

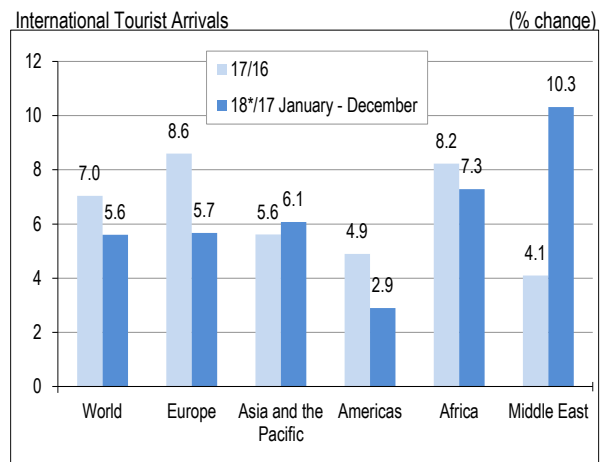


World Tourism Barometer

Volume 17 • Issue 1 • January 2019 ***EXCERPT***

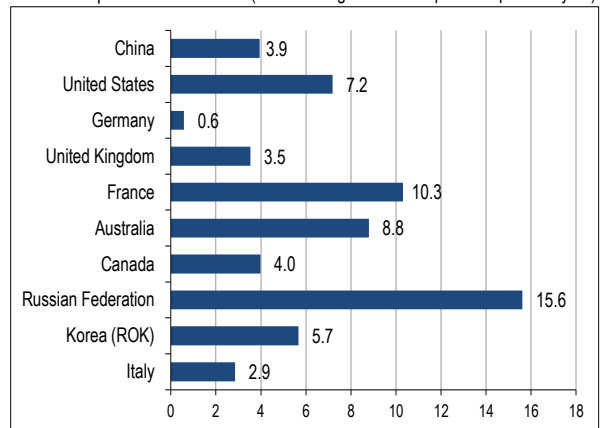
2018: International tourist arrivals worldwide reach 1.4 billion two years ahead of forecasts

- International tourist arrivals (overnight visitors) worldwide increased 6% in 2018 to 1.4 billion, based on data reported by destinations around the world.
- Given the remarkable growth of international arrivals in recent years, the 1.4 billion mark has been reached two years ahead of UNWTO's long term forecast issued in 2010.
- 2018 consolidates the very strong results of 2017 (+7%) and is the second strongest year since 2010.
- Middle East (+10%) and Africa (+7%) led growth, while arrivals to Asia and the Pacific and Europe (both +6%) increased in line with the world average. The Americas saw growth of 3%.
- Overall results were driven by a favourable economic environment and strong outbound demand from major source markets.
- Among the world's top ten spenders, the Russian Federation (+16%), France (+10%) and Australia (+9%) reported the strongest increase in outbound expenditure in the first nine to eleven months of 2018. The United States (+7%) and the Republic of Korea (+6%) also recorded solid spending figures, all of them fuelling inbound growth in their respective regions and beyond.
- Based on current trends, economic prospects and the UNWTO Confidence Index, UNWTO forecasts a growth of 3% to 4% in international tourist arrivals worldwide in 2019, more in line with the historical growth trends.



Source: World Tourism Organization (UNWTO) © * Provisional data

International Tourism Expenditure, 2018 YTD*
World's Top 10 Earners (real % change over same period of previous year)



Source: World Tourism Organization (UNWTO) © * Provisional data for the first 9 to 11 months

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

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

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About the UNWTO World Tourism Barometer

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

The information is updated several 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 mid-January 2019.

The next issue of the *UNWTO World Tourism Barometer* with more comprehensive results by country is scheduled to be published on April 2019.

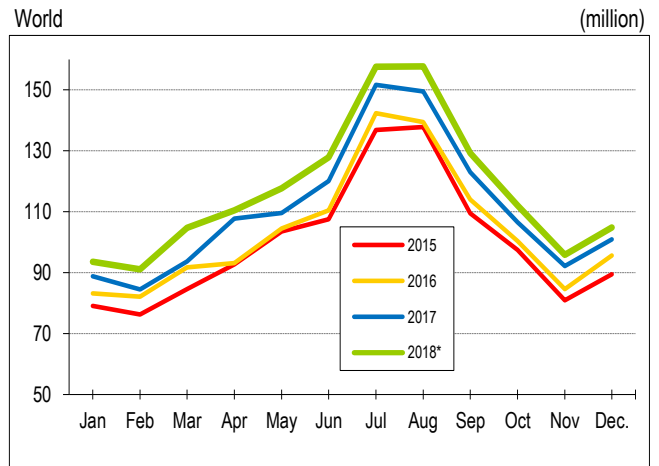
Pages 1-4 of this document constitute the **Excerpt** of the *UNWTO World Tourism Barometer*. The full document is available free of charge for UNWTO Members and subscribers from the UNWTO eLibrary at <http://mkt.unwto.org/barometer>. This release is available in English, while the Statistical Annex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

