

# World Tourism Barometer

(PPT version)

Volume 24 · Issue 1 · January 2026

Market Intelligence, Policies and Competitiveness Department  
World Tourism Organization (UN Tourism)



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1. Key findings
2. International tourist arrivals, 2025
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4. Best-performing destinations and markets, January-December 2025
5. UN Tourism Confidence Index and Outlook for 2026
6. Economic indicators



## Key findings (1)

World Tourism Barometer  
January 2026

### International arrivals grew 4% in 2025 to reach 1.5 billion

- An estimated 1.52 billion international tourist arrivals (overnight visitors) were recorded in 2025, a 4% increase, or almost 60 million more than in 2024.
- Results are in line with the January 2025 Barometer forecast of 3% to 5% growth and represent a normalization of growth rates after a four-year recovery from the pandemic.
- Travel demand remained solid throughout 2025 despite inflation and geopolitical tensions, though it softened towards the end of the year. International arrivals grew 3% in Q4 2025, after 4% in Q3, which corresponds to the Northern Hemisphere summer season.
- Europe, the world's largest destination region, recorded 793 million international tourists in 2025, a 4% increase from 2024 and 6% more than in pre-pandemic year 2019.
- The Americas saw 1% more arrivals last year, with mixed results across subregions and small declines in Q3 and Q4 2025, partly due to weak results in the United States.
- Africa recorded 8% growth in 2025 led by results in North Africa (+11%), while arrivals in the Middle East grew 3%, exceeding pre-pandemic levels by 39%, the strongest results relative to 2019.
- Asia and the Pacific saw an 6% increase in 2025, but arrivals remained 9% below 2019 levels, as the region continued to rebound.



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## Key findings (2)

World Tourism Barometer  
January 2026

### Export revenues from tourism estimated at USD 2.2 trillion in 2025

- International tourism receipts are estimated at USD 1.9 trillion in 2025, based on available monthly data. This represents a 5% to 6% increase from 2024, in real terms (preliminary).
- Many destinations reported higher growth in receipts than in arrivals, reflecting an increase in average spending per trip by international visitors.
- Total export revenues from tourism (including receipts and passenger transport) are estimated at USD 2.2 trillion in 2025.
- Tourism-related inflation eased to 5% in 2025, according to revised estimates, down from 8% in 2024, but still above 4% headline inflation.
- International arrivals are projected to grow 3% to 4% in 2026, assuming global economic conditions remain favourable, inflation continues to decline, and geopolitical conflicts do not escalate.
- 58% of the UN Tourism Panel of Experts foresee better or much better tourism results in 2026, while 31% expect similar results and 11% believe they will be worse.



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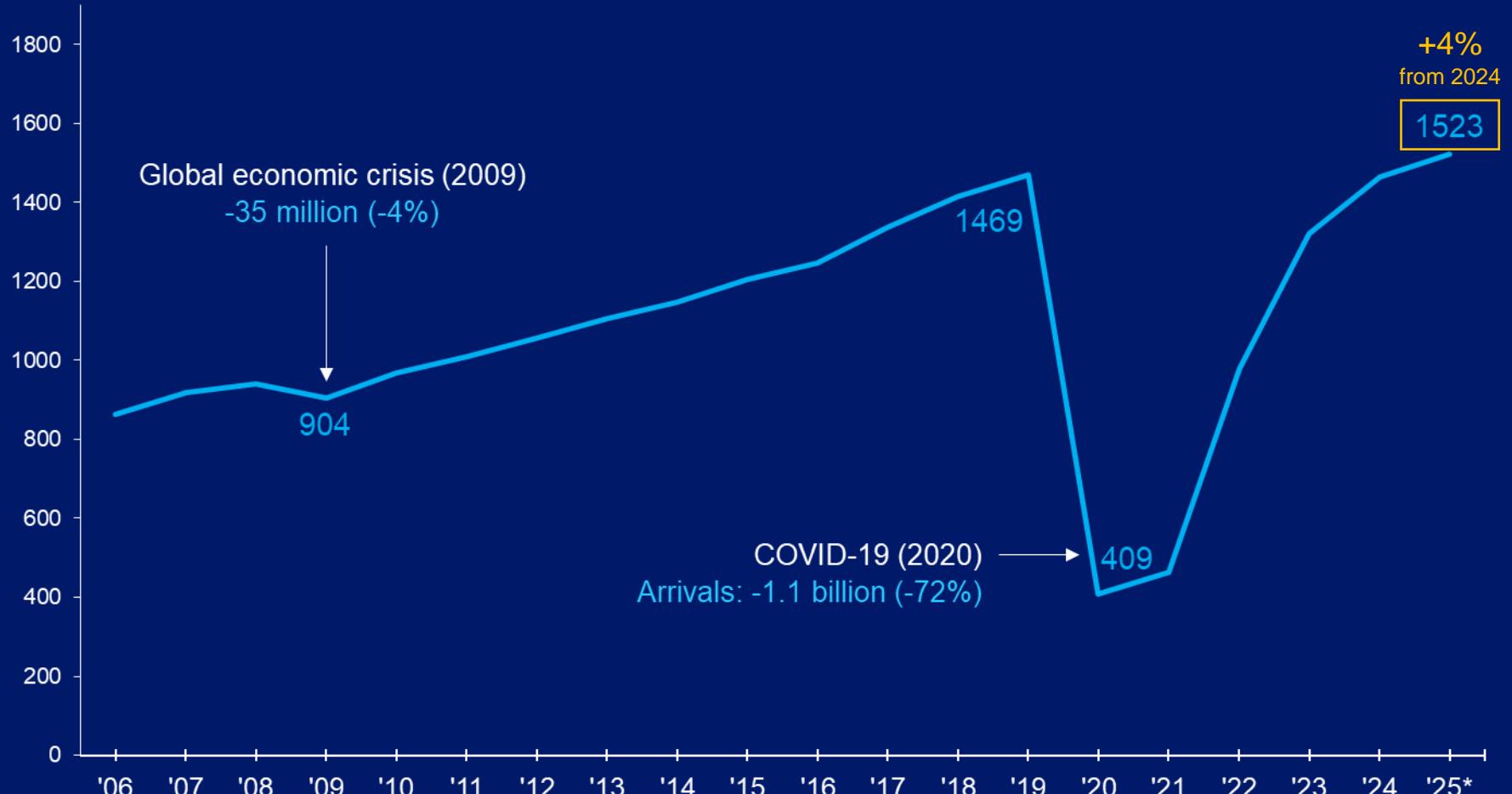
# International tourist arrivals

Millions

Source: UN Tourism  
(Data as of January 2026)

