



European Union Tourism Trends



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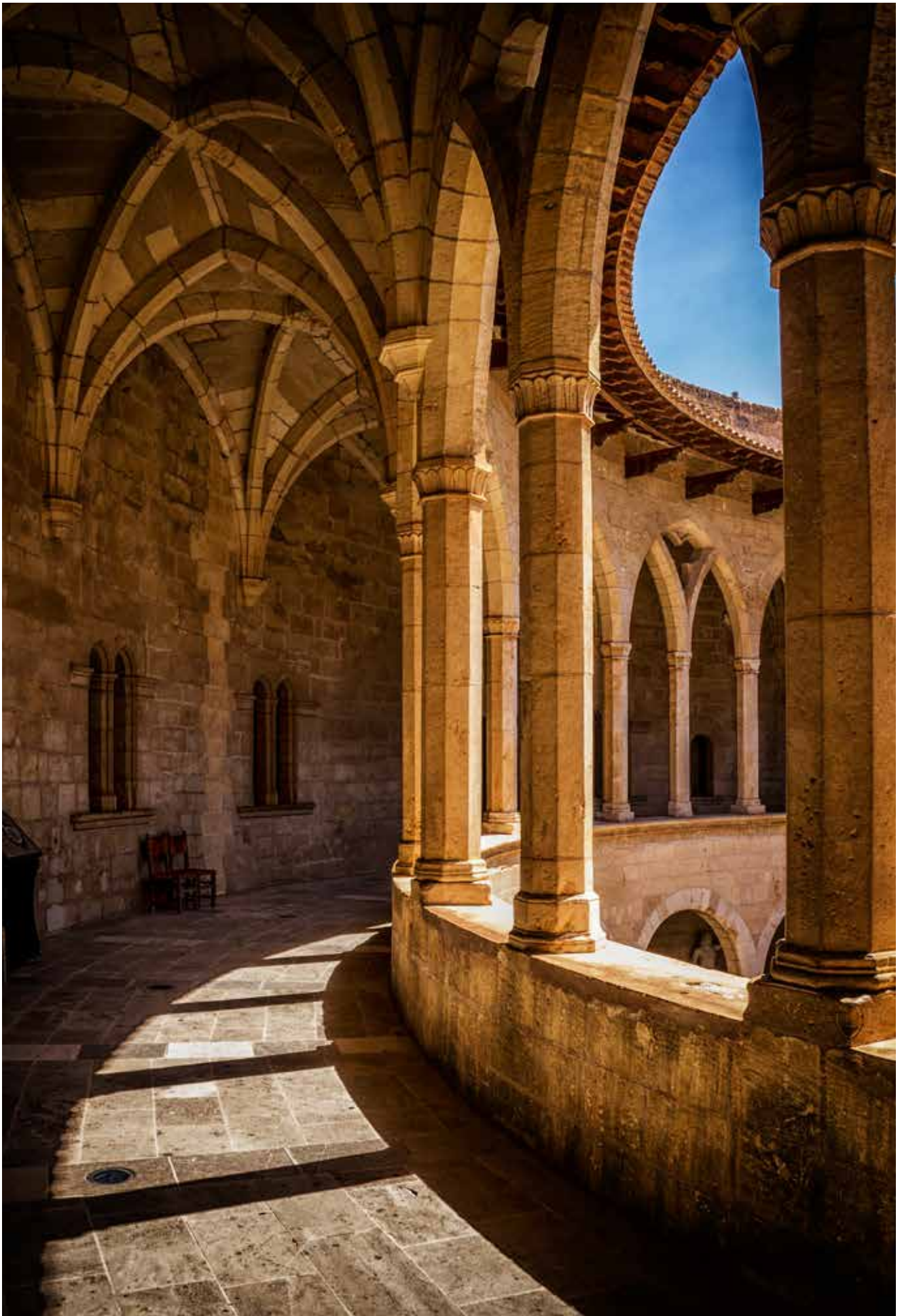


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Publication prepared in the framework of the cooperation between UNWTO and the Directorate-General for Internal Market, Industry, Entrepreneurship and SMEs (DG GROW) of the European Commission (Grant Agreement SI2.729496) with the funding from the European Union's COSME Programme (2014-2020).



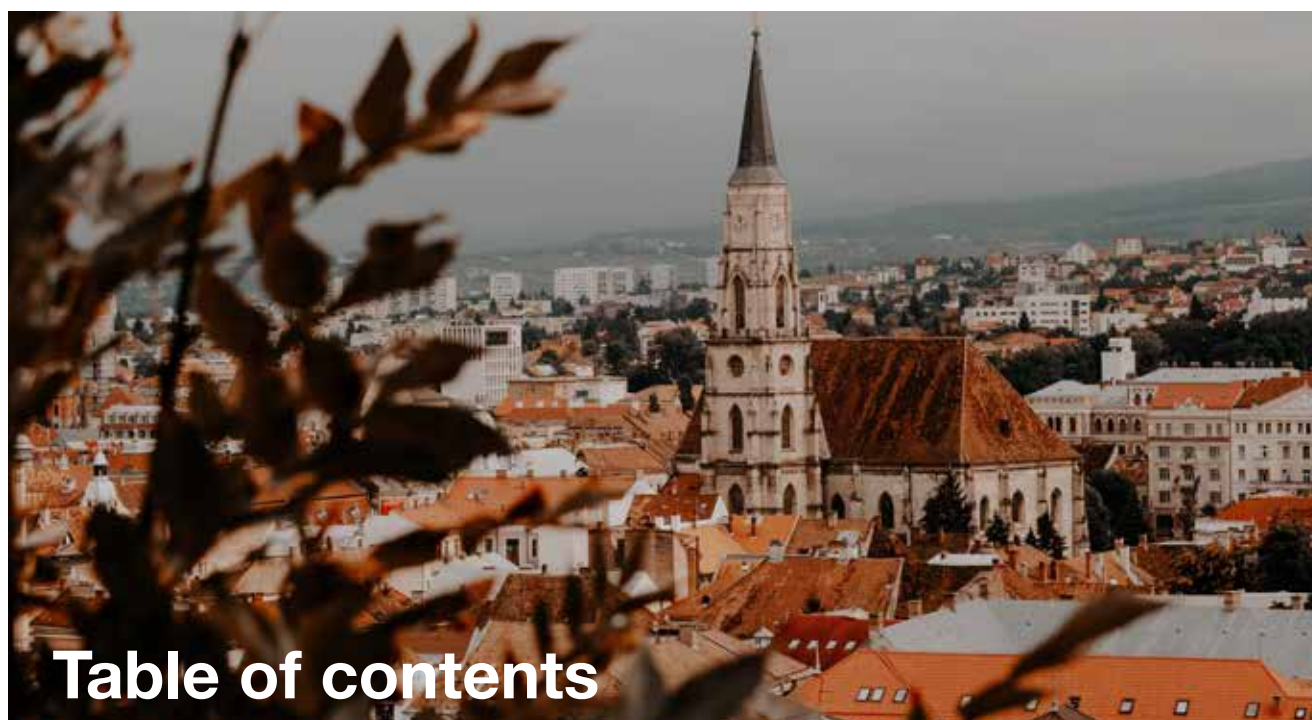


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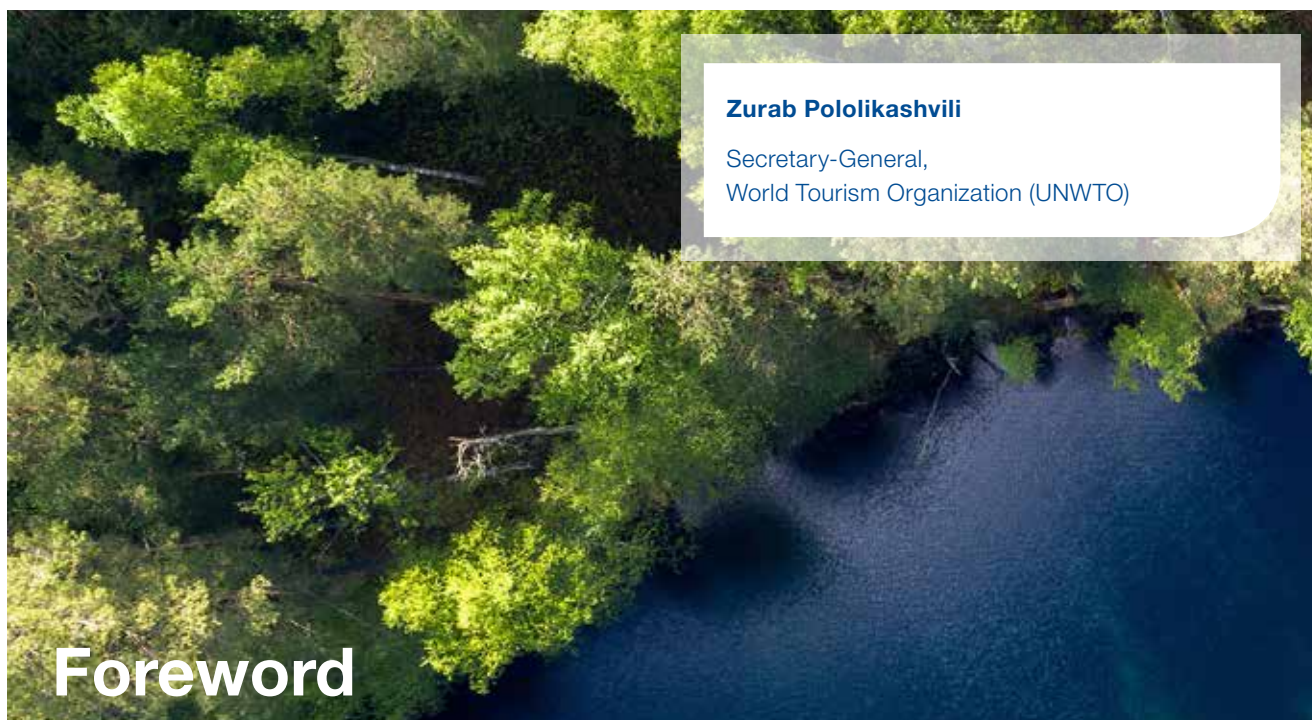
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Zurab Pololikashvili

Secretary-General,
World Tourism Organization (UNWTO)

Foreword

The European Commission and the World Tourism Organization (UNWTO) have a long standing history of cooperation in the field of tourism. This relationship was enhanced with the signature of a Memorandum of Understanding between both organizations in May 2012 and with the April 2016 agreement between UNWTO and the Directorate-General for Internal Market, Industry, Entrepreneurship and SMEs (DG GROW) of the European Commission for the development of the *Enhancing the Understanding of European Tourism* project.

One of the strategic areas covered by this project is the assessment of tourism market trends. The *European Union Tourism Trends* report developed under this area places European Union tourism in the context of global tourism trends.

The results presented in the report reflect the continued growth of international tourism in recent years. International tourist arrivals (overnight visitors) reached 1,239 million worldwide in 2016, generating euro 1,107 billion in receipts in destinations. Tourism today accounts for 10% of global Gross Domestic Product (GDP), 7% of world exports and one in ten jobs worldwide.

With a rich cultural heritage and diversity, and comprising some of the largest destinations and main source markets in the world, Europe continues to stand as the most-visited region, welcoming half of the world's international tourist arrivals. Within Europe, the 28 countries of the European Union account for the bulk of the region's international arrivals, some 81% of Europe's total and 40% of the world's figure.

Sustained growth in tourism has been instrumental in supporting the economic recovery of many European countries, largely contributing to job creation, GDP and the balance of payments. Today, tourism is one of the key pillars of the EU strategy for jobs and inclusive growth.

We trust this report provides a useful and comprehensive overview of tourism in the European Union and that it enhances the knowledge base of the EU Virtual Tourism Observatory, helping to shape evidence-based policies for the development of future initiatives in tourism in the European Union to the benefit of all its people.



Elżbieta Bieńkowska

European Commissioner for Internal Market,
Industry, Entrepreneurship and SMEs

Foreword

Photo: Velnezers, Latvia, author: Valdis Skudre, courtesy of Latvia Travel.

Tourism is important for many countries and regions. As well as creating jobs, tourism helps develop bonds between societies.

In the European Union, tourism contributes 10% to EU GDP and creates jobs for 26 million people – through its direct, indirect and induced effects in the economy – in particular for young people, women and people from a migrant background.

Europe is maintaining its leadership in the global tourism market. Recent events have not prevented tourism from maintaining its position and becoming one of the fastest-growing sectors in the European economy, thereby demonstrating its remarkable resilience and flexibility.

2017 has been an extraordinary year for tourism in the EU, with an 8% growth compared to 2016, exceeding the worldwide average. Member States together reported 538 million international tourist arrivals last year, accounting for 40% of the world's total. This is the eighth consecutive year of sustained growth for tourism in the EU.

Tourism is a diverse sector with multiple needs; it requires targeted support at all levels to remain competitive in the face of increased competition from destinations outside the EU. Boosting investment, supporting SMEs, exploiting the opportunities of the digital economy and collaborative economy, and equipping tourism professionals with the right skills are only some of the areas that we focus on within the EU. Understanding the

potential of European tourism – along with its challenges and trends – is indispensable in shaping appropriate and forward-looking policies in a continuously changing environment.

But effective policies can only rely on sound evidence. And that is why this report is so timely. It provides a broad range of information on the current state of affairs and a look into the future by placing the EU within the global context. It will help those promoting tourism destinations or developing market strategies to find the insight they need.

This information will help enhance knowledge about the European and global tourism markets and will be a useful tool for policy makers.



Acknowledgements

The *European Union Tourism Trends* publication is part of Enhancing the Understanding of European Tourism, a joint project by UNWTO and the Directorate-General for Internal Market, Industry, Entrepreneurship and SMEs of the European Commission (DG GROW).

The project aims to improve the socio-economic knowledge of the tourism sector, enhance the understanding of European tourism and contribute towards economic growth, job creation, thus improving the competitiveness of the sector in Europe.

The project covers four strategic areas: 1) increased cooperation and capacity building in tourism statistics; 2) assessment of tourism market trends; 3) promotion of cultural tourism through the Western Silk Road; and 4) promoting sustainable, responsible, accessible and ethical tourism and aims at improving the socio-economic knowledge of tourism, enhancing the understanding of European tourism and contributing to economic growth, job creation and the competitiveness of the sector in Europe.

This publication is a research project of the Statistics, Trends and Policy Programme of the World Tourism Organization (UNWTO). The work was carried out under the supervision of programme Director John Kester. Camino Rojo coordinated the research, drafting and editing work. Fernando Alonso, Hee-Jin Cho, Michel Julian and Javier Ruescas contributed at different stages with drafting and revision and Benedick Gibson with proofreading work.

UNWTO wishes to acknowledge the support of Unit F4 - Tourism, Emerging and Creative Industries of DG GROW and expresses its appreciation to the following peer reviewers who have contributed with their expertise: Sérgio Guerreiro from Turismo de Portugal, Jennifer Iduh from the European Travel Commission (ETC), Angelika Liedler and Julia Mauk from Austria's Federal Ministry of Science, Research and Economy, Peter Nash from Tourism Ireland and Markéta Vogelová from CzechTourism.

Key results

Chapter

1

The European Union (EU) is an economic and political union comprising 28 member countries with a combined population of 509 million people as of 2016. The economy of the EU is the second largest in the world with a Gross Domestic Product of euro 15 trillion and a GDP per capita of euro 29,200.

2

The EU welcomed 500 million international tourist arrivals (overnight visitors) in 2016, accounting for 40% of the world's total. International tourism receipts reached euro 342 billion, representing 31% of worldwide tourism earnings.

3

Within the EU, Southern and Mediterranean Europe is the most visited group of countries with 193 million arrivals in 2016, followed by Western Europe (171 million), Northern Europe (66 million) and Central and Eastern Europe (70 million). Five out of the top ten destinations in the world are located in the European Union: France, Spain, Italy, Germany and the United Kingdom.

4

Europe is the world's largest source region for outbound tourism, generating an estimated 618 million arrivals, half of the world's total, in destinations worldwide in 2016. Four out of the top ten source markets in the world are located in the European Union: Germany, the United Kingdom, France and Italy.

5

Six out of ten EU residents made one or more trips in 2015. In total they made 1.2 billion trips and spent 6.0 billion nights, with 58% of trips to, and 75% of nights in, destinations in their own country.

6

EU destinations counted 608 thousand accommodation establishments in 2016 with a total capacity of 31 million bed-places, 44% of which were in hotels. Around 1 billion guests spent 3.1 billion nights in EU accommodation establishments.

7

EU destinations received 139 million arrivals from outside the Union, of which 56 million from European source markets outside the EU. They received 83 million arrivals from outside Europe, of which 39 million from the Americas, 33 million from Asia and the Pacific, 6 million from Africa and 5 million from the Middle East.

8

Guests from Extra-EU source markets spent 137 million nights in EU accommodation establishments in 2016, and guests from interregional source markets, 276 million. The United States is the top source market outside the EU with 74 million nights, followed by Switzerland (44 million nights), the Russian Federation (32 million nights) and China (25 million nights).

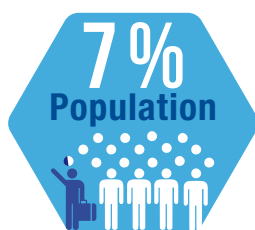
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Tourism generates 10% of GDP and represents 9% of total employment in the European Union. International tourism accounts for 6% of EU overall exports and 22% of services exports. Tourism ranks fourth as an export category, after chemicals, automotive products and food.

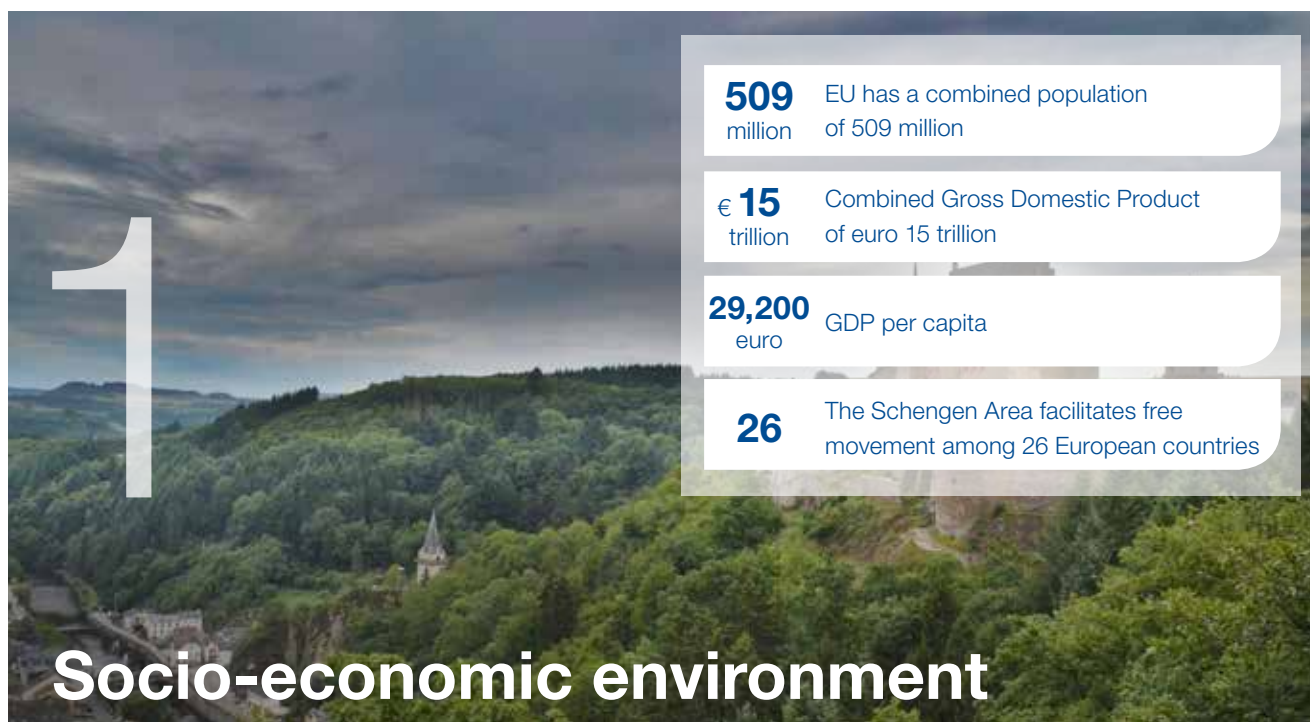
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UNWTO's long-term outlook *Tourism Towards 2030* shows that there is still a substantial potential for further tourism growth in the EU in the coming decades. International arrivals to EU destinations are expected to increase by an average of 9 million a year through 2030 (+1.9% a year), with faster growth from source markets outside the EU.

The European Union in the World







The **European Union (EU)** is an economic and political union comprising 28 member countries around the common goals and values of **human dignity, freedom, democracy, equality, rule of law and human rights**. The main economic engine of the EU is the single market, with rules that apply in all member states enabling the **free movement of people, goods, services, and capital**.¹

This chapter analyses the main social and economic indicators of the European Union based upon data from Eurostat, the statistical office of the European Union, and the International Monetary Fund (IMF).

The 28 European Union member states

The European Union is a unique economic and political union with the majority of European countries as member states. Its predecessor was created in the aftermath of the Second World War with the prime objective to foster economic cooperation – the idea being that countries that trade with one another become economically interdependent and so more likely to avoid conflict.

The resulting European Economic Community (EEC) was formed in 1958 initially increasing economic cooperation between six countries: Belgium, Germany, France, Italy, Luxembourg and the Netherlands. Since then, 22 other members have joined over the years and a large single market (also known as the 'internal' market) has been created. From a purely economic union this has evolved

into an organisation spanning common policy areas from climate, environment and health to external relations, security, justice and migration. The change of name to the European Union (EU) in 1993 reflected this evolution.

The current 28 EU countries together cover much of the European continent. Categorised by UNWTO subregions, five member states are located in Northern Europe, six in Western Europe, nine in Central and Eastern Europe, and eight in Southern and Mediterranean Europe (table 1.1). In this report, the European Union or EU, refers to the 28 member countries, unless otherwise indicated. The remaining 26 countries located within the UNWTO region of Europe but outside the European Union are referred to as extra-EU.

Free movement for more than 400 million EU citizens in the Schengen Area

22 of the 28 European Union member states and four associated extra-EU countries comprise the **Schengen Area** (table 1.1), named after the Schengen Agreement signed in 1985. The Schengen provisions abolish checks at the area's internal borders while tightening controls at the external borders, in accordance with a single set of rules with regard to conditions of entry and the types of visa needed. The border-free Schengen Area guarantees free movement to more than 400 million EU citizens, as well as many non-EU nationals legally residing on EU territory.² Visitors from outside the EU can also move freely after having entered one of the area's countries

on a single visa or with a visa exemption. The Schengen provisions have enabled the further growth of tourism in Europe significantly.

The 28 EU countries account for 7% of the world's population and 3% of the surface area

European Union countries were home to a combined population of 509 million people in 2016, accounting for 7% of the world's total (table 1.2). As a whole, the EU territory is the third most populated in the world, after China (1.4 billion) and India (1.3 billion) and ahead of the United States (323 million).

EU member states occupy a relatively small geographic area of 4.4 million square kilometres, or 3% of the world's surface area. Combined with a comparatively large population this translated into a population density of 116 inhabitants per square kilometre (km²) in 2015, more than twice the world average of 55.

The country with the most numerous population in the European Union is Germany with 82 million inhabitants (16% of the EU total population), followed by the United Kingdom (66 million or 13%) and France (65 million or 13%, i.e. European France, excluding overseas territories). By surface area, France (European France) is the biggest country with 549,000 km², followed by Spain (506,000 km²) and Sweden (447,000 km²). Malta is the country with both the smallest population (434,000 inhabitants or 0.1%) and surface area (320 km²), but has the highest population density with 1,341 inhabitants per km². Finland is the country with the lowest density (16 inhabitants per km²).

The European Union population is comparatively mature and ageing, with a median age over 40. The population is still expected to grow to 523 million by 2060, corresponding to growth at an average rate of 0.1% a year in this 45-year period, a comparatively slower pace than in 1960-2015 (+0.4% a year)³.

The European Union constitutes the second largest economy in the world

With a combined Gross Domestic Product (GDP) of euro 14,900 billion in 2016, the EU economy is the second largest in the world, accounting for 22% of the world's economic output (table 1.2).

By groups of EU countries, those in Western Europe account for the largest share of EU GDP (46%), followed by EU countries in Northern Europe (24%), in Southern and Mediterranean Europe (22%) and in Central and Eastern Europe (7%).

There are substantial differences among countries, with population and GDP varying widely. The largest share of the EU's GDP is generated by Germany (euro 3,144 billion or 21% of the EU total), the United Kingdom (euro 2,396 billion or 16%), France (euro 2,229 billion or 15%), Italy (euro 1,681 billion or 11%) and Spain (euro 1,119 billion or 8%). At the other end of the spectrum, Estonia, Cyprus and Malta (0.1% each) account for the smallest shares of the EU economy.

Overall, the income level in the European Union is one of the highest in the world, with an average GDP per capita of euro 29,200 in 2016⁴.

Out of the 28 countries that belong to the European Union, 23 are categorised by the International Monetary Fund (IMF) as advanced diversified economies (table 1.1). The remaining five EU members (Bulgaria, Croatia, Hungary, Poland and Romania) are categorised as emerging market and developing economies.

UNDP's Human Development Index (HDI)⁵ classifies all EU member states among the 60 countries with the highest human development in the world, ranging from the 4th position held by Germany to the 56th occupied by Bulgaria. This classification reflects comparatively higher living standards for EU countries, as measured through life expectancy, education and per capita income.

Growth has picked up in the EU economy

After a period of continued economic growth between 1994 and 2008, the European Union was hit by the global financial and economic crisis in 2009, which resulted in an economic recession for most EU economies and led to an overall decrease of 4.3% in GDP⁶. The Union's economy rebounded in 2010 and growth rates remained positive throughout 2011, but the economy again contracted in 2012 (-0.4%). Since then, EU countries have grown at a weak pace, with relatively slow growth marked by uneven growth rates over time and among member states.

Overall, the economic output of the 28 countries of the European Union expanded by 2.0% in 2016 and growth picked up to 2.4% in 2017, the fastest growth rate since pre-crisis year 2007 (+3%). Growth was fuelled by an



increase in domestic spending, driven by an improving labour market, a less-tight fiscal stance and a loose monetary policy.

The EU labour market is gradually recovering from the 2009 crisis

The financial and economic crisis of 2009 also had a negative impact on the EU labour market, with overall unemployment rates rising from 7% in 2008 to 11% in 2013. The implementation of structural reforms since 2010 has also underpinned the readjustment of the labour market, with overall unemployment rates receding towards 8.5% in 2016, slightly above the pre-crisis low of 7.0% in 2008 but far from the 2013 peak of 10.9%⁷.

While unemployment rates in countries such as Germany (4.1%) or the United Kingdom (4.8%) have returned to 2008's pre-crisis or even lower levels, other EU member states are still struggling with high unemployment rates.

Although the 2009 financial and economic crisis limited possibilities for some EU residents to travel, demand overall still held up rather well as will be seen in the next chapters. In fact, as a major economic engine and employment generator in the EU, tourism has significantly contributed to crisis recovery.

More than 340 million EU citizens in 19 countries share the euro

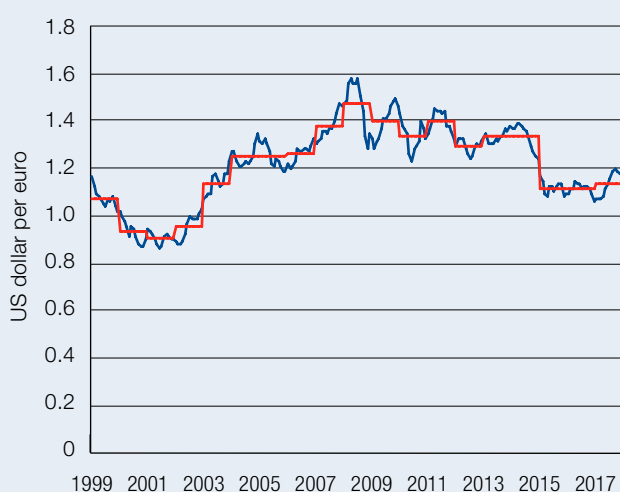
A single European currency, the euro, was established in 1999 and came into circulation in 2002. Currently more than 340 million EU citizens in 19 countries, the **euro area**, have adopted it as their common currency (table 1.1).⁸ The euro is the second largest reserve and trade currency in the world, after the US dollar.

At the time of its adoption in January 2002, the euro stood at a relative low reference rate of US dollar 0.90 per euro. From 2002 onwards, the euro steadily appreciated against the US dollar and reached its highest value of US dollar 1.60 per euro in July 2008⁹. The instability of global financial markets in the period 2008-2014 resulted in a swinging pattern of ups and downs, though the euro remained comparatively strong throughout those years. In both 2013 and 2014 the euro's average exchange rate was US dollar 1.33 per euro.

In 2015, the US dollar appreciated against virtually all world currencies, particularly those of commodity-exporting economies, supported by a loose monetary policy and the gradual recovery of the US financial market. The dollar appreciated by 16% against the euro, with the euro's value moving down to US dollar 1.11 per euro. In 2016 the US dollar and the euro maintained this same average exchange rate, but both appreciated against other currencies, most notably the British pound.

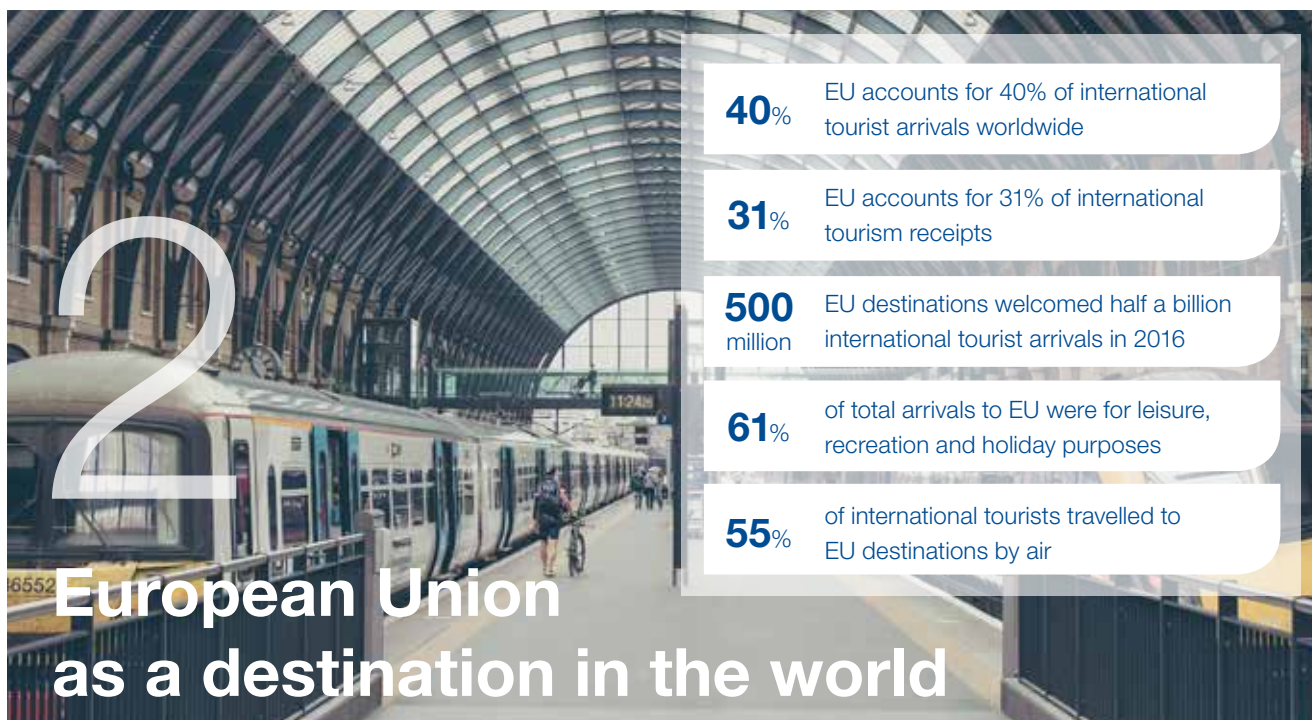
Exchange rate variations in destinations and their source markets can influence world tourism flows. A destination becomes more price-competitive when its currency depreciates relative to the currencies of its source markets. Similarly, it becomes less affordable when its currency appreciates against the currency of its visitors. Although these fluctuations do not tend to alter tourism volumes overall, they can affect the direction of tourism flows. The impact is nonetheless rather contained in comparison to the effects of factors such as the cost of living at the destination, the cost of transport or safety.

Exchange rate euro to US dollar



Source: European Central Bank (ECB).

- 1 https://europa.eu/european-union/about-eu/eu-in-brief_en
- 2 https://ec.europa.eu/home-affairs/what-we-do/policies/borders-and-visas/schengen_en
- 3 http://ec.europa.eu/eurostat/statistics-explained/index.php/Population_and_population_change_statistics
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http://ec.europa.eu/eurostat/statistics-explained/index.php/The_EU_in_the_world_-_population
- 4 <http://ec.europa.eu/eurostat/product?mode=view&code=tec00001>
- 5 <http://hdr.undp.org/en/2016-report>
- 6 <http://appsso.eurostat.ec.europa.eu/nui/show.do?dataset=tec00115>
- 7 http://ec.europa.eu/eurostat/statistics-explained/index.php/Unemployment_statistics
- 8 https://ec.europa.eu/info/about-european-commission/euro/history-euro_en
- 9 www.ecb.europa.eu/stats/policy_and_exchange_rates/euro_reference_exchange_rates/html/eurofxref-graph-usd.en.html



40%

EU accounts for 40% of international tourist arrivals worldwide

31%

EU accounts for 31% of international tourism receipts

500 million

EU destinations welcomed half a billion international tourist arrivals in 2016

61%

of total arrivals to EU were for leisure, recreation and holiday purposes

55%

of international tourists travelled to EU destinations by air

European Union as a destination in the world

Over the past decades, tourism has become a key driver of socio-economic progress through the generation of jobs, export income and infrastructure development for many destinations around the world. Since the end of World War II, international tourist arrivals (overnight visitors) worldwide have experienced continued growth, reaching 1,239 million in 2016, compared to 25 million arrivals in 1950. These arrivals generated euro 1,108 billion in international tourism receipts in 2016.

This chapter presents an analysis of international tourism on an aggregate level for the world and by UNWTO regions, including Europe, with the EU and the extra-EU groups of countries identified separately. For this two key indicators will be used: international tourist arrivals (overnight visitors) and international tourism receipts, as compiled by UNWTO from data reported by destinations around the world.

Seven consecutive years of sustained worldwide growth in arrivals

Overall global demand for international tourism remained robust in 2016 despite challenges, though at a slightly more moderate pace than in previous years. While many destinations reported sound results and shared in the overall growth, others struggled with the impact of negative incidents either in their country or region, as safety and security represented a concern for a number

of destinations. Some 46 million more tourists travelled internationally in 2016 compared to the previous year, an increase of 4% to total 1,107 million (table 2.1).

International arrivals have grown at a pace of 4% a year or higher for seven consecutive years following the 2009 global economic crisis. In 2012, international tourist arrivals in a year exceeded the 1 billion mark for the first time. In 2016, this number exceeded 1.2 billion and 305 million more international tourist arrivals were received compared to the 930 million of pre-crisis year 2008.

Growth in tourism receipts followed growth in international tourist arrivals, though at a slightly more moderate pace of 3% measured in real terms (i.e. taking into account exchange rate fluctuations and inflation, see box on page 19) (table 2.2). In absolute terms, earnings at destinations are estimated to have totalled euro 1,107 billion globally (US\$ 1,225 billion) in 2016.

By UNWTO region, Europe accounts for the largest share of international tourist arrivals, with 619 million arrivals recorded in 2016 or 50% of the world's total. This represents a 2% increase from 2015, with rather mixed results at the destination level. Asia and the Pacific is the second largest region, with 306 million international arrivals recorded in 2016 or 25% of the world's total. Asia enjoyed the fastest growth of all world regions in 2016, with an 8% increase in arrivals. The Americas accounts for 16% of the world's international tourists, with 201

million arrivals reported in 2016, up 4% from 2015. Africa recorded 58 million arrivals in 2016 (5% of the world's total) after a strong 8% increase, and the Middle East 56 million (4%) after a 2% decline.

Europe is also the largest region in terms of international tourism receipts, with euro 406 billion earned in 2016 or 37% of the world's receipts at destinations. This represents a 1% increase from 2015 in real terms (i.e. accounting for exchange rate fluctuations and inflation). Asia and the Pacific recorded euro 335 billion in tourism earnings (30% of world receipts), up 4% in real terms from 2015. International receipts in the Americas reached euro 283 billion (26% of global receipts), following a 3% increase. The Middle East earned euro 52 billion in 2016 (5% of the world figure), a 2% decrease in real terms, while Africa recorded euro 30 billion (3% of global receipts), up 8% from 2015, the largest increase of all world regions.

European destinations attract half of the world's tourist arrivals

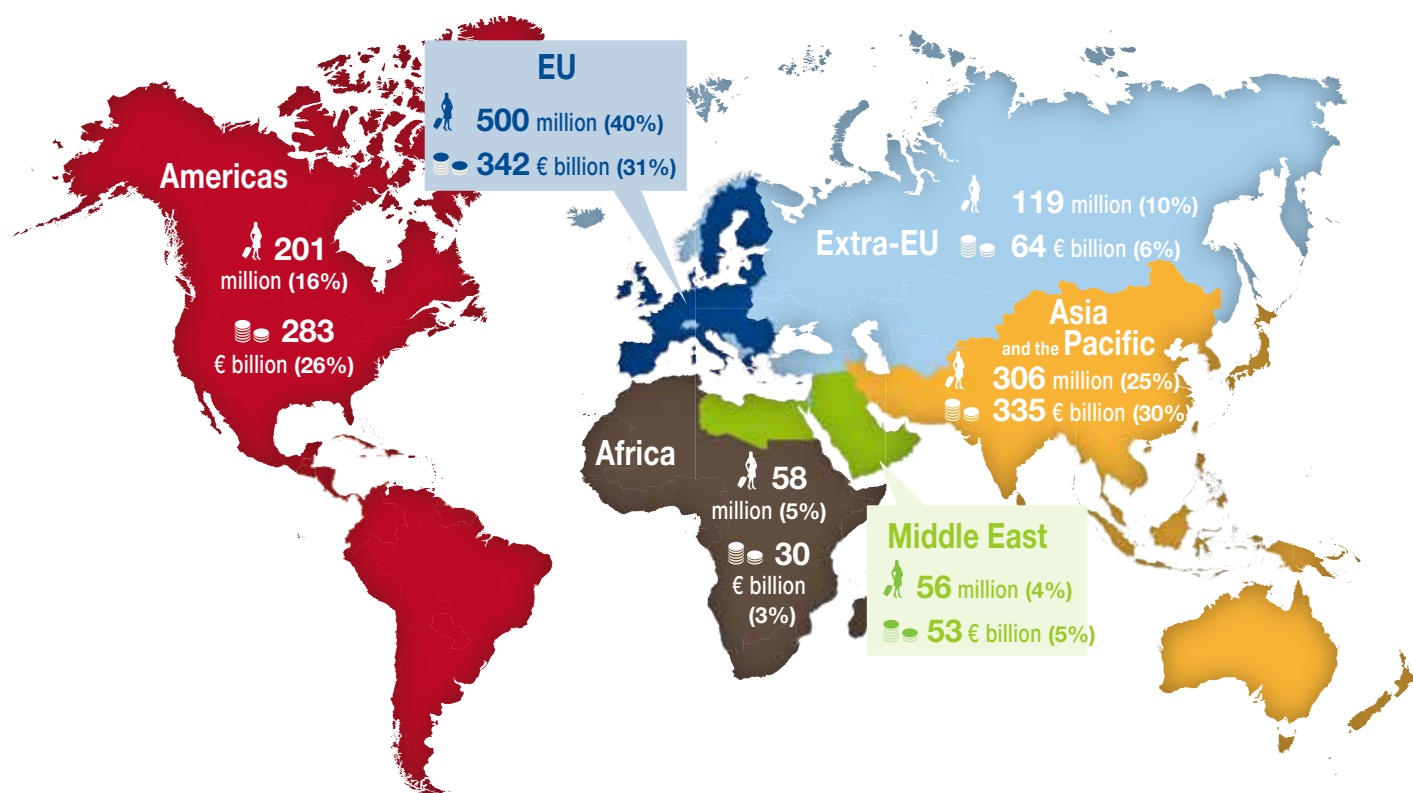
Europe at large (both EU and extra-EU) remains the most visited region in the world, accounting for 50% of the world's tourist arrivals and 37% of global tourism receipts, and continues to lead growth in absolute terms. With a rich cultural heritage and a favourable sociopolitical environment, and comprising many large source markets, Europe boasts twice the arrivals of the second most visited region in the world, Asia and the Pacific. However, as other destinations in less mature regions in the world, especially Asia and the Pacific, are growing at a faster pace, the share of Europe in the world has been decreasing gradually over time (from 58% of worldwide international arrivals in 1995 to 50% in 2016).

In 2016, Europe showed rather mixed results across destinations, with double-digit growth in some destina-

International Tourism 2016

World international tourist arrivals (ITA): 1,239 million

World international tourism receipts (ITR): Euro 1,107 billion



Source: World Tourism Organization (UNWTO).

tions offset by decreases in others, predominantly due to security concerns. Key European destinations including France, Belgium, the United Kingdom, Germany and Turkey faced some volatility and setbacks due to various terrorist attacks or, in the case of the UK, the vote to leave the European Union (Brexit). Yet, European destinations welcomed 15 million more tourists in 2016 (+2%), reaching a total of 619 million. This reveals the extraordinary resilience of the tourism sector and the strong prominence of European destinations.

European destinations earned euro 406 billion in tourism receipts in 2016, a modest 1% increase in real terms compared to 2015, due to mixed results at the destination level.

By subregion, **Southern and Mediterranean Europe** welcomed 6 million more tourists than in 2015, leading growth in arrivals (+2%). Receipts earned by the subregion remained flat (+0%) at euro 158 billion. **Central and Eastern Europe** also recorded a 4% increase in arrivals (127 million) and a 6% increase in receipts (euro 48 billion). In **Northern Europe** arrivals grew by 6% to 74 million and receipts by 6% to 69 billion, while **Western Europe** recorded flat growth in both arrivals (181 million) and receipts (131 billion).

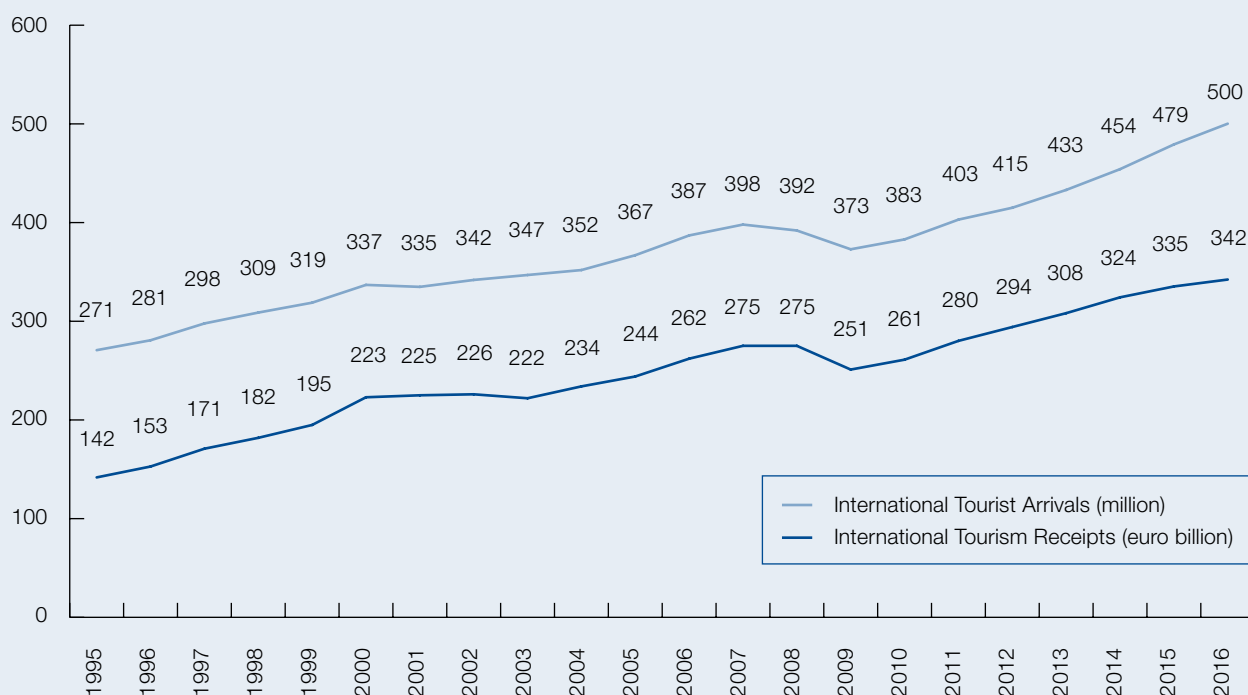
EU destinations record robust growth of 4% in arrivals and 3% in tourism earnings in 2016

Within Europe, the **28 countries of the European Union (EU)** welcome the bulk of international arrivals in Europe. The EU accounts for 40% of international tourist arrivals and 31% of international tourism receipts worldwide. The Schengen Area, which allows travellers to move freely across 22 EU countries and four extra-EU countries, favours intraregional tourism greatly. The common currency shared by 19 of the 28 member states also facilitates tourism significantly. As in other world regions, inbound trends in EU destinations are driven to a large extent by outbound demand from EU source markets (see chapter 7 for an in-depth analysis).

In 2016, EU countries recorded a solid 4% increase in international arrivals, up 21 million from 2015. Total arrivals reached half a billion, accounting for 40% of the world's total. It was the seventh consecutive year of sustained growth for the 28 countries of the European Union, following the 2009 global financial and economic crisis.

EU countries recorded, overall, euro 342 billion in international tourism receipts, a 3% increase in real

EU Inbound tourism



Source: World Tourism Organization (UNWTO).

terms, which is consistent with growth in arrivals. This is above the increase for Europe overall and in line with worldwide growth. In nominal terms, receipts increased by 6 billion both in euros and in US dollars.

The group of eight **EU destinations in Southern and Mediterranean Europe**, the most visited group of countries within the EU, led growth with an 8% increase in arrivals to reach 193 million. Also, 5% growth in international tourism earnings to euro 132 billion was recorded, with solid performance in most destinations. The nine **EU destinations in Central and Eastern Europe** also recorded robust growth, with arrivals up 7% to a total of 71 million and with tourism receipts up 8% to euro 31 billion. Arrivals to the five **EU destinations in Northern Europe** grew by 5% to 66 million, while receipts reached euro 62 billion (+5%). Arrivals to the six **EU destinations in Western Europe** remained flat (+0%) at 171 million, with mixed results at the country level. Receipts declined 1% to euro 117 billion.

Within the European Union, arrivals to the five emerging economies – Bulgaria, Poland, Hungary, Romania and Croatia – grew somewhat faster, at a rate of 8%, while receipts grew 10%, reaching euro 29 billion. Arrivals to the 23 advanced economies, including the 19 countries in the euro area, grew by 4%, a solid growth rate consistent with the EU's overall results. Receipts earned by advanced economies grew 3% to euro 313 billion.

Solid growth across most extra-EU destinations, weighed down by results in Turkey and the Russian Federation

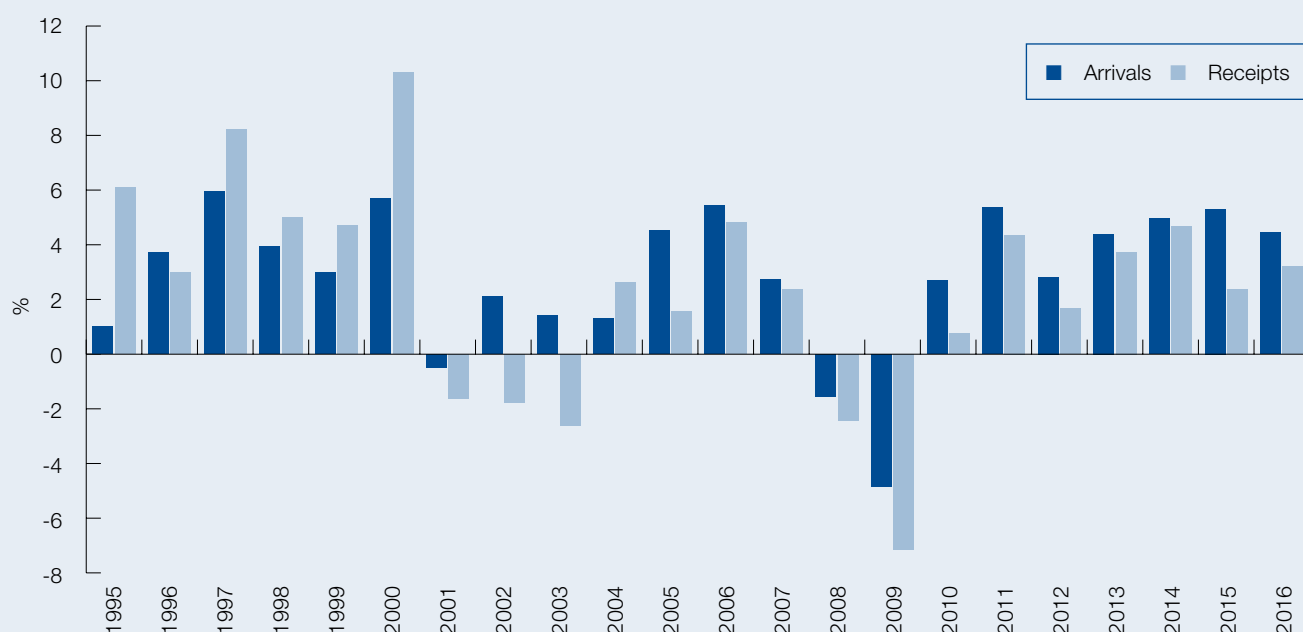
Most of the **26 destinations outside the European Union (extra-EU)** reported robust results in 2016, but the decline in arrivals to Turkey and the Russian Federation led to an overall decrease of 6% in arrivals to this group of destinations. Overall, receipts for these destinations also decreased 7% to euro 64 billion (euro 70 billion in 2015).

Despite sound results across the majority of destinations, arrivals to **extra-EU destinations in Southern and Mediterranean Europe** (-16%) were weighed down by the steep decrease in arrivals to Turkey (-23%) in the aftermath of various terrorist attacks and a failed coup d'état. International tourism receipts earned by this group of countries decreased 19% to euro 26 billion (euro 33 billion in 2015).

International tourist arrivals to **extra-EU destinations in Central and Eastern Europe** remained flat (+0%) despite solid growth among most destinations, weighed down by a 9% decrease in the Russian Federation. International tourism receipts increased 1% to euro 16 billion. Meanwhile, most **extra-EU destinations in Northern and Western Europe** turned in robust results, with arrivals up 6% to 19 million and earnings rising to euro 22 billion (+14%).

EU, International Tourist Arrivals and Tourism Receipts (local currencies, constant prices)

Change over previous year



Source: World Tourism Organization (UNWTO).

International arrivals relative to population

Given Europe's geography and socioeconomic development, its ratio of international arrivals relative to overall population is the highest among UNWTO regions, with 680 arrivals per 1,000 inhabitants in 2016. For the subgroup of EU countries it is even higher, averaging 980 arrivals per 1,000 inhabitants by receiving 500 million international arrivals (40% of the world's total) on a total population of 510 million in 2016 (7% of the world). These rates stand well above the average for the world (170 arrivals per 1,000 inhabitants) and the group of advanced economies (650 arrivals per 1,000 inhabitants). It is also an indicator of the importance of tourism in many economies in the EU.

By group of countries, EU destinations in Southern and Mediterranean Europe (1,420 arrivals per 1,000 inhabitants) and in Western Europe (930 arrivals per 1,000 inhabitants) received the largest number of arrivals per population. EU destinations in Central and Eastern Europe (730 arrivals per 1,000 inhabitants) and in

Northern Europe (720 arrivals per 1,000 inhabitants) also have a high tourism density.

Extra-EU destinations receive fewer arrivals per population, averaging 290 per 1,000 inhabitants in 2016, but this is well above the world average for the group of emerging economies (90 arrivals per 1,000 inhabitants).

