

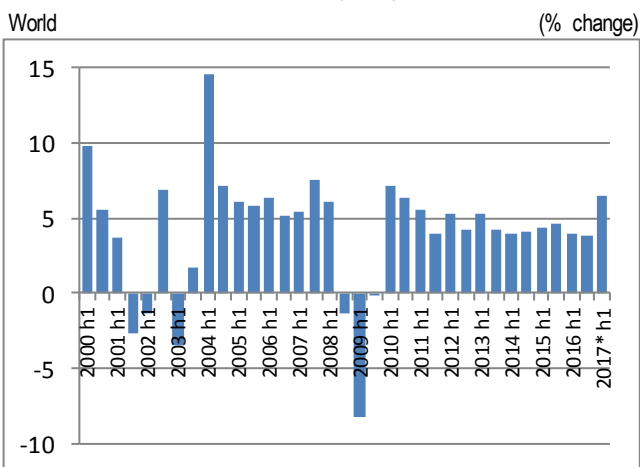


International tourism - strongest half-year results since 2010

Destinations worldwide welcomed 598 million international tourists in the first six months of 2017, some 36 million more than in the same period of 2016. At 6%, growth was well above the trend of recent years, making the current January-June period the strongest half-year since 2010.

Visitor numbers reported by destinations around the world reflect strong demand for international travel in the first half of 2017, as reported in this issue of the *UNWTO World Tourism Barometer*. Worldwide, international tourist arrivals (overnight visitors) increased by 6% compared to the same six-month period last year, well above the sustained and consistent trend of 4% or higher growth since 2010. This represents the strongest half-year in seven years.

International Tourist Arrivals, evolution by half year



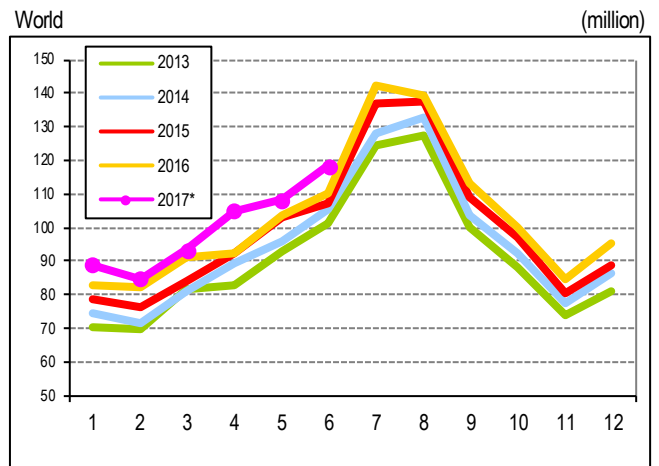
Source: World Tourism Organization (UNWTO) ©

Results are underpinned by robust growth in many destinations and a continuation of the recovery in those that suffered declines in previous years. Of UNWTO regions, growth was strongest in the Middle East (+9%), Europe (+8%) and Africa (+8%), followed by Asia and the Pacific (+6%) and the Americas (+3%).

The first half of the year usually accounts for about 46% 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.

"The first half of 2017 shows healthy growth in an increasingly dynamic and resilient tourism market, including a strong recovery in some of the destinations impacted by security challenges last year", said UNWTO Secretary-General Taleb Rifai ahead of the 22nd session of the UNWTO General Assembly, to be held in Chengdu, China on 13-16 September 2017.

International Tourist Arrivals, monthly evolution



Source: World Tourism Organization (UNWTO) ©

"As explained in my article '*Tourism: growth is not the enemy; it's how we manage it that counts*', international travel creates jobs, economic growth and development opportunities for many communities around the world. But this source of prosperity

[to be continued on page 5]

Volume 15 • August 2017

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Statistical Annex

Annex-1 to Annex-25

This issue of the *UNWTO World Tourism Barometer* and the accompanying Statistical Annex includes preliminary results for international tourism in the first half of 2017 based on data for international overnight visitors reported by destinations around the world. Furthermore, it presents an overview of actual air departures through August and booking trends for the last four months of 2017 based on business intelligence tool ForwardKeys.

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 August 2017.

