



World Tourism Barometer

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Continued healthy growth in international tourism in the first nine months of 2018

- International tourist arrivals (overnight visitors) grew 5% in the first nine months of 2018 over the same period last year, reflecting a continued strong economic situation globally.
- The 5% growth consolidated the results of 2017 (+7%), yet growth somewhat slowed down through the third quarter compared to the strong first months of 2018. The same trend is seen in terms of global economic growth softening.
- All world regions enjoyed robust growth in the first nine months of this year, fuelled by strong demand from major source markets.
- Asia and the Pacific led growth in January-September 2018, with arrivals increasing 7%. Europe and the Middle East also recorded sound results with 6% growth, while Africa saw a 5% increase. The Americas grew more modestly at 3% this nine-month period.
- Preliminary data on international tourism receipts confirm the positive trend seen in international tourist arrivals, with particularly strong results in Asian and European destinations.
- Among the top 20 world spenders on outbound tourism, France, the United Kingdom, Australia, the Russian Federation, Spain, and India all posted double-digit growth in expenditure.

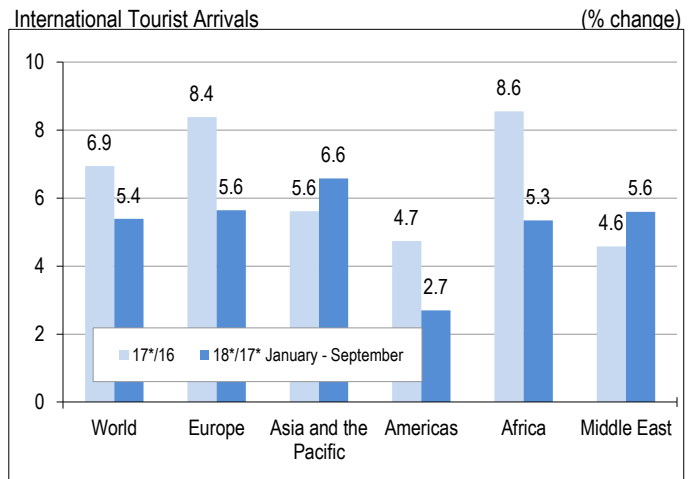
Key figures

International tourist arrivals	2017	Jan-Sept 2018
World	+6.9%	+5.4%
Europe	+8.4%	+5.6%
Asia and the Pacific	+5.6%	+6.6%
Americas	+4.7%	+2.7%
Africa	+8.6%	+5.3%
Middle East	+4.6%	+5.6%

Source: UNWTO

(Data as collected by UNWTO, November 2018)

Provisional data based on information to date.



Source: World Tourism Organization (UNWTO) ©

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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 158 countries, 6 Associate Members, two Permanent Observers, and over 500 Affiliate Members representing the private sector, educational institutions, tourism associations and local tourism authorities.

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About the UNWTO World Tourism Barometer

The *UNWTO World Tourism Barometer* is a publication of the World Tourism Organization (UNWTO) that monitors short-term tourism trends on a regular basis to provide global tourism stakeholders with up-to-date analysis on international tourism.

The information is updated several times a year and includes an analysis of the latest data on tourism destinations (inbound tourism) and source markets (outbound tourism). The Barometer also includes a Confidence Index based on the UNWTO Panel of Tourism Experts survey, which provides an evaluation of recent performance and short-term prospects on international tourism.

The UNWTO Secretariat wishes to express its gratitude to those who have contributed to the production of this UNWTO World Tourism Barometer, in particular to institutions that supplied data, and to the members of the UNWTO Panel of Tourism Experts for their valuable feedback and analysis.

For more information including copies of previous issues, please visit: mkt.unwto.org/barometer

We welcome your comments and suggestions at barom@unwto.org.



Data collection for this issue was closed end of November 2018.

The next issue of the UNWTO World Tourism Barometer is scheduled to be published on the occasion of the Spanish tourism fair *Fitur* (23-27 January 2019).

