



## Southern and Mediterranean Europe, North Africa and the Middle East drive tourism growth through October 2017

Destinations around the world welcomed 1.1 billion international tourists between January and October 2017, as reported in this issue of the *UNWTO World Tourism Barometer*. This represents a 7% increase on the same period of last year, or 70 million more international arrivals. Strong demand for international tourism across world regions reflects the global economic upswing.

The strong tourism demand of the earlier months of 2017, including the Northern Hemisphere summer peak season, was maintained through October. Destinations worldwide received a total of 1127 million (+7%) international tourist arrivals (overnight visitors) in the first ten months of the year, 70 million more than in the same period of 2016. Results were driven by sustained growth in many destinations and a firm recovery in those that experienced declines last year.

destinations that suffered declines in previous years”, said UNWTO Secretary-General Taleb Rifai at the 2<sup>nd</sup> UNWTO/ UNESCO Conference on Tourism and Culture, held on 11-12 December in Oman.

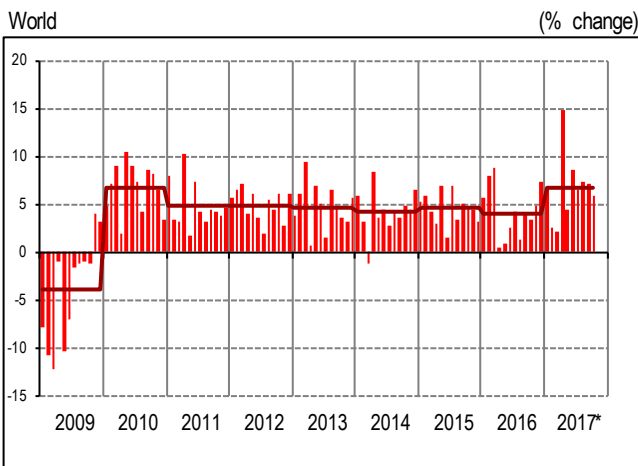
“As we gather in Oman for this important event, we must acknowledge the strong resilience of tourism reflected in the continuous growth in many destinations of the Middle East, and the rapid recovery in others. Tourism brings benefits to local communities and visitors through the promotion of peace and mutual understanding and, as this event highlights, respect for cultural heritage and values”, Mr. Rifai added.

### Regional Results

Europe (+8%) led growth in international arrivals in the first ten months of 2017, driven by remarkable results in Southern and Mediterranean Europe (+13%). Western Europe (+7%) rebounded from weaker results last year, while Northern Europe

[to be continued on page 5]

International Tourist Arrivals, monthly evolution



Source: World Tourism Organization (UNWTO) ©

In particular, destinations in Southern and Mediterranean Europe, North Africa and the Middle East showed extraordinary strength. Growth in international arrivals exceeded 7% in all destinations of Southern and Mediterranean Europe, with a rapid recovery seen in Turkey and double-digit increases for most of the region's other destinations. In North Africa and the Middle East, Egypt, Tunisia and Palestine rebounded strongly from previous years' declines, while Morocco, Bahrain, Jordan, Lebanon, Oman and the United Arab Emirate of Dubai all continued to report sustained growth.

“These robust results, the best we have seen in many years, reflect the sustained demand for travel around the world, in line with the improved global economy and the rebound of

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Statistical Annex

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This issue of the *UNWTO World Tourism Barometer* and the accompanying Statistical Annex include an update of the analysis of preliminary results for international tourism for the first ten months of 2017 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 an analysis of cruise tourism and an update on the economic environment.

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](http://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](http://www.e-unwto.org/content/w83v37)

French version: [www.e-unwto.org/content/t73863](http://www.e-unwto.org/content/t73863)

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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](http://mkt.unwto.org).

We welcome your comments and suggestions at [barom@unwto.org](mailto:barom@unwto.org), tel.: +34 915678198 / fax: +34 915713733.



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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Data collection for this issue was closed early December 2017.

The next issue of the *UNWTO World Tourism Barometer* with preliminary full year results for international tourist arrivals is scheduled to be published on the occasion of the Spanish tourism fair Fitur (17-21 January 2018).



