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International Tourism Trends, 2025

UN Tourism – Amadeus webinar. Focus on Asia and the Pacific

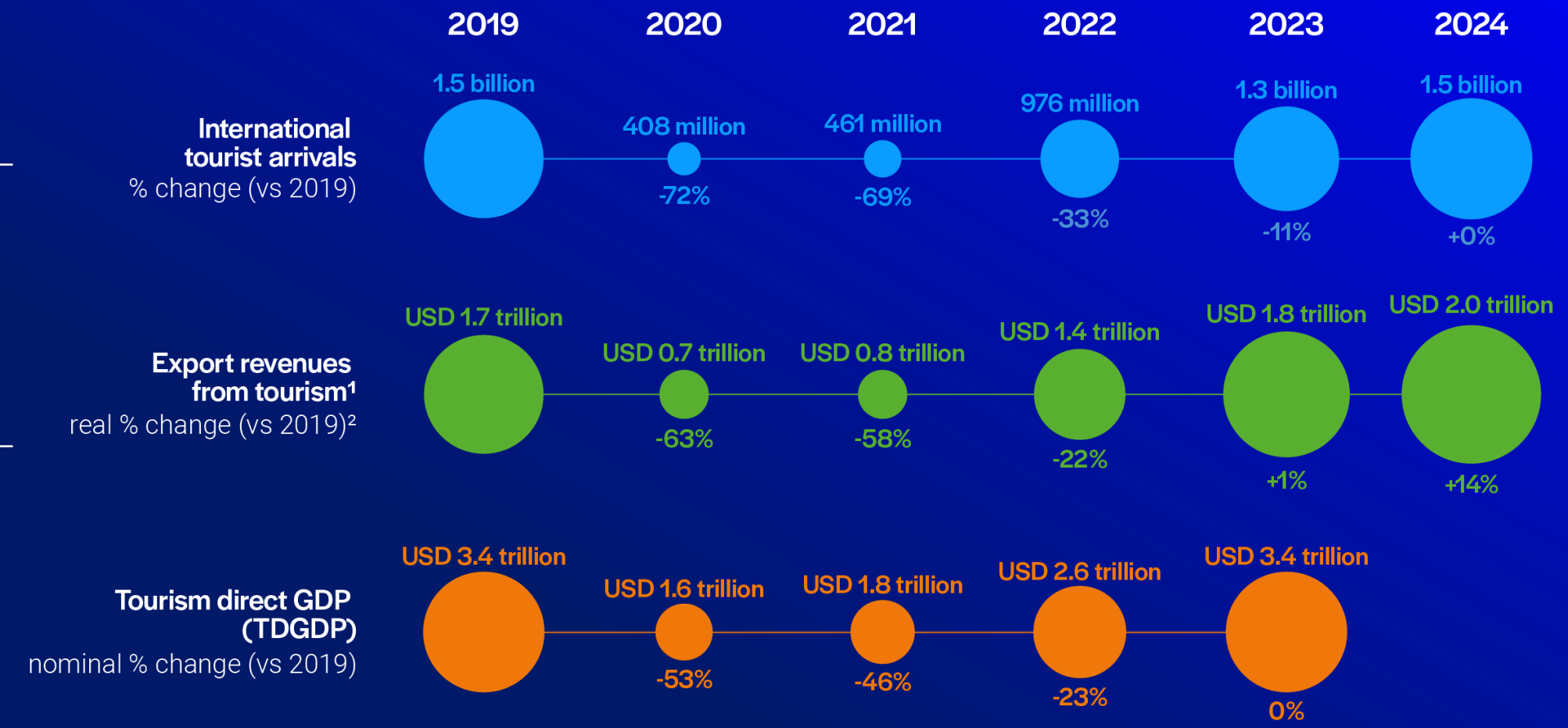
10 December 2025

Javier Ruescas
Senior Programme Officer
Market Intelligence, Policies and Competitiveness

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International tourism, 2019 - 2024

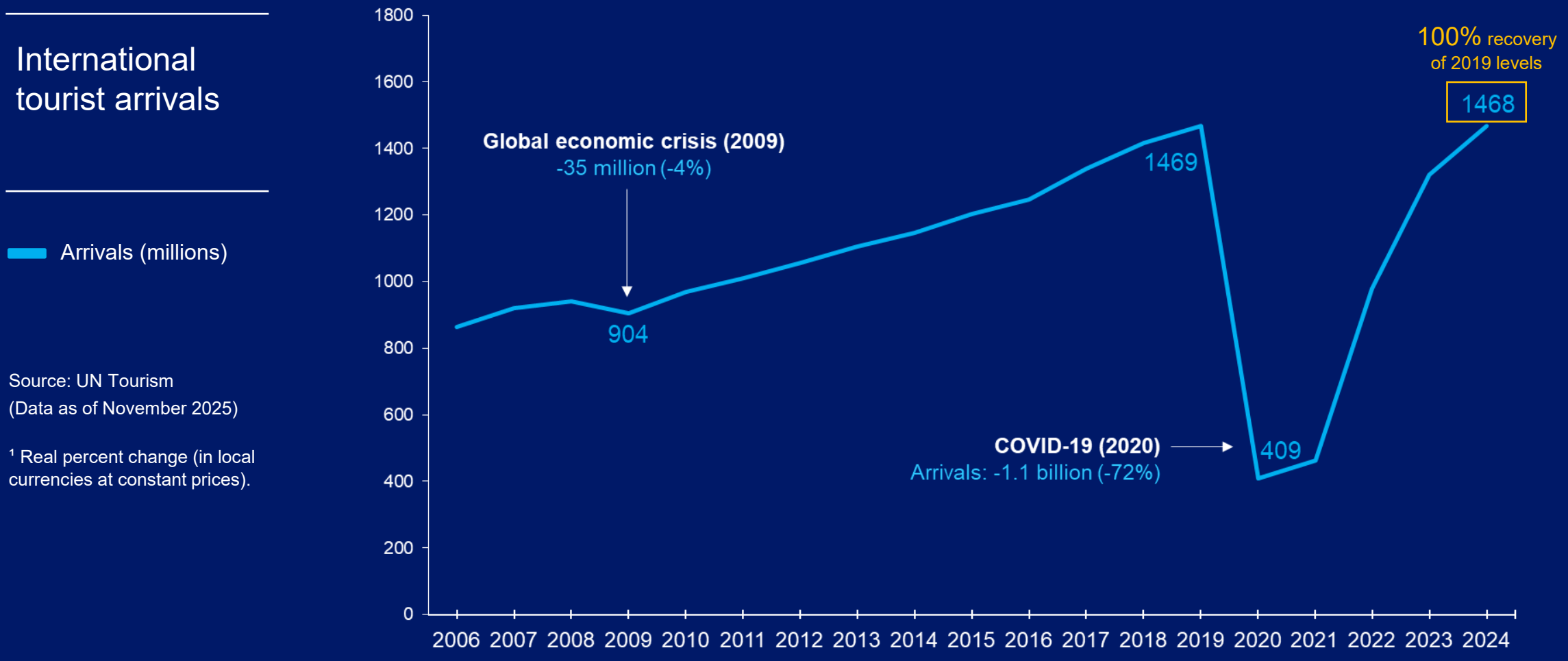
World



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.

