



World Tourism Barometer

Volume 16 • Issue 4 • October 2018

International tourism maintains strong momentum in the first half of 2018

- International tourist arrivals grew 6% in the first six months of 2018 compared to the same period last year, reflecting a continuation of the strong results of 2017 (+7%).
- All world regions enjoyed robust growth, fuelled by strong demand from major source markets and supported by an upswing in the global economy.
- Europe and Asia and the Pacific led growth in January-June 2018, with arrivals increasing 7% in both regions. The Middle East and Africa also recorded sound results with 5% and 4% growth respectively, while the Americas saw a 3% increase this six-month period.
- Preliminary data on international tourism receipts confirm the positive trend seen in international tourist arrivals, with particularly strong results in Asian and European destinations.
- On the demand side, France, the United Kingdom, the Russian Federation, India, the Republic of Korea and the United States led outbound spending from their respective regions.
- Against a strong first semester, growth prospects for the remainder of 2018 remain positive overall, though comparatively more moderate, according to the latest UNWTO Confidence Index survey.

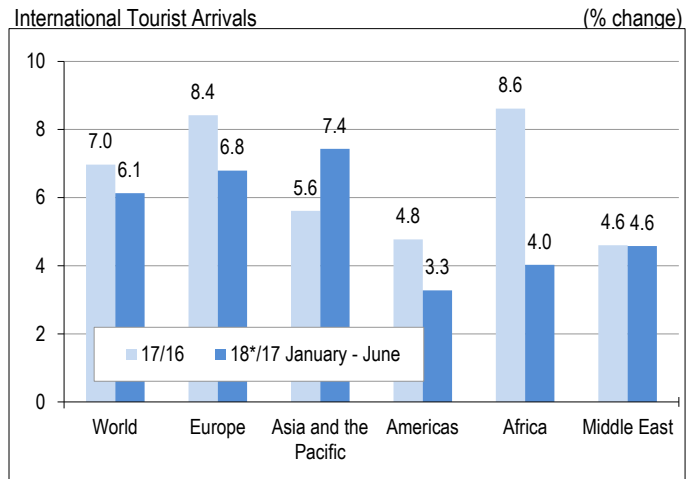
Key figures

International tourist arrivals	2017	Jan-Jun 2018
World	+7.0%	+6.1%
Europe	+8.4%	+6.8%
Asia and the Pacific	+5.6%	+7.4%
Americas	+4.8%	+3.3%
Africa	+8.6%	+4.0%
Middle East	+4.6%	+4.6%

Source: UNWTO

(Data as collected by UNWTO, October 2018)

Provisional data based on information to date.



Source: World Tourism Organization (UNWTO) ©

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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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About the *UNWTO World Tourism Barometer*

The *UNWTO World Tourism Barometer* is a publication of the World Tourism Organization (UNWTO) that monitors short-term tourism trends on a regular basis to provide global tourism stakeholders with up-to-date analysis on international tourism.

The information is updated six times a year and includes an analysis of the latest data on tourism destinations (inbound tourism) and source markets (outbound tourism). The Barometer also includes a Confidence Index based on the UNWTO Panel of Tourism Experts survey, which provides an evaluation of recent performance and short-term prospects on international tourism.

The UNWTO Secretariat wishes to express its gratitude to those who have contributed to the production of this UNWTO World Tourism Barometer, in particular to institutions that supplied data, and to the members of the UNWTO Panel of Tourism Experts for their valuable feedback and analysis.

For more information including copies of previous issues, please visit: mkt.unwto.org/barometer

We welcome your comments and suggestions at barom@unwto.org.



Data collection for this issue was closed in early October 2018.

The next issue of the *UNWTO World Tourism Barometer* is scheduled for mid-November 2018.

Pages 1-4 of this document constitute the **Excerpt** of the *UNWTO World Tourism Barometer*. The full document is available free of charge for UNWTO Members and subscribers from the UNWTO eLibrary at <http://mkt.unwto.org/barometer>. This release is available in English, while the Statistical Annex is provided in English, French, Spanish and Russian.

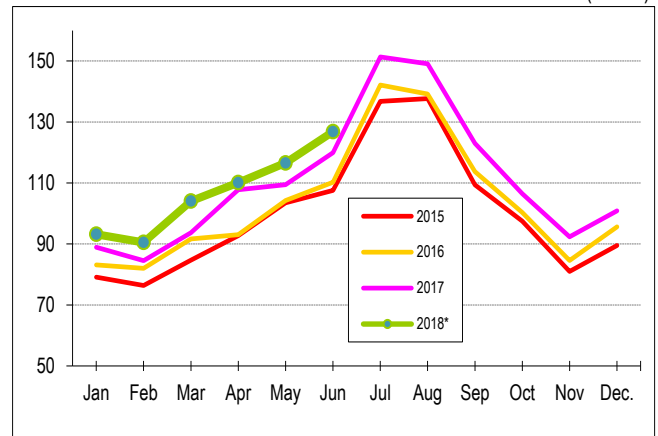
International tourist arrivals January - June 2018

International arrivals grew 6% in the first half of 2018

- International tourist arrivals (overnight visitors) increased 6% in January-June 2018 compared to the same period last year, according to available data.
- This represents a continuation of the strong results of 2017 (+7%) and exceeds the rate of 4% or higher growth recorded every year since 2010.
- Growth to date also exceeds UNWTO's forecast of 4% to 5% for the year 2018, as reported in the January edition of the UNWTO World Tourism Barometer.
- All regions enjoyed an increase in international arrivals, led by Asia and the Pacific and Europe (both +7%) while the Middle East (+5%), Africa (+4%) and the Americas (+3%) all enjoyed sound results as well.
- A total of 138 countries have so far reported data on international tourist arrivals for three or more months of 2018 (out of 220). Of these, 80% reported an increase in arrivals while 20% posted a decrease.
- UNWTO estimates that destinations worldwide received 641 million international tourist arrivals between January and June 2018, 37 million more than in the same period of 2017.
- The first half of the year usually accounts for about 45% of total annual international arrivals, with the second half longer by three days and including the Northern Hemisphere high season months of July and August.

