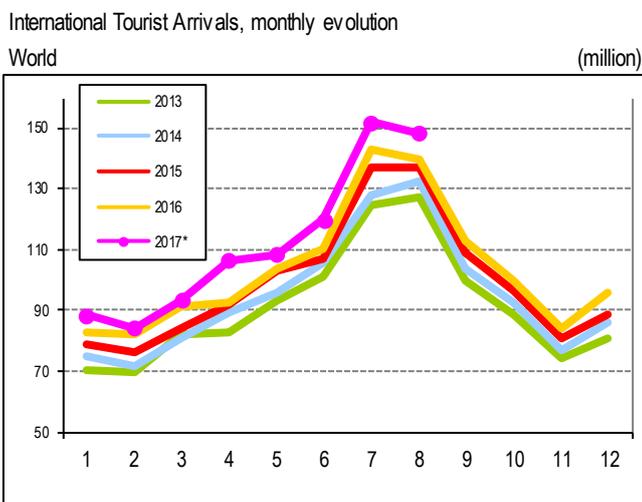




International tourism on track for a record year

Demand for international tourism remained strong during the Northern Hemisphere summer peak season. International tourist arrivals in July and August totalled over 300 million for the first time ever as reported in this issue of the *UNWTO World Tourism Barometer*. Many destinations reported double-digit growth, in particular in the Mediterranean.



Source: World Tourism Organization (UNWTO) ©

Between January and August 2017, destinations worldwide welcomed 901 million international tourist arrivals (overnight visitors), 56 million more than in the same period of 2016. This corresponds to a robust 7% increase, well above the growth of previous years. With upbeat prospects for the remaining months of the year, 2017 is set to be the eighth consecutive year of continued solid growth for international tourism.

Results reflect the sustained growth in many destinations combined with the recovery of those suffering from security challenges in recent years.

By UNWTO regions, growth was strongest in Africa (+9%) and Europe (+8%), followed by Asia and the Pacific (+6%), the Middle East (+5%) and the Americas (+3%).

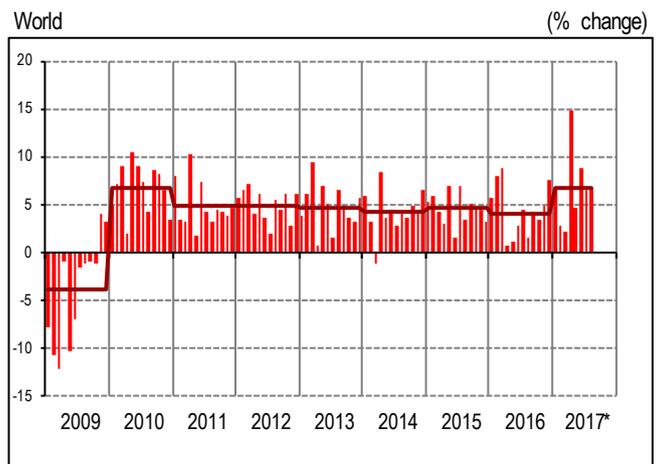
This strong performance is confirmed by experts from around the world surveyed for the UNWTO Confidence Index, who evaluated the May-August period very positively. Prospects for the last four months of 2017 remain also buoyant according to the experts consulted.

“Tourism is a major economic engine and employment generator, contributing to the improvement of livelihoods of millions of people around the world” stated UNWTO Secretary-General Taleb Rifai in London, ahead of the World Travel Market.

“As we draw to the end of the International Year of Sustainable Tourism for Development, we must reflect on how to

manage tourism in a responsible and sustainable way beyond 2017. Maximizing the social and economic benefits of tourism while minimizing any negative impacts on host communities and the environment should remain at the forefront of our efforts in the years to come, with policy-makers, companies and travelers all contributing to this shared objective,” Mr. Rifai added.
[to be continued on page 5]

International Tourist Arrivals, monthly evolution



Source: World Tourism Organization (UNWTO) ©

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Statistical Annex

Annex-1 to Annex-27

This issue of the *UNWTO World Tourism Barometer* and the accompanying Statistical Annex include an analysis of preliminary results for international tourism for the first eight months of 2016 based on arrivals and receipts data reported by destinations around the world, as well on international tourism expenditure data for source markets around the world.

This release is available only in electronic format. The full document can be downloaded free of charge for members and subscribed institutions through the UNWTO eLibrary at www.e-unwto.org/toc/wtobarometereng/current. The release is available in English only, while the Statistical Annex is provided in four languages through the UNWTO eLibrary at:
English version: www.e-unwto.org/content/w83v37
French version: www.e-unwto.org/content/t73863
Spanish version: www.e-unwto.org/content/rn1422
Russian version: www.e-unwto.org/content/j62835

The *UNWTO World Tourism Barometer* is a publication of the World Tourism Organization (UNWTO). By monitoring short-term tourism trends on a regular basis, UNWTO aims to provide all those involved, directly or indirectly, in tourism with adequate up-to-date statistics and analysis in a timely fashion.

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

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

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

We welcome your comments and suggestions at barom@unwto.org, tel.: +34 915678198 / fax: +34 915713733.



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

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

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

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



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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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International Tourist Arrivals by (Sub)region

	Full year							Share 2016*	Change		Monthly/quarterly data series (percentage change over same period of the previous year)											
	2000	2005	2010	2013	2014	2015	2016*		15/14	16*/15	2017*								2016			
	(million)								(%)	(%)	YTD	Q1	Q2	Apr	May	Jun	Jul	Aug	Q1	Q2	Q3	Q4
World	674	809	953	1,094	1,138	1,190	1,237	100	4.6	3.9	6.6	3.8	9.2	14.9	4.5	8.8	6.5	6.6	7.5	1.5	3.3	5.2
Advanced economies ¹	424	470	517	589	623	653	685	55.4	4.9	4.8	5.8	4.2	8.4	16.6	3.0	7.2	4.5	4.2	8.3	2.8	4.2	6.0
Emerging economies ¹	250	339	437	505	516	537	552	44.6	4.1	2.8	7.7	3.3	10.1	12.8	6.6	11.1	9.6	10.2	6.7	-0.3	2.0	4.3
<i>By UNWTO regions:</i>																						
<i>Europe</i>	386.6	453.2	489.0	566.4	576.1	603.3	617.6	49.9	4.7	2.4	8.2	3.9	11.2	18.4	5.2	11.4	8.4	7.4	7.4	-0.3	1.1	4.9
Northern Europe	44.8	59.9	62.8	67.2	70.8	75.4	80.0	6.5	6.5	6.1	6.1	7.8	8.1	16.9	2.8	6.6	2.7	3.8	10.1	2.8	5.5	7.3
Western Europe	139.7	141.7	154.4	171.5	175.3	181.4	181.5	14.7	3.5	0.0	6.6	2.1	12.2	30.5	0.1	10.8	4.7	4.1	6.3	-3.0	-1.6	5.3
Central/Eastern Eur.	69.6	95.3	98.5	126.7	115.2	121.4	125.9	10.2	5.4	3.7	4.0	1.8	4.8	5.3	3.2	5.8	4.3	5.4	6.5	2.4	3.1	2.1
Southern/Medit. Eur.	132.6	156.4	173.3	201.0	214.8	225.1	230.2	18.6	4.8	2.3	12.3	5.7	14.8	17.9	11.0	16.2	15.1	11.6	7.9	-0.6	0.9	5.4
- of which EU-28	330.5	367.9	384.3	433.4	453.6	477.5	499.6	40.4	5.3	4.6	7.7	5.0	11.1	20.4	4.7	10.3	6.7	5.5	8.6	2.1	3.4	6.9
<i>Asia and the Pacific</i>	110.4	154.1	208.2	254.2	269.5	284.0	306.3	24.8	5.4	7.8	5.6	6.0	6.1	7.9	4.6	5.8	3.4	5.5	9.5	8.4	9.5	6.2
North-East Asia	58.3	85.9	111.5	127.0	136.3	142.1	154.3	12.5	4.3	8.6	2.9	5.3	2.3	4.1	2.0	0.6	0.2	0.9	8.9	8.6	10.3	6.8
South-East Asia	36.3	49.0	70.5	94.3	97.0	104.2	111.1	9.0	7.4	6.6	8.1	6.0	9.5	10.5	6.8	11.3	7.4	11.0	10.1	8.0	9.5	5.3
Oceania	9.6	10.9	11.5	12.6	13.3	14.3	15.6	1.3	7.3	9.5	7.4	4.8	11.5	16.5	7.8	9.8	4.8	8.2	9.9	9.4	10.6	8.0
South Asia	6.1	8.3	14.7	20.3	22.9	23.4	25.2	2.0	2.3	7.6	10.3	9.9	13.7	17.5	10.2	13.4	4.9	8.1	10.3	9.0	3.5	5.5
<i>Americas</i>	128.2	133.3	150.1	167.6	181.9	192.7	199.6	16.1	5.9	3.6	3.3	1.2	6.1	13.1	1.0	4.4	1.9	3.0	7.0	0.6	4.6	2.0
North America	91.5	89.9	99.5	110.2	120.9	127.5	130.7	10.6	5.5	2.4	2.1	0.1	4.6	11.7	-1.1	3.9	0.6	1.9	5.0	0.0	3.1	1.9
Caribbean	17.1	18.8	19.5	21.1	22.3	24.1	25.2	2.0	8.1	4.8	4.4	1.0	8.0	10.5	5.6	7.4	4.7	5.8	7.2	3.2	5.0	2.3
Central America	4.3	6.3	7.8	9.1	9.6	10.2	10.7	0.9	6.8	4.9	3.7	0.8	10.1	26.0	2.8	1.7	0.1	0.2	9.6	2.9	6.4	0.6
South America	15.3	18.3	23.2	27.2	29.1	30.8	32.9	2.7	5.9	6.9	6.7	4.5	10.2	17.0	7.3	5.8	6.7	7.0	11.9	0.0	11.7	2.7
<i>Africa</i>	26.2	34.8	50.4	54.7	55.0	53.4	57.7	4.7	-2.9	8.0	8.7	5.3	10.8	17.0	6.2	9.3	8.6	11.7	7.4	1.0	11.8	12.8
North Africa	10.2	13.9	19.7	20.7	20.4	18.0	18.6	1.5	-12.0	3.5	14.9	15.8	15.5	22.9	9.9	13.9	10.1	18.4	-6.0	-9.7	12.1	13.2
Subsaharan Africa	16.0	20.9	30.7	34.0	34.6	35.4	39.1	3.2	2.4	10.3	5.4	1.5	8.5	14.2	4.4	7.1	7.3	6.7	13.2	7.3	11.6	12.6
<i>Middle East</i>	22.4	33.7	55.4	50.8	55.9	57.0	55.6	4.5	2.0	-2.4	4.8	-1.7	10.9	23.6	5.3	2.2	7.3	7.0	0.1	-8.4	-6.5	5.5

