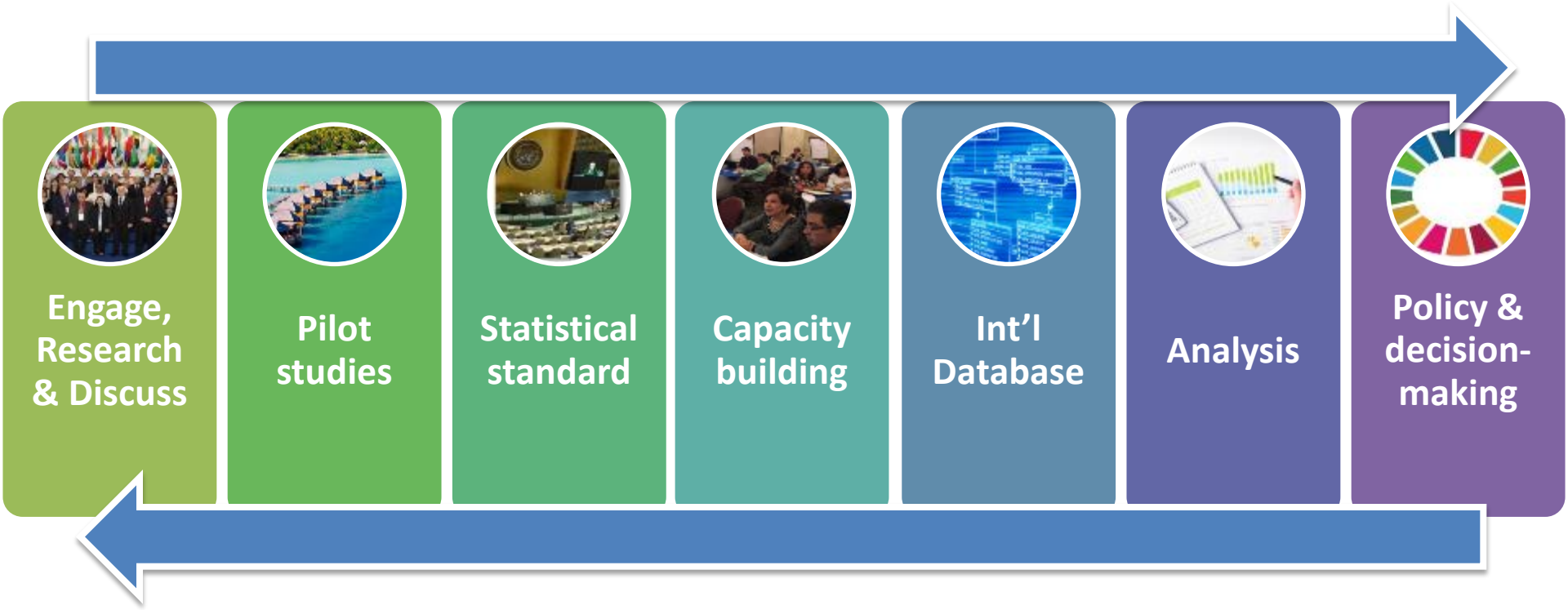
Trends and outlook 2017-2018

11th UNWTO/PATA Forum on
Tourism Trends and Outlook

Guilin, China
10-12 October 2017

Clara van der Pol
Statistics, Trends and Policy UNWTO

How do we work?
the process of UN official statistics



Overview:

- Tourism development worldwide
- Short-term trends in international tourism:
  UNWTO World Tourism Barometer
- What's more...

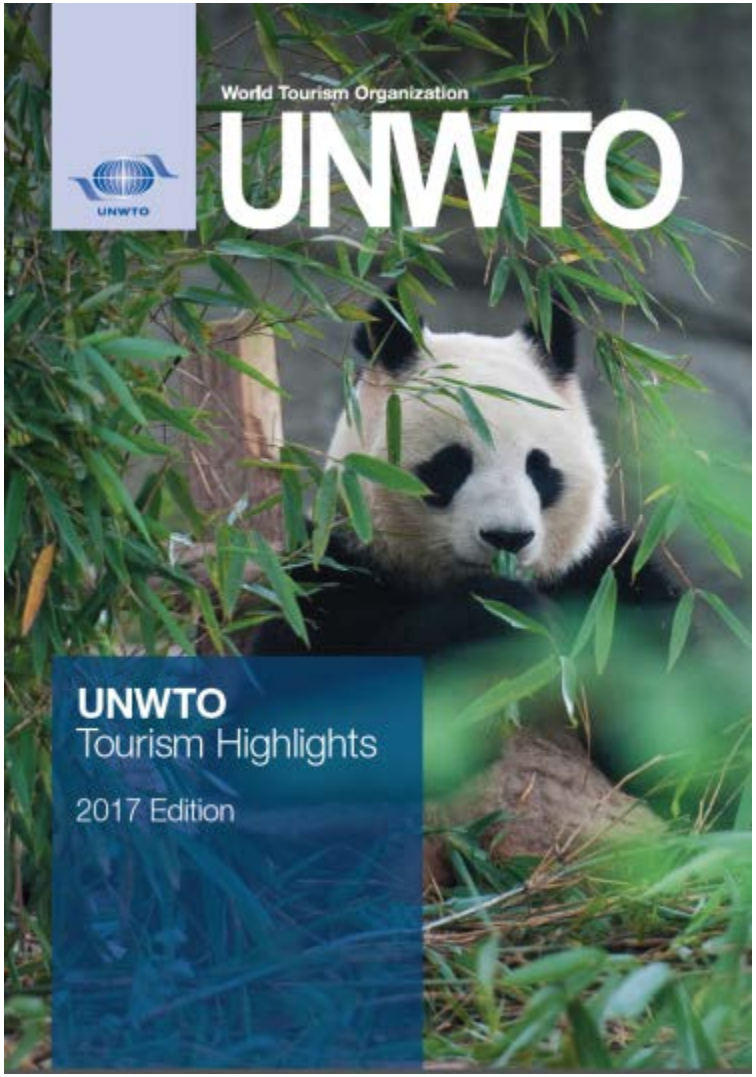
Inbound tourism in the world

Source: World Tourism Organization (UNWTO)

Inbound tourism in Asia and the Pacifc

Source: World Tourism Organization (UNWTO)

