World Tourism Barometer

(PPT version)

UN Tourism

Volume 22 · Issue 4 · November 2024

Market Intelligence, Policies and Competitiveness Department

Revised 20 December 2024

Contents

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Key findings

World Tourism Barometer
November 2024

International tourist arrivals, January-September 2024

- International tourism reached 98% of 2019 levels in the first nine months of the year, following a strong Northern Hemisphere summer season.

- 1.1 billion tourists travelled internationally between January and September 2024, about 11% more than in the same period of 2023, though 2% less than in 2019.

- Results were driven by strong post-pandemic demand in Europe and other large markets around the world, and the recovery of Asia and the Pacific.

- Four years after the start of the COVID-19 pandemic, international tourism is expected to reach 2019 levels by the end of 2024, despite economic and geopolitical challenges.

- The Middle East remained the strongest-growing region this period, with arrivals climbing 29% above 2019 levels. Africa welcomed 6% more tourists than before the pandemic.

- Arrivals in Europe, the world's largest destination region, exceeded 2019 levels by 1%.

- The Americas recovered 97% of its pre-pandemic arrivals (-3% over 2019) and Asia and the Pacific 85% (-15% over 2019).

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International tourist arrivals

Millions

Source: UN Tourism
(Data as of November 2024)

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

908

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

406

1465

89% recovery vs 2019

1306
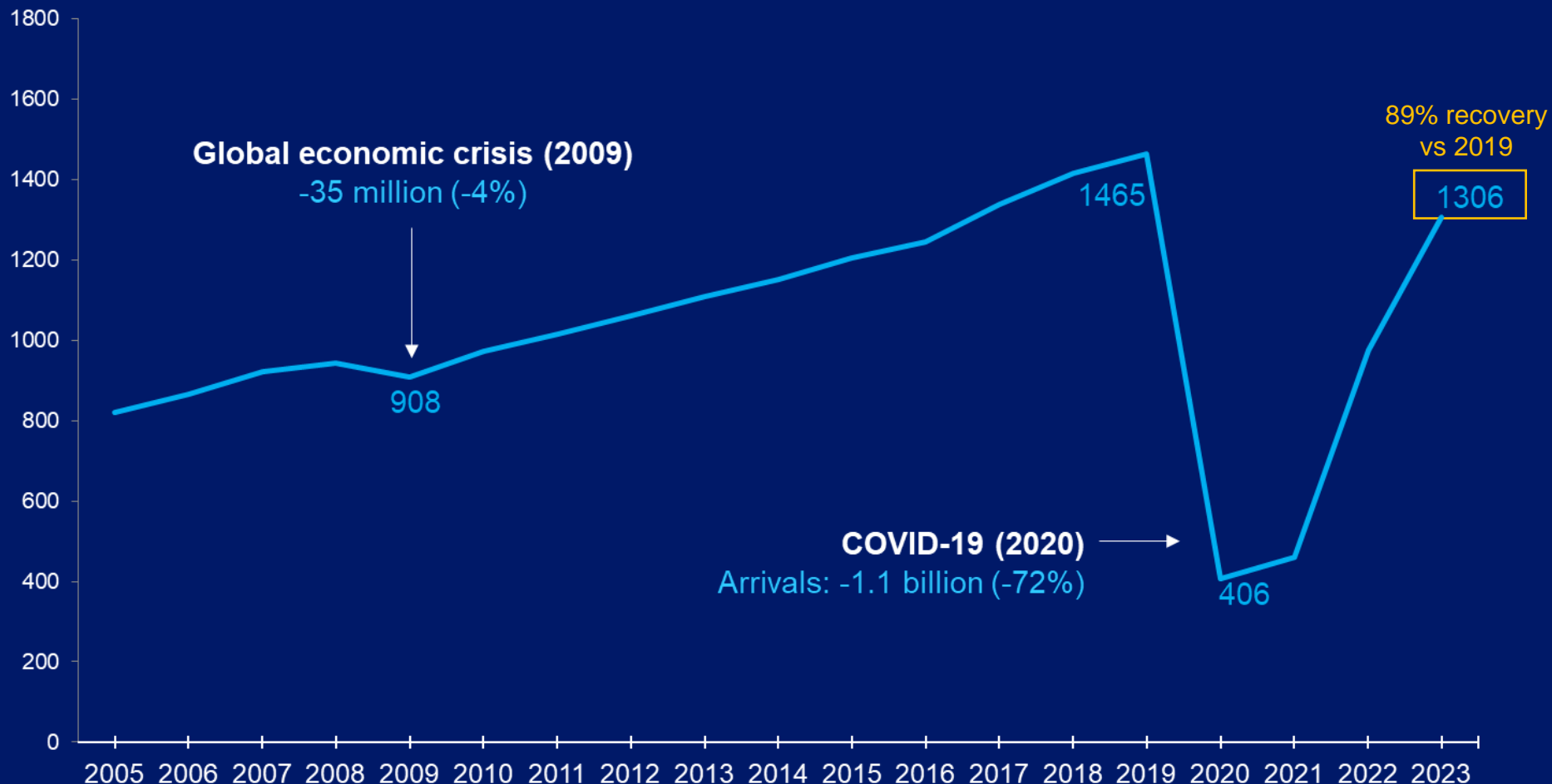
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Recovery of international tourist arrivals

Percentage of 2019 levels
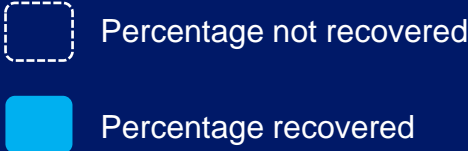
Percentage not recovered
Percentage recovered

Source: UN Tourism
(Data as of November 2024)
* 2024 data are provisional

	2019	2020	2021	2022	2023	Jan-Sep 2024*
Not recovered		72%	69%	33%	11%	2%
Recovered	100%	28%	31%	67%	89%	98%
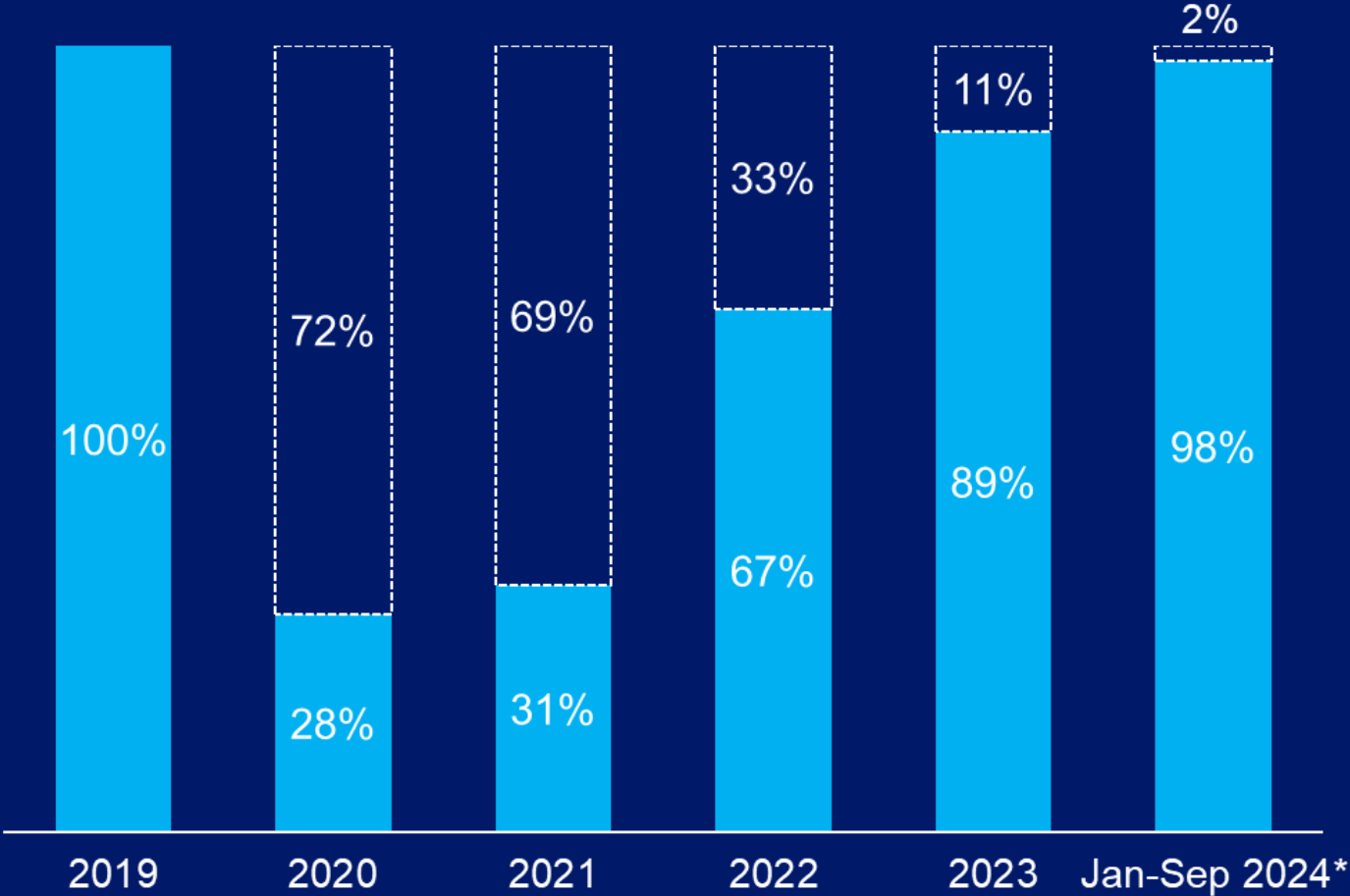
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Recovery of international tourist arrivals, by region
Jan-Sep 2024

Percentage of 2019 levels

Percentage not recovered

Percentage recovered

Source: UN Tourism
(Data as of November 2024)

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Middle East	Africa	Europe	Americas	World	Asia Pacific
129%	106%	101%	97% (3%)	98% (2%)	85% (15%)

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International tourist arrivals

% change from 2019

Source: UN Tourism
(Data as of November 2024)
* 2024 data are provisional.

