UN Tourism

World Tourism Barometer

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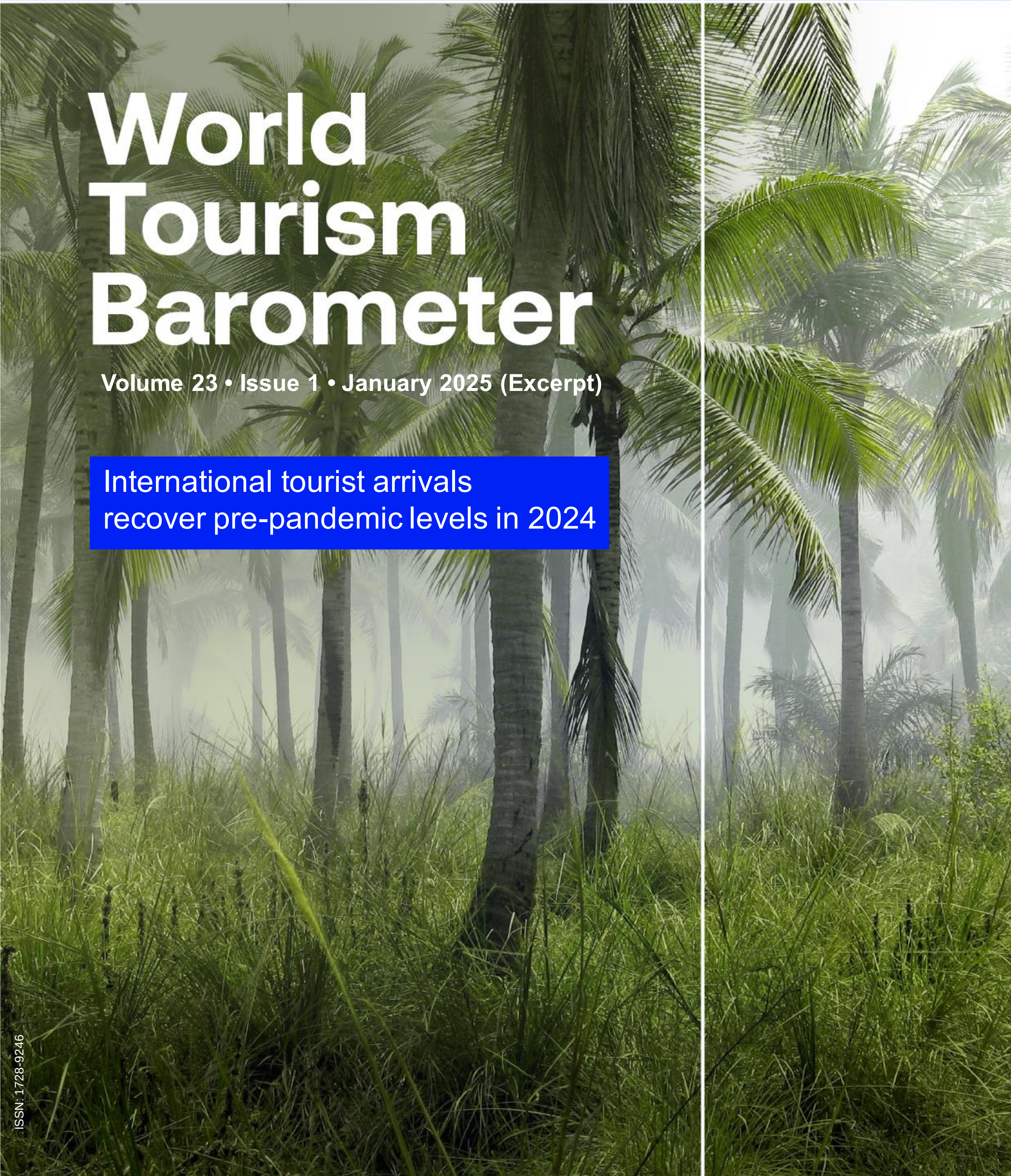
International tourist arrivals recover pre-pandemic levels in 2024



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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@unwto.org.

Data collection for this issue was closed mid-January 2025.

The next issue of the World Tourism Barometer with more comprehensive results is scheduled to be published in May 2025.

