UNWTO World Tourism Barometer
Volume 14 • September 2016

International tourist arrivals up 4% in the first half of 2016

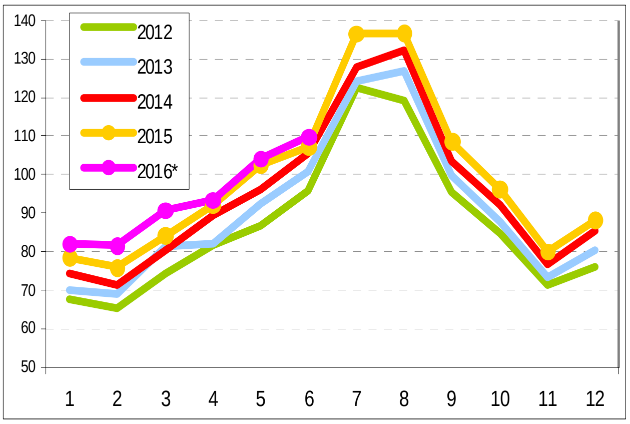
International tourist arrivals worldwide grew by 4% between January and June 2016 compared to the same period last year. Destinations worldwide received 561 million international tourists (overnight visitors), 21 million more than in 2015, according to the data analysed in this issue of the *UNWTO World Tourism Barometer*.

Asia and the Pacific demonstrated renewed strength this first half of 2016, receiving 9% more international arrivals, the highest growth across world regions. In the Americas, international arrivals increased by 4%, led by Central America and South America. Europe (+3%) showed mixed results, with solid growth in many destinations offset by weaker performance in others. In Africa (+5%), Sub-Saharan destinations rebounded strongly, while North Africa continued to report weak results. Limited data for the Middle East points to an estimated decrease of 9% in international arrivals this six-month period, though results vary from destination to destination.

"Tourism has proven to be one of the most resilient economic sectors worldwide. It is creating jobs for millions, at a time when providing perspectives for a better future to people of all regions is one of our biggest challenges. But tourism is also creating bonds among people of all nations and backgrounds, bringing down stereotypes and fighting fear and distrust", said UNWTO Secretary-General, Taleb Rifai.

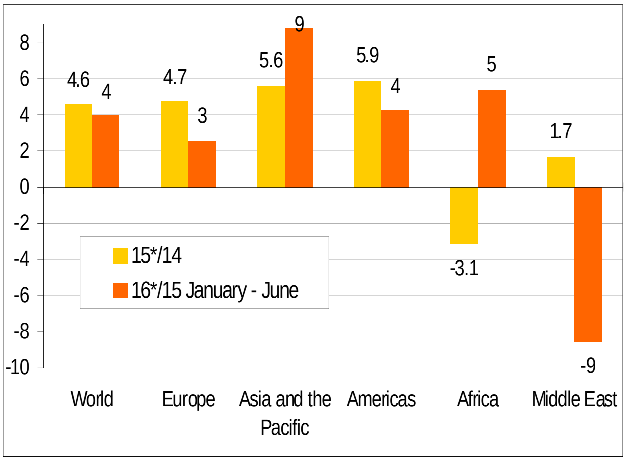
"Safety and security are key pillars of tourism development and we need to strengthen our common action to build a safe, secure and seamless travel framework. This is no time to build walls or point fingers; it is time to build an alliance based on a shared vision and a joint responsibility." he added

International Tourist Arrivals, monthly evolution
World (million)



Source: World Tourism Organization (UNWTO) ©

International Tourist Arrivals (% change)



Source: World Tourism Organization (UNWTO) ©

[to be continued on page 3]

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Contents

This issue of the UNWTO World Tourism Barometer and its accompanying Statistical Annex include an analysis of results for international tourism for the first half of 2016 based on arrivals and receipts data reported by destinations around the world, as well on international tourism expenditure data for source markets around the world. Furthermore, this issue includes the evaluation of the May-August period and the outlook for the September-December period by the UNWTO Panel of Experts as well as data on air transport bookings from business intelligence tool ForwardKeys.

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
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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 contribution.

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 mkt.unwto.org.

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

The World Tourism Organization (UNWTO) is the United Nations specialized agency mandated with the promotion of responsible, sustainable and universally accessible tourism.

UNWTO's membership includes 157 countries, 6 Associate Members, two Permanent Observers, and over 500 Affiliate Members representing the private sector, educational institutions, tourism associations and local tourism authorities.

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Data collection for this issue was closed end of-September 2016.

The next issue of the *UNWTO World Tourism Barometer* is scheduled to be published in November 2016.

[Continuation from page 1]

Regional Results

Growth accelerated in Asia and the Pacific with international arrivals up 9% through June, driven by robust intraregional demand. Oceania (+10%) led growth, followed by North-East Asia, South-East Asia (both +9%) and South Asia (+7%).

International tourist arrivals to Europe grew by 3% between January and June 2016, with mixed results across destinations. Northern Europe and Central and Eastern Europe both recorded 5% more international arrivals. Though many destinations posted positive results, growth in both Western Europe (+1%) and Southern Mediterranean Europe (+2%) was slow.

International arrivals in the Americas were up 4% in the first half of the year, in line with the world average. Strong US outbound flows continued to benefit many destinations across the region. Central America and South America (both +6%) led growth, while arrivals in both the Caribbean and North America grew by 4%.

Comparatively limited data available for Africa points to a 5% increase in international arrivals, with Sub-Saharan Africa (+12%) recovering vigorously, but North Africa down by 9%. International arrivals in the Middle East decreased by an estimated 9%, with mixed results among destinations.

Positive prospects for the second half of the year

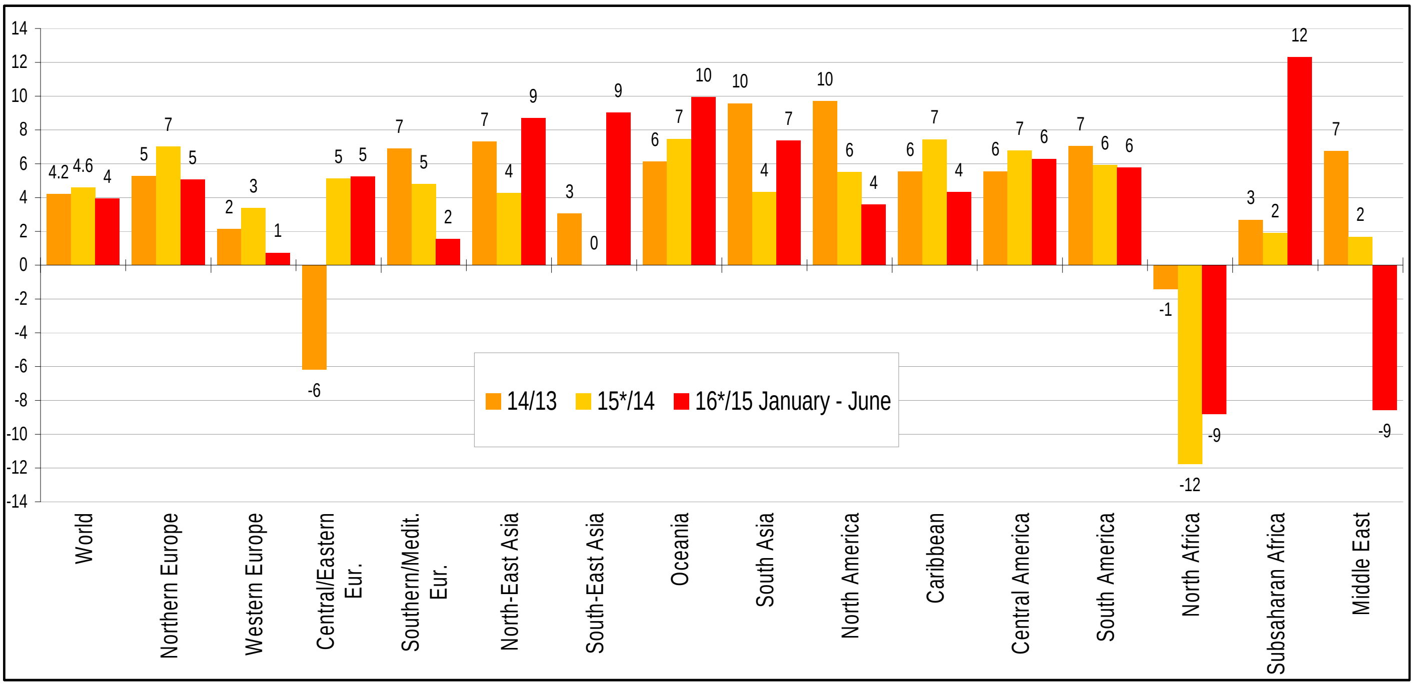
The first half of the year typically accounts for around 46% of the total international arrivals count of the year. For the remainder of 2016 prospects are positive overall. Countries that have already reported results till July or August show continued growth in the current Northern Hemisphere summer peak season. The UNWTO Panel of Experts evaluated the period May-August also favourably and remains confident about the September-December period, in line with the trend of the first half of the year. Confidence is highest in Africa, the Americas and Asia and the Pacific, while experts in Europe and the Middle East are somewhat more cautious.

Demand for travel abroad varies across source markets

China, the world's top source market, continued to report double-digit growth in expenditure on international travel (+19% in the first half of 2016), benefiting destinations in the region and beyond. The United States, the world's second largest market, increased expenditure on outbound travel by 8% through July, thanks to a strong currency. Third largest market, Germany, reported a 4% increase in expenditure through July, while fourth largest market, the United Kingdom, reported a 10% increase in the first half of the year. Other markets that showed robust demand for outbound travel in the first part of 2016 were Spain (+18%), India (+16%), Norway (+11%), Australia (+10%) and Japan (+6%). Meanwhile expenditure from the Russian Federation and Brazil continues to be weak, reflecting the economic constraints and depreciated currencies in both markets.

Note: Results reflect preliminary data reported to date and are subject to revision.

