UNWTO World Tourism Barometer

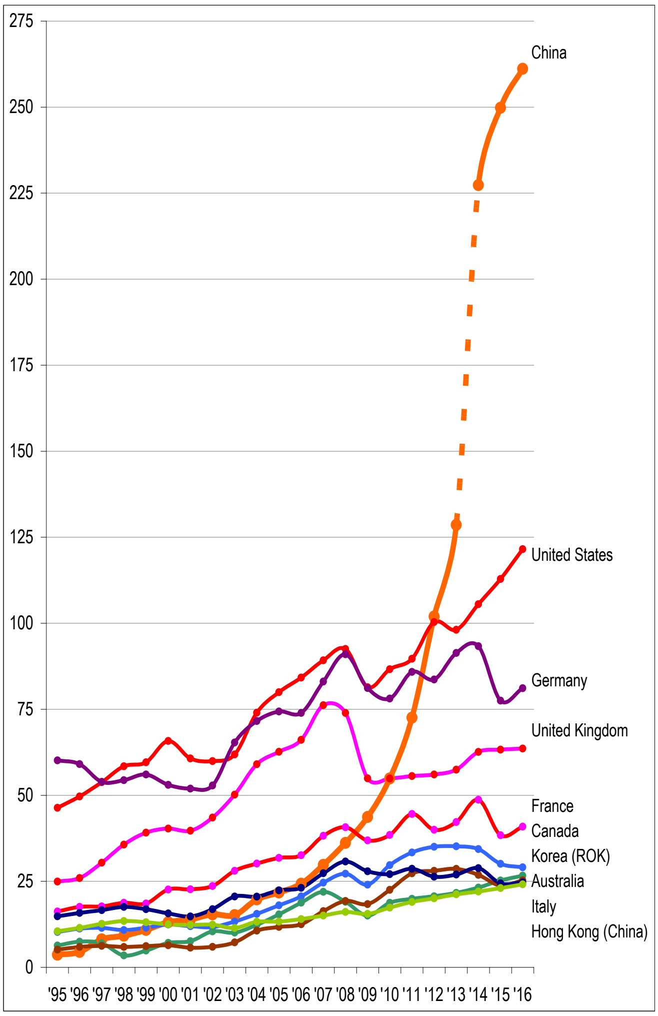
Volume 15 • March 2017

Outbound tourism on the rise from many source markets

2016 results on expenditure from major outbound markets reflect increasing demand for international tourism across the world, as reported in this issue of the *UNWTO World Tourism Barometer*. With a 12% increase in spending, China continued to lead international outbound tourism, followed by the United States, Germany, the United Kingdom and France as top five spenders.

World and regions: Outbound Tourism

International Tourism Expenditure (US$ billion)



Source: World Tourism Organization (UNWTO) ©

"The latest data on outbound tourism spending are very encouraging. Despite the many challenges of recent years, results of spending on travel abroad are consistent with the 4% growth in international tourist arrivals to 1235 million reported earlier this year for 2016. People continue to have a strong appetite for travel and this benefits many countries all around the world, translating into economic growth, job creation and opportunities for development" said UNWTO Secretary-General, Taleb Rifai.

Chinese tourists spent 12% more on tourism abroad in 2016

2016 was another strong year for outbound tourism from China, the world's leading outbound market. International tourism expenditure grew by US$ 11 billion to US$ 261 billion, an increase by 12% (in local currency). The number of outbound travellers rose 6% to 135 million in 2016. This growth consolidates China's position as number one source market in the world since 2012, following a trend of double-digit growth in tourism expenditure every year since 2004.

The growth in outbound travel from China benefited many destinations in Asia and the Pacific, most notably Japan, the Republic of Korea and Thailand, but also long-haul destinations such as the United States and several in Europe.

[to be continued on page 4]

Volume 15 • March 2017

Contents

This issue of the *UNWTO World Tourism Barometer* and the accompanying Statistical Annex presents an update of the preliminary results for international tourist arrivals in 2016 reported by destinations around the world included in the January 2017 Advance Release. This analysis is complemented by data on receipts from international tourism, as well on international tourism expenditure data for source markets for 2016. Furthermore, this issue includes an analysis of hospitality markets in 2016.

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
Russian version: www.e-unwto.org/content/j62835

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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 915713733.

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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World's Top Tourism Spenders

Rank		International Tourism Expenditure (US$ billion)			Population (million)	International Departures (million) total including same-day		of which overnight	
		2015	2016*	share (%) 2015	2016*	2015	2016*	2015	2016*
1	China	249.8	261.1	20.9	1,379	127.9	135.1	..	..
2	United States	112.9	121.5	9.5	324	130.4	..	74.0	..
3	Germany	77.5	81.1	6.5	83	..	..	83.7	..
4	United Kingdom	63.3	63.6	5.3	66	65.7	70.4	64.2	..
5	France	38.4	40.9	3.2	65	30.6	..	26.6	..
6	Canada	30.1	29.1	2.5	36	56.0	53.0	32.3	31.3
7	Korea (ROK)	25.3	26.6	2.1	51	19.3	22.4	..	..
9	Australia	23.8	25.3	2.0	24	9.5	9.9	9.5	..
8	Italy	24.4	24.7	2.0	61	61.2	62.6	27.9	28.7
10	Hong Kong (China)	23.1	24.1	1.9	7	89.1	91.8	..	..
		Local currencies Change (%)			Expenditure per capita (US$)	Change (%)		Change (%)	
		15/14	16*/15		2016*	15/14	16*/15	15/14	16*/15
1	China	11.4	11.5		189	9.7	5.7	..	..
2	United States	7.0	7.7		375	7.1	..	8.5	8% (11m)
3	Germany	-0.6	4.9		982	..	..	0.9	..
4	United Kingdom	8.8	13.8		970	9.4	7.2	9.9	..
5	France	-5.6	6.7		633	-4.2	..	-4.6	..
6	Canada	1.3	0.1		804	-12.2	-5.3	-3.8	-3.1
7	Korea (ROK)	17.1	8.1		524	20.1	15.9	..	..
9	Australia	6.1	7.6		1,039	3.6	5.0	3.8	..
8	Italy	1.4	1.5		404	3.0	2.3	2.4	2.9
10	Hong Kong (China)	4.7	4.8		3,280	5.4	3.0	..	..

Source: World Tourism Organization (UNWTO) © (Data as collected by UNWTO March 2017)

ISSN 1728-9246

[Continuation from page 1]

Aside from China, three other Asian outbound markets among the first ten showed very positive results. The Republic of Korea (US$ 27 billion) and Australia (US$ 27 billion) both spent 8% more in 2016 and Hong Kong (China) entered the top 10 following 5% growth in expenditure (US$ 24 billion).

Second largest market the United States maintains strength

Tourism spending from the United States - the world's second largest source market - increased 8% in 2016 to US$ 122 billion, up US$ 9 billion on 2015. For a third year in a row, strong outbound demand was fuelled by a robust US dollar and economy. The number of US residents travelling to international destinations increased 8% through November 2016 (74 million in 2015).

By contrast, Canada, the second source market from the Americas in the top ten, reported flat results, with US$ 29 billion spent on international tourism, while the number of outbound overnight trips declined by 3% to 31 million.

Germany, the United Kingdom, France and Italy lead tourism spending in Europe

Germany, the United Kingdom, France and Italy are the four European markets in the top ten and all reported growth in outbound demand last year. Germany, the world's third largest market, reported 5% growth in international tourism spending last year, rebounding from weaker figures in 2015, reaching US$ 81 billion.

Demand from the United Kingdom, the world's fourth largest source market, remained sound despite the significant depreciation of the British pound in 2016. UK residents' visits abroad were up by 5 million (+7%) in 2016 to 70 million, with expenditure close to US$ 64 billion.

France, the world's fifth largest market, reported 7% growth in tourism expenditure in 2016 to reach US$ 41 billion. Italy recorded 1% growth in spending to US$ 25 billion and a 3% increase in overnight trips to 29 million.

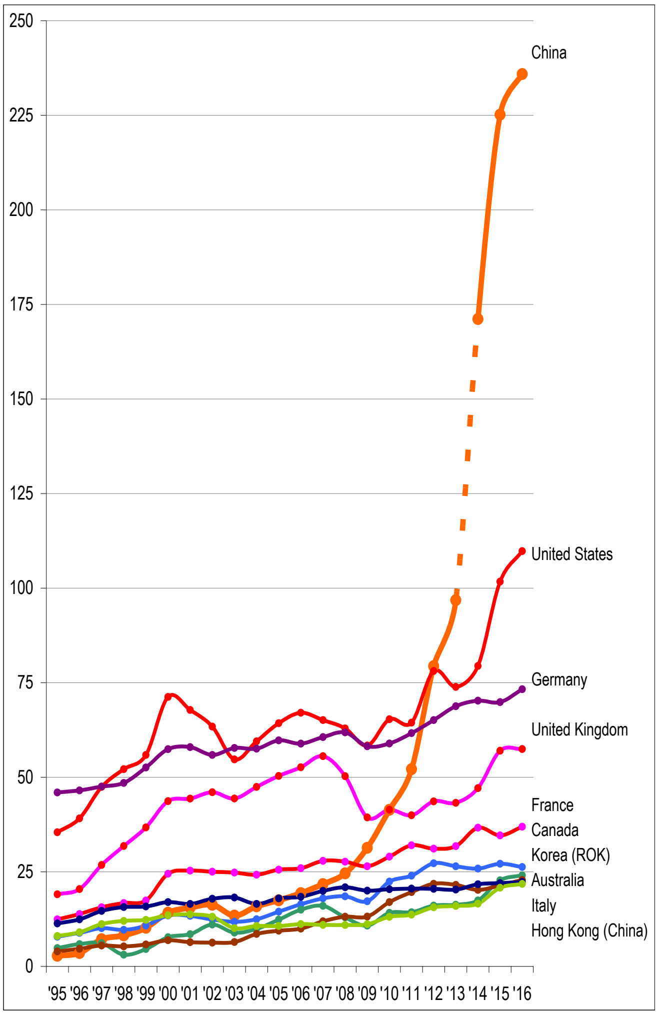
Many more source markets report growing outbound expenditure

Among the 50 largest source markets, there were another nine that recorded double-digit growth in spending in 2016: Vietnam (+28%), Argentina (+26%), Egypt (+19%), Spain (+17%), India (+16%), Israel and Ukraine (both +12%), Qatar and Thailand (both +11%).

By contrast, outbound tourism from some commodity exporters continued to be depressed as a consequence of their weaker economy and currencies. Expenditure from the Russian Federation declined further in 2016 to US$ 24 billion. International tourism spending from Brazil also decreased in 2016.

World and regions: Outbound Tourism

International Tourism Expenditure **(euro billion)**



Source: World Tourism Organization (UNWTO) ©

Note, for graph in US dollar see page 1.
[See also on pages 12-13]

ISSN 1728-9246

2017 International Year of Sustainable Tourism for Development

The United Nations 70th General Assembly has designated 2017 as the International Year of Sustainable Tourism for Development (www.un.org/en/ga/search/view_doc.asp?symbol=A/RES/70/193).

This is a unique opportunity to raise awareness of the contribution of sustainable tourism to development among public and private sector decision-makers and the public, while mobilizing all stakeholders to work together in making tourism a catalyst for positive change.

In the context of the universal 2030 Agenda for Sustainable Development and the Sustainable Development Goals (SDGs), the International Year aims to support a change in policies, business practices and consumer behavior towards a more sustainable tourism sector than can contribute to the SDGs.

The #IY2017 will promote tourism's role in the following five key areas:

(1) Inclusive and sustainable economic growth
(2) Social inclusiveness, employment and poverty reduction
(3) Resource efficiency, environmental protection and climate change
(4) Cultural values, diversity and heritage
(5) Mutual understanding, peace and security.

The World Tourism Organization (UNWTO), the United Nations Specialized Agency for Tourism, has been mandated to facilitate the organization and implementation of the International Year, in collaboration with governments, relevant organizations of the United Nations system, international and regional organizations and other relevant stakeholders.

For more information and to join the celebrations of the International Year of Sustainable Tourism for Development, please visit: tourism4development2017.org

2017 INTERNATIONAL YEAR OF SUSTAINABLE TOURISM FOR DEVELOPMENT

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.

The full document is available in electronic format for sale and free of charge for UNWTO members and subscribed institutions through the UNWTO elibrary at www.e-unwto.org/content/w83v37.

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Inbound tourism: short-term trends 2016

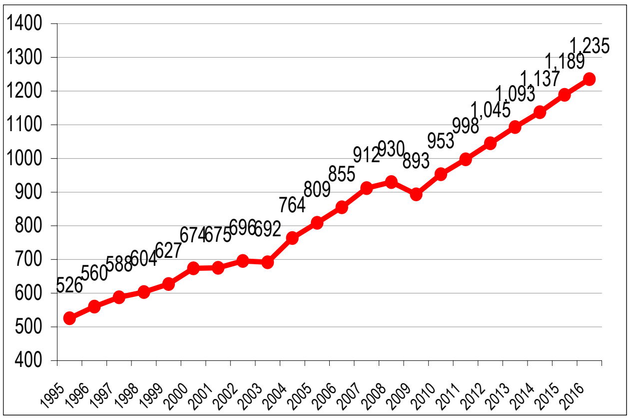
Seven consecutive years of sustained growth in international tourism

This issue of the *UNWTO World Tourism Barometer* and the accompanying *Statistical Annex* present an update and a more comprehensive analysis of the 2016 international tourism results included in the January 2017 Advance Release. At this moment in time 126 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 100 countries.

In summary, international tourist arrivals (overnight visitors) reached a total of 1,235 million in 2015, 47 million more than in the previous year. At a rate of 3.9%, growth has been somewhat slower than in 2015 (+4.5%), but in line with UNWTO's projection made at the beginning of 2016.

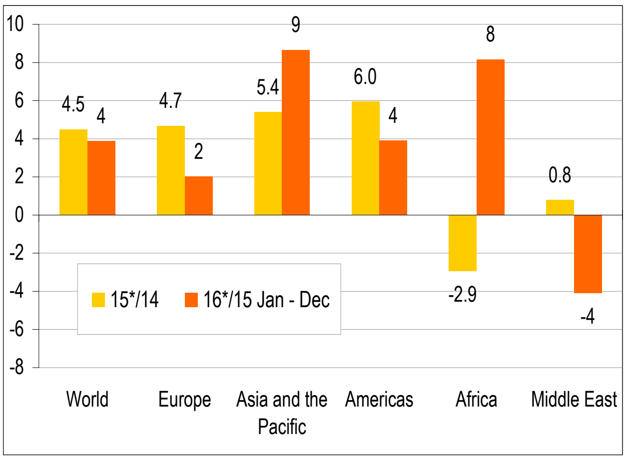
World: Inbound Tourism

International Tourist Arrivals (million)



Source: World Tourism Organization (UNWTO) ©

International Tourist Arrivals (% change)

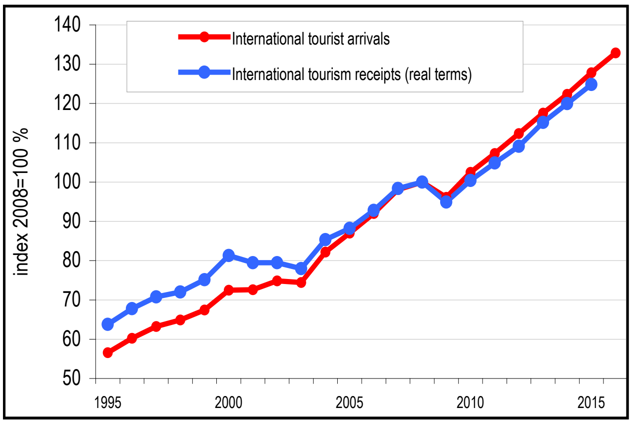


Source: World Tourism Organization (UNWTO) ©

By UNWTO region, Asia and the Pacific (+9%) led growth in international tourist arrivals in 2016, fuelled by strong demand from both intra- and interregional source markets. Africa (+8%) enjoyed a strong rebound after two weaker years. In the Americas (+4%) the positive momentum continued. Europe (+2%) showed rather mixed results, with double-digit growth in some destinations offset by decreases in others. Demand in the Middle East (-4%) was also uneven, with positive results in some destinations, but declines in others.

