



2015 International Tourism Results and Prospects for 2016



International tourist arrivals up 4% and reach a record 1.2 billion in 2015

International tourist arrivals grew by 4.4% in 2015 to reach a total of 1.184 billion in 2015, according to this Advance Release of the UNWTO World Tourism Barometer. Some 50 million more tourists (overnight visitors) travelled to international destinations around the world last year as compared to 2014.

2015 marks the 9th consecutive year of above-average growth, with international arrivals increasing by 4% or more every year since the post-crisis year of 2010.

International tourism reached new heights in 2015. The robust performance of the sector is contributing to economic growth and job creation in many parts of the world. It is thus critical for countries to promote policies that foster the continued growth of tourism, including travel facilitation, human resources development and sustainability, said UNWTO Secretary-General, Taleq Rifai.



Demand was strong overall, though with mixed results across individual destinations due to unusually strong exchange rate fluctuations, the drop in oil prices and other commodities which increased disposable income in importing countries but weakened demand in exporters, as well as increased safety and security concerns.

2015 results were influenced by exchange rates, oil prices and natural and manmade crises in many parts of the world. As the current environment highlights in a particular manner the issues of safety and security, we should recall that tourism development greatly depends upon our collective capacity to promote safe, secure and seamless travel. In this respect, UNWTO urges governments to include tourism administrations in their national security planning, structures and procedures, not only to ensure that the sector's exposure to threats is minimised but also to maximise the sector's ability to support security and facilitation, as seamless and safe travel can and should go hand in hand, added Mr Rifai.

Growth in advanced economy destinations (+5%) exceeded that of emerging economies (+4%), boosted by the solid results of Europe (+5%).

By region, Europe, the Americas and Asia and the Pacific all recorded around 5% growth in 2015. Arrivals to the Middle East increased by 3% while in Africa, limited data available, points to an estimated 3% decrease, mostly due to weak results in North Africa, which accounts for over one-third of arrivals in the region.

Advance Release, January 2016	
Contents	
Inbound tourism short-term trends 2015	7
International tourism receipts	16
International tourism expenditure	17
UNWTO's Panel of Tourism Experts	18
UNWTO outlook for 2016	21
Regional results	9
Air transport booking trends Forwardkeys	25
The economic environment	20
- Exchange rates	20
Statistical Annex Annex 1 to Annex 31	

This Advance Release and the accompanying Statistical Annex of the UNWTO World Tourism Barometer present preliminary full year results for international tourism in 2015 based on data for international overnight visitors reported by destinations around the world. This analysis is complemented by data on receipts from international tourism reported by destinations around the world, as well as international tourism expenditure data for source markets for the first part of 2015.

Furthermore, this issue includes an outlook for 2016 based on current trends and the assessment by the UNWTO Panel of Tourism Experts. Finally, it presents an overview of booking trends for the first four months of 2016 based on business intelligence tool Forwardkeys.

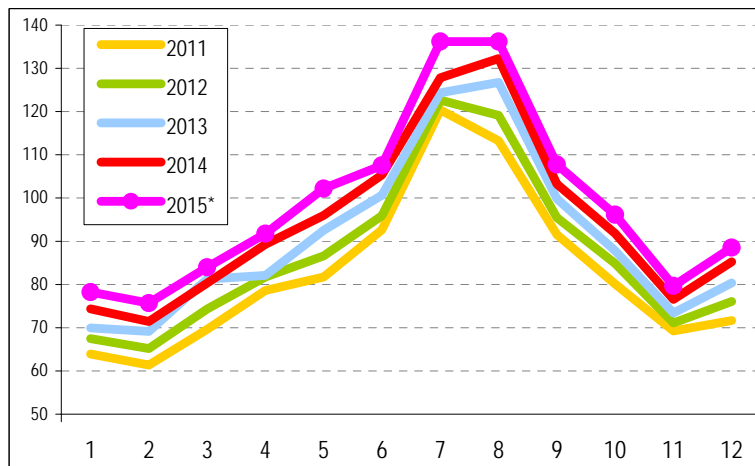
This release is available only in electronic format. The full document can be downloaded free of charge for members and subscribed institutions through the UNWTO library at www.unwto.org/bo/wtb/barometereng. The release is available in English only, while the Statistical Annex is provided in four languages through the UNWTO library at: English version: www.unwto.org/content/wtb-15-17; French version: www.unwto.org/content/wtb15-17; Spanish version: www.unwto.org/content/wtb15-17; Russian version: www.unwto.org/content/wtb15-17.

