

International arrivals in the BSEC region grew 10% in 2018

- The Organization of the Black Sea Economic Cooperation (BSEC), comprising 12 Member countries¹ welcomed 143 million international tourist arrivals in 2018, a 10% increase over the previous year, exceeding Europe's growth of 6%.
- As of 2018, BSEC destinations account for 20% of Europe's international tourist arrivals, up percentage point from 2017. The region represents 10% of the world's arrivals.
- Between 2000 and 2018, international arrivals grew an average 6% per year in the region, above Europe's 3% growth and the world average 4% per year.
- The BSEC region earned USD 74 billion in international tourism receipts in 2018 (EUR 62 billion), equivalent to 13% of Europe's tourism receipts.
- Tourism is an important economic pillar and a major source of foreign revenues in some mature BSEC destinations. In others the potential for growth is still considerable and regional collaboration can play an important role in this development.
- BSEC comprises both established and emerging tourism destinations with varying degrees of development in terms of infrastructure, connectivity and brand strength. Of the twelve countries, eight are in the UNWTO subregion of Central and Eastern Europe and four in Southern and Mediterranean Europe.
- BSEC represents a market of 342 million consumers, or 37% of the European population. It has a combined GDP of USD 3.2 trillion (2018) accounting for 14% of Europe's GDP and about 4% of the world's economy.

BSEC Tourism in 2018

International tourist arrivals

143 million



International tourism receipts

74 USD billion



Source: UNWTO

Contents

Overview	1
International tourism in 2018	2
Tourism trends in the BSEC region	3
BSEC socio-economic context	4

¹ Albania, Armenia, Azerbaijan, Bulgaria, Georgia, Greece, Republic of Moldova, Romania, Russian Federation, Serbia, Turkey and Ukraine.

International tourism in 2018

International tourist arrivals

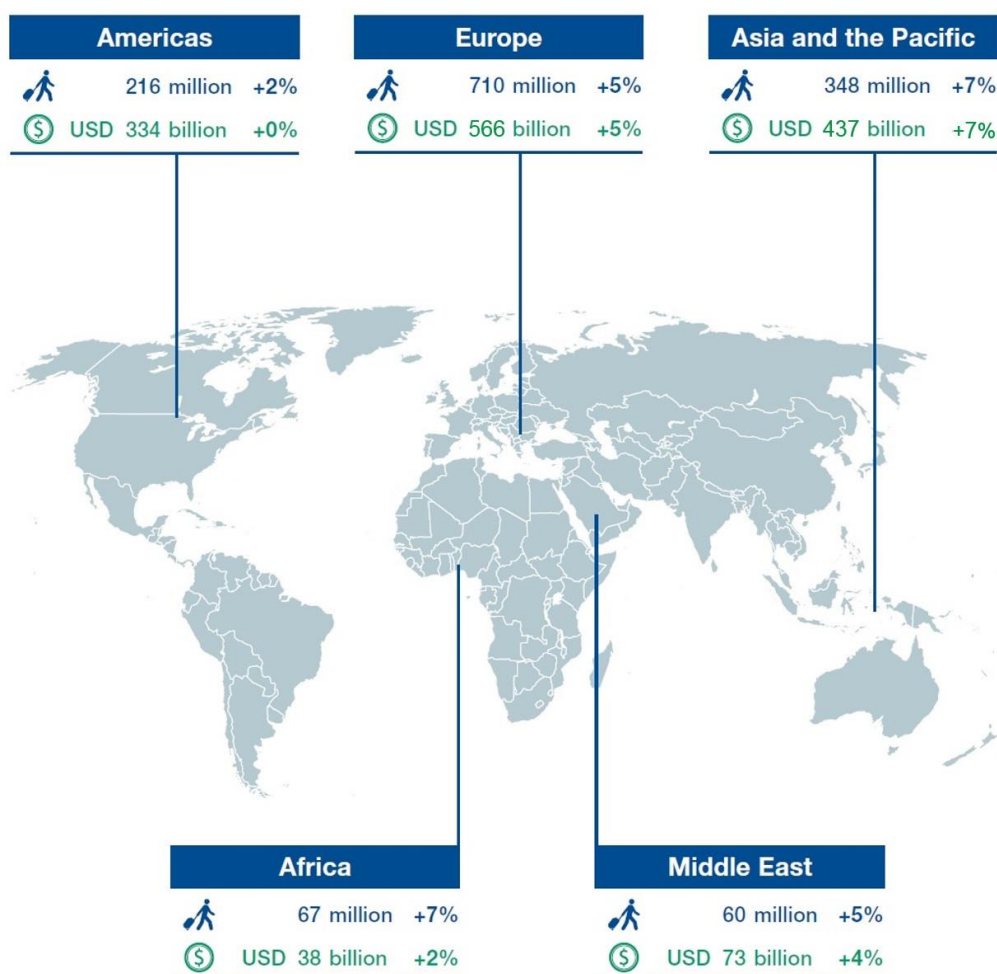
- International tourist arrivals (overnight visitors) increased 5% in 2018 to 1.4 billion globally. This is two years ahead of UNWTO's long-term forecast issued in 2010 which projected this figure for 2020.
- A total of 1,401 million international tourist arrivals were recorded in destinations around the world according to available information to date, some 72 million more than in 2017.
- This represents a consolidation of the strong results of 2017 (+7%) and exceeds the 4% or higher growth recorded every year since 2010. A favourable economic environment and strong outbound demand from major source markets fuelled results in 2018.
- By regions, Asia and the Pacific and Africa led growth in international arrivals (both +7%), followed by Europe (+5%), the Middle East (+5%) and the Americas (+2%).

