

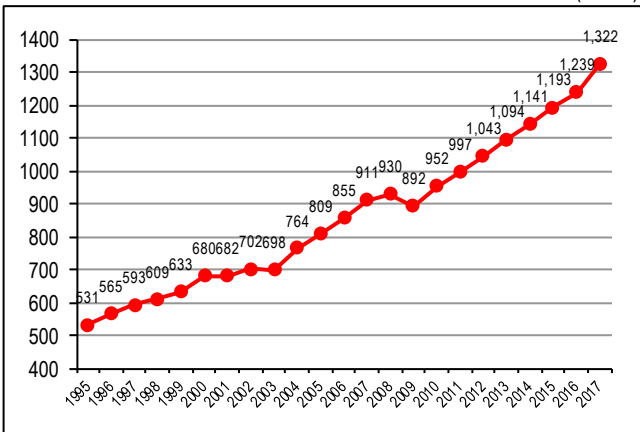


## 2017 International Tourism Results: the highest in seven years

International tourist arrivals grew by a remarkable 7% in 2017 to reach a total of 1,322 million, according to the preliminary full-year results reported in this issue of the *UNWTO World Tourism Barometer*. This strong momentum is expected to continue in 2018 at a rate of 4%-5%.

World: Inbound Tourism

International Tourist Arrivals (million)



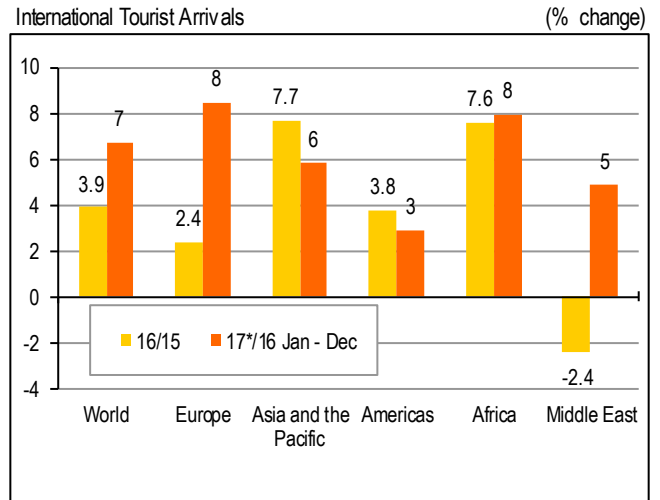
Source: World Tourism Organization (UNWTO) ©

Based on data reported by destinations around the world, it is estimated that international tourist arrivals (overnight visitors) worldwide increased 7% in 2017. This is well above the sustained and consistent trend of 4% or higher growth since 2010 and represents the strongest results in seven years.

Led by Mediterranean destinations, Europe recorded extraordinary results for such a large and rather mature region, with 8% more international arrivals than in 2016. Africa consolidated its 2016 rebound with an 8% increase. Asia and the Pacific recorded 6% growth, the Middle East 5% and the Americas 3%.

2017 was characterised by sustained growth in many destinations and a firm recovery in those that suffered decreases in previous years. Results were partly shaped by the global economic upswing and the robust outbound demand from many traditional and emerging source markets, particularly a rebound in tourism spending from Brazil and the Russian Federation after a few years of declines.

"International travel continues to grow strongly, consolidating the tourism sector as a key driver in economic development. As the third export sector in the world, tourism is essential for job creation and the prosperity of communities around the world," said UNWTO Secretary-General Zurab Pololikashvili. "Yet as we continue to grow we must work closer together to ensure this growth benefits every member of every host community, and is in line with the Sustainable Development Goals".



Source: World Tourism Organization (UNWTO) ©

[to be continued on page 4]

## Volume 16 • Advance Release January 2018

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Statistical Annex

Annex-1 to Annex-31

This Advance Release and the accompanying Statistical Annex of the *UNWTO World Tourism Barometer* present preliminary full year results for international tourism in 2017 based on data for international overnight visitors reported by destinations around the world. In addition, this issue includes an outlook for 2018 based on current trends and the assessment by the UNWTO Panel of Tourism Experts. Furthermore, it presents an overview of booking trends for the first four months of 2018 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](http://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](http://www.e-unwto.org/content/w83v37) French version: [www.e-unwto.org/content/t73863](http://www.e-unwto.org/content/t73863) Spanish version: [www.e-unwto.org/content/rn1422](http://www.e-unwto.org/content/rn1422) Russian version: [www.e-unwto.org/content/j62835](http://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](http://mkt.unwto.org).

