

https://www.e-unwto.org/doi/book/10.18111/9789284421152 - Monday, February 01, 2021 2:46:47 AM - IP Address: 193.84.223.73



UNWTO
World Tourism Organization

International Tourism Highlights

2019 Edition

International tourism continues to outpace the global economy



Driven by a relatively strong global economy, a growing middle class in emerging economies, technological advances, new business models, affordable travel costs and visa facilitation, international tourist arrivals grew 5% in 2018 to reach the 1.4 billion mark. This figure was reached two years ahead of UNWTO forecast.

At the same time, export earnings generated by tourism have grown to USD 1.7 trillion. This makes the sector a true global force for economic growth

and development, driving the creation of more and better jobs and serving as catalyst for innovation and entrepreneurship. In short, tourism is helping build better lives for millions of individuals and transforming whole communities.

Growth in international tourist arrivals and receipts continues to outpace the world economy and both emerging and advanced economies are benefiting from rising tourism income. For the seventh year in a row, tourism exports grew faster than merchandise exports, reducing trade deficits in many countries.

With such growth comes more responsibility in ensuring effective destination management that minimizes any adverse effect of tourism. Managing tourism in a sustainable manner for the benefit of all is more critical than ever. We need to grow more in value rather than just in volume. Digitalization, innovation, greater accessibility and societal changes are expected to continue shaping our sector. Both destinations and companies will need to adapt to remain competitive, while at the same time embracing tourism as a means of achieving the Sustainable Development Goals and building a better future for all.

Zurab Pololikashvili
Secretary-General

World Tourism Organization (UNWTO)



1.4 billion

Total international tourist arrivals

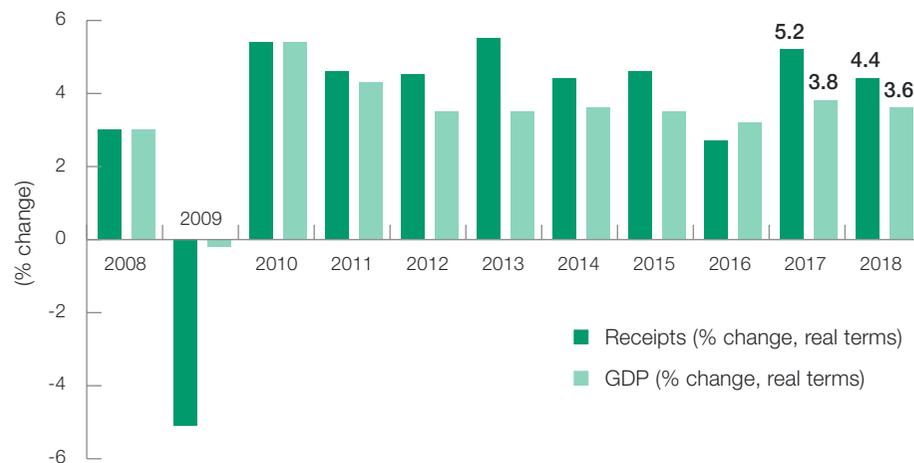


USD 1.7 trillion

Total international tourism exports

(International tourism receipts + passenger transport)

Revenues from visitor spending have grown faster than the world economy



International tourism receipts and world GDP (% change)

Source: World Tourism Organization (UNWTO) and International Monetary Fund (IMF), July 2019.

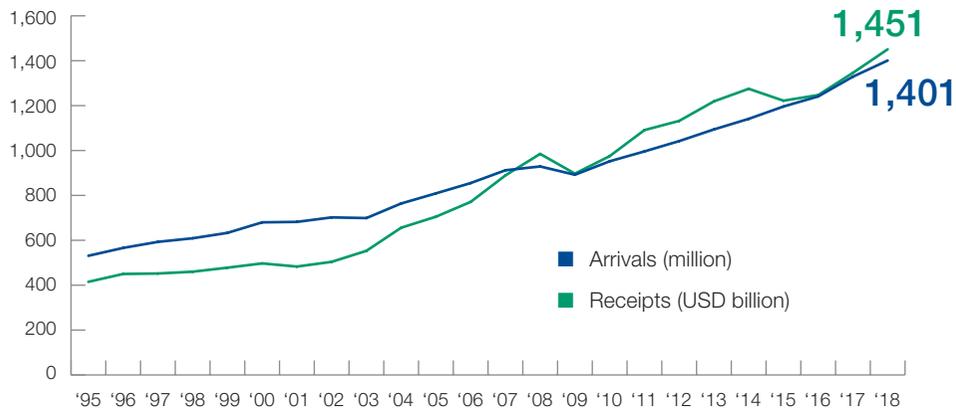
2018 – 9th consecutive year of sustained growth

Tourism has seen continued expansion over time, despite occasional shocks, demonstrating the sector's strength and resilience



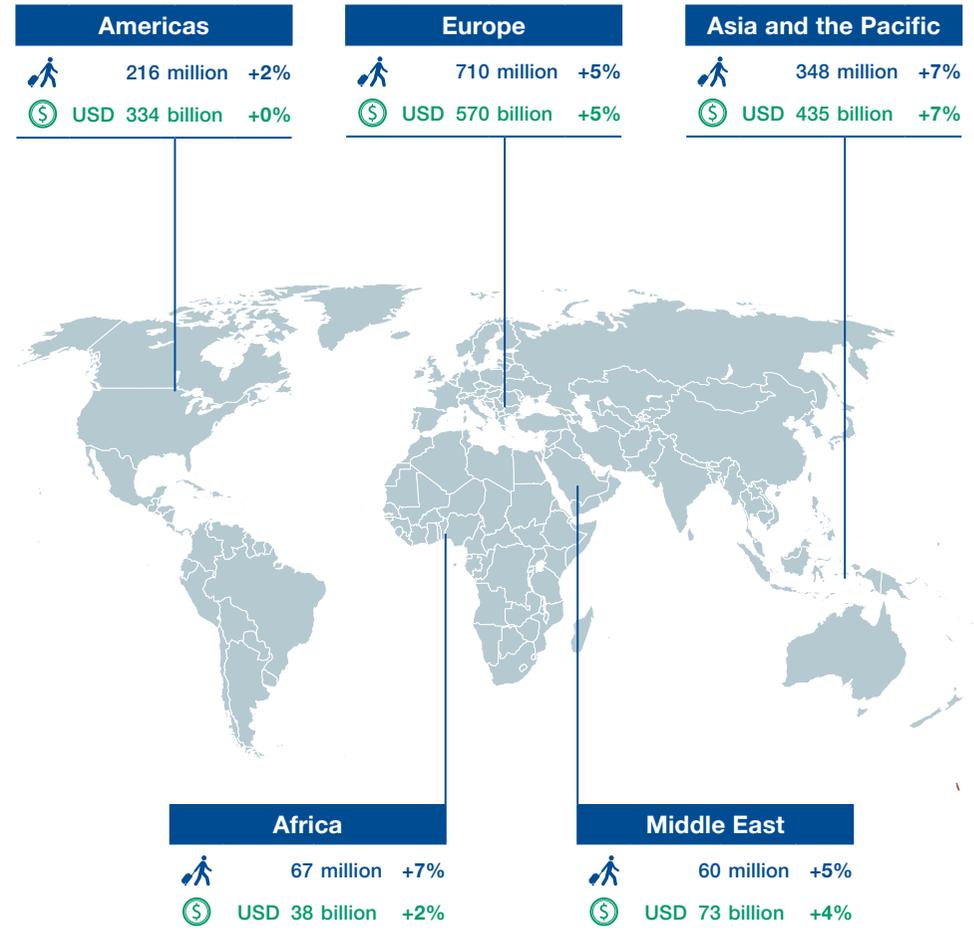
International tourist arrivals and tourism receipts (% change)

Source: World Tourism Organization (UNWTO), July 2019.



International tourist arrivals (million) and tourism receipts (USD billion)

Source: World Tourism Organization (UNWTO), July 2019.



Map of international tourist arrivals (million) and tourism receipts (USD billion)

Source: World Tourism Organization (UNWTO), July 2019.

The Big Picture

Strong economy drives tourism growth

Favourable economic environment

- 2018 World GDP = +3.6%.
- Exchange rate movements generally moderate.
- Low interest rates.

Strong demand for air travel

- +6% in international passenger traffic measured in revenue passenger kilometres (RPKs) according to IATA.
- Stable fuel prices and lower fares (fares at -60% vs 1998).
- Over the past two decades, the number of unique city pairs connected by air transport has more than doubled, reaching more than 20,000 at ever lower costs.

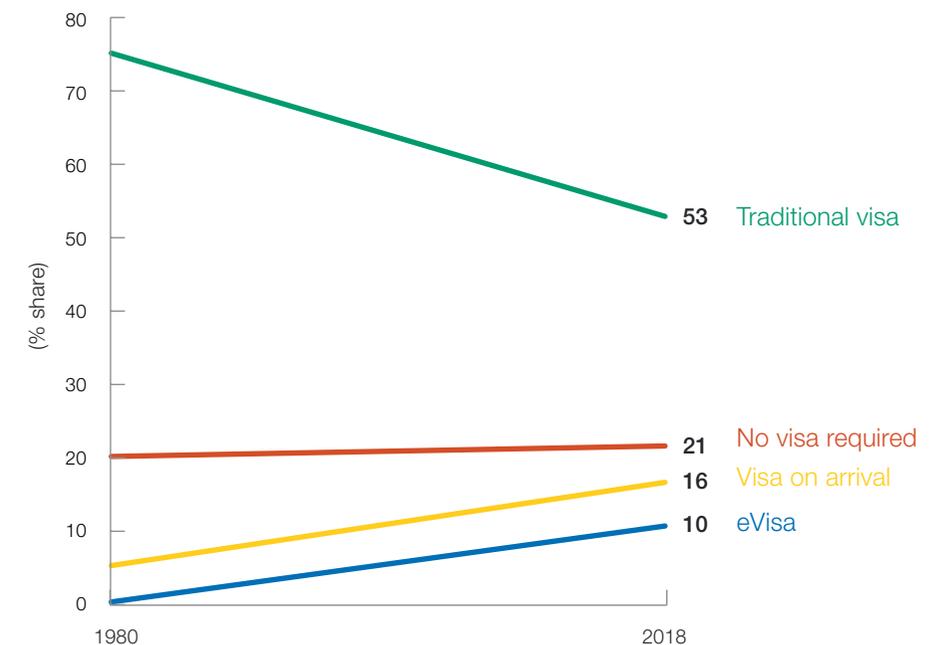
Digital technologies are shaping traveller's experience

- Artificial Intelligence is transforming tourism, from virtual assistants to companies being able to offer hyper-personalized customer experiences and improve business performance.
- An increasing number of destinations are measuring tourism in real time for a better management of visitor flows.

