

International tourist arrivals in BSEC destinations grew 12% in 2017

- The Organization of the Black Sea Economic Cooperation (BSEC), comprising 12 Member countries¹ welcomed 129 million international tourist arrivals in 2017, equivalent to 19% of Europe's total arrivals and 10% of the world's.
- International tourist arrivals grew 12% in 2017 in BSEC destinations over 2016, well above Europe's growth of 8%.
- Between 2000 and 2017, international arrivals increased an average of 5% per year in the BSEC region, exceeding both Europe's rate of 3% per year and the world average of 4% per year.
- The region earned USD 66 billion (euro 59 billion) in international tourism receipts in 2017, an estimated 13% of Europe's receipts.
- BSEC comprises both established and emerging tourism destinations with varying degrees of development in terms of infrastructure, connectivity and brand strength. Eight countries are located within the UNWTO subregion of Central and Eastern Europe and four within Southern and Mediterranean Europe.
- Tourism is a major economic pillar in some mature destinations, while in emerging ones the potential for growth is still huge. Regional collaboration can play an important role in this development.
- BSEC represents a market of 335 million consumers, or 37% of the European population. It has a combined GDP of USD 3.1 trillion (2017) accounting for 14% of Europe's GDP and about 4% of the world's economy.

BSEC Tourism in 2017

International tourist arrivals

129 million



International tourism receipts

66 USD billion



Source: UNWTO

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

International tourism in 2017

International tourist arrivals

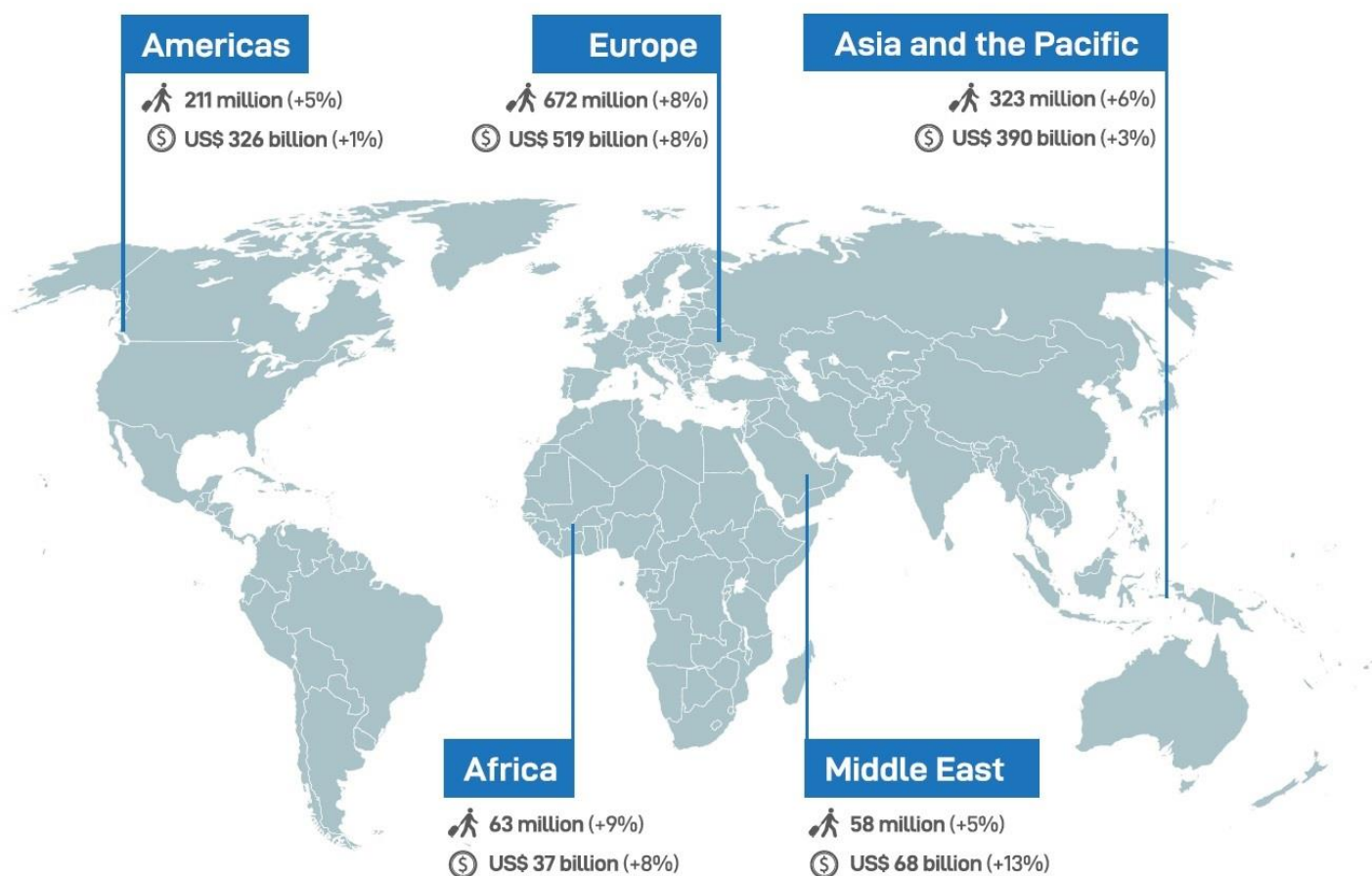
- International tourist arrivals (overnight visitors) increased 7% in 2017, the highest growth since 2010, driven by a recovery in destinations that had suffered from security challenges in recent years.
- A total of 1,326 million international tourist arrivals were recorded in destinations around the world, some 86 million more than in 2016.
- Strong outbound demand from major source markets including Brazil and the Russian Federation fuelled growth, supported by a global economic upswing.
- By region, Africa (+9%) and Europe (+8%) led growth in 2017, followed by Asia and the Pacific (+6%), the Americas and the Middle East (both +5%).

