



European Union Short-Term Tourism Trends Volume 2 • 2018 - 2

Overview

This release of the *European Union Short-Term Tourism Trends* presents preliminary full year data for 2017 on outbound tourism in the European Union (EU-28 or simply EU) and in the UNWTO region Europe at large, specifically on international tourism expenditure. The report also includes updated results on international tourist arrivals for 2017.

Preliminary data on outbound tourism expenditure reflects strong demand for international tourism in 2017, with virtually all world source markets reporting higher tourism spending.

Both emerging and advanced economies around the world drove growth in global tourism last year, led by China (euro 228 billion) and the United States (euro 120 billion), the world's two largest tourism spenders. The Russian Federation and Brazil rebounded from weaker spending in earlier years, driving growth in destinations in their respective regions and beyond.

In the European Union, 27 out of 28 source markets reported an increase in expenditure, eight of which in double-digits. International tourism expenditure from the EU reached 326 billion euro, 12 billion more than in 2016.

The top tourism spender in the EU is Germany with euro 74 billion spent in 2017, up 3% from 2016, followed by the United Kingdom (+3%) with euro 56 billion and France (+1%) with euro 37 billion. Italy (+6%) spent euro 24 billion in 2017 and Spain (+12%) 20 billion. Demand from these and other European source markets fuelled inbound growth in European destinations as well as others outside the region.

European Union tourism
at a glance

**Outbound tourism in
2017**

Euro **326** billion
international tourism expenditure

Euro **12** billion
more than in 2016

27 out of 28 EU markets
reported an increase in expenditure

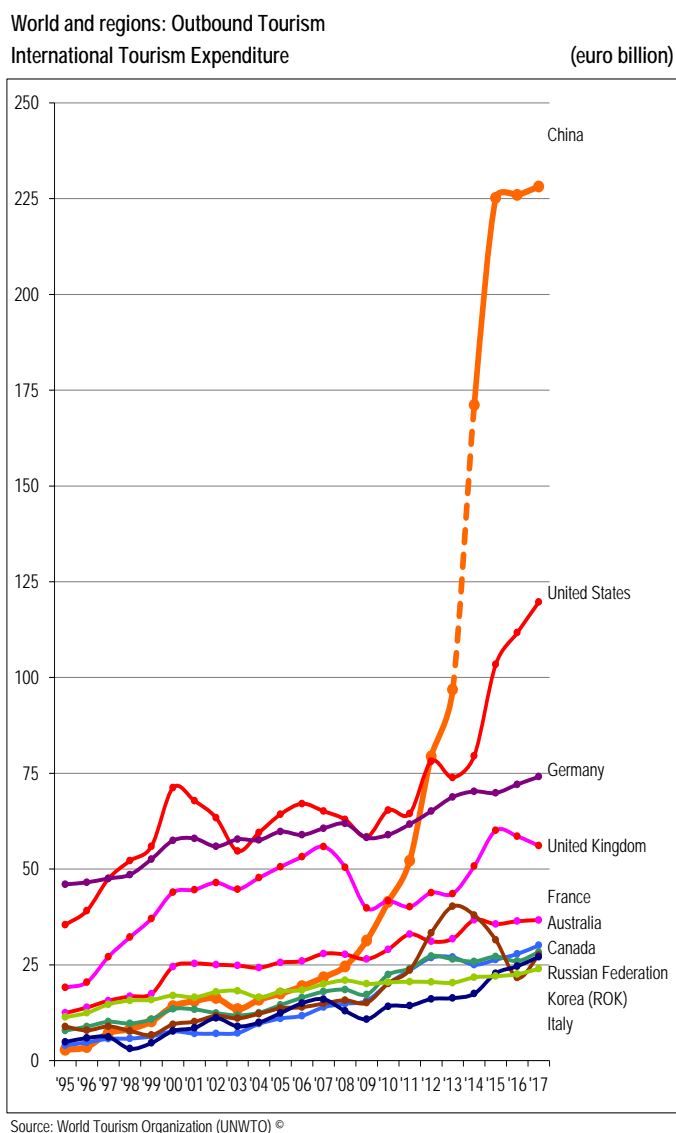
Contents	
Overview	1
Outbound Tourism trends - tables Outbound tourism	2 6
Inbound Tourism trends - tables Inbound tourism	8 11

Outbound Tourism trends

All major source markets reported increases in expenditure without exception

Of the world's top 50 outbound markets, a total of 47 have reported preliminary data on international tourism expenditure for 2017. Exceptionally not a single market reported a decrease, i.e. all 47 source markets reported growth in spending (in local currencies), 33 of which in double digits (70% of the 47 countries with data). This strong and sustained demand for travel benefits many destination countries around the world, translating into economic growth, job creation and development opportunities.

A number of source markets have also reported data on departures on outbound trips by now, which are also briefly mentioned. However, this data is generally less homogenous and consistent across source markets than expenditure and should be interpreted with caution. Coverage of departure data can vary in terms of the type of trip and the way it is measured.



China consolidated its leadership as the largest spender on international travel with euro 228 billion in expenditure (+5% in local currency). The number of trips from China rose 6% in 2017, to 143 million. (Note that China revised its international tourism expenditure series downwards for 2016.)

Tourism expenditure from the United States, the world's second largest source market, increased 9% in 2017 to reach euro 120 billion. This is euro 8 billion more than in 2016 and represents the largest increase in absolute terms. The number of US citizens travelling to international destinations increased 9% to 88 million.

Outbound travel from China and the United States benefits in the first place destinations in their respective regions, but also other destinations around the world, among which many European ones.

Expenditure from European Union markets continues to rise

Germany (3rd largest) and the United Kingdom (4th) both spent 3% more on international tourism last year. Departure data from the UK shows overnight visits abroad by UK residents increasing by 2% to 72 million trips. Tourism expenditure from France (5th) grew 1% in 2017. Italy (10th), the fourth European market in the top ten spent 6% more. An in-depth analysis of these and other European source markets (both EU and extra-EU) follows throughout the next section.

In other top ten markets, Australia (6th) reported 7% growth in tourism expenditure in 2017 to reach euro 30 billion or euro 2 billion more. Canada (7th) rebounded from the previous year's decline, with a 9% increase, for a total euro 28 billion spent on international tourism in 2017, while trips by Canadian residents increased 6% to 33 million. The Republic of Korea (9th) spent 12% more (euro 27 billion), in another year of strong outbound demand, and reported 3 million more international travellers to reach 27 million.

Among emerging markets, the three BRIC economies aside from China, all recorded a robust increase in expenditure in 2017. The Russian Federation (+30%) and Brazil (+31%) rebounded strongly after a few years of declines, while India (+9%) continued its rise as a global source market. The Russian Federation climbed three places and re-entered the top ten in 2017 to become the world's eighth largest spender. Outbound trips of Russian citizens to foreign countries grew 25% to 40 million. The recovery of the Russian market in particular has had a positive impact on many European destinations, both EU and extra-EU.

Double-digit growth in expenditure was reported by countries in different world regions, including Ukraine (+19%), Argentina (+16%), Sweden (+14%), the Republic of Korea, Spain (both +12%) and Israel (+10%) and among others.