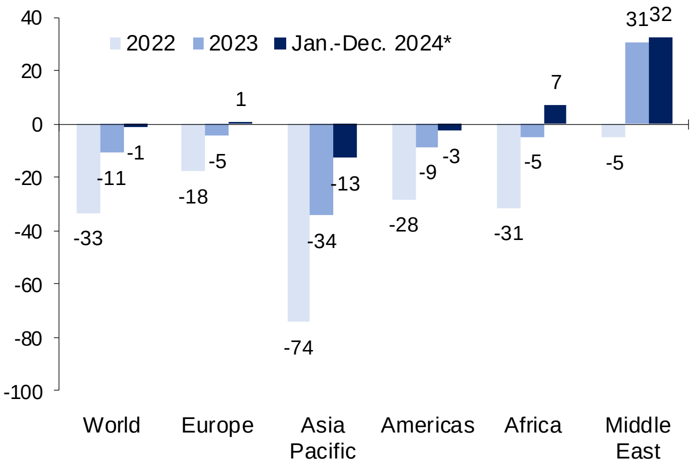
Pages 1–8 of this document constitute the Excerpt of the *World Tourism Barometer*. The full document is available free of charge for UN Tourism Members and subscribers from the UN Tourism Elibrary at www.e-unwto.org. This release is available in English, while the Statistical Annex is provided in English, French and Spanish.

Key results

International tourist arrivals recover pre-pandemic levels in 2024

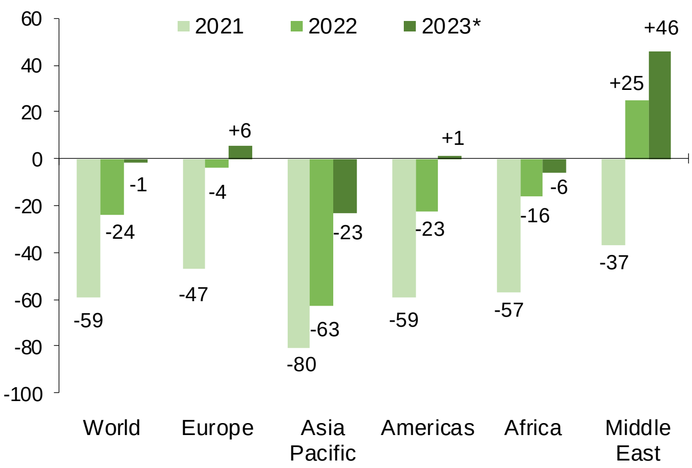
- International tourism virtually recovered (99%) pre-pandemic levels in 2024, with most destinations exceeding 2019 numbers.
- 2024 marks the consolidation of international tourism recovery from its worst crisis ever, four years after the outbreak of the COVID-19 pandemic.
- An estimated 1.4 billion international tourists (overnight visitors) were recorded around the world in 2024, an increase of 11% over 2023, or 140 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.
- The Middle East remained the strongest-performing region when compared to 2019, with international arrivals climbing 32% above pre-pandemic levels in 2024, though 1% compared to 2023.
- Europe welcomed 1% more arrivals than in 2019 and 5% over 2023, while Africa saw a 7% increase in arrivals compared to 2019 and 12% more than in 2023.
- The Americas recovered 97% (-3% over 2019) of its pre-pandemic arrivals, and Asia and the Pacific 87% (-13% over 2019).
- By subregions, North Africa (+22%) and Central America (+17%) saw the strongest performance in 2024 over 2019.
- According to preliminary estimates, receipts reached USD 1.6 trillion in 2024, about 3% more than in 2023 and 4% more than in 2019 (real terms). International tourism receipts had already recovered pre-pandemic levels in 2023. Total export revenues from tourism (receipts and passenger transport) are estimated at a record USD 1.9 trillion in 2024, about 3% higher than 2019.
- International tourist arrivals are expected to grow 3% to 5% in 2025 compared to 2024.
- Based on the latest survey of UN Tourism Panel Experts, about 64% of professionals expect 'better' or 'much better' performance in 2025 compared to 2024.
- The positive outlook for the sector is reflected in the latest UN Tourism Confidence Index, with a score of 130 for 2025 (on a scale of 0 to 200 where 100 indicates similar expected performance).
- Economic and geopolitical challenges continue to pose significant risks to confidence levels.

International Tourist Arrivals (% change over 2019)



Source: UN Tourism (January 2025) * Provisional data

International Tourism Receipts (% change over 2019)¹



Source: UN Tourism (January 2025) * Provisional data

¹Local currencies, constant prices

Inbound tourism

International tourist arrivals reach 1.4 billion in 2024, an increase of 11% over 2023

