

World Tourism Organization



UNWTO

UNWTO Tourism Highlights 2016 Edition

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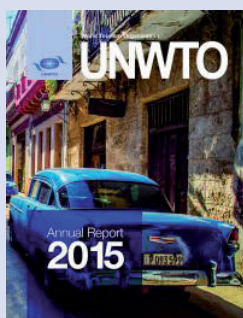
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About UNWTO

The World Tourism Organization (UNWTO) is the United Nations specialized agency mandated with the promotion of responsible, sustainable and universally accessible tourism.

For more information see: unwto.org

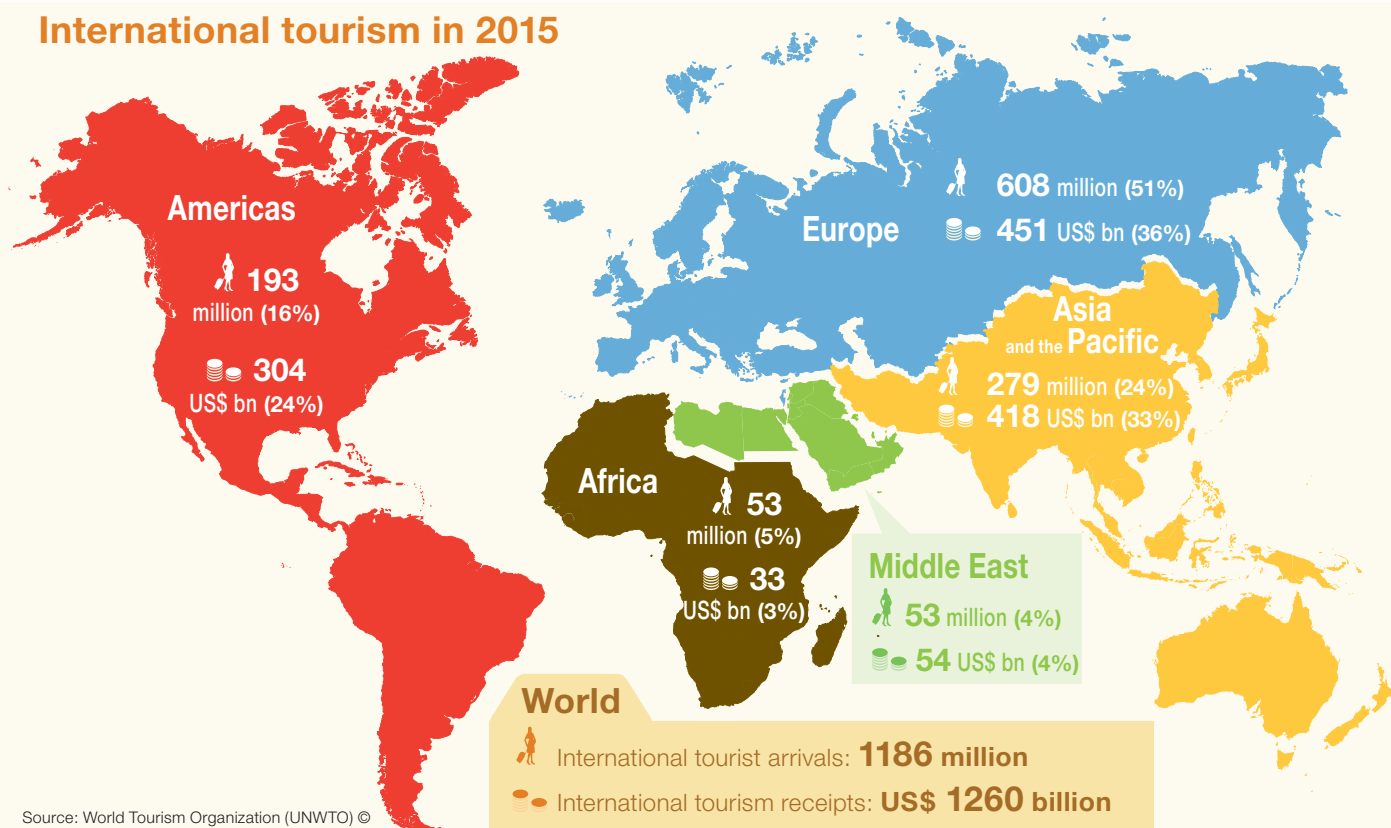


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Tourism, key to development, prosperity and well-being

- An ever-increasing number of destinations worldwide have opened up to, and invested in tourism, turning it into a key driver of socio-economic progress through the creation of jobs and enterprises, export revenues, and infrastructure development.
- Over the past six decades, tourism has experienced continued expansion and diversification to become one of the largest and fastest-growing economic sectors in the world. Many new destinations have emerged in addition to the traditional favourites of Europe and North America.
- Tourism has boasted virtually uninterrupted growth over time, despite occasional shocks, demonstrating the sector's strength and resilience. International tourist arrivals have increased from 25 million globally in 1950 to 278 million in 1980, 674 million in 2000, and 1186 million in 2015.
- Likewise, international tourism receipts earned by destinations worldwide have surged from US\$ 2 billion in 1950 to US\$ 104 billion in 1980, US\$ 495 billion in 2000, and US\$ 1260 billion in 2015.
- Tourism is a major category of international trade in services. In addition to receipts earned in destinations, international tourism also generated US\$ 211 billion in exports through international passenger transport services rendered to non-residents in 2015, bringing the total value of tourism exports up to US\$ 1.5 trillion, or US\$ 4 billion a day on average.
- International tourism now represents 7% of the world's exports in goods and services, up from 6% in 2014, as tourism has grown faster than world trade over the past four years.
- As a worldwide export category, tourism ranks third after fuels and chemicals and ahead of food and automotive products. In many developing countries, tourism ranks as the first export sector.

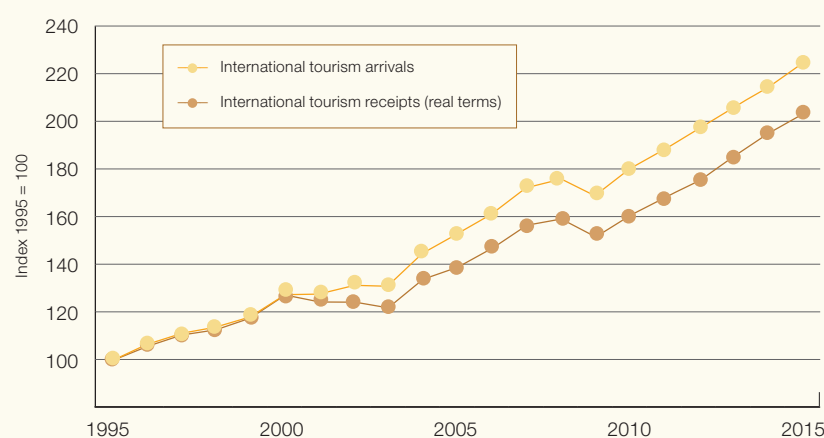
International tourism in 2015



International tourism in 2015 – Key trends and outlook

- The number of international tourist arrivals (overnight visitors) in 2015 increased by 4.6% to reach a total of 1186 million worldwide, an increase of 52 million over the previous year. It was the sixth consecutive year of above-average growth in international tourism following the 2009 global economic crisis.
- Tourism flows were influenced by three major factors in 2015: the unusually strong exchange rate fluctuations, the decline in the price of oil and other commodities, and increased global concern about safety and security.
- By UNWTO region, the Americas and Asia and the Pacific both recorded close to 6% growth in international tourist arrivals, with Europe, the world's most visited region, recording 5%. Arrivals in the Middle East increased by 2%, while in Africa they declined by 3%, mostly due to weak results in North Africa.
- International tourism receipts grew by 4.4% in real terms (taking into account exchange rate fluctuations and inflation) with total earnings in the destinations estimated at US\$ 1260 billion worldwide in 2015 (euro 1136 billion).

World inbound tourism



Source: World Tourism Organization (UNWTO) ©

- France, the United States, Spain and China continued to top the rankings in both international arrivals and receipts. In receipts, Thailand climbed three places to 6th position, and Hong Kong (China) climbed one place to 9th. Mexico moved up one position to come 9th in arrivals.
- China, the United States and the United Kingdom led outbound tourism in their respective regions in 2015, fuelled by strong currencies and economies.
- Forecasts prepared by UNWTO in January 2016 point to a continuation of growth in international tourist arrivals at a rate of between 3.5% and 4.5% in 2016, in line with the *Tourism Towards 2030* long-term projection of 3.8% growth a year for the period 2010 to 2020

Long-term outlook

- International tourist arrivals worldwide are expected to increase by 3.3% a year between 2010 and 2030 to reach 1.8 billion by 2030, according to UNWTO's long-term forecast report *Tourism Towards 2030*.
- Between 2010 and 2030, arrivals in emerging destinations (+4.4% a year) are expected to increase at twice the rate of those in advanced economies (+2.2% a year).
- The market share of emerging economies increased from 30% in 1980 to 45% in 2015, and is expected to reach 57% by 2030, equivalent to over 1 billion international tourist arrivals.

Tourism key figures

GDP



10%

(direct, indirect and induced impact)

Source: World Travel & Tourism Council (WTTC)

Jobs



1/11

Source: World Travel & Tourism Council (WTTC)

Exports



US\$ 1.5 trillion



7% of the world's exports

Source: World Tourism Organization (UNWTO)

International tourists



from **25 million**
in 1950

to **1186 million**
in 2015

1.8 billion
forecast for 2030

Source: World Tourism Organization (UNWTO)

Domestic tourists



5 to 6 billion

Source: World Tourism Organization (UNWTO)

International tourist arrivals

Sixth consecutive year of robust growth

The number of international tourist arrivals (overnight visitors) in 2015 reached a total of 1 186 million, an increase of 52 million over the previous year. Representing an increase of close to 5%, this marks the 6th consecutive year of above-average growth following the 2009 global economic crisis, with international arrivals increasing by 4% or more every year since 2010.

Demand was robust overall, although results were more mixed than usual across destinations. Three major factors influenced tourism flows in 2015: the unusually strong exchange rate fluctuations, the decline in the price of oil and other commodities which increased disposable income in importing countries but weakened tourism demand in exporting countries, as well as increased global concern about safety and security.

By UNWTO region, the Americas and Asia and the Pacific both recorded close to 6% growth in international tourist arrivals, with Europe recording 5%. Arrivals in the Middle East increased by 2%, while in Africa comparatively limited data points to an estimated 3% decline, mostly due to the weak results in North Africa. By subregion, the best results were recorded by South-East Asia (+8%), Oceania, the Caribbean, Central America and Northern Europe (all +7%), followed by North America and South America (both +6%).

