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This issue of the *UNWTO World Tourism Barometer* and its accompanying Statistical Annex include an analysis of preliminary results for international tourism for the period January-April 2015, based on arrivals and receipts data reported by destinations around the world.

This issue also includes an evaluation of the January-April period and an outlook for the May-August period based on the UNWTO Panel of Experts. Furthermore, air transport bookings data is analysed from business intelligence tool ForwardKeys.

This release is available only in electronic format. The full document can be downloaded free of charge for members and subscribed institutions through the UNWTO eLibrary at www.e-unwto.org/toc/wtobarometereng/current. The release is available in English only, while the Statistical Annex is provided in four languages through the UNWTO eLibrary at:

English version: www.e-unwto.org/content/w83v37

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International tourist arrivals up 4% in the first four months of 2015

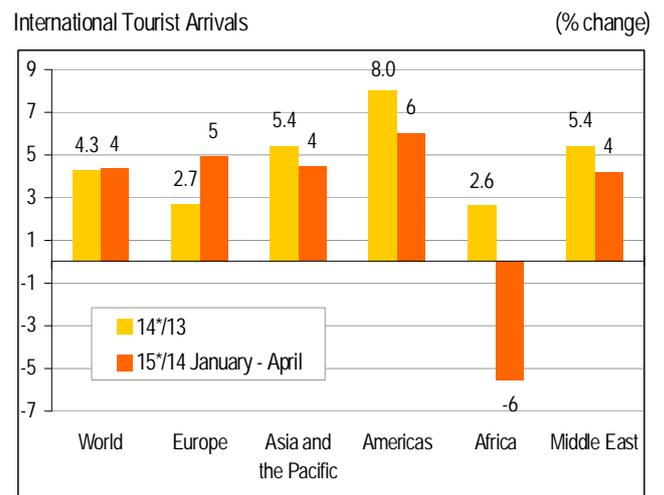
International tourism demand continued to be robust between January and April 2015 with tourist arrivals increasing 4% worldwide, according to the data analysed in this issue of the *UNWTO World Tourism Barometer*. Almost all regions enjoyed strong growth. Prospects for the May-August period remain upbeat, with close to 500 million tourists expected to travel abroad during these four months.

Destinations worldwide received some 332 million international tourists (overnight visitors) between January and April 2015, 14 million more than the same period last year, corresponding to an increase of 4%. This result follows an increase of 4.3% in 2014 and consolidates the upwards trend of international tourism in recent years (+4.5% international tourist arrivals a year on average since 2010).

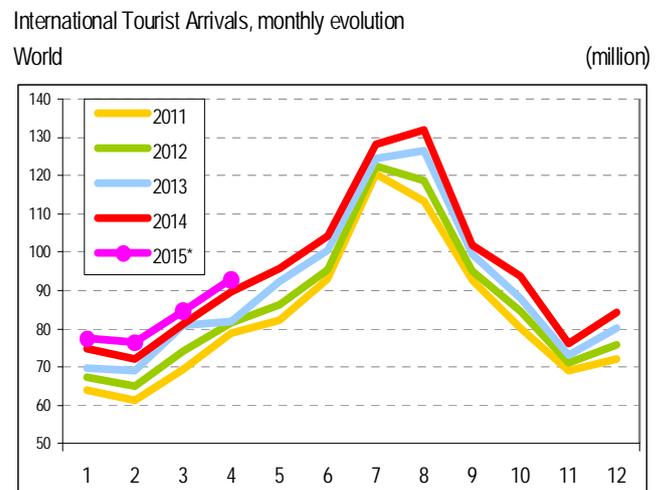
By region, the Americas (+6%) led growth, followed by Europe, Asia and the Pacific and the Middle East, all recording 4% to 5% more international tourist arrivals. By subregion, South

America and Oceania boasted the strongest increase (both +8%), followed by the Caribbean and Central and Eastern Europe (both +7%), the latter rebounding from last year's decline. In Africa, demand weakened in 2014 after years of solid growth, affected mainly by the Ebola outbreak among other challenges. Limited data currently available for January-April 2015 points to a 6% decline, as African destinations struggle to recover from the misperceptions affecting the continent.