EU tourism spending led by Germany, the United Kingdom, France and Italy

In 2017, international tourism expenditure from the 28 European Union countries reached euro 326 billion, 12 billion more than the previous year. The top EU source markets were Germany, the United Kingdom, France and Italy, which together accounted for almost 60% of spending of the 28 EU countries. Outbound demand from EU source markets is an important driver of inbound growth in Europe, as Europeans travel most frequently to destinations in their own region, as is the case in other world regions as well.

- The **six European Union source markets in Western Europe** accounted for the largest share of tourism spending within the European Union, with euro 158 billion spent in 2017, 4 billion more than in 2016.

Germany, Europe's top source market and the world's third largest, reported 3% growth in international tourism spending in 2017, reaching euro 74 billion, 2 billion

more than in 2016. France, the world's fifth largest market, reported a moderate 1% increase to reach euro 37 billion.

The Netherlands (+6% to euro 17 billion) rebounded from weaker growth in 2016, while Austria (+5% to euro 9 billion) and Belgium (+4% to euro 18 billion) also recorded robust results. Spending from Luxembourg grew 2% in 2017 to euro 3 billion.

- The **five EU source markets in Northern Europe** spent a combined euro 90 billion in international tourism in 2017, about 1 billion more than the previous year.

Expenditure from the United Kingdom, the world's fourth largest source market and the group's largest, reached euro 56 billion, an increase of 3% in British pound terms, though a 4% decline in euro terms, due to the depreciation of the pound after the referendum on EU membership (Brexit).

Sweden reported a strong 14% increase in spending to euro 15 billion. Denmark (+2% to euro 8 billion), Ireland (+5% to euro 6 billion) and Finland (+5% to euro 5 billion) all posted an increase in tourism expenditure.

- The **eight EU source markets in Southern and Mediterranean Europe** spent a total of euro 53 billion on international tourism in 2017, up from euro 49 billion in 2016.

Italy, the group's top spender and Europe's 4th largest, increased its international tourism expenditure by 6% in 2016, to euro 24 billion. Spain, the 2nd largest source market in this group and 5th in Europe, recorded a strong 12% increase in spending, to euro 20 billion, after similarly strong growth the previous year. Portugal also spent 12% more on international tourism, reaching a total of euro 4 billion.

Expenditure from Croatia (+41%) increased remarkably in 2017, its second year of double-digit growth, to reach euro 1 billion. The island source markets of Malta (+12%) and Cyprus (+8%) also reported continued strong growth in spending, to euro 0.4 billion and euro 1 billion respectively. Slovenia spent euro 900 million in international tourism in 2017, up 3% from the previous year.

Greece was the only EU country reporting a decrease (-5%) with euro 2 billion in expenditure on outbound tourism.

- The **nine EU source markets in Central and Eastern Europe** spent euro 24 billion on international tourism in 2017, euro 3 billion more than in 2016.

This group's major source markets, Poland and the Czech Republic spent euro 8 billion and euro 4 billion respectively in 2017, a 6% increase in both cases in their local currencies.

Both Romania (+59%) and Bulgaria (+22%) reported a surge in demand for international travel in 2017, spending euro 3 billion and euro 1 billion respectively. Hungary (+10% to euro 2 billion) also posted double-digit growth, for the second year in a row.

Lithuania (+7% to euro 1 billion), Slovakia (+5% to euro 2 billion), Estonia (+4% to euro 1 billion) and Latvia (+2% to euro 600 million) all reported higher spending on international tourism in 2017.

Rebound in spending from extra-EU markets, led by the Russian Federation

The 26 European source markets outside the European Union (extra-EU) generated a total of euro 86 billion in international tourism expenditure in 2017, euro 9 billion more than in 2016, largely due to the strong rebound in tourism demand from the Russian Federation.

Source markets in Central and Eastern Europe drove tourism spending among extra-EU markets, led by the recovery of the Russian Federation, which spent 30% more on outbound tourism. This represents euro 6 billion more in spending, the largest increase in absolute terms of all European destinations. Ukraine (+19%) also reported strong growth in 2017 to reach euro 6 billion. Strong outbound demand from both Russia and Ukraine benefitted many destinations in Europe and other regions. Smaller markets Belarus (+23%), Georgia, the Republic of Moldova (both +20%) and Armenia (+19%) also reported double-digit growth in 2017.

Extra-EU markets in Southern and Mediterranean Europe performed strongly as well, led by Israel (+10%), the largest in this group. FYR Macedonia (+13%), Serbia (+12%) and Albania (+11%) all reported double-digit growth in 2017.

In the group of Northern and Western European countries outside the EU, Iceland reported particularly strong growth, with international expenditure increasing 16%. Expenditure from major markets Switzerland and Norway both increased by 3%, to euro 15 billion and euro 14 billion respectively.

World's Top Tourism Spenders

Rank	International Tourism Expenditure						Population (million)	International Departures (million)							
	(US\$ billion)			(euro billion)				total including same-day	of which overnight						
'17 '16	2010	2016	2017*	2010	2016	2017*	2017*		2010	2016	2017*	2010	2016	2017*	
1	1	China	54.9	250.1	257.7	41.4	226.0	228.1	1,391	57.4	135.1	142.7
2	2	United States	86.6	123.6	135.2	65.3	111.7	119.7	325	121.6	61.1	80.2	87.7
3	3	Germany	78.1	79.8	83.7	58.9	72.1	74.1	83	85.9	91.0	..
4	4	United Kingdom	55.2	64.8	63.4	41.7	58.5	56.1	66	55.6	70.8	72.3	53.8	69.4	..
5	5	France	38.5	40.3	41.4	29.0	36.4	36.7	65	30.0	29.6	..	25.0	26.5	..
6	6	Australia	26.6	30.8	34.0	20.1	27.8	30.1	25	7.4	10.4	10.9
7	7	Canada	29.7	28.7	32.0	22.4	26.0	28.3	37	55.6	53.0	55.0	28.9	31.3	33.1
8	11	Russian Federation	26.7	24.0	31.1	20.1	21.6	27.5	143	39.3	31.7	39.6
9	8	Korea (ROK)	18.8	27.2	30.6	14.2	24.6	27.1	51	12.5	22.4	26.5
10	9	Italy	27.1	25.0	27.1	20.4	22.5	24.0	61	57.0	62.6	..	29.8	28.7	..
11	10	Hong Kong (China)	17.4	24.1	25.5	13.1	21.8	22.6	7	84.4	91.8	91.3
12	12	Singapore	18.7	23.8	24.5	14.1	21.5	21.7	6	7.3	9.5	9.9
13	14	Spain	17.0	19.3	22.1	12.8	17.4	19.6	46	14.3	18.3	..	12.4	15.4	..
14	13	Belgium	19.0	19.5	20.7	14.3	17.6	18.3	11	8.8	13.4	..
15	16	Netherlands	19.2	18.1	19.6	14.5	16.3	17.3	17	18.4	17.9	..
16	24	Brazil	16.0	14.5	19.0	12.0	13.1	16.8	208	6.5	8.5	..
17	21	India	10.5	16.4	18.4	7.9	14.8	16.3	1,317	13.0	21.9	..
18	15	Japan	27.9	18.5	18.2	21.0	16.7	16.1	127	16.6	17.1	17.9
19	19	Taiwan (pr. of China)	9.4	16.6	17.9	7.1	15.0	15.9	24	9.4	14.6	15.7
20	17	Utd Arab Emirates	11.8	17.1	17.6	8.9	15.5	15.6	10
21	18	Saudi Arabia	21.1	16.7	17.3	15.9	15.0	15.3	32	18.6	27.6	2.9	17.8	21.2	21.1
22	20	Switzerland	11.2	16.5	17.0	8.4	14.9	15.1	8	15.9	21.5	..	10.0	13.9	..
23	23	Sweden	12.1	14.9	17.0	9.1	13.4	15.1	10	13.0
24	22	Norway	13.5	15.4	16.2	10.2	13.9	14.3	5	7.6	8.0	..
25	25	Kuwait	6.4	12.3	12.6	4.9	11.1	11.1	4

