



Contents

Inbound tourism: short-term trends 2015	6
International tourism receipts	8
International tourism expenditure	8
Regional results	10
Hospitality	16
Meetings industry	20
Air transport booking trends Forwardkeys	23
Statistical Annex	Annex-1 to Annex-33

This issue of the *UNWTO World Tourism Barometer* and its accompanying Statistical Annex include an analysis of results for international tourism for the first half of 2015 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 hotel performance, the meetings industry and air transport bookings from business intelligence tool ForwardKeys.

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:

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21 million more international tourists in the first half of 2015

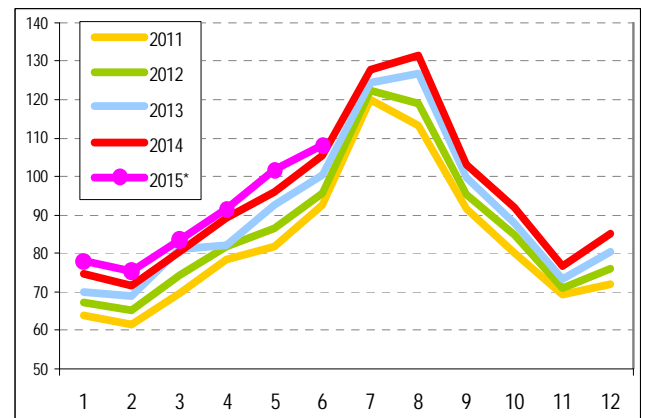
The number of international arrivals of overnight visitors (tourists) grew by 4% in the first half of 2015 according to the data analysed in this issue of the *UNWTO World Tourism Barometer*. Destinations worldwide received some 538 million international tourists between January and June 2015, an increase of 21 million compared to the same period of 2014.

Europe, Asia and the Pacific and the Middle East all recorded 5% growth in international arrivals and the Americas 4%. Limited data available for Africa points to an estimated 6% decrease in the number of international tourists in the region. At the subregional level, the Caribbean and Oceania (both +7%) were the best performers, together with Central and Eastern Europe and Central America (both +6%).

In spite of this overall growth, results by destination are rather mixed. Safety and security remain a global concern while the economic scenario is comparatively more volatile with the recovery of advanced economies contrasting with the slowdown of emerging economies. Tourism demand has also been impacted by lower oil prices and currency fluctuations.

International Tourist Arrivals, monthly evolution

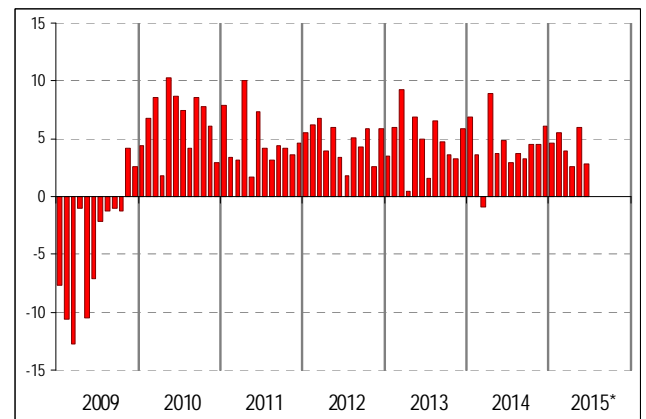
World (million)



Source: World Tourism Organization (UNWTO) ©

International Tourist Arrivals, monthly evolution

World (% change)



Source: World Tourism Organization (UNWTO) ©

“These results show that, despite increased volatility, tourism continues to consolidate the positive performance it has had over the last five years and to provide development and economic opportunities worldwide”, said UNWTO Secretary-General, Taleb Rifai. “As UNWTO prepares to meet in Medellin, Colombia, for its 21st General Assembly, this is the appropriate moment to call for a stronger support to tourism as the sector has the potential to deliver on some of the most pressing challenges of our time, namely job creation, economic growth and social inclusion”, he added.

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 contributions.

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 www.unwto.org/facts/menu.html.

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 156 countries, six territories, two Permanent Observers, and over 450 Affiliate Members representing the private sector, educational institutions, tourism associations and local tourism authorities.

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World Tourism Organization

Capitán Haya 42, 28020 Madrid, Spain
Tel (34) 91 567 81 00 / Fax (34) 91 571 37 33
barom@unwto.org

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Data collection for this issue was closed end of August 2015.

The next issue of the *UNWTO World Tourism Barometer* is scheduled to be published October 2015.

