



UN Tourism

WORLD TOURISM TRENDS AND OUTLOOK

19th UN Tourism/PATA Forum on Tourism Trends and Outlook

Guilin, China, 18 September 2025

Michel Julian

UN Tourism Market Intelligence, Policies and Competitiveness



Looking back...

First UNWTO/PATA Tourism Trends and Research Conference

首届联合国世界旅游组织和亚太旅游协会旅游趋势与研究大会

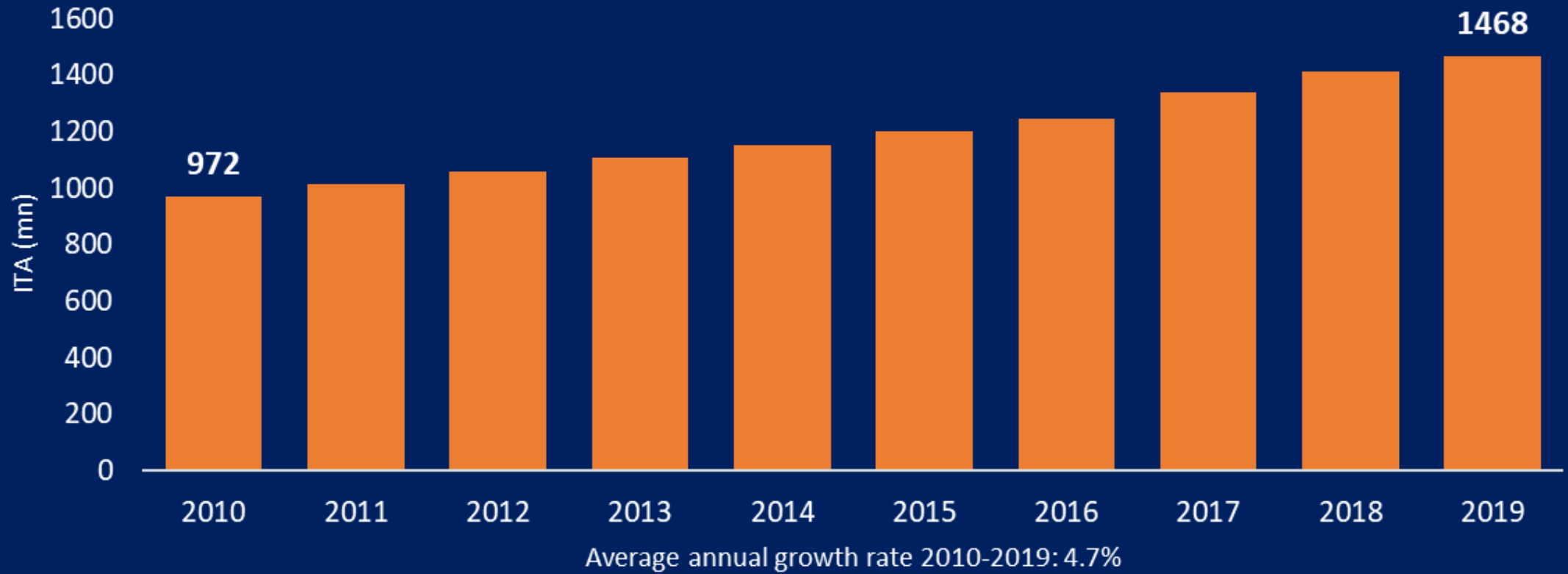
Guilin • China 29 June - 1 July 2007

中国 桂林 2007年6月29日-7月1日



World

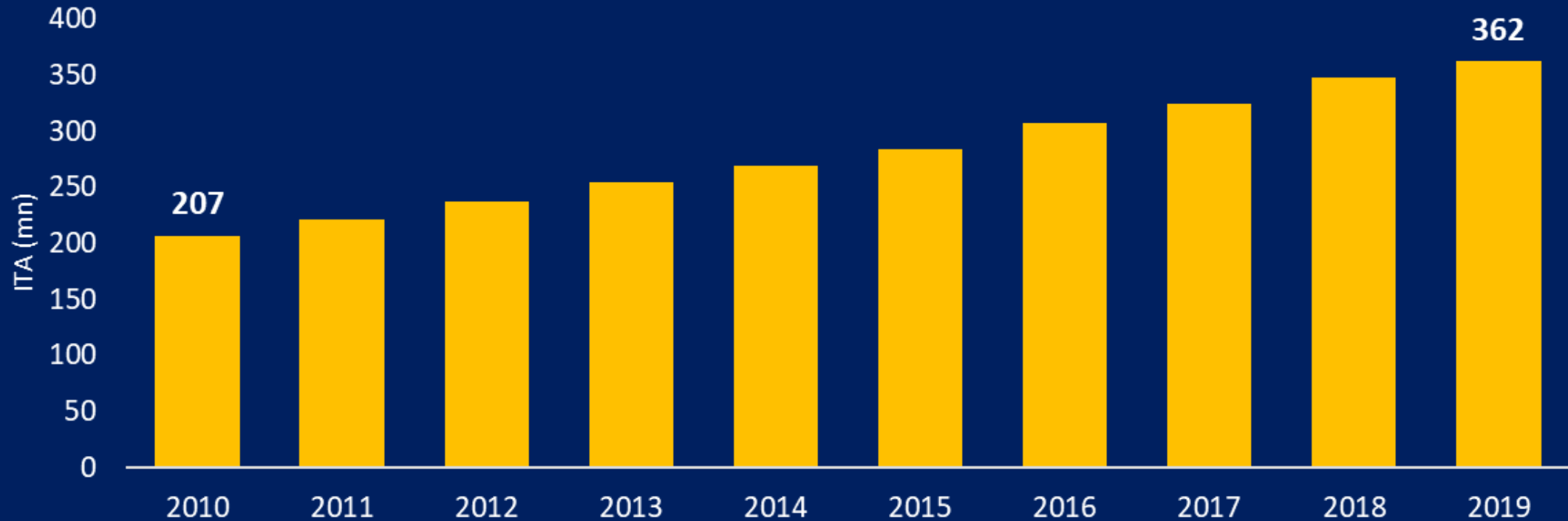
International Tourist Arrivals (million)
2010-2019



Asia and the Pacific

International Tourist Arrivals (million)

2010-2019



Average annual growth rate 2010-2019: 6.4%



A close-up, low-angle shot of a large commercial jet engine mounted on the underside of an airplane wing. The engine's fan blades are dark and arranged in a circular pattern, with a central hub featuring a spiral design. The engine casing is metallic and shows some wear. The wing extends horizontally across the top of the frame. In the background, an airport tarmac is visible with various ground service equipment, hangars, and other aircraft under a clear blue sky. The text "The worst crisis ever" is superimposed in white, bold, sans-serif font across the middle of the engine.

