

World Tourism Organization



UNWTO

UNWTO Tourism Highlights

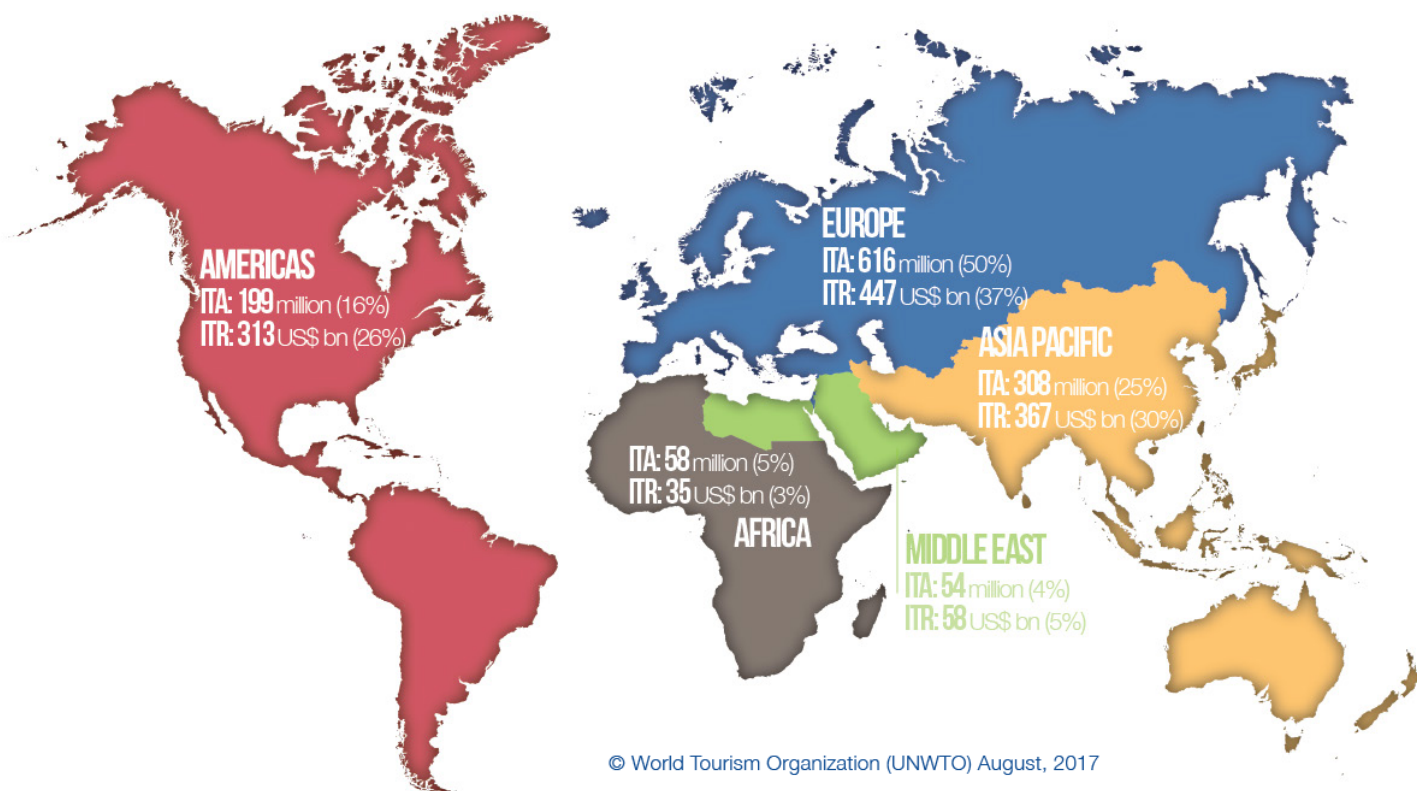
2017 Edition

Tourism - key to development, prosperity and well-being

- An ever-increasing number of destinations worldwide have opened up to, and invested in tourism, turning it into a key driver of socio-economic progress through the creation of jobs and enterprises, export revenues, and infrastructure development.
- Over the past six decades, tourism has experienced continued expansion and diversification to become one of the largest and fastest-growing economic sectors in the world. Many new destinations have emerged in addition to the traditional favourites of Europe and North America.
- Tourism has boasted virtually uninterrupted growth over time, despite occasional shocks, demonstrating the sector's strength and resilience. International tourist arrivals have increased from 25 million globally in 1950 to 278 million in 1980, 674 million in 2000, and 1,235 million in 2016.
- Likewise, international tourism receipts earned by destinations worldwide have surged from US\$ 2 billion in 1950 to US\$ 104 billion in 1980, US\$ 495 billion in 2000, and US\$ 1,220 billion in 2016.
- Tourism is a major category of international trade in services. In addition to receipts earned in destinations, international tourism also generated US\$ 216 billion in exports through international passenger transport services rendered to non-residents in 2016, bringing the total value of tourism exports up to US\$ 1.4 trillion, or US\$ 4 billion a day on average.
- International tourism represents 7% of the world's exports in goods and services, after increasing one percentage point from 6% in 2015. Tourism has grown faster than world trade for the past five years.
- As a worldwide export category, tourism ranks third after chemicals and fuels and ahead of automotive products and food. In many developing countries, tourism is the top export category.

INTERNATIONAL TOURISM 2016

International tourist arrivals (ITA): 1,235 million
International tourism receipts (ITR): US\$ 1,220 billion



International tourism in 2016 – Key trends and outlook

- International tourist arrivals (overnight visitors) in 2016 grew by 3.9% to reach a total of 1,235 million worldwide, an increase of 46 million over the previous year. It was the seventh consecutive year of above-average growth in international tourism following the 2009 global economic crisis. A comparable sequence of uninterrupted solid growth has not been recorded since the 1960s.
- Demand for international tourism followed the positive trend of previous years, with many destinations reporting sound results, while a few faced security incidents. Some redirection of tourism flows was observed, though most destinations shared in the overall growth due to stronger travel demand, increased connectivity and more affordable air transport.
- By UNWTO region, Asia and the Pacific led growth in 2016 with a 9% increase in international arrivals, followed by Africa (+8%) and the Americas (+3%). The world's most visited region, Europe (+2%) showed mixed results, while available data for the Middle East (-4%) points to a decline in arrivals.
- International tourism receipts grew by 2.6% in real terms (taking into account exchange rate fluctuations and inflation) with total earnings in the destinations estimated at US\$ 1,220 billion worldwide in 2016 (euro 1,102 billion).
- France, the United States, Spain and China continued to top the international arrivals ranking in 2016. In receipts, the US and Spain remain at the top, followed by Thailand, which climbed to number 3 last year, and China, which is fourth. France and Italy moved up in receipts to 5th and 6th position respectively, while the United Kingdom, Mexico and Thailand moved up to 6th, 8th and 9th place in arrivals.
- China, the United States and the Germany led outbound tourism in their respective regions in 2016, and continue to top the expenditure ranking in that order.

Long-term outlook

- International tourist arrivals worldwide are expected to increase by 3.3% a year between 2010 and 2030 to reach 1.8 billion by 2030, according to UNWTO's long-term forecast report *Tourism Towards 2030*.
- Between 2010 and 2030, arrivals in emerging destinations (+4.4% a year) are expected to increase at twice the rate of those in advanced economies (+2.2% a year).
- The market share of emerging economies increased from 30% in 1980 to 45% in 2016, and is expected to reach 57% by 2030, equivalent to over 1 billion international tourist arrivals.

TOURISM AT A GLANCE



Source: World Tourism Organization (UNWTO)



Source: UNWTO



Source: World Travel & Tourism Council (WTTC)



Source: WTTC



Source: UNWTO

International tourist arrivals

Seven consecutive years of sustained growth

International tourist arrivals (overnight visitors) reached a total of 1,235 million in 2016. This was 46 million more than in 2015, or an increase of 3.9%. The global pace of growth was slightly more moderate than in 2015 (4.5%), but in line with UNWTO's long-term forecast of 3.8% per year for the period 2010 to 2020.

Demand for international tourism in 2016 followed the positive trend of previous years, with many destinations reporting sound results, although a few faced security incidents, either in their country or in their region. Some redirection of tourism flows was observed, though most destinations shared in the overall growth due to stronger travel demand, increased connectivity, more affordable air transport and simpler visa procedures in many countries.

By UNWTO region, Asia and the Pacific led growth in 2016 with a 9% increase in international arrivals, followed by Africa (+8%), which rebounded after two difficult years. In the Americas (+3%) the growth momentum continued. Europe (+2%) showed mixed results, with double-digit growth in some destinations and declines in others. Available data for the Middle East (-4%) points to a decline in arrivals, although results vary across destinations. By subregion, the strongest results were recorded in Subsaharan Africa (+10%), followed by Oceania, North-East Asia and South-East Asia (all +9%), South Asia (+8%) and South America (+7%).

2016 marks the seventh consecutive year of sustained growth in international tourism, with arrivals increasing by 4% or more every year following the global economic crisis of 2009. A comparable sequence of uninterrupted solid growth has not been recorded since the 1960s. The 1 billion international arrivals mark in a single year was exceeded for the first time in 2012. This has further increased to 1.2 billion in 2016, with 305 million more international tourist arrivals recorded compared to 930 million in the pre-crisis year of 2008.

Slightly more travel by air than surface transport

In 2016, slightly over half of all overnight visitors travelled to their destination by air (55%), while the remainder travelled by surface transport (45%) – whether by road (39%), rail (2%) or water (4%). The trend over time has been for air transport to grow at a somewhat faster pace than surface transport, thus the share of air transport is gradually increasing.

Over half of visits for leisure purposes

Travel for holidays, recreation and other forms of leisure accounted for just over half of all international tourist arrivals in 2016 (53% or 657 million). Some 13% of all international tourists reported travelling for business and professional purposes, and another 27% travelled for other reasons such as visiting friends and relatives (VFR), religious reasons and pilgrimages, health treatment, etc. The purpose of visit for the remaining 7% of arrivals was not specified.

