



UN Tourism

World Tourism Barometer

(PPT version)

Volume 23 · Issue 3 · September 2025

Market Intelligence, Policies and Competitiveness
Department

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2. International tourist arrivals, H1 2025
3. International tourism receipts, 2024
4. Best performing destinations and markets, H1 2025
5. UN Tourism Confidence Index
6. Economic indicators



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Key findings

World Tourism Barometer
September 2025

International arrivals up 5% in first half of 2025 reflecting sustained travel demand

- International tourist arrivals were 5% higher in the first six months of 2025 than in the same period of 2024, and 4% above 2019 levels.
- Almost 690 million tourists travelled across borders between January and June 2025, about 33 million more than in 2024.
- Data reflects strong travel demand since the beginning of 2025, despite elevated inflation in tourism services and mixed traveler confidence due to geopolitical and trade tensions. These results come after a pivotal year in 2024 when arrivals recovered pre-pandemic levels.
- Europe, the world's largest destination region, saw nearly 340 million international tourists in the first six months of 2025, a 4% increase from the same months in 2024 and 7% more than in 2019.
- African destinations recorded 12% growth this period, while the Americas saw a 3% increase, with mixed results across subregions. Asia and the Pacific (+11%) continued to rebound, though arrivals remained 8% below pre-pandemic levels.
- The Middle East recorded 4% fewer arrivals in the first half of 2025 than in 2024, though 29% more than before the pandemic, the strongest results relative to 2019.
- Our projection remains unchanged at 3% to 5% growth in arrivals for 2025 despite ongoing challenges and a cautious outlook by the Panel of Tourism Experts for the remainder of the year.



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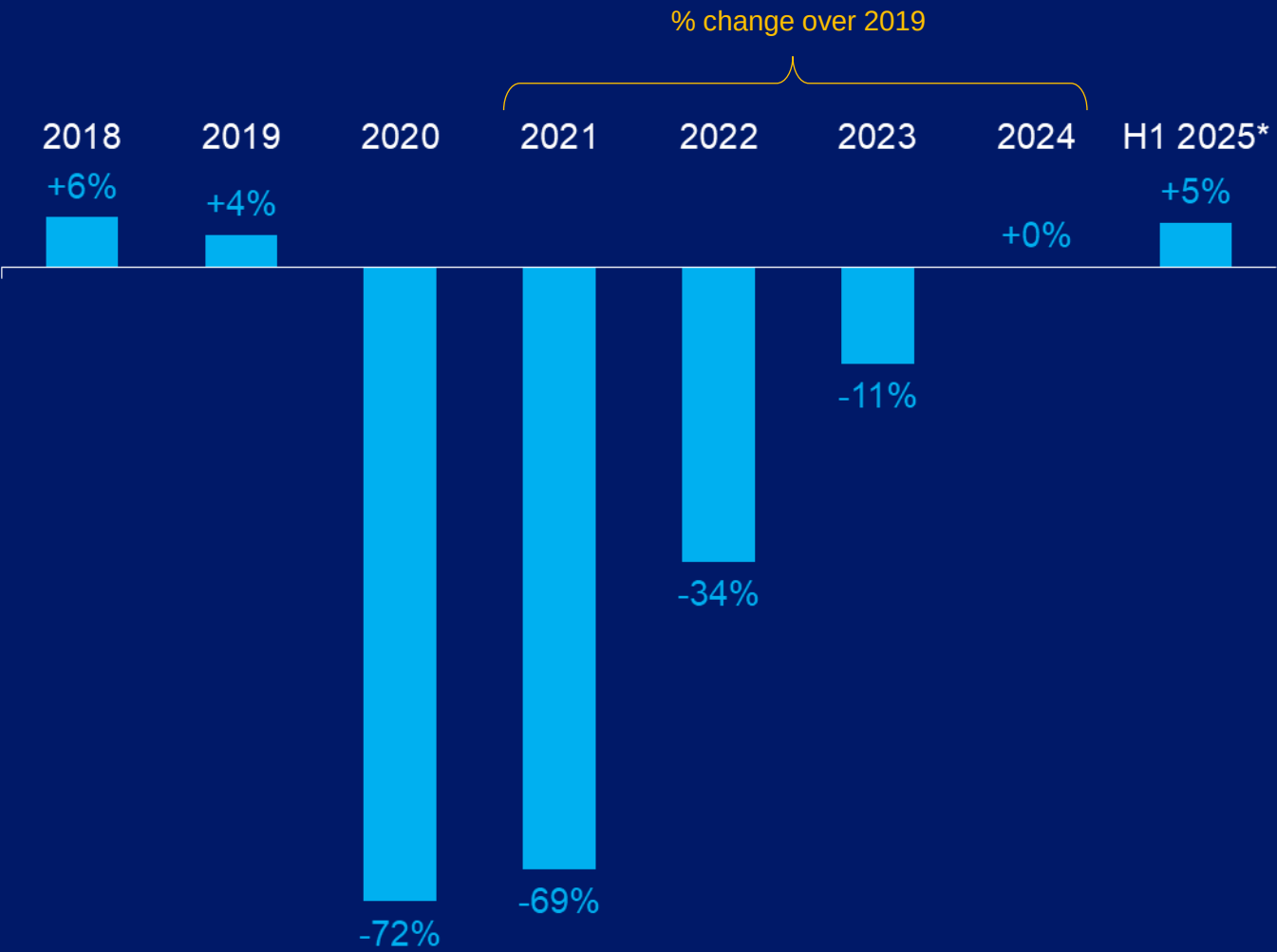


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International tourist arrivals

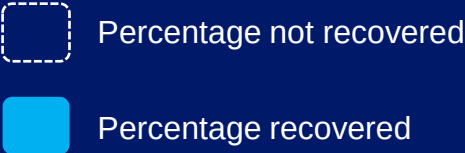
% Change (year-on-year)¹

Source: UN Tourism
(Data as of September 2025)
* H1 2025: first half of 2025 (provisional data)
¹ Percentage change for 2021 through 2024 is compared to 2019.

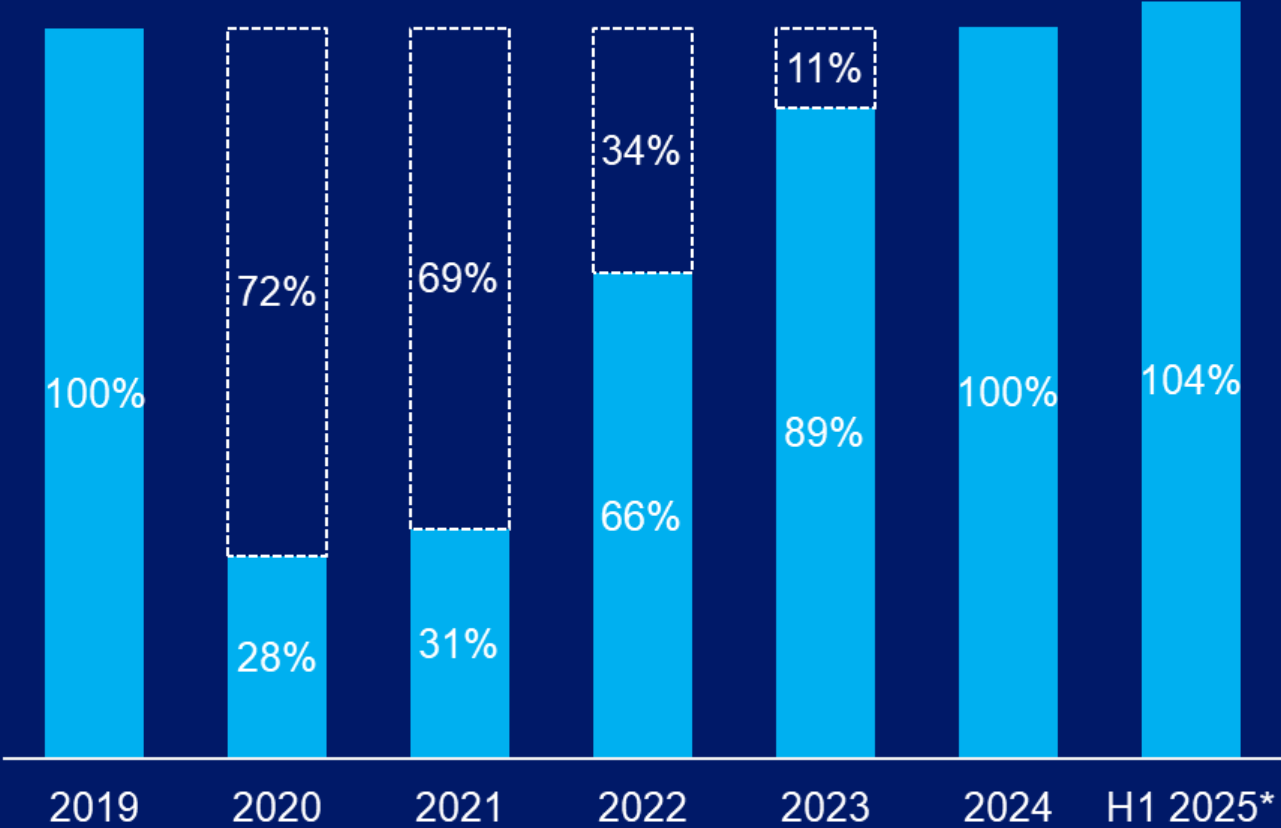


Recovery of international tourist arrivals

Percentage of 2019 levels



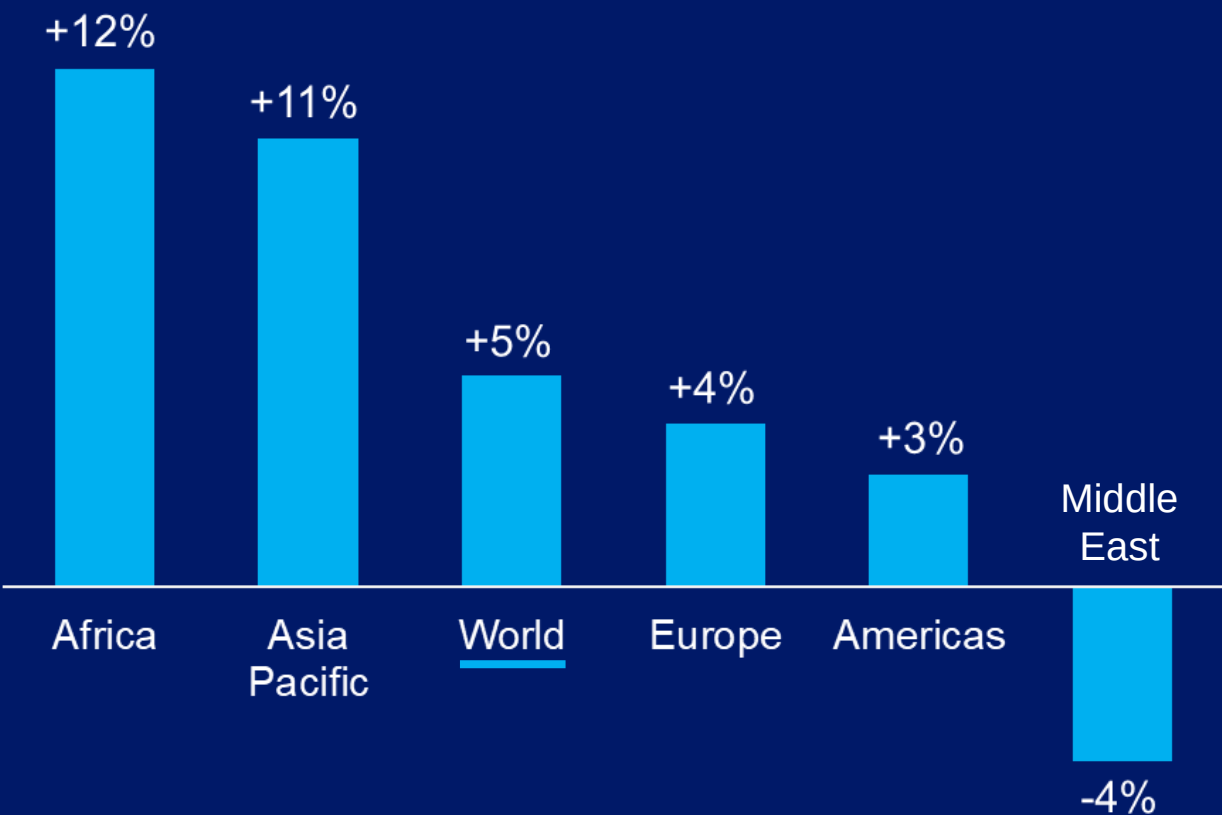
Source: World Tourism Organization (UN Tourism)
(Data as of September 2025)
* H1 2025: first half of 2025 (provisional data)



