



World Tourism Trends & Outlook

13th UNWTO/ PATA Forum on Tourism Trends and Outlook

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Javier Ruescas
Tourism Market Intelligence and Competitiveness
UNWTO



International tourist **arrivals** and **receipts** in 2018



1.4 billion

Total international tourist arrivals



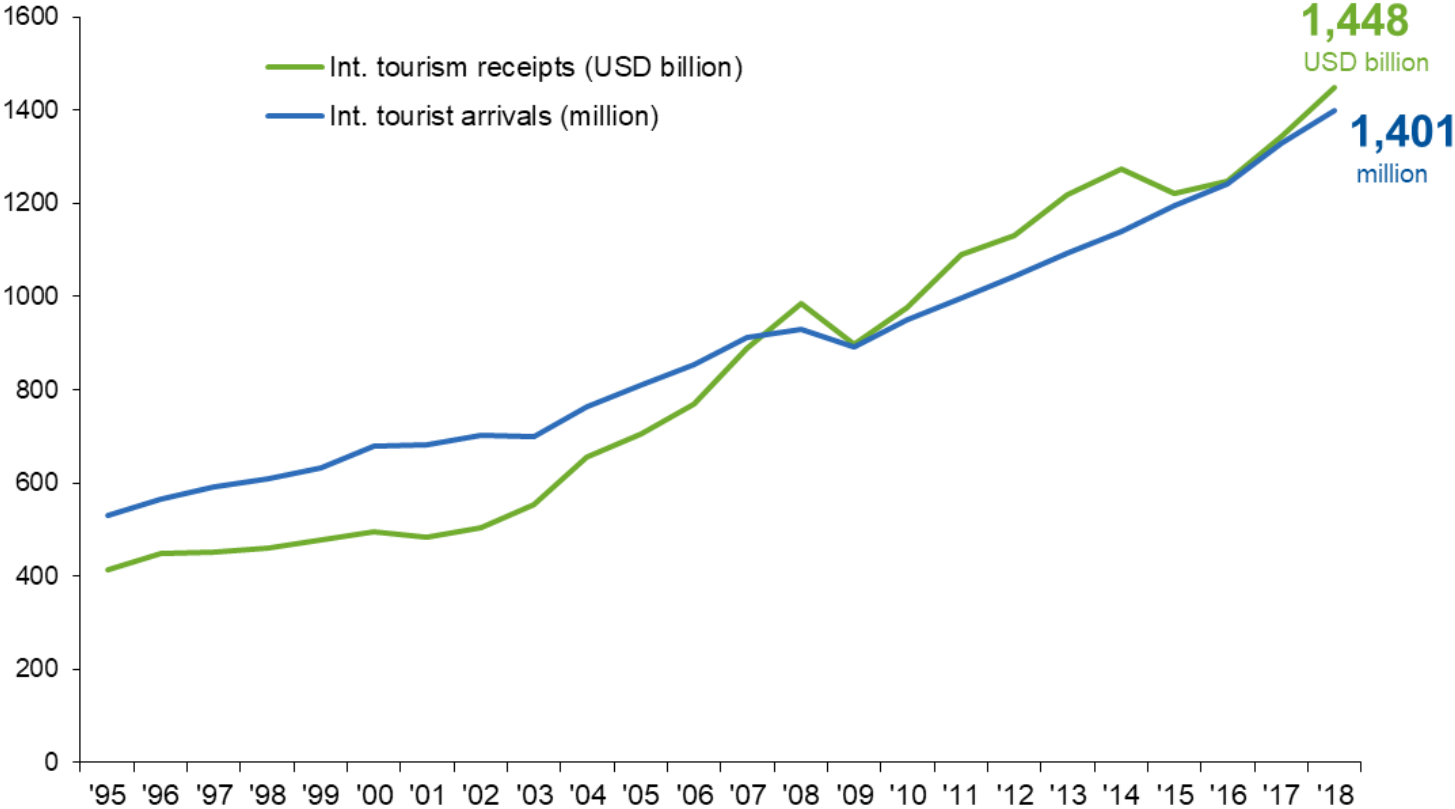
USD 1.7 trillion

Total international tourism exports

(International tourism receipts + passenger transport)

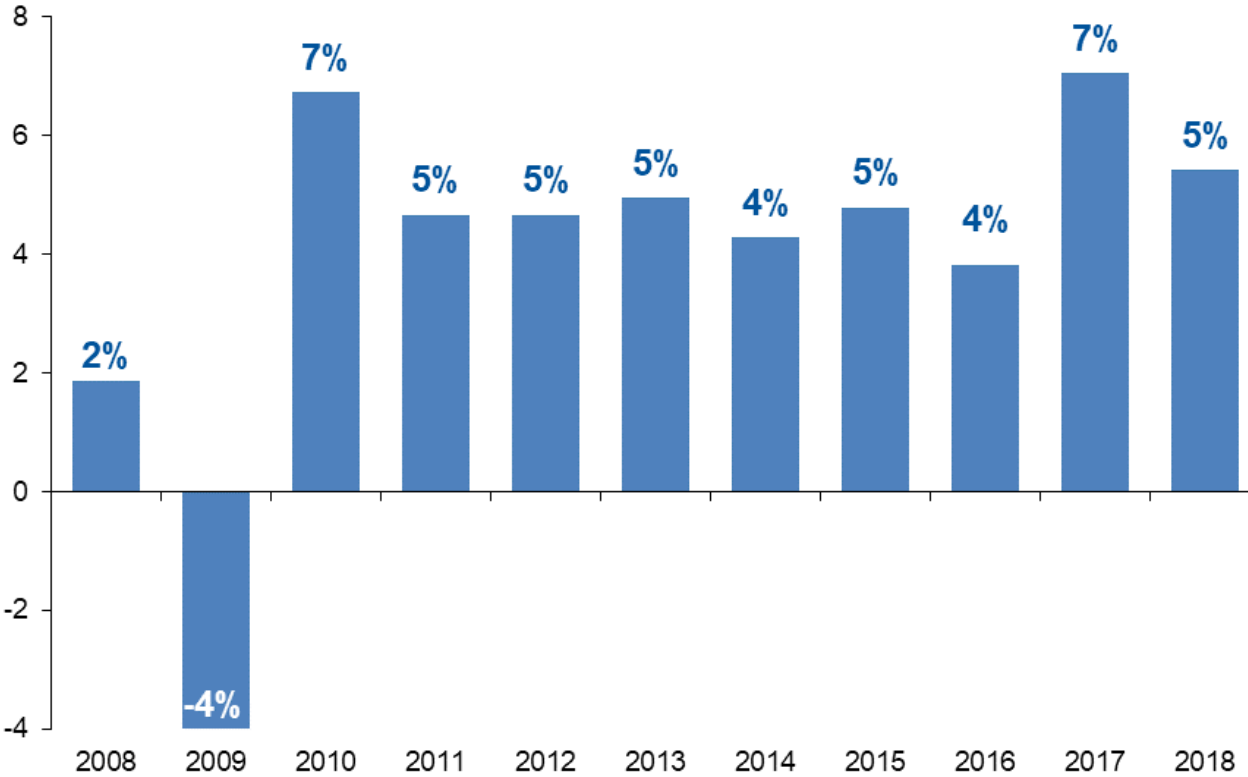
Source: UNWTO

International tourist arrivals and receipts (1995-2018)



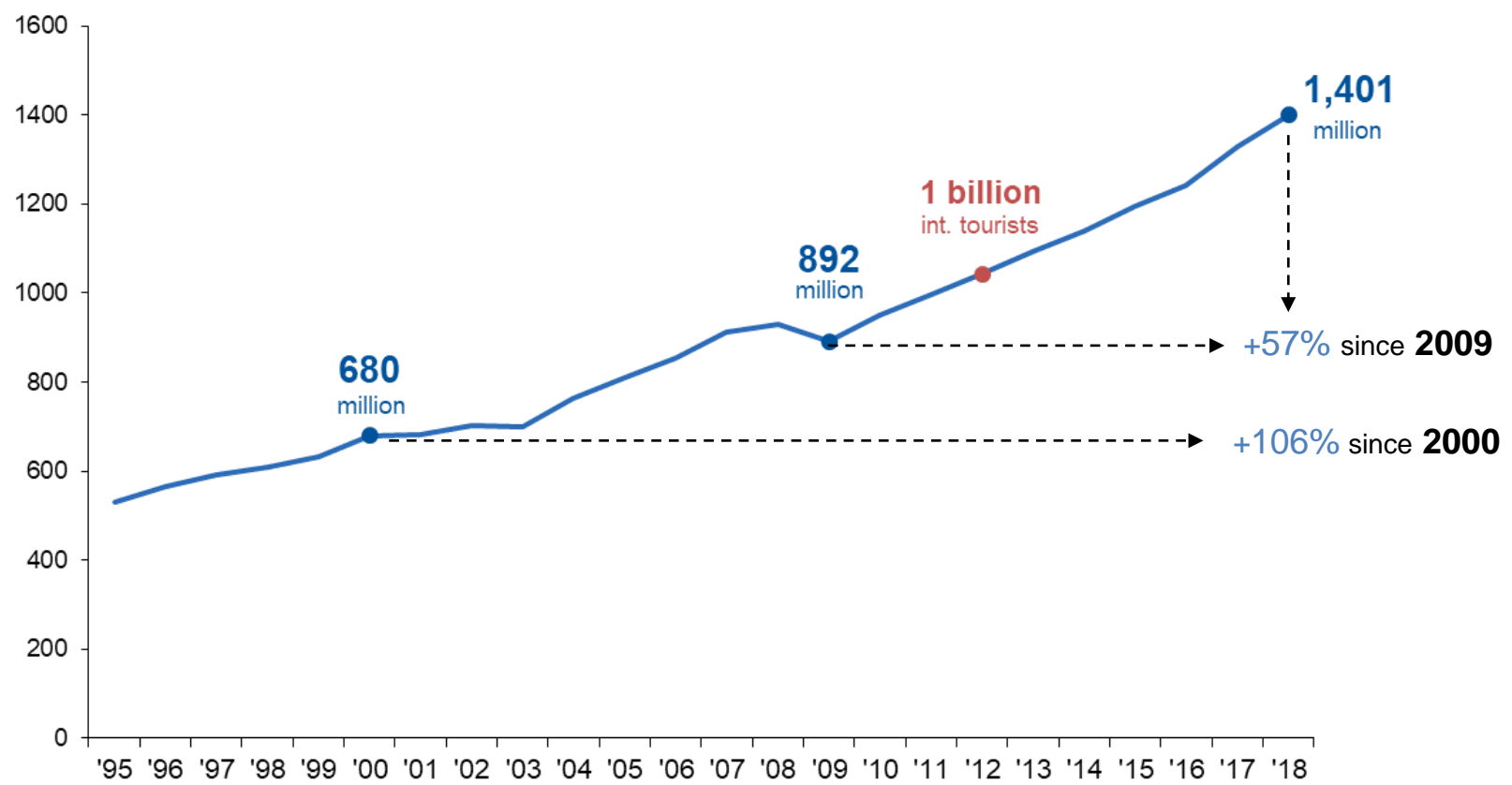
Source: UNWTO

International tourist arrivals (% change)



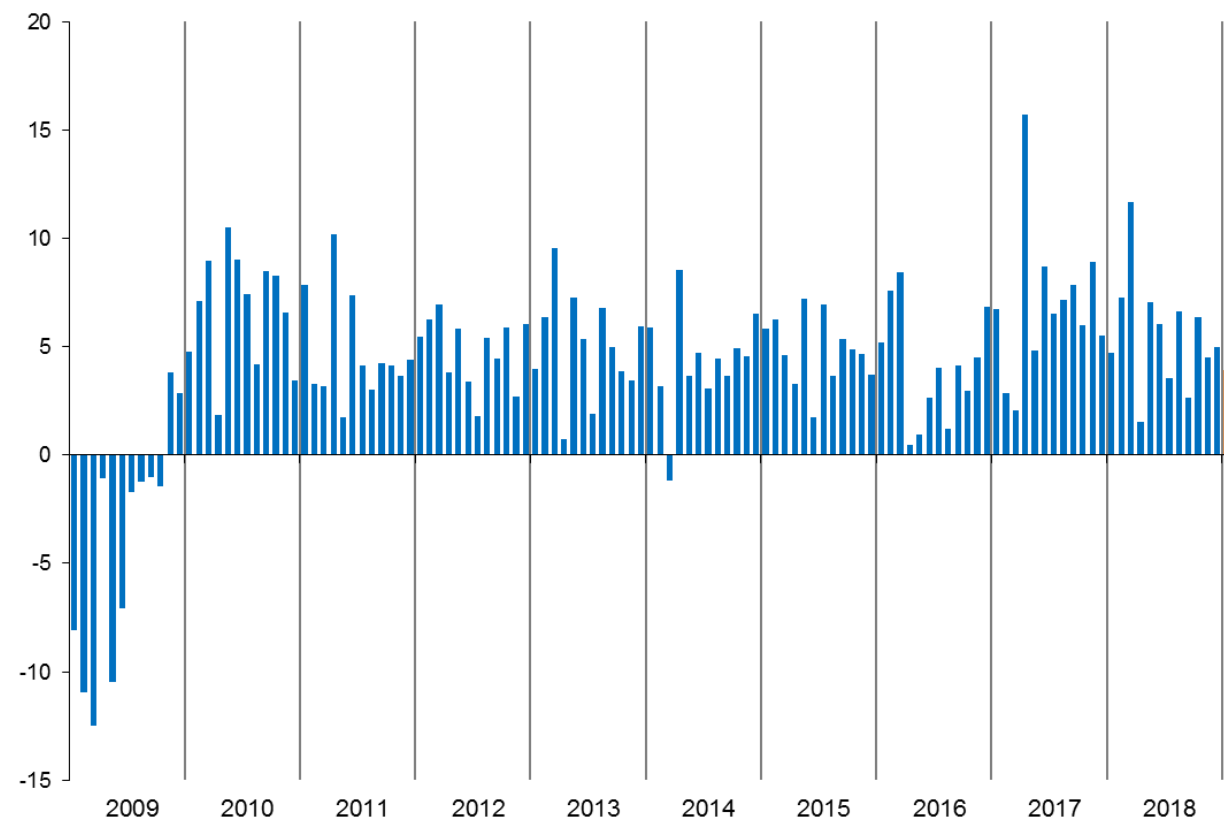
Source: UNWTO

International tourist arrivals (1995-2018)