**UNWTO**

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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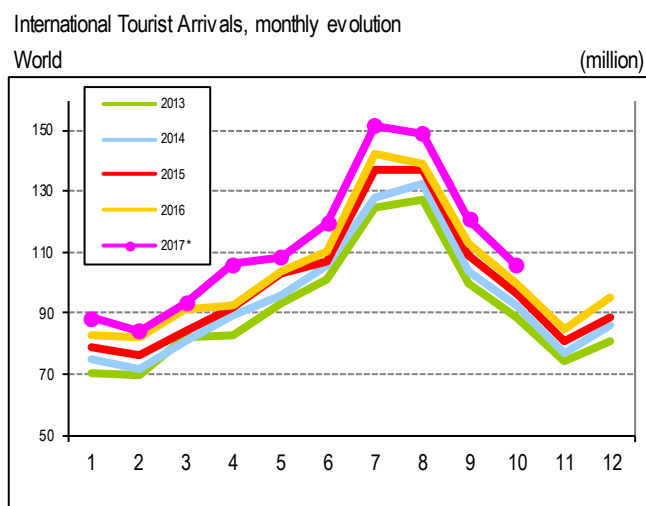
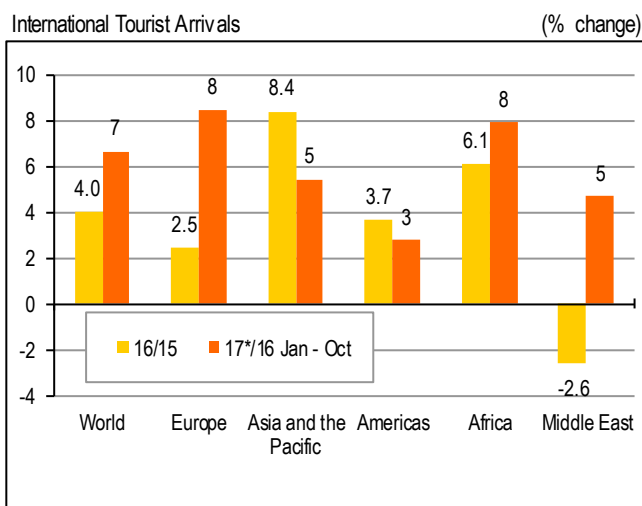
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International Tourist Arrivals by (Sub)region

