



International tourism continues to grow above average in the first four months of 2016

2016 started on a strong note for international tourism. International tourist arrivals grew by 5% between January and April 2016 according to the short-term data analysed in this issued of *UNWTO World Tourism Barometer*. Results were robust across almost all subregions and many destinations reported double-digit growth. Prospects for May-August remain positive, with around 500 million tourists expected to travel abroad in the Northern Hemisphere summer holiday peak season.

Destinations worldwide received 348 million international tourists (overnight visitors) between January and April 2016, some 18 million more than the same period last year (+5.3%). This follows an increase of 4.6% in 2015, and could make 2016 the seventh consecutive year of above-average growth, with international arrivals increasing by 4% or more every year following the crisis in 2009.

By region, Asia and the Pacific (+9%) recorded the highest increase in international arrivals, with all Asian subregions enjoying growth of 7% or above. By subregion, Subsaharan Africa (+13%) led growth, strongly rebounding from previous years' modest results.

UNWTO forecasts international tourist arrivals to increase by 3.5% to 4.5% over the full year 2016, in line with UNWTO's long-term projection of 3.8% growth a year for the period 2010 to 2020.

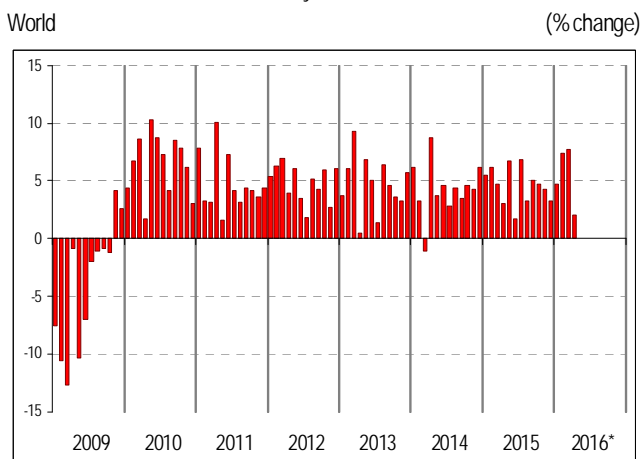
Results by region

Asia and the Pacific (+9%) recorded the highest growth in international arrivals across world regions in January-April 2016, with robust results in all four subregions. South-East Asia and Oceania both achieved 10% growth, while arrivals in North-East Asia increased by 8% and in South Asia by 7%.

In Africa (+7%), international tourist arrivals experienced a clear rebound in Subsaharan Africa (+13%), while in North Africa results were down by 8%.

[to be continued on page 3]

International Tourist Arrivals, monthly evolution



Source: World Tourism Organization (UNWTO) ©

"Results show a strong desire to travel and this continues to drive tourism growth. Destinations keep benefitting from solid demand across all world regions despite ongoing challenges, showing that tourism is a dynamic and resilient economic sector," said UNWTO Secretary-General Taleb Rifai.

"Yet, despite these good results, the tragic events of recent months remind us that safety and security remain a major challenge for all. We must continue to work closely together to address this global threat and ensure tourism is an integral part of emergency planning and response at global, regional and national level" added Mr. Rifai.

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This issue of the UNWTO World Tourism Barometer and the accompanying Statistical Annex include a comprehensive analysis of international tourism receipts in 2015, as well as the top destinations by international tourist arrivals and receipts, and top source markets by international tourism expenditure. Furthermore, preliminary results are included for international tourism in the first months of 2016.

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
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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 mkt.unwto.org.

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, 6 Associate Members, two Permanent Observers, and over 500 Affiliate Members representing the private sector, educational institutions, tourism associations and local tourism authorities.

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Data collection for this issue was closed early July 2016.

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

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In the Americas (+6%), all four subregions continued to enjoy significant growth in the first four months of 2016, led by Central America and South America (both at +7%). Arrivals in the Caribbean (+6%) and North America (+5%) were fuelled by continued strong outbound demand from the United States, where tourism expenditure increased by 9% through May.

Europe (+4%), the world's most visited region, consolidated its healthy growth of recent years with Northern Europe and Central and Eastern Europe (both at +6%) in the lead, followed by Southern and Mediterranean Europe (+4%) and Western Europe (+3%).

International tourist arrivals in the Middle East are estimated to have declined by 7% through April according to available information.

Results for both Africa and the Middle East should be read with caution, as they are based on currently limited data available for these regions.

