



Robust results in 2015, but more mixed than usual across destinations

This issue of the *UNWTO World Tourism Barometer* and the accompanying Statistical Annex presents an update and a more comprehensive analysis of the 2015 international tourism results included in the January 2016 Advance Release. At this moment in time 125 destinations around the world have reported full year results for international visitors, while data on international tourism receipts reported by destinations and data on international tourism expenditure by source markets is currently available for over 70 countries. Furthermore, this issue includes an analysis of air transport and hospitality markets in 2015.

In summary, international tourist arrivals (overnight visitors) reached a total of 1,184 million in 2015, 50 million more than in the previous year (+4.4%). 2015 marks the 6th consecutive year of above-average growth following the 2009 global economic crisis, with international arrivals increasing by 4% or more every year since 2010.

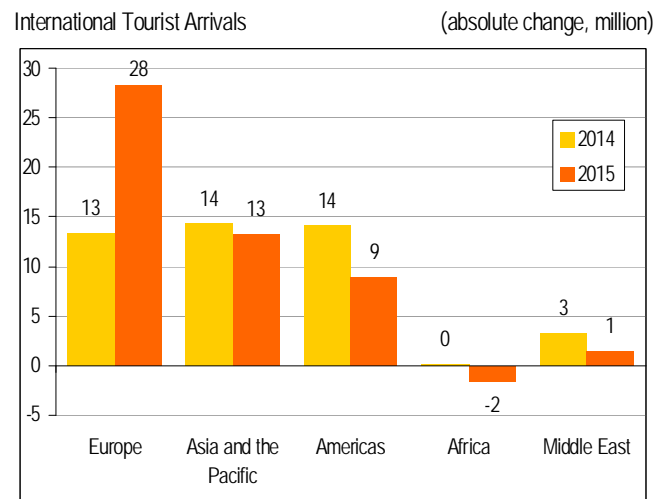
Demand was robust overall, although results were more mixed than usual across destinations. Three major factors directed tourism flows in 2015: the unusually strong exchange rate fluctuations, the decline in the price of oil and other commodities, which increased disposable income in importing countries but weakened tourism demand in exporters, as well as increased concern about safety and security.

By region, Europe, the Americas and Asia and the Pacific all recorded 5% growth in international tourist arrivals. The Middle East increased international arrivals by 3%, while in Africa limited data available points to an estimated 3% decline, mostly due to weak results in North Africa. By subregion, the best results were for Oceania, the Caribbean, Central America and Northern Europe (all +7%), followed by Central and Eastern Europe and South-East Asia (both +6%).

Europe was the fastest growing region in absolute terms

Europe, the most visited region in the world, was also the fastest growing one in absolute terms, welcoming 28 million more international tourists in 2015, to reach a total of 609 million. Inbound tourism to Europe has been supported by a weaker euro vis-à-vis the US dollar and other main currencies. The ongoing recovery of many European economies has fuelled intraregional demand, while increased strength from long-haul markets such as the United States and China also added to the results. By subregion, Southern Mediterranean Europe added 10 million more international tourists than in 2014 (+5%) in its third consecutive year of strong growth. Northern Europe (+7%) and

Central and Eastern Europe (+6%) saw the highest relative growth, adding 5 million and 7 million arrivals respectively, while Western Europe (+3%) recorded an increase of 6 million arrivals in 2015.



Source: World Tourism Organization (UNWTO) ©

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This issue of the *UNWTO World Tourism Barometer* and the accompanying Statistical Annex presents an update of the preliminary results for international tourism in 2015 included in the January 2016 Advance Release. Furthermore, this issue includes an analysis of air transport and hospitality markets in 2015.

This release is available only in electronic format. The full document can be downloaded free of charge for members and subscribed institutions through the UNWTO eLibrary at www.e-unwto.org/toc/wtobarometereng/current. The release is available in English only, while the Statistical Annex is provided in four languages through the UNWTO eLibrary at:
English version: www.e-unwto.org/content/w83v37
French version: www.e-unwto.org/content/t73863
Spanish version: www.e-unwto.org/content/rn1422
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The *UNWTO World Tourism Barometer* is a publication of the World Tourism Organization (UNWTO). By monitoring short-term tourism trends on a regular basis, UNWTO aims to provide all those involved, directly or indirectly, in tourism with adequate up-to-date statistics and analysis in a timely fashion.

The *UNWTO World Tourism Barometer* is periodically updated. Issues contain as regular sections: an overview of short-term tourism data from destinations, generating countries and air transport; the results of the latest survey among the UNWTO Panel of Tourism Experts, providing an evaluation of and prospects for short-term tourism performance; and selected economic data relevant for tourism. The objective for future editions of the *UNWTO World Tourism Barometer* will be to broaden its scope and improve coverage gradually over time.

The *UNWTO World Tourism Barometer* is prepared by UNWTO's Tourism Market Trends Programme. The UNWTO Secretariat wishes to express its sincere gratitude to all those who have participated in the elaboration of the *UNWTO World Tourism Barometer*, in particular all institutions that supplied data, and to the members of the UNWTO Panel of Tourism Experts for their valuable contributions.

For more information on the *UNWTO World Tourism Barometer*, including copies of previous issues, please refer to the Facts & Figures section on the UNWTO website at www.unwto.org/facts/menu.html.

We welcome your comments and suggestions at barom@unwto.org, tel +34 915678198 / fax +34 915678217.



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UNWTO's membership includes 157 countries, six Associate Members, two Permanent Observers, and over 480 Affiliate Members representing the private sector, educational institutions, tourism associations and local tourism authorities.

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World Tourism Organization

Capitán Haya 42, 28020 Madrid, Spain
Tel (34) 91 567 81 00 / Fax (34) 91 571 37 33
barom@unwto.org

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Data collection for this Advance Release was closed mid March 2016.

The next issue of the *UNWTO World Tourism Barometer* with more comprehensive results by country is scheduled for beginning of May.

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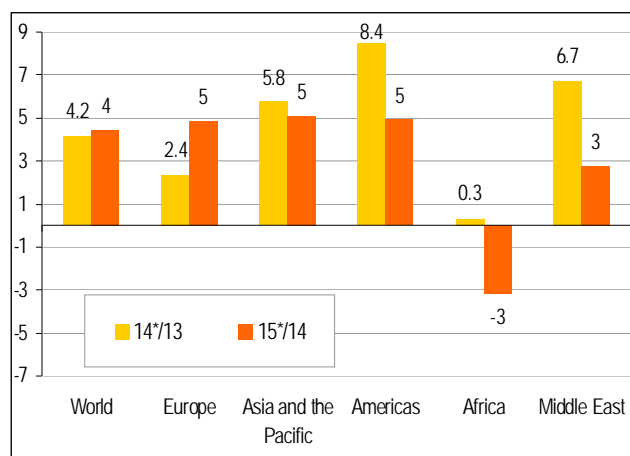
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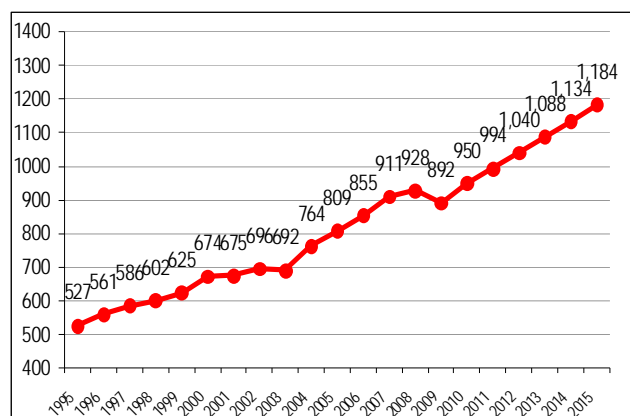
[Continuation from page 1]

International Tourist Arrivals (% change)



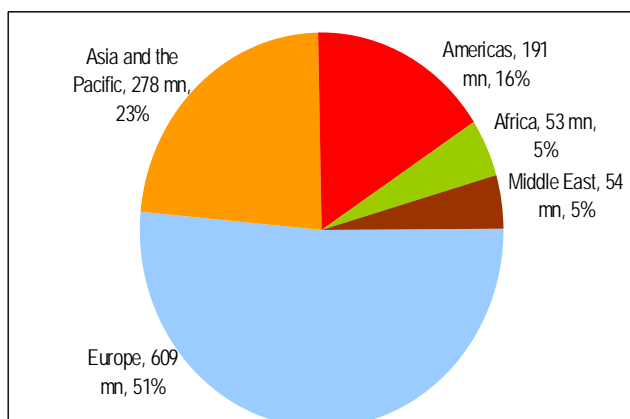
Source: World Tourism Organization (UNWTO) ©

World: Inbound Tourism International Tourist Arrivals (million)



Source: World Tourism Organization (UNWTO) ©

World Inbound Tourism International Tourist Arrivals, 2015* (million)



Source: World Tourism Organization (UNWTO) ©

International tourist arrivals in the Americas (+5%) grew by 9 million in 2015 to reach 191 million (16% of the world's total), consolidating the strong results of 2014 when arrivals grew by 8%. A strong US dollar and robust economy fuelled outbound travel from the United States, contributing to higher inbound

volumes in many destinations across the Americas and beyond. By subregion, the Caribbean and Central America (both +7%) led growth, both exceeding their previous year's growth rates, while South America recorded 5% more arrivals and North America 4%.

Asia and the Pacific (+5%) welcomed 278 million international tourists, 13 million more than in 2014, with uneven results across destinations. Oceania saw the strongest results (+7%), followed by South-East Asia (+6%), while North-East Asia, the largest subregion, and South Asia both recorded +4%.

International arrivals in the Middle East grew by an estimated 3% in 2015 to 54 million. The region is consolidating the recovery that started in 2014, when international arrivals increased 7%, following three years of declines.

Comparatively limited data available for Africa points to a decrease of 3% in international arrivals in 2015. In North Africa, arrivals declined by 8%, while Subsaharan Africa (0%) saw flat growth. Overall, tourism demand in Africa is gradually returning to growth, after picking up in the last four months of 2015. In absolute numbers, Africa welcomed a total of 53 million international tourists in 2015 or 5% of the world's total. (Results for both Africa and the Middle East should be read with caution as they are based on limited available data).

International passenger traffic shows continued strength

Preliminary data released by the International Civil Aviation Organization (ICAO), the International Air Transport Association (IATA) and the Airports Council International (ACI) shows that 2015 has been a good year for air transport, with strong results in passenger traffic for carriers and airports across all world regions with few exceptions. Increased passenger demand coupled with moderate growth in capacity and lower oil prices, boosted airline profitability in 2015.

Total airline passengers on international and domestic services increased 6.4% in 2015, to reach 3.5 billion (persons travelling one flight segment). Passenger traffic measured in revenue passenger-kilometres (RPKs) was up 6.5% globally, with domestic and international traffic growing at about the same rate. Passenger traffic through airports grew 6.1% in 2015, with also equal growth for international and domestic passengers.

These indicators are consistent with the positive trend seen in international tourist arrivals, which grew 4.4% last year. As air travel is used by just over half of the world's 1.2 billion international tourists, the above results indicate that air travel grew faster than surface travel last year.

Accommodation: strongest results overall for Europe

Performance in the global hospitality industry was rather mixed across the regions and destinations in 2015. According to STR Global, Europe and the Americas recorded positive results in all three key measures – average occupancy, average daily room rate (ADR) and revenue per available room (RevPAR). The European hotel industry closed 2015 with the strongest results overall. Asia and the Pacific and Africa & the Middle East on the

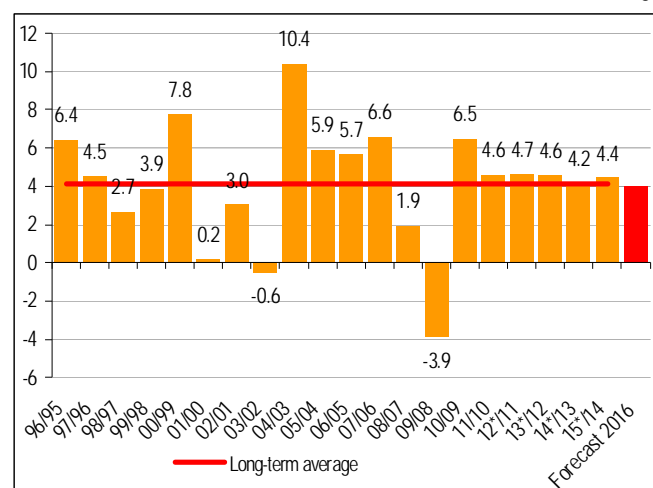
other hand showed weaker results, maintaining occupancy and the two other measures at about the same or slightly lower level, with some subregions bucking the trend.

Positive prospects for 2016

Based on current trends and industry expectations, UNWTO forecasts international tourist arrivals to grow between 3.5% and 4.5% in 2016, after a 4.4% increase in 2015. The projection reflects sustained growth in an increasingly dynamic global tourism market, though at a somewhat more moderate pace of growth than in the past six years. This is in line with the 3.8% growth average projected for the decade 2010-2020 by UNWTO in its long-term forecast report *UNWTO Tourism Towards 2030*.

Note: All results presented in this issue are based on preliminary data as reported by the various destinations around the world and UNWTO assessment of data still missing. UNWTO will continue to collect data to be added in future issues.

International Tourist Arrivals, World (% change)



Source: World Tourism Organization (UNWTO) ©

International Tourist Arrivals by (Sub)region

	Full year								Share	Change Monthly/quarterly data series (percentage change over same period of the previous year)												
	2000	2005	2010	2011	2012	2013	2014	2015*		2015*	14/13			15/14			2015*			2014*		
	(million)									(%)	(%)	Q1	Q2	Q3	Q4	Oct	Nov	Dec	Q1	Q2	Q3	Q4
World	674	809	950	994	1,040	1,088	1,134	1,184	100	4.2	4.4	5.3	3.8	4.8	4.0	4.8	3.8	3.2	3.1	5.6	3.4	4.9
Advanced economies ¹	420	466	513	538	559	585	619	648	54.8	5.8	4.8	4.8	4.9	4.5	4.5	5.6	4.3	3.4	4.6	7.6	4.7	6.1
Emerging economies ¹	254	343	437	456	481	503	515	536	45.2	2.3	4.1	5.8	2.6	5.1	3.4	3.7	3.2	3.1	1.8	3.2	1.5	3.6
<i>By UNWTO regions:</i>																						
Europe	386.6	453.2	489.4	520.6	541.1	566.8	580.2	608.6	51.4	2.4	4.9	5.9	4.4	5.5	3.6	4.5	3.7	2.2	1.7	3.4	1.5	2.4
Northern Europe	44.8	59.9	62.8	64.5	65.6	67.2	70.8	75.6	6.4	5.3	6.8	4.2	5.4	8.0	9.2	13.3	5.6	7.7	5.7	7.8	4.6	3.0
Western Europe	139.7	141.7	154.4	160.4	166.2	170.8	174.5	180.4	15.2	2.2	3.4	4.1	3.8	5.0	-0.8	1.9	-0.3	-4.4	-0.7	4.7	1.1	3.6
Central/Eastern Eur.	69.6	95.3	98.9	108.8	118.9	127.9	120.1	127.4	10.8	-6.0	6.1	8.2	5.1	6.6	4.9	4.7	4.4	5.6	-1.0	-7.1	-11.2	-4.3
Southern/Medit. Eur.	132.6	156.4	173.3	186.9	190.4	201.0	214.8	225.0	19.0	6.9	4.7	6.6	4.1	4.6	4.4	3.8	5.6	4.0	5.0	7.3	7.6	6.3
- of which EU-28	330.5	367.9	384.3	404.8	417.0	433.2	454.1	478.8	40.4	4.8	5.4	5.6	5.6	5.7	4.4	5.5	4.5	2.9	2.4	6.0	4.5	5.2
Asia and the Pacific	110.4	154.0	205.5	218.3	233.8	249.9	264.3	277.6	23.4	5.8	5.0	4.3	5.2	5.0	5.8	5.2	6.3	5.9	6.0	6.6	4.0	6.2
North-East Asia	58.3	85.9	111.5	115.8	122.8	127.0	136.3	142.1	12.0	7.3	4.3	4.5	4.6	1.6	6.4	8.0	6.6	4.5	5.2	8.6	6.4	9.0
South-East Asia	36.3	49.0	70.5	77.8	84.9	94.5	97.3	103.1	8.7	3.0	6.0	3.8	6.4	9.6	5.1	1.7	5.6	7.4	5.7	1.6	0.6	3.7
Oceania	9.6	10.9	11.4	11.5	11.9	12.5	13.2	14.2	1.2	6.0	7.4	8.5	5.6	6.7	8.5	6.8	9.2	9.2	5.1	8.5	4.7	6.0
South Asia	6.1	8.2	12.1	13.2	14.2	15.9	17.5	18.2	1.5	9.9	3.9	3.4	2.9	5.9	3.7	1.0	5.3	4.6	13.9	18.7	2.5	-0.3
Americas	128.2	133.3	150.2	155.6	162.6	167.6	181.7	190.7	16.1	8.4	4.9	5.8	5.1	4.6	4.3	4.8	3.8	4.1	4.7	13.5	6.5	9.7
North America	91.5	89.9	99.5	102.2	106.4	110.2	120.9	126.2	10.7	9.7	4.3	5.1	5.6	3.7	3.2	3.8	2.8	3.1	8.4	14.0	6.2	10.9
Caribbean	17.1	18.8	19.5	19.9	20.6	21.1	22.2	23.8	2.0	4.9	7.4	7.7	7.2	8.2	6.6	9.0	6.5	5.2	2.7	6.4	6.7	7.1
Central America	4.3	6.3	7.9	8.3	8.9	9.1	9.6	10.3	0.9	5.6	7.2	6.8	6.1	8.5	7.3	7.1	8.1	6.8	3.3	9.7	3.3	6.4
South America	15.3	18.3	23.2	25.2	26.8	27.2	29.1	30.4	2.6	7.1	4.7	6.3	0.9	5.5	5.5	6.1	4.5	5.8	-4.0	19.3	9.2	8.2
Africa	26.2	34.8	50.4	50.1	52.4	54.7	54.9	53.3	4.5	0.3	-2.9	-2.0	-5.0	-3.6	-1.8	-4.1	-0.9	-0.3	5.4	2.9	-0.2	-2.7
North Africa	10.2	13.9	19.7	18.0	19.6	20.7	20.4	18.9	1.6	-1.4	-7.7	-1.6	-10.4	-9.0	-7.8	-13.8	-5.8	-2.6	5.4	0.4	-0.9	-9.6
Subsaharan Africa	16.0	20.9	30.8	32.1	32.8	34.0	34.4	34.4	2.9	1.4	-0.1	-2.1	-1.5	0.8	0.9	1.2	1.1	0.6	5.3	4.6	0.4	0.7
Middle East	22.4	33.7	54.7	49.5	50.6	49.1	52.4	53.9	4.6	6.7	2.8	11.4	-4.3	2.6	1.8	13.4	-5.6	-2.9	-6.5	4.6	32.4	12.8

Source: World Tourism Organization (UNWTO) ©

(Data as collected by UNWTO March 2016)

¹ Classification based on the International Monetary Fund (IMF), see the Statistical Annex of the IMF World Economic Outlook of April 2015, page 150, at www.imf.org/external/ns/cs.aspx?id=29.

