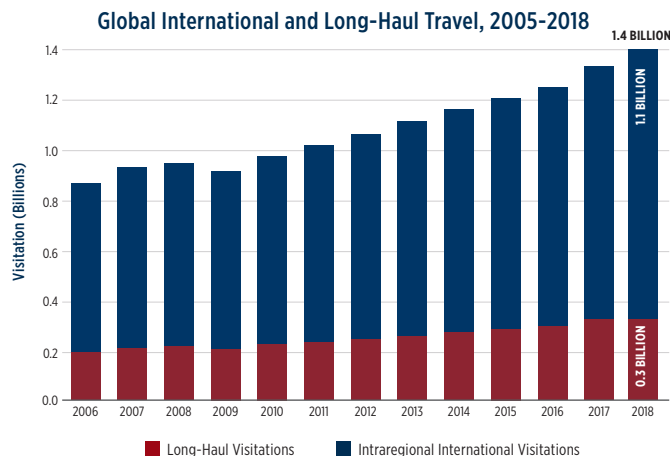


GLOBAL TRAVEL TRENDS (2018)

1

THERE WERE 1.4 BILLION INTERNATIONAL (OVERNIGHT) TOURIST ARRIVALS IN 2018, OF WHICH NEARLY ONE QUARTER WERE LONG-HAUL ARRIVALS.

- **1,403 million** -> international (overnight) tourist arrivals in 2018, up 7.0 percent from 2017.
- France is the most-visited international destination,² followed by Spain and the United States.
- **342 million** -> long-haul arrivals, up 7.0 percent from 2017.
- The United States is, by far, the world's largest long-haul inbound market, but its share of global long-haul travel has been falling considerably since 2015 (see section 3).



SOURCE: World Trade Organization, Oxford Economics and U.S. Travel Association

1. Long-haul travel includes travel between countries located in separate geographical regions (ie. between the U.S. and France) and excludes travel within regions (such as intra-European travel or travel between the U.S. and Canada/Mexico).
2. Travel to France and Spain includes cross-border intra-EU travel, such as travel from neighboring Germany, despite the fact that most EU countries are part of a single economic area with (mostly) border-free travel. When intra-EU travel is excluded, the U.S. is, by far, the single-largest travel international travel destination.

2

GLOBAL TRAVEL EXPORTS ARE VALUED AT \$1.7 TRILLION

- **\$1.7 trillion** -> Global travel exports, including passenger fares in 2018.
- The U.S. is, by far, No. 1 with **\$256 billion** in travel exports, **15 percent of world total**.¹
- **\$1.4 trillion** -> Global travel exports, *excluding* passenger fares. Also known as “international tourism receipts”.
- The U.S. is, by far, No. 1 with **\$215 billion** in international tourism receipts, **15 percent of world total** (see table).
- Tourism is the third-largest global export, after fuels and chemicals.

International Tourism Receipts (excludes passenger fares)², 2018

RANK	TOP-10 MARKETS BY INBOUND TRAVEL SPENDING	2018 SPENDING (\$ BILLIONS)	SHARE OF TOTAL (%)
1	United States	214.5	14.8%
2	Spain	73.8	5.1%
3	France	67.4	4.7%
4	Thailand	63.0	4.4%
5	United Kingdom	51.9	3.6%
6	Italy	49.3	3.4%
7	Australia	45.0	3.1%
8	Germany	43.0	3.0%
9	Japan	41.1	2.8%
10	China	40.4	2.8%
	Top-10	689.4	47.6%
	Total Global Spending	1448.0	100.0%

SOURCE: UNWTO

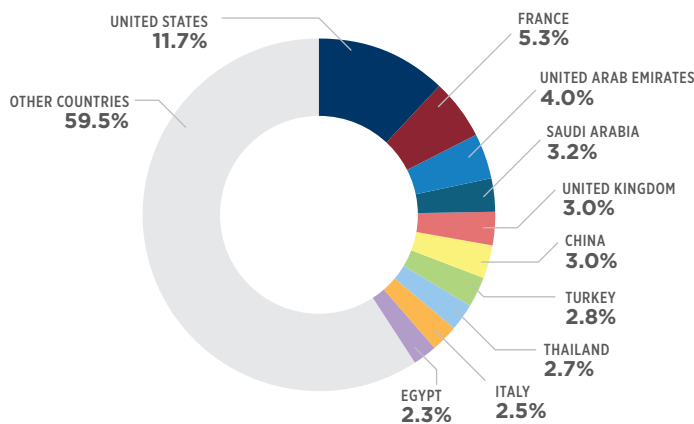
1. These figures include spending on education, health and cross-border work, as well as non-resident spending on international passenger fares.
2. These figures include spending on education, health and cross-border work, but exclude non-resident spending on international passenger fares. This is how country-level spending data is reported by UNWTO and we use it to provide an “apples to apples” comparison of tourism spending in major markets. Total U.S. travel exports (ie: inbound visitor spending) including international passenger fares were \$256 billion in 2018, and total global travel exports were \$1.7 trillion.

