Africa tourism trends

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

Current trends
7th consecutive year of sustained growth
Inbound tourism in the world

International tourist arrivals (million)

- 1235 mn
- 47 million arrivals more than in 2015
- 306 million arrivals more than in pre-crisis year 2008

Source: World Tourism Organization (UNWTO)
International Tourism Arrivals and Receipts, World

Growth in receipts follows growth in arrivals closely

Asian financial and economic crisis: receipts grew slower
11S, SARS, economic downturn: receipts more affected
‘Great recession’: receipts more affected and slower to recover

Seven years of sustained growth

International tourism receipts 2015: US$ 1,194 billion euro 1,189 billion 2016 to be reported in May

Source: World Tourism Organization (UNWTO)
2015 and 2016 by region

International Tourist Arrivals (% change)

Source: World Tourism Organization (UNWTO) ©
International tourist arrivals by region, 2016

- **AMERICAS**: 200 million
- **EUROPE**: 615 million
- **ASIA PACIFIC**: 309 million
- **AFRICA**: 58 million
- **MIDDLE EAST**: 54 million

**WORLD**: 1,235 million

Source: World Tourism Organization (UNWTO)
Africa: rebound after weaker years

International Tourist Arrivals, monthly evolution

Source: World Tourism Organization (UNWTO) ©
Inbound tourism in Africa

International tourist arrivals (million)

Source: World Tourism Organization (UNWTO)
2016: Subsaharan Africa with highest growth

Source: World Tourism Organization (UNWTO) ©
Africa 2016 Inbound tourism
Growth in South offset by North

International tourist arrivals, 1995-2016* (million)

North Africa

Southern Africa

East Africa

West & Central Africa

Source: World Tourism Organization (UNWTO)
International arrivals by destination, 2016

2016: 58 billion
Top 20: 85% (>900,000)
Other 32 destinations: 15%

Source: UNWTO
Inbound tourism in Africa

International tourist arrivals and receipts

Source: World Tourism Organization (UNWTO)
Receipts by destination, 2015

2015: US$ 33 billion
Top 20: 91% (>US$ 375 mn )
Other 32 destinations: 9%

Source: UNWTO
Confidence maintains strength

UNWTO Panel of Tourism Experts: World

Source: World Tourism Organization (UNWTO) ©
Outlook: World

International Tourist Arrivals, World (% change)

Source: World Tourism Organization (UNWTO) ©

Forecast 2017: 3% to 4%
Actual Trend vs. Tourism Towards 2030 projection

Source: World Tourism Organization (UNWTO)
<table>
<thead>
<tr>
<th>Region</th>
<th>Actual data</th>
<th>Projection 2017 (issued January)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>2016</td>
<td>Average 2005-2016</td>
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<tr>
<td>World</td>
<td>3.9%</td>
<td>3.9%</td>
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<tr>
<td>Europe</td>
<td>2.1%</td>
<td>2.8%</td>
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<tr>
<td>Asia and the Pacific</td>
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<tr>
<td>Americas</td>
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<td>Africa</td>
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<tr>
<td>Middle East</td>
<td>-4.0%</td>
<td>4.3%</td>
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</tbody>
</table>

Source: World Tourism Organization (UNWTO)
Actual Trend vs. Tourism Towards 2030 projection
Africa

Source: World Tourism Organization (UNWTO)
‘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