See box at page 'Annex-1' for explanation of abbreviations and signs used

Outlook for International Tourist Arrivals

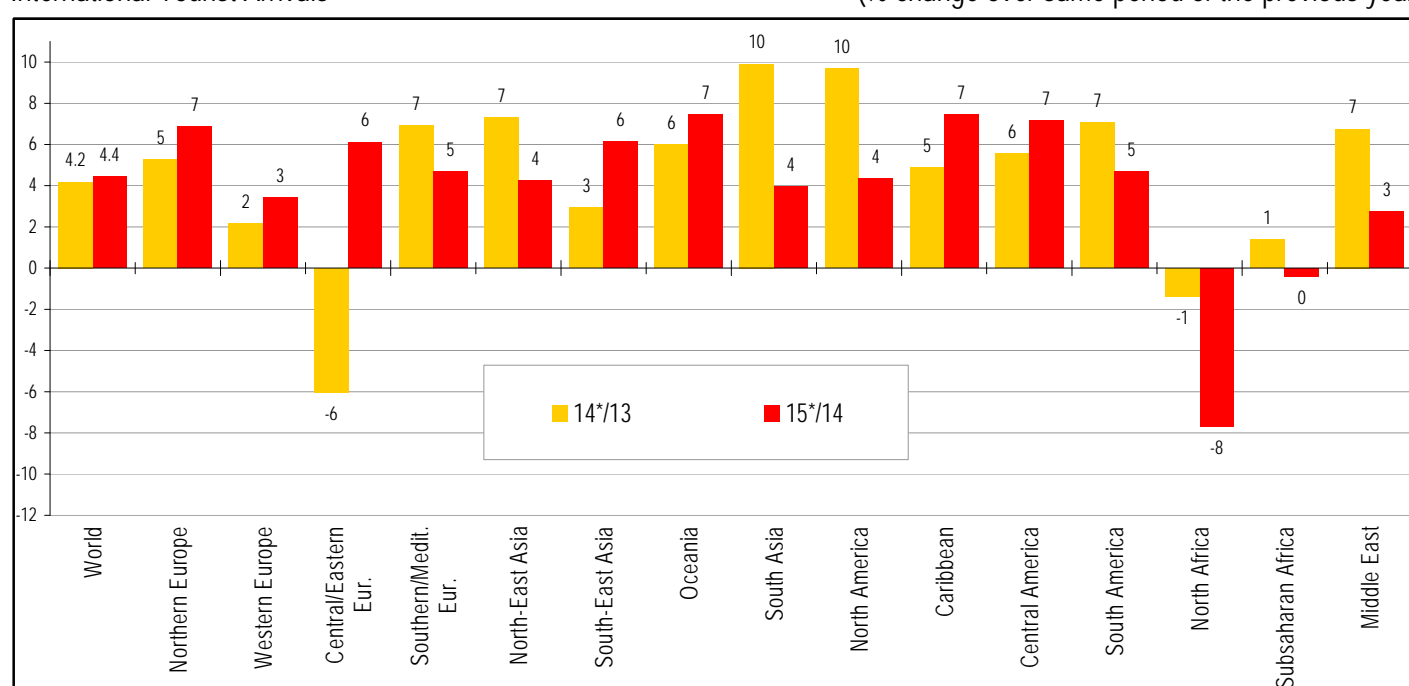
	2008	2009	2010	2011	2012	2013	2014	2015	average a year	projection 2016*
									2005-2014	between
World	1.9%	-3.9%	6.5%	4.6%	4.7%	4.6%	4.2%	4.4%	3.8%	+3.5% and +4.5%
Europe	0.3%	-5.1%	3.1%	6.4%	3.9%	4.8%	2.4%	4.9%	2.8%	+3.5% and +4.5%
Asia and the Pacific	1.1%	-1.6%	13.2%	6.2%	7.1%	6.9%	5.8%	5.0%	6.2%	+4% and +5%
Americas	2.7%	-4.7%	6.3%	3.6%	4.5%	3.1%	8.4%	4.9%	3.5%	+4% and +5%
Africa	2.9%	4.6%	9.3%	-0.7%	4.6%	4.4%	0.3%	-2.9%	5.2%	+2% and +5%
Middle East	20.0%	-5.4%	13.1%	-9.6%	2.2%	-2.9%	6.7%	2.8%	5.1%	+2% and +5%

Source: World Tourism Organization (UNWTO) ©

(Data as collected by UNWTO March 2016)

International Tourist Arrivals

(% change over same period of the previous year)



Source: World Tourism Organization (UNWTO) ©

The detailed information in the continuation of the *UNWTO World Tourism Barometer* and its Statistical Annex is not included in the complimentary excerpt of this document.

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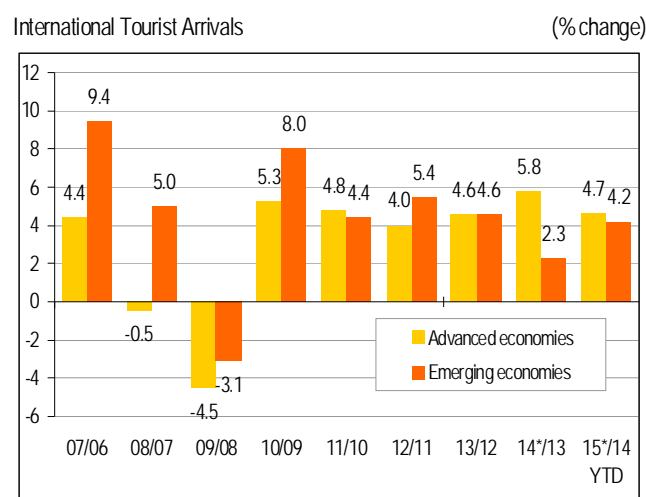
Inbound tourism: short-term trends 2015

Robust demand amid volatility

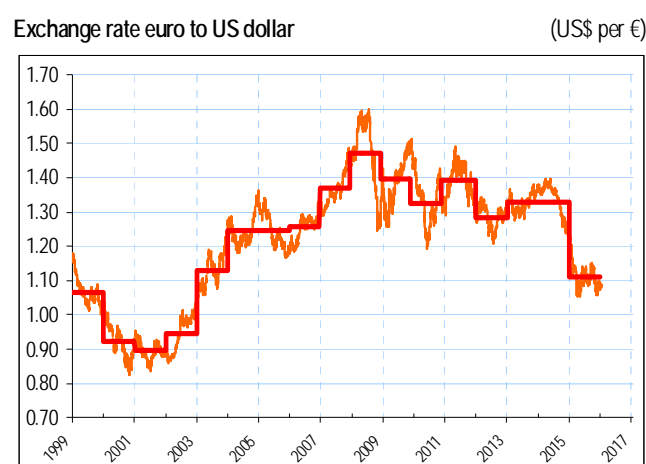
- A total of 150 countries and territories have so far reported data on international tourist arrivals (overnight visitors) for at least three and up to twelve months of the period January through December 2015 (out of 220). Of these, 114 countries (76%) have reported an increase in tourist arrivals, with 35 (23%) reporting double-digit growth, while 36 countries (24%) posted a decrease. 140 countries have reported results for at least the first nine months of 2015, of which 125 for the full year 2015.
- Based on this sample of destinations that reported data, it is estimated that destinations worldwide recorded 1184 million international tourist arrivals in 2015, some 50 million more than the 1134 million recorded in the same period of 2014. This increase in international tourist arrivals worldwide is equivalent to 4.4% compared to 2014.
- Despite the ongoing political, economic and security challenges in various destinations around the world, demand for international tourism remained robust, with growth in arrivals exceeding the long-term average for the sixth year in a row. Since the post-crisis year 2010, international arrivals have grown at a pace of 4% a year or higher. In 2012, international tourist arrivals exceeded the 1 billion mark in a year for the first time. Only three years later, this number was already reached in the first ten months of the year, and the full year reached close to 1.2 billion. In 2015, 256 million more international tourist arrivals were counted compared to the 928 million of pre-crisis year 2008.
- Global results for 2015 slightly exceeded UNWTO's forecast issued at the beginning of 2015, which pointed to an increase by 3% to 4% for the full year 2015. The pace of growth is virtually equal to the level achieved in 2014 (4.4%) and exceeds UNWTO's long-term forecast of 3.8% per year for the period 2010 to 2020.

Results more mixed than usual across destinations

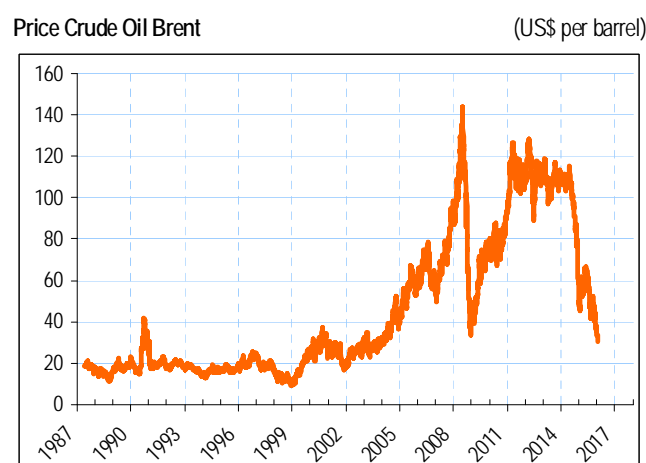
- Three major factors directed tourism flows in 2015:
 - First, unusually strong exchange rate fluctuations altered both the purchasing power of many source markets and the price competitiveness of destinations. In particular the significant appreciation of the US dollar against virtually all major world currencies since mid-2014 has changed the balance. A stronger US dollar is fuelling outbound demand from the United States, though slowing inbound travel. Euro area destinations are benefitting from a



Source: World Tourism Organization (UNWTO) ©



Source: De Nederlandse Bank



Source: US Department of Energy, Energy Information Administration

- more favourable exchange rate, as are destinations elsewhere, among which many emerging economies, that have seen their currencies depreciate.
- Second, the current economic scenario remains comparatively volatile with economic growth gradually picking up in advanced economies contrasting with a slowdown in emerging ones. The drop in the price of oil and other commodities is contributing to tourism growth globally through lower prices of transport

and increased disposable income in importing countries, though is weakening demand from commodity exporting markets.

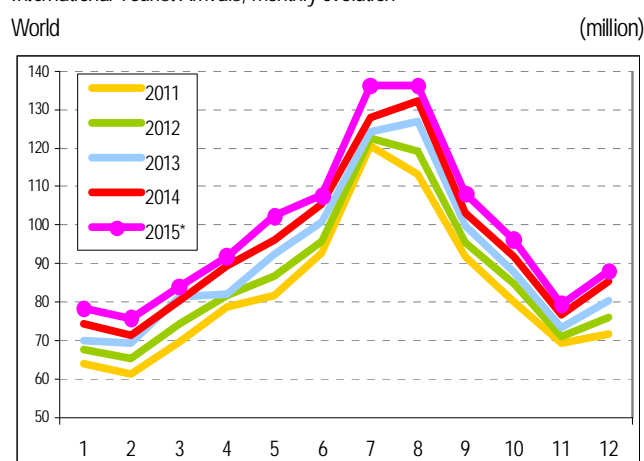
- Lastly, concerns about safety and security due to conflicts and terrorist attacks in some destinations have redirected travel flows and remain a concern for a number of destinations.

- While many destinations share in the overall growth, results are more mixed than usual across destinations. Growth in international tourist arrivals in advanced economy destinations (+5%) exceeded that of emerging economies (+4%), boosted by solid growth in Europe (+5%). Results across emerging economy destinations were uneven in a context of lower commodity prices and weaker economic growth.
- By region, Europe, Asia and the Pacific and the Americas all recorded an increase of 5%, while the Middle East grew 3% in international tourist arrivals in 2015 compared to 2014. Limited data available for Africa points to an estimated 3% decrease in the number of international tourists.
- By subregion, the islands of the Caribbean and Oceania, Central America and Northern Europe (all +7%) showed fastest growth, followed by Central and Eastern Europe and South-East Asia (both +6%).

Consistent growth from month to month

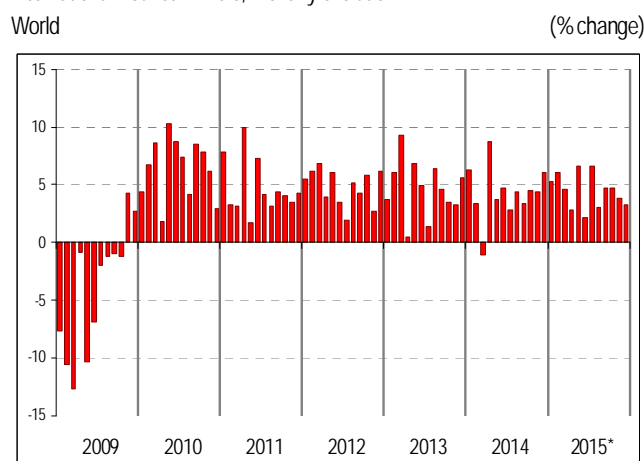
- Growth has been consistent from month to month. In the first three low season months of January (+5%), February (+6%) and March (+5%) international arrivals grew somewhat faster than in the three following ones, April (+3%), May (+7%) and June (+2%). The Easter holiday did not cause a major shift in arrivals between March and April this year like in previous years, as it fell in the first part of April in both 2014 and 2015. For destinations in the Middle East and North Africa, June results were weak due to Ramadan taking place for the most part in this month, though this is partly compensated in July.
- Results for July (+7%) and August (+3%) came in rather strong, especially taking into account that these are high season months for Northern Hemisphere destinations and source markets, and that capacity to grow is more limited for that reason. September and October (both +5%) were just above the average for the whole period, while November (+4%) and December (+3%) slightly below.
- The Northern Hemisphere high-season months of May, June, July, August and September all exceeded 100 million arrivals in a single month (in May for the first time in 2015). These five months saw 590 million international arrivals overall, around half of the annual total. July and August are the peak months of the year with each 136 million international arrivals.