- In the first six months of 2019 international arrivals increased 4% globally (compared to the same period last year) in line with the 10-year trend.

International tourism receipts

- International tourism receipts (visitor spending in destinations) increased 4% in 2018 (adjusted for exchange rate fluctuations and inflation) to reach USD 1,448 billion.
- For most of this decade, international tourism has outpaced the world economy, with receipts growing faster than global GDP and reflecting the sector's resilience and potential.
- Total export revenues from international tourism (comprising receipts in destinations and passenger transport services) hit USD 1.7 trillion in 2018, a 4% increase in real terms from the previous year.

International tourist arrivals and tourism receipts, 2018



Source: UNWTO (September 2019)

Tourism trends in the BSEC region

International arrivals up 10% in the BSEC region in 2018

- BSEC destinations welcomed 143 million international tourist arrivals (overnight visitors) in 2018, about 20% of Europe's total arrivals, one percentage point more than in 2017 (19%).
- Of the total BSEC arrivals, 58% correspond to destinations in Southern and Mediterranean Europe and 42% to Central and Eastern Europe.
- International arrivals in the region increased 10% in 2018, led by strong results in the two largest destinations, Turkey (+22%) and Greece (+11%). Robust figures in Georgia (+17%) and Albania (+15%) also contributed.
- Smaller destinations Serbia, Armenia, Azerbaijan and the Republic of Moldova also enjoyed strong growth in 2018. The Russian Federation recorded a small increase in arrivals and Ukraine a slight decline.

Growth exceeds European average in 2000-2018

- In the period 2000-2018, international tourist arrivals in BSEC destinations increased an average 6% per year, above the world average of 4% per year and the European average of 3% per year.
- International tourists more than doubled this 18-year period, from 54 million in 2000 to 143 million in 2018, positively affecting both mature and emerging destinations.