- International tourist arrivals virtually recovered (99%) pre-pandemic levels in 2024, with most destinations exceeding 2019 numbers.
- 2024 marks the consolidation of the recovery of international tourism from its worst crisis ever, four years after the outbreak of the COVID-19 pandemic.
- An estimated 1.4 billion international tourists (overnight visitors) were recorded around the world in 2024, an increase of 11% over 2023, or 140 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. Increased air connectivity and enhanced visa facilitation also supported international travel.
- The last three months of the year were particularly strong, with arrivals exceeding pre-pandemic levels by 3%, 1% and 1% respectively.
- The year 2024 saw extraordinary levels in visitor spending, with tourism earnings growing faster than arrivals in many destinations, compared to 2019.
- The complete recovery of international tourism is in line with the scenarios for 2021-2024 prepared by UN Tourism in December 2020, which pointed to a recovery to 2019 levels in 2-and-half to 4 years. Results fall within the third scenario, which projected a return to pre-pandemic years by the end of 2024.
- While a global recovery was achieved in 2024, results vary across regions. Europe, the Middle East and Africa all surpassed pre-pandemic numbers in 2024, while the Americas came close (-3%) and Asia and the Pacific remained 13% below 2019 levels due to slower lifting of restrictions.

The Middle East, Europe and Africa performed strongest in 2024 as compared to 2019

- The **Middle East** (95 million arrivals) remained the strongest-performing region when compared to 2019, with international arrivals climbing 32% above pre-pandemic levels in 2024, though 1% compared to 2023.
- Some Middle Eastern destinations reported strong results in the first ten to twelve months of 2024 when compared to 2019, among which Qatar (+137%), Saudi Arabia (+69%) and Egypt (+23%).
- **Africa** (74 million) welcomed 7% more arrivals compared to 2019 and 12% more than in 2023. Ethiopia (+40%), and Morocco (+35%) both reported double-digit growth and Tunisia (+9%), Kenya (+9%) also exceeded 2019 numbers.
- **Europe**, the world's largest destination region, saw 747 million international arrivals in 2024 (+1% above 2019 and 5% over 2023), supported by strong intraregional demand. All subregions surpassed pre-pandemic levels, except for Central and Eastern Europe where many destinations are still suffering from the lingering effects of the Russian aggression on Ukraine.
- The highest growth in Europe in the first ten to twelve months of 2024 was reported by Albania (+80%), Andorra (+35%), Malta and Serbia (both +29%), where arrivals climbed well above 2019 figures.
- Among the larger destinations, Portugal reported 18% more arrivals than in 2019 and Denmark 17% more, while Greece and Türkiye both recorded 14% more and Spain 10%. A total of 21 European destinations surpassed pre-pandemic levels during this period.
- The **Americas** (213 million) recovered 97% of pre-pandemic arrivals with the Caribbean and Central America already exceeding 2019 levels fueled by strong US outbound travel. The region saw a 7% growth over 2023.
- El Salvador (+81%), Curaçao (+51%), Colombia (+37%), Guatemala, (+33%), the Dominican Republic (+32%), Aruba (+27%), Panama (+17%) and Chile (+16%) were among the strongest performers in the first ten to twelve months of 2024 when compared to pre-pandemic levels.
- **Asia and the Pacific** (316 million) continued to experience a rapid recovery, where arrivals reached 87% of its pre-pandemic numbers as compared to 66% at the end of 2023. International arrivals grew 33% in 2024, an increase of 78 million from 2023.

International Tourist Arrivals by (Sub)region

(Percent changes are over 2019)

