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 remained 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.

“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 thus 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, 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 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 91 567 8198 / fax +34 91 567 8217.

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.

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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).
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 by (Sub)region

<table>
<thead>
<tr>
<th></th>
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<th></th>
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<tr>
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<td>386.6</td>
<td>482.4</td>
<td>540.9</td>
<td>566.9</td>
<td>580.6</td>
<td>512.4</td>
<td>46.8</td>
<td>5.1</td>
<td>3.8</td>
<td>(percentage change over same period of the previous year)</td>
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<td><strong>Advanced economies¹</strong></td>
<td>420</td>
<td>466</td>
<td>513</td>
<td>559</td>
<td>585</td>
<td>618</td>
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<td>4.6</td>
<td>5.7</td>
<td><strong>Q1</strong> <em>2014</em> Q2 <strong>2014</strong> Q3 <strong>2014</strong> Q4 <strong>2014</strong></td>
</tr>
<tr>
<td><strong>Emerging economies¹</strong></td>
<td>254</td>
<td>343</td>
<td>436</td>
<td>480</td>
<td>502</td>
<td>515</td>
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<td>4.6</td>
<td>2.5</td>
<td><strong>Q2</strong> <em>2014</em> Q3 <strong>2014</strong> Q4 <strong>2014</strong></td>
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<td><strong>By UNWTO regions:</strong></td>
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<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Europe</strong></td>
<td>386.6</td>
<td>482.4</td>
<td>540.9</td>
<td>566.9</td>
<td>580.6</td>
<td>512.4</td>
<td>46.8</td>
<td>5.1</td>
<td>3.8</td>
<td><strong>Q1</strong> <em>2014</em> Q2 <strong>2014</strong> Q3 <strong>2014</strong> Q4 <strong>2014</strong></td>
</tr>
<tr>
<td><strong>North-East Europe</strong></td>
<td>44.8</td>
<td>59.9</td>
<td>62.8</td>
<td>65.5</td>
<td>67.4</td>
<td>71.0</td>
<td>6.3</td>
<td>2.9</td>
<td>5.4</td>
<td><strong>Q1</strong> <em>2014</em> Q2 <strong>2014</strong> Q3 <strong>2014</strong> Q4 <strong>2014</strong></td>
</tr>
<tr>
<td><strong>Southern/Medit. Europe</strong></td>
<td>132.6</td>
<td>156.4</td>
<td>173.3</td>
<td>190.4</td>
<td>201.0</td>
<td>214.9</td>
<td>19.0</td>
<td>5.6</td>
<td>6.9</td>
<td><strong>Q1</strong> <em>2014</em> Q2 <strong>2014</strong> Q3 <strong>2014</strong> Q4 <strong>2014</strong></td>
</tr>
<tr>
<td><strong>Asia and the Pacific</strong></td>
<td>330.5</td>
<td>377.9</td>
<td>384.3</td>
<td>417.0</td>
<td>433.2</td>
<td>453.9</td>
<td>40.1</td>
<td>3.9</td>
<td>4.8</td>
<td><strong>Q1</strong> <em>2014</em> Q2 <strong>2014</strong> Q3 <strong>2014</strong> Q4 <strong>2014</strong></td>
</tr>
<tr>
<td><strong>- of which EU-28</strong></td>
<td>213.8</td>
<td>252.9</td>
<td>268.2</td>
<td>287.6</td>
<td>299.2</td>
<td>317.9</td>
<td>14.8</td>
<td>3.9</td>
<td>4.6</td>
<td><strong>Q1</strong> <em>2014</em> Q2 <strong>2014</strong> Q3 <strong>2014</strong> Q4 <strong>2014</strong></td>
</tr>
<tr>
<td><strong>North America</strong></td>
<td>91.5</td>
<td>98.9</td>
<td>111.5</td>
<td>122.3</td>
<td>133.6</td>
<td>138.6</td>
<td>12.0</td>
<td>3.4</td>
<td>7.3</td>
<td><strong>Q1</strong> <em>2014</em> Q2 <strong>2014</strong> Q3 <strong>2014</strong> Q4 <strong>2014</strong></td>
</tr>
<tr>
<td><strong>South America</strong></td>
<td>6.1</td>
<td>8.2</td>
<td>12.1</td>
<td>14.3</td>
<td>17.6</td>
<td>16.2</td>
<td>1.6</td>
<td>11.8</td>
<td>10.3</td>
<td><strong>Q1</strong> <em>2014</em> Q2 <strong>2014</strong> Q3 <strong>2014</strong> Q4 <strong>2014</strong></td>
</tr>
<tr>
<td><strong>Americas</strong></td>
<td>128.1</td>
<td>133.3</td>
<td>150.2</td>
<td>162.6</td>
<td>167.6</td>
<td>181.7</td>
<td>16.0</td>
<td>3.1</td>
<td>8.4</td>
<td><strong>Q1</strong> <em>2014</em> Q2 <strong>2014</strong> Q3 <strong>2014</strong> Q4 <strong>2014</strong></td>
</tr>
<tr>
<td><strong>Europe</strong></td>
<td>181.7</td>
<td>208.7</td>
<td>228.7</td>
<td>250.9</td>
<td>264.4</td>
<td>233.2</td>
<td>23.3</td>
<td>6.9</td>
<td>5.8</td>
<td><strong>Q1</strong> <em>2014</em> Q2 <strong>2014</strong> Q3 <strong>2014</strong> Q4 <strong>2014</strong></td>
</tr>
<tr>
<td><strong>North Africa</strong></td>
<td>91.5</td>
<td>98.9</td>
<td>111.5</td>
<td>122.3</td>
<td>133.6</td>
<td>138.6</td>
<td>12.0</td>
<td>3.4</td>
<td>7.3</td>
<td><strong>Q1</strong> <em>2014</em> Q2 <strong>2014</strong> Q3 <strong>2014</strong> Q4 <strong>2014</strong></td>
</tr>
<tr>
<td><strong>South Asia</strong></td>
<td>6.1</td>
<td>8.2</td>
<td>12.1</td>
<td>14.3</td>
<td>17.6</td>
<td>16.2</td>
<td>1.6</td>
<td>11.8</td>
<td>10.3</td>
<td><strong>Q1</strong> <em>2014</em> Q2 <strong>2014</strong> Q3 <strong>2014</strong> Q4 <strong>2014</strong></td>
</tr>
<tr>
<td><strong>Africa</strong></td>
<td>128.1</td>
<td>133.3</td>
<td>150.2</td>
<td>162.6</td>
<td>167.6</td>
<td>181.7</td>
<td>16.0</td>
<td>3.1</td>
<td>8.4</td>
<td><strong>Q1</strong> <em>2014</em> Q2 <strong>2014</strong> Q3 <strong>2014</strong> Q4 <strong>2014</strong></td>
</tr>
<tr>
<td><strong>Middle East</strong></td>
<td>22.4</td>
<td>33.7</td>
<td>54.7</td>
<td>50.6</td>
<td>49.2</td>
<td>52.4</td>
<td>4.6</td>
<td>2.6</td>
<td>6.6</td>
<td><strong>Q1</strong> <em>2014</em> Q2 <strong>2014</strong> Q3 <strong>2014</strong> Q4 <strong>2014</strong></td>
</tr>
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Source: World Tourism Organization (UNWTO) © (Data as collected by UNWTO December 2015)