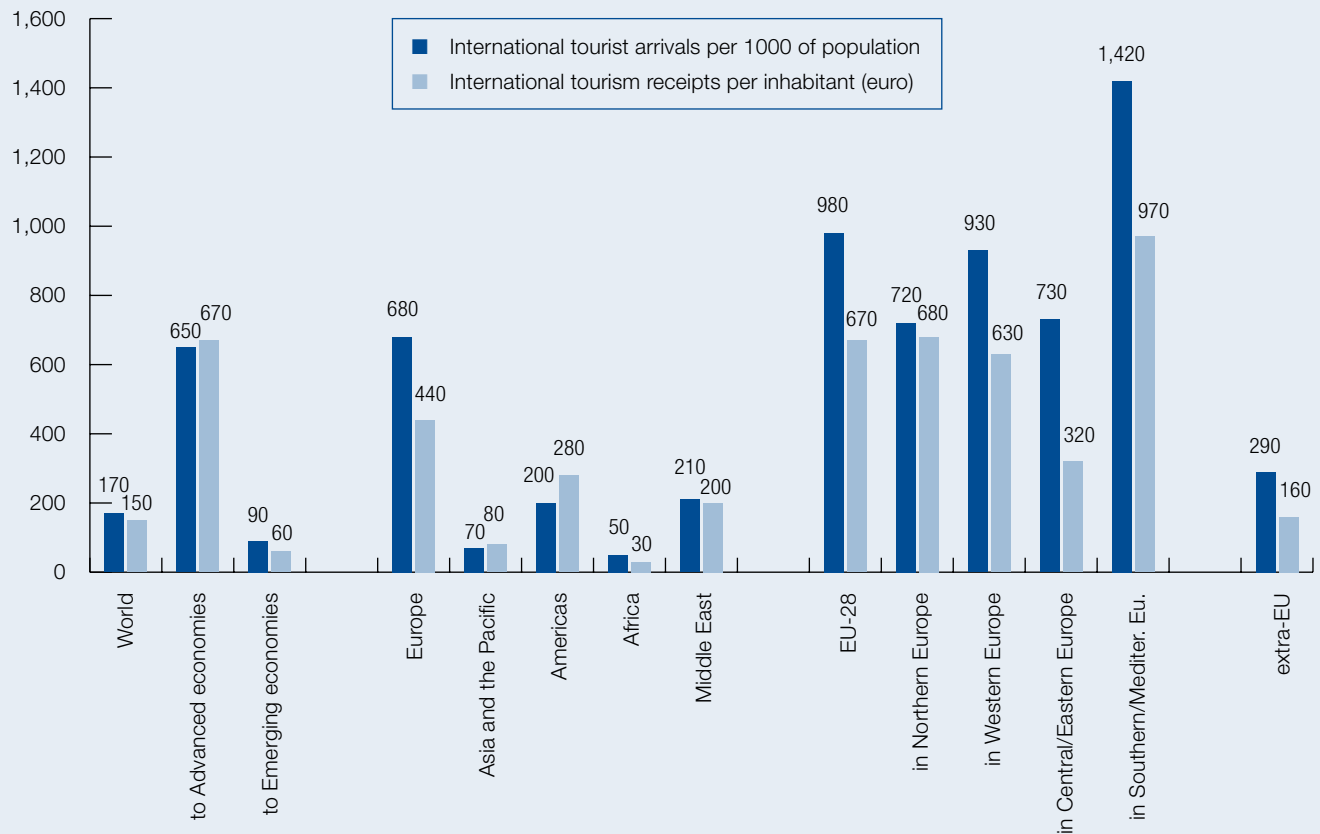
By contrast, Africa, with a population of 1 billion people (15% of the world's total) and 57 million international arrivals (5% of the world's total), only received 50 arrivals per 1,000 inhabitants.

International tourism receipts relative to population

On average, every inhabitant of **Europe** earned euro 445 in 2016 from international tourism, well above the world average of euro 151 per capita.

Within Europe, **EU destinations** earned euro 671 per capita from international tourism. EU destinations in

Inbound tourism relative to population, 2016



Source: World Tourism Organization (UNWTO).

Southern and Mediterranean Europe recorded the highest average earning of euro 943 per capita. EU destinations in Northern Europe earned euro 689 per capita and EU destinations in Western Europe euro 639 per capita, while EU destinations in Central and Eastern Europe earned euro 310 per capita.

Extra-EU destinations earned comparatively less euros per capita from international arrivals, averaging euro 160 per capita in 2016.

International arrivals by purpose of visit

Like in most parts of the world, holidays, recreation and other forms of leisure are the main purposes for travel to **EU destinations**. International arrivals for these purposes represented 61% of total arrivals to EU destinations in 2016, somewhat above the world average of 57% (table 2.3). Some 15% of international tourists in the EU travelled for business and professional purposes, while another 24% travelled for other reasons such as visiting friends and relatives (VFR), religious reasons and pilgrimages, and health treatment.

In 2016, travel for holidays, recreation and other forms of leisure accounted for about 47% of international tourist arrivals in **extra-EU destinations**. These destinations are characterised by a much larger share of travel for other purposes, such as VFR and religious travel, than other world regions (41% in 2016 against a world average of 29%). Travel for business and professional purposes accounted for 12% of arrivals.

International arrivals by mode of transport

Air travel has become the preferred mode of transport, with 57% of overnight visitors worldwide travelling to their destination by air in 2016, compared to 44% in 1995 (table 2.4). The remainder travelled by **surface transport** (43%), whether by **land** (40%) or **water** (4%).

Air travel is also the dominant mode of transport in **EU destinations**, with 55% of international tourists using this form of transport in 2016 compared to 45% by land or water. By group of countries, air travel is highest in EU destinations in Northern Europe (75% of arrivals), followed by those in Southern and Mediterranean Europe (67%), in Western Europe (44%) and in Central and Eastern Europe (28%).

About international tourism receipts data

International tourism receipts are the earnings generated in destination countries from expenditure by international visitors, both overnight and same-day, on accommodation, food and drink, local transport, entertainment, shopping and other services and goods.

For the receiving country, receipts from international visitors count as exports and are a vital source of foreign currency revenues for many destinations. Tourism receipts are an important contributor to local economies worldwide, creating much-needed employment and opportunities for development.

With financial data measured in different currencies it is complicated to accurately determine variations in relative terms, as receipts have to be expressed in a common currency like the US dollar or the euro and generally are reported at current prices, thus not taking account of exchange rate fluctuations and inflation.

Exchange rate fluctuations can substantially influence the values in US dollars reported from year to year. When the dollar appreciates against for instance the euro, worldwide receipts expressed in dollars decrease in relative terms, and vice versa when the dollar depreciates.

While the average US dollar–euro rate remained virtually unchanged from 2015 to 2016, exchange rate movements can sometimes be significant, distorting the trend in nominal terms. Between 2014 and 2015 for instance, the US dollar appreciated by 20% against the euro in average yearly terms, and to different extents against most other world currencies. See further the section on the exchange rate of the euro in chapter 1.

In order to account for exchange rate fluctuations as well as inflation, growth in tourism receipts is computed in real terms, i.e. using local currencies at constant prices. For this, international tourism receipts expressed in US dollar values (for reason of comparison) were converted back to the local currencies of each destination, weighted by the share in the total, and deflated by the relevant rate of inflation. Although in this way data are made comparable, care should nevertheless be taken in interpreting the trends, as individual country statistics can be subject to revision even after some time.

Growth in air travel has been fuelled by the surging demand for international tourism, including the rising trend among Europeans to take many short leisure trips abroad throughout the year. The deregulation of the European airline industry and the rise of low-cost carrier (LCC) services have also contributed to this strong growth. According to the International Civil Aviation Organization (ICAO), LCCs in Europe represent 32% of worldwide LCC passengers carried, slightly above LCCs from Asia and the Pacific (31%) and above the world average of 28%.

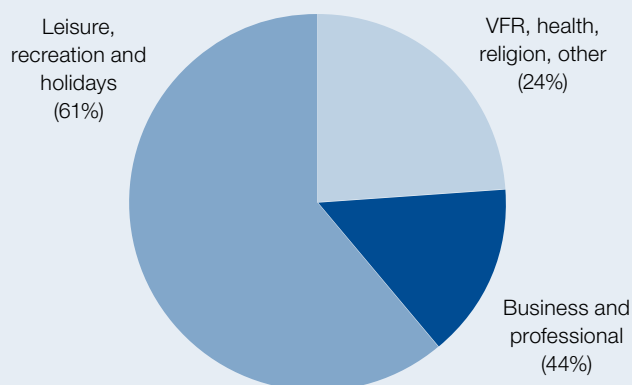
Over time, the share of transport by land and water in the EU has decreased from 64% in 1995 to 45% in 2016. Surface transport is still dominant in EU destinations in Central and Eastern Europe where it accounts for 72% of arrivals, as well as in EU destinations in Western Europe with 56% of arrivals. By contrast, surface transport represents 33% in EU destinations in Southern and Mediterranean Europe and 25% in EU destinations in Northern Europe.

Extra-EU destinations are characterised by a larger share of transport by land or water (55% of arrivals) than by air (45%). Surface transport is highest in extra-EU destinations in Central and Eastern Europe (69%), followed by extra-EU destinations in Western Europe (59%), in Southern and Mediterranean Europe (41%) and in Northern Europe (33% of arrivals).

As for EU destinations, the share of air travel is highest in extra-EU destinations in Northern Europe (67% of arrivals), followed by extra-EU destinations in Southern and Mediterranean Europe (59%), in Western Europe (41%) and in Central and Eastern Europe (31%).

Inbound tourism by purpose of visit

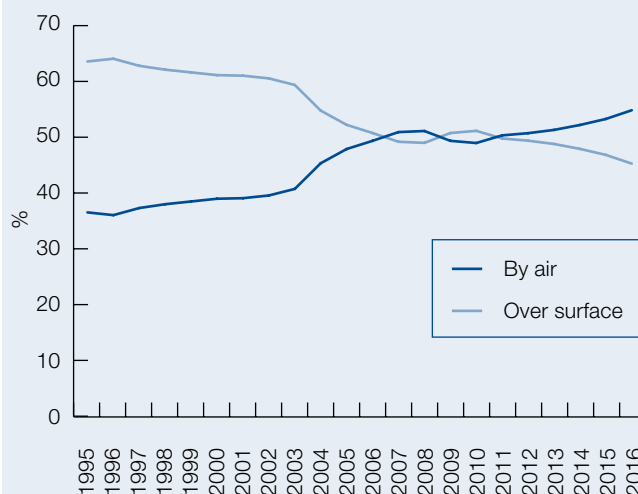
European Union



Source: World Tourism Organization (UNWTO).

Inbound tourism by mode of transport

European Union



Source: World Tourism Organization (UNWTO).



Photo: Denmark. Courtesy of Visit Denmark



Ranked according to both international tourist arrivals and receipts, five of the top ten destinations in the world are located in the European Union, although they rank in different order (table 3.1). France is the world's number one tourist destination in terms of international arrivals (83 million in 2016) and the fifth in international tourism receipts (euro 38 billion). Spain is third in arrivals (75 million) and second in receipts (euro 55 billion). Italy is fifth in arrivals (52 million) and seventh in receipts (euro 36 billion). The United Kingdom is sixth both in arrivals (36 million) and in receipts (euro 38 billion). Germany is seventh in arrivals (36 million) and eighth in receipts (euro 34 billion).

This chapter extends the analysis of the previous chapter with a further breakdown by country, for both EU and extra-EU destinations, of the international tourist arrivals and international tourism receipts data compiled by UNWTO. Note that changes from year to year for the receipts data aggregated by country groupings in chapter 2 are computed in real terms (based on local currencies at constant prices, i.e. adjusted for exchange rate fluctuation and inflation). When referring to receipts by individual destinations throughout this chapter, changes are in local currencies at current prices.

EU destinations in Southern and Mediterranean Europe

Within the **EU**, the eight **destinations in Southern and Mediterranean Europe**, the most visited group of countries, led growth with an 8% increase in arrivals in 2016 to 193 million, from solid performance in most destinations (table 3.2). The redirection of tourism flows from other European destinations due to security concerns also fuelled growth in arrivals. The Iberian destinations of Portugal and Spain drove results in this group, enhanced by strong demand from European source markets. International tourism receipts earned by these destinations reached euro 132 billion, which represents 39% of EU's total international tourism receipts (table 3.3).

Spain, the world's third most visited destination after France and the United States, received 7 million more international tourist arrivals in 2016 to reach 75 million, a solid 10% increase that follows a decade of extraordinary performance in tourism. Spain leads in international tourism receipts in the EU with euro 55 billion in 2016 (16% of EU's total receipts), an increase of 7% compared to the previous year.

Portugal also showed solid performance in 2016, with international guest arrivals in accommodation establishments growing 12%. A new survey of international arrivals at frontiers estimated a total of 18 million overnight visitors in 2016. Tourism earnings grew by 11% to euro 13 billion.

Arrivals to **Slovenia** (+12%) grew strongly in 2016 to reach a total of 3 million. International tourism receipts grew 4% to a total of euro 2 billion.

Croatia continues to reap the benefits of the successful rebuilding of its tourism sector over the last decade. In 2016, arrivals grew 9% for the second year in a row, to a total of 14 million, enhanced by increased air connectivity. Receipts grew in line with arrivals (+8%) to a total of euro 9 billion.

Arrivals to **Greece** grew 5% in 2016 to a total of 25 million. Growth peaked towards the end of the year, recovering from a decrease in arrivals during the first part of the year due to the refugee and migrant crisis, while tourism receipts fell by 7% to euro 13 billion.

Italy, Europe's third largest destination, welcomed 52 million arrivals (+3%), following similar growth in 2015. Growth in this destination has been driven by a continuous increase in tourism flows from Asia and the rise of new tourism services, such as the supply through accommodation rental platforms. The country is the second top earner in this group, recording euro 36 billion, 2% more than in 2015.

Enhanced air connectivity along with a strong perception of safety also played in favour of the island destinations of **Cyprus** (+20%) and **Malta** (+10%), which recorded 3 million and 2 million arrivals in 2016, respectively. Receipts for both destinations grew accordingly, with Cyprus earning euro 3 billion (+11%) and Malta euro 1 billion (+5%).

EU destinations in Central and Eastern Europe

The nine **EU destinations in Central and Eastern Europe** recorded a 7% increase in arrivals, with 4 million more arrivals than in 2015, reaching a total of 70 million. Tourism receipts earned by this group of countries reached euro 31 billion.

Slovakia led growth in arrivals and receipts, both increasing by 17%. Arrivals in accommodation establishments reached 2 million (arrivals at frontiers still pending) and earnings euro 2 billion. **Bulgaria** also recorded a strong growth in arrivals and receipts (both +16%). Arrivals rose to 8 million, while earnings increased to euro 3 billion.

Both **Romania** and **Lithuania** welcomed 2 million tourists each (both +11%). International tourism receipts

earned by Romania grew 2% to euro 2 billion, while Lithuania earned euro 1 billion (+5%) from receipts.

In 2016, **Hungary** reported 7% growth for both international tourist arrivals (15 million) and international tourism receipts (euro 5 billion). The **Czech Republic** reported 4% growth in arrivals to 12 million, while receipts grew 3% to euro 6 billion. **Estonia** welcomed 3 million tourists (+5%) and reported a 3% increase in tourism earnings to euro 1 billion.

International arrivals to **Poland** grew 4% to 17 million, while tourism earnings grew 10% to euro 10 billion. The World Youth Day in Krakow attracted more international tourists, as did the city of Wroclaw, one of the 2016 European Capitals of Culture.

By contrast, **Latvia** recorded the only decrease in arrivals in this group (-11%), with international tourist arrivals totalling 2 million. Receipts also decreased 3% to euro 1 billion.

EU destinations in Northern Europe

The five **EU destinations in Northern Europe** recorded robust results with a 5% increase in arrivals to 72 million. Tourism earnings were worth euro 61 billion in 2016.

Sweden reported 8% growth in arrivals, driven by increased investment in the tourism sector. Within this group, Sweden led growth in international tourism receipts, which increased 13% to euro 11 billion.

Finland reported 6% growth in arrivals to a total of 3 million tourists, recovering from the slowdown in 2015 (-4%). Receipts also grew 6% to euro 2 billion. Growth was driven by an investment boom in hotels and restaurants, along with stronger demand from EU source markets and China.

Ireland also registered a 6% increase in arrivals, welcoming 10 million overnight visitors in 2016 for the first time. Tourism receipts grew by a robust 8% to euro 5 billion. Growth was fuelled by improved air connectivity and a perception of safety.

The **United Kingdom**, the largest destination in this group, reported a 4% increase in arrivals to 36 million. Growth was comparatively modest given the depreciation of the British pound following the vote to leave the European Union (Brexit) in June 2016, which improved the affordability of the destination for most source markets.



International tourism receipts increased by 3% measured in British pounds, but decreased 13% in euro terms, to euro 38 billion, due to the pound's depreciation.

Arrivals to **Denmark** grew 3% to 11 million, while tourism earnings grew at a similar pace of 6% to euro 6 billion.

EU destinations in Western Europe

The group of six **EU destinations in Western Europe** reported flat growth in international arrivals (+0%). Results at country level were rather mixed, influenced by security concerns which partly redirected tourism flows. Total arrivals amounted 171 million, which brought along euro 117 billion in tourism earnings.

International arrivals in the world's top destination **France** decreased by 2% to 83 million in the aftermath of the Nice attack in July 2016 and the attacks in Paris in 2015. A number of air traffic control strikes and the floods in Paris also affected results. On the upside, the 2016 UEFA European Championship increased visitor numbers in several French cities where the games were held. Receipts earned by France decreased 5% to euro 38 billion, following a decrease of 8% in 2015.

Belgium also suffered a decrease in arrivals of 10% to 7 million, due to safety concerns after the Brussels attacks in March 2016. Receipts decreased 3% to euro 11 billion.

Results in **Luxembourg** were also influenced by the security threats in neighbouring France and Belgium, recording a 3% decrease in both arrivals (1 million tourists) and receipts (euro 4 billion).

By contrast, **the Netherlands** reported a 5% increase in international arrivals to 16 million, partly thanks to various cultural blockbuster exhibitions in the country and a steady growth in tourism demand from China and other emerging markets. International tourism receipts grew 7% to euro 13 billion.

Austria welcomed 28 million tourists (+5%), with particularly strong city tourism, supported by robust investments in the tourism sector and favourable weather conditions. Tourism earnings rose by 6% to euro 17 billion.

Germany, the 2nd largest destination within this group, reported 2% growth (36 million arrivals), with considerable business travel, but weaker leisure travel due to bad weather conditions in the summer season and various terrorist incidents. International tourism receipts earned by the destination grew 2% to euro 34 billion.

Extra-EU destinations in Southern and Mediterranean Europe

International tourist arrivals (-16%) in the group of **extra-EU destinations in Southern and Mediterranean Europe** decreased in 2016, despite sound results across

the majority of destinations. The significant decrease in arrivals (-23%) and receipts (-30%) in Turkey, in the aftermath of various terrorist attacks and a failed coup d'état, weighed down total figures for this group of countries. Weaker demand from the Russian Federation, a key source market for Turkey, also impacted results.

By contrast, all Balkan countries posted solid growth in both arrivals and receipts in 2016. Arrivals to Bosnia and Herzegovina grew 15% while receipts grew 9%. In Serbia, arrivals grew 13% and receipts 10%. Albania reported 8% growth in arrivals and 13% in tourism earnings. Montenegro reported 7% growth in arrivals and 3% growth in receipts. In FYR Macedonia both arrivals and receipts grew 5%.

Extra-EU destinations in Central and Eastern Europe

International tourist arrivals to the group of **extra-EU destinations in Central and Eastern Europe** decreased slightly (-1%) to 55 million tourists, while tourism earnings reached euro 16 billion.

Robust growth in most destinations was offset by a decline in arrivals to the Russian Federation (-9%), this group's largest destination, which experienced fewer arrivals from the Commonwealth of Independent States (CIS) countries and some European markets. Tourism earnings in the Russian Federation decreased by 8%. By contrast, arrivals to Georgia (+19%), Ukraine (+7%) and Armenia (+6%) were robust.

Extra-EU destinations in Northern and Western Europe

Arrivals to the three **extra-EU destinations in Northern and Western Europe** were up by 6% to 19 million. Tourism receipts reached euro 22 billion.

Iceland (+39%) enjoyed its sixth consecutive year of double-digit growth in arrivals, welcoming 2 million tourists. International tourism receipts earned by Iceland grew by 36% to euro 2 billion.

Arrivals to **Norway** grew 11% to 6 million, supported by enhanced air connectivity and a more affordable currency compared to its major source markets.

Switzerland, the largest destination in this group, welcomed 10 million arrivals and earned euro 15 billion in tourism receipts (+1%).

Tourism trends in 2017

International arrivals worldwide grew by a remarkable 7% in 2017

Based on data reported at the beginning of 2018 by destinations around the world, it is estimated that in 2017 international tourist arrivals (overnight visitors) worldwide increased 7% to exceed 1.3 billion. Growth was driven by the global economic upswing, with 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. The strong recovery in outbound demand from Brazil and the Russian Federation also contributed to results.

By UNWTO region, growth was led by Europe (including both EU and extra-EU destinations). In 2017, international arrivals to this region reached 671 million (+8%), an additional 50 million, after a comparatively weaker 2016. Results reflect the ongoing strength of many destinations and a rebound in those that experienced security incidents last year, particularly Turkey, France and Belgium. In Africa, arrivals grew by 8%, consolidating its 2016 rebound. Asia and the Pacific recorded 6% growth, the Middle East 5% and the Americas 3%.

This analysis of preliminary full-year 2017 results for international tourism is based upon 2017 data on international overnight visitors as reported by destination countries in January 2018. Individual country trends cover the full year 2017 in a few cases only, but in most cases are limited to the period from January through September, October or November 2017. Regional and subregional aggregates for the full year 2017 are estimated by UNWTO based on trends for the year to date and projections for still missing data. For more information and comprehensive statistical data, please see the latest issue of the *European Union Short-Term Tourism Trends* publication at <http://mkt.unwto.org/eu> or https://ec.europa.eu/growth/tools-databases/vto/documents?field_type_tid=9040.

EU destinations recorded a robust 8% growth in arrivals in 2017

The 28 countries of the European Union recorded an extraordinary 8% increase in international tourist arrivals in 2017, following 5% growth in 2016. Based on the reported data, it is estimated that EU destinations welcomed 538 million international overnight visitors in 2017, 38 million more than the previous year. Strong demand from virtually all source markets, as well as the rebound in tourism demand from the Russian Federation, contributed to growth.

Most individual destinations in the EU reported healthy results in 2017 for the months over which data is available, compared to the same period of the previous year. A record 13 out of the 28 European Union destinations recorded double-digit growth in arrivals in 2017.

Growth in the European Union was driven by the group of eight **EU destinations in Southern and Mediterranean Europe** (+10%). This group's largest destination Spain (+9%) reported 82 million arrivals in the full year 2017, an outstanding result for such a large base volume and following already sustained growth in previous years.

The other seven destinations in this group all reported double-digit growth. Italy and Greece, second and third largest destination in this group respectively, both reported 10% growth in arrivals through October. Fourth largest destination Portugal (+11% through October) continued to boast strong growth following already robust results in 2016. The highest growth in this group was reported by Slovenia (+17%) and Croatia (+14%) as well as island destinations Malta (+16%) and Cyprus (+15%) (all through November).

The six **EU destinations in Western Europe** (+7%) rebounded from last year's flat results, fuelled by the recovery of Belgium (+12% through September) and top destination France (+8% through September) after dealing with security threats in previous years. The Netherlands (+13% through September) enjoyed the fastest relative increase in arrivals. Germany (+5% through October) and Austria (+4% through November) also reported sound growth.

The group of nine **EU destinations in Central and Eastern Europe** (+6%) reported robust growth in arrivals in 2017. Growth was strongest in Latvia (+12% through October), Romania (+11% through November) and the Czech Republic (+10% through September), all enjoying double-digit growth.

The five **EU destinations in Northern Europe** (+5%) reported positive growth in 2017. Finland (+13% through October) consolidated its recovery after the slowdown in 2015. The United Kingdom, this group's largest destination, recorded 7% growth in arrivals through September despite the 2017 terrorist attacks in London and Manchester.

Solid growth in extra-EU destinations, largely driven by the recovery of Turkey

The group of 26 destinations outside the European Union (extra-EU) reported a robust 12% growth in international arrivals to 133 million, rebounding from last year's decline. Growth was fuelled by **extra-EU destinations in Southern and Mediterranean Europe**. International arrivals to this group of countries grew by 25% over this period, driven by the recovery of Turkey (+29% through November) and the continued strong growth of other major and emerging destinations. Virtually all other destinations posted double-digit growth last year.

Extra-EU destinations in Northern Europe (+5%) also reported robust growth in 2017. Iceland (+16% through November) led results once more, followed by Switzerland (+7% through October) and Norway (+2% through September).

In **extra-EU destinations in Central and Eastern Europe** (+4%) results were rather mixed, with double-digit growth in many destinations in this group offset by a 3% decline in arrivals through September in the Russian Federation, this group's largest destination.





Source markets worldwide and in the European Union



Four out of five arrivals in destinations worldwide originate in the same region

618
million

Europe is the world's largest source region generating 618 million arrivals in destinations, half of the world's total

China and the United States are the world's leading outbound markets by expenditure

Germany, the United Kingdom, France and Italy are the EU's top outbound markets

Traditionally, the advanced economies of Europe, the Americas and Asia and the Pacific have been the world's major source markets for international tourism. In recent decades, however, emerging economies in Asia, Central and Eastern Europe, the Middle East, Africa and Latin America have expanded rapidly and are increasingly driving tourism growth, thanks to rising levels of disposable income.

This chapter presents an overview of outbound tourism trends by UNWTO regions based on data collected by UNWTO on the region of origin of international arrivals to destinations worldwide. Furthermore, it analyses major individual country source markets around the world through international tourism expenditure and departures, including all European markets, both EU and extra-EU.

Most tourists visit destinations within their own region

Besides being the world's largest region in terms of inbound tourism, Europe is also the world's largest source region for outbound tourism, generating an estimated 618 million arrivals in destinations worldwide in 2016, or half of the world's total (50%) (table 4.1).

Asia and the Pacific became the second largest source region in the early 2000s, and generated 320 million arrivals in destinations in 2016 (26% of the world

total). The Americas is the third largest source region, generating 218 million arrivals in destinations (18%), followed by Africa with 43 million (3%) and the Middle East with 41 million (3%).

The large majority of international travel takes place within the traveller's own region. In 2016, about four out of five arrivals (78%) reported by destinations globally originated in the same region (intraregional tourism), while one out of five (22%) originated outside the region (interregional tourism).

Of the 618 million arrivals originating from European source markets in 2016, 521 million (84%) were to European destinations (intraregional tourism), of which 417 million to European Union destinations and 103 million to extra-EU destinations (table 4.2).

Within Europe, Europeans travelled above all to destinations in Southern and Mediterranean Europe, resulting in 168 million arrivals in EU destinations within this subregion and 37 million in extra-EU destinations. Western Europe is the second most popular subregion, with 135 million arrivals in EU destinations and 9 million in extra-EU destinations.

Destinations outside Europe received the remaining 98 million arrivals (16%) from European source markets, of which 35 million in Asia and the Pacific (6%), 32 million in the Americas (5%), 18 million in Africa (3%) and 12 million in the Middle East (2%).

A closer look at arrivals by origin and destination in Europe reveals that out of the 521 million European arrivals in European destinations, 361 million were from EU markets to EU destinations, 54 million from extra-EU markets to extra-EU destinations, 56 million from extra-EU markets to EU destinations and 50 million were from EU markets to extra-EU destinations.

China, the United States, Germany, the United Kingdom and France are the world's top spenders on international tourism

The analysis of major individual outbound markets worldwide in this section, and of European Union markets in the next section, primarily focuses on data on expenditure by their residents on international tourism. Expenditure on international tourism counts as imports for the generating country, and as exports for the destination countries benefitting from it.

Most source markets also report data on departures on outbound trips, but this data is generally less homogenous and consistent across source markets than expenditure data. Departure volumes should be compared across markets with some caution as coverage varies by type of trip and the way it is measured. Also, numbers sometimes refer to overnight visits only, and sometimes to all trips including same-day visits (which can be very high in countries with a large share of cross-border tourism). However, changes in volumes are useful to understand trends over time. Note that international departures reported by source markets do not necessarily correspond in number to arrivals in destinations, as a single trip can generate arrivals in more than one destination.

China continues to lead global outbound travel, following ten years of double-digit growth in spending and after rising to the top of the ranking in 2012. In 2016, expenditure by Chinese travellers increased 12% (in local currency) to euro 236 billion (11 billion more than in 2015) (table 4.3). The number of outbound travellers, including same-day trips, rose 6% to 135 million. Chinese outbound demand benefited both short-haul destinations in Asia and the Pacific such as Japan, the Republic of Korea and Thailand, as well as long-haul destinations such as the United States and several in Europe.

Tourism expenditure out of the United States, the world's second largest source market, increased 8% in 2016 to hit euro 112 billion, up 8 billion from the previous year. For the third year in a row, strong outbound demand was

fuelled by a robust US dollar and economy. The number of US residents travelling to international destinations increased 8% to 80 million.

Germany, the United Kingdom, France and Italy are the top source markets in the European Union, and rank third, fourth, fifth and ninth respectively in the world. An in-depth analysis of these and other European source markets (both EU and extra-EU) follows in the last part of this chapter.

In the bottom half of the top ten, Australia is the sixth largest market in spending, with euro 28 billion and 10 million outbound trips in 2016. Canada ranks seventh with euro 26 billion in international spending and 31 million outbound trips. The Republic of Korea spent euro 25 billion in 2016 (+8%) and moved up further to eighth place, after having entered the top ten in 2015. The number of outbound travellers increased 16% to reach 22 million. Hong Kong (China) completes the top ten with expenditure of euro 22 billion and 92 million outbound trips.

Other major interregional source markets outside the top 10 are the emerging economies of the Russian Federation (euro 22 bn), India (euro 15 bn) and Brazil (euro 13 bn), as well as Asian markets Singapore (euro 20 bn), Japan (euro 17 bn) and Taiwan (pr. of China) (euro 15 bn), and Middle Eastern markets Saudi Arabia (euro 17 bn), United Arab Emirates (euro 15 bn) and Kuwait (euro 11 bn).

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

Europe (both EU and extra-EU) generates 35% of the world's international tourism expenditure. In 2016, expenditure from European source markets amounted to euro 392 billion, of which euro 315 billion (28% of the world's total) from EU countries and 78 billion from extra-EU countries (7%) (table 4.4).

The **28 countries of the European Union** spent euro 315 billion on international tourism in 2016, 8 billion more than the previous year. As in other regions of the world, outbound demand from within the region fuels arrivals in European destinations more than demand from outside the EU. Additionally, EU source markets are an important source of tourism growth in other world regions. See further Chapter 5 for an in-depth analysis of tourism by EU residents.



The group of six **EU countries in Western Europe** accounted for the largest share of tourism spending in the EU, totalling euro 154 billion in 2016, 4 billion more than in the year before.

Germany, Europe's top source market and the world's third largest, reported euro 72 billion in international tourism spending in 2016. International departures reached 91 million (table 4.5).

Expenditure from France, the world's fifth largest market reached euro 37 billion in 2016, with international departures totalling 26 million.

Belgium reported expenditure of euro 18 billion and 13 million departures, and the Netherlands expenditure of euro 16 billion and 18 million departures. Residents from Austria spent euro 9 billion on international tourism and departed on 12 million outbound trips. Expenditure from Luxembourg amounted to euro 3 billion with 1 million departures.

The five **EU countries in Northern Europe** spent a combined euro 90 billion on international tourism in 2016, almost the same as in 2015.

Demand from the United Kingdom, the world's fourth largest source market and this group's largest, remained sound last year despite the depreciation of the British pound following the referendum on EU membership (Brexit). UK residents' visits abroad grew 8% to 69 million, with expenditure close to euro 59 billion. While

expenditure increased 10% in pound terms, in euro terms there was a slight decrease due to the weaker pound.

Expenditure from Ireland amounted to euro 6 billion with 8 million departures, including same-day trips. In Finland, expenditure rose to euro 5 billion, generated by 9 million departures. The number of departures from Denmark reached 10 million in 2016, with expenditure at euro 8 billion. Sweden reported euro 13 billion in tourism spending.

The group of eight **EU countries in Southern and Mediterranean Europe** spent a combined euro 49 billion on international tourism in 2016, up 3 billion from 2015.

Italy, this group's top spender and the world's ninth largest, increased its international tourism expenditure to euro 23 billion in 2016. The number of Italian residents departing to international destinations reached 29 million.

Spain, the second largest source market in this group, recorded a strong 11% increase in spending to euro 17 billion in 2016, which marks the second consecutive year of double-digit growth after reaching the pre-crisis expenditure mark of 14 billion in 2014. Departures from Spain grew by 7% to 15 million.

Portugal spent euro 3.8 billion on international tourism in 2016. Residents from Greece spent euro 2 billion on international tourism and departed on 7 million outbound trips.

Tourism spending in Croatia totalled euro 900 million, with 1.6 million departures. Expenditure in island source markets Cyprus and Malta reached euro 1.1 billion and 400 million, respectively. International departures (including same-day trips) from Cyprus amounted to 1.3 million, while Malta reported half a million overnight departures. Slovenia spent euro 900 million in international tourism in 2016 with 2.9 million overnight departures.

The group of the nine **EU countries in Central and Eastern Europe** spent euro 21 billion on international tourism in 2016, 1 billion more than in 2015.

Residents from Poland spent euro 7 billion and departed on 11 million outbound trips. Expenditure from the Czech Republic reached euro 4.4 billion with 6 million departures. Hungary reported expenditure of euro 2 billion and 7 million departures. In Slovakia, expenditure amounted to euro 2 billion with 3 million departures, including same-day trips.

Romania reported expenditure of euro 1.9 billion and 16 million departures in 2016. However, departures here are likely to refer to all travellers from Romania including for purposes other than tourism, such as cross-border workers.

In Estonia, tourism expenditure of euro 1 billion was generated by 1.3 million departures. Expenditure by Lithuania totalled euro 900 million, with 1.9 million departures. Latvia spent euro 600 million in international tourism and reported 1.2 million international departures.

Tourism expenditure from extra-EU source markets weighed down by the Russian Federation and Turkey

The group of **26 extra-EU source markets** generated a total of euro 78 billion in international tourism expenditure in 2016, 9 billion less than in 2015, mainly due to the decline in international tourism demand from the Russian Federation and Turkey.

Within this group, **advanced extra-EU economies** reported overall robust results in international tourism expenditure. Switzerland spent euro 15 billion in 2016 with 14 million international departures. Norway spent euro 14 billion with departures reaching 8 million. Israel's expenditure rose to euro 6 billion and the number of departures to 7 million.

By contrast, among **emerging extra-EU economies**, expenditure from the Russian Federation declined further in 2016 to euro 22 billion, while departures declined to 25 million. The weaker demand from this group's major source market was reflected in tourism results across a number of destinations in Central and Eastern Europe, as well as Southern and Mediterranean Europe.

In Turkey, another major source market in this group, international tourism expenditure declined 11% to euro 4.3 billion, in line with a 10% decline in departures to 8 million.

On the other hand, Ukraine recovered from 2015's weaker demand and spent euro 4.5 billion on international tourism (+12%) with departures up 7% to 25 million.



Some 61% of European Union residents made one or more tourism trips in 2015. Overall, residents from the EU made 1.2 billion trips (both domestic and international) and spent 5.9 billion nights at accommodation establishments.

This chapter takes a closer look into the tourism participation of EU residents, their trips made and their nights spent at accommodation establishments, both within their country of residence (domestic tourism) and outside (international tourism). The comprehensive data in this chapter on tourism trips made by residents is collected in EU countries through traveller surveys at border crossings or household surveys and made available through Eurostat¹.

Six out of ten EU residents participate in tourism

According to Eurostat, 61% of EU residents aged 15 or over participated in tourism in 2015, making at least one tourism trip for personal purposes (i.e. excluding trips for professional purposes) (table 5.1). Participation in tourism is sometimes referred to as propensity, the proportion of the population that makes at least one tourism trip of a specified minimum duration in a given reference period.

Slightly more than half or 51% engaged in domestic tourism with at least one overnight stay (among which

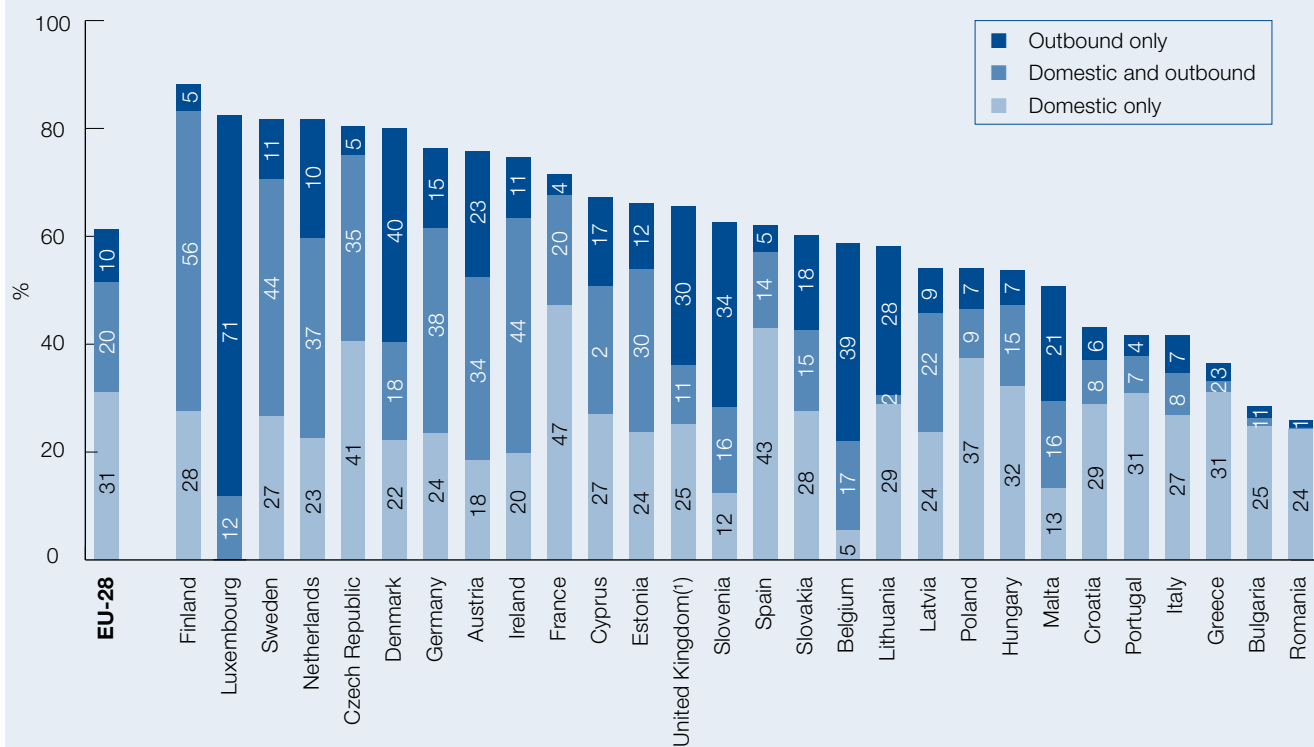
31% in domestic tourism only and 20% in both domestic and international), while 30% took part in international tourism (10% in international only and 20% in both).

The countries with the highest participation in tourism relative to their population were Finland, Luxembourg, Sweden, the Netherlands and the Czech Republic, while the lowest participation came from Romania, Bulgaria, Greece, Italy and Portugal.

EU residents who participated in tourism made on average 4 personal trips during 2015, i.e. the total number of tourism trips made divided by the number of those who made these trips. The average was highest in Finland and Denmark with 8 personal trips per tourist and lowest in Bulgaria and Greece with less than 2 trips per tourist.

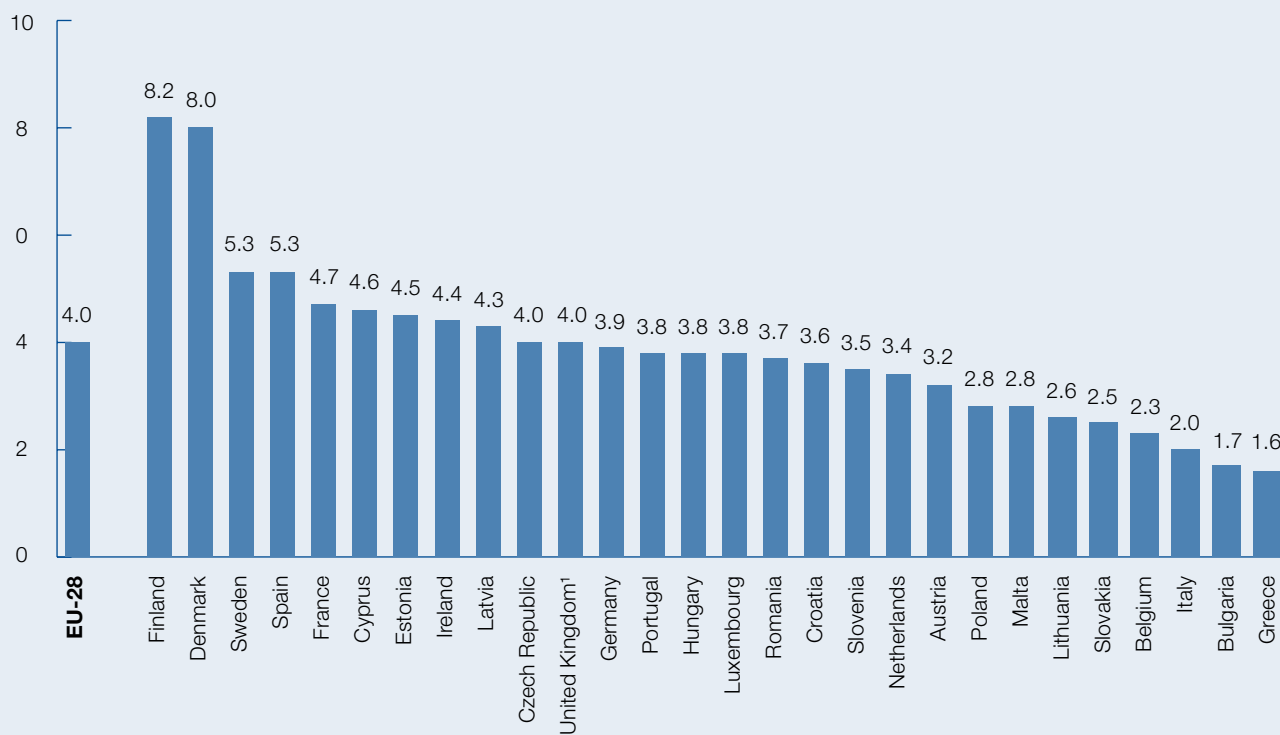
The most recent available data on reasons for not participating in tourism are for 2013 (table 5.2). EU-wide, 40% did not engage in tourism, of which 53% due to financial reasons, 20% for health reasons, 18% due to work or study commitments and 18% for no motivation to travel. According to Eurostat statistics on income and living conditions, 34% of the population in the EU could not afford one-week holidays in 2015, though this has dropped from a peak of 39% in 2012. This proportion was highest in Romania (68%), Croatia (66%), Bulgaria (60%), Hungary (55%), Greece (54%) and Cyprus (54%).

Share of the EU population (aged 15 and over) participating in tourism by destination, 2015



Source: Eurostat.

Average number of personal trips per tourist (aged 15 and over), 2015



¹ 2012 data.

Source: Eurostat.

EU residents spent 6.0 billion nights on 1.2 billion trips

EU residents made 1.2 billion trips with overnight stays in 2015, regardless of destination and duration (table 5.3). During their trips EU residents spent a total of 6.0 billion nights. More than half of these nights (54%) were spent in rented accommodation.

Trips for personal purposes made up 89% of all tourism trips in 2015. Nearly half of trips (48%) had holidays, leisure and recreation as the main purpose, 37% were to visit relatives and friends and 4% were for other purposes such as pilgrimages or health treatment. The remaining 11% were trips for professional purposes (e.g. business trips).

Three out of four trips, 876 million, were to destinations in the tourist's own country of residence (domestic tourism), while 295 million trips (25%) were outside the country (international tourism). Of all nights, 3.5 billion (58%) were spent in the country of residence, while 2.5 billion nights (42%) were spent outside it. The proportion of domestic tourism is higher for trips than for nights, as domestic trips tend to be of shorter duration. Average length of stay is 4 nights per domestic trip and 8 nights per international trip, with an average of 5 nights per trip overall.

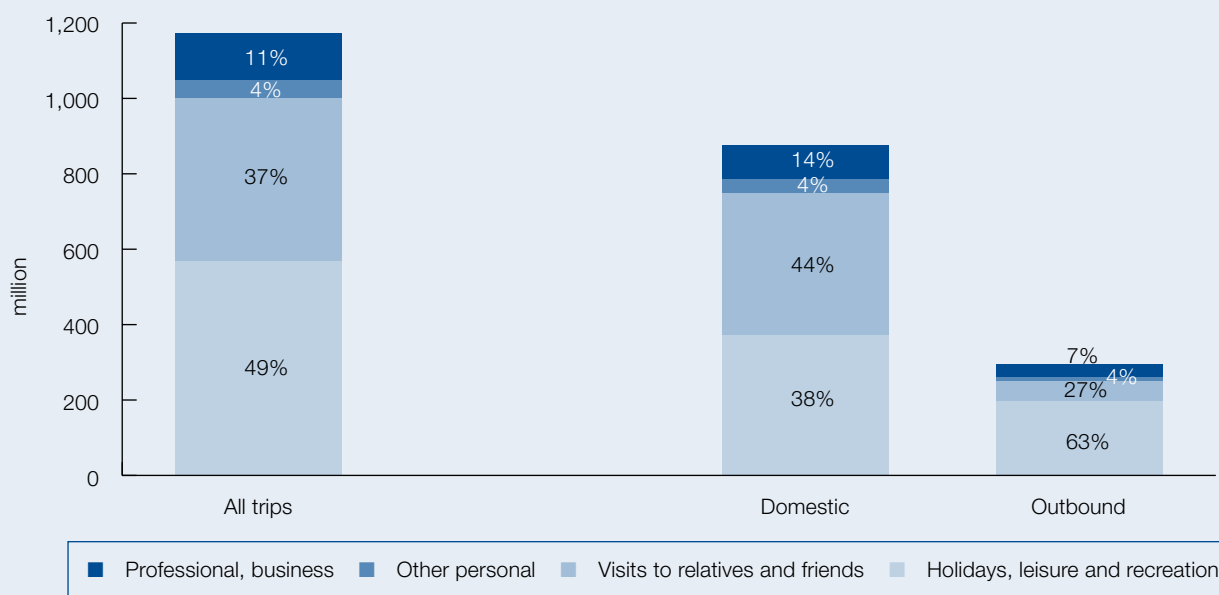
Euro 89 per night on international trips and euro 53 on domestic ones

The longer length of stay in international trips is also reflected in higher expenditure per trip (table 5.4)². EU travellers spent an average of euro 212 per domestic trip, but euro 751 per international trip, more than three times as much. The average expenditure was euro 348 per trip overall.

Expenditure per night is also rather higher for international trips. EU residents spent an average euro 89 per night on international trips and euro 53 per night on domestic ones.

The higher expenditure on international trips reflects that comparatively more nights are spent in hotels and similar establishments, generally with a higher cost. On international trips 44% of nights were spent in hotels and similar establishments, while on domestic trips this figure was only 20%, as domestic visitors often stay at second homes or accommodation provided for free by friends and relatives.

Trips made by EU residents by purpose and destination, 2015



Note: EU-28 aggregate calculated using 2013 data for the United Kingdom.

Source: Eurostat (online data code: tour_dem_ttpur).

Nights and expenditure by EU countries

The EU countries generating the largest number of nights overall were Germany (with 22% of all nights spent by EU residents), France (18%), the United Kingdom (14%) and Spain (10%). For international tourism specifically, Germany and the United Kingdom accounted for the largest number, with 28% and 23% of nights respectively, followed by France (8%) and the Netherlands (7%).

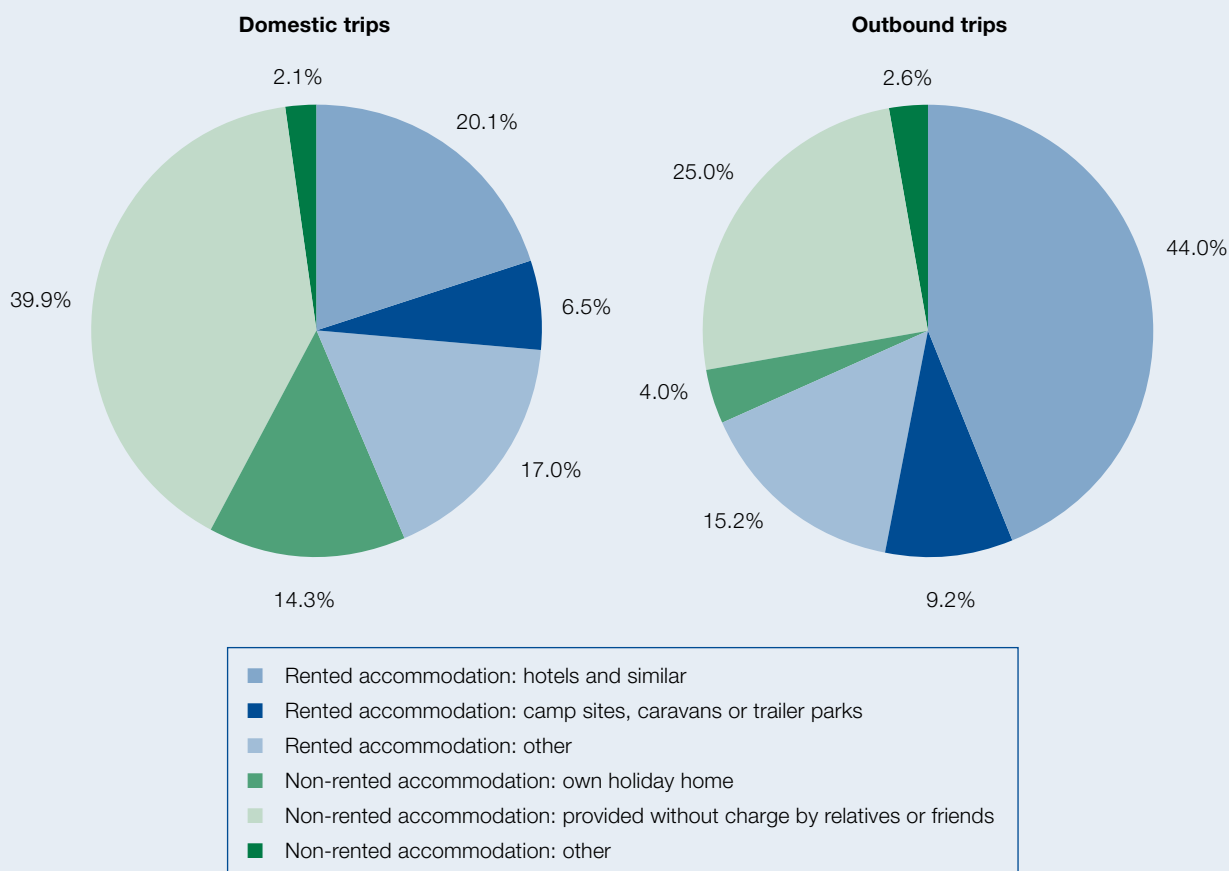
The number of international nights varies greatly among source markets. The share of international nights is bigger in comparatively smaller countries such as Luxembourg, where almost all nights are spent on outbound tourism (99%), Belgium (89% of all nights), Malta (83%), Cyprus (79%) and Slovenia (78%). In larger countries such as Greece (12%), Romania (13%), Spain and France (both 18%) and Portugal (20%) the share of international nights is lower.

The demand for international tourism relative to the country's population was highest in Luxembourg (22 nights per inhabitant) and Cyprus (19 nights per inhabitant), which are relatively small countries engaging in considerable outbound tourism. In Ireland, the Netherlands and Denmark the proportion was 12 nights per inhabitant and in Finland, Germany and the United Kingdom 11 nights per inhabitant.

Finland has the highest average expenditure in international tourism per night (euro 156 per night), followed by Malta and Austria (both euro 138 per night). Tourists from Luxembourg spent euro 122 per night, and those from Ireland euro 119 per night.

The highest average expenditure per international trip was recorded in France (euro 975 per trip), followed by Cyprus (euro 960), Malta (euro 898) and Austria (euro 893). Spending from Ireland, Finland, Germany and Spain also exceeded euro 800 per trip.

Nights spent by EU residents by main means of accommodation, 2015



Note: EU-28 aggregate calculated using 2013 data for the United Kingdom.

Source: Eurostat (online data code: tour_dem_tnac).

International destinations visited by EU residents

Of the 2.5 billion nights spent by EU residents outside their country of residence (international nights) in 2015, 1.9 billion were in Europe, of which 1.7 billion (65%) in EU destinations and 220 million (8%) in extra-EU destinations. The remaining 696 million (27%) were spent in destinations outside Europe (interregional nights).

By number of trips, the proportion of travel within the EU is larger. 76% of the 310 million international trips taken in 2015 were to destinations in the EU (237 million), while 10% correspond to extra-EU destinations (30 million). The remaining 14% corresponds to destinations outside Europe (43 million). This results in an average of 7 nights per trip at EU destinations, 8 nights at extra-EU destinations and a higher 16 nights outside Europe.

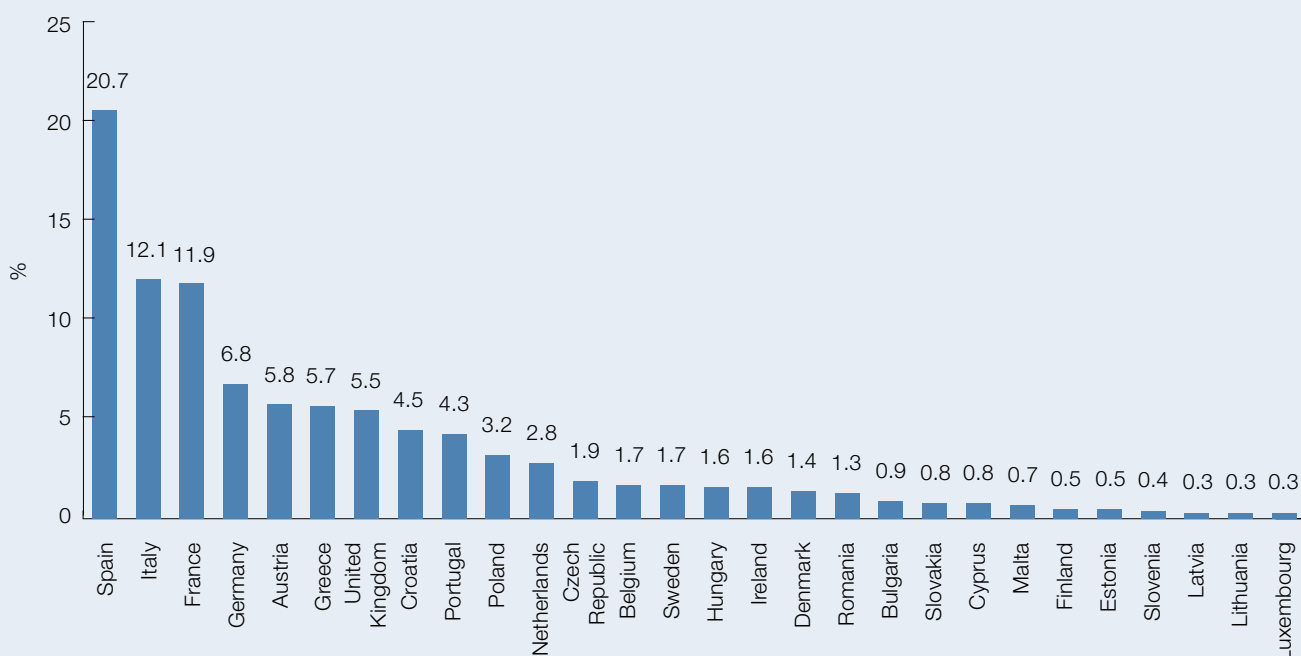
When travelling internationally, the destination of the trip is often based on proximity, climate, or both. Furthermore, migration, historic and cultural ties, and language also play a role when choosing a destination. Such is the case for residents from Cyprus and Malta travelling to the United Kingdom, or Portuguese residents travelling to Brazil.

