



World Tourism Barometer

Volume 16 • Issue 3 • June 2018

International tourism remains strong in the first four months of 2018

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

International tourism receipts grew 5% in 2017

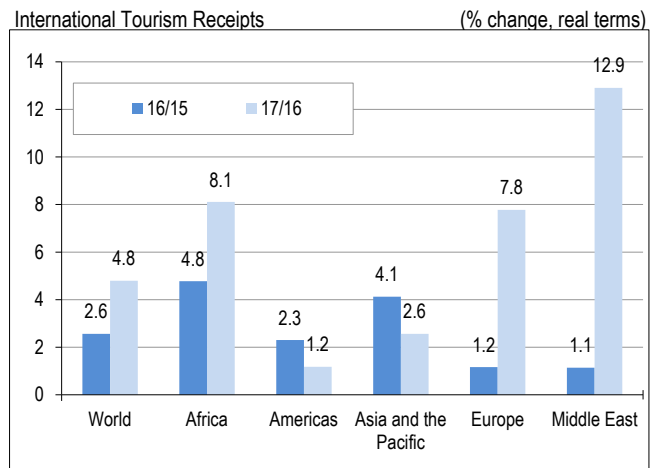
- International tourism receipts increased 5% in 2017 in real terms (local currencies at constant prices) to reach US\$ 1,332 billion globally, some US\$ 94 billion more than in 2016. Results are consistent with the solid trend in international tourist arrivals, which grew 7% in 2017.
- The Middle East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

Key figures

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

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

Provisional data based on information to date.



Source: World Tourism Organization (UNWTO) ©

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

UNWTO's membership includes 158 countries, 6 Associate Members, two Permanent Observers, and over 500 Affiliate Members representing the private sector, educational institutions, tourism associations and local tourism authorities.

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UNWTO World Tourism Barometer

ISSN: 1728-9246

Published and printed by the World Tourism Organization, Madrid, Spain - First printing: 2018 (version 27/06/18)
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About the *UNWTO World Tourism Barometer*

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

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

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

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

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



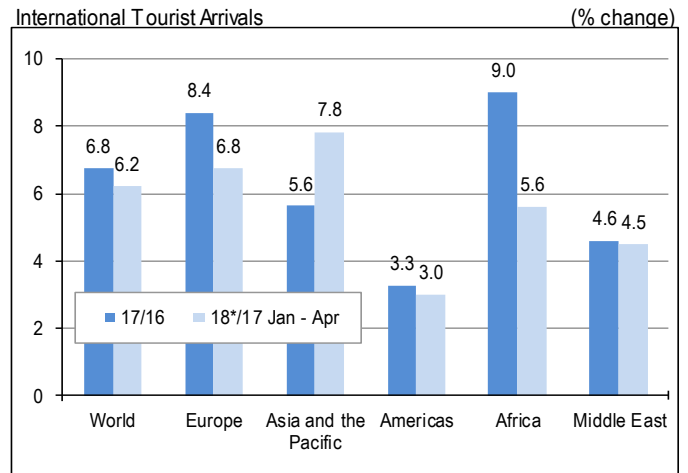
Data collection for this issue was closed on 20 June 2018.

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

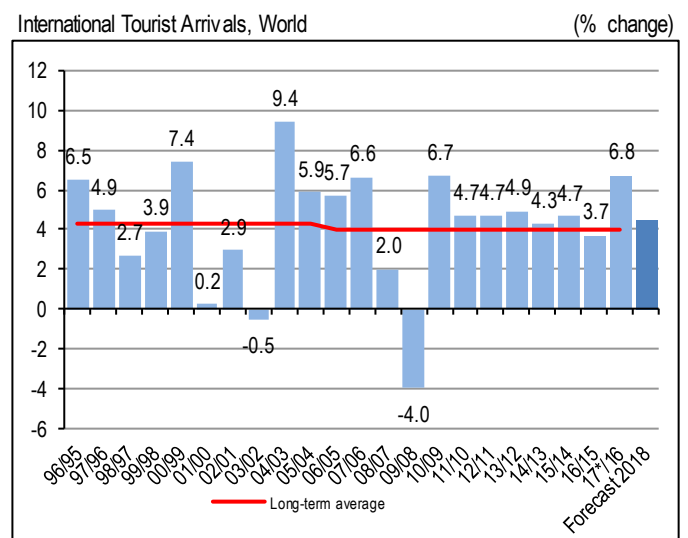
1. International tourist arrivals: January-April 2018