International Tourism Expenditure

	Local currencies		Expenditure per capita		
	Change (%)		US\$	euro	
	16/15	17*/16	2017*	2017*	
1	China	7.0	4.7	185	165
2	United States	7.8	9.4	415	370
3	Germany	3.2	2.8	1,015	895
4	United Kingdom	10.0	2.6	960	850
5	France	2.1	0.8	640	565
6	Australia	6.5	6.9	1,370	1,215
7	Canada	-1.1	8.9	875	775
8	Russian Federation	-24.6	12.8	215	190
9	Korea (ROK)	10.6	9.4	595	525
10	Italy	2.4	6.3	445	395
11	Hong Kong (China)	4.8	6.0	3,430	3,040
12	Singapore	1.1	2.9	4,325	3,830
13	Spain	11.4	12.4	480	425
14	Belgium	3.2	4.2	1,825	1,615
15	Netherlands	0.4	6.0	1,145	1,015
16	Brazil	-12.3	19.8	90	80
17	India	15.6	8.9	15	10
18	Japan	4.0	1.4	145	125
19	Taiwan (pr. of China)	8.3	2.0	760	675
20	Utd Arab Emirates	2.9	3.0	1,740	1,540
21	Saudi Arabia	-13.9	3.9	535	475
22	Switzerland	3.8	3.2	2,025	1,790
23	Sweden	4.9	14.2	1,670	1,480
24	Norway	5.0	3.4	3,040	2,690
25	Kuwait	0.2	2.2	2,895	2,560

International Departures

	Change (%)		Change (%)		
	16/15	17*/16	16/15	17*/16	
	1	China	5.7	5.6	..
2	United States	8.1	9.3
3	Germany	8.6	..
4	United Kingdom	7.8	2.1	8.1	..
5	France	-3.2	..	-0.6	..
6	Australia	5.8	5.2
7	Canada	-5.3	3.7	-3.1	5.7
8	Russian Federation	-7.9	25.2
9	Korea (ROK)	15.9	18.4
10	Italy	2.3	..	2.9	..
11	Hong Kong (China)	3.0	-0.5
12	Singapore	3.8	4.4
13	Spain	3.7	..	6.9	..
14	Belgium	23.4	..
15	Netherlands	-0.7	..
16	Brazil	-12.2	..
17	India	7.3	..
18	Japan	5.6	4.5
19	Taiwan (pr. of China)	10.7	7.3
20	Utd Arab Emirates
21	Saudi Arabia	10.2	-89.6	1.9	-0.6
22	Switzerland	-2.5	..	1.9	..
23	Sweden
24	Norway	-8.2	..
25	Kuwait

Source: World Tourism Organization (UNWTO) ©

(Data as collected by UNWTO April 2018)