EU destinations in Southern and Mediterranean Europe account for almost half (49%) of international nights within the EU, followed by destinations in Western Europe (29%), in Northern Europe and in Central and Eastern Europe (both 11%).

By individual destination, Spain is top for EU residents, accounting for 21% of international nights spent at EU destinations. Italy and France follow with 12% of the total each. Germany (7%), Austria, Greece and the United Kingdom (all 6%) also account for a significant share of nights.

When traveling outside the European Union, the top destinations for EU residents are Turkey (accounting for 13% of trips to non-EU destinations), the United States (also 13%) and Switzerland (10%). Norway, Morocco, Egypt, Russia Federation, Thailand, the United Arab Emirates and China are other major destinations for EU travellers. For 41% of trips outside the EU, the destination was not specified.

Nights spent by EU residents on international trips within the EU by destinations, 2015



Note: EU-28 aggregate calculated using 2013 data for the United Kingdom.

Source: Eurostat (online data code: tour_dem_tnw).

¹ http://ec.europa.eu/eurostat/statistics-explained/index.php/Tourism_trips_of_Europeans

² http://ec.europa.eu/eurostat/statistics-explained/index.php/Tourism_statistics_-_expenditure





In 2016, there were 608 thousand accommodation establishments in the European Union offering 31 million bed-places. Domestic and international guests together spent 3.1 billion nights in EU accommodation establishments, generated by 1 billion arrivals. This represents an average of 3 nights spent per arrival at accommodation establishments.

This chapter examines the accommodation sector in the European Union based on the latest available data on capacity offered by EU accommodation establishments and the demand satisfied as measured through guests arrivals and nights. This data is aggregated and disseminated by Eurostat and collected under an EU directive by national statistics institutions.¹

EU has 608 thousand accommodation establishments with 31 million bed-places

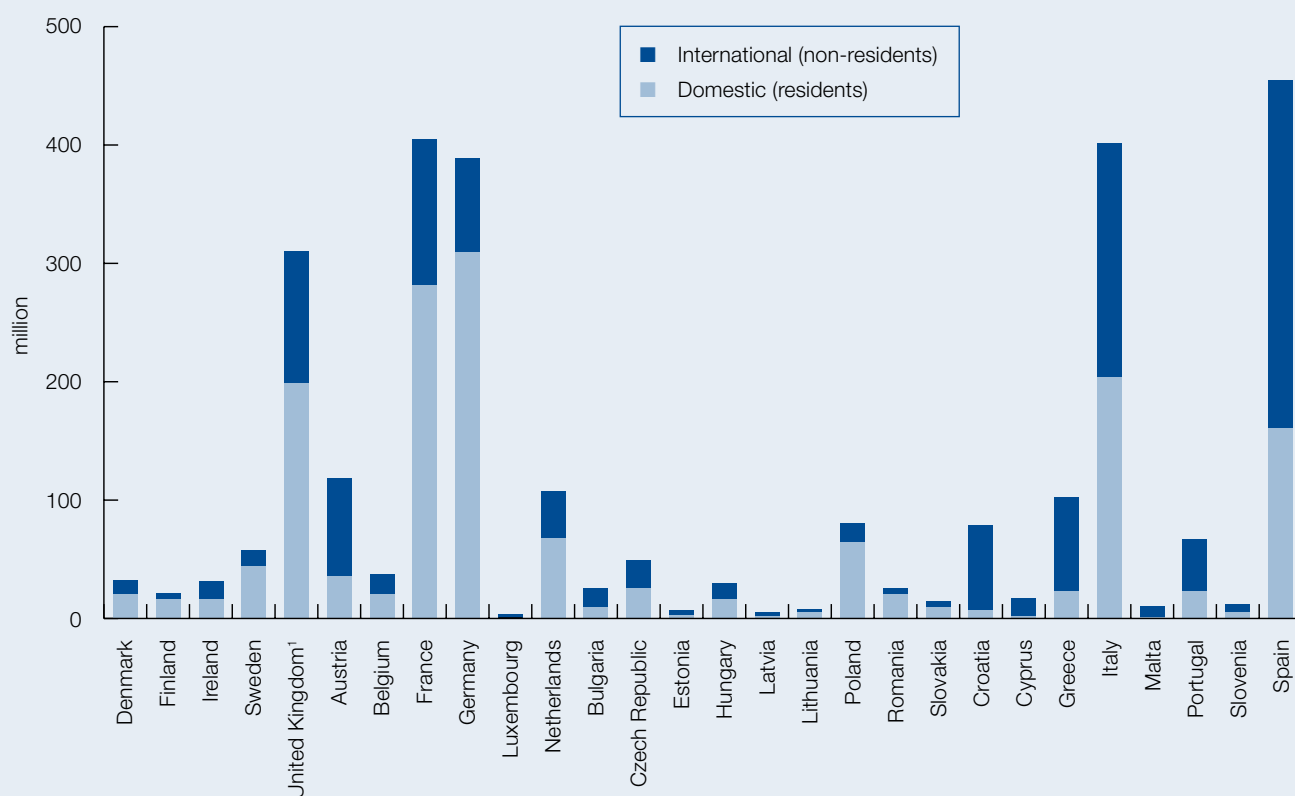
EU destinations counted 608 thousand accommodation establishments in 2016, mostly small and medium-sized enterprises (SMEs). Eurostat classifies three types of establishments: 202 thousand (33%) were hotels and similar accommodation, 378 thousand (62%) were holiday and other short-stay accommodation (apartments, bungalows or chalets)², and 28 thousand (5%) were camping grounds and recreational vehicle/trailer parks (table 6.1).

These accommodation establishments offered a total of 31 million bed-places³. Hotels and similar establishments counted 14 million bed-places (44% of the total) in 6.7 million rooms. Per hotel there were 68 bed-places distributed in 33 rooms on average, or close to two bed-places per room on average. Hotel sizes vary considerably with many small often family-run businesses and comparatively few large ones: 60% of the total has less than 25 rooms, 32% has 25-99 rooms and the remaining 8% has 100 rooms or more. The Czech Republic, Germany and Hungary have comparatively larger shares of small hotels (less than 25 rooms). The share of medium size hotels (25-99 rooms) is higher in Poland, Italy, Greece and Malta, while Sweden, Croatia, Bulgaria and Malta have bigger shares of large hotels (+100 rooms).

Camping grounds and recreational vehicle/trailer parks had another 10 million bed-places on offer (32% of the total), or 351 bed-places per establishment on average. Holiday and other short-stay accommodation account for 8 million bed-places (24% of the total). Due to the comparatively low average of 20 bed-places per establishment, capacity is less in this category, even though the majority of establishments are of this type.

The European Union's five largest countries account for two thirds of the EU's total bed-place capacity (in all types of establishments): France (5.1 million or 16%), Italy (4.9 million or 16%), the United Kingdom (4.0 million or 13%),

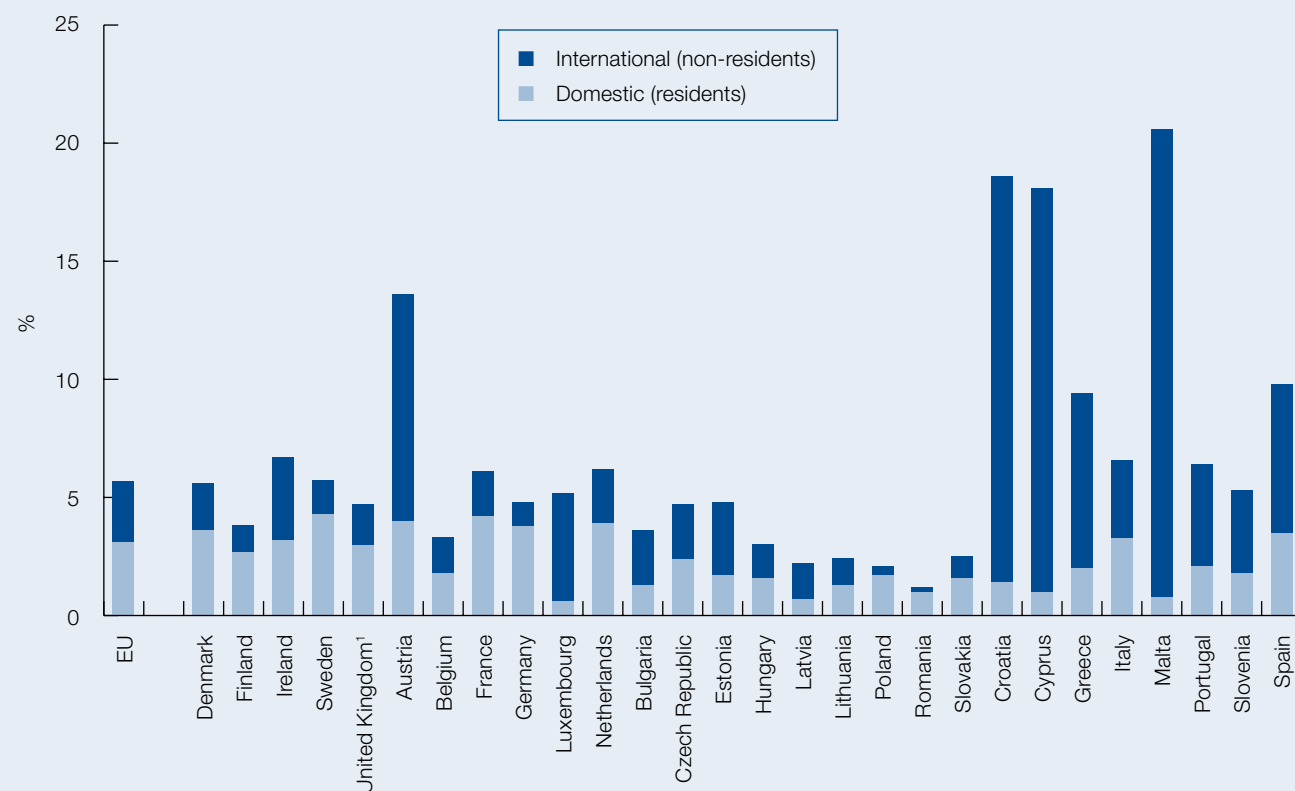
Nights spent by guests in all accommodation establishments, 2016



¹ 2012 data.

Source: compiled by World Tourism Organization (UNWTO) based on Eurostat.

Nights spent by guests in all accommodation establishments relative to population, 2016



¹ 2012 data.

Source: compiled by World Tourism Organization (UNWTO) based on Eurostat.

Spain (3.5 million or 11%) and Germany (3.4 million or 11%) (table 6.2). Each country's accommodation sector has its own mix of establishments: Italy has the largest share of bed-places in both holiday-type establishments (20% of the total) and hotels (16%), while France has the largest capacity overall, and specifically in camping-grounds (28%), as camping is a very popular way of holidaying in the country.

Guests spent 3.1 billion nights in EU accommodation establishments in 2016

A total of 3.1 billion nights were spent in EU accommodation establishments in 2016, almost equally split between domestic visitors (residents) and international visitors (non-residents) with 1.6 billion nights (51%) and 1.5 billion (49%) respectively (table 6.4).

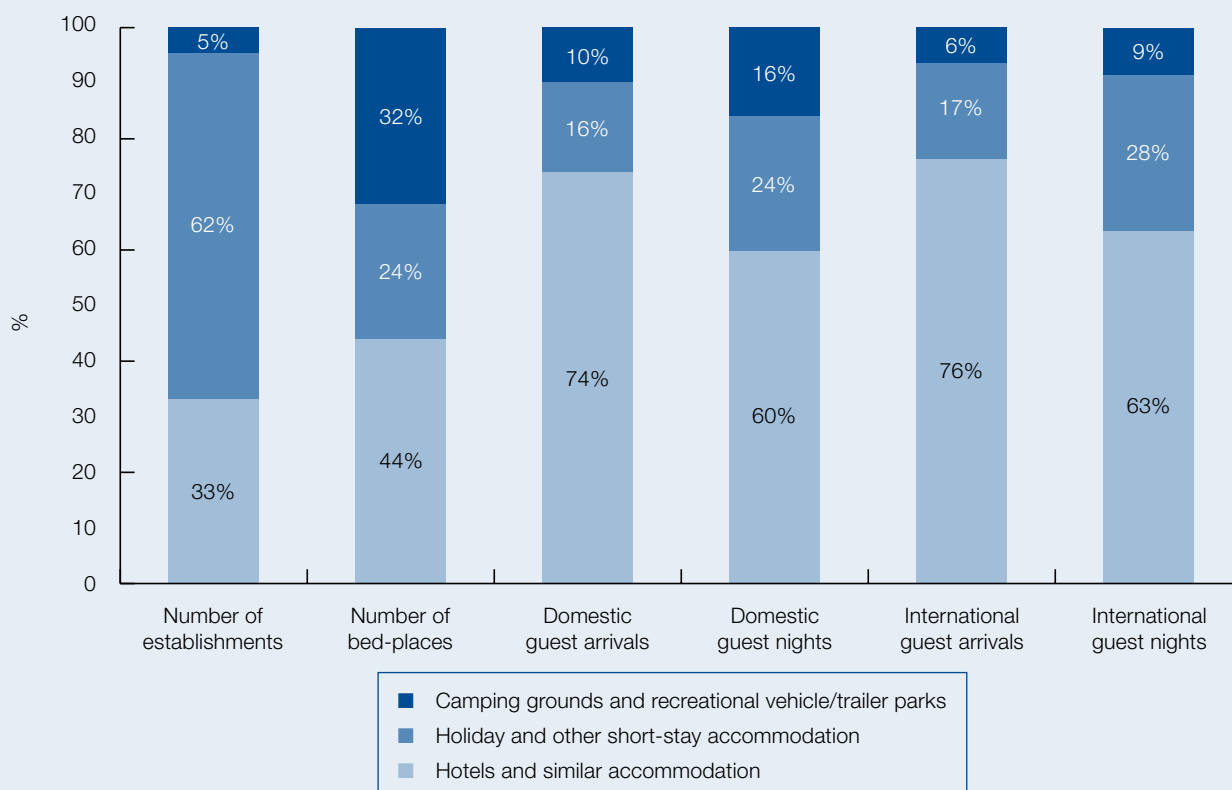
Total arrivals in accommodation establishments reached 1 billion in 2016, with 3 nights spent per arrival on average. Domestic visitors accounted for 609 million arrivals (61%) and international visitors for 391 million (39%). International visitors stayed on average about one day longer (3.8 nights per establishment) than domestic visitors (2.6 nights).

Hotels and similar establishments were the most popular form of accommodation, accounting for 62% of total nights spent, followed by holiday and other types of short-stay accommodation (26%) and camping grounds, recreational vehicle parks and trailer parks (12%). The share of the latter is comparatively modest given the available capacity as occupancy tends to be rather seasonal.

By country of destination, the same top five mentioned earlier in terms of capacity account for over two-thirds of all nights spent in the EU, though in a different order: Spain (16%), France (14%), Italy (14%), Germany (14%) and the United Kingdom (12% in 2012) (table 6.5).

Individual destinations with the highest share of nights spent by international visitors were: Malta (96%), Cyprus (95%), Croatia (93%), Luxemburg (89%), Greece (79%), and Austria (71%). The highest shares of nights spent by domestic visitors were recorded in Romania (81% of total nights), Poland (80%), Germany (79%), Sweden (76%), Finland (72%) and France (69%).

Share of establishments, bed-places, guest arrivals and nights by type of establishment in EU, 2016



Source: compiled by World Tourism Organization (UNWTO) based on Eurostat.

On average 6 nights spent at accommodation establishments per EU inhabitant in 2016

Relative to population, there were some 6 nights spent by visitors at accommodation establishments on average in 2016 for every inhabitant of the European Union. This ratio is also referred to as tourism intensity. International visitors and domestic visitors contributed practically in equal shares with 3 nights per inhabitant each on average. For international nights intensity was highest in Malta with 21 nights per inhabitant, followed by Croatia (19), Cyprus (18), Austria (14), Spain (10) and Greece (9). The ratio for domestic nights per inhabitant varied rather less among destinations and was highest in Sweden, France, Austria, the Netherlands, Germany and Denmark (all 4 nights per inhabitant).

Growth in nights at EU establishments was mostly driven by international visitors

Total nights spent at EU accommodation establishments increased from 2.4 billion in 2010 to 3.1 billion in 2016 (table 6.4). This represents an increase of 29% this six-year period, or an average of 4% per year. Growth in this period was driven by international visitors, who spent

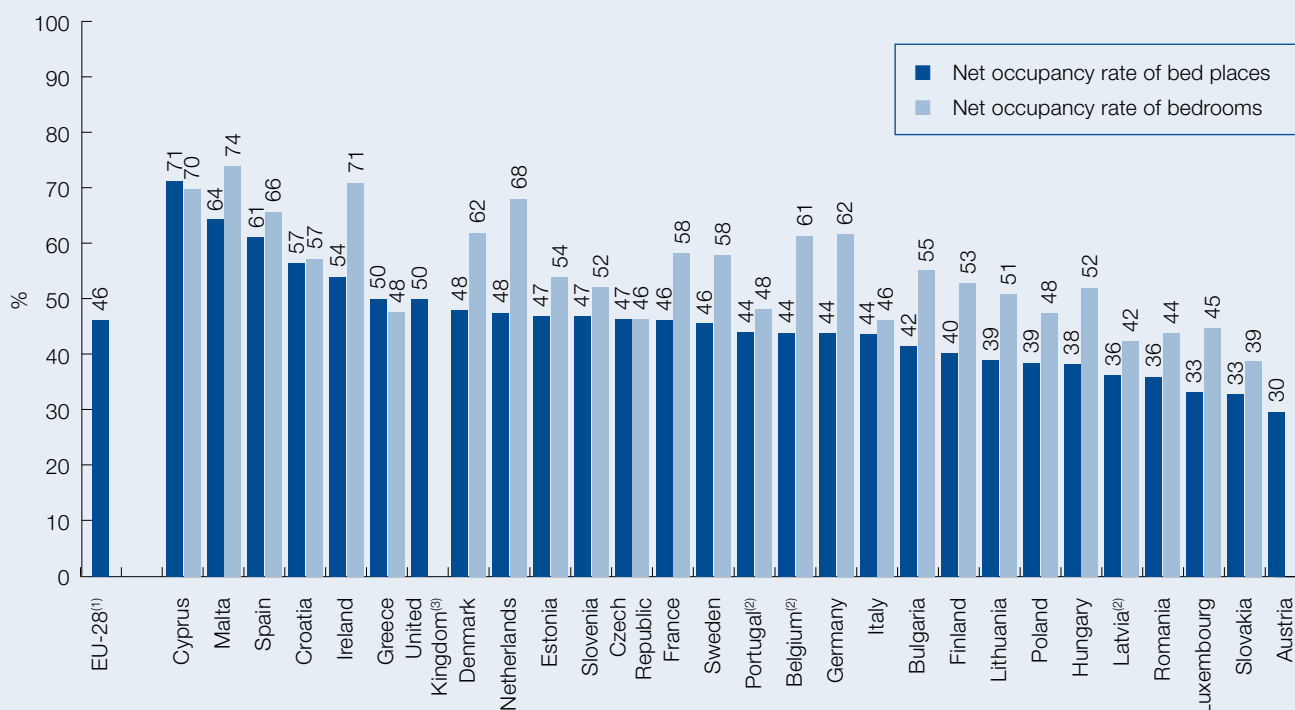
1.5 billion nights in 2016, up from 1.0 billion in 2010. At an average of 7% growth a year for this period, nights spent by international visitors increased by some 84 million a year. Nights spent by domestic visitors grew at a slower pace of 2% per year on average, from 1.4 million in 2010 to 1.6 billion in 2016, or 30 million nights a year on average.

The occupancy of EU hotels averaged 46% in 2016

The average net occupancy rate of bed places in hotels and similar establishments is obtained by dividing the total number of nights spent by guest in a period by the number of bed-places available for use in that period. For the EU, net occupancy of bed-places was 46% in 2016. Cyprus (71%), Malta (64%) and Spain (61%) reported the highest occupancy rates (table 6.2).

For most of the countries with data available by size of accommodation establishment, occupancy was generally higher the larger the size of hotels. For the EU as a whole, hotels and similar accommodation establishments with 250 or more rooms had the highest occupancy rate (66%), followed by those with 100-249 rooms (59%), those with 25-99 (47%) and those with less than 25 (33%).

Net occupancy rates of bed-places and bedrooms in hotels and similar accommodation establishments, 2016



Source: Eurostat (online data code: tour_occ_anor).

(¹) EU-28 estimated for the purpose of this publication using available data.

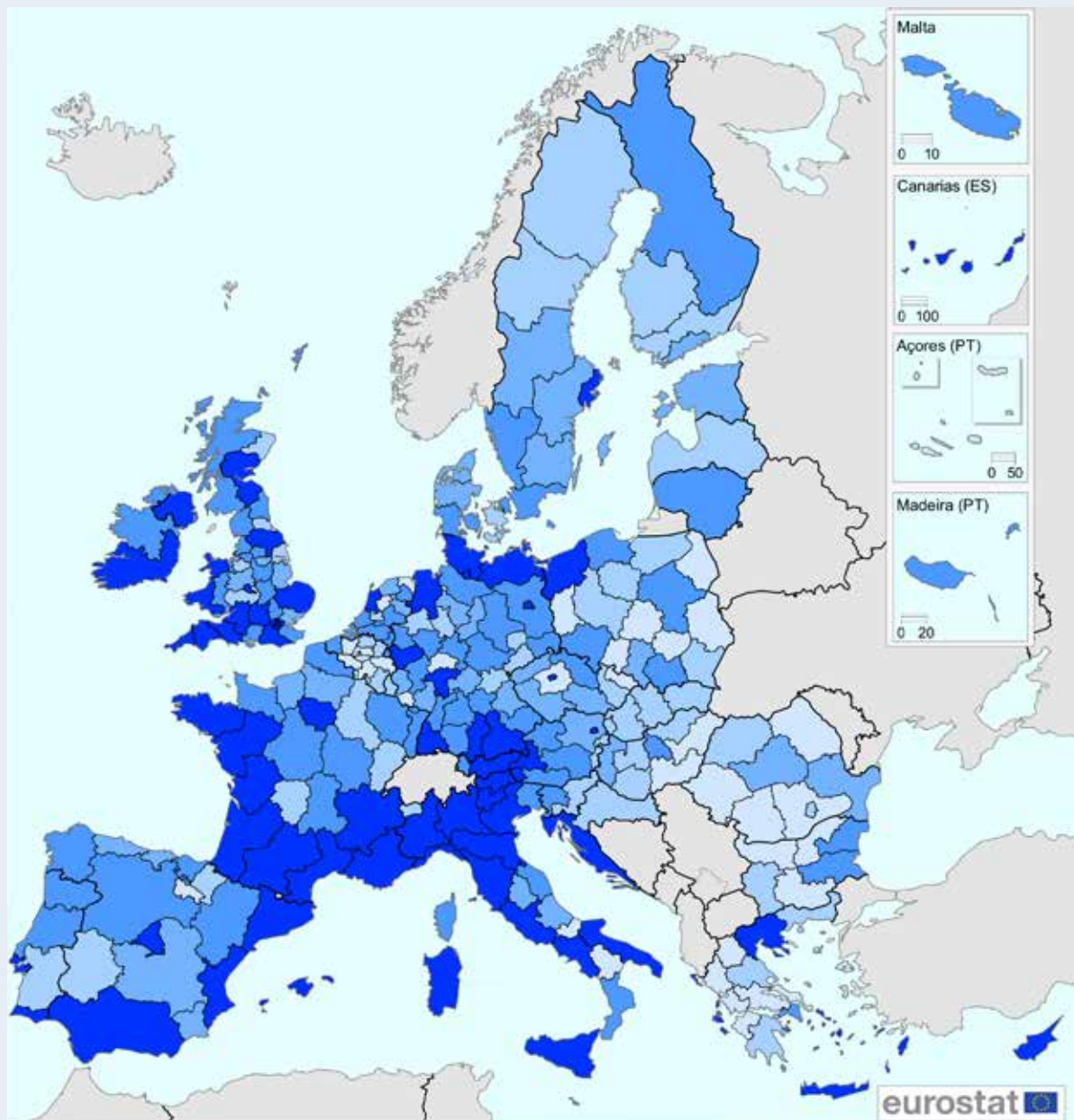
(²) 2015.

(³) 2012 data.

Nights spent in accommodation establishments by subnational regions

Beyond individual countries, this analysis can be extended to cover subnational regions in the European Union, as those classified by the Nomenclature of Territorial Units for Statistics (NUTS). NUTS 2 subdivides the economic territory of the EU into 276 basic regions for the application of regional policies.

Nights spent in accommodation establishments by NUTS 2 regions, 2015



Million nights spent by residents and non-residents.

EU-28 = 3.1 billion

0 200 400 600 800 km



Note: London (UK): NUTS level 1. United Kingdom: 2012. EU-28, Ireland and Greece: estimates.

Source: Eurostat at: http://ec.europa.eu/eurostat/statistics-explained/index.php/Tourism_statistics_at_regional_level.

The top 20 European NUTS 2 regions of destination account for 36% of all nights spent in European accommodation establishments. Of these NUTS 2 regions, 6 are in Italy, both 5 in Spain and France, 2 in Germany, 1 in Croatia and 1 in Austria.

Top 20 tourism destinations (NUTS 2 regions) in terms of nights spent in tourist accommodation establishments, 2016

Rank	Region	Country	Total nights spent in the region	Share of non-residents' nights in total nights	Share in all nights spent in EU-28 tourist accommodation establishments
			(million)	(%)	(%)
1	Canarias	Spain	102.7	88.9	3.6
2	Cataluña	Spain	79.8	65.4	2.8
3	Jadranska Hrvatska	Croatia	74.2	93.7	2.6
4	Île de France	France	71.2	53.8	2.5
5	Illes Balears	Spain	69.9	91.8	2.4
6	Andalucía	Spain	66.2	54.3	2.3
7	Veneto	Italy	65.4	67.2	2.3
8	Provence-Alpes-Côte d'Azur	France	51.8	33.4	1.8
9	Rhône-Alpes	France	49.1	28.5	1.7
10	Comunidad Valenciana	Spain	47.4	50.6	1.7
11	Toscana	Italy	44.2	54.3	1.5
12	Emilia-Romagna	Italy	37.8	26.7	1.3
13	Lombardia	Italy	37.2	59.9	1.3
14	Tirol	Austria	36.5	90.3	1.3
15	Oberbayern	Germany	35.1	30.3	1.2
16	Languedoc-Roussillon	France	34.1	24.0	1.2
17	Aquitaine	France	32.9	23.5	1.1
18	Lazio	Italy	32.1	61.0	1.1
19	Provincia Autonoma di Bolzano/Bozen	Italy	31.3	68.6	1.1
20	Berlin	Germany	30.9	45.9	1.1

Note: Data not available for NUTS 2 regions of the United Kingdom.

Source: Eurostat (online data code: tour_occ_nin2), table available at:

http://ec.europa.eu/eurostat/statistics-explained/index.php/Tourism_statistics_-_annual_results_for_the_accommodation_sector.

1 http://ec.europa.eu/eurostat/statistics-explained/index.php/Tourism_statistics_-_annual_results_for_the_accommodation_sector

2 This class includes the provision of accommodation, typically on a daily or weekly basis, principally for short stays by visitors, in self-contained space consisting of complete furnished rooms or areas for living/dining and sleeping, with cooking facilities or fully equipped kitchens. This may take the form of apartments or flats in small free-standing multi-storey buildings or clusters of buildings, or single storey bungalows, chalets, cottages and cabins. Very minimal complementary services, if any, are provided.

3 The term bed-place applies to a single bed; a double bed is counted as two bed places.



In most destinations in the world proximity is key when it comes to source markets. In the 28 European Union countries the large majority of international overnight visitors clearly originate from other countries within the Union. Of the 500 million international tourist arrivals welcomed in EU destinations in 2016, 361 million came from EU source markets (72%), while the remaining 139 million originated from extra-EU countries in Europe and from other regions (28%).

This chapter will further analyse the region of origin of international arrivals to EU destinations. For the group of EU countries this will be done on the basis of the data series on international tourist arrivals (overnight visitors) as compiled by UNWTO and presented in chapters 2 and 3. For individual EU destinations data will be used on arrivals and nights in accommodation establishments as reported through Eurostat. In chapter 8 a detailed analysis will be made of specific major extra-EU and interregional source markets.

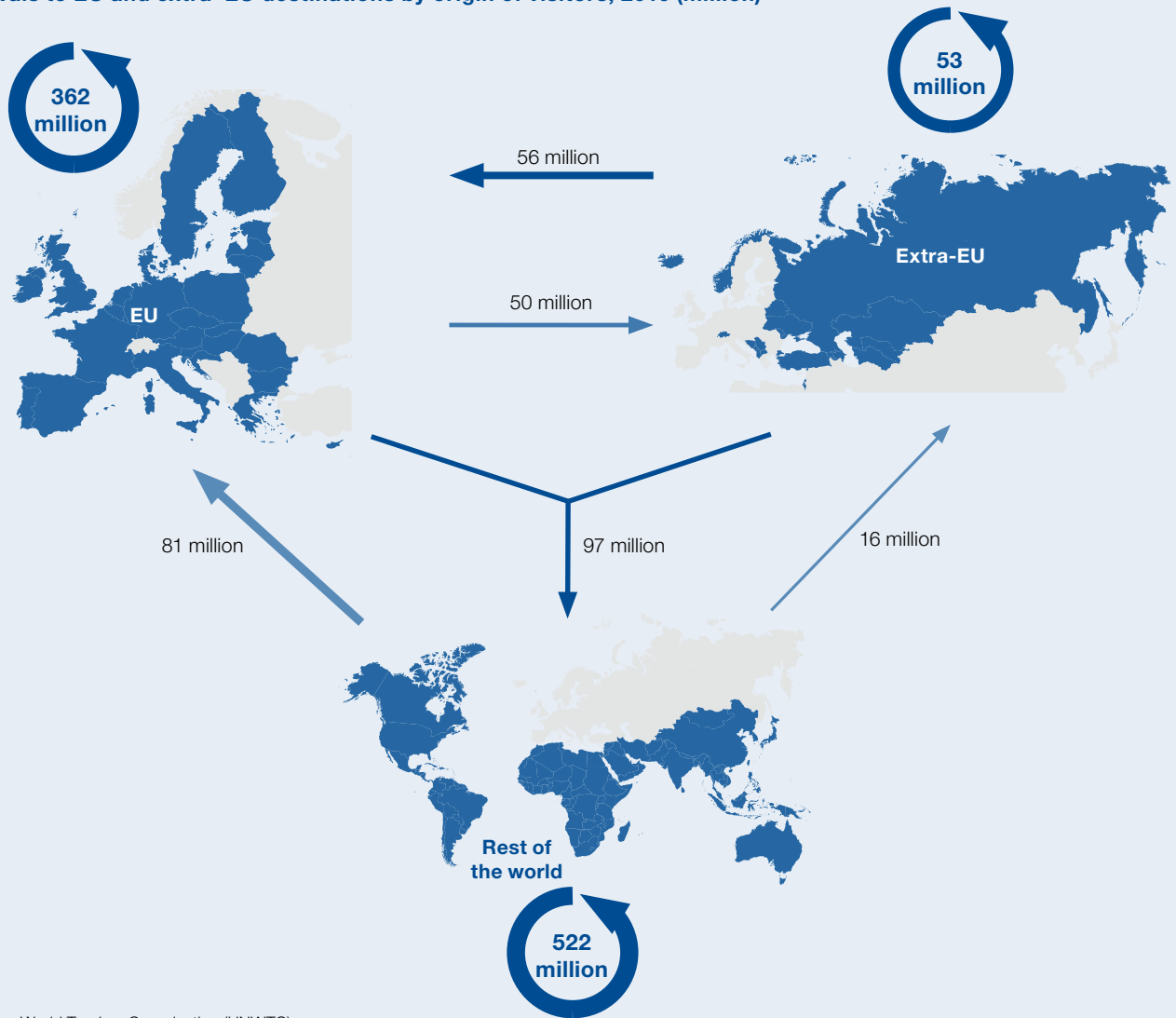
The 28 EU destinations received 137 million arrivals from outside the Union

As analysed in chapters 2 and 3, EU destinations reported 500 million international tourist arrivals in 2016. By region of origin according to UNWTO's classification, it is estimated that a total of 417 million arrivals (83%) came from Europe, of which 361 million (72%) from EU source markets and 56 million (11%) from European source markets outside the EU (table 7.1). The remaining

83 million arrivals originated from outside Europe (17%), of which 39 million from the Americas (8%) and 32 million from Asia and the Pacific (7%), while Africa and the Middle East accounted for respectively 6 million and 5 million of EU's arrivals (1% each).

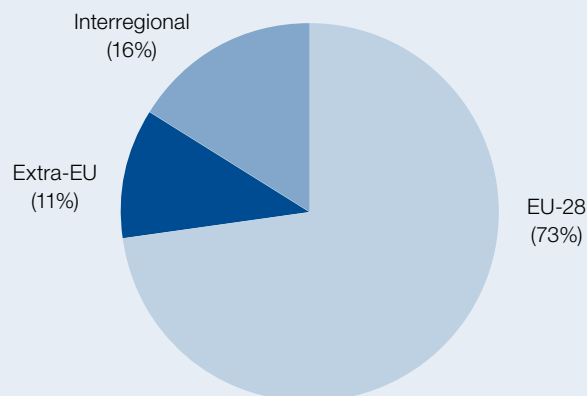
Arrivals in the EU from source markets outside the Union, both extra-EU countries in Europe and markets outside Europe, totalled 139 million in 2016, up from 80 million in 2005. In the last decade, the number of arrivals from outside the EU grew rather faster, fuelled by strong demand from both traditional and emerging markets in Asia, the Middle East, Africa, North America and Latin America. While arrivals from intra-EU source markets grew by 2% a year on average between 2005 and 2016, arrivals from outside markets grew at a rate of 5% a year. Growth has been strongest for arrivals from the Middle East at almost 10% a year on average, but from a comparatively small base volume. Arrivals from Asia and the Pacific and from Africa both grew by 7% a year on average, while arrivals from the Americas grew by 4% a year. Arrivals from extra-EU source markets also grew by 4% a year.

Arrivals to EU and extra-EU destinations by origin of visitors, 2016 (million)



Source: World Tourism Organization (UNWTO).

International tourist arrivals to EU destinations by origin of visitors, 2016 (%)



Source: World Tourism Organization (UNWTO).

413 million nights in accommodation from outside the European Union

For individual EU destinations, comprehensive information on source markets is available on the basis of guest arrivals and nights in accommodation as reported through Eurostat. Note that in accommodation statistics 'guest arrivals' refer to arrivals to an establishment, and not to a country as in the previous section. As one visitor to the country can arrive in more than one establishment, the two series cannot be directly compared. Also, not all visitors in the country will stay in an accommodation establishment; some might use private accommodation instead.

Accommodation establishments in the EU reported 391 million international arrivals in 2016, spending 1.5 billion nights. Of these, 265 million arrivals were from source markets within the EU (68%), 38 million from extra-EU source markets (10%) and 84 million arrivals from outside the region (22%), while for 4 million arrivals the country of origin was not known (table 7.2). Visitors from intra-EU markets spent a total of 1.1 billion nights (71%), from extra-EU markets 137 million (9%) and from interregional markets 276 million (19%), while for 14 million nights the origin of the visitor was unknown.

Visitors from intra-EU source markets spent on average 4 nights per establishment, from extra-EU markets 3.6 nights and from interregional markets 3.3 nights. However, length of stay in the destination is likely to have been longer, as visitors might have travelled around and used more than one establishment on their trip, in particular in the case of visitors from interregional markets.

Taking together extra-EU and interregional source markets, 122 million arrivals to establishments (31%) came from outside the EU, spending 413 million nights (28%). In particular the number of nights from interregional markets has been on the rise since 2012, growing by 13% a year on average.

Germany, United Kingdom and the Netherlands top three intra-EU markets

All individual destination countries reported at least half of their nights spent by visitors from EU source markets (Sweden has 48%, but for some 12% of nights the origin of the visitors is missing). Intra-EU source markets are particularly important for Mediterranean destinations Croatia, Malta, Spain and Portugal, and for Western European destinations Luxembourg, Belgium, Austria and the Netherlands. All of these destinations depend for more than 80% of international nights on visitors from intra-EU source markets.

Baltic and Nordic countries Lithuania, Latvia, Estonia, Sweden, Denmark, Finland, and Central Eastern and South Eastern European countries Cyprus, Bulgaria, Greece and Poland, all depend comparatively strongly – for more than 15% of international nights – on visitors from extra-EU source markets, in particular from Norway and the Russian Federation.

Ireland, Romania, Germany, Czech Republic, France and Finland all depend comparatively strongly – for more than 20% of international nights – on visitors from interregional markets.

By individual country of origin, the top three countries of origin for the group of 28 EU destinations were Germany with 20% of nights spent by international guests in accommodation establishments, the United Kingdom (13%) and the Netherlands (7%) (table 7.3).

For individual countries of destination at least two of the three main source markets are within the EU with few exceptions. German visitors were the main source of nights spent at accommodation establishments in 9 out of the 28 countries of the EU, while in the remaining 18 destinations (excluding Germany) they were the second or third source of nights. With regard to source markets outside the EU, the United States is the first market for the United Kingdom and Ireland. The Russian Federation is the first market for Latvia and Finland, while Norway is the first market for Sweden.

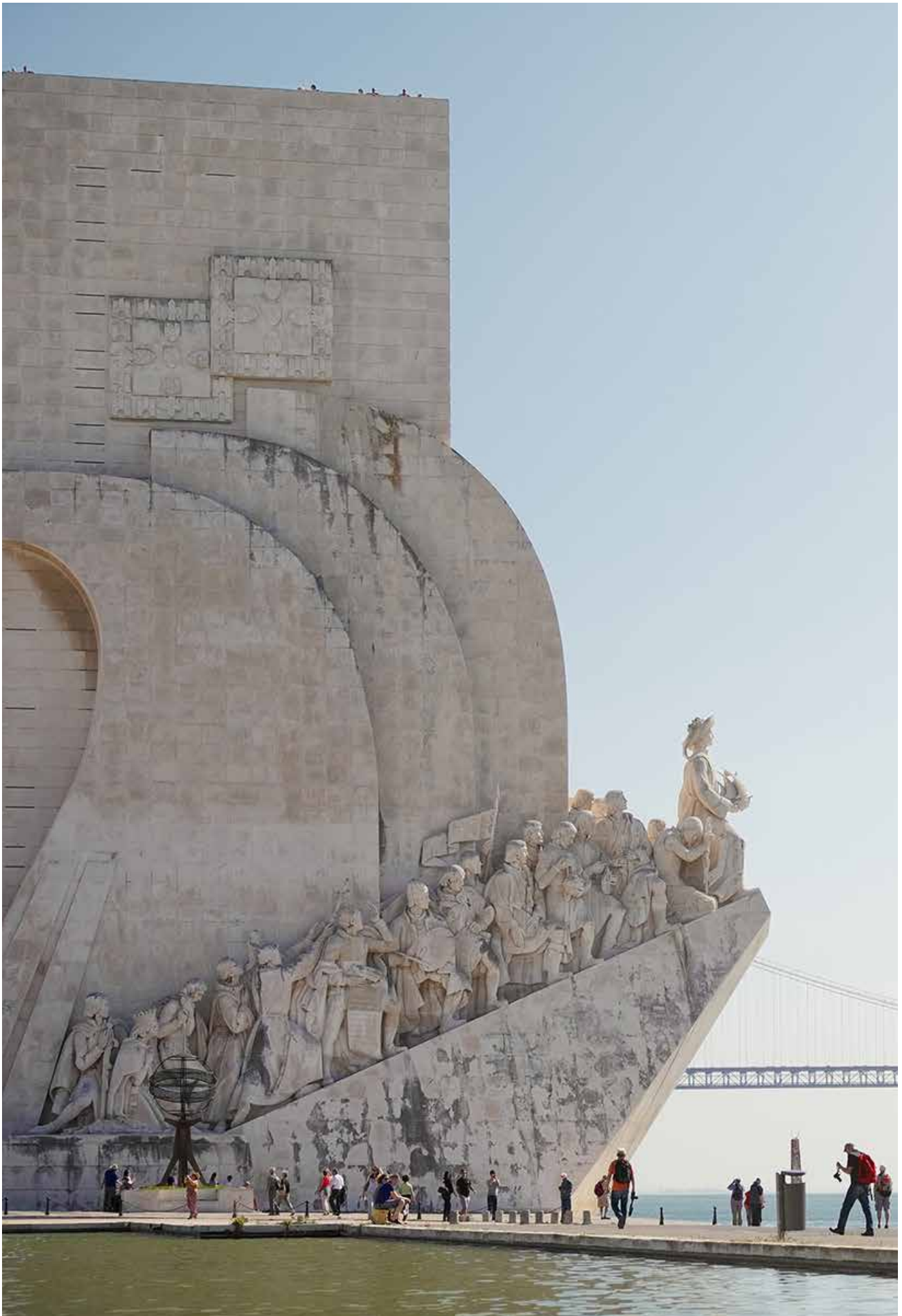


Photo: Belém, Portugal. Courtesy of Visit Lisbon



As analysed in the previous chapter, 413 million nights were spent in EU accommodation establishments by visitors from outside the EU. Extra-EU source markets (in Europe but not belonging to the EU) account for 137 million nights and those outside Europe (interregional) for 276 million.

This chapter takes a closer look at the major source markets outside the European Union that accounted for guest arrivals to, and nights spent in, EU accommodation establishments. This is a continuation of the analysis in the previous chapter and is based on the same dataset on the use of accommodation establishments aggregated and disseminated by Eurostat.

Major source markets outside of the EU

Outside the European Union, two main categories of source markets can be identified: those within Europe but not belonging to the European Union (extra-EU source markets) and those from outside Europe (interregional source markets). Visitors from extra-EU markets spent 137 million nights in EU accommodation establishments in 2016, while visitors from other world regions spent 276 million nights. Of this interregional total, visitors from Asia and the Pacific (including Oceania and the Middle East) account for 138 million nights, those from the Americas for 120 million and those from Africa for 18 million.

It is important to note that the world regions referred to throughout this chapter follow Eurostat's classification

and differ from UNWTO's regions of the world.¹ When referring to Asia and the Pacific, Asia and Oceania are presented together as in UNWTO's grouping, but unlike UNWTO's grouping the region also includes all countries of the Middle East and a number of countries of the Commonwealth of Independent States (CIS).

In the period 2012-2016 growth was substantial for interregional markets, increasing at a rate of 26 million nights a year on average (+13% a year). By contrast, demand from extra-EU markets stagnated, weighed down by the decline in the number of nights from the Russian Federation.

Next in this chapter, major individual source markets will be analysed for the group of extra-EU countries, as well as for Asia and the Pacific, the Americas and Africa. The United States remains the undisputed top source market outside the European Union with 74 million nights spent at EU accommodation establishments in 2016. Extra-EU markets Switzerland and the Russian Federation follow with 44 million and 32 million nights respectively. With 25 million nights in 2016 China is the fourth largest market and the fastest growing, having doubled the number of nights spent since 2012.

By destination country, it is worth noting that Italy is one of the top tourism destinations – measured in nights – for source markets outside the EU analysed in this chapter, including all markets in Asia and the Pacific, the Americas and Africa, as well as for three of the five extra-EU markets (Switzerland, Turkey and Ukraine). The United Kingdom is

also a major destination for most source markets outside the EU, but unfortunately no recent data is available.

Switzerland and the Russian Federation lead among extra-EU source markets

In 2016, visitors from extra-EU source markets spent 137 million nights at EU accommodation establishments (table 8.1). With 38 million guest arrivals at EU establishments, the average length of stay for this group was 4 nights per establishment. Nights spent by this group of countries decreased an average 1% per year in the period 2012-2016, with mixed trends among source markets. On one hand, advanced economy source markets in Northern and Western Europe (predominantly Switzerland and Norway) recorded robust growth during this period. By contrast, demand from emerging economy source markets in Central and Eastern Europe declined considerably. These include the Russian Federation (-9% per year) and a number of countries grouped in the category of 'other extra-EU' (-7%), such as Turkey and Belarus.

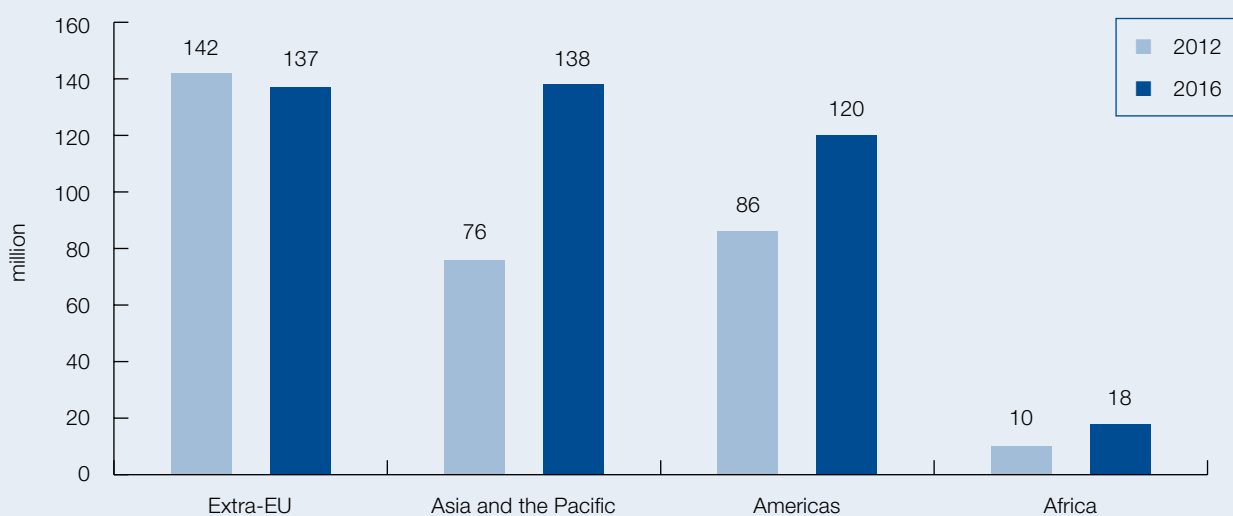
Switzerland (including Liechtenstein) is currently the top extra-EU source market for EU destinations. Its geographical location, in the heart of Western Europe and surrounded by four EU countries, makes it a natural source of tourism for European Union destinations. Nights spent by Swiss travellers at EU accommodation establishments reached 44 million in 2016, up from 34 million nights in 2012 (+7% growth a year on average).

With 14 million Swiss guest arrivals in establishments in 2016, this is equivalent to an average 3 nights per establishment. The main destinations for Swiss visitors are neighbouring countries Italy, Germany and France, as well as Spain. Visitors from Switzerland spent 10.5 million nights in Italian accommodation establishments, 6.5 million nights in Germany, 5.7 million in France and 5.3 million in Spain.

Visitors from Norway spent 23 million nights in 2016, with 6 million guest arrivals at EU accommodation establishments, which results in an average 4 nights per arrival per establishment. Between 2012 and 2016, nights spent by Norwegians grew at an annual average rate of 1%. Their preferred destination within the EU is Spain, where they spent 6 million nights in 2016, followed by their neighbour Sweden with 3 million nights and Greece with 2 million nights.

By contrast, the Russian Federation, traditionally the top extra-EU source market for EU destinations, has receded to second place (behind Switzerland) as a result of the substantial decrease in nights this period, from 47 million in 2012 to 32 million in 2016 (-9% a year on average). Weaker outbound tourism from Russia Federation was a consequence of their economic crisis, following the decline in commodity prices and the depreciation of the Russian rouble. The top EU destination for Russians is Greece, where they spent 6 million nights in 2016 (-3% annual average in 2012-2016). In Spain they spent 5 million nights (-13% per year) and in Italy 4 million nights

Nights spent at EU accommodation establishments by residents from outside the EU



Source: compiled by World Tourism Organization (UNWTO) based on Eurostat.

(-10% per year). In Croatia, Russian visitors spent 738 thousand nights with an average length of stay of 7 nights per arrival at each accommodation establishment.

Turkey accounted for 9 million nights and 3 million guest arrivals at EU accommodation establishments in 2016, corresponding to 3 nights on average per establishment. Although from a modest base volume, nights spent by Turkish visitors have recorded fast growth this four-year period (19% a year on average between 2012 and 2016). Italy is the preferred destination for Turkish travellers, where they spent 1 million nights in 2016 (+12% in 2012-2016). Germany (+9%) and Greece (+20%) reported around 800 thousand nights each, followed by France (+14%) and Spain (+8%), with approximately 600 thousand nights.

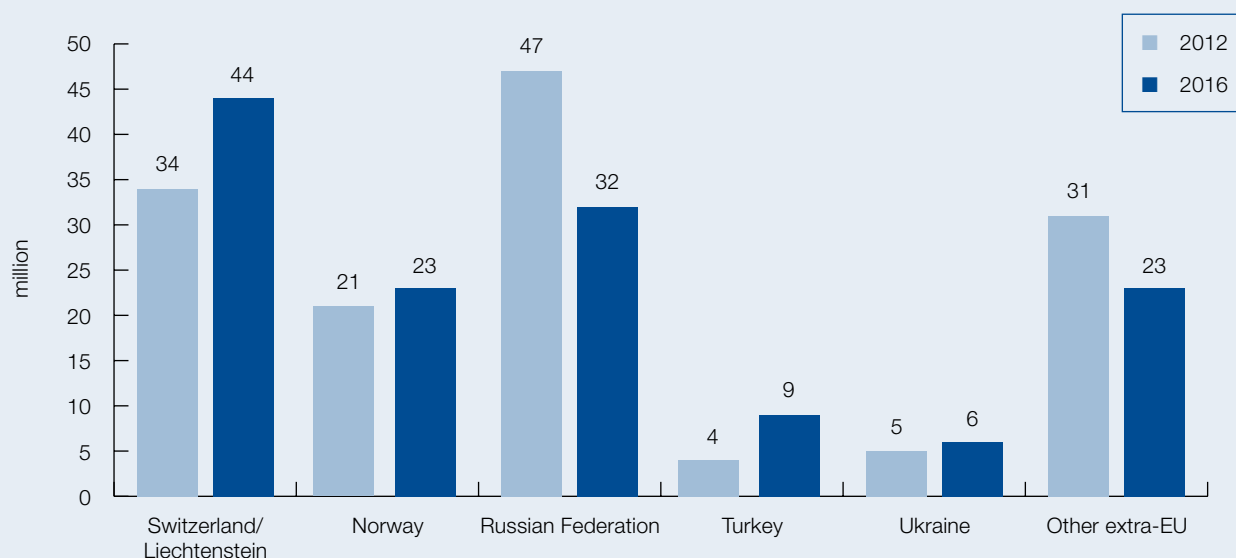
Ukraine accounted for 6 million nights and 2 million guest arrivals at EU accommodation establishments in 2016 (at an average of 3 nights per arrival per establishment). Nights spent by visitors from Ukraine grew at a rate of 5% a year on average between 2012 and 2016. The preferred destination within the EU is neighbouring country Poland, where visitors from Ukraine spent 924 thousand nights in 2016. Italy is the second most visited destination with 853 thousand nights spent, followed by Spain with 557 thousand nights and Bulgaria and Croatia with around 400 thousand nights each.

Asia and the Pacific is the EU's largest tourism source region outside Europe

Visitors from Asia and the Pacific (including Oceania and the Middle East) spent 138 million nights in accommodation establishments in the EU (table 8.2). With 42 million Asian guest arrivals in EU accommodation establishments, this corresponds to an average 3 nights per establishment. Nights spent by Asian visitors grew an average 16% per year in the period 2012-2016, outpacing the growth of other regions and overtaking the Americas for the first time. By individual Asian source market, China leads with 25 million nights spent in EU establishments, followed by Australia (22 million), Japan (10 million) and the Republic of Korea (8 million).

China (including Hong Kong) has been the top market from Asia and the Pacific in nights spent in EU destinations since 2012, when it overtook Japan. Guest arrivals from China in EU accommodation establishments reached over 10 million in 2016, staying an average of 2.4 nights per establishment. The total number of nights spent doubled in four years' time to 25 million in 2016, up from 12 million in 2012. China continues to be one of the fastest growing markets at 19% a year on average in the period 2012-2016, equivalent to some 3 million additional nights a year. Italy is the top EU destination for Chinese visitors, with 4 million nights spent in 2016 (average 16% growth per year in 2012-2016). The United Kingdom is also a major destination with 3.4 million nights in 2012, though no data is available after 2012. France with 3.3

Nights spent by extra-EU residents at EU accommodation establishments



Source: compiled by World Tourism Organization (UNWTO) based on Eurostat.

million nights spent (+17% a year), Germany with 2.6 million nights (+13% a year), Spain with 1.8 million nights (+27% a year) and Austria with 1 million nights (+19% a year) are also beloved by Chinese visitors.

Australia is the EU's second largest source market in Asia and the Pacific after overtaking Japan in 2013. Australian visitors spent 22 million nights at EU accommodation establishments in 2016, with growth of 16% a year on average in the period 2012-2016. The United Kingdom is likely to remain the top destination for visitors from Australia, with 4.6 million nights in 2012, though more recent data is missing. Italy is the next most popular EU destination with 2.4 million nights in 2016. This is partly a reflection of Italy being the third major European country of descent for Australians after the United Kingdom and Ireland, with almost a million Australians identifying themselves as having Italian ancestry. France reported 1.0 million nights from Australian visitors, Spain 867 thousand, Germany 754 thousand, Greece 589 thousand, Ireland 439 thousand and Croatia 397 thousand.

