



UN Tourism

World Tourism Trends

*UN Tourism – Amadeus webinar
9 July 2025*

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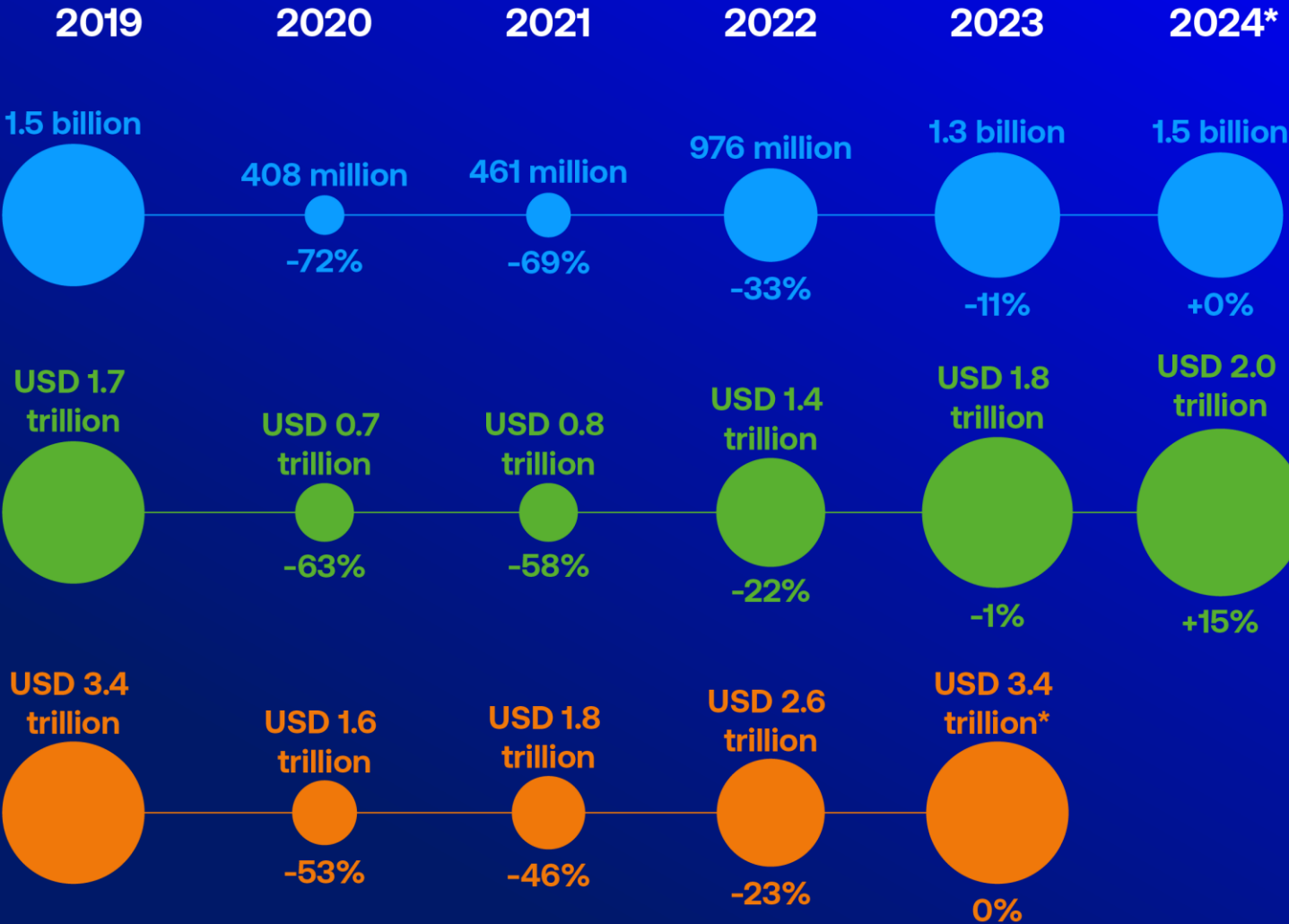
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International
tourism
2019 – 2024,
World

International
tourist arrivals
% change (vs 2019)

Export revenues
from tourism¹
real % change (vs 2019)²

Tourism direct GDP
(TDGDP)
nominal % change (vs 2019)

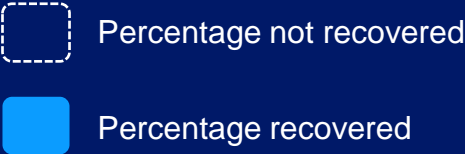


Source: UN Tourism
¹ Revenues include international tourism receipts and passenger transport fares.
² In local currencies and constant prices.

