



International tourist arrivals up 4% and reach a record 1.2 billion in 2015

International tourist arrivals grew by 4.4% in 2015 to reach a total of 1,184 million in 2015, according to this Advance Release of the *UNWTO World Tourism Barometer*. Some 50 million more tourists (overnight visitors) travelled to international destinations around the world last year as compared to 2014.

2015 marks the 6th consecutive year of above-average growth, with international arrivals increasing by 4% or more every year since the post-crisis year of 2010.

"International tourism reached new heights in 2015. The robust performance of the sector is contributing to economic growth and job creation in many parts of the world. It is thus critical for countries to promote policies that foster the continued growth of tourism, including travel facilitation, human resources development and sustainability" said UNWTO Secretary-General, Taleb Rifai.

but also to maximise the sector's ability to support security and facilitation, as seamless and safe travel can and should go hand in hand", added Mr Rifai.

Growth in advanced economy destinations (+5%) exceeded that of emerging economies (+4%), boosted by the solid results of Europe (+5%).

By region, Europe, the Americas and Asia and the Pacific all recorded around 5% growth in 2015. Arrivals to the Middle East increased by 3% while in Africa, limited data available, points to an estimated 3% decrease, mostly due to weak results in North Africa, which accounts for over one third of arrivals in the region.

Advance Release (excerpt), January 2016

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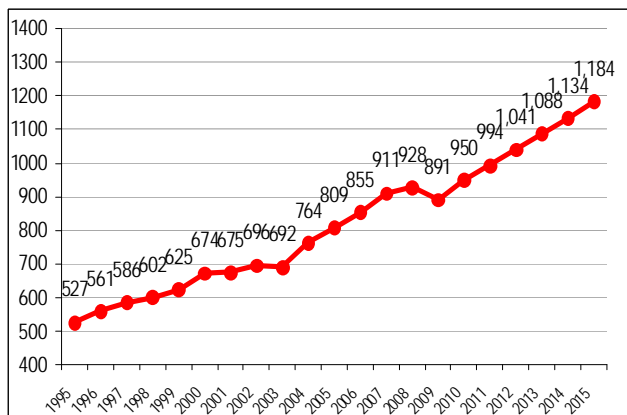
This Advance Release and the accompanying Statistical Annex of the *UNWTO World Tourism Barometer* present preliminary full year results for international tourism in 2015 based on data for international overnight visitors reported by destinations around the world. This analysis is complemented by data on receipts from international tourism reported by destinations around the world, as well on international tourism expenditure data for source markets for the first part of 2015.

Furthermore, this issue includes an outlook for 2016 based on current trends and the assessment by the UNWTO Panel of Tourism Experts. Finally, it presents an overview of booking trends for the first four months of 2016 based on business intelligence tool Forwardkeys.

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/rn1422
Russian version: www.e-unwto.org/content/j62835

World: Inbound Tourism
International Tourist Arrivals

(million)



Source: World Tourism Organization (UNWTO) ©

Demand was strong overall, though with mixed results across individual destinations due to unusually strong exchange rate fluctuations, the drop in oil prices and other commodities which increased disposable income in importing countries but weakened demand in exporters, as well as increased safety and security concerns.

"2015 results were influenced by exchange rates, oil prices and natural and manmade crises in many parts of the world. As the current environment highlights in a particular manner the issues of safety and security, we should recall that tourism development greatly depends upon our collective capacity to promote safe, secure and seamless travel. In this respect, UNWTO urges governments to include tourism administrations in their national security planning, structures and procedures, not only to ensure that the sector's exposure to threats is minimised

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 www.unwto.org/facts/menu.html.

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, six Associate Members, two Permanent Observers, and over 480 Affiliate Members representing the private sector, educational institutions, tourism associations and local tourism authorities.

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Data collection for this Advance Release was closed mid January 2016.

The next issue of the *UNWTO World Tourism Barometer* with more comprehensive results by country is scheduled for beginning of March on the occasion of the German tourism fair ITB Berlin (9-13 March 2016).

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

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[Continuation from page 1]

Positive prospects for 2016

Results from the UNWTO Confidence Index remain largely positive about 2016, though at a level slightly below that of the previous two years. Based on the current trend and this outlook, UNWTO projects international tourist arrivals to grow by 4% worldwide in 2016.

