



UN Tourism

# World Tourism Barometer

(PPT version)

**Volume 23 · Issue 2 · May 2025**

Market Intelligence, Policies and Competitiveness  
Department

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1. Key findings
2. International tourist arrivals, Q1 2025
3. International tourism receipts, 2024
4. Best performing destinations and markets, Q1 2025
5. UN Tourism Confidence Index
6. Economic indicators



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## Key findings

World Tourism Barometer  
May 2025

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### International arrivals up 5% in Q1 2025 with mixed results across regions

- International tourist arrivals increased by 5% in Q1 2025 (compared to Q1 2024), climbing 3% above pre-pandemic levels.
- Over 300 million tourists travelled internationally this first quarter of 2025, about 14 million more than in the same period of 2024.
- The robust performance builds on the momentum of 2024, a landmark year which saw arrivals recover 2019 levels. Most regions recorded solid growth in Q1 2025 despite inflation in tourism services and uncertainty from geopolitical and trade tensions.
- Europe, the world's largest destination region, recorded 125 million international tourists in the first three months of 2025, up 2% from the same months in 2024 and 5% more than in 2019.
- Africa saw 9% growth in Q1 2025 compared to 2024, while the Americas, recorded 2% more arrivals and the Middle East 1% more. Asia and the Pacific (+13%) continued to rebound strongly though arrivals remained 8% below pre-pandemic levels.
- Revised data on visitor spending in destinations shows international tourism receipts hitting a record USD 1.7 trillion in 2024, up 15% over 2019 levels, partly due to high average spending per trip.
- Despite the challenges and more cautious outlook for May-August 2025 by the UN Tourism Panel of Experts, our projection of 3% to 5% growth in arrivals for 2025 remains unchanged.



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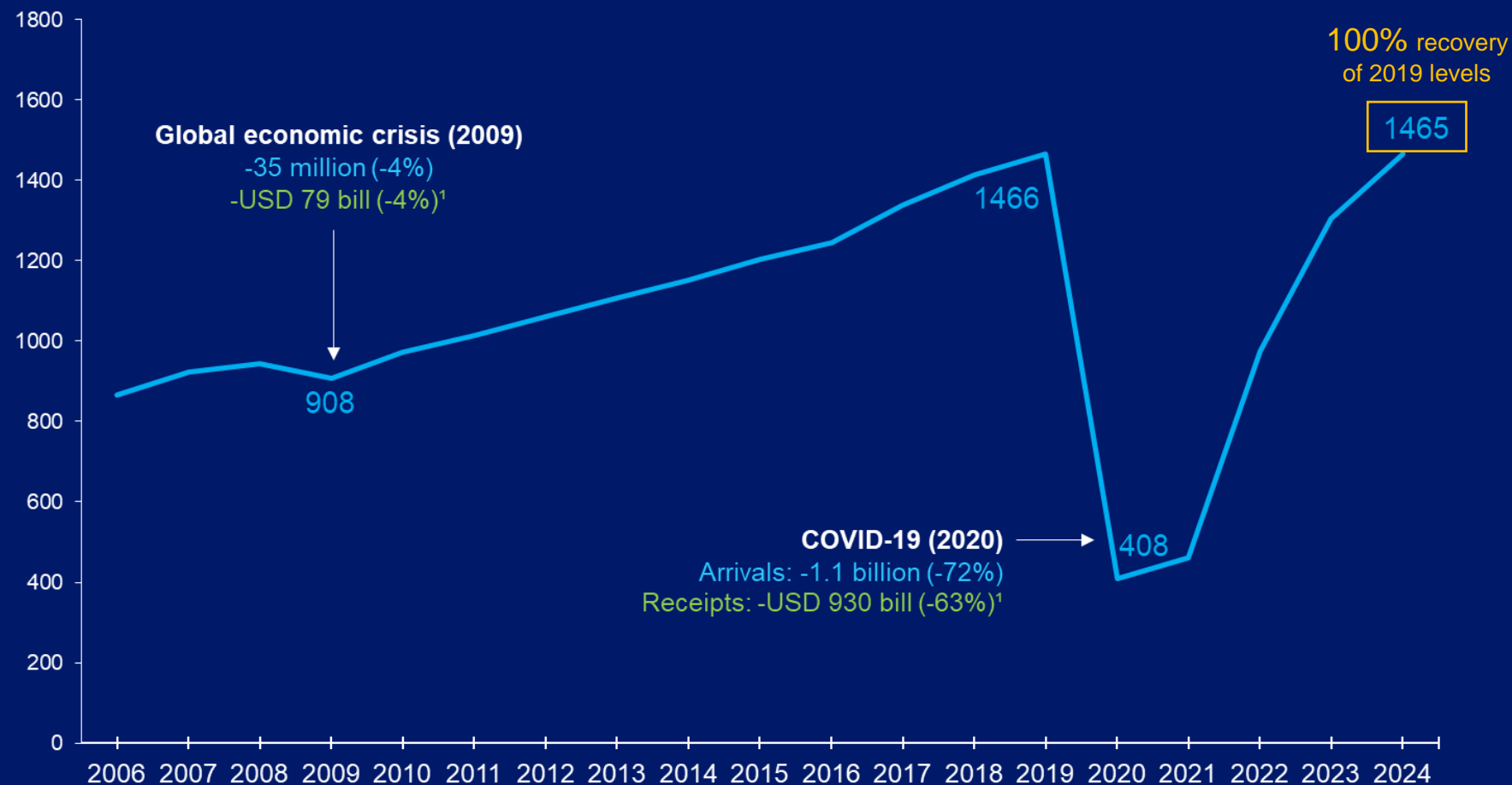


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# International tourist arrivals

Millions

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

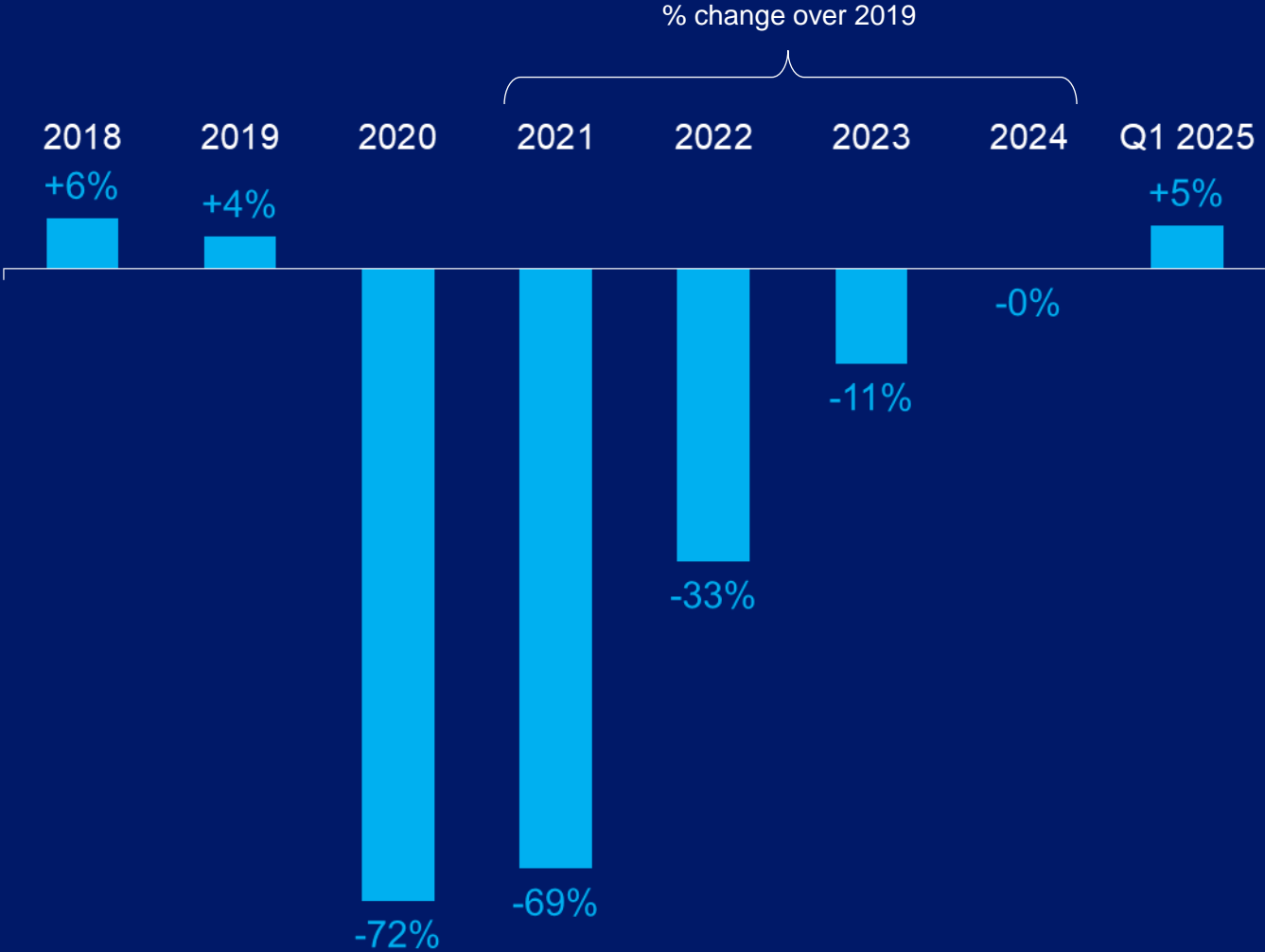


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# International tourist arrivals

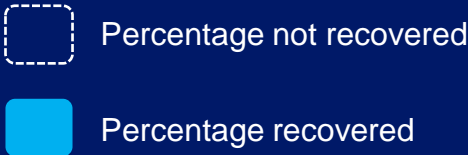
% Change (year-on-year)

Source: UN Tourism  
(Data as of May 2025)