SUSTAINABLE DEVELOPMENT GOALS

International tourist arrivals

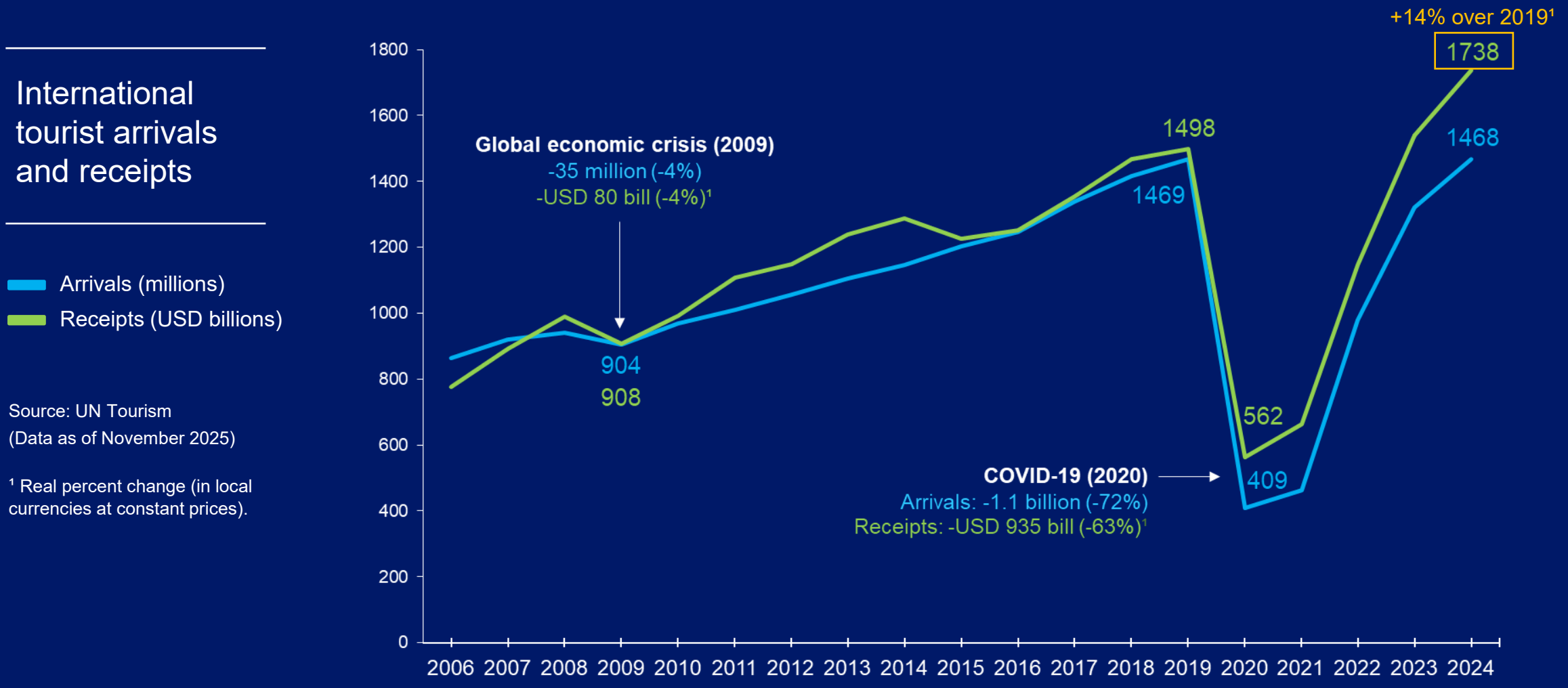


Source: UN Tourism
(Data as of November 2025)

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

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International tourist arrivals and receipts



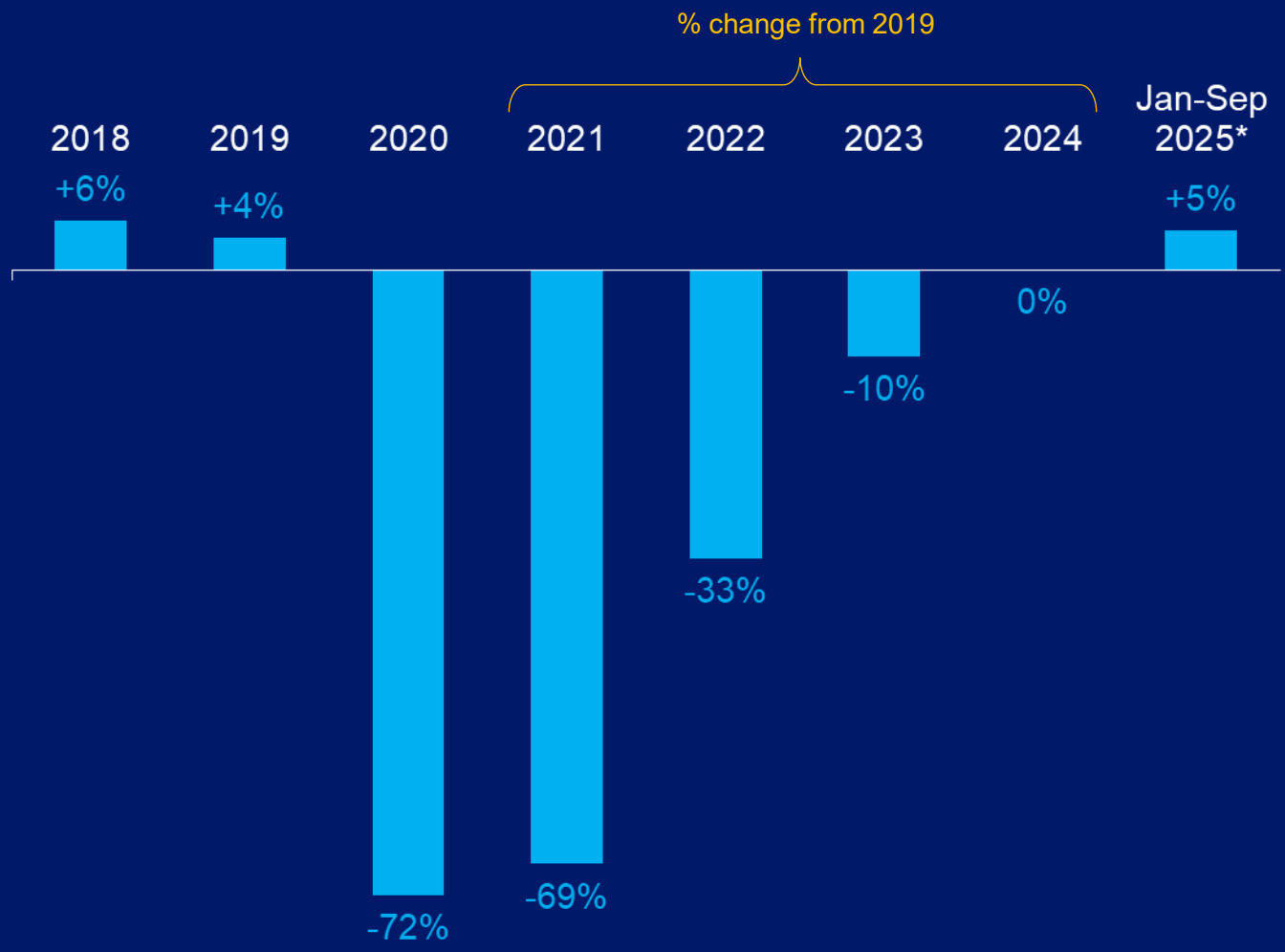
Source: UN Tourism
(Data as of November 2025)

