World Tourism Barometer

(PPT version)

Volume 23 · Issue 1 · January 2025

Market Intelligence, Policies and Competitiveness Department

UN Tourism

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Key findings

World Tourism Barometer
January 2025

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The year 2024 marks the recovery of international tourism

- International tourist arrivals reached 99% of 2019 levels in 2024, four years after the start of the COVID-19 pandemic, marking the recovery from the worst crisis in the sector's history.

- 1.4 billion tourists travelled internationally in 2024, about 11% more than in 2023 and virtually the same number as in 2019.

- Results were driven by strong post-pandemic demand across all regions, robust outbound travel from many large source markets and the ongoing recovery of Asia and the Pacific.

- The Middle East remained the best-performing region in 2024, with arrivals 32% above 2019 levels and 1% above 2023. Africa welcomed 7% more tourists than before the pandemic.

- Europe, the world's largest destination region, recorded 1% more international arrivals than in 2019. The Americas recovered 97% of its pre-pandemic arrivals (-3% over 2019) and Asia and the Pacific 87% (-13% over 2019).

- International tourism receipts continued growing strongly in 2024 to reach USD 1.6 trillion, according to preliminary estimates, a 3% increase from 2023 and 4% from 2019 (real terms).

- In 2025 arrivals are projected to grow 3% to 5% based on global economic forecasts, the outlook by the UN Tourism Panel of Experts, and the assumptions that economic conditions remain favorable, inflation continues to recede, and geopolitical conflicts do not escalate.
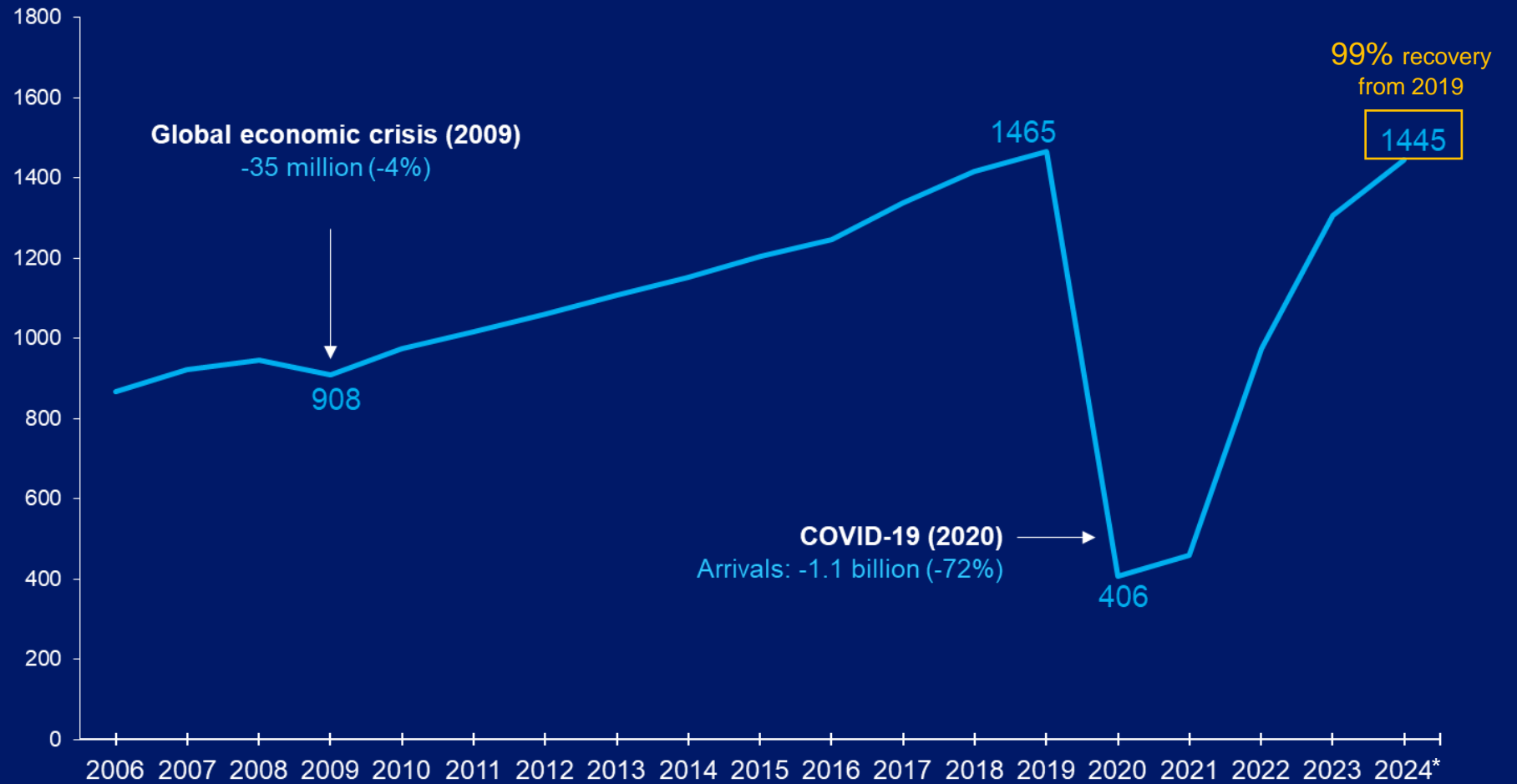
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International tourist arrivals

Millions

Source: World Tourism Organization
(UN Tourism)
(Data as of January 2025)
* Provisional data

Global economic crisis (2009)
-35 million (-4%)

908

1465

COVID-19 (2020)
Arrivals: -1.1 billion (-72%)

406

99% recovery from 2019

1445

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Recovery of international tourist arrivals

Percentage of 2019 levels

- ☐ Percentage not recovered
- ■ Percentage recovered

	2019	2020	2021	2022	2023	2024*
Not recovered		72%	69%	33%	11%	1%
Recovered	100%	28%	31%	67%	89%	99%

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Recovery of international tourist arrivals, by region 2024*

Percentage of 2019 levels

Percentage not recovered

Percentage recovered

Source: UN Tourism
(Data as of January 2025)
* All data are provisional

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Middle East	Africa	Europe	Americas	World	Asia Pacific
132%	107%	101%	97% (3%)	99% (1%)	87% (13%)
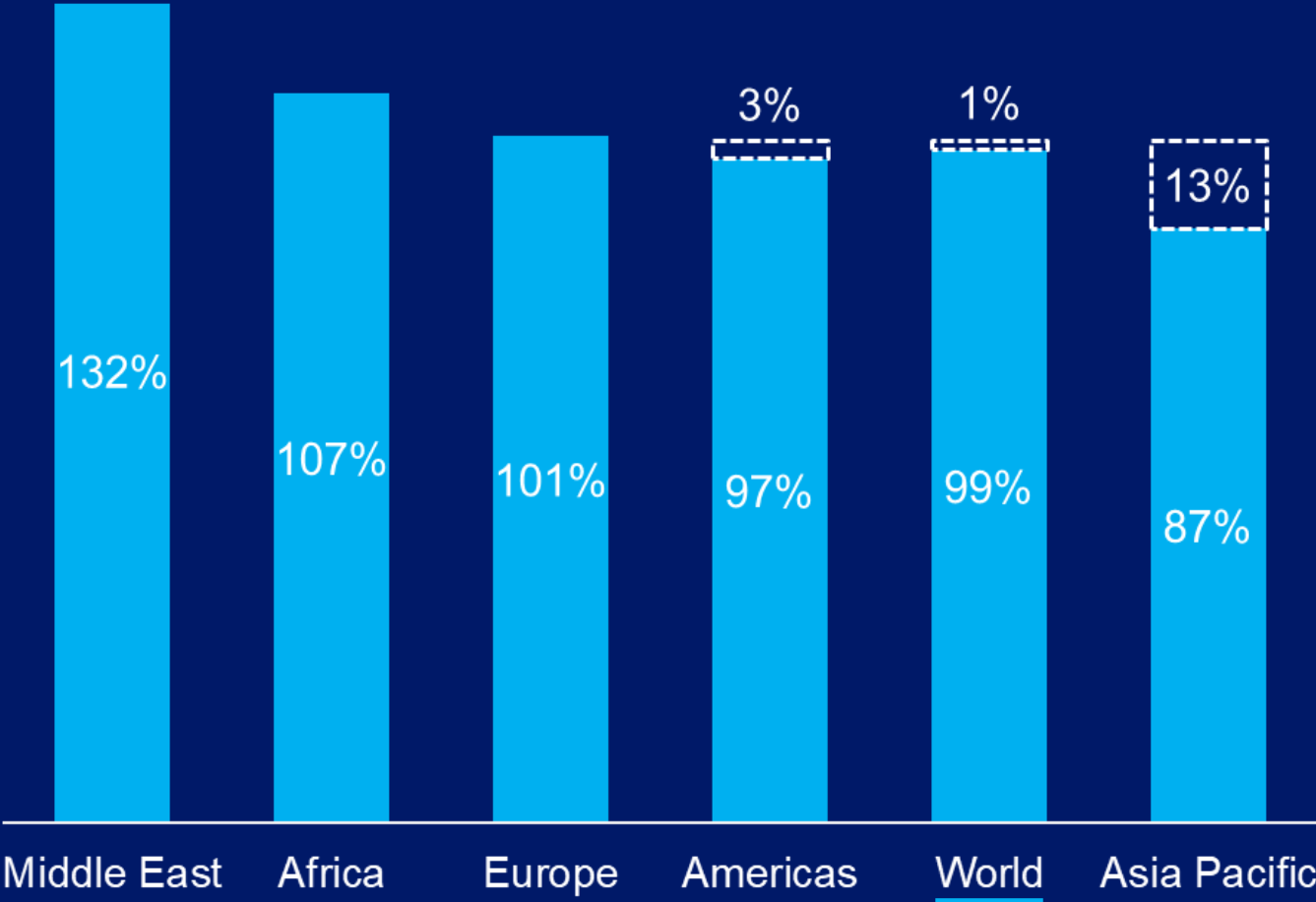
International tourist arrivals, by region 2024*

% change over 2023

Source: UN Tourism
(Data as of January 2025)
* All data are provisional

+33% Asia Pacific
+12% Africa
+11% World
+7% Americas
+5% Europe
+1% Middle East
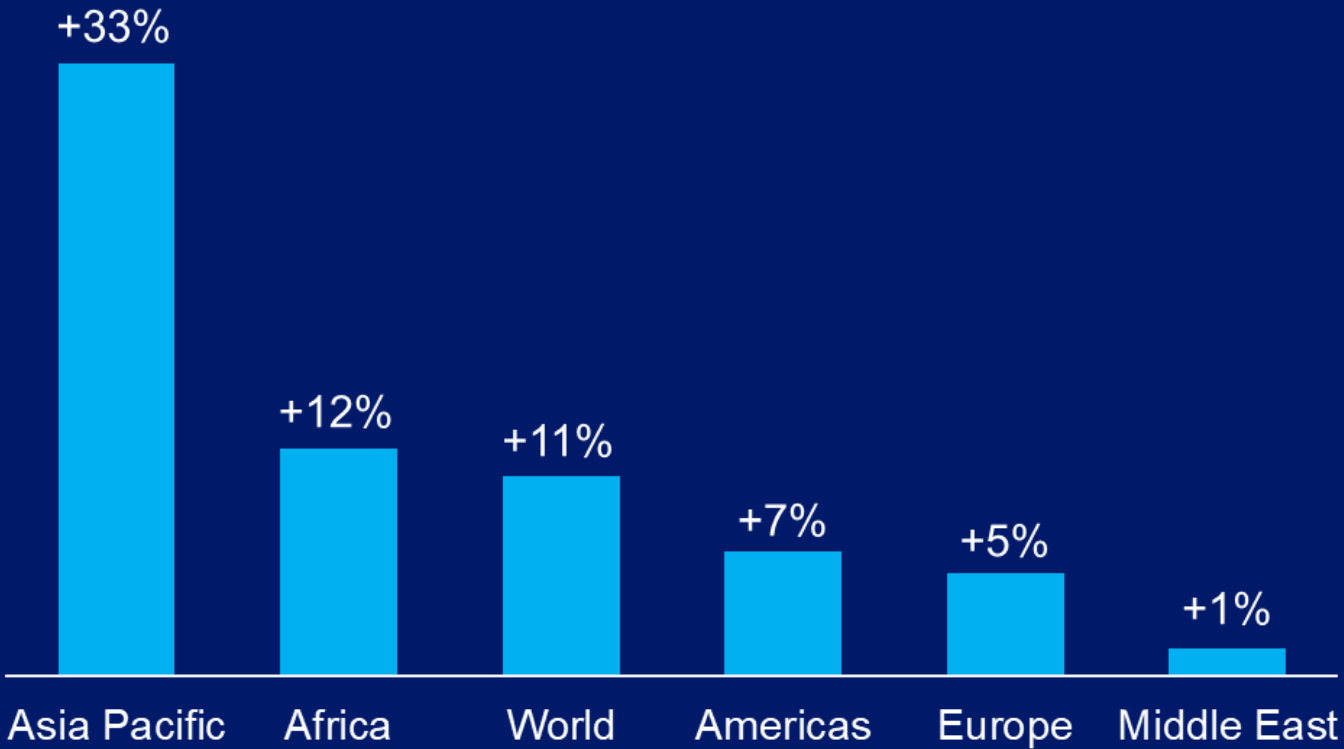
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International tourist arrivals

