UNWTO
World Tourism Organization

International Tourism Highlights

2019 Edition

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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)

+5%

1.4 billion

Total international tourist arrivals

+4%

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.

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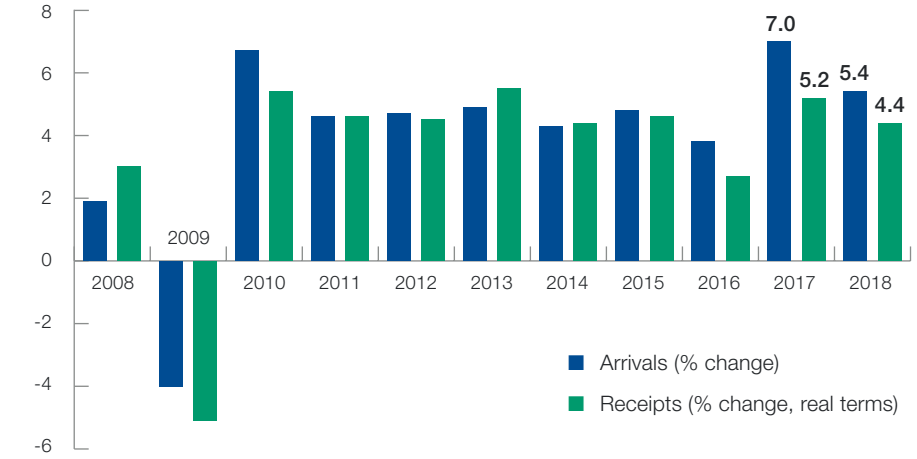
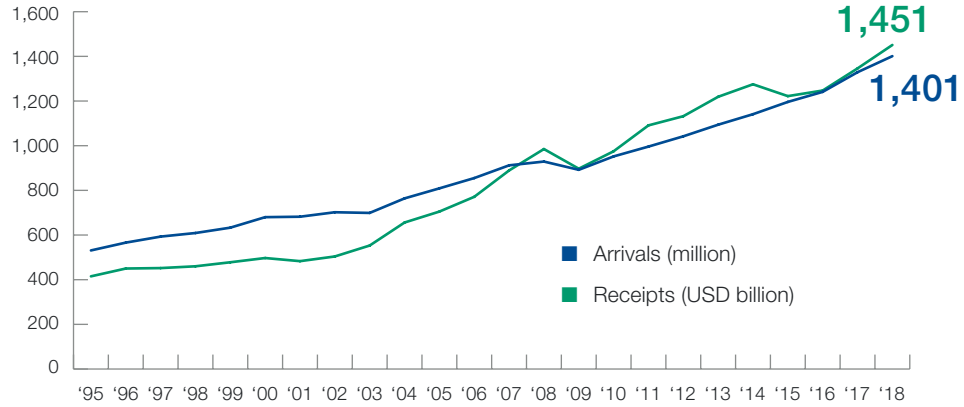
2018 – 9th consecutive year of sustained growth

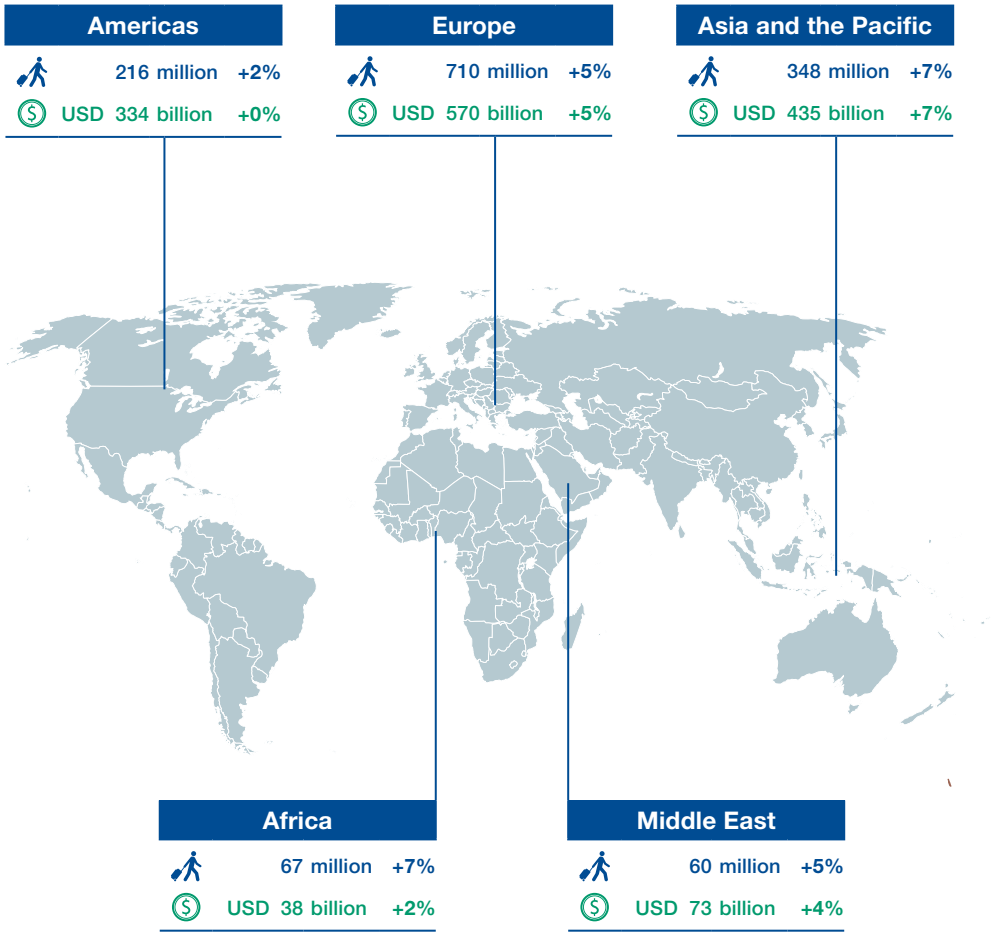
Tourism has seen continued expansion over time, despite occasional shocks, demonstrating the sector's strength and resilience



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.