- In the first six months of 2018 international arrivals increased 6% compared to the same period last year showing continued momentum and so far exceeding UNWTO's forecast of 4% to 5% for the year 2018.

International tourism receipts

- International tourism receipts increased 4.9% in real terms (adjusted for exchange rate fluctuations and inflation) to reach USD 1,341 billion in 2017.
- Strong outbound demand from both traditional and emerging markets fuelled growth in global receipts, which follows the positive trend recorded in international tourist arrivals (+7%).
- By region, the Middle East led growth in receipts, as some destinations rebounded strongly after weaker results in 2016.

International tourist arrivals and receipts, 2017



Source: World Tourism Organization (UNWTO) ©

Tourism trends in the BSEC region

International tourist arrivals in BSEC destinations grew 12% in 2017

- BSEC destinations welcomed 129 million international tourist arrivals (overnight visitors) in 2017, about 19% of Europe's total arrivals, or 10% of the world's.
- Of the total BSEC arrivals, 55% correspond to destinations in Southern and Mediterranean Europe and 45% to Central and Eastern Europe.
- International arrivals in the BSEC region increased 12% in 2017, as Turkey (+24%) rebounded strongly from weaker results a year earlier and major tourism destinations Greece (+10%), Bulgaria (+8%) and Ukraine (+7%) enjoyed continued growth.
- Among smaller destinations, Georgia (+23%) and Azerbaijan (+20%) reported particularly strong results in 2017, while the Russian Federation saw a slight decline.

Growth exceeds European average in 2000-2017

- In the period 2000-2017, international tourist arrivals in BSEC destinations increased an average 5% per year, above the world average of 4% per year and the European rate of 3%.
- International tourists have more than doubled during this period, from 54 million in 2000 to 129 million in 2017, benefitting both mature and emerging destinations. Arrivals peaked in 2013 at nearly 130 million.

