



Africa tourism trends

59th meeting of the
UNWTO Commission for Africa,
Addis Ababa, Ethiopia
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Current trends

Statistical Annex

The following pages contain detailed tables on tourism related indicators from UNWTO from 1990 to 2016. Tables reflect data currently available subject to revision.

The tables on this page are a free extract of the full document, which is free for UNWTO Members and partners through the UNI English version; French version; Spanish version; Russian version.

The UNWTO World Tourism Barometer is developed as a service to our Members and partners. It is intended for use by French, Spanish, Italian, and other countries that have joined the UNWTO. It is also available to non-members who have joined the UNWTO.

If you are interested in this issue, but you are not a UNWTO member, you may subscribe to the UNWTO World Tourism Barometer for \$120. You can do so by clicking on the "Subscribe" button below.

Outbound tourism on the rise from many source markets

2016 results on expenditure from major outbound markets reflect increasing demand for international tourism across the world, as reported in this issue of the UNWTO World Tourism Barometer. With a 12% increase in spending, China continued to lead international outbound tourism, followed by the United States, Germany, the United Kingdom and France as top five spenders.

World regions: Outbound Tourism International Tourism Expenditure (US\$ billion)

Volume 15 • March 2017

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This issue of the UNWTO World Tourism Barometer and the accompanying Statistical Annex presents an update of the preliminary results for international tourist arrivals in 2016 reported by destinations around the world, based on the January 2017 Admire database. The analysis is supplemented by data on receipts from international tourism, as well as international tourism expenditure data for source markets for 2016. Furthermore, this issue includes an analysis of hospitality markets in 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 library at www.unwto.org/voc/wtobaromstoring. The release is available in English only, while the Statistical Annex is provided in four languages through the UNWTO library at:

- English version: www.unwto.org/content/w3v3r37
- French version: www.unwto.org/content/w3v3r38
- Spanish version: www.unwto.org/content/w3v3r42
- Russian version: www.unwto.org/content/w3v3r46

1 World Tourism Organization ISSN 1725-9046 UNWTO.org

UNWTO World Tourism Barometer

Objective: monitoring short-term evolution of worldwide tourism

Frequency: 6 times a year

- Analysis in English
- Statistical Annex in En, Fr, Sp, Ru

Permanent elements:

- Short term tourism data
 - Key indicators international tourism
 - Third party industry data
- UNWTO Panel of Tourism Experts
- Short-term forecast
- Economic data relevant for tourism

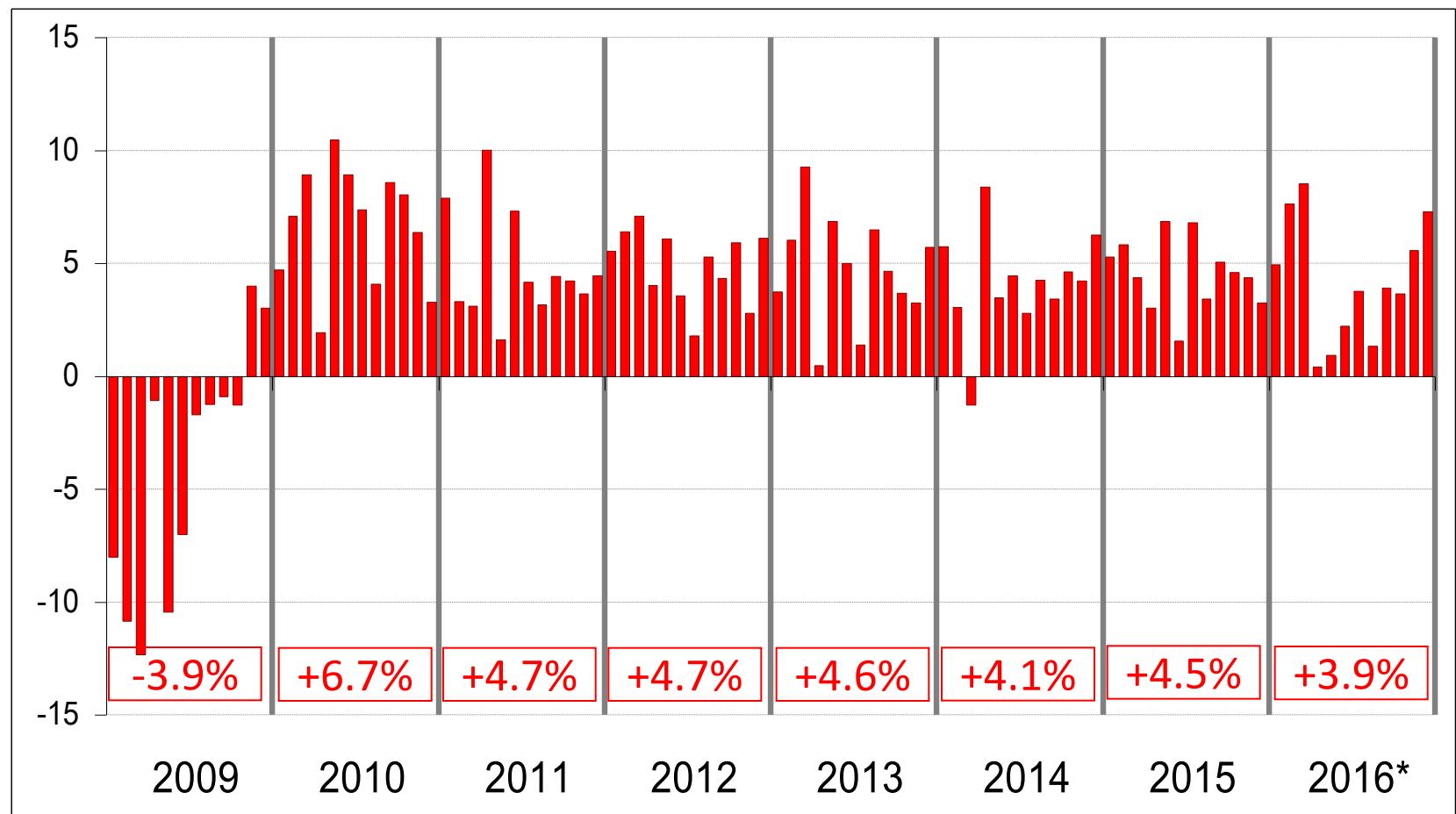
<http://mkt.unwto.org/barometer>

7th consecutive year of sustained growth

International Tourist Arrivals, monthly evolution

World

(% change)