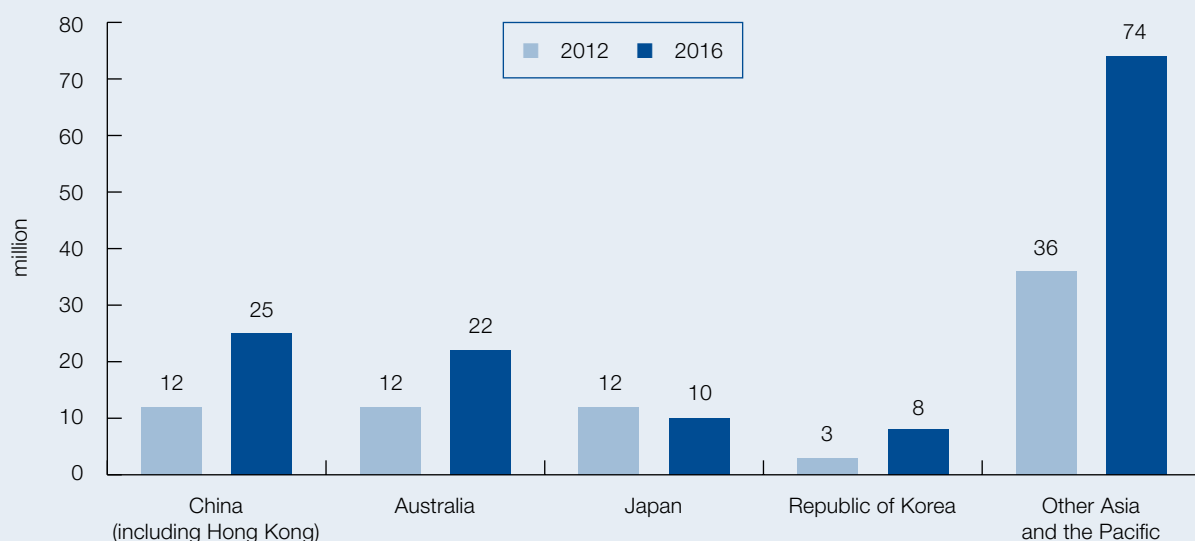
Japan was traditionally the largest Asian source market for the EU, but following slower growth in the last decades, it is now the third largest. The number of nights spent by Japanese visitors in the EU decreased by an average 5% per year in 2012-2016, to 10 million in 2016. Italy is also the top destination for Japanese visitors despite the decline in the last four years to 1.9 million nights in 2016 (-9% per year in 2012-2016). France, Spain and Germany are major destinations as well, each reporting slightly over

1 million nights. All these destinations recorded a decline in Japanese nights at accommodation establishments except for Spain, where nights remained flat this four-year period.

By contrast, the Republic of Korea has shown the fastest growth in the last few years and has become a major source market for EU destinations. Korean visitors spent 7.6 million nights in EU accommodation establishments in 2016, up from 3.2 million in 2012, corresponding to a remarkable growth of 24% a year on average in these four years. Similar to other Asian markets, Italy is the largest destination for Korean visitors, who spent 1.6 million nights in Italian accommodation establishments in 2016. This number grew at the same fast rate as the number of nights spent by Koreans in EU destinations overall. Spain is the second major destination in the EU for Koreans, with 1.0 million nights spent in 2016, followed by Germany with 614 thousand, France with 461 thousand nights and Croatia with 447 thousand.

Visitors from other markets grouped together under 'other Asia and the Pacific' represent another 74 million nights spent at EU accommodation establishments in 2016. This category comprises many other important source markets in Asia, among which India, plus all the Middle Eastern markets. As it is a rather large and fast growing group, a further breakdown into specific markets by Eurostat would be desirable, so these could be analysed separately.

Nights spent by residents from Asia and the Pacific at EU accommodation establishments



Source: compiled by World Tourism Organization (UNWTO) based on Eurostat.

The United States remains the undisputed top source market outside the EU

In 2016, visitors from the Americas spent 120 million nights in EU accommodation establishments (table 8.3). With 39 million guest arrivals at establishments, the average stay was 3 nights per establishment. In the period 2012-2016, nights spent by visitors from the Americas grew at a robust rate of 9% a year on average.

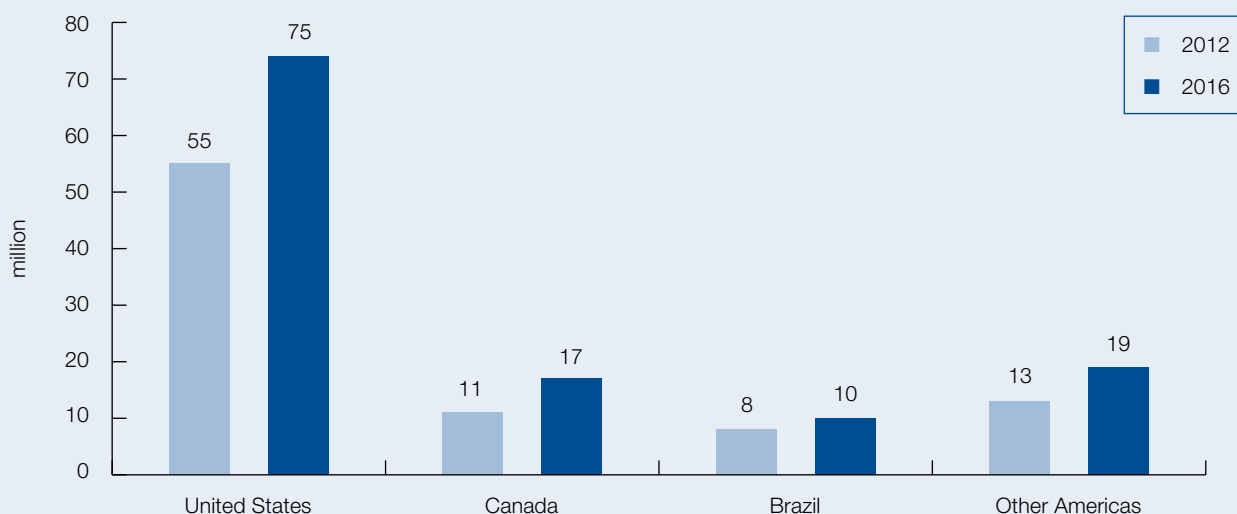
The United States has been the major source market outside Europe for many years and continues to lead by number of nights spent. EU accommodation establishments welcomed 25 million guest arrivals from the United States in 2016, spending 74 million nights or 3 nights on average. Nights grew by 8% a year on average between 2012 and 2016. The United Kingdom has traditionally been the number one destination for US visitors to the EU, with 14 million nights recorded in 2012, though more recent information is not available. In 2016, visitors from United States spent 11 million nights in Italy and 8 million nights in France. Nights in Spain and Germany reached 6 million in each destination, while Ireland reported 4 million nights.

EU destinations received around 5 million guest arrivals from Canada, who spent 17 million nights in accommodation establishments in 2016 (4 nights on average per establishment). In the period 2012-2016, nights grew at an average of 12% a year. The destination preference of Canadian visitors is rather similar to those

of the United States, with the United Kingdom as the traditional top destination in the EU with 3.1 million nights spent in 2012, though more recent information is missing. Italy stood out with Canadian visitors spending 2.0 million nights at accommodation establishments in 2016. Spain accounted for 1.3 million nights and France for 1.1 million. Nights spent in Ireland reached 729 thousand and in Germany 620 thousand.

Approximately 3 million guests from Brazil spent 10 million nights in 2016 at accommodation establishments in EU destinations (3 nights per establishment on average). Nights spent by Brazilian visitors grew at an annual average rate of 7% between 2012 and 2016. Brazilians spent more nights in Italy, with 1.9 million nights reported in 2016. In Portugal, a familiar destination for Brazilians due to cultural ties and the language, nights reached 1.6 million after growing an average 9% a year from 2012 to 2016. Spain and France both accounted for around 1 million nights, while Brazilian visitors spent 665 thousand nights in Germany.

Nights spent by residents from the Americas at EU accommodation establishments



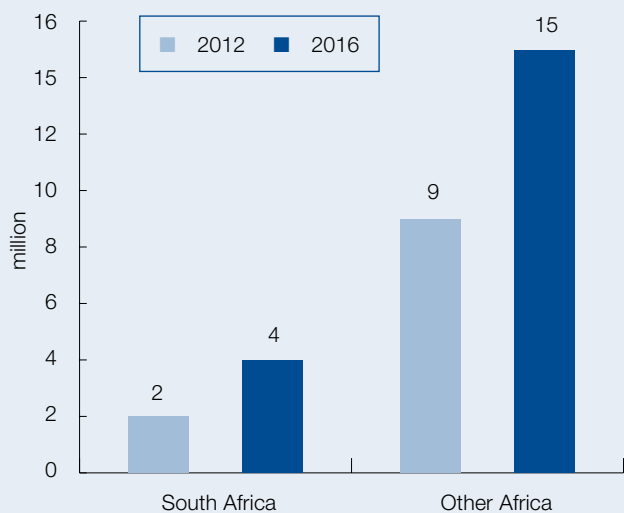
Source: compiled by World Tourism Organization (UNWTO) based on Eurostat.

African source markets account for 18 million nights spent in the EU

In 2016, visitors from Africa accounted for 18 million nights and 4 million guest arrivals at EU accommodation establishments, with an average length of stay of 5 nights per establishment (table 8.4). Although the base volume is comparatively smaller than in other regions of the world, nights spent by African visitors almost doubled between 2012 and 2016, growing at a robust rate of 16% a year on average.

South Africa is the major source market in the region with nights spent at EU accommodation establishments reaching 3.5 million in 2016, up from 1.6 million in 2012 (+21% a year on average in 2012-2016). The United Kingdom has traditionally been the first destination for South African visitors to the EU, with 644 thousand nights reported in 2012, though more recent information is not available. Similarly to other world regions, four destinations stand out as the preferred by South Africans in 2016. Italy leads with 281 thousand nights, followed by Germany with 177 thousand, Spain with 171 thousand and France with 122 thousand nights.

Nights spent by residents from Africa at EU accommodation establishments



Source: compiled by World Tourism Organization (UNWTO) based on Eurostat.

¹ See for the UNWTO classification the tables by region in the UNWTO Tourism Highlights at <http://mkt.unwto.org/highlights>. For Eurostat see pages 124-127 of the Methodological manual for tourism statistics at: <http://ec.europa.eu/eurostat/en/web/products-manuals-and-guidelines/-/KS-GQ-13-007>



Over the past century, tourism has experienced continued expansion and diversification to become one of the largest and fastest-growing economic sectors in the world. It is a key driver of socio-economic progress through the creation of jobs and enterprises, export revenues, and infrastructure development. Tourism is estimated to account for 10% of the world's gross domestic product (of which 3% direct, 5% indirect and 2% induced contribution) and one in ten jobs globally¹.

Also in the EU economy, tourism is a crucial economic engine and job creator. The EU has a well-developed tourism sector that caters for substantial demand, both domestic and international, with the latter representing 40% of the world's international tourist arrivals and 31% of international receipts. According to data from Eurostat, EU tourism industries comprised 2.3 million enterprises in 2014, most of them small and medium-sized enterprises (SMEs). Enterprises in industries with tourism-related activities employed some 12 million people in the European Union, equivalent to 9% of total employment in the non-financial business economy².

Tourism furthermore contributes significantly to the balance of payments, accounting for 6% of the EU's overall exports of goods and services and 22% of its services exports in 2016.

This chapter explores the contribution of tourism to the EU economy, specifically to its gross domestic product (GDP), employment and exports, according to data from Eurostat, the European Commission (EC), the Organi-

zation of Economic Co-operation and Development (OECD) and UNWTO. Note that given the variety of sources, available data for the various indicators may correspond to different years.

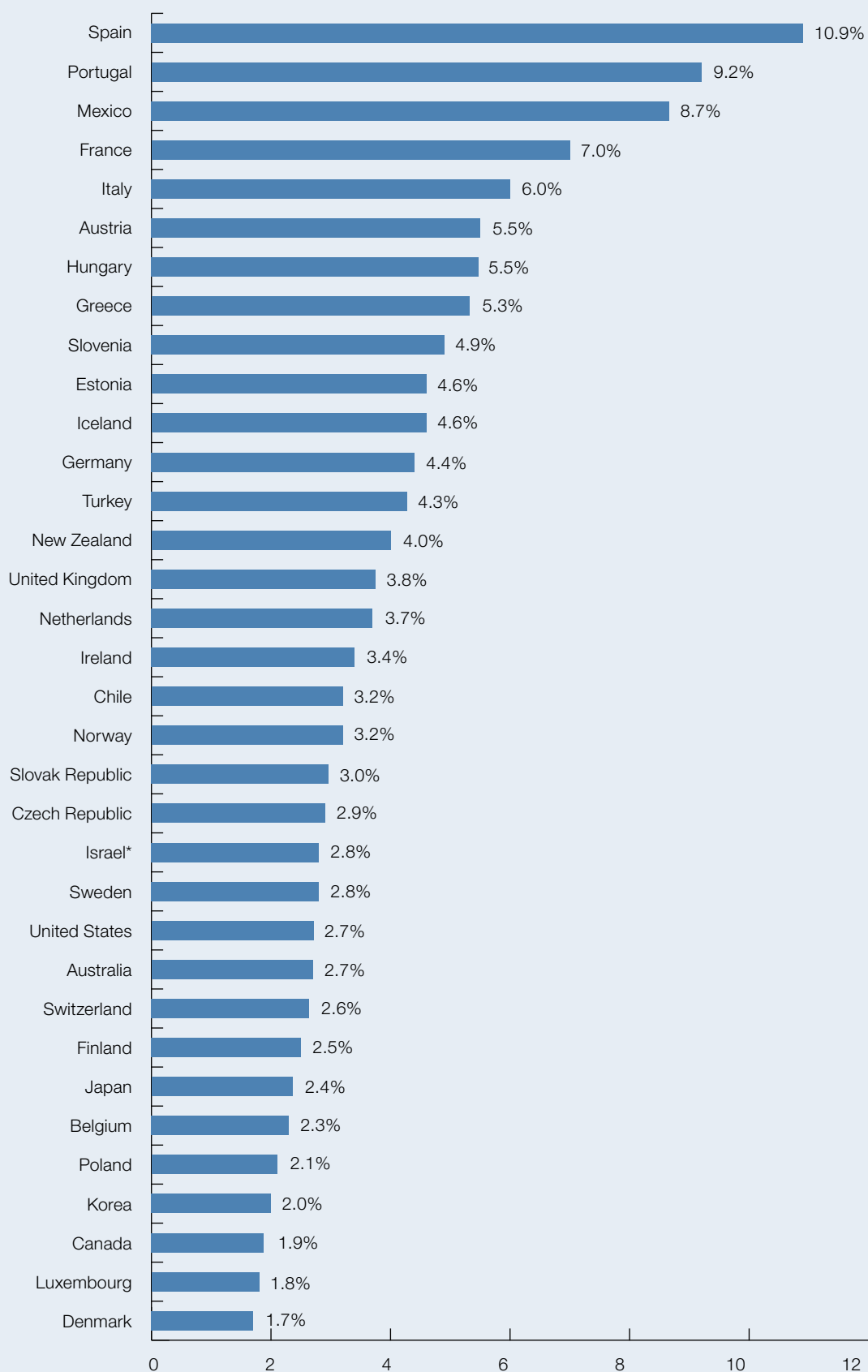
Tourism's contribution to Gross Domestic Product

This section looks at the economic contribution of tourism to the GDP of the 28 countries in the European Union, through data generated from the Tourism Satellite Accounts (TSA). The TSA is a standard statistical framework and the main tool for the economic measurement of tourism comparable to other sectors of the economy. Although TSA data provides a useful insight on the contribution of tourism, it is still fragmented and not sufficiently harmonised across countries, so comparisons must be interpreted with caution.

In a 2010 strategy paper on tourism, the European Commission indicates that the tourism sector directly generated over 5% of the EU GDP³. Taking into account other industries linked to it, such as distribution, construction and cultural and creative industries, tourism's contribution to the economy represents over 10% of the EU GDP.

According to the EC, tourism is the third largest socio-economic activity in the European Union (after the trade, distribution and construction sectors), and has an overall positive impact on economic growth and employment. Tourism also contributes to the development of European

Direct contribution of tourism to OECD countries, as percentage of GDP, 2014 or latest year available



Source: compiled by World Tourism Organization (UNWTO) based on OECD.

regions and, if sustainable, helps to preserve and enhance cultural and natural heritage.

In a 2016 report by the OECD also using the TSA framework, tourism is estimated to directly contribute to 4% of GDP in the group of OECD Member States⁴. The report reveals significant variation in the weight of tourism in the economies of individual countries with available data (table 9.1).

Among the 28 countries of the European Union, the direct contribution of tourism is highest in Spain, estimated at 11% of GDP, and Portugal, about 9%, followed by France (7%) and Italy (6%). It is above 5% in Austria, Hungary and Greece and about 4% in Germany, the United Kingdom and the Netherlands. The contribution is smallest in Belgium, Poland and Denmark, where tourism is estimated to represent around 2% of their GDP. The share of tourism in Southern and Mediterranean European economies is clearly higher, while Northern and Western European economies rely comparatively less on this sector.

Tourism industries employ 12 million people in the European Union

Tourism is a labour-intensive sector that has become a major source of job creation at all skill levels. Worldwide, tourism is estimated to account for one in ten jobs, including direct, indirect and induced jobs as referenced at the beginning of this chapter. Tourism has a significant multiplier effect, creating employment in related sectors such as agriculture, construction, maintenance, retail, handicrafts or financial services. According to UNWTO and the International Labour Organization (2014), one job in the core tourism industry of accommodation creates about one and a half additional (indirect) jobs in the tourism-related economy⁵.

In the European Union, tourism industries also sustain a substantial number of jobs and offer plenty of opportunities for entrepreneurs. The following overview on tourism employment in EU countries is primarily based on the most recent data provided by Eurostat⁶. According to this data, there were 2.3 million enterprises in the EU (as of 2014) that supplied goods and services mainly or partially to tourists. This is equivalent to one in ten enterprises in the EU non-financial business economy, which includes the sectors of industry, construction and distributive trades and services (see table 9.2)

About the Tourism Satellite Accounts

The Tourism Satellite Accounts (TSA) is a standard statistical framework and the main tool for the economic measurement of tourism. It has been developed by the World Tourism Organization (UNWTO), the Organisation for Economic Co-operation and Development (OECD), the Statistical Office of the European Communities (Eurostat) and the United Nations Statistics Division (UNSD).

The Tourism Satellite Account: Recommended Methodological Framework 2008 (also known as the TSA: RMF 2008) provides the common conceptual framework for constructing a TSA. It adopts the basic system of concepts, classifications, definitions, tables and aggregates of the System of National Accounts 2008 (SNA 2008), the international standard for a systematic summary of national economic activity, from a functional perspective.

The TSA framework focuses on the description and measurement of tourism in its different forms (inbound, domestic and outbound). It highlights the relationship between consumption by visitors and the supply of goods and services in the economy, principally those from the tourism industries. With this instrument, it is possible to estimate tourism GDP, to establish the direct contribution of tourism to the economy and to develop more complex and elaborated schemes building on the intrinsic relationship of the Tourism Satellite Account with the System of National Accounts and the balance of payments. The TSA incorporates a set of 10 summary tables, each with their underlying data:

- Inbound, domestic tourism and outbound tourism expenditure;
- Internal tourism expenditure;
- Production accounts of tourism industries;
- The Gross Value Added (GVA) and Gross Domestic Product (GDP) attributable to tourism;
- Employment;
- Investment;
- Government consumption; and
- Non-monetary indicators.

For more information on the TSA

International Recommendations for Tourism Statistics (IRTS 2008):
<http://statistics.unwto.org/content/irts-2008>

The conceptual framework for TSA - Tourism Satellite Account: Recommended Methodological Framework (TSA:RMF):
<http://statistics.unwto.org/content/tsarmf2008>

TSA Data Around the World – Worldwide summary:
<http://statistics.unwto.org/content/tsadata>

Eurostat, Tourism Satellite Accounts in Europe:
<http://ec.europa.eu/eurostat/web/products-statistical-reports/-/KS-FT-17-002>

Enterprises in tourism industries employed some 12 million people in the European Union in 2014, equivalent to 9% of total employment in the non-financial business economy⁶. More specifically in the services sector in the European Union, tourism industries accounted for 22% of workers.

By tourism industry in the EU, nearly 7 million of these 12 million people are employed in the food and beverage industry, 2.4 million in the accommodation sector (not including real estate) and 1.9 million in transport. Travel agencies and tour operators account for nearly half a million employed persons and car and other rentals about 0.2 million. The three industries that rely almost entirely on tourism – accommodation, travel agencies/tour operators and air transport – employ 3.3 million people in the EU.

Tourism is a major economic activity in most countries of the European Union

For the 28 EU countries as a group, tourism industries represent 9% of persons employed in the total non-financial business economy. In Member States for which data are available, tourism ranges from 4% to 13% of persons employed. Spain and Austria have the highest share of employment (13% each), followed by Croatia and the United Kingdom (both 12%) (table 9.3). In absolute numbers, the United Kingdom and Germany had the highest employment in the tourism industries (2.2 million people each), followed by Italy (1.4 million) and Spain (1.3 million).

Information on tourism-related employment is also provided by the Tourism Satellite Accounts (TSA), though this is somewhat limited in terms of comparability and geographical coverage. Among other indicators, the TSA in Europe provides data on number of jobs in tourism and non-tourism industries (but directly connected to tourism) for nine EU countries (table 7 of the TSA: Employment in the tourism industries)⁷. Of those countries with available data, Spain leads with 2.3 million tourism-related jobs (2011 data). This represents 48% of the total 4.8 million jobs in all nine reporting countries. For the rest of EU countries information is not available.

Employment in tourism industries shows resilience

Tourism is one of the most dynamic and resilient economic sectors and has a strong capacity to generate jobs, particularly for women and youth, and to enhance the role of SMEs in the tourism value chain. Importantly, tourism has a higher share of women employees and entrepreneurs than the economy as a whole and creates significant employment opportunities for young people, thus firmly contributing to reducing youth unemployment.

In times of economic difficulties, employment in tourism tends to be less affected and to recover more quickly than other economic sectors (see endnote 5). This has been the case for the European Union after the 2009 financial and economic crisis. Although the global economic crisis caused a drop in employment around the world, this did not occur in the services sector according to Eurostat. This includes the core tourism industry of accommodation, where employment grew at an average annual rate of 0.9% since 2008. This shows the tourism sector's resilience at times of economic turmoil, when other sectors were harder hit.

Seasonality in tourism activities is only partly reflected in tourism employment

Tourism demand varies considerably throughout the year. Occupancy rates at accommodation establishments are higher in the summer months than in any other period of the year. In the EU, the average number of nights spent in accommodation establishments is 2.9 times higher in the third quarter of the year (the peak quarter) than in the first quarter (the lowest quarter)⁸.

These seasonal fluctuations only partly translate into seasonal variations in employment. In the peak quarter of 2014, employment in tourism was only 1.2 times higher than in the lowest quarter. This affects the accommodation sector the most, where employment was also 1.2 times higher in the peak quarter than in the lowest quarter. In air transport it was 1.1 times higher and in travel agencies it was about the same.

Relative to the annual average, employment in the peak quarter was 9% higher overall. In the accommodation sector it was 11% higher, in air transport 5% higher and in travel agencies and tour operators 2.5% higher.

Tourism creates jobs for women and youth

The tourism sector is a major employer of women and attracts a young labour force. Almost 6 out of 10 persons employed by the tourism industries in the European Union are women. Compared with the total non-financial business economy, where 36% of people employed are female, the labour force of the tourism industries includes more female workers (58%) than male workers.

With 13% of workers aged 15 to 24, compared with 9% for services or for the non-financial business economy, the tourism industries have a particularly young labour force, as these industries can make it easy to enter the job market.

For a comprehensive analysis of tourism employment in the European Union, including the contribution of tourism to the labour market, the characteristics of jobs in tourism industries, the participation in the tourism sector of women and youth, seasonality and regional issues, among other topics, see Eurostat Statistics Explained at: http://ec.europa.eu/eurostat/statistics-explained/index.php/Tourism_industries_-_employment.

Tourism accounts for 6% of total exports and 22% of services exports in the EU

In macro-economic terms, expenditure by international visitors is recorded as exports for the destination country and as imports for the visitor's country of residence. International tourism contributes substantially to the Balance of Payments (BOP) of many countries around the world and is a major source of foreign revenues. Tourism exports are composed of international tourism receipts earned in the destinations and of exports generated through international passenger transport services rendered to non-residents. These items are reported in the BOP, as 'travel credit' and 'passenger transport credit' respectively (see explanation in box in page 59).

In 2016, international tourism receipts reached euro 1,106 billion and passenger transport euro 196 billion, putting total export earnings from international tourism at euro 1,303 billion globally. This represents 7% of overall exports in goods and services and 30% of the world's services exports alone (table 9.4). As a worldwide export category, tourism ranks third after chemicals and fuels, and ahead of automotive products and food (table 9.4). In many countries tourism is the top export category. Tourism is increasingly an essential component of export diversification, both for emerging

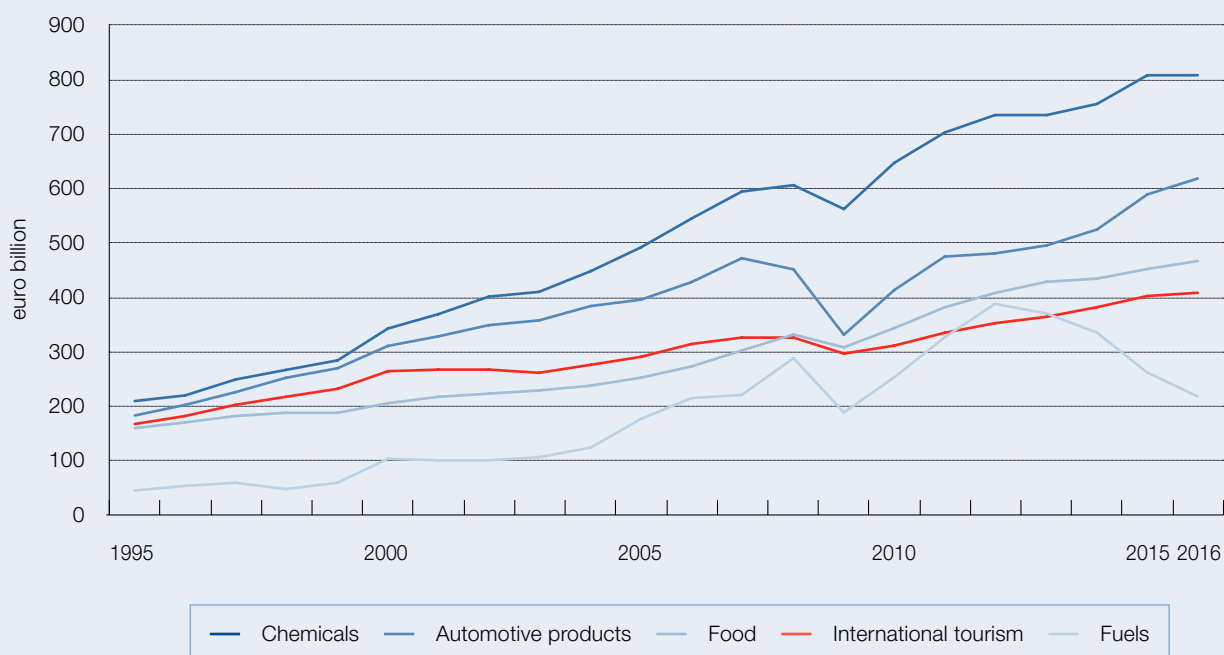
The importance of the quality and comparability of employment data to effectively measure the economic impact of tourism

Tourism is a people's sector in all its aspects and dimensions. However, data on tourism-related to employment is still fragmented, lacks quality and international comparability. This is the case not only at the international level, but also at the national level where different methods and sources often result in different figures and results. Enhancing the quality and comparability of tourism employment statistics would significantly improve the monitoring of tourism labour markets and the promotion of productive activities, as well as the effective use of qualified labour, the principal factor in ensuring sustainable tourism development and its contribution to economic growth and employment.

Statistical data are indispensable tools for sound evidence-based decision-making, planning, implementation and monitoring of any policies and programmes. Consequently, the level of detail and the reliability of data, as well as of its interpretation and use, have a direct impact on the effectiveness of such policies and programmes. Among these are tourism statistics and tourism employment-related data, which are fundamental to understand tourism labour markets and devise adequate job creation policies, promote employment opportunities, plan workforce needs and develop human resources through education and relevant training.

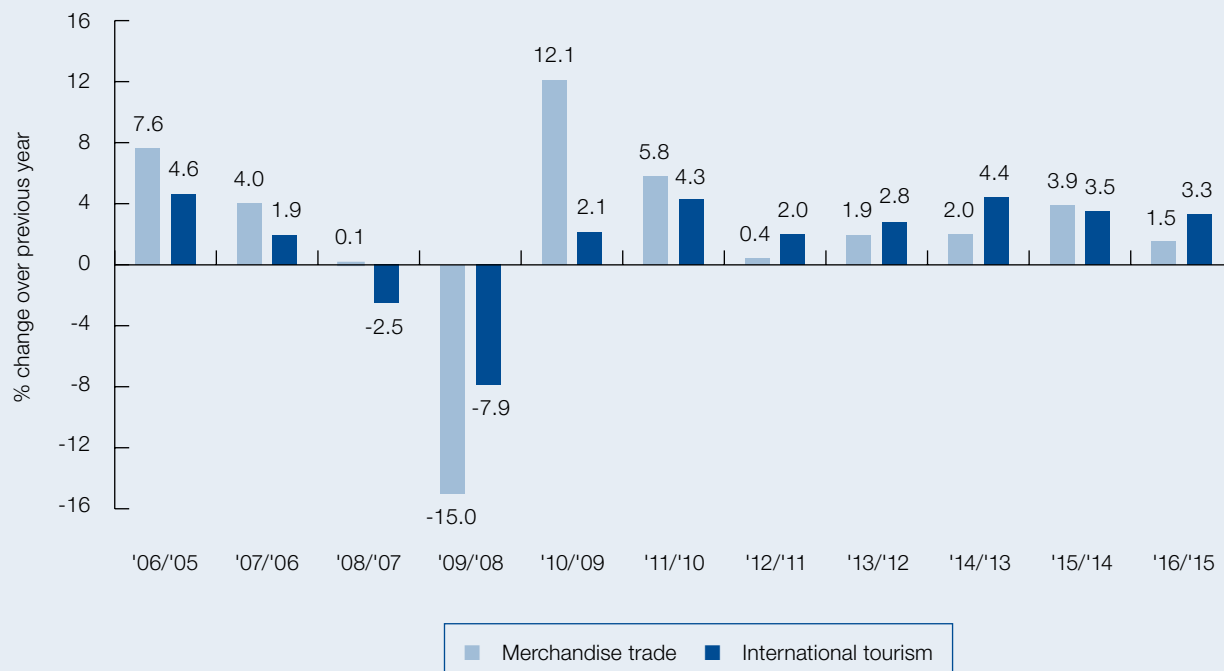
UNWTO and ILO (2014), *Measuring Employment in the Tourism Industries – Guide with Best Practices*, available at: <http://www.e-unwto.org/doi/book/10.18111/9789284416158>

International tourism (BOP Travel & Passenger Transport) and other export categories, EU



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

EU international tourism (BOP Travel & Passenger Transport) and merchandise trade



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

and advanced economies, and often shows a strong capacity to compensate for weaker export revenues in many commodity and oil exporting countries.

In the European Union, international tourism represents a major source of export revenue for many economies. In 2016, the EU earned euro 342 billion in international tourism receipts, or 31% of the world's tourism earnings, after growing 3% in real terms from the previous year. International passenger transport (rendered to non-residents) is estimated to have generated another euro 67 billion, resulting in total export earnings from international tourism of euro 409 billion. This represents 6% of its overall exports of goods and services, and 22% of the EU's services exports.

Tourism ranks as fourth largest export category in the EU, after chemicals, automotive products and food, and ahead of fuels.

International tourism has generally grown faster than merchandise trade in the EU and has shown more resilience during economic downturns, particularly in crisis year 2009. It has also demonstrated a strong capacity to compensate for weaker export revenues from other goods or services.

Southern and Mediterranean destinations enjoy the highest shares of export earnings from tourism

The percentage of tourism (BOP Travel and Passenger Transport) in overall exports is highest in EU destinations in Southern and Mediterranean Europe. Croatia (36%), Greece (29%), Cyprus (22%) and Portugal (20%) boast the largest shares of tourism earnings relative to exports. The lowest are found in the Western European destinations of the Netherlands (2%) and Belgium (3%).

Relative to services exports specifically, the share of international tourism is also highest in Southern and Mediterranean destinations, namely in Croatia (73%), Greece (59%) and Portugal (58%), where tourism represents over half their services exports. It is also substantial in the Central and Eastern European destinations of Bulgaria (49%), Slovenia (36%), Slovakia (34%), Estonia (31%) and the Czech Republic (30%). In Austria (Western Europe), tourism accounts for 35% of services exports.

EU boasts a surplus of euro 27 billion in the travel trade balance

International tourism receipts are a services export for a destination, while tourism expenditure is a services import for the source country. As such, international tourism can generate a tourism trade surplus (when receipts exceed expenditure), or a deficit (vice versa) in the Balance of Payments (BOP) of countries.

Due to their high tourism earnings and comparatively low expenditure, some countries have important travel trade surpluses in their travel trade balance. This is the case of several destinations in Europe as well as the EU as a whole. In 2016 the EU recorded a travel trade surplus of euro 27 billion, resulting from international tourism receipts of euro 342 billion and expenditure of euro 315 billion (table 9.6). Travel trade surpluses were recorded in the group of EU countries in Southern and Mediterranean Europe (euro 83 billion) and Central and Eastern Europe (euro 10 billion). By contrast, EU countries in Northern Europe (euro -28 billion) and Western Europe (euro -38 billion) recorded deficits in the travel trade balance.

International tourism as export earnings

Spending by international visitors is recorded as exports in the destination country and as imports in the visitor's country of residence. In the Balance of Payments (BOP), receipts from inbound tourism are reported as 'travel credit' under the services balance, while expenditure on outbound tourism is recorded as 'travel debit'. Tourism also generates export earnings through international passenger transport, which is reported separately under 'passenger transport credit' in the services section of the Balance of Payments. Passenger services are recorded as export earnings for the country where the transport companies are registered when the service is provided to non-residents.

Highest surplus in Southern and Mediterranean destinations Spain, Italy and Greece

Of EU countries, Spain has the largest tourism trade surplus (euro 37 billion) followed by Italy (euro 14 billion) and Greece (euro 11 billion). This explains the favorable travel balance of EU Southern and Mediterranean Europe. Austria (Western Europe) has the fourth largest surplus (euro 9 billion) and Croatia (Southern and Mediterranean Europe) the fifth largest (euro 8 billion). These and other countries with travel surpluses are net tourism earners, meaning they earn more than they spend on international tourism.

As opposed to this, some countries have a deficit on their travel trade balance, mostly in Northern and Western Europe. Germany (euro -38 billion) and the United Kingdom (euro -21 billion) have the largest deficits, followed by Belgium (euro -7 billion) and the Netherlands (euro -4 billion). Other Western and Northern European markets have smaller deficits. These markets are net spenders on international tourism, meaning higher expenditure than earnings in international tourism.

Transfer of international tourism from north and west to south and east

Differences in the travel trade balance between countries are a reflection of net travel flows within a region. In the EU, Western Europe and Northern Europe are net spenders on international tourism, while Southern and Mediterranean Europe and to a lesser extent Central and Eastern Europe are net earners. This suggests a net flow of visitors and expenditure from the former to the latter, in a broad north and west to south and east transfer of tourism.

This analysis should be read with caution as travel flows occur in many directions and both ways, both between countries within the European Union and to and from countries outside the EU. Net tourism flows do not imply that travel occurs only one way (outbound or inbound), but simply that one flow is larger than the other. Net spending markets are also large earners themselves. For instance, Western Europe accounts for 34% of the tourism receipts in the EU, only moderately behind Southern and Mediterranean Europe (39%). The same applies to net-earning markets; they spend considerably on outbound tourism as well. Finally, travel flows also occur to and from countries outside the EU, meaning that net spending or net earning positions are influenced by extra-EU and interregional markets as well. Still, this analysis helps understand the broad transfer of international tourism within the EU and specifically the net transfer of tourism spending.

-
- 1 According to estimates by the World Travel and Tourism Council (WTTC), see: <https://wttc.org/research/economic-research/economic-impact-analysis>
 - 2 Eurostat, Tourism industries – economic analysis, http://ec.europa.eu/eurostat/statistics-explained/index.php/Tourism_industries_-_economic_analysis
 - 3 European Commission (2010), Europe, the world's No. 1 tourist destination – a new political framework for tourism in Europe, http://ec.europa.eu/growth/sectors/tourism/policy-overview_en
 - 4 OECD (2016), Tourism Trends and Policies 2016, http://oecd-ilibrary.org/industry-and-services/oecd-tourism-trends-and-policies-2016_tour-2016-en
 - 5 UNWTO and ILO (2014), Measuring Employment in the Tourism Industries – Guide with Best Practices, available at: www.e-unwto.org/doi/book/10.18111/9789284416158 See also box.
 - 6 Eurostat, Tourism industries – economic analysis, http://ec.europa.eu/eurostat/statistics-explained/index.php/Tourism_industries_-_economic_analysis
 - 7 Eurostat, Tourism Satellite Accounts in Europe, <http://ec.europa.eu/eurostat/web/products-statistical-reports/-/KS-FT-17-002>
 - 8 Eurostat, Tourism industries prove resilient to the economic crisis and provide jobs for women and young people, http://ec.europa.eu/eurostat/statistics-explained/index.php/Tourism_industries_-_employment



UNWTO's long-term outlook *Tourism Towards 2030* shows that there is still a substantial potential for further tourism growth in coming decades

+2.3% International arrivals in the EU are expected to grow 2.3% a year until 2020 and 1.5% a year until 2030

International arrivals from markets outside the EU are expected to grow at a faster rate than from EU markets

EU tourism trends long-term outlook

UNWTO projected international arrivals in the European Union to grow at a rate of 1.5% a year between 2010 and 2030, as reported in *International tourism trends in EU-28 member states, current situation and forecasts for 2020-2025-2030*, published in 2014¹. The work was built on a set of base projections for 2030 presented in the UNWTO long-term outlook *Tourism Towards 2030*, published in 2011².

The 2030 base projections were made in 2011, with 2010 as the base year, right after the economic and financial crisis of 2009, and are therefore rather cautious. In the six years that have passed since, international arrivals have grown faster than expected, particularly in Europe. This is attributable to a stronger recovery after the 2009 crisis and a faster than anticipated growth of tourism demand from many source markets.

This chapter revisits the international tourism projections for the world and the EU in the period 2010-2030, as presented in the mentioned reports. The growth projections below are the result of a quantitative forecast model developed by UNWTO, using international tourist arrivals reported by destination countries as a basis. As in any forecasting exercise, results should not be interpreted as precise predictions, but as likely outcomes indicating the direction and magnitude of change.

Global growth projections

International tourist arrivals worldwide were projected to increase by an average of 3.3% a year over the period 2010 to 2030, as reported in *Tourism Towards 2030* (table 10.1). The rate of growth is expected to gradually decrease over time, from 3.8% in the first ten years to 2.9% in the last ten. This is calculated on top of growing base numbers, so in absolute terms arrivals will increase by some 44 million a year through 2030, compared with an average of 28 million a year in the period 1995-2010. At the projected rate of growth, international tourist arrivals worldwide are expected to reach 1.4 billion by 2020, and 1.8 billion by the year 2030.

The strongest growth by region is expected to occur in Asia and the Pacific, where arrivals are forecast to increase by 337 million to reach 545 million in 2030 (+4.9% per year). The Middle East and Africa are forecast to more than double their number of arrivals this period, from 55 million to 135 million and from 50 million to 134 million respectively. In comparison, Europe (from 488 million to 762 million) and the Americas (from 150 million to 248 million) are projected to grow at a slower pace.

Thanks to their faster growth, the global market shares of Asia and the Pacific (to 30% in 2030, up from 22% in 2010), the Middle East (to 7% from 6%) and Africa (to 7% from 5%) will all increase. As a result, Europe (to 42% from 51%) and the Americas (to 14% from 16%) will experience a further decline in their shares of international tourism,

mainly because of the slower growth of the comparatively mature destinations in North America, Northern Europe and Western Europe.

Growth projections for the European Union

In the EU, growth in arrivals was projected at 1.9% a year for the period 2010-2030, compared with 2.3% recorded in 1995-2010. As in the world projection, growth in the EU is expected to decrease over time, from 2.3% a year in the period 2010-2020 to 1.5% a year in 2020-2030. However, as the base volume increases year after year, a lower growth rate still represents substantial growth in absolute terms. The projected rate of growth in the period 2010-2030 translates into an increase of some 9 million international tourist arrivals a year on average, compared with an average 7 million a year in the period 1995-2010.

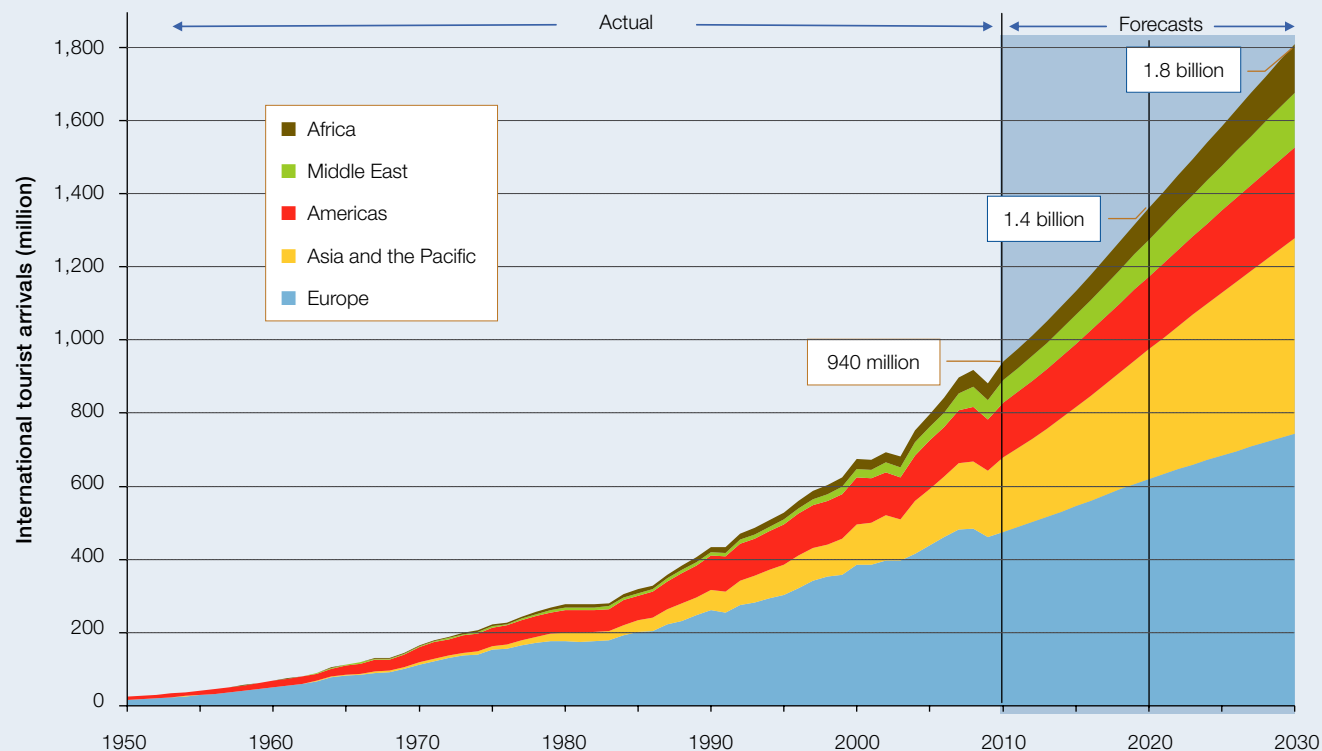
The graph in the following page shows the projected trend for the EU from 2010 to 2030 (in blue) and the actual volume of arrivals recorded through 2016 (in red). International arrivals are expected to reach 562 million

in 2030, up from 383 million in 2010. Given the higher than expected growth rates of the past six years, so far arrivals have exceeded the long-term trend. As such, it is likely that the total projected arrivals for 2030 will also be higher. In 2016, a total of 500 million arrivals were recorded in the EU.

Emerging economy destinations are generally expected to grow faster than advanced economy destinations given their higher development potential. The seven emerging economy destinations in the EU were forecast to grow an average 4.0% a year through 2020, compared to 2.1% a year in the case of the 21 advanced economy destinations. Considering that two of those emerging economies are now categorised by the IMF as advanced economies (Latvia and Lithuania), the now five emerging economy destinations have grown an average of 7% a year between 2010 and 2016.

In the same period, the 23 advanced economy destinations have grown an average of 4% a year. This is a rather strong pace of growth for a group that includes many large and mature destinations. In the period 2020-

UNWTO Tourism Towards 2030: Actual trend and forecast 1950-2030



Source: World Tourism Organization (UNWTO).

2030, emerging and advanced economy destinations are forecast to grow by 2.8% and 1.3% respectively.

In absolute terms, growth tends to be larger in advanced economies, as they usually grow from a much larger base. Advanced economy destinations in the EU are projected to see arrivals grow by 7 million a year on average, to reach 487 million in 2030. A total of 443 million arrivals were recorded in this group of destinations in 2016. Emerging economies are expected to see an increase of 2 million a year, to hit 75 million in 2030.

International arrivals have increased above the expectations of the projection, particularly in the EU, fuelled by stronger than expected intraregional demand and a robust economic recovery. Increasing air connectivity, more affordable travel and the rise of new tourism and information services through digital platforms have contributed to this remarkable growth. Weaker growth in North Africa and the Middle East has also partly redirected tourism flows to Europe, much of which to Southern and Mediterranean Europe.

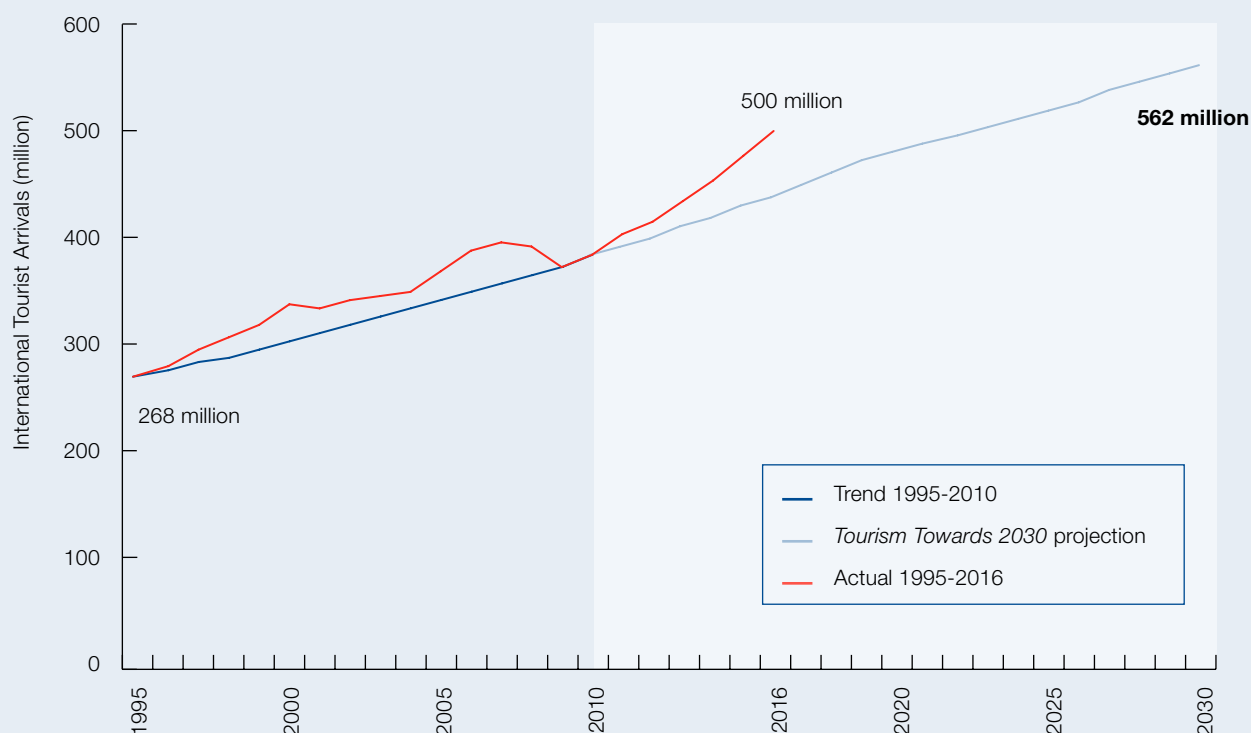
Although growth has been stronger than anticipated in many world destinations, global and regional projections for 2030 represent a useful reference for evaluating international tourism performance.

EU growth projections by region of origin

As in most world regions, the large majority of international arrivals in EU destinations originate from the same region. Of the 383 million arrivals recorded in 2010, 75% (288 mn) came from EU source markets, while another 11% (44 mn) originated in European source markets outside the EU (table 10.2). The remaining 52 million arrivals (13%) came from outside Europe, most of which from the Americas (7%, 27 mn) and Asia and the Pacific (5%, 18 mn), while Africa (4 mn) and the Middle East (3 mn) each accounted for some 1% of EU arrivals.

Arrivals in EU destinations from European source markets are expected to grow by 1.9% a year on average through 2030, of which from markets within the EU by 1.6% a year and from extra-EU by 3.5% a year. Interregional arrivals

EU, actual trend vs. *Tourism Towards 2030* projection

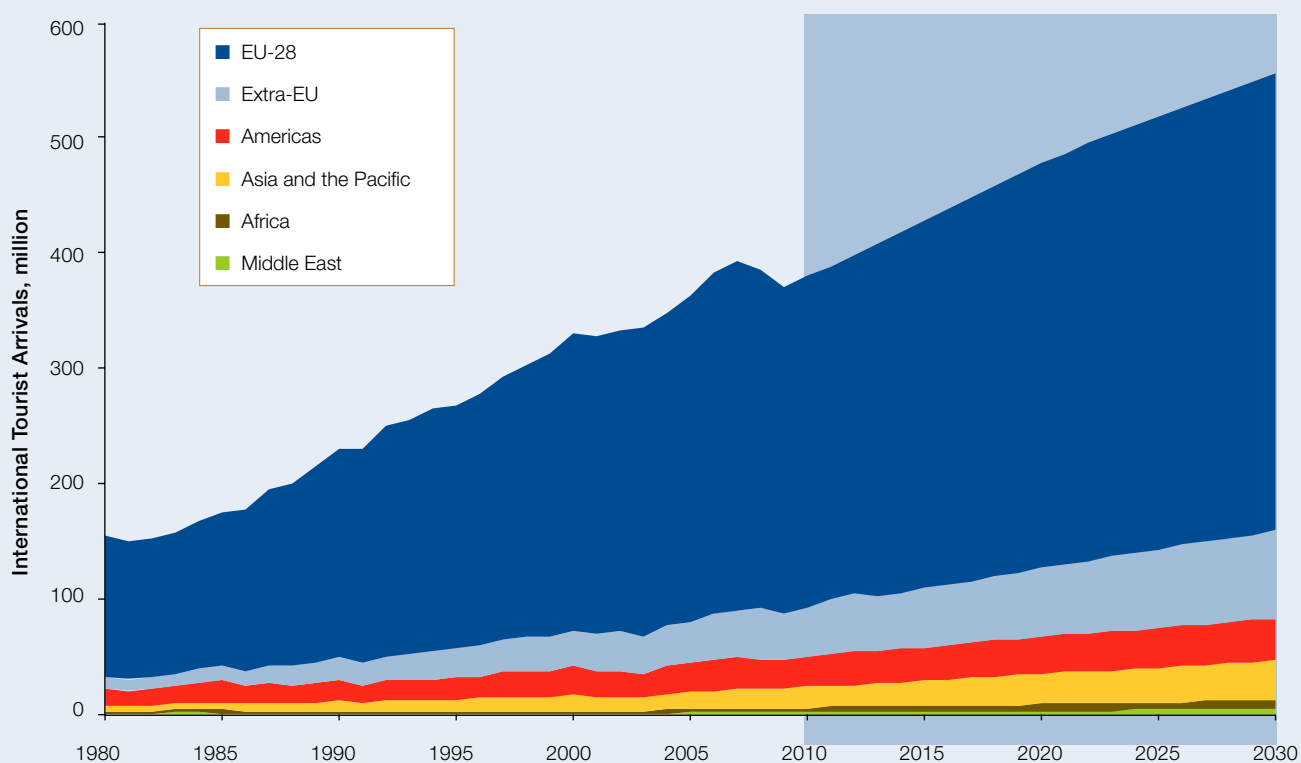


Source: World Tourism Organization (UNWTO).

are projected to grow by 2.4% a year, with the fastest growth expected to come from Africa (4.3% a year) though from a low base, followed by Asia and the Pacific (3.1% a year) and the Middle East (2.6% a year). The slowest growth is expected to come from the Americas (1.6% a year).

As result of the faster growth of arrivals from outside the EU, the share of arrivals in EU destinations from EU source markets intra intra-EU markets is expected to decrease slightly to 70% by 2030, while the share of extra-EU source markets in Europe will have increased to 13% and those from interregional source markets to 15%..

EU, inbound tourism by region of origin



Source: World Tourism Organization (UNWTO).