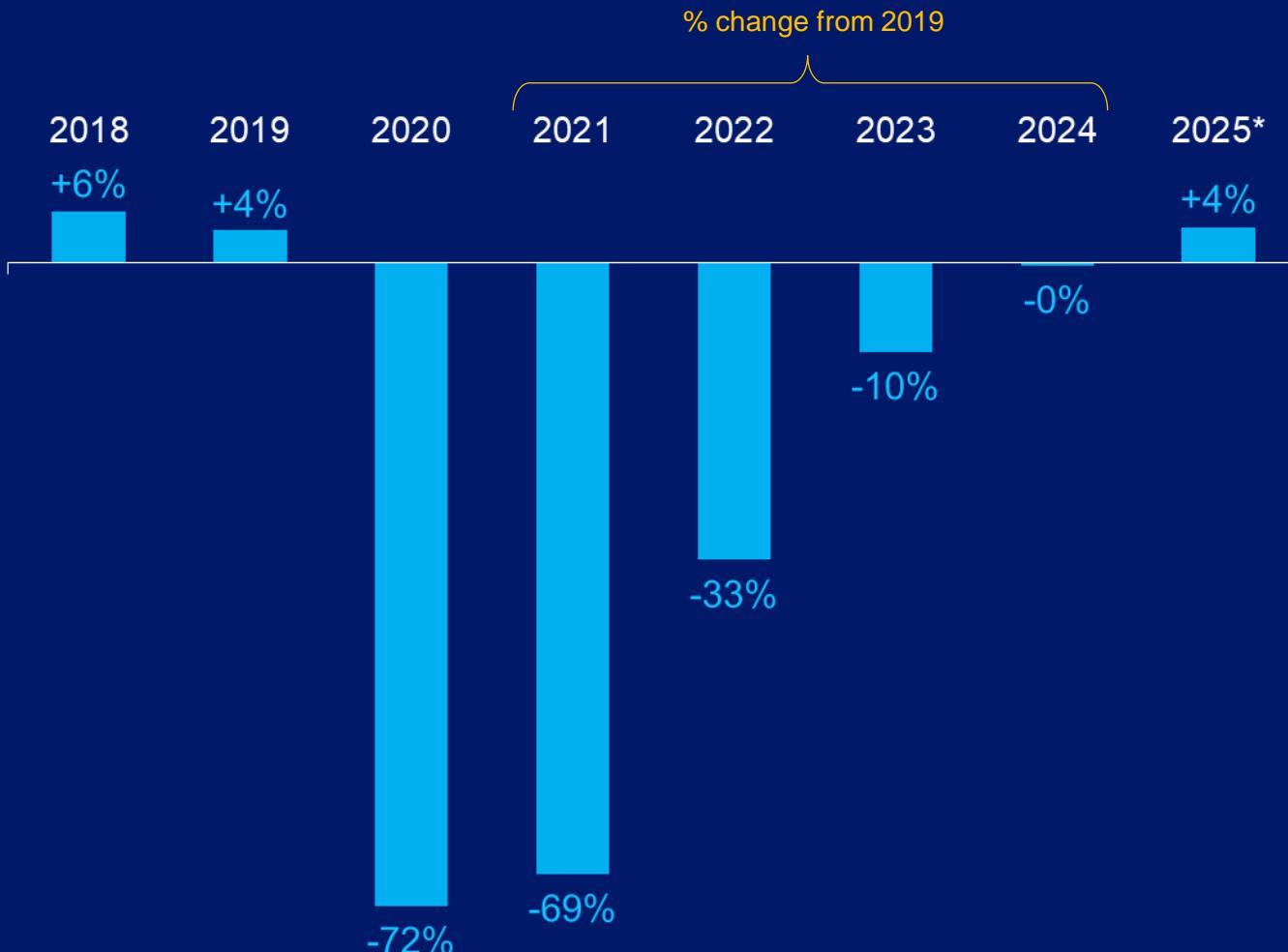


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## International tourist arrivals

% Change (year on year)<sup>1</sup>



Source: UN Tourism

(Data as of January 2026)

\* Provisional data

<sup>1</sup> Percentage change is year on year, except for 2021 through 2024 which is relative to 2019.



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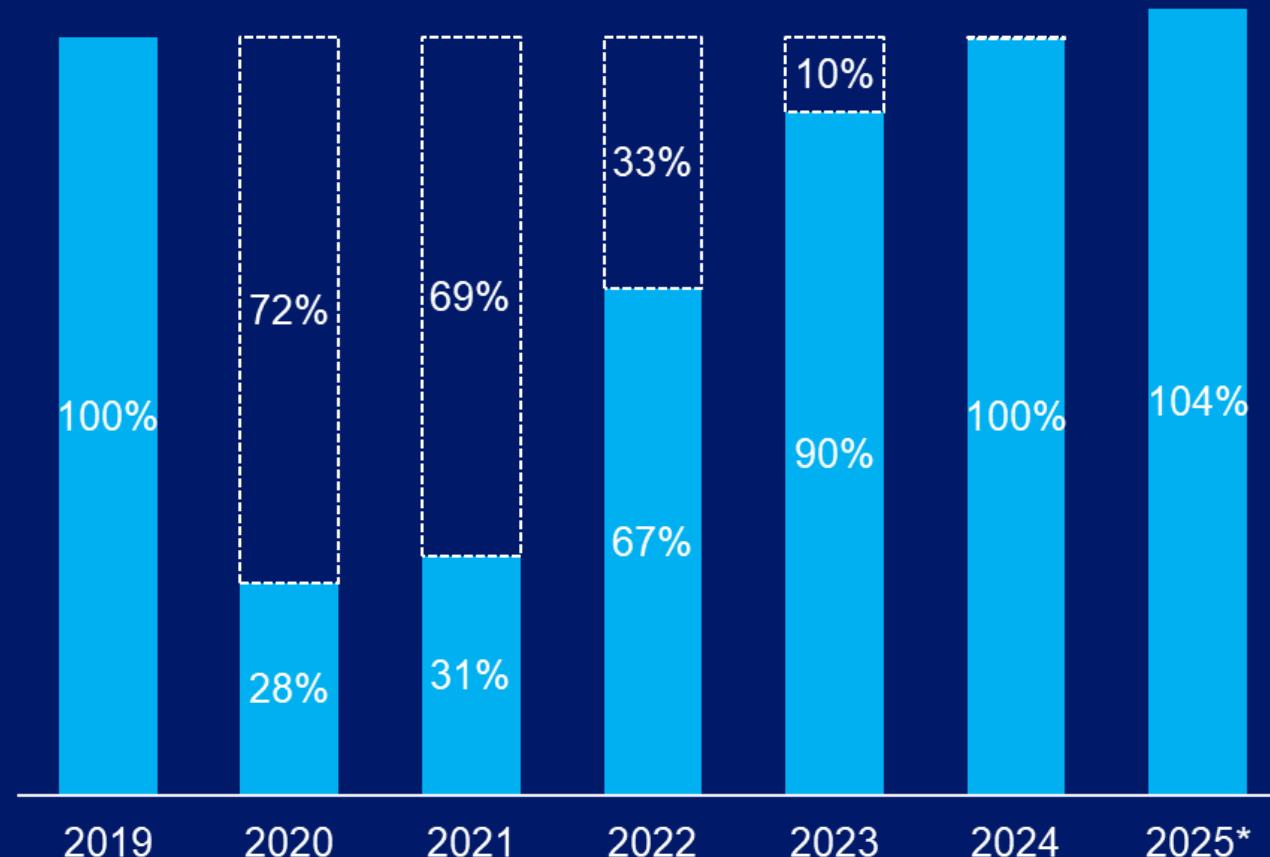
## Recovery of international tourist arrivals

Percentage of 2019 levels

- Percentage not recovered
- Percentage recovered

Source: World Tourism Organization (UN Tourism)  
(Data as of January 2026)

\* Provisional data



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## International tourist arrivals (world)

