



International tourist arrivals up 4% in the first half of 2016

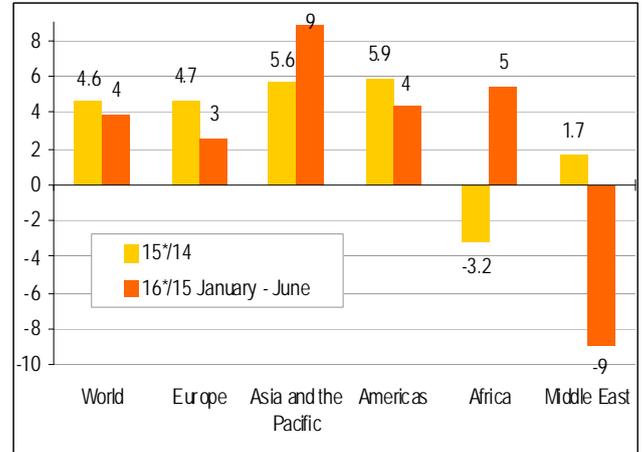
International tourist arrivals worldwide grew by 4% between January and June 2016 compared to the same period last year. Destinations worldwide received 561 million international tourists (overnight visitors), 21 million more than in 2015, according to the latest UNWTO World Tourism Barometer.

Asia and the Pacific demonstrated renewed strength this first half of 2016, receiving 9% more international arrivals, the highest growth across world regions. In the Americas, international arrivals increased by 4%, led by Central America and South America. Europe (+3%) showed mixed results, with solid growth in many destinations offset by weaker performance in others. In Africa (+5%), Sub-Saharan destinations rebounded strongly, while North Africa continued to report weak results. Limited data for the Middle East points to an estimated decrease of 9% in international arrivals this six-month period, though results vary from destination to destination.

“Tourism has proven to be one of the most resilient economic sectors worldwide. It is creating jobs for millions, at a time when providing perspectives for a better future to people of all regions is one of our biggest challenges. But tourism is also creating bonds among people of all nations and backgrounds, bringing down stereotypes and fighting fear and distrust”, said UNWTO Secretary-General, Taleb Rifai.

“Safety and security are key pillars of tourism development and we need to strengthen our common action to build a safe, secure and seamless travel framework. This is no time to build walls or point fingers; it is time to build an alliance based on a shared vision and a joint responsibility.” he added

International Tourist Arrivals (% change)



Source: World Tourism Organization (UNWTO) ©

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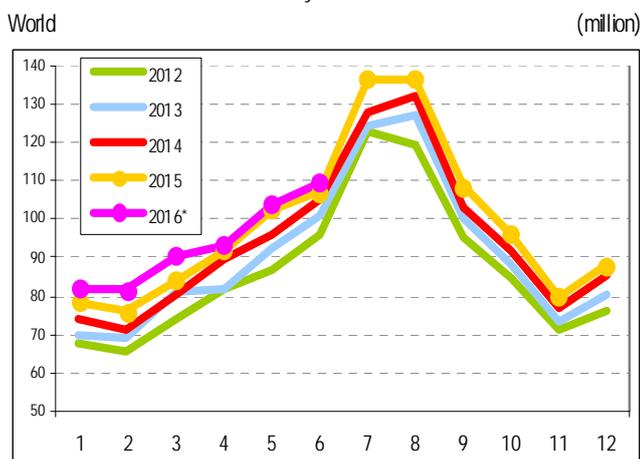
- Inbound tourism: short-term trends 2016
- Regional results
- UNWTO Panel of Tourism Experts
- Meetings Industry
- Air transport booking trends Forwardkeys

Statistical Annex

This issue of the UNWTO World Tourism Barometer and its accompanying Statistical Annex include an analysis of results for international tourism for the first half of 2016 based on arrivals and receipts data reported by destinations around the world, as well on international tourism expenditure data for source markets around the world. Furthermore, this issue includes the evaluation of the May-August period and the outlook for the September-December period based on the UNWTO Panel of Experts as well as data on the meetings industry provided by ICCA and on air transport bookings from business intelligence tool ForwardKeys.

This release is available only in electronic format. The full document can be downloaded free of charge for members and subscribed institutions through the UNWTO elibrary at 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 French version: www.e-unwto.org/content/t73863 Spanish version: www.e-unwto.org/content/rn1422 Russian version: www.e-unwto.org/content/j62835

International Tourist Arrivals, monthly evolution



Source: World Tourism Organization (UNWTO) ©

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 contribution.

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 mkt.unwto.org.

We welcome your comments and suggestions at barom@unwto.org, tel +34 915678198 / fax +34 915678217.