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

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International tourist arrivals

% Change (year on year)[1]



Source: UN Tourism

(Data as of November 2025)

* Provisional data

[1] Percentage change is year on year, except for 2021 through 2024 which is relative to 2019.

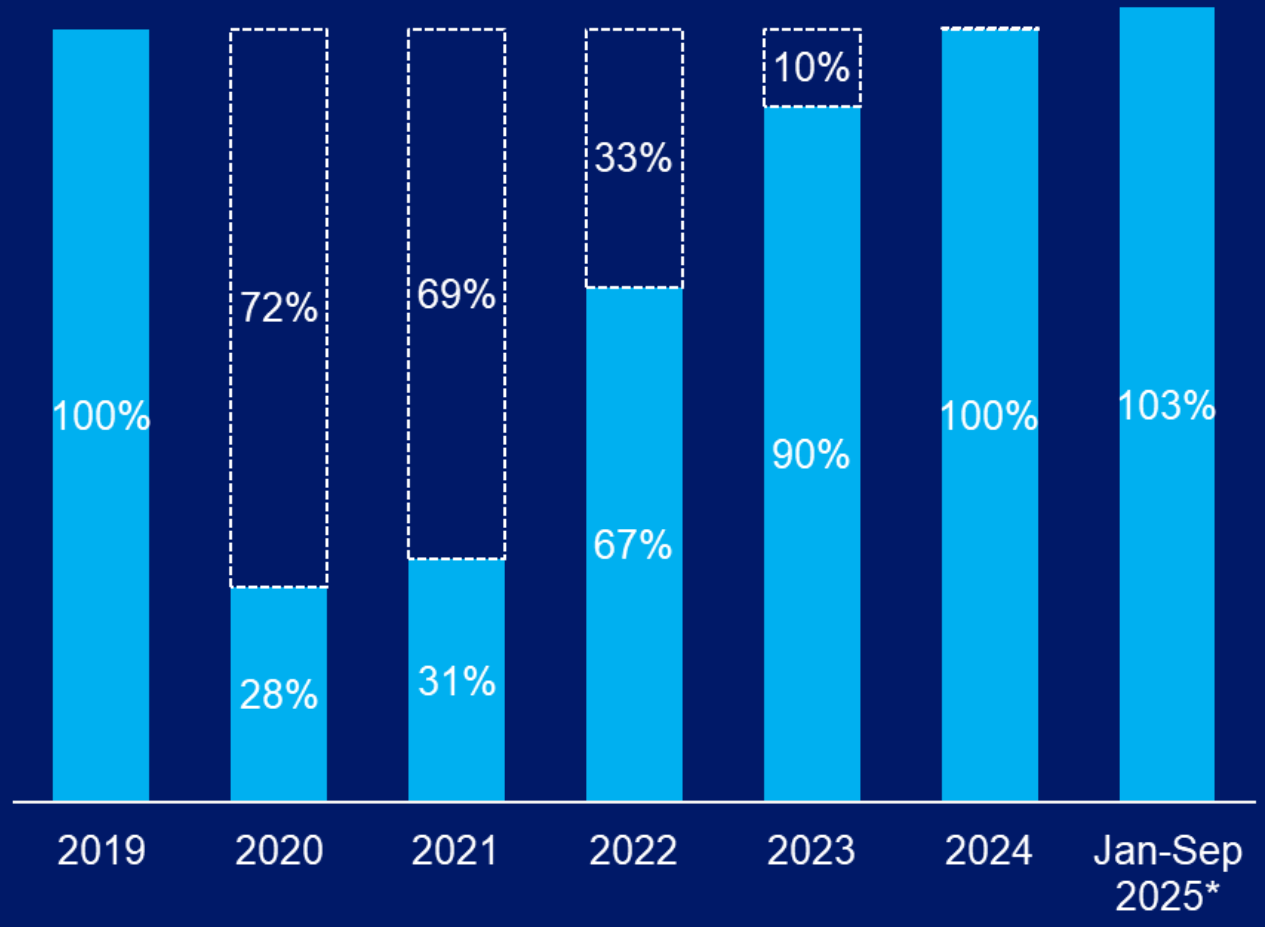
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Recovery of international tourist arrivals