Source: World Tourism Organization (UNWTO) ©

(Data as collected by UNWTO October 2017)

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

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



2017 International Year of Sustainable Tourism for Development

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

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

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

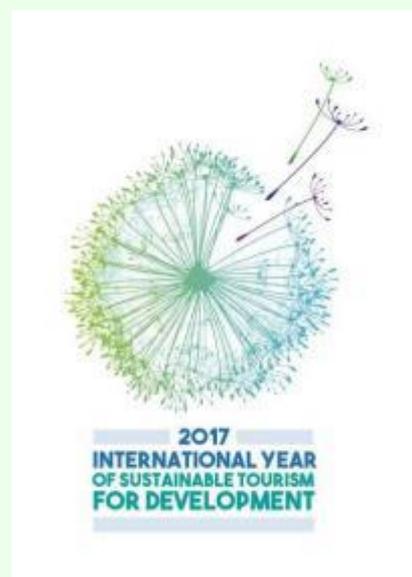
The #IY2017 will promote tourism's role in the following five key areas:

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

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

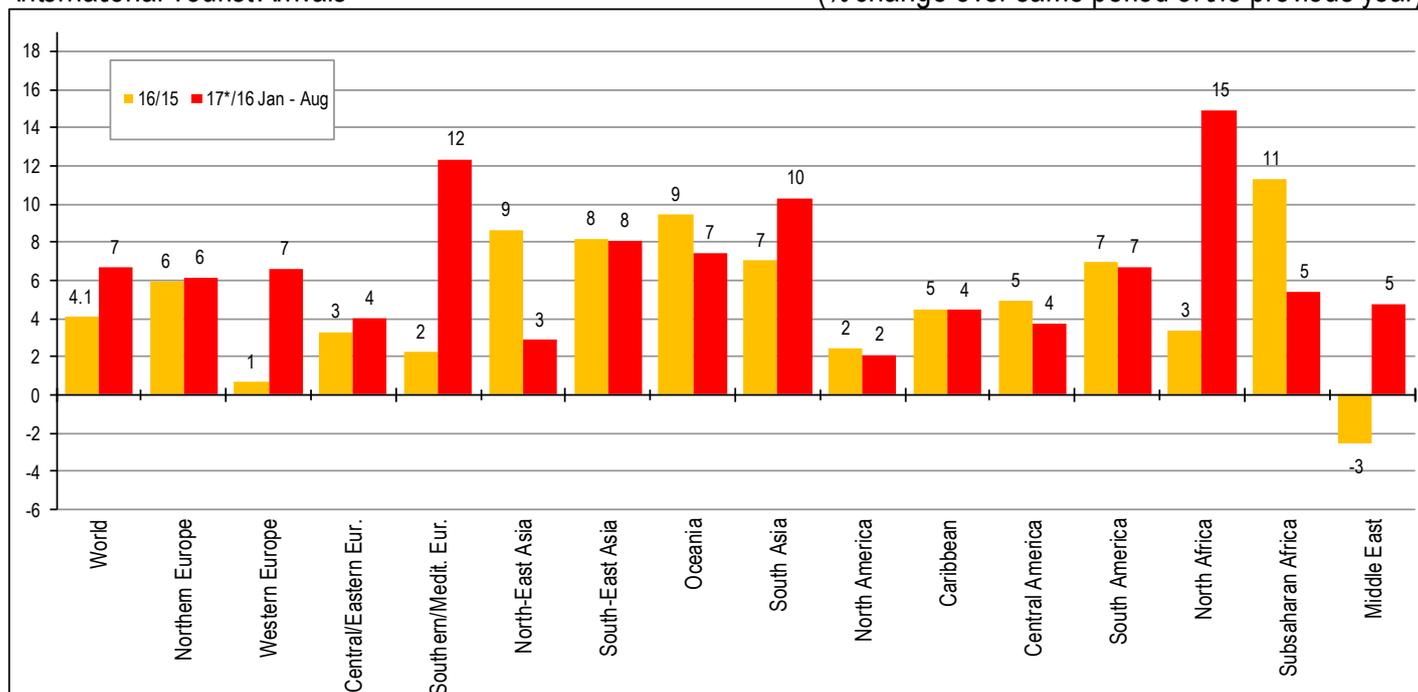
For more information and to join the celebrations of the International Year of Sustainable Tourism for Development, please visit:

tourism4development2017.org



International Tourist Arrivals

(% change over same period of the previous year)



Source: World Tourism Organization (UNWTO) ©

Outlook for International Tourist Arrivals

	2008	2009	2010	2011	2012	2013	2014	2015	2016*	2017*	average a year	projection 2017* (issued January)
	real, change										2005-2016	between
	full year					Jan.-Aug.					2005-2016	between
World	2.0%	-3.9%	6.7%	4.7%	4.7%	4.6%	4.1%	4.6%	3.9%	6.6%	3.9%	+3% and +4%
Europe	0.3%	-5.1%	3.0%	6.4%	3.9%	4.8%	1.7%	4.7%	2.4%	8.2%	2.9%	+2% and +3%
Asia and the Pacific	1.4%	-1.4%	13.4%	6.5%	7.3%	6.8%	6.0%	5.4%	7.8%	5.6%	6.4%	+5% and +6%
Americas	2.7%	-4.9%	6.4%	3.7%	4.5%	3.0%	8.5%	5.9%	3.6%	3.3%	3.7%	+4% and +5%
Africa	2.9%	4.5%	9.3%	-0.7%	4.6%	4.5%	0.6%	-2.9%	8.0%	8.7%	4.7%	+5% and +6%
Middle East	20.0%	-5.4%	14.6%	-9.3%	2.6%	-1.5%	9.9%	2.0%	-2.4%	4.8%	4.7%	+2% and +5%

Source: World Tourism Organization (UNWTO) ©

(Data as collected by UNWTO October 2017)

[Continuation from page 1]

Regional Results

In Europe (+8%), international arrivals rebounded in both Southern and Mediterranean Europe (+12%) and Western Europe (+7%) following a weak 2016. Arrivals grew by 6% in Northern Europe and by 4% in Central and Eastern Europe between January and August 2017.

Africa (+9%) recorded the fastest growth of all five regions, thanks to the strong rebound in North Africa (+15%) and the sound results of Sub-Saharan Africa (+5%).

South Asia (+10%) led growth in Asia and the Pacific (+6%), followed by South-East Asia (+8%) and Oceania (+7%), while results in North-East Asia (+3%) were rather mixed.

Most destinations in the Americas (+3%) continued to enjoy positive results, led by South America (+7%), followed by Central America and the Caribbean (both +4%). In North America (+2%), robust results in Mexico and Canada contrast with a decrease in the United States, the region's largest destination.

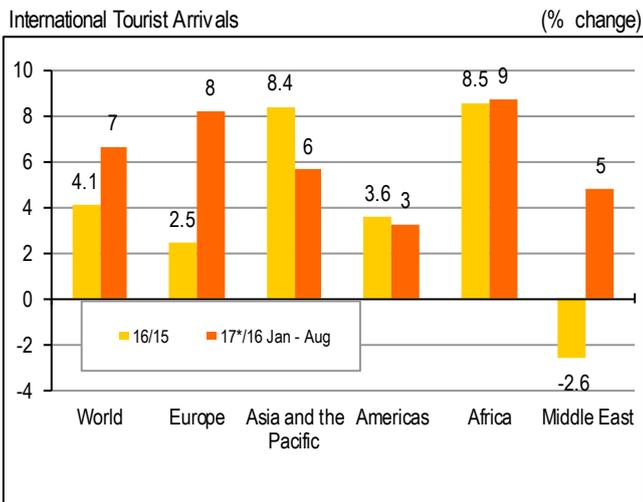
Results in the Middle East (5%) are mixed, with some destinations strongly rebounding from negative growth in previous years, while others reported declines through August.

Strong outbound demand from major source markets, rebound from Russia and Brazil

Inbound visitor growth across world destinations was fuelled by strong outbound demand from the majority of source markets.

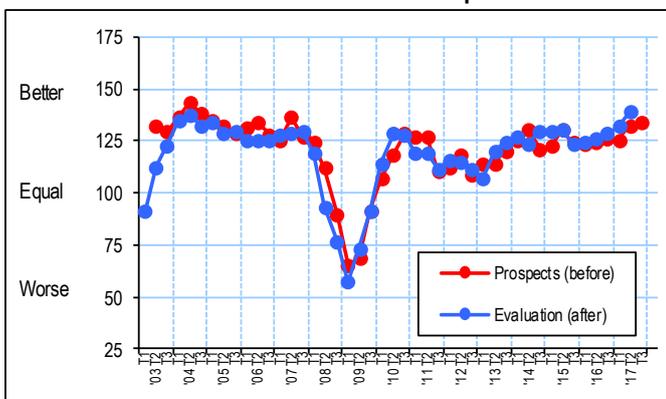
Among the top 10 markets, international tourism expenditure grew fastest in China (+19%), the Republic of Korea (+12%), the United States (+8%) and Canada (+7%). Expenditure from Germany, the United Kingdom, Australia, Italy and Hong Kong (China) grew between 3% and 5%, while France reported a modest 1% increase.

Worth noting beyond the top 10 source markets is the significant recovery in demand from the Russian Federation (+27%) and Brazil (+35%) after a few years of declines in tourism expenditure abroad.