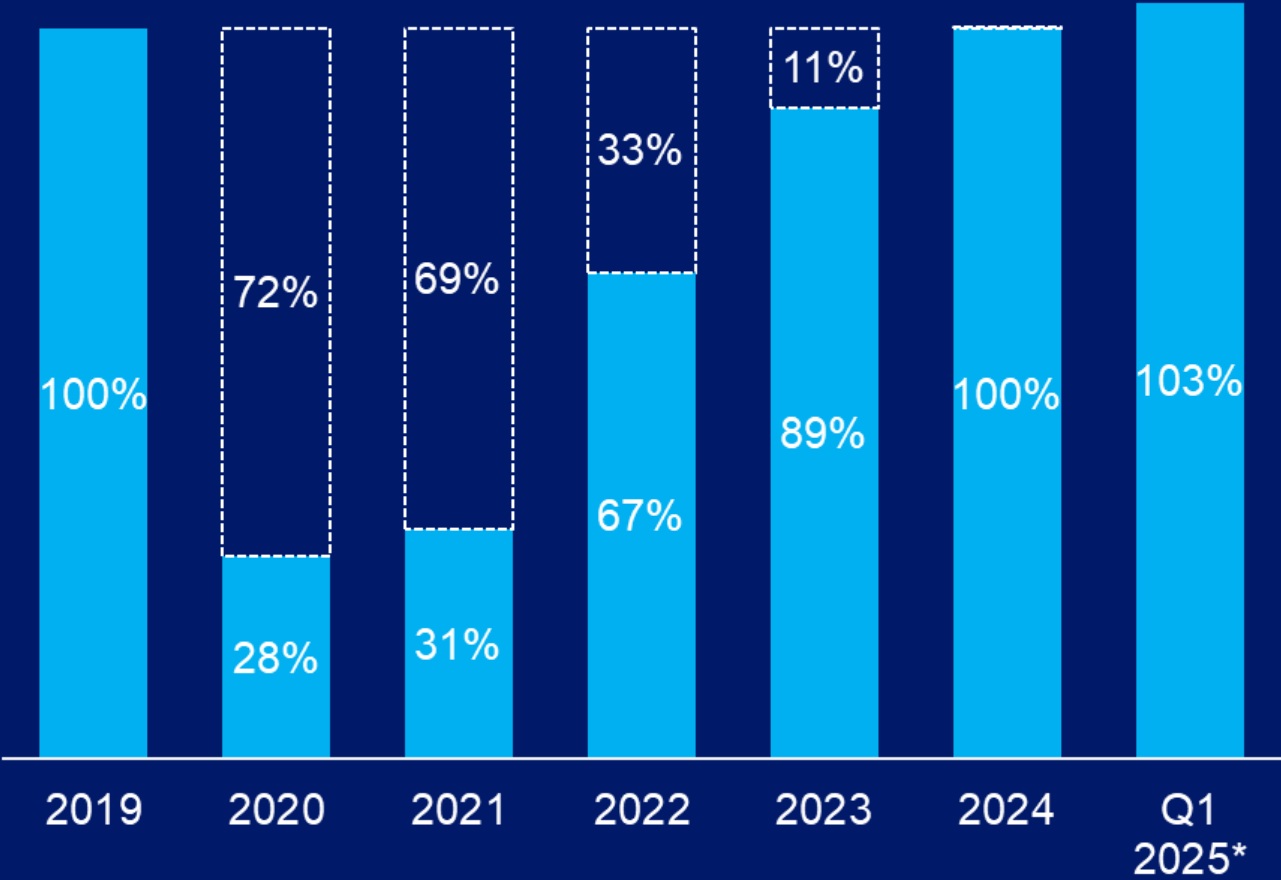


# Recovery of international tourist arrivals

Percentage of 2019 levels



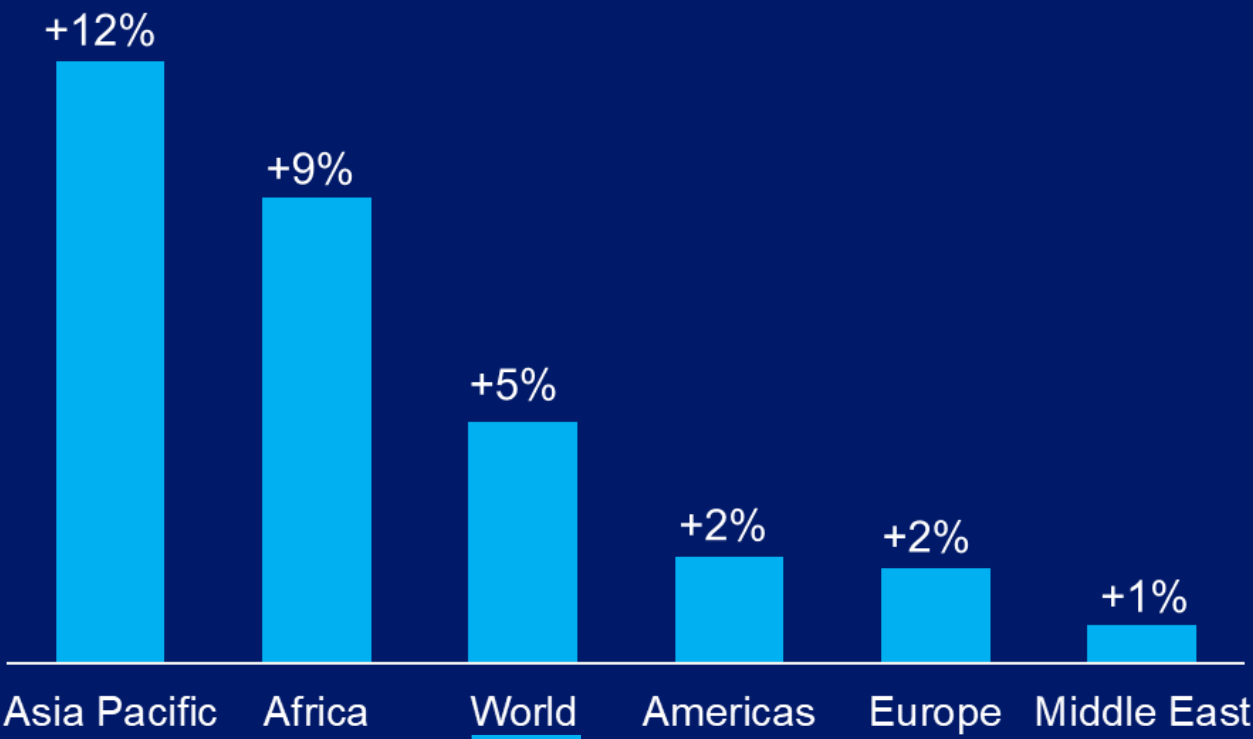
Source: World Tourism Organization (UN Tourism)  
(Data as of May 2025)  
\* Data for Q1 2025 are provisional



International tourist arrivals  
by region, Q1 2025\*

% change over 2024

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



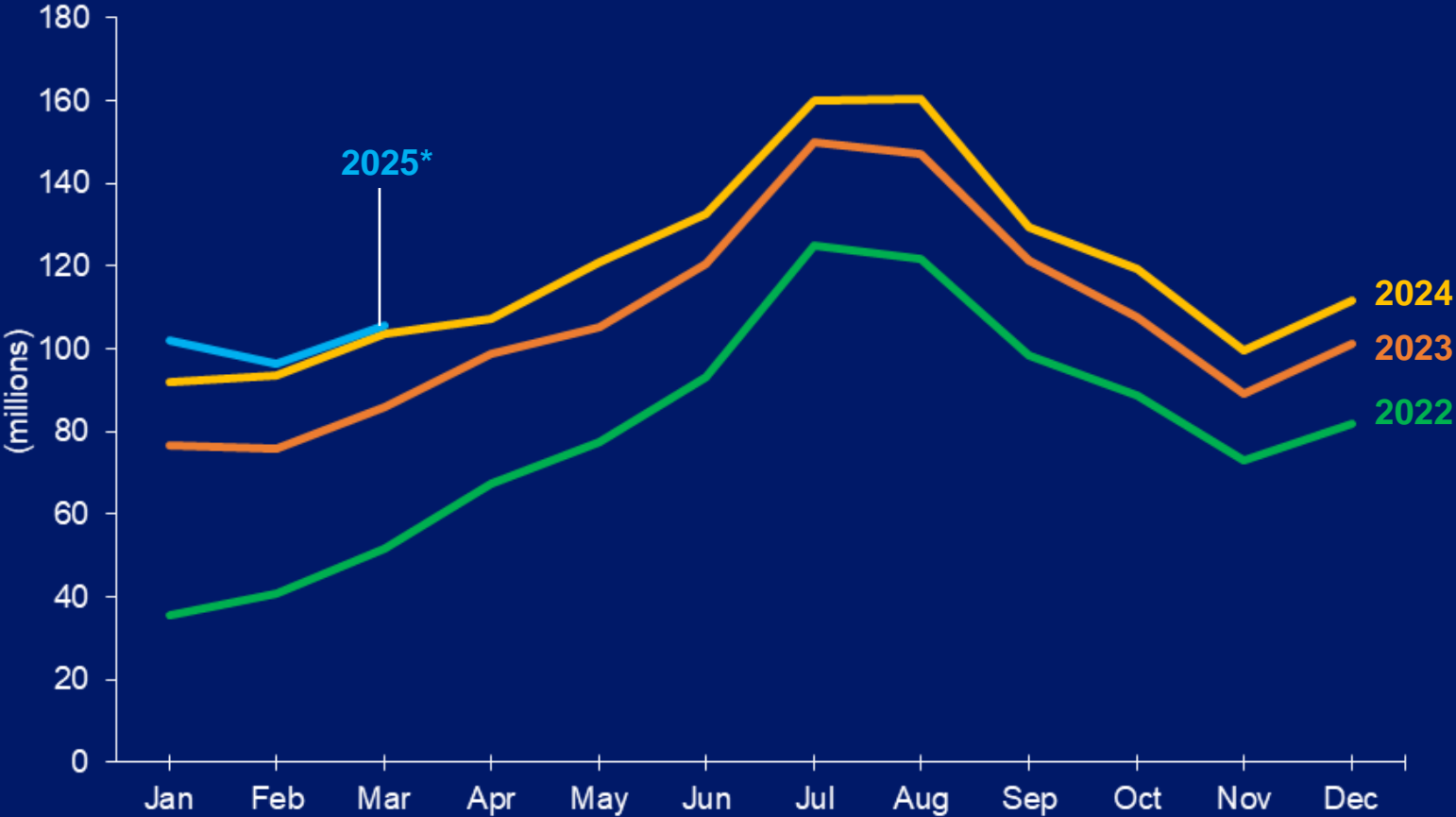


# International tourist arrivals (world)

millions

- 2025\*
- 2024
- 2023
- 2022

Source: UN Tourism  
\* Provisional data  
(Data as of May 2025)



