



Contents

Inbound tourism: short-term trends 2015	6
International tourism receipts	8
International tourism expenditure	8
Regional results	10
UNWTO Panel of Tourism Experts	17
Air transport booking trends ForwardKeys	19
Statistical Annex	Annex-1 to Annex-37

This issue of the *UNWTO World Tourism Barometer* and its accompanying Statistical Annex include an analysis of results for international tourism for the first eight months of 2015 based on arrivals and receipts data reported by destinations around the world, as well on international tourism expenditure data for source markets around the world. Furthermore, this issue includes the evaluation of the May-August period and the outlook for the September-December period based on the UNWTO Panel of Experts.

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

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

French version: www.e-unwto.org/content/t73863

Spanish version: www.e-unwto.org/content/rn1422

Russian version: www.e-unwto.org/content/j62835

International tourist arrivals up 4% driven by strong results in Europe

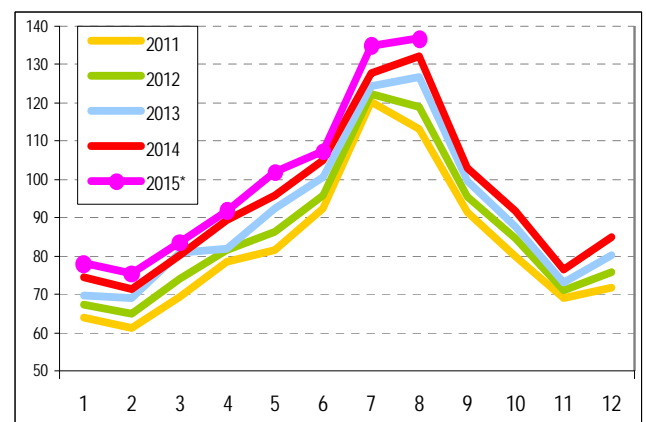
International tourist arrivals grew by 4.3% in the first eight months of 2015 according to the data analysed in this issue of the *UNWTO World Tourism Barometer*, fuelled by strong results in Europe and consolidating the trend of recent years. International tourists (overnight visitors) travelling the world between January and August 2015 reached 810 million, 33 million more than in the same period of 2014.

Europe, the world's most visited regional destination, recorded a robust 5% increase in international tourist arrivals, the highest across all regions and a notable result for a rather mature region. Asia and the Pacific, the Americas and the Middle East all enjoyed 4% growth, while limited data available for Africa points to an estimated 5% decrease in the number of international tourists.

"Sustained growth in international tourism is very positive news for all as the sector increasingly contributes to creating jobs, promoting trade and investment, developing infrastructure and fostering inclusive economic growth. This is particularly true in recent years, when tourism has been instrumental in supporting the economic recovery of many countries and in generating new jobs" said UNWTO Secretary-General, Taleb Rifai.

International Tourist Arrivals, monthly evolution

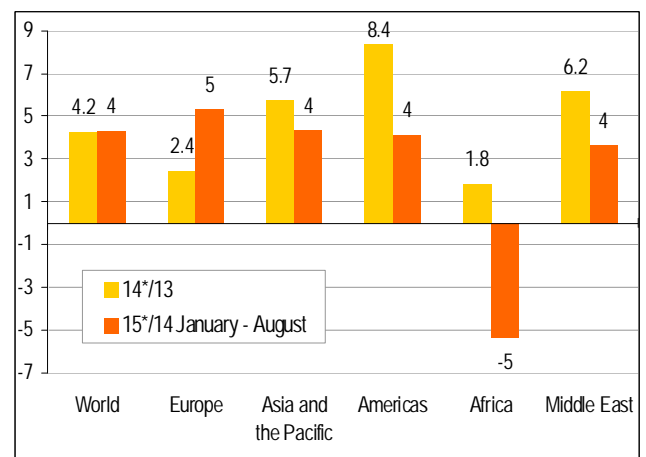
World (million)



Source: World Tourism Organization (UNWTO) ©

International Tourist Arrivals

(% change)



Source: World Tourism Organization (UNWTO) ©

"Yet, we should not be complacent. We need to continue advancing fundamental issues such as travel facilitation and connectivity while placing sustainability at the core of our action. As world leaders prepare to meet in Paris next December for the 21st Session of the Conference of Parties to the UN Climate Change Conference (COP21/CMP11) and following the approval of the 2030 Agenda for Sustainable Development by the UN General Assembly in September 2015, sustainability must be at the forefront of the tourism agenda", he added.

