



# Regional tourism outlook for the Asia-Pacific economies

# ASIA - PACIFIC



## Wealth :

- **China** : world's #2 GDP
- **Japan** : world's #3 GDP
- **India** : world's #7 GDP
- **South Korea** : world's #11 GDP
- **Australia** : world's #14 GDP
- **Indonesia** : world's #16 GDP

After the USA,  
China and Japan  
have the world's  
**2<sup>nd</sup> and 3<sup>rd</sup>**  
largest economies

**6.2 %**

World Bank 2017  
growth estimate for  
East Asia and the Pacific

# GLOBAL TOURISM

**Global tourism growth: 3.9 % in 2016**

**1.235 million** international arrivals

**The role of the Asia-Pacific region**

**303 million** international arrivals in 2016 **(25%)**

**US\$418 billion** in international tourism revenue **(33%)**

**25%** of  
international arrivals  
in 2016

**8.4 %**  
The highest growth  
in Asia-Pacific

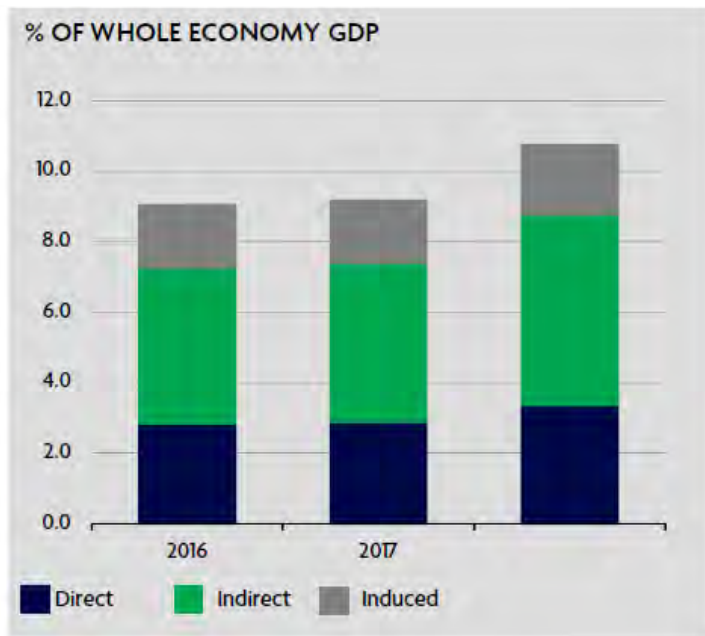
**535 million**  
international arrivals  
by 2030 (World  
Tourism Organization  
estimate)