**We welcome your comments and suggestions at [barom@unwto.org](mailto:barom@unwto.org), tel.: +34 915678198 / fax: +34 915713733.**



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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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Data collection for this issue was closed mid-January 2018.

The next issue of the *UNWTO World Tourism Barometer* with more comprehensive results by country is scheduled for March.



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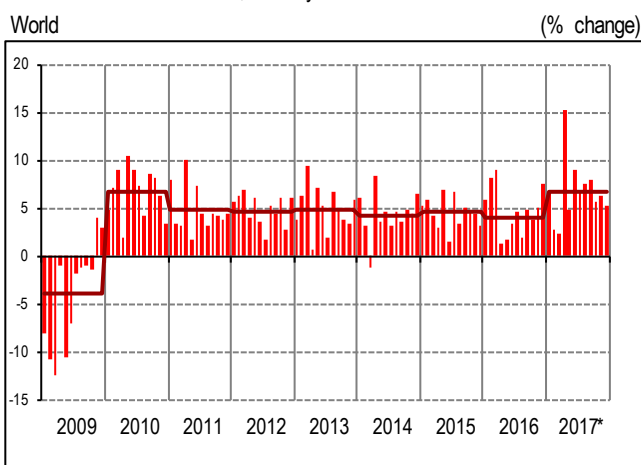


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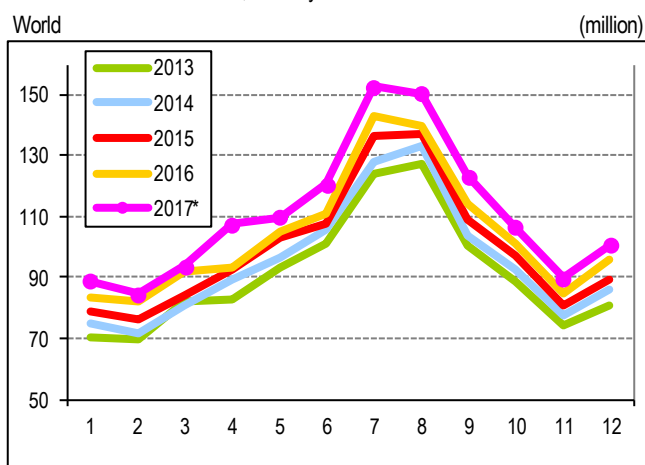
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International Tourist Arrivals, monthly evolution



