

Outbound tourism on the rise from many source markets

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

world, translating into economic growth, job creation and opportunities for development” said UNWTO Secretary-General, Taleb Rifai.

Chinese tourists spent 12% more on tourism abroad in 2016

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

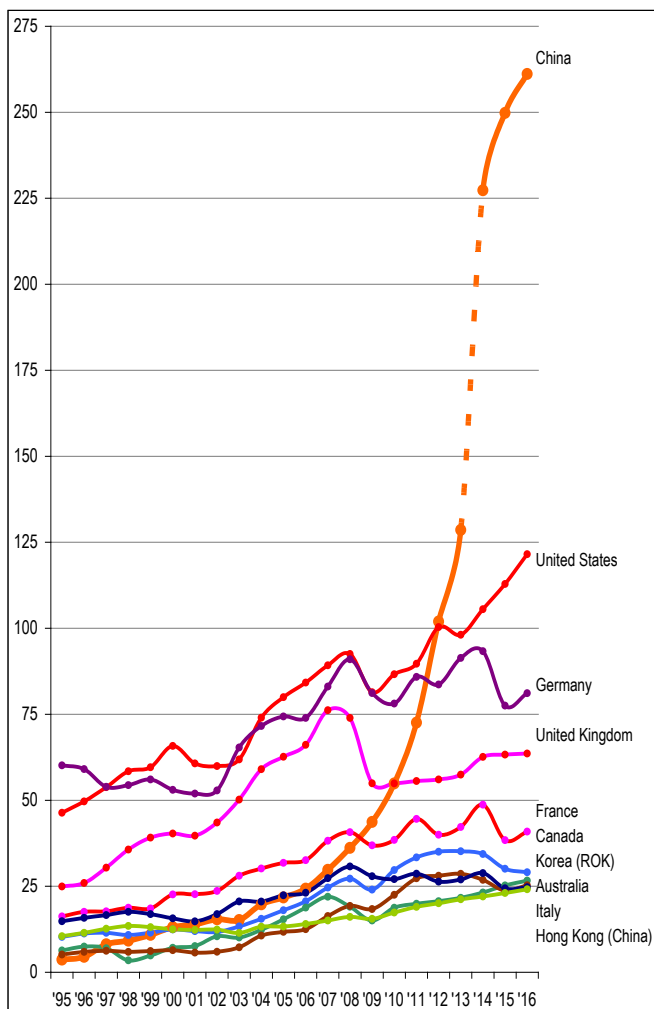
The growth in outbound travel from China benefited many destinations in Asia and the Pacific, most notably Japan, the Republic of Korea and Thailand, but also long-haul destinations such as the United States and several in Europe.

[to be continued on page 4]

World and regions: Outbound Tourism

International Tourism Expenditure

(US\$ billion)



Source: World Tourism Organization (UNWTO) ©

“The latest data on outbound tourism spending are very encouraging. Despite the many challenges of recent years, results of spending on travel abroad are consistent with the 4% growth in international tourist arrivals to 1235 million reported earlier this year for 2016. People continue to have a strong appetite for travel and this benefits many countries all around the

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Statistical Annex

Annex-1 to Annex-31

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

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

English version: www.e-unwto.org/content/w83v37

French version: www.e-unwto.org/content/t73863

Spanish version: www.e-unwto.org/content/rn1422

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

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

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

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

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

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



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

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

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

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



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World's Top Tourism Spenders

Rank	International Tourism Expenditure			Population	International Departures (million)			
	(US\$ billion)		Share (%)	(million)	total including same-day		of which overnight	
	2015	2016*	2015	2016*	2015	2016*	2015	2016*
1 China	249.8	261.1	20.9	1,379	127.9	135.1	..	..
2 United States	112.9	121.5	9.5	324	130.4	..	74.0	..
3 Germany	77.5	81.1	6.5	83	..	..	83.7	..
4 United Kingdom	63.3	63.6	5.3	66	65.7	70.4	64.2	..
5 France	38.4	40.9	3.2	65	30.6	..	26.6	..
6 Canada	30.1	29.1	2.5	36	56.0	53.0	32.3	31.3
7 Korea (ROK)	25.3	26.6	2.1	51	19.3	22.4	..	..
8 Australia	23.8	25.3	2.0	24	9.5	9.9	9.5	..
9 Italy	24.4	24.7	2.0	61	61.2	62.6	27.9	28.7
10 Hong Kong (China)	23.1	24.1	1.9	7	89.1	91.8	..	..