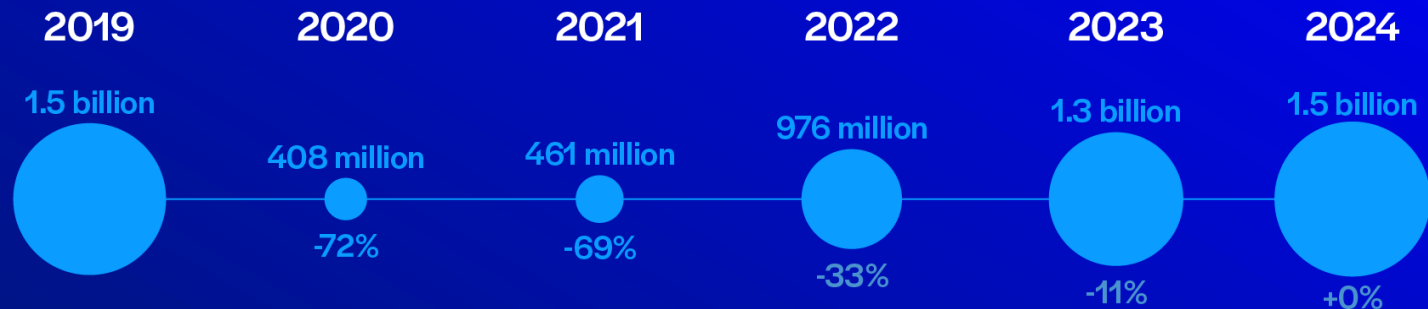
The worst crisis ever



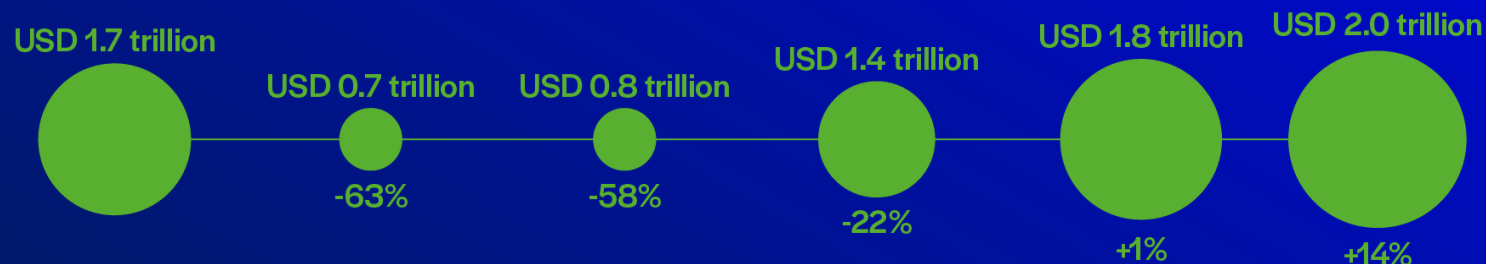
UN Tourism

International tourism 2019 – 2024, World

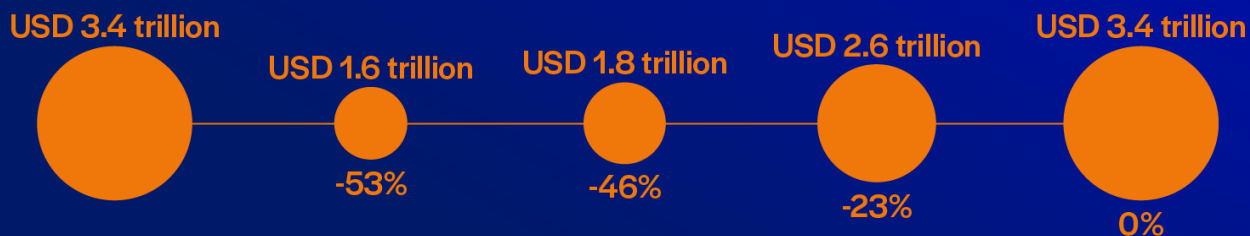
International
tourist arrivals
% change (vs 2019)



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



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



Source: UN Tourism
Data as of September 2025

¹ Revenues include international tourism receipts and passenger transport fares.

² In local currencies and constant prices.

Changes in traveller's behaviour



Domestic tourism

Domestic tourism has gained increased importance since domestic tourism was a key driver to support the recovery of an important number of destinations.



More responsible

Sustainability, authenticity and localhood: travellers believe in the importance of creating a positive impact on local communities, increasingly searching for authenticity, sustainability and experiential travel.



Sustainable products

Products with a strong sustainable component such as nature, rural, gastronomy and wellness tourism have emerged as popular travel choices. Travellers are becoming more acquainted with sustainable practices at the destination, as part of their travel choice.



More digitalized

Technology has changed the way travellers search, book and plan their trip. Technological advances such as AI are shaping the way for more personalized travel and enhanced experiences.



UN Tourism

World Tourism Barometer

Volume 23 · Issue 3 · September 2025

Market Intelligence, Policies and Competitiveness
Department

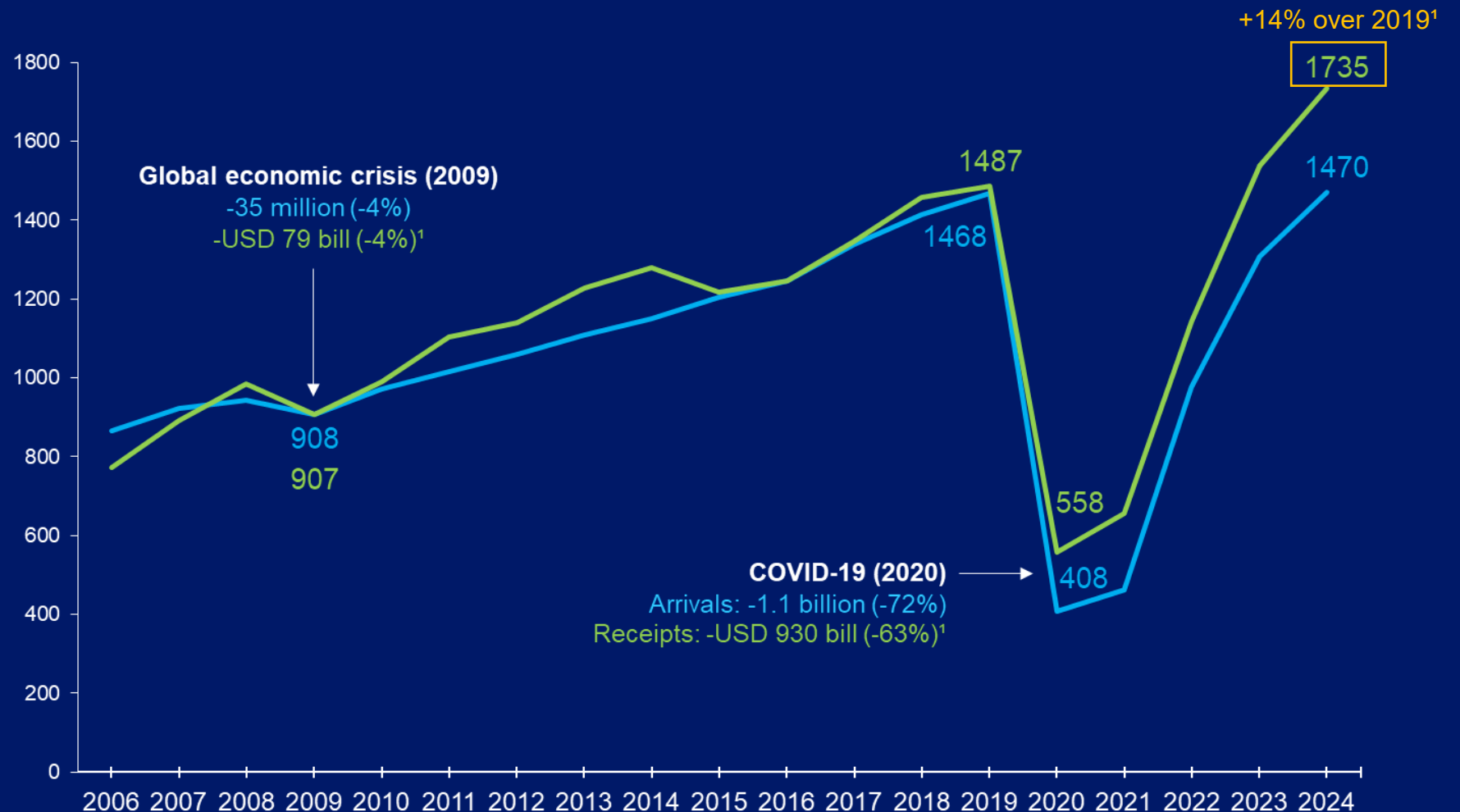


International tourist arrivals and receipts

Arrivals (millions)
Receipts (USD billions)

Source: UN Tourism
(Data as of September 2025)

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



UN Tourism

Recovery of international tourist arrivals

World

Percentage of 2019 levels

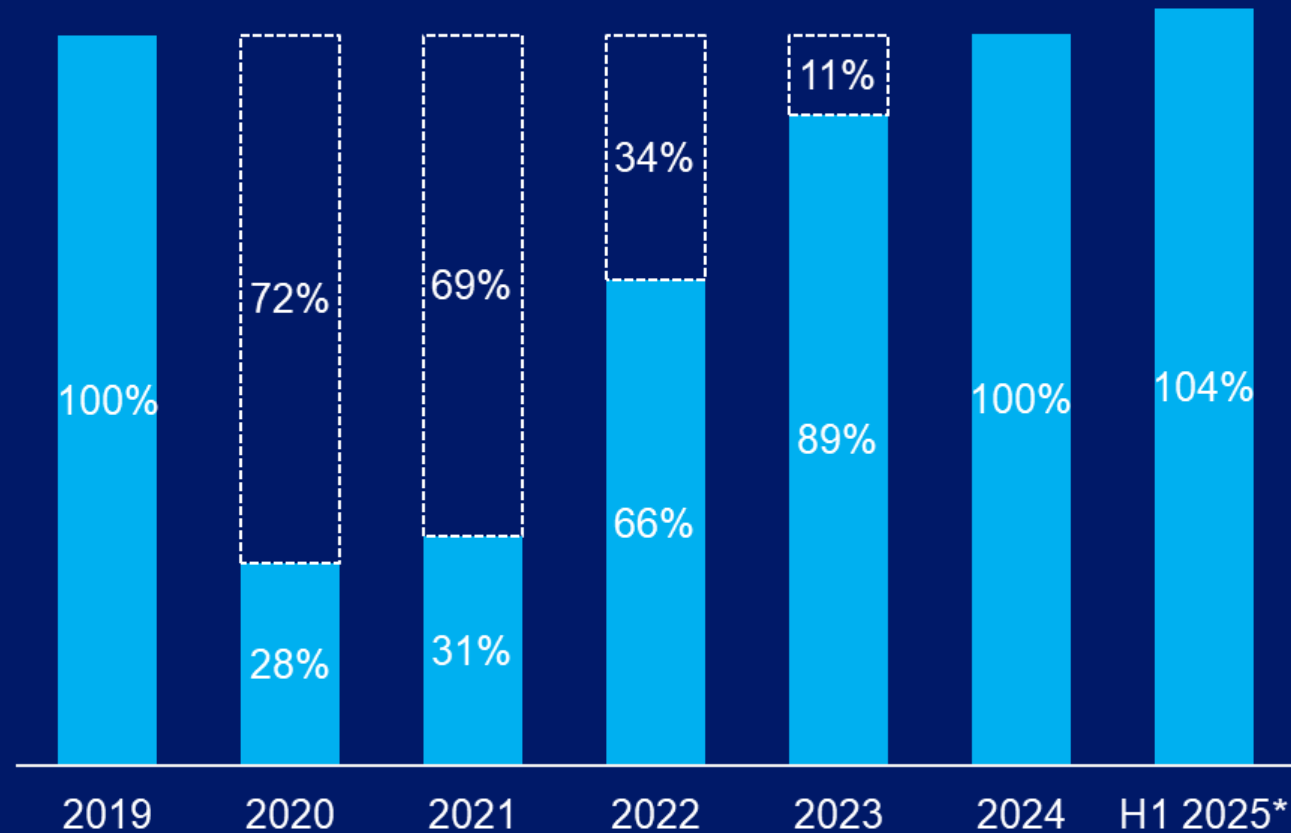
 Percentage not recovered

 Percentage recovered

Source: World Tourism Organization (UN Tourism)