"It is encouraging to see the tourism sector consolidating its excellent results despite security concerns and unrest in many parts of our world", said UNWTO Secretary-General, Taleb Rifai. "This underscores that tourism is a surprisingly resilient economic sector which increasingly contributes to development in many countries around the globe. For national governments, it is a reminder that tourism can be part of the solution to foster socio-economic development and job creation", he added.



Source: World Tourism Organization (UNWTO) ©



Source: World Tourism Organization (UNWTO) ©

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 contributions.

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 www.unwto.org/facts/menu.html.

We welcome your comments and suggestions at barom@unwto.org, tel +34 915678198 / fax +34 915678217.



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 156 countries, six territories, two Permanent Observers, and over 450 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 June 2015.

The next issue of the *UNWTO World Tourism Barometer* is scheduled to be published September 2015.

The UNWTO World Tourism Barometer is developed as a service for UNWTO Members and published six times a year in English, 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 next three issues for € 70 (pdf version delivered electronically) or € 100 (pdf plus hard copy).

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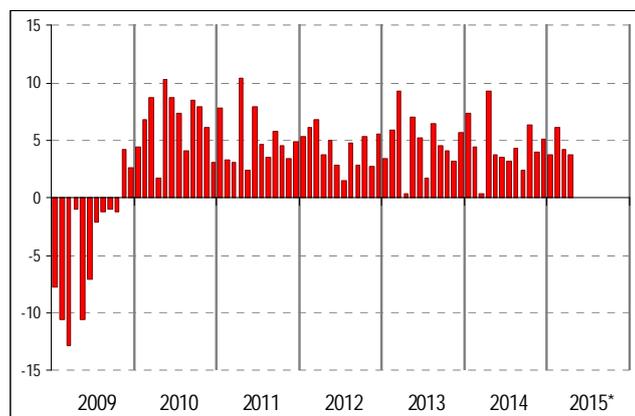


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[Continuation from page 1]

International Tourist Arrivals, monthly evolution

World (% change)



Source: World Tourism Organization (UNWTO) ©

Strong results across many destinations with a rebound in Central and Eastern Europe

In the Americas (+6%) all four subregions continued to enjoy significant growth in January-April 2015, led by South America (+8%) and the Caribbean (+7%). Strong outbound demand from the United States fuelled results as 20 million US tourists travelled abroad through April, 7% more than during the same period last year.

Asia and the Pacific (+4%) consolidated its growth of recent years, with Oceania (+8%) and North-East Asia (+5%) in the lead. South-East Asia (+3%) recorded moderate results this four-month period, as the rebound in Thailand (+25%) was offset by declines in other destinations.

Europe, the world's most visited region, enjoyed continued strength with international tourist arrivals growing by 5% through April. Arrivals in Central and Eastern Europe increased by 7%, rebounding on the poor results of 2014 following the conflict in Ukraine and the slowdown of the Russian economy. Southern Mediterranean Europe (+5%) maintained strong growth, though for many destinations these are low season months. Western Europe and Northern Europe both enjoyed a solid 4% increase in arrivals, partly due to good results in traditional winter sports destinations.

International tourist arrivals in the Middle East are estimated to be up by 4% through April, further continuing the region's recovery which started in 2014 after three consecutive years of declines. Africa's international tourist numbers, on the other hand, declined by an estimated 6% as a consequence of the decrease in arrivals to North Africa (-7%) as well as to sub-Saharan Africa (-5%). Figures for both Africa and the Middle East should be read with caution, as they are based on limited available data for these regions.

"The Ebola crisis in West Africa and the security concerns are serious challenges for Africa's tourism and for the international community as a whole. We must work together in managing and overcoming these challenges and in supporting

destinations for a prompt recovery. It is important to remember that tourism is the lifeline of many communities around the world and that we face today a global threat that affects all our societies", said Mr. Rifai.