							Share	Change (%)					Half-yearly/ quarterly data series Change (%)					
	(millions)						(%)	over 2019²					2024 over 2019					
	2019	2020	2021	2022	2023	2024*	2024*	20/19	21/19	22/19	23/19	24/19*	H1	H2	Q1	Q2	Q3	Q4
World	**1465**	**406**	**460**	**975**	**1305**	**1445**	**100**	**-72.3**	**-68.6**	**-33.4**	**-10.9**	**-1.3**	**-2.6**	**-0.2**	**-2.1**	**-3.0**	**-1.4**	**1.6**
Advanced economies¹	*776*	*221*	*240*	*546*	*716*	*775*	*53.6*	*-71.5*	*-69.0*	*-29.6*	*-7.7*	*-0.1*	*-1.0*	*0.7*	*-0.4*	*17.5*	*15.8*	*27.3*
Emerging economies¹	*689*	*186*	*220*	*429*	*589*	*670*	*46.4*	*-73.1*	*-68.1*	*-37.7*	*-14.5*	*-2.8*	*-4.5*	*-1.2*	*-3.8*	*-1.4*	*-0.1*	*2.0*
By UNWTO regions:																		
Europe	***742.4***	***239.4***	***301.3***	***609.5***	***708.4***	***747.3***	***51.7***	***-67.8***	***-59.4***	***-17.9***	***-4.6***	***0.7***	***1.5***	***0.1***	***2.2***	***1.0***	***-0.6***	***1.4***
Northern Europe	82.1	23.7	21.9	67.1	78.3	85.8	5.9	-71.1	-73.3	-18.3	-4.7	4.6	4.6	4.5	5.7	3.8	4.7	4.2
Western Europe	205.2	83.5	87.6	182.8	207.9	209.7	14.5	-59.3	-57.3	-10.9	1.3	2.2	3.0	1.6	4.7	1.9	2.3	0.3
Central/Eastern Eur.	150.9	43.8	53.0	94.1	113.7	123.4	8.5	-71.0	-64.9	-37.7	-24.7	-18.2	-20.7	-18.9	-19.9	-21.3	-20.4	-16.7
Southern/Medit. Eur.	304.2	88.4	138.9	265.5	308.5	328.4	22.7	-71.0	-54.4	-12.7	1.4	7.9	10.3	6.3	12.3	9.3	4.1	11.0
- of which EU-27	*539.2*	*182.8*	*222.3*	*454.3*	*525.6*	*551.1*	*38.1*	*-66.1*	*-58.8*	*-15.7*	*-2.5*	*2.2*	*3.1*	*1.6*	*4.2*	*2.5*	*0.8*	*3.0*
Asia and the Pacific	***362.7***	***58.9***	***26.7***	***93.3***	***237.7***	***315.9***	***21.9***	***-83.7***	***-92.6***	***-74.3***	***-34.4***	***-12.9***	***-17.7***	***-7.7***	***-18.5***	***-16.9***	***-9.2***	***-6.3***
North-East Asia	170.3	20.3	10.9	20.5	94.9	146.1	10.1	-88.1	-93.6	-88.0	-44.3	-14.2	-23.1	-4.3	-25.0	-21.3	-7.6	-0.9
South-East Asia	138.6	25.5	3.3	42.3	99.0	121.8	8.4	-81.6	-97.6	-69.5	-28.6	-12.1	-12.3	-11.0	-13.4	-11.0	-11.4	-10.7
Oceania	17.5	3.6	0.9	6.8	12.9	14.5	1.0	-79.4	-95.1	-61.3	-26.3	-17.2	-16.5	-18.5	-14.9	-18.5	-19.6	-17.5
South Asia	36.3	9.6	11.7	23.8	30.9	33.4	2.3	-73.5	-67.8	-34.4	-14.8	-7.8	-11.7	-4.7	-9.3	-14.6	-1.3	-7.5
Americas	***219.3***	***69.7***	***81.8***	***157.2***	***200.1***	***213.5***	***14.8***	***-68.2***	***-62.7***	***-28.3***	***-8.8***	***-2.6***	***-3.3***	***-2.1***	***-0.2***	***-6.3***	***-4.5***	***0.4***
North America	146.6	46.5	57.2	101.9	126.8	137.1	9.5	-68.3	-61.0	-30.5	-13.5	-6.5	-6.8	-6.3	-3.7	-9.3	-8.1	-4.2
Caribbean	26.1	10.4	14.5	23.6	28.1	28.0	1.9	-60.1	-44.4	-9.7	7.9	7.3	6.6	7.8	6.9	6.2	7.6	7.9
Central America	10.9	3.1	4.7	9.3	11.5	12.8	0.9	-71.6	-57.1	-15.3	5.4	17.4	17.4	17.3	18.2	16.6	15.7	18.7
South America	35.6	9.8	5.3	22.4	33.6	35.6	2.5	-72.6	-85.0	-37.1	-5.6	-0.1	-4.2	4.2	0.0	-10.0	-0.4	8.5
Africa	***68.8***	***18.8***	***19.9***	***47.2***	***65.6***	***73.6***	***5.1***	***-72.7***	***-71.1***	***-31.4***	***-4.7***	***6.9***	***6.3***	***8.4***	***5.9***	***6.6***	***5.7***	***11.7***
North Africa	25.6	5.6	6.6	19.1	26.9	31.3	2.2	-78.2	-74.4	-25.4	5.0	22.1	23.4	22.1	23.0	23.7	14.1	34.9
Subsaharan Africa	43.2	13.3	13.3	28.1	38.7	42.3	2.9	-69.3	-69.2	-35.0	-10.5	-2.1	-5.0	-3.1	-3.8	-6.2	-3.2	-3.0
Middle East	***71.6***	***19.4***	***30.5***	***68.0***	***93.5***	***94.8***	***6.6***	***-72.9***	***-57.4***	***-5.1***	***30.5***	***32.4***	***34.4***	***32.6***	***42.3***	***26.1***	***25.4***	***40.2***
Memorandum³																		
ASEAN	138.6	25.5	3.3	42.3	99.0	121.7	8.4	-81.6	-97.6	-69.5	-28.6	-12.1	-12.3	-11.0	-13.5	-11.0	-11.4	-10.7
G20	1000.4	300.1	348.4	719.0	899.7	991.7	68.6	-70.0	-65.2	-28.1	-10.1	-0.9	-1.5	-0.4	-0.5	-2.1	-1.6	1.6
GCC	47.7	13.4	18.3	47.8	68.2	69.0	4.8	-71.9	-61.7	0.1	42.8	44.7	46.2	43.1	56.3	34.7	34.9	51.1
LDCs	34.2	9.8	7.5	17.1	27.4	30.9	2.1	-71.3	-78.0	-50.0	-19.8	-9.5	-12.2	-9.5	-16.1	-7.9	-7.8	-11.0
LLDCs	50.2	12.0	13.1	31.9	44.5	49.7	3.4	-76.2	-73.8	-36.4	-11.4	-1.1	-3.3	-0.5	-5.8	-1.1	-0.5	-0.5
SIDS	40.1	9.6	11.4	25.7	36.5	39.2	2.7	-76.1	-71.6	-35.8	-8.9	-2.2	-3.4	-1.3	-1.1	-5.9	-0.7	-2.0

