

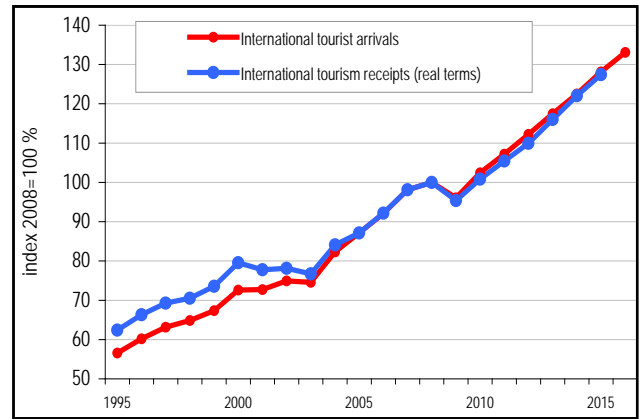


Sustained growth in international tourism despite challenges

Demand for international tourism remained robust in 2016 despite challenges. International tourist arrivals grew by 3.9% to reach a total of 1,235 million, according to the data analysed in this issue of the *UNWTO World Tourism Barometer*. Some 46 million more tourists (overnight visitors) travelled internationally last year compared to 2015.

2016 was the seventh consecutive year of sustained growth following the 2009 global economic and financial crisis. A comparable sequence of uninterrupted solid growth has not been recorded since the 1960s. As a result, 300 million more international tourists travelled the world in 2016 as compared to the pre-crisis record in 2008. International tourism receipts grew at a similar pace in this period (complete 2016 receipts results will be reported in May).

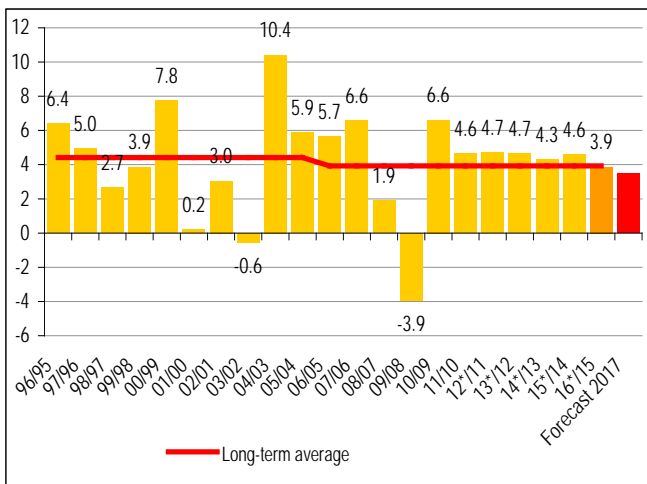
Inbound Tourism 1995-2016*



Source: World Tourism Organization (UNWTO) ©

[to be continued on page 3]

International Tourist Arrivals, World (% change)



Source: World Tourism Organization (UNWTO) ©

“Tourism has shown extraordinary strength and resilience in recent years, despite many challenges, particularly those related to safety and security. Yet, international travel continues to grow strongly and contribute to job creation and the wellbeing of communities around the world”, said UNWTO Secretary-General Taleb Rifai.

By region, Asia and the Pacific (+8%) led growth in international tourist arrivals in 2016, fuelled by strong demand from both intra- and interregional source markets. Africa (+8%) enjoyed a strong rebound after two weaker years. In the Americas (+4%) the positive momentum continued. Europe (+2%) showed rather mixed results, with double-digit growth in some destinations offset by decreases in others. Demand in the Middle East (-4%) was also uneven, with positive results in some destinations, but declines in others.

Volume 15 • Advance Release January 2017

Contents

- Inbound tourism: short-term trends 2016
- International tourism receipts
- International tourism expenditure
- Regional results
- UNWTO Panel of Tourism Experts
- The economic environment

Statistical Annex

This issue of the UNWTO World Tourism Barometer and its accompanying Statistical Annex include an analysis of results for international tourism for the first nine months of 2016 based on arrivals and receipts data reported by destinations around the world, as well on international tourism expenditure data for source markets around the world. Furthermore, this issue includes data on the meetings industry from ICCA and an update on the economic environment based on IMF’s World Economic Outlook.