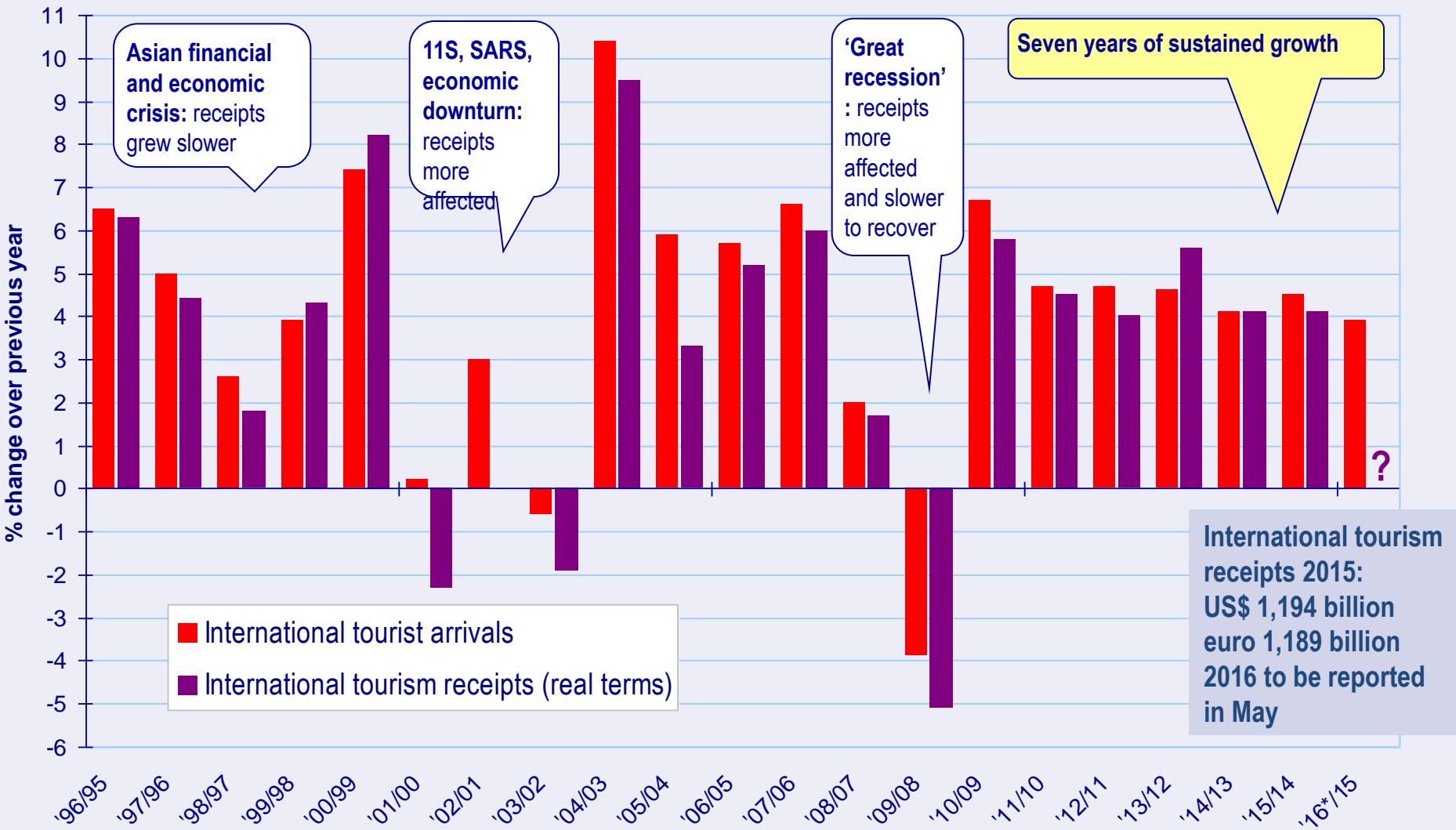
Source: World Tourism Organization (UNWTO) ©

Inbound tourism in the world



International Tourism Arrivals and Receipts, World

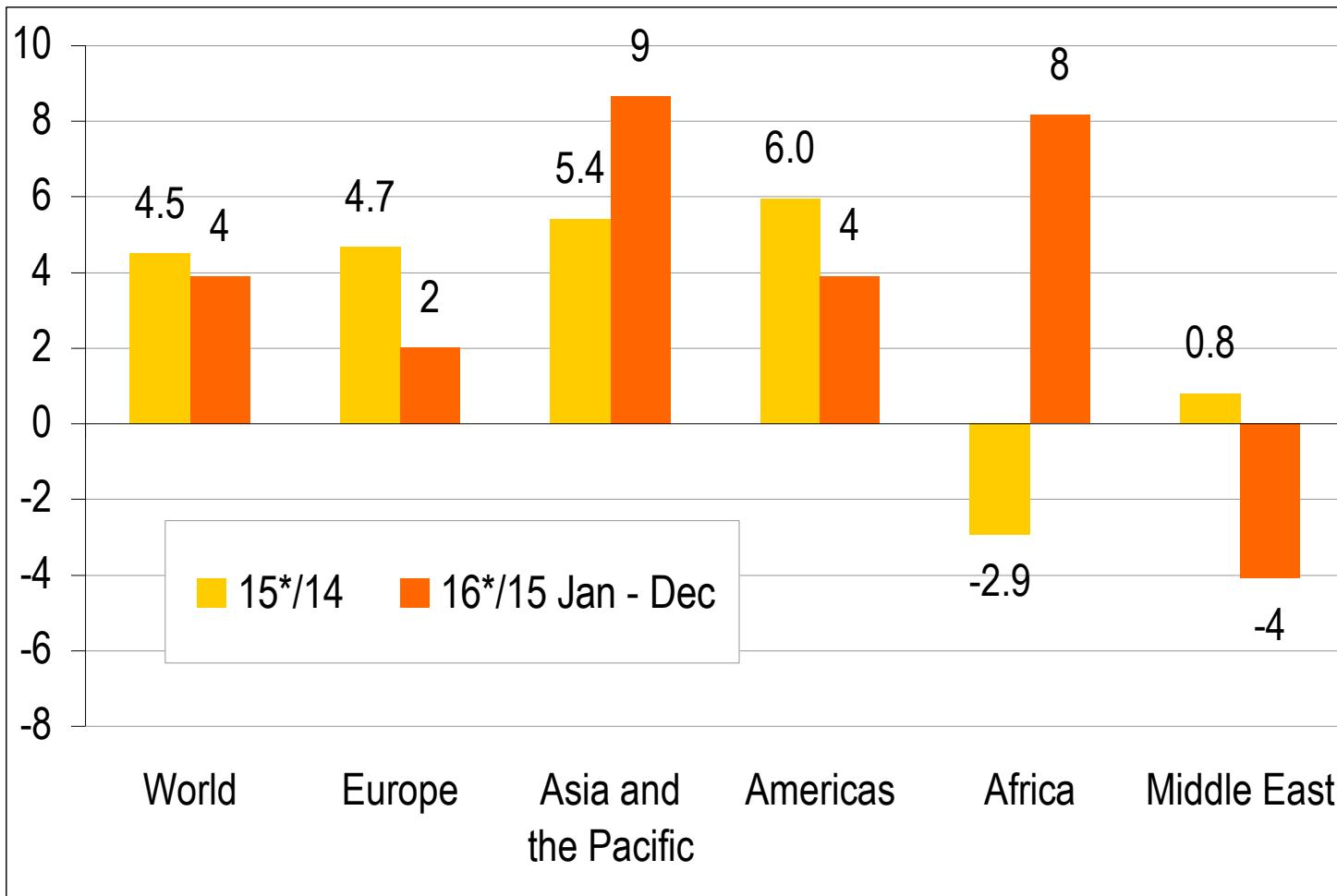
Growth in receipts follows growth in arrivals closely



2015 and 2016 by region

International Tourist Arrivals

(% change)



Source: World Tourism Organization (UNWTO) ©

International tourist arrivals by region, 2016



WORLD: 1,235 MILLION

Source: World Tourism Organization (UNWTO)

