



Strong tourism results in the first part of 2017

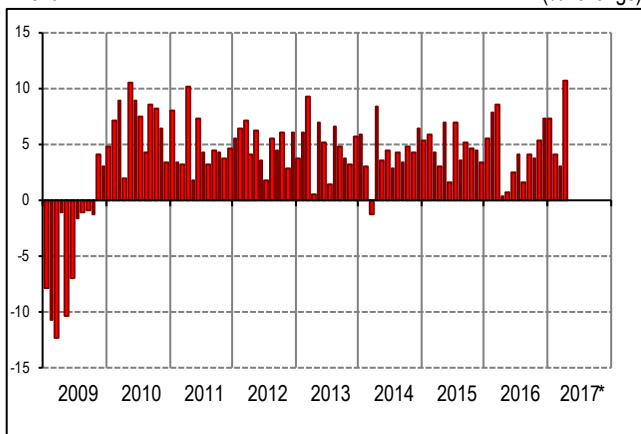
International tourist arrivals worldwide grew by 6% in January-April of 2017 compared to the same period last year, with business confidence reaching its highest levels in a decade. Sustained growth in most major destinations and a steady rebound in others drove results. Prospects for May-August 2017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

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

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

International Tourist Arrivals, monthly evolution

World (% change)



Source: World Tourism Organization (UNWTO) ©

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

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

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

Regional Results

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

[to be continued on page 3]

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Statistical Annex

Annex-1 to Annex-34

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

This release is available only in electronic format. The full document can be downloaded free of charge for members and subscribed institutions through the UNWTO elibrary at www.e-unwto.org/toc/wtobarometereng/current. 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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Calle Capitán Haya, 42, 28020 Madrid, Spain

UNWTO World Tourism Barometer

ISSN: 1728-9246

Published and printed by the World Tourism Organization,
Madrid, Spain - First printing: 2017 (version 13/07/17)
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Data collection for this issue was closed end of June 2017.

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



UNWTO

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

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

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International Tourist Arrivals by (Sub)region

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

Source: World Tourism Organization (UNWTO) ©

(Data as collected by UNWTO June 2017)

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

Outlook for International Tourist Arrivals

	2008	2009	2010	2011	2012	2013	2014	2015	2016*	average a year	projection 2017* (issued January)
	real, change										
	full year									2005-2016	between
World	2.0%	-3.9%	6.7%	4.7%	4.7%	4.6%	4.0%	4.5%	3.9%	3.9%	+3% and +4%
Europe	0.3%	-5.1%	3.0%	6.3%	3.9%	4.7%	1.7%	4.8%	2.1%	2.8%	+2% and +3%
Asia and the Pacific	1.4%	-1.4%	13.4%	6.5%	7.3%	6.8%	6.1%	5.4%	8.7%	6.5%	+5% and +6%
Americas	2.7%	-4.9%	6.4%	3.7%	4.5%	3.0%	8.5%	5.9%	3.8%	3.8%	+4% and +5%
Africa	2.9%	4.5%	9.3%	-0.7%	4.5%	4.5%	0.7%	-2.9%	8.3%	4.7%	+5% and +6%
Middle East	20.0%	-5.4%	14.6%	-9.3%	3.0%	-1.5%	8.7%	0.8%	-4.0%	4.3%	+2% and +5%

Source: World Tourism Organization (UNWTO) ©

(Data as collected by UNWTO June 2017)

2017 International Year of Sustainable Tourism for Development

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

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.