% change from 2019

Source: UN Tourism
(Data as of January 2025)
* 2024 data are provisional.
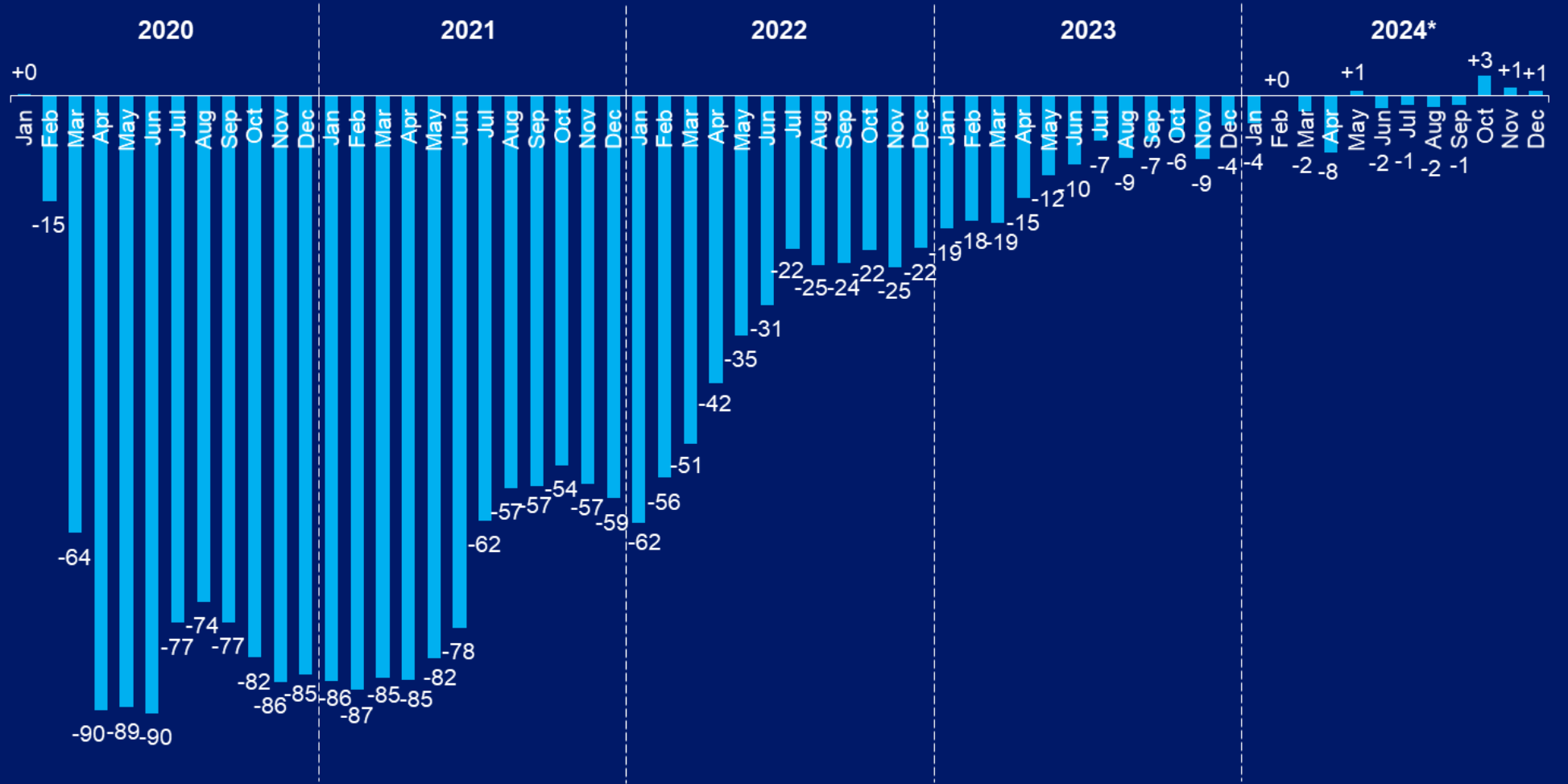
-72%	-69%	-33%	-11%	-1%
2020	2021	2022	2023	2024

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International tourist arrivals (world)

millions

2019
2020
2021
2022
2023
2024*

Source: UN Tourism
* Provisional data
(Data as of January 2025)
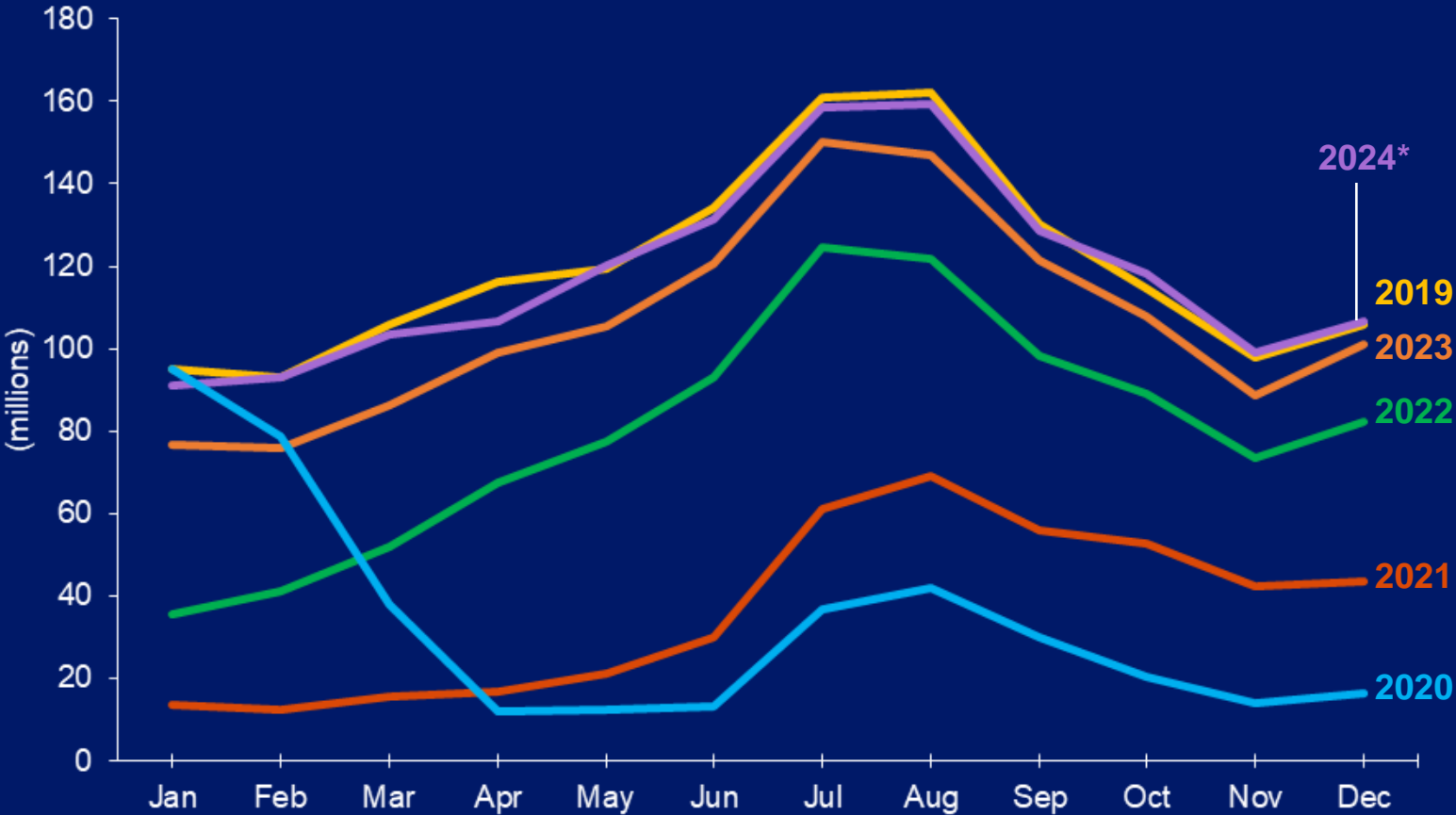
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International tourist arrivals by region

% change from 2019

World

2022: -33%
2023: -11%
2024: -1%

Source: UN Tourism
(Data as of January 2025)
Data for 2024 are provisional

Americas

2022: -28%
2023: -9%
2024: -3%

	Europe	**Africa**	**Middle East**	**Asia Pacific**
2022:	-18%	-31%	-5%	-74%
2023:	-5%	-5%	+31%	-34%
2024:	+1%	+7%	+32%	-13%

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The designations and images in this map do not imply the expression of opinions whatsoever on the part of the Secretariat of the World Tourism Organization (UN Tourism) concerning the legal status of any country, territory, or of its authorities, or concerning the delimitation of its frontiers.

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International tourist arrivals and receipts

- ▬ Arrivals (millions)
- ▬ Receipts (USD billions)

Source: UN Tourism
(Data as of January 2025)

[1] Real percent change (in local currencies at constant prices).
Note: Receipts for 2024 are preliminary estimates.

Global economic crisis (2009)
-35 million (-4%)
-USD 79 bill (-4%)[1]

908
907

1465
1490

COVID-19 (2020)
Arrivals: -1.1 billion (-72%)
Receipts: -USD 930 bill (-63%)[1]

561
406

+4% over 2019[1]
(estimate)
1600

1445

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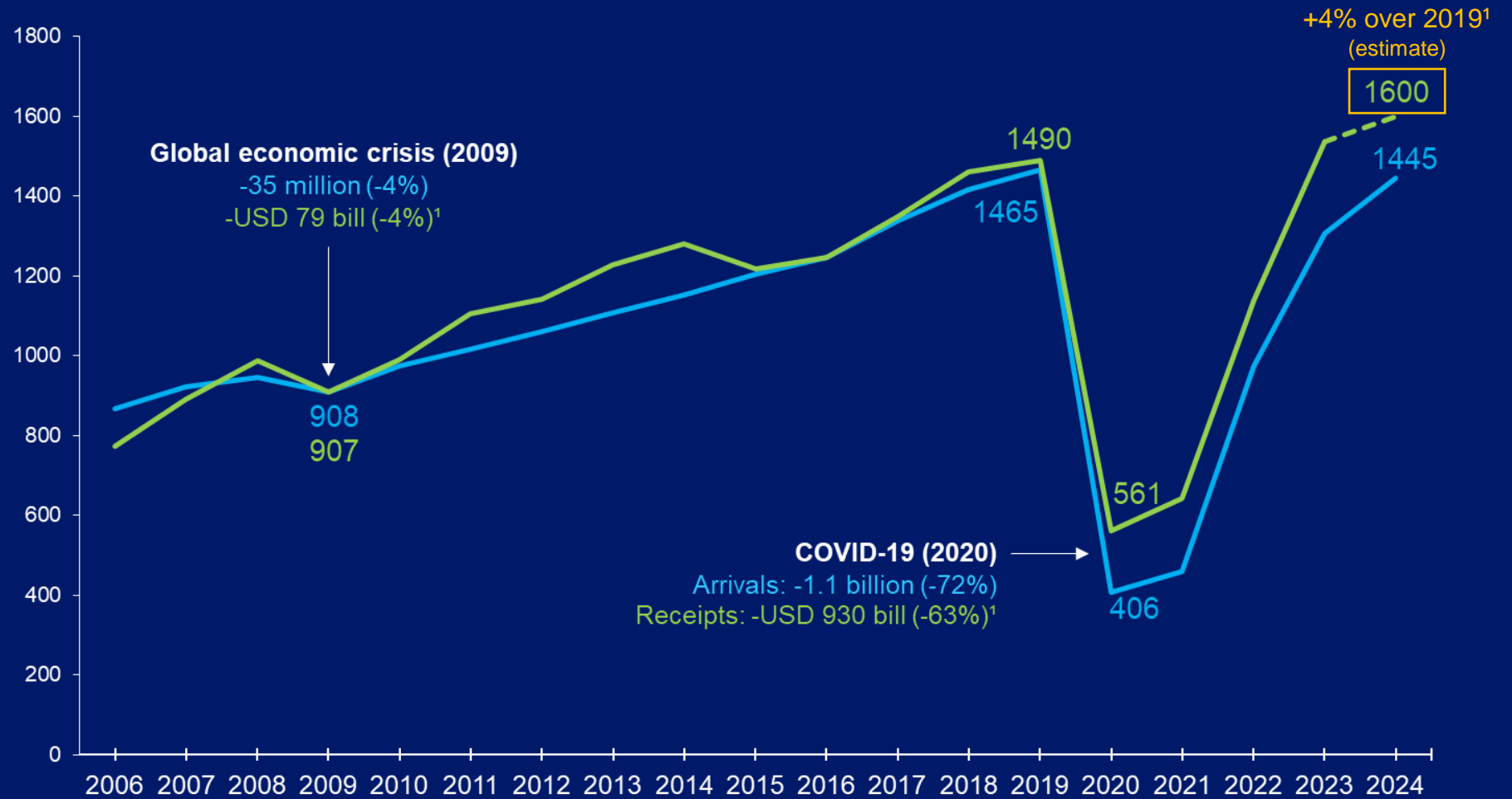
International tourist arrivals and receipts