International arrivals are expected to continue to grow at a sustained rate of 3.5% to 4.5% worldwide in 2016 according

to forecasts prepared by UNWTO in January 2016, based on current trends, economic prospects and the outlook of experts. By region, Asia and the Pacific and the Americas (both +4% to +5%) are estimated to be leading that growth, followed by Europe (+3.5% to +4.5%). The projections for Africa and the Middle East (both +2% to +5%) are positive, although with a larger degree of uncertainty and volatility.

Slightly more travel by air than surface

In 2015, slightly over half of all overnight visitors travelled to their destination by air (54%), while the remainder travelled by surface transport (46%) – whether by road (39%), rail (2%) or water (5%). The trend over time has been for air transport to grow at a somewhat faster pace than surface transport, thus the share of air transport is gradually increasing.

Over half of visits for leisure purposes

Travel for holidays, recreation and other forms of leisure accounted for just over half of all international tourist arrivals in 2015 (53% or 632 million). Some 14% of all international tourists reported travelling for business and professional purposes, and another 27% travelled for other reasons such as visiting friends and relatives (VFR), religious reasons and pilgrimages, health treatment, etc. The purpose of visit for the remaining 6% of arrivals was not specified.

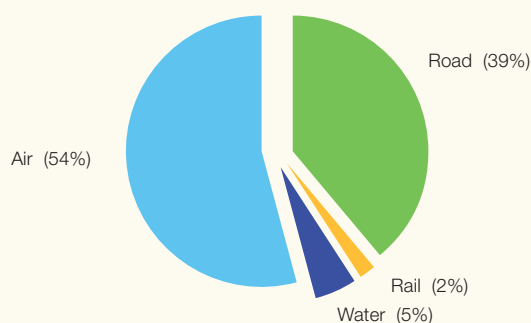
	International tourist arrivals (million)							Market share (%)	Change (%)			Average a year (%)
	1990	1995	2000	2005	2010	2014	2015*	2015*	13/12	14/13	15*/14	2005-'15*
World	435	527	674	809	950	1,134	1,186	100	4.6	4.2	4.6	3.9
Advanced economies ¹	299	339	424	470	516	622	653	55.0	4.6	5.7	5.0	3.3
Emerging economies ¹	136	188	250	339	434	512	533	45.0	4.6	2.4	4.1	4.6
By UNWTO regions:												
Europe	261.5	304.5	386.6	453.2	489.4	580.2	607.7	51.2	4.8	2.3	4.7	3.0
Northern Europe	28.7	36.4	44.8	59.9	62.8	70.8	75.9	6.4	2.4	5.3	7.3	2.4
Western Europe	108.6	112.2	139.7	141.7	154.4	174.4	180.0	15.2	2.8	2.1	3.2	2.4
Central/Eastern Europe	33.9	57.9	69.6	95.3	98.9	120.2	126.6	10.7	7.7	-6.2	5.3	2.9
Southern/Medit. Europe	90.3	98.0	132.6	156.4	173.3	214.8	225.2	19.0	5.6	6.9	4.8	3.7
-of which EU-28	230.1	268.0	330.5	367.9	384.3	454.1	478.4	40.3	3.9	4.8	5.4	2.7
Asia and the Pacific	55.9	82.1	110.4	154.0	205.5	264.3	279.2	23.5	6.9	5.7	5.6	6.1
North-East Asia	26.4	41.3	58.3	85.9	111.5	136.3	142.1	12.0	3.4	7.3	4.3	5.2
South-East Asia	21.2	28.5	36.3	49.0	70.5	97.3	104.6	8.8	11.3	3.0	7.6	7.9
Oceania	5.2	8.1	9.6	10.9	11.4	13.3	14.2	1.2	4.6	6.1	7.4	2.7
South Asia	3.2	4.2	6.1	8.2	12.1	17.5	18.3	1.5	12.1	9.6	4.4	8.4
Americas	92.8	108.9	128.2	133.3	150.2	181.9	192.6	16.2	3.0	8.5	5.9	3.7
North America	71.8	80.5	91.5	89.9	99.5	120.9	127.6	10.8	3.6	9.7	5.5	3.6
Caribbean	11.4	14.0	17.1	18.8	19.5	22.3	23.9	2.0	2.7	5.5	7.4	2.4
Central America	1.9	2.6	4.3	6.3	7.9	9.6	10.3	0.9	2.6	5.6	7.1	5.0
South America	7.7	11.7	15.3	18.3	23.2	29.1	30.8	2.6	1.4	7.1	5.8	5.3
Africa	14.8	18.7	26.2	34.8	50.4	55.3	53.5	4.5	4.4	1.1	-3.3	4.4
North Africa	8.4	7.3	10.2	13.9	19.7	20.4	18.0	1.5	5.8	-1.4	-11.7	2.6
Subsaharan Africa	6.4	11.5	16.0	20.9	30.7	34.9	35.4	3.0	3.6	2.7	1.6	5.4
Middle East	9.6	12.7	22.4	33.7	54.7	52.4	53.3	4.5	-2.9	6.7	1.7	4.7

Source: World Tourism Organization (UNWTO) ©. Please see page 9 for symbols and abbreviations.

(Data as collected by UNWTO, July 2016)

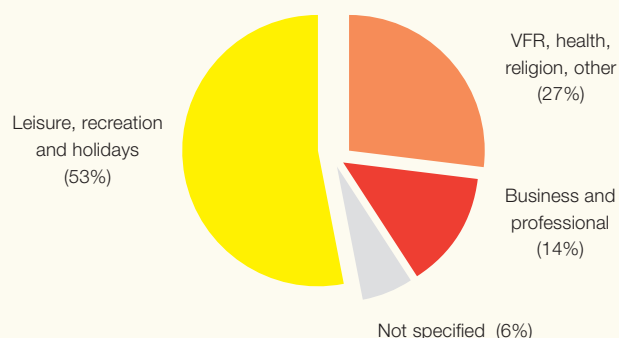
1 Classification based on the International Monetary Fund (IMF); see the Statistical Annex of the IMF *World Economic Outlook* of April 2016, page 146, at www.imf.org/external/ns/cs.aspx?id=29.

Inbound tourism by mode of transport, 2015* (share)



Source: World Tourism Organization (UNWTO) ©

Inbound tourism by purpose of visit, 2015* (share)



Source: World Tourism Organization (UNWTO) ©

International tourism receipts

International tourism represents 7% of worldwide exports

Expenditure by international visitors on accommodation, food and drink, entertainment, shopping and other services and goods in the destinations reached US\$ 1260 billion (euro 1136 billion) in 2015. In real terms, i.e. taking into account exchange rate fluctuations and inflation, this represents an increase of 4.4% over 2014, mirroring the growth in international arrivals.

Unusually strong exchange rate fluctuations in 2015 significantly influenced tourism receipts for individual destinations and regions expressed in US dollars. In real terms, receipts grew by 8% in the Americas, by 4% in both Asia and the Pacific and the Middle East, by 3% in Europe, and by 2% in Africa.

In macro-economic terms, expenditure by international visitors counts as exports for the destination country and as imports for the country of residence of the visitor. For many countries inbound tourism is a vital source of foreign currency earnings and an important contributor to the economy, creating much-needed employment and further opportunities for development.

In addition to receipts earned in the destinations (the travel item of the balance of payments), international tourism also generated US\$ 211 billion in exports through international passenger transport services rendered to non-residents in 2015. Adding these together, the value of tourism exports amounted to US\$ 1.5 trillion, or US\$ 4 billion a day on average.

	International tourism receipts				Market share (%)	Receipts (US\$)			Receipts (euro)		
	Local currencies, constant prices (% change)					(billion)		per arrival	(billion)		per arrival
	12/11	13/12	14/13	15*/14		2015*	2014	2015*	2015*	2014	2015*
World	4.3	5.9	5.1	4.4	100	1,309	1,260	1,060	986	1,136	960
Advanced economies ¹	3.6	6.1	4.9	3.1	61.5	829	774	1,190	624	698	1,070
Emerging economies ¹	5.4	5.5	5.5	6.7	38.5	481	486	910	362	438	820
By UNWTO regions:											
Europe	1.8	4.1	4.3	3.0	35.8	513.5	450.7	740	386.6	406.2	670
Northern Europe	3.3	7.5	6.4	7.6	6.2	82.5	78.4	1,030	62.1	70.7	930
Western Europe	2.7	2.2	3.3	0.2	11.6	173.7	146.4	810	130.7	131.9	730
Central/Eastern Europe	4.3	3.5	-0.9	-0.4	4.0	58.2	50.1	400	43.8	45.2	360
Southern/Medit. Europe	-0.3	4.8	6.1	5.0	14.0	199.2	175.8	780	149.9	158.4	700
-of which EU-28	1.5	3.8	4.6	3.4	29.6	427.3	373.4	780	321.6	336.5	700
Asia and the Pacific	7.6	9.3	5.3	4.0	33.2	420.1	418.3	1,500	316.2	377.0	1,350
North-East Asia	8.6	10.4	6.1	0.8	18.8	238.0	236.7	1,670	179.1	213.3	1,500
South-East Asia	10.9	10.6	2.0	7.8	8.6	108.1	108.3	1,030	81.4	97.6	930
Oceania	-1.8	2.0	7.2	9.9	3.3	44.6	41.9	2,940	33.6	37.8	2,650
South Asia	4.9	8.7	8.5	7.1	2.5	29.4	31.4	1,720	22.1	28.3	1,550
Americas	4.7	6.7	6.4	7.8	24.1	288.0	303.7	1,580	216.8	273.7	1,420
North America	5.0	7.4	6.6	8.2	18.9	225.0	238.5	1,870	169.3	214.9	1,680
Caribbean	1.2	3.7	4.8	5.8	2.2	26.7	28.1	1,170	20.1	25.3	1,060
Central America	7.8	7.2	6.2	7.3	0.9	10.6	11.5	1,120	8.0	10.4	1,010
South America	4.8	3.4	6.2	7.0	2.0	25.7	25.6	830	19.3	23.0	750
Africa	6.2	2.4	2.4	2.4	2.6	36.1	33.1	620	27.2	29.8	560
North Africa	8.2	-2.1	5.2	-9.8	0.7	10.6	8.6	470	8.0	7.7	430
Subsaharan Africa	5.5	4.2	1.4	7.5	1.9	25.5	24.5	690	19.2	22.1	620
Middle East	1.8	-4.6	7.4	4.3	4.3	51.6	54.4	1,020	38.8	49.0	920

Source: World Tourism Organization (UNWTO) ©. Please see page 9 for symbols and abbreviations.