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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.

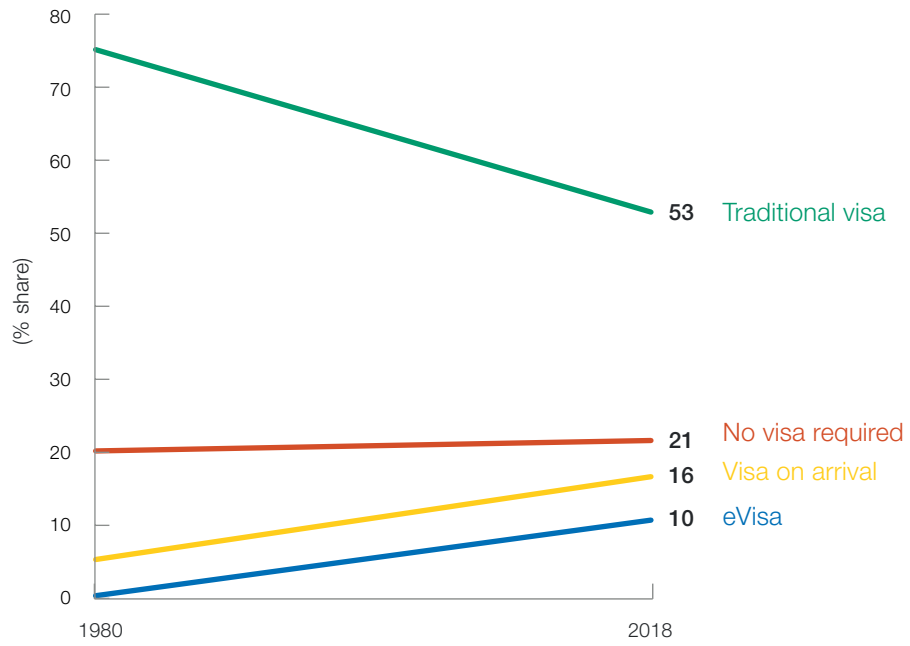
Digital technologies are shaping traveller's experience

- 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.

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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

100% refer to **sustainability as an objective**

67% refer to **resource efficiency**

64% connect **sustainability and competitiveness**

55% **refer to sustainability** extensively

10 years **average duration** of tourism policies

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.

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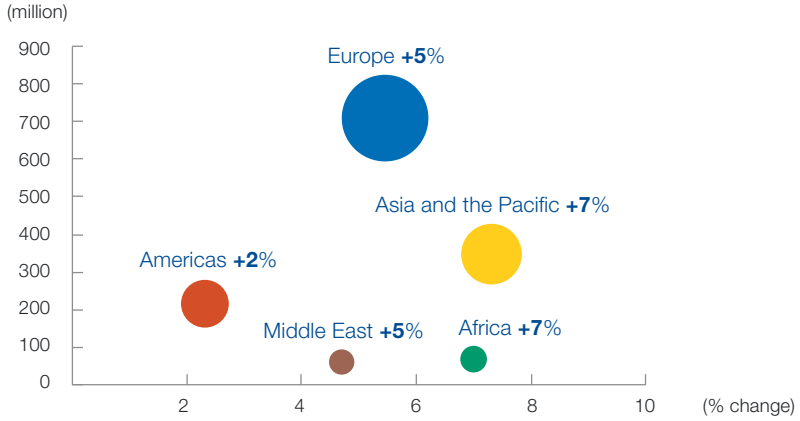
Regional Tourism Results

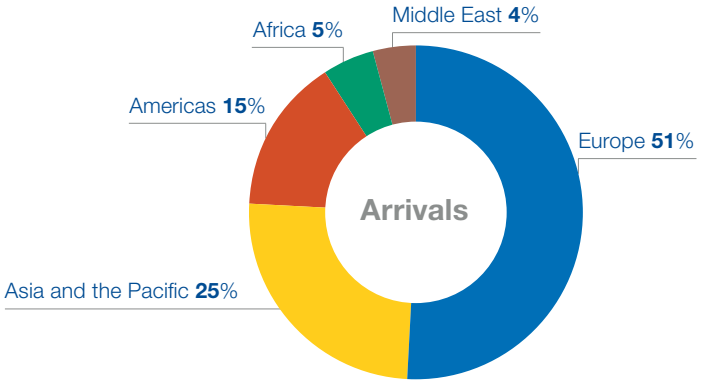
Asia and the Pacific led growth in both arrivals and receipts

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



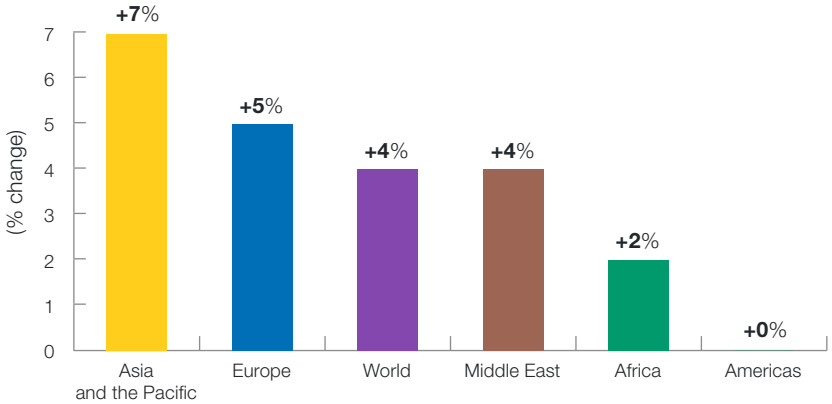
International tourist arrivals by regions, 2018
Source: World Tourism Organization (UNWTO). Bubble size equivalent to number of international tourist arrivals.

