



Close to one billion international tourists in the first nine months of 2016

Destinations around the world welcomed 956 million international tourists between January and September 2016, according to the data analysed in this issue of the *UNWTO World Tourism Barometer*. This is 34 million more than in the same period of 2015, a 4% increase.

Demand for international tourism remained robust in the first nine months of 2016, though growing at a somewhat more moderate pace. After a strong start of the year, growth was slower in the second quarter of 2016 to pick up again in the third quarter of the year. While most destinations report encouraging results, others continue to struggle with the impact of negative events, either in their country or in their region.

confidence, as doing so will benefit the entire tourism sector and society as a whole."

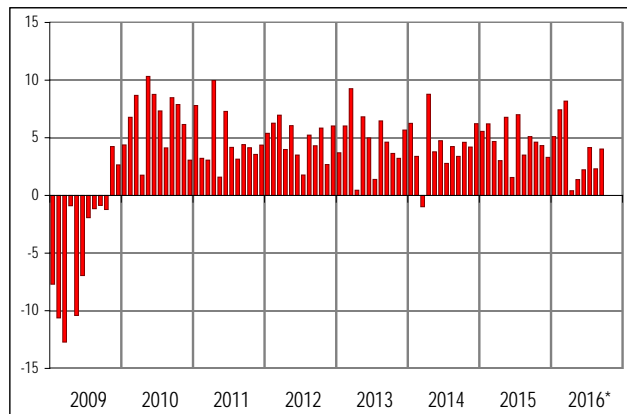
Regional Results

Asia and the Pacific led growth across world regions, with international tourist arrivals (overnight visitors) up 9% through September. All four subregions shared in this growth. Many destinations reported double-digit growth, with the Republic of Korea (+36%), Vietnam (+26%), Japan (+24%) and Sri Lanka (+15%) in the lead.

In Europe, international arrivals grew by 2% between January and September 2016, with solid growth in most destinations. Nonetheless, double-digit increases in major destinations such as Spain, Hungary, Portugal and Ireland were offset by declines in France, Belgium and Turkey. As a consequence,

[to be continued on page 3]

International Tourist Arrivals, monthly evolution
World (% change)



Source: World Tourism Organization (UNWTO) ©

"Tourism is one of the most resilient and fastest-growing economic sectors but it is also very sensitive to risks, both actual and perceived. As such, the sector must continue to work together with governments and stakeholders to minimize risks, respond effectively and build confidence among travelers," said UNWTO Secretary-General, Taleb Rifai.

"No destination is immune to risks. We need to increase cooperation in addressing these global threats, namely those related to safety and security. And we need to make tourism an integral part of emergency planning and response", added Mr Rifai ahead of the Ministerial Meeting on Safe, Secure and Seamless Travel held at the World Travel Market in London on 9 November.

Mr. Rifai also recalled: "Real crises are often magnified or distorted by misperception and affected destinations are facing important challenges, although at the global level demand remains strong. We need to support these countries in restoring

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Statistical Annex

Annex 1 - Annex 31

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
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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.



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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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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 early November 2016.

The next issue of the *UNWTO World Tourism Barometer* is scheduled to be published on the occasion of the Spanish tourism fair Fitur (18-22 January 2017).



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[Continuation from page 1]

Northern Europe grew by 6% and Central and Eastern Europe by 5%, while results were weaker in Western Europe (-1%) and Southern Mediterranean Europe (+0%).

International tourist arrivals in the Americas increased by 4% through September. South America (+7%) and Central America (+6%) led results, followed closely by the Caribbean and North America (both +4%).

In Africa (+8%), Sub-Saharan destinations rebounded strongly throughout the year, while North Africa picked up in the third quarter. Available data for the Middle East points to a 6% decrease in arrivals, though results vary from destination to destination. Results started to gradually improve in the second half of the year in both North Africa and the Middle East.

Strong demand for outbound travel

The great majority of leading source markets in the world reported increases in international tourism expenditure during the first three to nine months of 2016.