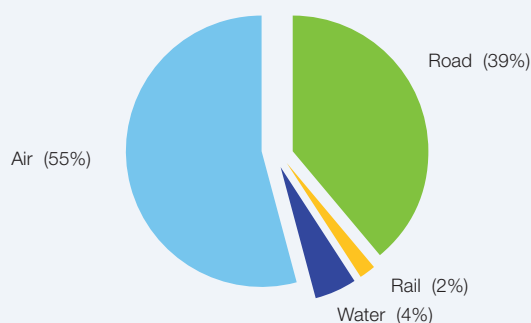
	International tourist arrivals (million)							Market share (%)	Change (%)			Average a year (%)
	1990	1995	2000	2005	2010	2015	2016*	2016*	14/13	15/14	16*/15	2005-'16*
World	435	526	674	809	953	1,189	1,235	100	4.0	4.5	3.9	3.9
Advanced economies ¹	299	337	424	470	516	654	685	55.5	5.7	5.0	4.8	3.5
Emerging economies ¹	136	189	250	339	437	536	550	44.5	2.1	4.0	2.7	4.5
By UNWTO regions:												
Europe	261.5	303.5	386.6	453.2	489.0	603.7	616.2	49.9	1.7	4.8	2.1	2.8
Northern Europe	28.7	36.4	44.8	59.9	62.8	75.4	80.2	6.5	5.3	6.5	6.4	2.7
Western Europe	108.6	112.2	139.7	141.7	154.4	181.4	181.5	14.7	2.2	3.5	0.0	2.3
Central/Eastern Europe	33.9	58.9	69.6	95.3	98.5	121.4	126.0	10.2	-9.1	5.4	3.8	2.6
Southern/Medit. Europe	90.3	96.0	132.6	156.4	173.3	225.5	228.5	18.5	6.9	4.9	1.3	3.5
-of which EU-28	230.1	266.0	330.5	367.9	384.3	477.8	500.1	40.5	4.7	5.3	4.7	2.8
Asia and the Pacific	55.9	82.1	110.4	154.1	208.1	284.0	308.4	25.0	6.1	5.4	8.6	6.5
North-East Asia	26.4	41.3	58.3	85.9	111.5	142.1	154.3	12.5	7.3	4.3	8.6	5.5
South-East Asia	21.2	28.5	36.3	49.0	70.5	104.2	113.2	9.2	2.9	7.4	8.6	7.9
Oceania	5.2	8.1	9.6	10.9	11.4	14.3	15.6	1.3	6.1	7.6	9.4	3.3
South Asia	3.2	4.2	6.1	8.3	14.7	23.4	25.3	2.0	12.9	2.3	7.8	10.7
Americas	92.8	108.9	128.2	133.3	150.1	192.7	199.3	16.1	8.5	5.9	3.5	3.7
North America	71.8	80.5	91.5	89.9	99.5	127.5	130.5	10.6	9.7	5.5	2.4	3.4
Caribbean	11.4	14.0	17.1	18.8	19.5	24.1	25.2	2.0	5.5	8.1	4.7	2.7
Central America	1.9	2.6	4.3	6.3	7.8	10.2	10.7	0.9	5.6	6.8	4.9	5.0
South America	7.7	11.7	15.3	18.3	23.2	30.8	32.8	2.7	7.1	5.9	6.6	5.4
Africa	14.8	18.7	26.2	34.8	50.4	53.4	57.8	4.7	0.6	-2.9	8.1	4.7
North Africa	8.4	7.3	10.2	13.9	19.7	18.0	18.6	1.5	-1.4	-12.0	3.5	2.7
Subsaharan Africa	6.4	11.5	16.0	20.9	30.7	35.4	39.2	3.2	1.9	2.4	10.5	5.9
Middle East	9.6	12.7	22.4	33.7	55.4	55.6	53.6	4.3	8.7	0.6	-3.7	4.3

Source: World Tourism Organization (UNWTO) ©. Please see page 9 for symbols and abbreviations.

(Data as collected by UNWTO, July 2017)

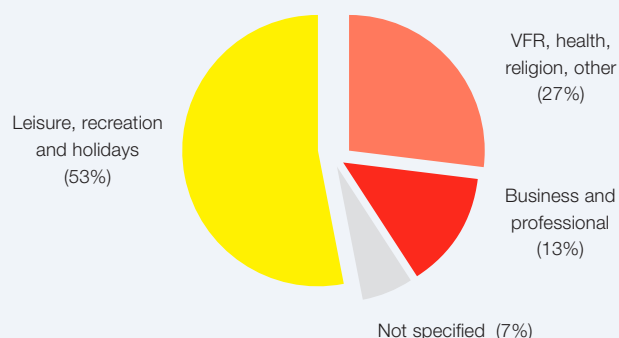
1 Classification based on the International Monetary Fund (IMF); see the Statistical Annex of the IMF *World Economic Outlook* of April 2017, page 176, at www.imf.org/en/publications/wo.

Inbound tourism by mode of transport, 2016* (share)



Source: World Tourism Organization (UNWTO) ©

Inbound tourism by purpose of visit, 2016* (share)



Source: World Tourism Organization (UNWTO) ©

International tourism receipts

Tourism ranks as world's third largest export category

Expenditure by international visitors on accommodation, food and drink, entertainment, shopping and other goods and services in tourism destinations reached US\$ 1,220 billion (euro 1,102 billion) in 2016. This represents an increase of 2.6% in real terms, i.e. taking into account exchange rate fluctuations and inflation. Tourism receipts followed the overall trend in international tourist arrivals, though at a somewhat slower pace.

Growth in receipts is computed in real terms in order to avoid the distortions caused by exchange rate shifts between local currencies and the US dollar, although such fluctuations were fairly contained in 2016 (the average US dollar-euro rate hardly varied from 2015). In real terms, tourism receipts increased by 8% in Africa, 5% in Asia and the Pacific, 3% in the Americas and 1% in Europe, while they declined 2% in the Middle East.

In macro-economic terms, expenditure by international visitors counts as exports for the destination country, and as imports for the country of residence of the visitor. For many countries inbound tourism is a vital source of foreign currency earnings and an important contributor to the economy, creating much-needed employment and opportunities for development.

In addition to the tourism receipts earned in the destinations (the travel item of the Balance of Payments), international tourism also generated US\$ 216 billion in exports through international passenger transport services rendered to non-residents in 2016. Added to the US\$ 1,220 billion in tourism

	International tourism receipts				Market share (%)	Receipts (US\$)				Receipts (euro)			
	Local currencies, constant prices (% change)					(billion)		per arrival	(billion)		per arrival		
	13/12	14/13	15/14	16*/15		2016*	2014	2015	2016*	2016*	2014	2015	2016*
World	5.6	4.3	4.1	2.6	100	1,252	1,196	1,220	990	942	1,078	1,102	890
Advanced economies ¹	6.0	5.1	2.9	1.6	64.5	829	773	787	1,150	624	697	711	1,040
Emerging economies ¹	4.7	2.8	6.4	4.4	35.5	423	422	433	790	318	381	391	710
By UNWTO regions:													
Europe	4.1	4.4	2.7	0.9	36.7	513.7	449.6	447.3	730	386.7	405.3	404.1	660
Northern Europe	7.6	5.8	7.4	2.7	6.1	81.5	77.3	74.6	930	61.3	69.7	67.4	840
Western Europe	2.1	3.4	-1.3	-0.3	11.9	174.2	145.8	145.3	800	131.1	131.4	131.3	720
Central/Eastern Europe	3.4	0.1	-0.7	5.7	4.3	58.8	50.4	52.6	420	44.3	45.4	47.5	380
Southern/Medit. Europe	4.8	6.1	5.2	-0.2	14.3	199.2	176.1	174.7	760	150.0	158.7	157.9	690
-of which EU-28	3.7	4.6	3.1	2.7	30.9	427.1	372.1	376.6	750	321.5	335.4	340.2	680
Asia and the Pacific	8.5	1.5	2.5	4.8	30.1	359.0	349.4	366.7	1,190	270.2	314.9	331.3	1,070
North-East Asia	9.1	-1.6	-3.7	-0.2	13.9	176.9	167.1	168.9	1,090	133.1	150.6	152.6	990
South-East Asia	10.6	2.1	8.0	9.8	9.6	108.2	108.5	117.2	1,030	81.4	97.8	105.9	940
Oceania	1.5	7.6	11.6	10.0	3.8	44.2	42.3	46.7	2,990	33.3	38.1	42.2	2,700
South Asia	8.7	9.9	6.3	7.1	2.8	29.8	31.6	33.8	1,340	22.4	28.4	30.6	1,210
Americas	6.6	6.7	8.2	2.7	25.7	288.9	305.6	313.2	1,570	217.5	275.5	283.0	1,420
North America	7.4	7.0	8.3	1.9	20.0	225.9	239.7	243.7	1,870	170.0	216.1	220.2	1,690
Caribbean	3.2	5.1	7.1	6.3	2.5	26.7	28.5	30.2	1,200	20.1	25.6	27.3	1,080
Central America	7.2	5.9	6.6	7.8	1.0	10.6	11.4	12.2	1,140	8.0	10.2	11.1	1,030
South America	3.3	6.3	9.2	3.2	2.2	25.7	26.1	27.0	820	19.4	23.6	24.4	740
Africa	2.5	3.7	0.5	8.3	2.9	36.5	32.8	34.8	600	27.5	29.5	31.4	540
North Africa	-2.1	8.3	-8.8	2.6	0.7	11.0	8.9	9.1	490	8.3	8.0	8.3	440
Subsaharan Africa	4.3	1.9	4.5	10.5	2.1	25.5	23.9	25.6	650	19.2	21.5	23.2	590
Middle East	-3.3	10.2	7.4	-1.6	4.7	53.6	58.2	57.6	1,080	40.3	52.4	52.0	970

Source: World Tourism Organization (UNWTO) ©. Please see page 9 for symbols and abbreviations.

(Data as collected by UNWTO, July 2017)

¹ Classification based on the International Monetary Fund (IMF); see the Statistical Annex of the IMF *World Economic Outlook* of April 2017, page 176, at www.imf.org/en/publications/weo.

	1990	1995	2000	2005	2008	2009	2010	2011	2012	2013	2014	2015	2016*	14/13	15/14	16*/15	14/13	15/14	16*/15
International tourist arrivals (overnight visitors)														Change (%)					
Million	435	526	674	809	930	893	953	998	1,045	1,094	1,138	1,189	1,235				4.0	4.5	3.9
Index (2008=100)					100	96	103	107	112	118	122	128	133						
International tourism receipts														Current prices (%)			Constant prices (%)		
Local currencies														6.4	5.1	4.0	4.3	4.1	2.6
Index (2008=100) (constant prices)					100	95	100	105	109	115	120	125	128						
US\$ billion	271	415	495	701	968	881	961	1,073	1,110	1,197	1,252	1,196	1,220	4.6	-4.5	2.0	2.9	-4.6	0.7
Euro billion	213	317	536	564	658	632	725	771	864	901	942	1,078	1,102	4.5	14.4	2.2	4.1	14.3	2.0

Source: World Tourism Organization (UNWTO) ©. Please see page 9 for symbols and abbreviations.