Percentage of 2019 levels

Percentage not recovered

Percentage recovered

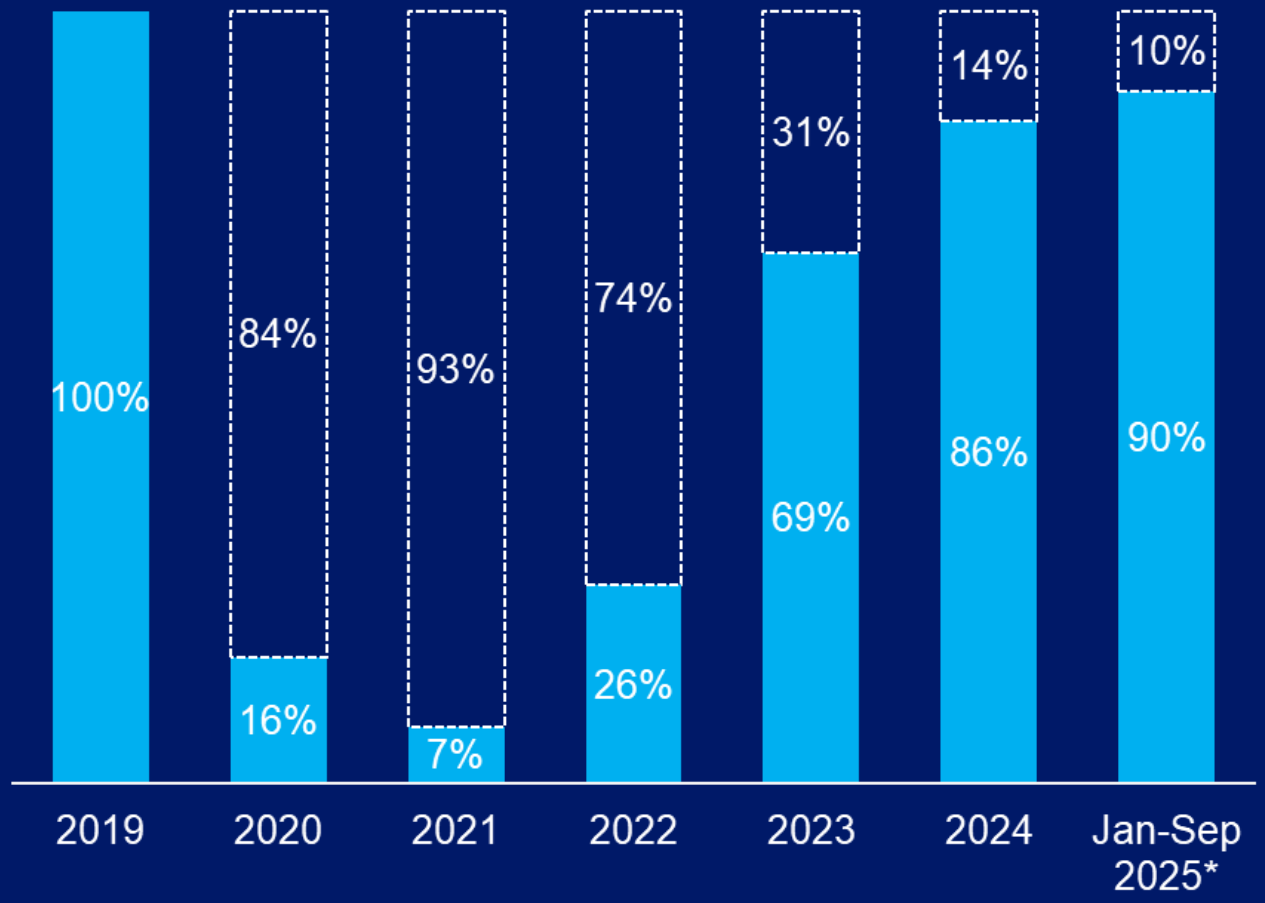


Source: World Tourism Organization (UN Tourism)
(Data as of November 2025)
* Provisional data

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Asia Pacific: Recovery of international arrivals

Percentage of 2019 levels



Source: World Tourism Organization (UN Tourism)
(Data as of November 2025)
* Provisional data

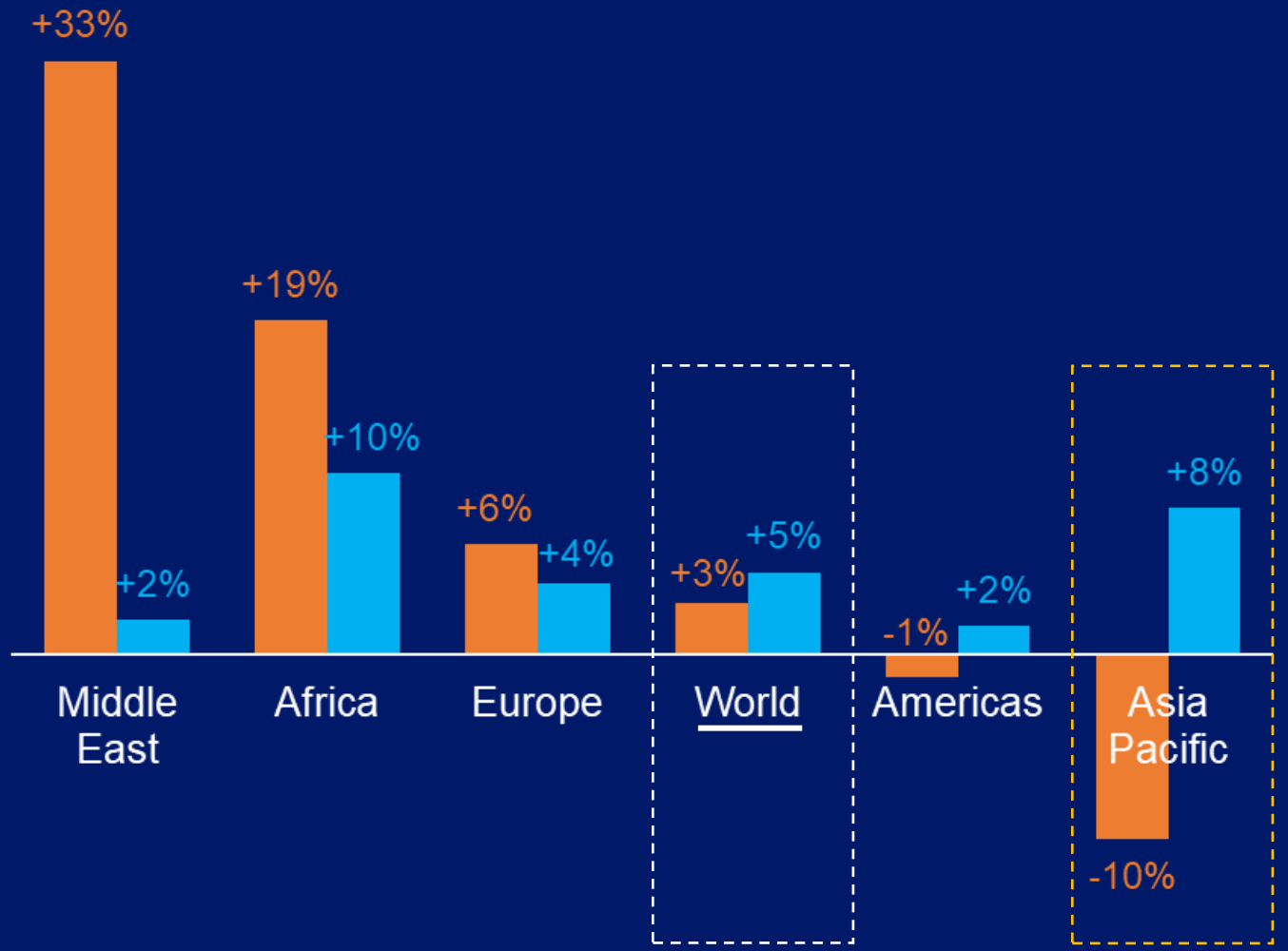
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International tourist arrivals by region, Jan-Sep 2025*