GLOBAL TRAVEL TRENDS (2018) (CONT.)

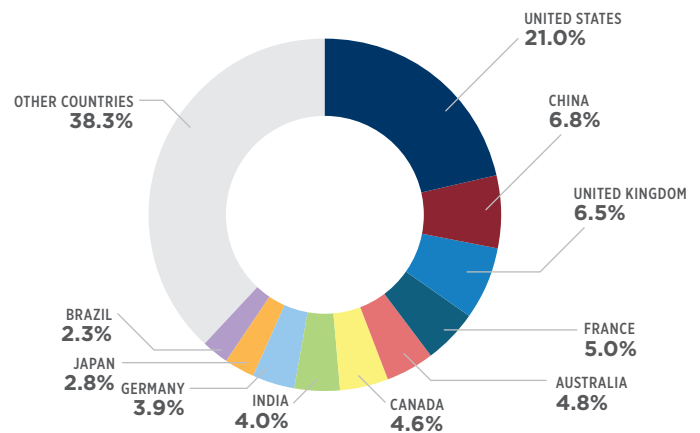
3 LONG-HAUL DESTINATION AND SOURCE MARKETS ARE VERY CONCENTRATED

- Top-10 long-haul destination markets account for **41% of all long-haul travel**.
- The United States remains on top with an 11.7% market share, more than double that of second-place France (5.3%), but considerably lower than its share of 13.7% in 2015.
- Top-10 long-haul source markets account for **62% of all long-haul travel**.
- The United States is on top with a 21.0% market share, more than three times that of second-place China (6.8%).
- The U.S. share of global long-haul travel has declined significantly since 2000.
- Although it is still ranked No. 1, the share of the U.S. as a long-haul destination market has declined considerably over time—from 17 percent in 2000 to 11.7 percent in 2018. Its share as a long-haul source market has declined from 26 percent in 2000 to 21.0 percent in 2018.

Composition of Top 10 Long-Haul Destination Markets, 2018



Composition of Top-10 Long-Haul Source Markets, 2018



Top Long-Haul Travel Markets by Destination, 2018

RANK	DESTINATION	LONG-HAUL INBOUND VISITATION (MILLIONS)	2018/2017 % CHANGE	SHARE OF TOTAL (%)
1	United States	39.9	2.5%	11.7%
2	France	18.1	7.8%	5.3%
3	United Arab Emirates	13.6	6.5%	4.0%
4	Saudi Arabia	10.8	0.6%	3.2%
5	United Kingdom	10.4	-2.5%	3.0%
6	China	10.3	4.6%	3.0%
7	Turkey	9.6	21.6%	2.8%
8	Thailand	9.1	3.5%	2.7%
9	Italy	8.7	6.6%	2.5%
10	Egypt	7.9	22.2%	2.3%
	Top-10	138.3	5.6%	40.5%
	Total Global Travel	341.9	7.0%	100%

Top Long-Haul Travel Markets by Source, 2018

RANK	ORIGIN	LONG-HAUL OUTBOUND VISITATION (MILLIONS)	2018/2017 % CHANGE	SHARE OF TOTAL (%)
1	United States	71.8	7.1%	21.0%
2	China	23.4	5.0%	6.8%
3	United Kingdom	22.1	5.0%	6.5%
4	France	17.2	15.8%	5.0%
5	Australia	16.5	8.4%	4.8%
6	Canada	15.6	8.1%	4.6%
7	India	13.6	9.2%	4.0%
8	Germany	13.5	4.4%	3.9%
9	Japan	9.6	1.5%	2.8%
10	Brazil	7.9	7.4%	2.3%
	Top-10	210.9	16.3%	61.7%
	Total Global Travel	341.9	7.0%	100%

SOURCE: U.S. Travel Association, based on Oxford Economics data