2016 marked the seventh consecutive year of sustained growth in international tourist arrivals following the 2009 global economic and financial crisis, with international arrivals increasing by 4% or more every year since 2010. International tourism receipts grew at a similar pace this period (a comprehensive analysis of 2016 receipts results will be reported in May). A comparable sequence of uninterrupted solid growth has not been recorded since the 1960s.

Inbound Tourism 1995-2016*



Source: World Tourism Organization (UNWTO) ©

- A total of 152 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 to December 2016 (out of 220). Of these, 124 countries (82%) reported an increase in tourist arrivals, with 55 (36%) reporting double-digit growth, while 28 countries (18%) posted a decrease. 140 countries have reported results for at least the first nine months of 2016, of which 126 for the full year.
- Based on this sample of destinations that reported data, it is estimated that destinations worldwide recorded 1235 million international tourist arrivals in 2016, some 47 million more than the 1189 million recorded in 2015. This increase in international tourist arrivals worldwide is equivalent to 3.9% compared to 2015.
- This indicates that demand for international tourism in 2016 continued the positive trend of previous years, though at a slightly more moderate pace. While many destinations reported encouraging results and shared in the overall growth, others continue to struggle with the impact of negative incidents, either in their country or in their region, as safety and security remain a concern for a number of destinations.

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• International arrivals have grown at a pace of 4% a year or higher for the seventh year in a row since post-crisis year 2010. In 2012, international tourist arrivals exceeded the 1 billion mark in a year for the first time. In 2016, this number exceeded 1.2 billion, with 306 million more international tourist arrivals recorded compared to the 930 million of pre-crisis year 2008.

• By UNWTO region, Asia and the Pacific led growth with a 9% increase in international arrivals and strong results in all four subregions. In the Americas, arrivals increased by 4%, driven by results in South and Central America. Results in Europe (+2%) were mixed, with solid growth in most destinations, offset by weaker performance in others. Africa (+8%) returned to growth after two difficult years, with Subsaharan destinations rebounding strongly and North Africa picking up in the third quarter. Available data for the Middle East points to a 4% decline this period, though results vary from destination to destination.

• Global results for 2016 were in line with UNWTO's forecast issued at the beginning of 2015, which pointed to an increase of 3.5% to 4.5% for the full year 2016. The pace of growth is somewhat more moderate than the level achieved in 2015 (4.5%) though in line with UNWTO's long-term forecast of 3.8% per year for the period 2010 to 2020.

Strong growth in the first and last months of the year

• After a strong start of the year (+7% in the first quarter), growth was slower from April to August, but then picked up again from September onwards (+5% in the last quarter).

• In January international tourist arrivals grew by 5%. February (+8%) showed faster growth, but it should be noted that 2016 was a leap year, and therefore February had one more day than usual (29 days). This extra day corresponds to roughly 3.5% more arrivals this month.

• As a result of the Easter holiday date shift from early April in 2015 to late March in 2016, the month of March was also strong, with tourist arrivals growing at a rate of 9% worldwide, compared to the same month of 2015. For the same reason, April was also weaker (0%).

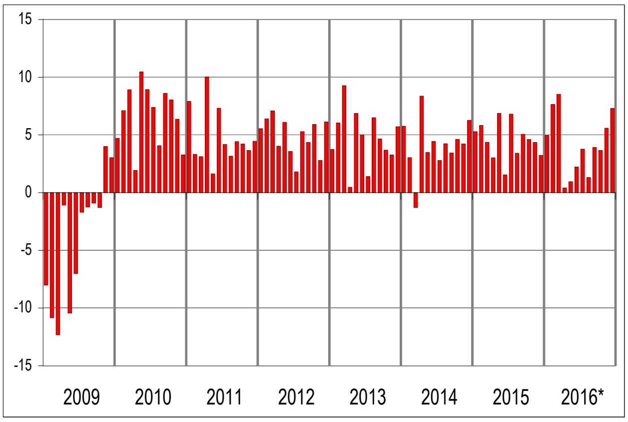
• Both May (+1%) and June (+2%) were also rather weak. For destinations in the Middle East and North Africa, growth in June was slow due to Ramadan taking place for the most part in this month. This was partially compensated in July (+4%). Results for August (+1%) came in rather modest last year. One reason for this was that August 1st fell on a Monday and many tourists taking holidays in the first week(s) of August actually arrived at their destination in the last weekend of July (and were therefore recorded in July).

• Growth in September and October (both +4%) was around the average for the year. Growth picked up at the end of the year, with November (+6%) and December (+7%) rather exceeding the yearly average.

• The Northern Hemisphere high-season months of May to October each exceeded 100 million arrivals a month (October for the first time in 2016). These six months combined accounted for over 700 million international arrivals overall, corresponding to 57% of the annual total. July and August are the peak months of the year with respectively 142 million and 139 million international arrivals in 2016.

International Tourist Arrivals, monthly evolution

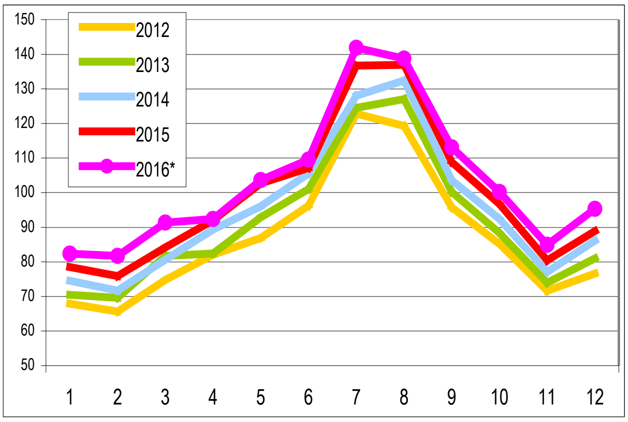
World (% change)



Source: World Tourism Organization (UNWTO) ©

International Tourist Arrivals, monthly evolution

World (million)



Source: World Tourism Organization (UNWTO) ©

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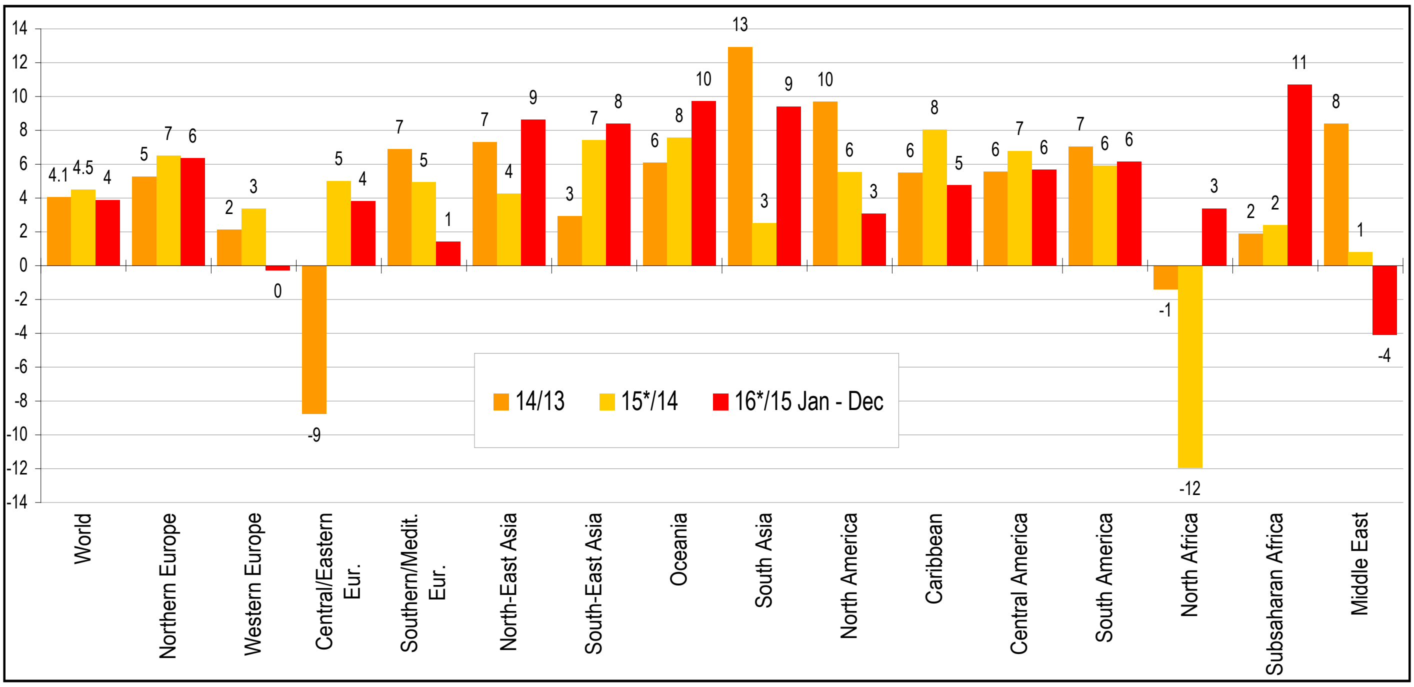
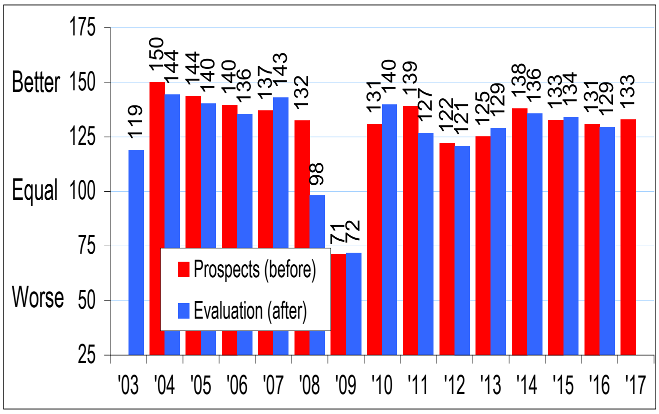
International Tourist Arrivals (% change over same period of the previous year)



Source: World Tourism Organization (UNWTO) ©

UNWTO Panel of Tourism Experts: World



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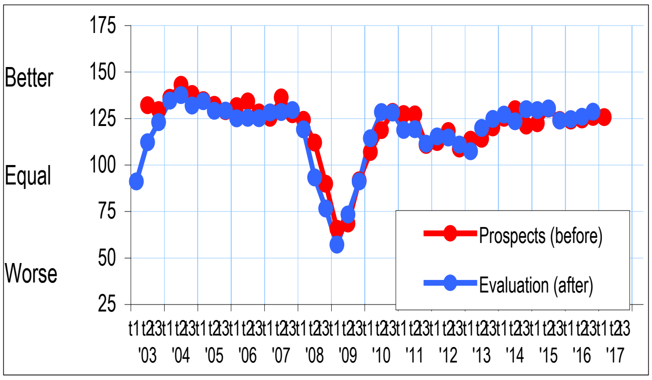
UNWTO Panel of Tourism Experts



