

EUROPEAN TRAVEL COMMISSION REPORTS STRONG GROWTH IN INTERNATIONAL TOURISM OVER THE SUMMER SEASON

European tourism remained buoyant over the summer peak season in 2017. Positive results reflect the resilience of the sector and encouraging economic conditions in Europe's major source markets.

Brussels, 14 November 2017. According to the latest [European Travel Commission's "European Tourism 2017-Trends & Prospects"](#), international tourist arrivals to Europe grew 8%¹ the first 8 months of the year over the same period in 2016. Despite lingering security concerns and geopolitical tensions, most destinations (32 out of 34) saw increases in visitor arrivals with over half enjoying double-digit growth.

"European tourism demand is set on an upward trajectory. This momentum is expected to mark the eight consecutive year of growth despite safety and geopolitical challenges. To sustain growth tourism stakeholders need to unit efforts and develop initiatives to strengthen the European tourism industry" said Eduardo Santander, Executive Director of the European Travel Commission.

Iceland (+30%) maintains its momentum despite concerns about accommodation capacity and infrastructure constraints. Destinations previously affected by safety challenges appear to be recovering; Turkey (+26%) posted an impressive rebound helped by the surge in Russian outbound flows while Belgium (+13%) also saw healthy growth. Top performers were also Southern/Mediterranean destinations Slovenia, Serbia (both +19%), Malta (+17%) and Cyprus (+15%). Solid results in Spain (+10%) proved resilient to the August terror attacks in Barcelona.

EUROPE'S LARGEST SOURCE MARKETS REMAIN KEY TO SUSTAIN GROWTH

More than 3 in 4 destinations have reported some form of growth from UK year-to-date. A weakened pound failed to deter British holidaymakers to travel internationally. Russian travel flows to Europe are recovering after years of decline. Among all the destinations enjoying a rebound from this market, Turkey featured fastest growth (+800%) after Russia lifted travel restrictions on tourism to Turkey.

European destinations saw substantial increases in arrivals from China with growth estimated at 17% so far in 2017. The strengthening of the Chinese economy and the expansion of its middle-class continue to stimulate outbound travel. Despite some recent softening, a stronger US dollar continues to fuel transatlantic trips with year-to-date estimates pointing at a +14% increase in arrivals. Indian travel to Europe also delivered a solid performance (+14%). Growth is helped by a positive consumer confidence and private consumption, both expected to continue boosting travel demand and increase the importance of India as a source market.

¹UNWTO

The full report can be downloaded from ETC's corporate website under the following link: www.etc-corporate.org under the category "Trends Watch in Research".

Note to editors

About the European Travel Commission

The European Travel Commission is an association of National Tourism Organisations (NTOs). It was created in 1948 to promote Europe as a tourist destination to the long-haul markets outside of Europe, originally in the USA and later in Canada, Latin America and Asia. It currently has 32 member NTOs, including 8 from outside the European Union. Europe is the world's no. 1 tourist destination with 615 million international arrivals in 2016 and more than 50% of the market share of worldwide tourism.

For further information: ETC's corporate website <http://www.etc-corporate.org> is aimed at industry, government and educational personnel interested in tourism to Europe. Tourists seeking travel-specific information and ideas are directed to ETC's consumer portal <http://www.visiteurope.com>.