



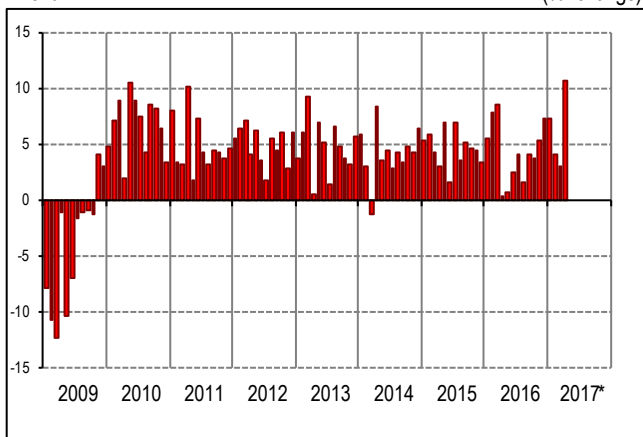
## Strong tourism results in the first part of 2017

International tourist arrivals worldwide grew by 6% in January-April of 2017 compared to the same period last year, with business confidence reaching its highest levels in a decade. Sustained growth in most major destinations and a steady rebound in others drove results. Prospects for May-August 2017 remain high.

Destinations worldwide received 369 million international tourists (overnight visitors) in the first four months of the year, 21 million more than in the same months of 2016 (+6%), as reported in this issue of the *UNWTO World Tourism Barometer*. The January-April period usually represents some 28% of the yearly total and covers the winter season of the Northern Hemisphere and the summer season of the Southern Hemisphere, as well as the Chinese New Year and Easter holidays, among others.

International arrivals reported by destinations around the world were positive overall, with very few exceptions. Most of 2016's strong performers maintained momentum, while destinations that struggled in previous years continued to rebound in the first part of 2017. This is especially reflected in the better results of the Middle East (+10%), Africa (+8%) and Europe (+6%). Asia and the Pacific (6%) and the Americas (+4%) continued to enjoy robust growth.

International Tourist Arrivals, monthly evolution  
World (% change)



Source: World Tourism Organization (UNWTO) ©

“Destinations that were affected by negative events during 2016 are showing clear signs of recovery in a very short period of time, and this is very welcoming news for all, but particularly for those whose livelihoods depend on tourism in these destinations”, said UNWTO Secretary-General Taleb Rifai.

“As we celebrate 2017 as the International Year of Sustainable Tourism for Development, we welcome the continued development of tourism and recall that with growth comes

increased responsibility to ensure tourism can contribute to sustainability in all its three pillars – economic, social and environmental. Growth is never the enemy and it is our responsibility to manage it in a sustainable manner,” he added.

### Regional Results

International arrivals in Europe (+6%) rebounded in January-April after mixed results last year, as confidence returned to some destinations that were impacted by security incidents, while others continued to grow strongly. Results improved particularly in Southern Mediterranean Europe (+9% as compared to +1% in 2016) and Western Europe (+4% as opposed to +0% in 2016).

[to be continued on page 3]

## Volume 15 • June 2017

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Statistical Annex

Annex-1 to Annex-34

This issue of the UNWTO World Tourism Barometer and the accompanying Statistical Annex include a comprehensive analysis of international tourism receipts in 2016, as well as the top destinations by international tourist arrivals and receipts, and top source markets by international tourism expenditure. This issue also includes preliminary results for international tourism in the first four months of 2017, as well as an evaluation of the January-April period and an outlook for the May-August period based on the UNWTO Panel of Experts. Furthermore, this issue includes an update on the economic environment based on IMF's World Economic Outlook.

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](http://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](http://www.e-unwto.org/content/w83v37) French version: [www.e-unwto.org/content/t73863](http://www.e-unwto.org/content/t73863) Spanish version: [www.e-unwto.org/content/rn1422](http://www.e-unwto.org/content/rn1422) Russian version: [www.e-unwto.org/content/j62835](http://www.e-unwto.org/content/j62835)

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](http://mkt.unwto.org).

**We welcome your comments and suggestions at [barom@unwto.org](mailto: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 Tourism Organization


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

Follow us on:    

[www.unwto.org](http://www.unwto.org)

Data collection for this issue was closed end of June 2017.

The next issue of the UNWTO World Tourism Barometer is scheduled for August.




**UNWTO**


The UNWTO World Tourism Barometer is developed as a service for UNWTO Members and published six times a year in English with a Statistical Annex also in French, Spanish and Russian. Member States, Associate and Affiliate Members receive copies of the Barometer as part of our Member services.

If you are interested in receiving the UNWTO World Tourism Barometer and you are not a UNWTO Member, you can subscribe to the six issues in electronic version (€ 120), printed version (€ 140) or both (€ 150). You can also have your single copy at € 35.


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(+34) 91 567 81 07



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## International Tourist Arrivals by (Sub)region

	Full year										Share	Change		Monthly/quarterly data series									
												(percentage change over same period of the previous year)											
	2000	2005	2010	2011	2012	2013	2014	2015	2016*	2016*		15/14	16*/15	2017*	2016								
	(million)									(%)	(%)	YTD	Q1	Jan	Feb	Mar	Apr	Q1	Q2	Q3	Q4		
<b>World</b>	<b>674</b>	<b>809</b>	<b>953</b>	<b>998</b>	<b>1,045</b>	<b>1,093</b>	<b>1,137</b>	<b>1,189</b>	<b>1,235</b>	<b>100</b>	<b>4.5</b>	<b>3.9</b>	<b>6.2</b>	<b>4.7</b>	<b>7.2</b>	<b>4.0</b>	<b>2.9</b>	<b>10.6</b>	<b>7.3</b>	<b>1.2</b>	<b>3.1</b>	<b>5.3</b>	
Advanced economies <sup>1</sup>	424	470	516	541	562	588	622	653	685	55.4	5.0	4.9	5.9	4.4	8.5	3.4	1.8	9.7	8.2	2.7	4.1	6.5	
Emerging economies <sup>1</sup>	250	339	437	457	482	505	515	536	550	44.6	4.0	2.7	6.6	4.9	6.1	4.5	4.1	11.6	6.3	-0.9	1.6	4.0	
<i>By UNWTO regions:</i>																							
<i>Europe</i>	386.6	453.2	489.0	519.9	540.1	565.7	575.2	602.6	615.2	49.8	4.8	2.1	6.4	4.2	7.2	4.1	1.9	11.6	6.9	-0.7	0.7	4.4	
Northern Europe	44.8	59.9	62.8	64.5	65.6	67.2	70.8	75.4	80.2	6.5	6.5	6.4	9.2	6.2	10.7	1.2	6.6	16.8	11.0	3.6	6.3	8.1	
Western Europe	139.7	141.7	154.4	160.4	166.2	170.8	174.4	180.3	180.3	14.6	3.4	0.0	3.6	2.1	8.1	3.5	-3.6	7.9	5.6	-3.7	-2.2	4.6	
Central/Eastern Eur.	69.6	95.3	98.5	108.1	117.9	126.7	115.2	121.5	126.2	10.2	5.5	3.9	4.4	4.9	5.5	5.0	4.3	3.3	6.7	2.6	3.1	2.3	
Southern/Medit. Eur.	132.6	156.4	173.3	186.9	190.4	201.0	214.8	225.5	228.5	18.5	4.9	1.3	9.2	5.1	6.2	5.4	4.0	17.8	6.7	-1.4	0.1	4.3	
- of which EU-28	330.5	367.9	384.3	404.8	417.0	433.4	453.6	477.9	500.0	40.5	5.4	4.6	6.6	4.4	8.0	4.4	1.6	11.6	8.8	2.2	3.5	7.0	
<i>Asia and the Pacific</i>	110.4	154.1	208.1	221.6	237.8	254.1	269.5	284.1	308.7	25.0	5.4	8.7	6.3	5.8	9.4	3.4	4.6	7.7	9.6	8.4	10.2	6.6	
North-East Asia	58.3	85.9	111.5	115.8	122.8	127.0	136.3	142.1	154.3	12.5	4.3	8.6	4.8	5.1	9.3	2.7	3.4	3.9	8.9	8.6	10.3	6.8	
South-East Asia	36.3	49.0	70.5	77.7	84.7	94.3	97.0	104.2	113.2	9.2	7.4	8.6	6.4	5.5	7.5	3.2	5.6	9.2	10.6	8.7	9.9	5.3	
Oceania	9.6	10.9	11.4	11.5	11.9	12.5	13.3	14.3	15.6	1.3	7.6	9.6	7.3	4.7	13.5	-0.9	2.6	16.4	10.1	9.5	10.8	8.1	
South Asia	6.1	8.3	14.7	16.6	18.3	20.3	22.9	23.5	25.6	2.1	2.5	8.9	13.9	11.5	16.2	10.5	7.9	22.8	9.2	5.3	10.5	10.1	
<i>Americas</i>	128.2	133.3	150.1	155.7	162.6	167.6	181.9	192.7	199.9	16.2	5.9	3.8	4.1	2.6	3.6	2.7	1.5	9.1	6.9	0.4	4.5	3.5	
North America	91.5	89.9	99.5	102.2	106.4	110.2	120.9	127.5	131.2	10.6	5.5	2.8	3.4	2.1	1.7	1.9	2.7	7.0	4.9	-0.2	3.0	4.2	
Caribbean	17.1	18.8	19.5	20.0	20.6	21.1	22.3	24.1	25.2	2.0	8.1	4.7	2.3	1.0	1.4	1.0	0.6	6.4	7.2	3.1	5.0	2.4	
Central America	4.3	6.3	7.8	8.3	8.9	9.1	9.6	10.2	10.7	0.9	6.8	4.9	6.8	2.2	2.7	4.1	0.1	23.6	9.5	2.9	6.1	0.9	
South America	15.3	18.3	23.2	25.2	26.8	27.2	29.1	30.8	32.8	2.7	5.9	6.6	6.8	4.9	9.4	5.4	-1.7	15.9	11.6	-0.4	11.3	2.3	
<i>Africa</i>	26.2	34.8	50.4	50.1	52.3	54.7	55.0	53.4	57.8	4.7	-2.9	8.3	7.6	3.8	6.3	4.1	1.2	18.9	8.0	1.3	12.5	13.2	
North Africa	10.2	13.9	19.7	18.0	19.6	20.7	20.4	18.0	18.6	1.5	-12.0	3.5	17.8	15.8	11.2	17.7	18.1	22.9	-6.0	-9.7	12.1	13.2	
Subsaharan Africa	16.0	20.9	30.7	32.1	32.8	34.0	34.6	35.4	39.2	3.2	2.4	10.7	3.6	-0.4	4.7	-0.8	-5.3	17.0	14.0	7.6	12.8	13.2	
<i>Middle East</i>	22.4	33.7	55.4	50.3	51.8	51.0	55.4	55.9	53.6	4.3	0.8	-4.0	10.4	9.2	9.1	10.1	8.5	14.5	-1.0	-9.7	-8.3	3.9	

Source: World Tourism Organization (UNWTO) ©

(Data as collected by UNWTO June 2017)

<sup>1</sup> 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](http://www.imf.org/external/ns/cs.aspx?id=29).

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

## Outlook for International Tourist Arrivals

	2008	2009	2010	2011	2012	2013	2014	2015	2016*	average a year 2005-2016	projection 2017* (issued January) between	
	real, change											
	full year											
<b>World</b>	<b>2.0%</b>	<b>-3.9%</b>	<b>6.7%</b>	<b>4.7%</b>	<b>4.7%</b>	<b>4.6%</b>	<b>4.0%</b>	<b>4.5%</b>	<b>3.9%</b>	<b>3.9%</b>	<b>+3% and +4%</b>	
Europe	0.3%	-5.1%	3.0%	6.3%	3.9%	4.7%	1.7%	4.8%	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%	8.7%	6.5%	+5% and +6%	
Americas	2.7%	-4.9%	6.4%	3.7%	4.5%	3.0%	8.5%	5.9%	3.8%	3.8%	+4% and +5%	
Africa	2.9%	4.5%	9.3%	-0.7%	4.5%	4.5%	0.7%	-2.9%	8.3%	4.7%	+5% and +6%	
Middle East	20.0%	-5.4%	14.6%	-9.3%	3.0%	-1.5%	8.7%	0.8%	-4.0%	4.3%	+2% and +5%	

Source: World Tourism Organization (UNWTO) ©

(Data as collected by UNWTO June 2017)

## 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](http://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](http://tourism4development2017.org)



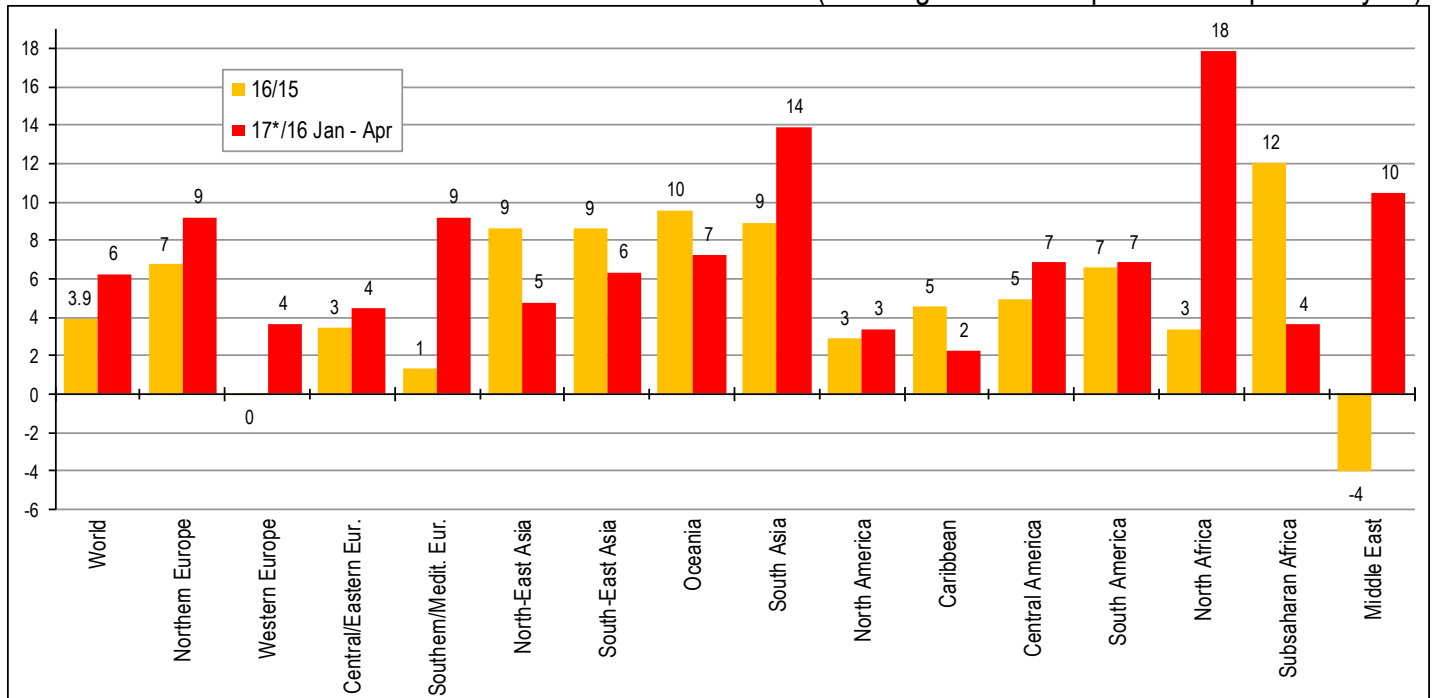
UNWTO, Government of Jamaica and World Bank Group  
**Global Conference on Partnerships for Jobs & Inclusive Growth through Sustainable Tourism**  
 Montego Bay, Jamaica 27-29 November 2017

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International Tourist Arrivals

(% change over same period of the previous year)



Source: World Tourism Organization (UNWTO) ©

[Continuation from page 1]

Northern Europe (+9%) continued to record strong growth, while Central and Eastern Europe recorded 4% more international arrivals, in line with results of last year.

In Asia and the Pacific, international arrivals were up 6% through April with sound results across all four subregions. South Asia (+14%) led growth, followed by Oceania (+7%), South-East Asia (+6%) and North-East Asia (+5%).

International arrivals in the Americas were up 4% with strong results in South America and Central America (both +7%), while arrivals in North America grew by 3% and in the Caribbean by 2%.

