



World Tourism Barometer

Volume 16 • Issue 4 • October 2018

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.

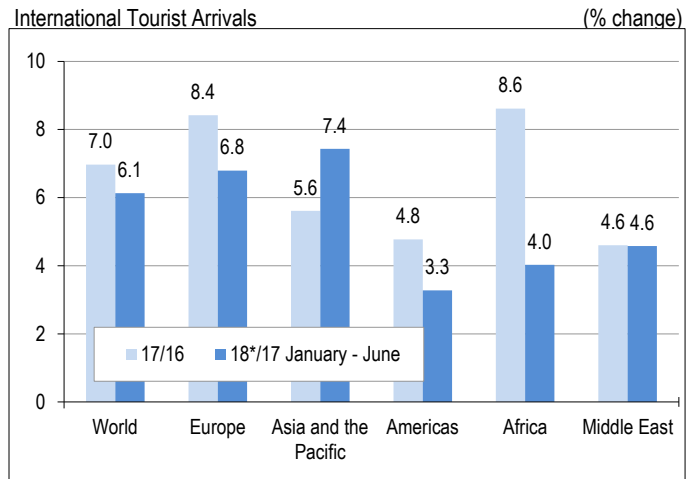
Key figures

International tourist arrivals	2017	Jan-Jun 2018
World	+7.0%	+6.1%
Europe	+8.4%	+6.8%
Asia and the Pacific	+5.6%	+7.4%
Americas	+4.8%	+3.3%
Africa	+8.6%	+4.0%
Middle East	+4.6%	+4.6%

Source: UNWTO

(Data as collected by UNWTO, October 2018)

Provisional data based on information to date.



Source: World Tourism Organization (UNWTO) ©

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

UNWTO's membership includes 158 countries, 6 Associate Members, two Permanent Observers, and over 500 Affiliate Members representing the private sector, educational institutions, tourism associations and local tourism authorities.

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C/ Poeta Joan Maragall 42, 28020 Madrid, Spain

UNWTO World Tourism Barometer

ISSN: 1728-9246

Published and printed by the World Tourism Organization, Madrid, Spain - First printing: 2018 (version 10/10/18)
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World Tourism Organization

C/ Poeta Joan Maragall 42, 28020 Madrid, Spain
Tel (34) 91 567 81 00 / Fax (34) 91 571 37 33
info@unwto.org
www.unwto.org

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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.

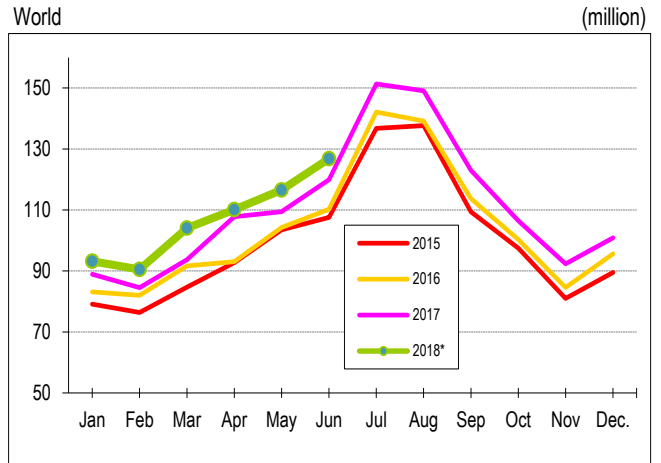
Pages 1-4 of this document constitute the **Excerpt** of the *UNWTO World Tourism Barometer*. The full document is available free of charge for UNWTO Members and subscribers from the UNWTO eLibrary at <http://mkt.unwto.org/barometer>. This release is available in English, while the Statistical Annex is provided in English, French, Spanish and Russian.

International tourist arrivals January - June 2018

International arrivals grew 6% in the first half of 2018

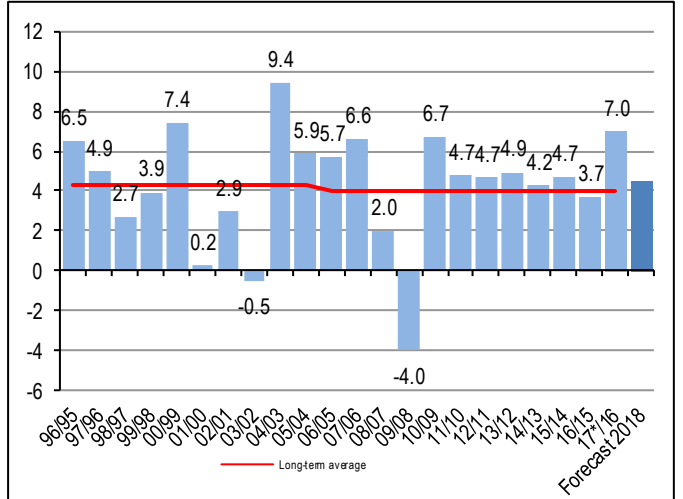
- International tourist arrivals (overnight visitors) increased 6% in January-June 2018 compared to the same period last year, according to available data.
- This represents a continuation of the strong results of 2017 (+7%) and exceeds the rate of 4% or higher growth recorded every year since 2010.
- 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.