	Full year							Share	Change Monthly/quarterly data series														
									(percentage change over same period of the previous year)														
	2000	2005	2010	2013	2014	2015	2016*		2016*	15/14	16*/15	2017*	2016										
	(million)						(%)	(%)	YTD	Q1	Q2	Q3	Jun	Jul	Aug	Sep	Oct	Q1	Q2	Q3	Q4		
<b>World</b>	<b>674</b>	<b>809</b>	<b>953</b>	<b>1,094</b>	<b>1,139</b>	<b>1,191</b>	<b>1,237</b>	<b>100</b>	<b>4.6</b>	<b>3.9</b>	<b>6.6</b>	<b>3.6</b>	<b>9.1</b>	<b>6.9</b>	<b>8.6</b>	<b>6.4</b>	<b>7.2</b>	<b>7.0</b>	<b>5.9</b>	<b>7.5</b>	<b>1.4</b>	<b>3.1</b>	<b>5.1</b>
Advanced economies <sup>1</sup>	424	470	517	589	623	654	685	55.4	5.0	4.8	5.9	4.1	8.4	5.3	7.1	4.4	5.5	6.4	4.3	8.3	2.8	4.0	6.3
Emerging economies <sup>1</sup>	250	339	437	505	516	537	552	44.6	4.1	2.8	7.6	3.2	10.0	9.1	11.0	9.6	9.8	7.8	7.9	6.6	-0.4	1.7	3.8
<i>By UNWTO regions:</i>																							
<i>Europe</i>	386.6	453.2	489.0	566.4	576.2	603.6	618.8	50.0	4.8	2.5	8.4	3.9	11.3	8.9	11.5	8.4	8.8	9.8	6.6	7.4	-0.3	1.1	4.9
Northern Europe	44.8	59.9	62.8	67.2	70.8	75.4	80.0	6.5	6.5	6.1	5.6	7.8	8.6	3.0	7.2	2.7	2.9	3.6	2.2	10.1	2.8	5.5	7.3
Western Europe	139.7	141.7	154.4	171.5	175.3	181.4	181.5	14.7	3.5	0.0	6.6	2.1	12.2	5.5	10.9	4.8	7.3	4.0	4.1	6.3	-3.0	-1.6	5.3
Central/Eastern Eur.	69.6	95.3	98.5	126.7	115.3	121.7	127.1	10.3	5.6	4.4	3.8	1.8	4.8	4.2	5.7	4.2	4.6	3.8	3.4	6.5	2.4	3.1	2.1
Southern/Medit. Eur.	132.6	156.4	173.3	201.0	214.8	225.1	230.2	18.6	4.8	2.3	13.3	5.7	14.8	15.4	16.2	15.1	13.5	18.3	11.1	7.9	-0.6	0.9	5.4
- of which EU-28	330.5	367.9	384.3	433.4	453.6	477.7	499.6	40.4	5.3	4.6	7.9	5.0	11.3	7.4	10.5	6.7	7.3	8.5	5.3	8.6	2.1	3.4	6.8
<i>Asia and the Pacific</i>	110.4	154.1	208.2	254.2	269.5	284.0	306.0	24.7	5.4	7.7	5.4	5.8	6.1	4.1	5.8	3.2	4.9	4.4	6.3	9.5	8.5	9.4	6.2
North-East Asia	58.3	85.9	111.5	127.0	136.3	142.1	154.3	12.5	4.3	8.6	2.8	5.3	2.3	0.9	0.6	0.2	0.9	1.5	3.6	8.9	8.6	10.3	6.8
South-East Asia	36.3	49.0	70.5	94.3	97.0	104.2	110.8	9.0	7.4	6.3	7.8	5.6	9.4	8.0	11.4	7.0	9.5	7.6	9.4	10.1	8.1	9.4	5.3
Oceania	9.6	10.9	11.5	12.6	13.3	14.3	15.6	1.3	7.3	9.5	6.6	4.8	11.6	4.9	9.9	5.0	8.3	1.6	4.4	9.9	9.4	10.6	8.0
South Asia	6.1	8.3	14.7	20.3	22.9	23.4	25.2	2.0	2.3	7.6	10.2	9.7	13.4	7.2	13.1	3.4	7.4	11.2	12.5	10.3	9.0	3.5	5.5
<i>Americas</i>	128.2	133.3	150.1	167.6	181.9	192.7	199.7	16.1	5.9	3.7	2.8	1.1	5.7	2.1	3.4	1.8	2.2	2.2	1.5	7.2	0.6	4.1	2.9
North America	91.5	89.9	99.5	110.2	120.9	127.5	130.9	10.6	5.5	2.7	1.6	-0.4	4.0	1.2	2.4	0.7	1.4	1.8	0.5	5.3	0.0	2.4	3.4
Caribbean	17.1	18.8	19.5	21.1	22.3	24.1	25.2	2.0	8.1	4.7	3.7	0.8	7.8	2.5	7.3	3.3	3.9	-0.8	4.6	7.2	3.2	5.0	2.3
Central America	4.3	6.3	7.8	9.1	9.6	10.2	10.7	0.9	6.8	4.9	3.6	0.8	10.1	1.4	1.8	0.2	0.4	4.7	0.3	9.6	2.9	6.4	0.6
South America	15.3	18.3	23.2	27.2	29.1	30.8	32.8	2.7	5.9	6.7	6.7	5.6	10.2	6.2	5.6	7.3	6.1	5.2	4.3	11.7	-0.1	11.8	2.0
<i>Africa</i>	26.2	34.8	50.4	54.7	55.0	53.4	57.0	4.6	-2.9	6.6	7.9	4.6	10.0	8.6	8.6	8.5	10.2	6.7	8.9	6.6	-0.8	8.8	8.9
North Africa	10.2	13.9	19.7	20.7	20.4	18.0	18.9	1.5	-12.0	5.0	13.3	14.2	14.0	11.9	12.7	9.8	17.3	7.3	15.5	-4.8	-7.9	13.2	15.9
Subsaharan Africa	16.0	20.9	30.7	34.0	34.6	35.4	38.1	3.1	2.4	7.5	5.0	1.0	7.9	6.0	6.5	7.2	4.4	6.5	5.8	11.6	3.4	5.7	6.1
<i>Middle East</i>	22.4	33.7	55.4	50.8	55.9	57.0	55.6	4.5	2.0	-2.4	4.7	-1.7	10.9	4.9	2.2	7.1	8.2	0.4	8.7	0.1	-8.4	-6.3	5.2

