



International Tourism Trends & Outlook



UNWTO Tourism Highlights 2018 Edition

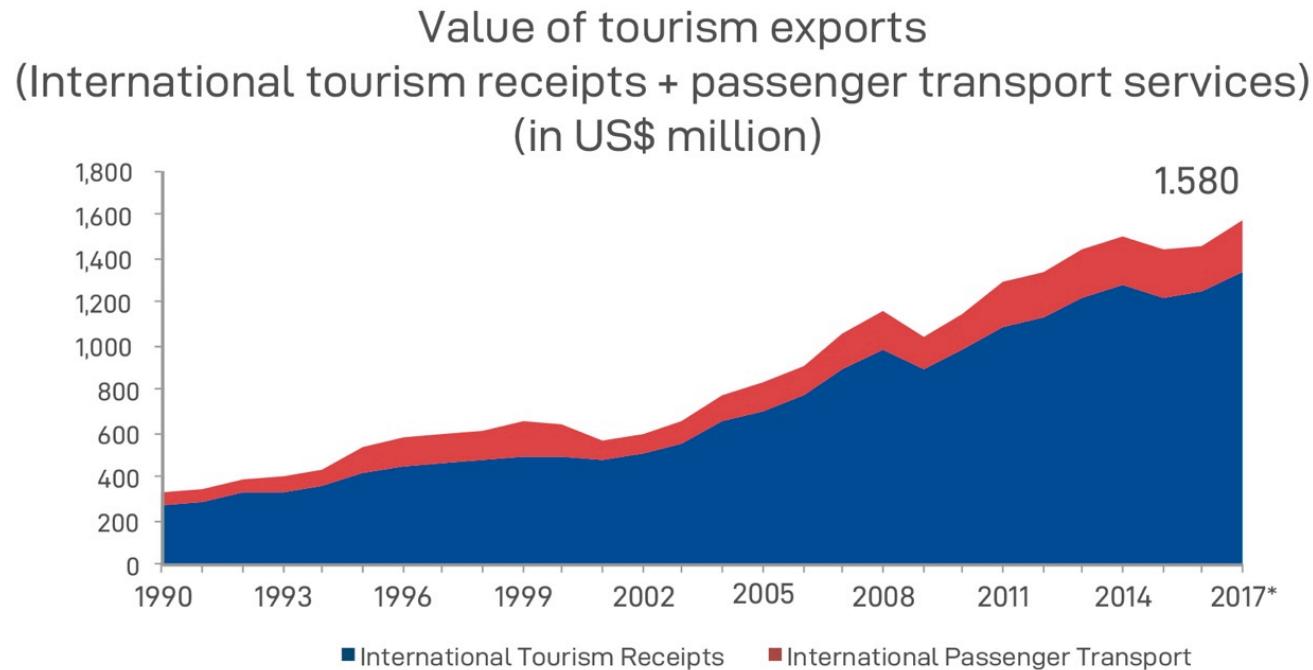
+7%

Total International Tourist Arrivals
1,326 million

+5%

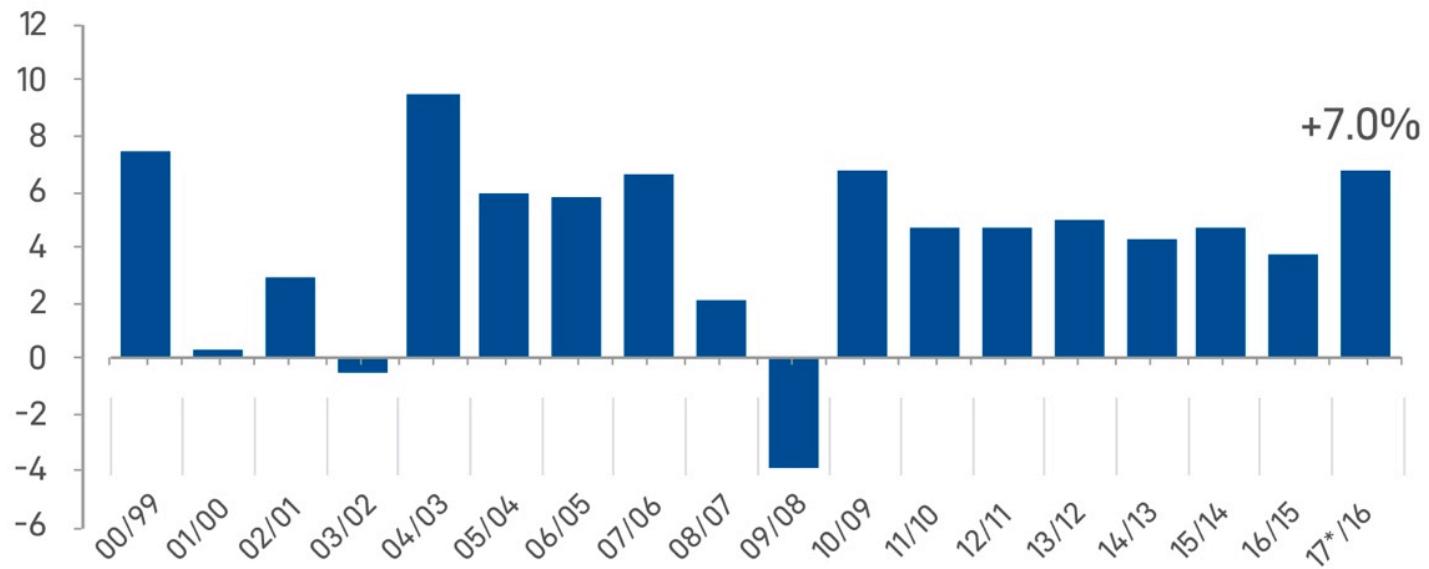
Total International Tourism Receipts
US\$ 1,340 billion

