



Southern and Mediterranean Europe, North Africa and the Middle East drive tourism growth through October 2017

Destinations around the world welcomed 1.1 billion international tourists between January and October 2017, as reported in this issue of the *UNWTO World Tourism Barometer*. This represents a 7% increase on the same period of last year, or 70 million more international arrivals. Strong demand for international tourism across world regions reflects the global economic upswing.

The strong tourism demand of the earlier months of 2017, including the Northern Hemisphere summer peak season, was maintained through October. Destinations worldwide received a total of 1127 million (+7%) international tourist arrivals (overnight visitors) in the first ten months of the year, 70 million more than in the same period of 2016. Results were driven by sustained growth in many destinations and a firm recovery in those that experienced declines last year.

destinations that suffered declines in previous years”, said UNWTO Secretary-General Taleb Rifai at the 2nd UNWTO/ UNESCO Conference on Tourism and Culture, held on 11-12 December in Oman.

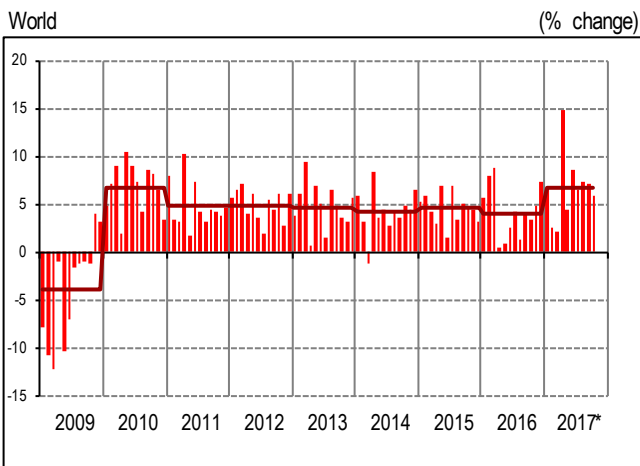
“As we gather in Oman for this important event, we must acknowledge the strong resilience of tourism reflected in the continuous growth in many destinations of the Middle East, and the rapid recovery in others. Tourism brings benefits to local communities and visitors through the promotion of peace and mutual understanding and, as this event highlights, respect for cultural heritage and values”, Mr. Rifai added.

Regional Results

Europe (+8%) led growth in international arrivals in the first ten months of 2017, driven by remarkable results in Southern and Mediterranean Europe (+13%). Western Europe (+7%) rebounded from weaker results last year, while Northern Europe

[to be continued on page 5]

International Tourist Arrivals, monthly evolution



Source: World Tourism Organization (UNWTO) ©

In particular, destinations in Southern and Mediterranean Europe, North Africa and the Middle East showed extraordinary strength. Growth in international arrivals exceeded 7% in all destinations of Southern and Mediterranean Europe, with a rapid recovery seen in Turkey and double-digit increases for most of the region's other destinations. In North Africa and the Middle East, Egypt, Tunisia and Palestine rebounded strongly from previous years' declines, while Morocco, Bahrain, Jordan, Lebanon, Oman and the United Arab Emirate of Dubai all continued to report sustained growth.

“These robust results, the best we have seen in many years, reflect the sustained demand for travel around the world, in line with the improved global economy and the rebound of

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Statistical Annex

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This issue of the *UNWTO World Tourism Barometer* and the accompanying Statistical Annex include an update of the analysis of preliminary results for international tourism for the first ten months of 2017 based on arrivals and receipts data reported by destinations around the world, as well on international tourism expenditure data for source markets around the world. Furthermore, this issue includes an analysis of cruise tourism and an update on the economic environment.

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

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

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

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

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

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



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

UNWTO's membership includes 158 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 early December 2017.

The next issue of the *UNWTO World Tourism Barometer* with preliminary full year results for international tourist arrivals is scheduled to be published on the occasion of the Spanish tourism fair Fitur (17-21 January 2018).



World Tourism Organization

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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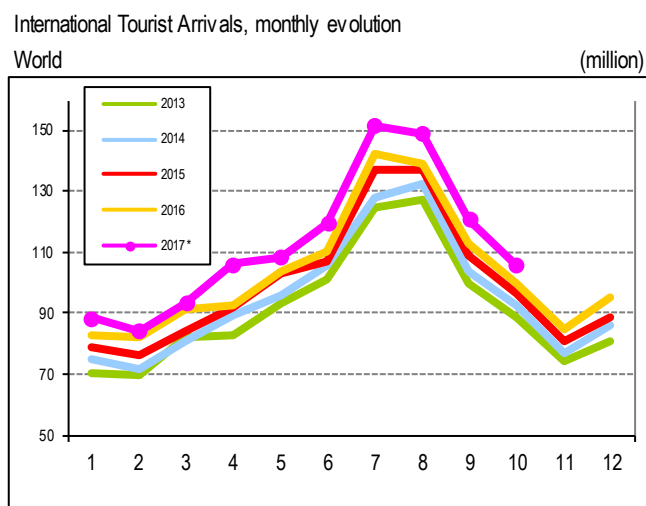
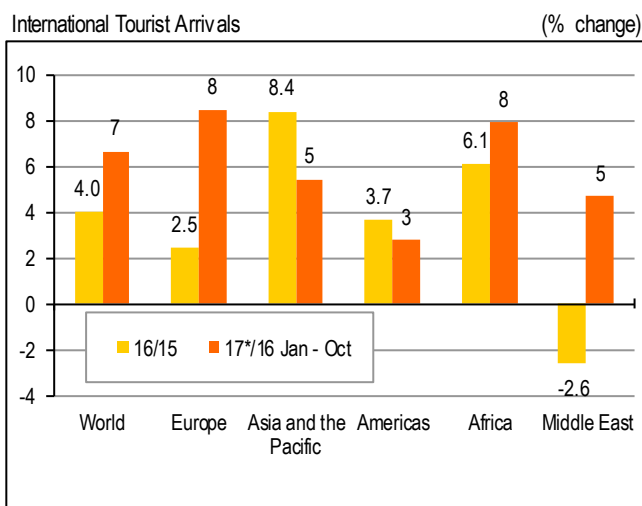
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Source: World Tourism Organization (UNWTO) ©

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International Tourist Arrivals by (Sub)region

	Full year							Share	Change	Monthly/quarterly data series													
										(percentage change over same period of the previous year)													
	2000	2005	2010	2013	2014	2015	2016*			2016*	15/14	16*/15	2017*	2016									
	(million)						(%)	(%)	YTD	Q1	Q2	Q3	Jun	Jul	Aug	Sep	Oct	Q1	Q2	Q3	Q4		
World	674	809	953	1,094	1,139	1,191	1,237	100	4.6	3.9	6.6	3.6	9.1	6.9	8.6	6.4	7.2	7.0	5.9	7.5	1.4	3.1	5.1
Advanced economies ¹	424	470	517	589	623	654	685	55.4	5.0	4.8	5.9	4.1	8.4	5.3	7.1	4.4	5.5	6.4	4.3	8.3	2.8	4.0	6.3
Emerging economies ¹	250	339	437	505	516	537	552	44.6	4.1	2.8	7.6	3.2	10.0	9.1	11.0	9.6	9.8	7.8	7.9	6.6	-0.4	1.7	3.8
<i>By UNWTO regions:</i>																							
<i>Europe</i>	386.6	453.2	489.0	566.4	576.2	603.6	618.8	50.0	4.8	2.5	8.4	3.9	11.3	8.9	11.5	8.4	8.8	9.8	6.6	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	5.6	7.8	8.6	3.0	7.2	2.7	2.9	3.6	2.2	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	5.5	10.9	4.8	7.3	4.0	4.1	6.3	-3.0	-1.6	5.3
Central/Eastern Eur.	69.6	95.3	98.5	126.7	115.3	121.7	127.1	10.3	5.6	4.4	3.8	1.8	4.8	4.2	5.7	4.2	4.6	3.8	3.4	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	13.3	5.7	14.8	15.4	16.2	15.1	13.5	18.3	11.1	7.9	-0.6	0.9	5.4
- of which EU-28	330.5	367.9	384.3	433.4	453.6	477.7	499.6	40.4	5.3	4.6	7.9	5.0	11.3	7.4	10.5	6.7	7.3	8.5	5.3	8.6	2.1	3.4	6.8
<i>Asia and the Pacific</i>	110.4	154.1	208.2	254.2	269.5	284.0	306.0	24.7	5.4	7.7	5.4	5.8	6.1	4.1	5.8	3.2	4.9	4.4	6.3	9.5	8.5	9.4	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	2.8	5.3	2.3	0.9	0.6	0.2	0.9	1.5	3.6	8.9	8.6	10.3	6.8
South-East Asia	36.3	49.0	70.5	94.3	97.0	104.2	110.8	9.0	7.4	6.3	7.8	5.6	9.4	8.0	11.4	7.0	9.5	7.6	9.4	10.1	8.1	9.4	5.3
Oceania	9.6	10.9	11.5	12.6	13.3	14.3	15.6	1.3	7.3	9.5	6.6	4.8	11.6	4.9	9.9	5.0	8.3	1.6	4.4	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	10.2	9.7	13.4	7.2	13.1	3.4	7.4	11.2	12.5	10.3	9.0	3.5	5.5
<i>Americas</i>	128.2	133.3	150.1	167.6	181.9	192.7	199.7	16.1	5.9	3.7	2.8	1.1	5.7	2.1	3.4	1.8	2.2	2.2	1.5	7.2	0.6	4.1	2.9
North America	91.5	89.9	99.5	110.2	120.9	127.5	130.9	10.6	5.5	2.7	1.6	-0.4	4.0	1.2	2.4	0.7	1.4	1.8	0.5	5.3	0.0	2.4	3.4
Caribbean	17.1	18.8	19.5	21.1	22.3	24.1	25.2	2.0	8.1	4.7	3.7	0.8	7.8	2.5	7.3	3.3	3.9	-0.8	4.6	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	3.6	0.8	10.1	1.4	1.8	0.2	0.4	4.7	0.3	9.6	2.9	6.4	0.6
South America	15.3	18.3	23.2	27.2	29.1	30.8	32.8	2.7	5.9	6.7	6.7	5.6	10.2	6.2	5.6	7.3	6.1	5.2	4.3	11.7	-0.1	11.8	2.0
<i>Africa</i>	26.2	34.8	50.4	54.7	55.0	53.4	57.0	4.6	-2.9	6.6	7.9	4.6	10.0	8.6	8.6	8.5	10.2	6.7	8.9	6.6	-0.8	8.8	8.9
North Africa	10.2	13.9	19.7	20.7	20.4	18.0	18.9	1.5	-12.0	5.0	13.3	14.2	14.0	11.9	12.7	9.8	17.3	7.3	15.5	-4.8	-7.9	13.2	15.9
Subsaharan Africa	16.0	20.9	30.7	34.0	34.6	35.4	38.1	3.1	2.4	7.5	5.0	1.0	7.9	6.0	6.5	7.2	4.4	6.5	5.8	11.6	3.4	5.7	6.1
<i>Middle East</i>	22.4	33.7	55.4	50.8	55.9	57.0	55.6	4.5	2.0	-2.4	4.7	-1.7	10.9	4.9	2.2	7.1	8.2	0.4	8.7	0.1	-8.4	-6.3	5.2

Source: World Tourism Organization (UNWTO) ©

(Data as collected by UNWTO November 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



14 UNWTO AWARDS

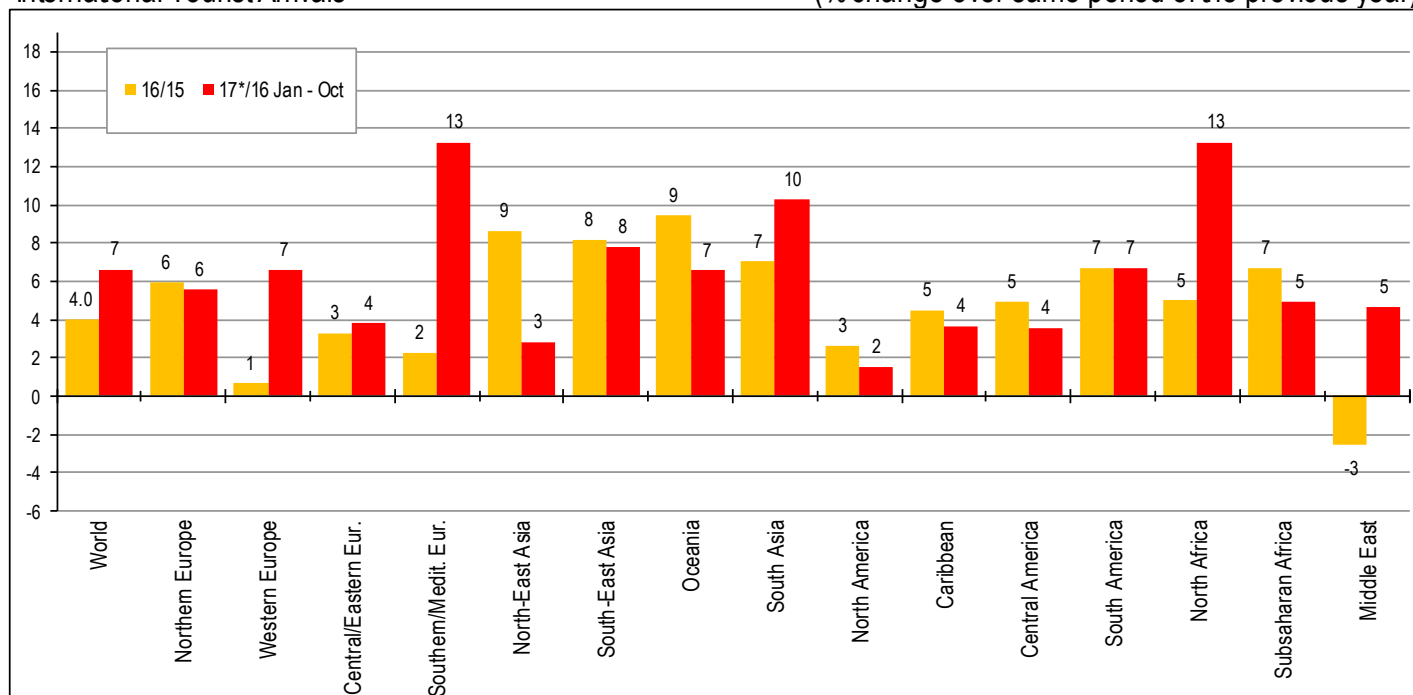
14 UNWTO AWARDS Forum. 15 January 2018. Paraninfo, UCM, Madrid
14 UNWTO AWARDS Ceremony. 17 January 2018. IFEMA | FITUR Madrid

Registration will open mid-December.
 More information: know.unwto.org/14th-unwto-awards-events

SAVE THE DATE!