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



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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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	Jan	Feb	Mar	Apr	May	Jun	Q1	Q2	Q3	Q4		
World	674	809	953	1,094	1,138	1,189	1,235	100	4.5	3.9	6.4	4.2	8.3	7.1	3.5	2.2	13.6	4.5	7.4	7.4	1.4	3.1	5.0				
Advanced economies ¹	424	470	516	589	622	653	685	55.5	5.0	4.9	6.0	4.0	7.4	8.9	2.9	0.9	15.2	3.4	5.1	8.4	2.9	4.2	6.1				
Emerging economies ¹	250	339	437	505	515	536	550	44.5	4.0	2.7	7.0	4.4	9.5	5.5	4.1	3.7	11.7	5.9	11.0	6.4	-0.6	1.4	3.8				
By UNWTO regions:																											
Europe	386.6	453.2	489.0	566.4	576.1	603.3	615.9	49.9	4.7	2.1	7.7	3.7	10.3	6.7	3.5	1.5	18.3	5.1	9.2	7.1	-0.5	0.8	4.6				
Northern Europe	44.8	59.9	62.8	67.2	70.8	75.4	80.2	6.5	6.5	6.3	7.9	7.8	8.1	12.5	2.7	8.1	16.8	2.8	6.6	10.9	3.5	6.2	8.1				
Western Europe	139.7	141.7	154.4	171.5	175.3	181.4	181.5	14.7	3.5	0.0	6.0	2.0	8.8	8.0	3.4	-3.7	30.4	0.0	2.3	6.3	-3.0	-1.6	5.3				
Central/Eastern Eur.	69.6	95.3	98.5	126.7	115.2	121.4	126.0	10.2	5.4	3.8	3.6	1.8	4.8	2.2	1.9	1.5	5.3	3.2	5.8	6.5	2.4	3.1	2.1				
Southern/Medit. Eur.	132.6	156.4	173.3	201.0	214.8	225.1	228.2	18.5	4.8	1.4	11.6	5.1	15.0	6.2	5.4	4.0	17.8	10.9	16.8	6.8	-1.4	0.1	4.4				
- of which EU-28	330.5	367.9	384.3	433.4	453.6	477.5	499.8	40.5	5.3	4.7	8.0	4.7	10.1	8.3	4.7	1.9	20.3	4.7	7.8	8.7	2.2	3.5	7.0				
Asia and the Pacific	110.4	154.1	208.1	254.1	269.5	284.0	308.4	25.0	5.4	8.6	5.7	5.7	5.7	9.2	3.3	4.6	7.6	4.2	5.3	9.7	8.7	9.7	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	3.6	5.2	2.1	9.3	2.7	3.5	3.9	1.8	0.4	8.9	8.6	10.3	6.8				
South-East Asia	36.3	49.0	70.5	94.3	97.0	104.2	113.3	9.2	7.4	8.7	7.0	5.5	8.7	7.6	3.3	5.7	9.9	5.9	10.2	10.6	8.7	9.9	5.3				
Oceania	9.6	10.9	11.4	12.5	13.3	14.3	15.6	1.3	7.6	9.4	7.7	4.7	11.5	13.4	-0.9	2.5	16.5	7.6	9.8	9.9	9.2	10.7	8.0				
South Asia	6.1	8.3	14.7	20.3	22.9	23.4	25.2	2.0	2.3	7.6	11.6	9.9	13.7	13.6	8.8	7.3	17.5	10.2	13.4	10.3	9.0	3.5	5.5				
Americas	128.2	133.3	150.1	167.6	181.9	192.7	199.6	16.2	5.9	3.6	3.0	1.2	4.9	4.4	1.0	-1.7	8.6	2.7	3.6	7.0	0.6	4.6	2.1				
North America	91.5	89.9	99.5	110.2	120.9	127.5	130.7	10.6	5.5	2.4	1.7	0.1	3.0	3.5	-0.7	-2.2	4.8	1.4	3.0	5.0	0.0	3.1	1.9				
Caribbean	17.1	18.8	19.5	21.1	22.3	24.1	25.2	2.0	8.1	4.8	4.1	1.0	7.9	0.8	1.1	1.1	10.4	5.6	7.3	7.2	3.2	5.0	2.5				
Central America	4.3	6.3	7.8	9.1	9.6	10.2	10.7	0.9	6.8	4.9	5.0	0.8	10.1	3.5	0.8	-1.8	26.0	2.8	1.7	9.5	2.9	6.1	0.9				
South America	15.3	18.3	23.2	27.2	29.1	30.8	32.9	2.7	5.9	6.9	6.5	4.5	9.6	8.7	5.2	-2.0	17.0	7.3	4.1	11.9	0.0	11.7	2.7				
Africa	26.2	34.8	50.4	54.7	55.0	53.4	57.7	4.7	-2.9	8.0	7.6	4.7	10.5	6.1	5.3	2.7	17.3	5.7	8.7	7.5	1.2	11.9	12.6				
North Africa	10.2	13.9	19.7	20.7	20.4	18.0	18.6	1.5	-12.0	3.5	15.6	15.8	15.5	11.2	17.7	18.1	22.9	9.9	13.9	-6.0	-9.7	12.1	13.2				
Subsaharan Africa	16.0	20.9	30.7	34.0	34.6	35.4	39.1	3.2	2.4	10.3	4.2	0.7	8.1	4.5	0.7	-3.2	14.6	3.6	6.1	13.4	7.5	11.7	12.3				
Middle East	22.4	33.7	55.4	50.9	55.3	55.6	53.8	4.4	0.7	-3.4	8.9	9.3	8.5	9.1	10.1	8.6	15.0	2.6	7.5	-0.8	-9.3	-8.1	4.2				