International Tourist Arrivals (% change over same period of the previous year)



Source: World Tourism Organization (UNWTO) ©

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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	2016*						2015*			
								(million)	(%)		(%)	YTD	Q1	Q2	Apr	May	Jun	Q1	Q2	Q3	Q4
World	674	809	950	994	1,040	1,088	1,134	1,186	100	4.2	4.6	4.0	6.7	1.8	1.5	1.5	2.4	5.4	3.8	5.0	4.1
Advanced economies[1]	*424*	*470*	*516*	*541*	*562*	*588*	*622*	*653*	*55.1*	*5.7*	*5.0*	*5.4*	*7.9*	*3.7*	*2.6*	*3.1*	*5.0*	*4.4*	*4.6*	*4.2*	*5.0*
Emerging economies[1]	*250*	*339*	*434*	*453*	*478*	*500*	*512*	*533*	*44.9*	*2.4*	*4.1*	*2.3*	*5.5*	*-0.6*	*0.2*	*-0.8*	*-1.2*	*6.5*	*2.7*	*6.3*	*3.3*
By UNWTO regions:																					
Europe	*386.6*	*453.2*	*489.4*	*520.6*	*541.1*	*567.1*	*580.2*	*607.6*	*51.2*	*2.3*	*4.7*	*2.6*	*6.5*	*0.2*	*0.0*	*0.3*	*0.1*	*6.0*	*4.7*	*5.6*	*3.9*
Northern Europe	44.8	59.9	62.8	64.5	65.6	67.2	70.8	75.8	6.4	5.3	7.0	5.1	10.3	1.8	0.0	1.5	3.3	4.8	5.7	8.0	10.6
Western Europe	139.7	141.7	154.4	160.4	166.2	170.8	174.4	180.3	15.2	2.1	3.4	0.7	4.8	-2.0	-3.5	-0.7	-2.0	4.4	4.1	5.3	-0.5
Central/Eastern Eur.	69.6	95.3	98.9	108.8	118.9	128.1	120.2	126.4	10.7	-6.2	5.1	5.2	6.6	4.2	4.1	4.3	4.4	8.2	5.2	7.6	4.0
Southern/Medit. Eur.	132.6	156.4	173.3	186.9	190.4	201.0	214.8	225.2	19.0	6.9	4.8	1.6	6.4	-0.9	0.3	-1.3	-1.3	6.3	4.5	4.2	5.2
- of which EU-28	330.5	367.9	384.3	404.8	417.0	433.4	454.1	478.2	40.3	4.8	5.3	4.9	8.3	2.9	1.8	3.1	3.5	5.7	6.0	5.6	5.1
Asia and the Pacific	*110.4*	*154.0*	*205.5*	*218.3*	*233.8*	*249.9*	*264.4*	*279.2*	*23.5*	*5.8*	*5.6*	*8.8*	*9.4*	*8.2*	*7.0*	*6.0*	*12.0*	*4.1*	*4.9*	*5.4*	*6.1*
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	8.7	8.9	8.6	6.3	5.1	15.1	4.5	4.6	1.6	6.4
South-East Asia	36.3	49.0	70.5	77.8	84.9	94.5	97.3	104.6	8.8	3.0	7.5	9.0	10.0	8.0	7.8	7.3	9.1	4.0	6.7	9.7	5.1
Oceania	9.6	10.9	11.4	11.5	11.9	12.5	13.3	14.3	1.2	6.1	7.5	9.9	10.3	9.5	8.1	9.1	11.6	8.7	5.8	6.7	8.1
South Asia	6.1	8.2	12.1	13.3	14.2	16.0	17.5	18.3	1.5	9.6	4.3	7.4	9.1	5.3	7.2	3.7	4.8	-0.7	-3.4	12.8	8.0
Americas	*128.2*	*133.3*	*150.2*	*155.6*	*162.6*	*167.6*	*181.9*	*192.6*	*16.2*	*8.5*	*5.9*	*4.2*	*6.1*	*2.3*	*2.1*	*2.1*	*2.8*	*7.9*	*4.6*	*5.2*	*6.2*
North America	91.5	89.9	99.5	102.2	106.4	110.2	120.9	127.6	10.8	9.7	5.5	3.6	4.9	2.5	2.8	2.1	2.5	5.1	5.9	5.3	5.6
Caribbean	17.1	18.8	19.5	19.9	20.6	21.1	22.3	23.9	2.0	5.5	7.4	4.3	6.3	2.0	1.7	0.5	3.9	7.6	7.2	8.4	7.6
Central America	4.3	6.3	7.9	8.3	8.9	9.1	9.6	10.2	0.9	5.6	6.8	6.3	7.7	4.6	2.3	5.1	6.6	6.0	5.5	7.7	8.0
South America	15.3	18.3	23.2	25.2	26.8	27.2	29.1	30.8	2.6	7.1	5.9	5.8	9.0	1.0	-0.6	2.1	1.8	17.5	-4.3	1.4	6.7
Africa	*26.2*	*34.8*	*50.4*	*50.1*	*52.4*	*54.6*	*55.2*	*53.5*	*4.5*	*1.1*	*-3.1*	*5.4*	*8.3*	*2.6*	*2.4*	*4.1*	*1.4*	*-3.6*	*-5.7*	*-4.3*	*-1.2*
North Africa	10.2	13.9	19.7	18.0	19.6	20.7	20.4	18.0	1.5	-1.4	-11.7	-8.8	-6.8	-10.4	-8.2	-9.2	-13.8	-8.7	-14.3	-12.6	-9.9
Subsaharan Africa	16.0	20.9	30.7	32.1	32.8	33.9	34.8	35.5	3.0	2.7	1.9	12.3	14.7	9.8	7.8	11.4	10.3	-1.2	-0.2	2.4	2.7
Middle East	*22.4*	*33.7*	*54.7*	*49.5*	*50.6*	*49.1*	*52.4*	*53.3*	*4.5*	*6.8*	*1.7*	*-8.6*	*-4.8*	*-12.5*	*-14.2*	*-11.6*	*-11.8*	*8.8*	*-4.5*	*4.8*	*-6.4*

Source: World Tourism Organization (UNWTO) © (Data as collected by UNWTO September 2016)

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

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	2016*	average a year	projection 2016* (issued January)
									Jan.-June	2005-2015	between
World	1.9%	-3.9%	6.5%	4.6%	4.7%	4.6%	4.2%	4.6%	4.0%	3.9%	+3.5% and +4.5%
Europe	0.3%	-5.1%	3.1%	6.4%	3.9%	4.8%	2.3%	4.7%	2.6%	3.0%	+3.5% and +4.5%
Asia and the Pacific	1.1%	-1.6%	13.2%	6.2%	7.1%	6.9%	5.8%	5.6%	8.8%	6.1%	+4% and +5%
Americas	2.7%	-4.7%	6.3%	3.6%	4.5%	3.0%	8.5%	5.9%	4.2%	3.7%	+4% and +5%
Africa	2.9%	4.5%	9.3%	-0.7%	4.6%	4.3%	1.1%	-3.1%	5.4%	4.4%	+2% and +5%
Middle East	20.0%	-5.4%	13.1%	-9.6%	2.2%	-2.9%	6.8%	1.7%	-8.6%	4.7%	+2% and +5%

Source: World Tourism Organization (UNWTO) © (Data as collected by UNWTO September 2016)

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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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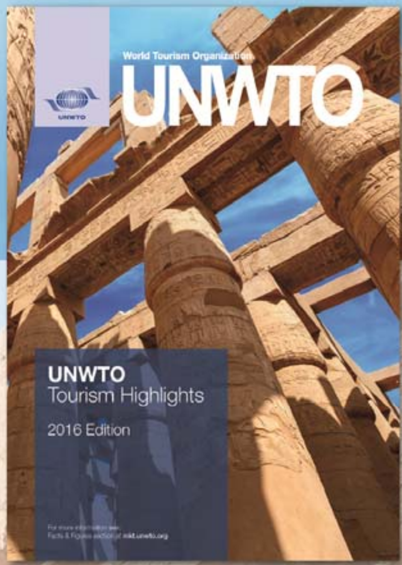

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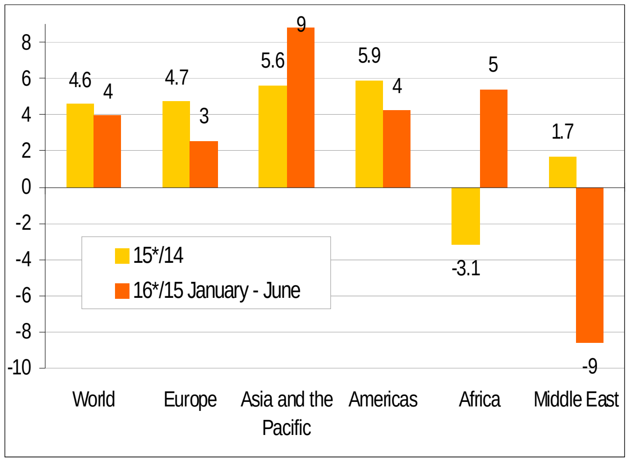
Inbound tourism: short-term trends 2016

21 million more international arrivals in the first half of 2016

Based on data reported so far by destinations around the world it is estimated that international tourist arrivals (overnight visitors) worldwide grew 4% in the first half of 2016 compared to the same period last year. This preliminary figure is slightly below that of the full year 2015 (+5%), but in line UNWTO's projection at the beginning of 2016, as well as with the long-term growth trend.

- A total of 138 countries and territories have so far reported data on international tourist arrivals (overnight visitors) for one or more months of 2016 (out of 220). Of these, 106 countries (77%) have reported an increase in tourist arrivals, with 47 (34%), i.e. about a third, reporting double-digit growth, while 32 countries (23%) posted a decrease. 115 countries have reported results for at least the first half of 2016, of which 72 through July or August.
- Based on this sample of destinations that reported data, it is estimated that destinations worldwide received 561 million international tourist arrivals between January and June 2016, some 21 million more than the 540 million recorded in the same period of 2015.
- This increase in tourist arrivals is equivalent to 4% compared to the same six-month period last year, revealing a continuation of steady growth despite on-going economic challenges and security concerns in some parts of the world. This first half year result follows an increase of 4.6% in 2015, and could make 2016 the seventh consecutive year of above-average growth, with international arrivals increasing by 4% or more every year following the crisis in 2009.
- While most destinations share in the overall growth, there are a few exceptions as safety and security remain a concern for a number of destinations. By UNWTO region, Asia and the Pacific (+9%) led growth this January-June period, with all four subregions sharing in this growth. Africa (+5%) returned to growth after two complicated years, with a strong rebound in Subsaharan Africa (+12%), but still negative growth in North Africa (-9%). In the Americas international arrivals increased by 4% overall, with strongest growth in Central America and South America (both +6%), while North America and the Caribbean grew around the average. Europe received 3% more international arrivals, with robust growth in Northern Europe and Central and Eastern Europe (both +5%), but with comparatively weak growth in Southern and Mediterranean Europe (+2%) and Western Europe (+1%). Comparatively limited data available for the Middle East points to an estimated 9% decline in the number of international arrivals in the region, with mixed results among destinations.