International tourist arrivals
by region, **H1 2025***

% change over 2024

Source: World Tourism Organization (UN Tourism)
(Data as of September 2025)
* H1 2025: first half of 2025 (provisional data)

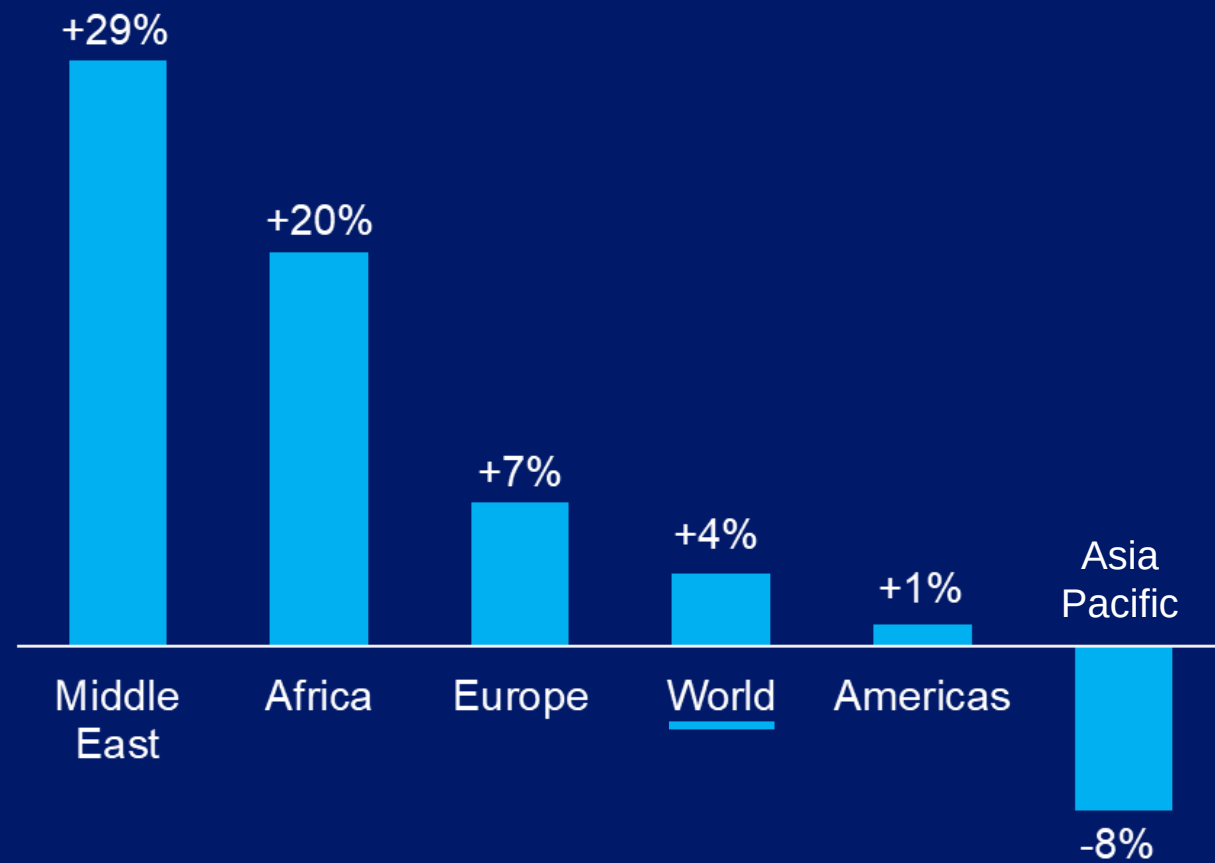


International tourist arrivals by region, H1 2025*

% change over 2019

Source: World Tourism Organization (UN Tourism)
(Data as of September 2025)

* H1 2025: first half of 2025 (provisional data)



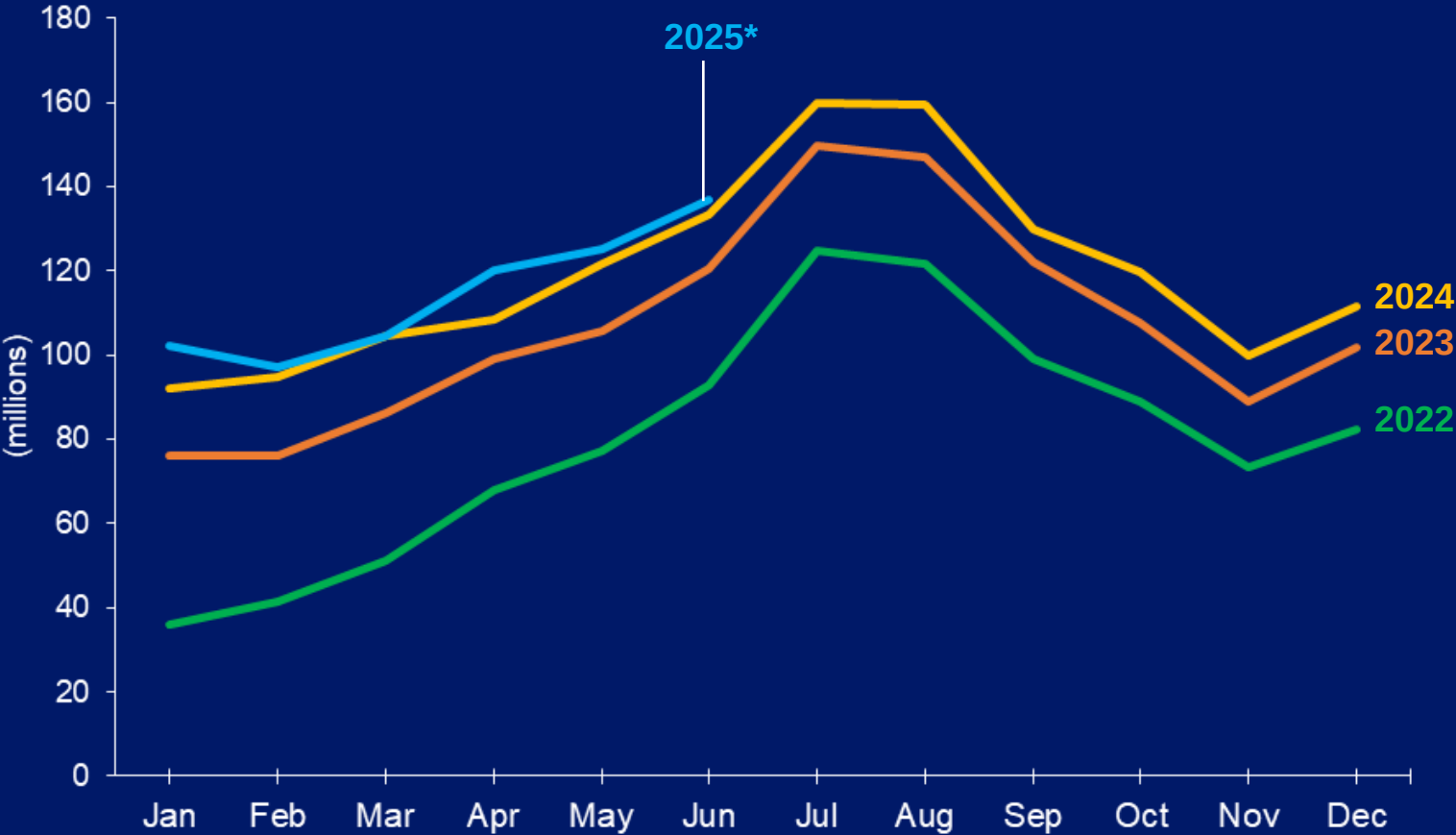
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International tourist arrivals (world)

millions

- 2025*
- 2024
- 2023
- 2022

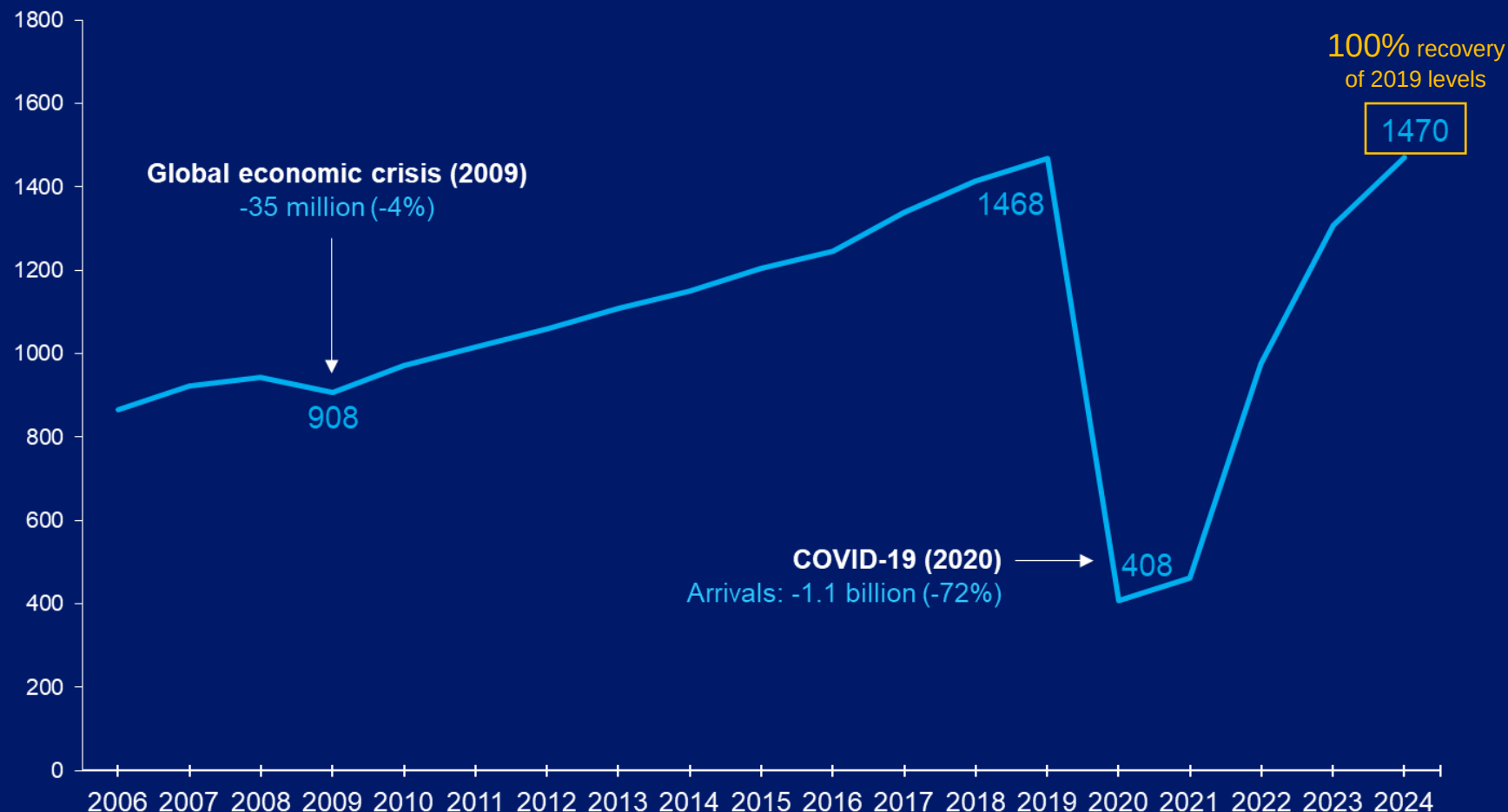
Source: UN Tourism
* Provisional data
(Data as of September 2025)