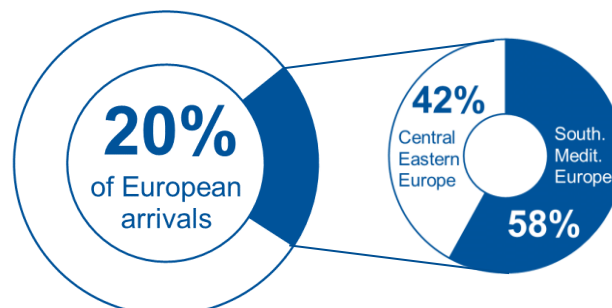
BSEC accounts for 13% of European tourism receipts

- In 2018, BSEC destinations earned USD 74 billion in international tourism receipts (EUR 62 billion) from visitor expenditure on accommodation, food and beverage, local transportation, entertainment and shopping.
- BSEC receipts represent 13% of Europe's international tourism earnings and an estimated 5% of the world's receipts (calculated in US dollars).
- Turkey (USD 25 billion) is the top tourism earner in the BSEC region, followed by Greece (USD 17 billion), the Russian Federation (USD 11 billion) and Bulgaria (USD 5 billion).

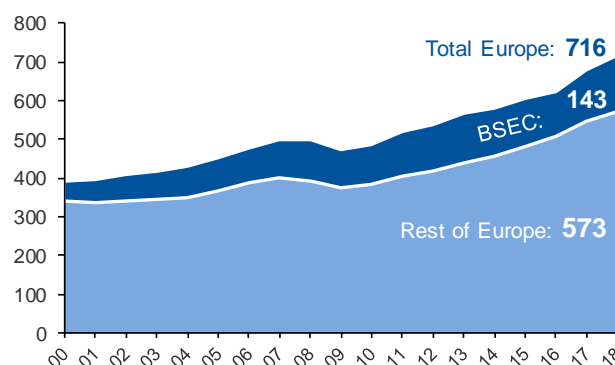
BSEC International Tourist Arrivals, 2018

143 million
International arrivals

↑ 10%
growth over 2017



International tourist arrivals (million)



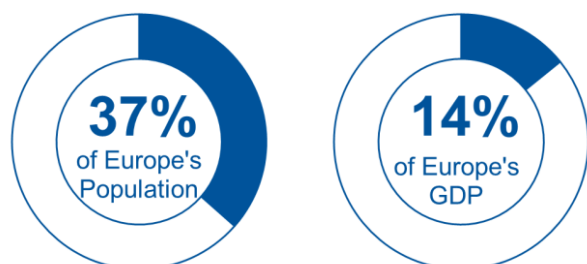
Source: World Tourism Organization (UNWTO)
BSEC: Black Sea Economic Cooperation region.

- In addition to the USD 74 billion in tourism receipts earned in destinations, the BSEC region earned USD 25 billion from international passenger transport services, putting total export revenues from international tourism at USD 99 billion in 2018.

Mixed results in the first months of 2019

- BSEC destinations have seen mixed results so far in 2019, according to available data for the first three to seven months of the year.
- Turkey recorded 14% growth and Georgia 8% in January-July 2019 compared to the same period last year. Bulgaria saw 2% more arrivals though June. Greece and Russia reported rather flat results.
- The smaller destinations of Armenia and Albania both posted 12% growth in arrivals and the Republic of Moldova 11%. Serbia saw a 5% increase this first part of 2019.

BSEC socio-economic context



- The BSEC 12 Member States represent a market of 342 million consumers, about 37% of the European total. It has a combined GDP of USD 3.2 trillion (2018), accounting for 14% of Europe's economy and about 5% of the world's. Development and income levels vary substantially across the region.
- The highest GDP per capita can be found in Greece (USD 20,300), Romania (USD 12,300) and the Russian Federation (USD 11,400), followed by Turkey (USD 9,400) and Bulgaria (USD 9,300).
- Tourism is a major economic pillar in some BSEC destinations, while the potential for growth is still considerable in others. The region includes both established and emerging destinations of different sizes and degrees of development in terms of infrastructure, connectivity, promotion and brand strength.
- The four largest destinations are Turkey (46 million arrivals), Greece (30 million), the Russian Federation (25 million) and Ukraine (14 million).

See tables on population, GDP, international tourist arrivals and tourism receipts on pages 5-6.