Source: International Monetary Fund (IMF) and International Air Transport Association (IATA).

Enhanced visa facilitation

- eVisas and visas on arrival on the rise while traditional visas are decreasing.
- The share of world population requiring a traditional visa declined from 75% in 1980 to 53% in 2018.
- However, half of the world population still needed a traditional visa in 2018.



World population affected by visas, 1980 versus 2018 (% share)

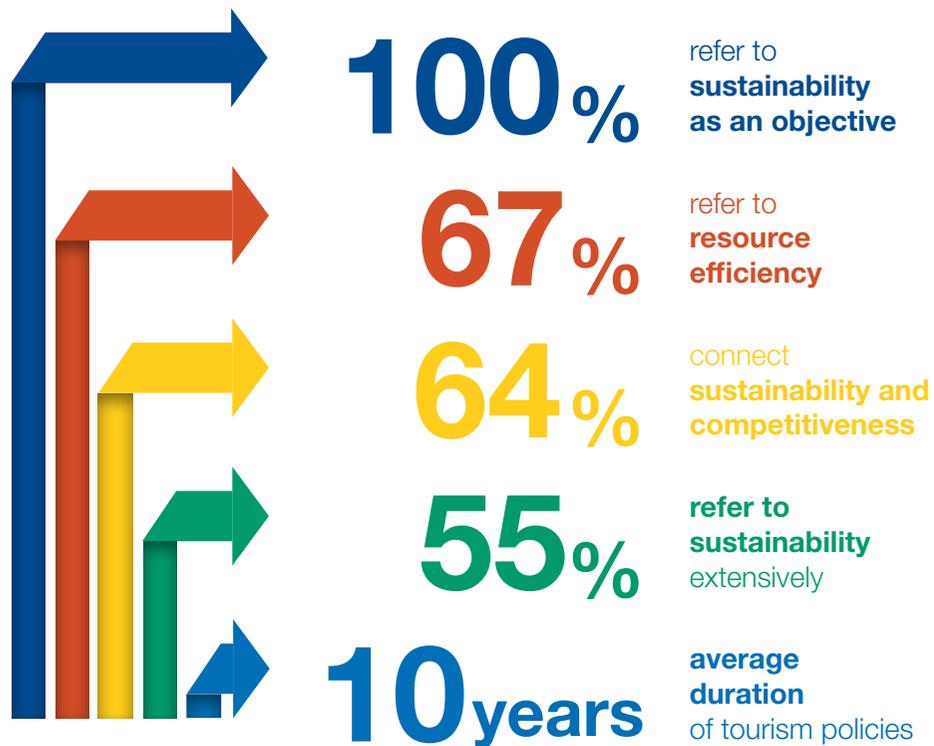
Source: UNWTO Visa Facilitation Report, 2018.

The Big Picture

Societal changes

Sustainability and competitiveness go hand in hand as destinations and businesses can become more competitive through the efficient use of resources, the promotion of biodiversity conservation and actions to tackle climate change.

Sustainability, a key part of tourism policies in 101 UNWTO Member States surveyed



Source: UNWTO Baseline Report on the Integration of Sustainable Consumption and Production Patterns into Tourism Policies, 2019.

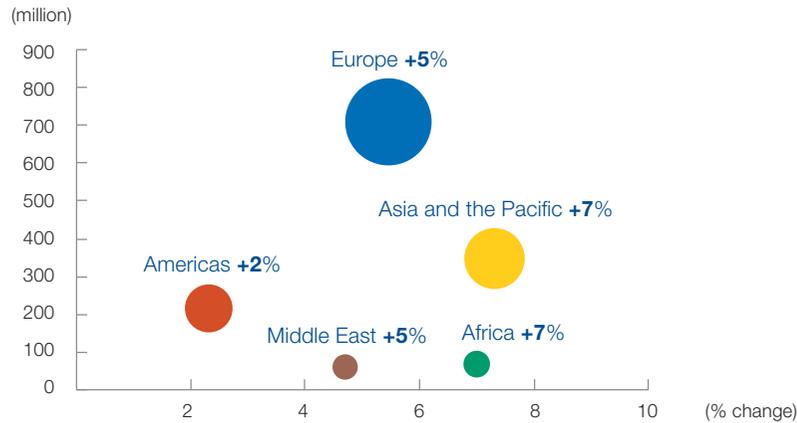
Consumer travel trends

- **Travel 'to change'**
Live like a local, quest for authenticity and transformation.
- **Travel 'to show'**
'Instagramable' moments, experiences and destinations.
- **Pursuit of a healthy life**
Walking, wellness and sports tourism.
- **Rise of the 'access' economy.**
- **Solo travel & multigenerational travel**
as a result of aging population and single households.
- **Rising awareness on sustainability**
zero plastic and climate change.

Regional Tourism Results

Asia and the Pacific led growth in both arrivals and receipts

Asia and the Pacific, recorded the highest growth in arrivals, closely followed by Africa

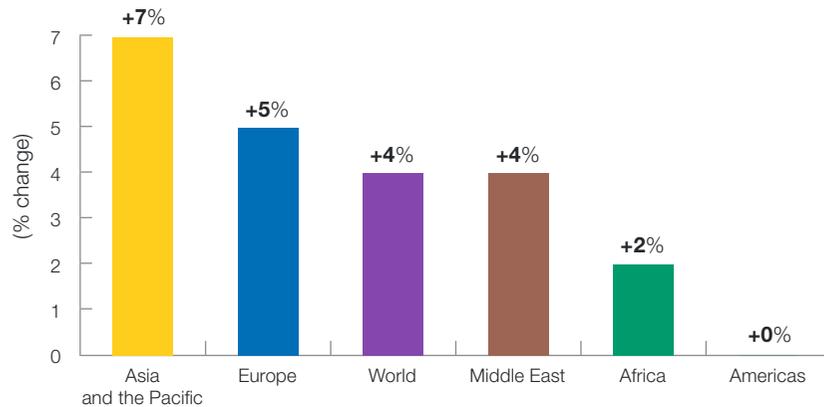


International tourist arrivals by regions, 2018

Source: World Tourism Organization (UNWTO).

Bubble size equivalent to number of international tourist arrivals.

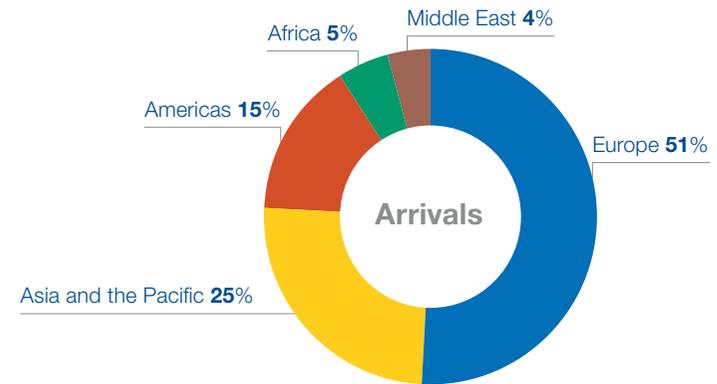
Asia and the Pacific and Europe enjoyed above-average growth in tourism earnings



International tourism receipts by regions, 2018 (% change)

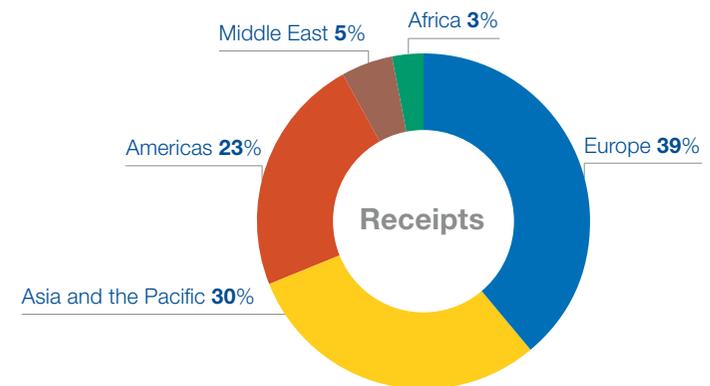
Source: World Tourism Organization (UNWTO).

Europe accounts for half of the world's international arrivals, followed by Asia and the Pacific with 1 in 4 arrivals



International tourist arrivals, 2018 (% share)

Europe represents almost 40% of international tourism receipts, followed by Asia and the Pacific with almost one third



International tourism receipts, 2018 (% share)

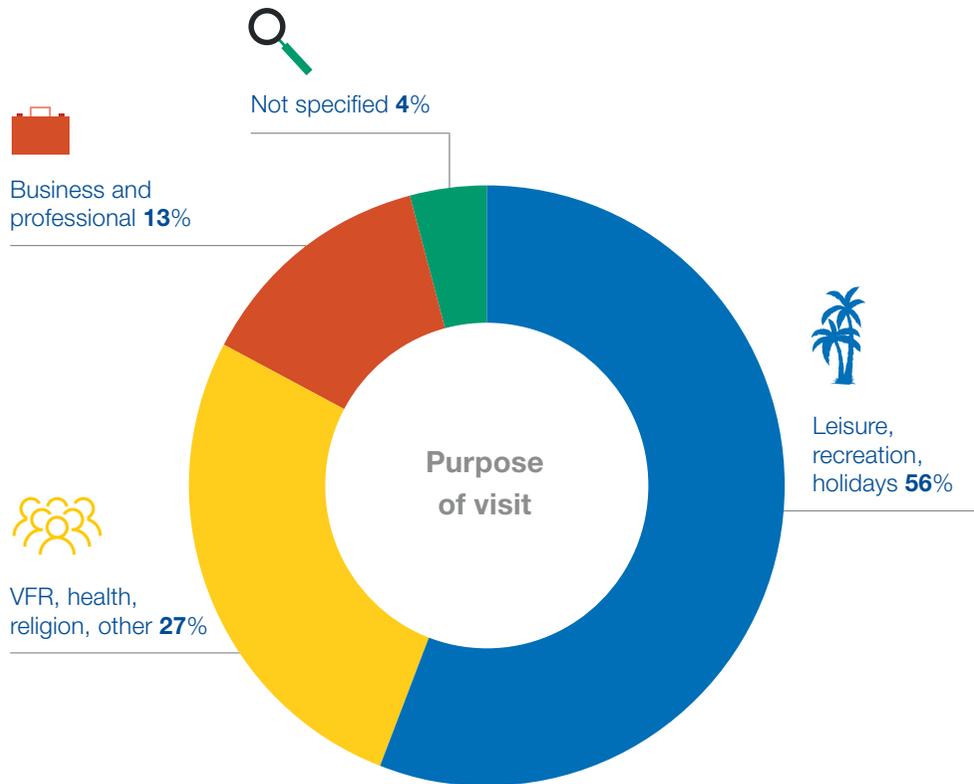
Source: World Tourism Organization (UNWTO).