Africa 2016

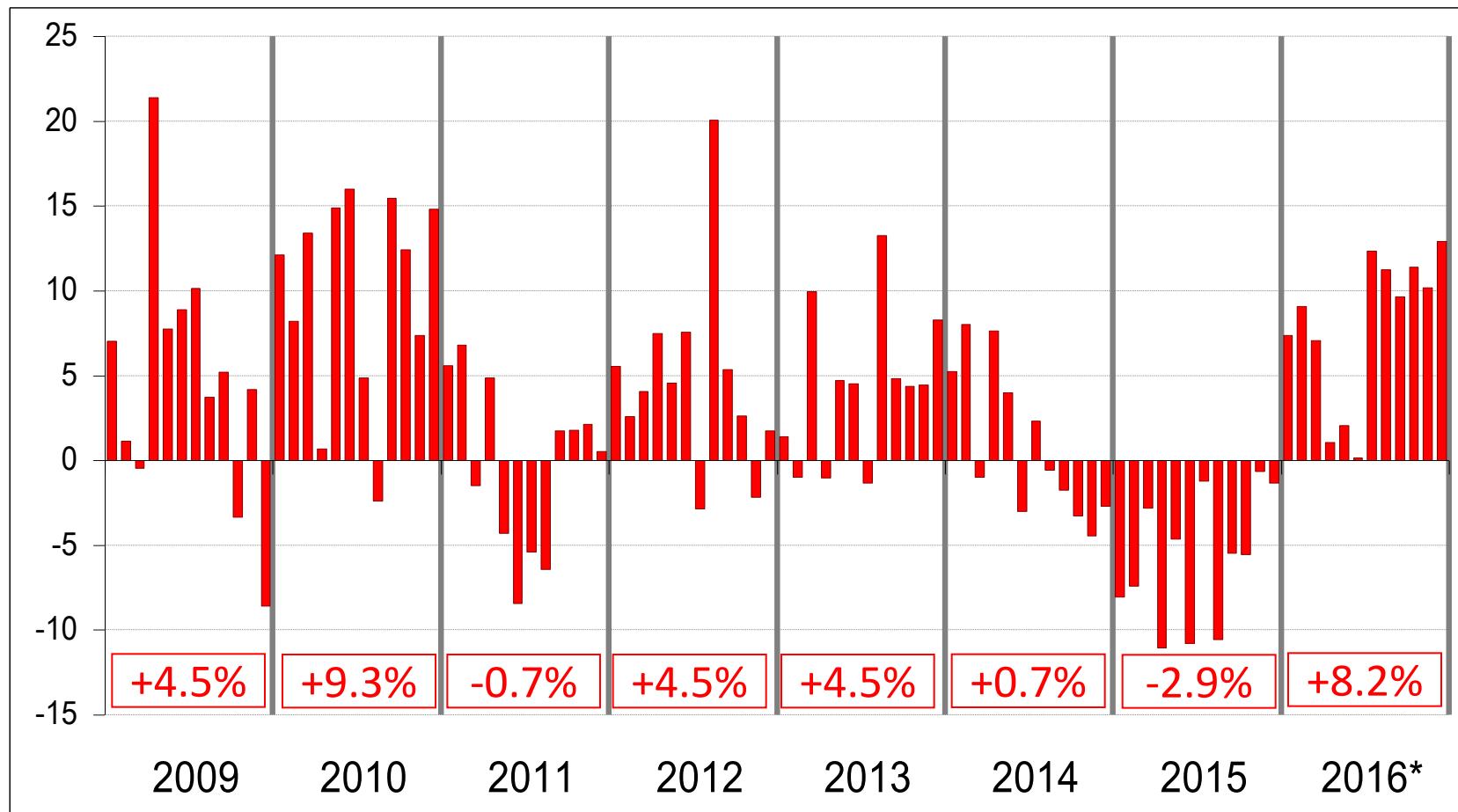


Africa: rebound after weaker years

International Tourist Arrivals, monthly evolution

Africa

(% change)