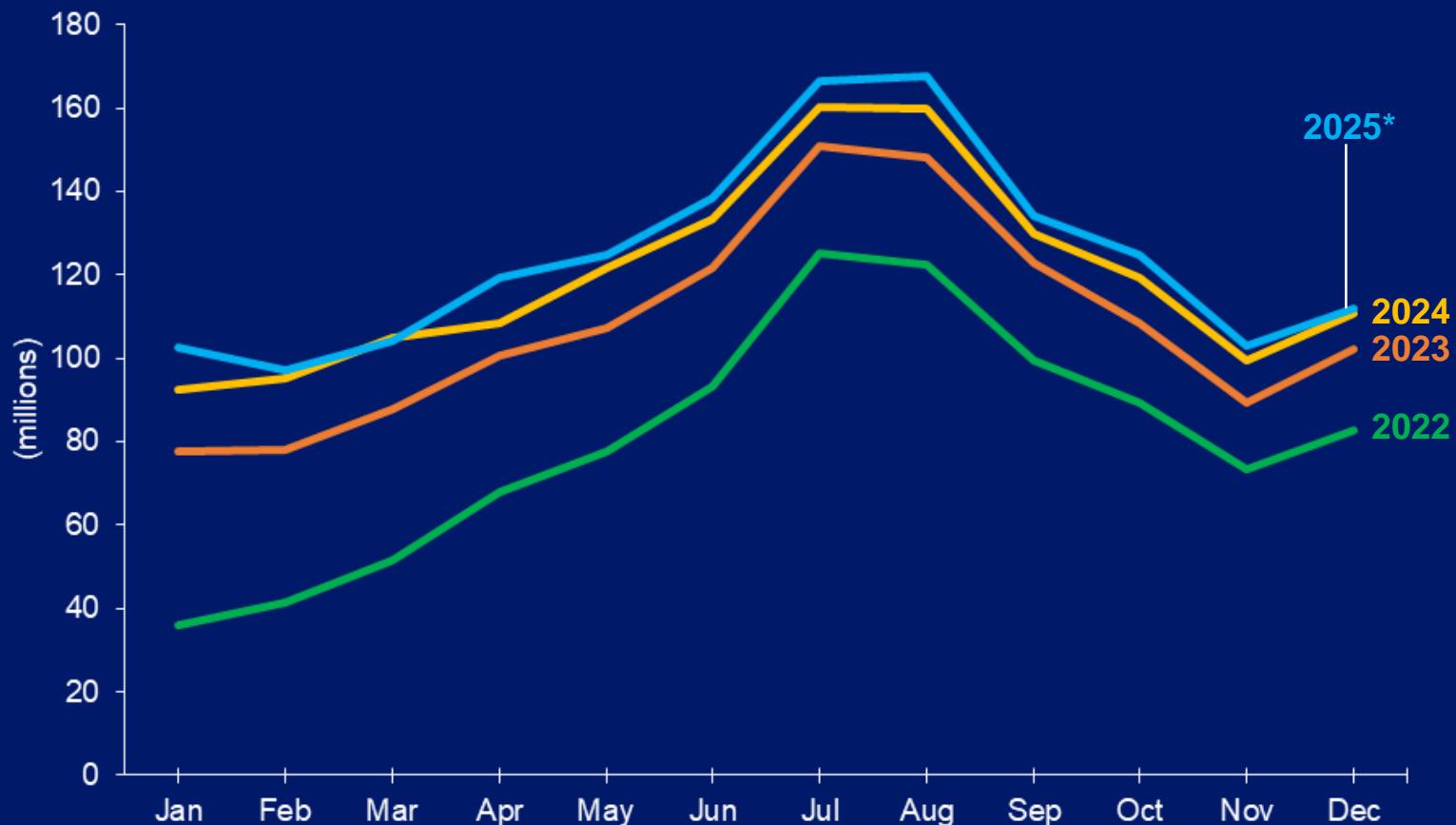
millions

- 2025\*
- 2024
- 2023
- 2022

Source: UN Tourism

\* Provisional data

(Data as of January 2026)



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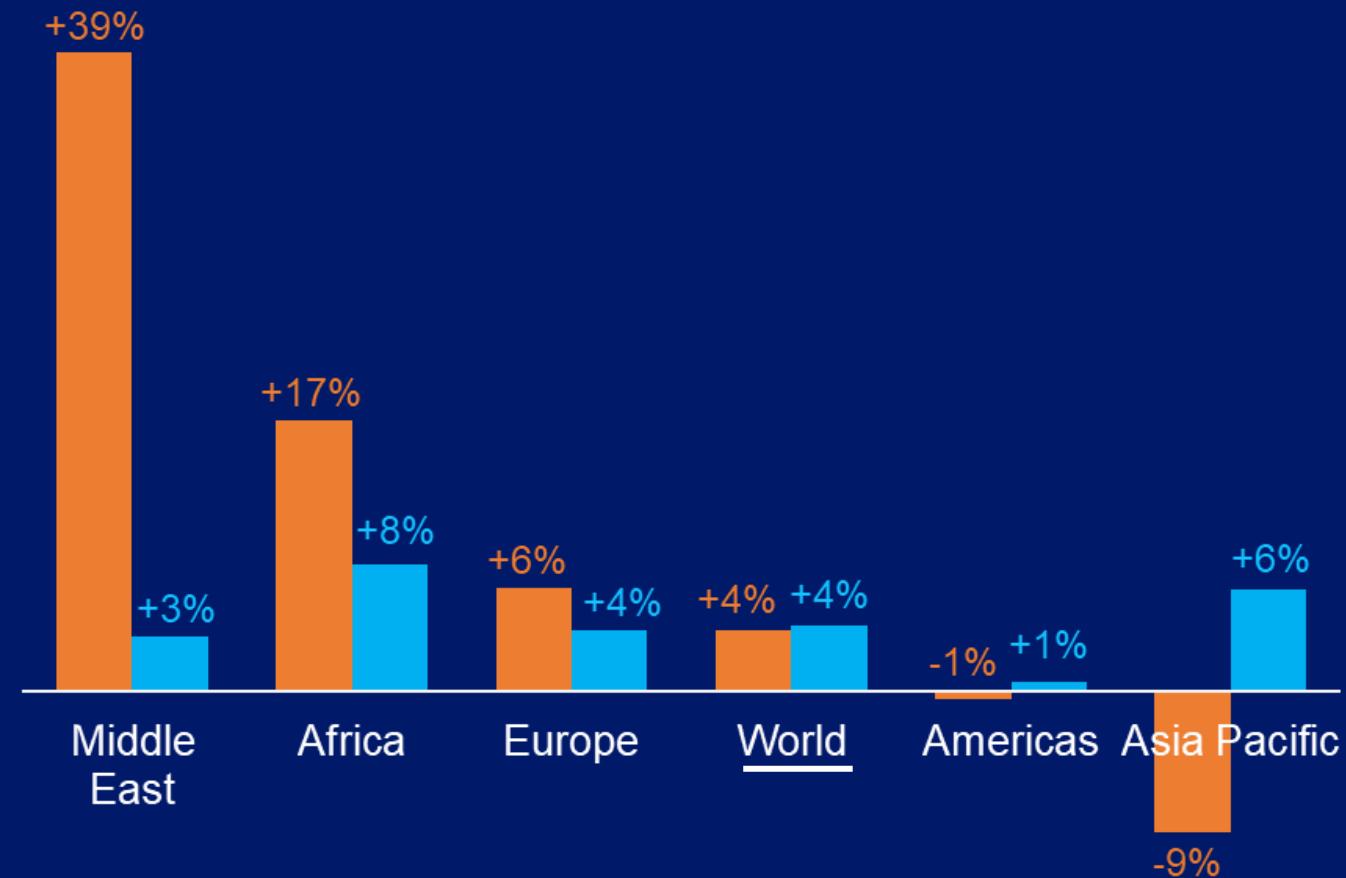
## International tourist arrivals by region, 2025\*

% change

- Change from 2019 (pre-pandemic)
- Change from 2024

Source: World Tourism Organization (UN Tourism)  
(Data as of January 2026)

\* Provisional data



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# International tourist arrivals by region

% change from 2019

## World

2023: -10%  
2024: +0%  
2025: +4%

Source: UN Tourism  
(Data as of January 2026)  
2025 data are provisional

## Americas

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

	Europe	Africa	Middle East	Asia Pacific
2023:	-4%	-5%	+30%	-31%
2024:	+2%	+8%	+35%	-14%
2025:	+6%	+17%	+39%	-9%



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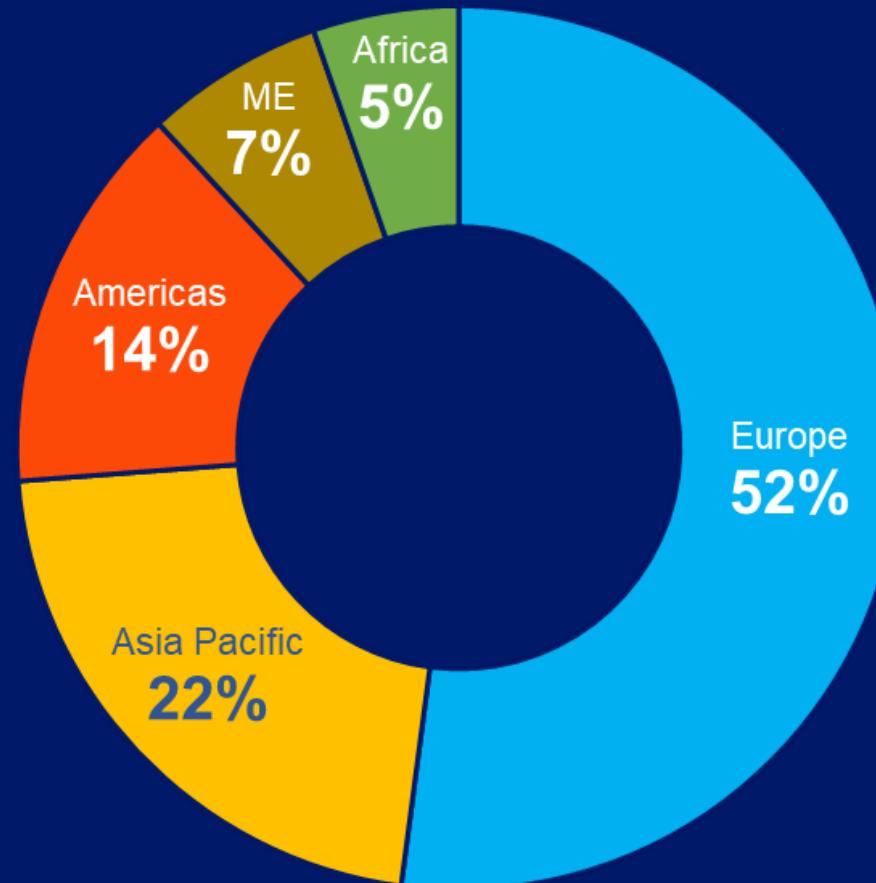
The designations and images in this map do not imply the expression of opinions whatsoever on the part of the Secretariat of the World Tourism Organization (UN Tourism) concerning the legal status of any country, territory, or of its authorities, or concerning the delimitation of its frontiers.