International Tourist Arrivals by month

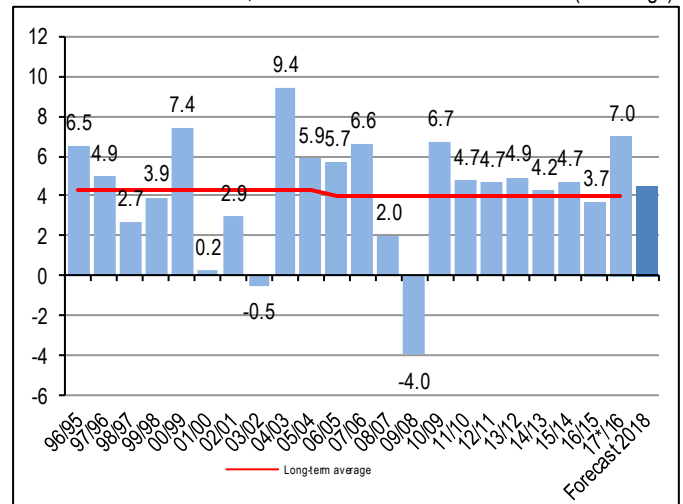
World (million)



Source: World Tourism Organization (UNWTO) ©

International Tourist Arrivals, World

(% change)



Source: World Tourism Organization (UNWTO) ©

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SCHOOL OF HOTEL AND TOURISM MANAGEMENT
旅游管理学院