(Data as collected by UNWTO, July 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.

	1990	1995	2000	2005	2007	2008	2009	2010	2011	2012	2013	2014	2015*	13/12	14/13	15*/14	13/12	14/13	15*/14
International tourist arrivals (overnight visitors)														Change (%)					
Million	435	527	674	809	911	928	892	950	994	1,040	1,088	1,134	1,186				4.6	4.2	4.6
Index (2008=100)						100	96	102	107	112	117	122	128						
International tourism receipts														Current price (%)			Constant price (%)		
Local currencies														8.4	7.3	5.5	5.9	5.1	4.4
Index (2008=100) (constant price)						100	95	101	106	110	116	122	128						
US\$ billion	271	415	495	706	896	987	905	986	1,104	1,146	1,241	1,309	1,260	8.2	5.5	-3.8	6.7	3.9	-3.9
Euro billion	213	317	536	568	654	671	649	744	793	892	934	986	1,136	4.7	5.5	15.2	3.3	5.1	15.2

Source: World Tourism Organization (UNWTO) ©. Please see page 9 for symbols and abbreviations.

(Data as collected by UNWTO, July 2016)

International tourism (comprising both earnings in destinations and passenger transport) represents 30% of services exports. The share of tourism in overall exports of goods and services increased from 6% to 7% in 2015 as international tourism outgrew world merchandise trade for the fourth consecutive year. In this period merchandise trade increased by between 2% to 3% a year according to data reported by the World Trade Organization.

As a worldwide export category, tourism ranks third after fuels and chemicals, and ahead of food and automotive products. In many developing countries, tourism ranks as the first export sector. Tourism is increasingly an essential component of export diversification, both for emerging and advanced economies. In recent years tourism has shown a strong capacity to compensate for weaker export revenues in many commodity and oil exporting countries.

World's top tourism destinations

The United States, China, Spain and France remain on top

Two changes took place in the Top 10 ranking by international tourism receipts in 2015, and one in the Top 10 by international tourist arrivals. Following the strong rebound last year, Thailand jumped from 9th to 6th place in tourism receipts, while Hong Kong (China) moved up one position to 9th from 10th. In the ranking by arrivals, Mexico climbed one place to 9th from 10th.

When ranking the world's top international tourism destinations, it is preferable to take more than a single indicator into account. Ranked according to the two key inbound tourism indicators – international tourist arrivals and international tourism receipts –

it is interesting to note that seven destinations appear in the Top 10 of both rankings, despite showing marked differences in terms of the type of tourists they attract, average length of stay, and spending per trip and per night. In the case of international tourism receipts, changes in the ranking not only reflect relative performance, but also exchange rate fluctuations between the local currencies and the US dollar. This was particularly the case in 2015, when the US dollar appreciated considerably against the euro and many other world currencies.

The top four places in the ranking by international arrivals and the ranking by receipts are occupied by the same countries, albeit in a different order. The United States is the world's top tourism earner with US\$ 205 billion recorded in 2015, and the number two destination in international arrivals with 78 million. China is the second largest earner with US\$ 114 billion, and fourth in arrivals with 57 million. Spain comes third, both in receipts (US\$ 57 billion) and in arrivals (68 million). France is the fourth largest tourism earner with US\$ 46 billion reported in 2015, but the world's top destination in terms of arrivals with 84 million tourists in 2015.

The United Kingdom held on to 5th place in receipts and 8th in arrivals. Thailand climbed three places to reach number 6 in receipts (and also up three places in arrivals to 11th). Italy has consolidated its position in 5th place in arrivals, and moved down one place to 7th in earnings. Germany moved down one place in earnings to 8th and held on to 7th place in arrivals. Turkey remains 6th in arrivals (and 12th in receipts). Mexico climbed one place to 9th in arrivals (and moved up six places to 16th in receipts). The Russian Federation moved down one place to 10th in tourist arrivals (and down five places to come 34th in tourism receipts). Completing the Top 10 in international tourism receipts are the two Chinese Special Administrative Regions (SARs), Hong Kong (up one place to 9th) and Macao (10th).

International tourist arrivals						
Rank	Series	(million)		Change (%)		
		2014	2015*	14/13	15*/14	
1	France	TF	83.7	84.5	0.1	0.9
2	United States	TF	75.0	77.5	7.2	3.3
3	Spain	TF	64.9	68.2	7.0	5.0
4	China	TF	55.6	56.9	-0.1	2.3
5	Italy	TF	48.6	50.7	1.8	4.4
6	Turkey	TF	39.8	39.5	5.3	-0.8
7	Germany	TCE	33.0	35.0	4.6	6.0
8	United Kingdom	TF	32.6	34.4	5.0	5.6
9	Mexico	TF	29.3	32.1	21.5	9.4
10	Russian Federation	TF	29.8	31.3	5.3	5.0

International tourism receipts¹				US\$		Local currencies	
		(billion)		Change (%)		Change (%)	
Rank		2014	2015*	14/13	15*/14	14/13	15*/14
1	United States	191.3	204.5	7.8	6.9	7.8	6.9
2	China	105.4	114.1	n/a	8.3	n/a	9.8
3	Spain	65.1	56.5	3.9	-13.2	3.9	4.0
4	France	58.1	45.9	2.8	-21.0	2.8	-5.4
5	United Kingdom	46.5	45.5	11.8	-2.3	6.2	5.2
6	Thailand	38.4	44.6	-8.0	16.0	-2.7	22.0
7	Italy	45.5	39.4	3.6	-13.3	3.6	3.8
8	Germany	43.3	36.9	4.9	-14.9	4.9	1.9
9	Hong Kong (China)	38.4	36.2	-1.4	-5.8	-1.5	-5.8
10	Macao (China)	42.6	31.3	-1.1	-26.4	-1.1	-26.5

Source: World Tourism Organization (UNWTO) ©. Please see page 9 for symbols and abbreviations.

(Data as collected by UNWTO, July 2016)

1 Note that China, the United States and the United Kingdom substantially revised their international tourism receipts series upwards for 2015 and retrospectively for some previous years, due to changes in methodology.

Regional results

Europe – Strong growth for mature region

International tourist arrivals in Europe grew by 5% in 2015 to reach a total of 608 million, just over half the world's total (51%). Europe was the fastest growing region in absolute terms, with 27 million more tourists than in 2014. This is a remarkable result considering the maturity and size of many European destinations. International tourism receipts grew by 3% in real terms to US\$ 451 billion (euro 406 billion), representing 36% of worldwide receipts. A weaker euro in 2015 has boosted the region's appeal to non-euro markets, and the recovery of many European economies has fuelled intra-regional tourism.

Northern Europe recorded a 7% growth in international arrivals in 2015, with most destinations turning in robust results. Arrivals to Iceland increased by 29%, while Ireland and Sweden also boasted double-digit growth. The subregion's largest destination, the United Kingdom, recorded a 6% increase in arrivals, despite the stronger pound, making the UK more expensive for euro area source markets.

Central and Eastern Europe (+5%) returned to growth in 2015 after a decline in 2014. Tajikistan (+94%) virtually doubled its international arrivals in 2015, albeit from a low base. Hungary (+18%), Romania, Slovakia (both +17%) and Latvia (+10%) all recorded double-digit growth too. The Russian Federation, the subregion's largest destination, reported a 5% increase in visitors, boosted by the cheaper rouble. The Czech Republic and Poland both also grew by 5%.

International arrivals in Southern and Mediterranean Europe grew by 5% in 2015. Spain, the subregion's top destination and Europe's second largest, posted 5% growth, receiving a record 68 million international arrivals. Other established destinations, Andorra (+13%), Slovenia (+12%), Portugal (+10%), Croatia, Cyprus (both +9%), Greece (+7%) and Malta (+6%) also reported strong results. Italy received 4% more arrivals after hosting the 2015 Expo in Milan. Emerging destinations Albania, Bosnia & Herzegovina, FYR Macedonia, Montenegro and Serbia all reported double-digit increases.

Growth was more moderate in Western Europe (+3%). In France (+1%), the world's top tourism destination, and Belgium (+2%), the terrorist attacks in Paris and the ensuing 'lockdown' in Brussels had a negative impact on full-year results. By contrast, the Netherlands (+8%), Germany and Austria (both +6%) reported solid increases. In Switzerland arrivals grew by 2%.

Asia and the Pacific Uneven results across destinations

Asia and the Pacific welcomed 279 million international tourist arrivals in 2015, 15 million more than in 2014, corresponding to a 6% growth. The region earned US\$ 418 billion in international tourism receipts, an increase of 4% in real terms. Asia and the Pacific accounts for 24% of the world's arrivals and 33% of receipts. By subregion, South-East Asia (+8% in arrivals) and Oceania (+7%) recorded the strongest growth.

South-East Asia's top destination, Thailand (+20%) rebounded strongly in 2015, welcoming 5 million more international tourists. Myanmar (+52%) also saw a surge in arrivals last year, although from a lower base. Laos (+12%), the Philippines (+11%) and Indonesia (+10%) also enjoyed double-digit growth.

Cambodia received 6% more arrivals, while Singapore (+2%) and Vietnam (+1%) reported more moderate results.

Oceania enjoyed a solid 7% increase in arrivals in 2015, boosted by the subregion's top destinations New Zealand (+10%) and Australia (+8%). Among Pacific island destinations, Palau (+15%), Samoa (+11%), Fiji (+9%), New Caledonia (+6%), Guam (+5%) and the Northern Mariana Islands (+4%) all turned in good results.

Results were more uneven in North-East Asia (+4%) with strong growth in a few destinations and declines in others. Japan reported an exceptional 47% increase, receiving 6 million more international arrivals to hit the 20 million mark. Taiwan (pr. of China) recorded 5% more arrivals in 2015, while Asia's top destination, China, reported a 2% increase. By contrast, the Chinese Special Administrative Regions (SARs), Hong Kong and Macao, both reported declines, mostly due to their strong currencies, while the Republic of Korea struggled with the impact of the MERS outbreak.

International arrivals in South Asia increased by 4%, driven by the subregion's top destination India (+5%). Sri Lanka enjoyed an increase of 18% in its sixth straight year of double-digit growth, while the Maldives reported a more modest 2% growth. Arrivals in Nepal declined last year following the earthquake in April.

The Americas – Continued growth in 2015

Following the strong results recorded in 2014, international tourist arrivals in the Americas grew by 11 million (+6%) in 2015 to reach 193 million (16% of arrivals worldwide). International tourism receipts increased by 8% in real terms to US\$ 304 billion (24% of receipts worldwide). Many destinations benefited from the appreciation of the US dollar, driving tourism demand from the United States, with the Caribbean and Central America (both +7%) leading growth.

