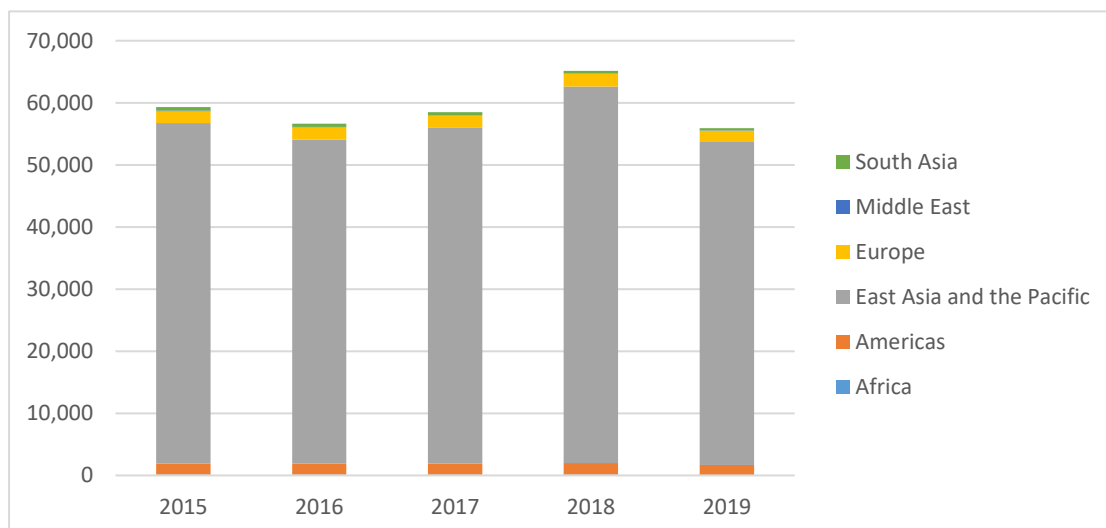


Fig 6 Sources of Inbound Tourists to Hong Kong, China (thousands)

Source: Own elaboration based on UNWTO sources

<https://www.unwto.org/tourism-statistics-data>

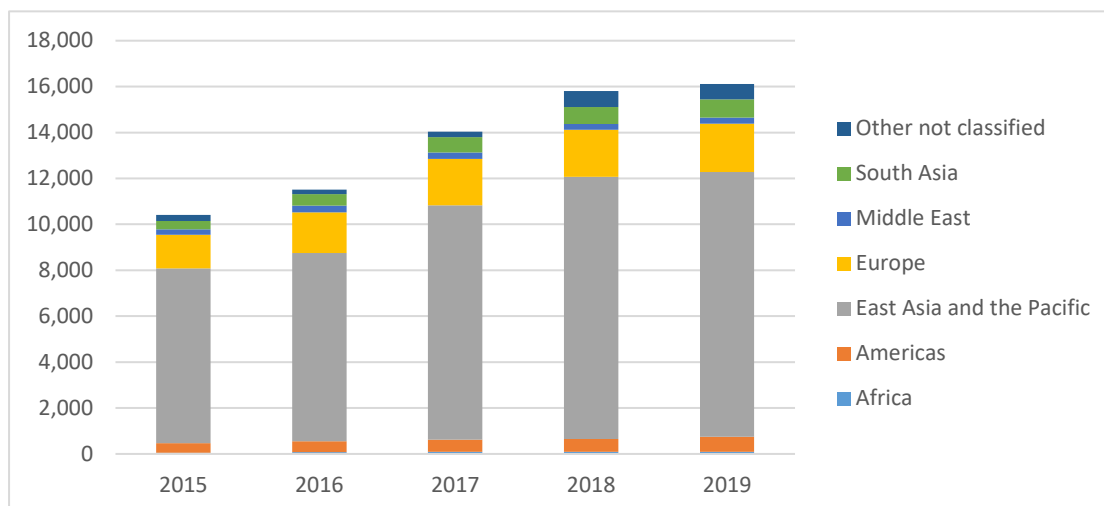


Fig 7 Sources of Inbound Tourists to Indonesia ( thousands )