1184 million international tourist arrivals (overnight visitors), 50 million more than in 2015

International Tourist Arrivals, monthly evolution

World

(million)



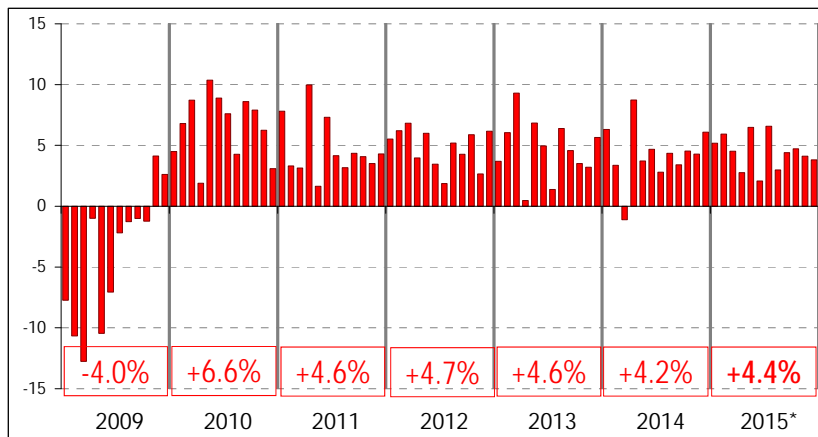
Source: World Tourism Organization (UNWTO) ©

6th consecutive year of above-average growth

International Tourist Arrivals, monthly evolution

World

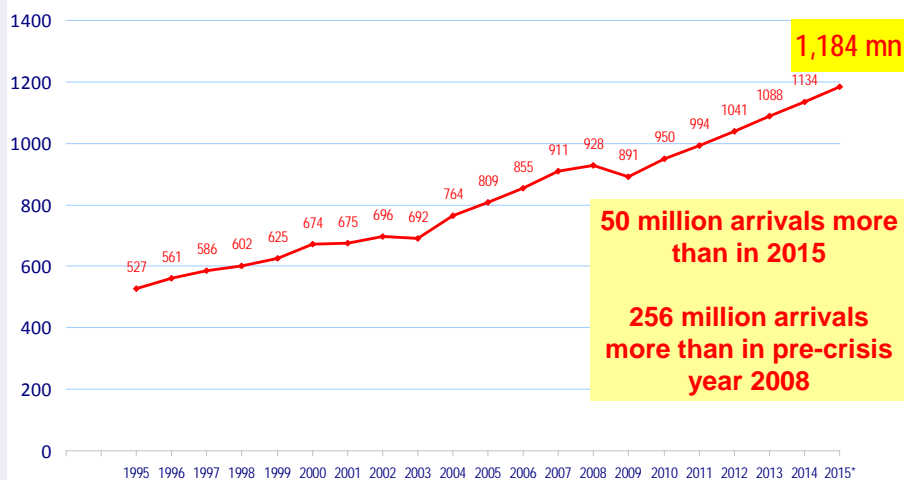
(% change)