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

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



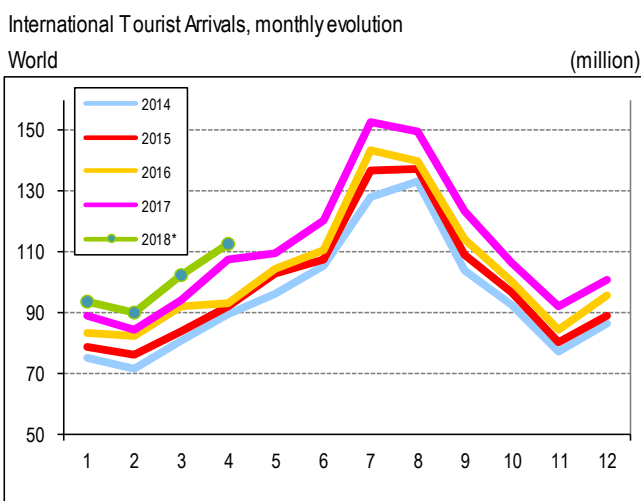
Source: World Tourism Organization (UNWTO) ©



Source: World Tourism Organization (UNWTO) ©

Asia and Europe led growth at the start of 2018

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



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

Source: World Tourism Organization (UNWTO) ©

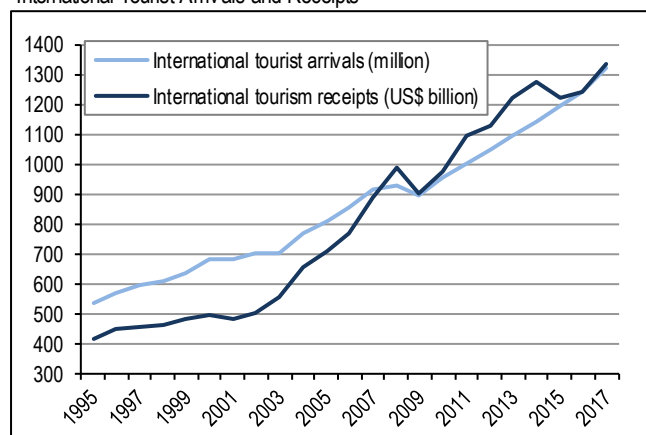
(Data as collected by UNWTO June 2018)

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

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

World: Inbound Tourism

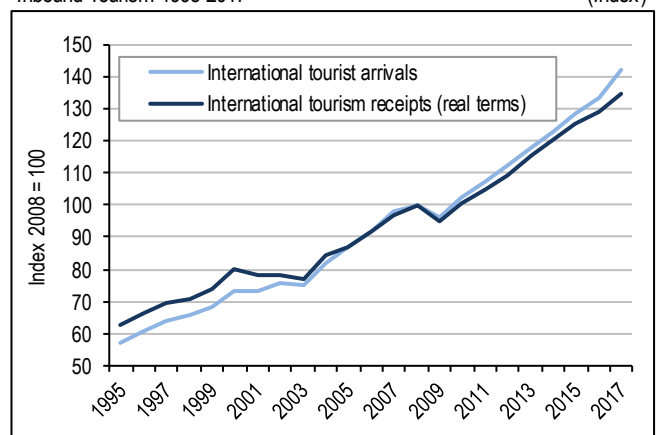
International Tourist Arrivals and Receipts



Source: World Tourism Organization (UNWTO) ©

Inbound Tourism 1995-2017

(Index)



Source: World Tourism Organization (UNWTO) ©

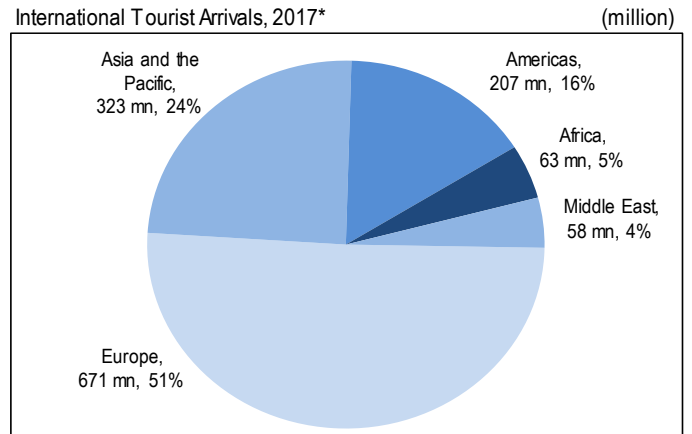
Pages 1-4 of this document constitute the Excerpt of the *UNWTO World Tourism Barometer*. The full document is available free of charge for UNWTO Members and subscribers from the UNWTO eLibrary at <http://mkt.unwto.org/barometer>. This release is available in English, while the Statistical Annex is provided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