Source: World Tourism Organization (UNWTO) ©

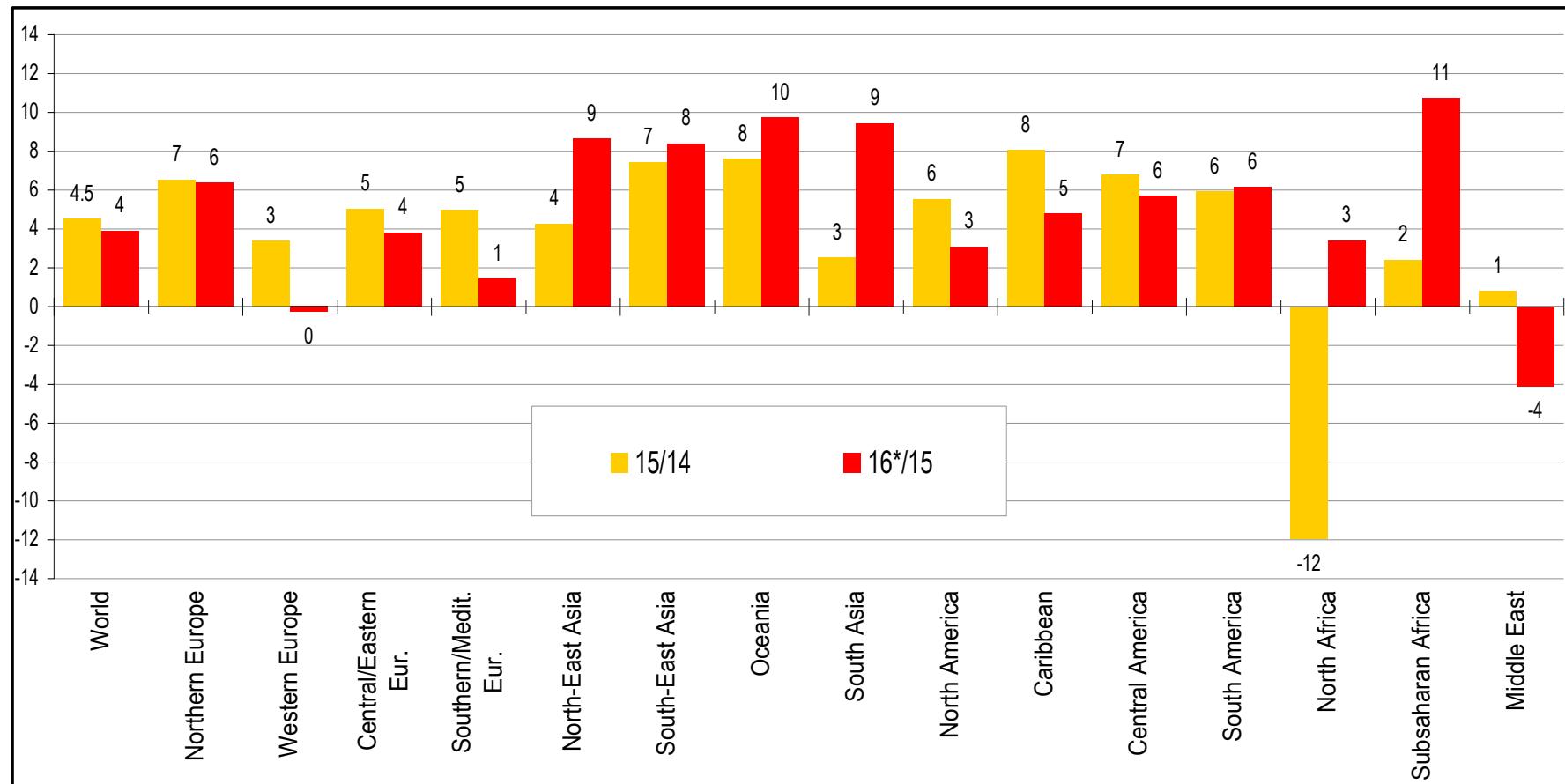
Inbound tourism in Africa



2016: Subsaharan Africa with highest growth

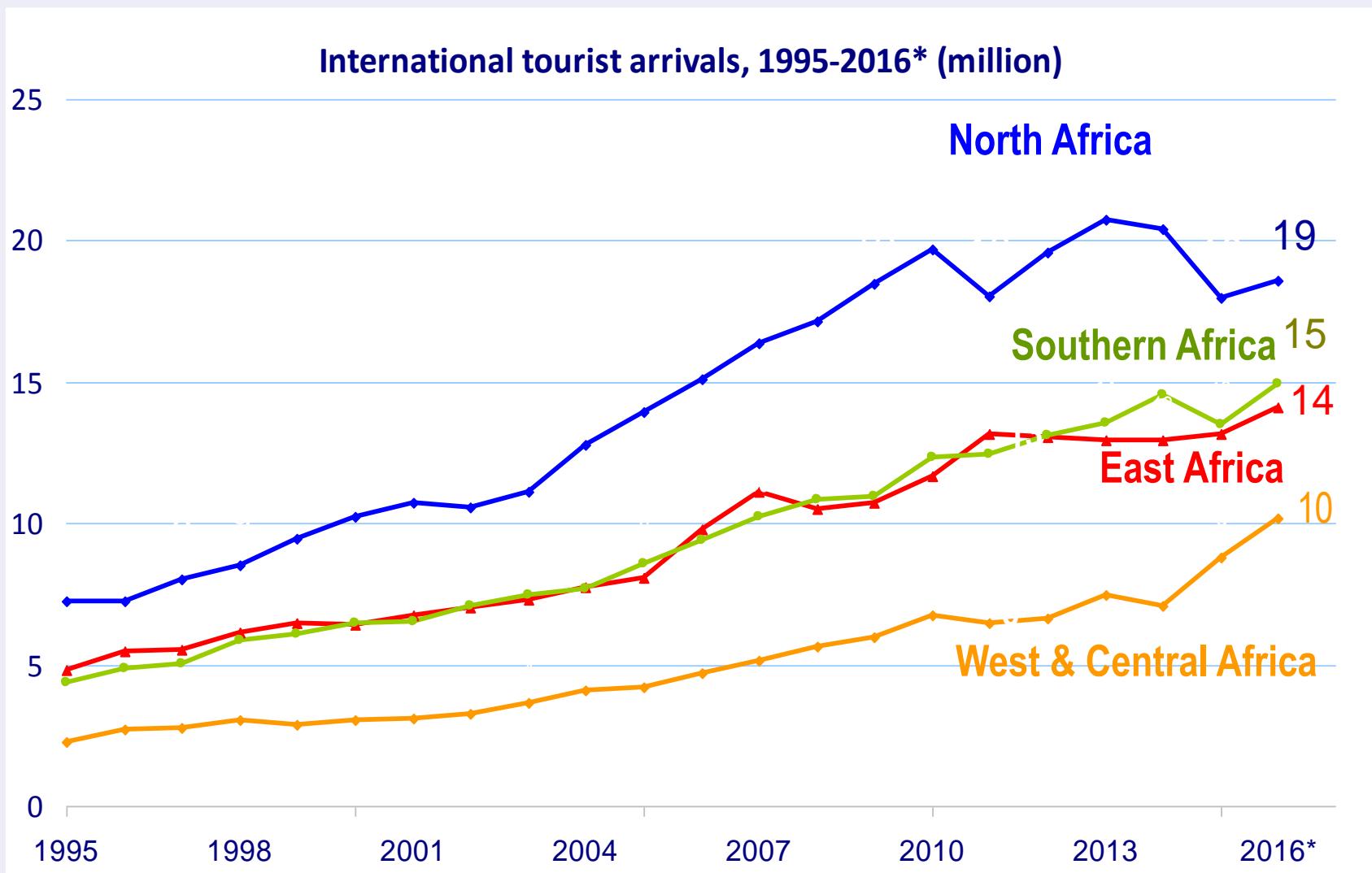
International Tourist Arrivals