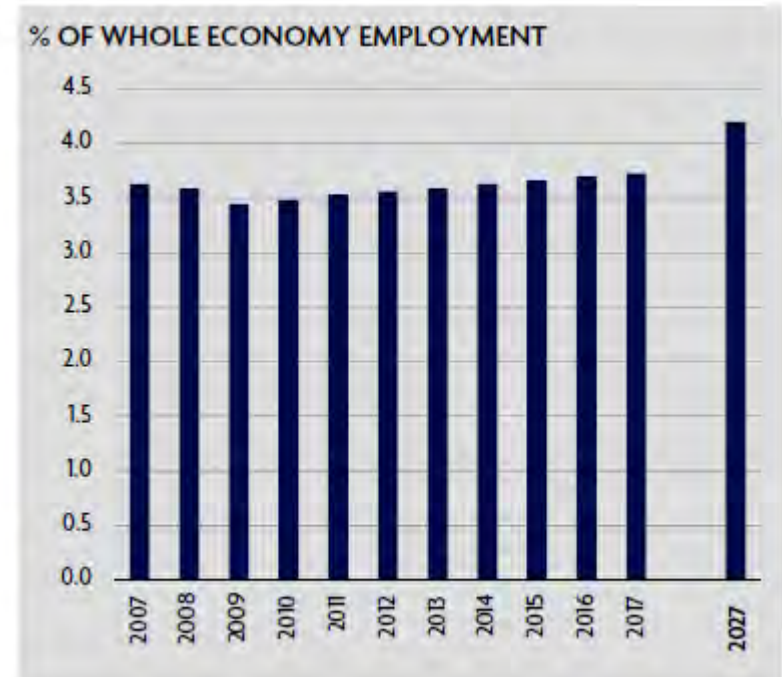


# TOURISM'S ECONOMIC CONTRIBUTION

**Tourism's share of GDP in the Asia-Pacific region in 2016**



**Tourism's share of employment in the Asia-Pacific region in 2016**



# REGIONAL TOURISM

## Tourism in the Asia-Pacific region:

- In 2015, intraregional tourism in Asia and the Pacific accounted for **225 million international tourist arrivals**, or **80%** of the region's total.
- The top sources of tourists in the region in 2016 are **China** (16.2%), **South Korea** (10.5%) and Taiwan (7%), followed by Japan, Malaysia, Singapore and Australia.
- North-East Asia's proportion of tourism revenue (57%) is higher than that of international arrivals (50%) reflecting above-average expenditure by inbound tourists in that subregion.

Northeast Asia is the top tourism earner of all Asia and the Pacific's subregions, accounting for 57% of the region's total tourism expenditures followed by South-East Asia (26%). Oceania and South Asia account for 10% and 8% of expenditures respectively.

# Contributions by country

- **China became the top source of tourists to Asia Pacific in 2012** where it contributed 9.9% of international overnight arrivals. Since 2009, the **number of tourists from China grows by 25.8% per year** and reached **55 million in 2016**.
- Other Asian countries show a new appetite for tourism in the region, especially **South Korea** (up 19.5% per year since 2009).
- An increasing number of tourists come from **emerging Asian countries** : Malaysia, Thailand, the Philippines and Vietnam (up 10% per year since 2009).

Rank by 2016 Contribution Share of OVN Int'l Arrivals		Origin Market
2009	2016	
5	1	China
6	2	South Korea
3	3	Taiwan
2	4	USA
1	5	Japan
10	6	Malaysia
4	7	Singapore
8	8	Australia
7	9	UK
11	10	Thailand
12	11	Germany
9	12	Indonesia
14	13	France
15	14	Russia
13	15	India
16	16	Canada
18	17	Hong Kong
17	18	Philippines
20	19	Vietnam
19	20	New Zealand

Overnight International Arrivals		
2009	2016	2009/2016, 7 year CAGR
11.0	55.0	25.8%
10.3	35.7	19.5%
13.5	23.8	8.5%
13.7	22.9	7.6%
17.5	19.8	1.8%
5.9	13.4	12.6%
11.6	13.1	1.8%
8.3	13.0	6.6%
8.6	12.9	5.9%
5.7	10.5	9.1%
5.3	9.2	8.2%
6.5	9.1	4.9%
4.1	7.4	8.7%
4.1	6.7	7.2%
4.3	6.4	5.9%
3.4	5.6	7.4%
2.5	5.1	10.7%
2.6	4.8	9.3%
1.7	3.9	12.9%
1.8	2.6	5.4%

# Contributions by country (market share)

→ From a market share perspective, **China's growth is so fast and impressive** that even countries where tourism is growing strongly have barely gained on a proportional basis. This is particularly true when it comes to expenditures (17,7% of the market, up 11% per year).

→ From 2009 to 2016 **South Korea's share of tourists** in the region jumps from **5% to 10.5%**.