(Data as of September 2025)

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

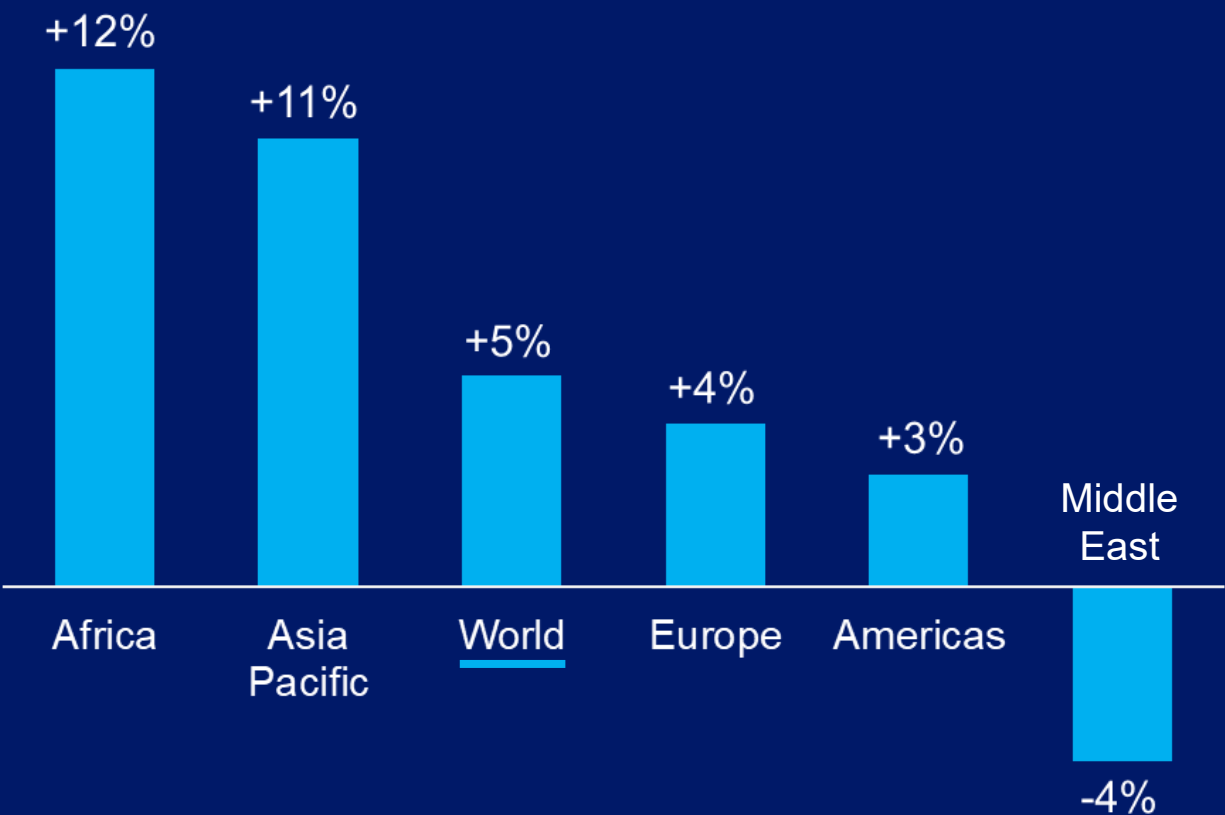


UN Tourism

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)