Among the top five source markets, China, the world's top source market, continues to drive demand, reporting double-digit growth in spending (+19%). Likewise, robust results come from the United States (+9%), which benefited many destinations in the Americas and beyond. Germany reported a 5% increase in expenditure, the United Kingdom a 10% increase, and France 3% growth.

In the remainder of the top ten, tourism spending grew notably in Australia and the Republic of Korea (both +9%), and moderately in Italy (+3%). By contrast, expenditure from the Russian Federation declined 37% and from Canada a slight 2%.

Beyond the top 10, eight other markets reported double-digit growth: Egypt (+38%), Argentina (+27%), Spain (+19%), India (+16%), Thailand (+15%), Ukraine (+15%), Ireland (+12%) and Norway (+11%).

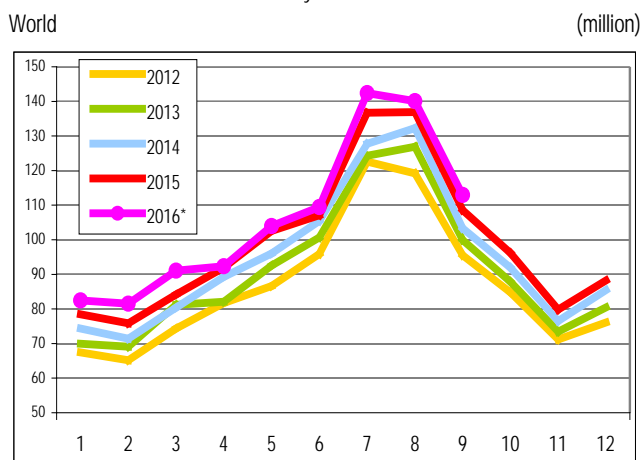
Prospects remain positive

Prospects remain positive for the remaining quarter of 2016 according to the UNWTO Confidence Index.

The members of the UNWTO Panel of Tourism Experts are confident about the September-December period, mostly in Africa, the Americas and Asia and the Pacific. Experts in Europe and the Middle East are somewhat more cautious.

Note: Results reflect preliminary data reported to date and are subject to revision.

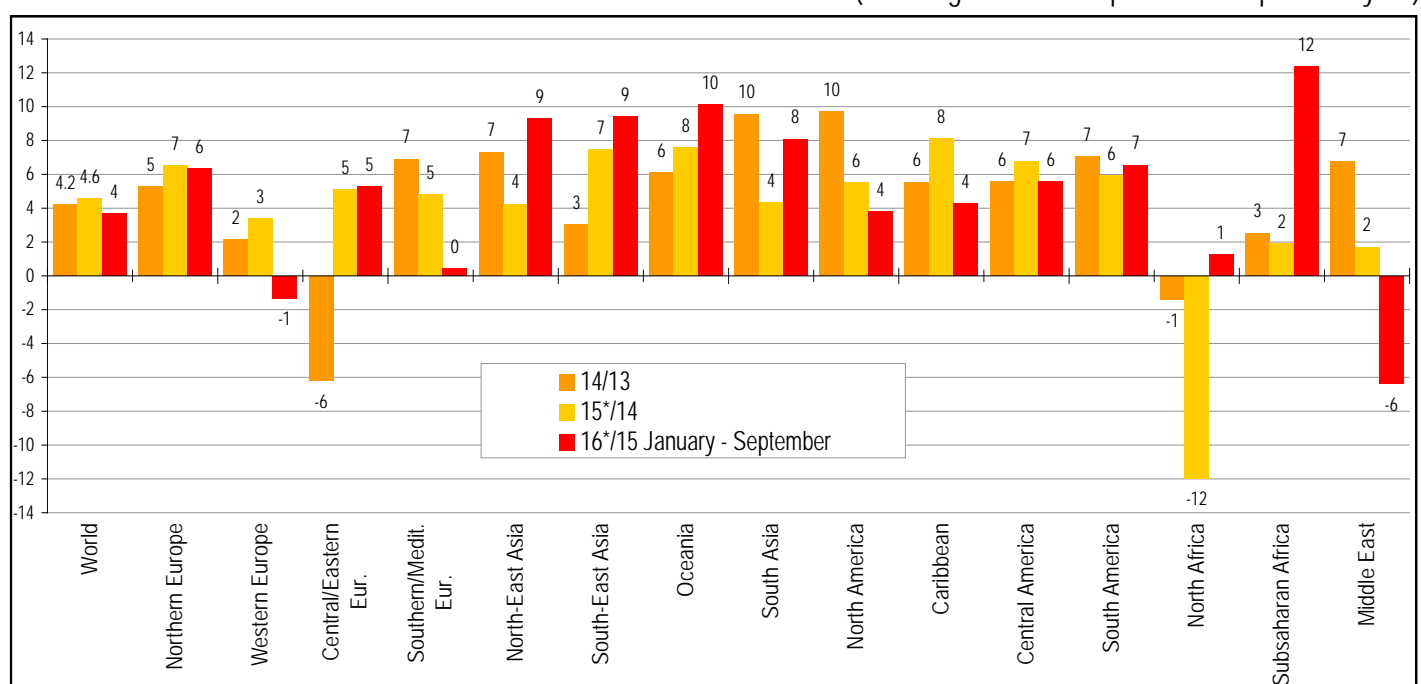
International Tourist Arrivals, monthly evolution