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.

Copyright © 2015 World Tourism Organization
Calle Capitán Haya, 42, 28020 Madrid, Spain

UNWTO World Tourism Barometer

ISSN: 1728-9246

Published and printed by the World Tourism Organization,
Madrid, Spain - First printing: 2015 (version 30/10/15)
All rights reserved

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.

All UNWTO publications are protected by copyright. Therefore and unless otherwise specified, no part of a UNWTO publication may be reproduced, stored in a retrieval system or utilized in any form or by any means, electronic or mechanical, including photocopying, microfilm, scanning, without prior permission in writing. UNWTO encourages dissemination of its work and is pleased to consider permissions, licensing, and translation requests related to UNWTO publications. For permission to photocopy UNWTO material, please refer to the UNWTO website at www.unwto.org/pub/rights.htm.

The contents of this issue may be quoted, provided the source is given accurately and clearly. Distribution or reproduction in full is permitted for own or internal use only. Please do not post electronic copies on publicly accessible websites. UNWTO encourages you to include a link to the Facts & Figures section of the UNWTO website instead at mkt.unwto.org.

World Tourism Organization

Capitán Haya 42, 28020 Madrid, Spain
Tel (34) 91 567 81 00 / Fax (34) 91 571 37 33
barom@unwto.org

Follow us on:    

www.unwto.org

Data collection for this issue was closed end of October 2015.

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

To place your order, please consult the infoshop on UNWTO's website at www.unwto.org/infoshop or contact us by telephone.



4 easy ways to order:



www.unwto.org/pub

[Continuation from page 1]

Regional Results

A very busy summer season contributed to the remarkable results of Europe where international arrivals increased by 5% between January and August 2015. The euro area continues to benefit from a weaker currency and a sustained economic recovery. Central and Eastern Europe (+7%) rebounded from last year's decline. Northern Europe (+6%), Southern Mediterranean Europe (+5%) and Western Europe (+4%) all recorded sound results for subregions with many mature destinations. The 28 countries of the European Union (EU-28) boasted 6% more arrivals this period, exceeding the regional average.

Asia and the Pacific recorded a 4% increase in international arrivals through August. Oceania (+7%) led growth, followed by South-East Asia (+6%), with Thailand showing a strong rebound after weaker results last year. Arrivals grew by 4% in South Asia and by 3% in North-East Asia, where Japan continues to show extraordinary growth.

International arrivals in the Americas grew by 4% between January and August 2015, consolidating last year's strong results. The appreciation of the US dollar has stimulated outbound travel from the United States, though making travel to the country more expensive. The Caribbean and Central America

(both +7%) saw the highest growth in the region fuelled largely by the US and European markets. Results in South America (+4%) were in line with the regional average, while in North America (+3%) growth was weighed down by weaker arrivals in the United States.

Limited available data for Africa points to a 5% decline in arrivals, with North Africa decreasing by 10% and Sub-Saharan Africa by 3%. International tourist arrivals in the Middle East grew by an estimated 4%, consolidating the recovery that started in 2014. (Data for both Africa and Middle East should be read with caution as it is based on limited available data.)

Currency fluctuations impact tourism demand

Although demand has been positive overall, tourism flows have been determined to some extent by the comparatively strong currency fluctuations. Many destinations are benefitting from more favourable exchange rates, while others have become more expensive, but seen their purchasing power abroad increase.