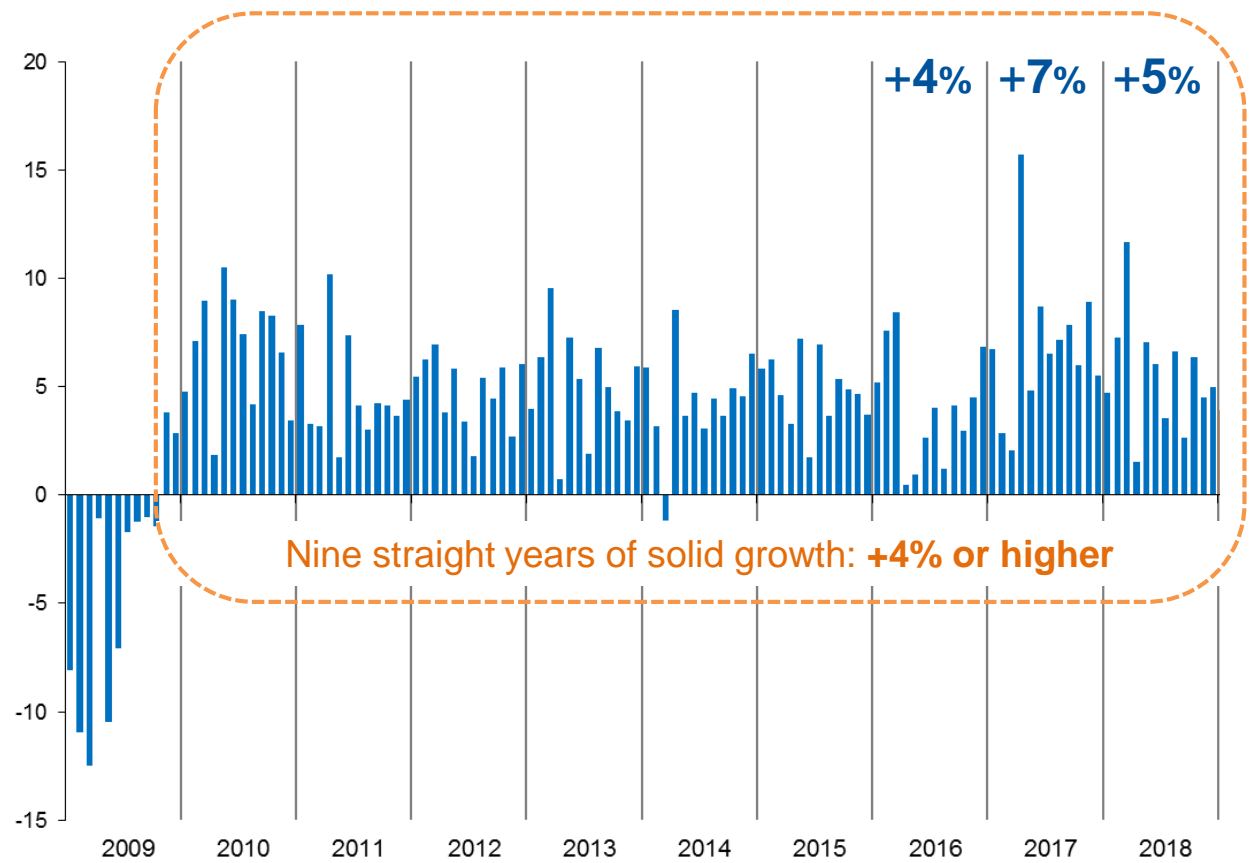
Source: UNWTO

International tourist arrivals, **monthly** (% change), **World**



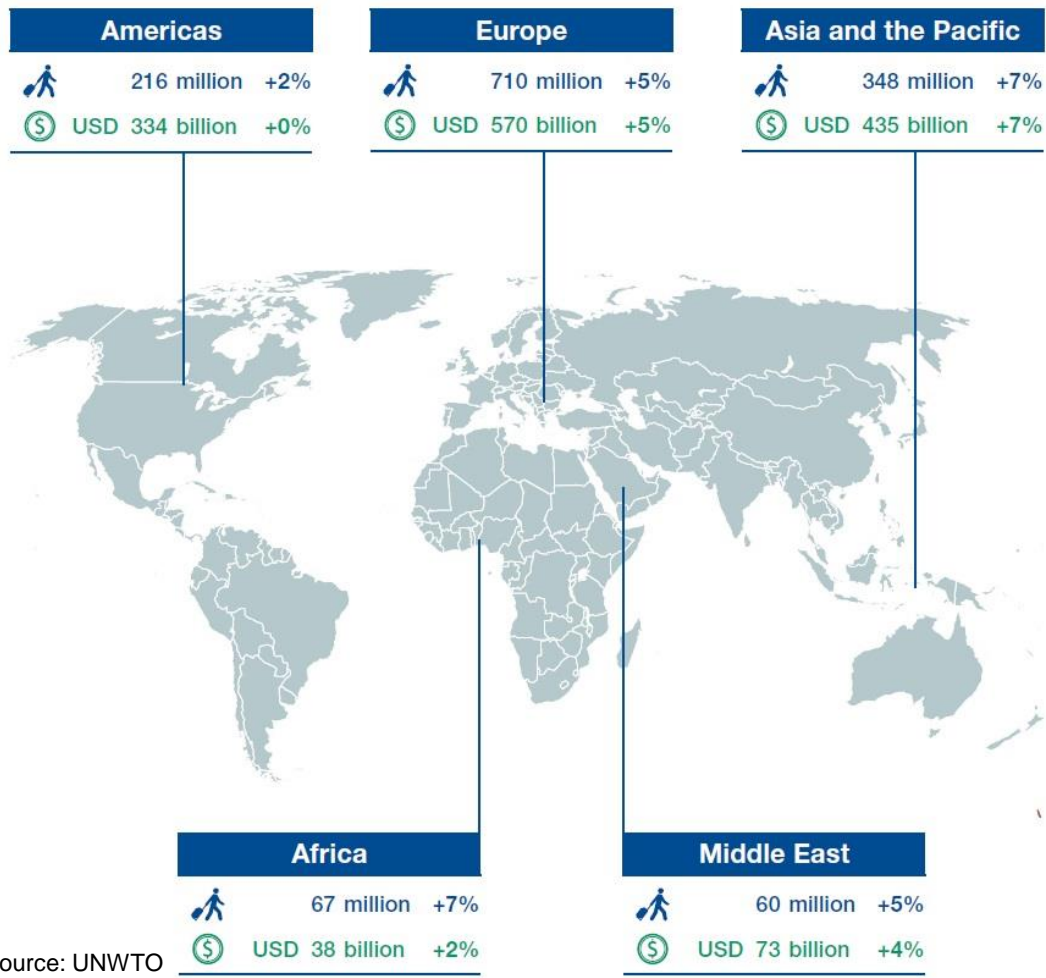
Source: UNWTO

International tourist arrivals, **monthly** (% change), **World**



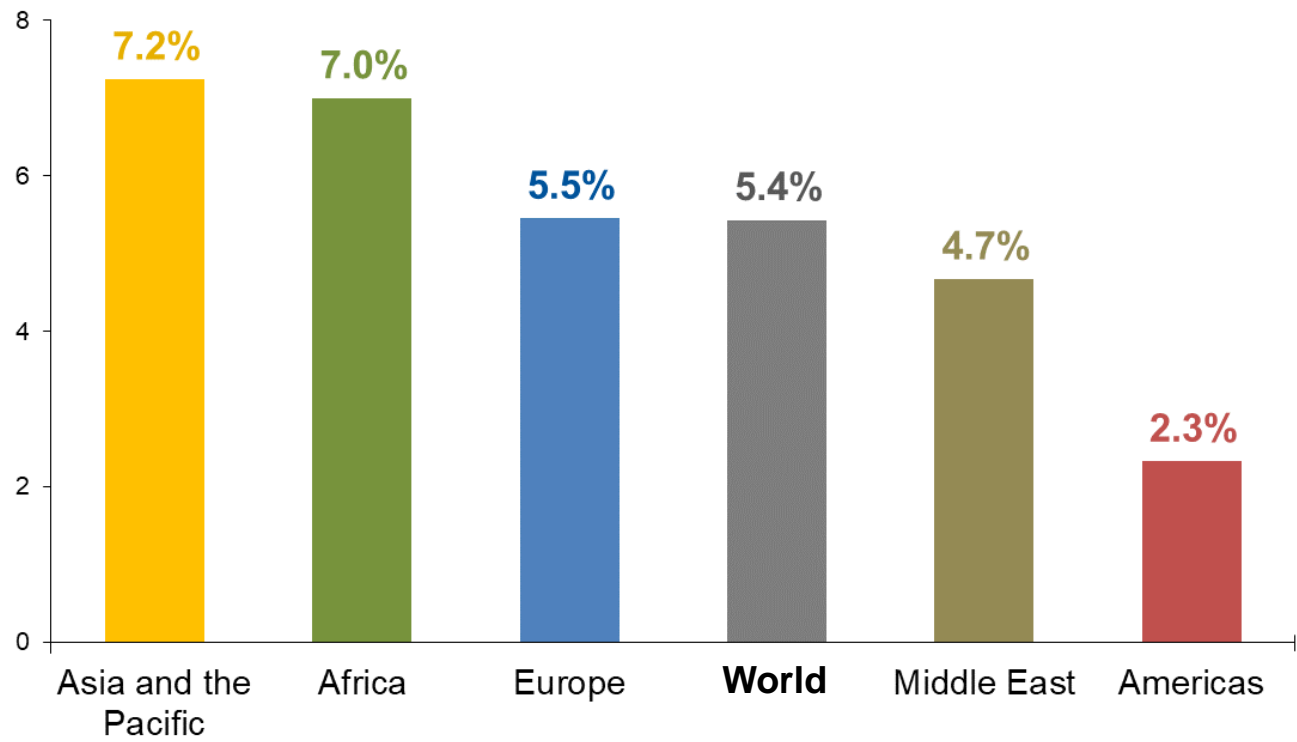
Source: UNWTO

International tourist arrivals **by regions**, 2018



Source: UNWTO

International tourist arrivals **by regions**, 2018 (% change)



Source: UNWTO



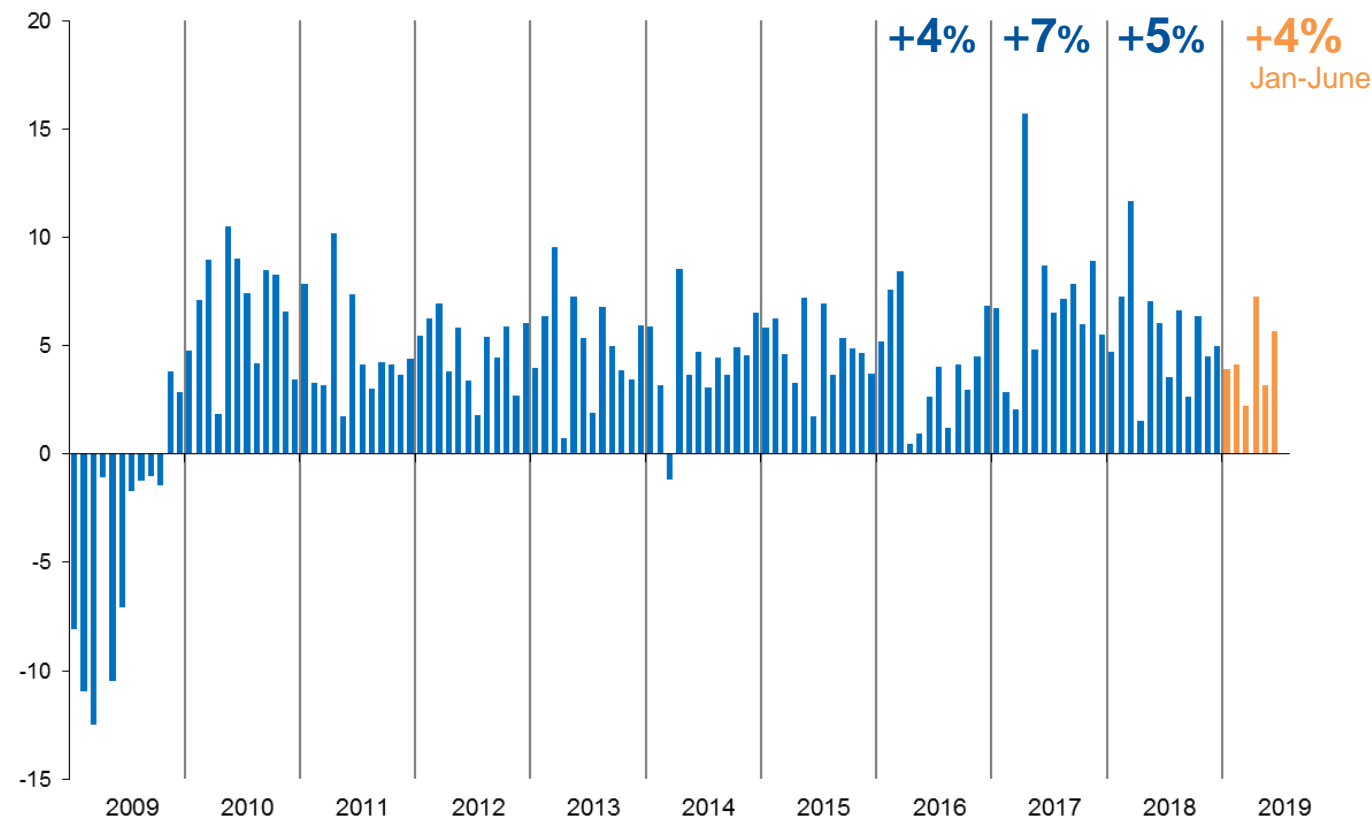
Drivers of international tourism growth in 2018

- Largely **robust global economy**
- Higher than expected tourism **growth in Europe**
- Strong **intraregional demand** in **Asia Pacific**
- Continued **expansion** of **middle classes** around the world

Drivers of international tourism growth in **2018**

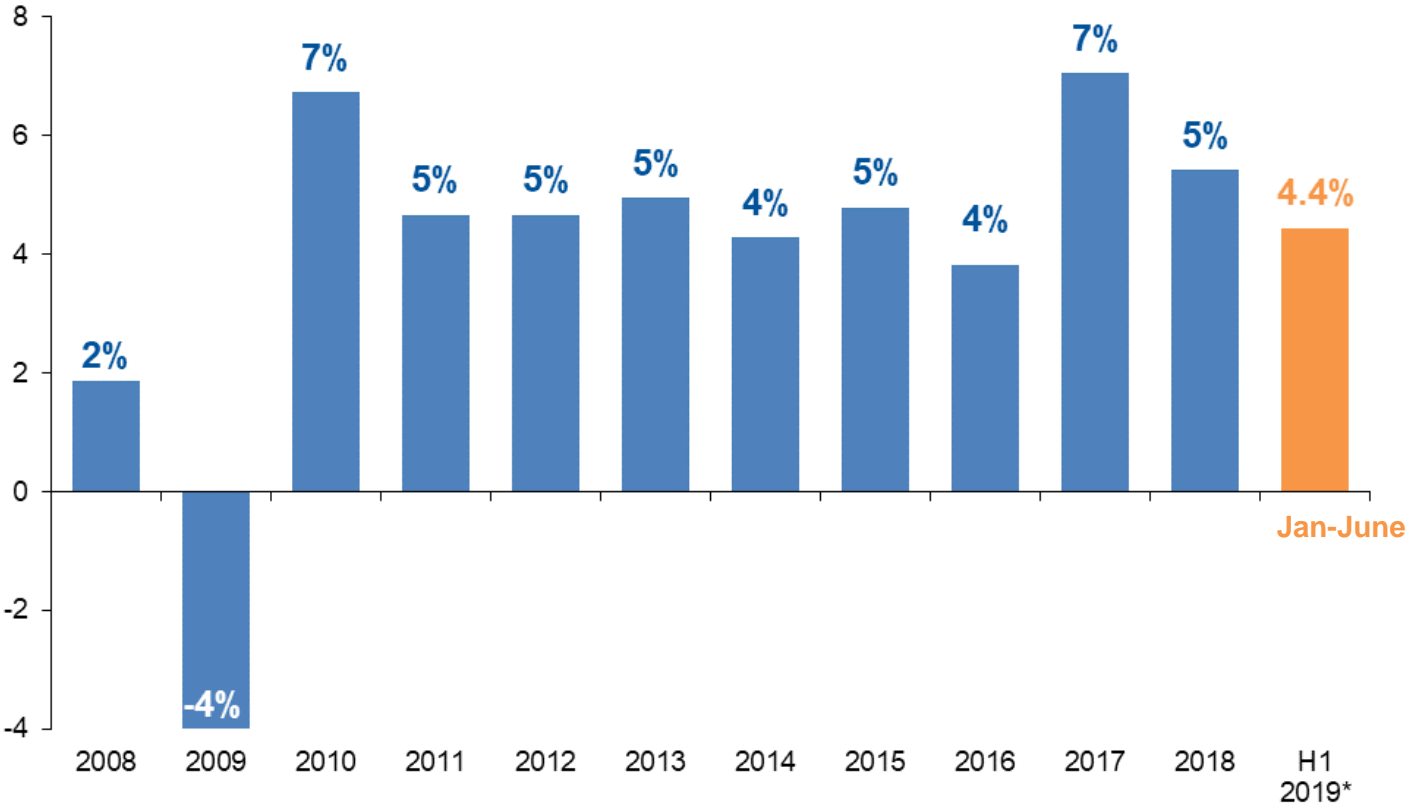
- Enhanced **travel facilitation**
- Increased **air connectivity**
- Growth of **large emerging source markets**, especially China
- Rise of **OTAs, digitalization** and **new platform tourism services** (the so-called 'sharing economy')