Source: World Tourism Organization (UNWTO) ©

International Tourist Arrivals, monthly evolution



Source: World Tourism Organization (UNWTO) ©

## 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	2015	2016	2017*			2017*	16/15	17*/16	2017*															
												Q1	Q2	Q3	Q4	Jul	Aug	Sep	Oct	Nov	Dec	Q1	Q2	Q3	Q4		
					(million)	(%)		(%)																			
World	680	809	952	1,193	1,239	1,322	100	3.9	6.7	3.8	9.4	7.3	5.7	6.7	7.4	7.9	5.7	6.2	5.2	7.7	2.1	3.7	5.4				
Advanced economies <sup>1</sup>	430	469	515	654	686	724	54.8	4.8	5.7	4.2	8.5	5.7	3.6	4.4	5.5	7.5	3.5	4.1	3.2	9.2	3.9	5.1	7.4				
Emerging economies <sup>1</sup>	250	339	437	539	554	598	45.2	2.8	7.9	3.5	10.6	9.7	8.0	10.3	10.3	8.4	8.6	8.4	7.2	6.2	-0.2	1.7	3.3				
By UNWTO regions:																											
Europe	392.9	452.7	487.5	604.9	619.3	671.3	50.8	2.4	8.4	4.5	11.7	9.6	5.3	8.8	9.2	11.3	5.8	5.2	4.9	8.1	1.1	2.2	5.8				
Northern Europe	44.8	54.7	56.6	69.8	73.8	77.6	5.9	5.8	5.1	7.8	8.6	3.0	2.0	3.0	3.2	2.8	2.2	2.0	1.8	10.3	2.4	5.1	7.5				
Western Europe	139.7	141.7	154.4	181.5	181.5	193.4	14.6	0.0	6.6	2.1	12.3	6.6	3.2	4.8	7.3	8.4	3.5	3.1	3.0	6.3	-3.0	-1.6	5.3				
Central/Eastern Eur.	69.6	95.3	98.5	122.2	126.9	133.4	10.1	3.9	5.1	3.9	6.3	5.7	4.3	5.6	6.0	5.4	4.0	4.3	4.7	5.0	3.6	3.8	1.0				
Southern/Medit. Eur.	139.0	161.1	178.1	231.4	237.1	266.8	20.2	2.4	12.6	5.9	14.8	15.2	8.7	14.9	13.3	18.1	8.9	8.8	8.3	11.2	2.7	3.5	8.8				
- of which EU-28	336.8	367.5	382.8	478.3	500.1	537.9	40.7	4.5	7.6	5.1	11.4	7.9	3.9	6.9	7.5	10.0	4.0	4.0	3.7	10.0	3.6	4.7	8.4				
Asia and the Pacific	110.4	154.1	208.2	284.0	305.8	323.7	24.5	7.7	5.8	5.8	6.1	4.1	7.3	3.2	4.8	4.4	6.9	8.4	6.6	8.8	7.9	8.9	5.4				
North-East Asia	58.3	85.9	111.5	142.1	154.3	159.3	12.0	8.6	3.2	5.3	2.3	0.9	4.6	0.2	0.9	1.5	3.6	6.5	3.9	8.9	8.6	10.3	6.8				
South-East Asia	36.3	49.0	70.5	104.2	110.8	120.1	9.1	6.3	8.3	5.7	9.5	8.1	10.2	7.0	9.5	7.9	11.1	10.8	9.0	8.1	6.6	7.8	2.9				
Oceania	9.6	10.9	11.5	14.3	15.6	16.6	1.3	9.4	6.5	4.8	11.7	5.3	5.4	5.3	8.7	1.8	5.0	5.5	5.6	9.9	9.3	10.6	8.0				
South Asia	6.1	8.3	14.7	23.4	25.1	27.7	2.1	7.0	10.4	9.7	13.4	6.6	11.9	3.4	6.8	9.9	13.0	11.1	11.8	10.3	9.0	3.5	5.5				
Americas	128.2	133.3	150.1	193.5	200.8	206.6	15.6	3.8	2.9	0.9	5.9	2.0	3.1	1.9	2.3	1.8	1.6	4.1	3.5	7.9	1.0	4.6	3.5				
North America	91.5	89.9	99.5	127.5	130.9	133.0	10.1	2.7	1.6	-0.4	4.0	0.8	1.9	0.1	1.0	1.4	0.1	3.1	2.6	5.3	0.0	2.4	3.4				
Caribbean	17.1	18.8	19.5	24.1	25.2	26.3	2.0	4.7	4.1	0.8	7.8	3.5	4.8	5.9	6.2	-4.5	5.9	5.1	3.9	7.2	3.2	5.0	2.3				
Central America	4.3	6.3	7.8	10.2	10.7	11.1	0.8	4.9	3.7	0.8	10.3	1.8	2.6	0.7	0.6	5.3	-0.3	2.7	4.5	9.6	2.9	6.4	0.6				
South America	15.3	18.3	23.2	31.6	33.9	36.2	2.7	7.1	6.7	4.5	11.4	6.7	6.2	7.5	6.0	6.4	5.6	7.5	5.6	15.1	3.3	15.3	5.6				
Africa	26.2	34.8	50.4	53.5	57.6	62.1	4.7	7.6	7.8	4.6	10.0	8.6	8.4	8.5	10.1	7.0	8.7	8.1	8.3	6.7	-0.7	8.8	8.9				
North Africa	10.2	13.9	19.7	18.0	18.9	21.4	1.6	5.0	13.4	14.2	14.0	11.9	14.6	9.8	17.3	7.3	15.5	13.4	14.7	-4.8	-7.9	13.2	15.9				
Subsaharan Africa	16.0	20.9	30.7	35.5	38.7	40.7	3.1	8.9	5.1	1.0	7.9	6.1	5.7	7.2	4.4	6.9	5.6	6.0	5.4	11.6	3.4	5.7	6.1				
Middle East	22.4	33.7	55.4	57.0	55.6	58.3	4.4	-2.4	4.8	-1.7	10.9	4.8	6.5	7.1	8.1	0.4	10.5	7.3	3.7	0.4	-8.2	-6.9	5.3				