# International tourist arrivals by region

% change from 2019

## World

2023: -11%  
2024: -0%  
Q1 2025: +3%

Source: UN Tourism  
(Data as of May 2025)  
Data for Q1 2025 are provisional

## Americas

2023: -9%  
2024: -1%  
Q1 2025: +3%

## Europe

2023: -5%  
2024: +2%  
Q1 2025: +5%

## Africa

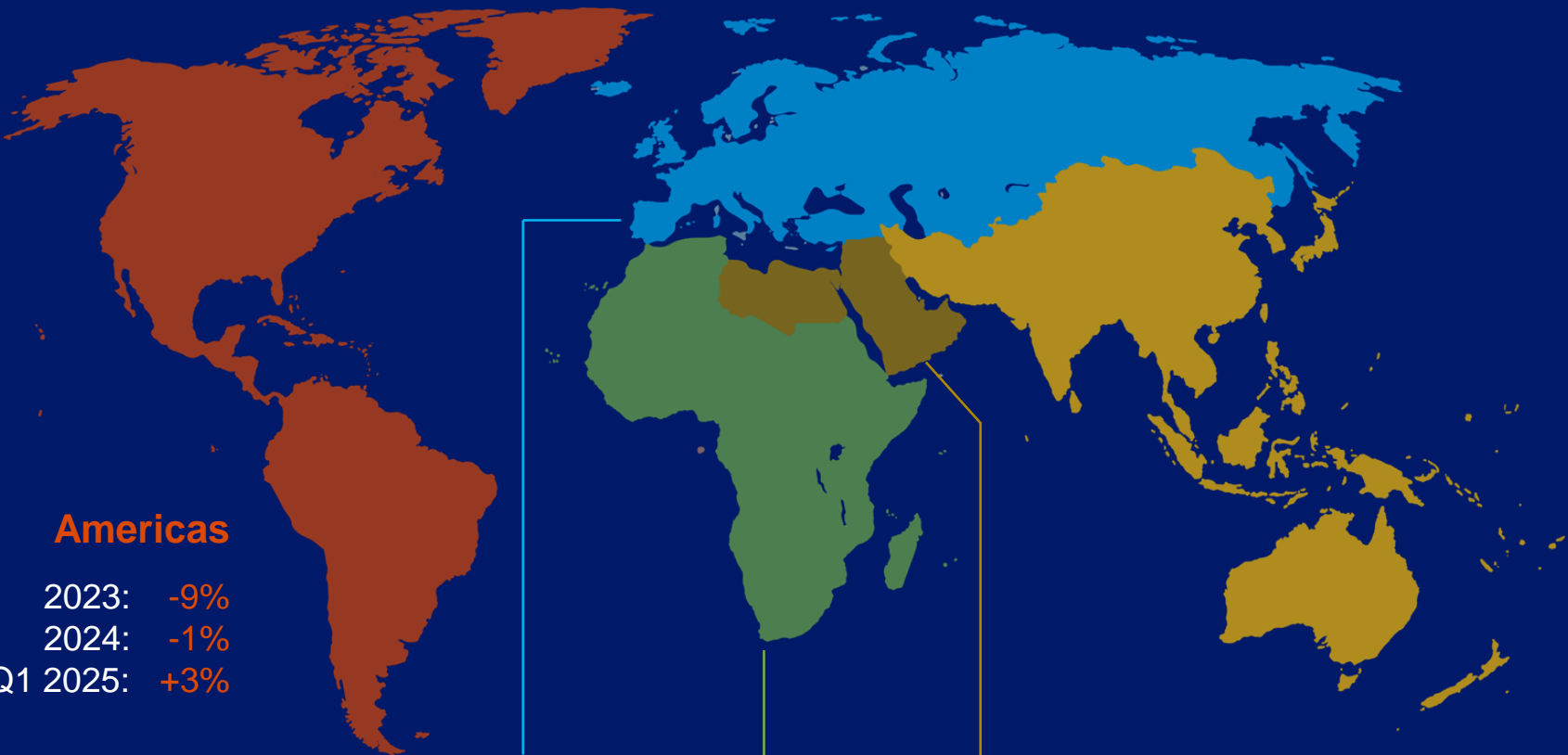
-5%  
+7%  
+16%

## Middle East

+30%  
+41%  
+44%

## Asia Pacific

-34%  
-12%  
-8%



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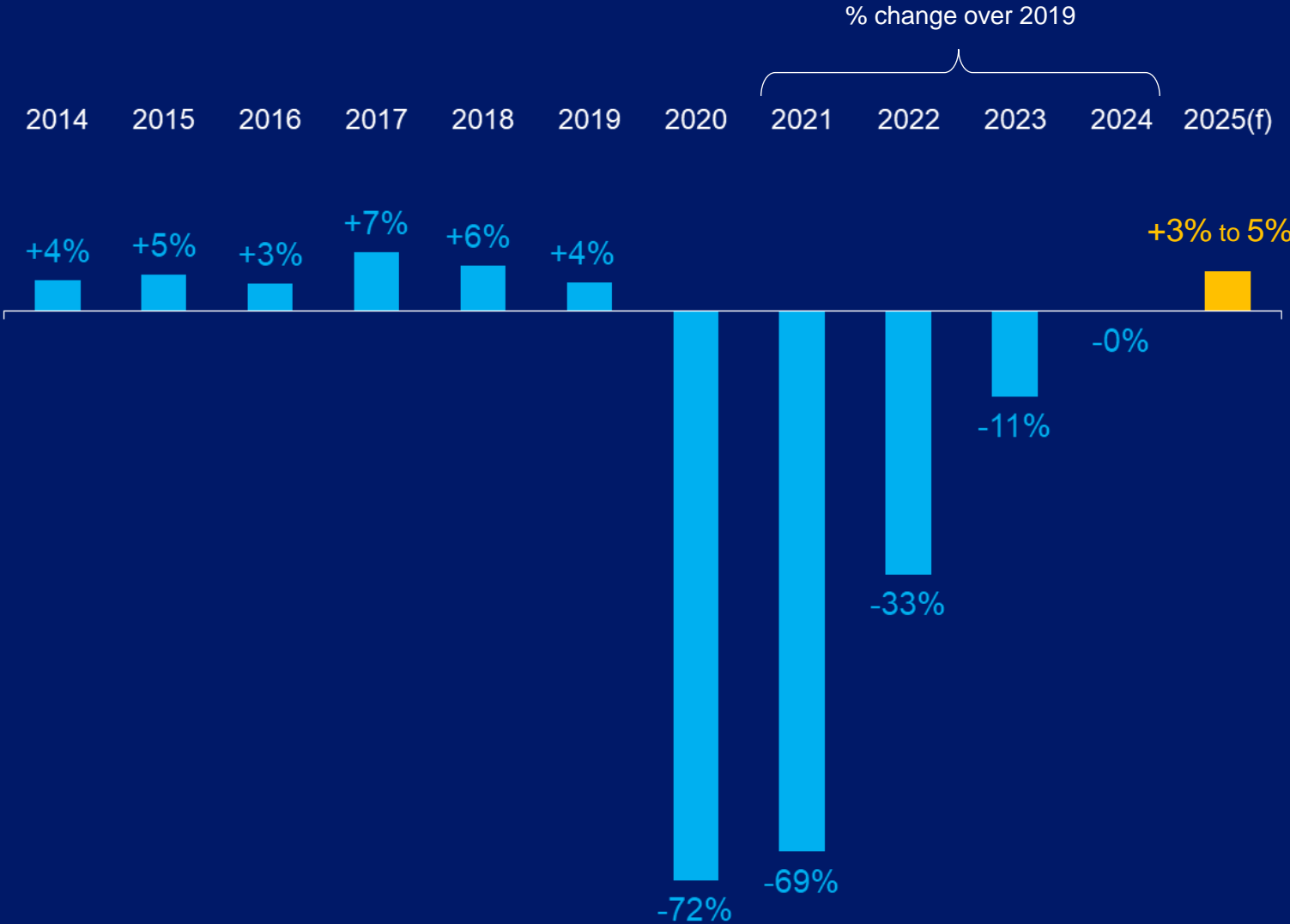
The designations and images in this map do not imply the expression of opinions whatsoever on the part of the Secretariat of the World Tourism Organization (UN Tourism) concerning the legal status of any country, territory, or of its authorities, or concerning the delimitation of its frontiers.

# International tourist arrivals

% Change (year-on-year)

- Actual data
- Forecast

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



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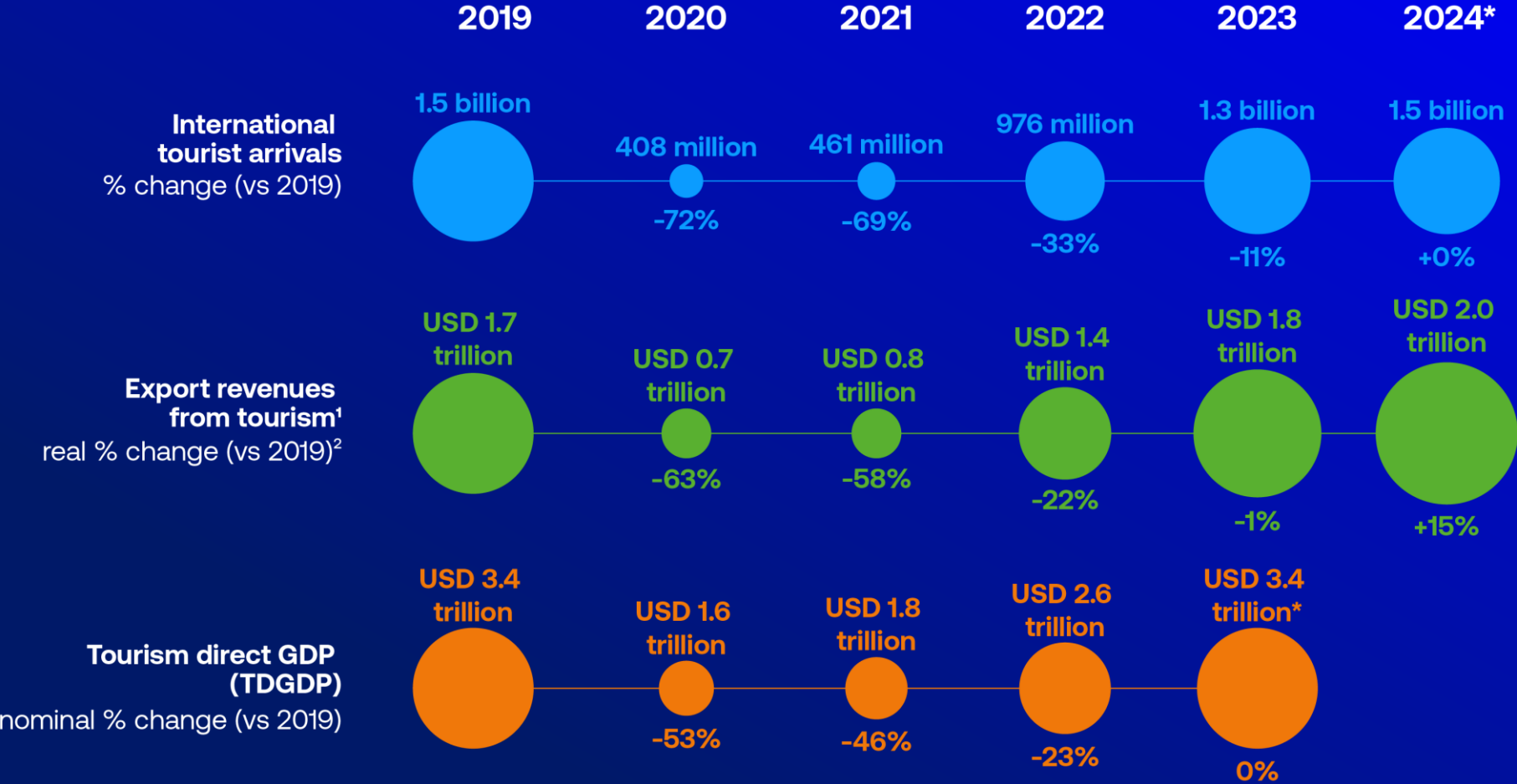
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**World:**  
International tourism  
2019-2024

Source: UN Tourism (May 2025)  
\* Provisional data  
<sup>1</sup> Revenues include international tourism receipts and passenger transport fares.  
<sup>2</sup> In local currencies, constant prices.

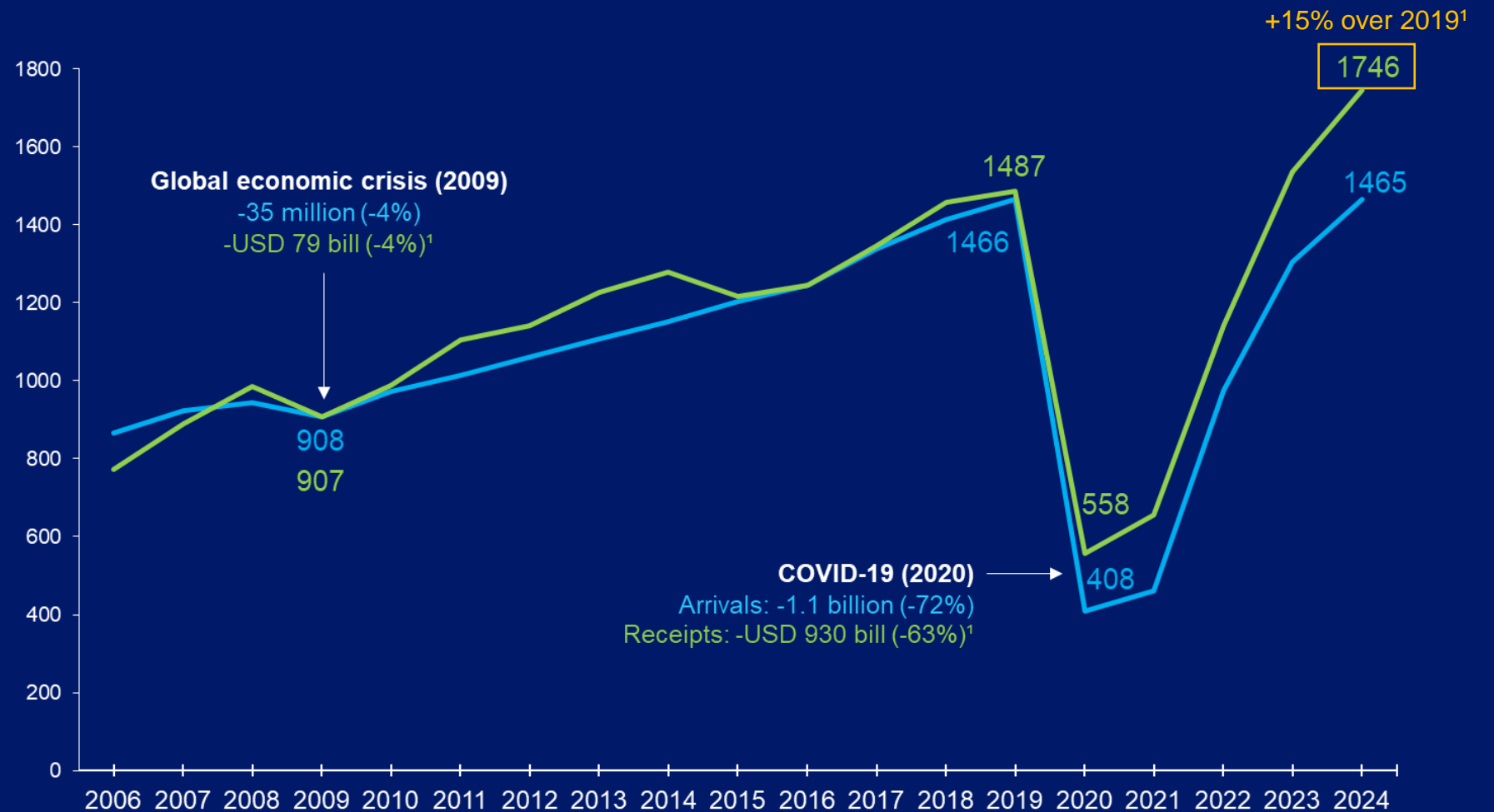


## International tourist arrivals and receipts

■ Arrivals (millions)  
■ Receipts (USD billions)

Source: UN Tourism  
(Data as of May 2025)

<sup>1</sup> Real percent change (in local currencies at constant prices).