Source: Own elaboration based on UNWTO sources

<https://www.unwto.org/tourism-statistics-data>

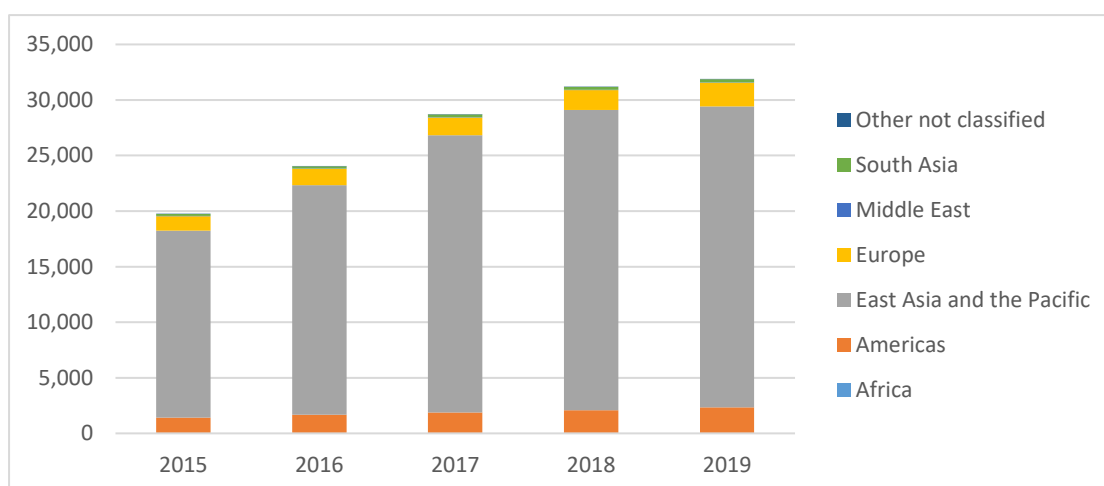


Fig 8 Sources of Inbound Tourists to Japan ( thousands )

Source: Own elaboration based on UNWTO sources

<https://www.unwto.org/tourism-statistics-data>

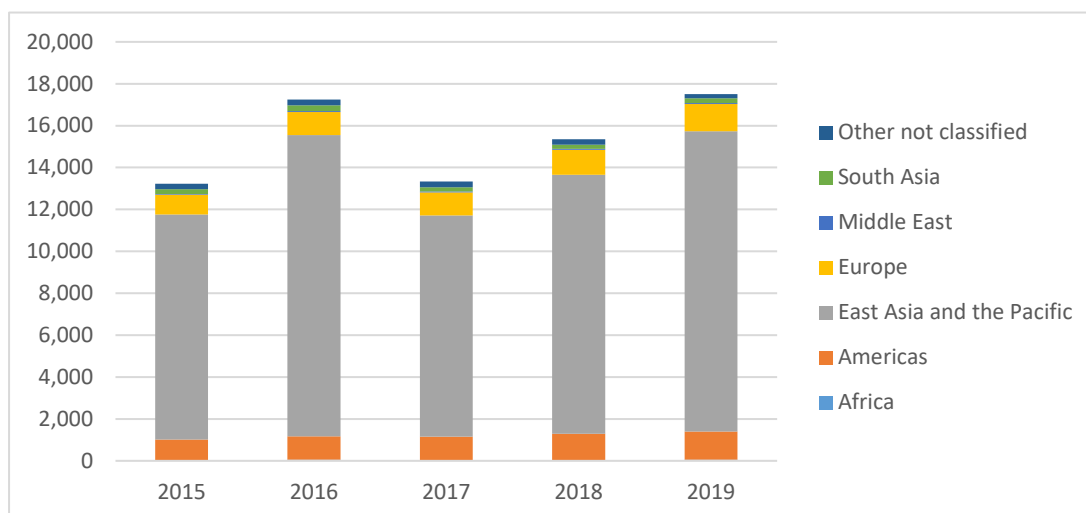


Fig 9 Sources of Inbound Tourists to Korea (thousands)