Source: World Tourism Organization (UNWTO) ©

UNWTO Panel of Tourism Experts



Source: World Tourism Organization (UNWTO) ©

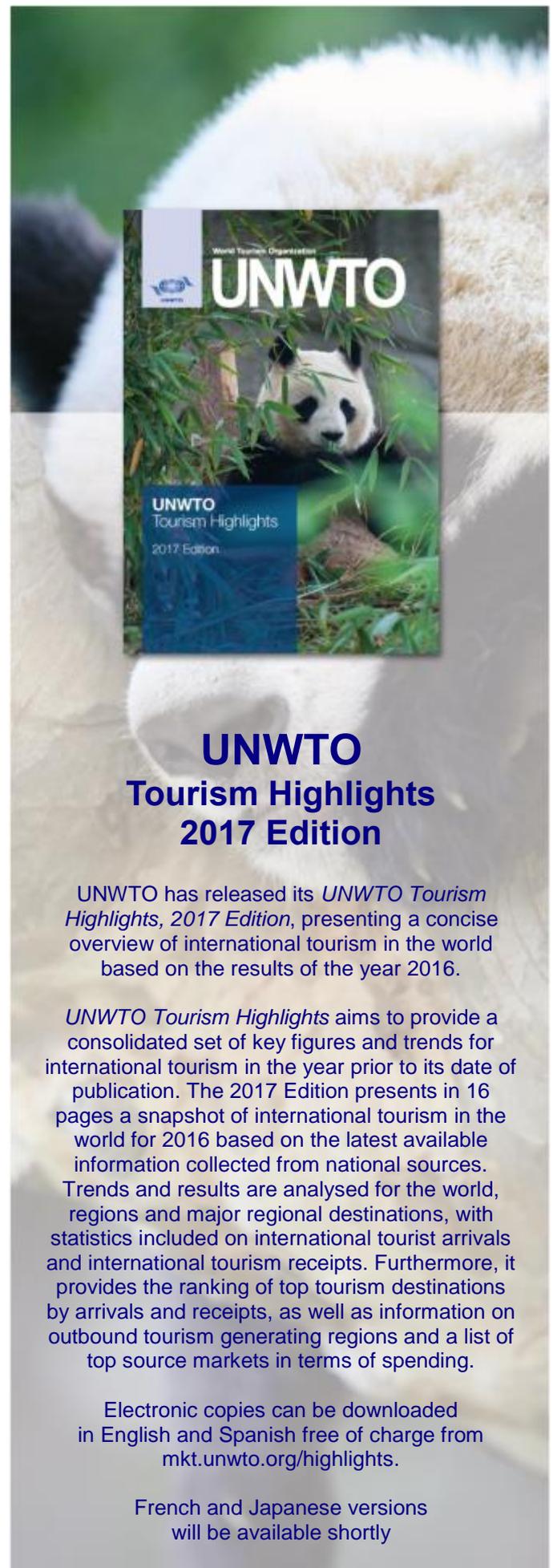
[See also on pages 7-18 and the Statistical Annex for data tables and graphs]

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.

For more information on the *UNWTO World Tourism Barometer*, please refer to the Facts & Figures section on the UNWTO website at mkt.unwto.org.

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UNWTO Tourism Highlights 2017 Edition

UNWTO has released its *UNWTO Tourism Highlights, 2017 Edition*, presenting a concise overview of international tourism in the world based on the results of the year 2016.

UNWTO Tourism Highlights aims to provide a consolidated set of key figures and trends for international tourism in the year prior to its date of publication. The 2017 Edition presents in 16 pages a snapshot of international tourism in the world for 2016 based on the latest available information collected from national sources. Trends and results are analysed for the world, regions and major regional destinations, with statistics included on international tourist arrivals and international tourism receipts. Furthermore, it provides the ranking of top tourism destinations by arrivals and receipts, as well as information on outbound tourism generating regions and a list of top source markets in terms of spending.

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

French and Japanese versions will be available shortly

Inbound tourism: short-term trends 2017

Strength continues during the Northern Hemisphere summer peak season

Based on data reported so far by destinations around the world, it is estimated that international overnight visitors worldwide grew close to 7% in January-August 2017 compared to the same period last year, well above the sustained and consistent trend of 4% or higher growth since 2010. This preliminary figure represents the strongest growth in seven years and reflects robust demand for international travel in the first eight months of 2017.

By UNWTO regions, growth was strongest in Africa (+9%) and Europe (+8%), followed by Asia and the Pacific (+6%), the Middle East (+5%) and the Americas (+3%).

A total of 142 countries (out of 220) have so far reported data on international tourist arrivals (overnight visitors) for at least three and up to nine months for the period January through September 2017. Of these, 119 countries (84%) reported an increase in arrivals, with 64 (45%) reporting double-digit growth, while 23 countries (16%) posted a decrease. A total of 134 countries have reported results for at least the first half of 2017, of which 87 through August.

Based on this sample of destinations, it is estimated that destinations worldwide received 901 million international tourist arrivals between January and August 2017, up 56 million from the 845 million in the same period of 2016. This corresponds to a robust 7% increase compared to the same period last year, well above the growth of 4% to 5% in previous years.

Results reflect the sustained growth in many destinations combined with the recovery of those suffering from security challenges in recent years. This positive trend also reflects a strengthening of the global economic recovery, with better prospects for 2017 in many advanced and emerging economies, including the United States, Canada, the Euro area, Japan, the Russian Federation and Brazil, as well as continued strength in emerging Asian economies among which China and India. According to the *World Economic Outlook* of October 2017 by the International Monetary Fund (IMF), global output is projected to grow by 3.6% in 2017 and 3.7% in 2018, after 3.2% in 2016. Improved economic conditions contribute to higher demand for both international business and leisure travel, which in turn is reflected in international tourist arrivals and receipts in destination countries.

Mediterranean destinations in the lead

Many Mediterranean destinations in particular reported double-digit growth, as reflected in the remarkably robust

results in North Africa (+15%), Southern and Mediterranean Europe (+12%), and various destinations in the Middle East (+5%) in the first eight months of 2017. This trend is driven by the continued strength of many destinations, combined with a sound recovery in others that had reported declines in earlier years, such as Turkey, Egypt and Tunisia. The rebound of the Russian outbound market after two years of decline also contributed to results.

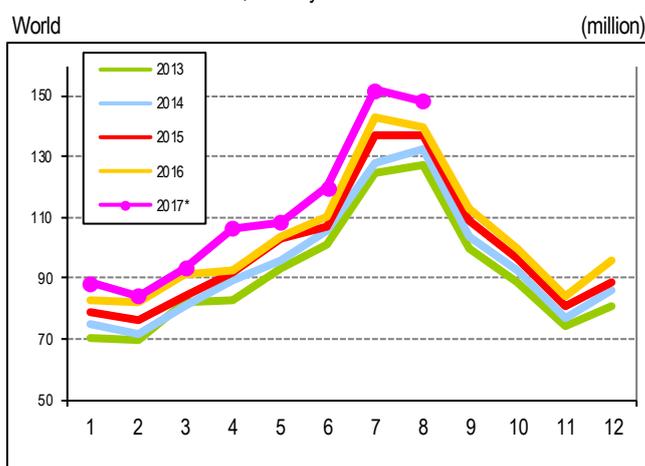
Furthermore in Europe (+8%), Western Europe (+7%), Northern Europe (+6%) and Central and Eastern Europe (+4%) also recorded solid results. Within Africa (+9%), Sub-Saharan Africa recorded 5% more arrivals.

South Asia (+10%) led growth in Asia and the Pacific (+6%), with South-East Asia (+8%) and Oceania (+7%) also growing firmly this period. Results in North-East Asia (+3%) were comparatively more mixed.

The Americas (+3%) continued to enjoy positive results across most destinations. South America (+7%), Central America and the Caribbean (both +4%) all showed solid results, while in North America (+2%), robust growth in Mexico and Canada was offset by a decrease in the United States, the region's largest destination.

Growth in arrivals this period was also driven by a strong outbound demand from major source markets. In particular China, the United States, the United Kingdom, Canada, the Republic of Korea and Spain continued to report solid growth in outbound expenditure. Furthermore, worth noting is the strong recovery in demand from Brazil and the Russian Federation after a few years of declines in terms of expenditure abroad.

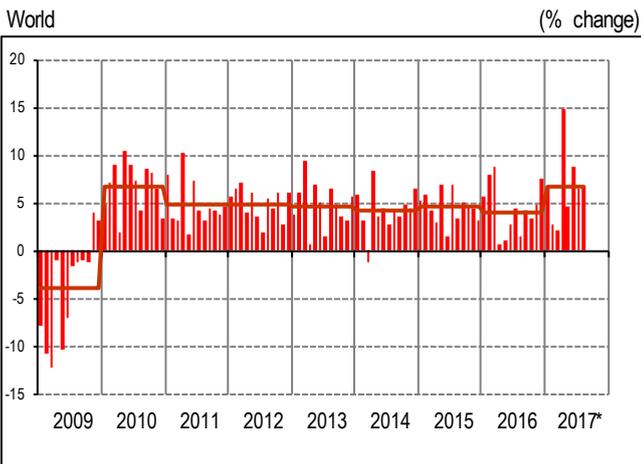
International Tourist Arrivals, monthly evolution



Source: World Tourism Organization (UNWTO) ©

The first eight months of the year typically account for around 68% of the total international arrivals of the year. The Northern Hemisphere summer peak season months of July and August are traditionally the busiest with this year around 150 million visitors each, for the first time ever. In relative terms, growth was highest in April (+15%) and weakest in March (+2%) as the Easter period shifted from March in 2016 to April this year. Furthermore, January, June, July and August all exceeded 6% growth compared to the previous year.

International Tourist Arrivals, monthly evolution



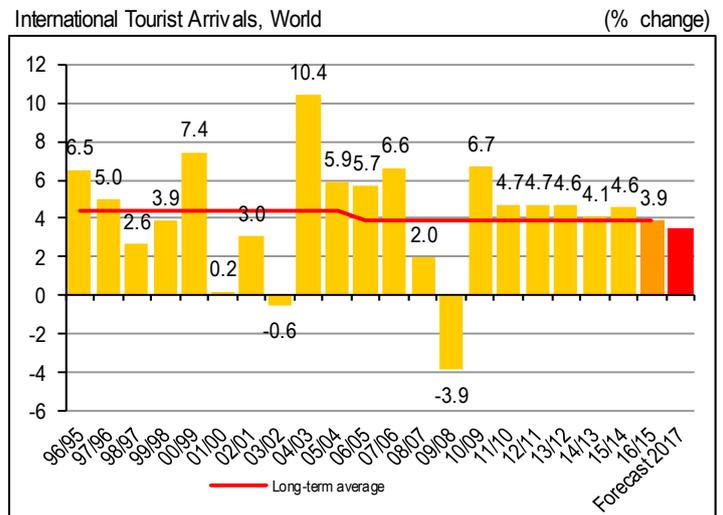
Source: World Tourism Organization (UNWTO) ©

Outlook for the remainder of the year

This current strong performance is confirmed by experts around the world surveyed for the UNWTO Confidence Index, who evaluated the May-August period very positively. Prospects for the last four months of 2017 remain also buoyant according to the experts consulted.