## International arrivals by world region, 2025\*

% share of world

- Europe
- Asia Pacific
- Americas
- Africa
- Middle East



Source: World Tourism Organization (UN Tourism)  
(Data as of January 2026)

\* Provisional data



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# International tourist arrivals and receipts

Arrivals (millions)  
Receipts (USD billions)

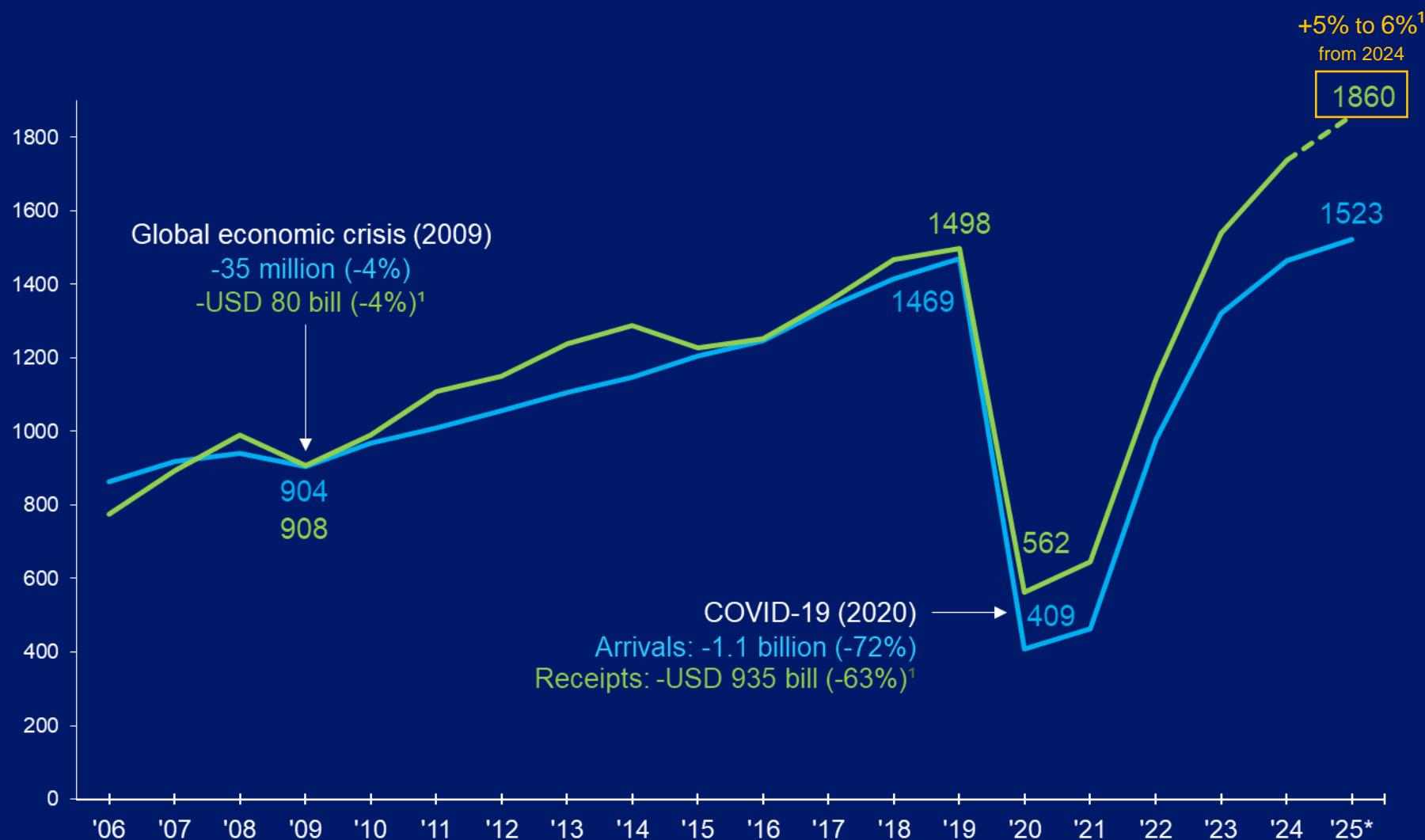
Source: UN Tourism  
(Data as of January 2026)

<sup>1</sup> Estimated real percent change  
(local currencies at constant prices).

\* Data for 2025 is provisional



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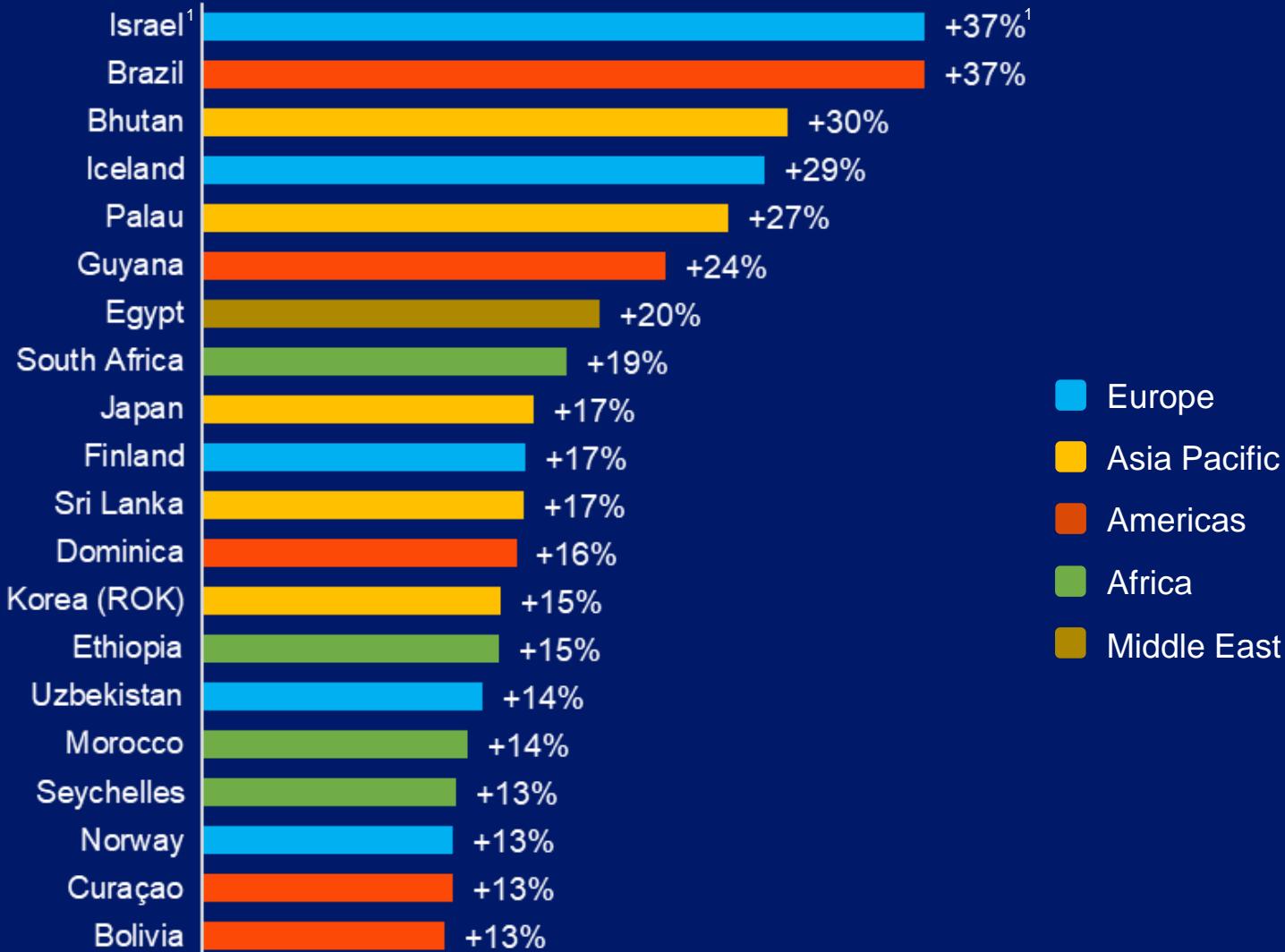
## Top 20 best-performing destinations in Jan-Dec 2025\*

International tourist arrivals  
% change vs. 2024

Source: UN Tourism  
(Data as of January 2026)

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

<sup>1</sup> Although Israel recorded 37% growth in Jan-Dec 2025, the strongest relative to 2024, its arrivals remained 71% below 2019 levels due to the Gaza conflict.