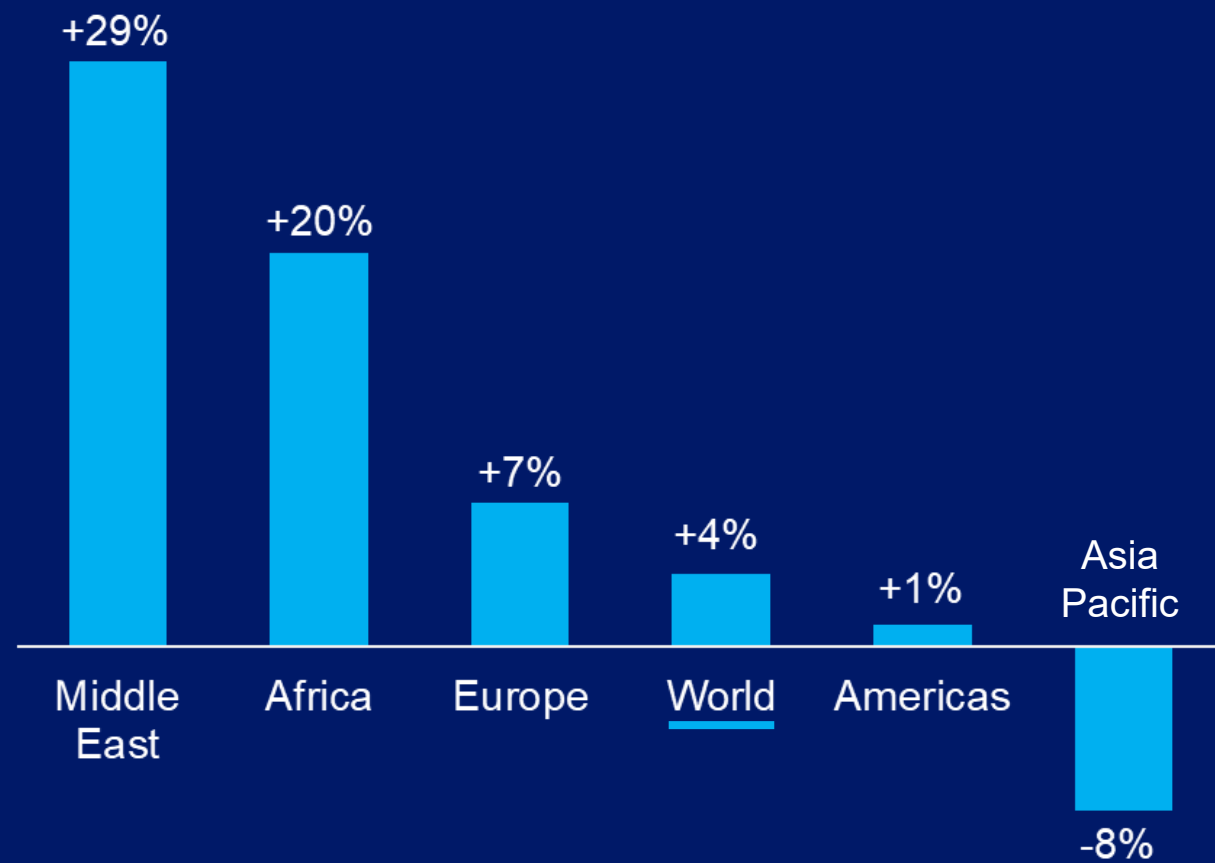


International tourist arrivals by region, H1 2025*

% change over 2019

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

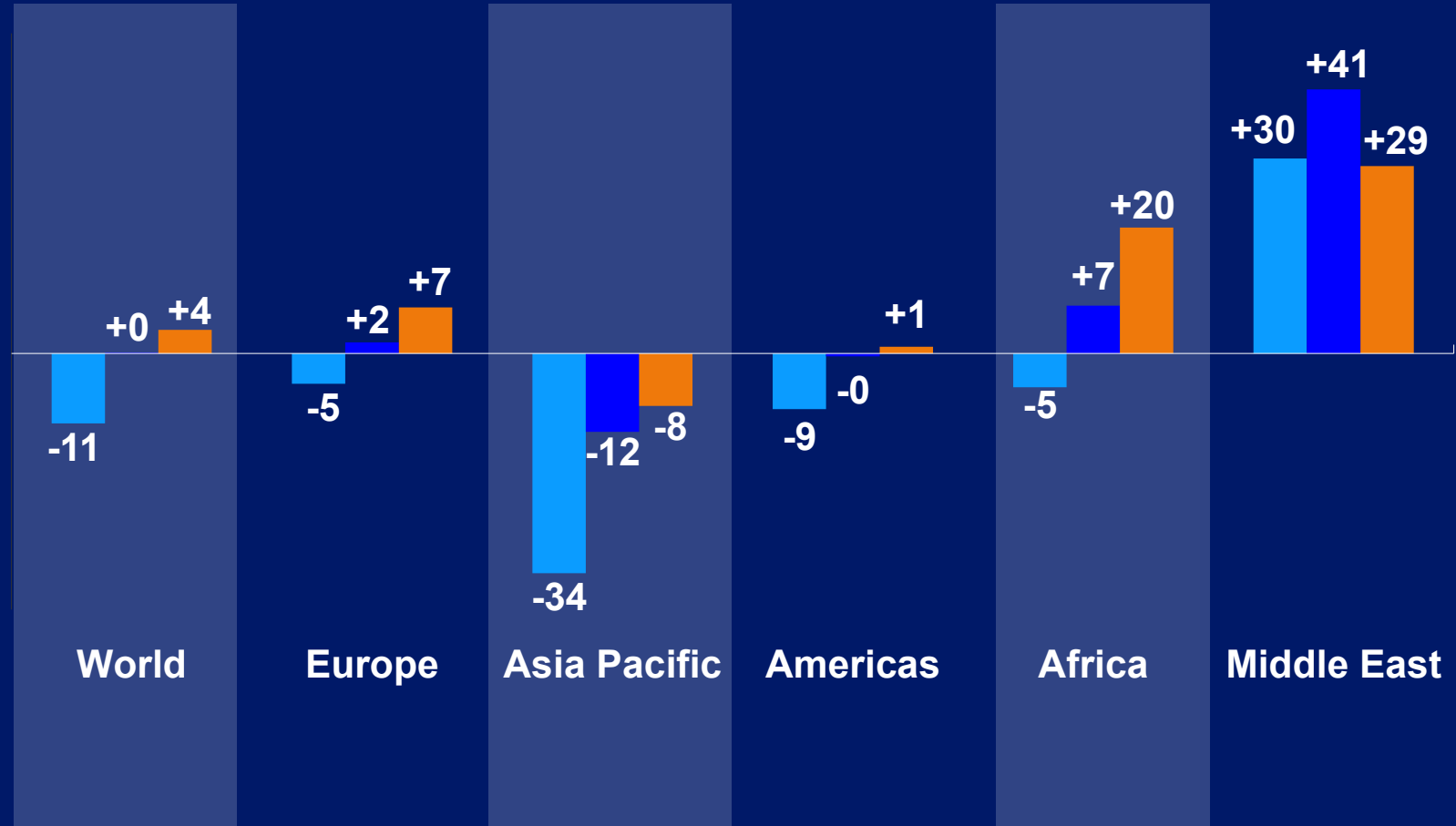
* H1 2025: first half of 2025 (provisional data)



UN Tourism

■ 2023 ■ 2024 ■ Jan-Jun 2025*

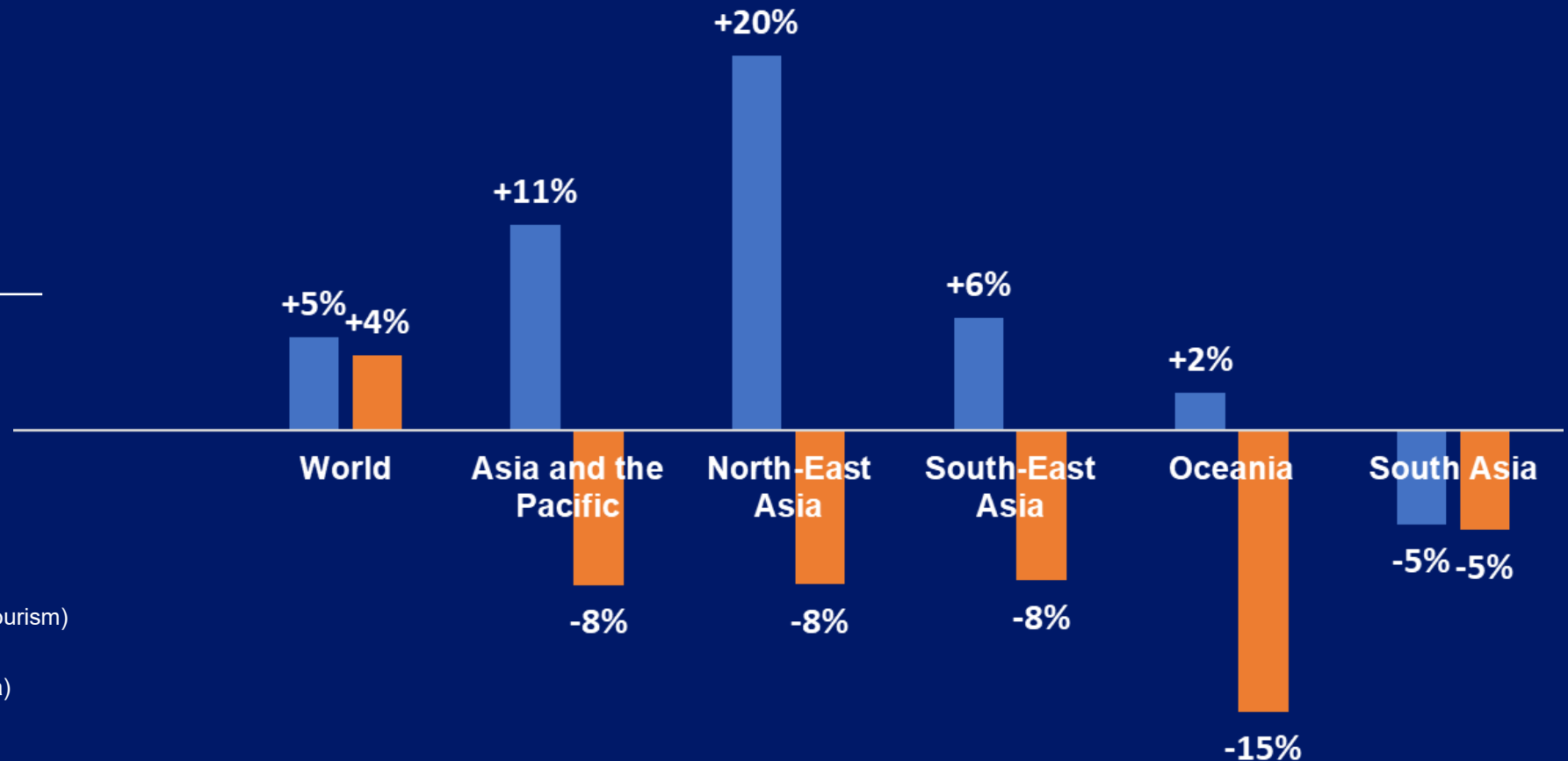
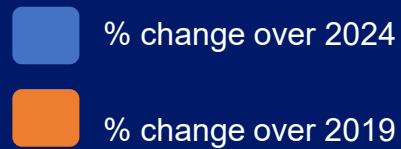
International tourism arrivals % change versus 2019



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

International tourist arrivals

Asia and the Pacific,
by subregion,
January-June 2025*



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

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



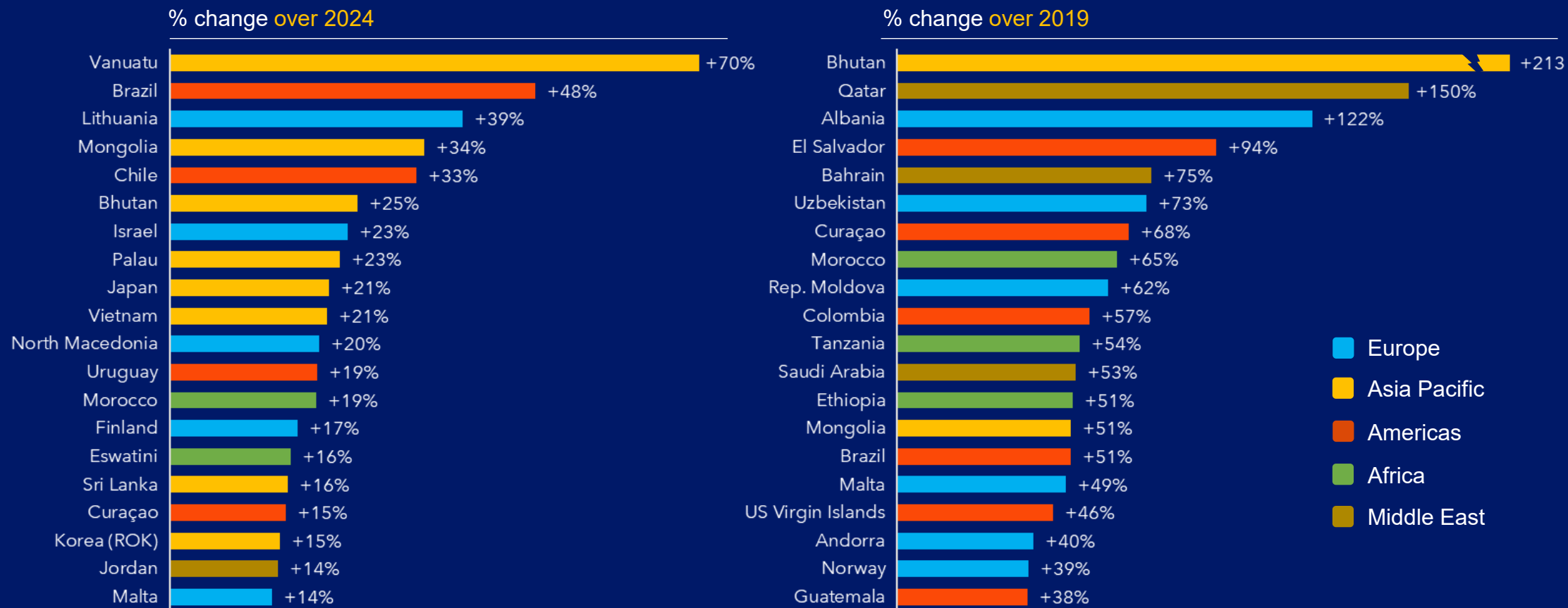
UN Tourism

Asia and the Pacific in 2024

International Tourist Arrivals: 318 mn (-12% over 2019)
International Tourism Receipts USD 424 bn (+24% over 2019)