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											
	full year	Jan.-Oct.									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%	4.8%	2.5%	8.4%	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%	7.7%	5.4%	6.4%	+5% and +6%
Americas	2.7%	-4.9%	6.4%	3.7%	4.5%	3.0%	8.5%	5.9%	3.7%	2.8%	3.7%	+4% and +5%
Africa	2.9%	4.5%	9.3%	-0.7%	4.6%	4.5%	0.6%	-2.9%	6.6%	7.9%	4.6%	+5% and +6%
Middle East	20.0%	-5.4%	14.6%	-9.3%	2.6%	-1.5%	9.9%	2.0%	-2.4%	4.7%	4.7%	+2% and +5%

Source: World Tourism Organization (UNWTO) ©

(Data as collected by UNWTO November 2017)

[Continuation from page 1]

(+6%) enjoyed ongoing solid growth. Arrivals in Central and Eastern Europe grew 4% between January and October 2017.

Africa (+8%) was the second fastest-growing region over this period, thanks to a strong recovery in North Africa (+13%) and the sound results of Sub-Saharan Africa (+5%).

In Asia and the Pacific (+5%) results were led by South Asia (+10%), with South-East Asia (+8%) and Oceania (+7%) also enjoying a robust increase in arrivals. North East Asia (+3%) recorded more mixed results, with some destinations reporting double-digit increases, and others, declines.

South America (+7%) continues to lead growth in the Americas, where arrivals overall increased by 3%. Central America and the Caribbean both grew 4%, with the latter showing clear signs of recovery in October in the aftermath of hurricanes Irma and Maria. 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%) through October were mixed, with some destinations rebounding strongly and others

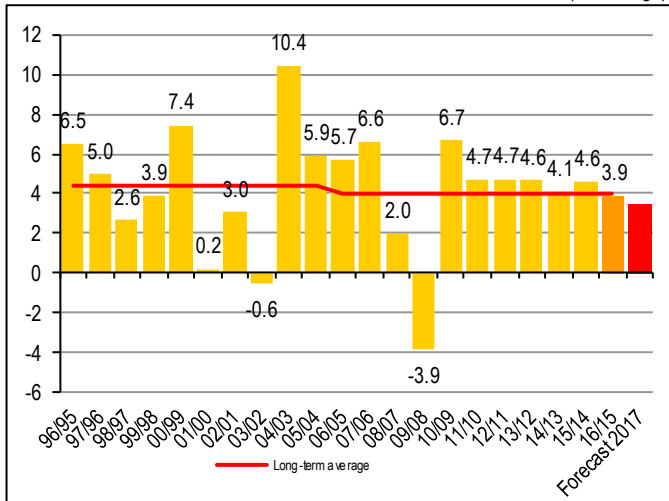
continuing to report sustained growth, but the regional average was weighed down partly by a few that showed declines.

Strong recovery of outbound tourism demand from Brazil and Russia

As for outbound markets, 2017 is marked by a strong pickup of expenditure on international tourism in Brazil (+33%) and the Russian Federation (+27%) after some years of declines.

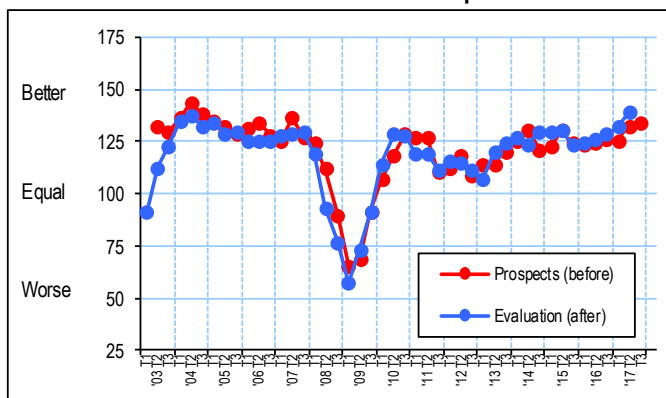
Most of the other source markets continued to grow at a sustained pace. Among the top 10 source markets, China (+19%), the Republic of Korea (+11%), the United States and Canada (both +9%), and Italy (+7%) reported the fastest growth in international tourism expenditure. Expenditure from Germany, the United Kingdom, Australia, Hong Kong (China) and France grew between 2% and 5%.

International Tourist Arrivals, World (% change)



Source: World Tourism Organization (UNWTO) ©

UNWTO Panel of Tourism Experts



Source: World Tourism Organization (UNWTO) ©

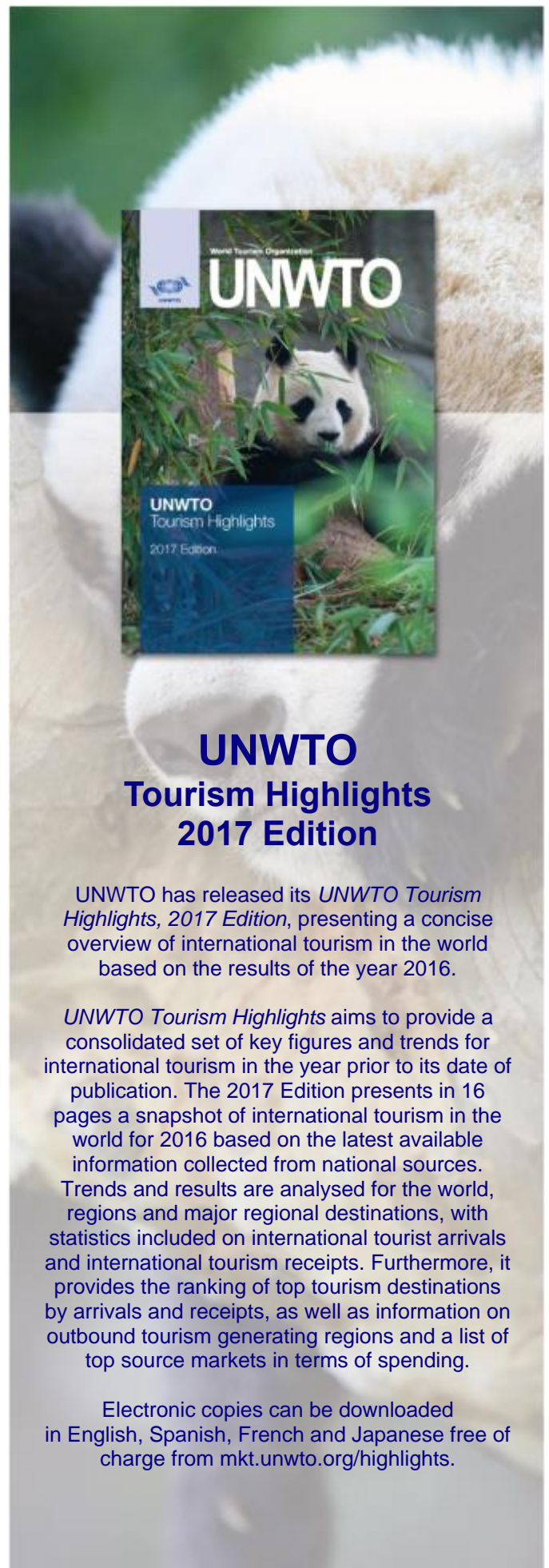
[See also on pages 11-17 and the Statistical Annex for data tables and graphs]

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, Spanish, French and Japanese free of charge from mkt.unwto.org/highlights.

Inbound tourism: short-term trends 2017

Strong tourism demand maintained through October

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-October 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 ten 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, Tunisia France and Belgium. The improved world economy and the rebound of the outbound markets of Brazil and the Russian Federation after two years of decline also contributed to results.

A total of 142 countries and territories (out of 220) have so far reported data on international tourist arrivals (overnight visitors) for at least three and up to eleven months for the period January through November 2017. Of these, 121 countries (85%) reported an increase in arrivals, with 61 (43%) reporting double-digit growth, while 21 countries (15%) posted a decrease. A total of 139 countries have reported results for at least the first half of 2017, of which 61 through October.

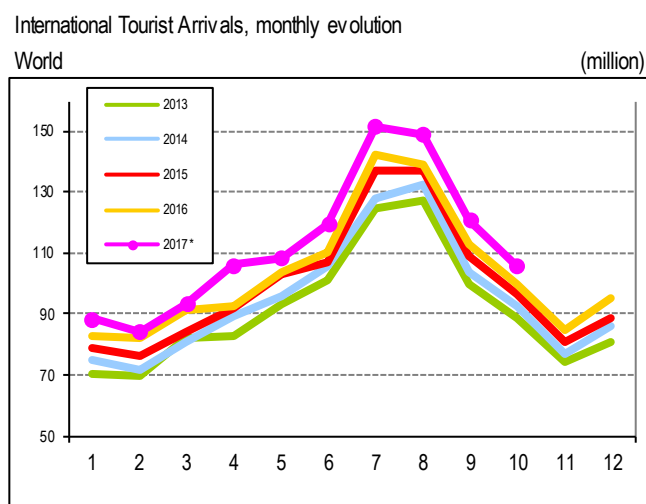
Based on this sample, it is estimated that destinations worldwide received 1127 million international tourist arrivals between January and October 2017, up 70 million from the 1057 million received in the same period of 2016. This corresponds to a robust 7% increase compared to the same period last year, well above the growth of 4% to 5% in previous years.

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

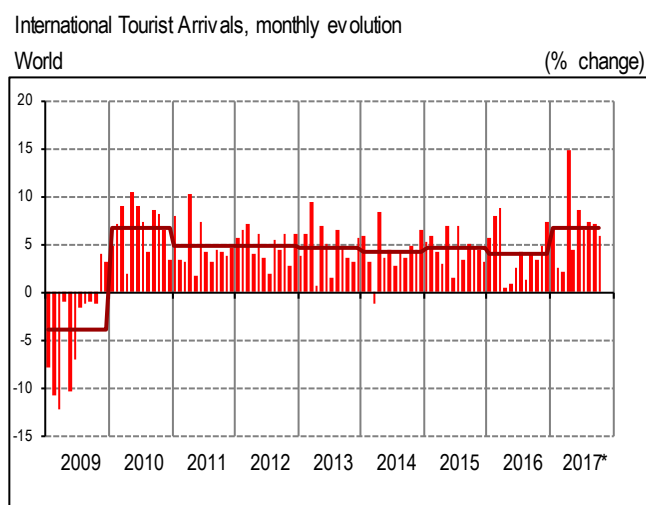
Continuous sustained growth in many destinations combined with the recovery of those suffering from security challenges in recent years boosted results. This positive trend also reflects a strengthening of the global economic recovery, with better prospects for 2017 in many advanced and emerging economies, including the United States, Canada, the Euro area, Japan, the Russian Federation and Brazil, as well as continued strength in emerging Asian economies including 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 (see pages 25-27 for a comprehensive report). 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.

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.



Source: World Tourism Organization (UNWTO) ©



Source: World Tourism Organization (UNWTO) ©

Destinations in Southern and Mediterranean Europe, North Africa and the Middle East in the lead

In particular, destinations in Southern and Mediterranean Europe and North Africa (both +13%), and various destinations in the Middle East (+5%) showed extraordinary strength through October. Growth in international arrivals exceeded 7% in all destinations of Southern and Mediterranean Europe, with a rapid recovery seen in Turkey and double-digit increases for most of the region's other destinations. In North Africa and the Middle East, Egypt, Tunisia and Palestine rebounded strongly from

previous years' declines, while Morocco, Bahrain, Jordan, Lebanon, Oman and the United Arab Emirate of Dubai all continued to report sustained growth.

Furthermore in Europe (+8%), Western Europe (+7%), Northern Europe (+6%) and Central and Eastern Europe (+4%) also recorded solid results in the first ten months of 2017. Within Africa (+8%), Sub-Saharan Africa recorded 5% more arrivals.

South Asia (+10%) led growth in Asia and the Pacific (+5%), 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.

