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UNWTO
World Tourism Organization

UNWTO Tourism Highlights 2018 Edition

International Tourism Trends 2017

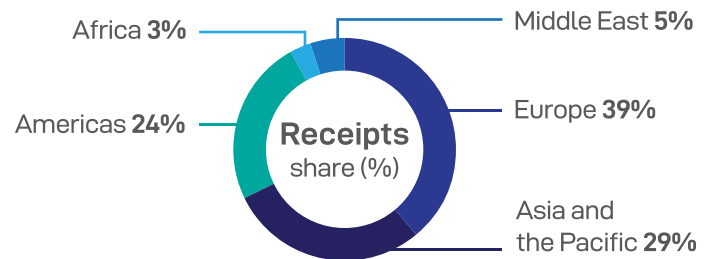
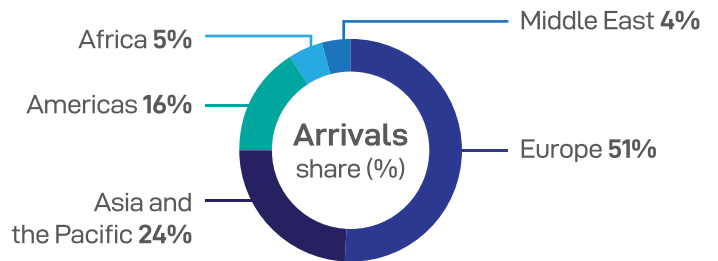
- Highest growth in international tourist arrivals in seven years since 2010
- Recovery of destinations suffering from security challenges in recent years
- Economic upswing resulting in strong outbound demand from major source markets
- Strong recovery in demand from the emerging source markets of Brazil and the Russian Federation after few years of decline



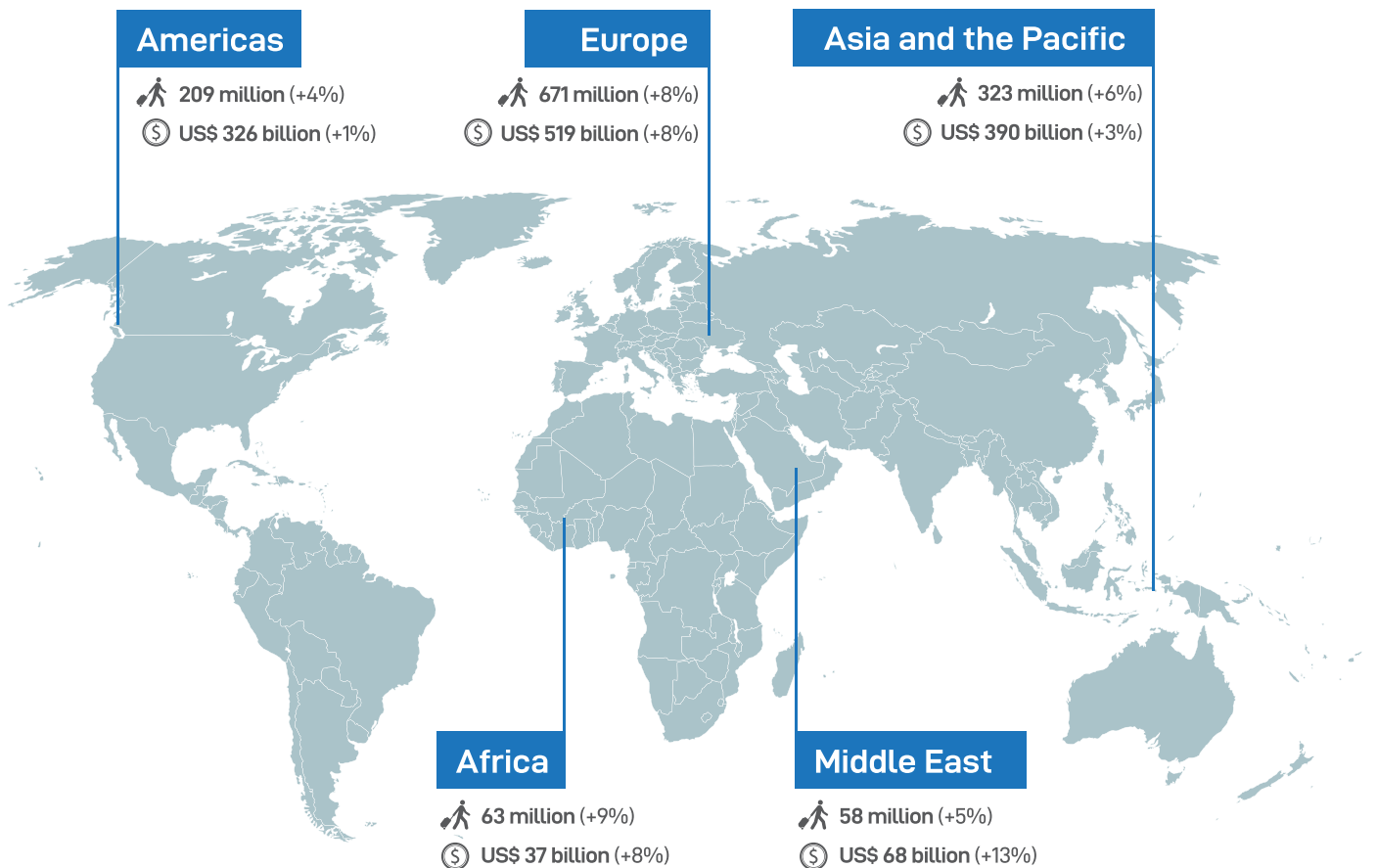
Total International Tourist Arrivals
1,323 million



Total International Tourism Receipts
US\$ 1,340 billion

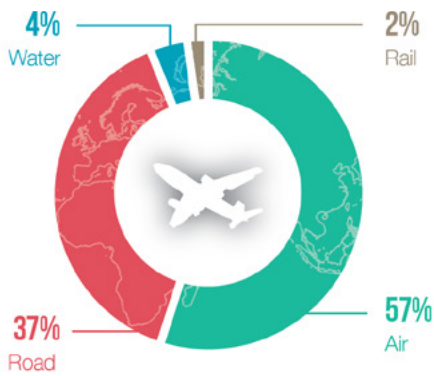


Source: World Tourism Organization (UNWTO) ©

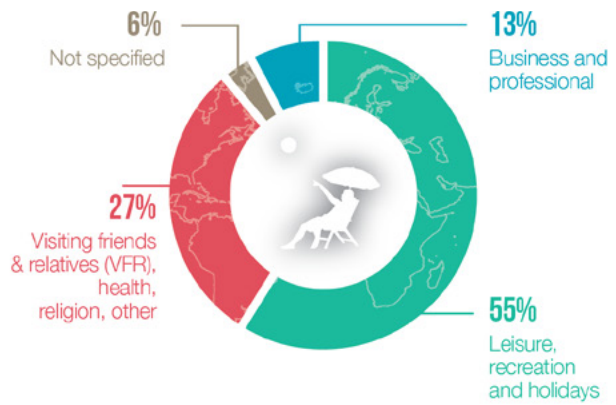


Source: World Tourism Organization (UNWTO) ©

Mode of Transport (2017)



Purpose of visit (2017)



Source: World Tourism Organization (UNWTO) ©

WHY TOURISM MATTERS



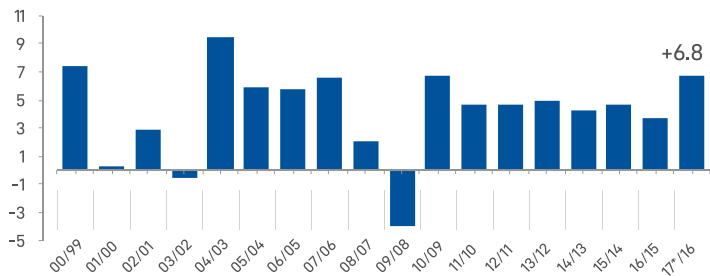
Tourism is more than you imagine!