Source: Own elaboration based on UNWTO sources

<https://www.unwto.org/tourism-statistics-data>

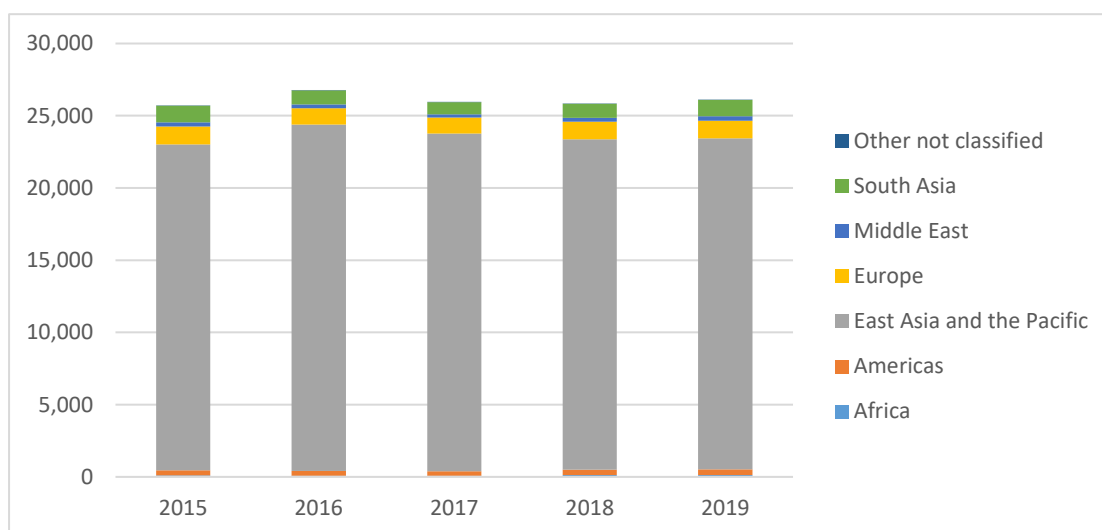


Fig 10 Sources of Inbound Tourists to Malaysia (thousands)

Source: Own elaboration based on UNWTO sources

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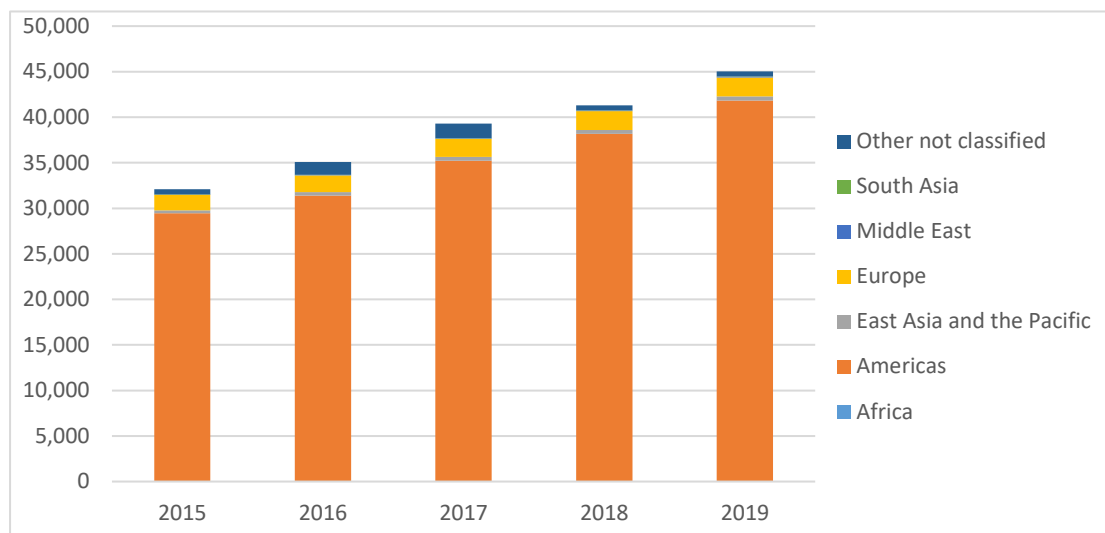