Tourism = 7% World Exports

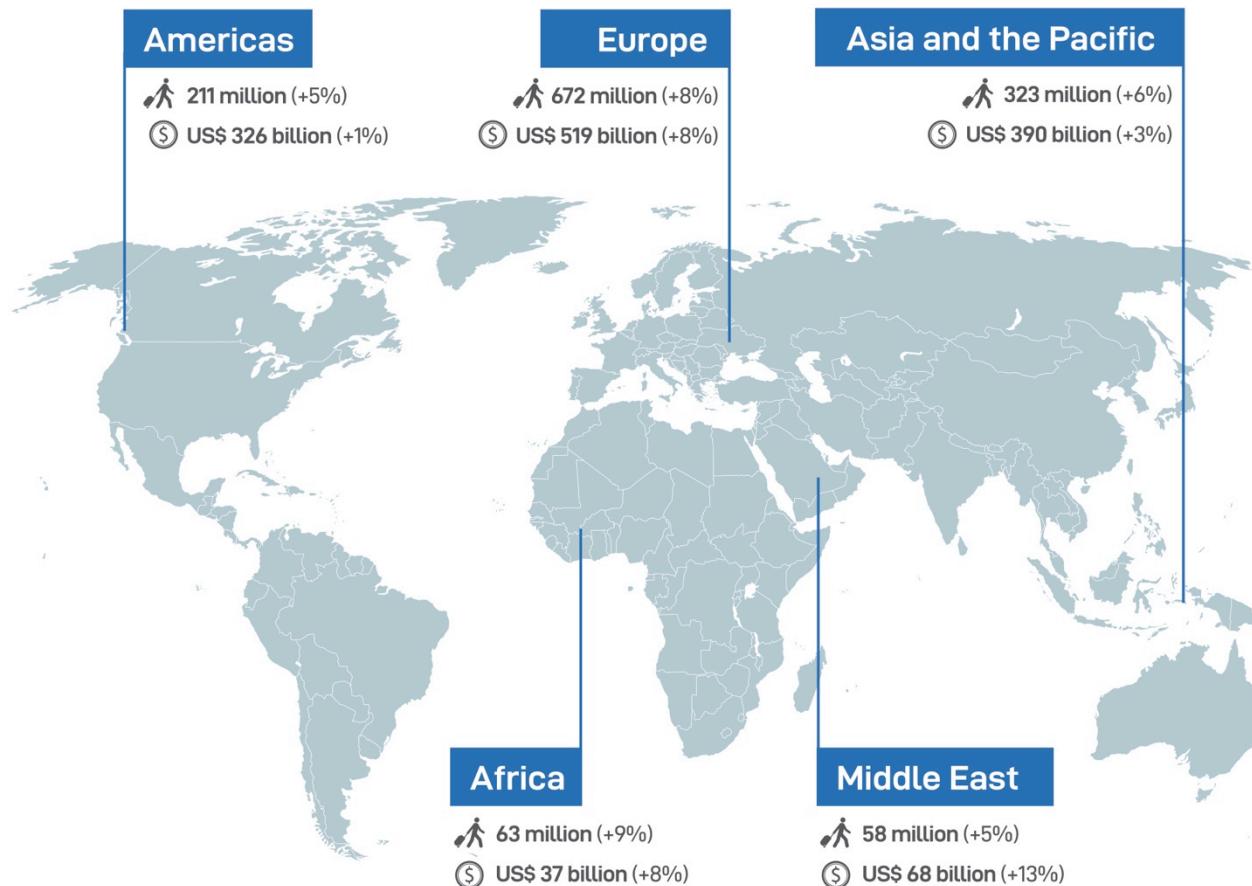


Growing above average

International tourist arrivals, growth (in %)