International tourist arrivals

Millions

Source: UN Tourism
(Data as of September 2025)



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International tourist arrivals by region

% change from 2019

World

2023: -11%
2024: +0%
H1 2025: +4%

Source: UN Tourism
(Data as of September 2025)
H1 2025 data are provisional

Americas

2023: -9%
2024: -1%
H1 2025: +1%

Europe

2023: -5%
2024: +2%
H1 2025: +7%

Africa

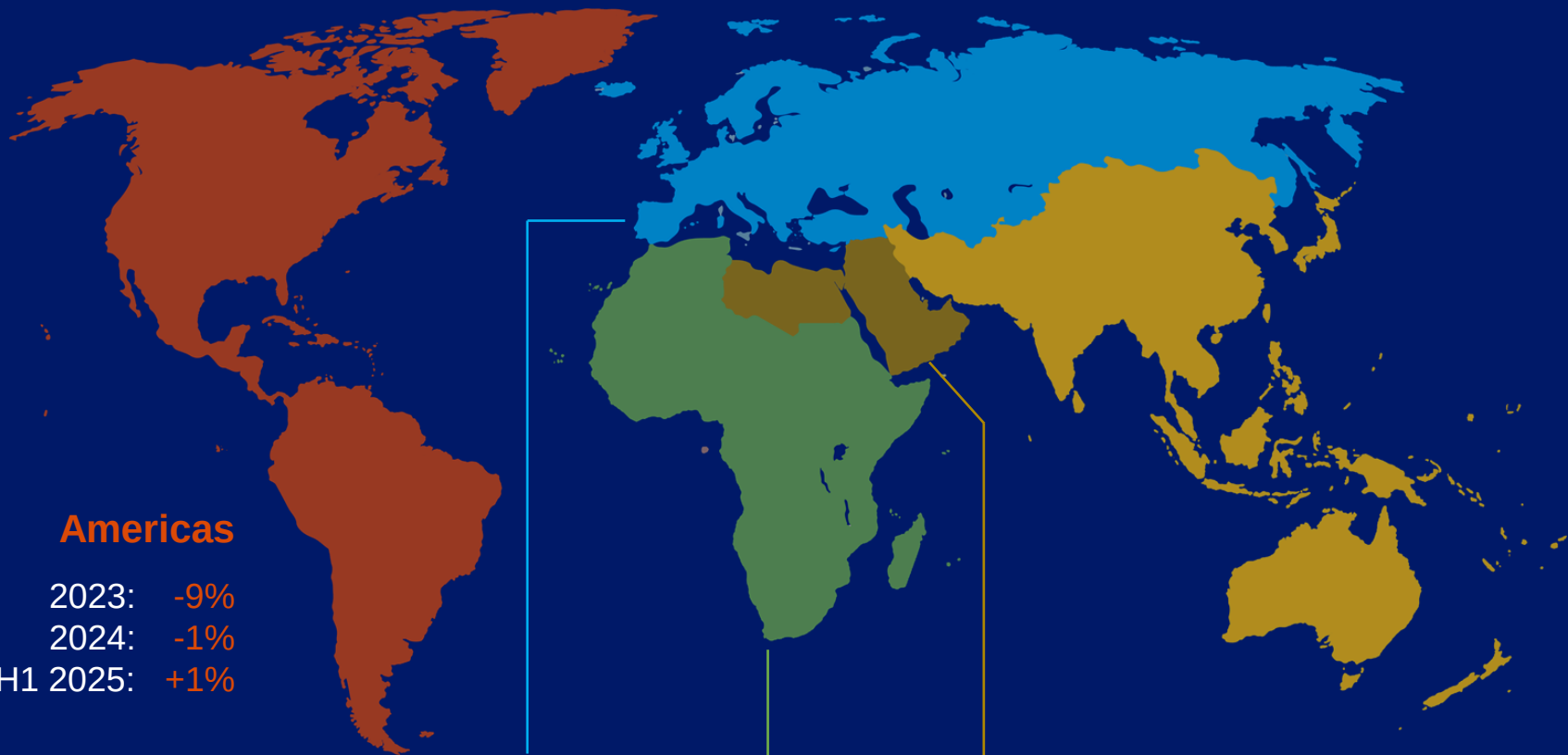
-5%
+7%
+20%

Middle East

+30%
+41%
+29%

Asia Pacific

-34%
-12%
-8%



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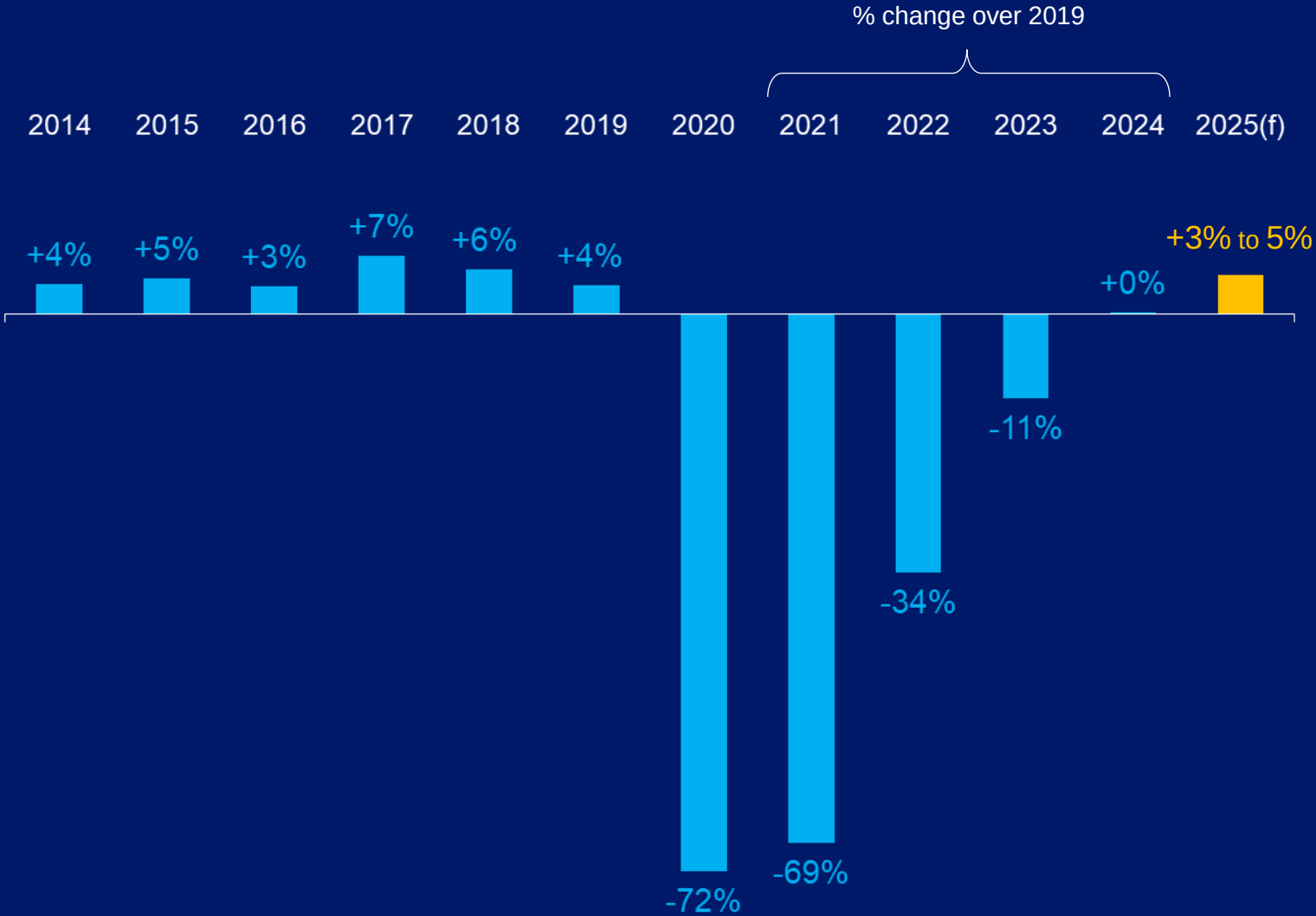
The designations and images in this map do not imply the expression of opinions whatsoever on the part of the Secretariat of the World Tourism Organization (UN Tourism) concerning the legal status of any country, territory, or of its authorities, or concerning the delimitation of its frontiers.

International tourist arrivals

% Change (year-on-year)*

- Actual data
- Forecast

Source: UN Tourism (September 2025)
* Percent change is year-on-year except for 2021 through 2024, which is compared to 2019.
(f) Forecast



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International tourist arrivals and receipts

Arrivals (millions)
Receipts (USD billions)

Source: UN Tourism
(Data as of September 2025)

