



International Tourism Trends & Outlook



UNWTO
World Tourism Organization

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

1.7 US\$
trillion
exports

10%
GDP

1.4 billion
international
tourists two
years ahead
of forecast

22.3
US\$ billion
in FDI

1 in 10
jobs

7% of
total
trade

Downside Risks

Slowing economy

Brexit

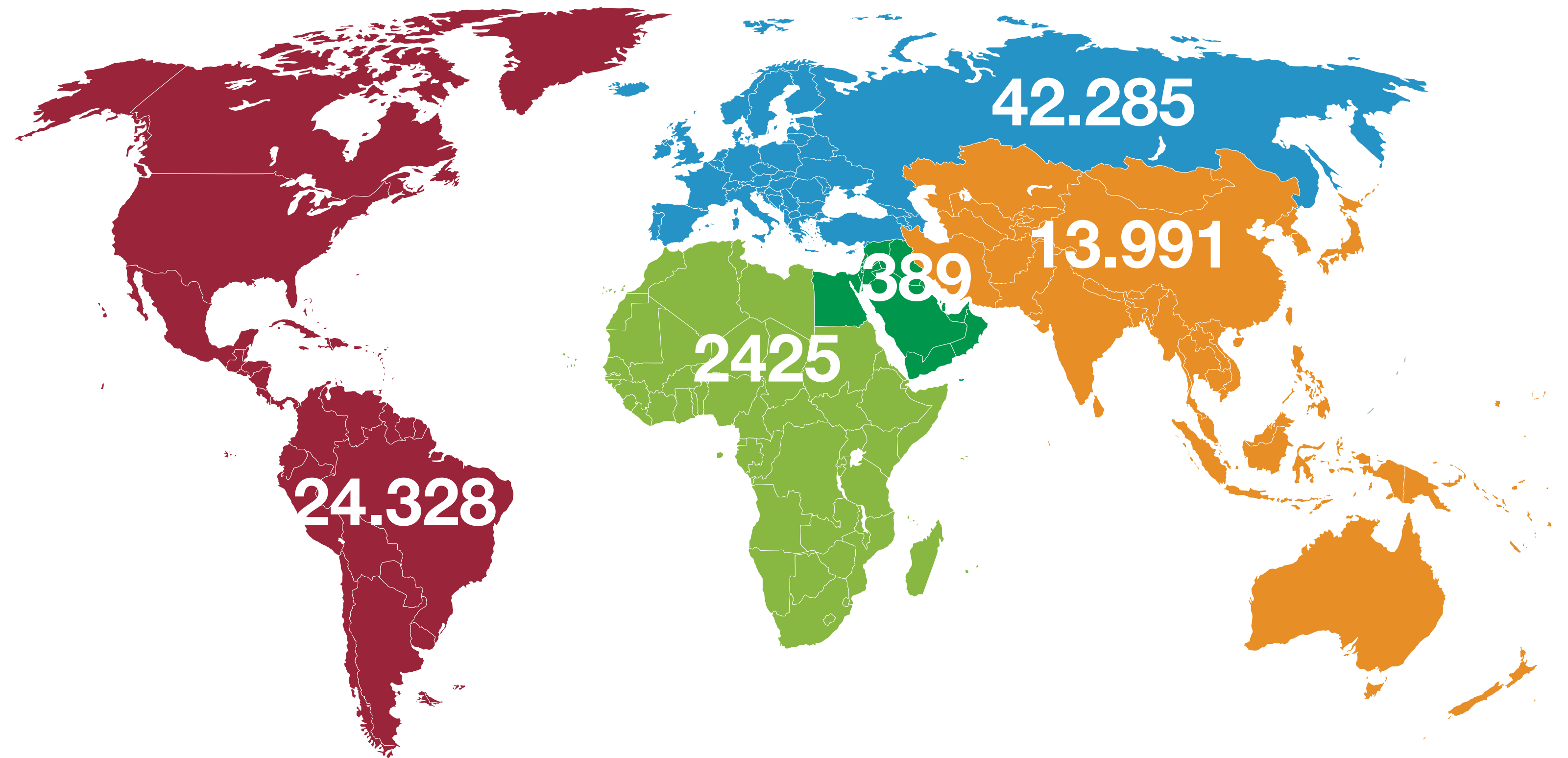
Geopolitical tensions