Optimistic prospects for the coming months

Close to 500 million tourists are estimated to travel abroad between May and August 2015, the Northern Hemisphere holiday peak season, a total that accounts for some 41% of all international tourist arrivals registered in a year.

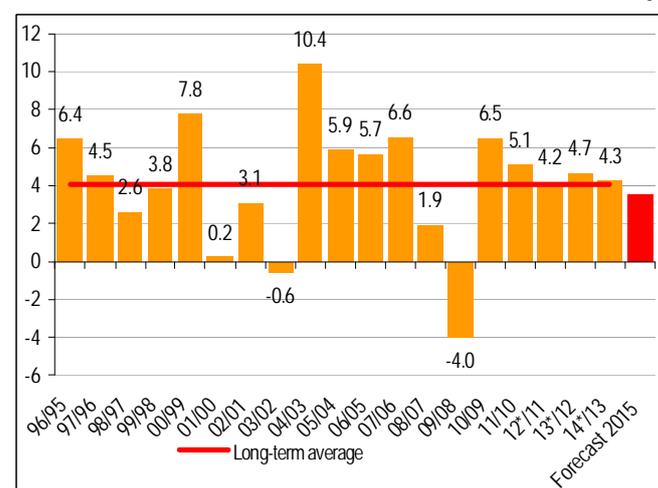
According to the latest results of the UNWTO Tourism Confidence Index, prospects for this period continue to be bullish and are the highest for this period since the pre-crisis year 2007. The sentiment is positive among all regions and areas of activity.

Business intelligence tool ForwardKeys also shows healthy growth in international air travel reservations for May-August 2015. Overall bookings are up 5% thanks to strong demand for domestic air travel (+7%) and continued growth in international travel (+4%). By region, air reservations increased most in Asia and the Pacific, the Americas and Europe, while reservations to and from Africa and the Middle East are weaker.

According to the forecast issued by UNWTO in January this year, international tourist arrivals are expected to increase by 3% to 4% for the full year 2015, in line with UNWTO's long-term forecast of 3.8% a year for the period 2010 to 2020.

Please note that results presented here reflect preliminary data reported to date and are subject to revision.

International Tourist Arrivals, World (% change)



