

World Tourism Organization



# UNWTO

## UNWTO Tourism Highlights

2016 Edition

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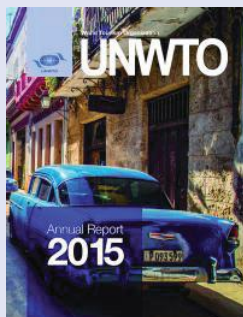
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## About UNWTO

The World Tourism Organization (UNWTO) is the United Nations specialized agency mandated with the promotion of responsible, sustainable and universally accessible tourism.

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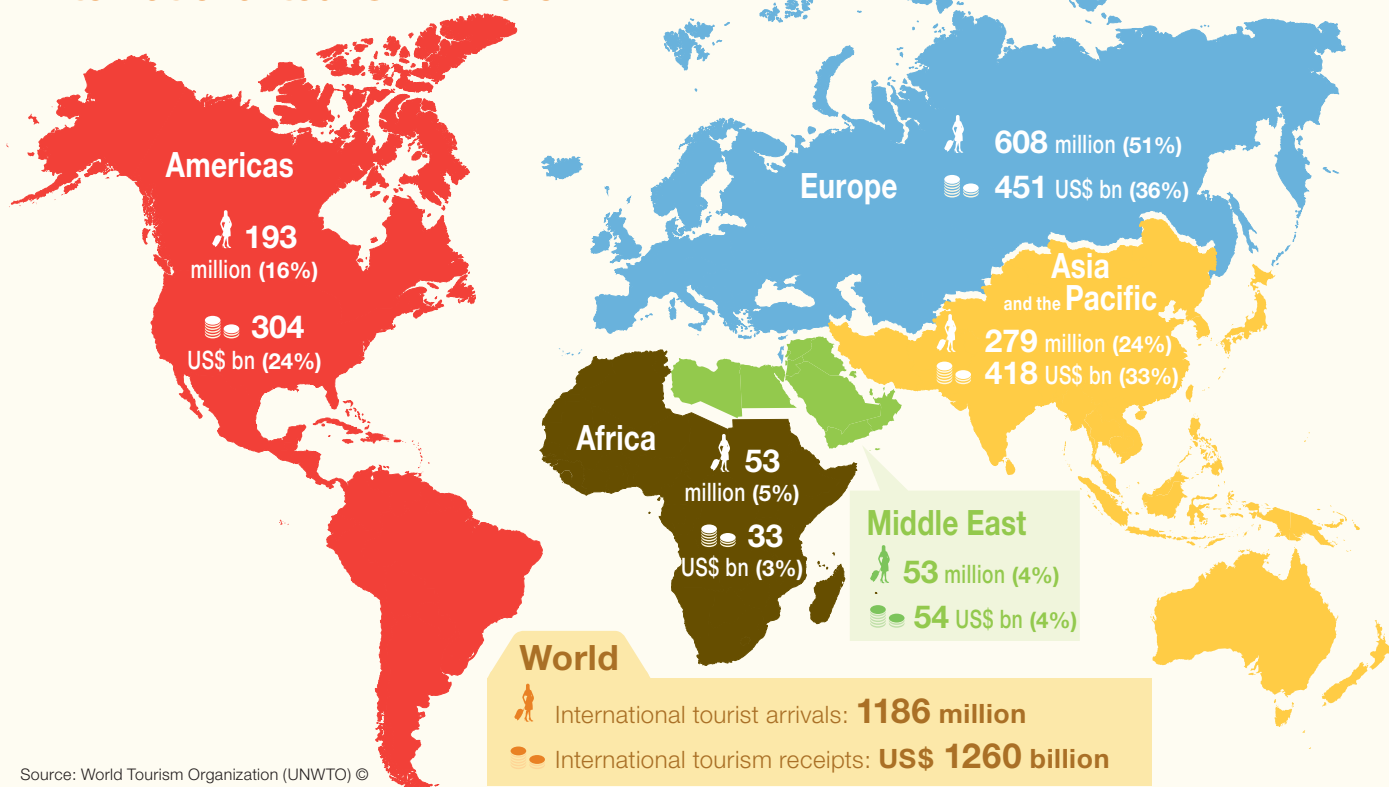


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## Tourism, key to development, prosperity and well-being

- An ever-increasing number of destinations worldwide have opened up to, and invested in tourism, turning it into a key driver of socio-economic progress through the creation of jobs and enterprises, export revenues, and infrastructure development.
- Over the past six decades, tourism has experienced continued expansion and diversification to become one of the largest and fastest-growing economic sectors in the world. Many new destinations have emerged in addition to the traditional favourites of Europe and North America.
- Tourism has boasted virtually uninterrupted growth over time, despite occasional shocks, demonstrating the sector's strength and resilience. International tourist arrivals have increased from 25 million globally in 1950 to 278 million in 1980, 674 million in 2000, and 1186 million in 2015.
- Likewise, international tourism receipts earned by destinations worldwide have surged from US\$ 2 billion in 1950 to US\$ 104 billion in 1980, US\$ 495 billion in 2000, and US\$ 1260 billion in 2015.
- Tourism is a major category of international trade in services. In addition to receipts earned in destinations, international tourism also generated US\$ 211 billion in exports through international passenger transport services rendered to non-residents in 2015, bringing the total value of tourism exports up to US\$ 1.5 trillion, or US\$ 4 billion a day on average.
- International tourism now represents 7% of the world's exports in goods and services, up from 6% in 2014, as tourism has grown faster than world trade over the past four years.
- As a worldwide export category, tourism ranks third after fuels and chemicals and ahead of food and automotive products. In many developing countries, tourism ranks as the first export sector.

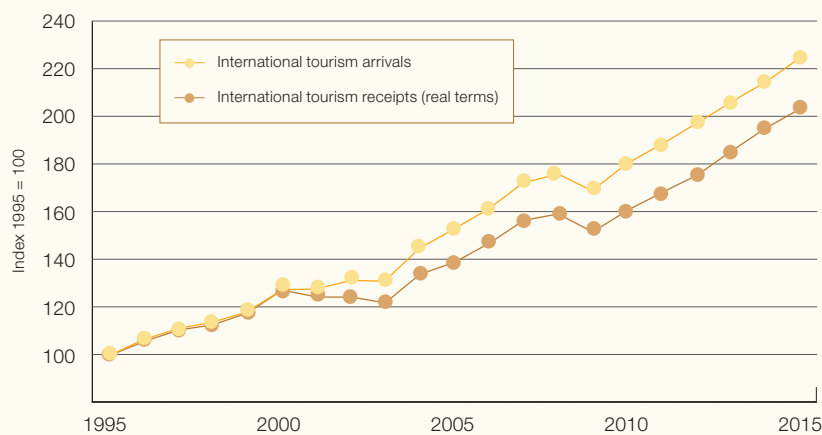
## International tourism in 2015



## International tourism in 2015 – Key trends and outlook

- The number of international tourist arrivals (overnight visitors) in 2015 increased by 4.6% to reach a total of 1186 million worldwide, an increase of 52 million over the previous year. It was the sixth consecutive year of above-average growth in international tourism following the 2009 global economic crisis.
- Tourism flows were influenced by three major factors in 2015: the unusually strong exchange rate fluctuations, the decline in the price of oil and other commodities, and increased global concern about safety and security.
- By UNWTO region, the Americas and Asia and the Pacific both recorded close to 6% growth in international tourist arrivals, with Europe, the world's most visited region, recording 5%. Arrivals in the Middle East increased by 2%, while in Africa they declined by 3%, mostly due to weak results in North Africa.
- International tourism receipts grew by 4.4% in real terms (taking into account exchange rate fluctuations and inflation) with total earnings in the destinations estimated at US\$ 1260 billion worldwide in 2015 (euro 1136 billion).

### World inbound tourism



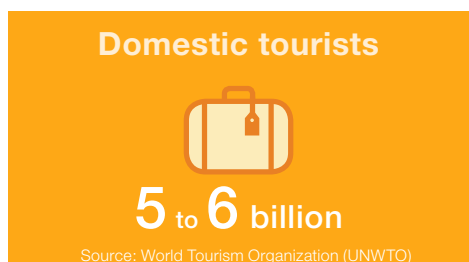
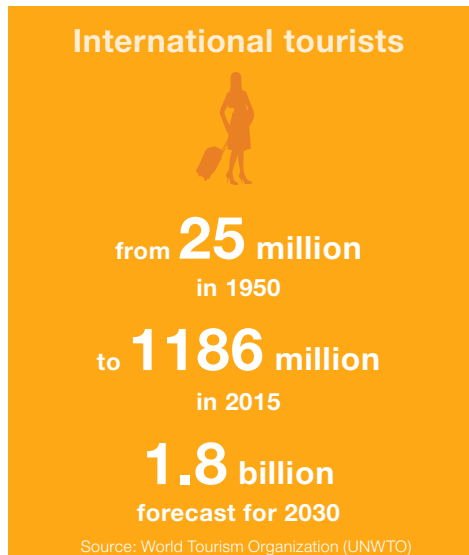
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- France, the United States, Spain and China continued to top the rankings in both international arrivals and receipts. In receipts, Thailand climbed three places to 6th position, and Hong Kong (China) climbed one place to 9th. Mexico moved up one position to come 9th in arrivals.
- China, the United States and the United Kingdom led outbound tourism in their respective regions in 2015, fuelled by strong currencies and economies.
- Forecasts prepared by UNWTO in January 2016 point to a continuation of growth in international tourist arrivals at a rate of between 3.5% and 4.5% in 2016, in line with the *Tourism Towards 2030* long-term projection of 3.8% growth a year for the period 2010 to 2020

### Long-term outlook

- International tourist arrivals worldwide are expected to increase by 3.3% a year between 2010 and 2030 to reach 1.8 billion by 2030, according to UNWTO's long-term forecast report *Tourism Towards 2030*.
- Between 2010 and 2030, arrivals in emerging destinations (+4.4% a year) are expected to increase at twice the rate of those in advanced economies (+2.2% a year).
- The market share of emerging economies increased from 30% in 1980 to 45% in 2015, and is expected to reach 57% by 2030, equivalent to over 1 billion international tourist arrivals.

## Tourism key figures



# International tourist arrivals

## Sixth consecutive year of robust growth

The number of international tourist arrivals (overnight visitors) in 2015 reached a total of 1 186 million, an increase of 52 million over the previous year. Representing an increase of close to 5%, this marks the 6th consecutive year of above-average growth following the 2009 global economic crisis, with international arrivals increasing by 4% or more every year since 2010.

Demand was robust overall, although results were more mixed than usual across destinations. Three major factors influenced tourism flows in 2015: the unusually strong exchange rate fluctuations, the decline in the price of oil and other commodities which increased disposable income in importing countries but weakened tourism demand in exporting countries, as well as increased global concern about safety and security.

By UNWTO region, the Americas and Asia and the Pacific both recorded close to 6% growth in international tourist arrivals, with Europe recording 5%. Arrivals in the Middle East increased by 2%, while in Africa comparatively limited data points to an estimated 3% decline, mostly due to the weak results in North Africa. By subregion, the best results were recorded by South-East Asia (+8%), Oceania, the Caribbean, Central America and Northern Europe (all +7%), followed by North America and South America (both +6%).

International arrivals are expected to continue to grow at a sustained rate of 3.5% to 4.5% worldwide in 2016 according

to forecasts prepared by UNWTO in January 2016, based on current trends, economic prospects and the outlook of experts. By region, Asia and the Pacific and the Americas (both +4% to +5%) are estimated to be leading that growth, followed by Europe (+3.5% to +4.5%). The projections for Africa and the Middle East (both +2% to +5%) are positive, although with a larger degree of uncertainty and volatility.

## Slightly more travel by air than surface

In 2015, slightly over half of all overnight visitors travelled to their destination by air (54%), while the remainder travelled by surface transport (46%) – whether by road (39%), rail (2%) or water (5%). The trend over time has been for air transport to grow at a somewhat faster pace than surface transport, thus the share of air transport is gradually increasing.

## Over half of visits for leisure purposes

Travel for holidays, recreation and other forms of leisure accounted for just over half of all international tourist arrivals in 2015 (53% or 632 million). Some 14% of all international tourists reported travelling for business and professional purposes, and another 27% travelled for other reasons such as visiting friends and relatives (VFR), religious reasons and pilgrimages, health treatment, etc. The purpose of visit for the remaining 6% of arrivals was not specified.