Key results for 2016



International tourist arrivals
1235 million
+3.9%

International tourism receipts
US$ 1220 billion
+2.6% (real terms)
+
International passenger transport
US$ 216 billion

= US$ 1.4 trillion
7% of world's exports

http://mkt.unwto.org/highlights

www.unwto.org/facts

Short-term trends in 2017

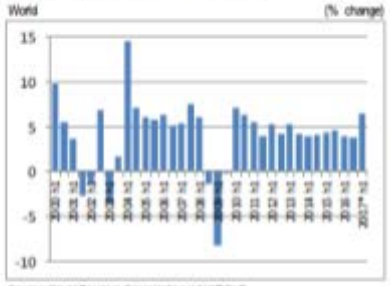
UNWTO World Tourism Barometer
Volume 15 • August 2017

International tourism - strongest half-year results since 2010

Destinations worldwide welcomed 598 million international tourists in the first six months of 2017, some 36 million more than in the same period of 2016. At 6%, growth was well above the trend of recent years, making the current January-June period the strongest half-year since 2010.

Visitor numbers reported by destinations around the world reflect strong demand for international travel in the first half of 2017, as reported in this issue of the *UNWTO World Tourism Barometer*. Worldwide, international tourist arrivals (overnight visitors) increased by 6% compared to the same six-month period last year, well above the sustained and consistent trend of 4% or higher growth since 2010. This represents the strongest half-year in seven years.

International Tourist Arrivals, evolution by half year

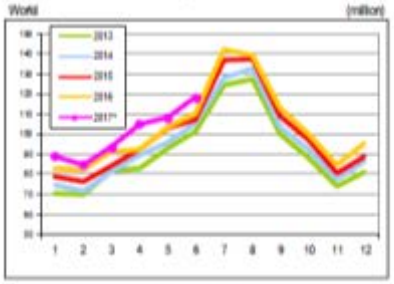


Source: World Tourism Organization (UNWTO) ©

Results are underpinned by robust growth in many destinations and a continuation of the recovery in those that suffered declines in previous years. Of UNWTO regions, growth was strongest in the Middle East (+9%), Europe (+8%) and Africa (+8%), followed by Asia and the Pacific (+6%) and the Americas (+3%).

The first half of 2017 shows healthy growth in an increasingly dynamic and resilient tourism [illegible] strong recovery in some of the destinations [illegible] challenges last year", said UNWTO Secretary [illegible] ahead of the 22nd session of the UNWTO General Assembly, to be held in Chengdu, China on 13-16 September 2017.

International Tourist Arrivals, monthly evolution



Source: World Tourism Organization (UNWTO) ©

"As explained in my article 'Tourism: growth is not the enemy; it's how we manage it that counts', international travel creates jobs, economic growth and development opportunities for many communities around the world. But this source of prosperity

[to be continued on page 5]

Volume 15 • August 2017

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Air transport booking trends ForwardKeys	19
Statistical Annex	Annex-1 to Annex-25

This issue of the *UNWTO World Tourism Barometer* and the accompanying Statistical Annex includes preliminary results for international tourism in the first half of 2017 based on data for international overnight visitors reported by destinations around the world. Furthermore, it presents an overview of actual air departures through August and booking trends for the last four months of 2017 based on business intelligence tool ForwardKeys.

The Barometer is published in electronic format. The publication is available free of charge for members of the UNWTO elibrary at www.e-unwto.org/toc/wtobarometereng/current. The release is available in English only, while the Statistical Annex is available in four languages through the UNWTO elibrary at:

English version: www.e-unwto.org/content/w83v37
French version: www.e-unwto.org/content/t73863
Spanish version: www.e-unwto.org/content/rn1422
Russian version: www.e-unwto.org/content/j62835

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UNWTO World Tourism Barometer
Volume 15 • August 2017 – Statistical Annex

Statistical Annex

The following pages contain detailed tables on tourism related indicators such as international tourist arrivals, international tourism receipts and expenditure collected by UNWTO from national institutions, as well as data on air transport and the UNWTO Panel of Experts.

Tables reflect yearly data and monthly or quarterly data currently available. Most data is preliminary and may be subject to revision. See the boxes for further information on the data.

The tables on the following pages are not included in the free extract of the *UNWTO World Tourism Barometer*. The full document is available in electronic format for sale and free for UNWTO members and subscribed institutions through the UNWTO elibrary at:

English version: www.e-unwto.org/content/w83v37
French version: www.e-unwto.org/content/t73863
Spanish version: www.e-unwto.org/content/rn1422
Russian version: www.e-unwto.org/content/j62835

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• Air transport passenger travel trends ForwardKeys	A-30

Explanation of abbreviations and signs used

* = provisional figure or data | = change of series
.. = figure or data not (yet) available n/a = not applicable

mn = million (1,000,000
bn = billion (1,000,000,000) [note in Spanish 'miles de millones']
trn = trillion (1,000,000,000,000) [note in Spanish 'billones']

Q1: January, February, March **T1**: From January to April
Q2: April, May, June **T2**: From May to August
Q3: July, August, September **T3**: From September to December
Q4: October, November, December

H1: From January to June **H2**: From July to December

YTD: Year to date, variation of months with data available compared with the same period of the previous year. The (sub)regional totals are approximations for the whole (sub)region based on trends for the countries with data available.

Series International Tourist Arrivals

TF: International tourist arrivals at frontiers (excluding same-day visitors);
VF: International visitor arrivals at frontiers (tourists and same-day visitors);
THS: International tourist arrivals at hotels and similar establishments;
TCE: International tourist arrivals at collective tourism establishments;
NHS: Nights of international tourists in hotels and similar establishments;
NCE: Nights of international tourists in collective tourism establishments.

Series International Tourism Receipts and Expenditure

All percentages are derived from non-seasonally adjusted series in local currencies, unless otherwise indicated: **$**: US$, **€**: euro; **sa**: seasonally adjusted series.

For main concepts, definitions and classifications for the measurement of tourism, please see the International Recommendations for Tourism Statistics 2008 (IRTS 2008) at <statistics.unwto.org/content/irts-2008>.

UNWTO

The UNWTO World Tourism Barometer is developed as a service for UNWTO Members and published six times a year in English with a Statistical Annex also in French, Spanish and Russian. Member States, Associate and Affiliate Members receive copies of the Barometer as part of our Member services.