International Tourist Arrivals, monthly evolution



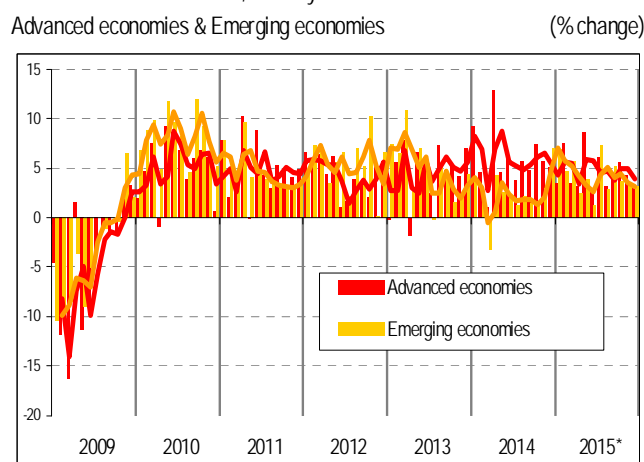
Source: World Tourism Organization (UNWTO) ©

International Tourist Arrivals, monthly evolution



Source: World Tourism Organization (UNWTO) ©

International Tourist Arrivals, monthly evolution



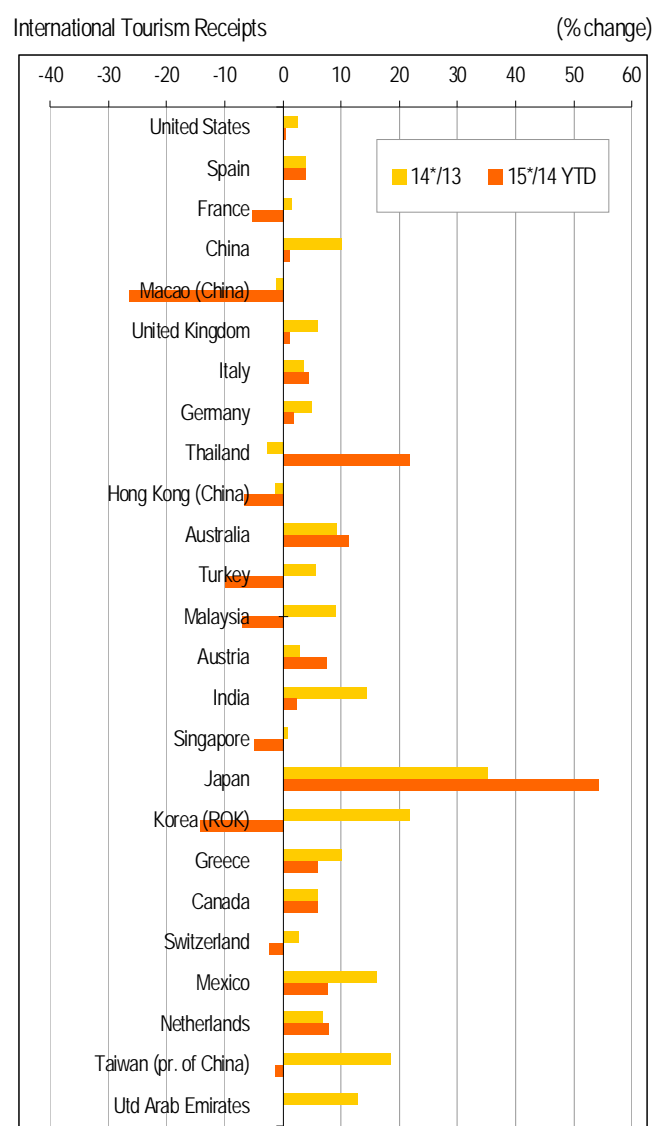
Source: World Tourism Organization (UNWTO) ©

International tourism receipts

Earnings followed the rather mixed though overall positive trend as seen in arrivals

- Preliminary data on international tourism receipts for 2015 have been reported by 134 countries and territories so far, of which 78 already for the full year and 123 for at least three quarters. Of the 134 destinations with monthly or quarterly data, a total of 96, or 72%, reported growth in earnings compared to the same period last year, of which 32 in double digits (24%), while 38 (28%) posted declines. This indicates that earnings followed the rather mixed, though overall positive trend, as seen in arrivals.
- Full year data on international tourism receipts for 2015 will be analysed in depth in the next issue of the *UNWTO World Tourism Barometer*, by the time the large majority of destinations have reported results for the entire year. Reporting of receipts generally lags some two months behind that of international arrivals and is more complex to analyse as exchange rate fluctuations and inflation needs to be taken into account.
- With available data so far, growth in tourism receipts seems to have followed growth in arrivals fairly closely. International arrivals in 2015 increased by 4.4%. In 2014 international receipts in destinations reached US\$ 1,245 billion, an increase of US\$ 53 billion from 2013, or 4.2% growth in real terms (taking into account exchange rate fluctuations and inflation). Since pre-crisis year 2008, international receipts have grown by US\$ 278 billion, or an average US\$ 46 billion per year.
- Results this year have been influenced to a considerable extent by comparatively strong currency fluctuations, benefitting destinations with favourable exchange rates, while making others more expensive. Exchange rate fluctuations have also affected the purchasing power of many source markets.
- Of the top 10 tourism earners, the highest growth in the first nine to twelve months of the year was recorded by Thailand, which enjoyed a 22% increase in receipts, following also strong growth in arrivals (+20%) and rebounding from last year's weak results. Italy and Spain both reported 4% growth in receipts, and Germany 2%, while the United States, China and the United Kingdom all saw a modest 1% increase in receipts last year. The remaining three destinations in the top 10 all suffered declines. France reported 5% less in receipts, Hong Kong (China) 7% less; while Macao saw a steeper 26% decline. Some of this data, however, is likely to be revised.
- A number of destinations further down the ranking reported strong growth in receipts this period. Japan posted double-digit growth for the fourth year in a

row, as it has in arrivals, with an extraordinary increase of 54% in tourism earnings. New Zealand (+26%), Saudi Arabia (+25%), Ireland (+18%), Sweden (+17%), Norway (+12%), Australia, Qatar (both +11%) and Hungary (+10%) also reported growth in double digits. Other top performers this period were Austria, Mexico, the Netherlands, Portugal, Croatia, the Dominican Republic, Canada, Greece, the Philippines and the Czech Republic, all reporting between 5% and 9% growth in tourism earnings.



Source: World Tourism Organization (UNWTO) ©

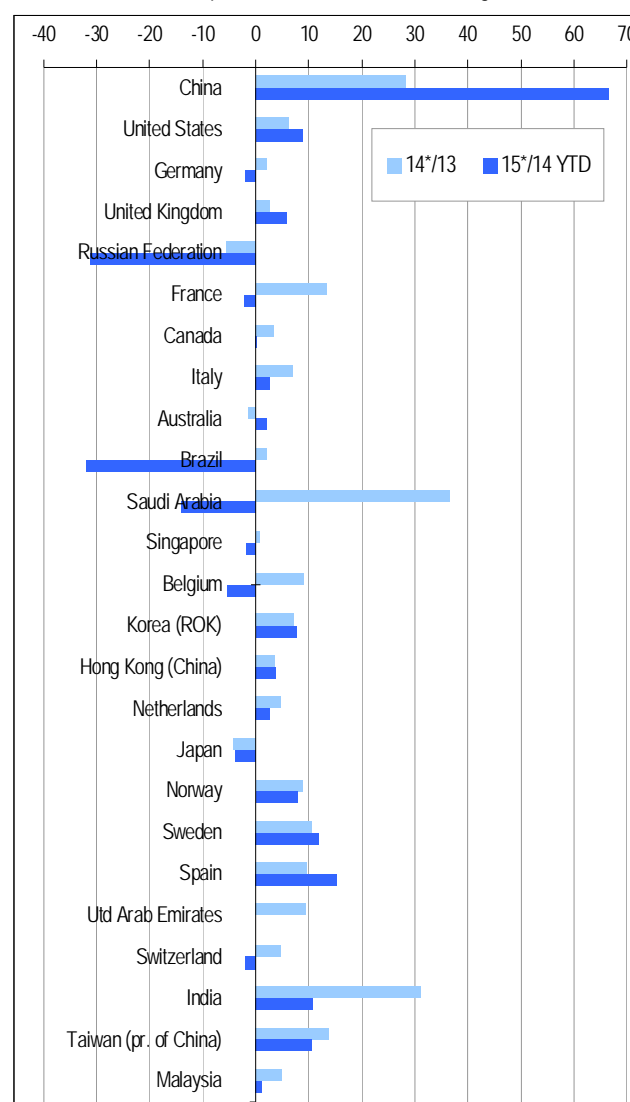
International tourism expenditure

China, the United States and the United Kingdom lead outbound travel growth in 2015

- So far, 48 out of the top 50 outbound markets have reported preliminary data on international tourism expenditure for at least the first half of 2015, with virtually all at least through the third quarter (Q3) and 34 for the full year. Of these, 32 (67%) saw an expenditure increase compared to the same period of 2014, 12 of which in double digits (25%), and 16 (33%) reported declines.
- As with international arrivals in destinations, the trend in tourism expenditure by source markets was also rather uneven. In 2015, visitor and expenditure flows between outbound markets and destinations have been significantly redirected by the unusually strong exchange rate fluctuations. A few leading source markets have driven international tourism expenditure last year supported by a strong currency and economy. China, the United States and the United Kingdom led outbound tourism in their respective regions boosted by the comparative strength of the US dollar, the Chinese yuan and the British pound versus most world currencies, including the euro.
- Among the world's top source markets, China, with double-digit growth in tourism expenditure every year since 2004, continues to lead global outbound travel, benefitting Asian destinations such as Japan and Thailand, as well as the United States and various European destinations. In 2015 the number of Chinese outbound visitors increased by 10% to 128 million. For the first three quarters of 2015, China reported an unusual 67% increase in spending (though this is likely to be due in part to a change in data series).
- By contrast, expenditure from the previously very dynamic emerging source markets of the Russian Federation (-31%) and Brazil (-32%) declined substantially in 2015, reflecting the economic constraints in both countries and the depreciation of the rouble and the real against virtually all other currencies.
- Overall demand for international tourism from emerging markets softened in 2015, as many are commodity exporters that saw their income decrease and currency depreciate, but with considerable variation across individual markets. India, the fourth BRIC country, reported 11% growth in the first three quarters of 2015, after +31% in 2014. Kuwait boasted 19% growth in tourism expenditure, rebounding from weaker figures in 2014, while Thailand spent 13% more, South Africa 11%, and the Philippines and Argentina both 10%. Poland (+7%), Turkey (+6%) and Mexico (+5%) also reported expenditure growth in 2015. On the other hand, Saudi Arabia (-14%) saw a drop in tourism expenditure in the first nine months of 2015, as did Indonesia (-5%) and Qatar (-4%).

Smaller markets Nigeria, Lebanon, Ukraine and Colombia also recorded a decline in tourism spending in the first six to twelve months of 2015 compared to the same period of 2014.

International Tourism Expenditure (% change, local currencies)



Source: World Tourism Organization (UNWTO) ©

- Expenditure from advanced economy source markets was also uneven, with some large source markets reporting solid growth and others only modest increases or even declines.
- A strong US dollar and robust economy fuelled outbound travel from the United States, the world's second largest source market, contributing to higher inbound volumes in destinations across the Americas and beyond. The number of US residents travelling to international destinations was up 8% through November, while their expenditure increased by 9% (in current terms) according to preliminary full year data.
- The United Kingdom led outbound growth in Europe, also supported by a stronger economy and currency, in particular compared to the euro. UK residents' visits abroad were up by 5 million (+9%) in 2015 to 65

million, while their expenditure increased by 6% through Q3 compared to the same period of the previous year.

- International tourism expenditure was more modest from Italy and the Netherlands (both +3%), as well as from Australia (+2%), and flat from Canada, partly due to the depreciation of their currencies against the US dollar. Weaker currencies also help explain the decline in expenditure from European source markets Germany, France, Switzerland and Austria (all -2%) and Belgium (-5%), and in Asia from Singapore (-2%) and Japan (-4%).
- By contrast, international tourism expenditure was stronger from Spain (+15%), Israel (+13%), Sweden, the Czech Republic (both +12%), Portugal (+9%), Norway, New Zealand (both +8%), Ireland (+7%) and Finland (+6%), partially supported by improving economic conditions. In Asia, Taiwan (pr. of China) and the Republic of Korea posted 11% and 8% growth in tourism spending respectively, while Hong Kong (China) saw an increase by 4%. As with receipts, some expenditure data is still likely to be revised.



UNWTO Tourism Trends Snapshot

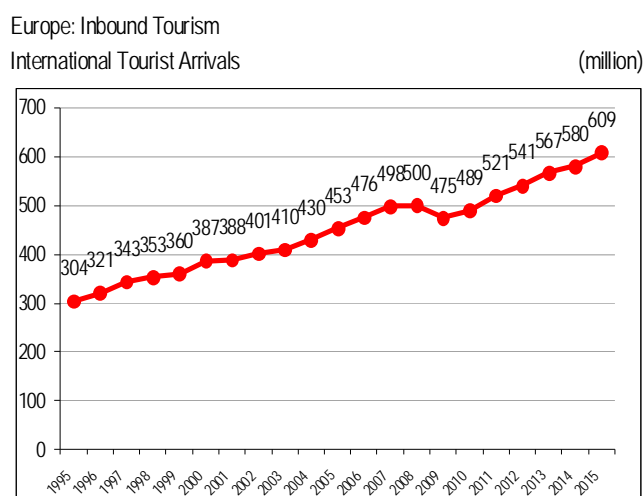
The new UNWTO Tourism Trends Snapshot provides a closer look at a selected tourism topic with each edition. The first edition "Tourism in the Mediterranean, 2015 edition" provides insight into the general trends in arrivals and receipts in the Mediterranean region, the performance of the individual destinations, the long-term trends until 2030 as well as the opportunities and challenges.

www.e-unwto.org/doi/book/10.18111/9789284416929

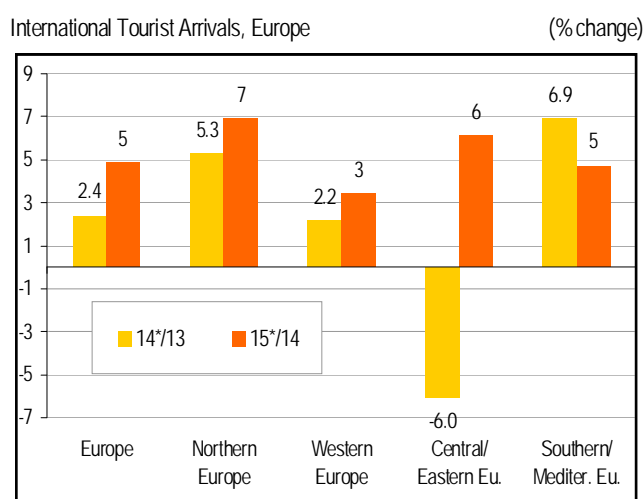
Regional results

Europe – fastest growing region in absolute terms

International tourist arrivals in Europe grew 5% in 2015, to reach a total of 609 million, just over half of the world's total (51%). Europe was the fastest growing region in absolute terms, with 28 million more tourists than in 2014. This is a remarkable result considering the maturity and size of many European destinations. In relative terms, growth was on par with that in Asia and the Pacific and the Americas.



Source: World Tourism Organization (UNWTO) ©



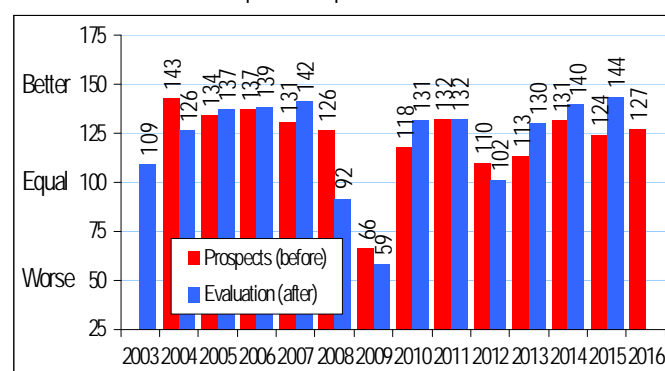
Source: World Tourism Organization (UNWTO) ©

Europe has benefited from robust demand from source markets both within as well as outside the region. Results were boosted by a busy summer season, particularly the month of July when arrivals increased 8%. A more affordable euro has made the region more attractive to travellers from non-euro markets. The ongoing recovery of many European economies has fuelled international travel within Europe itself, while increased strength from long-haul markets such as the United States and China also added to the results. A decline in demand from the Russian

Federation, due to that market's weaker economy and currency impacted some destinations, but was generally offset by stronger demand from other source markets. Prospects for 2016 remain positive overall, as current trends are expected to continue with low oil prices, the euro's favourable exchange rate and a gradually improving economy sustaining growth. On the downside, the large influx of refugees and irregular migrants in the last year has put the Schengen system of passport-free travel across inner borders under strain, which could complicate intra-regional travel within Europe.

UNWTO Panel of Tourism Experts

UNWTO Panel of Tourism Experts: Europe



Source: World Tourism Organization (UNWTO) ©

By subregion, Southern Mediterranean Europe added 10 million more international tourists than in 2014 (+5%) in its third consecutive year of strong growth. Northern Europe (+7%) and Central and Eastern Europe (+6%) saw the highest growth in relative terms, welcoming 5 and 7 million more tourists respectively. Western Europe (+3%) recorded an increase of 6 million arrivals in 2015.

