



Contents

Inbound tourism: short-term trends 2015	6
International tourism receipts	8
International tourism expenditure	9
Regional results	10
Expedia 2015 Vacation Deprivation Study	16
The economic environment	18
- Advance release UN/DESA WESP 2016	18
Statistical Annex	Annex-1 to Annex-31

This issue of the *UNWTO World Tourism Barometer* and its accompanying Statistical Annex include an analysis of results for international tourism for the first ten months of 2015 based on arrivals and receipts data reported by destinations around the world, as well as international tourism expenditure data for source markets around the world.

This release is available only in electronic format. The full document can be downloaded free of charge for members and subscribed institutions through the UNWTO library 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 library at:

- English version: www.e-unwto.org/content/w83v37
- French version: www.e-unwto.org/content/t73863
- Spanish version: www.e-unwto.org/content/m1422
- Russian version: www.e-unwto.org/content/j62835

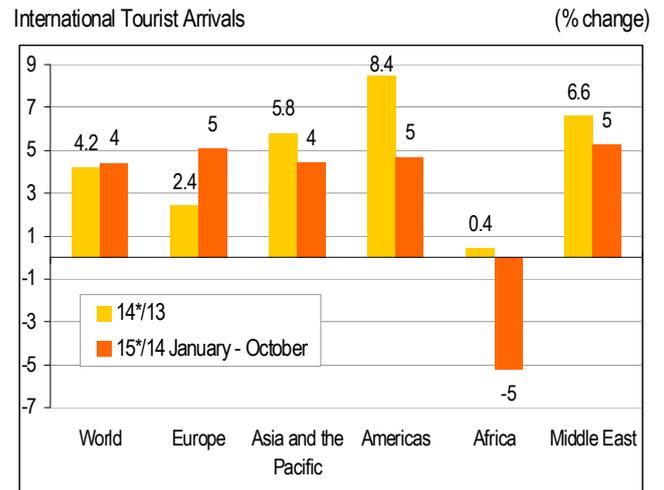
International tourist arrivals exceed one billion in the first ten months of 2015

International tourist arrivals reached 1,014 million in the first ten months of the year, according to the data included in this issue of the *UNWTO World Tourism Barometer*. Between January and October 2015, 43 million more tourists (overnight visitors) travelled to international destinations around the world compared to the same period last year, corresponding to an increase by 4%.

Despite the ongoing challenges, demand for international tourism remains robust, with growth in arrivals exceeding the long-term average for the sixth year in a row. Since the post-crisis year 2010, international arrivals have grown at a pace of 4% a year or higher. In 2012, international tourist arrivals exceeded the 1 billion mark in a year for the first time. Only three years later, this number was already reached in the first ten months of the year. The period January-October normally accounts for around 86% of the total annual international arrivals count.

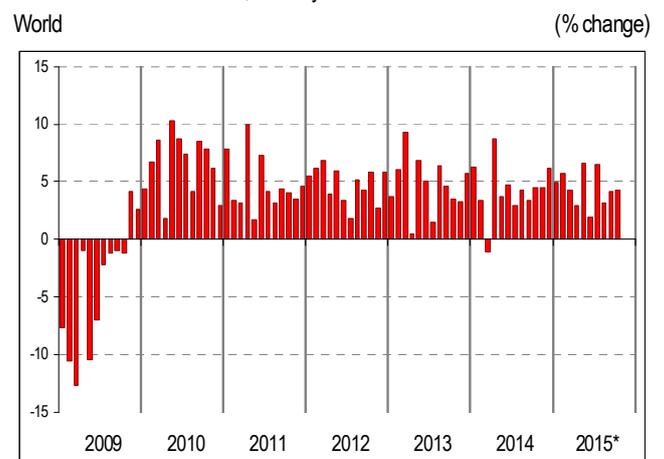
Europe, the Americas and the Middle East led growth, all recording a 5% increase in international tourist arrivals between January and October 2015 compared to the same period of 2014.

Arrivals increased by 4% in Asia and the Pacific, while limited data available for Africa points to an estimated 5% decrease in the number of international tourists.