Means and Purpose of Travel

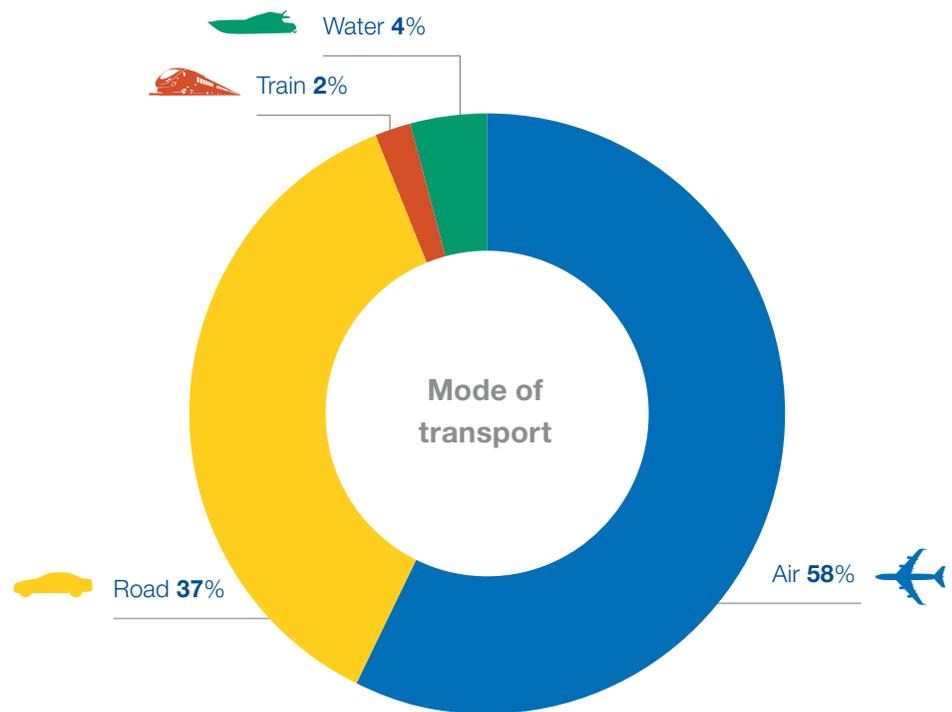
Travelling for leisure and by air dominates international tourism

- **Leisure travel is the main purpose of visit in all world regions except the Middle East**, where visiting friends and relatives (VFR), or for health or religious purposes predominates.
- **The share of leisure travel has grown from 50% in 2000 to 56% in 2018.**

- **The share of air travel has increased from 46% in 2000 to 58% in 2018**, while land transport has decreased from 49% to 39% in the same period.



Purpose of visit, 2018 (% share)
Source: World Tourism Organization (UNWTO).



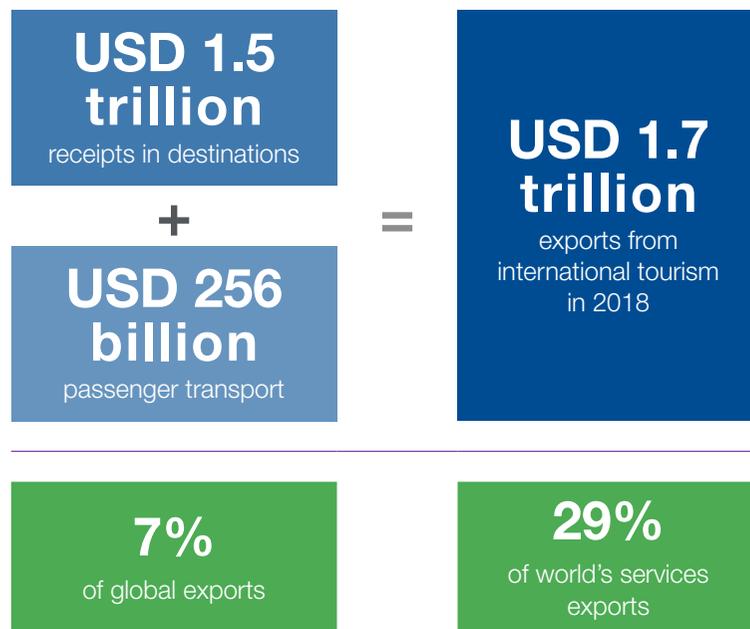
Mode of transport, 2018 (% share)
Source: World Tourism Organization (UNWTO).

International tourism exports

Tourism grows faster than merchandise trade

- 2018 saw an extra USD 121 billion in export revenues from international tourism (travel and passenger transport) compared to 2017.
- Export earnings from international tourism are an important source of foreign revenues for many destinations in the world.
- Tourism is an important component of export diversification both for emerging and advanced economies, with a strong capacity to reduce trade deficits and to compensate for weaker export revenues from other goods and services.

Tourism generates USD 5 billion a day in exports



Source: World Tourism Organization (UNWTO) and World Trade Organization (WTO).
 Note: Export revenues from international tourism are composed of "travel" (receipts in destinations) and "passenger transport" receipts, both credit items in the Balance of Payments of countries.

Tourism is the world's third largest export category after chemicals and fuels, and ahead of automotive products and food (2017)



Export earnings by product category, 2017 (USD billion)

Source: World Tourism Organization (UNWTO) and World Trade Organization (WTO).
 Note: Ranking of export categories for 2018 will be available in late 2019.

For the seventh year in a row, total export revenues from international tourism grew faster than merchandise exports



Export revenues from international tourism and merchandise exports (% change)

Source: World Tourism Organization (UNWTO) and World Trade Organization (WTO).

Top destinations

8 out of the 10 top destinations are featured in both rankings

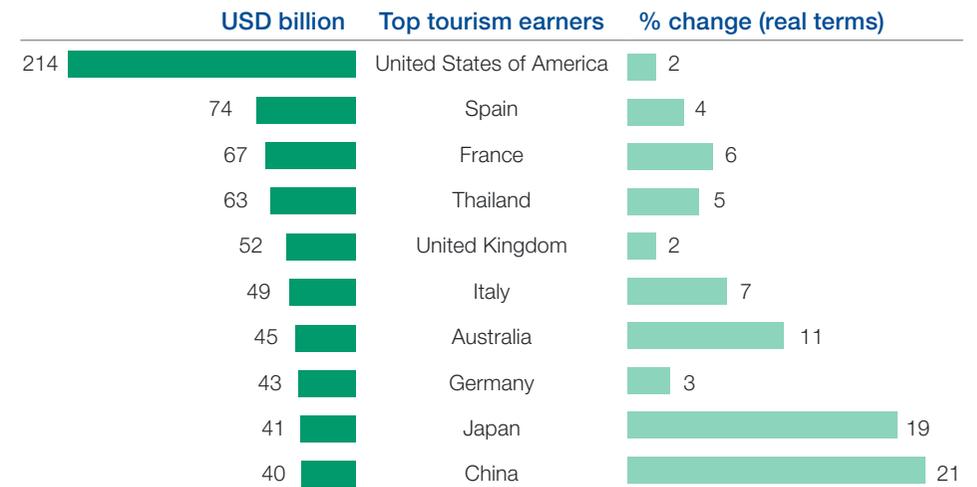
The top 10 destinations receive **40%** of worldwide arrivals



Top ten destinations by international tourist arrivals, 2018

Source: World Tourism Organization (UNWTO).

The top 10 tourism earners account for almost **50%** of total tourism receipts



Top 10 destinations by international tourism receipts, 2018

Source: World Tourism Organization (UNWTO).

DID YOU
KNOW ?

The country with the highest receipts per arrival is **Luxembourg** followed by **Australia** both earning about **USD 4,900** per international arrival

Europe

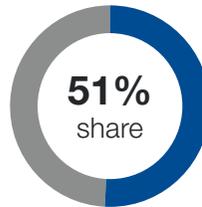
Southern Mediterranean destinations led growth