Source: World Tourism Organization (UNWTO) ©
¹ Source: World Travel & Tourism Council (WTTC)

International Tourist Arrivals

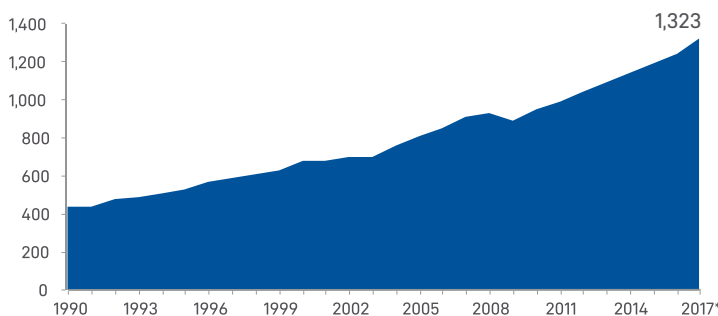
Eighth consecutive year of sustained growth

International tourist arrivals, change (%)



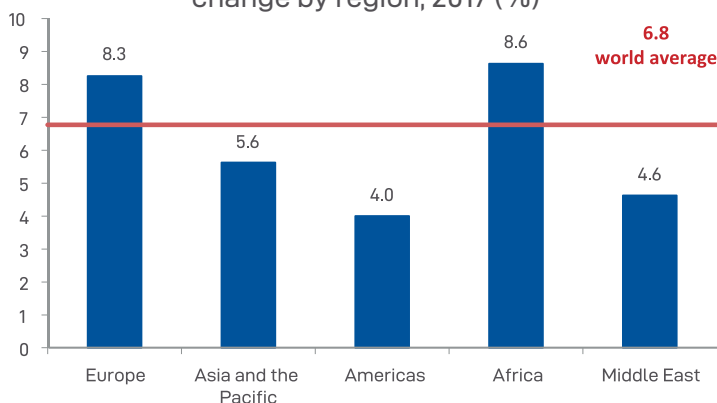
Source: World Tourism Organization (UNWTO) ©

International tourist arrivals (million)



* = Provisional figure or data
Source: World Tourism Organization (UNWTO) ©

International tourist arrivals, change by region, 2017 (%)



Source: World Tourism Organization (UNWTO) ©

- International tourist arrivals grew 6.8% in 2017, the highest increase since the 2009 global economic crisis and well above UNWTO's long-term forecast of 3.8% per year for the period 2010 to 2020.
- A total of 1,323 million international tourist arrivals were recorded in destinations around the world, some 84 million more than in 2016.
- Results were driven by sustained travel demand for destinations across all world regions, including a firm recovery of those suffering from security challenges in recent years.
- Growth was fuelled by the global economic upswing, resulting in strong outbound demand from virtually all source markets.
- The recovery of outbound demand from Brazil and the Russian Federation after a few years of decline and the ongoing rise of India, also contributed to inbound growth in many destinations.
- By region, Africa and Europe grew above average.
- By subregion, North Africa and Southern and Mediterranean Europe led results in 2017, reflecting strong demand for destinations along the Mediterranean.

International Tourist Arrivals by (Sub)region

	International Tourist Arrivals (million)							Market share (%)	Change (%)		Average annual growth (%)
	1995	2000	2005	2010	2015	2016	2017*		2017*	16/15	
World	531	680	809	952	1,195	1,239	1,323	100	3.8	6.8	4.2
Advanced economies¹	342	430	469	515	655	686	726	55	4.8	5.9	3.7
Emerging economies¹	189	250	339	437	540	554	597	45	2.5	7.8	4.8
By UNWTO regions:											
Europe	308.5	392.9	452.7	487.7	605.1	619.5	670.6	51	2.4	8.3	3.3
Northern Europe	36.4	44.8	54.7	56.6	69.8	73.8	78.0	6	5.8	5.6	3.0
Western Europe	112.2	139.7	141.7	154.4	181.5	181.6	192.7	15	0.0	6.1	2.6
Central/Eastern Europe	58.9	69.6	95.3	98.6	122.4	127.1	133.7	10	3.8	5.3	2.9
Southern/Medit. Eur.	100.9	139.0	161.1	178.1	231.4	237.1	266.2	20	2.4	12.3	4.3
- of which EU-28	271.0	336.8	367.5	383.0	478.6	500.4	537.6	41	4.6	7.4	3.2
Asia and the Pacific	82.0	110.4	154.1	208.2	284.1	306.0	323.1	24	7.7	5.6	6.4
North-East Asia	41.2	58.4	85.9	111.5	142.1	154.3	159.5	12	8.6	3.4	5.3
South-East Asia	28.5	36.3	49.0	70.5	104.2	110.8	120.4	9	6.3	8.6	7.8
Oceania	8.1	9.6	10.9	11.5	14.3	15.7	16.6	1	9.7	6.0	3.6
South Asia	4.2	6.1	8.3	14.7	23.5	25.2	26.6	2	7.0	5.6	10.2
Americas	108.9	128.2	133.3	150.4	193.8	200.7	208.7	16	3.6	4.0	3.8
North America	80.5	91.5	89.9	99.5	12.5	130.9	134.8	10	2.7	3.0	3.4
Caribbean	14.0	17.1	18.8	19.5	24.1	25.2	26.0	2	4.7	2.9	2.7
Central America	2.6	4.3	6.3	7.8	10.2	10.7	11.2	1	4.1	4.7	4.9
South America	11.7	15.3	18.3	23.6	31.9	33.9	36.7	3	6.3	8.3	6.0
Africa	18.7	26.2	34.8	50.4	53.6	57.7	62.7	5	7.8	8.6	5.0
North Africa	7.3	10.2	13.9	19.7	18.0	18.9	21.7	2	5.0	14.9	3.8
Subsaharan Africa	11.5	16.0	20.9	30.7	35.6	38.9	41.0	3	9.2	5.5	5.8
Middle East	12.7	22.4	33.7	55.4	58.1	55.6	58.1	4	-4.4	4.6	4.7

* = Provisional figure or data

¹ Classification based on the International Monetary Fund (IMF), see the Statistical Annex of the IMF World Economic Outlook of April 2016, page 146, at www.imf.org/external/ns/cs.aspx?id=29.

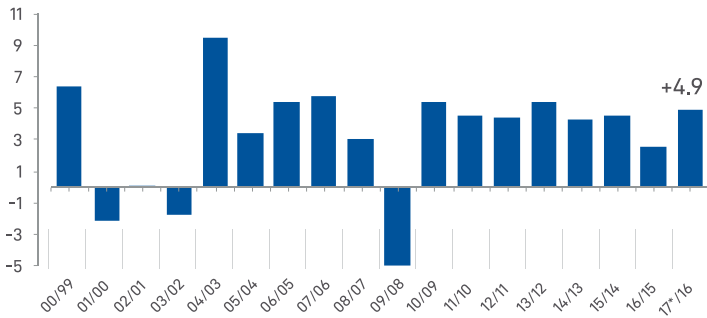
Source: World Tourism Organization (UNWTO) ©

(Data as collected by UNWTO August 2018)

International Tourism Receipts

Tourism is the world's third largest export category

International tourism receipts, change (real terms, %)



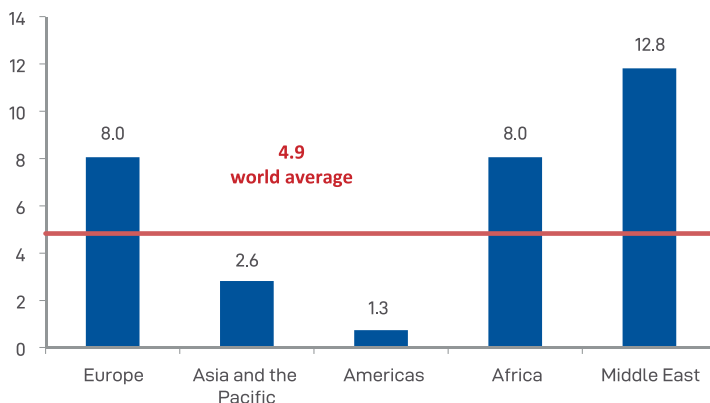
Source: World Tourism Organization (UNWTO) ©

Total tourism exports (international tourism receipts + passenger transport services) (US\$ billion)



* = Provisional figure or data
Source: World Tourism Organization (UNWTO) ©

International tourism receipts, change by region, 2017 (real terms, %)



Source: World Tourism Organization (UNWTO) ©

- International tourism receipts increased 4.9% in real terms (adjusted for exchange rate fluctuations and inflation) to reach US\$ 1,340 billion in 2017.
- Strong outbound demand from both traditional and emerging markets fuelled growth in global receipts, which follows the positive trend recorded in international tourist arrivals (+7%).
- By region, the Middle East led growth in receipts, as some destinations rebounded strongly after weaker results in 2016.
- By subregion, growth was significant in South Asia and South-East Asia, as well as in Southern Mediterranean Europe and North Africa.
- In addition to the US\$ 1,340 billion in tourism receipts earned in the destinations (the travel item of the Balance of Payments), international tourism generated another US\$ 240 billion from international passenger transport services rendered to non-residents.
- Total exports from international tourism therefore reach US\$ 1.6 trillion, or US\$ 4 billion a day on average.
- As a worldwide export category, tourism ranks third after chemicals and fuels and ahead of automotive products. In many developing countries, tourism is the top export category.