The UNWTO World Tourism Barometer is developed as a service for UNWTO Members and published six times a year in English, 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 next three issues for € 70 (pdf version delivered electronically) or € 100 (pdf plus hard copy).

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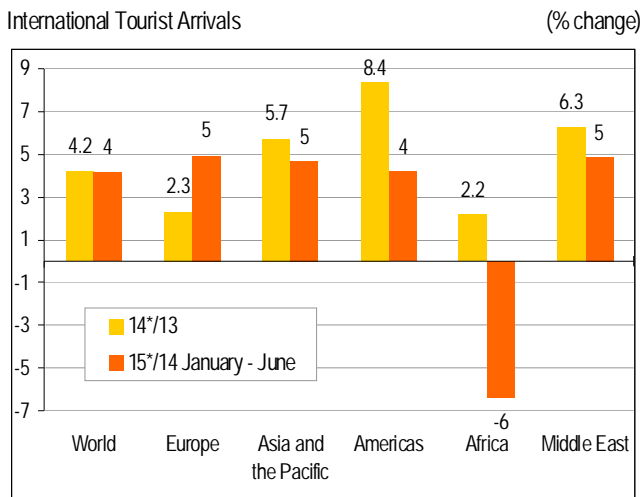
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[Continuation from page 1]

According to the UNWTO forecast issued at the beginning of 2015, international tourist arrivals are expected to increase by 3% to 4% worldwide for the whole year, in line with the long-term forecast of an average growth of 3.8% a year set for the period 2010 to 2020.



Source: World Tourism Organization (UNWTO) ©

Regional Results

Europe, the most visited region in the world, led growth and increased international arrivals by 5%, benefiting from a weaker currency in the euro area. Growth was driven by the recovery in Central and Eastern Europe (+6%), while Western Europe, Northern Europe and Southern Mediterranean Europe (each +5%) all outgrew the worldwide average.

Asia and the Pacific recorded a 5% increase in international arrivals in the first half of 2015, with Oceania (+7%) in the lead. Destinations in North-East Asia and South-East Asia (both +5%) reported rather mixed results, led by Japan (+47% through July) and Thailand (+30% through July). South Asia recorded a comparatively modest 4% increase in arrivals after two years of double-digit growth.

International arrivals in the Americas grew by 4% in the first half of 2015, consolidating last year's strong results. All four subregions recorded positive growth, although with variations across destinations. The strong US dollar fuelled robust outbound demand from the United States. The Caribbean (+7%) and Central America (+6%) led growth. In North America (+3%), arrival numbers were strong in Canada and Mexico (both +8%),

while for the United States indications point to more modest growth. Most destinations in South America (+4%) reported sound results, in spite of Brazil's outbound travel stalling.

The limited data available for Africa indicates that international tourist numbers were down by 6% with a decline of 10% in arrivals to North Africa and 4% in Sub-Saharan Africa. Alongside the impacts of the terrorist attacks, African destinations have been impacted by the aftermath of the Ebola outbreak in a few West African countries and the slower growth of regional economies depending on the export of oil and other commodities.

International tourist arrivals in the Middle East grew by 5% consolidating the recovery initiated in 2014. (Data for Africa and Middle East should be taken with caution as it is based on limited available data.)

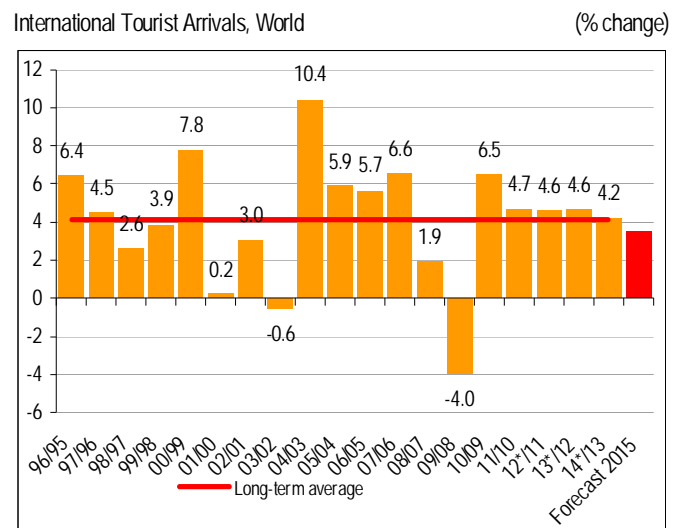
Source markets show mixed results

In terms of outbound tourism, data for the first quarters of 2015 shows a diverse picture in spending abroad.