International Tourism 2017



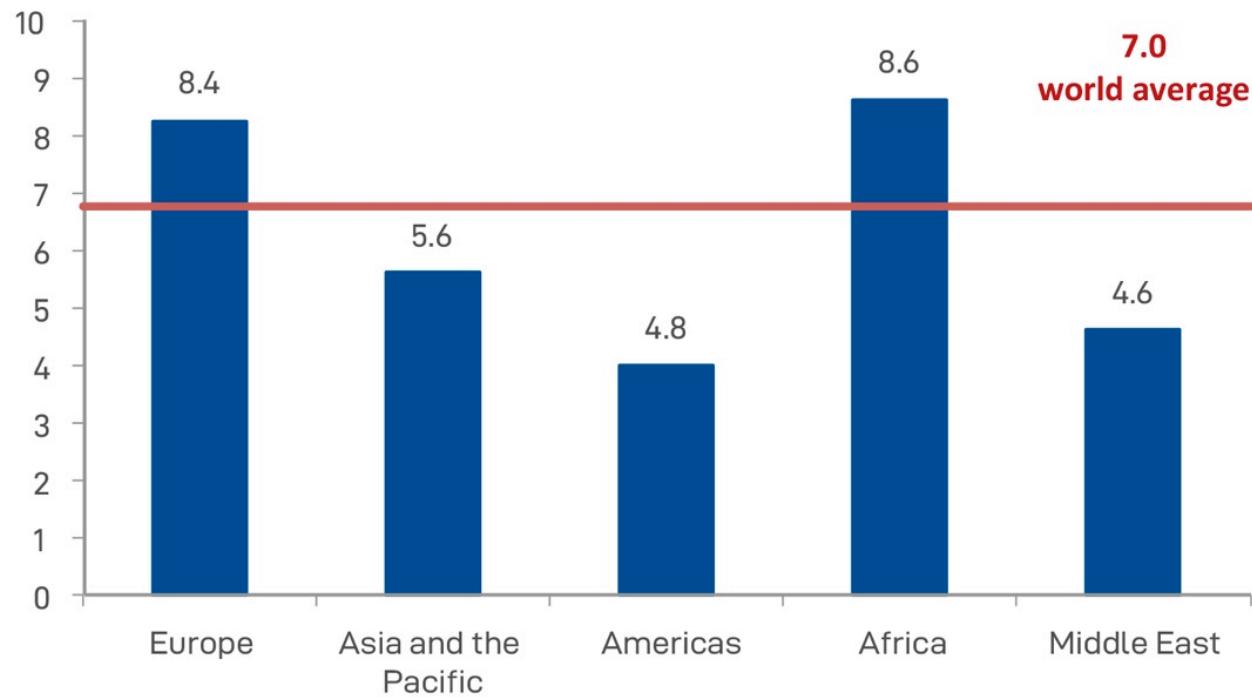
Recovery of destinations suffering security challenges in recent years