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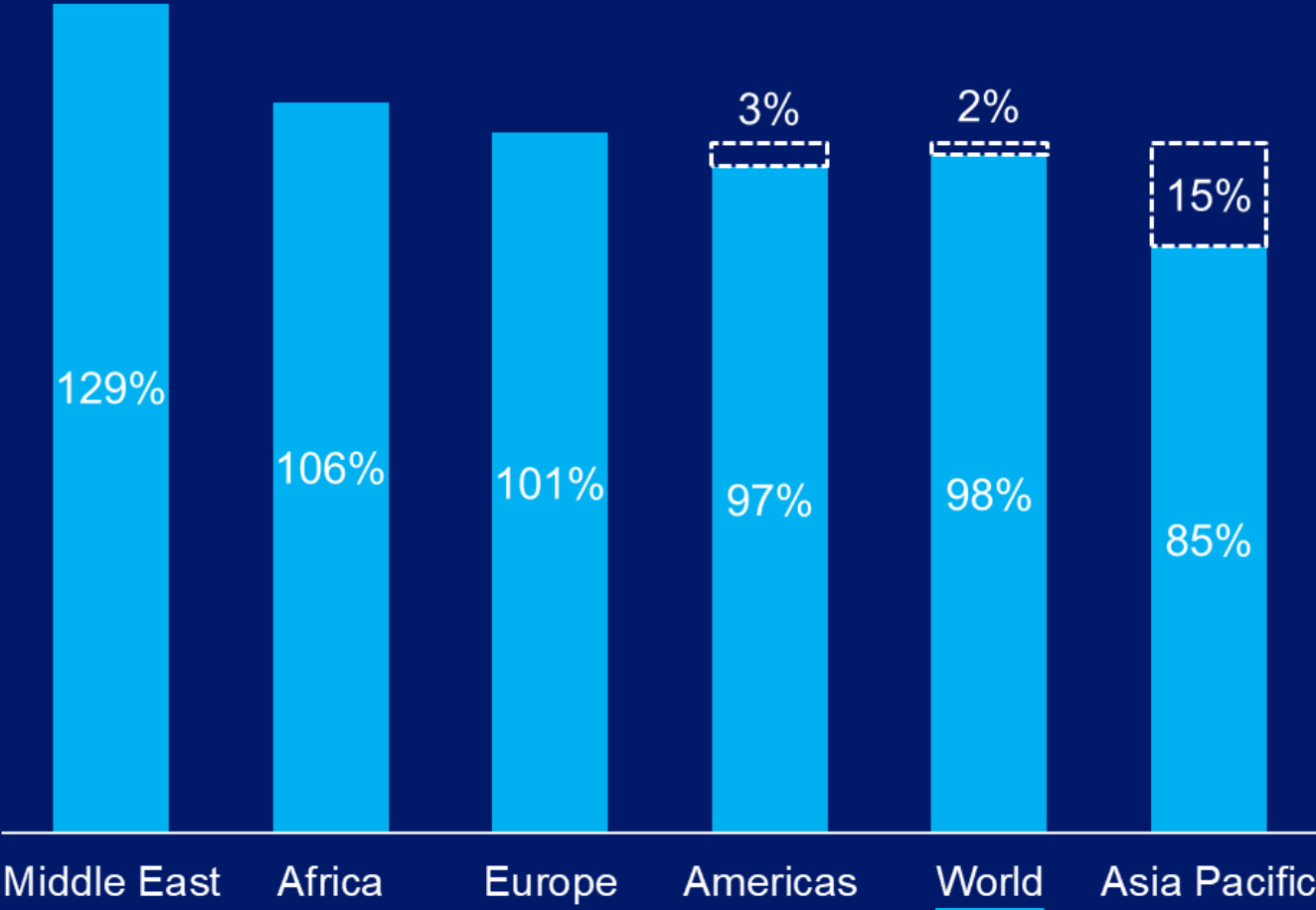
2020	2021	2022	2023	2024*
-72%	**-69%**	**-33%**	**-11%**	**-2%**
2020 vs. 2019	2021 vs. 2019	2022 vs. 2019	2023 vs. 2019	Jan-Sep 2024 vs. 2019
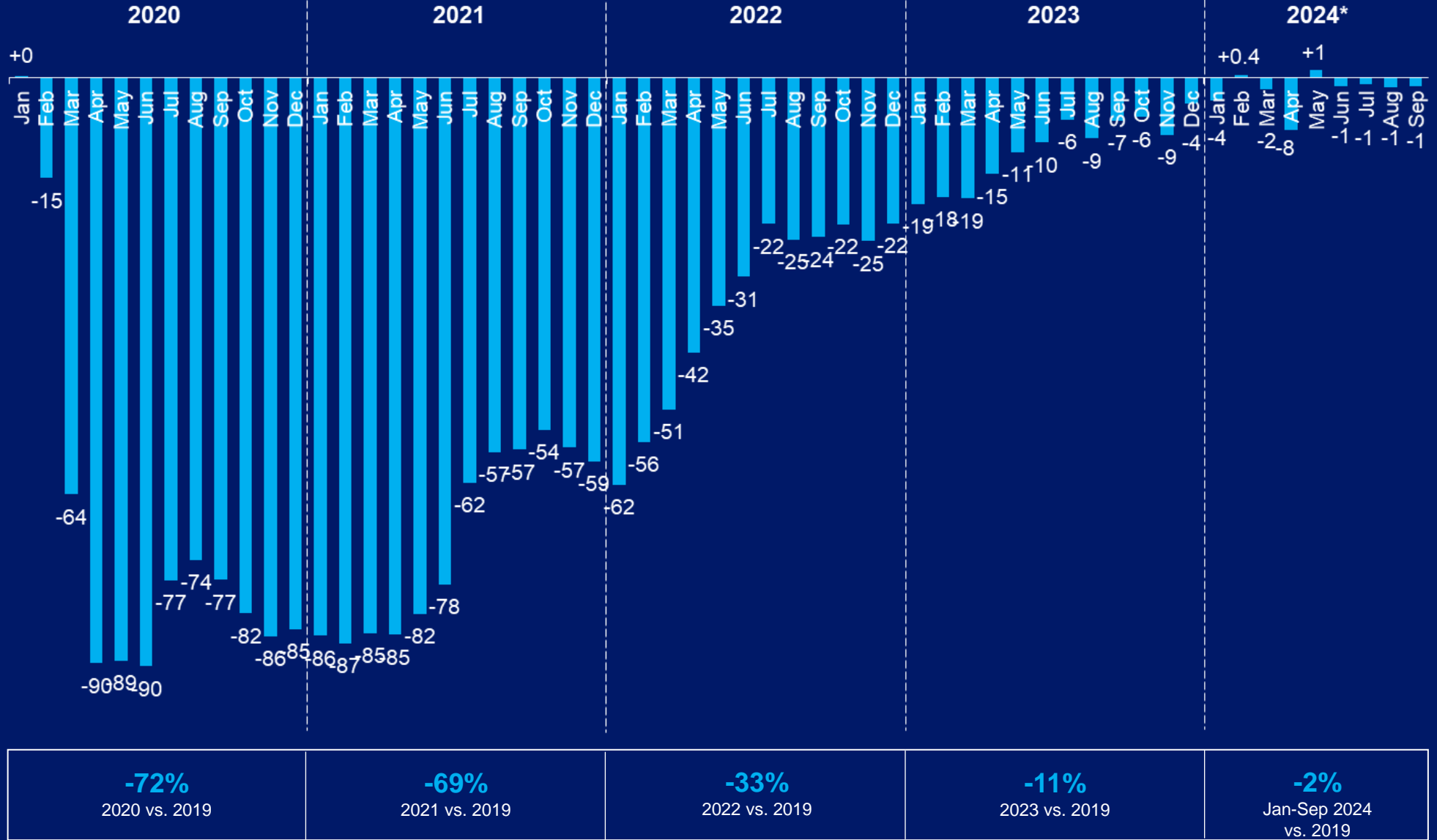
International tourist arrivals (world)

millions

Legend:
- 2019
- 2020
- 2021
- 2022
- 2023
- 2024*

Source: UN Tourism (November 2024)
* Provisional data

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International tourist arrivals by region

% change from 2019

World

2022: -33%
2023: -11%
Jan-Sep 2024: -2%

Source: UN Tourism
(Data as of November 2024)