Fig 11 Sources of Inbound Tourists to Mexico ( thousands )

Source: Own elaboration based on UNWTO sources

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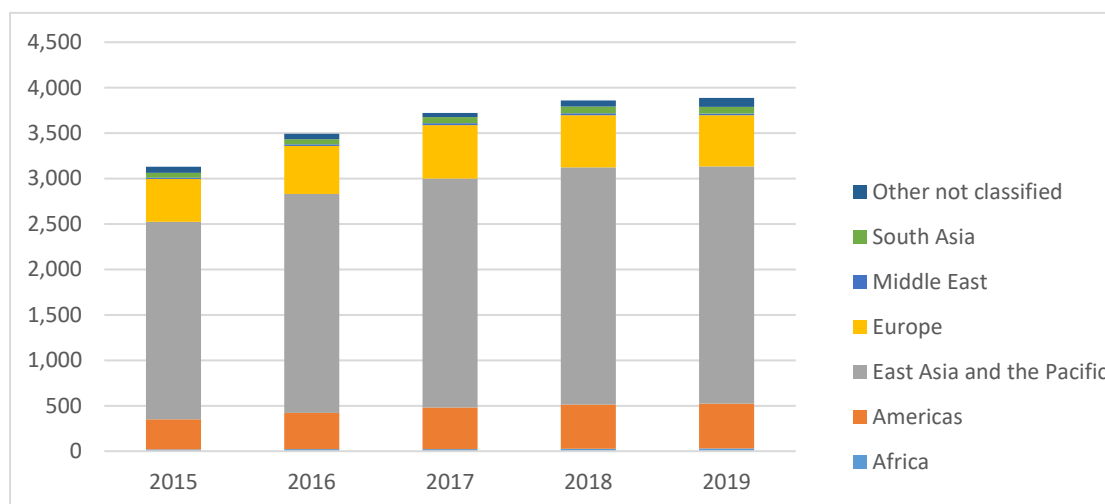


Fig 12 Sources of Inbound Tourists to New Zealand ( thousands )

Source: Own elaboration based on UNWTO sources

<https://www.unwto.org/tourism-statistics-data>

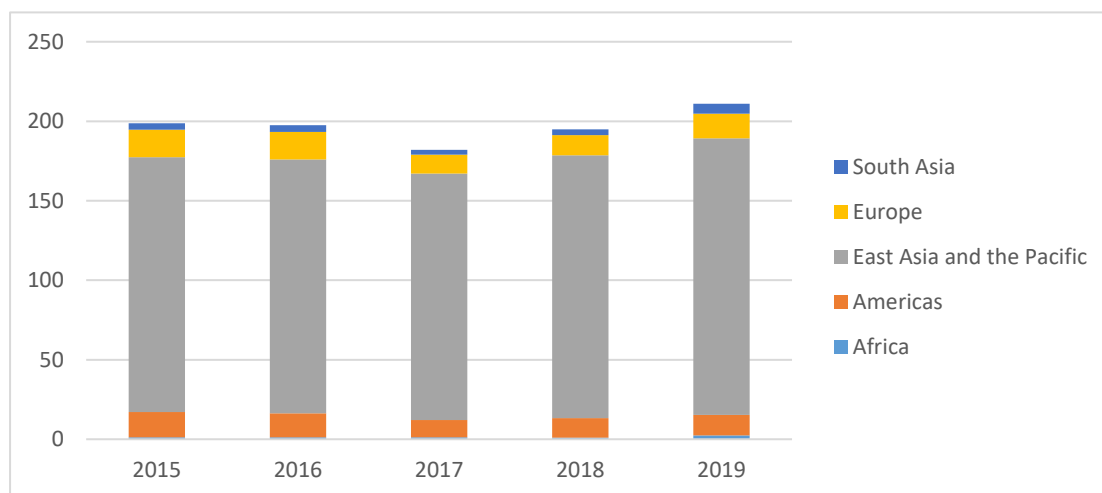


Fig 13 Sources of Inbound Tourists to Papua New Guinea ( thousands )