This release is available only in electronic format. The full document can be downloaded free of charge for members and subscribed institutions through the UNWTO elibrary at www.e-unwto.org/toc/wtobarometereng/current. The release is available in English only, while the Statistical Annex is provided in four languages through the UNWTO elibrary at:
English version: www.e-unwto.org/content/w83v37
French version: www.e-unwto.org/content/t73863
Spanish version: www.e-unwto.org/content/rn1422
Russian version: www.e-unwto.org/content/j62835

The *UNWTO World Tourism Barometer* is a publication of the World Tourism Organization (UNWTO). By monitoring short-term tourism trends on a regular basis, UNWTO aims to provide all those involved, directly or indirectly, in tourism with adequate up-to-date statistics and analysis in a timely fashion.

The *UNWTO World Tourism Barometer* is periodically updated. Issues contain as regular sections: an overview of short-term tourism data from destinations, generating countries and air transport; the results of the latest survey among the UNWTO Panel of Tourism Experts, providing an evaluation of and prospects for short-term tourism performance; and selected economic data relevant for tourism. The objective for future editions of the *UNWTO World Tourism Barometer* will be to broaden its scope and improve coverage gradually over time.

The *UNWTO World Tourism Barometer* is prepared by UNWTO's Tourism Market Trends Programme. The UNWTO Secretariat wishes to express its sincere gratitude to all those who have participated in the elaboration of the *UNWTO World Tourism Barometer*, in particular all institutions that supplied data, and to the members of the UNWTO Panel of Tourism Experts for their valuable contribution.

For more information on the *UNWTO World Tourism Barometer*, including copies of previous issues, please refer to the Facts & Figures section on the UNWTO website at mkt.unwto.org.

We welcome your comments and suggestions at barom@unwto.org, tel.: +34 915678198 / fax: +34 915678217.



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

UNWTO's membership includes 157 countries, 6 Associate Members, two Permanent Observers, and over 500 Affiliate Members representing the private sector, educational institutions, tourism associations and local tourism authorities.

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Data collection for this issue was closed mid January 2017.

The next issue of the UNWTO World Tourism Barometer with more comprehensive results by country is scheduled for beginning of March on the occasion of the German tourism fair ITB Berlin (8-12 March 2017).



The UNWTO World Tourism Barometer is developed as a service for UNWTO Members and published six times a year in English with a Statistical Annex also in French, Spanish and Russian. Member States, Associate and Affiliate Members receive copies of the Barometer as part of our Member services.

If you are interested in receiving the UNWTO World Tourism Barometer and you are not a UNWTO Member, you can subscribe to the six issues in electronic version (€ 120), printed version (€ 140) or both (€ 150). You can also have your single copy at € 35.

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[Continuation from page 1]

Recalling that 2017 has been designated by the United Nations the International Year of Sustainable Tourism for Development, Mr. Rifai said “we need to work closer together to harness the contribution of tourism to economic growth, social inclusion, cultural and environmental preservation and mutual understanding, particularly when we live in times with such a deficit of respect and tolerance”.

Experts remain optimistic about 2017

The latest survey of UNWTO’s Panel of Experts shows continued confidence in 2017, with the large majority (63%) of the some 300 respondents expecting ‘better’ or ‘much better’ results than in 2016. The Panel score for 2017 virtually equals that of 2016, so growth is expected to be maintained at a similar level.

Based on current trends, the outlook of the UNWTO Panel of Experts and economic prospects, UNWTO projects international tourist arrivals worldwide to grow at a rate of 3% to 4% in 2017. Europe is expected to grow at 2% to 3%, Asia and the Pacific and Africa both at 5% to 6%, the Americas at 4% to 5% and the Middle East at 2% to 5%, given the higher volatility in the region.

2016 Regional Results

Results in Europe were rather mixed with a number of destinations affected by safety and security challenges. International arrivals reached 620 million in 2016, or 12 million (+2%) more than in 2015. Northern Europe (+6%) and Central Europe (+4%) both recorded sound results, while in Southern Mediterranean Europe arrivals grew by 1% and in Western Europe results were flat.