Source: World Tourism Organization (UNWTO) ©

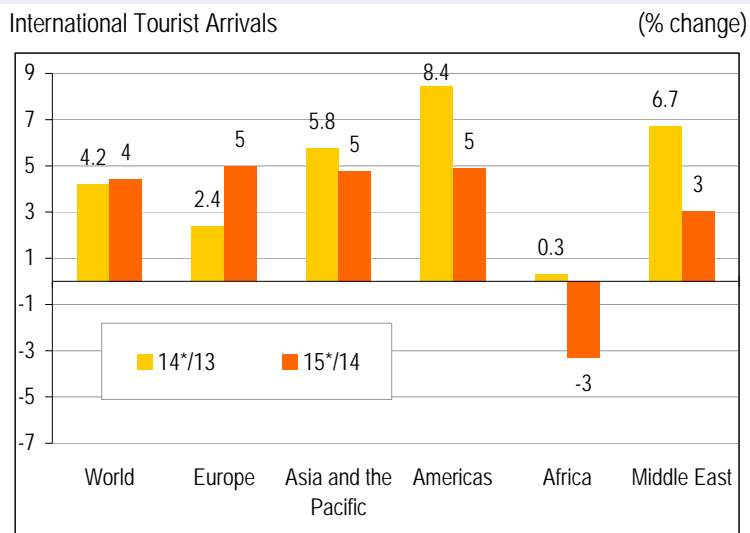
Inbound tourism in the world

International tourist arrivals (million)



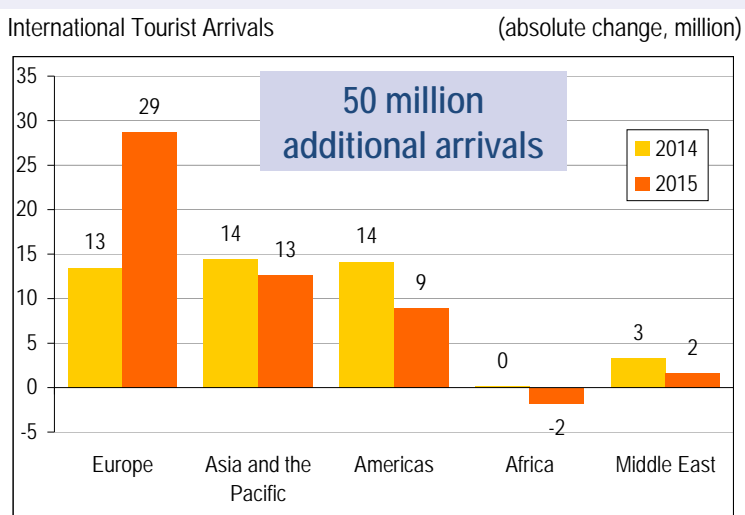
Source: World Tourism Organization (UNWTO)

