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Agenda item 4(a)**Current trends of international tourism**

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**Executive summary**

According to the May 2025 issue of the World Tourism Barometer, international tourist arrivals (overnight visitors) increased by 5% in the first quarter of 2025 (compared to the same period in 2024), or 3% above pre-pandemic year 2019. Around 300 million tourists travelled internationally in Q1 2025, about 14 million more than in the same period of 2024.

Despite growing geopolitical and trade tensions, the start of 2025 saw robust travel demand, though results were mixed. Africa (+9%) showed the strongest performance in Q1 2025 as compared to the same period of 2024, while the Americas (+2%), Europe (+2%) and the Middle East (+1%) saw comparatively more moderate results. Asia and the Pacific (+12%) continued to rebound strongly, though arrivals still remained slightly below pre-pandemic levels.

Available data on international tourism receipts for Q1 2025 shows solid growth in visitor spending in many destinations, especially in Europe and Asia and the Pacific.

Economic and geopolitical challenges continue to pose significant risks to the performance of tourism. Despite global uncertainty, travel demand is expected to remain resilient. UN Tourism's projects a 3% to 5% growth in international tourist arrivals for 2025.

DRAFT RESOLUTION¹

Agenda item 4(a)

Current trends of international tourism
(document A/26/4(a))

The General Assembly,

1. *Welcomes* the report presented by the Secretary-General as well as UN Tourism's continuous monitoring of international tourism trends; and
2. *Requests* the Secretary-General to continue monitoring trends and updating Members accordingly, welcoming in particular the updates provided by the World Tourism Barometer and the UN Tourism Data Dashboard.

¹ This is a draft resolution. For the final resolution adopted by the Assembly, please refer to the Resolutions document issued at the end of the session.

I. International tourism 2024

1. 2024 marked the consolidation of international tourism's recovery from its worst crisis ever, four years after the outbreak of the COVID-19 pandemic. International tourist arrivals virtually recovered (99%) pre-pandemic levels in 2024, with most destinations exceeding 2019 numbers.
2. An estimated 1.5 billion international tourists (overnight visitors) were recorded around the world in 2024, an increase of 12% over 2023, or 160 million more. Results were driven by strong post-pandemic demand, robust performance from large source markets globally, as well as the ongoing recovery of destinations in Asia and the Pacific.
3. By region, the Middle East remained the strongest-performing region when compared to 2019, with international arrivals climbing 41% above pre-pandemic levels in 2024 (+8% compared to 2023). Europe welcomed 2% more arrivals than in 2019 and 6% over 2023, while Africa saw a 7% increase in arrivals compared to 2019 and 13% more than in 2023. The Americas virtually recovered its 2019 numbers (-1%) while Asia and the Pacific remained at 88% of its pre-pandemic arrivals (-12% over 2019).
4. By subregions, North Africa (+22%), Central America (+18%) and the Caribbean (+15%) saw the strongest performance in 2024 over 2019.
5. International tourism receipts reached a record USD 1.7 trillion in 2024 according to revised data on visitor spending published in May 2025 by UN Tourism. This represents an 11% increase over 2023, and 15% over pre-pandemic year 2019, in real terms (adjusted for inflation and exchange rate fluctuations).
6. Tourism direct gross domestic product (TDGDP) reached an estimated USD 3.4 trillion in 2023, the same value as in 2019 before the impact of the pandemic.
7. Results exceed UN Tourism's preliminary estimates from January 2025 and reflect stronger-than-expected visitor spending in some destinations, mostly in Europe and the Americas, in a context of generally favourable economic conditions despite high inflation in services. Travellers spent an average of USD 1,170 per international trip in 2024 (in constant US dollars), above the pre-pandemic average of about USD 1,000 per trip.
8. By region, Europe recorded USD 725 billion in international tourism receipts in 2024, 42% of the world total, growing 16% from 2023 and 20% over pre-pandemic year 2019 (in real terms). In the Americas, receipts grew 9%, climbing 16% above 2019 levels. African destinations recorded 10% growth in 2024, exceeding pre-pandemic levels by 6%.
9. The Middle East recorded 6% growth in receipts in 2024 as compared to 2023 and an outstanding 76% increase from pre-pandemic levels, the highest percentage change relative to 2019. Receipts in Asia and the Pacific grew 24% last year, reaching 96% of pre-pandemic levels (-4% over 2019).
10. Total export revenues from international tourism, which is the sum of receipts and passenger transport services, reached a record USD 2.0 trillion globally in 2024, an 11% increase from 2023 and 15% from 2019 levels (in real terms).
11. Results reflect strong travel demand across all world regions, despite high transport and accommodation prices, especially in countries with major currency depreciations.

