



UN Tourism

World Tourism Barometer

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International tourist arrivals up 5%
in January-September of 2025



UN Tourism

The World Tourism Organization (UN Tourism) is the United Nations specialized agency mandated with the promotion of responsible, sustainable and universally accessible tourism. UN Tourism's membership includes 160 countries, 6 associate members, 2 permanent observers, and over 500 affiliate members representing the private sector, educational institutions, tourism associations and local tourism authorities.

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About the *World Tourism Barometer*

The *World Tourism Barometer* is a publication of the World Tourism Organization (UN Tourism) that monitors short-term tourism trends on a regular basis to provide global tourism stakeholders with up-to-date analysis on international tourism.

The information is updated several times a year and includes an analysis of the latest data on tourism destinations (inbound tourism) and source markets (outbound tourism). The Barometer also includes three times a year a Confidence Index based on the UN Tourism Panel of Experts survey, which provides an evaluation of recent performance and short-term prospects on international tourism.

The UN Tourism Secretariat wishes to express its gratitude to those who have contributed to the production of this *World Tourism Barometer*, in particular to institutions that supplied data, and to the members of the UN Tourism Panel of Experts for their valuable feedback and analysis.

This report was prepared under the coordination of Zoritsa Urosevic, Executive Director, by the Market Intelligence, Policies and Competitiveness Department, under the supervision of Sandra Carvão, Director of the Department. Authors include (in alphabetical order): Fernando Alonso, Michel Julian and Javier Ruescas. Data was compiled from the [Tourism Market Intelligence Database](#) and the [Tourism Statistics Database](#) based on official country sources.

For more information including copies of previous issues, please visit: www.e-unwto.org/loi/wtobarometereng.

We welcome your comments and suggestions at: barom@untourism.int.

Data collection for this issue was completed on 21 November 2025.

The next issue of the *World Tourism Barometer* is scheduled to be published on the occasion of FITUR, the Spanish tourism fair (21-25 January 2026).

Pages 1–5 of this document constitute the Excerpt of the *World Tourism Barometer*. The full document is available free of charge for UN Tourism Members and subscribers from the UN Tourism Elibrary at www.e-unwto.org. This release is available in English, while the Statistical Annex is provided in English, French and Spanish.

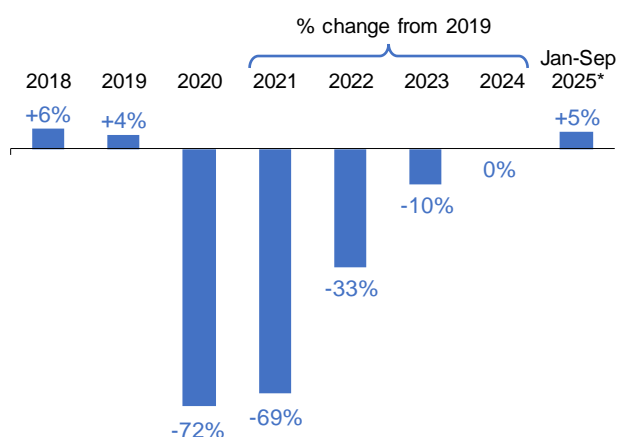


Inbound tourism

International tourist arrivals up 5% in the first nine months of 2025

- International tourist arrivals (overnight visitors) grew 5% in January-September 2025 compared to the same period in 2024, or 3% above pre-pandemic year 2019.
- Over 1.1 billion tourists travelled internationally through September, about 50 million more than in the same period of 2024.
- Results reflect sustained travel demand throughout the year despite high inflation in tourism services and mixed traveler confidence due to geopolitical and trade tensions.
- The third quarter saw a 4% increase over 2024 with strong demand during the Northern Hemisphere summer season.

International tourist arrivals (% change)



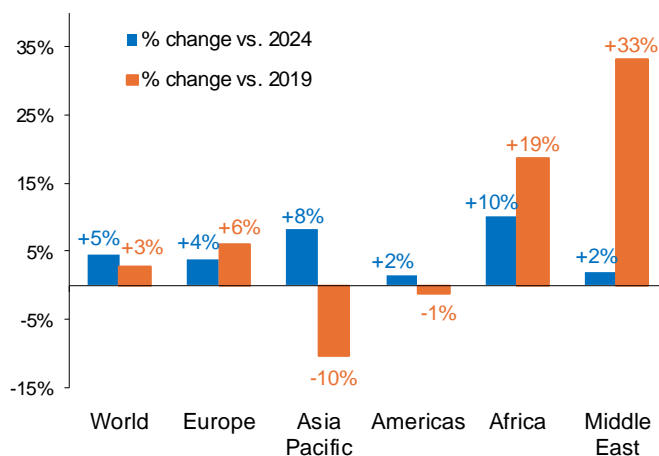
Source: UN Tourism (November 2025).

* Provisional data

Note: percentage change for 2021 through 2024 are relative to 2019.