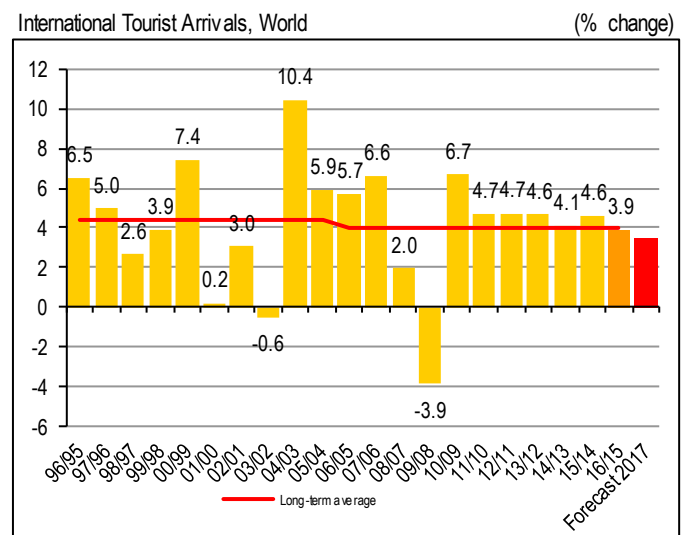
Growth expected to be sustained in the remaining two months of 2017

The first ten months of the year typically account for around 86% of the total international arrivals of the year. The strong tourism demand of the earlier months of 2017, including the Northern Hemisphere summer peak season, was maintained through October. The Northern Hemisphere summer peak season months of July and August are traditionally the busiest, with around 150 million visitors each this year 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. In January and the months of June through October growth was 6% or higher compared to the same months of previous year.

The short-term outlook is for growth to be sustained for the remaining two months of 2017. Results from the 8 countries that have already reported data up to November indicate growth continuing at a healthy rate.

With upbeat prospects for the remaining two 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-October) so far exceed UNWTO's projection included in the January edition of the *UNWTO World Tourism Barometer* (see table on page 5).

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 and a preliminary estimate of full year results will be included in the next issue of the *UNWTO World Tourism Barometer* scheduled for January.



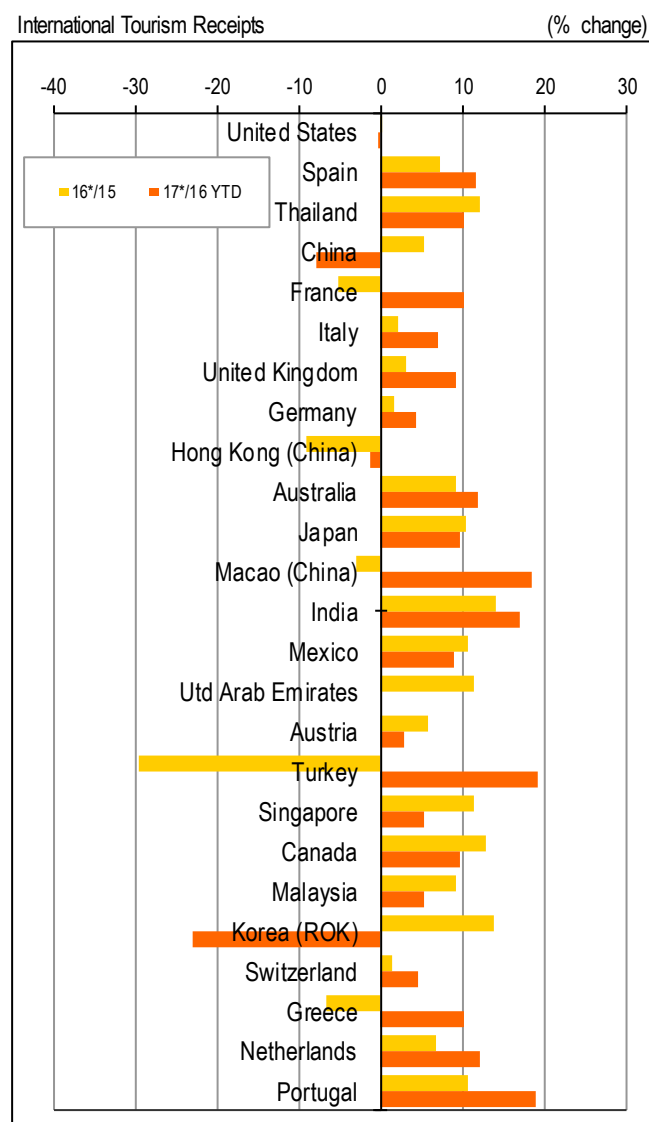
Source: World Tourism Organization (UNWTO) ©



International tourism receipts

Solid tourism earnings reflect the trend in arrivals

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 136 destinations reporting preliminary tourism receipts data for the first three to ten months of 2017, a total of 111 recorded growth in earnings (82%), compared to the same period last year (in local currencies at current prices), of which 61 in double digits (45%), while 25 (18%) 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%. Thailand (3rd largest earner) and France (5th largest earner) both reported 10% growth, the latter rebounding after two years of declines. Tourism receipts in the United Kingdom (6th) grew 9%, and in Italy (7th) 7%. Germany (8th largest earner) reported a 4% increase in earnings while the United States (the world's top earner) recorded flat results.

- The two remaining destinations in the top 10 reported a decline. Hong Kong (China), the world's 10th biggest earner, reported a small 1% decline and China (4th) an 8% decline.
- Many destinations beyond the top 10 enjoyed strong growth in receipts in the first ten 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. Portugal reported 19% growth following solid results in 2016. In Macao (China), receipts grew 18% in a solid rebound after two weaker years. India posted 17% growth this period, Indonesia 15%, Sweden 14% and Israel 13%. The Netherlands and Croatia both recorded a 12% increase in tourism receipts and Poland and the Dominican Republic both 11%. Other top performers this period were Greece, Canada and Japan (all +10%), Mexico (+9%) and the Czech Republic (+8%).

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 tourism spending in the ten months through October

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 largely 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 ten months of 2017, of which 46 for at least the first six months. Of the 48 reporting countries, 39 (81%) recorded an increase in tourism spending (in local currencies at current

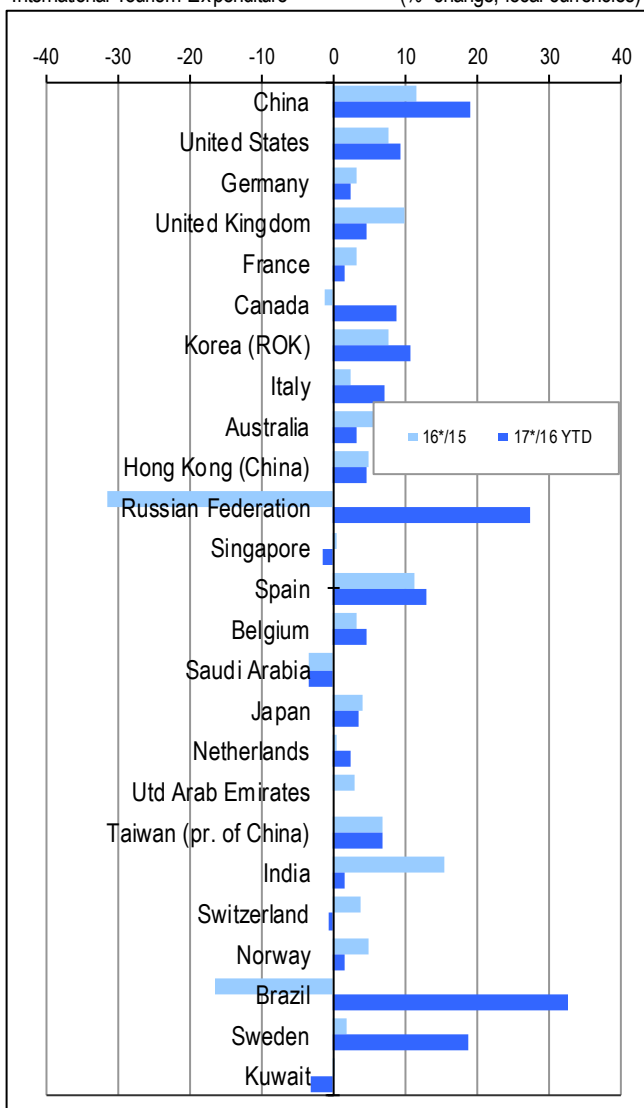
prices), 14 of which in double digits (29%), while 9 (19%) posted declines. The median increase was 5%.

- 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 through October, and Germany (3rd largest) a 3% increase. The United Kingdom (4th largest) reported 5% growth in spending (through June), while France (5th largest) posted 2% growth.

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), Sweden (+19%), Argentina (+18%), Vietnam (+16%), Portugal and Spain (both +13%), Indonesia and Israel (both +12%), as well as New Zealand and the Czech Republic (both +10%).
- Other markets that showed robust demand for outbound travel this period were Colombia and Ukraine (both +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.

International Tourism Expenditure (% change, local currencies)



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

Source: World Tourism Organization (UNWTO) ©

- Of the remaining markets in the top 10, the Republic of Korea posted 11% growth in tourism spending, the second highest after China, followed by Canada which reported a 9% increase, rebounding after flat growth in 2016. Italy recorded 7% growth, Hong Kong (China) 5% (through June), and Australia 3%.
- Beyond the top 10, growth in spending rebounded remarkably in Brazil (+33%) and the Russian Federation (+27%) after some years of declines. The

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.

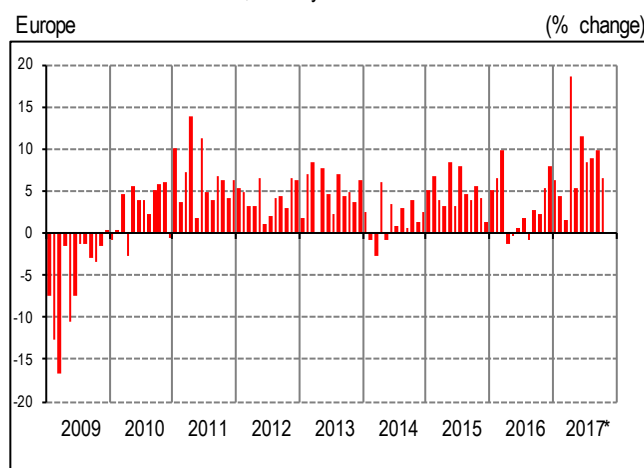
Regional results

Strong growth in European destinations through October

Europe, the world's most visited region, recorded a strong 8% increase in international tourist arrivals in January-October 2017 compared to the same period last year. This is a remarkable result for a region with many large and mature destinations. Results reflect the ongoing strength of many destinations and a rebound in those that experienced security incidents last year, in particular Turkey, France and Belgium. Southern and Mediterranean Europe (+13%) led this remarkable increase, followed by Western Europe (+7%) and Northern Europe (+6%) which also enjoyed robust growth. Results in Central and Eastern Europe (+4%) were largely positive, though more mixed. Virtually all source markets showed strong demand for European destinations this period, both from within and outside the region. Many destinations benefitted from the notable rebound of the Russian outbound market.

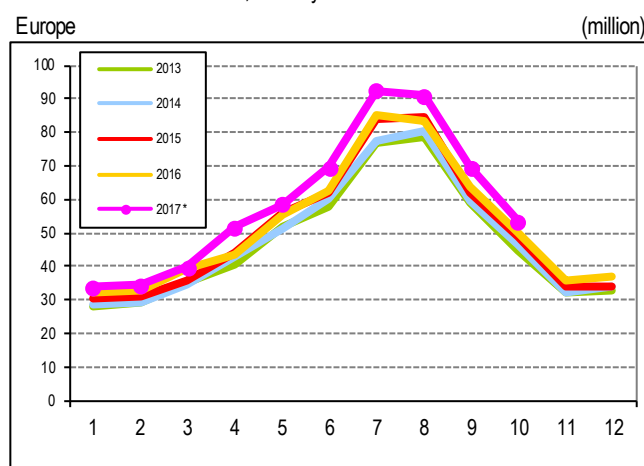
Western Europe (+7%) rebounded in January-October 2017 after last year's flat results, led by the strong recovery in Belgium (+12%) and top destination France (+8%), both through August. The Netherlands (+13% through August) also enjoyed a strong increase in arrivals, particularly from China and other emerging markets. Switzerland (+7%), Germany (+6%) and Austria (+4%) all contributed to the subregion's solid growth.

International Tourist Arrivals, monthly evolution



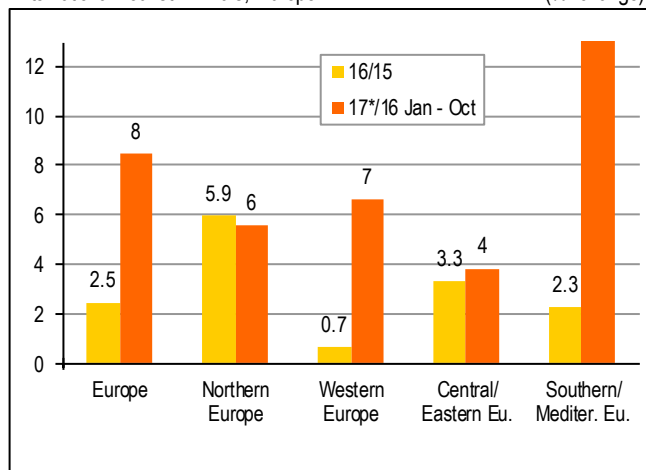
Source: World Tourism Organization (UNWTO) ©

International Tourist Arrivals, monthly evolution



Source: World Tourism Organization (UNWTO) ©

International Tourist Arrivals, Europe (% change)



Source: World Tourism Organization (UNWTO) ©

Southern and Mediterranean Europe (+13%) led results this ten-month period, as Turkey (+30%) rebounded firmly from last year's decline and other destinations continued to grow strongly. All destinations in the subregion recorded growth rates above 7%. The subregion's top destination Spain (+9%) reported a notable increase for such a large base volume of visitors, and following growth of 10% in 2016. In 10 months Spain already received 6 million more arrivals than in the same period of 2016, following an increase by 7 million in that year. The Barcelona terrorist attacks in August had a very limited, short-lived and localised impact, affecting overall tourist arrivals to Spain only marginally. Virtually all other destinations posted double-digit growth: Israel (+25%), Portugal (+12%), Italy and Greece (both +10%), Balkan destinations FYR Macedonia (+23%), Bosnia & Herzegovina (+19%), Serbia and Montenegro (both +18%), Slovenia (+17%) and Croatia (+14%), as well as the island destinations of Malta (+16%) and Cyprus (+15%).