Regional Insights

Europe

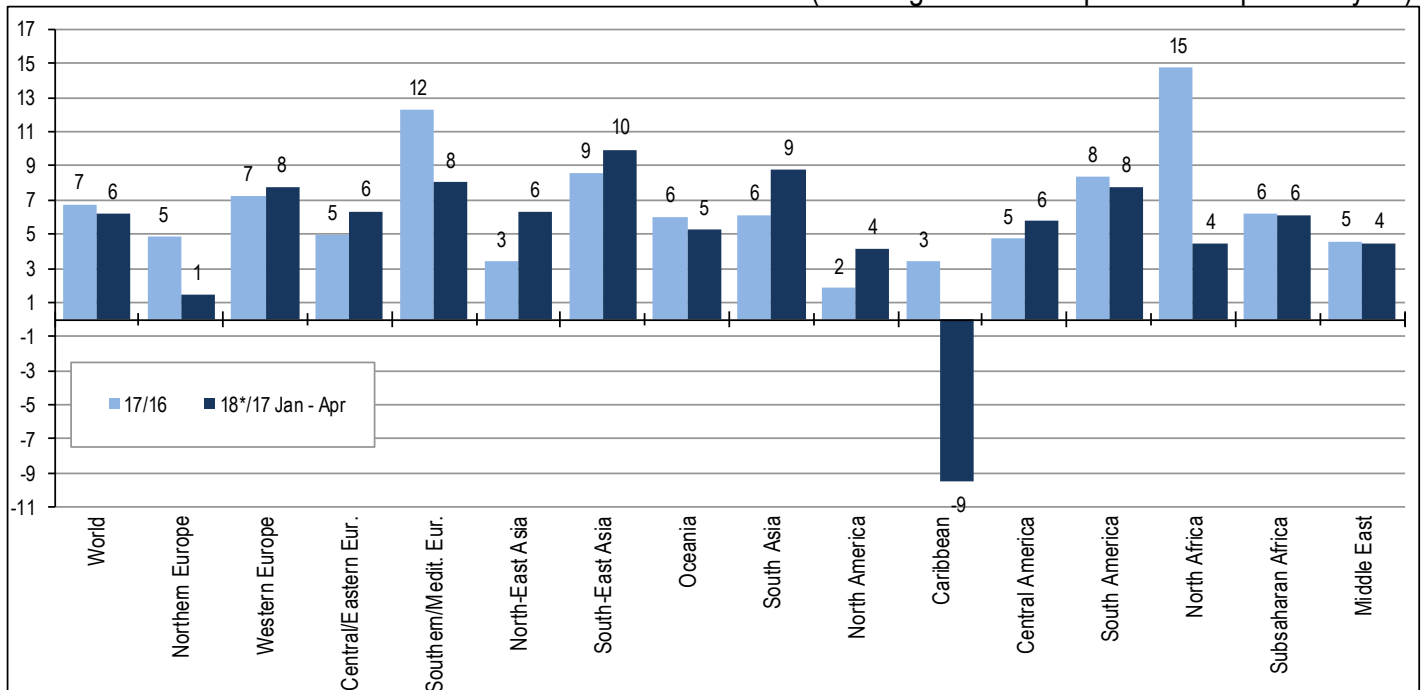
- International arrivals in Europe (+7%) continued to grow strongly in the first four months of 2018, compared to the same period last year, after a remarkable 8% increase in 2017.
- Southern and Mediterranean Europe (+8%) led results with most destinations enjoying double-digit growth. The subregion's two largest destinations, Spain (+2%) and Italy (+0.3% through March) reported slower growth, though following very strong results last year.
- In Western Europe (+8%) international arrivals also increased strongly this early part of 2018, led by the Netherlands (+13%) and France (+11%). Belgium enjoyed 8% growth this period, while Austria and Switzerland posted a 5% increase and Germany 4%.
- In Central and Eastern Europe arrivals increased 6%, according to limited data available so far, led by Georgia (+16%), Moldova (+15%) and Latvia (+14%). Bulgaria and Hungary (both +12%) and the Czech Republic (+11%) also posted double-digit growth. The subregion's largest destination, the Russian Federation shows a slight slowdown (-2%) in the first four months of 2018.

- Northern Europe (+1%) recorded more moderate results, with Denmark, Ireland and Finland (all +7%) leading growth. Data is still pending from the United Kingdom, the largest destination in the subregion.



Source: World Tourism Organization (UNWTO) ©

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



Source: World Tourism Organization (UNWTO) ©

Asia and the Pacific

- Asia and the Pacific (+8%) recorded the highest growth across world regions this January-April 2018 period, after a 6% increase in 2017.
- Results in Asia were driven by South-East Asia (+10%) where most destinations posted strong results, particularly Vietnam (+28% through May) which has seen a surge in international tourists in recent years. Philippines enjoyed a 15% increase in arrivals this period and Thailand, Indonesia and Cambodia all 14% growth.
- South Asian destinations (+9%) also enjoyed a strong start of the year, with Sri Lanka (+15%), Nepal (+13%), Maldives (+11%) and India (+9%) all reporting robust growth.
- International arrivals in North East Asia increased 6%, led by Japan (+15%), which has become a major destination in the region following six straight years of double-digit growth. Macao, China (+9%) and Hong Kong, China (+7%) also reported solid results, while data from China, the region's largest destination is still pending for 2018.

