



## Strong outbound tourism demand from both traditional and emerging markets in 2017

Virtually all source markets reported higher tourism spending in 2017, reflecting continued strong demand for international tourism across all world regions. Both emerging and advanced economies fuelled growth, led by the United States which spent US\$ 12 billion more on travel abroad. China spent US\$ 8 billion more, consolidating its leadership as the biggest spender in the world. The Russian Federation spent US\$ 7 billion more and Brazil US\$ 5 billion more, both rebounding from weaker spending in previous years. Strong tourism expenditure reflects enhanced connectivity, increased visa facilitation and a global economic upswing.

All top 25 source markets reported higher spending on international tourism in 2017, as highlighted in the latest *UNWTO World Tourism Barometer*. China consolidated its leadership as the biggest spender in travel abroad in 2017 with US\$ 258 billion in expenditure (+5% in local currency).

The other three BRIC economies all substantially increased expenditure in 2017. The Russian Federation (+13%) rebounded after a few years of declines, to reach US\$ 31 billion, climbing three places to re-enter the top ten at number 8. Brazil (+20%) also recovered strongly and moved up eight places to number 16 with US\$ 19 billion in expenditure. India continued its rise with 9% growth in spending to US\$ 18 billion and moved up four places in the ranking to 17<sup>th</sup>.

“Emerging economies play a key role in tourism development and we are very pleased to see the rebound of the Russian Federation and Brazil, and the ongoing rise of India, as these key emerging outbound markets contribute to growth and market diversification in many destinations”, said UNWTO Secretary-General, Zurab Pololikashvili.

[to be continued on page 4]

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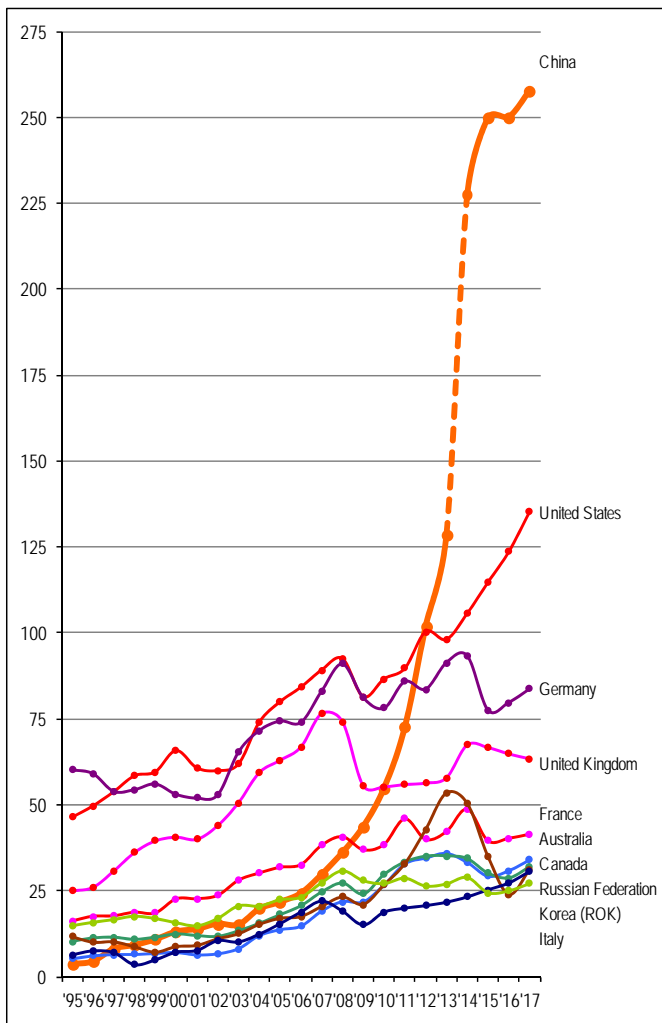
Statistical Annex

Annex-1 to Annex-31

This issue of the *UNWTO World Tourism Barometer* and the accompanying *Statistical Annex* presents an analysis of outbound tourism based on international tourism expenditure and departures data for source markets for 2017. Additionally, it updates of the preliminary results for international tourist arrivals and receipts in 2017 reported by destinations around the world included in the January 2018 Advance Release. Furthermore, this issue includes an analysis of airline results and of hospitality markets in 2017.