Asia and the Pacific (+8%) led growth across regions in both relative and absolute terms, recording 24 million more international tourist arrivals in 2016 to total 303 million. Growth was strong in all four subregions, with Oceania receiving 10% more arrivals, South Asia 9% more and North-East Asia and South-East Asia both 8% more.

International tourist arrivals in the Americas (+4%) increased by 8 million to reach 201 million, consolidating the solid results recorded in the last two years. Growth was somewhat stronger in South America and Central America (both +6%), while the Caribbean and North America recorded around 4% more arrivals.

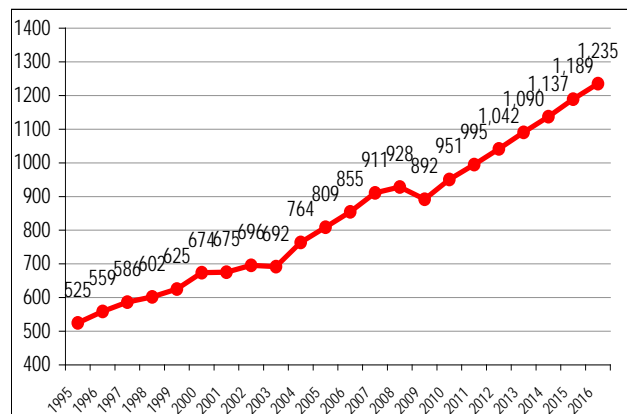
Available data for Africa points to an 8% rebound in international arrivals in 2016 after two troubled years, adding 4 million arrivals to reach 58 million. Sub-Saharan Africa (+11%) led growth, while a gradual recovery started in North Africa (+3%).

The Middle East received 54 million international tourist arrivals in 2016. Arrivals decreased an estimated 4% with mixed results among the region’s destinations. Results for both Africa and the Middle East should be read with caution as they are based on limited available data.

World: Inbound Tourism

International Tourist Arrivals

(million)

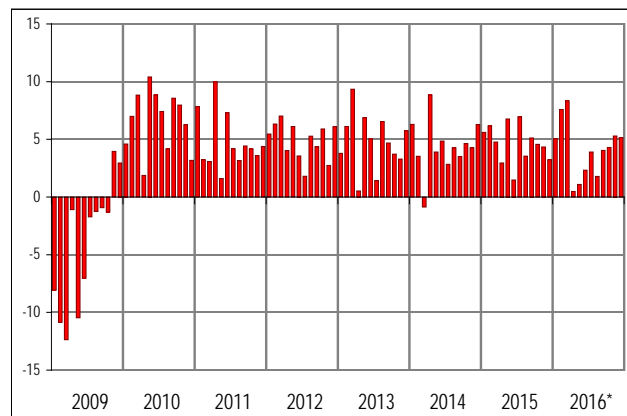


Source: World Tourism Organization (UNWTO) ©

International Tourist Arrivals, monthly evolution

World

(% change)

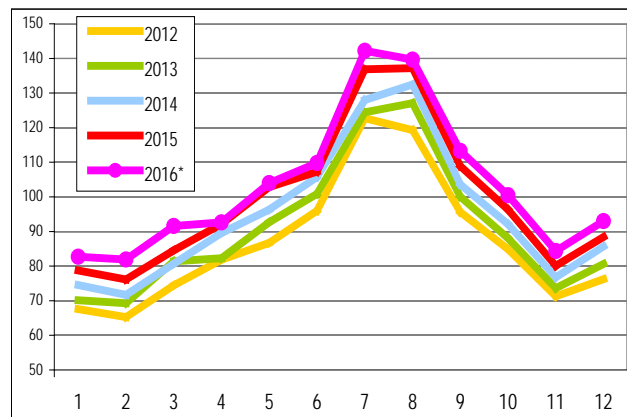


Source: World Tourism Organization (UNWTO) ©

International Tourist Arrivals, monthly evolution

World

(million)



Source: World Tourism Organization (UNWTO) ©

Note: All results in this release are based on preliminary data as reported by the various destinations around the world, and UNWTO estimates of still-missing data. UNWTO will continue to collect data and will present more comprehensive data by country in the April issue of the UNWTO World Tourism Barometer.