International Tourist Arrivals by (Sub)region

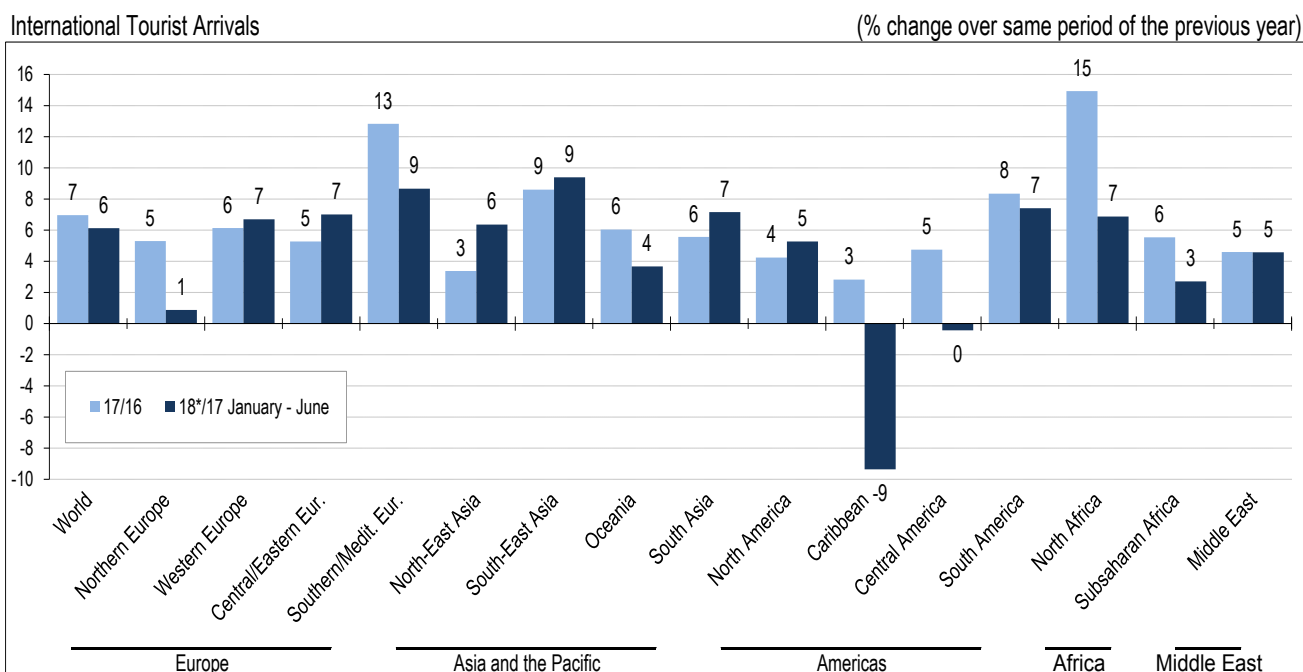
	Full year						Share 2017 (%)	Change		Monthly/quarterly data series (percentage change over same period of the previous year)									
	2000	2005	2010	2015	2016	2017		16/15	17/16	2018*					2017				
	(million)							(%)		YTD	Q1	Q2	Apr	May	Jun	Q1	Q2	Q3	Q4
World	680	809	952	1,195	1,240	1,326	100	3.8	7.0	6.1	7.7	4.9	2.2	6.5	5.8	4.0	9.6	7.2	6.8
Advanced economies ¹	430	469	515	655	686	730	55.0	4.8	6.3	5.5	7.5	4.1	0.6	6.8	4.6	4.6	8.9	6.0	5.9
Emerging economies ¹	250	339	437	540	554	597	45.0	2.5	7.8	6.9	7.9	5.9	4.1	6.2	7.5	3.5	10.5	9.0	7.9
<i>By UNWTO regions:</i>																			
<i>Europe</i>	392.9	452.7	487.7	605.1	619.5	671.7	50.6	2.4	8.4	6.8	8.8	5.6	1.7	8.8	5.8	4.3	11.3	9.3	7.6
Northern Europe	44.8	54.7	56.6	69.8	73.8	77.7	5.9	5.8	5.3	0.9	0.4	1.2	-0.6	3.3	0.9	8.5	9.6	4.0	0.3
Western Europe	139.7	141.7	154.4	181.5	181.6	192.7	14.5	0.0	6.1	6.7	11.4	3.6	-3.9	11.6	3.0	1.0	10.6	4.9	7.5
Central/Eastern Eur.	69.6	95.3	98.6	122.4	127.1	133.7	10.1	3.8	5.3	7.0	8.2	6.2	6.3	6.9	5.5	3.7	6.5	6.2	8.0
Southern/Medit. Eur.	139.0	161.1	178.1	231.4	237.1	267.5	20.2	2.4	12.8	8.7	9.9	8.0	4.5	9.5	9.2	6.2	15.0	15.2	9.9
- of which EU-28	336.8	367.5	383.0	478.6	500.4	538.7	40.6	4.6	7.7	5.4	7.6	4.1	-0.4	7.9	4.2	5.0	11.1	7.6	6.2
<i>Asia and the Pacific</i>	110.4	154.1	208.2	284.1	306.0	323.1	24.4	7.7	5.6	7.4	8.3	6.5	5.6	5.9	8.1	5.5	5.8	4.0	7.0
North-East Asia	58.4	85.9	111.5	142.1	154.3	159.5	12.0	8.6	3.4	6.4	5.6	7.1	6.3	7.0	8.1	5.7	3.1	0.5	4.5
South-East Asia	36.3	49.0	70.5	104.2	110.8	120.4	9.1	6.3	8.6	9.4	11.3	7.3	6.4	5.9	9.6	6.4	10.1	8.2	10.1
Oceania	9.6	10.9	11.5	14.3	15.7	16.6	1.3	9.7	6.0	3.7	6.6	0.2	-4.5	3.6	2.3	4.5	11.3	5.1	4.5
South Asia	6.1	8.3	14.7	23.5	25.2	26.6	2.0	7.0	5.6	7.2	11.0	2.3	3.6	-0.4	3.7	1.0	1.3	7.7	11.1
<i>Americas</i>	128.2	133.3	150.4	194.1	201.3	210.9	15.9	3.7	4.8	3.3	6.2	0.4	-1.6	2.4	0.5	3.1	8.9	4.0	3.9
North America	91.5	89.9	99.5	127.8	131.5	137.0	10.3	2.8	4.2	5.3	9.3	2.0	0.9	3.3	1.7	1.6	6.7	3.2	5.3
Caribbean	17.1	18.8	19.5	24.1	25.2	25.9	2.0	4.7	2.8	-9.4	-9.4	-9.3	-15.0	-5.9	-6.1	3.1	13.7	5.3	-11.9
Central America	4.3	6.3	7.8	10.2	10.7	11.2	0.8	4.1	4.7	-0.4	5.5	-7.0	-10.8	-3.4	-5.8	3.3	12.6	3.1	0.5
South America	15.3	18.3	23.6	31.9	33.9	36.7	2.8	6.3	8.3	7.4	8.9	5.0	4.4	7.3	3.5	7.3	13.7	7.4	10.4
<i>Africa</i>	26.2	34.8	50.4	53.6	57.7	62.7	4.7	7.8	8.6	4.0	4.6	3.4	0.6	3.1	6.9	4.4	10.6	8.6	6.7
North Africa	10.2	13.9	19.7	18.0	18.9	21.7	1.6	5.0	14.9	6.9	2.2	10.7	9.6	5.7	16.8	17.4	17.3	12.9	14.1
Subsaharan Africa	16.0	20.9	30.7	35.6	38.9	41.0	3.1	9.2	5.5	2.7	5.6	-0.4	-4.1	1.7	1.7	0.0	7.5	5.5	3.6
<i>Middle East</i>	22.4	33.7	55.4	58.1	55.6	58.1	4.4	-4.4	4.6	4.6	4.9	4.2	2.7	-0.8	12.8	-1.9	10.8	0.9	10.2

Source: World Tourism Organization (UNWTO) ©

(Data as collected by UNWTO, October 2018)

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 in page 'Annex-1' for explanation of abbreviations and symbols used



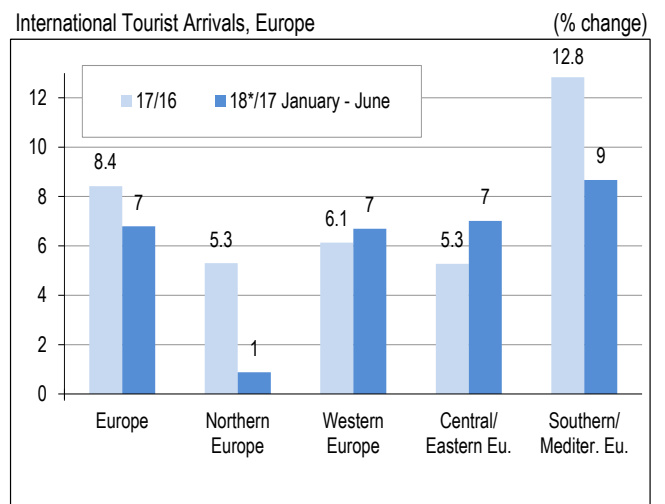
Source: World Tourism Organization (UNWTO) ©

