



## Exports from international tourism rise 4% in 2015

International tourism receipts in destinations around the world grew by 3.6% in 2015, in line with the 4.4% increase in international arrivals. For the fourth consecutive year, international tourism grew faster than world merchandise trade, raising tourism's share in world's exports to 7% in 2015. The total export value from international tourism amounted to US\$ 1.4 trillion.

Income generated by international visitors on accommodation, food and drink, entertainment, shopping and other services and goods reached an estimated US\$ 1,232 billion (euro 1,110 billion) in 2015, an increase of 3.6% accounting for exchange rate fluctuations and inflation. International tourist arrivals (overnight visitors) increased by 4.4% in 2015, reaching a total of 1,184 million.

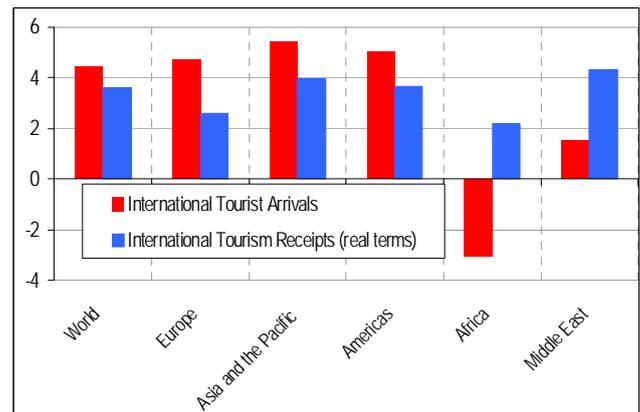
as for the fourth consecutive year international tourism outgrew world merchandise trade, which grew 2.8% in 2015 according to recent data reported by the World Trade Organization.

[to be continued on page 3]

### International Tourism, arrivals and receipts

World and subregions

(% change 2015/2014)

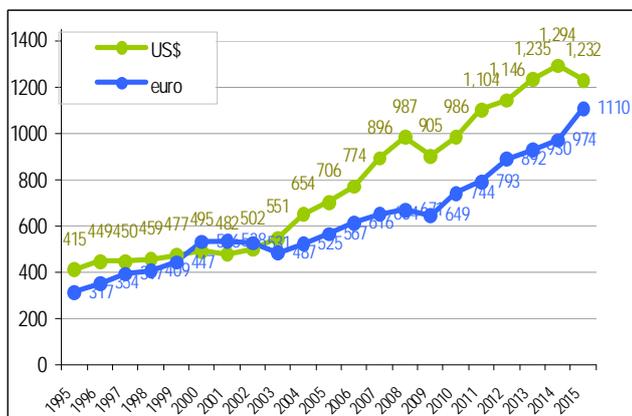


Source: World Tourism Organization (UNWTO) ©

World: Inbound Tourism

International Tourism Receipts

(billion)



Source: World Tourism Organization (UNWTO) ©

Alongside international tourism receipts (the travel item of the balance of payments), international tourism generated US\$ 210 billion in exports through international non-resident passenger transport services, bringing the total value of tourism exports up to US\$ 1.4 trillion, or US\$ 4 billion a day on average.

"Tourism is today a major category of international trade in services," said UNWTO Secretary-General Taleb Rifai addressing the 60th Regional Commission for the Americas meeting in Havana, Cuba. "Despite a weak and slow economic recovery, spending on international tourism grew significantly in 2015, proving the sector's relevance in stimulating economic growth, boosting exports and creating jobs for an increasing number of economies worldwide," he added.

International tourism represents 7% of total world exports and 30% of services exports. The share of tourism in overall exports of goods and services increased from 6% to 7% in 2015

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Statistical Annex

Annex-1 to Annex-29

This issue of the UNWTO World Tourism Barometer and the accompanying Statistical Annex include a comprehensive analysis of international tourism receipts in 2015, as well as the top destinations by international tourist arrivals and receipts, and top source markets by international tourism expenditure. Furthermore, preliminary results are included for international tourism in the first months of 2016.