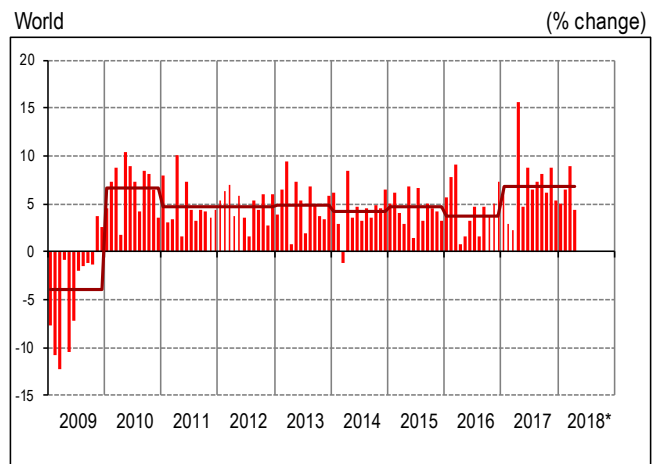
The Americas

- In the Americas (+3%) growth was led by South America, where international arrivals increased 8% this early part of 2018. Ecuador (+57%) and Colombia (+48%) both reported a surge in arrivals, building on already strong results in 2017. Peru (+23%) also posted remarkable growth.
- Central America recorded 6% growth, with Belize (+19%) and El Salvador (+13%) driving results. Growth in Guatemala (+6%) was in line with the subregion's average, while Honduras recorded a 5% increase. Costa Rica, the subregion's largest destination, grew 4%.
- The Caribbean (-9%) experienced a decrease in arrivals this period, weighed down by negative results in a few destinations that are still struggling with the effects of the hurricanes of August and September 2017.
- In North America (+4%), Mexico (+10%) led growth in international arrivals, while Canada (+4%) grew in line with the subregion's average. Data from the United States for 2018 is still unavailable.

Africa and the Middle East

- Limited data from Africa points to a 6% increase in arrivals in the first four months of 2018, led by Subsaharan Africa (+6%), where island destinations Reunion (+17%) and Cabo Verde (+11%) posted double-digit growth. Kenya (+7%) also enjoyed solid result, while South Africa reported a 3% increase.
- In North Africa (+4%), double-digit growth in Tunisia (+21%) contrasts with a slight decrease in Morocco, though after strong results in 2017.
- The Middle East (+4%) shows mixed results so far. Egypt is enjoying a continued rebound (+33%) and Oman further strong growth (+19%). International arrivals in Lebanon grew 5%, while the United Arab Emirates (Dubai) reported a 1% increase.

International Tourist Arrivals, monthly evolution



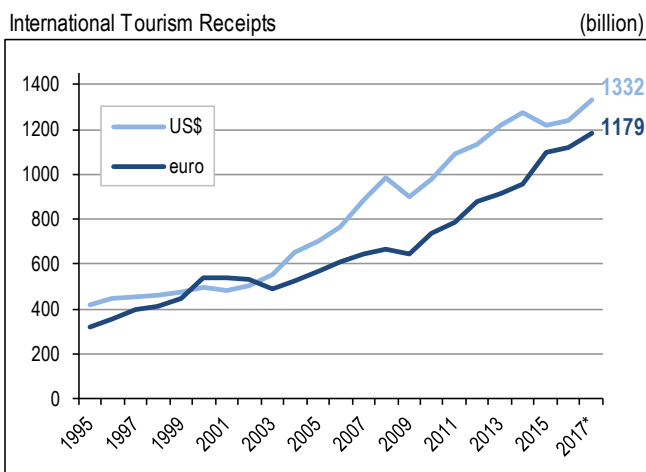
Source: World Tourism Organization (UNWTO) ©

2. International tourism receipts 2017

International tourism receipts grew 5% in 2017

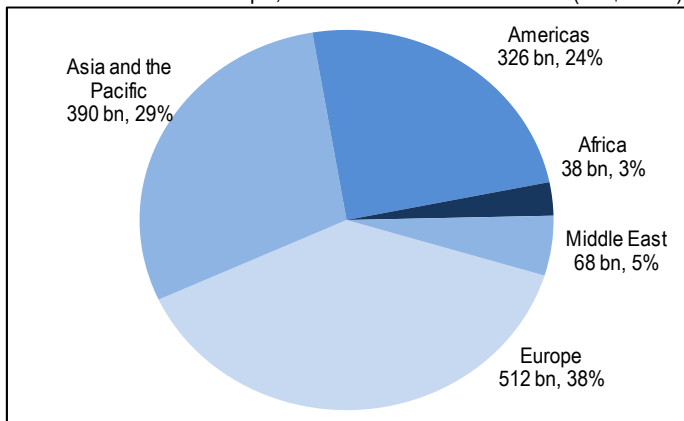
- International tourism receipts (export earnings from visitor spending in destinations) reached US\$ 1,332 billion (euro 1,179 billion) in 2017, up US\$ 94 billion (euro 60 bn) from 2016.
- Growth in tourism receipts is estimated at 4.8% in 2017 in real terms (taking into account exchange rate fluctuations and inflation).
- Strong outbound demand from both traditional and emerging markets fuelled growth.
- The Middle East (+13%) led results, followed by Africa and Europe (both +8%), Asia and the Pacific (+3%) and the Americas (+1%).
- The growth in tourism receipts mirrored the positive trend of international tourist arrivals. Arrivals increased 7% in 2017 to reach 1,323 million worldwide.

