International tourism on track for a record year

Demand for international tourism remained strong during the Northern Hemisphere summer peak season. International tourist arrivals in July and August totalled over 300 million for the first time ever as reported in this issue of the UNWTO World Tourism Barometer. Many destinations reported double-digit growth, in particular in the Mediterranean.

Between January and August 2017, destinations worldwide welcomed 901 million international tourist arrivals (overnight visitors), 56 million more than in the same period of 2016. This corresponds to a robust 7% increase, well above the growth of previous years. With upbeat prospects for the remaining months of the year, 2017 is set to be the eighth consecutive year of continued solid growth for international tourism.

Results reflect the sustained growth in many destinations combined with the recovery of those suffering from security challenges in recent years.

By UNWTO regions, growth was strongest in Africa (+9%), and Europe (+8%), followed by Asia and the Pacific (+6%), the Middle East (+5%) and the Americas (+3%).

This strong performance is confirmed by experts from around the world surveyed for the UNWTO Confidence Index, who evaluated the May-August period very positively. Prospects for the last four months of 2017 remain also buoyant according to the experts consulted.

“Tourism is a major economic engine and employment generator, contributing to the improvement of livelihoods of millions of people around the world” stated UNWTO Secretary-General Taleb Rifai in London, ahead of the World Travel Market.

“As we draw to the end of the International Year of Sustainable Tourism for Development, we must reflect on how to manage tourism in a responsible and sustainable way beyond 2017. Maximizing the social and economic benefits of tourism while minimizing any negative impacts on host communities and the environment should remain at the forefront of our efforts in the years to come, with policy-makers, companies and travelers all contributing to this shared objective,” Mr. Rifai added. [to be continued on page 5]
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 contribution.

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 915713733.

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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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: 2017 (version 03/11/17)
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Data collection for this issue was closed end of October 2017.

The next issue of the UNWTO World Tourism Barometer is scheduled for December.
### International Tourist Arrivals by (Sub)region

<table>
<thead>
<tr>
<th>Region</th>
<th>Full year</th>
<th>Share</th>
<th>Change</th>
<th>Monthly/quarterly data series</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>(million)</td>
<td>(%)</td>
<td>(%)</td>
<td>(percentage change over same period of the previous year)</td>
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<tr>
<td>World</td>
<td>674</td>
<td>809</td>
<td>953</td>
<td>1,094</td>
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<td>Advanced economies¹</td>
<td>424</td>
<td>470</td>
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<td>Emerging economies¹</td>
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<td>339</td>
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<td>505</td>
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<td>By UNWTO regions:</td>
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<tr>
<td>Europe</td>
<td>386.6</td>
<td>453.2</td>
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<td>Northern Europe</td>
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<tr>
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<td>50.8</td>
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</tbody>
</table>

Source: World Tourism Organization (UNWTO) (Data as collected by UNWTO October 2017)


See box at page Annex-1 for explanation of abbreviations and signs used.
2017 International Year of Sustainable Tourism for Development


This is a unique opportunity to raise awareness of the contribution of sustainable tourism to development among public and private sector decision-makers and the public, while mobilizing all stakeholders to work together in making tourism a catalyst for positive change.

In the context of the universal 2030 Agenda for Sustainable Development and the Sustainable Development Goals (SDGs), the International Year aims to support a change in policies, business practices and consumer behavior towards a more sustainable tourism sector than can contribute to the SDGs.

The #IY2017 will promote tourism’s role in the following five key areas:

1. Inclusive and sustainable economic growth
2. Social inclusiveness, employment and poverty reduction
3. Resource efficiency, environmental protection and climate change
4. Cultural values, diversity and heritage
5. Mutual understanding, peace and security.

The World Tourism Organization (UNWTO), the United Nations Specialized Agency for Tourism, has been mandated to facilitate the organization and implementation of the International Year, in collaboration with governments, relevant organizations of the United Nations system, international and regional organizations and other relevant stakeholders.