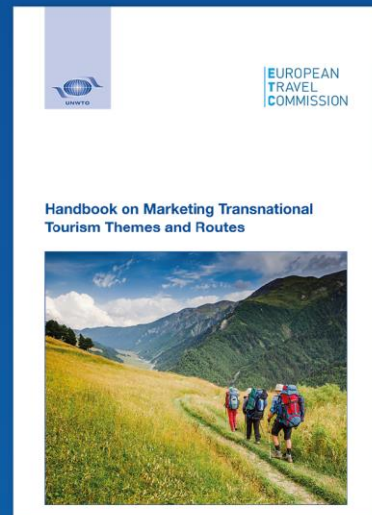
Growth in Northern Europe (+6%) was led by Iceland (+17%) and Finland (+13%), the former enjoying its seventh straight year of double-digit growth. The United Kingdom, the subregion's largest destination, reported an 8% increase in arrivals through August despite terrorist attacks in London and Manchester. The more affordable British pound following the vote to leave the European Union (Brexit) partly contributed to the UK's results. Sweden (+5%), Denmark (+4%), Ireland (+3%) and Norway (+2%) also all reported growth in arrivals.

In Central and Eastern Europe (+4%) results were rather mixed, though with solid growth in most destinations. Armenia (+21%), the Republic of Moldova, Georgia and Kazakhstan (all +18%), Latvia (+13%), Romania (+12%) and the Czech Republic (+10%) boasted double-digit growth, while Bulgaria (+9%), Slovakia

(+7%), Poland and Estonia (both +5%) also reported sound results. Lithuania recorded a 3% increase and Hungary 2%. By contrast, the Russian Federation (-8%), the subregion's largest destination, reported fewer arrivals through March. Data for Ukraine is still pending, but receipts point to a rebound in arrivals after a few years of declines.



EUROPEAN
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Handbook on Marketing Transnational Tourism Themes and Routes

Transnational themed tourism bundles together a variety of attractions and services under a unifying topic for the purposes of marketing and can be a key source of regional cooperation among destinations. It provides visitors an immersive experience that cuts across borders, through the discovery of entire regions with shared natural attractions, culture or heritage. This joint ETC and UNWTO *Handbook on Marketing Transnational Tourism Themes and Routes* offers NTAs, NTOs and DMO's practical guidance for the development and promotion of transnational tourism products, through specific frameworks and illustrative case studies.

UNWTO
Affiliate Members

Enhancing public-private sector collaboration in tourism

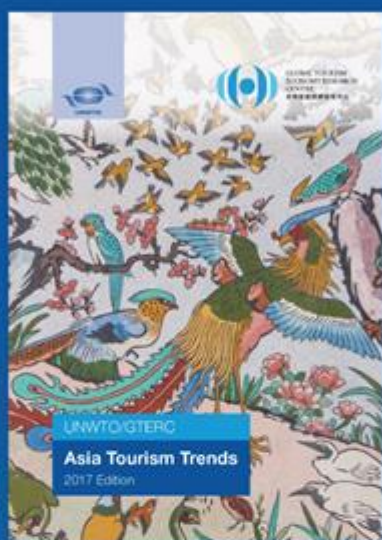
The UNWTO Affiliate Members offer:

- 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
- An opportunity to be part of the UN work
- A space to generate innovative products

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UNWTO/GTERC Asia Tourism Trends 2017 Edition

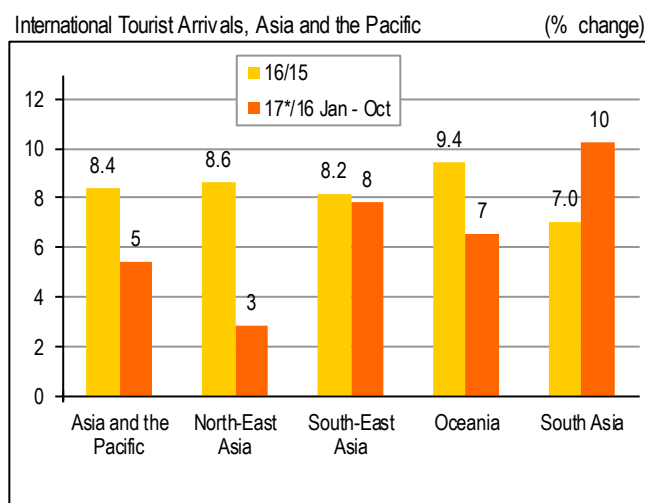
The UNWTO/GTERC Annual Report on Asia Tourism Trends, 2017 Edition, the fourth annual report in the series, highlights the rapidly growing tourism sector of Asia and the Pacific. This growth has been influenced by technological developments and the digital revolution. Regional collaboration with its 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>

South Asia and South-East Asia lead growth in the region

International arrivals in Asia and the Pacific increased 5% in the period January-October 2017, compared to an 8% increase in the full year 2016. 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 3% more arrivals after strong growth in 2016. Destinations in Asia and the Pacific largely benefited from strong demand arising out of China and the Republic of Korea this period.



Source: World Tourism Organization (UNWTO) ©

Asia and the Pacific's largest subregion, North-East Asia (+3%) recorded fairly mixed results this period, some destinations reporting double-digit growth and others declines. Japan recorded 18% growth in international arrivals and Macao (China) 10%, both enjoying strong demand from China, the Republic of Korea and other markets in the subregion. Hong Kong (China) rebounded with a 5% increase after declines in previous years. By contrast, the Republic of Korea reported a 24% decline in international tourist arrivals, largely as a result of fewer arrivals from China. Taiwan (pr. of China) recorded a smaller 2% decline. For China, the region's largest destination, data is still pending.

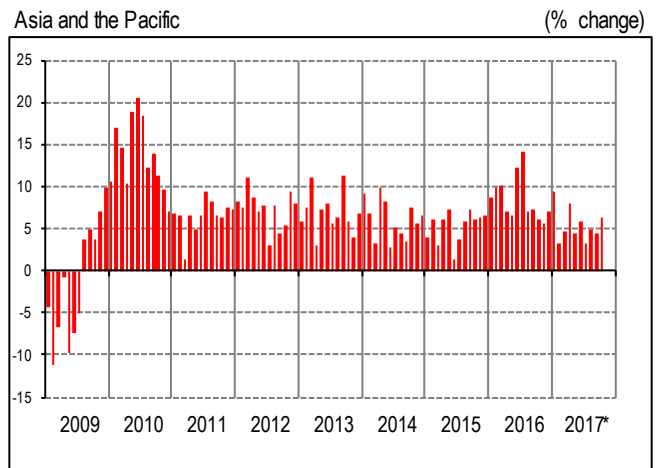
Robust results in South Asia (+10%) through October were led by India, the subregion's largest destination, which boasted a 15% increase in international arrivals, thanks to demand from western source markets as well as visa facilitation measures. Island destination Maldives recorded 6% growth in international arrivals, and Sri Lanka a more modest 3% increase, after seven consecutive years of double digit growth. Of the smaller destinations, Nepal reported a remarkable 35% increase through July, while Bhutan enjoyed 12% more arrivals, in its eighth straight year of double digit growth.

In South-East Asia (+8%) growth was led by Vietnam (+28%) and Indonesia (+24%), which enjoyed strong demand from North-East Asian source markets. Cambodia (+12%) and the Philippines (+11% through August) also posted double-digit growth in arrivals. The subregion's

largest destination, Thailand reported 6% growth and Singapore 5%. Malaysia (-2%) received fewer arrivals through August, attributable to weaker demand from Singapore and major long haul markets.

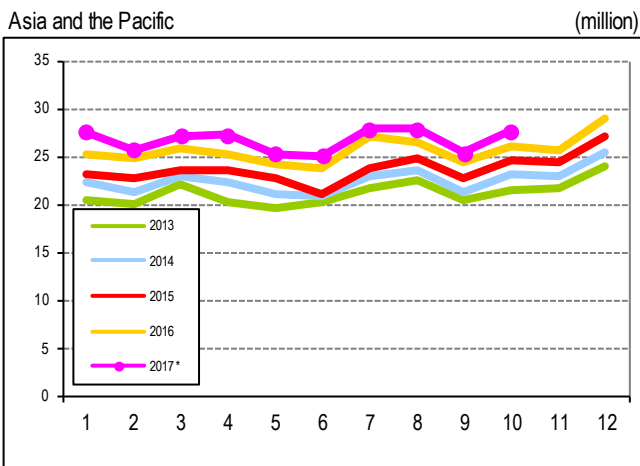
Oceania (+7%) enjoyed sustained growth in the first ten months of 2017, with Australia and New Zealand driving results (both +7%). Growth in these major destinations was fuelled by solid demand from Hong Kong (China), Malaysia, the United States and the United Kingdom. Guam (+1%), the third largest destination 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 30% growth, fuelled by strong demand and increased flight connectivity with North-East Asian cities.

International Tourist Arrivals, monthly evolution



Source: World Tourism Organization (UNWTO) ©

International Tourist Arrivals, monthly evolution



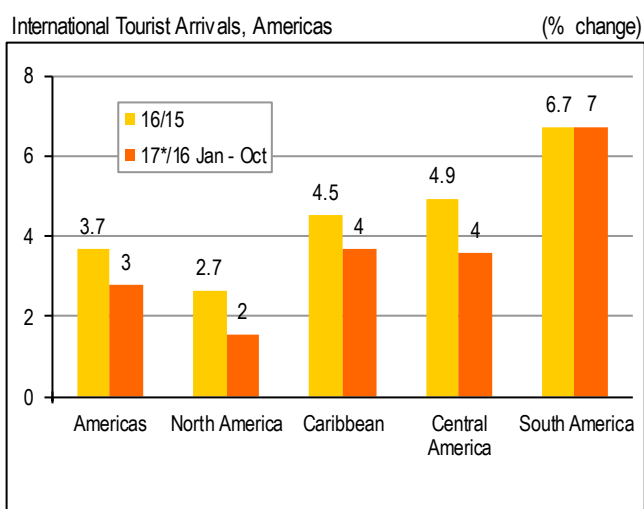
Source: World Tourism Organization (UNWTO) ©

4th UNWTO World Forum on Gastronomy Tourism
Bangkok, Thailand, 30 May - 1 June, 2018

SAVE THE DATE!
Bangkok, Thailand
(30 May - 1 June, 2018)

Mixed results among destinations in the Americas

The Americas recorded 3% growth in international arrivals in the first ten months of 2017, led by South America (+7%). Central America and the Caribbean both grew 4%, with the latter showing signs of recovery in October, in the aftermath of hurricanes Irma and Maria. In North America (+2%), robust results in Mexico and Canada contrast with a decrease in the United States, the region's largest destination. Many destinations continued to enjoy solid growth, driven by strong demand from the United States and Canada, as well as long-haul source markets.



Source: World Tourism Organization (UNWTO) ©

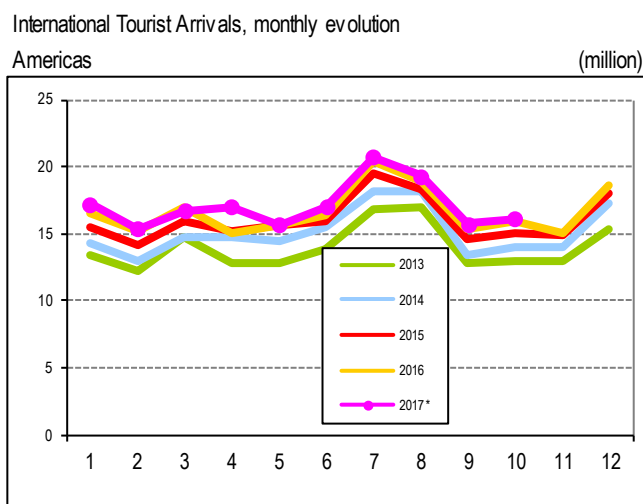
In South America (+7%), growth was led by Paraguay (+25%), which is enjoying a third year of robust growth, though from low base numbers. Arrivals in Uruguay (+23%) also grew strongly in comparison to the same period last year, thanks to strong promotion in bordering source markets and tax-free benefits granted to tourists visiting the country. Double-digit growth was also recorded by Colombia (+21%) and Chile (+16%), consolidating the positive trend of previous years. Ecuador (+12%) rebounded from the weak results in 2016, following the earthquake that struck the country's central coast. In Peru, international tourists increased 6%, while Guyana reported 3% more arrivals through July. Results for Brazil and Argentina, the subregion's largest destinations, are still pending. However, receipts figures for Argentina suggest an increase in arrivals, and for Brazil a small decrease.

Central America recorded a 4% increase in arrivals this ten-month period, led by Nicaragua (+26%), which is enjoying strong demand from regional markets, particularly in cruise tourism. Guatemala (+9%), Belize (+8%) and El Salvador (+7%) also posted solid growth. Honduras recorded 3% more arrivals, a similar increase as in 2016. Results in the top destination, Costa Rica (+1%) were more modest due to a decline in visitors from the United States.

