

# 國際旅遊業前景向好

## Bright outlook for international tourism

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二零一四年全球旅遊業表現良好，預期二零一五年會保持增長。

**International tourism saw healthy growth in 2014 and is expected to grow further in 2015.**

**根**據聯合國世界旅遊組織今年發表的《二零一四年度報告》，去年國際旅客人數和旅遊業收益都有增長，預計今年增長趨勢仍會持續。

《年報》指出，雖然二零一四年全球面對不少挑戰，例如地緣政治衝突，西非伊波拉病毒等，但國際旅客(過夜)人數仍創出新高，比二零一三年增加了約百分之四點四，接近十一億四千萬人次。增長最強勁的地區是美洲(百分之八)，其次是亞太區(百分之五)和中東(百分之五)。

歐洲仍是最多旅客到訪的地區，約有五億八千四百萬人次，佔國際旅客總人次超過一半；第二及第三位分別是亞太區和美洲。國際旅遊收益上升了百分之三點七，有一萬二千四百五十億美元，歐洲同樣稱冠，佔整體收益約四成。

世界旅遊組織發表的《二零一五全球旅遊報告》顯示，二零一四年訪客最多的目的地頭三位依次是法國、美國、西班牙，中國則排名第四，約有五千萬名訪客。旅遊收益最高的頭三位依次是美國、西班牙、中國；澳門、香港則分別佔第五和第十位。香港的旅遊業收益有三百八十四億美元。

《全球旅遊報告》指出，中國是近年增長最快的客源市場，中國旅客的外遊消費自二零一二年起已冠絕全球，去年的消費額大增至一千六百五十億美元，增幅為百分之二十七。現時中國創造了約百分之十三的全球旅遊總收益。

儘管二零零九年金融危機衝擊全球經濟，但國際旅遊業在二零一零年至一四年間依然連年增長。世界旅遊組織因此對二零一五年的展望樂觀，預測整體增長有百分三至四，其中亞太區和美洲的增長會最為強勁。☞

According to the *Annual Report 2014* released this year by the United Nations World Tourism Organisation (UNWTO), both international tourist arrivals and tourism receipts increased in 2014 and continuous growth is expected in 2015.

The *Annual Report* states that despite the many challenges faced by the world in 2014, including geopolitical conflicts and the Ebola epidemic in West Africa, international tourists (overnight) grew by 4.4% over 2013 to hit a record high of approximately 1,140 million. The region with strongest growth was the Americas, which increased by 8%, followed by Asia and the Pacific, and the Middle East, both of which grew by 5%.

Europe remained the most visited region with around 584 million visitors, accounting for over half of the world's international tourists. The second and third popular regions were Asia and the Pacific, and the Americas respectively. International tourism receipts increased by 3.7% to around US\$1,245 billion, with Europe being the top tourism earner, which accounted for over 40% of worldwide tourism receipts.

*Tourism Highlights* (2015 Edition), also released by the UNWTO, shows that **the top three tourist destinations in 2014 were France, the United States and Spain; China ranked fourth with around 56 million visitor arrivals. In terms of tourism receipts, the top three destinations were the United States, Spain and China; Macau and Hong Kong ranked in fifth and tenth places respectively. Hong Kong's tourism earnings amounted to US\$38.4 billion.**

*Tourism Highlights* points out that **China has been the fastest growing source market in recent years and has been the biggest spender in the world since 2012. In 2014, Chinese tourist spending surged by 27% over 2013 to around US\$165 billion. Currently, some 13% of international tourism receipts are generated by China.**

Despite the impact of the financial crisis in 2009 on the world economy, international tourism saw uninterrupted growth in the period between 2010 and 2014. The UNWTO's outlook for 2015 is therefore positive: an overall growth rate in the region of 3% to 4% is expected, with strongest growth in Asia and the Pacific, and the Americas.☞