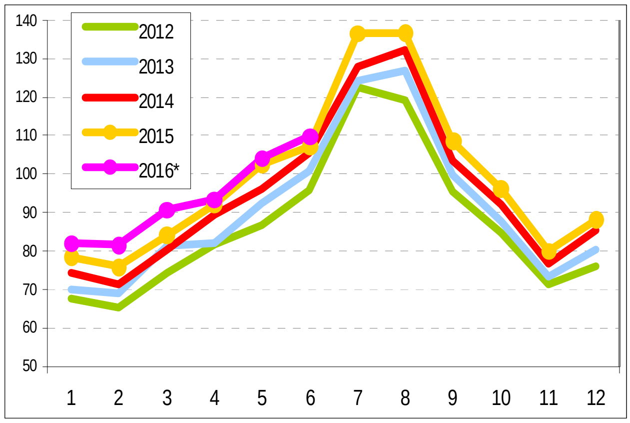
International Tourist Arrivals (% change)



Source: World Tourism Organization (UNWTO) ©

International Tourist Arrivals, monthly evolution

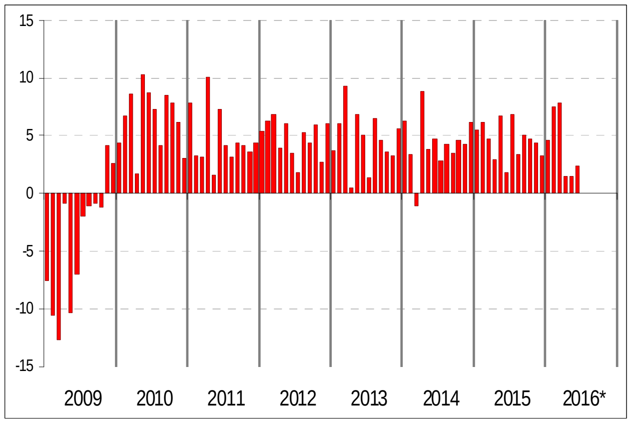
World (million)



Source: World Tourism Organization (UNWTO) ©

International Tourist Arrivals, monthly evolution

World (% change)



Source: World Tourism Organization (UNWTO) ©

- Through time, growth was quite faster in the first quarter (+7%) than in the second (+2%). As a result of the Easter holiday date shift from early April in 2015 to late March in 2016, the fastest growth was recorded in March, when tourist arrivals grew an estimated 8% worldwide, compared to the same month last year. For the same reason April was quite weaker (+2%). February (+8%) also

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showed fast growth, but for this month it should be taken into account that 2016 is a leap year and that February had one more day (29 days) than usual. This extra day corresponds to roughly 3.5% more arrivals this month. In January international arrivals grew by 5%. May (+1%) and June (+2%) were both rather weak. 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. This is expected to be compensated in July, as is already visible in results reported by Morocco, Tunisia, Lebanon and Qatar.

Outlook for the remainder of the year

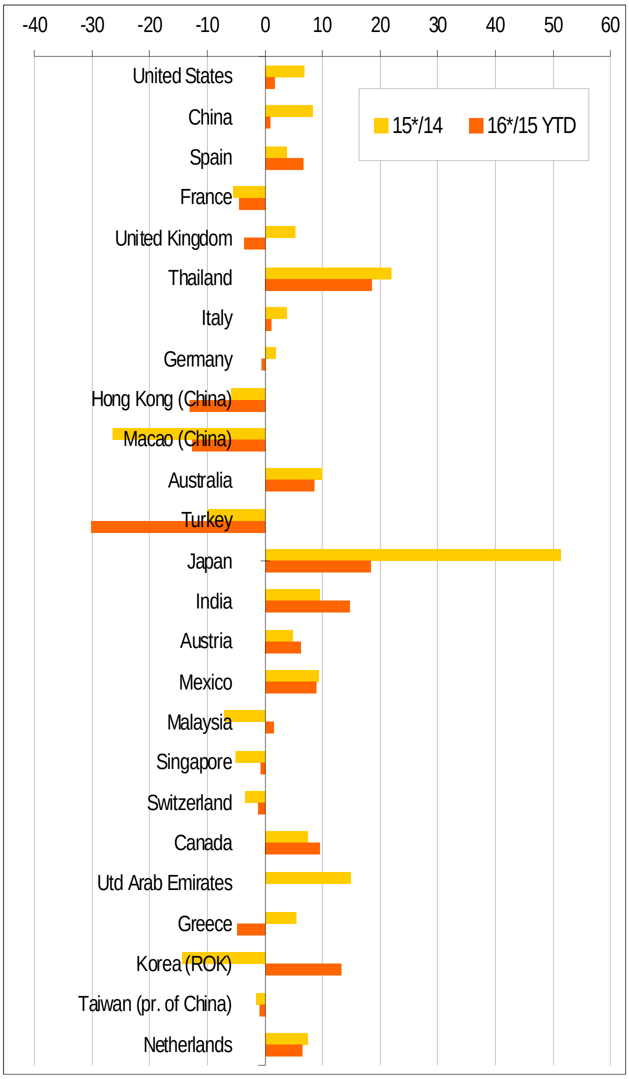
- In past years, the first half of the year has represented around 46% of the total international arrivals count of the year (the second semester counts with 3 more days (2 in leap years) and the Northern hemisphere high season months of July and August fall into it).
- The short-term outlook for international tourism remains largely positive, with growth expected to be maintained in the second half of 2016.
- Results from the 72 countries that have already reported data up to July or August indicate that growth is continuing at a healthy rate. The pace of growth might moderate slightly, though, as the peak season months tend to show slower growth than the shoulder season months.
- The participants of the UNWTO Panel of Experts survey evaluated tourism performance in May-August 2016 overall roughly in line with their prospects given at the start of the period four months ago with only few exceptions. The Panel's prospects for the current four months September-December are positive for all regions and activities. Experts remain confident rating prospects at 126, very similar to the January-April prospects.
- So far, global results for the first half of 2016 are in line with UNWTO's outlook included in the January edition of the *UNWTO World Tourism Barometer* (see table on page Annex-3). According to this projection, international tourist arrivals are expected to increase 3.5% to 4.5% in the full year 2016. The projection is for a continuation of the robust pace of growth recorded in the past six years, in line with the average growth of 3.8% a year for the decade 2010-2020 projected by UNWTO in its long-term forecast report *Tourism Towards 2030*.

International tourism receipts

Sound results for many destinations

- With few exceptions, year to date figures on international tourism receipts confirm the positive trend recorded in arrivals for this part of the 2016. Of the 130 destinations reporting preliminary tourism receipts data for the first three to eight months of 2016, a total of 90 reported growth in earnings (69%), of which 32 in double digits (25%), and 40 (31%) posted declines.

International Tourism Receipts (% change)



Source: World Tourism Organization (UNWTO) ©

- Results reported by the top 10 tourism earners were fairly mixed. The highest growth was recorded by Thailand (6th biggest earner) with a 19% increase in receipts through June, following similarly strong growth in the full year 2015 (+22%). Spain (3rd) posted 7% growth through July, the second highest in the top 10. The United States, the world's top tourism earner, reported an increase of 2%, while China (2nd) and Italy (7th) both posted an increase of 1% through

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July. The other five destinations in the top 10 all reported declines in tourism receipts this part of 2016. Germany earned 1% less compared to the same period last year and France and the United Kingdom both 4% less. More pronounced were the declines in Macao (China) and Hong Kong (China) which both earned 13% less. Some of this data, however, is still likely to be revised.

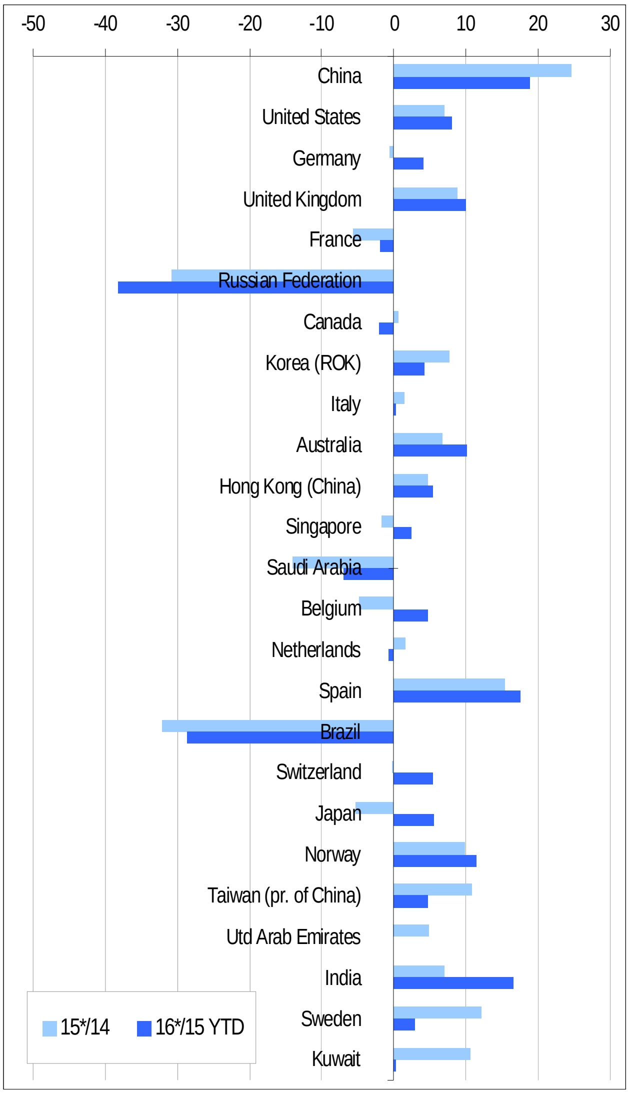
- A number of other major destinations further down the ranking enjoyed strong growth in receipts this period. Saudi Arabia reported a 26% increase this first half of 2016 after comparable growth last year. Japan posted 18% growth through July, after an exceptional 51% increase in 2015, and four straight years of double-digit figures. Sweden recorded 16% growth and India 15% through July. South Africa and Vietnam (both +14%) also posted double-digit figures, as did the Republic of Korea (+13% through July), New Zealand (+12%), Norway (+11%), Canada, Brazil and Morocco (all +10%).
- Other top performers this period were Australia, Mexico, Portugal, Poland, the Dominican Republic, Hungary, Philippines and Ireland, all reporting growth in tourism earnings between 8% and 9%.