If you are interested in receiving the UNWTO World Tourism Barometer and you are not a UNWTO Member, you can subscribe to the six issues in electronic version (€ 120), printed version (€ 140) or both (€ 150). You can also have your single copy at € 35.

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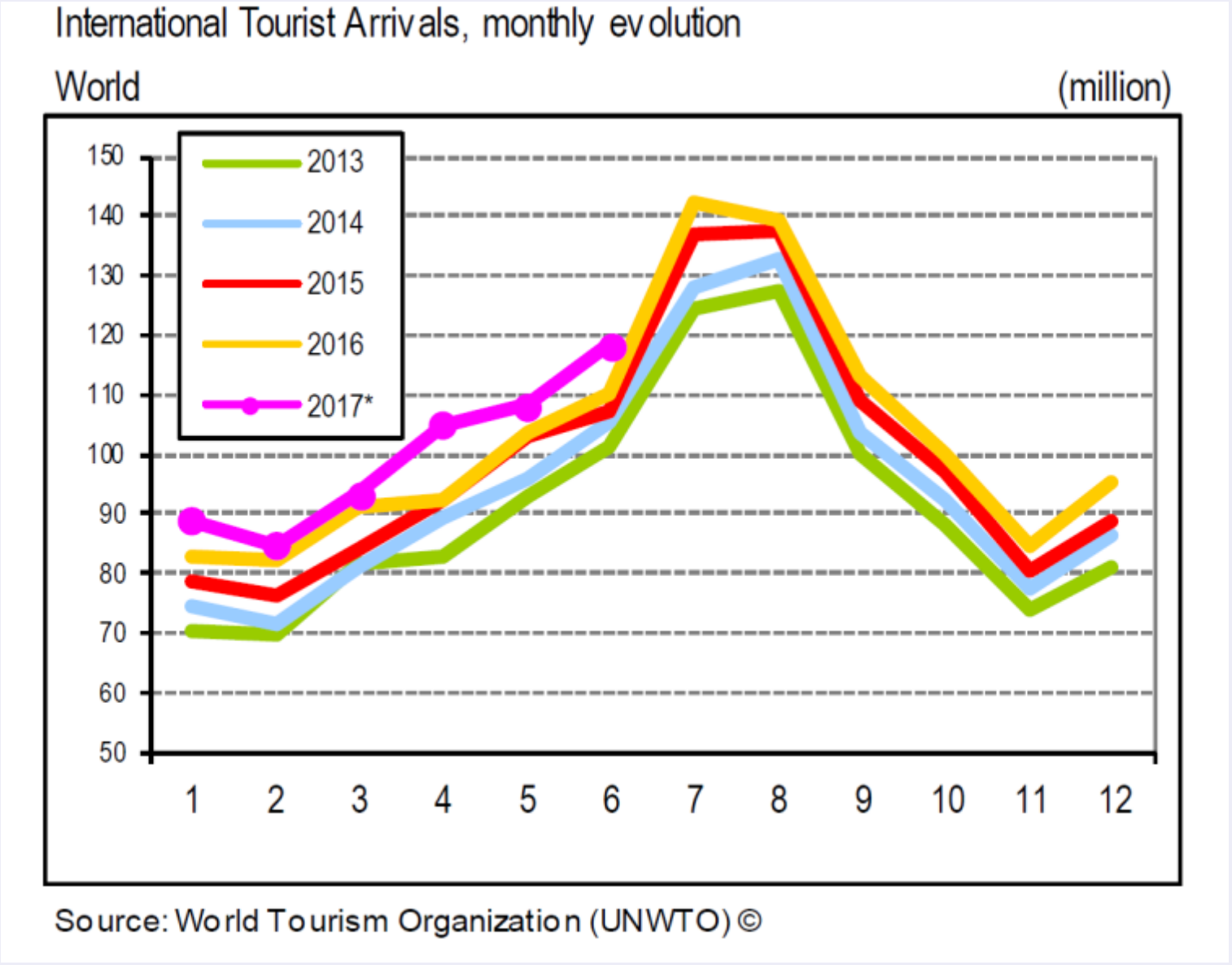
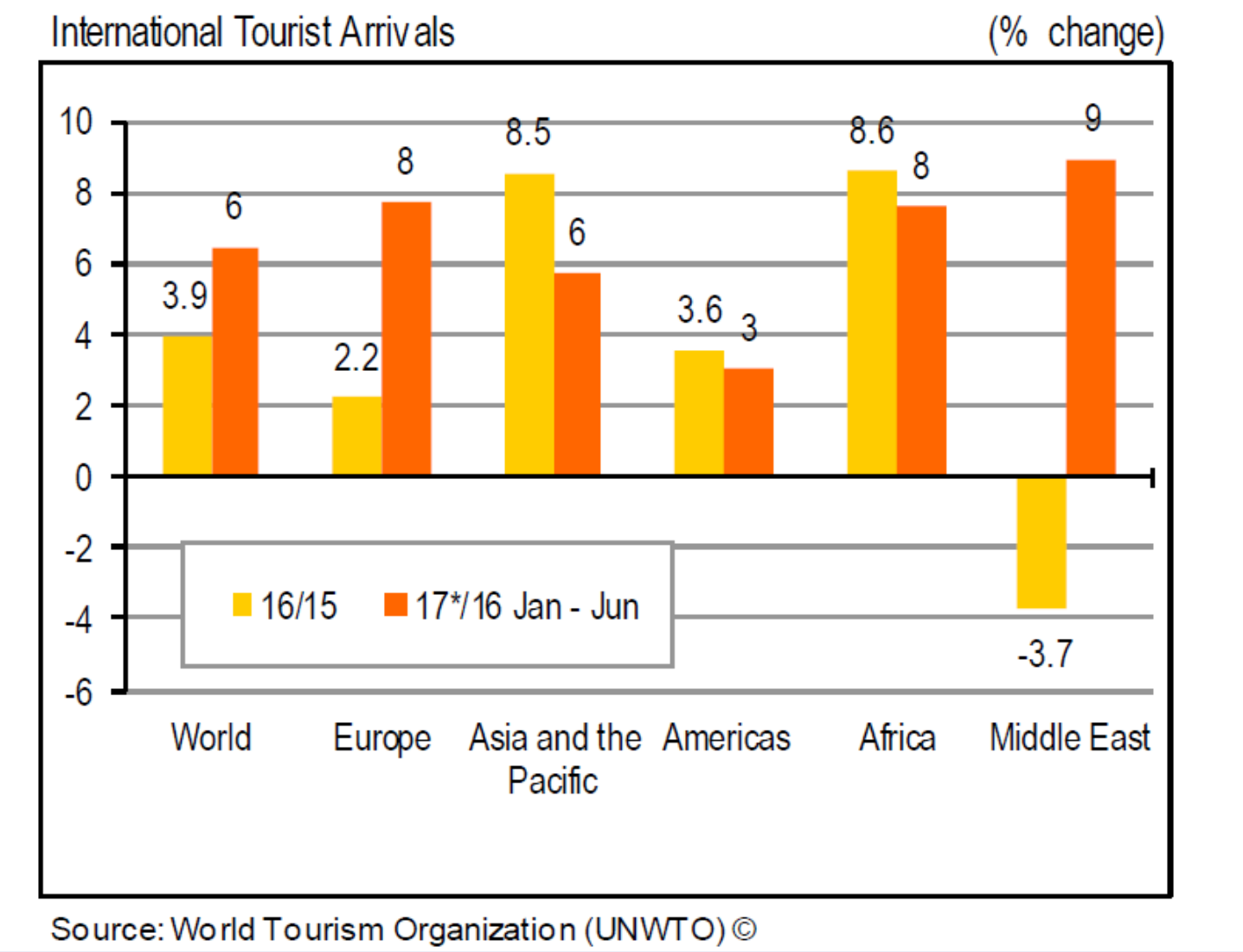
598 million international tourist arrivals through June, 36 million more than in the same period of 2016

