

# EAGLEs Flash



EAGLEs citizens are pushing up the demand for tourism services but they are also increasingly relevant destinations for travellers worldwide

## The surge in demand for world tourism services is “emerging”

In the last six years EAGLEs citizens’ expenditure in international tourism services has more than doubled, whereas in the case of the G7’s it has barely grown. The gap in the aggregate expenditure is closing very fast. While in 2005 the total of the EAGLEs was only a quarter of the G7’s, in 2011 it was more than half. By origin, it is becoming more popular to hear Mandarin, Russian, Brazilian (Portuguese) and Korean all over the world as economic growth is creating a booming new middle class. Tourism industries, such as hotel and air passenger transportation must adapt to this reality to take advantage of this opportunity.

## Tourism industry is also flourishing in the EAGLE countries

The aggregate tourism receipts of the Eagles’ countries have also increased very fast in the last few years and in 2011 were almost equivalent to half of the receipts of the G7 economies. The fact these countries are also becoming a hot destination worldwide, also mean new opportunities for FDI projects in this industry as well as heightened demand for the appropriate human capital and to close the infrastructure gap<sup>1</sup>.

There is, however, a very large heterogeneity across EAGLE countries: China is becoming one of the top destinations for international tourists, either for holidays or business purposes. All EAGLEs, but Mexico, have increased their receipts from tourism services since 2005. In the case of Mexico, the negative effects of the Swine flu pandemic in 2009 as well as growing security concerns are having a negative impact on the sector which had been very successful previously.

Chart 1

International Tourism Expenditure, travel item (billion USD)								
Country	Ranking			Expenditure			Growth rate (%)	
	2005	2010	2011	2005	2010	2011	05-11 Avg.	10-11
<b>EAGLEs</b>								
China	7	3	3	22	55	73	22.1	32.7
Russia	9	9	7	17	27	33	11.7	22.2
Brazil	27	18	12	5	16	21	27.0	31.3
Korea	11	14	15	15	18	20	4.9	11.1
India	24	24	22	6	11	14	15.2	27.3
Mexico	22	28	-	8	7	8	-0.4	11.9
Indonesia	32	30	-	4	6	6	7.5	3.1
Turkey	40	35	-	3	5	5	8.8	-0.5
<b>G7</b>								
Germany	1	1	1	74	78	84	2.2	8.7
U.S.	2	2	2	70	76	79	2.1	4.8
UK	3	4	4	60	49	51	-2.5	4.9
France	5	5	5	32	39	42	4.8	8.9
Canada	8	6	6	18	29	33	10.6	12.0
Italy	6	8	8	22	27	29	4.4	7.8
Japan	4	7	9	38	28	27	-5.2	-2.7
Spain	12	17	18	15	17	17	2.4	3.0
EAGLEs				80	145	180	14.5	24.1
G7				313	325	346	1.6	6.5

Source: WTO and Haver

Chart 2

International Tourism Receipts, travel item (billion USD)								
Country	Ranking			Receipts			Growth rate (%)	
	2005	2010	2011	2005	2010	2011	05-11 Avg.	10-11
<b>EAGLEs</b>								
China	6	4	4	29	46	49	9.1	7.0
Turkey	8	11	12	18	21	23	4.2	10.5
India	24	17	17	7	14	18	17.0	27.1
Mexico	14	23	23	12	12	12	0.0	2.0
Korea	31	26	22	6	10	12	12.2	22.9
Russia	30	30	24	6	9	11	10.6	22.6
Indonesia	39	33	-	5	7	8	8.1	14.7
Brazil	41	37	-	4	6	7	8.6	10.8
<b>G7</b>								
U.S.	1	1	1	82	104	116	6.0	12.3
France	3	3	3	44	47	54	3.4	15.5
Italy	4	5	5	35	38	43	3.3	11.9
Germany	7	6	6	29	35	39	4.9	12.3
UK	5	7	7	31	31	36	2.7	17.4
Canada	11	15	18	14	16	17	3.5	7.1
Japan	13	18	-	12	13	11	-2.0	-16.8
Spain	2	2	2	48	52	60	3.8	15.2
EAGLEs				87	124	140	8.2	12.4
G7				247	283	316	4.2	11.7

Source: WTO and Haver

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<sup>1</sup> For more information about tourism industry in the EAGLEs please check (only available in Spanish)  
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