Regional Insights

Europe

- International arrivals in Europe (+7%) continued to grow strongly in the first six months of 2018, compared to the same period last year, after a remarkable 8% increase in 2017.
- Southern and Mediterranean Europe (+9%) led results with most destinations enjoying double-digit growth. Turkey continued its strong ongoing recovery, whereas Greece profited from improved air connectivity during off-season months and an increase of arrivals from China and Russia.
- The subregion's more mature destinations Italy, Portugal and Spain reported comparatively slower growth in the first half of 2018, though following very strong results last year and amid a recovery in competing destinations in the Mediterranean. Receipts data for those, however, shows higher growth, indicating that the destinations are growing more in terms of value than just in numbers of arrivals.
- Virtually all Western Balkan countries recorded double-digit growth rates during the first half of 2018, following several years of double-digit growth already.
- In Western Europe (+7%) international arrivals also increased strongly in the first half of 2018, led by France and Belgium which continue their firm recovery. Favorable weather conditions throughout the summer season encouraged travel within the region, benefitting destinations such as the Netherlands, Austria, Germany and Switzerland.

- Arrivals in Central and Eastern Europe grew 7%, in line with the region's average, led by Hungary and Georgia. Hungary continues to benefit from improved air connectivity while Georgia has been registering growth from European Union source markets, as well as from emerging markets in Asia and the Middle East. The subregion's largest destination, the Russian Federation, shows flat growth in arrivals in January-June 2018 but a staggering 40% increase in receipts, reflected in the first half of the FIFA World Cup which took place from 14 June to 15 July.
- Northern Europe (+1%) recorded more moderate results with mixed performance among destinations. While strong growth in arrivals was recorded in Ireland and Sweden, the United Kingdom, the largest destination in the subregion, posted a decline in the first quarter though compared to a robust first quarter in 2017. Iceland, which has enjoyed double-digit growth rates over the past years, returned to a more sustainable pace.



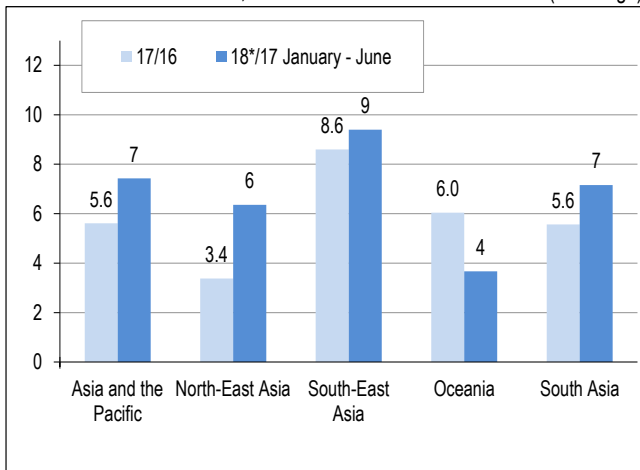
Source: World Tourism Organization (UNWTO) ©



Asia and the Pacific

- Asia and the Pacific (+7%) recorded the highest growth across world regions during the January-June 2018 period, after a 6% increase in 2017.
- Results were driven by **South-East Asia** (+9%) where most destinations posted strong growth, particularly Vietnam, which has seen a surge in international tourists in recent years from virtually all world regions.
- Indonesia enjoyed a double-digit increase in arrivals this period, thanks to continued strong growth from China and India as well as better air connectivity. Thailand, Cambodia and Philippines all recorded double-digit growth as well thanks to strong growth of Chinese visitors.
- **South Asia** (+7%) also enjoyed a strong first half of the year, with Nepal profiting from higher inbound from India, China and European source markets thanks to a number of promotional campaigns. Maldives and India also reported robust growth, with the Maldives pointing out the impressive growth from its European source markets.
- International arrivals in **North East Asia** increased 6%, led by Japan, which has become a major destination in the region following six straight years of double-digit growth, thanks to proactive measures by the government to facilitate tourism development.
- The Republic of Korea, Macao (China) and Hong Kong (China) also reported solid results, while mainland China, the region's largest destination recorded a 2% growth.
- **Oceania** recorded an increase of 4% in international arrivals in the first half of 2018, with growth being driven by its main destinations Australia and New Zealand. Many other destinations in the subregion also recorded positive growth.