Source: World Tourism Organization (UN Tourism) (Data as collected by UN Tourism, January 2025)

* Provisional data

¹ Classification based on the International Monetary Fund (IMF).

² Arrows (↑) indicate percentage change above 1000. (See Methodological Notes).

³ 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)

See box in page 'A-2' for explanation of abbreviations and symbols used.

For regularly updated data, please check the *UN Tourism Tracker:* https://www.unwto.org/unwto-tourism-recovery-tracker

International Tourist Arrivals by (Sub)region

(Percent changes are year over year)

	(millions)						Share (%)	Change (%) year-on-year[2]					Half-yearly/ quarterly data series Change (%) 2024 over 2023					
	2019	2020	2021	2022	2023	2024*	2024*	20/19	21/20	22/21	23/22	24/23*	H1	H2	Q1	Q2	Q3	Q4
World	**1465**	**406**	**460**	**975**	**1305**	**1445**	**100**	**-72.3**	**13.3**	**111.9**	**33.9**	**10.7**	**14.7**	**7.5**	**20.5**	**10.4**	**6.6**	**8.7**
Advanced economies[1]	*776*	*221*	*240*	*546*	*716*	*775*	*53.6*	*-71.5*	*8.9*	*127.1*	*31.2*	*8.2*	*12.8*	*4.6*	*8.5*	*0.3*	*5.7*	*4.4*
Emerging economies[1]	*689*	*186*	*220*	*429*	*589*	*670*	*46.4*	*-73.1*	*18.5*	*95.3*	*37.2*	*13.8*	*16.9*	*11.3*	*20.4*	*8.0*	*4.1*	*5.5*
By UNWTO regions:																		
Europe	***742.4***	***239.4***	***301.3***	***609.5***	***708.4***	***747.3***	***51.7***	***-67.8***	***25.9***	***102.3***	***16.2***	***5.5***	***7.9***	***3.7***	***11.3***	***6.0***	***3.0***	***5.1***
Northern Europe	82.1	23.7	21.9	67.1	78.3	85.8	5.9	-71.1	-7.8	206.6	16.6	9.7	11.0	7.6	13.2	9.6	8.5	6.1
Western Europe	205.2	83.5	87.6	182.8	207.9	209.7	14.5	-59.3	4.9	108.6	13.7	0.9	3.0	-0.7	10.1	-1.4	-1.8	1.5
Central/Eastern Eur.	150.9	43.8	53.0	94.1	113.7	123.4	8.5	-71.0	21.0	77.5	20.9	8.5	9.3	9.2	9.4	9.1	8.4	10.3
Southern/Medit. Eur.	304.2	88.4	138.9	265.5	308.5	328.4	22.7	-71.0	57.1	91.2	16.2	6.4	10.1	3.9	12.4	9.0	3.2	5.2
- of which EU-27	*539.2*	*182.8*	*222.3*	*454.3*	*525.6*	*551.1*	*38.1*	*-66.1*	*21.6*	*104.4*	*15.7*	*4.9*	*7.3*	*3.0*	*11.3*	*5.0*	*2.1*	*4.6*
Asia and the Pacific	***362.7***	***58.9***	***26.7***	***93.3***	***237.7***	***315.9***	***21.9***	***-83.7***	***-54.7***	***249.2***	***154.7***	***32.9***	***46.8***	***22.4***	***60.0***	***35.4***	***23.9***	***21.0***
North-East Asia	170.3	20.3	10.9	20.5	94.9	146.1	10.1	-88.1	-46.4	88.9	363.1	53.9	80.7	36.1	114.6	58.3	38.6	33.9