2014 and 2015 by region



Source: World Tourism Organization (UNWTO) ©

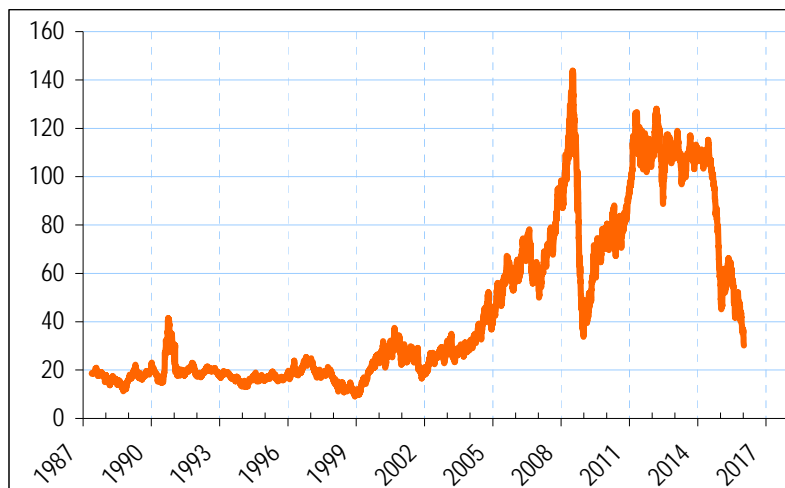
Increase 2015 by region



Source: World Tourism Organization (UNWTO) ©

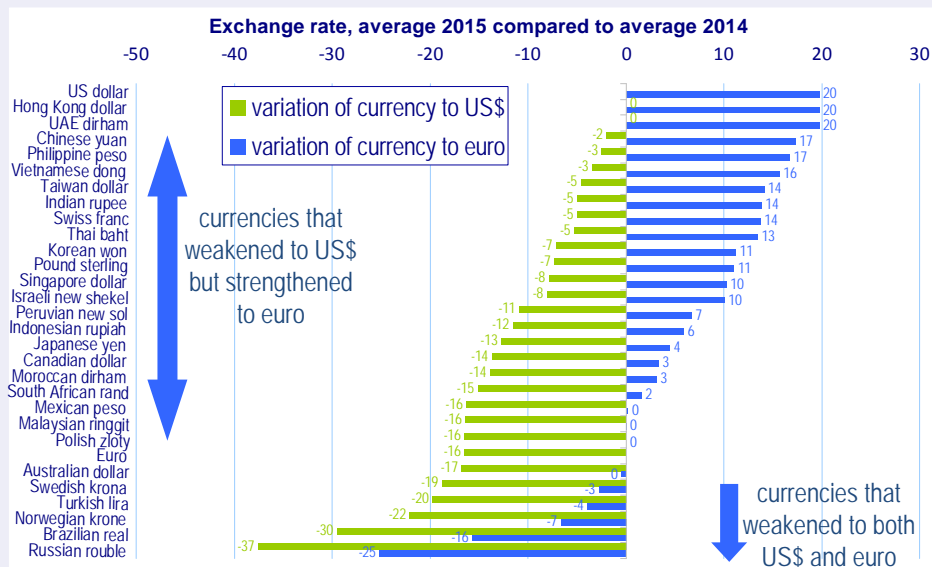
Lower price of oil and other commodities

Price Crude Oil Brent (US\$ per barrel)



Source: US Department of Energy, Energy Information Administration

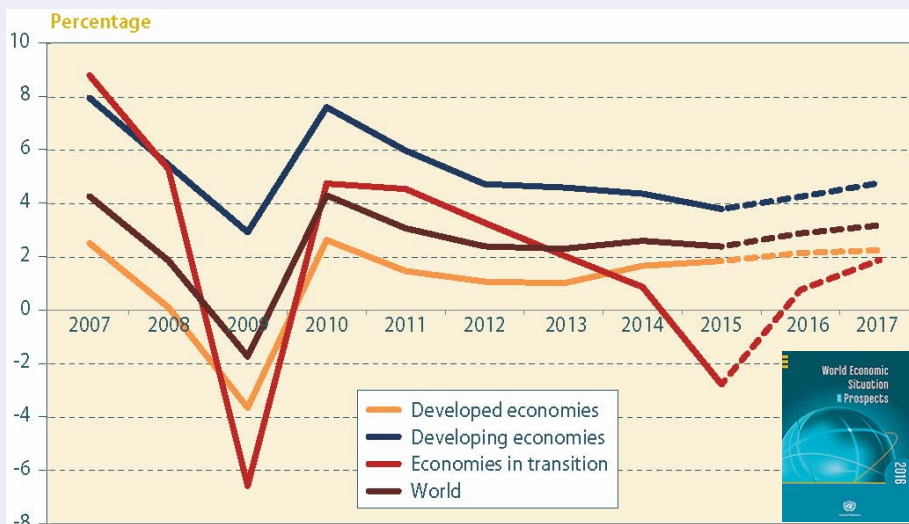
Unusual strong exchange rate fluctuations



Source: World Tourism Organization (UNWTO)

Adjusting to Lower Commodity Prices *Complex forces weigh on global growth*

Growth of gross domestic product



Source: UN/DESA, World Economic Situation and Prospects: data for 2015 are estimated; data for 2016 and 2017 are forecast





International tourist arrivals up 4% and reach a record 1.2 billion in 2015

International tourist arrivals grew by 4.4% in 2015 to reach a total of 1,184 million in 2015, according to the Advance Release of the UNWTO World Tourism Barometer. Some 50 million more tourists (overnight visitors) travelled to international destinations around the world last year as compared to 2014.