Americas

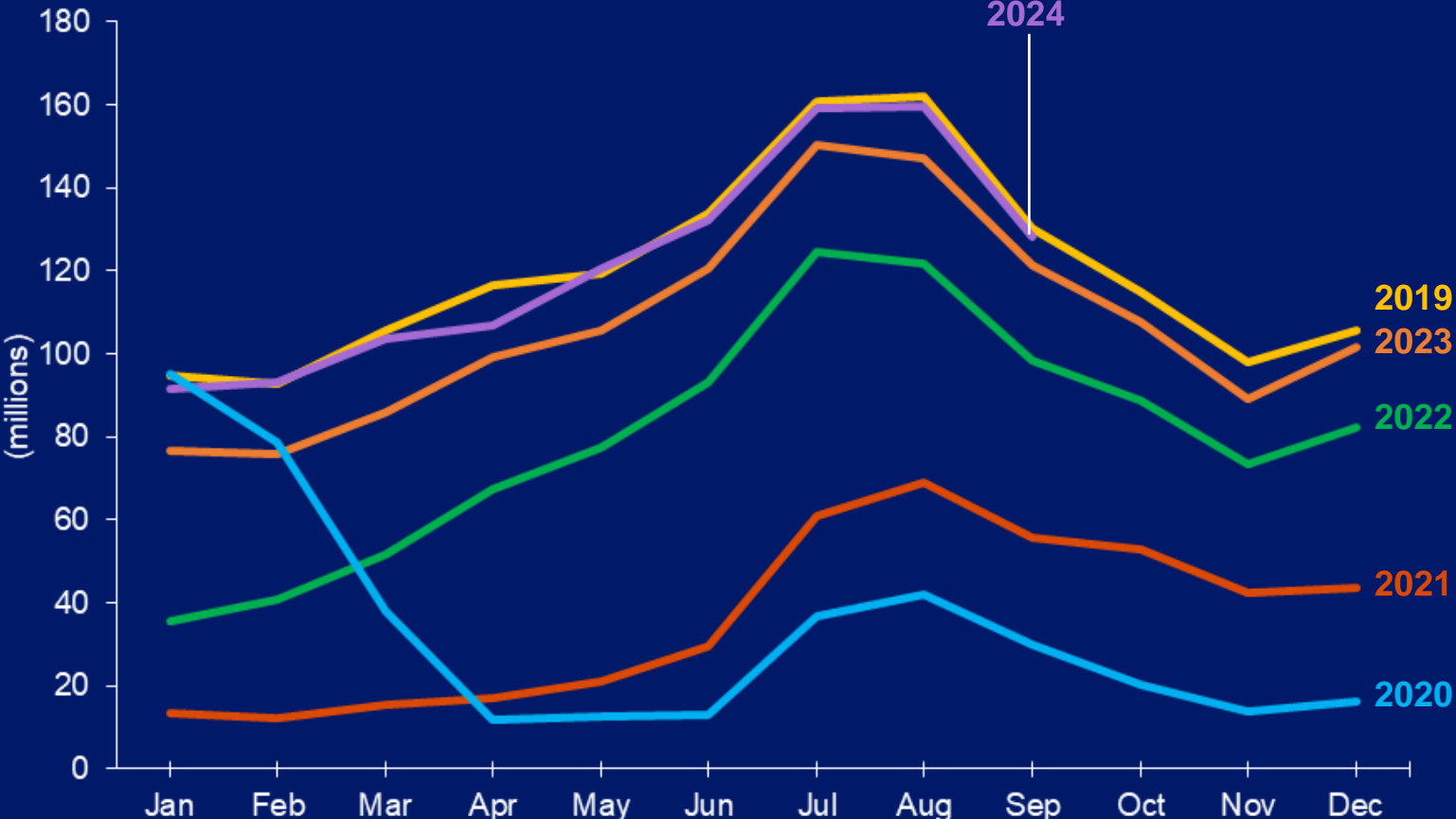2022: -28%
2023: -9%
Jan-Sep 2024: -3%

	Europe	Africa	Middle East	Asia Pacific
2022:	-18%	-32%	-5%	-74%
2023:	-5%	-4%	+31%	-34%
Jan-Sep 2024:	+1%	+6%	+29%	-15%

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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 November 2024)
[1] Change in local currencies at constant prices.

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

908
907

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

1490
1465
561
406
98% recovery vs 2019
1529
1306
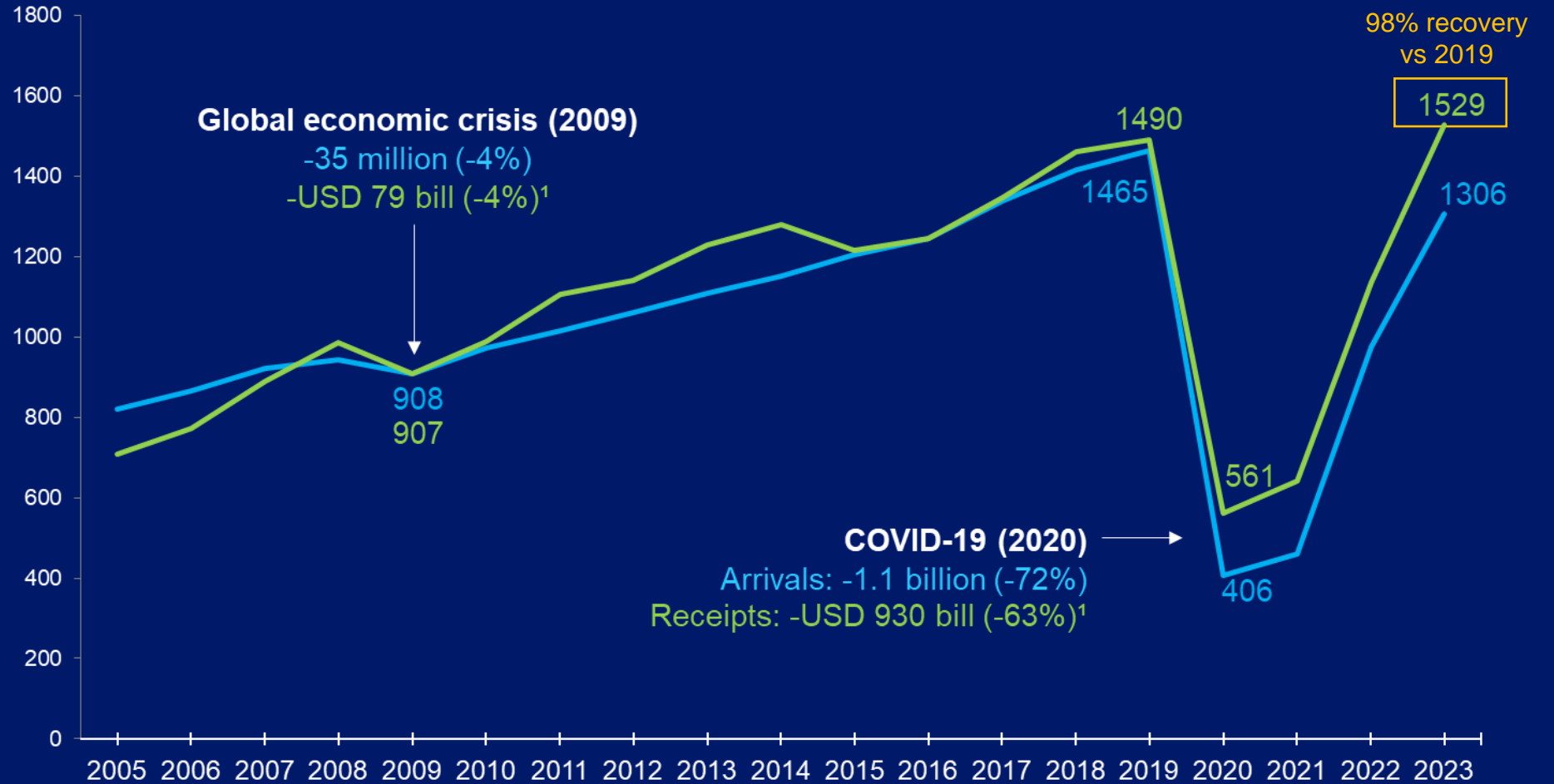
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International tourist arrivals and receipts

Annual % change
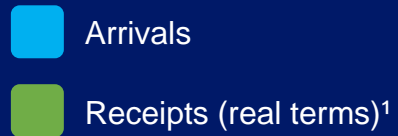
- Arrivals
- Receipts (real terms)[1]

Source: UN Tourism
(Data as of November 2024)
[1] In local currencies at constant prices.