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	2011	2012	2013	2014*		2014*	12/11	13/12	14*/13	2015*				2014*				
	(million)								(%)		(%)	YTD	Q1	Jan	Feb	Mar	Apr	Q1	Q2	Q3	Q4
World	674	809	949	997	1,038	1,087	1,133	100	4.2	4.7	4.3	4.4	4.6	3.8	6.1	4.1	3.7	3.5	4.8	3.2	4.6
Advanced economies ¹	420	466	513	538	559	586	619	54.7	4.0	4.7	5.8	4.5	4.6	3.1	7.7	3.3	4.3	4.4	7.5	4.7	6.0
Emerging economies ¹	253	343	435	459	479	501	514	45.3	4.4	4.6	2.5	4.2	4.7	4.4	4.6	5.0	3.0	2.7	1.7	1.0	3.2
<i>By UNWTO regions:</i>																					
Europe	386.4	453.0	488.9	520.1	540.2	566.4	581.7	51.3	3.9	4.9	2.7	4.9	5.6	5.3	6.8	4.7	3.6	1.8	3.5	1.5	2.5
Northern Europe	44.8	59.9	62.8	64.5	65.5	67.4	71.2	6.3	1.5	2.9	5.7	4.4	3.6	1.9	2.3	6.3	6.1	6.3	8.2	5.3	3.3
Western Europe	139.7	141.7	154.4	160.4	166.2	170.8	174.5	15.4	3.6	2.8	2.2	3.8	4.0	4.3	7.4	0.9	3.3	-0.7	4.7	1.2	3.7
Central/Eastern Eu.	69.3	95.1	98.4	108.3	118.2	127.3	121.2	10.7	9.1	7.7	-4.9	7.0	7.5	6.6	8.2	7.9	5.7	-1.2	-7.5	-11.9	-4.7
Southern/Medit. Europe	132.6	156.4	173.3	186.9	190.4	201.0	214.8	19.0	1.9	5.6	6.9	4.8	6.5	7.0	7.1	5.7	1.6	5.1	7.5	7.7	6.7
- of which EU-28	330.5	367.9	384.3	404.8	417.0	433.8	454.9	40.2	3.0	4.0	4.9	5.0	5.2	4.7	6.7	4.4	4.5	2.5	6.1	4.5	5.3
Asia and the Pacific	110.3	154.0	205.4	218.7	233.8	249.8	263.3	23.2	6.9	6.8	5.4	4.4	4.2	3.4	6.6	2.9	5.1	5.2	5.8	4.0	6.0
North-East Asia	58.3	85.9	111.5	115.8	122.8	127.0	136.3	12.0	6.0	3.4	7.3	5.2	4.5	5.2	6.6	2.0	7.1	5.2	8.6	6.4	9.0
South-East Asia	36.3	49.0	70.5	77.9	84.7	94.3	96.7	8.5	8.7	11.3	2.6	3.1	3.2	1.5	6.1	2.1	2.8	4.6	0.6	-0.5	2.4
Oceania	9.6	10.9	11.4	11.5	11.9	12.5	13.2	1.2	4.1	4.6	5.9	8.0	8.8	1.6	13.2	11.1	5.4	4.8	8.5	4.7	5.9
South Asia	6.1	8.1	12.0	13.6	14.4	16.0	17.1	1.5	5.9	11.4	6.8	3.7	4.5	2.9	3.7	7.1	0.9	8.5	10.9	9.0	5.0
Americas	128.2	133.3	150.1	155.5	162.5	167.5	180.9	16.0	4.5	3.1	8.0	6.0	6.5	5.2	8.7	5.9	4.7	4.8	11.4	7.5	9.0
North America	91.5	89.9	99.5	102.2	106.4	110.2	120.4	10.6	4.1	3.6	9.2	5.2	5.7	3.5	8.2	5.6	4.1	6.8	13.3	6.4	10.8
Caribbean	17.1	18.8	19.5	20.0	20.6	21.1	22.4	2.0	3.1	2.8	6.0	7.2	7.4	8.0	7.7	6.8	6.5	3.6	7.4	7.8	9.3
Central America	4.3	6.3	7.9	8.3	8.9	9.1	9.6	0.8	7.3	2.6	5.6	4.9	6.0	4.1	6.8	7.4	1.4	3.5	10.2	3.5	5.1
South America	15.3	18.3	23.1	25.1	26.7	27.1	28.6	2.5	6.3	1.5	5.5	8.2	8.5	8.1	11.4	5.8	7.0	0.4	5.9	14.2	3.4
Africa	26.2	34.8	49.5	49.5	51.9	54.4	55.8	4.9	4.8	4.7	2.6	-5.6	-5.6	-7.9	-6.6	-2.2	-5.4	7.3	0.5	1.3	-2.2
North Africa	10.2	13.9	18.8	17.1	18.5	19.6	19.8	1.7	8.7	6.0	0.9	-7.4	-5.7	-6.4	-9.7	-1.6	-11.3	15.4	-3.3	1.1	-8.6
Subsaharan Africa	16.0	20.9	30.8	32.5	33.4	34.7	36.0	3.2	2.8	4.1	3.6	-4.7	-5.6	-8.5	-5.2	-2.5	-2.1	4.1	2.8	1.4	0.8
Middle East	22.4	33.7	54.7	52.8	49.8	48.4	51.1	4.5	-5.7	-2.7	5.4	4.2	4.2	3.6	2.8	6.1	4.2	0.8	1.5	17.5	9.7

Source: World Tourism Organization (UNWTO) ©

(Data as collected by UNWTO July 2015)

¹ Classification based on the International Monetary Fund (IMF), see the Statistical Annex of the IMF World Economic Outlook of April 2015, page 150, at www.imf.org/external/ns/cs.aspx?id=29.