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	2014	2015	2016*	2016*	15/14	16*/15	2016*										2015*			
						(million)	(%)		(%)	Q1	Q2	Q3	Q4	Jul	Aug	Sep	Oct	Nov	Dec	Q1	Q2	Q3	Q4
World	**674**	**809**	**953**	**1,137**	**1,189**	**1,235**	**100**	**4.5**	**3.9**	**7.1**	**1.2**	**2.9**	**5.4**	**3.8**	**1.3**	**3.9**	**3.6**	**5.6**	**7.3**	**5.1**	**3.8**	**5.1**	**4.1**
Advanced economies[1]	*424*	*470*	*516*	*622*	*653*	*685*	*55.5*	*4.9*	*5.0*	*8.1*	*2.8*	*4.2*	*6.4*	*5.3*	*1.9*	*5.7*	*4.2*	*6.8*	*8.8*	*4.8*	*5.0*	*4.7*	*5.4*
Emerging economies[1]	*250*	*339*	*437*	*515*	*536*	*550*	*44.5*	*4.0*	*2.6*	*6.1*	*-0.8*	*1.1*	*4.4*	*1.5*	*0.4*	*1.6*	*2.9*	*4.3*	*5.9*	*5.5*	*2.1*	*5.6*	*2.7*
By UNWTO regions:																							
Europe	*386.6*	*453.2*	*489.0*	*575.6*	*602.6*	*615.0*	*49.8*	*4.7*	*2.1*	*6.8*	*-0.6*	*0.6*	*4.4*	*1.1*	*-1.1*	*2.2*	*1.8*	*5.3*	*7.4*	*5.2*	*4.9*	*5.5*	*3.8*
Northern Europe	44.8	59.9	62.8	70.8	75.4	80.2	6.5	6.5	6.4	10.8	3.4	6.1	7.1	5.8	6.8	5.3	-0.2	12.7	11.0	3.5	4.8	7.3	10.0
Western Europe	139.7	141.7	154.4	174.4	180.3	179.8	14.6	3.4	-0.3	5.5	-3.8	-2.6	4.2	-1.3	-5.6	0.0	0.0	5.1	8.8	4.1	3.7	4.9	-0.8
Central/Eastern Eur.	69.6	95.3	98.5	115.6	121.4	126.3	10.2	5.0	4.0	7.1	3.0	3.0	3.4	3.7	2.4	2.8	3.5	2.9	3.7	6.1	7.4	7.7	4.3
Southern/Medit. Eur.	132.6	156.4	173.3	214.8	225.5	228.7	18.5	4.9	1.4	6.3	-1.2	0.3	4.3	0.3	-1.5	2.8	2.6	4.4	7.6	6.5	4.6	4.6	5.2
- of which EU-28	330.5	367.9	384.3	454.0	477.8	499.6	40.4	5.2	4.6	8.6	2.3	3.4	6.7	4.1	1.4	5.2	4.2	7.8	9.3	5.3	5.6	5.4	4.7
Asia and the Pacific	*110.4*	*154.1*	*208.1*	*269.5*	*284.1*	*308.6*	*25.0*	*5.4*	*8.6*	*9.6*	*8.4*	*10.2*	*6.6*	*14.3*	*8.2*	*8.3*	*6.7*	*5.8*	*7.2*	*4.3*	*5.0*	*5.5*	*6.3*
North-East Asia	58.3	85.9	111.5	136.3	142.1	154.3	12.5	4.3	8.6	8.9	8.6	10.3	6.8	16.7	6.9	7.8	6.0	5.9	8.7	4.5	4.6	1.6	6.4
South-East Asia	36.3	49.0	70.5	97.0	104.2	113.0	9.1	7.4	8.4	10.4	8.6	9.8	4.9	11.4	9.4	8.4	6.6	4.2	4.1	4.9	7.3	10.3	6.1
Oceania	9.6	10.9	11.4	13.3	14.3	15.7	1.3	7.6	9.7	10.2	9.3	10.8	8.7	11.9	9.7	10.8	9.6	7.4	9.2	8.7	5.9	6.7	8.5
South Asia	6.1	8.3	14.7	22.9	23.5	25.7	2.1	2.5	9.4	9.2	5.6	11.2	11.0	14.2	9.8	9.7	10.5	10.5	11.7	-1.4	-3.2	9.8	5.1
Americas	*128.2*	*133.3*	*150.1*	*181.9*	*192.7*	*200.2*	*16.2*	*6.0*	*3.9*	*6.4*	*0.5*	*4.0*	*4.9*	*4.3*	*2.4*	*5.6*	*5.5*	*3.8*	*5.2*	*8.0*	*4.6*	*5.2*	*6.3*
North America	91.5	89.9	99.5	120.9	127.6	131.4	10.6	5.5	3.0	4.9	-0.2	3.2	4.7	3.5	1.5	5.1	6.1	3.1	4.8	5.2	5.8	5.3	5.7
Caribbean	17.1	18.8	19.5	22.3	24.1	25.3	2.0	8.1	4.8	6.3	2.7	5.7	4.3	7.0	3.2	7.0	1.1	4.8	6.0	8.0	7.6	8.9	8.0
Central America	4.3	6.3	7.8	9.6	10.2	10.8	0.9	6.8	5.7	9.5	2.9	6.1	3.8	10.9	5.4	0.3	9.1	1.2	2.4	5.3	5.7	7.1	9.2
South America	15.3	18.3	23.2	29.1	30.8	32.7	2.7	5.9	6.3	9.6	1.0	5.9	6.3	3.7	6.1	8.7	4.8	7.0	6.8	17.9	-4.0	1.5	6.5
Africa	*26.2*	*34.8*	*50.4*	*55.0*	*53.4*	*57.8*	*4.7*	*-2.9*	*8.2*	*7.8*	*1.1*	*11.2*	*11.6*	*12.3*	*11.2*	*9.7*	*11.4*	*10.2*	*12.9*	*-6.1*	*-8.9*	*-5.9*	*-2.5*
North Africa	10.2	13.9	19.7	20.4	18.0	18.6	1.5	-12.0	3.4	-6.0	-9.7	12.1	13.2	14.2	11.7	9.1	9.0	12.1	18.3	-9.2	-14.4	-12.7	-10.2
Subsaharan Africa	16.0	20.9	30.7	34.6	35.4	39.2	3.2	2.4	10.7	13.8	7.4	10.5	10.9	10.7	10.9	9.9	12.5	9.5	10.8	-4.7	-5.4	-0.3	1.0
Middle East	*22.4*	*33.7*	*55.4*	*55.4*	*55.9*	*53.6*	*4.3*	*0.8*	*-4.0*	*-1.2*	*-9.7*	*-8.4*	*3.6*	*-14.8*	*-6.5*	*-4.5*	*-7.6*	*8.8*	*9.1*	*10.0*	*-4.7*	*7.7*	*-6.6*

Source: World Tourism Organization (UNWTO) © (Data as collected by UNWTO March 2017)

[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	projection 2017*
	real, change									a year	(issued January)
	full year									2005-2016	between
World	**2.0%**	**-3.9%**	**6.7%**	**4.7%**	**4.7%**	**4.6%**	**4.1%**	**4.5%**	**3.9%**	**3.9%**	**+3% and +4%**
Europe	0.3%	-5.1%	3.0%	6.3%	3.9%	4.7%	1.8%	4.7%	2.1%	2.8%	+2% and +3%
Asia and the Pacific	1.4%	-1.4%	13.4%	6.5%	7.3%	6.8%	6.1%	5.4%	8.6%	6.5%	+5% and +6%
Americas	2.7%	-4.9%	6.4%	3.7%	4.5%	3.0%	8.5%	6.0%	3.9%	3.8%	+4% and +5%
Africa	2.9%	4.5%	9.3%	-0.7%	4.5%	4.5%	0.7%	-2.9%	8.2%	4.7%	+5% and +6%
Middle East	20.0%	-5.4%	14.6%	-9.3%	3.2%	-1.5%	8.4%	0.8%	-4.0%	4.3%	+2% and +5%

Source: World Tourism Organization (UNWTO) © (Data as collected by UNWTO March 2017)

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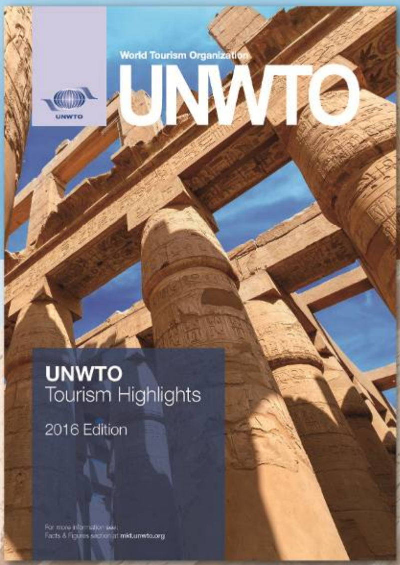


UNWTO Tourism Highlights 2016 Edition

UNWTO has released its *UNWTO Tourism Highlights, 2016 Edition*, presenting a concise overview of international tourism in the world based on the results of the year 2015.

UNWTO Tourism Highlights aims to provide a consolidated set of key figures and trends for international tourism in the year prior to its date of publication. The 2016 Edition presents in 16 pages a snapshot of international tourism in the world for 2015 based on the latest available information collected from national sources. Trends and results are analysed for the world, regions and major regional destinations, with statistics included on international tourist arrivals and international tourism receipts. Furthermore, it provides the ranking of top tourism destinations by arrivals and receipts, as well as information on outbound tourism generating regions and a list of top source markets in terms of spending.

Electronic copies can be downloaded in English, Spanish, French and Japanese free of charge from mkt.unwto.org/highlights.

About receipts and expenditure data

For destination countries, receipts from international tourism count as exports and cover all transactions related to the consumption by international visitors of, for example, accommodation, food and drink, fuel, domestic transport, entertainment, shopping, etc. They include transactions generated by same-day as well as overnight visitors. Receipts from same-day visitors can be substantial, especially in the case of neighbouring countries where a lot of shopping for goods and services is carried out by cross-border, same-day visitors. However, the values reported as international tourism receipts do not include receipts from international passenger transport contracted from companies outside the travellers' countries of residence, which are reported in a separate category.

With financial data measured in different currencies it is complicated to accurately determine variations in relative terms, as receipts have to be expressed in a common currency like the US dollar or the euro and generally are also reported at current prices, thus not taking account of exchange rate fluctuations and inflation.

Exchange rate changes can substantially influence the values in US dollars reported from year to year. When the dollar appreciates against for instance the euro, worldwide receipts expressed in dollars relatively decrease, and vice versa in the case the dollar depreciates.

In 2015, the US dollar (and pegged currencies such as from various destinations in the Caribbean and the Middle East or Hong Kong (China) and Macao (China)) appreciated against virtually all other currencies, including the euro. Versus the euro the appreciation was 20% on average for the year (see table below), so expressed in US dollar terms, values in euro were some 16% lower than in the previous year (i.e. x 100/119.7).

In 2016, the US dollar and the euro maintained virtually the same average exchange rate for the year, but both appreciated against some other currencies, most notably the British Pound. So expressed in US dollar terms, values in euro were equal to the previous year.

Exchange rate US$ to euro and vice versa, average for the year

	US$ to euro	change (%)	euro to US$	change (%)
2005	0.8038		1.2441	
2006	0.7964	-0.9	1.2556	0.9
2007	0.7297	-8.4	1.3705	9.2
2008	0.6799	-6.8	1.4708	7.3
2009	0.7169	5.4	1.3948	-5.2
2010	0.7543	5.2	1.3257	-5.0
2011	0.7184	-4.8	1.3920	5.0
2012	0.7783	8.3	1.2848	-7.7
2013	0.7530	-3.3	1.3281	3.4
2014	0.7527	0.0	1.3285	0.0
2015	0.9013	19.7	1.1095	-16.5
2016	0.9034	0.2	1.1069	-0.2

In order to account for exchange rate changes and inflation, international tourism receipts expressed in US dollar values (for reason of comparison) were converted back to the local currencies of each destination, weighted by the share in the total, and deflated by the relevant rate of inflation. Although in this way data are made comparable, care should nevertheless be taken in interpreting the trends, as statistics, in most cases, are still provisional and subject to revision. For the totals, estimates are made by UNWTO for countries that have not yet reported results, based on the previous year's value and the trend for the (sub)region. Unlike arrivals, where revisions generally more or less balance out, receipts data tends to be revised upwards.

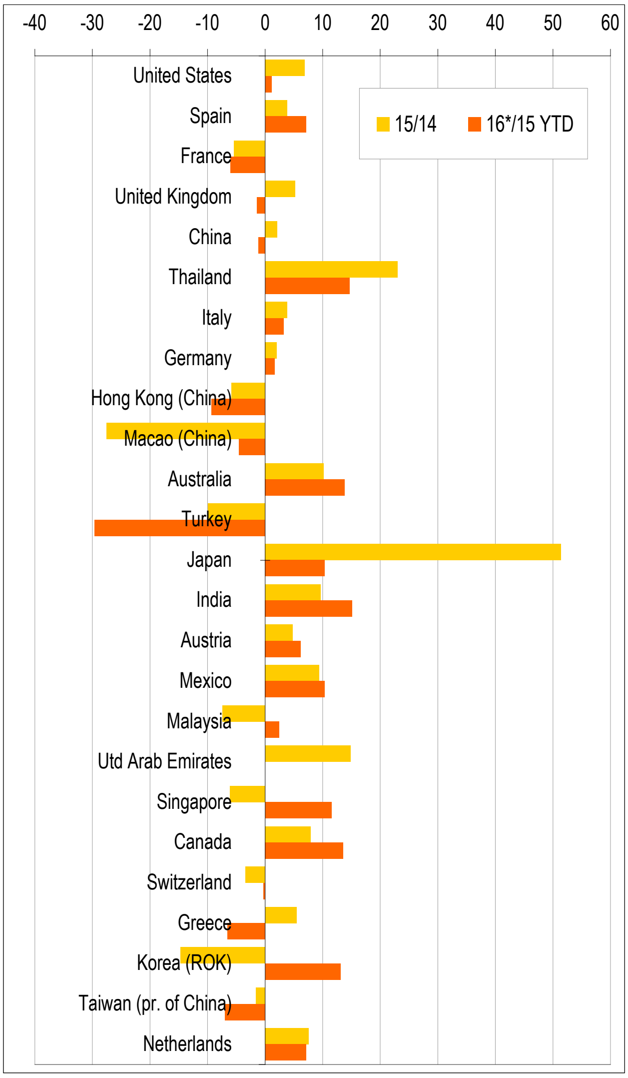
ISSN 1728-9246

International tourism receipts

Positive trend in earnings with mixed results across destinations

- Preliminary data on international tourism receipts for 2016 have been reported by 138 countries and territories so far, of which 116 for the entire year and 128 for at least three quarters. Of the reporting destinations, a total of 100 or 72% posted growth in earnings compared to the same period last year, of which 43 (31%) in double digits, while 38 (28%) reported declines. The median increase was 4.7%. This indicates that earnings followed the largely positive trend seen in arrivals.

International Tourism Receipts (% change)



Source: World Tourism Organization (UNWTO) ©

- Full year results for 2016 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 data for the entire year. Reporting of receipts generally lags some two months behind that of international arrivals and its analysis is more complex as exchange rate fluctuations and inflation need to be taken into account.
- According to available data, growth in tourism receipts seems to have followed growth in arrivals fairly closely, with a few exceptions. International arrivals increased by 4% in 2016, its seventh consecutive year of sustained growth following the 2009 financial crisis.
- Results reported by the top 10 tourism earners were mixed, with five posting growth in tourism receipts and five declines (measured in local currencies, unless otherwise indicated in the table). The highest growth was recorded by Thailand, with a 15% increase in receipts last year, following double-digit growth also in 2015 (+23%). Spain reported 7% growth in 2016, the second highest increase in the top 10. Italy posted 3% growth in earnings and Germany 2%. The United States, the world's top tourism earner, reported 1% growth last year, following stronger results in 2015.
- The remaining five destinations in the top 10 reported declines in receipts last year. The United Kingdom and China both earned 1% less. France recorded a decrease of 6%, while the Chinese Special Administrative Regions Macao and Hong Kong posted declines of 5% and 9% respectively in 2016. Some of this data, however, is likely to be revised. (Note that the series for China has been revised compared to previously reported data).
- Further down the ranking, a number of other major destinations enjoyed strong growth in receipts in 2016, particularly India (+15%), Canada and Australia (both +14%), as well as Indonesia and the Republic of Korea (both +13%). Japan, the United Arab Emirates, Singapore, Sweden and Vietnam all enjoyed 12% growth, while Portugal, South Africa and Norway posted an increase of 11%. Double-digit growth in tourism receipts was also recorded by Mexico, the Dominican Republic and Saudi Arabia (all +10%).
- Other top performers this period were Poland (+9%), Croatia and Ireland (both +8%), as well as the Netherlands, New Zealand, Hungary and Qatar (all +7%).

See the Statistical Annex for the tables listing the first 50 destinations in terms of receipts. For values of other countries and territories with available data, see the tables on the regions.