Source: World Tourism Organization (UNWTO) ©

International Tourist Arrivals, monthly evolution



Source: World Tourism Organization (UNWTO) ©

“Despite global challenges, including increased safety and security concerns, international tourism continues to grow firmly. Although current data does not yet reflect the impact of recent terrorist attacks in different parts of the world, experience shows that the effect of such events on tourism demand is rather limited and short-lived. We therefore do not foresee global tourism being significantly affected” said UNWTO Secretary-General, Taleb Rifai.

“Security is a prerequisite for tourism and is a priority for us all. In this respect, UNWTO urges governments to include tourism administrations in their national security planning and implementation structures and procedures, not only to ensure that the sector’s exposure to threats is minimised but also to maximise the sector’s ability to support security and facilitation, as seamless travel and safety go hand in hand”, 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 157 countries, six Associate Members, two Permanent Observers, and over 480 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 23/12/15)
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 mid December 2015.

The next issue of the *UNWTO World Tourism Barometer* is scheduled to be published on the occasion of the Spanish tourism fair Fitur (20-24 January 2016).

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

Europe, the most visited region in the world, recorded a 5% growth between January and October 2015 fueled by a weaker euro and a gradually improving economy. Central and Eastern Europe (+7%) rebounded from last year's decrease in arrivals. Northern Europe (+6%), Southern Mediterranean Europe (+5%) and Western Europe (+4%) all recorded sound results, especially considering these are subregions with many mature destinations.

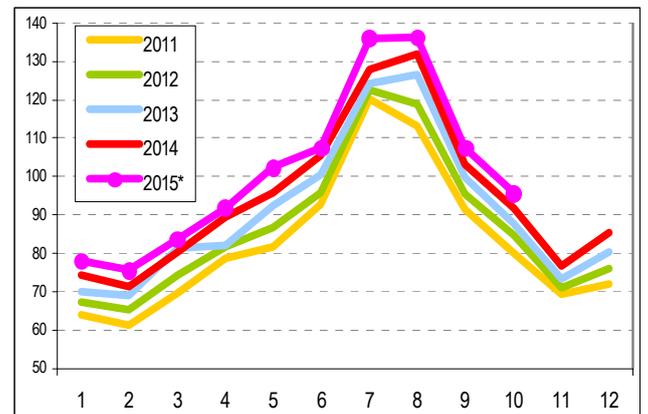
Asia and the Pacific recorded a 4% increase in international tourist arrivals through October, with uneven results across destinations. Growth was led by Oceania (+7%) and South-East Asia (+5%), while in South Asia and in North-East Asia arrivals grew by 4%.

International arrivals in the Americas grew by 5%, consolidating last year's strong results (+8% in 2014). The appreciation of the US dollar stimulated outbound travel from the United States, benefiting the Caribbean and Central America, both with a 7% growth in arrivals. Results in South America and North America are more moderate (both +4%), though following robust growth in 2014.

Limited available data for Africa points to a 5% decrease in arrivals, with North Africa at minus 10% and Sub-Saharan Africa declining by 2%.

International tourist arrivals in the Middle East grew by an estimated 5%, 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.)

International Tourist Arrivals, monthly evolution
World (million)