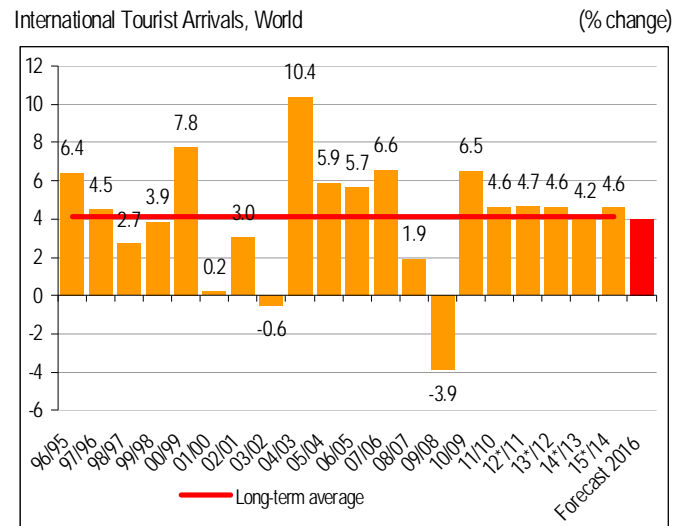
Prospects remain positive

UNWTO estimates that some 500 million tourists will travel internationally between May and August 2016, the Northern Hemisphere summer holiday peak season, accounting for about 41% of the year's total international tourist arrivals.

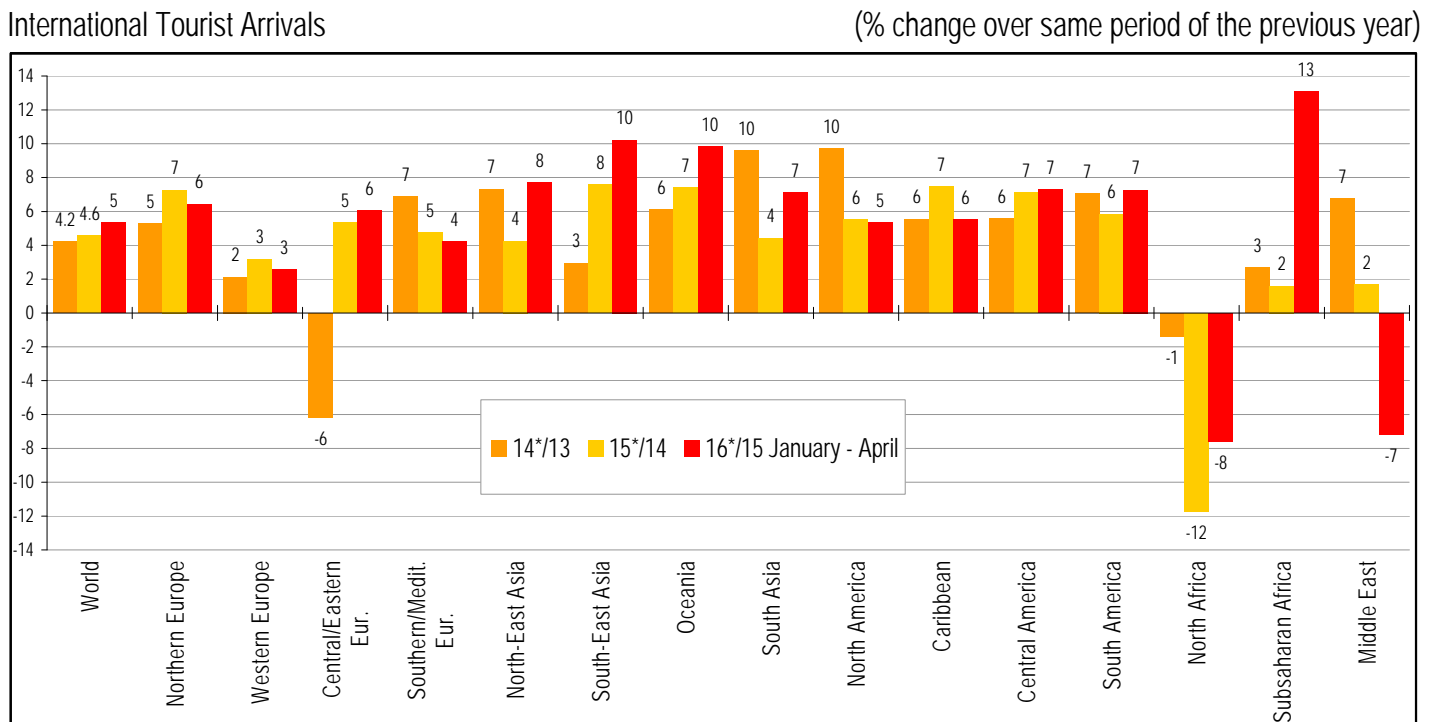
According to the UNWTO Tourism Confidence Index, prospects for May-August 2016 remain positive and in line with the performance of January-April. The Index shows confidence is highest in Europe, followed by the Americas.