International Tourism Receipts by (Sub)region

	International Tourism Receipts											
	Change			US\$				euro				
	Local currencies, constant prices (%)		Market share (%)	(billion)			Receipts per arrival	(billion)			Receipts per arrival	
	16/15	17*/16	2017*	2015	2016	2017*	2017*	2015	2016	2017*	2017*	
World	2.6	4.9	100	1,221	1,245	1,340	1,010	1,101	1,124	1,186	900	
Advanced economies¹	1.9	4.2	65	799	814	870	1,200	720	735	770	1,060	
Emerging economies¹	3.9	6.2	35	423	431	470	790	381	389	416	700	
By UNWTO regions:												
Europe	1.7	8.0	39	468.0	468.1	519.2	770	421.8	422.9	459.6	690	
Northern Europe	8.5	7.7	7	82.0	83.2	89.7	1,150	73.9	75.2	79.4	1,020	
Western Europe	-1.2	5.1	13	159.2	157.2	170.5	880	143.5	142.1	150.9	780	
Central/Eastern Europe	6.2	6.6	4	50.4	52.6	59.9	450	45.5	47.5	53.0	400	
Southern/Medit. Europe	-0.2	11.1	15	176.3	175.1	199.1	750	158.9	158.2	176.3	660	
- of which EU-28	3.4	7.3	33	390.3	396.9	438.4	820	351.8	358.6	388.0	720	
Asia and the Pacific	4.1	2.6	29	355.6	370.8	389.6	1,210	320.5	335.0	344.8	1,070	
North-East Asia	0.1	-5.1	12	167.1	169.5	162.2	1,020	150.6	153.2	143.6	900	
South-East Asia	9.1	9.2	10	108.7	116.7	130.7	1,090	98.0	105.5	115.7	960	
Oceania	7.0	6.3	4	47.7	51.2	57.1	3,440	43.0	46.3	50.5	3,040	
South Asia	3.9	12.9	3	32.1	33.3	39.5	1,490	28.9	30.1	35.0	1,320	
Americas	2.3	1.3	24	307.3	313.7	326.2	1,560	277.0	283.4	288.7	1,380	
North America	1.7	0.8	19	241.2	244.6	252.4	1,870	217.4	221.0	223.4	1,660	
Caribbean	5.5	4.2	2	28.5	30.0	31.7	1,220	25.7	27.1	28.1	1,080	
Central America	9.0	3.5	1	11.2	12.2	12.7	1,140	10.1	11.0	11.3	1,010	
South America	1.9	2.2	2	26.3	26.9	29.3	800	23.7	24.3	25.9	710	
Africa	4.9	8.0	3	32.2	33.0	37.3	600	29.0	29.8	33.0	530	
North Africa	1.0	10.3	1	8.9	9.0	10.0	460	8.0	8.1	8.9	410	
Subsaharan Africa	6.4	7.2	2	23.3	24.0	27.3	670	21.0	21.7	24.2	590	
Middle East	1.0	12.8	5	58.0	59.0	67.7	1,160	52.3	53.3	59.9	1,030	

* = Provisional figure or data

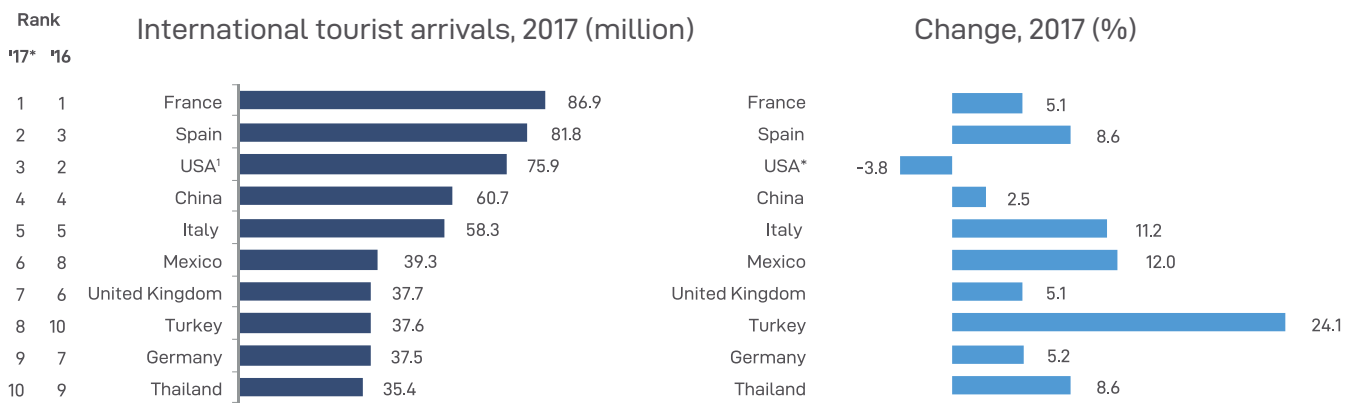
Source: World Tourism Organization (UNWTO) ©

(Data as collected by UNWTO August 2018)

World's Top Tourism Destinations

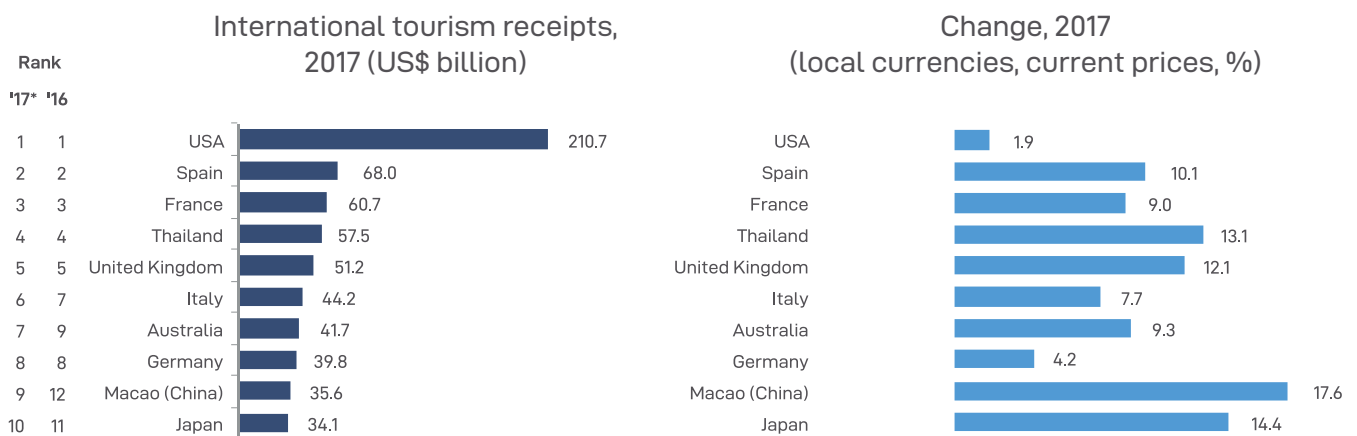
7 out of 10 top destinations are among the top in arrivals and receipts

- When ranking the world's top international tourism destinations, it is important to consider both international tourist arrivals and international tourism receipts.
- Seven out of the top ten destinations appear on both lists, despite showing marked differences in terms of the type of tourist they attract, as well as the average length of stay and spending per trip and the night.
- In 2017, four destinations moved up in the top ten ranking by international tourism receipts and three in the ranking by international tourist arrivals.
- Spain climbed from 3rd to 2nd place in arrivals and held on to 2nd position in receipts to become the world's second largest destination by both international tourist arrivals and receipts.
- Japan entered the top ten of receipts after six straight years of double-digit growth.
- The changes in the receipts ranking are partly the result of China moving down from 5th to 12th place owing to a revision in methodology.



* = Provisional figure or data
¹ Note: Arrival data for the United States refers to 2016, while the growth rate refers to the first 9 months of 2017 only as data for full year is not yet available.

Source: World Tourism Organization (UNWTO) ©



* = Provisional figure or data
 Source: World Tourism Organization (UNWTO) ©

Regional Results

Europe

Remarkable growth led by Southern Mediterranean destinations

- 2017 marks the eighth year in a row of sustained growth in **Europe**, the world's most visited region.
- Arrivals grew 8% in 2017, 52 million more than in the previous year.
- Growth in arrivals was mirrored by receipts which also increased 8%.
- Travel demand increased from virtually all Europe's source markets, both inside and outside the region, fuelling inbound growth across Europe. The recovery of the Russian outbound market in particular, benefitted many destinations.
- By subregion, **Southern Mediterranean Europe** led results in arrivals and receipts, driven by the recovery of Turkey and the continued strength of other traditional and emerging destinations. Italy and Spain reported an increase of six million arrivals each.
- In **Western Europe**, growth was led by top destination France and Belgium, recovering from the security incidents in previous years.
- Destinations in **Central and Eastern Europe** also posted solid growth with a few exceptions, thanks to increased outbound demand from Russia.
- All destinations in **Northern Europe** reported growth, including the United Kingdom, the subregion's largest destination, despite the terrorist attacks in London and Manchester. The depreciation of the British pound contributed to the UK's results, making the destination more affordable.