Source: World Tourism Organization (UNWTO) ©

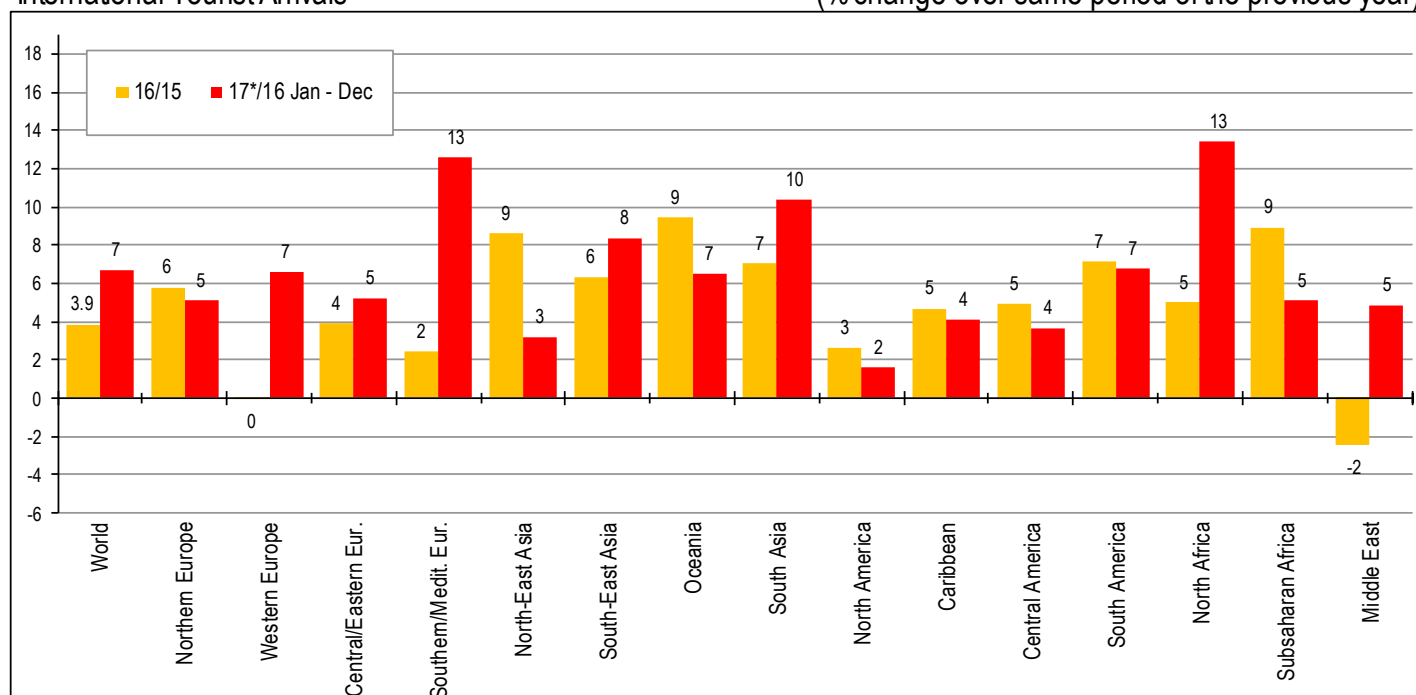
(Data as collected by UNWTO January 2018)

<sup>1</sup> 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](http://www.imf.org/external/ns/cs.aspx?id=29).

See box at page 'Annex-1' for explanation of abbreviations and signs used

## International Tourist Arrivals

(% change over same period of the previous year)