World: Inbound Tourism



Source: World Tourism Organization (UNWTO) ©

International Tourism Receipts, 2017* (US\$ billion)



Source: World Tourism Organization (UNWTO) ©

- International tourism receipts are the earnings generated in destination countries from expenditure by international visitors, both overnight and same-day, on accommodation, food and drink, local transport, entertainment, shopping and other services and goods. For the receiving countries, receipts from international visitors count as exports and are a vital source of foreign currency revenues for many destinations.
- As of mid-June 2018, a total of 126 countries and territories around the world monitored by UNWTO, including virtually all leading destinations, had reported full-year data on international tourism receipts for 2017. Of these, 112 destinations saw an increase in receipts (89%) over 2016, of which 64 in double-digits (51%).

The Middle East led growth in receipts

- By region, the Middle East (+13%) led growth in international tourism receipts in 2017, followed by Africa and Europe (both +8%). Receipts in Asia and the Pacific grew 3% and in the Americas 1%.
- By subregion, South Asia, Southern Mediterranean Europe, North Africa and South-East Asia enjoyed the fastest growth in receipts last year, all recording a 10% increase or more in earnings. Northern Europe, Sub-Saharan Africa and Oceania all experienced increases of 6% or more.
- Europe, which accounts for the largest share of global tourism receipts (38%), recorded an 8% increase in real terms to reach US\$ 512 billion (euro 453 bn) in earnings last year.
- Europe's strong increase in receipts virtually matched its robust growth in arrivals (both around +8%), a remarkable result for a region with many large and mature destinations. All European subregions recorded 5% growth or more in receipts. In Northern Europe and Central and Eastern Europe, receipts grew faster than arrivals. The group of 28 countries of the European Union (EU-28) recorded a total of US\$ 431 billion (euro 381 bn), a 7% increase in real terms over 2016.
- In Asia and the Pacific (29% share) earnings increased 3% in real terms to US\$ 390 billion in 2017, about US\$ 19 billion more than in 2016.
- South Asia led growth in the region, with a robust 13% increase in receipts, driven by results in India (+17%), the subregion's largest destination. Strong growth was also recorded across destinations in South-East Asia (+10%) and Oceania (+6%), fuelled by steady outbound flows from China.

International Tourism by (Sub)region

	International Tourism Receipts									International Tourist Arrivals							
	Change			US\$			euro			Share	abs.		Change		Share		
	Local currencies,			2016	2017*	per arrival	2016	2017*	per arrival	2017*	2017*	2016	2017*	15/14	16/15	17*/16	2017*
	constant prices (%)																
	15/14	16/15	17*/16	2016	2017*	2017*	2016	2017*	2017*	2017*	2017*	2016	2017*	15/14	16/15	17*/16	2017*
World	4.2	2.6	4.8	1,239	1,332	1,010	1,119	1,179	890	100	1,239	1,323	4.7	3.7	6.8	100	
Advanced economies ¹	3.1	1.6	4.1	808	862	1,190	730	763	1,050	64.7	685	725	4.9	4.7	5.8	54.8	
Emerging economies ¹	6.3	3.9	6.1	431	470	790	389	416	700	35.3	554	597	4.3	2.5	7.9	45.2	
Europe	2.4	1.2	7.8	461.7	511.6	760	417.1	452.9	670	38.4	619.0	671.1	4.7	2.3	8.4	50.7	
Northern Europe	3.1	5.8	6.8	76.8	82.4	1,070	69.4	72.9	940	6.2	73.8	77.3	6.1	5.8	4.8	5.8	
Western Europe	0.2	-1.2	5.1	157.2	170.5	880	142.1	150.9	780	12.8	181.5	194.6	3.5	0.0	7.2	14.7	
Central/Eastern Europe	-0.7	6.2	6.7	52.6	59.9	450	47.5	53.0	400	4.5	126.7	133.0	5.6	3.5	4.9	10.1	
Southern/Medit. Europe	5.2	-0.2	11.0	175.1	198.9	750	158.2	176.0	660	14.9	237.1	266.2	4.8	2.4	12.3	20.1	
- of which EU-28	2.9	2.8	7.0	390.5	430.7	800	352.8	381.3	710	32.3	499.8	538.1	5.2	4.4	7.7	40.7	
Asia and the Pacific	3.2	4.1	2.6	370.8	389.5	1,210	335.0	344.8	1,070	29.2	305.9	323.2	5.4	7.7	5.6	24.4	
North-East Asia	-3.7	0.1	-5.4	169.5	161.8	1,010	153.2	143.3	900	12.1	154.3	159.5	4.3	8.6	3.4	12.1	
South-East Asia	8.2	9.1	9.6	116.7	131.1	1,090	105.4	116.1	960	9.8	110.8	120.4	7.4	6.3	8.6	9.1	
Oceania	14.4	7.0	6.3	51.2	57.1	3,440	46.3	50.5	3,040	4.3	15.7	16.6	7.3	9.7	6.0	1.3	
South Asia	7.9	3.9	12.6	33.3	39.5	1,480	30.1	34.9	1,310	3.0	25.1	26.7	2.5	7.0	6.1	2.0	
Americas	8.6	2.3	1.2	313.7	325.7	1,570	283.4	288.3	1,390	24.4	200.7	207.3	5.9	3.6	3.3	15.7	
North America	9.0	1.7	0.8	244.6	252.4	1,890	221.0	223.4	1,680	18.9	130.9	133.3	5.5	2.7	1.8	10.1	
Caribbean	6.8	5.5	2.8	30.0	31.3	1,200	27.1	27.7	1,060	2.3	25.2	26.1	8.1	4.7	3.4	2.0	
Central America	4.7	9.0	3.5	12.2	12.7	1,140	11.0	11.3	1,010	1.0	10.7	11.2	6.8	4.1	4.7	0.8	
South America	8.5	1.9	2.1	26.9	29.2	800	24.3	25.9	710	2.2	33.9	36.7	5.6	6.3	8.4	2.8	
Africa	-0.8	4.8	8.1	33.4	37.8	600	30.2	33.4	530	2.8	57.8	63.0	-3.1	7.9	9.0	4.8	
North Africa	-8.8	1.0	10.3	9.0	10.0	460	8.1	8.9	410	0.8	18.9	21.7	-12.0	5.0	14.7	1.6	
Subsaharan Africa	2.6	6.2	7.3	24.4	27.8	670	22.0	24.6	600	2.1	38.9	41.3	2.1	9.3	6.2	3.1	
Middle East	7.0	1.1	12.9	59.0	67.8	1,170	53.3	60.0	1,030	5.1	55.6	58.2	4.0	-4.3	4.6	4.4	

