



# Report on World Tourism Economy Trends ( 2017 )

World Tourism Cities Federation  
Tourism Research Centre, Chinese Academy of Social Sciences  
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## Preface

In the present era, tourism has been working as a crucial force to connect the world and bridge different civilizations, with its widespread effects on economy, society, culture, politics, ecosystem and other areas. Especially, as the world economy recovers slowly, globalization progress differentiates and uncertain factors increase gradually, tourism plays an irreplaceably important role in driving economy, connecting culture, improving geographic relations and building ecological civilization.

World Tourism Cities Foundation (WTCF), initiated by Beijing together with other world-famous tourism cities and organizations voluntarily, is the first international tourism organization which is based and focusing on cities. In the last five years since its founding, upholding the vision of *Better City Life through Tourism*, WTCF has been advocating city's sustainable development, promoting cooperation on tourism among cities and organizations, and improving the economic development and market prosperity in tourism cities.

Of common interest in tourism industry is the prediction of the tourism economic trends, and illumination of the annual development features, as well as professional suggestions for member organizations and the global society. For this reason, WTCF and the Tourism Research Centre, Chinese Academy of Social Sciences(CASS), with the supports of diversified experts, gather data and information of the global tourism economy, and eventually publish the "Report on World Tourism Economy Trends" (2017). This report, as another intellectual property of WTCF, analyzes the tourism economic trends in the current world and a period in the future.

The report shows that global tourism has become a vital drive for global economy as it sustained a high growth rate while the global economy has been recovering slowly and the international trade has slowed down. For the first time, the global tourist arrivals in 2016 passed 10 billion, reaching 10.5 billion which is 1.4 times of the global population, up by 4.8 % over last year; the global tourism revenue reached USD 5.17 trillion which amounts to 7.0% of the global GDP, 3.6% rise since last year. The growth of global tourism economy



contributed 5.49% of global GDP growth in 2016. The global tourist arrivals and tourism revenue are expected to increase by 7.5% and 4.2% respectively in 2017.

As global tourism economy grows dramatically, some vital trends are worth of special attention: status of Asia Pacific region is moving up in global tourism market; tourism in emerging economic entities have a remarkably higher growth rate than in the developed ones; a new round of global infrastructure building is outlining a 'super tourism map'; there is an upsurge of tourism merger and acquisition; global tourism is unceasingly facilitated; demographic changes have profound impacts on tourism development; cities, as the pivots of global tourism economy, are playing increasingly important roles.

The current era is witnessing unprecedented changes with tourism as an important driving force. We look forward to working with governments, organizations, enterprises and individuals all over the world who are interested in tourism economy and city development. Let's know clearly the changes, grasp tightly the trends together in order to build an innovative, active, widely-linked and inclusive global tourism economy and advance its sustainable development.

A handwritten signature in black ink, consisting of stylized Chinese characters, located below the main text.

General Secretary of WTCF

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