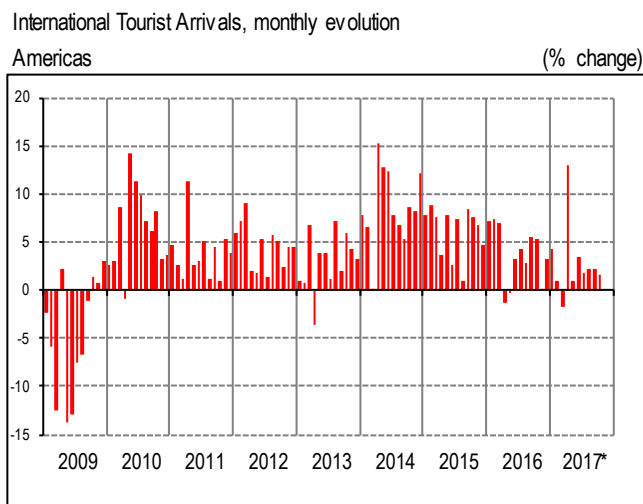
In the Caribbean (+4%), results were rather mixed across destinations, with some islands recording robust growth and others declines. Many were impacted by the

strong hurricanes from mid-August through September, most notably Irma and Maria. Among the larger destinations, tourist arrivals were up 7% in Jamaica and 4% in the Dominican Republic, the subregion's top destination. The latter experienced a rapid recovery in October after suffering the effects of the hurricanes in September. Among the smaller destinations, Bermuda (+10%), Saint Lucia (+10%), Dominica (+8%), Grenada (+7%), Barbados (+6%), Cayman Islands (+6%) and Martinique (+3%) all continued to record growth. By contrast, Curaçao (-12%), Antigua & Barbuda (-8%), Aruba (-5%), St. Vincent & Grenadine (-4%) and Trinidad & Tobago (-4%) all reported negative figures this period, largely as a result of the powerful hurricanes.

International tourist arrivals in North America grew by an estimated 2% in the period January-October 2017, somewhat below the increase in the full year 2016 (+3%). Mexico recorded 12% growth in arrivals and Canada 4%, driven by increasing demand from the United States. In the United States (-4%) arrivals declined through June, with growing demand from Canada and the Republic of Korea, 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) ©



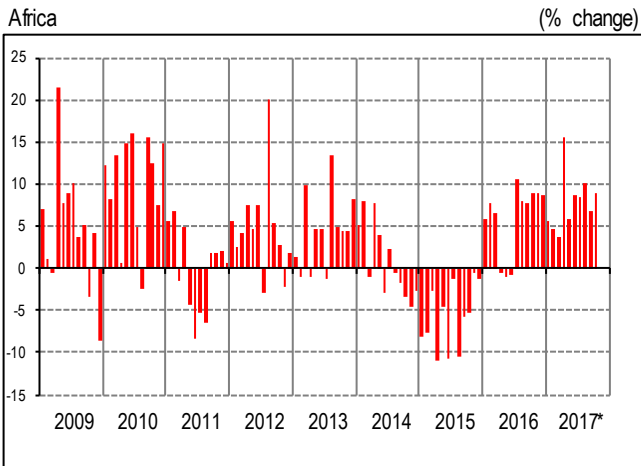
Source: World Tourism Organization (UNWTO) ©

Strong recovery in North Africa

In the first ten months of 2017, international arrivals to Africa increased an estimated 8% according to limited available data. The ongoing recovery in North Africa (+13%) and sustained growth in Sub-Saharan Africa (+5%) continued to boost results in the region.

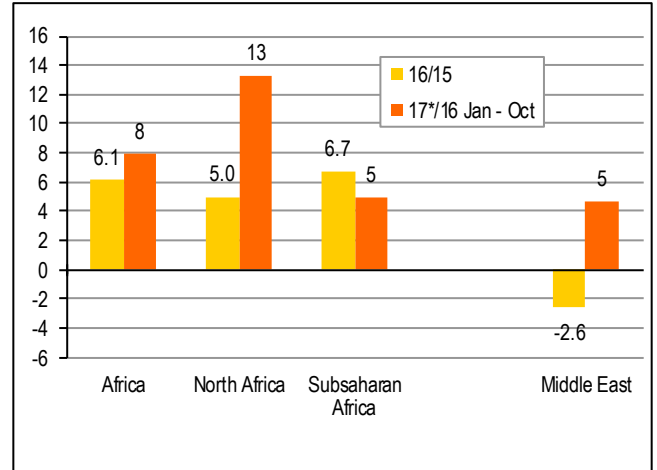
Arrivals in Madagascar were up 9% this period, despite a considerable decline in the month of October following a plague outbreak in the country. A recovery is expected in the coming months as measures to contain the epidemic are already taking effect. Results for Africa should be read with caution, as they are based on currently limited available data.

International Tourist Arrivals, monthly evolution



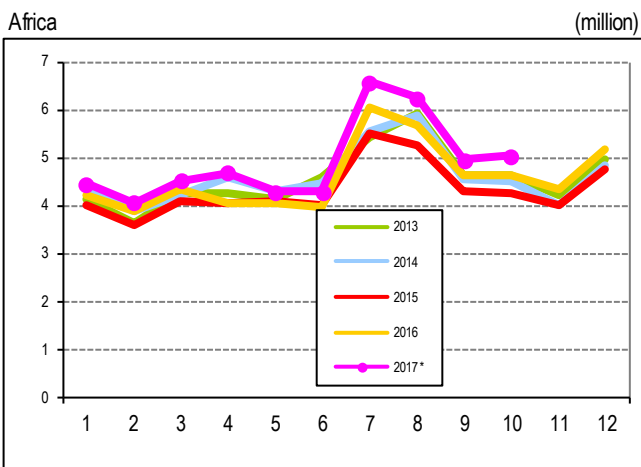
Source: World Tourism Organization (UNWTO) ©

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



Source: World Tourism Organization (UNWTO) ©

International Tourist Arrivals, monthly evolution



Source: World Tourism Organization (UNWTO) ©

In North Africa, Tunisia continued to rebound strongly, enjoying a 23% increase in arrivals compared to the same period last year. Morocco (+9%) also showed solid growth, despite a slight decrease in September. Growing demand from European source markets coupled with a more stable environment contributed to increase tourist flows in these countries.

Arrivals in Sub-Saharan Africa (+5%) were led by island destination Seychelles (+17%), which is enjoying its third straight year of double-digit growth. Reunion reported 15% growth in the first half of the year and Cabo Verde 11% through September, while Kenya posted a 9% increase through August. Both Mauritius and Swaziland grew by 5%. Meanwhile, the region's top destination, South Africa, reported more modest growth (+2%).



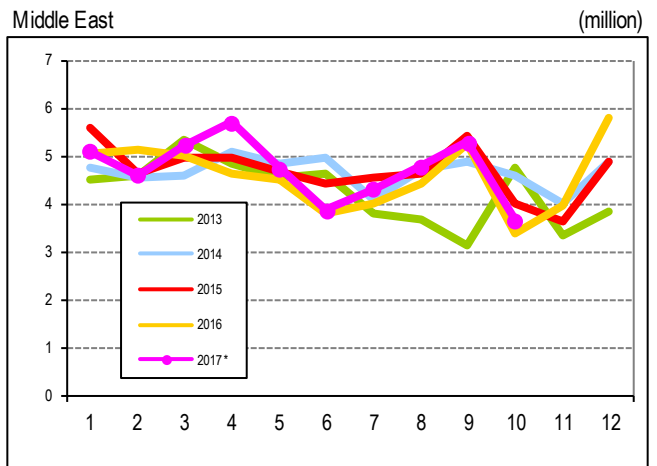
Sustained growth in the Middle East despite few declines

International arrivals in the Middle East are estimated to have increased by 5% in the January-October period of 2017. Results in the region are mixed, with some destinations rebounding strongly, others continuing to report sustained growth, but a few reporting declines.

Egypt (+55%) drove growth in the region both in absolute and relative terms, recovering firmly from the negative results in the previous years. Improved security, promotional efforts and a return of confidence contributed to this rebound. Palestine (+32%) also rebounded strongly, though from a modest arrivals base. Bahrain (+13%), Lebanon, Oman and Jordan (+11% each) reported double-digit growth as well during this period, following positive results the past two years. The United Arab Emirate of Dubai also continued its sustained pace of growth and reported a 8% increase in arrivals through September 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 (-19%) is reporting negative results from May following the diplomatic crisis with various countries in the region.

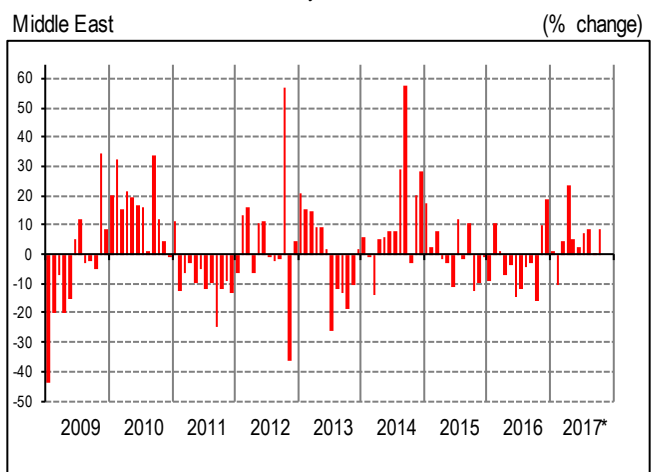
Note: All results presented in this issue are based on preliminary data as reported by the various destinations around the world and UNWTO estimates of still missing data. Updated information will be included in the next issue of the *UNWTO World Tourism Barometer* scheduled for January 2018.

International Tourist Arrivals, monthly evolution



Source: World Tourism Organization (UNWTO) ©

International Tourist Arrivals, monthly evolution



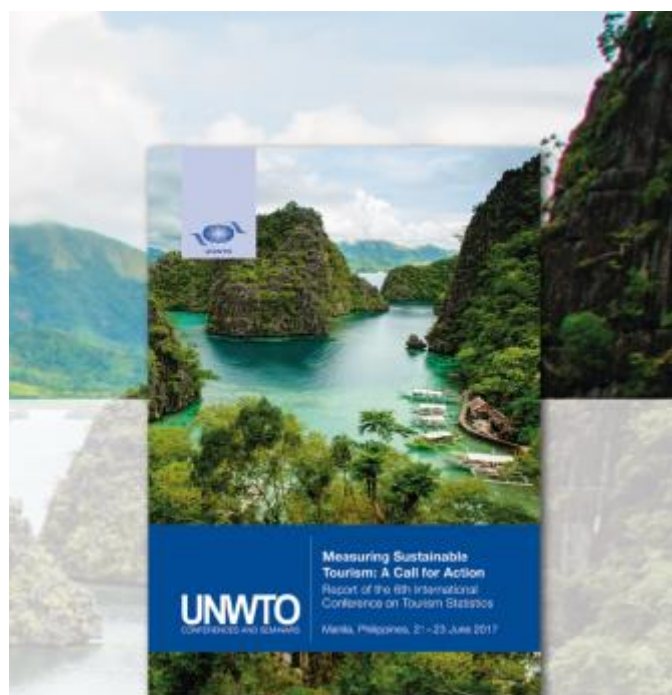
Source: World Tourism Organization (UNWTO) ©

UNWTO International Conference on **Tourism and Snow Culture**

“Snow Experiences and Winter Traditions as Assets for Tourism Destinations”

Yamagata, Japan. 2-3 February 2018

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Measuring Sustainable Tourism: A Call for Action

Report of the 6th International Conference on Tourism Statistics

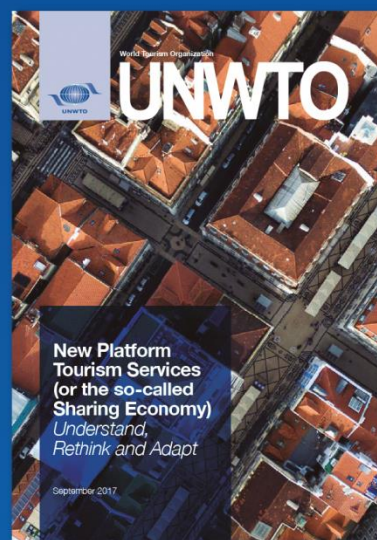
Manila, the Philippines, June 2017

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>



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.

Cruise tourism

Cruising has become a popular form of tourism and a major part of the tourism industry in recent decades, with almost 25 million passengers taking a trip in 2016. The cruise sector has seen very rapid growth with the number of cruise passengers quintupling since 1995. While demand was initially driven mostly by the North American market, Europe and more recently Australasia have also become important source markets for the cruise sector.

This analysis is based on the findings of the recently released report *The Global Economic Contribution of Cruise Tourism 2016* commissioned by the Cruise Lines International Association (CLIA) and prepared by Business Research and Economic Advisors (BREA). CLIA is the world's largest cruise industry association with representation in North and South America, Europe, Asia and Australasia (Oceania). The report provides data on international demand for cruises (volume of cruise passengers), global deployment of capacity and direct cruise sector expenditure.

Furthermore, this information is complemented by a section on cruise arrivals data as reported by destination countries from UNWTO's statistics database and as regularly included in the *UNWTO Compendium of Tourism Statistics*.

by international tourist arrivals, with figures similar to Greece, the Russian Federation or Japan.

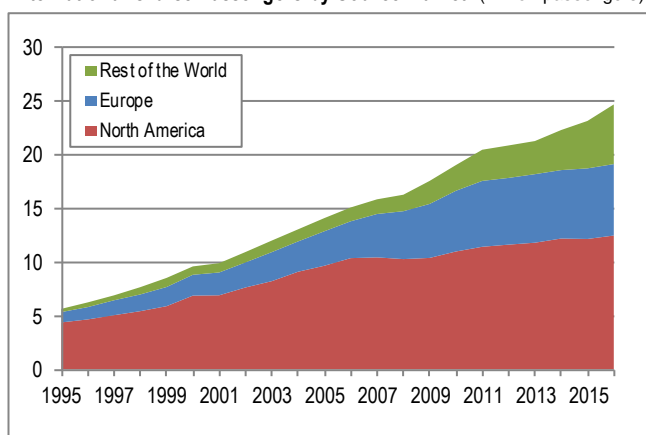
North America is still the most important source market for cruise products

Demand from North America, specifically in the United States and Canada, tripled between 1995 and 2016 to reach 12.5 million cruise passengers in 2016. Demand outside the region, however, grew much faster, yet from a much lower base. As a result, the share of the North American market declined from over 78% in 1995 to 51% in 2016. The largest source market in North America was the United States, which accounted for 92% of all passengers from this region. Together with Canada (6% share), those two source markets accounted for virtually all passengers sourced from North America.