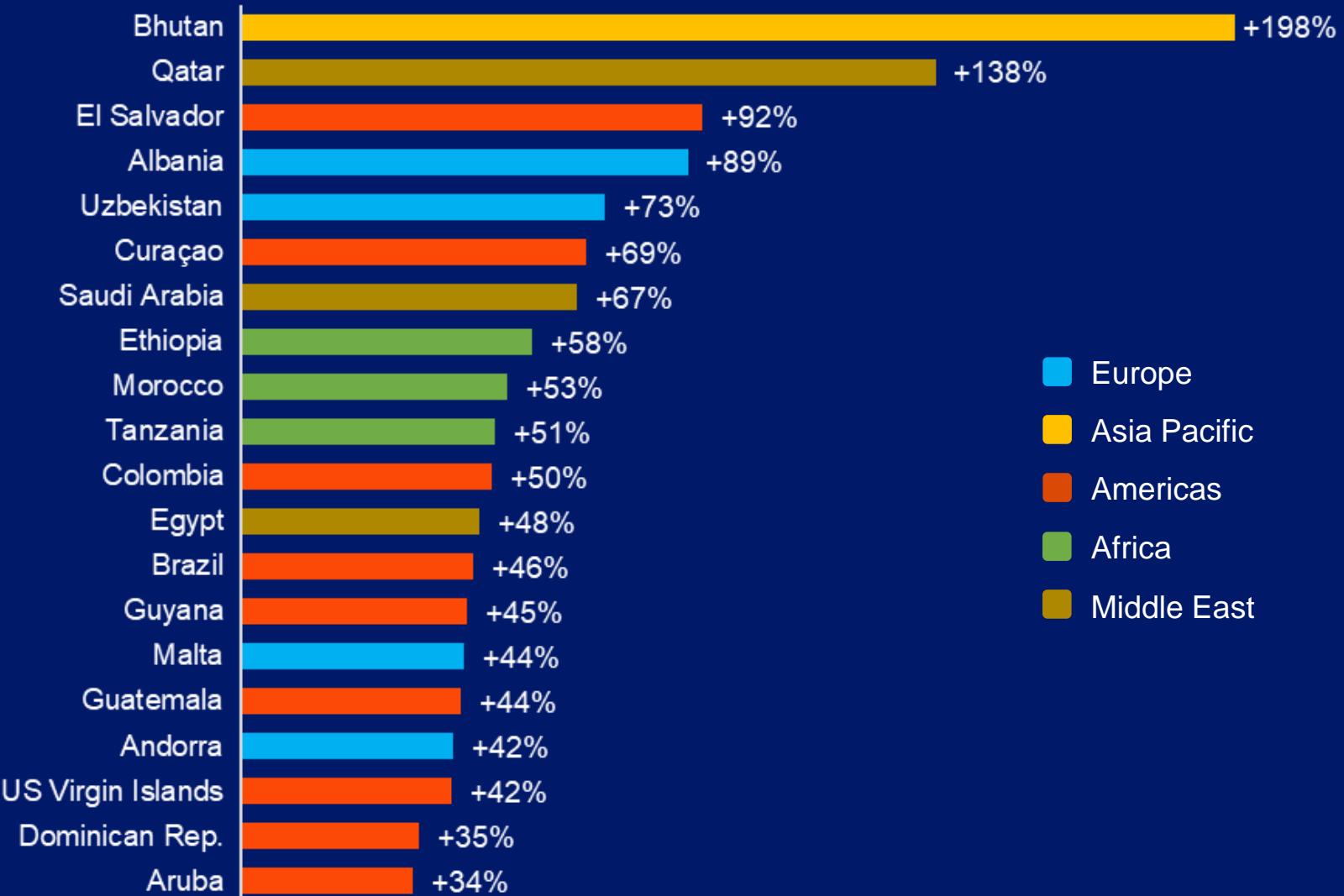


## Top 20 best-performing destinations in Jan-Dec 2025\*

International tourist arrivals  
% change vs. 2019

Source: UN Tourism  
(Data as of January 2026)

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



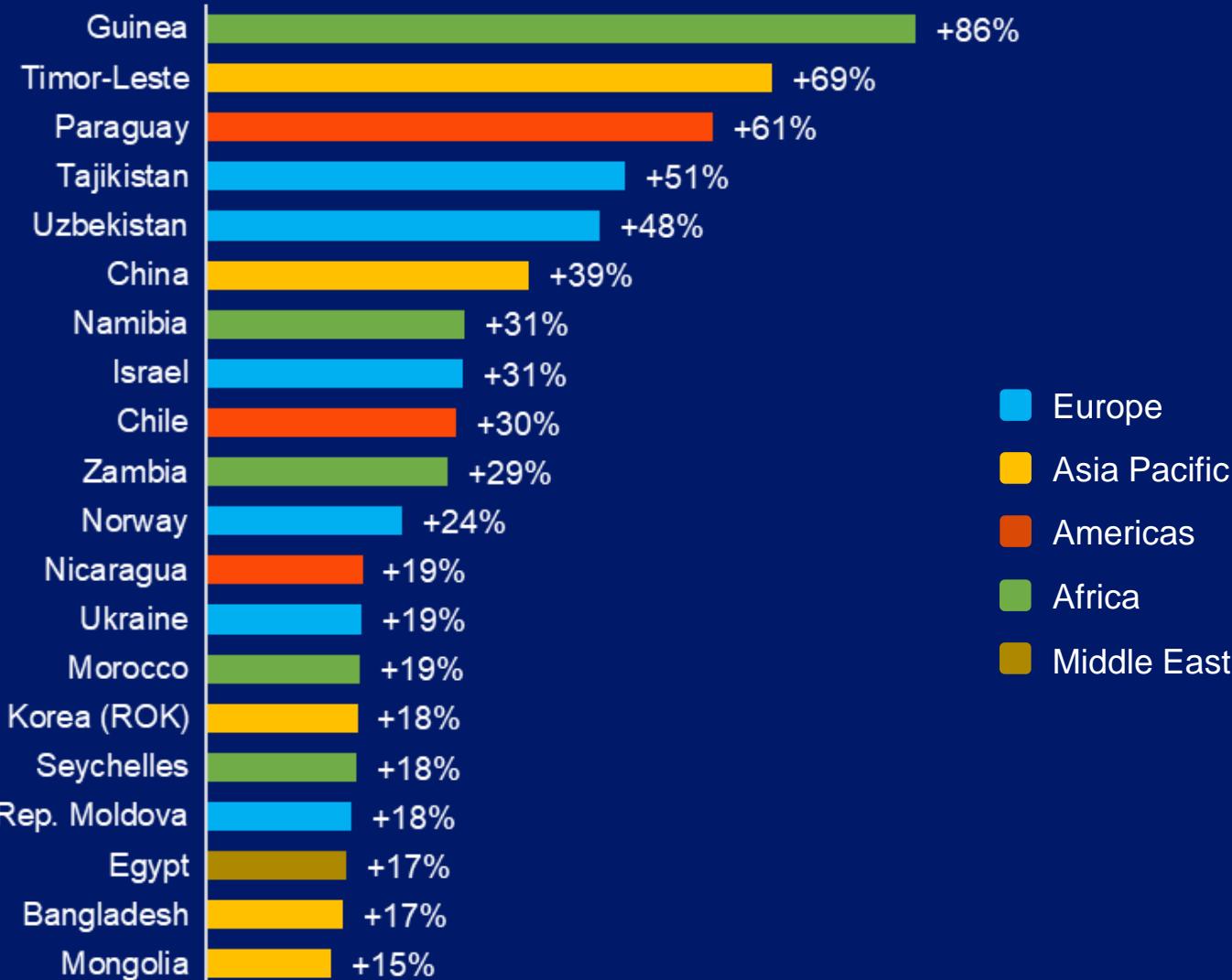
## Top 20 best-performing destinations in earnings Jan-Nov 2025\*

International tourism receipts  
% change vs. 2024<sup>1</sup>

Source: UN Tourism  
(Data as of January 2026)

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

<sup>1</sup> Change in local currencies if so reported  
by the destination, otherwise in US dollars.