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



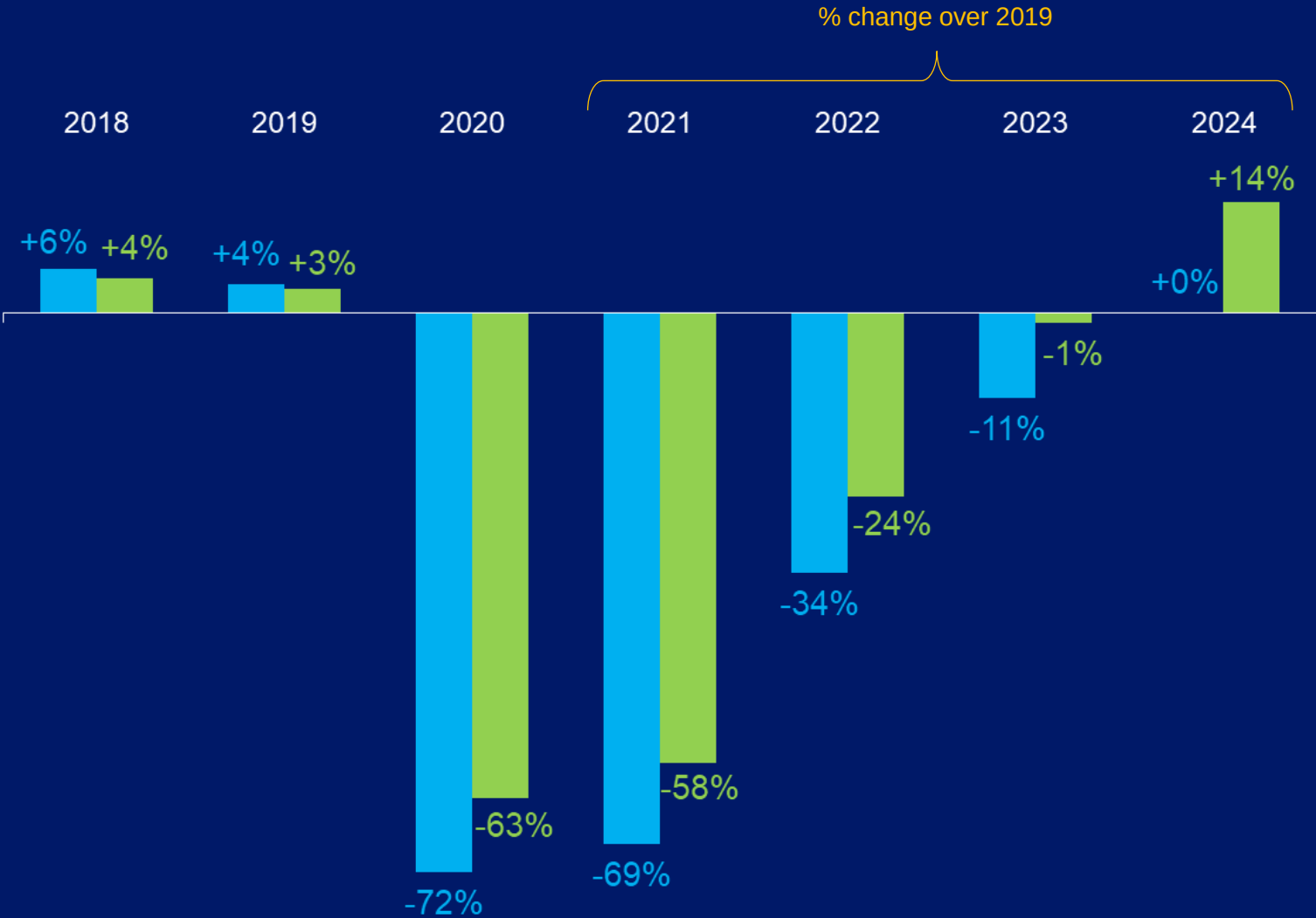
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International tourist arrivals and receipts

Annual % change

- Arrivals
- Receipts (real terms)¹

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



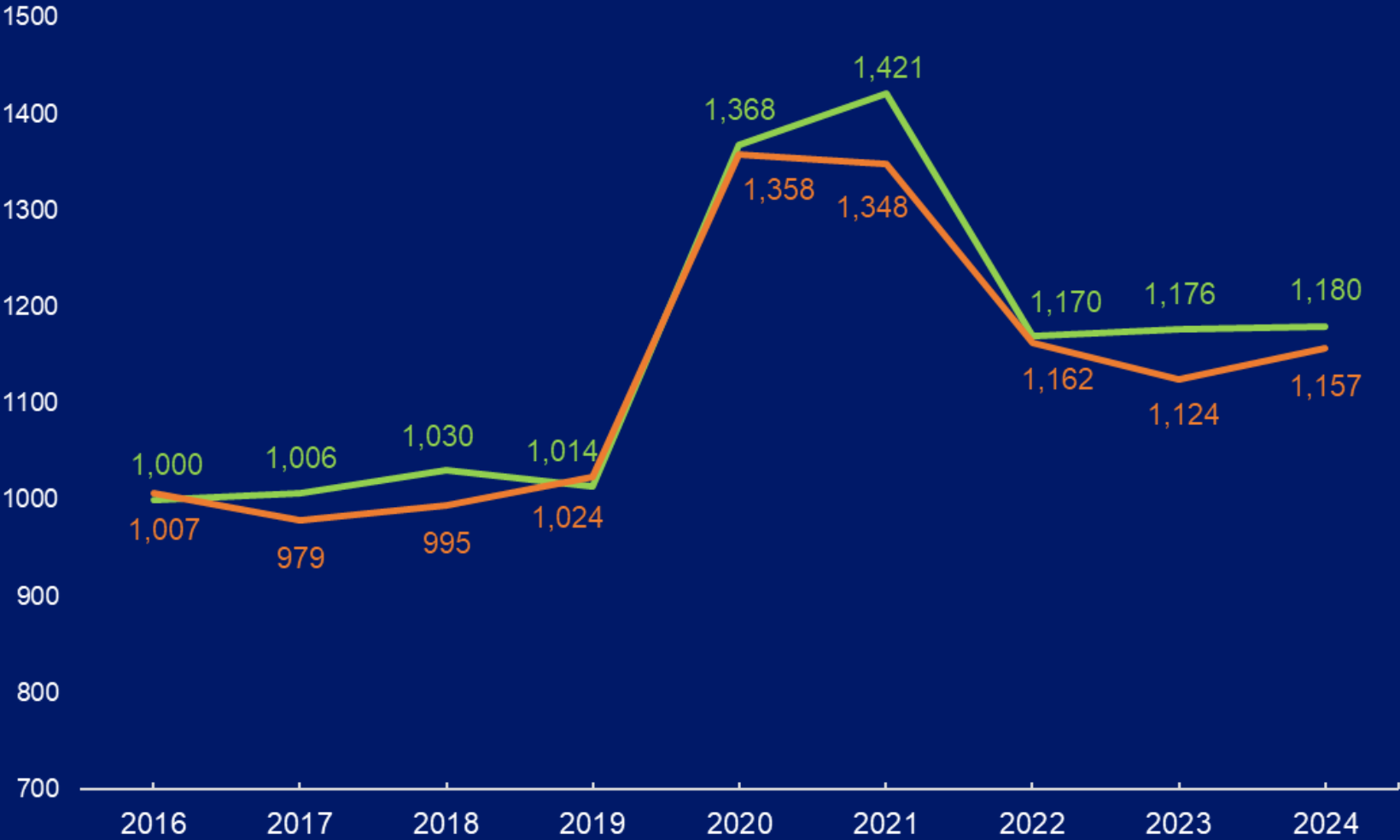
Average spending per international trip

Receipts per arrival (USD)

- Current US dollars
- Constant US dollars ¹

Source: UN Tourism
(Data as of September 2025)

¹ Adjusted for inflation and exchange rate
fluctuations.



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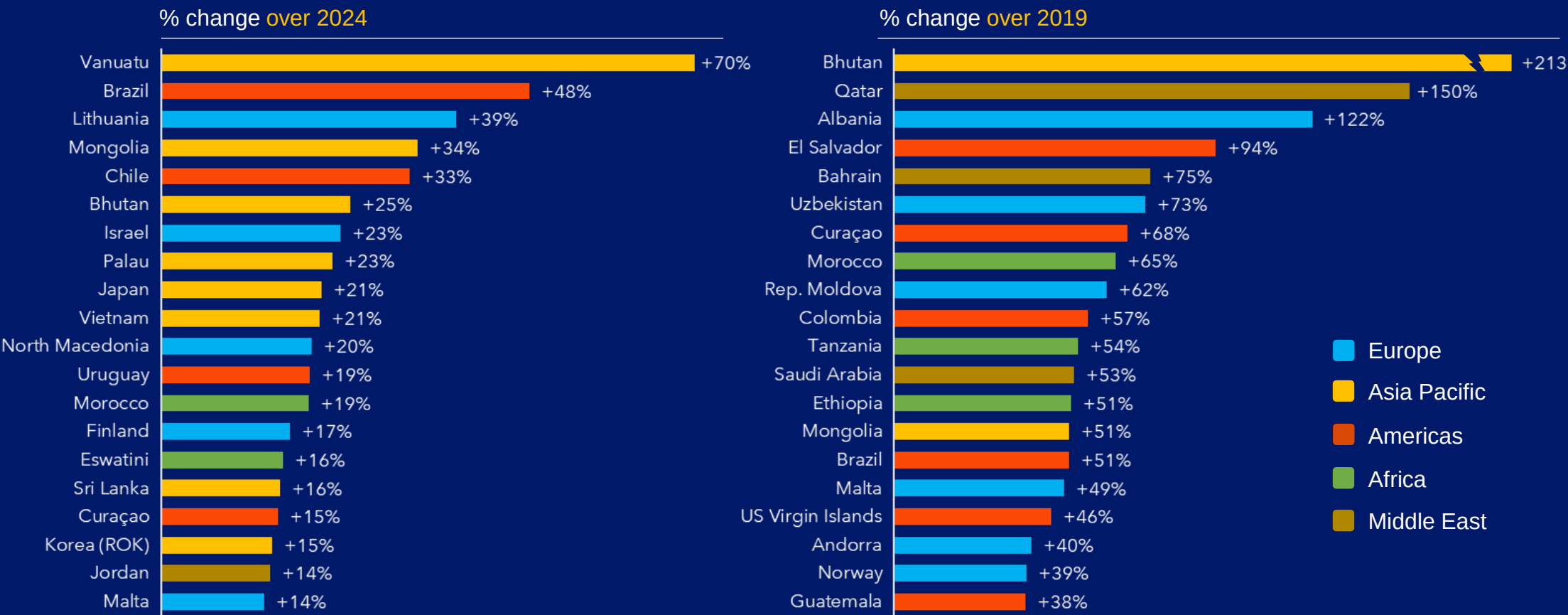
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Top 20 best-performing destinations, H1 2025*

International tourist arrivals

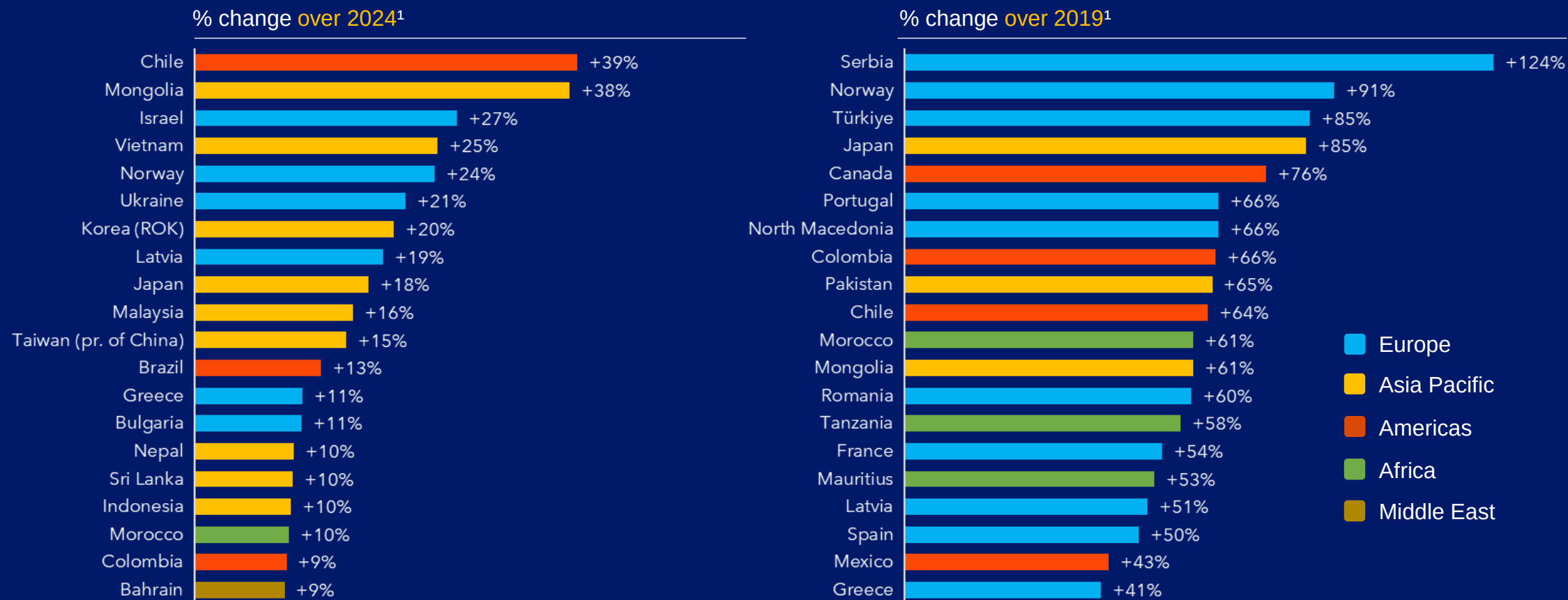


Source: UN Tourism. (Data as of September 2025)

* H1 2025: first half of 2025. Graphs show destinations which have reported data for at least January through May 2025.