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



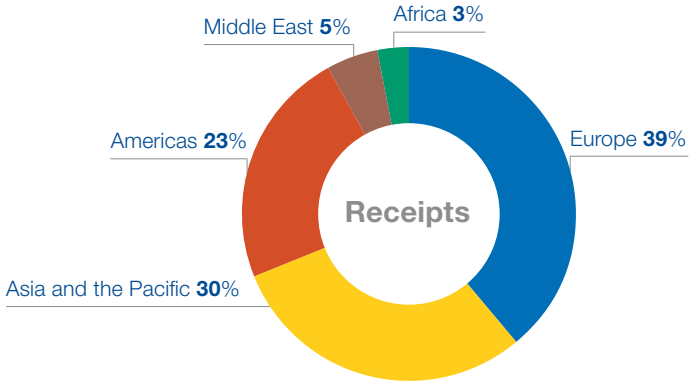
International tourist arrivals, 2018 (% share)

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



International tourism receipts, 2018 (% share)
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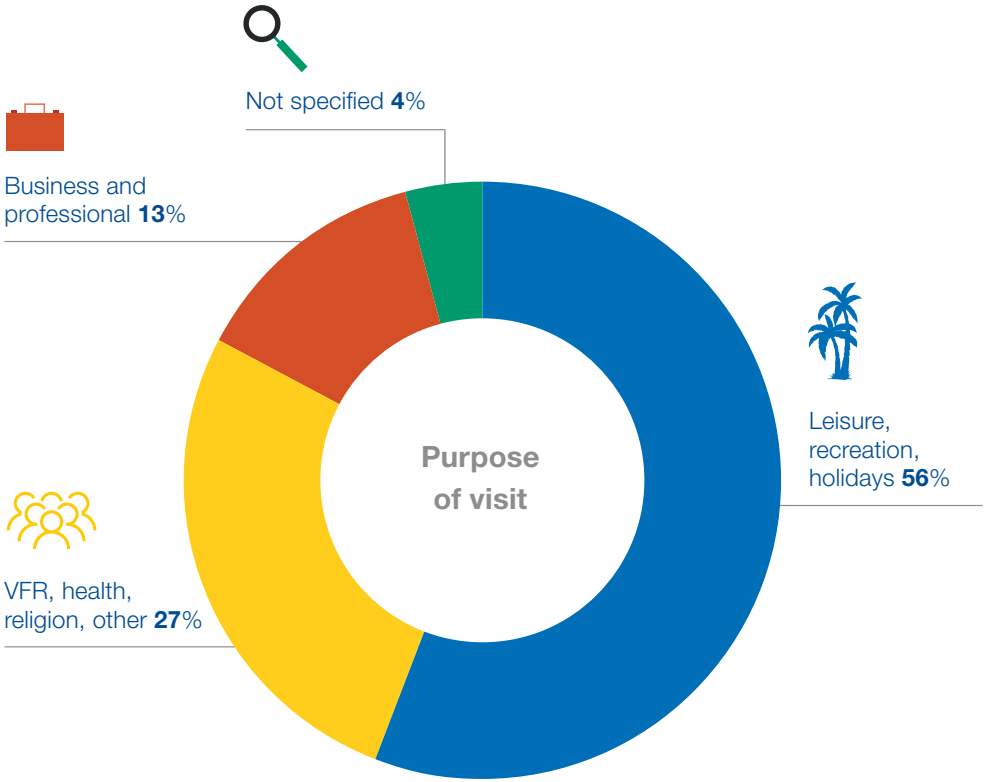
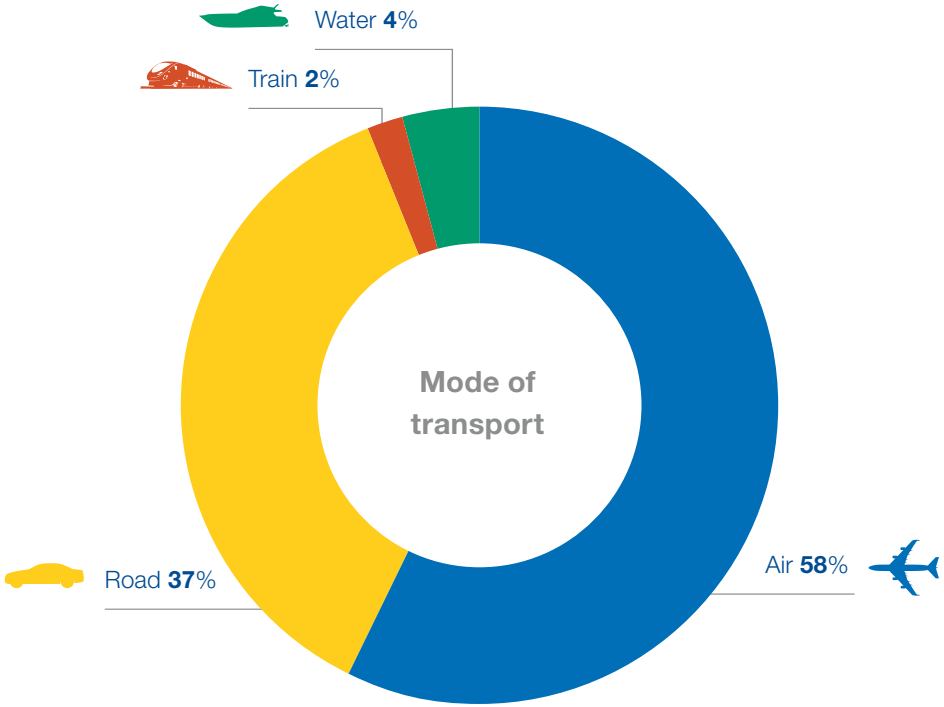
Means and Purpose of Travel

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).