International Tourist Arrivals 2017



671
Million

+8%

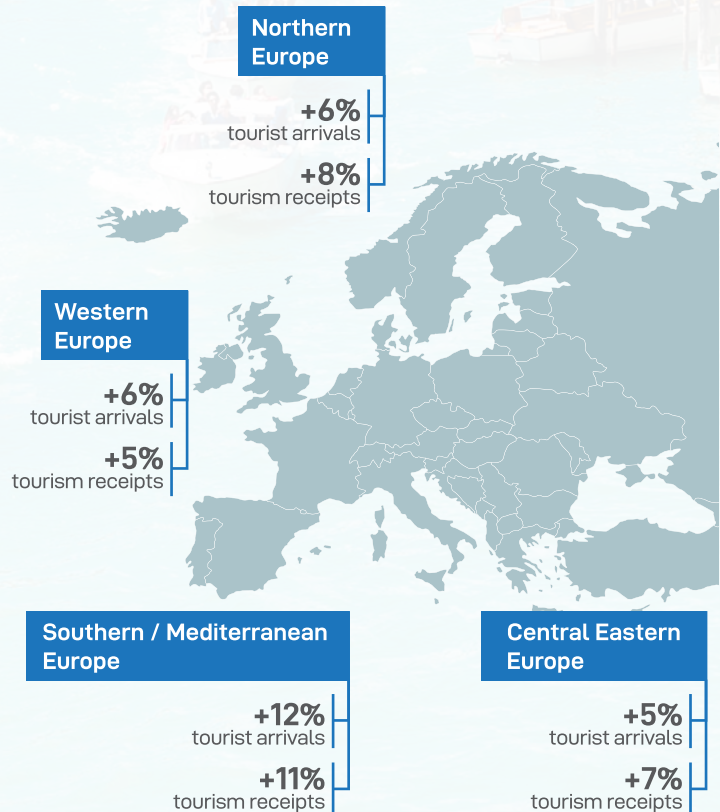
51%
share

International Tourism Receipts 2017

US\$ 519
Billion

+8%

39%
share



Regional Results

Asia and the Pacific

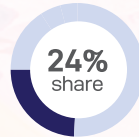
Continued growth fuelled by solid intraregional demand

International Tourist Arrivals 2017



323
Million

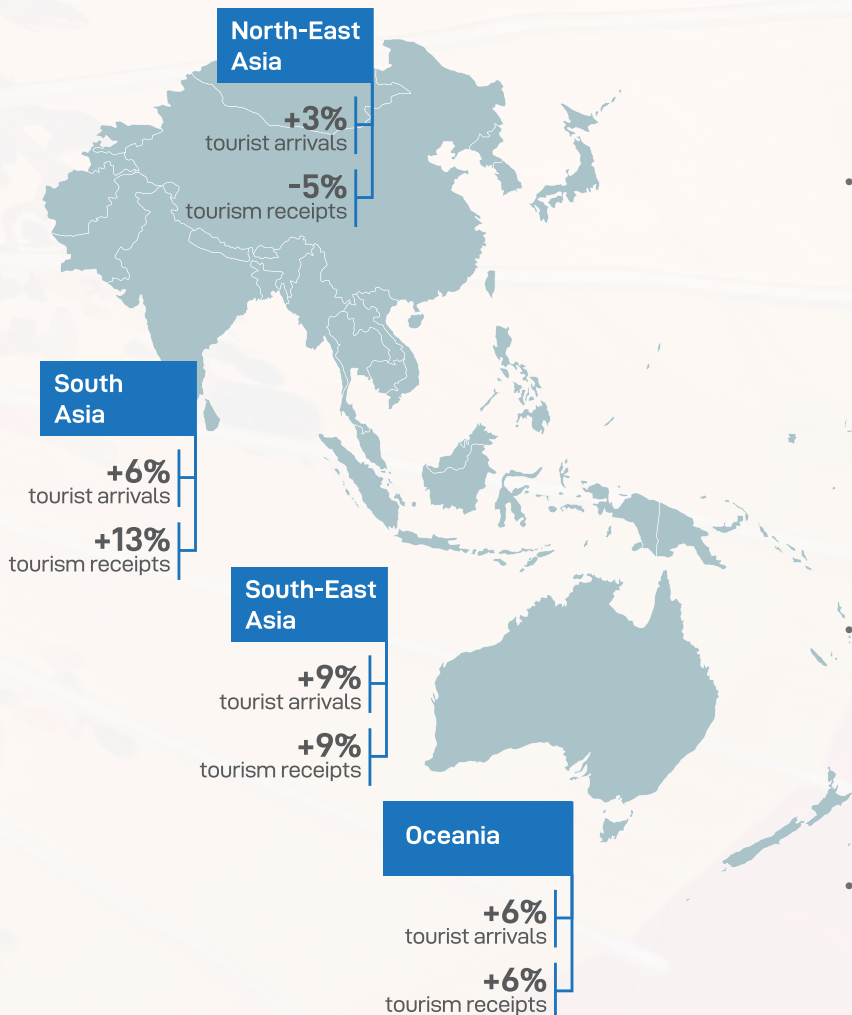
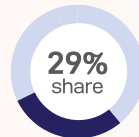
+6%



International Tourism Receipts 2017

US\$ 390
Billion

+3%



- Growth in **Asia and the Pacific (+6%)** reflects solid intraregional demand, particularly from China, the Republic of Korea and Australia.
- Growing purchasing power in emerging economy markets, increased air connectivity, more affordable travel and enhanced visa facilitation continue to fuel tourism from within and outside the region.
- Results in **North-East Asia**, the largest subregion in Asia, were positive overall. Solid growth was recorded in many destinations, led by Japan, which enjoyed its six straight year of double-digit figures in arrivals. By contrast, the Republic of Korea suffered a decline, due to fewer arrivals from China.
- **South-East Asia** enjoyed the highest growth of all Asian subregions, with an additional nine million international tourists in 2017. Growth across destinations was fuelled by robust demand from North-East Asian source markets. Vietnam recorded the fastest growth in arrivals, while Thailand, the subregion's largest destinations, added three million more arrivals. Visa exemptions and improved air connectivity also contributed to the positive results.
- Positive results in **South Asia** were largely driven by the strong performance of India, the subregion's largest destination, which benefited from increasing demand from western source markets and simpler visa procedures.
- **Oceania** reflect solid growth in Australia and New Zealand, fuelled by robust demand from North-East Asian source markets, the United States and the United Kingdom.

Regional Results

The Americas

Positive results across most destinations

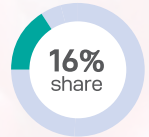
- Arrivals to the **Americas** are estimated to have increased by 4% with receipts showing a slight slower growth.
- In **South America**, the growth momentum continued in 2017. Robust outbound travel from Argentina and the rebound of Brazil fuelled growth in neighbouring destinations. Double-digit growth in arrivals was recorded in Chile, Colombia, Ecuador, Paraguay and Uruguay.
- **Central America** recorded positive results in almost all destinations in terms of arrivals, led by Nicaragua, by also thanks to strong demand from regional markets.
- In the **Caribbean**, results were rather mixed, with some destinations recording robust growth such as the Dominican Republic and Jamaica, and others declines due to the strong hurricanes that affected many islands from mid-August through September 2017.
- **North America**, which accounts for two-thirds of the region's international arrivals and receipts, recorded slower growth in 2017.

International Tourist Arrivals 2017



209
Million

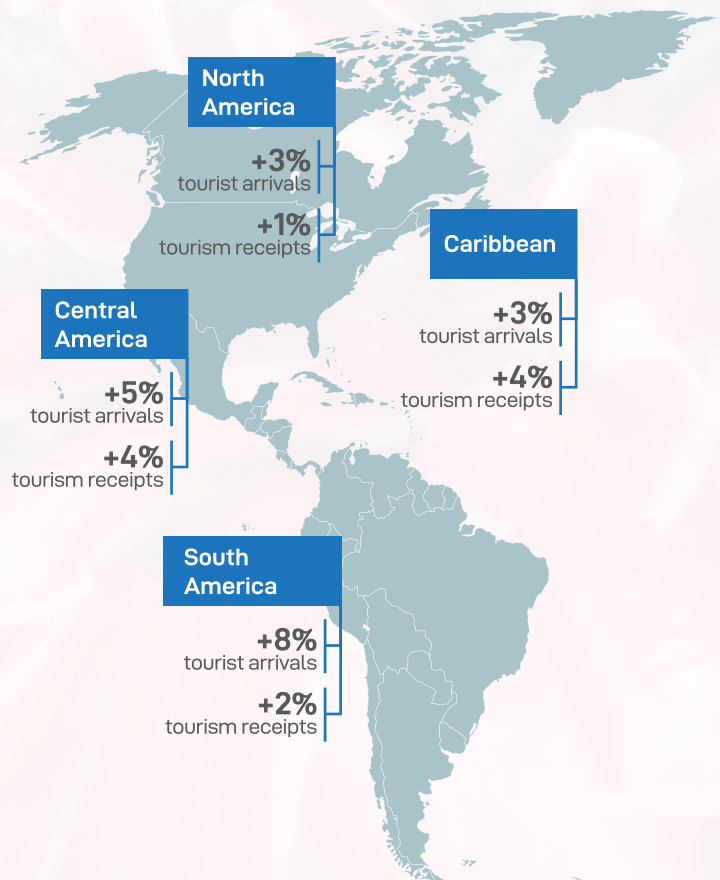
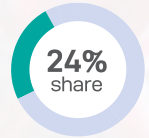
+4%



