International tourism maintains strong momentum in the first half of 2018

- International tourist arrivals grew 6% in the first six months of 2018 compared to the same period last year, reflecting a continuation of the strong results of 2017 (+7%).

- All world regions enjoyed robust growth, fuelled by strong demand from major source markets and supported by an upswing in the global economy.

- Europe and Asia and the Pacific led growth in January-June 2018, with arrivals increasing 7% in both regions. The Middle East and Africa also recorded sound results with 5% and 4% growth respectively, while the Americas saw a 3% increase this six-month period.

- Preliminary data on international tourism receipts confirm the positive trend seen in international tourist arrivals, with particularly strong results in Asian and European destinations.

- On the demand side, France, the United Kingdom, the Russian Federation, India, the Republic of Korea and the United States led outbound spending from their respective regions.

- Against a strong first semester, growth prospects for the remainder of 2018 remain positive overall, though comparatively more moderate, according to the latest UNWTO Confidence Index survey.

Key figures

<table>
<thead>
<tr>
<th>International tourist arrivals</th>
<th>2017</th>
<th>Jan-Jun 2018</th>
</tr>
</thead>
<tbody>
<tr>
<td>World</td>
<td>+7.0%</td>
<td>+6.1%</td>
</tr>
<tr>
<td>Europe</td>
<td>+8.4%</td>
<td>+6.8%</td>
</tr>
<tr>
<td>Asia and the Pacific</td>
<td>+5.6%</td>
<td>+7.4%</td>
</tr>
<tr>
<td>Americas</td>
<td>+4.8%</td>
<td>+3.3%</td>
</tr>
<tr>
<td>Africa</td>
<td>+8.6%</td>
<td>+4.0%</td>
</tr>
<tr>
<td>Middle East</td>
<td>+4.6%</td>
<td>+4.6%</td>
</tr>
</tbody>
</table>

Source: UNWTO (Data as collected by UNWTO, October 2018)
Provisional data based on information to date.

International Tourist Arrivals (% change)

Source: World Tourism Organization (UNWTO) ©
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 six 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 in early October 2018.

The next issue of the UNWTO World Tourism Barometer is scheduled for mid-November 2018.

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
January - June 2018

International arrivals grew 6% in the first half of 2018

- International tourist arrivals (overnight visitors) increased 6% in January-June 2018 compared to the same period last year, according to available data.
- This represents a continuation of the strong results of 2017 (+7%) and exceeds the rate of 4% or higher growth recorded every year since 2010.
- Growth to date also exceeds UNWTO’s forecast of 4% to 5% for the year 2018, as reported in the January edition of the UNWTO World Tourism Barometer.
- All regions enjoyed an increase in international arrivals, led by Asia and the Pacific and Europe (both +7%) while the Middle East (+5%), Africa (+4%) and the Americas (+3%) all enjoyed sound results as well.
- A total of 138 countries have so far reported data on international tourist arrivals for three or more months of 2018 (out of 220). Of these, 80% reported an increase in arrivals while 20% posted a decrease.
- UNWTO estimates that destinations worldwide received 641 million international tourist arrivals between January and June 2018, 37 million more than in the same period of 2017.
- The first half of the year usually accounts for about 45% of total annual international arrivals, with the second half longer by three days and including the Northern Hemisphere high season months of July and August.

Source: World Tourism Organization (UNWTO) ©
### International Tourist Arrivals by (Sub)region

<table>
<thead>
<tr>
<th>Year</th>
<th>Africa</th>
<th>Middle East</th>
<th>North America</th>
<th>South America</th>
<th>South Asia</th>
<th>Western Europe</th>
<th>Europe</th>
<th>Advanced economies¹</th>
<th>Emerging economies¹</th>
</tr>
</thead>
<tbody>
<tr>
<td>2000</td>
<td>680</td>
<td>952</td>
<td>1,195</td>
<td>1,240</td>
<td>1,326</td>
<td>100</td>
<td>3.8%</td>
<td>7.0%</td>
<td>45.0%</td>
</tr>
<tr>
<td>2005</td>
<td>809</td>
<td>515</td>
<td>655</td>
<td>686</td>
<td>730</td>
<td>55.0</td>
<td>4.8%</td>
<td>6.3%</td>
<td>7.3%</td>
</tr>
<tr>
<td>2010</td>
<td>922</td>
<td>986</td>
<td>1224</td>
<td>1271</td>
<td>1337</td>
<td>14.5</td>
<td>0.0%</td>
<td>6.1%</td>
<td>9.3%</td>
</tr>
<tr>
<td>2015</td>
<td>1,044</td>
<td>178</td>
<td>2314</td>
<td>2371</td>
<td>2675</td>
<td>20.2</td>
<td>2.4%</td>
<td>12.8%</td>
<td>7.3%</td>
</tr>
<tr>
<td>2016</td>
<td>1,124</td>
<td>181</td>
<td>208</td>
<td>252</td>
<td>266</td>
<td>12.0</td>
<td>8.6%</td>
<td>3.4%</td>
<td>5.3%</td>
</tr>
<tr>
<td>2017</td>
<td>1,240</td>
<td>1,240</td>
<td>202</td>
<td>252</td>
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<td>2.0</td>
<td>7.0%</td>
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<td>8.3%</td>
</tr>
<tr>
<td>2018</td>
<td>1,326</td>
<td>1,326</td>
<td>202</td>
<td>252</td>
<td>266</td>
<td>2.0</td>
<td>7.0%</td>
<td>5.6%</td>
<td>8.3%</td>
</tr>
</tbody>
</table>

### Monthly/quarterly data series

<table>
<thead>
<tr>
<th>Month</th>
<th>World</th>
<th>Advanced economies¹</th>
<th>Emerging economies¹</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jan - Jun</td>
<td>100</td>
<td>55.0</td>
<td>45.0</td>
</tr>
<tr>
<td>Jul - Dec</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
</tbody>
</table>

By UNWTO regions:

- **Europe**: 392.9
- **Northern Europe**: 44.8
- **Western Europe**: 139.7
- **Central/Eastern Eur.**: 69.6
- **Southern/Medit. Eur.**: 139.0
- **Asia and the Pacific**: 110.4
- **North-East Asia**: 58.4
- **South-East Asia**: 36.3
- **Oceania**: 9.6
- **South Asia**: 6.1
- **Americas**: 128.2
- **Caribbean**: 17.1
- **Central America**: 4.3
- **South America**: 15.3
- **Africa**: 26.2
- **North Africa**: 10.2
- **Subsaharan Africa**: 16.0
- **Middle East**: 22.4

Source: World Tourism Organization (UNWTO) ©

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### International Tourist Arrivals (% change over same period of the previous year)

![Graph showing international tourist arrivals by region, with data for each region and percentage change over the same period of the previous year.](image-url)

Source: World Tourism Organization (UNWTO) ©


See box in page ‘Annex-1’ for explanation of abbreviations and symbols used used.
UNWTO World Tourism Barometer

EU Short-Term Tourism Trends

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Tourism Towards 2030

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- E-Marketing for Tourism Destinations
- Tourism Product Development
- Tourism Destination Branding

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- Understanding Brazilian Outbound Tourism
- Understanding Chinese Outbound Tourism

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