(Data as collected by UNWTO, July 2017)

receipts in destinations, the value of tourism exports amounted to US\$ 1.4 trillion, or US\$ 4 billion a day on average.

International tourism (comprising both earnings in destinations and passenger transport) represents 30% of the world's services exports. It also accounts for 7% of overall exports in goods and services. In fact, international tourism has grown faster than world merchandise trade for five consecutive years now.

As a worldwide export category, tourism ranks third after chemicals and fuels, and ahead of automotive products and food. In many developing countries tourism is the top export category. For emerging economies as a whole, tourism represents 40% of services exports, well above the 30% world average. Tourism is increasingly an essential component of export diversification, both for emerging and advanced economies, and often shows a strong capacity to compensate for weaker export revenues in many commodity and oil exporting countries.

World's top tourism destinations

Thailand continues to rise in the rankings

In 2016, four countries moved up in the Top 10 ranking by international tourism receipts and three in the ranking by international tourist arrivals (overnight visitors). Most notably, Thailand climbed further, up to 3rd place from 5th in terms of tourism receipts in its second year of double-digit growth, hitting the US\$ 50 billion mark in 2016. It also moved up one place in arrivals to 9th position (33 million).

When ranking the world's top international tourism destinations, it is preferable to take more than a single indicator into account. Ranked according to the two key tourism indicators

– international tourist arrivals and international tourism receipts – it is interesting to note that eight out of the Top 10 destinations appear on both lists, despite showing marked differences in terms of the type of tourists they attract, as well as their average length of stay and their spending per trip and per night. It should be noted that changes in the ranking of international tourism receipts not only reflect the relative performance of the destinations, but also exchange rate fluctuations of the local currencies against the US dollar.

The United States continues to top the international tourism receipts ranking, with US\$ 206 billion earned in 2016. It is the second largest destination in international tourist arrivals with 76 million. Spain follows as the world's second largest earner with US\$ 60 billion, and the third largest destination in terms of arrivals with 76 million, virtually equalling the US. China remains in fourth position in terms of both receipts (US\$ 44 billion) and arrivals (59 million). France climbed one place to 5th position in tourism earnings, with US\$ 42 billion, and remains the world's top destination in terms of international arrivals with 83 million. Italy moved up one place to 6th position in receipts (US\$ 40 billion) and is still 5th in arrivals (52 million).

The United Kingdom climbed two places to 6th position in arrivals, but moved down four places in receipts to 7th, partly due to the depreciation of the British pound, resulting in lower earnings in terms of US dollars. Germany remains 8th in terms of receipts and 7th in arrivals, while Hong Kong (China) continues to rank 9th in receipts and 13th in arrivals. Australia re-entered the Top 10 in terms of receipts at number 10, while moving from 42nd to 40th position in arrivals. Mexico climbed another place to 8th position in arrivals and moved up two in receipts to 14th. Turkey completes the Top 10 in arrivals, moving down an estimated four places (data still pending for 2016) following the security incidents and failed coup last year. In terms of receipts, Turkey moved down five places to 17th position.

International tourist arrivals						
		Series	(million)		Change (%)	
			2015	2016*	15/14	16*/15
1	France	TF	84.5	82.6	0.9	-2.2
2	United States	TF	77.5	75.6	3.3	-2.4
3	Spain	TF	68.5	75.6	5.5	10.3
4	China	TF	56.9	59.3	2.3	4.2
5	Italy	TF	50.7	52.4	4.4	3.2
6	United Kingdom	TF	34.4	35.8	5.6	4.0
7	Germany	TCE	35.0	35.6	6.0	1.7
8	Mexico	TF	32.1	35.0	9.4	8.9
9	Thailand	TF	29.9	32.6	20.6	8.9
10	Turkey	TF	39.5	..	-0.8	..

Rank		International tourism receipts					
		US\$				Local currencies	
		(billion)		Change (%)		Change (%)	
		2015	2016*	15/14	16*/15	15/14	16*/15
1	United States	205.4	205.9	7.0	0.3	7.0	0.3
2	Spain	56.5	60.3	-13.3	6.9	3.8	7.1
3	Thailand	44.9	49.9	16.9	11.0	23.0	14.7
4	China	45.0	44.4	2.1	-1.2	3.6	5.3
5	France	44.9	42.5	-22.9	-5.3	-7.6	-5.1
6	Italy	39.4	40.2	-13.3	2.0	3.8	2.3
7	United Kingdom	45.5	39.6	-2.3	-12.9	5.2	-1.4
8	Germany	36.9	37.4	-14.8	1.4	2.0	1.7
9	Hong Kong (China)	36.2	32.9	-5.8	-9.1	-5.8	-9.0
10	Australia	28.9	32.4	-8.2	12.3	10.2	13.5

Source: World Tourism Organization (UNWTO) ©. Please see page 9 for symbols and abbreviations.

(Data as collected by UNWTO, July 2017)

Regional results

Europe –Mixed results across destinations

Europe welcomed 616 million international tourists in 2016, equivalent to half the world total, an increase of 13 million from 2015. This corresponds to 2% growth, reflecting mixed results across individual destinations, with some reporting a remarkable performance whilst others recorded weaker results due to security concerns. International tourism receipts in Europe grew 1% in real terms to US\$ 447 billion (euro 404 billion), which represents 37% of receipts worldwide.

Northern Europe led growth in the region, with a 6% increase in international arrivals, or 5 million more than in 2015. Iceland (+39%), Norway (+12%), Ireland (+11%) and Sweden (+8%) all boasted above-average growth. The United Kingdom (+4%), the subregion's largest destination, reported a comparatively more modest growth, despite the weaker British pound.

In Central and Eastern Europe, arrivals increased by 4% in 2016. Many destinations enjoyed strong results, including Georgia (+19%), Slovakia (+17%), Bulgaria (+16%), Romania and Lithuania (both +11%). Hungary and Ukraine both recorded a 7% growth in arrivals, while Poland and the Czech Republic both reported an increase of 4%. By contrast, the decline in arrivals to the Russian Federation (-9%), the subregion's top destination, weighed down the subregional average.

Growth in Southern and Mediterranean Europe (+1%) was modest, despite sound results in most countries, driven by Portugal (+13%), top destination Spain (+10%) and Croatia (+9%). Balkan destinations Serbia (+13%), Slovenia (+12%) and Albania (+8%) also enjoyed robust growth, as did island destinations Cyprus (+20%) and Malta (+10%). Greece reported a 5% increase in arrivals and Italy 3%. The subregional average was weighed down by the significant decline in arrivals faced by Turkey following various terrorist attacks and a failed coup.

Results in Western Europe (0%) were rather mixed in 2016, as some destinations were impacted by security concerns. The Netherlands and Austria both reported a 5% growth in arrivals, and Germany a 2% growth. The world's top tourism destination, France (-2%), faced the aftermath of security incidents, as did Belgium (-10%).

Asia and the Pacific – Fastest-growing region in 2016

Asia and the Pacific recorded 308 million international tourist arrivals in 2016, an increase of 9%, or 24 million more than in 2015, the highest increase in both relative and absolute terms across the five UNWTO regions. International tourism receipts increased 5% in real terms to US\$ 367 billion, US\$ 17 billion more than in 2015. Asia and the Pacific accounted for 25% of the world's arrivals and 30% of the world's receipts. All four subregions enjoyed strong results in 2016. Growing purchasing power in emerging economy markets, increased air connectivity, more affordable travel and a relaxation of visa requirements continue to fuel tourism demand from within and outside the region.

Asia's largest subregion, North-East Asia (+9%), recorded 12 million more international arrivals in 2016. The Republic of Korea (+30%) rebounded strongly after the MERS outbreak in 2015 and Japan (+22%) boasted its fifth straight year of double-digit growth. Arrivals in Macao (China) increased by

10%, with China, the subregion's largest destination, recording 4% growth and Taiwan (pr. of China) 2%. Hong Kong (China) experienced a slight decline in arrivals.

In South-East Asia (+9%), results were driven by top destination Thailand (+9%), which enjoyed a second year of strong growth, and Vietnam (+26%). Archipelago destinations Indonesia (+15%) and the Philippines (+11%) also reported double-digit growth in 2016 after similarly strong results a year earlier. International arrivals in Singapore were 7% higher, while Cambodia reported 5% growth and Malaysia 4%.

In Oceania (+9%), major destinations Australia and New Zealand (both +11%) reported double-digit growth in international arrivals, aided by increased air capacity. The Northern Mariana Islands and Guam enjoyed 11% and 9% growth respectively, while Fiji reported a 5% increase in arrivals.

South Asia recorded an 8% increase in international tourist arrivals in 2016, driven by India (+10%), the subregion's top destination. Nepal reported a significant 40% increase in arrivals, rebounding from poor results in 2015 after the Gorkha and Kodari earthquakes. Sri Lanka (+14%) enjoyed its seventh consecutive year of double-digit growth, while island destination the Maldives reported an increase of 4%.

The Americas – South America leads growth

International arrivals in the Americas grew by 7 million (+3%) in 2016 to reach nearly 200 million, equivalent to 16% of the world total. Travel demand remained robust, despite concerns over the Zika virus in some destinations. By subregion, South America (+7%) led the results, followed by the Caribbean and Central America (both +5%), while North America welcomed 2% more arrivals. International tourism receipts in the Americas increased by 3% in real terms to US\$ 313 billion (26% share), up US\$ 8 billion from 2015.

North America, which accounts for two-thirds of all arrivals in the region, recorded 2% growth in 2016. Both Canada (+11%) and Mexico (+9%) enjoyed strong travel demand from the US, supported by the favourable exchange rates of their currencies against the US dollar. In the United States (-2%) arrivals declined slightly.

Results in South America (+7%) were led by Chile (+26%), which reported its third straight year of double-digit growth. Colombia (+11%) and Uruguay (+10%) also boasted double-digit growth, while Peru (+8%) continued to enjoy a strong momentum. Brazil, the subregion's largest destination, reported a 4% growth in arrivals after hosting the Rio 2016 Olympic and Paralympic Games. Ecuador suffered a moderate decline in the aftermath of the April earthquake, which affected some coastal areas.

In Central America (+5%), growth figures were positive across virtually all destinations, with leading destination Costa Rica reporting a 10% increase in arrivals, Nicaragua a 9% increase and Guatemala 8%. Results in Honduras (+3%) and El Salvador (+2%) were more modest, while in Panama arrivals declined after a very strong performance in 2015.

