International tourism continues to grow above average in the first four months of 2016

2016 started on a strong note for international tourism. International tourist arrivals grew by 5% between January and April 2016 according to the short-term data analysed in this issued of UNWTO World Tourism Barometer. Results were robust across almost all subregions and many destinations reported double-digit growth. Prospects for May-August remain positive, with around 500 million tourists expected to travel abroad in the Northern Hemisphere summer holiday peak season.

Destinations worldwide received 348 million international tourists (overnight visitors) between January and April 2016, some 18 million more than the same period last year (+5.3%). This follows an increase of 4.6% in 2015, and could make 2016 the seventh consecutive year of above-average growth, with international arrivals increasing by 4% or more every year following the crisis in 2009.

By region, Asia and the Pacific (+9%) recorded the highest increase in international arrivals, with all Asian subregions enjoying growth of 7% or above. By subregion, Subsaharan Africa (+13%) led growth, strongly rebounding from previous years’ modest results.

UNWTO forecasts international tourist arrivals to increase by 3.5% to 4.5% over the full year 2016, in line with UNWTO’s long-term projection of 3.8% growth a year for the period 2010 to 2020.

Results by region

Asia and the Pacific (+9%) recorded the highest growth in international arrivals across world regions in January-April 2016, with robust results in all four subregions. South-East Asia and Oceania both achieved 10% growth, while arrivals in North-East Asia increased by 8% and in South Asia by 7%.

In Africa (+7%), international tourist arrivals experienced a clear rebound in Subsaharan Africa (+13%), while in North Africa results were down by 8%.

Volume 14 • July 2016

Contents

Inbound tourism: short-term trends 2016 6
Regional results 8
UNWTO Panel of Tourism Experts 14

Statistical Annex  Annex-1 to Annex-32

This issue of the UNWTO World Tourism Barometer and the accompanying Statistical Annex include a comprehensive analysis of international tourism receipts in 2015, as well as the top destinations by international tourist arrivals and receipts, and top source markets by international tourism expenditure. Furthermore, preliminary results are included for international tourism in the first months of 2016.

This release is available only in electronic format. The full document can be downloaded free of charge for members and subscribed institutions through the UNWTO elibrary at www.e-unwto.org/toc/wtobarometereng/current. The release is available in English only, while the Statistical Annex is provided 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/nn1422
Russian version: www.e-unwto.org/content/j62835
The UNWTO World Tourism Barometer is a publication of the World Tourism Organization (UNWTO). By monitoring short-term tourism trends on a regular basis, UNWTO aims to provide all those involved, directly or indirectly, in tourism with adequate up-to-date statistics and analysis in a timely fashion.

The UNWTO World Tourism Barometer is periodically updated. Issues contain as regular sections: an overview of short-term tourism data from destinations, generating countries and air transport; the results of the latest survey among the UNWTO Panel of Tourism Experts, providing an evaluation of and prospects for short-term tourism performance; and selected economic data relevant for tourism. The objective for future editions of the UNWTO World Tourism Barometer will be to broaden its scope and improve coverage gradually over time.

The UNWTO World Tourism Barometer is prepared by UNWTO’s Tourism Market Trends Programme. The UNWTO Secretariat wishes to express its sincere gratitude to all those who have participated in the elaboration of the UNWTO World Tourism Barometer, in particular all institutions that supplied data, and to the members of the UNWTO Panel of Tourism Experts for their valuable contributions.

For more information on the UNWTO World Tourism Barometer, including copies of previous issues, please refer to the Facts & Figures section on the UNWTO website at mkt.unwto.org.

We welcome your comments and suggestions at barom@unwto.org, tel +34 915678198 / fax +34 915678217.

The World Tourism Organization (UNWTO) is the United Nations specialized agency mandated with the promotion of responsible, sustainable and universally accessible tourism.

UNWTO’s membership includes 157 countries, 6 Associate Members, two Permanent Observers, and over 500 Affiliate Members representing the private sector, educational institutions, tourism associations and local tourism authorities.

Copyright © 2016 World Tourism Organization
Calle Capitán Haya, 42, 28020 Madrid, Spain

UNWTO World Tourism Barometer
ISSN: 1728-9246

Published and printed by the World Tourism Organization, Madrid, Spain - First printing: 2016 (version 19/07/16)
All rights reserved

The designations employed and the presentation of material in this publication do not imply the expression of any opinions whatsoever on the part of the Secretariat of the World Tourism Organization (UNWTO) concerning the legal status of any country, territory, city or area, or of its authorities or concerning the delimitation of its frontiers or boundaries.

All UNWTO publications are protected by copyright. Therefore and unless otherwise specified, no part of a UNWTO publication may be reproduced, stored in a retrieval system or utilized in any form or by any means, electronic or mechanical, including photocopying, microfilm, scanning, without prior permission in writing. UNWTO encourages dissemination of its work and is pleased to consider permissions, licensing, and translation requests related to UNWTO publications. For permission to photocopy UNWTO material, please refer to the UNWTO website at publications.unwto.org/content/rights-permissions.