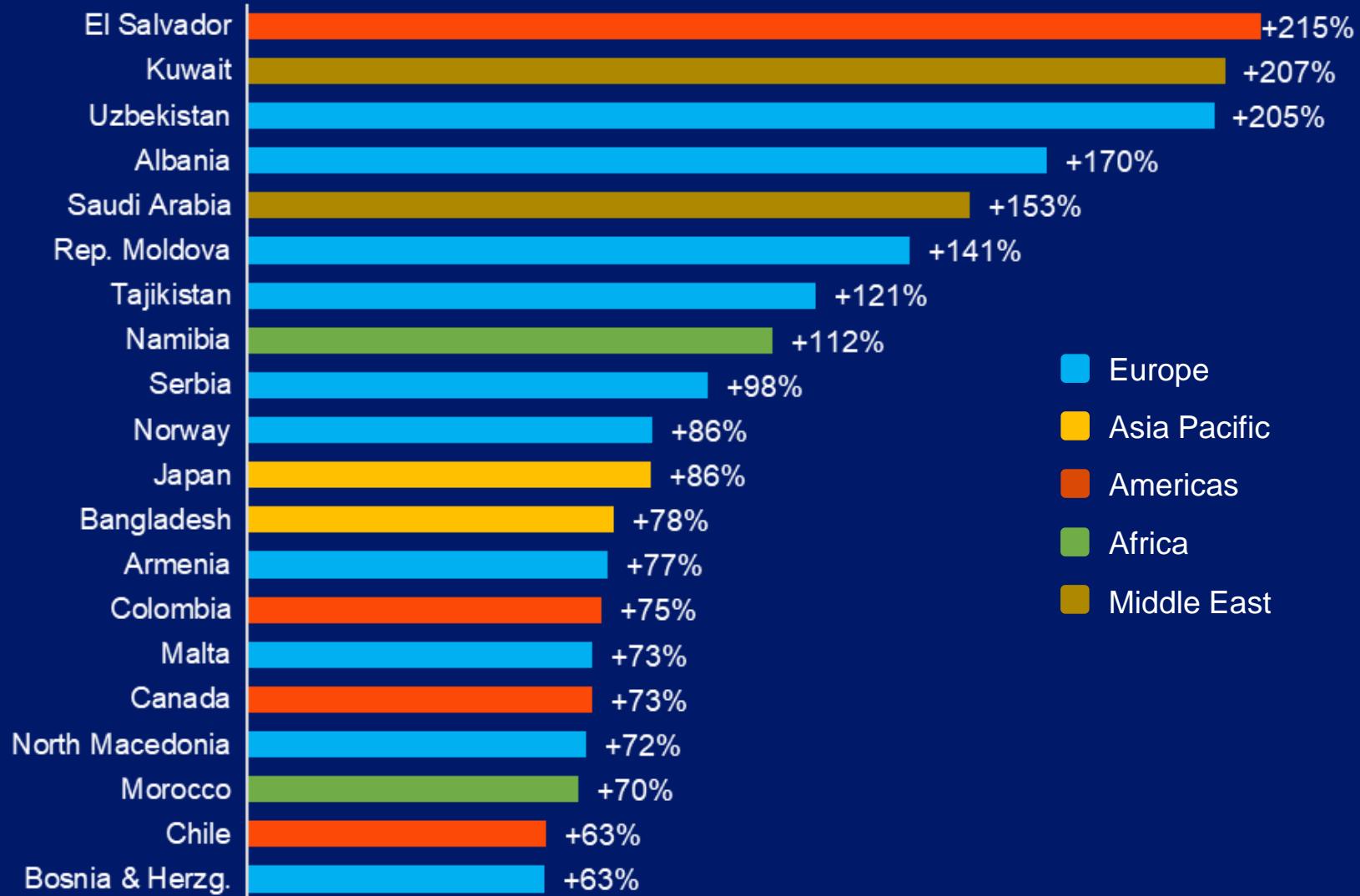
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International tourism receipts  
% change vs. 2019<sup>1</sup>

Source: UN Tourism  
(Data as of January 2026)

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at least January to September 2025.

<sup>1</sup> Change in local currencies if so reported  
by the destination, otherwise in US dollars.



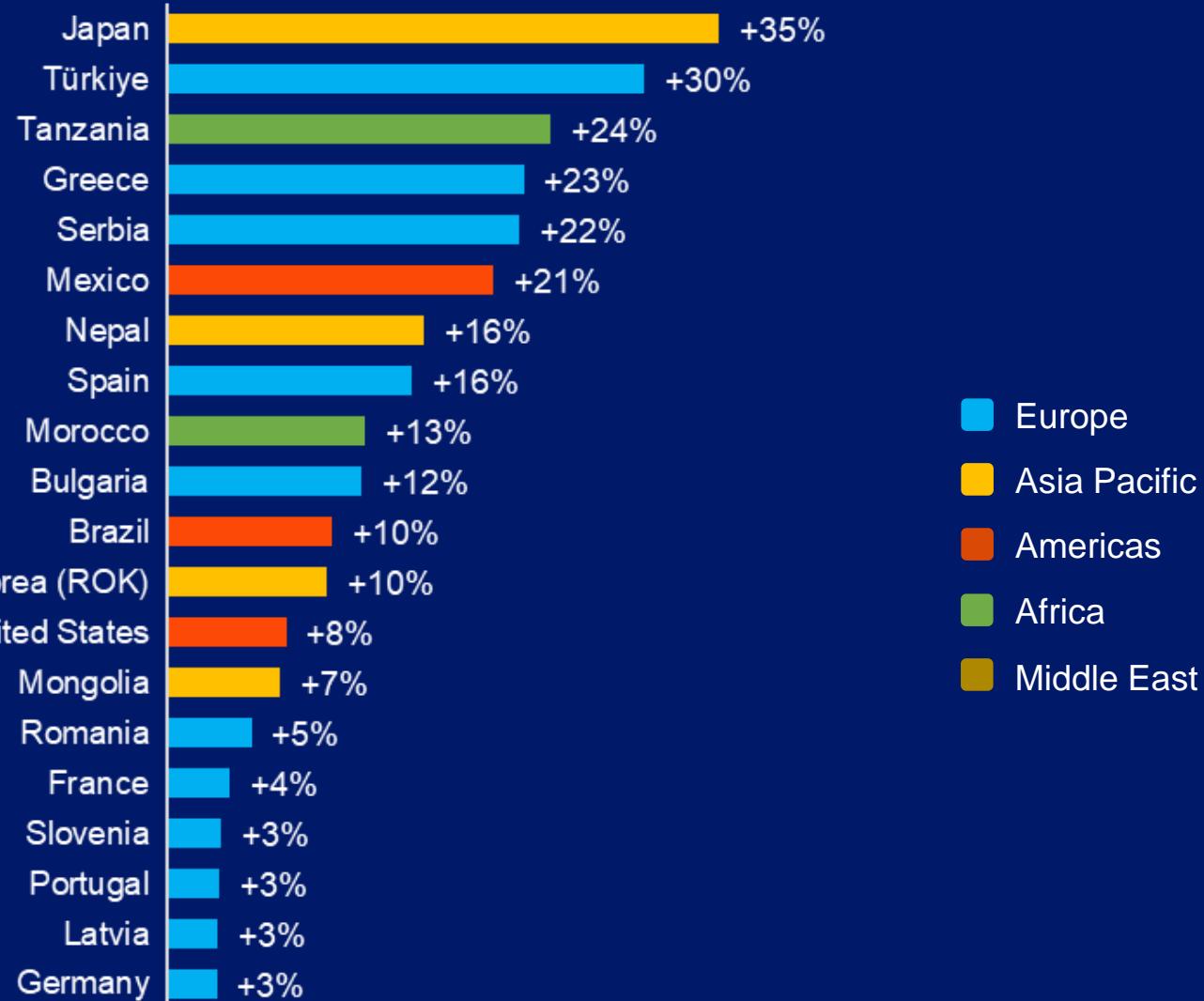
## Top 20 best-performing markets by spending Jan-Nov 2025\*

International tourism expenditure  
% change vs. 2024<sup>1</sup>

Source: UN Tourism  
(Data as of January 2026)

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

<sup>1</sup> Change in local currencies if so reported  
by the destination, otherwise in US dollars.