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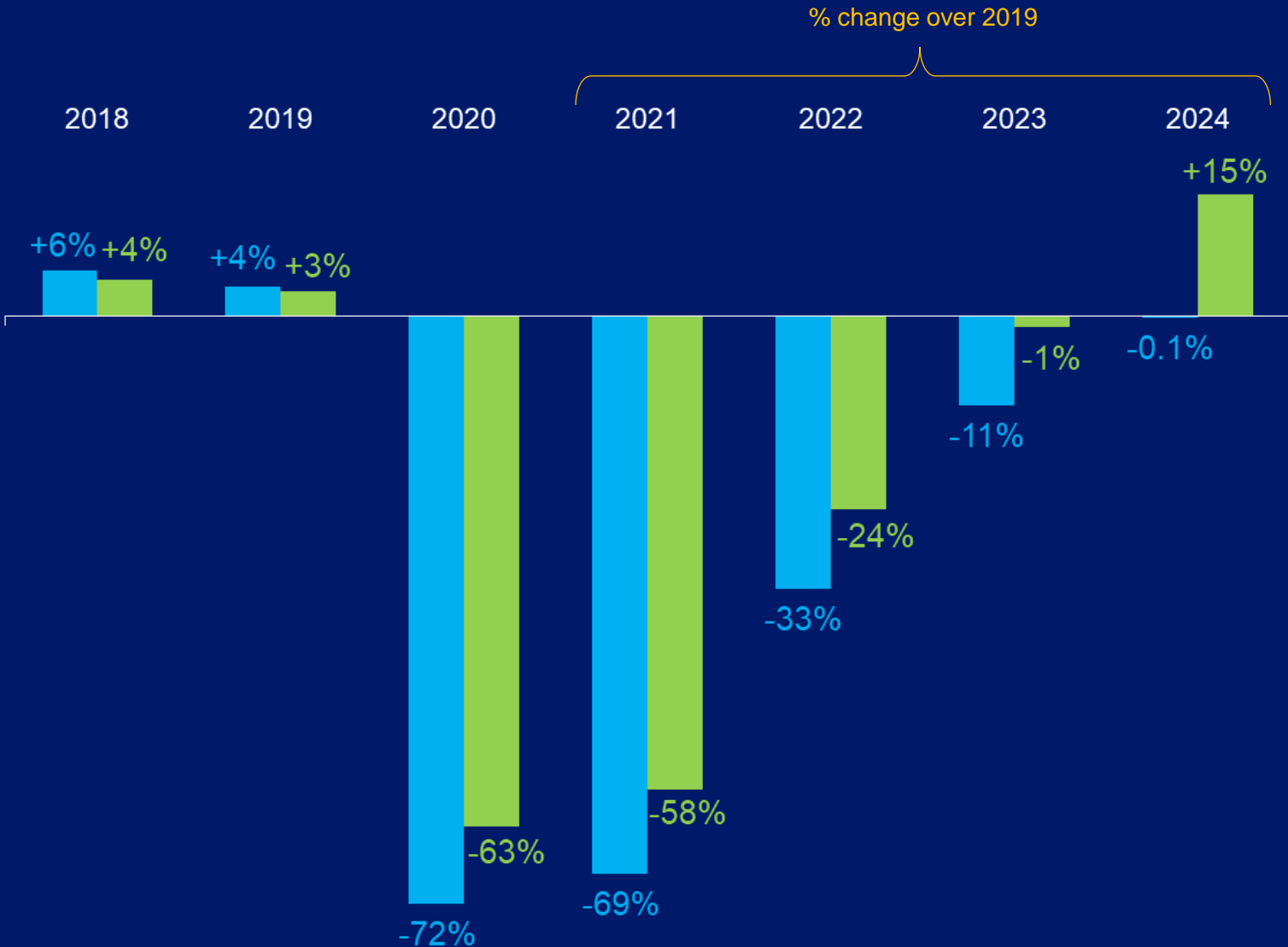


# International tourist arrivals and receipts

Annual % change

- Arrivals
- Receipts (real terms)<sup>1</sup>

Source: UN Tourism  
(Data as of May 2025)  
<sup>1</sup> In local currencies at constant prices.



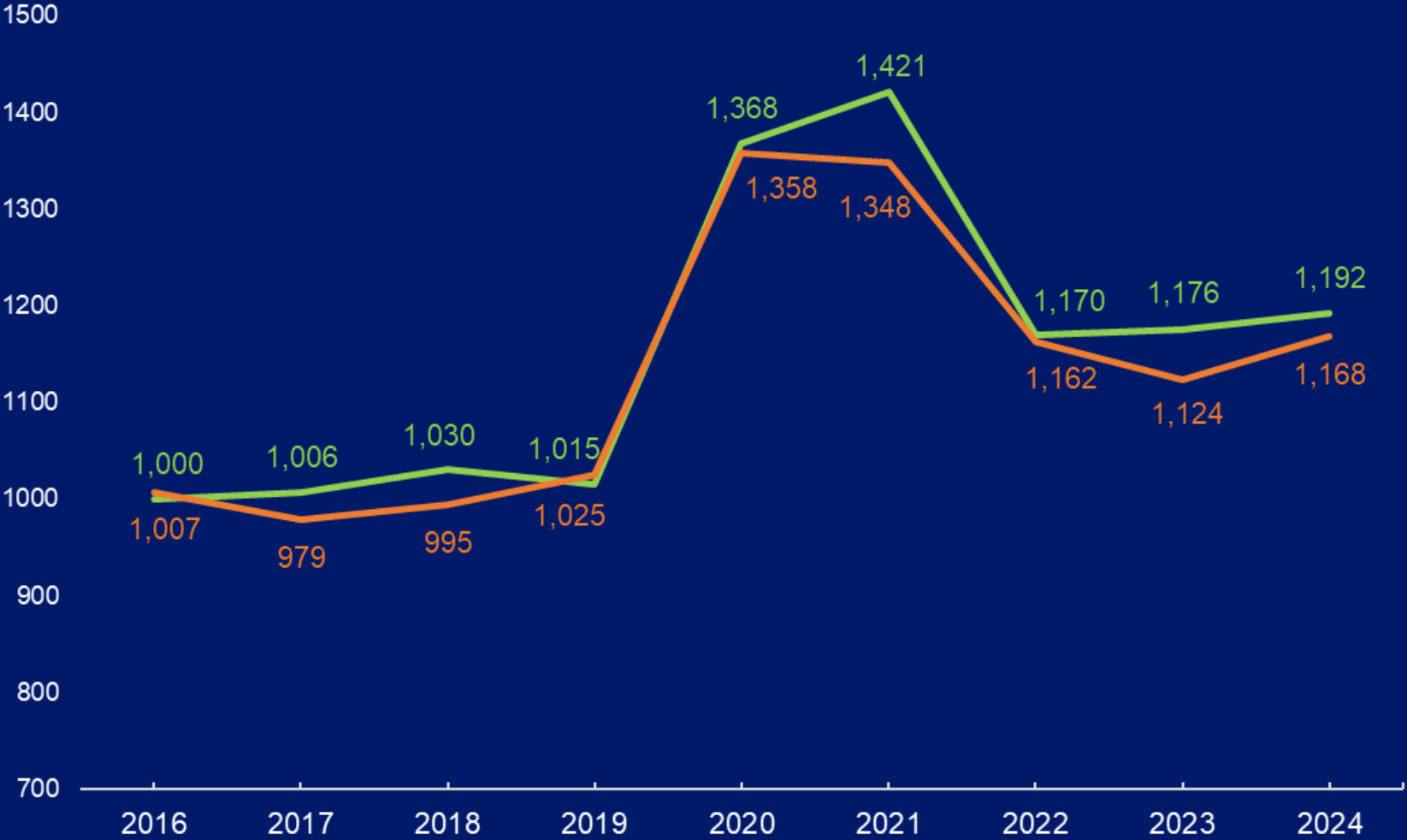
# Average spending per international trip

Receipts per arrival (USD)

- Current US dollars
- Constant US dollars <sup>1</sup>

Source: UN Tourism  
(Data as of May 2025)

<sup>1</sup> Adjusted for inflation and exchange rate  
fluctuations.



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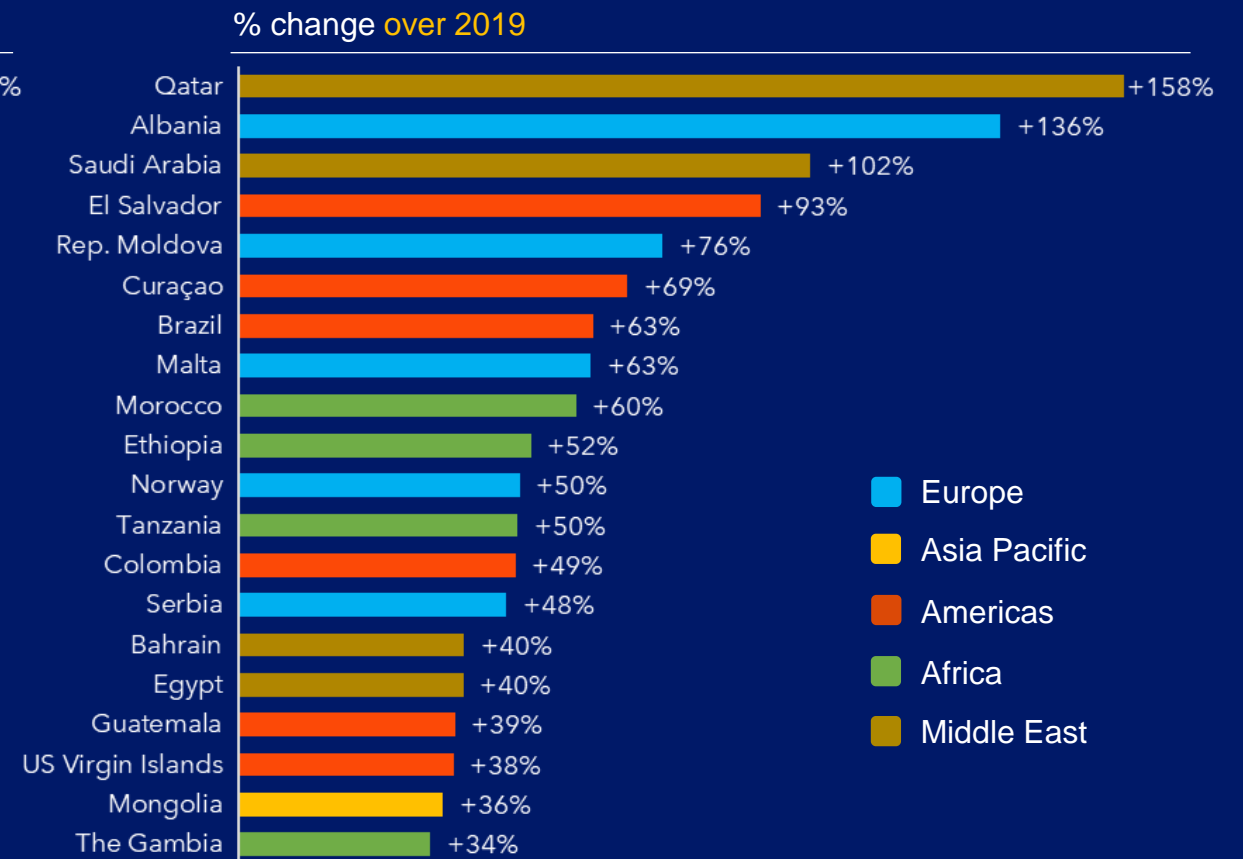
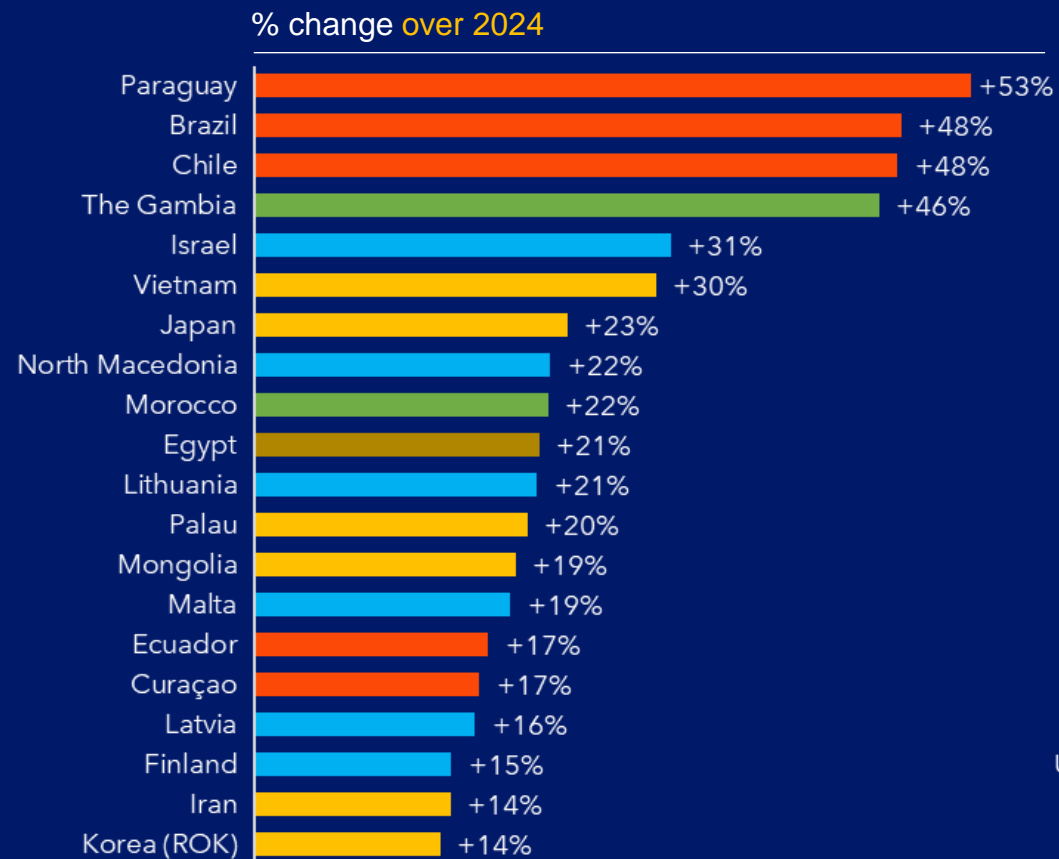
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# Top 20 best-performing destinations, Q1 2025\*

International tourist arrivals



Source: UN Tourism. (Data as of May 2025)