International tourism expenditure

Demand for travel abroad varies across source markets

- So far, 46 out of the top 50 outbound markets have reported preliminary data on international tourism expenditure for the first three to eight months of 2016. Of these, 36 (78%) saw an increase in spending, 11 of which in double digits (24%), while 10 (22%) reported declines.
- China, the world's top source market, continued to report double-digit growth in expenditure on international travel (+19% in the first half of 2016), benefiting destinations in the region and beyond. The United States, the world's second largest market, increased expenditure on outbound travel by 8% through July, thanks to a strong currency. Third largest market, Germany, reported a 4% increase in expenditure through July, while fourth largest market, the United Kingdom, reported a 10% increase in the first half of the year.
- Tourism spending in the remainder of the top ten also grew notably in Australia (+10%). The Republic of Korea reported a 4% increase through July. By contrast, expenditure from the Russian Federation declined by 38%, while spending from France and Canada (both -2%) also declined slightly and was flat in Italy (+0%). As with receipts, some of this expenditure data is still likely to be revised.
- Beyond the top 10, double-digit growth in spending was also reported by Egypt (+38%), Argentina (+27%), Spain (+18%), India (+16%), Thailand and Ukraine (both +15%), Ireland (+12%) Norway and Turkey (both +11%) and Israel (+10%). Other markets that showed robust demand for outbound travel in the first part of 2016 were Qatar, the Czech Republic (both +8%), New Zealand (+7%) and Japan (+6%).

International Tourism Expenditure (% change, local currencies)



Source: World Tourism Organization (UNWTO) ©

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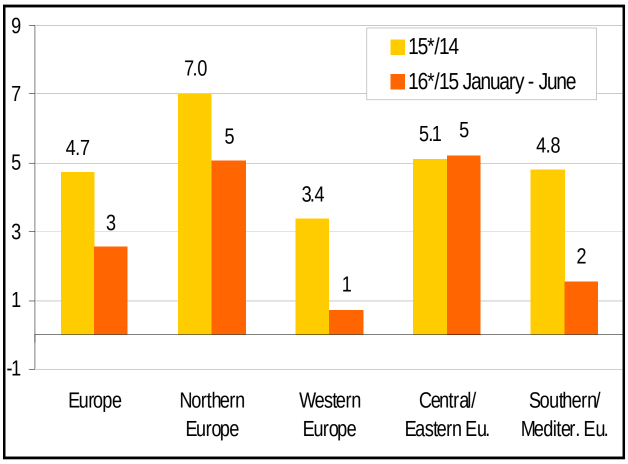
Regional results

Europe

Europe, the world's most visited region, recorded 3% more international arrivals in the first six months of 2016 compared to the same period last year. Comparatively strong growth in the first quarter (+6%) due to an early Easter holiday, contrasts with a weaker second quarter (+0%) with uneven results among destinations. Northern Europe and Central and Eastern Europe (both +5%) led growth in the first half of 2016, following already strong performance in 2015. Results in Southern and Mediterranean Europe (+2%) and Western Europe (+1%) were more subdued, held back by the impact of the terrorist attacks in France, Belgium and Turkey, though many destinations performed strongly.

International Tourist Arrivals, Europe (% change)



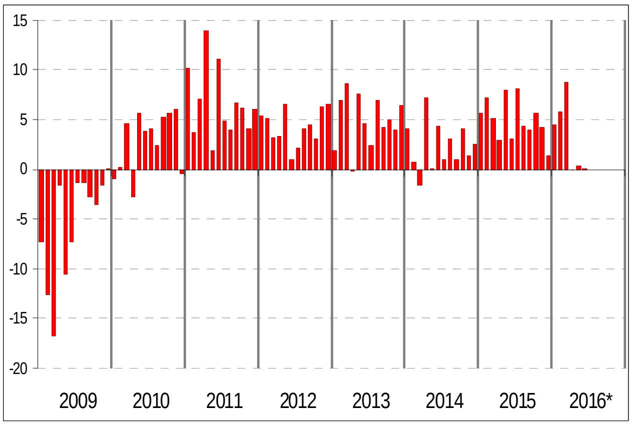
Source: World Tourism Organization (UNWTO) ©

Destinations in Northern Europe (+5%) reported solid results in the first half of 2016. Iceland (+30% through July) continued to enjoy remarkable growth, benefiting from increased air capacity and ongoing promotion. Ireland (+13% through July) and Norway (+11% in Q1) also boasted double-digit growth. UNWTO Panel of Tourism Experts from Ireland mentioned increased connectivity and stable economic conditions in key source markets as contributing to the positive results. In Norway, a weaker currency and increased interest from Asian source markets generated much demand. Finland posted 4% growth, benefiting from better air connectivity and a boom in building permits for tourist accommodation, according to experts. In the United Kingdom, the subregion's largest destination, international arrivals grew by 2%, with considerable differences in demand according to source markets and types of trips. The effects of a weaker pound after the Brexit referendum in June are expected to be reflected in results from July onwards.

Central and Eastern Europe (+5%) enjoyed sustained growth in the first six months of 2016, with robust results in virtually all destinations with available data so far. Slovakia (+18%), Hungary (+14%) and Bulgaria (+13% through July) posted the highest increase in arrivals. Georgia and Lithuania (both +11%) as well as Romania (+10%) also posted double-digit growth, as did smaller destinations Moldova (+32%) and Tajikistan (+12%), yet from smaller base volumes. The Czech Republic (+7%), Estonia (+6%) and Latvia (+5%) reported healthy growth (the latter two through July), while in Poland and Armenia (both +2%) arrivals grew more modestly. Data is still pending for the subregion's largest destination, the Russian Federation, as well as for Ukraine.

International Tourist Arrivals, monthly evolution

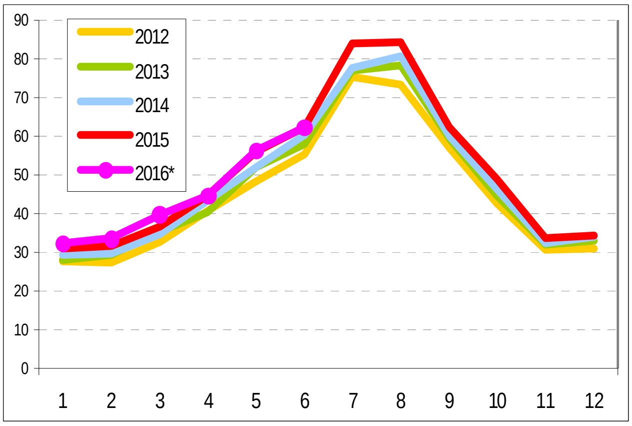
Europe (% change)



Source: World Tourism Organization (UNWTO) ©

International Tourist Arrivals, monthly evolution

Europe (million)



Source: World Tourism Organization (UNWTO) ©

In Southern and Mediterranean Europe, international arrivals increased by 2%, with mixed results across the larger destinations. Portugal (+13%), Spain (+11%) and Croatia (+10%) drove the subregion's growth, fuelled by strong demand from European source markets, partly due to the security and stability perceived in these countries, according to panel experts. Balkan destinations Albania (+15% through March), Serbia (+11%) and Slovenia (+10%) all reported double-digit growth, with Bosnia & Herzegovina, FYR Macedonia (both +9%) and Montenegro (+5%) also performing well. Experts from some of these destinations pointed out the importance of tourism in their countries' economic planning. Island

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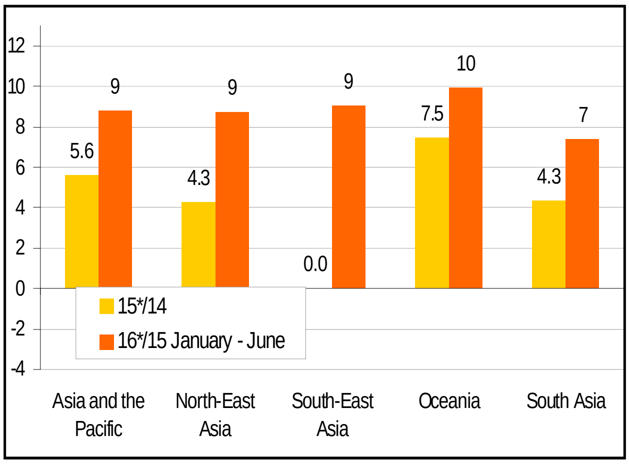
destinations Cyprus (+19%) and Malta (+10%) also turned in strong results, supported by improved air connectivity and high perceived security. Meanwhile, Italy, the second largest destination in the subregion reported 4% more arrivals this period. Greece (-2%) experienced a slight decrease in arrivals, partly the result of the refugee and migrant crisis, but also to some extent due to some visa issues with the Russian Federation in April and May, Greek experts indicated. Last minute bookings in the third quarter however, point to a recovery in growth figures. By contrast, arrivals in Turkey (-29%) declined significantly in the aftermath of the Istanbul bombings in January and March and the failed coup d'état in July. Weaker demand from the Russian Federation, Turkey's second largest source market, also affected results.

Western Europe recorded 1% growth in international arrivals in January-June 2016, with mixed results at the destination level. The Netherlands (+6%) enjoyed the fastest relative increase, partly thanks to various cultural block buster exhibitions in the country and steady growth in arrivals from China and other emerging markets. Austria reported 5% more arrivals through July, with experts observing strong city tourism and a perception of security in the destination. Germany posted 2% growth, also through July, with Panel experts citing considerable business travel in times of slow but stable economic growth, but weaker leisure travel in the summer due to bad weather. By contrast, France and Belgium are still struggling in the aftermath of the November 2015 terrorist attacks and the Brussels bombings in March 2016. In France (+0% through March), declines in the first two months of 2016 were followed by a rebound in March, resulting in zero growth overall in the first quarter. While international arrivals data is still pending for the second quarter of 2016, receipts data and anecdotal evidence from panel experts suggest a decline in arrivals, particularly after the attack in Nice. The weaker British pound after the UK referendum on EU membership, also suggests softer demand from British tourists for France. In Belgium arrivals declined 13% following the Brussels bombings and the closing down of its airport for almost two weeks. Experts from Belgium expect a longer than usual period of recovery, particularly from long-haul markets. In Switzerland (-2% through July) results were also weak, as the destination continues to deal with the effects of a strong Swiss franc.

Asia and the Pacific

Asia and the Pacific recorded 9% growth in international arrivals, the highest across world regions in the first half of 2016. Results were stronger than last year in all four subregions. Oceania recorded 10% growth, North-East Asia and South-East Asia both 9% and South Asia 7%.

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



Source: World Tourism Organization (UNWTO) ©

South-East Asia's largest destination Thailand drove growth in the subregion, with a 12% increase in arrivals through the month of July, consolidating the strong increase achieved in 2015. Demand from intraregional markets China, Hong Kong, Japan and Singapore was strong according to Panel experts. The Chinese Lunar New Year holidays attracted almost one million Chinese travellers to Thailand in the month of February. Vietnam (+25% through August) enjoyed a strong rebound, after weak results last year. The Philippines (+14%) and Singapore (+12%) also reported double-digit growth, both through July. Indonesia recorded 8% more arrivals in the first half of 2016 and Myanmar 5%. The subregion's second largest destination, Malaysia, posted 4% growth and Cambodia 3%.