BSEC destinations account for 13% of European tourism receipts

- In 2017, BSEC earned USD 66 billion (euro 59 billion) in international tourism receipts from visitor expenditure on accommodation, food and beverage, local transportation, entertainment and shopping.
- BSEC receipts represent 13% of European tourism earnings and an estimated 5% of the world's receipts.
- Turkey (USD 22 billion) is the top tourism earner in the BSEC region, followed by Greece (USD 17 billion), the Russian Federation (USD 9 billion) and Bulgaria (USD 4 billion).

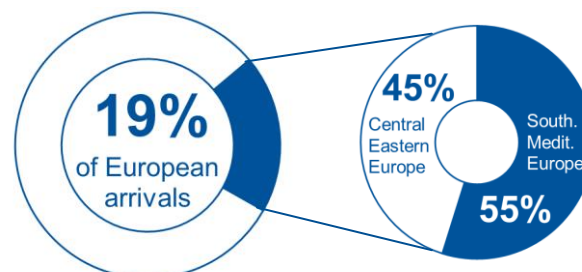
BSEC International Tourist Arrivals, 2017

129 million

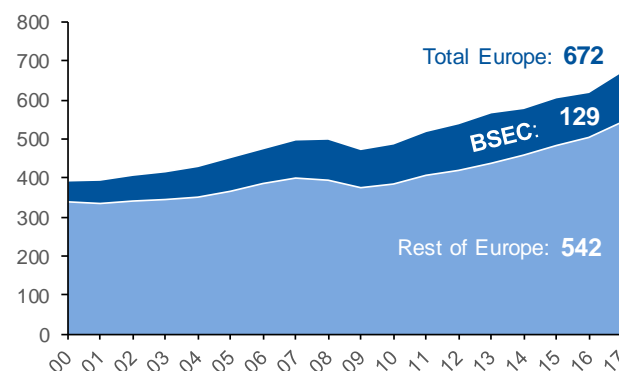
International arrivals

↑ 12%

growth over 2016



International tourist arrivals (million)



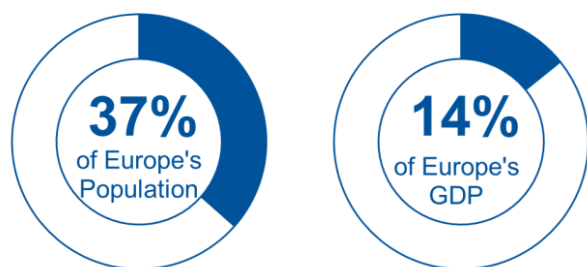
Source: World Tourism Organization (UNWTO)

- The proportion of BSEC receipts in the European total (13%) is somewhat lower than its share of arrivals (19%) partly due to higher travel for the purpose of visiting friends and relatives (VFR) which usually entails lower spending than other types of travel, like leisure.

Strong momentum in the first six months of 2018

- The strong growth seen in 2017 continued in the first half of 2018 for BSEC destinations, according to available data.
- Turkey saw 23% more arrivals in January-June 2018 compared to the same period last year. Greece recorded 15% growth and Bulgaria 8%. Russia continued to report rather flat results.
- The smaller destinations of Albania (+17%), Serbia (+15%), Georgia (+14%), Azerbaijan and Armenia (both +10%) all recorded double-digit growth this first semester of 2018.

BSEC socio-economic context



- The BSEC 12 Member States represent a market of 335 million consumers, about 37% of the European total. It has a combined GDP of USD 3.1 trillion (2017), accounting for 14% of Europe's economy and about 4% of the world's. Development and income levels vary substantially across the region.
- Tourism is a major economic pillar in some destinations, while the potential for growth is still large in others. The region comprises both established and emerging destinations of different sizes and varying degrees of development in terms of infrastructure, connectivity, promotion and brand strength.
- The four largest destinations are Turkey (38 million arrivals), Greece (27 million), the Russian Federation (24 million) and Ukraine (14 million).

See tables on BSEC population, GDP, international tourist arrivals and 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.