International Tourism Receipts 2017

US\$ 326
Billion

+1%



Regional Results

Africa

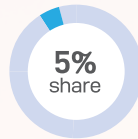
Strong recovery in North Africa drives regions' results

International Tourist Arrivals 2017



63
Million

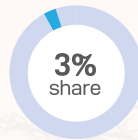
+9%



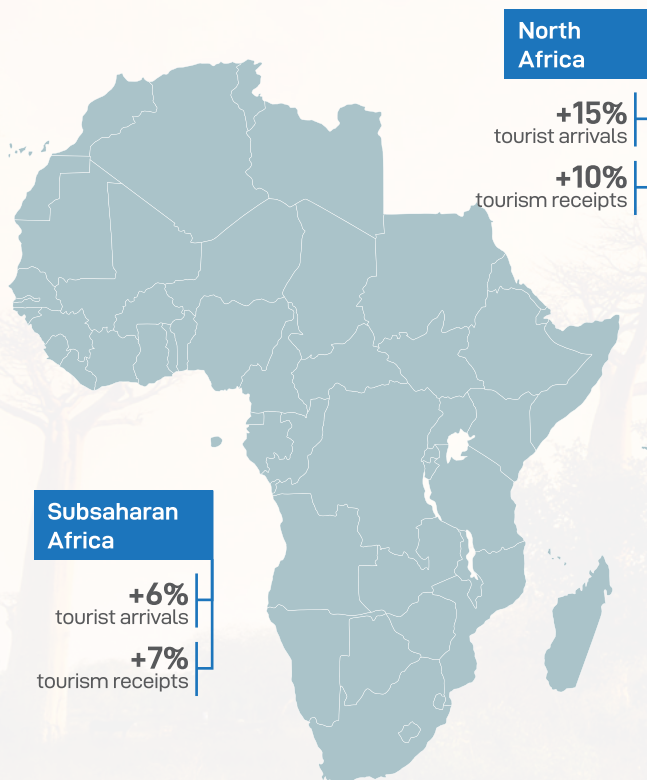
International Tourism Receipts 2017

US\$ 37
Billion

+8%



- International tourist arrivals in **Africa** are estimated to have increase by 9% and receipts at the same level (+8%).
- Results were driven by the continued recovery in **North Africa** and the solid growth in most destinations that reported data. Tunisia continued to rebound strongly in 2017 with a 23% growth in arrivals, while Morocco also enjoyed better results after weaker demand in the previous year. Growing demand from European source markets and a more stable environment contributed to the subregion's positive results.
- In **Subsaharan Africa**, strong performance continued in large destinations Kenya, Côte d'Ivoire, Mauritius and Zimbabwe. The subregion's top destination South Africa reported slower growth in arrivals though a strong increase in receipts. Island destinations Seychelles, Cabo Verde and Reunion; all reported double-digit growth in arrivals, benefiting from increased air connectivity.



Regional Results

Middle East

Rebounding from 2016 with a strong increase in income

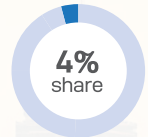
- The **Middle East** showed signs of recovery in 2017 with a strong 13% increase in income generated by international tourism.
- Results were fairly mixed across destinations, with strong rebound in some and sustained growth in others, partly offset by a few destinations reporting declines.
- Egypt led growth both in absolute and relative terms in arrivals, rebounding strongly from previous years. Visitor numbers rebounded from both traditional markets in Western Europe and emerging markets in Central and Eastern Europe, the Middle East and Asia. Promotional efforts and a return of confidence contributed to this recovery. Bahrain, Jordan and Palestine also rebounded robustly, while the United Arab Emirate of Dubai and Lebanon continued to grow at a sustained pace.

International Tourist Arrivals 2017



58
Million

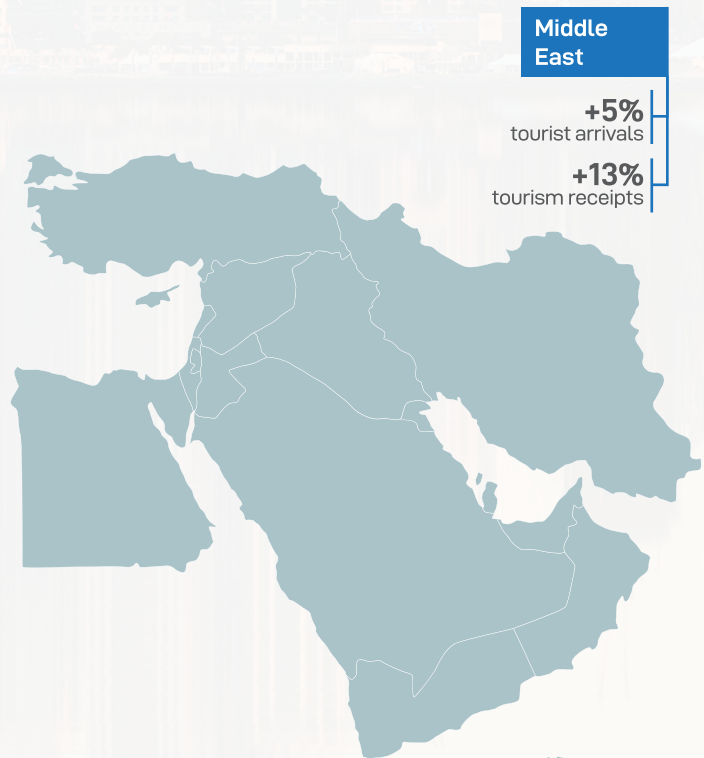
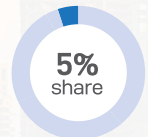
+5%



International Tourism Receipts 2017

US\$ 68
Billion

+13%



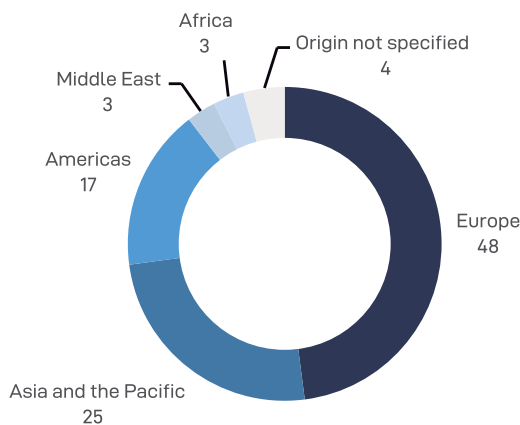
Outbound Tourism

4 of 5 tourists travel within their own region



Source: World Tourism Organization (UNWTO) ©

Outbound tourism, share by region of origin (%)



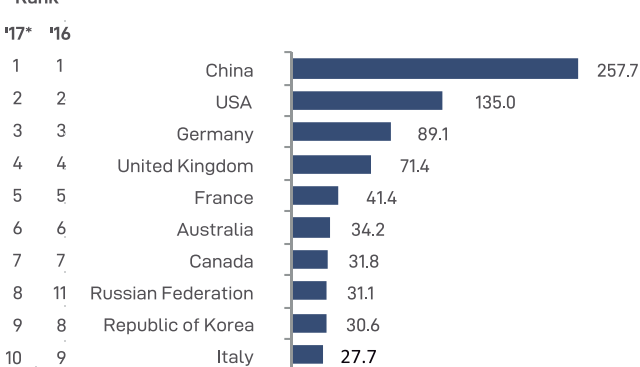
Source: World Tourism Organization (UNWTO) ©

- The large majority of international travel takes place within travellers' own regions (intraregional tourism).
- Traditionally, the advanced economies of Europe, the Americas and Asia and the Pacific have been the world's major source markets for international tourism.
- However, emerging economies in Asia, Central and Eastern Europe, the Middle East, Africa and Latin America have shown fast growth over recent years, driven by rising levels of disposable income.
- Europe still remains the world's largest source region for outbound tourism, generating almost half of the world's international arrivals.
- Meanwhile, the share of Asia and the Pacific has been increasing rapidly. Currently, one out of 4 trips originates in Asia and the Pacific.

Top spenders in international tourism

- China continues to lead global outbound travel in terms of expenditure.
- Tourism expenditure from the United States, the world's second largest source market, increased by US\$ 13 billion compared to 2016 (+9%), the largest increase in absolute terms among the top spenders.
- The Russian Federation rebounded strongly (+30%) after a few years of decline climbing three places to re-enter the top ten at number 8.
- All other source markets among the top ten recorded increases with particularly strong results in the Republic of Korea, Italy and Canada.