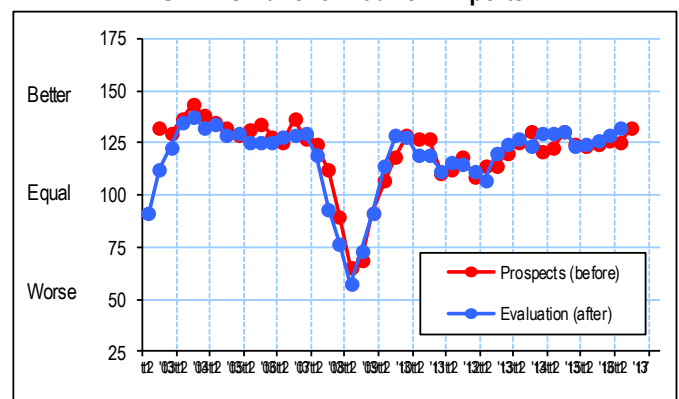
Limited data available for Africa points to an 8% increase in international arrivals, with North Africa (+18%) recovering strongly. International arrivals in the Middle East rebounded by an estimated 10% following a 4% decline in 2016.

Positive prospects for May-August

The current strong momentum is reflected in the UNWTO Panel of Tourism Experts confidence index, based on evaluations and prospects of worldwide experts surveyed every four months since 2003. Experts evaluated tourism performance in the first four months of 2017 with the highest score in 12 years, clearly exceeding their already positive expectations from the start of the period. Responses to the survey were strongest from Europe, in line with the rebound in arrivals.

Experts also show strong confidence in the current May-August period, as their prospects are the most optimistic in a decade, also driven by upbeat expectations in Europe. The May-August period includes the peak tourism season in most of the world's major tourism destinations and source markets.

UNWTO Panel of Tourism Experts



Source: World Tourism Organization (UNWTO) ©

[See also on pages 21-28 and the Statistical Annex for data tables and graphs]

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](http://www.e-unwto.org/content/w83v37).

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## International tourism receipts 2016

### International tourism receipts grew 3% in 2016

International tourism receipts increased 2.6% in real terms in 2016, according to visitor expenditure data reported by destinations so far. Earnings at destinations are estimated to total US\$ 1,220 billion globally (euro 1,102 billion). Growth in tourism receipts followed the growth trend in international tourist arrivals (overnight visitors), though at a somewhat slower pace. International arrivals increased 3.9% last year to reach 1,235 million worldwide.

International tourism receipts are the earnings generated in destination countries from expenditure by international visitors, both overnight and same-day, on accommodation, food and drink, local transport, entertainment, shopping and other services and goods. For the receiving country, receipts from international visitors count as exports and are a vital source of foreign currency revenues for many destinations. Tourism receipts are an important contributor to local economies worldwide, creating much needed employment and opportunities for development. For some 100 countries and territories, receipts from international tourism exceeded US\$ 1 billion in 2016.

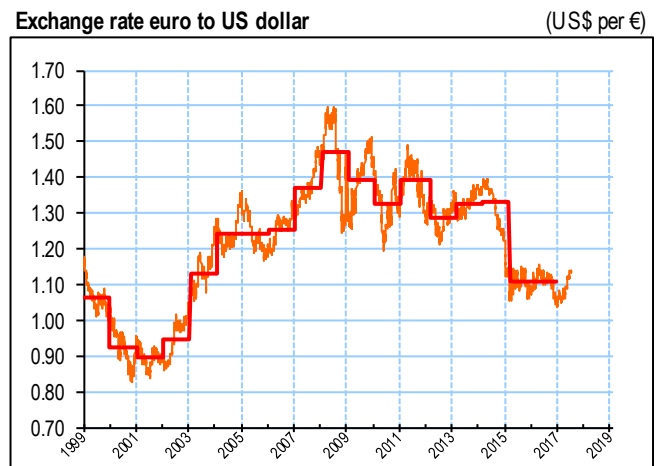
As of end of June 2017, a total of 141 countries and territories around the world monitored by UNWTO, including virtually all leading destinations, had reported full-year data on international tourism receipts (from both overnight and same-day visitors) for 2016. Of these, 103 saw an increase in receipts (73%), 43 of which in double-digits (38%), and 30 reported a decline (27%).

Based on this sample of destinations and including an assessment for missing data, UNWTO estimates that international tourism receipts worldwide totalled US\$ 1,220 billion (euro 1,102 bn) in 2016, up US\$ 24 billion from US\$ 1,196 billion (up euro 24 bn from euro 1,078 bn) in 2015.

Growth in international tourism receipts is estimated at 2.6% in 2016, measured in real terms, i.e. using local currencies at constant prices in order to account for exchange rate fluctuations and inflation (see box on page 9).

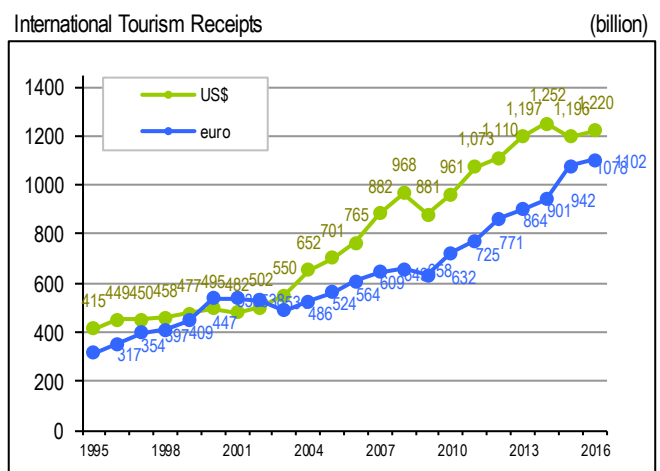
Exchange rate movements can significantly distort the trend when expressed in current US dollar terms from one year to another. While in 2015 the US dollar appreciated considerably against almost all other currencies, in 2016 exchange rate variations were rather less pronounced. The average US dollar-euro rate remained virtually unchanged last year, but a number of currencies did depreciate to both currencies, most notably the UK pound, the Mexican peso, the South African rand, the Turkish lira and the Russian rouble. To adjust for the distortion caused by exchange rate fluctuations and inflation, growth is computed in real terms

by converting US dollar values back to local currencies at constant prices.



Source: De Nederlandse Bank

World: Inbound Tourism



Source: World Tourism Organization (UNWTO) ©

### International tourist arrivals grew somewhat faster than receipts

Updated information on international tourist arrivals (overnight visitors) for 2016, with full year data currently available for 134 countries and territories, confirms the analysis reported in previous issues of the UNWTO World Tourism Barometer. International tourist arrivals (overnight visitors) grew 3.9% worldwide in 2016, equivalent to 47 million more arrivals, to reach 1,235 million tourist arrivals globally. Growth was in line with the long-term average projected by UNWTO for the period 2010-2020 (+3.8%), though somewhat below the 4.5% increase in 2015.

By region, Asia and the Pacific (+9%) recorded the highest increase in international tourist arrivals, followed by Africa (+8%) and the Americas (+4%). Results were mixed in Europe (+2%), where double-digit growth in some destinations was offset by decreases in others. Demand in the Middle East (-4%) was also uneven. By subregion, Sub-Saharan Africa (+11%) led results in 2016, followed by Asia and the Pacific subregions Oceania

(+10%), South Asia, South-East Asia and North-East Asia (all +9%).

Worldwide, international tourism receipts grew somewhat slower than international arrivals: 2.6% measured in real terms versus 3.9% in arrivals. However, it is rather likely that this gap still will diminish as the experience shows that initially reported values are often revised upwards, as preliminary reported data tends to be conservative.

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 followed this trend closely, growing at a slightly slower pace. Where the number of international arrivals accumulates a 33% increase since the pre-crisis year 2008, international tourism receipts grew by 28% in the same period. A comparable sequence of uninterrupted solid growth has not been recorded since the 1960s.

### Africa led growth in receipts

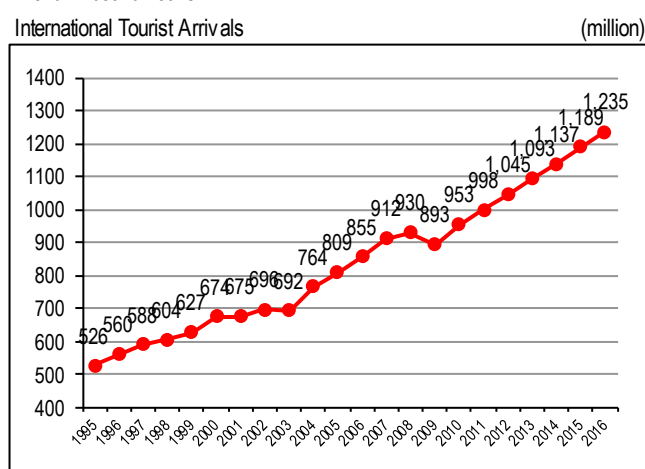
By region, growth in international tourism receipts was led by Africa (+8%), followed by Asia and the Pacific (+5%), the Americas (+3%), Europe (+1%) and the Middle East (-2%). By subregion, South-East Asia, Oceania and Subsaharan Africa enjoyed the fastest growth in receipts last year, all recording a 10% increase or more in earnings. Central America recorded 8% growth in receipts, while South Asia, the Caribbean and Central and Eastern Europe, all experienced an increase of 6% or more. Growth in receipts is broadly in line with results for arrivals, which were also led by Subsaharan Africa (+10%) and Oceania (+10%), followed by the other three Asian subregions (all +9%).

Europe, which accounts for the largest share of global tourism receipts (37%), recorded US\$ 447 billion (euro 404 bn) in earnings last year, a modest 1% increase in real terms compared to 2015, due to mixed results across subregions and destinations. Central and Eastern Europe (+6%) led growth by subregion, followed by Northern Europe (+3%), while Southern Mediterranean Europe (+0%) and Western Europe (+0%) recorded flat figures. Generally strong results in Northern Europe were weighed down by a 1% decline in the subregion's largest destination, the United Kingdom, despite the more affordable British pound. In Southern Mediterranean Europe, solid growth in Portugal (+11%), Croatia (+9%) and Spain (7%) was offset by declines in Turkey and Greece. Results were also mixed in Western Europe, where higher earnings in Netherlands (+7%) and Austria (+6%) were offset by the weaker results in Belgium and France, due to the security incidents.

The group of the 28 countries of the European Union (EU-28) recorded a total of US\$ 377 billion (euro 340 bn) in international tourism receipts, a 3% increase in real

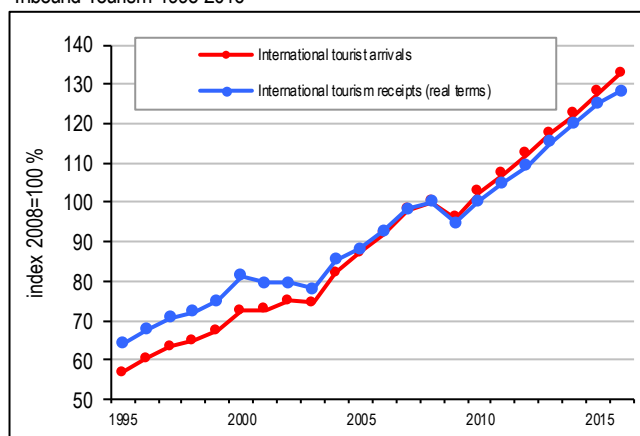
terms over 2015. This growth is above the increase for Europe overall (+1%). In absolute terms receipts in the EU-28 increased by 5 billion in euro and by 4 billion in US dollar. Tourism receipts in EU-28 account for 31% of receipts worldwide.

World: Inbound Tourism



Source: World Tourism Organization (UNWTO) ©

Inbound Tourism 1995-2016



Source: World Tourism Organization (UNWTO) ©

In Asia and the Pacific (30% share) earnings increased 5% in real terms to US\$ 367 billion in 2016, about US\$ 17 billion more than in 2015, with strong growth in South-East Asia and Oceania (both +10%). Major destinations Thailand (+15%) and Singapore (+12%) led results in South-East Asia, fuelled by strong demand from China. Receipts in South Asia grew by 7%, led by India (+14%). In Asia's largest subregion, North-East Asia, flat growth in receipts (0%) contrasts with a 9% increase in tourist arrivals, partly due to lower earnings in Hong Kong (China), Macao (China) and Taiwan (pr. of China). The Chinese yuan, the currency of their major source market, depreciated against the Hong Kong dollar and Macao pataca, translating into lower receipts. Weaker results in Taiwan (pr. of China), also weighed down on the subregion's total.

Receipts in the Americas (26% share) increased 3% in real terms last year to US\$ 313 billion, up US\$ 8 billion from 2015. The strongest growth was recorded in Central America (+8%) and the Caribbean (+6%), much in line

with the region's trend in arrivals, and fuelled by strong outbound demand from the United States. In South America, earnings grew 4%, while arrivals were 7% higher. In North America, the largest subregion, receipts increased by 2%, while international tourist arrivals grew by 3%.

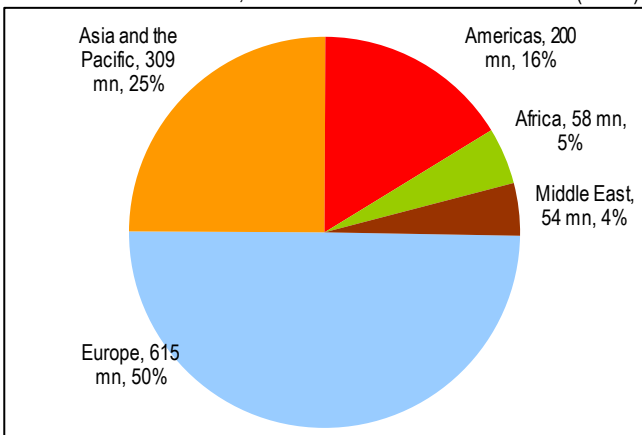
In the Middle East (5% share) international tourism receipts are estimated to have decreased 2% in real terms

or half a billion US dollars less in nominal terms, to US\$ 58 billion. Arrivals in the region declined 4% in 2016.

International tourism receipts in Africa (3% share) grew by 8% in real terms to US\$ 35 billion, up US\$ 2 billion from 2015. Growth was stronger in Sub-Saharan Africa (+10%) than in North Africa (+3%), in line with arrivals, which grew 11% and 3% in those subregions respectively.

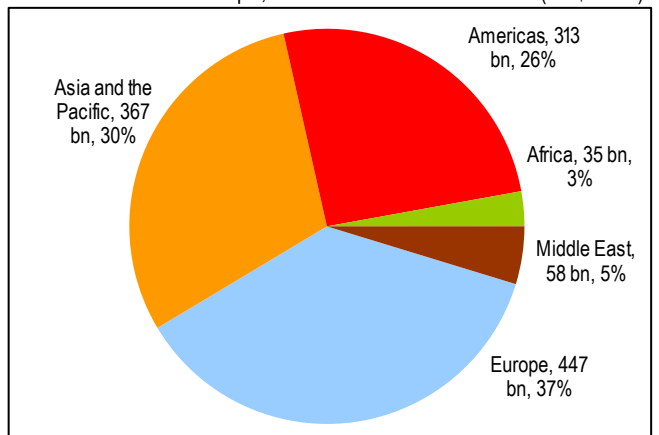
World: Inbound Tourism

International Tourist Arrivals, 2016\* (million)



World: Inbound Tourism

International Tourism Receipts, 2016\* (US\$ billion)