North America, which accounts for two-thirds of the Americas' total, received 6% more international arrivals. Mexico and Canada (both +9%) enjoyed robust growth driven by US demand. Growth was more modest in the United States itself (+3%) due to the stronger dollar, making the destination more expensive to virtually all of its source markets.

In the Caribbean (+7%), growth was driven by Cuba (+18%), Aruba (+14%), Barbados (+14%), Haiti (+11%), the Dominican Republic and Puerto Rico (both +9%). Results for the Bahamas (+3%) and Jamaica (+2%) were, however, weaker.

In Central America, international arrivals were up by 7% to exceed 10 million for the first time. Panama led this growth with a 21% increase in arrivals. Belize welcomed 6% more arrivals, Costa Rica and Honduras both 5%, El Salvador and Nicaragua both 4%, and Guatemala 1%.

International arrivals in South America increased by 6% in 2015, but with rather mixed results across destinations. Paraguay almost doubled its arrivals, although from a lower base, and Chile (+22%) and Colombia (+16%) also enjoyed double-digit growth. Peru and Uruguay welcomed 7% and 3% more arrivals respectively, while Argentina and Brazil both reported slight declines.

International tourist arrivals										International tourism receipts				
Destinations	Series	(1000)				Change (%)			Share (%)	(US\$ million)				Share (%)
		2010	2013	2014	2015*	13/12	14/13	15*/14		2010	2013	2014	2015*	
Europe		489,359	567,109	580,238	607,727	4.8	2.3	4.7	100	412,183	492,764	513,535	450,731	100
Northern Europe		62,845	67,243	70,799	75,948	2.4	5.3	7.3	12.5	59,853	75,440	82,478	78,395	15.3
Denmark	TF	8,744	8,557	10,267	..	1.4	20.0	5,853	7,028	7,632	6,623	1.4
Finland	TCE	2,319	2,797	2,731	2,622	0.7	-2.3	-4.0	0.4	3,051	4,050	3,594	2,750	0.6
Iceland	TF	489	807	998	1,289	20.0	23.6	29.2	0.2	561	1,077	1,362	1,579	0.4
Ireland	TF	7,134	8,260	8,813	..	9.4	6.7	4,118	4,476	4,857	4,793	1.1
Norway	TF/TCE	4,767	4,778	4,855	..	5.3	1.6	4,707	5,642	5,639	4,952	1.1
Sweden	TCE/TF	4,951	10,980	10,522	..	-11.3	-4.2	8,671	11,544	12,856	12,235	2.7
United Kingdom	TF	28,296	31,064	32,613	34,436	6.1	5.0	5.6	5.7	32,892	41,624	46,539	45,464	10.1
Western Europe		154,362	170,757	174,398	179,964	2.8	2.1	3.2	29.6	142,318	166,818	173,672	146,397	32.5
Austria	TCE	22,004	24,813	25,291	26,719	2.7	1.9	5.6	4.4	18,596	20,236	20,824	18,303	4.1
Belgium	TCE	7,186	7,684	7,887	8,033	1.6	2.6	1.8	1.3	11,425	13,274	13,921	11,736	2.6
France	TF	77,648	83,634	83,701	84,452	2.0	0.1	0.9	13.9	47,013	56,562	58,150	45,920	10.2
Germany	TCE	26,875	31,545	33,005	34,972	3.7	4.6	6.0	5.8	34,679	41,279	43,321	36,867	8.2
Liechtenstein	TCE	64	60	61	57	-4.4	2.7	-7.5	0.0
Luxembourg	TCE	793	945	1,038	1,090	-0.6	9.9	4.9	0.2	4,149	4,950	5,314	4,161	0.9
Monaco	THS	279	328	329	331	12.3	0.3	0.6	0.1
Netherlands	TCE	10,883	12,782	13,926	15,007	4.7	9.0	7.8	2.5	11,732	13,737	14,704	13,211	2.9
Switzerland	THS	8,628	8,967	9,158	9,305	4.7	2.1	1.6	1.5	14,724	16,779	17,439	16,198	3.6
Central/Eastern Europe		98,895	128,127	120,193	126,610	7.7	-6.2	5.3	20.8	48,314	60,973	58,214	50,146	11.1
Armenia	TF	687	1,082	1,204	1,192	12.4	11.3	-1.0	0.2	646	880	966	936	0.2
Azerbaijan	TF	1,280	2,130	2,160	1,922	7.2	1.4	-11.0	0.3	657	2,365	2,432	2,309	0.5
Belarus	TCE	677	966	973	..	1.2	0.7	440	791	868	734	0.2
Bulgaria	TF	6,047	6,897	7,311	..	5.5	6.0	3,407	3,837	3,908	3,146	0.7
Czech Republic	TF	8,629	10,300	10,617	11,148	1.7	3.1	5.0	1.8	7,172	7,042	6,822	6,048	1.3
Estonia	TF	2,372	2,873	2,917	2,763	4.7	1.5	-5.3	0.5	1,073	1,629	1,814	1,500	0.3
Georgia	TF	1,067	2,065	2,229	2,279	15.4	7.9	2.2	0.4	659	1,720	1,787	1,936	0.4
Hungary	TF	9,510	10,624	12,140	14,316	2.6	14.3	17.9	2.4	5,628	5,366	5,872	5,344	1.2
Kazakhstan	TF	2,991	4,926	4,560	..	11.0	-7.4	1,005	1,522	1,467	1,625	0.4
Kyrgyzstan	VF	855	3,076	2,849	..	27.8	-7.4	160	530	423	426	0.1
Latvia	TF	1,373	1,536	1,843	2,024	7.0	20.0	9.8	0.3	642	864	956	895	0.2
Lithuania	TF	1,507	2,012	2,063	2,071	5.9	2.5	0.4	0.3	967	1,375	1,384	1,147	0.3
Poland	TF	12,470	15,800	16,000	16,728	6.5	1.3	4.6	2.8	9,576	11,344	11,234	9,728	2.2
Rep. Moldova	TCE	64	96	94	94	7.5	-1.8	0.5	0.0	163	226	229	210	0.0
Romania	TCE	1,343	1,715	1,912	2,235	3.7	11.5	16.9	0.4	1,140	1,590	1,832	1,704	0.4
Russian Federation	TF	20,262	28,356	29,848	31,346	10.2	5.3	5.0	5.2	8,831	11,988	11,759	8,465	1.9
Slovakia	TF	5,415	6,816	9.3	2,233	2,556	2,578	2,363	0.5
Tajikistan	VF	160	208	213	414	-14.8	2.5	94.0	0.1	4	3	1	1	0.0
Turkmenistan	TF
Ukraine	TF	21,203	24,671	12,712	12,428	7.2	-48.5	-2.2	2.0	3,788	5,083	1,612	1,082	0.2
Uzbekistan	TF	975	1,969	121
Southern/Medit. Europe		173,258	200,981	214,849	225,205	5.6	6.9	4.8	37.1	161,699	189,534	199,170	175,793	39.0
Albania	TF	2,191	2,857	3,341	3,784	-9.5	16.9	13.3	0.6	1,613	1,473	1,705	1,500	0.3
Andorra	TF	1,808	2,328	2,363	2,670	4.0	1.5	13.0	0.4
Bosnia & Herzg.	TCE	365	529	536	678	20.5	1.5	26.5	0.1	594	686	707	656	0.1
Croatia	TCE	9,111	10,948	11,623	12,683	5.6	6.2	9.1	2.1	8,075	9,524	9,865	8,833	2.0
Cyprus	TF	2,173	2,405	2,441	2,659	-2.4	1.5	8.9	0.4	2,129	2,893	2,846	2,479	0.5
FYR Macedonia	TCE	262	400	425	486	13.8	6.4	14.2	0.1	197	267	295	267	0.1
Greece	TF	15,007	17,920	22,033	23,599	15.5	23.0	7.1	3.9	12,742	16,140	17,793	15,673	3.5
Israel	TF	2,803	2,962	2,927	2,800	2.6	-1.2	-4.3	0.5	5,098	5,666	5,695	5,365	1.2
Italy	TF	43,626	47,704	48,576	50,732	2.9	1.8	4.4	8.3	38,786	43,912	45,488	39,449	8.8
Malta	TF	1,339	1,582	1,690	1,791	9.6	6.8	6.0	0.3	1,079	1,404	1,522	1,368	0.3
Montenegro	TCE	1,088	1,324	1,350	1,560	4.8	2.0	15.5	0.3	732	884	906	902	0.2
Portugal	TCE	6,832	8,301	9,277	10,176	8.0	11.8	9.7	1.7	10,077	12,284	13,808	12,606	2.8
San Marino	THS	60	71	75	54	1.5	6.3	-27.7	0.0
Serbia	TCE	683	922	1,029	1,132	13.8	11.6	10.1	0.2	798	1,053	1,139	1,048	0.2
Slovenia	TCE	1,869	2,259	2,411	2,707	4.8	6.7	12.3	0.4	2,552	2,713	2,737	2,504	0.6
Spain	TF	52,677	60,675	64,939	68,215	5.6	7.0	5.0	11.2	54,641	62,637	65,111	56,526	12.5
Turkey	TF	31,364	37,795	39,811	39,478	5.9	5.3	-0.8	6.5	22,585	27,997	29,552	26,616	5.9

Source: World Tourism Organization (UNWTO) ©. Please see page 9 for symbols and abbreviations.