International tourist arrivals 2018

International arrivals grew 6% in 2018

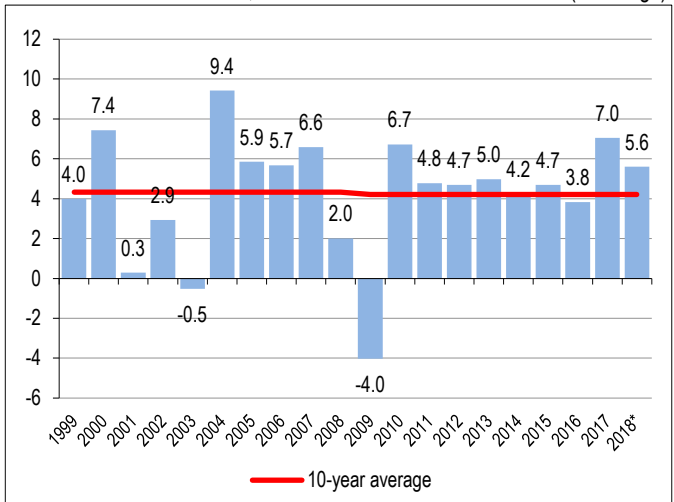
- Based on data reported so far by destinations worldwide, it is estimated that international tourist arrivals (overnight visitors) grew 6% compared to the previous year.
- This represents a consolidation of the strong results of 2017 (+7%) and exceeds the rate of 4% or higher growth recorded every year since 2010.
- Growth also exceeds UNWTO's forecast of 4% to 5% for the year 2018
- UNWTO estimates that 1403 million international tourist arrivals were received by destinations around the world, some 74 million more than in 2017.
- After a strong start of the year, results were comparatively less bullish in the second half of 2018.
- All regions enjoyed an increase in international arrivals, led by the Middle East (+10%) and Africa (+7%). Asia and the Pacific and Europe both went up 6%, while the Americas grew 3%.
- A total of 144 countries have so far reported data on international tourist arrivals for three or more months of 2018 (out of 220). Of these, 84% reported an increase in arrivals (of which 49% in double-digits) while 16% posted a decrease.

International Tourist Arrivals by month



Source: World Tourism Organization (UNWTO) ©

International Tourist Arrivals, World (% change)