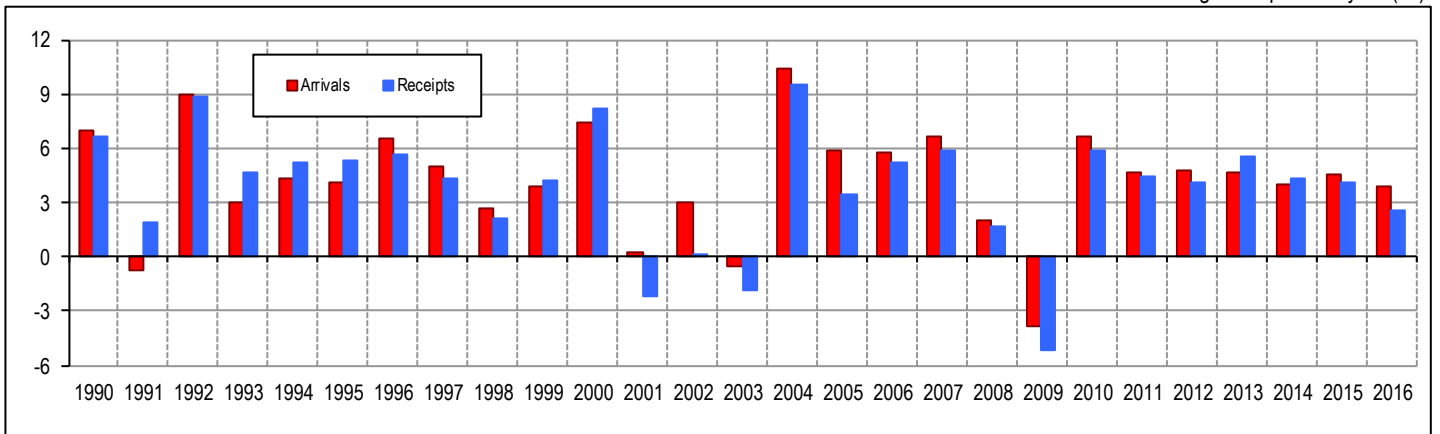


Source: World Tourism Organization (UNWTO) ©

Source: World Tourism Organization (UNWTO) ©

**International Tourist Arrivals and Tourism Receipts (local currencies, constant prices)**

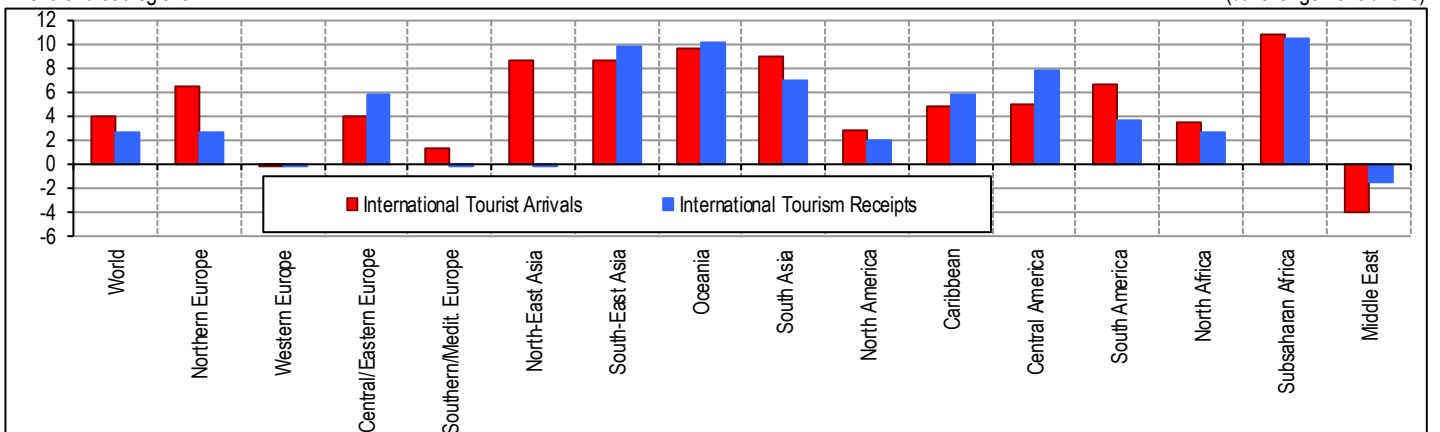
World Change over previous year (%)



Source: World Tourism Organization (UNWTO) ©

**International Tourist Arrivals and Tourism Receipts (local currencies, constant prices)**

World and subregions (% change 2016\*/2015)



Source: World Tourism Organization (UNWTO) ©



## Data subject to revision

These trends should be interpreted with caution since the majority of results reported at this point of the year are provisional and thus subject to revision.

As not all countries have reported full-year results for 2016, UNWTO has included estimates for these countries in order to compute aggregate global and regional figures. These estimates are based on previous years' values applying either the trend for part of the year, the trend for arrivals for that country or the subregional trend for receipts (or a combination of these). A large majority of destination countries in the Americas, Asia and the Pacific, and Europe did report actual 2016 data. However, as data was still missing for many African and Middle Eastern destinations, results for these regions must be interpreted with caution.

In order to account for exchange rate fluctuations and inflation in the computation of growth rates, UNWTO calculates international tourism receipts in US dollar values back to the local currencies of each destination, weighs them by the share in the total, and deflates them by the relevant inflation rate.

See next page for tables with results by (sub)region and the Statistical Annex for individual countries.

Even though it is common practice to use volume data such as arrivals for short-term analysis, in the end most stakeholders are more interested in the receipts and expenditure trend. Estimating trends in receipts is a far more complicated exercise than in arrivals for the following reasons:

- On average receipts data lags about two months behind arrival data. Most countries report data on a quarterly basis and typically preliminary data is made available 2-3 months after the end of the period which is being reported.
- Trends in receipts data can be heavily distorted by exchange rate fluctuations.
- Inflation should be taken into account in order to avoid overestimating growth.
- In practice the preliminary data tend to be subject to substantial revisions.

## 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.  $\times 100/119.7$ ).

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.

## International Tourism, World

	1990	2000	2005	2008	2009	2010	2011	2012	2013	2014	2015	2016*	11/10	12/11	13/12	14/13	15/14	16*/15	11/10	12/11	13/12	14/13	15/14	16*/15	
<b>International Tourist Arrivals (overnight visitors) (million)</b>																									
	435	674	809	930	893	953	998	1,045	1,093	1,137	1,189	1,235								4.7	4.7	4.6	4.0	4.5	3.9
Index (2008=100)				100	96	103	107	112	118	122	128	133													
<b>International Tourism Receipts (billion)</b>																									
Local currencies													8.4	7.3	8.1	6.4	5.1	4.0		4.4	4.1	5.6	4.3	4.1	2.6
Index (2008=100, real terms)				100	95	100	105	109	115	120	125	128													
US\$	271	495	701	968	881	961	1,073	1,110	1,197	1,252	1,196	1,220	11.7	3.4	7.8	4.6	-4.5	2.0		8.3	1.3	6.3	2.9	-4.6	0.7
Euro	213	536	564	658	632	725	771	864	901	942	1,078	1,102	6.4	12.0	4.3	4.5	14.4	2.2		3.6	9.3	2.9	4.1	14.4	2.0

Source: World Tourism Organization (UNWTO) ©

(Data as collected by UNWTO June 2017)

## International Tourism by (Sub)region

	International Tourism Receipts									International Tourist Arrivals							
	Change			US\$		euro		Share		abs.		Change			Share		
	Local currencies, constant prices (%)			per (billion)		per arrival		per arrival		per arrival		per arrival		per arrival			per arrival
	14/13	15/14	16*/15	2015	2016*	2015	2016*	2015	2016*	2015	2016*	2015	2016*	14/13	15/14	16*/15	2016*
<b>World</b>	4.3	4.1	2.6	1,196	1,220	990	1,078	1,102	890	100	1,189	1,235	4.0	4.5	3.9	100	
Advanced economies <sup>1</sup>	5.1	2.9	1.6	773	787	1,150	697	711	1,040	64.5	653	685	5.6	5.0	4.9	55.4	
Emerging economies <sup>1</sup>	2.8	6.4	4.4	422	433	790	381	391	710	35.5	536	550	2.1	4.0	2.7	44.6	
<b>Europe</b>	4.4	2.7	0.9	449.8	447.4	730	405.4	404.2	660	36.7	602.6	615.2	1.7	4.8	2.1	49.8	
Northern Europe	5.8	7.4	2.7	77.3	74.6	930	69.7	67.4	840	6.1	75.4	80.2	5.3	6.5	6.4	6.5	
Western Europe	3.4	-1.3	-0.3	145.8	145.3	810	131.4	131.3	730	11.9	180.3	180.3	2.1	3.4	0.0	14.6	
Central/Eastern Europe	0.0	-0.7	5.7	50.4	52.6	420	45.4	47.5	380	4.3	121.5	126.2	-9.1	5.5	3.9	10.2	
Southern/Medit. Europe	6.1	5.3	-0.2	176.3	174.9	770	158.9	158.0	690	14.3	225.5	228.5	6.9	4.9	1.3	18.5	
- of which EU-28	4.6	3.2	2.7	372.3	376.7	750	335.6	340.3	680	30.9	477.9	500.0	4.7	5.4	4.6	40.5	
<b>Asia and the Pacific</b>	1.5	2.6	4.8	349.5	366.7	1,190	315.0	331.3	1,070	30.1	284.1	308.7	6.1	5.4	8.7	25.0	
North-East Asia	-1.6	-3.7	-0.2	167.1	168.9	1,090	150.6	152.6	990	13.9	142.1	154.3	7.3	4.3	8.6	12.5	
South-East Asia	2.1	8.1	9.7	108.6	117.3	1,040	97.8	106.0	940	9.6	104.2	113.2	2.9	7.4	8.6	9.2	
Oceania	7.6	11.6	10.0	42.3	46.7	2,990	38.1	42.2	2,700	3.8	14.3	15.6	6.1	7.6	9.6	1.3	
South Asia	9.9	6.3	7.0	31.6	33.8	1,320	28.4	30.5	1,190	2.8	23.5	25.6	12.9	2.5	8.9	2.1	
<b>Americas</b>	6.7	8.2	2.7	305.6	313.1	1,570	275.5	282.9	1,410	25.7	192.7	199.9	8.5	5.9	3.8	16.2	
North America	7.0	8.3	1.9	239.7	243.7	1,860	216.1	220.2	1,680	20.0	127.5	131.2	9.7	5.5	2.8	10.6	
Caribbean	5.1	7.1	5.7	28.4	30.0	1,190	25.6	27.1	1,080	2.5	24.1	25.2	5.5	8.1	4.7	2.0	
Central America	5.9	6.6	7.8	11.4	12.2	1,140	10.2	11.1	1,030	1.0	10.2	10.7	5.6	6.8	4.9	0.9	
South America	6.3	9.2	3.6	26.1	27.1	830	23.6	24.5	750	2.2	30.8	32.8	7.1	5.9	6.6	2.7	
<b>Africa</b>	3.7	0.4	8.3	32.8	34.8	600	29.5	31.4	540	2.8	53.4	57.8	0.7	-2.9	8.3	4.7	
North Africa	8.3	-8.8	2.6	8.9	9.1	490	8.0	8.3	440	0.7	18.0	18.6	-1.4	-12.0	3.5	1.5	
Subsaharan Africa	1.9	4.4	10.4	23.9	25.6	650	21.5	23.1	590	2.1	35.4	39.2	1.9	2.4	10.7	3.2	
<b>Middle East</b>	10.2	7.4	-1.6	58.2	57.6	1,070	52.5	52.1	970	4.7	55.9	53.6	8.7	0.8	-4.0	4.3	

Source: World Tourism Organization (UNWTO) ©

(Data as collected by UNWTO June 2017)

<sup>1</sup> 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](http://www.imf.org/external/ns/cs.aspx?id=29).

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

## World's top tourism destinations 2016

### Thailand continues to rise in the rankings

Four countries moved up in the top 10 ranking by international tourism receipts and three in the ranking by international tourist arrivals (overnight visitors) in 2016. In its second year of double-digit growth, Thailand climbed further to 3<sup>rd</sup> place from 5<sup>th</sup> in tourism receipts, to hit the US\$ 50 billion mark, and moved up one place in arrivals to 9<sup>th</sup>. France moved up one place in receipts to 5<sup>th</sup> and maintained first place in arrivals. Italy also moved up one place in receipts to 6<sup>th</sup> and remained 5<sup>th</sup> in arrivals. The United Kingdom moved up two places to 6<sup>th</sup> in arrivals, but moved down four places from 3<sup>rd</sup> to 7<sup>th</sup> in receipts, predominantly due to the depreciation of the UK pound. Mexico climbed one place to 8<sup>th</sup> in arrivals, and two to 14<sup>th</sup> from 16<sup>th</sup> by tourism receipts. Finally, Australia re-entered the top ten by receipts at number 10, while moving from 42<sup>nd</sup> to 40<sup>th</sup> in arrivals.

When ranking the world's top international tourism destinations, it is preferable to take more than a single indicator into account. Ranked according to the two key tourism indicators – international tourist arrivals and international tourism receipts – it is interesting to note that eight out of the top 10 destinations appear on both lists, despite showing marked differences in terms of the type of tourists they attract, as well as their average length of stay and their spending per trip and per night.

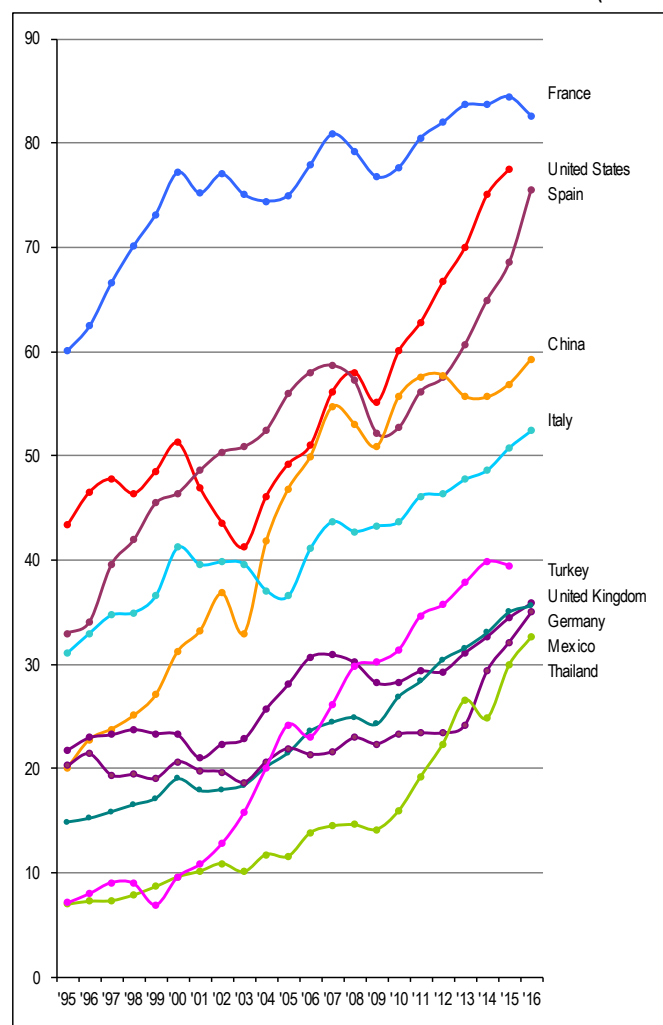
It should be noted that changes in the ranking of international tourism receipts not only reflect relative performance of the destinations, but also exchange rate fluctuations of the local currencies against the US dollar. While exchange rate movements were unusually strong in 2015, fluctuations in 2016 were more limited. Notably, the US dollar-euro exchange rate remained virtually unchanged at an average of 0.90 euro per US dollar in 2016 (or 1.11 US dollar per euro). This simplifies the analysis, as the effect of converting tourism receipts earned in euro by euro area destinations to US dollars was minimal in 2016. Various other currencies, however, did fluctuate relative to the US dollar. The British pound depreciated against the US dollar by 12% following Britain's vote to leave the European Union (Brexit) in June 2016. This reduced nominal tourism receipts expressed in US dollars in the UK compared to 2015 and can partly explain the UK's fall from 3<sup>rd</sup> to 7<sup>th</sup> place in the receipts ranking, despite moving up in arrivals. The US dollar also appreciated against other major currencies such as the Turkish lira, the Russian rouble and the South African rand, as well as a number of currencies of countries in the Americas, particularly Argentina, Mexico and Colombia, lowering tourism earnings in those destinations converted in US dollar terms. By contrast, the Japanese yen appreciated by 11%

against the dollar, resulting in higher earnings in US dollar terms in Japan.

World and regions: Inbound Tourism

International Tourist Arrivals

(million)



Source: World Tourism Organization (UNWTO) ©

### Thailand becomes the world's 3rd largest tourism earner

The United States continues to top the international tourism receipts ranking, with US\$ 206 billion earned in 2016. It is also the second largest destination in terms of international arrivals, with 78 million in 2015 (data for 2016 still pending). Spain is the world's second largest earner with US\$ 60 billion recorded last year, and the third largest destination in arrivals, with 76 million international tourists.

Thailand continued its rise in the rankings in 2016. It climbed another two places to become the 3<sup>rd</sup> largest tourism earner, following a 15% increase in receipts to hit the US\$ 50 billion mark. This represents an advance of nine places from 2010, when it was 12<sup>th</sup>. Thailand also moved up one place in arrivals to 9<sup>th</sup> (33 million), or up seven places from 16<sup>th</sup> in 2010.

China remains fourth in both receipts (US\$ 44 billion) and arrivals (59 million). France climbed one place to 5<sup>th</sup> in tourism earnings, with US\$ 42 billion reported in 2016,

and remains the world's top destination in terms of international arrivals, with 83 million. Italy moved up one place to 6<sup>th</sup> in receipts (US\$ 40 billion) and is still 5<sup>th</sup> in arrivals (52 million).

The United Kingdom climbed two places to 6<sup>th</sup> in arrivals (36 million in 2016), but moved down four places in receipts to 7<sup>th</sup> (US\$ 40 bn) partly due to the depreciation of the British pound, which resulted in lower earnings in US dollar terms. Germany remains 8<sup>th</sup> in receipts (US\$ 37 billion) and 7<sup>th</sup> in arrivals (36 million), while Hong Kong (China) continues to rank number 9 in receipts (US\$ 33 billion) and number 13 in arrivals (27 million) respectively.

Completing the top ten in international tourism receipts is Australia, which re-entered the list at number 10 after a few years of absence, following a 13% increase in earnings last year to US\$ 32 billion. It also moved up two places in arrivals to 40<sup>th</sup> (8 million). The large difference in Australia's place in both rankings is explained by the fact that as a long-haul island destination for most visitors, the average length of stay is comparatively high.

