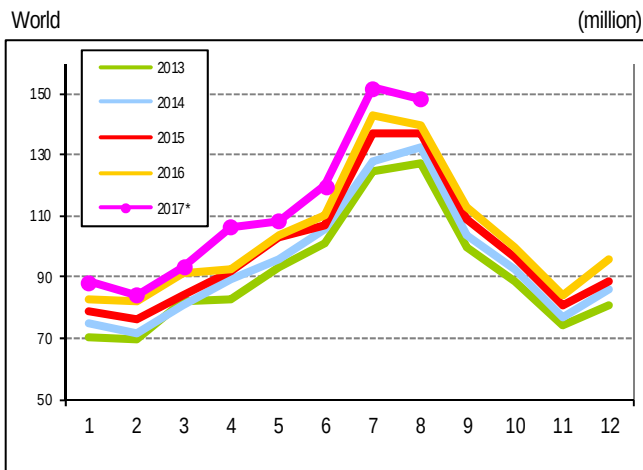




International tourism on track for a record year

Demand for international tourism remained strong during the Northern Hemisphere summer peak season. International tourist arrivals in July and August totalled over 300 million for the first time ever as reported in this issue of the *UNWTO World Tourism Barometer*. Many destinations reported double-digit growth, in particular in the Mediterranean.

International Tourist Arrivals, monthly evolution



Source: World Tourism Organization (UNWTO) ©

Between January and August 2017, destinations worldwide welcomed 901 million international tourist arrivals (overnight visitors), 56 million more than in the same period of 2016. This corresponds to a robust 7% increase, well above the growth of previous years. With upbeat prospects for the remaining months of the year, 2017 is set to be the eighth consecutive year of continued solid growth for international tourism.

Results reflect the sustained growth in many destinations combined with the recovery of those suffering from security challenges in recent years.

By UNWTO regions, growth was strongest in Africa (+9%) and Europe (+8%), followed by Asia and the Pacific (+6%), the Middle East (+5%) and the Americas (+3%).

This strong performance is confirmed by experts from around the world surveyed for the UNWTO Confidence Index, who evaluated the May-August period very positively. Prospects for the last four months of 2017 remain also buoyant according to the experts consulted.

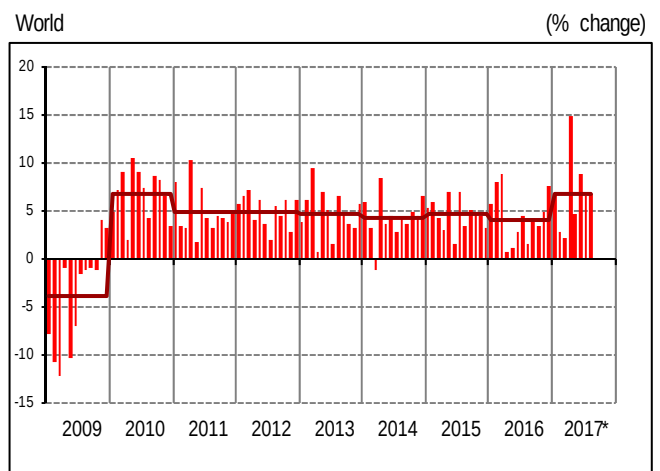
"Tourism is a major economic engine and employment generator, contributing to the improvement of livelihoods of millions of people around the world" stated UNWTO Secretary-General Taleb Rifai in London, ahead of the World Travel Market.

"As we draw to the end of the International Year of Sustainable Tourism for Development, we must reflect on how to

manage tourism in a responsible and sustainable way beyond 2017. Maximizing the social and economic benefits of tourism while minimizing any negative impacts on host communities and the environment should remain at the forefront of our efforts in the years to come, with policy-makers, companies and travelers all contributing to this shared objective," Mr. Rifai added.

[to be continued on page 5]

International Tourist Arrivals, monthly evolution



Source: World Tourism Organization (UNWTO) ©

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Statistical Annex

Annex-1 to Annex-27

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

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 October 2017.