Source: World Tourism Organization (UNWTO) ©

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	2011	2012	2013	2014	2015*		2015*	14/13	15*/14	2016*			2015*						
	(million)									(%)	(%)	YTD	Q1	Q2	Q3	Jul	Aug	Sep	Q1	Q2	Q3	Q4
World	674	809	950	994	1,040	1,088	1,134	1,186	100	4.2	4.6	3.7	6.9	1.4	3.5	4.2	2.3	4.0	5.5	3.7	5.2	4.1
Advanced economies ¹	424	470	516	541	562	588	622	653	55.0	5.7	4.9	4.8	7.9	2.8	4.6	5.6	3.1	5.2	4.4	4.6	4.3	5.0
Emerging economies ¹	250	339	434	453	478	500	512	533	45.0	2.4	4.1	2.3	6.0	-0.5	1.8	2.0	1.2	2.4	6.5	2.6	6.5	3.2
<i>By UNWTO regions:</i>																						
<i>Europe</i>	386.6	453.2	489.4	520.6	541.1	567.1	580.2	607.2	51.2	2.3	4.6	1.6	6.5	-0.5	1.0	1.5	-0.1	1.8	6.0	4.7	5.7	3.9
Northern Europe	44.8	59.9	62.8	64.5	65.6	67.2	70.8	75.4	6.4	5.3	6.5	6.4	10.4	3.6	6.5	6.4	7.2	5.6	4.8	5.7	8.1	10.6
Western Europe	139.7	141.7	154.4	160.4	166.2	170.8	174.4	180.3	15.2	2.1	3.4	-1.3	4.8	-4.6	-1.9	-1.8	-2.9	-0.6	4.4	4.1	5.3	-0.5
Central/Eastern Eur.	69.6	95.3	98.9	108.8	118.9	128.1	120.2	126.4	10.7	-6.2	5.1	5.3	6.6	4.1	5.4	6.5	4.7	5.2	8.2	5.2	7.6	4.0
Southern/Medit. Eur.	132.6	156.4	173.3	186.9	190.4	201.0	214.8	225.2	19.0	6.9	4.8	0.4	6.4	-1.1	-0.5	0.3	-2.2	0.9	6.3	4.5	4.6	5.2
- of which EU-28	330.5	367.9	384.3	404.8	417.0	433.4	454.1	477.9	40.3	4.8	5.2	4.1	8.3	2.1	3.7	4.3	2.4	4.6	5.7	6.0	5.8	5.1
<i>Asia and the Pacific</i>	110.4	154.0	205.5	218.3	233.8	249.9	264.4	279.2	23.5	5.8	5.6	9.3	9.4	8.2	10.3	13.9	7.9	9.1	4.1	4.9	5.4	6.1