The short-term outlook is for growth to be sustained in the remaining four months of 2017. Results from the 46 countries that have already reported data up to September indicate growth continuing at a healthy rate. As reported in the previous issue of the *UNWTO World Tourism Barometer*, reservations for international air travel for September-December 2017 were 8% higher at the beginning of that period compared to last year according to data provided by business intelligence tool, ForwardKeys.

With upbeat prospects for the remaining four months of the year, 2017 is set to become the eighth consecutive year of continued solid growth for international tourism. These preliminary results for international tourist arrivals (+7% in January-August) so far exceed UNWTO’s projection included in the January edition of the *UNWTO World Tourism Barometer* (see table on page 5).



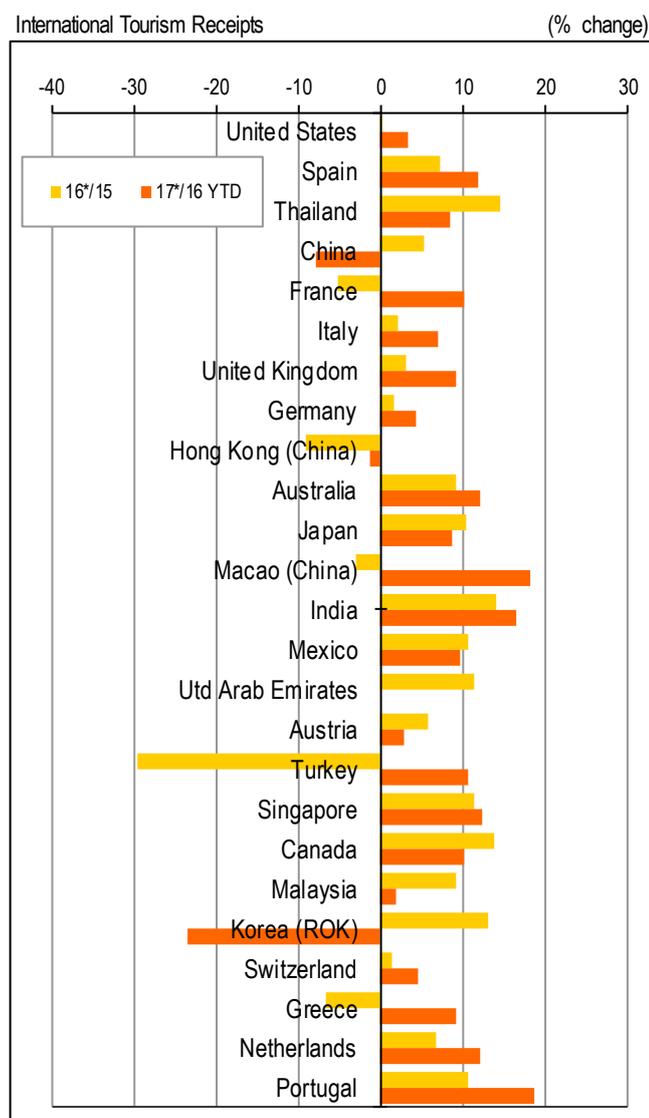
Source: World Tourism Organization (UNWTO) ©

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

International tourism receipts

Major world destinations enjoy solid growth in earnings

With the large majority of destinations having reported data on international tourism receipts for at least the first half of 2017, year to date figures confirm the predominantly positive trend recorded in arrivals.



Source: World Tourism Organization (UNWTO) ©

- Of the 135 destinations reporting preliminary tourism receipts data for the first three to nine months of 2017, a total of 110 recorded growth in earnings (81%), compared to the same period last year (in local currencies at current prices), of which 59 in double digits (44%), while 25 (19%) posted declines. To a large extent, this indicates that earnings followed the solid trend seen in arrivals. The median increase was 8%.
- Most of the world's top 10 tourism earners reported strong results this part of 2017, led by Spain (the world's second largest earner) which enjoyed a 12% increase in receipts. Australia (9th largest) also

recorded an increase of 12%. France (5th largest earner) reported 10% growth, rebounding after two years of declines. Tourism receipts in the United Kingdom (6th) grew 9%, in Thailand (3rd) 8% and in Italy (7th) 7%. Germany (8th largest earner) reported a 4% increase in earnings and the United States (the world's top earner) 3%.

- The two remaining destinations in the top 10 reported a decline growth. Hong Kong (China), the world's 10th biggest earner, reported a small 1% decline and China (4th) an 8% decline.
- Many important destinations beyond the top 10 enjoyed strong growth in receipts in the first eight months of 2017, mostly in line with the trend in arrivals. The Russian Federation reported a strong 21% increase, rebounding after three years of declines. Qatar also reported 21% growth and Portugal 19%, both following solid results in 2016. In Macao (China), receipts grew 18% in a solid rebound after two weaker years. Indonesia posted 17% growth, and India 16%. Israel, Singapore, the Netherlands and Croatia all posted a 12% increase in tourism receipts. Other destinations enjoying double-digit growth in earnings were Poland, the Dominican Republic, Turkey, Canada and Mexico.
- Other top performers this period were Sweden, Greece, Japan, the Philippines, the Czech Republic and Argentina, all reporting growth rates between 7% and 9% in international tourism earnings.

Note that some of this data is likely to be revised later in the year.

For a full list of the 50 top spenders see tables on pages 11-12 of the Statistical Annex. For other countries and territories with available data see the tables on the regions on pages 16-24.

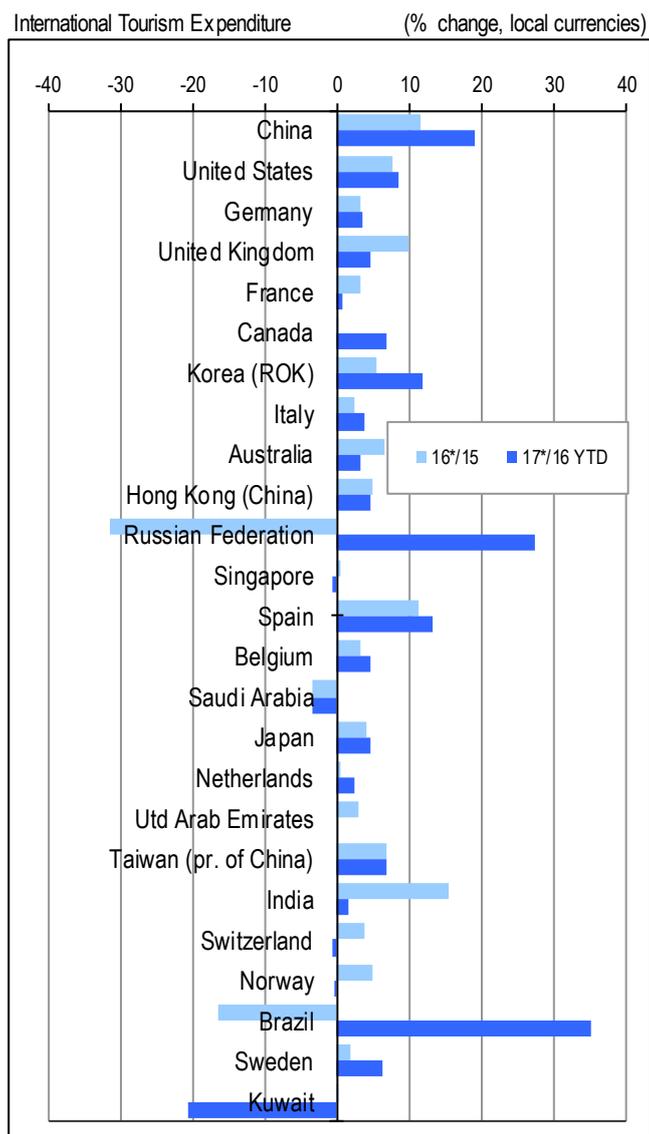
International tourism expenditure

Robust growth in tourism spending in the first half of 2017

Preliminary year-to-date results on international tourism expenditure reflect increasing demand for outbound travel from the world's major source markets this part of 2017. Spending data is consistent with the robust 7% increase in international arrivals so far this year. The continuing strong performance of many outbound markets and the solid recovery of Brazil and the Russian Federation explain these results.

- A total of 48 of the top 50 outbound markets have so far reported preliminary data on international tourism expenditure for the first three to nine months of 2017, of which 45 for the first six months. Of the 48 reporting countries, 39 (81%) recorded an increase in

tourism spending (in local currencies at current prices), 13 of which in double digits (27%), while 9 (19%) posted declines. The median increase was 5%.



Source: World Tourism Organization (UNWTO) ©

- China, the world’s top source market, reported a 19% increase in tourism spending in the first half of 2017, compared to the same period in 2016, reflecting Chinese travellers’ continued strong demand for international travel. The United States, the world’s second largest market, recorded an 8% increase, and Germany (3rd largest) 4%. The United Kingdom (4th largest) reported 5% growth in spending, while France (5th largest) posted 1% growth.
- Of the remaining markets in the top 10, the Republic of Korea posted 12% growth in tourism spending, the second highest after China, followed by Canada which reported a 7% increase, rebounding after flat growth in 2016. Hong Kong (China) recorded 5% growth, Italy 4%, and Australia 3%.
- Beyond the top 10, growth in spending rebounded remarkably in Brazil (+35%) and the Russian Federation (+27%) after some years of declines. The

recovery of the Russian Federation is expected to have fuelled arrivals in Turkey and Egypt, among other major destinations for Russian travellers.

- Double-digit growth in spending was also reported by Iraq (+37% in Q1), Argentina (+18%), Vietnam (+16%), Portugal and Spain (both +13%), as well as Israel (+12%), New Zealand, the Czech Republic and Indonesia (all +10%).
- Other markets that showed robust demand for outbound travel this period were Colombia, Thailand and Ukraine (all +8%), followed by Ireland and Taiwan (province of China), which both reported 7% growth in spending. As in the case of receipts, some of this expenditure data is likely to be revised.

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

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.