The Caribbean (+5%) saw a robust performance in 2016, led by Cuba (+14%) and the Dominican Republic (+6%). Arrivals in Puerto Rico grew by 5% last year, while Jamaica welcomed 3% more international tourists. The Bahamas reported flat growth and Aruba a decline, while results in the smaller island destinations were fairly mixed.

Destinations	Series	International tourist arrivals								International tourism receipts				
		(1000)				Change (%)			Share (%)	(US\$ million)				Share (%)
		2010	2014	2015	2016*	14/13	15/14	16*/15	2016*	2010	2014	2015	2016*	2016*
Europe		488,954	576,128	603,658	616,190	1.7	4.8	2.1	100	411,908	513,747	449,649	447,309	100
Northern Europe		62,845	70,799	75,410	80,244	5.3	6.5	6.4	13.0	59,547	81,475	77,330	74,628	15.9
Denmark	TF	8,744	10,267	10,424	..	20.0	1.5	5,853	7,626	6,684	6,877	1.5
Finland	TCE	2,319	2,731	2,622	2,789	-2.3	-4.0	6.4	0.5	3,051	3,672	2,559	2,717	0.6
Iceland	TF	489	998	1,289	1,792	23.6	29.2	39.0	0.3	561	1,371	1,617	2,415	0.5
Ireland	TF	7,134	8,813	9,528	..	6.7	8.1	4,118	4,857	4,793	5,186	1.2
Norway	TF/TCE	4,767	4,855	5,361	..	1.6	10.4	4,707	5,575	4,893	5,205	1.2
Sweden	TCE/TF	4,951	10,522	-4.2	8,366	11,835	11,322	12,614	2.8
United Kingdom	TF	28,296	32,613	34,436	35,814	5.0	5.6	4.0	5.8	32,892	46,539	45,462	39,615	8.9
Western Europe		154,362	175,313	181,413	181,467	2.2	3.5	0.0	29.4	142,319	174,206	145,786	145,337	32.5
Austria	TCE	22,004	25,291	26,728	28,121	1.9	5.7	5.2	4.6	18,596	20,824	18,218	19,300	4.3
Belgium	TCE	7,186	7,887	8,355	7,479	2.6	5.9	-10.5	1.2	11,425	13,929	11,968	11,839	2.6
France	TF	77,648	83,701	84,452	82,600	0.1	0.9	-2.2	13.4	47,015	58,147	44,858	42,481	9.5
Germany	TCE	26,875	33,005	34,971	35,579	4.6	6.0	1.7	5.8	34,679	43,321	36,908	37,433	8.4
Liechtenstein	TCE	64	61	57	69	2.7	-7.5	21.7	0.0
Luxembourg	TCE	793	1,038	1,091	1,054	9.9	5.1	-3.5	0.2	4,149	5,491	4,297	4,292	1.0
Monaco	THS	279	329	331	336	0.3	0.7	1.4	0.1
Netherlands	TCE	10,883	13,926	15,007	15,828	9.0	7.8	5.5	2.6	11,732	14,704	13,176	14,054	3.1
Switzerland	THS	8,628	9,158	9,305	10,402	2.1	1.6	n/a	1.7	14,724	17,790	16,361	15,937	3.6
Central/Eastern Europe		98,490	115,167	121,376	126,021	-9.1	5.4	3.8	20.5	48,312	58,826	50,417	52,605	11.8
Armenia	TF	687	1,204	1,192	1,260	11.3	-1.0	5.7	0.2	646	966	936	968	0.2
Azerbaijan	TF	1,280	2,160	1,922	2,045	1.4	-11.0	6.4	0.3	657	2,432	2,309	2,714	0.6
Belarus	TCE	677	973	860	..	0.7	-11.6	440	868	729	710	0.2
Bulgaria	TF	6,047	7,311	7,099	8,252	6.0	-2.9	16.2	1.3	3,407	3,908	3,146	3,634	0.8
Czech Republic	TF	8,629	10,617	11,619	12,090	3.1	9.4	4.1	2.0	7,172	6,822	6,057	6,309	1.4
Estonia	TF	2,372	2,917	2,989	3,143	1.5	2.5	5.2	0.5	1,073	1,814	1,428	1,536	0.3
Georgia	TF	1,067	2,229	2,282	2,715	7.9	2.4	19.0	0.4	659	1,787	1,936	2,166	0.5
Hungary	TF	9,510	12,139	14,316	15,256	14.3	17.9	6.6	2.5	5,628	5,872	5,326	5,653	1.3
Kazakhstan	TF	2,991	4,560	-7.4	1,005	1,467	1,534	1,549	0.3
Kyrgyzstan	VF	855	2,849	3,051	..	-7.4	7.1	160	423	426	432	0.1
Latvia	TF	1,373	1,843	2,024	1,793	20.0	9.8	-11.4	0.3	642	956	896	867	0.2
Lithuania	TF	1,507	2,063	2,071	2,296	2.5	0.4	10.8	0.4	967	1,384	1,155	1,185	0.3
Poland	TF	12,470	16,000	16,728	17,463	1.3	4.6	4.4	2.8	9,576	11,848	10,474	10,977	2.5
Rep. Moldova	TCE	64	94	94	121	-1.8	0.5	28.6	0.0	163	228	204	245	0.1
Romania	TCE	1,343	1,912	2,235	2,471	11.5	16.9	10.6	0.4	1,140	1,831	1,711	1,729	0.4
Russian Federation	VF	22,281	25,438	26,852	24,551	-17.4	5.6	-8.6	4.0	8,830	11,759	8,420	7,788	1.7
Slovakia	TF	5,415	6,020	-11.7	2,233	2,578	2,363	2,748	0.6
Tajikistan	VF	160	213	414	..	2.5	94.0	2	1	1	4	0.0
Turkmenistan	TF
Ukraine	TF	21,203	12,712	12,428	13,333	-48.5	-2.2	7.3	2.2	3,788	1,612	1,082	1,078	0.2
Uzbekistan	TF	975	121
Southern/Medit. Europe		173,258	214,848	225,459	228,458	6.9	4.9	1.3	37.1	161,730	199,240	176,116	174,739	39.1
Albania	TF	2,191	3,341	3,784	4,070	16.9	13.3	7.5	0.7	1,613	1,705	1,500	1,691	0.4
Andorra	TF	1,808	2,363	2,663	2,831	1.5	12.7	6.3	0.5
Bosnia & Herzg.	TCE	365	536	678	777	1.5	26.5	14.5	0.1	594	707	661	709	0.2
Croatia	TCE	9,111	11,623	12,683	13,809	6.2	9.1	8.9	2.2	8,075	9,866	8,834	9,634	2.2
Cyprus	TF	2,173	2,441	2,659	3,187	1.5	8.9	19.8	0.5	2,160	2,844	2,487	2,762	0.6
FYR Macedonia	TCE	262	425	486	510	6.4	14.2	5.1	0.1	197	295	267	285	0.1
Greece	TF	15,007	22,033	23,599	24,799	23.0	7.1	5.1	4.0	12,742	17,793	15,673	14,618	3.3
Israel	TF	2,803	2,927	2,799	2,900	-1.2	-4.4	3.6	0.5	5,098	5,766	5,794	5,722	1.3
Italy	TF	43,626	48,576	50,732	52,372	1.8	4.4	3.2	8.5	38,786	45,488	39,449	40,246	9.0
Malta	TF	1,339	1,690	1,783	1,966	6.8	5.5	10.2	0.3	1,079	1,522	1,383	1,447	0.3
Montenegro	TCE	1,088	1,350	1,560	1,662	2.0	15.6	6.5	0.3	732	906	902	925	0.2
Portugal	TCE	6,832	9,277	10,140	11,423	11.8	9.3	12.7	1.9	10,077	13,808	12,705	14,036	3.1
San Marino	THS	60	75	54	60	6.3	-27.7	10.2	0.0
Serbia	TCE	683	1,029	1,132	1,281	11.6	10.1	13.2	0.2	798	1,139	1,048	1,151	0.3
Slovenia	TCE	1,869	2,411	2,707	3,032	6.7	12.3	12.0	0.5	2,552	2,737	2,328	2,424	0.5
Spain	TF	52,677	64,939	68,519	75,563	7.0	5.5	10.3	12.3	54,641	65,111	56,468	60,346	13.5
Turkey	TF	31,364	39,811	39,478	..	5.3	-0.8	22,585	29,552	26,616	18,743	4.2

Source: World Tourism Organization (UNWTO) ©. Please see page 9 for symbols and abbreviations.

(Data as collected by UNWTO, July 2017)

