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
- 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% 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.
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.
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 by (Sub)region

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<thead>
<tr>
<th></th>
<th>Full year</th>
<th>Share</th>
<th>Change Monthly/quarterly data series</th>
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<td></td>
<td>(million)</td>
<td>(%)</td>
<td>12/11 13/12 14*/13 2015* 2014*</td>
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<td>World</td>
<td>674</td>
<td>100</td>
<td>4.2 4.7 4.3 4.4 4.6 3.8 6.1 4.1 3.7</td>
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<td></td>
<td>809</td>
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<td>3.5 4.8 3.2 4.6</td>
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<tr>
<td></td>
<td>949</td>
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<tr>
<td></td>
<td>2014</td>
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<tr>
<td>Advanced economies¹</td>
<td>420 466 513 538 559 586 619</td>
<td>54.7</td>
<td>4.0 4.7 5.8 4.5 4.6 3.1 7.7 3.3 4.3</td>
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<tr>
<td></td>
<td>4.4 4.6 2.5 4.2 4.7 4.4 4.6 5.0 3.0</td>
<td></td>
<td></td>
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<tr>
<td>Emerging economies¹</td>
<td>253 343 435 459 479 501 514</td>
<td>45.3</td>
<td>4.4 4.6 2.5 4.2 4.7 4.4 4.6 5.0 3.0</td>
</tr>
</tbody>
</table>

### By UNWTO regions:

#### Europe

- World: 674.4
- Advanced economies: 420.4
- Emerging economies: 253.0

#### Advanced economies¹

- 420.4
- 466.1
- 513.1
- 538.1
- 559.1
- 586.1
- 619.1

#### Emerging economies¹

- 253.0
- 343.0
- 435.0
- 459.0
- 479.0
- 501.0
- 514.0

#### By UNWTO regions:

- Europe: 386.4
- Northern Europe: 44.8
- Western Europe: 139.7
- Central/Eastern Eu.: 69.3
- Southern/Medit. Europe: 132.6

#### Asia and the Pacific

- Asia and the Pacific: 110.3
- North-East Asia: 58.3
- South-East Asia: 36.3
- Oceania: 9.6

#### Americas

- Americas: 128.2
- North America: 91.5
- Caribbean: 17.1
- Central America: 4.3
- South America: 15.3

#### Africa

- Africa: 26.2
- North Africa: 10.2
- Subsaharan Africa: 16.0
- Middle East: 22.4

### Outlook for International Tourist Arrivals

#### 2009 - 2014 average projection 2015*

<table>
<thead>
<tr>
<th>Year</th>
<th>Real, change</th>
<th>Jan.-April</th>
<th>average a year</th>
<th>projection 2015*</th>
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<td>full year</td>
<td></td>
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<td>issued January</td>
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<td>World</td>
<td>-4.0% 6.5%</td>
<td>4.2% 4.7%</td>
<td>4.3% 4.4%</td>
<td>+3% and +4%</td>
</tr>
<tr>
<td>Europe</td>
<td>-5.1% 3.1%</td>
<td>3.9% 4.9%</td>
<td>2.7% 4.9%</td>
<td>+3% and +4%</td>
</tr>
<tr>
<td>Asia and the Pacific</td>
<td>-1.6% 13.1%</td>
<td>6.9% 6.8%</td>
<td>5.4% 4.4%</td>
<td>+4% and +5%</td>
</tr>
<tr>
<td>Americas</td>
<td>-4.7% 6.2%</td>
<td>3.6% 4.5%</td>
<td>8.0% 6.0%</td>
<td>+4% and +5%</td>
</tr>
<tr>
<td>Africa</td>
<td>2.5% 9.4%</td>
<td>0.0% 4.8%</td>
<td>-5.6%</td>
<td>+3% and +5%</td>
</tr>
<tr>
<td>Middle East</td>
<td>-5.4% 13.1%</td>
<td>-3.5% 5.7%</td>
<td>5.4% 4.2%</td>
<td>+2% and +5%</td>
</tr>
</tbody>
</table>

### Source

World Tourism Organization (UNWTO) ©

(Data as collected by UNWTO July 2015)


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


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.

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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

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


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.


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.

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