



World Tourism Barometer

Volume 16 • Issue 3 • June 2018

International tourism remains strong in the first four months of 2018

- International tourist arrivals grew 6% in January-April 2018 compared to the same period last year.
- Results reflect a continuation of the strong trend seen in 2017 (+7%) and so far exceed UNWTO's forecast of 4% to 5% for the year 2018.
- Growth in the first four months of 2018 was led by Asia and the Pacific (+8%) and Europe (+7%), while Africa (+6%), the Middle East (+4%) and the Americas (+3%) also recorded sound results.
- Confidence in global tourism remains strong according to the latest UNWTO Panel of Tourism Experts survey. The Panel's outlook for the current May-August period is one of the most optimistic in a decade, led by the particularly upbeat sentiment in Africa, the Middle East and Europe. Experts' evaluation of tourism performance in the first four months of 2018 was also robust, in line with the strong results recorded in many destinations around the world.

International tourism receipts grew 5% in 2017

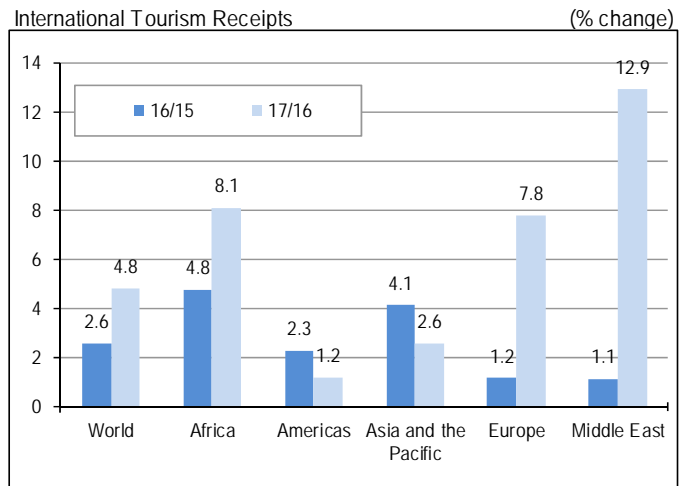
- International tourism receipts increased 5% in 2017 in real terms (local currencies at constant prices) to reach US\$ 1,332 billion globally, some US\$ 94 billion more than in 2016. Results are consistent with the solid trend in international tourist arrivals, which grew 7% in 2017.
- The Middle East led growth in tourism receipts with a 13% increase in 2017, followed by Africa and Europe which both recorded 8% growth. Receipts grew 3% in Asia and the Pacific and 1% in the Americas. Europe recorded the highest growth in absolute terms, with an increase of US\$ 50 billion to reach US\$ 512 billion, or 38% of the world's international tourism receipts.

Key figures

International tourist arrivals	2017	Jan-Apr 2018
World	+6.8%	+6.2%
Europe	+8.4%	+6.8%
Asia and the Pacific	+5.6%	+7.8%
Americas	+3.3%	+3.0%
Africa	+9.0%	+5.6%
Middle East	+4.6%	+4.5%

Source: UNWTO (Data as collected by UNWTO June 2018)

Provisional data based on information to date.



Source: World Tourism Organization (UNWTO) ©

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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 158 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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About the *UNWTO World Tourism Barometer*

The *UNWTO World Tourism Barometer* is a publication of the World Tourism Organization (UNWTO) that monitors short-term tourism trends on a regular basis to provide global tourism stakeholders with up-to-date analysis on international tourism.

The information is updated six times a year and includes an analysis of the latest data on tourism destinations (inbound tourism) and source markets (outbound tourism). The Barometer also includes a Confidence Index based on the UNWTO Panel of Tourism Experts survey, which provides an evaluation of recent performance and short-term prospects on international tourism.

The UNWTO Secretariat wishes to express its gratitude to those who have contributed to the production of this UNWTO World Tourism Barometer, in particular to institutions that supplied data, and to the members of the UNWTO Panel of Tourism Experts for their valuable feedback and analysis.

For more information including copies of previous issues, please visit: mkt.unwto.org/barometer

We welcome your comments and suggestions at barom@unwto.org.



Data collection for this issue was closed on 20 June 2018.