Annual % change

- ■ Arrivals
- ■ Receipts (real terms)¹

Source: UN Tourism
(Data as of January 2025)
¹ In local currencies at constant prices.
Note: Receipts data for 2024 are preliminary.

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2018	2019	2020	2021	2022	2023	2024

- 2018: +6% +5%
- 2019: +4% +3%
- 2020: -72% -62%
- 2021: -69% -59%
- 2022: -33% -24%
- 2023: -11% -1%
- 2024: -1% +4%

Best-performing destinations in 2024*

International tourist arrivals
% change over 2019

Source: UN Tourism
(Data as of January 2025)
* Based on destinations with available monthly data up to October 2024 at least.
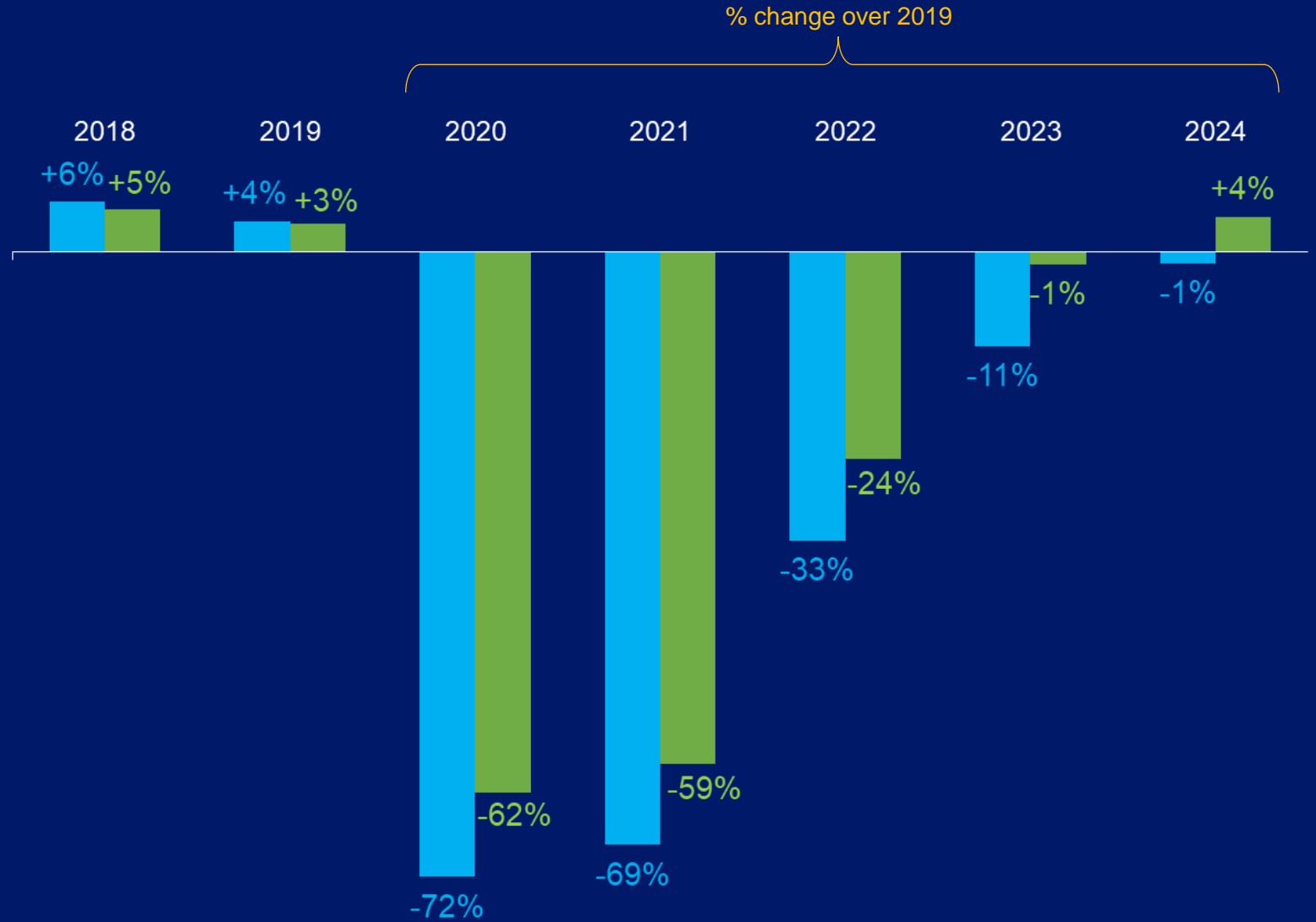
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Destination	% change
Qatar	+137%
El Salvador	+81%
Albania	+80%
Saudi Arabia	+69%
Curaçao	+51%
Ethiopia	+40%
Colombia	+37%
Morocco	+35%
Andorra	+35%
Guatemala	+33%
Dominican Rep.	+32%
Malta	+29%
Serbia	+29%
Aruba	+27%
Luxembourg	+24%
Egypt	+23%
Liechtenstein	+20%
Maldives	+20%
Portugal	+18%
Panama	+17%

Legend:
- Europe
- Asia Pacific
- Americas
- Africa
- Middle East

Large* best-performing destinations in 2024

International tourist arrivals
% change over 2019

Source: UN Tourism

(Data as of January 2025)

* Based on destinations recording 5 million arrivals or more in 2019 or 2023 and reporting monthly data up to October 2024 at least.

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Destination	% change
Albania	+80%
Saudi Arabia	+69%
Colombia	+37%
Morocco	+35%
Dominican Rep.	+32%
Egypt	+23%
Portugal	+18%
Denmark	+17%
Jordan	+16%
Japan	+16%
Türkiye	+14%
Greece	+14%
Spain	+13%
Sweden	+12%
Norway	+10%
Tunisia	+9%
Netherlands	+6%
Brazil	+5%
Bulgaria	+5%
Belgium	+2%

Legend:
- Europe
- Asia Pacific
- Americas
- Africa
- Middle East
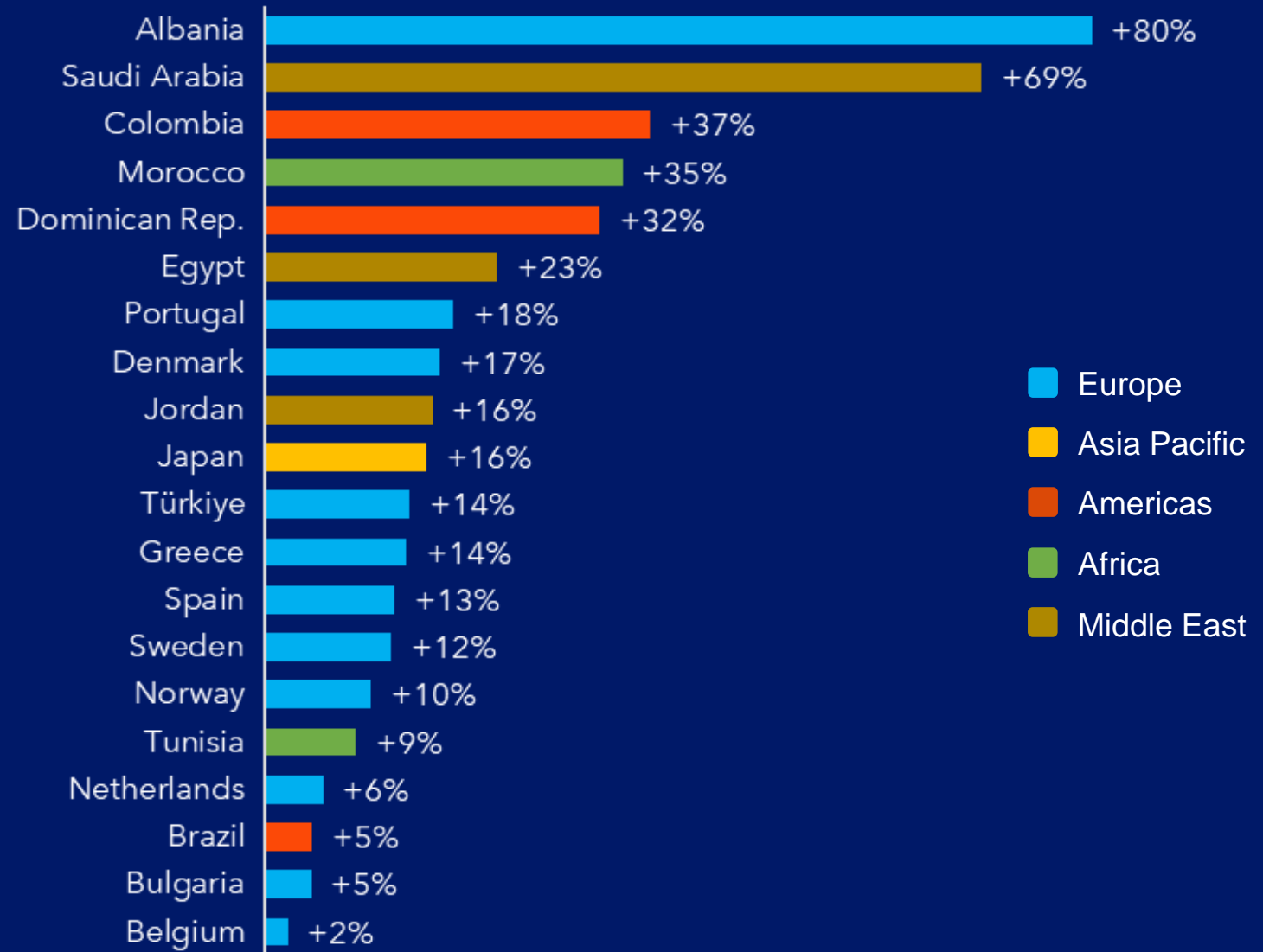
Best-performing destinations in Europe, 2024*
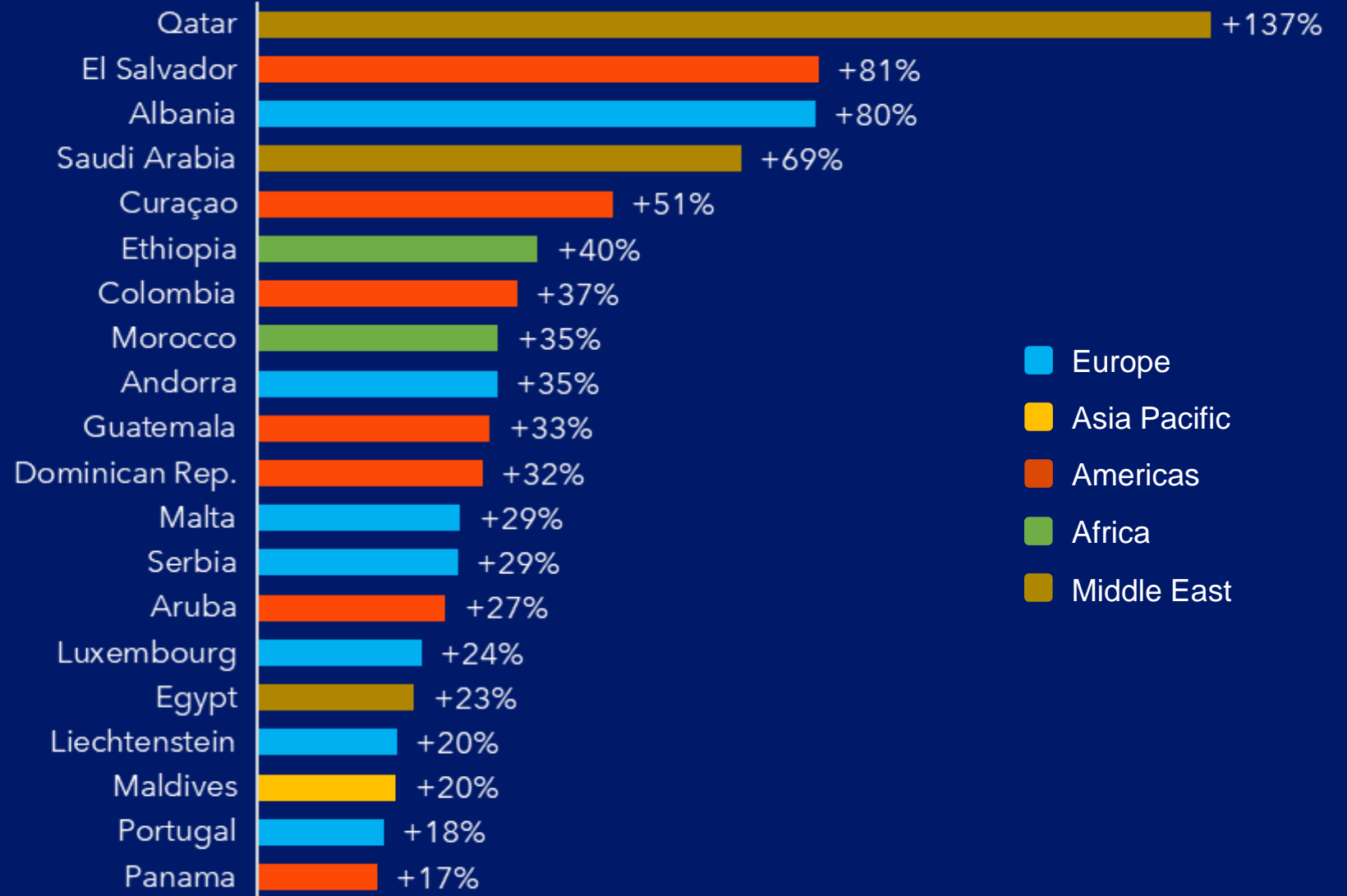
International tourist arrivals
% change over 2019