% change

Change from 2019 (pre-pandemic)

Change from 2024



Source: World Tourism Organization (UN Tourism)
(Data as of November 2025)
* Provisional data

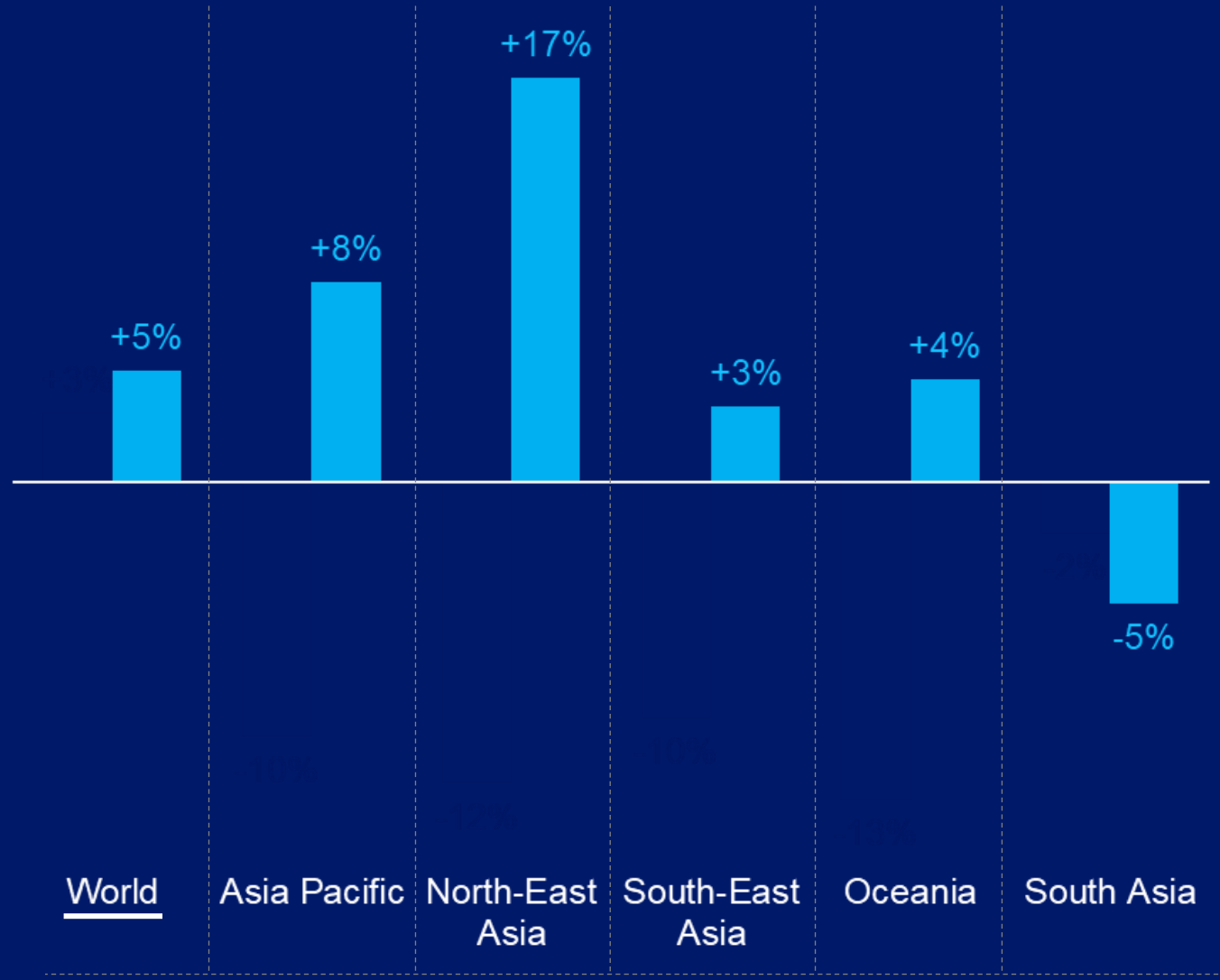
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International tourist arrivals
Asia Pacific, Jan-Sep 2025*

% change

Change from 2019 (pre-pandemic)

Change from 2024



Source: World Tourism Organization (UN Tourism)
(Data as of November 2025)
* Provisional data

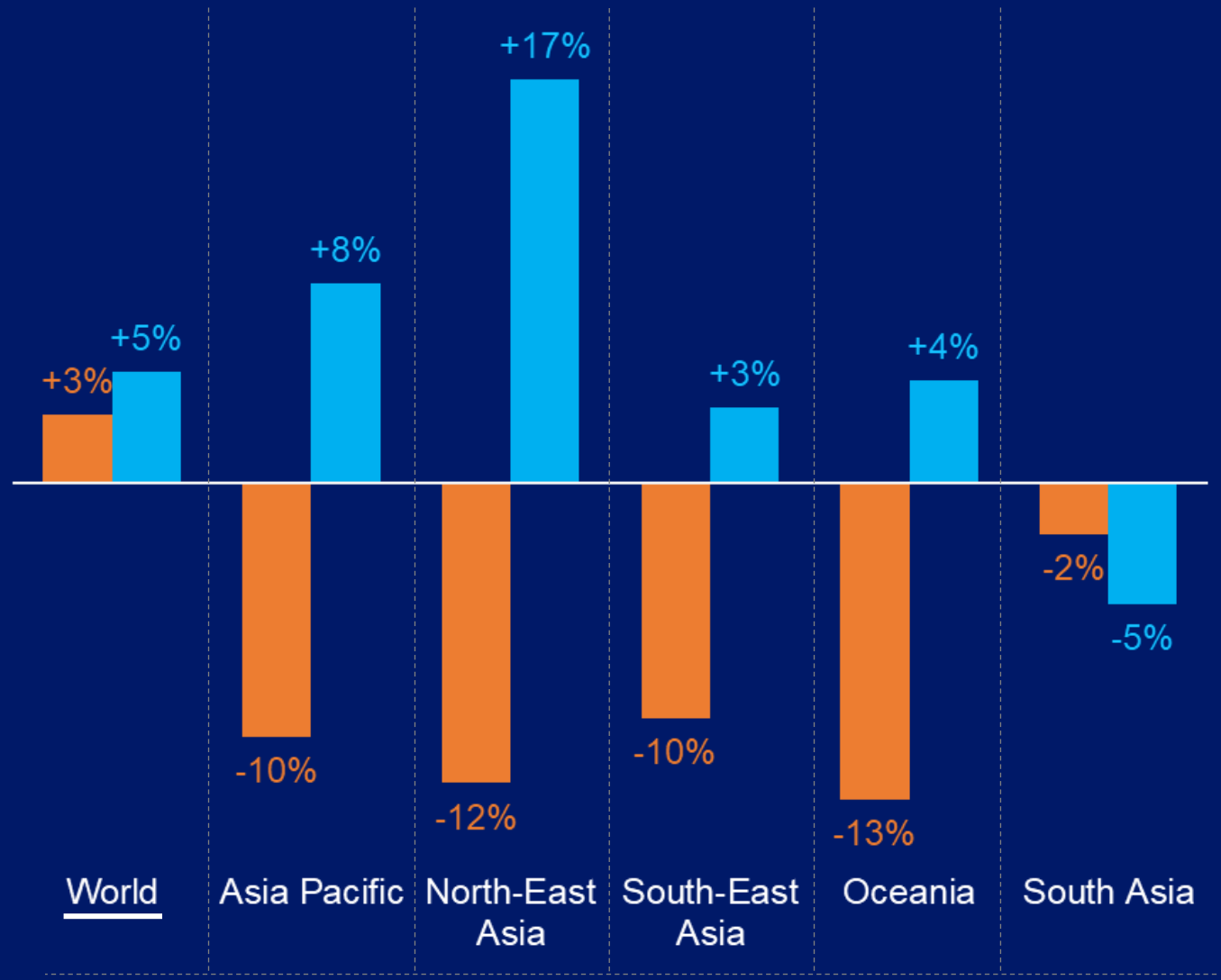
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International tourist arrivals
Asia Pacific, Jan-Sep 2025*