Among the emerging markets, China and India both started the year with double-digit growth in the first quarter, while expenditure from the Russian Federation and Brazil reflected the slower economic growth in both markets and the depreciation of the rouble and the real against the US dollar and the euro.

As for the traditional advanced economy source markets, demand from the United States, France, Sweden and Spain remains strong, while it is weaker in Germany, the United Kingdom, Italy and Canada.

Please note that results presented here reflect preliminary data reported to date and are subject to revision.



Source: World Tourism Organization (UNWTO) ©



International Tourist Arrivals by (Sub)region

	Full year								Share 2014*	Change Monthly/quarterly data series (percentage change over same period of the previous year)													
	1995	2000	2005	2010	2011	2012	2013	2014*		13/12	14*/13	2015*	2014*										
	(million)									(%)	(%)	YTD	Q1	Q2	Mar	Apr	May	Jun	Q1	Q2	Q3	Q4	
World	527	674	809	949	994	1,039	1,087	1,133	100	4.6	4.2	4.1	4.6	3.8	3.9	2.6	6.0	2.8	3.1	5.5	3.1	4.8	
Advanced economies ¹	336	420	466	513	538	559	585	618	54.5	4.6	5.7	4.6	4.3	4.7	2.9	3.3	7.6	3.4	4.4	7.4	4.5	6.0	
Emerging economies ¹	191	254	343	436	456	480	502	515	45.5	4.7	2.5	3.7	4.9	2.5	4.9	1.8	3.9	1.9	1.9	3.3	1.1	3.5	
<i>By UNWTO regions:</i>																							
<i>Europe</i>	304.6	386.6	453.2	489.4	520.6	540.9	566.9	580.1	51.2	4.8	2.3	4.9	5.6	4.5	4.8	2.5	7.4	3.5	1.6	3.2	1.3	2.3	
Northern Europe	36.4	44.8	59.9	62.8	64.5	65.5	67.4	70.2	6.2	2.9	4.2	4.9	4.2	5.4	7.3	6.7	7.6	2.8	4.4	6.0	2.6	1.5	
Western Europe	112.2	139.7	141.7	154.4	160.4	166.2	170.8	174.6	15.4	2.8	2.2	4.6	4.0	5.0	0.9	1.3	9.1	4.2	-0.7	4.7	1.2	3.7	
Central/Eastern Eu.	58.1	69.6	95.3	98.9	108.8	118.9	127.8	120.6	10.6	7.5	-5.6	6.0	7.5	4.9	7.9	4.2	5.8	4.7	-1.0	-7.0	-11.0	-4.3	
Southern/Medit. Europe	98.0	132.6	156.4	173.3	186.9	190.4	201.0	214.8	19.0	5.6	6.9	4.6	6.6	3.6	5.7	1.0	6.9	2.6	4.9	7.2	7.5	6.5	
- of which EU-28	268.0	330.5	367.9	384.3	404.8	417.0	433.2	453.6	40.0	3.9	4.7	5.5	5.3	5.7	4.5	3.5	9.0	4.4	2.2	5.7	4.2	5.1	
<i>Asia and the Pacific</i>	82.1	110.4	154.0	205.4	218.4	233.6	249.7	264.0	23.3	6.9	5.7	4.7	4.2	5.1	3.0	5.2	7.1	3.0	6.0	6.6	4.0	6.1	
North-East Asia	41.3	58.3	85.9	111.5	115.8	122.8	127.0	136.1	12.0	3.4	7.2	4.6	4.5	4.6	2.0	7.1	7.6	-1.1	5.2	8.6	6.4	9.0	
South-East Asia	28.5	36.3	49.0	70.5	78.0	84.9	94.5	97.2	8.6	11.3	2.9	4.6	3.4	6.0	2.7	3.0	6.5	8.8	5.7	1.6	0.6	3.6	
Oceania	8.1	9.6	10.9	11.4	11.5	11.9	12.5	13.2	1.2	4.6	6.0	7.1	8.5	5.4	10.8	4.8	5.5	6.2	5.2	8.6	4.7	6.0	
South Asia	4.2	6.1	8.1	12.0	13.1	14.1	15.8	17.4	1.5	12.0	10.4	3.8	3.9	3.6	5.8	1.3	7.0	2.8	14.0	19.1	2.5	-0.6	
<i>Americas</i>	109.1	128.2	133.3	150.1	155.5	162.5	167.5	181.6	16.0	3.1	8.4	4.2	4.7	3.7	3.6	3.4	3.5	4.2	4.5	13.5	6.5	9.7	
North America	80.7	91.5	89.9	99.5	102.2	106.4	110.2	120.6	10.6	3.6	9.5	3.4	3.2	3.6	2.2	2.9	2.8	5.0	7.8	13.9	6.1	10.7	
Caribbean	14.0	17.1	18.8	19.5	19.9	20.6	21.1	22.4	2.0	2.8	6.1	7.2	7.7	6.6	6.2	6.3	7.6	6.1	2.9	6.6	7.0	8.6	
Central America	2.6	4.3	6.3	7.9	8.3	8.9	9.1	9.6	0.8	2.6	5.6	6.1	6.1	6.1	7.5	2.1	8.1	8.9	3.6	10.3	3.6	5.3	
South America	11.7	15.3	18.3	23.1	25.1	26.7	27.1	28.9	2.6	1.5	6.8	3.9	6.3	1.0	5.1	3.6	2.1	-2.1	-3.9	19.4	9.3	8.3	
<i>Africa</i>	18.7	26.2	34.8	49.5	49.5	51.9	54.5	55.7	4.9	4.9	2.2	-6.4	-5.0	-7.8	-2.1	-10.4	-3.7	-8.9	7.0	4.7	-4.2	-3.4	
North Africa	7.3	10.2	13.9	18.8	17.1	18.5	19.6	19.8	1.7	6.0	0.9	-10.3	-5.7	-13.7	-1.6	-11.3	-6.9	-21.2	15.4	8.2	-6.9	-8.6	
Subsaharan Africa	11.5	16.0	20.9	30.8	32.4	33.4	34.8	35.8	3.2	4.4	2.9	-4.3	-4.7	-3.8	-2.3	-9.8	-1.6	1.1	3.7	2.5	-2.0	-1.0	
<i>Middle East</i>	12.7	22.4	33.7	54.7	49.5	50.1	48.6	51.7	4.6	-2.9	6.3	4.8	9.2	0.8	8.3	1.3	2.3	-1.1	-6.8	4.3	32.8	12.7	