II. International tourism Q1 2025 and year-end prospects

12. Overall, the start of 2025 saw robust travel demand despite growing geopolitical and trade tensions, though results were mixed among regions and subregions. International tourist arrivals (overnight visitors) increased 5% in January-March 2025 compared to the same period in 2024, or 3% more than in pre-pandemic year 2019. Over 300 million tourists travelled internationally in the first three months of 2025, about 14 million more than in the same months of 2024.
13. Africa (+9%) showed the strongest performance in Q1 2025 compared to same period in 2024, while the Americas (+2%), Europe (+2%) and the Middle East (+1%) saw comparatively more

modest results after a strong rebound in previous years. Asia and the Pacific continued to recover strongly, though arrivals remained slightly below pre-pandemic levels (-8% compared to 2019).

14. Available data on international tourism receipts for Q1 2025 shows solid growth in visitor spending in many destinations, especially in Europe and Asia and the Pacific.
15. Other industry indicators reflect the sector's robust performance in the first quarter of the year, with international air traffic (measured in RPKs) growing 8% in January-March 2025 versus Q1 2024 (or +6% over 2019) according to IATA. International air capacity (measured in ASKs) showed a 7% increase in the same period (+5% over 2024). Global occupancy rates in accommodation establishments reached 64% in March 2025, about the same level as in March 2024 (65%), based on STR data (industry indicators are updated monthly in the [UN Tourism Data Dashboard](#)).
16. The latest UN Tourism Confidence Index reflects cautious optimism for the period May-August 2025 which includes the summer season in the Northern Hemisphere. On a scale of 0 to 200 (where 100 indicates equal expected performance), experts gave the period May-August 2025 a score of 114, down from 125 for January-April 2025, and below 130 for May-August 2024.
17. IMF's latest World Economic Outlook (April 2025) shows weaker economic and trade prospects, partly due to the imposition of import tariffs by the US and resulting policy uncertainties. Despite falling global inflation, services inflation, including tourism, remains high by historical standards.
18. As a service sector, tourism has also seen faster price growth from 2021 onwards. The tourism inflation proxy by UN Tourism, published for the first time in May 2025, shows that tourism inflation peaked at nearly 14% in 2022, well above the 8.6% for overall inflation. In 2024, it eased to 8% but remained well above pre-pandemic values (3% to 4%) and the 5.7% rate of headline inflation. Inflationary pressures are expected to continue easing in 2025. Despite this trend, tourism prices could remain somewhat elevated in the second half of 2025 in line with strong demand.
19. On the upside, oil prices are expected to drop 15% in 2025 and 7% in 2026, partly as a result of weaker demand, which may reduce transport and business costs. The depreciation of several currencies against the US dollar, such as the Japanese yen, the Turkish lira, the Egyptian pound or the Argentinian peso (due to a devaluation in late 2023), could continue to raise the price attractiveness of those and other destinations.
20. UN Tourism projects 3% to 5% growth in international arrivals for the year 2025.
21. Updated information will be presented verbally to the General Assembly. Regular updates are also available at [UN Tourism Data Dashboard](#) and at [World Tourism Barometer](#).