Top 20 best-performing destinations, January-June 2025*

International tourist arrivals



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

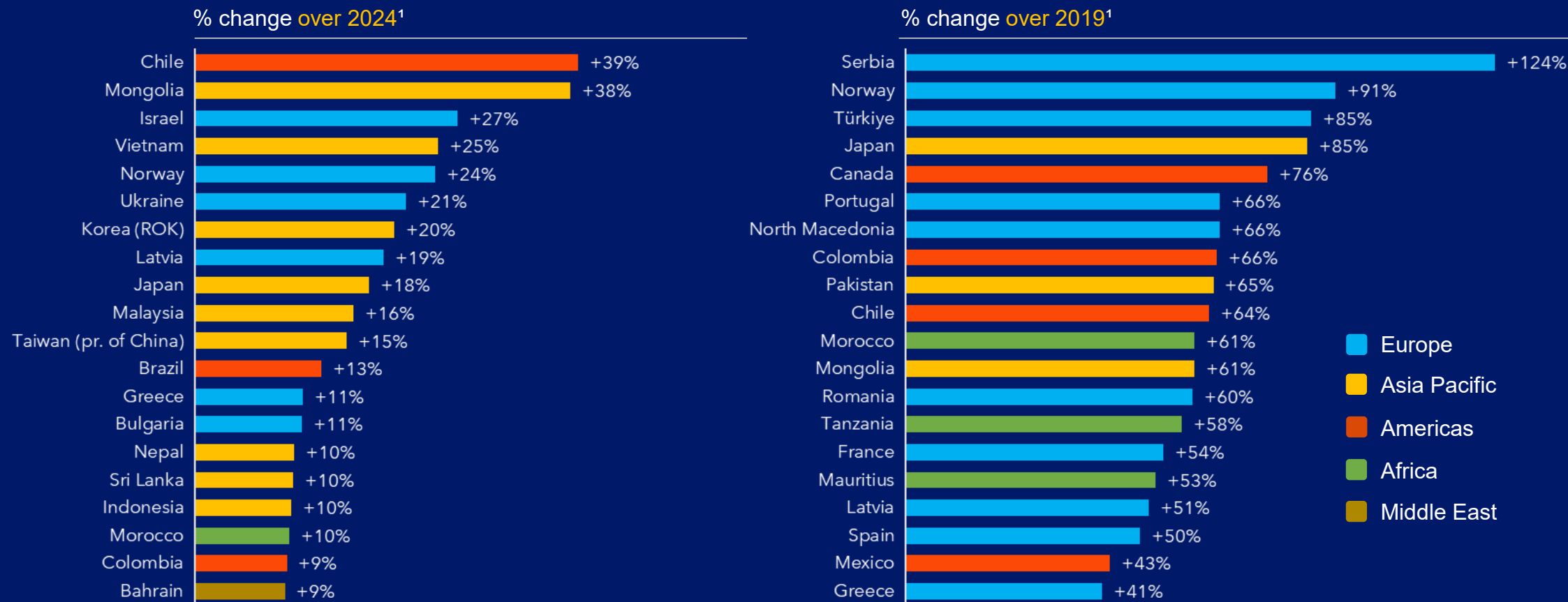
* H1 2025: first half of 2025. Graphs show destinations which have reported data for at least January through May 2025.



UN Tourism

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.