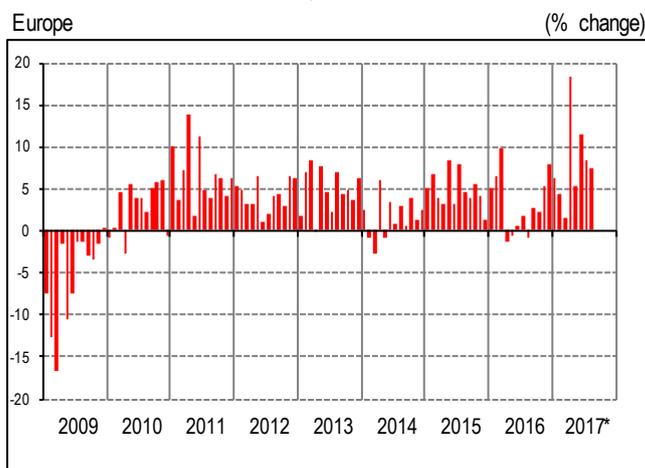
Regional results

Europe maintained strong growth during the summer season

Europe, the world's most visited destination region, recorded a robust 8% increase in international tourist arrivals in the first eight months of 2017 compared to the same period last year. This is a remarkable result for such a mature region with a large base volume of tourists and in a period including the Northern Hemisphere summer peak season. Results reflect a recovery in destinations that suffered from security incidents in 2016, such as Turkey, France and Belgium, combined with strong performance in others, particularly in Southern and Mediterranean Europe (+12%). Western Europe (+7%) and Northern Europe (+6%) also recorded robust growth, while results in Central and Eastern Europe (+4%) were rather mixed. Demand was strong from virtually all source markets, both within and outside the region. Many destinations benefitted from the rebound of the Russian outbound market.

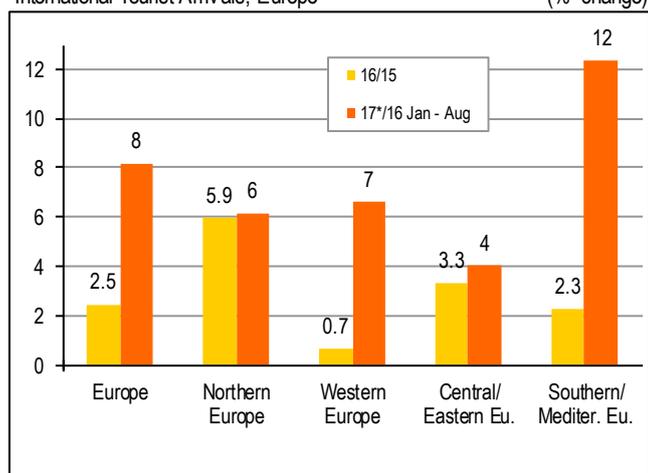
last year's flat results, driven by the recovery in Belgium (+12%) and top destination France (+8%) which dampened results in 2016. The Netherlands (+13%) is also enjoying strong growth in arrivals, particularly from China and other emerging markets, while Switzerland (+7%), Germany (+6%) and Austria (+4%) showed healthy growth as well.

International Tourist Arrivals, monthly evolution



Source: World Tourism Organization (UNWTO) ©

International Tourist Arrivals, Europe (% change)

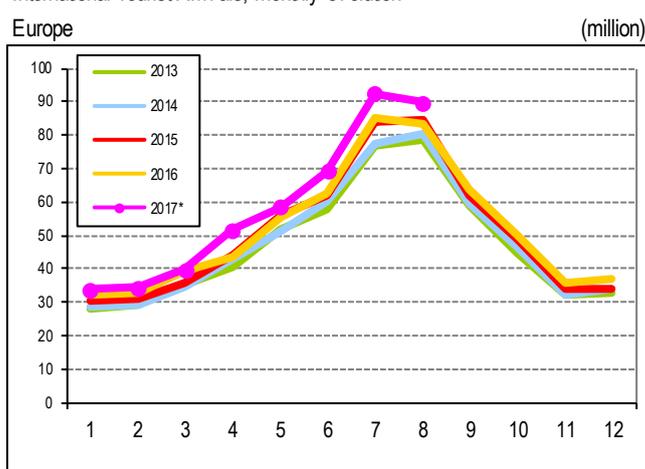


Source: World Tourism Organization (UNWTO) ©

Growth was led by Southern and Mediterranean Europe (+12%) this eight-month period, as Turkey (+31%) rebounded from last year's decline and other destinations continued to report strong growth. The subregion's top destination Spain (+10%) continued to boast double-digit growth in arrivals after similar results in 2016. Last August's terrorist attack in Barcelona has had only a very limited, short-lived and localised impact, not affecting overall tourist arrivals to Spain. Virtually all other destinations also posted double-digit growth: Israel (+22%), Portugal (+12%), Greece (+10%), Balkan destinations FYR Macedonia (+23%), Bosnia & Herzegovina (+19%), Serbia, Montenegro, Slovenia (all +18%) and Croatia (+15%), and island destinations Malta (+17%) and Cyprus (+15%). Italy, the subregion's second largest destination, reported 7% growth in arrivals through July.

International arrivals in Western Europe (+7%) rebounded strongly in the first eight months of 2017 after

International Tourist Arrivals, monthly evolution

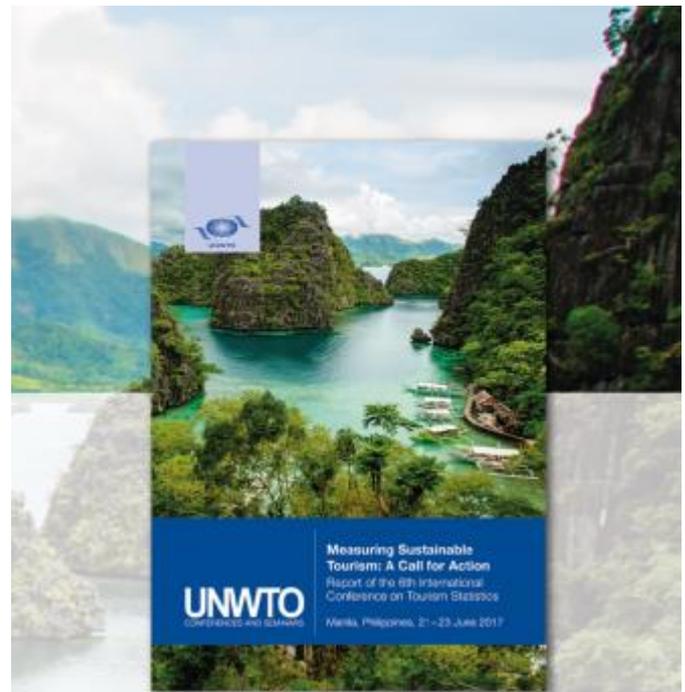


Source: World Tourism Organization (UNWTO) ©

Destinations in Northern Europe (+6%) reported solid results for the year to date, after similar results in 2015 and 2016. Growth was led by Iceland (+16%) and Finland (+14%), the former enjoying its seventh consecutive year of double-digit growth. The United Kingdom, the subregion's largest destination, has reported an 8% increase through July, helped by the weaker British pound, and despite terrorist attacks in London and Manchester. Sweden and Denmark both reported a 4% increase this period, Ireland 3% and Norway 2%.

Results reported by destinations in Central and Eastern Europe (+4%) were fairly mixed, with solid growth in most destinations weighed down by declines in others. Armenia (+24%), Kazakhstan (+20%), Moldova (+18%), Georgia (+19%), the Czech Republic (+13%), Romania and Latvia (both +12%), and Bulgaria (+10%) all enjoyed double-digit growth this eight-month period.

Slovakia (+9%), Lithuania (+6%), Poland and Estonia (both +5%) also reported sound results. By contrast, the Russian Federation (-8% in Q1), the subregion's largest destination, and Hungary (-2%) both reported a decrease in arrivals. Arrivals data for Ukraine is still pending, but receipts point to a robust rebound after a few years of declines.



Measuring Sustainable Tourism: A Call for Action

Report of the 6th International Conference on Tourism Statistics

Manila, the Philippines, June 2017

Over 1000 leaders and practitioners from 88 countries convened in Manila, the Philippines, at the 6th International Conference on Tourism Statistics: Measuring Sustainable Tourism. They united to lay the groundwork for an expanded statistical framework for Measuring Sustainable Tourism in its economic, social and environmental dimensions. The outcome *Manila Call for Action on Measuring Sustainable Tourism* represents a global commitment to sustainable tourism and the need to measure it through a consistent statistical approach, recognizing that effective sustainable tourism policies require an integrated, coherent and robust information base.

Electronic copies can be downloaded free of charge from:
www.e-unwto.org/doi/book/10.18111/9789284418954

For more information on Measuring Sustainable Tourism please see <http://statistics.unwto.org/mst>

 The banner features the UNWTO logo in large blue letters, followed by "Affiliate Members" in a smaller font. Below this is the tagline "Enhancing public-private sector collaboration in tourism". A list of benefits is provided, and a "JOIN US" section includes the website "UNWTO.org" and "affiliatemembers.unwto.org". The background is white with a decorative border of warm, glowing lights on the left and right sides.