Mexico climbed another place to 8<sup>th</sup> in arrivals, to reach 35 million tourists in 2016, and moved up two in receipts to 14<sup>th</sup> (US\$ 20 billion) despite the appreciation of the US dollar against the peso. The fact that many of Mexico's international tourist arrivals are short-stay cross-border visits can explain the difference in place in both rankings.

Turkey completes the top 10 in arrivals, moving down an estimated four places (data pending for 2016) following the security incidents and failed coup last year. In receipts Turkey moved down five places to 17<sup>th</sup>.

### *Asian destinations continue to climb in the rankings*

Beyond the top ten, a number of midsize destinations from different world regions advanced in the rankings in 2016, particularly in Asia and the Pacific. Japan climbed two places to 11<sup>th</sup> in the ranking by receipts, following 10% growth in earnings, and held on to 16<sup>th</sup> place in arrivals, after a 22% increase. This makes 2016 Japan's fifth consecutive year of strong growth after the Tōhoku tsunami in 2011. Japan has moved up fourteen places in the arrivals ranking since 2010, from 30<sup>th</sup> to 16<sup>th</sup>, or an average two places per year. It also climbed from 19<sup>th</sup> to 11<sup>th</sup> in receipts that period.

Malaysia regained two places to 12<sup>th</sup> in arrivals last year, as it rebounded from more modest results in 2015. India and Singapore both climbed one place in receipts to number 13 and 18 respectively, driven by double-digit growth in earnings. The Republic of Korea also showed strong results in 2016, climbing five places to 20<sup>th</sup> in arrivals and two places to 21<sup>st</sup> in receipts. Korea's jump in the rankings follows a remarkable 30% increase in arrivals and 13% in receipts, rebounding from more modest figures a year earlier. Vietnam also rose in the rankings following double-digit growth in both indicators, climbing four places to 37<sup>th</sup> in arrivals and two to 34<sup>th</sup> in earnings. The Philippines moved up four places in arrivals to 45<sup>th</sup>.

Among European destinations, Austria and Greece both climbed one place in arrivals, to 11<sup>th</sup> and 14<sup>th</sup> respectively, as the Russian Federation moved down four to 15<sup>th</sup>. Portugal moved up five places to 29<sup>nd</sup> in arrivals and one in receipts to 25<sup>th</sup>, following 13% growth in arrivals and 11% in earnings.

In the Americas, Canada moved up one place to 17<sup>th</sup> in arrivals and one to 19<sup>th</sup> in receipts, following 11% and 14% growth in those indicators respectively. Chile moved up four places in arrivals to 48<sup>th</sup>. Colombia moved up two places in receipts to 49<sup>th</sup>.

Two destinations from the Middle East rose in the ranking by receipts in 2016. Saudi Arabia climbed one place to 30<sup>th</sup>, following 10% growth in earnings, and Qatar moved up one to 45<sup>th</sup>. In Africa, both South Africa and Tunisia started to rebound, each climbing three places in arrivals, respectively to number 36 and 47.

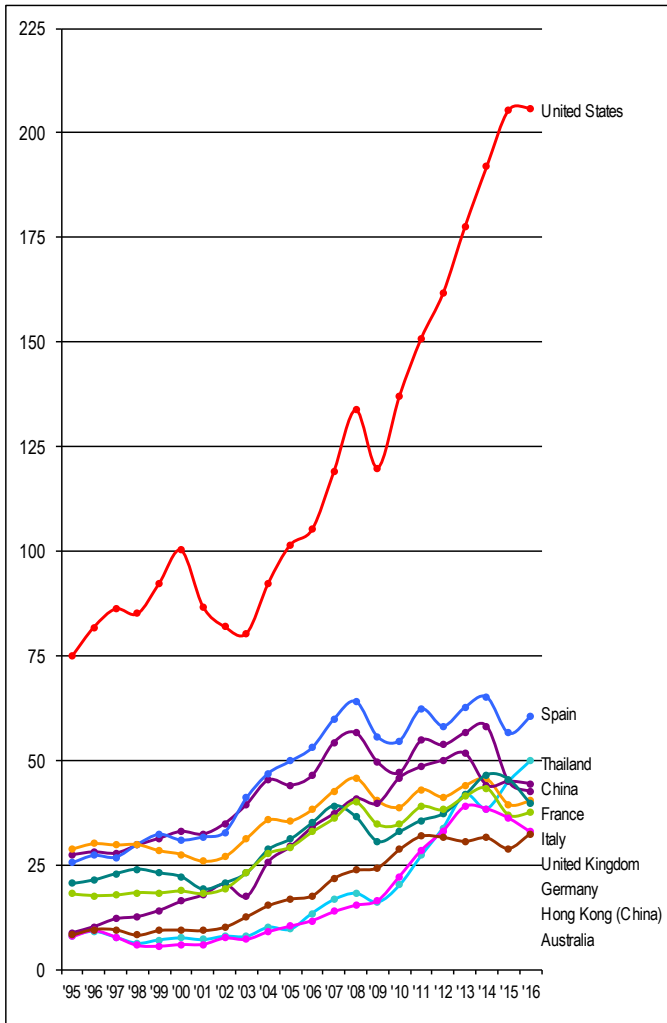
### *Data still subject to revision*

Please note that these rankings reflect data reported by countries and territories through June 2017. The order can still vary as not all countries have yet reported data, and for many countries and territories data at this stage is preliminary, and therefore subject to revision.

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

World and regions: Inbound Tourism

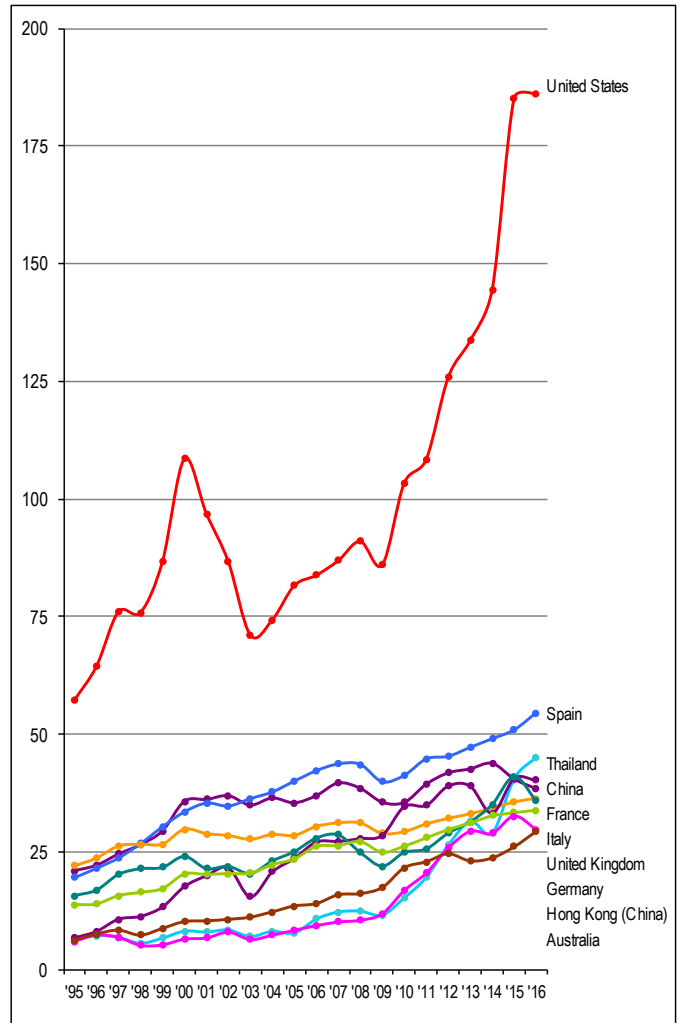
International Tourism Receipts (US\$ billion)



Source: World Tourism Organization (UNWTO) ©

World and regions: Inbound Tourism

International Tourism Receipts (euro billion)



Source: World Tourism Organization (UNWTO) ©

## INTERNATIONAL SEMINAR ON TRANSNATIONAL TOURISM THEMES AND ROUTES

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## World's top spenders on outbound tourism in 2016

### Strong expenditure data reflects growing appetite for travel worldwide

Expenditure data from major source markets reflects increasing demand for international tourism across the world in 2016, with a few exceptions. China, the United States and Germany continued to lead outbound tourism in their respective regions, while a variety of source markets moved up in the ranking following strong growth in spending last year.

Of the top 50 outbound markets, all but one have reported full-year data on international tourism expenditure for 2016. Of these, 42 (86%) reported increases in spending (in local currencies), of which 11 (22%) in double digits, while 7 (14%) reported declines. The median increase was 4.9%.

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 trip volumes should therefore be read with caution. However, changes in volumes are useful to understand trends over time.

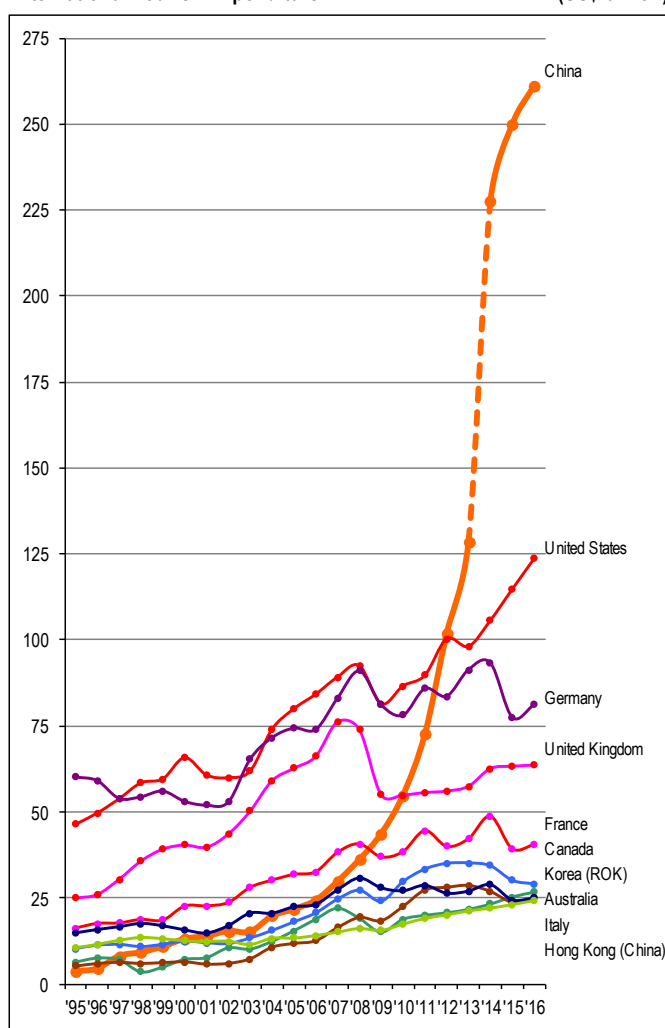
### Top spender China reports tenth consecutive year of double-digit growth

China continues to lead global outbound travel following ten years of double-digit growth in spending and after rising to the top of the ranking 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. (Note that China has revised international tourism expenditure series downwards retrospectively for 2015 and for 2014 (after an upward revision last year) due to adjustments in methodology.)

International tourism spending from China currently generates some 21% of receipts in destinations worldwide. Like most source markets, the majority of Chinese travellers travel to destinations within their own region, boosting receipts particularly in Hong Kong (China), Macao (China), Taiwan (pr. of China), the Republic of Korea, Japan, Cambodia, Vietnam, Thailand, Malaysia, Singapore and Indonesia. As the world largest market, though, China is also an increasingly important source of visitors to long-haul destinations in Europe, Africa, the Middle East and the Americas.

World and regions: Outbound Tourism  
International Tourism Expenditure

(US\$ billion)



Source: World Tourism Organization (UNWTO) ©

### A strong US dollar continues to fuel tourism spending from the United States

Tourism expenditure out of the United States, the world's second largest source market, increased 8% in 2016 to US\$ 124 billion, up US\$ 9 billion from 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 compared to the same 11-month period in 2015 (data for the full year is still pending, 74 million in 2015). Rising US travel demand is contributing to higher inbound volumes in many destinations across the Americas and beyond.

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 third largest source market, reported an increase of 5% in spending last year, to US\$ 81 billion (euro 73 billion), after weaker figures in 2015. Demand

from the United Kingdom, the world's fourth largest source market, remained sound last year, despite the significant depreciation of the British pound after the referendum on EU membership (Brexit). UK residents' overnight visits abroad were up by 5 million (+8%) in 2016 to 69 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 3% growth in tourism expenditure in 2016 to reach US\$ 40 billion (euro 37 billion).

The five source markets in the bottom half of the top 10 all moved up one place as the Russian Federation descended from 6<sup>th</sup> to 11<sup>th</sup> place, following a significant decline in spending abroad. As a result, Canada moved to 6<sup>th</sup> place, despite flat growth in international spending (US\$ 29 billion), while outbound overnight trips declined 3% to 31 million. The Republic of Korea spent 8% more in 2016 (US\$ 27 billion) and moved up further to 7<sup>th</sup> place, after having entered the top 10 in 2015. The number of outbound travellers increased by 16% and reached 22 million. Italy climbed to 8<sup>th</sup> place with US\$ 25 billion in outbound tourism expenditure, up 2% from 2015. It also reported 3% growth in overnight trips to 29 million. Australia is up to 9<sup>th</sup> place, reporting 6% growth in spending to US\$ 25 billion and a 5% increase in outbound trips to 10 million. Completing the top 10 of major international tourism spenders is Hong Kong (China) entering the top 10 following 5% growth in expenditure to US\$ 24 billion and 92 million outbound trips (+3%). Outbound travel numbers from Hong Kong are remarkably high as they include many short trips over land and water to Mainland China and Macao (China).

### *Spain climbs to 13th place in the ranking following three years of strong growth*

Beyond the top 10, fourteen markets from different world regions moved up in the expenditure ranking, some reporting double-digit growth. In Europe, Spain climbed three places to 13<sup>th</sup> in its third straight year of strong results, with a 17% increase in tourism spending to reach US\$ 20 billion. Finland spent 9% more and moved up three places to 39<sup>th</sup>. Central and Eastern European markets Ukraine (+12%) and the Czech Republic (+2%) climbed four places to 41<sup>st</sup> and one to 42<sup>nd</sup> respectively. Portugal (+7%) also moved up one place, to 46<sup>th</sup>, and Luxembourg (+1%) entered the top 50 at number 50. Israel (+14%) also reported strong results in 2016.

In Asia and the Pacific, Japan (+4%) advanced to 16<sup>th</sup> place from 20<sup>th</sup>, as it rebounded from weaker spending in 2015, supported by a stronger yen. Taiwan (pr. of China) climbed three places to 19<sup>th</sup>, following 7% growth. India moved up three places as well, to 20<sup>th</sup>, after a 16% increase. South-East Asian markets Thailand (+11%) and Vietnam (+28%) also performed strongly in 2016, though from lower base numbers. Thailand climbed one place to

33<sup>rd</sup>, in its third year of double-digit growth, while Vietnam climbed four to 45<sup>th</sup>, following seven years of strong outbound spending.

In the Americas, Argentina reported a remarkable 34% increase in expenditure last year, after the easing of foreign exchange controls, climbing six places in the ranking to 30<sup>th</sup>.

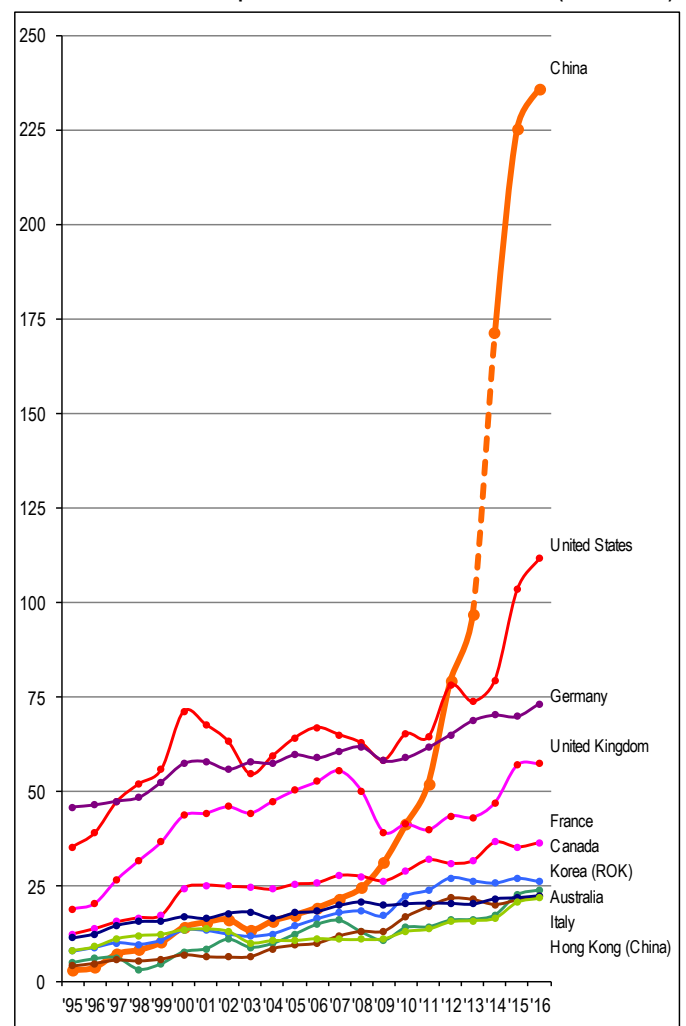
Middle Eastern source markets Lebanon (+6%) and Egypt (+19%) moved up to 40<sup>th</sup> and 48<sup>th</sup> place respectively. Lebanon saw a rebound in spending after weaker results in 2015, while Egypt boasted its second year of double-digit growth. Also in the region, Qatar (+11%) reported strong results in 2016.