ISSN 1728-9246

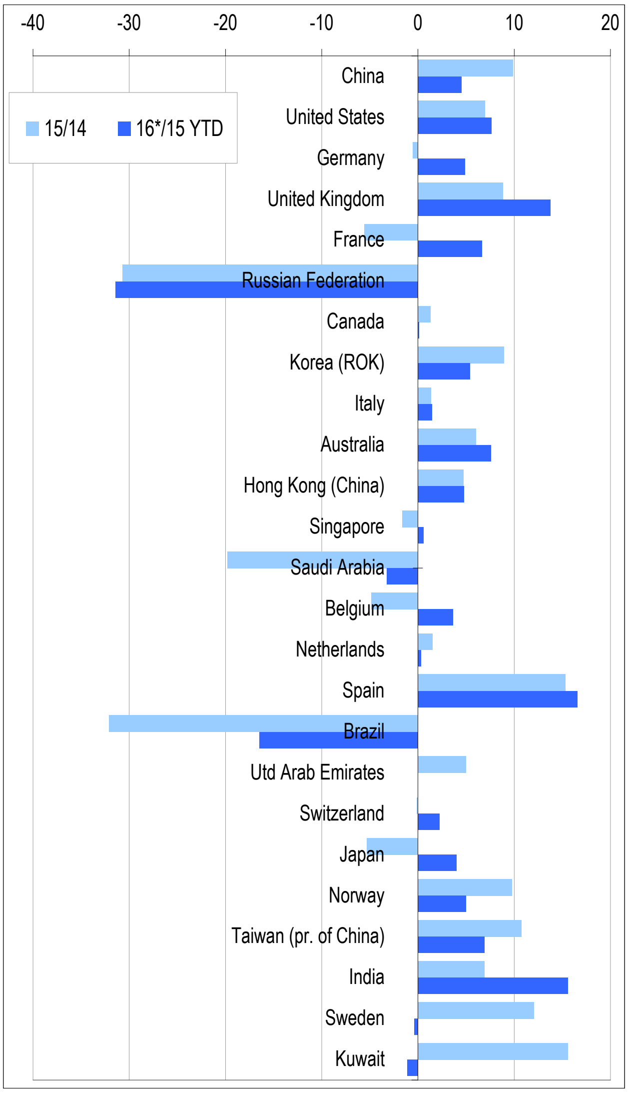
International tourism expenditure

Strong demand for international travel with few exceptions

Data on tourism expenditure from major outbound markets reflect increasing demand for international tourism across the world in 2016, with a few exceptions. Results are consistent with inbound tourism data analysed and reported in this issue, according to which international tourist arrivals worldwide increased 4% in 2016.

- Of the top 50 outbound markets a total of 47 have reported preliminary data on international tourism expenditure for the full year 2016. Of these, 38 (81%) reported increases in spending (in local currencies), 10 of which in double digits (21%), and 9 (19%) reported declines. The median increase was 4.7%.
- For a proper analysis it is important to take into account that trends in expenditure can be quite influenced by exchange rate variations of local currencies to the US dollars. For that reason trends from year to year in the first place should be analysed in local currencies. While 2015 was characterised by unusually strong exchange rate fluctuations, in 2016 fluctuations were rather limited with euro-US dollar exchange rate remaining virtually unchanged, and only few exceptions such as the British pound that depreciated 12% to the US dollar.
- A number of source markets have also reported data on outbound trips by now. It is worth noting that trip numbers cannot always be directly compared across markets as coverage varies. For instance numbers sometimes refer to overnight visits only, and sometimes to all trips including same-day visits. Absolute volumes should therefore be read with caution. However, changes in volumes are useful to understand trends over time.
- China continues to lead global outbound travel following double-digit growth in tourism expenditure every year since 2004, and became the world's top spender in international tourism in 2012. Expenditure by Chinese travellers grew 12% in 2016 to reach US$ 261 billion, an increase of US$ 11 billion from 2015. The number of outbound travellers rose 6% to 135 million in 2016. Like other major source markets, outbound travel from China benefited many destinations in its region, most notably Japan, the Republic of Korea and Thailand, but also long-haul destinations such as the United States and several in Europe. (Note that China has revised international tourism expenditure series downwards retrospectively for 2015 and for 2014 (after upward revision last year) due to adjustments in methodology.)
- Tourism expenditure out of the United States, the world's second largest source market, increased 8% in 2016 to hit US$ 122 billion, up US$ 9 billion from the previous year. For a third year in a row, strong outbound demand was fuelled by a robust US dollar and economy. The number of US residents travelling to international destinations increased 8% through November 2016 (data for the full year is still pending), compared to the same 11-month period in 2015. Rising US travel demand is contributing to higher inbound volumes in many destinations across the Americas and beyond. By contrast, Canada, the second source market from the Americas in the top ten, reported flat results, with US$ 29 billion spent on international tourism, while the number of outbound overnight trips declined by 3% to 31 million.

International Tourism Expenditure (% change, local currencies)



Source: World Tourism Organization (UNWTO) ©

- Germany, the United Kingdom, France and Italy are the top source markets in Europe and all reported growth in outbound demand last year. Travel from these and other European markets fuelled much of the inbound growth in European destinations as well as in others outside the region. Germany, the world's third largest market, reported 5% growth in international tourism spending last year, rebounding from weaker figures in 2015, reaching a total of US$ 81 billion. Demand from the United Kingdom, the world's fourth

ISSN 1728-9246

largest source market, remained sound last year, despite the significant depreciation of the British pound after the referendum on EU membership (Brexit). UK residents' visits abroad were up by 5 million (+7%) in 2016 to 70 million, with expenditure close to US$ 64 billion. However, while expenditure increased by 14% in pound terms, this corresponds to an increase of less than 1% in US$ terms. France, the world's fifth largest market, reported 7% growth in tourism expenditure in 2016 to reach US$ 41 billion. Italy, the fourth European market in the top ten, recorded 1% growth in spending to US$ 25 billion and a 3% increase in overnight trips to 29 million.

- Aside from China there are three more Asian outbound markets among the first 10. The Republic of Korea spent 8% more in 2016 (US$ 27 billion), and recorded 3 million more outbound travellers to reach 22 million, an increase of 16%. Australia reported also 8% growth in tourism expenditure last year to hit US$ 25 billion, and recorded 10 million international travellers, up 5% from 2015. Hong Kong (China) entered the top 10 following 5% growth in expenditure (US$ 24 billion). Like China, these three markets fuelled growth in many destinations in Asia and the Pacific and elsewhere.
- Beyond the top 10, there were nine source markets recording double-digit growth in spending last year: Vietnam (+28%), Argentina (+26%), Egypt (+19%), Spain (+17%), India (+16%), Israel and Ukraine (both +12%), Qatar and Thailand (both +11%).
- Other markets that showed robust growth in tourism expenditure in 2016 were Ireland (+8%), Taiwan (pr. of China), Finland, Portugal and New Zealand (all +7%).
- By contrast, outbound demand from some commodity exporters continued to be weak last year. Expenditure from the Russian Federation declined further in 2016, a consequence of its weaker economy and currency. At US$ 24 billion, Russian expenditure was just below that of Hong Kong, so this market moved out of the top ten as a result. In the past few years, Russian expenditure on outbound tourism has more than halved from the record of US$ 53 billion in 2013. International tourism spending from Brazil and Nigeria also declined in 2016.
- As in the case of tourism receipts, some of this expenditure data is still subject to revision.

See pages 1, 3, 4 for graphs and summary table of top 10. See the Statistical Annex for the tables listing the first 50 destinations in terms of expenditure.

ISSN 1728-9246

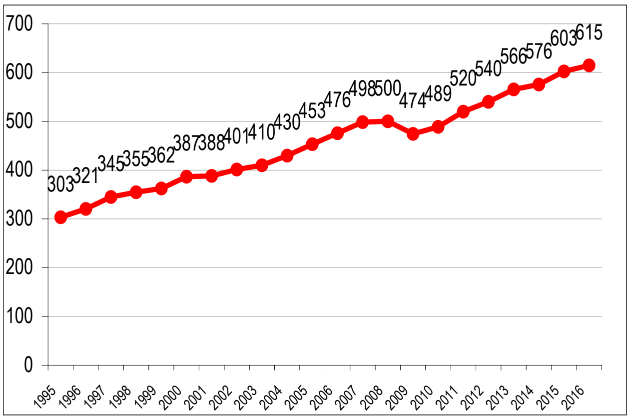
Regional results

Europe – mixed results across destinations

International tourist arrivals in Europe reached a total of 615 million in 2016, just half the world's total, up 12 million from 2015. In relative terms this corresponds to a moderate 2% increase, reflecting mixed results across destinations and the return to a more sustainable pace of growth, consistent with the maturity and size of many European destinations. Remarkably solid performance in many destinations, including large and mature ones, was offset by weaker results in a few others, due to security concerns. Some tourism flows were redirected towards destinations perceived as more secure, both from outside and within the region. (Note that the regional total differs from what was previously reported, as the Russian Federation has revised its arrivals series downwards.)

Europe: Inbound Tourism

International Tourist Arrivals (million)



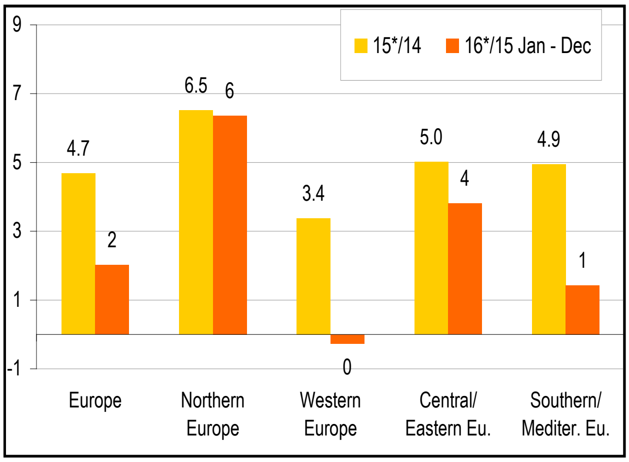
Source: World Tourism Organization (UNWTO) ©

By subregion, Northern Europe (+6%) led growth in 2016, welcoming 5 million more international tourists, followed by Central and Eastern Europe (+4%) which received 5 million more. Southern and Mediterranean Europe grew by 1%, recording 3 million more tourists than in 2015, while in Western Europe (+0%) results were flat. The 28 countries of the European Union (EU-28) boasted above-average growth (+5%), with international arrivals increasing by 22 million to 500 million.

Participants of the UNWTO Panel of Experts survey from Europe evaluated tourism results in 2016 quite positively. Their score of 134 exceeded that of their expectations at the start of the year (127). Prospects for 2017 remain largely positive (score of 131) and around the world average (133). Experts highlighted the resilience and maturity of the European tourism sector despite some security concerns.

Most destinations in Northern Europe (+6%) turned in robust results last year. Iceland (+39%) enjoyed its sixth consecutive year of double-digit growth, partly thanks to increased air transport and accommodation capacity, as well as ongoing promotion efforts, according to experts. Norway (+12%) and Ireland (+11%) also boasted double-digit growth in 2016, while Finland (+6%) recovered from last year's slowdown (-4% in 2015), thanks to investment in the tourism sector and a rise in Chinese tourists. Panel members from these destinations referred to enhanced air connectivity as also contributing to growth. Sweden (+7% through October) and Denmark (+4%) reported sound results as well, with some redirection of tourism flows from other European destinations due to safety concerns, according to experts. The United Kingdom (+3%), the sub-region's most visited destination, reported comparatively modest growth, especially taking into account the depreciation of the British pound making the destination less expensive.

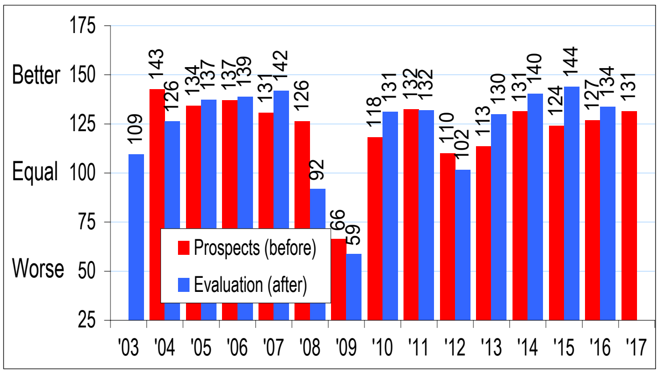
International Tourist Arrivals, Europe (% change)



Source: World Tourism Organization (UNWTO) ©

UNWTO Panel of Tourism Experts

UNWTO Panel of Tourism Experts: Europe



Source: World Tourism Organization (UNWTO) ©

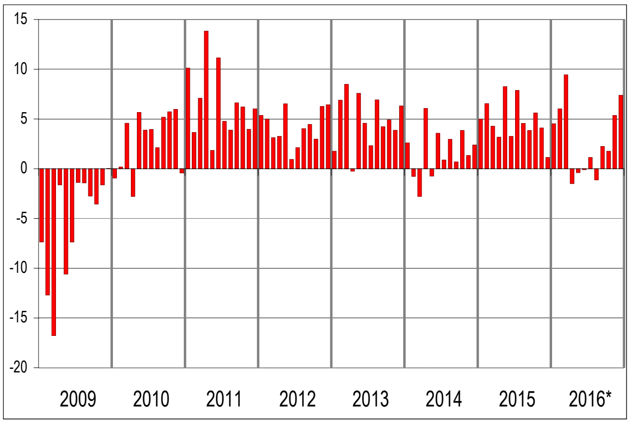
International arrivals in Central and Eastern Europe increased by 4% in 2016. Many destinations reported strong results, with Georgia (+19%), Slovakia (+17%) and Bulgaria (+14%) leading growth. Romania (+11%) and Lithuania (+9%) also turned in healthy results, as did Hungary, the Czech Republic, Estonia, Latvia, Ukraine (all +7%) and Armenia (+6%). Data for Poland (+2% through June) is still pending for the second half of the year. According to Polish experts, international arrivals grew as

ISSN 1728-9246

expected last year, with solid performance from some regional and long-haul markets, particularly from Asia. The World Youth Days in Krakow attracted more international tourists, as did the city of Wroclaw, one of the 2016 European Capitals of Culture. The subregion's results were somewhat weighed down by the decline in the Russian Federation (-9%) which experienced lower arrivals from CIS countries and some European markets.

International Tourist Arrivals, monthly evolution

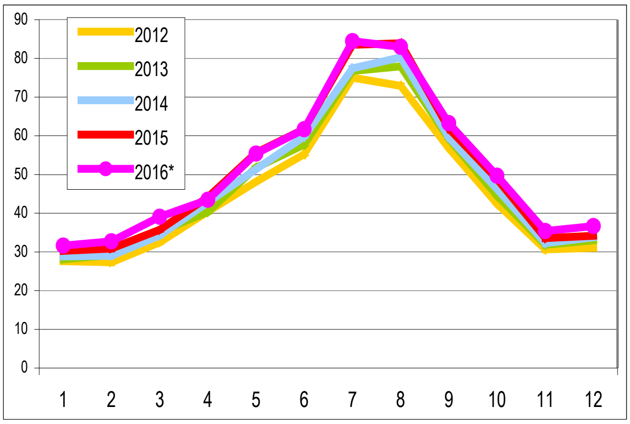
Europe (% change)



Source: World Tourism Organization (UNWTO) ©

International Tourist Arrivals, monthly evolution

Europe (million)



Source: World Tourism Organization (UNWTO) ©

In Southern Mediterranean Europe, growth was rather slower overall (+1%), despite sound results across the majority of destinations. Portugal (+13%) and the subregion's top destination Spain (+10%) drove results last year, fuelled by strong demand from European source markets, partly due to higher perceived security and stability compared to other countries. Spain alone recorded 7 million more international tourist arrivals. Balkan countries Albania (+15%), Bosnia & Herzegovina (+14%), Serbia (+13%), Slovenia and Montenegro (both +11%) all posted double-digit growth in 2016, while Croatia enjoyed a robust 9% increase. The reputation of safety also favoured island destinations Cyprus (+20%) and Malta (+10%) which recorded strong results last year, supported by enhanced air connectivity. Greece (+5%) reported solid growth overall, as it recovered from a decrease in the first half of the year, partly the result of the refugee and migrant crisis. Arrivals in FYR Macedonia also increased by 5% in 2016. Italy, the second largest destination in the subregion, reported 4% more arrivals after similar growth in 2015. Despite these positive results, the subregional average was weighed down by a substantial decrease suffered by Turkey (-29%) in the aftermath of various terrorist attacks and a failed coup d'état. Weaker demand from the Russian Federation, Turkey's second largest source market, also affected results in this major destination.