Top 20 best-performing destinations in terms of receipts, H1 2025*

International tourism receipts



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

* H1 2025: first half of 2025. Graphs show destinations which have reported data for at least January through May 2025.

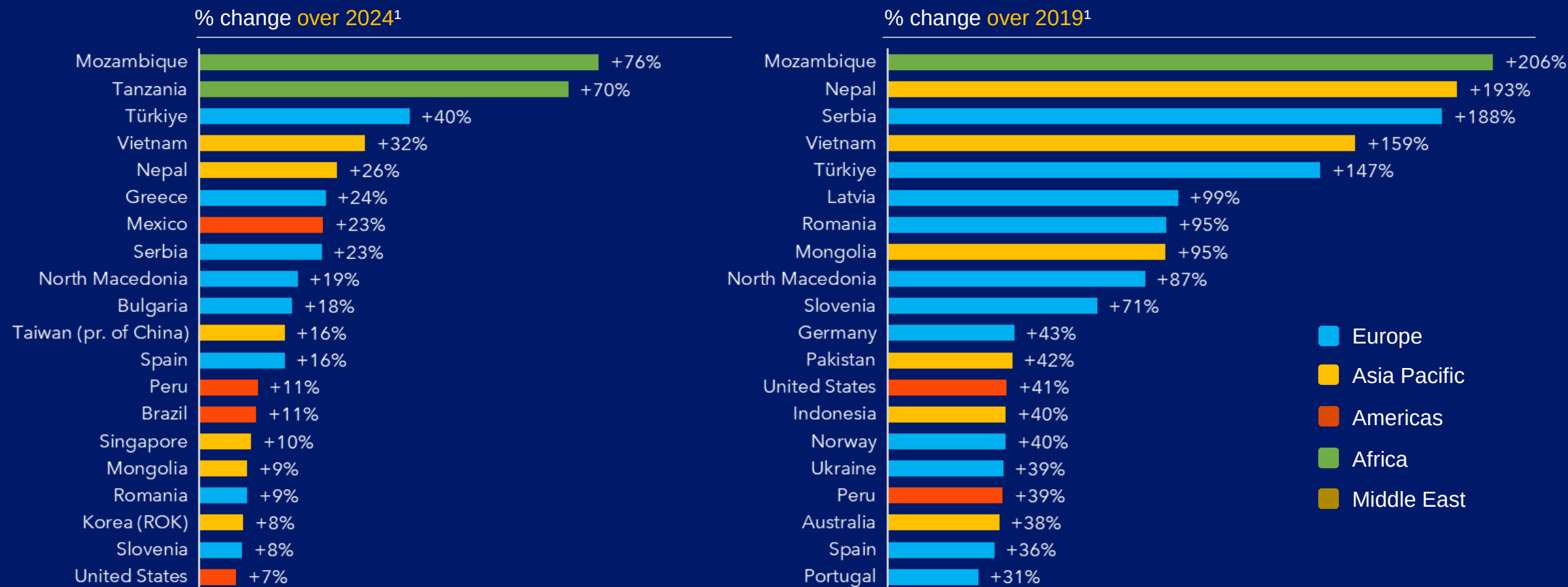
¹ In local currencies if so reported by the destination, otherwise in US dollars.



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Top 20 best-performing markets by outbound spending, H1 2025*

International tourism expenditure



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

* H1 2025: first half of 2025. Graphs show destinations which have reported data for at least January through May 2025.

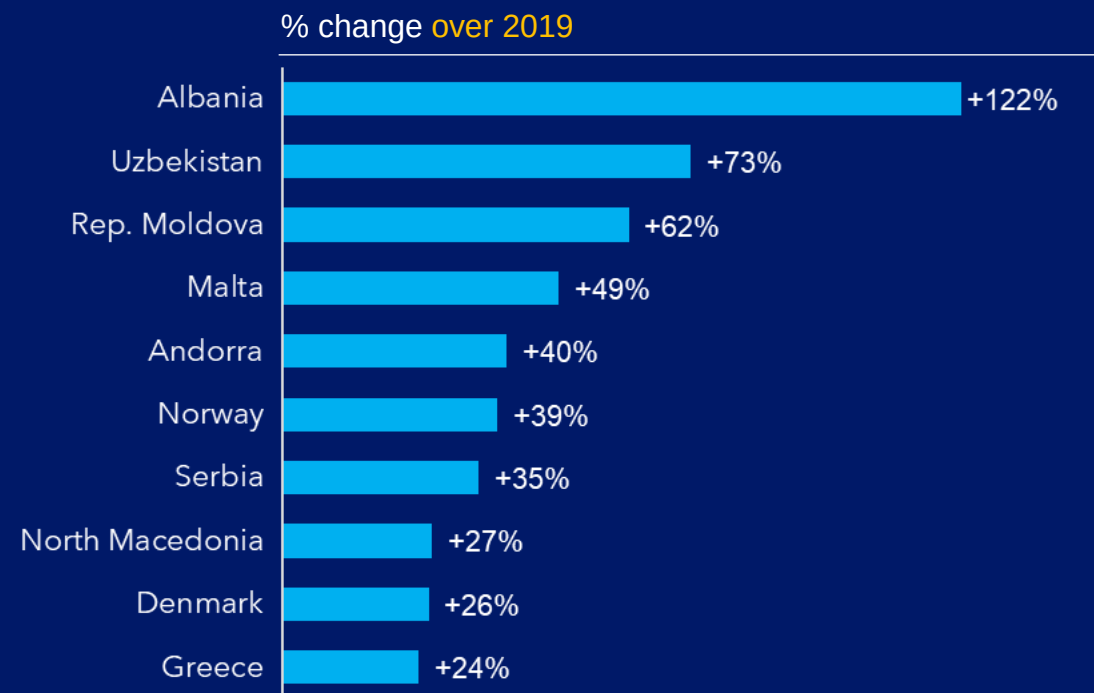
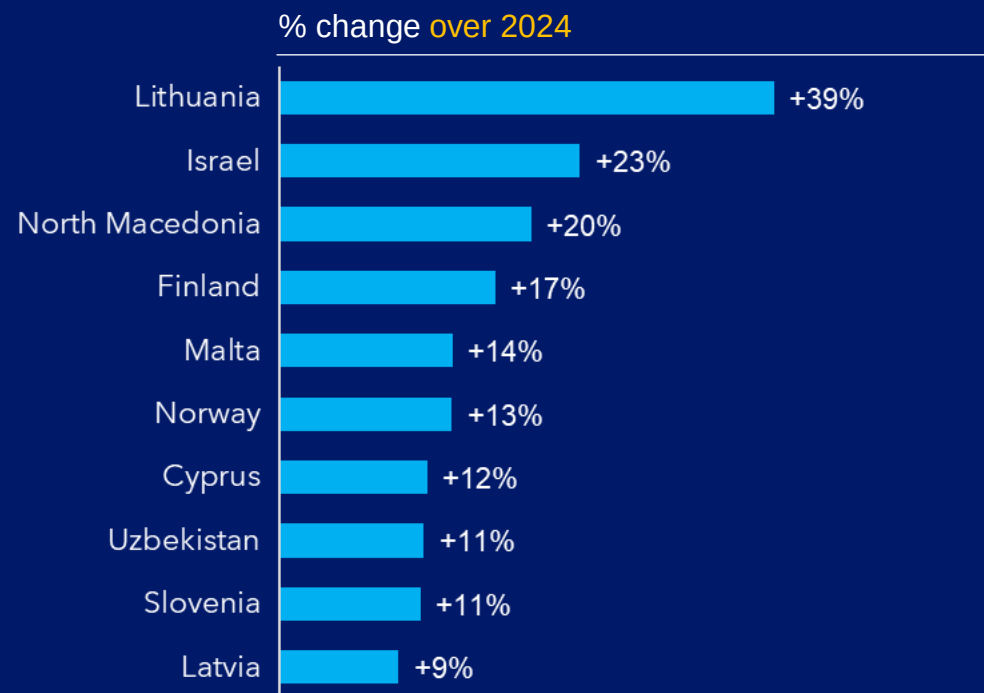
¹ In local currencies if so reported by the destination, otherwise in US dollars.



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Top 10 best-performing destinations in Europe, H1 2025*

International tourist arrivals



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

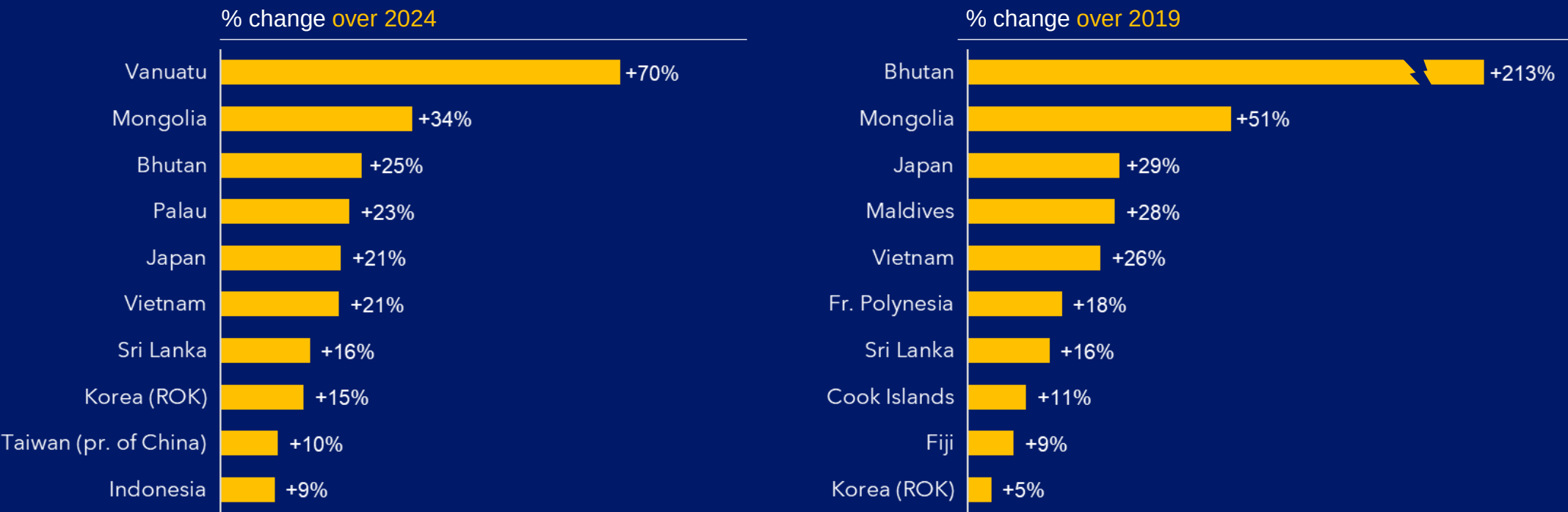
* H1 2025: first half of 2025. Graphs show destinations which have reported data for at least January through May 2025.