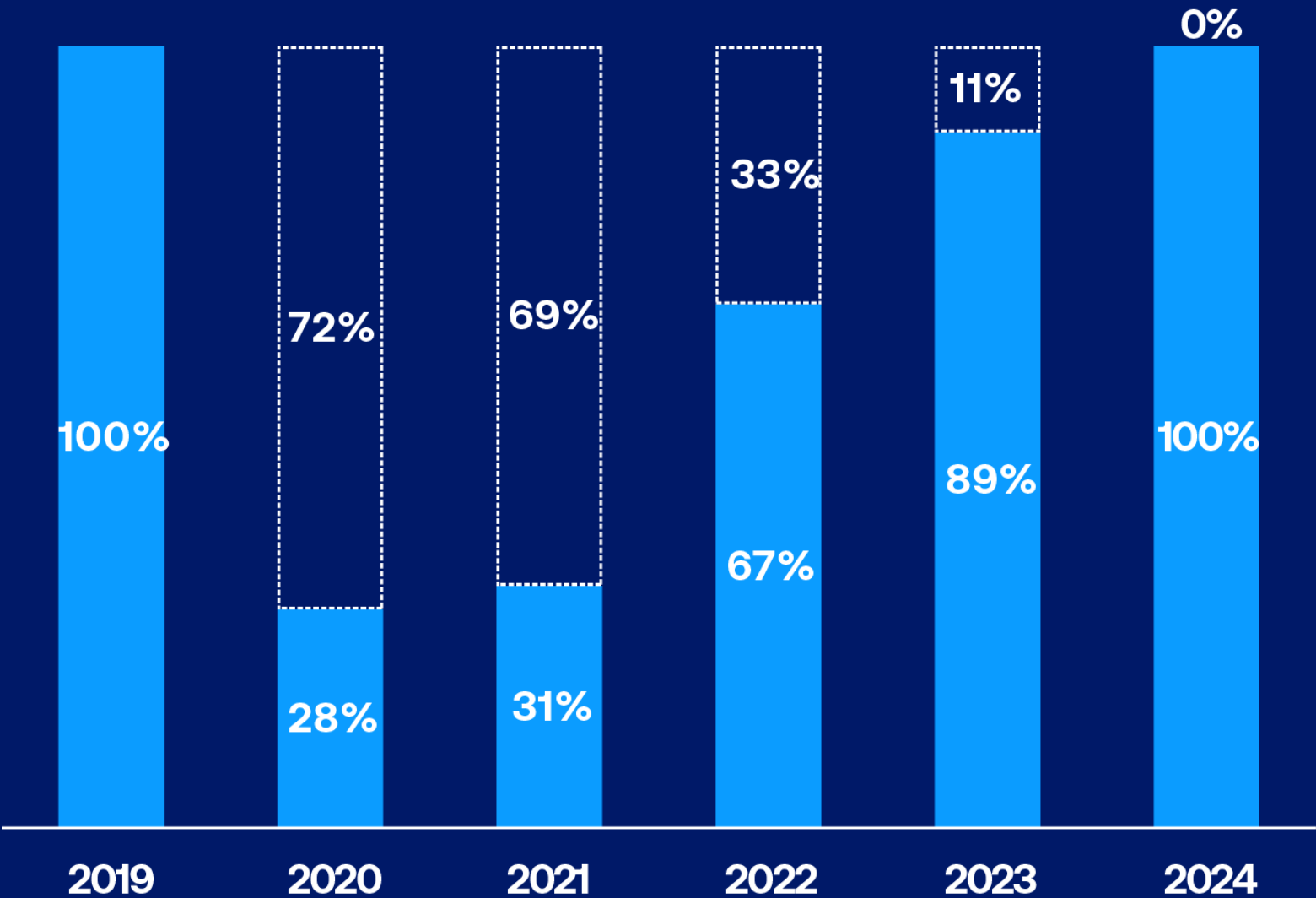
Data as of May 2025
* Provisional data

Recovery of international tourist arrivals

Percentage of 2019 levels

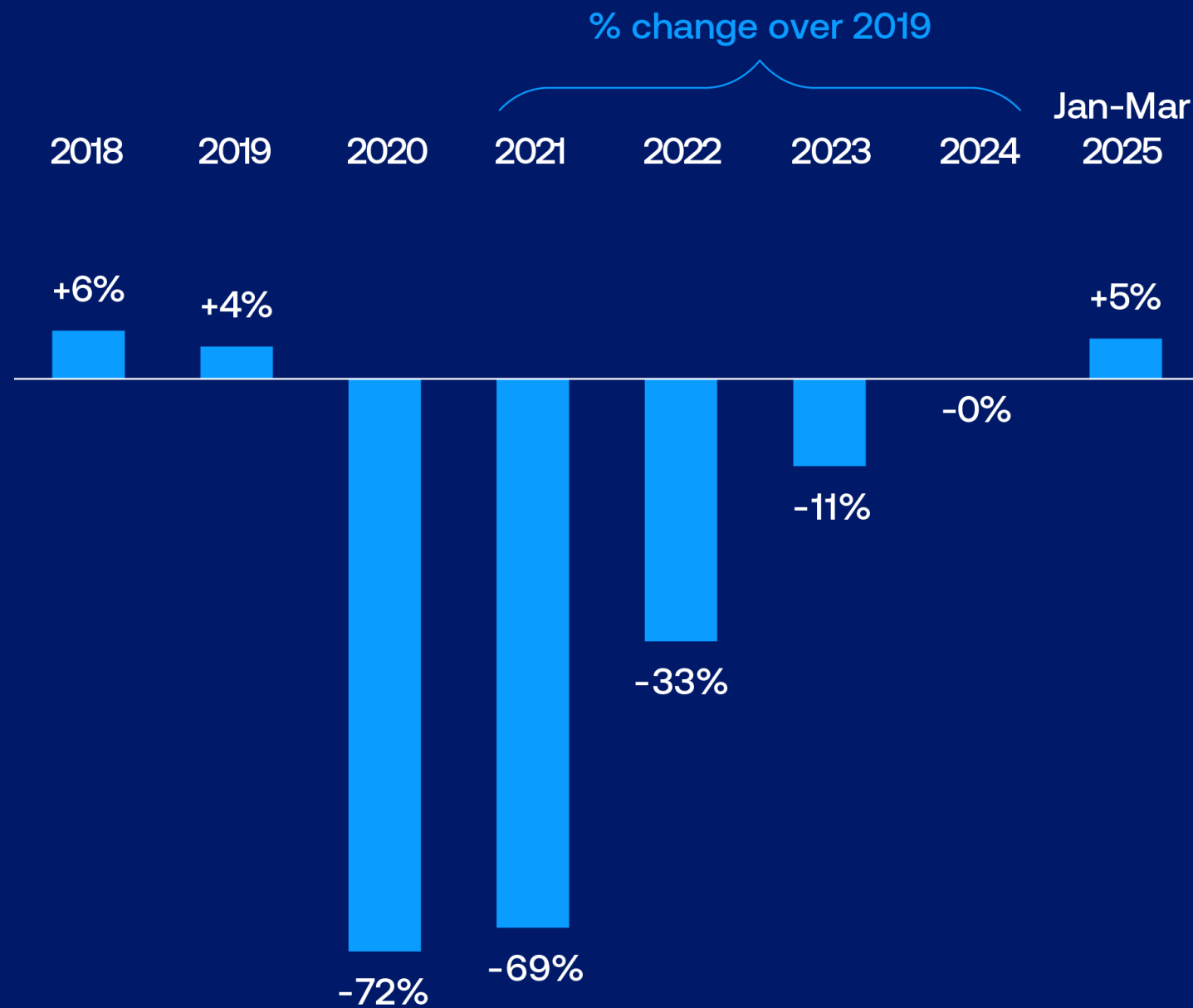


Source: World Tourism Organization (UN Tourism)
(Data as of May 2025)
* Data for 2024 are provisional



International tourist arrivals, 2018-2025

% change



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Source: World Tourism Organization (UN Tourism)

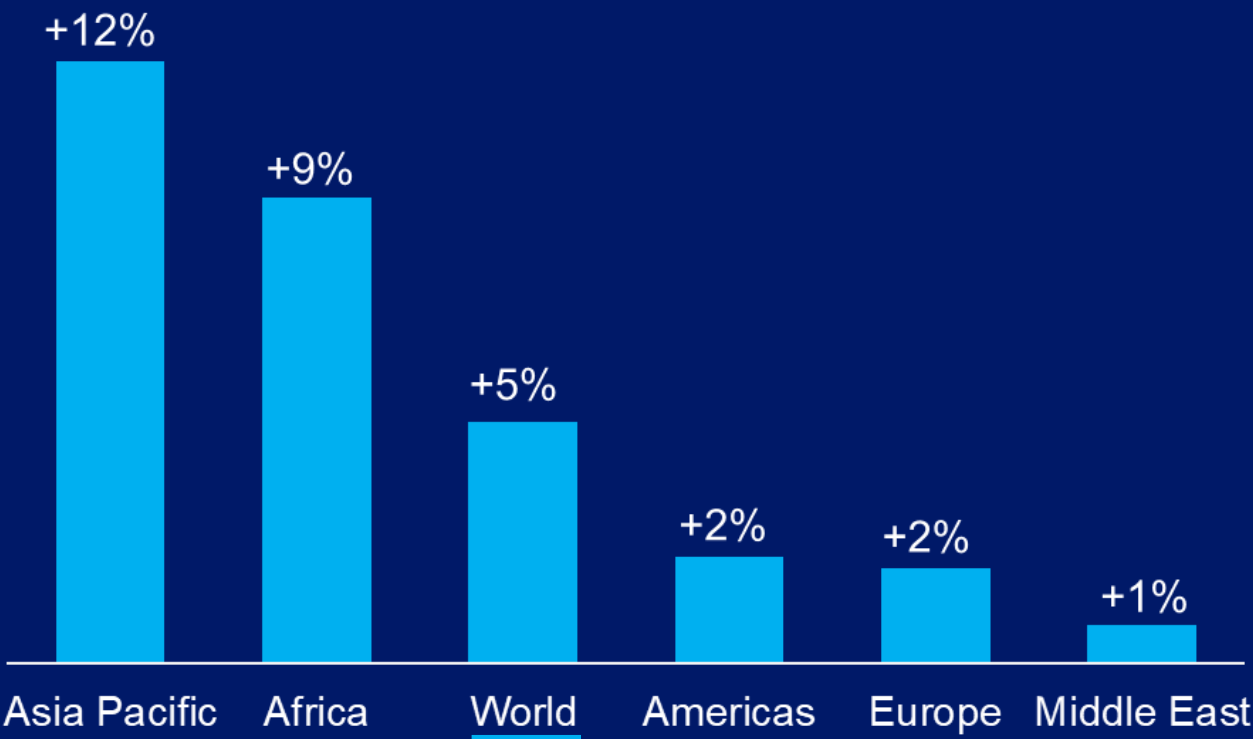
(Data as of May 2025)