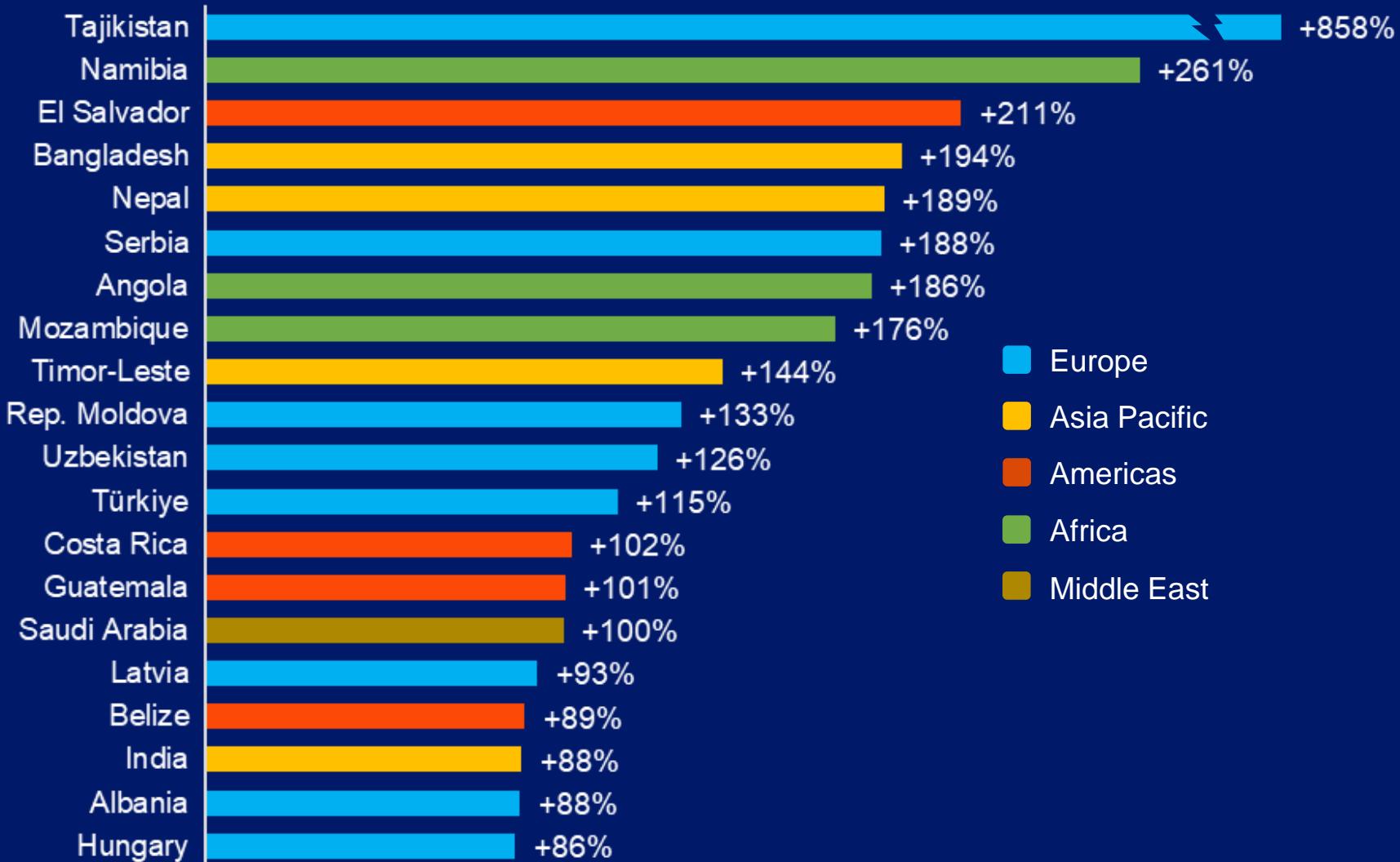
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International tourism expenditure  
% change vs. 2019<sup>1</sup>

Source: UN Tourism  
(Data as of January 2026)

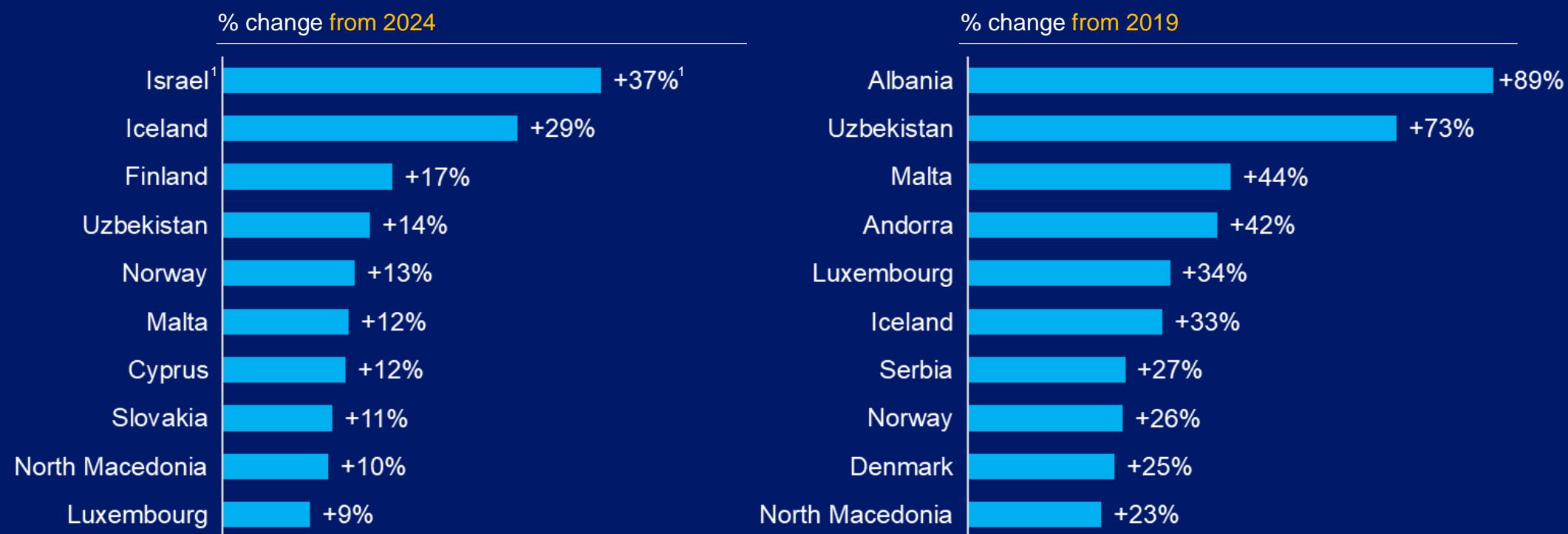
\* Destinations which have reported data for  
at least January to September 2025.

<sup>1</sup> Change in local currencies if so reported  
by the destination, otherwise in US dollars.