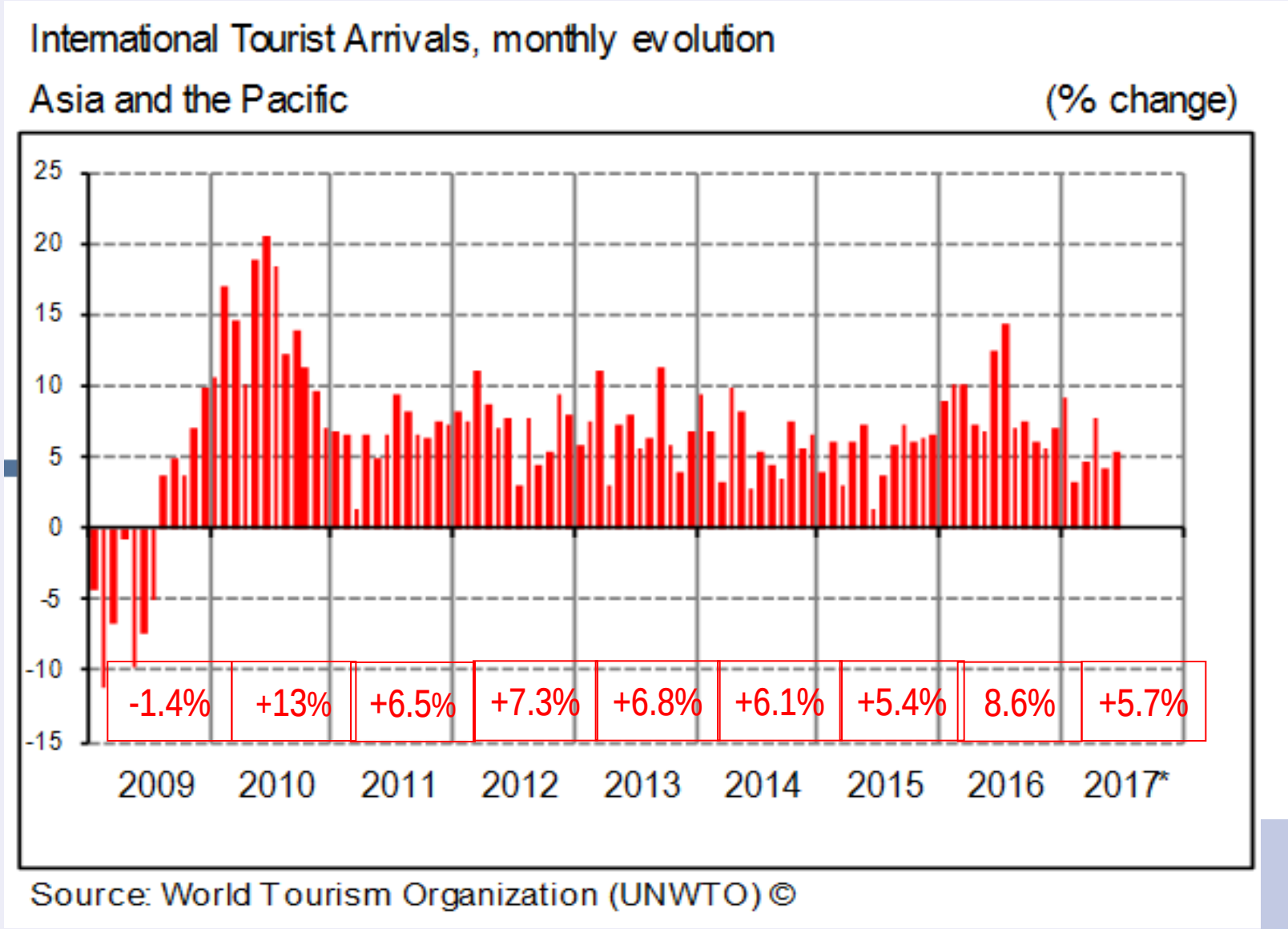


2016 and 2017 by region

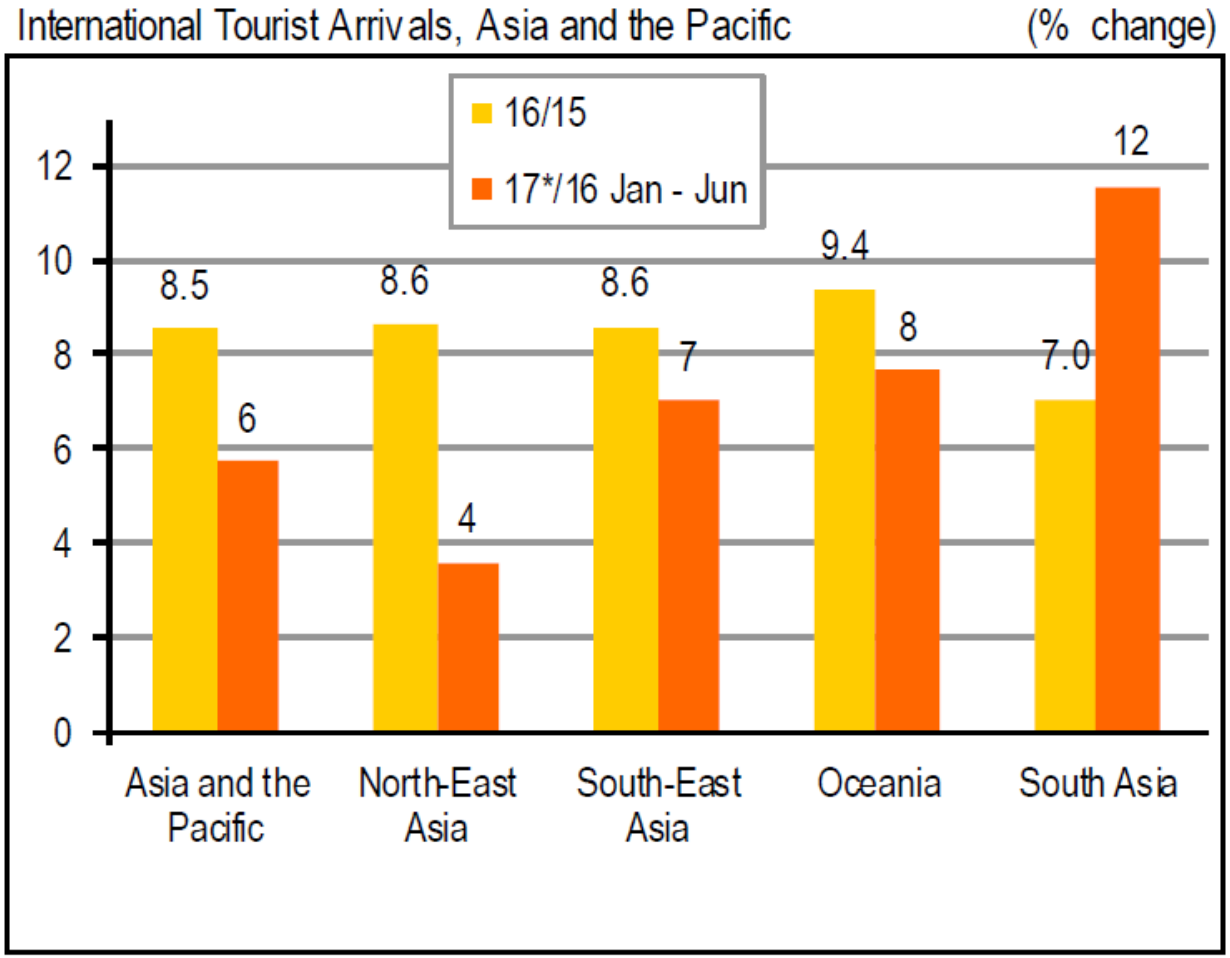


Source: World Tourism