(% change over same period of the previous year)



Source: World Tourism Organization (UNWTO) ©

Africa 2016 Inbound tourism Growth in South offset by North



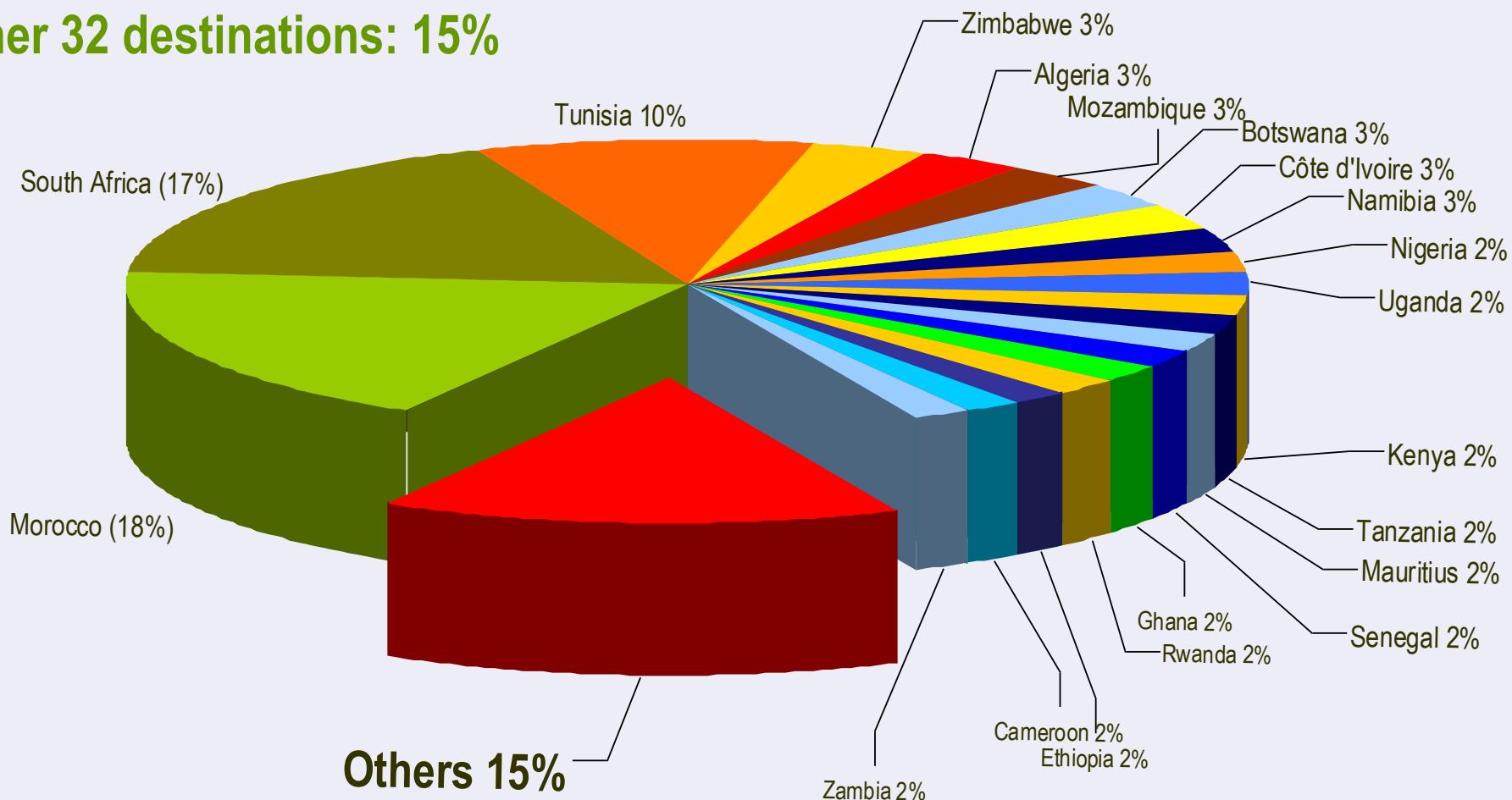
International arrivals by destination, 2016