* Data for January-March 2025 are provisional

International tourist arrivals
by region, Q1 2025*

% change over 2024

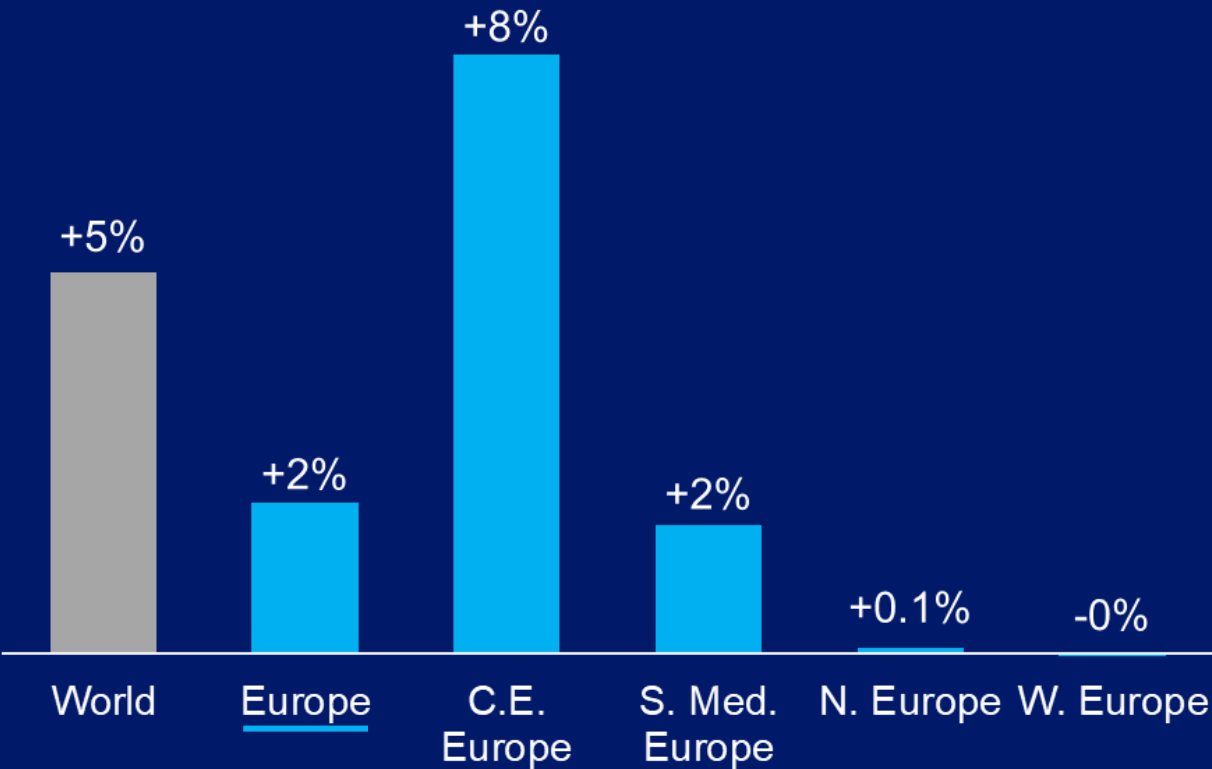
Source: UN Tourism
(Data as of May 2025)
* All data are provisional



International tourist arrivals
Europe, Q1 2025*

% change over 2024

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

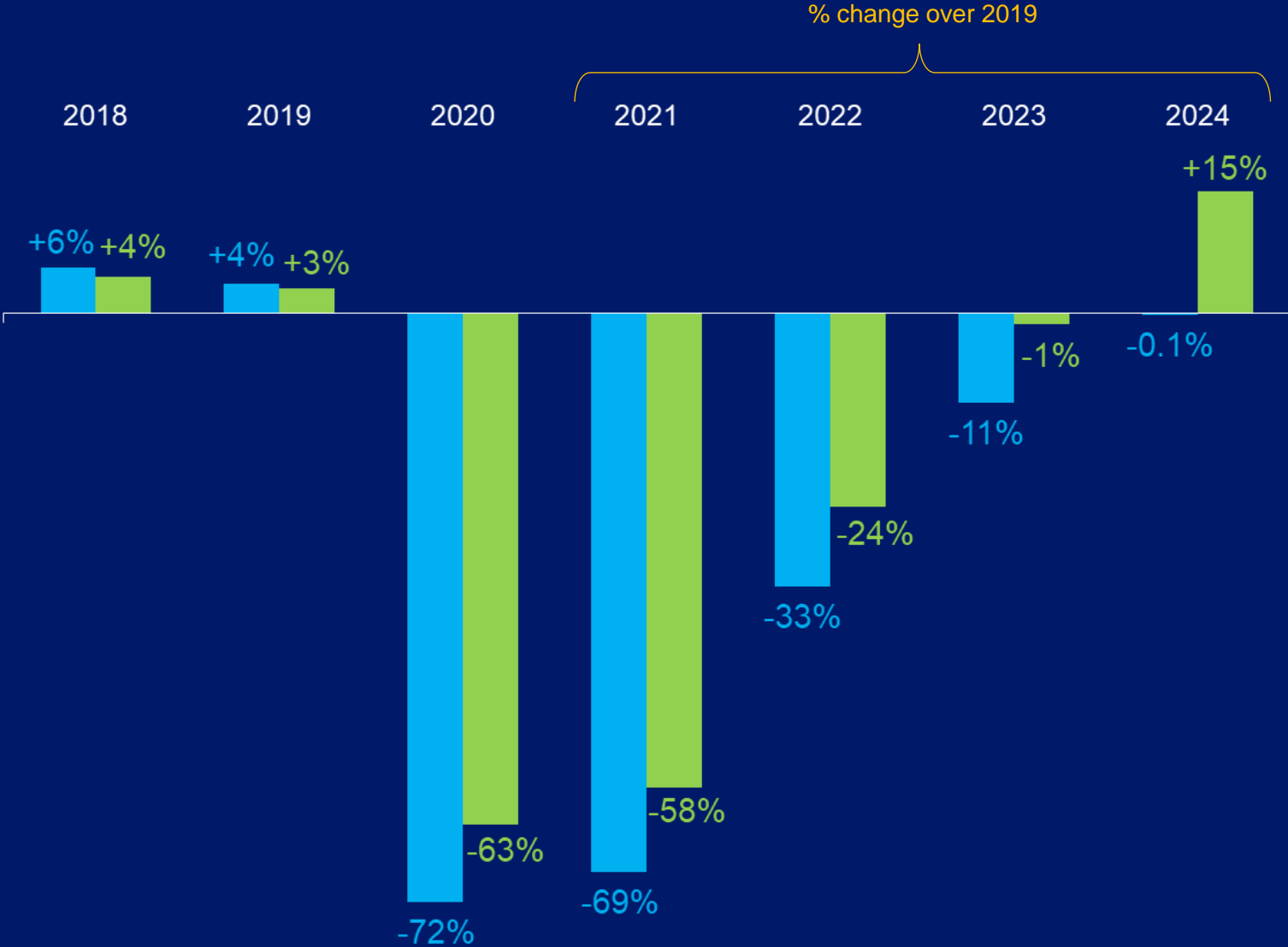


International tourist arrivals and receipts

Annual % change

- Arrivals
- Receipts (real terms)¹

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



Average spending per international trip

Receipts per arrival (USD)

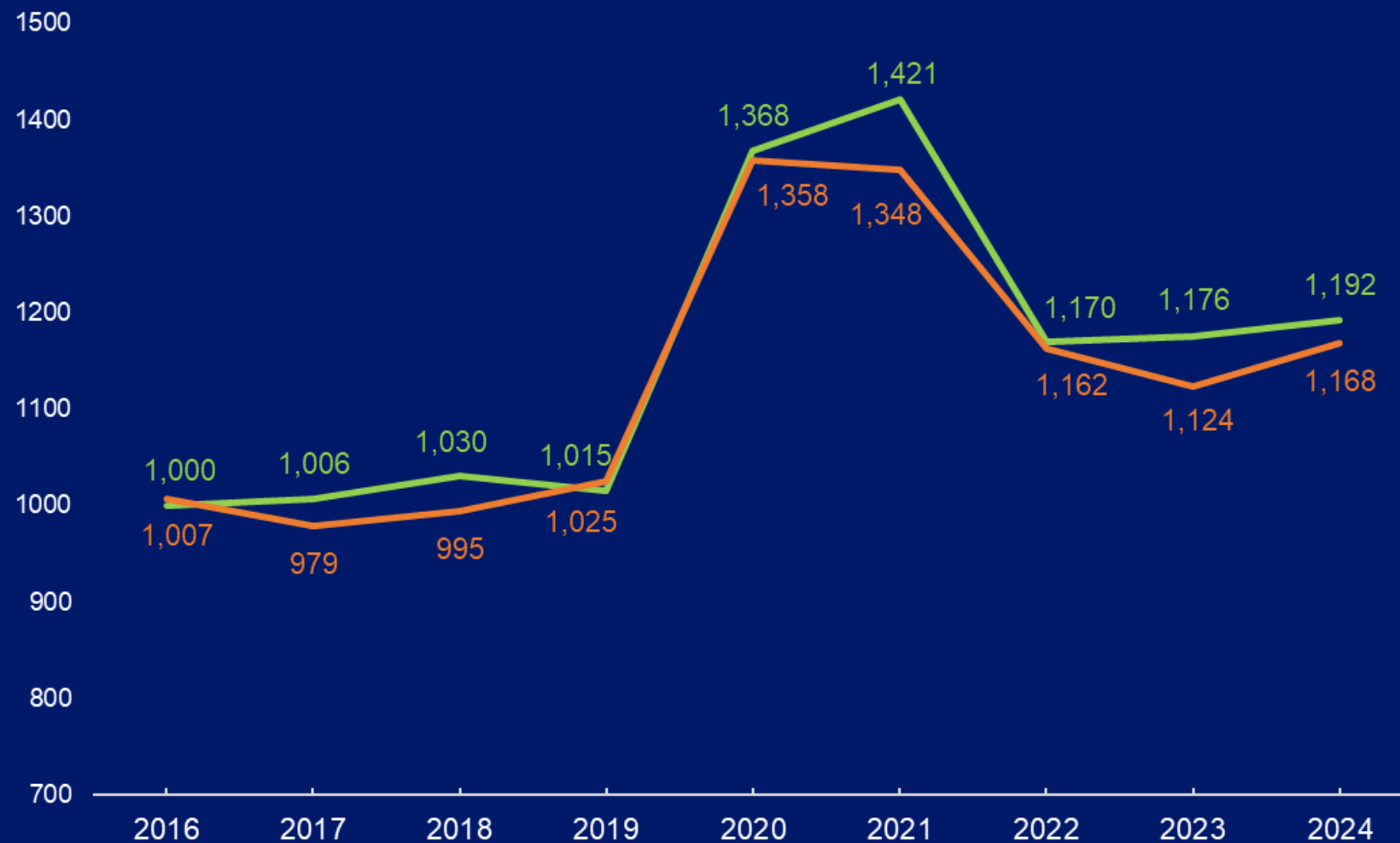
- Current US dollars
- Constant US dollars ¹