% change over 2019

2018: +6% +5%
2019: +4% +3%
2020: -72% -63%
2021: -69% -59%
2022: -33% -24%
2023: -11% -2%
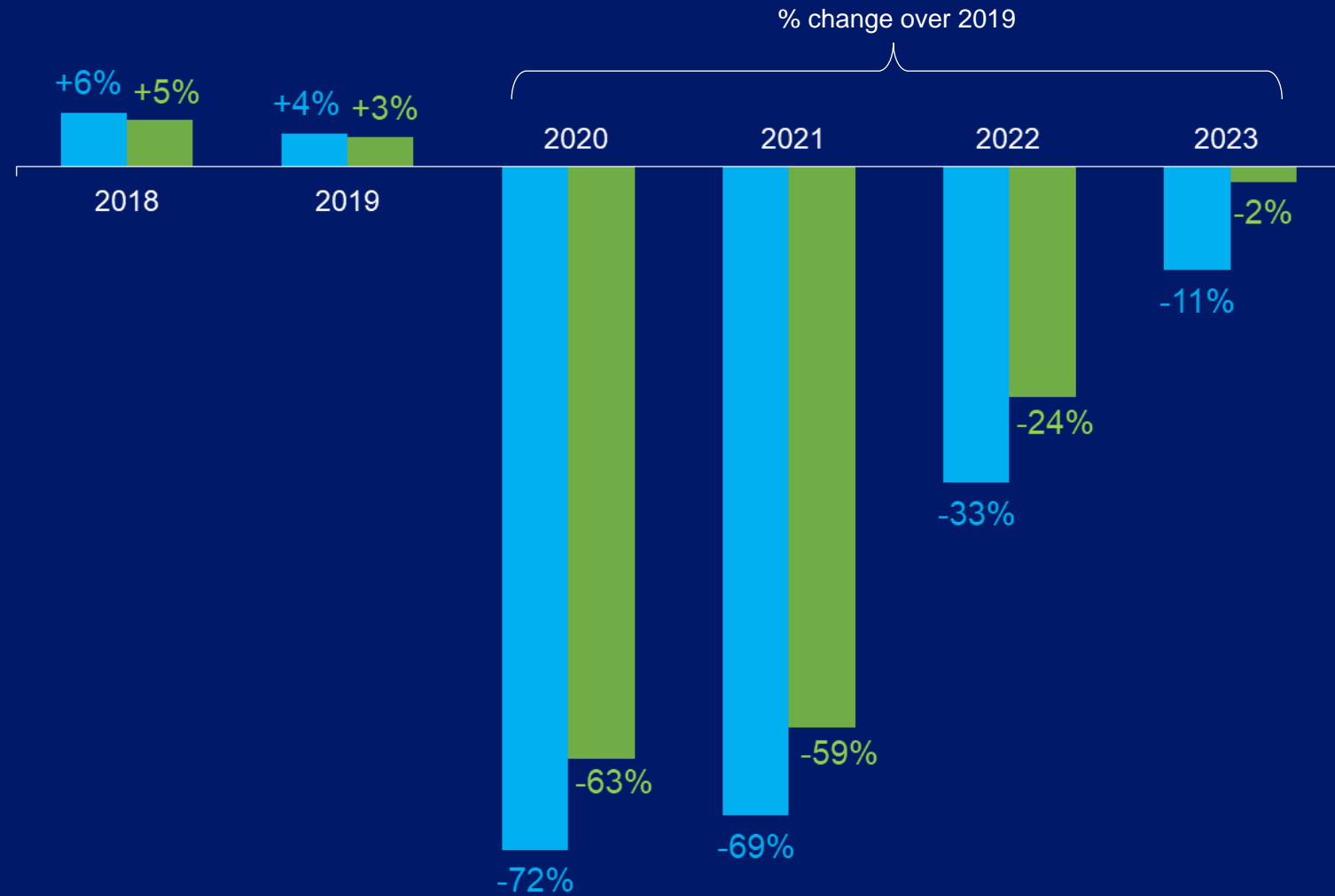
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International tourism

Key indicators

- **Tourism direct GDP** (USD trill)
- **Export revenues from tourism** (USD trill)
- **International tourist arrivals** (USD bill)

Source: UN Tourism (November 2024)

Note: Revenues include international tourism receipts and passenger transport fares.

* Tourism direct GDP for 2023 is provisional.

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3.4

2.6

1.8

1.6

1.7

1.5

0.7

0.8

0.4

0.5

1.4

1.0

3.4

1.8

1.3

2015 2016 2017 2018 2019 2020 2021 2022 2023*

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Best-performing destinations Jan-Sep 2024*

International tourist arrivals
% change over 2019

Source: UN Tourism (November 2024)

* Based on destinations with available data for months up to August or September 2024.

(Data revised 17 Dec. 2024)

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Destination	% change
Qatar	+141%
El Salvador	+79%
Albania	+77%
Saudi Arabia	+61%
Curaçao	+48%
US Virgin Islands	+48%
Tanzania	+43%
Colombia	+36%
Andorra	+36%
Guatemala	+31%
Malta	+30%
Morocco	+29%
Dominican Rep.	+29%
Serbia	+28%
Aruba	+28%
St. Maarten	+26%
Mongolia	+24%
Luxembourg	+24%
Liechtenstein	+20%
Grenada	+20%

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

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Large* best-performing destinations, Jan-Sep 2024

International tourist arrivals
% change over 2019

Source: UN Tourism (November 2024)

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

Destination	% change
Albania	+77%
Saudi Arabia	+61%
Colombia	+36%
Morocco	+29%
Dominican Rep.	+29%
Portugal	+18%
Jordan	+16%
Uzbekistan	+16%
Denmark	+16%
Greece	+13%
Türkiye	+13%
Sweden	+11%
Spain	+10%
Japan	+10%
Norway	+9%
Netherlands	+6%
Bulgaria	+2%
Belgium	+2%
Brazil	+1.7%
France	+0.6%

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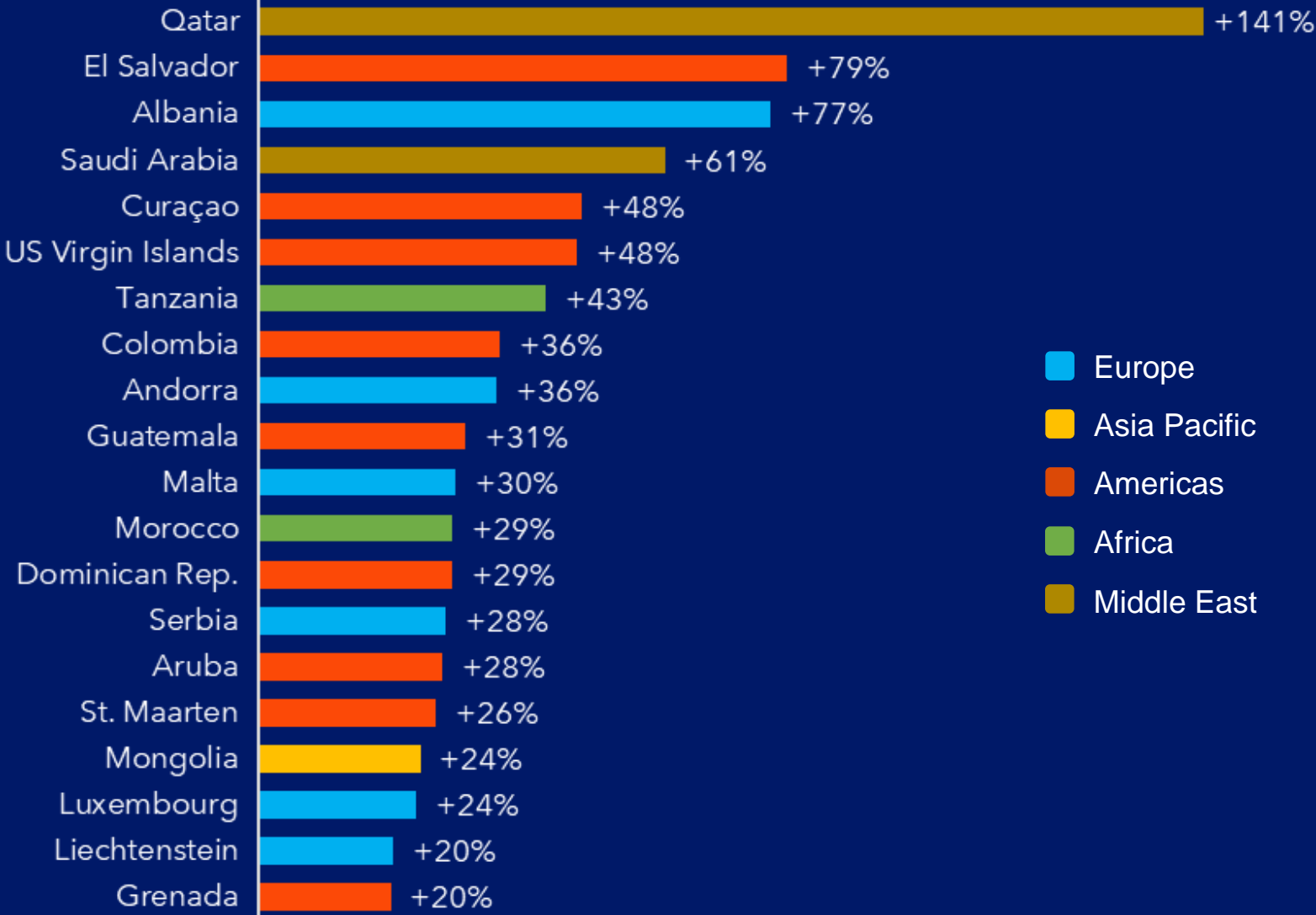- Africa
- Middle East

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Best-performing destinations in Europe, Jan-Sep 2024*

International tourist arrivals
% change over 2019

Source: UN Tourism (November 2024)

* Based on destinations with available data for months up to August or September 2024.