See box at page 7 for explanation of abbreviations and signs used.

### Outlook for International Tourist Arrivals

<table>
<thead>
<tr>
<th>Year</th>
<th>2008</th>
<th>2009</th>
<th>2010</th>
<th>2011</th>
<th>2012</th>
<th>2013</th>
<th>2014</th>
<th>2015*</th>
<th>average a year</th>
<th>projection 2015*</th>
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<tbody>
<tr>
<td>full year</td>
<td>1.9%</td>
<td>-4.0%</td>
<td>6.5%</td>
<td>4.6%</td>
<td>4.6%</td>
<td>4.6%</td>
<td>4.2%</td>
<td>4.4%</td>
<td>3.8%</td>
<td>+3% and +4%</td>
</tr>
<tr>
<td>Jan.-Oct.</td>
<td>2.8%</td>
<td>3.1%</td>
<td>6.4%</td>
<td>3.9%</td>
<td>4.8%</td>
<td>2.4%</td>
<td>5.1%</td>
<td>6.2%</td>
<td>+4% and +5%</td>
<td></td>
</tr>
<tr>
<td>World</td>
<td>1.1%</td>
<td>2.9%</td>
<td>4.9%</td>
<td>5.9%</td>
<td>4.4%</td>
<td>3.8%</td>
<td>4.4%</td>
<td>6.2%</td>
<td>+4% and +5%</td>
<td></td>
</tr>
<tr>
<td>Europe</td>
<td>2.3%</td>
<td>2.5%</td>
<td>3.4%</td>
<td>4.4%</td>
<td>4.5%</td>
<td>4.4%</td>
<td>4.7%</td>
<td>3.5%</td>
<td>+4% and +5%</td>
<td></td>
</tr>
<tr>
<td>Americas</td>
<td>2.5%</td>
<td>2.9%</td>
<td>13.9%</td>
<td>7.0%</td>
<td>6.9%</td>
<td>5.8%</td>
<td>4.2%</td>
<td>5.0%</td>
<td>+3% and +6%</td>
<td></td>
</tr>
<tr>
<td>Africa</td>
<td>2.0%</td>
<td>-4.0%</td>
<td>13.9%</td>
<td>9.6%</td>
<td>6.6%</td>
<td>6.6%</td>
<td>6.6%</td>
<td>5.0%</td>
<td>+2% and +6%</td>
<td></td>
</tr>
<tr>
<td>Middle East</td>
<td>0.3%</td>
<td>-5.4%</td>
<td>13.1%</td>
<td>9.6%</td>
<td>6.6%</td>
<td>6.6%</td>
<td>6.6%</td>
<td>5.0%</td>
<td>+2% and +6%</td>
<td></td>
</tr>
</tbody>
</table>

Source: World Tourism Organization (UNWTO) © (Data as collected by UNWTO December 2015)
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, benefiting 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).
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.

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

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 metnogaphic 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 Destination 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 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 196 countries with methodological notes in English, French and Spanish.