Outbound tourism by source markets: International Tourism Expenditure

	Full year											Local currencies, current prices (% change)				Share			
	1995	2000	2005	2010	2011	2012	2013	2014	2015	2016	2017*	14/13	15/14	16/15	17/16	2005	2010	2016	
	(euro billion)											Series	%		%				
World	317	536	566	737	784	879	917	959	1,097	1,118	..								
UNWTO region Europe	157.4	246.6	280.7	304.9	318.9	342.4	359.4	379.0	392.4	392.3	412.9				49.6	41.4	35.1		
European Union (28)	136.7	217.5	240.7	250.8	257.8	265.7	272.4	293.1	306.7	314.7	326.4				42.6	34.1	28.2		
in Northern Europe	29.9	62.4	71.5	66.2	65.7	70.7	71.3	79.3	90.6	90.6	90.5				12.6	9.0	8.1		
Denmark	3.3	5.1	5.5	6.8	7.2	7.6	7.6	7.9	8.1	8.3	8.5	3.7	3.0	2.0	2.2	1.0	0.9	0.7	
Finland	1.7	2.0	2.5	3.3	3.5	3.8	4.0	4.0	4.0	4.3	4.7	-0.2	8.7	8.5	5.3	0.4	0.4	0.4	
Ireland	1.6	2.8	4.9	5.4	4.8	4.6	4.7	4.8	5.1	5.6	5.9	3.4	6.4	9.5	4.9	0.9	0.7	0.5	
Sweden	4.2	8.7	8.0	9.1	10.0	10.9	11.5	11.9	13.0	13.4	15.1	8.5	12.1	4.9	14.2	1.4	1.2	1.2	
United Kingdom	19.1	43.9	50.6	41.7	40.1	43.8	43.6	50.7	60.1	58.5	56.1	10.7	6.5	10.0	2.6	8.9	5.7	5.2	
in Western Europe	80.3	113.6	119.7	127.1	134.5	137.5	143.0	151.6	149.8	153.8	158.3				21.2	17.3	13.8		
Austria	5.8	6.8	7.5	7.7	7.5	7.8	7.7	8.3	8.4	8.8	9.3	7.6	1.0	4.7	5.5	1.3	1.0	0.8	
Belgium	6.2	10.2	12.0	14.3	14.8	15.8	16.7	17.9	17.1	17.6	18.3	7.4	-4.9	3.2	4.2	2.1	1.9	1.6	
France	12.4	24.5	25.6	29.0	33.0	31.1	31.8	36.7	35.6	36.4	36.7	15.5	-2.9	2.1	0.8	4.5	3.9	3.3	
Germany	46.0	57.4	59.8	58.9	61.7	65.1	68.8	70.3	69.9	72.1	74.1	2.1	-0.6	3.2	2.8	10.6	8.0	6.4	
Luxembourg	0.9	1.4	2.4	2.7	2.7	2.3	2.4	2.4	2.5	2.6	2.6	2.1	3.6	1.5	2.3	0.4	0.4	0.2	
Netherlands	8.9	13.2	12.4	14.5	14.8	15.4	15.6	15.9	16.3	16.3	17.3	2.0	2.3	0.4	6.0	2.2	2.0	1.5	
in Central/Eastern Euro	8.0	8.8	12.1	16.4	16.7	17.5	17.9	18.9	20.2	21.4	24.2				2.1	2.2	1.9		
Bulgaria	0.4	0.6	1.1	0.6	0.6	0.7	0.8	0.9	1.0	1.2	1.5	7.5	11.4	21.9	21.8	0.2	0.1	0.1	
Czech Republic	1.3	1.4	1.9	3.2	3.4	3.5	3.5	3.9	4.3	4.4	4.8	17.6	10.0	2.4	5.6	0.3	0.4	0.4	
Estonia	0.1	0.2	0.4	0.5	0.6	0.6	0.8	0.9	0.9	1.0	1.1	11.0	3.7	14.2	3.7	0.1	0.1	0.1	
Hungary	1.1	1.8	1.8	1.8	1.8	1.5	1.4	1.5	1.7	2.0	2.2	10.8	8.2	19.0	10.4	0.3	0.2	0.2	
Latvia	0.0	0.2	0.5	0.5	0.5	0.5	0.5	0.5	0.6	0.6	0.6	-0.3	3.2	13.4	1.7	0.1	0.1	0.1	
Lithuania	0.1	0.3	0.6	0.6	0.6	0.7	0.8	0.8	0.9	0.9	1.0	-1.1	7.6	6.5	7.5	0.1	0.1	0.1	
Poland	4.2	3.6	4.5	6.5	6.1	6.8	6.6	6.7	7.2	7.2	7.9	-0.1	7.1	5.0	5.9	0.8	0.9	0.6	
Romania	0.5	0.5	0.8	1.2	1.4	1.4	1.5	1.8	1.9	1.9	3.1	€	17.7	1.8	4.2	59.2	0.1	0.2	0.2
Slovakia	0.2	0.3	0.7	1.5	1.6	1.7	1.8	1.9	1.9	2.0	2.1	4.4	3.1	5.5	5.1	0.1	0.2	0.2	
in Southern/Medit. Euro	18.6	32.7	37.4	41.1	40.9	40.0	40.2	43.4	46.1	49.0	53.4				6.6	5.6	4.4		
Croatia	0.3	0.6	0.6	0.6	0.6	0.7	0.7	0.6	0.7	0.9	1.2	€	-6.6	7.4	25.2	40.8	0.1	0.1	0.1