(Data as collected by UNWTO, July 2016)

International tourist arrivals										International tourism receipts				
Destinations	Series	(1000)				Change (%)			Share (%)	(US\$ million)				Share (%)
		2010	2013	2014	2015*	13/12	14/13	15*/14		2010	2013	2014	2015*	
Asia and the Pacific		205,505	249,925	264,293	279,214	6.9	5.7	5.6	100	275,681	396,614	420,067	418,270	100
North-East Asia		111,508	126,989	136,276	142,075	3.4	7.3	4.3	50.9	148,338	219,375	237,965	236,669	56.6
China	TF	55,665	55,686	55,622	56,886	-3.5	-0.1	2.3	20.4	45,814	51,664	105,380	114,109	27.3
Hong Kong (China)	TF	20,085	25,661	27,770	26,686	8.0	8.2	-3.9	9.6	22,200	38,934	38,376	36,150	8.6
Japan	VF	8,611	10,364	13,413	19,737	24.0	29.4	47.1	7.1	13,199	15,131	18,853	24,983	6.0
Korea (DPRK)	
Korea (ROK)	VF	8,798	12,176	14,202	13,232	9.3	16.6	-6.8	4.7	10,328	14,629	17,836	15,285	3.7
Macao (China)	TF	11,926	14,268	14,566	14,308	5.1	2.1	-1.8	5.1	22,151	43,023	42,552	31,303	7.5
Mongolia	TF	456	418	393	386	-12.2	-6.0	-1.7	0.1	244	189	173	250	0.1
Taiwan (pr. of China)	VF	5,567	8,016	9,910	10,440	9.6	23.6	5.3	3.7	8,721	12,323	14,614	14,406	3.4
South-East Asia		70,473	94,475	97,263	104,629	11.3	3.0	7.6	37.5	68,546	107,883	108,094	108,263	25.9
Brunei	TF	214	225	201	218	7.6	-10.6	8.5	0.1	..	96	79
Cambodia	TF	2,508	4,210	4,503	4,775	17.5	7.0	6.1	1.7	1,519	2,659	2,953	3,130	0.7
Indonesia	TF	7,003	8,802	9,435	10,408	9.4	7.2	10.3	3.7	6,958	9,119	10,261	10,761	2.6
Laos	TF	1,670	2,700	3,164	3,543	17.9	17.2	12.0	1.3	382	596	642	679	0.2
Malaysia	TF	24,577	25,715	27,437	25,721	2.7	6.7	-6.3	9.2	18,115	21,496	22,595	17,597	4.2
Myanmar	TF	792	2,044	3,081	4,681	93.0	50.7	51.9	1.7	72	959	1,612	2,092	0.5
Philippines	TF	3,520	4,681	4,833	5,361	9.6	3.2	10.9	1.9	2,645	4,690	5,030	5,276	1.3
Singapore	TF	9,161	11,898	11,864	12,052	7.2	-0.3	1.6	4.3	14,177	19,209	19,134	16,743	4.0
Thailand	TF	15,936	26,547	24,810	29,881	18.8	-6.5	20.4	10.7	20,104	41,780	38,423	44,553	10.7
Timor-Leste	TF	40	79	60	..	36.2	-24.3	31	29	35	51	0.0
Vietnam	VF	5,050	7,572	7,874	7,944	10.6	4.0	0.9	2.8	4,450	7,250	7,330	7,301	1.7
Oceania		11,387	12,495	13,259	14,242	4.6	6.1	7.4	5.1	38,725	42,764	44,617	41,916	10.0
American Samoa	TF	23	21	22	..	-8.0	3.8
Australia	VF	5,790	6,382	6,884	7,444	5.8	7.9	8.1	2.7	28,598	31,261	31,935	29,413	7.0
Cook Islands	TF	104	121	121	125	-1.2	0.6	3.0	0.0	111	168	175
Fiji	TF	632	658	693	755	-0.4	5.3	9.0	0.3	634	716	744	744	0.2
French Polynesia	TF	154	164	181	184	-2.7	9.9	1.8	0.1	406	458	510
Guam	TF	1,197	1,334	1,343	1,409	2.0	0.6	4.9	0.5
Kiribati	TF	5	6	19.6	4	3	3
Marshall Islands	TF	5	5	13.7	4	4	5
Micronesia FSM	TF	45	42	35	..	10.1	-15.8	24	24	25
N. Mariana Islands	VF	379	439	460	479	9.4	4.7	4.1	0.2
New Caledonia	TF	99	108	107	114	-4.0	-0.5	6.3	0.0	129	168	184
New Zealand	TF	2,435	2,629	2,772	..	6.3	5.4	6,522	7,396	8,424	8,910	2.1
Niue	TF	6	7	7	..	39.6	5.2	2
Palau	TF	86	105	141	162	-11.5	34.0	15.0	0.1	73	113	127
Papua New Guinea	TF	140	174	182	..	3.6	4.6	2	4	3
Samoa	TF	122	116	120	134	-8.1	4.1	10.9	0.0	123	136	146	137	0.0
Solomon Islands	TF	21	24	20	22	2.1	-17.9	7.3	0.0	44	61	55	47	0.0
Tonga	TF	47	48	50	54	1.5	4.7	6.6	0.0	27	45
Tuvalu	TF	2	1	1	..	27.8	8.8	2	2
Vanuatu	TF	97	110	109	90	1.8	-1.2	-17.3	0.0	217	287	257
South Asia		12,137	15,966	17,495	18,269	12.1	9.6	4.4	6.5	20,072	26,593	29,390	31,423	7.5
Afghanistan		86	151	84
Bangladesh	TF	303	148	125	..	18.4	-15.5	87	129	153	148	0.0
Bhutan	TF	41	116	133	155	10.2	14.9	16.2	0.1	35	63	73	71	0.0
India	TF	5,776	6,968	7,679	8,027	5.9	10.2	4.5	2.9	14,490	18,397	19,700	21,013	5.0
Iran	VF	2,938	4,769	4,967	5,237	24.4	4.2	5.4	1.9	2,438	3,076	3,483
Maldives	TF	792	1,125	1,205	1,234	17.4	7.1	2.4	0.4	1,713	2,335	2,696	2,567	0.6
Nepal	TF	603	798	790	555	-0.7	-0.9	-29.8	0.2	343	438	487	481	0.1
Pakistan	TF	907	565	965	..	-14.9	70.8	305	288	283	315	0.1
Sri Lanka	TF	654	1,275	1,527	1,798	26.7	19.8	17.8	0.6	576	1,715	2,431	2,981	0.7

Source: World Tourism Organization (UNWTO) ©. Please see below for symbols and abbreviations.

(Data as collected by UNWTO, July 2016)

Series of International tourist arrivals and departures:

TF = International tourist arrivals at frontiers (overnight visitors, i.e. excluding same-day visitors)
VF = International visitors arrivals at frontiers (tourists and same-day visitors)
THS = International tourists arrivals at hotel and similar establishments
TCE = International tourists arrivals at collective tourism establishments
TD = Departures of tourists (overnight visitors, i.e. excluding same-day visitors)
VD = Departures of both overnight and same-day visitors

* = Provisional figure or data
.. = Figure or data not (yet) available
! = Change of series
n/a = Not applicable
. = Decimal separator
, = Thousands separator

International tourist arrivals										International tourism receipts				
Destinations	Series	(1000)				Change (%)			Share (%)	(US\$ million)				Share (%)
		2010	2013	2014	2015*	13/12	14/13	15*/14		2010	2013	2014	2015*	
Americas		150,195	167,560	181,851	192,564	3.0	8.5	5.9	100	215,186	269,044	288,008	303,650	100
North America		99,520	110,205	120,904	127,574	3.6	9.7	5.5	66.3	164,831	209,089	224,978	238,485	78.5
Canada	TF	16,219	16,059	16,537	17,970	-1.7	3.0	8.7	9.3	15,829	17,656	17,445	16,229	5.3
Mexico	TF	23,290	24,151	29,346	32,093	3.2	21.5	9.4	16.7	11,992	13,949	16,208	17,734	5.8
United States	TF	60,010	69,995	75,022	77,510	5.0	7.2	3.3	40.3	137,010	177,484	191,325	204,523	67.4
Caribbean		19,539	21,111	22,282	23,941	2.7	5.5	7.4	12.4	22,809	25,349	26,701	28,100	9.3
Anguilla	TF	62	69	71	73	6.8	2.7	3.2	0.0	99	121	123	127	0.0
Antigua & Barbuda	TF	230	243	249	250	-1.5	2.5	0.5	0.1	298	322	330	333	0.1
Aruba	TF	825	979	1,072	1,225	8.3	9.5	14.3	0.6	1,251	1,495	1,605	1,652	0.5
Bahamas	TF	1,370	1,366	1,427	1,472	-4.0	4.5	3.1	0.8	2,163	2,285	2,308	2,379	0.8
Barbados	TF	532	509	520	592	-5.2	2.2	13.9	0.3	1,038	964	888	922	0.3
Bermuda	TF	232	236	224	220	1.8	-5.1	-2.0	0.1	442	440	401	386	0.1
Brit. Virgin Islands	TF	330	366	386	393	4.2	5.4	1.8	0.2	389	421	459	484	0.2
Cayman Islands	TF	288	345	383	385	7.4	10.8	0.7	0.2	485	500	565
Cuba	TF	2,507	2,829	2,970	3,491	0.5	5.0	17.5	1.8	2,187	2,325	2,367
Curaçao	TF	342	441	455	468	4.7	3.1	3.1	0.2	385	583	635	609	0.2
Dominica	TF	77	78	82	74	-0.9	4.1	-8.6	0.0	94	103	127	128	0.0
Dominican Rep.	TF	4,125	4,690	5,141	5,600	2.8	9.6	8.9	2.9	4,163	5,064	5,630	6,118	2.0
Grenada	TF	110	116	134	141	0.2	14.7	5.4	0.1	112	119	128	137	0.0
Guadeloupe	TCE	392	487	486	..	49.8	-0.2	510	671
Haiti	TF	255	420	465	516	20.2	10.8	10.9	0.3	383	546	578	609	0.2
Jamaica	TF	1,922	2,008	2,080	2,123	1.1	3.6	2.1	1.1	2,001	2,074	2,255	2,379	0.8
Martinique	TF	476	490	490	487	0.5	0.0	-0.4	0.3	472	484	483
Montserrat	TF	6	7	9	9	-1.5	22.2	1.6	0.0	6	6	6	6	0.0
Puerto Rico	TF	3,186	3,172	3,246	3,542	3.4	2.3	9.1	1.8	3,211	3,311	3,439	3,825	1.3
Saint Lucia	TF	306	319	338	345	3.9	6.1	2.0	0.2	309	347	360	373	0.1
St. Kitts & Nevis	TF	98	107	113	118	2.6	5.6	4.4	0.1	90	100	104	109	0.0
St. Maarten	TF	443	467	500	505	2.2	7.1	1.1	0.3	674	857	906	936	0.3
St. Vincent & Gren.	TF	72	72	71	75	-3.5	-1.4	6.6	0.0	86	97	101	104	0.0
Trinidad & Tobago	TF	388	434	413	440	-4.5	-5.0	6.6	0.2	450
Turks & Caicos	TF	281	291	357	386	-0.4	22.9	8.1	0.2
US Virgin Islands	TF	590	570	602	..	-1.8	5.6	1,013	1,232
Central America		7,908	9,087	9,592	10,276	2.6	5.6	7.1	5.3	6,946	9,899	10,623	11,510	3.8
Belize	TF	242	294	321	341	6.1	9.2	6.2	0.2	249	351	374	408	0.1
Costa Rica	TF	2,100	2,428	2,527	2,660	3.6	4.1	5.3	1.4	2,246	2,928	3,061	3,326	1.1
El Salvador	TF	1,150	1,283	1,345	1,402	2.2	4.9	4.2	0.7	390	621	822	817	0.3
Guatemala	TF	1,219	1,331	1,455	1,464	2.0	9.3	0.6	0.8	1,378	1,481	1,564	1,580	0.5
Honduras	TF	863	863	868	914	-3.5	0.6	5.2	0.5	626	608	630	650	0.2
Nicaragua	TF	1,011	1,229	1,330	1,386	4.2	8.2	4.3	0.7	313	417	445	529	0.2
Panama	TF	1,324	1,658	1,745	2,109	3.2	5.2	20.9	1.1	1,745	3,493	3,728	4,199	1.4
South America		23,229	27,158	29,073	30,773	1.4	7.1	5.8	16.0	20,599	24,707	25,706	25,555	8.4
Argentina	TF	5,325	5,246	5,931	5,736	-6.1	13.1	-3.3	3.0	4,942	4,313	4,624	4,400	1.4
Bolivia	TF	679	798	871	..	0.0	9.1	379	574	652	711	0.2
Brazil	TF	5,161	5,813	6,430	6,306	2.4	10.6	-1.9	3.3	5,261	6,474	6,843	5,844	1.9
Chile	TF	2,801	3,576	3,674	4,478	0.6	2.7	21.9	2.3	1,645	2,181	2,259	2,408	0.8
Colombia	TF	2,385	2,288	2,565	2,978	5.2	12.1	16.1	1.5	2,797	3,611	3,825	4,245	1.4
Ecuador	VF	1,047	1,364	1,557	1,542	7.2	14.1	-0.9	0.8	781	1,246	1,482	1,551	0.5
French Guiana	TF	189	180	185	199	-3.7	2.8	7.6	0.1
Guyana	TF	152	200	206	207	13.2	2.9	0.5	0.1	80	77	79	65	0.0
Paraguay	TF	465	610	649	1,215	5.3	6.4	87.2	0.6	217	273	284	484	0.2
Peru	TF	2,299	3,164	3,215	3,456	11.2	1.6	7.5	1.8	2,008	3,009	3,077	3,320	1.1
Suriname	TF	205	249	252	228	3.8	1.0	-9.5	0.1	61	84	95	88	0.0
Uruguay	TF	2,349	2,684	2,682	2,773	-0.4	-0.1	3.4	1.4	1,509	1,921	1,757	1,777	0.6
Venezuela	TF	526	986	857	..	-0.2	-13.1	831	858	643	575	0.2