Source: World Tourism Organization (UNWTO) ©



International Tourist Arrivals by (Sub)region

	Full year					Share 2014*	Change		Monthly/quarterly data series (percentage change over same period of the previous year)													
	2000	2005	2010	2012	2013		2014*	13/12	14/13	2015*										2014*		
	(million)						(%)	(%)	YTD	Q1	Q2	Q3	Jun	Jul	Aug	Sep	Oct	Q1	Q2	Q3	Q4	
World	674	809	949	1,039	1,087	1,133	100	4.6	4.2	4.4	5.0	3.8	4.6	2.0	6.5	3.1	4.2	4.2	3.1	5.6	3.4	4.9
Advanced economies ¹	420	466	513	559	585	618	54.6	4.6	5.7	4.6	4.9	4.8	4.3	2.4	6.1	3.0	3.4	5.1	4.5	7.6	4.7	6.1
Emerging economies ¹	254	343	436	480	502	515	45.4	4.6	2.5	4.2	5.0	2.6	5.1	1.4	6.9	3.2	5.2	3.2	1.7	3.1	1.5	3.6
<i>By UNWTO regions:</i>																						
Europe	386.6	453.2	489.4	540.9	566.9	580.6	51.2	4.8	2.4	5.1	5.9	4.4	5.4	2.9	8.1	4.2	3.5	4.2	1.7	3.4	1.5	2.5
Northern Europe	44.8	59.9	62.8	65.5	67.4	71.0	6.3	2.9	5.4	6.3	4.3	5.4	7.0	2.8	8.7	5.9	5.6	10.6	5.8	7.9	4.7	3.0
Western Europe	139.7	141.7	154.4	166.2	170.8	174.5	15.4	2.8	2.2	4.0	4.1	3.8	4.7	0.9	9.0	2.2	2.1	1.7	-0.7	4.7	1.1	3.6
Central/Eastern Eu.	69.6	95.3	98.9	118.9	127.8	120.2	10.6	7.5	-5.9	6.6	8.4	5.3	7.2	4.9	6.9	8.3	6.1	4.2	-1.0	-7.1	-11.2	-4.4
Southern/Medit. Europe	132.6	156.4	173.3	190.4	201.0	214.9	19.0	5.6	6.9	4.8	6.6	4.1	4.7	3.4	7.6	3.6	2.6	4.2	4.9	7.3	7.5	6.6
- of which EU-28	330.5	367.9	384.3	417.0	433.2	453.9	40.1	3.9	4.8	5.4	5.6	5.7	5.3	3.8	8.1	4.2	3.3	5.0	2.4	6.0	4.4	5.3
Asia and the Pacific	110.4	154.0	205.5	233.9	249.9	264.4	23.3	6.9	5.8	4.4	4.2	5.1	4.0	1.8	2.9	4.1	5.1	4.7	6.0	6.6	4.0	6.1
North-East Asia	58.3	85.9	111.5	122.8	127.0	136.3	12.0	3.4	7.3	4.0	4.5	4.6	1.6	-1.1	-2.7	2.1	5.8	8.0	5.2	8.6	6.4	9.0
South-East Asia	36.3	49.0	70.5	84.9	94.5	97.3	8.6	11.3	3.0	4.8	3.3	6.0	6.9	5.5	10.1	7.2	3.2	0.2	5.7	1.6	0.6	3.7
Oceania	9.6	10.9	11.4	11.9	12.5	13.2	1.2	4.6	5.9	7.0	8.5	5.6	6.6	6.5	6.7	3.9	9.4	7.0	5.1	8.5	4.6	6.0
South Asia	6.1	8.2	12.1	14.3	16.0	17.6	1.6	11.8	10.3	3.9	3.6	3.2	6.1	2.3	8.4	3.2	6.7	0.7	13.9	18.7	2.5	-0.3
Americas	128.2	133.3	150.2	162.6	167.6	181.7	16.0	3.1	8.4	4.7	5.8	4.3	4.3	2.9	5.3	1.5	6.8	4.2	4.5	13.4	6.3	9.7
North America	91.5	89.9	99.5	106.4	110.2	120.6	10.6	3.6	9.5	4.1	5.1	4.5	3.3	3.3	4.9	0.0	6.0	3.2	8.1	13.9	6.0	10.6
Caribbean	17.1	18.8	19.5	20.6	21.1	22.4	2.0	2.8	6.1	7.4	7.8	6.2	7.8	4.9	7.3	6.3	11.1	8.3	2.6	6.4	6.6	8.7
Central America	4.3	6.3	7.9	8.9	9.1	9.6	0.8	2.6	5.6	7.2	6.8	6.1	8.2	8.8	8.9	8.5	6.7	9.6	3.3	9.7	3.3	6.4
South America	15.3	18.3	23.2	26.8	27.2	29.1	2.6	1.4	7.0	4.3	6.3	0.8	5.4	-2.1	4.5	3.8	8.4	4.0	-4.0	19.3	9.2	8.2
Africa	26.2	34.8	49.5	51.3	53.6	53.8	4.8	4.4	0.4	-5.2	-4.0	-6.6	-5.1	-8.7	0.5	-10.7	-4.7	-5.3	5.6	2.9	-0.1	-3.1
North Africa	10.2	13.9	18.8	18.5	19.6	19.3	1.7	6.0	-1.5	-10.3	-5.9	-12.4	-10.3	-18.9	-0.6	-17.7	-12.9	-14.9	6.2	0.1	-0.6	-11.1
Subsaharan Africa	16.0	20.9	30.8	32.8	34.0	34.5	3.0	3.6	1.5	-2.1	-3.2	-3.0	-1.0	-1.6	1.4	-4.4	0.1	-0.3	5.3	4.6	0.4	0.7
Middle East	22.4	33.7	54.7	50.6	49.2	52.4	4.6	-2.8	6.6	5.3	7.8	-0.7	6.9	-2.2	8.1	2.4	10.2	12.1	-6.5	4.6	32.4	12.8