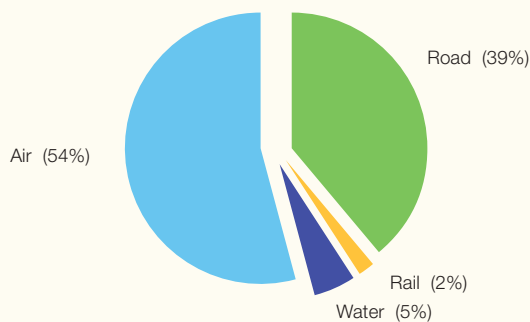
|                                 | International tourist arrivals (million) |              |              |              |              |              |              | Market share (%) | Change (%)  |            |             | Average a year (%) |
|---------------------------------|--|--------------|--------------|--------------|--------------|--------------|--------------|------------------|-------------|------------|-------------|--------------------|
|                                 | 1990                                     | 1995         | 2000         | 2005         | 2010         | 2014         | 2015*        |                  | 2015*       | 13/12      | 14/13       |                    |
| <b>World</b>                    | <b>435</b>                               | <b>527</b>   | <b>674</b>   | <b>809</b>   | <b>950</b>   | <b>1,134</b> | <b>1,186</b> | <b>100</b>       | <b>4.6</b>  | <b>4.2</b> | <b>4.6</b>  | <b>3.9</b>         |
| Advanced economies <sup>1</sup> | 299                                      | 339          | 424          | 470          | 516          | 622          | 653          | 55.0             | 4.6         | 5.7        | 5.0         | 3.3                |
| Emerging economies <sup>1</sup> | 136                                      | 188          | 250          | 339          | 434          | 512          | 533          | 45.0             | 4.6         | 2.4        | 4.1         | 4.6                |
| <b>By UNWTO regions:</b>        |  |              |              |              |              |              |              |                  |             |            |             |                    |
| <b>Europe</b>                   | <b>261.5</b>                             | <b>304.5</b> | <b>386.6</b> | <b>453.2</b> | <b>489.4</b> | <b>580.2</b> | <b>607.7</b> | <b>51.2</b>      | <b>4.8</b>  | <b>2.3</b> | <b>4.7</b>  | <b>3.0</b>         |
| Northern Europe                 | 28.7                                     | 36.4         | 44.8         | 59.9         | 62.8         | 70.8         | 75.9         | 6.4              | 2.4         | 5.3        | 7.3         | 2.4                |
| Western Europe                  | 108.6                                    | 112.2        | 139.7        | 141.7        | 154.4        | 174.4        | 180.0        | 15.2             | 2.8         | 2.1        | 3.2         | 2.4                |
| Central/Eastern Europe          | 33.9                                     | 57.9         | 69.6         | 95.3         | 98.9         | 120.2        | 126.6        | 10.7             | 7.7         | -6.2       | 5.3         | 2.9                |
| Southern/Medit. Europe          | 90.3                                     | 98.0         | 132.6        | 156.4        | 173.3        | 214.8        | 225.2        | 19.0             | 5.6         | 6.9        | 4.8         | 3.7                |
| -of which EU-28                 | 230.1                                    | 268.0        | 330.5        | 367.9        | 384.3        | 454.1        | 478.4        | 40.3             | 3.9         | 4.8        | 5.4         | 2.7                |
| <b>Asia and the Pacific</b>     | <b>55.9</b>                              | <b>82.1</b>  | <b>110.4</b> | <b>154.0</b> | <b>205.5</b> | <b>264.3</b> | <b>279.2</b> | <b>23.5</b>      | <b>6.9</b>  | <b>5.7</b> | <b>5.6</b>  | <b>6.1</b>         |
| North-East Asia                 | 26.4                                     | 41.3         | 58.3         | 85.9         | 111.5        | 136.3        | 142.1        | 12.0             | 3.4         | 7.3        | 4.3         | 5.2                |
| South-East Asia                 | 21.2                                     | 28.5         | 36.3         | 49.0         | 70.5         | 97.3         | 104.6        | 8.8              | 11.3        | 3.0        | 7.6         | 7.9                |
| Oceania                         | 5.2                                      | 8.1          | 9.6          | 10.9         | 11.4         | 13.3         | 14.2         | 1.2              | 4.6         | 6.1        | 7.4         | 2.7                |
| South Asia                      | 3.2                                      | 4.2          | 6.1          | 8.2          | 12.1         | 17.5         | 18.3         | 1.5              | 12.1        | 9.6        | 4.4         | 8.4                |
| <b>Americas</b>                 | <b>92.8</b>                              | <b>108.9</b> | <b>128.2</b> | <b>133.3</b> | <b>150.2</b> | <b>181.9</b> | <b>192.6</b> | <b>16.2</b>      | <b>3.0</b>  | <b>8.5</b> | <b>5.9</b>  | <b>3.7</b>         |
| North America                   | 71.8                                     | 80.5         | 91.5         | 89.9         | 99.5         | 120.9        | 127.6        | 10.8             | 3.6         | 9.7        | 5.5         | 3.6                |
| Caribbean                       | 11.4                                     | 14.0         | 17.1         | 18.8         | 19.5         | 22.3         | 23.9         | 2.0              | 2.7         | 5.5        | 7.4         | 2.4                |
| Central America                 | 1.9                                      | 2.6          | 4.3          | 6.3          | 7.9          | 9.6          | 10.3         | 0.9              | 2.6         | 5.6        | 7.1         | 5.0                |
| South America                   | 7.7                                      | 11.7         | 15.3         | 18.3         | 23.2         | 29.1         | 30.8         | 2.6              | 1.4         | 7.1        | 5.8         | 5.3                |
| <b>Africa</b>                   | <b>14.8</b>                              | <b>18.7</b>  | <b>26.2</b>  | <b>34.8</b>  | <b>50.4</b>  | <b>55.3</b>  | <b>53.5</b>  | <b>4.5</b>       | <b>4.4</b>  | <b>1.1</b> | <b>-3.3</b> | <b>4.4</b>         |
| North Africa                    | 8.4                                      | 7.3          | 10.2         | 13.9         | 19.7         | 20.4         | 18.0         | 1.5              | 5.8         | -1.4       | -11.7       | 2.6                |
| Subsaharan Africa               | 6.4                                      | 11.5         | 16.0         | 20.9         | 30.7         | 34.9         | 35.4         | 3.0              | 3.6         | 2.7        | 1.6         | 5.4                |
| <b>Middle East</b>              | <b>9.6</b>                               | <b>12.7</b>  | <b>22.4</b>  | <b>33.7</b>  | <b>54.7</b>  | <b>52.4</b>  | <b>53.3</b>  | <b>4.5</b>       | <b>-2.9</b> | <b>6.7</b> | <b>1.7</b>  | <b>4.7</b>         |

Source: World Tourism Organization (UNWTO) ©. Please see page 9 for symbols and abbreviations.

(Data as collected by UNWTO, July 2016)

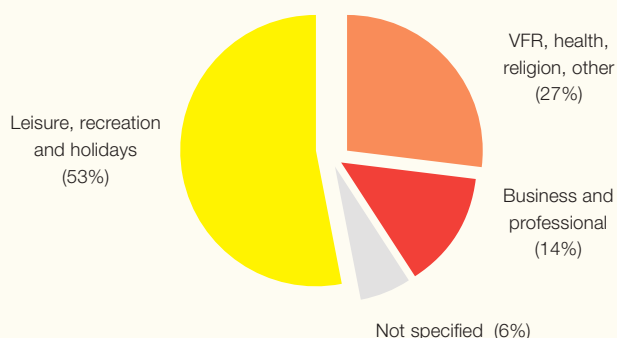
<sup>1</sup> Classification based on the International Monetary Fund (IMF); see the Statistical Annex of the IMF *World Economic Outlook* of April 2016, page 146, at [www.imf.org/external/ns/cs.aspx?id=29](http://www.imf.org/external/ns/cs.aspx?id=29).

### Inbound tourism by mode of transport, 2015\* (share)



Source: World Tourism Organization (UNWTO) ©

### Inbound tourism by purpose of visit, 2015\* (share)



Source: World Tourism Organization (UNWTO) ©

## International tourism receipts

International tourism represents 7% of worldwide exports

Expenditure by international visitors on accommodation, food and drink, entertainment, shopping and other services and goods in the destinations reached US\$ 1260 billion (euro 1136 billion) in 2015. In real terms, i.e. taking into account exchange rate fluctuations and inflation, this represents an increase of 4.4% over 2014, mirroring the growth in international arrivals.

Unusually strong exchange rate fluctuations in 2015 significantly influenced tourism receipts for individual destinations and regions expressed in US dollars. In real terms, receipts grew by 8% in the Americas, by 4% in both Asia and the Pacific and the Middle East, by 3% in Europe, and by 2% in Africa.

In macro-economic terms, expenditure by international visitors counts as exports for the destination country and as imports for the country of residence of the visitor. For many countries inbound tourism is a vital source of foreign currency earnings and an important contributor to the economy, creating much-needed employment and further opportunities for development.

In addition to receipts earned in the destinations (the travel item of the balance of payments), international tourism also generated US\$ 211 billion in exports through international passenger transport services rendered to non-residents in 2015. Adding these together, the value of tourism exports amounted to US\$ 1.5 trillion, or US\$ 4 billion a day on average.

|                                 | International tourism receipts               |             |            |            | Market share (%) | Receipts (US\$) |              |              | Receipts (euro) |              |              |             |
|---------------------------------|--|-------------|------------|------------|------------------|-----------------|--------------|--------------|-----------------|--------------|--------------|-------------|
|                                 | Local currencies, constant prices (% change) |             |            |            |                  | 2015*           | (billion)    |              | per arrival     | (billion)    |              | per arrival |
|                                 | 12/11  | 13/12       | 14/13      | 15*/14     |                  |                 | 2014         | 2015*        |                 | 2015*        | 2014         |             |
| <b>World</b>                    | <b>4.3</b>                                   | <b>5.9</b>  | <b>5.1</b> | <b>4.4</b> | <b>100</b>       | <b>1,309</b>    | <b>1,260</b> | <b>1,060</b> | <b>986</b>      | <b>1,136</b> | <b>960</b>   |             |
| Advanced economies <sup>1</sup> | 3.6  | 6.1         | 4.9        | 3.1        | 61.5             | 829             | 774          | 1,190        | 624             | 698          | 1,070        |             |
| Emerging economies <sup>1</sup> | 5.4  | 5.5         | 5.5        | 6.7        | 38.5             | 481             | 486          | 910          | 362             | 438          | 820          |             |
| <b>By UNWTO regions:</b>        |  |             |            |            |                  |                 |              |              |                 |              |              |             |
| <b>Europe</b>                   | <b>1.8</b>                                   | <b>4.1</b>  | <b>4.3</b> | <b>3.0</b> | <b>35.8</b>      | <b>513.5</b>    | <b>450.7</b> | <b>740</b>   | <b>386.6</b>    | <b>406.2</b> | <b>670</b>   |             |
| Northern Europe                 | 3.3  | 7.5         | 6.4        | 7.6        | 6.2              | 82.5            | 78.4         | 1,030        | 62.1            | 70.7         | 930          |             |
| Western Europe                  | 2.7  | 2.2         | 3.3        | 0.2        | 11.6             | 173.7           | 146.4        | 810          | 130.7           | 131.9        | 730          |             |
| Central/Eastern Europe          | 4.3  | 3.5         | -0.9       | -0.4       | 4.0              | 58.2            | 50.1         | 400          | 43.8            | 45.2         | 360          |             |
| Southern/Medit. Europe          | -0.3   | 4.8         | 6.1        | 5.0        | 14.0             | 199.2           | 175.8        | 780          | 149.9           | 158.4        | 700          |             |
| -of which EU-28                 | 1.5  | 3.8         | 4.6        | 3.4        | 29.6             | 427.3           | 373.4        | 780          | 321.6           | 336.5        | 700          |             |
| <b>Asia and the Pacific</b>     | <b>7.6</b>                                   | <b>9.3</b>  | <b>5.3</b> | <b>4.0</b> | <b>33.2</b>      | <b>420.1</b>    | <b>418.3</b> | <b>1,500</b> | <b>316.2</b>    | <b>377.0</b> | <b>1,350</b> |             |
| North-East Asia                 | 8.6  | 10.4        | 6.1        | 0.8        | 18.8             | 238.0           | 236.7        | 1,670        | 179.1           | 213.3        | 1,500        |             |
| South-East Asia                 | 10.9   | 10.6        | 2.0        | 7.8        | 8.6              | 108.1           | 108.3        | 1,030        | 81.4            | 97.6         | 930          |             |
| Oceania                         | -1.8   | 2.0         | 7.2        | 9.9        | 3.3              | 44.6            | 41.9         | 2,940        | 33.6            | 37.8         | 2,650        |             |
| South Asia                      | 4.9  | 8.7         | 8.5        | 7.1        | 2.5              | 29.4            | 31.4         | 1,720        | 22.1            | 28.3         | 1,550        |             |
| <b>Americas</b>                 | <b>4.7</b>                                   | <b>6.7</b>  | <b>6.4</b> | <b>7.8</b> | <b>24.1</b>      | <b>288.0</b>    | <b>303.7</b> | <b>1,580</b> | <b>216.8</b>    | <b>273.7</b> | <b>1,420</b> |             |
| North America                   | 5.0  | 7.4         | 6.6        | 8.2        | 18.9             | 225.0           | 238.5        | 1,870        | 169.3           | 214.9        | 1,680        |             |
| Caribbean                       | 1.2  | 3.7         | 4.8        | 5.8        | 2.2              | 26.7            | 28.1         | 1,170        | 20.1            | 25.3         | 1,060        |             |
| Central America                 | 7.8  | 7.2         | 6.2        | 7.3        | 0.9              | 10.6            | 11.5         | 1,120        | 8.0             | 10.4         | 1,010        |             |
| South America                   | 4.8  | 3.4         | 6.2        | 7.0        | 2.0              | 25.7            | 25.6         | 830          | 19.3            | 23.0         | 750          |             |
| <b>Africa</b>                   | <b>6.2</b>                                   | <b>2.4</b>  | <b>2.4</b> | <b>2.4</b> | <b>2.6</b>       | <b>36.1</b>     | <b>33.1</b>  | <b>620</b>   | <b>27.2</b>     | <b>29.8</b>  | <b>560</b>   |             |
| North Africa                    | 8.2  | -2.1        | 5.2        | -9.8       | 0.7              | 10.6            | 8.6          | 470          | 8.0             | 7.7          | 430          |             |
| Subsaharan Africa               | 5.5  | 4.2         | 1.4        | 7.5        | 1.9              | 25.5            | 24.5         | 690          | 19.2            | 22.1         | 620          |             |
| <b>Middle East</b>              | <b>1.8</b>                                   | <b>-4.6</b> | <b>7.4</b> | <b>4.3</b> | <b>4.3</b>       | <b>51.6</b>     | <b>54.4</b>  | <b>1,020</b> | <b>38.8</b>     | <b>49.0</b>  | <b>920</b>   |             |

Source: World Tourism Organization (UNWTO) ©. Please see page 9 for symbols and abbreviations.

(Data as collected by UNWTO, July 2016)

<sup>1</sup> 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](http://www.imf.org/external/ns/cs.aspx?id=29).

|  | 1990 | 1995 | 2000 | 2005 | 2007 | 2008 | 2009 | 2010 | 2011  | 2012  | 2013  | 2014  | 2015* | 13/12                    | 14/13 | 15*/14 | 13/12                     | 14/13 | 15*/14 |
|--|------|------|------|------|------|------|------|------|-------|-------|-------|-------|-------|--------------------------|-------|--------|---------------------------|-------|--------|
| <b>International tourist arrivals (overnight visitors)</b> |      |      |      |      |      |      |      |      |       |       |       |       |       | <b>Change (%)</b>        |       |        |                           |       |        |
| Million  | 435  | 527  | 674  | 809  | 911  | 928  | 892  | 950  | 994   | 1,040 | 1,088 | 1,134 | 1,186 |                          |       |        | 4.6                       | 4.2   | 4.6    |
| Index (2008=100)   |      |      |      |      |      | 100  | 96   | 102  | 107   | 112   | 117   | 122   | 128   |                          |       |        |                           |       |        |
| <b>International tourism receipts</b>                      |      |      |      |      |      |      |      |      |       |       |       |       |       | <b>Current price (%)</b> |       |        | <b>Constant price (%)</b> |       |        |
| Local currencies   |      |      |      |      |      |      |      |      |       |       |       |       |       | 8.4                      | 7.3   | 5.5    | 5.9                       | 5.1   | 4.4    |
| Index (2008=100) (constant price)                          |      |      |      |      |      | 100  | 95   | 101  | 106   | 110   | 116   | 122   | 128   |                          |       |        |                           |       |        |
| US\$ billion   | 271  | 415  | 495  | 706  | 896  | 987  | 905  | 986  | 1,104 | 1,146 | 1,241 | 1,309 | 1,260 | 8.2                      | 5.5   | -3.8   | 6.7                       | 3.9   | -3.9   |
| Euro billion   | 213  | 317  | 536  | 568  | 654  | 671  | 649  | 744  | 793   | 892   | 934   | 986   | 1,136 | 4.7                      | 5.5   | 15.2   | 3.3                       | 5.1   | 15.2   |

Source: World Tourism Organization (UNWTO) ©. Please see page 9 for symbols and abbreviations.

(Data as collected by UNWTO, July 2016)

International tourism (comprising both earnings in destinations and passenger transport) represents 30% of services exports. The share of tourism in overall exports of goods and services increased from 6% to 7% in 2015 as international tourism outgrew world merchandise trade for the fourth consecutive year. In this period merchandise trade increased by between 2% to 3% a year according to data reported by the World Trade Organization.

As a worldwide export category, tourism ranks third after fuels and chemicals, and ahead of food and automotive products. In many developing countries, tourism ranks as the first export sector. Tourism is increasingly an essential component of export diversification, both for emerging and advanced economies. In recent years tourism has shown a strong capacity to compensate for weaker export revenues in many commodity and oil exporting countries.