International tourist arrivals, **monthly** (% change), **World**



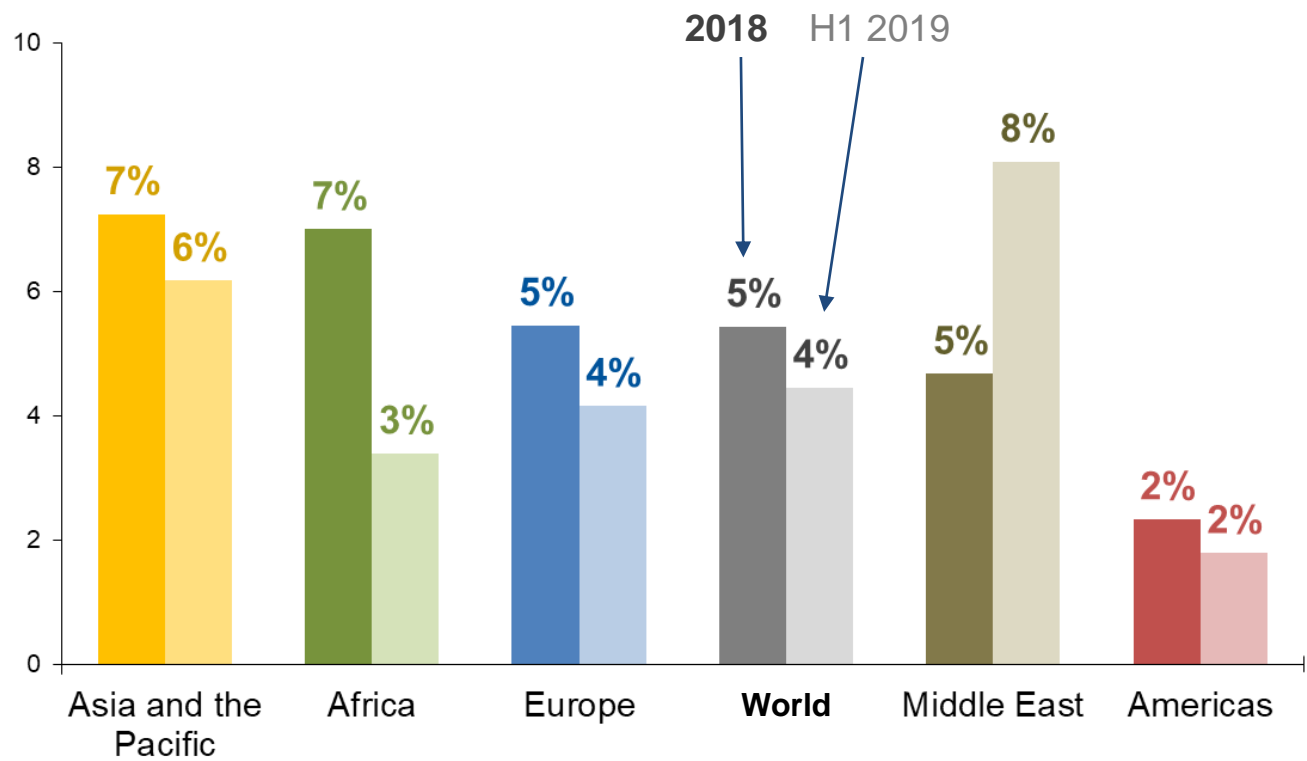
Source: UNWTO

International tourist arrivals, **yearly** (% change), World



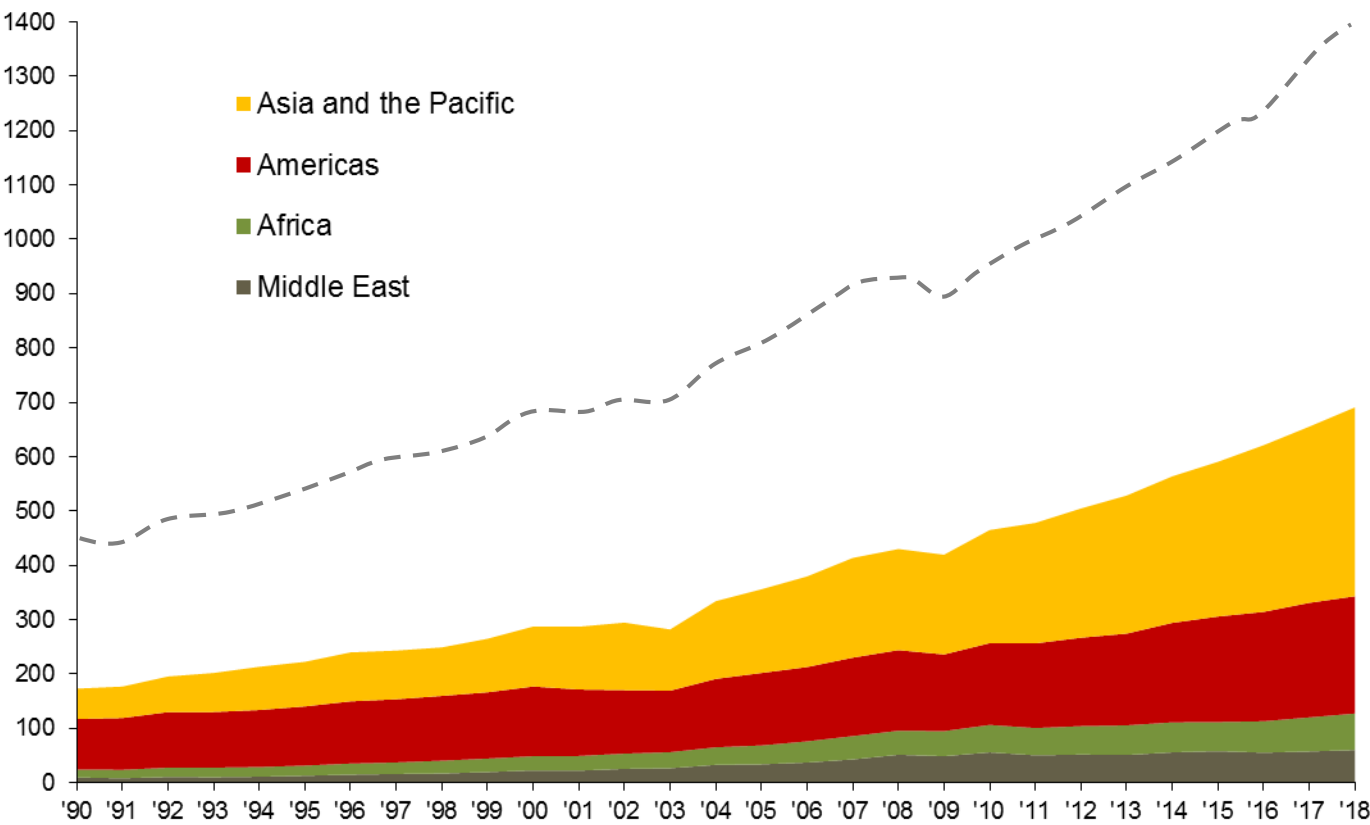
Source: UNWTO

International tourist arrivals **by regions**, 2018 and H1 2019 (% change)



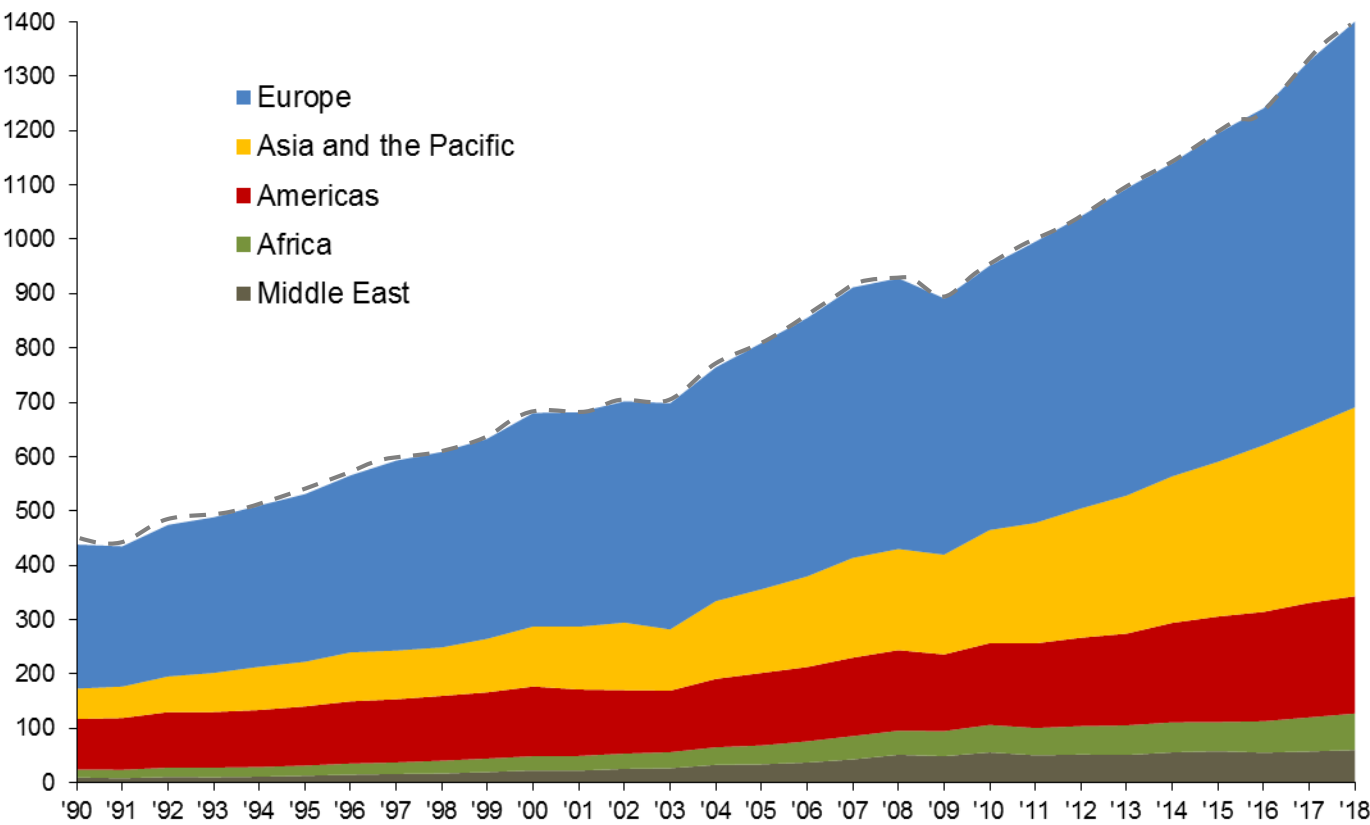
Source: UNWTO

International tourist arrivals (1995-2018)



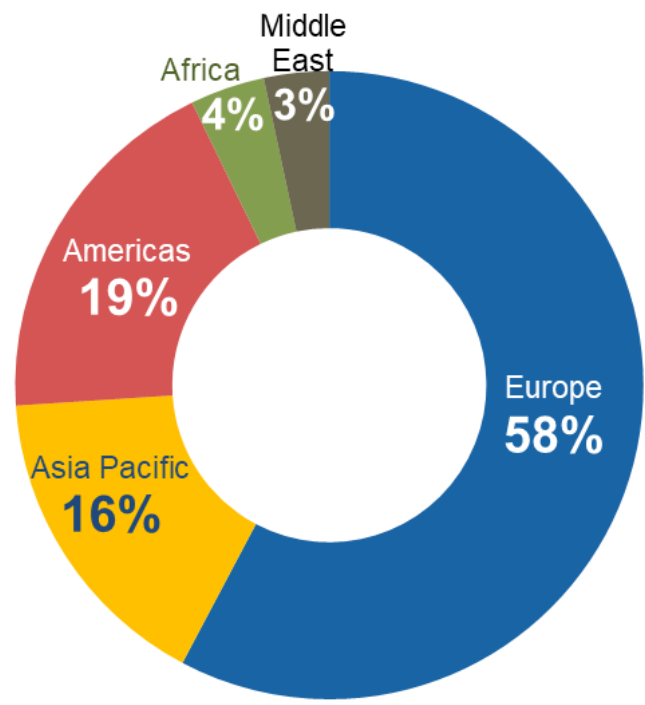
Source: UNWTO

International tourist arrivals (1995-2018)

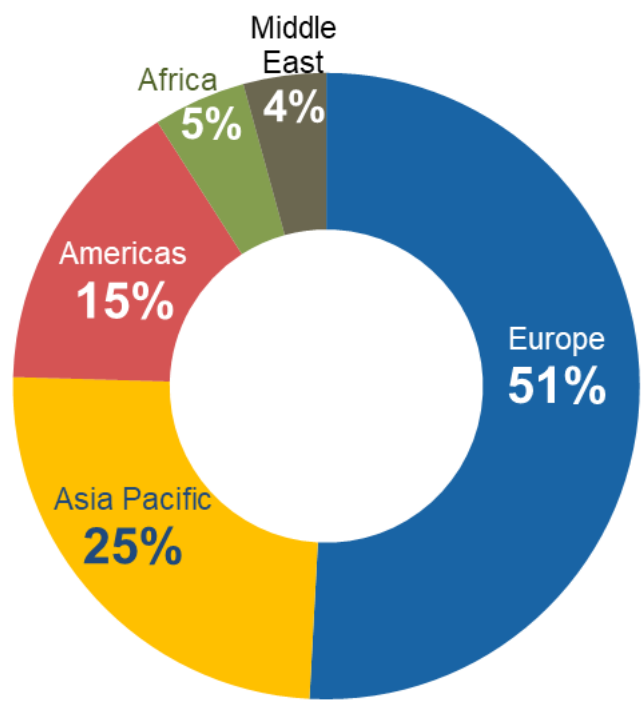


Source: UNWTO

International tourist **arrivals**, 2000 and 2018 (% share)