UNWTO
Affiliate Members

Enhancing public-private sector collaboration in tourism

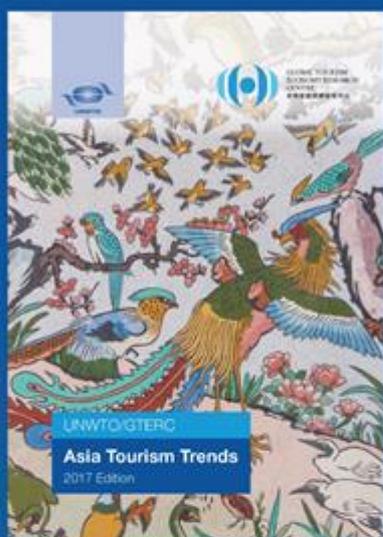
The UNWTO Affiliate Members offer:

- A wide range of opportunities for public-private collaboration
- An international platform to interact with governments from all over the world
- A framework to connect interest groups
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World Tourism Organization (UNWTO)
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GLOBAL TOURISM
ECONOMY RESEARCH
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世界旅游经济研究中心



UNWTO/GTERC Asia Tourism Trends 2017 Edition

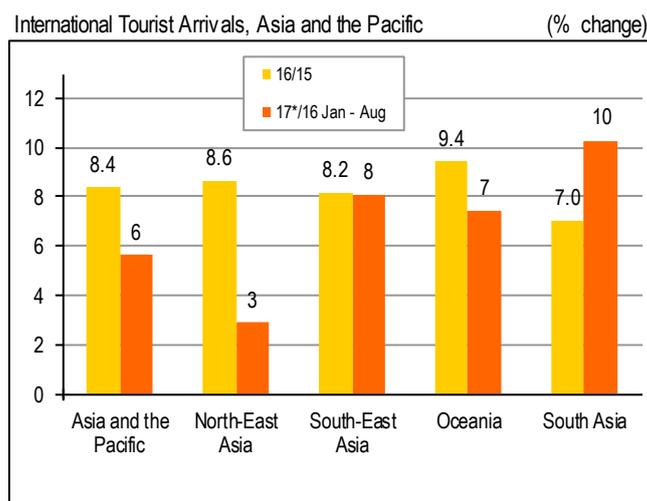
The UNWTO/GTERC Annual Report on Asia Tourism Trends, 2017 Edition, the fourth annual report in the series, highlights the rapidly growing tourism sector of Asia and the Pacific. This growth has been influenced by technological developments and the digital revolution. Regional collaboration with its many challenges and opportunities is also highlighted as one of factors shaping tourism development in Asia and the Pacific.

See further:

<http://asiapacific.unwto.org/publications>

Growth led by South Asia and South-East Asia

Asia and the Pacific recorded a 6% increase in international arrivals through August 2017, slightly below the global increase of 7%. South Asia (+10%) led growth in relative terms and South-East Asia (+8%) in absolute terms. Oceania followed with a 7% increase, while North-East Asia recorded a modest 3% increase after strong growth last year. Robust outbound demand from China, the Republic of Korea and Hong Kong (China) fuelled much of the region's growth.



Source: World Tourism Organization (UNWTO) ©

Asia's largest subregion North-East Asia recorded a rather modest 3% increase in January-August 2017, with mixed results across destinations. In Japan (+18%), arrivals are growing by double-digits for the sixth year in a row, driven by strong intraregional demand, particularly from South-East Asian markets and Korea. Results are supported by increased air connectivity and easier visa procedures. Macao (China) also maintained momentum with arrivals increasing 11% compared to the same period last year. Hong Kong (China) returned to growth and reported 4% more arrivals after a decline in the previous years. By contrast, the Republic of Korea reported a 24% decline in international tourists this period, mostly attributable to fewer arrivals from China and the political tension in the region. Taiwan (pr. of China) reported a 3% decline. For China, the region's largest destination, data is still pending.

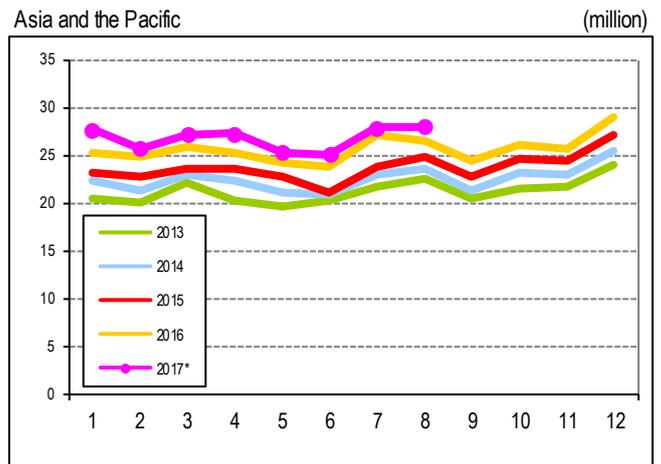
In South Asia (+10%), strong growth was recorded in the first eight months of 2017, led by India, the subregion's largest destination, which boasted a 15% increase in international arrivals, thanks to improved visa facilitation measures. Nepal reported a remarkable 42% increase this period in a continued recovery after the decline in 2015, following the Gorkha and Kodari earthquakes. The island destination of Maldives recorded a 6% increase in international arrivals. Of the smaller destinations, Bhutan enjoyed 12% more arrivals after seven straight years of double digit growth.

In South-East Asia (+8%), growth in arrivals exceeded the region's average this eight-month period, fuelled by

strong demand from North-East Asian source markets. Vietnam (+30%) and Indonesia (+26%) boasted the highest percentage increase in the subregion. Cambodia (+12%) and the Philippines (+11%) also reported double-digit growth in the first eight months of this year. The subregion's largest destination Thailand, recorded a 5% increase in arrivals and Singapore 4%. Malaysia (-1%) saw fewer arrivals through May, partly due to weaker demand from Singapore and from major long haul markets.

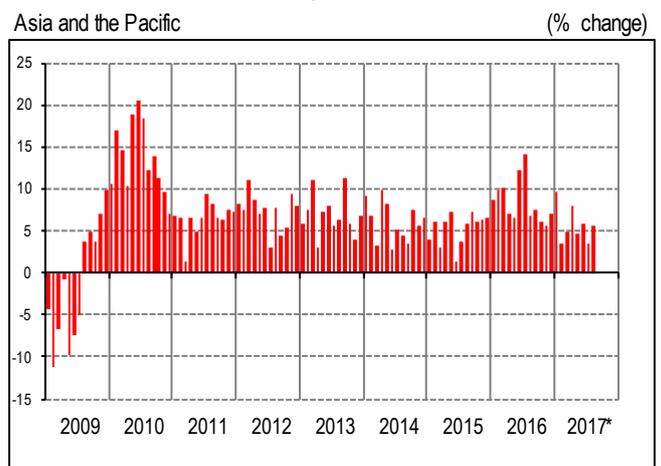
Oceania also enjoyed 7% growth in international arrivals, with Australia and New Zealand (both +7%) driving results this January-August period. Growth in these major destinations was fuelled by solid demand from Hong Kong (China), Malaysia, the United States and the United Kingdom. Guam (+2%), the third largest destination in the subregion, posted more modest results after solid growth last year, while the fourth largest Fiji reported a 7% increase. Among the smaller island destinations, the Northern Mariana Islands boasted 32% growth, fuelled by increased flight connections with several Asian cities.

International Tourist Arrivals, monthly evolution



Source: World Tourism Organization (UNWTO) ©

International Tourist Arrivals, monthly evolution



Source: World Tourism Organization (UNWTO) ©

6th Global Summit on Urban Tourism
 “Sustainable and Competitive Tourism on the New Urban Agenda”
 Kuala Lumpur, Malaysia, 4-6 December 2017

2017 INTERNATIONAL YEAR OF SUSTAINABLE TOURISM FOR DEVELOPMENT
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Positive results in the Americas weighed down by the United States

Most destinations in the Americas (+3%) continued to enjoy positive results in the first eight months of 2017, with international arrivals up by 3%. South America (+7%) led growth, followed by Central America and the Caribbean (both +4%). North America (+2%) performed slightly below the region’s average, weighed down by a 3% decrease in the United States, the region’s largest destination which accounts for more than a third of international arrivals in the region. Results reflect strong US and Canadian outbound flows to destinations across the region, as well as enhanced air connectivity from overseas markets. The recovery of the Brazilian outbound market and the continued strength of the Argentinean market also contributed to growth.

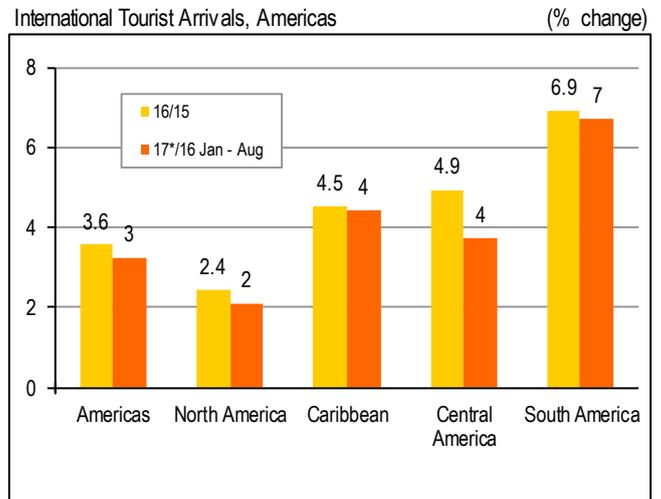
Results in South America (+7%) were boosted by many destinations which grew in double-digits. Uruguay led growth with a notable 24% increase in arrivals through September, driven by demand from Argentina and Brazil. Colombia followed closely with a 22% increase, benefiting from increased stability and peace in the country. Chile (+18%), Paraguay (+12%) and Ecuador (+11%) also reported double-digit growth, the latter recovering from a decline in 2016. Brazil and Argentina, the largest two destinations in the subregion, have not yet reported international arrivals data for 2017, though receipts data for Argentina points to an upward trend in arrivals, while for Brazil it points to a decline.

In the Caribbean, international arrivals were up 4%, driven by the large destinations of Jamaica (+6%), the Dominican Republic (+4%) and Puerto Rico (+3%). Data for Cuba is still pending, but the trend is reportedly also upward. Among the smaller islands, results were rather uneven. Dominica (+15%), Bermuda (+12%) and Saint Lucia (+9%) posted robust growth, contrasting with other destinations reporting weaker results. The early and exceptionally strong hurricanes that hit several Caribbean islands, Mexico and the United States from mid-August onwards are expected to affect results in the second half of the year, after a solid first half. As the impact and speed of recovery vary substantially across destinations, additional data will help to get a clearer picture by the end of the year to be analysed in the next issue of the *UNWTO World Tourism Barometer*.