This release is available only in electronic format. The full document can be downloaded free of charge for members and subscribed institutions through the UNWTO elibrary at [www.e-unwto.org/toc/wtobarometereng/current](http://www.e-unwto.org/toc/wtobarometereng/current). The release is available in English only, while the Statistical Annex is provided in four languages through the UNWTO elibrary at: English version: [www.e-unwto.org/content/w83v37](http://www.e-unwto.org/content/w83v37) French version: [www.e-unwto.org/content/t73863](http://www.e-unwto.org/content/t73863) Spanish version: [www.e-unwto.org/content/rn1422](http://www.e-unwto.org/content/rn1422) Russian version: [www.e-unwto.org/content/j62835](http://www.e-unwto.org/content/j62835)

The *UNWTO World Tourism Barometer* is a publication of the World Tourism Organization (UNWTO). By monitoring short-term tourism trends on a regular basis, UNWTO aims to provide all those involved, directly or indirectly, in tourism with adequate up-to-date statistics and analysis in a timely fashion.

The *UNWTO World Tourism Barometer* is periodically updated. Issues contain as regular sections: an overview of short-term tourism data from destinations, generating countries and air transport; the results of the latest survey among the UNWTO Panel of Tourism Experts, providing an evaluation of and prospects for short-term tourism performance; and selected economic data relevant for tourism. The objective for future editions of the *UNWTO World Tourism Barometer* will be to broaden its scope and improve coverage gradually over time.

The *UNWTO World Tourism Barometer* is prepared by UNWTO's Tourism Market Trends Programme. The UNWTO Secretariat wishes to express its sincere gratitude to all those who have participated in the elaboration of the *UNWTO World Tourism Barometer*, in particular all institutions that supplied data, and to the members of the UNWTO Panel of Tourism Experts for their valuable contributions.

For more information on the *UNWTO World Tourism Barometer*, including copies of previous issues, please refer to the Facts & Figures section on the UNWTO website at [www.unwto.org/facts/menu.html](http://www.unwto.org/facts/menu.html).

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UNWTO's membership includes 157 countries, six Associate Members, two Permanent Observers, and over 480 Affiliate Members representing the private sector, educational institutions, tourism associations and local tourism authorities.

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The next issue of the *UNWTO World Tourism Barometer* is scheduled to be published in June 2016.

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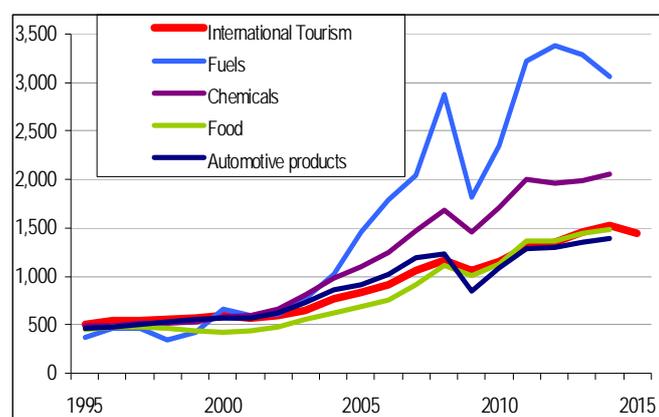
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[Continuation from page 1]

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 (BOP Travel & Passenger transport) and export  
World (US\$ billion)



Source: World Tourism Organization (UNWTO) and World Trade Organization (WTO)

Unusually strong exchange rate fluctuations in 2015 seriously influenced receipts for individual destinations and regions, expressed in current US dollars. Taking into account exchange rate fluctuations and inflation, receipts in the Americas, Asia and the Pacific and the Middle East all grew by 4%, while in Europe they grew by 3% and in Africa by 2%.

### *The Caribbean, Central and South America show strong growth in international tourism receipts*

The Americas continued to enjoy robust results both in international arrivals and receipts in 2015, with a strong US dollar fuelling outbound travel from the United States and benefiting many destinations across the region. The Caribbean, Central America and South America all recorded 7% growth in receipts, while North America saw a 3% increase.