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

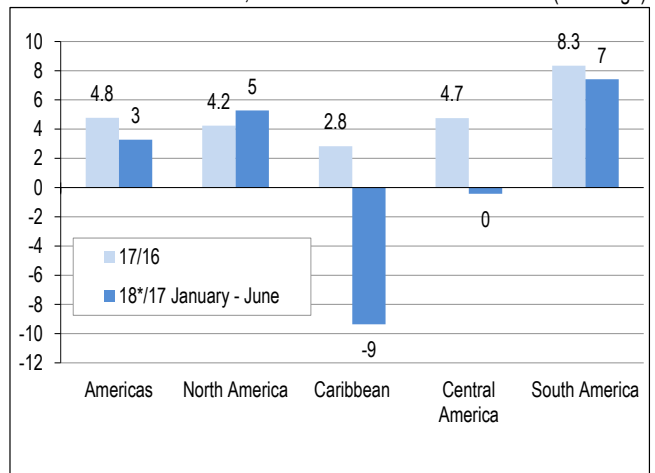


Source: World Tourism Organization (UNWTO) ©

The Americas

- In the Americas (+3%) growth was led by **South America**, where international arrivals increased 7% this first half of 2018. Ecuador and Colombia both reported a surge in arrivals thanks to strong outbound demand from neighboring source markets, building on already strong results in 2017. Panel experts from Colombia partially attributed the good results to the successful peace treaty signed last year, as well as favorable exchange rate conditions.
- Peru also posted remarkable growth, thanks to an increase in arrivals from its neighboring markets as well as from Asia.
- Argentina, the largest destination in the region recorded 2% growth; however, panel experts are expecting a pick-up in the coming months as a result of the strong devaluation of the Argentinian peso, making the destination more affordable for international visitors. Outbound travel from Argentina has slowed down, negatively impacting neighboring destinations such as Paraguay and Chile.

International Tourist Arrivals, Americas (% change)



Source: World Tourism Organization (UNWTO) ©

- In **North America** (+5%), growth picked up in the United States after modest results in 2017. Especially inbound travel from South American markets was up in the first quarter of 2018. Mexico also recorded positive growth whereas Canada grew at a more moderate rate as a result of mixed performance of their long-haul source markets.
- Growth in **Central America** was flat, despite positive results in El Salvador, Guatemala and Honduras. Costa Rica, the subregion's largest destination, grew more modestly, despite a stronger increase from tourists outside the region. However, growth was weighed down by lower outbound from its source markets within the Americas.

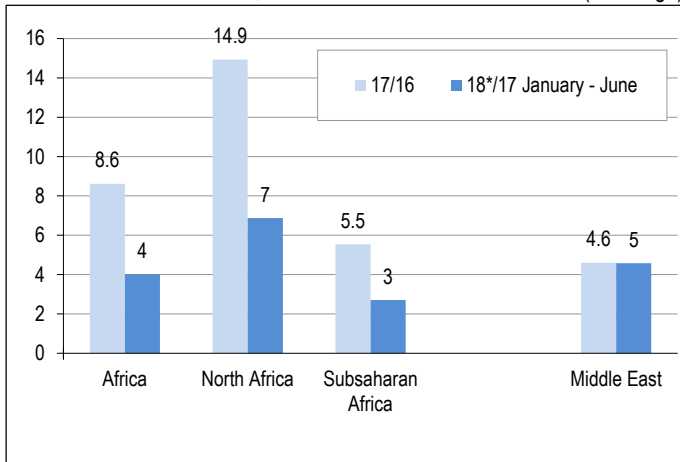
- The **Caribbean** (-9%) experienced a decrease in arrivals during this period due to the fact that some destinations in the subregion are still struggling with the effects of the strong hurricanes of August and September 2017. On the other hand, the Dominican Republic and Jamaica saw strong growth particularly from their main source markets in the Americas and Europe.

Africa

- Available data from Africa points to a 4% increase in arrivals in the first six months of 2018, led by **North Africa** (+7%). Tunisia, where the lifting of negative travel advice has led to a surge of European visitors in the past months, recorded double-digit growth.
- **Subsaharan Africa** grew an estimated 3%, with island destinations Reunion and Cabo Verde posting double-digit growth.
- South Africa, the largest destination in the subregion, reported a slight increase. Water shortages in Cape Town this year had some short-lived impact on the tourism sector. However, the lifting of water restrictions shortly after the drought and a weaker currency have minimized this negative impact.

- Jordan also has seen positive growth in the first half of the year, and panel experts pointed out that Jordan is also benefitting from the recovery in Egypt, as many tourists book joint tours to Jordan and Egypt.
- Oman recorded strong growth as well, whereas Lebanon and the United Arab Emirates (Dubai) posted more moderate increases.
- Qatar's results are still on the negative, however, a recent reform of its visa rules, namely offering visa-free entry to many countries and free transit visas, making it one of the most open visa countries in the world, has led to an increase in visitors since June, especially from Russia, China and India.

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



Source: World Tourism Organization (UNWTO) ©

Middle East

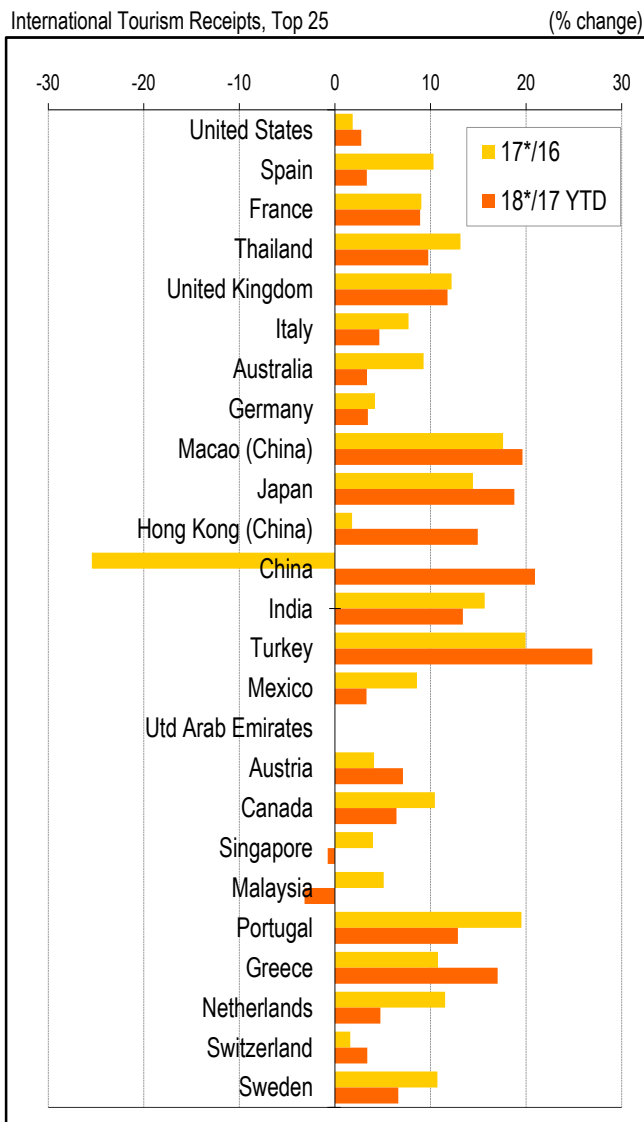
- The Middle East (+5%) shows mostly positive results so far, however, based on limited data available.
- Egypt is enjoying a continued strong rebound and panel experts from Egypt are optimistic for the upcoming months as they expect both arrivals and receipts to continue growing, especially after the Russian Federation resumed direct flights to Egypt this April.