Destinations	Series	International tourist arrivals								International tourism receipts				
		(1000)				Change (%)			Share (%)	(US\$ million)				Share (%)
		2010	2014	2015	2016*	14/13	15/14	16*/15	2016*	2010	2014	2015	2016*	2016*
Asia and the Pacific		208,108	269,489	284,028	308,409	6.1	5.4	8.6	100	250,314	358,995	349,387	366,687	100
North-East Asia		111,508	136,276	142,075	154,302	7.3	4.3	8.6	50.0	122,963	176,856	167,099	168,941	46.1
China	TF	55,665	55,622	56,886	59,270	-0.1	2.3	4.2	19.2	45,814	44,044	44,969	44,432	12.1
Hong Kong (China)	TF	20,085	27,770	26,686	26,553	8.2	-3.9	-0.5	8.6	22,200	38,376	36,150	32,860	9.0
Japan	VF	8,611	13,413	19,737	24,039	29.4	47.1	21.8	7.8	13,199	18,853	24,983	30,678	8.4
Korea (DPRK)	
Korea (ROK)	VF	8,798	14,202	13,232	17,242	16.6	-6.8	30.3	5.6	10,328	17,836	15,214	17,210	4.7
Macao (China)	TF	11,926	14,566	14,308	15,704	2.1	-1.8	9.8	5.1	22,276	42,738	30,969	29,881	8.1
Mongolia	TF	456	393	386	404	-6.0	-1.7	4.7	0.1	244	215	246	316	0.1
Taiwan (pr. of China)	VF	5,567	9,910	10,440	10,690	23.6	5.3	2.4	3.5	8,721	14,614	14,387	13,383	3.6
South-East Asia		70,473	97,036	104,242	113,231	2.9	7.4	8.6	36.7	68,547	108,169	108,457	117,189	32.0
Brunei	TF	214	201	218	219	-10.6	8.6	0.3	0.1	..	79	140
Cambodia	TF	2,508	4,503	4,775	5,012	7.0	6.1	5.0	1.6	1,519	2,953	3,130	3,207	0.9
Indonesia	VF/TF	7,003	9,435	9,963	..	7.2	5.6	6,958	10,261	10,761	11,349	3.1
Laos	TF	1,670	3,164	3,543	3,315	17.2	12.0	-6.4	1.1	382	642	581	540	0.1
Malaysia	TF	24,577	27,437	25,721	26,757	6.7	-6.3	4.0	8.7	18,115	22,595	17,584	18,074	4.9
Myanmar	TF	792	3,081	4,681	..	50.7	51.9	72	1,613	2,101	2,177	0.6
Philippines	TF	3,520	4,833	5,361	5,967	3.2	10.9	11.3	1.9	2,645	5,030	5,272	5,139	1.4
Singapore	TF	9,161	11,864	12,052	12,913	-0.3	1.6	7.1	4.2	14,178	19,134	16,563	18,386	5.0
Thailand	TF	15,936	24,810	29,923	32,588	-6.5	20.6	8.9	10.6	20,104	38,418	44,922	49,871	13.6
Timor-Leste	TF	40	60	61	72	-24.3	2.0	17.4	0.0	31	35	51	58	0.0
Vietnam	VF	5,050	7,960	7,944	10,013	5.1	-0.2	26.0	3.2	4,450	7,410	7,350	8,250	2.2
Oceania		11,386	13,259	14,265	15,604	6.1	7.6	9.4	5.1	38,726	44,211	42,277	46,710	12.7
American Samoa	TF	23	22	20	20	3.6	-5.9	-1.4	0.0
Australia	VF	5,790	6,884	7,444	8,263	7.9	8.1	11.0	2.7	28,598	31,441	28,872	32,423	8.8
Cook Islands	TF	104	121	125	146	0.4	3.0	17.1	0.0	111	175
Fiji	TF	632	693	755	792	5.3	9.0	5.0	0.3	634	744	744	765	0.2
French Polynesia	TF	154	181	184	192	9.9	1.8	4.7	0.1	406	510	466
Guam	TF	1,197	1,343	1,409	1,535	0.6	4.9	9.0	0.5
Kiribati	TF	5	5	4	5	-9.5	-14.8	15.3	0.0	4	3	2	3	0.0
Marshall Islands	TF	5	5	6	10	2.5	23.3	55.8	0.0	4	5
Micronesia FSM	TF	45	35	30	24	-15.8	-14.7	-20.2	0.0	24	25
N. Mariana Islands	VF	379	460	479	531	4.7	4.1	10.9	0.2
New Caledonia	TF	99	107	114	105	-0.5	6.3	-7.6	0.0	129	187	158
New Zealand	TF	2,435	2,772	3,039	3,370	5.4	9.6	10.9	1.1	6,522	8,424	9,050	9,638	2.6
Niue	TF	6	7	8	8	5.0	4.1	1.4	0.0	2
Palau	TF	85	140	162	138	29.7	15.5	-14.7	0.0	73	127	149
Papua New Guinea	TF	140	182	184	..	4.6	1.1	2	2	2	1	0.0
Samoa	TF	122	120	134	..	4.1	10.9	123	146	141	151	0.0
Solomon Islands	TF	21	20	22	22	-17.9	7.7	0.3	0.0	44	55	51	53	0.0
Tonga	TF	47	50	54	61	4.7	6.6	13.7	0.0	27
Tuvalu	TF	2	1	2	2	8.8	65.5	5.2	0.0	2
Vanuatu	TF	97	109	90	95	-1.2	-17.3	5.7	0.0	217	257	228
South Asia		14,741	22,918	23,446	25,273	12.9	2.3	7.8	8.2	20,078	29,758	31,554	33,847	9.2
Afghanistan		86	84	82	49	0.0
Bangladesh	TF	303	125	-15.5	87	153	150	175	0.0
Bhutan	TF	41	133	155	210	14.9	16.2	35.1	0.1	40	84	94	90	0.0
India	TF	5,776	13,107	13,284	14,569	88.1	1.4	9.7	4.7	14,490	19,700	21,013	22,427	6.1
Iran	VF	2,938	4,967	5,237	4,942	4.2	5.4	-5.6	1.6	2,438	3,841	3,868
Maldives	TF	792	1,205	1,234	1,286	7.1	2.4	4.2	0.4	1,713	2,696	2,569	2,730	0.7
Nepal	TF	603	790	539	753	-0.9	-31.8	39.7	0.2	343	487	481	446	0.1
Pakistan	TF	907	965	70.8	305	282	317	323	0.1
Sri Lanka	TF	654	1,527	1,798	2,051	19.8	17.8	14.0	0.7	576	2,431	2,981	3,518	1.0

Source: World Tourism Organization (UNWTO) ©. Please see below for symbols and abbreviations.

(Data as collected by UNWTO, July 2017)

Series of International tourist arrivals and departures:

TF = International tourist arrivals at frontiers (overnight visitors, i.e. excluding same-day visitors)
VF = International visitors arrivals at frontiers (tourists and same-day visitors)
THS = International tourists arrivals at hotel and similar establishments
TCE = International tourists arrivals at collective tourism establishments
TD = Departures of tourists (overnight visitors, i.e. excluding same-day visitors)
VD = Departures of both overnight and same-day visitors

* = Provisional figure or data
.. = Figure or data not (yet) available
! = Change of series
n/a = Not applicable
. = Decimal separator
, = Thousands separator

Destinations	Series	International tourist arrivals								International tourism receipts				
		(1000)				Change (%)			Share (%)	(US\$ million)				Share (%)
		2010	2014	2015	2016*	14/13	15/14	16*/15	2016*	2010	2014	2015	2016*	2016*
Americas		150,078	181,864	192,660	199,338	8.5	5.9	3.5	100	215,304	288,902	305,647	313,215	100
North America		99,520	120,904	127,536	130,540	9.7	5.5	2.4	65.5	164,831	225,868	239,709	243,723	77.8
Canada	TF	16,219	16,537	17,977	19,971	3.0	8.7	11.1	10.0	15,829	17,742	16,558	18,213	5.8
Mexico	TF	23,290	29,346	32,093	34,961	21.5	9.4	8.9	17.5	11,992	16,208	17,734	19,571	6.2
United States	TF	60,010	75,022	77,465	75,608	7.2	3.3	-2.4	37.9	137,010	191,918	205,418	205,940	65.8
Caribbean		19,521	22,295	24,091	25,234	5.5	8.1	4.7	12.7	23,020	26,747	28,451	30,232	9.7
Anguilla	TF	62	71	73	79	2.7	3.2	8.2	0.0	99	128	128	130	0.0
Antigua & Barbuda	TF	230	249	250	265	2.5	0.5	5.9	0.1	298	319	323	332	0.1
Aruba	TF	825	1,072	1,225	1,102	9.5	14.3	-10.0	0.6	1,251	1,605	1,650	1,631	0.5
Bahamas	TF	1,370	1,427	1,484	1,482	4.5	4.0	-0.2	0.7	2,163	2,316	2,537	2,591	0.8
Barbados	TF	532	520	588	625	2.2	13.1	6.3	0.3	1,038	888	947	1,038	0.3
Bermuda	TF	232	224	220	244	-5.1	-2.0	11.2	0.1	442	401	386
Brit. Virgin Islands	TF	330	386	393	408	5.4	1.8	3.8	0.2	389	459	484
Cayman Islands	TF	288	383	385	385	10.8	0.7	0.0	0.2	485	565	680
Cuba	TF	2,507	2,970	3,491	3,968	5.0	17.5	13.7	2.0	2,187	2,367	2,601	2,907	0.9
Curaçao	TF	342	455	468	441	3.1	2.9	-5.6	0.2	385	635	607	573	0.2
Dominica	TF	77	82	74	78	4.1	-8.6	5.2	0.0	94	127	128	132	0.0
Dominican Rep.	TF	4,125	5,141	5,600	5,959	9.6	8.9	6.4	3.0	4,163	5,630	6,116	6,723	2.1
Grenada	TF	110	134	141	135	14.7	5.4	-3.8	0.1	112	139	147	149	0.0
Guadeloupe	TCE	392	486	512	580	-0.2	5.3	13.3	0.3	510	..	614
Haiti	TF	255	465	516	..	10.8	10.9	383	578	617	504	0.2
Jamaica	TF	1,922	2,080	2,123	2,182	3.6	2.1	2.8	1.1	2,001	2,255	2,401	2,539	0.8
Martinique	TF	476	490	487	519	0.0	-0.4	6.6	0.3	472	483	340
Montserrat	TF	6	9	9	9	22.2	1.6	-1.1	0.0	6	8	8	9	0.0
Puerto Rico	TF	3,186	3,246	3,542	3,736	2.3	9.1	5.5	1.9	3,211	3,439	3,825	3,985	1.3
Saint Lucia	TF	306	338	345	348	6.1	2.0	0.9	0.2	309	390	397	404	0.1
St. Kitts & Nevis	TF	98	113	117	114	5.4	3.3	-2.3	0.1	90	126	135	141	0.0
St. Maarten	TF	443	500	505	528	7.1	1.1	4.5	0.3	674	906	898	857	0.3
St. Vincent & Gren.	TF	72	71	75	79	-1.4	6.6	4.5	0.0	86	92	96	101	0.0
Trinidad & Tobago	TF	388	413	440	409	-5.0	6.6	-7.0	0.2	450
Turks & Caicos	TF	281	357	386	454	22.9	8.1	17.5	0.2
US Virgin Islands	TF	572	615	642	..	4.2	4.4	1,223	1,319	1,324
Central America		7,808	9,592	10,243	10,749	5.6	6.8	4.9	5.4	6,947	10,571	11,353	12,234	3.9
Belize	TF	242	321	341	386	9.2	6.2	13.0	0.2	249	374	371	391	0.1
Costa Rica	TF	2,100	2,527	2,660	2,925	4.1	5.3	10.0	1.5	2,246	2,996	3,266	3,879	1.2
El Salvador	TF	1,150	1,345	1,402	1,434	4.9	4.2	2.3	0.7	390	822	817	829	0.3
Guatemala	TF	1,119	1,455	1,464	1,585	9.3	0.6	8.3	0.8	1,378	1,564	1,580	1,550	0.5
Honduras	TF	863	868	880	908	0.6	1.4	3.1	0.5	626	698	650	686	0.2
Nicaragua	TF	1,011	1,330	1,386	1,504	8.2	4.3	8.5	0.8	314	446	528	642	0.2
Panama	TF	1,324	1,745	2,110	2,007	5.2	20.9	-4.9	1.0	1,745	3,671	4,140	4,258	1.4
South America		23,229	29,073	30,791	32,815	7.1	5.9	6.6	16.5	20,506	25,716	26,134	27,026	8.6
Argentina	TF	5,325	5,931	5,736	5,559	13.1	-3.3	-3.1	2.8	4,942	4,624	4,927	4,687	1.5
Bolivia	TF	679	871	882	..	9.1	1.3	379	662	699	687	0.2
Brazil	TF	5,161	6,430	6,306	6,578	10.6	-1.9	4.3	3.3	5,261	6,843	5,844	6,024	1.9
Chile	TF	2,801	3,674	4,478	5,641	2.7	21.9	26.0	2.8	1,552	2,259	2,481	2,737	0.9
Colombia	TF	2,385	2,565	2,978	3,317	12.1	16.1	11.4	1.7	2,797	3,825	4,245	4,773	1.5
Ecuador	VF	1,047	1,557	1,544	1,418	14.1	-0.8	-8.2	0.7	781	1,482	1,551	1,444	0.5
French Guiana	TF	189	185	199	..	2.8	7.6
Guyana	TF	152	206	207	235	2.9	0.5	13.8	0.1	80	79	65
Paraguay	TF	465	649	1,215	1,206	6.4	87.2	-0.7	0.6	217	284	484	481	0.2
Peru	TF	2,299	3,215	3,456	3,744	1.6	7.5	8.4	1.9	2,008	3,077	3,309	3,501	1.1
Suriname	TF	205	252	228	257	1.0	-9.5	12.8	0.1	61	95	88	64	0.0
Uruguay	TF	2,349	2,682	2,773	3,037	-0.1	3.4	9.5	1.5	1,509	1,757	1,776	1,835	0.6
Venezuela	TF	526	857	789	..	-13.1	-7.9	831	643	575