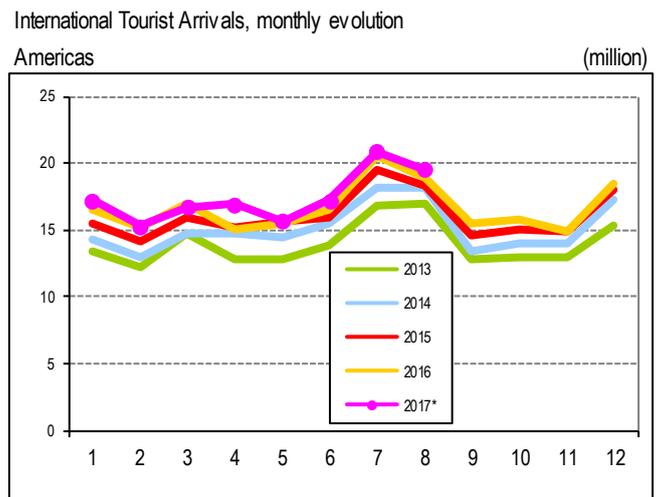
International arrivals in Central America grew 4% in the first eight months of 2017, with Nicaragua (+26%) and Guatemala (+10%) recording strong results. Arrivals in El Salvador grew by 7%, while the subregion’s largest destination Costa Rica posted a more modest 1% increase. Panama suffered a 12% decline, partly due to its strong US dollar-pegged currency, the Balboa. By contrast, smaller destination Belize reported a robust increase (+9%) in arrivals this period.

In North America (+2%), Mexico (+12%) and Canada (+4%) continued to enjoy strong demand from the US as

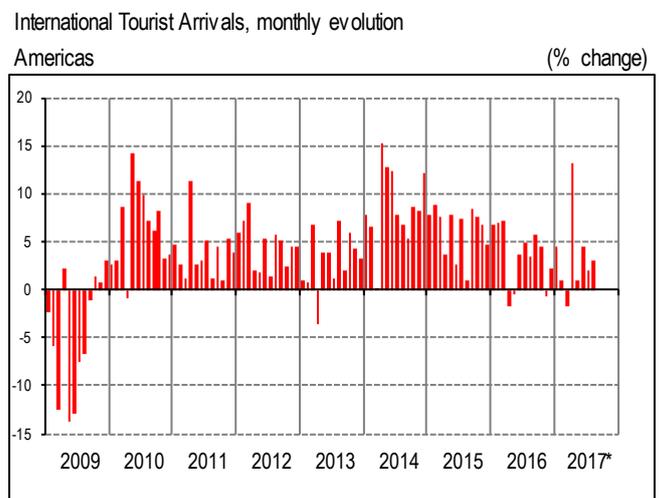
well as from overseas markets. By contrast, the United States reported a 3% decrease through May, with arrivals from Canada up but declines from Mexico and most overseas markets in Latin America, Europe, Asia and the Pacific, the Middle East and Africa.



Source: World Tourism Organization (UNWTO) ©



Source: World Tourism Organization (UNWTO) ©



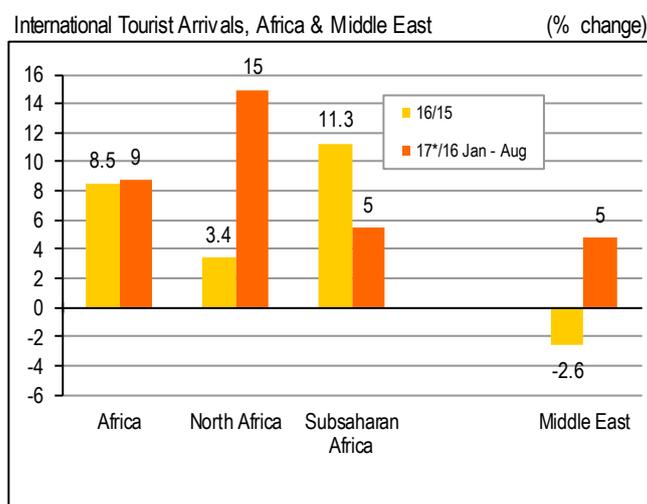
Source: World Tourism Organization (UNWTO) ©

North Africa leads growth in the region

International arrivals in Africa grew by an estimated 9% in the first eight months of 2017 according to data available. Africa recorded the fastest growth of all five regions, thanks to the strong rebound in North Africa (+15%) and the sound results of Sub-Saharan Africa (+5%).

Robust results in North Africa were led by the continuous recovery of Tunisia (+24%) and Morocco (+10%) after a decline in the first half of 2016. An increased perception of security boosted arrivals in Tunisia. In Morocco the recent implementation of visa facilitation measures, as well as the strong demand from European source markets encouraged growth.

(+8%) and Mauritius (+6%) all continued to show solid results. Swaziland reported a 5% growth in international tourist arrivals through September. By contrast, Sierra Leone experienced a decline (-31%) compared to the same period of last year.



Source: World Tourism Organization (UNWTO) ©

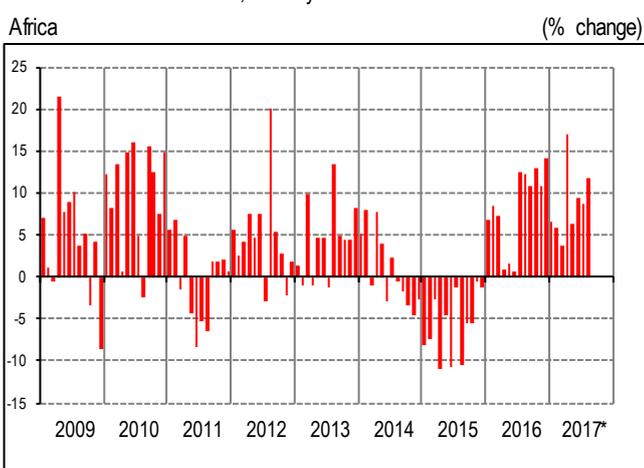
Mixed results among destinations in the Middle East

In the Middle East results are mixed, with some destinations strongly rebounding from negative growth in previous years, others enjoying sustained growth, and a few reporting declines. Overall, international tourist arrivals are estimated to have increased by 5% during the January-August period.

Egypt (+52%) drove growth in the region, showing an impressive recovery from the negative results in the previous years. Improved security, promotional efforts and a return of confidence contributed to this rebound. Palestine (+40%) also rebounded strongly though from a modest arrivals base. Oman (+18%), Bahrain (+13%), Lebanon (+12%) and Jordan (+11%) recorded double-digit growth as well during this period, following positive results the past two years. Dubai (United Arab Emirates) continued its sustained pace of growth and reported an increase in arrivals of 8% in comparison to the same period in 2016. By contrast, Saudi Arabia, the region's largest destination, reported a decline of 16% in the first half of the year. Qatar (-13%) started to report negative results from May following the diplomatic crisis with various countries in the region.

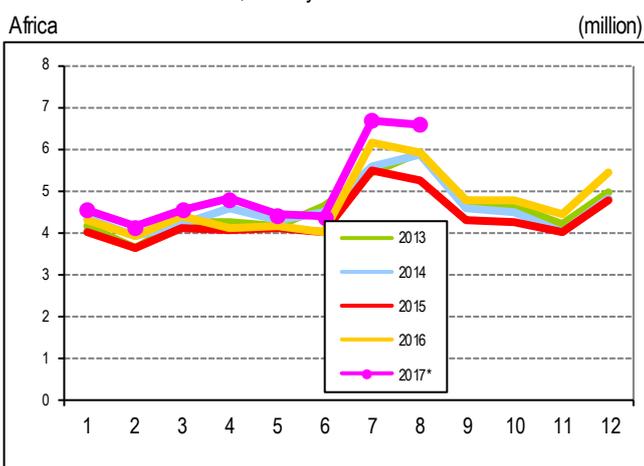
Note: All results presented in this issue are based on preliminary data as reported by the various destinations around the world and UNWTO estimates of still missing data. Updated information will be included in the next issue of the *UNWTO World Tourism Barometer* scheduled for October.

International Tourist Arrivals, monthly evolution



Source: World Tourism Organization (UNWTO) ©

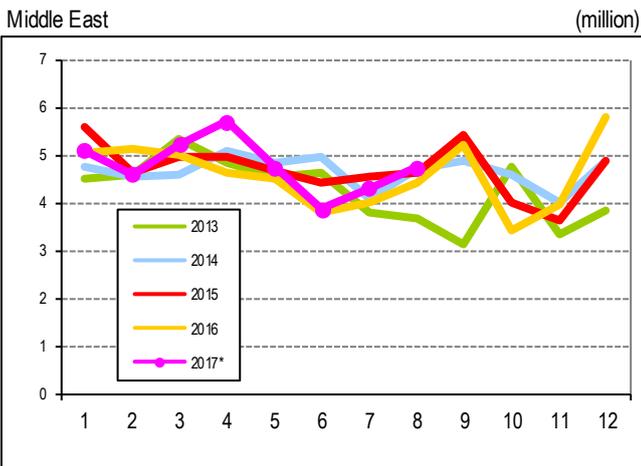
International Tourist Arrivals, monthly evolution



Source: World Tourism Organization (UNWTO) ©

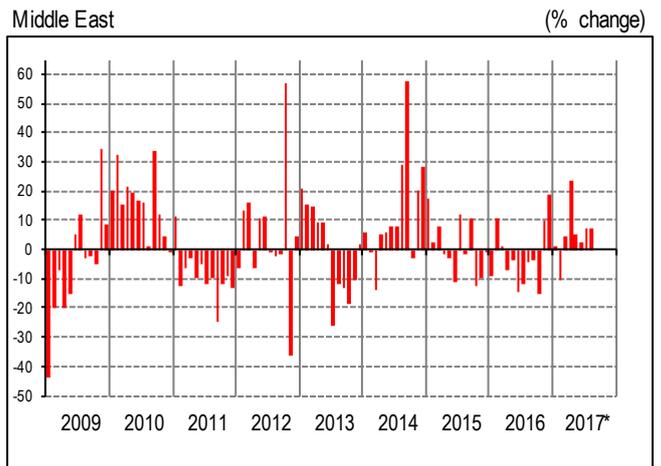
In Subsaharan Africa, tourist flows were up by an estimated 5%. However, this can still vary as many countries have not yet reported data. Kenya posted a robust double-digit growth (+13%), benefiting from a successful marketing campaign and improved security measures. The subregion's largest destination, South Africa reported a modest 2% growth. Island destinations, Seychelles (+20%), Reunion (+15%), Madagascar (+9%), Cabo Verde