Destination	% change
Albania	+77%
Andorra	+36%
Malta	+30%
Serbia	+28%
Luxembourg	+24%
Liechtenstein	+20%
Armenia	+18%
Portugal	+18%
Uzbekistan	+16%
Denmark	+16%

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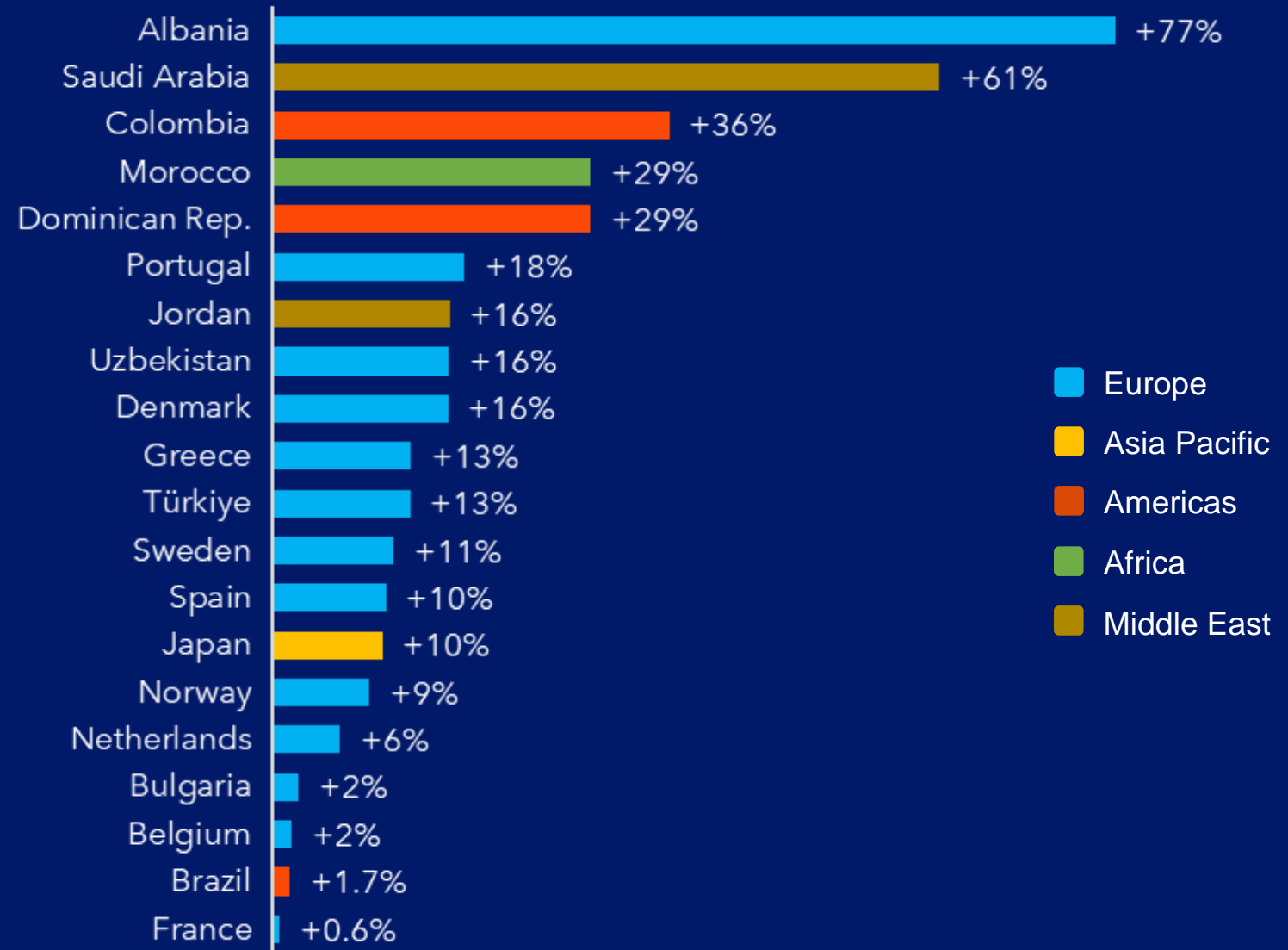
Best-performing destinations in Asia Pacific, Jan-Sep 2024*

International tourist arrivals
% change over 2019

Source: UN Tourism (November 2024)

* Based on destinations with available data
for months up to August or September 2024.

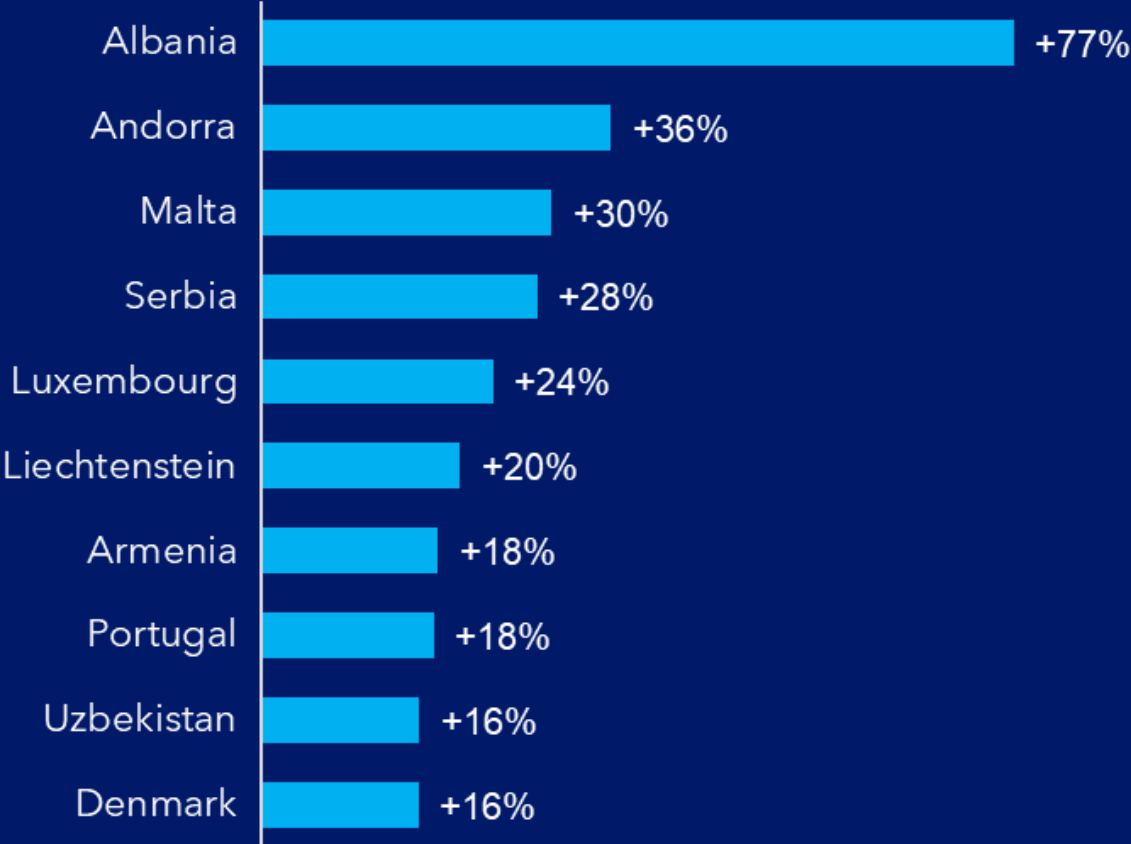| Destination	% change
Mongolia	+24%
Maldives	+19%
Fr. Polynesia	+11%
Japan	+10%
Fiji	+9%
Sri Lanka	+8%
Cook Islands	-1%
Vietnam	-1%
Cambodia	-2%
Nepal	-2%

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Best-performing destinations in the Americas, Jan-Sep 2024*

International tourist arrivals % change over 2019

Source: UN Tourism (November 2024)

* Based on destinations with available data for months up to August or September 2024.

(Data revised 17 Dec. 2024)

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Destination	% change
El Salvador	+79%
Curaçao	+48%
US Virgin Islands	+48%
Colombia	+36%
Guatemala	+31%
Dominican Rep.	+29%
Aruba	+28%
St. Maarten	+26%
Grenada	+20%
Panama	+16%