Source: World Tourism Organization (UNWTO) ©. Please see page 9 for symbols and abbreviations.

(Data as collected by UNWTO, July 2017)

Destinations	Series	International tourist arrivals								International tourism receipts				
		(1000)				Change (%)			Share (%)	(US\$ million)				Share (%)
		2010	2014	2015	2016*	14/13	15/14	16*/15		2010	2014	2015	2016*	
Africa		50,426	55,048	53,431	57,771	0.6	-2.9	8.1	100	31,164	36,493	32,784	34,776	100
North Africa		19,682	20,431	17,987	18,616	-1.4	-12.0	3.5	32.2	9,662	10,964	8,900	9,139	26.3
Algeria	VF	2,070	2,301	1,710	..	-15.8	-25.7	220	258	308
Morocco	TF	9,288	10,283	10,177	10,332	2.4	-1.0	1.5	17.9	6,703	7,379	6,263	6,548	18.8
Sudan	TF	495	684	741	..	15.7	8.3	94	967	949	1,009	2.9
Tunisia	TF	7,828	7,163	5,359	5,724	-2.6	-25.2	6.8	9.9	2,645	2,359	1,381	1,239	3.6
Subsaharan Africa		30,743	34,617	35,444	39,155	1.9	2.4	10.5	67.8	21,502	25,529	23,884	25,637	73.7
Angola	TF	425	595	592	..	-8.4	-0.6	719	1,589	1,163
Benin	TF	199	242	255	267	4.8	5.4	4.7	0.5	149	151	141
Botswana	TF	1,973	1,966	1,528	..	27.3	-22.3	779	977	1,036	1,101	3.2
Burkina Faso	THS	274	191	163	..	-12.4	-14.7	72	135	109
Burundi	TF	142	235	131	..	0.4	-44.3	2	4	2
Cameroon	TF	569	159	595	450
Cabo Verde	THS	336	494	520	598	-1.8	5.3	15.1	1.0	278	405	351	368	1.1
Centr. African Rep.	TF	54	96	121	..	14.6	25.9	11
Chad	THS	71	122	120	..	22.0	-1.6
Comoros	TF	15	23	24	..	4.1	3.5	35	48	40
Congo	THS	194	227	-33.8	63
Côte d'Ivoire	VF	252	471	1,441	..	23.9	205.9	201	184	158
Dem. Rep. Congo	TF	81	11	45	0,1
Djibouti	TF	51	18	25	31
Equatorial Guinea
Eritrea	VF	84	119	114	142	-15.6	-4.2	24.6	0.2	48	0.1
Ethiopia	TF	468	770	864	..	13.1	12.2	522	351	395	280	0.8
Gabon	TF
Gambia	TF	91	156	135	..	-8.9	-13.5	74	107	120
Ghana	TF	931	825	897	..	-17.0	8.7	620	897	819
Guinea	TF	12	33	35	..	-41.1	6.1	2	17	23	16	0.0
Guinea-Bissau	TF	22	36	44	..	1.7	21.3	13	21	17
Kenya	TF	1,470	1,261	1,114	..	-12.0	-11.7	800	811	723	824	2.4
Lesotho	TF	414	23	16	34	34	0.1
Liberia	12	55	46
Madagascar	TF	196	222	244	293	13.2	9.9	20.0	0.5	307
Malawi	TF	746	819	805	..	3.0	-1.7	31	31	37
Mali	TF	169	168	159	..	18.3	-5.4	205	212	186
Mauritania	TF	37	29	30	0.1
Mauritius	TF	935	1,039	1,151	1,275	4.6	10.8	10.8	2.2	1,282	1,447	1,432	1,572	4.5
Mozambique	TF	1,718	1,661	1,552	1,639	-11.9	-6.6	5.6	2.8	108	207	193	108	0.3
Namibia	TF	984	1,320	1,388	..	12.2	5.1	438	413	375	295	0.8
Niger	TF	74	135	135	..	9.2	-0.1	105	90	74
Nigeria	TF	1,555	..	1,255	576	543	404	1,070	3.1
Reunion	TF	421	406	426	458	-2.5	5.1	7.5	0.8	392	387	339	360	1.0
Rwanda	TF	504	926	987	..	7.2	6.6	202	304	368	390	1.1
São Tomé & Príncipe	TF	8	11	56	62	69	0.2
Senegal	TF	900	963	1,007	..	-9.4	4.5	453	423	368
Seychelles	TF	175	233	276	303	1.0	18.7	9.8	0.5	343	398	392	414	1.2
Sierra Leone	TF	39	44	24	54	-46.2	-45.6	125.7	0.1	26	35	23
Somalia
South Africa	TF	8,074	9,549	8,904	10,044	0.1	-6.8	12.8	17.4	9,070	9,348	8,235	7,910	22.7
Swaziland	TF	868	939	873	947	-3.0	-7.0	8.5	1.6	51	15	14
Tanzania	TF	754	1,113	1,104	..	4.7	-0.8	1,255	2,010	2,006	2,135	6.1
Togo	THS	202	282	273	..	-13.8	-3.2	66	125	114
Uganda	TF	946	1,266	1,303	..	4.9	2.9	784	791	1,171	768	2.2
Zambia	TF	815	947	932	956	3.5	-1.6	2.6	1.7	492	642	660	683	2.0
Zimbabwe	VF	2,239	1,880	2,057	2,168	2.6	9.4	5.4	3.8	634	827	886

Source: World Tourism Organization (UNWTO) ©. Please see page 9 for symbols and abbreviations.

(Data as collected by UNWTO, July 2017)

Africa – A strong rebound in 2016

International tourist arrivals in Africa increased by an estimated 8% in 2016 according to the comparatively limited data available to date, representing a strong rebound after a weaker performance in 2014 and 2015 in the wake of various health, geopolitical and economic challenges. The region welcomed 58 million international tourists in 2016 (5% of the world total), 4 million more than in 2015, earning US\$ 35 billion in international tourism receipts (3% share), an increase of 8% in real terms.

Subsaharan Africa (+10%) led the region's recovery, with the highest increase across all world subregions. South Africa, the subregion's top destination, enjoyed 13% growth in international arrivals, partly thanks to simpler visa procedures. Kenya (+17%) and Tanzania (+16%) also boasted double-digit growth in 2016, rebounding from weaker figures in 2015. Island destinations Madagascar (+20%), Cabo Verde (+15%), Mauritius (+11%) and the Seychelles (+10%) also posted double-digit growth, supported by improved air and sea connectivity.

In North Africa (+3%) the recovery started in the third quarter of 2016, thanks to a change in trend in Tunisia (+7%) and Morocco (+2%). The strengthening of security, as well as the gradual recovery of the Russian market and the redirection of tourism flows from other troubled destinations, contributed to these results.

Middle East – A small decline amid challenges

International arrivals in the Middle East are estimated to have decreased by 4% in 2016, with mixed results across the region where solid growth in some destinations was not sufficient to offset decreases in others. The region welcomed 54 million international tourists in 2016, or 4% of the world total, and earned US\$ 58 billion in tourism receipts (5% share), a 2% decline in real terms from 2015.

Lebanon and Oman (both +11%) reported double-digit growth in arrivals in 2016, following strong results a year earlier. The United Arab Emirate of Dubai recorded a 5% increase in arrivals, while Jordan (+3%) started to rebound from its weaker performance a year earlier. Growth was flat in the subregion's top destination Saudi Arabia (0%). The region's average (-4%) was driven down by the sharp decline in Egypt (-42%) following the security incidents and negative travel advisories issued by some source markets. However, arrivals started to recover at the end of the year following important promotional efforts, and coinciding with the winter season in European markets.

Destinations	Series	International tourist arrivals								International tourism receipts				
		(1000)				Change (%)			Share (%)	(US\$ million)				Share (%)
		2010	2014	2015	2016*	14/13	15/14	16*/15	2016*	2010	2014	2015	2016*	2016*
Middle East		55,442	55,267	55,622	53,567	8.7	0.6	-3.7	100	52,150	53,556	58,168	57,595	100
Bahrain	THS	995	838	1,200	..	-21.6	43.2	1,362	1,197
Egypt	TF	14,051	9,628	9,139	5,258	5.0	-5.1	-42.5	9.8	12,528	7,208	6,065	2,645	4.6
Iraq	VF	1,518	1,660	2,489	4,060	2,423	4.2
Jordan	TF	4,207	3,990	3,761	3,858	1.1	-5.7	2.6	7.2	3,585	4,375	4,065	4,044	7.0
Kuwait	THS	207	198	182	..	-35.4	-8.1	290	369	499	599	1.0
Lebanon	TF	2,168	1,355	1,518	1,688	6.3	12.1	11.2	3.2	7,995	6,523	6,857	6,824	11.8
Libya	TF	60
Oman	TF	1,441	1,611	1,897	..	15.7	17.8	780	1,376	1,540
Palestine	THS	522	556	432	400	1.9	-22.3	-7.4	0.7	667	603	452	..	1.1
Qatar	TF	1,700	2,826	2,930	2,906	8.2	3.7	-0.8	5.4	584	4,591	5,035	5,411	9.4
Saudi Arabia	TF	10,850	18,260	17,994	18,049	15.8	-1.5	0.3	33.7	6,712	8,238	10,130	11,096	19.3
Syria	TF	8,546	6,190
Utd. Arab Emirates	THS ²	7,432	13,200	14,200	14,910	32.1	7.6	5.0	27.8	8,577	15,221	17,481	19,496	33.9
Yemen	TF	1,025	1,018	367	..	2.8	-64.0	1,161	1,026	100

Source: World Tourism Organization (UNWTO) ©. Please see page 9 for symbols and abbreviations.