On the positive side, Brazil is looking forward to the 2016 Summer Olympics in Rio de Janeiro in August. A downside is that security concerns remain high on the agenda. Furthermore, the United Kingdom's vote to leave the European Union in the recent referendum ('Brexit') has raised uncertainty in the market and led to a substantial depreciation of the UK pound Sterling. However, UNWTO does not expect this to have a significant impact on international travel in the short term.

Note: Results reflect preliminary data reported to date and are subject to revision.



Source: World Tourism Organization (UNWTO) ©



Source: World Tourism Organization (UNWTO) ©

International Tourist Arrivals by (Sub)region

	Full year								Share 2015* (%)	Change		Monthly/quarterly data series (percentage change over same period of the previous year)									
	2000	2005	2010	2011	2012	2013	2014	2015*		14/13	15*/14	2016*				2015*					
	(million)									14/13		2016*		2015*							
											YTD	Q1	Jan	Feb	Mar	Apr	Q1	Q2	Q3	Q4	
World	674	809	950	994	1,040	1,088	1,134	1,186	100	4.2	4.6	5.3	6.6	4.7	7.4	7.7	2.0	5.5	3.8	5.0	4.1
Advanced economies ¹	424	470	516	541	562	588	622	653	55.0	5.7	5.0	6.6	7.9	6.4	6.3	10.6	3.4	4.3	4.5	4.1	4.9
Emerging economies ¹	250	339	434	453	478	500	512	533	45.0	2.4	4.1	4.1	5.4	3.1	8.4	4.7	0.5	6.6	2.8	6.3	3.2
<i>By UNWTO regions:</i>																					
<i>Europe</i>	386.6	453.2	489.4	520.6	541.1	567.1	580.2	607.6	51.2	2.3	4.7	4.4	6.1	4.2	5.3	8.3	0.8	5.9	4.6	5.6	3.9
Northern Europe	44.8	59.9	62.8	64.5	65.6	67.2	70.8	75.9	6.4	5.3	7.3	6.4	9.3	7.6	13.7	7.1	0.0	4.8	5.7	8.0	10.6
Western Europe	139.7	141.7	154.4	160.4	166.2	170.8	174.4	180.0	15.2	2.1	3.2	2.6	4.4	-0.2	1.2	11.0	-1.7	4.3	3.9	5.1	-0.7
Central/Eastern Eur.	69.6	95.3	98.9	108.8	118.9	128.1	120.2	126.6	10.7	-6.2	5.3	6.1	6.1	5.8	5.9	6.6	5.9	8.2	5.2	7.6	4.0
Southern/Medit. Eur.	132.6	156.4	173.3	186.9	190.4	201.0	214.8	225.1	19.0	6.9	4.8	4.3	6.4	5.9	5.8	7.3	0.0	6.3	4.4	4.2	5.2
- of which EU-28	330.5	367.9	384.3	404.8	417.0	433.4	454.1	478.4	40.3	4.8	5.3	6.4	7.9	5.3	6.7	11.2	3.0	5.6	5.9	5.6	5.0
<i>Asia and the Pacific</i>	110.4	154.0	205.5	218.3	233.8	249.9	264.3	279.2	23.5	5.7	5.6	8.7	9.4	8.9	9.5	9.7	6.8	4.2	4.9	5.4	6.1
North-East Asia	58.3	85.9	111.5	115.8	122.8	127.0	136.3	142.1	12.0	7.3	4.3	7.7	8.6	8.5	7.6	9.5	5.4	4.5	4.6	1.6	6.4
South-East Asia	36.3	49.0	70.5	77.8	84.9	94.5	97.3	104.6	8.8	3.0	7.6	10.2	10.6	9.4	12.3	10.2	9.0	4.0	6.6	9.7	5.1
Oceania	9.6	10.9	11.4	11.5	11.9	12.5	13.3	14.2	1.2	6.1	7.4	9.8	10.3	11.6	9.2	10.4	8.0	8.7	5.8	6.7	8.1
South Asia	6.1	8.2	12.1	13.3	14.2	16.0	17.5	18.3	1.5	9.6	4.4	7.1	7.6	7.2	7.6	8.0	5.3	-0.4	-3.1	12.7	7.9
<i>Americas</i>	128.2	133.3	150.2	155.6	162.6	167.6	181.9	192.6	16.2	8.5	5.9	5.9	6.7	6.1	6.8	7.3	3.2	7.9	4.6	5.2	6.1
North America	91.5	89.9	99.5	102.2	106.4	110.2	120.9	127.6	10.8	9.7	5.5	5.4	6.1	5.2	6.1	6.8	3.5	5.1	5.9	5.3	5.6
Caribbean	17.1	18.8	19.5	19.9	20.6	21.1	22.3	23.9	2.0	5.5	7.4	5.5	6.2	7.4	5.9	5.3	3.4	7.6	7.1	8.4	7.4
Central America	4.3	6.3	7.9	8.3	8.9	9.1	9.6	10.3	0.9	5.6	7.1	7.3	8.1	7.0	8.7	8.7	4.8	6.8	6.1	8.2	7.5
South America	15.3	18.3	23.2	25.2	26.8	27.2	29.1	30.8	2.6	7.1	5.8	7.3	8.7	7.0	9.0	10.8	1.3	17.5	-4.3	1.4	6.7
<i>Africa</i>	26.2	34.8	50.4	50.1	52.4	54.7	55.3	53.5	4.5	1.1	-3.3	6.7	8.3	8.0	9.5	7.7	2.3	-3.5	-5.6	-4.6	-1.8
North Africa	10.2	13.9	19.7	18.0	19.6	20.7	20.4	18.0	1.5	-1.4	-11.7	-7.6	-7.5	-8.7	-4.8	-8.5	-8.0	-8.7	-14.3	-12.6	-9.9
Subsaharan Africa	16.0	20.9	30.7	32.1	32.8	34.0	34.9	35.4	3.0	2.7	1.6	13.1	15.0	14.3	15.4	15.3	7.5	-1.0	-0.1	1.9	1.8
<i>Middle East</i>	22.4	33.7	54.7	49.5	50.6	49.1	52.4	53.3	4.5	6.7	1.7	-7.2	-4.8	-17.9	11.9	-5.6	-14.4	9.2	-4.3	4.6	-6.4