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



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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	Apr	May	Jun	Jul	Aug	Q1	Q2	Q3	Q4	
World	674	809	953	1,094	1,138	1,190	1,237	100	4.6	3.9	6.6	3.8	9.2	14.9	4.5	8.8	6.5	6.6	7.5	1.5	3.3	5.2	
Advanced economies ¹	424	470	517	589	623	653	685	55.4	4.9	4.8	5.8	4.2	8.4	16.6	3.0	7.2	4.5	4.2	8.3	2.8	4.2	6.0	
Emerging economies ¹	250	339	437	505	516	537	552	44.6	4.1	2.8	7.7	3.3	10.1	12.8	6.6	11.1	9.6	10.2	6.7	-0.3	2.0	4.3	
By UNWTO regions:																							
Europe	386.6	453.2	489.0	566.4	576.1	603.3	617.6	49.9	4.7	2.4	8.2	3.9	11.2	18.4	5.2	11.4	8.4	7.4	7.4	-0.3	1.1	4.9	
Northern Europe	44.8	59.9	62.8	67.2	70.8	75.4	80.0	6.5	6.5	6.1	6.1	7.8	8.1	16.9	2.8	6.6	2.7	3.8	10.1	2.8	5.5	7.3	
Western Europe	139.7	141.7	154.4	171.5	175.3	181.4	181.5	14.7	3.5	0.0	6.6	2.1	12.2	30.5	0.1	10.8	4.7	4.1	6.3	-3.0	-1.6	5.3	
Central/Eastern Eur.	69.6	95.3	98.5	126.7	115.2	121.4	125.9	10.2	5.4	3.7	4.0	1.8	4.8	5.3	3.2	5.8	4.3	5.4	6.5	2.4	3.1	2.1	
Southern/Medit. Eur.	132.6	156.4	173.3	201.0	214.8	225.1	230.2	18.6	4.8	2.3	12.3	5.7	14.8	17.9	11.0	16.2	15.1	11.6	7.9	-0.6	0.9	5.4	
- of which EU-28	330.5	367.9	384.3	433.4	453.6	477.5	499.6	40.4	5.3	4.6	7.7	5.0	11.1	20.4	4.7	10.3	6.7	5.5	8.6	2.1	3.4	6.9	
Asia and the Pacific	110.4	154.1	208.2	254.2	269.5	284.0	306.3	24.8	5.4	7.8	5.6	6.0	6.1	7.9	4.6	5.8	3.4	5.5	9.5	8.4	9.5	6.2	
North-East Asia	58.3	85.9	111.5	127.0	136.3	142.1	154.3	12.5	4.3	8.6	2.9	5.3	2.3	4.1	2.0	0.6	0.2	0.9	8.9	8.6	10.3	6.8	
South-East Asia	36.3	49.0	70.5	94.3	97.0	104.2	111.1	9.0	7.4	6.6	8.1	6.0	9.5	10.5	6.8	11.3	7.4	11.0	10.1	8.0	9.5	5.3	
Oceania	9.6	10.9	11.5	12.6	13.3	14.3	15.6	1.3	7.3	9.5	7.4	4.8	11.5	16.5	7.8	9.8	4.8	8.2	9.9	9.4	10.6	8.0	
South Asia	6.1	8.3	14.7	20.3	22.9	23.4	25.2	2.0	2.3	7.6	10.3	9.9	13.7	17.5	10.2	13.4	4.9	8.1	10.3	9.0	3.5	5.5	
Americas	128.2	133.3	150.1	167.6	181.9	192.7	199.6	16.1	5.9	3.6	3.3	1.2	6.1	13.1	1.0	4.4	1.9	3.0	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	2.1	0.1	4.6	11.7	-1.1	3.9	0.6	1.9	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	4.4	1.0	8.0	10.5	5.6	7.4	4.6	6.0	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	3.7	0.8	10.1	26.0	2.8	1.7	0.1	0.2	9.6	2.9	6.4	0.6	
South America	15.3	18.3	23.2	27.2	29.1	30.8	32.9	2.7	5.9	6.9	6.7	4.5	10.2	17.0	7.3	5.8	6.8	7.0	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	8.7	5.3	10.8	17.0	6.2	9.3	8.6	11.7	7.4	1.0	11.8	12.8	
North Africa	10.2	13.9	19.7	20.7	20.4	18.0	18.6	1.5	-12.0	3.5	14.9	15.8	15.5	22.9	9.9	13.9	10.1	18.4	-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	5.4	1.5	8.5	14.2	4.4	7.1	7.3	6.7	13.2	7.3	11.6	12.6	
Middle East	22.4	33.7	55.4	50.8	55.9	57.0	55.6	4.5	2.0	-2.4	4.8	-1.7	10.9	23.6	5.3	2.2	7.3	7.0	0.1	-8.4	-6.5	5.5	