"As prices of raw materials have decreased, tourism has shown a strong capacity to compensate for weaker export revenue in many commodity- and oil-exporting countries," said Mr. Rifai. "Tourism is increasingly an essential component of export diversification for many emerging economies as well as several advanced ones," he added.

### *The United States, China, Spain and France remain world's top tourism destinations*

The United States, China, Spain and France continue to top the rankings by both international tourism receipts and tourist arrivals.

The United States is the world's top tourism earner (US\$ 178 billion) and the number two destination in international

arrivals. China is the second largest earner (US\$ 114 billion) and fourth in arrivals, while Spain is third both in receipts (US\$ 57 billion) and in arrivals. France is the fourth largest tourism earner with US\$ 46 billion reported in 2015, but the world's top destination in arrivals.

Two changes took place in the top ten destinations by international tourism receipts in 2015, and one in the ranking by arrivals. Thailand leaped from ninth to fifth place in tourism receipts, reaching US\$ 45 billion, and climbed to 11th from 14th in arrivals. Hong Kong (China) moved up to ninth from tenth in the receipts ranking. In the ranking by arrivals, Mexico moved to ninth from tenth, and by tourism receipts to 17th from 22nd.

### *A few leading source markets drive outbound tourism in 2015*

China, the United States and the United Kingdom led outbound tourism last year, fuelled by their strong currencies and economies.

China continues to lead global outbound travel after 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 25% in 2015 to reach US\$ 292 billion, as total outbound travellers rose 10% to 128 million.

Tourism expenditure from the world's second largest source market, the United States, increased by 9% in 2015 to US\$ 120 billion, while the number of outbound travellers grew by 8% to 73 million. Expenditure from the United Kingdom, the fourth largest market globally, increased 8% to US\$ 63 billion with 65 million of its residents travelling abroad, up 9%. By contrast Germany, the world's third largest market, reported a small decline in spending (US\$ 76 billion), partly due to the weaker euro.

Two changes took place in the ranking by tourism expenditure in 2015. France (US\$ 38 billion) and the Russian Federation (US\$ 35 billion) switched places to fifth and sixth, respectively. The Republic of Korea (US\$ 25 billion) entered the top ten at eighth position following 8% growth.

Please note that all of the above data is preliminary and subject to revision.

Even though it is common practice to use volume data such as arrivals for short-term analysis, in the end most stakeholders are more interested in the receipts and expenditure trend. Estimating trends in receipts is a far more complicated exercise than in arrivals for the following reasons:

- On average receipts data lags about two months behind arrival data. Most countries report data on a quarterly basis and typically preliminary data is made available 2-3 months after the end of the period which is being reported.
- Trends in receipts data can be heavily distorted by exchange rate fluctuations.
- Inflation should be taken into account in order to avoid overestimating growth.
- In practice the preliminary data tend to be subject to substantial revisions.

## International Tourism, World

	1990	2000	2005	2008	2009	2010	2011	2012	2013	2014	2015*	09/08	10/09	11/10	12/11	13/12	14/13	15*/14	09/08	10/09	11/10	12/11	13/12	14/13	15*/14	
<b>International Tourist Arrivals (overnight visitors) (million)</b>	435	674	809	928	892	950	994	1,040	1,088	1,134	1,184								-3.9	6.5	4.6	4.7	4.6	4.2	4.4	
Index (2008=100)				100	96	102	107	112	117	122	128															
<b>International Tourism Receipts (billion)</b>																										
												Change, current prices (%)					Change, constant prices (%)									
Local currencies												-3.2	8.5	8.6	7.4	8.0	6.5	4.6	-4.6	5.4	4.4	4.1	5.4	4.2	3.6	
Index (2008=100, real terms)				100	95	101	105	109	115	120	124															
US\$	271	495	706	987	905	986	1,104	1,146	1,235	1,294	1,232	-8.3	9.0	12.0	3.8	7.8	4.8	-4.8	-8.0	7.2	8.6	1.7	6.3	3.1	-5.0	
Euro	213	536	567	671	649	744	793	892	930	974	1,110	-3.3	14.6	6.6	12.4	4.3	4.7	13.9	-3.6	12.8	3.8	9.7	2.9	4.3	13.9	