By contrast, outbound demand from some commodity exporters continued to be weak last year, as some struggled with an economic crisis at home. The Russian Federation saw its tourism spending decline further in 2016 as a consequence of its weaker economy and currency. At US\$ 24 billion, Russian expenditure fell just below that of Hong Kong, making it the 11<sup>th</sup> largest spender and moving outside the top ten. Russian expenditure has more than halved since 2013 when it hit a record US\$ 53 billion. International tourism spending from Brazil also further declined in 2016, and to a lesser extent from Saudi Arabia.

World and regions: Outbound Tourism

International Tourism Expenditure

(euro billion)



Source: World Tourism Organization (UNWTO) ©

### Expenditure data and exchange rates

It should be noted that while international tourism expenditure is expressed in US dollars to facilitate comparisons across markets, percentage changes are calculated in local currencies (unless otherwise stated) to account for exchange rate fluctuations.

For a proper analysis it is important to understand that trends in expenditure can be quite influenced by exchange rate variations of local currencies to the US dollars. Exchange rate movements –particularly between the US dollar and the euro– can render comparisons in total spending between countries, as well as changes in absolute terms over time, rather misleading. If the US dollar appreciates versus the euro for example, tourism spending

by euro-area markets will translate into a lower amount of US dollars from one year to another. This does not necessarily mean that spending declined, but simply that spending from those markets is converted into fewer 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. One of the major exceptions was the British pound that depreciated 12% against the US dollar.

As in the case of tourism receipts, some of this expenditure data is still subject to revision.

*For a full list of 50 top spenders see table on pages 13-14 of the Statistical Annex.*

### World's Top Tourism Spenders

Rank	International Tourism Expenditure				Population (million)	International Departures (million)				
	US\$ billion		euro billion			total including same-day		of which overnight		
	2015	2016*	2015	2016*		2015	2016*	2015	2016*	
1	China	249.8	261.1	225.2	235.9	1,383	127.9	135.1	..	..
2	United States	114.7	123.6	103.4	111.7	323	130.4	..	74.0	..
3	Germany	77.5	81.1	69.9	73.3	83	..	..	83.7	..
4	United Kingdom	63.3	63.6	57.0	57.5	66	65.7	70.8	64.2	69.4
5	France	39.3	40.5	35.4	36.6	65	30.6	..	26.6	..
6	Canada	30.1	29.1	27.1	26.3	36	56.0	53.0	32.3	31.3
7	Korea (ROK)	25.3	26.6	22.8	24.1	51	19.3	22.4	..	..
8	Italy	24.4	25.0	22.0	22.5	61	61.2	62.6	27.9	28.7
9	Australia	23.8	24.9	21.4	22.5	24	9.5	9.9	9.5	9.9
10	Hong Kong (China)	23.1	24.2	20.8	21.9	7	89.1	91.8	..	..
		Local currencies		Expenditure per capita						
		Change (%)		US\$	euro	Change (%)		Change (%)		
		15/14	16*/15	2016*	2016*	15/14	16*/15	15/14	16*/15	
1	China	11.4	11.7	190	170	9.7	5.7	..	..	
2	United States	8.6	7.8	380	345	7.1	..	8.5	8% (11m)	
3	Germany	-0.6	4.9	980	885	..	..	0.9	..	
4	United Kingdom	8.8	13.8	970	875	9.4	7.8	9.9	8.1	
5	France	-3.5	3.3	625	565	-4.2	..	-4.6	..	
6	Canada	1.3	0.0	800	725	-12.2	-5.3	-3.8	-3.1	
7	Korea (ROK)	17.1	8.1	520	470	20.1	15.9	..	..	
8	Italy	1.4	2.4	410	370	3.0	2.3	2.4	2.9	
9	Australia	-5.0	7.6	1,025	925	3.6	5.0	3.6	5.0	
10	Hong Kong (China)	4.7	5.1	3,285	2,965	5.4	3.0	..	..	

Source: World Tourism Organization (UNWTO) ©

(Data as collected by UNWTO June 2017)



## International tourism as export earnings

In macro-economic terms, expenditure by international visitors counts as exports for the destination country and as imports for the country of residence of the visitor. In the Balance of Payments (BOP), receipts from inbound tourism are reported as travel credit under the services balance, and expenditure on outbound tourism as travel debit. For many countries tourism is an important source of foreign currency earnings.

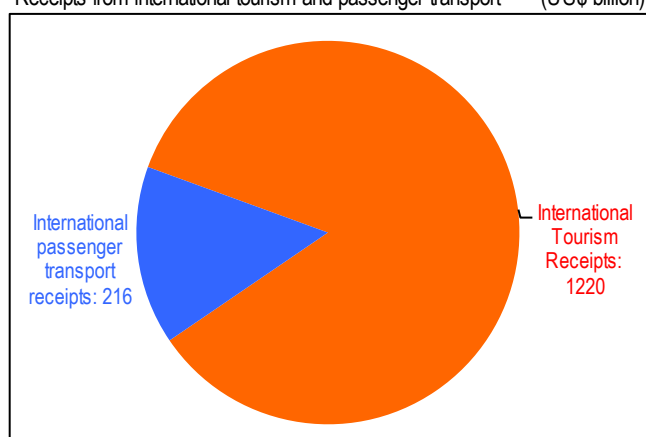
### International passenger transport receipts

Aside from the Balance of Payments travel credit item which reflects tourism receipts in destinations, tourism also generates export earnings through international passenger transport, which is reported separately under the item passenger transport credit in the services section of the Balance of Payments. Passenger transport services are recorded as export earnings for the reporting country, where the transport companies are registered, only when these services are provided to non-residents (so it does not relate to all receipts from international passenger transport, but only to its export value, as many people travel with transport companies registered in their own country of residence).

In 2016, international passenger transport generated an estimated US\$ 216 billion in export earnings. Added to the US\$ 1,220 billion in tourism receipts in destinations (BOP travel), this brings total tourism export earnings to US\$ 1.4 trillion, or almost US\$ 4 billion a day on average.

World: Inbound Tourism, 2016

Receipts from international tourism and passenger transport (US\$ billion)



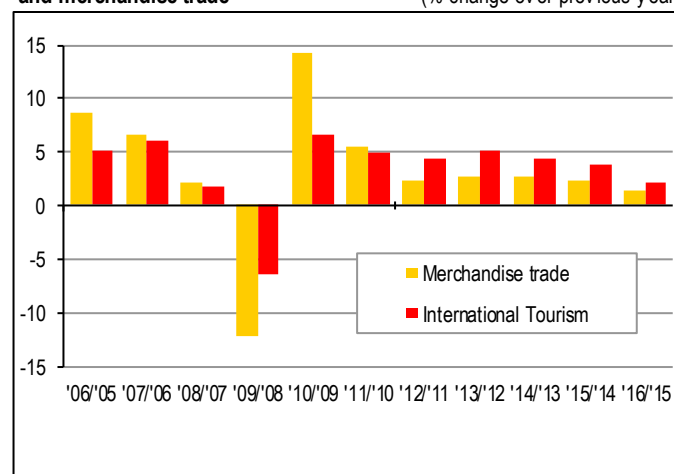
Source: World Tourism Organization (UNWTO) ©

### International tourism third largest export category

With US\$ 1.4 trillion in export earnings, international tourism (BOP travel and passenger transport) accounts for about 30% of the world's exports of services. It also represents 7% of overall exports of goods and services, after increasing one percentage point in 2015, from 6%. Inter-

national tourism has recorded faster growth than world merchandise trade for five consecutive years, pushing its share up. In 2016 global tourism receipts increased 2.6%, while merchandise trade grew 1.3% (according to data reported by the World Trade Organization (WTO) at [www.wto.org/english/news\\_e/pres17\\_e/pr791\\_e.htm](http://www.wto.org/english/news_e/pres17_e/pr791_e.htm)). (See further in the table on page 8 of the Statistical Annex)

International Tourism (BOP Travel & Passenger transport) and merchandise trade (% change over previous year)



Source: World Tourism Organization (UNWTO) and World Trade Organization (WTO)

As a worldwide export category, tourism ranked third in 2015 (data for 2016 not yet available for commodity trade categories), after chemicals and fuels, and ahead of automotive products and food. (See table on page 9 of the Statistical Annex)

The share of international tourism in overall exports of goods and services does not vary much from advanced to emerging economies: 6.8% and 6.3% respectively in 2015. In emerging economies in particular, tourism's share in export earnings has been on the rise in recent years, as commodity prices have been under pressure.

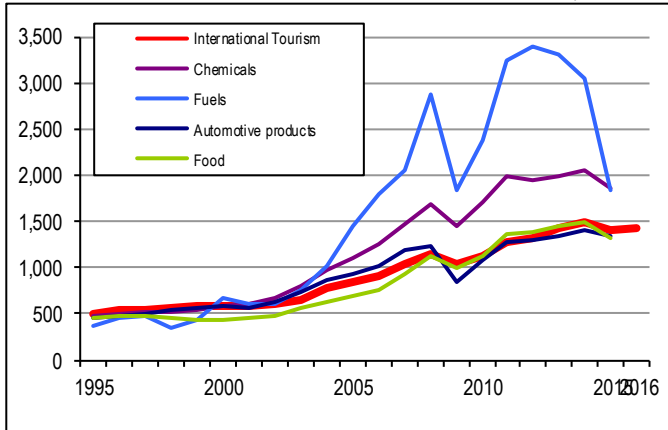
For the group of advanced economies, tourism generated US\$ 932 billion in exports in 2016 (US\$ 787 billion in travel and US\$ 145 billion in passenger transport). In 2015, tourism also ranked third as an export category in this group of countries, after chemicals, including pharmaceuticals, and automotive products, but ahead of food and fuels.

International tourism is the top export earner in many emerging economies, including several least developed countries (LDCs), among which Burkina Faso, Gambia, Haiti, Madagascar, Nepal, Rwanda and Tanzania. For the group of emerging economies as a whole, tourism generated US\$ 504 billion in exports in 2016 (US\$ 433 billion in travel and US\$ 71 billion in passenger transport). In 2015, tourism ranked fourth in this group of countries, after fuels, food, and only slightly behind textiles and clothing, but ahead of chemicals.

Although 'fuels' has been the top export category worldwide until 2014, and continues to be so for the group of emerging economies, earnings from this industry are heavily concentrated in a few large oil, gas and coal

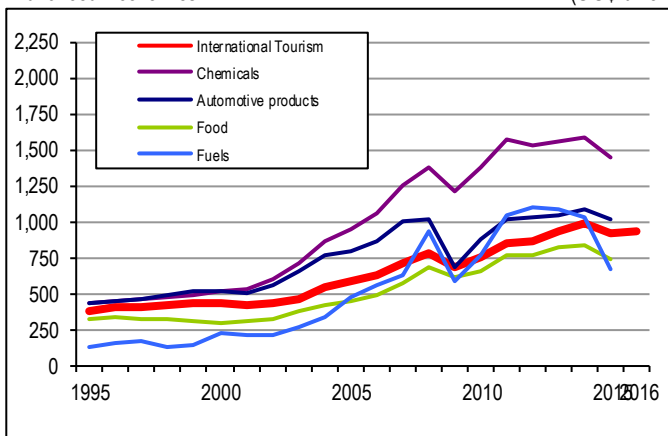
exporters. By contrast, tourism generates earnings in a wider range of countries all over the world, and also tends to generate more employment. Additionally, earnings from commodities are very sensitive to price fluctuations, and therefore more vulnerable to economic swings. It is interesting to note that during the 2009 downturn, international tourism decreased only by 5% in real terms, while overall exports declined by 11%, revealing the rather more resilient nature of tourism, compared to other trade categories.

**International Tourism (BOP Travel & Passenger transport) and export**  
World (US\$ billion)



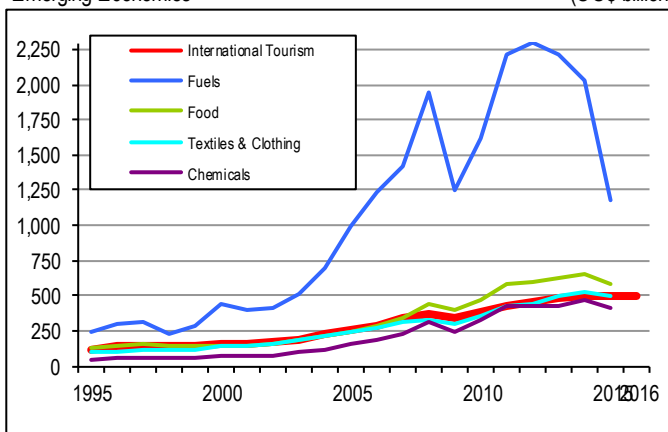
Source: World Tourism Organization (UNWTO) and World Trade Organization (WTO)

**International Tourism (BOP Travel & Passenger transport) and export**  
Advanced Economies (US\$ billion)

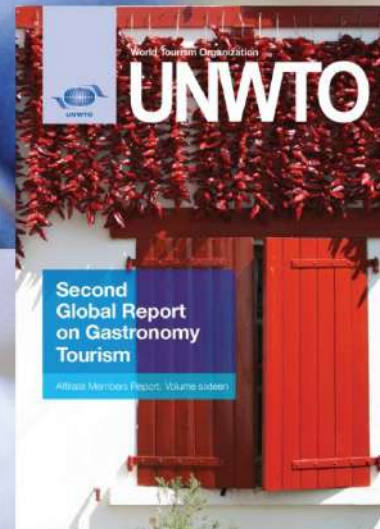


Source: World Tourism Organization (UNWTO) and World Trade Organization (WTO)

**International Tourism (BOP Travel & Passenger transport) and export**  
Emerging Economies (US\$ billion)



Source: World Tourism Organization (UNWTO) and World Trade Organization (WTO)



Affiliate Members Global Reports

Volume sixteen

## Second Global Report on Gastronomy Tourism

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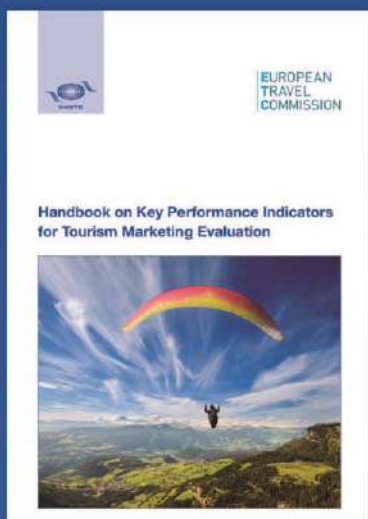
The 2nd Global Report on Gastronomy Tourism provides recent trends in gastronomy tourism, in addition to experts' analyses and case studies suggesting best practices. The report, developed by the UNWTO Affiliate Members Programme with case studies from 60 contributors including UNWTO Member States, Affiliate Members and partner organizations, showcases how gastronomy tourism can be a driver for modern tourism in creating authentic experiences while promoting sustainable tourism.

Electronic copies can be downloaded in English free of charge from:

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## EUROPEAN TRAVEL COMMISSION



### ETC/UNWTO Handbook on Key Performance Indicators for Tourism Marketing Evaluation

The ETC/UNWTO Handbook on Key Performance Indicators for Tourism Marketing Evaluation presents a comprehensive overview of performance indicators for tourism marketing evaluation. This handbook aims to be a user-friendly and accessible guide that provides a methodological framework and practical guidance on how to use performance indicators. Complemented with a number of case studies and best practice examples, the handbook offers both a theoretical and practical approach to guide national and destination management organizations towards better digital marketing evaluation.