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Top 10 best-performing destinations in Asia Pacific, H1 2025*

International tourist arrivals

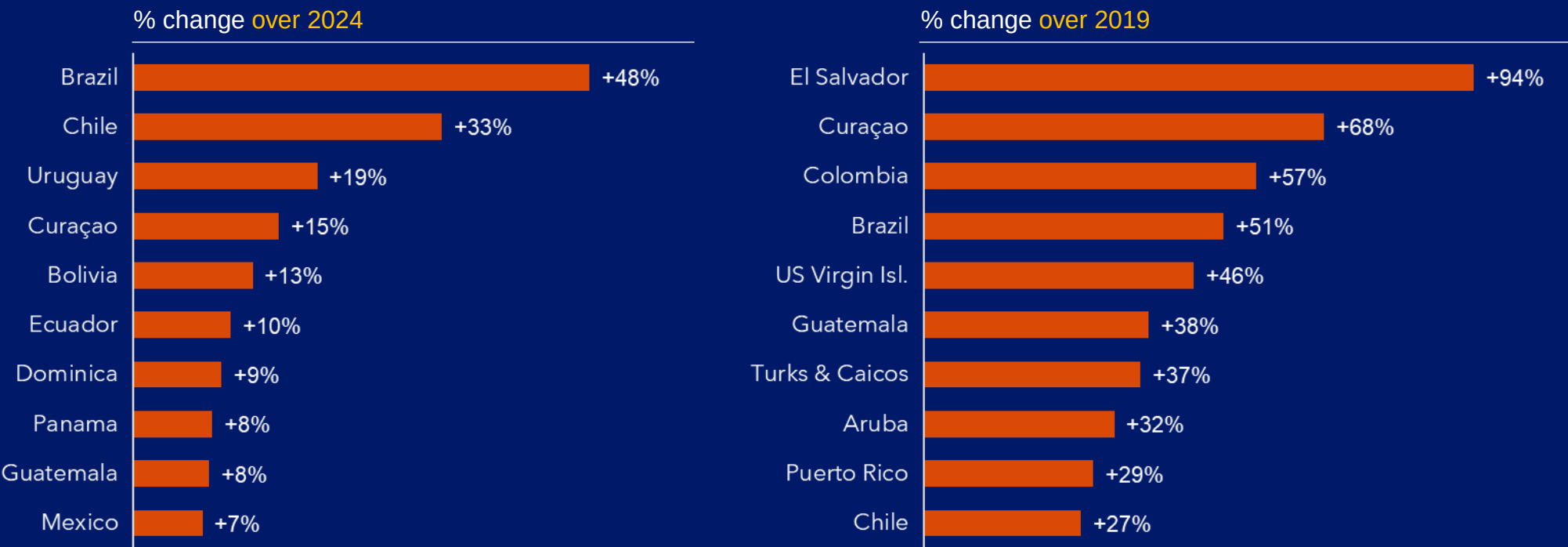


Source: UN Tourism. (Data as of September 2025)

* H1 2025: first half of 2025. Graphs show destinations which have reported data for at least January through May 2025.

Top 10 best-performing destinations in the Americas, H1 2025*

International tourist arrivals

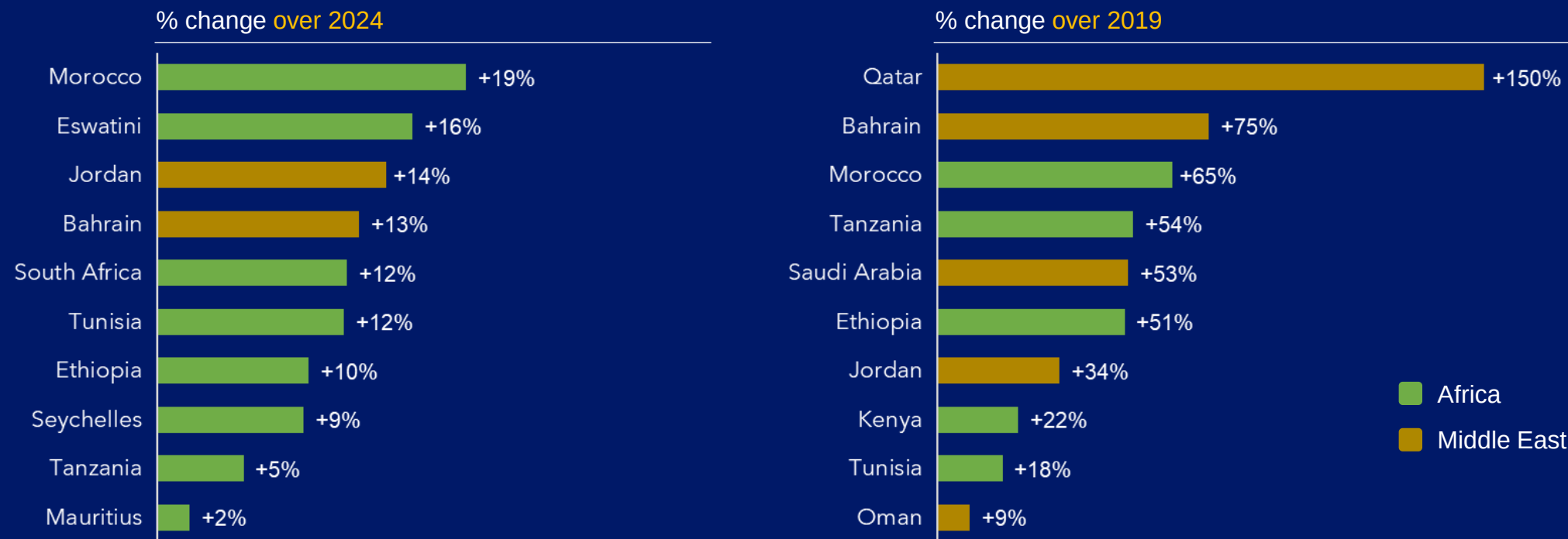


Source: UN Tourism. (Data as of September 2025)

* H1 2025: first half of 2025. Graphs show destinations which have reported data for at least January through May 2025.

Top 10 best-performing destinations in Africa and the Middle East, H1 2025*

International tourist arrivals



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

* H1 2025: first half of 2025. Graphs show destinations which have reported data for at least January through May 2025.

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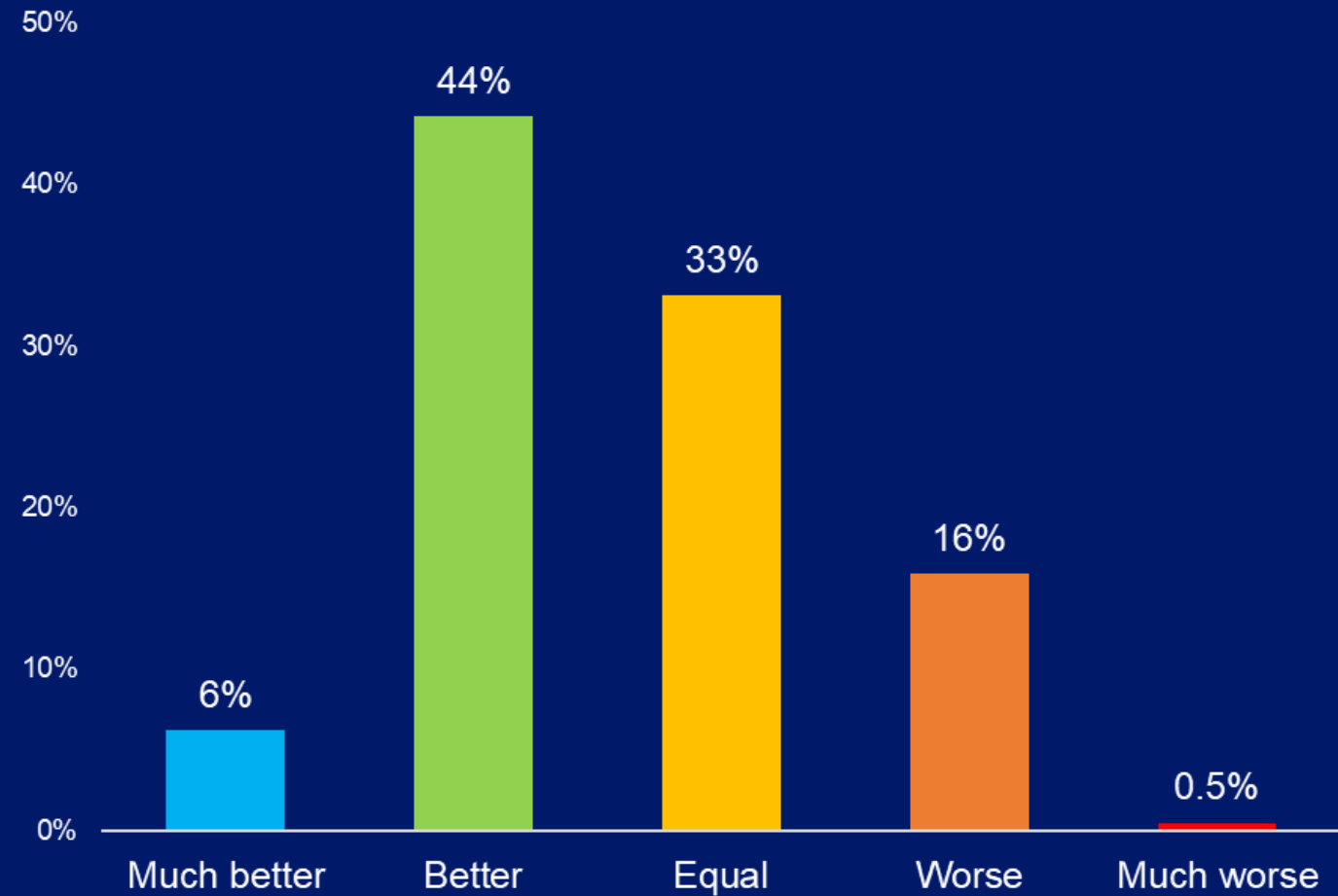
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What are your prospects for your destination in Sep.-Dec. 2025?