UN Tourism

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



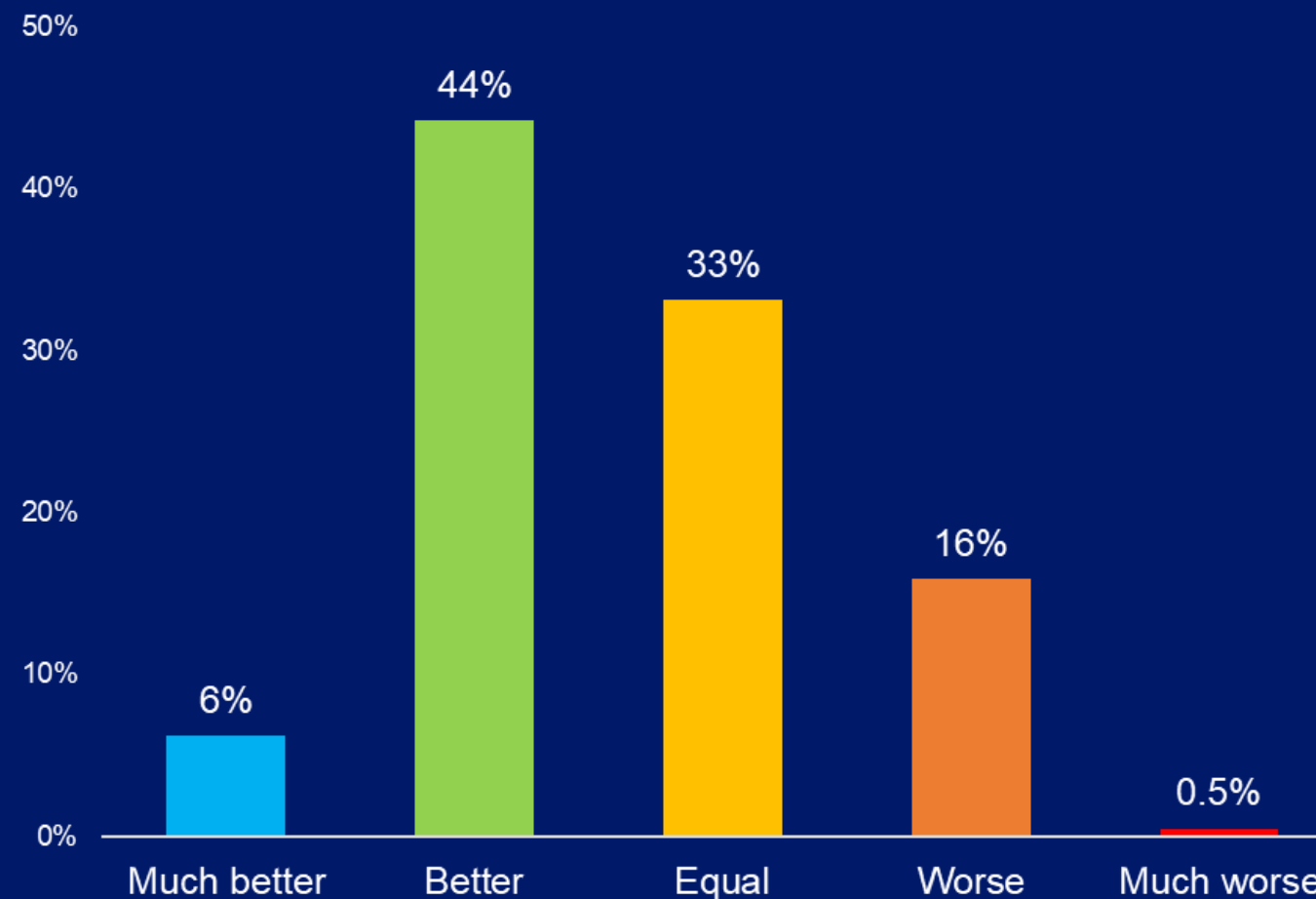
UN Tourism

Looking ahead



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

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



UN Tourism

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

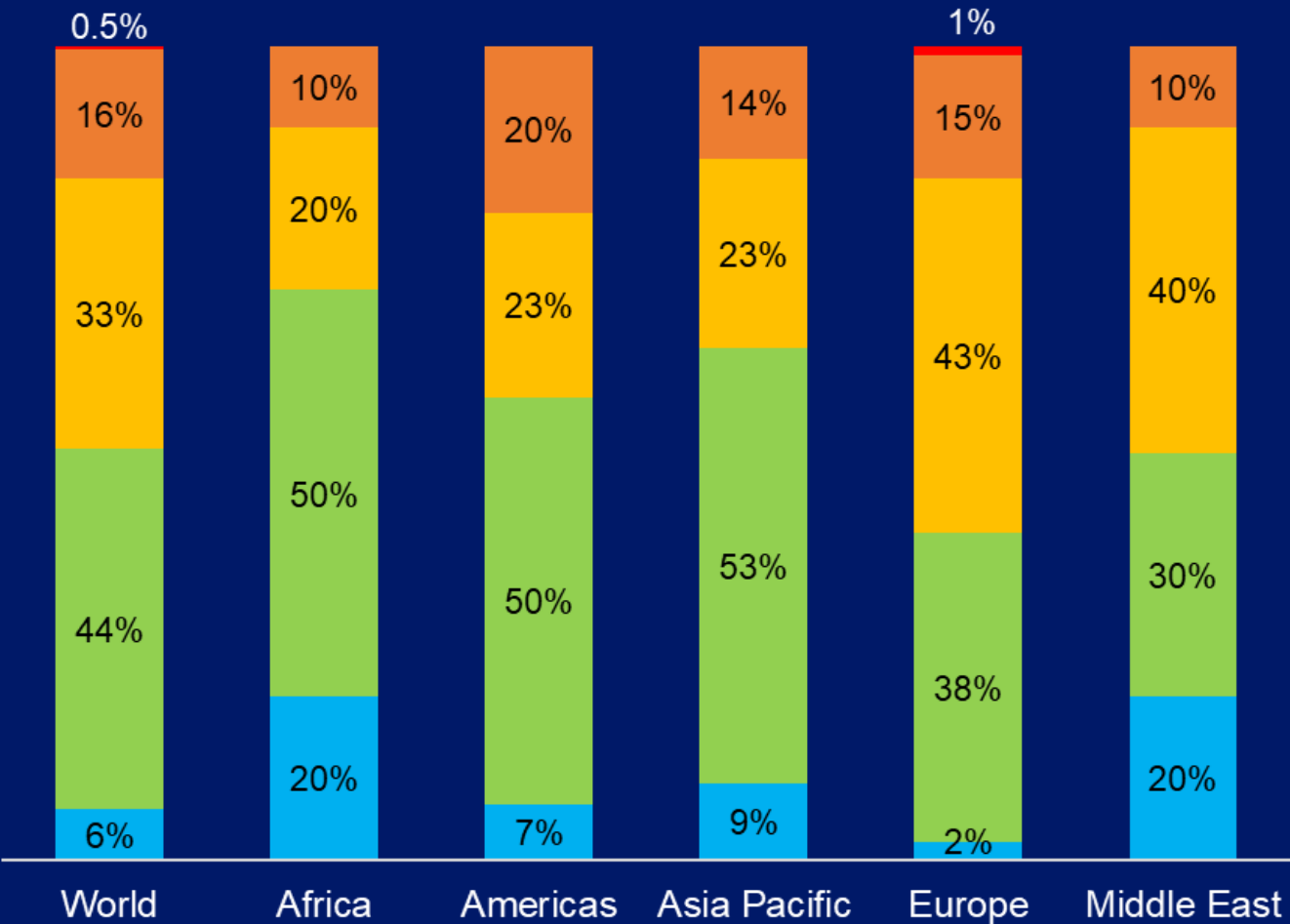
- Much worse
- Worse
- Same
- Better
- Much better