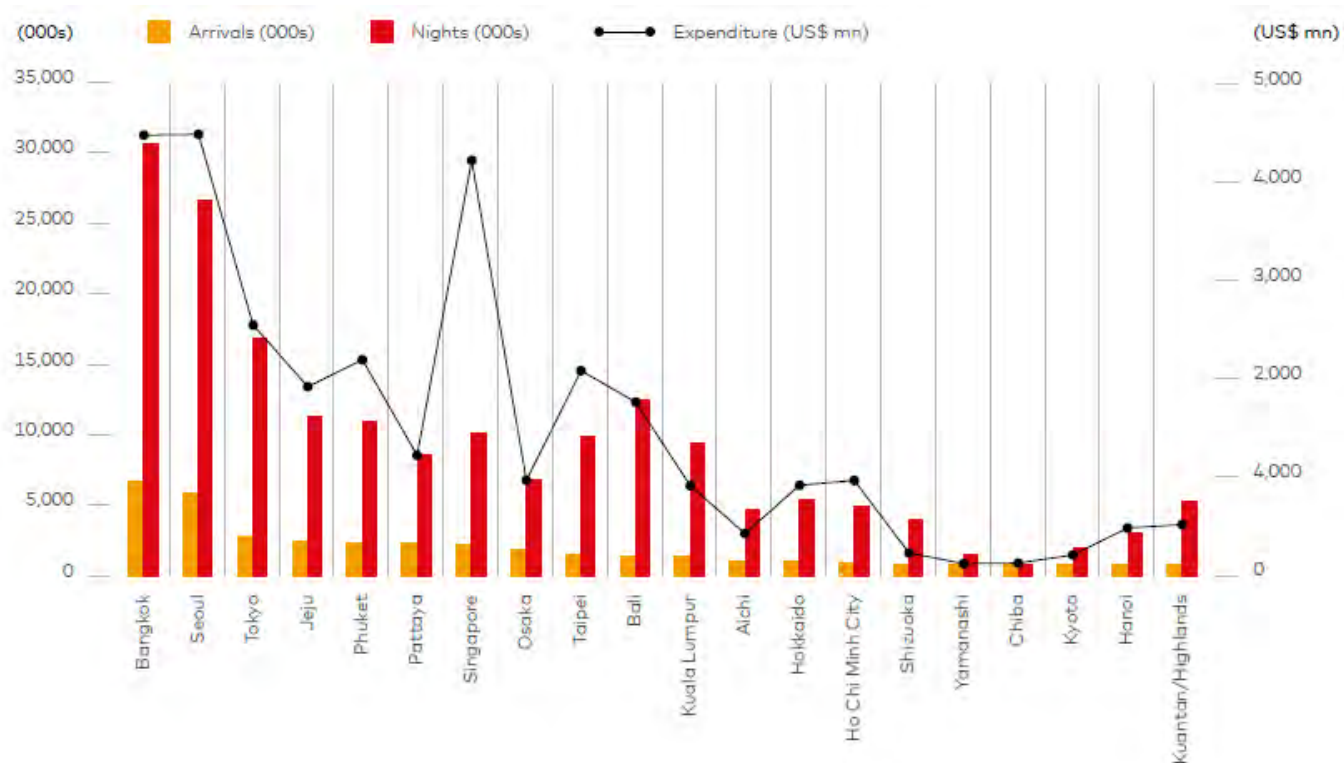
→ Malaysia's share rises from 3% to 4%.

Rank by 2016 Contribution Share of OVN Int'l Arrivals			Origin Market			Overnight International Arrivals			Total Expenditure		
2009	2016					2009	2016	2009/2016, 7 year Δ	2009	2016	2009/2016, 7 year Δ
5	1		China			6.3%	16.2%	9.9%	6.7%	17.7%	11.0%
6	2		South Korea			5.8%	10.5%	4.7%	6.0%	8.8%	2.8%
3	3		Taiwan			7.7%	7.0%	-0.6%	7.3%	5.1%	-2.1%
2	4		USA			7.8%	6.7%	-1.0%	8.2%	7.1%	-1.2%
1	5		Japan			9.9%	5.8%	-4.1%	11.2%	6.6%	-4.6%
10	6		Malaysia			3.3%	4.0%	0.6%	2.8%	3.6%	0.9%
4	7		Singapore			6.6%	3.9%	-2.7%	5.6%	3.7%	-1.9%
8	8		Australia			4.7%	3.8%	-0.9%	4.6%	4.1%	-0.5%
7	9		UK			4.9%	3.8%	-1.1%	5.5%	4.3%	-1.2%
11	10		Thailand			3.2%	3.1%	-0.1%	2.3%	2.4%	0.1%
12	11		Germany			3.0%	2.7%	-0.3%	3.1%	2.8%	-0.3%
9	12		Indonesia			3.7%	2.7%	-1.0%	3.2%	2.9%	-0.3%
14	13		France			2.4%	2.2%	-0.2%	2.4%	2.2%	-0.2%
15	14		Russia			2.3%	2.0%	-0.4%	2.1%	1.8%	-0.3%
13	15		India			2.4%	1.9%	-0.5%	2.1%	2.1%	0.0%
16	16		Canada			1.9%	1.7%	-0.3%	2.0%	1.7%	-0.3%
18	17		Hong Kong			1.4%	1.5%	0.1%	1.7%	1.8%	0.2%
17	18		Philippines			1.5%	1.4%	0.0%	1.3%	1.3%	-0.0%
20	19		Vietnam			0.9%	1.1%	0.2%	0.8%	0.9%	0.2%
19	20		New Zealand			1.0%	0.8%	-0.3%	1.6%	1.3%	-0.2%