About the Organization of the Black Sea Economic Cooperation (BSEC)

The Organization of the Black Sea Economic Cooperation (BSEC) was established in 1992 as a unique platform for the promotion of multilateral economic cooperation. With the entry into force of its Charter in 1999, BSEC acquired international legal identity and was transformed into a full-fledged regional economic organization - the Organization of the Black Sea Economic Cooperation.

Today BSEC is the oldest, most representative and institutionally mature economic Organization in the wider Black Sea area that has proven its resilience to the changing regional environment, as well as its unique value in promoting peace, stability and prosperity for the benefit of all its 12 Member States: Albania, Armenia, Azerbaijan, Bulgaria, Georgia, Greece, Republic of Moldova, Romania, Russian Federation, Serbia, Turkey and Ukraine.

The Permanent International Secretariat of the Organization of the Black Sea Economic Cooperation (BSEC PERMIS), serving also as the headquarters of BSEC, is hosted in Istanbul.

Since 1994 and through the activities of its Working Group on Cooperation in Tourism, which meets almost twice per year under the supervision of the BSEC Ministers in charge of Tourism, the Organization aims to develop and enhance the cooperation among its Member States and beyond, in the crucial field of Tourism.

In 2014, BSEC welcomed the World Tourism Organization (UNWTO) as one of its Sectoral Dialogue Partners, while a comprehensive Memorandum of Understanding (MOU) between the two Organizations was signed during the same year. Ever since their cooperation has steadily intensified, mostly through the regular meetings of their respective Secretaries General, the participation in each other's events and their mutual resolve to broaden their cooperation along the letter and spirit of the above Memorandum.

info@bsec-organization.org
www.bsec-organization.org

Population and Gross domestic product (GDP)

Organization of the Black Sea Economic Cooperation (BSEC)

	Population					Gross Domestic Product (GDP)					GDP per capita	
	(million)			Share (%)		(USD billion)			Share (%)		(USD)	
	2000	2017	2018	in BSEC	in Europe	2000	2017	2018	in BSEC	in Europe	2000	2018
World	6,067	7,438	7,521	33,858	80,262	84,930	5,600	11,300
Europe	867.4	922.4	925.9	..	100	10,174	21,837	23,352	..	100	11,700	25,200
BSEC	333.7	340.9	341.9	100	36.9	791	3,152	3,235	100	13.9	2,400	9,500
in Central/Eastern Europe	245.6	237.6	237.5	69.5	25.6	373	2,039	2,180	67.4	9.3	1,500	9,200
Armenia	3.1	2.9	3.0	0.9	0.3	1.9	11.5	12.4	0.4	0.1	600	4,200
Azerbaijan	8.1	9.8	9.9	2.9	1.1	5.3	41.4	46.9	1.5	0.2	600	4,700
Bulgaria	8.2	7.1	7.0	2.0	0.8	13.2	58.3	65.2	2.0	0.3	1,600	9,300
Georgia	4.4	4.0	4.0	1.2	0.4	3.1	15.1	16.2	0.5	0.1	700	4,000
Rep. Moldova	4.2	4.1	4.1	1.2	0.4	1.6	9.7	11.3	0.3	0.0	400	2,800
Romania	22.4	19.6	19.5	5.7	2.1	37.3	211.4	239.6	7.4	1.0	1,700	12,300
Russian Federation	146.4	145.5	145.7	42.6	15.7	278	1,579	1,657	51.2	7.1	1,900	11,400
Ukraine	48.8	44.5	44.2	12.9	4.8	32.3	112.1	130.9	4.0	0.6	700	3,000
in Southern/Medit. Europe	88.1	103.3	104.4	30.5	11.3	418	1,113	1,055	32.6	4.5	4,700	10,100
Albania	3.1	2.9	2.9	0.8	0.3	3.5	13.1	15.1	0.5	0.1	1,100	5,200
Greece	10.8	10.8	10.7	3.1	1.2	132.2	203.5	218.2	6.7	0.9	12,300	20,300
Serbia	9.5	8.8	8.8	2.6	1.0	9.3	44.1	50.5	1.6	0.2	1,000	5,700
Turkey	64.7	80.8	82.0	24.0	8.9	273.1	852.6	771.3	23.8	3.3	4,200	9,400

Source: Compiled by UNWTO from International Monetary Fund, *World Economic Outlook*, October 2019

The BSEC Region²



² Albania, Armenia, Azerbaijan, Bulgaria, Georgia, Greece, Republic of Moldova, Romania, Russian Federation, Serbia, Turkey and Ukraine.