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) Spanish version: [www.e-unwto.org/content/rn1422](http://www.e-unwto.org/content/rn1422) Russian version: [www.e-unwto.org/content/j62835](http://www.e-unwto.org/content/j62835)

World and regions: Outbound Tourism International Tourism Expenditure (US\$ billion)



Source: World Tourism Organization (UNWTO) ©

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).

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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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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.

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Data collection for this issue was closed early April 2018.

The next issue of the *UNWTO World Tourism Barometer* is scheduled for May/June.

## World's Top Tourism Spenders

Rank '17 '16	International Tourism Expenditure						Population (million) 2017*	International Departures (million)							
	(US\$ billion)			(euro billion)				total including same-day	of which overnight						
	2010	2016	2017*	2010	2016	2017*			2010	2016	2017*	2010	2016	2017*	
1	1	China	54.9	250.1	257.7	41.4	226.0	228.1	1,391	57.4	135.1	142.7	..	..	..
2	2	United States	86.6	123.6	135.2	65.3	111.7	119.7	325	121.6	..	..	61.1	80.2	..
3	3	Germany	78.1	79.8	83.7	58.9	72.1	74.1	83	..	..	..	85.9	91.0	..
4	4	United Kingdom	55.2	64.8	63.4	41.7	58.5	56.1	66	55.6	70.8	72.3	53.8	69.4	..
5	5	France	38.5	40.3	41.4	29.0	36.4	36.7	65	30.0	29.6	..	25.0	26.5	..
6	6	Australia	26.6	30.8	34.0	20.1	27.8	30.1	25	7.4	10.4	10.9	..	..	..
7	7	Canada	29.7	28.7	32.0	22.4	26.0	28.3	37	55.6	53.0	55.0	28.9	31.3	33.1
8	11	Russian Federation	26.7	24.0	31.1	20.1	21.6	27.5	143	39.3	31.7	39.6	..	..	..
9	8	Korea (ROK)	18.8	27.2	30.6	14.2	24.6	27.1	51	12.5	22.4	26.5	..	..	..
10	9	Italy	27.1	25.0	27.1	20.4	22.5	24.0	61	57.0	62.6	..	29.8	28.7	..
11	10	Hong Kong (China)	17.4	24.1	25.5	13.1	21.8	22.6	7	84.4	91.8	91.3	..	..	..
12	12	Singapore	18.7	23.8	24.5	14.1	21.5	21.7	6	..	..	..	7.3	9.5	9.9
13	14	Spain	17.0	19.3	22.1	12.8	17.4	19.6	46	14.3	18.3	..	12.4	15.4	..
14	13	Belgium	19.0	19.5	20.7	14.3	17.6	18.3	11	..	..	..	8.8	13.4	..
15	16	Netherlands	19.2	18.1	19.6	14.5	16.3	17.3	17	..	..	..	18.4	17.9	..
16	24	Brazil	16.0	14.5	19.0	12.0	13.1	16.8	208	..	..	..	6.5	8.5	..
17	21	India	10.5	16.4	18.4	7.9	14.8	16.3	1,317	..	..	..	13.0	21.9	..
18	15	Japan	27.9	18.5	18.2	21.0	16.7	16.1	127	16.6	17.1	17.9	..	..	..
19	19	Taiwan (pr. of China)	9.4	16.6	17.9	7.1	15.0	15.9	24	9.4	14.6	15.7	..	..	..
20	17	Utd Arab Emirates	11.8	17.1	17.6	8.9	15.5	15.6	10	..	..	..	..	..	..
21	18	Saudi Arabia	21.1	16.7	17.3	15.9	15.0	15.3	32	18.6	27.6	2.9	17.8	21.2	21.1
22	20	Switzerland	11.2	16.5	17.0	8.4	14.9	15.1	8	15.9	21.5	..	10.0	13.9	..
23	23	Sweden	12.1	14.9	17.0	9.1	13.4	15.1	10	..	..	..	13.0	..	..
24	22	Norway	13.5	15.4	16.2	10.2	13.9	14.3	5	..	..	..	7.6	8.0	..
25	25	Kuwait	6.4	12.3	12.6	4.9	11.1	11.1	4	..	..	..	..	..	..