Source: World Tourism Organization (UNWTO) ©

(Data as collected by UNWTO August 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.

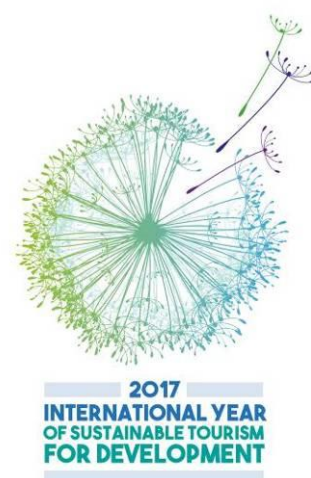
The #IY2017 will promote tourism's role in the following five key areas:

- (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



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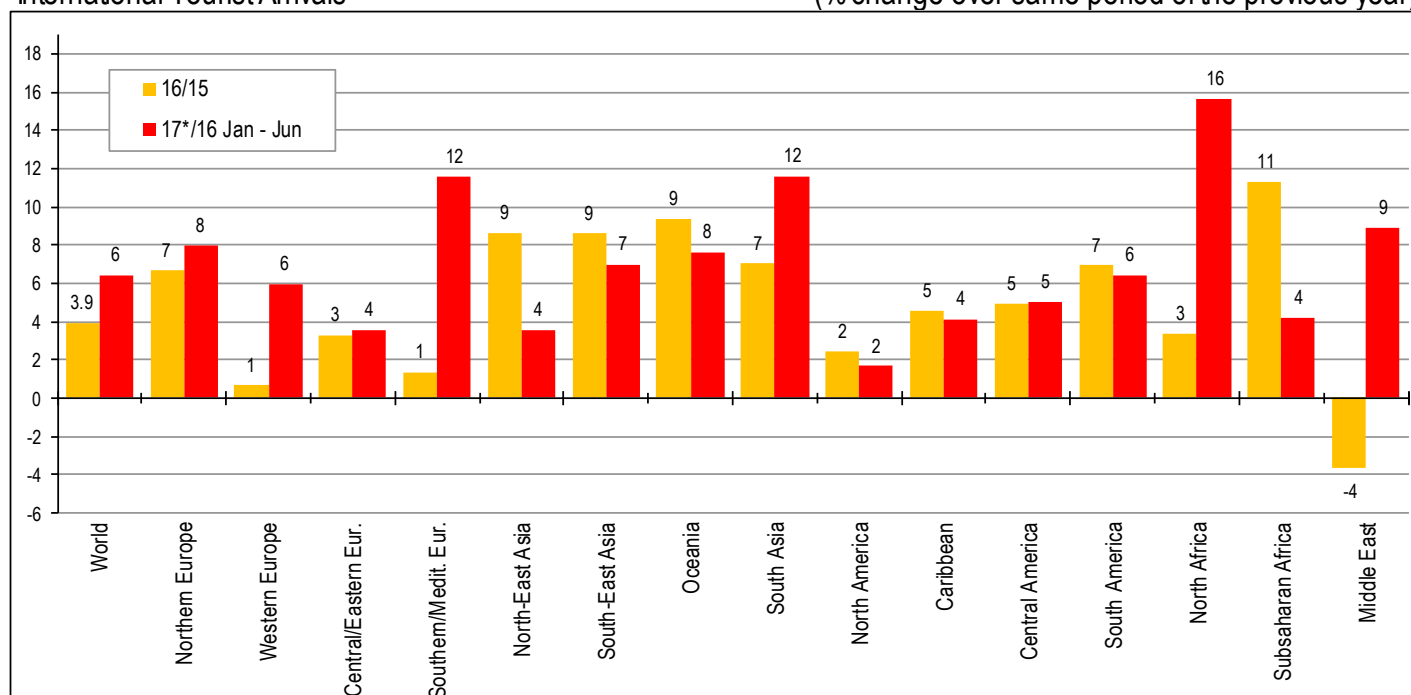