Economic upswing resulting in strong outbound demand from major source markets

Strong recovery in demand from the **emerging source markets** of Brazil and Russian Federation

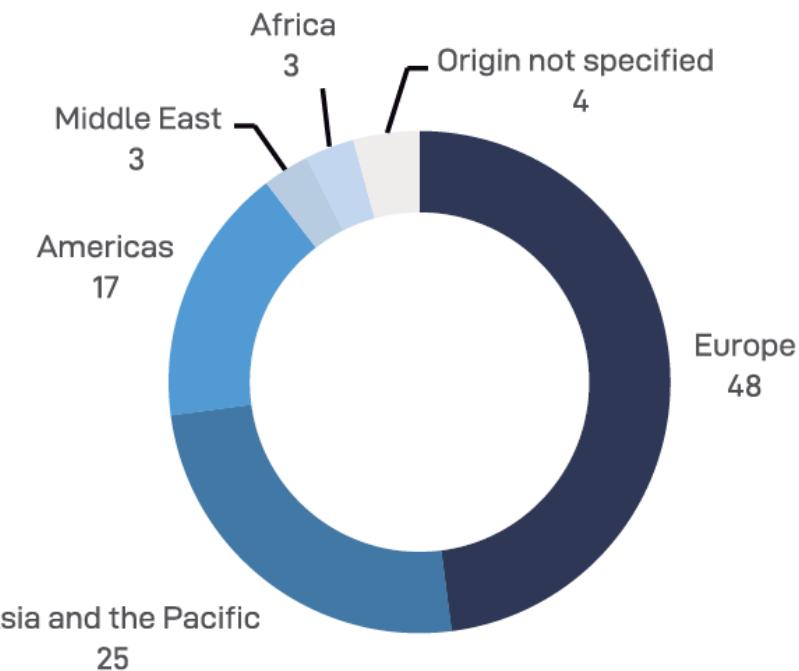
Europe and Africa leading

International tourist arrivals,
growth by region in 2017 (in %)

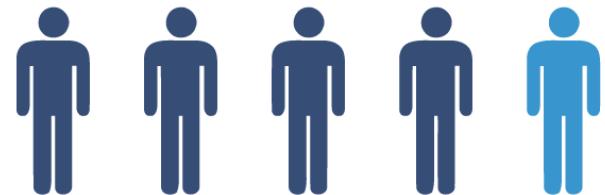


Europe and Asia main source markets

Outbound tourism, share by region of origin (%)