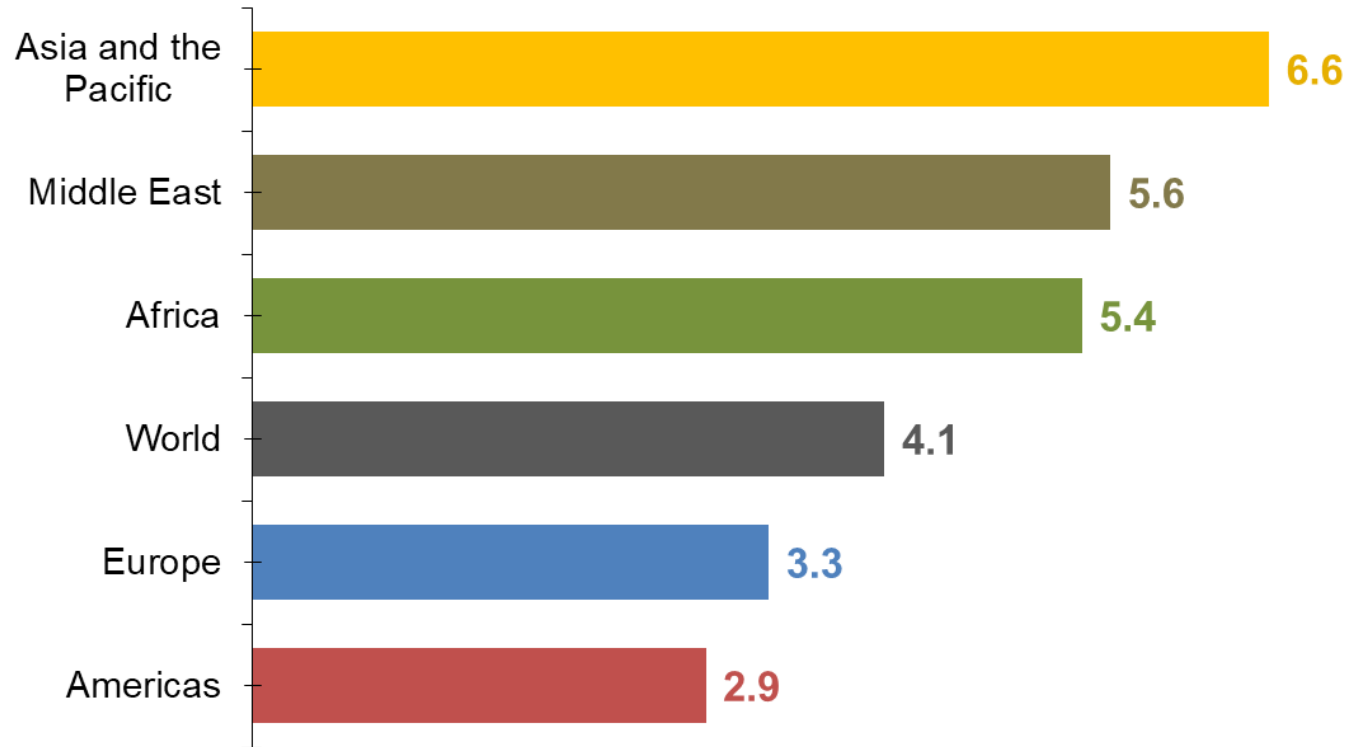
2000



2018

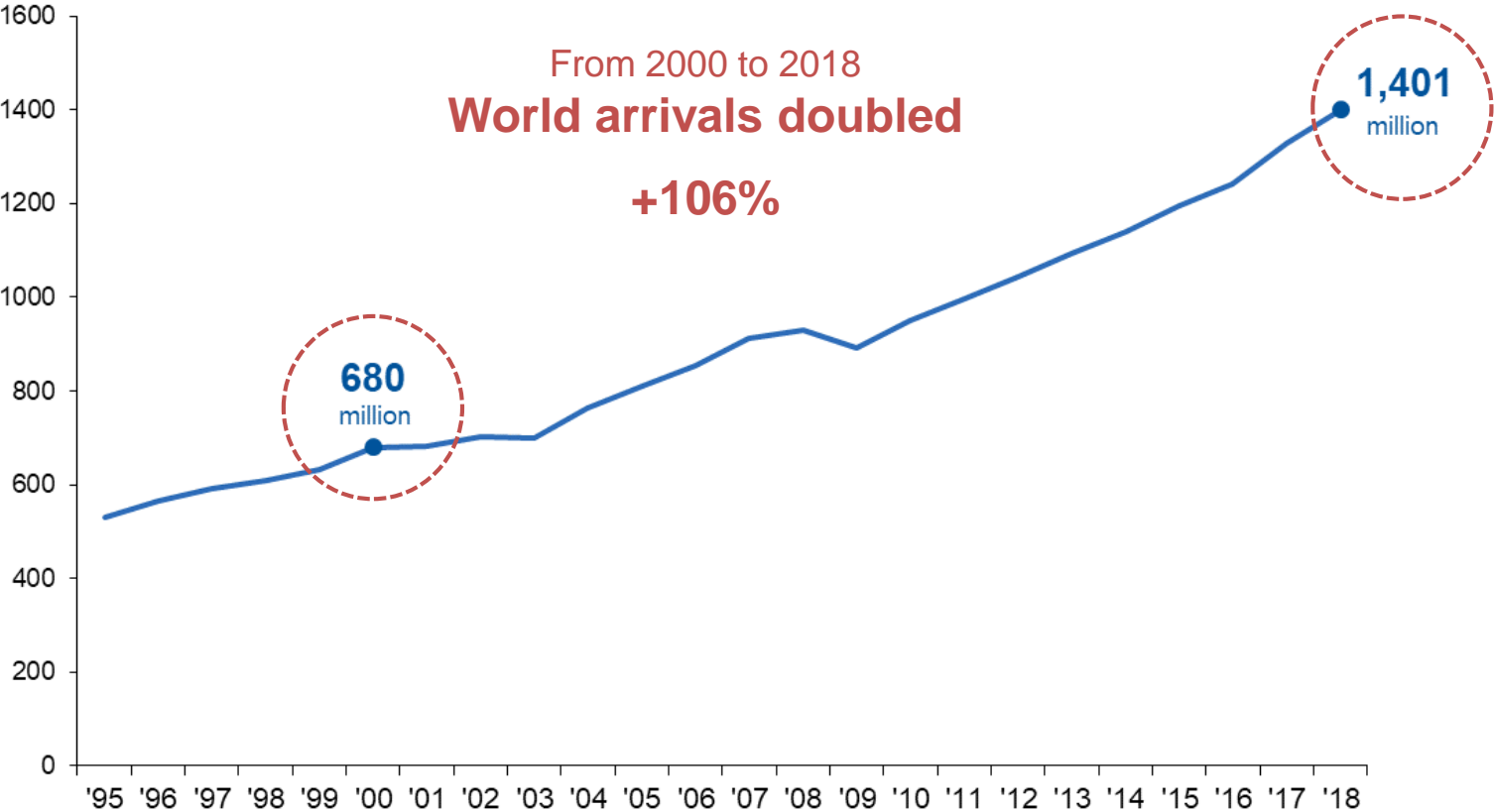
Source: UNWTO

Av. annual growth in international **arrivals**, 2000-2018 (% per year)



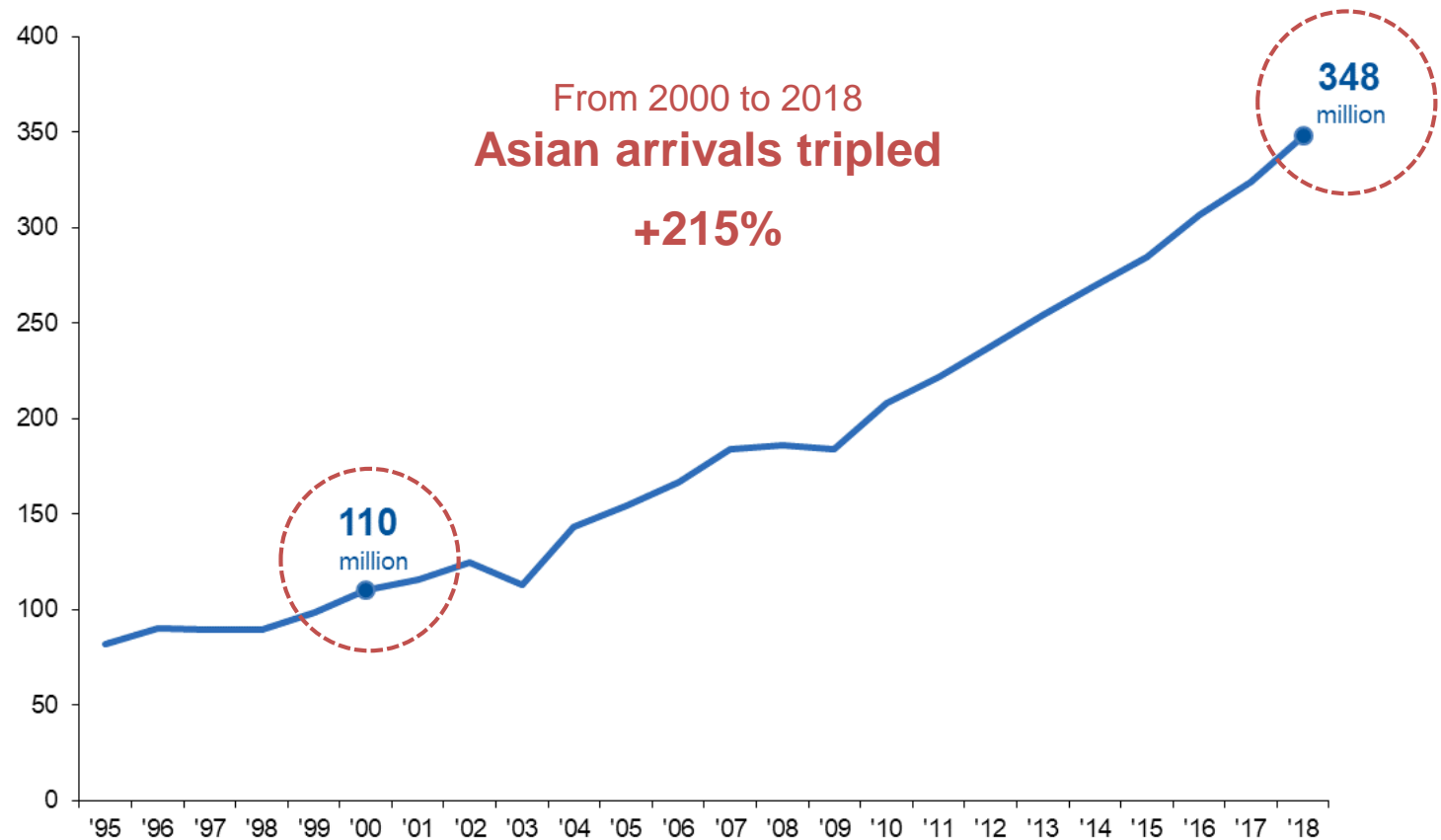
Source: UNWTO

International tourist arrivals – World (million)



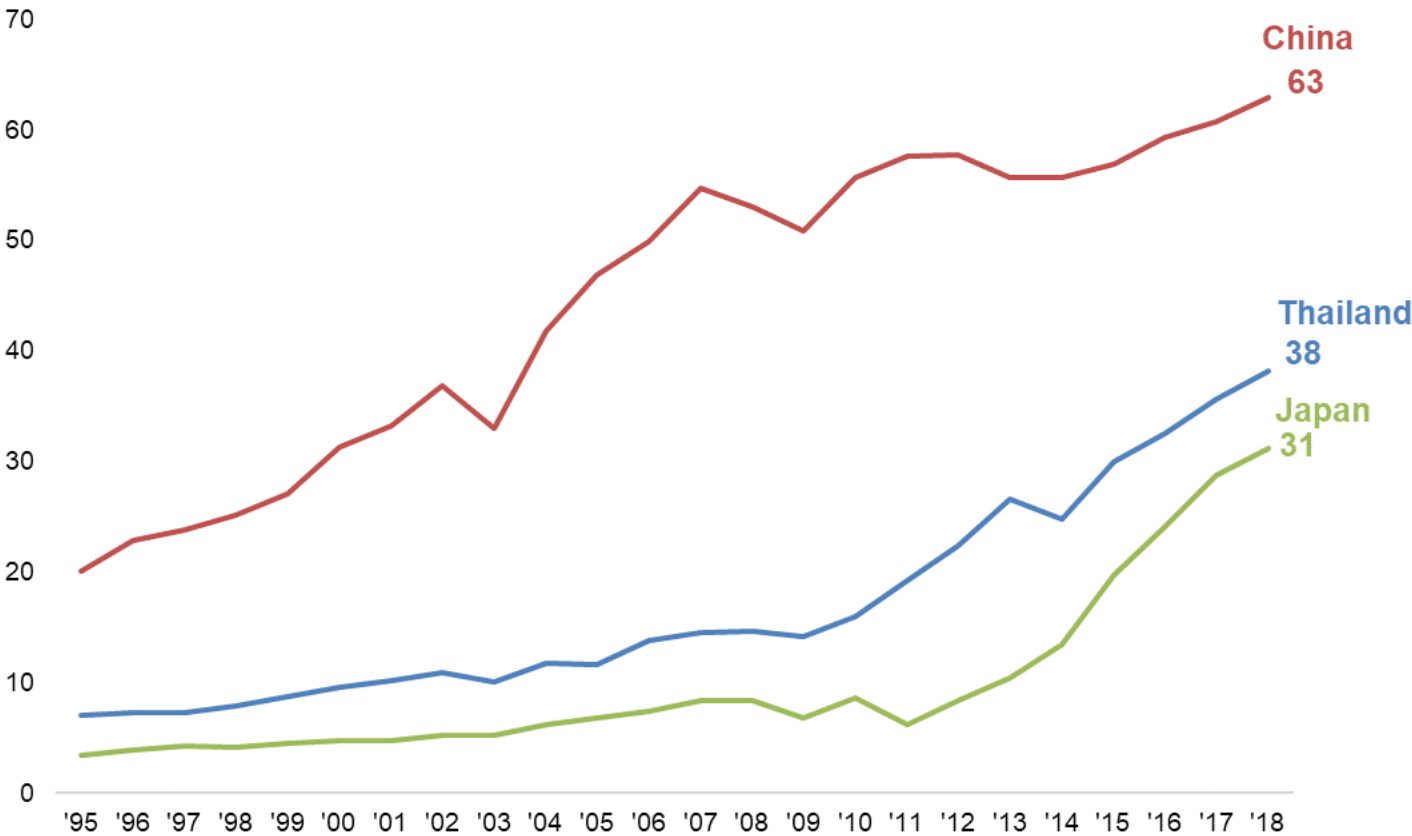
Source: UNWTO

International tourist arrivals – Asia and the Pacific (million)



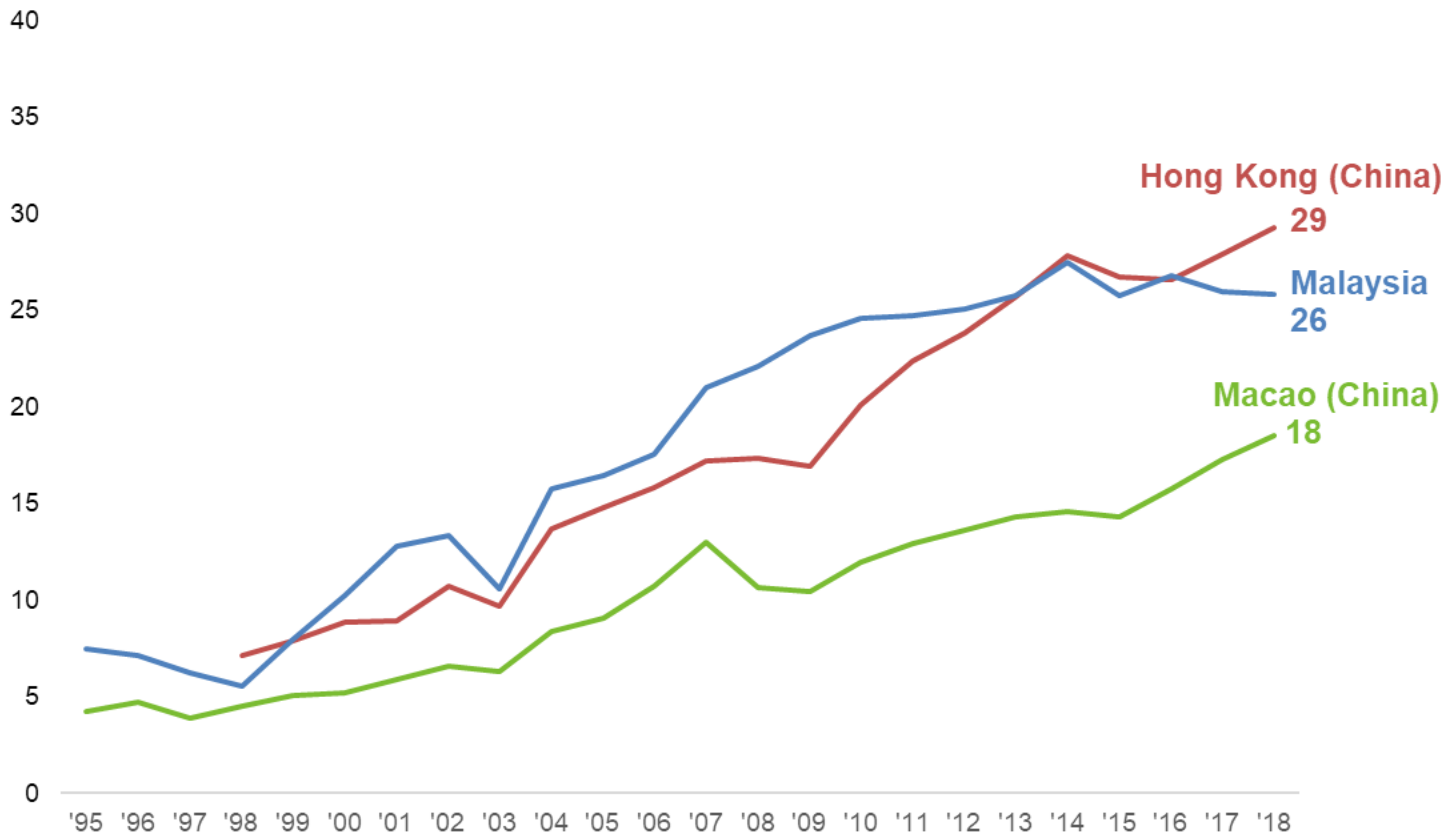
Source: UNWTO

International tourist arrivals (million) – Top Asia Pacific destinations (# 1-3)