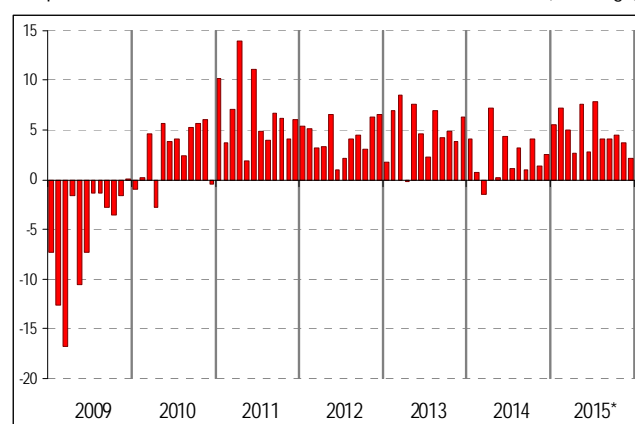
The 28 countries of the European Union (EU-28) posted over 5% growth, increasing international arrivals by a record 25 million to 479 million.

Northern Europe recorded 7% growth in 2015, with most destinations turning in fine results. International arrivals to Iceland increased by 29% to 1.3 million in its fifth year of double-digit growth, aided by expanded air transport and accommodation capacity, as well as inspiring promotion efforts. Ireland (+14%) and Sweden (+12%) also boasted double-digit growth, while Norway and Denmark reported 8% and 5% more arrivals respectively. As in other subregions, destinations in Northern Europe are benefitting from stronger demand from European source markets in general, amid improving economic conditions. A number of countries have increased their tourism development efforts in order to diversify their economy. This is the case of Norway, where tourism is considered a new industry of the post-oil era. In the United Kingdom (+4%), the subregion's top destination, growth in international visitors was significant, despite a stronger pound, which has made travel to the UK more expensive for euro area source markets. The Rugby World Cup in late September and October has attracted a large amount of visitors from all over the world to the various venues in England and

Wales. Finland (-4%) reported fewer tourists in 2015, due to a decline in Russian arrivals, which unlike as in other destinations, was not compensated by growth from other source markets.

International Tourist Arrivals, monthly evolution

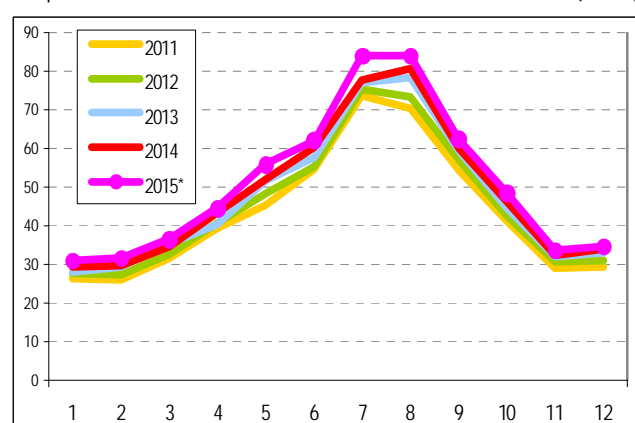
Europe (% change)



Source: World Tourism Organization (UNWTO) ©

International Tourist Arrivals, monthly evolution

Europe (million)



Source: World Tourism Organization (UNWTO) ©

Central and Eastern Europe (+6%) returned to growth in 2015 after a decline in international arrivals in 2014 amid the conflict in Ukraine and the slowdown of the Russian economy. Most destinations reported robust results in 2015. Hungary (+18%) is enjoying double-digit growth for the second year in a row, with improved air connectivity and growing popularity of Budapest for city and business tourism. Romania and Slovakia (both +17%) also recorded double-digit growth in 2015. Tajikistan (+94%) virtually doubled its arrivals in 2015, though from a low base. The Russian Federation, the subregion's largest destination, reported 6% more visitors through Q3, boosted by the depreciation of the rouble. The Czech Republic (+7%) and Poland (+5%) also performed well in 2015, driven by robust intraregional demand. Latvia (+3%) consolidated the strong results recorded in 2014, while Lithuania reported a 2% increase. Estonia (-3%) posted a decline, largely due to fewer tourists from its neighbours the Russian Federation and Finland.

Southern and Mediterranean Europe saw a 5% increase in arrivals in 2015, following the strong results recorded in 2014 (+7%) and 2013 (+6%). Strong appetite for leisure travel and the good summer weather boosted inbound tourism in the subregion, while the lower oil prices helped keep travel costs down.

Spain, the world's third and Europe's second most visited destination, received 3 million more international arrivals (+5%) reaching a record 68 million. Results were fuelled by strong demand from the United Kingdom and other European markets, as well as long-haul markets in the Americas and Asia. Efforts to diversify the tourism product and to extend the tourism season are producing some good results, with meetings (MICE), cultural and city tourism helping to attract more tourists outside the high season. Meanwhile, low cost airlines and cruise lines continue to expand their capacity in the Spanish market. Europe's third most visited destination, Italy reported a 5% increase in arrivals after more moderate 2% growth in 2014, with Milan successfully hosting the 2015 Expo from May to October 2015 attracting more than 20 million international and national visitors. The demand for short breaks was high thanks to the long summer season and the warm fall. In 2016, Italy is celebrating the Extraordinary Jubilee of Mercy, a Catholic period of prayer opened by Pope Francis and lasting until the end of November. Tourism experts believe this religious celebration will attract a significant amount of tourists this year.

By contrast, in Turkey, the fourth most visited European destination, international arrivals decreased by 1% amid security concerns and a substantial decline in Russian tourists. Demand from the Russian Federation, Turkey's second largest source market, has been under pressure due to its economic crisis and the depreciation of the rouble, and more recently the diplomatic tension that arose after the downing of a Russian fighter jet over Turkish territory in November. In Greece, international arrivals reached 24 million, an increase of 7% following two years of double-digit growth. Tourism experts in Greece are positive about 2016, mostly because Russians are increasingly choosing this destination as an alternative for Turkey or Egypt. Expectations are also high from other source markets, especially in North America and Scandinavia, as new direct flight connections with Greece are being established.

Other traditional Mediterranean destinations, Andorra (+13%), Portugal (+10%) and Croatia (+9%) also reported strong figures in 2015, as did island destinations Cyprus (+9%) and Malta (+6%) which are benefitting from increased air connectivity and higher perceived safety in comparison with some competing destinations. Meanwhile, the Balkan destinations of Bosnia & Herzegovina (+26%), Montenegro (+16%), FYR Macedonia (+14%), Albania (+13% through Q3), Slovenia (+12%) and Serbia (+10%) all reported double-digit growth this year. Serbia's government has implemented a new tourism strategy in recent months which includes tax incentives and promotional efforts. The ongoing negotiations with the EU

are also expected to contribute to a favourable business and investment climate.

International arrivals in Western Europe were up 3% in 2015, driven by strong results in the Netherlands (+7%), Austria and Germany (both +6%). The subregion benefited from good weather conditions in late summer and fall. France, the world's top tourism destination, recorded 3% growth through October, though full-year figures might come in lower after the 13 November terrorist attacks in Paris. On a positive note, the French capital city hosted the 2015 United Nations Climate Change Conference (COP21), which attracted participation and attention from all over the world. Growth in Belgium (+2%) was comparatively weak despite hosting the events of the 2015 European Capital of Culture in Mons. The security lockdown in Brussels last November, following the

terrorist attacks in Paris, had a negative impact on full-year results, though experts believe that the downturn will be short-lived. In Switzerland (+2%) growth has been more moderate, partly as a result of the appreciation of the Swiss franc against the euro. However, the impact was less than expected as the good weather in the summer period attracted more tourists than initially anticipated. For the upcoming months, the late start of the winter season in Austria and Switzerland due to the lack of snow, and the security concerns in Western European cities could affect tourism. On the other hand, lower oil prices, the euro's favourable exchange rate and the upcoming 2016 UEFA European Championship in France will support the tourism industry in the subregion.

1st UNWTO Global Conference on Wine Tourism

7-9 September 2016
Kakheti Region, Georgia

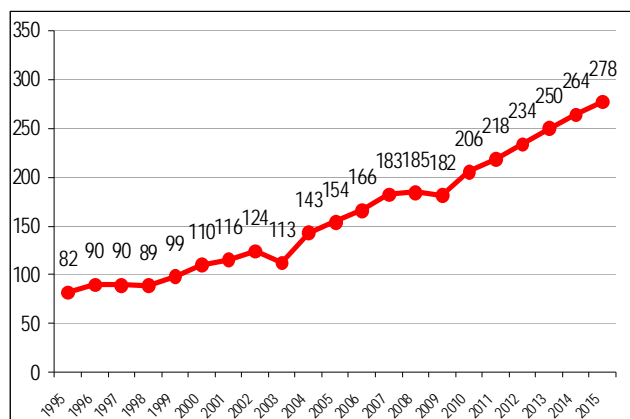
SAVE THE DATE!
Kakheti Region, Georgia
(7-9 Sept 2016)

Asia and the Pacific – uneven results across destinations

Asia and the Pacific welcomed 278 million international tourist arrivals in 2015, nearly a quarter of the world’s total and 13 million more than in 2014, corresponding to 5% growth. Oceania saw the strongest results (+7%), followed by South-East Asia (+6%), while North-East Asia, the largest subregion, and South Asia both recorded +4%. By individual destination countries, results were rather uneven though.

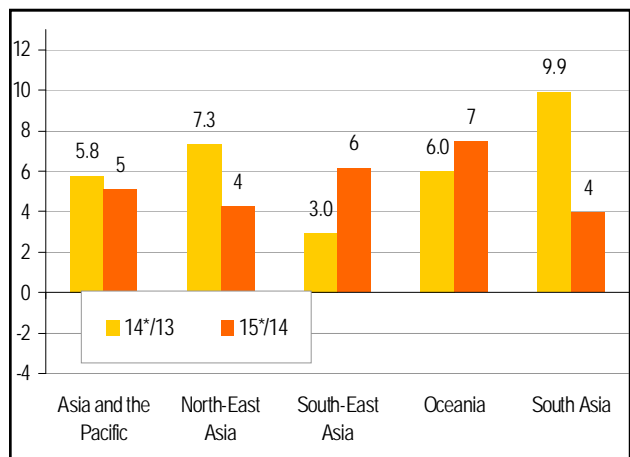
subregion’s top destination, Thailand (+20%) rebounded strongly from the previous year’s subdued results, welcoming 5 million more international tourists in 2015 to reach a record 30 million. International tourist arrivals surged with strong double-digit growth through August, but slowed to single-digits from September following the mid-August Ratchaprasong bombing in Bangkok. Thai experts, however, noticed a quick rebound in the Chinese market after the Bangkok incident, and attributed the good results mostly to political stability, the increase in low-cost airline routes and the depreciation of the Thai Baht. Elsewhere, Myanmar (+14%) and Laos (+13%) continued their advance with another year of double-digit growth. The Philippines (+11%) also performed well, after more modest growth in 2014. Indonesia reported a 10% increase in arrivals last year, but this figure should be read with caution as 2015 data might not be strictly comparable to 2014. Indonesia is recovering from the impact of large scale forest fires which started in July 2015 and also affected some of its neighbours, especially Malaysia (-6%) and Singapore (+2%), where smoke and haze have been an important problem. Cambodia reported a 6% increase in international arrivals last year, while Vietnam added 1%.

Asia and the Pacific: Inbound Tourism
International Tourist Arrivals (million)



Source: World Tourism Organization (UNWTO) ©

International Tourist Arrivals, Asia and the Pacific (% change)



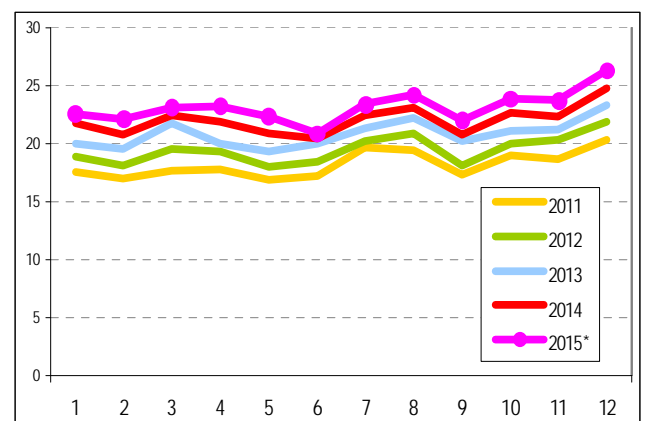
Source: World Tourism Organization (UNWTO) ©

Oceania enjoyed a solid 7% increase in arrivals in 2015, boosted by robust growth in New Zealand (+10%) and Australia (+8%), the subregion’s top destinations. Experts from Australia highlighted the positive effect from the depreciation of the Australian dollar against most other currencies, as well as increasing flight connections from growth source markets, especially China and the Middle East. Among Pacific island destinations, Palau (+15%), Samoa (+11%), Fiji (+9%), New Caledonia (+6%), Guam (+5%) and Northern Mariana Islands (+4%) all turned in good results.

International arrivals in South-East Asia grew by 6% with fairly mixed results by individual destinations. The

International Tourist Arrivals, monthly evolution

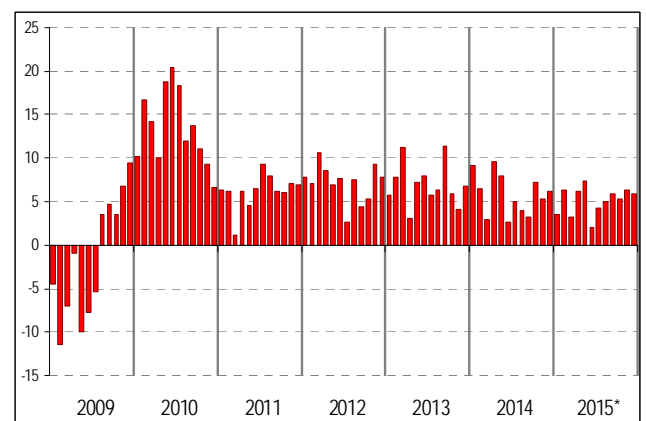
Asia and the Pacific (million)



Source: World Tourism Organization (UNWTO) ©

International Tourist Arrivals, monthly evolution

Asia and the Pacific (% change)

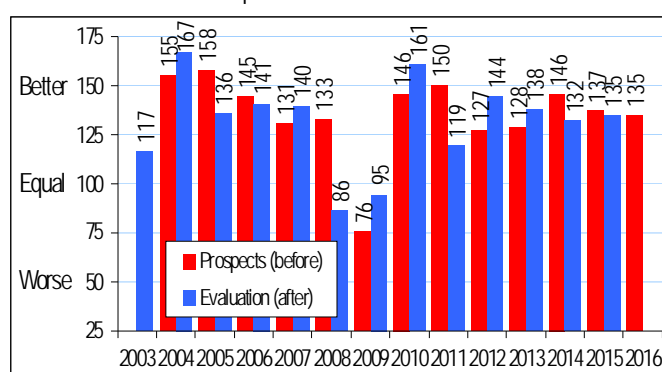


Source: World Tourism Organization (UNWTO) ©

Results were rather uneven in North-East Asia (+4%) with strong growth in a few destinations and declines in others. Japan reported an exceptional 47% increase, receiving 6 million more international arrivals in 2015 to hit the 20 million mark. This is Japan's fourth consecutive year of double-digit growth and arrivals have more than doubled since 2012. Tourism experts from Japan indicate the destination is benefiting from strong intraregional demand, especially from China, supported by stepped-up promotion, a weaker yen, visa facilitation policies and increased flight connections. Taiwan (pr. of China) recorded 5% more international arrivals, while Asia's top destination, China, saw 2% more. By contrast, arrivals in Hong Kong (China) and Macao (China) declined 4% and 2% respectively in 2015. Travel to Hong Kong and Macao has become more expensive for visitors from mainland China and other neighbouring countries, due to a strong Hong Kong dollar and Macao pataca which are pegged to the US dollar. China's ongoing fight against graft and corruption has also affected Macao, both its gaming industry and the tourism sector overall, according to experts. Mongolia also reported 2% less tourists in 2015. Results in the Republic of Korea (-7%) were negative due to the impact of the recent MERS outbreak, but started to rebound in the last quarter of the year (+4%).

UNWTO Panel of Tourism Experts

UNWTO Panel of Tourism Experts: Asia and the Pacific



Source: World Tourism Organization (UNWTO) ©

International arrivals in South Asia increased by 4% in 2015 compared to 2014. Tourism experts from this region mentioned that tourism development has benefitted greater awareness of the economic importance of tourism and also pointed to the success of the introduction of electronic visas. India, the largest destination in the subregion, reported a 4% increase in arrivals this period. Sri Lanka continued the rapid pace of growth of previous years, reporting 18% more international arrivals in 2015, with especially strong growth from major source markets India and China. Maldives posted a more moderate 2% increase. International arrivals in Nepal decreased by 32% as the April 25 earthquake took its toll.



Save the Date!

First World Conference on Tourism for Development

'Tourism for Peace and Development'

18-21 May 2016 - Beijing, China

The First World Conference on Tourism for Development will be held in Beijing, China from 18-21 May 2016 with a specific view to advancing the contribution of tourism to the Sustainable Development Goals (SDG).