2016: 58 billion

Top 20: 85% (>900,000)

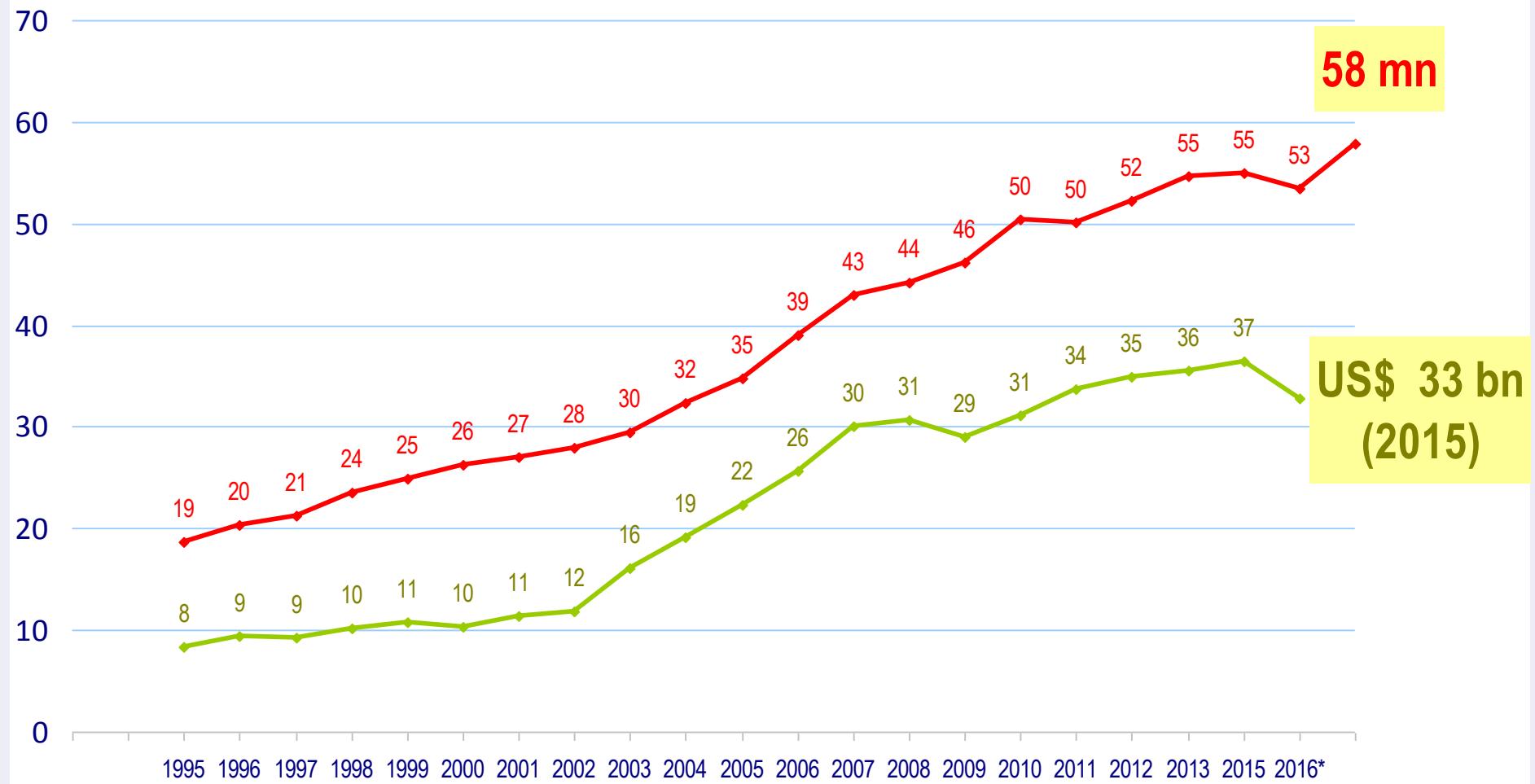
Other 32 destinations: 15%

Africa



Inbound tourism in Africa

International tourist arrivals and receipts



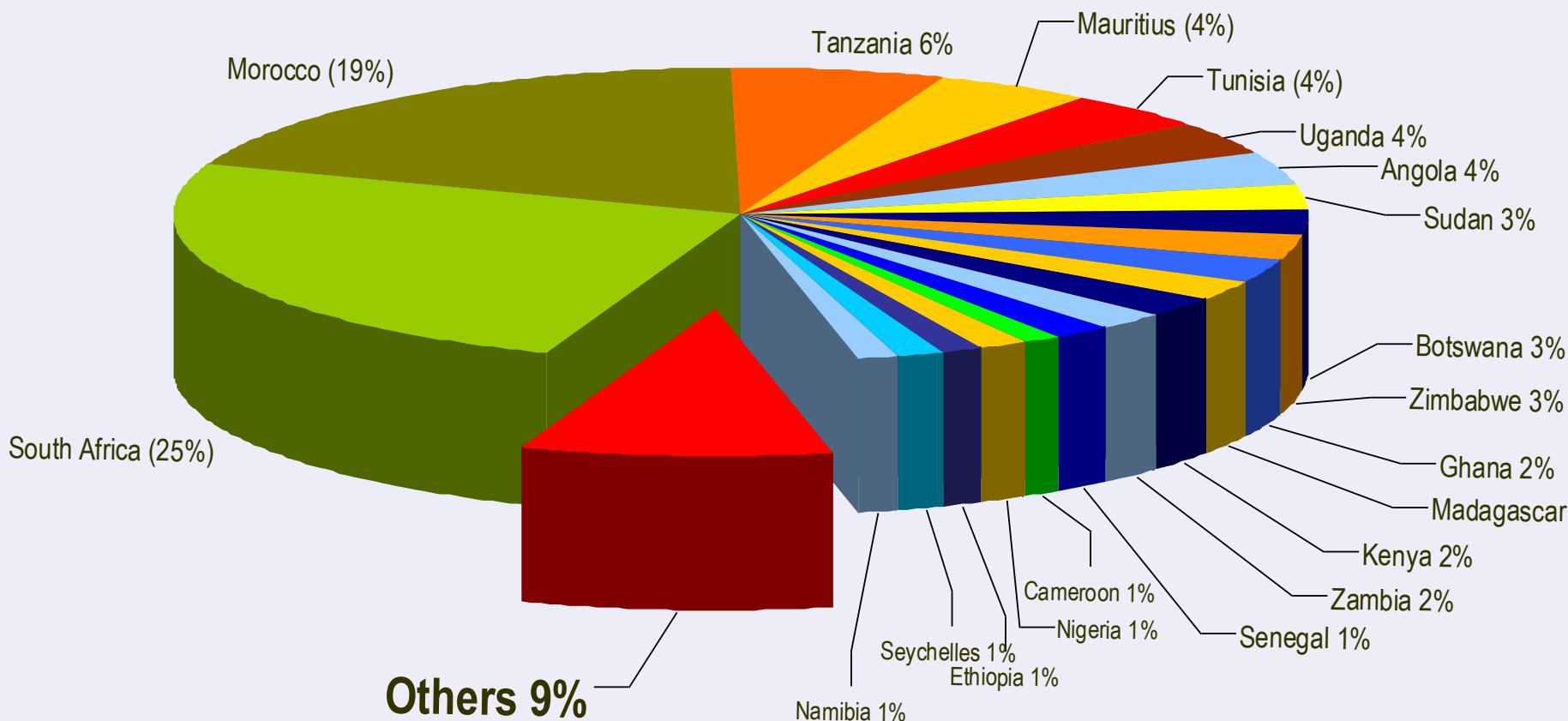
Receipts by destination, 2015

2015: US\$ 33 billion

Top 20: 91% (>US\$ 375 mn)