By region, growth is expected to be stronger in Asia and the Pacific (+4% to +5%) and the Americas (+4% to +5%), followed by Europe (+3.5% to +4.5%). The projections for Africa (+2% to 5%) and the Middle East (+2% to +5%) are positive, though with a larger degree of uncertainty and volatility.

Regional Results

Europe (+5%) led growth in absolute and relative terms supported by a weaker euro vis-à-vis the US dollar and other main currencies. Arrivals reached 609 million, or 29 million more than in 2014. Central and Eastern Europe (+6%) rebounded from last year's decrease in arrivals. Northern Europe (+6%), Southern Mediterranean Europe (+5%) and Western Europe (+4%) also recorded sound results, especially considering the many mature destinations they comprise.

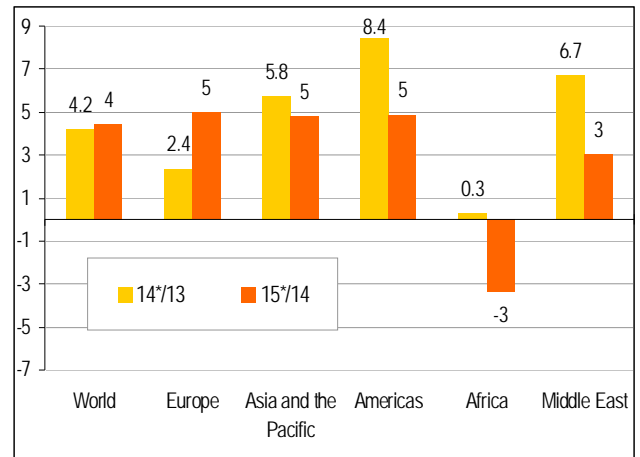
Asia and the Pacific (+5%) recorded 13 million more international tourist arrivals last year to reach 277 million, with uneven results across destinations. Oceania (+7%) and South-East Asia (+5%) led growth, while South Asia and in North-East Asia recorded an increase of 4%.

International tourist arrivals in the Americas (+5%) grew 9 million to reach 191 million, consolidating the strong results of 2014. The appreciation of the US dollar stimulated outbound travel from the United States, benefiting the Caribbean and Central America, both recording 7% growth. Results in South America and North America (both at +4%) were close to the average.

International tourist arrivals in the Middle East grew by an estimated 3% to a total of 54 million, consolidating the recovery initiated in 2014.

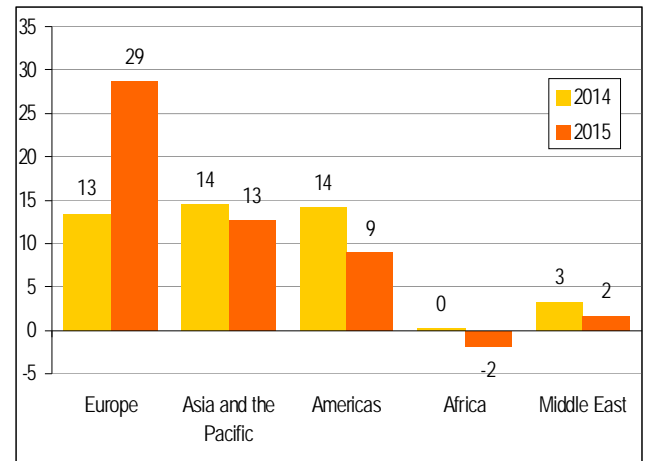
Limited available data for Africa points to a 3% decrease in international arrivals, reaching a total of 53 million. In North Africa arrivals declined by 8% and in Sub-Saharan Africa by 1%, though the latter returned to positive growth in the second half of the year. (Results for both Africa and Middle East should be read with caution as it is based on limited available data)

International Tourist Arrivals (% change)



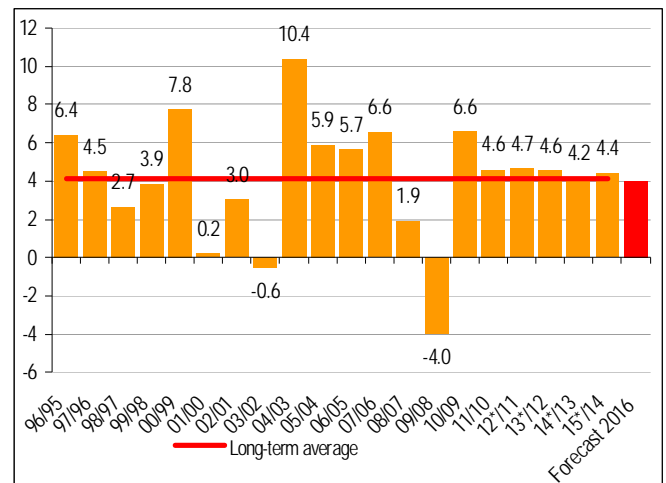
Source: World Tourism Organization (UNWTO) ©