International tourist arrivals 2018



710
million

+5%

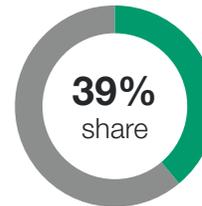


International tourism receipts 2018

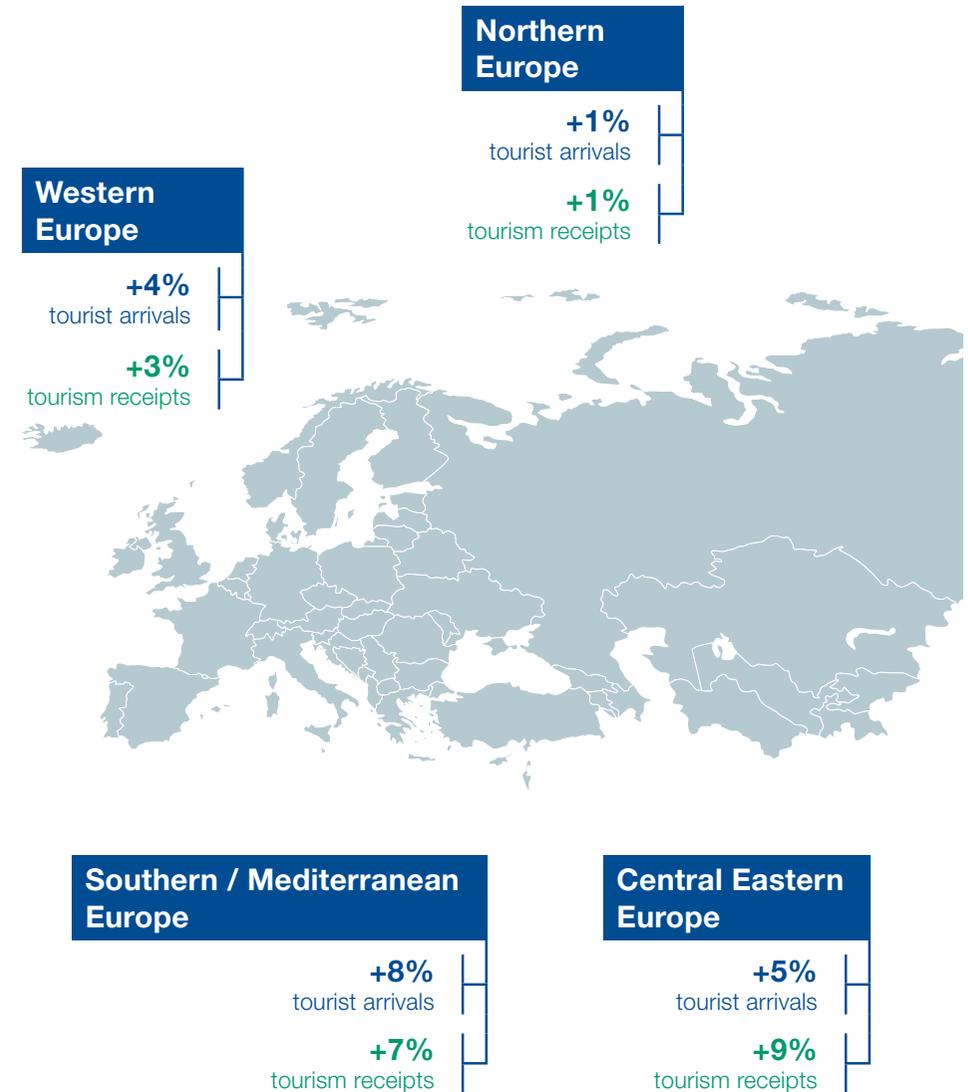


USD 570
billion

+5%



- 2018 was the ninth year in a row of sustained growth in Europe, the world's most visited region.
- **Southern and Mediterranean Europe** led results, with most destinations enjoying double-digit growth. Among the larger destinations, Italy, Greece, Portugal and Croatia saw robust performance. Turkey continued its strong recovery, backed by a favourable exchange rate. After several years of remarkable growth in volume, Spain, the subregion's largest destination, showed solid growth in tourism earnings in 2018.
- Destinations in **Central and Eastern Europe** grew in line with the region's average. Visa facilitation led to an increase of Chinese tourists in some destinations. The Russian Federation hosted the 2018 FIFA World Cup and recorded double-digit increase in international tourism receipts.
- Positive performance in **Western Europe** was led by Belgium, which consolidated its rebound, and the Netherlands.
- **Northern Europe** recorded flat growth with mixed performance among destinations.



Asia and the Pacific

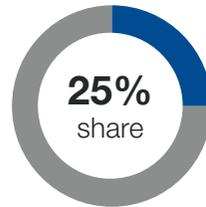
Fastest-growing region in 2018

International tourist arrivals 2018



348
million

+7%

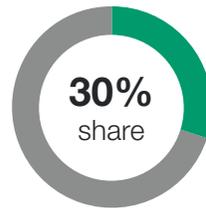


International tourism receipts 2018



USD 435
billion

+7%



- Growing purchasing power, increased air connectivity and enhanced visa facilitation continued to boost travel within and outside the region.
- Results were driven by **South Asia**, with double-digit growth in Iran, Nepal, Sri Lanka and the subregion's largest destination India.
- Growth in **North-East Asia**, the largest subregion in Asia, was solid overall. The Republic of Korea, which successfully hosted the 2018 Pyeongchang Winter Olympics, rebounded strongly and led results. Japan, which has become the third largest destination in Asia, surpassed the 30 million mark in arrivals and generated USD 7 billion more in revenue. Japan will host the Rugby World Cup 2019 and the Summer Olympics 2020. The Greater Bay Area saw the opening of the Hong-Kong-Zhuhai-Macao bridge, enhancing connectivity.
- In **South-East Asia**, most destinations posted strong growth, particularly Vietnam. Outbound from China and India fuelled growth in many destinations in the subregion. Thailand, the subregion's largest destination, added almost 3 million more arrivals and USD 6 billion more in receipts.
- Growth in **Oceania** was driven by Australia, helped by a more favourable Australian dollar.

North-East Asia

+6%
tourist arrivals

+9%
tourism receipts

South Asia

+19%
tourist arrivals

+10%
tourism receipts

South-East Asia

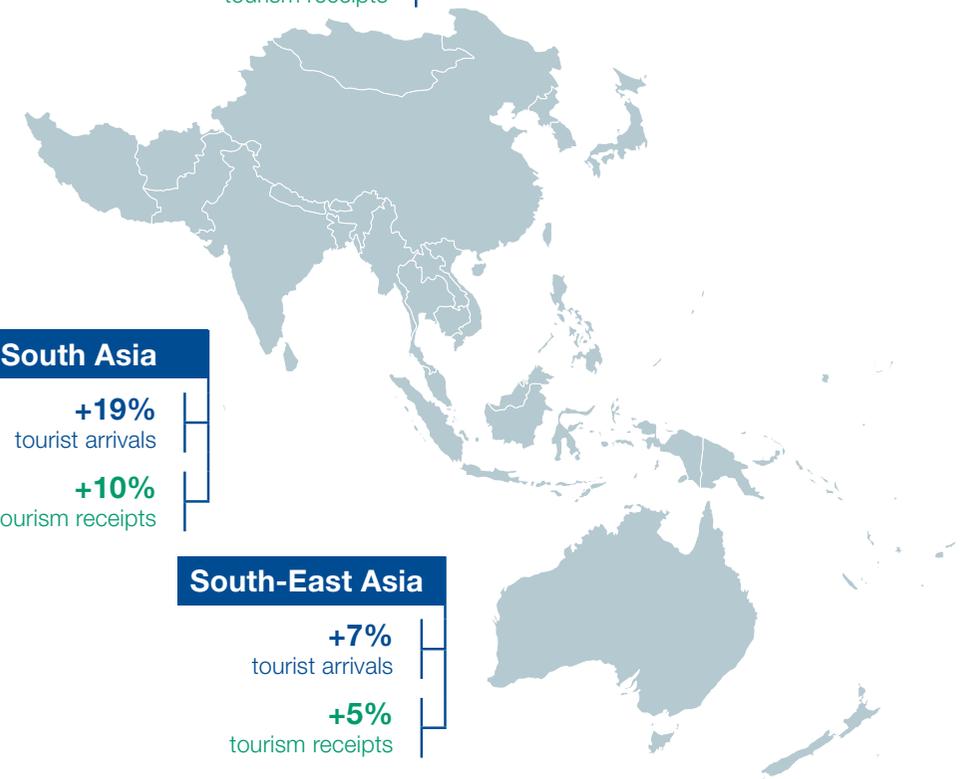
+7%
tourist arrivals

+5%
tourism receipts

Oceania

+3%
tourist arrivals

+7%
tourism receipts



The Americas

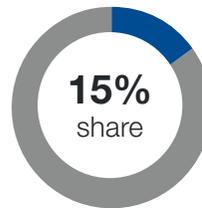
Mixed results across destinations

International tourist arrivals 2018



216
million

+2%

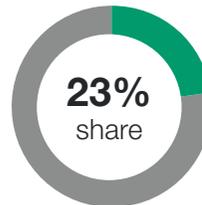


International tourism receipts 2018

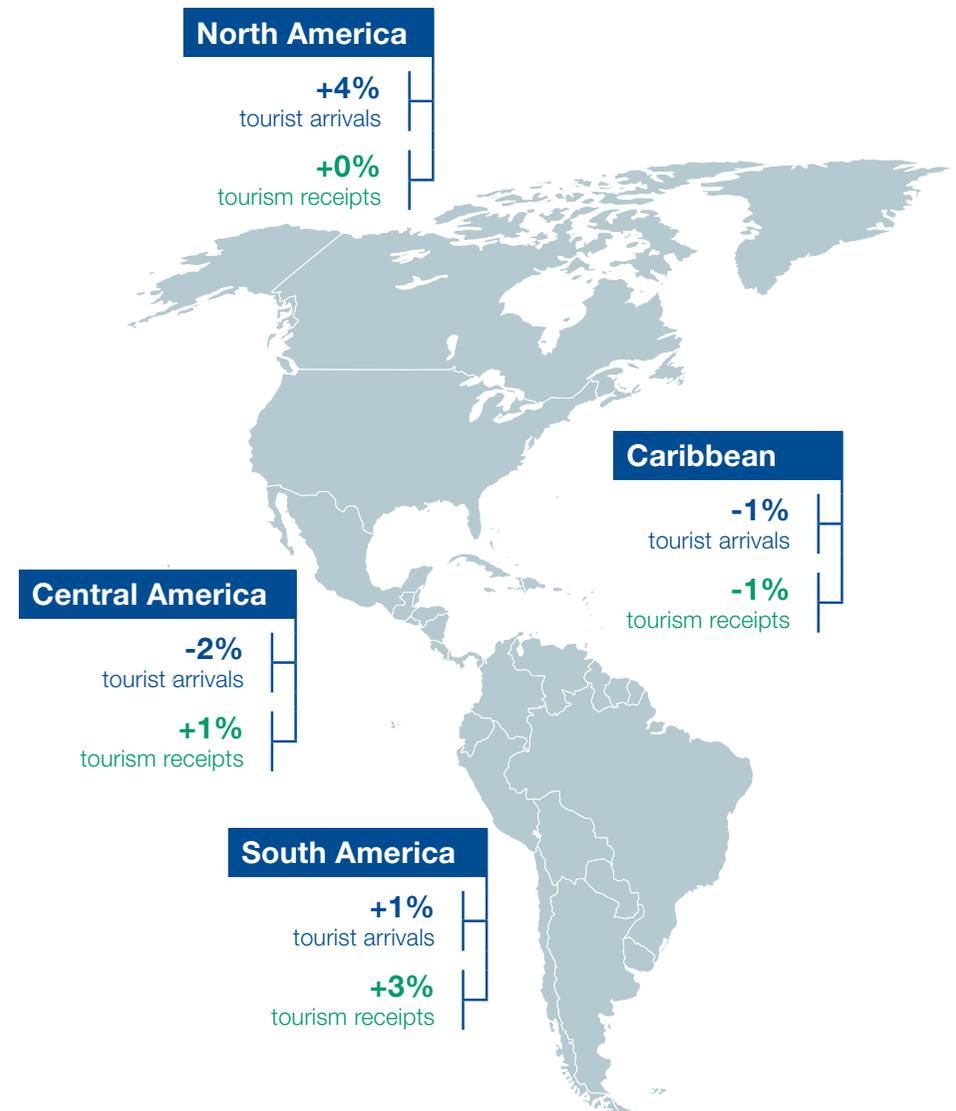


USD 334
billion

+0%



- **North America** (two-third of total arrivals in the region), led growth, with continued solid performance from Mexico and positive results from the United States.
- Following a strong 2017, **South America** posted mixed results with continued strong results in Colombia, Ecuador and Peru, while a decline from major outbound market Argentina affected some neighbouring destinations. Conversely, a weaker Argentinean peso contributed to growth in Argentina.
- Results in **Central America** were rather slow due to weaker growth in arrivals from the region, despite an increase in overseas flows. Belize, El Salvador and Guatemala stood out with robust growth.
- The **Caribbean** continued to show mixed results - solid growth in some destinations such as the Dominican Republic and Jamaica, while some other were still struggling with the effects of the strong hurricanes of August and September 2017.