(Data as collected by UNWTO, July 2017)

Outbound tourism

Most tourists visit destinations within their own region

The large majority of international travel takes place within travellers' own regions (intraregional tourism), with about four out of five arrivals worldwide originating in the same region. Traditionally the advanced economies of Europe, the Americas and Asia and the Pacific have been the world's major source markets for international tourism. Even so, emerging economies

in Asia, Central and Eastern Europe, the Middle East, Africa and Latin America have shown fast growth over recent years, driven by rising levels of disposable income.

Europe currently still remains the world's largest source region for outbound tourism, generating almost half of the world's international arrivals (48%), followed by Asia and the Pacific (26%), the Americas (17%), the Middle East (3%) and Africa (3%).

Destinations	International tourist arrivals by region of origin (million)								Market share (%)	Change (%)			Average a year (%)
	1990	1995	2000	2005	2010	2014	2015	2016*	2016*	14/13	15/14	16*/15	2005-16*
World	435	526	674	809	953	1,138	1,189	1,235	100	4.0	4.5	3.9	3.9
From:													
Europe	251.2	303.5	390.3	452.3	496.7	567.6	583.8	596.1	48.3	1.5	2.9	2.1	2.5
Asia and the Pacific	58.7	86.3	114.1	152.8	206.0	272.0	293.6	316.5	25.6	7.1	8.0	7.8	6.8
Americas	99.3	108.1	130.6	136.5	155.6	188.6	200.2	209.9	17.0	7.4	6.2	4.9	4.0
Middle East	8.2	8.5	12.8	21.4	33.5	37.6	37.4	34.8	2.8	5.7	-0.6	-6.9	4.5
Africa	9.8	11.5	14.9	19.3	28.3	34.4	36.0	39.2	3.2	7.3	4.7	9.0	6.6
Origin not specified ¹	7.4	8.1	11.0	26.8	33.0	37.8	38.5	38.8	3.1				
Same region	349.6	422.6	532.9	632.3	728.3	867.7	907.0	946.8	76.6	3.6	4.5	4.4	3.7
Other regions	77.7	95.3	129.9	149.9	191.8	232.3	244.0	249.7	20.2	6.0	5.0	2.3	4.7

Source: World Tourism Organization (UNWTO) ©. Please see page 9 for symbols and abbreviations.

(Data as collected by UNWTO, July 2017)

¹ Countries that cannot be allocated to a specific region of origin. As information is derived from inbound tourism data, this occurs when data on the country of origin is missing, or when a category such as 'other countries of the world' is used, grouping countries together that are not separately specified.

Top spenders in international tourism

Few changes in the Top 10 source markets

China continues to lead global outbound travel, following ten years of double-digit growth in spending, and after rising to the top of the ranking in 2012. Expenditure by Chinese travellers grew by 12% in 2016 to reach US\$ 261 billion. The number of outbound travellers rose by 6% to reach 135 million in 2016.

Tourism expenditure from the United States, the world's second largest source market, increased by 8% in 2016 to reach US\$ 124 billion.

Germany, the United Kingdom and France are Europe's top source markets, and rank third, fourth and fifth respectively in the world. Germany reported an increase of 3% in spending last year to reach US\$ 80 billion. Demand from the United Kingdom remained sound last year, despite the significant depreciation of the British pound following the referendum on EU membership (Brexit). UK residents' overnight visits abroad were up by 5 million (+8%) to reach 69 million, with expenditure close to US\$ 64 billion (+14%). France reported a 3% growth in tourism expenditure in 2016 to reach US\$ 40 billion.

The five source markets in the bottom half of the Top 10 all moved up one place as the Russian Federation moved down

from 6th to 11th place, following a significant decline in spending abroad. Canada moved up to 6th place, despite flat growth in international spending (US\$ 29 billion), while outbound overnight trips declined by 3% to 31 million. The Republic of Korea spent 5% more in 2016 (US\$ 27 billion) and moved up further to 7th place, after having entered the Top 10 in 2015. The number of outbound travellers increased by 16% to reach 22 million. Italy climbed to 8th place with US\$ 25 billion in outbound tourism expenditure, up 2% from 2015, while reporting a 3% growth in overnight trips to 29 million. Australia moved up to 9th place with a 6% growth in spending to US\$ 25 billion, and a 5% increase in outbound trips to 10 million. Hong Kong (China) completes the Top 10 with 5% growth in expenditure to US\$ 24 billion and 92 million outbound trips (+3%).

Other source markets outside the Top 10, which showed double-digit growth in expenditure last year were: Spain, India, Argentina, Qatar, Thailand, Israel, Ireland, Ukraine, Vietnam and Egypt.

Rank	International tourism expenditure (US\$ billion)		Local currencies change (%)		Market share (%)	Population (million)	Expenditure per capita (US\$)	International departures (million)			
	2015	2016*	15/14	16*/15	2016*	2016	2016*	Total including same-day		of which overnight	
								2015	2016*	2015	2016*
1 China	249.8	261.1	11.4	11.7	21.4	1,383	189	127.9	135.1
2 United States	114.7	123.6	8.6	7.8	10.1	323	382	130.4	..	74.0	..
3 Germany	77.5	79.8	-0.6	3.2	6.5	83	964	83.7	..
4 United Kingdom	63.3	63.6	8.8	13.8	5.2	66	970	65.7	70.8	64.2	69.4
5 France	39.3	40.5	-3.5	3.3	3.3	65	627	30.6	..	26.6	..
6 Canada	30.1	29.1	1.3	0.0	2.4	36	802	56.0	53.0	32.3	31.3
7 Korea (ROK)	25.3	26.6	9.0	5.4	2.2	51	520	19.3	22.4
8 Italy	24.4	25.0	1.4	2.4	2.0	61	411	61.2	62.6	27.9	28.7
9 Australia	23.8	24.9	6.1	6.0	2.0	24	1,026	9.5	9.9	9.5	9.9
10 Hong Kong (China)	23.1	24.2	4.7	5.1	2.0	7	3,284	89.1	91.8

Source: World Tourism Organization (UNWTO) ©. Please see page 9 for symbols and abbreviations.

(Data as collected by UNWTO, July 2017)

UNWTO Tourism Towards 2030

Long-term forecasts Substantial potential for further growth

UNWTO Tourism Towards 2030 is UNWTO's long-term outlook, and an assessment of the development of tourism over the two decades from 2010 to 2030. It is a broad research project, building on UNWTO's ongoing work in the field of long-term forecasting initiated in the 1990s. This study replaces the earlier *Tourism 2020 Vision*, which has become a worldwide reference for international tourism forecasts.

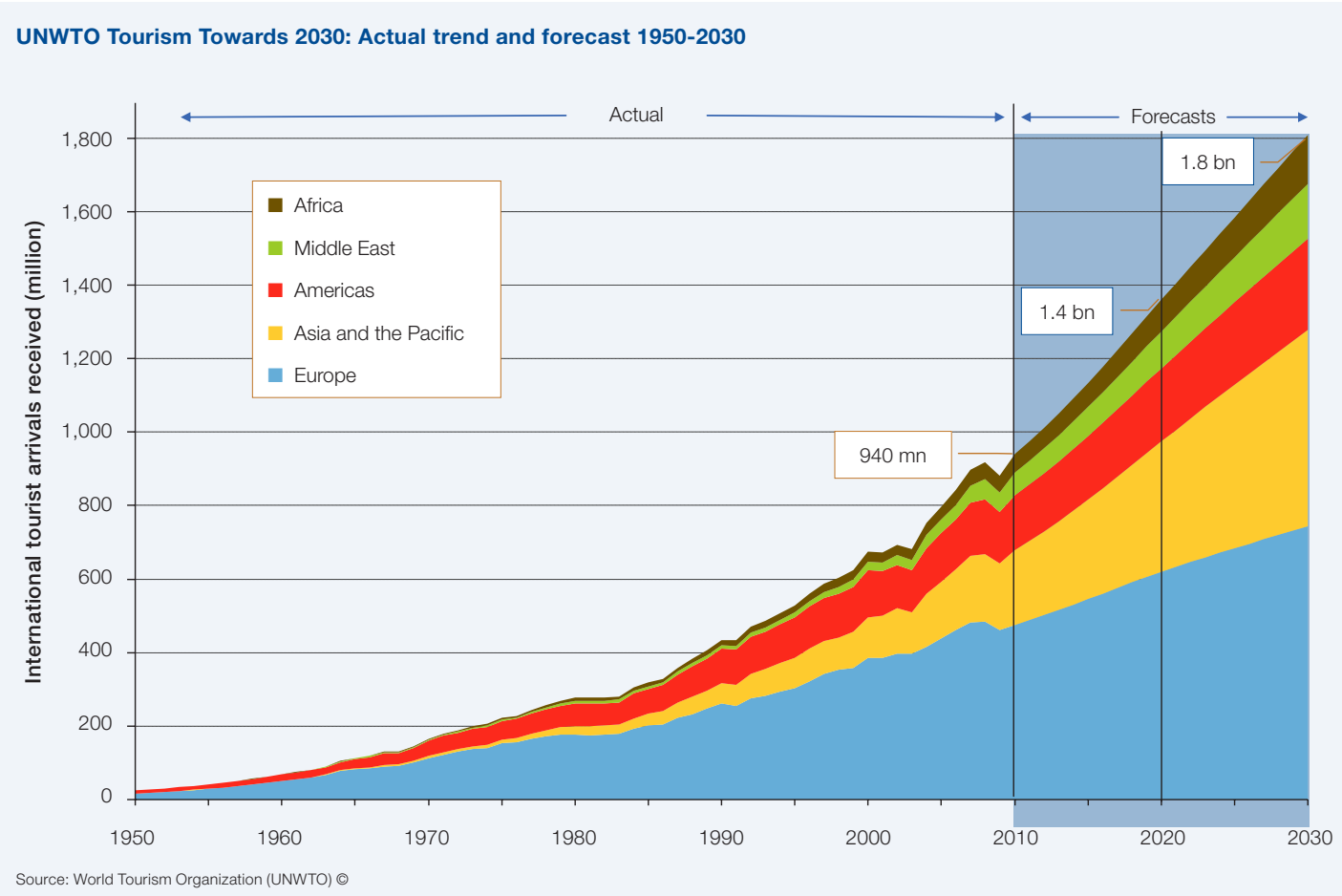
A key output of *Tourism Towards 2030* is a set of quantitative projections for international tourism demand over a 20-year period, with 2010 as the base year, and ending in 2030. The updated forecast has been enriched with an analysis of the social, political, economic, environmental and technological factors that have shaped tourism in the past, and which are expected to influence the sector in the future.