Cyprus	0.3	0.4	0.7	1.0	0.9	1.0	0.9	1.0	1.0	1.1	1.1	7.2	-3.8	10.6	7.7	0.1	0.1	0.1	
Greece	1.0	4.9	2.4	2.2	2.3	1.8	1.8	2.1	2.0	2.0	1.9	13.1	-1.9	-1.6	-5.0	0.4	0.3	0.2	
Italy	11.3	17.0	18.0	20.4	20.6	20.5	20.3	21.7	22.0	22.5	24.0	6.9	1.4	2.4	6.3	3.2	2.8	2.0	
Malta	0.2	0.2	0.2	0.2	0.2	0.3	0.3	0.3	0.3	0.4	0.4	4.0	10.5	11.1	12.4	0.0	0.0	0.0	
Portugal	1.6	2.4	2.5	3.0	3.0	2.9	3.1	3.3	3.6	3.8	4.3	6.4	8.9	6.6	11.5	0.4	0.4	0.3	
Slovenia	0.4	0.6	0.7	0.9	0.8	0.7	0.7	0.7	0.8	0.9	0.9	5.2	10.4	3.9	3.2	0.1	0.1	0.1	
Spain	3.4	6.5	12.2	12.8	12.5	12.0	12.4	13.6	15.7	17.4	19.6	9.8	15.3	11.4	12.4	2.2	1.7	1.6	
Extra EU	20.7	29.0	40.0	54.0	61.1	76.6	87.0	85.9	85.7	77.6	86.4				7.1	7.3	6.9		
in Northern & Western E	8.3	11.5	15.7	19.1	21.7	25.4	26.8	27.4	29.4	30.0	30.9				2.8	2.6	2.7		
Iceland	0.2	0.5	0.8	0.4	0.5	0.6	0.6	0.7	0.9	1.1	1.5	9.8	15.7	15.7	16.5	0.1	0.1	0.1	
Liechtenstein	
Monaco	
Norway	3.2	5.0	7.8	10.2	11.3	12.9	13.9	13.9	13.8	13.9	14.3	6.9	6.2	5.0	3.4	1.4	1.4	1.2	
Switzerland	4.9	5.9	7.1	8.4	9.8	11.8	12.2	12.7	14.7	14.9	15.1	3.1	1.5	3.8	3.2	1.3	1.1	1.3	
in Central/Eastern Euro	9.7	11.5	17.7	26.2	31.0	42.9	50.9	48.5	43.6	34.4	41.7				3.1	3.6	3.1		
Armenia	0.0	0.0	0.2	0.4	0.5	0.6	0.7	0.8	0.9	1.0	1.1	\$	10.2	-2.7	7.2	19.0	0.0	0.1	0.1
Azerbaijan	0.1	0.1	0.1	0.6	1.2	1.9	2.2	2.3	2.3	2.3	2.4	\$	4.6	-13.5	-4.2	6.6	0.0	0.1	0.2
Belarus	0.1	0.2	0.4	0.5	0.4	0.6	0.9	0.9	0.8	0.7	0.9	\$	0.5	-22.2	-10.5	23.1	0.1	0.1	0.1
Georgia	0.0	0.1	0.1	0.2	0.2	0.2	0.2	0.2	0.3	0.3	0.4	\$	1.7	10.2	17.2	20.0	0.0	0.0	0.0
Kazakhstan	0.2	0.4	0.6	1.0	1.2	1.3	1.4	1.5	1.8	1.5	1.6	\$	4.8	2.4	-16.2	8.0	0.1	0.1	0.1
Kyrgyzstan	0.0	0.0	0.0	0.1	0.2	0.3	0.3	0.3	0.4	0.4	..	\$	11.3	2.4	15.5	..	0.0	0.0	0.0
Rep. Moldova	0.0	0.1	0.1	0.2	0.2	0.2	0.3	0.3	0.3	0.2	0.3	\$	5.9	-20.0	-9.6	20.0	0.0	0.0	0.0
Russian Federation	8.9	9.5	13.6	20.1	23.6	33.3	40.2	38.0	31.5	21.6	27.5	\$	-5.7	-30.7	-31.4	29.7	2.4	2.7	1.9
Tajikistan	0.0	..	0.0	0.0	0.0	\$	0.0	..	0.0
Turkmenistan
Ukraine	0.2	0.5	2.3	2.8	3.2	4.0	4.3	3.8	4.6	5.4	6.3	\$	-12.2	0.8	17.0	19.4	0.4	0.4	0.5
Uzbekistan
in Southern/Medit. Euro	2.7	6.1	6.6	8.7	8.4	8.3	9.3	10.1	12.7	13.1	13.8				1.2	1.2	1.2		
Albania	0.0	0.3	0.6	1.0	1.1	1.0	1.1	1.2	1.1	1.1	1.3	€	7.5	-6.7	2.0	10.7	0.1	0.1	0.1
Andorra
Bosnia & Herzg.	..	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	..	0.9	9.2	13.2	7.9	0.0	0.0	0.0
FYR Macedonia	0.0	0.0	0.0	0.1	0.1	0.1	0.1	0.1	0.1	0.2	0.2	€	13.8	28.4	13.2	12.7	0.0	0.0	0.0
Israel	1.6	3.2	2.6	2.8	2.7	3.0	3.4	3.9	5.4	6.2	6.7	\$	14.2	15.9	13.8	9.8	0.5	0.4	0.6
Montenegro	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.1	..	-1.1	12.9	49.7	-8.4	0.0	0.0	0.0
San Marino
Serbia	0.7	0.8	0.8	0.8	0.9	1.0	1.1	1.2	€	5.6	11.8	9.2	12.0	..	0.1	0.1
Turkey	0.7	1.9	2.5	3.9	3.5	3.2	3.6	3.8	4.8	4.3	4.3	\$	5.3	5.8	-10.9	0.8	0.4	0.5	0.4