¹ *International tourism trends in EU-28 member states; Current situation and forecasts for 2020-2025-2030*, report for the European Commission, Directorate-General for Enterprise and Industry, prepared by the World Tourism Organization (UNWTO), available at https://ec.europa.eu/growth/content/international-tourism-trends-eu-28-member-states-current-situation-and-forecast-2020-2025-0_en

² <https://www.e-unwto.org/doi/book/10.18111/9789284414024>



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Series of International tourist arrivals and departures:

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
 u = low reliability
 l = change of series
 n/a = not applicable
 . = decimal separator
 , = thousands separator
 mn = million (1,000,000)
 bn = billion (1,000,000,000) [note in French 'milliard',
 in Spanish 'miles de millones']
 trn = trillion (1,000,000,000,000) [note in French 'billion',
 in Spanish 'billones']

Table 1.1 Overview of country groupings in UNWTO region Europe

	European Union entry year	Euro entry year	Schengen Area entry year	IMF Classification (advanced/emerging)
European Union destinations (EU)				
in Northern Europe				
Denmark	1973		2001	Adv.
Finland	1995	2002	2001	Adv.
Ireland	1973	2002		Adv.
Sweden	1995		2001	Adv.
United Kingdom	1973			Adv.
in Western Europe				
Austria	1995	2002	1997	Adv.
Belgium	1958	2002	1995	Adv.
France	1958	2002	1995	Adv.
Germany	1958	2002	1995	Adv.
Luxembourg	1958	2002	1995	Adv.
Netherlands	1958	2002	1995	Adv.
in Central/Eastern Europe				
Bulgaria	2007			Emerg.
Czech Republic	2004		2007	Adv.
Estonia	2004	2011	2007	Adv.
Hungary	2004		2007	Emerg.
Latvia	2004	2014	2007	Adv.
Lithuania	2004	2015	2007	Adv.
Poland	2004		2007	Emerg.
Romania	2007			Emerg.
Slovakia	2004	2009	2007	Adv.
in Southern/Mediterranean Europe				
Croatia	2013			Emerg.
Cyprus	2004	2008		Adv.
Greece	1981	2002	2000	Adv.
Italy	1958	2002	1997	Adv.
Malta	2004	2008	2007	Adv.
Portugal	1986	2002	1995	Adv.
Slovenia	2004	2007	2007	Adv.
Spain	1986	2002	1995	Adv.
European destinations outside the EU (extra-EU)				
in Northern and Western Europe				
Iceland			2001	Adv.
Liechtenstein			2011	Adv.
Monaco				Adv.
Norway			2001	Adv.
Switzerland			2008	Adv.
in Central/Eastern Europe				
Armenia				Emerg.
Azerbaijan				Emerg.
Belarus				Emerg.
Georgia				Emerg.
Kazakhstan				Emerg.

Table 1.1 **Overview of country groupings in UNWTO region Europe** (cont.)

	European Union entry year	Euro entry year	Schengen Area entry year	IMF Classification (advanced/emerging)
Kyrgyzstan				Emerg.
Rep. Moldova				Emerg.
Russian Federation				Emerg.
Tajikistan				Emerg.
Turkmenistan				Emerg.
Ukraine				Emerg.
Uzbekistan				Emerg.
in Southern/Mediterranean Europe				
Albania				Emerg.
Andorra				Adv.
Bosnia & Herzg.				Emerg.
FYR Macedonia				Emerg.
Israel				Adv.
Montenegro				Emerg.
San Marino				Adv.
Serbia				Emerg.
Turkey				Emerg.

Sources: https://europa.eu/european-union/about-eu/countries_en
https://ec.europa.eu/home-affairs/what-we-do/policies/borders-and-visas/visa-policy/schengen_visa_en
https://ec.europa.eu/info/business-economy-euro/euro-area/what-euro-area_en
<https://www.imf.org/external/pubs/ft/weo/2017/02/weodata/groups.htm>

Table 1.2

Surface area, population, Gross Domestic Product (GDP), GDP per capita

	Surface area (1 000 km ²)		Population (million)		Density per km ²		Gross Domestic Product (GDP)		GDP per capita	
	Share (%)		Share (%)		Share (%)		Share (%)		Share (%)	
	2015	in world	in EU	2016	in world	in EU	(euro trillion)	2016	in world	in EU
World	134,665	100		7,467	100		55	68,089	100	9,100
Advanced economies	32,878	24.4		1,055	14.1		32	41,545	61.0	39,400
Emerging economies	101,787	75.6		6,412	85.9		62	26,544	39.0	4,100
<i>By UNWTO regions:</i>										
Africa	27,557	20.5		1,123	15.0		40	1,643	2.4	1,500
North Africa	132	0.1		140	1.9		1,040	153	0.2	1,100
West and Central Africa	478	0.4		521	7.0		1,058	598	0.9	1,100
East Africa	367	0.3		398	5.3		1,057	456	0.7	1,100
Southern Africa	62	0.0		64	0.9		1,030	68	0.1	1,100
Americas	40,341	30.0		998	13.4		24	22,774	33.4	22,800
North America	473	0.4		486	6.5		1,018	507	0.7	1,000
Caribbean	43	0.0		44	0.6		1,014	45	0.1	1,000
Central America	45	0.0		47	0.6		1,031	51	0.1	1,100
South America	408	0.3		420	5.6		1,020	439	0.6	1,000
Asia and the Pacific	31,706	23.5		4,170	55.8		130	23,322	34.3	5,600
North-East Asia	1,620	1.2		1,642	22.0		1,009	1,668	2.4	1,000
South-East Asia	620	0.5		642	8.6		1,024	676	1.0	1,100
Oceania	38	0.0		40	0.5		1,030	43	0.1	1,100
South Asia	1,777	1.3		1,846	24.7		1,026	1,957	2.9	1,100
Middle East	6,588	4.9		259	3.5		39	1,808	2.7	7,000
Europe	28,473	21		917	12		32	18,533	27	20,200
Northern Europe	2,043	1.5		98	1.3		47	3,958	5.8	40,600
Western Europe	1,106	0.8		193	2.6		174	7,503	11.0	38,900
Central/Eastern Europe	23,189	17.2		385	5.2		17	2,670	3.9	6,900
Southern/Mediterr. Eu.	2,134	1.6		241	3.2		112	4,402	6.5	18,300
EU-28	4,384	3.3	100	509	6.8	100	116	14,909	21.9	29,200
in Northern Europe	1,143	0.8	26.1	92	1.2	18.0	79	3,630	5.3	39,700
Denmark	43	0.0	1.0	5.7	0.1	1.1	132	277	0.4	48,400
Finland	338	0.3	7.7	5.5	0.1	1.1	16	216	0.3	39,300
Ireland	70	0.1	1.6	4.7	0.1	0.9	66	276	0.4	58,800
Sweden	447	0.3	10.2	10.0	0.1	2.0	22	465	0.7	46,800
United Kingdom	244	0.2	5.6	65.6	0.9	12.9	267	2,396	3.5	36,500

Table 1.2 Surface area, population, Gross Domestic Product (GDP), GDP per capita (cont.)

	Surface area (1000 km ²)			Population (million)			Gross Domestic Product (GDP)			GDP per capita	
	2015	Share (%)		(million)	Share (%)		Density per km ²	(euro trillion)	Share (%)		(euro)
		in world	in EU		in world	in EU			in world	in EU	
in Western Europe	1,065	0.8	24.3	185	2.5	36.3	172	6,905	10.1	46.3	37,400
Austria	84	0.1	1.9	8.7	0.1	1.7	103	353	0.5	2.4	40,400
Belgium	31	0.0	0.7	11.3	0.2	2.2	368	423	0.6	2.8	37,500
France	549 ^a	0.4	12.5	64.6	0.9	12.7	117	2,229	3.3	14.9	33,300
Germany	357	0.3	8.2	82.5	1.1	16.2	229	3,144	4.6	21.1	38,200
Luxembourg	3	0.0	0.1	0.6	0.0	0.1	217	53	0.1	0.4	90,700
Netherlands	42	0.0	0.9	17.0	0.2	3.3	408	703	1.0	4.7	41,300
in Central/Eastern Europe	1,058	0.8	24.1	97	1.3	19.0	92	1,100	1.6	7.4	11,400
Bulgaria	111	0.1	2.5	7.1	0.1	1.4	64	48	0.1	0.3	6,800
Czech Republic	79	0.1	1.8	10.6	0.1	2.1	134	177	0.3	1.2	16,700
Estonia	45	0.0	1.0	1.3	0.0	0.3	29	21	0.0	0.1	16,000
Hungary	93	0.1	2.1	9.8	0.1	1.9	106	114	0.2	0.8	11,600
Latvia	64	0.0	1.5	2.0	0.0	0.4	31	25	0.0	0.2	12,700
Lithuania	65	0.0	1.5	2.9	0.0	0.6	44	39	0.1	0.3	13,500
Poland	313	0.2	7.1	38.0	0.5	7.5	122	426	0.6	2.9	11,100
Romania	238	0.2	5.4	19.8	0.3	3.9	83	170	0.2	1.1	8,600
Slovakia	49	0.0	1.1	5.4	0.1	1.1	111	81	0.1	0.5	14,900
in Southern/Mediterr. Eu.	1,118	0.8	25.5	136	1.8	26.7	122	3,274	4.8	22.0	24,100
Croatia	57	0.0	1.3	4.2	0.1	0.8	74	46	0.1	0.3	11,100
Cyprus	9	0.0	0.2	0.8	0.0	0.2	92	18	0.0	0.1	21,400
Greece	132	0.1	3.0	10.8	0.1	2.1	82	174	0.3	1.2	16,200
Italy	301	0.2	6.9	60.7	0.8	11.9	202	1,681	2.5	11.3	27,700
Malta	0.3	0.0	0.0	0.4	0.0	0.1	1,341	10	0.0	0.1	22,400
Portugal	92	0.1	2.1	10.3	0.1	2.0	112	185	0.3	1.2	18,000
Slovenia	20	0.0	0.5	2.1	0.0	0.4	102	40	0.1	0.3	19,600
Spain	506	0.4	11.5	46.4	0.6	9.1	92	1,119	1.6	7.5	24,100
Extra-EU	24,089	17.9		408	5.5		17	3,624	5.3		8,900
in Northern / Western Eu.	942	0.7		14	0.2		16	926	1.4		66,200
in Central/Eastern Europe	22,131	16.4		289	3.9		9	1,570	2.3		5,400
in Southern/Mediterr. Eu.	1,016	0.8		105	1.4		102	1,137	1.7		10,800

Source: compiled by World Tourism Organization (UNWTO) based on the Food and Agriculture Organization of the United Nations (FAO); the United Nations, Department of Economic and Social Affairs, Population Division; the International Monetary Fund (IMF); and Eurostat (tec00001).

^a European France, i.e. excluding overseas territories.

Table 2.1 Inbound tourism by UNWTO (sub)regions: International tourist arrivals

	(million)										Share (%)			Change (%)		Average a year (%)	
	1995	2000	2005	2010	2011	2012	2013	2014	2015	2016	1995	2005	2016	15/14	16*/15	'95-'05	'05-'15
World	531	680	809	952	997	1,043	1,095	1,141	1,193	1,239	100	100	100	4.6	3.8	4.3	4.0
Advanced economies ¹	342	430	469	515	540	561	589	623	655	685	64.4	58.0	55.3	5.0	4.7	3.2	3.4
Emerging economies ¹	189	250	339	437	457	482	506	518	539	554	35.6	42.0	44.7	4.1	2.7	6.0	4.7
Europe	308.5	392.9	452.7	487.5	518.8	538.6	566.3	577.5	605.1	619.1	58.1	56.0	50.0	4.8	2.3	3.9	2.9
European Union (28)	271.0	336.8	367.5	382.8	403.4	414.7	432.9	454.5	478.6	499.9	51.0	45.4	40.3	5.3	4.4	3.1	2.7
-advanced economies (23)	231.9	299.2	328.3	344.4	362.0	371.0	387.0	405.5	425.6	442.6	43.7	40.6	35.7	4.9	4.0	3.5	2.6
-euro area (19)	201.8	261.7	277.7	293.9	310.8	318.2	332.0	346.5	363.0	377.4	38.0	34.3	30.5	4.7	4.0	3.2	2.7
-emerging economies (5)	39.1	37.6	39.2	38.5	41.4	43.8	46.0	49.0	53.1	57.3	7.4	4.8	4.6	8.3	7.9	0.0	3.1
Extra EU (26)	37.5	56.1	85.3	104.7	115.5	123.9	133.3	123.1	126.5	119.2	7.1	10.5	9.6	2.8	-5.8	8.6	4.0
-advanced economies (8)	14.4	17.0	16.1	18.9	19.8	19.8	21.0	21.7	23.1	24.4	2.7	2.0	2.0	6.4	5.6	1.1	3.6
-emerging economies (18)	23.1	39.1	69.1	85.8	95.7	104.0	112.3	101.4	103.5	94.8	4.3	8.6	7.7	2.1	-8.3	11.6	4.1
<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	6.9	6.8	6.0	6.1	5.8	4.2	2.5
in EU	33.4	41.3	50.5	51.3	52.4	53.0	55.7	59.9	63.1	66.0	6.3	6.3	5.3	5.4	4.7	4.2	2.2
extra EU	3.1	3.4	4.2	5.3	5.5	5.2	5.6	5.9	6.7	7.8	0.6	0.5	0.6	13.6	16.6	3.2	4.7
Western Europe	112.2	139.7	141.7	154.4	160.7	166.7	171.5	175.3	181.5	181.5	21.1	17.5	14.6	3.5	0.0	2.4	2.5
in EU	105.0	131.5	134.1	145.4	151.5	157.3	161.4	164.8	170.6	170.7	19.8	16.6	13.8	3.5	0.0	2.5	2.4
extra EU	7.2	8.2	7.6	9.0	9.2	9.4	10.1	10.5	10.9	10.8	1.4	0.9	0.9	4.2	-0.9	0.4	3.7
Central/Eastern Europe	58.9	69.6	95.3	98.5	108.2	118.1	127.0	115.7	122.5	126.7	11.1	11.8	10.2	5.8	3.5	4.9	2.5
in EU	43.6	40.9	52.1	48.7	52.4	55.8	58.6	60.8	66.1	70.5	8.2	6.4	5.7	8.7	6.6	1.8	2.4
extra EU	15.3	28.7	43.2	49.8	55.9	62.3	68.5	54.9	56.3	56.3	2.9	5.3	4.5	2.7	-0.1	10.9	2.7
Southern/Medit. Europe	100.9	139.0	161.1	178.1	192.0	195.6	206.4	220.8	231.4	237.1	19.0	19.9	19.1	4.8	2.4	4.8	3.7
in EU	89.1	123.1	130.7	137.5	147.0	148.7	157.3	168.9	178.8	192.7	16.8	16.2	15.6	5.8	7.8	3.9	3.2
extra EU	11.8	15.9	30.3	40.6	44.9	46.9	49.2	51.9	52.6	44.4	2.2	3.8	3.6	1.5	-15.7	9.9	5.7
Asia and the Pacific	82.1	110.4	154.1	208.2	221.7	237.9	254.2	269.5	284.0	305.8	15.5	19.1	24.7	5.4	7.7	6.5	6.3
North-East Asia	41.3	58.3	85.9	111.5	115.8	122.8	127.0	136.3	142.1	154.3	7.8	10.6	12.5	4.3	8.6	7.6	5.2
South-East Asia	28.5	36.3	49.0	70.5	77.7	84.7	94.3	97.0	104.2	110.8	5.4	6.1	8.9	7.4	6.3	5.6	7.8
Oceania	8.1	9.6	10.9	11.5	11.6	12.1	12.6	13.3	14.3	15.6	1.5	1.4	1.3	7.3	9.4	3.0	2.7
South Asia	4.2	6.1	8.3	14.7	16.6	18.3	20.3	22.9	23.4	25.1	0.8	1.0	2.0	2.3	7.0	6.9	11.0
Americas	108.9	128.2	133.3	150.4	155.8	162.6	168.6	183.0	193.7	200.8	20.5	16.5	16.2	5.9	3.7	2.0	3.8
North America	80.5	91.5	89.9	99.5	102.2	106.4	110.2	120.9	127.5	130.9	15.2	11.1	10.6	5.5	2.7	1.1	3.6
Caribbean	14.0	17.1	18.8	19.5	20.0	20.6	21.1	22.3	24.1	25.2	2.6	2.3	2.0	8.1	4.7	3.0	2.5
Central America	2.6	4.3	6.3	7.8	8.3	8.9	9.1	9.6	10.2	10.7	0.5	0.8	0.9	6.8	4.9	9.2	5.0
South America	11.7	15.3	18.3	23.6	25.3	26.8	28.1	30.2	31.9	33.9	2.2	2.3	2.7	5.6	6.4	4.6	5.7
Africa	18.7	26.2	34.8	50.4	50.1	52.4	54.7	55.2	53.5	57.6	3.5	4.3	4.7	-3.1	7.7	6.4	4.4
North Africa	7.3	10.2	13.9	19.7	18.0	19.6	20.7	20.4	18.0	18.9	1.4	1.7	1.5	-12.0	5.0	6.7	2.6
Subsaharan Africa	11.5	16.0	20.9	30.7	32.1	32.8	34.0	34.8	35.5	38.7	2.2	2.6	3.1	2.1	9.1	6.2	5.5
Middle East	12.7	22.4	33.7	55.4	50.3	51.6	50.8	55.9	57.0	55.6	2.4	4.2	4.5	2.0	-2.4	10.2	5.4

Source: World Tourism Organization (UNWTO).

(Data as collected by UNWTO January 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.

See box on page 69 for explanation of abbreviations and symbols used.

Table 2.2 Inbound tourism by UNWTO (sub)regions: International tourism receipts

	Change in real terms (%)			(euro billion)					Per arrival	(US\$ billion)					Per arrival	Share (%)
	14/13	15/14	16*/15	2000	2005	2010	2015	2016		2000	2005	2010	2015	2016		
World	4.4	3.9	2.6	536	566	729	1,083	1,107	890	495	704	967	1,202	1,225	990	100.0
Advanced economies ¹	5.1	2.7	1.7	389	388	474	702	717	1,050	360	483	629	779	793	1,160	64.8
Emerging economies ¹	3.0	6.4	4.0	147	177	255	381	390	700	136	220	338	423	432	780	35.2
Europe	4.4	2.0	1.4	252.8	283.2	312.0	405.4	406.0	660	233.5	352.4	413.6	449.8	449.4	730	36.7
European Union (28)	4.7	2.4	3.2	222.8	243.8	260.9	335.5	341.8	680	205.8	303.3	345.9	372.2	378.3	760	30.9
-advanced economies (23)	4.5	2.0	2.7	208.1	226.7	239.9	308.9	313.2	710	192.2	282.1	318.0	342.7	346.7	780	28.3
-euro area (19)	4.1	2.0	2.2	172.0	187.5	197.4	246.2	252.2	670	158.9	233.3	261.7	273.1	279.2	740	22.8
-emerging economies (5)	6.5	6.5	9.8	14.7	17.1	21.0	26.6	28.6	500	13.6	21.3	27.8	29.5	31.6	550	2.6
Extra EU (26)	3.2	0.4	-7.2	30.0	39.4	51.1	69.9	64.3	540	27.7	49.1	67.8	77.6	71.1	600	5.8
-advanced economies (8)	4.1	3.8	3.8	14.5	13.8	18.7	25.9	26.7	1,100	13.4	17.1	24.8	28.7	29.6	1,210	2.4
-emerging economies (18)	2.7	-1.5	-13.7	15.5	25.7	32.4	44.0	37.5	400	14.3	31.9	43.0	48.9	41.6	440	3.4
<i>By subregion</i>																
Northern Europe	5.9	3.1	5.6	39.8	44.1	46.4	69.7	69.3	940	36.8	54.9	61.6	77.4	76.7	1,040	6.3
in EU	5.8	2.1	4.8	37.2	41.0	42.5	63.9	62.4	950	34.4	51.0	56.3	70.9	69.1	1,050	5.6
extra EU	6.4	14.1	13.6	2.6	3.1	4.0	5.9	6.9	890	2.4	3.9	5.3	6.5	7.6	980	0.6
Western Europe	3.4	-1.3	-0.3	90.6	97.9	107.4	131.4	131.1	720	83.7	121.8	142.3	145.7	145.2	800	11.8
in EU	3.2	-1.2	-0.6	83.4	89.8	96.2	116.6	116.5	680	77.1	111.7	127.6	129.3	128.9	760	10.5
extra EU	4.8	-2.1	1.9	7.2	8.1	11.1	14.8	14.7	1,360	6.6	10.0	14.7	16.4	16.3	1,500	1.3
Central/Eastern Europe	0.1	-0.7	5.8	22.0	26.4	36.4	45.5	47.6	380	20.4	32.8	48.3	50.4	52.7	420	4.3
in EU	5.8	5.6	8.2	16.5	17.8	24.0	29.4	31.3	440	15.3	22.1	31.8	32.6	34.6	490	2.8
extra EU	-8.0	-11.3	1.4	5.5	8.6	12.4	16.1	16.3	290	5.1	10.7	16.5	17.9	18.0	320	1.5
Southern/Medit. Europe	6.1	5.2	-0.2	100.3	114.8	121.8	158.8	158.0	670	92.6	142.9	161.4	176.2	174.9	740	14.3
in EU	5.3	5.2	4.8	85.6	95.2	98.1	125.7	131.6	680	79.1	118.4	130.1	139.4	145.7	760	11.9
extra EU	9.4	5.5	-19.1	14.7	19.6	23.6	33.2	26.4	600	13.6	24.4	31.3	36.8	29.2	660	2.4
Asia and the Pacific	1.7	3.1	4.3	93.3	110.6	191.9	320.0	334.9	1,090	86.1	137.6	254.4	355.0	370.7	1,210	30.3
North-East Asia	-1.5	-3.7	0.0	42.7	51.7	92.8	150.6	152.9	990	39.4	64.3	123.0	167.1	169.2	1,100	13.8
South-East Asia	2.1	8.1	8.6	29.1	28.1	51.7	97.9	105.0	950	26.8	35.0	68.5	108.6	116.2	1,050	9.5
Oceania	8.0	14.5	7.4	16.3	22.8	32.3	43.0	46.5	2,980	15.1	28.3	42.8	47.7	51.4	3,290	4.2
South Asia	10.0	6.2	7.3	5.2	8.0	15.1	28.4	30.6	1,220	4.8	10.0	20.1	31.6	33.8	1,350	2.8
Americas	6.8	8.2	2.6	160.9	132.5	162.4	275.8	282.9	1,410	148.7	164.9	215.3	306.0	313.2	1,560	25.6
North America	7.0	8.3	1.9	129.1	102.0	124.3	216.0	220.1	1,680	119.3	126.9	164.8	239.7	243.6	1,860	19.9
Caribbean	5.2	7.3	6.4	18.6	16.8	17.4	25.7	27.4	1,090	17.2	20.9	23.0	28.5	30.3	1,200	2.5
Central America	5.9	7.1	5.8	3.2	3.6	5.2	10.3	10.9	1,010	3.0	4.5	6.9	11.4	12.1	1,120	1.0
South America	7.1	8.5	3.2	10.0	10.1	15.5	23.7	24.6	720	9.2	12.6	20.5	26.3	27.2	800	2.2
Africa	5.5	-0.8	5.7	11.2	17.9	23.5	29.4	30.4	530	10.3	22.3	31.2	32.6	33.7	580	2.7
North Africa	8.3	-8.8	1.0	4.1	5.7	7.3	8.0	8.1	430	3.8	7.0	9.7	8.9	9.0	480	0.7
Subsaharan Africa	4.3	2.6	7.4	7.0	12.3	16.2	21.3	22.3	580	6.5	15.3	21.5	23.7	24.7	640	2.0
Middle East	10.3	8.3	-1.6	18.2	21.4	39.3	52.9	52.5	940	16.8	26.6	52.2	58.7	58.1	1,040	4.7

Source: World Tourism Organization (UNWTO).

(Data as collected by UNWTO January 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.

See box on page 69 for explanation of abbreviations and symbols used.

Table 2.3 **International inbound tourism by region of destination and purpose of visit**

	International tourist arrivals						Average annual growth (%)		
	(million)						'95-'16	of which	
	1995	2000	2005	2010	2015	2016		'95-'05	'05-'16
World	531	680	809	952	1,193	1,239	4.1	4.3	4.0
Leisure, recreation and holidays	297	368	437	525	672	700	4.2	4.0	4.4
Business and professional	92	121	130	144	172	176	3.2	3.6	2.8
VFR, health, religion, other	143	190	242	283	349	363	4.5	5.4	3.8
to:									
Europe	308.5	392.9	452.7	487.5	605.1	619.1	3.4	3.9	2.9
Leisure, recreation and holidays	177.9	214.8	249.3	274.6	352.3	356.5	3.4	3.4	3.3
Business and professional	51.3	70.1	68.9	71.9	90.3	91.7	2.8	3.0	2.6
VFR, health, religion, other	79.3	108.1	134.5	141.0	162.6	170.8	3.7	5.4	2.2
EU-28	271.0	336.8	367.5	382.8	478.6	499.9	3.0	3.1	2.8
Leisure, recreation and holidays	157.3	190.8	211.0	227.5	290.6	302.8	3.2	3.0	3.3
Business and professional	45.3	60.9	57.7	59.6	75.1	77.1	2.6	2.5	2.7
VFR, health, religion, other	68.4	85.2	98.7	95.7	112.9	120.0	2.7	3.7	1.8
Extra-EU	37.5	56.1	85.3	104.7	126.5	119.2	5.7	8.6	3.1
Leisure, recreation and holidays	20.6	23.9	38.3	47.1	61.7	53.7	4.7	6.4	3.1
Business and professional	6.0	9.3	11.2	12.3	15.2	14.7	4.4	6.4	2.5
VFR, health, religion, other	10.9	22.9	35.8	45.3	49.6	50.8	7.6	12.6	3.2

Source: World Tourism Organization (UNWTO).

Arrivals for which the purpose of visit was not specified have been proportionally divided over the categories of this classification.

Table 2.4 International tourism by region of destination and mode of transport

	International tourist arrivals						Average annual growth (%)		
	(million)						'95-'16	of which	
	1995	2000	2005	2010	2015	2016		'95-'05	'05-'16
World	531	680	809	952	1,193	1,239	4.1	4.3	4.0
by air	235	313	407	497	671	709	5.4	5.6	5.2
over surface	296	367	402	455	523	531	2.8	3.1	2.6
to:									
Europe	308.5	392.9	452.7	487.5	605.1	619.1	3.4	3.9	2.9
by air	110.8	147.5	207.5	231.8	314.4	328.0	5.3	6.5	4.2
over surface	197.7	245.5	245.2	255.8	290.8	291.1	1.9	2.2	1.6
EU-28	271.0	336.8	367.5	382.8	255.6	274.7	5.0	6.0	4.1
by air	98.4	130.7	176.1	187.5	223.0	225.2	1.3	1.0	1.5
over surface	172.6	206.2	191.3	195.3	222.7	225.4	1.3	1.0	1.5
of which:									
in Northern Europe	33.4	41.3	50.5	51.3	63.1	66.0	3.3	4.2	2.5
by air	21.0	27.2	37.4	36.6	46.6	49.7	4.2	6.0	2.6
over surface	12.4	14.2	13.1	14.7	16.5	16.4	1.3	0.6	2.0
in Western Europe	105.0	131.5	134.1	145.4	170.6	170.7	2.3	2.5	2.2
by air	23.4	30.4	45.6	51.8	71.8	75.4	5.7	6.9	4.7
over surface	81.5	101.1	88.5	93.5	98.8	95.3	0.7	0.8	0.7
in Central/Eastern Europe	43.6	40.9	52.1	48.7	66.1	70.5	2.3	1.8	2.8
by air	5.4	6.5	9.6	11.3	18.2	20.0	6.4	5.8	6.9
over surface	38.1	34.4	42.5	37.3	48.0	50.5	1.3	1.1	1.6
in Southern/Mediterr. Eu.	89.1	123.1	130.7	137.5	178.8	192.7	3.7	3.9	3.6
by air	48.6	66.6	83.5	87.7	119.1	129.7	4.8	5.6	4.1
over surface	40.5	56.5	47.2	49.8	59.7	63.0	2.1	1.5	2.7
Extra-EU	37.5	56.1	85.3	104.7	126.5	119.2	5.7	8.6	3.1
by air	12.4	16.8	31.4	44.2	58.7	53.2	7.2	9.7	4.9
over surface	25.1	39.3	53.9	60.4	67.8	66.0	4.7	8.0	1.9
Africa	18.7	26.2	34.8	50.4	53.5	57.6	5.5	6.4	4.7
by air	9.4	13.8	17.7	25.3	26.1	28.5	5.4	6.5	4.4
over surface	9.3	12.4	17.0	25.1	27.4	29.1	5.6	6.2	5.0
Americas	108.9	128.2	133.3	150.4	193.7	200.8	3.0	2.0	3.8
by air	56.5	73.9	77.5	87.1	116.2	120.2	3.7	3.2	4.1
over surface	52.4	54.3	55.8	63.4	77.5	80.6	2.1	0.6	3.4
Asia and the Pacific	82.1	110.4	154.1	208.2	284.0	305.8	6.5	6.5	6.4
by air	51.6	65.5	84.7	119.0	174.6	192.9	6.5	5.1	7.8
over surface	30.6	44.9	69.3	89.2	109.4	113.0	6.4	8.5	4.5
Middle East	12.7	22.4	33.7	55.4	57.0	55.6	7.3	10.2	4.7
by air	6.8	12.7	19.0	33.4	39.2	39.1	8.7	10.9	6.8
over surface	6.0	9.8	14.7	22.0	17.8	16.5	5.0	9.4	1.1

Source: World Tourism Organization (UNWTO).

Arrivals for which the mode of transport was not specified have been proportionally divided over the categories of this classification.

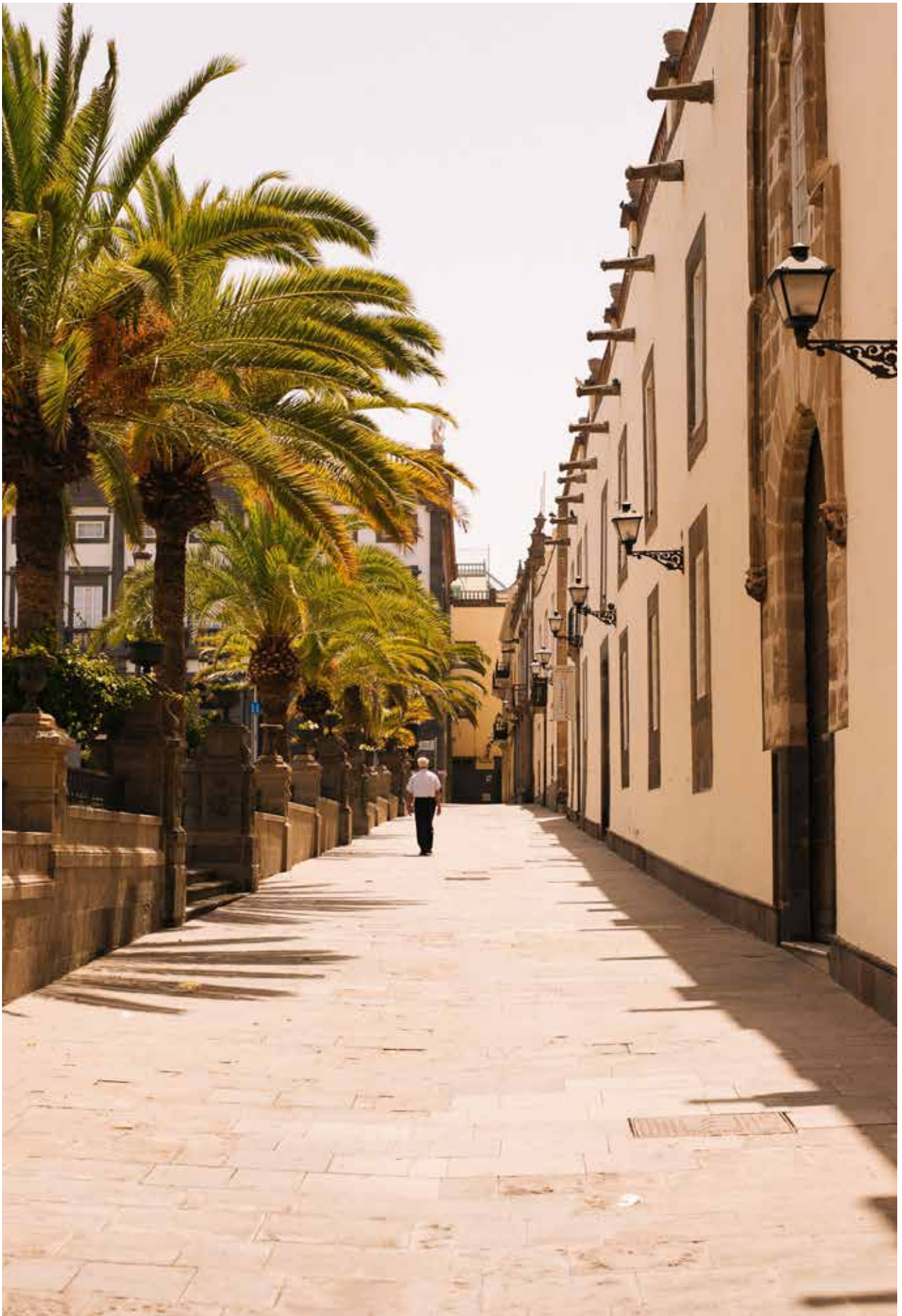


Table 3.1 **World's top tourism destinations**

International tourist arrivals							International tourism receipts						Euro		Local currencies	
Rank	Series	(million)		Change (%)		Rank		(billion)		Change (%)		Change (%)				
		2015	2016	15/14	16*/15			2015	2016	15/14	16*/15	15/14	16*/15			
1	France	TF	84.5	82.6	0.9	-2.2	1	United States	185.1	186.1	28.2	0.5	7.0	0.3		
2	United States	TF	77.5	75.9	3.3	-2.1	2	Spain	51.0	54.7	4.0	7.2	4.0	7.2		
3	Spain	TF	68.2	75.3	5.0	10.5	3	Thailand	40.5	44.1	40.0	8.9	23.0	12.2		
4	China	TF	56.9	59.3	2.3	4.2	4	China	40.5	40.1	22.3	-1.0	3.6	5.3		
5	Italy	TF	50.7	52.4	4.4	3.2	5	France	40.4	38.4	-7.6	-5.1	-7.6	-5.1		
6	United Kingdom	TF	34.4	35.8	5.6	4.0	6	United Kingdom	41.0	37.5	9.0	-8.5	-1.9	3.3		
7	Germany	TCE	35.0	35.6	6.0	1.8	7	Italy	35.6	36.4	3.8	2.3	3.8	2.3		
8	Mexico	TF	32.1	35.1	9.4	9.3	8	Germany	33.3	33.8	2.0	1.7	2.0	1.7		
9	Thailand	TF	29.9	32.6	20.6	8.9	9	Australia	30.9	33.5	14.3	8.4	14.5	9.3		
10	Turkey	TF	39.5	30.3	-0.8	-23.3	10	Hong Kong (China)	32.6	29.7	12.8	-8.9	-5.8	-9.0		

Source: World Tourism Organization (UNWTO).

Table 3.2 Inbound tourism by countries of destination

		International tourist arrivals																
		(1000)								Change (%)			Average a year (%)				Share (%)	
		Series	1995	2000	2005	2010	2014	2015	2016	14/13	15/14	16/15	'95-'05	'05-'15	2005	2016		
World		531 mn	680 mn	809 mn	952 mn	1,141 mn	1,193 mn	1,239 mn	4.3	4.6	3.8	4.3	4.0	100	100			
UNWTO region Europe		308,467	392,931	452,731	487,524	577,539	605,141	619,064	2.0	4.8	2.3	3.9	2.9	56.0	50.0			
Total European Union (28)		270,975	336,828	367,451	382,849	454,478	478,612	499,865	5.0	5.3	4.4	3.1	2.7	45.4	40.3			
in Northern Europe		33,351	41,349	50,537	51,295	59,880	63,102	66,043	7.5	5.4	4.7	4.2	2.2	6.3	5.3			
	Denmark	:	3,535	9,178	8,744	10,267	10,424	10,781	20.0	1.5	3.4	:	1.3	1.1	0.9			
	Finland	1,779	1,971	2,080	2,319	2,731	2,622	2,789	-2.3	-4.0	6.4	1.6	2.3	0.3	0.2			
	Ireland	4,818	6,646	7,333	7,134	8,813	9,528	10,100	6.7	8.1	6.0	4.3	2.7	0.9	0.8			
	Sweden	2,309	3,828	4,883	4,951	5,455	6,092	6,559	8.5	11.7	7.7	7.8	2.2	0.6	0.5			
	United Kingdom	21,719	23,212	28,039	28,296	32,613	34,436	35,814	5.0	5.6	4.0	2.6	2.1	3.5	2.9			
in Western Europe		104,955	131,476	134,106	145,390	164,849	170,604	170,679	2.1	3.5	0.0	2.5	2.4	16.6	13.8			
	Austria	17,173	17,982	19,952	22,004	25,291	26,728	28,121	1.9	5.7	5.2	1.5	3.0	2.5	2.3			
	Belgium	5,560	6,457	6,742	7,186	7,887	8,355	7,481	2.6	5.9	-10.5	1.9	2.2	0.8	0.6			
	France	60,033	77,190	74,988	77,648	83,701	84,452	82,600	0.1	0.9	-2.2	2.2	1.2	9.3	6.7			
	Germany	14,848	18,992	21,499	26,875	33,005	34,971	35,595	4.6	6.0	1.8	3.8	5.0	2.7	2.9			
	Luxembourg	768	852	913	793	1,038	1,091	1,054	9.9	5.1	-3.5	1.7	1.8	0.1	0.1			
	Netherlands	6,574	10,003	10,012	10,883	13,926	15,007	15,828	9.0	7.8	5.5	4.3	4.1	1.2	1.3			
in Central/Eastern Europe		43,571	40,897	52,067	48,666	60,822	66,118	70,463	3.8	8.7	6.6	1.8	2.4	6.4	5.7			
	Bulgaria	3,466	2,785	4,837	6,047	7,311	7,099	8,252	6.0	-2.9	16.2	3.4	3.9	0.6	0.7			
	Czech Republic	3,381	4,773	9,404	8,629	10,617	11,619	12,090	3.1	9.4	4.1	10.8	2.1	1.2	1.0			
	Estonia	530	1,220	1,917	2,372	2,917	2,989	3,147	1.5	2.5	5.3	13.7	4.5	0.2	0.3			
	Hungary	:	:	9,979	9,510	12,139	14,316	15,256	14.3	17.9	6.6	:	3.7	1.2	1.2			
	Latvia	539	509	1,116	1,373	1,843	2,024	1,793	20.0	9.8	-11.4	7.6	6.1	0.1	0.1			
	Lithuania	650	1,083	2,000	1,507	2,063	2,071	2,296	2.5	0.4	10.8	11.9	0.4	0.2	0.2			
	Poland	19,215	17,400	15,200	12,470	16,000	16,728	17,463	1.3	4.6	4.4	-2.3	1.0	1.9	1.4			
	Romania	766	867	1,430	1,343	1,912	2,235	2,471	11.5	16.9	10.6	6.4	4.6	0.2	0.2			
	Slovakia	903	1,053	6,184	5,415	6,020	:	:	-11.7	:	:	21.2	:	0.8	:			
in Southern/Medit. Europe		89,097	123,107	130,742	137,498	168,928	178,789	192,680	7.4	5.8	7.8	3.9	3.2	16.2	15.6			
	Croatia	1,485	5,338	7,743	9,111	11,623	12,683	13,809	6.2	9.1	8.9	18.0	5.1	1.0	1.1			
	Cyprus	2,100	2,686	2,470	2,173	2,441	2,659	3,187	1.5	8.9	19.8	1.6	0.7	0.3	0.3			
	Greece	10,130	13,096	14,765	15,007	22,033	23,599	24,799	23.0	7.1	5.1	3.8	4.8	1.8	2.0			
	Italy	31,052	41,181	36,513	43,626	48,576	50,732	52,372	1.8	4.4	3.2	1.6	3.3	4.5	4.2			
	Malta	1,116	1,216	1,171	1,339	1,690	1,783	1,966	6.8	5.5	10.2	0.5	4.3	0.1	0.2			
	Portugal	9,511	12,097	10,612	6,832	9,277	10,140	18,200	11.8	9.3	n/a	1.1	-0.5	1.3	1.5			
	Slovenia	732	1,090	1,555	1,869	2,411	2,707	3,032	6.7	12.3	12.0	7.8	5.7	0.2	0.2			
	Spain	32,971	46,403	55,914	52,677	64,939	68,175	75,315	7.0	5.0	10.5	5.4	2.0	6.9	6.1			

Table 3.2 Inbound tourism by countries of destination (cont.)

		International tourist arrivals														
		Series	(1000)					Change (%)			Average a year (%)			Share (%)		
			1995	2000	2005	2010	2014	2015	2016	14/13	15/14	16/15	'95-'05	'05-'15	2005	2016
Total extra EU		37,492	56,103	85,279	104,675	123,061	126,529	119,200	-7.7	2.8	-5.8	8.6	4.0	10.5	9.6	
in Northern & Western Europe		10,308	11,589	11,762	14,227	16,317	17,552	18,559	4.2	7.6	5.7	1.3	4.1	1.5	1.5	
Iceland	TF	190	303	374	489	998	1,289	1,792	23.6	29.2	39.0	7.0	13.2	0.0	0.1	
Liechtenstein	TCE	59	62	50	64	61	57	69	2.7	-7.5	21.9	-1.8	1.3	0.0	0.0	
Monaco	THS	233	300	286	279	329	331	336	0.3	0.7	1.4	2.1	1.5	0.0	0.0	
Norway	TCE	2,880	3,104	3,824	4,767	4,855	5,361	5,960	1.6	10.4	11.2	2.9	3.4	0.5	0.5	
Switzerland	THS	6,946	7,821	7,229	8,628	9,158	9,305	10,402	2.1	1.6	n/a	0.4	2.6	0.9	0.8	
in Central/Eastern Europe		15,343	28,654	43,186	49,824	54,886	56,341	56,260	-19.8	2.7	-0.1	10.9	2.7	5.3	4.5	
Armenia	TF	12	45	319	687	1,204	1,192	1,260	11.3	-1.0	5.7	38.8	14.1	0.0	0.1	
Azerbaijan	TF	:	:	693	1,280	2,160	1,922	2,045	1.4	-11.0	6.4	:	10.7	0.1	0.2	
Belarus	TCE	:	262	253	677	1,080	966	2,019	7.7	-10.6	109.0	:	14.3	0.0	0.2	
Georgia	TF	:	:	:	1,067	2,229	2,282	2,721	7.9	2.4	19.2	:	:	:	0.2	
Kazakhstan	TF	:	1,471	3,143	2,991	4,560	:	:	-7.4	:	:	:	:	0.4	:	
Kyrgyzstan	VF	:	173	319	855	2,849	3,051	2,930	-7.4	7.1	-4.0	:	25.3	0.0	0.2	
Rep. Moldova	TCE	32	18	67	64	94	94	121	-1.8	0.5	28.6	7.7	3.4	0.0	0.0	
Russian Federation	VF	10,290	21,169	22,201	22,281	25,438	26,852	24,571	-17.4	5.6	-8.5	8.0	1.9	2.7	2.0	
Tajikistan	VF	:	8	:	160	213	414	:	2.5	94.0	:	:	:	:	:	
Turkmenistan	TF	218	3	12	:	:	:	:	:	:	:	-25.4	:	0.0	:	
Ukraine	TF	3,716	6,431	17,631	21,203	12,712	12,428	13,333	-48.5	-2.2	7.3	16.8	-3.4	2.2	1.1	
Uzbekistan	TF	92	302	242	975	:	:	:	:	:	:	10.2	:	0.0	:	
in Southern/Medit. Europe		11,841	15,859	30,331	40,624	51,858	52,636	44,381	5.4	1.5	-15.7	9.9	5.7	3.8	3.6	
Albania	TF	:	:	628	2,191	3,341	3,784	4,070	16.9	13.3	7.5	:	19.7	0.1	0.3	
Andorra	TF	:	2,946	2,418	1,808	2,363	2,663	2,831	1.5	12.7	6.3	:	1.0	0.3	0.2	
Bosnia & Herzg.	TCE	:	171	217	365	536	678	777	1.5	26.5	14.5	:	12.1	0.0	0.1	
FYR Macedonia	TCE	147	224	197	262	425	486	510	6.4	14.2	5.1	3.0	9.4	0.0	0.0	
Israel	TF	2,215	2,417	1,903	2,803	2,927	2,799	2,900	-1.2	-4.3	3.6	-1.5	3.9	0.2	0.2	
Montenegro	TCE	:	:	:	1,088	1,350	1,560	1,662	2.0	15.6	6.5	:	:	:	0.1	
San Marino	THS	28	43	50	60	75	54	60	6.4	-27.7	10.2	6.0	0.8	0.0	0.0	
Serbia	TCE	:	:	:	683	1,029	1,132	1,281	11.6	10.1	13.2	:	:	:	0.1	
Turkey	TF	7,083	9,586	24,193	31,364	39,811	39,478	30,289	5.3	-0.8	-23.3	13.1	5.0	3.0	2.4	

Source: World Tourism Organization (UNWTO).

Table 3.3 Inbound tourism by countries of destination: International tourism receipts

	(euro billion)							Series ¹	Change (%)				Share (%)			
	1995	2000	2005	2010	2014	2015	2016		local currencies, current prices	14/13	15/14	16/15	2005	2010	2016	
World	317	536	566	729	949	1,083	1,107									
UNWTO region Europe	160.4	252.8	283.2	312.0	389.2	405.4	406.0						50.1	42.8	36.7	
Total European Union (28)	142.0	222.8	243.8	260.9	324.0	335.5	341.8						43.1	35.8	30.9	
in Northern Europe	24.1	37.2	41.0	42.5	58.7	63.9	62.4						7.2	5.8	5.6	
Denmark	2.8	4.0	4.2	4.4	5.7	6.0	6.4		6.5	5.1	5.5	5.5	0.8	0.6	0.6	
Finland	1.3	1.5	1.8	2.3	2.8	2.3	2.5		-9.4	-16.1	6.4	6.4	0.3	0.3	0.2	
Ireland	1.7	2.9	3.9	3.1	3.7	4.3	4.7		8.5	18.2	8.4	8.4	0.7	0.4	0.4	
Sweden	2.7	4.4	5.3	6.3	8.9	10.2	11.4		14.7	17.6	13.1	13.1	0.9	0.9	1.0	
United Kingdom	15.7	24.5	25.8	26.3	37.6	41.0	37.5		6.4	-1.9	3.3	3.3	4.6	3.6	3.4	
in Western Europe	54.4	83.4	89.8	96.2	117.7	116.6	116.5						15.9	13.2	10.5	
Austria	9.9	10.6	12.9	14.0	15.7	16.4	17.4		2.9	4.8	5.9	5.9	2.3	1.9	1.6	
Belgium	3.5	7.1	7.9	8.6	10.5	10.8	10.5		4.1	2.9	-2.8	-2.8	1.4	1.2	0.9	
France	20.9	35.7	35.4	35.5	43.8	40.4	38.4		2.8	-7.6	-5.1	-5.1	7.5	5.8	4.2	
Germany	13.8	20.2	23.4	26.2	32.6	33.3	33.8		4.9	2.0	1.7	1.7	4.1	3.6	3.1	
Luxembourg	1.3	2.0	2.8	3.1	4.0	3.8	3.7		6.6	-7.0	-2.5	-2.5	0.5	0.4	0.3	
Netherlands	5.0	7.8	7.3	8.9	11.1	11.9	12.7		7.0	7.3	6.9	6.9	1.3	1.2	1.1	
in Central/Eastern Europe	11.4	16.5	17.8	24.0	27.9	29.4	31.3						3.1	3.3	2.8	
Bulgaria	0.6	1.2	1.9	2.6	2.9	2.8	3.3		1.9	-3.6	15.7	15.7	0.3	0.4	0.3	
Czech Republic	2.2	3.2	3.9	5.4	5.1	5.5	5.7		2.9	5.1	3.5	3.5	0.7	0.7	0.5	
Estonia	0.3	0.6	0.8	0.8	1.4	1.3	1.3		11.4	-4.1	2.7	2.7	0.1	0.1	0.1	
Hungary	2.3	4.1	3.3	4.2	4.4	4.8	5.1		13.8	8.9	7.2	7.2	0.6	0.6	0.5	
Latvia	0.0	0.1	0.3	0.5	0.7	0.8	0.8		10.6	12.2	-3.0	-3.0	0.0	0.1	0.1	
Lithuania	0.1	0.4	0.7	0.7	1.0	1.0	1.1		0.6	-0.1	4.7	4.7	0.1	0.1	0.1	
Poland	5.1	6.1	5.1	7.2	8.9	9.4	9.9		3.8	5.8	9.5	9.5	0.9	1.0	0.9	
Romania	0.5	0.4	0.9	0.9	1.4	1.5	1.6	€	15.2	11.9	1.7	1.7	0.2	0.1	0.1	
Slovakia	0.5	0.5	1.0	1.7	1.9	2.1	2.5		0.8	9.7	16.6	16.6	0.2	0.2	0.2	
in Southern/Medit. Europe	52.0	85.6	95.2	98.1	119.8	125.7	131.6						16.8	13.5	11.9	
Croatia	1.0	3.0	5.9	6.1	7.4	8.0	8.7	€	2.8	7.6	8.5	8.5	1.0	0.8	0.8	
Cyprus	1.4	2.1	1.8	1.6	2.1	2.2	2.5		-1.7	4.3	11.4	11.4	0.3	0.2	0.2	
Greece	3.2	10.0	10.7	9.6	13.4	14.1	13.2		10.2	5.5	-6.5	-6.5	1.9	1.3	1.2	
Italy	22.0	29.8	28.5	29.3	34.2	35.6	36.4		3.6	3.8	2.3	2.3	5.0	4.0	3.3	
Malta	0.5	0.6	0.6	0.8	1.1	1.2	1.3		8.4	8.8	4.8	4.8	0.1	0.1	0.1	
Portugal	3.7	5.7	6.2	7.6	10.4	11.5	12.7		12.4	10.2	10.7	10.7	1.1	1.0	1.1	
Slovenia	0.8	1.0	1.5	1.9	2.1	2.1	2.2		0.8	1.8	4.4	4.4	0.3	0.3	0.2	
Spain	19.5	33.4	40.0	41.2	49.0	51.0	54.7		3.9	4.0	7.2	7.2	7.1	5.7	4.9	

Table 3.3 Inbound tourism by countries of destination: International tourism receipts (cont.)

	(euro billion)							Series ¹	Change (%)				Share (%)			
	1995	2000	2005	2010	2014	2015	2016		14/13	15/14	16/15	2005	2010	2016		
Total extra EU	18.4	30.0	39.4	51.1	65.2	69.9	64.3					7.0	7.0	5.8		
in Northern & Western Europe	8.3	9.8	11.2	15.1	18.6	20.7	21.6					2.0	2.1	1.9		
Iceland	0.1	0.2	0.3	0.4	1.0	1.5	2.2		22.1	33.3	35.6	0.1	0.1	0.2		
Liechtenstein	1.8	2.3	2.8	3.6	4.2	4.4	4.7		6.0	12.3	10.8	0.5	0.5	0.4		
Monaco	:	:	:	:	:	:	:		:	:	:	:	:	:		
Norway	:	:	:	:	:	:	:		:	:	:	:	:	:		
Switzerland	6.3	7.2	8.1	11.1	13.4	14.8	14.7		4.8	-3.2	1.4	1.4	1.5	1.3		
in Central/Eastern Europe	3.9	5.5	8.6	12.4	16.4	16.1	16.3					1.5	1.7	1.5		
Armenia	0.0	0.0	0.2	0.5	0.7	0.8	0.9	\$	9.7	-3.1	3.4	0.0	0.1	0.1		
Azerbaijan	0.1	0.1	0.1	0.5	1.8	2.1	2.5	\$	2.8	-5.0	17.5	0.0	0.1	0.2		
Belarus	0.0	0.1	0.2	0.3	0.7	0.7	0.6	\$	9.6	-16.0	-2.5	0.0	0.0	0.1		
Georgia	0.0	0.2	0.2	0.5	1.3	1.7	2.0	\$	3.9	8.3	11.9	0.0	0.1	0.2		
Kazakhstan	0.1	0.4	0.6	0.8	1.1	1.4	1.4	\$	-3.6	4.5	1.0	0.1	0.1	0.1		
Kyrgyzstan	0.0	0.0	0.1	0.1	0.3	0.4	0.4	\$	-20.2	0.7	1.6	0.0	0.0	0.0		
Rep. Moldova	0.0	0.0	0.1	0.1	0.2	0.2	0.2	\$	1.6	-10.0	15.7	0.0	0.0	0.0		
Russian Federation	3.3	3.7	4.7	6.7	8.9	7.6	7.0	\$	-1.9	-28.4	-7.5	0.8	0.9	0.6		
Tajikistan	:	:	0.0	0.0	0.0	0.0	0.0	\$	-10.6	-16.5	265.1	0.0	0.0	0.0		
Turkmenistan	:	:	:	:	:	:	:		:	:	:	:	:	:		
Ukraine	0.1	0.4	2.5	2.9	1.2	1.0	1.0	\$	-68.3	-32.9	-0.4	0.4	0.4	0.1		
Uzbekistan	:	0.0	0.0	0.1	:	:	:		:	:	:	0.0	0.0	:		
in Southern/Medit. Europe	6.2	14.7	19.6	23.6	30.2	33.2	26.4					3.5	3.2	2.4		
Albania	0.0	0.4	0.7	1.2	1.3	1.4	1.5	€	16.0	5.4	13.0	0.1	0.2	0.1		
Andorra	:	:	:	:	:	:	:		:	:	:	:	:	:		
Bosnia & Herzg.	:	0.3	0.4	0.4	0.5	0.6	0.7		3.2	11.7	9.4	0.1	0.1	0.1		
FYR Macedonia	0.0	0.0	0.1	0.1	0.2	0.2	0.3	€	10.5	8.3	5.1	0.0	0.0	0.0		
Israel	2.3	4.7	2.6	3.6	4.3	5.2	5.2	\$	0.6	0.5	-1.2	0.5	0.5	0.5		
Montenegro	:	:	0.2	0.6	0.7	0.8	0.8		2.5	19.1	2.8	0.0	0.1	0.1		
San Marino	:	:	:	:	:	:	:		:	:	:	:	:	:		
Serbia	:	:	0.2	0.6	0.9	0.9	1.0	€	9.0	9.5	10.0	0.0	0.1	0.1		
Turkey	3.8	8.3	15.4	17.0	22.2	24.0	16.9	\$	5.6	-9.9	-29.6	2.7	2.3	1.5		

Source: World Tourism Organization (UNWTO).