4 of 5 tourists travel
within their own region



Source: World Tourism Organization (UNWTO) ©

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China and USA lead spend

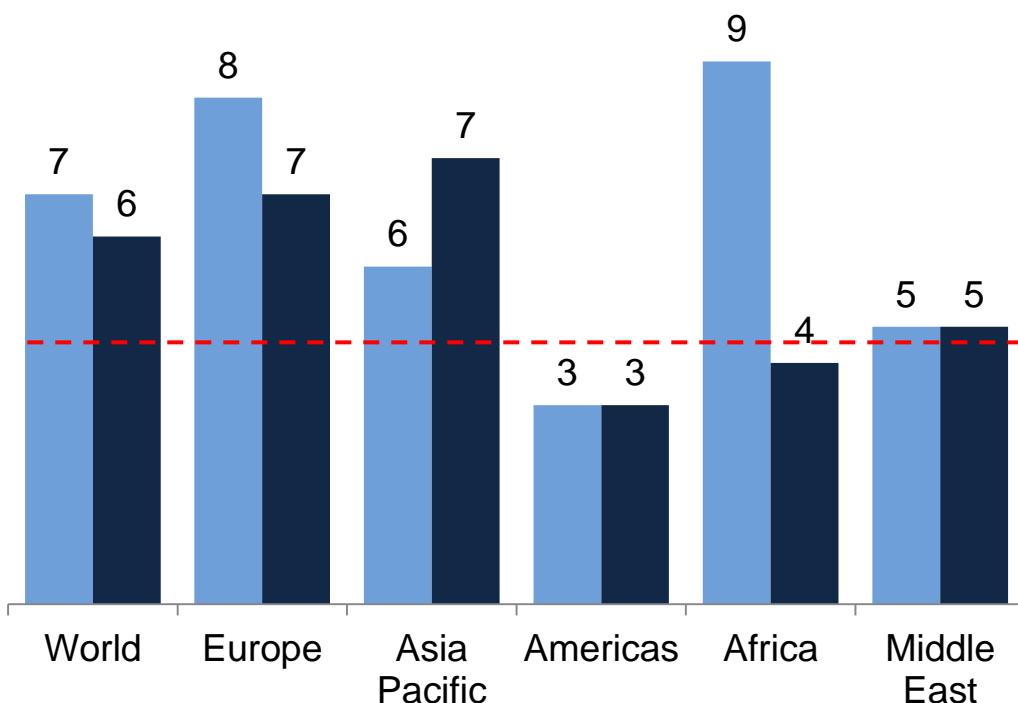


* = Provisional figure or data

Source: World Tourism Organization (UNWTO) ©

2018: Continued strength

International tourist arrivals,
change (%)



- Continuation of the strong results of 2017
- Growth led by Asia and the Pacific and Europe
- Growth exceeds UNWTO's forecast of 4% to 5% for 2018