International arrivals in Western Europe (0%) are estimated to have declined slightly last year, with mixed results at the country level, some impacted by security concerns. The Netherlands (+6%) enjoyed the fastest relative increase, partly thanks to various cultural blockbuster exhibitions and steady growth in arrivals from China and other emerging markets. Austria reported 5% more arrivals, with particularly strong city tourism, favoured by a perception of security in the destination, favourable weather conditions and strong investments. Germany posted 2% growth, with considerable business travel, but weaker leisure travel from May to October due to bad weather and various terrorist incidents. Meanwhile, the world's top destination France (-4%) continued to struggle due to security concerns, following the Nice attack in July. A number of air traffic control strikes and the floods in Paris also affected results. On the upside, the 2016 UEFA European Championship increased visitor numbers in several French cities where the games were held. Belgium (-13% through October) also reported less international arrivals last year, due to concerns after the Brussels attacks in March. Arrivals from outside the region to both destinations decreased considerably, as long-haul markets are more sensitive to adverse events than short-haul markets. The weaker British pound after the UK referendum on EU membership (Brexit) in June 2015 also suggests lower demand from British tourists for these and other European destinations. Switzerland (-1%) also reported a decline, as the strong Swiss Franc continues to deteriorate the competitiveness of the destination.

ISSN 1728-9246

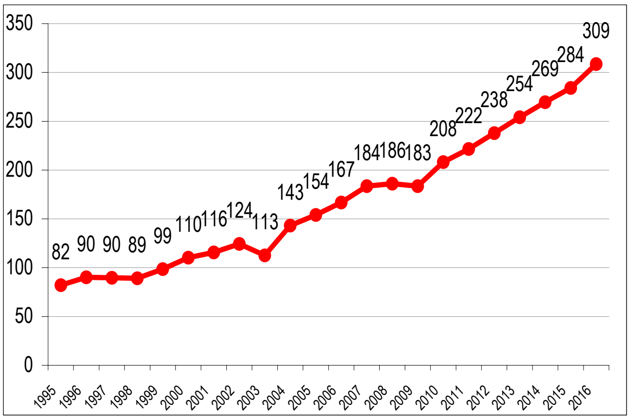
ISSN 1728-9246

Asia and the Pacific – fastest-growing region in 2016

Asia and the Pacific enjoyed the strongest growth in international tourist arrivals across world regions in 2016, both in relative and absolute terms. The region welcomed 25 million more international tourist arrivals (+9%) than in 2015, to reach a total of 309 million, exceeding the 300-million mark for the first time ever. This growth has raised the region's share of international tourists one percentage point to 25% of the world's total. (Note that the regional total differs from what was previously reported, as India has revised its arrivals series upwards.)

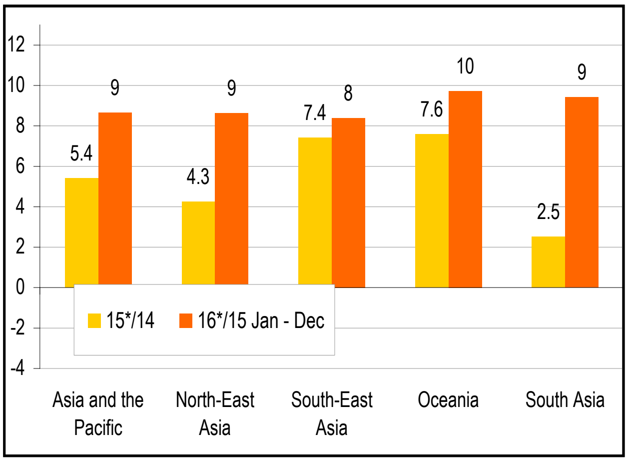
Asia and the Pacific: Inbound Tourism

International Tourist Arrivals (million)



Source: World Tourism Organization (UNWTO) ©

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



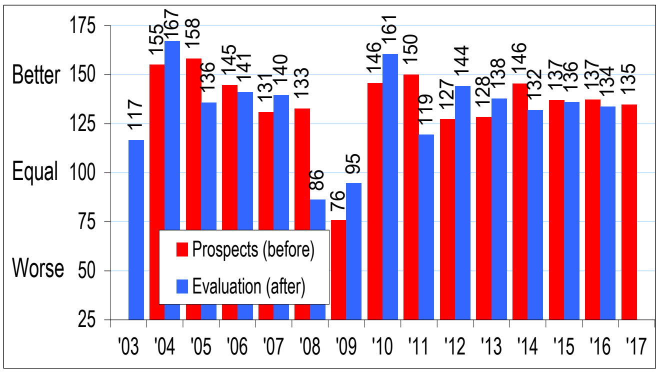
Source: World Tourism Organization (UNWTO) ©

Growing purchasing power in emerging economy markets, increased air connectivity and more affordable travel continue to drive both intraregional and interregional demand. China and several other regional markets fuelled much of this growth. Departures from the world's top outbound market China increased by 7 million (+6%) to 135 million in 2016, while expenditure by Chinese visitors increased by US$ 11 billion (+12% in local currency) to US$ 261 billion. Many destinations in the region have seen arrivals from China grow, in particular the ones that recently introduced visa exemptions or visa on arrival for Chinese visitors.

UNWTO Panel experts from Asia and the Pacific evaluated tourism performance in 2016 quite positively (score of 134), just below their expectations at the beginning of the year (137). Prospects for 2017 show a similarly strong score of 135, reflecting continued optimism for this year.

UNWTO Panel of Tourism Experts

UNWTO Panel of Tourism Experts: Asia and the Pacific



Source: World Tourism Organization (UNWTO) ©

All four subregions enjoyed strong results, with Oceania recording 10% more arrivals, South Asia and North-East Asia both 9% more and South-East Asia 8% more.

Asia's largest subregion, North-East Asia (+9%) recorded 12 million more international arrivals in 2016, driven by remarkable results in the Republic of Korea (+30%) and Japan (+22%). Both destinations enjoyed strong demand from China and other major source markets, including each other. Korea rebounded strongly after the MERS outbreak in 2015, supported by considerable promotional efforts. Japan boasted double-digit growth for the fifth year in a row, fuelled by demand from North-East Asian and South-East Asian markets, partly the result of the weaker yen and simpler visa procedures. Japan has been one of the fastest growing destinations in the past decade in which arrivals have more than tripled. Macao (China) rebounded from a weak 2015, with arrivals growing by 10% thanks to increasing air connectivity and product diversification, resulting in higher volumes of both short-haul and long-haul visitors. In China, the subregion's largest destination, international arrivals grew 4% last year, with stronger results in the month of February due to the Chinese Lunar New Year. Taiwan (pr. of China) posted 2% growth in 2016 with increased demand from South-East Asian markets. By contrast, arrivals in Hong Kong (China) declined slightly.

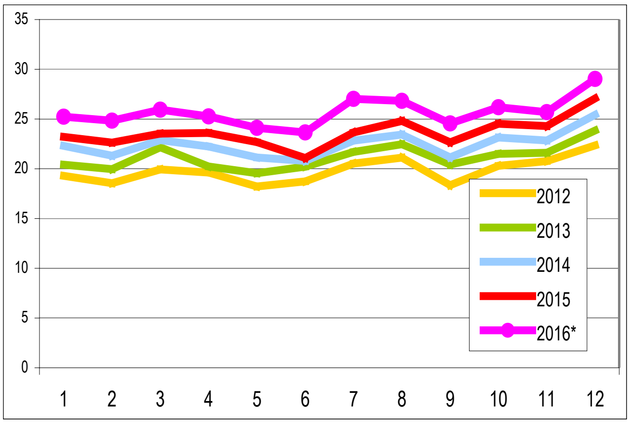
In South-East Asia (+8%), results were driven by top destination Thailand (+9%), which enjoyed its second straight year of strong growth, fuelled by robust demand from intraregional markets, particularly in the first nine months of the year. Thai experts mentioned a certain re-direction of outbound tourism flows from China and Japan, following the security incidents in some European destinations. Vietnam (+26%) boasted the highest relative increase in the subregion, rebounding from weak results in 2015,

ISSN 1728-9246

aided by improved air connectivity and visa exemptions for some major European markets. Archipelago destinations Indonesia (+16%) and Philippines (+11%) also reported double-digit growth in 2016 after similarly strong results a year earlier. In the Philippines growth was supported by investment in new tourism products, facilities and attractions, as well as the stronger US dollar according to experts. International arrivals in Singapore increased 7% last year, driven by demand from China. In Cambodia arrivals grew 5%, supported by new flight connections with regional markets. Malaysia reported an increase of 4%, as did Myanmar through August. Experts from Malaysia mentioned stepped up promotion in the state of Penang and new air connections, as contributing to results.

International Tourist Arrivals, monthly evolution

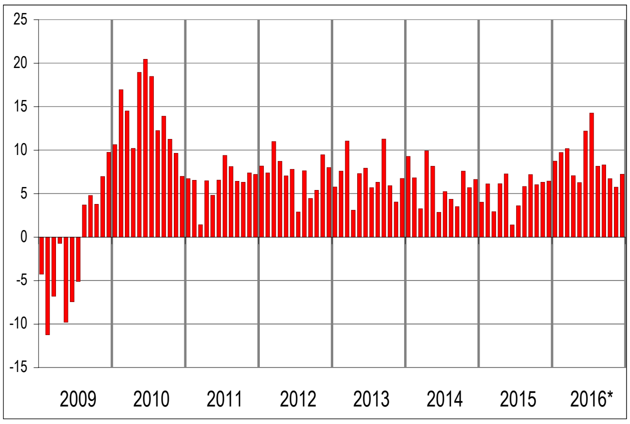
Asia and the Pacific (million)



Source: World Tourism Organization (UNWTO) ©

International Tourist Arrivals, monthly evolution

Asia and the Pacific (% change)



Source: World Tourism Organization (UNWTO) ©

In Oceania (+10%), major destinations New Zealand (+12%) and Australia (+11%) reported double-digit growth in international arrivals, aided by increased air capacity from Asian markets. New Zealand benefited from increased connections with South-East Asia and China, while experts from Australia cited more capacity from Northeast Asia, as well as the lower value of the Australian dollar. Meanwhile, the Northern Mariana Islands and Guam enjoyed 11% and 9% growth respectively, with growing visitor numbers from the Republic of Korea. Fiji reported a 5% increase in arrivals last year. Results were more mixed across smaller Pacific island destinations.

South Asia recorded 9% more international tourist arrivals in 2016, driven by India (+11%), the subregion's top destination, which led growth in absolute terms. Indian experts mentioned improved visa facilitation, re-branding efforts and increased security as factors that contributed to the results. Nepal reported a significant 40% increase in arrivals, rebounding from poor results in 2015 after the Gorkha and Kodari earthquakes in April and May that year. Sri Lanka (+14%) enjoyed its seventh consecutive year of double digit growth, while smaller destination Bhutan recorded 12% more arrivals, also in its seventh year of double digit growth. Island destination Maldives reported an increase of 4%.

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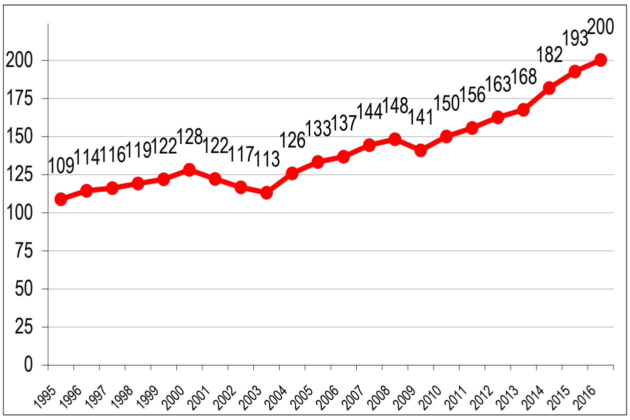
The Americas –Central and South America in the lead

The Americas consolidated the sound growth of 2014 and 2015 with a 4% increase in international tourist arrivals last year, in line with the world average. The region welcomed some 7.5 million more arrivals than in 2015, to hit the 200-million mark, equivalent to 16% of the world's total. Demand remained solid despite concerns over the zika virus in some destinations. Strong US outbound flows continued to fuel growth across the region, thanks to a robust US dollar and economy.

Participants in the UNWTO Panel of Experts from the Americas evaluated tourism performance in 2016 with an average score of 134, somewhat below their prospects expressed this time last year (141). Prospects for 2017 continue to be very positive at 137, slightly higher than the evaluation for 2016.

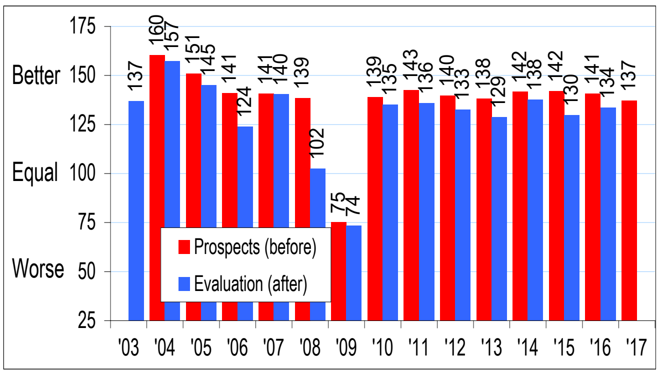
Americas: Inbound Tourism
International Tourist Arrivals (million)



Source: World Tourism Organization (UNWTO) ©

UNWTO Panel of Tourism Experts

UNWTO Panel of Tourism Experts: Americas

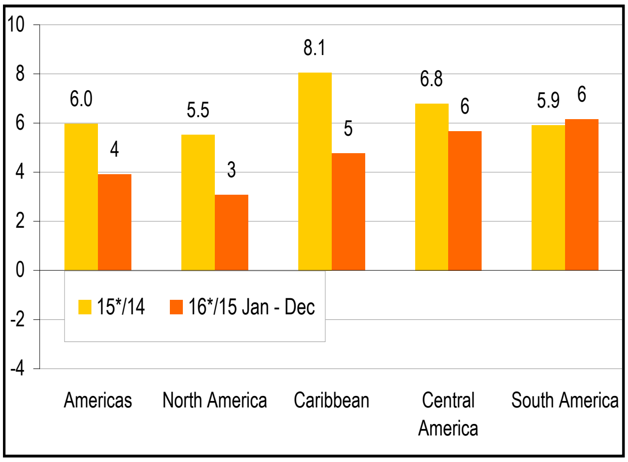


Source: World Tourism Organization (UNWTO) ©

By subregion, growth was somewhat stronger in South America and Central America (both +6%), while the Caribbean recorded 5% more arrivals and North America 3% more.