South-East Asia	138.6	25.5	3.3	42.3	99.0	121.8	8.4	-81.6	-86.9	↑	134.2	23.0	32.0	16.7	40.1	24.2	18.1	15.3
Oceania	17.5	3.6	0.9	6.8	12.9	14.5	1.0	-79.4	-76.3	694.4	90.3	12.4	20.6	5.3	31.2	9.4	4.5	6.0
South Asia	36.3	9.6	11.7	23.8	30.9	33.4	2.3	-73.5	21.6	103.5	30.0	8.2	11.2	-0.9	16.8	4.7	-1.3	-0.6
Americas	***219.3***	***69.7***	***81.8***	***157.2***	***200.1***	***213.5***	***14.8***	***-68.2***	***17.2***	***92.2***	***27.3***	***6.7***	***9.0***	***4.8***	***11.6***	***6.4***	***4.6***	***5.0***
North America	146.6	46.5	57.2	101.9	126.8	137.1	9.5	-68.3	23.1	78.2	24.4	8.1	9.7	6.8	11.3	8.3	6.6	7.0
Caribbean	26.1	10.4	14.5	23.6	28.1	28.0	1.9	-60.1	39.5	62.3	19.5	-0.5	4.8	-5.6	8.4	1.0	-5.7	-5.5
Central America	10.9	3.1	4.7	9.3	11.5	12.8	0.9	-71.6	51.1	97.6	24.5	11.3	18.1	4.9	22.0	13.8	2.7	7.0
South America	35.6	9.8	5.3	22.4	33.6	35.6	2.5	-72.6	-45.2	319.3	49.9	5.8	6.9	4.8	11.8	0.2	4.7	5.0
Africa	***68.8***	***18.8***	***19.9***	***47.2***	***65.6***	***73.6***	***5.1***	***-72.7***	***5.6***	***137.5***	***38.9***	***12.2***	***10.5***	***10.9***	***12.7***	***8.5***	***11.3***	***10.5***
North Africa	25.6	5.6	6.6	19.1	26.9	31.3	2.2	-78.2	17.9	190.8	40.8	16.3	11.2	20.2	10.9	11.4	18.6	22.6
Subsaharan Africa	43.2	13.3	13.3	28.1	38.7	42.3	2.9	-69.3	0.4	111.2	37.7	9.4	10.0	2.5	14.1	5.9	3.4	1.7
Middle East	***71.6***	***19.4***	***30.5***	***68.0***	***93.5***	***94.8***	***6.6***	***-72.9***	***56.9***	***123.0***	***37.5***	***1.4***	***1.1***	***1.2***	***6.4***	***-4.5***	***1.6***	***0.8***
Memorandum[3]																		
ASEAN	138.6	25.5	3.3	42.3	99.0	121.7	8.4	-81.6	-86.9	↑	134.1	23.0	32.0	16.7	40.1	24.2	18.1	15.3
G20	1000.4	300.1	348.4	719.0	899.7	991.7	68.6	-70.0	16.1	106.4	25.1	10.2	13.7	7.5	18.9	10.3	6.0	9.7
GCC	47.7	13.4	18.3	47.8	68.2	69.0	4.8	-71.9	36.3	161.0	42.7	1.3	2.8	-0.2	8.6	-4.0	4.0	-3.6
LDCs	34.2	9.8	7.5	17.1	27.4	30.9	2.1	-71.3	-23.4	127.5	60.3	12.9	18.3	12.0	20.7	16.0	11.7	12.3
LLDCs	50.2	12.0	13.1	31.9	44.5	49.7	3.4	-76.2	9.8	143.2	39.2	11.7	16.0	12.9	15.7	16.3	14.7	11.1
SIDS	40.1	9.6	11.4	25.7	36.5	39.2	2.7	-76.1	18.9	125.6	42.0	7.3	13.1	2.5	20.9	5.3	3.4	1.5

Source: World Tourism Organization (UN Tourism) (Data as collected by UN Tourism, January 2025)

* Provisional data

[1] Classification based on the International Monetary Fund (IMF).

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

[3] 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)

See box in page 'A-2' for explanation of abbreviations and symbols used.