## World's top countries by travel balance surplus in 2016

For many countries international tourism contributes substantially to the improvement of their Balance of Payments, offsetting a deficit on the trade balance due to imports of other categories of goods and services, or adding to an existing surplus. International tourism receipts (travel credit item of the services balance) are a services export in the Balance of Payments of the destination country, while expenditure on international tourism (travel debit item of the services balance) is a services import for the source country. As such, international tourism can generate a tourism trade surplus for individual countries (when receipts exceed expenditure), or a deficit (vice versa) in the travel item. Due to their high inbound tourism earnings and comparatively low outbound expenditure, some countries have important surpluses in their tourism trade balance. This is the case of the United States, Mediterranean destinations Spain, Italy, Turkey, Greece, Portugal and Croatia, and Asian destinations Thailand, Macao (China) and Hong Kong (China). The table on page 15 of the Statistical Annex (see column 'Balance') shows the countries with the largest tourism surplus in the world.

### *The United States, Spain, Thailand, Macao (China) and Turkey record the largest 'tourism' trade surpluses*

In 2016 the United States continued to top the tourism balance ranking with a surplus of US\$ 82 billion, resulting from international tourism receipts of US\$ 206 billion and expenditure of US\$ 124 billion. Thailand follows in second place, with a surplus of US\$ 42 billion (receipts worth US\$ 50 billion and expenditure of US\$ 8 billion) after climbing one place last year, following strong growth in receipts (+15%). The US is also the world's top tourism earner and the number 2 spender, while Thailand is a major tourism destination (ranking 3rd in receipts), but a comparatively smaller spender (number 33 in expenditure), which explains its large surplus.

Spain, which had been number 2 up to 2015, now ranks third, with a tourism surplus of US\$ 40 billion (receipts worth US\$ 60 billion and expenditure of US\$ 20 billion) after spending (+17%) grew even faster than earnings (+7%) last year. Spain is also the second largest tourism earner, but 13th in the ranking by expenditure. Macao (China) is expected to rank 4th in terms of travel balance (surplus of US\$ 30 billion in 2015) though it has yet to report expenditure data for 2016. Italy has the world's 5th largest travel balance, with a surplus of US\$ 15 billion, moving up one place from 6th.

Completing the top 10 list of countries by travel balance are four European destinations and one Asian.

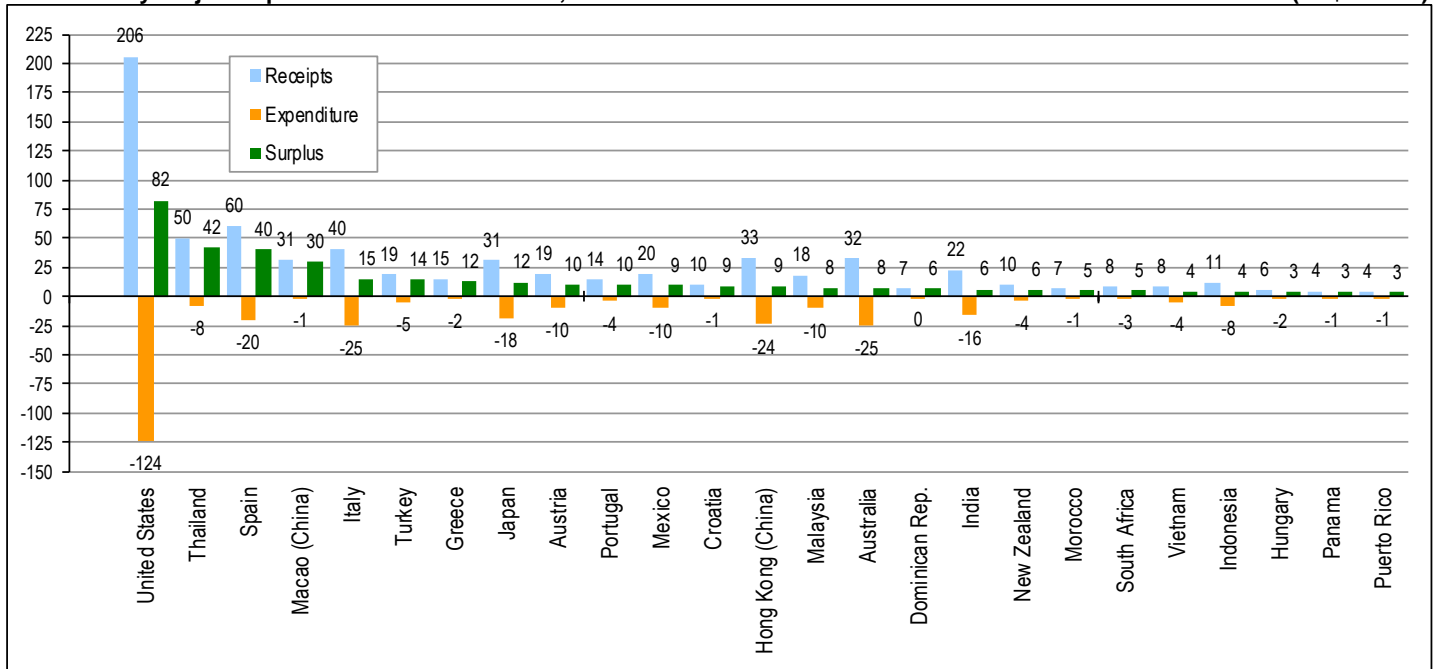
Turkey (6th), Greece (7th), Japan (8th), Austria (9th) and Portugal (10th) recorded tourism surpluses ranging from US\$ 10 billion to US\$ 14 billion. Japan moved up two places from 10th and Portugal one from 11th, both following stronger growth in tourism receipts than in spending.

Beyond the top ten, positions 11 to 25 in the tourism balance ranking feature a number of advanced and emerging market economies from different world regions.

The latter group includes Mexico, Croatia, Malaysia, the Dominican Republic, India, Morocco, South Africa, Vietnam, Indonesia, Hungary, Panama and Puerto Rico in this order. In these countries, international tourism receipts contribute significantly to a healthy Balance of Payments, especially in the smaller emerging market and developing economies with modest export volumes of commodities or services, where tourism is a major source of foreign currency revenues.

Countries by major surplus on the travel balance, 2016\*

(US\$ billion)



Source: World Tourism Organization (UNWTO) ©

**2nd UNWTO Global Conference on Wine Tourism**  
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2017 INTERNATIONAL YEAR OF SUSTAINABLE TOURISM FOR DEVELOPMENT  
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## Inbound tourism: short-term trends 2017

### Steady rebound in some destinations boosts results in early 2017

International tourist arrivals (overnight visitors) worldwide grew an estimated 6% in the first four months of 2017 compared to the same period last year, well above the trend of growth consistently at 4% or higher in the past seven years. Results reported by destinations around the world reflect robust demand for international travel in early 2017, though this might vary as the year moves on. Several destinations that struggled in previous years continued to rebound, which is reflected in particular in the results of the Middle East (+10%), Africa (+7%) and Europe (+6%). Asia and the Pacific also recorded 6% growth and the Americas 4%.

#### Leaving adversities behind

A total of 129 countries have so far reported data on international tourist arrivals for one or more months of 2017. Of these, 108 reported an increase in arrivals (84%), of which 53 saw double-digit growth (41%), and 21 countries (16%) a decline. Based on this sample of destinations, international tourist arrivals are estimated to have grown 6% in January-April 2017, compared to the same period last year.

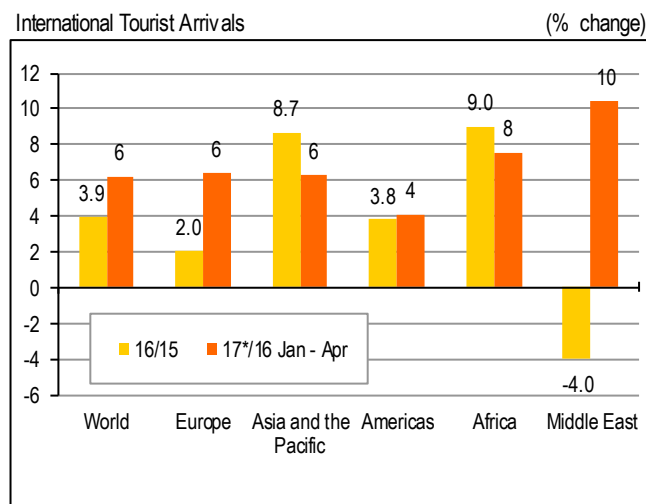
International tourism arrivals were rather strong across virtually all (sub)regions this early part of 2017 according to available data, particularly in the Middle East (+10%) and Africa (+7%) where limited information points to a rebound so far. Africa's growth was driven mostly by the strong pick-up in North Africa (+18%).

Europe (+6%) rebounded from more modest results in 2016, as some destinations which struggled with security incidents last year returned to growth. Results were driven by Southern and Mediterranean Europe (+9%), the largest subregion, and Northern Europe (+9%). In Asia and the Pacific (+6%), all subregions enjoyed robust growth, led by South Asia (+14%). Arrivals in the Americas increased by 4% in the first four months of 2017, led by South America and Central America (both +7%).

Of the first four months, growth was highest in April (+11%) and weakest in March (+3%) as the Easter period shifted from March last year to April this year. The period January-April usually represents some 28% of the yearly total and covers the winter sports season of the Northern Hemisphere, the summer season of the Southern Hemisphere, as well as the Chinese New Year and the Easter holiday among others.

These early results (+6% in January-April) so far exceed UNWTO's forecast of 3% to 4% growth in inter-

national tourist arrivals for 2017, published in the January edition of the *UNWTO World Tourism Barometer*. It is important to note however, that the first four months of the year are the low season in many countries and therefore not necessarily indicative of the full-year trend. The current analysis is also still based on a comparatively limited selection of countries, with no 2017 data reported yet for various key destinations around the world including the United States, the Russian Federation, Saudi Arabia or China. By subregion, coverage is still particularly limited in Sub-Saharan Africa, the Middle East, Central and Eastern Europe and Central America.



Source: World Tourism Organization (UNWTO) ©

#### Robust growth in many European destinations

International arrivals in Europe (+6%) rebounded in January-April after mixed results last year, as confidence returned to some destinations that were impacted by security incidents, while others continued to grow strongly. Results improved particularly in Southern and Mediterranean Europe (+9% as compared to +1% in 2016) and Western Europe (+4% as opposed to +0% in 2016). Northern Europe (+9%) continued to lead growth, while Central and Eastern Europe recorded 4% more international arrivals, in line with last year's results.

In Northern Europe (+9%), results were led by Finland (+17%) the United Kingdom (+11%) and Sweden (+10%) which posted double-digit growth. The depreciation of the British pound after the referendum to leave the European Union (Brexit) contributed to results in the United Kingdom. Smaller destination Iceland (+35%) continued to enjoy a surge in arrivals. Growth was also robust overall in Southern and Mediterranean Europe (+9%), driven by strong results in Croatia (+16%), Portugal (+15%) and Spain (+12%). Smaller destinations Israel (+25%), Malta (+23%) and Montenegro (+20%) also reported double-digit growth, as did Cyprus (+18%) and Slovenia (+15%). Turkey (+7%) started to recover from last year's 29% decrease. In Central and Eastern Europe (+5%) available information shows strong results in

Armenia (+18%), Bulgaria, Latvia (both +13%) and Georgia (+10%). Western Europe (+4%) returned to growth following last year's flat figures (0%), driven by the recovery of France (+4%) and Belgium (+5%), while Germany, Switzerland (both +5%) and the Netherlands (+4%) also performed well this part of 2017.

### South Asia leads growth in Asia and the Pacific

In Asia and the Pacific international tourist arrivals were up 6% in the first four months of 2017, with sound results across all four subregions. South Asia (+14%) led growth this period, followed by Oceania (+7%), South-East Asia (+6%) and North-East Asia (+5%).

Strong results in South Asia were mostly due to double-digit growth in India (+16%), the subregion's top destination. In Oceania (+7%), New Zealand (+8%), Australia (+7%) and Fiji (+7%) reported solid growth, while in South-East Asia (+6%) results were driven by Vietnam (+31%), the Philippines (+13%), Indonesia and Cambodia (both +12%). Meanwhile, Singapore (+4%) and Thailand (+3%) also added to the subregion's growth, but at a more moderate pace. In North-East Asia (+5%), Japan continued to boost the subregion's results with a 17% increase in arrivals through May, as did Macao (China) with 14% growth. Hong Kong (China) reported 6% more arrivals this first part of the year, while data is still pending from mainland China. The Republic of Korea and Taiwan (China) both recorded a decline compared to the same four months last year.

### Strong results in South America and Central America

The Americas (+4%) continued to enjoy positive results in the first four months of 2017, mostly driven by South America (+7%) where it was the summer peak season in Southern Hemisphere destinations. Uruguay (+30%), Chile (+20%), Colombia (+18%) and Paraguay (+11%) all recorded double-digit growth, while Ecuador grew 7%. In Central America (+7%) results were particularly strong in April (+24%), due to the Easter holidays falling on that month. The subregion's growth was led by Nicaragua (+28%) and Guatemala (+16%). The Caribbean (+2%) recorded more mixed results this period. The Dominican Republic, the subregion's major destination, reported 7% more arrivals through May. Some smaller islands enjoyed double-digit growth, while others reported a decline. Data is still pending from Cuba but growth is expected to be strong. In North America (+3%), Mexico (+10%) and Canada (+7%) enjoyed robust results, while the United States has yet to report figures for this period.

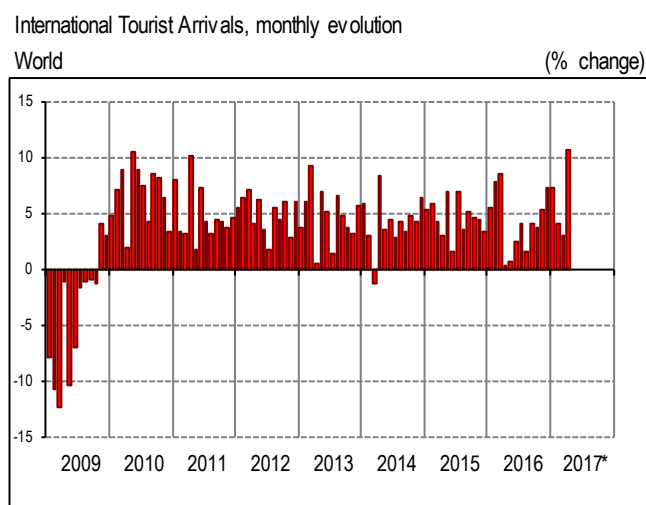
### North Africa drives recovery in Africa

Limited data for Africa points to a continued rebound this early part of 2017, with an estimated 8% increase in arrivals, led by North Africa (+18%). This is the result of the ongoing recovery of Tunisia (+33%) that had started in the second half of 2016. Morocco (+9%) also reported robust growth in the first four months of 2017. In Sub-Saharan Africa (+4%) the increase was more moderate, though based on a small number of reporting countries. Kenya recorded 11% growth in arrivals and Mauritius 6%, while top destination South Africa saw a modest 1% increase in the first four months of 2017. Smaller destination Seychelles (+20%) continued its rapid growth, though from lower base numbers.

### Strong rebound in the Middle East

In the Middle East (+10%) available data suggests a rebound in tourist arrivals after weaker results in 2016. Arrivals in Egypt (+51%) surged compared to the same period last year, in a strong recovery from the crisis in 2016. Improved security and promotional efforts contributed to this rebound. Palestine also recorded a remarkable 58% increase after two years of negative growth. Oman (+19%), Dubai (United Arab Emirates) and Lebanon (+13%) all recorded double-digit growth this period, while Jordan (+9%) and Qatar (+7%) posted solid results. Data is still pending from the region's largest destination Saudi Arabia.