Source: World Tourism Organization (UNWTO) ©

(Data as collected by UNWTO April 2018)

Inbound Tourism trends

Based upon the latest available data, with most countries having reported full-year data on international tourist arrivals, the following section presents updated results on inbound tourism for both EU and extra-EU destinations in 2017.

Eight years in a row of sustained growth in worldwide arrivals

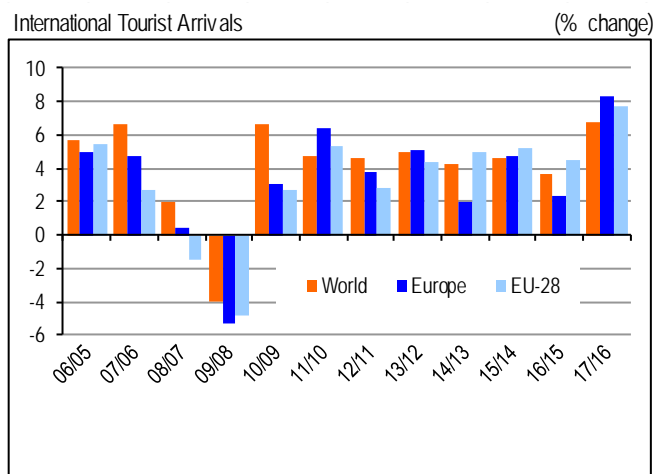
International tourist arrivals (overnight visitors) grew close to 7% in 2017 to reach 1323 million, 84 million more than in 2016. Annual growth rates have been 4% or higher for eight years in a row, starting in post-crisis year 2010. The year 2017 was the strongest of these years and was characterised by sustained growth in many destinations and a firm recovery in those that suffered declines in previous years, such as Turkey, Egypt, Tunisia, France and Belgium.

Results reflect robust demand for international tourism from most source markets and an upswing in the global economy. The rebound in outbound travel from Brazil and the Russian Federation after two years of declines also contributed positively to results.

By UNWTO regions, growth was strongest in Africa (+9%) and Europe (+8%), followed by Asia and the Pacific (+6%), the Middle East (+4%) and the Americas (+3%).

Destinations in North Africa (+15%) and Southern and Mediterranean Europe (+12%) in particular, enjoyed extraordinary strength. Growth in arrivals exceeded 6% in all destinations across Southern and Mediterranean Europe, with a strong recovery in Turkey (+24%) and double-digit increases in most other destinations. Among the Mediterranean destinations in the Middle East, Egypt (+53%) enjoyed a remarkable comeback after a few years of declines, while Palestine (+32% through Q3), Lebanon (+10%) and Jordan (+8%) also reported sound results.

In Europe overall, international arrivals reached 671 million in 2017, just over half the world's total and 52 million more than in 2016, up 8% from 2016. Of this growth, 38 million corresponds to EU destinations (+8%) and 13 million to extra-EU destinations (+11%). These are remarkable results for the world's largest destination region, with many large and mature destinations.



Source: World Tourism Organization (UNWTO) ©

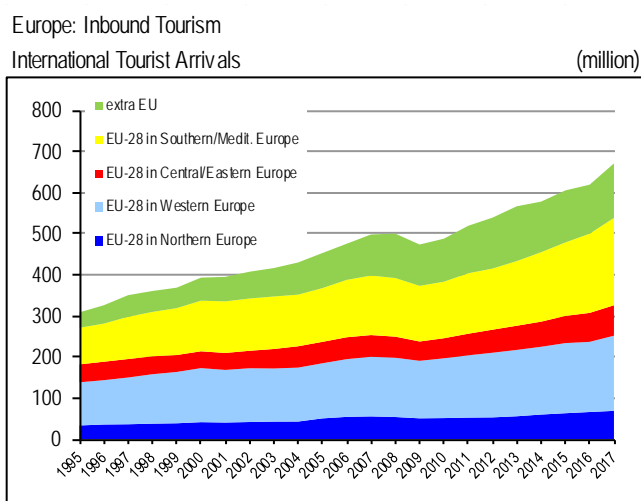
International arrivals in the EU grew 8% to 538 million in 2017

In 2017 the 28 countries of the European Union recorded a strong 8% increase in international tourist arrivals, 38 million more than in 2016, to reach a total of 538 million. This represents 80% of Europe's international arrivals and 40% of the world's total.

- Growth was led by **EU destinations in Southern and Mediterranean Europe**, the most visited group of countries in the EU, which recorded 10% more international arrivals, a strong increase for this group of traditional destinations.

The group's largest destination Spain (+9%) drove results, reporting 82 million international tourist arrivals, 6 million more than in 2016. This is an extraordinary result for a country with such a large base volume and following four years of above-average growth.

All other destinations in the group reported growth in double-digits, including Portugal (+12%), Greece (+10%) and the group's second largest Italy (+10%). Balkan destinations Slovenia (+17%) and Croatia (+13%) also performed strongly in 2017, while island destinations Malta (+16%) and Cyprus (+15%) both enjoyed their second straight year of double-digit growth.



Source: World Tourism Organization (UNWTO) ©

- The **six EU destinations in Western Europe** (+7%) also recorded robust growth in 2017, following flat results the previous year. Results were led by the recovery in Belgium (+12%) and the world's top destination France (+9%) after the security incidents in 2016.

The Netherlands (+13%) enjoyed the fastest relative increase in arrivals thanks to increasing demand from both European and non-European markets. The group's second and third largest destinations, Germany and Austria (both +5%) also reported solid growth.

- The **nine EU destinations in Central and Eastern Europe** recorded a 5% increase in international tourist arrivals, with most destinations posting solid growth. Latvia (+13%) and Romania (+11%) both enjoyed double-digit growth in 2017, the latter reporting four straight years of similarly strong increases.

Bulgaria and the Czech Republic (both +9%) also performed strongly last year. Slovakia posted 7% growth, Poland 5% and Lithuania 4%. Hungary and Estonia both reported an increase of 3%.