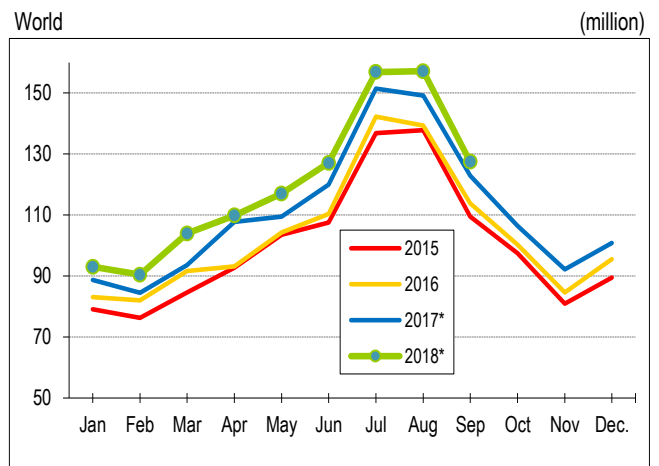
Pages 1-4 of this document constitute the **Excerpt** of the *UNWTO World Tourism Barometer*. The full document is available free of charge for UNWTO Members and subscribers from the UNWTO elibrary at <http://mkt.unwto.org/barometer>. This release is available in English, while the Statistical Annex is provided in English, French, Spanish and Russian.

International tourist arrivals January - September 2018

International arrivals grew 5% in the first nine months of 2018

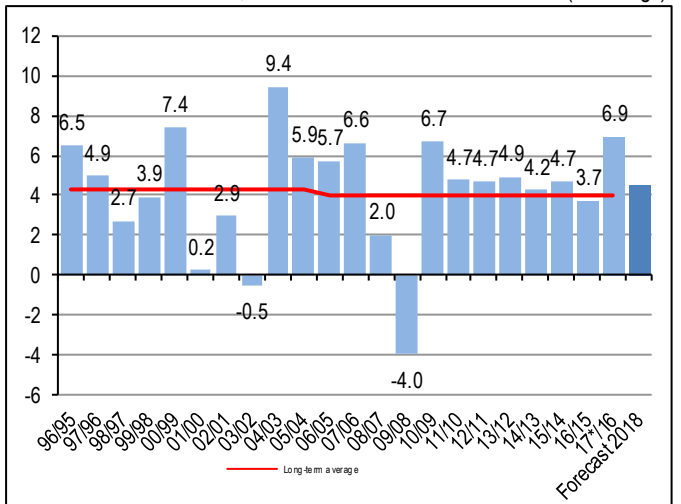
- International tourist arrivals (overnight visitors) increased 5% in January-September 2018 compared to the same period last year, according to available data.
- This represents a continuation of the strong results of recent years, exceeding the rate of 4% or higher growth recorded every year since 2010.
- UNWTO estimates that destinations worldwide received 1,083 million international tourist arrivals between January and September 2018, 56 million more than in the same period of 2017.
- However, growth is returning to more sustainable levels, following the remarkable 7% rate recorded in 2017, the highest increase since 2010.
- Demand remained solid overall in the third quarter of 2018 (July-September), though was comparatively weaker than in the first half of 2018.
- 2018 results are in line with UNWTO's forecast of +4% to +5% for the year 2018, as reported in the January edition of the *UNWTO World Tourism Barometer*.
- All regions enjoyed an increase in international arrivals, led by Asia and the Pacific (+7%) and followed by Europe and the Middle East (both +6%), Africa (+5%) and the Americas (+3%).
- A total of 139 countries have so far reported data on international tourist arrivals for three or more months of 2018 (out of 220). Of these, 83% reported an increase in arrivals while 17% posted a decrease in arrivals.
- The first nine months of the year usually account for about 77% of total annual international arrivals, as it includes the Northern Hemisphere high season months of July and August.