The event will be jointly organized by the Government of the People's Republic of China and the World Tourism Organization (UNWTO).

The conference, which coincides with the China Tourism Day, will be addressed by the Head of Government of China and bring together leaders in the areas of tourism and development to spur dialogue and create a better understanding of tourism's contribution to development, including poverty alleviation and peace.

On this occasion, China, as chair of the G20, will also host the 7th T20 Ministers' Meeting under the theme "Sustainable Tourism – An Effective Tool for Inclusive Development".

The one-day conference on 19 February will be divided into three components: the first part of the conference in the form of a Summit Forum will be devoted to the thematic topic of *Sustainable Development through Tourism*.

The subsequent two sessions of the conference will be devoted to deliberations at ministerial level on the sub-themes of *Tourism for Poverty Alleviation and Tourism for Peace*.

For more information and registration please see:
www.tourismfordevelopment.org



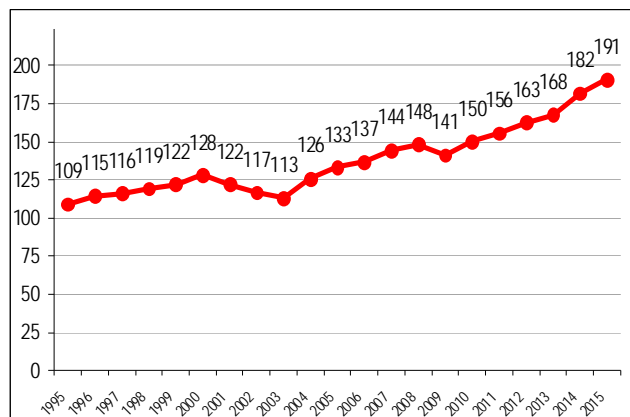
The Americas – continued growth in 2015

International tourist arrivals in the Americas grew by 9 million (+5%) in 2015 to reach 191 million (16% of the world’s total), consolidating the strong results of 2014 when arrivals grew by 8%. By subregion, the Caribbean and Central America (both +7%) led growth, both exceeding their previous year’s growth rates, while South America recorded 5% more arrivals and North America 4%. A strong US dollar and robust economy fuelled outbound travel from the United States, contributing to higher inbound volumes in many destinations across the Americas and beyond, while making the US itself more expensive. The number of US residents travelling to international destinations was up 8% through November, while expenditure increased by 9% (in current terms) according to preliminary full year data.

international arrivals (through November), while Jamaica (+2%) saw more moderate results. Among the smaller destinations, Aruba, Barbados (both +14%) and Haiti (+11%) all enjoyed double-digit growth. Turks & Caicos and Trinidad & Tobago respectively recorded 8% and 7% more arrivals and the Bahamas 3% (through October).

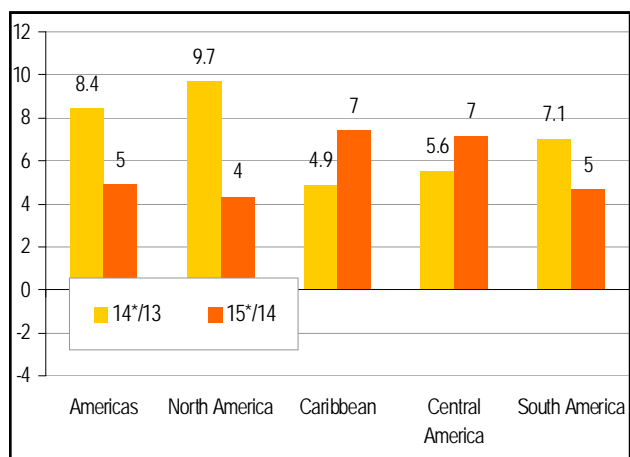
Americas: Inbound Tourism

International Tourist Arrivals (million)



Source: World Tourism Organization (UNWTO) ©

International Tourist Arrivals, Americas (% change)

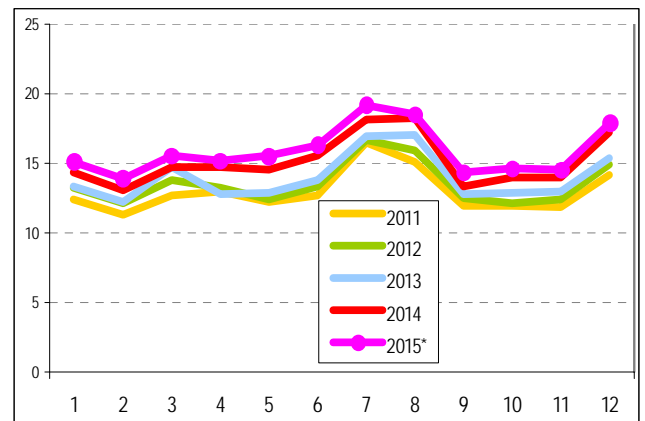


Source: World Tourism Organization (UNWTO) ©

In the Caribbean, international arrivals increased by 7% in 2015 to 24 million. Growth was driven by Cuba (+18%) and the Dominican Republic (+9%) both enjoying strong demand especially from the United States and the European Union as well as South American source markets. Puerto Rico reported a solid 6% increase in

International Tourist Arrivals, monthly evolution

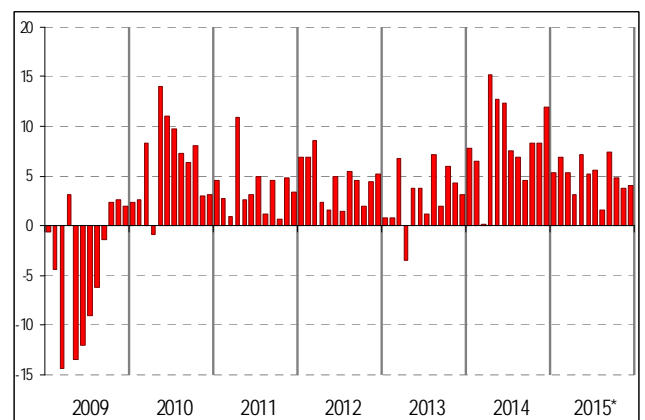
Americas (million)



Source: World Tourism Organization (UNWTO) ©

International Tourist Arrivals, monthly evolution

Americas (% change)



Source: World Tourism Organization (UNWTO) ©

In Central America, international arrivals were up 7% to exceed 10 million for the first time. Panama led growth in the subregion with a 21% increase in arrivals. Belize welcomed 6% more arrivals, while Costa Rica and Honduras both reported 5% growth and El Salvador 4%. Guatemala and Nicaragua posted respectively 5% and 4% growth in the first half of the year.

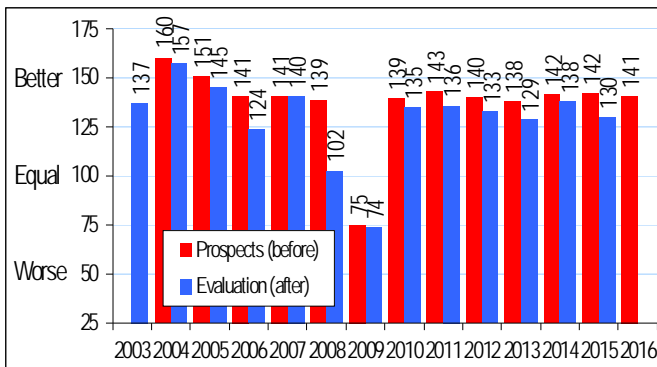
South America recorded 5% growth in 2015 to reach an estimated 30 million arrivals. Results were rather mixed across destinations, with Chile (+22%) reporting double-digit growth last year as it enjoyed strong tourism demand from Argentina and successfully hosted the Copa America Chile 2015 football championship. Colombia (+16%) also posted a double-digit increase, supported by the depreciation of its peso, ongoing improvement in the perception of security and stepped up promotion. Paraguay reported an exceptional 87% increase in international arrivals, though from a modest base, and exceeds the one

million mark for the first time. Pope Francis' visit to the country boosted arrivals, as did neighbouring Argentina, Paraguay's leading source market. Peru recorded 7% growth and Uruguay 3%, while Argentina saw a 3% decrease in international arrivals through October. International arrivals data for Brazil, the subregion's largest destination, is not yet available. However, data on international tourism receipts points to continued growth following the year of the 2014 FIFA World Cup football championship, supported by the depreciation of the real.

North America, which accounts for two-thirds of international arrivals in the Americas, recorded 4% growth in 2015 to reach 126 million. Mexico (+10%) and Canada (+8%) enjoyed robust growth, as neighbours benefitting in particular from the appreciated US dollar driving tourism demand from the United States. On the other hand, the United States reported a 4% increase in international arrivals through June compared to the same period of 2014. Full year results are still pending, but are expected to be moderate as the destination has become more expensive to virtually all of its source markets. Preliminary full year data on international tourism receipts in the United States shows a 1% increase.

UNWTO Panel of Tourism Experts

UNWTO Panel of Tourism Experts: Americas



Source: World Tourism Organization (UNWTO) ©

2nd UNWTO World Forum on Gastronomy Tourism
Lima, Peru, 27-29 April 2016

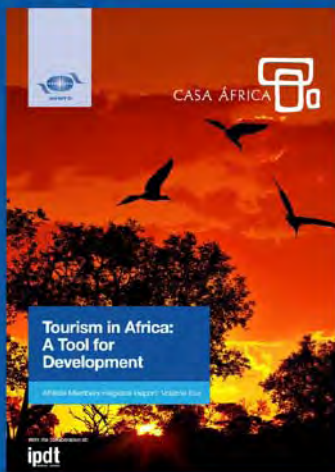
2º Foro Mundial de Turismo Gastronómico de la OMT
Lima, Perú, 27-29 de abril de 2016

PERÚ Ministerio de Comercio Exterior y Turismo

peru prom.peru

In collaboration with: basque culinary center

SAVE THE DATE!
Lima, Peru
(27-29 April 2016)



Affiliate Members Regional Report, Volume four - Tourism in Africa: A Tool for Development

This study was commissioned by the World Tourism Organization (UNWTO) with the support and close cooperation of Casa África to assess the current situation of Africa's tourism product development. It proposes a UNWTO methodology for tourism product development that can be applied to African destinations.

See further:

<http://affiliatemembers.unwto.org/publication/am-regional-reports-volume-four-tourism-africa-tool-development>



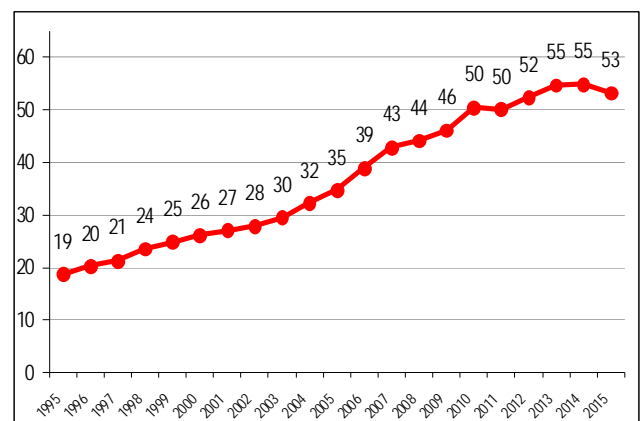
Africa – gradually returning to growth

Africa dipped into negative growth in the last four months of 2014 and continued to struggle in 2015. In particular Northern Africa (-8%) was hard hit by the terrorist attacks in Tunisia. In Subsaharan Africa (0%) on the other hand, the situation gradually improved throughout the year and growth returned from September. Based on the still limited data available, international tourist arrivals for the region overall are estimated to have decreased by 3% compared to 2014. In absolute numbers, Africa welcomed a total of 53 million international tourists in 2015 or 5% of the world's total. However, these figures should be interpreted with caution, as estimates are based on comparatively limited data from rather few countries in the region that reported data for 2015.

Africa: Inbound Tourism

International Tourist Arrivals

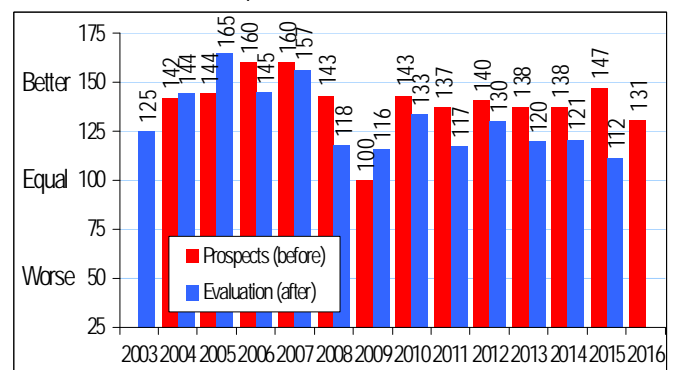
(million)



Source: World Tourism Organization (UNWTO) ©

UNWTO Panel of Tourism Experts

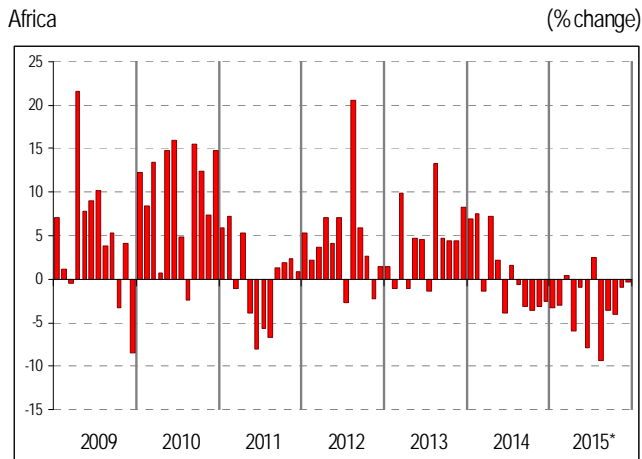
UNWTO Panel of Tourism Experts: Africa



Source: World Tourism Organization (UNWTO) ©

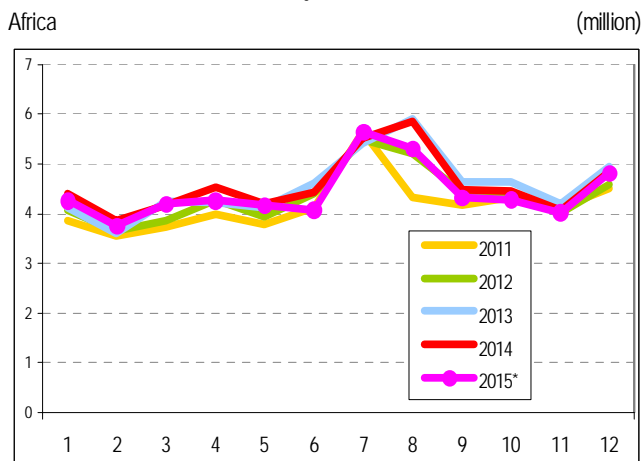
Destinations in both subregions, North Africa and Subsaharan Africa, kept struggling with a variety of geopolitical, health and economic challenges. The terrorist attacks in Tunisia, Kenya and Nigeria among others, have weighed down on tourist demand in the region, as have health concerns in the aftermath of the Ebola outbreak in a few West African destinations. Slower economic growth in countries depending on exports of oil and other commodities has also weakened intraregional demand.

International Tourist Arrivals, monthly evolution



Source: World Tourism Organization (UNWTO) ©

International Tourist Arrivals, monthly evolution



Source: World Tourism Organization (UNWTO) ©

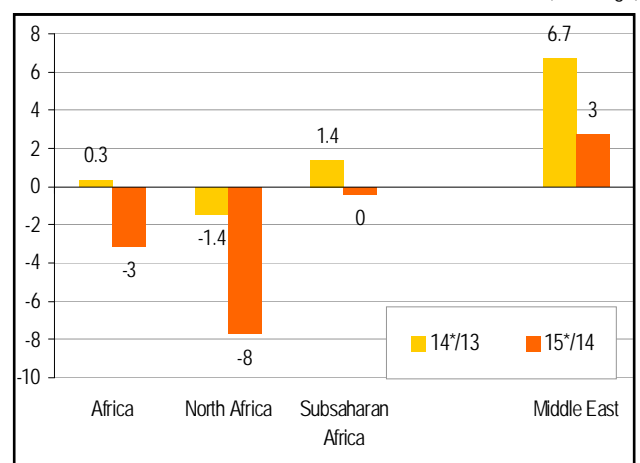
In North Africa, Tunisia (-25%) saw a considerable decline in international arrivals in 2015, impacted by various acts of terrorism this year. The largest destination in the subregion, Morocco (-1%), also posted weaker results, affected by a decrease in arrivals from its major source market France.

International arrivals in Subsaharan Africa (0%) gradually improved throughout the year and returned to positive growth from September with the full year number estimated to be virtually equal to 2014. Results were rather mixed by destination. Most island destinations performed rather well this year, with Seychelles (+19%), Mauritius (+11%), and Reunion (+10% through June) all boasting double-digit growth, while Madagascar (+8% through November) and Cabo Verde (+5%) also turned in good results. Zimbabwe reported a 9% increase in international arrivals, largely driven by African visitors. By contrast, Kenya reported a 13% decrease in arrivals as it keeps struggling with terrorism. Leading destination South Africa reported 7% fewer arrivals in 2015. Panel experts mentioned the negative impact of new visa rules in South Africa, which require visitors to apply for visas in person at South African embassies to provide biometric information. Neighbouring countries such as Swaziland

(-5%) were also affected as South Africa is a major hub for South-East African destinations.