Source: World Tourism Organization (UNWTO) ©

(Data as collected by UNWTO June 2018)

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

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

- In Asia's largest subregion, North-East Asia (-5%) a decrease in receipts contrasts with a 3% increase in tourist arrivals, partly due to lower earnings in China (further to a methodological revision), in the Republic of Korea and Taiwan (pr. of China).
- Receipts in the Americas (24% world share) increased 1% in real terms to US\$ 326 billion, up US\$ 12 billion from 2016, due to mixed results across destinations.
- The highest growth by subregion was recorded in Central America (+4%) and the Caribbean (+3%), fuelled by strong outbound demand from the United States. In South America, earnings grew 2%, while arrivals were 8% higher.
- In North America, the largest subregion of the Americas, receipts increased by 1%.
- In the Middle East (5% share), international tourism receipts are estimated to have increased 13% in real terms, or by US\$ 9 billion in nominal terms, to US\$ 68 billion. This reflects the strong recovery of Egypt and the robust results in other major destinations reporting data. Receipts grew faster than arrivals (+5%) in 2017.
- International tourism receipts in Africa (3% share) grew by 8% in real terms to US\$ 38 billion, up US\$ 4 billion from 2016. Growth was strong in both North Africa (+10%) and Subsaharan Africa (+7%), much in line with the solid results in arrivals in many African destinations.

World's top tourism earners in 2017

- Four destinations moved up in the top ten ranking by international tourism receipts in 2017, of which three from Asia and the Pacific.
- Italy climbed to 5th place from 7th, with US\$ 44 billion in international tourism receipts, following an 8% increase, measured in real terms (local currencies at constant prices).
- In Asia and the Pacific, Australia climbed two places to 7th after a 9% increase, Macao (China) climbed three to 9th following 18% growth and Japan entered the top at number 10, after recording 14% growth in tourism earnings.
- The United States is the world's top international tourism earner, with US\$ 211 billion in tourism receipts in 2017. Spain is the second largest with US\$ 68 billion, after a strong 10% increase in real terms. France is now the world's number three tourism earner, following a revision of its receipts methodology.
- Thailand remains fourth (US\$ 57 billion) after recording 13% growth, while Italy climbed two places to 5th (US\$ 44 billion) following an 8% increase.
- The United Kingdom remains 6th and Germany 8th in the international tourism receipts ranking.
- The above changes in the top ten ranking are partly the result of China moving down from 5th to 12th place owing to a revision in methodology.
- Beyond the top ten, Turkey climbed four places to 14th, Canada two to 18th and Portugal four to 21st, among others.

Data revision

Please note that rankings reflect data reported by countries and territories through June 2018 and can be subject to revisions. The order can still vary as not all countries have yet reported data, and for many countries and territories data at this stage is preliminary, and therefore subject to revision.

See the *Statistical Annex for the Methodological notes on international tourism receipts and the tables listing the top 50 destinations in terms of receipts. For values of other countries and territories with available data, see the tables on the regions.*

International tourism receipts

Rank		(US\$ billion)		% change ¹	
'17	'16	2016	2017*	17*/16	
1	1	United States	206.9	210.7	1.9
2	2	Spain	60.5	68.0	10.1
3	3	France	54.5	60.7	9.0
4	4	Thailand	48.8	57.5	13.1
5	7	Italy	40.2	44.2	7.7
6	6	United Kingdom	41.5	43.9	10.8
7	9	Australia	37.0	41.7	9.3
8	8	Germany	37.5	39.8	4.2
9	12	Macao (China)	30.4	35.6	17.6
10	11	Japan	30.7	34.1	14.4

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

Indicates upward movement in the ranking

¹ In local currencies, current prices.