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



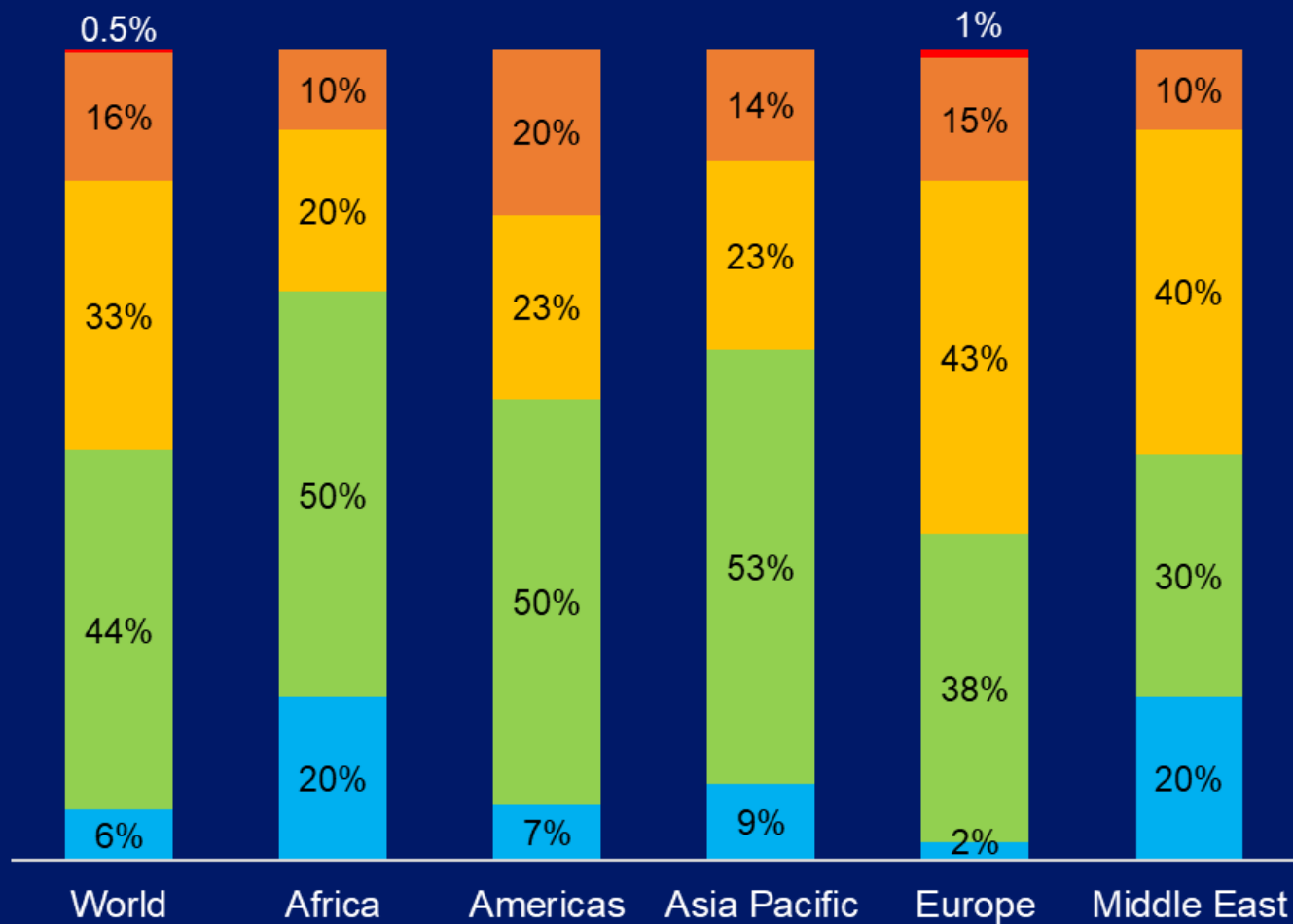
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What are your prospects for your destination in Sep.-Dec. 2025?



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

Percentage of responses by world region

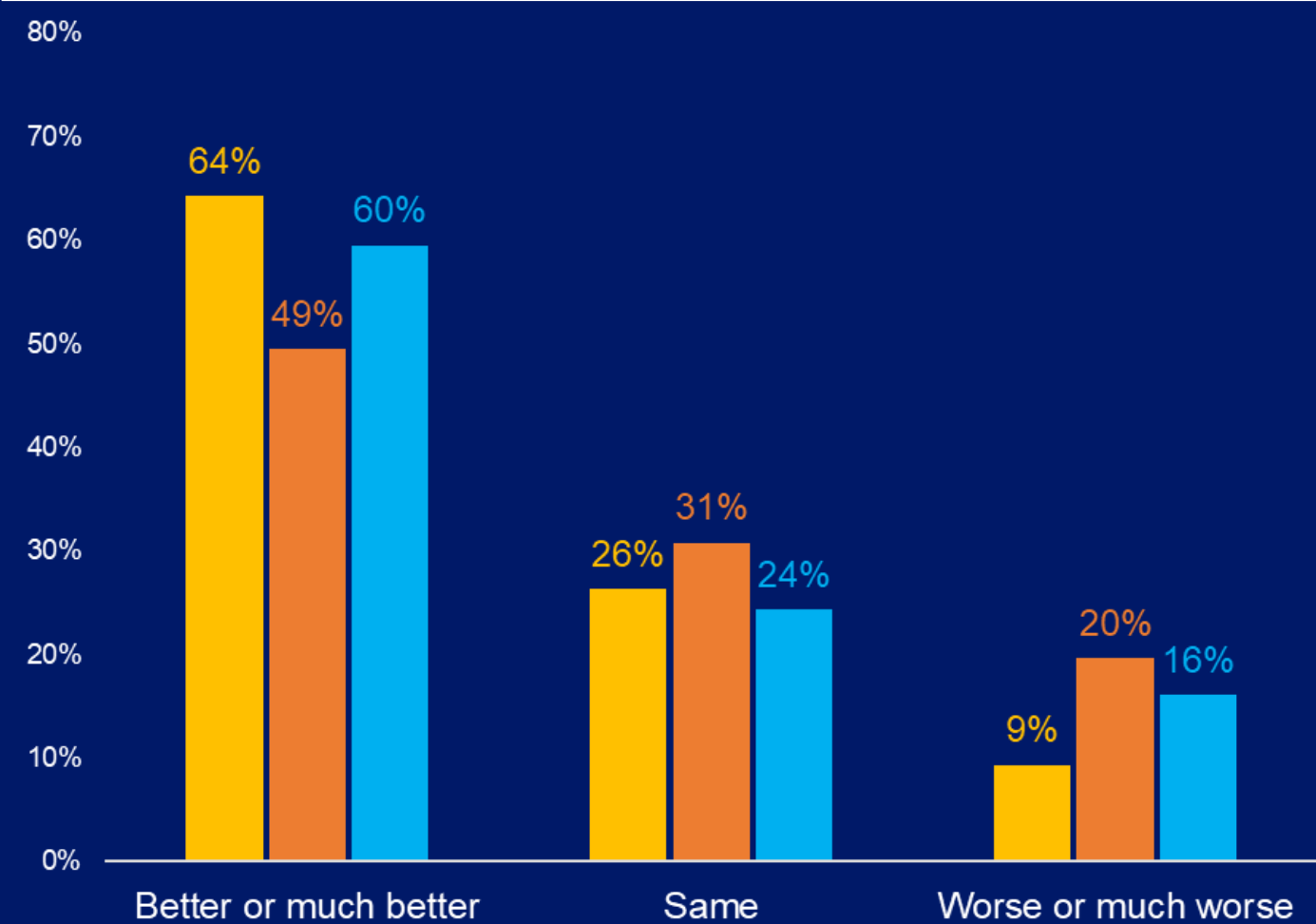


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What are your prospects for your destination in 2025?

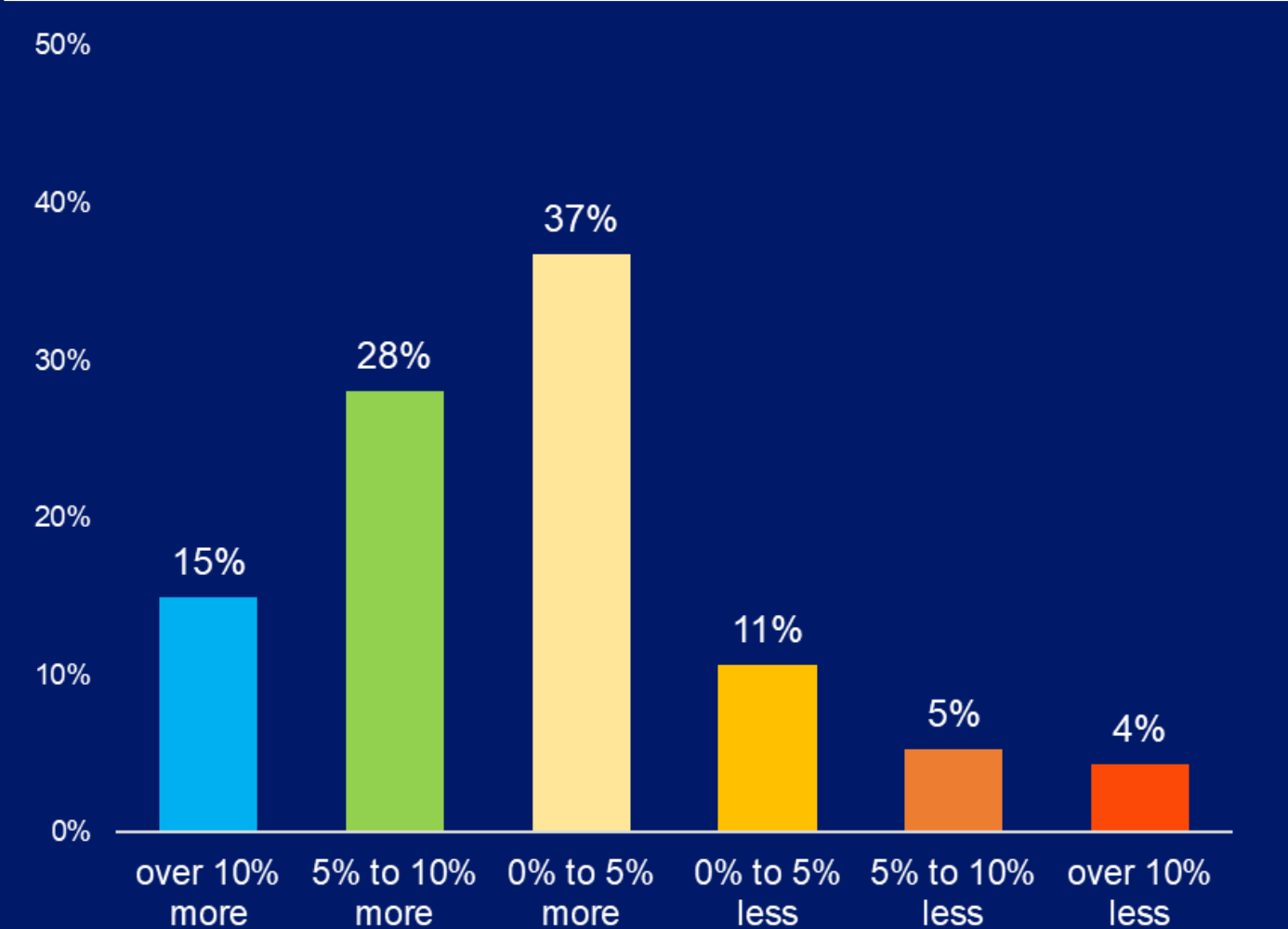
- January 2025 Survey
- May 2025 Survey
- September 2025 Survey

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



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

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



What are the main challenges that international tourism is facing in 2025?