For regularly updated data, please check the *UN Tourism Tracker:* https://www.unwto.org/unwto-tourism-recovery-tracker

- South Asia saw the best results by Asian subregions, with a 92% recovery (-8% from 2019), followed by South-East Asia (88%), Oceania (83%) and North-East Asia (86%).
- Across individual destinations, Maldives posted the highest growth in the region (+20% versus 2019), followed by Japan (+16%) which benefitted from the depreciation of the yen and enhanced connectivity. Fiji saw 10% more international arrivals this period and Sri Lanka 7% more compared to 2019.
- According to air booking data provided by ForwardKeys international air travel to China improved from -41% in Q4 2023 to -12% in Q4 2024 compared to 2019, showing a steady recovery of China's inbound travel.
- By subregions, North Africa and Central America saw the strongest performance in 2024, with 22% and 17% more international arrivals than before the pandemic respectively. Southern Mediterranean Europe (+8%) and the Caribbean (+7%) also enjoyed robust growth, as did Northern Europe (+5%) and Western Europe (+2%).
- South America virtually recovered pre-pandemic levels, while Subsaharan Africa recovered 96%.
- Globally, the best performing destinations with data for the full twelve months of 2024 were El Salvador (+81%), Saudi Arabia (+69%), Ethiopia (+40%), Morocco (+35%), Guatemala (+33%) and the Dominican Republic (+32%).
- The best performers reporting data through November 2024 include Albania (+80% versus 2019), Curaçao (+49%), Colombia (+37%), Andorra (+35%), Malta and Serbia (both +29).
- The full recovery of international tourism in 2024 is also reflected in the performance of other industry indicators. According to the UN Tourism Tracker, both international air capacity and passenger demand virtually recovered pre-pandemic levels through October 2024 (IATA). Global occupancy rates in accommodation establishments reached 66% in November, slightly below 69% in November 2023 (based on STR data).

Export revenues from tourism reached a record USD 1.9 trillion in 2024

- International tourism receipts saw robust growth in 2024 after having surpassed pre-pandemic levels already in 2023.
- According to preliminary estimates, receipts reached USD 1.6 trillion in 2024, about 3% more than in 2023 and 4% more than in 2019 (real terms).
- As growth stabilizes, average spending per international arrival is gradually closer to pre-pandemic values, from nearly USD 1,400 in 2020 and 2021, to an estimated USD 1,100 in 2024. This is still above the average of USD 1,000 per trip before the pandemic (in real terms).
- Total export revenues from tourism (including passenger transport) are estimated at a record USD 1.9 trillion in 2024, about 3% higher than before the pandemic, according to preliminary estimates.
- Several destinations reported outstanding growth in international tourism receipts, during the first nine to eleven months of 2024. These include among others, El Salvador (+206%), earning three times as much as in 2019, Saudi Arabia (+148%), Albania (+136%), Serbia (+98%) and Canada (+70%), all in local currencies. These countries also enjoyed double-digit growth in receipts in 2024 compared to 2023.
- Among the world's top tourism earners, the United Kingdom (+40%), Spain (+36%), France (+27%) and Italy (+23%) saw robust growth in the first nine to eleven months of 2024 compared to 2019.
- Data on international tourism expenditure reflects the same trend, especially among large source markets such as Germany, the United Kingdom (both +36% compared to 2019), the United States (+34%), Italy (+25%) and France (+11%). Expenditure from India continues to show extraordinary growth with an increase of 81% above 2019 levels.