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 157 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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Data collection for this issue was closed mid-September 2016.

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



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The UNWTO World Tourism Barometer is developed as a service for UNWTO Members and published six times a year in English with a Statistical Annex also in French, Spanish and Russian. Member States, Associate and Affiliate Members receive copies of the Barometer as part of our Member services.

If you are interested in receiving the UNWTO World Tourism Barometer and you are not a UNWTO Member, you can subscribe to the six issues in electronic version (€ 120), printed version (€ 140) or both (€ 150). You can also have your single copy at € 35.

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Regional Results

Growth accelerated in Asia and the Pacific with international arrivals up 9% through June, driven by robust intraregional demand. Oceania (+10%) led growth, followed by North-East Asia, South-East Asia (both +9%) and South Asia (+7%).

International tourist arrivals to Europe grew by 3% between January and June 2016, with mixed results across destinations. Northern Europe and Central and Eastern Europe both recorded 5% more international arrivals. Though many destinations posted positive results, growth in both Western Europe (+1%) and Southern Mediterranean Europe (+2%) was slow.

International arrivals in the Americas were up 4% in the first half of the year, in line with the world average. Strong US outbound flows continued to benefit many destinations across the region. Central America and South America (both +6%) led growth, while arrivals in both the Caribbean and North America grew by 4%.

Comparatively limited data available for Africa points to a 5% increase in international arrivals, with Sub-Saharan Africa (+12%) recovering vigorously, but North Africa down by 9%. International arrivals in the Middle East decreased by an estimated 9%, with mixed results among destinations.

Positive prospects for the second half of the year

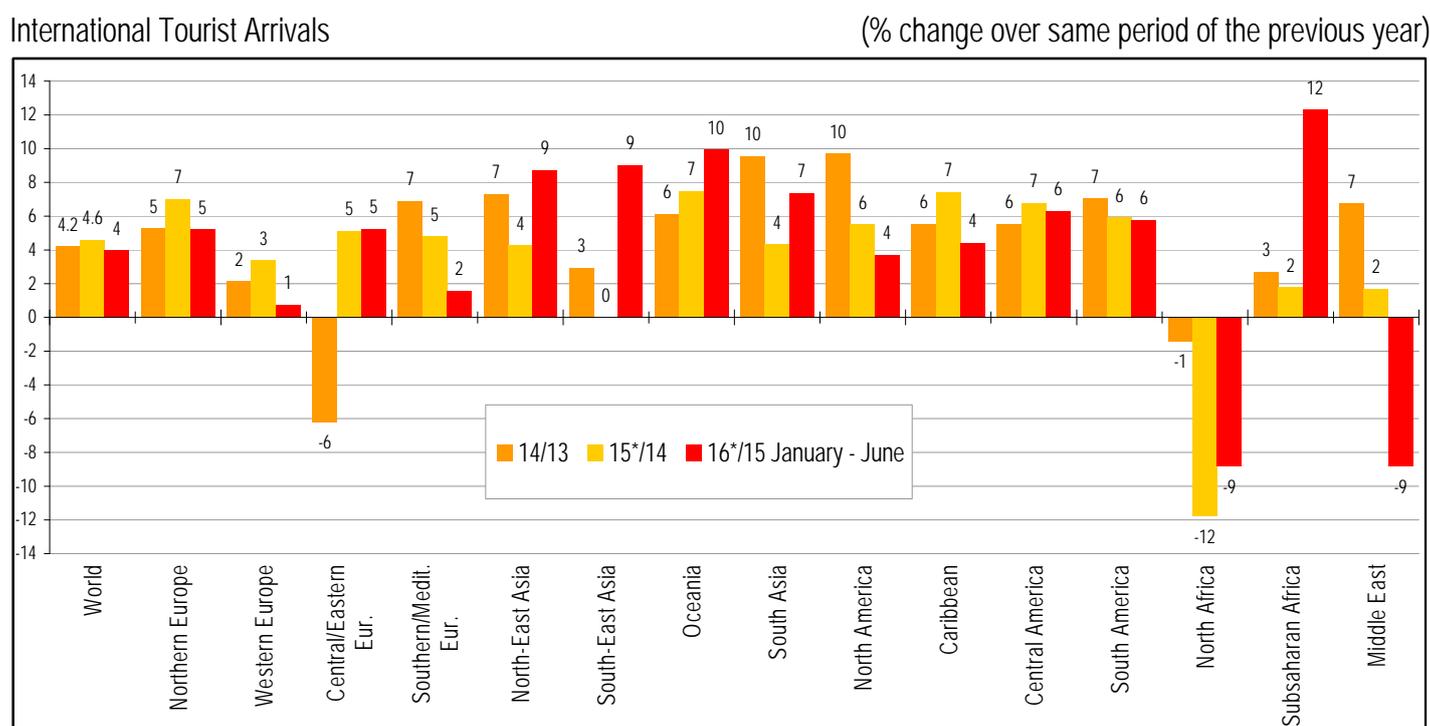
The first half of the year typically accounts for around 46% of the total international arrivals count of the year. For the remainder of