2017 International Year of Sustainable Tourism for Development

The United Nations 70th General Assembly has designated 2017 as the International Year of Sustainable Tourism for Development ([A/RES/70/193](#)).

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

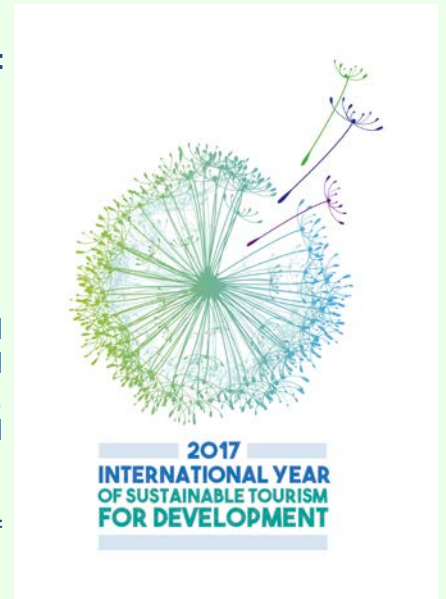
In the context of the universal 2030 Agenda for Sustainable Development and the Sustainable Development Goals (SDGs), the International Year aims to support a change in policies, business practices and consumer behavior towards a more sustainable tourism sector than can contribute to the SDGs.

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

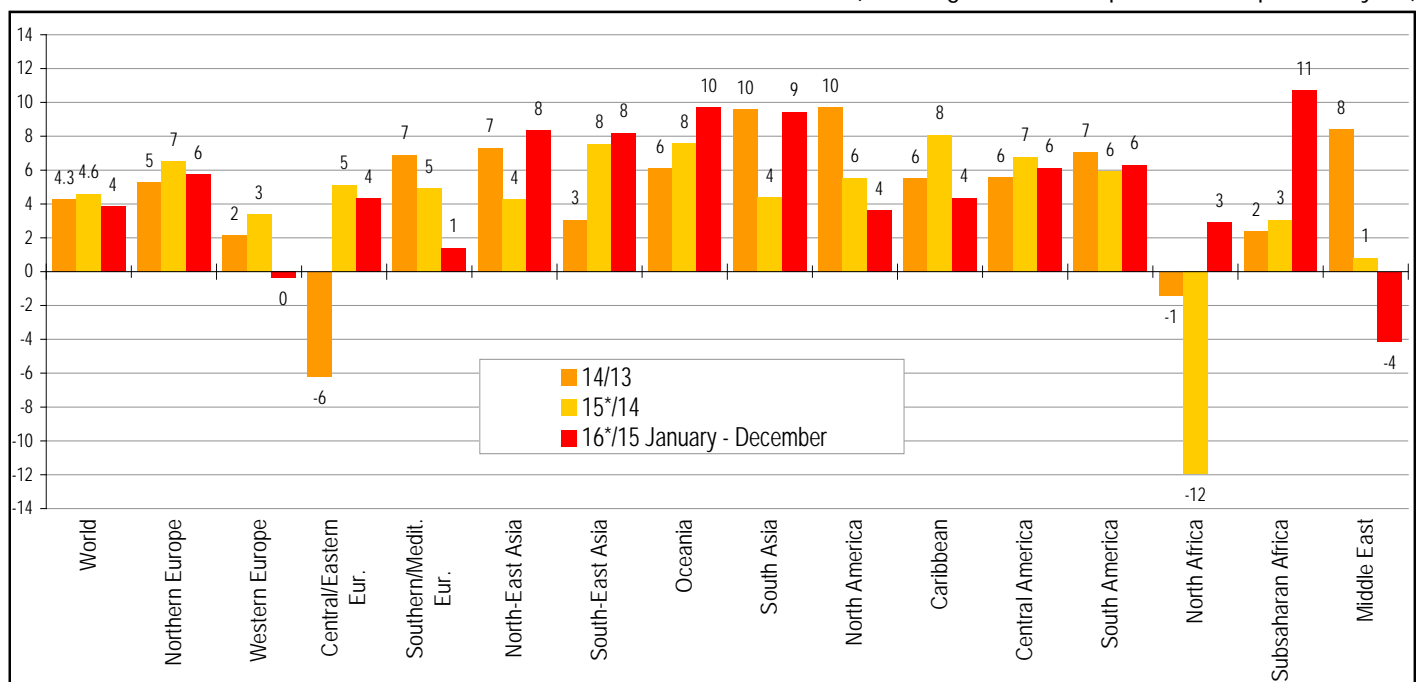
- (1) Inclusive and sustainable economic growth
- (2) Social inclusiveness, employment and poverty reduction
- (3) Resource efficiency, environmental protection and climate change
- (4) Cultural values, diversity and heritage
- (5) Mutual understanding, peace and security.