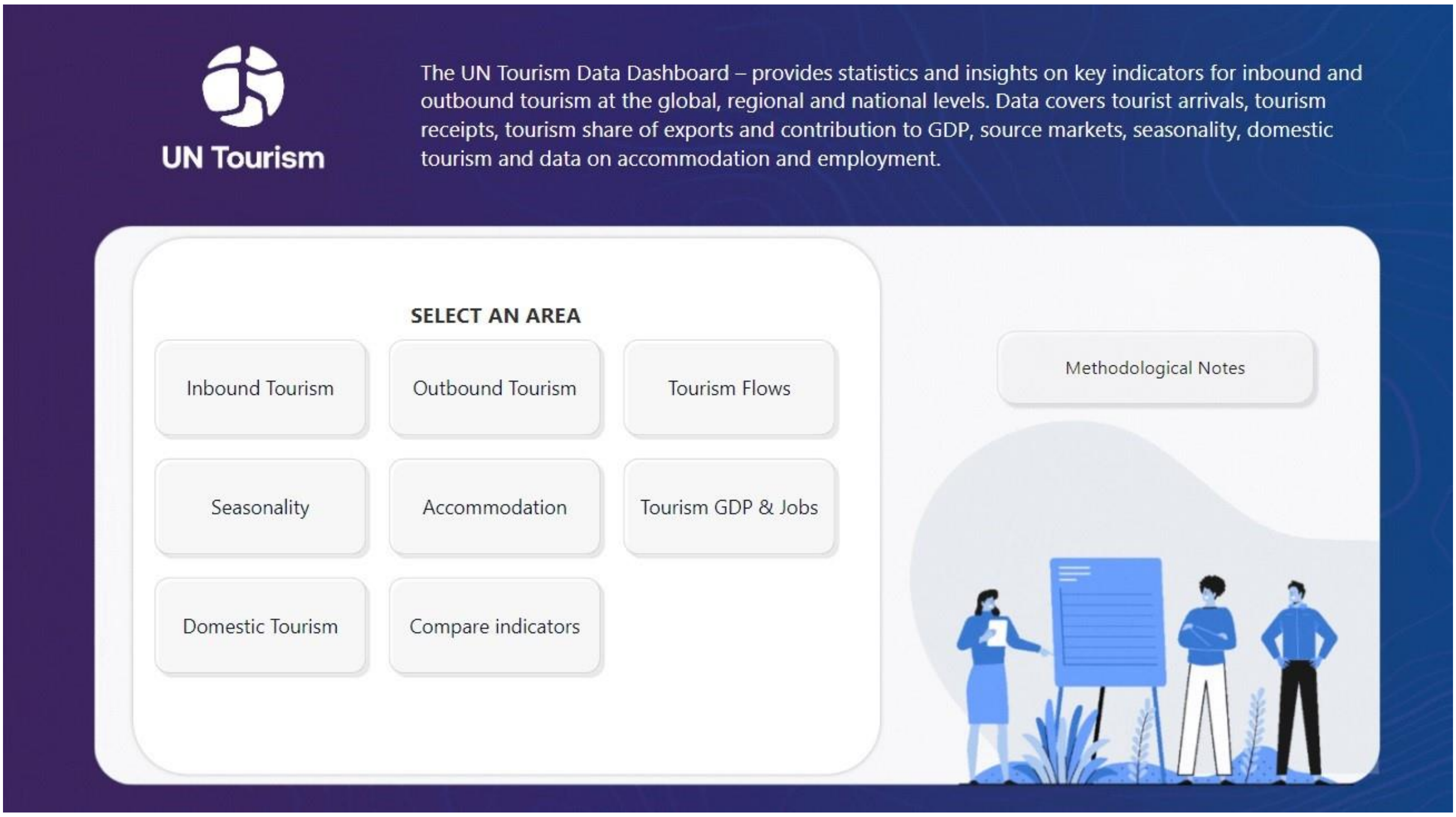
International tourist arrivals and tourism receipts

							2024 percent change	
	2019	2020	2021	2022	2023	2024(e)	over 2023	over 2019
Arrivals (millions)	1465	406	460	975	1305	1445	11%	-1.3%
Receipts (USD billions)	1490	561	641	1140	1536	1590	3% *	4% *
Receipts per arrival (USD)	*1017*	*1381*	*1392*	*1169*	*1177*	*1100*		

Source: UN Tourism (January 2025) (e): estimates * change in real terms.

Outlook for 2025 points to continued growth

- International tourist arrivals are expected to grow 3% to 5% in 2025 compared to 2024, assuming a continued recovery of Asia and the Pacific and solid growth in most other regions. This initial projection assumes global economic conditions remain favorable, inflation continues to recede, and geopolitical conflicts do not escalate.
- The outlook reflects a stabilization of growth rates after a strong rebound in international arrivals in 2023 (+33% vs 2022) and 2024 (+11% vs 2023).
- The latest UN Tourism Confidence Index confirms these positive expectations. Around 64% of UN Tourism Panel of Experts see 'better' or 'much better' prospects for 2025 compared to 2024. Some 26% expect similar performance in their destination, while only 9% believe 2025 be 'worse' or 'much worse' than last year.
- However, economic and geopolitical headwinds continue to pose significant risks. More than half of respondents point to high transport and accommodation costs and other economic factors such as volatile oil prices, as the main challenges international tourism will face in 2025. Against this backdrop, tourists are expected to continue to seek value for money.
- Geopolitical risks (aside from ongoing conflicts) are a growing concern among the Panel of Experts, which ranked them as the third main factor after the economic ones. Extreme weather events and staff shortages are also critical challenges, ranking fourth and fifth among the factors identified by the Panel of Experts.
- Balancing growth and sustainability will be critical in 2025, as reflected by two major trends identified by the Panel of Experts: the search for sustainable practices and the discovery of lesser-known destinations.



UN Tourism

The World Tourism Organization (UN Tourism), a United Nations specialized agency, is the leading international organization with the decisive and central role in promoting the development of responsible, sustainable and universally accessible tourism. It serves as a global forum for tourism policy issues and a practical source of tourism know-how. Its membership includes 160 countries, 6 territories, 2 permanent observers and over 500 Affiliate Members.

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