# REGIONAL TOURISM

The number of outbound **Chinese tourists to the Asia-Pacific region** has grown by **25.8 percent per year** for the last 7 years. In 2009, China was the fifth largest contributor to Asia-Pacific tourists (Japan was first). It has been the **number one contributor since 2012**. **China is also the top Asia-Pacific destination**.

Top destinations for Chinese Tourists





# Focus on New Caledonia and French Polynesia

Tourists by country of origin in 2016			
New Caledonia		French Polynesia	
France (mainland)	36725	France (mainland)	39086
Japan	21151	Japan	12174
New Zealand	9143	New Zealand	7221
Australia	22809	Australia	9757
Others	12619	China	5987
Vanuatu	3648	South Korea	1170
Wallis and Futuna	6128	New Caledonia	4206
French Polynesia	3453	Others Asia/Pacific	3353
		USA	67908
Total	115 676	Total	150862 out of 192495 (world)

Two trends :

- **New Caledonia** benefits from **more tourists coming from the Asia/Pacific region**, especially Australia (up 9% in 2016), New Zealand (up 7.2%) and Japan (up 5.5%)
- **French Polynesia** is attracting tourists from Asia and in America, the US being the top contributor to tourism growth (up 6.2% in 2016)

# Detailed breakdown of the figures (2016)

## New Caledonia

France	36 725
Japan	21 151
China	308
Hong Kong	177
South Korea	563
Others	1 752
Asia total	23 951
Wallis and Futuna	6 128
French Polynesia	3 453
New Zealand	9 143
Vanuatu	3 648
Australia	22 809
Others	934
Pacific total	46 115
Grand total	115 676

## French Polynesia

France	39 086
Others	82
China	5 987
South Korea	1 170
Hong Kong	359
India	637
Indonesia	214
Japan	12 174
Malaysia	139
Philippines	163
Singapour	287
Taiwan	510
Thailand	227
Asia Total	21 949
Australia	9 757
Others	224
Cook	328
Fidji	94
New Caledonia	4 206
New Zealand	7 221
Samoa	58
Tonga	31
Pacific Total	21 919
USA	67908
Grand Total	192 495

# Focus on New Zealand

- **Tourists** in New Zealand come **primarily from the Pacific (50%) and Asia (25%)**.
- In 2016, 1,514,080 tourists were from the Pacific and 814,640 from Asia.
- The two main sources of tourists are **Australia** (1,466,624 by September 2017) and **China** (407,744 with an estimate of **900,000 tourists per year by 2022**)

Australia is the top destination for New Zealanders (1,212,000 in 2017), followed by the US, Fiji, the UK and China. **China is increasingly popular** as a destination (up 19% in 2017) with 114,000 tourists.

## Where New Zealanders travelled in 2017 (Pacific only)

New Caledonia	French Polynesia	Fiji	Vanuatu	Cook Islands	Tonga	Samoa
12,660	9,000	168,240	11,320	100,100	26,960	59,920

## French tourists to NZ :

France	New Caledonia	French Polynesia
42,176 (up 12,3%)	19,552 (up 6,2%)	21,872 (up 24,2%)

# Projections for 2030

→ **By 2030**, the Asia-Pacific will increase its share of the tourism market by nearly 8%

→ **Europe** will remain the top destination for tourists but will lose close to 10% of its market share

