International Tourism Trends & Outlook
Drivers of Growth and change

Strong Economy
Two years of above average economic growth

Increased air capacity
+7% passengers = 4.4 billion

Lower air travel cost
Average return fare 61% lower than in 1998

Visa facilitation
Population share requiring traditional visa down from 75% in 1980 to 53% in 2018

Digital business models
+43% units in online short term rental platform in the last 2 years
Tourism: a pillar for development

- 1.4 billion international tourists, two years ahead of forecast
- 7% of total trade
- 1 in 10 jobs
- 10% GDP
- 22.3 US$ billion in FDI

1.7 US$ trillion exports
Downside Risks

- Slowing economy
- Brexit
- Geopolitical tensions
- Volatile exchange rates
- Oil prices
- Natural and manmade crisis
New Business models expanding

Holiday homes
Growth in all World regions

- **Americas**
  - Population: 217 million (+3%)
  - GDP: US$ 333 billion (0%)

- **Europe**
  - Population: 713 million (+6%)
  - GDP: US$ 571 billion (+5%)

- **Asia and the Pacific**
  - Population: 345 million (+6%)
  - GDP: US$ 433 billion (+7%)

- **Africa**
  - Population: 67 million (+7%)
  - GDP: US$ 38 billion (+1%)

- **Middle East**
  - Population: 60 million (+4%)
  - GDP: US$ 73 billion (+3%)
The Road Ahead

• Maximize the power of technology
• Ensure tourism’s benefits reach all nations and communities
• Increased consumer awareness and pressure on governments and companies to take action
• Effective measurement, planning and managing
• Better skills, jobs & adaptation
• To promote better destination measurement and management, create new and better jobs and spread tourism through the territory