North-East Asia	58.3	85.9	111.5	115.8	122.8	127.0	136.3	142.1	12.0	7.3	4.3	9.3	8.9	8.6	10.3	16.7	6.9	7.8	4.5	4.6	1.6	6.4
South-East Asia	36.3	49.0	70.5	77.8	84.9	94.5	97.3	104.6	8.8	3.0	7.5	9.4	9.9	7.9	10.3	10.9	9.2	10.9	4.0	6.7	9.7	5.1
Oceania	9.6	10.9	11.4	11.5	11.9	12.5	13.3	14.3	1.2	6.1	7.6	10.1	10.1	9.3	10.8	12.0	9.8	10.7	8.7	5.8	6.7	8.5
South Asia	6.1	8.2	12.1	13.3	14.2	16.0	17.5	18.3	1.5	9.6	4.3	8.1	9.1	5.3	9.4	12.4	8.0	8.2	-0.7	-3.4	12.8	8.0
<i>Americas</i>	128.2	133.3	150.2	155.6	162.6	167.6	181.9	192.7	16.3	8.5	6.0	4.4	6.6	1.0	5.5	5.6	5.2	5.7	7.9	4.6	5.2	6.2
North America	91.5	89.9	99.5	102.2	106.4	110.2	120.9	127.6	10.8	9.7	5.5	3.8	4.9	0.8	5.6	5.6	4.9	6.5	5.1	5.9	5.3	5.6
Caribbean	17.1	18.8	19.5	19.9	20.6	21.1	22.3	24.1	2.0	5.5	8.1	4.3	6.3	2.1	4.2	5.9	2.9	3.1	7.6	7.2	8.5	7.6
Central America	4.3	6.3	7.9	8.3	8.9	9.1	9.6	10.2	0.9	5.6	6.8	5.6	8.8	3.1	4.3	7.9	2.8	1.4	6.0	5.5	7.7	8.0
South America	15.3	18.3	23.2	25.2	26.8	27.2	29.1	30.8	2.6	7.1	5.9	6.6	10.9	0.6	6.1	4.4	9.2	4.9	17.5	-4.3	1.4	6.7
<i>Africa</i>	26.2	34.8	50.4	50.1	52.4	54.6	55.2	53.4	4.5	1.0	-3.2	8.4	8.2	2.9	13.0	13.2	12.9	12.9	-4.3	-6.4	-4.9	-1.9
North Africa	10.2	13.9	19.7	18.0	19.6	20.7	20.4	18.0	1.5	-1.4	-12.0	1.3	-6.0	-9.7	13.2	14.2	11.7	13.6	-9.2	-14.4	-12.7	-10.2
Subsaharan Africa	16.0	20.9	30.7	32.1	32.8	33.9	34.7	35.4	3.0	2.5	1.9	12.4	14.2	9.9	12.9	12.3	13.8	12.6	-2.0	-1.3	1.5	1.8
<i>Middle East</i>	22.4	33.7	54.7	49.5	50.6	49.1	52.4	53.3	4.5	6.7	1.7	-6.4	-1.4	-9.9	-8.1	-15.2	-6.1	-3.7	9.8	-5.0	7.4	-7.0