Source: World Tourism Organization (UNWTO) ©

## Outlook for International Tourist Arrivals

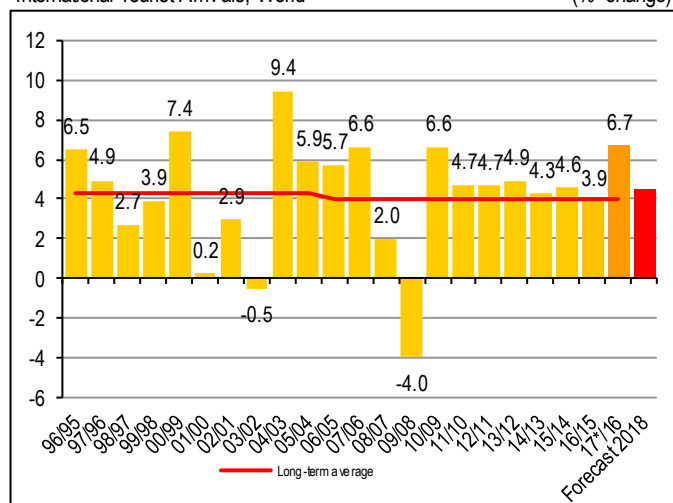
	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017*	average a year	projection 2018* (issued January)
	real, change											
	full year					Jan.-Dec.					2005-2016	between
World	2.0%	-4.0%	6.6%	4.7%	4.7%	4.9%	4.3%	4.6%	3.9%	6.7%	4.0%	+4% and +5%
Europe	0.4%	-5.3%	3.0%	6.4%	3.8%	5.1%	2.0%	4.7%	2.4%	8.5%	2.9%	+3.5% and +4.5%
Asia and the Pacific	1.4%	-1.4%	13.4%	6.5%	7.3%	6.8%	6.0%	5.4%	7.7%	5.8%	6.4%	+5% and +6%
Americas	2.7%	-4.9%	6.4%	3.7%	4.5%	3.4%	8.5%	6.0%	3.8%	2.9%	3.8%	+3.5% and +4.5%
Africa	2.9%	4.5%	9.3%	-0.7%	4.6%	4.5%	0.9%	-3.1%	7.6%	7.9%	4.7%	+5% and +7%
Middle East	20.0%	-5.4%	14.6%	-9.3%	2.6%	-1.5%	9.9%	2.0%	-2.4%	4.9%	4.7%	+4% and +6%

Source: World Tourism Organization (UNWTO) ©

(Data as collected by UNWTO January 2018)

[Continuation from page 1]

International Tourist Arrivals, World (% change)



Source: World Tourism Organization (UNWTO) ©

## Growth expected to continue in 2018

The current strong momentum is expected to continue in 2018, though at a more sustainable pace after eight years of steady expansion following the 2009 economic and financial crisis. Based on current trends, economic prospects and the outlook by the UNWTO Panel of Experts, UNWTO projects international tourist arrivals worldwide to grow at a rate of 4%-5% in 2018. This is somewhat above the 3.8% average increase projected for the period 2010-2020 by UNWTO in its Tourism Towards 2030 long-term forecast. Europe and the Americas are both expected to grow by 3.5%-4.5%, Asia and the Pacific by 5%-6%, Africa by 5%-7% and the Middle East by 4%-6%.

## 2017 results by UNWTO region

International tourist arrivals in Europe reached 671 million in 2017, a remarkable 8% increase following a comparatively weaker 2016. Growth was driven by the extraordinary results in Southern and Mediterranean Europe (+13%). Western Europe



(+7%), Northern Europe and Central and Eastern Europe (both +5%) also recorded robust growth.

Asia and the Pacific (+6%) recorded 324 million international tourist arrivals in 2017. Arrivals in South Asia grew 10%, in South-East Asia 8% and in Oceania 7%. Arrivals to North-East Asia increased by 3%.

The Americas (+3%) welcomed 207 million international tourist arrivals in 2017, with most destinations enjoying positive results. South America (+7%) led growth, followed by Central America and the Caribbean (both +4%), with the latter showing clear signs of recovery in the aftermath of hurricanes Irma and Maria. In North America (+2%), robust results in Mexico and Canada contrasted with a decrease in the United States, the region's largest destination.

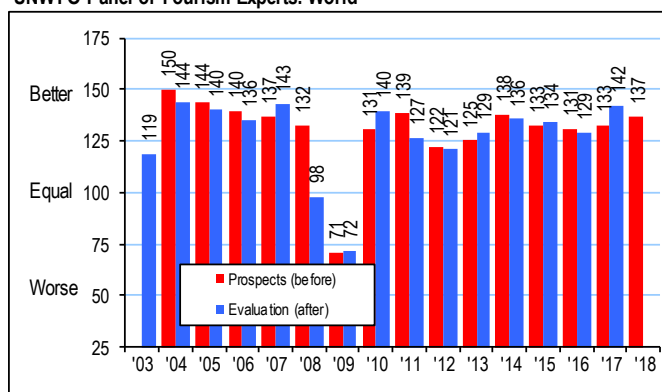
Based on available data for Africa, growth in 2017 is estimated at 8%. The region consolidated its 2016 rebound and reached a record 62 million international arrivals. North Africa enjoyed a strong recovery with arrivals growing by 13%, while in Sub-Saharan Africa arrivals increased by 5%.