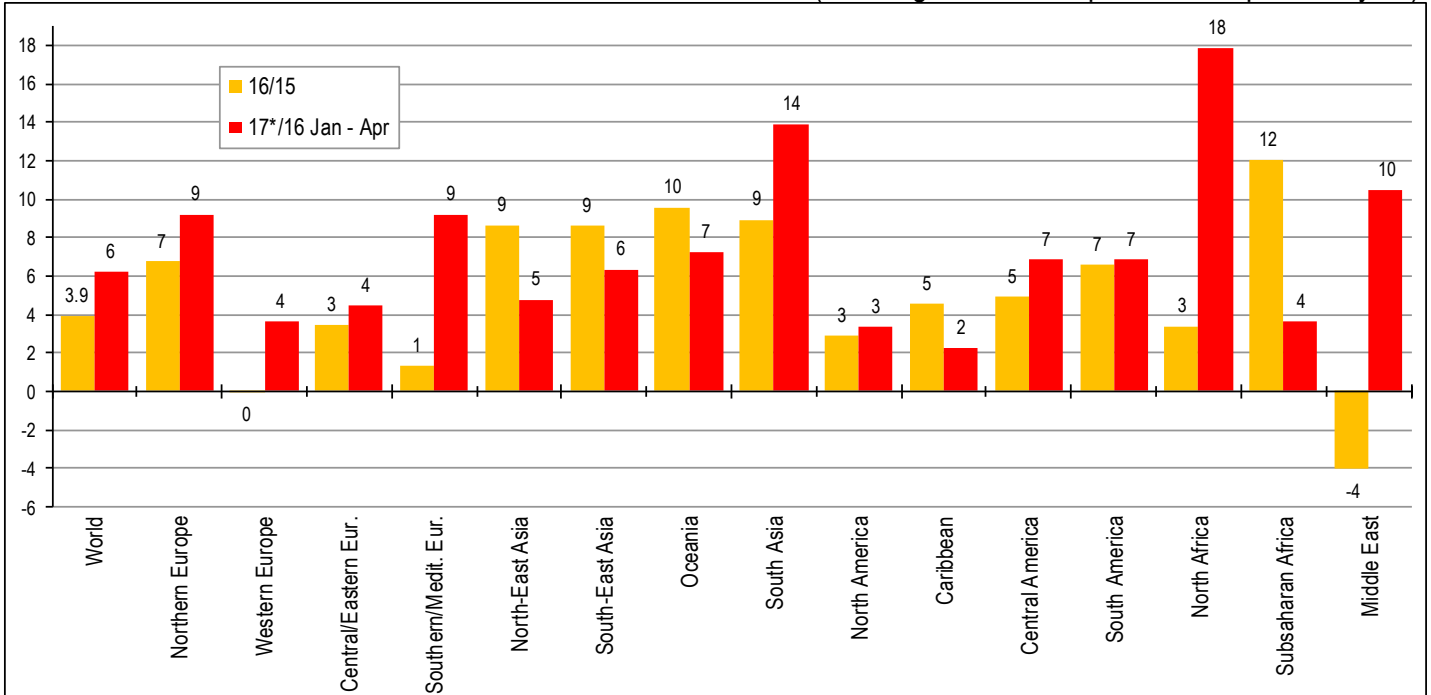
Note: All results presented in this issue are based on preliminary data as reported by the various destinations around the world and UNWTO estimates of still missing data. More complete information on the first half year of 2017 will be included in the next issue of the *UNWTO World Tourism Barometer* scheduled for August.



Source: World Tourism Organization (UNWTO) ©

International Tourist Arrivals

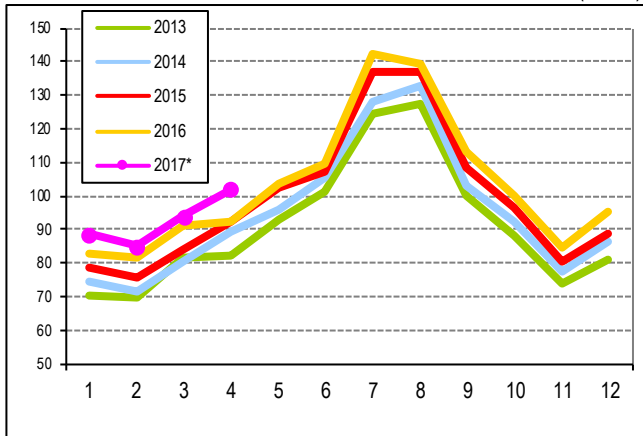
(% change over same period of the previous year)



Source: World Tourism Organization (UNWTO) ©

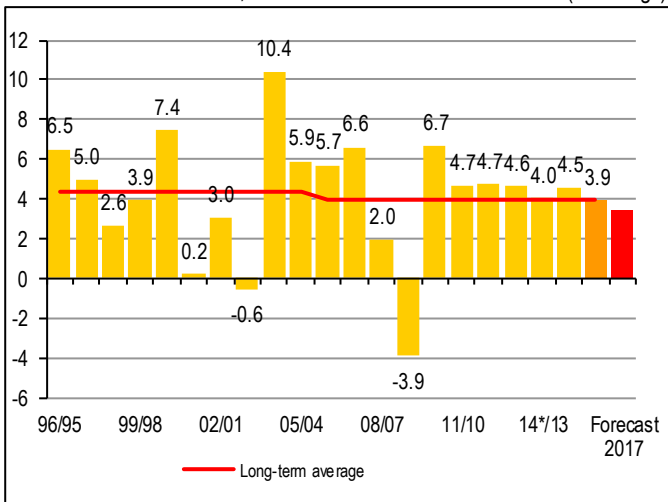
International Tourist Arrivals, monthly evolution

World (million)



Source: World Tourism Organization (UNWTO) ©

International Tourist Arrivals, World (% change)



Source: World Tourism Organization (UNWTO) ©

# UNWTO

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**13<sup>th</sup> TourMIS Users' Workshop  
&  
International Seminar on  
Residents' Attitudes towards Tourism**  
7-8 September 2017 • Vienna, Austria

We are happy to announce the *13th TourMIS Users' Workshop & International Seminar on Residents' Attitudes towards Tourism* taking place on September 7-8, 2017 at MODUL University Vienna. The seminar is jointly organized by European Cities Marketing, European Travel Commission, World Tourism Organization & MODUL University Vienna

**The 13th TourMIS Workshop** (day 1) offers training on how to use TourMIS ([www.tourmis.info](http://www.tourmis.info)), the marketing information-system for tourism managers, and provides participants with information on relevant methodologies to analyze tourism. The workshop mainly addresses analysts and marketers from tourism organizations.

**The International Seminar on Residents' Attitudes towards Tourism** (day 2) addresses an issue which is making its way to the top of the political agenda in a growing number of destinations. The aim is to understand the changing residents' attitudes towards the sharp growth of tourism seen in many destinations in recent years, but also to share best practices on how to address issues arising from this phenomenon. The seminar will gather a wide array of practitioners and academics ready to share their expertise.

For more information and registration, we invite you to visit [www.modul.ac.at/tourmis](http://www.modul.ac.at/tourmis)

We sincerely thank the Austrian National Tourist Office (ANTO) and the Vienna Tourist Board for sponsoring the event. We look forward to welcoming you in Vienna!



## Register now!

The 11<sup>th</sup> UNWTO/PATA Forum on  
**Tourism Trends and Outlook**  
*Sustainable Tourism: Beyond Being Green*

10-12 October, 2017  
Guilin, China

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

This year's forum will be organized under the theme of "SUSTAINABLE TOURISM: Beyond Being Green" to celebrate the 2017 International Year of Sustainable Tourism for Development.

The Guilin Forum provides an annual Pan-Asia-Pacific platform for policy makers, senior officials, researchers and industry representatives to take stock of global & regional trends and to better understand their potential impacts on tourism. The event, under the joint umbrella of the UNWTO and PATA, will allow participants to share information, analyse the current tourism situation and map out the next course of action for the future.

For more information please visit:

<http://asiapacific.unwto.org/event/11th-unwtopata-forum-tourism-trends-and-outlook>



THE HONG KONG  
POLYTECHNIC UNIVERSITY  
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SCHOOL OF HOTEL & TOURISM MANAGEMENT

Celebrating the 2017 International Year of Sustainable Tourism for Development

The 11th UNWTO/PATA Forum on  
**Tourism Trends and Outlook**  
*Sustainable Tourism: Beyond Being Green*

10-12 October 2017, Guilin, China

Register Now!



## International Tourist Arrivals by (Sub)region

	Full year										Share	Change		Monthly/quarterly data series									
												(percentage change over same period of the previous year)											
	2000	2005	2010	2011	2012	2013	2014	2015	2016*	2016*		15/14	16*/15	2017*	2016								
	(million)										(%)	(%)	YTD	Q1	Jan	Feb	Mar	Apr	Q1	Q2	Q3	Q4	
<b>World</b>	<b>674</b>	<b>809</b>	<b>953</b>	<b>998</b>	<b>1,045</b>	<b>1,093</b>	<b>1,137</b>	<b>1,189</b>	<b>1,235</b>	<b>100</b>	<b>4.5</b>	<b>3.9</b>	<b>6.2</b>	<b>4.7</b>	<b>7.2</b>	<b>4.0</b>	<b>2.9</b>	<b>10.6</b>	<b>7.3</b>	<b>1.2</b>	<b>3.1</b>	<b>5.3</b>	
Advanced economies <sup>1</sup>	424	470	516	541	562	588	622	653	685	55.4	5.0	4.9	5.9	4.4	8.5	3.4	1.8	9.7	8.2	2.7	4.1	6.5	
Emerging economies <sup>1</sup>	250	339	437	457	482	505	515	536	550	44.6	4.0	2.7	6.6	4.9	6.1	4.5	4.1	11.6	6.3	-0.9	1.6	4.0	
<i>By UNWTO regions:</i>																							
<i>Europe</i>	386.6	453.2	489.0	519.9	540.1	565.7	575.2	602.6	615.2	49.8	4.8	2.1	6.4	4.2	7.2	4.1	1.9	11.6	6.9	-0.7	0.7	4.4	
Northern Europe	44.8	59.9	62.8	64.5	65.6	67.2	70.8	75.4	80.2	6.5	6.5	6.4	9.2	6.2	10.7	1.2	6.6	16.8	11.0	3.6	6.3	8.1	
Western Europe	139.7	141.7	154.4	160.4	166.2	170.8	174.4	180.3	180.3	14.6	3.4	0.0	3.6	2.1	8.1	3.5	-3.6	7.9	5.6	-3.7	-2.2	4.6	
Central/Eastern Eur.	69.6	95.3	98.5	108.1	117.9	126.7	115.2	121.5	126.2	10.2	5.5	3.9	4.4	4.9	5.5	5.0	4.3	3.3	6.7	2.6	3.1	2.3	
Southern/Medit. Eur.	132.6	156.4	173.3	186.9	190.4	201.0	214.8	225.5	228.5	18.5	4.9	1.3	9.2	5.1	6.2	5.4	4.0	17.8	6.7	-1.4	0.1	4.3	
- of which EU-28	330.5	367.9	384.3	404.8	417.0	433.4	453.6	477.9	500.0	40.5	5.4	4.6	6.6	4.4	8.0	4.4	1.6	11.6	8.8	2.2	3.5	7.0	
<i>Asia and the Pacific</i>	110.4	154.1	208.1	221.6	237.8	254.1	269.5	284.1	308.7	25.0	5.4	8.7	6.3	5.8	9.4	3.4	4.6	7.7	9.6	8.4	10.2	6.6	
North-East Asia	58.3	85.9	111.5	115.8	122.8	127.0	136.3	142.1	154.3	12.5	4.3	8.6	4.8	5.1	9.3	2.7	3.4	3.9	8.9	8.6	10.3	6.8	
South-East Asia	36.3	49.0	70.5	77.7	84.7	94.3	97.0	104.2	113.2	9.2	7.4	8.6	6.4	5.5	7.5	3.2	5.6	9.2	10.6	8.7	9.9	5.3	
Oceania	9.6	10.9	11.4	11.5	11.9	12.5	13.3	14.3	15.6	1.3	7.6	9.6	7.3	4.7	13.5	-0.9	2.6	16.4	10.1	9.5	10.8	8.1	
South Asia	6.1	8.3	14.7	16.6	18.3	20.3	22.9	23.5	25.6	2.1	2.5	8.9	13.9	11.5	16.2	10.5	7.9	22.8	9.2	5.3	10.5	10.1	
<i>Americas</i>	128.2	133.3	150.1	155.7	162.6	167.6	181.9	192.7	199.9	16.2	5.9	3.8	4.1	2.6	3.6	2.7	1.5	9.1	6.9	0.4	4.5	3.5	
North America	91.5	89.9	99.5	102.2	106.4	110.2	120.9	127.5	131.2	10.6	5.5	2.8	3.4	2.1	1.7	1.9	2.7	7.0	4.9	-0.2	3.0	4.2	
Caribbean	17.1	18.8	19.5	20.0	20.6	21.1	22.3	24.1	25.2	2.0	8.1	4.7	2.3	1.0	1.4	1.0	0.6	6.4	7.2	3.1	5.0	2.4	
Central America	4.3	6.3	7.8	8.3	8.9	9.1	9.6	10.2	10.7	0.9	6.8	4.9	6.8	2.2	2.7	4.1	0.1	23.6	9.5	2.9	6.1	0.9	
South America	15.3	18.3	23.2	25.2	26.8	27.2	29.1	30.8	32.8	2.7	5.9	6.6	6.8	4.9	9.4	5.4	-1.7	15.9	11.6	-0.4	11.3	2.3	
<i>Africa</i>	26.2	34.8	50.4	50.1	52.3	54.7	55.0	53.4	57.8	4.7	-2.9	8.3	7.6	3.8	6.3	4.1	1.2	18.9	8.0	1.3	12.5	13.2	
North Africa	10.2	13.9	19.7	18.0	19.6	20.7	20.4	18.0	18.6	1.5	-12.0	3.5	17.8	15.8	11.2	17.7	18.1	22.9	-6.0	-9.7	12.1	13.2	
Subsaharan Africa	16.0	20.9	30.7	32.1	32.8	34.0	34.6	35.4	39.2	3.2	2.4	10.7	3.6	-0.4	4.7	-0.8	-5.3	17.0	14.0	7.6	12.8	13.2	
<i>Middle East</i>	22.4	33.7	55.4	50.3	51.8	51.0	55.4	55.9	53.6	4.3	0.8	-4.0	10.4	9.2	9.1	10.1	8.5	14.5	-1.0	-9.7	-8.3	3.9	

Source: World Tourism Organization (UNWTO) ©

(Data as collected by UNWTO June 2017)

<sup>1</sup> 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](http://www.imf.org/external/ns/cs.aspx?id=29).

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

## Outlook for International Tourist Arrivals

	2008	2009	2010	2011	2012	2013	2014	2015	2016*	average a year	projection 2017* (issued January)
	real, change										
	full year										
<b>World</b>	<b>2.0%</b>	<b>-3.9%</b>	<b>6.7%</b>	<b>4.7%</b>	<b>4.7%</b>	<b>4.6%</b>	<b>4.0%</b>	<b>4.5%</b>	<b>3.9%</b>	<b>3.9%</b>	<b>+3% and +4%</b>
Europe	0.3%	-5.1%	3.0%	6.3%	3.9%	4.7%	1.7%	4.8%	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%	8.7%	6.5%	+5% and +6%
Americas	2.7%	-4.9%	6.4%	3.7%	4.5%	3.0%	8.5%	5.9%	3.8%	3.8%	+4% and +5%
Africa	2.9%	4.5%	9.3%	-0.7%	4.5%	4.5%	0.7%	-2.9%	8.3%	4.7%	+5% and +6%
Middle East	20.0%	-5.4%	14.6%	-9.3%	3.0%	-1.5%	8.7%	0.8%	-4.0%	4.3%	+2% and +5%

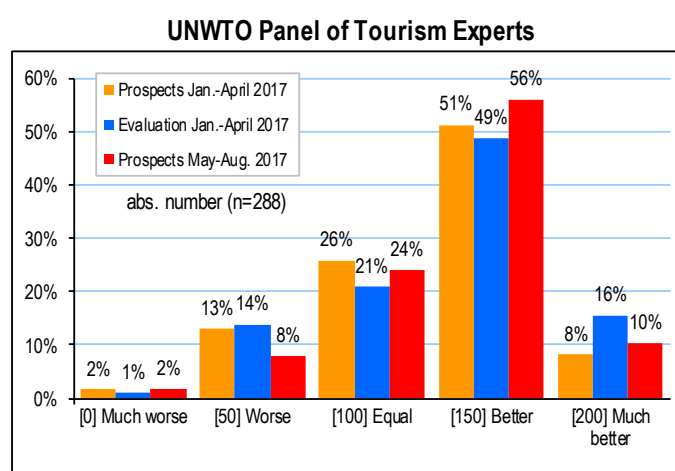
Source: World Tourism Organization (UNWTO) ©

(Data as collected by UNWTO June 2017)

## Evaluation by UNWTO's Panel of Tourism Experts

### Outlook for May-August 2017 hits highest score in a decade driven by Europe

Confidence in global tourism continues to rise according to the latest UNWTO Panel of Tourism Experts survey, led by particularly strong expectations in Europe. Respondents to the latest survey evaluated tourism performance in the first four months of 2017 with the highest score in twelve years and rather above their prospects expressed at the start of the period. The outlook for May-August is also the most optimistic in a decade.



Source: World Tourism Organization (UNWTO) ©

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

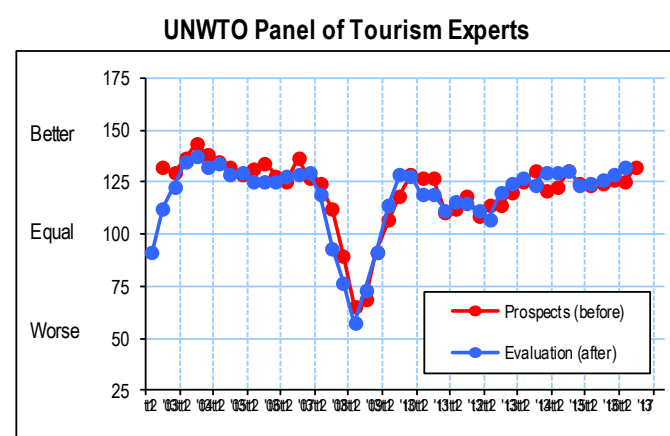
In their evaluation of the first four months of 2017, almost two thirds of the 288 members of UNWTO's Panel of Experts who responded to this edition's survey, judged tourism performance to have been 'better' or 'much better' (64%) than what they would reasonably expect for this time of the year, against 21% who indicated 'equal' performance and 15% 'worse' or 'much worse'.