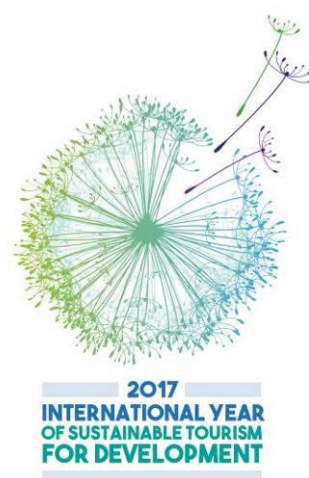
The #IY2017 will promote tourism's role in the following five key areas:

- (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



UNWTO, Government of Jamaica and World Bank Group Global Conference on Partnerships for Jobs & Inclusive Growth through Sustainable Tourism

Montego Bay, Jamaica 27-29 November 2017



2017
INTERNATIONAL YEAR
OF SUSTAINABLE TOURISM
FOR DEVELOPMENT



MINISTRY OF TOURISM



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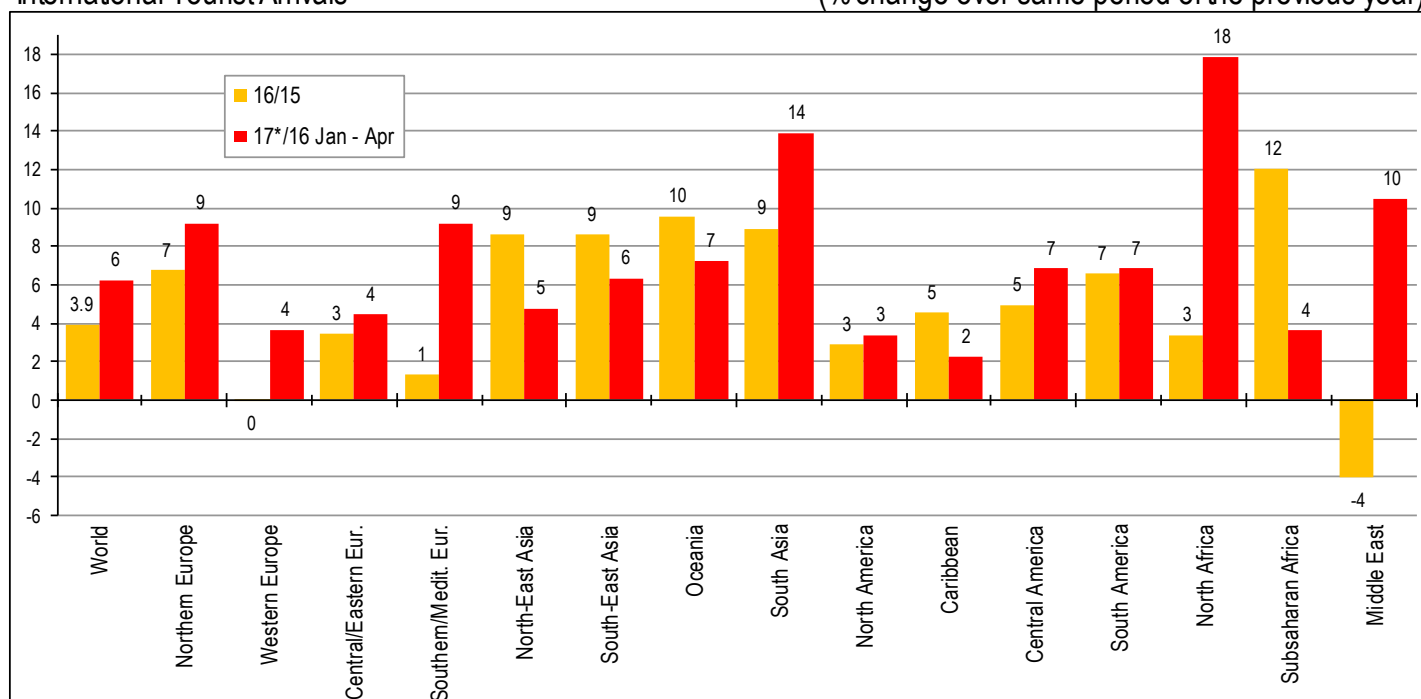
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International Tourist Arrivals

(% change over same period of the previous year)



Source: World Tourism Organization (UNWTO) ©

[Continuation from page 1]