International Tourist Arrivals by month



Source: World Tourism Organization (UNWTO) ©

International Tourist Arrivals, World



Source: World Tourism Organization (UNWTO) ©



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酒店及旅游管理学院



International Tourist Arrivals by (Sub)region

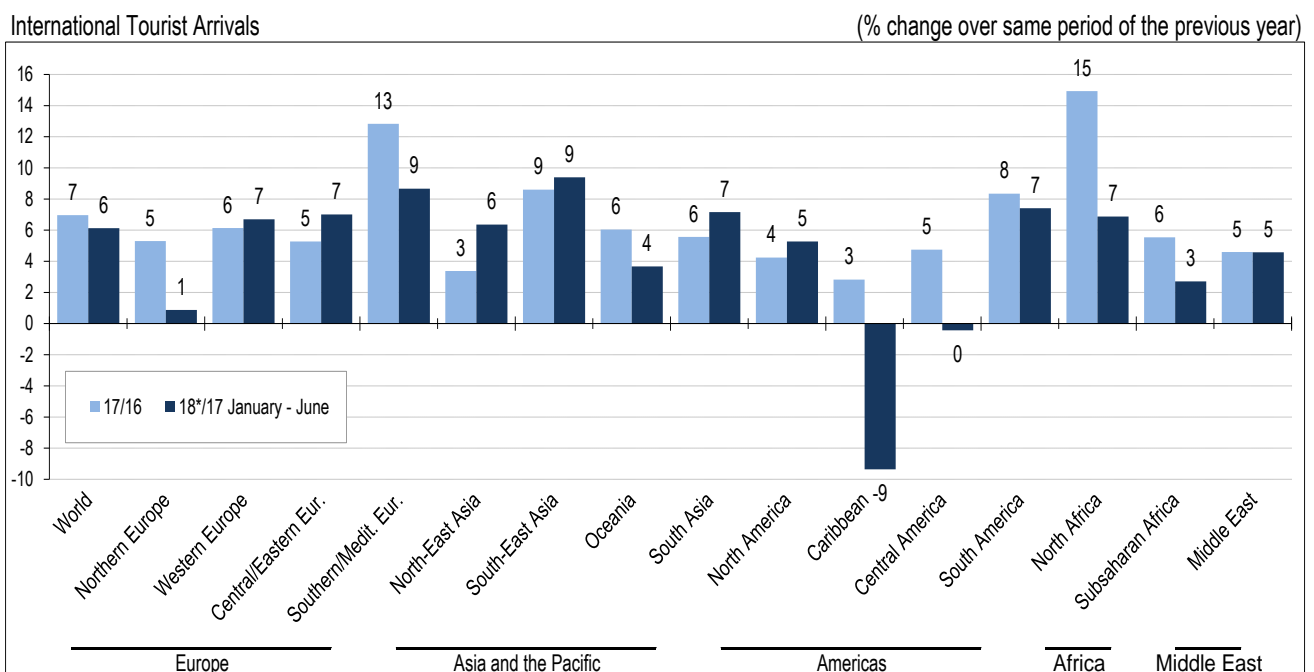
	Full year						Share 2017 (%)	Change		Monthly/quarterly data series (percentage change over same period of the previous year)									
	2000	2005	2010	2015	2016	2017		16/15	17/16	2018*					2017				
	(million)							(%)		YTD	Q1	Q2	Apr	May	Jun	Q1	Q2	Q3	Q4
World	680	809	952	1,195	1,240	1,326	100	3.8	7.0	6.1	7.7	4.9	2.2	6.5	5.8	4.0	9.6	7.2	6.8
Advanced economies ¹	430	469	515	655	686	730	55.0	4.8	6.3	5.5	7.5	4.1	0.6	6.8	4.6	4.6	8.9	6.0	5.9
Emerging economies ¹	250	339	437	540	554	597	45.0	2.5	7.8	6.9	7.9	5.9	4.1	6.2	7.5	3.5	10.5	9.0	7.9
<i>By UNWTO regions:</i>																			
<i>Europe</i>	392.9	452.7	487.7	605.1	619.5	671.7	50.6	2.4	8.4	6.8	8.8	5.6	1.7	8.8	5.8	4.3	11.3	9.3	7.6
Northern Europe	44.8	54.7	56.6	69.8	73.8	77.7	5.9	5.8	5.3	0.9	0.4	1.2	-0.6	3.3	0.9	8.5	9.6	4.0	0.3
Western Europe	139.7	141.7	154.4	181.5	181.6	192.7	14.5	0.0	6.1	6.7	11.4	3.6	-3.9	11.6	3.0	1.0	10.6	4.9	7.5
Central/Eastern Eur.	69.6	95.3	98.6	122.4	127.1	133.7	10.1	3.8	5.3	7.0	8.2	6.2	6.3	6.9	5.5	3.7	6.5	6.2	8.0
Southern/Medit. Eur.	139.0	161.1	178.1	231.4	237.1	267.5	20.2	2.4	12.8	8.7	9.9	8.0	4.5	9.5	9.2	6.2	15.0	15.2	9.9
- of which EU-28	336.8	367.5	383.0	478.6	500.4	538.7	40.6	4.6	7.7	5.4	7.6	4.1	-0.4	7.9	4.2	5.0	11.1	7.6	6.2
<i>Asia and the Pacific</i>	110.4	154.1	208.2	284.1	306.0	323.1	24.4	7.7	5.6	7.4	8.3	6.5	5.6	5.9	8.1	5.5	5.8	4.0	7.0
North-East Asia	58.4	85.9	111.5	142.1	154.3	159.5	12.0	8.6	3.4	6.4	5.6	7.1	6.3	7.0	8.1	5.7	3.1	0.5	4.5
South-East Asia	36.3	49.0	70.5	104.2	110.8	120.4	9.1	6.3	8.6	9.4	11.3	7.3	6.4	5.9	9.6	6.4	10.1	8.2	10.1
Oceania	9.6	10.9	11.5	14.3	15.7	16.6	1.3	9.7	6.0	3.7	6.6	0.2	-4.5	3.6	2.3	4.5	11.3	5.1	4.5