Source: World Tourism Organization (UNWTO) ©

(Data as collected by UNWTO November 2017)

<sup>1</sup> 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](http://www.imf.org/external/ns/cs.aspx?id=29).

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



## 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 ([www.un.org/en/ga/search/view\\_doc.asp?symbol=A/RES/70/193](http://www.un.org/en/ga/search/view_doc.asp?symbol=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](http://tourism4development2017.org)



**14 UNWTO AWARDS**

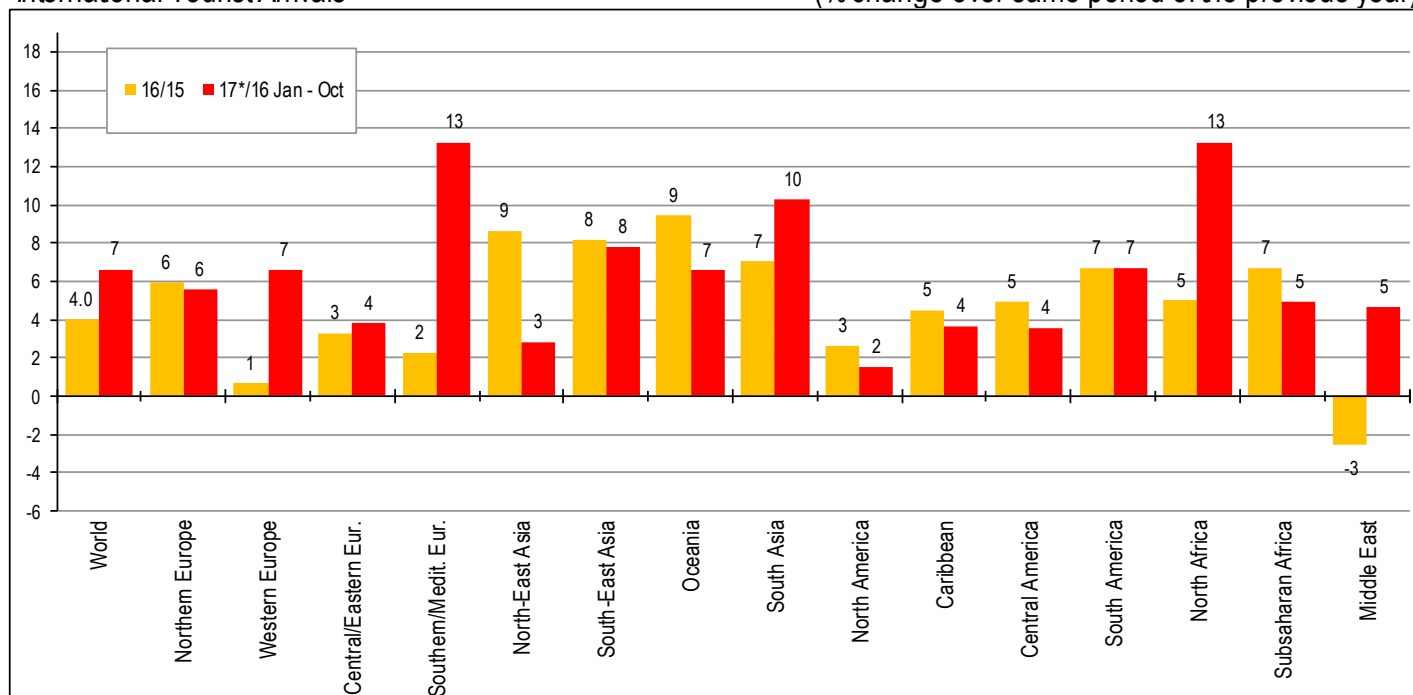
**14 UNWTO AWARDS Forum.** 15 January 2018. Paraninfo, UCM, Madrid  
**14 UNWTO AWARDS Ceremony.** 17 January 2018. IFEMA | FITUR Madrid