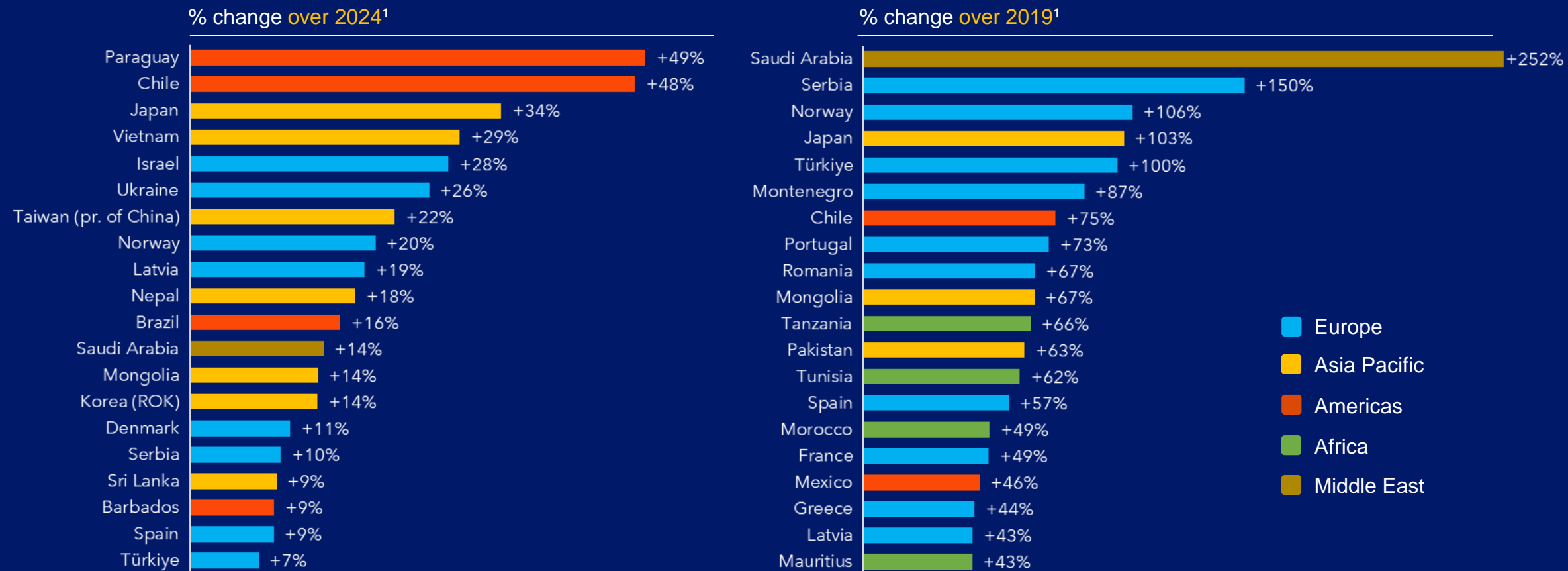
\* Destinations which have reported data for at least January and February 2025



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# Top 20 best-performing destinations in terms of receipts, Q1 2025\*

International tourism receipts



Source: UN Tourism. (Data as of May 2025)

\* Destinations which have reported data for at least January and February 2025

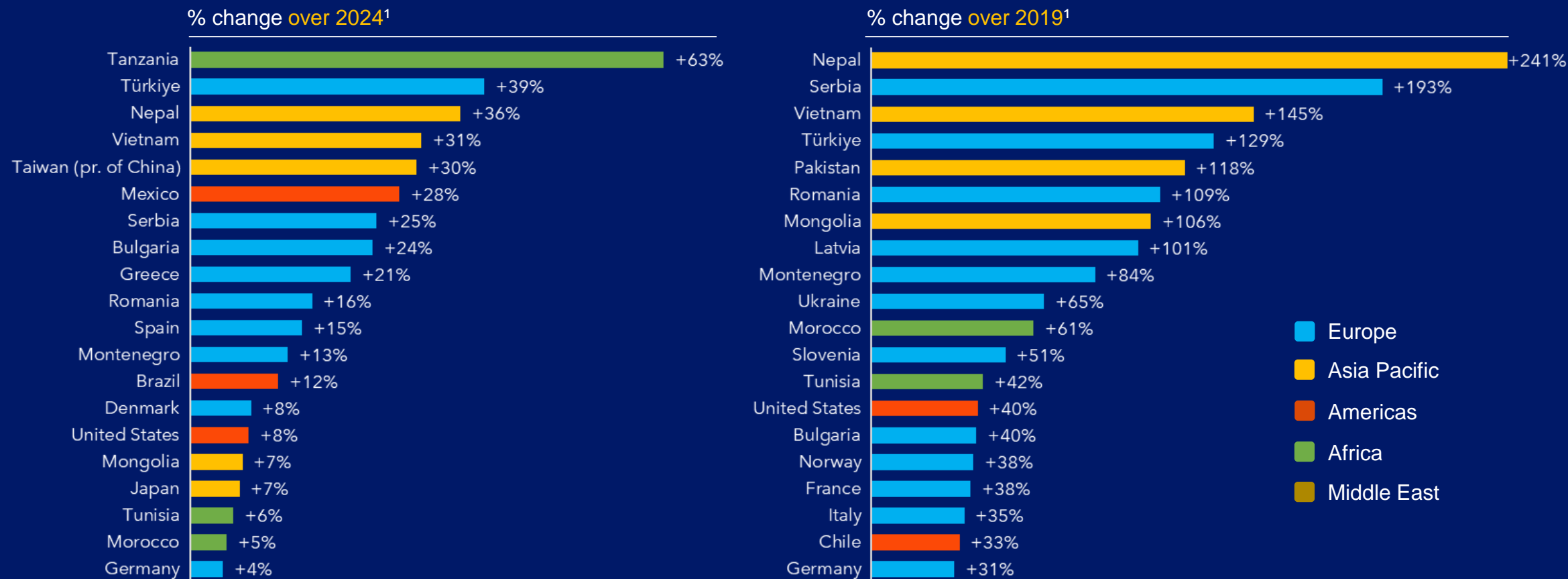
<sup>1</sup> In local currencies if so reported by the destination, otherwise in US dollars.



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# Top 20 best-performing source markets by spending, Q1 2025\*

International tourism expenditure



Source: UN Tourism. (Data as of May 2025)

\* Destinations which have reported data for at least January and February 2025

<sup>1</sup> In local currencies if so reported by the source market, otherwise in US dollars.

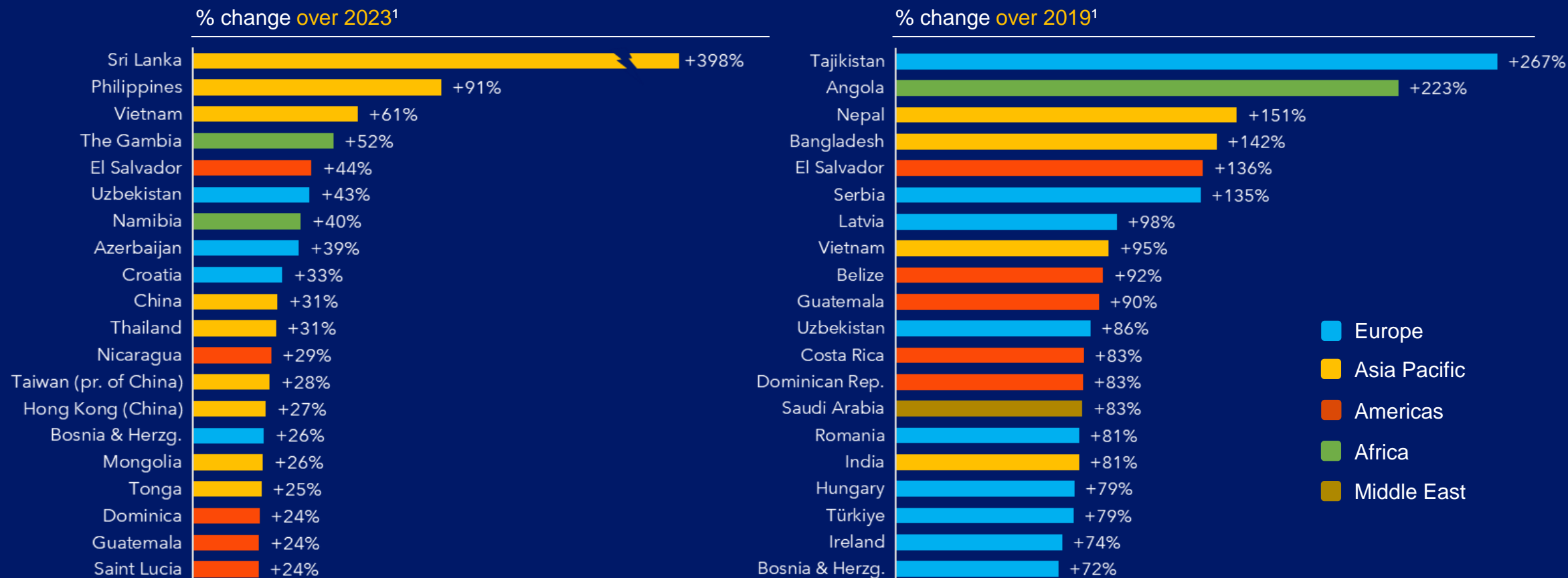


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# Top 20 best-performing source markets by spending, 2024\*

International tourism expenditure



Source: UN Tourism. (Data as of May 2025)

\* Destinations which have reported data for at least January and February 2025

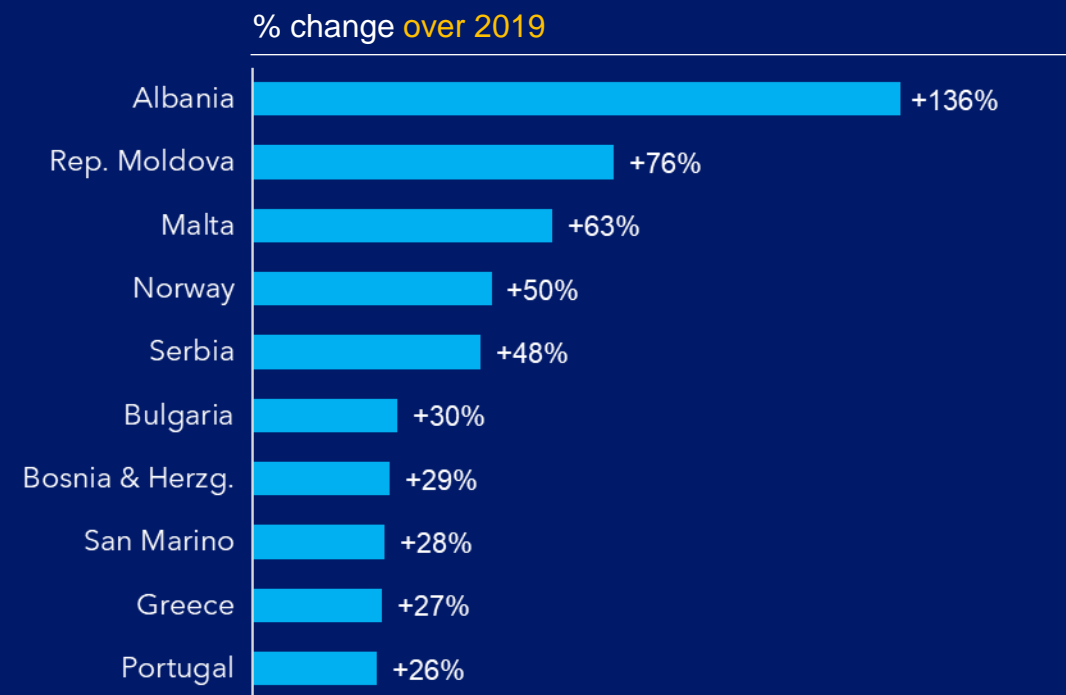
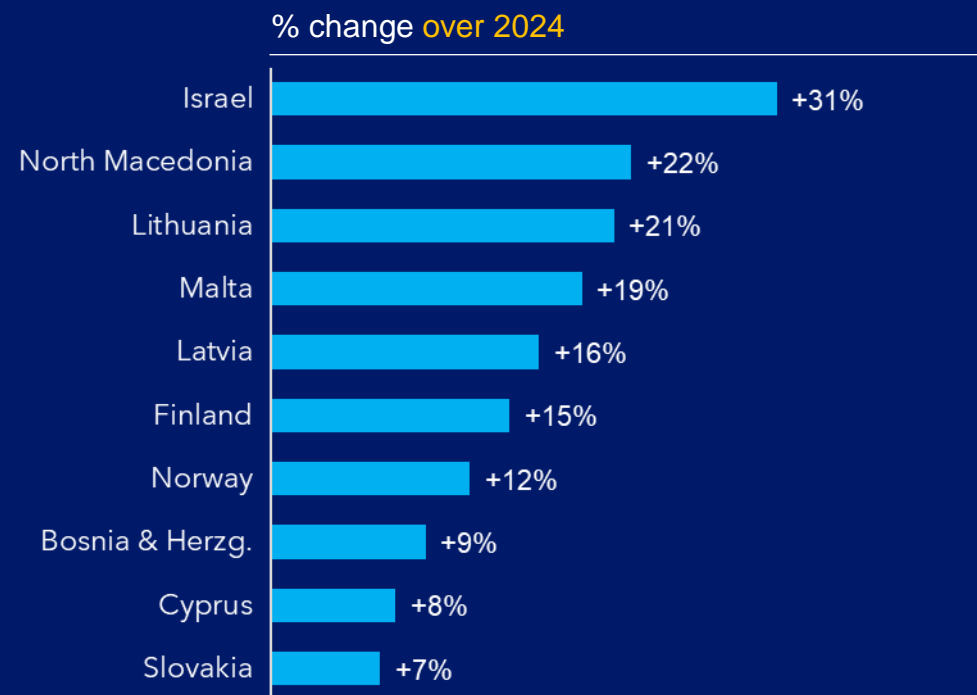
<sup>1</sup> In local currencies if so reported by the source market, otherwise in US dollars.