Africa

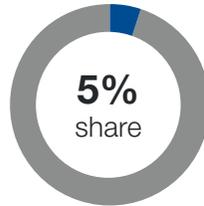
Robust performance in North Africa

International tourist arrivals 2018



67
million

+7%

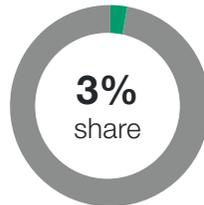


International tourism receipts 2018

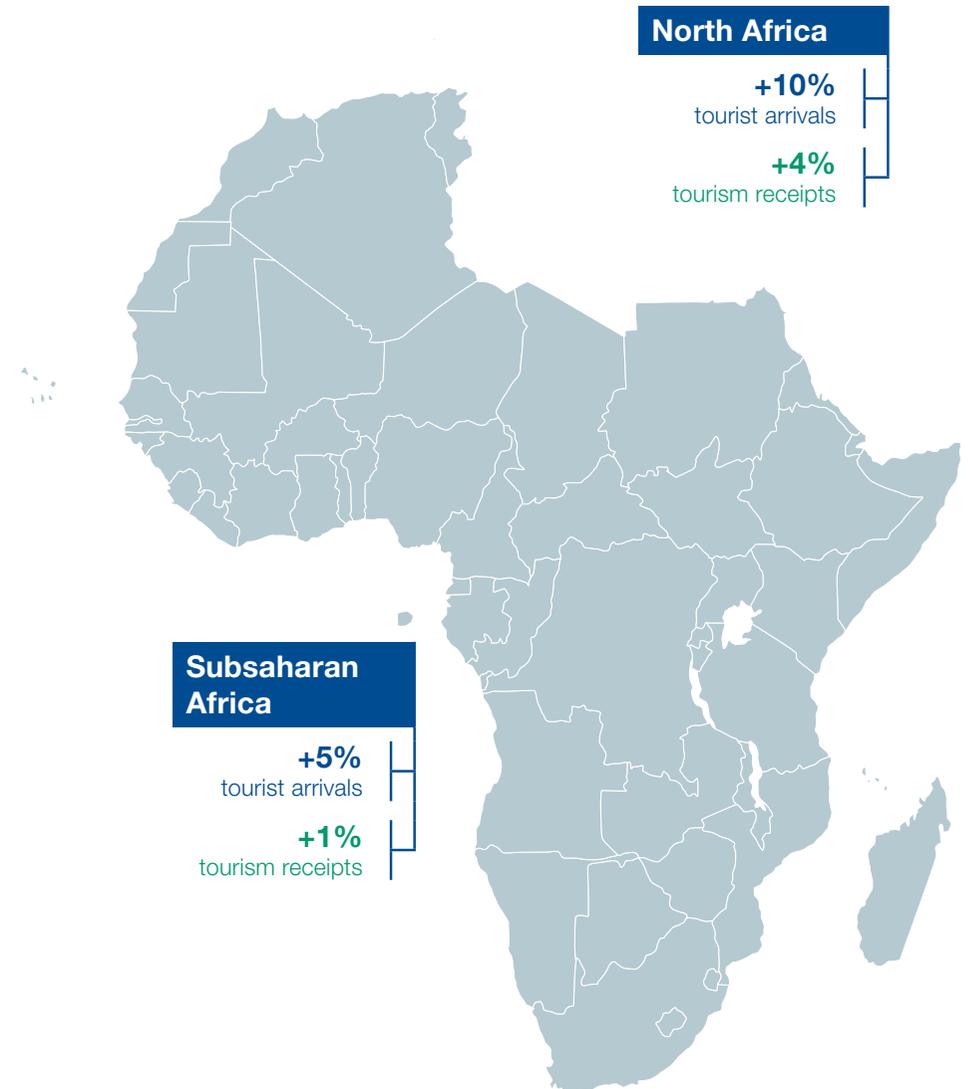


USD 38
billion

+2%



- Growth was led by **North Africa**, as Tunisia continued to consolidate recovery thanks to the lifting of negative travel advice and an increase in visitor flows from European source markets. Morocco, the subregion's largest destination, grew at a robust rate.
- In **Subsaharan Africa**, island destinations Reunion, Cabo Verde, Comoros, Mauritius and Seychelles posted robust growth. Kenya recorded positive results, thanks to improved security and more air connectivity, as well as Togo, Uganda, Côte d'Ivoire and Zimbabwe. The subregion's most visited destination South Africa reported moderate growth, partly due to a strong currency and a drought crisis in Cape Town in 2018.



The Middle East

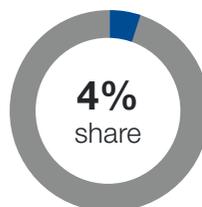
Results reflect continued rebound in some destinations

International tourist arrivals 2018



60
million

+5%

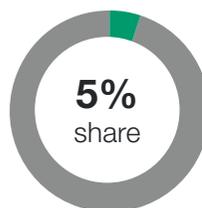


International tourism receipts 2018



USD 73
billion

+4%



Middle East

+5%
tourist arrivals

+4%
tourism receipts

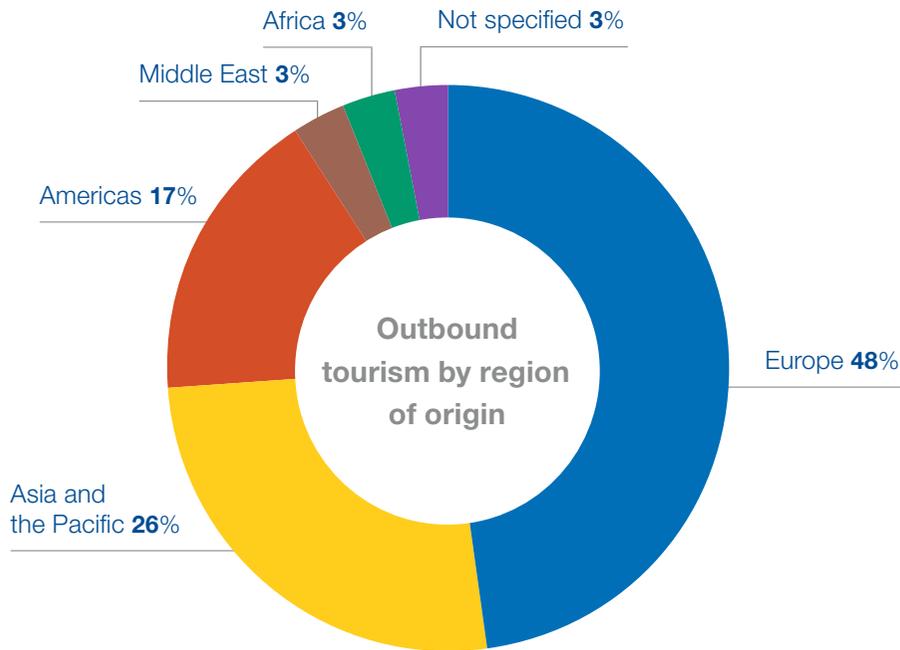


- Tourism is a major pillar in some destinations, while some oil-based economies are opening up for strong tourism development.
- Egypt continued to enjoy solid rebound with double-digit growth in arrivals and receipts, thanks to an increase in visitors from Germany, Italy and other European source markets. Jordan and Lebanon also performed well in 2018.
- Results in Saudi Arabia, the largest destination in the region, were comparatively slower, as well as in the United Arab Emirates (Dubai), host of the 2020 Expo Dubai.
- Qatar started to recover in the second half of the year from the diplomatic crisis thanks to visa facilitation, investments and marketing in a number of source markets. Qatar has become the most visa open country in the Middle East.

Outbound tourism

France, the Russian Federation and Australia showed the highest growth in spending

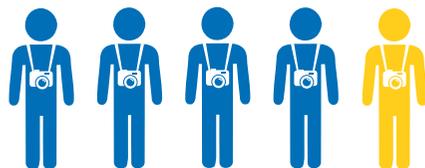
Europe accounts for almost 1 in 2 trips in the world



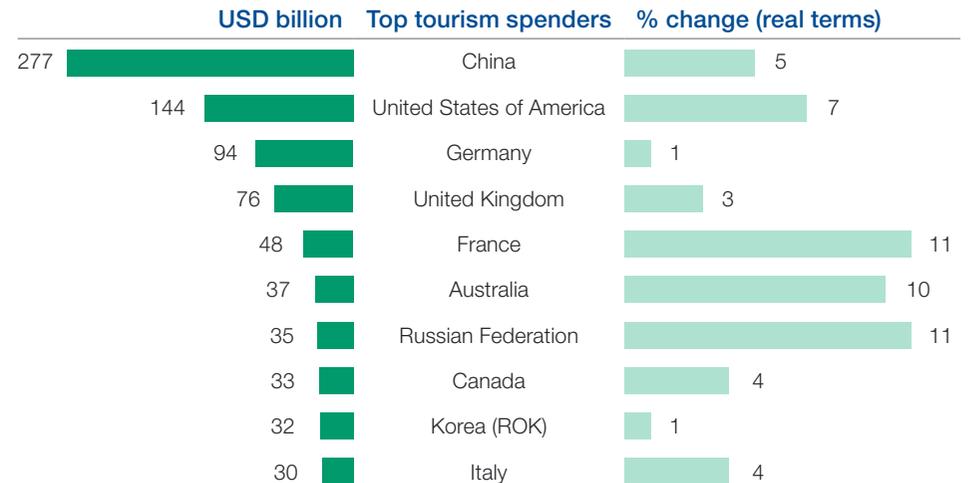
Outbound tourism by region of origin, 2018 (% share)

Source: World Tourism Organization (UNWTO).
Note: Calculated based on international arrivals generated.

4 of 5 tourists travel within their own region



China remains the world's largest spender, with one fifth of international tourism spending, followed by the United States



Top 10 countries by international tourism spending, 2018

Source: World Tourism Organization (UNWTO).

DID YOU KNOW ?

Around **10% of China's 1.4 billion inhabitants travel internationally.**

By 2027, the number of passport holders is expected to reach 300 million or 20% of the Chinese population.

Source: UNWTO/GTERC Asia Tourism Trends, 2018 Edition; China Outbound Tourism Research Institute, 2018. World Tourism Organization (UNWTO).