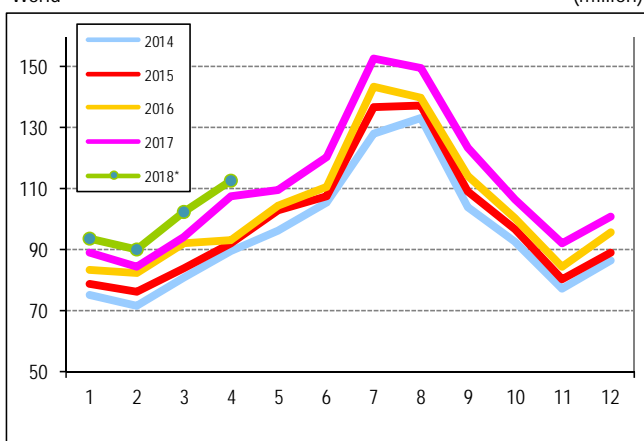
The next issue of the UNWTO World Tourism Barometer is scheduled for August 2018.

1. International tourist arrivals: January-April 2018

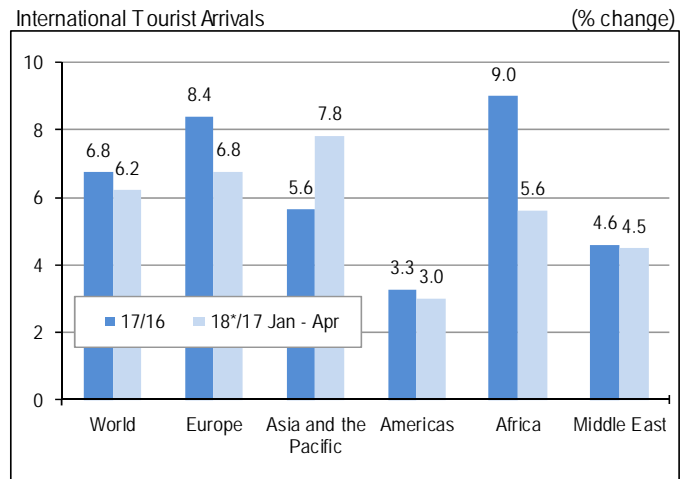
International arrivals grew 6% in the first four months of 2018

- International tourist arrivals (overnight visitors) increased 6% in January-April 2018 compared to the same period last year, according to provisional data available to date.
- This represents a continuation of the strong results of 2017 (+7%) and exceeds the rate of 4% or higher growth recorded every year since 2010.
- Growth was led by Asia and the Pacific (+8%) and Europe (+7%) in this four-month period.
- Africa (+6%) enjoyed sound results, as well as the Middle East (+4%) and the Americas (+3%).
- The January-April period represents some 28% of the yearly total arrivals and includes the winter sports season in the Northern Hemisphere, the summer season in the Southern Hemisphere, the Chinese New Year and the Easter holiday, among others.
- Growth to date exceeds UNWTO's forecast of 4% to 5% for the year 2018, as reported in the January edition of the *UNWTO World Tourism Barometer*. However, the first four months of the year are low season in many countries and therefore not necessarily indicative of the full-year trend.
- The current analysis is based on a limited selection of countries with 2018 data available. No data for 2018 has yet been reported by several key destinations, including France, the United Kingdom, the United States and China. By subregion, coverage is still particularly limited in Sub-Saharan Africa, the Middle East and Central and Eastern Europe.

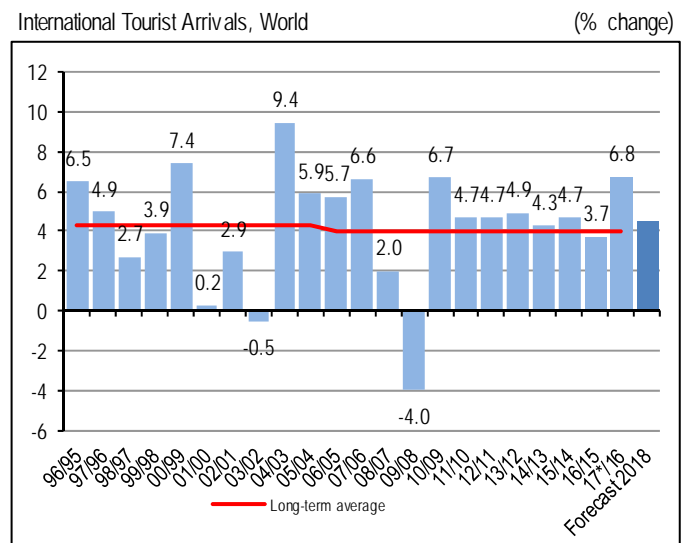
International Tourist Arrivals, monthly evolution World (million)