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



UN Tourism

Percentage of responses by world region



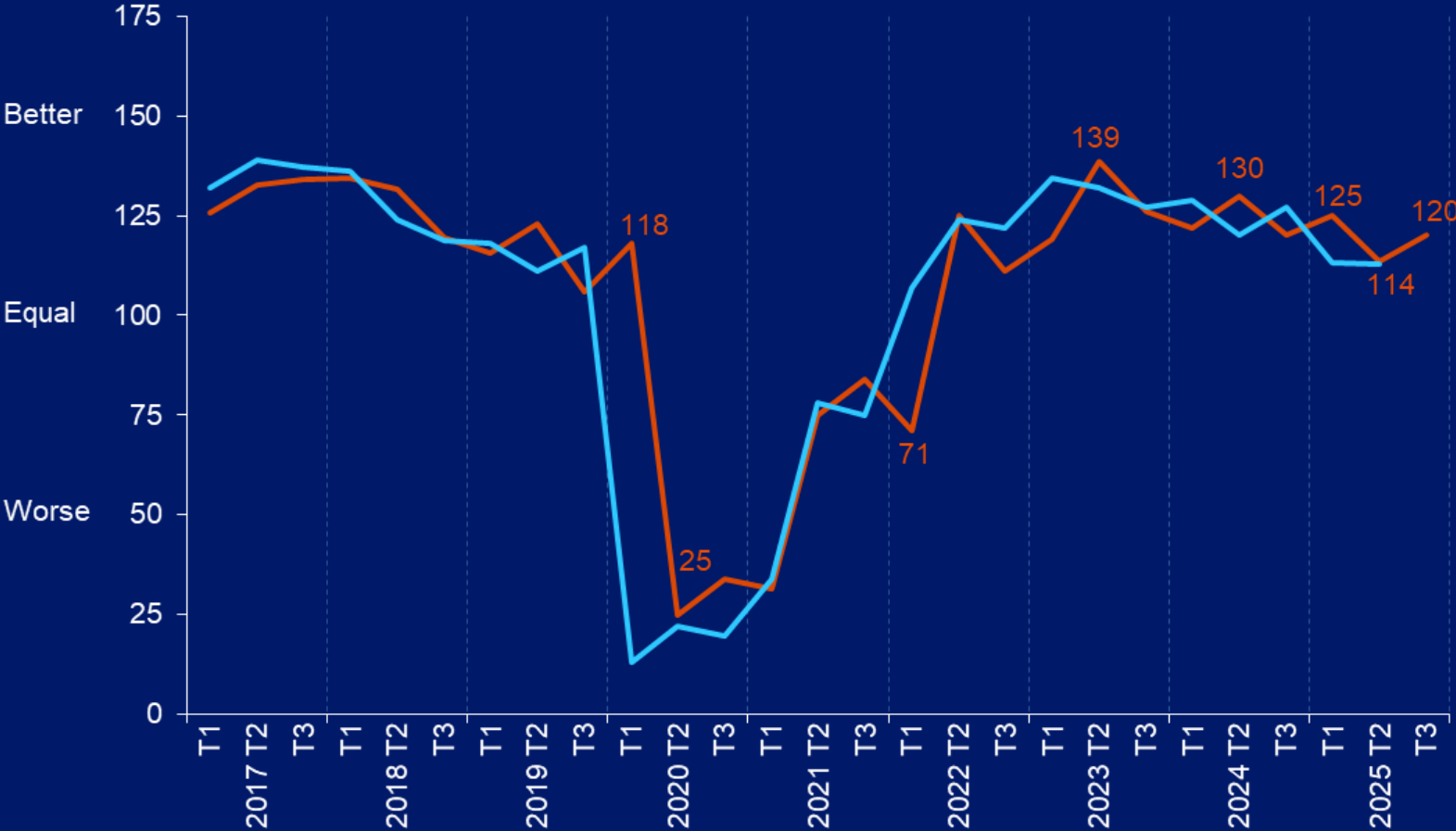
UN Tourism Confidence Index

- 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



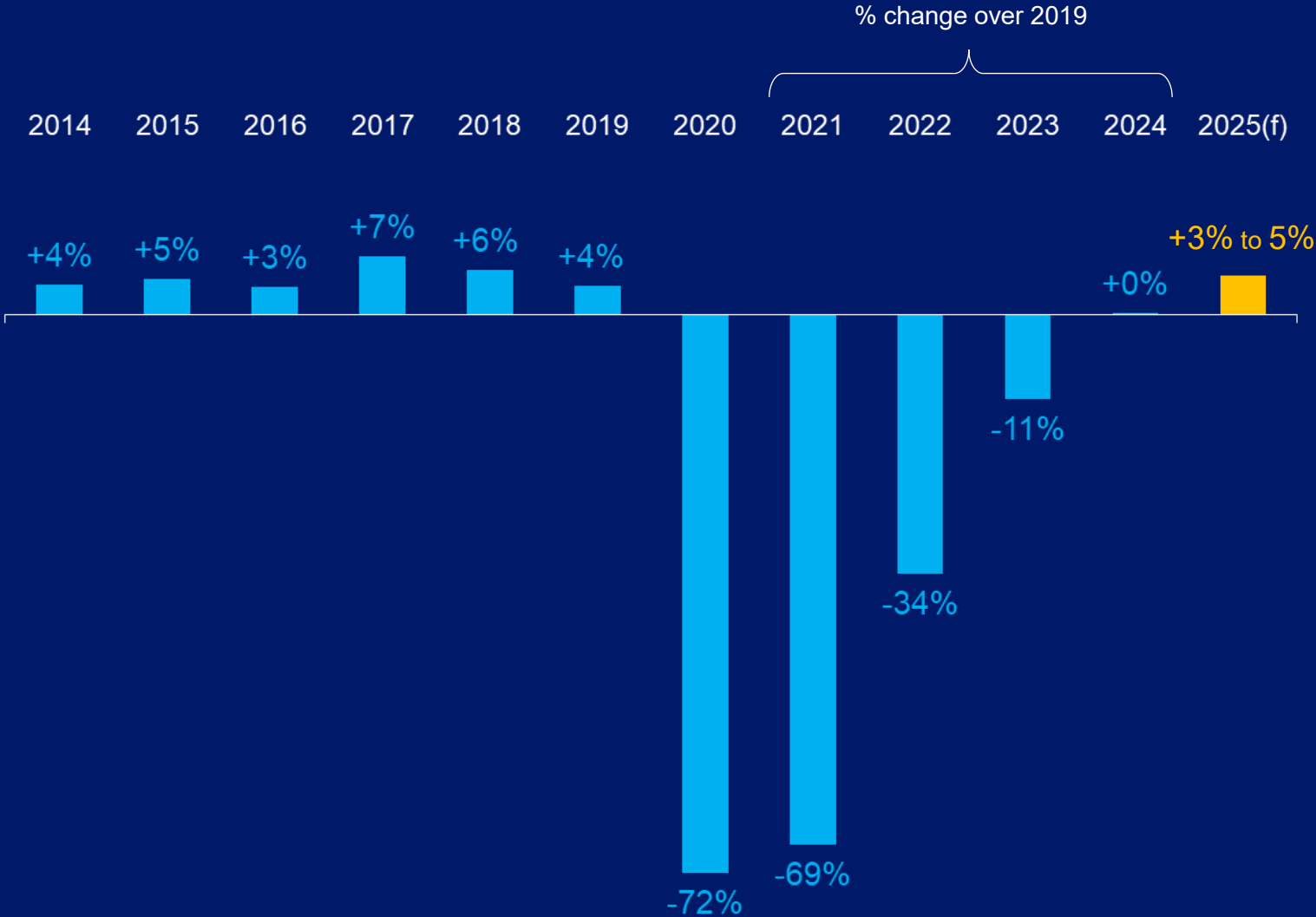
UN Tourism

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

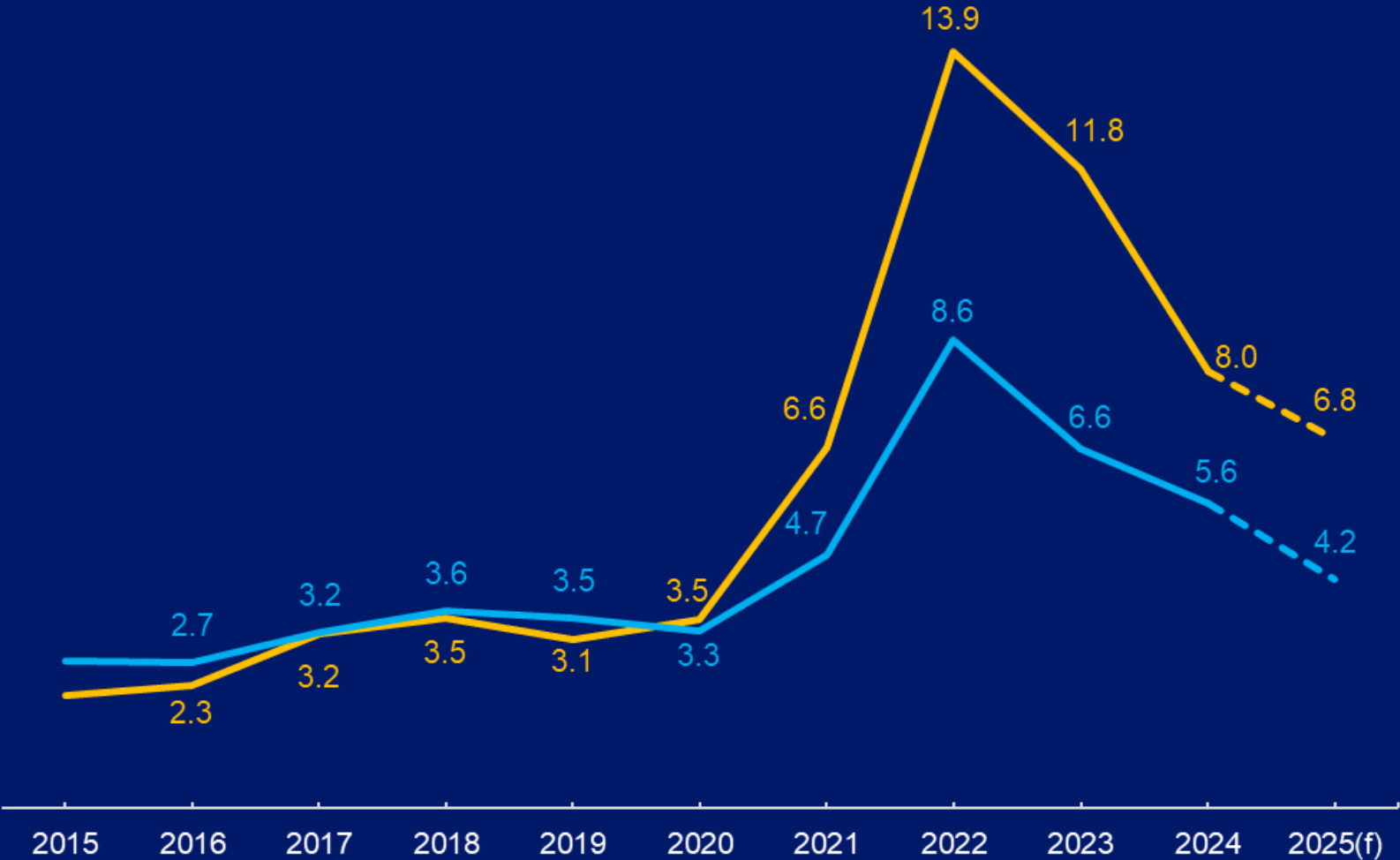


Global tourism inflation vs. headline inflation

% 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

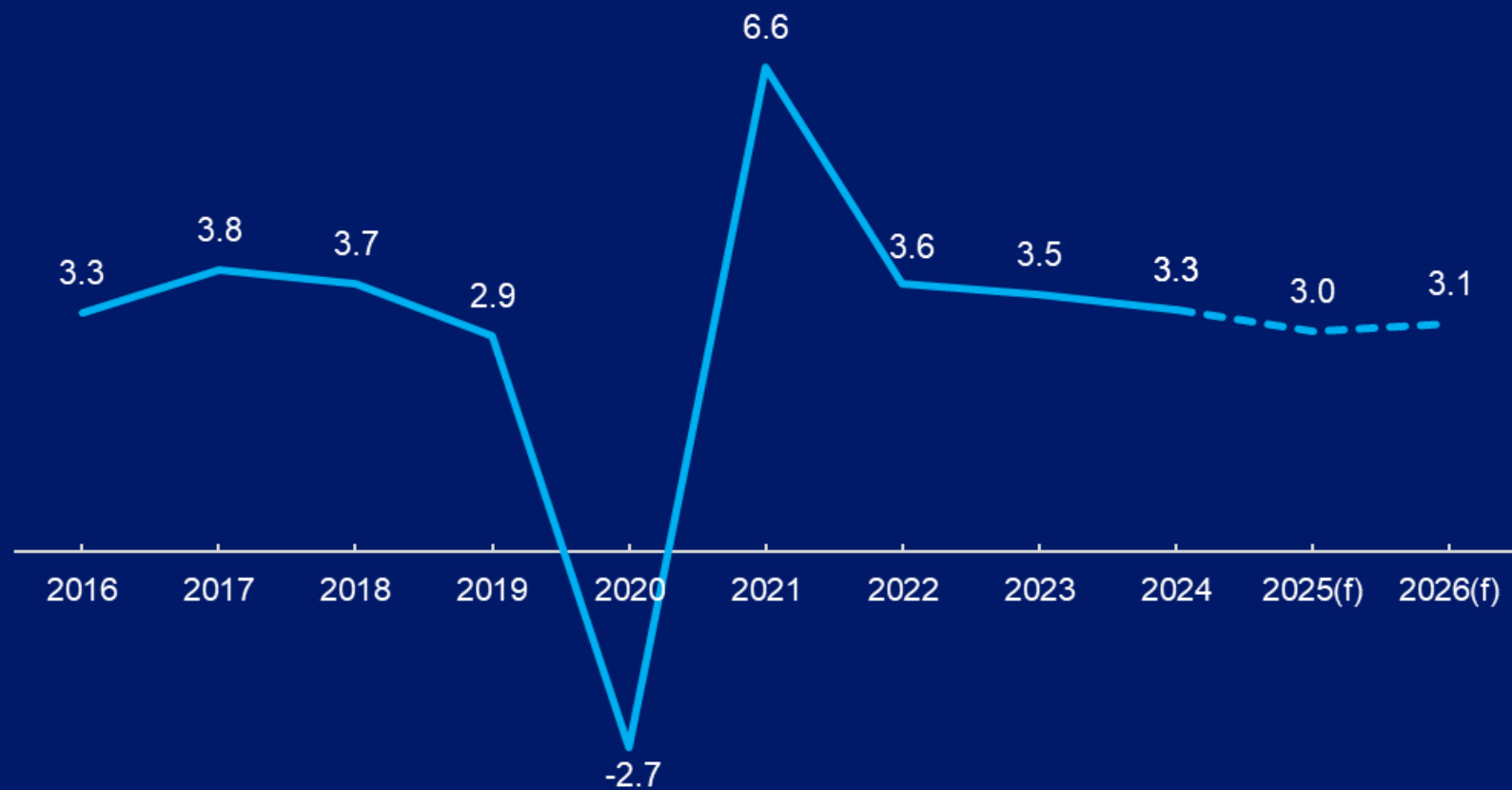


World GDP (constant prices)