## International Tourism Expenditure

		Local currencies		Expenditure per capita	
		Change (%)		US\$	euro
		16/15	17*/16	2017*	2017*
1	China	7.0	4.7	185	165
2	United States	7.8	9.4	415	370
3	Germany	3.2	2.8	1,015	895
4	United Kingdom	10.0	2.6	960	850
5	France	2.1	0.8	640	565
6	Australia	6.5	6.9	1,370	1,215
7	Canada	-1.1	8.9	875	775
8	Russian Federation	-24.6	12.8	215	190
9	Korea (ROK)	10.6	9.4	595	525
10	Italy	2.4	6.3	445	395
11	Hong Kong (China)	4.8	6.0	3,430	3,040
12	Singapore	1.1	2.9	4,325	3,830
13	Spain	11.4	12.4	480	425
14	Belgium	3.2	4.2	1,825	1,615
15	Netherlands	0.4	6.0	1,145	1,015
16	Brazil	-12.3	19.8	90	80
17	India	15.6	8.9	15	10
18	Japan	4.0	1.4	145	125
19	Taiwan (pr. of China)	8.3	2.0	760	675
20	Utd Arab Emirates	2.9	3.0	1,740	1,540
21	Saudi Arabia	-13.9	3.9	535	475
22	Switzerland	3.8	3.2	2,025	1,790
23	Sweden	4.9	14.2	1,670	1,480
24	Norway	5.0	3.4	3,040	2,690
25	Kuwait	0.2	2.2	2,895	2,560

## International Departures

		Change (%)		Change (%)	
		16/15	17*/16	16/15	17*/16
		1	China	5.7	5.6
2	United States	..	..	8.1	..
3	Germany	..	..	8.6	..
4	United Kingdom	7.8	2.1	8.1	..
5	France	-3.2	..	-0.6	..
6	Australia	5.8	5.2	..	..
7	Canada	-5.3	3.7	-3.1	5.7
8	Russian Federation	-7.9	25.2	..	..
9	Korea (ROK)	15.9	18.4	..	..
10	Italy	2.3	..	2.9	..
11	Hong Kong (China)	3.0	-0.5	..	..
12	Singapore	..	..	3.8	4.4
13	Spain	3.7	..	6.9	..
14	Belgium	..	..	23.4	..
15	Netherlands	..	..	-0.7	..
16	Brazil	..	..	-12.2	..
17	India	..	..	7.3	..
18	Japan	5.6	4.5	..	..
19	Taiwan (pr. of China)	10.7	7.3	..	..
20	Utd Arab Emirates	..	..	..	..
21	Saudi Arabia	10.2	-89.6	1.9	-0.6
22	Switzerland	-2.5	..	1.9	..
23	Sweden	..	..	..	..
24	Norway	..	..	-8.2	..
25	Kuwait	..	..	..	..

Source: World Tourism Organization (UNWTO) ©

(Data as collected by UNWTO April 2018)

[Continuation from page 1]