The contents of this issue may be quoted, provided the source is given accurately and clearly. Distribution or reproduction in full is permitted for own or internal use only. Please do not post electronic copies on publicly accessible websites. UNWTO encourages you to include a link to the Facts & Figures section of the UNWTO website instead at mkt.unwto.org.

World Tourism Organization
Calle Capitán Haya 42, 28020 Madrid, Spain
Tel (34) 91 567 81 00 / Fax (34) 91 571 37 33
barom@unwto.org
Follow us on: 🌐️ 🌐️ 🌐️
www.unwto.org

Data collection for this issue was closed early July 2016.

The next issue of the UNWTO World Tourism Barometer is scheduled to be published in September 2016.
In the Americas (+6%), all four subregions continued to enjoy significant growth in the first four months of 2016, led by Central America and South America (both at +7%). Arrivals in the Caribbean (+6%) and North America (+5%) were fuelled by continued strong outbound demand from the United States, where tourism expenditure increased by 9% through May.

Europe (+4%), the world’s most visited region, consolidated its healthy growth of recent years with Northern Europe and Central and Eastern Europe (both at +6%) in the lead, followed by Southern and Mediterranean Europe (+4%) and Western Europe (+3%).

International tourist arrivals in the Middle East are estimated to have declined by 7% through April according to available information.

Results for both Africa and the Middle East should be read with caution, as they are based on currently limited data available for these regions.

Prospects remain positive

UNWTO estimates that some 500 million tourists will travel internationally between May and August 2016, the Northern Hemisphere summer holiday peak season, accounting for about 41% of the year’s total international tourist arrivals.

According to the UNWTO Tourism Confidence Index, prospects for May-August 2016 remain positive and in line with the performance of January-April. The Index shows confidence is highest in Europe, followed by the Americas.

Note: Results reflect preliminary data reported to date and are subject to revision.
### International Tourist Arrivals by (Sub)region

<table>
<thead>
<tr>
<th>Year</th>
<th>World</th>
<th>Advanced economies¹</th>
<th>Emerging economies¹</th>
<th>European North</th>
<th>Europe</th>
<th>Asia and the Pacific</th>
<th>Americas</th>
<th>Africa</th>
<th>South Asia</th>
</tr>
</thead>
<tbody>
<tr>
<td>2000</td>
<td>674</td>
<td>424</td>
<td>250</td>
<td>44.8</td>
<td>386.6</td>
<td>110.4</td>
<td>128.2</td>
<td>26.2</td>
<td>6.1</td>
</tr>
<tr>
<td>2005</td>
<td>809</td>
<td>470</td>
<td>339</td>
<td>59.9</td>
<td>453.2</td>
<td>154.0</td>
<td>91.5</td>
<td>34.8</td>
<td>8.2</td>
</tr>
<tr>
<td>2010</td>
<td>950</td>
<td>516</td>
<td>434</td>
<td>62.8</td>
<td>516.4</td>
<td>213.8</td>
<td>119.5</td>
<td>50.4</td>
<td>12.1</td>
</tr>
<tr>
<td>2011</td>
<td>994</td>
<td>541</td>
<td>453</td>
<td>64.5</td>
<td>541.1</td>
<td>233.8</td>
<td>91.9</td>
<td>54.8</td>
<td>13.3</td>
</tr>
<tr>
<td>2012</td>
<td>1,040</td>
<td>562</td>
<td>453</td>
<td>65.6</td>
<td>567.1</td>
<td>259.9</td>
<td>104.5</td>
<td>54.8</td>
<td>16.2</td>
</tr>
<tr>
<td>2013</td>
<td>1,088</td>
<td>588</td>
<td>478</td>
<td>67.2</td>
<td>517.1</td>
<td>264.9</td>
<td>133.3</td>
<td>54.8</td>
<td>18.9</td>
</tr>
<tr>
<td>2014</td>
<td>1,134</td>
<td>622</td>
<td>500</td>
<td>70.8</td>
<td>580.2</td>
<td>264.3</td>
<td>150.2</td>
<td>54.8</td>
<td>21.9</td>
</tr>
<tr>
<td>2015</td>
<td>1,186</td>
<td>653</td>
<td>512</td>
<td>75.9</td>
<td>607.6</td>
<td>279.2</td>
<td>181.9</td>
<td>54.8</td>
<td>25.2</td>
</tr>
</tbody>
</table>