In Oceania (+10%), top destinations Australia and New Zealand (both +12%) drove the subregion's results, with Guam (+10%) also growing in double-digits. Fiji reported a 5% increase in arrivals, while results were mixed across other Pacific island destinations.

In North-East Asia (+9%), results were driven by the Republic of Korea (+34% through July) which rebounded strongly after weak results in 2015. The destination is benefiting from pent-up demand following the MERS outbreak in mid-2015, with especially strong results in June and July 2016. Japan (+27%) also fuelled results this period, as it continues to enjoy a remarkable surge in international tourist arrivals. Japanese experts mentioned an increase in arrivals from South-East Asian markets and China, partly due to simpler visa policies and the overall weaker yen. Macao (China) recorded 9% growth (through July) rebounding from 2015, benefiting from product

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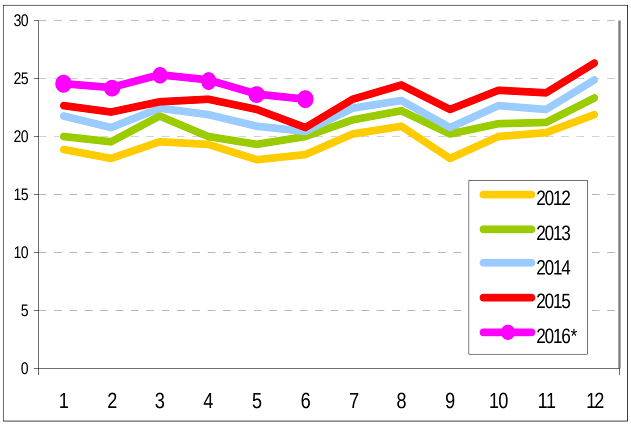
diversification and increased air connectivity, according to experts. International arrivals in Taiwan (pr. of China) grew by 8%. China, the subregion's largest destination, reported an increase of 4% with particularly good figures in February, due to the Chinese Lunar New Year, which fell on that month. In Hong Kong (China) arrivals declined slightly this period, with lower tourist numbers from mainland China and strong competition from destinations with weaker currencies, like Japan and Korea.

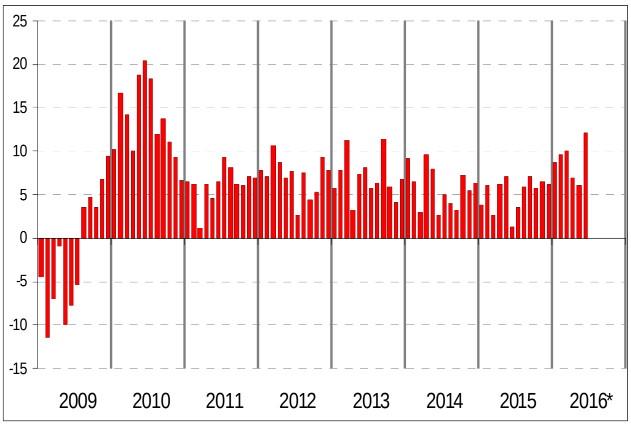
South Asia recorded 7% growth in international tourist arrivals these first six months of 2016. Sri Lanka (+16% through August) led growth in relative terms, while South Asia's top destination India (+10% through August), led the increase in absolute terms. Experts from India mentioned the promotion efforts by the State Tourism Board and the visa-on-arrival policy for visitors from a number of countries, as factors contributing to growth. Island destination Maldives posted 2% growth through July.

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) ©

UNWTO

PATA
Pacific Asia Travel Association

The 10th UNWTO/PATA Forum on

Tourism Trends and Outlook

Tourism 10:10 - Looking back to look forward

20-22 October, 2016
Guilin, China

This forum is jointly organised by the World Tourism Organization (UNWTO) and the Pacific Asia Travel Association (PATA), hosted by Guilin Municipal People's Government and in collaboration with The Hong Kong Polytechnic University.

This year´s forum will be the 10th anniversary, organized under the theme of "Tourism 10:10 - Looking back to look forward". The Guilin Forum provides an annual Pan-Asia-Pacific platform for policy makers, senior officials, researchers and industry representatives to take stock of global & regional trends and to better understand their potential impacts on tourism. The event, under the joint umbrella of the UNWTO and PATA, will allow participants to share information, analyse the current tourism situation and map out the next course of action for the future.

For more information please visit:
asiapacific.unwto.org/event/unwtopata-forum

GUILIN, CHINA 中国 桂林

THE HONG KONG POLYTECHNIC UNIVERSITY
香港理工大學
SCHOOL OF HOTEL & TOURISM MANAGEMENT

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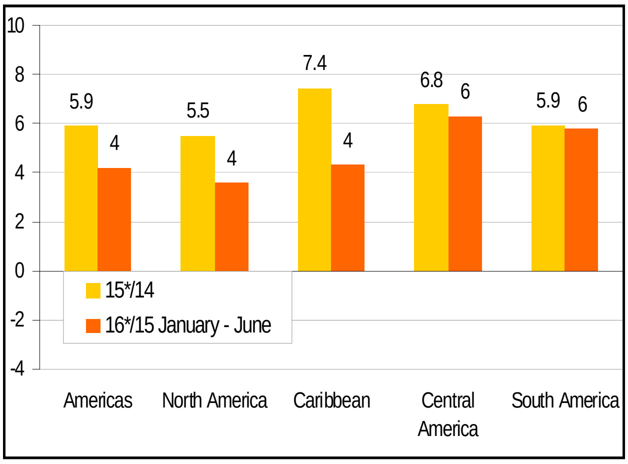
The Americas

International arrivals in the Americas were up 4% in the first half of the year, in line with the world average, and despite concerns over the Zika virus. Strong US outbound flows supported by a robust US dollar continued to fuel growth in many destinations across the region. Central America and South America (both +6%) led results, as the Caribbean and North America both grew by 4%.

International Tourist Arrivals, Americas (% change)



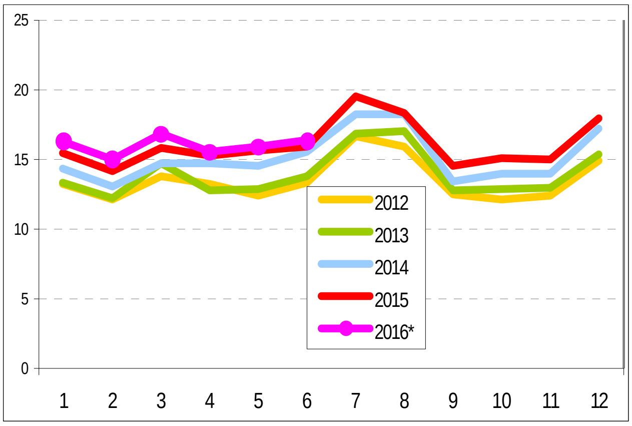
Source: World Tourism Organization (UNWTO) ©

In South America (+6%), Paraguay (+56% through May) continued to report exceptional growth, though from a low base, owing to strong promotion, increased air capacity and improved tourism infrastructure. Chile (+28%) also posted strong results, thanks to the weaker Chilean peso and the easing of foreign exchange controls in neighbouring source market Argentina. In Colombia (+10%), the increased perception of security following the peace negotiations and its affordable currency attracted more tourists, according to experts. Peru (+7%) also performed well, benefiting from promotional activities in regional source markets. Experts noted that the new government is giving higher priority to tourism development, including increased visa facilitation for Chinese visitors. Uruguay posted 5% growth in arrivals, while Argentina reported a decline, due to weak demand from its main source market, Brazil. Experts from both destinations mentioned the economic recession in Brazil as impacting results. Data for Brazil itself, the subregion's largest destination, is still unavailable, though recent figures on tourism receipts and the celebration of the Rio 2016 Olympic Games points to an increase in arrivals overall in the period through June.

International arrivals in Central America increased by 6% in the first six months of 2016, driven by Costa Rica (+12%) and Guatemala (+11% through March). Costa Rican experts mentioned new air routes and increased frequencies to North America and Europe. Smaller destination Belize (+17%) also posted double-digit figures. Panama reported a more modest 2% increase, owing to weaker demand from the United States and competition from South American destinations with more affordable currencies. Growth was flat in El Salvador (+0% through May) despite good results in the first three months.

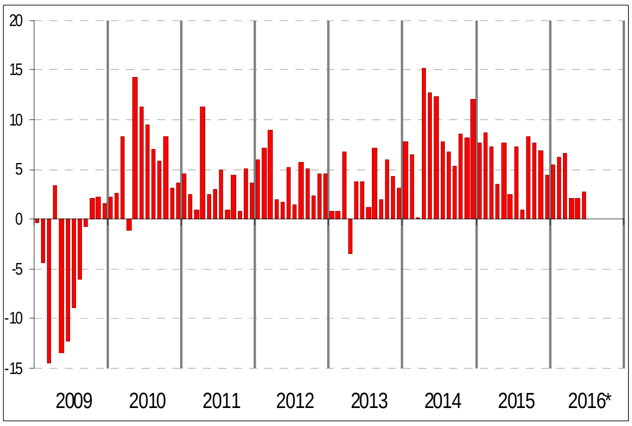
In the Caribbean, arrivals were up by 4% in the first half year of 2016, following a strong 7% increase in the full year 2015. Growth was driven by large island destination Cuba (+12% through July) which is benefiting from improved relations with the United States, including the lift on travel bans for US individuals. Cuban experts also mentioned the expected increase in accommodation and flight capacity to meet the increasing traveller flows. The Dominican Republic (+7% through August) continues to enjoy solid demand from the United States, Europe and Latin American markets, while Jamaica (+2%) is experiencing more moderate growth due to a weaker Canadian market. In Puerto Rico arrivals were flat (+0%) this period. Worth mentioning also are smaller destinations Turks & Caicos (+19% in Q1), Antigua & Barbuda (+10%), Martinique and Grenada (both +8%).