Source: UN Tourism

(Data as of January 2025)

* Based on destinations with available monthly data up to October 2024 at least.

Destination	% change
Albania	+80%
Andorra	+35%
Malta	+29%
Serbia	+29%
Luxembourg	+24%
Liechtenstein	+20%
Portugal	+18%
Denmark	+17%
Bosnia & Herzg.	+15%
Türkiye	+14%

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Best-performing destinations in Asia Pacific, 2024*
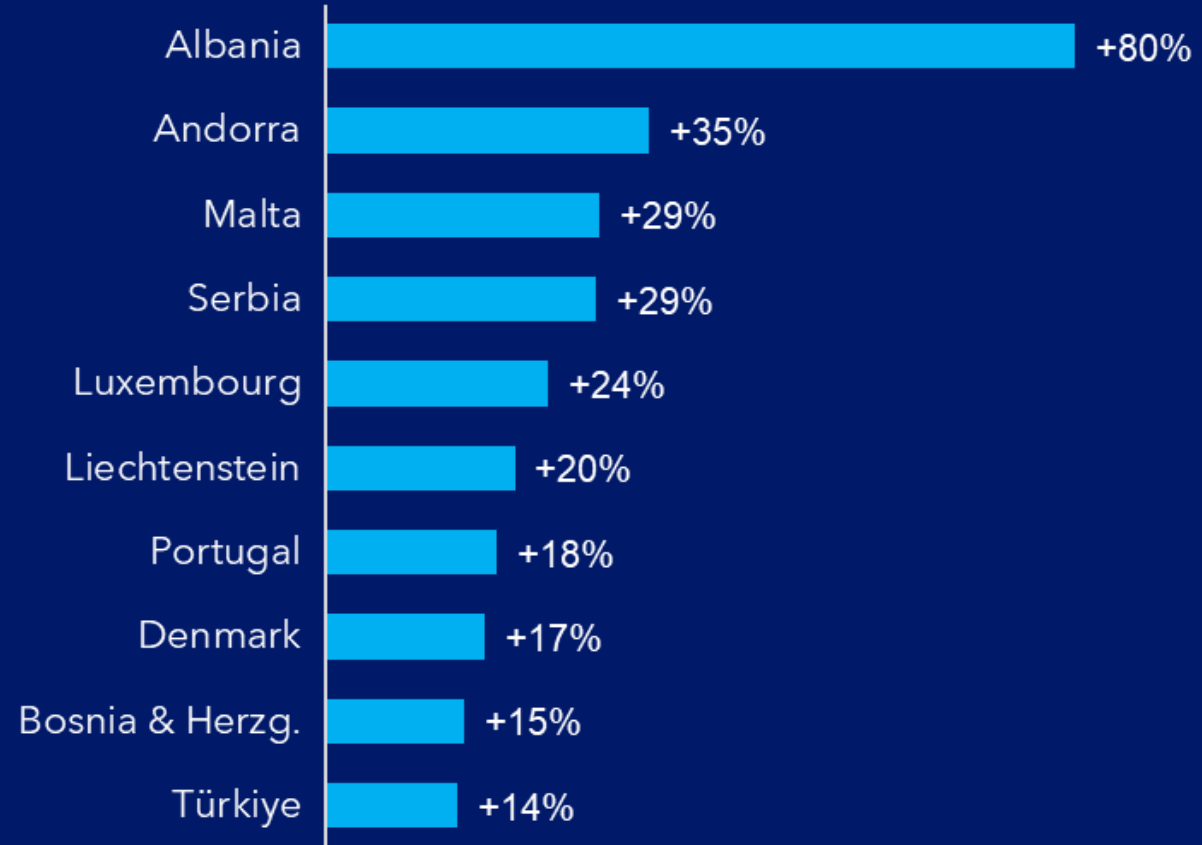
International tourist arrivals
% change over 2019

Source: UN Tourism

(Data as of January 2025)

* Based on destinations with available monthly data up to October 2024 at least.

Destination	% change
Maldives	+20%
Japan	+16%
French Polynesia	+11%
Fiji	+10%
Sri Lanka	+7%
Cook Islands	-0.3%
Samoa	-4%
Nepal	-4%
Korea (ROK)	-6%
Malaysia	-7%

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Best-performing destinations in the Americas, 2024*

International tourist arrivals
% change over 2019

Source: UN Tourism
(Data as of January 2025)
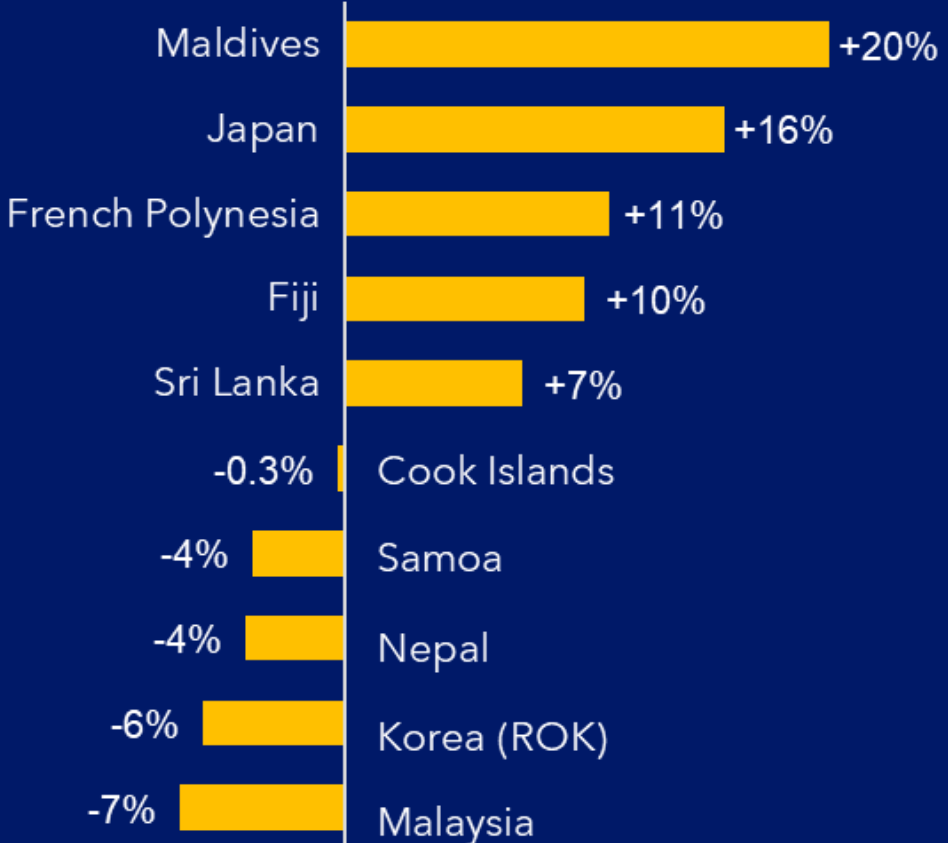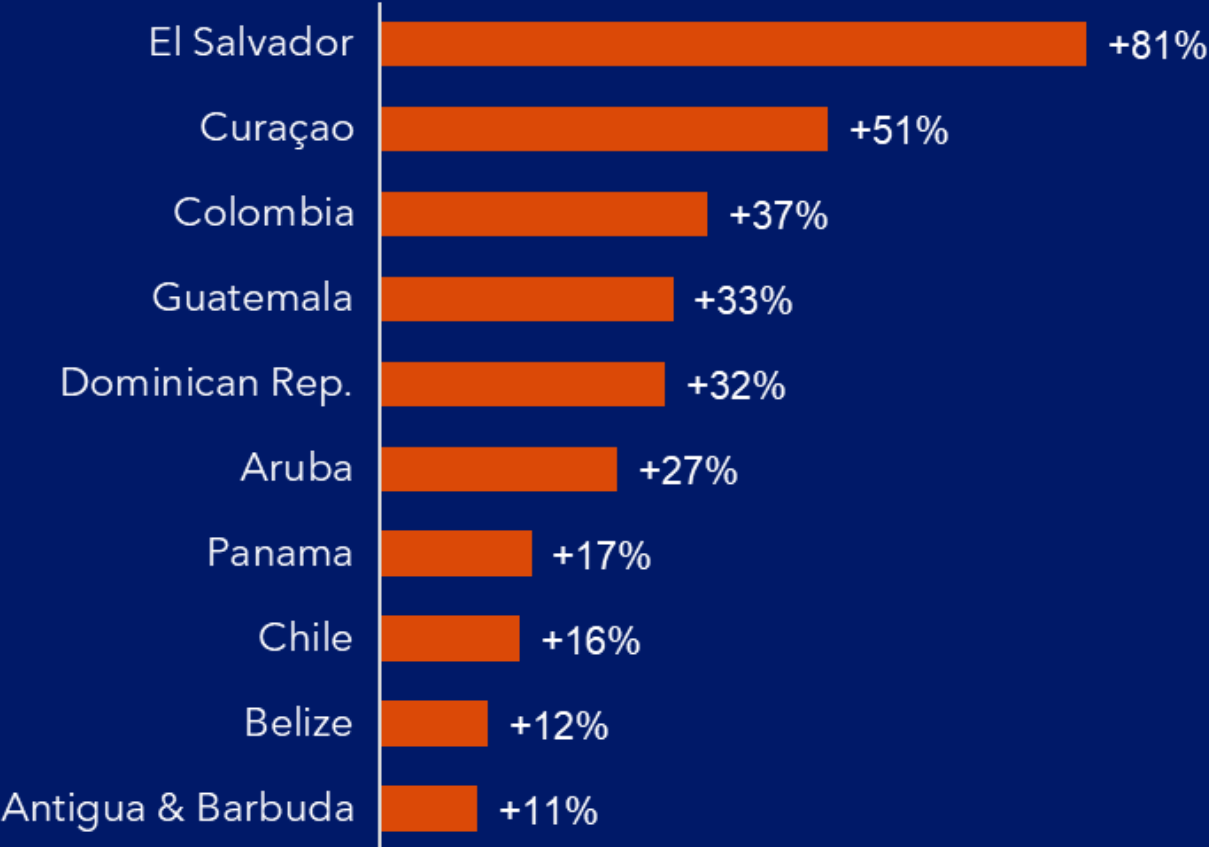* Based on destinations with available monthly data up to October 2024 at least.

