

# UNWTO/GTERC

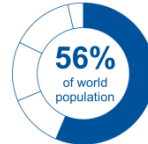
## Asia Tourism Trends - 2018 Edition

### Asia and the Pacific (2017)

- Asia is the 2<sup>nd</sup> most visited region in the world with 323 million international arrivals in 2017.
- It accounts for 24% of the world's international arrivals and 29% of global receipts
- Strong economic growth in the world's most populated region, coupled with rising air connectivity and travel facilitation have boosted international travel in the region.
- Accounting for 37% of global expenditure, Asia fuels much growth in destinations around the world.
- 3.1 million EU tourists travelled to China in 2016 while 3.5 million Chinese tourists visited the EU.
- The Greater Bay Area is China's fastest-growing region for tourism and the cities in the Pearl River Delta enjoy the highest tourism development in Guangdong.

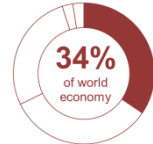
Population

 **4.2 billion**



Gross domestic product (GDP)

 **27.5 US\$ trillion**

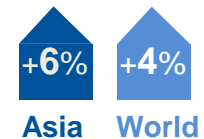
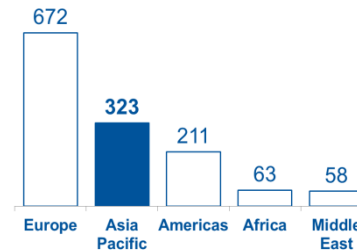
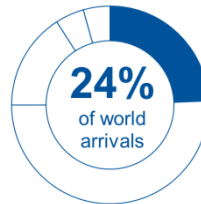


### International Tourist Arrivals

**323 million arrivals**

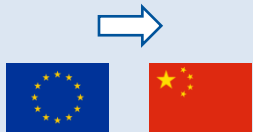
**2<sup>nd</sup> most visited region**

**Fastest growth**  
in 2005-2017 (% per year)



### European Union-China Tourism\*

**3.1 million EU tourists**



**3.5 million Chinese tourists**

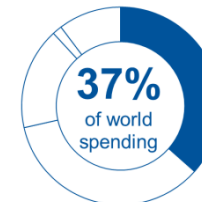
### International Tourism Receipts

**390 US\$ billion**



### International Tourism Expenditure

**502 US\$ billion**



\* 2016 data