Source: World Tourism Organization (UNWTO) ©

(Data as collected by UNWTO November 2016)

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 2016* (issued January)
										Jan.-Sept.	
World	1.9%	-3.9%	6.5%	4.6%	4.7%	4.6%	4.2%	4.6%	3.7%	3.9%	+3.5% and +4.5%
Europe	0.3%	-5.1%	3.1%	6.4%	3.9%	4.8%	2.3%	4.6%	1.6%	3.0%	+3.5% and +4.5%
Asia and the Pacific	1.1%	-1.6%	13.2%	6.2%	7.1%	6.9%	5.8%	5.6%	9.3%	6.1%	+4% and +5%
Americas	2.7%	-4.7%	6.3%	3.6%	4.5%	3.0%	8.5%	6.0%	4.4%	3.8%	+4% and +5%
Africa	2.9%	4.5%	9.3%	-0.7%	4.6%	4.3%	1.0%	-3.2%	8.4%	4.4%	+2% and +5%
Middle East	20.0%	-5.4%	13.1%	-9.6%	2.2%	-2.9%	6.7%	1.7%	-6.4%	4.7%	+2% and +5%

Source: World Tourism Organization (UNWTO) ©

(Data as collected by UNWTO November 2016)

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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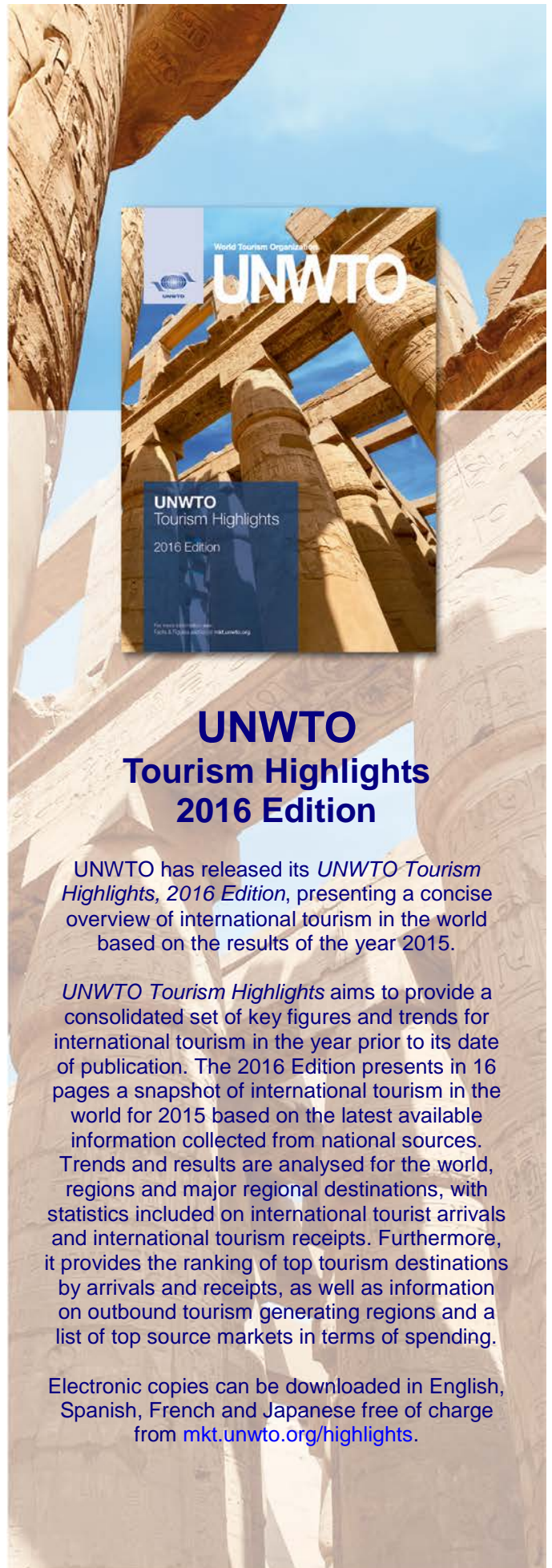
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UNWTO Tourism Highlights 2016 Edition

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.

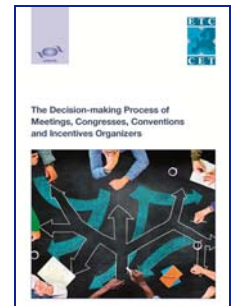
Available in English.



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.

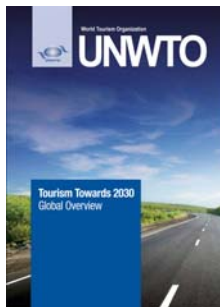
Available in English



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.

Available in English.



UNWTO/GTERC Asia Tourism Trends

The annual *Asia Tourism Trends* series includes an analysis of recent tourism trends in Asia, with emphasis on international tourist arrivals and receipts as well as outbound tourism and expenditure. Furthermore, this report also highlights other relevant topics relating to tourism development in Asia and the Pacific.

Available in English.



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

The *Compendium* provides statistical data and indicators on inbound, outbound and domestic tourism, as well as on tourism industries, employment and relevant macroeconomic indicators. The 2016 edition presents data for 200 countries, with methodological notes in English, French and Spanish.

Yearbook of Tourism Statistics, 2016 Edition. Data 2010–2014

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



- 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.

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