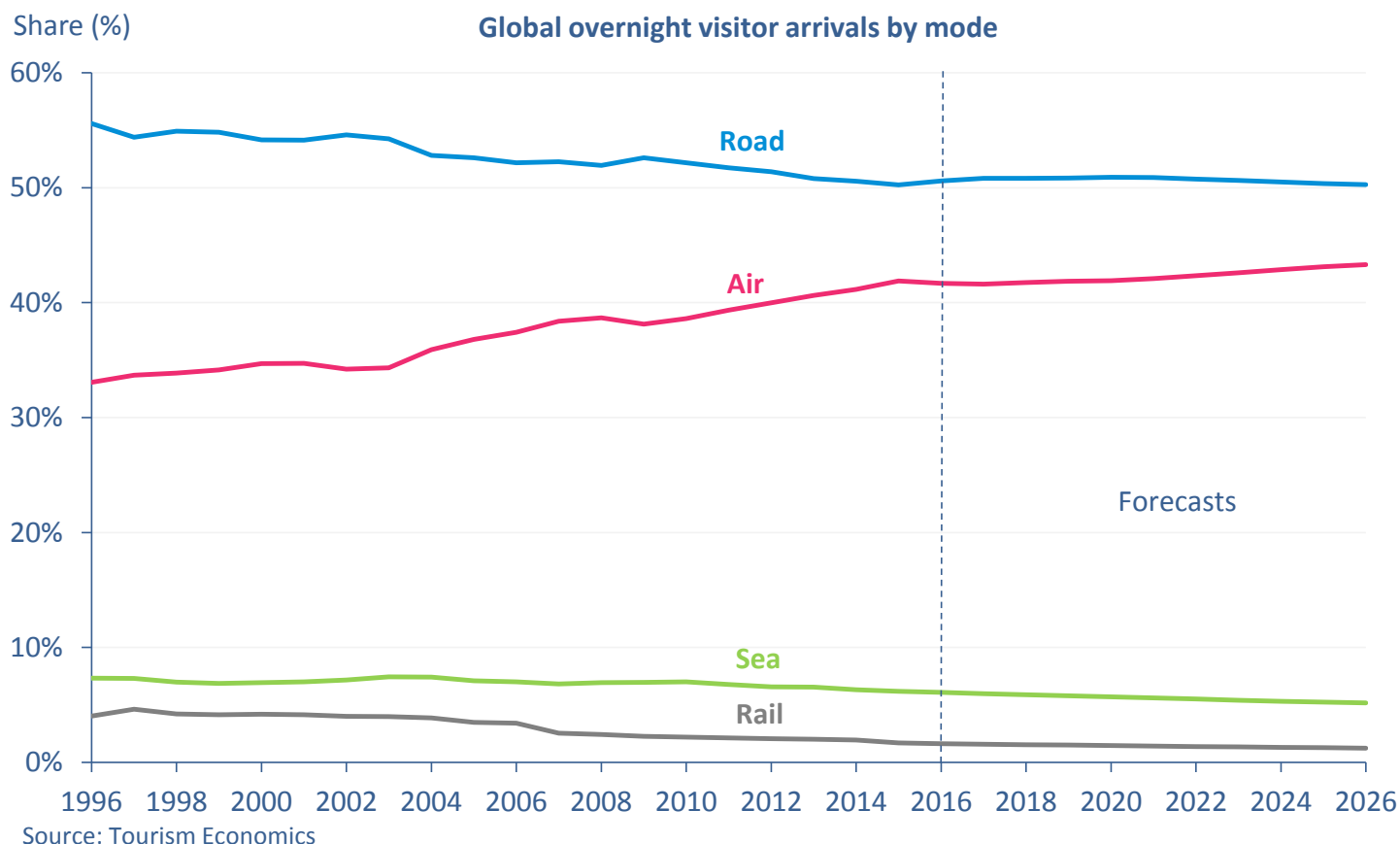




IATA ECONOMICS' CHART OF THE WEEK

29 SEPTEMBER 2017

CELEBRATING WORLD TOURISM DAY AND THE KEY ROLE AVIATION PLAYS



- This week marked the commemoration of the 37th annual *World Tourism Day*, with the official celebrations taking place in Doha, Qatar. This year's event was aimed in particular at raising awareness of the contribution of sustainable tourism as a tool for development, and ties in more generally to 2017 being adopted by the UN General Assembly as the *International Year of Sustainable Tourism for Development*.
- This week's chart highlights the increasingly important role that aviation has played in enabling global tourism flows. The data come courtesy of Tourism Economics and break down total global overnight visitor arrivals by mode of transport. As can be seen, the share of overnight visitors arriving by air has risen from 33% in 1996 to almost 42% last year (representing almost 600 million visitor arrivals).
- The increase in aviation's share has mainly come at the expense of a decline in the share of road-based arrivals, in part reflecting substitution between the modes over time. The rising popularity of city breaks in Europe during this period is likely to have contributed to this phenomenon, as such trips typically combine a flight and short hotel stay at reasonable rates. This, of course, has coincided with the rising prevalence of low-cost carriers in the region too.
- More generally, cheaper and more convenient air travel, as well as rising incomes and the growth of the middle classes, is also likely to have helped to grow the market, particularly in the Asia Pacific region. Indeed, the strong growth in overnight visitor arrivals to countries including Thailand and Japan in recent years underlines the strong potential for further gains in intra-Asia tourism flows by air, driven in large part by outbound Chinese visitors.

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