galicia JUNTA DE GALICIA



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.-June		2005-2016		between		
World	2.0%	-3.9%	6.7%	4.7%	4.7%	4.7%	4.0%	4.5%	3.9%	6.4%	3.9%	+3% and +4%
Europe	0.3%	-5.1%	3.0%	6.4%	3.9%	4.8%	1.7%	4.7%	2.1%	7.7%	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%	8.6%	5.7%	6.5%	+5% and +6%
Americas	2.7%	-4.9%	6.4%	3.7%	4.5%	3.0%	8.5%	5.9%	3.6%	3.0%	3.7%	+4% and +5%
Africa	2.9%	4.5%	9.3%	-0.7%	4.6%	4.5%	0.6%	-2.9%	8.0%	7.6%	4.7%	+5% and +6%
Middle East	20.0%	-5.4%	14.6%	-9.3%	2.7%	-1.5%	8.7%	0.7%	-3.4%	8.9%	4.3%	+2% and +5%

Source: World Tourism Organization (UNWTO) ©

(Data as collected by UNWTO August 2017)

[Continuation from page 1]

needs to be managed efficiently, for the good of visitors and host communities alike. This year we celebrate the International Year of Sustainable Tourism for Development (IY2017) to remind destinations and travellers that we must work for a sustainable tourism sector that protects the environment, preserves the cultural heritage of destinations, and fosters respect for local communities everywhere," Rifai added.

(<http://crm.unwto.org/sites/all/modules/civicrm/extern/url.php?u=76680>)

Mediterranean destinations lead growth

Mediterranean destinations reported particularly strong growth in the first half of 2017, as reflected in the results for Southern and Mediterranean Europe (+12%), North Africa (+16%) and the Middle East (+9%). This trend is driven by the continued strength of many destinations in the area, combined with a significant rebound in destinations that suffered decreases in previous years, such as Turkey, Egypt and Tunisia.

Furthermore, international tourist arrivals through June grew 8% in Northern Europe, 6% in Western Europe and 4% in Central and Eastern Europe. Sub-Saharan Africa recorded 4% more arrivals.

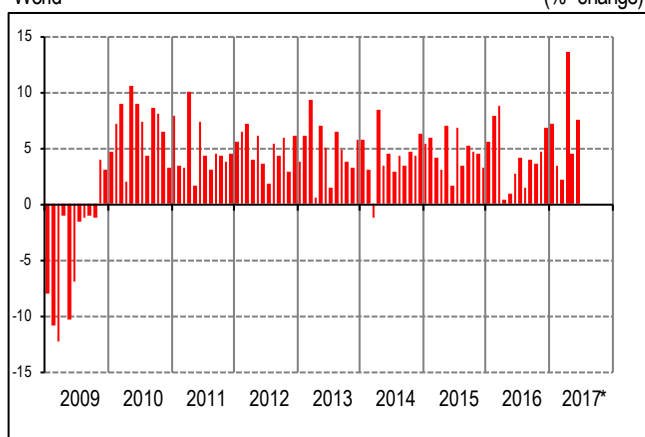
South Asia (+12%) led growth in Asia and the Pacific, followed by Oceania (+8%) and South-East Asia (+7%), while results in North-East Asia (+4%) were more mixed.

The Americas continued to enjoy positive results across most destinations. Growth was solid in South America (+6%), Central America (+5%) and the Caribbean (+4%). In North America (+2%), robust results for Mexico and Canada were partly offset by a decrease in arrivals to the United States, the region's largest destination.

Arrivals growth in this period was fuelled by strong outbound demand from major source markets. In particular, Canada, China, France, the Republic of Korea, Spain, the United Kingdom and the United States continued to report solid growth in outbound expenditure. This first half-year also saw a strong recovery in demand from Brazil and the Russian Federation after a few years of declines in terms of expenditure abroad.