Source: World Tourism Organization (UNWTO) ©

(Data as collected by UNWTO July 2016)

¹ Classification based on the International Monetary Fund (IMF), see the Statistical Annex of the IMF World Economic Outlook of April 2016, page 146, at www.imf.org/external/ns/cs.aspx?id=29.

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	projection 2016* (issued January)
									2005-2015	between
World	1.9%	-3.9%	6.5%	4.6%	4.7%	4.6%	4.2%	4.6%	3.9%	+3.5% and +4.5%
Europe	0.3%	-5.1%	3.1%	6.4%	3.9%	4.8%	2.3%	4.7%	3.0%	+3.5% and +4.5%
Asia and the Pacific	1.1%	-1.6%	13.2%	6.2%	7.1%	6.9%	5.7%	5.6%	6.1%	+4% and +5%
Americas	2.7%	-4.7%	6.3%	3.6%	4.5%	3.0%	8.5%	5.9%	3.7%	+4% and +5%
Africa	2.9%	4.5%	9.3%	-0.7%	4.6%	4.4%	1.1%	-3.3%	4.4%	+2% and +5%
Middle East	20.0%	-5.4%	13.1%	-9.6%	2.2%	-2.9%	6.7%	1.7%	4.7%	+2% and +5%

Source: World Tourism Organization (UNWTO) ©

(Data as collected by UNWTO July 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.