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

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

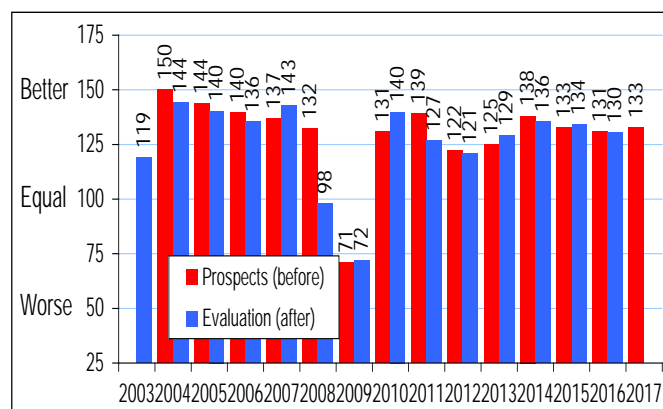


International Tourist Arrivals (% change over same period of the previous year)



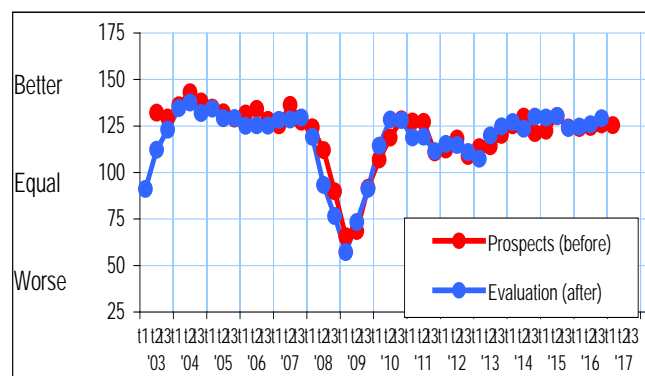
Source: World Tourism Organization (UNWTO) ©