% change

Change from 2019 (pre-pandemic)

Change from 2024

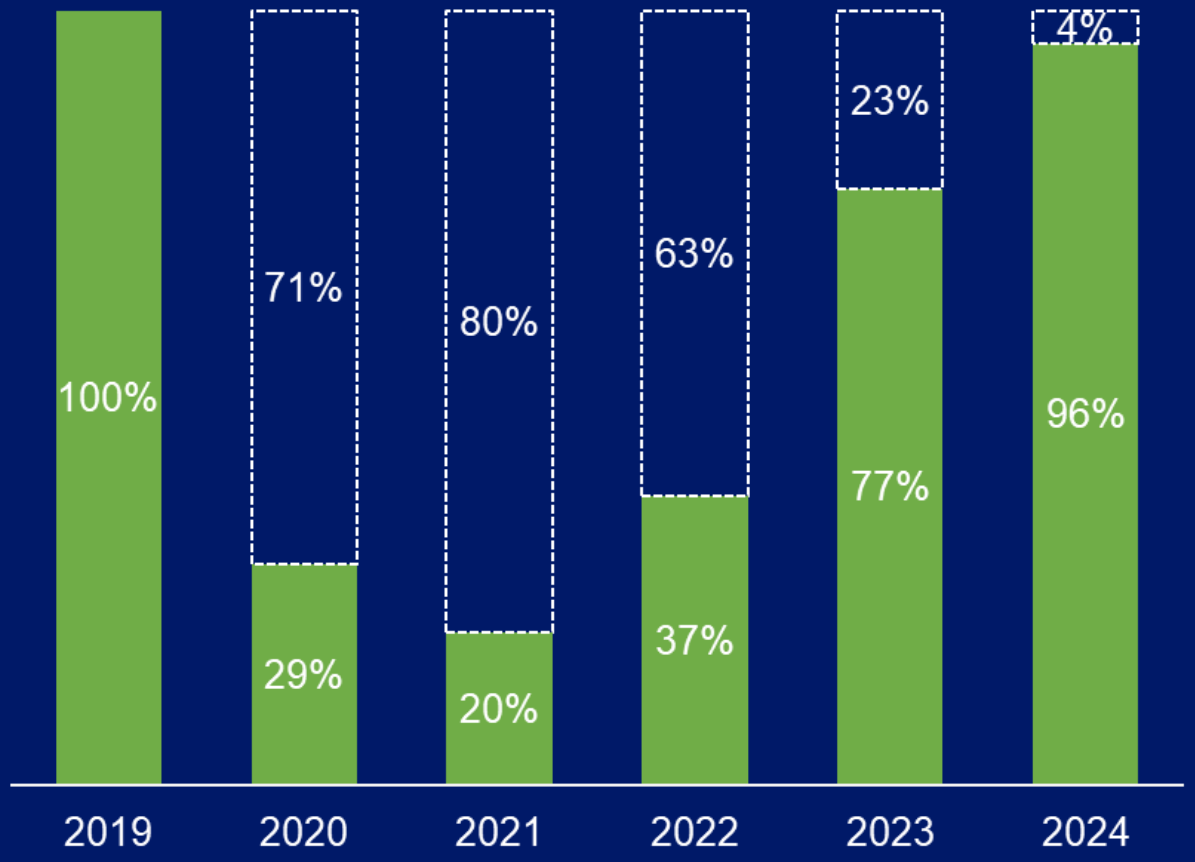


Source: World Tourism Organization (UN Tourism)
(Data as of November 2025)
* Provisional data

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Asia Pacific: Recovery of international receipts[1]