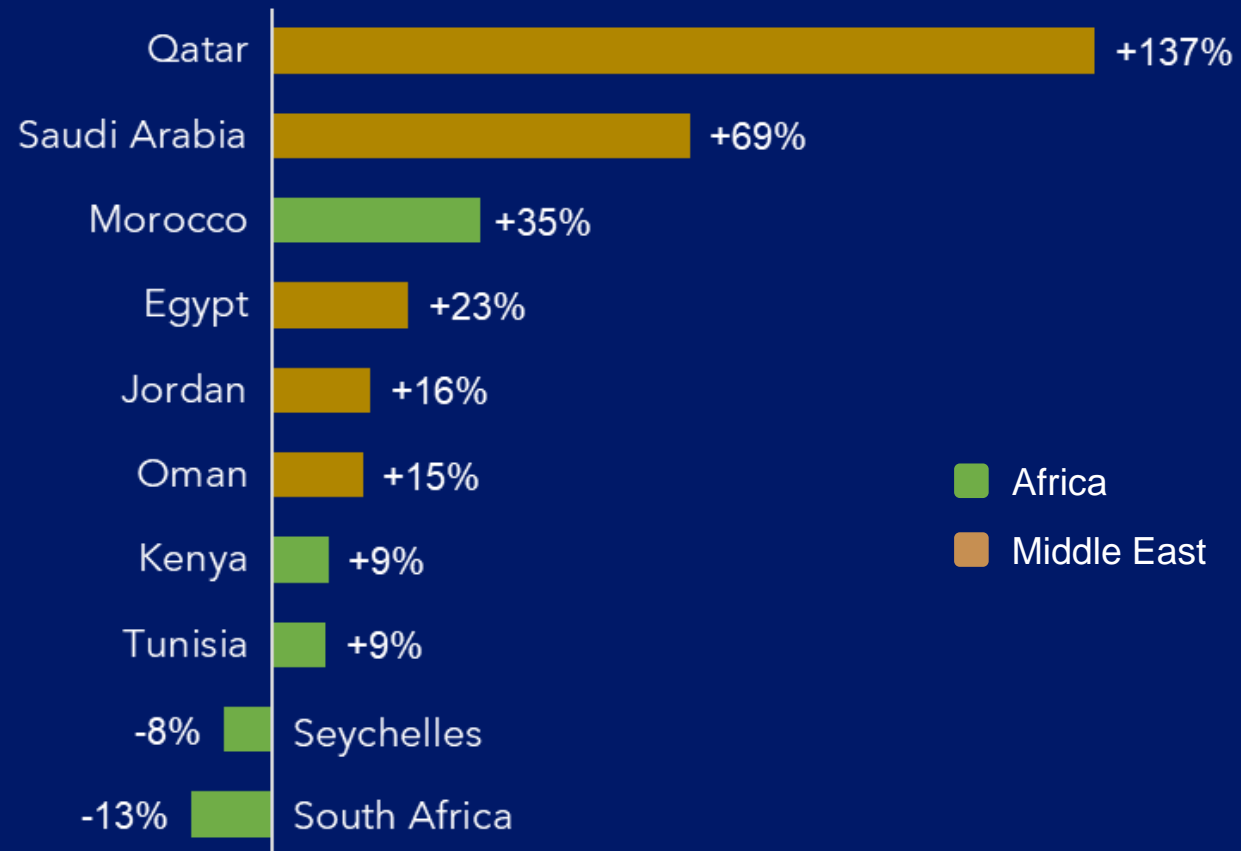| Destination	% change over 2019
El Salvador	+81%
Curaçao	+51%
Colombia	+37%
Guatemala	+33%
Dominican Rep.	+32%
Aruba	+27%
Panama	+17%
Chile	+16%
Belize	+12%
Antigua & Barbuda	+11%

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Best-performing destinations in Africa & Middle East in 2024*

International tourist arrivals
% change over 2019

Source: UN Tourism
(Data as of January 2025)

* Based on destinations with available monthly data up to October 2024 at least.

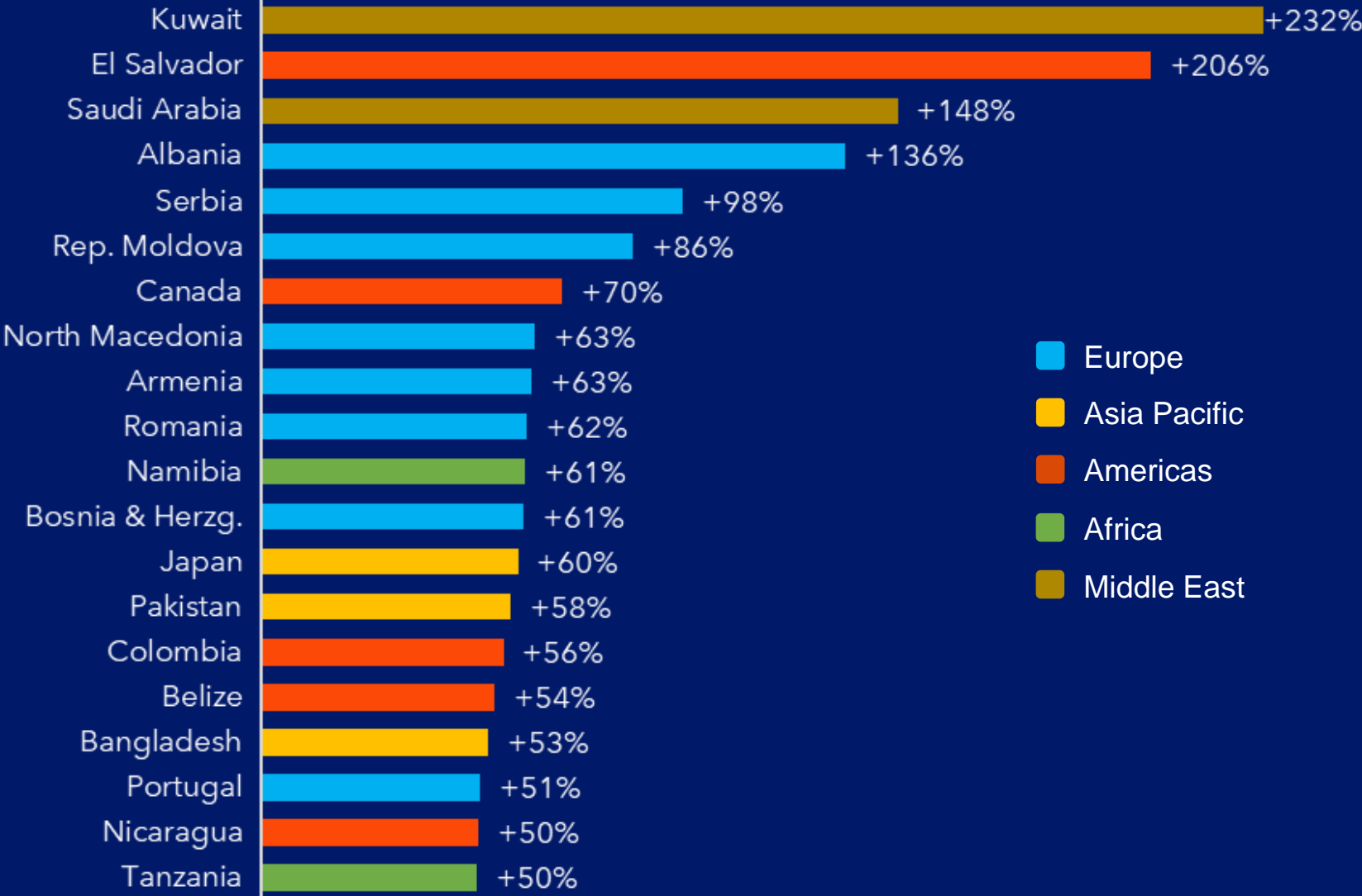| Destination	% change
Qatar	+137%
Saudi Arabia	+69%
Morocco	+35%
Egypt	+23%
Jordan	+16%
Oman	+15%
Kenya	+9%
Tunisia	+9%
Seychelles	-8%
South Africa	-13%

■ Africa
■ Middle East

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Best-performing destinations in terms of receipts, 2024*

International tourism receipts
% change over 2019[1]

Source: UN Tourism
(Data as of January 2025)

* Based on destinations with available data for months up to September 2024 at least.

[1] In local currencies if so reported by the destination, otherwise in US dollars.

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Destination	% change
Kuwait	+232%
El Salvador	+206%
Saudi Arabia	+148%
Albania	+136%
Serbia	+98%
Rep. Moldova	+86%
Canada	+70%
North Macedonia	+63%
Armenia	+63%
Romania	+62%
Namibia	+61%
Bosnia & Herzg.	+61%
Japan	+60%
Pakistan	+58%
Colombia	+56%
Belize	+54%
Bangladesh	+53%
Portugal	+51%
Nicaragua	+50%
Tanzania	+50%

Legend:
- Europe
- Asia Pacific
- Americas
- Africa
- Middle East

Large* best-performing destinations in terms of receipts, 2024

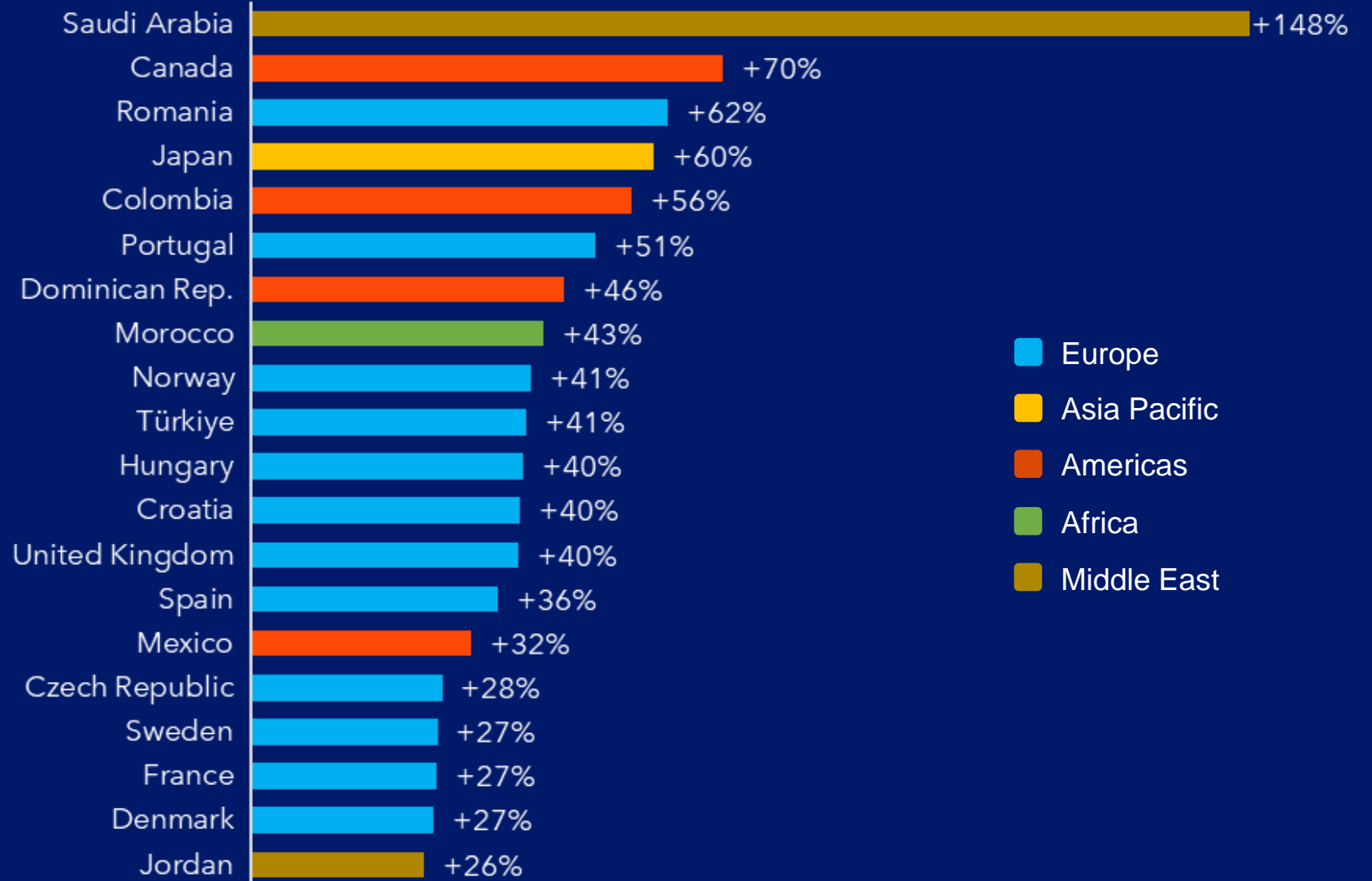International tourism receipts
% change over 2019[1]

Source: UN Tourism
(Data as of January 2025)

* Based on destinations earning USD 5 billion or more in receipts in 2019 or 2023 and reporting monthly data up to September 2024 at least.
[1] In local currencies if so reported by the destination, otherwise in US dollars.