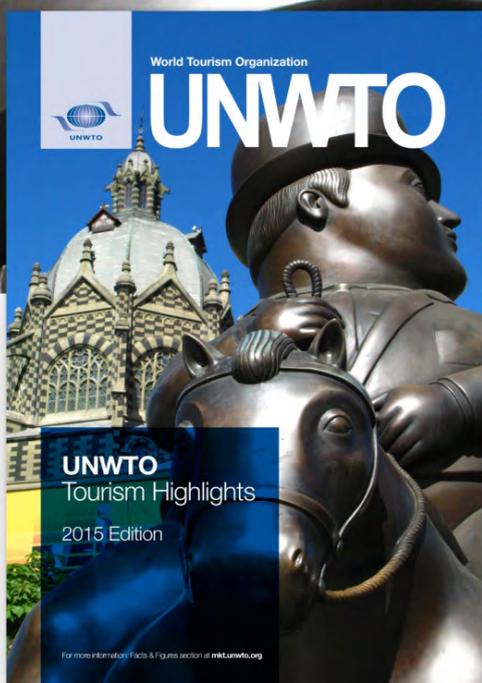
See box at page 'Annex-1' for explanation of abbreviations and signs used

Outlook for International Tourist Arrivals

	2009	2010	2011	2012	2013	2014	2015*	average a year 2005-2014	projection 2015* (issued January) between
	real, change								
	full year						Jan.-April		
World	-4.0%	6.5%	5.1%	4.2%	4.7%	4.3%	4.4%	3.8%	+3% and +4%
Europe	-5.1%	3.1%	6.4%	3.9%	4.9%	2.7%	4.9%	2.8%	+3% and +4%
Asia and the Pacific	-1.6%	13.1%	6.5%	6.9%	6.8%	5.4%	4.4%	6.1%	+4% and +5%
Americas	-4.7%	6.2%	3.6%	4.5%	3.1%	8.0%	6.0%	3.5%	+4% and +5%
Africa	2.5%	9.4%	0.0%	4.8%	4.7%	2.6%	-5.6%	5.4%	+3% and +5%
Middle East	-5.4%	13.1%	-3.5%	-5.7%	-2.7%	5.4%	4.2%	4.7%	+2% and +5%

Source: World Tourism Organization (UNWTO) ©

(Data as collected by UNWTO July 2015)



UNWTO Tourism Highlights 2015 Edition

UNWTO has released its *UNWTO Tourism Highlights, 2015 Edition*, presenting a concise overview of international tourism in the world based on the results of the year 2014.

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 2015 Edition presents in 16 pages a snapshot of international tourism in the world for 2014 based on the latest available information collected from national sources. Trends and results are analyzed 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 and French free of charge from <http://mkt.unwto.org/highlights>



World Statistics Day 20 October 2015: Better Data. Better Lives.

On 3 June 2015, the United Nations General Assembly adopted a resolution designating 20 October 2015 as second World Statistics Day, under the general theme 'Better data. Better lives'.

This celebration follows the success of the first WSD, held five years ago on 20-10-2010 and dedicated to the core values that permeate statistical work: service, integrity and professionalism.

As expressed by UN Secretary General Ban Ki-moon, "statistics are a vital tool for economic and social development" and "an essential public service" promoting "peace and democracy by giving citizens reliable and impartial public information about their communities".

Please visit the official site for more information:
<https://worldstatisticsday.org/>.

The full text of the World Statistics Day resolution is available at:
<https://worldstatisticsday.org/2015/06/03/general-assembly-resolution/>.

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.

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World Tourism Organization **UNWTO** Publications

UNWTO World Tourism Barometer

The *UNWTO World Tourism Barometer* and accompanying Statistical Annex provides tourism stakeholders with up-to-date statistics and analysis in a timely fashion. The information is updated six times a year, covering short-term tourism trends, a retrospective and prospective evaluation by the UNWTO Panel of Experts of current tourism performance, and a summary of economic data relevant for tourism.