Africa

Other 32 destinations: 9%

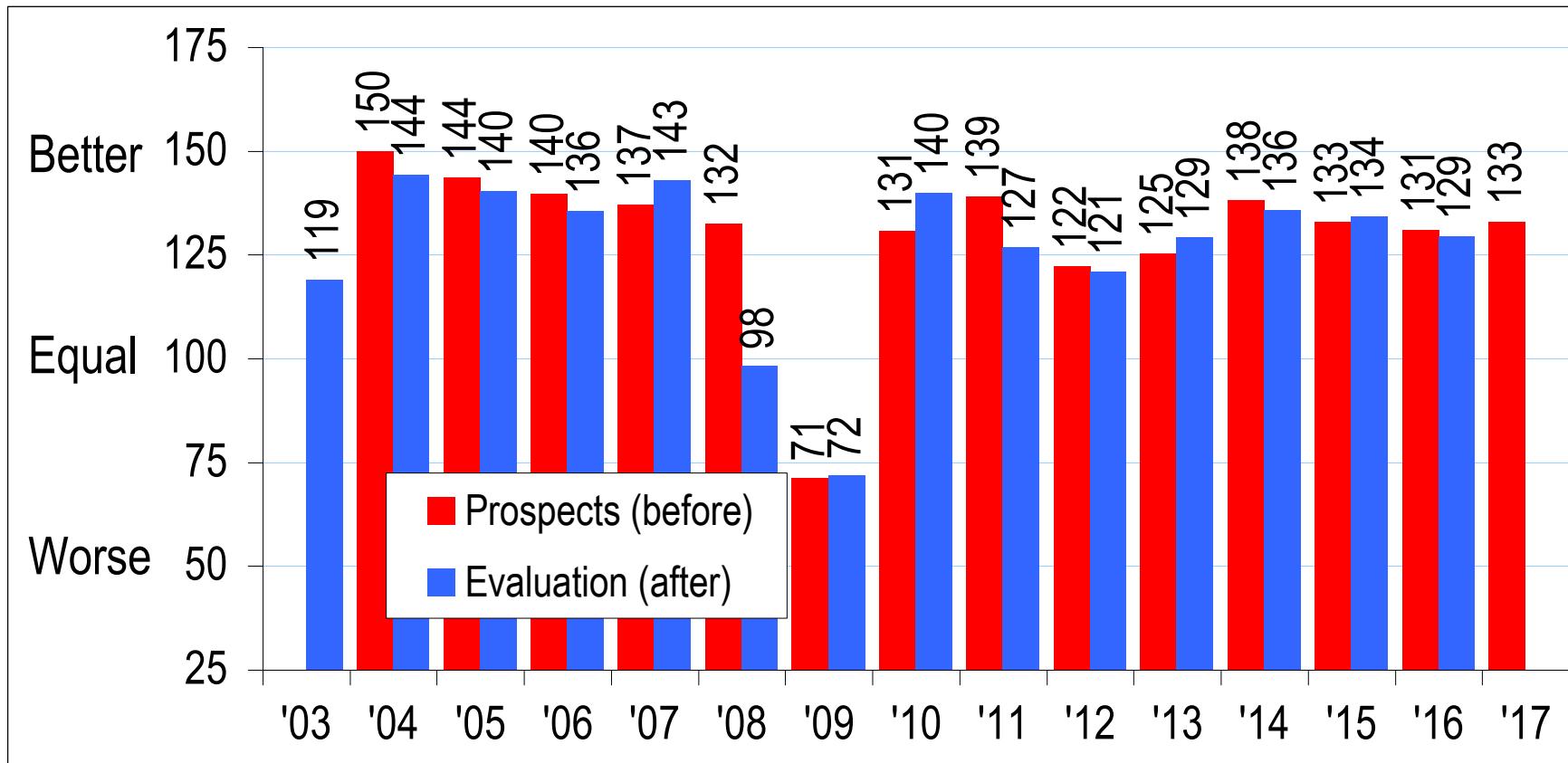




Outlook 2016

Confidence maintains strength

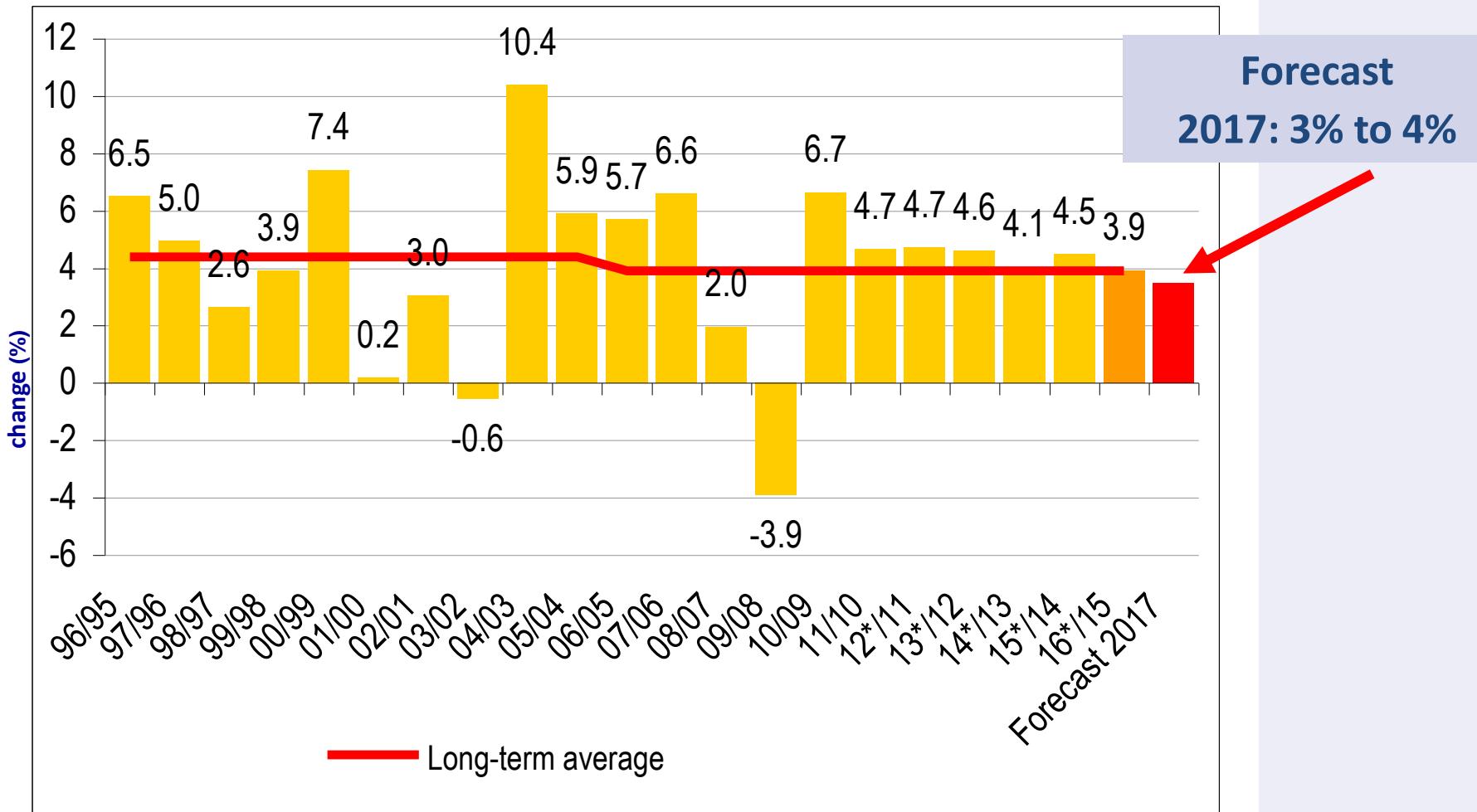
UNWTO Panel of Tourism Experts: World



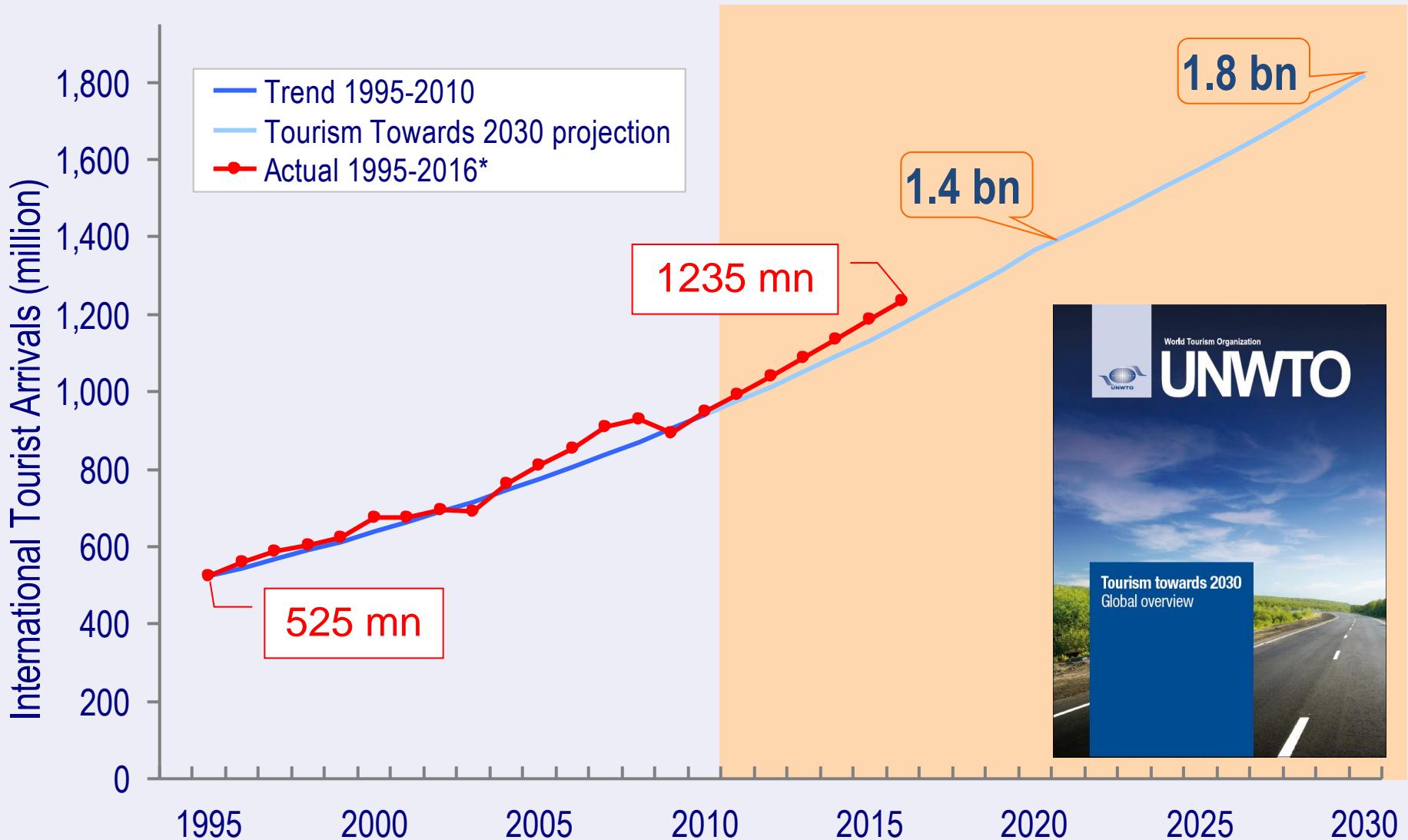
Source: World Tourism Organization (UNWTO) ©

Outlook: World

International Tourist Arrivals, World (% change)