Source: Own elaboration based on UNWTO sources

<https://www.unwto.org/tourism-statistics-data>

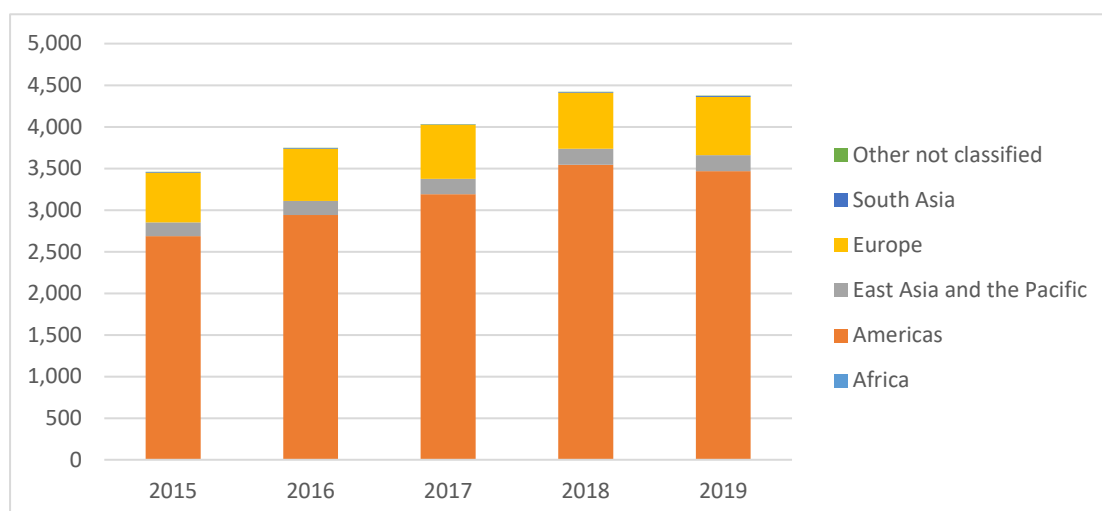


Fig 14 Sources of Inbound Tourists to Peru ( thousands )

Source: Own elaboration based on UNWTO sources

<https://www.unwto.org/tourism-statistics-data>

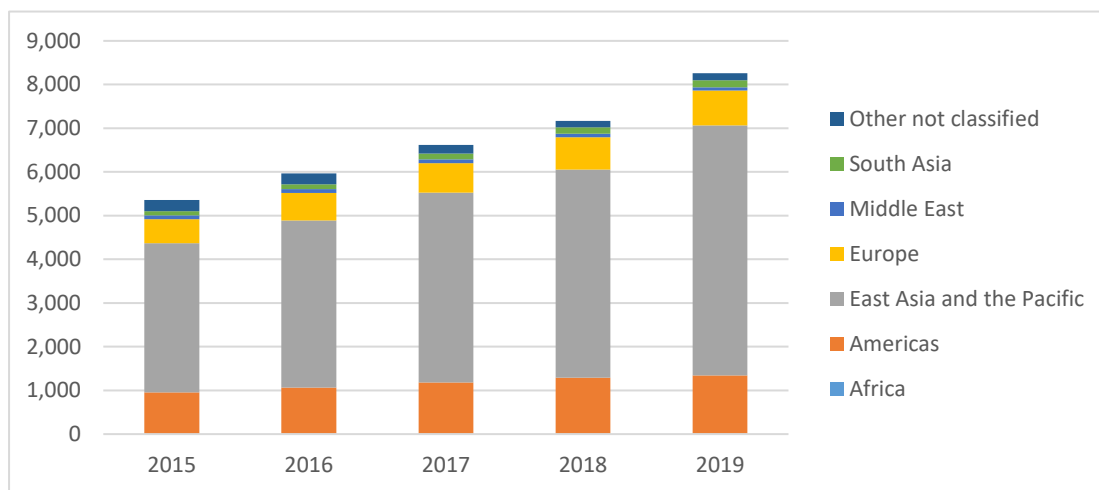


Fig 15 Sources of Inbound Tourists to the Philippines ( thousands )