International tourist arrivals

Organization of the Black Sea Economic Cooperation (BSEC)

International tourist arrivals										
Series	(million)				Share (%)		Change		Av. annual	
	2000	2010	2017	2018*	in BSEC	in Europe	(%)		growth (%)	
					2018*	2018*	17/16	18/17	00-18	
World	680	952	1,329	1,401	7.1	5.4	4.1	
Europe	393	486	673	710	..	100	8.6	5.5	3.3	
BSEC	54	103	130	143	100	20	11.6	10.3	5.6	
in Central/Eastern Europe	31.3	54	59	60	42.0	8.4	5.4	2.4	3.7	
Armenia	TF 0.05	0.7	1.5	1.7	1.2	0.2	18.7	10.5	22.2	
Azerbaijan	TF ..	1.3	2.5	2.6	1.8	0.4	20.0	6.2	..	
Bulgaria	TF 2.8	6.0	8.9	9.3	6.5	1.3	7.6	4.4	6.9	
Georgia	TF ..	1.1	4.1	4.8	3.3	0.7	23.4	16.9	..	
Rep. Moldova	TCE 0.02	0.1	0.1	0.2	0.1	0.0	19.6	10.4	12.9	
Romania	TCE 0.9	1.3	2.8	2.8	2.0	0.4	11.3	1.3	6.7	
Russian Federation	VF 21.2	22.3	24.4	24.6	17.2	3.5	-0.7	0.7	0.8	
Ukraine	TF 6.4	21.2	14.4	14.2	9.9	2.0	6.0	-1.5	4.5	
in Southern/Medit. Europe	23	49	71	83	58.0	11.7	17.4	16.9	7.5	
Albania	TF ..	2.2	4.6	5.3	3.7	0.8	14.1	15.0	..	
Greece	TF 13.1	15.0	27.2	30.1	21.1	4.2	9.7	10.8	4.7	
Serbia	TCE ..	0.7	1.5	1.7	1.2	0.2	16.8	14.2	..	
Turkey	TF 9.6	31.4	37.6	45.8	32.0	6.4	24.1	21.7	9.1	

Source: World Tourism Organization (UNWTO)

Data as collected by UNWTO, September 2019

* Provisional data

International tourism receipts

Organization of the Black Sea Economic Cooperation (BSEC)

International tourism receipts										
Series	USD billion				EUR	Share (%)		Receipts/	Receipts/	
	2000	2010	2017	2018*	billion	in BSEC	in Europe	arrival ^b	capita ^a	
					2018*	2018*	2018*	USD	USD	
World	497	975	1,344	1,448	1,226	1,034	193	
Europe	235	423	517	566	479	..	100	797	611	
BSEC	23	57	66	74	62	100	13	516	216	
in Central/Eastern Europe	5.5	19.3	23.9	27.7	23.4	37.5	4.9	461	116	
Armenia	0.04	0.6	1.1	1.2	1.0	1.6	0.2	731	409	
Azerbaijan	0.1	0.7	3.0	2.6	2.2	3.6	0.5	1,011	265	
Bulgaria	1.1	3.4	4.0	4.5	3.8	6.1	0.8	487	645	
Georgia	0.1	0.7	2.7	3.2	2.7	4.4	0.6	677	805	
Rep. Moldova	0.04	0.2	0.3	0.4	0.3	0.5	0.1	2,359	93	
Romania	0.4	1.1	2.5	2.8	2.4	3.8	0.5	993	142	
Russian Federation	3.4	8.8	8.9	11.5	9.7	15.6	2.0	468	79	
Ukraine	0.4	3.8	1.3	1.4	1.2	2.0	0.3	102	33	
in Southern/Medit. Europe	17.2	37.7	42.3	46.0	39.0	62.5	8.1	555	441	
Albania	0.4	1.6	1.9	2.2	1.9	3.0	0.4	411	763	
Greece	9.2	12.7	16.53	17.3	14.6	23.4	3.1	574	1,609	
Serbia	..	0.8	1.3	1.3	1.1	1.8	0.2	787	153	
Turkey	7.6	22.6	22.48	25.2	21.4	34.2	4.5	551	308	

