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.

General Sectary of WTCF
Contents

I. Global Tourism Economy Grew Faster than the Global Economy ................................................................. 14
   1.1 The Global Tourist Arrivals Exceeded 10 Billion for the First Time in 2016, 1.4 Times of the Global Population .............................................................................................................................................. 16
   1.2 Global Tourism Revenue Hit 5 Trillion US Dollars in 2016, with 7.0% Direct Contribution to GDP ........ 18
   1.3 Growths of Global Tourist Arrivals and Global Tourism Revenue Are Expected to Outpace GDP Growth .................................................................................................................................................................................. 20

II. Tourism Played a Significant Role in Rebalancing the Global Economy .................................................. 22
   2.1 A Tripartite Structure Formed in the Global Tourism Market ........................................................................ 24
   2.2 Emerging Economies are the Major Force Driving the Global Tourism ......................................................... 28
   2.3 Tourism Played an Important Part in Globalization .............................................................................................. 32

III. Super Map: The Impact of Infrastructure Construction on Tourism Industry .................................... 36
   3.1 Infrastructure Construction Worldwide Promoted Global Interconnection of Tourism ............................. 38
   3.2 Infrastructure Construction Advanced the Development of Mega Tourism Cities ......................................... 42
   3.3 The Trans-regional Infrastructure Network Began to Take Shape .................................................................... 46
   3.4 Infrastructure Development Changed Tourism Relationships among Countries ........................................... 47

IV. Tourism Industry Experienced M&A Wave .......................................................................................................... 48
   4.1 Tourism M&A Became an Important Part of Industrial M&A ............................................................................. 50
   4.2 Cross-border Tourism M&A Increased again ........................................................................................................... 51
   4.3 Cross-border Tourism M&A Changed International Tourism Industrial Chain .................................................... 51

V. Sharing Economy Was Rebuilding Tourism Industry .................................................................................. 56
   5.1 The Integration of Tourism Industry and Sharing Economy Continued to Increase ............................... 58
   5.2 Sharing Economy Led Tourism Industry to Further Explore New Development Space ......................... 62
   5.3 Sharing Economy Brought New Challenges to Tourism Industry ................................................................. 67
VI. Global Tourism Facilitation Continued to Improve

6.1 The Level of Global Visa Openness Continued to Improve

6.2 Countries Started Tourism Competition Focused on the Visa

VII. Demographic Changes Had Profound Influence on Tourism Development Pattern

7.1 Baby Booms Resulted in Different Market Structures in Different Countries

7.2 The Aging Population Fueled Wellness Travel and Grandparent-child Travel

7.3 The Rise of the Middle Class Bred Quality Tourism

7.4 Female Travel Continued to Grow

7.5 The Rise of Single Population Led to Diversified Forms of Tourism

VIII. Cities are the Pivots of World Tourism Economy

8.1 Cities are the Key Holders of and Homes to World Tourism Economy

8.2 Cities are the Cradle of World Tourism Innovation

8.3 Cities are the Model Destinations to Explore the Integration of Tourism and Modern Lifestyle