* Provisional figures

Asia and the Pacific destinations climb in the ranking

- Three destinations from Asia and the Pacific moved up in the ranking by tourism receipts in 2017. Australia climbed from 9th to 7th place after a 9% increase in earnings to reach US\$ 42 billion. Macao (China) climbed three to 9th place following 18% growth, the strongest increase in the top ten. Japan moved up one to 10th place in receipts on the back of 14% growth, its sixth consecutive years of double-digit growth.

3. UNWTO Confidence Index: Panel of Tourism Experts

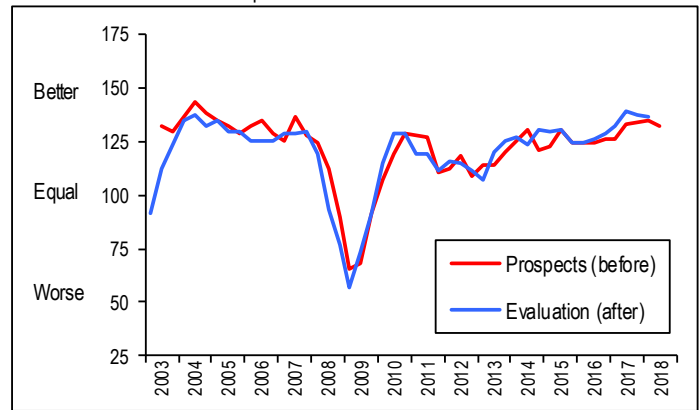
Confidence remains upbeat for May-August 2018

- Confidence in global tourism remains high according to the latest UNWTO Panel of Tourism Experts survey.
- Experts' evaluation of tourism performance in the first four months of 2018 was robust, while their outlook for the current May-August period is one of the most optimistic in a decade.
- Experts from Europe, Africa and the Middle East are particularly upbeat about this period.
- Two thirds of the 263 members of the Panel who responded to this edition's survey, judged tourism performance between January and April to have been 'better' or 'much better' (66%) than what they would reasonably expect for this time of the year, against 24% who perceived 'equal' performance and 11% 'worse' or 'much worse'.
- On a scale of 0 to 200, the Panel evaluated tourism performance in the period January-April 2018 with a score of 136, similar to the previous period September-December 2017 and in line with the prospects issued at the beginning of the year.

The Middle East, Europe and Africa the most positive about the first four months of 2018

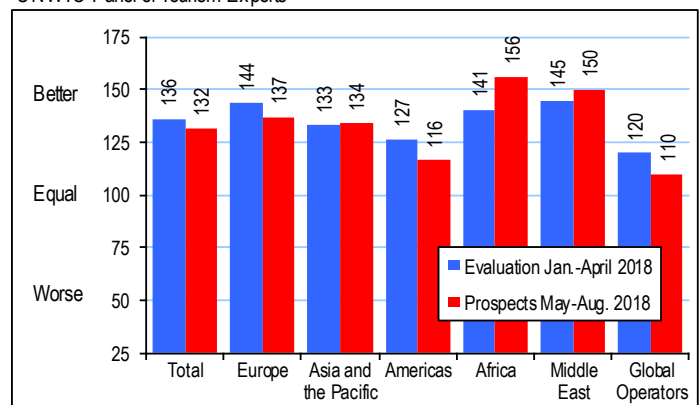
- UNWTO's Panel of Experts gave tourism performance in January-April 2018 an overall positive rating of 136, in line with previous periods.
- Experts from both advanced economies (137) and emerging economies (136) rated the first four months with a high score. This is largely due to the upbeat evaluations from experts in the Middle East (145), Europe (144) and Africa (141).
- In the Middle East (145), experts rated the performance with a score 5 points higher than their prospects at the beginning of the period. This reflects the ongoing rebound in the region.
- Panel experts in Europe (144) also rated the performance 8 points higher than expected, reflecting the remarkable growth for a region with many large and mature destinations.
- Experts in Africa rated the period January-April 2018 at 141 points, in line with the strong growth in arrivals in the region, though somewhat below their expectations at the beginning of the period.

UNWTO Panel of Tourism Experts: World



Source: World Tourism Organization (UNWTO) ©

UNWTO Panel of Tourism Experts



Source: World Tourism Organization (UNWTO) ©

- Meanwhile, experts in the Americas rated the performance of this period at 127, 4 points below their expectations at the beginning of the year.
- Experts in Asia and the Pacific (133) evaluated these four months much in line with their initial expectations (135).
- Global operators evaluated the first four months of 2018 with a score of 120, somewhat higher than their rather cautious expectations (113) four months ago.
- The highest score by activity came from Destinations (146). Experts' evaluation was 10 points higher than their prospects at the start of the period in January (136).
- The Accommodation sector (141) followed, ahead of Consultancy, Research and Media (134), Tour Operators and the Transport sector (both 133).
- General Industry Bodies & Other (119) also turned in positive evaluations for the first four months of 2018, yet below the average.