**Registration will open mid-December.**  
 More information: [know.unwto.org/14th-unwto-awards-events](http://know.unwto.org/14th-unwto-awards-events)

**SAVE THE DATE!**

## International Tourist Arrivals

(% change over same period of the previous year)



Source: World Tourism Organization (UNWTO) ©

## Outlook for International Tourist Arrivals

	2008	2009	2010	2011	2012	2013	2014	2015	2016*	2017*	average	projection 2017*
	real, change										a year	projection 2017*
	full year									Jan.-Oct.	2005-2016	between
World	2.0%	-3.9%	6.7%	4.7%	4.7%	4.6%	4.1%	4.6%	3.9%	6.6%	3.9%	+3% and +4%
Europe	0.3%	-5.1%	3.0%	6.4%	3.9%	4.8%	1.7%	4.8%	2.5%	8.4%	2.9%	+2% and +3%
Asia and the Pacific	1.4%	-1.4%	13.4%	6.5%	7.3%	6.8%	6.0%	5.4%	7.7%	5.4%	6.4%	+5% and +6%
Americas	2.7%	-4.9%	6.4%	3.7%	4.5%	3.0%	8.5%	5.9%	3.7%	2.8%	3.7%	+4% and +5%
Africa	2.9%	4.5%	9.3%	-0.7%	4.6%	4.5%	0.6%	-2.9%	6.6%	7.9%	4.6%	+5% and +6%
Middle East	20.0%	-5.4%	14.6%	-9.3%	2.6%	-1.5%	9.9%	2.0%	-2.4%	4.7%	4.7%	+2% and +5%

Source: World Tourism Organization (UNWTO) ©

(Data as collected by UNWTO November 2017)

[Continuation from page 1]

(+6%) enjoyed ongoing solid growth. Arrivals in Central and Eastern Europe grew 4% between January and October 2017.

Africa (+8%) was the second fastest-growing region over this period, thanks to a strong recovery in North Africa (+13%) and the sound results of Sub-Saharan Africa (+5%).

In Asia and the Pacific (+5%) results were led by South Asia (+10%), with South-East Asia (+8%) and Oceania (+7%) also enjoying a robust increase in arrivals. North East Asia (+3%) recorded more mixed results, with some destinations reporting double-digit increases, and others, declines.

South America (+7%) continues to lead growth in the Americas, where arrivals overall increased by 3%. Central America and the Caribbean both grew 4%, with the latter showing clear signs of recovery in October in the aftermath of hurricanes Irma and Maria. In North America (+2%), robust results in Mexico and Canada contrast with a decrease in the United States, the region's largest destination.

Results in the Middle East (+5%) through October were mixed, with some destinations rebounding strongly and others

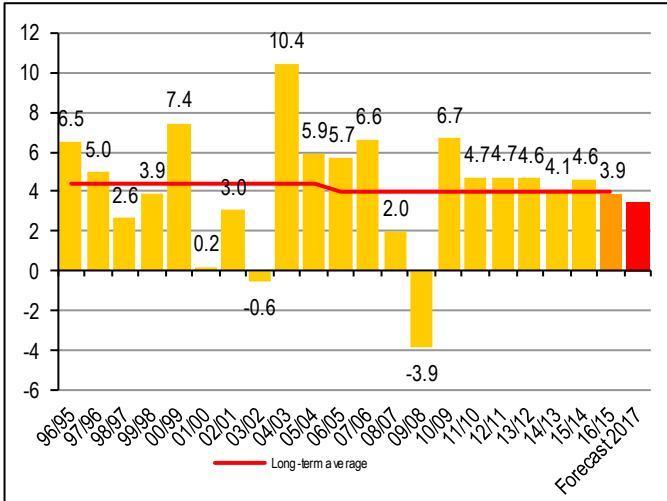
continuing to report sustained growth, but the regional average was weighed down partly by a few that showed declines.