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

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

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

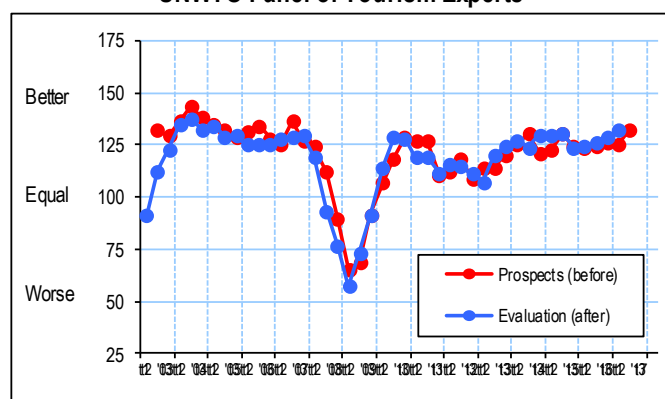
Limited data available for Africa points to an 8% increase in international arrivals, with North Africa (+18%) recovering strongly. International arrivals in the Middle East rebounded by an estimated 10% following a 4% decline in 2016.

Positive prospects for May-August

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

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

UNWTO Panel of Tourism Experts



Source: World Tourism Organization (UNWTO) ©

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

The detailed information in the continuation of the *UNWTO World Tourism Barometer* and its Statistical Annex is not included in the complimentary excerpt of this document.

The full document is available in electronic format for sale and free of charge for UNWTO members and subscribed institutions through the UNWTO elibrary at www.e-unwto.org/content/w83v37.

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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World Tourism Organization **UNWTO** Publications

UNWTO World Tourism Barometer

The *UNWTO World Tourism Barometer* and accompanying Statistical Annex aim to provide tourism stakeholders with up-to-date statistics and analysis in a timely fashion. The information is updated six times a year and covers short-term tourism trends, including a retrospective and prospective assessment of current tourism performance by the UNWTO Panel of Tourism Experts.

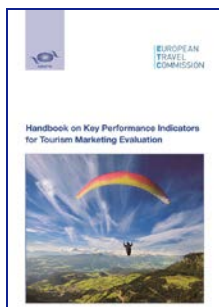
Available in English, with the Statistical Annex also available in French, Spanish and Russian.



Handbook on Key Performance Indicators for Tourism Marketing Evaluation

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

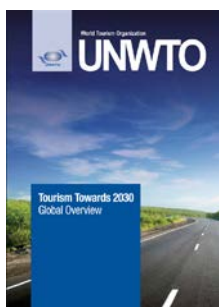
Available in English.



Tourism Towards 2030

UNWTO Tourism Towards 2030 is UNWTO's long-term outlook and assessment of future tourism trends. Key outputs of the study are quantitative projections for international tourism flows up to 2030, based on data series of international tourist arrivals by subregion of destination, region of origin and mode of transport.

Available in English.



UNWTO/GTERC Asia Tourism Trends

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

Available in English.



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

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

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

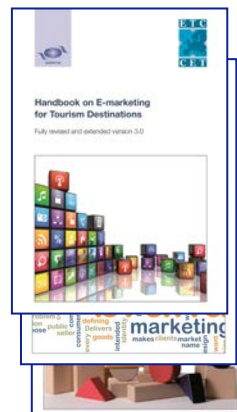
The *Yearbook of Tourism Statistics* focuses on data relating to inbound tourism (arrivals and nights), broken down by country of origin. The 2017 edition presents data for 198 countries, with methodological notes in English, French and Spanish.



Marketing Handbooks:

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

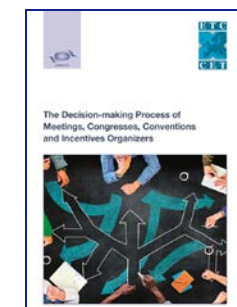
This series of Marketing Handbooks developed by UNWTO and the European Travel Commission (ETC) addresses key components of the marketing and promotion of tourism destinations. The handbooks provide a comprehensive overview of current strategies and best practices with regard to, among others, product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



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

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

Available in English



Outbound Travel Market studies:

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

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

Available in English.



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

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

Available in English.



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