Statistical Annex - Outbound Tourism by Generating Region

	International Tourist Arrivals										Share (%)	Change (%)		Av. annual growth (%)	
	(million)											2018*	17/16		18*/17
	1990	1995	2000	2005	2010	2015	2016	2017	2018*						
World	438	531	680	809	952	1,196	1,241	1,329	1,401		100	7,0	5,4	5,0	
From															
Europe	254.6	308.1	396.4	450.7	490.8	581.8	592.8	636.6	672.3		48.0	7.4	5.6	4.0	
Asia and the Pacific	58.7	86.2	113.8	152.9	205.3	293.6	314.4	337.6	358.7		25.6	7.4	6.2	7.2	
Americas	99.4	108.2	130.6	136.5	155.4	200.2	211.6	227.3	235.0		16.8	7.4	3.4	5.3	
Middle East	8.2	8.5	12.8	21.5	33.5	39.7	36.3	36.8	40.6		2.9	1.5	10.2	2.4	
Africa	9.8	11.5	14.9	19.4	28.3	36.0	39.6	42.5	45.5		3.2	7.3	7.1	6.1	
Origin not specified ¹	7.6	8.7	12.0	28.4	38.3	44.3	46.4	47.9	49.0		3.5				
Same region	353.1	427.2	539.0	630.8	722.6	906.1	941.0	1,003	1,058		75.5	6.6	5.4	4.9	
Other regions	77.7	95.3	129.5	150.2	190.6	245.1	253.8	277.6	294.2		21.0	9.4	6.0	5.6	

Source: World Tourism Organization (UNWTO) ©

(Data as collected by UNWTO, July 2019)

¹ Arrivals that could not be allocated to a specific region of origin. This is the case when data on the country of origin is not reported, or when it is grouped under the 'Other countries of the world' category.

Statistical Annex - International tourist arrivals and tourism receipts

International Tourism by (Sub)region

	International tourist arrivals							International tourism receipts								
	(million)			Share (%)	Change (%)		Av. annual growth (%) '10-'18*	(USD billion)			(EUR billion)			Share (%)	Change (%) (real terms) ²	
	2010	2017	2018*		2018*	17/16		18*/17	2010	2017	2018	2010	2017		2018	2018
World	952	1,329	1,401	100	7.0	5.4	5.0	975	1,346	1,451	736	1,192	1,229	100	5.2	4.4
<i>Advanced economies¹</i>	515	730	762	54.4	6.3	4.3	5.0	638	869	937	481	769	793	64.6	4.0	3.7
<i>Emerging economies¹</i>	437	598	639	45.6	7.9	6.8	4.9	337	477	514	254	422	435	35.4	7.6	5.7
Europe	486.4	673.3	710.0	50.7	8.6	5.5	4.8	422.8	519.5	570.5	318.9	459.8	483.0	39.3	7.5	4.9
Northern Europe	57.0	78.4	78.9	5.6	6.0	0.5	4.1	60.6	88.6	93.9	46	78	79	6.5	5.7	1.1
Western Europe	154.4	192.7	200.4	14.3	6.1	4.0	3.3	152.4	170.9	187.5	115	151	159	12.9	4.7	3.3
Central/Eastern Europe	98.1	134.6	141.4	10.1	5.6	5.0	4.7	48.3	60.7	68.7	36	54	58	4.7	7.0	8.8
Southern/Medit. Eur.	176.9	267.5	289.4	20.7	12.9	8.2	6.3	161.5	199.3	220.4	122	176	187	15.2	11.2	6.9
- of which EU-28	382.2	539.3	562.9	40.2	7.7	4.4	5.0	354.9	438.6	480.7	268	388	407	33.1	6.8	3.3
Asia and the Pacific	208.2	324.0	347.7	24.8	5.7	7.3	6.6	254.4	396.0	435.5	191.9	350.5	368.7	30.0	4.3	7.4
North-East Asia	111.5	159.5	169.2	12.1	3.4	6.1	5.3	123.0	168.1	188.4	93	149	160	13.0	-1.5	8.9
South-East Asia	70.5	120.5	128.7	9.2	8.8	6.8	7.8	68.5	130.6	142.3	52	116	121	9.8	9.1	4.7
Oceania	11.5	16.6	17.0	1.2	6.1	2.8	5.1	42.8	57.4	61.1	32	51	52	4.2	6.1	6.9
South Asia	14.7	27.5	32.8	2.3	6.2	19.4	10.5	20.1	39.9	43.6	15	35	37	3.0	13.9	10.4
Americas	150.4	210.8	215.7	15.4	4.7	2.3	4.6	215.5	325.8	333.6	162.6	288.4	282.5	23.0	0.9	0.3
North America	99.5	137.1	142.2	10.1	4.3	3.7	4.6	164.8	252.4	258.9	124	223	219	17.8	0.7	0.1
Caribbean	19.5	26.0	25.7	1.8	3.0	-1.4	3.5	23.3	31.8	32.0	18	28	27	2.2	0.5	-1.3
Central America	7.8	11.1	10.8	0.8	4.6	-2.4	4.2	6.9	12.6	12.8	5	11	11	0.9	4.8	1.0
South America	23.6	36.6	37.0	2.6	7.7	1.2	5.8	20.5	29.0	29.9	15	26	25	2.1	1.1	3.4
Africa	50.4	62.7	67.1	4.8	8.5	7.0	3.6	30.4	36.4	38.4	23.0	32.2	32.5	2.6	7.7	1.6
North Africa	19.7	21.7	23.9	1.7	14.7	10.1	2.4	9.7	9.9	10.7	7	9	9	0.7	9.3	3.8
Subsaharan Africa	30.7	41.1	43.3	3.1	5.5	5.4	4.4	20.8	26.5	27.7	16	23	23	1.9	7.1	0.7
Middle East	56.1	57.7	60.5	4.3	4.1	4.7	0.9	52.2	68.4	73.0	39.3	60.5	61.8	5.0	14.6	4.2

Source: World Tourism Organization (UNWTO) ©.

* Provisional figure

(Data as collected by UNWTO, July 2019)

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.

² In local currencies, at constant prices.

Europe

International tourist arrivals and tourism receipts by country of destination

Series	International tourist arrivals						International tourism receipts				
	(1000)			Change (%)		Share (%)	(USD million)			Share (%)	
	2010	2017	2018*	17/16	18*/17	2018*	2010	2017	2018*	2018*	
Europe	486,368	673,265	709,990	8.6	5.5	100	422,801	519,464	570,463	100	
Northern Europe	56,992	78,443	78,856	6.0	0.5	11.1	60,612	88,571	93,873	17.8	
Denmark	TF	8,744	11,743	..	8.9	..	5,853	7,960	8,420	1.6	
Finland	TCE	2,319	3,180	3,221	14.0	1.3	3,051	3,392	3,607	0.6	
Iceland	TF	489	2,225	2,344	24.1	5.4	561	3,011	3,129	0.5	
Ireland	TF	7,134	10,338	..	2.4	..	4,118	5,617	6,185	1.1	
Norway	TF/TCE	4,767	6,252	..	4.9	..	4,707	5,400	5,672	1.0	
Sweden	TCE	5,183	7,054	..	4.0	..	8,344	14,142	14,977	2.6	
United Kingdom	TF	28,296	37,651	36,316	5.1	-3.5	5.1	33,978	49,049	51,882	9.1
Western Europe	154,362	192,725	200,430	6.1	4.0	28.2	152,364	170,918	187,474	32.9	
Austria	TCE	22,004	29,460	30,816	4.8	4.6	4.3	18,596	20,460	22,979	4.0
Belgium	TCE	7,186	8,358	9,154	11.7	9.5	1.3	11,425	12,485	13,474	2.4
France	TF	77,648	86,918	89,400	5.1	2.9	12.6	57,059	60,681	67,370	11.8
Germany	TCE	26,875	37,452	38,881	5.2	3.8	5.5	34,679	39,823	42,977	7.5
Liechtenstein	TCE	64	79	85	14.7	7.1	0.0
Luxembourg	TCE	793	1,046	1,018	-0.7	-2.7	0.1	4,149	4,552	4,990	0.9
Monaco	THS	279	355	347	5.7	-2.2	0.0
Netherlands	TCE	10,883	17,924	19,014	13.2	6.1	2.7	11,732	16,643	18,641	3.3
Switzerland	TF	8,628	11,133	11,715	7.0	5.2	1.7	14,724	16,274	17,042	3.0
Central/Eastern Europe	98,132	134,611	141,352	5.6	5.0	19.9	48,312	60,684	68,674	12.0	
Armenia	TF	687	1,495	1,652	18.7	10.5	0.2	646	1,120	1,208	0.2
Azerbaijan	TF	1,280	2,454	2,606	20.0	6.2	0.4	657	3,012	2,634	0.5
Belarus	TCE	677	2,000	2,142	3.7	7.1	0.3	440	790	870	0.2
Bulgaria	TF	6,047	8,883	9,273	7.6	4.4	1.3	3,407	4,045	4,512	0.8
Czech Republic	TF	8,629	13,665	..	6.7	7,172	6,933	7,451	1.3
Estonia	TF	2,511	3,244	3,234	3.6	-0.3	0.5	1,073	1,630	1,783	0.3
Georgia	TF	1,067	4,069	4,757	23.4	16.9	0.7	659	2,704	3,222	0.6
Hungary	TF	9,510	15,785	17,152	3.5	8.7	2.4	5,628	6,170	6,930	1.2
Kazakhstan	TF	2,991	1,005	2,135	2,255	0.4
Kyrgyzstan	VF	855	4,568	..	18.6	160	429	433	0.1
Latvia	TF	1,373	1,950	1,946	8.7	-0.2	0.3	642	948	1,036	0.2
Lithuania	TF	1,507	2,523	2,825	9.9	11.9	0.4	967	1,321	1,423	0.2
Poland	TF	12,470	18,400	19,623	5.3	6.6	2.8	9,576	12,772	14,042	2.5
Rep. Moldova	TCE	64	145	160	19.6	10.4	0.0	163	319	378	0.1
Romania	TCE	1,346	2,760	2,797	11.3	1.3	0.4	1,140	2,527	2,896	0.5
Russian Federation	VF	22,281	24,390	24,551	-0.7	0.7	3.5	8,830	8,945	11,802	2.1
Slovakia	TF	5,415	2,233	2,923	3,200	0.6
Tajikistan	VF	160	431	1,250	25.3	190.1	0.2	2	8	9	0.0
Turkmenistan	TF
Ukraine	TF	21,203	14,421	14,207	6.0	-1.5	2.0	3,788	1,261	1,445	0.3
Uzbekistan	TF	121	689	1,144	0.2
Southern/Medit. Europe	176,881	267,486	289,352	12.9	8.2	40.8	161,514	199,291	220,443	38.6	
Albania	TF	2,191	4,643	5,340	14.1	15.0	0.8	1,626	1,929	2,193	0.4
Andorra	TF	1,808	3,003	3,042	6.1	1.3	0.4
Bosnia & Herzg.	TCE	365	922	1,053	18.7	14.1	0.1	594	826	939	0.2
Croatia	TCE	8,966	15,593	16,645	13.7	6.7	2.3	8,075	10,924	11,831	2.1
Cyprus	TF	2,173	3,652	3,939	14.6	7.8	0.6	2,160	3,128	3,352	0.6
Greece	TF	15,007	27,194	30,123	9.7	10.8	4.2	12,742	16,528	19,029	3.3
Israel	TF	2,803	3,613	4,121	24.6	14.1	0.6	4,903	6,821	7,241	1.3
Italy	TF	43,626	58,253	62,146	11.2	6.7	8.8	38,786	44,233	49,262	8.6
Malta	TF	1,339	2,274	2,599	15.7	14.3	0.4	1,079	1,727	1,854	0.3
Montenegro	TCE	1,088	1,877	2,077	12.9	10.6	0.3	732	1,041	1,199	0.2
North Macedonia	TCE	262	631	707	23.5	12.2	0.1	197	327	382	0.1
Portugal	TCE/TF	6,832	21,200	22,800	16.5	7.5	3.2	10,077	17,119	19,621	3.4
San Marino	THS	60	78	84	31.1	7.3	0.0
Serbia	TCE	683	1,497	1,711	16.8	14.2	0.2	764	1,346	1,346	0.2
Slovenia	TCE	2,049	3,991	4,425	17.5	10.9	0.6	2,639	2,851	3,194	0.6
Spain	TF	52,677	81,869	82,773	8.7	1.1	11.7	54,641	68,114	73,765	12.9
Turkey	TF	31,364	37,601	45,768	24.1	21.7	6.4	22,585	22,478	25,220	4.4