2015 marks the fifth consecutive year of above-average growth, with international arrivals increasing by 4% or more every year since the post-crisis year of 2010.

"International tourism reached new heights in 2015. The robust performance of the sector is contributing to economic growth and job creation in many parts of the world. It is thus critical for countries to promote policies that foster the continued growth of tourism, including travel facilitation, human resources development and sustainability" said UNWTO Secretary-General, Talek Rifai.



Demand was strong overall, though with mixed results across individual destinations due to unusually strong exchange rate fluctuations, the drop in oil prices and other commodities which increased disposable income in importing countries but weakened demand in exporters, as well as increased safety and security concerns.

"2015 results were influenced by exchange rates, oil prices and natural and manmade crises in many parts of the world. As the current environment highlights in a particular manner the issues of safety and security, we should recall that tourism development greatly depends upon our collective capacity to promote safe, secure and seamless travel. In this regard, UNWTO urges governments to reduce tourism administrations in their national security planning, structures and procedures, not only to ensure that the sector's exposure to threats is minimized

but also to maximise the sector's ability to support security and facilitation, as tourism and safe travel can and should go hand in hand", added M. Réal.

Growth in advanced economy destinations (+6%) exceeded that of emerging economies (+4%), boosted by the solid results of Europe (+5%).

By region, Europe, the Americas and Asia and the Pacific all recorded around 5% growth in 2015. Arrivals to the Middle East increased by 3% while in Africa, limited data available, points to an estimated 3% decrease, mostly due to weak results in North Africa, which accounts for over one-third of arrivals in the region.

Advance Release, January 2016

Contents	
Inbound tourism: short-term trends 2015	7
International tourism receipts	16
International tourism expenditure	17
UNWTO's Panel of Tourism Experts	18
UNWTO outlook for 2016	21
Regional results	9
Air transport booking trends: Forwardkeys	25
The economic environment	30
Exchange rates	20
Statistical Annex	Annex-1 to Annex-31

This Advance Release and the accompanying Statistical Annex of the UNWTO World Tourism Barometer present preliminary full year results for international tourism in 2015 based on data for international overnight visitors reported by destinations around the world. This analysis is complemented by data on receipts from international tourism reported by destinations around the world, as well as international tourism expenditure data for source markets for the first part of 2015.

Furthermore, this issue includes an outlook for 2016 based on current trends and the assessment by the UNWTO Panel of Tourism Experts. Finally, it presents an overview of booking trends for the first four months of 2016 based on 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 library at www.unwto.org/irc/tolbar/toc.htm#sectors. The release is available in English only, while the Statistical Annex is provided in four languages through the UNWTO library at: English version: www.unwto.org/contents/13137; French version: www.unwto.org/contents/17361; Spanish version: www.unwto.org/contents/1422; Russian version: www.unwto.org/contents/162335