International Tourist Arrivals, monthly evolution



Source: World Tourism Organization (UNWTO) ©

International Tourist Arrivals, monthly evolution



Source: World Tourism Organization (UNWTO) ©

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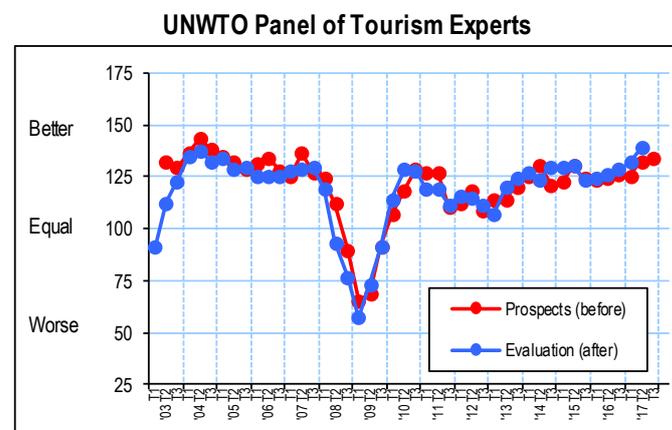
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Evaluation by the UNWTO Panel of Tourism Experts

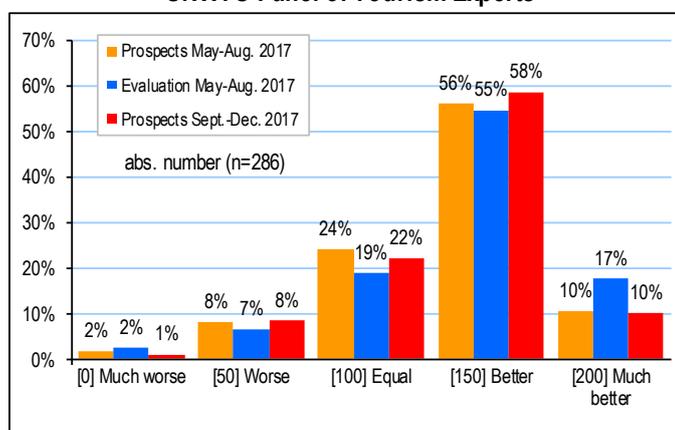
Prospects for September-December 2017 reach another high

Confidence in global tourism continues to strengthen according to the latest UNWTO Panel of Tourism Experts survey, with particularly strong expectations in Africa, the Middle East and Europe. Respondents to the latest survey evaluated tourism performance in the period May to August 2017 with the highest score since the beginning of this survey in 2003 and exceeding their already high prospects expressed at the start of the period. The outlook for the current September-December period is the most optimistic in a decade, since the May-August period of pre-crisis year 2007.



Source: World Tourism Organization (UNWTO) ©

UNWTO Panel of Tourism Experts



Source: World Tourism Organization (UNWTO) ©

Evaluation of the four-month period May-August 2017

UNWTO’s Panel of Experts gave tourism performance in May-August 2017 an overall rating of 139, the highest score in the historical series. This feedback is in line with the overall strong results in international tourism reported for the first eight months of the year. The score was also 6 points above the expected performance at the beginning of this period (133), which includes the summer peak season in most Northern Hemisphere destinations and source markets.

UNWTO has conducted its Panel of Expert survey to track global tourism performance and short-term business sentiment 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], or much better [200]. The number of regular respondents to the Barometer surveys stands currently at close to 300.

Advanced economy experts (143) also rated the period with the highest score in the historical series, well above experts from emerging economies (134). This is largely the result of the positive evaluations from Europe. For emerging economies, the score was somewhat weighed down by weaker performance in some destinations and markets in Asia and the Pacific, the Middle East and the Americas.

In their evaluation of May-August 2017, the large majority of the 286 members of UNWTO's Panel of Experts who responded to this edition’s survey, judged tourism performance to have been ‘better’ or ‘much better’ (72%) than what they would reasonably expect for this time of the year, against 19% who indicated ‘equal’ performance and 9% ‘worse’ or ‘much worse’.

By region, the highest score for May-August came from experts in Europe (150), which again was the strongest since the beginning of the survey in 2003. It was also 8 points above the score for prospects expressed four months ago (142). This reflects the remarkable growth in arrivals in most European destinations. African experts were also upbeat (144), rating the performance this period with a score 11 points higher than their outlook at the beginning of the period, consistent with the ongoing rebound in arrivals in the region. The score from the Americas was 130, 5 points above their expectations expressed in May, but below the world average of 139. Experts from Asia and the Pacific (127) also evaluated the period more positively than expected (123), but below the positive scores recorded in past periods. In the Middle East (119) by contrast, the period was evaluated not as positively as initially expected (142). Global operators evaluated the four months May to August 2017 with a

Averaging these responses on a scale of 0 to 200, the UNWTO Panel of Experts evaluated tourism performance in the period May-August 2017 with a score of 139, the highest evaluation since the beginning of this survey in 2003. An average value above 100 means that the number of participants who evaluate the situation as ‘better’ or ‘much better’ exceeds those who perceive it as ‘worse’ or ‘much worse’.

score of 127, 24 points higher than their rather cautious expectations (103) four months ago.

Both the public and the private sector evaluated the May-August 2017 period quite favorably, with a similar score of 139 points.

The highest scores by activity came from the Accommodation & Catering sector (154) which was particularly satisfied with performance in the past four months, a remarkable 20 points higher than their prospects at the start of the period in May (134). The Transport sector was also very positive, rating the performance in the past four months at 150. Destinations as well as Consultancy, Research and Media both gave the May-August period a score of 139. General Industry Bodies & Other (134) and Tour Operators (118) also turned in favourable evaluations for the first four months of 2017, though below the global average.

Outlook for the period September to December 2017

Results show that experts continue to be very optimistic, with an overall score of 134 for the current September-December 2017 period, the highest prospects in a decade, since the May-August period in pre-crisis year 2007. The strong sentiment is positive across all regions and activities.

Expectations among experts in emerging economies (136) resulted in the highest score in a decade, reflecting considerable optimism about tourism performance in that group of countries. This was slightly above the prospects from advanced economy experts (133).

By region, experts from Africa (153) are the most optimistic about September-December, with a score 20 points higher than their prospects for the May-August period (133) and the highest prospects recorded since September-December 2005. Experts in the Middle East (142) are also very positive about the current four months, as well as those from Europe (138), following a very positive evaluation for May-August (150). Respondents from Asia and the Pacific (133) are more optimistic about the remaining four months of the year than they were about May-August four months ago (123). In the Americas (124) the market sentiment is also favorable, but below the world average. By contrast, Global operators rated the outlook for the coming four months more cautiously, with a score of 113.

The public sector remains optimistic, with a score of 139, above the May-August prospects (132). The private sector's outlook is also favorable (131) but slightly below the prospects for the past four months expressed in May (133).

By activity, the ratings are all positive, ranging from a high of 140 for Destinations, to a low of 129 of Tour Operators & Travel Agencies. Transport (138), the Accommodation sector (136), General Industry Bodies (134) and Consultancy, Research & Media (130) are also very confident.

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

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 UNWTOpanel@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.



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.



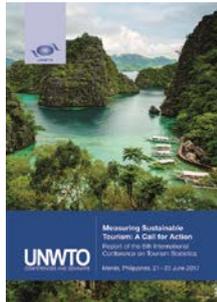
European Union Short-Term Tourism Trends

The new *European Union Short-Term Tourism Trends* series was created as part of the Enhancing the Understanding of European Tourism project between UNWTO and the Directorate-General for Internal Market, Industry, Entrepreneurship and SMEs of the European Commission (DG GROW). It is aimed at monitoring the short-term evolution of tourism trends in the European Union (EU-28) in terms of arrivals, receipts and outbound travel.



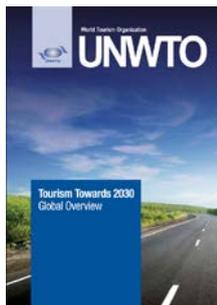
Measuring Sustainable Tourism: A Call for Action

This is the outcome of the 6th International Conference on Tourism Statistics that represents a global commitment to sustainable tourism and the need to measure it through a consistent statistical approach, recognizing that effective sustainable tourism policies require an integrated, coherent and robust information base.



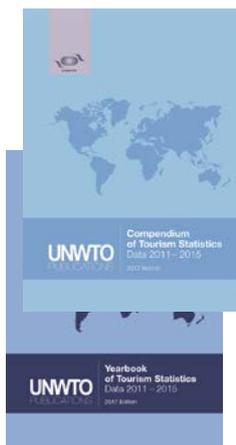
Tourism Towards 2030

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.



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.



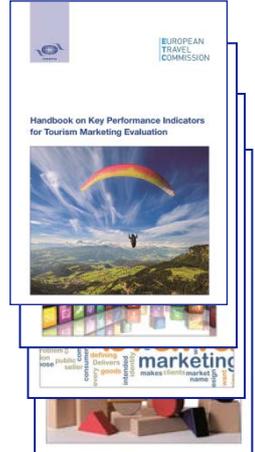
Yearbook of Tourism Statistics, 2017 Edition. Data 2011–2015

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:

- Key Performance Indicators for Tourism Marketing Evaluation
- 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, Key Performance Indicators (KPIs), product development, destination branding and e-marketing, complemented with case studies and best practice recommendations.



New Platform Tourism Services (or the so-called Sharing Economy) – Understand, rethink and adapt –

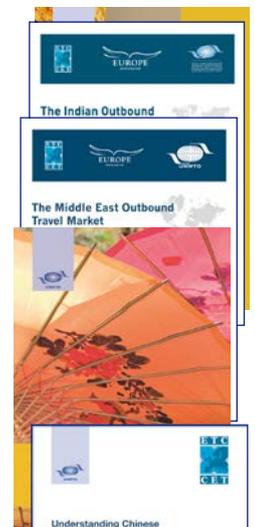
This study aims to gain a better understanding of how the phenomenon of new platform tourism services is shaping the tourism sector. It seeks to identify the opportunities and challenges it poses across destinations, how these are being addressed, and the way forward. Drawing on the responses of a UNWTO survey, this exploratory study offers a global overview of the current situation, impact and future importance of these services in tourism.



Outbound Travel Market studies:

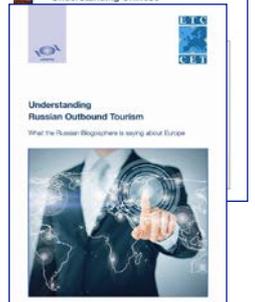
- Key Outbound Tourism Markets in South-East Asia
- The Indian Outbound Travel Market
- The Russian Outbound Travel Market
- The Middle East Outbound Travel Market
- Penetrating the Chinese Outbound Tourism Market – Successful Practices and Solutions

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.



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.



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