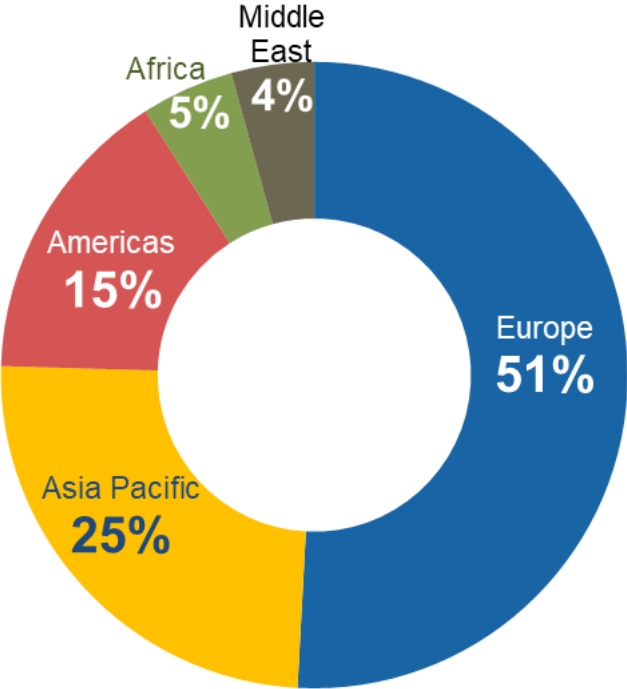
Source: UNWTO

International tourist arrivals (million) – Top Asia Pacific destinations (# 4-6)



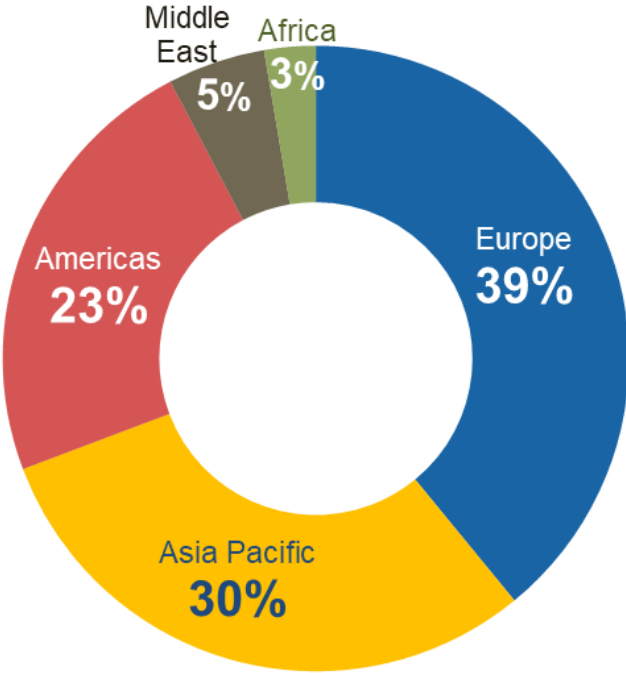
Source: UNWTO

International tourist **arrivals** (2018)



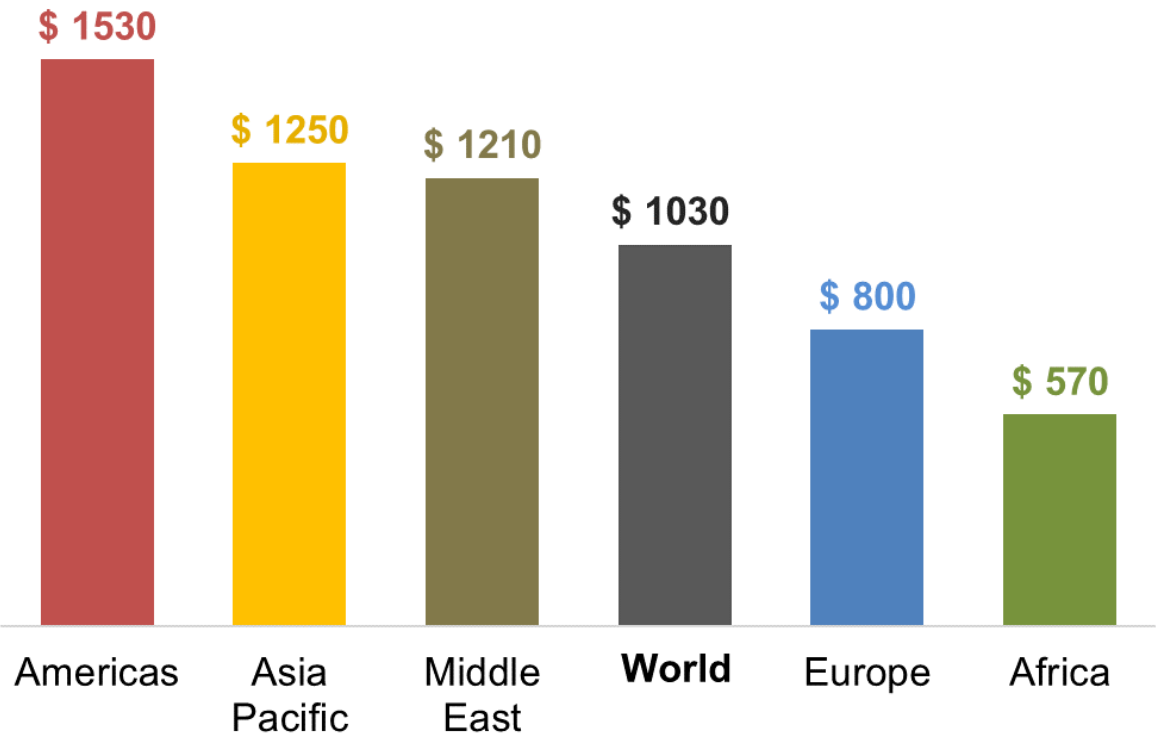
Source: UNWTO

International tourism **receipts** (2018)



Source: UNWTO

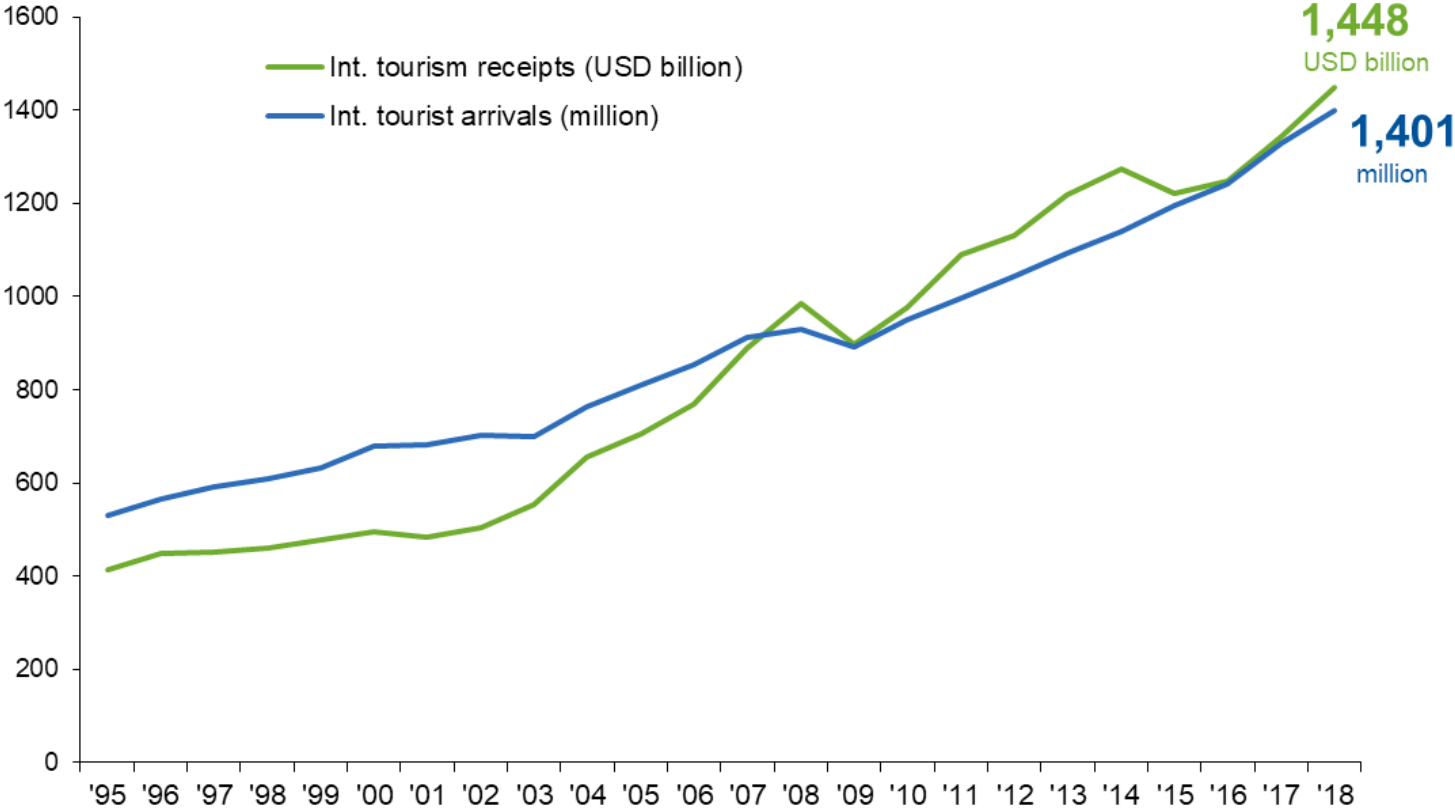
International tourism **receipts** per **arrival*** (USD), 2018



Source: UNWTO

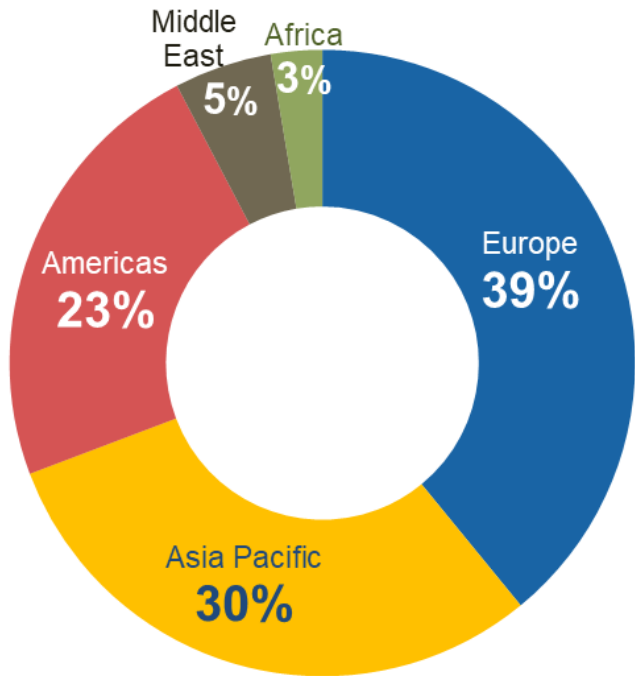
*International receipts includes spending by same-day and overnight visitors, while international arrivals refers only to overnight travelers.

International tourist arrivals and tourism receipts (1995-2018)



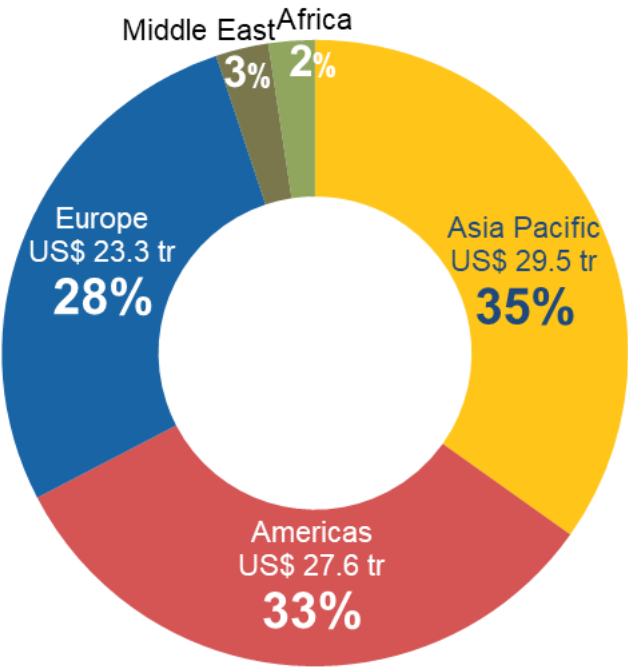
Source: UNWTO

International tourism **receipts**, 2018



Source: UNWTO

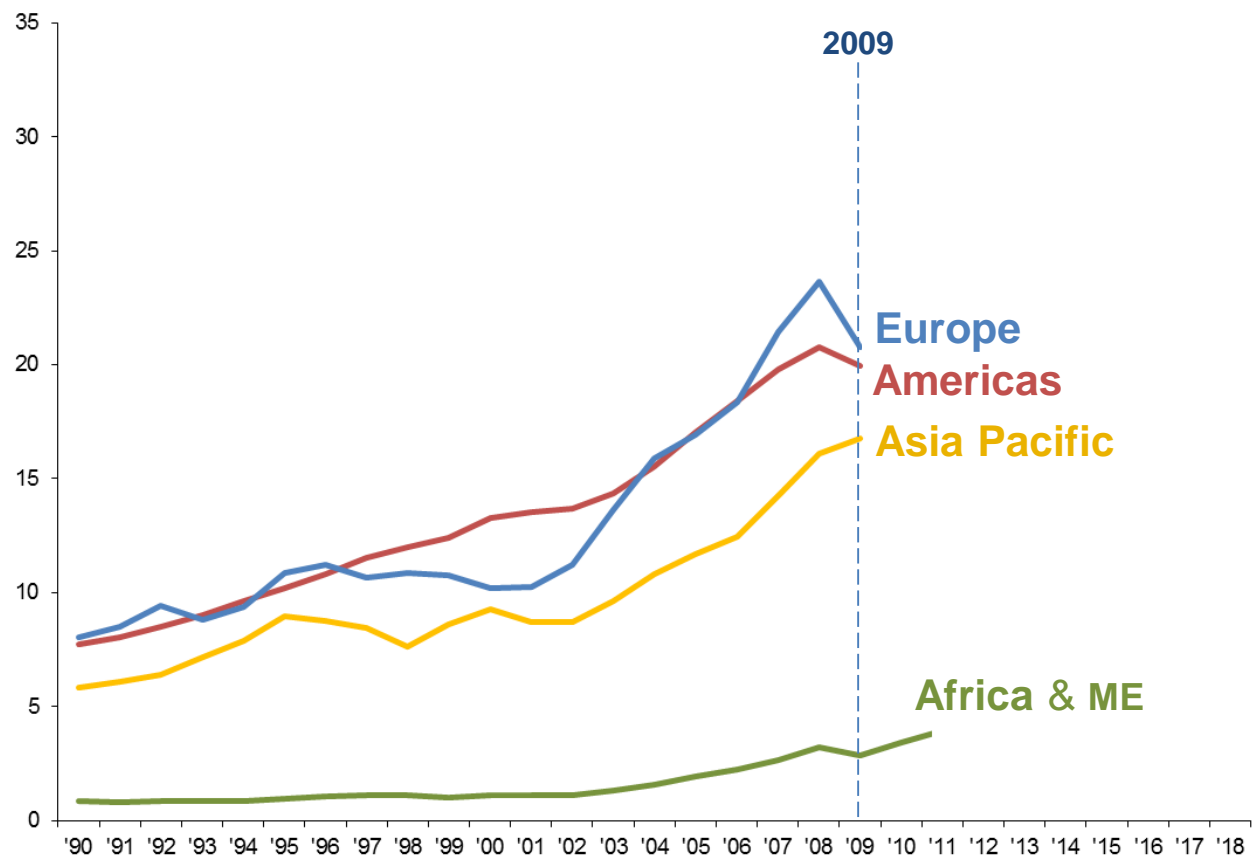
World **economy**, 2018 (GDP share)