South Asia	6.1	8.3	14.7	23.5	25.2	26.6	2.0	7.0	5.6	7.2	11.0	2.3	3.6	-0.4	3.7	1.0	1.3	7.7	11.1
<i>Americas</i>	128.2	133.3	150.4	194.1	201.3	210.9	15.9	3.7	4.8	3.3	6.2	0.4	-1.6	2.4	0.5	3.1	8.9	4.0	3.9
North America	91.5	89.9	99.5	127.8	131.5	137.0	10.3	2.8	4.2	5.3	9.3	2.0	0.9	3.3	1.7	1.6	6.7	3.2	5.3
Caribbean	17.1	18.8	19.5	24.1	25.2	25.9	2.0	4.7	2.8	-9.4	-9.4	-9.3	-15.0	-5.9	-6.1	3.1	13.7	5.3	-11.9
Central America	4.3	6.3	7.8	10.2	10.7	11.2	0.8	4.1	4.7	-0.4	5.5	-7.0	-10.8	-3.4	-5.8	3.3	12.6	3.1	0.5
South America	15.3	18.3	23.6	31.9	33.9	36.7	2.8	6.3	8.3	7.4	8.9	5.0	4.4	7.3	3.5	7.3	13.7	7.4	10.4
<i>Africa</i>	26.2	34.8	50.4	53.6	57.7	62.7	4.7	7.8	8.6	4.0	4.6	3.4	0.6	3.1	6.9	4.4	10.6	8.6	6.7
North Africa	10.2	13.9	19.7	18.0	18.9	21.7	1.6	5.0	14.9	6.9	2.2	10.7	9.6	5.7	16.8	17.4	17.3	12.9	14.1
Subsaharan Africa	16.0	20.9	30.7	35.6	38.9	41.0	3.1	9.2	5.5	2.7	5.6	-0.4	-4.1	1.7	1.7	0.0	7.5	5.5	3.6
<i>Middle East</i>	22.4	33.7	55.4	58.1	55.6	58.1	4.4	-4.4	4.6	4.6	4.9	4.2	2.7	-0.8	12.8	-1.9	10.8	0.9	10.2

Source: World Tourism Organization (UNWTO) ©

(Data as collected by UNWTO, October 2018)

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.

See box in page 'Annex-1' for explanation of abbreviations and symbols used



Source: World Tourism Organization (UNWTO) ©



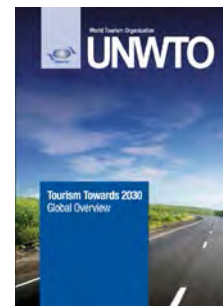
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EU Short-Term Tourism Trends



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Yearbook of Tourism Statistics



Tourism Towards 2030
Global Overview



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- Understanding Russian Outbound Tourism
- Understanding Brazilian Outbound Tourism
- Understanding Chinese Outbound Tourism



European Union Tourism Trends



UNWTO/GTERC Asia Tourism Trends



'Overtourism'?
Understanding and Managing Urban
Tourism Growth beyond Perceptions



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

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