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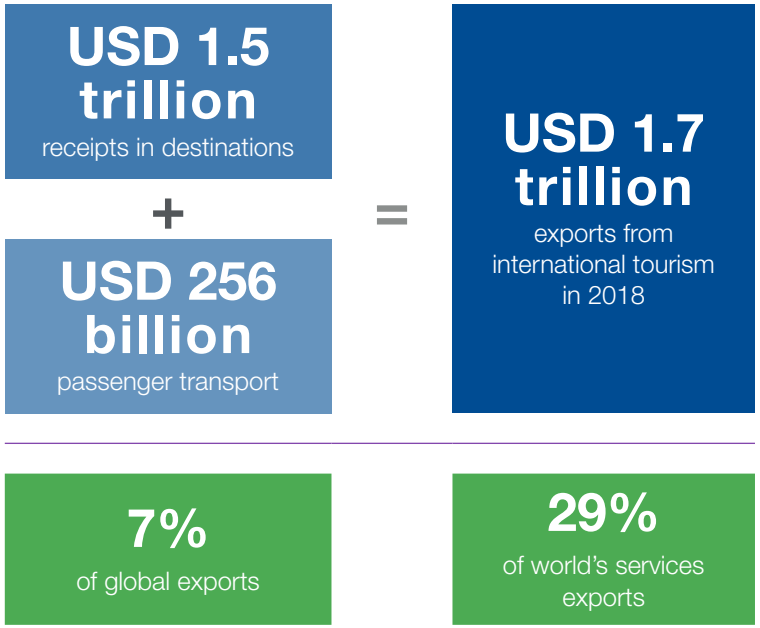
International tourism exports

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).

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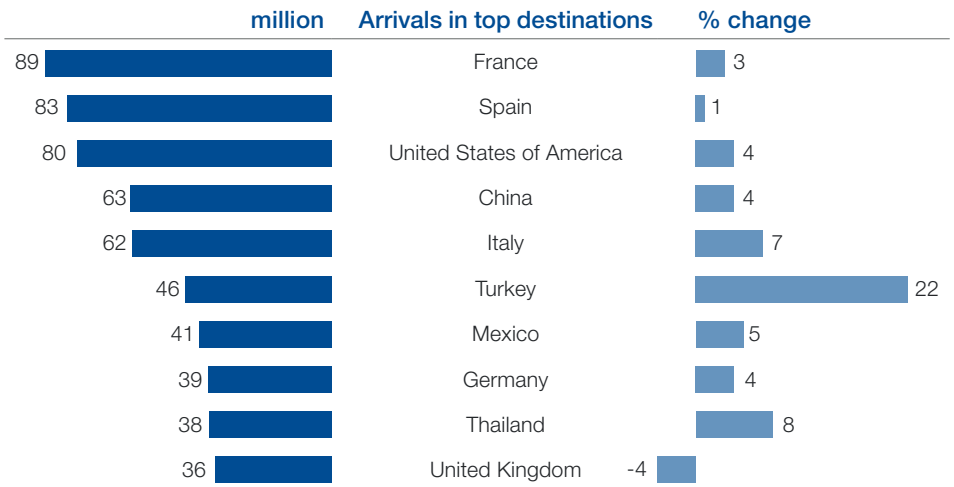
Top destinations

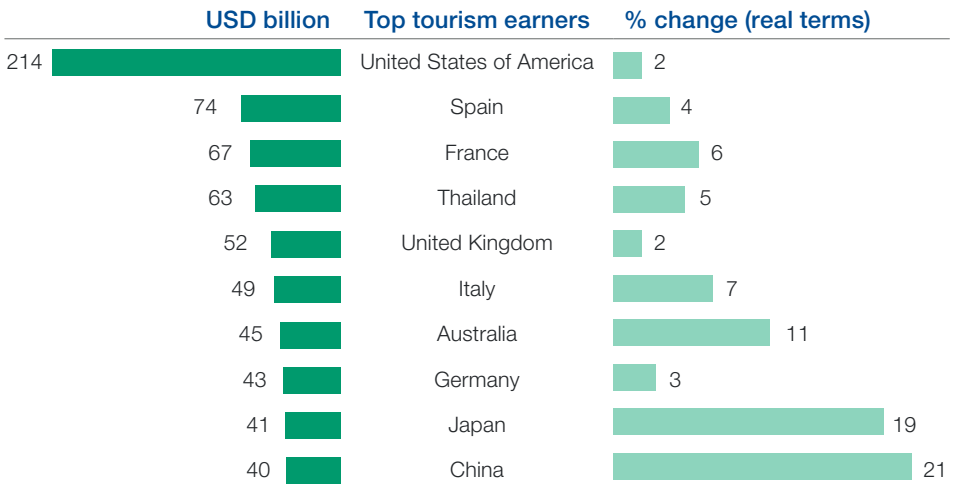
8 out of the 10 top destinations are featured in both rankings

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

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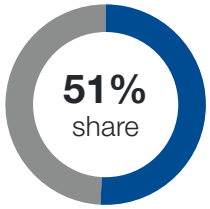
Europe

Southern Mediterranean destinations led growth

International tourist arrivals 2018

710 million

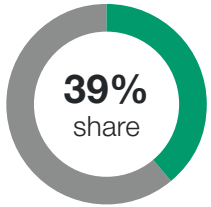
+5%



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.