2016 prospects are positive overall. Countries that have already reported results till July or August show continued growth in the current Northern Hemisphere summer peak season. The UNWTO Panel of Experts evaluated the period May-August also favourably and remains confident about the September-December period, in line with the trend of the first half of the year. Confidence is highest in Africa, the Americas and Asia and the Pacific, while experts in Europe and the Middle East are somewhat more cautious.

Demand for travel abroad varies across source markets

China, the world's top source market, continued to report double-digit growth in expenditure on international travel (+20% in the first quarter of 2016), benefiting destinations in the region and beyond. The United States, the world's second largest market, increased expenditure on outbound travel by 8% through July, thanks to a strong currency. Third largest market, Germany, reported a 4% increase in expenditure through July. Other markets that showed robust demand for outbound travel in the first half of 2016 were Spain (+20%), Norway (+11%), Australia (+10%) and Japan (+6%). Meanwhile expenditure from the Russian Federation and Brazil continues to be weak, reflecting the economic constraints and depreciated currencies in both markets.

Note: Results reflect preliminary data reported to date and are subject to revision.



Source: World Tourism Organization (UNWTO) ©

International Tourist Arrivals by (Sub)region

	Full year								Share	Change Monthly/quarterly data series											
	2000	2005	2010	2011	2012	2013	2014	2015*		2015*	(percentage change over same period of the previous year)										
											14/13	15/14	2016*	2016*	2015*				Q1	Q2	Q3
(million)	(%)	(%)	YTD	Q1	Q2	Apr	May	Jun	Q1	Q2	Q3	Q4									
World	674	809	950	994	1,040	1,088	1,134	1,186	100	4.2	4.6	4.0	6.7	1.8	1.6	1.5	2.4	5.4	3.8	5.0	4.1
Advanced economies ¹	424	470	516	541	562	588	622	653	55.1	5.7	5.0	5.4	7.9	3.7	2.7	3.2	5.0	4.4	4.6	4.2	5.0
Emerging economies ¹	250	339	434	453	478	500	512	533	44.9	2.4	4.1	2.3	5.5	-0.6	0.2	-0.8	-1.3	6.5	2.7	6.3	3.3
<i>By UNWTO regions:</i>																					
<i>Europe</i>	386.6	453.2	489.4	520.6	541.1	567.1	580.2	607.6	51.2	2.3	4.7	2.6	6.5	0.2	0.0	0.4	0.2	6.0	4.7	5.6	3.9