¹ Series of International Tourism Receipts and Expenditure:

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



Table 4.1 **Outbound tourism in the world by region of origin**

	International tourist arrivals generated											
	(million)						Average a year (%)			Share (%)		
	1995	2000	2005	2010	2015	2016	1995-2016	of which		1995	2010	2016
								'95-'05	'05-'16			
World	531	680	809	952	1,193	1,239	4.1	4.3	4.0	100	100	100
<i>from:</i>												
Europe	312.1	402.7	470.8	516.3	607.4	618.0	3.3	4.2	2.5	58.8	54.2	49.9
Asia and the Pacific	87.7	115.8	155.2	209.6	298.7	319.7	6.4	5.9	6.8	16.5	22.0	25.8
Americas	109.9	132.5	140.1	160.2	206.2	217.6	3.3	2.5	4.1	20.7	16.8	17.6
Africa	12.1	15.5	20.2	29.9	38.7	42.9	6.2	5.2	7.1	2.3	3.1	3.5
Middle East	9.1	13.6	22.4	36.0	42.4	40.7	7.4	9.4	5.6	1.7	3.8	3.3
within same region	432.7	545.7	652.3	747.9	934.2	971.3	3.9	4.2	3.7	81.5	78.6	78.4
from other regions	98.2	134.4	156.3	204.1	259.2	267.7	4.9	4.8	5.0	18.5	21.4	21.6

Source: World Tourism Organization (UNWTO).

Arrivals for which the region of origin was not specified have been proportionally divided over the categories of this classification.

Table 4.2 Outbound tourism from Europe and EU by region of destination

	International tourist arrivals generated											
	(million)						Average a year (%)			Share (%)		
	1995	2000	2005	2010	2015	2016	1995-2016	of which		1995	2010	2016
								'95-'05	'05-'16			
from Europe	312.1	402.7	470.8	516.3	607.4	618.0	3.3	4.2	2.5	100	100	100
to:												
Europe	272.2	345.6	401.0	424.2	509.9	520.5	3.1	3.9	2.4	87.2	82.2	84.2
EU-28	238.5	294.4	323.0	331.3	400.4	417.0	2.7	3.1	2.3	76.4	64.2	67.5
Northern Europe	25.2	31.1	40.1	41.7	49.5	51.7	3.5	4.8	2.3	8.1	8.1	8.4
Western Europe	89.6	111.0	114.1	122.2	134.9	134.6	2.0	2.4	1.5	28.7	23.7	21.8
Central/Eastern Europe	41.6	38.7	48.3	44.5	59.5	62.9	2.0	1.5	2.4	13.3	8.6	10.2
Southern/Mediter. Eu.	82.0	113.6	120.6	123.0	156.5	167.9	3.5	3.9	3.1	26.3	23.8	27.2
Extra-EU	33.8	51.3	77.9	92.9	109.6	103.5	5.5	8.7	2.6	10.8	18.0	16.7
Northern Europe	2.3	2.6	3.3	4.3	5.2	6.1	4.7	3.7	5.6	0.7	0.8	1.0
Western Europe	6.2	6.9	6.4	7.5	8.6	8.5	1.5	0.4	2.6	2.0	1.5	1.4
Central/Eastern Europe	14.7	27.3	40.7	46.3	52.5	52.0	6.2	10.7	2.2	4.7	9.0	8.4
Southern/Mediter. Eu.	10.5	14.5	27.5	34.9	43.2	36.9	6.2	10.1	2.7	3.4	6.8	6.0
Interregional¹	39.9	57.1	69.8	92.0	97.4	97.5	4.4	5.8	3.1	12.8	17.8	15.8
Asia and the Pacific	11.2	14.8	19.4	27.0	32.1	35.1	5.6	5.6	5.5	3.6	5.2	5.7
North-East Asia	3.7	4.5	7.2	9.0	9.0	9.8	4.8	6.9	2.8	1.2	1.7	1.6
South-East Asia	4.4	5.6	6.6	9.9	12.9	14.3	5.8	4.1	7.2	1.4	1.9	2.3
Oceania	1.2	1.8	2.1	2.1	2.2	2.3	3.1	5.4	1.0	0.4	0.4	0.4
South Asia	1.9	2.8	3.5	6.1	8.1	8.7	7.5	6.3	8.7	0.6	1.2	1.4
Americas	17.1	23.1	24.4	26.1	31.8	31.8	3.0	3.6	2.5	5.5	5.1	5.2
North America	11.6	15.0	14.3	16.3	20.6	20.1	2.6	2.1	3.1	3.7	3.2	3.3
Caribbean	3.2	4.7	4.7	4.4	4.8	5.3	2.4	4.1	1.0	1.0	0.8	0.8
Central America	0.4	0.5	0.6	0.8	1.1	1.1	5.3	4.8	5.7	0.1	0.1	0.2
South America	1.9	3.0	4.7	4.7	5.3	5.3	5.0	9.3	1.2	0.6	0.9	0.9
Africa	7.9	12.5	15.6	20.2	17.4	18.2	4.0	7.0	1.4	2.5	3.9	2.9
North Africa	4.6	7.6	9.3	12.6	9.4	9.3	3.4	7.4	-0.1	1.5	2.4	1.5
West and Central Africa	0.9	1.4	1.8	2.6	3.0	3.3	6.2	6.5	5.9	0.3	0.5	0.5
East Africa	1.6	2.3	3.1	3.3	3.2	3.6	3.8	6.5	1.4	0.5	0.6	0.6
Southern Africa	0.8	1.2	1.5	1.7	1.8	2.1	4.8	6.6	3.1	0.3	0.3	0.3
Middle East	3.6	6.7	10.4	18.7	16.0	12.3	6.0	11.2	1.6	1.2	3.6	2.0
from EU-28¹												
to:												
Europe	231.1	289.6	329.0	331.1	399.5	411.0	2.8	3.6	2.0	74.0	64.1	66.5
EU-28	212.0	263.5	287.3	287.7	345.9	361.2	2.6	3.1	2.1	67.9	55.7	58.4
Northern Europe	21.0	26.7	34.0	35.3	41.8	44.0	3.6	4.9	2.4	6.7	6.8	7.1
Western Europe	80.8	100.3	102.6	107.9	117.4	117.2	1.8	2.4	1.2	25.9	20.9	19.0
Central/Eastern Europe	36.3	33.0	41.4	36.6	48.4	51.4	1.7	1.3	2.0	11.6	7.1	8.3
Southern/Mediter. Eu.	73.9	103.5	109.4	107.9	138.2	148.5	3.4	4.0	2.8	23.7	20.9	24.0
Extra-EU	19.1	26.1	41.6	43.4	53.6	49.8	4.7	8.1	1.6	6.1	8.4	8.1
Northern Europe	2.2	2.4	3.0	3.9	4.7	5.5	4.3	2.9	5.6	0.7	0.7	0.9
Western Europe	5.7	6.5	6.0	7.0	8.0	7.9	1.5	0.5	2.5	1.8	1.4	1.3
Central/Eastern Europe	3.8	6.5	12.6	10.4	12.8	12.7	5.9	12.9	0.0	1.2	2.0	2.0
Southern/Mediter. Eu.	7.3	10.7	20.0	22.2	28.0	23.8	5.8	10.6	1.6	2.3	4.3	3.8
from extra-EU-28¹												
to:												
Europe	41.2	56.1	72.0	93.1	110.5	109.5	4.8	5.7	3.9	13.2	18.0	17.7
EU-28	26.5	30.9	35.7	43.6	54.5	55.8	3.6	3.0	4.1	8.5	8.4	9.0
Northern Europe	4.1	4.4	6.1	6.4	7.7	7.7	3.0	4.0	2.1	1.3	1.2	1.2
Western Europe	8.8	10.7	11.5	14.3	17.4	17.3	3.3	2.6	3.8	2.8	2.8	2.8
Central/Eastern Europe	5.3	5.7	6.9	7.9	11.0	11.5	3.7	2.6	4.7	1.7	1.5	1.9
Southern/Mediter. Eu.	8.2	10.1	11.2	15.1	18.3	19.3	4.2	3.2	5.1	2.6	2.9	3.1
Extra-EU	14.7	25.1	36.3	49.5	56.0	53.6	6.4	9.5	3.6	4.7	9.6	8.7
Northern Europe	0.1	0.2	0.3	0.4	0.5	0.6	10.5	16.4	5.3	0.0	0.1	0.1
Western Europe	0.4	0.4	0.4	0.6	0.6	0.6	1.5	-0.4	3.3	0.1	0.1	0.1
Central/Eastern Europe	11.0	20.9	28.1	35.9	39.7	39.3	6.3	9.9	3.1	3.5	7.0	6.4
Southern/Mediter. Eu.	3.2	3.7	7.5	12.6	15.2	13.1	6.9	8.8	5.3	1.0	2.4	2.1

Source: World Tourism Organization (UNWTO).

Note that arrivals to interregional destinations cannot be broken down by originating from EU-28 or extra-EU.

Table 4.3 World's top tourism spenders

		International tourism expenditure						Popu- lation	International departures					
									total including same-day			of which overnight		
		(euro billion)			(US\$ billion)			(million)	(million)					
		2010	2015	2016	2010	2015	2016	2016	2010	2015	2016	2010	2015	2016
1	China	41.4	225.2	235.9	54.9	249.8	261.1	1,383	57.4	127.9	135.1	:	:	:
2	United States	65.3	103.4	111.7	86.6	114.7	123.6	323	121.6	130.4	:	61.1	74.2	80.2
3	Germany	58.9	69.9	72.1	78.1	77.5	79.8	82	:	:	:	85.9	83.7	91.0
4	United Kingdom	41.7	60.1	58.5	55.2	66.6	64.8	66	55.6	65.7	70.8	53.8	64.2	69.4
5	France	29.0	35.4	36.6	38.5	39.3	40.5	65	30.0	30.6	29.6	25.0	26.6	26.5
6	Australia	20.1	26.3	27.8	26.6	29.2	30.8	24	7.1	9.5	9.9	:	:	:
7	Canada	22.4	27.1	26.0	29.7	30.1	28.7	36	55.6	56.0	53.0	28.9	32.3	31.3
8	Korea (ROK)	14.2	22.8	24.6	18.8	25.3	27.2	51	12.5	19.3	22.4	:	:	:
9	Italy	20.4	22.0	22.5	27.1	24.4	25.0	61	57.0	61.2	62.6	29.8	27.9	28.7
10	Hong Kong (China)	13.1	20.8	21.9	17.4	23.1	24.2	7	84.4	89.1	91.8	:	:	:
11	Russian Federation	20.1	31.5	21.6	26.7	34.9	24.0	143	39.3	34.4	31.7	:	:	:
12	Singapore	14.1	19.9	20.0	18.7	22.1	22.1	6	:	:	:	7.3	9.1	9.5
13	Belgium	14.3	17.1	17.6	19.0	18.9	19.5	11	:	:	:	8.8	10.8	13.4
14	Spain	12.8	15.7	17.4	17.0	17.4	19.3	46	14.3	17.6	18.3	12.4	14.4	15.4
15	Saudi Arabia	15.9	17.4	16.9	21.1	19.3	18.7	32	18.6	25.1	28.9	17.8	20.8	21.1
16	Japan	21.0	14.4	16.7	27.9	16.0	18.5	127	16.6	16.2	17.1	:	:	:
17	Netherlands	14.5	16.3	16.3	19.2	18.0	18.1	17	:	:	:	18.4	18.1	17.9
18	Utd Arab Emirates	8.9	15.0	15.5	11.8	16.6	17.1	10	:	:	:	:	:	:
19	Taiwan (pr. of China)	7.1	14.0	15.0	9.4	15.5	16.6	24	:	:	:	9.4	13.2	14.6
20	Switzerland	8.4	14.7	14.9	11.2	16.3	16.5	8	15.9	22.1	21.5	10.0	13.6	13.9
21	India	7.9	13.4	14.8	10.5	14.8	16.4	1,300	:	:	:	13.0	20.4	21.9
22	Norway	10.2	14.3	14.4	13.5	15.8	15.9	5	:	:	:	7.6	8.8	8.0
23	Brazil	12.0	15.6	13.1	16.0	17.4	14.5	206	:	:	:	6.5	9.7	8.5
24	Sweden	9.1	13.0	13.1	12.1	14.4	14.5	10	:	:	:	13.0	:	:
25	Kuwait	4.9	11.2	11.1	6.4	12.4	12.3	4	:	:	:	:	:	:
		Local currencies			Expenditure per capita									
		Change (%)			(US\$) (euro)					Change (%)		Change (%)		
		15/14	16*/15		2016 2016					15/14	16*/15	15/14 16*/15		
1	China		11.4	11.5		190	170			9.7	5.7		:	:
2	United States		8.6	7.8		380	345			7.1	:		8.8	8.1
3	Germany		-0.6	3.2		965	875			:	:		0.9	8.6
4	United Kingdom		6.5	10.0		985	890			9.4	7.8		9.9	8.1
5	France		-3.5	3.3		625	565			-4.2	-3.2		-4.6	-0.6
6	Australia		5.5	6.6		1,265	1,140			3.6	5.0		:	:
7	Canada		1.4	-1.1		795	715			-12.2	-5.3		-3.8	-3.1
8	Korea (ROK)		17.1	10.6		530	480			20.1	15.9		:	:
9	Italy		1.4	2.4		410	370			3.0	2.3		2.4	2.9
10	Hong Kong (China)		4.7	5.1		3,285	2,965			5.4	3.0		:	:
11	Russian Federation		10.0	-24.6		165	150			-19.9	-7.9		-24.7	-8.4
12	Singapore		-1.6	0.6		3,940	3,560			:	:		2.5	3.8
13	Belgium		-4.9	3.2		1,725	1,555			:	:		-1.4	23.4
14	Spain		15.3	11.4		415	375			26.3	3.7		22.3	6.9
15	Saudi Arabia		-19.8	-3.2		590	535			12.2	15.3		5.0	1.4
16	Japan		-5.3	4.0		145	130			-4.1	5.6		:	:
17	Netherlands		2.3	0.4		1,060	960			:	:		0.8	-0.7
18	Utd Arab Emirates		5.0	2.9		1,740	1,570			:	:		:	:
19	Taiwan (pr. of China)		16.4	8.3		705	635			:	:		11.3	10.7
20	Switzerland		1.5	3.8		1,985	1,790			11.4	-2.5		8.7	1.9
21	India		6.9	15.6		15	10			:	:		11.2	7.3
22	Norway		9.8	5.0		3,035	2,740			:	:		-4.8	-8.2
23	Brazil		-4.0	-12.4		70	65			:	:		0.9	-12.2
24	Sweden		12.1	1.9		1,445	1,305			:	:		:	:
25	Kuwait		15.6	0.2		2,920	2,640			:	:		:	:

Source: World Tourism Organization (UNWTO).

Table 4.4 Outbound tourism by source markets: International tourism expenditure

	(euro billion)							Series¹	Change (%)				Share (%)		
									local currencies, current prices						
	1995	2000	2005	2010	2014	2015	2016		14/13	15/14	16*/15	2005	2010	2016	
World	317	536	566	729	949	1,083	1,107								
UNWTO region Europe	157.6	246.6	280.8	305.1	379.6	392.7	392.1					49.6	41.8	35.4	
European Union (28)	136.7	217.5	240.7	250.8	293.1	306.4	314.5					42.6	34.4	28.4	
in Northern Europe	29.9	62.4	71.5	66.2	79.3	90.6	90.2					12.6	9.1	8.1	
Denmark	3.3	5.1	5.5	6.8	7.9	8.1	8.3		3.7	3.0	2.0	1.0	0.9	0.7	
Finland	1.7	2.0	2.5	3.3	4.0	4.3	4.7		-0.2	8.7	8.5	0.4	0.4	0.4	
Ireland	1.6	2.8	4.9	5.4	4.8	5.1	5.6		3.4	6.4	9.5	0.9	0.7	0.5	
Sweden	4.2	8.7	8.0	9.1	11.9	13.0	13.1		8.5	12.1	1.9	1.4	1.3	1.2	
United Kingdom	19.1	43.9	50.6	41.7	50.7	60.1	58.5		10.7	6.5	10.0	8.9	5.7	5.3	
in Western Europe	80.3	113.6	119.7	127.1	151.6	149.5	154.0					21.2	17.4	13.9	
Austria	5.8	6.8	7.5	7.7	8.3	8.4	8.8		7.6	1.0	4.7	1.3	1.1	0.8	
Belgium	6.2	10.2	12.0	14.3	17.9	17.1	17.6		7.4	-4.9	3.2	2.1	2.0	1.6	
France	12.4	24.5	25.6	29.0	36.7	35.4	36.6		15.5	-3.5	3.3	4.5	4.0	3.3	
Germany	46.0	57.4	59.8	58.9	70.3	69.9	72.1		2.1	-0.6	3.2	10.6	8.1	6.5	
Luxembourg	0.9	1.4	2.4	2.7	2.4	2.5	2.5		2.1	2.5	1.5	0.4	0.4	0.2	
Netherlands	8.9	13.2	12.4	14.5	15.9	16.3	16.3		2.0	2.3	0.4	2.2	2.0	1.5	
in Central/Eastern Europe	8.0	8.8	12.1	16.4	18.9	20.2	21.4					2.1	2.3	1.9	
Bulgaria	0.4	0.6	1.1	0.6	0.9	1.0	1.2		7.5	11.4	21.9	0.2	0.1	0.1	
Czech Republic	1.3	1.4	1.9	3.2	3.9	4.3	4.4		17.6	10.0	2.4	0.3	0.4	0.4	
Estonia	0.1	0.2	0.4	0.5	0.9	0.9	1.0		11.0	3.7	14.2	0.1	0.1	0.1	
Hungary	1.1	1.8	1.8	1.8	1.5	1.7	2.0		10.8	8.2	19.0	0.3	0.3	0.2	
Latvia	0.0	0.2	0.5	0.5	0.5	0.6	0.6		-0.3	3.2	13.4	0.1	0.1	0.1	
Lithuania	0.1	0.3	0.6	0.6	0.8	0.9	0.9		-1.1	7.6	6.5	0.1	0.1	0.1	
Poland	4.2	3.6	4.5	6.5	6.7	7.2	7.2		-0.1	7.1	5.0	0.8	0.9	0.7	
Romania	0.5	0.5	0.8	1.2	1.8	1.9	1.9	€	17.7	1.8	4.2	0.1	0.2	0.2	
Slovakia	0.2	0.3	0.7	1.5	1.9	1.9	2.0		4.4	3.1	5.5	0.1	0.2	0.2	
in Southern/Medit. Europe	18.6	32.7	37.4	41.1	43.4	46.1	49.0					6.6	5.6	4.4	
Croatia	0.3	0.6	0.6	0.6	0.6	0.7	0.9	€	-6.6	7.4	25.2	0.1	0.1	0.1	
Cyprus	0.3	0.4	0.7	1.0	1.0	1.0	1.1		7.2	-3.8	10.6	0.1	0.1	0.1	
Greece	1.0	4.9	2.4	2.2	2.1	2.0	2.0		13.1	-1.9	-1.6	0.4	0.3	0.2	
Italy	11.3	17.0	18.0	20.4	21.7	22.0	22.5		6.9	1.4	2.4	3.2	2.8	2.0	
Malta	0.2	0.2	0.2	0.2	0.3	0.3	0.4		4.0	10.5	11.1	0.0	0.0	0.0	
Portugal	1.6	2.4	2.5	3.0	3.3	3.6	3.8		6.4	8.9	6.6	0.4	0.4	0.3	
Slovenia	0.4	0.6	0.7	0.9	0.7	0.8	0.9		5.2	10.4	3.9	0.1	0.1	0.1	
Spain	3.4	6.5	12.2	12.8	13.6	15.7	17.4		9.8	15.3	11.4	2.2	1.8	1.6	

Table 4.4 Outbound tourism by source markets: International tourism expenditure (cont.)

	(euro billion)							Series¹	Change (%)				Share (%)					
									local currencies, current prices									
	1995	2000	2005	2010	2014	2015	2016		14/13	15/14	16¹/15	2005	2010	2016				
Extra EU	20.9	29.1	40.1	54.3	86.5	86.3	77.6											
in Northern & Western Europe	8.3	11.5	15.7	19.1	27.4	29.9	30.5											
Iceland	0.2	0.5	0.8	0.4	0.7	0.9	1.1					9.8	15.7	15.7		0.1	0.1	0.1
Norway	3.2	5.0	7.8	10.2	13.9	14.3	14.4					6.9	9.8	5.0	1.4	1.4	1.3	1.3
Liechtenstein	;	;	;	;	;	;	;					;	;	;	;	;	;	;
Monaco	;	;	;	;	;	;	;					;	;	;	;	;	;	;
Switzerland	4.9	5.9	7.1	8.4	12.7	14.7	14.9					3.1	1.5	3.8	1.3	1.2	1.3	1.3
in Central/Eastern Europe	9.8	11.5	17.8	26.5	49.1	43.7	33.9											
Armenia	0.0	0.0	0.2	0.4	0.8	0.9	1.0					10.2	-2.7	7.2		0.0	0.1	0.1
Azerbaijan	0.1	0.1	0.1	0.6	2.3	2.3	2.3					4.6	-13.5	-4.2		0.0	0.1	0.2
Belarus	0.1	0.2	0.4	0.5	0.9	0.8	0.7					0.5	-22.2	-10.6		0.1	0.1	0.1
Georgia	0.0	0.1	0.1	0.2	0.2	0.3	0.3					1.7	10.2	17.2		0.0	0.0	0.0
Kazakhstan	0.2	0.4	0.6	1.0	1.5	1.8	1.5					4.8	2.4	-16.2		0.1	0.1	0.1
Kyrgyzstan	0.0	0.0	0.0	0.1	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	0.3	0.3	0.2					5.9	-20.0	-9.6		0.0	0.0	0.0
Russian Federation	8.9	9.5	13.6	20.1	38.0	31.5	21.6					-5.7	-30.7	-31.4		2.4	2.8	2.0
Tajikistan	;	;	0.0	;	;	;	0.0					;	;	;		0.0	;	0.0
Turkmenistan	;	;	;	;	;	;	;					;	;	;		;	;	;
Ukraine	0.2	0.5	2.3	2.8	3.8	4.0	4.5					-12.2	-12.2	12.2		0.4	0.4	0.4
Uzbekistan	;	;	;	;	;	;	;					;	;	;		;	;	;
in Southern/Medit. Europe	2.7	6.1	6.6	8.7	10.1	12.7	13.1											
Albania	0.0	0.3	0.6	1.0	1.2	1.1	1.1					7.5	-6.7	2.0		0.1	0.1	0.1
Andorra	;	;	;	;	;	;	;					;	;	;		;	;	;
Bosnia & Herzg.	;	0.1	0.1	0.1	0.1	0.1	0.1					0.9	15.4	12.0		0.0	0.0	0.0
FYR Macedonia	0.0	0.0	0.0	0.1	0.1	0.1	0.2					13.8	28.4	13.2		0.0	0.0	0.0
Israel	1.6	3.2	2.6	2.8	3.9	5.4	6.2					14.2	15.9	13.8		0.5	0.4	0.6
Montenegro	;	;	0.0	0.0	0.0	0.0	0.1					-1.1	12.9	49.7		0.0	0.0	0.0
San Marino	;	;	;	;	;	;	;					;	;	;		;	;	;
Serbia	;	;	;	0.7	0.9	1.0	1.1					5.6	11.8	9.2		0.1	0.1	0.1
Turkey	0.7	1.9	2.5	3.9	3.8	4.8	4.3					5.3	5.8	-10.9		0.4	0.5	0.4

Source: World Tourism Organization (UNWTO).

¹ Series of International Tourism Receipts and Expenditure:

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

Table 4.5 Outbound tourism by source market: International departures

	Total including same-day (1000)				Change (%)		Average a year (%)		of which overnight (1000)				Change (%)		Average a year (%)	
	2005	2010	2015	2016	15/14	16*/15	'95-'05	'05-'15	2005	2010	2015	2016	15/14	16*/15	'95-'05	'05-'15
European Union (28)																
in Northern Europe																
Denmark	:	:	:	:	:	:	:	:	5,469	7,726	8,991	9,651	5.4	7.3	:	:
Finland	6,668	7,485	10,022	10,280	2.4	2.6	:	4.2	5,902	6,633	8,904	9,130	2.0	2.5	:	2.9
Ireland	6,113	6,917	7,094	7,646	6.3	7.8	9.1	1.5	:	:	:	:	:	:	:	:
Sweden	:	:	:	:	:	:	:	:	15,677	13,042	:	:	:	:	:	:
United Kingdom	66,441	55,562	65,720	70,815	9.4	7.8	4.9	-0.1	:	53,760	64,165	69,375	9.9	8.1	:	-0.3
in Western Europe																
Austria	:	:	:	:	:	:	:	:	8,206	9,882	10,628	11,534	-3.3	8.5	:	:
Belgium	:	:	:	:	:	:	:	:	9,327	8,801	10,835	13,372	-1.4	23.4	:	:
France	:	29,973	30,608	29,636	-4.2	-3.2	:	:	22,480	25,041	26,648	26,483	-4.6	-0.6	:	:
Germany	:	:	:	:	:	:	:	:	86,622	85,872	83,737	90,966	0.9	8.6	:	:
Luxembourg	:	:	2,497	2,138	-15.2	-14.4	:	:	1,185	1,237	1,452	1,393	-4.2	-4.1	:	:
Netherlands	:	:	:	:	:	:	:	:	17,039	18,368	18,070	17,938	0.8	-0.7	:	:
in Central/Eastern Europe																
Bulgaria	:	:	:	:	:	:	:	:	4,235	3,676	4,632	5,392	11.4	16.4	:	:
Czech Republic	:	11,891	:	:	:	:	:	:	6,963	8,673	5,856	6,027	3.6	2.9	:	:
Estonia	:	:	:	:	:	:	:	:	:	955	1,250	1,339	-12.3	7.1	:	:
Hungary	17,759	16,082	17,276	18,895	5.7	9.4	3.1	-0.3	6,994	5,297	6,382	7,091	14.2	11.1	-6.1	-9.7
Latvia	2,959	3,332	1,720	1,939	-6.8	12.7	5.0	-5.3	:	1,650	1,242	1,250	-8.8	0.6	:	-8.3
Lithuania	:	4,311	3,981	4,143	-7.2	4.1	:	:	1,633	1,411	1,860	1,953	4.0	5.0	:	:
Poland	40,841	42,760	44,300	44,500	25.1	0.5	1.2	0.8	6,200	7,100	10,900	11,300	5.8	3.7	-16.2	-12.4
Romania	7,140	10,905	13,118	16,128	6.7	22.9	:	:	:	:	:	:	:	:	:	:
Slovakia	2,987	2,692	2,777	3,095	15.4	11.5	:	-0.7	:	:	:	:	:	:	:	:
in Southern/Medit. Europe																
Croatia	:	:	4,355	2,581	-6.1	-40.7	:	:	:	1,873	2,578	1,615	-6.7	-37.4	:	:
Cyprus	914	1,246	1,119	1,268	-7.4	13.3	9.8	2.0	:	:	:	:	:	:	:	:
Greece	:	:	:	:	:	:	:	:	:	3,799	6,291	7,235	8.4	15.0	:	:
Italy	45,136	57,040	61,225	62,608	3.0	2.3	:	3.1	24,796	29,823	27,858	28,654	2.4	2.9	:	-4.7
Malta	:	328	456	550	6.0	20.6	:	:	225	294	428	497	9.5	16.1	:	:
Portugal	18,110	:	:	:	:	:	:	:	:	:	1,893	:	16.3	:	:	-20.2
Slovenia	6,736	5,340	4,909	5,408	5.1	10.2	:	-3.1	2,660	2,874	2,867	2,853	8.5	-0.5	:	-8.2
Spain	:	14,254	17,625	18,277	26.3	3.7	:	:	10,464	12,379	14,407	15,405	22.3	6.9	:	:

Table 4.5 Outbound tourism by source market: International departures (cont.)

	Total including same-day (1000)						Change (%)		Average a year (%)		of which overnight (1000)				Change (%)		Average a year (%)	
	2005	2010	2015	2016	15/14	16*/15	15/14	16*/15	'95-'05	'05-'15	2005	2010	2015	2016	15/14	16*/15	'95-'05	'05-'15
Extra EU																		
in Northern & Western Europe																		
Iceland	:	:	:	:	:	:	:	:	:	:	364	299	450	536	12.5	19.1	:	:
Liechtenstein	:	:	:	:	:	:	:	:	:	:	:	:	:	:	:	:	:	:
Monaco	:	:	:	:	:	:	:	:	:	:	:	:	:	:	:	:	:	:
Norway	:	:	:	:	:	:	:	:	:	:	3,166	7,590	8,750	8,030	-4.8	-8.2	:	:
Switzerland	:	15,902	22,086	21,536	11.4	-2.5	:	:	:	:	:	10,011	13,601	13,857	8.7	1.9	:	:
in Central/Eastern Europe																		
Armenia	:	:	:	:	:	:	:	:	:	:	269	563	1,187	1,263	0.0	6.4	:	:
Azerbaijan	1,830	3,176	4,096	4,282	-3.5	4.5	:	:	:	8.4	887	1,820	3,256	3,592	-1.9	10.3	:	5.9
Belarus	6,596	7,464	6,972	6,939	-3.6	-0.5	:	:	:	0.6	572	415	671	467	-9.4	-30.4	:	-20.4
Georgia	:	:	:	:	:	:	:	:	:	:	857	2,086	3,136	3,400	1.0	8.4	:	:
Kazakhstan	:	6,019	11,303	9,756	8.2	-13.7	:	:	:	:	2,975	5,893	:	:	:	:	:	:
Kyrgyzstan	:	855	3,051	2,930	7.1	-4.0	:	:	:	:	201	855	3,051	2,930	7.1	-4.0	:	:
Rep. Moldova	:	117	190	177	5.1	-6.7	:	:	:	:	57	117	186	170	3.5	-8.5	:	:
Russian Federation	22,201	22,281	26,852	24,571	5.6	-8.5	:	:	8.0	1.9	22,201	22,281	26,852	24,571	5.6	-8.5	8.0	1.9
Tajikistan	:	160	414	:	94.0	:	:	:	:	:	:	160	414	:	94.0	:	:	:
Turkmenistan	:	:	:	:	:	:	:	:	:	:	33	:	:	:	:	:	:	:
Ukraine	:	17,741	23,336	25,226	3.1	8.1	:	:	:	:	16,454	17,180	23,142	24,668	3.1	6.6	:	:
Uzbekistan	:	:	:	:	:	:	:	:	:	:	572	1,610	:	:	:	:	:	:
in Southern/Medit. Europe																		
Albania	2,097	3,443	4,504	4,852	8.6	7.7	:	:	:	7.9	:	:	:	:	:	:	:	:
Andorra	:	:	:	:	:	:	:	:	:	:	:	:	:	:	:	:	:	:
Bosnia & Herzg.	:	:	:	:	:	:	:	:	:	:	:	:	:	:	:	:	:	:
FYR Macedonia	:	:	:	:	:	:	:	:	:	:	:	:	:	:	:	:	:	:
Israel	:	:	:	:	:	:	:	:	:	:	3,687	4,269	5,891	6,781	13.7	15.1	:	:
Montenegro	:	:	:	:	:	:	:	:	:	:	:	:	:	:	:	:	:	:
San Marino	:	:	:	:	:	:	:	:	:	:	:	:	:	:	:	:	:	:
Serbia	:	:	:	:	:	:	:	:	:	:	:	:	:	:	:	:	:	:
Turkey	:	:	:	:	:	:	:	:	:	:	8,246	6,557	8,751	7,892	9.6	-9.8	:	:

Source: World Tourism Organization (UNWTO).

Table 5.1 Participation in tourism of EU residents (aged 15 and over), 2015

	Total number of tourists	Share of the population that has taken part in tourism (%)			
	(1000)	Total	Domestic trips only	Domestic and outbound trips	Outbound trips only
EU-28	263,461	61.4	31.1	20.3	10.0
in Northern Europe					
Denmark	3,766	80.2	22.1	18.2	39.8
Finland	4,036	88.2	27.5	55.8	4.9
Ireland	2,688	74.6	19.7	43.7	11.2
Sweden	6,593	81.7	26.6	44.1	11.1
United Kingdom ¹	34,148	65.7	25.2	10.8	29.6
in Western Europe					
Austria	5,545	75.7	18.4	34.0	23.4
Belgium	5,481	58.8	5.4	16.6	36.8
France	38,689	71.5	47.2	20.4	3.9
Germany	53,820	76.3	23.5	37.9	14.9
Luxembourg	389	82.9	0.0	11.8	70.7
Netherlands	11,498	81.7	22.5	37.2	21.9
in Central/Eastern Europe					
Bulgaria	1,763	28.4	24.8	1.4	2.3
Czech Republic	7,191	80.5	40.5	34.5	5.4
Estonia	729	66.1	23.6	30.4	12.2
Hungary	4,524	53.7	32.1	15.1	6.5
Latvia	916	54.2	23.6	22.1	8.5
Lithuania	1,454	58.2	28.9	1.6(u)	27.7
Poland	17,448	54.0	37.4	9.1	7.6
Romania	4,358	26.0	24.2	0.3	1.4
Slovakia	2,761	60.1	27.5	15.1	17.5
in Southern/Mediterranean Europe					
Croatia	1,559	43.3	28.8	8.3	6.1
Cyprus	476	67.3	27.0	23.8	16.5
Greece	3,381	36.4	31.0	2.2	3.2
Italy	21,806	41.6	26.7	7.8	7.1
Malta	187	50.7	13.2	16.2	21.3
Portugal	3,699	41.6	30.9	6.8	4.0
Slovenia	1,101	62.6	12.4	15.9	34.3
Spain	24,450	62.1	43.0	14.0	5.1

Source: Eurostat (online data code: tour_dem_totot, demo_pjanbroad).

¹ 2012 data.

Table 5.2 Share of the population not participating in tourism by reasons, 2013 (%)

	Share of the population not participating in tourism	Reasons reported for not participating in tourism					
		Financial reasons	Health reasons	No motivation to travel	Family commitments	Work or study commitments	Other reasons
EU-28¹	40.0	52.8	20.3	18.4	13.8	17.6	9.0
in Northern Europe							
Denmark	17.0	17.9	27.6	10.1	0.7	7.2	36.4
Finland	11.5	16.4	20.7	34.8	0.0	0.0	16.6
Ireland	29.4	64.9	12.6	18.1	8.6	9.3	7.9
Sweden	0.0	0.0	0.0	0.0	0.0	0.0	0.0
United Kingdom	34.3	0.0	0.0	0.0	0.0	0.0	0.0
in Western Europe							
Austria	24.4	22.5	27.4	31.3	20.5	20.5	9.7
Belgium	38.4	0.0	0.0	0.0	0.0	0.0	0.0
France	27.9	40.2	18.7	13.3	7.6	8.6	11.7
Germany	23.0	39.3	36.4	41.4	33.2	29.0	18.4
Luxembourg	15.1	19.0	28.9	25.2	20.6	8.5	15.4
Netherlands	16.5	44.6	21.5	29.3	5.4	7.3	14.3
in Central/Eastern Europe							
Bulgaria	77.8	69.0	11.5	0.3	6.2	11.9	3.3
Czech Republic	26.5	49.0	34.4	19.7	8.5	11.1	10.1
Estonia	37.1	47.8	0.0	22.4	13.5	15.2	23.4
Hungary	63.2	58.4	22.9	2.8	2.9	11.2	1.7
Latvia	48.6	24.9	19.4	4.7	2.0	3.3	45.7
Lithuania	43.8	20.0	16.6	6.0	3.0	12.1	42.3
Poland	47.9	39.1	18.6	13.2	12.6	39.8	4.1
Romania	74.9	65.0	15.7	0.0	5.2	9.3	4.7
Slovakia	44.0	65.4	23.6	32.1	18.9	12.7	17.8
in Southern/Mediterranean Europe							
Croatia	52.8	54.0	12.7	12.0	5.0	9.3	7.1
Cyprus	48.4	49.1	9.7	15.3	3.5	15.0	7.4
Greece	67.7	71.2	16.5	5.3	8.8	9.2	4.8
Italy	57.5	50.0	15.9	20.4	13.7	10.8	3.9
Malta	49.4	37.8	19.1	14.7	11.6	7.9	16.6
Portugal	62.4	73.5	22.9	46.5	14.5	28.0	15.3
Slovenia	38.6	54.3	31.4	16.4	7.0	14.3	3.2
Spain	46.7	69.9	20.1	20.9	20.4	21.5	11.4

Source: Eurostat.

¹ EU-28 aggregate estimated for this publication, not including Belgium, Sweden and the United Kingdom data for reasons for not participating in tourism.

Table 5.3 Trips, nights spent and average length of trips made by EU residents by destination, 2015

Country of residence of the tourist	Trips			Nights			Average length of trips		
	Total	Domestic	Outbound	Total	Domestic	Outbound	All trips	Domestic	Outbound
	(1000)	(%)		(1000)	(%)		Nights		
EU-28¹	1,172,352	74.8	25.2	5,984,771	58.3	41.7	5.1	4.0	8.4
in Northern Europe									
Denmark	33,290	73.2	26.8	121,292	54.5	45.5	3.6	2.7	6.2
Finland	38,073	76.6	23.4	128,269	61.5	38.5	3.4	2.7	5.5
Ireland	12,883	53.7	46.3	61,434	29.1	70.9	4.8	2.6	7.3
Sweden	40,215	78.4	21.6	163,987	63.9	36.1	4.1	3.3	6.8
United Kingdom ²	159,414	67.2	32.8	883,883	36.2	63.8	5.5	3.0	10.8
in Western Europe									
Austria	21,715	51.1	48.9	105,813	34.9	65.1	4.9	3.3	6.5
Belgium	13,958	23.3	76.7	97,301	11.0	89.0	7.0	3.3	8.1
France	199,157	88.1	11.9	1,113,943	82.1	17.9	5.6	5.2	8.4
Germany	247,876	66.2	33.8	1,311,808	46.7	53.3	5.3	3.7	8.4
Luxembourg	1,727	1.4	98.6	10,975	0.9	99.1	6.4	4.1	6.4
Netherlands	41,691	57.9	42.1	260,910	35.8	64.2	6.3	3.9	9.6
in Central/Eastern Europe									
Bulgaria	3,071	82.7	17.3	13,978	73.0	27.0	4.6	4.0	7.1
Czech Republic	29,819	80.4	19.6	124,118	70.0	30.0	4.2	3.6	6.4
Estonia	3,954	68.4	31.6	15,528	38.5	61.5	3.9	2.2	7.6
Hungary	18,080	69.8	30.2	66,274	57.5	42.5	3.7	3.0	5.2
Latvia	4,214	70.5	29.5	13,245	49.4	50.6	3.1	2.2	5.4
Lithuania	4,523	58.9	41.1	19,811	36.2	63.8	4.4	2.7	6.8
Poland	50,777	78.5	21.5	286,407	65.2	34.8	5.6	4.7	9.1
Romania	16,748	93.9	6.1	66,254	87.0	13.0	4.0	3.7	8.5
Slovakia	8,372	66.8	33.2	39,075	51.2	48.8	4.7	3.6	6.9
in Southern/Mediterranean Europe									
Croatia	6,617	61.0	39.0	42,224	57.3	42.7	6.4	6.0	7.0
Cyprus	2,412	54.0	46.0	16,157	20.9	79.1	6.7	2.6	11.5
Greece	5,815	87.9	12.1	57,439	87.9	12.1	9.9	9.9	9.9
Italy	50,769	80.1	19.9	292,219	70.0	30.0	5.8	5.0	8.7
Malta	598	33.7	66.3	3,101	17.0	83.0	5.2	2.6	6.5
Portugal	15,785	89.6	10.4	65,318	80.1	19.9	4.1	3.7	8.0
Slovenia	4,388	34.9	65.1	20,569	21.9	78.1	4.7	2.9	5.6
Spain	136,411	90.8	9.2	583,441	81.7	18.3	4.3	3.8	8.6

Source: Eurostat (online data code: tour_dem_tttot, tour_dem_tntot).

Note: Due to rounding, subtotals do not necessarily add up to totals.

¹ EU-28 aggregate calculated using 2013 data for the United Kingdom.² 2013 data.

Table 5.4 **Total expenditure on tourism trips by destination (domestic/outbound) and average expenditure per trip and per night, 2015**

	Total expenditure			Average expenditure					
	All trips	Domestic	Outbound	Per trip			Per night		
				All trips	Domestic	Outbound	All trips	Domestic	Outbound
	(euro million)			(euro)					
EU-28¹	408,306	186,167	222,139	348	212	751	68	53	89
in Northern Europe									
Denmark	11,140	5,142	5,997	335	211	672	92	78	109
Finland	13,254	5,540	7,713	348	190	865	103	70	156
Ireland	6,535	1,370	5,165	507	198	866	106	76	119
Sweden	10,701	4,850	5,850	266	154	673	65	46	99
United Kingdom²	61,213	23,118	38,096	384	216	729	69	72	68
in Western Europe									
Austria	13,455	3,965	9,490	620	358	893	127	107	138
Belgium	8,118	640	7,477	582	197	698	83	60	86
France	70,391	47,204	23,187	353	269	975	63	52	116
Germany	114,495	44,019	70,476	462	268	842	87	72	101
Luxembourg	1,343	13	1,330	778	518	782	122	128	122
Netherlands	14,941	3,122	11,818	358	129	674	57	33	71
in Central/Eastern Europe									
Bulgaria	507	308	199	165	121	375	36	30	53
Czech Republic	3,915	1,596	2,319	131	67	396	32	18	62
Estonia	937	218	718	237	81	575	60	37	75
Hungary	2,555	850	1,705	141	67	313	39	22	61
Latvia	560	119	441	133	40	355	42	18	66
Lithuania	974	162	812	215	61	437	49	23	64
Poland	10,064	4,589	5,475	198	115	502	35	25	55
Romania	1,977	1,582	395	118	101	388	30	27	46
Slovakia	2,263	732	1,531	270	131	551	58	37	80
in Southern/Mediterranean Europe									
Croatia	1,957	654	1,303	296	162	506	46	27	72
Cyprus	1,215	151	1,065	504	116	960	75	45	83
Greece	1,706	1,333	373	293	261	529	30	26	54
Italy	18,677	11,974	6,702	368	294	664	64	59	77
Malta	384	29	356	643	143	898	124	54	138
Portugal	2,551	1,585	966	162	112	591	39	30	74
Slovenia	1,105	169	935	252	111	328	54	38	58
Spain	31,374	21,131	10,243	230	171	820	54	44	96

Source: Eurostat (online data code: tour_dem_extot, tour_dem_tttot, tour_dem_tntot).

Note: Due to rounding, deviations can occur between total and subtotals.

¹ EU-28 aggregate calculated using 2013 data for the United Kingdom.

² 2013 data.

Table 6.1 **Number of EU establishments, bedrooms and bed-places**

		2000	2005	2010	2012	2014	2016	Average a year (%) 2010-16
Total								
Number of establishments	:		406,610	487,303	552,960	570,268	608,400	3.8
Number of bed-places	:		27,027,465	28,484,328	29,780,650	30,947,307	31,319,386	1.6
average bed-places per establishment	:		66	58	54	54	51	
of which								
Hotels and similar accommodation								
Number of establishments		208,436	195,214	204,742	202,022	202,248	201,973	-0.2
Bedrooms	:		5,704,787	6,235,319	6,376,003	6,622,456	6,663,439	1.1
average bed-room per establishment	:		29	30	32	33	33	
Number of bed-places		10,837,078	11,401,513	12,627,182	13,052,474	13,660,998	13,791,041	1.5
average bed-places per establishment		52	58	62	65	68	68	
average bed-places per bedroom	:		2.0	2.0	2.0	2.1	2.1	
Holiday and other short-stay accommodation; camping grounds and recreational vehicle/trailer parks								
Number of establishments	:		211,396	282,787	350,938	368,020	406,427	6.2
Number of bed-places	:		15,625,952	15,869,146	16,728,176	17,286,309	17,528,345	1.7
average bed-places per establishment	:		74	56	48	47	43	
of which								
Holiday and other short-stay accommodation								
Number of establishments	:		:	255,478	323,822	339,215	378,052	6.7
Number of bed-places	:		:	6,027,017	6,940,650	7,269,760	7,563,852	3.9
average bed-places per establishment	:		:	24	21	21	20	
Camping grounds and recreational vehicle/trailer parks								
Number of establishments	:		:	27,308	27,116	28,805	28,375	0.6
Number of bed-places	:		:	9,842,129	9,787,526	10,016,549	9,964,493	0.2
average bed-places per establishment	:		:	360	361	348	351	

Source: compiled by World Tourism Organization (UNWTO) based on Eurostat.

(Data as available in January 2018)

Table 6.2 Number of bed-places and bedrooms in hotels and similar accommodation

	Number of bed-places						Number of bedrooms				Average bed-places per room			Net occupancy rates (%)			
	Number of bed-places						Number of bedrooms				Average bed-places per room			Net occupancy rates (%)			
	2005	2010	2015	2016	2005	2016	2005	2010	2015	2016	2005	2016	2005	2012	2016	2012	2016
EU-28	11,401,513	12,627,182	13,522,493	13,791,041	5,704,787	6,235,319	6,616,120	6,663,439	2.0	2.1	2.0	2.1	46	:	46	:	58
in Northern Europe																	
Denmark	70,049	81,522	89,371	90,503	35,718	40,951	44,549	45,393	2.0	2.0	2.0	2.0	48	40	48	54	62
Finland	117,605	121,127	134,107	135,177	54,354	55,283	56,723	56,982	2.2	2.4	2.2	2.4	40	40	40	51	53
Ireland	148,653	151,715	150,083	:	63,762	73,274	64,643	:	2.3	:	2.3	:	43	43	54	58	71
Sweden	197,470	224,444	236,555	240,883	100,155	110,413	117,707	119,855	2.0	2.0	2.0	2.0	38	38	46	50	58
United Kingdom	1,062,342	1,416,177	:	:	518,028	650,987	:	:	2.1	:	2.1	:	48	48	:	64	:
in Western Europe																	
Austria	571,377	589,293	600,342	601,945	289,879	290,287	291,974	291,497	2.0	2.1	2.0	2.1	41	28	41	:	54
Belgium	120,668	128,494	129,307	129,232	54,226	59,022	58,298	58,791	2.2	2.2	2.2	2.2	40	40	40	54	56
France	1,266,325	1,246,006	1,304,692	1,312,372	633,162	623,003	652,346	656,186	2.0	2.0	2.0	2.0	46	48	46	60	58
Germany	1,621,118	1,721,826	1,778,206	1,784,654	894,164	939,893	952,386	952,458	1.8	1.9	1.8	1.9	44	40	44	57	62
Luxembourg	14,427	15,709	14,542	15,689	7,516	8,238	7,661	7,666	1.9	2.0	1.9	2.0	33	31	33	41	45
Netherlands	192,215	211,772	254,589	261,164	94,364	103,206	118,121	121,021	2.0	2.2	2.0	2.2	48	42	48	63	68
in Central/Eastern Europe																	
Bulgaria	200,940	245,442	279,090	281,869	90,593	111,218	124,568	123,025	2.2	2.3	2.2	2.3	42	39	42	50	55
Czech Republic	232,211	255,882	314,210	317,756	99,916	113,417	136,026	137,092	2.3	2.3	2.3	2.3	47	35	47	39	46
Estonia	25,228	30,324	32,620	32,404	12,312	14,719	15,474	15,535	2.0	2.1	2.0	2.1	45	45	47	52	54
Hungary	162,235	161,381	177,182	181,407	66,066	69,129	72,319	73,785	2.5	2.5	2.5	2.5	38	32	38	43	52
Latvia	19,229	27,389	25,398	26,164	9,219	13,026	12,597	12,812	2.1	2.0	2.1	2.0	37	36	37	39	43
Lithuania	19,940	24,302	28,585	28,665	10,134	12,068	13,839	13,925	2.0	2.1	2.0	2.1	39	35	39	45	51
Poland	169,609	240,967	301,555	325,776	84,865	119,175	146,114	157,715	2.0	2.1	2.0	2.1	39	33	39	41	48
Romania	216,499	258,238	225,227	213,635	105,787	126,171	110,865	110,826	2.0	1.9	2.0	1.9	36	30	36	40	44
Slovakia	57,071	74,597	96,997	95,774	28,231	35,844	40,667	39,868	2.0	2.4	2.0	2.4	33	27	33	32	39
in Southern/Medit. Europe																	
Croatia	203,464	151,681	164,675	167,380	80,743	73,333	78,431	79,962	2.5	2.1	2.5	2.1	57	53	57	:	57
Cyprus	91,264	83,888	84,426	83,251	45,209	41,781	41,695	41,077	2.0	2.0	2.0	2.0	71	65	71	64	70
Greece	682,050	764,437	801,787	797,995	358,721	406,705	415,372	412,914	1.9	1.9	1.9	1.9	50	43	50	44	48
Italy	2,028,452	2,253,342	2,250,816	2,248,225	1,020,478	1,095,332	1,091,634	1,091,061	2.0	2.1	2.0	2.1	44	41	44	43	46
Malta	37,322	39,139	41,283	41,684	17,912	17,968	18,412	18,663	2.1	2.2	2.1	2.2	64	58	64	65	74
Portugal	263,814	279,506	328,186	337,175	116,123	124,542	143,912	147,940	2.3	2.3	2.3	2.3	49	40	49	44	53
Slovenia	29,971	43,851	45,274	45,716	15,811	21,697	22,344	22,451	1.9	2.0	1.9	2.0	47	43	47	48	52
Spain	1,579,965	1,784,731	1,906,827	1,893,978	797,339	884,637	922,439	916,011	2.0	2.1	2.0	2.1	61	53	61	56	66

Source: compiled by World Tourism Organization (UNWTO) based on Eurostat.

(Data as available in January 2018)

Table 6.3 Number of bed-places in holiday and other short-stay accommodation; camping grounds, recreational vehicle/trailer parks

	Number of bed-places					of which in:							
						Holiday and other short-stay accommodation			Camping grounds and recreational vehicle/ trailer parks				
	2005	2010	2015	2016		2005	2010	2015	2016	2005	2010	2015	2016
EU-28	15,625,952	15,869,146	17,656,402	17,528,345		:	6,027,017	7,773,225	7,563,852	:	9,842,129	9,883,177	9,964,493
in Northern Europe													
Denmark	322,777	311,837	326,454	327,944	51,973	41,108	55,632	57,599	270,804	270,729	270,822	270,345	
Finland	92,608	96,151	117,925	117,725	13,562	18,857	38,944	39,579	79,046	77,294	78,981	78,146	
Ireland	58,474	30,763	49,673	:	31,802	:	26,062	:	26,672	22,640	23,611	:	
Sweden	537,381	567,434	562,470	560,812	83,541	84,170	84,518	79,584	453,840	483,264	477,952	481,228	
United Kingdom	1,161,461	1,795,446	:	:	523,928	576,894	:	:	637,533	1,218,552	:	:	
in Western Europe													
Austria	354,701	370,486	393,123	399,497	160,155	182,969	201,393	206,659	194,546	187,517	191,730	192,838	
Belgium	251,266	236,870	239,185	239,236	145,876	137,000	147,941	151,759	105,390	99,870	91,244	87,477	
France	4,492,774	3,774,457	3,828,622	3,821,273	754,206	974,677	994,154	981,017	3,738,568	2,799,780	2,834,468	2,840,256	
Germany	1,705,422	1,565,136	1,561,866	1,551,553	902,319	689,168	675,922	672,377	793,791	875,968	885,944	879,176	
Luxembourg	52,072	54,254	49,469	48,173	3,795	5,141	4,042	3,797	48,277	49,113	45,427	44,376	
Netherlands	997,519	990,731	1,117,362	1,108,739	269,246	274,354	354,234	350,400	728,273	716,377	763,128	758,339	
in Central/Eastern Europe													
Bulgaria	20,204	31,179	43,375	46,395	18,780	29,995	43,035	45,597	1,424	1,184	340	798	
Czech Republic	393,920	381,654	400,804	398,807	173,344	164,166	182,634	182,709	220,576	217,488	218,170	216,098	
Estonia	12,860	19,760	25,452	27,067	8,183	13,351	25,452	27,067	4,677	6,409	0	0	
Hungary	167,055	150,060	263,267	264,993	72,919	63,316	143,479	146,832	94,136	86,744	119,788	118,161	
Latvia	4,816	7,268	16,413	20,919	2,937	4,731	11,989	14,624	1,879	2,537	4,424	6,295	
Lithuania	11,314	11,928	45,177	48,359	10,351	9,534	42,581	45,480	963	2,394	2,596	2,879	
Poland	400,287	369,144	408,719	423,415	375,348	349,583	367,326	381,126	24,939	19,561	41,393	42,289	
Romania	66,695	53,460	100,614	112,463	40,127	28,102	80,627	95,146	26,568	25,358	19,987	17,317	
Slovakia	103,124	89,334	92,637	88,129	46,184	49,975	55,655	60,253	56,940	39,359	36,982	27,876	
in Southern/Medit. Europe													
Croatia	295,678	287,932	773,938	819,892	87,670	68,394	529,286	569,436	208,008	219,538	244,652	250,456	
Cyprus	4,128	4,346	988	988	1,320	1,538	:	:	2,808	2,808	988	988	
Greece	95,560	362,351	443,063	443,419	:	365,988	359,013	359,842	95,560	88,702	84,050	83,577	
Italy	2,322,081	2,445,510	2,628,497	2,694,287	977,839	1,091,781	1,446,579	1,519,466	1,344,242	1,353,729	1,181,918	1,174,821	
Malta	694	1,056	1,600	1,695	:	:	1,600	1,695	:	:	:	:	
Portugal	182,656	191,537	223,501	230,597	8,259	9,583	19,921	46,458	174,397	181,954	203,580	184,139	
Slovenia	34,656	47,878	64,322	67,441	18,732	26,615	40,503	42,554	15,924	21,263	23,819	24,887	
Spain	1,483,769	1,516,845	1,620,110	1,621,832	704,793	752,945	845,241	844,524	778,976	763,900	774,869	777,308	

source: compiled by World Tourism Organization (UNWTO) based on Eurostat.