Source: World Tourism Organization (UNWTO) ©

(Data as collected by UNWTO October 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 UNWTO & WTM MINISTERS' SUMMIT
'OVERTOURISM': GROWTH IS NOT THE ENEMY, IT IS HOW WE MANAGE IT
TUESDAY 7 NOVEMBER 2017
 11.00 – 13.00 WTM Global Stage, Exhibitor Floor, South Hall Entrance S9, ExCeL, London
 For further information visit www.wtmlondon.com/ministers



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.

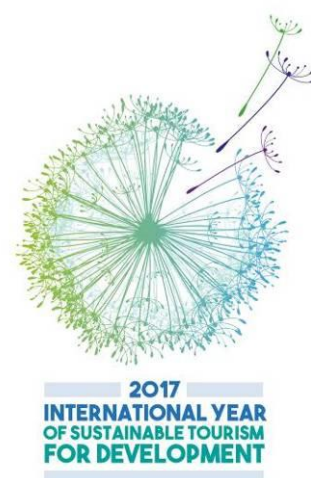
The #IY2017 will promote tourism's role in the following five key areas:

- (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.

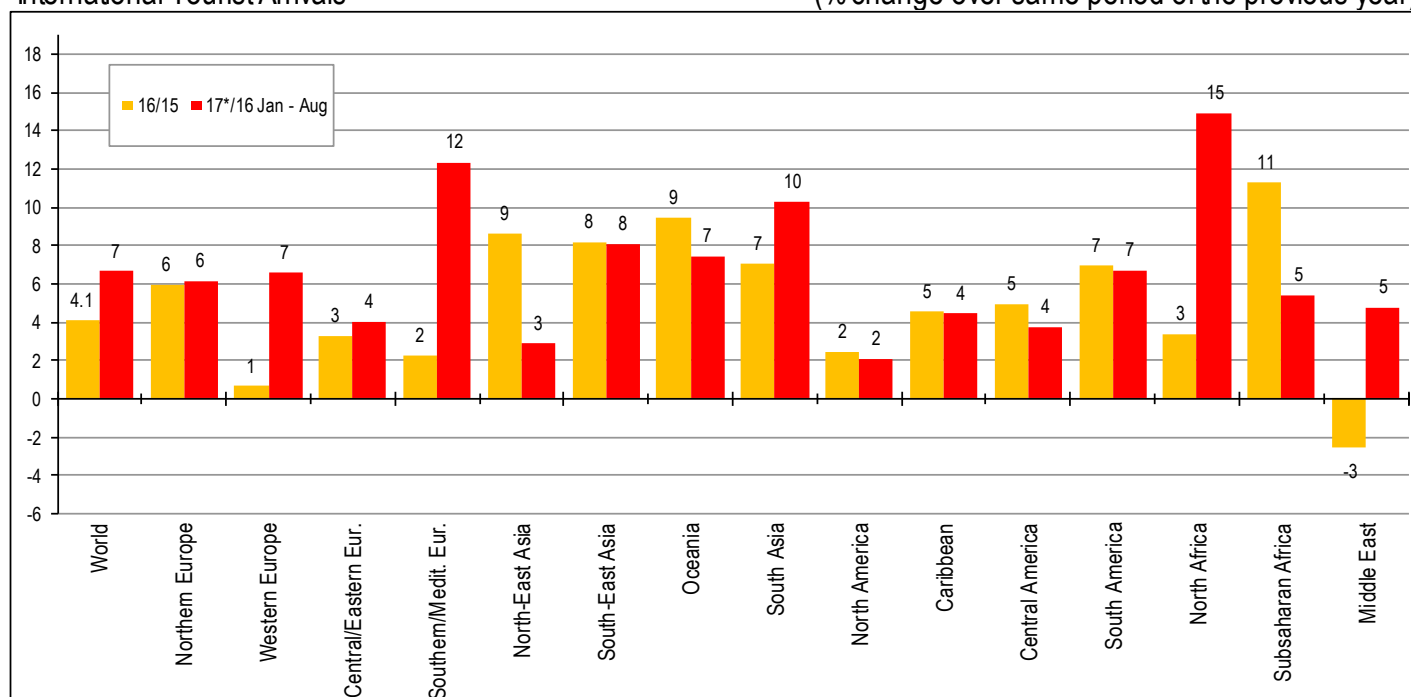
For more information and to join the celebrations of the International Year of Sustainable Tourism for Development, please visit:

tourism4development2017.org



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.-Aug.					2005-2016	between
World	2.0%	-3.9%	6.7%	4.7%	4.7%	4.6%	4.1%	4.6%	3.9%	6.6%	3.9%	+3% and +4%
Europe	0.3%	-5.1%	3.0%	6.4%	3.9%	4.8%	1.7%	4.7%	2.4%	8.2%	2.9%	+2% and +3%
Asia and the Pacific	1.4%	-1.4%	13.4%	6.5%	7.3%	6.8%	6.0%	5.4%	7.8%	5.6%	6.4%	+5% and +6%
Americas	2.7%	-4.9%	6.4%	3.7%	4.5%	3.0%	8.5%	5.9%	3.6%	3.3%	3.7%	+4% and +5%
Africa	2.9%	4.5%	9.3%	-0.7%	4.6%	4.5%	0.6%	-2.9%	8.0%	8.7%	4.7%	+5% and +6%
Middle East	20.0%	-5.4%	14.6%	-9.3%	2.6%	-1.5%	9.9%	2.0%	-2.4%	4.8%	4.7%	+2% and +5%

Source: World Tourism Organization (UNWTO) ©

(Data as collected by UNWTO October 2017)

[Continuation from page 1]

Regional Results

In Europe (+8%), international arrivals rebounded in both Southern and Mediterranean Europe (+12%) and Western Europe (+7%) following a weak 2016. Arrivals grew by 6% in Northern Europe and by 4% in Central and Eastern Europe between January and August 2017.

Africa (+9%) recorded the fastest growth of all five regions, thanks to the strong rebound in North Africa (+15%) and the sound results of Sub-Saharan Africa (+5%).

South Asia (+10%) led growth in Asia and the Pacific (+6%), followed by South-East Asia (+8%) and Oceania (+7%), while results in North-East Asia (+3%) were rather mixed.

Most destinations in the Americas (+3%) continued to enjoy positive results, led by South America (+7%), followed by Central America and the Caribbean (both +4%). In North America (+2%), robust results in Mexico and Canada contrast with a decrease in the United States, the region's largest destination.

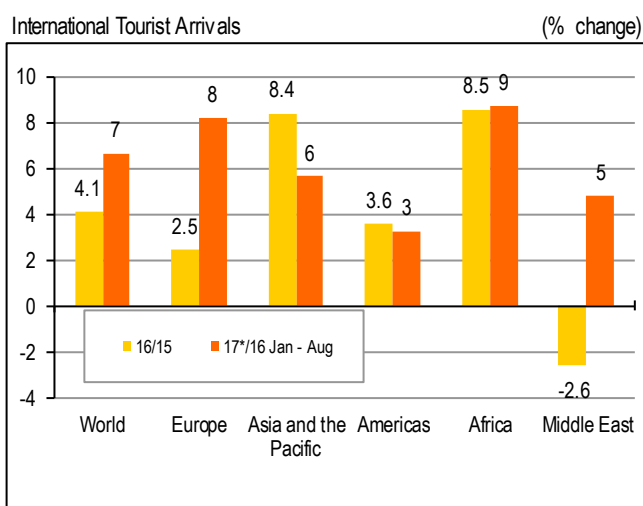
Results in the Middle East (5%) are mixed, with some destinations strongly rebounding from negative growth in previous years, while others reported declines through August.

Strong outbound demand from major source markets, rebound from Russia and Brazil

Inbound visitor growth across world destinations was fuelled by strong outbound demand from the majority of source markets.