Among the world's top source markets, China continues to report double-digit growth in outbound travel, benefiting Japan, Thailand, the United States and various European destinations. Among the other emerging markets, India, South Africa and Egypt reported double-digit growth in tourism expenditure. Meanwhile expenditure from the Russian Federation and Brazil





4th UNWTO International Conference on Tourism and the Media

Tunis, Tunisia, 12-13 November 2015

Media partner 

Register Now!

<http://africa.unwto.org/event/4th-unwto-international-conference-tourism-and-media-tunis-tunisia-12-13-november-2015>

International Tourist Arrivals by (Sub)region

	Full year								Share 2014*	Change Monthly/quarterly data series (percentage change over same period of the previous year)													
	1995	2000	2005	2010	2011	2012	2013	2014*		13/12	14*/13	2015*								2014*			
	(million)									(%)	(%)	YTD	Q1	Q2	May	Jun	Jul	Aug	Q1	Q2	Q3	Q4	
World	527	674	809	949	993	1,039	1,087	1,133	100	4.6	4.2	4.3	4.8	3.8	6.3	2.1	5.7	3.5	3.1	5.6	3.4	4.9	
Advanced economies ¹	336	420	466	513	538	559	585	618	54.6	4.6	5.7	4.5	4.5	4.6	7.9	2.6	5.2	3.9	4.6	7.6	4.7	6.2	
Emerging economies ¹	191	254	343	436	455	480	502	515	45.4	4.6	2.5	4.7	5.1	2.8	4.3	1.5	6.5	2.7	1.8	3.2	1.6	3.6	
<i>By UNWTO regions:</i>																							
Europe	304.5	386.6	453.2	489.4	520.6	540.9	566.9	580.6	51.2	4.8	2.4	5.3	5.9	4.5	7.7	2.9	7.0	4.7	1.7	3.4	1.5	2.5	
Northern Europe	36.4	44.8	59.9	62.8	64.5	65.5	67.4	71.0	6.3	2.9	5.4	5.9	4.3	5.4	7.6	2.8	8.7	5.9	5.8	7.9	4.7	3.0	
Western Europe	112.2	139.7	141.7	154.4	160.4	166.2	170.8	174.5	15.4	2.8	2.2	4.3	4.1	3.8	9.6	0.9	6.1	3.9	-0.7	4.7	1.1	3.6	
Central/Eastern Eu.	57.9	69.6	95.3	98.9	108.8	118.9	127.8	120.2	10.6	7.5	-5.9	6.8	8.6	5.5	6.3	5.2	6.0	7.5	-1.0	-7.0	-11.0	-4.3	