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Population and Gross domestic product (GDP)

Organization of the Black Sea Economic Cooperation (BSEC)

	Population					Gross Domestic Product (GDP)					GDP per capita	
	(million)			Share in		(USD billion)			Share in		(USD)	
	2000	2016	2017	BSEC (%)	Europe (%)	2000	2016	2017	BSEC (%)	Europe (%)	2000	2017
World	6,063	7,352	7,440	33,867	75,485	79,865	5,600	10,700
Europe	864.5	913.2	916.4	..	100	10,181	20,577	21,726	..	100	11,800	23,700
BSEC	330.9	333.7	334.6	100	36.5	792	2,791	3,085	100	14.2	2,400	9,200
<i>in Central/Eastern Europe</i>	<i>244.8</i>	<i>233.2</i>	<i>233.1</i>	<i>69.7</i>	<i>25.4</i>	<i>374</i>	<i>1,685</i>	<i>1,980</i>	<i>64.2</i>	<i>9.1</i>	<i>1,500</i>	<i>8,500</i>
Armenia	3.1	3.0	3.0	0.9	0.3	1.9	10.6	11.5	0.4	0.1	600	3,900
Azerbaijan	8.0	9.7	9.8	2.9	1.1	5.3	37.8	40.7	1.3	0.2	700	4,100
Bulgaria	8.2	7.1	7.1	2.1	0.8	13.2	53.2	56.9	1.8	0.3	1,600	8,100
Georgia	4.4	3.7	3.7	1.1	0.4	3.1	14.3	15.1	0.5	0.1	700	4,100
Rep. Moldova	3.6	3.6	3.5	1.1	0.4	1.3	6.8	8.1	0.3	0.0	400	2,300
Romania	22.4	19.8	19.6	5.9	2.1	37.5	187.8	211.3	6.8	1.0	1,700	10,800
Russian Federation	146.4	144.0	144.0	43.0	15.7	279	1,281	1,527	49.51	7.0	1,900	10,600
Ukraine	48.7	42.4	42.3	12.7	4.6	32.3	93.3	109.3	3.5	0.5	700	2,600
<i>in Southern/Medit. Europe</i>	<i>86.1</i>	<i>100.5</i>	<i>101.5</i>	<i>30.3</i>	<i>11.1</i>	<i>418</i>	<i>1,106</i>	<i>1,105</i>	<i>35.8</i>	<i>5.1</i>	<i>4,900</i>	<i>10,900</i>
Albania	3.1	2.9	2.9	0.9	0.3	3.5	11.9	13.2	0.4	0.1	1,100	4,600
Greece	10.8	10.8	10.8	3.2	1.2	132.2	192.8	200.7	6.5	0.9	12,300	18,600
Serbia	7.5	7.1	7.0	2.1	0.8	9.3	38.3	41.5	1.3	0.2	1,200	5,900
Turkey	64.7	79.8	80.8	24.2	8.8	273.1	863.4	849.5	27.53	3.9	4,200	10,500

Source: Compiled by UNWTO from International Monetary Fund, *World Economic Outlook*, 2018

The BSEC Region



International tourist arrivals

Organization of the Black Sea Economic Cooperation (BSEC)