## World's top tourism destinations

### The United States, China, Spain and France remain on top

Two changes took place in the Top 10 ranking by international tourism receipts in 2015, and one in the Top 10 by international tourist arrivals. Following the strong rebound last year, Thailand jumped from 9th to 6th place in tourism receipts, while Hong Kong (China) moved up one position to 9th from 10th. In the ranking by arrivals, Mexico climbed one place to 9th from 10th.

When ranking the world's top international tourism destinations, it is preferable to take more than a single indicator into account. Ranked according to the two key inbound tourism indicators – international tourist arrivals and international tourism receipts –

it is interesting to note that seven destinations appear in the Top 10 of both rankings, despite showing marked differences in terms of the type of tourists they attract, average length of stay, and spending per trip and per night. In the case of international tourism receipts, changes in the ranking not only reflect relative performance, but also exchange rate fluctuations between the local currencies and the US dollar. This was particularly the case in 2015, when the US dollar appreciated considerably against the euro and many other world currencies.

The top four places in the ranking by international arrivals and the ranking by receipts are occupied by the same countries, albeit in a different order. The United States is the world's top tourism earner with US\$ 205 billion recorded in 2015, and the number two destination in international arrivals with 78 million. China is the second largest earner with US\$ 114 billion, and fourth in arrivals with 57 million. Spain comes third, both in receipts (US\$ 57 billion) and in arrivals (68 million). France is the fourth largest tourism earner with US\$ 46 billion reported in 2015, but the world's top destination in terms of arrivals with 84 million tourists in 2015.

The United Kingdom held on to 5th place in receipts and 8th in arrivals. Thailand climbed three places to reach number 6 in receipts (and also up three places in arrivals to 11th). Italy has consolidated its position in 5th place in arrivals, and moved down one place to 7th in earnings. Germany moved down one place in earnings to 8th and held on to 7th place in arrivals. Turkey remains 6th in arrivals (and 12th in receipts). Mexico climbed one place to 9th in arrivals (and moved up six places to 16th in receipts). The Russian Federation moved down one place to 10th in tourist arrivals (and down five places to come 34th in tourism receipts). Completing the Top 10 in international tourism receipts are the two Chinese Special Administrative Regions (SARs), Hong Kong (up one place to 9th) and Macao (10th).

| International tourist arrivals |                    |           |       |            |        |      |
|--------------------------------|--------------------|-----------|-------|------------|--------|------|
| Rank                           | Series             | (million) |       | Change (%) |        |      |
|                                |                    | 2014      | 2015* | 14/13      | 15*/14 |      |
| 1                              | France             | TF        | 83.7  | 84.5       | 0.1    | 0.9  |
| 2                              | United States      | TF        | 75.0  | 77.5       | 7.2    | 3.3  |
| 3                              | Spain              | TF        | 64.9  | 68.2       | 7.0    | 5.0  |
| 4                              | China              | TF        | 55.6  | 56.9       | -0.1   | 2.3  |
| 5                              | Italy              | TF        | 48.6  | 50.7       | 1.8    | 4.4  |
| 6                              | Turkey             | TF        | 39.8  | 39.5       | 5.3    | -0.8 |
| 7                              | Germany            | TCE       | 33.0  | 35.0       | 4.6    | 6.0  |
| 8                              | United Kingdom     | TF        | 32.6  | 34.4       | 5.0    | 5.6  |
| 9                              | Mexico             | TF        | 29.3  | 32.1       | 21.5   | 9.4  |
| 10                             | Russian Federation | TF        | 29.8  | 31.3       | 5.3    | 5.0  |

| International tourism receipts <sup>1</sup> |                   |           |            |            |            |                  |       |
|---|-------------------|-----------|------------|------------|------------|------------------|-------|
| Rank  | Series            | US\$      |            |            |            | Local currencies |       |
|   |                   | (billion) | Change (%) | Change (%) | Change (%) |                  |       |
| 2014  | 2015*             | 14/13     | 15*/14     | 14/13      | 15*/14     |                  |       |
| 1   | United States     | 191.3     | 204.5      | 7.8        | 6.9        | 7.8              | 6.9   |
| 2   | China             | 105.4     | 114.1      | n/a        | 8.3        | n/a              | 9.8   |
| 3   | Spain             | 65.1      | 56.5       | 3.9        | -13.2      | 3.9              | 4.0   |
| 4   | France            | 58.1      | 45.9       | 2.8        | -21.0      | 2.8              | -5.4  |
| 5   | United Kingdom    | 46.5      | 45.5       | 11.8       | -2.3       | 6.2              | 5.2   |
| 6   | Thailand          | 38.4      | 44.6       | -8.0       | 16.0       | -2.7             | 22.0  |
| 7   | Italy             | 45.5      | 39.4       | 3.6        | -13.3      | 3.6              | 3.8   |
| 8   | Germany           | 43.3      | 36.9       | 4.9        | -14.9      | 4.9              | 1.9   |
| 9   | Hong Kong (China) | 38.4      | 36.2       | -1.4       | -5.8       | -1.5             | -5.8  |
| 10  | Macao (China)     | 42.6      | 31.3       | -1.1       | -26.4      | -1.1             | -26.5 |

Source: World Tourism Organization (UNWTO) ©. Please see page 9 for symbols and abbreviations.

(Data as collected by UNWTO, July 2016)

1 Note that China, the United States and the United Kingdom substantially revised their international tourism receipts series upwards for 2015 and retrospectively for some previous years, due to changes in methodology.



## Regional results

### Europe – Strong growth for mature region

International tourist arrivals in Europe grew by 5% in 2015 to reach a total of 608 million, just over half the world's total (51%). Europe was the fastest growing region in absolute terms, with 27 million more tourists than in 2014. This is a remarkable result considering the maturity and size of many European destinations. International tourism receipts grew by 3% in real terms to US\$ 451 billion (euro 406 billion), representing 36% of worldwide receipts. A weaker euro in 2015 has boosted the region's appeal to non-euro markets, and the recovery of many European economies has fuelled intra-regional tourism.

Northern Europe recorded a 7% growth in international arrivals in 2015, with most destinations turning in robust results. Arrivals to Iceland increased by 29%, while Ireland and Sweden also boasted double-digit growth. The subregion's largest destination, the United Kingdom, recorded a 6% increase in arrivals, despite the stronger pound, making the UK more expensive for euro area source markets.

Central and Eastern Europe (+5%) returned to growth in 2015 after a decline in 2014. Tajikistan (+94%) virtually doubled its international arrivals in 2015, albeit from a low base. Hungary (+18%), Romania, Slovakia (both +17%) and Latvia (+10%) all recorded double-digit growth too. The Russian Federation, the subregion's largest destination, reported a 5% increase in visitors, boosted by the cheaper rouble. The Czech Republic and Poland both also grew by 5%.

International arrivals in Southern and Mediterranean Europe grew by 5% in 2015. Spain, the subregion's top destination and Europe's second largest, posted 5% growth, receiving a record 68 million international arrivals. Other established destinations, Andorra (+13%), Slovenia (+12%), Portugal (+10%), Croatia, Cyprus (both +9%), Greece (+7%) and Malta (+6%) also reported strong results. Italy received 4% more arrivals after hosting the 2015 Expo in Milan. Emerging destinations Albania, Bosnia & Herzegovina, FYR Macedonia, Montenegro and Serbia all reported double-digit increases.

Growth was more moderate in Western Europe (+3%). In France (+1%), the world's top tourism destination, and Belgium (+2%), the terrorist attacks in Paris and the ensuing 'lockdown' in Brussels had a negative impact on full-year results. By contrast, the Netherlands (+8%), Germany and Austria (both +6%) reported solid increases. In Switzerland arrivals grew by 2%.

### Asia and the Pacific Uneven results across destinations

Asia and the Pacific welcomed 279 million international tourist arrivals in 2015, 15 million more than in 2014, corresponding to a 6% growth. The region earned US\$ 418 billion in international tourism receipts, an increase of 4% in real terms. Asia and the Pacific accounts for 24% of the world's arrivals and 33% of receipts. By subregion, South-East Asia (+8% in arrivals) and Oceania (+7%) recorded the strongest growth.

South-East Asia's top destination, Thailand (+20%) rebounded strongly in 2015, welcoming 5 million more international tourists. Myanmar (+52%) also saw a surge in arrivals last year, although from a lower base. Laos (+12%), the Philippines (+11%) and Indonesia (+10%) also enjoyed double-digit growth.

Cambodia received 6% more arrivals, while Singapore (+2%) and Vietnam (+1%) reported more moderate results.

Oceania enjoyed a solid 7% increase in arrivals in 2015, boosted by the subregion's top destinations New Zealand (+10%) and Australia (+8%). Among Pacific island destinations, Palau (+15%), Samoa (+11%), Fiji (+9%), New Caledonia (+6%), Guam (+5%) and the Northern Mariana Islands (+4%) all turned in good results.

Results were more uneven in North-East Asia (+4%) with strong growth in a few destinations and declines in others. Japan reported an exceptional 47% increase, receiving 6 million more international arrivals to hit the 20 million mark. Taiwan (pr. of China) recorded 5% more arrivals in 2015, while Asia's top destination, China, reported a 2% increase. By contrast, the Chinese Special Administrative Regions (SARs), Hong Kong and Macao, both reported declines, mostly due to their strong currencies, while the Republic of Korea struggled with the impact of the MERS outbreak.

International arrivals in South Asia increased by 4%, driven by the subregion's top destination India (+5%). Sri Lanka enjoyed an increase of 18% in its sixth straight year of double-digit growth, while the Maldives reported a more modest 2% growth. Arrivals in Nepal declined last year following the earthquake in April.

### The Americas – Continued growth in 2015

Following the strong results recorded in 2014, international tourist arrivals in the Americas grew by 11 million (+6%) in 2015 to reach 193 million (16% of arrivals worldwide). International tourism receipts increased by 8% in real terms to US\$ 304 billion (24% of receipts worldwide). Many destinations benefited from the appreciation of the US dollar, driving tourism demand from the United States, with the Caribbean and Central America (both +7%) leading growth.

North America, which accounts for two-thirds of the Americas' total, received 6% more international arrivals. Mexico and Canada (both +9%) enjoyed robust growth driven by US demand. Growth was more modest in the United States itself (+3%) due to the stronger dollar, making the destination more expensive to virtually all of its source markets.

In the Caribbean (+7%), growth was driven by Cuba (+18%), Aruba (+14%), Barbados (+14%), Haiti (+11%), the Dominican Republic and Puerto Rico (both +9%). Results for the Bahamas (+3%) and Jamaica (+2%) were, however, weaker.

In Central America, international arrivals were up by 7% to exceed 10 million for the first time. Panama led this growth with a 21% increase in arrivals. Belize welcomed 6% more arrivals, Costa Rica and Honduras both 5%, El Salvador and Nicaragua both 4%, and Guatemala 1%.

International arrivals in South America increased by 6% in 2015, but with rather mixed results across destinations. Paraguay almost doubled its arrivals, although from a lower base, and Chile (+22%) and Colombia (+16%) also enjoyed double-digit growth. Peru and Uruguay welcomed 7% and 3% more arrivals respectively, while Argentina and Brazil both reported slight declines.