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 North America, international tourist arrivals grew by an estimated 4% in the first six months of 2016, in line with the regional average. Canada reported 11% growth through July, with a large increase in arrivals from the United States and Europe, as well as from Asia. In Mexico,

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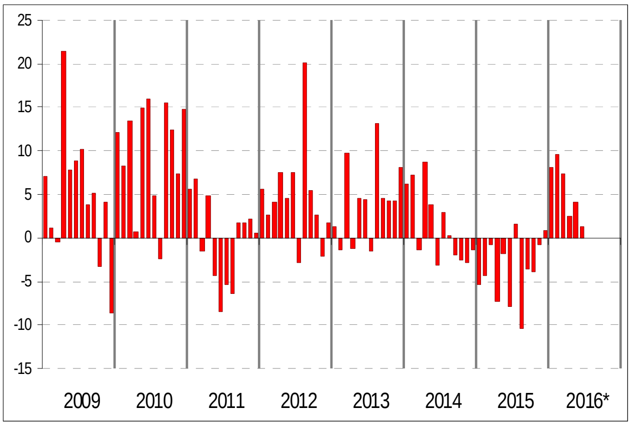
international arrivals grew by 9% through July, driven by solid demand from the United States. A favourable exchange rate contributed to growth not only from North American but also from European markets, according to Mexican experts. The United States, the region's largest destination, recorded flat growth through March and recent data on international tourism receipts points to continued weak growth. Experts from the United States mentioned the strong US dollar and a decline in arrivals from important source markets such as Canada and Brazil as the main factors for weak demand in the first months of 2016.

Africa and the Middle East

In Africa, comparatively limited data points to an estimated 5% increase in arrivals in the first half year, with a strong rebound in Subsaharan Africa (+12%), but still weak results in North Africa (-9%).

International Tourist Arrivals, monthly evolution

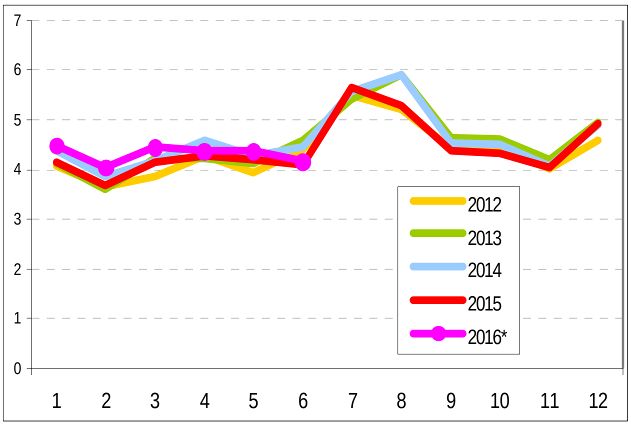
Africa (% change)



Source: World Tourism Organization (UNWTO) ©

International Tourist Arrivals, monthly evolution

Africa (million)

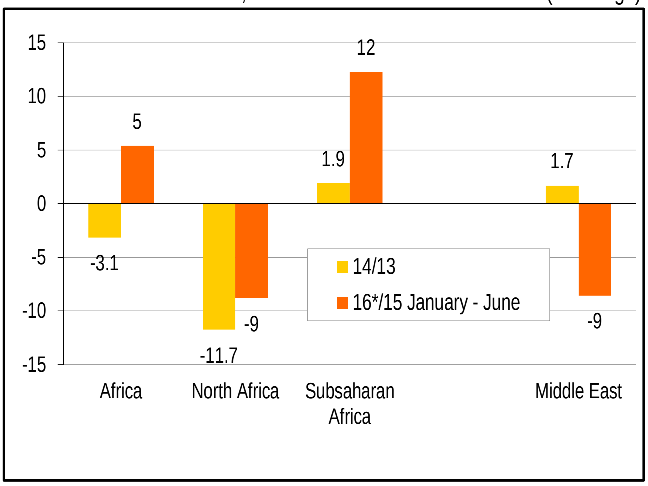


Source: World Tourism Organization (UNWTO) ©

The region's top destination, South Africa, reported 15% more international tourists, driving growth in Subsaharan Africa. The recent easing of some formerly stricter visa procedures contributed to this rebound. Kenya (+14% through May) is also enjoying a solid recovery after a decline in 2015. Island destinations Cabo Verde (+11%), Mauritius (+10%) and Seychelles (+9%) continued to report robust results, supported by improved air and sea connectivity. Sierra Leone has rebounded strongly after the Ebola virus outbreak, with arrivals quadrupling from January to June compared to the same period last year. Pent-up demand from 2014 and 2015 lies behind this unusual surge, though from very depressed levels.

By contrast, North Africa (-9%) continued to struggle with security challenges in the first half of 2016. Tunisia (-2%) is still suffering from the impact of various acts of terrorism last year reporting negative figures in the first and second quarter of the year, though figures for July and August show a positive change in trend. The Russian market in particular has shown signs of recovery according to Tunisian experts, resulting from the diversion of traffic from other troubled destinations. Meanwhile, the sub-region's largest destination, Morocco (+0%) reported flat results through July.

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



Source: World Tourism Organization (UNWTO) ©

In the Middle East, international arrivals are estimated to have decreased by 9% in January-June 2016. Lebanon (+9% through July) and the subregion's top destination, Saudi Arabia (+8% through June) recorded robust growth, while in Oman (+1% through June) it was more moderate. By contrast, Egypt (-50% through July) reported a substantial decline in international arrivals, as the country continues to struggle with the impact of last year's security incidents, as well as with the negative travel advisories from major source markets such as the Russian Federation and the United Kingdom. Experts from the Middle East mentioned the ongoing security concerns and political turmoil in the region as the main reasons for the decrease in arrivals. Another reason was that the Muslim month of Ramadan fell almost entirely in June this year, slowing travel this month, though it is expected to pick up again in July as already can be seen in the case of Lebanon and Qatar.

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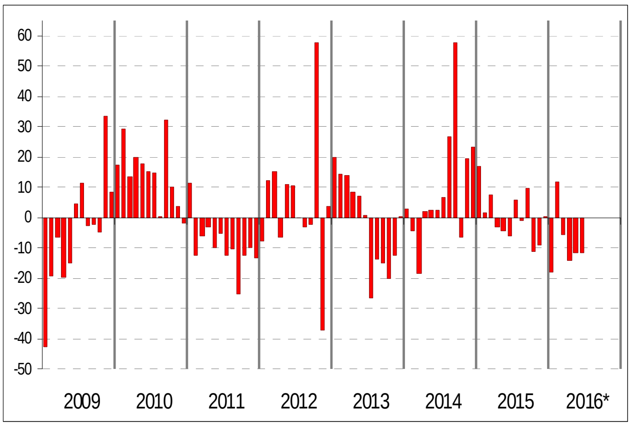
Results for both Africa and the Middle East should be read with caution, as they are based on currently limited data available for these regions.

Note: All results presented in this issue are based on preliminary data as reported by the various destinations around the world and UNWTO estimates of still missing data. Updated information will be included in the next issue of the UNWTO World Tourism Barometer scheduled for November.

International Tourist Arrivals, monthly evolution

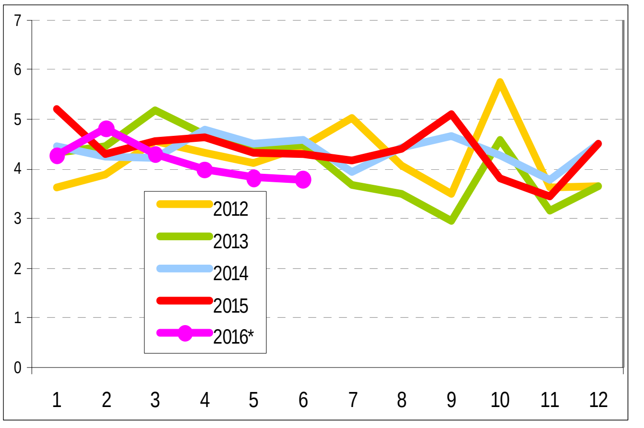
Middle East (% change)



Source: World Tourism Organization (UNWTO) ©

International Tourist Arrivals, monthly evolution

Middle East (million)



Source: World Tourism Organization (UNWTO) ©

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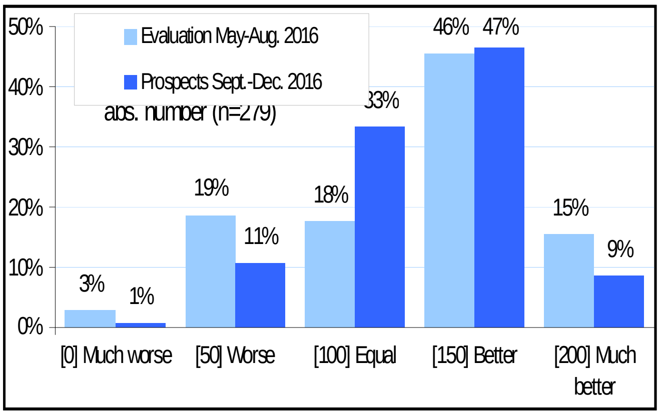
Evaluation by UNWTO's Panel of Tourism Experts

Favourable prospects for September-December 2016

The latest UNWTO Panel of Tourism Experts survey shows that overall business confidence with regard to global tourism remains positive, but with significant differences across regions and activities. Respondents to the latest survey evaluated tourism performance favourably in the May to August period of 2016, in line with their prospects expressed at the start of the period. Prospects for September to December 2016 remain also optimistic across most regions and activities, and similar to past evaluations.

UNWTO Panel of Tourism Experts



Source: World Tourism Organization (UNWTO) ©

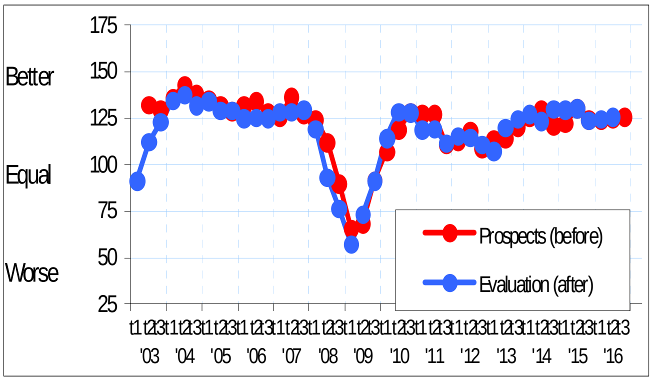
UNWTO has conducted its Panel of Expert survey to track global tourism performance and business sentiment (regarding the short-term outlook) every four months since April 2003. In each survey Panel members are asked to rate both their evaluation of the previous period and outlook for the coming period on the following scale: much worse [0]; worse [50], equal [100]; better [150], much better [200]. The number of regular respondents to the Barometer surveys stands currently at close to 300.

In their evaluation of the four months from May to August of 2016, over half of the over 279 members of UNWTO's Panel of Experts who responded to this edition's survey, judged tourism performance to have been 'better' or 'much better' (61%) than what they would reasonably expect for this time of the year, against 18% who indicated 'equal' performance and 22% 'worse' or 'much worse'.