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# Top 10 best-performing destinations in Europe, Q1 2025\*

International tourist arrivals



Source: UN Tourism. (Data as of May 2025)

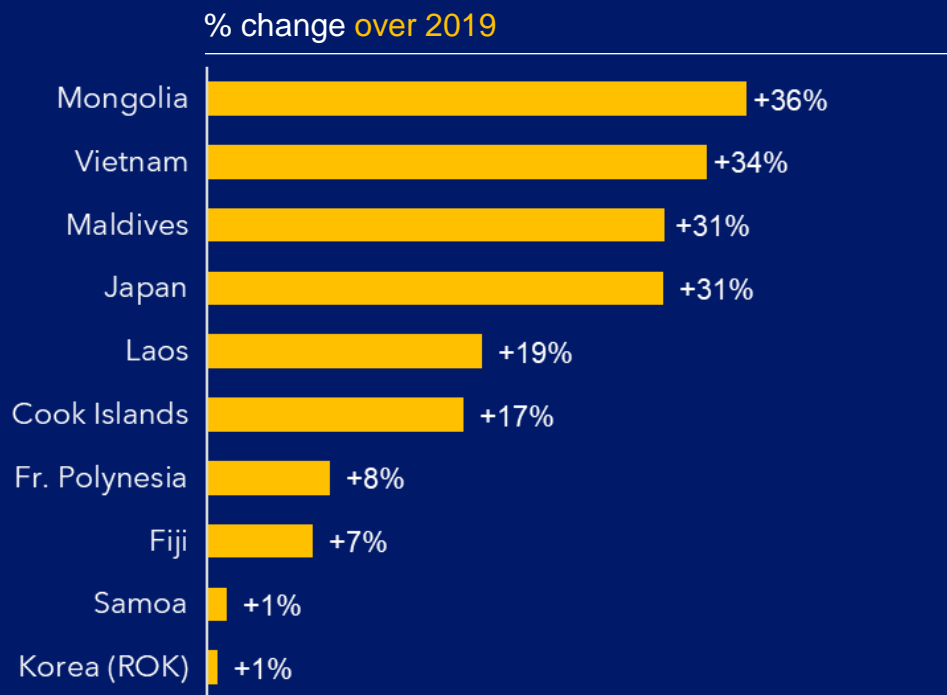
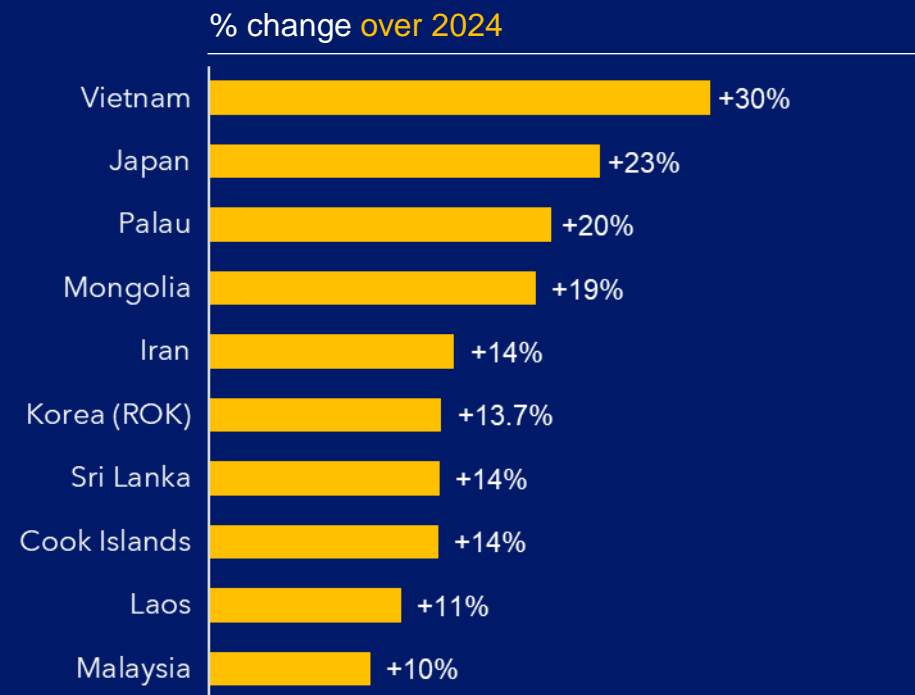
\* Destinations which have reported data for at least January and February 2025



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# Top 10 best-performing destinations in Asia Pacific, Q1 2025\*

International tourist arrivals



Source: UN Tourism. (Data as of May 2025)

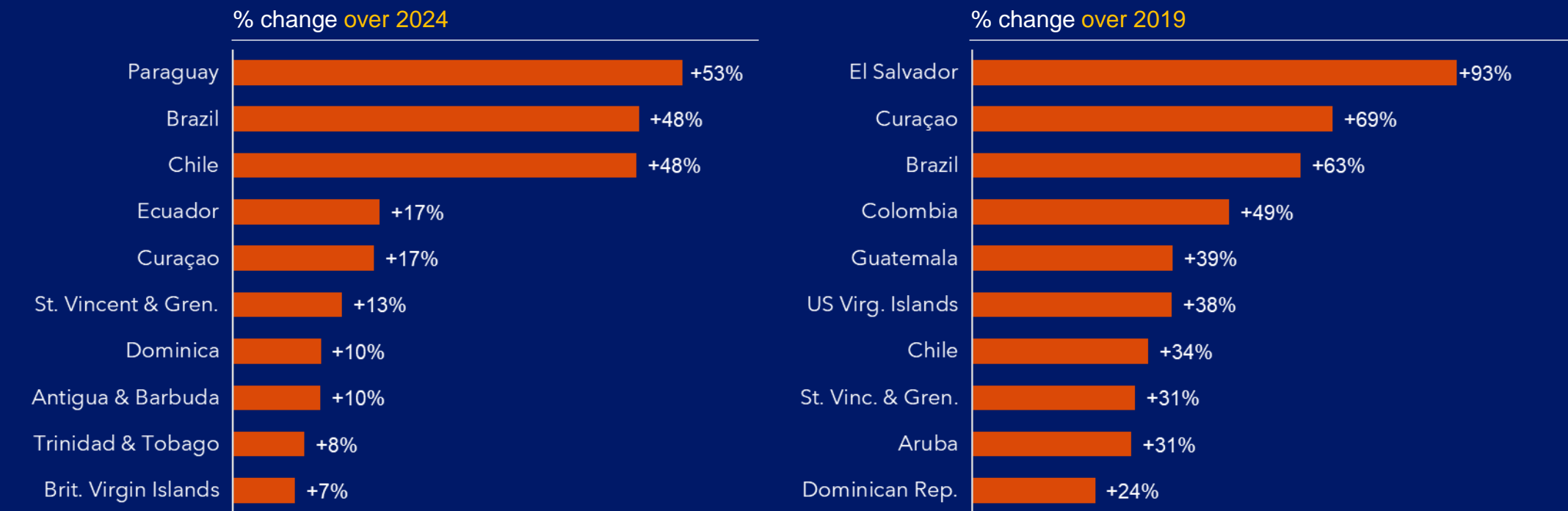
\* Destinations which have reported data for at least January and February 2025



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# Top 10 best-performing destinations in the Americas, Q1 2025\*

International tourist arrivals



Source: UN Tourism. (Data as of May 2025)

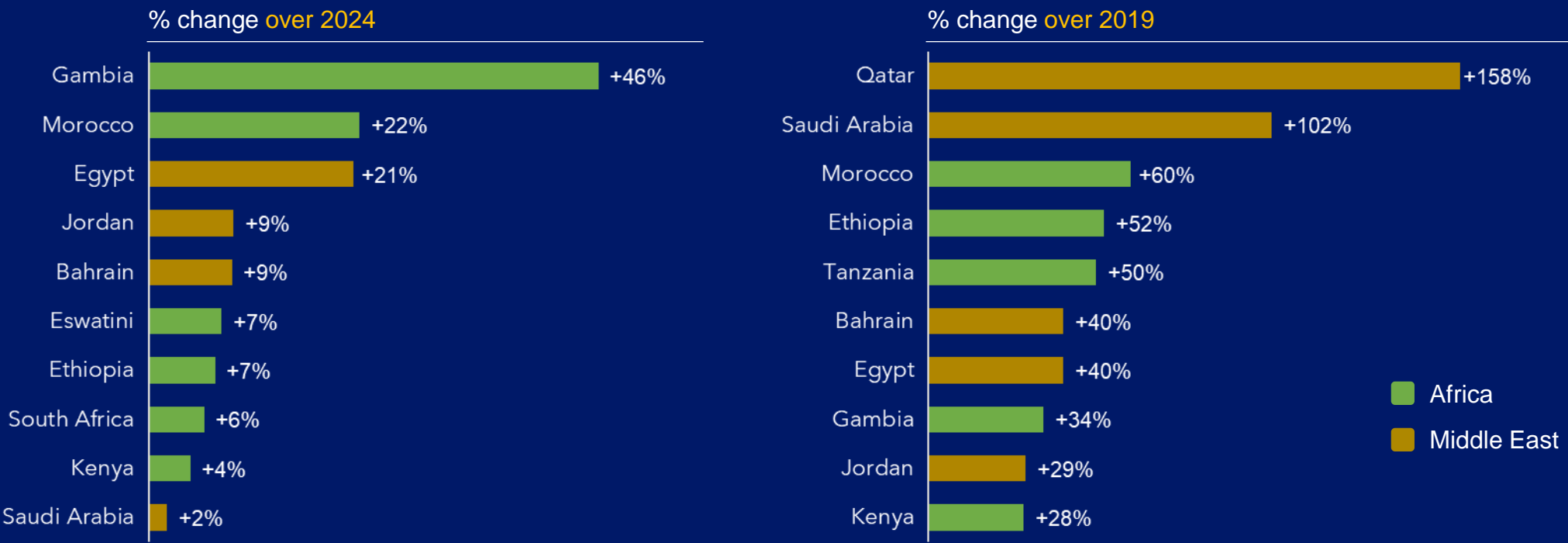
\* Destinations which have reported data for at least January and February 2025



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# Top 10 best-performing destinations in Africa and the Middle East, Q1 2025\*

International tourist arrivals



Source: UN Tourism. (Data as of May 2025)  
\* Destinations which have reported data for at least January and February 2025

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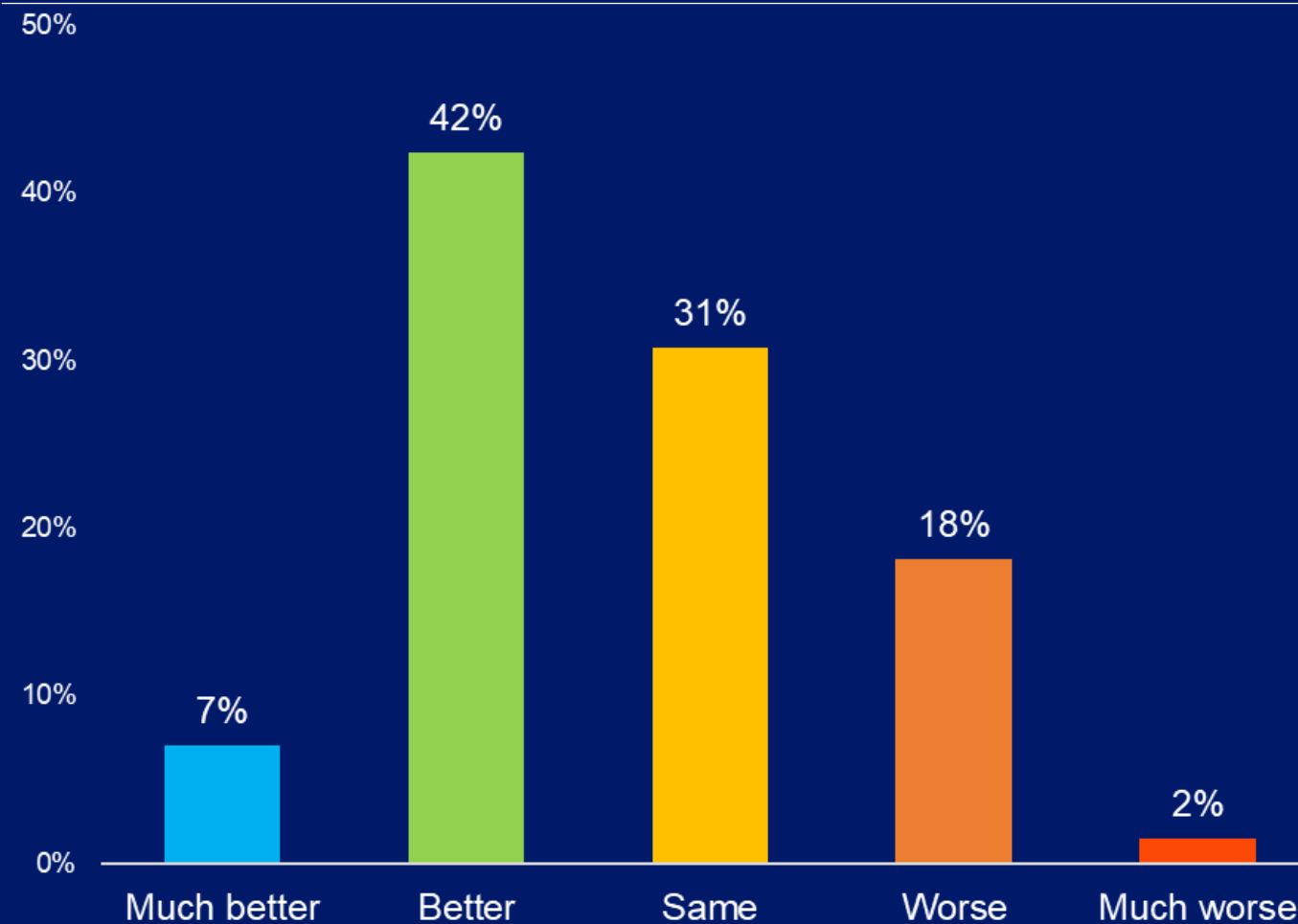
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## What are your prospects for your destination in 2025?