Southern/Medit. Europe	98.0	132.6	156.4	173.3	186.9	190.4	201.0	214.9	19.0	5.6	6.9	5.2	6.5	4.1	7.1	3.4	7.6	3.8	5.0	7.3	7.5	6.6	
- of which EU-28	268.0	330.5	367.9	384.3	404.8	417.0	433.2	453.9	40.1	3.9	4.8	5.7	5.6	5.6	9.5	3.7	6.8	4.9	2.4	6.0	4.5	5.3	
Asia and the Pacific	82.1	110.4	154.0	205.4	218.4	233.6	249.7	264.0	23.3	6.9	5.7	4.3	4.2	5.1	7.2	1.8	3.0	4.0	6.0	6.6	4.0	6.1	
North-East Asia	41.3	58.3	85.9	111.5	115.8	122.8	127.0	136.1	12.0	3.4	7.2	3.2	4.5	4.6	7.6	-1.1	-2.7	2.1	5.2	8.6	6.4	9.0	
South-East Asia	28.5	36.3	49.0	70.5	78.0	84.9	94.5	97.3	8.6	11.3	3.0	5.6	3.3	6.0	6.9	5.5	10.2	7.0	5.7	1.6	0.6	3.7	
Oceania	8.1	9.6	10.9	11.4	11.5	11.9	12.5	13.2	1.2	4.6	6.0	6.6	8.5	5.5	5.5	6.5	6.5	3.8	5.2	8.6	4.7	6.0	
South Asia	4.2	6.1	8.1	12.0	13.1	14.1	15.8	17.4	1.5	12.0	10.4	4.2	3.6	3.3	6.6	2.4	8.9	3.9	14.0	19.1	2.5	-0.6	
Americas	109.1	128.2	133.3	150.1	155.5	162.5	167.5	181.6	16.0	3.1	8.4	4.2	4.8	3.6	3.7	3.8	5.8	2.7	4.6	13.4	6.4	9.8	
North America	80.7	91.5	89.9	99.5	102.2	106.4	110.2	120.6	10.6	3.6	9.5	3.4	3.4	3.5	3.0	4.6	5.3	1.6	8.1	13.8	6.0	10.7	
Caribbean	14.0	17.1	18.8	19.5	19.9	20.6	21.1	22.4	2.0	2.8	6.1	7.1	7.7	6.4	7.0	5.9	7.5	6.5	2.9	6.6	7.1	8.6	
Central America	2.6	4.3	6.3	7.9	8.3	8.9	9.1	9.6	0.8	2.6	5.6	6.8	6.8	6.1	8.0	8.8	8.9	6.8	3.3	9.8	3.2	6.5	
South America	11.7	15.3	18.3	23.1	25.1	26.7	27.1	28.9	2.6	1.5	6.8	4.3	6.4	0.9	3.0	-2.3	5.7	5.1	-3.9	19.4	9.3	8.3	
Africa	18.7	26.2	34.8	49.5	49.2	51.6	54.0	55.0	4.9	4.7	1.8	-5.4	-4.9	-7.4	-3.2	-10.1	1.3	-8.2	6.4	3.5	0.0	-3.2	
North Africa	7.3	10.2	13.9	18.8	17.1	18.5	19.6	19.3	1.7	6.0	-1.8	-9.6	-5.3	-12.9	-6.4	-20.4	0.5	-18.8	6.5	0.4	-0.5	-14.3	
Subsaharan Africa	11.5	16.0	20.9	30.8	32.2	33.0	34.3	35.7	3.1	4.0	3.9	-2.9	-4.8	-4.0	-1.3	-2.6	2.0	1.0	6.3	5.3	0.5	1.9	
Middle East	12.7	22.4	33.7	54.7	49.5	50.3	48.8	51.8	4.6	-2.9	6.2	3.6	9.2	1.1	2.9	-1.1	2.4	-3.8	-6.8	4.3	32.8	12.7	