UNWTO Panel of Tourism Experts: World



Source: World Tourism Organization (UNWTO) ©

UNWTO Panel of Tourism Experts



Source: World Tourism Organization (UNWTO) ©

International Tourist Arrivals by (Sub)region

	Full year						Share	Change Monthly/quarterly data series (percentage change over same period of the previous year)																
	2000	2005	2010	2014	2015	2016*		2016*	15/14 16/15												2015*			
	(million)							(%)	(%)		Q1	Q2	Q3	Q4	Jul	Aug	Sep	Oct	Nov	Dec	Q1	Q2	Q3	Q4
World	674	809	951	1,137	1,189	1,235	100	4.6	3.9	7.0	1.3	3.2	4.9	3.9	1.8	4.0	4.3	5.3	5.1	5.5	3.7	5.2	4.1	
Advanced economies ¹	424	470	516	622	653	685	55.4	5.0	4.9	8.2	2.9	4.5	5.2	5.4	2.4	6.0	5.1	5.8	4.8	5.0	5.2	5.0	5.5	
Emerging economies ¹	250	339	434	515	536	550	44.6	4.1	2.6	5.9	-0.7	1.2	4.5	1.5	0.8	1.4	3.2	4.8	5.4	5.9	1.7	5.5	2.5	
<i>By UNWTO regions:</i>																								
Europe	386.6	453.2	489.4	580.2	607.5	619.7	50.2	4.7	2.0	6.8	-0.2	1.0	3.1	1.5	-0.8	2.6	2.6	3.9	3.2	6.0	4.7	5.7	3.8	
Northern Europe	44.8	59.9	62.8	70.8	75.4	79.7	6.5	6.5	5.7	10.4	3.7	6.6	3.3	6.4	7.2	5.8	1.3	4.8	4.3	4.8	5.7	8.1	10.6	
Western Europe	139.7	141.7	154.4	174.4	180.3	179.6	14.5	3.4	-0.4	5.7	-3.6	-2.4	2.7	-1.1	-5.4	0.2	2.4	2.6	3.1	4.4	4.1	5.3	-0.5	
Central/Eastern Eur.	69.6	95.3	98.9	120.2	126.4	131.8	10.7	5.1	4.3	6.7	4.2	3.9	3.1	4.8	3.3	3.5	3.5	3.0	2.8	8.2	5.2	7.6	4.0	
Southern/Medit. Eur.	132.6	156.4	173.3	214.8	225.5	228.6	18.5	4.9	1.4	6.4	-1.1	0.5	3.5	0.5	-1.3	3.0	2.7	5.2	3.3	6.3	4.5	4.6	4.9	
- of which EU-28	330.5	367.9	384.3	454.1	478.2	499.0	40.4	5.3	4.4	8.7	2.5	3.6	5.0	4.3	1.5	5.4	4.9	5.3	4.6	5.7	6.0	5.8	5.0	
Asia and the Pacific	110.4	154.0	205.5	264.4	279.3	302.9	24.5	5.6	8.4	9.4	8.2	10.0	6.4	14.0	7.9	8.0	6.7	6.1	6.4	4.2	4.9	5.4	6.2	
North-East Asia	58.3	85.9	111.5	136.3	142.1	153.9	12.5	4.3	8.3	8.9	8.6	10.3	5.8	16.7	6.9	7.8	6.0	5.9	5.6	4.5	4.6	1.6	6.4	
South-East Asia	36.3	49.0	70.5	97.3	104.7	113.3	9.2	7.5	8.3	9.9	7.9	9.2	5.9	10.7	8.9	7.8	6.6	5.1	6.1	4.1	6.8	9.8	5.2	
Oceania	9.6	10.9	11.4	13.3	14.3	15.6	1.3	7.6	9.7	10.2	9.4	10.9	8.4	12.0	9.8	10.8	9.5	7.7	8.2	8.6	5.8	6.7	8.5	
South Asia	6.1	8.2	12.1	17.5	18.3	20.0	1.6	4.4	9.4	9.3	5.5	10.8	11.4	13.6	9.7	9.3	11.0	11.4	11.8	-0.7	-3.4	12.8	8.0	
Americas	128.2	133.3	150.1	181.9	192.7	200.9	16.3	6.0	4.3	6.5	0.3	4.8	5.4	4.2	4.5	6.0	6.9	4.7	4.8	8.0	4.6	5.2	6.2	
North America	91.5	89.9	99.5	120.9	127.6	132.2	10.7	5.5	3.6	4.9	-0.2	4.4	5.5	3.5	3.9	6.3	7.6	4.5	4.4	5.2	5.9	5.3	5.7	
Caribbean	17.1	18.8	19.5	22.3	24.1	25.1	2.0	8.1	4.3	6.3	2.2	5.0	3.7	6.0	2.9	6.4	2.5	3.7	4.4	7.6	7.2	8.5	7.6	
Central America	4.3	6.3	7.8	9.6	10.2	10.9	0.9	6.8	6.1	8.8	3.1	5.5	6.7	9.9	3.8	1.5	10.7	4.9	5.6	6.0	5.5	7.7	8.0	
South America	15.3	18.3	23.2	29.1	30.8	32.7	2.7	5.9	6.3	10.4	0.3	6.4	6.1	4.4	9.3	5.8	5.8	6.0	6.4	17.9	-4.0	1.5	6.5	
Africa	26.2	34.8	50.4	55.2	53.8	58.2	4.7	-2.5	8.1	7.9	0.9	11.1	11.3	12.3	11.1	9.5	11.3	11.1	11.5	-4.6	-7.5	-5.3	-1.8	
North Africa	10.2	13.9	19.7	20.4	18.0	18.5	1.5	-12.0	3.0	-6.0	-9.7	12.1	10.9	14.2	11.7	9.1	9.0	10.1	13.4	-9.2	-14.4	-12.7	-10.2	
Subsaharan Africa	16.0	20.9	30.7	34.8	35.8	39.6	3.2	3.0	10.7	13.8	6.9	10.3	11.5	10.6	10.7	9.7	12.3	11.5	10.7	-2.6	-3.1	0.7	2.1	
Middle East	22.4	33.7	55.4	55.4	55.9	53.6	4.3	0.8	-4.1	-1.1	-9.6	-8.4	3.5	-14.9	-5.5	-5.5	-6.6	9.8	7.0	9.9	-4.8	7.6	-6.7	