| Destinations                  | Series | International tourist arrivals |                |                |                |            |             |            |             | International tourism receipts |                |                |                |             |
|-------------------------------|--------|--------------------------------|----------------|----------------|----------------|------------|-------------|------------|-------------|--------------------------------|----------------|----------------|----------------|-------------|
|                               |        | (1000)                         |                |                |                | Change (%) |             |            | Share (%)   | (US\$ million)                 |                |                |                | Share (%)   |
|                               |        | 2010                           | 2013           | 2014           | 2015*          | 13/12      | 14/13       | 15*/14     | 2015*       | 2010                           | 2013           | 2014           | 2015*          | 2015*       |
| <b>Europe</b>                 |        | <b>489,359</b>                 | <b>567,109</b> | <b>580,238</b> | <b>607,727</b> | <b>4.8</b> | <b>2.3</b>  | <b>4.7</b> | <b>100</b>  | <b>412,183</b>                 | <b>492,764</b> | <b>513,535</b> | <b>450,731</b> | <b>100</b>  |
| <b>Northern Europe</b>        |        | <b>62,845</b>                  | <b>67,243</b>  | <b>70,799</b>  | <b>75,948</b>  | <b>2.4</b> | <b>5.3</b>  | <b>7.3</b> | <b>12.5</b> | <b>59,853</b>                  | <b>75,440</b>  | <b>82,478</b>  | <b>78,395</b>  | <b>15.3</b> |
| Denmark                       | TF     | 8,744                          | 8,557          | 10,267         | ..             | 1.4        | 20.0        | ..         | ..          | 5,853                          | 7,028          | 7,632          | 6,623          | 1.4         |
| Finland                       | TCE    | 2,319                          | 2,797          | 2,731          | 2,622          | 0.7        | -2.3        | -4.0       | 0.4         | 3,051                          | 4,050          | 3,594          | 2,750          | 0.6         |
| Iceland                       | TF     | 489                            | 807            | 998            | 1,289          | 20.0       | 23.6        | 29.2       | 0.2         | 561                            | 1,077          | 1,362          | 1,579          | 0.4         |
| Ireland                       | TF     | 7,134                          | 8,260          | 8,813          | ..             | 9.4        | 6.7         | ..         | ..          | 4,118                          | 4,476          | 4,857          | 4,793          | 1.1         |
| Norway                        | TF/TCE | 4,767                          | 4,778          | 4,855          | ..             | 5.3        | 1.6         | ..         | ..          | 4,707                          | 5,642          | 5,639          | 4,952          | 1.1         |
| Sweden                        | TCE/TF | 4,951                          | 10,980         | 10,522         | ..             | -11.3      | -4.2        | ..         | ..          | 8,671                          | 11,544         | 12,856         | 12,235         | 2.7         |
| United Kingdom                | TF     | 28,296                         | 31,064         | 32,613         | 34,436         | 6.1        | 5.0         | 5.6        | 5.7         | 32,892                         | 41,624         | 46,539         | 45,464         | 10.1        |
| <b>Western Europe</b>         |        | <b>154,362</b>                 | <b>170,757</b> | <b>174,398</b> | <b>179,964</b> | <b>2.8</b> | <b>2.1</b>  | <b>3.2</b> | <b>29.6</b> | <b>142,318</b>                 | <b>166,818</b> | <b>173,672</b> | <b>146,397</b> | <b>32.5</b> |
| Austria                       | TCE    | 22,004                         | 24,813         | 25,291         | 26,719         | 2.7        | 1.9         | 5.6        | 4.4         | 18,596                         | 20,236         | 20,824         | 18,303         | 4.1         |
| Belgium                       | TCE    | 7,186                          | 7,684          | 7,887          | 8,033          | 1.6        | 2.6         | 1.8        | 1.3         | 11,425                         | 13,274         | 13,921         | 11,736         | 2.6         |
| France                        | TF     | 77,648                         | 83,634         | 83,701         | 84,452         | 2.0        | 0.1         | 0.9        | 13.9        | 47,013                         | 56,562         | 58,150         | 45,920         | 10.2        |
| Germany                       | TCE    | 26,875                         | 31,545         | 33,005         | 34,972         | 3.7        | 4.6         | 6.0        | 5.8         | 34,679                         | 41,279         | 43,321         | 36,867         | 8.2         |
| Liechtenstein                 | TCE    | 64                             | 60             | 61             | 57             | -4.4       | 2.7         | -7.5       | 0.0         | ..                             | ..             | ..             | ..             | ..          |
| Luxembourg                    | TCE    | 793                            | 945            | 1,038          | 1,090          | -0.6       | 9.9         | 4.9        | 0.2         | 4,149                          | 4,950          | 5,314          | 4,161          | 0.9         |
| Monaco                        | THS    | 279                            | 328            | 329            | 331            | 12.3       | 0.3         | 0.6        | 0.1         | ..                             | ..             | ..             | ..             | ..          |
| Netherlands                   | TCE    | 10,883                         | 12,782         | 13,926         | 15,007         | 4.7        | 9.0         | 7.8        | 2.5         | 11,732                         | 13,737         | 14,704         | 13,211         | 2.9         |
| Switzerland                   | THS    | 8,628                          | 8,967          | 9,158          | 9,305          | 4.7        | 2.1         | 1.6        | 1.5         | 14,724                         | 16,779         | 17,439         | 16,198         | 3.6         |
| <b>Central/Eastern Europe</b> |        | <b>98,895</b>                  | <b>128,127</b> | <b>120,193</b> | <b>126,610</b> | <b>7.7</b> | <b>-6.2</b> | <b>5.3</b> | <b>20.8</b> | <b>48,314</b>                  | <b>60,973</b>  | <b>58,214</b>  | <b>50,146</b>  | <b>11.1</b> |
| Armenia                       | TF     | 687                            | 1,082          | 1,204          | 1,192          | 12.4       | 11.3        | -1.0       | 0.2         | 646                            | 880            | 966            | 936            | 0.2         |
| Azerbaijan                    | TF     | 1,280                          | 2,130          | 2,160          | 1,922          | 7.2        | 1.4         | -11.0      | 0.3         | 657                            | 2,365          | 2,432          | 2,309          | 0.5         |
| Belarus                       | TCE    | 677                            | 966            | 973            | ..             | 1.2        | 0.7         | ..         | ..          | 440                            | 791            | 868            | 734            | 0.2         |
| Bulgaria                      | TF     | 6,047                          | 6,897          | 7,311          | ..             | 5.5        | 6.0         | ..         | ..          | 3,407                          | 3,837          | 3,908          | 3,146          | 0.7         |
| Czech Republic                | TF     | 8,629                          | 10,300         | 10,617         | 11,148         | 1.7        | 3.1         | 5.0        | 1.8         | 7,172                          | 7,042          | 6,822          | 6,048          | 1.3         |
| Estonia                       | TF     | 2,372                          | 2,873          | 2,917          | 2,763          | 4.7        | 1.5         | -5.3       | 0.5         | 1,073                          | 1,629          | 1,814          | 1,500          | 0.3         |
| Georgia                       | TF     | 1,067                          | 2,065          | 2,229          | 2,279          | 15.4       | 7.9         | 2.2        | 0.4         | 659                            | 1,720          | 1,787          | 1,936          | 0.4         |
| Hungary                       | TF     | 9,510                          | 10,624         | 12,140         | 14,316         | 2.6        | 14.3        | 17.9       | 2.4         | 5,628                          | 5,366          | 5,872          | 5,344          | 1.2         |
| Kazakhstan                    | TF     | 2,991                          | 4,926          | 4,560          | ..             | 11.0       | -7.4        | ..         | ..          | 1,005                          | 1,522          | 1,467          | 1,625          | 0.4         |
| Kyrgyzstan                    | VF     | 855                            | 3,076          | 2,849          | ..             | 27.8       | -7.4        | ..         | ..          | 160                            | 530            | 423            | 426            | 0.1         |
| Latvia                        | TF     | 1,373                          | 1,536          | 1,843          | 2,024          | 7.0        | 20.0        | 9.8        | 0.3         | 642                            | 864            | 956            | 895            | 0.2         |
| Lithuania                     | TF     | 1,507                          | 2,012          | 2,063          | 2,071          | 5.9        | 2.5         | 0.4        | 0.3         | 967                            | 1,375          | 1,384          | 1,147          | 0.3         |
| Poland                        | TF     | 12,470                         | 15,800         | 16,000         | 16,728         | 6.5        | 1.3         | 4.6        | 2.8         | 9,576                          | 11,344         | 11,234         | 9,728          | 2.2         |
| Rep. Moldova                  | TCE    | 64                             | 96             | 94             | 94             | 7.5        | -1.8        | 0.5        | 0.0         | 163                            | 226            | 229            | 210            | 0.0         |
| Romania                       | TCE    | 1,343                          | 1,715          | 1,912          | 2,235          | 3.7        | 11.5        | 16.9       | 0.4         | 1,140                          | 1,590          | 1,832          | 1,704          | 0.4         |
| Russian Federation            | TF     | 20,262                         | 28,356         | 29,848         | 31,346         | 10.2       | 5.3         | 5.0        | 5.2         | 8,831                          | 11,988         | 11,759         | 8,465          | 1.9         |
| Slovakia                      | TF     | 5,415                          | 6,816          | ..             | ..             | 9.3        | ..          | ..         | ..          | 2,233                          | 2,556          | 2,578          | 2,363          | 0.5         |
| Tajikistan                    | VF     | 160                            | 208            | 213            | 414            | -14.8      | 2.5         | 94.0       | 0.1         | 4                              | 3              | 1              | 1              | 0.0         |
| Turkmenistan                  | TF     | ..                             | ..             | ..             | ..             | ..         | ..          | ..         | ..          | ..                             | ..             | ..             | ..             | ..          |
| Ukraine                       | TF     | 21,203                         | 24,671         | 12,712         | 12,428         | 7.2        | -48.5       | -2.2       | 2.0         | 3,788                          | 5,083          | 1,612          | 1,082          | 0.2         |
| Uzbekistan                    | TF     | 975                            | 1,969          | ..             | ..             | ..         | ..          | ..         | ..          | 121                            | ..             | ..             | ..             | ..          |
| <b>Southern/Medit. Europe</b> |        | <b>173,258</b>                 | <b>200,981</b> | <b>214,849</b> | <b>225,205</b> | <b>5.6</b> | <b>6.9</b>  | <b>4.8</b> | <b>37.1</b> | <b>161,699</b>                 | <b>189,534</b> | <b>199,170</b> | <b>175,793</b> | <b>39.0</b> |
| Albania                       | TF     | 2,191                          | 2,857          | 3,341          | 3,784          | -9.5       | 16.9        | 13.3       | 0.6         | 1,613                          | 1,473          | 1,705          | 1,500          | 0.3         |
| Andorra                       | TF     | 1,808                          | 2,328          | 2,363          | 2,670          | 4.0        | 1.5         | 13.0       | 0.4         | ..                             | ..             | ..             | ..             | ..          |
| Bosnia & Herzg.               | TCE    | 365                            | 529            | 536            | 678            | 20.5       | 1.5         | 26.5       | 0.1         | 594                            | 686            | 707            | 656            | 0.1         |
| Croatia                       | TCE    | 9,111                          | 10,948         | 11,623         | 12,683         | 5.6        | 6.2         | 9.1        | 2.1         | 8,075                          | 9,524          | 9,865          | 8,833          | 2.0         |
| Cyprus                        | TF     | 2,173                          | 2,405          | 2,441          | 2,659          | -2.4       | 1.5         | 8.9        | 0.4         | 2,129                          | 2,893          | 2,846          | 2,479          | 0.5         |
| FYR Macedonia                 | TCE    | 262                            | 400            | 425            | 486            | 13.8       | 6.4         | 14.2       | 0.1         | 197                            | 267            | 295            | 267            | 0.1         |
| Greece                        | TF     | 15,007                         | 17,920         | 22,033         | 23,599         | 15.5       | 23.0        | 7.1        | 3.9         | 12,742                         | 16,140         | 17,793         | 15,673         | 3.5         |
| Israel                        | TF     | 2,803                          | 2,962          | 2,927          | 2,800          | 2.6        | -1.2        | -4.3       | 0.5         | 5,098                          | 5,666          | 5,695          | 5,365          | 1.2         |
| Italy                         | TF     | 43,626                         | 47,704         | 48,576         | 50,732         | 2.9        | 1.8         | 4.4        | 8.3         | 38,786                         | 43,912         | 45,488         | 39,449         | 8.8         |
| Malta                         | TF     | 1,339                          | 1,582          | 1,690          | 1,791          | 9.6        | 6.8         | 6.0        | 0.3         | 1,079                          | 1,404          | 1,522          | 1,368          | 0.3         |
| Montenegro                    | TCE    | 1,088                          | 1,324          | 1,350          | 1,560          | 4.8        | 2.0         | 15.5       | 0.3         | 732                            | 884            | 906            | 902            | 0.2         |
| Portugal                      | TCE    | 6,832                          | 8,301          | 9,277          | 10,176         | 8.0        | 11.8        | 9.7        | 1.7         | 10,077                         | 12,284         | 13,808         | 12,606         | 2.8         |
| San Marino                    | THS    | 60                             | 71             | 75             | 54             | 1.5        | 6.3         | -27.7      | 0.0         | ..                             | ..             | ..             | ..             | ..          |
| Serbia                        | TCE    | 683                            | 922            | 1,029          | 1,132          | 13.8       | 11.6        | 10.1       | 0.2         | 798                            | 1,053          | 1,139          | 1,048          | 0.2         |
| Slovenia                      | TCE    | 1,869                          | 2,259          | 2,411          | 2,707          | 4.8        | 6.7         | 12.3       | 0.4         | 2,552                          | 2,713          | 2,737          | 2,504          | 0.6         |
| Spain                         | TF     | 52,677                         | 60,675         | 64,939         | 68,215         | 5.6        | 7.0         | 5.0        | 11.2        | 54,641                         | 62,637         | 65,111         | 56,526         | 12.5        |
| Turkey                        | TF     | 31,364                         | 37,795         | 39,811         | 39,478         | 5.9        | 5.3         | -0.8       | 6.5         | 22,585                         | 27,997         | 29,552         | 26,616         | 5.9         |

Source: World Tourism Organization (UNWTO) ©. Please see page 9 for symbols and abbreviations.

(Data as collected by UNWTO, July 2016)



