Turkey (+22%) continued to recover. Growth in tourist arrivals was driven by a wide range of source markets and a favourable exchange rate.

Serbia (+15%) continues to benefit from its visa-free access to Chinese passport holders.

Malta’s efforts to consolidate its position as a year-round destination are materializing (+15%).

European RPK growth accelerated to 6.5% year-to-date despite the more mixed economic picture.

Europe hosted some 23 million Russian arrivals in 2018 based on latest data available. Strong growth from Russia was reported in Malta (+40%), Denmark (+33%), and Turkey (+33%).

Arrivals from India have increased in all but two reporting destinations. Montenegro (+280%), Turkey (+97%) and Latvia (+66%) recorded the highest rates of growth from this market.

Over 2018, the US dollar strengthened against both the euro and sterling, making Europe an affordable destination for US travellers. Slovenia (+56%), Cyprus (+47%), and Turkey (+33%) recorded the highest rates of growth from the US.

Arrivals from China remained solid with 24 out of 30 European destinations reporting some form of expansion. Growth from this market is driven by China’s expanding middle class with higher purchasing power, improving air connectivity and improved visa procedures.

Weak sterling under a ‘No Deal’ could mean that UK tourism inflows would be 4% higher. However, with additional impacts included from a sentiment and disrupted market access, Oxford Economics (OE) foresee a net negative impact. UK outbound tourism would decline by 9% relative to baseline with more than 8 million fewer outbound trips. Spain and Ireland are the two countries most affected by a ‘No Deal’ Brexit.