A clearer picture of the region's performance will emerge as data will become available for additional countries. Safety and health concerns, including the faded but still latent Ebola virus, might continue to impact international tourism in some African destinations. However, the gradual return to growth at the end of 2015 is expected to strengthen throughout 2016, provided that security threats and risks diminish. Tourism experts from the region noted that some countries have started to put more political emphasis on tourism development, as economic diversification becomes more urgent, especially for countries that had been relying heavily on exports of oil and other raw materials in recent years.

International Tourist Arrivals, Africa & Middle East (% change)

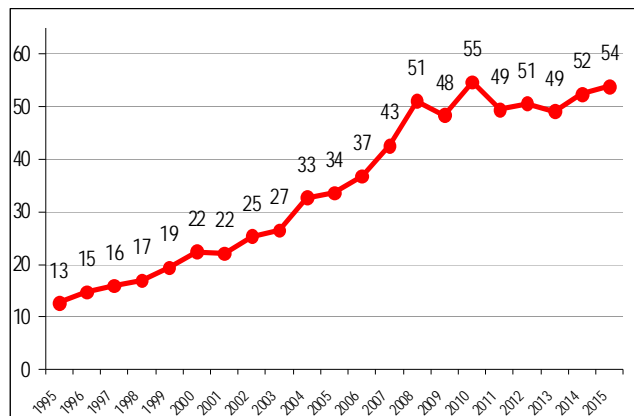


Source: World Tourism Organization (UNWTO) ©

The Middle East – consolidating recovery

International arrivals in the Middle East (+3%) are estimated to have increased by 1.5 million in 2015, bringing the total to 54 million. The region is still on a gradual path to recovery that started in 2014, when arrivals rebounded by 7% after declines in previous years. Data from some destinations, however, is still pending, including the United Arab Emirates (Dubai).

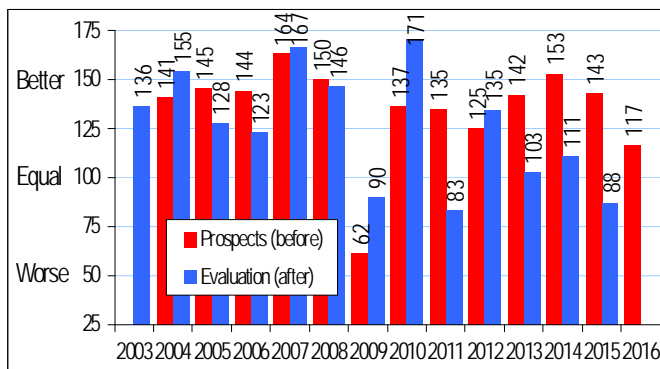
Middle East: Inbound Tourism
International Tourist Arrivals (million)



Source: World Tourism Organization (UNWTO) ©

UNWTO Panel of Tourism Experts

UNWTO Panel of Tourism Experts: Middle East



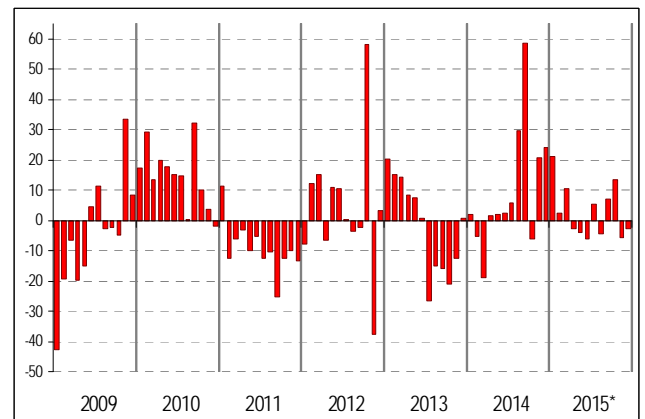
Source: World Tourism Organization (UNWTO) ©

By destination results remain rather mixed. Despite the ongoing political, economic and security concerns in the region, some destinations have posted encouraging results, generally driven by intraregional demand from Gulf Cooperation Council (GCC) member states. Leading destination Saudi Arabia reported 4% more arrivals in 2015. Oman (+16%) and Lebanon (+12%) both recorded double-digit growth in 2015, as they continued their rebound from the weaker results in the early 2010s. Qatar posted a 4% increase and is the only country in the region that has maintained consistent growth for over a decade. By contrast, Egypt reported 6% fewer international arrivals in 2015 due to various incidents. The Russian plane crash in October, which was attributed to terrorist groups, led to flight suspensions to Sharm el-Sheikh and travel bans by

the governments of the Russian Federation and the United Kingdom, two of the major source markets for Egypt. Jordan (-6%) and Palestine (-22%) also reported a decline in arrivals.

International Tourist Arrivals, monthly evolution

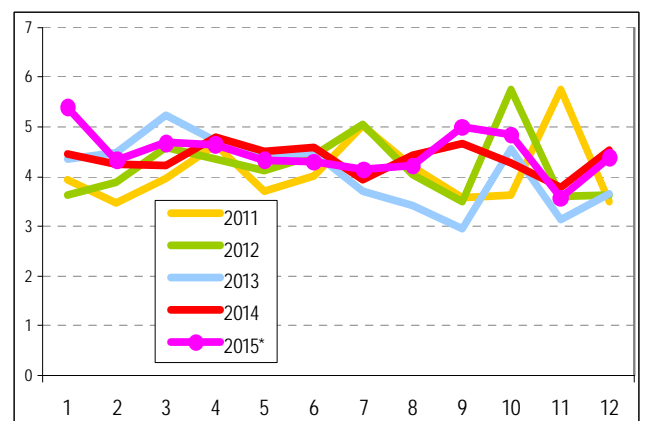
Middle East (% change)



Source: World Tourism Organization (UNWTO) ©

International Tourist Arrivals, monthly evolution

Middle East (million)



Source: World Tourism Organization (UNWTO) ©

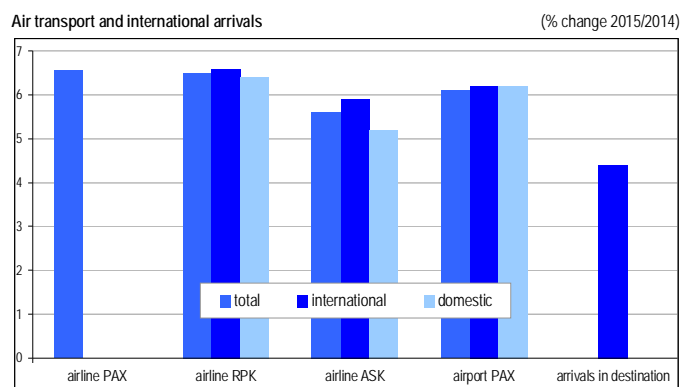
Transport

Continued growth in passenger traffic and lower oil prices boost airline results in 2015

Preliminary full year data released by the International Civil Aviation Organization (ICAO), the International Air Transport Association (IATA) and the Airports Council International (ACI) shows that 2015 has been a good year for air transport with strong results in passenger traffic for carriers and airports across all world regions with few exceptions. Increased passenger demand coupled with moderate growth in capacity and lower oil prices, boosted airline profitability in 2015.

In summary, the number of airline passengers on domestic and international services worldwide reached 3.5 billion in 2015, up 6.5% over 2014. Passenger traffic measured in revenue passenger-kilometres (RPKs) grew also by 6.5% overall, with domestic and international traffic growing at about the same rate. Passenger traffic through airports grew 6.1% in 2015, with also equal growth for international and domestic passengers.

These air transport indicators are consistent with the positive trend seen in international tourist arrivals, which grew 4.4% last year as reported in this issue of the *UNWTO World Tourism Barometer*. As air travel represents the mode of transport for slightly over half of the world's 1.2 billion international tourists, this implies that travel by air grew faster than surface travel over land or water last year.



Source: compiled by UNWTO from ICAO, IATA, ACI

ICAO: worldwide air passengers reached 3.5 billion in 2015

ICAO highlighted in its traditional news release with preliminary 2015 figures, that the aviation industry, composed of some 1,400 commercial airlines, 4,130 airports and 173 air navigation services providers (ANSPs), continued to play a critical role in fostering growth of tourism and trade.

Globally, 34 million flights carried 3.5 billion passengers on domestic and international scheduled services in

2015. World air traffic expressed in revenue passenger-kilometres (RPKs) rose to 6.6 trillion in 2015, corresponding to an average 1,900 kilometres flown per passenger. For a more in-depth analysis of traffic, see the IATA section. (Note that airlines count passengers on each flight segment, so for a round trip a passenger is counted at least twice).

The increasing presence of low-cost carriers (LCCs) in emerging economies is considered to be an important factor for growth in passenger traffic. LCCs carried more than 950 million passengers in 2015 on both domestic and international services, approximately 28% of the total 3.5 billion scheduled passengers. LCCs in Asia/Pacific represent 31% of total LCC passengers carried, followed by Europe with 30% and North America with 26%.

Source: *Continuing Traffic Growth and Record Airline Profits Highlight 2015 Air Transport Results*, at: www.icao.int/Newsroom/Pages/Continuing-Traffic-Growth-and-Record-Airline-Profits-Highlight-2015-Air-Transport-Results.aspx

IATA: global passenger traffic up 6.5% in 2015, the highest increase in five years

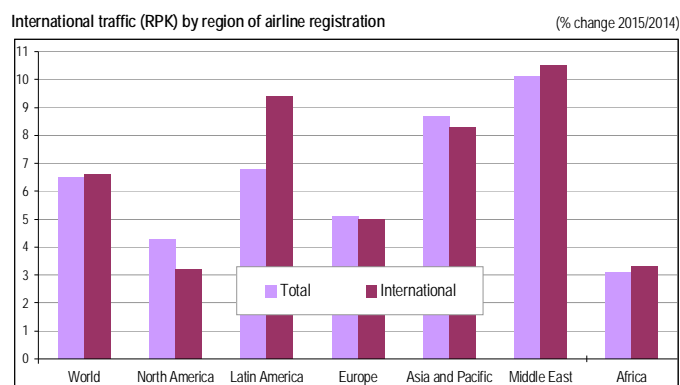
According to the International Air Transport Association (IATA), the world's airlines saw record growth in passenger demand in 2015. Global passenger traffic on both domestic and international routes measured in revenue passenger-kilometres (RPKs), grew 6.5% in 2015 according to the updated results published in the January 2016 issue of its *Air Passenger Market Analysis*. This is the fastest pace of growth since the 2010 rebound after the global economic and financial crisis and well above the 10-year average annual growth of 5.5%. Passenger demand received a strong boost from lower air fares, partly the result of lower oil prices. After adjusting for the rise in the US dollar, global airfares in 2015 were approximately 5% lower than in 2014. According to IATA, this decline in air fares drove about half the annual growth in passenger traffic last year.

The strongest traffic growth on both domestic and international routes was recorded by carriers in the Middle East (+12%), followed by those in Latin America (+7%), Asia and the Pacific (+9%), Europe (+5%) and North America (+4%). African airlines experienced the lowest annual increase in demand, up 3% compared to 2014.

Passenger air transport capacity expressed in available seat kilometres (ASKs) rose slightly less (+5.6%) than traffic demand, resulting in a 0.6 percentage point increase in average load factor, to 80.4%. The passenger load factor increased for carriers in all regions except the Middle East, where capacity growth (+13%) exceeded the increase in traffic (+10%).

IATA forecasts global passenger traffic to increase 6.9% in 2016. Capacity is expected to grow at a marginally faster rate of 7.1%, maintaining the passenger load factor

at virtually the same level (80.4%) as in 2015. This remains high by all accounts, as the load factor increased by some 7 percentage points since 2004 when it was 73.5%.



Source: compiled by UNWTO from IATA

International traffic increased 6.6% in 2015 driven by Asia and the Pacific

International passenger traffic rose 6.6% in 2015, with all regions reporting growth over 2014. International capacity rose 5.9% resulting in a 0.5 percentage point increase in load factor, to 79.7%.

The fastest growth was registered by Middle Eastern carriers, with international RPKs up 10.5% year-on-year. Middle Eastern carriers' share of total international traffic rose to 14.3% in 2015, and overtook that of North American carriers (13.4%). Capacity rose 13.2%, reducing load factor by 1.8 percentage points to 76.4%.

Carriers in the Asia Pacific region accounted for one-third of the total annual increase in international traffic in 2015, with volumes up 8.2% from the previous year. Demand was supported by a 7.3% increase in the number of direct airport connections in the region, resulting in time savings for travellers. Capacity rose slightly less (+6.5%), pushing load factor up 1.3 percentage points to 78.2%.

European carriers, accounting for 37% of international traffic, also made a significant contribution to international traffic growth. Traffic increased by 5.0% in 2015, while capacity rose only 3.8%, resulting in the average load factor rising 1 percentage point to 82.6% – the highest among the regions. Traffic growth was aided by a pick-up in consumer spending in the euro area, as well as a moderate increase in flight frequencies.

International traffic recorded by North American carriers rose by 3.2% in 2015, with solid economic conditions in the US continuing to support passenger demand. Capacity was up 3.1%, resulting in a load factor of 81.8%, the second-highest after European carriers.

Latin American carriers enjoyed 9.4% growth in international passenger traffic in 2015, the second highest, after the Middle East. Capacity rose 9.2% and load factor climbed 0.1 percentage points to 80.1%. In spite of challenging conditions in the region's key economies, most notably Brazil, overall traffic has been robust.

African carriers' international traffic grew by 3.3% in 2015 – a recovery from an Ebola-affected 2014, but still slow for an emerging market. With capacity growing half as much as traffic in percentage terms (1.5%), load factor climbed 1.2 percentage point to 68.7%. International traffic rose strongly in the second half of 2015, though, in conjunction with a jump in trade activity to and from the region.

Domestic traffic – fastest growth in China and India

Revenue passenger-kilometres travelled worldwide on domestic scheduled air services grew by 6.4% in 2015. Unlike international air traffic, domestic traffic is rather concentrated in a small number of markets with large populations and/or land areas. Seven individual markets – the United States, China, Brazil, the Russian Federation, Japan, India and Australia – account for over 80% of the world's domestic air traffic.

The United States, the world's largest market with 42% of global domestic traffic, recorded 4.9% growth in 2015. China, the second largest domestic market with a 23% share, saw a strong 11% increase in traffic last year, while Brazil (4% share) reported more moderate 0.9% growth. India (3% share of world domestic air traffic) boasted a 19.8% surge in traffic last year, fuelled by solid economic growth and an increase in the frequency of domestic flights.

In 2015, the global domestic load factor increased 0.9% points to 81.5%. By individual market, the United States has the highest load factor with 85.4%, followed by India with 83.2% and China with 81.3%.

Airline profits rise on strong passenger demand and lower oil prices

The International Air Transport Association (IATA) reported improved industry profitability in 2015 in its *Economic Performance of the Airline Industry* report. 2015 was a positive year for airlines in terms of financial performance, with passenger volumes hitting a new high, expenses down significantly due to cheaper oil, and profits increasing considerably as a result.

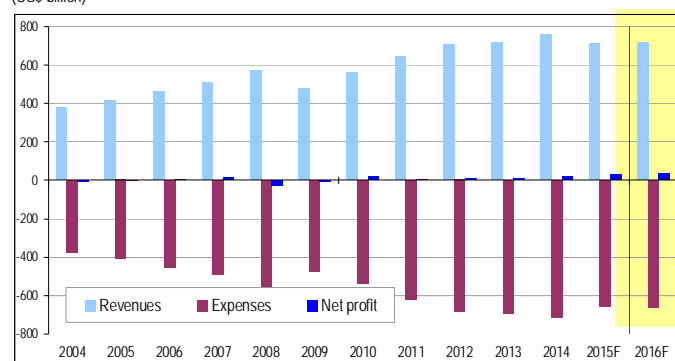
Total industry revenues from both international and domestic transport of passengers and freight reached US\$ 710 billion in 2015, 6% lower than in 2014. However, as values are expressed in current US dollar terms, this decrease is predominantly a reflection of the appreciation of the US dollar to most local currencies with earnings in these currencies converting to fewer dollars. Expenses decreased even more, i.e. by 8.5% to US\$ 655 billion. As a result operating profits rose to US\$ 55 billion (from US\$ 42 billion in 2014) and net post-tax profits to US\$ 33 billion (4.6% net profit margin), from US\$ 17 billion in 2014 (2.3% net profit margin).