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

International tourist arrivals
% change over 2019

Source: UN Tourism (November 2024)
* Based on destinations with available data for months up to August or September 2024.
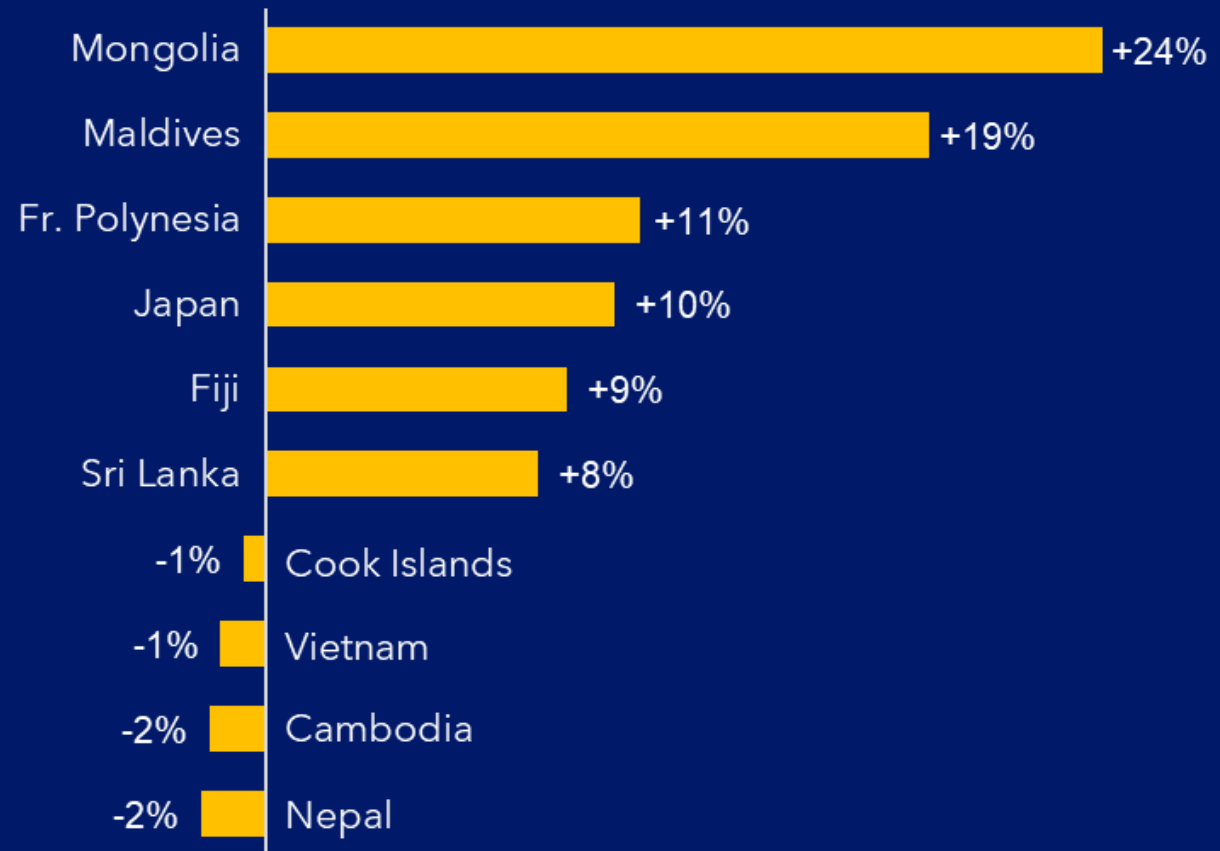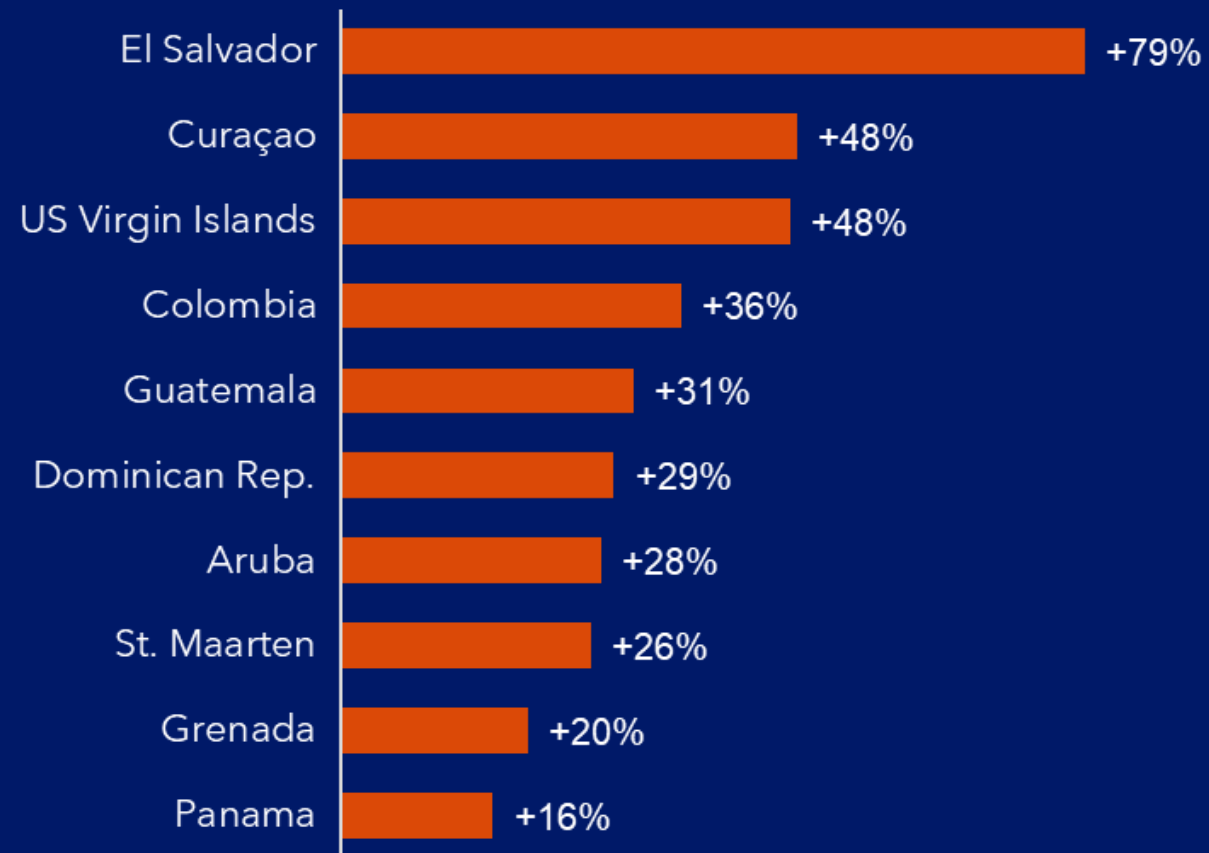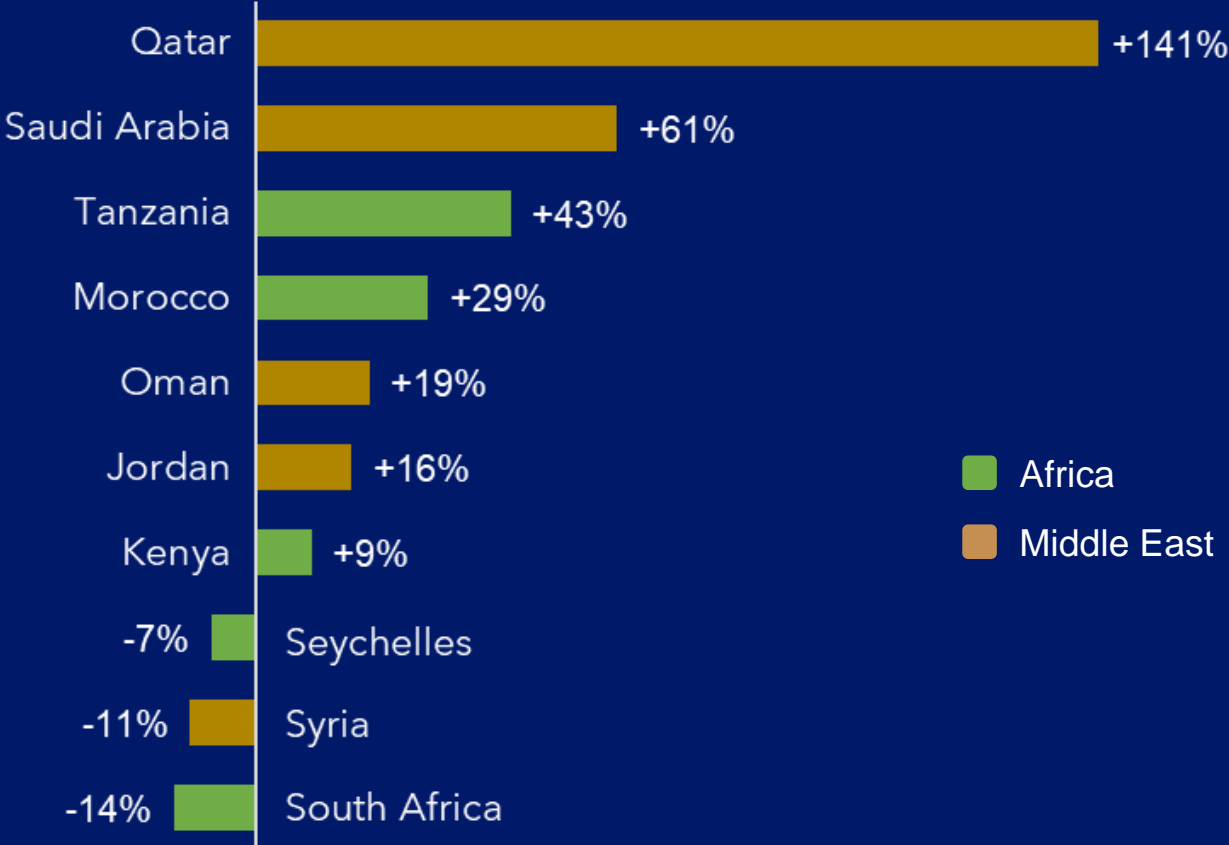
Qatar +141%
Saudi Arabia +61%
Tanzania +43%
Morocco +29%
Oman +19%
Jordan +16%
Kenya +9%
-7% Seychelles
-11% Syria
-14% South Africa

Africa
Middle East

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Best-performing destinations in terms of receipts, Jan-Sep 2024*

International tourism receipts
% change over 2019[1]

Source: UN Tourism (November 2024)

* Based on destinations with available data for months up to August or September 2024.