Source: World Tourism Organization (UNWTO) ©

(Data as collected by UNWTO May 2016)

## International Tourism by (Sub)region

	International Tourism Receipts							International Tourist Arrivals								
	Change			US\$		euro		Share	abs.		Change			Share		
	Local currencies, constant prices (%)			(billion)	per arrival	(billion)	per arrival		(%)	(million)	Change				(%)	
	13/12	14/13	15*/14					2014			2015*	2015*	2014	2015*		2015*
<b>World</b>	5.4	4.2	3.6	1,294	1,232	1,040	974	1,110	940	100	1,134	1,184	4.6	4.2	4.4	100
Advanced economies <sup>1</sup>	5.3	3.5	1.2	810	741	1,140	610	668	1,030	60.2	619	647	4.6	5.8	4.6	54.7
Emerging economies <sup>1</sup>	5.4	5.5	6.9	484	490	910	364	442	820	39.8	515	536	4.6	2.3	4.2	45.3
<b>Europe</b>	4.1	4.1	2.6	512.9	448.1	740	386.1	403.9	660	36.4	580.2	607.6	4.8	2.4	4.7	51.3
Northern Europe	7.5	6.3	3.6	82.6	75.4	1,000	62.2	68.0	900	6.1	70.8	75.6	2.4	5.3	6.8	6.4
Western Europe	2.2	2.8	0.2	173.0	146.4	810	130.2	131.9	730	11.9	174.4	179.7	2.8	2.1	3.1	15.2
Central/Eastern Europe	3.5	-0.9	-0.2	58.2	50.4	400	43.8	45.4	360	4.1	120.2	127.1	7.5	-6.0	5.8	10.7
Southern/Medit. Europe	4.7	6.1	5.2	199.2	176.0	780	149.9	158.6	700	14.3	214.8	225.1	5.6	6.9	4.7	19.0
- of which EU-28	3.8	4.4	2.9	426.7	370.6	780	321.2	334.0	700	30.1	454.1	477.9	3.9	4.8	5.2	40.4
<b>Asia and the Pacific</b>	9.0	4.9	4.0	420.1	418.9	1,500	316.2	377.5	1,360	34.0	264.3	278.6	6.9	5.7	5.4	23.5
North-East Asia	9.9	5.4	0.4	238.0	236.3	1,660	179.1	213.0	1,500	19.2	136.3	142.1	3.4	7.3	4.3	12.0
South-East Asia	10.5	2.0	8.2	108.1	108.8	1,040	81.4	98.1	940	8.8	97.3	104.2	11.3	3.0	7.2	8.8
Oceania	2.0	7.2	10.4	44.6	42.3	2,980	33.6	38.1	2,690	3.4	13.2	14.2	4.6	6.0	7.1	1.2
South Asia	8.8	8.4	7.3	29.4	31.5	1,740	22.1	28.4	1,570	2.6	17.5	18.1	12.1	9.6	3.6	1.5
<b>Americas</b>	4.8	3.0	3.7	274.0	277.2	1,450	206.2	249.9	1,310	22.5	181.9	191.0	3.1	8.5	5.0	16.1
North America	5.1	2.2	2.7	210.9	211.8	1,680	158.7	190.9	1,510	17.2	120.9	126.2	3.6	9.7	4.3	10.7
Caribbean	3.7	5.0	6.8	26.8	28.4	1,190	20.1	25.6	1,070	2.3	22.3	23.9	2.8	5.4	7.3	2.0
Central America	7.6	7.5	6.9	10.6	11.5	1,120	8.0	10.3	1,010	0.9	9.6	10.3	2.6	5.6	7.1	0.9
South America	3.3	6.2	6.9	25.7	25.6	830	19.4	23.0	750	2.1	29.1	30.7	1.4	7.1	5.4	2.6
<b>Africa</b>	1.7	2.6	2.2	35.7	32.7	610	26.9	29.5	550	2.7	54.9	53.3	4.4	0.4	-3.0	4.5
North Africa	-2.1	5.2	-9.8	10.6	8.6	450	8.0	7.7	410	0.7	20.4	18.9	5.8	-1.4	-7.7	1.6
Subsaharan Africa	3.2	1.6	7.3	25.0	24.1	700	18.9	21.8	630	2.0	34.5	34.4	3.6	1.4	-0.2	2.9
<b>Middle East</b>	-4.9	7.3	4.3	51.5	54.6	1,020	38.8	49.2	920	4.4	52.4	53.3	-2.9	6.7	1.6	4.5