Northern Europe

+1% tourist arrivals

+1% tourism receipts

Western Europe

+4% tourist arrivals

+3% tourism receipts

Southern / Mediterranean Europe

+8% tourist arrivals

+7% tourism receipts

Central Eastern Europe

+5% tourist arrivals

+9% tourism receipts

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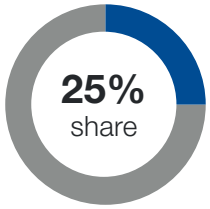
Asia and the Pacific

Fastest-growing region in 2018

International tourist arrivals 2018

348 million

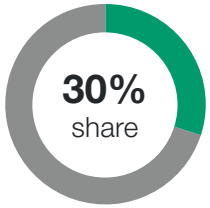
+7%



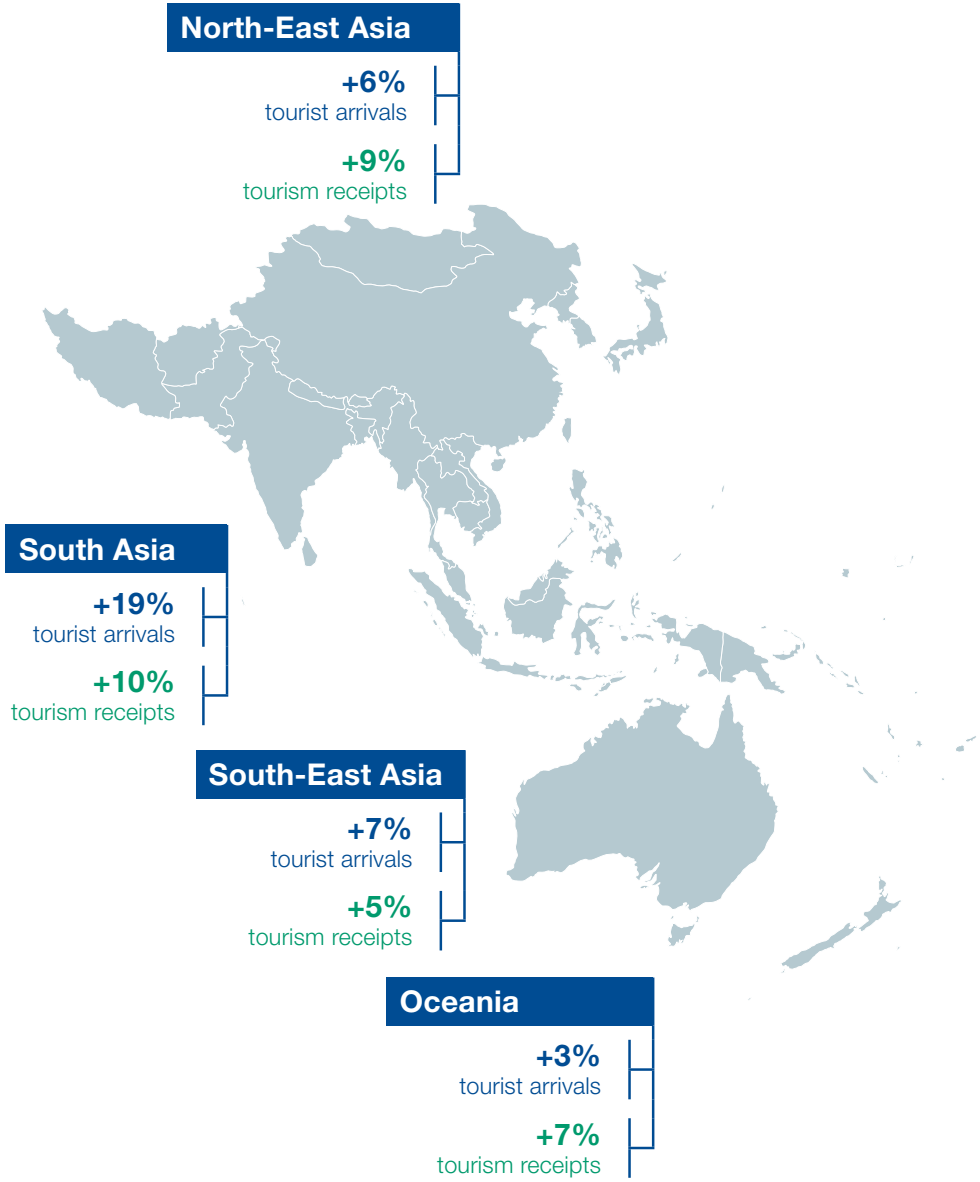
International tourism receipts 2018

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.



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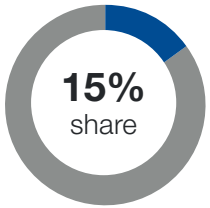
The Americas