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

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Destination	% change
Serbia	+99%
Pakistan	+64%
Romania	+61%
Japan	+59%
Portugal	+51%
Nicaragua	+50%
Tanzania	+50%
Mauritius	+45%
Morocco	+45%
Norway	+41%
Türkiye	+41%
Spain	+36%
Latvia	+35%
Tunisia	+35%
Mexico	+31%
Montenegro	+29%
France	+27%
Denmark	+26%
Italy	+26%
Chile	+22%

Europe
Asia Pacific
Americas
Africa
Middle East

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

International tourism receipts
% change over 2019[1]

Source: UN Tourism (November 2024)

* Based on destinations earning USD 5 billion or more in receipts in 2019 or 2023 and reporting monthly data up to August or September 2024.

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

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Country	% change
Romania	+61%
Japan	+59%
Portugal	+51%
Morocco	+45%
Norway	+41%
Türkiye	+41%
Spain	+36%
Mexico	+31%
France	+27%
Denmark	+26%
Italy	+26%
Brazil	+19%
Greece	+16%
Singapore	+15%
Malaysia	+11%
United States	+7%
Vietnam	+2%
Indonesia	+2%
Germany	-2%

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

Best-performing markets by outbound spending Jan-Sep 2024*

International tourism expenditure % change over 2019[1]
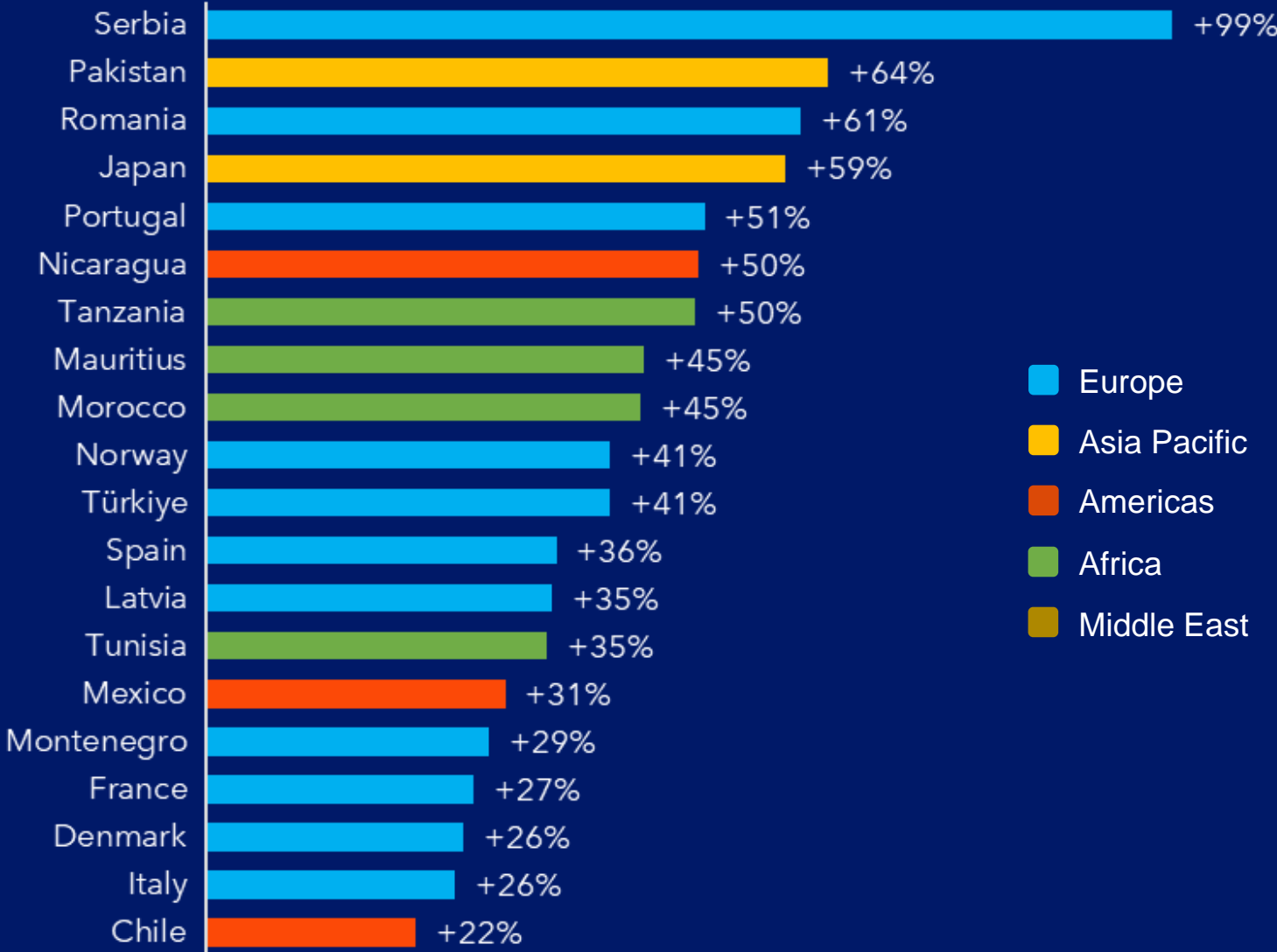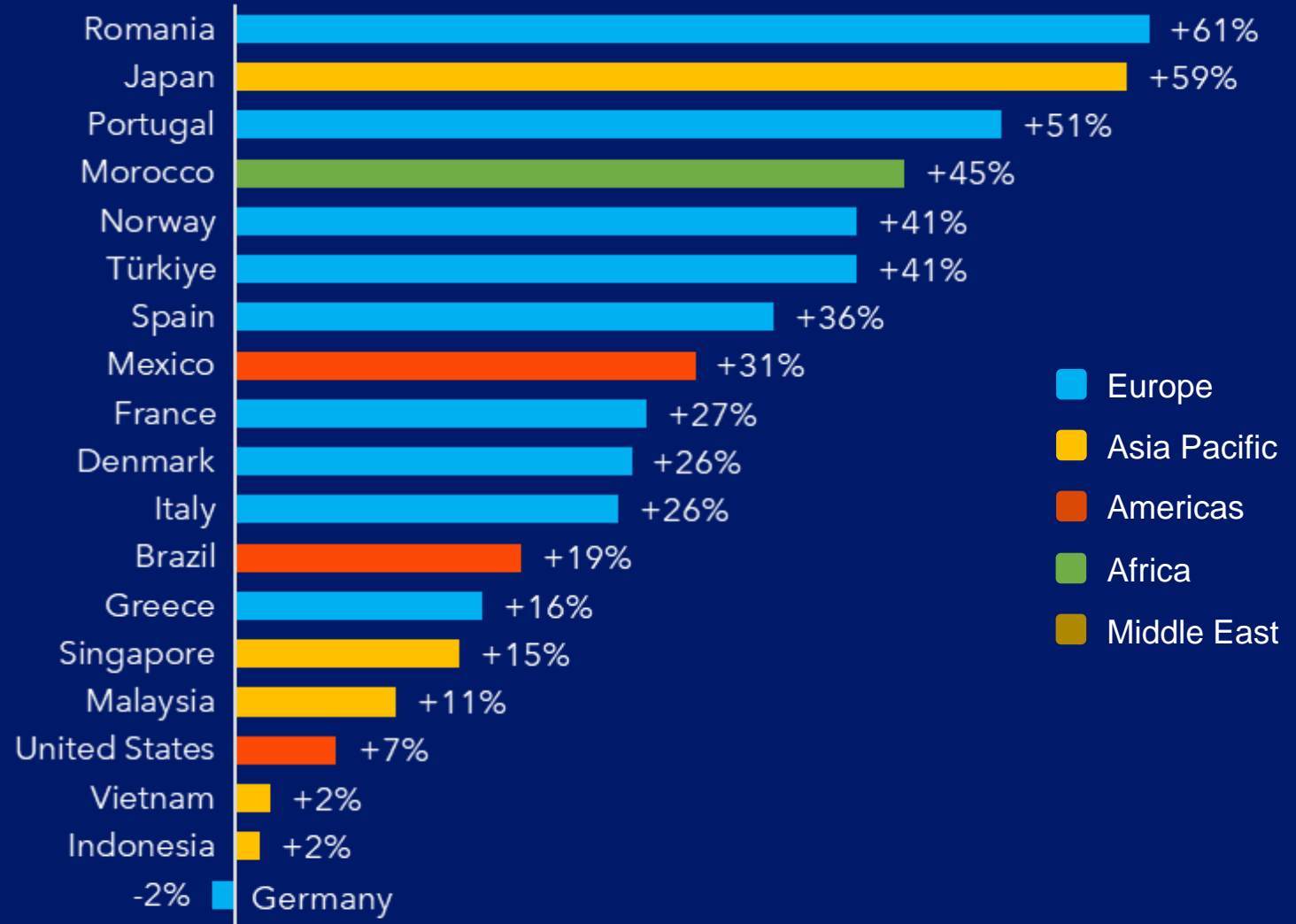
Source: UN Tourism (November 2024)

* Based on destinations with available data for months up to August or September 2024.