Source: World Tourism Organization (UNWTO) ©. Please see page 9 for symbols and abbreviations.

(Data as collected by UNWTO, July 2016)

For the latest tourism trends, see the *UNWTO World Tourism Barometer* at mkt.unwto.org/barometer.

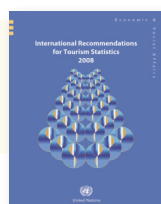
For tourism statistics online, see the UNWTO e-library at www.e-unwto.org.



International tourist arrivals										International tourism receipts				
Destinations	Series	(1000)				Change (%)			Share (%)	(US\$ million)				Share (%)
		2010	2013	2014	2015*	13/12	14/13	15*/14		2010	2013	2014	2015*	
Africa		50,426	54,693	55,309	53,466	4.4	1.1	-3.3	100	31,183	35,562	36,125	33,069	100
North Africa		19,682	20,722	20,431	18,031	5.8	-1.4	-11.7	33.7	9,662	10,063	10,640	8,555	25.9
Algeria	VF	2,070	2,733	2,301	1,710	3.7	-15.8	-25.7	3.2	220	250	258
Morocco	TF	9,288	10,046	10,283	10,177	7.2	2.4	-1.0	19.0	6,703	6,849	7,056	6,003	18.2
Sudan	TF	495	591	684	..	2.9	15.7	94	773	967	949	2.9
Tunisia	TF	7,828	7,352	7,163	5,359	5.0	-2.6	-25.2	10.0	2,645	2,191	2,359	1,354	4.1
Subsaharan Africa		30,743	33,971	34,877	35,435	3.6	2.7	1.6	66.3	21,521	25,499	25,484	24,514	74.1
Angola	TF	425	650	595	..	23.1	-8.4	719	1,234	1,589
Benin	TF	199	231	242	..	5.0	4.8	149	189	151
Botswana	TF	1,973	1,544	1,966	..	-4.3	27.3	779	885	977	948	2.9
Burkina Faso	THS	274	218	191	..	-8.0	-12.4	72	153	135
Burundi	TF	142	2	2	4
Cameroon	TF	569	912	12.3	159	576
Cabo Verde	THS	336	503	494	520	4.3	-1.8	5.3	1.0	278	462	405	351	1.1
Centr. African Rep.	TF	54	11
Chad	THS	71	100	122	..	16.3	22.0
Comoros	TF	15	35	48	51
Congo	THS	194	343	373	..	34.0	8.7	63	38
Côte d'Ivoire	VF	252	380	471	..	31.5	23.9	201	181	184
Dem. Rep. Congo	TF	81	191	14.4	11	8	45	0,1	0.0
Djibouti	TF	51	63	5.0	9	19	21
Equatorial Guinea
Eritrea	VF	84
Ethiopia	TF	468	681	770	..	14.2	13.1	522	621	351	394	1.2
Gabon	TF
Gambia	TF	91	171	156	..	8.8	-8.9	74
Ghana	TF	931	994	1,093	..	10.0	10.0	620	853	897	819	2.5
Guinea	TF	12	56	33	35	-41.7	-41.1	6.1	0.1	2
Guinea-Bissau	TF	22	36	36	44	0.3	1.7	21.3	0.1	13	17	21
Kenya	TF	1,470	1,433	1,261	1,114	-11.5	-12.0	-11.7	2.1	800	881	811	723	2.2
Lesotho	TF	414	320	0.9	23	17	16	13	0.0
Liberia	12	..	91
Madagascar	TF	196	196	222	244	-23.3	13.2	9.9	0.5	307	574
Malawi	TF	746	795	3.2	31	28	31	37	0.1
Mali	TF	169	142	168	..	6.0	18.3	205	178	212
Mauritania	TF	41	37	29	0.1
Mauritius	TF	935	993	1,039	1,152	2.9	4.6	10.9	2.2	1,282	1,321	1,447	1,432	4.3
Mozambique	TF	1,718	1,886	1,661	1,552	-10.7	-11.9	-6.6	2.9	108	199	207	193	0.6
Namibia	TF	984	1,176	1,320	..	9.0	12.2	438	411	413	378	1.1
Niger	TF	74	123	135	135	31.0	9.2	-0.1	0.3	105	58	90
Nigeria	TF	1,555	600	23.5	576	542	543	404	1.2
Reunion	TF	421	416	406	426	-6.8	-2.5	5.1	0.8	392	403	387	339	1.0
Rwanda	TF	504	864	926	..	6.0	7.2	202	294	304	318	1.0
São Tomé & Príncipe	TF	8	11	31	56	52	0.2
Senegal	TF	900	1,063	836	..	10.5	-21.4	453	439	423
Seychelles	TF	175	230	233	276	10.7	1.0	18.7	0.5	343	430	398	392	1.2
Sierra Leone	TF	39	81	44	24	36.0	-46.2	-45.6	0.0	26	66	35	23	0.1
Somalia
South Africa	TF	8,074	9,537	9,549	8,904	3.8	0.1	-6.8	16.7	9,070	9,238	9,348	8,235	24.9
Swaziland	TF	868	968	9.0	51	13	15
Tanzania	TF	754	1,063	1,113	..	1.9	4.7	1,255	1,880	2,010	2,231	6.7
Togo	THS	202	327	282	273	39.1	-13.8	-3.2	0.5	66	125	125
Uganda	TF	946	1,206	1,266	..	0.8	4.9	784	1,334	791	1,149	3.5
Zambia	TF	815	915	947	..	6.5	3.5	492	552	642
Zimbabwe	VF	2,239	1,833	1,880	2,057	2.1	2.6	9.4	3.8	634	856	827	886	2.7

Source: World Tourism Organization (UNWTO) ©. Please see page 9 for symbols and abbreviations.

(Data as collected by UNWTO, July 2016)



For main concepts, definitions and classifications for the measurement of tourism, please see:
International Recommendations for Tourism Statistics 2008 (IRTS 2008)
 at statistics.unwto.org/content/irts-2008.

Africa – Gradually returning to growth

International tourist arrivals in Africa are estimated to have decreased by 3% in 2015 as the region continued to struggle with health and security challenges, as well as slower economic growth due to lower oil and commodity prices. Africa welcomed 53 million international tourists and earned US\$ 33 billion in international tourism receipts (+2% in real terms) to maintain a 5% share in worldwide arrivals and a 3% share in tourism receipts. These figures should, however, be interpreted with caution, as results are still based on comparatively limited data.

In North Africa (-12%), international arrivals in Tunisia and Algeria declined considerably in 2015 as a result of the various acts of terrorism. The subregion's largest destination, Morocco, reported a slight decrease, mainly due to a decrease in arrivals from its major source market, France.

International arrivals in Sub-Saharan Africa (+2%) gradually improved throughout 2015 and returned to growth in September. Results were mixed, with the subregion's largest destination, South Africa, receiving fewer arrivals, partly due to new visa rules, while Kenya, Togo, Mozambique and Sierra Leone also reported declines. By contrast, most island destinations performed rather well in 2015, with the Seychelles (+19%), Mauritius (+11%) and Madagascar (+10%) all boasting double-digit growth and Reunion and Cabo Verde both recording a 5% increase in arrivals. Zimbabwe (+9%) also reported robust growth.

Middle East – Consolidating recovery

International tourist arrivals in the Middle East (+2%) are estimated to have grown by 1 million in 2015, increasing the total to 53 million. The region has consolidated the rebound that started in 2014, when arrivals increased by 7%, following three years of decline. International tourism receipts increased by 4% in real terms to US\$ 54 billion. The Middle East has a share of over 4% in both worldwide arrivals and receipts.

Growth was driven by intraregional demand from member states of the Gulf Cooperation Council (GCC). Oman (+16%) and Lebanon (+12%) both recorded double-digit growth in international arrivals in 2015 as they continued their rebound from the weaker results in the early 2010s. Qatar posted a 4% increase, making it the only country in the region that has maintained consistent growth for over a decade. The region's leading destination, Saudi Arabia, reported a small decline (-1%). Egypt reported a 5% decrease in arrivals in 2015 as a result of various incidents. Jordan and Palestine also received fewer arrivals.