Mixed results across destinations

International tourist arrivals 2018

216 million

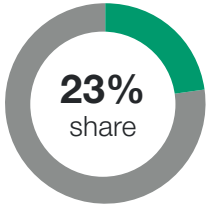
+2%



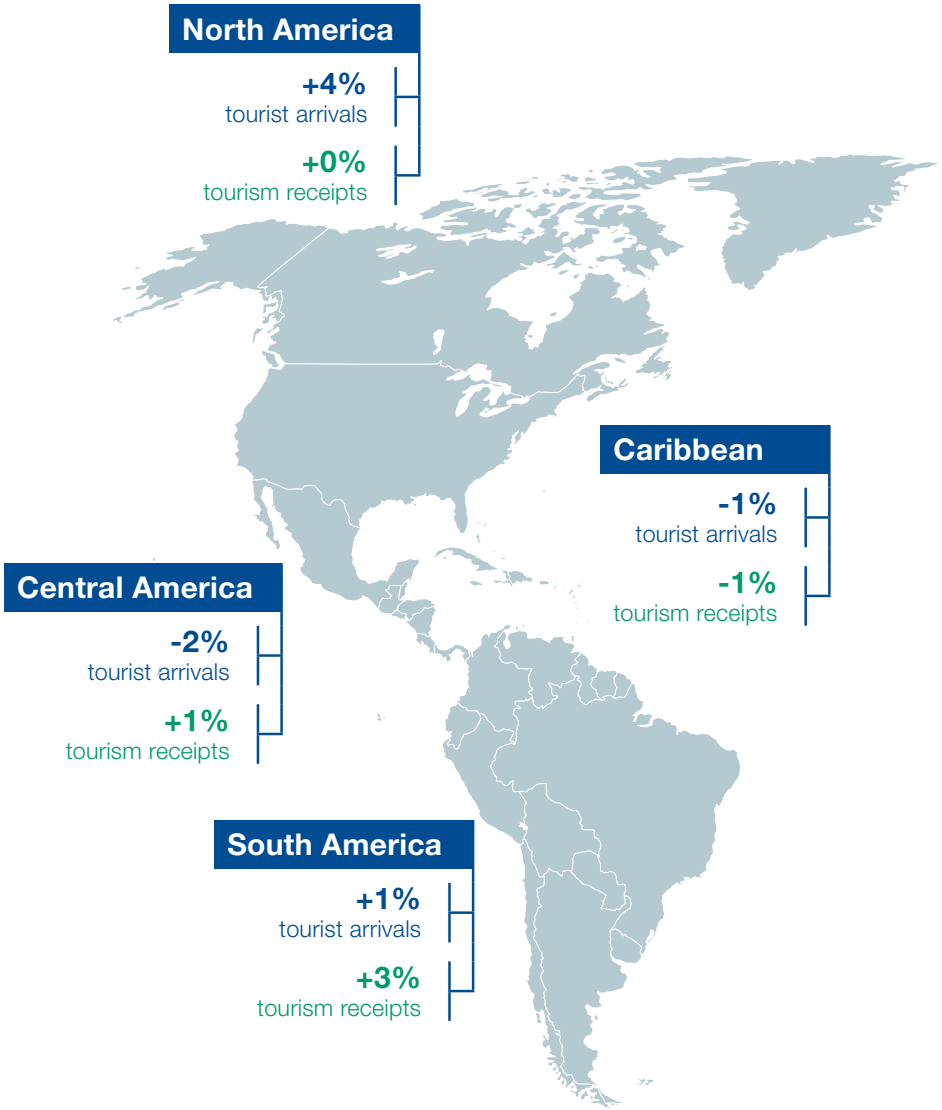
International tourism receipts 2018

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.



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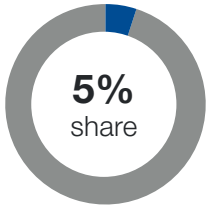
Africa

Robust performance in North Africa

International tourist arrivals 2018

67 million

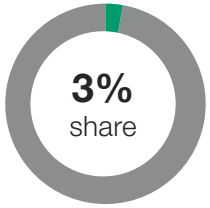
+7%



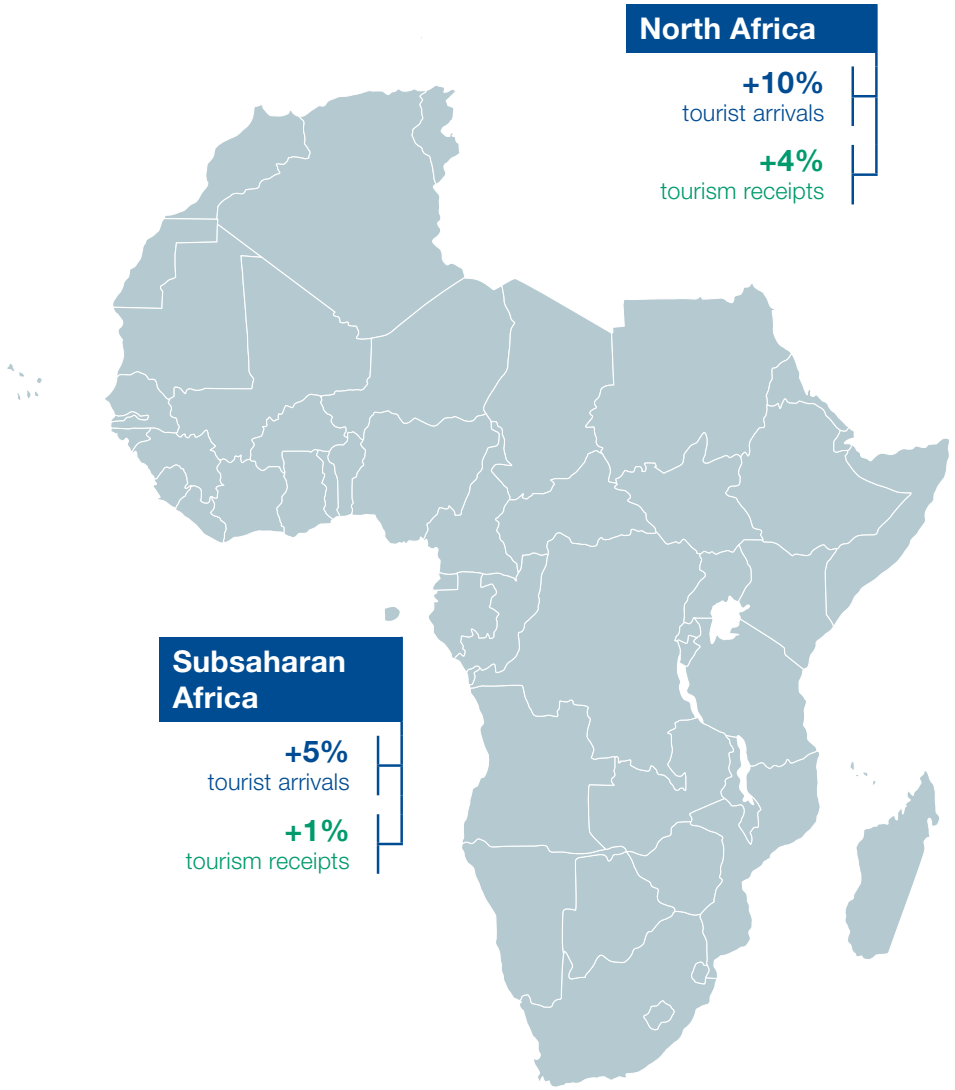
International tourism receipts 2018

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.