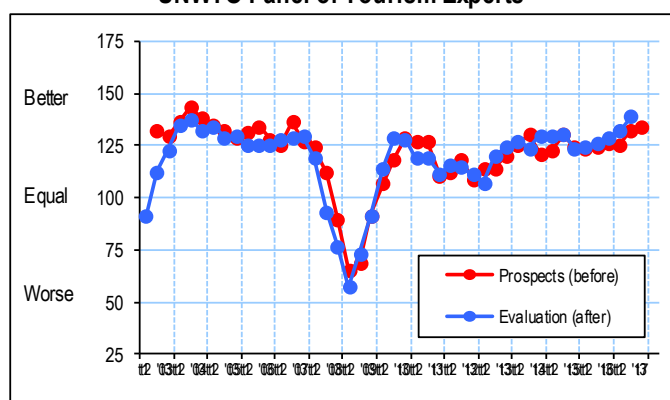
Among the top 10 markets, international tourism expenditure grew fastest in China (+19%), the Republic of Korea (+12%), the United States (+8%) and Canada (+7%). Expenditure from Germany, the United Kingdom, Australia, Italy and Hong Kong (China) grew at between 3% and 5%, while France reported a modest 1% increase.

Worth noting beyond the top 10 source markets is the significant recovery in demand from the Russian Federation (+27%) and Brazil (+35%) after a few years of declines in tourism expenditure abroad.



Source: World Tourism Organization (UNWTO) ©

UNWTO Panel of Tourism Experts



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.



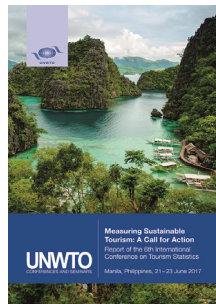
European Union Short-Term Tourism Trends

The new *European Union Short-Term Tourism Trends* series was created as part of the Enhancing the Understanding of European Tourism project between UNWTO and the Directorate-General for Internal Market, Industry, Entrepreneurship and SMEs of the European Commission (DG GROW). It is aimed at monitoring the short-term evolution of tourism trends in the European Union (EU-28) in terms of arrivals, receipts and outbound travel.



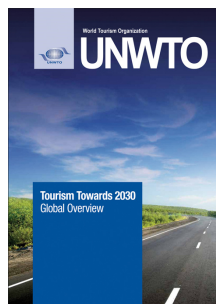
Measuring Sustainable Tourism: A Call for Action

This is the outcome of the 6th International Conference on Tourism Statistics that represents a global commitment to sustainable tourism and the need to measure it through a consistent statistical approach, recognizing that effective sustainable tourism policies require an integrated, coherent and robust information base.



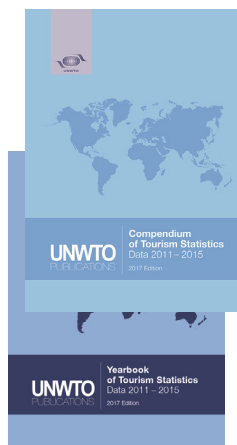
Tourism Towards 2030

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



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

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



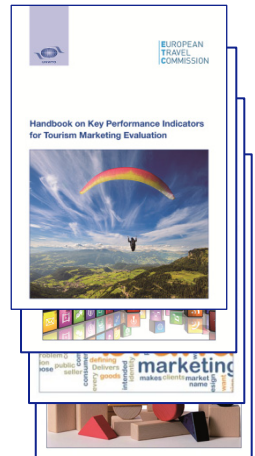
Yearbook of Tourism Statistics, 2017 Edition. Data 2011–2015

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:

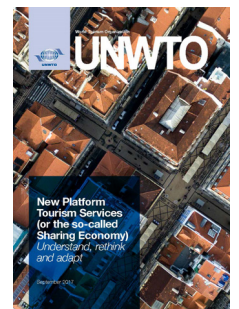
- Key Performance Indicators for Tourism Marketing Evaluation
- E-Marketing for Tourism Destinations
- Tourism Product Development
- Tourism Destination Branding

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



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.



Outbound Travel Market studies:

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

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



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.

The easy way to obtain UNWTO publications in print or electronic format and download full catalogue:
publications.unwto.org