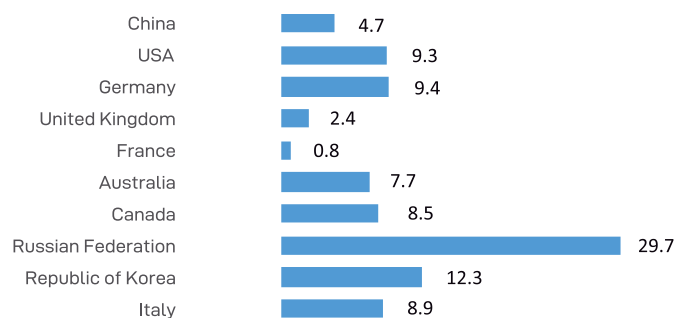
Top spenders 2017 (US\$ billion)



* = Provisional figure or data

Source: World Tourism Organization (UNWTO) ©

Change, 2017 (local currencies, current prices, %)



International Tourist Arrivals and Tourism Receipts by Country of Destination

	International Tourist Arrivals						International Tourism Receipts				
	Series	(1000)			Change (%)		Share (%)	(US\$ million)			Share (%)
		2010	2016	2017*	16/15	17*/16		2010	2016	2017*	
Europe		487,666	619,492	670,603	2.4	8.3	100	422,823	468,094	519,232	100
Northern Europe		56,550	73,795	77,962	5.8	5.6	11.6	60,634	83,223	89,740	17.5
Denmark	TF	8,744	10,781	..	3.4	5,853	7,047	7,394	1.4
Finland	TCE	2,319	2,789	3,181	6.4	14.0	0.5	3,051	2,731	2,982	0.6
Iceland	TF	489	1,792	2,224	39.0	24.1	0.3	561	2,395	3,025	0.6
Ireland	TF	7,134	10,100	..	6.0	4,118	5,186	5,585	1.1
Norway	TF/TCE	4,767	5,960	6,252	11.2	4.9	0.9	4,707	5,204	5,400	1.0
Sweden	TCE	4,951	6,559	6,865	7.7	4.7	1.0	8,366	12,754	14,142	2.7
United Kingdom	TF	28,296	35,814	37,651	4.0	5.1	5.6	33,978	47,906	51,211	9.9
Western Europe		154,362	181,585	192,724	0.0	6.1	28.7	152,364	157,246	170,493	32.8
Austria	TCE	22,004	28,121	29,460	5.2	4.8	4.4	18,596	19,260	20,400	3.9
Belgium	TCE	7,186	7,481	8,358	-10.5	11.7	1.2	11,425	11,612	12,197	2.3
France	TF	77,648	82,700	86,918	-2.1	5.1	13.0	57,059	54,531	60,681	11.7
Germany	TCE	26,875	35,595	37,452	1.8	5.2	5.6	34,679	37,455	39,823	7.7
Liechtenstein	TCE	64	69	79	21.9	13.8	0.0
Luxembourg	TCE	793	1,054	1,046	-3.5	-0.7	0.2	4,149	4,076	4,521	0.9
Monaco	THS	279	336	355	1.4	5.7	0.1
Netherlands	TCE	10,883	15,828	17,924	5.5	13.2	2.7	11,732	14,054	15,867	3.1
Switzerland	THS	8,628	10,402	11,133	n/a	7.0	1.7	14,724	16,257	17,003	3.3
Central/Eastern Europe		98,632	127,050	133,747	3.8	5.3	19.9	48,312	52,563	59,862	11.5
Armenia	TF	687	1,260	1,495	5.7	18.7	0.2	646	968	1,120	0.2
Azerbaijan	TF	1,280	2,045	2,454	6.4	20.0	0.4	657	2,714	3,012	0.6
Belarus	TCE	677	1,929	2,000	n/a	3.7	0.3	440	711	790	0.2
Bulgaria	TF	6,047	8,252	8,883	16.2	7.6	1.3	3,407	3,634	4,045	0.8
Czech Republic	TF	8,629	12,808	..	10.2	7,172	6,309	6,932	1.3
Estonia	TF	2,511	3,131	3,245	5.7	3.6	0.5	1,073	1,489	1,628	0.3
Georgia	TF	1,067	2,721	3,479	19.2	27.9	0.5	659	2,166	2,751	0.5
Hungary	TF	9,510	15,256	15,785	6.6	3.5	2.4	5,628	5,664	6,170	1.2
Kazakhstan	TF	2,991	1,005	1,549	1,781	0.3
Kyrgyzstan	VF	855	2,930	..	-4.0	160	432	429	0.1
Latvia	TF	1,373	1,793	1,950	-11.4	8.7	0.3	642	867	885	0.2
Lithuania	TF	1,507	2,296	2,523	10.8	9.9	0.4	967	1,206	1,299	0.3
Poland	TF	12,470	17,463	18,400	4.4	5.4	2.7	9,576	10,977	12,772	2.5
Rep. Moldova	TCE	64	121	145	28.6	19.6	0.0	163	243	312	0.1
Romania	TCE	1,346	2,481	2,760	10.8	11.3	0.4	1,140	1,738	2,527	0.5
Russian Federation	VF	22,281	24,571	24,390	-8.5	-0.7	3.6	8,830	7,785	8,945	1.7
Slovakia	TF	5,415	2,233	2,748	2,923	0.6
Tajikistan	VF	160	2	4	8	0.0
Turkmenistan	TF
Ukraine	TF	21,203	13,333	14,230	7.3	6.7	2.1	3,788	1,078	1,261	0.2
Uzbekistan	TF	975	121
Southern/Medit. Europe		178,122	237,061	266,169	2.4	12.3	39.7	161,514	175,062	199,137	38.4
Albania	TF	2,191	4,070	4,643	7.5	14.1	0.7	1,626	1,691	1,929	0.4
Andorra	TF	1,808	2,831	3,003	6.3	6.1	0.4
Bosnia and Herzegovina	TCE	365	777	922	14.6	18.7	0.1	594	724	826	0.2
Croatia	TCE	9,111	13,809	15,593	8.9	12.9	2.3	8,075	9,634	10,924	2.1
Cyprus	TF	2,173	3,187	3,652	19.8	14.6	0.5	2,160	2,755	3,128	0.6
FYR Macedonia	TCE	262	510	631	5.1	23.5	0.1	197	280	327	0.1
Greece	TF	15,007	24,799	27,194	5.1	9.7	4.1	12,742	14,619	16,528	3.2
Israel	TF	2,803	2,900	3,613	3.6	24.6	0.5	4,903	5,883	6,821	1.3
Italy	TF	43,626	52,372	58,253	3.2	11.2	8.7	38,786	40,246	44,233	8.5
Malta	TF	1,339	1,966	2,274	10.2	15.7	0.3	1,079	1,449	1,723	0.3
Montenegro	TCE	1,088	1,662	1,877	6.6	12.9	0.3	732	925	1,041	0.2
Portugal	TCE/TF	6,832	18,200	-	79.5	10,077	14,036	17,119	3.3
San Marino	THS	60	60	78	10.2	31.1	0.0
Serbia	TCE	683	1,281	1,497	13.2	16.8	0.2	764	1,151	1,346	0.3
Slovenia	TCE	1,869	3,032	3,586	12.0	18.3	0.5	2,552	2,424	2,750	0.5
Spain	TF	52,677	75,315	81,786	10.5	8.6	12.2	54,641	60,503	67,964	13.1
Turkey	TF	31,364	30,289	37,601	-23.3	24.1	5.6	22,585	18,743	22,478	4.3

Source: World Tourism Organization (UNWTO) ©

(Data as collected by UNWTO August 2018)