- The global economy is expected to grow 3.2% in 2025 and 3.1% in 2026 according to the October 2025 edition of the World Economic Outlook (WEO) by the IMF. This represents an upward revision from 2.8% and 3.0% respectively, in the April edition of the WEO.
- Despite the positive outlook, signs of moderation have emerged in some economies. Prolonged policy uncertainty, more protectionism, and labour supply shocks could reduce growth in the short term.
- Inflation is expected to decline to 4.2% globally in 2025 (from 5.8% in 2024) and 3.7% in 2026. However, inflation in services remains well above the long-term average and above headline inflation.

International tourist arrivals, January-September 2025 (% change)



Source: UN Tourism (November 2025)

* Provisional data

Africa continues to see the strongest performance among regions

- Africa saw a 10% increase in arrivals these first nine months of 2025, according to limited available data. Both North Africa (+11%) and Sub-Saharan Africa (+10%) recorded double-digit growth in arrivals.
- Europe, the world's largest destinations region, saw 625 million international tourists between January and September 2025, a 4% increase from the same months in 2024. All European subregions enjoyed solid results during the third quarter, reflecting a strong summer season. Western Europe (+5%) and Southern Mediterranean Europe (+3%) saw robust performance in the first nine months of 2025, while Northern Europe (-1%) recorded more modest results. Central and Eastern Europe continued to rebound strongly (+8%), though arrivals remained 11% below 2019 levels.
- The Americas recorded 2% growth through September, with a 3% increase in Q1 and Q2 but a slight drop in Q3 (-1%). Results among subregions were mixed. South America (+9%) enjoyed the best performance in the first nine months of 2025, despite a flat third quarter. North America (-1%) saw weaker results partly due to small declines in the United States and Canada. Arrivals in Central America increased 3% through September, while the Caribbean (+1%) recorded comparatively more modest growth.


- Arrivals in the Middle East grew 2% in January-September 2025 compared to the same period in 2024. This represents 33% more arrivals than in 2019, the strongest regional results relative to the pre-pandemic year.
- Arrivals in Asia and the Pacific grew 8% in the first nine months of 2025, reaching 90% of pre-pandemic numbers (-10% compared to January-September 2019) as the region continues to recover. North-East Asia stood out with 17% increase in arrivals relative to 2024, but remained 12% below 2019 levels.
- Some of the highest growth rates in arrivals in January-September 2025 were recorded in Brazil (+45% versus 2024), Vietnam and Egypt (both +21%), as well as Ethiopia and Japan (both +18%). South Africa reported 17% growth, Sri Lanka and Mongolia both 16%, and Morocco 14%. All of these destinations have already surpassed 2019 levels.
- According to IATA, International air traffic (RPKs) grew 7% in January-September 2025 versus the same months of 2024. International air capacity (ASKs) increased 6% in this nine-month period.
- Global occupancy in accommodation establishments reached 68% in September 2025, matching the rate of September 2024 (based on STR data).

Strong visitor spending across most destinations

- Monthly data on international tourism receipts show strong visitor spending in several destinations through September 2025. Japan (+21%), Nicaragua (+19%), Egypt (+18%), Mongolia and Morocco (both +15%), Latvia (+13%), Brazil (+12%) and France (+9%) were among the best performers in terms of growth in receipts in the first nine months of 2025.
- Strong demand can also be seen in outbound spending from some large markets such as the United States (+7% through August), France (+5%), Germany and Italy (both +4%), as well as Spain (+15% through August) and the Republic of Korea (+7%).

Results on track to reach projected growth for 2025, despite challenges

- Results through September are in line with the January 2025 World Tourism Barometer forecast of 3% to 5% growth in arrivals for 2025. However, factors such as high travel prices and a challenging geopolitical environment remain important downside risks.



UN Tourism

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

25/11/2025
Latest update



International Tourist Arrivals by (Sub)region

(Percent changes are year over year)