International tourism receipts

Solid growth in earnings across most world destinations

- With few exceptions, figures on international tourism receipts confirm the positive trend recorded in tourist arrivals in the first half of 2018 (+6%).
- Preliminary data on international tourism receipts for the first three to six months of 2018 have been reported by 125 countries and territories so far.
- Of the reporting destinations, 113 destinations posted growth in earnings compared to the same period last year (in local currencies at current prices), whereas 12 reported a decrease.

- Results among the world's top 10 tourism earners were solid, in particular for destinations in Asia. China recorded a 21% increase, rebounding strongly from a decline in 2017 as a weaker Yuan has made the destination more affordable.
- Macao (China) and Japan led results with a 20% and 19% increase in tourism earnings, respectively. Thailand recorded a 10% increase, following several years of double-digit figures.
- In the United Kingdom, tourism earnings were up by 12% despite rather flat growth in arrivals. France reported a 9% growth in receipts, in line with the 2017 results. In Italy (+5%) and Spain (+3%), receipts grew somewhat faster than arrivals. Tourism receipts in the United States, the world's top earner, Germany and Australia went up 3%.
- Beyond the top tourism 10 earners, some destinations achieved remarkable growth. In Asia, Hong Kong (China), India, Republic of Korea, Indonesia, Taiwan (pr. of China), Vietnam and Philippines all posted double-digit figures, benefitting from a strong Chinese and Indian outbound market.
- In Europe, the Russian Federation recorded a 41% increase in tourism receipts in the first half of 2018, with the strongest growth in the second quarter, partly coinciding with the celebration of the FIFA World Cup.
- Several destinations in Southern and Mediterranean Europe also reported significant increases in tourism earnings. Tourism receipts in Turkey grew 27% supported by a weaker Lira that made the destination more price competitive. Portugal (+13%) also recorded a much faster growth in receipts than in arrivals. Other destinations in the Mediterranean with double-digit figures in the first half of 2018 were Greece and Croatia.
- Tourism earnings in Egypt continued to grow strongly in the first quarter of 2018, in line with the ongoing solid rebound in demand and after a close to 200% increase in receipts in 2017.