Organization (UNWTO) ©

Asia and the Pacific:
6% growth in first half of 2017

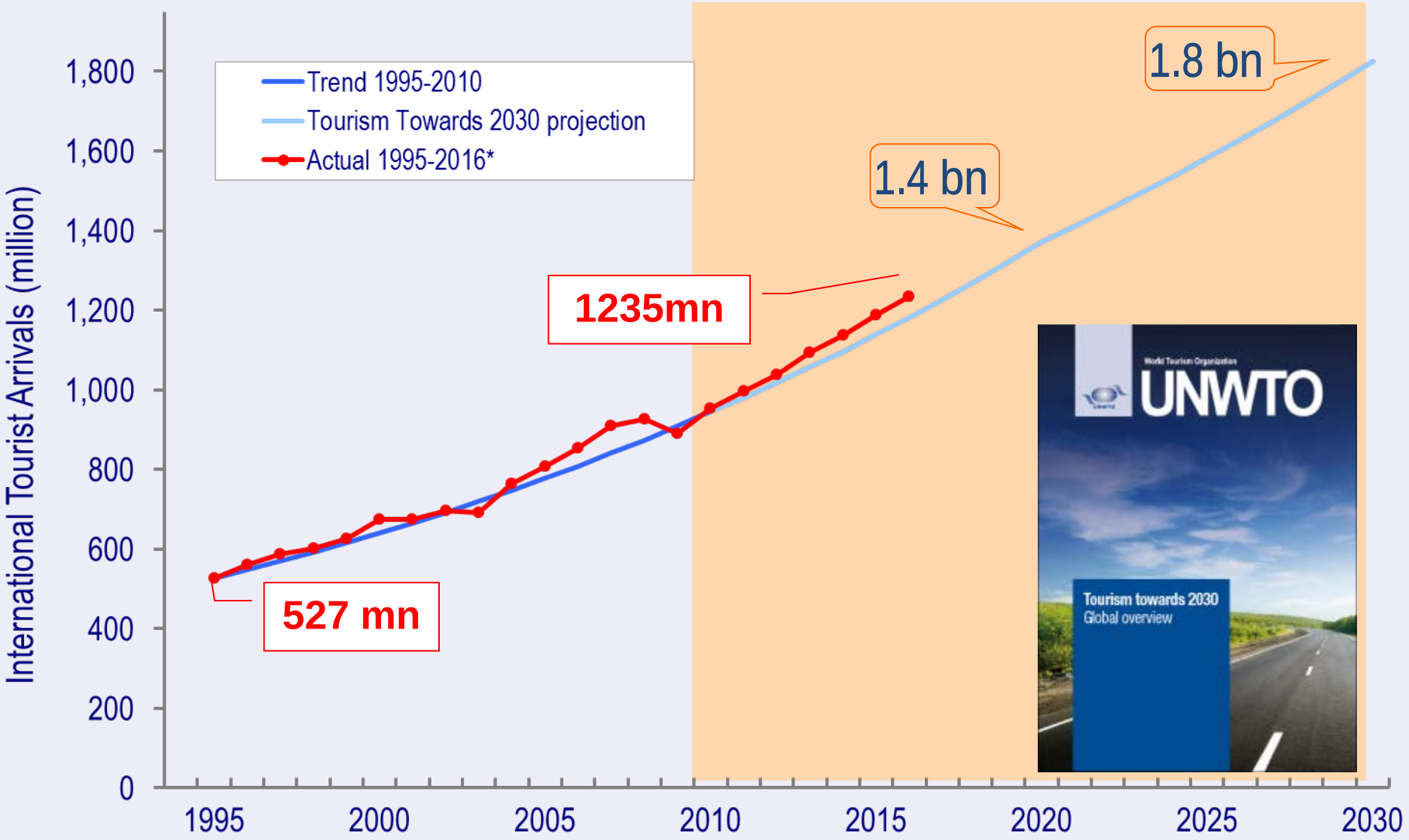


Asia and the Pacific:
South Asia boasts highest growth in AP



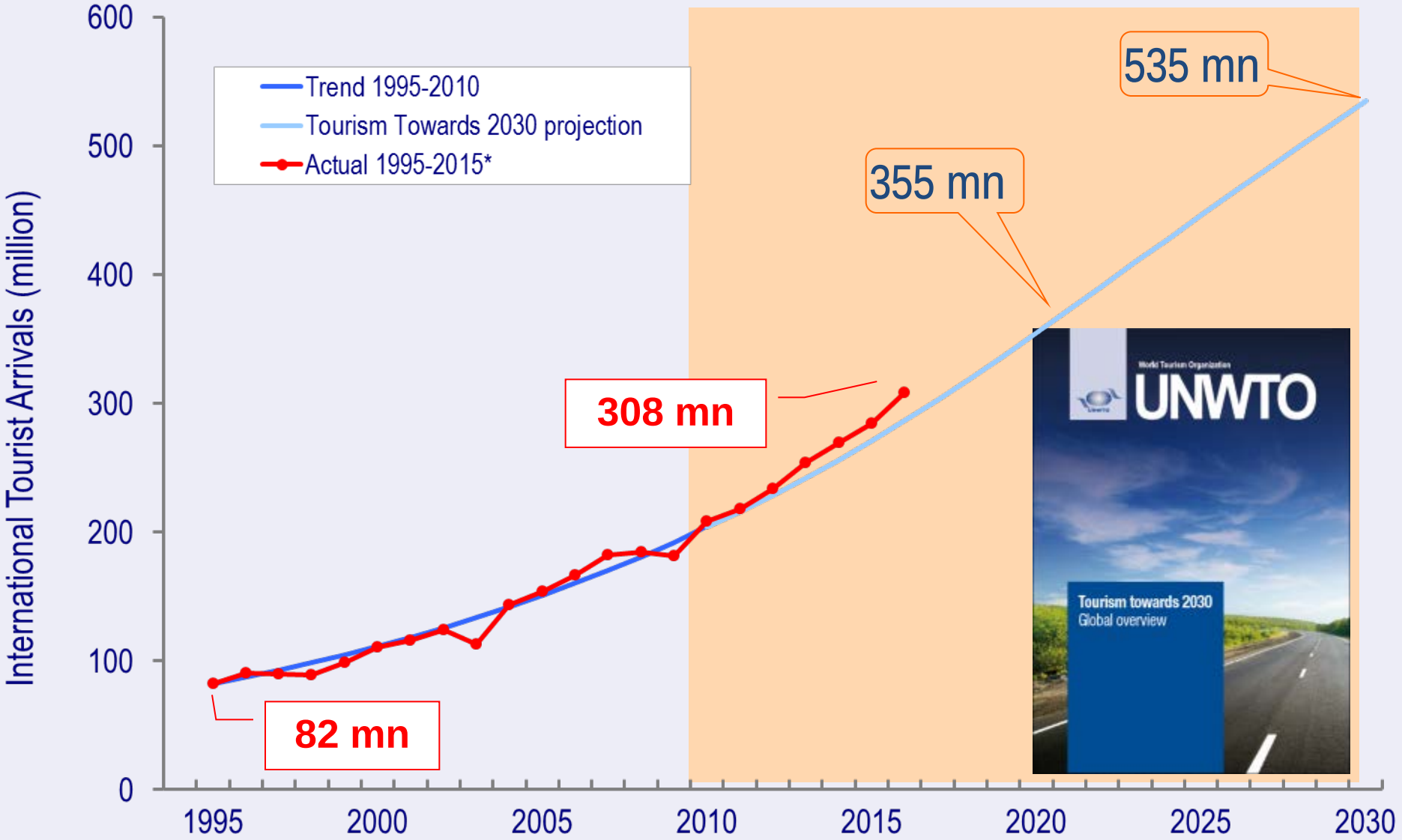
Source: World Tourism Organization (UNWTO) ©

