In 2003, 665 million international tourist trips were made. Dividing this by the world population would mean 10.7% holidayed abroad. However some people make multiple trips, so less than a tenth of the global population make tourist trips abroad.

Western Europe is the most popular destination for international tourists. The region receives 46% of world tourist trips. At the other extreme 0.1% of world tourist trips are made to Central African territories.

As a tourist destination Andorra receives 45 visits per person in the population, per year. The equivalent figures for Monaco and the Bahamas are 7 and 5, respectively.

Territory size shows the proportion of world international tourist trips to that territory.

“Tourists are very fickle beasts, even the perception that a destination is risky will lead to a marked decrease in tourist traffic.”

Howard Rosenzweig, 2003