Northern Europe	44.8	59.9	62.8	64.5	65.6	67.2	70.8	75.8	6.4	5.3	7.0	5.2	10.3	2.0	0.0	1.9	3.6	4.8	5.7	8.0	10.6
Western Europe	139.7	141.7	154.4	160.4	166.2	170.8	174.4	180.3	15.2	2.1	3.4	0.7	4.8	-2.0	-3.5	-0.7	-2.0	4.4	4.1	5.3	-0.5
Central/Eastern Eur.	69.6	95.3	98.9	108.8	118.9	128.1	120.2	126.4	10.7	-6.2	5.1	5.2	6.6	4.2	4.1	4.3	4.4	8.2	5.2	7.6	4.0
Southern/Medit. Eur.	132.6	156.4	173.3	186.9	190.4	201.0	214.8	225.2	19.0	6.9	4.8	1.6	6.4	-0.9	0.3	-1.3	-1.3	6.3	4.5	4.2	5.2
- of which EU-28	330.5	367.9	384.3	404.8	417.0	433.4	454.1	478.2	40.3	4.8	5.3	4.9	8.3	2.9	1.8	3.1	3.5	5.7	6.0	5.6	5.1
<i>Asia and the Pacific</i>	110.4	154.0	205.5	218.3	233.8	249.9	264.3	279.2	23.5	5.7	5.6	8.8	9.4	8.2	7.0	6.0	12.1	4.1	4.9	5.4	6.1
North-East Asia	58.3	85.9	111.5	115.8	122.8	127.0	136.3	142.1	12.0	7.3	4.3	8.7	8.9	8.6	6.3	5.1	15.1	4.5	4.6	1.6	6.4
South-East Asia	36.3	49.0	70.5	77.8	84.9	94.5	97.3	104.6	8.8	3.0	7.6	9.0	9.9	8.0	7.7	7.2	9.2	4.0	6.6	9.7	5.1
Oceania	9.6	10.9	11.4	11.5	11.9	12.5	13.3	14.3	1.2	6.1	7.5	9.9	10.3	9.5	8.1	9.1	11.6	8.7	5.8	6.7	8.1
South Asia	6.1	8.2	12.1	13.3	14.2	16.0	17.5	18.3	1.5	9.6	4.3	7.4	9.1	5.3	7.3	3.7	4.8	-0.7	-3.4	12.8	8.0
<i>Americas</i>	128.2	133.3	150.2	155.6	162.6	167.6	181.9	192.6	16.2	8.5	5.9	4.3	6.1	2.5	2.4	2.2	2.8	7.9	4.6	5.2	6.2
North America	91.5	89.9	99.5	102.2	106.4	110.2	120.9	127.6	10.8	9.7	5.5	3.7	4.9	2.7	3.2	2.3	2.5	5.1	5.9	5.3	5.6
Caribbean	17.1	18.8	19.5	19.9	20.6	21.1	22.3	23.9	2.0	5.5	7.4	4.4	6.3	2.2	1.7	0.9	4.0	7.6	7.2	8.4	7.6
Central America	4.3	6.3	7.9	8.3	8.9	9.1	9.6	10.2	0.9	5.6	6.8	6.3	7.7	4.6	2.3	5.1	6.6	6.0	5.5	7.7	8.0
South America	15.3	18.3	23.2	25.2	26.8	27.2	29.1	30.8	2.6	7.1	5.9	5.8	9.0	1.0	-0.6	2.1	1.8	17.5	-4.3	1.4	6.7
<i>Africa</i>	26.2	34.8	50.4	50.1	52.4	54.6	55.2	53.4	4.5	1.1	-3.2	5.4	8.3	2.6	2.4	4.1	1.4	-3.6	-5.7	-4.3	-1.2
North Africa	10.2	13.9	19.7	18.0	19.6	20.7	20.4	18.0	1.5	-1.4	-11.7	-8.8	-6.8	-10.4	-8.2	-9.2	-13.8	-8.7	-14.3	-12.6	-9.9
Subsaharan Africa	16.0	20.9	30.7	32.1	32.8	33.9	34.8	35.4	3.0	2.7	1.8	12.3	14.7	9.8	7.8	11.4	10.3	-1.2	-0.2	2.4	2.7
<i>Middle East</i>	22.4	33.7	54.7	49.5	50.6	49.1	52.4	53.3	4.5	6.8	1.7	-8.8	-4.8	-13.1	-14.0	-11.8	-13.4	8.8	-4.5	4.8	-6.4