Source: World Tourism Organization (UNWTO)

Data as collected by UNWTO, September 2019

 a) Compiled from IMF *World Economic Outlook*, October 2019

b) Latest year with data available



Tourism in the BSEC Region is a working document prepared by the World Tourism Organization (UNWTO) on the occasion of the Joint Meeting of the BSEC Working Groups on Culture and on Cooperation in Tourism, on 26 November 2019, in Istanbul, Turkey.

The report was prepared by UNWTO's Tourism Market Intelligence and Competitiveness Department, under the supervision of Sandra Carvao, Chief of the Department, in cooperation with the Regional Department for Europe. Drafting and analysis were conducted by Javier Ruescas, editing by Michel Julian and data collection by Fernando Alonso.

Information on individual countries and territories reflects data reported by national or international institutions as of November 2019. For the latest tourism data and trends, please refer to the *UNWTO World Tourism Barometer* (quarterly) at: mkt.unwto.org/barometer.

Key to abbreviations and symbols used

* = provisional data | = change of series
 .. = data not (yet) available n/a = not applicable

mn = million (1,000,000)
 bn = billion (1,000,000,000)
 trn = trillion (1,000,000,000,000)

Q1: January, February, March T1: From January to April
 Q2: April, May, June T2: From May to August
 Q3: July, August, September T3: From September to December
 Q4: October, November, December

H1: From January to June H2: From July to December

YTD: Year to date, variation of months with data available compared with the same period of the previous year. The (sub)regional totals are approximations for the whole (sub)region based on trends for the countries with data available.

Data series of International Tourist Arrivals

TF: International tourist arrivals at frontiers (excluding same-day visitors);
 VF: International visitor arrivals at frontiers (tourists and same-day visitors);
 THS: International tourist arrivals at hotels and similar establishments;
 TCE: International tourist arrivals at collective tourism establishments;
 NHS: Nights of international tourists in hotels and similar establishments;
 NCE: Nights of international tourists in collective tourism establishments.

Data series International Tourism Receipts and Expenditure

All percentages are calculated from non-seasonally adjusted series in local currencies, unless otherwise indicated: \$: in US dollars; €: in euros; sa: seasonally adjusted series.

For major concepts, definitions and classifications in the measurement of tourism, please see the International Recommendations for Tourism Statistics 2008 (IRTS 2008) at <statistics.unwto.org/content/irts-2008>.

The World Tourism Organization (UNWTO) is the United Nations specialized agency mandated with the promotion of responsible, sustainable and universally accessible tourism.

As the leading international organization in the field of tourism, UNWTO promotes tourism as a driver of economic growth, inclusive development and environmental sustainability, offering leadership and support to the sector in advancing knowledge and tourism policies worldwide.

The designations employed and the presentation of material in this publication do not imply the expression of any opinions whatsoever on the part of the Secretariat of the World Tourism Organization (UNWTO) concerning the legal status of any country, territory, city or area, or of its authorities or concerning the delimitation of its frontiers or boundaries.

World Tourism Organization (UNWTO)

Calle Poeta Joan Maragall, 42
 28020 Madrid, Spain
 Tel.: (+34) 915 678 100
 Fax: (+34) 915 713 733
info@unwto.org
www.unwto.org

Follow us on:    