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Destination	% change
Saudi Arabia	+148%
Canada	+70%
Romania	+62%
Japan	+60%
Colombia	+56%
Portugal	+51%
Dominican Rep.	+46%
Morocco	+43%
Norway	+41%
Türkiye	+41%
Hungary	+40%
Croatia	+40%
United Kingdom	+40%
Spain	+36%
Mexico	+32%
Czech Republic	+28%
Sweden	+27%
France	+27%
Denmark	+27%
Jordan	+26%

Legend:
- Europe
- Asia Pacific
- Americas
- Africa
- Middle East

Best-performing markets by outbound spending 2024*

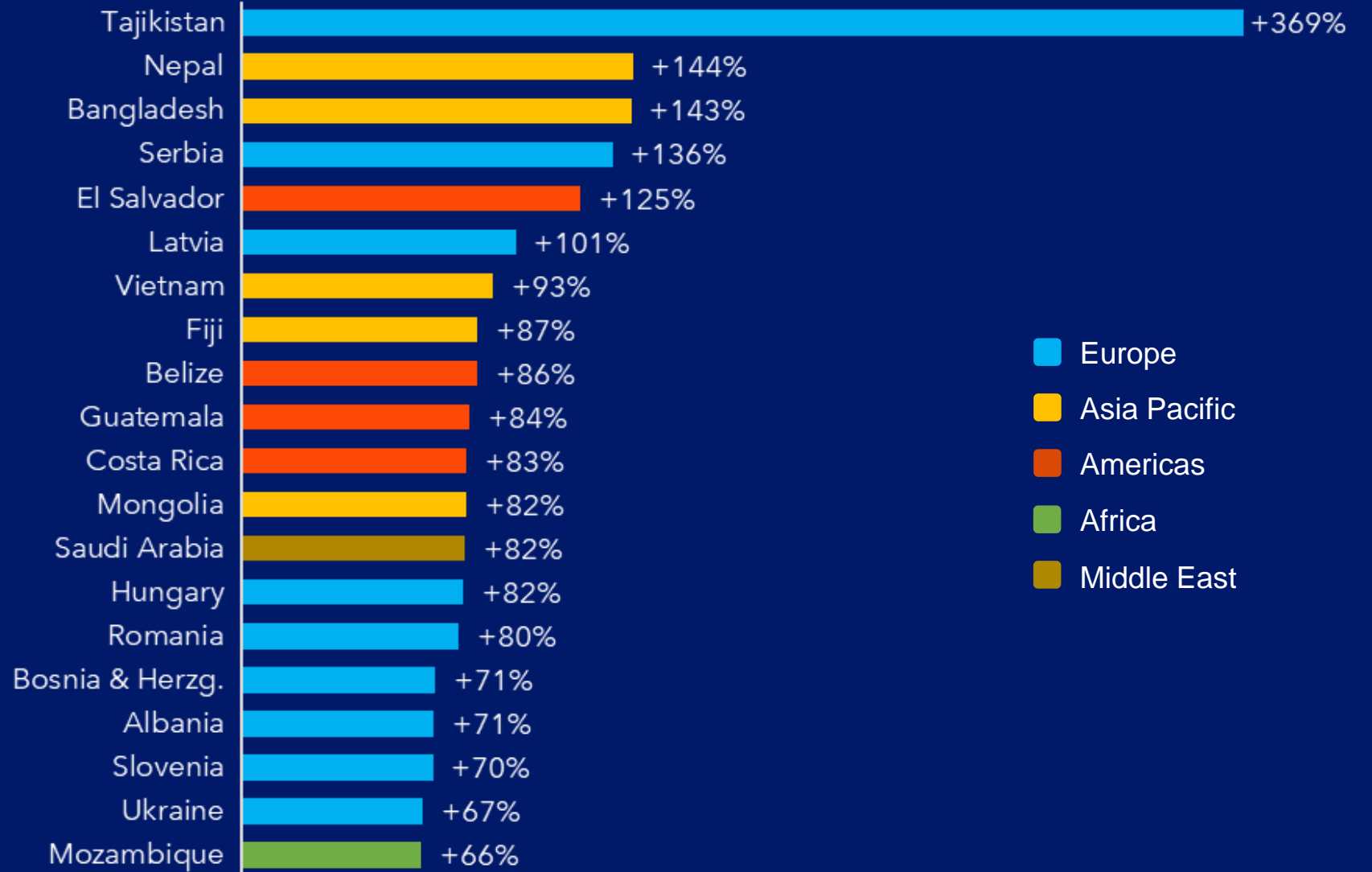International tourism expenditure % change over 2019[1]

Source: UN Tourism
(Data as of January 2025)

* Based on destinations reporting monthly data up to September 2024 at least.

[1] In local currencies if so reported by the destination, otherwise in US dollars.

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Country	%
Tajikistan	+369%
Nepal	+144%
Bangladesh	+143%
Serbia	+136%
El Salvador	+125%
Latvia	+101%
Vietnam	+93%
Fiji	+87%
Belize	+86%
Guatemala	+84%
Costa Rica	+83%
Mongolia	+82%
Saudi Arabia	+82%
Hungary	+82%
Romania	+80%
Bosnia & Herzg.	+71%
Albania	+71%
Slovenia	+70%
Ukraine	+67%
Mozambique	+66%

Legend:
- Europe
- Asia Pacific
- Americas
- Africa
- Middle East

Large* best-performing markets by spending 2024

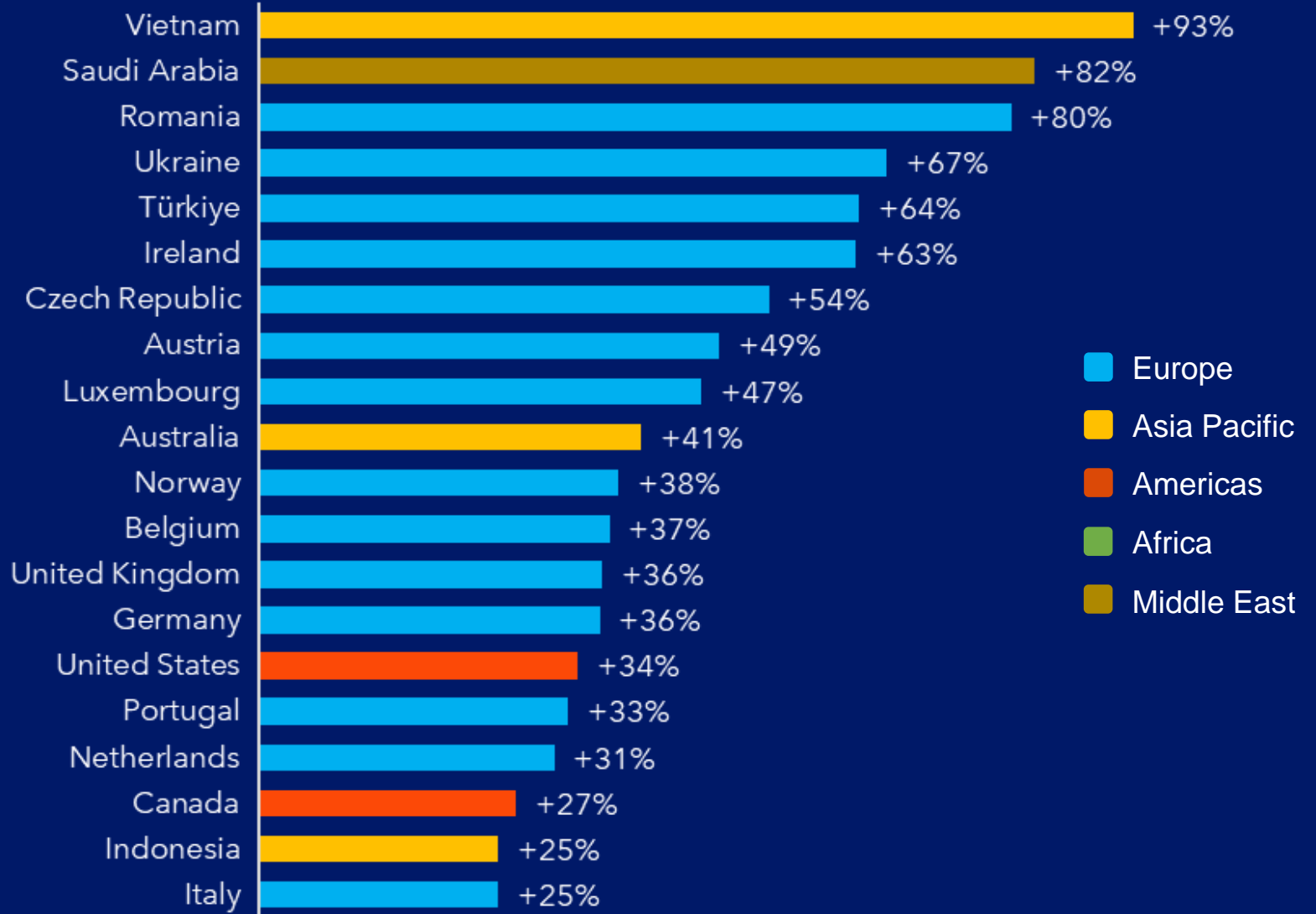International tourism expenditure % change over 2019[1]

Source: UN Tourism
(Data as of January 2025)

* Based on markets spending USD 5 billion or more on outbound travel in 2019 or 2023 and reporting monthly at least up to September 2024.

[1] In local currencies if so reported by the destination, otherwise in US dollars.