Source: World Tourism Organization (UNWTO) ©

(Data as collected by UNWTO October 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

	2008	2009	2010	2011	2012	2013	2014	2015*	average a year 2005-2014	projection 2015* (issued January) between
	real, change									
	full year							Jan.-Aug.		
World	1.9%	-4.0%	6.5%	4.7%	4.6%	4.6%	4.2%	4.3%	3.8%	+3% and +4%
Europe	0.3%	-5.1%	3.1%	6.4%	3.9%	4.8%	2.4%	5.3%	2.8%	+3% and +4%
Asia and the Pacific	1.1%	-1.6%	13.1%	6.3%	7.0%	6.9%	5.7%	4.3%	6.2%	+4% and +5%
Americas	2.7%	-4.7%	6.2%	3.6%	4.5%	3.1%	8.4%	4.2%	3.5%	+4% and +5%
Africa	2.9%	2.5%	9.4%	-0.6%	4.7%	4.7%	1.8%	-5.4%	5.2%	+3% and +5%
Middle East	20.0%	-5.4%	13.1%	-9.6%	1.7%	-2.9%	6.2%	3.6%	4.9%	+2% and +5%

Source: World Tourism Organization (UNWTO) ©

(Data as collected by UNWTO October 2015)

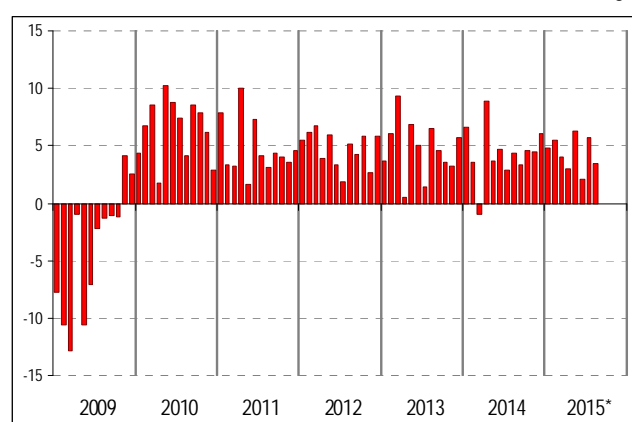
was significantly down, reflecting the economic constrains in both markets and the depreciation of the rouble and the real against virtually all other currencies.

As for the traditional advanced economy outbound markets, data on international tourism expenditure reveal robust demand from the United States (+9%) and the United Kingdom (+5%), reflecting the strength of their economies and their currencies. Expenditure from both Germany and Italy grew by 3%, while demand from France, Canada and Australia was rather weak, partly as a result of the depreciation of their currencies against the US dollar.

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

International Tourist Arrivals, monthly evolution

World (% change)



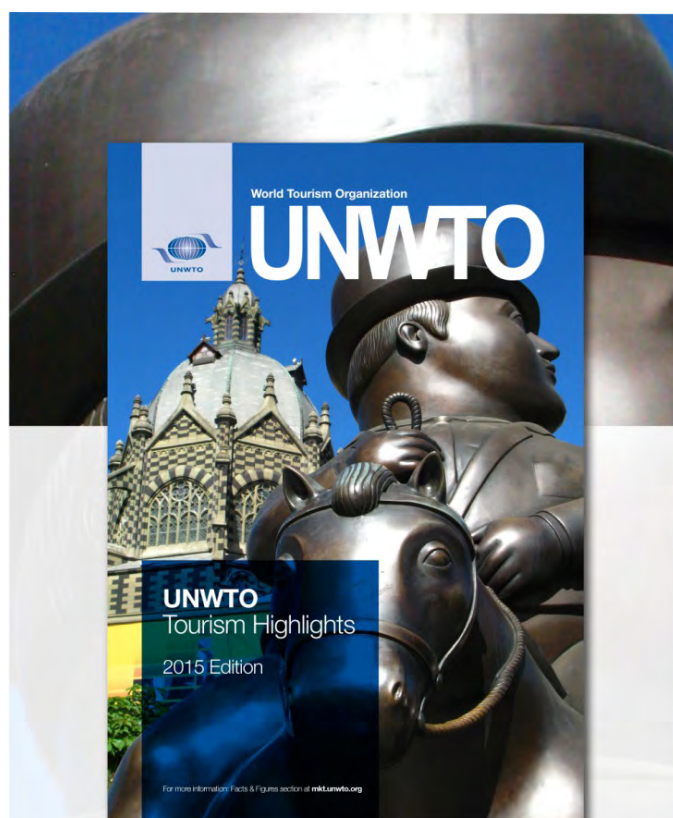
Source: World Tourism Organization (UNWTO) ©

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.

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

Copyright © 2015 World Tourism Organization



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 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

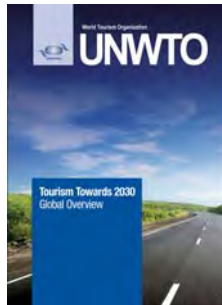
The outbound travel market series offers a unique insight into trends and travel behaviour in fast-growing source markets in the world. UNWTO jointly with the European Travel Commission (ETC) have covered the key outbound markets of China, Brazil, the Russian Federation, India and the Middle East, and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



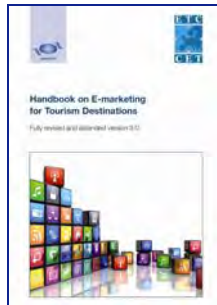
- Understanding Russian Outbound Tourism
- Understanding Brazilian Outbound Tourism
- Understanding Chinese Outbound Tourism

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



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