Averaging these responses on a scale of 0 to 200, the Panel evaluated tourism performance in the period January-April 2017 with a score of 132, the highest evaluation since January-April 2005. An average value above 100 means that the number of participants who evaluate the situation as 'better' or 'much better' outnumber those who perceive it as 'worse' or 'much worse'.

The evaluation of the period January-April quite exceeded the prospects expressed at the start of the period. Back in January, 59% of respondents expected 'better' or 'much better' performance than what they would reasonably expect for this time of the year, against 26%

'equal' and 15% 'worse' or 'much worse'. Averaged, this resulted in a score of 126, exceeded by 6 points in their evaluation for this period.

Experts also show strong confidence in the next four months (May-August), the period that includes the peak tourism season in the majority of the world's major tourism destinations and source markets. Two thirds expect 'better' or 'much better' performance and only 10% 'worse' or 'much worse'. Their prospects result in an average score of 133, one point above to their evaluation of January-April and the highest in a decade, since May-August 2007. Compared to the evaluation of the period January-April, responses are more concentrated around 'better' and less spread out over the five categories.



Source: World Tourism Organization (UNWTO) ©

### Evaluation of the four-month period January-April 2017

UNWTO's Panel of Experts gave tourism performance in January-April 2017 an overall rating of 132, the highest score in twelve years, since January-April 2005. This is in line with the overall strong results in international tourism reported for the first four months of the year. The score was also 6 points above the expected performance at the beginning of the period (126) and 3 points above the evaluation of September-December 2016.

Advanced economy experts (137) rated the period with one of the highest scores in the historical series, and much more positively than those from emerging economies (125). This was largely because of the positive evaluations from Europe. The evaluation from emerging economies was weighed down by the weaker performance in some markets in Asia and the Pacific and the Americas.

By region, the highest scores for January-April came from experts in Europe (144), reflecting the solid growth in arrivals despite the continued security concerns. The evaluation is a remarkable 19 points above their score for

prospects expressed four months ago. The Middle East (131) and Africa (129) both rated the performance of this period better than initially expected, consistent with the ongoing rebound in arrivals in both regions. Meanwhile, experts in the Americas rated the performance of this period at 125, 6 points below their expectations at the beginning of the year. Asia and the Pacific (119) also evaluated these four months less favourably than initially expected (123). Global operators evaluated the first four months of 2017 with a score of 107, lower than their rather cautious expectations (111) four months ago.

As in most previous surveys, the public sector (134) evaluated the January-April 2017 period slightly more positively than the private sector (131).

The highest scores by activity came from Transport and Destinations. The Transport sector in particular was very satisfied with performance in the past four months, rating it at 140, a remarkable 54 points higher than their prospects at the start of the period in January (86). Destinations gave the period January-April a score of 139, 3 points above their prospects in January (136). Tour Operators (133) and the Accommodation & Catering sector (132) followed, ahead of Consultancy, Research and Media (130). General Industry Bodies & Other (120) also turned in favourable evaluations for the first four months of 2017, yet below the average.

### ***Outlook for the four-month period May-August 2017***

Results show that experts are remarkably optimistic about the May-August period, which includes the summer peak season in most Northern Hemisphere destinations and source markets. Responses resulted in an overall score of 133 for prospects, the highest in a decade, since the same four-month period in pre-crisis year 2007. It also just exceeds the evaluation of January-April. The strong sentiment is positive among all regions and activities.

Expectations in advanced economies (135) resulted in the highest score since May-August 2004, reflecting considerable optimism. It was also above the evaluation by emerging economies (129).

By region, experts from Europe (142) are the most optimistic about May-August, with a score 18 points higher than their prospects for the January-April period (125) and the highest prospects recorded in any period since the start of the survey in 2003. This reflects the high expectations for the summer peak season in most European destinations. Experts in the Middle East (142) are also much more positive about the coming four months than in previous periods, rating the prospects 17 points higher than the prospects for the January-April period. African experts are also more optimistic about May-August (133), than they were about the first four months (126). Respondents from the Americas (125) also remain confident, though lesser so than four months ago (131). In Asia and the Pacific (123), the market sentiment is positive too, but continues to be lower than in previous years.

Global operators rated the prospects for the coming four months surprisingly restrained with an almost neutral score of 103, i.e. expecting neither improvement nor worsening of the current situation.

The outlook for May-August 2017 of the private sector (133) just exceeds that of the public sector (132), which is unusual as generally the public sector tends to be more upbeat than the private sector in both evaluations and prospects.

By activity, the ratings are predominantly positive, ranging from a high of 140 for Tour Operators & Travel Agencies to a low of 120 of General Industry Bodies, which are more cautiously optimistic. Consultancy, Research & Media and the Accommodation sector (both 134), Destinations (133), and Transport (130) are all very confident.

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

#### **The UNWTO Tourism Confidence Index**

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

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

#### **How to read this data**

For the UNWTO *Tourism Confidence Index* members of the UNWTO Panel of Tourism Experts are asked once every four months by email to answer the following two simple questions:

- *What is your assessment of tourism performance in your destination or business for the four months just ended (or about to end) as against what you would reasonably expect for this time of year?*
- *What are the tourism prospects of your destination or business in the coming four months compared with what you would reasonably expect for this time of year?*

Participants should select one of the following five options: much worse [0]; worse [50], equal [100]; better [150], much better [200]. Results are averaged and broken down by region and by activity. A value above 100 means that the number of participants who evaluate the situation as "better" or "much better", outnumber the participants who reply "worse" or "much worse".

In addition, participants are also invited to include a qualitative assessment in their own words. The analysis contained in the *UNWTO World Tourism Barometer* is in large part based on their comments.

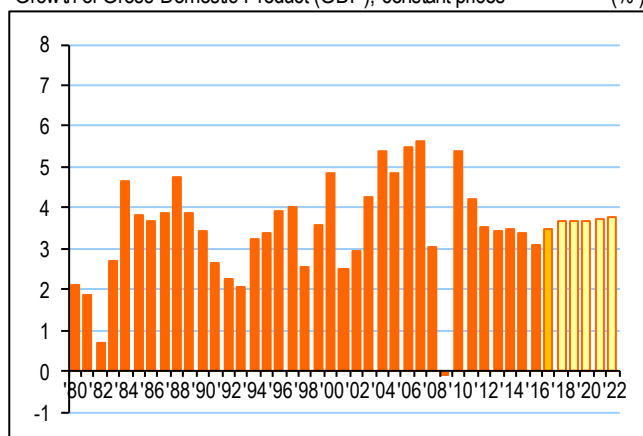
## The economic environment

### Global economy gaining momentum, for now

In its April 2017 edition of the *World Economic Outlook* (WEO), the International Monetary Fund (IMF) projects the global economy to grow at a pace of 3.5% in 2017 and 3.6% in 2018, up from 3.1% in 2016. Buoyant financial markets and a long-awaited cyclical recovery in manufacturing and trade support this forecast, but persistent structural problems such as low productivity growth and income inequality continue to hold back a stronger recovery. Activity is expected to pick up in emerging market and developing economies as conditions in commodity exporters gradually improve. In the group of advanced economies the improvement is primarily driven by higher projected growth in the United States.

#### World

Growth of Gross Domestic Product (GDP), constant prices (%)



Source: International Monetary Fund

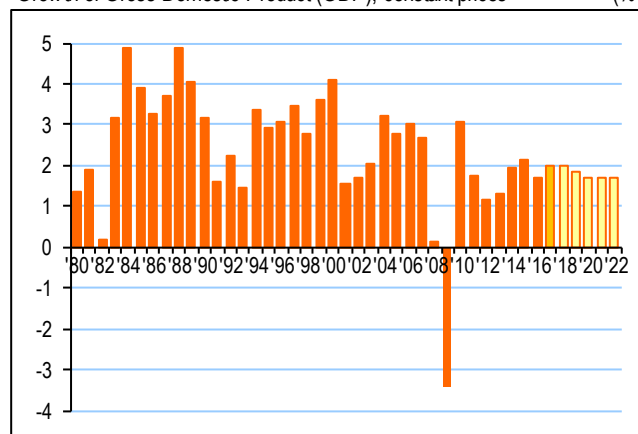
### Cyclical recovery in investment, manufacturing and trade

- Economic growth is projected at 3.5% worldwide in 2017, after 3.1% in 2016, with global activity picking up thanks to a long-awaited cyclical recovery in investment, manufacturing, and trade. Much of the projected pickup is expected to stem from stronger activity in emerging market and developing economies.
- In advanced economies growth is forecast at 2.0% in 2017, up from 1.7% in 2016, driven primarily by higher projected growth in the United States, while the outlook has also improved for Europe and Japan based on the recovery in manufacturing and trade that started in the second half of 2016.
- Improved prospects for the United States (+2.3% in 2017) reflect expectations of a fiscal policy easing, which has contributed to a stronger US dollar and higher interest rates. This coupled with an increase in

confidence based on strong job creation, more disposable income and robust consumer spending, could reinforce the cyclical momentum. US firms grew more confident about future demand, and inventories started contributing positively to growth.

#### Advanced economies

Growth of Gross Domestic Product (GDP), constant prices (%)



Source: International Monetary Fund

- The euro area is projected to grow 1.7% in 2017, with activity stronger than expected in Germany (+1.6% in 2017) and Spain (+2.6%) as a result of strong domestic demand. France is forecast to expand by 1.4% this year. Nevertheless, the cyclical recovery in output, employment and inflation remains incomplete in parts of Europe, under a large burden of nonperforming loans.
- Growth is expected to remain solid in the United Kingdom (+2.0% in 2017), where spending proved resilient in the aftermath of the June 2016 referendum in favour of leaving the European Union (Brexit).
- In Japan projections point to 1.2% growth in 2017, after 1.0% in 2016, thanks to strong net exports, partly the result of a weaker yen.

### Recovery in commodity prices to support emerging market economies

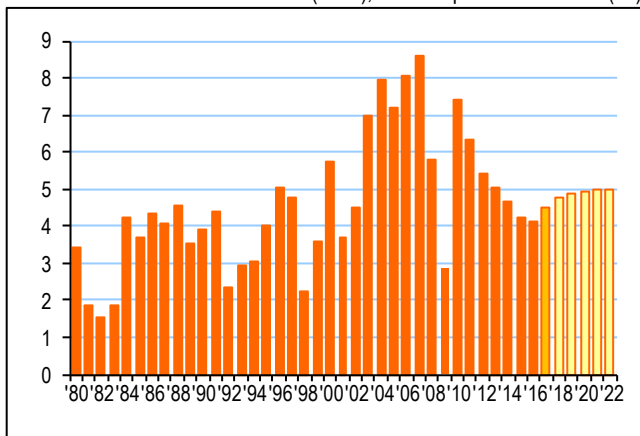
- Activity is projected to pick up in emerging market and developing economies to 4.5% in 2017, after 4.1% in 2016, as conditions in commodity exporters gradually improve, supported by the partial recovery in commodity prices. Performance across individual economies is expected to be uneven.
- Output in China is projected to remain strong (+6.6% in 2017), reflecting continued policy support, in the context of a transition to a more sustainable pattern of growth, more consumption and services-based, and less reliant on investment and credit growth.
- In India GDP growth is expected to rise to 7.2% in 2017, after 6.8% in 2016.
- In Brazil, the recession may have turned a corner, with 0.2% growth projected for 2017, after -3.2% in 2016,

while in the Russian Federation (+1.4% in 2017) some recovery is expected, following the recent downturn.

- The threat of deepening geopolitical tensions persists in some economies, especially the Middle East and North Africa.
- Commodity exporters account for most of the projected pickup in emerging market and developing economies in 2017–19, although their projected recovery is relatively modest for the decline seen over the past five years.

#### Emerging market and developing countries

Growth of Gross Domestic Product (GDP), constant prices (%)

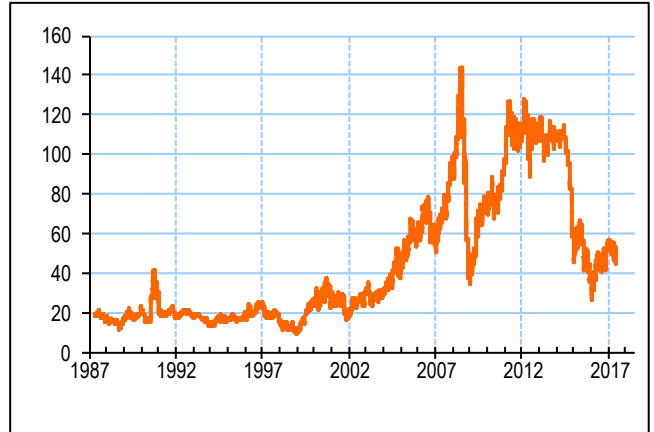


Source: International Monetary Fund

#### Growth momentum to continue in 2018

- Global activity is forecast to edge up to 3.6% in 2018, with some differences in the forces that shape the outlook in advanced and emerging market and developing economies.
- Financial markets expect continued policy support in China and fiscal expansion and deregulation in the United States, though structural problems such as low productivity growth and high income inequality are increasing pressures for inward-looking policies in some advanced economies, which could threaten global economic integration, according to IMF.
- The group of advanced economies is expected to grow 2.0% in 2018, as the United States (+2.5%) gathers steam from the projected expansionary fiscal policy. In Europe (+1.7% in the euro area), the cyclical recovery will help keep growth modestly above potential in the next few years, though aging populations and weak productivity could restrain growth.
- Projections are higher for emerging market and developing economies (+4.8% in 2018), though the adjustment to lower commodity prices remains a key influence on the outlook, especially for countries that rely heavily on energy or metal exports.

Price Crude Oil Brent (US\$ per barrel)



Source: US Department of Energy, Energy Information Administration

Global economic information available from the *World Economic Outlook* (WEO), a survey by the International Monetary Fund (IMF) staff published twice a year in spring and autumn, with occasional interim updates. It presents IMF staff economists' analyses of global economic developments and addresses topics of pressing current interest.

The full April 2017 *World Economic Outlook* report is available at: [www.imf.org/external/ns/cs.aspx?id=29](http://www.imf.org/external/ns/cs.aspx?id=29).

See full tables with GDP growth and unemployment projections on pages 30-33 of the Statistical Annex.

#### GDP growth measurement, methodological note

IMF estimates growth rates on the basis of GDP in purchasing power parity (PPP). This is done because the purchasing power of a US dollar varies from one economy to another. As a US dollar usually buys rather more goods and services in emerging economies, their GDP is more strongly weighted in the aggregate, in general resulting in a higher overall growth rate as emerging economies tend to grow faster. For instance, at market value the weight of the United States is 25% and of China 15% in 2015, while at PPP their weights are respectively 16% and 18%.



# 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.

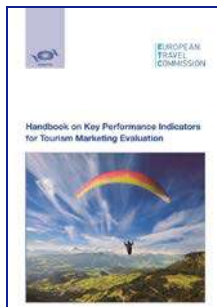
Available in English, with the Statistical Annex also available in French, Spanish and Russian.



## Handbook on Key Performance Indicators for Tourism Marketing Evaluation

This Handbook developed by UNWTO and the European Travel Commission (ETC) provide a comprehensive overview of current strategies and best practices with regard to, among others, product development, destinations, e-marketing and marketing evaluation, complemented with case studies and best practice recommendations.

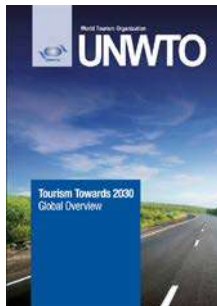
Available in English.



## 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

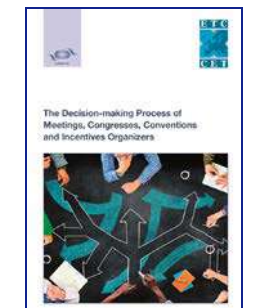
This series of Marketing Handbooks developed by UNWTO and the European Travel Commission (ETC) addresses key components of the marketing and promotion of tourism destinations. The handbooks provide a comprehensive overview of current strategies and best practices with regard to, among others, product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

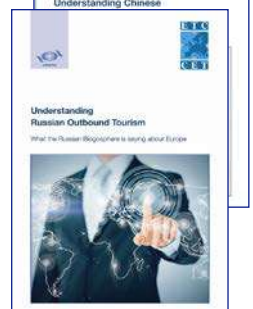
Available in English.



- 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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