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

Market	% change
Nepal	+144%
Serbia	+136%
Latvia	+101%
Vietnam	+93%
Mongolia	+82%
Romania	+82%
Slovenia	+67%
Ukraine	+66%
Mozambique	+66%
Türkiye	+58%
Montenegro	+57%
Pakistan	+41%
Morocco	+40%
Norway	+38%
Germany	+35%
United States	+33%
Portugal	+33%
Chile	+32%
Indonesia	+25%
Peru	+25%

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

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Large* best-performing markets by spending Jan-Sep 2024

International tourism expenditure % change over 2019¹

Source: UN Tourism (November 2024)

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

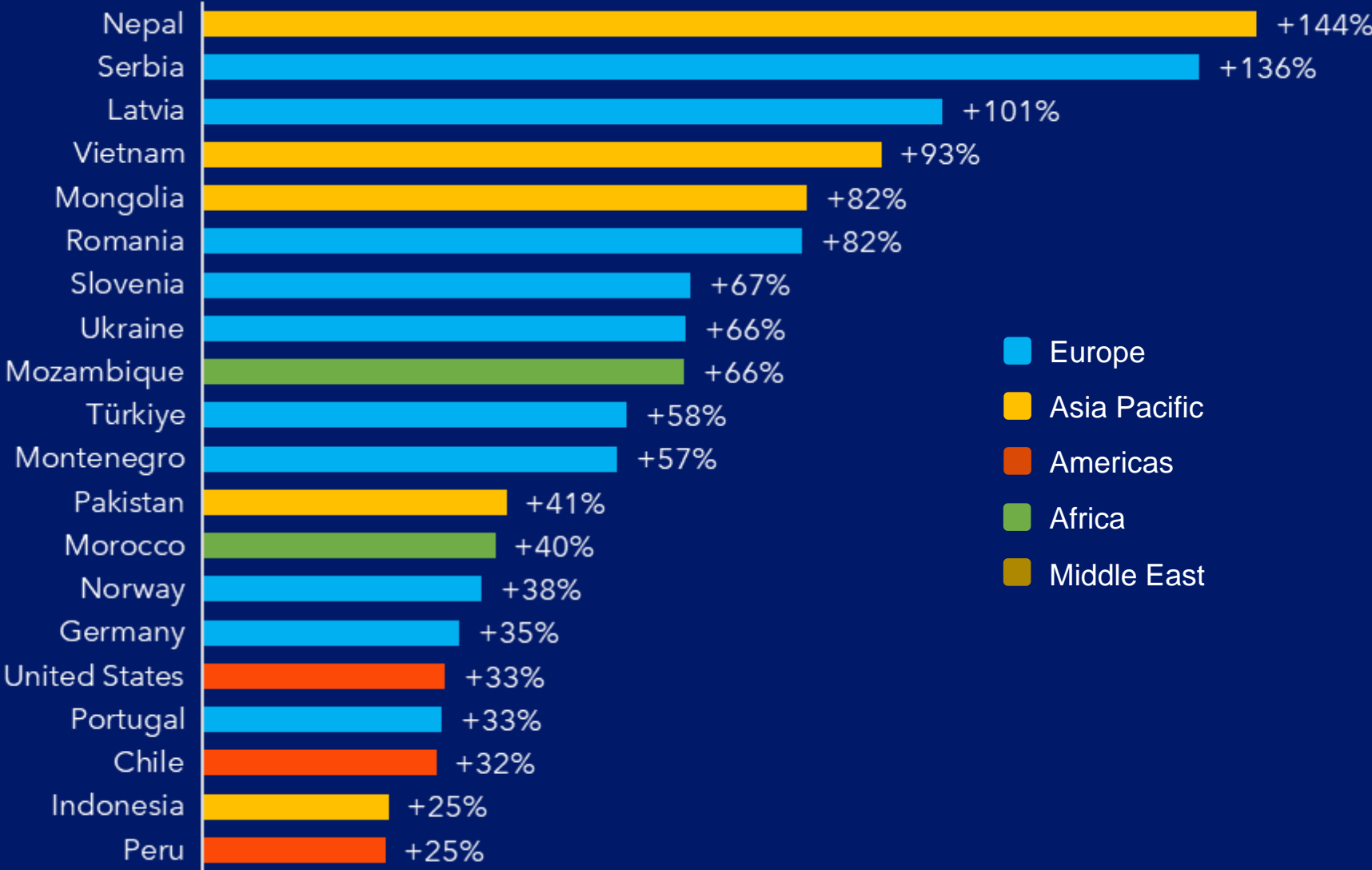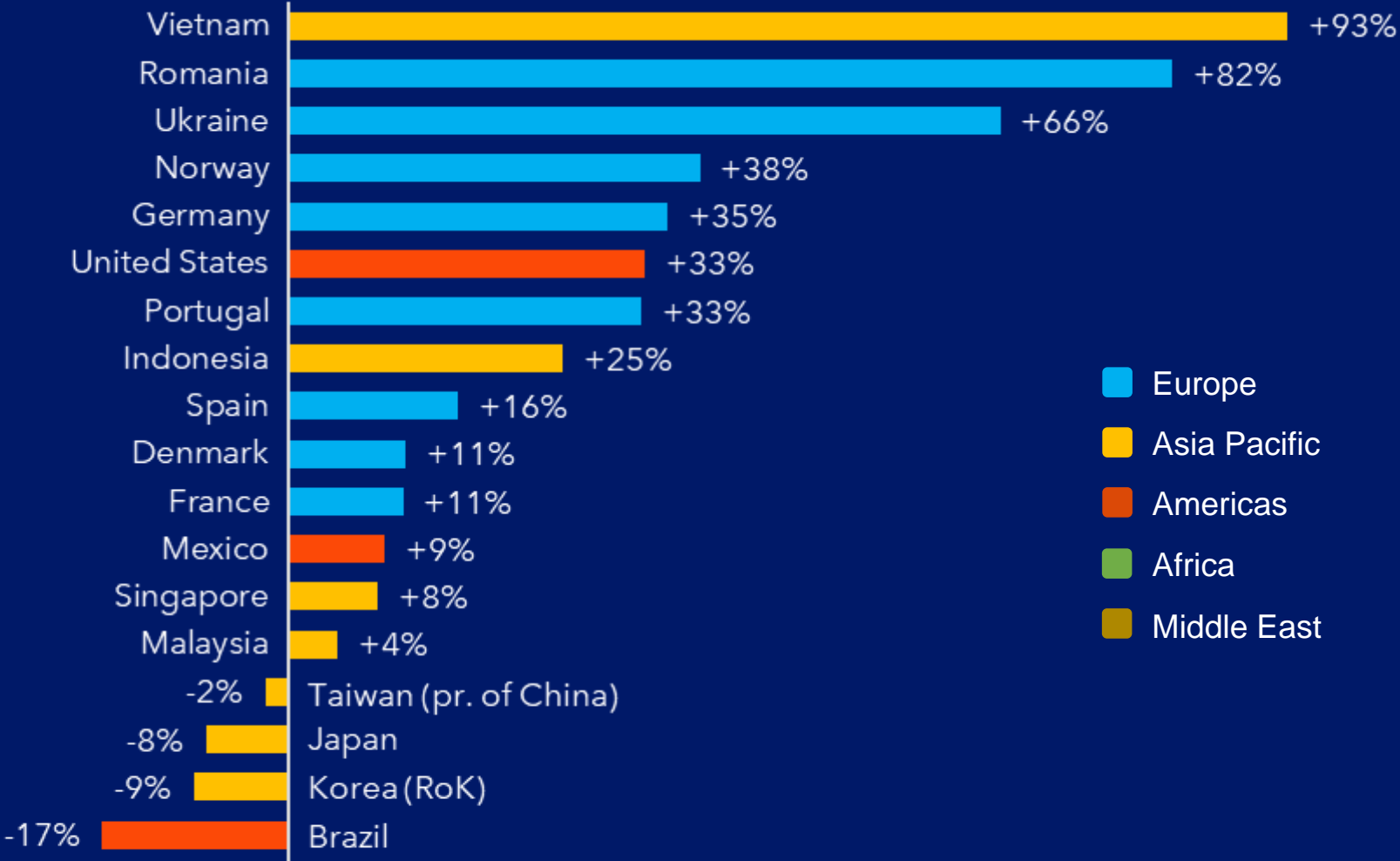¹ In local currencies if so reported by the destination, otherwise in US dollars.

Market	% change
Vietnam	+93%
Romania	+82%
Ukraine	+66%
Norway	+38%
Germany	+35%
United States	+33%
Portugal	+33%
Indonesia	+25%
Spain	+16%
Denmark	+11%
France	+11%
Mexico	+9%
Singapore	+8%
Malaysia	+4%
Taiwan (pr. of China)	-2%
Japan	-8%
Korea (RoK)	-9%
Brazil	-17%

Europe
Asia Pacific
Americas
Africa
Middle East

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World GDP
(constant prices)

% change

(f): Forecast
Source: World Economic Outlook,
October 2024 (IMF)

2015	2016	2017	2018	2019	2020	2021	2022	2023	2024 (f)	2025 (f)
3.4	3.3	3.8	3.6	2.9	-2.7	6.6	3.6	3.3	3.2	3.2

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World Inflation (Average consumer prices)

% change

(f): Forecast
Source: World Economic Outlook, October 2024 (IMF)

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Crude oil price*
(petroleum)

USD per barrel

(f): forecast

* Simple average of three spot prices:
Dated Brent, West Texas Intermediate
and the Dubai Fateh.

Source: World Economic Outlook,
October 2024 (IMF)

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Chart data points:
- 2015: 50.9
- 2016: 43.3
- 2017: 53.0
- 2018: 68.5
- 2019: 61.4
- 2020: 41.8
- 2021: 69.3
- 2022: 96.4
- 2023: 80.6
- 2024 (f): 81.3
- 2025 (f): 72.8

This report is the PowerPoint presentation 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

World Tourism Barometer - Volume 22 · Issue 4 · November 2024

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