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

Percentage of responses: Global



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# What are your prospects for your destination in 2025?

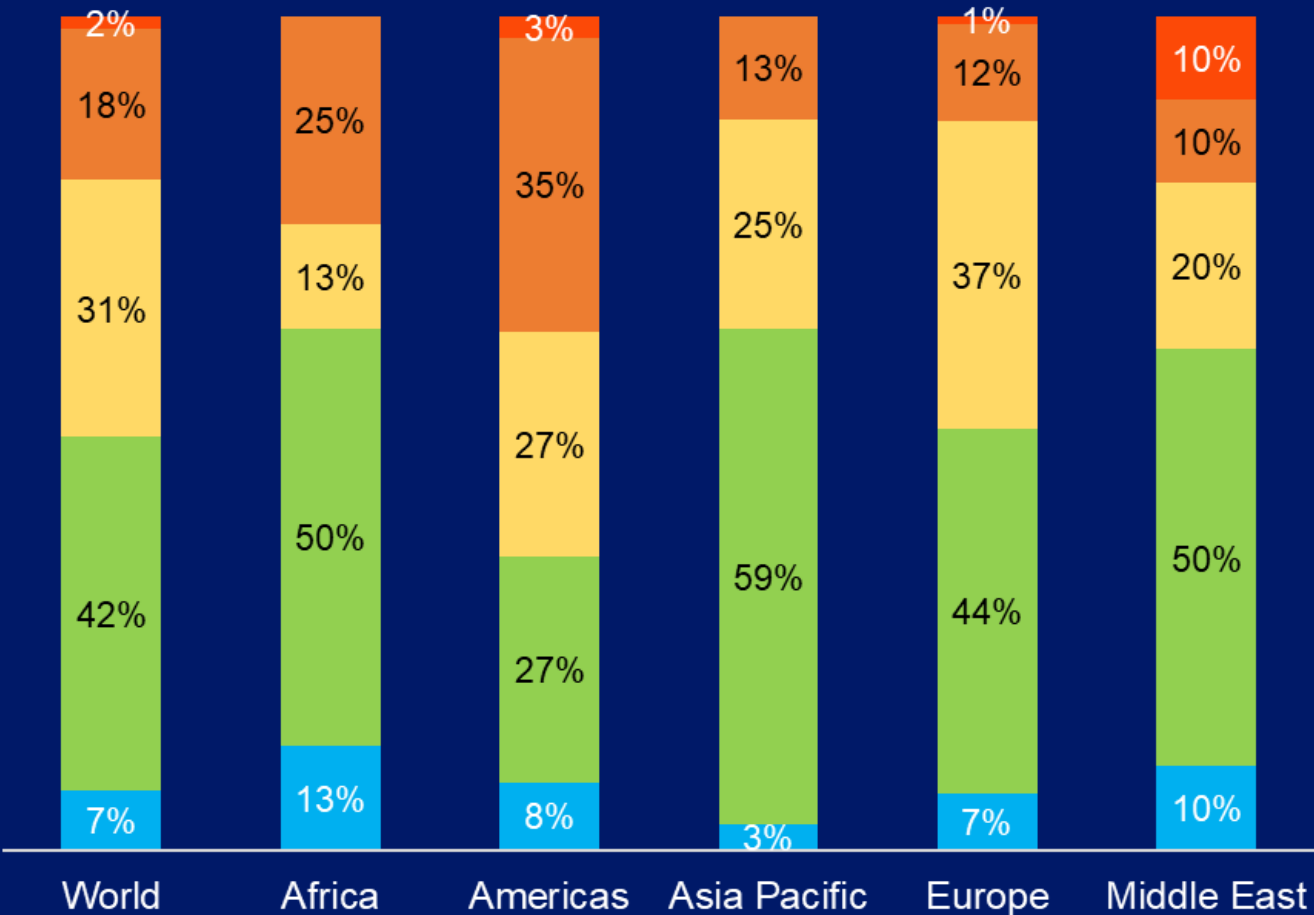
- Much worse
- Worse
- Same
- Better
- Much better

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



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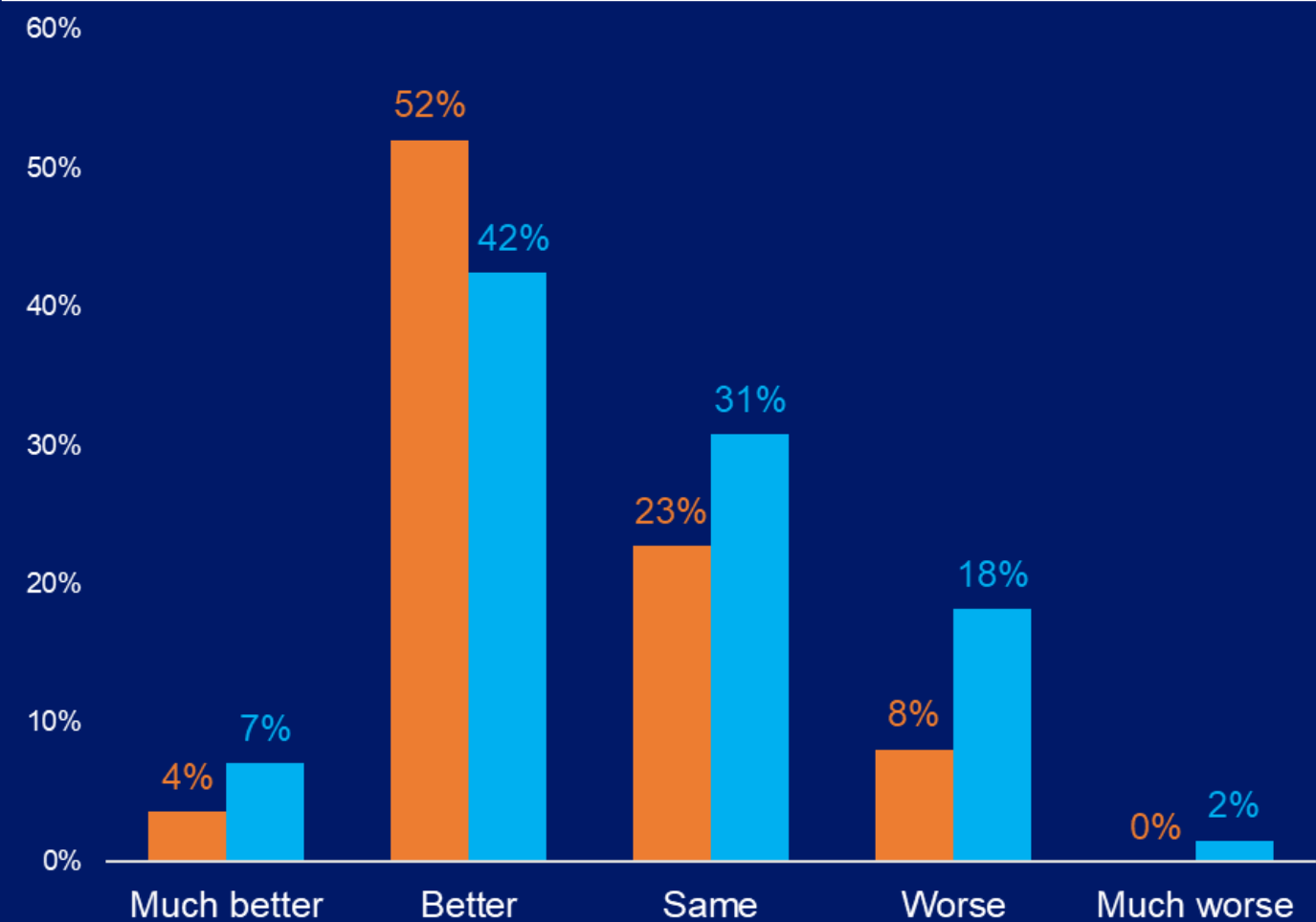
Percentage of responses by world region



What are your prospects for your destination in 2025?

- January 2025 Survey
- May 2025 Survey

Source: UN Tourism Panel of Experts Surveys: January and May 2025

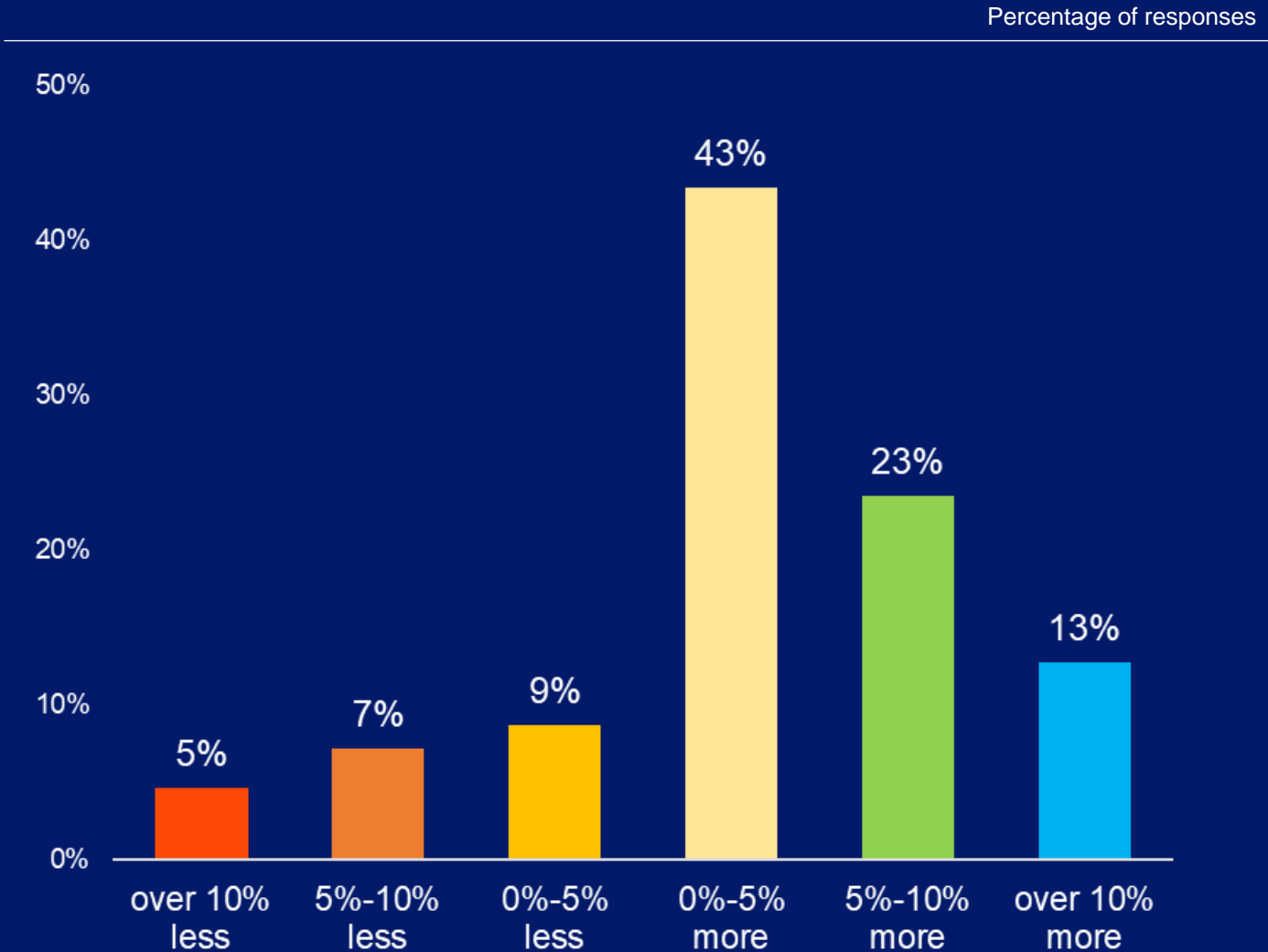


What levels of international tourist arrivals do you expect in your destination in 2025 (versus 2024)?