International Tourist Arrivals (absolute change, million)



Source: World Tourism Organization (UNWTO) ©

International Tourist Arrivals, World (% change)



Source: World Tourism Organization (UNWTO) ©

International Tourist Arrivals by (Sub)region

	Full year						Share 2015* (%)	Change Monthly/quarterly data series (percentage change over same period of the previous year)														
	2000	2005	2010	2013	2014	2015*		14/13	15*/14	2015*								2014*				
	(million)							14/13		15*/14		Q1	Q2	Q3	Q4	Aug	Sep	Oct	Nov	Dec	Q1	Q2
World	674	809	950	1,088	1,134	1,184	100	4.2	4.4	5.2	3.7	4.7	4.2	3.0	4.4	4.7	4.1	3.8	3.1	5.6	3.4	4.9
Advanced economies ¹	420	466	513	585	619	648	54.7	5.8	4.7	4.8	4.8	4.3	4.7	3.0	3.8	5.3	4.4	4.2	4.6	7.6	4.7	6.1
Emerging economies ¹	254	343	437	503	515	536	45.3	2.3	4.1	5.6	2.3	5.1	3.8	3.0	5.2	4.1	3.8	3.5	1.7	3.2	1.5	3.6
<i>By UNWTO regions:</i>																						
Europe	386.6	453.2	489.4	566.8	580.3	609.1	51.4	2.4	5.0	5.8	4.4	5.4	4.2	4.1	3.8	4.4	4.7	3.6	1.7	3.4	1.5	2.4
Northern Europe	44.8	59.9	62.8	67.2	70.8	75.3	6.4	5.3	6.3	4.2	5.4	6.9	8.3	5.9	5.6	10.6	7.7	6.3	5.7	7.8	4.6	3.0
Western Europe	139.7	141.7	154.4	170.8	174.5	180.9	15.3	2.2	3.7	4.0	3.7	4.8	1.0	2.0	3.3	1.7	0.9	0.4	-0.7	4.7	1.1	3.6
Central/Eastern Eu.	69.6	95.3	98.9	127.8	120.1	127.8	10.8	-6.0	6.4	8.2	5.3	7.2	5.3	8.4	6.2	4.7	5.5	5.6	-1.0	-7.1	-11.2	-4.4
Southern/Medit. Europe	132.6	156.4	173.3	201.0	214.9	225.1	19.0	6.9	4.8	6.6	4.1	4.6	4.7	3.5	2.5	4.5	5.8	4.0	5.0	7.3	7.6	6.4
- of which EU-28	330.5	367.9	384.3	433.1	454.2	478.3	40.4	4.9	5.3	5.6	5.6	5.4	4.6	4.1	3.7	5.2	4.9	3.5	2.4	6.0	4.4	5.2
Asia and the Pacific	110.4	154.0	205.5	249.9	264.4	277.0	23.4	5.8	4.8	4.1	5.0	4.7	5.3	4.7	5.6	5.2	6.0	4.7	6.0	6.6	4.0	6.2
North-East Asia	58.3	85.9	111.5	127.0	136.3	142.3	12.0	7.3	4.4	4.5	4.6	1.6	6.9	2.1	5.8	8.0	6.6	6.0	5.2	8.6	6.4	9.0
South-East Asia	36.3	49.0	70.5	94.5	97.3	102.2	8.6	3.0	5.1	3.2	5.8	8.9	2.9	9.0	4.8	1.7	4.7	2.4	5.7	1.6	0.6	3.7
Oceania	9.6	10.9	11.4	12.5	13.2	14.2	1.2	6.0	7.3	8.5	5.6	6.6	8.2	3.9	9.4	7.0	9.5	8.1	5.2	8.5	4.7	6.1
South Asia	6.1	8.2	12.1	16.0	17.6	18.3	1.5	10.1	4.2	3.6	3.2	6.1	3.9	3.2	6.7	1.2	5.5	4.7	13.9	18.7	2.5	-0.3
Americas	128.2	133.3	150.2	167.6	181.7	190.7	16.1	8.4	4.9	5.8	5.0	4.8	4.1	1.8	7.4	4.8	3.7	3.8	4.7	13.5	6.5	9.7
North America	91.5	89.9	99.5	110.2	120.9	126.2	10.7	9.7	4.4	5.1	5.6	3.9	3.2	0.6	6.6	3.8	2.5	3.2	8.4	14.0	6.2	10.9
Caribbean	17.1	18.8	19.5	21.1	22.2	23.8	2.0	5.0	7.4	7.7	6.4	8.0	7.3	5.7	12.6	9.1	6.1	7.2	2.7	6.4	6.6	7.1
Central America	4.3	6.3	7.9	9.1	9.6	10.3	0.9	5.6	7.1	6.8	6.1	8.5	7.1	8.1	7.5	6.2	7.2	7.6	3.3	9.7	3.3	6.4
South America	15.3	18.3	23.2	27.2	29.1	30.3	2.6	7.1	4.3	6.3	0.9	5.5	4.3	3.9	8.5	6.1	5.5	2.2	-4.0	19.3	9.2	8.2
Africa	26.2	34.8	50.4	54.7	54.9	53.1	4.5	0.3	-3.3	-2.3	-5.4	-4.3	-1.1	-9.9	-4.4	-3.7	-0.6	1.0	5.4	3.0	-0.2	-2.7
North Africa	10.2	13.9	19.7	20.7	20.4	18.8	1.6	-1.4	-7.8	-1.9	-10.6	-9.2	-7.3	-16.5	-12.9	-14.0	-6.0	-0.7	5.4	0.4	-0.9	-9.6
Subsaharan Africa	16.0	20.9	30.8	34.0	34.4	34.2	2.9	1.4	-0.6	-2.5	-2.0	-0.3	1.7	-3.7	0.9	1.9	1.7	1.7	5.4	4.7	0.5	0.8
Middle East	22.4	33.7	54.7	49.1	52.4	54.1	4.6	6.7	3.1	10.9	-4.8	2.2	4.6	-5.1	6.7	13.6	-5.0	4.2	-6.5	4.6	32.4	12.8