Source: World Tourism Organization (UNWTO) ©

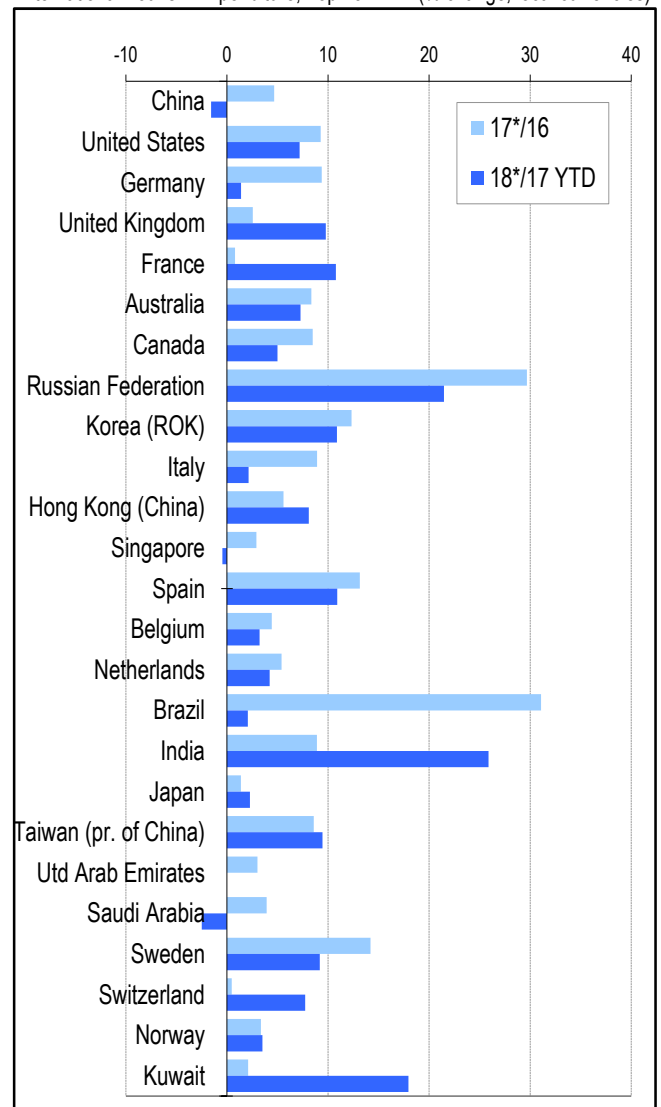
International tourism expenditure

Strong growth in tourism spending continues in the first half of 2018

- Preliminary data on international tourism expenditure for the first half of 2018 reflect an increasing demand from major source markets, consistent with the robust 6% growth in international arrivals recorded in the same period.
- The strong performance of major outbound markets around the world continued to drive growth in arrivals.
- So far, 46 out of the top 50 outbound markets have reported preliminary data on international tourism expenditure for the first three to six months of 2018. Among these, 42 reported data for the half year.
- Out of the 46 countries with data, only four countries saw declines (in local currencies at current prices).
- China, the world's top source market, has shown a minor decrease in the first half of 2018, as a result of the weaker Yuan. Despite lower spending, the number of arrivals from China was still up in many destinations worldwide.
- The United States, the world's second largest market, recorded a 7% increase through August, much in line with the performance of recent years.
- The United Kingdom reported 10% growth in spending in the first half of the year, despite a weak pound against the euro and US dollar. Outbound travel from the United Kingdom to destinations outside the Euro zone, especially to Egypt and Turkey, increased strongly in the first half of 2018.
- France tourism spending picked up 11% after some years of rather flat growth.
- Of the remaining top 10 source markets, the Russian Federation (+22%) reported the largest increase in spending and continues to recover strongly after some years of decline. Robust demand from the Russian Federation has fuelled arrivals to Turkey, among other major destinations for Russian travellers. The Republic of Korea (+11%) also posted double-digit growth following a strong 2017. Australia recorded 7% increase in spending, Canada 5% and Italy 2%.

- Beyond the top ten markets, double-digit growth was also reported by India, Spain, Thailand, Ukraine, Israel, Ireland, Turkey and Romania.
- Brazil (+6%) made a strong start in the first four months of the year though somewhat slowed down after. Argentina (+10%), which has become a major source market in South America, showed positive growth in the first half of 2018, amid an economic downturn that could affect outbound travel in the second half of 2018.
- Note: As in the case of international tourism receipts, data for international tourism expenditure data is likely to be revised.

International Tourism Expenditure, Top 25 (% change, local currencies)

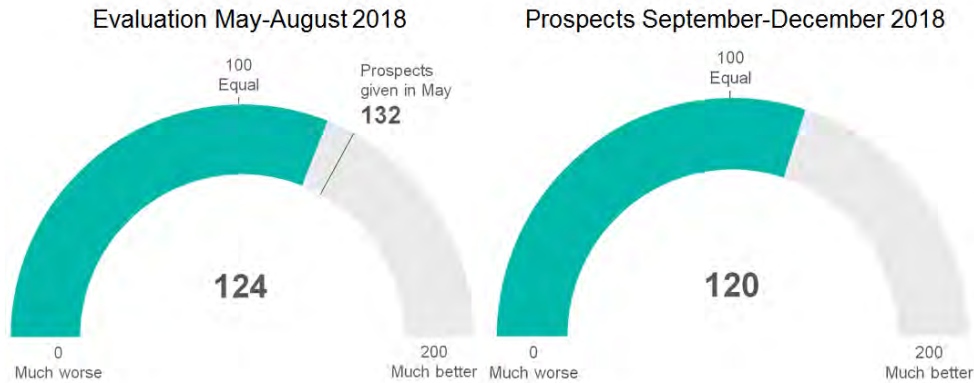


Source: World Tourism Organization (UNWTO) ©

UNWTO Confidence Index

Confidence levels for September-December 2018 slow down but remain positive

UNWTO Confidence Index



- After a strong start of the year, confidence in global tourism has somewhat slowed down according to the latest UNWTO Confidence Index survey.
- Although confidence remains broadly positive, in line with the healthy performance of tourism worldwide, the evaluation of the May-August 2018 period is comparatively less bullish compared to the prospects expressed at the start of the period in May.
- On a scale of 0 to 200, the Panel evaluated tourism performance in the period May-August 2018 with a score of 124, lower than the score given for January-April 2018 (136) and below the expectations expressed at the beginning of that period (132).

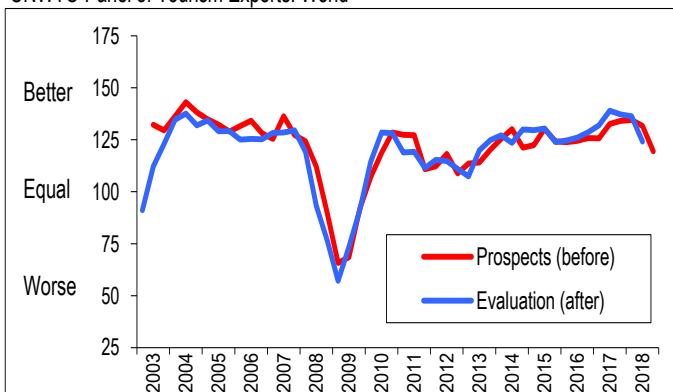
- For the coming four months (September-December), confidence levels continue to slow down with slightly less than half of respondents (49%) expecting a better performance of their sector or destination.

Evaluation of May-August 2018: Positive but below expectations

- UNWTO's Panel of Experts gave tourism performance in May-August 2018 an overall positive rating of 124, but lower than expected (132).
- All regions evaluated performance less favorably than initially expected four months ago with the exception of global operators. It is worth noting though that this evaluation follows a very strong 2017 and that the May-August 2017 period received the highest score in historical series of the Panel.