Volatile exchange rates

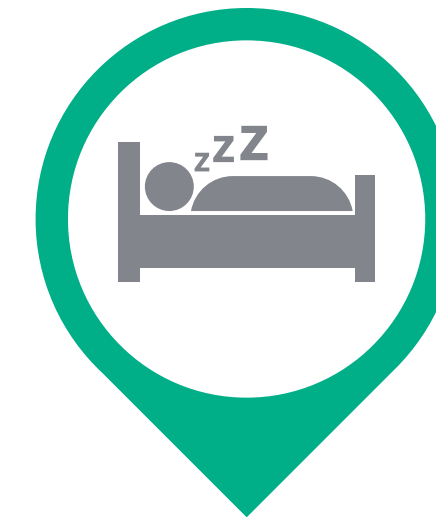
Oil prices

Natural and manmade crisis

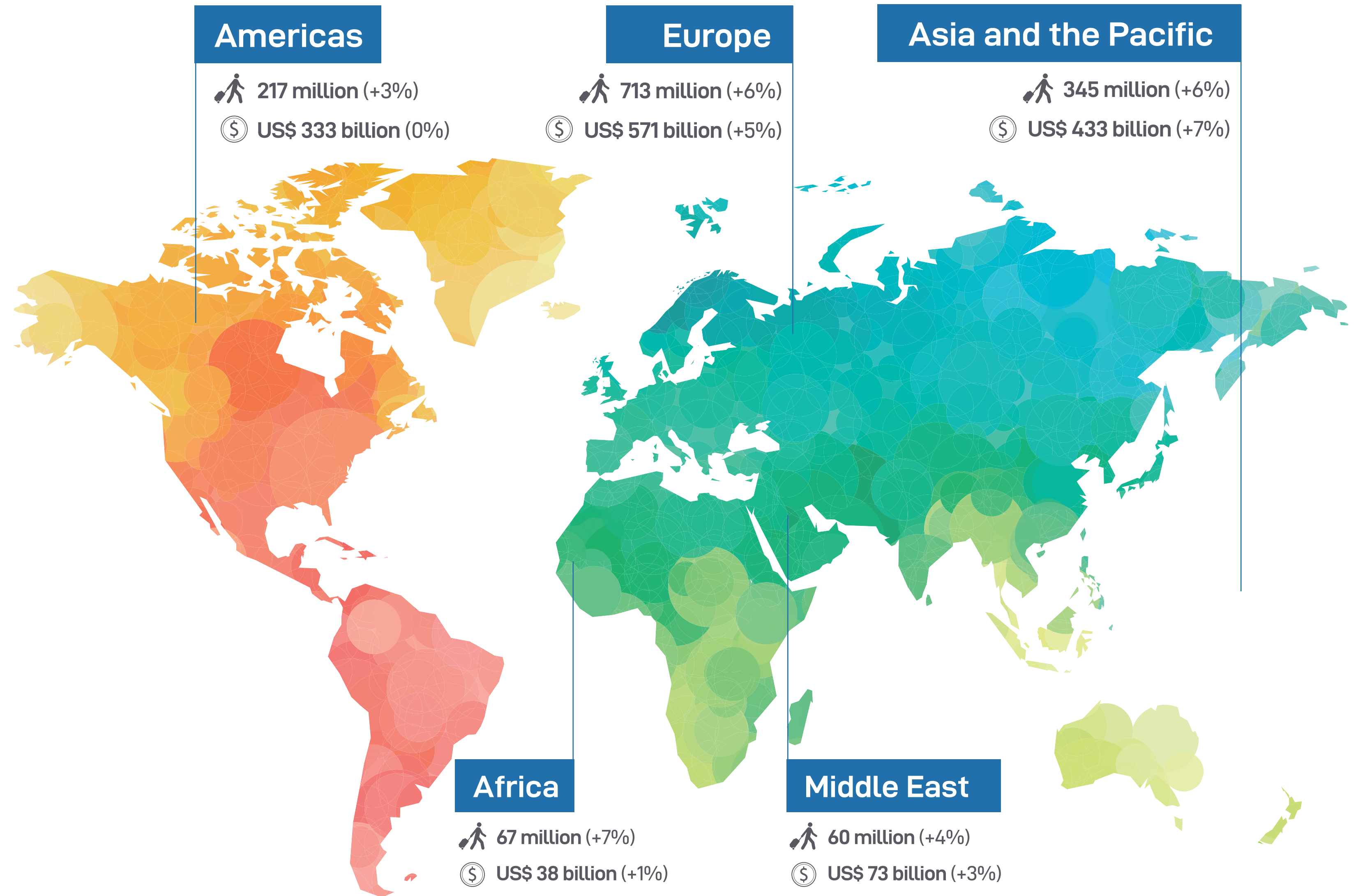
New Business models expanding



Holiday homes



Growth in all World regions



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**

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**Federal Agency
for Tourism**



 **ROSCONGRESS**