(Data as available in January 2018)

Source: compiled by World Tourism Organization (UNWTO) based on Eurostat.

(Data as available in January 2018)

Table 6.4 Guest arrivals and nights in EU establishments

	2005	2010	2012	2014	2016	Average a year 2010-16 (%)
	(million)					
Total						
Arrivals, total (mn)	:	766	857	907	1,000	4.6
Nights spent, total (mn)	2,286	2,396	2,586	2,682	3,054	4.1
Nights per arrival	:	3.1	3.0	3.0	3.1	
Residents (domestic), arrivals (mn)	:	493	550	568	609	3.6
Nights spent (mn)	1,342	1,389	1,452	1,471	1,570	2.1
Nights per arrival	:	2.8	2.6	2.6	2.6	
Non-residents (international), arrivals (mn)	:	273	307	339	391	6.2
Nights spent (mn)	944	1,007	1,134	1,211	1,484	6.7
Nights per arrival	:	3.7	3.7	3.6	3.8	
Arrivals, share international (%)	:	35.7	35.8	37.4	39.1	
Nights, share international (%)	41.3	42.0	43.8	45.1	48.6	
of which						
Hotels and similar accommodation						
Arrivals, total (mn)	:	614	661	696	750	3.4
Nights spent, total (mn)	1,503	1,571	1,665	1,739	1,879	3.0
Nights per arrival	:	2.6	2.5	2.5	2.5	
Residents (domestic), arrivals (mn)	:	387	411	423	451	2.6
Nights spent (mn)	812	842	868	878	939	1.8
Nights per arrival	:	2.2	2.1	2.1	2.1	
Non-residents (international), arrivals (mn)	:	227	250	273	299	4.7
Nights spent (mn)	690	729	797	860	940	4.3
Nights per arrival	:	3.2	3.2	3.1	3.1	
Arrivals, share international (%)	:	37.0	37.8	39.3	39.8	
Nights, share international (%)	45.9	46.4	47.9	49.5	50.0	
Holiday and other short-stay accommodation; camping grounds and recreational vehicle/trailer parks						
Arrivals, total (mn)	:	152	196	211	250	8.7
Nights spent, total (mn)	783	825	921	944	1,175	6.1
Nights per arrival	:	5.4	4.7	4.5	4.7	
Residents (domestic), arrivals (mn)	:	106	139	145	157	6.8
Nights spent (mn)	530	547	585	593	631	2.4
Nights per arrival	:	5.2	4.2	4.1	4.0	
Non-residents (international), arrivals (mn)	:	46	107	112	123	17.9
Nights spent (mn)	253	278	337	351	544	11.9
Nights per arrival	:	6.1	3.2	3.1	4.4	
Arrivals, share international (%)	:	30.2	54.5	53.0	49.3	
Nights, share international (%)	32.3	33.7	36.5	37.2	46.3	
of which						
Holiday and other short-stay accommodation						
Arrivals, total (mn)	:	:	119	130	166	8.6
Nights spent, total (mn)	:	:	563	549	796	9.1
Nights per arrival	:	:	4.7	4.2	4.8	
Residents (domestic), arrivals (mn)	:	:	84	88	98	3.9
Nights spent (mn)	:	:	346	351	381	2.5
Nights per arrival	:	:	4.1	4.0	3.9	
Non-residents (international), arrivals (mn)	:	:	35	42	67	18.0
Nights spent (mn)	:	:	217	227	415	17.6
Nights per arrival	:	:	6.2	5.4	6.2	
Arrivals, share international (%)	:	:	29.2	32.3	40.7	
Nights, share international (%)	:	:	38.6	41.3	52.1	
Camping grounds and recreational vehicle/trailer parks						
Arrivals, total (mn)	:	:	77	81	84	2.3
Nights spent, total (mn)	:	:	358	367	379	1.4
Nights per arrival	:	:	4.7	4.5	4.5	
Residents (domestic), arrivals (mn)	:	:	54	57	59	2.2
Nights spent (mn)	:	:	239	243	250	1.1
Nights per arrival	:	:	4.4	4.3	4.2	
Non-residents (international), arrivals (mn)	:	:	22	24	25	2.8
Nights spent (mn)	:	:	120	124	129	1.8
Nights per arrival	:	:	5.3	5.2	5.1	
Arrivals, share international (%)	:	:	29.2	29.4	29.7	
Nights, share international (%)	:	:	33.4	33.8	34.0	

Source: compiled by World Tourism Organization (UNWTO) based on Eurostat.

(Data as available in January 2018)

Table 6.5a Guest arrivals in all accommodation establishments

↓ to	→ from	Total				Domestic (residents)				International (non-residents)				Share international			
		(1000)				(1000)				(1000)				Average a year (%)			
		2010	2012	2014	2016	2010	2012	2014	2016	2010	2012	2014	2016	2010	2012	2014	2016
EU-28		765,637	857,491	906,628	1,000,006	3.9	492,515	550,129	567,614	608,852	2.6	273,122	307,362	339,015	36	36	39
in Northern Europe																	
	Denmark	5,840	6,282	6,708	7,519	4.6	3,853	4,049	4,243	4,751	4.1	1,987	2,232	2,465	2,768	34	37
	Finland	10,205	10,888	10,660	11,108	0.5	7,886	8,109	7,929	8,319	0.6	2,319	2,778	2,731	2,789	23	25
	Ireland	:	:	10,363	10,555	:	4,327	:	8,120	7,383	:	:	:	2,243	3,172	:	30
	Sweden	23,432	23,875	25,852	29,075	5.0	18,481	18,931	20,397	22,524	4.4	4,951	4,944	5,455	6,550	21	23
	United Kingdom	78,220	106,421	:	:	:	57,736	82,914	:	:	:	20,484	23,507	:	26	22	:
in Western Europe																	
	Austria	29,700	32,326	33,647	37,091	3.5	10,490	11,114	11,400	12,413	2.8	19,210	21,212	22,246	24,678	65	67
	Belgium	12,988	13,873	14,641	15,211	2.3	5,802	6,313	6,754	7,729	5.2	7,186	7,560	7,887	7,481	55	49
	France	125,864	148,905	152,959	157,264	1.4	89,135	106,527	106,885	112,305	1.3	36,729	42,378	46,074	44,959	29	29
	Germany	134,542	147,001	154,928	165,624	3.0	107,777	116,702	122,068	130,219	2.8	26,765	30,299	32,860	35,405	20	21
	Luxembourg	854	1,022	1,143	1,162	3.3	49	71	104	108	11.0	804	950	1,038	1,054	94	91
	Netherlands	30,008	31,151	35,856	38,883	5.7	19,125	19,517	21,931	23,054	4.3	10,883	11,634	13,925	15,829	36	41
in Central/Eastern Europe																	
	Bulgaria	4,345	5,494	5,946	7,196	7.0	2,266	2,862	3,154	3,809	7.4	2,079	2,632	2,792	3,387	48	47
	Czech Republic	12,212	15,099	15,587	18,389	5.1	5,878	7,452	7,491	9,067	5.0	6,334	7,647	8,096	9,321	52	51
	Estonia	2,402	2,840	3,087	3,325	4.0	838	966	1,104	1,268	7.0	1,564	1,874	1,983	2,057	65	62
	Hungary	7,304	8,808	10,133	11,648	7.2	3,918	4,645	5,515	6,346	8.1	3,386	4,164	4,618	5,302	46	46
	Latvia	1,312	1,645	2,098	2,304	8.8	434	548	667	730	7.4	878	1,096	1,431	1,574	67	68
	Lithuania	1,361	2,238	2,674	3,065	8.2	570	1,090	1,317	1,547	9.1	792	1,148	1,357	1,518	51	50
	Poland	20,461	22,635	25,084	30,108	7.4	16,327	17,656	19,614	23,730	7.7	4,135	4,979	5,470	6,379	20	21
	Romania	6,073	7,653	8,444	10,917	9.3	4,726	6,000	6,532	8,446	8.9	1,346	1,653	1,912	2,471	22	23
	Slovakia	3,355	3,730	3,689	4,944	7.3	2,042	2,220	2,230	2,948	7.4	1,313	1,511	1,459	1,996	39	40
in Southern/Medit. Europe																	
	Croatia	7,920	11,544	12,883	15,447	7.6	1,267	1,405	1,444	1,739	5.5	6,653	10,139	11,439	13,707	84	89
	Cyprus	2,429	2,530	2,370	2,730	1.9	615	509	434	462	-2.4	1,814	2,021	1,936	2,268	75	83
	Greece	18,546	18,212	21,829	23,714	6.8	9,349	6,982	7,428	8,050	3.6	9,197	11,231	14,402	15,664	50	66
	Italy	98,814	103,733	106,552	116,888	3.0	55,020	54,995	54,917	60,135	2.3	43,794	48,739	51,636	56,753	44	49
	Malta	1,266	1,351	1,555	1,620	4.6	158	155	155	151	-0.6	1,107	1,196	1,399	1,468	87	91
	Portugal	14,503	14,645	17,902	21,917	10.6	7,746	7,142	8,214	9,573	7.6	6,756	7,503	9,688	12,344	47	56
	Slovenia	2,851	3,256	3,475	4,264	7.0	1,084	1,131	1,101	1,273	3.0	1,767	2,125	2,374	2,991	62	70
	Spain	98,801	100,409	107,545	123,542	5.3	55,618	52,309	55,186	62,200	4.4	43,183	48,101	52,359	61,342	44	50

Source: compiled by World Tourism Organization (UNWTO) based on Eurostat.

(Data as available in January 2018)

Table 6.5b Nights of guests in all accommodation establishments

↓ to	→ from	Total					Domestic (residents)					International (non-residents)					Share international				
		(1000)					(1000)					(1000)					Average a year (%)				
		2010	2012	2014	2016	2012-16	2010	2012	2014	2016	2012-16	2010	2012	2014	2016	2012-16	2010	2012	2014	2016	2012-16
EU-28		2,366,197	2,592,881	2,688,870	3,053,764	4.2	1,389,114	1,452,250	1,471,329	1,569,774	2.0	977,082	1,140,632	1,217,541	1,483,991	6.8	41	44	45	49	
in Northern Europe																					
Denmark		27,134	28,040	29,647	31,896	3.3	18,165	18,432	19,039	20,266	2.4	8,969	9,608	10,608	11,630	4.9	33	34	36	36	
Finland		19,248	20,318	19,786	20,343	0.0	14,243	14,515	14,075	14,572	0.1	5,005	5,803	5,711	5,771	-0.1	26	29	29	28	
Ireland		:	:	29,166	31,106	:	11,786	:	17,890	14,915	:	:	:	11,276	16,190	:	:	:	39	52	
Sweden		47,900	48,586	52,280	57,234	4.2	36,715	37,287	40,020	43,237	3.8	11,185	11,299	12,261	13,997	5.5	23	23	23	24	
United Kingdom		234,263	310,136	:	:	:	149,653	198,109	:	:	:	84,611	112,027	:	:	:	36	36	:	:	
in Western Europe																					
Austria		103,942	109,541	110,441	117,957	1.9	31,356	32,382	32,342	34,559	1.6	72,586	77,158	78,099	83,398	2.0	70	70	71	71	
Belgium		30,298	31,267	32,606	36,855	4.2	14,128	14,835	15,537	19,792	7.5	16,170	16,433	17,069	17,063	0.9	53	53	52	46	
France		371,548	401,027	402,315	404,734	0.2	270,833	275,487	271,406	280,850	0.5	100,716	125,540	130,909	123,884	-0.3	27	31	33	31	
Germany		325,440	350,349	366,527	388,852	2.6	265,781	282,188	291,722	308,905	2.3	59,659	68,162	74,805	79,947	4.1	18	19	20	21	
Luxembourg		1,845	2,544	2,868	2,956	3.8	142	246	354	318	6.6	1,703	2,298	2,514	2,638	3.5	92	90	88	89	
Netherlands		84,873	84,050	99,752	106,213	6.0	58,073	56,204	65,328	66,589	4.3	26,800	27,846	34,424	39,624	9.2	32	33	35	37	
in Central/Eastern Europe																					
Bulgaria		16,220	20,252	21,698	25,186	5.6	5,592	6,801	7,621	9,035	7.4	10,628	13,451	14,078	16,151	4.7	66	66	65	64	
Czech Republic		36,909	43,278	42,947	49,697	3.5	18,543	21,484	20,837	25,429	4.3	18,366	21,794	22,110	24,268	2.7	50	50	51	49	
Estonia		4,701	5,545	5,809	6,228	2.9	1,497	1,721	1,890	2,214	6.5	3,204	3,823	3,919	4,015	1.2	68	69	67	64	
Hungary		19,031	23,170	26,054	29,291	6.0	9,672	11,777	13,703	15,489	7.1	9,358	11,392	12,351	13,802	4.9	49	49	47	47	
Latvia		2,834	3,547	4,158	4,417	5.6	922	1,118	1,282	1,372	5.3	1,912	2,429	2,876	3,045	5.8	67	68	69	69	
Lithuania		2,792	5,741	6,465	6,993	5.1	1,221	3,061	3,431	3,719	5.0	1,571	2,680	3,034	3,273	5.1	56	47	47	47	
Poland		55,794	62,015	66,580	79,394	6.4	45,730	50,138	53,587	63,815	6.2	10,065	11,877	12,992	15,579	7.0	18	19	20	20	
Romania		16,051	19,091	20,230	25,275	7.3	13,285	15,800	16,468	20,463	6.7	2,767	3,292	3,762	4,812	10.0	17	17	19	19	
Slovakia		10,240	10,770	10,781	13,895	6.6	6,491	6,731	6,929	8,857	7.1	3,750	4,039	3,852	5,038	5.7	37	38	36	36	
in Southern/Medit. Europe																					
Croatia		37,009	62,184	66,125	77,824	5.8	3,774	5,104	5,052	5,760	3.1	33,235	57,080	61,073	72,065	6.0	90	92	92	93	
Cyprus		13,801	14,577	13,715	15,349	1.3	1,353	1,088	831	844	-6.2	12,448	13,488	12,884	14,505	1.8	90	93	94	95	
Greece		73,546	80,567	95,116	101,855	6.0	24,559	19,512	20,441	21,830	2.8	48,986	61,054	74,675	80,026	7.0	67	76	79	79	
Italy		375,543	380,711	377,771	402,858	1.4	210,340	200,116	190,978	203,432	0.4	165,202	180,595	186,793	199,427	2.5	44	47	49	50	
Malta		7,612	7,832	8,781	8,971	3.5	353	334	353	349	1.1	7,260	7,498	8,428	8,622	3.6	95	96	96	96	
Portugal		45,035	46,781	54,979	66,014	9.0	19,649	17,747	19,349	22,055	5.6	25,386	29,034	35,630	43,959	10.9	56	62	65	67	
Slovenia		8,425	9,406	9,470	11,058	4.1	3,744	3,704	3,466	3,806	0.7	4,680	5,702	6,005	7,252	6.2	56	61	63	66	
Spain		364,880	382,671	403,963	454,957	4.4	151,514	139,282	144,327	160,401	3.6	213,366	243,389	259,636	294,556	4.9	58	64	64	65	

Source: compiled by World Tourism Organization (UNWTO) based on Eurostat.

(Data as available in January 2018)

Table 6.6a **Guest arrivals in all accommodation establishments, 2016**

→ from ↓ to		Domestic (residents)				International (non-residents)									
		Hotels and similar		Holiday/short-stay		Camping, etc.		All		Hotels and similar		Holiday/short-stay		Camping, etc.	
		All (1000)		(1000)	(%)	(1000)	(%)	(1000)	(%)	(1000)	(%)	(1000)	(%)	(1000)	(%)
EU-28		608,852	451,372	74	98,111	16	59,369	10	391,155	298,655	76	67,400	17	25,099	6
in Northern Europe															
	Denmark	4,751	2,989	40	706	9	1,057	14	2,768	1,860	67	538	19	370	13
	Finland	8,319	7,120	86	456	5	743	9	2,789	2,512	90	133	5	143	5
	Ireland	7,383	7,032	95	239	3	112	2	3,172	2,675	84	446	14	52	2
	Sweden	22,524	16,390	73	1,765	8	4,370	19	6,550	4,489	69	528	8	1,533	23
	United Kingdom	:	:	:	:	:	:	:	:	:	:	:	:	:	:
in Western Europe															
	Austria	12,413	10,331	83	1,718	14	364	3	24,678	20,434	83	3,176	13	1,067	4
	Belgium	7,729	4,326	56	3,104	40	300	4	7,481	5,557	74	1,526	20	399	5
	France	112,305	80,248	71	17,717	16	14,339	13	44,959	33,646	75	4,046	9	7,267	16
	Germany	130,219	104,271	80	18,456	14	7,492	6	35,405	31,208	88	2,649	7	1,548	4
	Luxembourg	108	71	66	30	28	7	6	1,054	849	81	68	6	137	13
	Netherlands	23,054	13,349	58	6,856	30	2,848	12	15,829	12,409	78	2,457	16	964	6
in Central/Eastern Europe															
	Bulgaria	3,809	3,273	86	529	14	8	0	3,387	3,319	98	67	2	1	0
	Czech Republic	9,067	6,298	69	1,790	20	980	11	9,321	8,579	92	613	7	130	1
	Estonia	1,268	950	75	319	25	0	0	2,057	1,870	91	186	9	0	0
	Hungary	6,346	4,752	75	1,314	21	280	4	5,302	4,759	90	309	6	234	4
	Latvia	730	515	70	172	24	44	6	1,574	1,452	92	85	5	37	2
	Lithuania	1,547	821	53	708	46	17	1	1,518	1,274	84	221	15	22	1
	Poland	23,730	16,937	71	6,548	28	244	1	6,379	5,680	89	602	9	96	2
	Romania	8,446	6,598	78	1,769	21	79	1	2,471	2,287	93	176	7	9	0
	Slovakia	2,948	2,210	75	696	24	42	1	1,996	1,704	85	223	11	69	3
in Southern/Medit. Europe															
	Croatia	1,739	1,005	58	664	38	70	4	13,707	5,468	40	5,708	42	2,531	18
	Cyprus	462	462	100	0	0	0	0	2,268	2,268	100	0	0	0	0
	Greece	8,050	5,996	74	1,912	24	141	2	15,664	13,000	83	2,464	16	200	1
	Italy	60,135	46,818	78	9,232	15	4,086	7	56,753	43,397	76	9,070	16	4,285	8
	Malta	151	150	99	2	1	0	0	1,468	1,438	98	30	2	0	0
	Portugal	9,573	7,728	81	861	9	984	10	12,344	10,914	88	803	7	627	5
	Slovenia	1,273	699	55	420	33	155	12	2,991	2,132	71	567	19	292	10
	Spain	62,200	49,543	80	7,774	12	4,883	8	61,342	50,297	82	8,530	14	2,516	4

Source: compiled by World Tourism Organization (UNWTO) based on Eurostat. (Data as available in January 2018).

Table 6.6b Nights of guests in all accommodation establishments, 2016

↕ from ↓ to		Domestic (residents)						International (non-residents)								
		Hotels and similar		Holiday/short-stay		Camping, etc.		All		Hotels and similar		Holiday/short-stay		Camping, etc.		
		(1000)	(1000)	(%)	(1000)	(%)	(1000)	(%)	(1000)	(1000)	(%)	(1000)	(%)	(1000)	(1000)	(%)
EU-28		1,569,774	938,569	31	381,150	12	250,055	16	1,483,991	940,174	63	415,135	28	128,682	9	
in Northern Europe																
Denmark		20,266	8,367	26	3,631	11	8,268	41	11,630	6,641	57	2,183	19	2,806	24	
Finland		14,572	11,655	57	1,403	7	1,513	10	5,771	4,973	86	496	9	302	5	
Ireland		14,915	13,360	43	1,051	3	504	3	16,190	12,904	80	2,757	17	529	3	
Sweden		43,237	26,473	46	4,749	8	12,016	28	13,997	8,843	63	1,533	11	3,622	26	
United Kingdom		:	:	:	:	:	:	:	:	:	:	:	:	:	:	
in Western Europe																
Austria		34,559	24,841	21	8,301	7	1,417	4	83,398	65,244	78	13,640	16	4,514	5	
Belgium		19,792	6,968	19	11,656	32	1,167	6	17,063	10,215	60	5,244	31	1,605	9	
France		280,850	133,632	33	70,990	18	76,229	27	123,884	70,216	57	17,730	14	35,938	29	
Germany		308,905	213,736	55	69,006	18	26,163	8	79,947	65,861	82	9,787	12	4,299	5	
Luxembourg		318	160	5	66	2	92	29	2,638	1,594	60	166	6	878	33	
Netherlands		66,589	21,421	20	28,781	27	16,388	25	39,624	23,169	58	11,931	30	4,523	11	
in Central/Eastern Europe																
Bulgaria		9,035	7,455	30	1,527	6	54	1	16,151	15,865	98	283	2	3	0	
Czech Republic		25,429	14,624	29	8,377	17	2,428	10	24,268	21,869	90	2,045	8	354	1	
Estonia		2,214	1,495	24	719	12	0	0	4,015	3,559	89	455	11	0	0	
Hungary		15,489	10,937	37	3,837	13	715	5	13,802	11,802	86	929	7	1,071	8	
Latvia		1,372	872	20	428	10	71	5	3,045	2,675	88	301	10	68	2	
Lithuania		3,719	1,406	20	2,281	33	32	1	3,273	2,429	74	808	25	36	1	
Poland		63,815	31,405	40	31,587	40	823	1	15,579	12,918	83	2,418	16	243	2	
Romania		20,463	16,833	67	3,411	13	218	1	4,812	4,400	91	396	8	16	0	
Slovakia		8,857	5,528	40	3,222	23	107	1	5,038	4,083	81	769	15	187	4	
in Southern/Medit. Europe																
Croatia		5,760	2,391	3	2,923	4	446	8	72,065	20,872	29	34,155	47	17,038	24	
Cyprus		844	843	5	0	0	1	0	14,505	14,504	100	0	0	0	0	
Greece		21,830	13,944	14	7,054	7	832	4	80,026	65,941	82	13,298	17	786	1	
Italy		203,432	135,606	34	40,208	10	27,618	14	199,427	131,960	66	40,737	20	26,730	13	
Malta		349	346	4	3	0	0	0	8,622	8,354	97	268	3	0	0	
Portugal		22,055	15,932	24	1,826	3	4,297	19	43,959	39,326	89	2,317	5	2,316	5	
Slovenia		3,806	2,097	19	1,172	11	538	14	7,252	4,985	69	1,408	19	859	12	
Spain		160,401	114,239	25	27,315	6	18,847	12	294,556	216,930	74	59,832	20	17,795	6	

Source: compiled by World Tourism Organization (UNWTO) based on Eurostat. (Data as available in January 2018)

Source: compiled by World Tourism Organization (UNWTO) based on Eurostat.

(Data as available in January 2018)

Table 7.1 International tourism to Europe and EU by region of origin

	International tourist arrivals generated											
	(million)						Average annual growth (%)			Share (%)		
	1995	2000	2005	2010	2015	2016	1995-2016	of which		1995	2010	2016
								'95-'05	'05-'16			
to Europe	308.5	392.9	452.7	487.5	605.1	619.1	3.4	3.9	2.9	100	100	100
from:												
Within same region	272.2	345.6	401.0	424.2	509.9	520.5	3.1	3.9	2.4	88	87	84
EU-28	231.1	289.6	329.0	331.1	399.5	411.0	2.8	3.6	2.0	74.9	67.9	66.4
Extra-EU	41.2	56.1	72.0	93.1	110.5	109.5	4.8	5.7	3.9	13.3	19.1	17.7
from other regions	36.2	47.3	51.8	63.3	95.2	98.6	4.9	3.6	6.0	11.7	13.0	15.9
Asia and the Pacific	12.1	15.1	18.3	24.0	38.7	40.1	5.9	4.2	7.4	3.9	4.9	6.5
Americas	20.0	27.8	27.7	30.0	41.3	44.0	3.8	3.3	4.3	6.5	6.2	7.1
Africa	2.3	2.7	3.2	4.3	6.2	7.1	5.5	3.2	7.5	0.7	0.9	1.1
Middle East	1.7	1.8	2.5	5.0	9.0	7.4	7.2	4.0	10.2	0.6	1.0	1.2
to EU-28	271.0	336.8	367.5	382.8	478.6	499.9	3.0	3.1	2.8	100	100	100
from:												
Europe	238.5	294.4	323.0	331.3	400.4	417.0	2.7	3.1	2.3	88.0	86.5	83.4
EU-28	212.0	263.5	287.3	287.7	345.9	361.2	2.6	3.1	2.1	78.2	75.1	72.3
Extra-EU	26.5	30.9	35.7	43.6	54.5	55.8	3.6	3.0	4.1	9.8	11.4	11.2
from other regions	32.5	42.4	44.4	51.5	78.3	82.9	4.6	3.2	5.8	12.0	13.5	16.6
Asia and the Pacific	10.6	13.1	14.8	18.1	31.0	32.5	5.5	3.4	7.4	3.9	4.7	6.5
Americas	18.4	25.5	25.0	26.6	36.5	39.2	3.7	3.1	4.2	6.8	7.0	7.9
Africa	2.1	2.4	2.8	3.8	5.3	6.2	5.4	3.2	7.4	0.8	1.0	1.2
Middle East	1.4	1.5	1.8	3.0	5.4	5.0	6.2	2.7	9.5	0.5	0.8	1.0
<i>Total extra-EU and other regions</i>	59.0	73.3	80.1	95.2	132.7	138.7	4.2	3.1	5.1	21.8	24.9	27.7
to extra-EU	37.5	56.1	85.3	104.7	126.5	119.2	5.7	8.6	3.1	100	100	100
from:												
Europe	33.8	51.3	77.9	92.9	109.6	103.5	5.5	8.7	2.6	90.0	88.8	86.8
EU-28	19.1	26.1	41.6	43.4	53.6	49.8	4.7	8.1	1.6	50.9	41.5	41.8
Extra-EU	14.7	25.1	36.3	49.5	56.0	53.6	6.4	9.5	3.6	39.1	47.3	45.0
from other regions	3.7	4.8	7.3	11.8	16.9	15.7	7.1	7.0	7.2	10.0	11.2	13.2
Asia and the Pacific	1.5	2.0	3.5	5.9	7.7	7.6	8.1	8.9	7.3	4.0	5.6	6.4
Americas	1.6	2.3	2.8	3.4	4.8	4.8	5.2	5.3	5.0	4.4	3.2	4.0
Africa	0.2	0.3	0.3	0.5	0.9	0.9	6.1	3.1	8.9	0.7	0.5	0.7
Middle East	0.3	0.3	0.7	2.0	3.6	2.5	10.0	8.1	11.8	0.9	1.9	2.1

Source: World Tourism Organization (UNWTO).

Table 7.2a International guest arrivals in all accommodation establishments

↓ to		↑ from		Europe						Interregional				World - not allocated		Share of international (%)				
				of which																
				(1000)		% a year	Intra-EU28 (1000)		% a year	Extra-EU (1000)		% a year	(1000)		% a year	(1000)		Intra-EU28	Extra-EU	Inter-regional
							2012	2016		2012-16	2012									
EU-28				244,711	302,887	5,5	205,832	264,697	6,5	38,879	38,190	-0,4	59,404	84,303	9,1	3,246	3,963	68	10	22
in Northern Europe																				
	Denmark	1,890	2,241	4,3	1,337	1,630	5,1	553	611	2,5	340	524	11,4	2	3	59	22	19		
	Finland	2,228	1,926	-3,6	1,318	1,419	1,9	909	507	-13,6	388	641	13,4	163	223	51	18	23		
	Ireland	:	2,314	:	:	2,213	:	:	100	:	:	859	:	:	:	70	3	27		
	Sweden	3,961	4,898	5,4	2,427	3,119	6,5	1,534	1,778	3,8	595	845	9,2	387	807	48	27	13		
	United Kingdom	16,298	:	:	12,963	:	:	3,336	:	:	7,209	:	:	:	:	:	:	:		
in Western Europe																				
	Austria	18,614	20,964	3,0	16,450	18,879	3,5	2,164	2,085	-0,9	2,329	3,386	9,8	268	328	77	8	14		
	Belgium	6,465	6,368	-0,4	6,138	6,074	-0,3	327	293	-2,7	1,064	1,039	-0,6	31	73	81	4	14		
	France	32,736	33,708	0,7	28,871	29,877	0,9	3,865	3,831	-0,2	9,545	11,240	4,2	96	11	66	9	25		
	Germany	22,795	26,136	3,5	18,259	21,109	3,7	4,536	5,027	2,6	6,886	8,448	5,2	619	821	60	14	24		
	Luxembourg	822	930	3,1	772	875	3,2	50	55	2,4	128	124	-0,8	:	:	83	5	12		
	Netherlands	9,260	12,743	8,3	8,501	11,893	8,8	759	851	2,9	2,374	3,086	6,8	:	:	75	5	19		
in Central/Eastern Europe																				
	Bulgaria	2,287	2,970	6,8	1,642	2,205	7,6	645	765	4,4	174	374	21,2	171	42	65	23	11		
	Czech Republic	6,097	6,941	3,3	4,806	5,963	5,5	1,291	977	-6,7	1,550	2,381	11,3	:	:	64	10	26		
	Estonia	1,782	1,901	1,6	1,407	1,616	3,5	374	285	-6,6	78	134	14,5	14	21	79	14	7		
	Hungary	3,516	4,200	4,5	2,878	3,532	5,2	638	668	1,2	647	1,102	14,2	:	:	67	13	21		
	Latvia	1,028	1,445	8,9	654	1,032	12,1	374	413	2,5	59	128	21,3	9	1	66	26	8		
	Lithuania	1,062	1,377	6,7	661	896	7,9	401	481	4,6	86	141	13,2	:	:	59	32	9		
	Poland	4,294	5,356	5,7	3,279	4,277	6,9	1,015	1,078	1,5	637	934	10,0	48	90	67	17	15		
	Romania	1,344	1,848	8,3	1,158	1,579	8,0	186	269	9,7	287	568	18,6	22	55	64	11	23		
	Slovakia	1,360	1,772	6,9	1,203	1,586	7,2	157	186	4,4	148	223	10,8	3	0	79	9	11		
in Southern/Medit. Europe																				
	Croatia	9,339	12,025	6,5	6,986	10,901	11,8	2,354	1,124	-16,9	800	1,683	20,4	:	:	80	8	12		
	Cyprus	1,895	2,069	2,2	1,337	1,332	-0,1	558	737	7,2	79	129	13,0	47	70	59	32	6		
	Greece	9,638	13,120	8,0	7,403	10,608	9,4	2,235	2,512	3,0	1,583	2,522	12,4	10	22	68	16	16		
	Italy	35,062	40,255	3,5	29,292	34,362	4,1	5,771	5,893	0,5	13,136	16,048	5,1	541	450	61	10	28		
	Malta	1,095	1,347	5,3	1,020	1,271	5,7	75	77	0,6	101	121	4,5	:	:	87	5	8		
	Portugal	6,119	9,836	12,6	5,720	9,312	13,0	398	524	7,1	1,344	2,484	16,6	40	24	75	4	20		
	Slovenia	1,874	2,497	7,4	1,481	2,155	9,8	393	342	-3,4	251	494	18,4	:	:	72	11	17		
	Spain	40,285	50,146	5,6	36,374	46,117	6,1	3,910	4,029	0,8	7,040	10,275	9,9	776	921	75	7	17		

Source: compiled by World Tourism Organization (UNWTO) based on Eurostat.

a EU-27, i.e. excluding arrivals from Croatia, slightly less than one million in 2014.

Note: Classification by region of origin according to Eurostat. For Asia and the Pacific, Asia and Oceania are presented together as in UNWTO's grouping. See further pages 124-127 of the Methodological manual for tourism statistics at <http://ec.europa.eu/eurostat/en/web/products-manuals-and-guidelines/-/KS-QQ-13-007>.

Table 7.2b Nights of international guests in all accommodation establishments

↓ to		↑ from		Europe						Interregional				World - not allocated		Share of international (%)																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																
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										(1000)	2012	2016	2012-16	2012	2016	2012-16	2012	2016	2012-16	2012	2016	2012	2016	2012	2016	2012	2016	2012	2016																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																			
EU-28				960,465	1,194,195	5,6	818,266	1,057,063	6,6	142,199	137,132	-0,9	171,793	276,025	12,6	8,374	13,764	71	9	19																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																												
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Source: compiled by World Tourism Organization (UNWTO) based on Eurostat.

* EU-27, i.e. excluding nights from Croatia, slightly less than 3 million in 2014.

Note: Classification by region of origin according to Eurostat. For Asia and the Pacific, Asia and Oceania are presented together as in UNWTO's grouping. See further on pages 124-127 of the Methodological manual for tourism statistics at <http://ec.europa.eu/eurostat/en/web/products-manuals-and-guidelines/-/KS-GQ-13-007>.

Table 8.1b Nights of international guests from extra-EU source markets in all accommodation establishments

↑ from		Total Extra-EU																										
		of which																										
				Switzerland/ Liechtenstein		% a year		Norway		% a year		Russia		% a year		Ukraine		% a year		Turkey		% a year		Other extra-EU		% a year		
				(1000)	2012	2016	12-16	(1000)	2012	2016	12-16	(1000)	2012	2016	12-16	(1000)	2012	2016	12-16	(1000)	2012	2016	12-16	(1000)	2012	2016	12-16	(1000)
↓ to	(1000)	2012	2016	12-16	% a year	2012	2016	12-16	(1000)	2012	2016	12-16	% a year	2012	2016	12-16	(1000)	2012	2016	12-16	% a year	2012	2016	12-16	(1000)	2012	2016	12-16
EU-28		142,199	137,132	-0.9	33,895	43,925	6.7	21,316	22,509	1.4	46,654	32,336	-8.8	5,033	6,182	5.3	4,333	8,813	19.4	30,966	23,367	-6.8						
in Northern Europe																												
Denmark	2,375	2,532	1.6	181	228	5.9	1,692	1,658	-0.5	96	64	-9.5	14	15	1.7	21	45	20.6	368	522	9.1							
Finland	1,901	1,128	-12.2	133	154	3.6	183	181	-0.2	1,507	698	-17.5	26	34	6.7	18	31	14.3	34	31	-2.2							
Ireland	:	546	:	:	366	:	:	41	:	:	27	:	:	4	:	:	:	:	:	59	:							
Sweden	3,743	3,918	1.2	235	339	9.7	3,166	3,245	0.6	207	112	-14.2	13	21	12.7	26	48	16.8	97	154	12.1							
United Kingdom	13,204	:	:	1,979	:	:	2,251	:	:	1,272	:	:	171	:	:	636	:	:	6,894	:	:							
in Western Europe																												
Austria	7,160	6,699	-1.7	4,170	4,614	2.6	281	288	0.6	1,575	828	-14.8	286	261	-2.3	201	255	6.2	647	453	-8.6							
Belgium	669	599	-2.7	196	187	-1.1	82	76	-1.8	207	126	-11.6	27	33	4.7	81	103	6.3	76	74	-0.7							
France	10,928	9,906	-2.4	5,188	5,697	2.4	649	484	-7.1	2,822	1,380	-16.4	:	:	:	339	578	14.3	1,930	1,767	-2.2							
Germany	9,910	10,924	2.5	5,131	6,482	6.0	841	850	0.3	2,213	1,462	-9.8	255	314	5.3	568	788	8.5	900	1,027	3.3							
Luxembourg	92	99	1.9	38	44	3.7	5	8	11.5	17	14	-6.1	2	3	6.7	9	21	24.6	21	10	-16.8							
Netherlands	1,497	1,750	4.0	443	573	6.7	226	228	0.2	322	268	-4.5	39	59	10.6	141	248	15.2	327	374	3.4							
in Central/Eastern Europe																												
Bulgaria	3,907	3,932	0.2	55	57	1.0	284	321	3.1	2,565	1,866	-7.6	609	418	-9.0	130	252	18.0	263	1,019	40.2							
Czech Republic	5,174	3,404	-9.9	219	266	4.9	169	185	2.3	3,618	1,894	-14.9	412	340	-4.7	154	256	13.5	601	462	-6.3							
Estonia	824	608	-7.3	19	26	7.0	111	90	-5.0	594	413	-8.7	21	30	8.4	11	16	8.9	67	33	-16.3							
Hungary	1,659	1,753	1.4	176	204	3.8	143	164	3.4	614	536	-3.3	240	259	1.9	107	168	12.0	378	421	2.7							
Latvia	987	981	-0.1	20	37	16.9	163	146	-2.7	588	441	-6.9	39	72	16.8	21	21	-0.1	156	264	14.0							
Lithuania	1,080	1,127	1.1	10	15	12.1	60	88	10.2	585	383	-10.1	38	143	39.2	13	19	8.6	374	479	6.3							
Poland	1,825	2,337	6.4	81	116	9.6	344	523	11.0	631	371	-12.4	401	924	23.2	57	78	8.1	312	324	1.0							
Romania	390	571	10.0	34	49	9.2	22	27	5.4	59	50	-4.3	31	61	18.3	65	101	11.5	178	283	12.3							
Slovakia	435	552	6.1	27	38	9.1	20	17	-4.9	151	100	-9.7	114	170	10.5	13	19	9.8	110	208	17.2							
in Southern/Medit. Europe																												
Croatia	10,303	5,407	-14.9	715	987	8.4	606	890	10.1	1,575	738	-17.3	489	415	-4.0	121	84	-8.6	6,797	2,293	-23.8							
Cyprus	4,264	5,256	5.4	299	322	1.9	532	318	-12.0	3,264	4,289	7.1	:	:	:	:	:	:	169	326	17.9							
Greece	14,057	14,668	1.1	950	1,254	7.2	1,880	2,015	1.7	6,267	5,624	-2.7	507	399	-5.8	374	767	19.7	4,077	4,609	3.1							
Italy	20,872	20,357	-0.6	8,735	10,501	4.7	1,456	1,249	-3.7	6,180	4,027	-10.2	677	853	6.0	702	1,112	12.2	3,123	2,616	-4.3							
Malta	630	465	-7.3	151	178	4.1	94	66	-8.6	283	81	-27.0	28	11	-20.2	29	66	23.5	45	63	8.6							
Portugal	1,506	1,740	3.7	469	856	16.2	341	326	-1.1	513	314	-11.6	54	66	5.2	36	92	25.9	94	88	-1.6							
Slovenia	1,202	904	-6.9	72	27	-21.8	18	101	55.0	349	40	-41.9	73	74	0.4	27	209	67.3	664	453	-9.1							
Spain	21,240	19,911	-1.6	3,980	5,301	7.4	5,592	5,700	0.5	8,546	4,960	-12.7	464	557	4.7	424	575	7.9	2,233	2,818	6.0							

Source: compiled by World Tourism Organization (UNWTO) based on Eurostat.

Note: Classification by region of origin according to Eurostat. For Asia and Oceania are presented together as in UNWTO's grouping. Asia includes all countries of the Middle East and 8 of the countries the Commonwealth of Independent States unlike UNWTO. See further pages 124-127 of the Methodological manual for tourism statistics at <http://ec.europa.eu/eurostat/en/web/products-manuals-and-guidelines/-/KS-GQ-13-007>.

Table 8.2a International guest arrivals from source markets in Asia and the Pacific in all accommodation establishments

→ from ↓ to		Total Asia and the Pacific																			
		of which																			
		(1000)		% a year	China including Hong Kong		% a year	Japan		% a year	Republic of Korea		% a year	Australia		Other Asia and the Pacific					
					(1000)	2016		12-16	(1000)		2016	12-16		(1000)	2016	12-16	(1000)	2016	12-16	(1000)	2016
2012	2016	12-16	2012	2016	12-16	2012	2016	12-16	2012	2016	12-16	2012	2016	12-16	2012	2016	12-16	2012	2016	12-16	% a year
EU-28		26,676	41,609	11.8	5,290	10,483	18.6	4,166	5,621	4,166	-7.2	1,525	3,917	26.6	3,790	5,079	7.6	10,451	17,964	14.5	
in Northern Europe																					
Denmark		158	257	12.9	38	74	18.2	26	31	26	-3.7	6	11	16.2	23	30	6.9	60	115	17.5	
Finland		257	484	17.1	68	185	28.6	114	92	114	5.7	14	23	14.0	22	28	6.4	63	134	21.0	
Ireland		:	146	:	:	17	:	5	:	5	:	:	3	:	:	64	:	:	57	:	
Sweden		293	473	12.7	80	161	19.2	46	51	46	-2.7	14	24	13.7	28	37	7.4	120	206	14.3	
United Kingdom		2,977	:	:	276	:	:	:	234	:	:	146	:	:	987	:	:	1,334	:	:	
in Western Europe																					
Austria		1,481	2,327	12.0	352	721	19.6	207	260	207	-5.6	134	269	19.1	131	136	0.9	604	994	13.3	
Belgium		491	476	-0.8	122	148	4.9	50	112	50	-18.1	17	27	12.8	46	43	-1.6	194	208	1.7	
France		4,416	5,447	5.4	853	1,639	17.8	528	1,192	528	-18.4	:	239	:	465	424	-2.3	1,906	2,617	8.2	
Germany		3,514	4,694	7.5	755	1,358	15.8	544	733	544	-7.2	210	320	11.0	313	314	0.1	1,502	2,159	9.5	
Luxembourg		75	70	-1.6	43	36	-4.5	7	7	7	0.8	1	3	22.3	3	4	2.2	20	20	0.1	
Netherlands		946	1,303	8.3	197	295	10.6	109	138	109	-5.7	28	55	18.9	136	154	3.1	447	689	11.4	
in Central/Eastern Europe																					
Bulgaria		117	285	24.8	9	20	21.2	15	14	15	1.5	7	1	-41.3	9	10	0.7	78	240	32.5	
Czech Republic		900	1,545	14.5	153	356	23.5	106	142	106	-7.0	137	326	24.1	77	87	3.3	391	671	14.4	
Estonia		36	81	22.3	6	14	24.3	9	9	24	28.5	4	14	34.2	6	7	5.7	12	22	17.4	
Hungary		378	677	15.7	72	170	24.0	55	77	55	-8.1	55	123	22.6	22	44	19.2	153	284	16.8	
Latvia		28	71	26.2	4	21	53.9	7	23	23	33.4	2	5	34.4	5	6	8.3	11	15	9.4	
Lithuania		48	92	18.0	7	12	15.0	9	23	23	24.4	2	6	25.4	4	4	2.0	25	47	17.5	
Poland		364	528	9.7	41	84	19.5	67	36	67	17.1	15	31	20.3	29	37	5.7	243	310	6.2	
Romania		157	370	24.0	11	26	22.4	18	18	16	-2.8	6	9	10.0	7	12	15.1	114	307	28.0	
Slovakia		96	148	11.5	16	41	26.1	7	10	7	-8.1	27	19	-8.3	5	8	9.8	37	72	18.6	
in Southern/Medit. Europe																					
Croatia		498	1,084	21.5	43	125	30.5	120	154	120	-6.1	46	375	69.0	85	148	14.8	170	317	16.8	
Cyprus		48	90	17.1	4	7	18.7	3	3	3	1.5	:	:	:	4	6	10.1	37	73	18.7	
Greece		740	1,328	15.7	113	282	25.7	60	56	60	1.4	3	5	15.1	172	237	8.4	396	744	17.1	
Italy		5,892	8,029	8.0	1,583	2,679	14.0	922	1,449	922	-10.7	390	875	22.4	821	909	2.6	1,648	2,645	12.5	
Malta		29	75	27.1	2	5	31.1	15	5	15	33.8	1	2	20.3	11	18	13.1	11	36	34.7	
Portugal		301	775	26.7	52	189	38.2	113	65	113	14.9	35	121	36.3	39	89	22.6	110	264	24.4	
Slovenia		171	365	20.8	15	45	31.3	29	41	29	-8.2	16	113	62.3	18	29	12.9	81	149	16.5	
Spain		2,161	3,899	15.9	365	1,029	29.5	622	669	622	-1.8	207	669	34.0	269	346	6.5	650	1,233	17.4	

Source: compiled by World Tourism Organization (UNWTO) based on Eurostat.

Note: Classification by region of origin according to Eurostat. For Asia and the Pacific, Asia and Oceania are presented together as in UNWTO's grouping. Asia includes all countries of the Middle East and 8 of the countries the Commonwealth of Independent States unlike UNWTO. See further pages 124-127 of the Methodological manual for tourism statistics at <http://ec.europa.eu/eurostat/en/web/products-manuals-and-guidelines/-/KS-GQ-13-007>.

Table 8.2b Nights of international guests from source markets in Asia and the Pacific in all accommodation establishments

↓ to	↑ from	Total Asia and the Pacific															
		of which															
		China including Hong Kong				Japan				Republic of Korea				Australia			
		('1000)		% a year		('1000)		% a year		('1000)		% a year		('1000)		% a year	
2012	2016	2012	2016	2012	2016	2012	2016	2012	2016	2012	2016	2012	2016	2012	2016	2012	2016
EU-28	75,843	137,966	16.1	12,435	24,769	18.8	12,237	10,120	-4.6	3,199	7,640	24.3	11,832	21,645	16.3	36,141	73,791
in Northern Europe																	
Denmark	477	766	12.6	114	221	18.0	93	80	-3.8	18	32	15.6	69	89	6.5	183	345
Finland	528	878	13.6	113	271	24.6	177	214	4.9	26	42	12.6	48	57	4.6	164	293
Ireland	:	1,071	:	:	86	:	:	26	:	:	25	:	:	439	:	:	495
Sweden	603	956	12.2	163	323	18.6	105	93	-2.9	29	49	13.5	59	77	6.7	247	414
United Kingdom	23,074	:	:	3,429	:	:	1,719	:	:	851	:	:	4,634	:	:	12,440	:
in Western Europe																	
Austria	3,008	4,525	10.7	500	985	18.5	502	421	-4.3	203	408	19.1	316	326	0.8	1,488	2,385
Belgium	940	917	-0.6	177	206	3.9	218	105	-16.8	28	45	12.9	99	97	-0.4	418	463
France	10,673	12,421	3.9	1,753	3,264	16.8	2,664	1,217	-17.8	:	461	:	1,218	1,018	-4.4	5,038	6,461
Germany	7,946	10,603	7.5	1,549	2,555	13.3	1,314	1,061	-5.2	418	614	10.1	699	754	1.9	3,966	5,619
Luxembourg	122	132	2.0	52	45	-3.5	10	13	5.7	3	5	14.1	6	8	7.0	52	62
Netherlands	1,737	2,556	10.1	316	493	11.8	236	198	-4.3	49	106	21.6	273	312	3.4	864	1,447
in Central/Eastern Europe																	
Bulgaria	383	945	25.3	21	36	14.4	24	25	0.9	12	2	-39.5	23	23	-0.4	303	859
Czech Republic	2,026	3,376	13.6	249	569	23.0	264	216	-4.9	213	522	25.1	183	211	3.6	1,116	1,858
Estonia	67	133	18.8	10	25	24.2	16	39	25.4	6	17	30.6	12	14	3.9	23	38
Hungary	815	1,435	15.2	128	302	24.0	153	119	-6.2	71	175	25.2	54	110	19.3	408	729
Latvia	57	133	23.3	8	34	45.9	13	32	26.2	3	8	24.8	11	14	6.4	23	45
Lithuania	112	218	18.3	12	20	14.5	15	35	23.5	4	8	17.5	9	9	1.1	72	147
Poland	737	1,075	9.9	66	142	21.0	77	123	12.6	25	53	20.4	63	78	5.6	505	677
Romania	332	799	24.5	22	43	18.0	34	28	-5.0	12	18	9.7	13	23	15.2	251	688
Slovakia	298	402	7.8	24	56	24.3	16	16	-1.3	64	33	-15.5	15	17	3.5	178	280
in Southern/Medit. Europe																	
Croatia	904	1,837	19.4	64	185	30.5	219	181	-4.7	62	447	64.1	215	397	16.5	344	626
Cyprus	171	322	17.0	12	20	14.5	7	8	2.8	:	:	:	17	25	9.5	135	269
Greece	1,982	3,725	17.1	241	584	24.7	127	157	5.5	4	12	31.9	404	589	9.9	1,207	2,382
Italy	12,355	17,327	8.8	2,496	4,473	15.7	2,765	1,909	-8.9	678	1,592	23.8	2,157	2,412	2.8	4,258	6,942
Malta	204	353	14.7	9	19	20.1	31	68	21.7	15	12	-3.9	78	104	7.3	71	150
Portugal	662	1,541	23.5	102	331	34.1	129	214	13.6	49	175	37.8	100	212	20.7	283	609
Slovenia	341	692	19.3	23	64	29.0	60	46	-6.3	21	124	56.8	37	57	11.1	200	401
Spain	4,562	8,002	15.1	690	1,767	26.5	1,210	1,188	-0.5	319	1,003	33.1	689	867	5.9	1,654	3,176

Source: compiled by World Tourism Organization (UNWTO) based on Eurostat.

Note: Classification by region of origin according to Eurostat. For Asia and the Pacific, Asia and Oceania are presented together as in UNWTO's grouping. Asia includes all countries of the Middle East and 8 of the countries the Commonwealth of Independent States unlike UNWTO. See further pages 124-127 of the Methodological manual for tourism statistics at <http://ec.europa.eu/eurostat/en/web/products-manuals-and-guidelines/-/KS-GQ-13-007>.

Table 8.3a International guest arrivals from source markets in the Americas in all accommodation establishments

↓ to ↑ from		Total Americas																
		of which																
		(1000)		% a year		United States of America (1000)		% a year		Canada (1000)		% a year		Brazil (1000)		Other Americas (1000)		% a year
2012	2016	2012-16	2012	2016	2012-16	2012	2016	2012-16	2012	2016	2012-16	2012	2016	2012-16	2012	2016	2012-16	
EU-28		29,976	38,818	6.7	19,184	24,644	6.5	3,440	4,530	7.1	2,692	3,284	5.1	4,660	6,359	8.1		
in Northern Europe																		
Denmark		166	245	10.2	118	180	11.2	19	24	5.1	12	13	2.3	18	29	13.0		
Finland		123	148	4.8	91	108	4.3	15	18	4.8	8	9	2.4	9	13	11.0		
Ireland		:	698	:	:	568	:	:	104	:	:	12	:	:	15	:		
Sweden		282	346	5.2	223	272	5.0	23	28	4.9	19	20	0.3	17	27	12.7		
United Kingdom		3,875	:	:	2,766	:	:	613	:	:	235	:	:	260	:	:		
in Western Europe																		
Austria		792	984	5.6	523	683	6.9	95	99	1.0	68	77	3.3	106	125	4.1		
Belgium		505	492	-0.7	328	300	-2.2	57	51	-2.9	50	42	-4.1	71	99	8.9		
France		4,533	4,976	2.4	2,957	3,488	4.2	510	460	-2.6	:	365	:	1,065	663	:		
Germany		3,147	3,498	2.7	2,309	2,553	2.5	294	276	-1.6	278	266	-1.2	266	404	11.1		
Luxembourg		39	49	5.8	26	32	6.0	5	5	2.7	4	4	2.9	5	7	9.9		
Netherlands		1,316	1,646	5.7	935	1,177	5.9	131	156	4.4	108	116	2.0	143	196	8.3		
in Central/Eastern Europe																		
Bulgaria		52	78	10.5	40	56	9.0	7	10	8.6	3	4	3.6	3	9	35.3		
Czech Republic		613	790	6.5	391	515	7.2	68	87	6.4	60	56	-1.4	95	131	8.5		
Estonia		40	50	6.2	30	38	6.3	5	5	1.1	3	3	-1.2	2	5	20.1		
Hungary		255	398	11.8	176	278	12.2	25	43	14.2	24	25	1.5	30	52	14.6		
Latvia		30	54	16.1	22	42	17.0	3	5	11.7	2	2	12.1	3	5	16.6		
Lithuania		37	46	6.0	25	36	8.9	3	4	6.4	2	2	-5.3	6	5	-5.1		
Poland		258	386	10.6	192	302	12.0	33	38	3.6	15	17	3.5	18	29	12.0		
Romania		116	179	11.4	90	138	11.2	14	24	14.6	4	5	5.8	9	13	10.3		
Slovakia		46	69	10.4	30	46	11.0	7	9	7.8	3	5	11.1	6	9	10.1		
in Southern/Medit. Europe																		
Croatia		285	566	18.8	170	335	18.5	54	110	19.6	30	47	11.7	31	75	24.7		
Cyprus		21	23	2.2	13	17	6.1	6	4	-7.4	:	1	:	2	1	:		
Greece		727	1,095	10.8	521	802	11.4	97	147	11.0	46	49	1.7	62	96	11.5		
Italy		6,857	7,502	2.3	4,443	4,449	0.0	706	741	1.2	765	760	-0.2	943	1,553	13.3		
Malta		24	35	10.3	14	18	7.0	5	8	9.5	2	5	26.0	2	4	14.3		
Portugal		947	1,558	13.3	292	544	16.8	97	208	20.9	479	662	8.4	79	144	16.4		
Slovenia		75	121	12.7	51	17	-24.4	11	80	64.1	6	9	11.9	7	15	22.1		
Spain		4,387	5,607	6.3	2,051	2,607	6.2	485	457	-1.5	455	480	1.4	1,397	2,063	10.2		

Source: compiled by World Tourism Organization (UNWTO) based on Eurostat.