Source: World Tourism Organization (UNWTO) ©

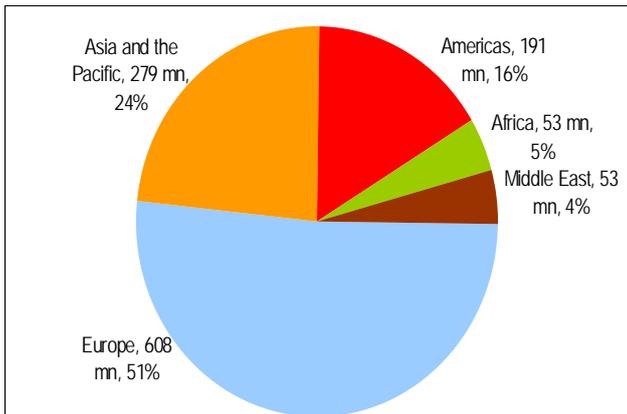
(Data as collected by UNWTO May 2016)

<sup>1</sup> Classification based on the International Monetary Fund (IMF), see the Statistical Annex of the IMF World Economic Outlook of April 2015, page 150, at [www.imf.org/external/ns/cs.aspx?id=29](http://www.imf.org/external/ns/cs.aspx?id=29).

See box at page 'Annex-1' for explanation of abbreviations and signs used

World Inbound Tourism

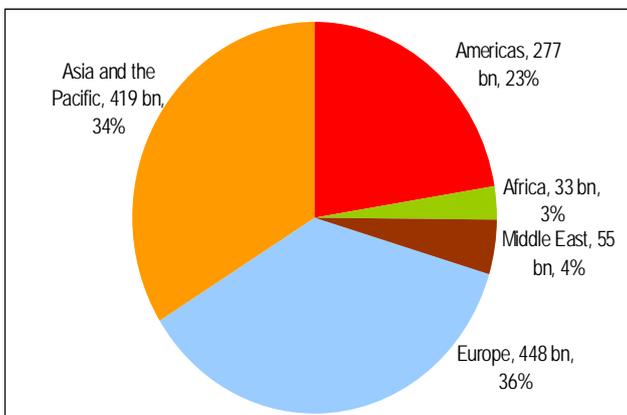
International Tourist Arrivals, 2015\* (million)



Source: World Tourism Organization (UNWTO) ©

World: Inbound Tourism

International Tourism Receipts, 2015\* (US\$ billion)



Source: World Tourism Organization (UNWTO) ©



# UNWTO Tourism Trends Snapshot

The new UNWTO Tourism Trends Snapshot provides a closer look at a selected tourism topic with each edition. The first edition "Tourism in the Mediterranean, 2015 edition" provides insight into the general trends in arrivals and receipts in the Mediterranean region, the performance of the individual destinations, the long-term trends until 2030 as well as the opportunities and challenges.

The detailed information in the continuation of the *UNWTO World Tourism Barometer* and its Statistical Annex is not included in the complimentary excerpt of this document.

The full document is available in electronic format for sale and free of charge for UNWTO members and subscribed institutions through the UNWTO eLibrary at [www.e-unwto.org/content/w83v37](http://www.e-unwto.org/content/w83v37).