International Tourist Arrivals by month



Source: World Tourism Organization (UNWTO) ©

International Tourist Arrivals, World



Source: World Tourism Organization (UNWTO) ©

International Tourist Arrivals by (Sub)region

	Full year						Share	Change		Monthly/quarterly data series (percentage change over same period of the previous year)										
	2000	2005	2010	2015	2016	2017*		2017*	16/15	17*/16	2018*							2017**		
	(million)						(%)	(%)		YTD	Q1	Q2	Q3	Jul	Aug	Sep	Q1	Q2	Q3	Q4
World	680	809	952	1,196	1,240	1,326	100	3.7	6.9	5.4	7.7	5.0	4.2	3.6	5.4	3.7	3.9	9.6	7.1	6.8
Advanced economies ¹	430	469	515	655	686	730	55.0	4.8	6.3	4.6	7.5	4.0	3.4	3.3	4.7	1.8	4.7	9.0	6.0	5.9
Emerging economies ¹	250	339	437	541	554	597	45.0	2.4	7.7	6.4	7.9	6.2	5.5	4.1	6.3	6.3	3.2	10.3	8.7	7.7
<i>By UNWTO regions:</i>																				
<i>Europe</i>	392.9	452.7	487.7	605.8	619.8	671.7	50.6	2.3	8.4	5.6	8.7	5.3	4.6	4.2	5.3	4.0	4.2	11.3	9.2	7.7
Northern Europe	44.8	54.7	56.6	69.8	73.8	78.3	5.9	5.8	6.0	0.1	0.5	-1.7	1.2	2.2	0.9	0.2	9.0	10.2	4.7	0.8
Western Europe	139.7	141.7	154.4	181.5	181.6	192.7	14.5	0.0	6.1	6.0	11.4	3.9	5.0	4.8	6.1	3.6	1.0	10.6	4.9	7.5
Central/Eastern Eur.	69.6	95.3	98.6	123.1	127.3	133.2	10.0	3.4	4.6	6.1	8.0	6.1	5.1	5.3	5.6	4.4	3.3	5.9	5.5	8.1
Southern/Medit. Eur.	139.0	161.1	178.1	231.4	237.1	267.5	20.2	2.4	12.8	6.8	9.9	8.0	4.9	4.0	5.8	4.8	6.2	15.0	15.2	9.9
- of which EU-28	336.8	367.5	383.0	478.6	500.4	538.6	40.6	4.6	7.6	4.4	7.5	3.7	3.6	3.5	4.3	2.6	5.0	11.2	7.7	6.2
<i>Asia and the Pacific</i>	110.4	154.1	208.2	284.1	305.9	323.0	24.4	7.7	5.6	6.6	8.3	6.8	4.7	4.3	6.7	2.9	5.5	5.8	4.1	7.0
North-East Asia	58.4	85.9	111.5	142.1	154.3	159.5	12.0	8.6	3.4	5.7	5.6	7.1	4.4	3.7	7.9	1.5	5.7	3.1	0.5	4.5
South-East Asia	36.3	49.0	70.5	104.2	110.8	120.4	9.1	6.3	8.7	8.3	11.3	8.1	5.4	5.4	5.6	5.3	6.4	10.1	8.3	10.0
Oceania	9.6	10.9	11.5	14.3	15.6	16.6	1.3	9.5	6.0	3.2	6.6	-0.2	2.7	1.7	4.1	2.3	4.5	11.3	5.1	4.5
South Asia	6.1	8.3	14.7	23.5	25.1	26.6	2.0	7.0	5.6	5.9	11.0	2.3	3.6	4.1	5.5	0.9	1.0	1.3	7.7	11.1
<i>Americas</i>	128.2	133.3	150.4	194.1	201.3	210.9	15.9	3.7	4.7	2.7	6.1	1.0	1.0	-1.1	2.8	2.2	2.9	8.8	4.0	3.8
North America	91.5	89.9	99.5	127.8	131.5	137.0	10.3	2.8	4.2	4.7	9.3	3.0	2.8	0.7	4.9	2.8	1.6	6.7	3.2	5.3
Caribbean	17.1	18.8	19.5	24.1	25.4	26.1	2.0	5.2	2.8	-8.3	-9.4	-9.6	-5.5	-9.6	-7.3	5.5	3.1	13.7	5.3	-11.9
Central America	4.3	6.3	7.8	10.2	10.6	11.1	0.8	3.4	4.6	-1.5	5.5	-7.0	-3.7	-6.0	-0.4	-4.6	3.3	12.6	3.1	0.5
South America	15.3	18.3	23.6	31.9	33.9	36.7	2.8	6.3	8.1	4.8	8.6	4.8	-0.1	-0.6	0.8	-0.5	6.3	12.9	7.0	10.0
<i>Africa</i>	26.2	34.8	50.4	53.5	57.7	62.6	4.7	7.7	8.6	5.3	5.4	5.6	5.1	3.2	6.1	6.5	3.7	11.2	8.4	5.9
North Africa	10.2	13.9	19.7	18.0	18.9	21.7	1.6	5.0	14.7	7.3	2.2	13.6	6.0	3.4	6.2	10.5	17.4	17.3	12.9	14.1
Subsaharan Africa	16.0	20.9	30.7	35.5	38.8	40.9	3.1	9.1	5.6	4.2	6.7	1.4	4.5	3.1	6.0	4.4	-1.1	8.2	5.2	2.5
<i>Middle East</i>	22.4	33.7	55.4	58.1	55.5	58.1	4.4	-4.4	4.6	5.6	4.9	4.2	7.8	10.7	8.2	5.5	-2.3	10.5	0.3	9.8