Percentage of 2019 levels

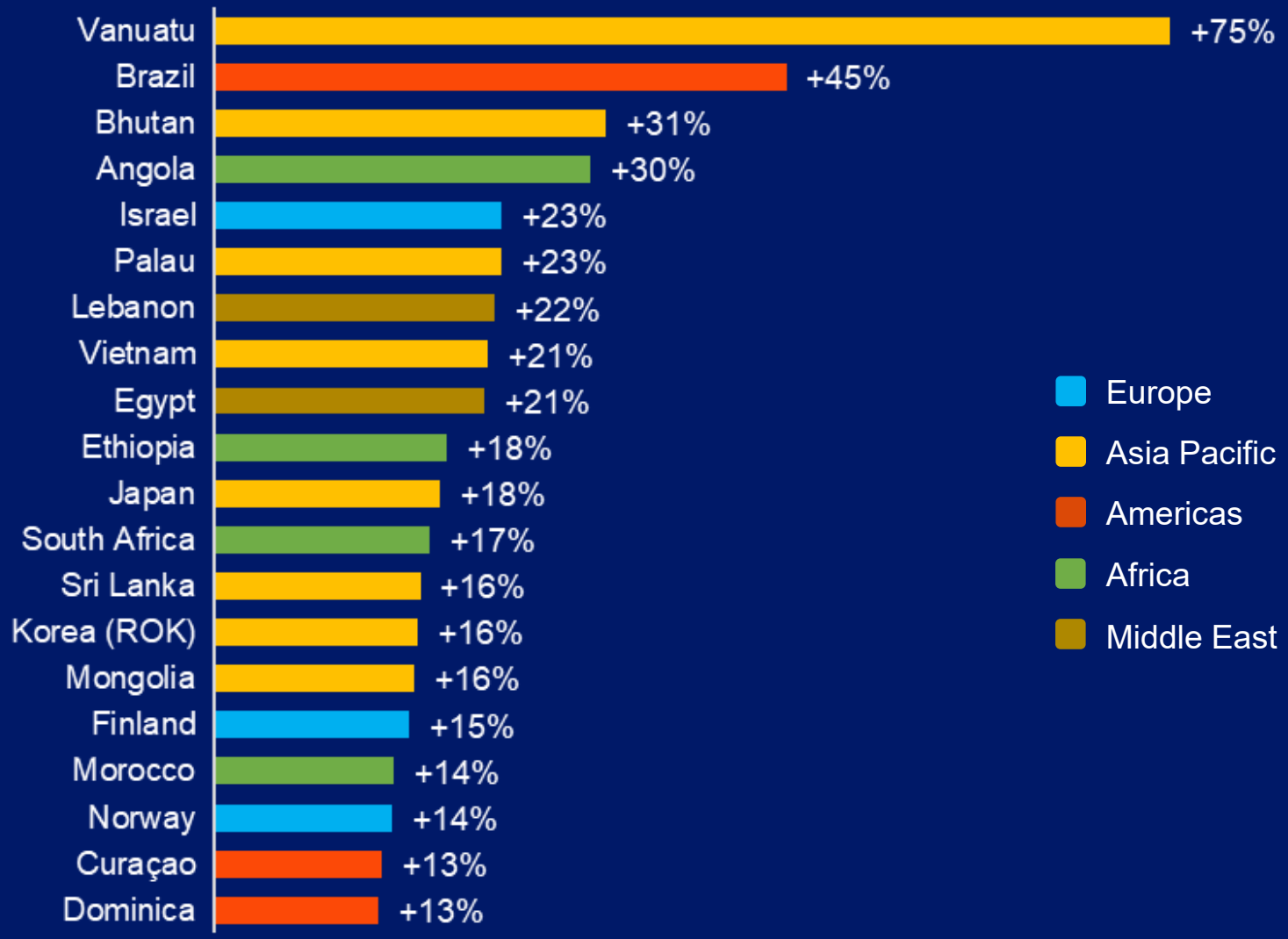


Source: World Tourism Organization (UN Tourism)
(Data as of November 2025)
* Provisional data
[1] Real percent change (in local currencies at constant prices).

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Top 20 best-performing destinations in Jan-Sep 2025*

International tourist arrivals
% change vs. 2024



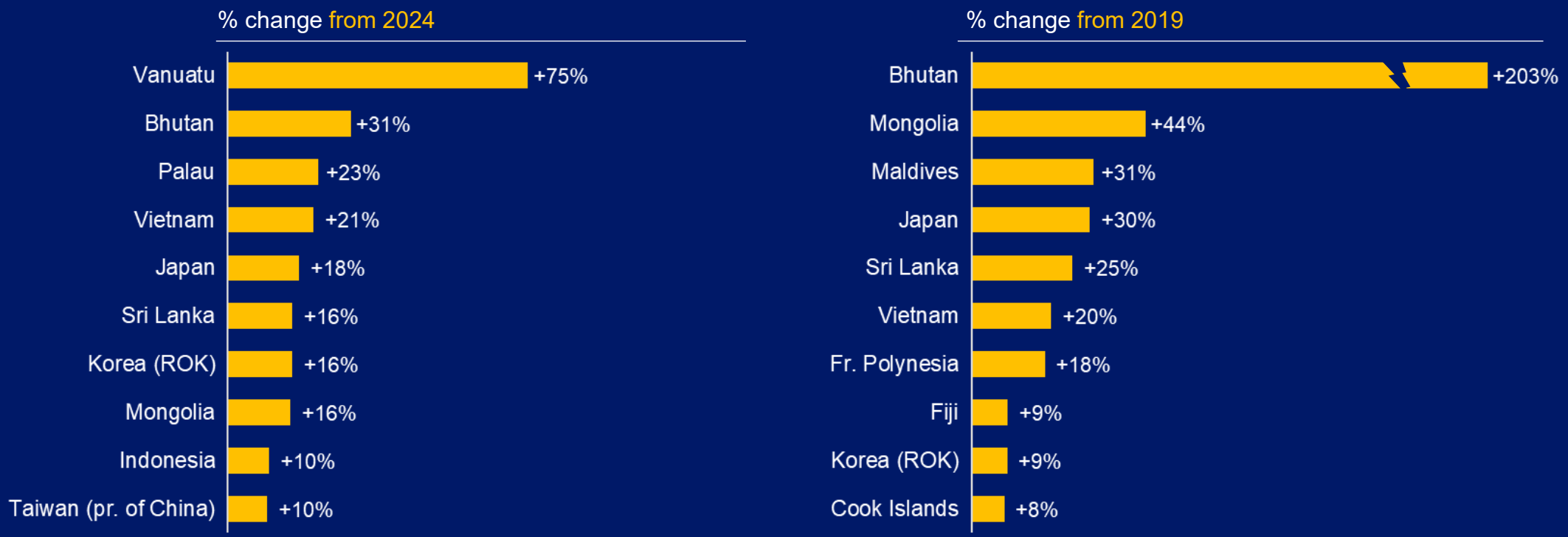
Source: UN Tourism
(Data as of November 2025)

* Destinations which have reported data for at least January to August 2025.