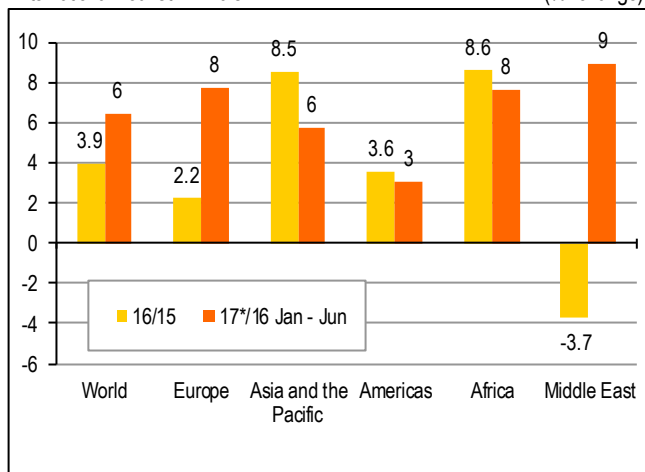
International Tourist Arrivals, monthly evolution

World (% change)



Source: World Tourism Organization (UNWTO) ©

International Tourist Arrivals (% change)



Source: World Tourism Organization (UNWTO) ©

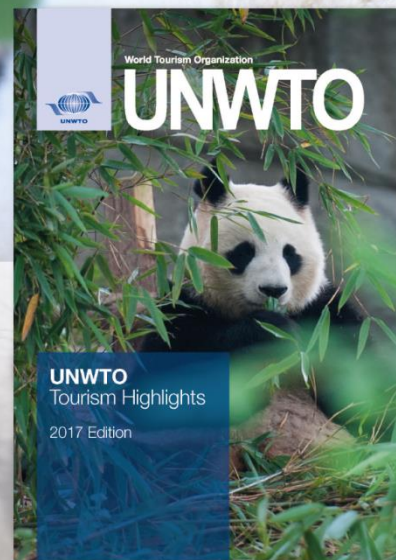
[See also on pages 7-18 and the Statistical Annex for data tables and graphs]

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

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

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

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UNWTO Tourism Highlights 2017 Edition

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

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

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

Spanish, French and Japanese versions will be available shortly



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.



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

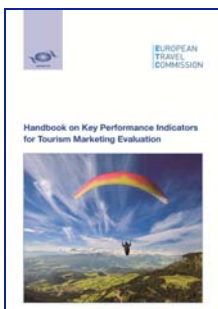
This study aims to gain a better understanding of how the phenomenon of new platform tourism services is shaping the tourism sector. It seeks to identify the opportunities and challenges it poses across destinations, how these are being addressed, and the way forward. Drawing on the responses of a UNWTO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



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.

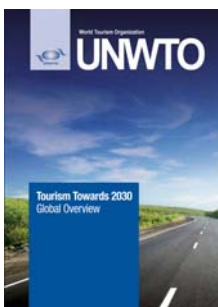
Available in English.



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.

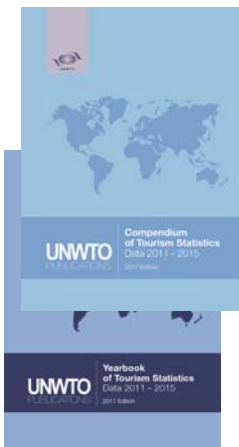


Compendium of Tourism Statistics, 2017 Edition. Data 2011–2015

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

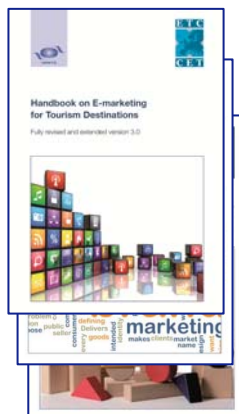
The *Yearbook of Tourism Statistics* focuses on data relating to inbound tourism (arrivals and nights), broken down by country of origin. The 2017 edition presents data for 198 countries, with methodological notes in English, French and Spanish.



Marketing Handbooks:

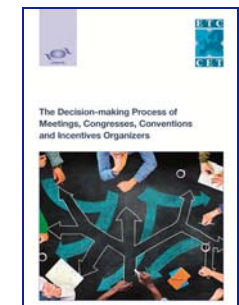
E-Marketing for Tourism Destinations Tourism Product Development Tourism Destination Branding

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.

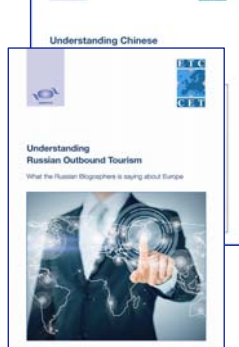
Available in English.



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

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