UNWTO tourism towards 2030: International tourism by region of destination												
	International tourist arrivals received (million)					Average a year (%)					Share (%)	
	Actual data			Projections		Actual data		Projections			2010	2030
	1980	1995	2010	2020	2030	1980-'95	'95-2010	2010-'30, of which				
								2010-'20	2020-'30			
World	277	528	940	1,360	1,809	4.4	3.9	3.3	3.8	2.9	100	100
to advanced economies <sup>1</sup>	194	334	498	643	772	3.7	2.7	2.2	2.6	1.8	53	43
to emerging economies <sup>1</sup>	83	193	442	717	1,037	5.8	5.7	4.4	4.9	3.8	47	57
By UNWTO regions:												
Africa	7.2	18.9	50.3	85	134	6.7	6.7	5.0	5.4	4.6	5.3	7.4
North Africa	4.0	7.3	18.7	31	46	4.1	6.5	4.6	5.2	4.0	2.0	2.5
West and Central Africa	1.0	2.3	6.8	13	22	5.9	7.5	5.9	6.5	5.4	0.7	1.2
East Africa	1.2	5.0	12.1	22	37	10.1	6.1	5.8	6.2	5.4	1.3	2.1
Southern Africa	1.0	4.3	12.6	20	29	10.1	7.4	4.3	4.5	4.1	1.3	1.6
Americas	62.3	109.0	149.7	199	248	3.8	2.1	2.6	2.9	2.2	15.9	13.7
North America	48.3	80.7	98.2	120	138	3.5	1.3	1.7	2.0	1.4	10.4	7.6
Caribbean	6.7	14.0	20.1	25	30	5.0	2.4	2.0	2.4	1.7	2.1	1.7
Central America	1.5	2.6	7.9	14	22	3.8	7.7	5.2	6.0	4.5	0.8	1.2
South America	5.8	11.7	23.6	40	58	4.8	4.8	4.6	5.3	3.9	2.5	3.2
Asia and the Pacific	22.8	82.0	204.0	355	535	8.9	6.3	4.9	5.7	4.2	21.7	29.6
North-East Asia	10.1	41.3	111.5	195	293	9.9	6.8	4.9	5.7	4.2	11.9	16.2
South-East Asia	8.2	28.4	69.9	123	187	8.7	6.2	5.1	5.8	4.3	7.4	10.3
Oceania	2.3	8.1	11.6	15	19	8.7	2.4	2.4	2.9	2.0	1.2	1.0
South Asia	2.2	4.2	11.1	21	36	4.3	6.6	6.0	6.8	5.3	1.2	2.0
Europe	177.3	304.1	475.3	620	744	3.7	3.0	2.3	2.7	1.8	50.6	41.1
Northern Europe	20.4	35.8	57.7	72	82	3.8	3.2	1.8	2.2	1.4	6.1	4.5
Western Europe	68.3	112.2	153.7	192	222	3.4	2.1	1.8	2.3	1.4	16.3	12.3
Central/Eastern Europe	26.6	58.1	95.0	137	176	5.3	3.3	3.1	3.7	2.5	10.1	9.7
Southern/Medit. Europe	61.9	98.0	168.9	219	264	3.1	3.7	2.3	2.6	1.9	18.0	14.6
Middle East	7.1	13.7	60.9	101	149	4.5	10.5	4.6	5.2	4.0	6.5	8.2

Source: World Tourism Organization (UNWTO) ©

(Data collected by UNWTO, September 2011)

<sup>1</sup> Classification based on the International Monetary Fund (IMF); see the Statistical Annex of the IMF *World Economic Outlook* of April 2012, page 177, at [www.imf.org/external/pubs/ft/weo/2012/01](http://www.imf.org/external/pubs/ft/weo/2012/01).