Actual Trend vs. Tourism Towards 2030 projection World



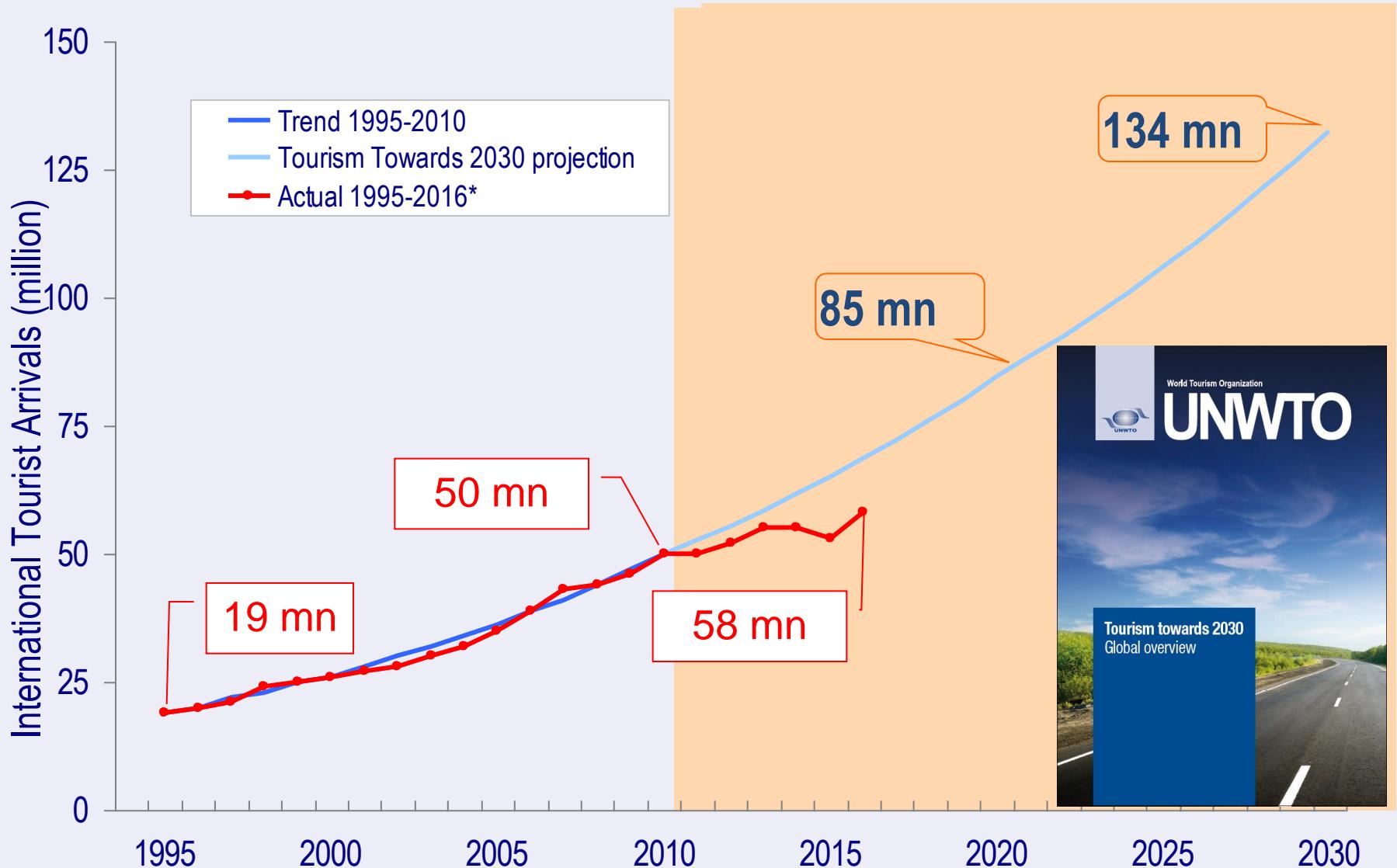
Source: World Tourism Organization (UNWTO)

International tourism: outlook full year 2017

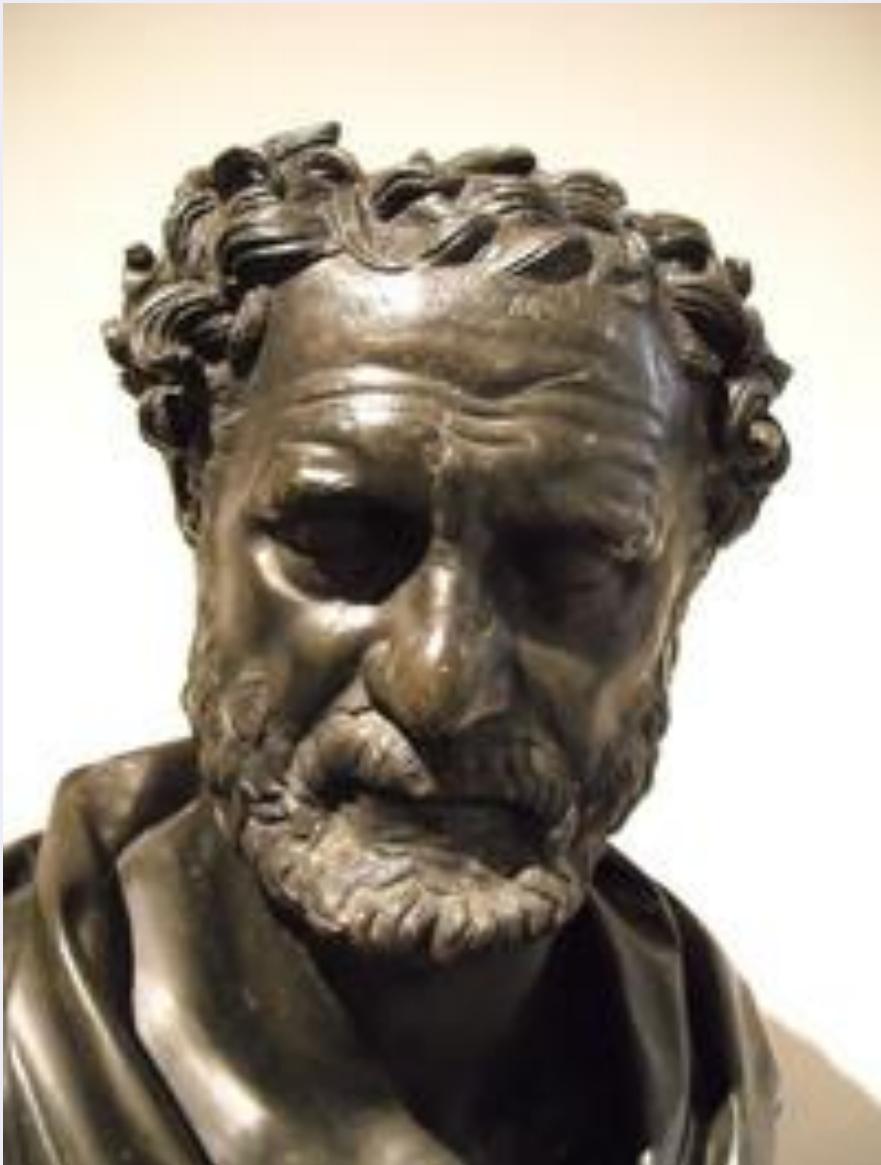
	Actual data		Projection 2017 (issued January)
	2016	Average 2005-2016	
World	3.9%	3.9%	+3% and +4%
Europe	2.1%	2.8%	+2% and +3%
Asia and the Pacific	8.6%	6.5%	+5% and +6%
Americas	3.9%	3.8%	+4% and +5%
Africa	8.2%	4.7%	+5% and +6%
Middle East	-4.0%	4.3%	+2% and +5%

Actual Trend vs. Tourism Towards 2030 projection

Africa



'The only thing that is constant is change'
Heraclitus, c. 535 - 475 BC



**Thank you very much
for your attention!**

John G.C. Kester

Tourism Market Trends Programme

**World Tourism Organization
(UNWTO)**

www.unwto.org