Source: World Tourism Organization (UNWTO) ©

(Data as collected by UNWTO January 2016)

¹ Classification based on the International Monetary Fund (IMF), see the Statistical Annex of the IMF World Economic Outlook of April 2015, page 150, at www.imf.org/external/ns/cs.aspx?id=29.

See box at page 'Annex-1' for explanation of abbreviations and signs used

Outlook for International Tourist Arrivals

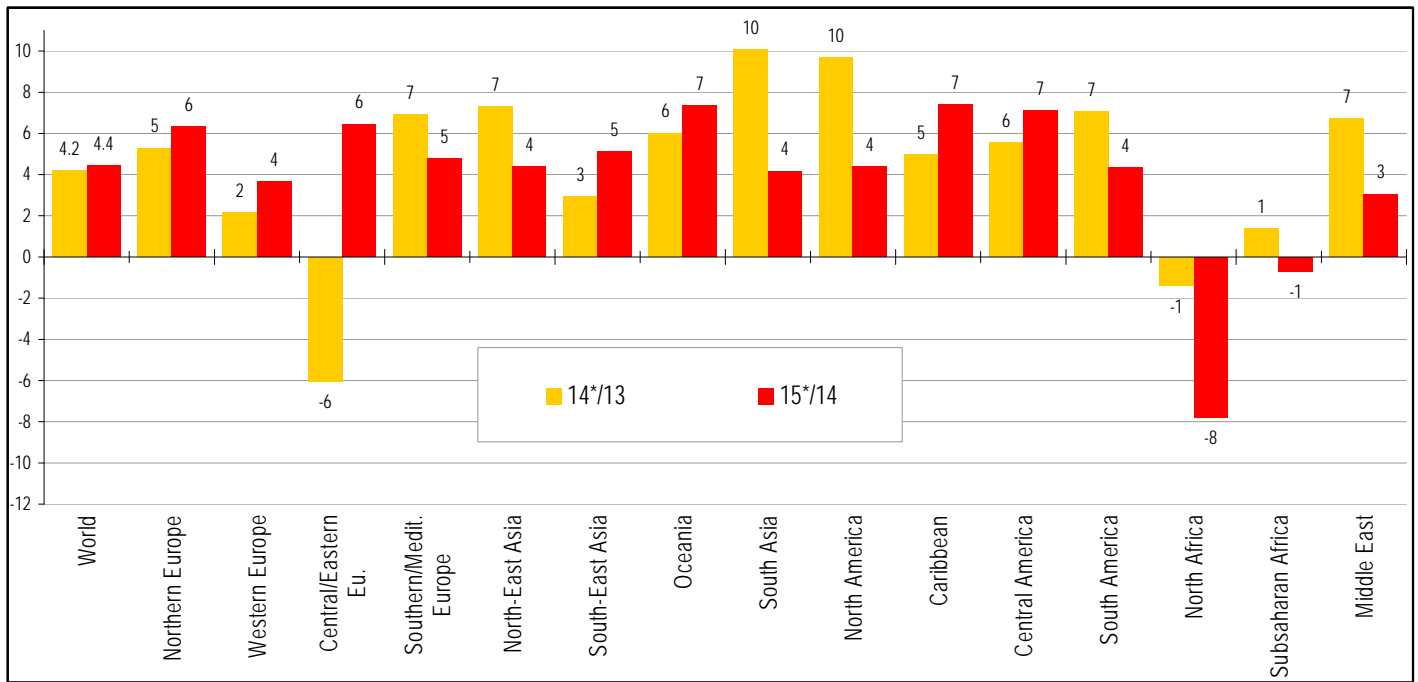
	2008	2009	2010	2011	2012	2013	2014	2015	average a year	projection 2016*
	World	1.9%	-4.0%	6.6%	4.6%	4.7%	4.6%	4.2%	4.4%	3.8%
Europe	0.3%	-5.1%	3.1%	6.4%	3.9%	4.8%	2.4%	5.0%	2.8%	+3.5% and +4.5%
Asia and the Pacific	1.1%	-1.6%	13.2%	6.2%	7.1%	6.9%	5.8%	4.8%	6.2%	+4% and +5%
Americas	2.7%	-4.7%	6.3%	3.6%	4.5%	3.1%	8.5%	4.9%	3.5%	+4% and +5%
Africa	2.9%	2.5%	11.4%	-0.7%	4.6%	4.4%	0.3%	-3.3%	5.2%	+2% and +5%
Middle East	20.0%	-5.4%	13.1%	-9.6%	2.2%	-2.9%	6.7%	3.1%	5.0%	+2% and +5%

Source: World Tourism Organization (UNWTO) ©

(Data as collected by UNWTO January 2016)

International Tourist Arrivals

(% change over same period of the previous year)



Source: World Tourism Organization (UNWTO) ©