| Destinations                | Series | International tourist arrivals |                |                |                |             |            |            |             | International tourism receipts |                |                |                |             |
|-----------------------------|--------|--------------------------------|----------------|----------------|----------------|-------------|------------|------------|-------------|--------------------------------|----------------|----------------|----------------|-------------|
|                             |        | (1000)                         |                |                |                | Change (%)  |            |            | Share (%)   | (US\$ million)                 |                |                |                | Share (%)   |
|                             |        | 2010                           | 2013           | 2014           | 2015*          | 13/12       | 14/13      | 15*/14     | 2015*       | 2010                           | 2013           | 2014           | 2015*          | 2015*       |
| <b>Asia and the Pacific</b> |        | <b>205,505</b>                 | <b>249,925</b> | <b>264,293</b> | <b>279,214</b> | <b>6.9</b>  | <b>5.7</b> | <b>5.6</b> | <b>100</b>  | <b>275,681</b>                 | <b>396,614</b> | <b>420,067</b> | <b>418,270</b> | <b>100</b>  |
| <b>North-East Asia</b>      |        | <b>111,508</b>                 | <b>126,989</b> | <b>136,276</b> | <b>142,075</b> | <b>3.4</b>  | <b>7.3</b> | <b>4.3</b> | <b>50.9</b> | <b>148,338</b>                 | <b>219,375</b> | <b>237,965</b> | <b>236,669</b> | <b>56.6</b> |
| China                       | TF     | 55,665                         | 55,686         | 55,622         | 56,886         | -3.5        | -0.1       | 2.3        | 20.4        | 45,814                         | 51,664         | 105,380        | 114,109        | 27.3        |
| Hong Kong (China)           | TF     | 20,085                         | 25,661         | 27,770         | 26,686         | 8.0         | 8.2        | -3.9       | 9.6         | 22,200                         | 38,934         | 38,376         | 36,150         | 8.6         |
| Japan                       | VF     | 8,611                          | 10,364         | 13,413         | 19,737         | 24.0        | 29.4       | 47.1       | 7.1         | 13,199                         | 15,131         | 18,853         | 24,983         | 6.0         |
| Korea (DPRK)                |        | ..                             | ..             | ..             | ..             | ..          | ..         | ..         | ..          | ..                             | ..             | ..             | ..             | ..          |
| Korea (ROK)                 | VF     | 8,798                          | 12,176         | 14,202         | 13,232         | 9.3         | 16.6       | -6.8       | 4.7         | 10,328                         | 14,629         | 17,836         | 15,285         | 3.7         |
| Macao (China)               | TF     | 11,926                         | 14,268         | 14,566         | 14,308         | 5.1         | 2.1        | -1.8       | 5.1         | 22,151                         | 43,023         | 42,552         | 31,303         | 7.5         |
| Mongolia                    | TF     | 456                            | 418            | 393            | 386            | -12.2       | -6.0       | -1.7       | 0.1         | 244                            | 189            | 173            | 250            | 0.1         |
| Taiwan (pr. of China)       | VF     | 5,567                          | 8,016          | 9,910          | 10,440         | 9.6         | 23.6       | 5.3        | 3.7         | 8,721                          | 12,323         | 14,614         | 14,406         | 3.4         |
| <b>South-East Asia</b>      |        | <b>70,473</b>                  | <b>94,475</b>  | <b>97,263</b>  | <b>104,629</b> | <b>11.3</b> | <b>3.0</b> | <b>7.6</b> | <b>37.5</b> | <b>68,546</b>                  | <b>107,883</b> | <b>108,094</b> | <b>108,263</b> | <b>25.9</b> |
| Brunei                      | TF     | 214                            | 225            | 201            | 218            | 7.6         | -10.6      | 8.5        | 0.1         | ..                             | 96             | 79             | ..             | ..          |
| Cambodia                    | TF     | 2,508                          | 4,210          | 4,503          | 4,775          | 17.5        | 7.0        | 6.1        | 1.7         | 1,519                          | 2,659          | 2,953          | 3,130          | 0.7         |
| Indonesia                   | TF     | 7,003                          | 8,802          | 9,435          | 10,408         | 9.4         | 7.2        | 10.3       | 3.7         | 6,958                          | 9,119          | 10,261         | 10,761         | 2.6         |
| Laos                        | TF     | 1,670                          | 2,700          | 3,164          | 3,543          | 17.9        | 17.2       | 12.0       | 1.3         | 382                            | 596            | 642            | 679            | 0.2         |
| Malaysia                    | TF     | 24,577                         | 25,715         | 27,437         | 25,721         | 2.7         | 6.7        | -6.3       | 9.2         | 18,115                         | 21,496         | 22,595         | 17,597         | 4.2         |
| Myanmar                     | TF     | 792                            | 2,044          | 3,081          | 4,681          | 93.0        | 50.7       | 51.9       | 1.7         | 72                             | 959            | 1,612          | 2,092          | 0.5         |
| Philippines                 | TF     | 3,520                          | 4,681          | 4,833          | 5,361          | 9.6         | 3.2        | 10.9       | 1.9         | 2,645                          | 4,690          | 5,030          | 5,276          | 1.3         |
| Singapore                   | TF     | 9,161                          | 11,898         | 11,864         | 12,052         | 7.2         | -0.3       | 1.6        | 4.3         | 14,177                         | 19,209         | 19,134         | 16,743         | 4.0         |
| Thailand                    | TF     | 15,936                         | 26,547         | 24,810         | 29,881         | 18.8        | -6.5       | 20.4       | 10.7        | 20,104                         | 41,780         | 38,423         | 44,553         | 10.7        |
| Timor-Leste                 | TF     | 40                             | 79             | 60             | ..             | 36.2        | -24.3      | ..         | ..          | 31                             | 29             | 35             | 51             | 0.0         |
| Vietnam                     | VF     | 5,050                          | 7,572          | 7,874          | 7,944          | 10.6        | 4.0        | 0.9        | 2.8         | 4,450                          | 7,250          | 7,330          | 7,301          | 1.7         |
| <b>Oceania</b>              |        | <b>11,387</b>                  | <b>12,495</b>  | <b>13,259</b>  | <b>14,242</b>  | <b>4.6</b>  | <b>6.1</b> | <b>7.4</b> | <b>5.1</b>  | <b>38,725</b>                  | <b>42,764</b>  | <b>44,617</b>  | <b>41,916</b>  | <b>10.0</b> |
| American Samoa              | TF     | 23                             | 21             | 22             | ..             | -8.0        | 3.8        | ..         | ..          | ..                             | ..             | ..             | ..             | ..          |
| Australia                   | VF     | 5,790                          | 6,382          | 6,884          | 7,444          | 5.8         | 7.9        | 8.1        | 2.7         | 28,598                         | 31,261         | 31,935         | 29,413         | 7.0         |
| Cook Islands                | TF     | 104                            | 121            | 121            | 125            | -1.2        | 0.6        | 3.0        | 0.0         | 111                            | 168            | 175            | ..             | ..          |
| Fiji                        | TF     | 632                            | 658            | 693            | 755            | -0.4        | 5.3        | 9.0        | 0.3         | 634                            | 716            | 744            | 744            | 0.2         |
| French Polynesia            | TF     | 154                            | 164            | 181            | 184            | -2.7        | 9.9        | 1.8        | 0.1         | 406                            | 458            | 510            | ..             | ..          |
| Guam                        | TF     | 1,197                          | 1,334          | 1,343          | 1,409          | 2.0         | 0.6        | 4.9        | 0.5         | ..                             | ..             | ..             | ..             | ..          |
| Kiribati                    | TF     | 5                              | 6              | ..             | ..             | 19.6        | ..         | ..         | ..          | 4                              | 3              | 3              | ..             | ..          |
| Marshall Islands            | TF     | 5                              | 5              | ..             | ..             | 13.7        | ..         | ..         | ..          | 4                              | 4              | 5              | ..             | ..          |
| Micronesia FSM              | TF     | 45                             | 42             | 35             | ..             | 10.1        | -15.8      | ..         | ..          | 24                             | 24             | 25             | ..             | ..          |
| N. Mariana Islands          | VF     | 379                            | 439            | 460            | 479            | 9.4         | 4.7        | 4.1        | 0.2         | ..                             | ..             | ..             | ..             | ..          |
| New Caledonia               | TF     | 99                             | 108            | 107            | 114            | -4.0        | -0.5       | 6.3        | 0.0         | 129                            | 168            | 184            | ..             | ..          |
| New Zealand                 | TF     | 2,435                          | 2,629          | 2,772          | ..             | 6.3         | 5.4        | ..         | ..          | 6,522                          | 7,396          | 8,424          | 8,910          | 2.1         |
| Niue                        | TF     | 6                              | 7              | 7              | ..             | 39.6        | 5.2        | ..         | ..          | 2                              | ..             | ..             | ..             | ..          |
| Palau                       | TF     | 86                             | 105            | 141            | 162            | -11.5       | 34.0       | 15.0       | 0.1         | 73                             | 113            | 127            | ..             | ..          |
| Papua New Guinea            | TF     | 140                            | 174            | 182            | ..             | 3.6         | 4.6        | ..         | ..          | 2                              | 4              | 3              | ..             | ..          |
| Samoa                       | TF     | 122                            | 116            | 120            | 134            | -8.1        | 4.1        | 10.9       | 0.0         | 123                            | 136            | 146            | 137            | 0.0         |
| Solomon Islands             | TF     | 21                             | 24             | 20             | 22             | 2.1         | -17.9      | 7.3        | 0.0         | 44                             | 61             | 55             | 47             | 0.0         |
| Tonga                       | TF     | 47                             | 48             | 50             | 54             | 1.5         | 4.7        | 6.6        | 0.0         | 27                             | 45             | ..             | ..             | ..          |
| Tuvalu                      | TF     | 2                              | 1              | 1              | ..             | 27.8        | 8.8        | ..         | ..          | 2                              | 2              | ..             | ..             | ..          |
| Vanuatu                     | TF     | 97                             | 110            | 109            | 90             | 1.8         | -1.2       | -17.3      | 0.0         | 217                            | 287            | 257            | ..             | ..          |
| <b>South Asia</b>           |        | <b>12,137</b>                  | <b>15,966</b>  | <b>17,495</b>  | <b>18,269</b>  | <b>12.1</b> | <b>9.6</b> | <b>4.4</b> | <b>6.5</b>  | <b>20,072</b>                  | <b>26,593</b>  | <b>29,390</b>  | <b>31,423</b>  | <b>7.5</b>  |
| Afghanistan                 |        | ..                             | ..             | ..             | ..             | ..          | ..         | ..         | ..          | 86                             | 151            | 84             | ..             | ..          |
| Bangladesh                  | TF     | 303                            | 148            | 125            | ..             | 18.4        | -15.5      | ..         | ..          | 87                             | 129            | 153            | 148            | 0.0         |
| Bhutan                      | TF     | 41                             | 116            | 133            | 155            | 10.2        | 14.9       | 16.2       | 0.1         | 35                             | 63             | 73             | 71             | 0.0         |
| India                       | TF     | 5,776                          | 6,968          | 7,679          | 8,027          | 5.9         | 10.2       | 4.5        | 2.9         | 14,490                         | 18,397         | 19,700         | 21,013         | 5.0         |
| Iran                        | VF     | 2,938                          | 4,769          | 4,967          | 5,237          | 24.4        | 4.2        | 5.4        | 1.9         | 2,438                          | 3,076          | 3,483          | ..             | ..          |
| Maldives                    | TF     | 792                            | 1,125          | 1,205          | 1,234          | 17.4        | 7.1        | 2.4        | 0.4         | 1,713                          | 2,335          | 2,696          | 2,567          | 0.6         |
| Nepal                       | TF     | 603                            | 798            | 790            | 555            | -0.7        | -0.9       | -29.8      | 0.2         | 343                            | 438            | 487            | 481            | 0.1         |
| Pakistan                    | TF     | 907                            | 565            | 965            | ..             | -14.9       | 70.8       | ..         | ..          | 305                            | 288            | 283            | 315            | 0.1         |
| Sri Lanka                   | TF     | 654                            | 1,275          | 1,527          | 1,798          | 26.7        | 19.8       | 17.8       | 0.6         | 576                            | 1,715          | 2,431          | 2,981          | 0.7         |

Source: World Tourism Organization (UNWTO) ©. Please see below for symbols and abbreviations.

(Data as collected by UNWTO, July 2016)

**Series of International tourist arrivals and departures:**

TF = International tourist arrivals at frontiers (overnight visitors, i.e. excluding same-day visitors)  
 VF = International visitors arrivals at frontiers (tourists and same-day visitors)  
 THS = International tourists arrivals at hotel and similar establishments  
 TCE = International tourists arrivals at collective tourism establishments  
 TD = Departures of tourists (overnight visitors, i.e. excluding same-day visitors)  
 VD = Departures of both overnight and same-day visitors

\* = Provisional figure or data  
 .. = Figure or data not (yet) available  
 | = Change of series  
 n/a = Not applicable  
 . = Decimal separator  
 , = Thousands separator

| Destinations           | Series | International tourist arrivals |                |                |                |            |            |            |             | International tourism receipts |                |                |                |             |
|------------------------|--------|--------------------------------|----------------|----------------|----------------|------------|------------|------------|-------------|--------------------------------|----------------|----------------|----------------|-------------|
|                        |        | (1000)                         |                |                |                | Change (%) |            |            | Share (%)   | (US\$ million)                 |                |                |                | Share (%)   |
|                        |        | 2010                           | 2013           | 2014           | 2015*          | 13/12      | 14/13      | 15*/14     | 2015*       | 2010                           | 2013           | 2014           | 2015*          | 2015*       |
| <b>Americas</b>        |        | <b>150,195</b>                 | <b>167,560</b> | <b>181,851</b> | <b>192,564</b> | <b>3.0</b> | <b>8.5</b> | <b>5.9</b> | <b>100</b>  | <b>215,186</b>                 | <b>269,044</b> | <b>288,008</b> | <b>303,650</b> | <b>100</b>  |
| <b>North America</b>   |        | <b>99,520</b>                  | <b>110,205</b> | <b>120,904</b> | <b>127,574</b> | <b>3.6</b> | <b>9.7</b> | <b>5.5</b> | <b>66.3</b> | <b>164,831</b>                 | <b>209,089</b> | <b>224,978</b> | <b>238,485</b> | <b>78.5</b> |
| Canada                 | TF     | 16,219                         | 16,059         | 16,537         | 17,970         | -1.7       | 3.0        | 8.7        | 9.3         | 15,829                         | 17,656         | 17,445         | 16,229         | 5.3         |
| Mexico                 | TF     | 23,290                         | 24,151         | 29,346         | 32,093         | 3.2        | 21.5       | 9.4        | 16.7        | 11,992                         | 13,949         | 16,208         | 17,734         | 5.8         |
| United States          | TF     | 60,010                         | 69,995         | 75,022         | 77,510         | 5.0        | 7.2        | 3.3        | 40.3        | 137,010                        | 177,484        | 191,325        | 204,523        | 67.4        |
| <b>Caribbean</b>       |        | <b>19,539</b>                  | <b>21,111</b>  | <b>22,282</b>  | <b>23,941</b>  | <b>2.7</b> | <b>5.5</b> | <b>7.4</b> | <b>12.4</b> | <b>22,809</b>                  | <b>25,349</b>  | <b>26,701</b>  | <b>28,100</b>  | <b>9.3</b>  |
| Anguilla               | TF     | 62                             | 69             | 71             | 73             | 6.8        | 2.7        | 3.2        | 0.0         | 99                             | 121            | 123            | 127            | 0.0         |
| Antigua & Barbuda      | TF     | 230                            | 243            | 249            | 250            | -1.5       | 2.5        | 0.5        | 0.1         | 298                            | 322            | 330            | 333            | 0.1         |
| Aruba                  | TF     | 825                            | 979            | 1,072          | 1,225          | 8.3        | 9.5        | 14.3       | 0.6         | 1,251                          | 1,495          | 1,605          | 1,652          | 0.5         |
| Bahamas                | TF     | 1,370                          | 1,366          | 1,427          | 1,472          | -4.0       | 4.5        | 3.1        | 0.8         | 2,163                          | 2,285          | 2,308          | 2,379          | 0.8         |
| Barbados               | TF     | 532                            | 509            | 520            | 592            | -5.2       | 2.2        | 13.9       | 0.3         | 1,038                          | 964            | 888            | 922            | 0.3         |
| Bermuda                | TF     | 232                            | 236            | 224            | 220            | 1.8        | -5.1       | -2.0       | 0.1         | 442                            | 440            | 401            | 386            | 0.1         |
| Brit. Virgin Islands   | TF     | 330                            | 366            | 386            | 393            | 4.2        | 5.4        | 1.8        | 0.2         | 389                            | 421            | 459            | 484            | 0.2         |
| Cayman Islands         | TF     | 288                            | 345            | 383            | 385            | 7.4        | 10.8       | 0.7        | 0.2         | 485                            | 500            | 565            | ..             | ..          |
| Cuba                   | TF     | 2,507                          | 2,829          | 2,970          | 3,491          | 0.5        | 5.0        | 17.5       | 1.8         | 2,187                          | 2,325          | 2,367          | ..             | ..          |
| Curaçao                | TF     | 342                            | 441            | 455            | 468            | 4.7        | 3.1        | 3.1        | 0.2         | 385                            | 583            | 635            | 609            | 0.2         |
| Dominica               | TF     | 77                             | 78             | 82             | 74             | -0.9       | 4.1        | -8.6       | 0.0         | 94                             | 103            | 127            | 128            | 0.0         |
| Dominican Rep.         | TF     | 4,125                          | 4,690          | 5,141          | 5,600          | 2.8        | 9.6        | 8.9        | 2.9         | 4,163                          | 5,064          | 5,630          | 6,118          | 2.0         |
| Grenada                | TF     | 110                            | 116            | 134            | 141            | 0.2        | 14.7       | 5.4        | 0.1         | 112                            | 119            | 128            | 137            | 0.0         |
| Guadeloupe             | TCE    | 392                            | 487            | 486            | ..             | 49.8       | -0.2       | ..         | ..          | 510                            | 671            | ..             | ..             | ..          |
| Haiti                  | TF     | 255                            | 420            | 465            | 516            | 20.2       | 10.8       | 10.9       | 0.3         | 383                            | 546            | 578            | 609            | 0.2         |
| Jamaica                | TF     | 1,922                          | 2,008          | 2,080          | 2,123          | 1.1        | 3.6        | 2.1        | 1.1         | 2,001                          | 2,074          | 2,255          | 2,379          | 0.8         |
| Martinique             | TF     | 476                            | 490            | 490            | 487            | 0.5        | 0.0        | -0.4       | 0.3         | 472                            | 484            | 483            | ..             | ..          |
| Montserrat             | TF     | 6                              | 7              | 9              | 9              | -1.5       | 22.2       | 1.6        | 0.0         | 6                              | 6              | 6              | 6              | 0.0         |
| Puerto Rico            | TF     | 3,186                          | 3,172          | 3,246          | 3,542          | 3.4        | 2.3        | 9.1        | 1.8         | 3,211                          | 3,311          | 3,439          | 3,825          | 1.3         |
| Saint Lucia            | TF     | 306                            | 319            | 338            | 345            | 3.9        | 6.1        | 2.0        | 0.2         | 309                            | 347            | 360            | 373            | 0.1         |
| St. Kitts & Nevis      | TF     | 98                             | 107            | 113            | 118            | 2.6        | 5.6        | 4.4        | 0.1         | 90                             | 100            | 104            | 109            | 0.0         |
| St. Maarten            | TF     | 443                            | 467            | 500            | 505            | 2.2        | 7.1        | 1.1        | 0.3         | 674                            | 857            | 906            | 936            | 0.3         |
| St. Vincent & Gren.    | TF     | 72                             | 72             | 71             | 75             | -3.5       | -1.4       | 6.6        | 0.0         | 86                             | 97             | 101            | 104            | 0.0         |
| Trinidad & Tobago      | TF     | 388                            | 434            | 413            | 440            | -4.5       | -5.0       | 6.6        | 0.2         | 450                            | ..             | ..             | ..             | ..          |
| Turks & Caicos         | TF     | 281                            | 291            | 357            | 386            | -0.4       | 22.9       | 8.1        | 0.2         | ..                             | ..             | ..             | ..             | ..          |
| US Virgin Islands      | TF     | 590                            | 570            | 602            | ..             | -1.8       | 5.6        | ..         | ..          | 1,013                          | 1,232          | ..             | ..             | ..          |
| <b>Central America</b> |        | <b>7,908</b>                   | <b>9,087</b>   | <b>9,592</b>   | <b>10,276</b>  | <b>2.6</b> | <b>5.6</b> | <b>7.1</b> | <b>5.3</b>  | <b>6,946</b>                   | <b>9,899</b>   | <b>10,623</b>  | <b>11,510</b>  | <b>3.8</b>  |
| Belize                 | TF     | 242                            | 294            | 321            | 341            | 6.1        | 9.2        | 6.2        | 0.2         | 249                            | 351            | 374            | 408            | 0.1         |
| Costa Rica             | TF     | 2,100                          | 2,428          | 2,527          | 2,660          | 3.6        | 4.1        | 5.3        | 1.4         | 2,246                          | 2,928          | 3,061          | 3,326          | 1.1         |
| El Salvador            | TF     | 1,150                          | 1,283          | 1,345          | 1,402          | 2.2        | 4.9        | 4.2        | 0.7         | 390                            | 621            | 822            | 817            | 0.3         |
| Guatemala              | TF     | 1,219                          | 1,331          | 1,455          | 1,464          | 2.0        | 9.3        | 0.6        | 0.8         | 1,378                          | 1,481          | 1,564          | 1,580          | 0.5         |
| Honduras               | TF     | 863                            | 863            | 868            | 914            | -3.5       | 0.6        | 5.2        | 0.5         | 626                            | 608            | 630            | 650            | 0.2         |
| Nicaragua              | TF     | 1,011                          | 1,229          | 1,330          | 1,386          | 4.2        | 8.2        | 4.3        | 0.7         | 313                            | 417            | 445            | 529            | 0.2         |
| Panama                 | TF     | 1,324                          | 1,658          | 1,745          | 2,109          | 3.2        | 5.2        | 20.9       | 1.1         | 1,745                          | 3,493          | 3,728          | 4,199          | 1.4         |
| <b>South America</b>   |        | <b>23,229</b>                  | <b>27,158</b>  | <b>29,073</b>  | <b>30,773</b>  | <b>1.4</b> | <b>7.1</b> | <b>5.8</b> | <b>16.0</b> | <b>20,599</b>                  | <b>24,707</b>  | <b>25,706</b>  | <b>25,555</b>  | <b>8.4</b>  |
| Argentina              | TF     | 5,325                          | 5,246          | 5,931          | 5,736          | -6.1       | 13.1       | -3.3       | 3.0         | 4,942                          | 4,313          | 4,624          | 4,400          | 1.4         |
| Bolivia                | TF     | 679                            | 798            | 871            | ..             | 0.0        | 9.1        | ..         | ..          | 379                            | 574            | 652            | 711            | 0.2         |
| Brazil                 | TF     | 5,161                          | 5,813          | 6,430          | 6,306          | 2.4        | 10.6       | -1.9       | 3.3         | 5,261                          | 6,474          | 6,843          | 5,844          | 1.9         |
| Chile                  | TF     | 2,801                          | 3,576          | 3,674          | 4,478          | 0.6        | 2.7        | 21.9       | 2.3         | 1,645                          | 2,181          | 2,259          | 2,408          | 0.8         |
| Colombia               | TF     | 2,385                          | 2,288          | 2,565          | 2,978          | 5.2        | 12.1       | 16.1       | 1.5         | 2,797                          | 3,611          | 3,825          | 4,245          | 1.4         |
| Ecuador                | VF     | 1,047                          | 1,364          | 1,557          | 1,542          | 7.2        | 14.1       | -0.9       | 0.8         | 781                            | 1,246          | 1,482          | 1,551          | 0.5         |
| French Guiana          | TF     | 189                            | 180            | 185            | 199            | -3.7       | 2.8        | 7.6        | 0.1         | ..                             | ..             | ..             | ..             | ..          |
| Guyana                 | TF     | 152                            | 200            | 206            | 207            | 13.2       | 2.9        | 0.5        | 0.1         | 80                             | 77             | 79             | 65             | 0.0         |
| Paraguay               | TF     | 465                            | 610            | 649            | 1,215          | 5.3        | 6.4        | 87.2       | 0.6         | 217                            | 273            | 284            | 484            | 0.2         |
| Peru                   | TF     | 2,299                          | 3,164          | 3,215          | 3,456          | 11.2       | 1.6        | 7.5        | 1.8         | 2,008                          | 3,009          | 3,077          | 3,320          | 1.1         |
| Suriname               | TF     | 205                            | 249            | 252            | 228            | 3.8        | 1.0        | -9.5       | 0.1         | 61                             | 84             | 95             | 88             | 0.0         |
| Uruguay                | TF     | 2,349                          | 2,684          | 2,682          | 2,773          | -0.4       | -0.1       | 3.4        | 1.4         | 1,509                          | 1,921          | 1,757          | 1,777          | 0.6         |
| Venezuela              | TF     | 526                            | 986            | 857            | ..             | -0.2       | -13.1      | ..         | ..          | 831                            | 858            | 643            | 575            | 0.2         |