Source: UNWTO

<https://www.unwto.org/tourism-statistics-data>

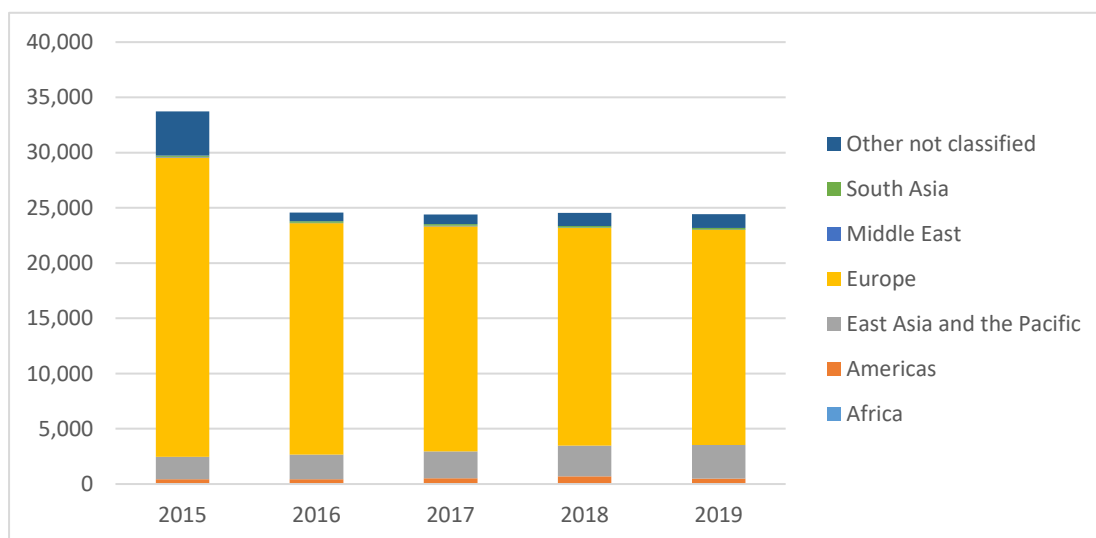


Fig 16 Sources of Inbound Tourists to Russia ( thousands )

Source: Own elaboration based on UNWTO sources

<https://www.unwto.org/tourism-statistics-data>



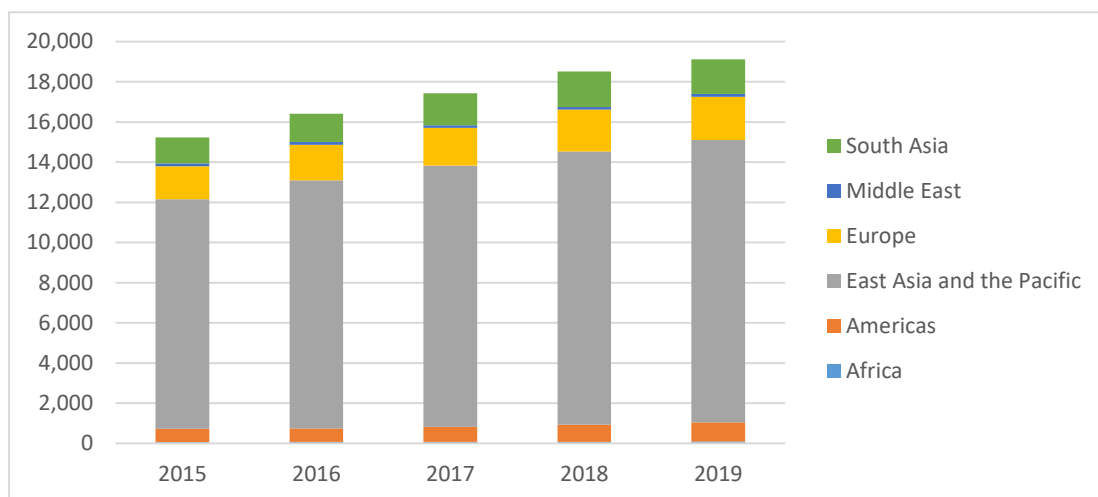


Fig 17 Sources of Inbound Tourists to Singapore ( thousands )