Source: Compiled by UNWTO based on IMF

World economy

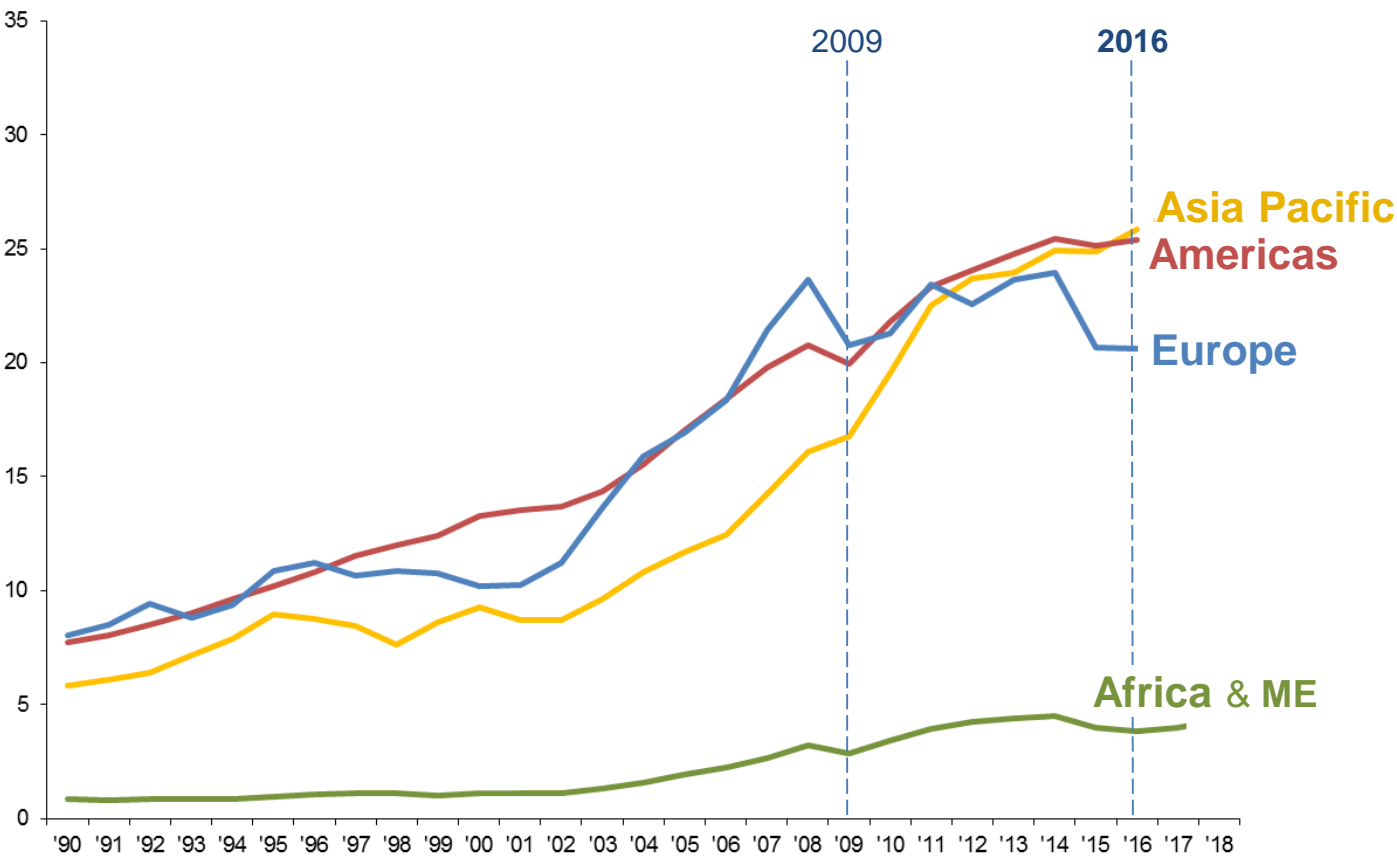
Combined GDP of world regions (USD trillion)



Source: Compiled by UNWTO based on IMF (July 2019)

World economy

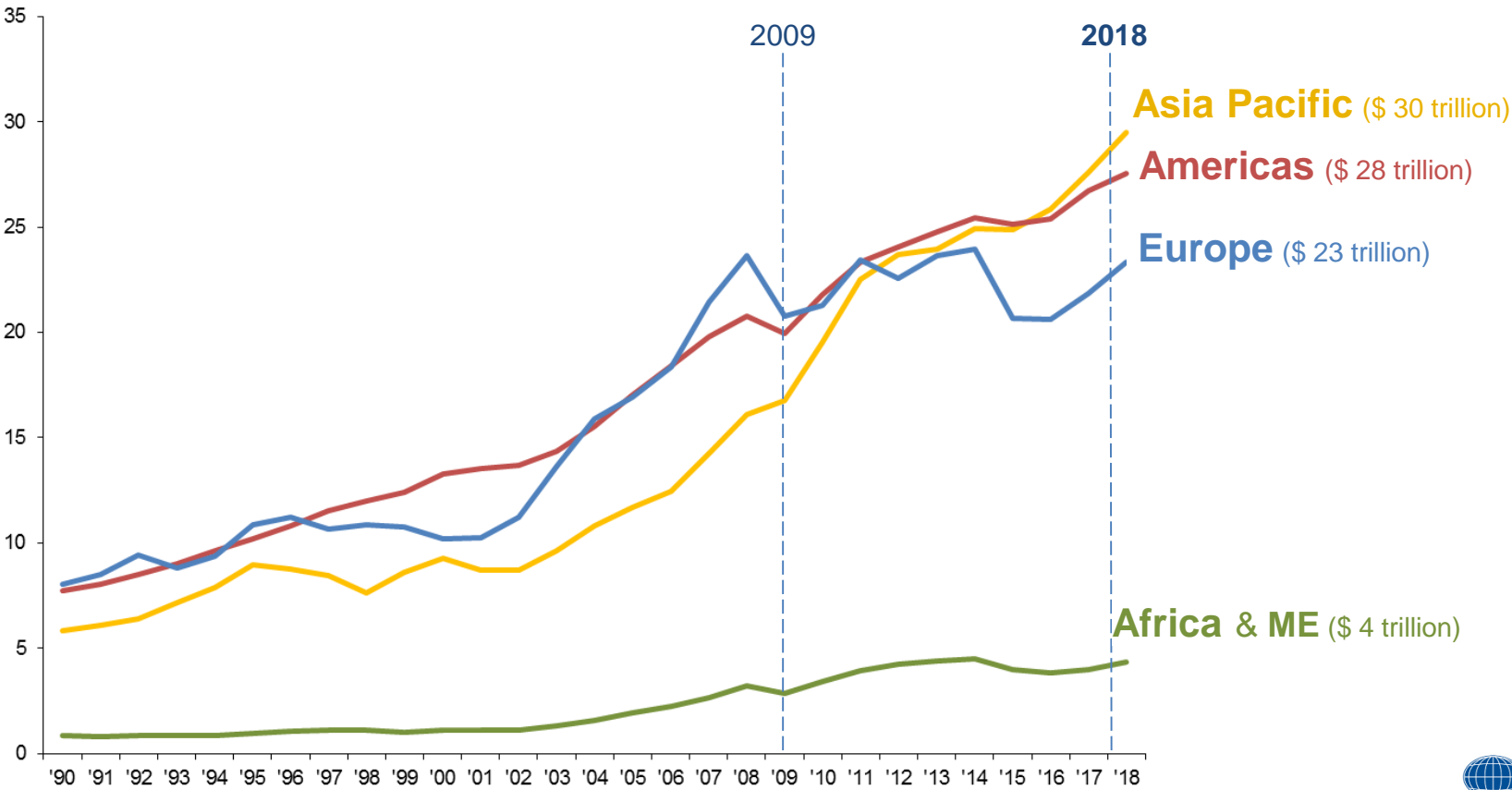
Combined GDP of world regions (USD trillion)



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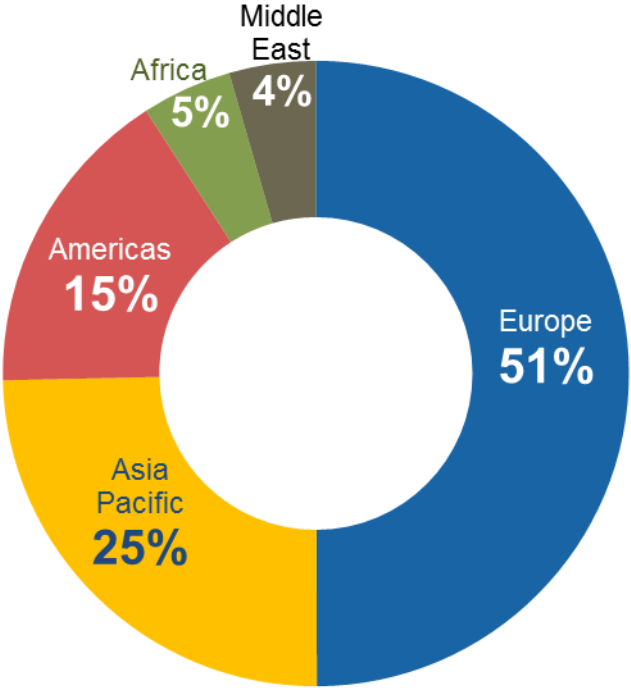
World economy

Combined GDP of world regions (USD trillion)



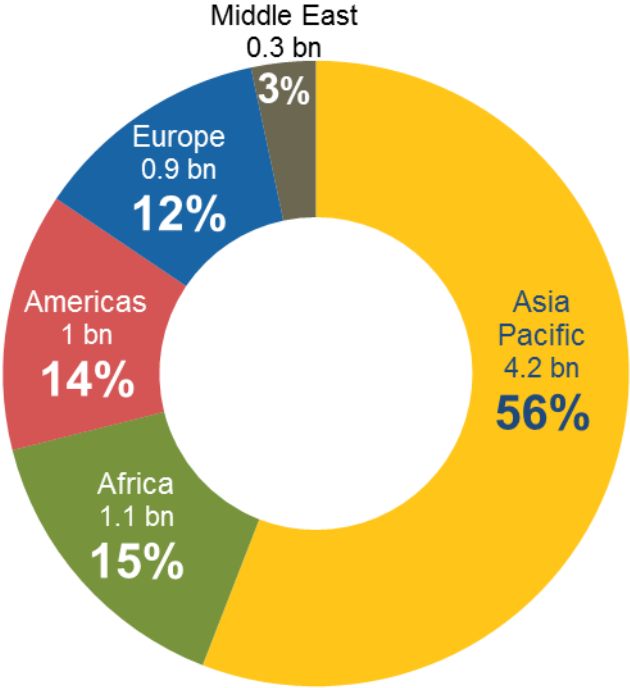
Source: Compiled by UNWTO based on IMF (July 2019)

International tourist **arrivals** (2018)



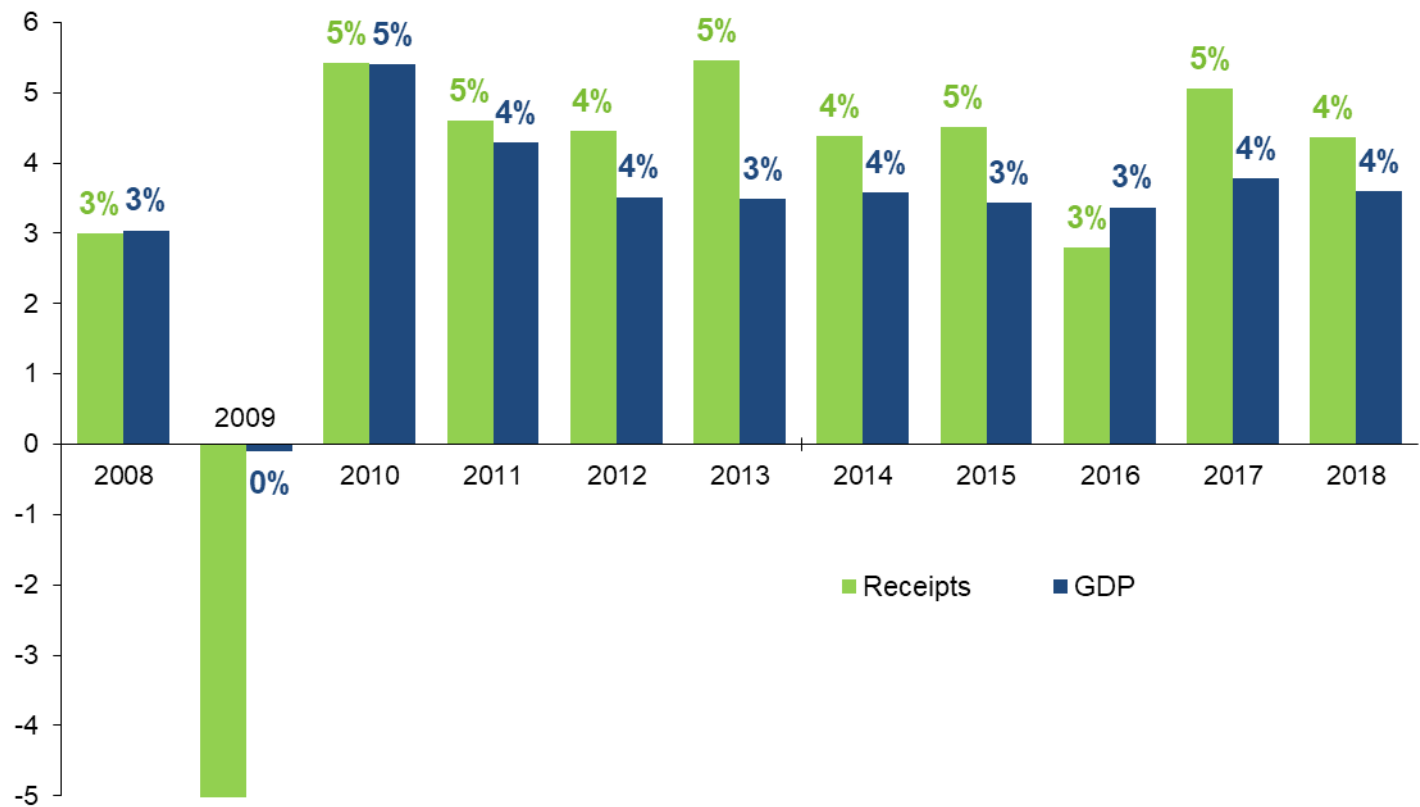
Source: UNWTO

World **population**, (2018)