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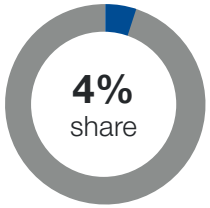
The Middle East

Results reflect continued rebound in some destinations

International tourist arrivals 2018

60 million

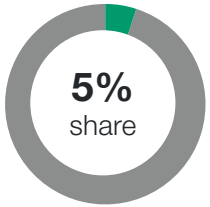
+5%



International tourism receipts 2018

USD 73 billion

+4%



- 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.

Middle East

+5% tourist arrivals

+4% tourism receipts

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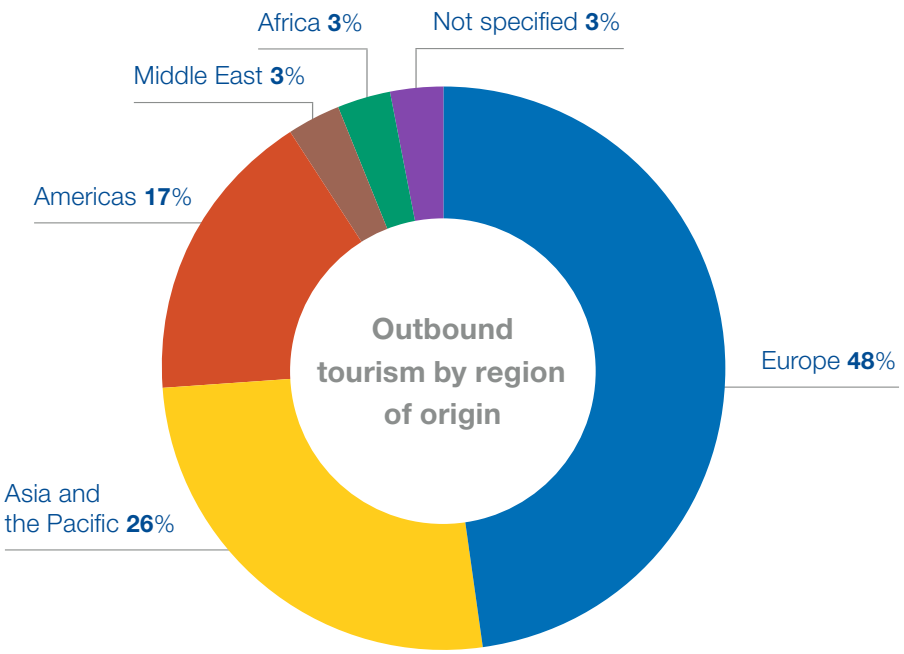
Outbound tourism

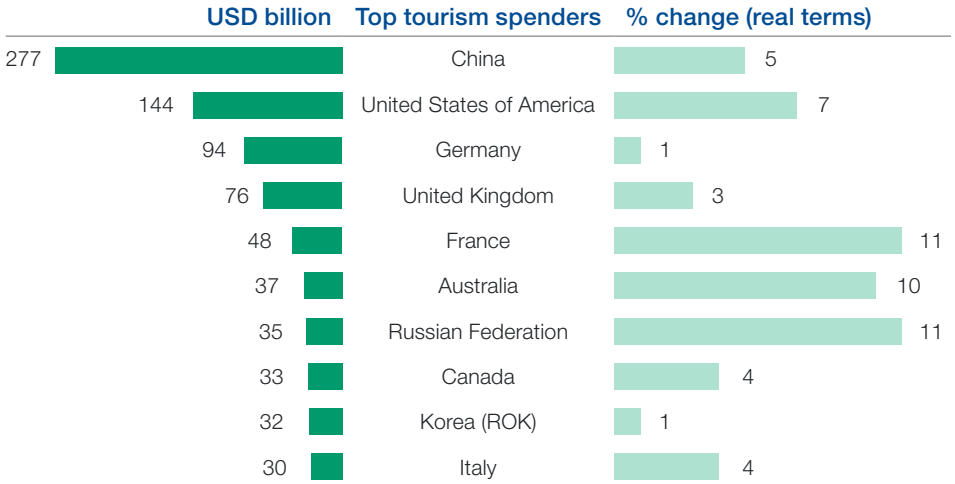
France, the Russian Federation and Australia showed the highest growth in spending

Europe accounts for almost 1 in 2 trips in the world



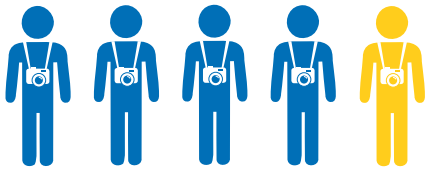
Outbound tourism by region of origin, 2018 (% share)
Source: World Tourism Organization (UNWTO).
Note: Calculated based on international arrivals generated.

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).

4 of 5 tourists travel within their own region



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 (million)									Share (%)	Change (%)		Av. annual growth (%)
	1990	1995	2000	2005	2010	2015	2016	2017	2018*	2018*	17/16	18*/17	'10-'18*
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.

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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 (%)	(USD billion)			(EUR billion)			Share (%)	Change (%) (real terms)[2]	
	2010	2017	2018*	2018*	17/16	18*/17	'10-'18*	2010	2017	2018	2010	2017	2018	2018	17/16	18*17
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**
Advanced economies[1]	515	730	762	54.4	6.3	4.3	5.0	638	869	937	481	769	793	64.6	4.0	3.7
Emerging economies[1]	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.