Source: World Tourism Organization (UNWTO) ©



Source: World Tourism Organization (UNWTO) ©



Source: World Tourism Organization (UNWTO) ©

Asia and Europe led growth at the start of 2018

- All regions enjoyed an increase in international arrivals, led by Asia and the Pacific (+8%), where South-East Asia (+10%) and South Asia (+9%) drove results.
- Europe (+7%), the world's largest tourism region, also performed strongly this four-month period, led by destinations in Southern and Mediterranean Europe and Western Europe (both +8%).
- Growth in the Americas is estimated at 3%, with the strongest results in South America (+8%). Data is still pending from the United States, the region's largest destination.
- Results in the Caribbean (-9%) reflect mixed performance across the subregion, with some destinations still recovering from the impact of last year's hurricanes.
- Africa (+6%) consolidated last year's robust results, led by Sub-Saharan Africa (+6%) while North Africa saw a 4% increase. Available data in the Middle East points to a 4% increase, with mixed results across destinations.

International Tourist Arrivals by (Sub)region

	Full year						Share	Change		Monthly/quarterly data series (percentage change over same period of the previous year)									
	2000	2005	2010	2015	2016	2017*		2017*	16/15	17*/16	2018*					2017			
	(million)							(%)	(%)	YTD	Q1	Jan	Feb	Mar	Apr	Q1	Q2	Q3	Q4
World	680	809	952	1,195	1,239	1,323	100	3.7	6.8	6.2	6.9	5.1	6.5	9.0	4.5	4.0	9.5	7.3	6.7
Advanced economies ¹	430	469	515	655	685	725	54.8	4.7	5.8	5.3	6.2	3.7	6.3	8.3	3.5	4.3	8.7	5.9	5.4
Emerging economies ¹	250	339	437	540	554	597	45.2	2.5	7.9	7.1	7.7	6.5	6.8	9.7	5.7	3.6	10.6	9.3	8.2
<i>By UNWTO regions:</i>																			
Europe	392.9	452.7	487.7	605.1	619.0	671.1	50.7	2.3	8.4	6.8	7.9	7.1	6.7	9.8	4.3	4.5	11.6	9.6	7.8
Northern Europe	44.8	54.7	56.6	69.8	73.8	77.3	5.8	5.8	4.8	1.4	2.3	1.7	2.0	3.0	-0.4	8.1	9.2	3.2	-0.7
Western Europe	139.7	141.7	154.4	181.5	181.5	194.6	14.7	0.0	7.2	7.8	8.8	7.2	7.8	11.1	5.5	2.3	12.4	6.8	9.0
Central/Eastern Eur.	69.6	95.3	98.6	122.4	126.7	133.0	10.1	3.5	4.9	6.3	7.0	7.2	6.4	7.2	5.0	4.0	6.3	5.9	8.4
Southern/Medit. Eur.	139.0	161.1	178.1	231.4	237.1	266.2	20.1	2.4	12.3	8.0	10.0	9.1	7.6	12.6	4.5	5.8	14.5	14.8	9.5
- of which EU-28	336.8	367.5	383.0	478.6	499.8	538.1	40.7	4.4	7.7	5.6	6.9	5.8	5.7	8.7	2.9	5.2	11.5	8.0	6.3
Asia and the Pacific	110.4	154.1	208.2	284.1	305.9	323.2	24.4	7.7	5.6	7.8	8.2	4.9	9.7	10.2	6.7	5.4	5.7	4.2	7.0
North-East Asia	58.4	85.9	111.5	142.1	154.3	159.5	12.1	8.6	3.4	6.3	6.1	2.3	8.1	8.0	6.9	5.6	3.0	0.5	4.5
South-East Asia	36.3	49.0	70.5	104.2	110.8	120.4	9.1	6.3	8.6	10.0	10.6	8.3	10.9	12.9	7.9	6.3	9.9	8.5	9.9
Oceania	9.6	10.9	11.5	14.3	15.7	16.6	1.3	9.7	6.0	5.2	6.4	-2.5	11.4	10.2	1.5	4.5	11.3	5.1	4.5
South Asia	6.1	8.3	14.7	23.5	25.1	26.7	2.0	7.0	6.1	8.8	10.6	8.8	11.1	12.0	2.4	1.0	1.4	7.8	11.0
Americas	128.2	133.3	150.4	193.7	200.7	207.3	15.7	3.6	3.3	3.0	3.7	1.9	2.8	6.4	1.0	2.1	7.1	2.6	2.4
North America	91.5	89.9	99.5	127.5	130.9	133.3	10.1	2.7	1.8	4.1	5.2	4.3	4.5	6.6	1.5	-0.4	4.0	1.1	2.4
Caribbean	17.1	18.8	19.5	24.1	25.2	26.1	2.0	4.7	3.4	-9.5	-8.3	-10.2	-9.3	-5.6	-13.0	3.1	13.7	5.7	-9.9
Central America	4.3	6.3	7.8	10.2	10.7	11.2	0.8	4.1	4.7	5.7	5.8	3.2	4.4	9.7	5.6	3.1	12.6	3.3	1.0
South America	15.3	18.3	23.6	31.9	33.9	36.7	2.8	6.3	8.4	7.7	7.2	3.1	6.4	15.0	9.8	7.5	13.7	7.3	10.4
Africa	26.2	34.8	50.4	53.6	57.8	63.0	4.8	7.9	9.0	5.6	5.2	6.8	2.1	6.4	6.7	5.3	11.4	9.3	7.4
North Africa	10.2	13.9	19.7	18.0	18.9	21.7	1.6	5.0	14.7	4.4	2.2	13.8	-6.1	-0.1	9.6	17.4	17.3	12.9	13.3
Subsaharan Africa	16.0	20.9	30.7	35.6	38.9	41.3	3.1	9.3	6.2	6.1	6.5	4.2	5.8	9.6	5.1	0.8	8.4	6.5	4.8
Middle East	22.4	33.7	55.4	58.1	55.6	58.2	4.4	-4.3	4.6	4.5	4.6	2.8	4.5	6.4	4.3	-2.0	10.9	0.9	10.1

