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World Tourism Organization

# UNWTONNEWS

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NEWS

## UNWTO activities at Fitur 2012

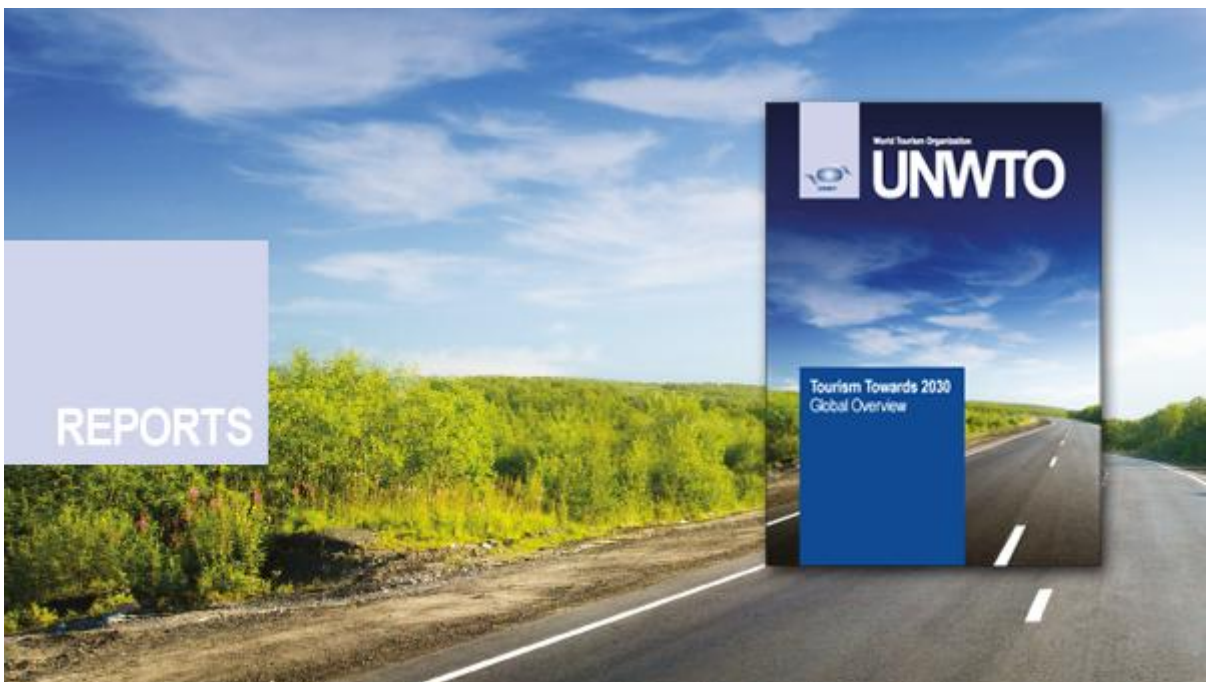
Signalling the beginning of the international tourism calendar for 2012, UNWTO will hold a number of activities at the International Tourism Trade Fair, FITUR, addressing key issues facing the sector in times of economic uncertainty (Madrid, Spain, 18-22 January, 2012). [Read More +](#)

## International tourism to reach one billion

International tourist arrivals grew by over 4% in 2011 to 980 million, according to the latest UNWTO World Tourism Barometer. With growth expected to continue in 2012, at a somewhat slower rate, international tourist arrivals are on track to reach the milestone one billion mark later this year. [Read More +](#)

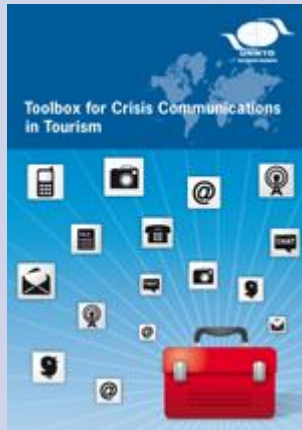


- [6th Tourism Leadership Forum, Exceltur and UNWTO \(Madrid, Spain, 17 January, 2012\)](#)
- [Tourism Investment Forum for Africa \(INVESTOUR\) \(Madrid, Spain, 19 January, 2012\)](#)
- [Panel Discussion on Women's Empowerment in the Tourism Sector – an Engine for Development \(Madrid, Spain, 19 January, 2012\)](#)



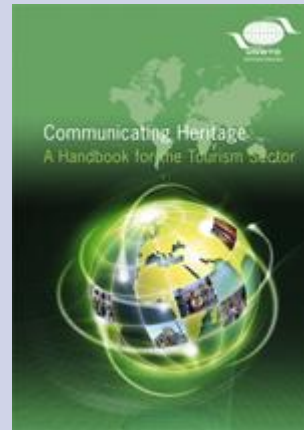
# Tourism Towards 2030

UNWTO's newly released long-term forecast shows that international tourists will reach 1.8 billion by 2030.



## Toolbox for Crisis Communications in Tourism

A practical guide for travel and tourism stakeholders to effectively address the challenges generated by crises.



## Communicating Heritage - A Handbook for the Tourism Sector

Guidance on the development of successful and effective heritage communications strategies and policies.



2012 will be the year international tourists reach one billion. The one billionth

tourist is expected to travel sometime in November or December this year.

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The [World Tourism Organization \(UNWTO\)](#), a United Nations specialized agency, is the leading international organization with the decisive and central role in promoting the development of responsible, sustainable and universally accessible tourism. It serves as a global forum for tourism policy issues and a practical source of tourism know-how. Its membership includes 155 countries, 7 territories, 2 permanent observers and over 400 Affiliate Members. Follow us on [twitter](#) [vimeo](#) and [flickr](#).



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