Demand from Europe grew from 1 million passengers in 1995 to 6.7 million in 2016, increasing its share from 17% to 27%. The largest source markets in Europe were Germany and United Kingdom, that accounted for more than half of the passengers sourced from Europe. Other source markets with more than 0.5 million passengers each were Italy, France and Spain.

The remaining 5.6 million cruise passengers in 2016 came from other world regions such as Asia and the Pacific and South America, which have shown the fastest relative growth in recent years from a very low base of 0.3 million (15% average annual growth between 2005 and 2016). As a result, their market share increased from just 5% in 1995 to 23% in 2016. The largest source market was China, which saw passengers double in just one year, from 1 million in 2015 to 2.1 million in 2016. Other important source markets were Australia and several countries in South America and Asia.

International Cruise Passengers by Source Market (million passengers)



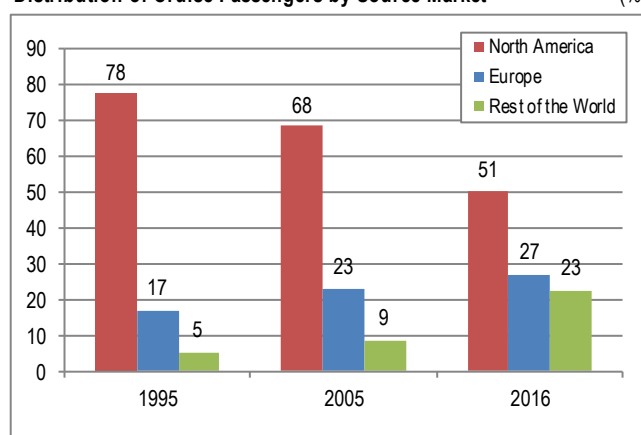
Source: Compiled by UNWTO, based on CLIA data (2017)

Cruise market growing faster than worldwide tourism

According to CLIA, global cruise demand reached 24.7 million passengers in 2016, up from just 5.6 million in 1995. With an average annual growth of 5.2% between 2005 and 2016, cruise passengers grew faster than total international tourist arrivals (overnight visitors) to destinations worldwide (+3.9%) in the same period.

Compared to the 1237 million overnight visitors to destinations, the ratio of cruise passengers is a modest 2 for every 100. If analysed as a 'destination', cruise passengers would rank fifteenth in the world's top tourism destinations

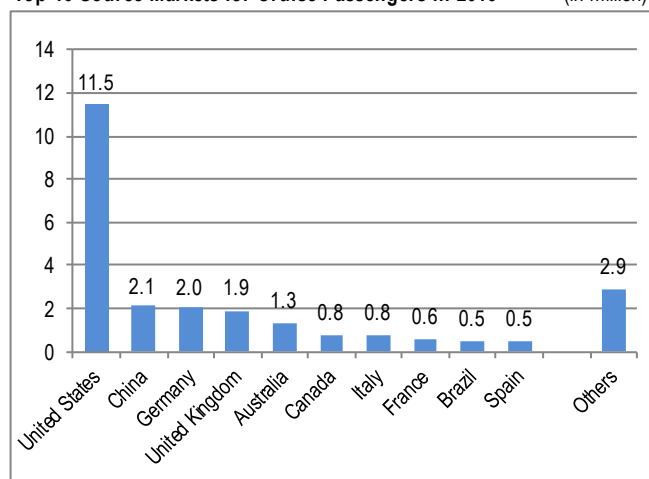
Distribution of Cruise Passengers by Source Market (%)



Source: Compiled by UNWTO, based on CLIA data (2017)

From the total of 24.7 million cruise passengers worldwide, the top ten source markets accounted for 88% of the total number. The remaining 2.9 million passengers came from source markets outside the top 10. The United States still remains by far the largest source market.

Top 10 Source Markets for Cruise Passengers in 2016 (in million)



Source: Compiled by UNWTO, based on CLIA data (2017)

The Caribbean is leading in terms of capacity deployed, but Asia is leading growth

In 2016, a total of 163 million bed days (total capacity expressed as the number of days times total available passenger berths) were deployed worldwide on cruise ships. The number of bed days grew at an average annual growth rate of 6 % between 2011 and 2016. However, growth has not been even among regions.

While the Caribbean is still the leading region in the deployment of capacity with 55.1 million bed days, accounting for a market share of 34% (down from 38% in 2011), it only grew an average 4% a year between 2011 and 2016.

Asia has seen the highest increase in the deployment of capacity in the past five years. In 2016, Asia deployed 15.1 million bed days, almost seven times as many as in 2011 (2.3 million bed days). This represents an average annual growth rate of 45%, increasing its share from just 2% in 2011 to 9% in 2016. Oceania (Australia, New Zealand and Pacific) also showed a double-digit annual growth of 17% between 2011 and 2016, raising the deployed capacity to 10 million bed days in 2016.

The Mediterranean, the second largest region in terms of available bed days with 30.5 million bed days, showed a more moderate growth of 2% annually between 2011 and 2016. The market share of the region was 19% in 2016, down from 23% in 2011. The rest of Europe, however, has shown remarkable growth of 11% annually, almost doubling capacity from 11 million bed days in 2011 to 19 million in 2016. Its share therefore increased from 9% in 2011 to 12% in 2016.

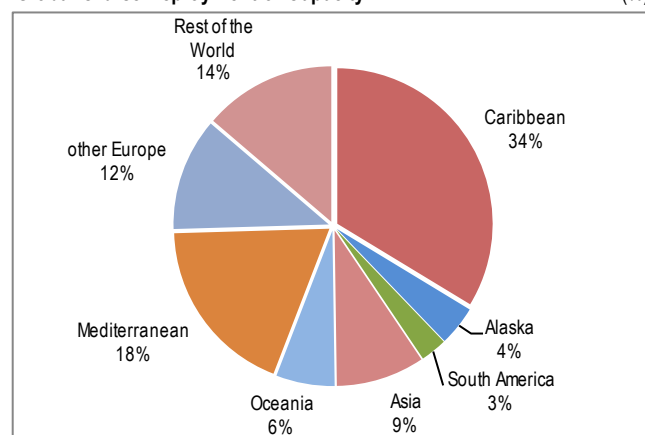
Alaska’s capacity increased by 5% per year to 7 million bed days, accounting for a share of 4% in 2016 of the total capacity worldwide.

South America saw the smallest change in bed day capacity since 2011, increasing from 4.3 million bed days to 4.5 million in 2016, representing a 1% annual growth

but a small decline in share from 4% in 2011 to 3% in 2016.

The remaining capacity is spread among other world regions. These regions combined represent 14% of the total deployed capacity and its share has decreased from 17% in 2011 to 14% in 2016.

Global Cruise Deployment of Capacity (%)

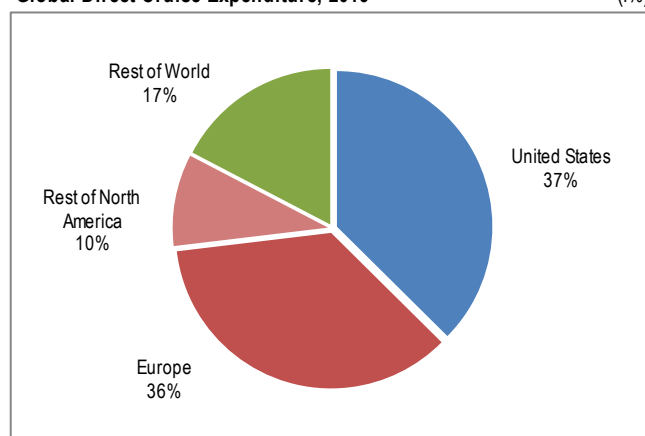


Source: Compiled by UNWTO, based on CLIA data (2017)

Growth of direct cruise expenditure in line with passenger growth

Total direct cruise expenditure (direct economic contribution of the cruise sector), comprises passenger spending (shore excursions, souvenirs and other retail goods as well as pre - and post-cruise vacations), crew spending (mostly retail goods) and cruise line spending (goods in support of cruise operations, including food and beverages, hotel supplies, bunker fuel, utilities while in port, as well as marketing and administrative expenses and shipbuilding and maintenance). This total economic contribution reached US\$ 58 billion in 2016 globally, a 7% increase compared to 2015.

Global Direct Cruise Expenditure, 2016 (i%)



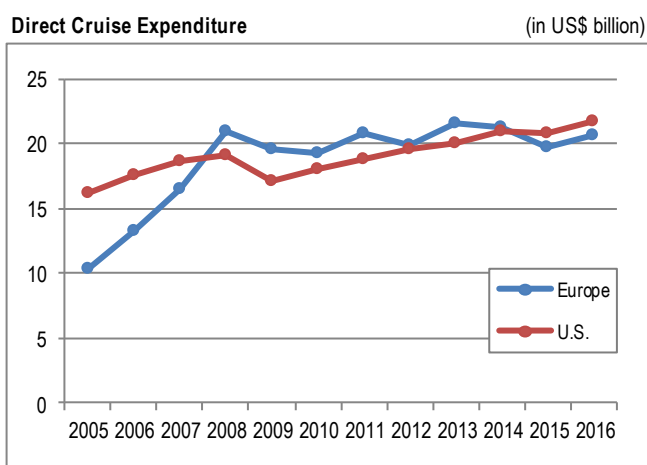
Source: Compiled by UNWTO, based on CLIA data (2017)

On a regional basis, the United States (US\$ 21.7 billion) and Europe (US\$ 20.7 billion) had similar direct expenditure, accounting for a 37% and 36% share, respectively. This is attributed to the fact that US cruises often

call at a number of ports outside the United States, whereas European cruises originate and make port calls within the European market itself, resulting in higher transit passenger expenditure within this region. Furthermore, expenditure by cruise liners in shipbuilding and maintenance was proportionally higher in Europe than in the United States, due to Europe's large shipbuilding industry.

The remaining 27% of direct cruise expenditure (economic contribution) is spread over the Rest of North America, with US\$ 5.5 billion (10%), and the category Rest of the World, with US\$ 10.1 billion (17%).

Prior to 2013, direct cruise expenditure had grown at a faster rate in Europe than in the United States. However, in 2013 direct expenditure in the United States has overtaken Europe as a result of the higher relative growth in passenger embarkations within the United States versus lower growth across Europe.



Source: Compiled by UNWTO, based on CLIA, ECC, BREA and GP Wild data

UNWTO expresses its gratitude to the Cruise Lines International Association (CLIA) for their assistance in the preparation of this section.

To download the full report *The Global Economic Contribution of Cruise Tourism 2016* and for further information please visit: www.cruising.org/about-the-industry/research (2016 Global Economic Impact Study)

Cruise arrivals in destinations

The Caribbean is by far the leading subregion for cruises

On most cruise trips, passengers travel to a base port to embark on a vessel that sails to a number of destinations calling at ports where they can disembark to visit land-based sites. The number of ports visited during a trip depends on the itinerary. On many itineraries, ships call at a different port every day, while on others they sail at sea without calling at a port, or stay in a port for several days. Cruise trips can start and finish in the same base port, but may also have two different base ports.

The tables in this section provide data on the number of international cruise arrivals reported by destination countries (note that a cruise passenger generally visits various destinations during one trip). This is one of the series collected in UNWTO's statistics database and is regularly included in the *UNWTO Compendium of Tourism Statistics*.

According to the *International Recommendations for Tourism Statistics 2008* (IRTS 2008) for the destinations visited, cruise passengers (who arrive in a country on board ship and return to the ship each night to sleep on board, even if the ship remains in port for several days) are considered as a specific category of international same-day visitors. As they do not strictly spend the night in collective or private accommodation in the country visited, from a statistical point of view they are not included in the category of tourists (overnight visitors). For base ports, the situation is generally different, because cruise participants may stay overnight in a hotel before or after the trip and should thus be counted as tourists. Also, in most cases, some passengers will not be international visitors, but will originate from the domestic market.

It is important to note that not all destination countries report cruise passenger information. Coverage is currently comparatively limited, with comprehensive data available for many islands, for which cruise tourism is a major source of arrivals, but with many major cruise destinations not reporting such data (including the United States, France, Italy, the United Kingdom, Egypt, Thailand, Malaysia, Singapore, Indonesia Japan and United Arab Emirates). Furthermore, data may partly relate to river cruises, yacht passengers and/or leisure visits of foreign naval ships. Visits to two ports in a single destination country are often recorded as one arrival (especially in island destinations).

For destinations visited, cruises constitute a relevant primary or additional source of tourism receipts. On the one hand there is the revenue from the port services supplied to and paid for by the cruise operators, generally depending on ship tonnage and number of passengers. Depending on the size and type of port, services and supplies such as provisions, fuel, maintenance and repairs also add to the benefits to a greater or lesser extent. On the other hand, destinations receive revenue from the on-land

tourism consumption generated by passengers and crew, related to activities such as sightseeing tours, shopping, eating and drinking, etc.

- Many destinations in the Americas, in particular in the Caribbean, record substantial numbers of cruise passen-

gers. In the Americas, eight countries report figures in excess of 1 million cruise passengers: Mexico (6.7 million), the Bahamas (4.7 million), the United States Virgin Islands (1.8 million), Cayman Islands, Saint Maarten and Jamaica (all 1.7 million), Puerto Rico (1.3 million) and Belize (1.0 million).