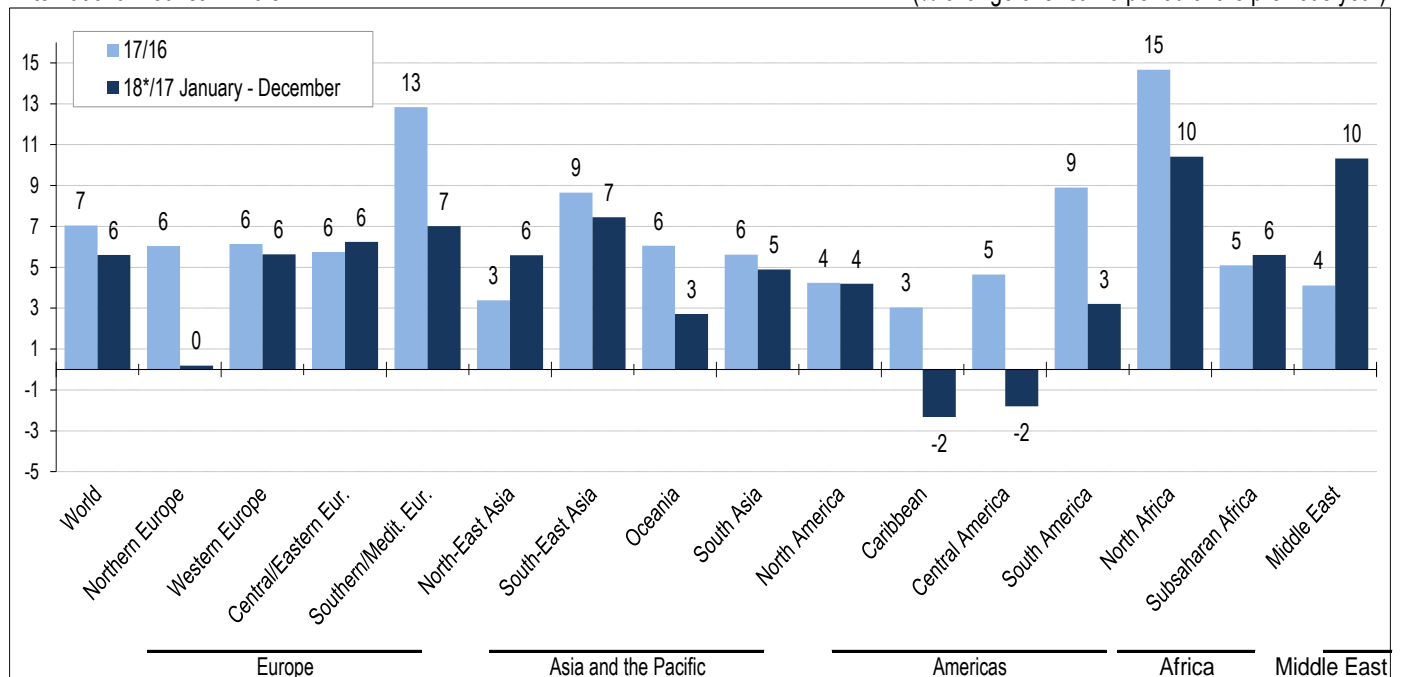


Source: World Tourism Organization (UNWTO) ©

* Provisional data

International Tourist Arrivals

(% change over same period of the previous year)



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	2017			2018*	2018*	17/16	18*/17	2018*												2017	
	(million)					(%)	(%)	Q1	Q2	Q3	Q4	Jul	Aug	Sep	Oct	Nov	Dec	Q1	Q2	Q3	Q4				
World	680	809	951	1,196	1,329	1,403	100	7.0	5.6	8.4	5.5	4.8	4.4	3.9	5.5	5.1	5.2	3.9	3.9	3.9	9.6	7.2	6.8		
Advanced economies ¹	430	469	515	655	730	761	54.2	6.3	4.3	7.1	3.8	3.5	3.7	3.1	4.6	2.7	5.2	2.7	3.0	4.7	9.1	6.1	5.6		
Emerging economies ¹	250	339	436	541	599	642	45.8	8.0	7.2	9.7	7.8	6.7	5.0	5.2	6.9	8.4	5.2	5.2	4.7	3.1	10.1	8.7	8.1		
<i>By UNWTO regions:</i>																									
<i>Europe</i>	392.6	452.8	487.0	605.7	674.4	712.6	50.8	8.6	5.7	8.7	5.3	5.0	4.9	4.4	5.6	5.1	7.0	3.4	3.5	4.2	11.3	9.2	7.7		
Northern Europe	44.8	54.7	56.6	69.8	78.3	78.4	5.6	6.0	0.2	0.5	-1.7	1.4	0.5	2.1	1.0	0.8	1.1	-0.2	0.4	9.0	10.2	4.7	0.8		
Western Europe	139.7	141.7	154.4	181.5	192.7	203.6	14.5	6.1	5.6	11.4	3.9	5.2	3.5	4.8	6.1	4.7	5.9	1.8	2.0	1.0	10.6	4.9	7.5		
Central/Eastern Eur.	69.2	95.3	97.9	123.1	136.0	144.4	10.3	5.7	6.2	8.0	6.0	6.3	5.0	6.4	6.7	5.6	5.0	5.1	5.0	3.3	5.9	5.5	8.1		
Southern/Medit. Eur.	139.0	161.1	178.1	231.4	267.5	286.2	20.4	12.8	7.0	9.9	8.0	5.2	7.3	4.0	5.8	6.0	10.0	4.8	5.0	6.2	15.0	15.2	9.9		
- of which EU-28	336.8	367.5	383.0	478.6	538.5	562.2	40.1	7.6	4.4	7.5	3.7	3.9	3.7	3.6	4.4	3.8	5.9	2.2	2.2	5.0	11.2	7.7	6.2		
<i>Asia and the Pacific</i>	110.4	154.1	208.2	284.1	323.0	342.6	24.4	5.6	6.1	8.3	6.8	4.9	4.4	4.4	6.8	3.3	4.3	4.6	4.5	5.5	5.8	4.1	7.0		
North-East Asia	58.4	85.9	111.5	142.1	159.5	168.4	12.0	3.4	5.6	5.6	7.1	4.8	4.9	4.0	8.2	1.8	4.8	5.1	5.0	5.7	3.1	0.5	4.5		
South-East Asia	36.3	49.0	70.5	104.2	120.4	129.3	9.2	8.7	7.4	11.3	8.1	5.7	4.7	5.4	5.6	6.2	4.9	4.8	4.5	6.3	10.1	8.3	10.1		
Oceania	9.6	10.9	11.5	14.3	16.6	17.0	1.2	6.0	2.7	6.6	-0.2	2.7	1.4	1.7	4.1	2.2	1.2	0.2	2.4	4.5	11.3	5.1	4.5		
South Asia	6.1	8.3	14.7	23.5	26.6	27.9	2.0	5.6	5.0	11.0	2.3	3.6	2.4	4.1	5.5	0.9	0.3	3.7	2.8	1.0	1.3	7.7	11.1		
<i>Americas</i>	128.2	133.3	150.4	194.1	211.1	217.2	15.5	4.9	2.9	6.4	1.4	1.4	2.4	-0.8	3.1	2.7	2.0	2.5	2.7	2.9	8.8	4.0	3.9		
North America	91.5	89.9	99.5	127.8	137.0	142.8	10.2	4.2	4.2	9.3	3.2	2.8	2.5	0.7	5.0	2.9	2.1	1.7	3.5	1.6	6.7	3.2	5.3		
Caribbean	17.1	18.8	19.5	24.1	26.0	25.4	1.8	3.0	-2.3	-7.2	-7.7	-2.3	11.4	-7.2	-4.6	11.7	12.5	10.8	11.0	2.7	13.6	5.7	-10.8		
Central America	4.3	6.3	7.8	10.2	11.1	10.9	0.8	4.6	-1.8	5.5	-7.0	-3.7	-2.8	-6.0	-0.4	-4.6	-2.4	-1.0	-4.5	3.3	12.6	3.1	0.5		
South America	15.3	18.3	23.6	31.9	37.0	38.1	2.7	8.9	3.2	8.6	4.8	-0.1	-1.3	-0.6	0.8	-0.3	-2.5	1.7	-2.7	6.3	12.9	7.0	9.9		
<i>Africa</i>	26.2	34.8	50.4	53.5	62.6	67.1	4.8	8.2	7.3	9.5	6.4	5.8	8.0	4.0	6.8	7.1	6.3	8.8	8.7	2.9	10.9	9.3	5.3		
North Africa	10.2	13.9	19.7	18.0	21.7	23.9	1.7	14.7	10.4	13.8	12.9	5.6	13.1	3.1	5.8	10.0	11.7	13.5	14.0	17.4	17.3	12.9	14.1		
Subsaharan Africa	16.0	20.9	30.7	35.5	40.9	43.2	3.1	5.1	5.6	7.7	2.9	6.0	5.6	4.8	7.6	5.5	3.6	6.7	6.3	-2.0	7.9	6.7	1.7		
<i>Middle East</i>	22.4	33.7	55.4	58.1	57.6	63.6	4.5	4.1	10.3	11.6	14.4	13.3	2.2	14.7	6.0	17.9	-0.3	4.2	2.1	-2.4	10.4	0.2	9.7		