The industry's stronger performance can be explained by the following factors:

- Lower oil prices are giving airline profits a boost; though in many markets this is moderated by the appreciation of the US dollar.
- Strong demand for passenger traffic, partly the result of lower air fares and stronger economies (see next point).
- Improved economic performance in some key economies (including a faster than expected recovery in the euro area) is outweighing the impact of slower growth in China and the downturn in the Russian and Brazilian economies.
- Efficiency gains by airlines, as seen in record high load factors (up 0.6%p to 80.4%).

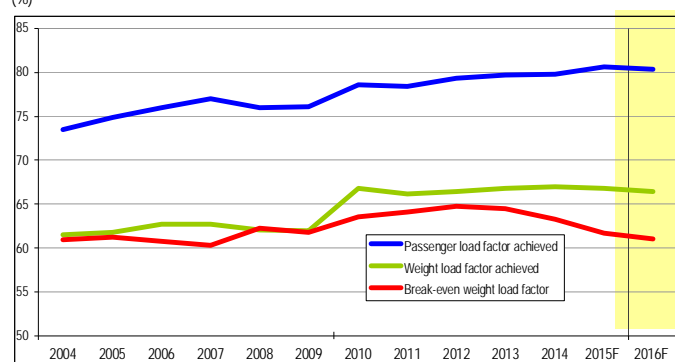
By comparison, freight traffic was rather weak. World freight cargo volumes measured in freight tonne-kilometres (FTKs) grew 1.9% in 2015, less than half of the increase in 2014 (5.0%). Weak cargo performance reflects sluggish growth in trade worldwide. Cargo revenues, which account for about 10% of total airline revenues, declined from US\$ 63 billion in 2014 to US\$ 52 billion in 2015.

Airline Industry Economic Performance: Revenues, expenses and net profit (US\$ billion)



Source: compiled by UNWTO from IATA

Airline Industry Economic Performance: load factor (%)



Source: compiled by UNWTO from IATA

Profitability Outlook for 2016

In 2016, IATA expects a further increase in airline profits thanks to even lower oil prices, increased passenger demand and slow but ongoing growth in the world economy. With a projected 3.8 billion departing passengers in 2016, revenue forecast is US\$ 717 billion.

Industry revenues peaked in 2014 at US\$ 758 billion, then declined to US\$ 710 billion in 2015 with the impact

of the strengthening of the US dollar on non-dollar revenues. The increase in revenues in 2016 is expected to be fuelled by the passenger side of the business (up from US\$ 525 billion in 2015 to US\$ 533 billion in 2016). Cargo revenues are expected to decline slightly to US\$ 51 billion (from US\$ 52 billion in 2015).

Despite improvements in recent years, the industry's profit margins are still considered thin. Industry-wide net post-tax profits are forecast to rise to US\$ 36 billion in 2016. For an industry that generates US\$ 717 billion in revenues, this profit translates to an average net profit margin of 5.1%. This is equivalent to an average net profit per passenger of US\$ 9.59. These are however, the highest profit figures in the past decade.

Fuel currently accounts for about 27% of the average airline cost structure, but this is expected to decrease further in 2016 due to the continued decline in crude oil and jet fuel prices over recent months. The drop in crude oil prices however, does not always have an immediate impact on the bottom line for air carriers, as many airlines hedge their fuel purchases to reduce the impact of potential price volatility and are often locked into higher prices until the hedge expires. Furthermore, fuel is priced in US dollars, and the dollar has appreciated against many currencies in Latin America, Europe and Asia, meaning that for some non-US carriers, the appreciation of the US dollar has partly offset the decline in oil prices.

Carriers in all regions are expected to report improved net profitability in 2016 over 2015 according to IATA. However, there are significant differences between regions. North American carriers are leading in terms of performance, as a result of a strong US economy, the appreciating US dollar, lower oil prices and a restructured industry. On a per-passenger basis, North America is expected to deliver the highest financial performance with a net profit of US\$ 21.40 per passenger and a net profit margin of 9.5%. Other regions are expected to see lower net profits ranging from US\$ -0.90 per passenger in Africa to profits of US\$ 1.30 in Latin America, US\$ 5.10 in Asia and the Pacific, US\$ 8.00 in the Middle East and US\$ 8.80 in Europe. Net profit margins will range from -0.5% to 4.3% in those regions.

See corresponding tables on pages Annex-24-25 of the Statistical Annex.

For more information see the following resources:

Air passenger market analysis at:

www.iata.org/publications/economics/Pages/Air-Passenger-Monthly-Analysis.aspx

news release *Demand for air travel in 2015 surges to strongest result in five years*, at

www.iata.org/pressroom/pr/Pages/2016-02-04-01.aspx

Economic performance of the airline industry at:

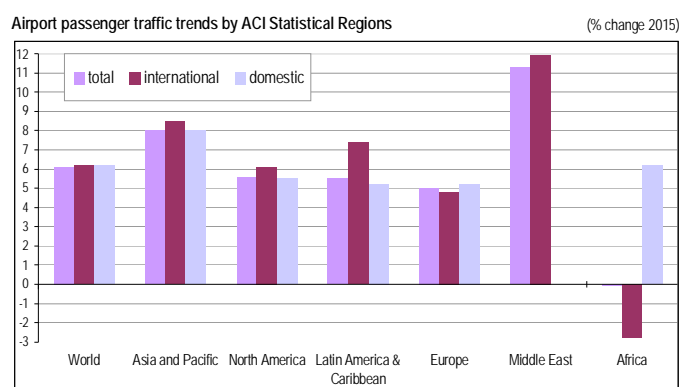
www.iata.org/publications/economics/Pages/industry-performance.aspx

news release *Airlines continue to improve profitability 5.1% net profit margin for 2016*, at

www.iata.org/pressroom/pr/Pages/2015-12-10-01.aspx

ACI: world airport traffic increased 6% in 2015

Global traffic of departing and arriving passengers through airports grew by 6.1% in 2015 as estimated by the Airports Council International (ACI) based on a significant sample of airports worldwide that provide regular monthly reports. This represents the strongest growth rate in passenger traffic since 2010 (+6.6%), the year in which traffic rebounded after the 2008 economic and financial crisis. In fact, despite moderate world economic growth, passenger traffic approached pre-recession growth levels seen in 2004–2007. Passenger traffic to and from international destinations (+6.2%) was equally strong as between domestic airports (+6.1%). Growth in domestic and international traffic was rather similar in all regions, with the exception of Africa, where domestic traffic (+6%) increased considerably, while international traffic (-3%) decreased.



In Asia and the Pacific passenger traffic through airports grew by 8% in 2015. China (+8%) and India (+16%) remain the major sources of growth, with half of the region's increase coming from these two markets. India contributed almost as much as China to total passenger growth in the region last year, and even surpassed China in domestic passenger growth, thanks to the acceleration of its economic activity. Other major contributors to the region's strong results were Thailand (+21%), the Republic of Korea (+11%), Hong Kong (+8%) and Japan (+4%).

Europe grew 5% in airport passenger numbers last year. Italy (+7%), Spain (+6%), Germany (+5%) and the United Kingdom (+4.5%), the four key markets for international traffic, all recorded solid growth. By contrast, the Russian Federation lost 15% of international traffic compared to 2014, the result of low oil prices, domestic economic weaknesses and sanctions. Ireland and Portugal finished the year with strong 13% and 11% growth in total passenger traffic respectively, while France, the third largest economy in Europe, grew at a more modest rate of 3% given weaker economic conditions there. The top airports in terms of passenger growth in the region are Istanbul-Atatürk (+5.2 mn), Madrid (+5 mn), Istanbul-Sabiha Gökçen (+4.7 mn), Dublin (+3.3 mn) and Amsterdam (+3.3 mn). The two airports in Istanbul

combined grew by 12.2%, generating an additional 9.8 million passengers over the course of the year, making the Eurasian transcontinental city the third largest aviation city in Europe after London and Paris.

In North America, passenger numbers have seen a 6% increase in 2015, testament to the resilient US economy and the appreciating US dollar vis-à-vis other major currencies. Canada, dependent on oil exports and cross border traffic, reported 4% growth in total passenger traffic. Atlanta airport reached the important milestone of 100 million passengers with its additional 5.3 million passengers in 2015. Impressive growth was also observed at Chicago-O'Hare (+6.9 mn), Dallas-Love Field (+5.1 mn), Seattle (+4.8 mn) and Los Angeles (+4 mn). In terms of international traffic, four airports in the region added over one million international passengers during 2015: Toronto (+1.8 mn), New York (+1.8 mn), Los Angeles (+1.6 mn) and Miami (+1.1 mn).

Latin American and Caribbean airports saw 6% growth in passenger traffic through airports, despite the recession in Brazil and the economic problems in other countries. This is the result of strong growth in both international (+7.4%) and domestic (+5.2%) passenger traffic. The passenger traffic growth in Latin America-Caribbean is largely driven by Mexico (+13% in domestic, +12% in international traffic), followed by Colombia (+10% in both domestic and international) and Argentina (+12% in domestic, +3% in international traffic). Brazil reported weaker results for 2015, with international traffic (+2.8%) growing faster than domestic (+0.6%). The key airports contributing to the growth in the region are Mexico City (+4.2 mn), Bogota (+2.5 mn), Cancun (+2.2 mn) and Lima (+1.5 mn), whilst a number of airports in Brazil lost traffic, including the major gateway Sao Paulo (-0.5 mn), Recife (-0.5 mn) and Rio de Janeiro (-0.3 mn).

The Middle East was the leading region in passenger traffic growth in 2015, boasting a robust 11% increase in total passengers through airports, driven primarily by international traffic (+12%). Leading aviation markets United Arab Emirates (+11%), Qatar and Oman (both +17%) all reported double-digit growth in total passenger traffic, while Saudi Arabia (+2.5%) grew at a more modest rate, with domestic traffic flat (-0.1%) and international passenger traffic growing by 4.2%. The three major aviation hubs of the region reported impressive growth in passengers in 2015: Dubai (+7.5 mn), Doha (+4.5 mn) and Abu Dhabi (+3.4 mn). In total, the three airports generated an additional 15.5 million passengers in the region over the course of the year.

In Africa, total passenger traffic was flat (+0.1%) in 2015, but with a 6% increase of domestic traffic, while international traffic decreased by 3%. Even though the region has been recovering from Ebola, the growth was negatively impacted by the disruption of air traffic in Egypt (included in Africa by ACI) and major traffic declines between Tunisia and some of its key source markets following the terrorist attacks over the course of the year. From January to December 2015, passenger traffic in

Tunisia's airports declined over 30%. Other countries reporting significant traffic losses were Burkina Faso (-13%), Nigeria (-9%) and Madagascar (-5%). On the other hand, South Africa and Algeria both finished the year with a strong 7% growth, while Morocco saw a 3% increase in passenger volumes.

For further information see:

ACI Media Releases (February 16, 2016)

www.aci.aero/News/Releases/Most-Recent/2016/02/16/Preliminary-data-points-to-growth-of-over-6-in-accumulated--passenger-traffic-for-2015-air-freight-volumes-in-positive-territory-

Air transport data

Airline and airport data is a particularly good indicator of short-term trends in medium- and long-haul traffic. For short-haul traffic, however, air transport is in competition with alternative modes of transport (in particular land-based, but also over water), and might be subject to shifts between different modes (depending on relative price, perception of safety, etc.).

Passenger traffic reported by airlines can be analysed through various indicators. Traffic is among others measured in number of **flight departures** and in number of **passengers** (PAX) carried, i.e. one passenger travelling one flight segment, so a round trip results in a passenger count of at least two. However, one of the most commonly used indicators is **Revenue Passenger-Kilometres** (RPK), where one RPK represents one paying passenger transported over one kilometre, so the number of passengers is multiplied by the distance flown. This means that each long-haul passenger contributes more to total traffic measured in RPKs than each short-haul passenger does. Similarly, **capacity** on offer is measured in terms of **Available Seat-Kilometres** (ASK), which is the number of seats carriers have available multiplied by the number of kilometres flown. The ratio of revenue passenger-kilometres (RPK) to available seat-kilometres (ASK) is called **Passenger Load Factor**, i.e. the percentage of capacity used.

For **passenger** traffic reported by **airports**, passengers are counted each time they depart from or arrive in an airport, with passengers in direct transit counted once, i.e. a round trip results in a count of at least four.




1ª Reunión Iberoamericana sobre economía colaborativa en el alojamiento turístico

Radisson Montevideo Victoria Plaza Hotel
Montevideo, Uruguay, 4 y 5 de abril de 2016





SAVE THE DATE!
Montevideo
(4-5 abril 2016)

Hospitality

The global hospitality industry in 2015



Performance in the global hospitality industry was rather mixed across the regions and destinations in 2015. According to STR, Europe and the Americas recorded positive results in all three key measures – occupancy, average daily rate (ADR) and revenue per available room (RevPAR). Asia and the Pacific and Africa & the Middle East on the other hand showed weaker results, maintaining occupancy and the two other measures at about the same or slightly lower level, with some subregions bucking the trend.

Europe

The European hotel industry closed 2015 with the strongest results overall. Average occupancy increased by 1.5 percentage points (%p) to 70.1%. Expressed in euro, ADR for the region increased by 4.6% in 2015 to an average of euro 112, increasing RevPAR for the region by 7.1% to

euro 79. Southern Europe (+8.6%) and Eastern Europe (+7.3%) drove growth in average daily room rate and as a result both subregions enjoyed a double-digit increase in RevPAR.

Eastern Europe recorded the biggest increase in average occupancy of all subregions (+3.3%p to 61.1%), rebounding from last year's subdued performance. Bratislava (+6.5%p) was the city with the biggest increase in occupancy in the region, but from a low base. Prague, Budapest and Warsaw followed with a 4 to 5 percentage point improvement in occupancy.

Occupancy in Southern Europe increased by 2.3%p to 67.3% following already robust results in 2014. Milan improved hotel occupancy by 6.0%p, primarily driven by the Expo Milano 2015 that attracted more than 20 million international and national visitors. Madrid and Barcelona increased occupancy by 4.2%p and 2.8%p respectively.

Northern Europe and Western Europe both improved occupancy with 1.1%p to respectively 75.9% and 69.1%. London and Dublin were the best-performing markets in terms of occupancy both reaching 82.2% with a -0.8%p and +3.9%p change respectively, followed by Glasgow (81.7%, -0.4%p), Copenhagen (78.3%, +5.4%p) and Amsterdam (78.2%, +2.5%p).

Paris and Brussels both saw performance decreases stemming from the terrorist attacks of 13 November. Paris reported the largest occupancy decrease for the year in Europe, falling 3.8%p to 76.5%. Occupancy in Paris

Hotel performance by region

	Occupancy			Average Room Rate			RevPAR		
	Full year			Full year			Full year		
	2014	2015*	Change	2014	2015*	Change	2014	2015*	Change
	(%)	(%p)		US\$	(%)		US\$	(%)	
Americas	64.3	65.3	1.0	116	121	4.6	74	79	6.2
North America	64.4	65.5	1.1	115	120	4.6	74	78	6.3
Caribbean	67.8	68.8	1.0	217	230	5.7	147	158	7.2
Central America	56.8	58.2	1.4	113	112	-0.5	64	65	1.9
South America	61.1	58.1	-3.0	113	119	5.3	69	69	0.2
Asia and the Pacific	68.2	68.2	0.0	109	109	-0.5	75	74	-0.4
North-East Asia	68.2	67.9	-0.3	98	97	-0.4	67	66	-0.8
South-East Asia	67.5	67.4	-0.1	126	124	-1.2	85	84	-1.3
Australia & Oceania	74.4	75.5	1.1	139	143	2.6	104	108	4.1
Central & South Asia	59.5	62.1	2.6	120	114	-4.7	71	71	-0.6
Africa & Middle East	63.4	62.9	-0.5	159	160	0.7	101	101	0.0
North Africa (incl. Egypt)	53.2	53.0	-0.2	87	95	8.8	46	50	8.5
Southern Africa	60.1	60.2	0.1	115	122	5.5	69	73	5.6
Middle East	68.8	67.4	-1.4	198	193	-2.6	136	130	-4.6
				euro	(%)		euro	(%)	
Europe	68.6	70.1	1.5	107	112	4.6	73	79	7.1
Northern Europe	74.8	75.9	1.1	110	115	4.3	82	87	5.8
Western Europe	68.0	69.1	1.1	116	118	2.2	79	82	3.8
Eastern Europe	57.8	61.1	3.3	65	70	7.3	38	43	13.4
Southern Europe	65.0	67.3	2.3	107	116	8.6	70	78	12.4

Source: STR (North America) and STR Global. © 2015 STR and STR Global. All rights reserved. (%p: percentage points)

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Hotel performance, selected cities

		Occupancy (%)			
				Change	
		(Full year)	2014	2015*	(%p)
Europe			68.6	70.1	1.5
Northern Europe			74.8	75.9	1.1
Denmark	Copenhagen		72.9	78.3	5.4
Finland	Helsinki		65.5	67.5	2.0
Ireland	Dublin		78.3	82.2	3.9
United Kingdom	London		83.0	82.2	-0.8
	Glasgow		82.1	81.7	-0.4
Western Europe			68.0	69.1	1.1
Austria	Vienna		72.2	72.9	0.7
Belgium	Brussels		70.9	69.8	-1.1
France	Paris		80.3	76.5	-3.8
Germany	Berlin		74.1	76.4	2.3
	Frankfurt		68.2	69.7	1.5
Luxembourg	Luxembourg		76.2	77.1	0.9
Netherlands	Amsterdam		75.7	78.2	2.5
Switzerland	Geneva		67.3	67.6	0.3
	Zurich		73.1	73.5	0.4
Eastern Europe			57.8	61.1	3.3
Czech Rep	Prague		70.6	75.2	4.6
Hungary	Budapest		69.0	73.2	4.2
Poland	Warsaw		70.0	74.5	4.5
Russian Federation	Moscow		60.2	61.0	0.8
Slovakia	Bratislava		55.5	62.0	6.5
Southern Europe			65.0	67.3	2.3
Greece	Athens		67.2	68.7	1.5
Israel	Tel Aviv		66.5	68.4	1.9
Italy	Milan		63.4	69.4	6.0
	Rome		68.8	68.4	-0.4
Portugal	Lisbon		71.3	73.6	2.3
Spain	Barcelona		72.7	75.5	2.8
	Madrid		64.8	69.0	4.2
Turkey	Istanbul		65.0	64.9	-0.1
Source: STR Global			= up		
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decreased year over year in 10 out of 12 months in 2015. In November occupancy decreased 9%p to 66.5% and in the final month of the year it fell 12%p to 58.9%, the lowest December occupancy in this market since 2001. According to STR analysts, performance was boosted somewhat by the United Nations Conference on Climate Change COP21 (30 November-11 December); however, security concerns have led to an overall decline in travel to Paris. Brussels saw a 1.1%p decrease in occupancy to 69.8% for the full year 2015. While results were rather positive till October, the last two months were affected by the Brussels security lockdown with occupancy down by 14%p in November and 19%p in December.