China, the USA and the UK lead outbound travel growth in 2015

A few leading source markets have driven tourism expenditure in 2015 supported by a strong currency and economy.

Among the world's top source markets, China, with double-digit growth in expenditure every year since 2004, continues to lead global outbound travel, benefitting Asian destinations such as Japan and Thailand, as well as the United States and various European destinations.

By contrast, expenditure from the previously very dynamic source markets of the Russian Federation and Brazil declined significantly, reflecting the economic constraints in both countries and the depreciation of the rouble and the real against virtually all other currencies.

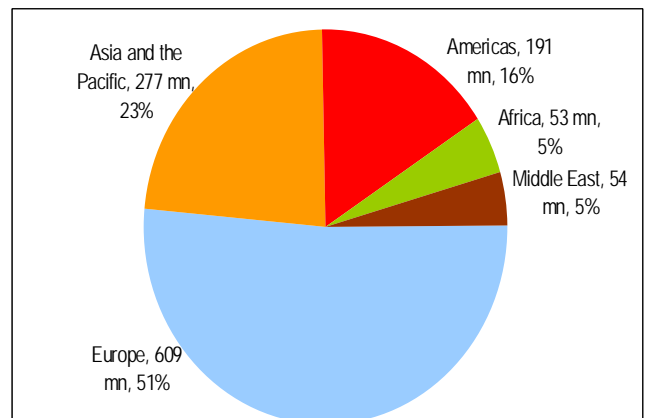
As for the traditional advanced economy source markets, expenditure from the United States (+9%), the world's second largest source market, and the United Kingdom (+6%) was boosted by a strong currency and rebounding economy. Spending from Germany, Italy and Australia grew at a slower rate (all at +2%), while demand from Canada and France was rather flat.