(Percent changes are year over year)											Monthly/ quarterly data							
							Share (%)	Change (%)			Change (%)							
											2025 over 2024*							
	(millions)										2024*			YTD	Q1	Q2	Q3	Jun.
	2019	2020	2021	2022	2023	2024*	2024*	22/21	23/22	24/23*								
World	1,469	409	462	979	1,322	1,468	100	111.9	35.0	11.1	4.6	3.9	5.5	4.2	3.9	3.7	4.9	4.0
Advanced economies ¹	777	221	240	546	716	784	53.4	127.2	31.2	9.5	3.8	1.8	4.1	7.8	3.9	3.9	6.7	1.5
Emerging economies ¹	692	188	222	434	606	684	46.6	95.4	39.7	12.9	5.5	6.1	5.3	3.8	1.2	1.2	-2.0	2.8
By UN Tourism regions:																		
Europe	746.1	241.8	303.7	614.2	713.9	765.6	52.1	102.2	16.2	7.2	3.9	0.8	5.4	4.2	5.2	3.9	5.0	3.7
Northern Europe	83.9	23.7	21.9	67.1	79.4	87.1	5.9	206.6	18.3	9.8	-1.1	-6.1	-2.1	2.6	-0.7	4.0	3.6	-1.0
Western Europe	205.2	83.5	87.6	183.2	207.9	215.5	14.7	109.2	13.4	3.7	4.9	-1.4	9.0	5.2	10.1	5.5	5.7	3.9
Central/Eastern Eur.	152.8	46.2	55.4	98.3	118.1	132.4	9.0	77.6	20.1	12.1	7.8	6.2	9.2	7.6	8.7	6.7	7.7	8.5
Southern/Medit. Eur.	304.2	88.4	138.9	265.5	308.5	330.6	22.5	91.2	16.2	7.2	3.2	2.5	3.9	3.0	2.7	1.9	4.2	3.0
- of which EU-27	541.1	184.3	223.8	456.3	527.0	556.7	37.9	103.9	15.5	5.7	4.7	1.9	6.6	4.6	6.6	4.5	5.4	3.8
Asia and the Pacific	362.1	59.0	26.4	92.7	248.8	310.3	21.1	251.1	168.4	24.7	8.2	9.6	8.7	6.3	2.6	5.5	6.6	6.8
North-East Asia	170.3	20.3	10.9	20.5	105.4	136.6	9.3	88.9	414.1	29.6	16.6	15.8	18.4	15.6	11.9	14.1	16.0	16.7
South-East Asia	138.1	25.5	3.0	41.7	98.1	122.1	8.3	↑	135.4	24.5	3.1	7.9	1.5	-0.3	-0.6	2.1	-2.0	-0.9
Oceania	17.5	3.6	0.9	6.8	12.9	14.4	1.0	692.5	91.1	11.7	4.3	-0.8	4.5	9.9	4.1	10.3	11.0	8.4
South Asia	36.3	9.6	11.7	23.8	32.4	37.2	2.5	103.5	36.1	14.9	-4.9	-1.3	-4.9	-9.1	-23.4	-18.2	-1.9	-6.3
Americas	219.2	69.5	81.5	157.2	200.1	216.7	14.8	92.9	27.3	8.3	1.6	3.5	2.6	-1.1	1.0	-1.4	-0.4	-1.5
North America	146.6	46.5	57.2	101.9	126.6	137.3	9.4	78.2	24.3	8.4	-0.5	1.2	0.4	-2.5	-0.1	-2.6	-1.5	-3.5
Caribbean	26.0	10.1	14.2	23.6	28.1	29.6	2.0	65.9	19.4	5.3	0.8	-1.3	1.3	2.8	-0.1	4.2	1.9	1.7
Central America	10.9	3.1	4.7	9.3	11.5	12.9	0.9	97.6	24.5	11.6	3.4	-1.9	6.7	6.5	0.3	6.8	5.8	6.9
South America	35.6	9.8	5.4	22.4	33.8	36.9	2.5	318.3	50.7	9.2	9.3	15.2	12.0	-0.5	7.9	-4.0	0.6	3.2
Africa	69.6	19.1	20.1	47.4	65.9	74.9	5.1	136.3	38.9	13.6	10.1	7.8	13.9	8.9	10.5	7.0	9.6	10.6
North Africa	25.6	5.6	6.6	19.3	28.0	32.2	2.2	193.1	45.3	14.9	10.7	12.9	16.7	5.3	10.5	2.1	6.5	8.8
Subsaharan Africa	44.0	13.5	13.5	28.2	37.9	42.7	2.9	108.7	34.6	12.6	9.6	4.0	11.2	13.5	10.5	14.5	13.4	12.5
Middle East	71.6	19.4	30.5	68.0	93.4	100.7	6.9	123.1	37.4	7.8	1.9	1.3	-2.5	6.9	-3.1	7.5	7.5	5.4
Memorandum ²																		
ASEAN	138.0	25.5	3.0	41.6	98.0	122.0	8.3	↑	135.4	24.5	3.1	7.9	1.5	-0.3	-0.6	2.1	-2.1	-0.9
G20	1002	302	350	721	913	997	67.9	106.0	26.6	9.3	4.5	3.2	5.2	4.8	4.4	4.4	5.5	4.4
GCC	47.7	13.4	18.3	47.8	68.1	75.3	5.1	161.2	42.6	10.6	-1.8	-1.0	-9.2	4.5	-7.4	7.1	3.9	2.6
LDCs	35.0	10.0	7.7	17.4	27.9	32.4	2.2	126.3	60.1	16.0	2.0	6.7	3.2	-3.9	-0.8	-4.5	-3.2	-4.1
LLDCs	51.0	13.1	14.2	34.8	48.3	57.8	3.9	145.5	38.5	19.7	7.1	5.1	9.5	6.5	7.5	6.1	7.6	5.7
SIDS	39.5	9.6	11.1	25.0	35.1	38.5	2.6	124.4	40.5	9.6	0.4	-3.3	2.4	2.6	0.9	4.1	3.6	-0.9

Source: World Tourism Organization (UN Tourism)

(Data as collected by UN Tourism, November 2025)

* Provisional data

¹ Classification based on the International Monetary Fund (IMF).² ASEAN: Association of Southeast Asian Nations, G20: Group of Twenty, GCC: Gulf Cooperation Council,

LDCs: Least Developed Countries, LLDCs: Landlocked Developing Countries, SIDS: Small Island Developing States. (See Methodological Notes)

Arrows (↑) indicate percentage change above 1000. (See Methodological Notes).



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