Destinations	Series	International tourist arrivals								International tourism receipts				
		(1000)				Change (%)			Share (%)	(US\$ million)				Share (%)
		2010	2013	2014	2015*	13/12	14/13	15*/14	2015*	2010	2013	2014	2015*	2015*
Middle East		54,699	49,127	52,440	53,330	-2.9	6.7	1.7	100	52,150	46,580	51,566	54,380	100
Bahrain	THS	995	1,069	838	..	5.4	-21.6	1,362	1,165	1,197
Egypt	TF	14,051	9,174	9,628	9,139	-18.1	5.0	-5.1	17.1	12,528	6,047	7,208	6,065	11.2
Iraq	VF	1,518	892	-19.7	1,660
Jordan	TF	4,207	3,945	3,990	3,763	-5.2	1.1	-5.7	7.1	3,585	4,117	4,375	4,065	7.5
Kuwait	THS	207	307	198	..	2.0	-35.4	290	298	369	499	0.9
Lebanon	TF	2,168	1,274	1,355	1,518	-6.7	6.3	12.1	2.8	7,995	6,492	6,523	6,857	12.6
Libya	TF	60
Oman	TF	1,441	1,392	1,519	..	12.2	9.1	780	1,295	1,376	1,540	2.8
Palestine	THS	522	545	556	432	11.3	1.9	-22.3	0.8	667	789	603	..	1.7
Qatar	TF	1,700	2,611	2,826	2,930	11.3	8.2	3.7	5.5	584	3,456	4,591	5,035	9.3
Saudi Arabia	TF	10,850	15,772	18,260	17,994	-3.4	15.8	-1.5	33.7	6,712	7,651	8,238	10,130	18.6
Syria	TF	8,546	6,190
Utd. Arab Emirates	THS	7,432	9,990	11.3	8,577	12,389	13,969	16,038	29.5
Yemen	TF	1,025	990	13.3	1,161	940	1,026

Source: World Tourism Organization (UNWTO) ©. Please see page 9 for symbols and abbreviations.

(Data as collected by UNWTO, July 2016)

Outbound tourism

Most tourists visit destinations within their own region

The large majority of international travel takes place within travellers' own regions, with about four out of five arrivals worldwide originating in the same region. Source markets for international tourism have traditionally been concentrated largely in the advanced economies of Europe, the Americas and Asia and the Pacific. However, with rising levels of disposable income many emerging economies have also shown fast

growth over recent years, especially in the markets of Asia, Central and Eastern Europe, the Middle East, Africa and Latin America.

Europe is currently still the world's largest source region, generating half of the world's international arrivals, followed by Asia and the Pacific (24%), the Americas (17%), the Middle East (3%) and Africa (3%).

Destinations	International tourist arrivals by region of origin (million)										Market share (%)	Change (%)		Average a year (%)
	1990	1995	2000	2005	2010	2011	2012	2013	2014	2015*	2015*	14/13	15*/14	2005-15*
World	435	527	674	809	950	994	1,040	1,088	1,134	1,186	100	4.2	4.6	3.9
From:														
Europe	250.7	304.0	390.3	452.3	497.0	518.8	537.7	560.7	571.7	594.1	50.1	2.0	3.9	2.8
Asia and the Pacific	58.7	86.3	114.1	152.8	205.9	220.6	236.5	253.7	271.6	289.5	24.4	7.1	6.6	6.6
Americas	99.3	108.1	130.6	136.5	156.0	163.5	170.8	175.9	188.8	199.4	16.8	7.4	5.6	3.9
Middle East	8.2	8.5	12.8	21.4	33.3	31.7	33.3	35.1	36.8	36.3	3.1	4.9	-1.6	5.4
Africa	9.8	11.5	14.9	19.3	28.3	30.0	31.0	32.0	34.4	35.4	3.0	7.3	2.9	6.2
Origin not specified ¹	7.9	8.6	11.1	26.7	29.8	29.5	31.2	31.0	30.8	31.5	2.7			
Same region	349.1	423.1	532.9	632.3	728.9	767.0	802.1	838.7	872.0	912.7	76.9	4.0	4.7	3.7
Other regions	77.6	95.3	129.8	149.9	191.5	197.6	207.2	218.7	231.3	242.0	20.4	5.8	4.6	4.9

Source: World Tourism Organization (UNWTO) ©. Please see page 9 for symbols and abbreviations.

(Data as collected by UNWTO, July 2016)

¹ Countries that cannot be allocated to a specific region of origin. As information is derived from inbound tourism data, this occurs when data on the country of origin is missing, or when a category such as 'other countries of the world' is used, grouping countries together that are not separately specified.

Top spenders in international tourism

The Republic of Korea enters the Top 10 source markets

China, the United States and the United Kingdom led outbound tourism in their respective regions in 2015, fuelled by strong currencies and economies.

China continues to lead global outbound travel, after registering double-digit growth in tourism expenditure every year since 2004, benefitting Asian destinations such as Japan and Thailand as well as the United States and various European destinations. Spending by Chinese travellers increased by 26% in 2015 to reach US\$ 292 billion, as the total number of outbound travellers rose by 10% to 128 million.

Tourism expenditure from the world's second largest source market, the United States, increased to US\$ 113 billion in 2015, while the number of outbound travellers grew to 73 million. The United Kingdom, the fourth largest source market, led growth in outbound demand in Europe, supported by a strong British pound in relation to the euro. UK residents' visits abroad were up by 5 million to 64 million in 2015, with US\$ 63 billion spent in international tourism.

Demand from other major markets was more subdued, partly due to weaker currencies. Germany remained the third largest source market with a slight decrease in expenditure last year to US\$ 78 billion. France (US\$ 38 billion) also reported a decline,

but still moved up one place in the ranking to 5th position. The Russian Federation (US\$ 35 billion) moved down one place to 6th position despite a 10% increase in expenditure in 2015. Canada remained in 7th place with US\$ 29 billion in expenditure.

The Republic of Korea reported a robust increase in spending to US\$ 25 billion, and moved up six places to enter the Top 10 in 8th place. As a consequence, Italy (US\$ 24 billion) and Australia (US\$ 23 billion) both moved down one place in the ranking to 9th and 10th position respectively.

Other source markets in addition to the Top 10 which showed double-digit growth in expenditure last year were: Spain, Sweden, Taiwan (pr. of China), Kuwait, the Philippines, Thailand, Argentina, the Czech Republic, Israel, Egypt, and South Africa.

Rank		International tourism expenditure ¹ (US\$ billion)		Local currencies change (%)		Market share (%)	Population (million)	Expenditure per capita (US\$)	International departures (million)		
		2014	2015*	14/13	15*/14	2015*	2015	2015*	Series	2014	2015
1	China	234.7	292.2	n/a	26.2	23.2	1,375	213	VD	116.6	127.9
2	United States	105.5	112.9	7.6	7.0	9.0	322	351	TD	68.2	73.5
3	Germany	93.3	77.5	2.1	-0.6	6.2	82	946	TD	83.0	..
4	United Kingdom	62.6	63.3	3.5	8.9	5.0	65	972	TD	58.4	64.2
5	France	48.7	38.4	15.4	-5.6	3.0	64	598	TD	28.2	..
6	Russian Federation	50.4	34.9	13.7	10.0	2.8	146	239	VD	45.9	36.8
7	Canada	33.8	29.4	3.3	0.6	2.3	36	820	TD	33.5	32.3
8	Korea (ROK)	23.2	25.0	3.0	15.6	2.0	51	493	VD	16.1	19.3
9	Italy	28.8	24.4	6.9	1.4	1.9	61	402	TD	27.2	27.5
10	Australia	26.4	23.5	-1.3	6.9	1.9	24	978	VD	9.1	9.5

Source: World Tourism Organization (UNWTO) ©. Please see page 9 for symbols and abbreviations.

(Data as collected by UNWTO, July 2016)

¹ Note that due to changes in methodology China substantially revised its international tourism expenditure series upwards for 2015 and retrospectively for 2014, while the United States revised its series downwards from 2013 on.

UNWTO Tourism Towards 2030

Long-term forecasts Substantial potential for further growth

UNWTO Tourism Towards 2030 is UNWTO's long-term outlook, and an assessment of the development of tourism over the two decades from 2010 to 2030. It is a broad research project, building on UNWTO's ongoing work in the field of long-term forecasting initiated in the 1990s. This study replaces the earlier *Tourism 2020 Vision*, which has become a worldwide reference for international tourism forecasts.

Key outputs of *Tourism Towards 2030* are quantitative projections for international tourism demand over a 20-year period, with 2010 as the base year, and ending in 2030. The updated forecast has been enriched with an analysis of the social, political, economic, environmental and technological factors that have shaped tourism in the past, and which are expected to influence the sector in the future.