Source: UN Tourism
(Data as of May 2025)

¹ Adjusted for inflation and exchange rate
fluctuations.



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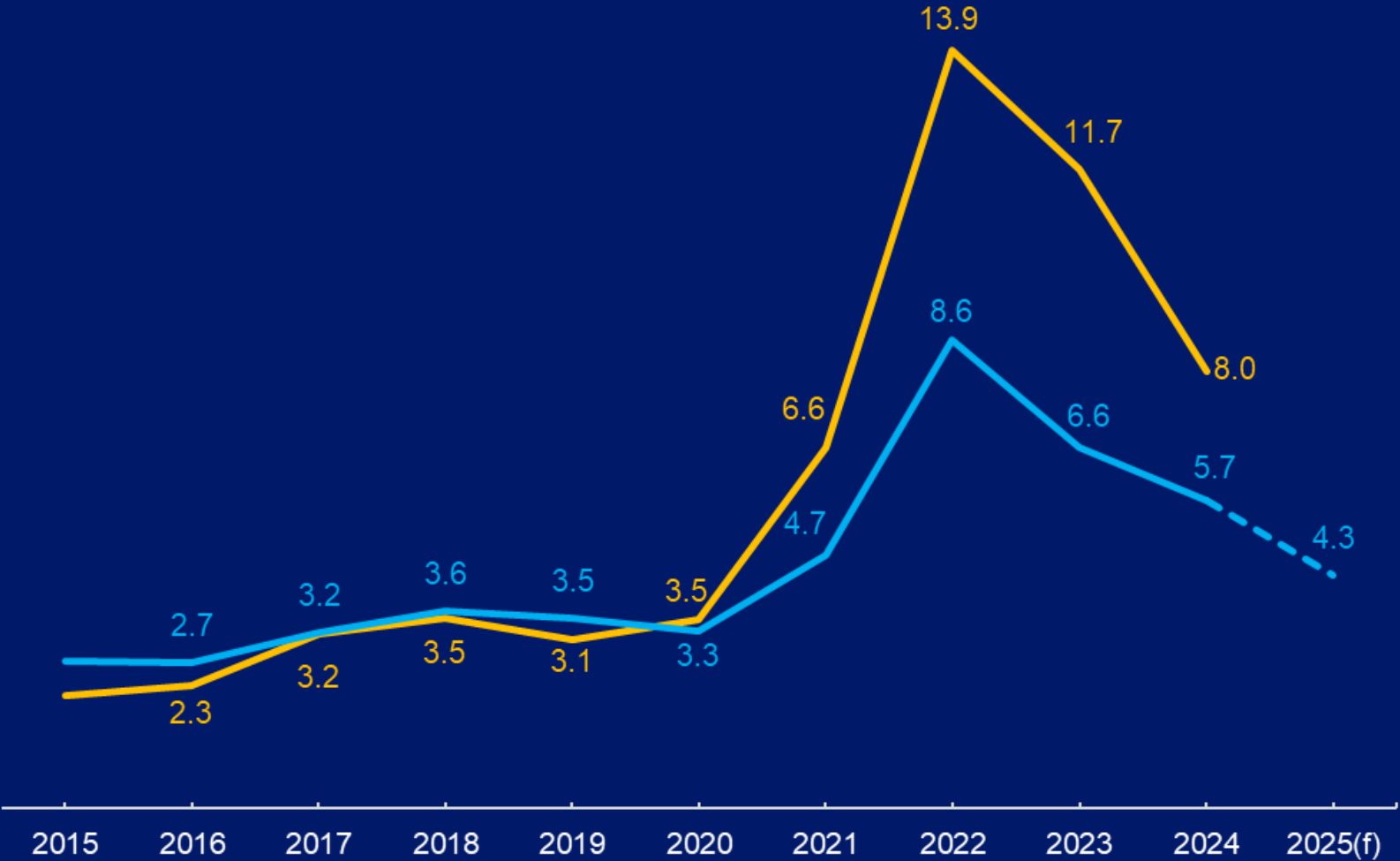


Global tourism inflation vs. headline inflation

% 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



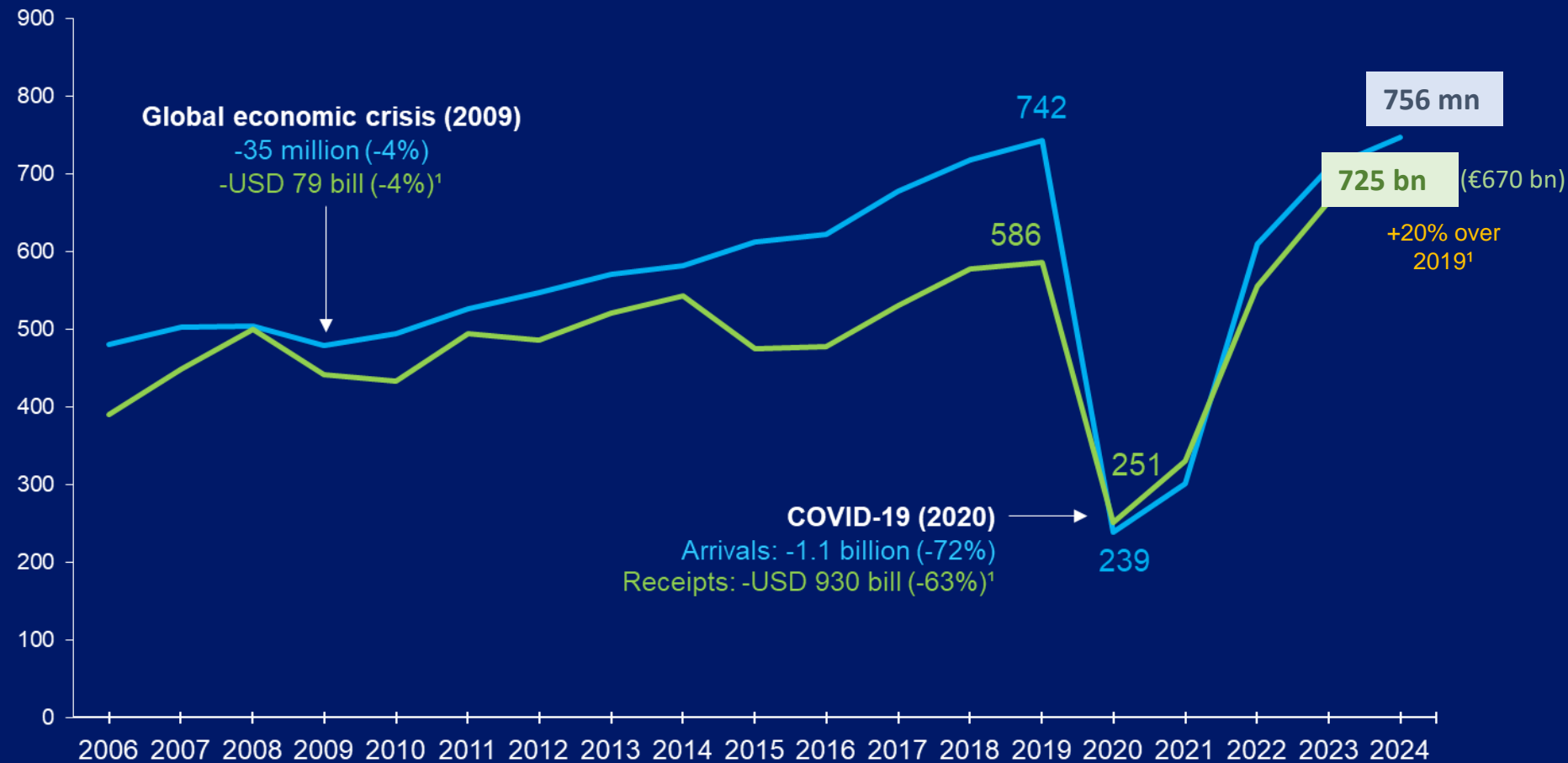
Europe: International tourist arrivals & receipts

Arrivals (millions)
Receipts (USD billions)

Source: UN Tourism
(Data as of May 2025)

¹ Real percent change (in local
currencies at constant prices).