Source: World Tourism Organization (UNWTO) ©

(Data as collected by UNWTO January 2017)

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

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

Outlook for International Tourist Arrivals

	2008	2009	2010	2011	2012	2013	2014	2015	2016*	average a year	projection 2017* (issued January)
										2005-2015	between
										Jan.-Dec.	
World	1.9%	-3.9%	6.6%	4.6%	4.7%	4.7%	4.3%	4.6%	3.9%	3.9%	+3% and +4%
Europe	0.3%	-5.1%	3.1%	6.4%	3.9%	4.8%	2.3%	4.7%	2.0%	3.0%	+2% and +3%
Asia and the Pacific	1.1%	-1.6%	13.2%	6.2%	7.1%	6.9%	5.8%	5.6%	8.4%	6.1%	+5% and +6%
Americas	2.7%	-4.9%	6.4%	3.7%	4.5%	3.0%	8.5%	6.0%	4.3%	3.8%	+4% and +5%
Africa	2.9%	4.5%	9.3%	-0.7%	4.5%	4.5%	0.9%	-2.5%	8.1%	4.5%	+5% and +6%
Middle East	20.0%	-5.4%	14.6%	-9.3%	3.2%	-1.5%	8.4%	0.8%	-4.1%	5.2%	+2% and +5%

Source: World Tourism Organization (UNWTO) ©

(Data as collected by UNWTO January 2017)



INTERNATIONAL TOURIST ARRIVALS 2016



WORLD: 1,235 MILLION

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The detailed information in the continuation of the *UNWTO World Tourism Barometer* and its Statistical Annex is not included in the complimentary excerpt of this document.

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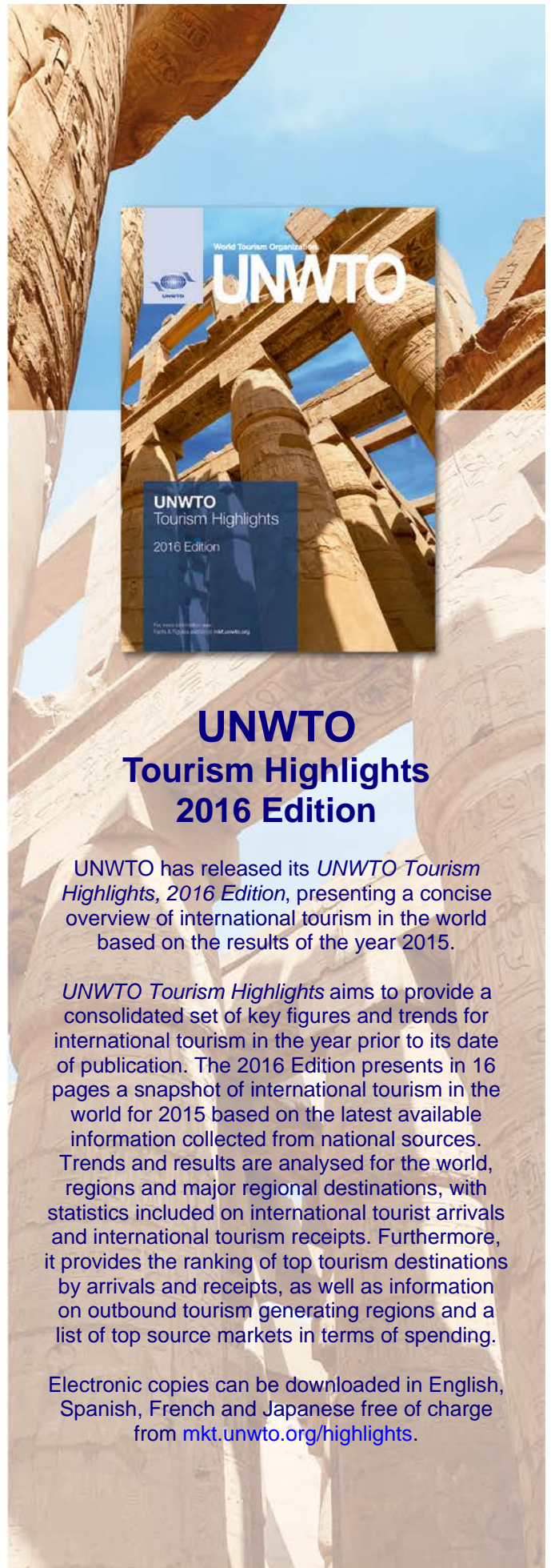
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UNWTO Tourism Highlights 2016 Edition