Note: All results in this Advance Release are based on preliminary data as reported by the various destinations around the world and UNWTO assessment of data still missing. UNWTO will continue to collect data and will present more comprehensive data by country at the beginning of March on the occasion of the German tourism fair ITB Berlin (9-13 March 2016).

World Inbound Tourism

International Tourist Arrivals, 2015*

(million)



Source: World Tourism Organization (UNWTO) ©

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.

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World Tourism Organization UNWTO Publications

UNWTO World Tourism Barometer

The *UNWTO World Tourism Barometer* and accompanying *Statistical Annex* provides tourism stakeholders with up-to-date statistics and analysis in a timely fashion. The information is updated six times a year, covering short-term tourism trends, a retrospective and prospective evaluation by the UNWTO Panel of Experts of current tourism performance, and a summary of economic data relevant for tourism.

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



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

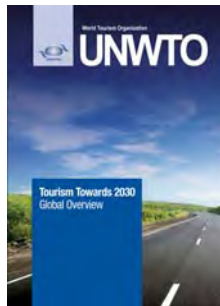
The outbound travel market series offers a unique insight into trends and travel behaviour in fast-growing source markets in the world. UNWTO jointly with the European Travel Commission (ETC) have covered the key outbound markets of China, Brazil, the Russian Federation, India and the Middle East, and with Tourism Australia key South-East Asian markets Indonesia, Malaysia, Singapore, Thailand and Vietnam.

Available in English



Tourism Towards 2030

UNWTO Tourism Towards 2030 is UNWTO's long-term outlook and assessment of future tourism trends from 2010 to 2030. It is a broad research project building on UNWTO's on-going work in the field of long-term forecasting, initiated in the 1990s. Key outputs of the study are quantitative projections for international tourism flows up until 2030, based on data series on international tourist arrivals by subregion of destination, region of origin and mode of transport for the period 1980-2010. Available in English



- 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

Marketing Handbooks:

- E-Marketing for Tourism Destinations
- Tourism Product Development
- Tourism Destination Branding

The series of handbooks cover crucial topics on tourism development providing tools and fresh insight for tourism destinations. The handbook on E-Marketing for Tourism Destinations outlines all necessary aspects of an e-marketing strategy, practical information on latest trends and developments in mobile marketing and social media. The handbook on Tourism Product Development covers the essential elements in the process of tourism product development planning and implementation with a range of successful approaches and case studies. The handbook on Tourism Destination Branding presents a step-by-step guide to the branding process, accompanied by strategies for brand management illustrating case studies and best practices



The Decision-making Process of Meetings, Congresses, Conventions and Incentives Organizers

This ETC/UNWTO study aims at providing a better understanding of the Meetings Industry and the way meeting and event organizers make decisions. Aimed at DMOs, NTOs and NTAs, the study offers wide-ranging overview of the MCCI segments as well as a comprehensive analysis of planners' needs and expectations with respect to destination and venues choice. It also includes several best-practice examples of National Convention Bureaux. Available in English



UNWTO/GTERC Asia Tourism Trends

This second edition of the annual *UNWTO/GTERC Asia Tourism Trends* report includes an analysis of the recent tourism trends of Asia, with emphasis on economy and demographics, international tourist arrivals and receipts as well as outbound tourism and expenditure. It also includes an analysis of the links between Asian and Latin American markets, with a particular focus on the countries of the Pacific Alliance as new frontiers for further development and promotion of tourism. The report also elaborates on city tourism, including selected case studies and a section on Macao's tourism product diversification.

Available in English



Compendium of Tourism Statistics, 2015 Edition. Data 2009–2013

The Compendium provides statistical data and indicators on inbound, outbound and domestic tourism, as well as on tourism industries, employment and macroeconomic indicators related to international tourism. The 2015 edition presents data for 203 countries with methodological notes in English, French and Spanish.



Yearbook of Tourism Statistics, 2015 Edition. Data 2009–2013

Deriving from the most comprehensive statistical database available on the tourism sector, the *Yearbook of Tourism Statistics* focuses on data related to inbound tourism (total arrivals and overnight stays), broken down by country of origin. The 2015 edition presents data for 198 countries with methodological notes in English, French and Spanish.

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