	Local currencies		Expenditure per capita (US\$)	Change (%)		Change (%)		
	Change (%)			2016*	Change (%)		Change (%)	
	15/14	16*/15			15/14	16*/15	15/14	16*/15
1 China	11.4	11.5	189	9.7	5.7	..	..	
2 United States	7.0	7.7	375	7.1	..	8.5	8% (11m)	
3 Germany	-0.6	4.9	982	..	..	0.9	..	
4 United Kingdom	8.8	13.8	970	9.4	7.2	9.9	..	
5 France	-5.6	6.7	633	-4.2	..	-4.6	..	
6 Canada	1.3	0.1	804	-12.2	-5.3	-3.8	-3.1	
7 Korea (ROK)	17.1	8.1	524	20.1	15.9	..	..	
8 Australia	6.1	7.6	1,039	3.6	5.0	3.8	..	
9 Italy	1.4	1.5	404	3.0	2.3	2.4	2.9	
10 Hong Kong (China)	4.7	4.8	3,280	5.4	3.0	..	..	

Source: World Tourism Organization (UNWTO) ©

(Data as collected by UNWTO March 2017)



[Continuation from page 1]

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

Second largest market the United States maintains strength

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

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

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

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

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

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

Many more source markets report growing outbound expenditure

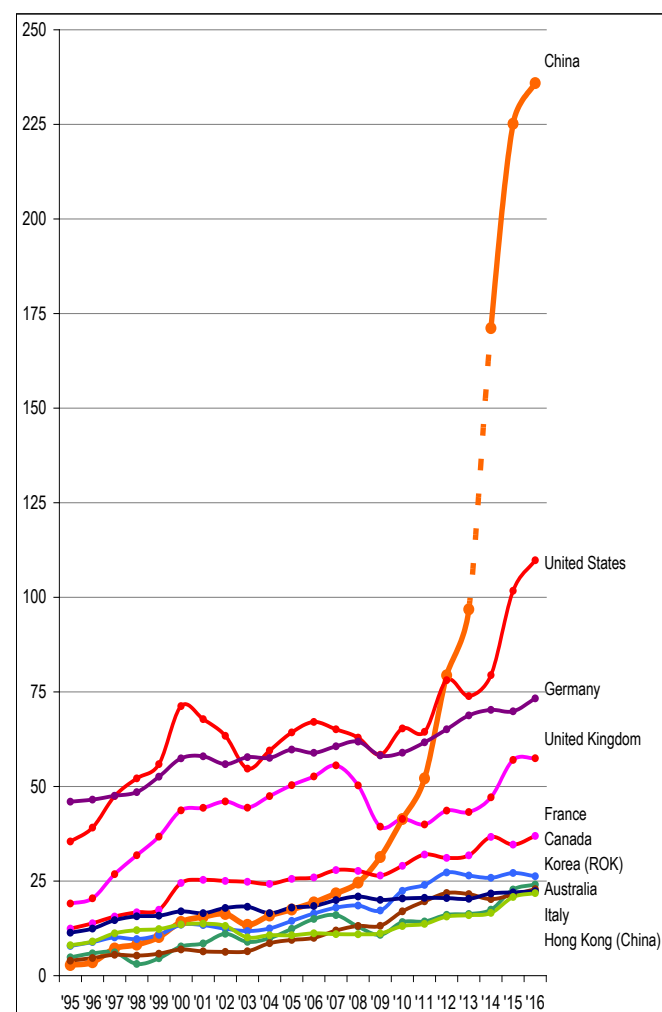
Among the 50 largest source markets, there were another nine that recorded double-digit growth in spending in 2016: Vietnam (+28%), Argentina (+26%), Egypt (+19%), Spain (+17%), India (+16%), Israel and Ukraine (both +12%), Qatar and Thailand (both +11%).

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

World and regions: Outbound Tourism

International Tourism Expenditure

(euro billion)



Source: World Tourism Organization (UNWTO) ©

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

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.

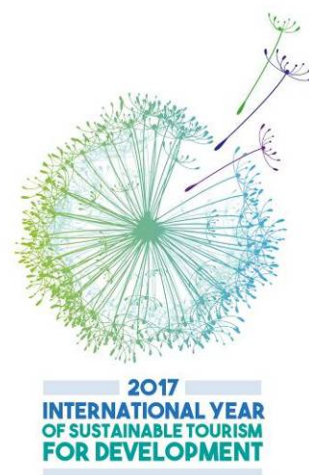
In the context of the universal 2030 Agenda for Sustainable Development and the Sustainable Development Goals (SDGs), the International Year aims to support a change in policies, business practices and consumer behavior towards a more sustainable tourism sector than can contribute to the SDGs.