### Strong recovery of outbound tourism demand from Brazil and Russia

As for outbound markets, 2017 is marked by a strong pickup of expenditure on international tourism in Brazil (+33%) and the Russian Federation (+27%) after some years of declines.

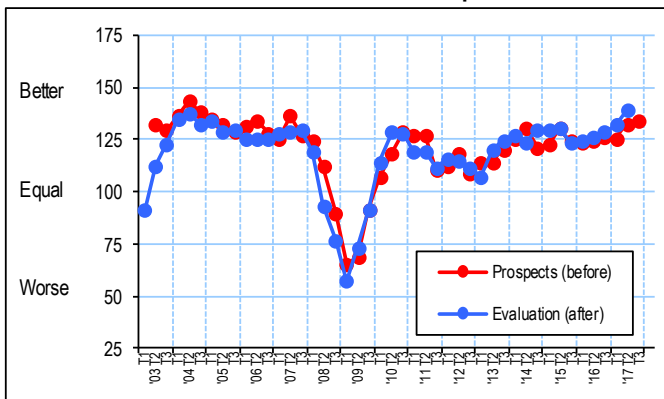
Most of the other source markets continued to grow at a sustained pace. Among the top 10 source markets, China (+19%), the Republic of Korea (+11%), the United States and Canada (both +9%), and Italy (+7%) reported the fastest growth in international tourism expenditure. Expenditure from Germany, the United Kingdom, Australia, Hong Kong (China) and France grew between 2% and 5%.

International Tourist Arrivals, World (% change)



Source: World Tourism Organization (UNWTO) ©

UNWTO Panel of Tourism Experts



Source: World Tourism Organization (UNWTO) ©

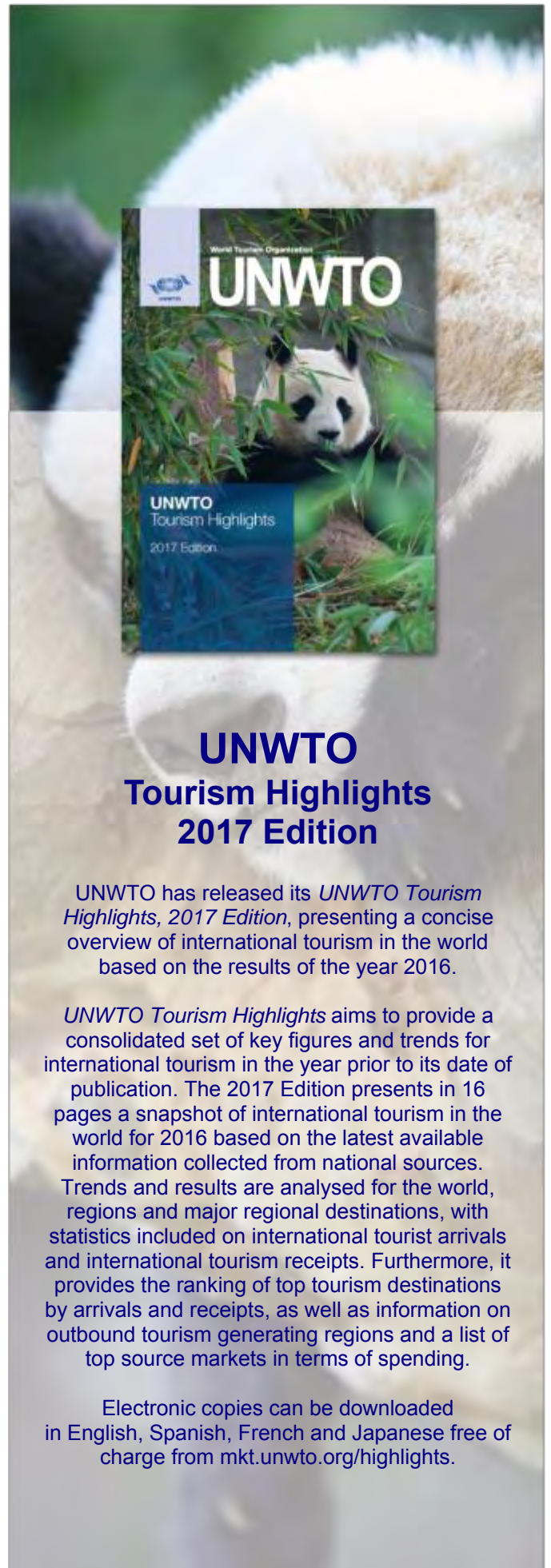
[See also on pages 11-17 and the Statistical Annex for data tables and graphs]

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.