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



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

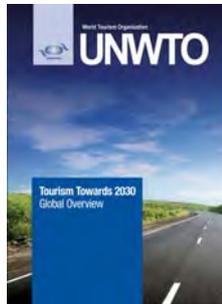
The outbound travel market series offers a unique insight into trends and travel behaviour in fast-growing source markets in the world. UNWTO jointly with the European Travel Commission (ETC) have covered the key outbound markets of China, Brazil, the Russian Federation, India and the Middle East, and with Tourism Australia key South-East Asian markets Indonesia, Malaysia, Singapore, Thailand and Vietnam.

Available in English



Tourism Towards 2030

UNWTO Tourism Towards 2030 is UNWTO's long-term outlook and assessment of future tourism trends from 2010 to 2030. It is a broad research project building on UNWTO's on-going work in the field of long-term forecasting, initiated in the 1990s. Key outputs of the study are quantitative projections for international tourism flows up until 2030, based on data series on international tourist arrivals by subregion of destination, region of origin and mode of transport for the period 1980-2010. Available in English



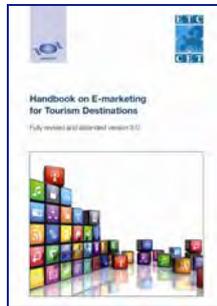
- Understanding Russian Outbound Tourism
- Understanding Brazilian Outbound Tourism
- Understanding Chinese Outbound Tourism

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

Available in English

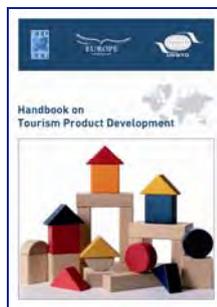
Handbook on E-Marketing for Tourism Destinations

This UNWTO/ETC fully revised and extended version 3.0 covers all essential aspects of an e-marketing strategy including strategic planning, branding measures, content-building, search engine optimization, e-commerce and email marketing. It also provides practical information on latest trends and developments in mobile marketing and social media, as well as detailed insight into the measurement of effective e-marketing strategies using the latest technologies. Available in English



Handbook on Tourism Product Development

The *UNWTO/ETC Handbook on Tourism Product Development* outlines the essential elements in the process of tourism product development planning and implementation. It demonstrates a range of successful approaches and case studies from around the world and sets out best practice examples and benchmarks by which destinations can assess their own product development system and methods. Available in English French and Spanish

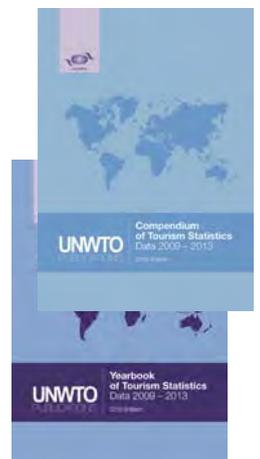


Compendium of Tourism Statistics, 2015 Edition. Data 2009–2013

The Compendium provides statistical data and indicators on inbound, outbound and domestic tourism, as well as on tourism industries, employment and macroeconomic indicators related to international tourism. The 2015 edition presents data for 203 countries with methodological notes in English, French and Spanish.

Yearbook of Tourism Statistics, 2015 Edition. Data 2009–2013

Deriving from the most comprehensive statistical database available on the tourism sector, the Yearbook of Tourism Statistics focuses on data related to inbound tourism (total arrivals and overnight stays), broken down by country of origin. The 2015 edition presents data for 198 countries with methodological notes in English, French and Spanish.



Handbook on Tourism Destination Branding

This handbook is a recognition by UNWTO and ETC of the value of successfully building and managing a destination's brand. With an Introduction by Simon Anholt, the handbook presents a step-by-step guide to the branding process, accompanied by strategies for brand management. Given case studies illustrate concepts, present best practices from around the world and provide fresh insight into destination branding. Available in English French and Spanish



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