- The **five EU destinations in Northern Europe** (+4%) all reported an increase in arrivals last year, led by Finland (+14%). Sweden, Denmark (both +5%) and Ireland (+4%) also reported positive results. The United Kingdom, this group's largest destination, recorded 3% growth in 2017. The depreciation of the British pound following the Brexit vote in June 2016 continues to favour inbound tourism in the UK, making the destination more affordable. However, growth is likely to have been limited somewhat by the terrorist attacks in London and Manchester.

Extra-EU destinations enjoyed 11% growth, led by the rebound of Turkey

- The majority of the 26 destinations outside the European Union (extra-EU) recorded double-digit growth in arrivals in 2017, according to data reported by destinations to date.
- The strong rebound in Turkey (+24%) after the declines of previous years boosted the average of **extra-EU destinations in Southern and Mediterranean Europe** (+21%). Increased stability and security as well as a return of visitors from the Russian Federation, a major source market for Turkey, had a positive impact on the destination's results. Israel (+25%) and Balkan destinations FYR Macedonia (+24%), Bosnia and Herzegovina (+19%), Serbia (+17%), Albania (+14%) and Montenegro (+13%) also posted double-digit increases.
- International tourist arrivals to extra-EU destinations in Central and Eastern Europe grew 5% in 2017, with strong results in most destinations. The solid performance of Ukraine (+7%) and double-digit growth in Georgia (+28%), Azerbaijan (+20%), Armenia (+19%) and Kazakhstan (+18%) were weighed down by a small decline in the Russian Federation (-1%), the group's largest destination.
- Most extra-EU destinations in Northern and Western Europe (+7%) turned in solid results, led by Iceland (+16%) which boasted its seventh consecutive year of double-digit growth. Switzerland, the largest destination in this group, recorded a 7% increase in arrivals, while Norway (+2%) posted more moderate growth.

Please find detailed data series for individual countries online in the Tourism Factbook of the UNWTO e-library at www.e-unwto.org/loi/unwtotfb and in the UNWTO Compendium of Tourism Statistics and Yearbook of Tourism Statistics (see <http://statistics.unwto.org/content/data-1>).

Inbound tourism by UNWTO (sub)regions

	International Tourist Arrivals, full year											Share					Change				Average	
	1995	2000	2005	2010	2011	2012	2013	2014	2015	2016	2017*	1995	2000	2005	2010	2017*	14/13	15/14	16/15	17*/16	'95-'05	'05-'17*
	(million)											(%)					(%)				(% a year)	
World	531	680	809	952	997	1,043	1,095	1,141	1,195	1,239	1,323	100	100	100	100	100	4.3	4.7	3.7	6.8	4.3	4.2
Advanced economies ¹	342	430	469	515	540	561	589	624	655	685	725	64.4	63.2	58.0	54.1	54.8	5.9	4.9	4.7	5.8	3.2	3.7
Emerging economies ¹	189	250	339	437	457	482	506	518	540	554	598	35.6	36.8	42.0	45.9	45.2	2.4	4.3	2.5	8.0	6.0	4.8
<i>By UNWTO regions:</i>																						
<i>Europe</i>	308.5	392.9	452.7	487.7	519.0	538.8	566.5	577.8	605.1	619.0	670.7	58.1	57.8	56.0	51.2	50.7	2.0	4.7	2.3	8.4	3.9	3.3
European Union (28)	271.0	336.8	367.5	383.0	403.5	414.9	433.2	454.7	478.6	499.8	538.3	51.0	49.5	45.4	40.2	40.7	5.0	5.2	4.4	7.7	3.1	3.2
-advanced economies (23)	231.9	299.2	328.3	344.5	362.1	371.2	387.2	405.7	425.5	442.6	476.7	43.7	44.0	40.6	36.2	36.0	4.8	4.9	4.0	7.7	3.5	3.2
-euro area (19)	201.8	261.7	277.7	294.0	311.0	318.4	332.2	346.8	362.9	377.3	409.0	38.0	38.5	34.3	30.9	30.9	4.4	4.7	4.0	8.4	3.2	3.3
-emerging economies (5)	39.1	37.6	39.2	38.5	41.4	43.8	46.0	49.0	53.1	57.3	61.6	7.4	5.5	4.8	4.0	4.7	6.5	8.3	7.9	7.5	0.0	3.8
Extra EU (26)	37.5	56.1	85.3	104.7	115.5	123.9	133.3	123.1	126.5	119.2	132.5	7.1	8.2	10.5	11.0	10.0	-7.7	2.8	-5.8	11.2	8.6	3.7
-advanced economies (8)	14.4	17.0	16.1	18.9	19.8	19.8	21.0	21.7	23.1	24.4	26.5	2.7	2.5	2.0	2.0	2.0	3.2	6.4	5.6	8.6	1.1	4.2
-emerging economies (18)	23.1	39.1	69.1	85.8	95.7	104.0	112.3	101.4	103.5	94.8	106.0	4.3	5.8	8.6	9.0	8.0	-9.7	2.0	-8.3	11.8	11.6	3.6
<i>By subregion</i>																						
Northern Europe	36.4	44.8	54.7	56.6	58.0	58.2	61.3	65.7	69.8	73.8	77.0	6.9	6.6	6.8	5.9	5.8	7.2	6.1	5.8	4.4	4.2	2.9
in EU	33.4	41.3	50.5	51.3	52.4	53.0	55.7	59.9	63.1	66.0	68.9	6.3	6.1	6.3	5.4	5.2	7.5	5.4	4.7	4.3	4.2	2.6
extra EU	3.1	3.4	4.2	5.3	5.5	5.2	5.6	5.9	6.7	7.8	8.1	0.6	0.5	0.5	0.6	0.6	4.8	13.6	16.6	5.1	3.2	5.7
Western Europe	112.2	139.7	141.7	154.4	160.7	166.7	171.5	175.3	181.5	181.5	194.4	21.1	20.5	17.5	16.2	14.7	2.2	3.5	0.0	7.1	2.4	2.7
in EU	105.0	131.5	134.1	145.4	151.5	157.3	161.4	164.8	170.6	170.7	182.8	19.8	19.3	16.6	15.3	13.8	2.1	3.5	0.0	7.1	2.5	2.6
extra EU	7.2	8.2	7.6	9.0	9.2	9.4	10.1	10.5	10.9	10.8	11.6	1.4	1.2	0.9	0.9	0.9	3.9	4.2	-0.9	7.4	0.4	3.6
Central/Eastern Eur.	58.9	69.6	95.3	98.6	108.4	118.3	127.3	116.0	122.4	126.7	132.9	11.1	10.2	11.8	10.4	10.0	-8.9	5.6	3.5	4.9	4.9	2.8
in EU	43.6	40.9	52.1	48.8	52.5	56.0	58.8	61.1	66.1	70.4	74.0	8.2	6.0	6.4	5.1	5.6	3.8	8.2	6.6	5.1	1.8	3.0
extra EU	15.3	28.7	43.2	49.8	55.9	62.3	68.5	54.9	56.3	56.3	58.9	2.9	4.2	5.3	5.2	4.5	-19.8	2.6	-0.1	4.7	10.9	2.6
Southern/Medit. Eur.	100.9	139.0	161.1	178.1	192.0	195.6	206.4	220.8	231.4	237.1	266.4	19.0	20.4	19.9	18.7	20.1	6.9	4.8	2.4	12.4	4.8	4.3
in EU	89.1	123.1	130.7	137.5	147.0	148.7	157.3	168.9	178.8	192.7	212.6	16.8	18.1	16.2	14.4	16.1	7.4	5.8	7.8	10.3	3.9	4.1
extra EU	11.8	15.9	30.3	40.6	44.9	46.9	49.2	51.9	52.6	44.4	53.9	2.2	2.3	3.8	4.3	4.1	5.4	1.5	-15.7	21.4	9.9	4.9
<i>Asia and the Pacific</i>	82.1	110.4	154.1	208.2	221.7	237.9	254.2	269.5	284.0	305.9	324.0	15.5	16.2	19.1	21.9	24.5	6.0	5.4	7.7	5.9	6.5	6.4
North-East Asia	41.3	58.3	85.9	111.5	115.8	122.8	127.0	136.3	142.1	154.3	159.5	7.8	8.6	10.6	11.7	12.1	7.3	4.3	8.6	3.4	7.6	5.3
South-East Asia	28.5	36.3	49.0	70.5	77.7	84.7	94.3	97.0	104.2	110.8	120.2	5.4	5.3	6.1	7.4	9.1	2.9	7.4	6.3	8.4	5.6	7.8
Oceania	8.1	9.6	10.9	11.5	11.6	12.1	12.6	13.3	14.3	15.7	16.6	1.5	1.4	1.4	1.2	1.3	5.6	7.3	9.7	6.0	3.0	3.6
South Asia	4.2	6.1	8.3	14.7	16.6	18.3	20.3	22.9	23.4	25.1	27.7	0.8	0.9	1.0	1.5	2.1	12.9	2.3	7.0	10.4	6.9	10.6
<i>Americas</i>	108.9	128.2	133.3	150.4	155.8	162.6	168.6	183.0	193.7	200.7	207.1	20.5	18.8	16.5	15.8	15.7	8.5	5.9	3.6	3.2	2.0	3.7
North America	80.5	91.5	89.9	99.5	102.2	106.4	110.2	120.9	127.5	130.9	133.2	15.2	13.5	11.1	10.5	10.1	9.7	5.5	2.7	1.7	1.1	3.3
Caribbean	14.0	17.1	18.8	19.5	20.0	20.6	21.1	22.3	24.1	25.2	26.0	2.6	2.5	2.3	2.1	2.0	5.5	8.1	4.7	3.2	3.0	2.7
Central America	2.6	4.3	6.3	7.8	8.3	8.9	9.1	9.6	10.2	10.7	11.2	0.5	0.6	0.8	0.8	0.8	5.6	6.8	4.1	4.7	9.2	4.9
South America	11.7	15.3	18.3	23.6	25.3	26.8	28.1	30.2	31.9	33.9	36.7	2.2	2.2	2.3	2.5	2.8	7.3	5.6	6.3	8.4	4.6	6.0
<i>Africa</i>	18.7	26.2	34.8	50.4	50.1	52.4	54.7	55.3	53.6	57.6	62.8	3.5	3.9	4.3	5.3	4.7	1.1	-3.1	7.6	9.0	6.4	5.0
North Africa	7.3	10.2	13.9	19.7	18.0	19.6	20.7	20.4	18.0	18.9	21.7	1.4	1.5	1.7	2.1	1.6	-1.4	-12.0	5.0	15.0	6.7	3.8
Subsaharan Africa	11.5	16.0	20.9	30.7	32.1	32.8	34.0	34.8	35.6	38.8	41.1	2.2	2.3	2.6	3.2	3.1	2.6	2.1	8.9	6.0	6.2	5.8
<i>Middle East</i>	12.7	22.4	33.7	55.4	50.3	51.6	50.8	55.9	58.1	55.6	58.0	2.4	3.3	4.2	5.8	4.4	9.9	4.0	-4.3	4.4	10.2	4.6

