

**Table 11.2** International Tourist Arrivals

Rank	Country	In Millions
1	France	83.7
2	United States	74.8
3	Spain	65.0
4	China	56.6
5	Italy	48.6

Source: Based on UNWTO Tourism Highlights (2015).

These same factors are important for other developed and developing countries and should be considered as plans are made for attracting or maintaining visitors. The level of disposable income, available leisure time, destination attractiveness, relative travel costs, and local exchange rates should be kept in mind as countries seek to attract even more individuals to participate in international travel and tourism activities. Tourism service suppliers are well positioned to be at the forefront of the continually growing experience economy that may well be the future of the service economy. As consumers desire more than simply commoditized services, tourism service suppliers have the opportunity to design their service offerings to be used as a stage to engage customers in events, creating lasting memories, loyalty, and increased revenues.<sup>6</sup> According to the United Nations World Tourism Organization, the number of tourist arrivals is projected to grow on every continent and reach a total of 1.6 billion by the year 2020.<sup>7</sup>

How do researchers arrive at these estimates of tourism activity? They typically take two steps. First, they estimate the number of “arrivals” at a destination (a city, a state/province, a country). Second, they estimate average expenditures per visitor by surveying samples of travelers or through estimates based on hotel and other tourism-related taxes. Then they multiply these two estimates together to arrive at a total amount of tourism spending in the specific destination. You will find that tourism activity estimates vary widely owing to the differences in the methods used to approximate the number of travelers and their expenditures, as well as the different definitions used to determine



France is the number one visitor arrival country. Photo by Cathy Hsu