Averaging these responses on a scale of 0 to 200, the Panel evaluated tourism performance in the period May-August 2016 with a score of 126, slightly above their prospects for this period expressed in May (124). An average value above 100 means that the number of participants who evaluate the situation as 'better' or 'much better' outnumber those who perceive it as 'worse' or 'much worse'.

Experts also remain confident about the outlook for the current four months September-December, rating this period at 125, in line with their evaluation of May-August (126). However, responses are rather more concentrated around 'better' and less spread out over the five categories.

UNWTO Panel of Tourism Experts



Source: World Tourism Organization (UNWTO) ©

Evaluation of the four-month period May-August 2016

UNWTO's Panel of Experts gave tourism performance in May-August 2016 an overall rating of 126 – in line with the expected performance at the beginning of the period (124) and similar to the evaluation of the first four months of the year (125).

Emerging economy experts (119) rated the period below those from advanced economies (131). The score for emerging economies was overall positive, but weighed down by responses from the Middle East in particular.

By region, the highest scores for May-August came from experts in Africa (141), 23 points above their expectations at the beginning of the period, reflecting the rebound in Subsaharan Africa. Experts from Asia and the Pacific also evaluated the period very favourably (135), with a score 15 points above their cautious expectations in May (120), in line with the solid growth in arrivals in the region. Experts from Europe rated the performance of this period at 132, 4 points above their prospects at the beginning of the period (128). In the Americas, experts evaluated the performance at 117, 8 points below the 125 points given at the start. In the Middle East (85) by contrast, the period was evaluated more negatively than initially expected (109), due to the ongoing geopolitical risks and unrest in some destinations. The evaluation by Global operators was at 114, 4 points lower than their score for prospects four months ago.

Both the public and the private sector evaluated the May-August 2016 period in a positive way, with a score of 127 and 125 points respectively.

The highest scores by activity came from Consultancy, Research and Media, which gave the period

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May-August a score of 132. Destinations (129) and the Accommo¬dation & Catering sector (125) also turned in favourable evaluations for this four-month period, ahead of Tour Operators & Travel Agencies (113) and Transport (110) which were more cautious in their evaluations. General Industry Bodies & Other (108) were the least upbeat about tourism performance in the past four months.

Outlook for the four-month period September-December 2016

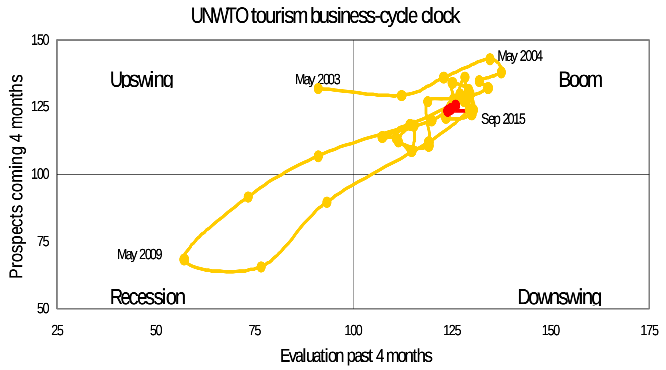
Experts remain optimistic about the current September-December period, with responses resulting in an overall score of 126, the same as the May-August evaluation and very similar to scores for the past three periods. The sentiment is positive among all regions and activities, though it varies across categories of respondents.

Expectations in advanced economies (123) are positive but below those in emerging economies (130). By region, experts from Africa (136) are the most optimistic about September-December, with a score 18 points higher than their prospects for the May-August period (118). This reflects the ongoing recovery in Africa, most of all in Subsaharan Africa. Experts from the Americas are also more optimistic about September-December (133), than they were about the previous four months (125). In Asia and the Pacific experts are also confident (131), following good but lower expectations in the May to September period (120). In Europe (122), the market sentiment is positive too, but the outlook is more restrained than for the past four months (128), as security concerns continue to have an impact on tourism in the region. Prospects in the Middle East (115) are cautiously positive and slightly more optimistic than for May-August (109).

The public sector remains optimistic, with a score of 131, just below the May-August prospects (135). The private sector's outlook is also favourable (122) and slightly above the prospects for the past four months (116).

By activity, ratings are rather mixed, ranging from a high of 134 for Destinations, to a low of 100 for Transport companies. With the exception of General Industry Bodies (117) and Global Operators (109), which are slightly more cautious, all sectors are quite optimistic about the remaining four months of 2016, posting scores between 122 and 126.

See corresponding graphs by region and activity in the Statistical Annex.



The UNWTO Tourism Confidence Index

The UNWTO *Tourism Confidence Index* is based on the results of an email survey conducted by the UNWTO Secretariat among selected representatives of public and private sector organisations participating in the UNWTO *Panel of Tourism Experts*. The survey has been repeated every four months since May 2003 in order to keep track of actual performance, as well as perceived short-term prospects, of the tourism sector. This allows performance and prospects to be compared over time, as well as providing a comparison of the actual performance of the past four months with prospects forecast for the same period four months earlier. Results are also broken down by region and by sector of activity. These breakdowns should, however, be interpreted with caution as they may in some cases be based only on a relatively small number of responses.

The UNWTO Secretariat's aim is to continuously expand and improve the Panel sample. Experts interested in participating in the survey, in particular from countries still not included in the listing below, are kindly invited to send an email to barom@unwto.org.

How to read this data

For the UNWTO *Tourism Confidence Index* members of the UNWTO Panel of Tourism Experts are asked once every four months by email to answer the following two simple questions:
- *What is your assessment of tourism performance in your destination or business for the four months just ended (or about to end) as against what you would reasonably expect for this time of year?*
- *What are the tourism prospects of your destination or business in the coming four months compared with what you would reasonably expect for this time of year?*

Participants should select one of the following five options: much worse [0]; worse [50], equal [100]; better [150], much better [200]. Results are averaged and broken down by region and by activity. A value above 100 means that the number of participants who evaluate the situation as "better" or "much better", outnumber the participants who reply "worse" or "much worse".
In addition, participants are also invited to include a qualitative assessment in their own words. The analysis contained in the *UNWTO World Tourism Barometer* is in large part based on their comments.

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Air transport booking trends

ForwardKeys
Traveller data intelligence

September-December 2016 bookings for international air travel follow May-August growth trend

In this contribution based on air transport booking data from business intelligence tool ForwardKeys, air passenger travel is evaluated for the months from May to August of 2016 and travel trends for September to December 2016 are analysed based on reservations.

The analysis reflects departures and bookings data available in the ForwardKeys database as at 31 August 2016, covering departures taking place in May-August 2016 and bookings with a scheduled departure date from 1 September to 31 December 2016. Bookings for September-December 2016 are compared with bookings for the same period of 2015 available in the database at the same point in time a year ago.

The booking trend provides an insight into how bookings are developing, although this does not necessarily indicate the exact number of trips that will be taken as booking behaviour can vary over time, with lead times decreasing or increasing depending on external factors, price development and promotion.

The database covers air travel reservations through the major Global Distribution Systems (GDS), but only partially includes direct bookings with airlines (such as low-cost carriers) or charter flights.

General Trend

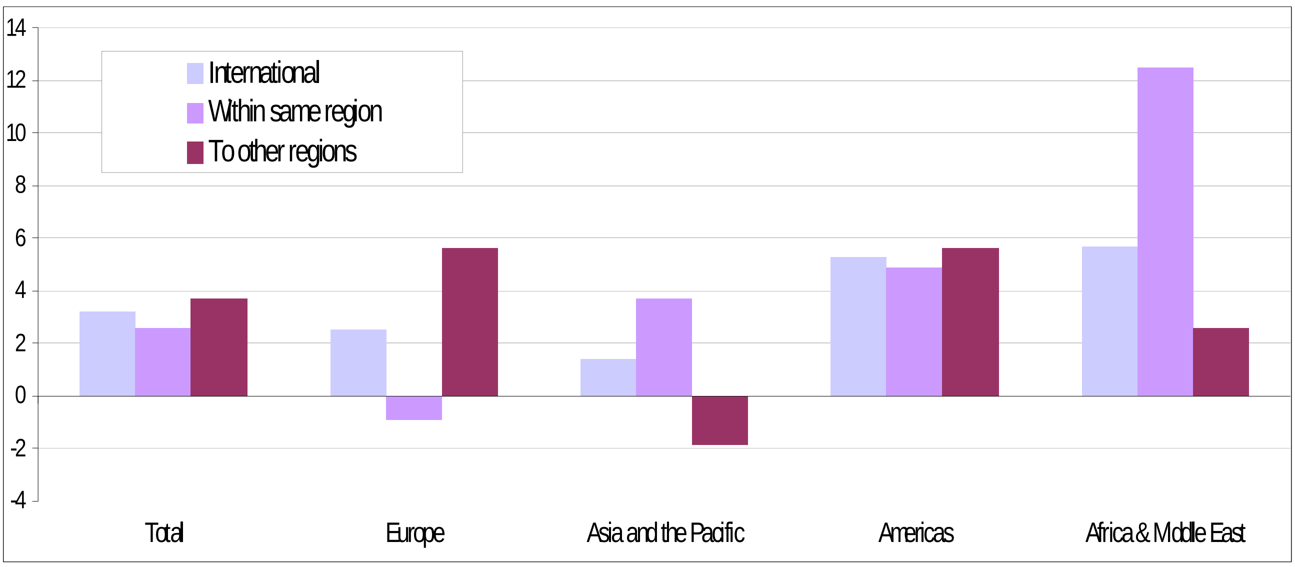
International departures in May to August 2016 up 3%

- Global air traffic increased by a comparatively modest 3% in May-August 2016, the peak tourism season in the world's leading regions in the Northern Hemisphere, compared to the same period of 2015.
- International departures grew by 3% this period, with similar growth in air travel to other regions (+4%) and within the same region (+3%).
- By world region, Africa and the Middle East enjoyed the fastest growth in international departures (+7%) after weaker growth in 2015. Outbound air travel was also strong from the Americas (+5%), followed by Asia and the Pacific (+4%), while demand was weaker in Europe (+1%).
- Domestic air travel was up 3%, reflecting strong demand in a few large markets, mostly in Asia and the Pacific. (Note that domestic air travel is dominated by a small number of large markets, including the United States, China, Brazil, the Russian Federation, Japan, India and Australia, which together account for 82% of domestic travel globally, measured in RPK's, according to IATA).

Bookings for September-December 2016 also grow 3%

- International bookings for the last four months of 2016 are up 3% compared to the same period in 2015, with flights to other regions (+4%) growing slightly faster than flights within the same region (+3%).
- Growth in intraregional reservations is highest from Africa and the Middle East (+13%). Flights from the Americas grow at 5% and from Asia and the Pacific at 4%. Interregional bookings are strongest for outbound tourism from the Americas and Europe (both +6%).
- Domestic bookings for this period are 4% higher than last year, driven mainly by Asia and the Pacific (+10%).