# MAINLAND CHINA

- **122 million travellers** outside Mainland China in 2016, with an economy which **remains strong** despite a slowdown (**6.7%**) departures should continue to grow in 2017

**Number 1**  
source market in the world

**122 million tourists**  
outside Mainland China  
(CNTA)

**19%**  
overseas spending growth  
(World Tourism Organization)

# TAIWAN

- **A growing Taiwanese economy (1.4% in 2016 // 1.8% forecast for 2017)** despite a delicate political context with China since Tsai Ing-wen took office
- **Double-digit growth** in overseas expenditure (World Tourism Organization)
- **50% FIT vs 50% groups**
- **Mature, experienced** tourists, typically with **higher education and income**
- **A rapidly growing share of sales are made online**, despite a high rate of use of intermediaries (70%)

**60%** of Taiwanese  
travelled overseas in  
**2016 (up 11%)**

# HONG KONG

- **Slowing economic growth** in 2016 (1.5%), which should **rebound in 2017 (1.8%)**
- **A very dynamic source market:** 2-4 trips a year on average
- A **mature, experienced** and **demanding** clientele, looking for authentic, non-standardised experiences
- **Luxury, lifestyle and shopping** remain the most sought-after themes
- **Growth in power of Online Travel Agents : 50% of visitors** book this way, a figure set to grow further in 2017

**93 million** departures in 2016 (including China, Taiwan and Macao)

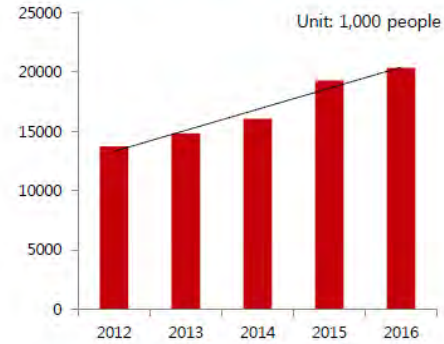
**11<sup>th</sup>** source market in the world in terms of expenditure in 2015 (World Tourism Organization)

**80%** Fully Independent Travellers (FIT)

# SOUTH KOREA

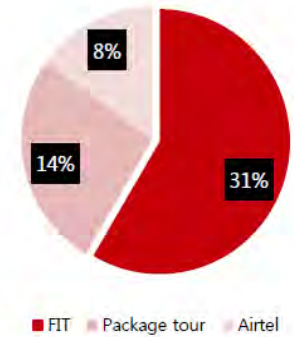
- A difficult domestic political environment and an appetite for « fresh air »
- A stable economy in 2016 (2.7% growth) and a 2017 forecast of 2-2.6%
- Growing tourism demand with an interest in specific content (seeking experiences, etc.)

Number of Koreans travelling abroad



Source: Korea Tourism Organization

Preference by travel product



Source: Mael Business & Consumer Insight  
Answers from 1212 adults over 20 years old, 2017

1 in 3 Koreans  
travel

Europe :

- 9% of total departures
- potential growth of **15-20%** over the next 10 years

# JAPAN

- **A particular situation:** fall in the number of Japanese tourists heading to Europe
- **Increase of domestic and regional travel**
- **The way Japanese people travel is changing:** less materialist, more interested in authenticity, sharing experiences

**20 million**  
international  
arrivals in 2015

Exceptional **47%**  
growth in 2015



# INDIA

- A **favourable economic context**: **7.3%** growth in 2015/2016 and **7.5%** in 2016/2017
- A **growing number of Indians are likely to travel**, driven by the emergence of middle classes with higher incomes and aspirations
- A highly active and proactive diplomatic service – development of numerous **bilateral tourism projects**, general easing of **visa procedures** for Indian travellers
- An aviation sector boom with new international destinations – **3rd largest aviation market by 2020 (310 million passengers by 2018)**
- **New consumer trends**: wine tourism, gastronomy, slow travel, affinity travels, cruises, nightlife, wellbeing, winter tourism, religious tourism, sport tourism.

**1.2 billion**  
domestic journeys in  
2014 : a sixfold increase  
in 15 years

**20 million** Indians  
travelled overseas in  
2016

# AUSTRALIA

- A **favourable economic context**: uninterrupted economic growth for the past 25 years, 14th largest economy in the world, AAA credit rating
- 2017 growth forecast : **3.1%**
- Falling airfares
- Population with the highest travel budget

## *Top5 share*

**2010**

1. New Zealand
2. Indonesia
3. United States
4. United Kingdom
5. Thailand

**2014**

1. New Zealand
2. Indonesia
3. United States
4. Thailand
5. United Kingdom

**10 million**  
overseas trips in  
2016

**20 nights** on  
average



**13.5 million**  
overseas  
trips  
expected  
by 2025