International tourist arrivals										
Series	(million)				Share in		Change		Av. annual	
	2000	2010	2016	2017*	BSEC (%)	Europe (%)	(%)		growth (%)	
					2017*	2017*	16/15	17/16	00-17	
World	680	952	1,240	1,326	3.7	7.0	4.0	
Europe	393	488	620	672	..	100	2.3	8.4	3.2	
BSEC	54	103	116	129	100	19	-5.7	11.7	5.3	
<i>in Central/Eastern Europe</i>	31.3	54	55	58	45.2	8.7	0.9	5.5	3.7	
Armenia	TF	0.0	0.7	1.3	1.5	1.2	0.2	5.7	18.7	22.9
Azerbaijan	TF	..	1.3	2.0	2.5	1.9	0.4	6.4	20.0	..
Bulgaria	TF	2.8	6.0	8.3	8.9	6.9	1.3	16.2	7.6	7.1
Georgia	TF	..	1.1	3.3	4.1	3.1	0.6	9.5	23.4	..
Rep. Moldova	TCE	0.0	0.1	0.1	0.1	0.1	0.0	28.6	19.6	13.1
Romania	TCE	0.9	1.3	2.5	2.8	2.1	0.4	10.8	11.3	7.0
Russian Federation	VF	21.2	22.3	24.6	24.4	18.9	3.6	-8.5	-0.7	0.8
Ukraine	TF	6.4	21.2	13	14.2	11.0	2.1	7.3	6.7	4.8
<i>in Southern/Medit. Europe</i>		23	49	60	71	54.8	10.6	-11.1	17.4	6.9
Albania	TF	..	2.2	4.1	4.6	3.6	0.7	7.5	14.1	..
Greece	TF	13.1	15.0	24.8	27.2	21.0	4.0	5.1	9.7	4.4
Serbia	TCE	..	0.7	1.3	1.5	1.2	0.2	13.2	16.8	..
Turkey	TF	9.6	31.4	30.3	37.6	29.1	5.6	-23.3	24.1	8.4

Source: World Tourism Organization (UNWTO)

Data as collected by UNWTO, October 2018

* Provisional data

International tourism receipts

Organization of the Black Sea Economic Cooperation (BSEC)

International tourism receipts										
Series	(USD billion)				EUR billion	Share in		Receipts/ arrival ^b	Receipts/ capita ^a	
	2000	2010	2016	2017*		BSEC (%)	Europe (%)			
						2017*	2017*			USD
World	497	976	1,245	1,341	1,187	1,011	180	
Europe	235	423	468	520	460	..	100	774	568	
BSEC	23	57	56	66	59	100	13	512	198	
<i>in Central/Eastern Europe</i>	5.5	19.3	20.3	23.9	21	36.1	4.6	410	103	
Armenia	0.0	0.6	1.0	1.1	1	1.7	0.2	749	375	
Azerbaijan	0.1	0.7	2.7	3.0	3	4.5	0.6	1,227	307	
Bulgaria	1.1	3.4	3.6	4.0	4	6.1	0.8	455	573	
Georgia	0.1	0.7	2.1	2.7	2	4.1	0.5	665	732	
Rep. Moldova	0.0	0.2	0.3	0.3	0	0.5	0.1	2,200	90	
Romania	0.4	1.1	1.7	2.5	2	3.8	0.5	916	129	
Russian Federation	3.4	8.8	7.8	8.9	8	13.5	1.7	367	62	
Ukraine	0.4	3.8	1.1	1.3	1	1.9	0.2	89	30	
<i>in Southern/Medit. Europe</i>	17.2	37.7	36.2	42.3	37	63.9	8.1	596	417	
Albania	0.4	1.6	1.7	1.9	2	2.9	0.4	416	671	
Greece	9.2	12.7	14.6	16.53	15	25.0	3.2	608	1,535	
Serbia	..	0.8	1.2	1.3	1	2.0	0.3	899	191	
Turkey	7.6	22.6	18.7	22.48	20	33.9	4.3	598	278	

Source: World Tourism Organization (UNWTO)

Data as collected by UNWTO, October 2018

 a) Compiled by UNWTO from IMF *World Economic Outlook* and UNWTO, 2018

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 Meeting of the BSEC Working Group on Cooperation in Tourism, held in Istanbul (Turkey) on 2 November 2018. The report was prepared by UNWTO's Tourism Market Intelligence and Competitiveness Department in cooperation with the Regional Department for Europe.

For individual countries and territories, information reflects data as reported by national or international institutions as of October 2018. For information on the latest tourism data and trends, please refer to the *UNWTO World Tourism Barometer* at: <http://mkt.unwto.org/barometer>.

Explanation of abbreviations and symbols used

* = provisional figure or data | = change of series
 .. = figure or 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 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 derived from non-seasonally adjusted series in local currencies, unless otherwise indicated: \$: US\$; €: euro; sa: seasonally adjusted series.

For main concepts, definitions and classifications for 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.

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