International Tourist Arrivals and Tourism Receipts by Country of Destination

	International Tourist Arrivals						International Tourism Receipts				
	Series	(1000)			Change (%)		Share (%)	(US\$ million)			Share (%)
		2010	2016	2017*	16/15	17*/16	2017*	2010	2016	2017*	2017*
Asia and the Pacific		208,174	305,967	323,059	7.7	5.6	100	254,367	370,804	389,559	100
North-East Asia		111,508	154,302	159,515	8.6	3.4	49.4	122,964	169,544	162,231	41.6
China	TF	55,665	59,270	60,740	4.2	2.5	18.8	45,814	44,432	32,617	8.4
Hong Kong (China)	TF	20,085	26,553	27,885	-0.5	5.0	8.6	22,200	32,846	33,304	8.5
Japan	VF	8,611	24,039	28,691	21.8	19.4	8.9	13,199	30,679	34,054	8.7
Democratic People's Republic of Korea	
Republic of Korea	VF	8,798	17,242	13,336	30.3	-22.7	4.1	10,328	17,332	13,427	3.4
Macao (China)	TF	11,926	15,704	17,255	9.8	9.9	5.3	22,276	30,373	35,575	9.1
Mongolia	TF	456	404	469	4.7	16.1	0.1	244	316	396	0.1
Taiwan Province of China	VF	5,567	10,690	10,740	2.4	0.5	3.3	8,721	13,375	12,333	3.2
South-East Asia		70,473	110,830	120,362	6.3	8.6	37.3	68,547	116,730	130,734	33.6
Brunei	TF	214	219	259	0.3	18.3	0.1	..	144
Cambodia	TF	2,508	5,012	5,602	5.0	11.8	1.7	1,519	3,208	3,636	0.9
Indonesia	VF/TF	7,003	11,072	12,948	11.1	16.9	4.0	6,958	11,206	12,520	3.2
Laos	TF	1,670	3,315	3,257	-6.4	-1.8	1.0	382	712	648	0.2
Malaysia	TF	24,577	26,757	25,948	4.0	-3.0	8.0	18,115	18,075	18,323	4.7
Myanmar	TF	792	2,907	3,443	-37.9	18.4	1.1	72	2,197	2,260	0.6
Philippines	TF	3,520	5,967	6,621	11.3	11.0	2.0	2,645	5,143	6,986	1.8
Singapore	TF	9,161	12,914	13,906	7.2	7.7	4.3	14,178	18,945	19,707	5.1
Thailand	TF	15,936	32,588	35,381	8.9	8.6	11.0	20,104	48,792	57,477	14.8
Timor-Leste	TF	40	66	74	6.6	12.5	0.0	31	58	73	0.0
Viet Nam	VF	5,050	10,013	12,922	26.0	29.1	4.0	4,450	8,250	8,861	2.3
Oceania		11,468	15,658	16,604	9.7	6.0	5.1	42,795	51,244	57,068	14.6
American Samoa	TF	23	20	20	-1.4	-0.3	0.0	..	22	22	0.0
Australia	VF	5,872	8,269	8,815	11.0	6.6	2.7	32,584	37,040	41,732	10.7
Cook Islands	TF	104	146	161	17.1	10.2	0.0	111	179
Fiji	TF	632	792	843	5.0	6.4	0.3	634	777	885	0.2
French Polynesia	TF	154	192	199	4.7	3.4	0.1	406	488
Guam	TF	1,197	1,536	1,544	9.0	0.6	0.5
Kiribati	TF	5	6	..	45.8	4	3
Marshall Islands	TF	5	10	6	55.8	-39.0	0.0	4	5
Micronesia FSM	TF	45	30	..	-3.6	24
Northern Mariana Islands	VF	379	531	660	10.9	24.3	0.2
New Caledonia	TF	99	116	121	1.5	4.3	0.0	129	159
New Zealand	TF	2,435	3,370	3,555	10.9	5.5	1.1	6,522	9,475	10,285	2.6
Niue	TF	6	8	10	1.4	25.4	0.0	2
Palau	TF	85	138	123	-15.5	-11.5	0.0	73	141
Papua New Guinea	TF	140	179	..	-3.2	2	1	1	0.0
Samoa	TF	122	134	146	5.3	8.8	0.0	123	153	165	0.0
Solomon Islands	TF	21	22	26	0.3	18.5	0.0	44	56	67	0.0
Tonga	TF	47	61	62	13.7	1.6	0.0	27
Tuvalu	TF	2	2	2	5.2	0.4	0.0	2
Vanuatu	TF	97	95	109	5.7	14.8	0.0	217
South Asia		14,726	25,177	26,578	7.0	5.6	8.2	20,062	33,286	39,526	10.1
Afghanistan		75	49	2	0.0
Bangladesh	TF	303	81	213	337	0.1
Bhutan	TF	41	210	255	35.1	21.5	0.1	40	91	103	0.0
India	TF	5,776	14,570	15,543	9.7	6.7	4.8	14,490	22,427	27,365	7.0
Iran	VF	2,938	4,942	4,867	-5.6	-1.5	1.5	2,438	3,713
Maldives	TF	792	1,286	1,390	4.2	8.0	0.4	1,713	2,506	2,742	0.7
Nepal	TF	603	753	940	39.7	24.9	0.3	343	446	630	0.2
Pakistan	TF	907	306	322	352	0.1
Sri Lanka	TF	654	2,051	2,116	14.0	3.2	0.7	576	3,518	3,925	1.0

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(Data as collected by UNWTO August 2018)

International Tourist Arrivals and Tourism Receipts by Country of Destination

	International Tourist Arrivals						International Tourism Receipts				
	Series				Change (%)		Share (%)				
		(1000)			16/15	17*/16		(US\$ million)			Share (%)
		2010	2016	2017*				2010	2016	2017*	
The Americas	150,432	200,719	208,705	3.6	4.0	100	215,307	313,705	326,162	100	
North America	99,520	130,919	134,848	2.7	3.0	64.6	164,831	244,573	252,408	77.4	
Canada	TF	16,219	19,971	20,798	11.1	4.1	10.0	15,829	18,021	20,328	6.2
Mexico	TF	23,290	35,079	39,298	9.3	12.0	18.8	11,992	19,650	21,333	6.5
USA	TF	60,010	75,868	..	-2.1	137,010	206,902	210,747	64.6
Caribbean		19,521	25,235	25,957	4.7	2.9	12.4	23,024	30,036	31,729	9.7
Anguilla	TF	62	79	68	8.2	-13.9	0.0	99	130
Antigua and Barbuda	TF	230	265	247	5.9	-6.7	0.1	298	332
Aruba	TF	825	1,102	1,071	-10.0	-2.9	0.5	1,251	1,625	1,731	0.5
Bahamas	TF	1,370	1,482	..	-0.2	2,163	2,591	2,577	0.8
Barbados	TF	532	632	664	6.7	5.0	0.3	1,038	1,040	1,082	0.3
Bermuda	TF	232	244	270	11.1	10.4	0.1	442	445	513	0.2
Brit. Virgin Islands	TF	330	408	335	3.8	-17.9	0.2	389
Cayman Islands	TF	288	385	418	0.0	8.5	0.2	485	686
Cuba	TF	2,507	3,975	..	13.4	2,187	2,907
Curaçao	TF	342	441	399	-5.6	-9.6	0.2	385	573	551	0.2
Dominica	TF	77	78	79	5.2	1.2	0.0	94	132
Dominican Rep.	TF	4,125	5,959	6,188	6.4	3.8	3.0	4,162	6,720	7,178	2.2
Grenada	TF	110	135	146	-3.8	8.2	0.1	112	149	448	0.1
Guadeloupe	TCE	392	580	650	13.3	12.1	0.3	510
Haiti	TF	255	383	504
Jamaica	TF	1,922	2,182	2,353	2.8	7.8	1.1	2,001	2,539
Martinique	TF	476	519	536	6.6	3.1	0.3	472	365	490	0.2
Montserrat	TF	6	9	8	-1.1	-4.4	0.0	6	9
Puerto Rico	TF	3,186	3,736	3,797	5.5	1.6	1.8	3,211	3,985	4,090	1.3
Saint Lucia	TF	306	348	386	0.9	11.0	0.2	309	404
St. Kitts and Nevis	TF	98	115	114	-0.9	-1.4	0.1	90	141
St. Maarten	TF	443	528	402	4.5	-23.8	0.2	674	857	630	0.2
St. Vincent and Gren.	TF	72	79	76	4.5	-3.5	0.0	86	101
Trinidad and Tobago	TF	388	409	395	-7.0	-3.5	0.2	450	464	475	0.1
Turks and Caicos	TF	281	454	416	17.5	-8.2	0.2	..	706
United States Virgin Islands	TF	572	667	..	4.0	1,223	1,343
Central America		7,808	10,663	11,169	4.1	4.7	5.4	6,947	12,225	12,747	3.9
Belize	TF	242	386	427	13.0	10.8	0.2	249	391	426	0.1
Costa Rica	TF	2,100	2,925	2,960	10.0	1.2	1.4	2,246	3,716	3,876	1.2
El Salvador	TF	1,150	1,434	1,556	2.3	8.5	0.7	390	829	873	0.3
Guatemala	TF	1,119	1,585	1,660	8.3	4.7	0.8	1,378	1,550	1,566	0.5
Honduras	TF	863	908	936	3.1	3.1	0.4	626	693	715	0.2
Nicaragua	TF	1,011	1,504	1,787	8.5	18.8	0.9	314	642	841	0.3
Panama	TF	1,324	1,921	1,843	-8.9	-4.1	0.9	1,745	4,404	4,452	1.4
South America		23,583	33,902	36,730	6.3	8.3	17.6	20,505	26,871	29,278	9.0
Argentina	TF	5,325	6,638	6,705	15.7	1.0	3.2	4,942	4,686	5,060	1.6
Bolivia	TF	679	959	..	8.8	379	713	784	0.2
Brazil	TF	5,161	6,547	6,589	3.8	0.6	3.2	5,261	6,024	5,809	1.8
Chile	TF	2,801	5,641	6,450	26.0	14.3	3.1	1,552	2,665	3,634	1.1
Colombia	TF	2,385	3,317	4,027	11.4	21.4	1.9	2,797	4,522	4,821	1.5
Ecuador	VF	1,047	1,418	1,608	-8.2	13.4	0.8	781	1,444	1,657	0.5
French Guiana	TF	189
Guyana	TF	152	235	247	13.8	5.1	0.1	80	104
Paraguay	TF	465	1,308	1,537	7.7	17.5	0.7	217	519	603	0.2
Peru	TF	2,299	3,744	4,032	8.4	7.7	1.9	2,008	3,501	3,710	1.1
Suriname	TF	205	257	278	12.8	8.2	0.1	61	65	46	0.0
Uruguay	TF	2,349	3,037	3,674	9.5	21.0	1.8	1,509	2,071	2,540	0.8
Venezuela	TF	526	601	..	-23.8	831	473