Source: World Tourism Organization (UNWTO) ©

(Data as collected by UNWTO August 2015)

¹ Classification based on the International Monetary Fund (IMF), see the Statistical Annex of the IMF World Economic Outlook of April 2015, page 150,at www.imf.org/external/ns/cs.aspx?id=29.

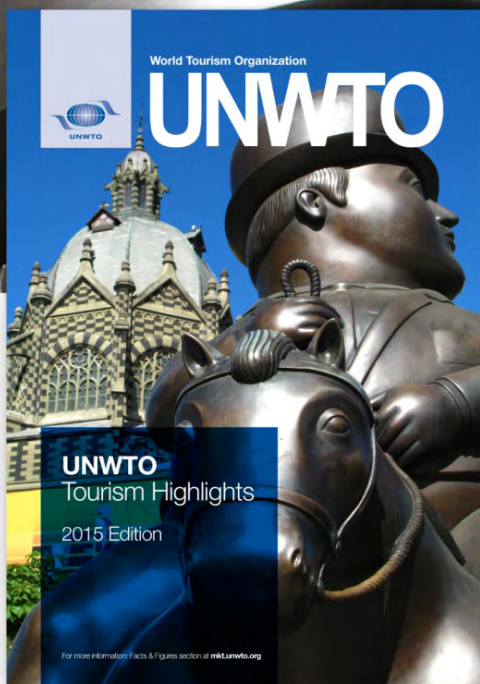
See box at page 'Annex-1' for explanation of abbreviations and signs used

Outlook for International Tourist Arrivals

	2009	2010	2011	2012	2013	2014	2015*	average a year 2005-2014	projection 2015* (issued January) between
	real, change								
	full year						Jan.-June		
World	-4.0%	6.5%	4.7%	4.6%	4.6%	4.2%	4.1%	3.8%	+3% and +4%
Europe	-5.1%	3.1%	6.4%	3.9%	4.8%	2.3%	4.9%	2.8%	+3% and +4%
Asia and the Pacific	-1.6%	13.1%	6.3%	7.0%	6.9%	5.7%	4.7%	6.2%	+4% and +5%
Americas	-4.7%	6.2%	3.6%	4.5%	3.1%	8.4%	4.2%	3.5%	+4% and +5%
Africa	2.5%	9.4%	0.0%	4.9%	4.9%	2.2%	-6.4%	5.4%	+3% and +5%
Middle East	-5.4%	13.1%	-9.6%	1.2%	-2.9%	6.3%	4.8%	4.9%	+2% and +5%

Source: World Tourism Organization (UNWTO) ©

(Data as collected by UNWTO August 2015)



UNWTO Tourism Highlights 2015 Edition

UNWTO has released its *UNWTO Tourism Highlights, 2015 Edition*, presenting a concise overview of international tourism in the world based on the results of the year 2014.