### Outlook for International Tourist Arrivals

<table>
<thead>
<tr>
<th>Year</th>
<th>2008</th>
<th>2009</th>
<th>2010</th>
<th>2011</th>
<th>2012</th>
<th>2013</th>
<th>2014</th>
<th>2015</th>
</tr>
</thead>
<tbody>
<tr>
<td>World</td>
<td>1.9%</td>
<td>-3.9%</td>
<td>6.5%</td>
<td>4.6%</td>
<td>4.7%</td>
<td>4.6%</td>
<td>4.2%</td>
<td>4.6%</td>
</tr>
<tr>
<td>Europe</td>
<td>0.3%</td>
<td>-5.1%</td>
<td>3.1%</td>
<td>6.4%</td>
<td>3.9%</td>
<td>4.8%</td>
<td>2.3%</td>
<td>4.7%</td>
</tr>
<tr>
<td>Asia and the Pacific</td>
<td>1.1%</td>
<td>-1.6%</td>
<td>13.2%</td>
<td>6.2%</td>
<td>7.1%</td>
<td>6.9%</td>
<td>5.7%</td>
<td>5.6%</td>
</tr>
<tr>
<td>Americas</td>
<td>2.7%</td>
<td>-4.7%</td>
<td>6.3%</td>
<td>3.6%</td>
<td>4.5%</td>
<td>3.0%</td>
<td>8.5%</td>
<td>5.9%</td>
</tr>
<tr>
<td>Africa</td>
<td>2.9%</td>
<td>4.5%</td>
<td>9.3%</td>
<td>-0.7%</td>
<td>4.6%</td>
<td>4.4%</td>
<td>1.1%</td>
<td>-3.3%</td>
</tr>
<tr>
<td>Middle East</td>
<td>20.0%</td>
<td>-5.4%</td>
<td>13.1%</td>
<td>-9.6%</td>
<td>2.2%</td>
<td>-2.9%</td>
<td>6.7%</td>
<td>1.7%</td>
</tr>
</tbody>
</table>

Source: World Tourism Organization (UNWTO) © (Data as collected by UNWTO July 2016)
The detailed information in the continuation of the UNWTO World Tourism Barometer and its Statistical Annex is not included in the complimentary excerpt of this document.

The full document is available in electronic format for sale and free of charge for UNWTO members and subscribed institutions through the UNWTO elibrary at www.e-unwto.org/content/w83v37.

For more information on the UNWTO World Tourism Barometer, please refer to the Facts & Figures section on the UNWTO website at mkt.unwto.org.

Copyright © 2016 World Tourism Organization

UNWTO has released its UNWTO Tourism Highlights, 2016 Edition, presenting a concise overview of international tourism in the world based on the results of the year 2015.

UNWTO Tourism Highlights aims to provide a consolidated set of key figures and trends for international tourism in the year prior to its date of publication. The 2016 Edition presents in 16 pages a snapshot of international tourism in the world for 2015 based on the latest available information collected from national sources. Trends and results are analyzed for the world, regions and major regional destinations, with statistics included on international tourist arrivals and international tourism receipts. Furthermore, it provides the ranking of top tourism destinations by arrivals and receipts, as well as information on outbound tourism generating regions and a list of top source markets in terms of spending.

Electronic copies can be downloaded in English, Spanish, French and Japanese free of charge from http://mkt.unwto.org/highlights
UNWTO World Tourism Barometer

The UNWTO World Tourism Barometer and accompanying Statistical Annex aim to provide tourism stakeholders with up-to-date statistics and analysis in a timely fashion. The information is updated six times a year and covers short-term tourism trends, including a retrospective and prospective assessment of current tourism performance by the UNWTO Panel of Tourism Experts.

Available in English, with the Statistical Annex also available in French, Spanish and Russian.

Tourism in the Mediterranean, 2015 edition

The new UNWTO Tourism Trends Snapshot series provides a closer look at selected tourism topics. The first issue Tourism in the Mediterranean, 2015 edition provides insight into the general trends in terms of arrivals and receipts in the Mediterranean region, the performance of the individual destinations, the long-term trends up to 2030 as well as the opportunities and challenges.

Available in English.

Outbound Travel Market studies:

Key Outbound Tourism Markets in South-East Asia
The Indian Outbound Travel Market
The Russian Outbound Travel Market
The Middle East Outbound Travel Market
The Chinese Outbound Travel Market

The Outbound Travel Market series offers a unique insight into fast-growing source markets around the world. UNWTO and ETC have analysed the key outbound markets of China, Brazil, the Russian Federation, India and the Middle East. Jointly with Tourism Australia, UNWTO has covered the key South-East Asian markets of Indonesia, Malaysia, Singapore, Thailand and Vietnam.

Available in English.

Outbound Travel Market studies:

Understanding Russian Outbound Tourism
Understanding Brazilian Outbound Tourism
Understanding Chinese Outbound Tourism

The innovative UNWTO/ETC Understanding Outbound Tourism Netnographic series explores the behaviour and mind-set of outbound travellers based on internet and social media activity.

Available in English.

The easy way to obtain UNWTO publications in print or electronic format and download full catalogue: publications.unwto.org