Source: World Tourism Organization (UNWTO) ©

(Data as collected by UNWTO, January 2019)

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.

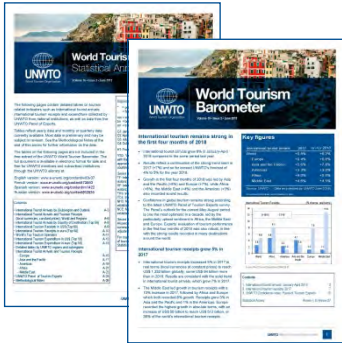
See box in page 'Annex-1' for explanation of abbreviations and symbols used

Outlook for International Tourist Arrivals

	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018*	Average a year 2008-2018	2019 Projection (issued January) from
	Change											
World	-4.0%	6.7%	4.8%	4.7%	5.0%	4.2%	4.7%	3.8%	7.0%	5.6%	4.2%	+3% to +4%
Europe	-5.4%	3.1%	6.6%	3.9%	5.2%	2.0%	4.7%	2.5%	8.6%	5.7%	3.6%	+3% to +4%
Asia and the Pacific	-1.4%	13.4%	6.5%	7.3%	6.8%	6.1%	5.4%	7.7%	5.6%	6.1%	6.3%	+5% to +6%
Americas	-4.9%	6.7%	3.6%	4.4%	3.7%	8.6%	6.0%	3.7%	4.9%	2.9%	3.9%	+2% to +3%
Africa	4.5%	9.3%	-0.7%	4.6%	4.4%	0.9%	-2.9%	8.0%	8.2%	7.3%	4.3%	+3% to +5%
Middle East	-5.4%	14.6%	-9.3%	2.6%	-1.5%	9.9%	4.0%	-4.7%	4.1%	10.3%	2.2%	+4% to +6%

Source: World Tourism Organization (UNWTO) ©

(Data as collected by UNWTO, January 2019)



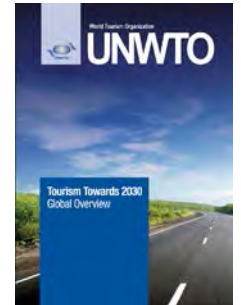
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EU Short-Term Tourism Trends



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,
2018 Edition



'Overtourism'?
Understanding and Managing Urban
Tourism Growth beyond Perceptions



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

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