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

International tourist arrivals



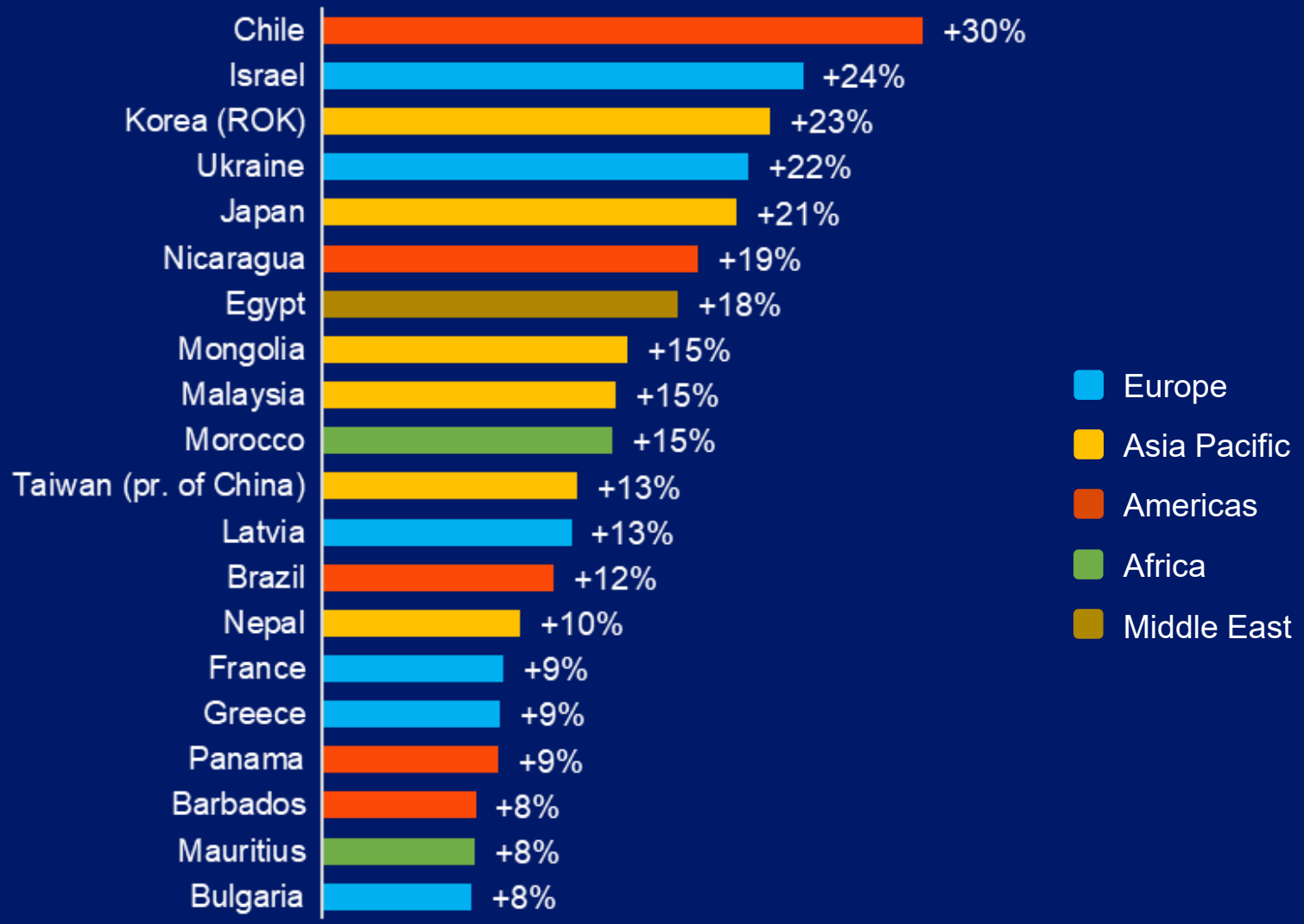
Source: UN Tourism. (Data as of November 2025)

* Graphs show destinations which have reported data for at least January through August 2025.

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Top 20 best-performing destinations in earnings Jan-Sep 2025*

International tourism receipts
% change vs. 2024[1]



Source: UN Tourism
(Data as of November 2025)

* Destinations which have reported data for at least January to August 2025.

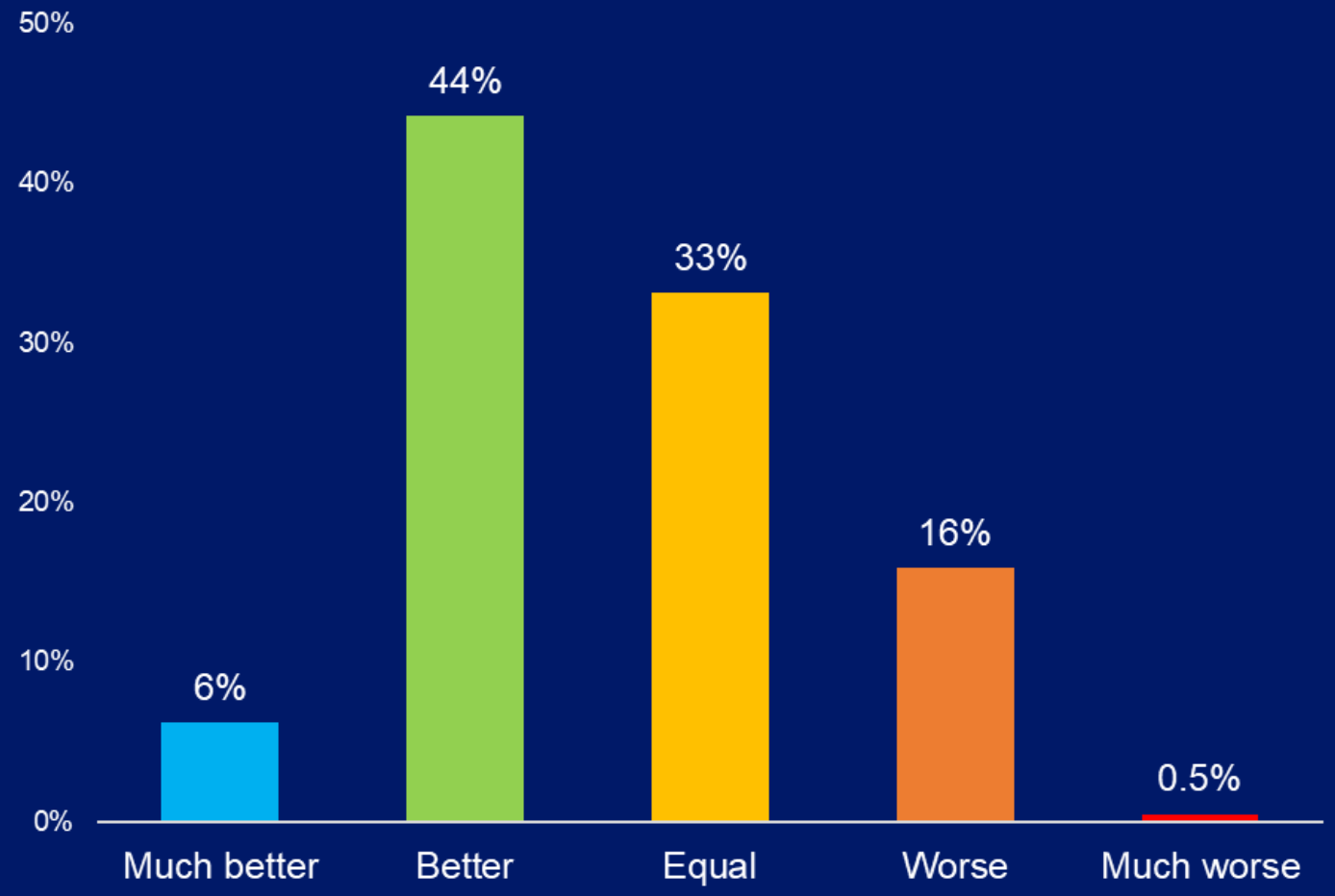
[1] Change in local currencies if so reported by the destination, otherwise in US dollars.

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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: Global



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

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



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