Source: World Tourism Organization (UNWTO) ©. Please see page 9 for symbols and abbreviations.

(Data as collected by UNWTO, July 2016)

For the latest tourism trends, see the *UNWTO World Tourism Barometer* at [mkt.unwto.org/barometer](http://mkt.unwto.org/barometer).

For tourism statistics online, see the UNWTO e-library at [www.e-unwto.org](http://www.e-unwto.org).



| Destinations             | Series | International tourist arrivals |               |               |               |            |             |              |             | International tourism receipts |               |               |               |             |
|--------------------------|--------|--------------------------------|---------------|---------------|---------------|------------|-------------|--------------|-------------|--------------------------------|---------------|---------------|---------------|-------------|
|                          |        | (1000)                         |               |               |               | Change (%) |             |              | Share (%)   | (US\$ million)                 |               |               |               | Share (%)   |
|                          |        | 2010                           | 2013          | 2014          | 2015*         | 13/12      | 14/13       | 15*/14       | 2015*       | 2010                           | 2013          | 2014          | 2015*         | 2015*       |
| <b>Africa</b>            |        | <b>50,426</b>                  | <b>54,693</b> | <b>55,309</b> | <b>53,466</b> | <b>4.4</b> | <b>1.1</b>  | <b>-3.3</b>  | <b>100</b>  | <b>31,183</b>                  | <b>35,562</b> | <b>36,125</b> | <b>33,069</b> | <b>100</b>  |
| <b>North Africa</b>      |        | <b>19,682</b>                  | <b>20,722</b> | <b>20,431</b> | <b>18,031</b> | <b>5.8</b> | <b>-1.4</b> | <b>-11.7</b> | <b>33.7</b> | <b>9,662</b>                   | <b>10,063</b> | <b>10,640</b> | <b>8,555</b>  | <b>25.9</b> |
| Algeria                  | VF     | 2,070                          | 2,733         | 2,301         | 1,710         | 3.7        | -15.8       | -25.7        | 3.2         | 220                            | 250           | 258           | ..            | ..          |
| Morocco                  | TF     | 9,288                          | 10,046        | 10,283        | 10,177        | 7.2        | 2.4         | -1.0         | 19.0        | 6,703                          | 6,849         | 7,056         | 6,003         | 18.2        |
| Sudan                    | TF     | 495                            | 591           | 684           | ..            | 2.9        | 15.7        | ..           | ..          | 94                             | 773           | 967           | 949           | 2.9         |
| Tunisia                  | TF     | 7,828                          | 7,352         | 7,163         | 5,359         | 5.0        | -2.6        | -25.2        | 10.0        | 2,645                          | 2,191         | 2,359         | 1,354         | 4.1         |
| <b>Subsaharan Africa</b> |        | <b>30,743</b>                  | <b>33,971</b> | <b>34,877</b> | <b>35,435</b> | <b>3.6</b> | <b>2.7</b>  | <b>1.6</b>   | <b>66.3</b> | <b>21,521</b>                  | <b>25,499</b> | <b>25,484</b> | <b>24,514</b> | <b>74.1</b> |
| Angola                   | TF     | 425                            | 650           | 595           | ..            | 23.1       | -8.4        | ..           | ..          | 719                            | 1,234         | 1,589         | ..            | ..          |
| Benin                    | TF     | 199                            | 231           | 242           | ..            | 5.0        | 4.8         | ..           | ..          | 149                            | 189           | 151           | ..            | ..          |
| Botswana                 | TF     | 1,973                          | 1,544         | 1,966         | ..            | -4.3       | 27.3        | ..           | ..          | 779                            | 885           | 977           | 948           | 2.9         |
| Burkina Faso             | THS    | 274                            | 218           | 191           | ..            | -8.0       | -12.4       | ..           | ..          | 72                             | 153           | 135           | ..            | ..          |
| Burundi                  | TF     | 142                            | ..            | ..            | ..            | ..         | ..          | ..           | ..          | 2                              | 2             | 4             | ..            | ..          |
| Cameroon                 | TF     | 569                            | 912           | ..            | ..            | 12.3       | ..          | ..           | ..          | 159                            | 576           | ..            | ..            | ..          |
| Cabo Verde               | THS    | 336                            | 503           | 494           | 520           | 4.3        | -1.8        | 5.3          | 1.0         | 278                            | 462           | 405           | 351           | 1.1         |
| Centr. African Rep.      | TF     | 54                             | ..            | ..            | ..            | ..         | ..          | ..           | ..          | 11                             | ..            | ..            | ..            | ..          |
| Chad                     | THS    | 71                             | 100           | 122           | ..            | 16.3       | 22.0        | ..           | ..          | ..                             | ..            | ..            | ..            | ..          |
| Comoros                  | TF     | 15                             | ..            | ..            | ..            | ..         | ..          | ..           | ..          | 35                             | 48            | 51            | ..            | ..          |
| Congo                    | THS    | 194                            | 343           | 373           | ..            | 34.0       | 8.7         | ..           | ..          | 63                             | 38            | ..            | ..            | ..          |
| Côte d'Ivoire            | VF     | 252                            | 380           | 471           | ..            | 31.5       | 23.9        | ..           | ..          | 201                            | 181           | 184           | ..            | ..          |
| Dem. Rep. Congo          | TF     | 81                             | 191           | ..            | ..            | 14.4       | ..          | ..           | ..          | 11                             | 8             | 45            | 0,1           | 0.0         |
| Djibouti                 | TF     | 51                             | 63            | ..            | ..            | 5.0        | ..          | ..           | ..          | 9                              | 19            | 21            | ..            | ..          |
| Equatorial Guinea        | ..     | ..                             | ..            | ..            | ..            | ..         | ..          | ..           | ..          | ..                             | ..            | ..            | ..            | ..          |
| Eritrea                  | VF     | 84                             | ..            | ..            | ..            | ..         | ..          | ..           | ..          | ..                             | ..            | ..            | ..            | ..          |
| Ethiopia                 | TF     | 468                            | 681           | 770           | ..            | 14.2       | 13.1        | ..           | ..          | 522                            | 621           | 351           | 394           | 1.2         |
| Gabon                    | TF     | ..                             | ..            | ..            | ..            | ..         | ..          | ..           | ..          | ..                             | ..            | ..            | ..            | ..          |
| Gambia                   | TF     | 91                             | 171           | 156           | ..            | 8.8        | -8.9        | ..           | ..          | 74                             | ..            | ..            | ..            | ..          |
| Ghana                    | TF     | 931                            | 994           | 1,093         | ..            | 10.0       | 10.0        | ..           | ..          | 620                            | 853           | 897           | 819           | 2.5         |
| Guinea                   | TF     | 12                             | 56            | 33            | 35            | -41.7      | -41.1       | 6.1          | 0.1         | 2                              | ..            | ..            | ..            | ..          |
| Guinea-Bissau            | TF     | 22                             | 36            | 36            | 44            | 0.3        | 1.7         | 21.3         | 0.1         | 13                             | 17            | 21            | ..            | ..          |
| Kenya                    | TF     | 1,470                          | 1,433         | 1,261         | 1,114         | -11.5      | -12.0       | -11.7        | 2.1         | 800                            | 881           | 811           | 723           | 2.2         |
| Lesotho                  | TF     | 414                            | 320           | ..            | ..            | 0.9        | ..          | ..           | ..          | 23                             | 17            | 16            | 13            | 0.0         |
| Liberia                  | ..     | ..                             | ..            | ..            | ..            | ..         | ..          | ..           | ..          | 12                             | ..            | 91            | ..            | ..          |
| Madagascar               | TF     | 196                            | 196           | 222           | 244           | -23.3      | 13.2        | 9.9          | 0.5         | 307                            | 574           | ..            | ..            | ..          |
| Malawi                   | TF     | 746                            | 795           | ..            | ..            | 3.2        | ..          | ..           | ..          | 31                             | 28            | 31            | 37            | 0.1         |
| Mali                     | TF     | 169                            | 142           | 168           | ..            | 6.0        | 18.3        | ..           | ..          | 205                            | 178           | 212           | ..            | ..          |
| Mauritania               | TF     | ..                             | ..            | ..            | ..            | ..         | ..          | ..           | ..          | ..                             | 41            | 37            | 29            | 0.1         |
| Mauritius                | TF     | 935                            | 993           | 1,039         | 1,152         | 2.9        | 4.6         | 10.9         | 2.2         | 1,282                          | 1,321         | 1,447         | 1,432         | 4.3         |
| Mozambique               | TF     | 1,718                          | 1,886         | 1,661         | 1,552         | -10.7      | -11.9       | -6.6         | 2.9         | 108                            | 199           | 207           | 193           | 0.6         |
| Namibia                  | TF     | 984                            | 1,176         | 1,320         | ..            | 9.0        | 12.2        | ..           | ..          | 438                            | 411           | 413           | 378           | 1.1         |
| Niger                    | TF     | 74                             | 123           | 135           | 135           | 31.0       | 9.2         | -0.1         | 0.3         | 105                            | 58            | 90            | ..            | ..          |
| Nigeria                  | TF     | 1,555                          | 600           | ..            | ..            | 23.5       | ..          | ..           | ..          | 576                            | 542           | 543           | 404           | 1.2         |
| Reunion                  | TF     | 421                            | 416           | 406           | 426           | -6.8       | -2.5        | 5.1          | 0.8         | 392                            | 403           | 387           | 339           | 1.0         |
| Rwanda                   | TF     | 504                            | 864           | 926           | ..            | 6.0        | 7.2         | ..           | ..          | 202                            | 294           | 304           | 318           | 1.0         |
| São Tomé & Príncipe      | TF     | 8                              | ..            | ..            | ..            | ..         | ..          | ..           | ..          | 11                             | 31            | 56            | 52            | 0.2         |
| Senegal                  | TF     | 900                            | 1,063         | 836           | ..            | 10.5       | -21.4       | ..           | ..          | 453                            | 439           | 423           | ..            | ..          |
| Seychelles               | TF     | 175                            | 230           | 233           | 276           | 10.7       | 1.0         | 18.7         | 0.5         | 343                            | 430           | 398           | 392           | 1.2         |
| Sierra Leone             | TF     | 39                             | 81            | 44            | 24            | 36.0       | -46.2       | -45.6        | 0.0         | 26                             | 66            | 35            | 23            | 0.1         |
| Somalia                  | ..     | ..                             | ..            | ..            | ..            | ..         | ..          | ..           | ..          | ..                             | ..            | ..            | ..            | ..          |
| South Africa             | TF     | 8,074                          | 9,537         | 9,549         | 8,904         | 3.8        | 0.1         | -6.8         | 16.7        | 9,070                          | 9,238         | 9,348         | 8,235         | 24.9        |
| Swaziland                | TF     | 868                            | 968           | ..            | ..            | 9.0        | ..          | ..           | ..          | 51                             | 13            | 15            | ..            | ..          |
| Tanzania                 | TF     | 754                            | 1,063         | 1,113         | ..            | 1.9        | 4.7         | ..           | ..          | 1,255                          | 1,880         | 2,010         | 2,231         | 6.7         |
| Togo                     | THS    | 202                            | 327           | 282           | 273           | 39.1       | -13.8       | -3.2         | 0.5         | 66                             | 125           | 125           | ..            | ..          |
| Uganda                   | TF     | 946                            | 1,206         | 1,266         | ..            | 0.8        | 4.9         | ..           | ..          | 784                            | 1,334         | 791           | 1,149         | 3.5         |
| Zambia                   | TF     | 815                            | 915           | 947           | ..            | 6.5        | 3.5         | ..           | ..          | 492                            | 552           | 642           | ..            | ..          |
| Zimbabwe                 | VF     | 2,239                          | 1,833         | 1,880         | 2,057         | 2.1        | 2.6         | 9.4          | 3.8         | 634                            | 856           | 827           | 886           | 2.7         |

Source: World Tourism Organization (UNWTO) ©. Please see page 9 for symbols and abbreviations.