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Europe

International tourist arrivals and tourism receipts by country of destination

	Series	International tourist arrivals (1000) 2010	2017	2018*	Change (%) 17/16	18*/17	Share (%) 2018*	International tourism receipts (USD million) 2010	2017	2018*	Share (%) 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	0.5	3,051	3,392	3,607	0.6
Iceland	TF	489	2,225	2,344	24.1	5.4	0.3	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)

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Asia and the Pacific

International tourist arrivals and tourism receipts by country of destination

	Series	International tourist arrivals (1000) 2010	2017	2018*	Change (%) 17/16	18*/17	Share (%) 2018*	International tourism receipts (USD million) 2010	2017	2018*	Share (%) 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	TF	55,665	60,740	62,900	2.5	3.6	18.1	45,814	38,559	40,386	9.3
Hong Kong (China)	TF	20,085	27,885	29,263	5.0	4.9	8.4	22,200	33,339	36,703	8.4
Japan	VF	8,611	28,691	31,192	19.4	8.7	9.0	13,199	34,054	41,115	9.4
Korea (DPRK)		..	..	..	..	..	..	..	..	..	..
Korea (ROK)	VF	8,798	13,336	15,347	-22.7	15.1	4.4	10,328	13,368	15,319	3.5
Macao (China)	TF	11,926	17,255	18,493	9.9	7.2	5.3	22,276	35,575	40,187	9.2
Mongolia	TF	456	469	529	16.1	12.8	0.2	244	396	461	0.1
Taiwan (pr. of China)	VF	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	TF	214	259	278	18.3	7.4	0.1	..	177	190	0.0
Cambodia	TF	2,508	5,602	6,201	11.8	10.7	1.8	1,519	3,636	4,352	1.0
Indonesia	VF/TF	7,003	12,948	13,396	16.9	3.5	3.9	6,958	13,139	14,110	3.2
Laos	TF	1,670	3,257	3,770	-1.8	15.8	1.1	382	761	734	0.2
Malaysia	TF	24,577	25,948	25,832	-3.0	-0.4	7.4	18,115	18,323	19,143	4.4
Myanmar	TF	792	3,443	3,551	18.4	3.1	1.0	72	1,969	..	..
Philippines	TF	3,520	6,621	7,129	11.0	7.7	2.1	2,645	6,988	7,461	1.7
Singapore	TF	9,161	13,909	14,673	7.7	5.5	4.2	14,178	19,738	20,528	4.7
Thailand	TF	15,936	35,483	38,277	9.1	7.9	11.0	20,104	56,938	63,042	14.5
Timor-Leste	TF	40	74	75	12.5	1.1	0.0	31	73	..	..
Vietnam	VF	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	TF	23	20	..	-0.3	..	..	..	22	..	..
Australia	VF	5,872	8,815	9,246	6.6	4.9	2.7	32,584	41,732	45,035	10.3
Cook Islands	TF	104	161	169	10.2	4.6	0.0	111	153	..	..
Fiji	TF	632	843	870	6.4	3.3	0.3	634	926	956	0.2
French Polynesia	TF	154	199	216	3.4	8.7	0.1	406	..	..	..
Guam	TF	1,197	1,544	1,552	0.6	0.5	0.4	..	..	..	..
Kiribati	TF	5	6	..	1.1	..	..	4	4	..	..
Marshall Islands	TF	5	6	..	-39.0	..	..	4	..	..	..
Micronesia FSM	TF	45	..	..	..	..	..	24	..	..	..
N.Mariana Islands	VF	379	660	518	24.3	-21.5	0.1	..	..	..	..
New Caledonia	TF	99	121	120	4.3	-0.3	0.0	129	..	..	..
New Zealand	TF	2,435	3,555	3,686	5.5	3.7	1.1	6,522	10,593	11,004	2.5
Niue	TF	6	10	..	25.4	..	..	2	..	..	..
Palau	TF	85	123	116	-11.5	-5.4	0.0	73	116	..	..
Papua New Guinea	TF	140	143	..	-8.2	..	..	2	2	..	..
Samoa	TF	122	146	164	8.8	12.4	0.0	132	166	..	..
Solomon Islands	TF	21	26	28	18.5	8.4	0.0	44	67	81	0.0
Tonga	TF	47	62	..	1.6	..	..	16	48	48	0.0
Tuvalu	TF	2	2	..	0.0	..	..	2	..	..	..
Vanuatu	TF	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	TF	303	1,026	..	23.6	..	..	81	337	353	0.1
Bhutan	TF	41	255	274	21.5	7.6	0.1	40	103	102	0.0
India	TF	5,776	15,543	17,427	6.7	12.1	5.0	14,490	27,365	28,568	6.6
Iran	VF	2,938	4,867	7,295	-1.5	49.9	2.1	2,438	4,402	..	..
Maldives	TF	792	1,390	1,484	8.0	6.8	0.4	1,713	2,744	3,028	0.7
Nepal	TF	603	940	1,173	24.9	24.8	0.3	344	630	..	..
Pakistan	TF	907	..	..	..	..	..	306	352	390	0.1
Sri Lanka	TF	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

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Americas

International tourist arrivals and tourism receipts by country of destination

	Series	International tourist arrivals (1000)			Change (%)		Share (%)	International tourism receipts (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	..	..	..

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Please see page 23 for symbols and abbreviations

Africa

International tourist arrivals and tourism receipts by country of destination

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

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Middle East

International tourist arrivals and tourism receipts by country of destination

	Series	International Tourist Arrivals (1000) 2010	2017	2018*	Change (%) 17/16	18*/17	Share (%) 2018*	International Tourism Receipts (USD million) 2010	2017	2018*	Share (%) 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.

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Methodological notes

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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.

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