Table 8.3b Nights of international guests from source markets in the Americas in all accommodation establishments

↓ to	↑ from	Total Americas													
		of which													
		United States of America (1000)				Canada (1000)				Brazil (1000)				Other Americas (1000)	
		2012	2016	2012-16	% a year	2012	2016	2012-16	% a year	2012	2016	2012-16	% a year	2012	2016
EU-28		85,773	119,680	8.7	54,658	74,442	8.0	10,603	16,772	12.1	7,362	9,712	7.2	13,150	18,752
in Northern Europe															
Denmark		571	822	9.6	424	631	10.5	59	70	4.4	35	38	1.8	53	85
Finland		276	329	4.6	199	232	3.9	37	49	7.5	20	20	-0.2	20	29
Ireland		:	4,454	:	:	3,540	:	:	729	:	:	102	:	:	84
Sweden		573	700	5.1	450	547	5.0	49	58	4.6	40	40	0.0	34	55
United Kingdom		19,940	:	:	13,775	:	:	3,112	:	:	1,336	:	:	1,716	:
in Western Europe															
Austria		1,872	2,269	4.9	1,244	1,565	5.9	233	245	1.3	154	177	3.6	241	282
Belgium		1,063	1,023	-0.9	706	639	-2.5	129	110	-3.9	98	91	-1.9	129	183
France		12,491	11,977	-1.0	7,783	8,169	1.2	1,327	1,104	-4.5	:	949	:	3,381	1,753
Germany		6,792	7,982	4.1	4,827	5,711	4.3	619	620	0.0	689	665	-0.9	657	986
Luxembourg		86	111	6.5	58	76	7.1	12	12	1.4	7	9	5.8	10	14
Netherlands		2,325	3,000	6.6	1,590	2,065	6.8	249	303	5.1	222	255	3.6	265	377
in Central/Eastern Europe															
Bulgaria		139	204	10.0	104	150	9.6	16	22	7.4	11	8	-7.1	8	23
Czech Republic		1,551	1,935	5.7	979	1,251	6.3	185	229	5.5	155	144	-1.9	233	312
Estonia		88	121	8.4	67	93	8.6	10	10	0.0	6	7	4.9	5	10
Hungary		659	972	10.2	451	678	10.7	69	108	11.8	67	62	-1.9	72	124
Latvia		66	112	14.1	51	87	14.6	8	12	11.4	3	5	10.5	5	8
Lithuania		81	113	8.8	55	90	12.8	7	9	7.1	4	3	-2.8	15	11
Poland		588	881	10.6	432	686	12.2	75	87	4.0	37	42	2.9	44	65
Romania		218	331	11.0	164	254	11.6	27	42	11.8	9	9	1.0	19	26
Slovakia		102	147	9.5	66	96	9.6	15	20	7.3	7	12	13.5	13	19
in Southern/Medit. Europe															
Croatia		727	1,474	19.3	429	878	19.6	148	293	18.6	70	108	11.7	80	195
Cyprus		86	75	-3.4	48	54	2.9	30	14	-17.0	:	2	:	8	5
Greece		1,706	2,699	12.2	1,219	1,986	13.0	240	367	11.2	105	119	3.1	142	227
Italy		17,585	19,135	2.1	11,449	11,471	0.0	1,948	1,995	0.6	1,849	1,887	0.5	2,339	3,782
Malta		142	231	13.0	68	89	6.8	35	57	13.3	28	55	18.2	10	30
Portugal		2,315	3,857	13.6	669	1,302	18.1	292	581	18.8	1,165	1,641	8.9	189	332
Slovenia		173	264	11.0	121	36	-26.4	25	181	64.7	13	19	10.9	15	29
Spain		10,488	13,903	7.3	4,711	6,302	7.5	1,253	1,249	-0.1	1,130	1,236	2.3	3,394	5,116

Source: compiled by World Tourism Organization (UNWTO) based on Eurostat.

Table 8.4a International guest arrivals from source markets in Africa in all accommodation establishments

↓ to	↑ from	Total Africa									
		(1000)			% a year			of which			
								South Africa (1000)		% a year	
		2012	2016	2012-16	2012	2016	2012-16	2012	2016	2012	2016
EU-28		2,752	3,876	8.9	492	688	8.7	2,260	3,188		9.0
in Northern Europe											
Denmark		15	22	9.2	2	3		13	19		10.0
Finland		8	9	2.4	3	2		5	6		4.6
Ireland		:	15	:	:	10		:	4		:
Sweden		20	26	7.6	4	5		15	21		8.8
United Kingdom		356	:	:	130	:		226	:		:
in Western Europe											
Austria		56	75	7.4	21	20		36	55		11.4
Belgium		68	71	0.9	8	8		60	62		0.9
France		597	817	8.2	:	50		597	767		:
Germany		225	256	3.2	74	76		151	180		4.4
Luxembourg		14	5	-22.7	1	1		13	4		-25.4
Netherlands		112	137	5.4	34	37		78	100		6.5
in Central/Eastern Europe											
Bulgaria		4	11	29.8	1	2		2	9		39.5
Czech Republic		37	45	5.2	10	9		27	36		7.2
Estonia		2	2	0.9	0	0		2	2		2.5
Hungary		15	27	16.7	3	4		11	23		20.2
Latvia		2	4	19.5	0	0		2	3		20.0
Lithuania		2	3	11.0	0	0		1	2		16.7
Poland		15	19	6.6	2	4		13	16		5.7
Romania		14	19	7.4	2	4		12	15		4.3
Slovakia		6	7	1.2	1	1		5	6		2.3
in Southern/Medit. Europe											
Croatia		17	32	17.9	8	13		8	19		23.1
Cyprus		10	16	12.3	2	2		8	14		14.0
Greece		116	99	-3.9	3	3		113	95		-4.1
Italy		387	517	7.5	90	91		298	426		9.4
Malta		49	10	-32.3	1	2		48	9		-34.9
Portugal		96	151	11.9	10	13		87	138		12.2
Slovenia		5	8	12.4	2	2		3	5		20.7
Spain		491	768	11.8	70	67		422	702		13.6

Source: compiled by World Tourism Organization (UNWTO) based on Eurostat.

Note: Classification by region of origin according to Eurostat. For Asia and the Pacific, Asia and Oceania are presented together as in UNWTO's grouping. Asia includes all countries of the Middle East and 8 of the countries the Commonwealth of Independent States unlike UNWTO. See further pages 124-127 of the Methodological manual for tourism statistics at <http://ec.europa.eu/eurostat/en/web/products-manuals-and-guidelines/-/KS-GQ-13-007>.

Table 8.4b Nights of international guests from source markets in Africa in all accommodation establishments

↓ to	↑ from	Total Africa									
		(1000)			% a year			of which			
								South Africa (1000)		% a year	
		2012	2016	2012-16	2012	2016	2012-16	2012	2016	2012	2016
EU-28		10,176	18,379	15.9	1,632	3,517	21.2	8,544	14,862		14.8
to:											
in Northern Europe											
	Denmark	47	66	9.2	8	9		39	58		10.1
	Finland	22	21	-2.1	8	6		15	15		0.2
	Ireland	:	107	:	:	81		:	26		:
	Sweden	40	53	7.2	9	10		31	43		8.4
	United Kingdom	2,632	:	:	644	:		1,988	:		:
in Western Europe											
	Austria	181	217	4.6	73	67		108	149		8.4
	Belgium	172	174	0.3	22	21		150	153		0.5
	France	1,606	2,210	8.3	:	122		1,606	2,088		:
	Germany	597	688	3.6	173	177		424	511		4.8
	Luxembourg	30	16	-15.0	4	4		27	12		-18.1
	Netherlands	218	274	5.8	65	76		153	198		6.6
in Central/Eastern Europe											
	Bulgaria	14	35	26.2	7	7		7	28		43.4
	Czech Republic	101	127	5.7	24	24		78	103		7.4
	Estonia	5	5	3.8	1	1		4	4		4.5
	Hungary	40	74	16.7	9	10		31	64		20.1
	Latvia	4	9	24.2	0	1		3	8		25.6
	Lithuania	5	7	11.4	2	1		3	6		21.7
	Poland	52	52	0.1	6	8		46	44		-1.0
	Romania	43	61	9.3	4	8		38	53		8.5
	Slovakia	24	19	-6.1	3	2		21	17		-5.5
in Southern/Medit. Europe											
	Croatia	57	113	18.6	20	37		37	76		19.7
	Cyprus	39	52	7.7	7	9		32	43		7.6
	Greece	521	280	-14.3	9	8		511	272		-14.6
	Italy	1,826	2,173	4.5	271	281		1,554	1,891		5.0
	Malta	213	45	-32.1	5	8		208	37		-35.0
	Portugal	342	496	9.7	26	39		316	458		9.7
	Slovenia	16	23	10.1	6	5		9	18		17.7
	Spain	1,237	2,107	14.2	171	171		1,066	1,936		16.1

Source: compiled by World Tourism Organization (UNWTO) based on Eurostat.

Note: Classification by region of origin according to Eurostat. For Asia and the Pacific, Asia and Oceania are presented together as in UNWTO's grouping. Asia includes all countries of the Middle East and 8 of the countries the Commonwealth of Independent States unlike UNWTO. See further pages 124-127 of the Methodological manual for tourism statistics at <http://ec.europa.eu/eurostat/en/web/products-manuals-and-guidelines/-/KS-GQ-13-007>.

Table 9.1 **Key economic indicators for the tourism industries in EU, 2014**

	Number of enterprises	Turnover (euro million)	Value added at factor cost (euro million)	Number of persons employed
Total non-financial business economy¹⁾	23,143,830	26,129,842	6,463,439	134,352,074
Total services²⁾	11,375,390	6,016,942	2,734,494	57,188,437
Total tourism industries³⁾	2,288,929	973,464	362,691	12,271,112
Tourism industries (mainly tourism) ⁴⁾	358,865	446,164	131,933	3,194,215
Tourism industries (partially tourism) ⁵⁾	1,930,064	527,299	230,758	9,076,897
Transport related (total)	362,603	253,416	88,509	1,903,510
Land transport	348,677	100,122	52,352	1,444,218
Passenger rail transport, interurban	266	42,718	20,402	306,710
Taxi operation	301,914	21,850	13,157	601,477
Other passenger land transport n.e.c.	46,497	35,554	18,793	536,031
Water transport	10,071	22,176	7,621	114,785
Sea and coastal passenger water transport	6,071	20,577	6,786	93,825
Inland passenger water transport	4,000	1,599	835	20,960
Passenger air transport	3,855	131,118	28,537	344,507
Accommodation (scope of Reg 692/2011)	281,851	161,709	77,093	2,423,930
Hotels and similar accommodation	151,951	135,285	65,284	2,046,553
Holiday and other short-stay accommodation	114,058	17,196	7,202	286,464
Camping grounds, recreational vehicle parks and trailer parks	15,842	9,229	4,607	90,913
Food and beverage (total)	1,490,342	321,922	127,413	7,251,563
Restaurants and mobile food service activities	915,685	236,866	95,676	5,168,352
Beverage serving activities	574,657	85,057	31,737	2,083,211
Car and other rental (total)	53,061	73,513	40,574	200,331
Renting and leasing of cars and trucks	39,554	71,334	39,705	173,699
Renting and leasing of recreational and sports goods	13,507	2,180	869	26,632
Travel agency, tour operator reservation service and related activities (total)	101,072	162,904	28,968	491,778
Travel agency and tour operator activities	73,159	153,338	26,303	425,778
Other reservation service and related activities	27,913	9,566	2,664	66,000

Note: Due to unreliable data at country level and rounding, deviations can occur between total and subtotals.

Sources: Eurostat.

1) NACE sections: B-N_S95_X_K (total business economy; repair of computers, personal and household goods; except financial and insurance activities).

2) NACE sections: H, I, J, L, M, N, S95.

3) NACE classes: H491, H4932, H4939, H501, H503, H511, I551, I552, I553, I561, I563, N771, N7721 and division N79.

4) NACE classes: H511, I551, I552, I553 and N791.

5) NACE classes: H491, H4932, H4939, H501, H503, I561, I563, N771, N7721 and N799.

Table 9.2 Number of persons employed in EU, 2014

	Non-financial business economy ⁽¹⁾		Tourism industries					of which				Total	
	Total	Total %	Total ⁽²⁾	Mainly tourism ⁽³⁾	Partially tourism ⁽⁴⁾	Accommodation (scope of Reg 692/2011) ⁽⁵⁾	of which			Total			
							Transport ⁽⁶⁾	Food and beverage ⁽⁷⁾	Car and other rental ⁽⁸⁾				
EU-28	134,352,074	9	12,271,112	3,194,215	9,076,897	2,423,930	1,903,510	7,251,563	200,331	491,778			
in Northern Europe													
Denmark	1,638,700	:	:	:	:	17,543	:	43,271	:	6,208			
Ireland	:	:	:	:	:	:	:	97,303	:	5,695			
Sweden	3,043,722	8	251,729	63,319	188,410	47,270	54,566	134,623	2,881	12,389			
United Kingdom	18,486,743	12	2,160,980	571,654	1,589,326	414,007	:	1,363,929	48,798	91,059			
Finland	1,473,075	:	:	18,444	:	11,183	:	47,239	1,390	5,086			
in Western Europe													
Austria	2,720,484	13	342,095	127,863	214,232	110,638	47,222	168,478	3,803	11,954			
Belgium	2,744,636	:	:	34,893	:	22,562	:	137,312	4,083	8,496			
France	15,548,861	:	:	:	917,012	201,593	:	696,573	26,523	41,809			
Germany	27,781,123	8	2,230,945	676,611	1,554,334	536,192	263,962	1,306,561	31,213	93,017			
Luxembourg	249,348	:	:	:	:	:	:	12,750	427	:			
Netherlands	5,327,405	:	:	:	:	:	:	285,311	8,725	22,091			
in Central/Eastern Europe													
Bulgaria	1,888,722	:	:	46,696	:	39,734	:	89,892	2,108	5,951			
Czech Republic	3,515,084	5	187,793	44,021	:	30,155	26,843	116,301	:	12,425			
Estonia	408,561	:	:	:	:	6,517	:	14,446	:	1,634			
Hungary	2,472,699	7	163,131	30,827	132,304	25,236	41,382	87,014	3,618	5,881			
Latvia	619,686	7	41,087	9,556	31,531	6,446	7,475	23,242	1,529	2,395			
Lithuania	909,868	5	47,712	10,424	37,288	7,447	6,032	29,121	2,042	3,070			
Poland	8,415,108	4	344,435	83,158	261,277	65,088	103,363	150,122	8,332	17,530			
Romania	3,834,201	6	214,340	53,063	161,277	40,505	58,069	102,943	2,869	9,954			
Slovakia	1,439,731	5	65,710	13,307	52,403	10,167	12,826	37,989	1,517	3,211			
in Southern/Medit. Europe													
Croatia	999,419	12	118,699	:	:	30,767	14,642	65,233	1,611	6,446			
Cyprus	209,345	:	:	19,672	:	17,605	:	19,180	685	1,547			
Greece	2,212,462	:	:	97,745	:	81,958	:	228,516	4,647	13,257			
Italy	14,158,595	10	1,407,599	308,242	1,099,357	250,410	174,630	923,672	13,534	45,353			
Malta	125,765	:	:	:	:	:	:	:	:	1,304			
Portugal	2,894,720	:	:	77,487	:	58,431	:	196,189	4,528	10,225			
Slovenia	578,976	:	:	:	:	9,922	:	21,709	438	1,940			
Spain	10,655,035	13	1,333,608	317,013	1,016,595	245,135	173,586	844,570	17,631	52,686			

Note: Tourism aggregates estimated using available data and including 2013 data for some countries. Due to unreliable data at country level, the use of 2013 data instead, and rounding, deviations can occur between total and subtotal.

Source: compiled by World Tourism Organization (UNWTO) based on Eurostat.

1) NACE sections: B-N_S95_X_K (Total business economy; repair of computers, personal and household goods; except financial and insurance activities). EU-28 aggregate not including Ireland.

2) NACE classes: H491, H4932, H4939, H501, H503, H511, I551, I552, I563, I561, I563, N771, N7721 and division N79.

3) NACE classes: H511, I551, I552, I553 and N791.

4) NACE classes: H491, H4932, H4939, H501, H503, I561, I563, N771, N7721 and N799.

5) NACE classes: H491, H4932, H4939, H501, H503 and H511.

6) NACE classes: I551, I552 and I553.

7) NACE classes: I561 and I563.

8) NACE classes: N771 and N7721.

9) NACE division N79.

"-" = Aggregate not available and not possible to estimate.

Table 9.3 International tourism in the Balance of Payments (BOP)

	(euro billion)						Market share (%)			
	1995	2000	2005	2010	2015	2016	2005	2010	2015	2016
World										
Total export of goods and services	4,836	8,584	10,581	14,498	19,243	18,849	100	100	100	100
Goods	3,901	6,936	8,447	11,542	14,861	14,441	79.8	79.6	77.2	76.6
Services	934	1,648	2,134	2,956	4,382	4,408	20.2	20.4	22.8	23.4
International Tourism (BOP Travel & Passenger transport)	381	642	672	858	1,280	1,303	6.4	5.9	6.7	6.9
<i>International Tourism Receipts</i>	317	536	566	729	1,083	1,106	5.3	5.0	5.6	5.9
<i>International Passenger Transport</i>	64	106	107	129	197	196	1.0	0.9	1.0	1.0
European Union										
Total export of goods and services	2,065	3,296	4,301	5,217	6,706	6,723	100	100	100	100
Goods	1,643	2,581	3,281	3,910	4,859	4,860	76.3	75.0	72.5	72.3
Services	422	716	1,020	1,306	1,846	1,864	23.7	25.0	27.5	27.7
International Tourism (BOP Travel & Passenger transport)	167	265	292	310	401	409	6.8	5.9	6.0	6.1
<i>International Tourism Receipts</i>	142	223	244	261	335	342	5.7	5.0	5.0	5.1
<i>International Passenger Transport</i>	25	42	48	49	66	67	1.1	0.9	1.0	1.0

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

(Data as collected by UNWTO, January 2018)

Table 9.4 Export earnings by category

Rank	(euro billion)									
	1995	2000	2005	2010	2011	2012	2013	2014	2015	2016
World										
1 Chemicals	371	632	885	1,278	1,425	1,519	1,497	1,544	1,670	1,645
2 Fuels	287	718	1,170	1,791	2,335	2,639	2,485	2,298	1,653	1,367
3 International Tourism (BOP Travel & Passenger transport)	381	642	672	858	917	1,032	1,071	1,122	1,280	1,303
<i>International Tourism Receipts</i>	317	536	566	729	776	869	907	949	1,083	1,107
<i>International Passenger Transport</i>	64	106	107	129	141	163	165	174	197	196
4 Automotive products	364	624	740	823	921	1,014	1,015	1,056	1,198	1,231
5 Food	346	465	548	842	971	1,068	1,090	1,118	1,202	1,221
6 Textiles and clothing	238	382	386	457	511	543	569	598	671	656
7 Telecommunications equipment	:	310	374	440	457	510	522	545	640	617
8 Transport equipment other than automotive products	:	277	317	446	484	520	517	533	624	616
9 Mining products other than fuels	129	205	284	512	614	594	557	538	522	495
10 Integrated circuits and electronic components	:	332	277	365	355	380	406	403	475	477
European Union										
1 Chemicals	210	343	491	647	703	735	735	755	809	807
2 Automotive products	184	311	397	413	475	481	494	526	590	616
3 Food	161	206	253	342	382	408	428	434	453	466
4 International Tourism (BOP Travel & Passenger transport)	167	265	292	310	333	351	364	383	401	409
<i>International Tourism Receipts</i>	142	223	244	261	280	294	308	324	335	342
<i>International Passenger Transport</i>	25	42	48	49	53	57	56	59	66	67
5 Transport equipment other than automotive products	:	132	141	178	186	201	208	216	247	256
6 Fuels	46	105	176	254	327	386	371	333	261	218
7 Telecommunications equipment	:	120	130	127	127	127	121	126	140	136
8 Mining products other than fuels	10	64	86	130	157	149	136	135	133	124
9 Iron and steel	62	73	113	124	148	140	128	128	126	116
10 Computer and office equipment	:	123	120	102	102	103	100	103	108	106

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

(Data as collected by UNWTO, January 2018)

Table 9.5 International Tourism and Exports by (sub)region

	International Tourism										Exports of goods and services										International tourism									
	Total					of which					Total					of which					Share in									
						Travel										Passenger transport										Services				
	(euro billion)										(euro billion)										(%)									
	2010	2015	2016	2010	2015	2016	2010	2015	2016	2010	2015	2016	2010	2015	2016	2010	2015	2016	2010	2015	2016	2010	2015	2016	2010	2015	2016			
EU-28	310.3	401.5	408.9	260.9	335.5	341.8	49.4	66.0	67.1	5,216.8	6,705.7	6,723.4	3,910.3	4,859.5	4,859.8	1,306.5	1,846.2	1,863.6	5.9	6.0	6.1	23.8	21.7	21.9	6.0	6.1	6.0			
Austria	15.7	18.4	18.9	14.0	16.4	17.4	1.7	1.9	1.5	154.9	190.1	191.6	115.1	137.8	137.4	39.8	52.4	54.2	10.1	9.7	9.9	39.5	35.1	34.9	9.7	9.9	9.9			
Belgium	9.6	11.8	11.5	8.6	10.8	10.5	1.0	1.0	1.0	381.7	459.7	459.9	307.5	357.7	359.6	74.2	101.9	100.3	2.5	2.6	2.5	12.9	11.6	11.5	2.6	2.5	2.6			
Bulgaria	2.9	3.2	3.7	2.6	2.8	3.3	0.4	0.4	0.5	20.6	30.0	31.1	15.6	22.9	23.5	5.0	7.1	7.6	14.2	10.8	12.0	58.4	45.6	49.0	10.8	12.0	10.8			
Croatia	6.3	8.1	8.9	6.1	8.0	8.7	0.2	0.2	0.2	18.0	22.9	24.7	8.9	11.7	12.5	9.1	11.2	12.2	34.9	35.5	36.0	69.2	72.4	72.8	35.5	36.0	35.5			
Cyprus	1.8	2.2	2.5	1.6	2.2	2.5	0.2	0.0	0.0	8.1	10.0	11.6	1.1	1.7	2.7	7.0	8.3	8.9	22.7	22.4	22.6	26.1	26.9	28.1	22.4	22.6	22.4			
Czech Republic	6.1	6.1	6.4	5.4	5.5	5.7	0.7	0.6	0.7	116.8	162.8	168.5	100.3	142.4	147.1	16.5	20.5	21.5	5.2	3.7	3.8	36.8	29.8	29.6	3.7	3.8	3.7			
Denmark	5.1	:	:	4.4	6.0	6.4	0.7	:	:	119.2	143.6	139.2	72.7	86.1	86.1	46.5	57.5	53.0	4.3	:	:	10.9	:	:	:	:	:	:		
Estonia	1.1	1.7	1.7	0.8	1.3	1.3	0.3	0.4	0.4	12.3	16.8	17.4	8.7	11.6	11.9	3.6	5.2	5.5	8.7	9.9	9.8	30.1	32.0	31.0	9.9	9.8	9.9			
Finland	3.4	:	:	2.3	2.3	2.5	1.1	:	:	73.4	77.3	75.0	52.4	54.0	52.0	21.0	23.3	23.0	4.6	:	:	16.2	:	:	:	:	:	:		
France	42.8	47.8	45.8	35.5	40.4	38.4	7.4	7.3	7.4	547.5	673.6	666.7	395.1	455.9	452.8	152.5	217.7	213.9	7.8	7.1	6.9	28.1	21.9	21.4	7.1	6.9	28.1			
Germany	37.1	45.7	47.1	26.2	33.3	33.8	11.0	12.4	13.3	1,119.4	1,434.3	1,455.0	949.6	1,195.8	1,208.6	169.7	238.5	246.4	3.3	3.2	3.2	21.9	19.2	19.1	3.2	3.2	3.2			
Greece	10.7	15.6	14.8	9.6	14.1	13.2	1.0	1.4	1.6	49.2	53.8	50.5	21.1	25.9	25.4	28.1	27.9	25.1	21.7	28.9	29.4	37.9	55.8	59.1	28.9	29.4	28.9			
Hungary	4.2	4.8	5.1	4.2	4.8	5.1	0.0	0.0	0.0	86.7	108.8	112.9	72.0	88.8	92.1	14.6	20.0	20.9	4.9	4.4	4.5	29.0	24.1	24.6	4.4	4.5	4.4			
Ireland	6.2	9.7	10.3	3.1	4.3	4.7	3.1	5.4	5.6	157.4	233.3	249.0	87.9	111.7	116.5	69.5	121.6	132.5	3.9	4.2	4.1	8.9	8.0	7.8	4.2	4.1	4.2			
Italy	30.5	:	:	29.3	35.6	36.4	1.2	:	:	413.6	500.8	508.7	337.4	412.3	417.1	76.2	88.5	91.6	7.4	:	:	40.0	:	:	:	:	:	:		
Malta	0.9	:	:	0.8	1.2	1.3	0.1	:	:	10.3	11.8	13.0	2.7	2.3	2.7	7.6	9.5	10.3	9.2	:	:	12.5	:	:	:	:	:	:		
Latvia	0.7	1.0	1.0	0.5	0.8	0.8	0.2	0.2	0.2	10.2	15.0	15.2	7.2	10.9	11.0	3.0	4.0	4.2	7.1	6.8	6.5	23.9	25.4	23.5	6.8	6.5	6.8			
Lithuania	0.8	1.2	1.3	0.7	1.0	1.1	0.1	0.2	0.2	19.1	28.9	29.3	15.7	22.9	22.6	3.4	6.0	6.7	4.2	4.2	4.4	23.3	20.0	19.1	4.2	4.4	4.2			
Luxembourg	3.4	4.3	4.1	3.1	3.8	3.7	0.3	0.5	0.5	62.0	101.6	99.7	14.9	15.5	14.2	47.1	86.2	85.4	5.5	4.2	4.2	7.2	5.0	4.8	4.2	4.2	4.2			
Netherlands	12.7	15.9	16.6	8.9	11.9	12.7	3.8	4.0	3.9	555.0	674.7	678.7	433.2	514.3	516.2	121.8	160.4	162.4	2.3	2.3	2.4	10.4	9.9	10.2	2.3	2.4	2.3			
Poland	7.6	10.2	10.9	7.2	9.4	9.9	0.3	0.8	1.0	147.2	220.2	227.2	120.5	179.5	183.0	26.7	40.7	44.3	5.1	4.6	4.8	28.3	25.2	24.6	4.6	4.8	4.6			
Portugal	9.8	14.3	15.5	7.6	11.5	12.7	2.2	2.8	2.8	54.5	75.1	76.8	37.3	49.8	50.3	17.2	25.3	26.5	18.1	19.0	20.1	57.2	56.3	58.4	19.0	20.1	19.0			
Romania	1.2	1.9	2.0	0.9	1.5	1.6	0.4	0.3	0.4	45.2	71.3	75.3	37.4	54.6	57.4	7.8	16.6	17.9	2.7	2.7	2.6	15.8	11.4	11.0	2.7	2.6	2.7			
Slovakia	1.8	2.2	2.5	1.7	2.1	2.5	0.1	0.0	0.0	53.6	75.1	77.6	48.8	67.8	70.1	4.8	7.2	7.5	3.3	2.9	3.3	36.5	30.0	33.6	2.9	3.3	2.9			
Slovenia	2.1	2.3	2.4	1.9	2.1	2.2	0.1	0.2	0.2	26.7	34.8	36.3	22.0	28.8	29.7	4.7	6.0	6.5	7.7	6.5	6.5	44.3	37.8	36.4	6.5	6.5	6.5			
Spain	46.4	:	:	41.2	51.0	54.7	5.2	:	:	277.3	361.3	375.7	191.9	254.6	260.9	85.4	106.7	114.9	16.7	:	:	54.3	:	:	:	:	:	:		
Sweden	8.1	:	:	6.3	10.2	11.4	1.8	:	:	160.2	191.7	190.9	119.6	126.3	126.0	40.6	65.5	64.8	5.0	:	:	19.9	:	:	:	:	:	:		
United Kingdom	31.3	54.7	50.3	26.3	41.0	37.5	4.9	13.7	12.7	516.8	725.2	665.8	313.8	414.7	370.3	203.1	310.5	295.6	6.1	7.5	7.5	15.4	17.6	17.0	7.5	7.5	7.5			

Source: World Tourism Organization (UNWTO).

(Data as collected by UNWTO, January 2018)

Table 9.6a Countries by surplus or deficit on the travel balance

	International tourism receipts						International tourism expenditure						Balance			
	(euro billion)			Share (%)			(euro billion)			Share (%)			(euro billion)		Per capita (euro)	
	2010	2015	2016	2016	2016	2016	2010	2015	2016	2016	2016	2016	2010	2015	2016	2016
	2010	2015	2016	2016	2016	2016	2010	2015	2016	2016	2016	2016	2010	2015	2016	2016
World	729	1,083	1,107	100	100	151	729	1,083	1,107	100	100	151	0	0	0	0
Total European Union (28)	260.9	335.5	341.8	30.9	30.9	672	250.8	306.4	314.5	28.4	28.4	618	10.0	29.0	27.3	54
in Northern Europe	42.5	63.9	62.4	5.6	5.6	682	66.2	90.6	90.2	8.2	8.2	985	-23.7	-26.7	-27.8	-303
Denmark	4.4	6.0	6.4	0.6	0.6	1,116	6.8	8.1	8.3	0.7	0.7	1,450	-2.4	-2.1	-1.9	-335
Finland	2.3	2.3	2.5	0.2	0.2	450	3.3	4.3	4.7	0.4	0.4	855	-1.0	-2.0	-2.2	-406
Ireland	3.1	4.3	4.7	0.4	0.4	997	5.4	5.1	5.6	0.5	0.5	1,197	-2.3	-0.8	-0.9	-200
Sweden	6.3	10.2	11.4	1.0	1.0	1,140	9.1	13.0	13.1	1.2	1.2	1,307	-2.8	-2.8	-1.7	-167
United Kingdom	26.3	41.0	37.5	3.4	3.4	571	41.7	60.1	58.5	5.3	5.3	892	-15.3	-19.0	-21.0	-320
in Western Europe	96.2	116.6	116.5	10.5	10.5	630	127.1	149.5	154.0	13.9	13.9	833	-30.9	-33.0	-37.5	-203
Austria	14.0	16.4	17.4	1.6	1.6	1,991	7.7	8.4	8.8	0.8	0.8	1,007	6.3	8.0	8.6	984
Belgium	8.6	10.8	10.5	0.9	0.9	928	14.3	17.1	17.6	1.6	1.6	1,557	-5.7	-6.3	-7.1	-630
France	35.5	40.4	38.4	3.5	3.5	594	29.0	35.4	36.6	3.3	3.3	566	6.4	5.0	1.8	28
Germany	26.2	33.3	33.8	3.1	3.1	410	58.9	69.9	72.1	6.5	6.5	874	-32.8	-36.6	-38.3	-464
Luxembourg	3.1	3.8	3.7	0.3	0.3	6,370	2.7	2.5	2.5	0.2	0.2	4,419	0.5	1.3	1.1	1,951
Netherlands	8.9	11.9	12.7	1.1	1.1	746	14.5	16.3	16.3	1.5	1.5	959	-5.6	-4.4	-3.6	-214
in Central/Eastern Europe	24.0	29.4	31.3	2.8	2.8	323	16.4	20.2	21.4	1.9	1.9	221	7.6	9.2	9.9	102
Bulgaria	2.6	2.8	3.3	0.3	0.3	462	0.6	1.0	1.2	0.1	0.1	173	1.9	1.8	2.1	290
Czech Republic	5.4	5.5	5.7	0.5	0.5	540	3.2	4.3	4.4	0.4	0.4	421	2.2	1.2	1.3	119
Estonia	0.8	1.3	1.3	0.1	0.1	1,025	0.5	0.9	1.0	0.1	0.1	799	0.3	0.4	0.3	226
Hungary	4.2	4.8	5.1	0.5	0.5	521	1.8	1.7	2.0	0.2	0.2	199	2.4	3.1	3.2	322
Latvia	0.5	0.8	0.8	0.1	0.1	398	0.5	0.6	0.6	0.1	0.1	319	0.0	0.3	0.2	79
Lithuania	0.7	1.0	1.1	0.1	0.1	380	0.6	0.9	0.9	0.1	0.1	318	0.1	0.2	0.2	62
Poland	7.2	9.4	9.9	0.9	0.9	261	6.5	7.2	7.2	0.7	0.7	190	0.8	2.3	2.7	71
Romania	0.9	1.5	1.6	0.1	0.1	79	1.2	1.9	1.9	0.2	0.2	98	-0.4	-0.3	-0.4	-18
Slovakia	1.7	2.1	2.5	0.2	0.2	458	1.5	1.9	2.0	0.2	0.2	373	0.2	0.2	0.5	85
in Southern/Medit. Europe	98.1	125.7	131.6	11.9	11.9	970	41.1	46.1	49.0	4.4	4.4	361	57.1	79.6	82.6	609
Croatia	6.1	8.0	8.7	0.8	0.8	2,087	0.6	0.7	0.9	0.1	0.1	205	5.5	7.3	7.8	1,882
Cyprus	1.6	2.2	2.5	0.2	0.2	2,936	1.0	1.0	1.1	0.1	0.1	1,252	0.7	1.3	1.4	1,683
Greece	9.6	14.1	13.2	1.2	1.2	1,225	2.2	2.0	2.0	0.2	0.2	186	7.5	12.1	11.2	1,039
Italy	29.3	35.6	36.4	3.3	3.3	599	20.4	22.0	22.5	2.0	2.0	372	8.8	13.5	13.8	228
Malta	0.8	1.2	1.3	0.1	0.1	3,011	0.2	0.3	0.4	0.0	0.0	850	0.6	0.9	0.9	2,162
Portugal	7.6	11.5	12.7	1.1	1.1	1,228	3.0	3.6	3.8	0.3	0.3	373	4.6	7.8	8.8	855
Slovenia	1.9	2.1	2.2	0.2	0.2	1,061	0.9	0.8	0.9	0.1	0.1	414	1.0	1.3	1.3	647
Spain	41.2	51.0	54.7	4.9	4.9	1,178	12.8	15.7	17.4	1.6	1.6	376	28.4	35.3	37.2	802

Source: World Tourism Organization (UNWTO).

(Data as collected by UNWTO, January 2018)

Table 9.6b Countries by surplus or deficit on the travel balance

	International tourism receipts						International tourism expenditure						Balance					
	(euro billion)			Share (%)			(euro billion)			Share (%)			(euro billion)			Per capita (euro)		
	2010	2015	2016	2016	2016	2016	2010	2015	2016	2016	2016	2016	2010	2015	2016	2016	2016	2016
World	729	1,083	1,107	100	4.2	145	49.7	79.9	1,106	100	6.5	222	-15.6	-34.2	-24.8	0	0	0
Total extra EU	34.1	45.7	47.0	4.2	1.9	145	49.7	79.9	71.8	6.5	222	222	-15.6	-34.2	-24.8	-77		
in Northern & Western Europe	15.1	20.7	21.6	1.9	0.2	6,439	19.1	29.8	30.5	2.8	2,177	2,177	-4.0	-9.2	-8.9	-636		
Iceland	0.4	1.5	2.2	0.2	0.2	6,439	0.4	0.9	1.1	0.1	3,383	3,383	0.0	0.6	1.0	3,056		
Liechtenstein	;	;	;	;	;	;	;	;	;	;	;	;	;	;	;	;		
Monaco	;	;	;	;	;	;	;	;	;	;	;	;	;	;	;	;		
Norway	3.6	4.4	4.7	0.4	0.4	895	10.2	14.3	14.4	1.3	2,742	2,742	-6.6	-9.8	-9.7	-1,846		
Switzerland	11.1	14.8	14.7	1.3	1.3	1,764	8.4	14.7	14.9	1.3	1,792	1,792	2.7	0.1	-0.2	-28		
in Central/Eastern Europe	12.4	15.8	15.9	1.4	0.1	56	25.9	42.2	32.6	2.9	115	115	-13.4	-26.4	-16.6	-58		
Armenia	0.5	0.8	0.9	0.1	0.1	292	0.4	0.9	1.0	0.1	322	322	0.1	-0.1	-0.1	-30		
Azerbaijan	0.5	2.1	2.5	0.2	0.2	258	0.6	2.3	2.3	0.2	237	237	-0.1	-0.3	0.2	21		
Belarus	0.3	0.7	0.6	0.1	0.1	68	0.5	0.8	0.7	0.1	77	77	-0.1	-0.2	-0.1	-9		
Georgia	0.5	1.7	2.0	0.2	0.2	529	0.2	0.3	0.3	0.0	94	94	0.3	1.4	1.6	435		
Kazakhstan	0.8	1.4	1.4	0.1	0.1	78	1.0	1.8	1.5	0.1	84	84	-0.2	-0.4	-0.1	-6		
Kyrgyzstan	0.1	0.4	0.4	0.0	0.0	64	0.1	0.4	0.4	0.0	68	68	0.0	0.0	0.0	-4		
Rep. Moldova	0.1	0.2	0.2	0.0	0.0	62	0.2	0.3	0.2	0.0	65	65	-0.1	-0.1	0.0	-3		
Russian Federation	6.7	7.6	7.0	0.6	0.6	49	20.1	31.5	21.6	2.0	151	151	-13.5	-23.9	-14.6	-102		
Tajikistan	0.0	0.0	0.0	0.0	0.0	0	;	;	0.0	0.0	0	0	;	;	0.0	0		
Turkmenistan	;	;	;	;	;	;	;	;	;	;	;	;	;	;	;	;		
Ukraine	2.9	1.0	1.0	0.1	0.1	23	2.8	4.0	4.5	0.4	106	106	0.0	-3.0	-3.5	-83		
Uzbekistan	0.1	;	;	;	;	;	;	;	;	;	;	;	;	;	;	;		
in Southern/Medit. Europe	6.6	9.2	9.5	0.9	0.1	377	4.8	7.8	8.8	0.8	349	349	1.8	1.3	0.7	29		
Albania	1.2	1.4	1.5	0.1	0.1	531	1.0	1.1	1.1	0.1	396	396	0.2	0.2	0.4	135		
Andorra	;	;	;	;	;	;	;	;	;	;	;	;	;	;	;	;		
Bosnia & Herzg.	0.4	0.6	0.7	0.1	0.1	169	0.1	0.1	0.1	0.0	34	34	0.3	0.5	0.5	135		
FYR Macedonia	0.1	0.2	0.3	0.0	0.0	124	0.1	0.1	0.2	0.0	78	78	0.1	0.1	0.1	46		
Israel	3.6	5.2	5.2	0.5	0.5	605	2.8	5.4	6.2	0.6	724	724	0.9	-0.2	-1.0	-119		
Montenegro	0.6	0.8	0.8	0.1	0.1	1,341	0.0	0.0	0.1	0.0	96	96	0.5	0.8	0.8	1,245		
San Marino	;	;	;	;	;	;	;	;	;	;	;	;	;	;	;	;		
Serbia	0.6	0.9	1.0	0.1	0.1	147	0.7	1.0	1.1	0.1	154	154	-0.1	0.0	0.0	-7		
Turkey	17.0	24.0	16.9	1.5	1.5	212	3.9	4.8	4.3	0.4	54	54	13.1	19.2	12.6	158		

Source: World Tourism Organization (UNWTO).

(Data as collected by UNWTO, January 2018)

Table 10.1 Long-term projection of inbound tourism by (sub)region of destination

	International tourist arrivals received (million)										Average annual growth (%)						Share (%)					
	Actual data					Projections					Actual data			Projections			Actual data		Projections			
											of which			of which								
	1980	1990	1995	2000	2005	2010	2020	2025	2030	1980- 2010	1980- '95	'95- 2010	'2010- '30	2010- '20	2010- '25	2020- '30	1980	1995	2010	2020	2025	2030
World	277	438	531	680	809	952	1,375	1,600	1,824	4.2	4.4	4.0	3.3	3.7	3.5	2.9	100	100	100	100	100	100
to Advanced economies	194	300	339	427	466	512	661	729	792	3.3	3.8	2.8	2.2	2.6	2.4	1.8	70	64	54	48	46	43
to Emerging economies	83	139	192	254	343	440	714	870	1,032	5.7	5.8	5.7	4.4	5.0	4.7	3.8	30	36	46	52	54	57
By UNWTO regions:																						
Europe	177.3	265.1	308.5	392.9	452.7	487.5	636	701	762	3.4	3.8	3.1	2.3	2.7	2.4	1.8	64.1	58.1	51.2	46.2	43.8	41.8
Northern Europe	20.4	28.7	36.4	44.8	54.7	56.6	70	75	80	3.4	3.9	3.0	1.7	2.1	1.9	1.3	7.4	6.9	5.9	5.1	4.7	4.4
Western Europe	68.3	108.6	112.2	139.7	141.7	154.4	193	208	222	2.8	3.4	2.1	1.8	2.3	2.0	1.4	24.7	21.1	16.2	14.0	13.0	12.2
Central/Eastern Europe	26.6	33.9	58.9	69.6	95.3	98.5	142	162	182	4.5	5.4	3.5	3.1	3.7	3.4	2.5	9.6	11.1	10.3	10.3	10.1	10.0
Southern/Mediterr. Eu.	61.9	93.9	100.9	139.0	161.1	178.1	231	255	278	3.6	3.3	3.9	2.3	2.7	2.4	1.9	22.4	19.0	18.7	16.8	16.0	15.3
EU-28	154.6	233.7	271.0	336.8	367.5	382.8	483	524	562	3.1	3.8	2.3	1.9	2.3	2.1	1.5	55.9	51.0	40.2	35.1	32.8	30.8
in Northern Europe	19.1	26.6	33.4	41.3	50.5	51.3	64	68	73	3.3	3.8	2.9	1.8	2.2	1.9	1.4	6.9	6.3	5.4	4.6	4.3	4.0
in Western Europe	61.3	100.3	105.0	131.5	134.1	145.4	182	196	209	2.9	3.6	2.2	1.8	2.3	2.0	1.4	22.2	19.8	15.3	13.2	12.3	11.5
in Central/Eastern Europe	21.0	26.7	43.6	40.9	52.1	48.7	70	80	89	2.8	5.0	0.7	3.1	3.7	3.4	2.5	7.6	8.2	5.1	5.1	5.0	4.9
in Southern/Mediterr. Eu.	53.1	80.1	89.1	123.1	130.7	137.5	168	180	190	3.2	3.5	2.9	1.6	2.0	1.8	1.3	19.2	16.8	14.4	12.2	11.2	10.4
Extra-EU	22.7	31.4	37.5	56.1	85.3	104.7	153	177	200	5.2	3.4	7.1	3.3	3.9	3.6	2.7	8.2	7.1	11.0	11.1	11.1	11.0
in Northern / Western Eu.	8.3	10.4	10.3	11.6	11.8	14.2	17	19	20	1.8	1.5	2.2	1.7	2.1	1.8	1.3	3.0	1.9	1.5	1.3	1.2	1.1
in Central/Eastern Europe	5.6	7.2	15.3	28.7	43.2	49.8	72	82	92	7.6	7.0	8.2	3.1	3.7	3.4	2.5	2.0	2.9	5.2	5.2	5.1	5.1
in Southern/Mediterr. Eu.	8.8	13.8	11.8	15.9	30.3	40.6	64	76	88	5.2	2.0	8.6	3.9	4.6	4.3	3.3	3.2	2.2	4.3	4.6	4.7	4.8
Asia and the Pacific	22.8	55.9	82.1	110.4	154.1	208.2	362	455	545	7.6	8.9	6.4	4.9	5.7	5.3	4.2	8.2	15.5	21.9	26.3	28.4	29.9
Americas	62.3	92.8	108.9	128.2	133.3	150.4	200	224	248	3.0	3.8	2.2	2.5	2.9	2.7	2.2	22.5	20.5	15.8	14.5	14.0	13.6
Middle East	7.1	9.6	12.7	22.4	33.7	55.4	92	112	135	7.1	4.0	10.3	4.5	5.2	4.8	3.9	2.6	2.4	5.8	6.7	7.0	7.4
Africa	7.2	14.8	18.7	26.2	34.8	50.4	86	108	134	6.7	6.6	6.8	5.0	5.4	5.2	4.6	2.6	3.5	5.3	6.2	6.7	7.3

Source: World Tourism Organization (UNWTO).

(actual data updated January 2018)

Table 10.2 Long-term projection of inbound tourism to Europe, EU and extra-EU by region of origin

	International tourist arrivals generated (million)										Average annual growth (%)							Share (%)				
	Actual data					Projections					Actual data		Projections					Actual data		Projections		
											of which		of which									
	1980	1990	1995	2000	2005	2010	2020	2025	2030	1980- '95	1980- '95	'95- 2010	'2010- '30	'2010- '20	'2010- '25	2020- '30	1980	1995	2010	2020	2025	2030
to Europe	177.3	265.1	308.5	392.9	452.7	487.5	636	701	762	3.4	3.8	3.1	2.3	2.7	2.4	1.8	64	58	51	46	44	42
from:																						
Within same region	153.0	230.3	272.2	345.6	401.0	424.2	550	604	654	3.5	3.9	3.0	2.2	2.6	2.4	1.7	55	51	45	40	38	36
EU-28	138.8	204.4	231.1	289.6	329.0	331.1	413	444	471	2.9	3.5	2.4	1.8	2.2	2.0	1.3	50.2	43.5	34.8	30.1	27.7	25.8
Extra-EU	14.2	25.9	41.2	56.1	72.0	93.1	137	160	184	6.5	7.4	5.6	3.5	4.0	3.7	3.0	5.1	7.8	9.8	10.0	10.0	10.1
from other regions	24.3	34.8	36.2	47.3	51.8	63.3	85	97	108	3.2	2.7	3.8	2.7	3.0	2.9	2.4	8.8	6.8	6.6	6.2	6.1	5.9
Asia and the Pacific	4.8	9.0	12.1	15.1	18.3	24.0	36	42	47	5.5	6.3	4.6	3.5	4.0	3.8	2.9	1.7	2.3	2.5	2.6	2.6	
Americas	15.0	21.1	20.0	27.8	27.7	30.0	36	39	42	2.3	2.0	2.7	1.6	1.9	1.8	1.4	5.4	3.8	3.2	2.6	2.4	
Africa	2.6	3.0	2.3	2.7	3.2	4.3	7	8	10	1.8	-0.7	4.2	4.4	4.4	4.4	4.3	0.9	0.4	0.5	0.5	0.6	
Middle East	1.9	1.7	1.7	1.8	2.5	5.0	7	8	9	3.3	-0.7	7.3	2.8	3.2	2.9	2.5	0.7	0.3	0.5	0.5	0.5	
to EU-28	154.6	233.7	271.0	336.8	367.5	382.8	483	524	562	3.1	3.8	2.3	1.9	2.3	2.1	1.5	56	51	40	35	33	31
from:																						
Europe	132.7	202.4	238.5	294.4	323.0	331.3	415	448	478	3.1	4.0	2.2	1.9	2.3	2.0	1.4	47.9	44.9	34.8	30.2	28.0	26.2
EU-28	123.7	184.6	212.0	263.5	287.3	287.7	350	372	392	2.9	3.7	2.1	1.6	2.0	1.7	1.1	44.7	39.9	30.2	25.4	23.3	21.5
Extra-EU	9.0	17.9	26.5	30.9	35.7	43.6	65	76	87	5.4	7.5	3.4	3.5	4.1	3.8	2.8	3.2	5.0	4.6	4.8	4.7	
from other regions	21.9	31.2	32.5	42.4	44.4	51.5	68	76	83	2.9	2.7	3.1	2.4	2.7	2.6	2.1	7.9	6.1	5.4	4.9	4.7	4.6
Asia and the Pacific	4.4	8.0	10.6	13.1	14.8	18.1	26	30	33	4.8	6.1	3.6	3.1	3.6	3.4	2.6	1.6	2.0	1.9	1.9	1.9	
Americas	13.5	19.3	18.4	25.5	25.0	26.6	32	34	36	2.3	2.1	2.5	1.6	1.8	1.7	1.3	4.9	3.5	2.8	2.3	2.1	
Africa	2.3	2.8	2.1	2.4	2.8	3.8	6	7	9	1.6	-0.8	4.1	4.3	4.3	4.3	4.3	0.8	0.4	0.4	0.4	0.5	
Middle East	1.6	1.2	1.4	1.5	1.8	3.0	4	4	5	2.1	-1.1	5.3	2.6	2.9	2.7	2.3	0.6	0.3	0.3	0.3	0.3	
Total extra-EU and other regions	30.9	49.1	59.0	73.3	80.1	95.2	133	152	170	3.8	4.4	3.2	2.9	3.4	3.2	2.5	11.2	11.1	10.0	9.7	9.5	9.3
to extra-EU	22.7	31.4	37.5	56.1	85.3	104.7	153	177	200	5.2	3.4	7.1	3.3	3.9	3.6	2.7	8	7	11	11	11	11
from:																						
Europe	20.4	27.8	33.8	51.3	77.9	92.9	135	156	176	5.2	3.4	7.0	3.2	3.8	3.5	2.6	7.4	6.4	9.8	9.8	9.7	9.6
EU-28	15.1	19.8	19.1	26.1	41.6	43.4	64	71	79	3.6	1.6	5.6	3.0	3.9	3.4	2.2	5.5	3.6	4.6	4.6	4.5	4.3
Extra-EU	5.2	8.1	14.7	25.1	36.3	49.5	72	84	97	7.8	7.1	8.4	3.4	3.8	3.6	3.1	1.9	2.8	5.2	5.2	5.3	5.3
from other regions	2.3	3.6	3.7	4.8	7.3	11.8	18	21	24	5.5	3.1	7.9	3.7	4.2	4.0	3.2	0.8	0.7	1.2	1.3	1.3	1.3
Asia and the Pacific	0.4	1.1	1.5	2.0	3.5	5.9	10	12	14	9.1	8.7	9.6	4.5	5.2	4.9	3.7	0.2	0.3	0.6	0.7	0.8	0.8
Americas	1.4	1.8	1.6	2.3	2.8	3.4	4	5	5	2.9	1.0	4.8	2.3	2.6	2.4	2.0	0.5	0.3	0.4	0.3	0.3	
Africa	0.2	0.3	0.2	0.3	0.3	0.5	1	1	1	3.0	1.1	5.0	4.8	4.8	4.8	4.7	0.1	0.0	0.1	0.1	0.1	
Middle East	0.3	0.5	0.3	0.3	0.7	2.0	3	3	4	6.8	1.4	12.6	3.2	3.6	3.4	2.8	0.1	0.1	0.2	0.2	0.2	0.2

Source: World Tourism Organization (UNWTO).
(actual data updated January 2018)

Source: World Tourism Organization (UNWTO).

(actual data updated January 2018)

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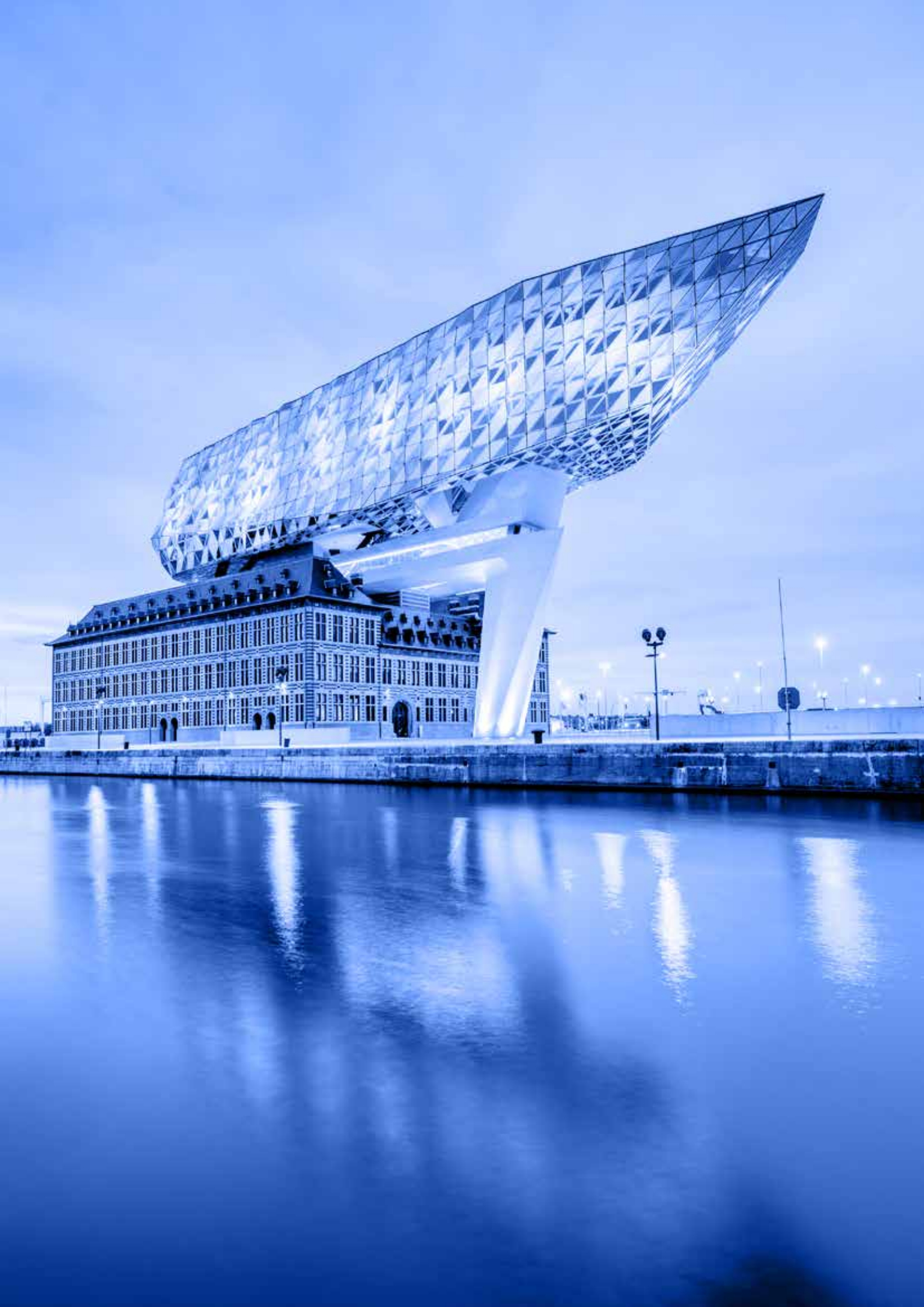
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