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| Country	% change
Vietnam	+93%
Saudi Arabia	+82%
Romania	+80%
Ukraine	+67%
Türkiye	+64%
Ireland	+63%
Czech Republic	+54%
Austria	+49%
Luxembourg	+47%
Australia	+41%
Norway	+38%
Belgium	+37%
United Kingdom	+36%
Germany	+36%
United States	+34%
Portugal	+33%
Netherlands	+31%
Canada	+27%
Indonesia	+25%
Italy	+25%

Legend:
- Europe
- Asia Pacific
- Americas
- Africa
- Middle East

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What are your prospects for your destination in 2025?
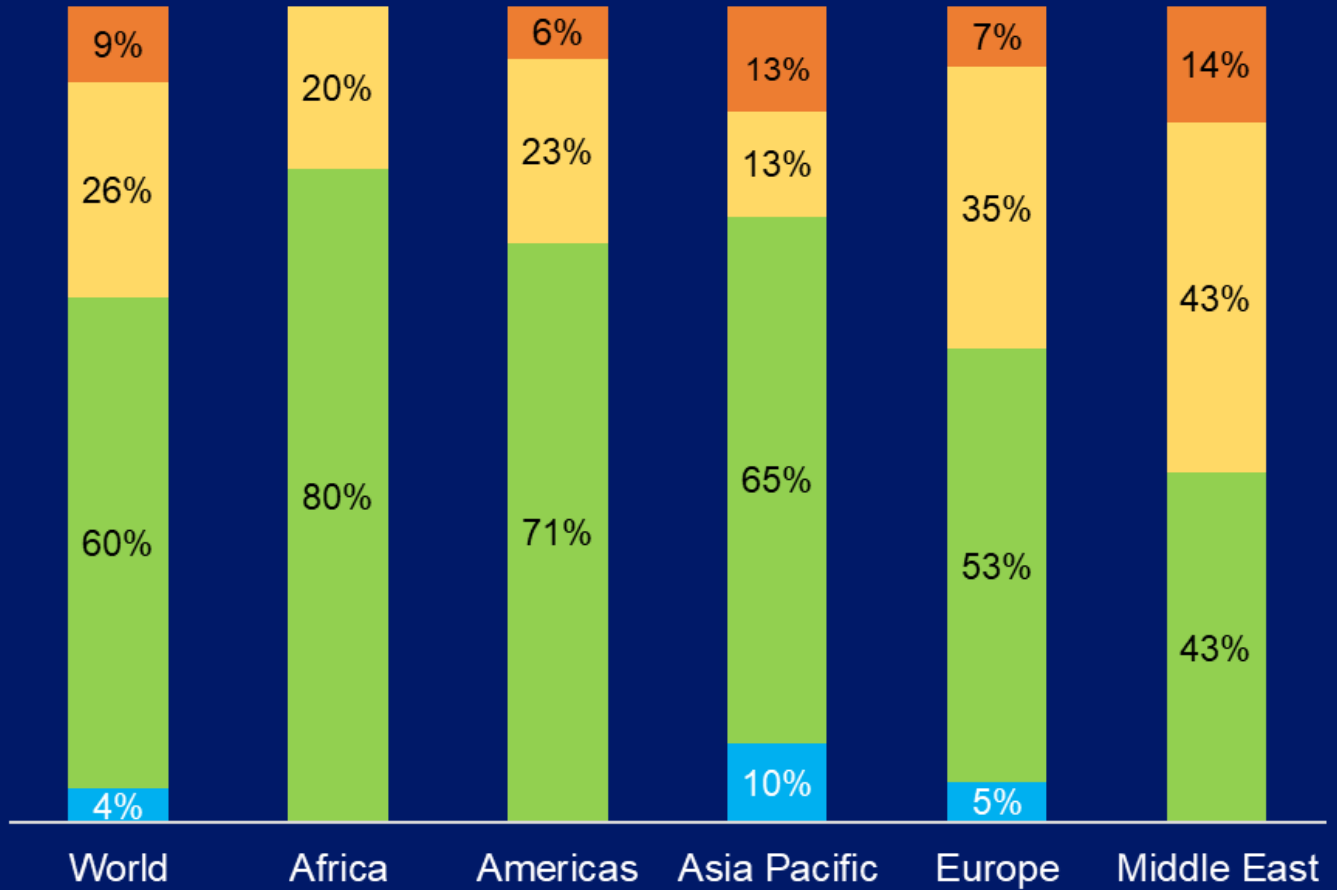
Source: UN Tourism Panel of Experts Survey (January 2025)
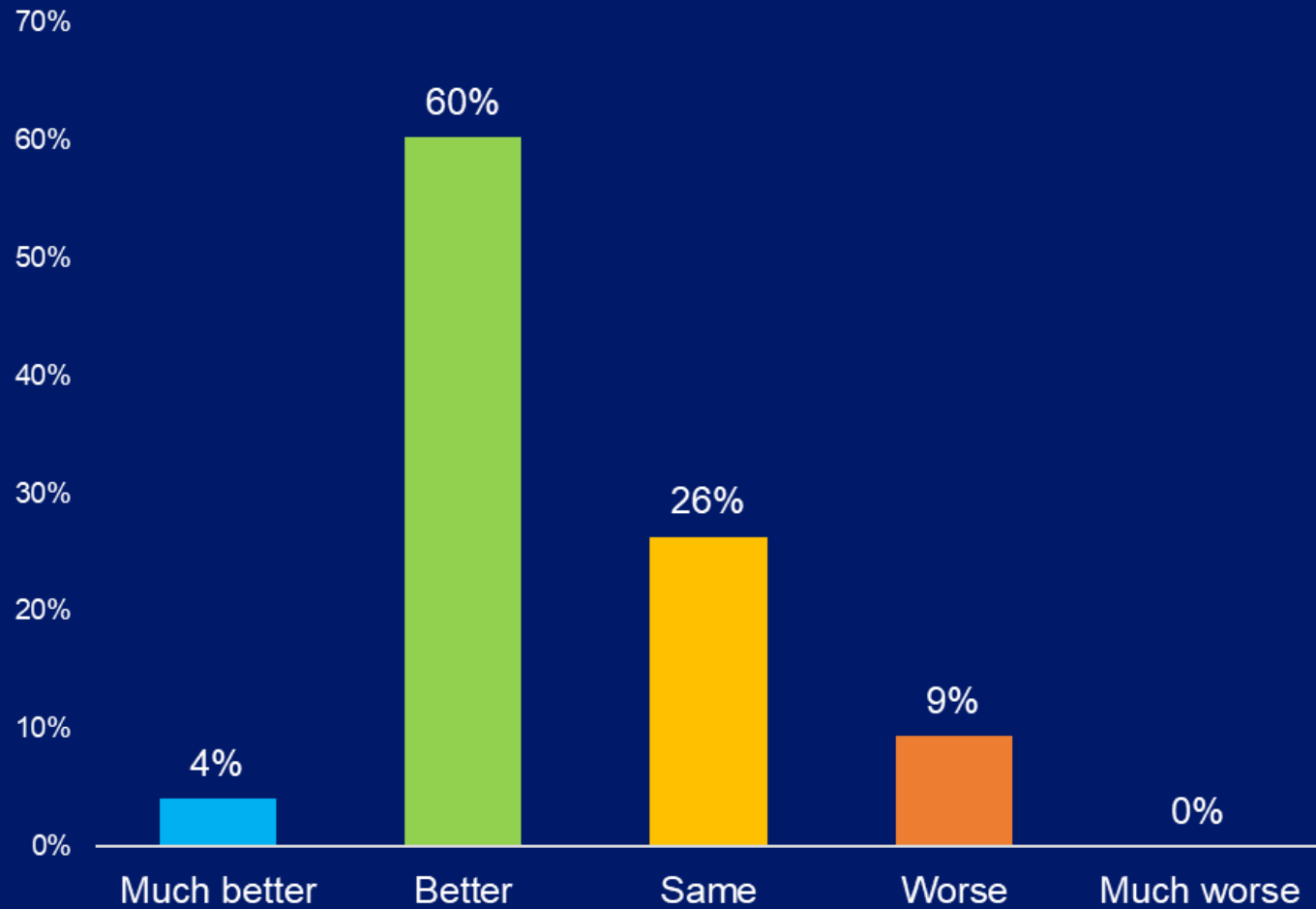
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What are your prospects for your destination in 2025?

Legend:
- 🟥 Much worse
- 🟧 Worse
- 🟨 Same
- 🟩 Better
- 🟦 Much better

Source: UN Tourism Panel of Experts Survey (January 2025)

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Region	Worse	Same	Better	Much better
World	9%	26%	60%	4%
Africa	—	20%	80%	—
Americas	6%	23%	71%	—
Asia Pacific	13%	13%	65%	10%
Europe	7%	35%	53%	5%
Middle East	14%	43%	43%	—
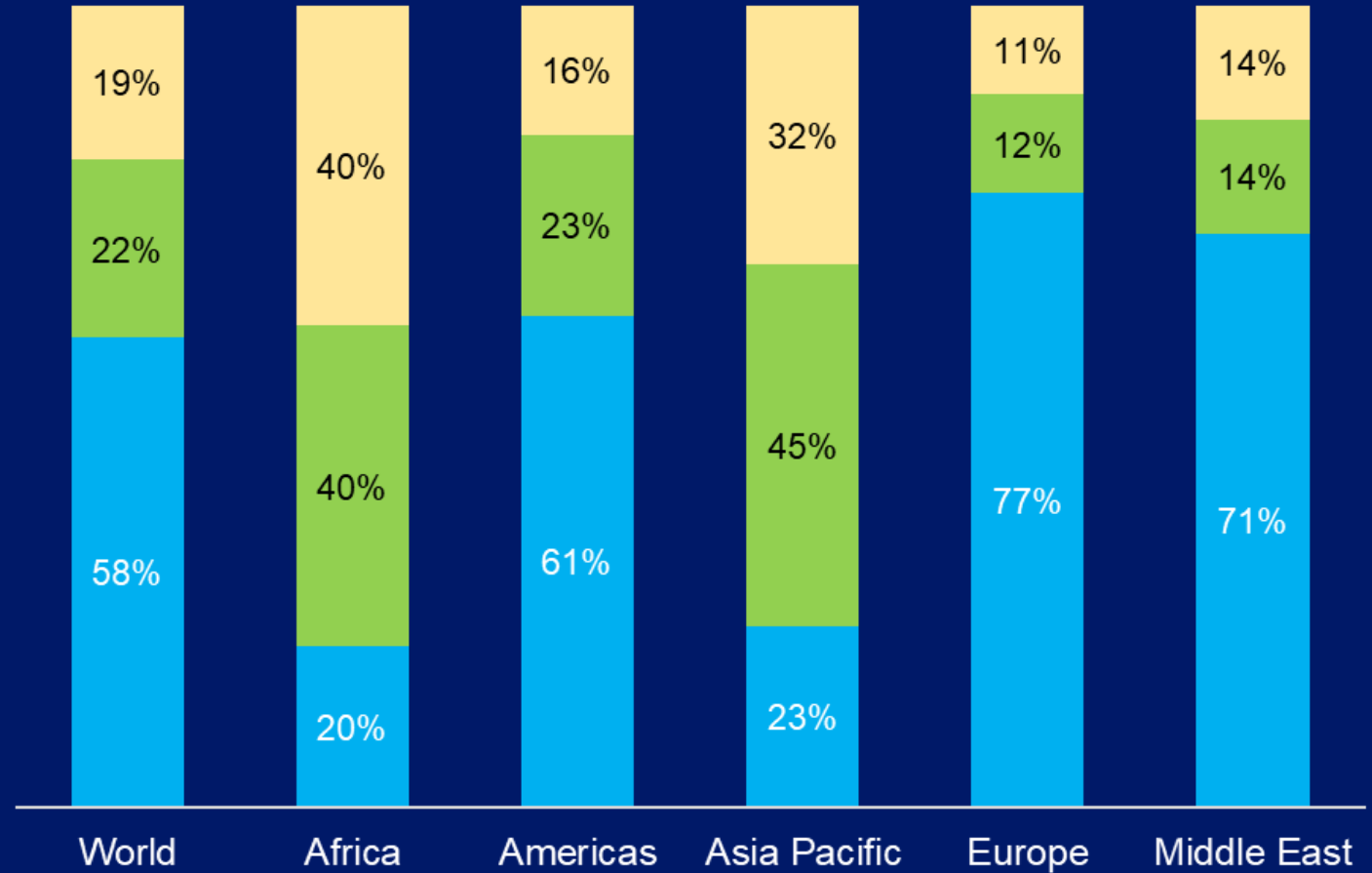
What levels of international tourist arrivals do you expect in your destination in 2025 (versus 2024)?

