

Arrivals of international tourists, total spending and spending per tourist in Europe 2010

| Country | International tourists (millions) | Total spending (thousands of millions) | Spending per tourist (\$) |
|----------------|--|---|----------------------------------|
| Spain | 52.7 | 52.5 | 996 |
| France | 77.2 | 46.6 | 604 |
| Italy | 43.6 | 38.8 | 890 |
| Germany | 26.9 | 34.7 | 1,290 |
| United Kingdom | 28.1 | 30.6 | 1,089 |
| Turkey | 27.0 | 20.8 | 770 |
| Austria | 22.0 | 18.7 | 850 |
| Switzerland | 8.6 | 15.0 | 1,744 |
| Netherlands | 10.9 | 13.0 | 1,193 |
| Greece | 15.0 | 12.7 | 847 |
| Sweden | 5.0 | 11.1 | 1,632 |
| Belgium | 7.2 | 10.2 | 1,417 |
| Portugal | 6.8 | 10.1 | 1,403 |
| Poland | 12.5 | 9.4 | 752 |
| Russia | 20.3 | 9.0 | 443 |
| Croatia | 9.1 | 8.3 | 912 |
| Czech Republic | 6.3 | 6.7 | 1,063 |
| Denmark | 9.1 | 5.7 | 627 |
| Hungary | 9.5 | 5.4 | 568 |
| Norway | 4.8 | 4.8 | 1,000 |
| Ireland | 7.2 | 4.1 | 569 |
| Luxembourg | 0.8 | 4.1 | 1,934 |
| Ukraine | 21.2 | 3.8 | 179 |
| Bulgaria | 6.0 | 3.6 | 606 |
| Finland | 3.7 | 2.9 | 791 |
| Slovenia | 1.8 | 2.6 | 1,392 |
| Slovakia | 1.3 | 2.2 | 1,683 |
| Cyprus | 2.2 | 2.2 | 1,005 |
| Romania | 1.3 | 1.1 | 849 |
| Malta | 1.3 | 1.1 | 496 |
| Estonia | 2.1 | 1.1 | 502 |
| Lithuania | 1.3 | 1.0 | 761 |
| Latvia | 1.4 | 0.6 | 466 |
| Iceland | 1.2 | 0.6 | 460 |
| Belarus | 0.1 | 0.4 | 3,454 |

Source: UNWTO