Source: World Tourism Organization (UNWTO) ©

* Provisional figure

(Data as collected by UNWTO, July 2019)

Please see page 23 for symbols and abbreviations

Asia and the Pacific

International tourist arrivals and tourism receipts by country of destination

Series	International tourist arrivals						International tourism receipts			
	(1000)			Change (%)		Share (%)	(USD million)			Share (%)
	2010	2017	2018*	17/16	18*/17	2018*	2010	2017	2018*	2018*
Asia and the Pacific	208,174	324,041	347,731	5.7	7.3	100	254,367	395,996	435,460	100
North-East Asia	111,508	159,515	169,190	3.4	6.1	48.7	122,964	168,130	188,429	43.3
China	55,665	60,740	62,900	2.5	3.6	18.1	45,814	38,559	40,386	9.3
Hong Kong (China)	20,085	27,885	29,263	5.0	4.9	8.4	22,200	33,339	36,703	8.4
Japan	8,611	28,691	31,192	19.4	8.7	9.0	13,199	34,054	41,115	9.4
Korea (DPRK)
Korea (ROK)	8,798	13,336	15,347	-22.7	15.1	4.4	10,328	13,368	15,319	3.5
Macao (China)	11,926	17,255	18,493	9.9	7.2	5.3	22,276	35,575	40,187	9.2
Mongolia	456	469	529	16.1	12.8	0.2	244	396	461	0.1
Taiwan (pr. of China)	5,567	10,740	11,067	0.5	3.0	3.2	8,721	12,315	13,704	3.1
South-East Asia	70,473	120,466	128,680	8.8	6.8	37.0	68,547	130,632	142,314	32.7
Brunei	214	259	278	18.3	7.4	0.1	..	177	190	0.0
Cambodia	2,508	5,602	6,201	11.8	10.7	1.8	1,519	3,636	4,352	1.0
Indonesia	7,003	12,948	13,396	16.9	3.5	3.9	6,958	13,139	14,110	3.2
Laos	1,670	3,257	3,770	-1.8	15.8	1.1	382	761	734	0.2
Malaysia	24,577	25,948	25,832	-3.0	-0.4	7.4	18,115	18,323	19,143	4.4
Myanmar	792	3,443	3,551	18.4	3.1	1.0	72	1,969
Philippines	3,520	6,621	7,129	11.0	7.7	2.1	2,645	6,988	7,461	1.7
Singapore	9,161	13,909	14,673	7.7	5.5	4.2	14,178	19,738	20,528	4.7
Thailand	15,936	35,483	38,277	9.1	7.9	11.0	20,104	56,938	63,042	14.5
Timor-Leste	40	74	75	12.5	1.1	0.0	31	73
Vietnam	5,050	12,922	15,498	29.1	19.9	4.5	4,450	8,890	10,080	2.3
Oceania	11,468	16,580	17,044	6.1	2.8	4.9	42,794	57,375	61,097	14.0
American Samoa	23	20	..	-0.3	22
Australia	5,872	8,815	9,246	6.6	4.9	2.7	32,584	41,732	45,035	10.3
Cook Islands	104	161	169	10.2	4.6	0.0	111	153
Fiji	632	843	870	6.4	3.3	0.3	634	926	956	0.2
French Polynesia	154	199	216	3.4	8.7	0.1	406
Guam	1,197	1,544	1,552	0.6	0.5	0.4
Kiribati	5	6	..	1.1	4	4
Marshall Islands	5	6	..	-39.0	4
Micronesia FSM	45	24
N.Mariana Islands	379	660	518	24.3	-21.5	0.1
New Caledonia	99	121	120	4.3	-0.3	0.0	129
New Zealand	2,435	3,555	3,686	5.5	3.7	1.1	6,522	10,593	11,004	2.5
Niue	6	10	..	25.4	2
Palau	85	123	116	-11.5	-5.4	0.0	73	116
Papua New Guinea	140	143	..	-8.2	2	2
Samoa	122	146	164	8.8	12.4	0.0	132	166
Solomon Islands	21	26	28	18.5	8.4	0.0	44	67	81	0.0
Tonga	47	62	..	1.6	16	48	48	0.0
Tuvalu	2	2	..	0.0	2
Vanuatu	97	109	116	14.8	5.9	0.0	217
South Asia	14,726	27,480	32,817	6.2	19.4	9.4	20,063	39,858	43,620	10.0
Afghanistan	75	2
Bangladesh	303	1,026	..	23.6	81	337	353	0.1
Bhutan	41	255	274	21.5	7.6	0.1	40	103	102	0.0
India	5,776	15,543	17,427	6.7	12.1	5.0	14,490	27,365	28,568	6.6
Iran	2,938	4,867	7,295	-1.5	49.9	2.1	2,438	4,402
Maldives	792	1,390	1,484	8.0	6.8	0.4	1,713	2,744	3,028	0.7
Nepal	603	940	1,173	24.9	24.8	0.3	344	630
Pakistan	907	306	352	390	0.1
Sri Lanka	654	2,116	2,334	3.2	10.3	0.7	576	3,925	4,381	1.0

Source: World Tourism Organization (UNWTO) ©

* Provisional figure

(Data as collected by UNWTO, July 2019)

Please see page 23 for symbols and abbreviations

Americas

International tourist arrivals and tourism receipts by country of destination

Series	International tourist arrivals						International tourism receipts				
	(1000)			Change (%)		Share (%)	(USD million)			Share (%)	
	2010	2017	2018*	17/16	18*/17	2018*	2010	2017	2018*	2018*	
Americas	150,432	210,810	215,684	4.7	2.3	100	215,538	325,848	333,594	100	
North America	99,520	137,115	142,198	4.3	3.7	65.9	164,832	252,409	258,913	77.6	
Canada	TF	16,219	20,883	21,134	4.6	1.2	9.8	15,830	20,325	21,936	6.6
Mexico	TF	23,290	39,291	41,447	12.0	5.5	19.2	11,992	21,336	22,510	6.7
United States	TF	60,010	76,941	79,618	0.7	3.5	36.9	137,010	210,747	214,468	64.3
Caribbean	19,521	26,046	25,678	3.0	-1.4	11.9	23,254	31,802	31,975	9.6	
Anguilla	TF	62	68	55	-13.9	-20.1	0.0	99	131
Antigua & Barbuda	TF	230	247	269	-6.7	8.7	0.1	298	557
Aruba	TF	825	1,071	..	-2.9	1,251	1,855	2,024	0.6
Bahamas	TF	1,370	1,439	1,627	-4.0	13.1	0.8	2,163	2,996	3,355	1.0
Barbados	TF	532	664	680	5.0	2.5	0.3	1,038	1,081	1,125	0.3
Bermuda	TF	232	270	282	10.3	4.6	0.1	442	508
Brit. Virgin Islands	TF	330	335	192	-17.9	-42.5	0.1	389
Cayman Islands	TF	288	418	463	8.5	10.7	0.2	465
Cuba	TF	2,507	4,594	4,684	15.6	2.0	2.2	2,187	3,186	2,903	0.9
Curaçao	TF	342	399	432	-9.6	8.2	0.2	385	551	493	0.1
Dominica	TF	77	71	63	-9.0	-11.9	0.0	94	121
Dominican Rep.	TF	4,125	6,188	6,569	3.8	6.2	3.0	4,162	7,184	7,561	2.3
Grenada	TF	110	146	161	8.2	10.0	0.1	105	144
Guadeloupe	TCE	392	650	..	12.1	510
Haiti	TF	255	467	..	5.0	383	459
Jamaica	TF	1,922	2,353	2,473	7.8	5.1	1.1	2,001	2,809	3,099	0.9
Martinique	TF	476	536	537	3.1	0.3	0.2	472	510	530	0.2
Montserrat	TF	6	9	9	-0.2	0.1	0.0	6	8
Puerto Rico	TF	3,186	3,797	3,068	1.6	-19.2	1.4	3,211	3,848	3,282	1.0
Saint Lucia	TF	306	386	396	11.0	2.5	0.2	565	754
St. Kitts & Nevis	TF	98	115	116	-0.4	1.3	0.1	90	157
St. Maarten	TF	443	402	178	-23.8	-55.8	0.1	674	630	453	0.1
St. Vincent & Gren.	TF	72	76	80	-4.3	5.4	0.0	86	95
Trinidad & Tobago	TF	388	395	375	-3.5	-4.9	0.2	450	453
Turks & Caicos	TF	281	416	..	-8.2	571	787	0.2
US Virgin Islands	TF	572	535	381	-19.8	-28.8	0.2	1,223	1,202	1,046	0.3
Central America	7,808	11,084	10,814	4.6	-2.4	5.0	6,947	12,604	12,840	3.8	
Belize	TF	242	427	489	10.8	14.6	0.2	249	427	487	0.1
Costa Rica	TF	2,100	2,960	3,017	1.2	1.9	1.4	2,246	3,724	3,903	1.2
El Salvador	TF	1,150	1,556	1,677	8.5	7.8	0.8	390	873	1,014	0.3
Guatemala	TF	1,119	1,660	1,781	4.7	7.3	0.8	1,378	1,566	1,549	0.5
Honduras	TF	863	851	865	1.6	1.6	0.4	625	715	736	0.2
Nicaragua	TF	1,011	1,787	..	18.8	314	841	544	0.2
Panama	TF	1,324	1,843	1,779	-4.1	-3.5	0.8	1,745	4,460	4,608	1.4
South America	23,583	36,565	36,994	7.7	1.2	17.2	20,505	29,034	29,865	9.0	
Argentina	TF	5,325	6,710	6,942	0.8	3.4	3.2	4,942	5,375	5,558	1.7
Bolivia	TF	679	1,134	..	18.3	379	782	823	0.2
Brazil	TF	5,161	6,589	6,621	0.6	0.5	3.1	5,261	5,809	5,917	1.8
Chile	TF	2,801	6,450	5,723	14.3	-11.3	2.7	1,552	3,383	2,956	0.9
Colombia	TF	2,385	3,631	3,898	9.5	7.4	1.8	2,797	4,921	5,556	1.7
Ecuador	VF	1,047	1,608	2,429	13.4	51.0	1.1	781	1,548	1,871	0.6
French Guiana	TF	189	224	..	0.4
Guyana	TF	152	247	287	5.1	15.9	0.1	80
Paraguay	TF	465	1,560	1,181	19.2	-24.3	0.5	217	369	363	0.1
Peru	TF	2,299	4,032	4,419	7.7	9.6	2.0	2,008	3,710	3,947	1.2
Suriname	TF	205	278	..	8.2	61	46	56	0.0
Uruguay	TF	2,349	3,674	3,469	21.0	-5.6	1.6	1,509	2,558	2,344	0.7
Venezuela	TF	526	427	..	-29.0	831