Source: World Tourism Organization (UNWTO) ©

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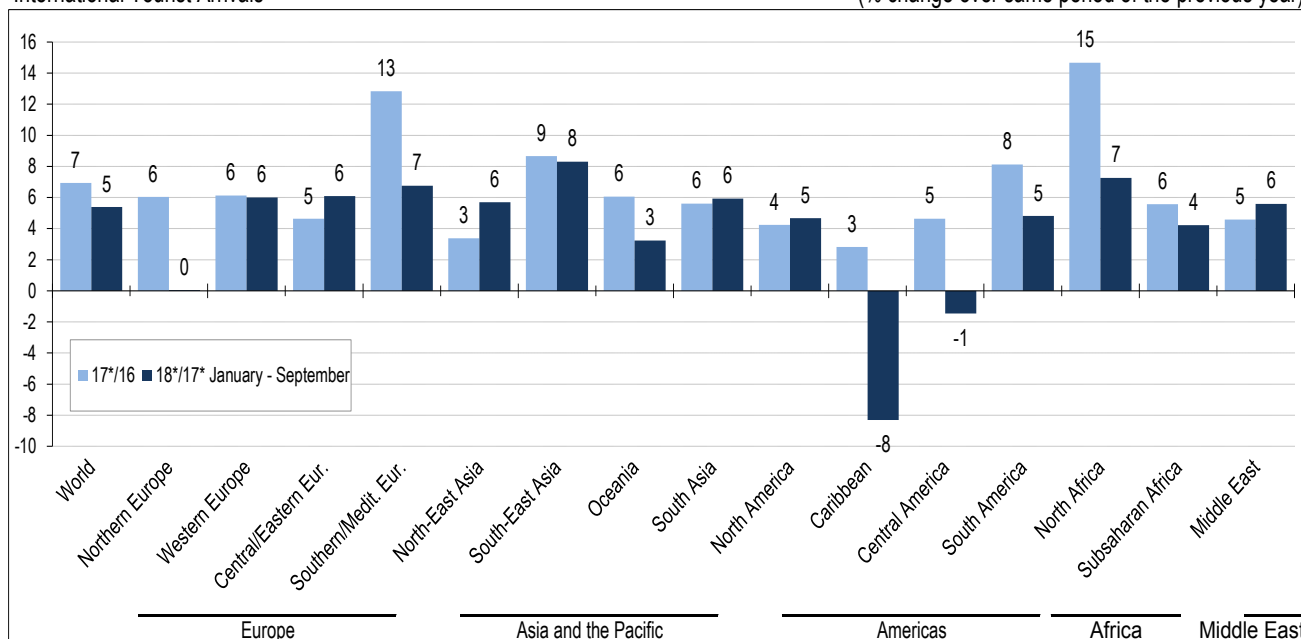
¹ Classification based on the International Monetary Fund (IMF), see the Statistical Annex of the IMF World Economic Outlook of April 2016, page 146,

at www.imf.org/external/ns/cs.aspx?id=29.

See box in page 'Annex-1' for explanation of abbreviations and symbols used

International Tourist Arrivals

(% change over same period of the previous year)



Source: World Tourism Organization (UNWTO) ©



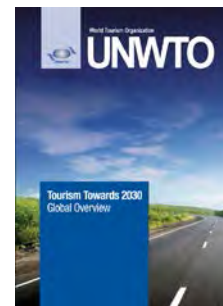
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EU Short-Term Tourism Trends



Compendium of Tourism Statistics
Yearbook of Tourism Statistics



Tourism Towards 2030



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- Marketing Transnational Tourism Themes and Routes
- Key Performance Indicators for Tourism Marketing Evaluation
- E-Marketing for Tourism Destinations
- Tourism Product Development
- Tourism Destination Branding



Outbound Travel Market studies:

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



European Union Tourism Trends



UNWTO/GTERC Asia Tourism Trends,
2018 Edition



'Overtourism'?
Understanding and Managing Urban
Tourism Growth beyond Perceptions



New Platform Tourism Services
(or the so-called Sharing Economy)
– Understand, rethink and adapt –