Source: World Tourism Organization (UNWTO) ©

(Data as collected by UNWTO December 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.-Oct.		
World	1.9%	-4.0%	6.5%	4.6%	4.6%	4.6%	4.2%	4.4%	3.8%	+3% and +4%
Europe	0.3%	-5.1%	3.1%	6.4%	3.9%	4.8%	2.4%	5.1%	2.8%	+3% and +4%
Asia and the Pacific	1.1%	-1.6%	13.2%	6.3%	7.0%	6.9%	5.8%	4.4%	6.2%	+4% and +5%
Americas	2.7%	-4.7%	6.3%	3.6%	4.5%	3.1%	8.4%	4.7%	3.5%	+4% and +5%
Africa	2.9%	2.5%	9.4%	-0.8%	4.5%	4.4%	0.4%	-5.2%	5.0%	+3% and +5%
Middle East	20.0%	-5.4%	13.1%	-9.6%	2.2%	-2.8%	6.6%	5.3%	5.0%	+2% and +5%

Source: World Tourism Organization (UNWTO) ©

(Data as collected by UNWTO December 2015)

China, the United States and the United Kingdom lead outbound travel growth in their regions

Outbound tourism flows have been influenced to a large extent by the rather strong exchange rate fluctuations in 2015. A few leading source markets have driven tourism expenditure both within and outside their respective regions, supported by a strong currency and economy.

Among the world's top source markets, China, with double-digit growth in expenditure every year since 2004, continues to drive outbound travel in Asia and beyond, benefitting particularly Japan, Thailand, as well as the United States and various European destinations. The United States (+9%) led expenditure in the Americas, generating visitors to many destinations in the region on the back of a strong US dollar and a comparatively solid economy. Boosted by a stronger pound, tourism expenditure from the United Kingdom (+5%) spread across destinations in Europe, as did to a lesser extent spending from Germany and Italy (both +2%).

By contrast, expenditure from the previously very dynamic source markets of the Russian Federation and Brazil was significantly down, reflecting the economic constraints in both emerging markets and the depreciation of the rouble and the real against virtually all other currencies. As for the traditional advanced economy source markets, demand from France, Canada and Australia was weaker, partly as a result of the depreciation of their currencies against the US dollar.