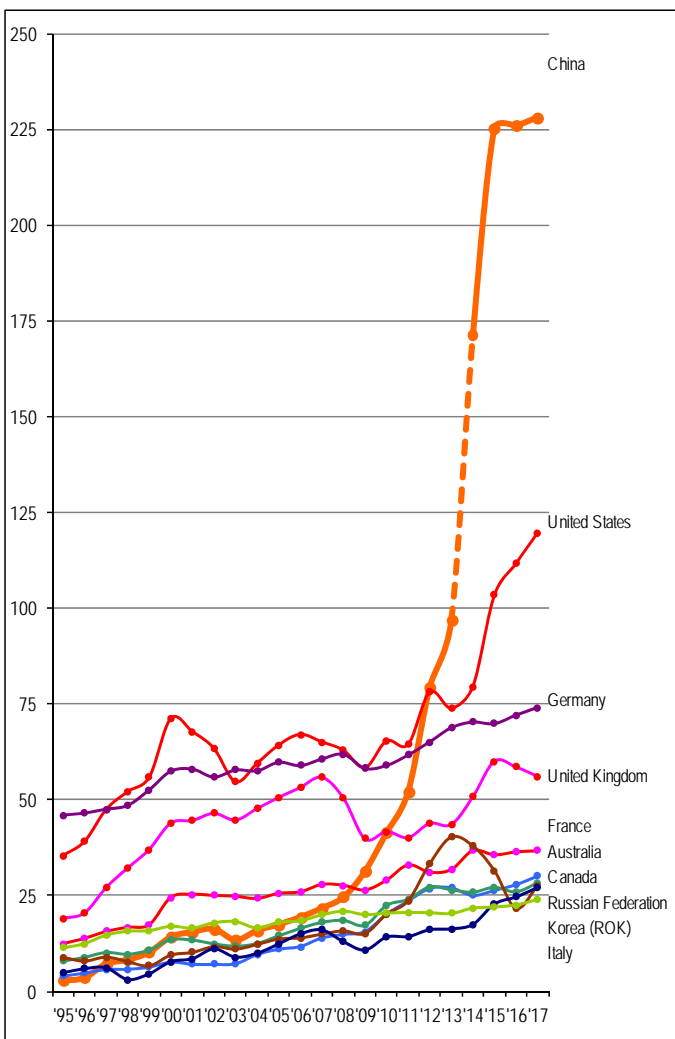
Advanced economies also performed robustly in 2017, led by the United States (+9%), the world's second largest outbound market. US travellers spent US\$ 12 billion more on international tourism to US\$ 135 billion. Expenditure from Germany (3<sup>rd</sup> largest market) and the United Kingdom (4<sup>th</sup>) both increased 3%, and from France (5<sup>th</sup>) 1%.

Australia (6<sup>th</sup>) reported 7% growth and Canada (7<sup>th</sup>) a 9% increase. Completing the top ten are the Republic of Korea (9<sup>th</sup>) where expenditure grew by 9% and Italy (10<sup>th</sup>) where it increased by 6%.

Beyond the top ten, tourism spending also grew notably in Sweden (+14%) and Spain (+12%).

These strong results in outbound tourism are consistent with the 7% increase in international tourist arrivals in 2017. Demand for travel was particularly high in Europe, where arrivals increased 8% last year.


World and regions: Outbound Tourism  
International Tourism Expenditure (euro billion)



Source: World Tourism Organization (UNWTO) ©

Note for graph in US dollar see page 1.

The above data is preliminary and subject to revision. More detailed information is included in this issue of the *UNWTO World Tourism Barometer* on pages 6-21. See also the Statistical Annex for data tables and graphs.



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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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# 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:

- Marketing Transnational Tourism Themes and Routes
- 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.



## 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.



## 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.



## UNWTO/GTERC Asia Tourism Trends

The UNWTO/GTERC Annual Report on Asia Tourism Trends, 2017 Edition, the fourth annual report in the series, highlights the rapidly growing tourism sector of Asia and the Pacific. This growth has been influenced by technological developments and the digital revolution. Regional collaboration with its many challenges and opportunities is also highlighted as one of factors shaping tourism development in Asia and the Pacific.



## Outbound Travel Market studies:

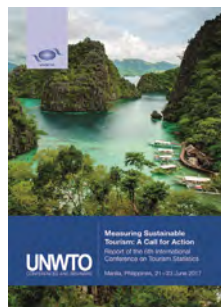
- Key Outbound Tourism Markets in South-East Asia
- The Indian Outbound Travel Market
- The Russian Outbound Travel Market
- The Middle East Outbound Travel Market
- Penetrating the Chinese Outbound Tourism Market – Successful Practices and Solutions

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.



## 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.

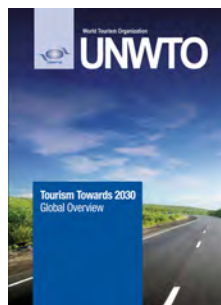


## Understanding Russian Outbound Tourism Understanding Brazilian Outbound Tourism Understanding Chinese Outbound Tourism

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.

## 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.



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