Source: World Tourism Organization (UNWTO) ©

* Provisional figure

(Data as collected by UNWTO, July 2019)

Please see page 23 for symbols and abbreviations

Africa

International tourist arrivals and tourism receipts by country of destination

Series	International tourist arrivals						International tourism receipts			
	(1000)			Change (%)		Share (%)	(USD million)			Share (%)
	2010	2017	2018*	17/16	18*/17	2018*	2010	2017	2018*	2018*
Africa	50,426	62,727	67,118	8.5	7.0	100	30,447	36,400	38,395	100
North Africa	19,682	21,665	23,858	14.7	10.1	35.5	9,662	9,916	10,674	27.8
Algeria	2,070	2,451	..	20.2	220	141
Morocco	9,288	11,349	12,289	9.8	8.3	18.3	6,703	7,442	7,775	20.2
Sudan	495	813	..	1.6	94	1,029	1,043	2.7
Tunisia	7,828	7,052	8,299	23.2	17.7	12.4	2,645	1,305	1,713	4.5
Subsaharan Africa	30,743	41,061	43,260	5.5	5.4	64.5	20,785	26,483	27,721	72.2
Angola	425	261	..	-34.3	719	880	544	1.4
Benin	199	281	295	5.2	5.0	0.4	149	150
Botswana	1,973	1,623	..	3.1	510	704	574	1.5
Burkina Faso	274	143	144	-5.9	0.7	0.2	72	117
Burundi	142	299	..	59.9	2	3
Cameroon	569	159	524
Cabo Verde	336	668	710	11.6	6.3	1.1	278	431	466	1.2
Centr. African Rep.	54	11
Chad	71	87	..	-11.2
Comoros	15	28	36	4.5	28.2	0.1	35
Congo	194	192	..	-9.0	27
Côte d'Ivoire	252	1,800	1,965	13.7	9.2	2.9	201	396
Dem. Rep. Congo	81	11	6.0	60.5	0.2
Djibouti	51	18	35
Equatorial Guinea
Eritrea	84
Eswatini	868	921	782	-2.7	-15.1	1.2	51	13
Ethiopia	468	933	..	7.1	522	435
Gabon	86
Gambia	91	162	..	0.6	74	103
Ghana	931	972	620	850
Guinea	12	2	16
Guinea-Bissau	22	13	16
Kenya	1,470	1,390	1,475	9.6	6.1	2.2	800	919
Lesotho	414	23	23	23	0.1
Liberia	12
Madagascar	196	255	257	-12.9	0.6	0.4	309	671
Malawi	746	837	..	-1.4	31	31
Mali	169	193	203	11.6	5.2	0.3	205	206
Mauritania	23
Mauritius	935	1,342	1,399	5.2	4.3	2.1	1,282	1,748	1,887	4.9
Mozambique	1,718	1,447	..	-11.7	108	151	242	0.6
Namibia	984	1,499	..	2.0	438	188	380	1.0
Niger	74	164	157	7.7	-4.3	0.2	105	83
Nigeria	1,555	576	2,549	1,962	5.1
Reunion	421	508	535	10.8	5.3	0.8	392	427	495	1.3
Rwanda	504	202	438
São Tomé & Príncipe	8	11	66	72	0.2
Senegal	900	1,365	..	12.8	453	419
Seychelles	175	350	362	15.4	3.4	0.5	343	483	564	1.5
Sierra Leone	39	51	57	-5.1	11.8	0.1	26	83
Somalia
South Africa	8,074	10,285	10,472	2.4	1.8	15.6	9,070	8,818	8,939	23.3
Tanzania	754	1,275	..	3.4	1,255	2,250	2,449	6.4
Togo	202	514	573	52.1	11.5	0.9	66	138
Uganda	946	1,402	1,850	6.0	31.9	2.8	784	937	1,027	2.7
Zambia	815	1,083	..	13.2	492	653	742	1.9
Zimbabwe	2,239	2,423	2,567	11.8	5.9	3.8	124	149

Source: World Tourism Organization (UNWTO) ©

* Provisional figure

(Data as collected by UNWTO, July 2019)

Please see page 23 for symbols and abbreviations

Middle East

International tourist arrivals and tourism receipts by country of destination

	Series	International Tourist Arrivals						International Tourism Receipts			
		(1000)			Change (%)		Share (%)	(USD million)			Share (%)
		2010	2017	2018*	17/16	18*/17	2018*	2010	2017	2018*	2018*
Middle East		56,122	57,743	60,458	4.1	4.7	100	52,150	68,359	73,039	100
Bahrain	THS/TCE	995	4,372	..	9.6	1,362	3,642
Egypt	VF	14,731	8,292	11,346	53.6	36.8	18.8	12,528	7,775	11,615	15.9
Iraq	VF	1,518	1,660	2,959	1,986	2.7
Jordan	TF	4,207	3,844	4,150	7.7	8.0	6.9	3,585	4,639	5,249	7.2
Kuwait	THS	207	290	313	395	0.5
Lebanon	TF	2,168	1,857	1,964	10.0	5.8	3.2	7,995	7,611	8,400	11.5
Libya	TF	60
Oman	TF	1,441	2,372	..	1.6	780	1,748
Palestine	THS	522	503	606	25.7	20.5	1.0	667	225	245	0.4
Qatar	TF	1,700	2,256	1,819	-23.2	-19.4	3.0	584	5,971	5,565	7.6
Saudi Arabia	TF	10,850	16,109	15,293	-10.7	-5.1	25.3	6,712	12,056	12,038	16.5
Syria	TF	8,546	6,190
Utd Arab Emirates	THS ¹	7,432	15,790	15,920	6.2	0.8	26.3	8,577	21,048	21,375	29.3
Yemen	TF	1,025	1,161

Source: World Tourism Organization (UNWTO) ©

* Provisional figure

(Data as collected by UNWTO, July 2019)

¹ Dubai only.

Please see page 23 for symbols and abbreviations

Methodological notes

Series of international tourist arrivals:

TF	=	International tourist arrivals at frontiers (overnight visitors, i.e. excluding same-day visitors)
VF	=	International visitors arrivals at frontiers (tourists and same-day visitors)
THS	=	International tourists arrivals at hotel and similar establishments
TCE	=	International tourists arrivals at collective tourism establishments
TD	=	Departures of tourists (overnight visitors, i.e. excluding same-day visitors)
VD	=	Departures of both overnight and same-day visitors

*	=	Provisional figure or data
..	=	Figure or data not (yet) available
I	=	Change of series
n/a	=	Not applicable
.	=	Decimal separator
,	=	Thousands separator

Information in this report reflects data available at the time of publication, as reported by national or international institutions up until July 2019.

It should be noted that data as reflected by UNWTO on international tourism receipts and expenditure for China is based on the balance of payments (BOP) travel credit and debit (as with other countries for reasons of consistency and international comparability) reported by the State Administration of Foreign Exchange (SAFE) at www.safe.gov.cn/en/BalanceofPayments/. It is to be noted that there is a difference in the data used by UNWTO and those produced by the Ministry of Culture and Tourism (formerly the China National Tourism Administration) for 2014 and subsequent years.

For the latest tourism data and trends, please refer to the UNWTO World Tourism Barometer at mkt.unwto.org/barometer. For tourism statistics online and for data on previous years, see the UNWTO e-library at www.e-unwto.org.

For main concepts, definitions and classifications for the measurement of tourism, please see: International Recommendations for Tourism Statistics 2008 (IRTS 2008) at statistics.unwto.org/content/irts-2008.

This report was prepared by the UNWTO Tourism Market Intelligence and Competitiveness Department, under the supervision of Sandra Carvão, Chief of the Department.

Contributors include (in alphabetical order): Fernando Alonso, Julia Baunemann, Michel Julian, Lili Kfoury and Javier Ruescas.

The designations and presentation material employed in this report do not imply the expression of any opinion 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.

https://www.unwto.org/doi/book/10.18111/9789284421152 - Monday, February 01, 2021 2:46:47 AM - IP Address:193.84.223.73

The **World Tourism Organization (UNWTO)**, a United Nations specialized agency, is the leading international organization with the decisive and central role in promoting the development of responsible, sustainable and universally accessible tourism. It serves as a global forum for tourism policy issues and a practical source of tourism know-how. Its membership includes 158 countries, 6 territories, 2 permanent observers and over 500 Affiliate Members.

Copyright © 2019, World Tourism Organization (UNWTO)
Copyright cover photo: © Renaud Philippe | Dreamstime.com

ISBN printed version: 978-92-844-2114-5
ISBN electronic version: 978-92-844-2115-2
DOI: 10.18111/9789284421152

Published by the World Tourism Organization (UNWTO), Madrid, Spain.
First printing: 2019 | All rights reserved | Printed in Spain

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.

Citation:
World Tourism Organization (2019), *International Tourism Highlights, 2019 Edition*, UNWTO, Madrid, DOI: <https://doi.org/10.18111/9789284421152>.