Source: Own elaboration based on UNWTO sources

<https://www.unwto.org/tourism-statistics-data>

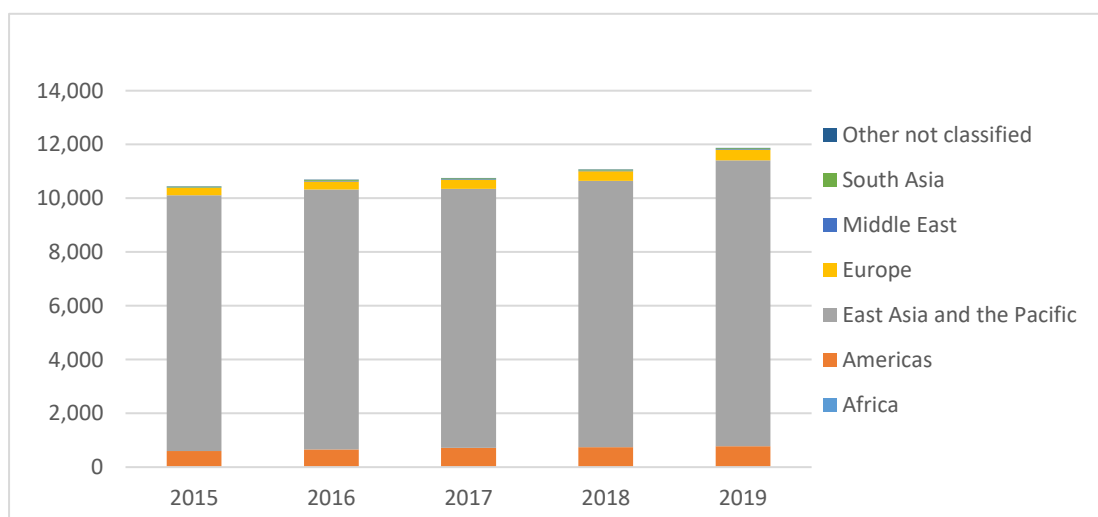


Fig 18 Sources of Inbound Tourists to Chinese Taipei ( thousands )

Source: Own elaboration based on UNWTO sources

<https://www.unwto.org/tourism-statistics-data>

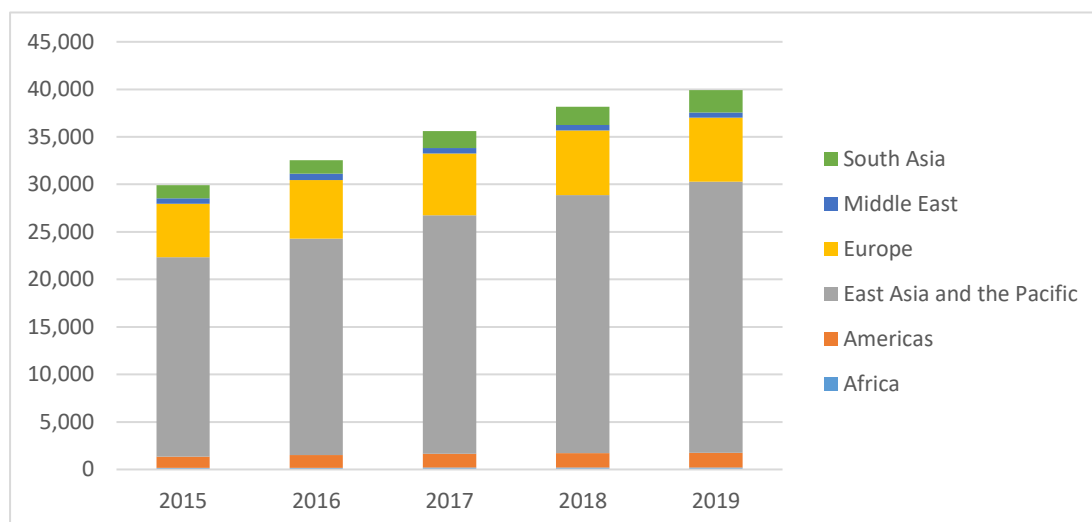


Fig 19 Sources of Inbound Tourists to Thailand ( thousands )