■ 17/16 ■ 18*/17 Jan-June

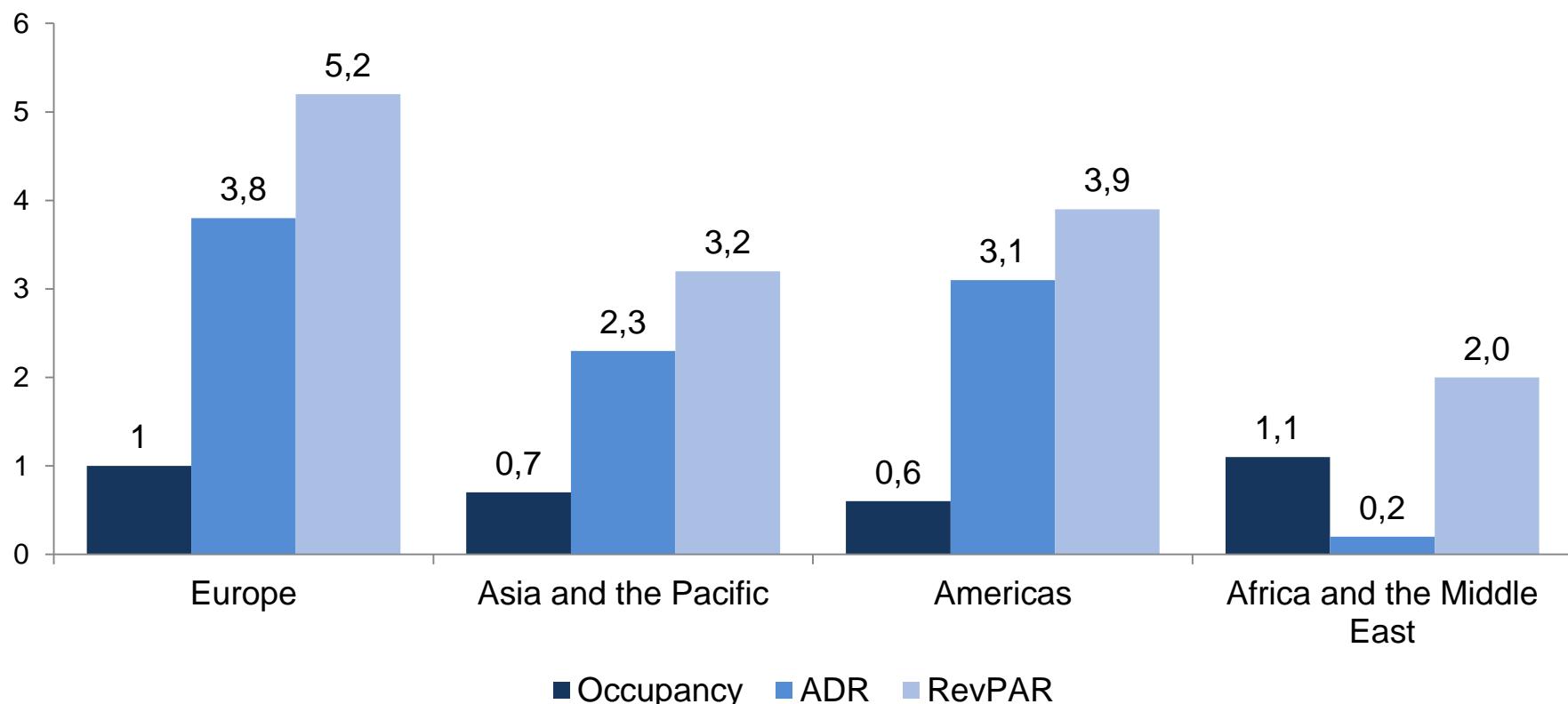
UNWTO global
forecast 2018



Hotel Indicators up

Improved results overall

Hotel Performance
January-August 2018

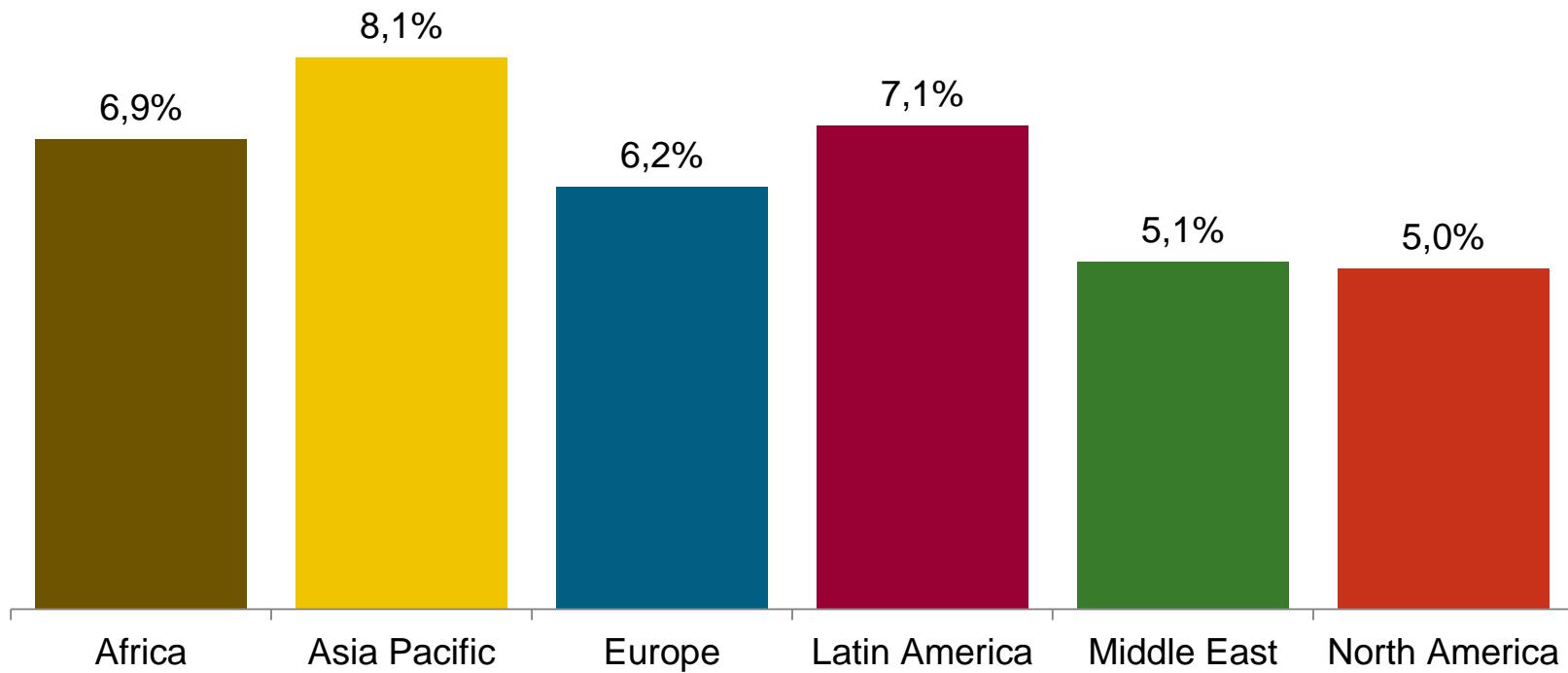


A photograph of the interior of an airplane cabin. The perspective is looking down the aisle. On the left, a flight attendant in a red uniform is visible, standing near the front of the cabin. The ceiling features a series of illuminated overhead bins. In the foreground, the backs of passengers' heads are visible, and the seat-back screens show movie titles like "THE MEG" and "GET ON THE LINE".

**Strong demand in air
travel**

Asia and Pacific leads growth in Air Transport – January-August 2018

Revenue Passenger Kilometers (RPK), growth (%)



Trends





Economy keeps growing

A photograph of a person from behind, wearing a wide-brimmed straw hat and a light-colored t-shirt. They are looking upwards towards a dramatic sky filled with large, billowing clouds. The lighting suggests either sunrise or sunset, casting a warm glow on the clouds and the person's back.

Uncertainties...

A large commercial airplane is shown from a low angle, flying towards the viewer. The plane is dark-colored and stands out against a vibrant sunset sky filled with orange, pink, and purple clouds. The horizon line is visible at the bottom of the frame.

**Strong but slower growth in
air transport**