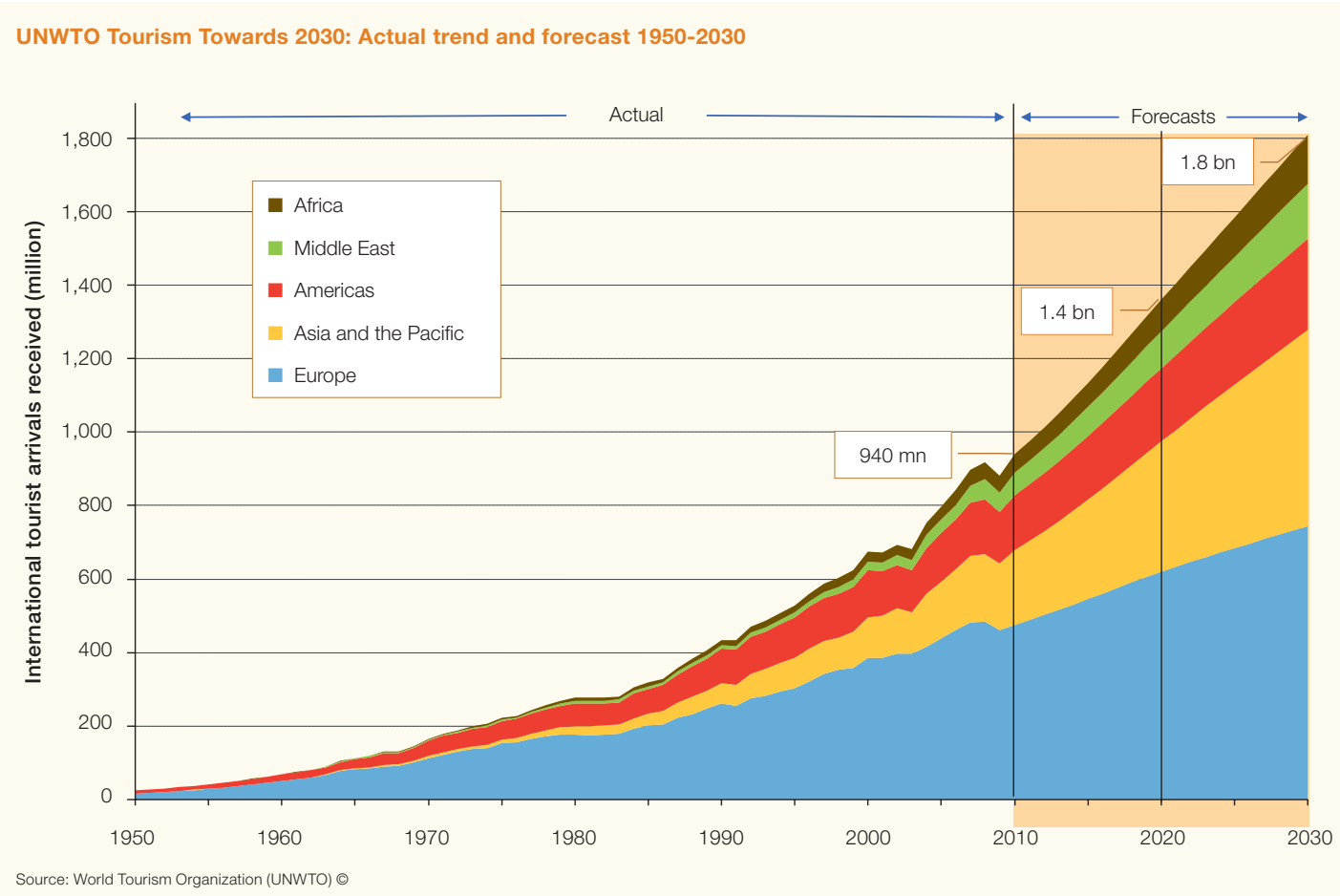
According to *Tourism Towards 2030*, the number of international tourist arrivals worldwide is expected to increase by an average of 3.3% a year over the period 2010 to 2030. Over time, the rate of growth will gradually slow, from 3.8% at the beginning of the period to 2.9% in 2030, but this is on top of growing base numbers. In absolute numbers, international tourist arrivals will increase by some 43 million a year, compared with an average increase of 28 million a year during the period 1995 to 2010. At the projected rate of growth,

international tourist arrivals worldwide are expected to reach 1.4 billion by 2020 and 1.8 billion by the year 2030.

International tourist arrivals in the emerging economy destinations of Asia, Latin America, Central and Eastern Europe, Eastern Mediterranean Europe, the Middle East and Africa will grow at double the rate (+4.4% a year) of that in advanced economy destinations (+2.2% a year). As a result, the number of arrivals in emerging economies is expected to exceed those in advanced economies before 2020. In 2030, 57% of international arrivals will be in emerging economy destinations (versus 30% in 1980) and 43% in advanced economy destinations (versus 70% in 1980).

The strongest growth by region will be seen in Asia and the Pacific, where arrivals are forecast to increase by 331 million to reach 535 million in 2030 (+4.9% per year). The Middle East and Africa are also expected to more than double their number of arrivals during this period, from 61 million to 149 million and from 50 million to 134 million respectively. Europe (from 475 million to 744 million) and the Americas (from 150 million to 248 million) will grow comparatively more slowly.

Thanks to their faster growth, the global market shares of Asia and the Pacific (to 30% in 2030, up from 22% in 2010), the Middle East (to 8% from 6%) and Africa (to 7% from 5%) will all increase. As a result, Europe (to 41% from 51%) and the Americas (to 14% from 16%) will experience a further decline in their share of international tourism, mainly because of the slower growth of the comparatively mature destinations in North America, Northern Europe and Western Europe.



UNWTO tourism towards 2030: International tourism by region of destination

	International tourist arrivals received (million)					Average a year (%)					Share (%)	
	Actual data			Projections		Actual data		Projections			2010	2030
	1980	1995	2010	2020	2030	1980-'95	'95-2010	2010-'30, of which				
								2010-'20	2020-'30			
World	277	528	940	1,360	1,809	4.4	3.9	3.3	3.8	2.9	100	100
to advanced economies ¹	194	334	498	643	772	3.7	2.7	2.2	2.6	1.8	53	43
to emerging economies ¹	83	193	442	717	1,037	5.8	5.7	4.4	4.9	3.8	47	57
By UNWTO regions:												
Africa	7.2	18.9	50.3	85	134	6.7	6.7	5.0	5.4	4.6	5.3	7.4
North Africa	4.0	7.3	18.7	31	46	4.1	6.5	4.6	5.2	4.0	2.0	2.5
West and Central Africa	1.0	2.3	6.8	13	22	5.9	7.5	5.9	6.5	5.4	0.7	1.2
East Africa	1.2	5.0	12.1	22	37	10.1	6.1	5.8	6.2	5.4	1.3	2.1
Southern Africa	1.0	4.3	12.6	20	29	10.1	7.4	4.3	4.5	4.1	1.3	1.6
Americas	62.3	109.0	149.7	199	248	3.8	2.1	2.6	2.9	2.2	15.9	13.7
North America	48.3	80.7	98.2	120	138	3.5	1.3	1.7	2.0	1.4	10.4	7.6
Caribbean	6.7	14.0	20.1	25	30	5.0	2.4	2.0	2.4	1.7	2.1	1.7
Central America	1.5	2.6	7.9	14	22	3.8	7.7	5.2	6.0	4.5	0.8	1.2
South America	5.8	11.7	23.6	40	58	4.8	4.8	4.6	5.3	3.9	2.5	3.2
Asia and the Pacific	22.8	82.0	204.0	355	535	8.9	6.3	4.9	5.7	4.2	21.7	29.6
North-East Asia	10.1	41.3	111.5	195	293	9.9	6.8	4.9	5.7	4.2	11.9	16.2
South-East Asia	8.2	28.4	69.9	123	187	8.7	6.2	5.1	5.8	4.3	7.4	10.3
Oceania	2.3	8.1	11.6	15	19	8.7	2.4	2.4	2.9	2.0	1.2	1.0
South Asia	2.2	4.2	11.1	21	36	4.3	6.6	6.0	6.8	5.3	1.2	2.0
Europe	177.3	304.1	475.3	620	744	3.7	3.0	2.3	2.7	1.8	50.6	41.1
Northern Europe	20.4	35.8	57.7	72	82	3.8	3.2	1.8	2.2	1.4	6.1	4.5
Western Europe	68.3	112.2	153.7	192	222	3.4	2.1	1.8	2.3	1.4	16.3	12.3
Central/Eastern Europe	26.6	58.1	95.0	137	176	5.3	3.3	3.1	3.7	2.5	10.1	9.7
Southern/Medit. Europe	61.9	98.0	168.9	219	264	3.1	3.7	2.3	2.6	1.9	18.0	14.6
Middle East	7.1	13.7	60.9	101	149	4.5	10.5	4.6	5.2	4.0	6.5	8.2

Source: World Tourism Organization (UNWTO) ©

(Data collected by UNWTO, September 2011)

¹ Classification based on the International Monetary Fund (IMF); see the Statistical Annex of the IMF *World Economic Outlook* of April 2012, page 177, at www.imf.org/external/pubs/ft/weo/2012/01.

UNWTO Tourism Highlights is a World Tourism Organization publication which aims to provide an overview of international tourism trends during the year prior to its date of publication. The report was prepared by UNWTO's Tourism Market Trends Programme.

For individual countries and territories, information reflects data as reported by national or international institutions up until July 2016. For information on current short-term tourism data and trends, please refer to the *UNWTO World Tourism Barometer*: mkt.unwto.org/barometer.

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The World Tourism Organization (UNWTO), a United Nations specialized agency, is the leading international organization with a decisive and central role in promoting the development of responsible, sustainable and universally accessible tourism. It serves as a global forum for tourism policy issues, and as a practical source of tourism know-how. Its membership includes 157 countries, 6 Associate Members and over 500 Affiliate Members.

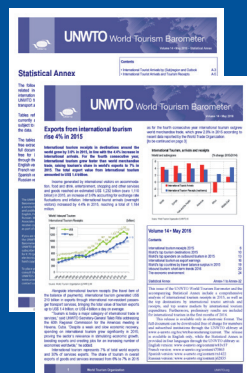
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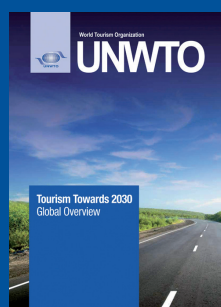
UNWTO World Tourism Barometer

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.



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.



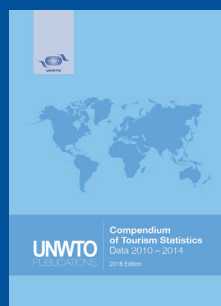
Tourism Towards 2030

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.



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.



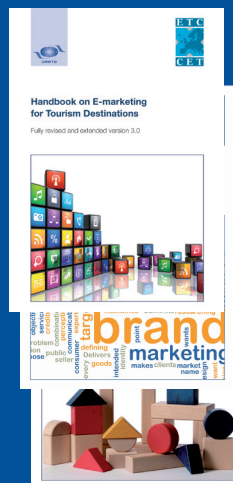
Compendium of Tourism Statistics, 2016 Edition. Data 2010-2014

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

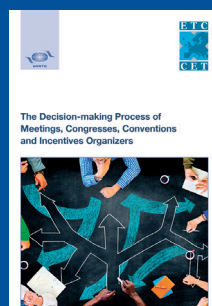
The *Yearbook of Tourism Statistics* focuses on data relating to inbound tourism (arrivals and nights), broken down by country of origin. The 2016 edition presents data for 196 countries, with methodological notes in English, French and Spanish.



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.



The Decision-making Process of Meetings, Congresses, Conventions and Incentives Organizers

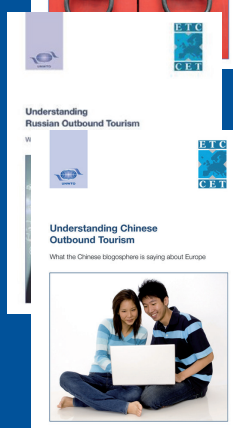
This ETC/UNWTO study aims at providing a better understanding of the Meetings Industry and the way in which meeting and events organizers make decisions. The study offers a wide-ranging overview of the MCCI segments, as well as a comprehensive analysis of planners' needs and expectations with respect to destination and venue choice, complemented with best-practice examples. Available in English.



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.



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. Available in English.