Source: Own elaboration based on UNWTO sources

<https://www.unwto.org/tourism-statistics-data>

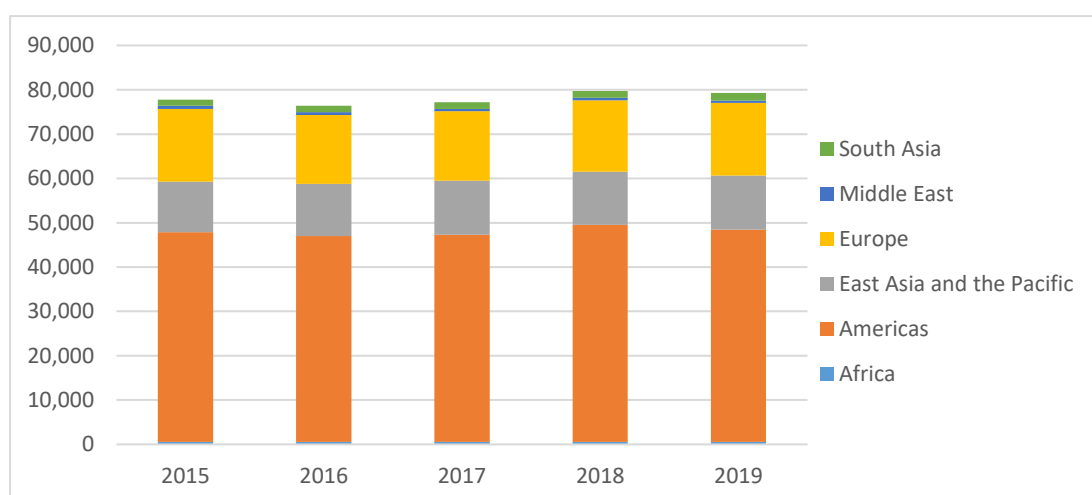


Fig 20 Sources of Inbound Tourists to The United States ( thousands )

Source: Own elaboration based on UNWTO sources

<https://www.unwto.org/tourism-statistics-data>

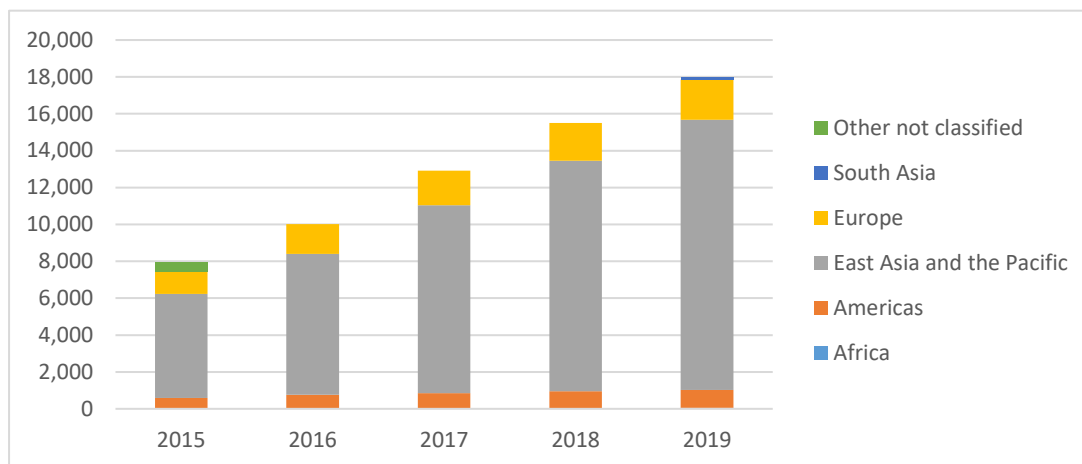


Fig 21 Sources of Inbound Tourists to Viet Nam ( thousands )

Source: Own elaboration based on UNWTO sources

<https://www.unwto.org/tourism-statistics-data>