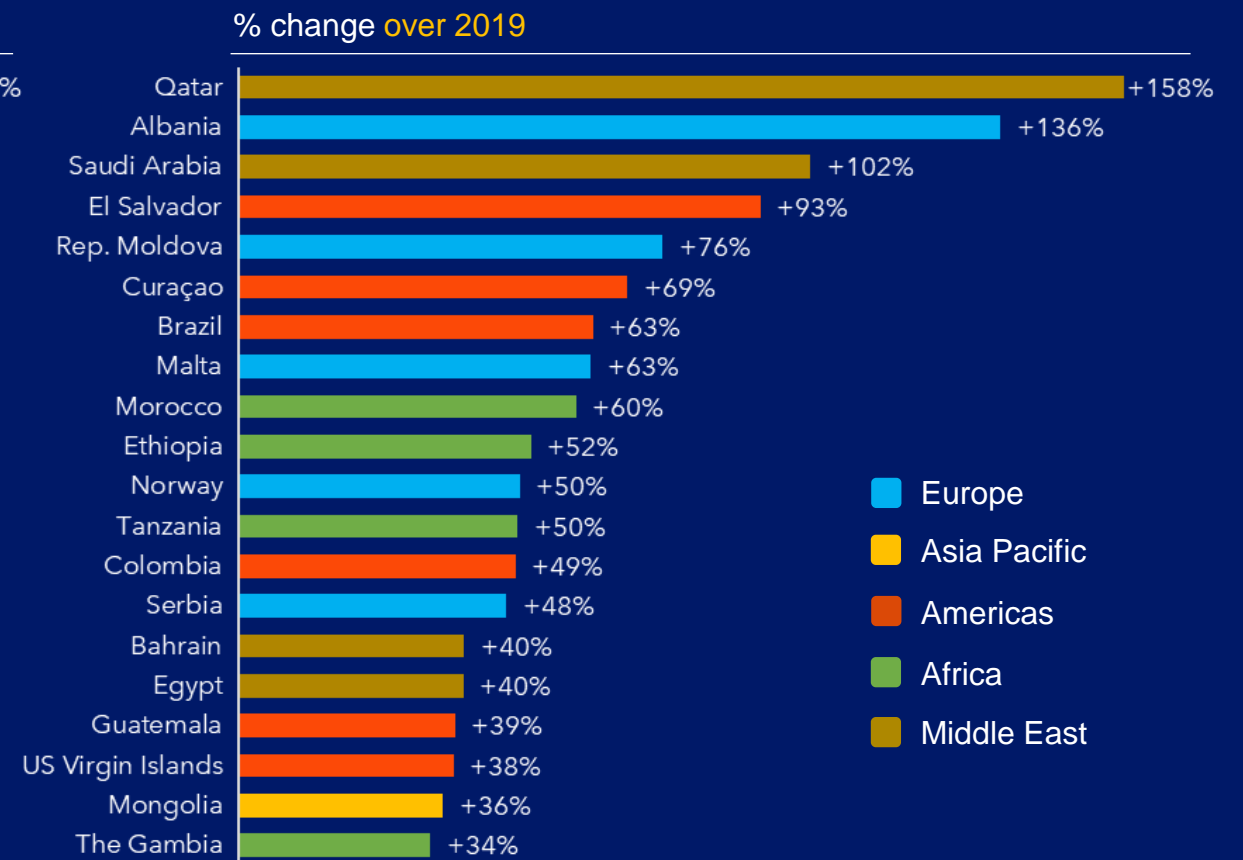
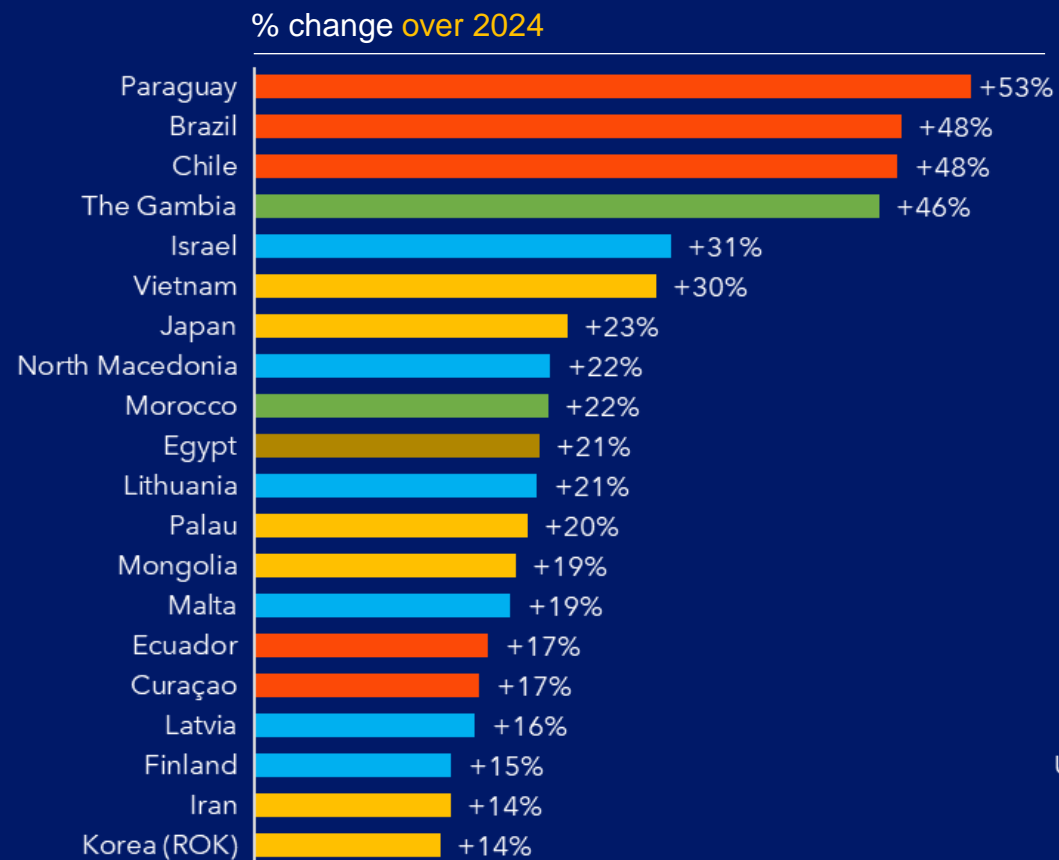
Note: Receipts for 2024 are
preliminary estimates.