Source: World Tourism Organization (UNWTO) ©

(Data as collected by UNWTO June 2018)

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

World: Inbound Tourism

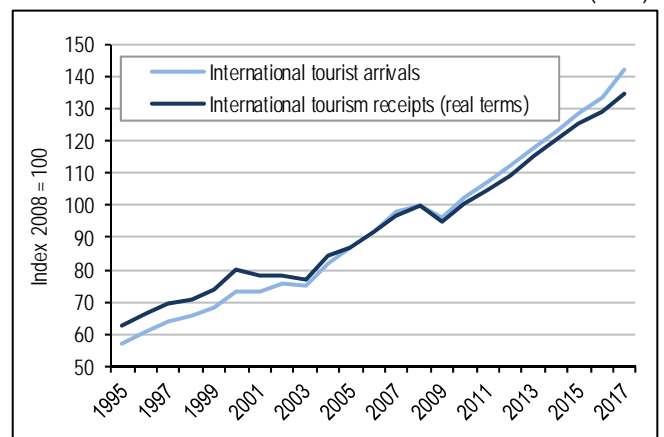
International Tourist Arrivals and Receipts



Source: World Tourism Organization (UNWTO) ©

Inbound Tourism 1995-2017

(Index)



Source: World Tourism Organization (UNWTO) ©

Pages 1-4 of this document constitute the Excerpt of the *UNWTO World Tourism Barometer*. The full document is available free of charge for UNWTO Members and subscribers from the UNWTO eLibrary at <http://mkt.unwto.org/barometer>. This release is available in English, while the Statistical Annex is provided in four languages.



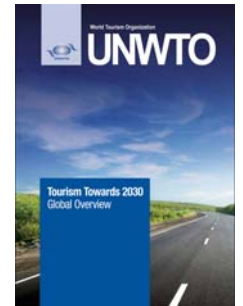
UNWTO World Tourism Barometer



EU Short-Term Tourism Trends



Compendium of Tourism Statistics
Yearbook of Tourism Statistics



Tourism Towards 2030
Global Overview



Marketing Handbooks:

- Marketing Transnational Tourism Themes and Routes
- Key Performance Indicators for Tourism Marketing Evaluation
- E-Marketing for Tourism Destinations
- Tourism Product Development
- Tourism Destination Branding



Outbound Travel Market studies:

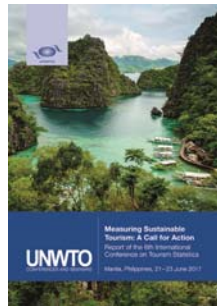
- Understanding Russian Outbound Tourism
- Understanding Brazilian Outbound Tourism
- Understanding Chinese Outbound Tourism



European Union Tourism Trends



UNWTO/GTERC Asia Tourism Trends



Measuring Sustainable Tourism:
A Call for Action



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