Source: UN Tourism Panel of Experts Survey (January 2025)
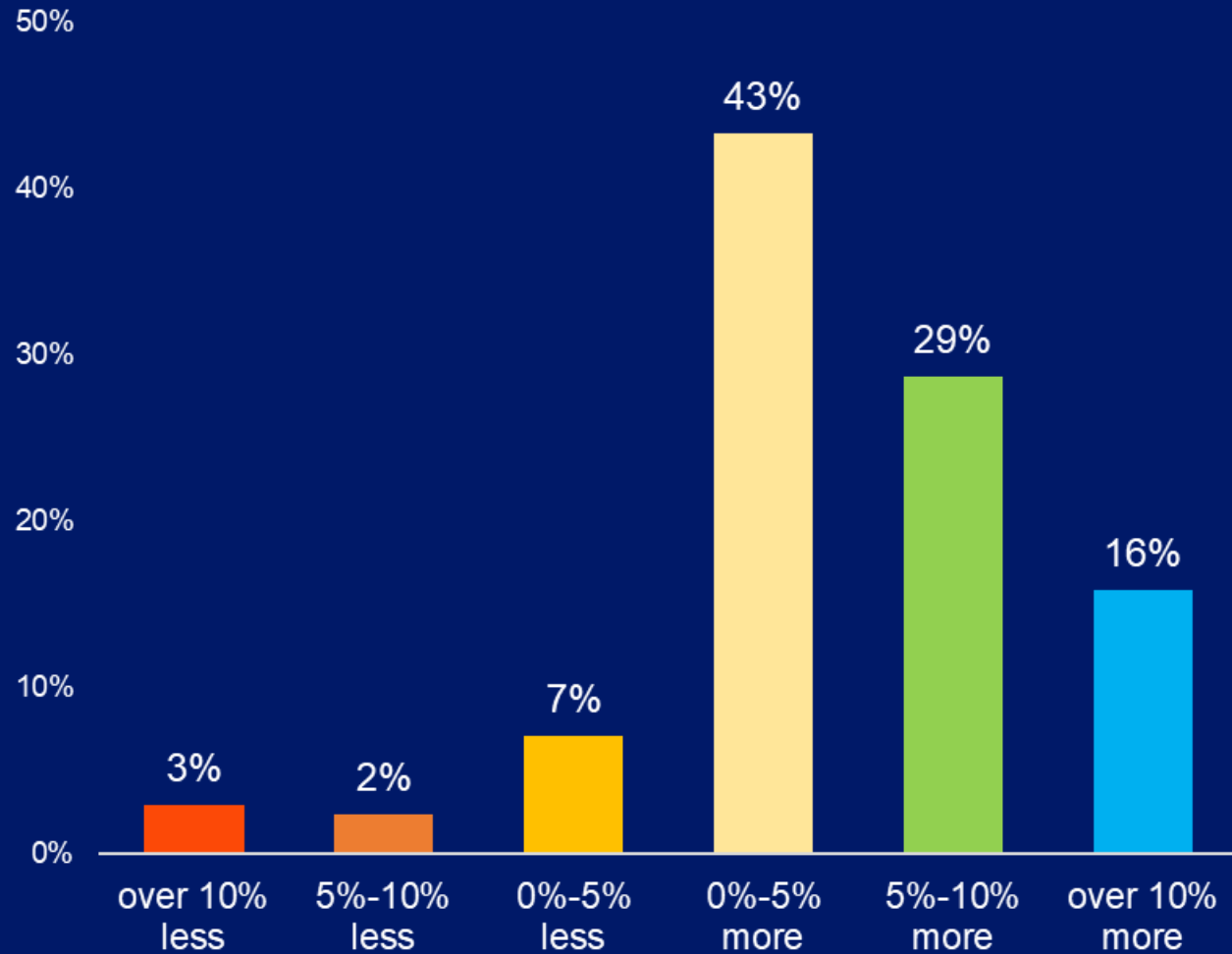
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What are the main challenges that international tourism will face in 2025?

Source: UN Tourism Panel of Experts Survey (January 2025)

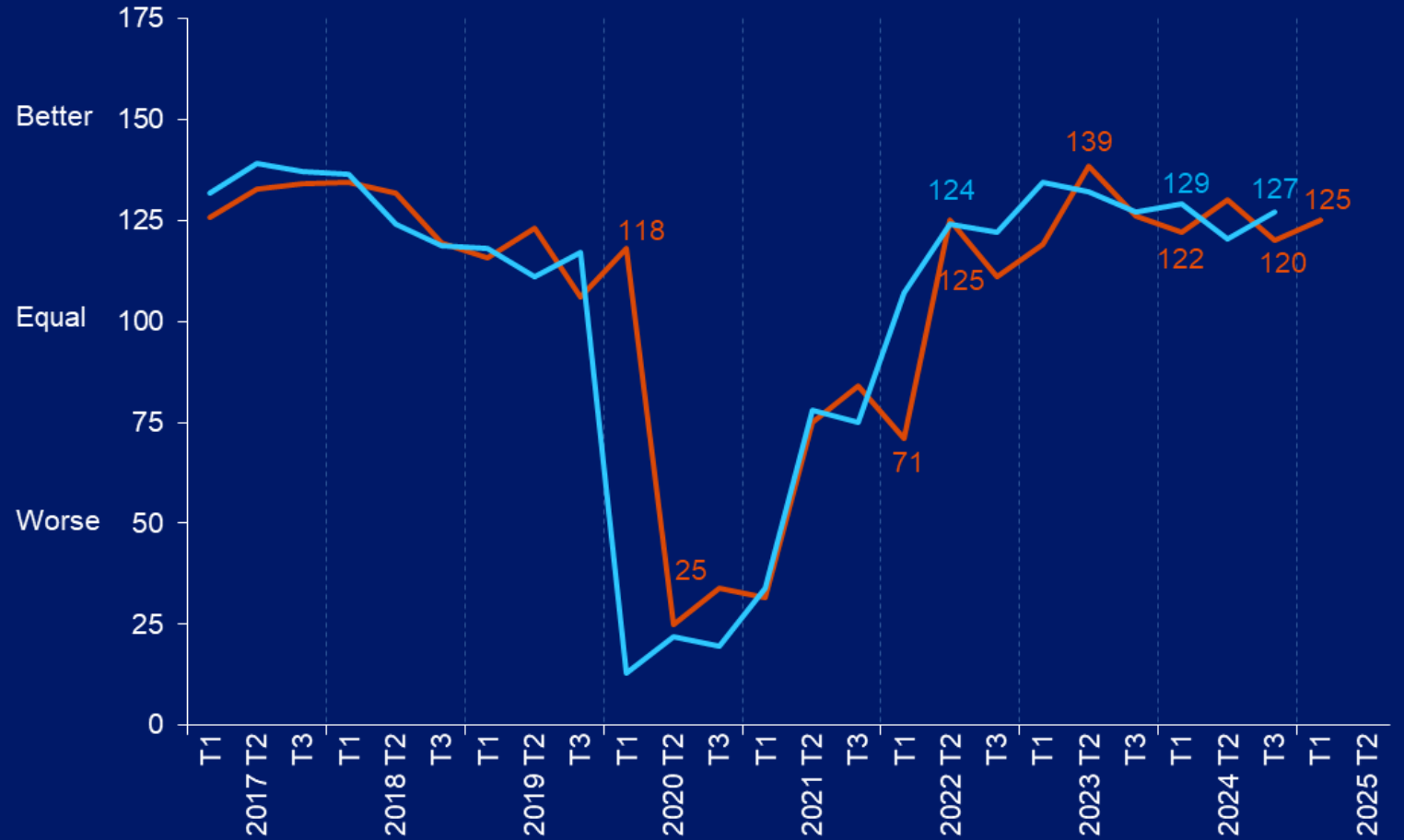| Factor	Percentage
High transport and accommodation costs	58%
Other economic factors	51%
Other geopolitical risks	31%
Extreme weather events	28%
Staff shortages	22%
Low consumer confidence	20%
Travel requirements	19%
Visitor congestion issues in destinations	17%
Airport congestion, flight delays, cancellations	12%
The Russian offensive on Ukraine	10%
The Hamas/Israel conflict	10%

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UN Tourism Confidence Index

━━━ Evaluation of past 4 months

━━━ Prospects for next 4 months

Source: UN Tourism Panel of Experts Survey (January 2025)

Note: The Confidence Index reflects perceived performance (evaluation) and expectations (prospects) for the tourism sector every four months.

T1: January to April
T2: May to August
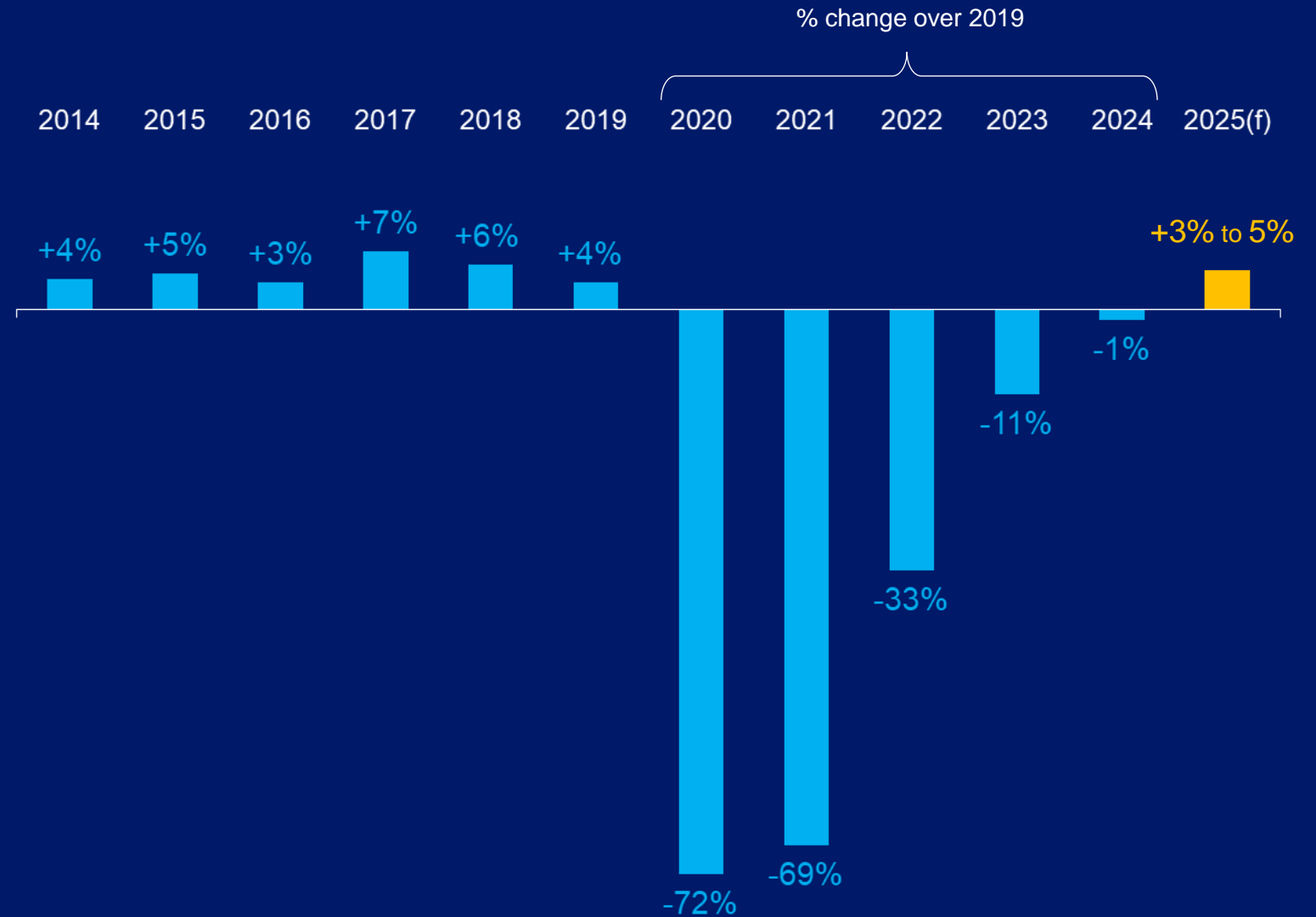T3: September to December

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International tourist arrivals

% Change (year-on-year)

Source: UN Tourism
(Data as of January 2025)
(f) Forecast

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% change over 2019

2014 2015 2016 2017 2018 2019 2020 2021 2022 2023 2024 2025(f)

+4% +5% +3% +7% +6% +4% -72% -69% -33% -11% -1% +3% to 5%

This report is the PowerPoint version of the World Tourism Barometer, a publication by the Market Intelligence, Policies and Competitiveness Department of the World Tourism Organization (UN Tourism) that monitors international tourism trends to provide global tourism stakeholders with the latest data and analysis of inbound and outbound travel, confidence levels, short-term prospects and other tourism indicators.

Data was compiled from the Tourism Market Intelligence Database and the Tourism Statistics Database based on official national and international sources. See full report and other resources below:

- World Tourism Barometer (e-Library)
- Tourism Data Dashboard
- Press article

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