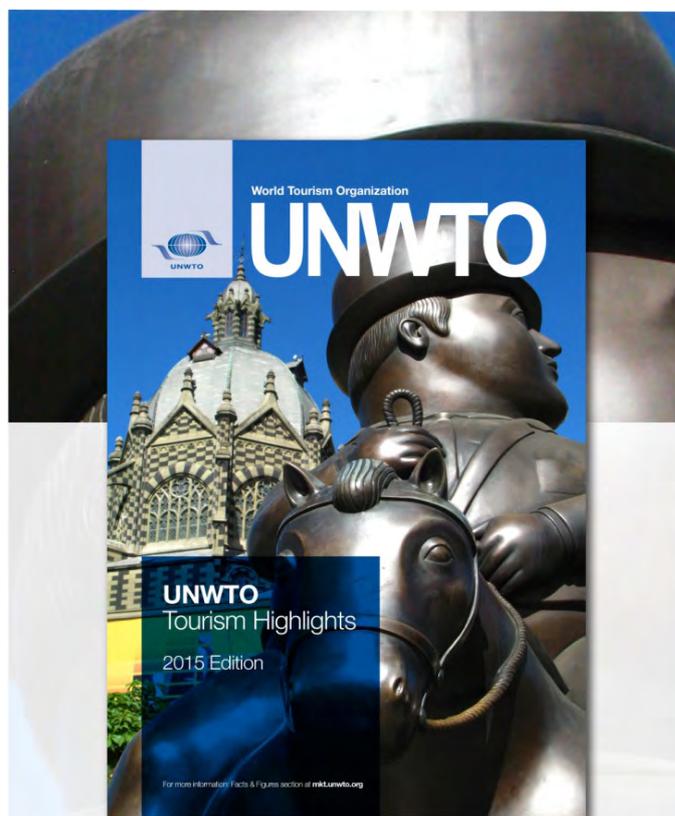
Note: UNWTO will present preliminary 2015 complete full year results and a forecast for 2016 forecasts in a news release on 18 January 2016 on the occasion of the Spanish tourism fair Fitur (20-24 January 2016).

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 form at 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

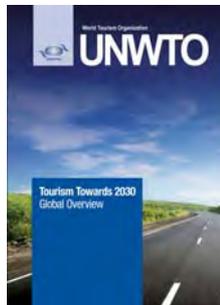
The outbound travel market series offers a unique insight into trends and travel behaviour in fast-growing source markets in the world. UNWTO jointly with the European Travel Commission (ETC) have covered the key outbound markets of China, Brazil, the Russian Federation, India and the Middle East, and 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 netnographic* series explores the behaviour and mind-set of outbound travellers based on internet and social media activity.

Available in English

Marketing Handbooks:

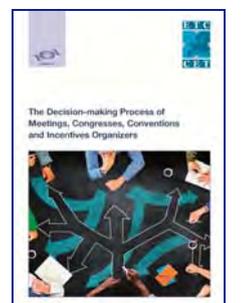
- E-Marketing for Tourism Destinations
- Tourism Product Development
- Tourism Destination Branding

The series of handbooks cover crucial topics on tourism development providing tools and fresh insight for tourism destinations. The handbook on E-Marketing for Tourism Destinations outlines all necessary aspects of an e-marketing strategy, practical information on latest trends and developments in mobile marketing and social media. The handbook on Tourism Product Development covers the essential elements in the process of tourism product development planning and implementation with a range of successful approaches and case studies. The handbook on Tourism Destination Branding presents a step-by-step guide to the branding process, accompanied by strategies for brand management illustrating case studies and best practices



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 meeting and event organizers make decisions. Aimed at DMOs, NTOs and NTAs, the study offers wide-ranging overview of the MCCI segments as well as a comprehensive analysis of planners' needs and expectations with respect to destination and venues choice. It also includes several best-practice examples of National Convention Bureaux. Available in English



UNWTO/GTERC Asia Tourism Trends

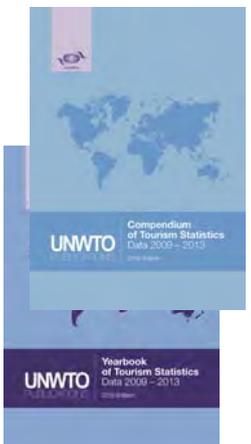
This second edition of the annual *UNWTO/GTERC Asia Tourism Trends* report includes an analysis of the recent tourism trends of Asia, with emphasis on economy and demographics, international tourist arrivals and receipts as well as outbound tourism and expenditure. It also includes an analysis of the links between Asian and Latin American markets, with a particular focus on the countries of the Pacific Alliance as new frontiers for further development and promotion of tourism. The report also elaborates on city tourism, including selected case studies and a section on Macao's tourism product diversification.

Available in English



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.

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