% change

Source: IMF: World Economic Outlook,
July 2025 Update

(f): Forecast



UN Tourism

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



UN Tourism



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

12/09/2025

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

Asia and the Pacific - 2024

Region/Subregion

Asia and the Pacific

Country

Todas

Grouping

Todas

Please select a year

2024

Compare to

2019

Prev. year

Clear all filters

International Tourist Arrivals

317,8 million

Change over previous year (%):

33,7% ▲

International Tourism Receipts

423,6 USD billion

Change over previous year (%):

23,8% ▲

Receipts per Arrival

1.333 USD

Tourism Exports

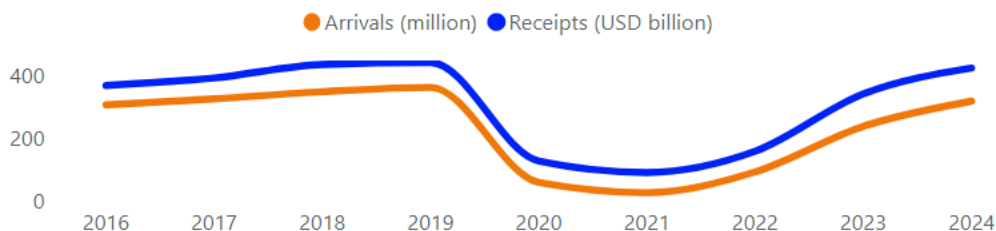
470,1 USD billion

Tourism in Total Exports **4%**

Tourism in Service Exports **21%**

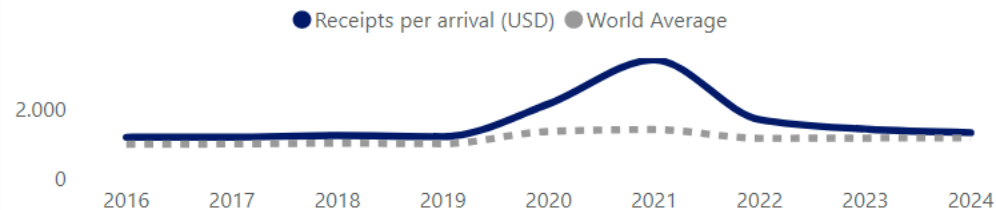
Asia and the Pacific: International Tourism

UN Tourism, Sep 2025



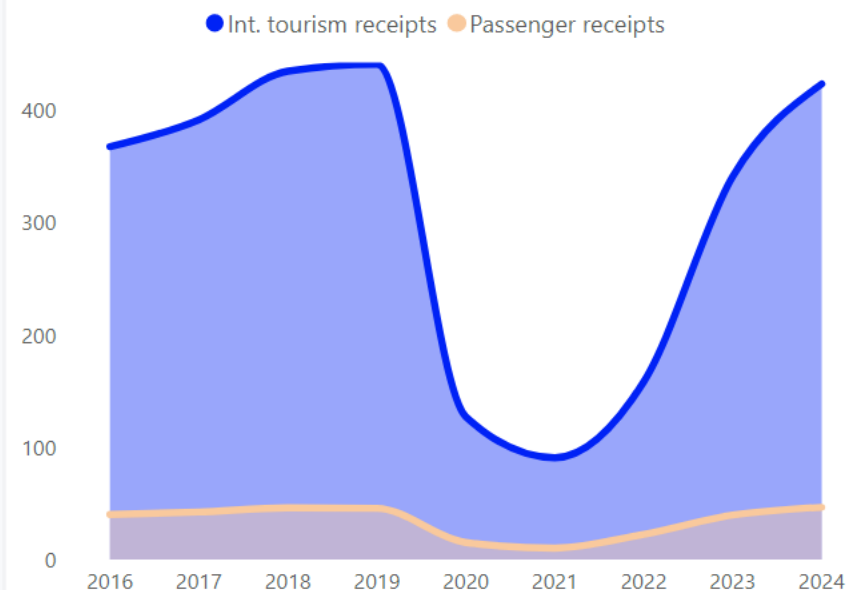
Asia and the Pacific: Receipts per Arrival (USD)

UN Tourism, Sep 2025



Asia and the Pacific: International Tourism Exports (USD billion)

UN Tourism, Sep 2025



Volver atrás

Annual

< > ↗

Overview

Tourist Arrivals

Tourism Receipts

Tourism Expenditure

Economic Indicators

Industry Indicators

Compare Indicators

Region and Groupings

Countries

COMPARE INDICATORS - Countries

Please select a year

2024

Compare to

2019

Prev. year

Region

Todas

Country (Multiple Choice)

Todas

Clear country selection

Indicator

☐ Int. Tourist Arrivals (Share of Region %)

☐ Int. Tourist Arrivals (Share of Total %)

☒ Int. Tourism Receipts

☐ Int. Tourism Receipts (Change %)

☐ Int. Tourism Receipts (Share of Region...)

☐ Int. Tourism Receipts (Share of Total %)

☐ Int. Tourism Receipts (USD billion)

☐ Receipts per Arrival (USD)

☒ Int. Tourism Exports

☐ Int. Tourism Exports (USD billion)

☐ Tourism Exports (Share of Total Export...)

☐ Tourism in Service Exports (Share %)

☐ Tourism in Total Exports (Share %)

☒ Int. Tourism Expenditure

☐ Int. Tourism Expenditure (billion)

☐ Tourism Expenditure (Change %)

☒ Tourism Expenditure (Share of total %)

Show data as

Graph (Current Year)

Graph (Timeline)

Table

Tourism Expenditure (Share of total %), 2024

UN Tourism, Sep 2025

Country	Tourism Expenditure (Share %)
China	14,4%
United States	10,2%
Germany	6,9%
United Kingdom	6,9%
France	3,4%
Australia	2,6%
Canada	2,5%
Russian Federation	2,2%
Italy	2,1%
India	2,0%
Spain	1,9%
Singapore	1,8%
Korea (ROK)	1,7%
Netherlands	1,7%
Hong Kong (China)	1,6%
Saudi Arabia	1,6%

Industry Indicators

Asia and the Pacific - 2024

More information on this Data Partner



Region/Subregion

Asia and the Pacific

Compare to

2019

Prev. year

Please select a year

2024

Clear all filters

Indicator

Occupancy Rates



Passenger Demand - domestic



Passenger Demand - International



Seat capacity - domestic



Seat capacity - International



Travel Sentiment



Percentage of available rooms sold during a specified time period. Occupancy is calculated by dividing the number of rooms sold by rooms available.

Show data as

Graph

Table

Occupancy Rates, in %, 2024

UN Tourism, Sep 2025

Region	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
Asia and the Pacific	62	60	67	68	67	66	71	73	63	69	68	63	
North-East Asia	61	58	67	68	68	66	72	74	63	69	67	62	
South-East Asia	62	67	62	61	64	65	70	69	63	65	69	69	
Oceania	67	74	73	68	66	66	70	71	71	74	77	69	
South Asia	66	70	64	62	59	60	62	60	61	59	69	69	
Total	62	60	67	68	67	66	71	73	63	69	68	63	

Measure to manage better



Internationally agreed reference framework for measuring the economic, social and environmental aspects of tourism.



Environmental, Social, Governance Framework and Indicators for Tourism Businesses - industries



44 observatories around the world required to monitor 11 core issue areas: seasonality, employment, destination economic benefits, local satisfaction, energy management, water management, solid waste management, accessibility, climate action

WHAT IS THE BEST TOURISM VILLAGES BY UN TOURISM INITIATIVE?

A global initiative to highlight those villages where tourism preserves cultures and traditions, celebrates diversity, provides opportunities and safeguards biodiversity.





UN Tourism

WORLD TOURISM REPORT

TOURISM POLICY ENABLERS & PERFORMANCE



UN Tourism

01 People

How does tourism perform for people and how are policies contribute to an inclusive sector ?

02 Planet

How does tourism impact on planet and how policies progress environmental sustainability?

03 Prosperity

How does tourism contribute to the prosperity of a country and how do existing policies build prosperity?

04 Governance (Policy only)

How does tourism governance work for People, Planet and Prosperity?

Technical session 1

**New Governance and Policy
for the Future of Tourism:
Leveraging Data and
Collaboration**



UN Tourism



UN Tourism

**WORLD
TOURISM
DAY 2025**
TOURISM AND
SUSTAINABLE
TRANSFORMATION

Xie Xie!

Michel Julian
mjulian@untourism.int

