International Tourism Trends & Outlook
UNWTO Tourism Highlights
2018 Edition

Total International Tourist Arrivals
+7%
1,326 million

Total International Tourism Receipts
+5%
US$ 1,340 billion
Tourism = 7% World Exports

Value of tourism exports
(International tourism receipts + passenger transport services)
(in US$ million)
Growing above average

International tourist arrivals, growth (in %)

+7.0%
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

- **Americas**
  - 211 million (+5%)
  - US$ 326 billion (+1%)

- **Europe**
  - 672 million (+8%)
  - US$ 519 billion (+8%)

- **Asia and the Pacific**
  - 323 million (+6%)
  - US$ 390 billion (+3%)

- **Africa**
  - 63 million (+9%)
  - US$ 37 billion (+8%)

- **Middle East**
  - 58 million (+5%)
  - US$ 68 billion (+13%)
Europe and Africa leading

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

- Europe: 8.4
- Asia and the Pacific: 5.6
- Americas: 4.8
- Africa: 8.6
- Middle East: 4.6

7.0 world average
Europe and Asia main source markets

Outbound tourism, share by region of origin (%)

- Europe: 48%
- Asia and the Pacific: 25%
- Americas: 17%
- Middle East: 3%
- Africa: 3%
- Origin not specified: 4%

4 of 5 tourists travel within their own region.

Source: World Tourism Organization (UNWTO) ©
China and USA lead spend

Top spenders 2017 (US$ billion)

<table>
<thead>
<tr>
<th>Rank</th>
<th>'17</th>
<th>'16</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>China</td>
<td>257.7</td>
<td>4.7</td>
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<tr>
<td>2</td>
<td>USA</td>
<td>135.0</td>
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<td>89.1</td>
<td>9.4</td>
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<td>5</td>
<td>France</td>
<td>41.4</td>
<td>0.8</td>
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<td>6</td>
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<td>34.2</td>
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<td>7</td>
<td>Canada</td>
<td>31.8</td>
<td>8.5</td>
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<td>Russian Federation</td>
<td>31.1</td>
<td>29.7</td>
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<td>9</td>
<td>Republic of Korea</td>
<td>30.6</td>
<td>12.3</td>
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<tr>
<td>10</td>
<td>Italy</td>
<td>27.7</td>
<td>8.9</td>
</tr>
</tbody>
</table>

* = Provisional figure or data

Source: World Tourism Organization (UNWTO) ©
## 2018: Continued strength

### International tourist arrivals, change (%)

<table>
<thead>
<tr>
<th>Region</th>
<th>17/16</th>
<th>18*/17 Jan-June</th>
<th>UNWTO global forecast 2018</th>
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</thead>
<tbody>
<tr>
<td>World</td>
<td>7</td>
<td>6</td>
<td>4% to 5%</td>
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<tr>
<td>Europe</td>
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<td>7</td>
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<tr>
<td>Asia Pacific</td>
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<td>Americas</td>
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<td>3</td>
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<tr>
<td>Africa</td>
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<tr>
<td>Middle East</td>
<td>5</td>
<td></td>
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</tr>
</tbody>
</table>

- 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
Hotel Indicators up
Improved results overall

Hotel Performance
January-August 2018

Source: STR © 2018 all rights reserved
Strong demand in air travel
Asia and Pacific leads growth in Air Transport – January-August 2018

Revenue Passenger Kilometers (RPK), growth (%)

- Africa: 6.9%
- Asia Pacific: 8.1%
- Europe: 6.2%
- Latin America: 7.1%
- Middle East: 5.1%
- North America: 5.0%

Source: IATA
Economy keeps growing
Uncertainties...
Strong but slower growth in air transport
Asia keeps rising and is maturing
New segments & multigenerational travel: understanding consumers
‘Overtourism’ & or bad management?
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