(Data as collected by UNWTO, July 2016)



For main concepts, definitions and classifications for the measurement of tourism, please see: *International Recommendations for Tourism Statistics 2008 (IRTS 2008)* at [statistics.unwto.org/content/irts-2008](http://statistics.unwto.org/content/irts-2008).



## Africa – Gradually returning to growth

International tourist arrivals in Africa are estimated to have decreased by 3% in 2015 as the region continued to struggle with health and security challenges, as well as slower economic growth due to lower oil and commodity prices. Africa welcomed 53 million international tourists and earned US\$ 33 billion in international tourism receipts (+2% in real terms) to maintain a 5% share in worldwide arrivals and a 3% share in tourism receipts. These figures should, however, be interpreted with caution, as results are still based on comparatively limited data.

In North Africa (-12%), international arrivals in Tunisia and Algeria declined considerably in 2015 as a result of the various acts of terrorism. The subregion's largest destination, Morocco, reported a slight decrease, mainly due to a decrease in arrivals from its major source market, France.

International arrivals in Subsaharan Africa (+2%) gradually improved throughout 2015 and returned to growth in September. Results were mixed, with the subregion's largest destination, South Africa, receiving fewer arrivals, partly due to new visa rules, while Kenya, Togo, Mozambique and Sierra Leone also reported declines. By contrast, most island destinations performed rather well in 2015, with the Seychelles (+19%), Mauritius (+11%) and Madagascar (+10%) all boasting double-digit growth and Reunion and Cabo Verde both recording a 5% increase in arrivals. Zimbabwe (+9%) also reported robust growth.

## Middle East – Consolidating recovery

International tourist arrivals in the Middle East (+2%) are estimated to have grown by 1 million in 2015, increasing the total to 53 million. The region has consolidated the rebound that started in 2014, when arrivals increased by 7%, following three years of decline. International tourism receipts increased by 4% in real terms to US\$ 54 billion. The Middle East has a share of over 4% in both worldwide arrivals and receipts.

Growth was driven by intraregional demand from member states of the Gulf Cooperation Council (GCC). Oman (+16%) and Lebanon (+12%) both recorded double-digit growth in international arrivals in 2015 as they continued their rebound from the weaker results in the early 2010s. Qatar posted a 4% increase, making it the only country in the region that has maintained consistent growth for over a decade. The region's leading destination, Saudi Arabia, reported a small decline (-1%). Egypt reported a 5% decrease in arrivals in 2015 as a result of various incidents. Jordan and Palestine also received fewer arrivals.

| Destinations       | Series | International tourist arrivals |               |               |               |             |            |            |            | International tourism receipts |               |               |               |            |
|--------------------|--------|--------------------------------|---------------|---------------|---------------|-------------|------------|------------|------------|--------------------------------|---------------|---------------|---------------|------------|
|                    |        | (1000)                         |               |               |               | Change (%)  |            |            | Share (%)  | (US\$ million)                 |               |               |               | Share (%)  |
|                    |        | 2010                           | 2013          | 2014          | 2015*         | 13/12       | 14/13      | 15*/14     | 2015*      | 2010                           | 2013          | 2014          | 2015*         | 2015*      |
| <b>Middle East</b> |        | <b>54,699</b>                  | <b>49,127</b> | <b>52,440</b> | <b>53,330</b> | <b>-2.9</b> | <b>6.7</b> | <b>1.7</b> | <b>100</b> | <b>52,150</b>                  | <b>46,580</b> | <b>51,566</b> | <b>54,380</b> | <b>100</b> |
| Bahrain            | THS    | 995                            | 1,069         | 838           | ..            | 5.4         | -21.6      | ..         | ..         | 1,362                          | 1,165         | 1,197         | ..            | ..         |
| Egypt              | TF     | 14,051                         | 9,174         | 9,628         | 9,139         | -18.1       | 5.0        | -5.1       | 17.1       | 12,528                         | 6,047         | 7,208         | 6,065         | 11.2       |
| Iraq               | VF     | 1,518                          | 892           | ..            | ..            | -19.7       | ..         | ..         | ..         | 1,660                          | ..            | ..            | ..            | ..         |
| Jordan             | TF     | 4,207                          | 3,945         | 3,990         | 3,763         | -5.2        | 1.1        | -5.7       | 7.1        | 3,585                          | 4,117         | 4,375         | 4,065         | 7.5        |
| Kuwait             | THS    | 207                            | 307           | 198           | ..            | 2.0         | -35.4      | ..         | ..         | 290                            | 298           | 369           | 499           | 0.9        |
| Lebanon            | TF     | 2,168                          | 1,274         | 1,355         | 1,518         | -6.7        | 6.3        | 12.1       | 2.8        | 7,995                          | 6,492         | 6,523         | 6,857         | 12.6       |
| Libya              | TF     | ..                             | ..            | ..            | ..            | ..          | ..         | ..         | ..         | 60                             | ..            | ..            | ..            | ..         |
| Oman               | TF     | 1,441                          | 1,392         | 1,519         | ..            | 12.2        | 9.1        | ..         | ..         | 780                            | 1,295         | 1,376         | 1,540         | 2.8        |
| Palestine          | THS    | 522                            | 545           | 556           | 432           | 11.3        | 1.9        | -22.3      | 0.8        | 667                            | 789           | 603           | ..            | 1.7        |
| Qatar              | TF     | 1,700                          | 2,611         | 2,826         | 2,930         | 11.3        | 8.2        | 3.7        | 5.5        | 584                            | 3,456         | 4,591         | 5,035         | 9.3        |
| Saudi Arabia       | TF     | 10,850                         | 15,772        | 18,260        | 17,994        | -3.4        | 15.8       | -1.5       | 33.7       | 6,712                          | 7,651         | 8,238         | 10,130        | 18.6       |
| Syria              | TF     | 8,546                          | ..            | ..            | ..            | ..          | ..         | ..         | ..         | 6,190                          | ..            | ..            | ..            | ..         |
| Utd. Arab Emirates | THS    | 7,432                          | 9,990         | ..            | ..            | 11.3        | ..         | ..         | ..         | 8,577                          | 12,389        | 13,969        | 16,038        | 29.5       |
| Yemen              | TF     | 1,025                          | 990           | ..            | ..            | 13.3        | ..         | ..         | ..         | 1,161                          | 940           | 1,026         | ..            | ..         |

Source: World Tourism Organization (UNWTO) ©. Please see page 9 for symbols and abbreviations.

(Data as collected by UNWTO, July 2016)

## Outbound tourism

### Most tourists visit destinations within their own region

The large majority of international travel takes place within travellers' own regions, with about four out of five arrivals worldwide originating in the same region. Source markets for international tourism have traditionally been concentrated largely in the advanced economies of Europe, the Americas and Asia and the Pacific. However, with rising levels of disposable income many emerging economies have also shown fast

growth over recent years, especially in the markets of Asia, Central and Eastern Europe, the Middle East, Africa and Latin America.

Europe is currently still the world's largest source region, generating half of the world's international arrivals, followed by Asia and the Pacific (24%), the Americas (17%), the Middle East (3%) and Africa (3%).

| Destinations                      | International tourist arrivals by region of origin<br>(million) |            |            |            |            |            |              |              |              |              | Market share (%) | Change (%) |            | Average a year (%) |
|-----------------------------------|---|------------|------------|------------|------------|------------|--------------|--------------|--------------|--------------|------------------|------------|------------|--------------------|
|                                   | 1990  | 1995       | 2000       | 2005       | 2010       | 2011       | 2012         | 2013         | 2014         | 2015*        |                  | 2015*      | 14/13      |                    |
| <b>World</b>                      | <b>435</b>  | <b>527</b> | <b>674</b> | <b>809</b> | <b>950</b> | <b>994</b> | <b>1,040</b> | <b>1,088</b> | <b>1,134</b> | <b>1,186</b> | <b>100</b>       | <b>4.2</b> | <b>4.6</b> | <b>3.9</b>         |
| From:                             |   |            |            |            |            |            |              |              |              |              |                  |            |            |                    |
| Europe                            | 250.7   | 304.0      | 390.3      | 452.3      | 497.0      | 518.8      | 537.7        | 560.7        | 571.7        | 594.1        | 50.1             | 2.0        | 3.9        | 2.8                |
| Asia and the Pacific              | 58.7  | 86.3       | 114.1      | 152.8      | 205.9      | 220.6      | 236.5        | 253.7        | 271.6        | 289.5        | 24.4             | 7.1        | 6.6        | 6.6                |
| Americas                          | 99.3  | 108.1      | 130.6      | 136.5      | 156.0      | 163.5      | 170.8        | 175.9        | 188.8        | 199.4        | 16.8             | 7.4        | 5.6        | 3.9                |
| Middle East                       | 8.2   | 8.5        | 12.8       | 21.4       | 33.3       | 31.7       | 33.3         | 35.1         | 36.8         | 36.3         | 3.1              | 4.9        | -1.6       | 5.4                |
| Africa                            | 9.8   | 11.5       | 14.9       | 19.3       | 28.3       | 30.0       | 31.0         | 32.0         | 34.4         | 35.4         | 3.0              | 7.3        | 2.9        | 6.2                |
| Origin not specified <sup>1</sup> | 7.9   | 8.6        | 11.1       | 26.7       | 29.8       | 29.5       | 31.2         | 31.0         | 30.8         | 31.5         | 2.7              |            |            |                    |
| Same region                       | 349.1   | 423.1      | 532.9      | 632.3      | 728.9      | 767.0      | 802.1        | 838.7        | 872.0        | 912.7        | 76.9             | 4.0        | 4.7        | 3.7                |
| Other regions                     | 77.6  | 95.3       | 129.8      | 149.9      | 191.5      | 197.6      | 207.2        | 218.7        | 231.3        | 242.0        | 20.4             | 5.8        | 4.6        | 4.9                |

Source: World Tourism Organization (UNWTO) ©. Please see page 9 for symbols and abbreviations.

(Data as collected by UNWTO, July 2016)

<sup>1</sup> Countries that cannot be allocated to a specific region of origin. As information is derived from inbound tourism data, this occurs when data on the country of origin is missing, or when a category such as 'other countries of the world' is used, grouping countries together that are not separately specified.

## Top spenders in international tourism The Republic of Korea enters the Top 10 source markets

China, the United States and the United Kingdom led outbound tourism in their respective regions in 2015, fuelled by strong currencies and economies.

China continues to lead global outbound travel, after registering double-digit growth in tourism expenditure every year since 2004, benefitting Asian destinations such as Japan and Thailand as well as the United States and various European destinations. Spending by Chinese travellers increased by 26% in 2015 to reach US\$ 292 billion, as the total number of outbound travellers rose by 10% to 128 million.

Tourism expenditure from the world's second largest source market, the United States, increased to US\$ 113 billion in 2015, while the number of outbound travellers grew to 73 million. The United Kingdom, the fourth largest source market, led growth in outbound demand in Europe, supported by a strong British pound in relation to the euro. UK residents' visits abroad were up by 5 million to 64 million in 2015, with US\$ 63 billion spent in international tourism.

Demand from other major markets was more subdued, partly due to weaker currencies. Germany remained the third largest source market with a slight decrease in expenditure last year to US\$ 78 billion. France (US\$ 38 billion) also reported a decline,

but still moved up one place in the ranking to 5th position. The Russian Federation (US\$ 35 billion) moved down one place to 6th position despite a 10% increase in expenditure in 2015. Canada remained in 7th place with US\$ 29 billion in expenditure.

The Republic of Korea reported a robust increase in spending to US\$ 25 billion, and moved up six places to enter the Top 10 in 8th place. As a consequence, Italy (US\$ 24 billion) and Australia (US\$ 23 billion) both moved down one place in the ranking to 9th and 10th position respectively.

Other source markets in addition to the Top 10 which showed double-digit growth in expenditure last year were: Spain, Sweden, Taiwan (pr. of China), Kuwait, the Philippines, Thailand, Argentina, the Czech Republic, Israel, Egypt, and South Africa.

| Rank |                    | International tourism expenditure <sup>1</sup> (US\$ billion) |       | Local currencies change (%) |        | Market share (%) | Population (million) | Expenditure per capita (US\$) | International departures (million) |       |       |
|------|--------------------|---|-------|-----------------------------|--------|------------------|----------------------|-------------------------------|------------------------------------|-------|-------|
|      |                    | 2014  | 2015* | 14/13                       | 15*/14 | 2015*            | 2015                 | 2015*                         | Series                             | 2014  | 2015  |
| 1    | China              | 234.7   | 292.2 | n/a                         | 26.2   | 23.2             | 1,375                | 213                           | VD                                 | 116.6 | 127.9 |
| 2    | United States      | 105.5   | 112.9 | 7.6                         | 7.0    | 9.0              | 322                  | 351                           | TD                                 | 68.2  | 73.5  |
| 3    | Germany            | 93.3  | 77.5  | 2.1                         | -0.6   | 6.2              | 82                   | 946                           | TD                                 | 83.0  | ..    |
| 4    | United Kingdom     | 62.6  | 63.3  | 3.5                         | 8.9    | 5.0              | 65                   | 972                           | TD                                 | 58.4  | 64.2  |
| 5    | France             | 48.7  | 38.4  | 15.4                        | -5.6   | 3.0              | 64                   | 598                           | TD                                 | 28.2  | ..    |
| 6    | Russian Federation | 50.4  | 34.9  | 13.7                        | 10.0   | 2.8              | 146                  | 239                           | VD                                 | 45.9  | 36.8  |
| 7    | Canada             | 33.8  | 29.4  | 3.3                         | 0.6    | 2.3              | 36                   | 820                           | TD                                 | 33.5  | 32.3  |
| 8    | Korea (ROK)        | 23.2  | 25.0  | 3.0                         | 15.6   | 2.0              | 51                   | 493                           | VD                                 | 16.1  | 19.3  |
| 9    | Italy              | 28.8  | 24.4  | 6.9                         | 1.4    | 1.9              | 61                   | 402                           | TD                                 | 27.2  | 27.5  |
| 10   | Australia          | 26.4  | 23.5  | -1.3                        | 6.9    | 1.9              | 24                   | 978                           | VD                                 | 9.1   | 9.5   |

Source: World Tourism Organization (UNWTO) ©. Please see page 9 for symbols and abbreviations.