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

Percentage of experts mentioning each factor



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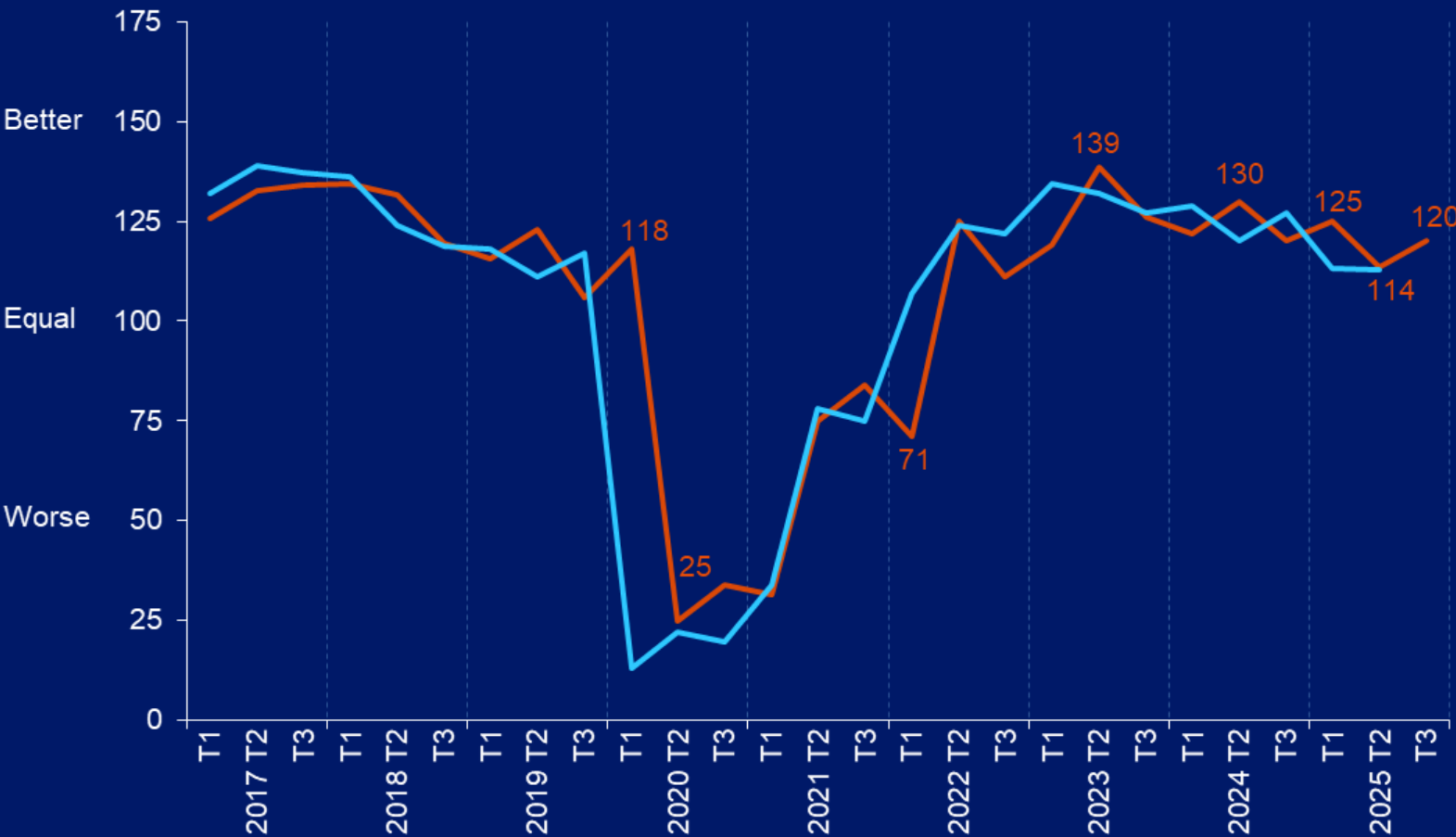
UN Tourism Confidence Index

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

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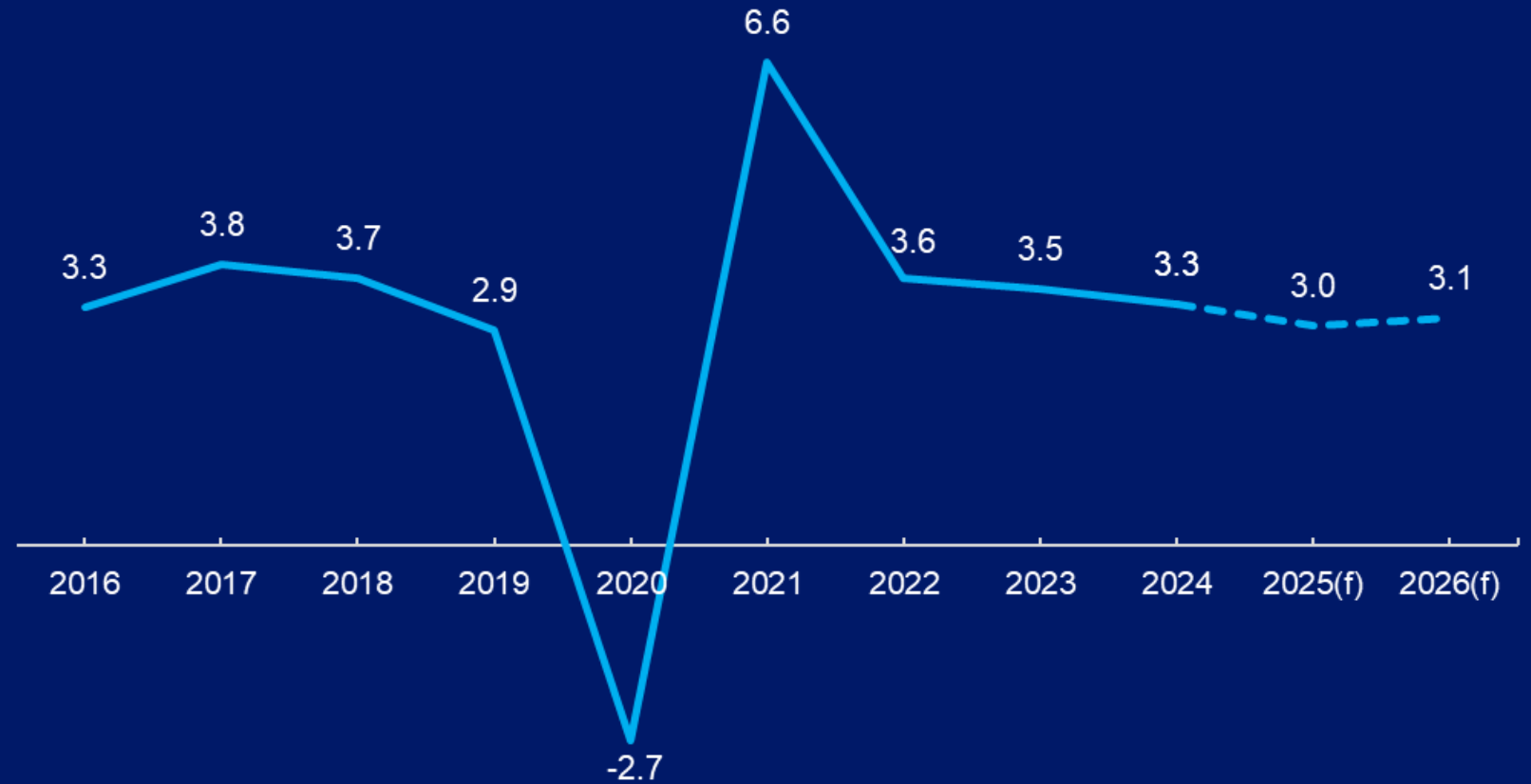
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World GDP (constant prices)

% change

Source: IMF: World Economic Outlook,
July 2025 Update

(f): Forecast



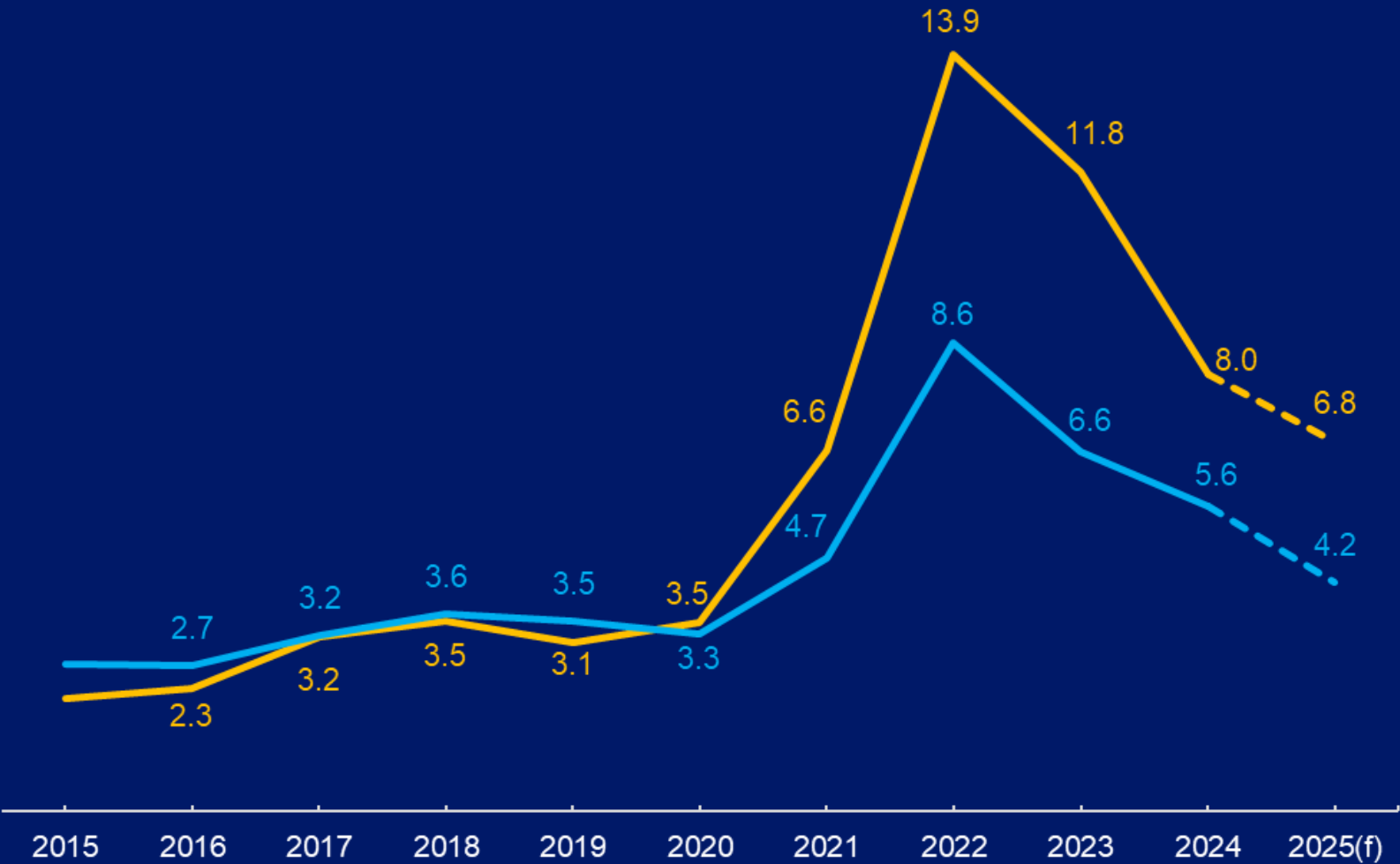
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Global tourism inflation vs. headline inflation

% change in consumer prices

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

Source: UN Tourism and IMF (July 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,
July 2025 Update



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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 \(Excerpt\)](#)
- [Tourism Data Dashboard](#)
- [Press article](#)

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