In South America (+6%), Chile (+26%) led growth in arrivals fuelled by strong demand from Argentina, which also benefited other neighbouring destinations such as Brazil and Uruguay. Brazil, the subregion's largest destination, reported 5% growth in arrivals, boosted by the Rio 2016 Olympic and Paralympics Games held in August and September. Colombia (+11%) and Uruguay (+10%) enjoyed double-digit growth, while Peru (+8%) also recorded sound results. Experts from Colombia referred to the depreciation of the peso and the peace process as favouring results, particularly business and cruise tourism. Following an impressive 2015 with results boosted by the visit of the Pope in July, arrivals in Paraguay were strong in the first half of 2016, though weakened throughout the remainder of the year to end with a 1% decline. Arrivals in Ecuador suffered a drop of 9% in the aftermath of the devastating earthquake in April, which affected some coastal areas.

International Tourist Arrivals, Americas (% change)



Source: World Tourism Organization (UNWTO) ©

In Central America (+6%), results were positive across virtually all destinations, with leading destination Costa Rica (+10%) recording double-digit growth in arrivals, as did smaller destination Belize (+13%). Guatemala (+8%), Nicaragua (+5% through September) and Honduras (+4% through November) recorded positive results, while growth in El Salvador (+2%) and Panama (+1% through October) was more modest.

The Caribbean (+5%) saw solid performance from top destinations Cuba (+13%) and the Dominican Republic (+6%). Cuban experts mentioned an increase in air connections with the United States and the development of hotel infrastructure as contributing to growth. Arrivals in Puerto Rico grew 5% last year, building on strong growth in 2015. Puerto Rico has led a successful educational and fact-driven campaign to properly inform tourists and dissipate fears about zika, which has led to renewed confidence in 2017. Jamaica welcomed 3% more arrivals and Bahamas 2% more (through September). Positive results were recorded across most of the smaller island destinations. Growth in arrivals was above the subregional average in Turks and Caicos (+18%), Guadeloupe (+13%), Bermuda (+11%), Anguilla (+8%), Martinique (+7%), Antigua and Barbuda, Barbados and Saint Maarten (all +6%).

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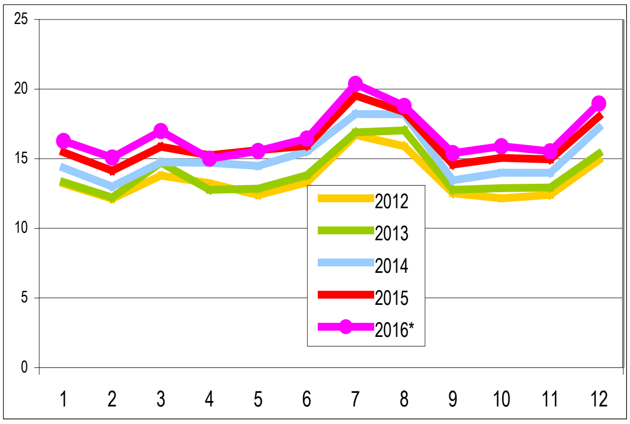
In North America (+3%), both Canada (+11%) and Mexico (+9%) benefited from strong US demand, helped by the favourable exchange rates of their currencies to the US dollar. In Canada, a double-digit increase in air capacity from non-US markets and enhanced marketing activities contributed to results, according to experts. Data available for the first eight months of 2016 point to a 2% decrease in arrivals in the United States. Results for the full year are expected to be flat or slightly down according to US experts, following modest growth from Mexico, flat volume from overseas markets, and a considerable decline from Canada.

International Tourist Arrivals, monthly evolution

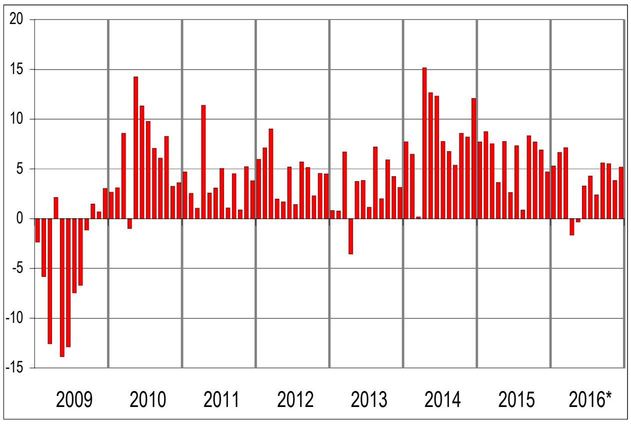
Americas (million)



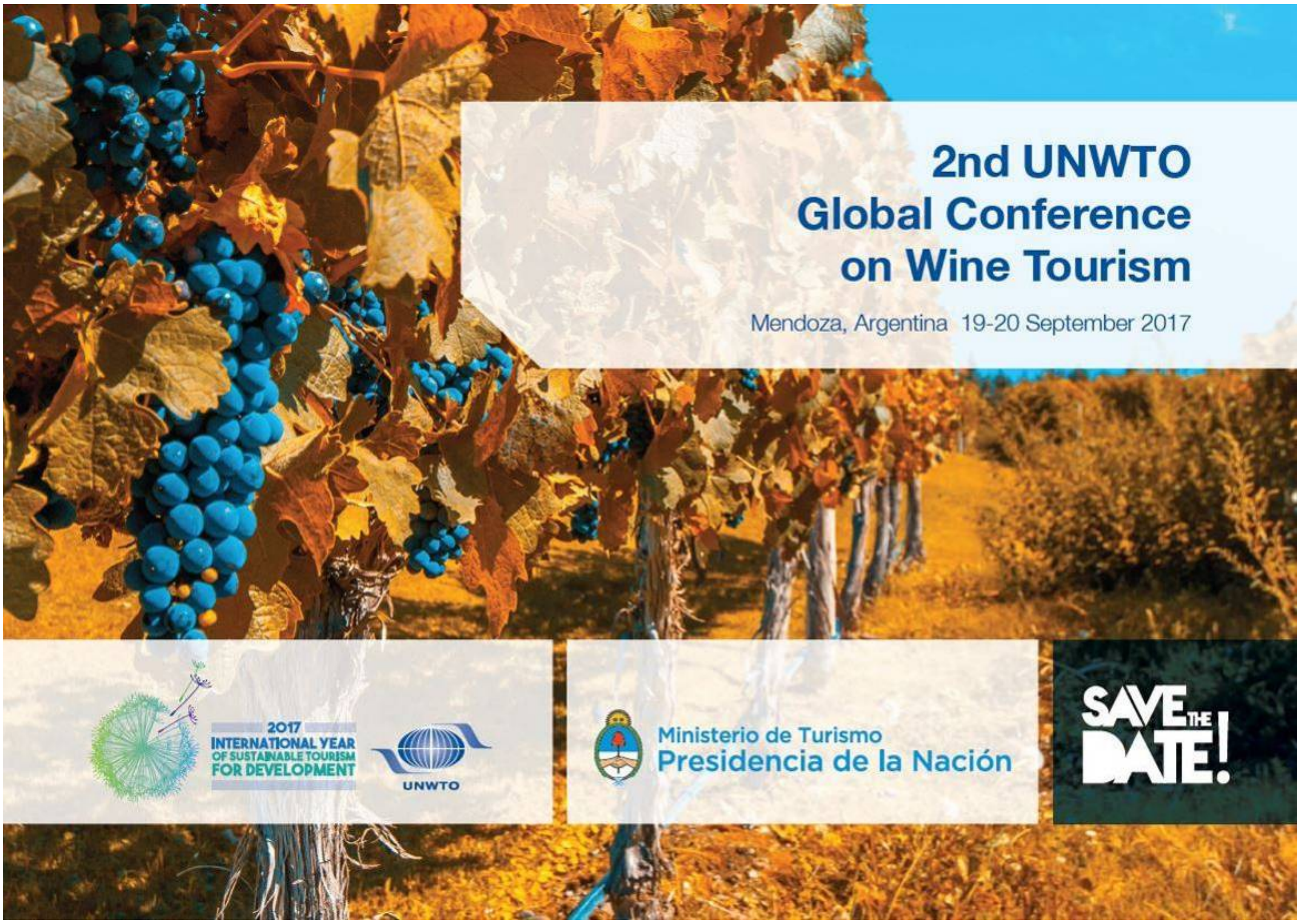
Source: World Tourism Organization (UNWTO) ©

International Tourist Arrivals, monthly evolution

Americas (% change)



Source: World Tourism Organization (UNWTO) ©



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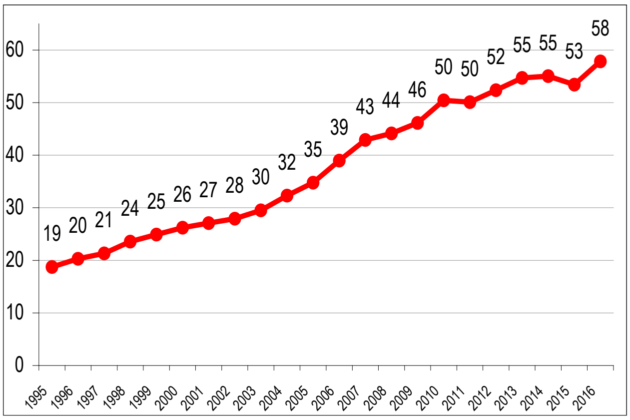
Africa – strong rebound in 2016

International tourist arrivals in Africa increased an estimated 8% in 2016 according to comparatively limited data so far. This represents a strong rebound after weaker performance in 2015 and 2014 following various health, geopolitical and economic challenges. Above all destinations in Subsaharan Africa (+11%) recovered firmly. The region welcomed 58 million international tourists in 2016 (5% of the world's total), 4 million more than in 2015.

UNWTO Panel experts from Africa evaluated tourism performance in 2016 with a cautious but positive score of 113, though below their expectations at the start of the year (131). Their outlook for 2017 is more optimistic (141) and points towards continued growth this year.

Africa: Inbound Tourism

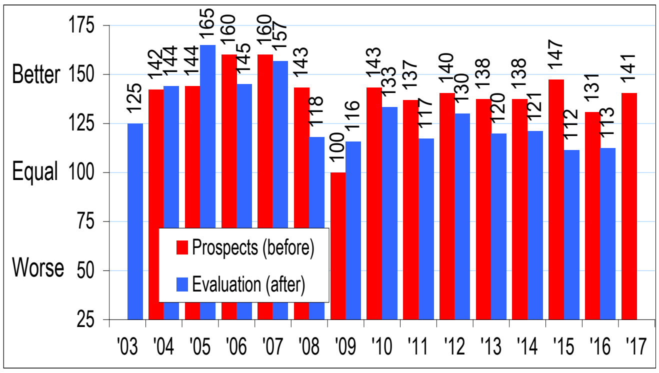
International Tourist Arrivals (million)



Source: World Tourism Organization (UNWTO) ©

UNWTO Panel of Tourism Experts

UNWTO Panel of Tourism Experts: Africa



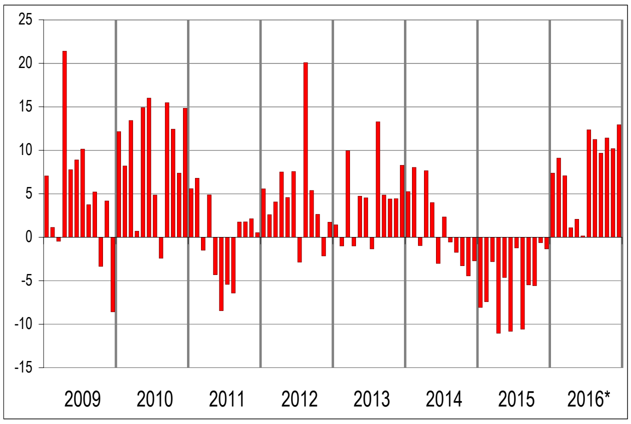
Source: World Tourism Organization (UNWTO) ©

Subsaharan Africa (+11%) recorded the highest growth across world subregions, driving results in Africa. South Africa, the subregion's top destination, enjoyed 13% growth in international arrivals last year. The simplification of some previously stricter visa procedures and increasing demand from Chinese tourists contributed to these results. Kenya (+17%) also boasted double-digit growth in a robust recovery that follows strong marketing efforts and heightened security. Results were also strong in Tanzania (+16%) despite the introduction of a VAT on tourism services last year. Island destinations Madagascar (+20%), Cabo Verde (+15%), Mauritius (+11%) and the Seychelles (+10%) all posted double-digit growth, supported by improved air and sea connectivity.

In North Africa, arrivals were up 3% as recovery started in the third quarter of 2016, thanks to a change in trend in Tunisia (+7%) and Morocco (+2%). The strengthening of security, as well as the gradual recovery of the Russian market and the redirection of tourism flows from other troubled destinations, contributed to these results.

International Tourist Arrivals, monthly evolution

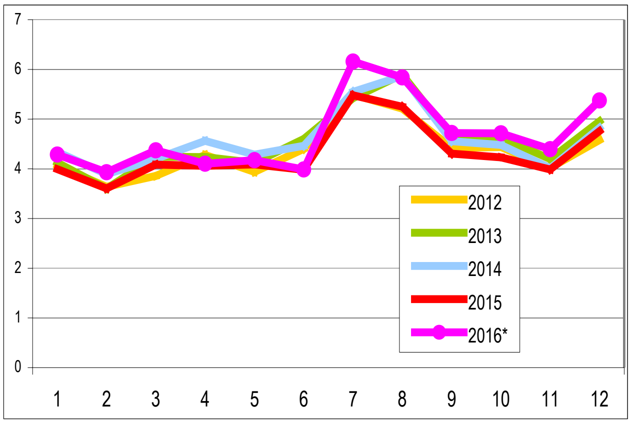
Africa (% change)



Source: World Tourism Organization (UNWTO) ©

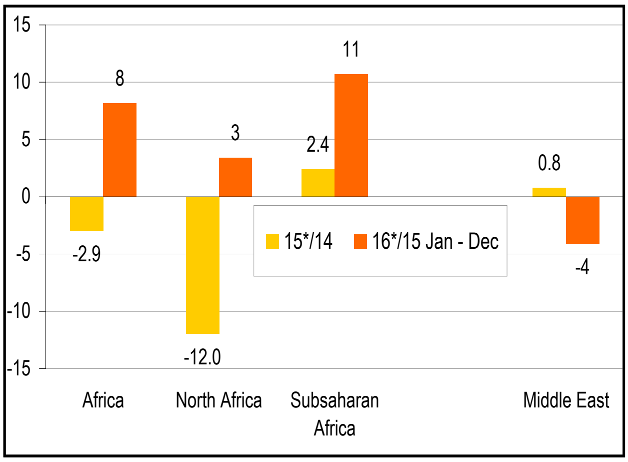
International Tourist Arrivals, monthly evolution

Africa (million)



Source: World Tourism Organization (UNWTO) ©

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



Source: World Tourism Organization (UNWTO) ©

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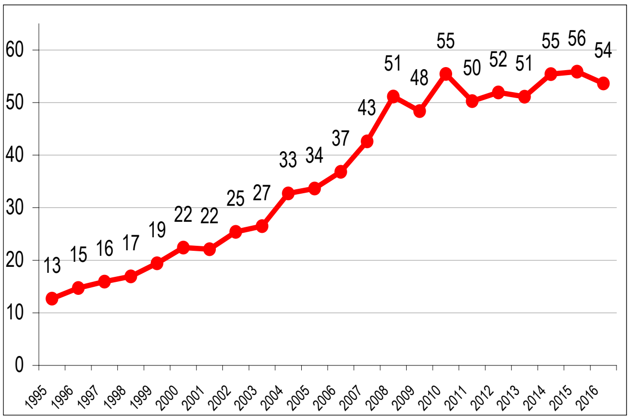
Middle East – contrasting results across destinations

International arrivals in the Middle East are estimated to have decreased by 4% in 2016, with mixed results across the region. Solid growth in some destinations was not sufficient to offset decreases in others. Destinations in the region welcomed 54 million international tourists in 2016, or 4% of the world's total.

