

Top Tourism Spenders Report

1. Global Top Tourism Spenders

According to the UNWTO World Tourism Barometer 2016 results on expenditure from the major outbound markets reflected an increase in demand for international tourism across the world, with a 12% increase in spending. China continued to lead international expenditure, followed by the United States, Germany, the United Kingdom and France as top five spenders.

INTERNATIONAL TOURISM EXPENDITURE, 2016			
Ranking	World's Top Tourism Spenders	Expenditure (US\$ billion)	15/16 % Growth in expenditure
1	China	261.1	+11.5%
2	United States	121.5	+7.7%
3	Germany	81.1	+4.9%
4	United Kingdom	63.6	+13.8%
5	France	40.9	+6.7%

Source: United Nations World Tourism Organisation, 2017

The UNWTO World Tourism Barometer 2016 results on outbound tourism spending is very encouraging, because despite the many challenges of recent years, results of spending on travel abroad is consistent with the 4% growth of 1.2 billion international tourist arrivals reported earlier this year for 2016. Therefore, it is clear from the data that people all around the world continue to have a strong appetite for travel and this benefits many countries globally. According to UNWTO Secretary-General, Taleb Rifai. "The great appetite for travel, translates into economic growth, job creation and opportunities for development"

2016 was strong year for outbound tourism from China, the world's leading outbound market. International tourism expenditure grew by US\$ 11 billion to US\$ 261 billion, an increase of double digit growth of 12%. The number of outbound travellers rose 6% to 135 million in 2016. This growth consolidates China's position as number one source market in the world since 2012, following a trend of double-digit growth in tourism expenditure every year since 2004. The growth in outbound travel from China benefited many destinations in Asia and the Pacific, mostly Japan, the Republic of Korea and Thailand. The long-haul destinations that benefitted by Chinese outbound travel was the United States and many countries in Europe. There were also other three strong Asian outbound markets among the first ten that showed very positive tourism spending results, such as The Republic of Korea (US\$ 27 billion) and Australia (US\$ 27 billion) both spent 8% more in 2016 and Hong Kong (China) entered the top 10 following 5% growth in expenditure (US\$ 24 billion).

Tourism spending from the United States the world's second largest source market increased by 8% in 2016 to US\$ 122 billion, up US\$ 9 billion on 2015. For a third year in a row, strong outbound demand was fuelled by a robust US dollar and economy. The number of US residents travelling to international destinations increased by 8% through November 2016 (74 million in 2015). However, Canada the second source market from the Americas in the top ten, reported flat results, with US\$ 29 billion spent on international tourism, while the number of outbound overnight trips declined by 3% to 31 million.

Germany, the United Kingdom, France and Italy are the four European markets in the top ten spenders and all reported growth in outbound demand last year. Germany, the world's third largest market, reported 5% growth in international tourism spending compared to 2015, rebounding from weaker figures in 2015, reaching US\$ 81 billion. Demand from the United Kingdom, the world's fourth largest source market remained sound despite the significant depreciation of the British pound in 2016. UK residents' visits abroad were up by 5 million (+7%) in 2016 to 70 million, with expenditure close to US\$ 64 billion. France, the world's fifth largest market, reported 7% growth in tourism expenditure in 2016 to reach US\$ 41 billion. Italy recorded 1% growth in spending to US\$ 25 billion and a 3% increase in overnight trips to 29 million.

Among the largest 50 source markets, there were another nine that recorded double-digit growth in spending in 2016:

- Vietnam (+28%),
- Argentina (+26%)
- Egypt (+19%)

- Spain (+17%)
- India (+16%)
- Israel and Ukraine (both +12%)
- Qatar and Thailand (both +11%).

Expenditure from the Russian Federation declined further in 2016 to US\$ 24 billion. International tourism spending from Brazil also decreased in 2016.

According to the latest, UNWTO World Tourism Barometer January to August 2017, among the top markets, International tourism expenditure grew fastest in China (+19%), the Republic of Korea (+12%), the United States (+8%) and Canada (+7%). Expenditure from Germany, the United Kingdom, Australia, Italy and Hong Kong (China) grew at 3% and 5%, while France reported modest 1% increase.

2. South Africa Top Tourism Spenders

According to South African Tourism International Report (2016), the majority top tourism spenders in South Africa came from the African continent, with the Democratic Republic of Congo being the top spender in the country (R41 000).

Ranking	Source Market	Total Arrivals	Total Foreign Direct Spend (R million)	Average Spend
1	Democratic Republic of Congo	29,586	R 664	R41 000
2	Angola	43,608	R1 151	R28 200
3	Spain	36,278	R 828	R26 700
4	Denmark	27,554	R 626	R25 600
5	Zambia	174,767	R1 151	R22 000
6	United States	345,013	R6 257	R20 400
7	Singapore	8,367	R 414	R 20 100
8	United Arab Emirates	2,603	R50	R20 900
9	Chile	3,460	R414	R19 900
10	Switzerland	55,160	R939	R 19 800

Source: SA Tourism, 2017

3. Western Cape Top Tourism Spenders

According to South African Tourism International Report (2016), the majority top tourism spenders in the Western Cape came from Europe with United Kingdom dominating in average spend of R14 900.

Ranking	Source Market	Total Arrivals	Total Foreign Direct Spend (R million)	Average Spend
1	United Kingdom	270,167	R 3,677	R 14,900
2	Germany	204,015	R 2,243	R 12,800
3	USA	189,867	R 2,295	R 13,600
4	Namibia	114,723	R 512	R 4,500
5	Netherlands	96,797	R 1,012	R 13,200
6	France	92,439	R 811	R 11,000
7	China including Hong Kong	60,096	R 378	R 6,600
8	Australia	47,891	R 649	R 15,300
9	Switzerland	40,181	R 513	R 14,700
10	Canada	39,299	R 396	R 11,500

Source: SA Tourism, 2017