A high-speed train, identified by the characters "和谐号" (Harmony) on its front, is stopped at a modern train station platform. The platform floor is marked with yellow tactile paving near the edge. In the background, several people are walking away from the camera. Above the train, two green signs with white text and icons indicate "出站口" (Exit) and "广深" (Guangzhou-Shenzhen). The train's sleek white and blue exterior reflects the station's interior lights.

Asia keeps rising and is maturing



New segments & multigenerational travel: understanding consumers



‘Overtourism’ & or bad management?

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		Gate
18:20	Hong Kong	Flight closing 13
18:30	Singapore	Flight closing 1
18:30	Helsinki	Flight closing 23
18:45	Vienna	Flight closing 24
18:50	Madrid	Cancelled
19:15	Tokyo	Delayed
19:35	Madrid	Delayed
19:35	Istanbul	Cancelled
19:50	Lisbon	Cancelled
20:00	Islamabad	Cancelled
20:15	Hong Kong	Cancelled
20:25	Newark	Cancelled
20:25	Beijing	Cancelled
20:30	Singapore	Cancelled
20:30	Johannesburg	Cancelled
21:00	Addis Ababa	Cancelled
21:00	Nairobi	Cancelled
21:15	Sydney	Cancelled
21:30	Bangkok	Cancelled
21:30	Melbourne	Cancelled
21:35	Taipei	Cancelled
22:00	Sydney	Cancelled
	via: Bangkok	
22:00	Dehli	Cancelled
22:00	Dubai	Cancelled
22:05	Singapore	Cancelled
22:15	Sydney	Cancelled
	via: Bangkok	
22:15	Dubai	
22:20	Hong Kong	
22:20	Lagos	
22:30	Cairo	
22:30	Melbourne	via: Hong Kong
22:30	Sydney	via: Hong Kong
22:30	Istanbul	
22:35	Mumbai	

Building resilience: crisis is
the new normal



**Technology-AI-big data in all
the steps of the journey**



**Human after all: what
makes a real difference**