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 2015 Edition presents in 16 pages a snapshot of international tourism in the world for 2014 based on the latest available information collected from national sources. Trends and results are analyzed 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 and French free of charge from <http://mkt.unwto.org/highlights>

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The full document is available in electronic format for sale and free of charge for UNWTO members and subscribed institutions through the UNWTO eLibrary at www.e-unwto.org/content/w83v37.

For more information on the *UNWTO World Tourism Barometer*, please refer to the Facts & Figures section on the UNWTO website at www.unwto.org/facts.

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World Tourism Organization UNWTO Publications

UNWTO World Tourism Barometer

The *UNWTO World Tourism Barometer* and accompanying Statistical Annex provides tourism stakeholders with up-to-date statistics and analysis in a timely fashion. The information is updated six times a year, covering short-term tourism trends, a retrospective and prospective evaluation by the UNWTO Panel of Experts of current tourism performance, and a summary of economic data relevant for tourism.

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



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

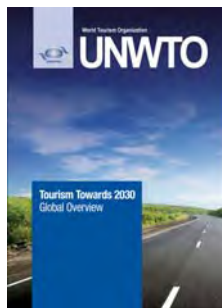
The outbound travel market series offers a unique insight into trends and travel behaviour in fast-growing source markets in the world. UNWTO jointly with the European Travel Commission (ETC) have covered the key outbound markets of China, Brazil, the Russian Federation, India and the Middle East, and with Tourism Australia key South-East Asian markets Indonesia, Malaysia, Singapore, Thailand and Vietnam.

Available in English



Tourism Towards 2030

UNWTO Tourism Towards 2030 is UNWTO's long-term outlook and assessment of future tourism trends from 2010 to 2030. It is a broad research project building on UNWTO's on-going work in the field of long-term forecasting, initiated in the 1990s. Key outputs of the study are quantitative projections for international tourism flows up until 2030, based on data series on international tourist arrivals by subregion of destination, region of origin and mode of transport for the period 1980-2010. Available in English



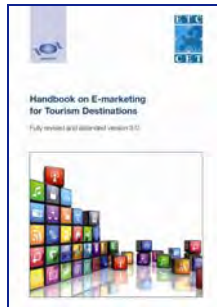
- Understanding Russian Outbound Tourism
- Understanding Brazilian Outbound Tourism
- Understanding Chinese Outbound Tourism

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

Available in English

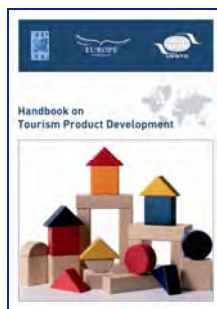
Handbook on E-Marketing for Tourism Destinations

This UNWTO/ETC fully revised and extended version 3.0 covers all essential aspects of an e-marketing strategy including strategic planning, branding measures, content-building, search engine optimization, e-commerce and email marketing. It also provides practical information on latest trends and developments in mobile marketing and social media, as well as detailed insight into the measurement of effective e-marketing strategies using the latest technologies. Available in English



Handbook on Tourism Product Development

The *UNWTO/ETC Handbook on Tourism Product Development* outlines the essential elements in the process of tourism product development planning and implementation. It demonstrates a range of successful approaches and case studies from around the world and sets out best practice examples and benchmarks by which destinations can assess their own product development system and methods. Available in English French and Spanish



Compendium of Tourism Statistics, 2015 Edition. Data 2009-2013

The Compendium provides statistical data and indicators on inbound, outbound and domestic tourism, as well as on tourism industries, employment and macroeconomic indicators related to international tourism. The 2015 edition presents data for 203 countries with methodological notes in English, French and Spanish.

Yearbook of Tourism Statistics, 2015 Edition. Data 2009-2013

Deriving from the most comprehensive statistical database available on the tourism sector, the Yearbook of Tourism Statistics focuses on data related to inbound tourism (total arrivals and overnight stays), broken down by country of origin. The 2015 edition presents data for 198 countries with methodological notes in English, French and Spanish.



Handbook on Tourism Destination Branding

This handbook is a recognition by UNWTO and ETC of the value of successfully building and managing a destination's brand. With an Introduction by Simon Anholt, the handbook presents a step-by-step guide to the branding process, accompanied by strategies for brand management. Given case studies illustrate concepts, present best practices from around the world and provide fresh insight into destination branding. Available in English French and Spanish



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