Arrivals of cruise passengers (for countries and territories reporting this type of data)

	International Tourism, 2016*						Cruise passengers (000)						ratio cruise p. /tourists	Average annual growth (%)	
	Total Arrivals (000)	Tourists (000)	Receipts US\$ (mn)									'95-'15		'05-'15	
									1990	1995	2000	2005		2010	2014
Americas															
Anguilla	176	79	130	5	2	6	7	..	0.1		3.4	
Antigua & Barbuda	874	265	332	260	227	427	467	558	522	644	609	2.3	5.4	3.3	
Aruba	1,758	1,102	1,625	130	293	490	553	570	667	607	656	0.6	3.7	0.9	
Bahamas	5,114	1,482	2,591	1,854	1,543	2,513	3,079	3,810	4,805	4,513	4,690	3.2	5.5	3.9	
Barbados	1,227	625	1,038	363	485	533	563	665	558	587	595	1.0	1.0	0.4	
Belize	1,391	386	391	5	8	58	800	779	968	958	1,005	2.6	27.0	1.8	
Bermuda	646	244	445	113	170	207	247	348	356	377	398	1.6	4.1	4.3	
Bonaire	5	11	44	40	226	
Brit. Virgin Islands	1,124	408	..	95	122	197	449	501	361	516	699	1.7	7.5	1.4	
Canada	30,142	19,971	18,021	..	317	636	
Cayman Islands	2,097	385	..	362	683	1,031	1,799	1,598	1,610	1,717	1,712	4.4	4.7	-0.5	
Colombia	5,092	3,317	4,773	..	34	150	48	314	314	272	210	0.1	11.0	18.9	
Costa Rica	3,172	2,925	3,879	55	139	190	280	395	233	239	247	0.1	2.7	-1.6	
Cuba	4,002	3,968	2,907	7	1	10	17	2	8	10	17	0.0	12.2	-5.2	
Curaçao	944	441	573	164	172	308	276	383	629	566	469	1.1	6.1	7.4	
Dominica	366	78	132	7	135	240	302	518	287	281	277	3.5	3.7	-0.7	
Dominican Rep.	6,623	5,959	6,723	50	30	183	290	353	435	529	833	0.1	15.4	6.2	
El Salvador	2,052	1,434	829	2	2	..	2	0.0	
French Guiana	3	9	..	0.0	
Grenada	477	135	149	183	250	180	275	333	235	281	315	2.3	0.6	0.2	
Guadeloupe	..	580	..	261	419	392	73	105	234	310	..	0.6	-1.5	15.6	
Guatemala	1,917	1,585	1,550	18	72	71	77	104	0.1	..	15.6	
Haiti	504	78	225	305	368	538	662	674	..	1.3	5.6	6.2	
Honduras	2,267	908	686	218	277	803	943	918	..	1.0	..	12.7	
Jamaica	3,837	2,182	2,539	385	605	908	1,136	910	1,424	1,569	1,656	0.8	4.9	3.3	
Martinique	842	519	365	421	428	290	93	75	178	242	281	0.5	-2.8	10.0	
Mexico	94,621	35,079	19,650	890	1,697	3,467	6,707	6,048	5,785	6,115	6,695	0.2	6.6	-0.9	
Montserrat	16	9	9	0	1	0	3	4	0.4	..	24.1	
Nicaragua	1,596	1,504	642	13	13	37	51	46	63	0.0	..	13.5	
Panama	2,436	2,007	4,258	3	13	94	334	331	366	238	218	0.1	15.6	-3.3	
Peru	4,718	3,744	3,501	4	8	79	61	62	59	0.0	..	22.7	
Puerto Rico	5,077	3,736	3,985	866	956	1,221	1,387	1,194	1,210	1,509	1,341	0.4	2.3	0.8	
Saint Lucia	948	348	404	102	170	444	394	670	641	677	587	1.7	7.2	5.6	
St. Kitts & Nevis	1,073	115	141	34	121	171	220	516	695	910	..	7.8	10.6	15.3	
St. Maarten	2,197	528	857	515	564	868	1,488	1,513	2,002	1,902	1,669	3.2	6.3	2.5	
St. Vincent & Gren.	227	79	101	83	127	162	152	153	132	130	147	1.9	0.1	-1.6	
Suriname	257	257	65	18	26	15	
Trinidad & Tobago	493	409	464	43	22	104	66	102	34	79	83	0.2	6.6	1.8	
Turks & Caicos	1,301	454	618	972	930	847	1.9	
Uruguay	3,632	3,037	2,071	300	385	321	305	0.1	
US Virgin Islands	2,654	1,120	1,171	1,768	1,913	1,859	2,084	1,879	1,777	2.9	2.4	-0.2	
Venezuela	681	601	473	133	140	9	110	93	80	0.1	..	-4.0	

Source: World Tourism Organization (UNWTO) ©

(Data as collected by UNWTO November 2017)

- The world's leading cruise destinations (among the ones reporting data) are Mexico and the Bahamas, which respectively received 6.7 million and 4.7 million cruise passengers in 2016. Smaller cruise destinations have also grown considerably in recent years. Colombia (+19% a year to 0.3 mn in 2015), Guadeloupe (+16% to 0.3 mn in 2015), Guatemala (+16% to 0.1 mn), St. Kitts and Nevis (+15% to 0.9 mn in 2015) and Honduras (+13% to 0.9 mn in 2015) all recorded double-digit growth rates between 2005 and 2015. Starting from 1995, other destinations, such as Belize (1.0 mn), the Dominican Republic (0.8 mn) and Panama (0.2 mn) likewise recorded double-digit growth. However, the growth of these destinations has levelled off over time.
- Cruises are very important for many Caribbean destinations, as reflected in the ratio of cruise passengers to tourists (overnight visitors). As shown in the table below, 16 countries have a ratio of over 1:1, meaning there are more cruise passengers than international tourists. Saint Kitts and Nevis stands out in particular, with a ratio of 7.8 to 1. The Cayman Islands, Dominica and Saint all have ratios of more than 3 to 1.
- In terms of average expenditure per cruise arrival only a few countries report this data. In 2016, Jamaica, the average per cruise arrival in 2016 was US\$ 90, while in Mexico it was US\$ 59.
- For Europe, in the absence of data from important destinations such as France, Italy and the United Kingdom, only Spain and Greece exceeded 3 million passengers in 2016 while Russia recorded 1.7 million passengers in 2015 (2016 data not available). Spain has only started to provide a break down between foreign and domestic arrivals in 2016 and therefore, data cannot be compared to other destinations in previous years.
- Smaller European destinations such as the Baltic countries of Latvia (+11% a year to 0.3 mn cruise arrivals), Lithuania (+10% to 64,000) and Estonia (+5% to 0.5 mn) registered positive growth between 2005 and 2015. Meanwhile, Iceland doubled its cruise arrivals in this period to 100,000 passengers a year.
- Only limited data is available on average spending per cruise arrival in Europe. Israel reported an average spending of US\$ 195 in 2015, of which US\$ 141 for sightseeing, US\$ 40 for shopping, US\$ 9 for food and beverages and US\$ 5 for duty free shops. Italy and Spain both recorded an average spending per cruise arrival of below US\$ 100 in 2011 and 2010 respectively.
- In Asia and the Pacific, the cruise sector is comparatively smaller. However, in recent years it has shown particular strong growth in some destinations. From the countries that report data on cruise passengers, the Republic of Korea was the leading cruise destination with 2.3 million cruise passengers. Five other destinations with data available reported more than 100,000 cruise arrivals: New Caledonia with half a million cruise arrivals in 2016 and an average annual growth of

Arrivals of cruise passengers (for countries and territories reporting this type of data)

	International Tourism, 2016*											ratio cruise p. /tourists	Average annual growth (%)	
	Total			Cruise passengers (000)									'95-'15	'05-'15
	Arrivals (000)	Tourists (000)	Receipts US\$ (mn)	1990	1995	2000	2005	2010	2014	2015	2016*			
Europe														
Cyprus	3,286	3,187	2,755	31	39	135	176	271	135	108	85	0.0	5.2	-4.8
Denmark	28,692	10,781	7,047	363	409	681	470	445	571	0.1	..	0.8
Estonia	5,963	3,147	1,489	..	37	109	307	392	470	506	510	0.2	14.0	5.1
Greece	28,071	24,799	14,618	437	582	472	1,173	..	2,239	2,515	3,271	0.1	7.6	7.9
Hungary	52,890	15,256	5,664	428
Iceland	1,891	1,792	2,395	..	21	25	55	70	105	100	99	0.1	8.1	6.2
Israel	3,070	2,900	5,722	210	318	255	13	169	88	95	75	0.0	-5.9	22.0
Latvia	6,797	1,793	867	36	92	219	..	254	279	0.2	..	10.7
Lithuania	5,322	2,296	1,206	5	24	35	58	60	64	0.0	..	9.6
Malta	2,592	1,966	1,447	45	77	171	314	476	472	600	626	0.3	10.8	6.7
Monaco	..	336	23	76	133	322	194	255	182	0.5	12.8	6.7
Norway	..	5,960	5,205	770	324	411	574	511	659	0.1	..	4.7
Portugal	..	11,344	14,036	222	215	226
Romania	10,223	2,471	1,738	18	15
Russian Federation	24,551	..	7,788	333	1,196	..	1,670	17.5
San Marino	1,940	60	1	1	1	0.0
Spain	115,561	75,315	60,503	845	3,047	0.0
Sweden	12,614	467
Ukraine	13,734	13,333	1,078	..	73	68	35

Source: World Tourism Organization (UNWTO) ©

(Data as collected by UNWTO November 2017)

18% between 2005 and 2015, followed by Vietnam and Vanuatu with almost 0.3 million arrivals each. Fiji and Hong Kong (China) recorded around 100,000 arrivals each.

- In the case of Africa and the Middle East, Morocco is the leading cruise destination with 0.3 million cruise

arrivals in 2016 and an average annual growth rate of 5%. Oman follows with 0.2 million cruise arrivals in. The Seychelles (+13% a year) showed double-digit growth between 2005 and 2015, yet from a small base.

Arrivals of cruise passengers (for countries and territories reporting this type of data)

	International Tourism, 2016*			Cruise passengers (000)								ratio cruise p. /tourists	Average annual growth (%)	
	Total Arrivals (000)	Tourists (000)	Receipts US\$ (mn)	1990	1995	2000	2005	2010	2014	2015	2016*		'95-'15	'05-'15
	Africa and Middle East													
Bahrain	10,158	3,990	40	56	0.0		
Benin	292	267	7	8	9	0.0		
Cameroon	1			
Gabon	3	5			
Gambia	..	161	116	2			
Jordan	4,779	3,858	4,044	4	7	10	26	74	36	34	57	0.0	8.2	2.7
Madagascar	..	293	750	..	10			
Mauritius	1,307	1,275	1,572	18	6	11	9	14	13	7	11	0.0	0.4	-3.2
Morocco	10,677	10,332	6,548	114	150	180	233	464	359	365	345	0.0	4.5	4.6
Oman	3,151	2,292	1,725	127	148	217	0.1		
Senegal	6	6	11	9	6	13	8	..	0.0	1.3	-1.5
Seychelles	333	303	414	8	6	10	6	16	6	20	30	0.1	6.2	12.8
Sierra Leone	60	54	1	2	2	0.0		
Syria	10	9			
Tunisia	..	5,724	1,236	45	66	186	597	812			
Asia and the Pacific														
American Samoa	38	20	..	4	..	4	6	17	30	27	18	0.9		16.0
Brunei	..	219	144	4			
Fiji	963	792	765	28	18	10	2	60	88	114	171	0.2	9.7	49.8
French Polynesia	241	192	..	8	8			
Guam	..	1,535	..	10			
Hong Kong (China)	56,655	26,553	32,860	9	5	9	19	48	34	37	109	0.0	10.5	6.9
India	..	14,569	22,427	13	19	28	119	105			
Japan	24,039	..	30,678	1			
Kiribati	8	6	3	9	46			
Korea (ROK)	17,242	..	17,332	955	1,046	2,258			
Maldives	..	1,286	2,730	7	4	1			
N.Mariana Islands	531	9	7	12	9	4	5	3	..	0.0	-3.5	-9.3
New Caledonia	625	116	..	36	34	49	81	183	422	444	509	4.4	13.7	18.5
New Zealand	3,494	3,370	9,475	7	13	19	33	28	30	0.0		8.0
Niue	..	8	..	1			
Papua New Guinea	198	..	1	6	9	14	..	0.1		
Philippines	..	5,967	5,139	23	4	7	2	25	60	70	72	0.0	15.4	42.7
Singapore	16,403	12,913	18,386	8			
Solomon Islands	..	22	53	3			
Tonga	90	61	..	8	4	8	18	18	15	19	28	0.4	8.0	0.4
Vanuatu	350	95	..	42	37	48	64	141	220	197	255	2.7	8.7	11.9
Vietnam	10,013	..	8,250	256	200	50	48	170	285	0.0		-1.6

Source: World Tourism Organization (UNWTO) ©

(Data as collected by UNWTO November 2017)

The economic environment

Updated prospects for 2017 and 2018 issued by the International Monetary Fund (IMF) and the UN Department of Economic and Social Affairs (UN/DESA) both indicate an upswing in global economic activity, though improvements in growth are unevenly distributed and prospects for many commodity exporters remain challenging.