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](http://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 [mkt.unwto.org](http://mkt.unwto.org).

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## UNWTO Tourism Highlights 2017 Edition

UNWTO has released its *UNWTO Tourism Highlights, 2017 Edition*, presenting a concise overview of international tourism in the world based on the results of the year 2016.

*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 2017 Edition presents in 16 pages a snapshot of international tourism in the world for 2016 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](http://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.



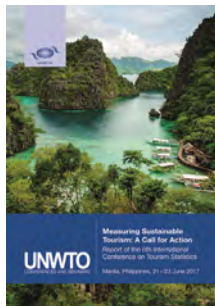
## European Union Short-Term Tourism Trends

The new *European Union Short-Term Tourism Trends* series was created as part of the Enhancing the Understanding of European Tourism project between UNWTO and the Directorate-General for Internal Market, Industry, Entrepreneurship and SMEs of the European Commission (DG GROW). It is aimed at monitoring the short-term evolution of tourism trends in the European Union (EU-28) in terms of arrivals, receipts and outbound travel.



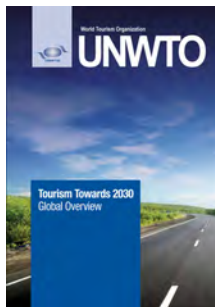
## Measuring Sustainable Tourism: A Call for Action

This is the outcome of the 6<sup>th</sup> International Conference on Tourism Statistics that represents a global commitment to sustainable tourism and the need to measure it through a consistent statistical approach, recognizing that effective sustainable tourism policies require an integrated, coherent and robust information base.



## 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.



## Compendium of Tourism Statistics, 2017 Edition. Data 2011–2015

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 2017 edition presents data for 201 countries, with methodological notes in English, French and Spanish.



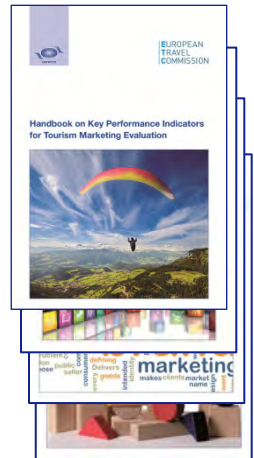
## Yearbook of Tourism Statistics, 2017 Edition. Data 2011–2015

The *Yearbook of Tourism Statistics* focuses on data relating to inbound tourism (arrivals and nights), broken down by country of origin. The 2017 edition presents data for 198 countries, with methodological notes in English, French and Spanish.

## Marketing Handbooks:

- Key Performance Indicators for Tourism Marketing Evaluation
- 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, Key Performance Indicators (KPIs), product development, destination branding and e-marketing, complemented with case studies and best practice recommendations.



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

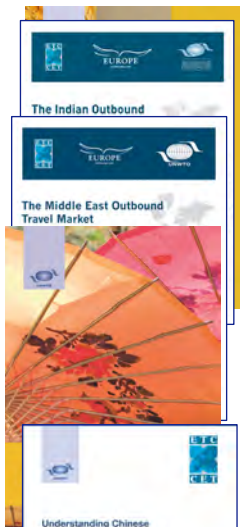
This study aims to gain a better understanding of how the phenomenon of new platform tourism services is shaping the tourism sector. It seeks to identify the opportunities and challenges it poses across destinations, how these are being addressed, and the way forward. Drawing on the responses of a UNWTO survey, this exploratory study offers a global overview of the current situation, impact and future importance of these services in tourism.



## 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
- Penetrating the Chinese Outbound Tourism Market – Successful Practices and Solutions

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.



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

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