UNWTO Confidence Index: Prospects and Evaluation

UNWTO Panel of Tourism Experts: World



Source: World Tourism Organization (UNWTO) ©

- Yet, the majority of respondents (58%) still considered tourism performance between May and August 2018 to have been better than what they would reasonably expect for this time of the year.

Regional Insights

- By region, experts in Africa (143) were the most positive about the past four months, yet they rated the performance in the region with a score 13 points lower than their prospects at the beginning of the period.
- Experts in Europe (128) rated the period positively but 9 points lower than expected, despite the continued strong demand in the region and reflecting a slower pace in some large and mature destinations.
- Experts in Asia and the Pacific (124) also evaluated the past four months some 10 points lower than initially expected, despite the remarkable results registered during the first half of the year.
- Meanwhile, experts in the Americas (114) rated the performance of this period closely in line with their

expectations four months ago. Ongoing economic and political uncertainty in some markets continues to dampen the outlook, according to experts from the region.

- Experts in the Middle East rated the period May-August 2018 at 109, much lower than expected four months ago. While the rebound in the region continues, the pace seems slower than initially anticipated reflecting mixed performance among destinations.

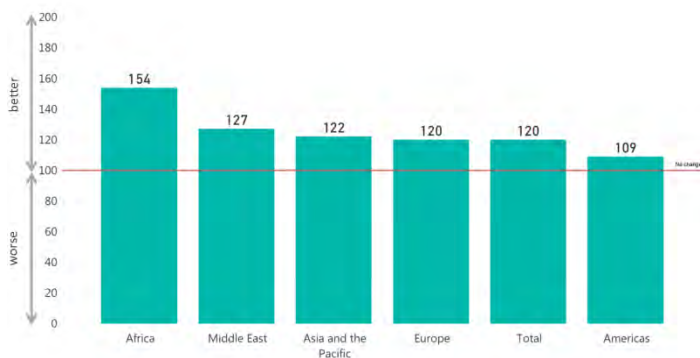
Industry Insights

- The highest score by activity came from Accommodation (139), in line with expectations expressed in May 2018.
- All other sectors evaluated the past four months lower than initially expected but still with a positive score: Destinations (132), Transport sector (129), Consultancy, Research and Media and Tour Operators (both 121).
- General Industry Bodies & Other (108) meanwhile turned in evaluations below the average.

Outlook: More moderate growth expected the remaining of 2018

- Experts have become more wary about the September-December 2018 period, rating the prospects with an overall score of 120, the lowest in five years.
- Following several periods of unbeaten expectations, prospects for the next four months are much more cautious than for previous periods. This trend is consistent across almost all regions and activities.

Prospects for September-December 2018 (by region)



- By region, experts from Africa (154) are the most optimistic about September-December 2018, the peak season for many destinations in the region.
- Experts in the Middle East (127) are also positive about September-December but less than in previous periods.
- Experts in Europe (120) expect continued growth for the September-December period, but at a much lower pace compared to the extraordinary growth witnessed across many destinations in the region in recent years.
- In Asia and the Pacific (122), the market sentiment is still positive, but more moderate than in previous periods. Recent natural disasters in some destinations and the ongoing trade issues between China and the United States have weighed on Asia's prospects.
- Respondents from the Americas (109) are rather cautious for September-December, i.e. expecting only little improvement as uncertainties in some outbound markets in the region might have an impact on intraregional travel.
- By activity, the ratings show some important variation, ranging from a high 129 for Destinations to a low 98 for General Industry Bodies.
- Tour Operators & Travel Agencies (126), Accommodation (122), Transport (121) and Consultancy, Research & Media (118) remain cautiously optimistic for the coming four months.

The UNWTO Confidence Index

UNWTO conducts a Panel of Experts' survey to track global tourism performance and business sentiment every four months since April 2003. In each survey Panel members are asked to rate both **the performance of the previous 4 months period and outlook for the coming 4 months period** on the following scale: much worse [0]; worse [50], equal [100]; better [150], much better [200]. The number of regular respondents to the Barometer surveys stands currently at close to 300.

The UNWTO Secretariat's aim is to continuously expand and improve the Panel sample. Experts interested in participating in the survey are kindly invited to contact us at unwtopanel@unwto.org.



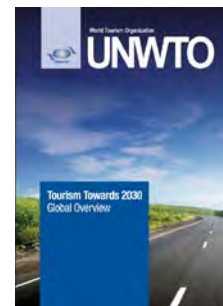
UNWTO World Tourism Barometer



EU Short-Term Tourism Trends



Compendium of Tourism Statistics
Yearbook of Tourism Statistics



Tourism Towards 2030



Marketing Handbooks:

- Marketing Transnational Tourism Themes and Routes
- Key Performance Indicators for Tourism Marketing Evaluation
- E-Marketing for Tourism Destinations
- Tourism Product Development
- Tourism Destination Branding



Outbound Travel Market studies:

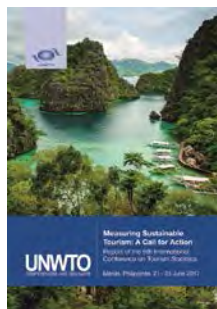
- Understanding Russian Outbound Tourism
- Understanding Brazilian Outbound Tourism
- Understanding Chinese Outbound Tourism



European Union Tourism Trends



UNWTO/GTERC Asia Tourism Trends



Measuring Sustainable Tourism:
A Call for Action



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

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