For more information and to join the celebrations of the International Year of Sustainable Tourism for Development, please visit: tourism4development2017.org
Regional Results

In Europe (+8%), international arrivals rebounded in both Southern and Mediterranean Europe (+12%) and Western Europe (+7%) following a weak 2016. Arrivals grew by 6% in Northern Europe and by 4% in Central and Eastern Europe between January and August 2017.

Africa (+9%) recorded the fastest growth of all five regions, thanks to the strong rebound in North Africa (+15%) and the sound results of Sub-Saharan Africa (+5%).

South Asia (+10%) led growth in Asia and the Pacific (+6%), followed by South-East Asia (+8%) and Oceania (+7%), while results in North-East Asia (+3%) were rather mixed. Most destinations in the Americas (+3%) continued to enjoy positive results, led by South America (+7%), followed by Central America and the Caribbean (both +4%). In North America (+2%), robust results in Mexico and Canada contrast with a decrease in the United States, the region’s largest destination.

Results in the Middle East (5%) are mixed, with some destinations strongly rebounding from negative growth in previous years, while others reported declines through August.

Strong outbound demand from major source markets, rebound from Russia and Brazil

Inbound visitor growth across world destinations was fuelled by strong outbound demand from the majority of source markets.

Among the top 10 markets, international tourism expenditure grew fastest in China (+19%), the Republic of Korea (+12%), the United States (+8%) and Canada (+7%). Expenditure from Germany, the United Kingdom, Australia, Italy and Hong Kong (China) grew at between 3% and 5%, while France reported a modest 1% increase.

Worth noting beyond the top 10 source markets is the significant recovery in demand from the Russian Federation (+27%) and Brazil (+35%) after a few years of declines in tourism expenditure abroad.
UNWTO Tourism Highlights 2017 Edition

UNWTO has released its UNWTO Tourism Highlights, 2017 Edition, presenting a concise overview of international tourism in the world based on the results of the year 2016.

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 2017 Edition presents in 16 pages a snapshot of international tourism in the world for 2016 based on the latest available information collected from national sources. Trends and results are analysed 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 free of charge from mkt.unwto.org/highlights.

Spanish, French and Japanese versions will be available shortly.
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.

European Union Short-Term Tourism Trends

The new European Union Short-Term Tourism Trends series was created as part of the Enhancing the Understanding of European Tourism project between UNWTO and the Directorate-General for Internal Market, Industry, Entrepreneurship and SMEs of the European Commission (DG GROW). It is aimed at monitoring the short-term evolution of tourism trends in the European Union (EU-28) in terms of arrivals, receipts and outbound travel.

Measuring Sustainable Tourism: A Call for Action

This is the outcome of the 6th International Conference on Tourism Statistics that represents a global commitment to sustainable tourism and the need to measure it through a consistent statistical approach, recognizing that effective sustainable tourism policies require an integrated, coherent and robust information base.

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.


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 2017 edition presents data for 201 countries, with methodological notes in English, French and Spanish.


The Yearbook of Tourism Statistics focuses on data relating to inbound tourist arrivals (arrivals and nights), broken down by country of origin. The 2017 edition presents data for 186 countries, with methodological notes in English, French and Spanish.

Marketing Handbooks:

- Key Performance Indicators for Tourism Marketing Evaluation
- 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, Key Performance Indicators (KPIs), product development, destination branding and e-marketing, complemented with case studies and best practice recommendations.

New Platform Tourism Services (or the so-called Sharing Economy) – Understand, rethink and adapt –

This study aims to gain a better understanding of how the phenomenon of new platform tourism services is shaping the tourism sector. It seeks to identify the opportunities and challenges it poses across destinations, how these are being addressed, and the way forward. Drawing on the responses of a UNWTO survey, this exploratory study offers a global overview of the current situation, impact and future importance of these services in tourism.

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
- Penetrating the Chinese Outbound Tourism Market – Successful Practices and Solutions

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.

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.

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