The Middle East (+5%) received 58 million international tourist arrivals in 2017 with sustained growth in some destinations and a strong recovery in others.

Note: All results in this release are based on preliminary data, as reported by the various destinations around the world, and on estimates by UNWTO of still-missing data. UNWTO will continue to collect data and will present more comprehensive data by country in the April issue of the UNWTO World Tourism Barometer. Results for both Africa and the Middle East should be read with caution as they are based on limited available data.

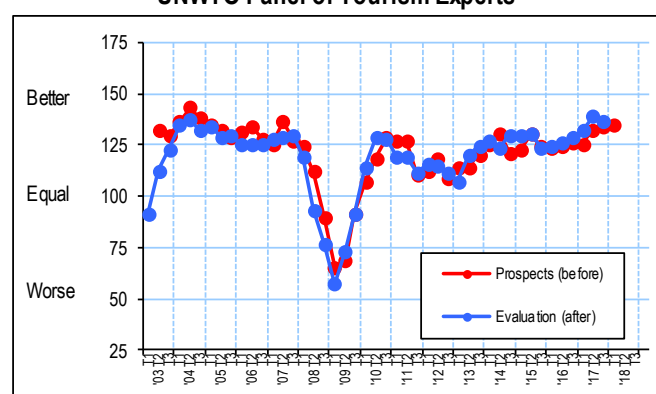
[See also on pages 11-17 and the Statistical Annex for data tables and graphs]

UNWTO Panel of Tourism Experts: World



Source: World Tourism Organization (UNWTO) ©

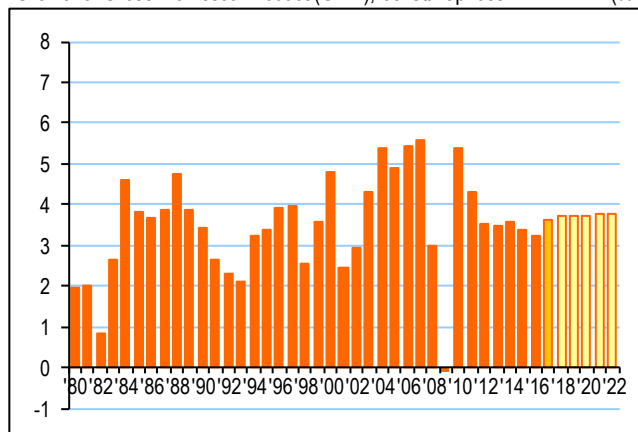
UNWTO Panel of Tourism Experts



Source: World Tourism Organization (UNWTO) ©

### World

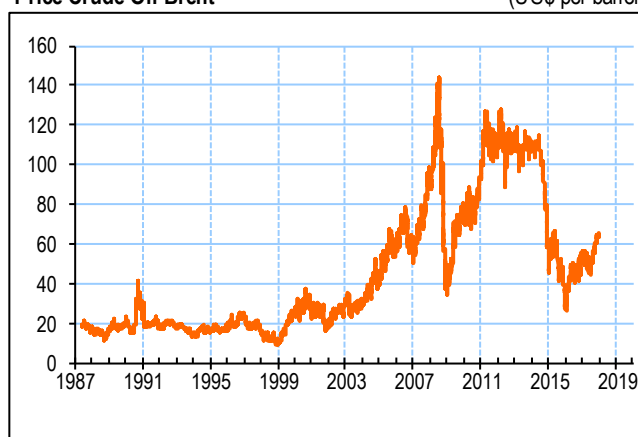
Growth of Gross Domestic Product (GDP), constant prices (%)