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



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.

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



Tourism in the Mediterranean, 2015 edition

The new *UNWTO Tourism Trends Snapshot* series provides a closer look at selected tourism topics. The first issue *Tourism in the Mediterranean, 2015 edition* provides insight into the general trends in terms of arrivals and receipts in the Mediterranean region, the performance of the individual destinations, the long-term trends up to 2030 as well as the opportunities and challenges.

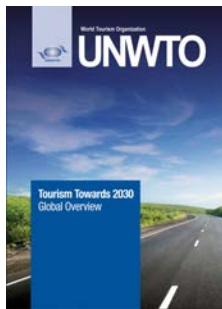
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Tourism Towards 2030

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.

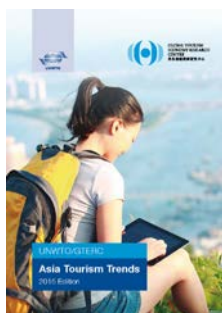
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UNWTO/GTERC Asia Tourism Trends

The annual *Asia Tourism Trends* series includes an analysis of recent tourism trends in Asia, with emphasis on international tourist arrivals and receipts as well as outbound tourism and expenditure. Furthermore, this report also highlights other relevant topics relating to tourism development in Asia and the Pacific.

Available in English.

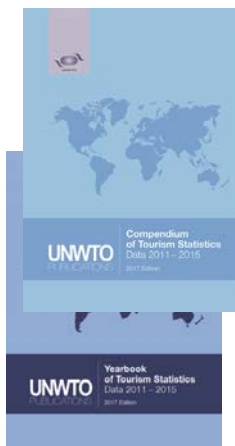


Compendium of Tourism Statistics, 2017 Edition. Data 2011–2015

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

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

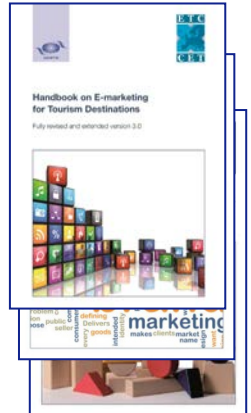
The *Yearbook of Tourism Statistics* focuses on data relating to inbound tourism (arrivals and nights), broken down by country of origin. The 2017 edition presents data for 198 countries, with methodological notes in English, French and Spanish.



Marketing Handbooks:

E-Marketing for Tourism Destinations Tourism Product Development Tourism Destination Branding

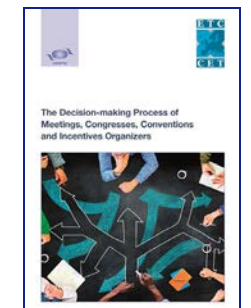
This series of Marketing Handbooks developed by UNWTO and the European Travel Commission (ETC) addresses key components of the marketing and promotion of tourism destinations. The handbooks provide a comprehensive overview of current strategies and best practices with regard to, among others, product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



The Decision-making Process of Meetings, Congresses, Conventions and Incentives Organizers

This ETC/UNWTO study aims at providing a better understanding of the Meetings Industry and the way in which meeting and events organizers make decisions. The study offers a wide-ranging overview of the MCCI segments, as well as a comprehensive analysis of planners' needs and expectations with respect to destination and venue choice, complemented with best-practice examples.

Available in English



Outbound Travel Market studies:

Key Outbound Tourism Markets in South-East Asia The Indian Outbound Travel Market The Russian Outbound Travel Market The Middle East Outbound Travel Market The Chinese Outbound Travel Market

The *Outbound Travel Market* series offers a unique insight into fast-growing source markets around the world. UNWTO and ETC have analysed the key outbound markets of China, Brazil, the Russian Federation, India and the Middle East. Jointly with Tourism Australia, UNWTO has covered the key South-East Asian markets of Indonesia, Malaysia, Singapore, Thailand and Vietnam.

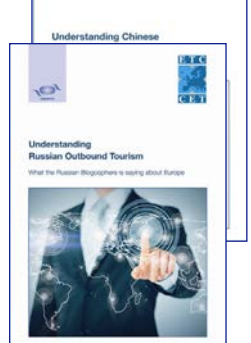
Available in English.



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

The innovative UNWTO/ETC *Understanding Outbound Tourism Netnographic* series explores the behaviour and mind-set of outbound travellers based on internet and social media activity.

Available in English.



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