IMF World Economic Outlook, October 2017

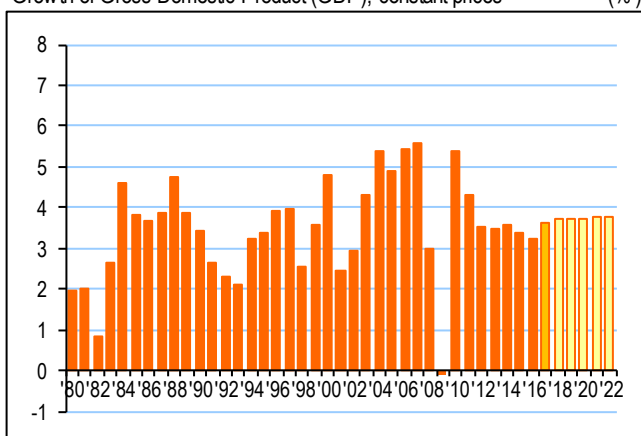
Global upswing strengthening, but recovery not complete

In the October 2017 edition of its *World Economic Outlook* (WEO), the International Monetary Fund (IMF) projects the global economy to grow at a rate of 3.6% in 2017 and 3.7% in 2018, up from 3.2% in 2016 (countries weighted by purchasing power parity or PPP, see explanation in box).

The global cyclical upswing that began in mid-2016 continues to gather strength, with growth accelerating in Europe, Japan, China and the United States. However, the recovery is not complete and output remains sluggish in many countries, with inflation below target in most advanced economies. Commodity exporters, especially of fuel, are particularly hard hit, as they continue to adjust to lower foreign earnings.

World

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



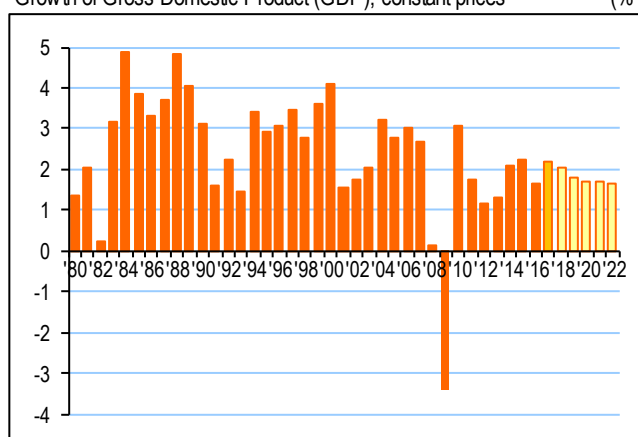
Source: International Monetary Fund

- World economic growth is projected at 3.6% in 2017, after 3.2% in 2016. The global pickup in activity that started in the second half of 2016 gained momentum in the first half of 2017, with stronger output in both advanced and emerging market economies. Financial market sentiment has been generally strong across the world.

- In 2018 the global economy is forecast to grow 3.7%, with emerging market and developing economies playing a bigger role. The cyclical pick in world output is supported by notable improvements in investment, trade, and industrial production, coupled with more robust business and consumer confidence. However, the recovery is not complete, as growth remains weak in many countries, particularly in commodity exporters.
- According to the IMF, the upswing in global activity provides an opportunity for policymakers to implement structural and fiscal reforms needed for greater resilience, productivity and investment.

Advanced economies

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



Source: International Monetary Fund

Broad-based pickup in advanced economies

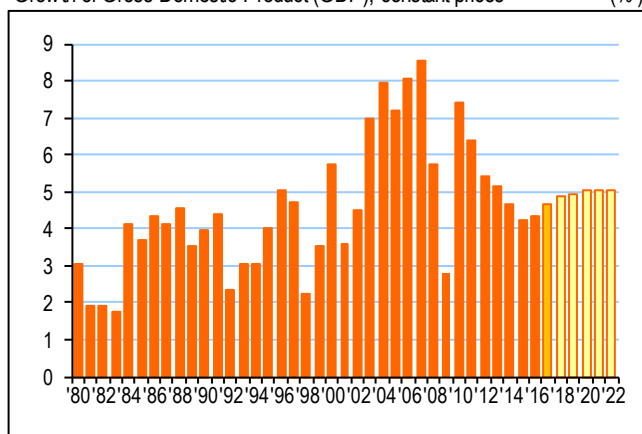
- Advanced economies are forecast to grow 2.2% in 2017, above the 1.7% increase in 2016. The upswing is broad based, with stronger activity in the United States, Canada, the euro area, and Japan. Growth also accelerated in most other advanced economies, with the exception of the United Kingdom. Inflation is below target in many countries, partly due to weak nominal wage growth.
- In 2018 advanced economies are forecast to grow 2.0%, with slightly higher prospects in the United States and more moderate in the euro area and Japan. Demographic factors, weak productivity and a debt overhang in some countries, could weigh on potential growth in the medium term.
- The US economy is projected to expand at 2.2% in 2017 and 2.3% in 2018, reflecting very supportive financial conditions and strong business and consumer confidence.
- In the euro area the recovery gathered strength this year, with growth projected to rise to 2.1% in 2017 and moderating to 1.9% in 2018 (though above the 1.8% increase in 2016). Output in Germany is forecast at 2.0% in 2017 and 1.8% in 2018.
- Growth in the United Kingdom is projected to slow to 1.7% in 2017 and 1.5% in 2018, due to weaker growth

in private consumption as the pound's depreciation weighs on household real income. The medium-term outlook remains uncertain and will depend in part on the new economic relationship with the EU.

- Japan is forecast to grow 1.5% in 2017, after 1.0% in 2016, though the pace of expansion is expected to slow to 0.7% in 2018, based on the assumption of fading fiscal support and a moderation of growth in private consumption.

Emerging market and developing countries

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



Source: International Monetary Fund

Rising growth in emerging market and developing economies

- Emerging market and developing economies are projected to grow 4.6% in 2017, after 4.3% in 2016, supported by a favourable global financial environment and a recovery in advanced economies. The difficult conditions still faced by several commodity exporters in Latin America, the Commonwealth of Independent States, and sub-Saharan Africa show some signs of improvement.
- Growth is forecast to increase to 4.9% in 2018, reflecting robust growth in China and emerging Europe, as well as stronger projected growth in commodity exporters, most notably Brazil and Russia, that experienced severe macroeconomic strains during 2015 and 2016. A modest cyclical recovery is at work in some of these economies that underperformed in recent years because of terms-of-trade losses.
- Growth in China remains strong, projected at 6.8% in 2017 and 6.5% in 2018, reflecting a slower rebalancing of activity toward services and consumption and an ongoing expansionary policy mix by authorities, especially through high public investment. Risks associated with a higher debt persist, despite encouraging efforts to curb the expansion of credit.
- India's economy is expected to continue growing strongly, at 6.7% in 2017 and 7.4% in 2018, amid high government spending. The national goods and services tax introduced in July 2017 is causing some transition

costs, though it promises to unify India's vast domestic market and help increase growth in the medium term.

- In Latin America and the Caribbean, output is projected to increase by 1.2% in 2017 and 1.9% in 2018, after contracting by almost 1% in 2016. Growth in Brazil is expected to reach 1.5% in 2018, after entering positive territory in the first half of 2017, following stronger export performance and a slower decline of domestic demand.
- After two years of recession, economic activity in the Russian Federation is projected to expand by 1.8% in 2017 and 1.6% in 2018, helped by stabilizing oil prices, easing financial conditions, and improved confidence.
- Economic growth in sub-Saharan Africa is projected to reach 2.6% in 2017 and 3.4% in 2018, with recovering oil production and a strong agricultural sector, though sizable differences across countries remain.
- In the Middle East, growth is expected to slow to 2.6% in 2017, but increase to 3.5% in 2018 mostly reflecting stronger domestic demand in oil importers and a rebound of oil production in oil exporters. However, regional insecurity and geopolitical risks still weigh on the outlook.

Price Crude Oil Brent (US\$ per barrel)



Source: US Department of Energy, Energy Information Administration

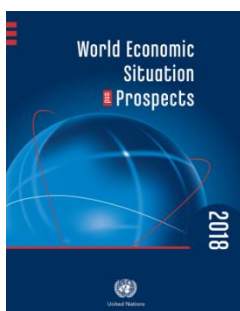
The full October 2017 *World Economic Outlook* (WEO) by the International Monetary Fund (IMF) is available at: www.imf.org/en/publications/weo.

See full tables with GDP growth and unemployment projections on pages 28-31 of the Statistical Annex.

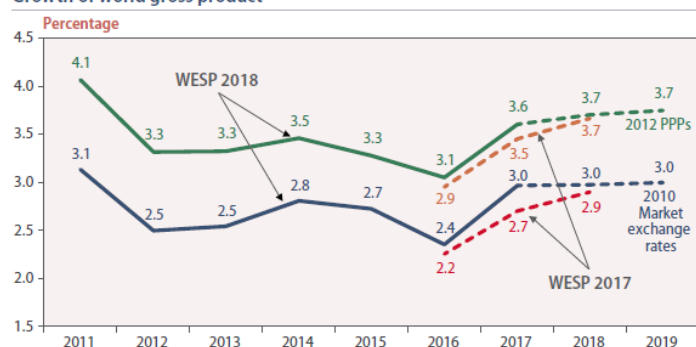
UN/DESA World Economic Situation and Prospects 2018

Improved global economy provides an opportunity to focus on long-term issues

In its 2018 edition of the *World Economic Situation and Prospects* (WESP), the UN Department of Economic and Social Affairs (UN/DESA) projects the global economy to grow at a rate of 3.0% in both 2017 and 2018, a significant acceleration compared to just 2.4% growth in 2016 (countries weighted by market exchange rates, see explanation in box). As headwinds from the global financial crisis subside, policymakers have more scope to tackle longer-term issues that hold back sustainable development.



Growth of world gross product



¹ Purchasing power parities (PPPs) adjust for differences in the cost of living across countries. Developing countries have a higher weight in PPP exchange rate-based aggregations than when using market exchange rates. Since developing countries have been growing significantly faster than developed countries, the rate of global growth is higher when using PPP exchange rates.

Source: UN/DESA

- The world economy has strengthened as global financial crisis fragilities gradually subside. In 2017, global economic growth reached 3.0%, the highest since 2011, and growth is expected to remain at that level in 2018. (Note that global growth reported by UN/DESA is a weighted average of individual country GDP growth rates based on market exchange rates, not on purchasing power parity or PPP, as calculated by IMF. See methodological box at the end of this section.) With PPP-based weights global growth is 3.1% for 2016, 3.6% for 2017 and 3.7% for 2018.)
- The improved global economic situation provides policymakers with an opportunity to focus on longer-term issues such as low carbon economic growth, the reduction of inequalities, economic diversification and eliminating deep-rooted barriers that hinder development, according to UN/DESA.
- The recent acceleration in world growth stems predominantly from firmer growth in several developed

economies, while East and South Asia remain the world's most dynamic regions. Cyclical improvements in Argentina, Brazil, Nigeria and the Russian Federation explain roughly a third of the rise in the global growth rate between 2016 and 2017, as these economies emerge from recession.

- Economic prospects for many commodity exporters remain challenging, underscoring the vulnerability to boom and bust cycles in countries that are overly reliant on a small number of natural resources.
- Recent gains remain unevenly distributed across countries and regions, and many parts of the world have yet to regain a healthy rate of growth. The uneven pace of global economic recovery continues to raise concerns regarding prospects for achieving the Sustainable Development Goals (SDGs).
- In 2017–2019, negligible growth or setbacks in GDP per capita are anticipated in Central, Southern and West Africa, Western Asia, and Latin America and the Caribbean. This underscores the importance of addressing some of the longer-term structural issues that hold back more rapid progress towards sustainable development.

The *World Economic Situation and Prospects* (WESP) is produced by the United Nations Department of Economic and Social Affairs (UN/DESA), the UN Conference on Trade and Development (UNCTAD) and the five UN regional commissions. The World Tourism Organization (UNWTO) also contributed to the report.

WESP 2018 (including a box on *Trends in international tourism* prepared by UNWTO in Chapter 1 on the Global economic outlook) is available for download at: www.un.org/en/development/desa/policy/wesp.

GDP growth measurement, methodological note

World aggregated growth of Gross Domestic Product (GDP) as reported by the UN/DESA is calculated as a weighted average of individual country GDP growth rates. World total and country groups are calculated as a weighted average of individual country growth rates of gross domestic product (GDP), where weights are based on GDP in 2010 prices and exchange rates.

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.

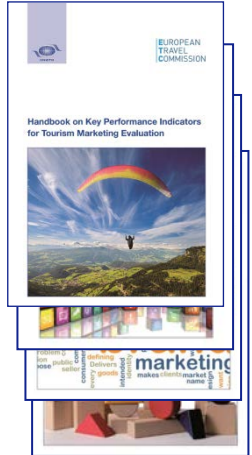
Available in English, with the Statistical Annex also available in French, Spanish and Russian.



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.



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.



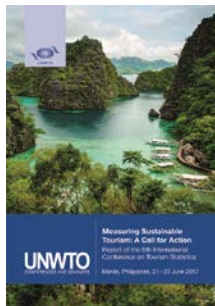
New Platform Tourism Services (or the so-called Sharing Economy) – Understand, rethink and adapt –

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.



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.



Outbound Travel Market studies:

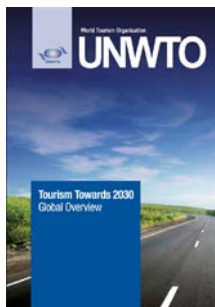
- Key Outbound Tourism Markets in South-East Asia
- The Indian Outbound Travel Market
- The Russian Outbound Travel Market
- The Middle East Outbound Travel Market
- Penetrating the Chinese Outbound Tourism Market – Successful Practices and Solutions

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.



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.



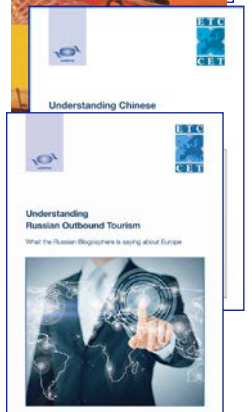
Compendium of Tourism Statistics, 2017 Edition. Data 2011–2015

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.



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.



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.

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