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UN-backed study projects United States tourists visiting in Europe in greater numbers



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United States tourists will gradually start visiting Europe in larger numbers despite the downward revision of the economic outlook in the US, according to a new report released this week by the United Nations agency promoting responsible and sustainable tourism.

The [study](#), prepared by the UN World Tourism Organization (UNWTO) and the European Travel Commission (ETC) on US outbound travel and presented at the World Travel Market event in London on Tuesday, points out that “although US travellers to Europe tend to be more financially resilient than many, they are still keen on finding value for money at every turn.”

“Although the industry’s focus has turned towards emerging markets like the BRIC countries [Brazil, Russia, India and China], we should not forget Europe’s most significant market, the USA,” said Petra Hedorfer, the ETC President.

“In 2010, Europe attracted 11 million US citizens, a figure expected to rise in the future. It is therefore our duty to strengthen Europe’s image as an exciting and dynamic destination in spite of economic turmoil and changing consumer interests.”

Taleb Rifai, the UNWTO Secretary-General, [stressed](#) that with \$75 billion in expenditure on travel abroad last year, the US remains the world’s second most important source market for tourists.

“Europe, traditionally one of the preferred destinations for US citizens, should remain well-informed of this market and identify emerging trends.

“With this new research, produced jointly with our long-time partner ETC, we expect to help European destinations better shape their products and marketing towards the US outbound market,” said Mr. Rifai.

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[International tourist numbers to hit 1.8 billion by 2030, UN report projects](#)