Middle East: Inbound Tourism
International Tourist Arrivals (million)



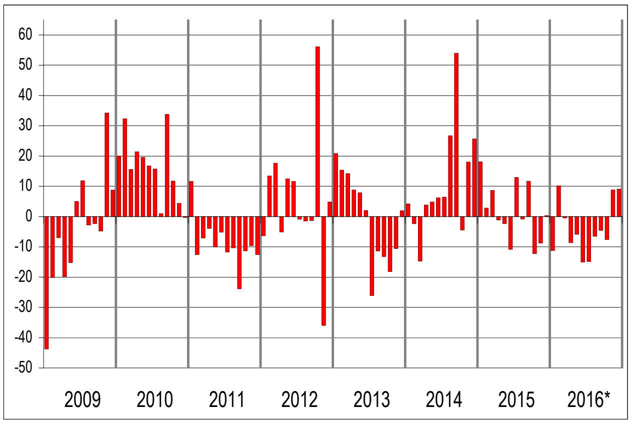
Source: World Tourism Organization (UNWTO) ©

Lebanon and Oman (both +11%) enjoyed double-digit growth in arrivals in 2016, following strong results a year earlier. Experts from Oman mentioned higher stability compared to neighbouring countries, as well as marketing efforts, as helping to make their destination more appealing. The United Arab Emirate of Dubai recorded 5% more arrivals after strong results in 2015. In Jordan international arrivals increased 2% in the first nine months of 2016, with a modest improvement expected in the last quarter according to Jordanian experts, due to pent-up demand and the stability of the destination. Experts also mentioned increased travel for professional purposes rather than leisure, with the arrival of several aid agencies and relief organizations operating out of Jordan. Growth was flat in the subregion's top destination Saudi Arabia (0%) with weaker results in the second half of the year. The subregion's average (-4%) was weighed down by the sharp decline in Egypt (-42%) following the security incidents last year and the negative travel advisories by some source markets. This major destination is working to overcome the adverse image caused by those incidents and recover its normal international tourist volumes. As figures started to turn positive again in December, coinciding with the winter season in the European markets, the results of these efforts are already starting to become visible. Some experts from the region also mentioned weaker outbound demand from oil-exporting markets, due to low oil prices.

Middle Eastern participants in the UNWTO Panel of Experts survey were the only ones to evaluate tourism performance in 2016 negatively, though just below the neutral 100, at 97. This was also short of their prospects at the beginning of the year (117). Prospects for 2017 are much more positive (137) despite ongoing political and security concerns in the region.

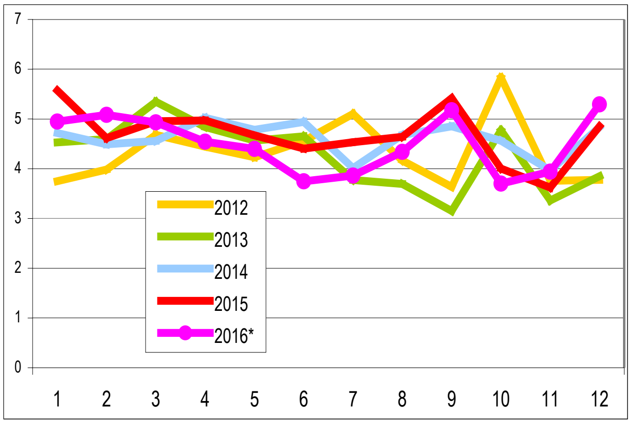
Results for both Africa and the Middle East should be read with caution, as they are based on currently limited data available.

International Tourist Arrivals, monthly evolution
Middle East (% change)



Source: World Tourism Organization (UNWTO) ©

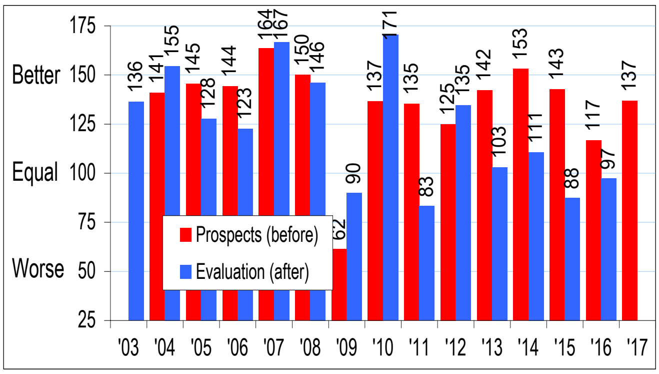
International Tourist Arrivals, monthly evolution
Middle East (million)



Source: World Tourism Organization (UNWTO) ©

UNWTO Panel of Tourism Experts

UNWTO Panel of Tourism Experts: Middle East



Source: World Tourism Organization (UNWTO) ©

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UNWTO outlook for 2017

More sustainable pace of growth in 2017

UNWTO projects international tourist arrivals worldwide to grow at a rate of 3% to 4% in 2017, after a 3.9% increase in 2016, based on the assessment of current trends and the outlook by the UNWTO Panel of Experts, as well as economic prospects as reported in the January issue of the Barometer. This projection reflects continued growth in an increasingly diversified global tourism market, though at a more sustainable pace, after seven years of solid expansion. This is broadly in line with the 3.8% average increase projected for the period 2010-2020 by UNWTO in its *Tourism Towards 2030* long-term forecast.

The forecast for 2017 is based on a scenario of modest global economic recovery, with improved prospects in advanced economies and continued growth in most developing economies, while others gradually leave the crisis behind, as the price of oil and other commodities picks up.

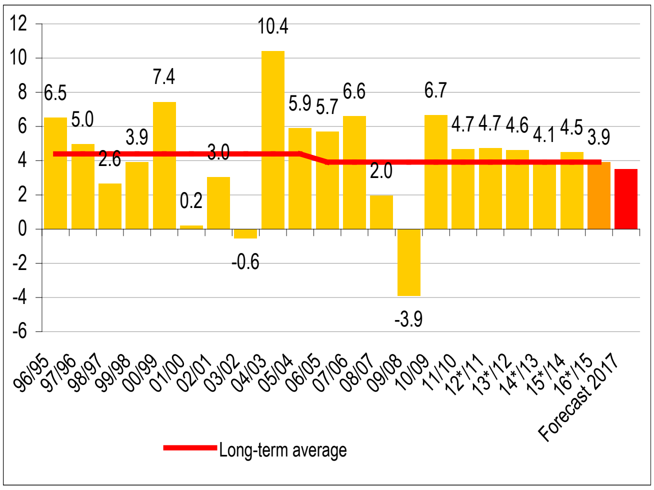
Growing middle classes with higher purchasing power in many emerging markets, increased air connectivity and more affordable travel are expected to continue fuelling tourism growth in 2017, particularly in Asia and the Pacific. China will continue to lead global outbound travel, while the United States is expected to drive much growth in the Americas and elsewhere, based on a scenario of ongoing strength of the US dollar. Conflict and geopolitical tensions remain a downside risk for tourism in some parts of the world this year.

Based on the analysis of tourism trends in 2016 the UNWTO Confidence Index and economic projections, international tourist arrivals are forecast to grow between 3% and 4% worldwide in 2017, following an increase of 3.9% in 2016. By region, international arrivals are expected to grow 2% to 3% this year in Europe, after 2% in 2016, a rather modest but sustainable growth interval for the world's most visited region. Asia and the Pacific is projected to grow 5% to 6%, after a 9% increase in 2016, with still much potential for development in emerging destinations. International arrivals in Africa are also expected to grow 5% to 6% in 2017, after 8% in 2016, as the region continues to rebound from weaker results in 2015. Growth in the Americas is projected at 4% to 5%, consolidating the 4% increase in 2016, and in the Middle East at 2% to 5%, given the higher volatility and instability in the region.

The latest survey by the UNWTO Panel of Experts confirm these positive expectations, with the majority (64%) of the some 300 respondents expecting 'better' or 'much better' tourism results in 2017 than in 2016. The Panel score for 2017 was 133, slightly above the expectations for 2016 a year ago (131), suggesting a similar level of tourism growth this year. See pages Annex 25 - Annex 28 for full results.

Economic forecasts support this overall outlook, with growth of world gross domestic product projected to pick up to 2.7% in 2017 and 2.9% in 2018, after 2.2% in 2016, according to the United Nations Department of Economic and Social Affairs (UN/DESA). Prospects have improved moderately for advanced economies, while developing economies are expected to account for the larger share of economic growth, some enjoying continued expansion, others slowly recovering, as global trade and commodity prices pick up.

International Tourist Arrivals, World (% change)



Source: World Tourism Organization (UNWTO) ©

Outlook for International Tourist Arrivals

	2008	2009	2010	2011	2012	2013	2014	2015	2016*	average	projection 2017*
	real, change									a year	(issued January)
	full year									2005-2016	between
World	**2.0%**	**-3.9%**	**6.7%**	**4.7%**	**4.7%**	**4.6%**	**4.1%**	**4.5%**	**3.9%**	**3.9%**	**+3% and +4%**
Europe	0.3%	-5.1%	3.0%	6.3%	3.9%	4.7%	1.8%	4.7%	2.1%	2.8%	+2% and +3%
Asia and the Pacific	1.4%	-1.4%	13.4%	6.5%	7.3%	6.8%	6.1%	5.4%	8.6%	6.5%	+5% and +6%
Americas	2.7%	-4.9%	6.4%	3.7%	4.5%	3.0%	8.5%	6.0%	3.9%	3.8%	+4% and +5%
Africa	2.9%	4.5%	9.3%	-0.7%	4.5%	4.5%	0.7%	-2.9%	8.2%	4.7%	+5% and +6%
Middle East	20.0%	-5.4%	14.6%	-9.3%	3.2%	-1.5%	8.4%	0.8%	-4.0%	4.3%	+2% and +5%

Source: World Tourism Organization (UNWTO) © (Data as collected by UNWTO March 2017)

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Hospitality

The global hospitality industry in 2016

The global hospitality industry enjoyed a rather strong 2016, with few exceptions. According to full year results reported by hotel data and analytics specialist STR, room supply grew in all subregions, with fastest growth in the Middle East, North-East Asia, South-East Asia, Central & South Asia and South America all increasing by 3% or more. At the same time performance also improved with occupancy up in the majority of them, i.e. the growth in capacity was absorbed by the growth in demand. As average daily rates (ADR) in most cases were also higher, this resulted in an increase of revenue per available room (RevPAR). Europe had the slowest growth in room supply, but improved performance in all three key measures. Asia and the Pacific and the Americas both saw an increase in two of the performance indicators. Africa & the Middle East experienced weaker results in all measures.

Europe

The hotel market in Europe enjoyed sound results in 2016 with average occupancy increasing by 0.4 percentage points (%p) to 70.4%, the highest across world regions. The average daily room rate (ADR) in Europe increased by 1.5% in constant prices, i.e. taking out the impact of exchange rate fluctuations of local currencies to the US dollar, to an average of US$ 121 (euro 112), with revenue per available room (RevPAR) also increasing by 2.1% to US$ 85 (euro 79).

By subregion, Eastern Europe recorded the highest growth in all three performance indicators: +3.4%p in occupancy to 63.8%, +6.8% in ADR and +12.7% in RevPAR, though values are still modest compared to other subregions. The cities of Bratislava (+6.2%p) and Moscow (+5.9%p) enjoyed the biggest increase in Europe, followed by Prague, Budapest and Warsaw, all recording 2 percentage point growth in occupancy. In Warsaw, performance was boosted somewhat by the NATO Summit held there in July according to STR analysts.

Northern Europe continues to boast the highest occupancy across subregions, at 76.2%, up 0.5%p in 2016. Helsinki (+1.2%p), Copenhagen (+0.9%p) and Dublin (+0.4%p) all reported higher occupancy than in 2015. By contrast, London (-0.8%p) and Glasgow (-1.3%p) recorded small declines despite a stronger second half of the year when the pound depreciated, making travel to the destination more affordable.

Hotel performance by region

	Room supply	Occupancy			Average Room Rate (ADR)			RevPAR		
	Change	Full year		Change	Full year	Change 2016*/'15		Full year	Change 2016*/'15	
	2016*/'15	2015	2016*	2016*/'15	2016*	Current[1]	Constant[1]	2016*	Current[1]	Constant[1]
	(%)		(%)	(%p)	US$	(%)	(%)	US$	(%)	(%)
Americas	1.7	65.1	65.1	0.0	124	2.8	3.3	81	2.8	3.3
North America	1.6	65.3	65.4	0.1	123	3.0	3.3	81	3.1	3.5
Caribbean	1.3	68.3	66.7	-1.6	201	-0.3	0.3	134	-2.6	-2.0
Central America	0.4	58.0	59.8	1.8	111	-1.7	-0.8	66	1.3	2.2
South America	3.2	58.1	55.0	-3.1	98	-0.5	11.2	54	-5.8	5.3
Asia and the Pacific	3.4	68.0	69.0	1.0	103	-2.6	-0.9	71	-1.0	0.6
North-East Asia	3.6	67.6	68.7	1.1	93	-2.7	-0.9	64	-1.2	0.6
South-East Asia	3.5	67.2	68.5	1.3	112	-3.9	-2.3	77	-2.1	-0.5
Australia & Oceania	1.6	74.9	75.7	0.8	140	2.1	2.5	106	3.2	3.5
Central & South Asia	3.2	61.9	63.6	1.7	108	-5.5	-2.3	69	-2.9	0.4
Africa & Middle East	2.2	63.2	61.6	-1.6	148	-4.8	-2.2	91	-7.3	-4.7
North Africa (incl. Egypt)	0.4	52.9	47.6	-5.3	93	2.1	18.4	44	-8.1	6.6
Southern Africa	1.8	60.7	60.9	0.2	112	-2.4	6.3	68	-2.1	6.6
Middle East	4.3	67.7	66.2	-1.5	175	-7.2	-7.2	116	-9.3	-9.3
Europe	0.6	70.0	70.4	0.4	121	-3.1	1.5	85	-2.6	2.1
Northern Europe	1.3	75.7	76.2	0.5	120	-7.9	2.9	92	-7.3	3.6
Western Europe	0.6	69.0	68.7	-0.3	130	0.0	0.2	89	-0.4	-0.2
Eastern Europe	1.1	60.4	63.8	3.4	79	0.9	6.8	50	6.5	12.7
Southern Europe	0.1	67.3	67.3	0.0	128	0.6	1.0	86	0.6	1.0