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International Tourist Arrivals and Tourism Receipts by Country of Destination

	International Tourist Arrivals						International Tourism Receipts				
	Series	(1000)			Change (%)		Share (%)	(US\$ million)			Share (%)
		2010	2016	2017*	16/15	17*/16		2010	2016	2017*	
Africa		50,426	57,747	62,722	7.8	8.6	100	30,880	33,027	37,320	100
North Africa		19,682	18,895	21,717	5.0	14.9	34.6	9,662	9,003	10,009	26.8
Algeria	VF	2,070	2,039	2,451	19.2	20.2	3.9	220	209
Morocco	TF	9,288	10,332	11,349	1.5	9.8	18.1	6,703	6,549	7,417	19.9
Sudan	TF	495	800	..	8.0	94	1,009	1,029	2.8
Tunisia	TF	7,828	5,724	7,052	6.8	23.2	11.2	2,645	1,236	1,299	3.5
Subsaharan Africa		30,743	38,853	41,005	9.2	5.5	65.4	21,218	24,024	27,311	73.2
Angola	TF	425	397	..	-32.9	719	623
Benin	TF	199	267	..	4.7	149	123
Botswana	TF	1,973	510	578	704	1.9
Burkina Faso	THS	274	152	143	-6.7	-5.9	0.2	72	122
Burundi	TF	142	187	..	42.7	2	2
Cameroon	TF	569	159	505
Cabo Verde	THS	336	598	668	15.1	11.6	1.1	278	370	436	1.2
Centr. African Rep.	TF	54	11
Chad	THS	71
Comoros	TF	15	27	28	13.6	4.5	0.0	35
Congo	THS	194	211	..	-4.1	27
Côte d'Ivoire	VF	252	1,583	1,800	9.9	13.7	2.9	201	379
Dem. Rep. Congo	TF	81	351	..	-0.8	11	4.3
Djibouti	TF	51	18	33
Equatorial Guinea
Eritrea	VF	84	142	..	24.6	48
Ethiopia	TF	468	871	..	0.8	522	346	434	1.2
Gabon	TF
Gambia	TF	91	161	..	19.3	74	116
Ghana	TF	931	620	846	850	2.3
Guinea	TF	12	60	..	71.4	2	16
Guinea-Bissau	TF	22	13	19
Kenya	TF	1,470	1,268	1,364	13.8	7.6	2.2	800	824	926	2.5
Lesotho	TF	414	23	48	23	0.1
Liberia	12
Madagascar	TF	196	293	255	20.0	-12.9	0.4	309	750
Malawi	TF	746	849	..	5.5	31	26	31	0.1
Mali	TF	169	173	193	8.8	11.6	0.3	205	200
Mauritania	TF	30	23	0.1
Mauritius	TF	935	1,275	1,342	10.8	5.2	2.1	1,282	1,572	1,748	4.7
Mozambique	TF	1,718	1,639	..	5.6	108	108	151	0.4
Namibia	TF	984	1,469	..	5.8	438	307	188	0.5
Niger	TF	74	152	..	13.2	105	77
Nigeria	TF	1,555	1,889	..	50.5	576	1,070	2,549	6.8
Reunion	TF	421	458	508	7.5	10.8	0.8	392	360	401	1.1
Rwanda	TF	504	932	..	-5.6	202	390	438	1.2
São Tomé and Príncipe	TF	8	29	..	13.3	11	69	66	0.2
Senegal	TF	900	453
Seychelles	TF	175	303	350	9.8	15.4	0.6	343	414	483	1.3
Sierra Leone	TF	39	54	..	125.7	26	41
Somalia
South Africa	TF	8,074	10,044	10,285	12.8	2.4	16.4	9,070	7,910	8,818	23.6
Swaziland	TF	868	947	921	8.5	-2.7	1.5	51	13
Tanzania	TF	754	1,233	..	11.7	1,255	2,132	2,339	6.3
Togo	THS	202	338	496	23.8	46.7	0.8	66
Uganda	TF	946	1,323	..	1.5	784	1,060	918	2.5
Zambia	TF	815	956	..	2.6	492	683	653	1.7
Zimbabwe	VF	2,239	2,168	2,423	5.4	11.8	3.9	634	890

Source: World Tourism Organization (UNWTO) ©

(Data as collected by UNWTO August 2018)

International Tourist Arrivals and Tourism Receipts by Country of Destination

	International Tourist Arrivals						International Tourism Receipts				
	Series	(1000)			Change (%)		Share (%)	(US\$ million)			Share (%)
		2010	2016	2017*	16/15	17*/16		2010	2016	2017*	
Middle East		55,442	55,556	58,113	-4.4	4.6	100	52,150	58,959	67,654	100
Bahrain	THS/TCE	995 I	3,990	4,372	0.7	9.6	7.5	1,362	3,846	3,642	5.4
Egypt	TF	14,051	5,258	8,157	-42.5	55.1	14.0	12,528	2,645	7,775	11.5
Iraq	VF	1,518	1,660	2,423
Jordan	TF	4,207	3,567	3,844	-5.2	7.7	6.6	3,585	4,044	4,639	6.9
Kuwait	THS	207	203	..	11.5	290	599	313	0.5
Lebanon	TF	2,168	1,688	1,857	11.2	10.0	3.2	7,995	7,044	7,611	11.2
Libya	TF	60
Oman	TF	1,441	2,292	..	20.1	780	1,725
Palestine	THS	522	400	503	-7.4	25.7	0.9	667	235	225	0.5
Qatar	TF	1,700	2,938	2,256	-0.1	-23.2	3.9	584	5,411	5,971	8.8
Saudi Arabia	TF	10,850	18,044	16,109	0.3	-10.7	27.7	6,712	11,096	12,056	17.8
Syria	TF	8,546	6,190
United Arab Emirates	THS ²	7,432 I	14,870	15,790	4.7	6.2	27.2	8,577	19,496	21,048	31.1
Yemen	TF	1,025	1,161

² Dubai only

Source: World Tourism Organization (UNWTO) ©

(Data as collected by UNWTO August 2018)

Outbound Tourism by Generating Region

	International Tourist Arrivals (million)								Share (%)	Change (%)		Average annual growth (%)
	1990	1995	2000	2005	2010	2015	2016	2017*		17*/16	16/15	
World	438	531	680	809	952	1,195	1,239	1,323	100	3.8	6.8	4.2
From:												
Europe	254.6	308.2	396.2	451.3	491.0	579.6	588.8	634.6	48.0	1.6	7.8	2.9
Asia and the Pacific	58.7	86.3	114.1	152.7	205.9	293.2	313.8	329.8	24.9	7.0	5.1	6.6
Americas	99.4	108.2	130.7	136.3	155.3	199.8	209.9	220.6	16.7	5.1	5.1	4.1
Middle East	8.2	8.5	12.8	21.4	33.5	39.4	37.7	39.8	3.0	-4.3	5.8	5.3
Africa	9.8	11.5	14.9	19.3	28.2	35.9	39.5	42.1	3.2	10.1	6.7	6.7
Origin not specified¹	7.4	8.2	11.4	27.7	38.3	46.8	49.8	56.3	4.3			
Same region	353.1	427.3	538.8	631.3	722.7	903.8	937.9	998.7	75.5	3.8	6.5	3.9
Other regions	77.7	95.4	130.0	149.6	191.2	244.0	251.8	268.2	20.3	3.2	6.5	5.0

¹ Countries that could not be allocated to a specific region of origin. As information is derived from inbound tourism data this occurs when data on the country of origin is missing or when a category such as 'other countries of the world' is used grouping countries together that are not separately specified.

Source: World Tourism Organization (UNWTO) ©

(Data as collected by UNWTO August 2018)

Series of International Tourist Arrivals:

TF = International tourist arrivals at frontiers (overnight visitors, i.e. excluding same-day visitors)

VF = International visitors arrivals at frontiers (tourists and same-day visitors)

THS = International tourists arrivals at hotel and similar establishments

TCE = International tourists arrivals at collective tourism establishments

TD = Departures of tourists (overnight visitors, i.e. excluding same-day visitors)

VD = Departures of both overnight and same-day visitors

* = Provisional figure or data

.. = Figure or data not (yet) available

I = Change of series

n/a = Not applicable
 . = Decimal separator
 , = Thousands separator

For individual countries and territories, information reflects data as reported by national or international institutions up until August 2018.

For the latest tourism data and trends, please refer to the UNWTO World Tourism Barometer at mkt.unwto.org/barometer. For tourism statistics online and for data on previous years, see the UNWTO e-library at www.e-unwto.org

For main concepts, definitions and classifications for the measurement of tourism, please see:

International Recommendations for Tourism Statistics 2008 (IRTS 2008) at statistics.unwto.org/content/irts-2008

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