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Top 20 best-performing destinations, Q1 2025*

International tourist arrivals



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

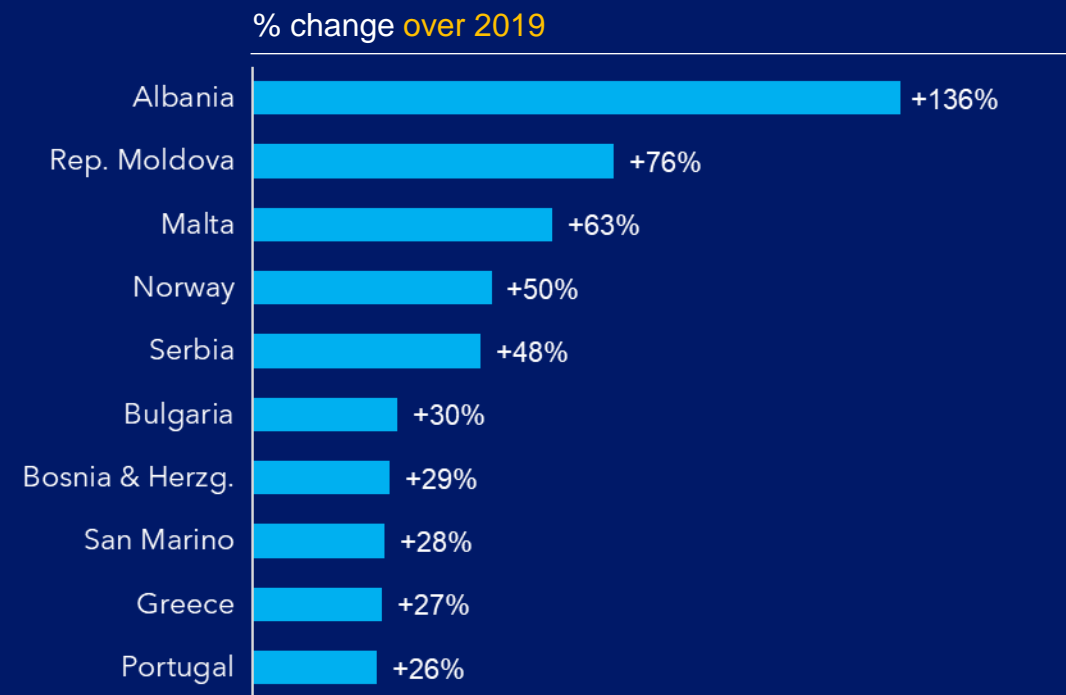
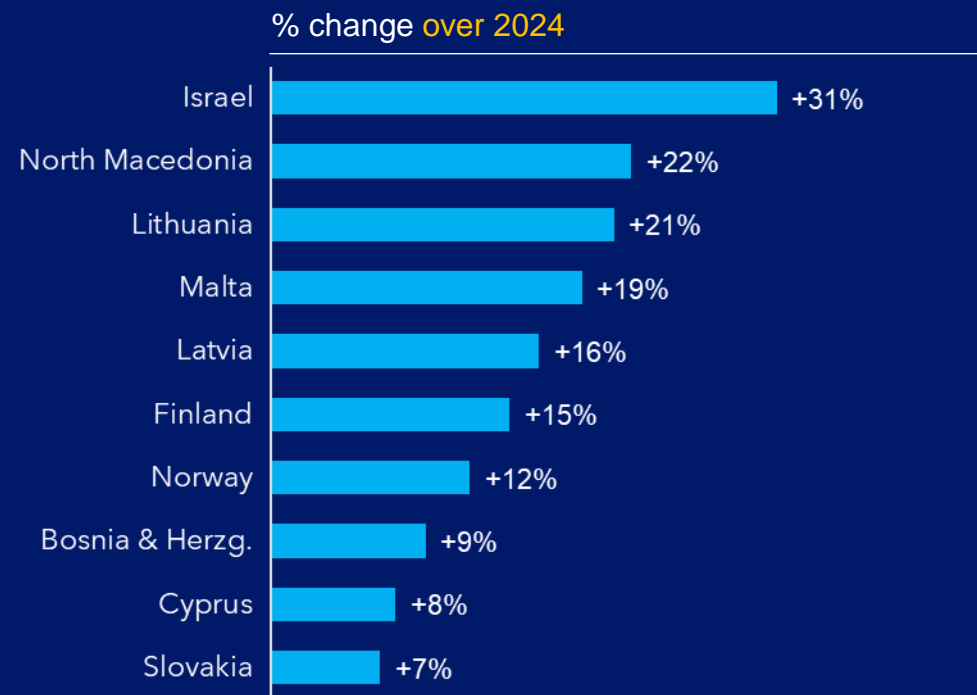
* Destinations which have reported data for at least January and February 2025



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

International tourist arrivals



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

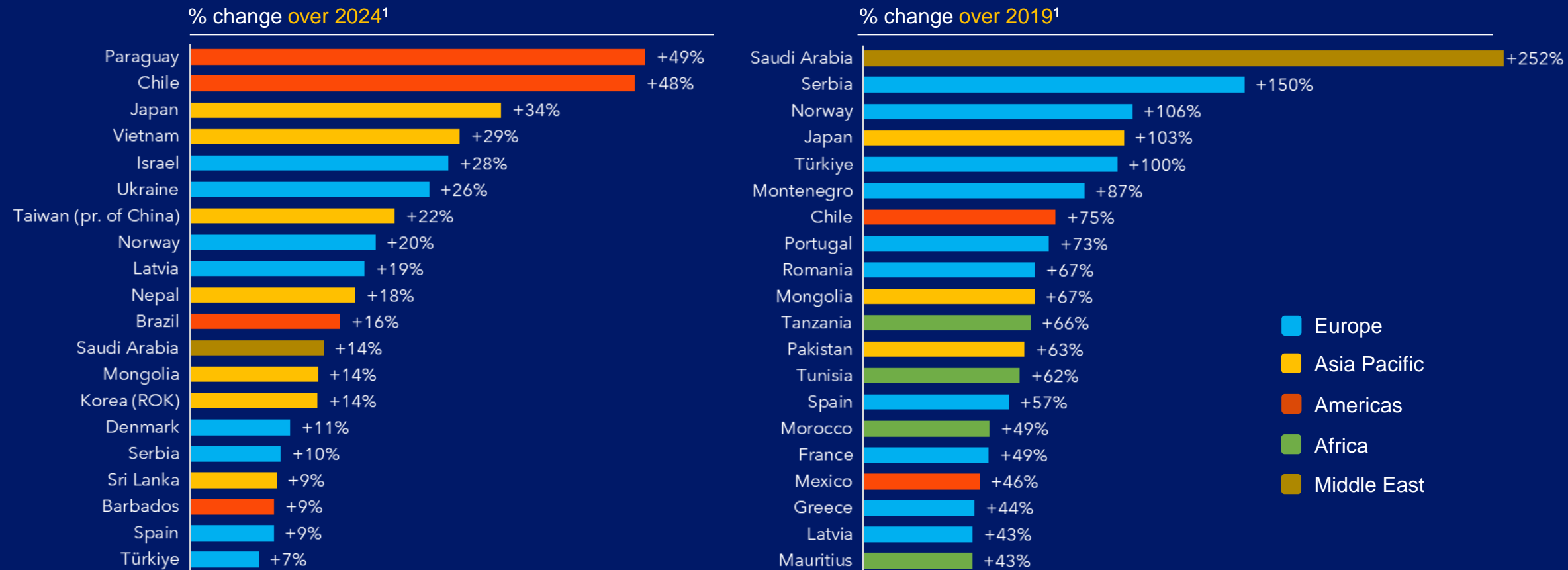
* Destinations which have reported data for at least January and February 2025



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Top 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