(Data as collected by UNWTO, July 2016)

<sup>1</sup> Note that due to changes in methodology China substantially revised its international tourism expenditure series upwards for 2015 and retrospectively for 2014, while the United States revised its series downwards from 2013 on.

# UNWTO Tourism Towards 2030

## Long-term forecasts Substantial potential for further growth

*UNWTO Tourism Towards 2030* is UNWTO's long-term outlook, and an assessment of the development of tourism over the two decades from 2010 to 2030. It is a broad research project, building on UNWTO's ongoing work in the field of long-term forecasting initiated in the 1990s. This study replaces the earlier *Tourism 2020 Vision*, which has become a worldwide reference for international tourism forecasts.

Key outputs of *Tourism Towards 2030* are quantitative projections for international tourism demand over a 20-year period, with 2010 as the base year, and ending in 2030. The updated forecast has been enriched with an analysis of the social, political, economic, environmental and technological factors that have shaped tourism in the past, and which are expected to influence the sector in the future.

According to *Tourism Towards 2030*, the number of international tourist arrivals worldwide is expected to increase by an average of 3.3% a year over the period 2010 to 2030. Over time, the rate of growth will gradually slow, from 3.8% at the beginning of the period to 2.9% in 2030, but this is on top of growing base numbers. In absolute numbers, international tourist arrivals will increase by some 43 million a year, compared with an average increase of 28 million a year during the period 1995 to 2010. At the projected rate of growth,

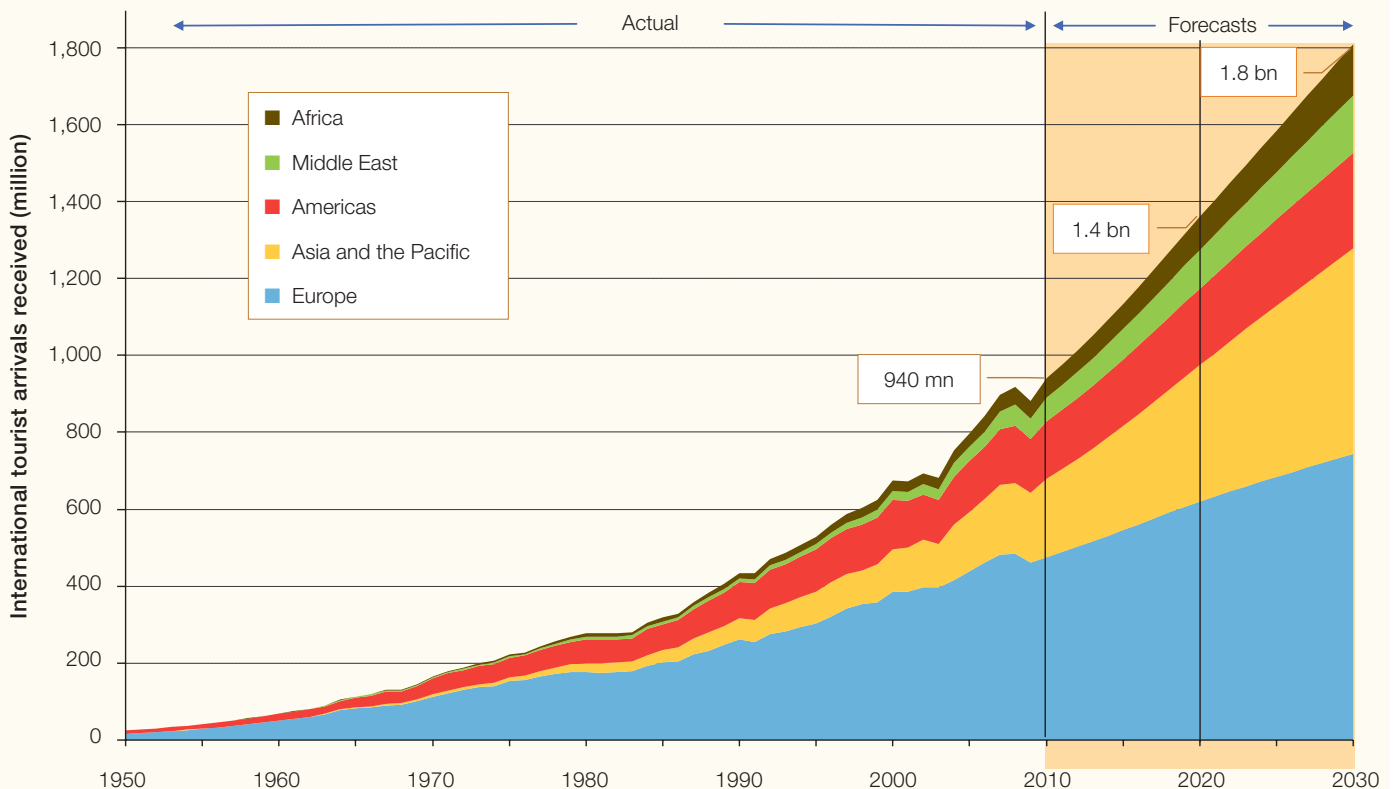
international tourist arrivals worldwide are expected to reach 1.4 billion by 2020 and 1.8 billion by the year 2030.

International tourist arrivals in the emerging economy destinations of Asia, Latin America, Central and Eastern Europe, Eastern Mediterranean Europe, the Middle East and Africa will grow at double the rate (+4.4% a year) of that in advanced economy destinations (+2.2% a year). As a result, the number of arrivals in emerging economies is expected to exceed those in advanced economies before 2020. In 2030, 57% of international arrivals will be in emerging economy destinations (versus 30% in 1980) and 43% in advanced economy destinations (versus 70% in 1980).

The strongest growth by region will be seen in Asia and the Pacific, where arrivals are forecast to increase by 331 million to reach 535 million in 2030 (+4.9% per year). The Middle East and Africa are also expected to more than double their number of arrivals during this period, from 61 million to 149 million and from 50 million to 134 million respectively. Europe (from 475 million to 744 million) and the Americas (from 150 million to 248 million) will grow comparatively more slowly.

Thanks to their faster growth, the global market shares of Asia and the Pacific (to 30% in 2030, up from 22% in 2010), the Middle East (to 8% from 6%) and Africa (to 7% from 5%) will all increase. As a result, Europe (to 41% from 51%) and the Americas (to 14% from 16%) will experience a further decline in their share of international tourism, mainly because of the slower growth of the comparatively mature destinations in North America, Northern Europe and Western Europe.

UNWTO Tourism Towards 2030: Actual trend and forecast 1950-2030



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## UNWTO tourism towards 2030: International tourism by region of destination

|                                    | International tourist arrivals received (million) |              |              |              |              | Average a year (%) |             |                    |            |            | Share (%)   |             |
|------------------------------------|---|--------------|--------------|--------------|--------------|--------------------|-------------|--------------------|------------|------------|-------------|-------------|
|                                    | Actual data                                       |              |              | Projections  |              | Actual data        |             | Projections        |            |            | 2010        | 2030        |
|                                    | 1980  | 1995         | 2010         | 2020         | 2030         | 1980-'95           | '95-2010    | 2010-'30, of which |            |            |             |             |
|                                    |   |              |              |              |              |                    |             | 2010-'20           | 2020-'30   |            |             |             |
| <b>World</b>                       | <b>277</b>  | <b>528</b>   | <b>940</b>   | <b>1,360</b> | <b>1,809</b> | <b>4.4</b>         | <b>3.9</b>  | <b>3.3</b>         | <b>3.8</b> | <b>2.9</b> | <b>100</b>  | <b>100</b>  |
| to advanced economies <sup>1</sup> | 194   | 334          | 498          | 643          | 772          | 3.7                | 2.7         | 2.2                | 2.6        | 1.8        | 53          | 43          |
| to emerging economies <sup>1</sup> | 83  | 193          | 442          | 717          | 1,037        | 5.8                | 5.7         | 4.4                | 4.9        | 3.8        | 47          | 57          |
| <b>By UNWTO regions:</b>           |   |              |              |              |              |                    |             |                    |            |            |             |             |
| <b>Africa</b>                      | <b>7.2</b>  | <b>18.9</b>  | <b>50.3</b>  | <b>85</b>    | <b>134</b>   | <b>6.7</b>         | <b>6.7</b>  | <b>5.0</b>         | <b>5.4</b> | <b>4.6</b> | <b>5.3</b>  | <b>7.4</b>  |
| North Africa                       | 4.0   | 7.3          | 18.7         | 31           | 46           | 4.1                | 6.5         | 4.6                | 5.2        | 4.0        | 2.0         | 2.5         |
| West and Central Africa            | 1.0   | 2.3          | 6.8          | 13           | 22           | 5.9                | 7.5         | 5.9                | 6.5        | 5.4        | 0.7         | 1.2         |
| East Africa                        | 1.2   | 5.0          | 12.1         | 22           | 37           | 10.1               | 6.1         | 5.8                | 6.2        | 5.4        | 1.3         | 2.1         |
| Southern Africa                    | 1.0   | 4.3          | 12.6         | 20           | 29           | 10.1               | 7.4         | 4.3                | 4.5        | 4.1        | 1.3         | 1.6         |
| <b>Americas</b>                    | <b>62.3</b>                                       | <b>109.0</b> | <b>149.7</b> | <b>199</b>   | <b>248</b>   | <b>3.8</b>         | <b>2.1</b>  | <b>2.6</b>         | <b>2.9</b> | <b>2.2</b> | <b>15.9</b> | <b>13.7</b> |
| North America                      | 48.3  | 80.7         | 98.2         | 120          | 138          | 3.5                | 1.3         | 1.7                | 2.0        | 1.4        | 10.4        | 7.6         |
| Caribbean                          | 6.7   | 14.0         | 20.1         | 25           | 30           | 5.0                | 2.4         | 2.0                | 2.4        | 1.7        | 2.1         | 1.7         |
| Central America                    | 1.5   | 2.6          | 7.9          | 14           | 22           | 3.8                | 7.7         | 5.2                | 6.0        | 4.5        | 0.8         | 1.2         |
| South America                      | 5.8   | 11.7         | 23.6         | 40           | 58           | 4.8                | 4.8         | 4.6                | 5.3        | 3.9        | 2.5         | 3.2         |
| <b>Asia and the Pacific</b>        | <b>22.8</b>                                       | <b>82.0</b>  | <b>204.0</b> | <b>355</b>   | <b>535</b>   | <b>8.9</b>         | <b>6.3</b>  | <b>4.9</b>         | <b>5.7</b> | <b>4.2</b> | <b>21.7</b> | <b>29.6</b> |
| North-East Asia                    | 10.1  | 41.3         | 111.5        | 195          | 293          | 9.9                | 6.8         | 4.9                | 5.7        | 4.2        | 11.9        | 16.2        |
| South-East Asia                    | 8.2   | 28.4         | 69.9         | 123          | 187          | 8.7                | 6.2         | 5.1                | 5.8        | 4.3        | 7.4         | 10.3        |
| Oceania                            | 2.3   | 8.1          | 11.6         | 15           | 19           | 8.7                | 2.4         | 2.4                | 2.9        | 2.0        | 1.2         | 1.0         |
| South Asia                         | 2.2   | 4.2          | 11.1         | 21           | 36           | 4.3                | 6.6         | 6.0                | 6.8        | 5.3        | 1.2         | 2.0         |
| <b>Europe</b>                      | <b>177.3</b>                                      | <b>304.1</b> | <b>475.3</b> | <b>620</b>   | <b>744</b>   | <b>3.7</b>         | <b>3.0</b>  | <b>2.3</b>         | <b>2.7</b> | <b>1.8</b> | <b>50.6</b> | <b>41.1</b> |
| Northern Europe                    | 20.4  | 35.8         | 57.7         | 72           | 82           | 3.8                | 3.2         | 1.8                | 2.2        | 1.4        | 6.1         | 4.5         |
| Western Europe                     | 68.3  | 112.2        | 153.7        | 192          | 222          | 3.4                | 2.1         | 1.8                | 2.3        | 1.4        | 16.3        | 12.3        |
| Central/Eastern Europe             | 26.6  | 58.1         | 95.0         | 137          | 176          | 5.3                | 3.3         | 3.1                | 3.7        | 2.5        | 10.1        | 9.7         |
| Southern/Medit. Europe             | 61.9  | 98.0         | 168.9        | 219          | 264          | 3.1                | 3.7         | 2.3                | 2.6        | 1.9        | 18.0        | 14.6        |
| <b>Middle East</b>                 | <b>7.1</b>  | <b>13.7</b>  | <b>60.9</b>  | <b>101</b>   | <b>149</b>   | <b>4.5</b>         | <b>10.5</b> | <b>4.6</b>         | <b>5.2</b> | <b>4.0</b> | <b>6.5</b>  | <b>8.2</b>  |

Source: World Tourism Organization (UNWTO) ©

(Data collected by UNWTO, September 2011)

<sup>1</sup> Classification based on the International Monetary Fund (IMF); see the Statistical Annex of the IMF *World Economic Outlook* of April 2012, page 177, at [www.imf.org/external/pubs/ft/weo/2012/01](http://www.imf.org/external/pubs/ft/weo/2012/01).

*UNWTO Tourism Highlights* is a World Tourism Organization publication which aims to provide an overview of international tourism trends during the year prior to its date of publication. The report was prepared by UNWTO's Tourism Market Trends Programme.

For individual countries and territories, information reflects data as reported by national or international institutions up until July 2016. For information on current short-term tourism data and trends, please refer to the *UNWTO World Tourism Barometer*: [mkt.unwto.org/barometer](http://mkt.unwto.org/barometer).

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# UNWTO PUBLICATIONS



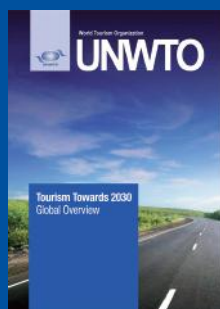
## UNWTO World Tourism Barometer

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.

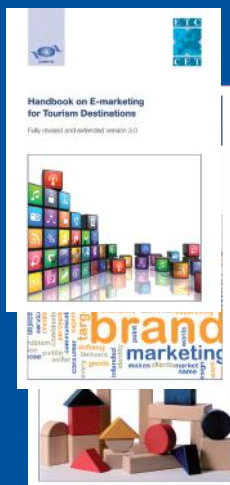


## Compendium of Tourism Statistics, 2016 Edition. Data 2010–2014

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

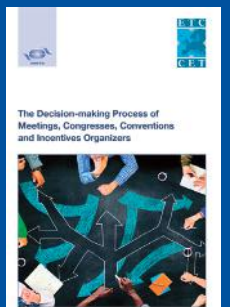
The *Yearbook of Tourism Statistics* focuses on data relating to inbound tourism (arrivals and nights), broken down by country of origin. The 2016 edition presents data for 196 countries, with methodological notes in English, French and Spanish.



## 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 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 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. Available in English.



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