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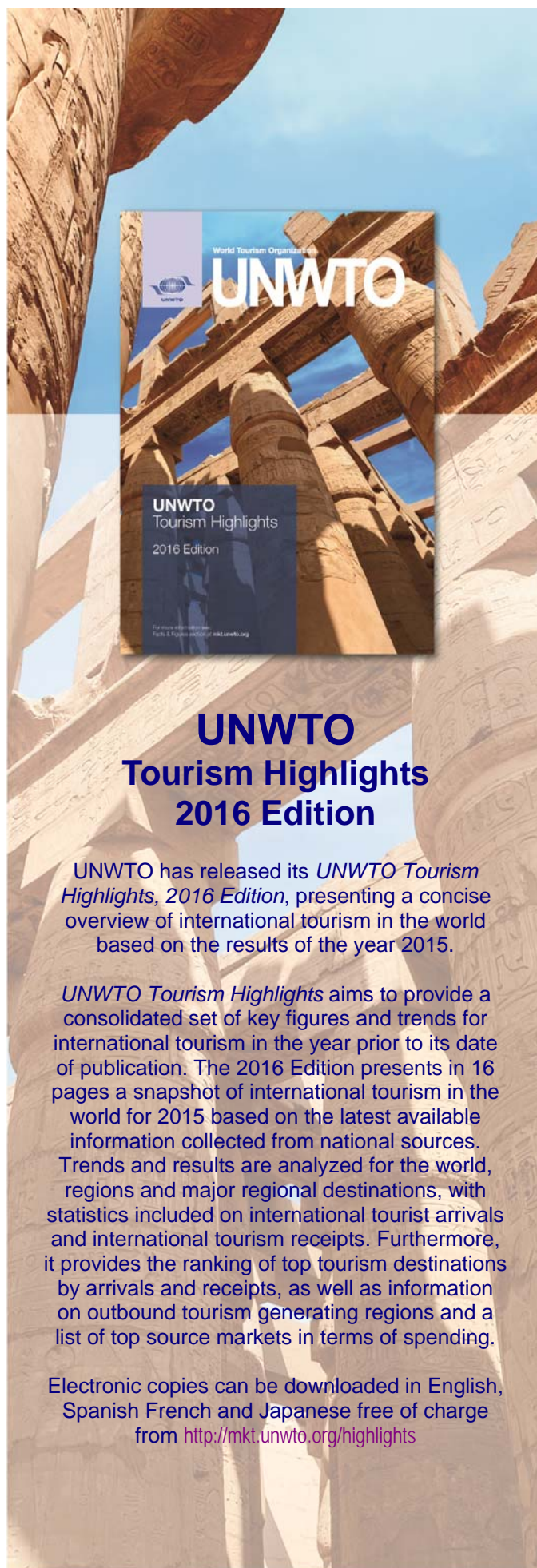
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UNWTO Tourism Highlights 2016 Edition

UNWTO has released its *UNWTO Tourism Highlights, 2016 Edition*, presenting a concise overview of international tourism in the world based on the results of the year 2015.

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 2016 Edition presents in 16 pages a snapshot of international tourism in the world for 2015 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, French and Japanese 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 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.



Tourism in the Mediterranean, 2015 edition

The new *UNWTO Tourism Trends Snapshot* series provides a closer look at selected tourism topics. The first issue *Tourism in the Mediterranean, 2015 edition* provides insight into the general trends in terms of arrivals and receipts in the Mediterranean region, the performance of the individual destinations, the long-term trends up to 2030 as well as the opportunities and challenges.

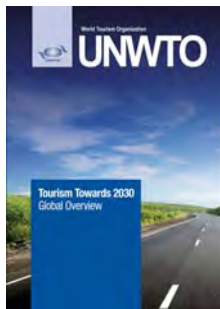
Available in English.



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

Available in English.



Compendium of Tourism Statistics, 2016 Edition. Data 2010–2014

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 2016 edition presents data for 200 countries, with methodological notes in English, French and Spanish.

Yearbook of Tourism Statistics, 2016 Edition. Data 2010–2014

The *Yearbook of Tourism Statistics* focuses on data relating to inbound tourism (arrivals and nights), broken down by country of origin. The 2016 edition presents data for 196 countries, with methodological notes in English, French and Spanish.



Marketing Handbooks:

- 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, 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

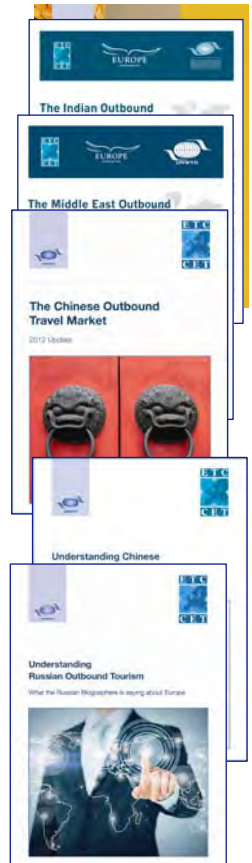


Outbound Travel Market studies:

- Key Outbound Tourism Markets in South-East Asia
- The Indian Outbound Travel Market
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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.

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