Source: International Monetary Fund

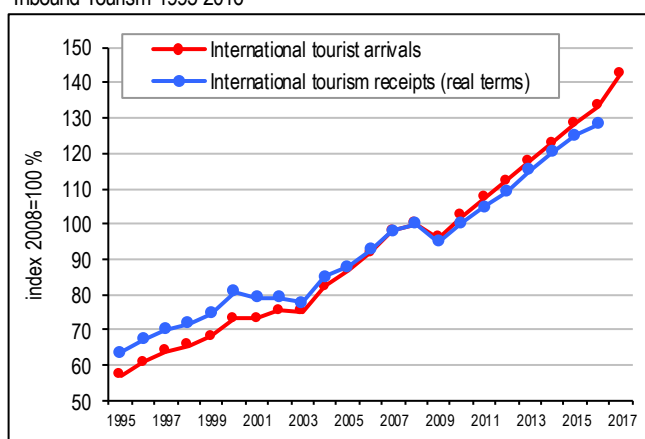
### Price Crude Oil Brent

(US\$ per barrel)



Source: US Department of Energy, Energy Information Administration

Inbound Tourism 1995-2016



Source: World Tourism Organization (UNWTO) ©

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](http://www.e-unwto.org/content/w83v37).

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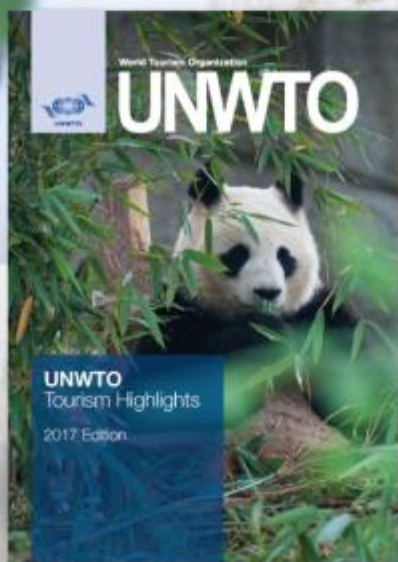
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## UNWTO

### 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, Spanish, French and Japanese free of charge from [mkt.unwto.org/highlights](http://mkt.unwto.org/highlights).





# 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.



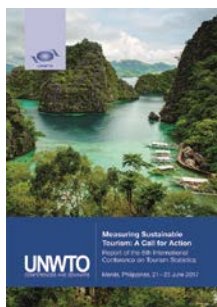
## European Union Short-Term Tourism Trends

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.



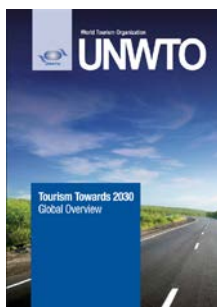
## Measuring Sustainable Tourism: A Call for Action

This is the outcome of the 6<sup>th</sup> 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.



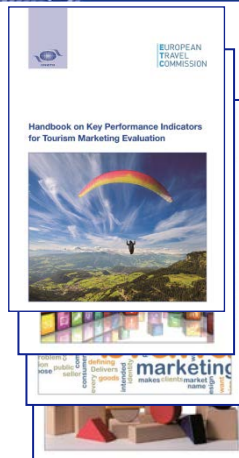
## Yearbook of Tourism Statistics, 2017 Edition. Data 2011–2015

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 –

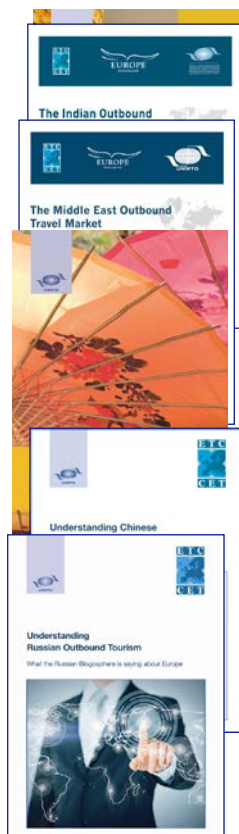
This study aims to gain a better understanding of how the phenomenon of new platform tourism services is shaping the tourism sector. It seeks to identify the opportunities and challenges it poses across destinations, how these are being addressed, and the way forward. Drawing on the responses of a UNWTO 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:

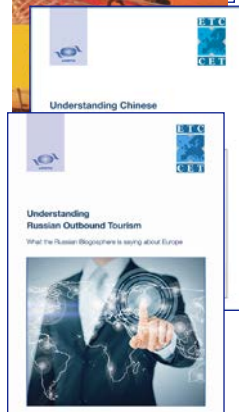
- Key Outbound Tourism Markets in South-East Asia
- The Indian Outbound Travel Market
- The Russian Outbound Travel Market
- The Middle East Outbound Travel Market
- Penetrating the Chinese Outbound Tourism Market – Successful Practices and Solutions

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.



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