According to *Tourism Towards 2030*, the number of international tourist arrivals worldwide is expected to increase by an average of 3.3% a year over the period 2010 to 2030. It is expected that the rate of growth will gradually decrease over time, slowing from 3.8% at the beginning of the period to 2.9% towards 2030, but it should be noted that this is on top of growing base numbers. In absolute numbers, international tourist arrivals will increase by some 43 million a year, compared with an average increase of 28 million a year during the period 1995 to 2010. At the projected rate of growth, international tourist arrivals worldwide are expected to reach 1.4 billion by 2020, and 1.8 billion by the year 2030.

International tourist arrivals in the emerging economy destinations of Asia, Latin America, Central and Eastern Europe, Eastern Mediterranean Europe, the Middle East and Africa will grow at double the rate (+4.4% a year) of that in advanced economy destinations (+2.2% a year). As a result, the number of arrivals in emerging economies is expected to exceed those in advanced economies before 2020. By 2030, 57% of international arrivals will be in emerging economy destinations (versus 30% in 1980) and 43% in advanced economy destinations (versus 70% in 1980).

The strongest growth by region is expected to occur in Asia and the Pacific, where arrivals are forecast to increase by 331 million to reach 535 million in 2030 (+4.9% per year). The Middle East and Africa are forecast to more than double their number of arrivals during this period, from 61 million to 149 million and from 50 million to 134 million respectively. Europe (from 475 million to 744 million) and the Americas (from 150 million to 248 million) are projected to grow comparatively more slowly.

Thanks to their faster growth, the global market shares of Asia and the Pacific (to 30% in 2030, up from 22% in 2010), the Middle East (to 8% from 6%) and Africa (to 7% from 5%) will all increase. As a result, Europe (to 41% from 51%) and the Americas (to 14% from 16%) will experience a further decline in their share of international tourism, mainly because of the slower growth of the comparatively mature destinations in North America, Northern Europe and Western Europe.



UNWTO tourism towards 2030: International tourism by region of destination

	International tourist arrivals received (million)					Average a year (%)					Share (%)	
	Actual data			Projections		Actual data		Projections			2010	2030
	1980	1995	2010	2020	2030	1980-'95	'95-2010	2010-'30, of which				
									2010-'20	2020-'30		
World	277	528	940	1,360	1,809	4.4	3.9	3.3	3.8	2.9	100	100
to advanced economies ¹	194	334	498	643	772	3.7	2.7	2.2	2.6	1.8	53	43
to emerging economies ¹	83	193	442	717	1,037	5.8	5.7	4.4	4.9	3.8	47	57
By UNWTO regions:												
Africa	7.2	18.9	50.3	85	134	6.7	6.7	5.0	5.4	4.6	5.3	7.4
North Africa	4.0	7.3	18.7	31	46	4.1	6.5	4.6	5.2	4.0	2.0	2.5
West and Central Africa	1.0	2.3	6.8	13	22	5.9	7.5	5.9	6.5	5.4	0.7	1.2
East Africa	1.2	5.0	12.1	22	37	10.1	6.1	5.8	6.2	5.4	1.3	2.1
Southern Africa	1.0	4.3	12.6	20	29	10.1	7.4	4.3	4.5	4.1	1.3	1.6
Americas	62.3	109.0	149.7	199	248	3.8	2.1	2.6	2.9	2.2	15.9	13.7
North America	48.3	80.7	98.2	120	138	3.5	1.3	1.7	2.0	1.4	10.4	7.6
Caribbean	6.7	14.0	20.1	25	30	5.0	2.4	2.0	2.4	1.7	2.1	1.7
Central America	1.5	2.6	7.9	14	22	3.8	7.7	5.2	6.0	4.5	0.8	1.2
South America	5.8	11.7	23.6	40	58	4.8	4.8	4.6	5.3	3.9	2.5	3.2
Asia and the Pacific	22.8	82.0	204.0	355	535	8.9	6.3	4.9	5.7	4.2	21.7	29.6
North-East Asia	10.1	41.3	111.5	195	293	9.9	6.8	4.9	5.7	4.2	11.9	16.2
South-East Asia	8.2	28.4	69.9	123	187	8.7	6.2	5.1	5.8	4.3	7.4	10.3
Oceania	2.3	8.1	11.6	15	19	8.7	2.4	2.4	2.9	2.0	1.2	1.0
South Asia	2.2	4.2	11.1	21	36	4.3	6.6	6.0	6.8	5.3	1.2	2.0
Europe	177.3	304.1	475.3	620	744	3.7	3.0	2.3	2.7	1.8	50.6	41.1
Northern Europe	20.4	35.8	57.7	72	82	3.8	3.2	1.8	2.2	1.4	6.1	4.5
Western Europe	68.3	112.2	153.7	192	222	3.4	2.1	1.8	2.3	1.4	16.3	12.3
Central/Eastern Europe	26.6	58.1	95.0	137	176	5.3	3.3	3.1	3.7	2.5	10.1	9.7
Southern/Medit. Europe	61.9	98.0	168.9	219	264	3.1	3.7	2.3	2.6	1.9	18.0	14.6
Middle East	7.1	13.7	60.9	101	149	4.5	10.5	4.6	5.2	4.0	6.5	8.2

Source: World Tourism Organization (UNWTO) ©

(Data collected by UNWTO, September 2011)

¹ Classification based on the International Monetary Fund (IMF); see the Statistical Annex of the IMF *World Economic Outlook* of April 2012, page 177, at www.imf.org/external/pubs/ft/weo/2012/01.

UNWTO Tourism Highlights is a World Tourism Organization publication, which aims to provide an overview of international tourism trends during the year prior to its date of publication. The report was prepared by UNWTO's Statistics, Trends and Policy Programme.

For individual countries and territories, information reflects data as reported by national or international institutions up until July 2017. For the latest tourism data and trends, please refer to the *UNWTO World Tourism Barometer* at mkt.unwto.org/barometer. For tourism statistics online, see the UNWTO e-library at www.e-unwto.org.

For main concepts, definitions and classifications for the measurement of tourism, please see: *International Recommendations for Tourism Statistics 2008 (IRTS 2008)* at statistics.unwto.org/content/irts-2008.

The World Tourism Organization (UNWTO), a United Nations specialized agency, is the leading international organization with a decisive and central role in promoting the development of responsible, sustainable and universally accessible tourism. It serves as a global forum for tourism policy issues, and as a practical source of tourism know-how. Its membership includes 157 countries, 6 Associate Members and over 500 Affiliate Members.

Copyright © 2017.

World Tourism Organization (UNWTO)
All rights reserved.

ISBN (print): 978-92-844-1901-2

ISBN (electronic): 978-92-844-1902-9

Cover image: © Otherthink | Dreamstime
Giant panda, Sichuan Province, China.

The designations employed and the presentation of material in this publication do not imply the expression of any opinions whatsoever on the part of the Secretariat of the World Tourism Organization (UNWTO) concerning the legal status of any country, territory, city or area, or of its authorities, or concerning the delimitation of its frontiers or boundaries.

World Tourism Organization (UNWTO)

Calle Poeta Joan Maragall, 42
28020 Madrid, Spain

Tel.: (+34) 915 678 100

Fax: (+34) 915 713 733

Website: www.unwto.org

Email: omt@unwto.org

Follow us on:    

UNWTO PUBLICATIONS



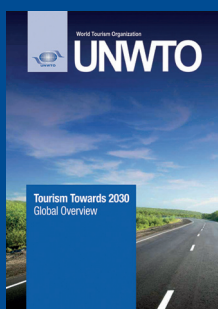
UNWTO World Tourism Barometer

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.



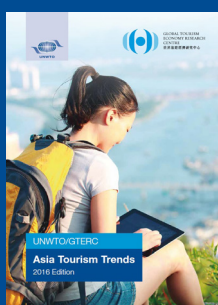
European Union Short-Term Tourism Trends

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. Available in English.



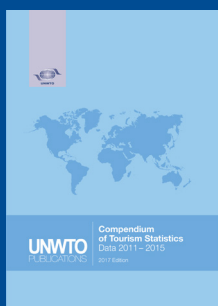
Tourism Towards 2030

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 highlights other relevant topics relating to tourism development in Asia and the Pacific. Available in English.



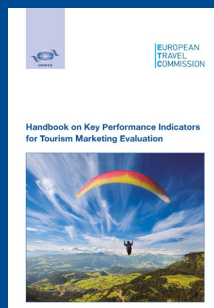
Compendium of Tourism Statistics, 2017 Edition. Data 2011–2015

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 200 countries, with methodological notes in English, French and Spanish.



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

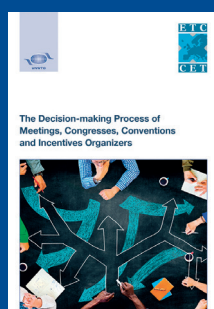
The *Yearbook of Tourism Statistics* focuses on data relating to inbound tourism (arrivals and nights), broken down by country of origin. The 2017 edition presents data for 196 countries, with methodological notes in English, French and Spanish.



Marketing Handbooks:

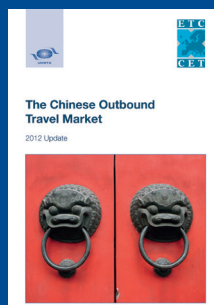
Key Performance Indicators for Tourism Marketing Evaluation
E-Marketing for Tourism Destinations
Tourism Product Development
Tourism Destination Branding

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.



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

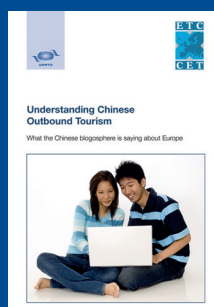
This ETC/UNWTO study aims at providing a better understanding of the Meetings Industry and the way in which meeting and events organizers make decisions. The study offers a wide-ranging overview of the MCCI segments, as well as a comprehensive analysis of planners' needs and expectations with respect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