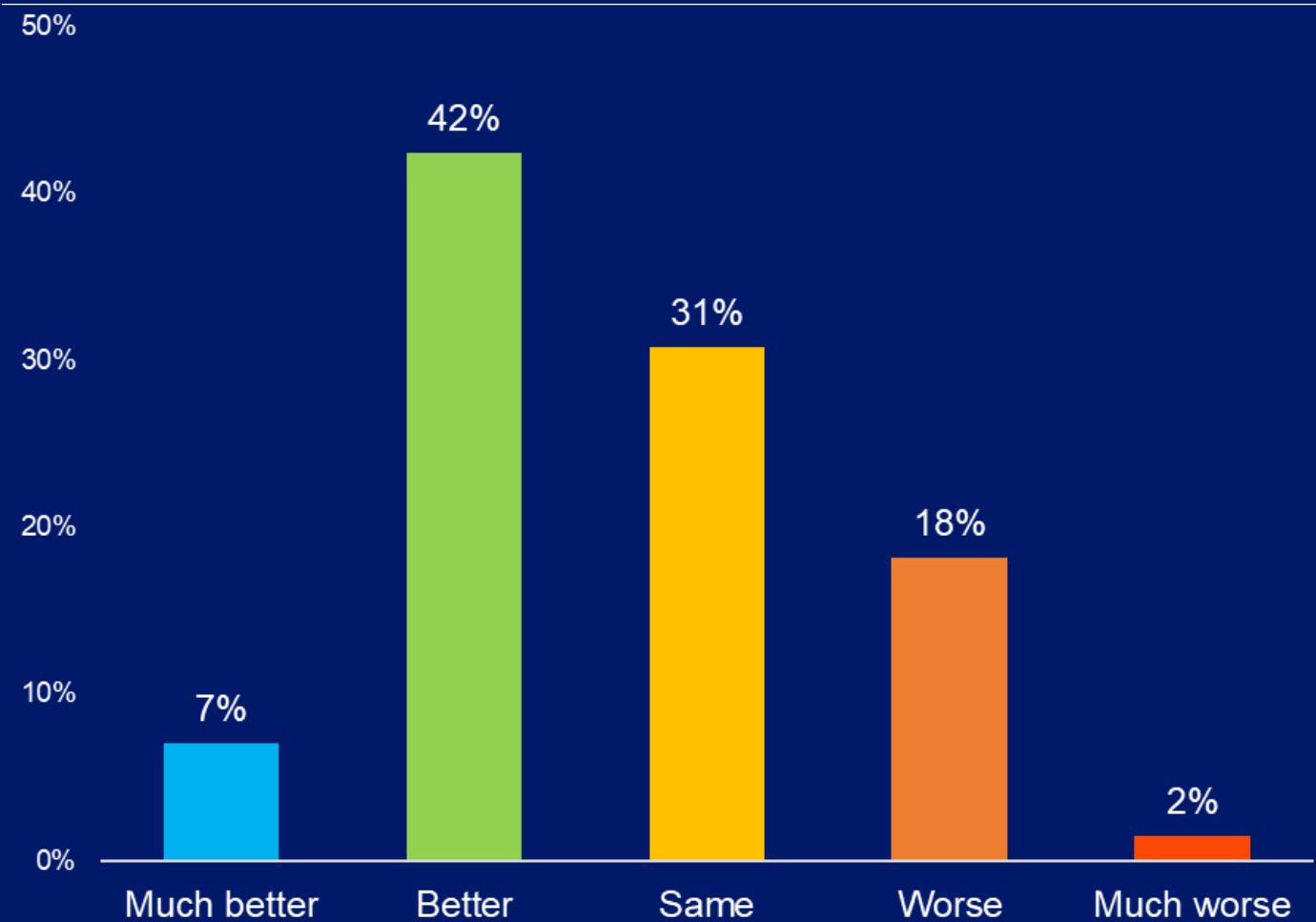
¹ In local currencies if so reported by the destination, otherwise in US dollars.



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What are your prospects for your destination in 2025?

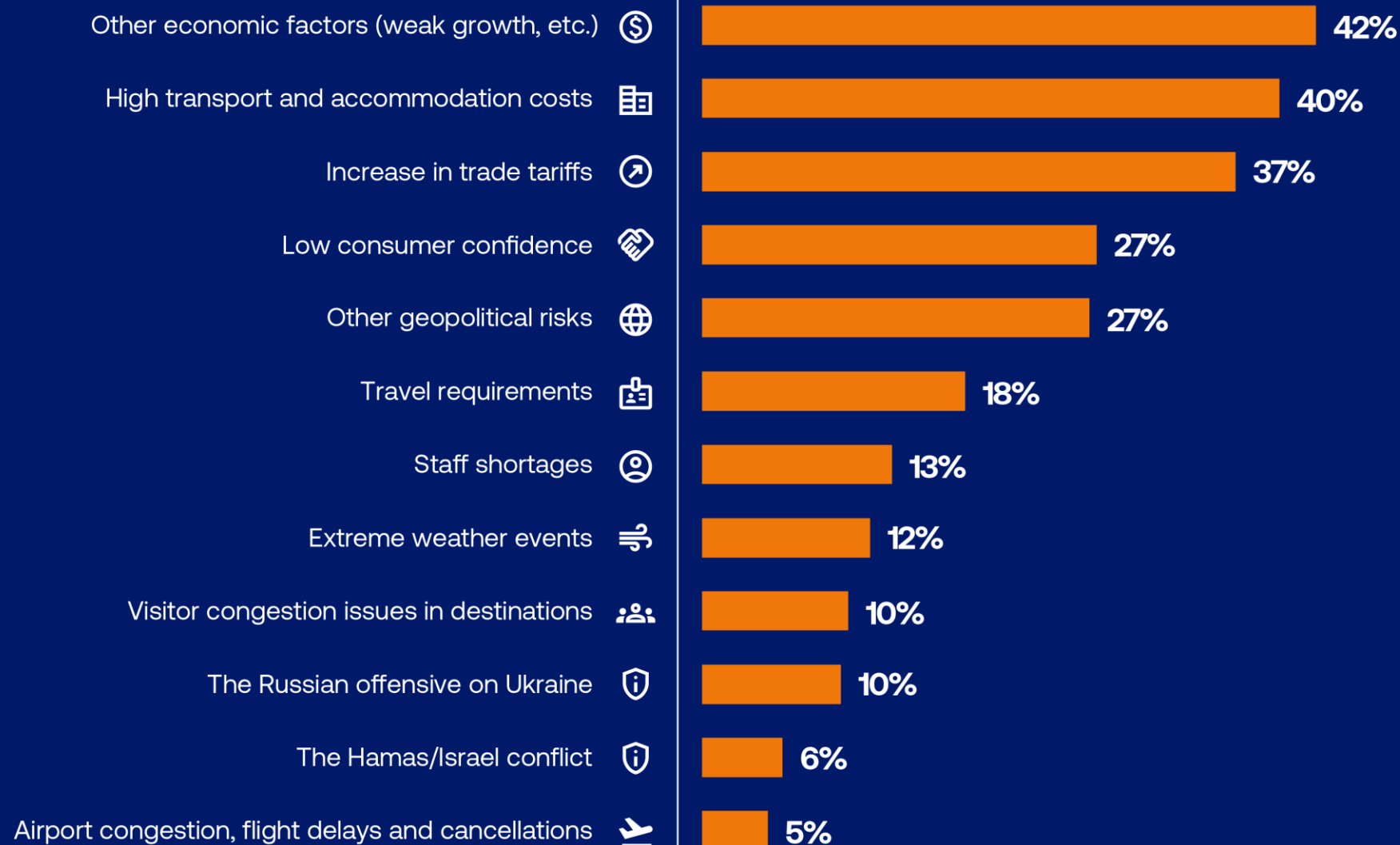
Source: UN Tourism Panel of Experts Survey (May 2025)



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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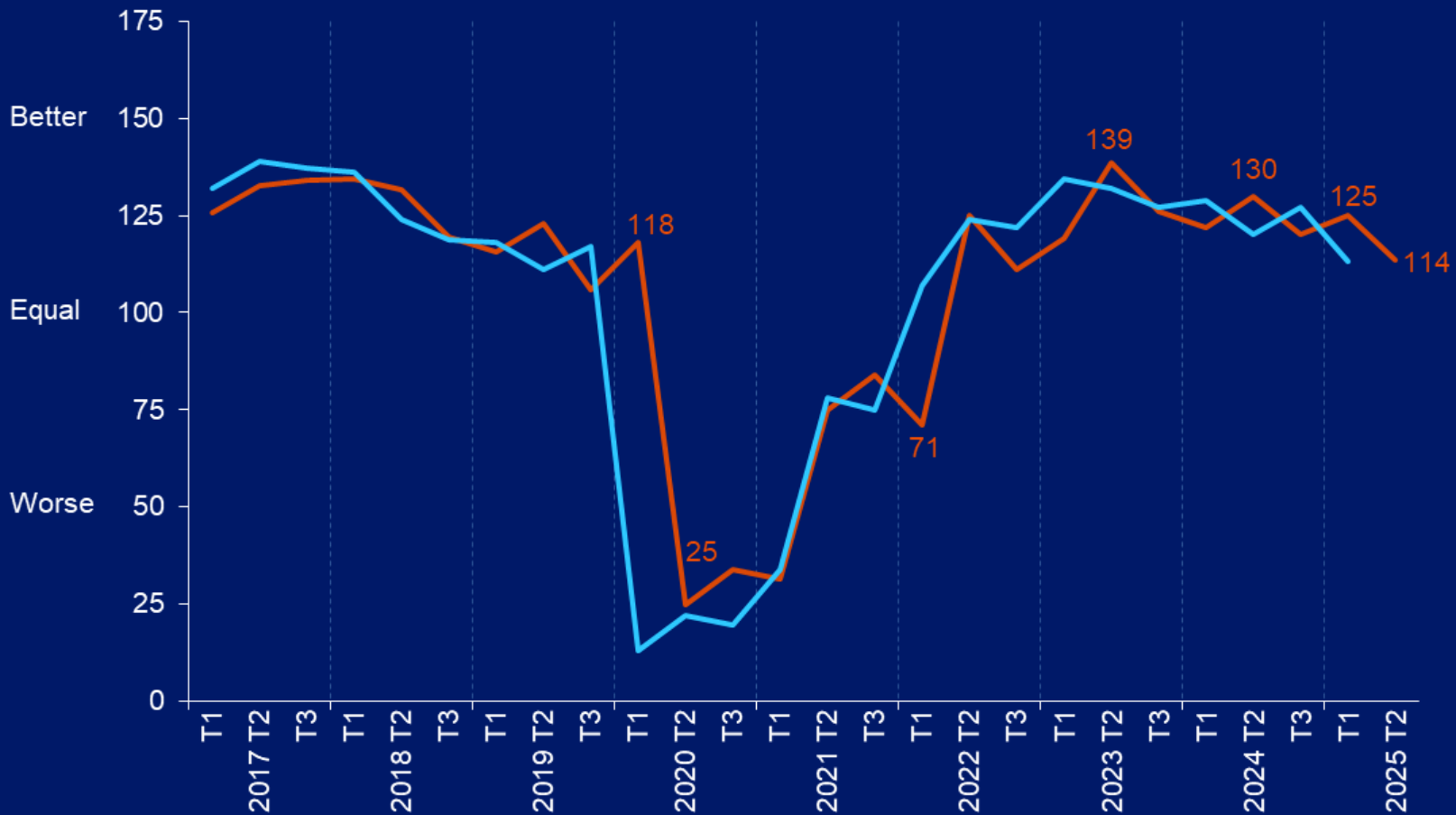
UN Tourism Confidence Index