For more information on the *UNWTO World Tourism Barometer*, please refer to the Facts & Figures section on the UNWTO website at [www.unwto.org/facts](http://www.unwto.org/facts).

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# World Tourism Organization UNWTO Publications

## UNWTO World Tourism Barometer

The *UNWTO World Tourism Barometer* and accompanying Statistical Annex provides tourism stakeholders with up-to-date statistics and analysis in a timely fashion. The information is updated six times a year, covering short-term tourism trends, a retrospective and prospective evaluation by the UNWTO Panel of Experts of current tourism performance, and a summary of economic data relevant for tourism.

Available in English, with the Statistical Annex also in French, Spanish and Russian.



## Tourism in the Mediterranean, 2015 edition

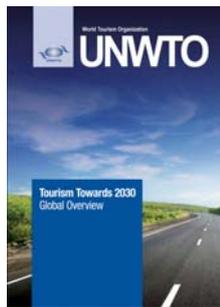
The new UNWTO Tourism Trends Snapshot provides a closer look at a selected tourism topic with each edition. The first edition *"Tourism in the Mediterranean, 2015 edition"* provides insight into the general trends in arrivals and receipts in the Mediterranean region, the performance of the individual destinations, the long-term trends until 2030 as well as the opportunities and challenges.

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## Tourism Towards 2030

*UNWTO Tourism Towards 2030* is UNWTO's long-term outlook and assessment of future tourism trends from 2010 to 2030. It is a broad research project building on UNWTO's on-going work in the field of long-term forecasting, initiated in the 1990s. Key outputs of the study are quantitative projections for international tourism flows up until 2030, based on data series on international tourist arrivals by subregion of destination, region of origin and mode of transport for the period 1980-2010. Available in English.



## Marketing Handbooks:

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

These series cover crucial topics on tourism development providing tools and fresh insight for tourism destinations. E-Marketing for Tourism Destination outlines all necessary aspects of an e-marketing strategy, practical information on latest trends and developments in mobile marketing and social media. Tourism Product Development covers the essential elements in the process of tourism product development planning and implementation with a range of successful approaches and case studies. Tourism Destination Branding presents a step-by-step guide to the branding process, accompanied by strategies for brand management illustrating case studies and best practices.



## UNWTO/GTERC Asia Tourism Trends

This second edition includes an analysis of the recent tourism trends of Asia, with emphasis on international tourist arrivals and receipts as well as outbound tourism and expenditure. It also includes an analysis of the links between Asian and Latin American markets. The report also elaborates on city tourism, including selected case studies and a section on Macao's tourism product diversification.

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## 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 trends and travel behaviour in fast-growing source markets in the world. UNWTO jointly with the European Travel Commission (ETC) have covered the key outbound markets of China, Brazil, the Russian Federation, India and the Middle East, and with Tourism Australia key South-East Asian markets Indonesia, Malaysia, Singapore, Thailand and Vietnam.

Available in English.

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

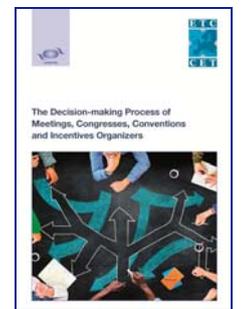
The innovative UNWTO/ETC *Understanding Outbound Tourism ethnographic* series explores the behaviour and mind-set of outbound travellers based on internet and social media activity.

Available in English.



## 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 meeting and event organizers make decisions. Aimed at DMOs, NTOs and NTAs, the study offers wide-ranging overview of the MCCI segments as well as a comprehensive analysis of planners' needs and expectations with respect to destination and venues choice. It also includes several best-practice examples of National Convention Bureaux. 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 macroeconomic indicators related to international tourism. 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

Deriving from the most comprehensive statistical database available on the tourism sector, the Yearbook of Tourism Statistics focuses on data related to inbound tourism (total arrivals and overnight stays), broken down by country of origin. The 2016 edition presents data for 196 countries with methodological notes in English, French and Spanish.



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