Actual Trend vs. Tourism Towards 2030 projection
World



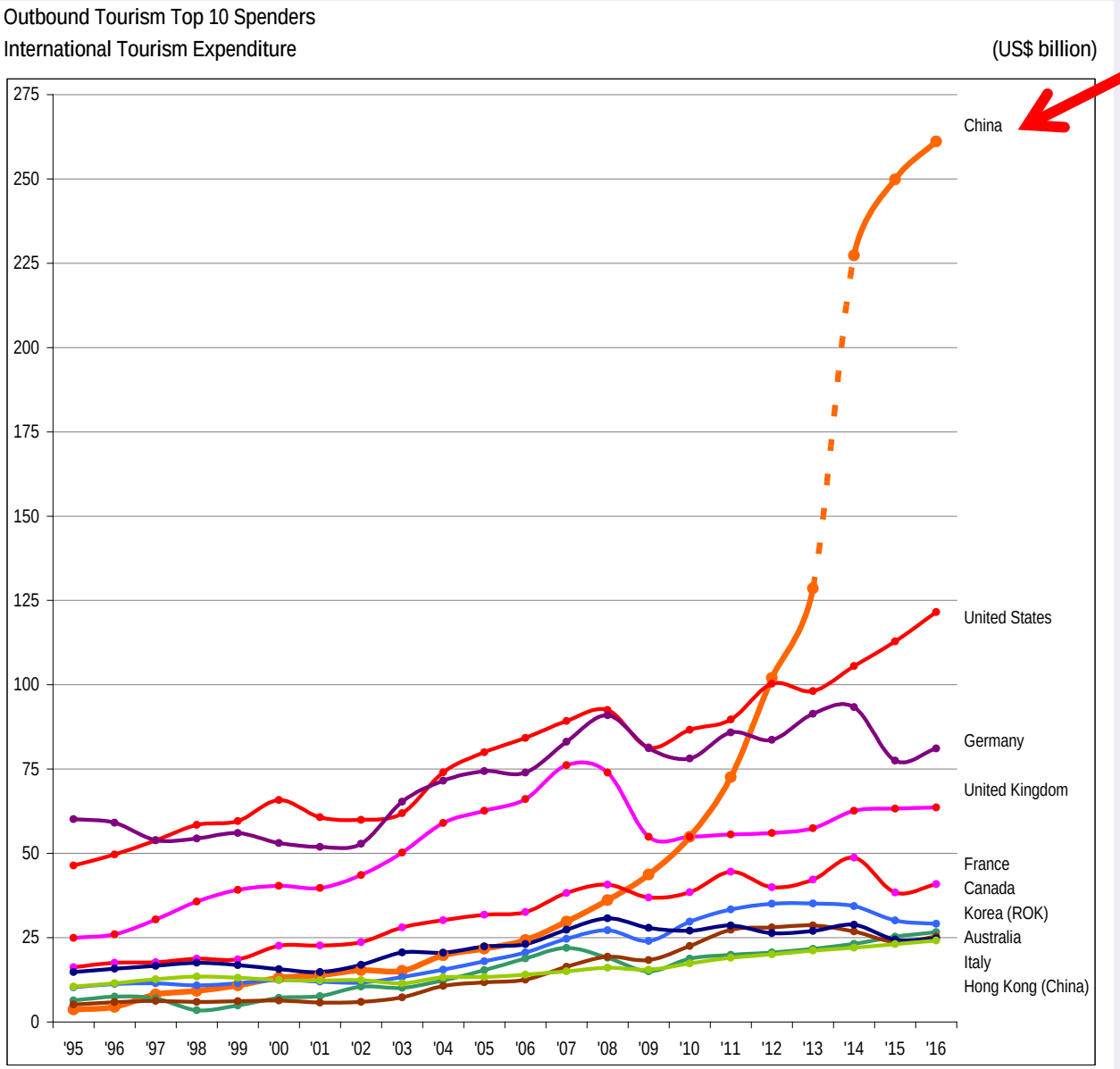
Source: World Tourism Organization (UNWTO)

Actual Trend vs. Tourism Towards 2030 projection
Asia and the Pacific



Source: World Tourism Organization (UNWTO)

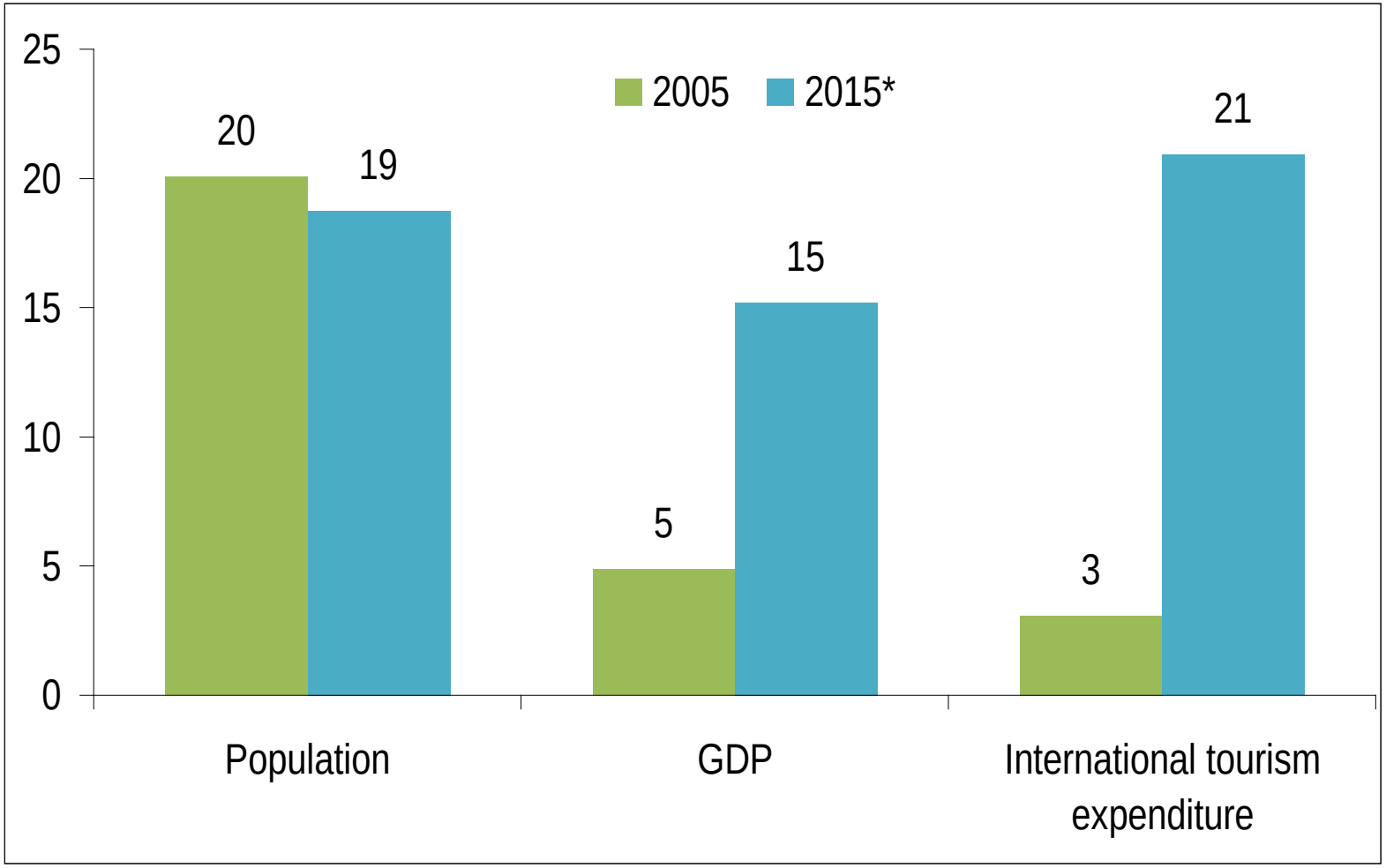
China became number 1 outbound market in 2012 and strong growth continues