- 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



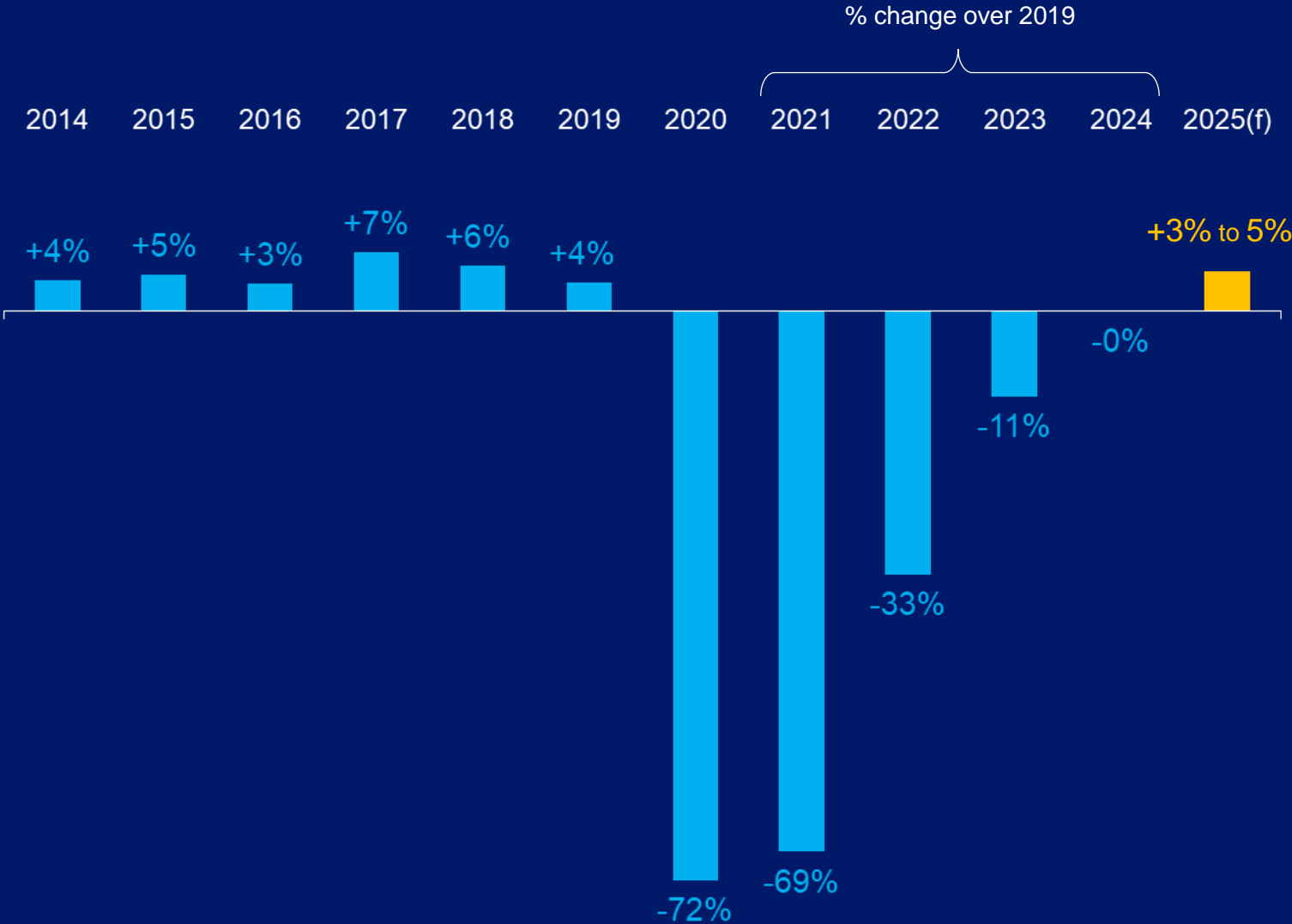
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International tourist arrivals

% Change (year-on-year)

- Actual data
- Forecast

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





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The UN Tourism Data Dashboard – provides monthly and annual data and insights. It covers key indicators for inbound and outbound tourism at the global, regional and national levels including international tourist arrivals, tourism receipts, tourism share of exports, seasonality, contribution to GDP as well as data on air transport, occupancy rates, short term rentals demand and travel sentiment

[Overview](#)[Int. Tourism
Expenditure](#)[Compare Indicators](#)[Int. Tourist Arrivals](#)[Economic Indicators](#)[Methodological
Notes](#)[Int. Tourism Receipts](#)[Industry Indicators](#)

27/05/2025

Latest update





UN Tourism
UNITED NATIONS
WORLD TOURISM ORGANIZATION

Overview

Annual

Monthly

Tourist Arrivals

Tourism Receipts

Tourism Expenditure

Economic Indicators

Industry Indicators

Compare Indicators

TOURISM RESULTS - ANNUAL

World - 2024

Region/Subregion

All

Country

All

Grouping

All

Please select a year

2024

Compare to

2019

Prev. year

Clear all filters



International Tourist Arrivals

1,465 million

Change over 2019 (%): **-0.1%** ▼

International Tourism Receipts

1,746 USD billion

Change over 2019 (%): **13.2%** ▲

Receipts per Arrival

1,192 USD

Tourism Exports

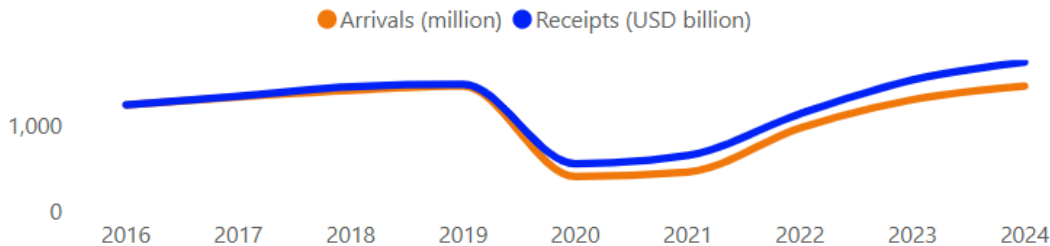
2,045 USD billion

Tourism in Total Exports --

Tourism in Service Exports --

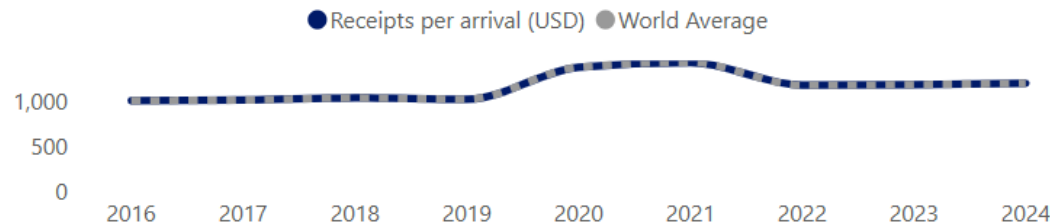
World: International Tourism

UN Tourism, May 2025



World: Receipts per Arrival (USD)

UN Tourism, May 2025



World: International Tourism Exports (USD billion)

UN Tourism, May 2025