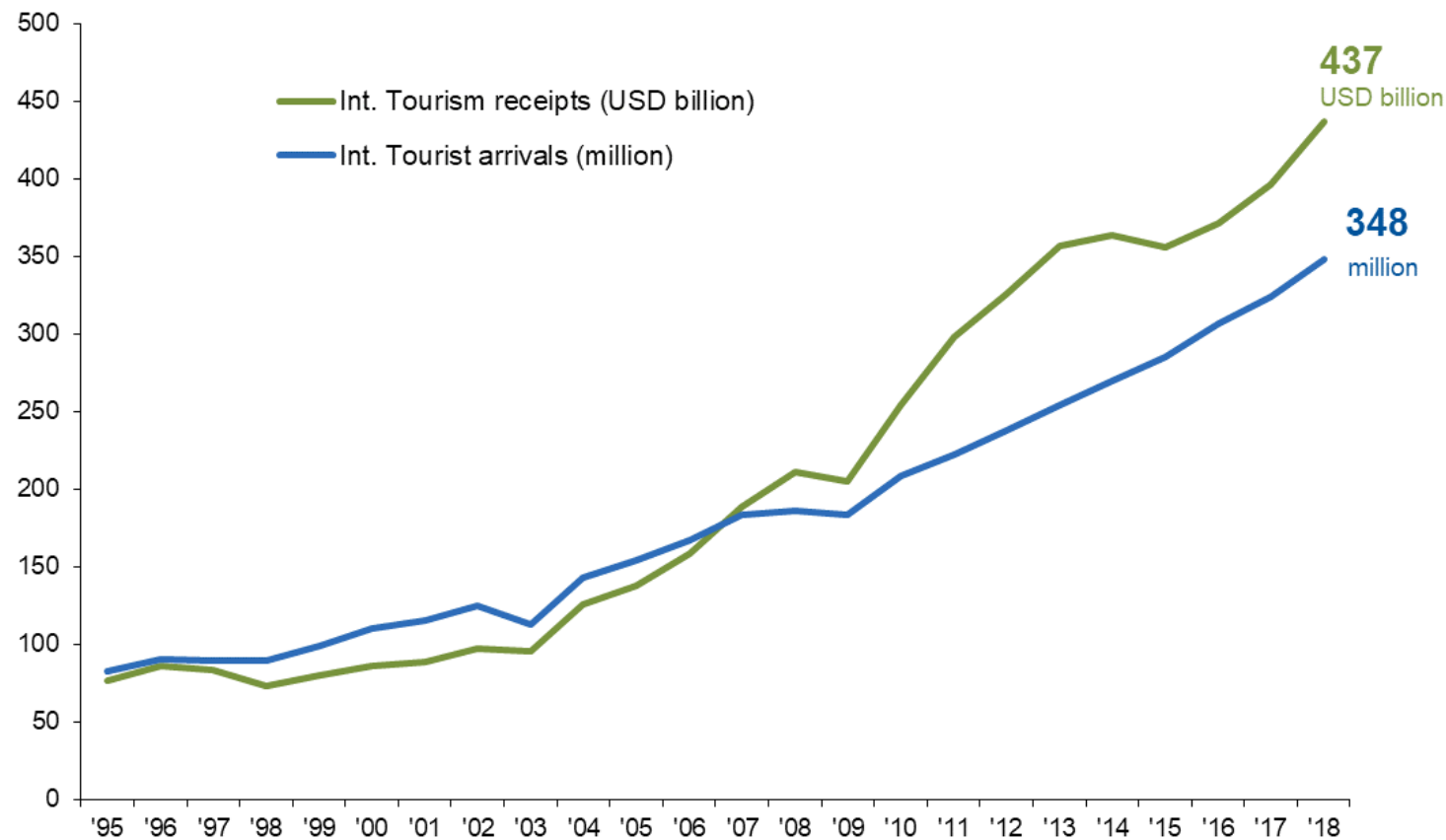
Source: Compiled by UNWTO based on IMF

International tourism **receipts** and **world GDP** (% real change)



Source: UNWTO and IMF (July 2019)

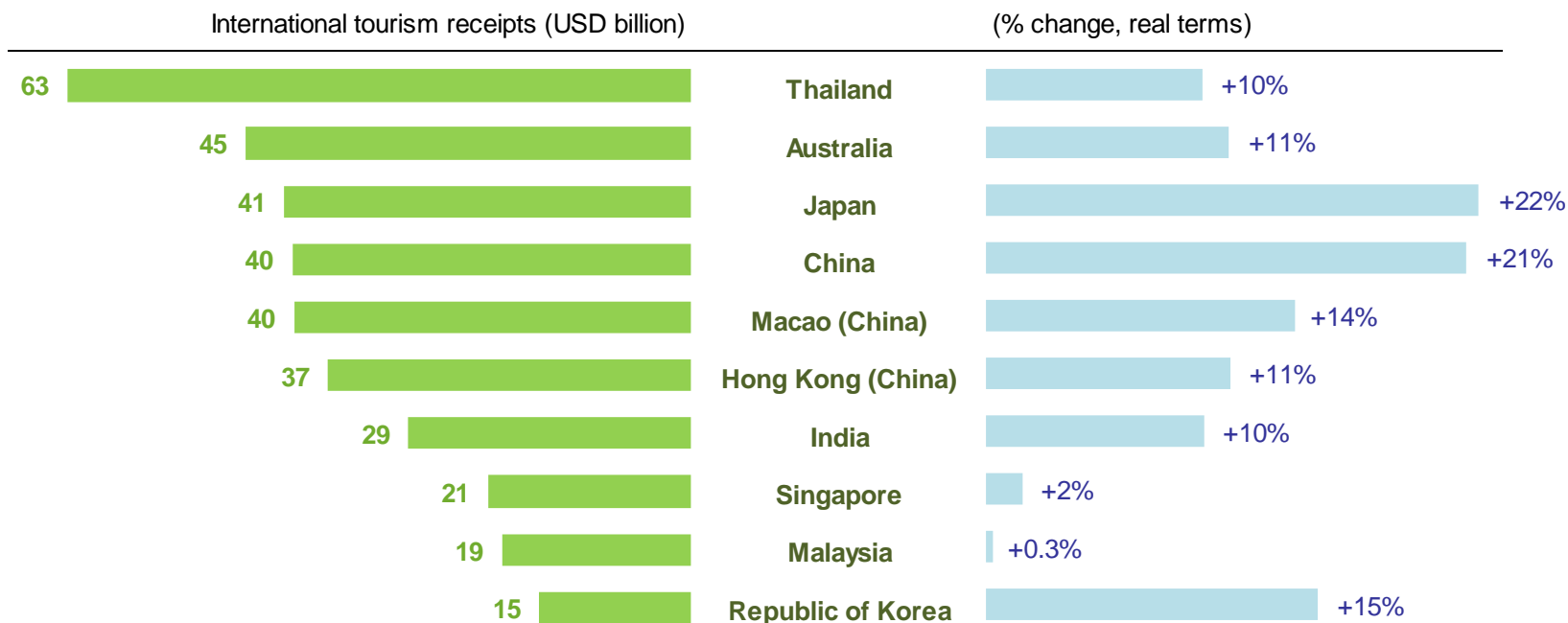
International tourist arrivals and receipts – Asia and the Pacific



Source: UNWTO

Top earners in Asia and the Pacific (2018)

Top 10 tourism earners in Asia and the Pacific, 2018



Source: UNWTO

Total international tourism **revenues** (USD), 2018



Source: UNWTO and World Trade Organization (WTO)

Note: Export revenues from international tourism consist of “travel” credit (receipts in destinations) and “passenger transport” credit, reported in the Balance of Payments of countries.

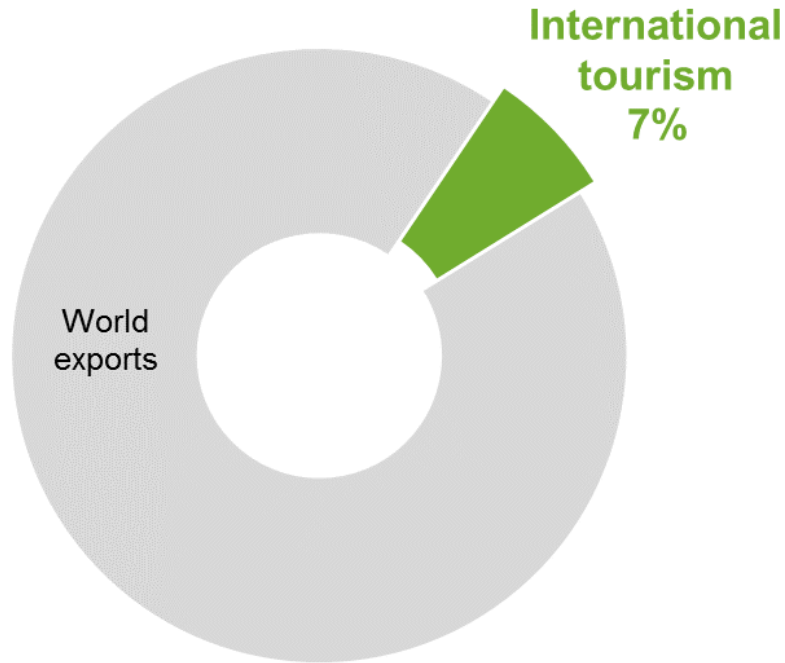
Total international tourism **revenues** (USD), 2018



Source: UNWTO and World Trade Organization (WTO)

Note: Export revenues from international tourism consist of “travel” credit (receipts in destinations) and “passenger transport” credit, reported in the Balance of Payments of countries.

Total international tourism **revenues** = **7%** of global exports

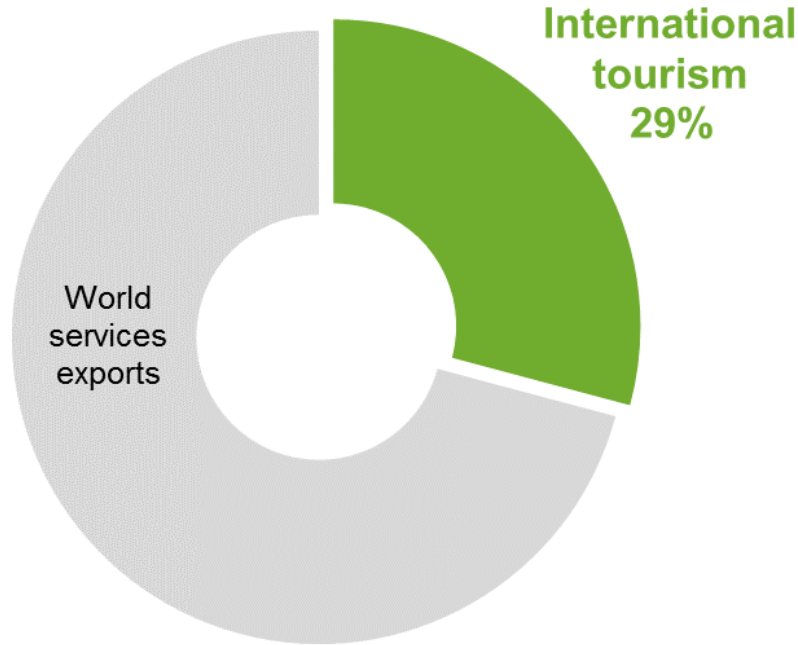


USD 1.7 trillion
in export earnings

from international tourism

Source: UNWTO and World Trade Organization (WTO)

Total international tourism **revenues** = **29%** of world services exports

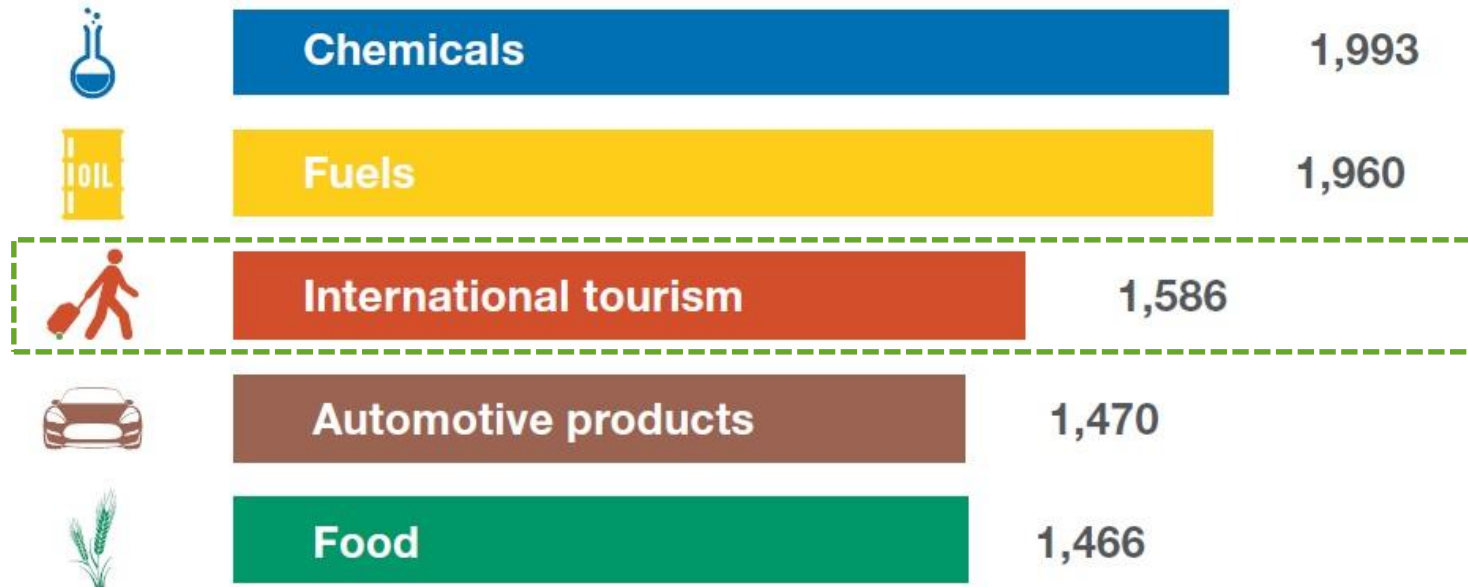


USD 1.7 trillion
in export earnings

from international tourism

Source: UNWTO and World Trade Organization (WTO)

Tourism is world's **3rd largest** export category (USD billion), 2017*



Source: UNWTO and World Trade Organization (WTO)

* Latest available data

Total international tourism **revenues** (USD), 2018



Source: UNWTO

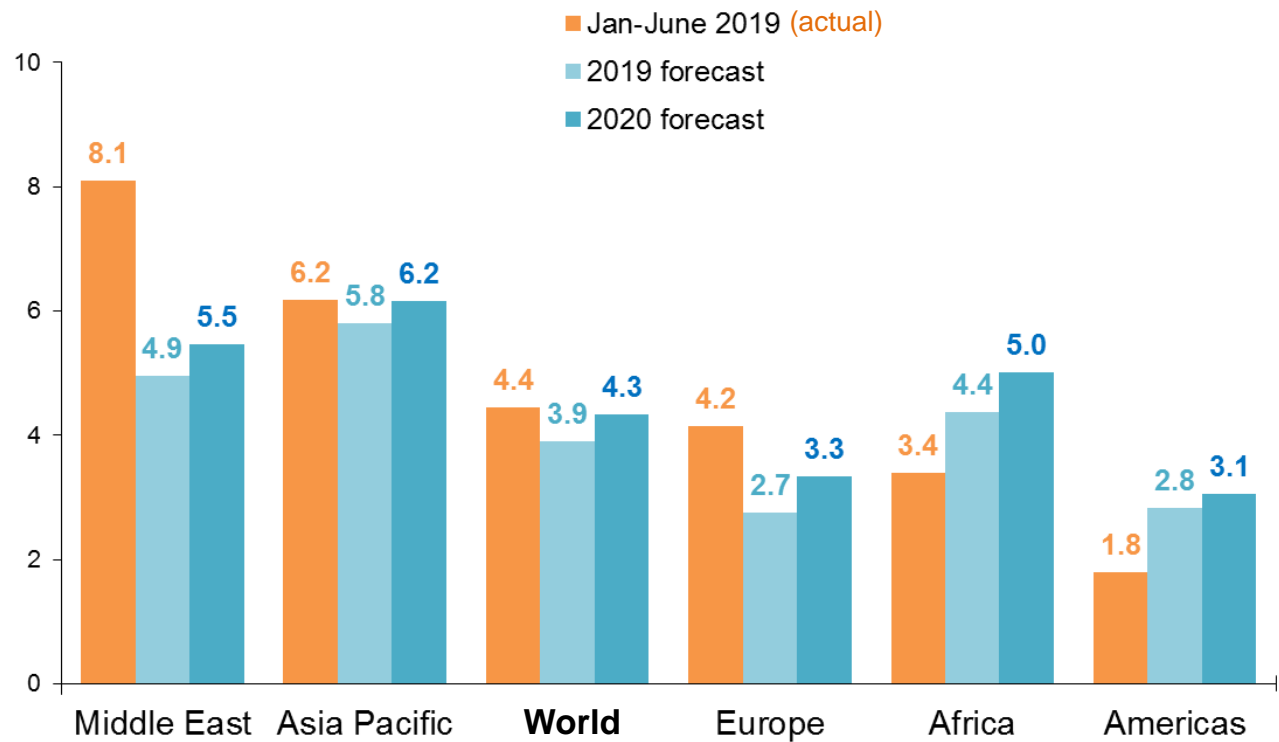
International tourist arrival **forecasts** for **2019** (% change)

International tourist arrivals (% change)*			
	2018	Jan-June 2019	2019 Forecast
World	5.4%	4.4%	3% to 4%
Europe	5.5%	4.2%	3% to 4%
Asia and the Pacific	7.2%	6.2%	5% to 6%
Americas	2.3%	1.8%	2% to 3%
Africa	7.0%	3.4%	3% to 5%
Middle East	4.7%	8.1%	4% to 6%

Source: UNWTO

* Jan-June 2019 data is provisional. Forecasts were issued in January 2019.