Americas

The Americas recorded a 1.0%p increase in occupancy in 2015 to 65.3% and a 4.6% gain in ADR to US\$ 121, resulting in a 6.2% increase in RevPAR to US\$ 79.

The Caribbean reached the highest average occupancy of all four American subregions with 68.8% (+1.0%p), while Central America recorded the largest improvement in occupancy (+1.4%p). San Jose, Costa Rica posted the biggest increase in occupancy in the region (+5.4%p to 64.0%).

North America's growth in all three measures was close to the region's average. Oahu, capital of the state of Hawaii achieved the highest occupancy level (85.3%), followed by New York (84.7%) and San Francisco (84.4%).

By contrast, South America reported a decline of 3%p in occupancy to 58.1% accompanied with an increase of 5.3% in ADR to US\$ 119, which resulted in flat growth in RevPAR during 2015. The largest occupancy decrease was in Rio de Janeiro (-8.5%p to 64.0%). According to STR, Brazil's performance can not be easily compared to 2014 when the country hosted the FIFA World Cup, while the country is also facing an economic downturn and struggling with currency devaluation and a high inflation rate.

Hospitality industry data

The hotel data presented in this section has kindly been provided by STR.

STR tracks hotel performance data from over 52,000 hotels worldwide which represent all segments of the mainly branded hotel supply. Hotel performance results for the majority of capital and gateway cities around the world is also available.

Occupancy = rooms sold / rooms available, i.e. the percentage of available rooms that were sold during a specified period of time. Occupancy is calculated by dividing the number of rooms sold by the number of rooms available. Occupancy takes account of growth in both demand and supply. If demand grows, but is outstripped by growth in supply, occupancy will decrease.

ADR (Average Daily Rate) = room revenue / rooms sold, i.e. a measure of the average rate paid for rooms sold, is calculated by dividing room revenue by rooms sold.

RevPAR (Revenue per available room) = room revenue / rooms available (or = occupancy x ADR), i.e. the total guest room revenue divided by the total number of available rooms. RevPAR differs from ADR in that RevPAR is affected by the share of unoccupied available rooms, while ADR shows only the average rate of rooms actually sold.

For further information on methodology, see:
www.hotelnewsnow.com/data-dashboard.

For further information on STR please visit: www.strglobal.com.

For STR Data News see also:
www.hotelnewsnow.com/Category/38/Data.

Hotel performance, selected cities

		Occupancy (%)		
		(Full year)	2014	2015* Change (%p)
Americas		64.3	65.3	1.0
North America		64.4	65.5	1.1
Canada	Montreal	68.9	70.3	1.4
	Toronto	71.4	72.0	0.6
	Vancouver	71.3	74.8	3.5
Mexico	Cancun	69.9	72.5	2.6
	Mexico City	66.5	66.4	-0.1
United States	Phoenix, AZ	63.1	65.9	2.8
	Anaheim, CA	76.4	78.7	2.3
	Los Angeles, CA	78.7	79.7	1.0
	San Diego, CA	74.6	76.4	1.8
	San Francisco, CA	84.1	84.4	0.3
	Denver, CO	75.3	75.7	0.4
	Washington, DC	69.1	70.7	1.6
	Miami, FL	78.0	78.1	0.1
	Orlando, FL	73.9	77.0	3.1
	Tampa/St Petersburg, FL	68.0	71.8	3.8
	Atlanta, GA	68.1	69.9	1.8
	Oahu Island, HI	84.4	85.3	0.9
	Chicago, IL	69.3	70.0	0.7
	New Orleans, LA	69.0	69.7	0.7
	Boston, MA	75.3	76.5	1.2
	Detroit, MI	65.1	65.8	0.7
	Minneapolis/St Paul, MN-V	67.4	68.4	1.0
	St Louis	64.2	65.4	1.2
	New York, NY	84.7	84.7	0.0
	Philadelphia, PA-NJ	67.3	68.2	0.9
	Nashville, TN	71.9	73.5	1.6
	Dallas, TX	67.8	70.6	2.8
	Houston, TX	72.0	68.5	-3.5
Central America		56.8	58.2	1.4
Costa Rica	San Jose	58.6	64.0	5.4
Panama	Panama City	50.8	50.5	-0.3
South America		61.1	58.1	-3.0
Argentina	Buenos Aires	63.4	61.7	-1.7
Brazil	Rio de Janeiro	72.5	64.0	-8.5
	Sao Paulo	62.3	60.2	-2.1
Chile	Santiago	66.7	66.3	-0.4
Colombia	Bogotá	55.4	54.5	-0.9
Peru	Lima	74.2	69.9	-4.3

Source: STR Global

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Data for North America sourced STR

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Hotel performance, selected cities

		Occupancy (%)		
		(Full year)	2014	2015* Change (%p)
Asia and the Pacific		68.2	68.2	0.0
North-East Asia		68.2	67.9	-0.3
China	Beijing	69.1	71.4	2.3
	Chengdu	64.7	64.7	0.0
	Guangzhou	71.2	70.8	-0.4
	Sanya, Hainan	56.9	63.0	6.1
	Shanghai	71.6	73.6	2.0
Hong Kong (China)	Hong Kong	87.2	84.6	-2.6
Japan	Osaka	88.0	90.8	2.8
	Tokyo	86.8	86.7	-0.1
Korea, Republic of	Seoul	77.3	68.9	-8.4
Taiwan (pr. of China)	Taipei	69.7	70.0	0.3
South-East Asia		67.5	67.4	-0.1
Indonesia	Bali	66.6	60.8	-5.8
	Jakarta	65.1	59.3	-5.8
Malaysia	Kuala Lumpur	70.7	65.5	-5.2
Philippines	Manila	67.9	66.5	-1.4
Singapore	Singapore	82.8	82.5	-0.3
Thailand	Bangkok	62.3	75.2	12.9
	Phuket	68.6	72.0	3.4
Vietnam	Hanoi	67.9	76.2	8.3
Australia & Oceania		74.4	75.5	1.1
Australia	Sydney	83.6	85.3	1.7
New Zealand	Auckland	81.6	82.3	0.7
Central & South Asia		59.5	62.1	2.6
India	Bangalore	57.3	64.9	7.6
	Delhi	58.9	63.6	4.7
	Mumbai	70.3	73.5	3.2

Source: STR Global

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Asia and the Pacific

Results in Asia and the Pacific were comparatively weak and mixed during 2015. Overall all three key performance measures remained flat, maintaining occupancy at 68.2%, the average daily rate at US\$ 109 and RevPAR at US\$ 74. ADR and RevPAR, however, need to be interpreted with some caution as they are expressed in US dollars and the significant appreciation of the US\$ to many of the regional currencies renders revenue earned in local currencies lower in US\$ terms.

Central & South Asia bucked the overall trend and increased occupancy by 2.6%p, though RevPAR decreased slightly as room rates were almost 5% lower (most likely due to exchange rate fluctuations). Results were boosted by India where three different markets recorded a solid improvement in occupancy: Bangalore of 7.6%p, Delhi of 4.7%p and Mumbai of 3.2%p.

Australia & Oceania also enjoyed positive results and the best of the four sub regions in Asia and the Pacific,

increasing hotel occupancy by 1.1%p to 75.5%, ADR by 2.6% to US\$ 143 and RevPAR by 4.1% to US\$ 108. Occupancy in Sydney, Australia increased by 1.7%p to 85.3% and in Auckland, New Zealand by 0.7%p to 82.3%.

In North-East Asia and South-East Asia, occupancy was flat overall, but rather uneven across individual markets. Osaka (90.8%, +2.8p) recorded the highest occupancy, while Tokyo maintained occupancy at 86.7%. According to STR, the cheaper Japanese yen has made Japan a less expensive option for travellers, resulting in a boost in demand that is expected to continue through the Olympics in 2020. Bangkok recorded the highest increase in occupancy in the region (+12.9%p to 75.2%). STR analysts emphasise that Thailand's performance continues to improve as the country is leaving last year's social unrest behind. Hanoi follows with an 8.3%p increase in occupancy to 76.2%. Hainan, China increased hotel occupancy by 6.1%p to 63.0%, though from a low base. By contrast, occupancy in Seoul decreased by 8.4%p to 68.9%. STR analysts explain the overall drop in Seoul's hotel performance as a direct result of the MERS coronavirus outbreak between May and July.

Africa & the Middle East

Africa and the Middle East is the only region classified by STR facing a decline in occupancy during 2015 (-0.5%p to 62.9%). However, as ADR increased by 0.7% to US\$ 160, RevPAR was maintained at US\$ 101.

North Africa and Southern Africa reported flat occupancy, though an increase of 8.8% and 5.5% respectively in ADR and a similar rise in RevPAR, mostly driven by Egypt (classified in North Africa by STR). Following the October plane crash in the Sinai Peninsula, hotel performance in Sharm el-Sheikh experienced a substantial decline; however, other markets, such as Cairo, helped performance in Egypt carry on. Cairo in fact reported the highest increase in occupancy, though from a low base, increasing 8.9%p to 53.5%. In South Africa, Johannesburg recorded a 2.3%p increase in occupancy to 59.8%, but Cape Town declined 1.5%p to 66.1%.

The Middle East recorded negative results in all three key measures. According to STR, the Middle East's weaker performance is a reflection of supply growth outpacing demand in 2015. Amman, Jordan experienced the largest decrease, falling 6.8%p to 55.1%. 'The situation in Syria and the number of refugees entering Jordan has affected hotel performance in the country', says STR. The highest hotel occupancy was recorded in Dubai and Abu Dhabi, United Arab Emirates (76.9% and 74.5% respectively), and Doha, Qatar (69.7%).

Hotel performance, selected cities

		Occupancy (%)		
		(Full year)	2014	2015* (%p)
Africa & Middle East		63.4	62.9	-0.5
Middle East		68.8	67.4	-1.4
Jordan	Amman	61.9	55.1	-6.8
Kuwait	Kuwait	51.8	51.6	-0.2
Lebanon	Beirut	49.7	52.3	2.6
Oman	Muscat	65.6	62.7	-2.9
Qatar	Doha	74.1	69.7	-4.4
Saudi Arabia	Riyadh	59.3	57.8	-1.5
Untd Arab Emirates	Abu Dhabi	73.2	74.5	1.3
	Dubai	78.7	76.9	-1.8
North Africa (incl. Egypt)		53.2	53.0	-0.2
Egypt	Cairo	44.6	53.5	8.9
	Sharm El-Sheikh	62.3	58.7	-3.6
Southern Africa		60.1	60.2	0.1
Kenya	Nairobi	54.4	53.8	-0.6
South Africa	Cape Town	67.6	66.1	-1.5
	Johannesburg	57.5	59.8	2.3

Source: STR Global

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Elibrary

One of the most comprehensive sources of tourism information prepared by the UNWTO

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UNWTO World Tourism Barometer

The *UNWTO World Tourism Barometer* and accompanying Statistical Annex provides tourism stakeholders with up-to-date statistics and analysis in a timely fashion. The information is updated six times a year, covering short-term tourism trends, a retrospective and prospective evaluation by the UNWTO Panel of Experts of current tourism performance, and a summary of economic data relevant for tourism.

Available in English, with the Statistical Annex also in French, Spanish and Russian.



Tourism in the Mediterranean, 2015 edition

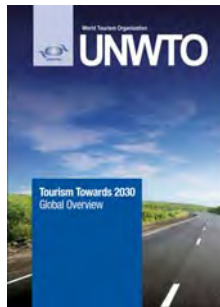
The new UNWTO Tourism Trends Snapshot provides a closer look at a selected tourism topic with each edition. The first edition *"Tourism in the Mediterranean, 2015 edition"* provides insight into the general trends in arrivals and receipts in the Mediterranean region, the performance of the individual destinations, the long-term trends until 2030 as well as the opportunities and challenges.

Available in English.



Tourism Towards 2030

UNWTO Tourism Towards 2030 is UNWTO's long-term outlook and assessment of future tourism trends from 2010 to 2030. It is a broad research project building on UNWTO's on-going work in the field of long-term forecasting, initiated in the 1990s. Key outputs of the study are quantitative projections for international tourism flows up until 2030, based on data series on international tourist arrivals by subregion of destination, region of origin and mode of transport for the period 1980-2010. Available in English.



Marketing Handbooks:

E-Marketing for Tourism Destinations Tourism Product Development Tourism Destination Branding

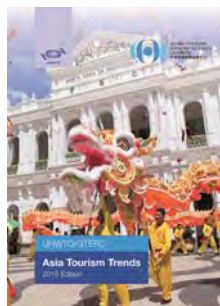
These series cover crucial topics on tourism development providing tools and fresh insight for tourism destinations. E-Marketing for Tourism Destination outlines all necessary aspects of an e-marketing strategy, practical information on latest trends and developments in mobile marketing and social media. Tourism Product Development covers the essential elements in the process of tourism product development planning and implementation with a range of successful approaches and case studies. Tourism Destination Branding presents a step-by-step guide to the branding process, accompanied by strategies for brand management illustrating case studies and best practices.



UNWTO/GTERC Asia Tourism Trends

This second edition includes an analysis of the recent tourism trends of Asia, with emphasis on international tourist arrivals and receipts as well as outbound tourism and expenditure. It also includes an analysis of the links between Asian and Latin American markets. The report also elaborates on city tourism, including selected case studies and a section on Macao's tourism product diversification.

Available in English.



Outbound Travel Market studies:

Key Outbound Tourism Markets in South-East Asia The Indian Outbound Travel Market The Russian Outbound Travel Market The Middle East Outbound Travel Market The Chinese Outbound Travel Market

The outbound travel market series offers a unique insight into trends and travel behaviour in fast-growing source markets in the world. UNWTO jointly with the European Travel Commission (ETC) have covered the key outbound markets of China, Brazil, the Russian Federation, India and the Middle East, and with Tourism Australia key South-East Asian markets Indonesia, Malaysia, Singapore, Thailand and Vietnam.

Available in English.

Understanding Russian Outbound Tourism Understanding Brazilian Outbound Tourism Understanding Chinese Outbound Tourism

The innovative UNWTO/ETC *Understanding Outbound Tourism ethnographic* series explores the behaviour and mind-set of outbound travellers based on internet and social media activity.

Available in English.



The Decision-making Process of Meetings, Congresses, Conventions and Incentives Organizers

This ETC/UNWTO study aims at providing a better understanding of the Meetings Industry and the way meeting and event organizers make decisions. Aimed at DMOs, NTOs and NTAs, the study offers wide-ranging overview of the MCCI segments as well as a comprehensive analysis of planners' needs and expectations with respect to destination and venues choice. It also includes several best-practice examples of National Convention Bureaux. Available in English.



Compendium of Tourism Statistics, 2016 Edition. Data 2010-2014

The Compendium provides statistical data and indicators on inbound, outbound and domestic tourism, as well as on tourism industries, employment and macroeconomic indicators related to international tourism. The 2016 edition presents data for 200 countries with methodological notes in English, French and Spanish.

Yearbook of Tourism Statistics, 2016 Edition. Data 2010-2014

Deriving from the most comprehensive statistical database available on the tourism sector, the Yearbook of Tourism Statistics focuses on data related to inbound tourism (total arrivals and overnight stays), broken down by country of origin. The 2016 edition presents data for 196 countries with methodological notes in English, French and Spanish.



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