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



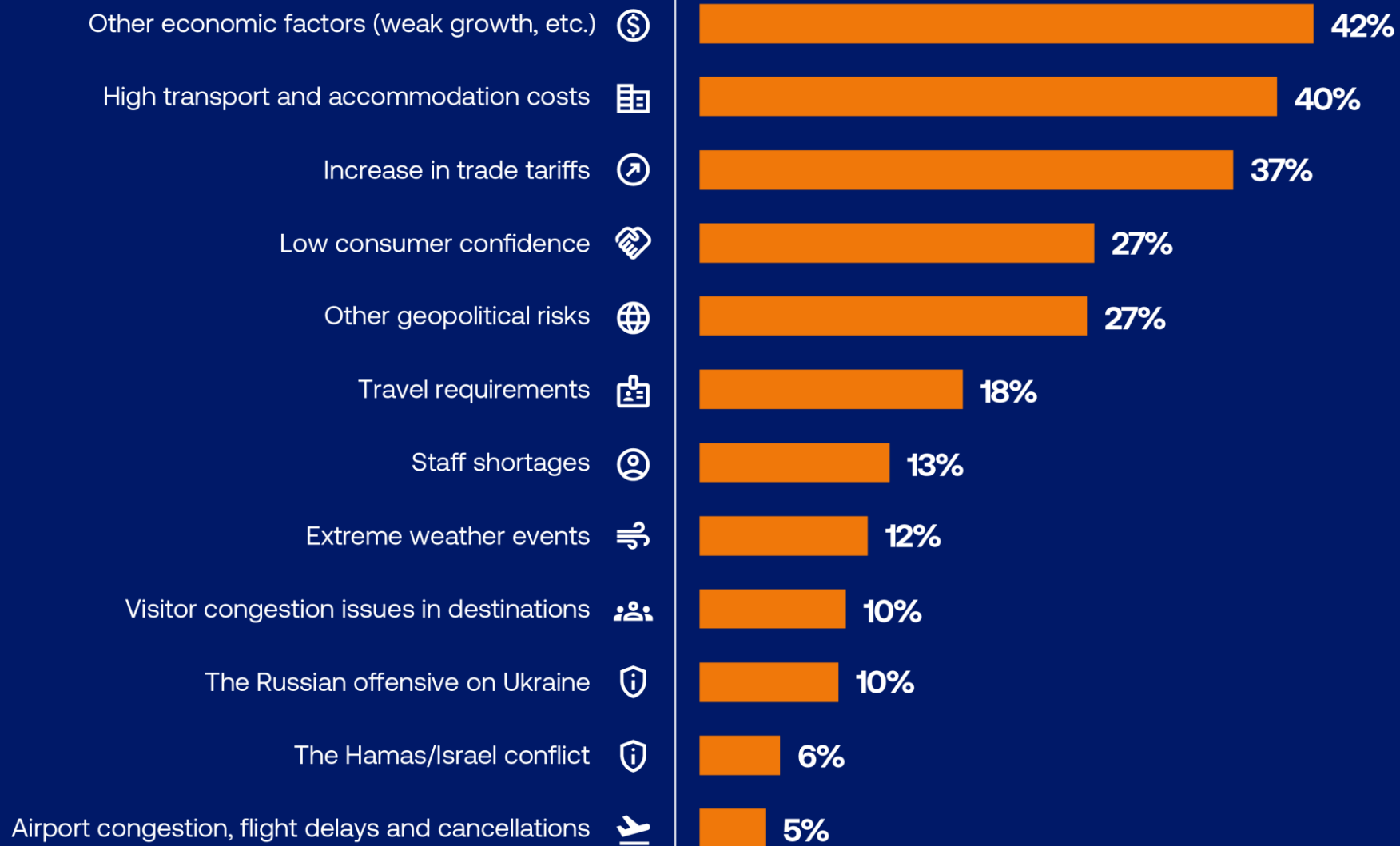
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## What are the main challenges that international tourism will face in 2025?

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

Percentage of experts mentioning each factor



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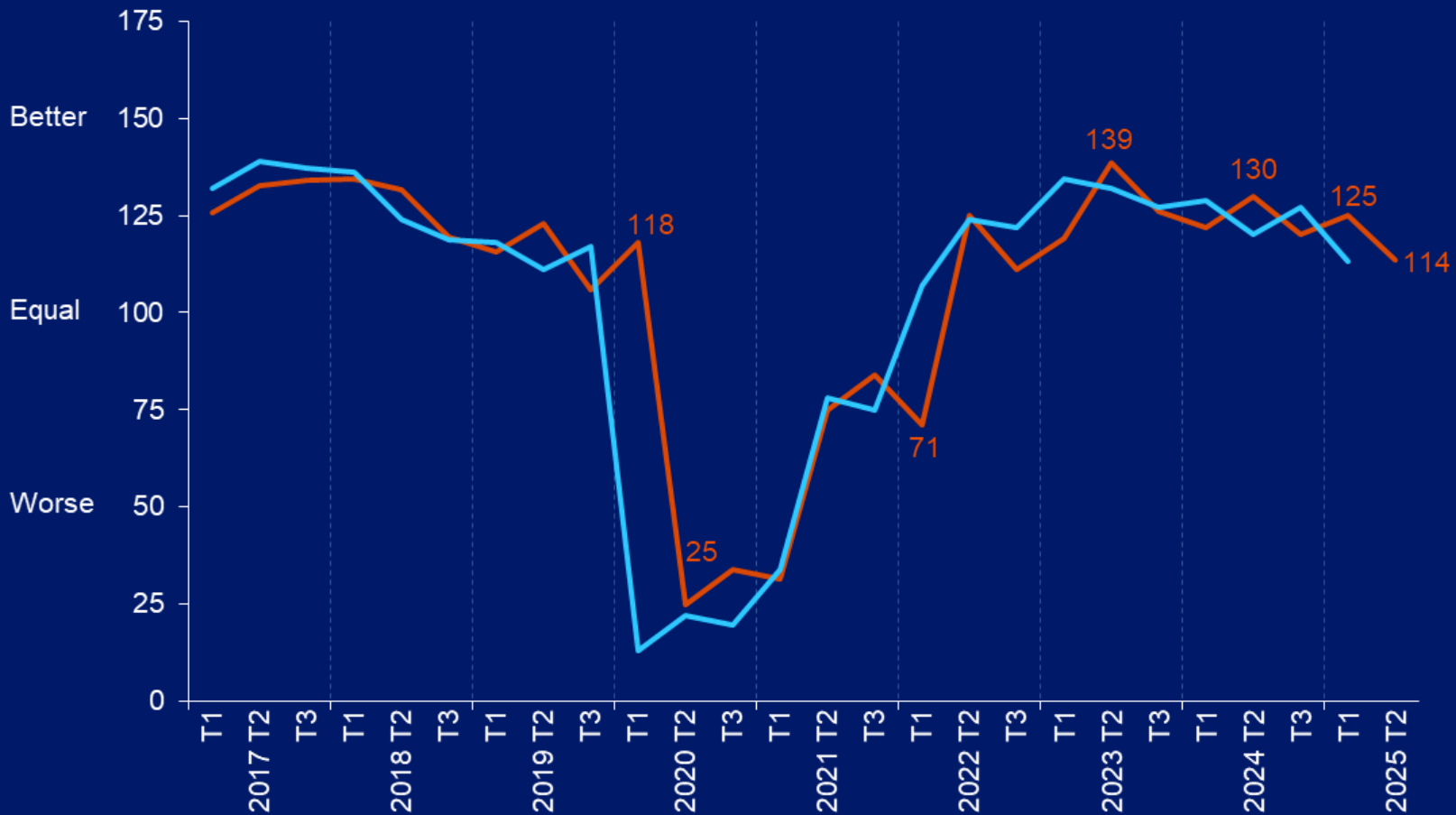
# UN Tourism Confidence Index

- Evaluation of past 4 months
- Prospects for next 4 months

Source: UN Tourism Panel of Experts Survey (May 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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## World GDP (constant prices)

% change

(f): Forecast  
Source: IMF  
(World Economic Outlook, April 2025)



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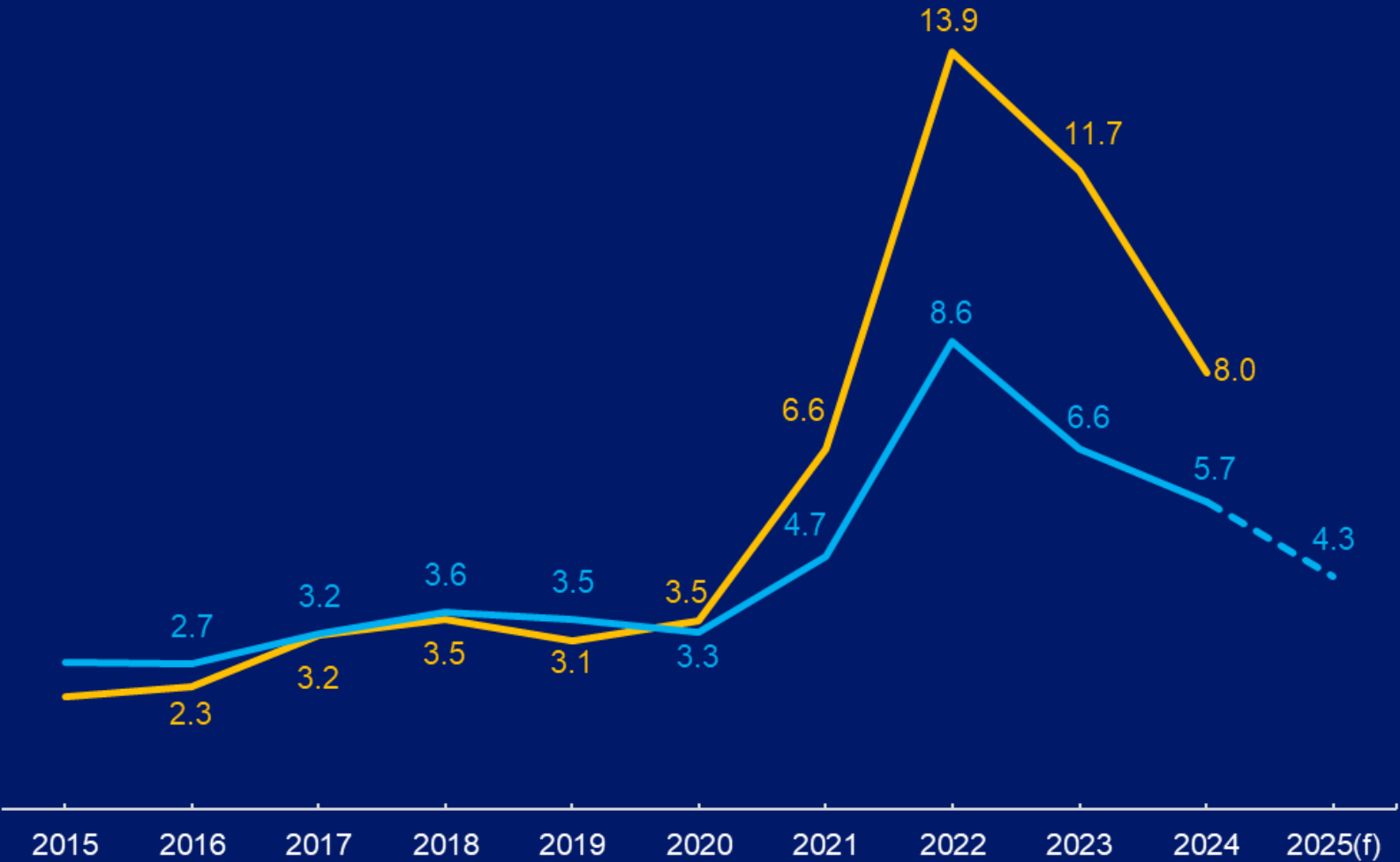


# Global tourism inflation vs. headline inflation

% change in consumer prices

- Tourism inflation proxy\*
- Headline inflation (all items)

Source: UN Tourism and IMF (April 2025 WEO)  
\* Tourism inflation proxy is a weighted average of restaurant & hotel inflation and transport inflation.  
(f): Forecast



## 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: IMF  
(World Economic Outlook, April 2025)



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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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