Source: STR © 2017 all rights reserved; (%p: percentage points)

= up = down

1 change both in constant prices (i.e. in local currencies) and current US$ prices (also reflecting exchange rate fluctuations)

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Hotel performance, selected cities

		Occupancy (%) 2015	2016*	Change (%p)
Europe		**70.0**	**70.4**	**0.4**
Northern Europe		**75.7**	**76.2**	**0.5**
Denmark	Copenhagen	76.7	77.6	0.9
Finland	Helsinki	67.6	68.8	1.2
Ireland	Dublin	82.1	82.5	0.4
United Kingdom	London	82.1	81.3	-0.8
	Glasgow	80.9	79.6	-1.3
Western Europe		**69.0**	**68.7**	**-0.3**
Austria	Vienna	73.0	74.8	1.8
Belgium	Brussels	70.0	58.3	-11.7
France	Paris	76.9	69.6	-7.3
Germany	Berlin	76.5	77.2	0.7
	Frankfurt	69.7	69.7	0.0
Luxembourg	Luxembourg	76.0	76.6	0.6
Netherlands	Amsterdam	78.1	78.1	0.0
Switzerland	Geneva	67.6	67.3	-0.3
	Zurich	73.4	73.4	0.0
Eastern Europe		**60.4**	**63.8**	**3.4**
Czech Rep	Prague	75.2	77.0	1.8
Hungary	Budapest	73.3	75.3	2.0
Poland	Warsaw	74.5	76.5	2.0
Russian Federation	Moscow	60.6	66.5	5.9
Slovakia	Bratislava	60.7	66.9	6.2
Southern Europe		**67.3**	**67.3**	**0.0**
Greece	Athens	69.0	70.5	1.5
Israel	Tel Aviv	68.0	70.6	2.6
Italy	Milan	69.3	65.4	-3.9
	Rome	68.9	69.4	0.5
Portugal	Lisbon	73.8	74.3	0.5
Spain	Barcelona	75.4	76.6	1.2
	Madrid	68.5	70.0	1.5
Turkey	Istanbul	64.8	49.7	-15.1

(Full year)

Source: STR © 2017 all rights reserved = up = down

Occupancy in Southern Europe remained unchanged at 67.3% with positive results in most markets, but dragged down by the 15%p drop in Istanbul, to 49.7%. Tel Aviv (+2.6%p), Athens and Madrid (both +1.5%p) all enjoyed an increase in occupancy, as did Barcelona (+1.2%p), Lisbon and Rome (both +0.5%p). In Milan occupancy decreased 3.9%p to 65.4%, but following the bumper performance (+6%p) in 2015 thanks to the Expo Milano.

Results in Western Europe were largely flat, (68.7%, -0.3p%) with most destinations maintaining occupancy at the previous year's level. Vienna (+1.8%p) was one of the few markets to grow, as did Berlin (+0.7%p) and Luxembourg (+0.6%p). Paris (-7.3%p) and Brussels (-11.7%p) on the other hand, saw further declines in occupancy, as they continue to struggle in the aftermath of the terrorist attacks last year.

Hotel performance, selected cities

		Occupancy (%) 2015	2016*	Change (%p)
Americas		**65.1**	**65.1**	**0.0**
North America		**65.3**	**65.4**	**0.1**
Canada	Montreal	70.0	71.7	1.7
	Toronto	71.8	75.4	3.6
	Vancouver	74.8	77.4	2.6
Mexico	Cancun	72.8	71.1	-1.7
	Mexico City	66.7	69.4	2.7
United States	Phoenix, AZ	65.7	67.2	1.5
	Anaheim, CA	78.6	78.2	-0.4
	Los Angeles, CA	79.5	81.3	1.8
	San Diego, CA	76.3	77.1	0.8
	San Francisco, CA	84.4	84.3	-0.1
	Denver, CO	75.6	73.6	-2.0
	Washington, DC	70.6	72.1	1.5
	Miami, FL	78.0	75.8	-2.2
	Orlando, FL	76.7	75.5	-1.2
	Tampa/St Petersburg, FL	71.3	71.7	0.4
	Atlanta, GA	69.8	69.9	0.1
	Oahu Island, HI	85.1	84.2	-0.9
	Chicago, IL	70.0	69.1	-0.9
	New Orleans, LA	69.6	68.7	-0.9
	Boston, MA	76.4	74.2	-2.2
	Detroit, MI	65.5	65.7	0.2
	Minneapolis/St Paul, MN-W	68.3	68.1	-0.2
	St Louis	65.4	65.9	0.5
	New York, NY	85.3	85.9	0.6
	Philadelphia, PA-NJ	68.2	69.3	1.1
	Nashville, TN	73.4	74.8	1.4
	Dallas, TX	70.5	71.4	0.9
	Houston, TX	68.5	62.3	-6.2
	Norfolk/Virginia Beach, VA	57.1	59.9	2.8
	Seattle, WA	76.2	75.8	-0.4
Central America		**58.0**	**59.8**	**1.8**
Costa Rica	San Jose	63.8	67.9	4.1
Panama	Panama City	50.4	51.3	0.9
South America		**58.1**	**55.0**	**-3.1**
Argentina	Buenos Aires	61.7	61.8	0.1
Brazil	Rio de Janeiro	60.4	52.6	-7.8
	Sao Paulo	60.4	58.2	-2.2
Chile	Santiago	67.3	65.6	-1.7
Colombia	Bogotá	53.5	56.8	3.3
Peru	Lima	70.1	67.8	-2.3

(Full year)

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Americas

The Americas maintained occupancy at 65.1% in 2016, while ADR grew 3.3% in constant prices to US$ 124, resulting in a similar 3.3% increase in RevPAR to US$ 81.

The Caribbean continues to boast the highest average occupancy of all four American subregions, at 66.7%,

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despite a decrease of 1.6%p. Central America recorded the largest improvement in occupancy across subregions (+1.8%p to 59.8%). By city, San Jose, Costa Rica posted the biggest increase in the Americas (+4.1%p to 67.9%).

In North America, occupancy stood at 65.4%, with all three measures growing. New York achieved the highest occupancy level (85.9%), followed by San Francisco (84.3%), Oahu, capital of the state of Hawaii (84.2%), and Los Angeles (81.3%). All Canadian markets reported higher occupancy, especially Toronto (+3.6%p to 75.4%). Results were mixed among US cities, with Norfolk (+2.8%p), Los Angeles (+1.8%p) and Washington DC (+1.5%p) posting the highest growth. In Mexico, occupancy decreased in Cancun (-1.7%p) but increased in Mexico City (+2.7%).

South America recorded a 3.1%p decline in occupancy to 55.0%, while ADR increased 11% to US$ 98, which resulted in 5.3% growth in RevPAR. Bogota recorded the largest increase in occupancy (+3.3%p), though at a still rather modest base level (56.8%). Rio de Janeiro saw the largest decline (-7.8%p to 52.6%). According to STR analysts, Brazil's occupancy has declined for three consecutive years, due in large part to an increase in the country's supply of hotels: +2.7% in 2014, +3.2% in 2015 and +4.1% in 2016. That supply growth is expected to continue, as Brazil's current development pipeline represents 14.9% of its existing stock.

Hospitality industry data

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

STR tracks hotel performance data from over 56,000 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.strglobal.com/resources/glossary

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

For STR Data News see also: www.hotelnewsnow.com/data-dashboard

Hotel performance, selected cities

		Occupancy (%)		
	(Full year)	2015	2016*	Change (%p)
Asia and the Pacific		**68.0**	**69.0**	**1.0**
North-East Asia		**67.6**	**68.7**	**1.1**
China	Beijing	71.3	73.6	2.3
	Chengdu	64.9	67.3	2.4
	Guangzhou	70.4	72.3	1.9
	Sanya, Hainan	57.5	60.8	3.3
	Shanghai	73.6	75.4	1.8
Hong Kong (China)	Hong Kong	85.4	85.9	0.5
Japan	Osaka	90.7	89.9	-0.8
	Tokyo	86.5	85.4	-1.1
Korea, Republic of	Seoul	68.7	74.9	6.2
Taiwan (pr. of China)	Taipei	69.0	66.2	-2.8
South-East Asia		**67.2**	**68.5**	**1.3**
Indonesia	Bali	60.1	66.1	6.0
	Jakarta	59.6	58.1	-1.5
Malaysia	Kuala Lumpur	65.7	66.4	0.7
Philippines	Manila	67.0	66.8	-0.2
Singapore	Singapore	82.5	80.9	-1.6
Thailand	Bangkok	75.5	77.4	1.9
	Phuket	71.8	76.3	4.5
Vietnam	Hanoi	76.2	79.2	3.0
Australia & Oceania		**74.9**	**75.7**	**0.8**
Australia	Sydney	85.1	85.0	-0.1
New Zealand	Auckland	82.1	84.1	2.0
Central & South Asia		**61.9**	**63.6**	**1.7**
India	Bangalore	65.0	65.0	0.0
	Delhi	65.7	67.2	1.5
	Mumbai	73.3	73.5	0.2

 = up = down

Asia and the Pacific

RevPAR in Asia and the Pacific rose by a slight 0.6% to $71 in 2016, as occupancy increased 1.0%p to 69.0%, but ADR fell 0.9% to US$ 103.

Central & South Asia recorded the second highest increase in occupancy across subregions, with 1.7%p growth to 63.6%.

South-East Asia recorded a 1.3%p increase in occupancy to 68.5%, but results were rather uneven across individual cities. Bali saw the largest increase in the region with occupancy up 6.0%p to 66.1%. Meanwhile, Hanoi, which already boasts one of the highest occupancy levels in the subregion, recorded a 3.0%p increase to almost 80%. Thailand's Phuket (+4.5%p to 76.3%) and Bangkok (+1.9%p to 77.4%) both enjoyed a second straight year of growth, continuing their recovery from a period of political instability in 2014. According to STR, the positive performance came despite weaker-than-usual occupancy during the fourth quarter, Thailand's high season, as a result of floods in major tourist areas in Southern Thailand.

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North-East Asia also enjoyed solid results in 2016, with hotel occupancy growing by 1.1%p to 68.7%. Seoul recorded the highest increase (+6.0%p to 74.9%) as it rebounded from a weaker year in 2015 following the MERS outbreak. Hainan in China saw an increase in hotel occupancy of 3.3%p to 60.8%, though from a low base. All other Chinese cities recorded increases of 1.8%p to 2.3%p. Meanwhile, Japanese markets Osaka and Tokyo achieved the highest occupancy rates in the region, at 89.9% and 85.9% respectively, but with both with a decline of about 1 %p. STR analysts noted that the yen's recent appreciation has made travel more expensive to Japan for most visitors. By the end of 2016, the yen had increased nearly 10% against the U.S. dollar, the first time the yen has appreciated since 2011.

Australia & Oceania recorded the highest occupancy in Asia and the Pacific (75.7%). In 2016 the hotel market saw moderate growth in occupancy (+0.8%p). While occupancy grew in Auckland (+2.0%p to 84.1%), it was rather flat in Sydney (-0.1%p to 85.0%).

Africa & the Middle East

Africa and the Middle East is the only region classified by STR facing declines during 2016 in both occupancy (-1.6%p to 61.6%), ADR (-2.2% to US$ 148) and RevPAR (-4.7% to US$ 91). However, this is principally due to the Middle East, as ADR and RevPAR increased in both North Africa and in Southern Africa.

Southern Africa recorded flat growth in occupancy (+0.2%), while ADR increased 6.3% and RevPAR 6.6%. Results were mostly driven by Cape Town which recorded a 5%p increase in occupancy to 70%.

Occupancy declined by 5.3%p in North Africa, mostly as a result of the decrease in Egypt (classified as North Africa by STR). Following the October 2015 plane crash in the Sinai Peninsula, Sharm el-Sheikh has experienced a substantial decline. However, other markets, such as Cairo, performed rather well. Cairo in fact reported the highest increase in occupancy (+6.1%p), to 59.3%. In spite of the overall decrease in occupancy in the region, ADR was up by a substantial 18% and RevPAR by 6.6%.

The Middle East recorded negative results in all three key measures, as virtually all markets reported declines in occupancy. Only Dubai, which already has the highest occupancy in the region (77.1%) reported a slight increase (+0.3%p). According to STR analysts, there is some correlation between the drop in oil prices and the downturn in hotel performance. However, oil prices are not the only factor affecting the country's hotel market. A sharp increase in room supply (+4.3%) has also put pressure on occupancy levels and overall performance.

Hotel performance, selected cities

		Occupancy (%)		
	(Full year)	2015	2016*	Change (%p)
Africa & Middle East		**63.2**	**61.6**	**-1.6**
Middle East		**67.7**	**66.2**	**-1.5**
Jordan	Amman	54.6	51.7	-2.9
Kuwait	Kuwait	51.5	50.2	-1.3
Lebanon	Beirut	51.7	51.4	-0.3
Oman	Muscat	62.7	57.0	-5.7
Qatar	Doha	69.8	59.1	-10.7
Saudi Arabia	Riyadh	60.1	53.9	-6.2
Untd Arab Emirates	Abu Dhabi	74.4	71.4	-3.0
	Dubai	76.8	77.1	0.3
North Africa (incl. Egypt)		**52.9**	**47.6**	**-5.3**
Egypt	Cairo	53.2	59.3	6.1
	Sharm El-Sheikh	58.7	33.7	-25.0
Southern Africa		**60.7**	**60.9**	**0.2**
Kenya	Nairobi	53.1	52.6	-0.5
South Africa	Cape Town	65.0	70.0	5.0
	Johannesburg	59.5	59.6	0.1

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World Tourism Organization UNWTO
Publications

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.

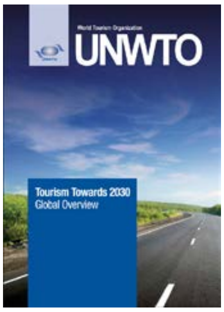
Available in English, with the Statistical Annex also available in French, Spanish and Russian.

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.

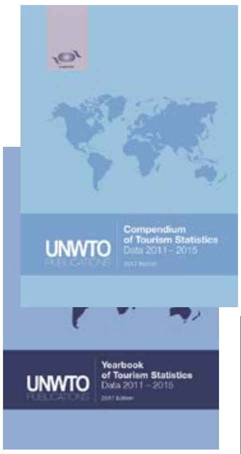
Available in English.

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, 2017 Edition. Data 2011–2015

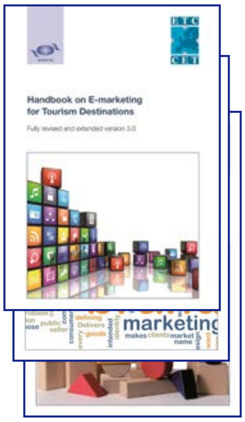


The *Compendium* provides statistical data and indicators on inbound, outbound and domestic tourism, as well as on tourism industries, employment and relevant macroeconomic indicators. The 2017 edition presents data for 201 countries, with methodological notes in English, French and Spanish.

Yearbook of Tourism Statistics, 2017 Edition. Data 2011–2015

The *Yearbook of Tourism Statistics* focuses on data relating to inbound tourism (arrivals and nights), broken down by country of origin. The 2017 edition presents data for 198 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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