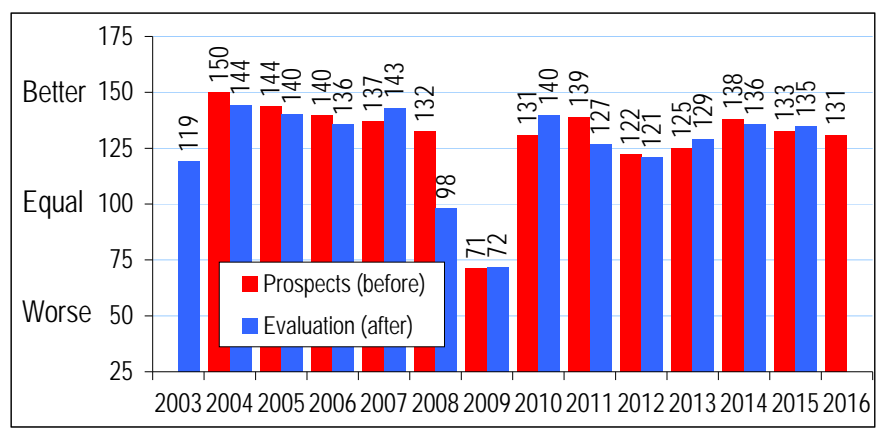


Outlook

www.unwto.org/facts

Confidence slightly weaker than past 2 years

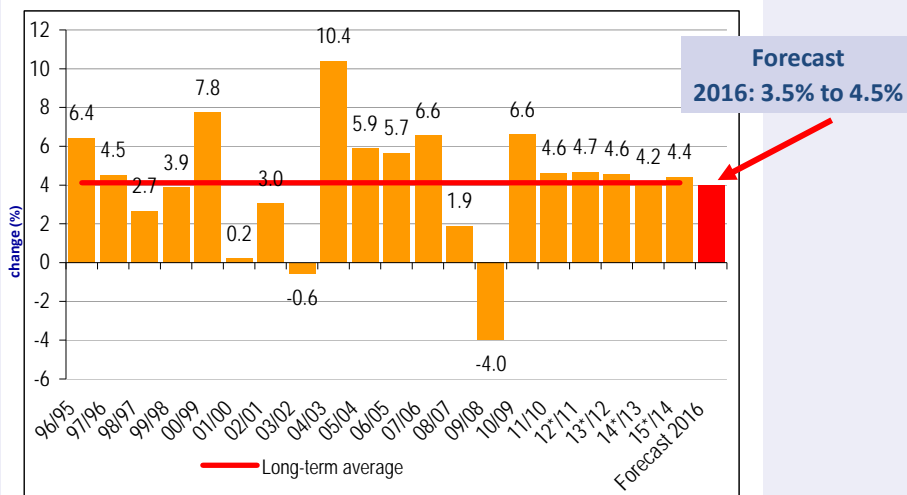
UNWTO Panel of Tourism Experts: World



Source: World Tourism Organization (UNWTO) ©

Outlook: World

International Tourist Arrivals, World (% change)



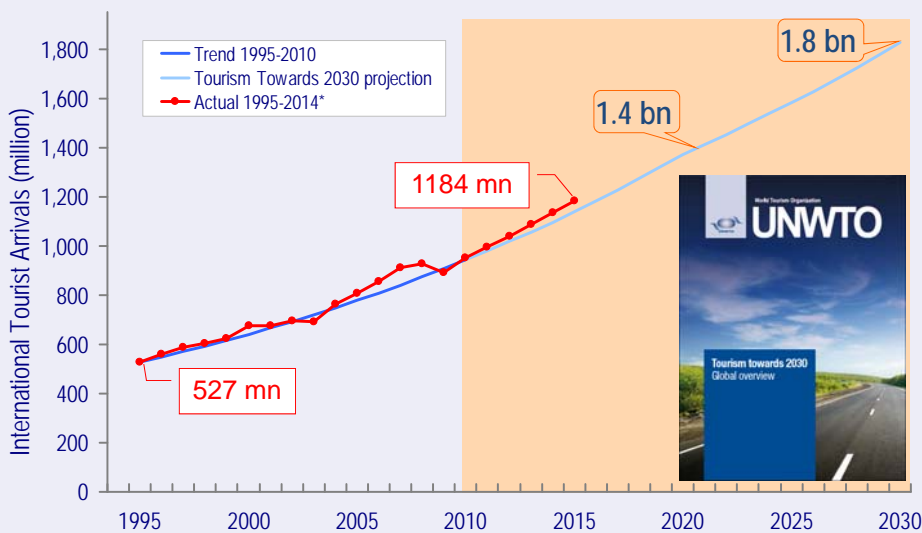
Source: World Tourism Organization (UNWTO) ©

International tourism: projection full year 2016

	Actual data		Projection 2016
	2015	Average 2005-2014	
World	4.4%	+3.8%	+3.5% and +4.5%
Europe	5.0%	+2.8%	+3.5% and +4.5%
Americas	4.9%	+3.5%	+4% and +5%
Asia and the Pacific	4.8%	+6.2%	+4% and +5%
Middle East	3.1%	5.2%	+2% and +5%
Africa	-3.3%	5.0%	+2% and +5%

Source: World Tourism Organization (UNWTO)

Actual Trend vs. Tourism Towards 2030 projection World



Source: World Tourism Organization (UNWTO)



Thank you very much
for your attention!