UNWTO has released its *UNWTO Tourism Highlights, 2016 Edition*, presenting a concise overview of international tourism in the world based on the results of the year 2015.

UNWTO Tourism Highlights aims to provide a consolidated set of key figures and trends for international tourism in the year prior to its date of publication. The 2016 Edition presents in 16 pages a snapshot of international tourism in the world for 2015 based on the latest available information collected from national sources. Trends and results are analysed for the world, regions and major regional destinations, with statistics included on international tourist arrivals and international tourism receipts. Furthermore, it provides the ranking of top tourism destinations by arrivals and receipts, as well as information on outbound tourism generating regions and a list of top source markets in terms of spending.

Electronic copies can be downloaded in English, Spanish, French and Japanese free of charge from mkt.unwto.org/highlights.



World Tourism Organization 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.

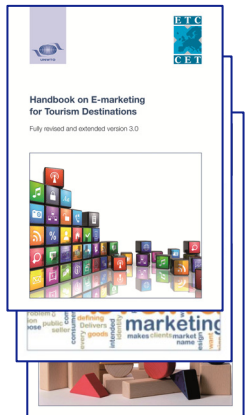
Available in English, with the Statistical Annex also available in French, Spanish and Russian.



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.



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.

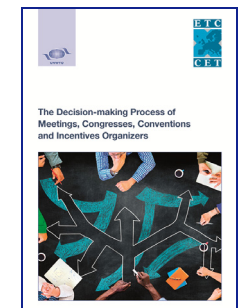
Available in English.



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.

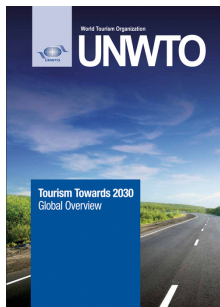
Available in English



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.

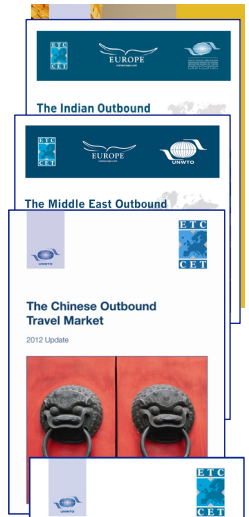


Outbound Travel Market studies:

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.

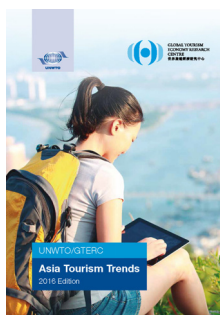
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UNWTO/GTERC Asia Tourism Trends

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.

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

The innovative UNWTO/ETC *Understanding Outbound Tourism Netnographic* series explores the behaviour and mind-set of outbound travellers based on internet and social media activity.

Available in English.



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.



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