Confidence highest in Africa and the Middle East about May-August 2018

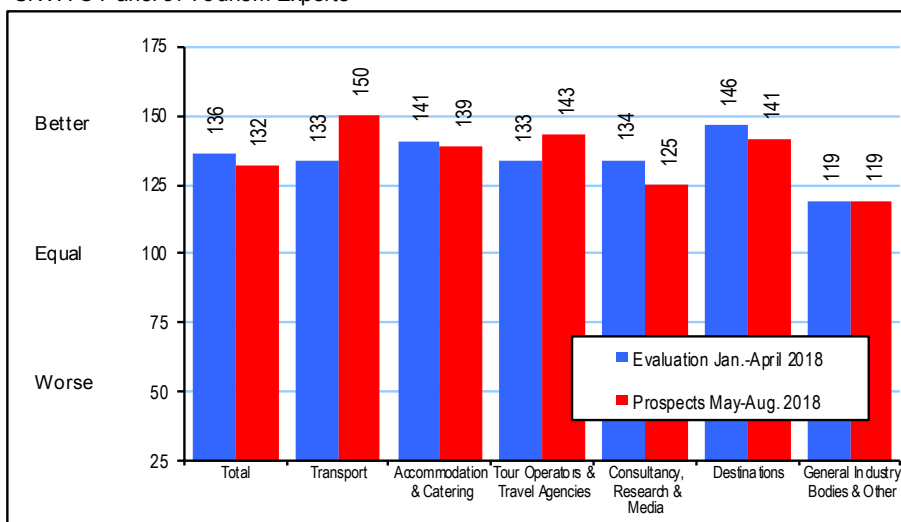
- Overall results show that experts around the world remain optimistic about the May-August 2018 period, which includes the summer peak season in most Northern Hemisphere destinations and source markets.
- Responses resulted in an overall score of 132 for prospects following several periods with similar upbeat expectations. The strong sentiment is positive among almost all regions and activities.
- Expectations in advanced economies (133) continue to be buoyant and are slightly above the score given by emerging economies (129).
- By region, experts from Africa (156) are the most optimistic about May-August 2018, although somewhat below their bullish prospects about the first four months (162).
- Experts in the Middle East (150) are also much more positive about May-August, rating this period 11 points higher than the prospects for January-April.
- Experts in Europe continue to be positive, with a score of 137 for May-August. This reflects the high expectations for the summer peak season in most European destinations, after several years of above-average growth.
- In Asia and the Pacific (134), the market sentiment is positive as well, but more conservative than in previous years.
- Respondents from the Americas (116) expect a positive performance for May-August, though to a lesser extent than four months ago (131).

- Global operators' prospects are rather cautious, giving a score of 110, i.e. expecting only little improvement.
- By activity, the ratings are predominantly positive, ranging from a high of 150 for the Transport sector, to a low of 119 from General Industry Bodies, which are more cautiously optimistic.
- Tour Operators & Travel Agencies (143), Destinations (141) and the Accommodation sector (139) are all very confident, while Consultancy, Research & Media (125) were below the average.

UNWTO conducts a Panel of Experts survey to track global tourism performance and business sentiment every four months since April 2003. In each survey Panel members are asked to rate both the **performance of the previous 4 months and the outlook for the coming 4 months** on the following scale: much worse [0]; worse [50], equal [100]; better [150], much better [200]. The number of regular respondents to the Barometer surveys stands currently at close to 300.

The UNWTO Secretariat's aim is to continuously expand and improve the Panel sample. Experts interested in participating in the survey are kindly invited to contact us at unwtopanel@unwto.org

UNWTO Panel of Tourism Experts



Source: World Tourism Organization (UNWTO) ©



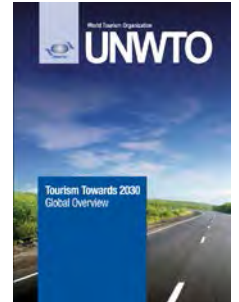
UNWTO World Tourism Barometer



EU Short-Term Tourism Trends



Compendium of Tourism Statistics
Yearbook of Tourism Statistics



Tourism Towards 2030
Global Overview



Marketing Handbooks:

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



Outbound Travel Market studies:

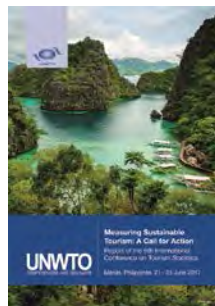
- Understanding Russian Outbound Tourism
- Understanding Brazilian Outbound Tourism
- Understanding Chinese Outbound Tourism



European Union Tourism Trends



UNWTO/GTERC Asia Tourism Trends



Measuring Sustainable Tourism:
A Call for Action



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