Source: World Tourism Organization (UNWTO) ©

(Data as collected by UNWTO April 2018)

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.

Inbound tourism by countries of destination

	International Tourist Arrivals, monthly/quarterly data (% change over same period of the previous year)																							
	2017*												2016				2015							
	Q1	Q2	Q3	Q4	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4
World	4.0	9.6	7.4	6.6	7.0	3.0	2.3	15.6	5.0	9.0	6.6	7.4	8.4	6.3	8.5	5.2	7.5	2.0	3.6	5.3	5.0	3.7	5.0	4.0
Advanced economies ¹	4.3	8.6	5.9	5.2	8.5	3.8	1.2	17.0	3.3	7.2	4.6	5.9	7.7	4.4	6.4	5.2	9.2	3.9	5.1	7.4	4.6	5.0	4.6	5.4
Emerging economies ¹	3.8	11.0	9.6	8.2	5.5	2.3	3.5	13.9	7.3	11.9	9.8	9.8	9.2	9.0	10.8	5.2	5.9	-0.5	1.5	3.1	5.4	2.1	5.5	2.6
<i>By UNWTO regions:</i>																								
<i>Europe</i>	4.6	11.8	9.8	8.0	7.0	5.1	2.3	19.3	5.9	11.9	9.1	9.3	11.6	7.3	8.4	8.7	8.1	1.1	2.2	5.8	5.0	4.9	5.4	3.8
European Union (28)	5.3	11.5	8.1	6.4	8.1	6.0	2.3	21.2	5.2	10.6	7.2	7.5	10.3	5.3	7.2	7.1	10.0	3.6	4.7	8.4	5.0	5.6	5.3	4.7
<i>By subregion</i>																								
Northern Europe	7.8	8.6	2.8	-1.1	12.6	2.6	8.2	17.6	3.0	7.2	2.7	3.0	2.5	-0.6	1.5	-4.3	10.3	2.4	5.1	7.5	3.1	4.7	6.8	9.5
Western Europe	2.2	12.4	6.8	8.9	8.2	3.5	-3.4	30.6	0.3	11.0	4.9	7.4	8.5	7.8	8.1	10.9	6.3	-3.0	-1.6	5.3	4.1	3.8	4.9	-0.8
Central/Eastern Eur.	3.8	6.2	5.8	8.3	4.2	3.9	3.4	7.3	4.5	7.0	5.7	6.1	5.4	7.6	8.4	8.9	5.0	3.6	3.9	1.0	6.2	7.5	7.8	4.5
Southern/Medit. Eur.	6.3	15.2	15.7	10.4	5.8	8.7	5.0	18.9	11.5	16.1	15.6	13.5	18.7	9.0	11.6	11.8	11.2	2.6	3.5	8.8	5.7	4.5	4.5	5.2
<i>Asia and the Pacific</i>	6.0	6.2	4.2	7.2	9.7	3.5	4.8	8.0	4.5	5.9	3.1	4.8	4.8	6.1	9.0	6.5	8.8	7.9	8.9	5.4	4.3	5.0	5.5	6.3
North-East Asia	5.3	2.3	0.9	4.9	9.4	2.8	3.6	4.1	2.0	0.6	0.2	0.9	1.5	3.6	6.5	4.7	8.9	8.6	10.3	6.8	4.5	4.6	1.6	6.4
South-East Asia	6.2	9.7	8.3	9.7	8.7	3.7	6.0	10.7	6.6	11.8	6.9	9.3	8.9	8.6	12.6	8.0	8.1	6.6	7.8	2.9	4.9	7.3	10.3	6.1
Oceania	4.8	11.5	5.3	4.7	13.5	-0.5	2.5	16.4	7.7	9.9	5.3	8.6	1.9	4.9	6.4	3.3	10.2	9.7	10.9	8.2	8.0	5.4	6.4	9.0
South Asia	9.8	13.7	6.7	12.0	13.4	8.4	7.8	18.1	9.8	13.2	3.5	7.0	9.9	12.9	11.1	12.2	10.4	8.8	3.6	5.6	-1.4	-3.2	9.8	5.1
<i>Americas</i>	1.1	6.4	2.4	1.2	4.5	1.1	-2.2	14.3	1.5	3.9	2.0	3.9	1.1	0.3	2.9	0.7	7.7	0.9	4.5	3.7	8.0	4.6	5.2	6.3
North America	-0.4	4.0	1.2	1.8	2.1	-0.8	-2.2	11.6	-1.2	2.4	0.1	2.7	0.8	0.3	3.8	1.5	5.3	0.0	2.4	3.4	5.2	5.8	5.3	5.6
Caribbean	1.1	11.2	3.3	-10.6	2.1	2.7	-1.3	14.1	8.9	10.2	6.5	7.8	-8.2	-8.4	-10.1	-12.4	7.2	3.2	5.0	2.2	8.0	7.7	8.9	8.1
Central America	3.1	12.6	3.3	1.0	5.9	3.3	0.1	29.0	5.5	3.5	2.1	3.4	5.0	-1.1	3.6	0.4	7.2	0.5	5.1	3.3	5.2	5.7	7.1	9.2
South America	4.4	11.3	6.9	7.0	10.7	4.0	-3.6	20.4	7.2	5.6	7.2	6.7	6.7	5.4	8.0	7.4	14.9	3.1	15.1	5.8	17.9	-4.0	1.5	6.5
<i>Africa</i>	5.7	11.8	9.6	7.8	7.1	6.3	3.9	17.9	7.5	10.1	9.3	11.4	7.9	8.0	7.5	7.8	6.7	-0.7	8.9	9.0	-6.2	-8.8	-5.9	-2.4
North Africa	17.9	17.7	13.1	13.6	14.1	20.0	19.4	25.7	13.1	14.5	10.7	19.0	8.2	16.6	12.3	11.7	-4.8	-7.9	13.2	15.9	-9.2	-14.4	-12.7	-10.2
Subsaharan Africa	1.3	8.8	7.0	5.2	4.7	1.1	-2.2	14.0	4.7	7.8	8.1	5.3	7.7	4.0	5.5	6.0	11.8	3.5	5.8	6.2	-4.8	-5.3	-0.3	1.1
<i>Middle East</i>	-1.9	10.9	1.0	9.1	0.6	-10.2	4.1	23.6	5.3	2.0	-2.4	-2.5	6.4	20.0	29.7	-11.5	-1.7	-10.4	-9.2	2.1	9.4	-5.2	6.9	-7.4

Source: World Tourism Organization (UNWTO) ©

(Data as collected by UNWTO April 2018)

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.

The *UNWTO European Union Short-Term Tourism Trends* has been prepared by UNWTO's Tourism Market Trends Programme in the framework of the cooperation between UNWTO and the Directorate-General for Internal Market, Industry, Entrepreneurship and SMEs (DG GROW) of the European Commission (EC) and has received funding from the European Union's COSME Programme (2014-2020).

The sole responsibility for the content of this publication lies with the authors. It does not necessarily reflect the opinion of the European Communities. The European Commission is not responsible for any use that may be made of the information contained therein.



Co-funded by the COSME programme of the European Union

Explanation of abbreviations and signs used

* = provisional figure or data | = change of series
 .. = figure or data not (yet) available n/a = not applicable
 mn = million (1,000,000)
 bn = billion (1,000,000,000) [note in Spanish 'miles de millones']
 trn = trillion (1,000,000,000,000) [note in Spanish 'billones']
 Q1: January, February, March T1: From January to April
 Q2: April, May, June T2: From May to August
 Q3: July, August, September T3: From September to December
 Q4: October, November, December
 H1: From January to June H2: From July to December
 YTD: Year to date, variation of months with data available compared with the same period of the previous year. The (sub)regional totals are approximations for the whole (sub)region based on trends for the countries with data available.

Series International Tourist Arrivals

TF: International tourist arrivals at frontiers (excluding same-day visitors);
 VF: International visitor arrivals at frontiers (tourists and same-day visitors);
 THS: International tourist arrivals at hotels and similar establishments;
 TCE: International tourist arrivals at collective tourism establishments;
 NHS: Nights of international tourists in hotels and similar establishments;
 NCE: Nights of international tourists in collective tourism establishments.

Series International Tourism Receipts and Expenditure

All percentages are derived from non-seasonally adjusted series in local currencies, unless otherwise indicated: \$: US\$; €: euro; sa: seasonally adjusted series.

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



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

As the leading international organization in the field of tourism, UNWTO promotes tourism as a driver of economic growth, inclusive development and environmental sustainability, offering leadership and support to the sector in advancing knowledge and tourism policies worldwide.

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

World Tourism Organization (UNWTO)

Calle Capitán Haya, 42, 28020 Madrid, Spain
 Tel.: (+34) 915 678 100

Follow us on:     www.unwto.org

The **Directorate-General for Internal Market, Industry, Entrepreneurship and SMEs (DG GROWTH)** is the European Commission service responsible for completing the Internal Market for goods and services, helping turn the European Union (EU) into a smart, sustainable, and inclusive economy by implementing the industrial and sectorial policies of the flagship Europe 2020 initiative and fostering entrepreneurship and growth in Europe, among others.

EU Tourism Policy aims to maintain Europe's standing as a leading destination while maximising the industry's contribution to growth and employment and promoting cooperation between EU countries, particularly through the exchange of good practice. The EU's competence in the tourism sector is to support and coordinate the actions of EU countries.

European Commission Directorate-General Internal Market, Industry, Entrepreneurship and SMEs
 Av d'Auderghem 45, B-1049 Brussels/Belgium



Follow us on:   ec.europa.eu/growth

The contents of this issue may be quoted, provided the source is given accurately and clearly.

© World Tourism Organization. 2018. All rights reserved.

Licensed to the European Union under conditions.

UNWTO ISBN: 978-92-844-1978-4

Cover photo: Crowded ancient amphitheater in Plovdiv, Bulgaria; photo by Anna Hristova on Dreamstime.com

First published: 2018 (version 25/05/18)