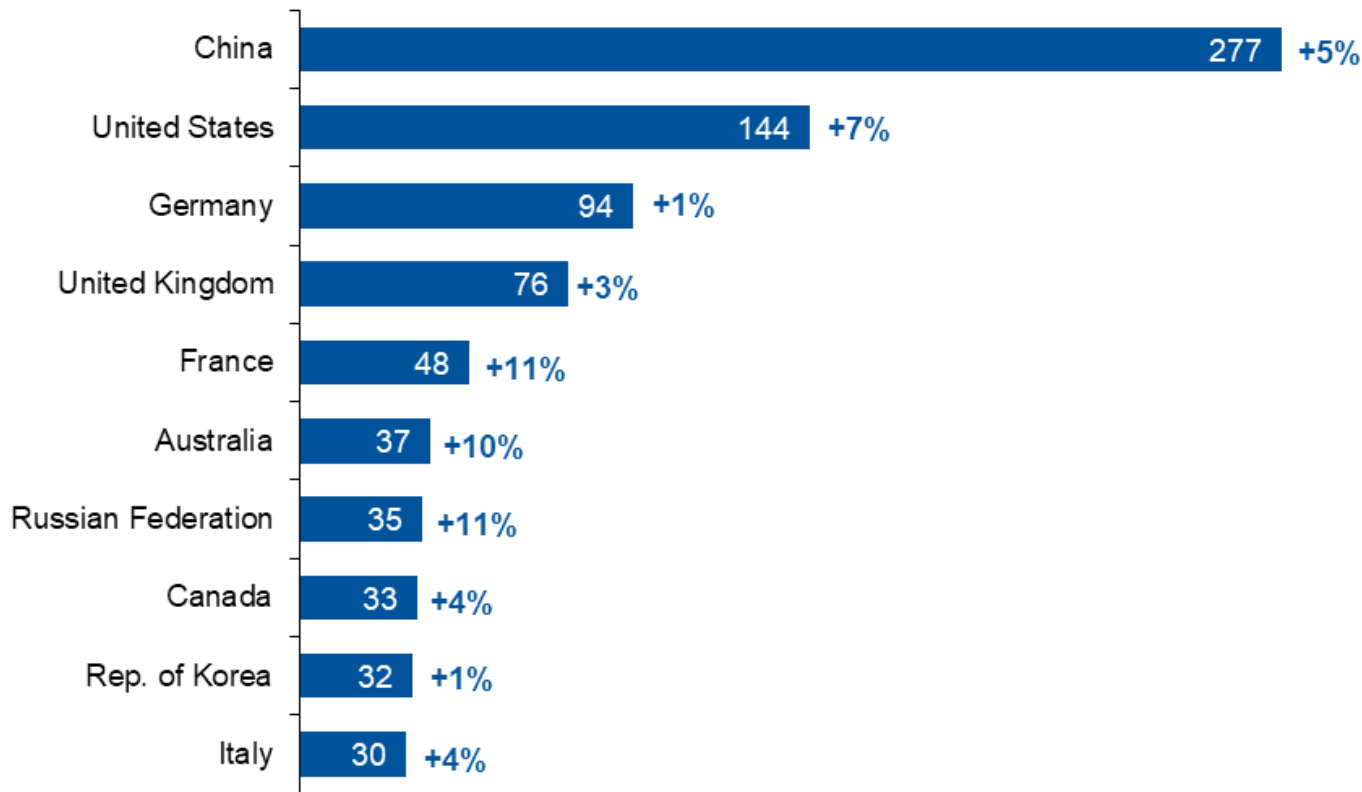
International tourist arrival **projections** for **2019** & **2020** (% change)



Source: UNWTO
Note: Data for 2019 and 2020 are model-based working projections shown for sake of comparison, not official UNWTO forecasts.

Outbound tourism: Top 10 spenders – world (2018)

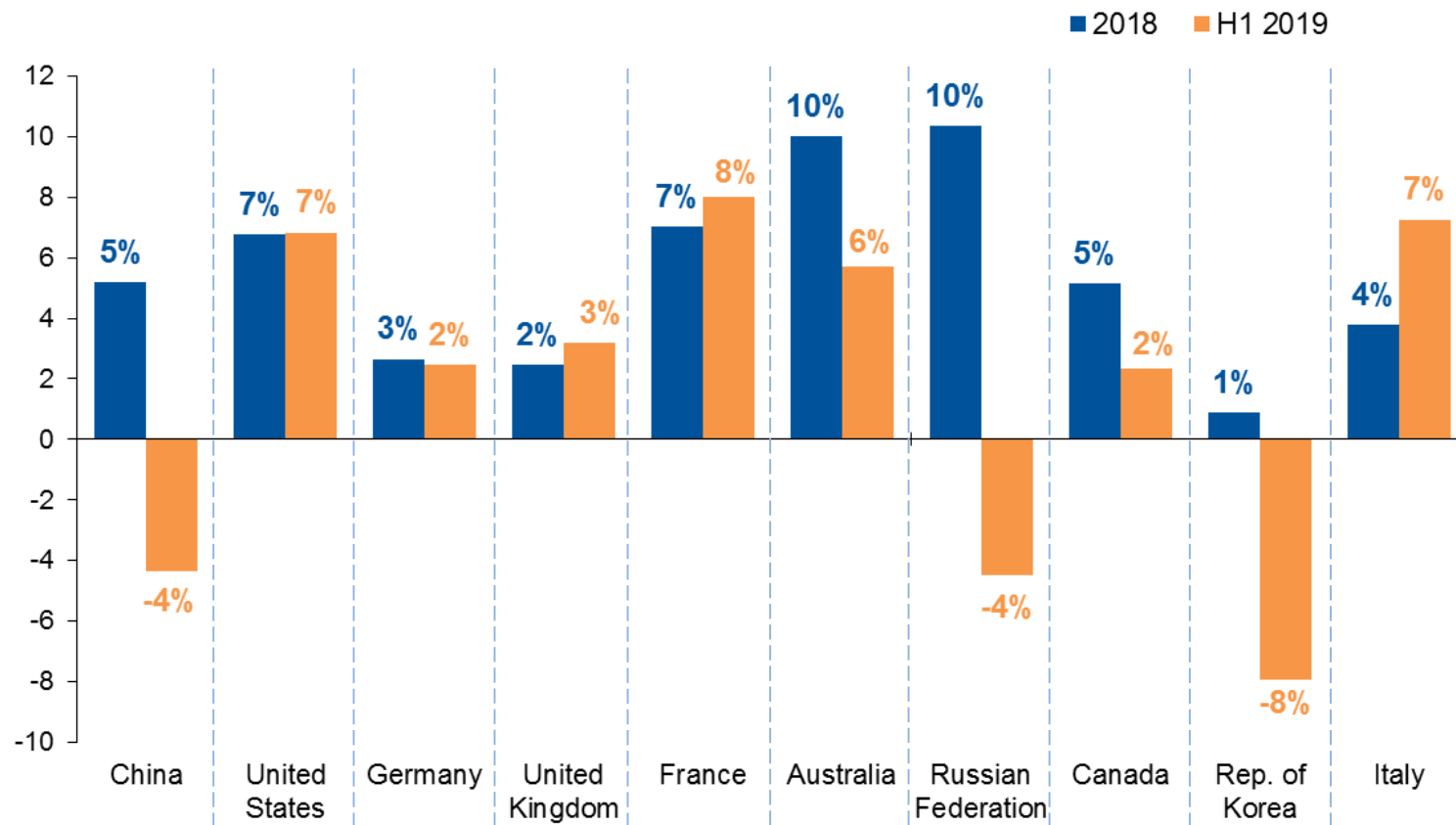
International tourism expenditure (USD billion) and growth (% , real)



Source: UNWTO

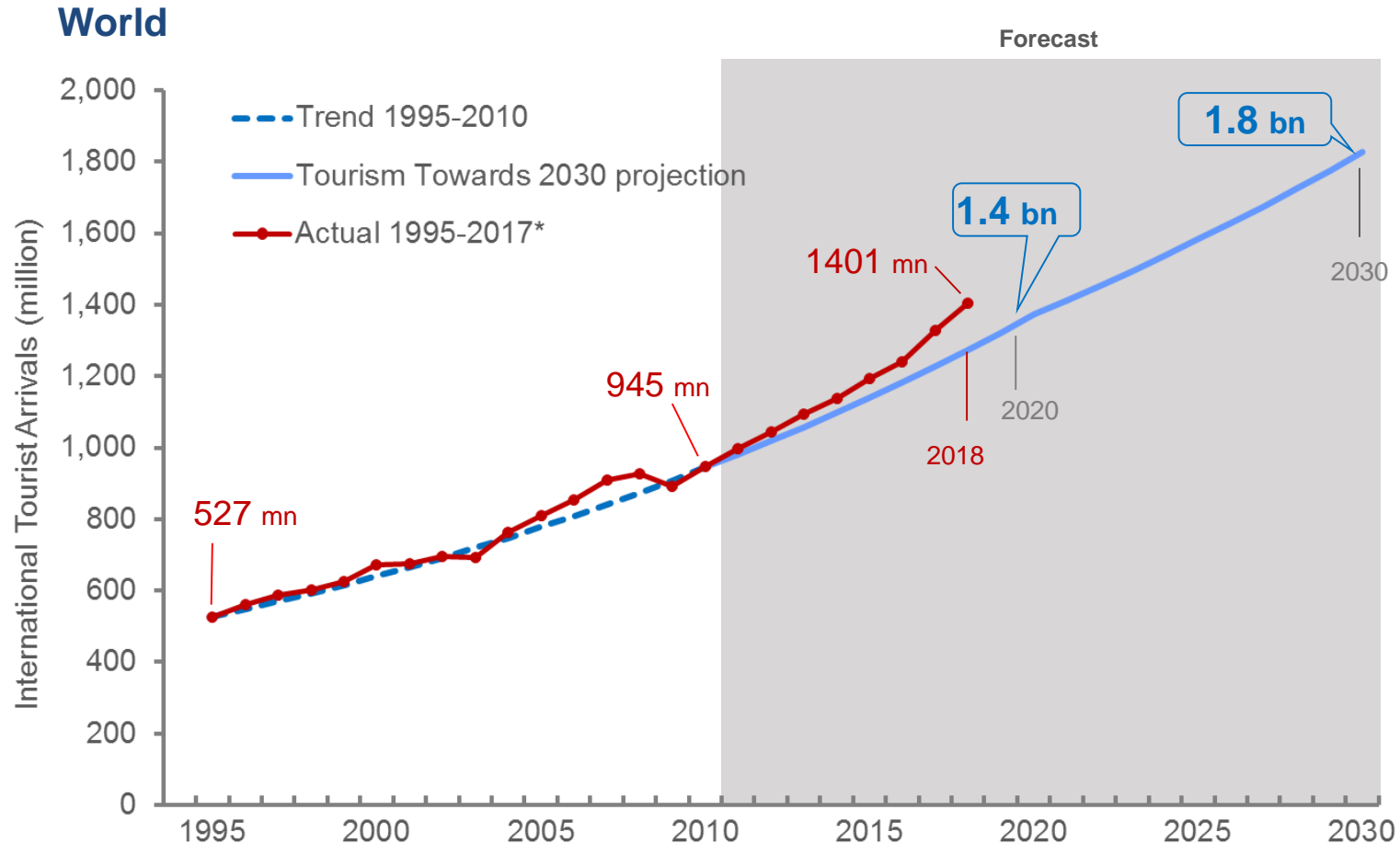
Top 10 spenders: expenditure growth in 2018 and H1 2019

International tourism expenditure growth (% , real)

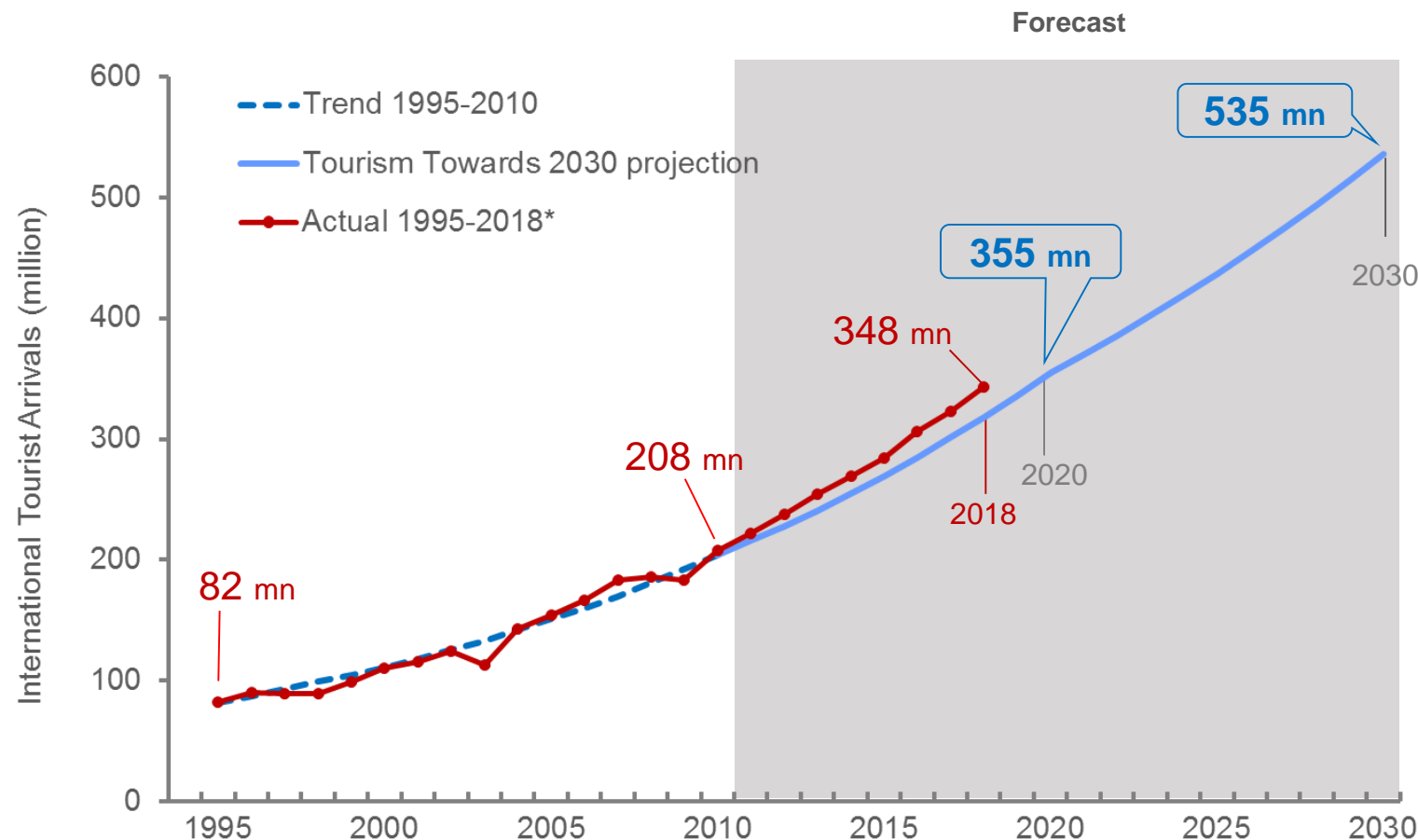


Source: UNWTO

1.4 billion arrivals in 2018, two years ahead of forecast



Asia and the Pacific: 348 million arrivals in 2018



Source: *Tourism Towards 2030*, UNWTO (2010)

Thank you

Javier Ruescas

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UNWTO

jruescas@unwto.org