Source: World Tourism Organization (UNWTO) ©

Growing prosperity

China share in the world



Asia Tourism Trends

To be presented at the “Global Tourism Economy Forum” in Macao, October (2017):

www.e-unwto.org/doi/book/

Past editions:

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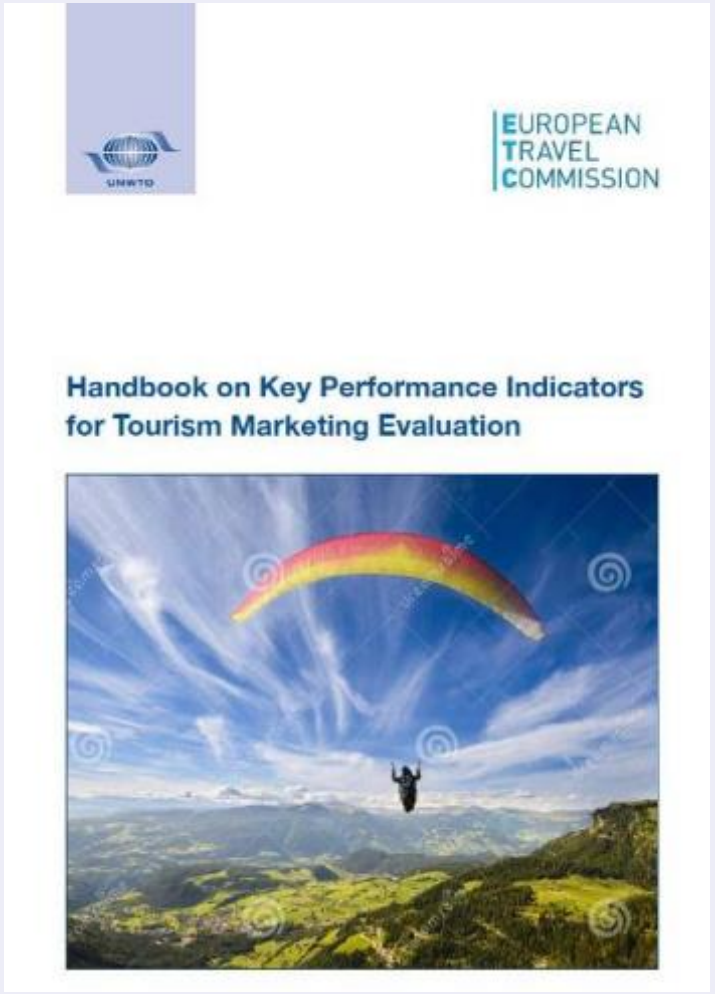

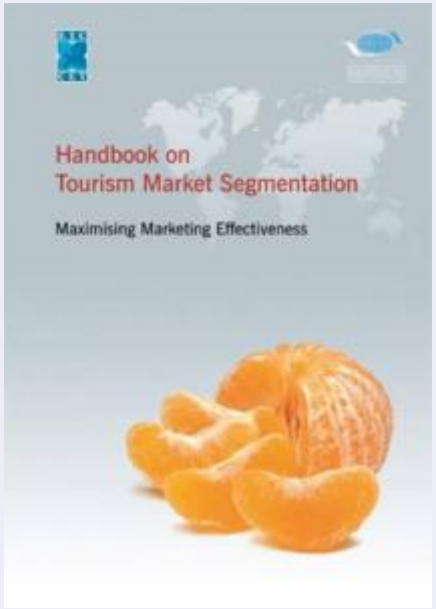

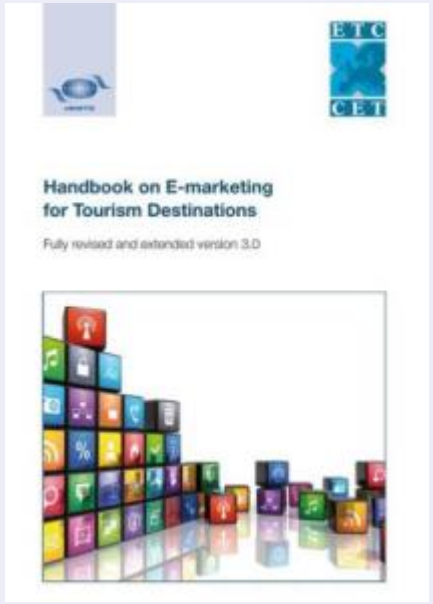

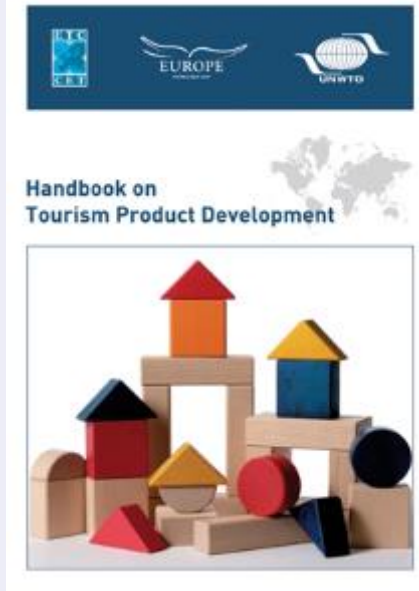

UNWTO

New platform tourism services
(or the Sharing economy)

- The report explores the phenomenon of new tourism services through digital platforms (the so-called Sharing economy)

- Survey:
  - UNWTO Member States, Affiliate Members and a selection of cities were invited to participate.
  - A Discussion Paper summarizing the key ideas was
  - 114 responses were received from all around the world

- Report presented at the 22nd UNWTO General Assembly in Chengdu, China (September 2017).

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Tourism Statistics »

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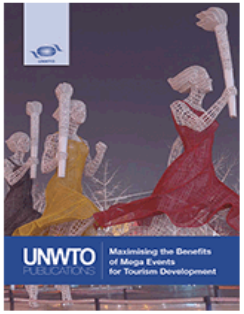

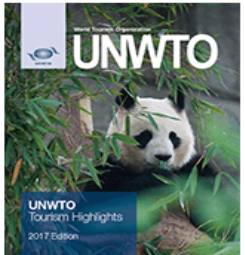

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