Source: World Tourism Organization (UNWTO) ©

(Data as collected by UNWTO September 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.

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

Outlook for International Tourist Arrivals

	2008	2009	2010	2011	2012	2013	2014	2015	average a year	projection 2016* (issued January)
World	1.9%	-3.9%	6.5%	4.6%	4.7%	4.6%	4.2%	4.6%	3.9%	+3.5% and +4.5%
Europe	0.3%	-5.1%	3.1%	6.4%	3.9%	4.8%	2.3%	4.7%	3.0%	+3.5% and +4.5%
Asia and the Pacific	1.1%	-1.6%	13.2%	6.2%	7.1%	6.9%	5.7%	5.6%	6.1%	+4% and +5%
Americas	2.7%	-4.7%	6.3%	3.6%	4.5%	3.0%	8.5%	5.9%	3.7%	+4% and +5%
Africa	2.9%	4.5%	9.3%	-0.7%	4.6%	4.3%	1.1%	-3.2%	4.4%	+2% and +5%
Middle East	20.0%	-5.4%	13.1%	-9.6%	2.2%	-2.9%	6.8%	1.7%	4.7%	+2% and +5%

Source: World Tourism Organization (UNWTO) ©

(Data as collected by UNWTO September 2016)

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.

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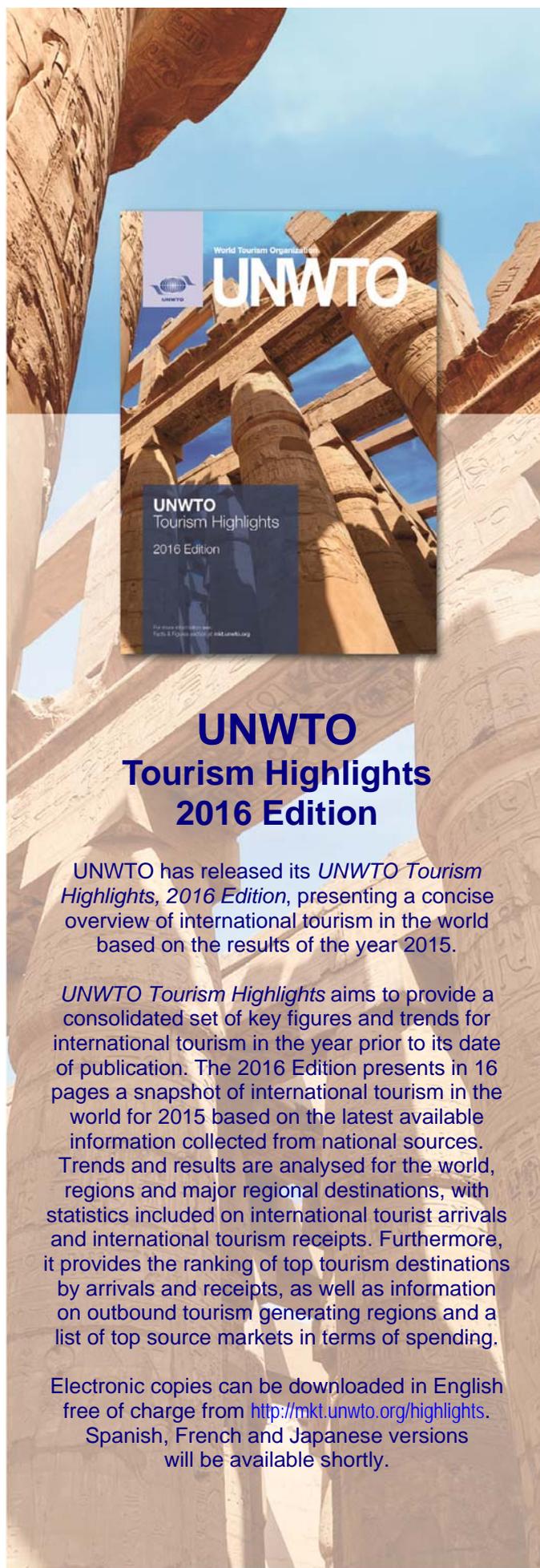
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UNWTO Tourism Highlights 2016 Edition

UNWTO has released its *UNWTO Tourism Highlights, 2016 Edition*, presenting a concise overview of international tourism in the world based on the results of the year 2015.

UNWTO Tourism Highlights aims to provide a consolidated set of key figures and trends for international tourism in the year prior to its date of publication. The 2016 Edition presents in 16 pages a snapshot of international tourism in the world for 2015 based on the latest available information collected from national sources. Trends and results are analysed for the world, regions and major regional destinations, with statistics included on international tourist arrivals and international tourism receipts. Furthermore, it provides the ranking of top tourism destinations by arrivals and receipts, as well as information on outbound tourism generating regions and a list of top source markets in terms of spending.

Electronic copies can be downloaded in English free of charge from <http://mkt.unwto.org/highlights>. Spanish, French and Japanese versions will be available shortly.



World Tourism Organization UNWTO Publications

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.

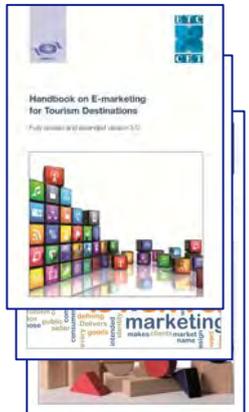
Available in English, with the Statistical Annex also available in French, Spanish and Russian.



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.



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.

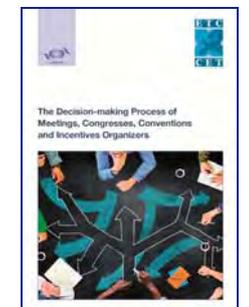
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The Decision-making Process of Meetings, Congresses, Conventions and Incentives Organizers

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.

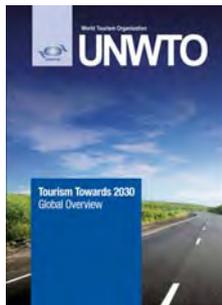
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Tourism Towards 2030

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.



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.



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.

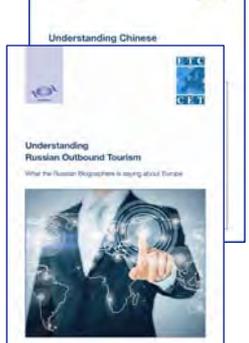
Available in English.



- 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.



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.



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