John G.C. Kester
Acting Director,
Tourism Market Trends Programme

World Tourism Organization
(UNWTO)

www.unwto.org

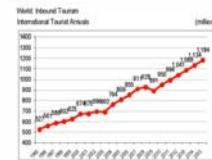


International tourist arrivals up 4% and reach a record 1.2 billion in 2015

International tourist arrivals grew by 4% in 2015 to reach a total of 1,184 million in 2015, according to the Advance Release of the UNWTO World Tourism Barometer. Some 50 million more tourists (overnight visitors) travelled to international destinations around the world last year as compared to 2014.

2015 marks the 8th consecutive year of above-average growth, with international arrivals increasing by 4% or more every year since the post-crisis year of 2010.

"International tourism reached new heights in 2015. The robust performance of the sector is contributing to economic growth and job creation in many parts of the world. It is thus critical for countries to promote policies that foster the continued growth of tourism, including travel facilitation, human resource development and sustainability," said UNWTO Secretary-General, Taleq Rifaat.



Demand was strong overall, though with mixed results across individual destinations due to unusually strong exchange rate fluctuations, the drop in oil prices and other commodities which increased disposable income in importing countries but weakened demand in exporters, as well as increased safety and security concerns.

2015 results were influenced by exchange rates, oil prices and natural and manmade crises in many parts of the world. As the current environment highlights in a particular manner the issues of safety and security, we should recall that tourism development greatly depends upon our collective capacity to promote safe, secure and seamless travel. In this respect, UNWTO urges governments to include tourism administrations in their national security planning, structures and procedures, not only to ensure that the sector's exposure to threats is minimized

but also to maximise the sector's ability to support security and facilitation, as seamless and safe travel can and should go hand in hand" - UNWTO Rifaat.

Growth in advanced economy destinations (+5%) exceeded that of emerging economies (+4%), boosted by the solid results of Europe (+4%).

By region, Europe, the Americas and Asia and the Pacific all recorded around 5% growth in 2015. Arrivals to the Middle East increased by 3% while in Africa, limited data available points to an estimated 3% decrease, mostly due to weak results in North Africa, which accounts for over one-third of arrivals in the region.

Advance Release, January 2016

Contents	
Rebound tourism short-term trends 2015	7
International tourism receipts	16
International tourism expenditure	17
UNWTO's Panel of Tourism Experts	18
UNWTO outlook for 2016	21
Regional results	8
Air transport booking trends ForwardKeys	25
The economic environment	35
Exchange rates	20
Statistical Annex	Annex 1 to Annex 31

This Advance Release and the accompanying Statistical Annex of the UNWTO World Tourism Barometer present preliminary full year results for international tourism in 2015 based on data for international overnight visitors reported by destinations around the world. This analysis is complemented by data on receipts from international tourism reported by destinations around the world, as well as international tourism expenditure data for source markets for the first part of 2015.

Furthermore, this issue includes an outlook for 2016 based on current trends and the assessment by the UNWTO Panel of Tourism Experts. Finally, it presents an overview of booking trends for the first four months of 2016 based on 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 library at www.e-unwto.org/bo/webinar/understanding-current. The release is available in English only, while the Statistical Annex is provided in four languages through the UNWTO library at: English version: www.e-unwto.org/content/13/13-27; French version: www.e-unwto.org/content/13/13-63; Spanish version: www.e-unwto.org/content/13/13-122; Russian version: www.e-unwto.org/content/13/13-283