Air passenger travel trends, Sep-Dec 2016 (expected departures) (% change over the same period of the previous year)



Source: ForwardKeys® for UNWTO

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Regional Trends

Europe

- International departures from Europe increased by 1% in the May-August 2016 period, with traffic to other regions growing by 4%, while intraregional traffic was down 1%. Traffic from Europe to all other regions was stronger this period than in 2015, led by travel to Asia and the Pacific (+9%).
- Reservations for international travel in the coming September-December period were up 3%, driven by bookings for interregional travel (+6%), while bookings for intraregional travel decreased by 1%. By region, bookings show fastest growth to Asia and the Pacific and Africa and the Middle East (both +8%). Domestic reservations in this period are up 1%.

Asia & the Pacific

- International departures from Asia and the Pacific grew by 4% in the May-August period, driven by intraregional travel (+5%) which showed continued robust growth. Air travel to other regions grew at a slower pace (+1%), mainly due to flat growth in traffic to the Americas and a 2% decline to Europe. However, growth was strong for travel to Africa and the Middle East (+8%).
- Domestic air travel (mostly corresponding to China, India, Japan and Australia) grew by 13%, bringing total departure growth from Asia and the Pacific up to 6%.
- International bookings for September to December show a sluggish trend so far (+1%), with 4% growth for travel within Asia and the Pacific, but -2% in travel to other regions. Only bookings for trips to the Americas increased (+4%). Flight bookings for both Europe and Africa and the Middle East declined 5%. Reservations for domestic air travel however, remain strong, increasing 10% this period.

The Americas

- International air travel from the Americas was up 5% in the May-August period, boosted by the US market and the comparatively strong US dollar.
- Intraregional travel (+6%) grew slightly faster than travel to other regions (+5%), partly due to robust US outbound travel to many destinations in the region. The Rio Summer Olympics also generated trips within the Americas. Interregional growth was strongest in flows to Asia and the Pacific (+8%) followed by Africa and the Middle East (+6%) but slower to Europe (+3%), weighed down by the terror attacks in some European destinations.
- International reservations for September-December 2016 were up 5% compared to the same period last year, with intraregional bookings up 5% and those for interregional air travel up 6%. Interregional bookings from the Americas are strongest for destinations in Asia and the Pacific (+13%) and Africa and the Middle East (+9%). Domestic reservations (mostly corresponding to the US and Brazil) are 4% higher.

Africa & Middle East

- International departures from Africa and the Middle East showed a rebound this year compared to 2015, with departures increasing by 7% during the May-August 2016 period.
- Intraregional travel grew by 9%, while travel to other regions was up 6%, driven by strong growth in travel to Asia and the Pacific (+12%).
- Bookings for September-December 2016 were up 6%, showing a continued recovery in international travel from Africa and the Middle East. Reservations were quite stronger for travel within the region (+13%) than for travel to other regions (+3%). Growth in interregional bookings is driven by those to Asia and the Pacific (+6%). Domestic reservations are down by 2%.

Air transport booking data

The information on air travel trends contained in this section has been kindly provided by Forward Data SL leveraging exclusively on the ForwardKeys® database.

ForwardKeys® is a business intelligence tool designed to help decision-makers in hotel chains, Destination Management Organizations and other industry professionals. The ForwardKeys.com database is fed daily with Air reservation information (GDS) processed by 200,000 online and off-line Travel agencies worldwide, for a total of approximately 14 million daily transactions. The database does not include some direct bookings with airlines (such as Low Cost Carriers) or charter flights.

Methodological note

Figures are based on full journey from the original city of departure to final destination (not intermediate stops or connections). Transit passengers, those returning to their point of departure have been excluded from this analysis.

Figures have been normalised in order to isolate GDS-perimeter changes; periodic revisions of past figures will be carried in order to guarantee stability of the GDS perimeter.

Actual departures: Air reservations from all source markets to all destinations with effective travel date prior to 31 August 2016.

Expected departures: Accumulated reservations until 31 August 2016 with travelling date between 1 September and 31 December 2016.

For further details see:
www.forwardkeys.com/unwto/MethodologySep2016.html

For more information on ForwardKeys® please visit:
www.forwardkeys.com

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Air passenger travel trends, region of destination by region of origin (% change over the same period of the previous year)

ForwardKeys Traveller data intelligence

	2015	2016		2016
		Actual departures		Expected departures
	Jan-Dec	Jan-Apr	May-Aug	Sep-Dec
Total	4.7	4.1	3.2	3.4
to: Domestic (same country)	6.6	3.8	3.0	4.2
International	3.6	4.3	3.4	3.2
Within same region	4.1	4.0	3.1	2.6
Other regions	2.9	4.7	3.8	3.7
Africa & Middle East	-0.6	4.6	6.7	6.0
Europe	4.1	1.6	-0.3	-0.9
Asia and the Pacific	5.1	6.1	6.8	6.2
Americas	3.2	4.7	3.6	3.7
from: Africa & Middle East	0.6	4.0	5.5	4.8
to: Domestic (same country)	-1.0	-0.1	-2.1	-2.4
International	0.9	4.8	6.9	5.7
Within same region	-2.7	4.8	9.1	12.5
Other regions	3.5	4.8	5.5	2.6
Europe	4.6	2.8	-0.5	-0.4
Asia and the Pacific	3.8	6.4	11.5	5.7
Americas	-2.4	1.0	-1.5	-1.0
from: Europe	2.5	2.4	0.1	2.4
to: Domestic (same country)	1.5	1.1	-3.5	1.3
International	2.7	2.7	1.0	2.5
Within same region	3.8	0.8	-0.8	-0.9
Other regions	1.2	5.2	4.1	5.6
Africa & Middle East	-0.5	4.5	3.0	7.7
Asia and the Pacific	3.0	7.8	8.5	8.1
Americas	0.6	2.8	1.6	2.4
from: Asia and the Pacific	7.6	6.4	5.9	3.0
to: Domestic (same country)	14.2	10.8	13.4	10.1
International	5.6	4.9	3.5	1.4
Within same region	6.0	5.5	4.9	3.7
Other regions	4.7	3.6	1.3	-1.9
Africa & Middle East	2.3	4.2	7.9	-5.1
Europe	8.2	3.9	-1.9	-4.5
Americas	3.4	2.4	0.0	3.7
from: Americas	5.7	3.9	3.6	4.5
to: Domestic (same country)	6.6	2.9	2.6	3.7
International	4.1	5.6	5.3	5.3
Within same region	4.7	6.1	5.9	4.9
Other regions	3.3	4.9	4.6	5.6
Africa & Middle East	0.2	5.2	5.8	8.8
Europe	2.4	3.4	2.8	1.3
Asia and the Pacific	5.6	6.4	8.2	12.5

Source: ForwardKeys® for UNWTO

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World Tourism Organization Publications

UNWTO

UNWTO World Tourism Barometer

The *UNWTO World Tourism Barometer* and accompanying Statistical Annex aim to provide tourism stakeholders with up-to-date statistics and analysis in a timely fashion. The information is updated six times a year and covers short-term tourism trends, including a retrospective and prospective assessment of current tourism performance by the UNWTO Panel of Tourism Experts.

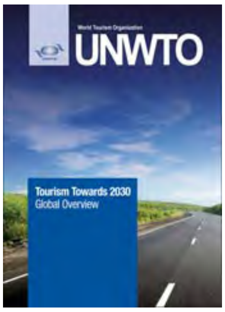
Available in English, with the Statistical Annex also available in French, Spanish and Russian.

Tourism in the Mediterranean, 2015 edition

The new *UNWTO Tourism Trends Snapshot* series provides a closer look at selected tourism topics. The first issue *Tourism in the Mediterranean, 2015 edition* provides insight into the general trends in terms of arrivals and receipts in the Mediterranean region, the performance of the individual destinations, the long-term trends up to 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. Key outputs of the study are quantitative projections for international tourism flows up to 2030, based on data series of international tourist arrivals by subregion of destination, region of origin and mode of transport.

Available in English.

UNWTO/GTERC Asia Tourism Trends

The annual *Asia Tourism Trends* series includes an analysis of recent tourism trends in Asia, with emphasis on international tourist arrivals and receipts as well as outbound tourism and expenditure. Furthermore, this report also highlights other relevant topics relating to tourism development in Asia and the Pacific.

Available in English.

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

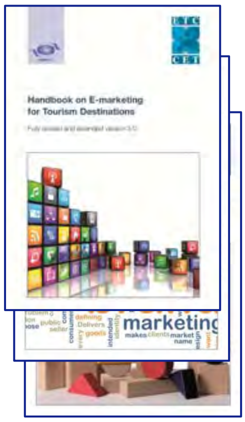
The *Compendium* provides statistical data and indicators on inbound, outbound and domestic tourism, as well as on tourism industries, employment and relevant macroeconomic indicators. The 2016 edition presents data for 200 countries, with methodological notes in English, French and Spanish.

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

The *Yearbook of Tourism Statistics* focuses on data relating to inbound tourism (arrivals and nights), broken down by country of origin. The 2016 edition presents data for 196 countries, with methodological notes in English, French and Spanish.

Marketing Handbooks:

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



This series of Marketing Handbooks developed by UNWTO and the European Travel Commission (ETC) addresses key components of the marketing and promotion of tourism destinations. The handbooks provide a comprehensive overview of current strategies and best practices with regard to, among others, product development, destination branding and e-marketing, complemented with case studies and best practice recommendations.

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 in which meeting and events organizers make decisions. The study offers a wide-ranging overview of the MCCI segments, as well as a comprehensive analysis of planners' needs and expectations with respect to destination and venue choice, complemented with best-practice examples.

Available in English

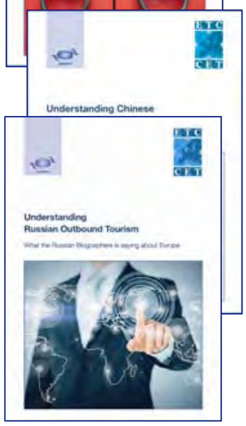
Outbound Travel Market studies:

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 series offers a unique insight into fast-growing source markets around the world. UNWTO and ETC have analysed the key outbound markets of China, Brazil, the Russian Federation, India and the Middle East. Jointly with Tourism Australia, UNWTO has covered the key South-East Asian markets of 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 Netnographic* series explores the behaviour and mind-set of outbound travellers based on internet and social media activity.

Available in English.

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