# Top 10 best-performing destinations in Europe, January-December 2025\*

International tourist arrivals



Source: UN Tourism. (Data as of January 2026)

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

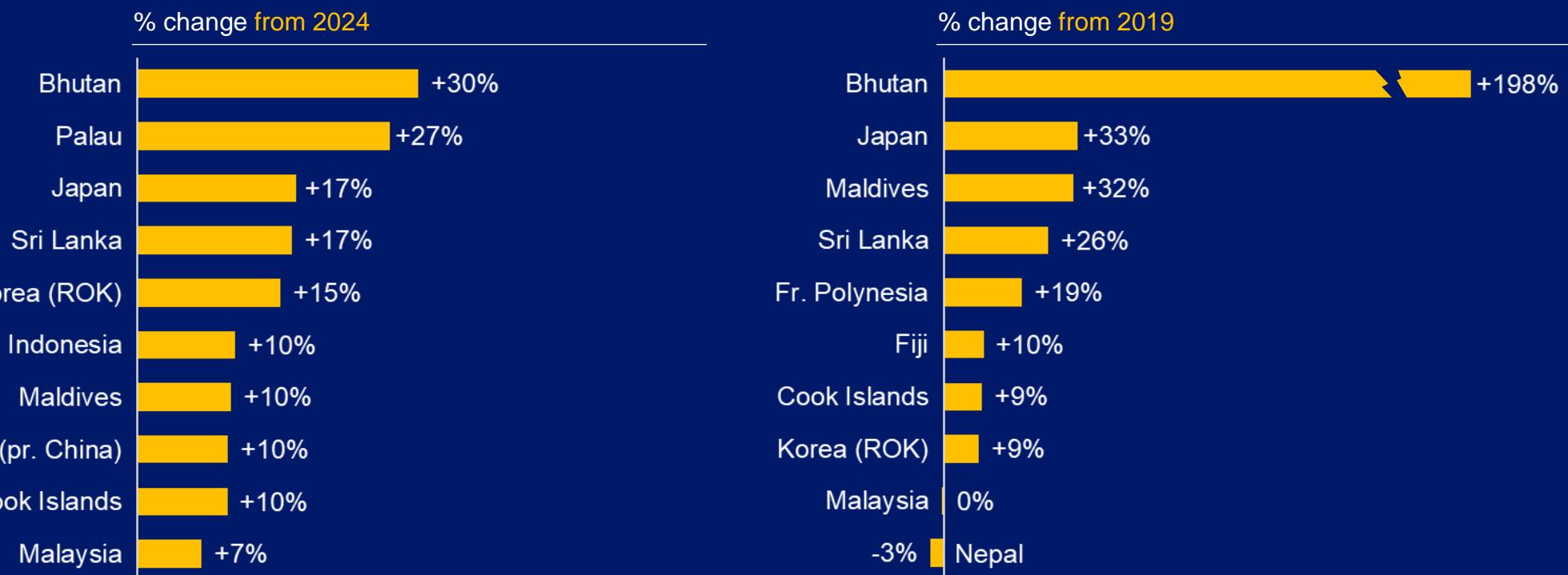
<sup>1</sup> Although Israel recorded 37% growth in Jan-Dec 2025, the strongest relative to 2024, its arrivals remained 71% below 2019 levels due to the Gaza conflict.



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# Top 10 best-performing destinations in Asia Pacific, January-December 2025\*

International tourist arrivals



Source: UN Tourism. (Data as of January 2026)

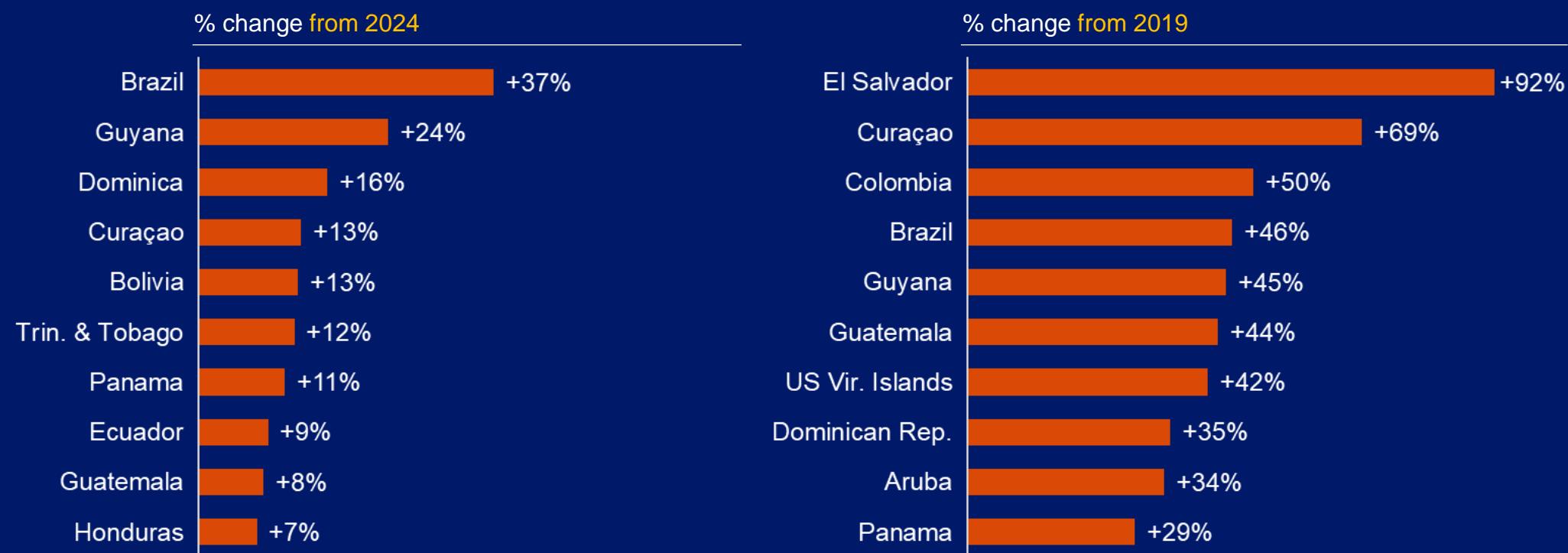
\* Graphs show destinations which have reported data for at least January through October 2025.



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## Top 10 best-performing destinations in the Americas, January-December 2025\*

International tourist arrivals



Source: UN Tourism. (Data as of January 2026)

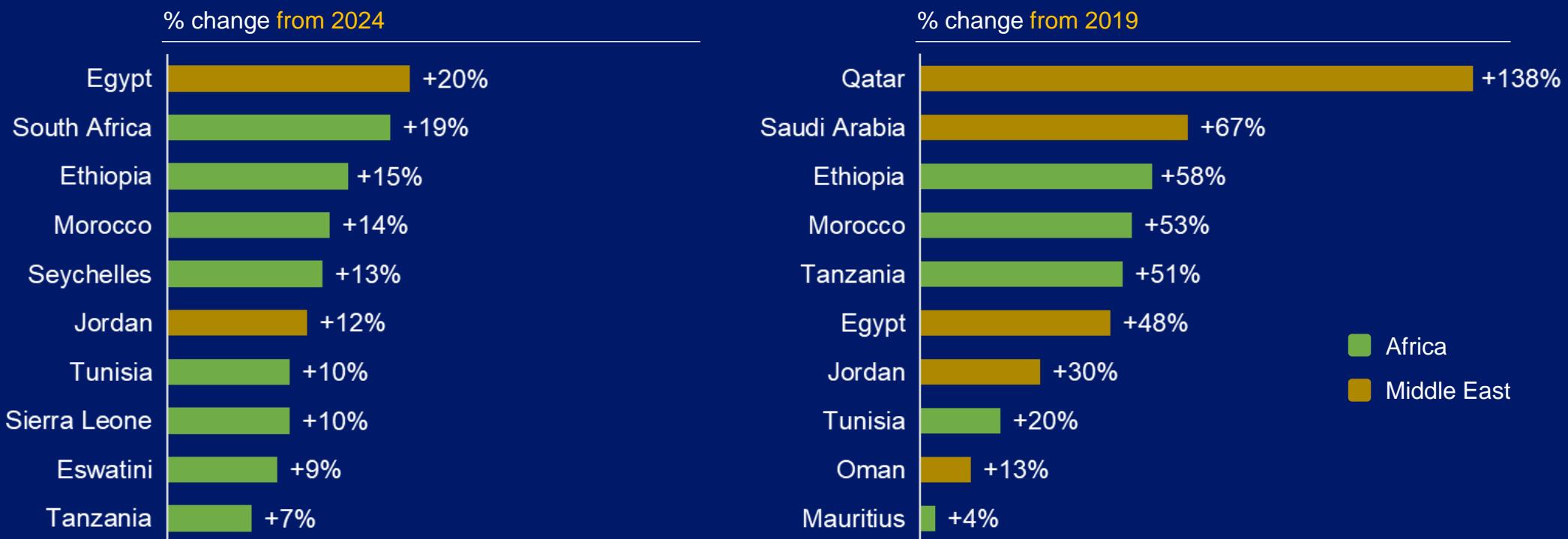
\* Graphs show destinations which have reported data for at least January through October 2025.



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# Top 10 best-performing destinations in Africa and the Middle East, January-December 2025\*

International tourist arrivals



Source: UN Tourism. (Data as of January 2026)

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

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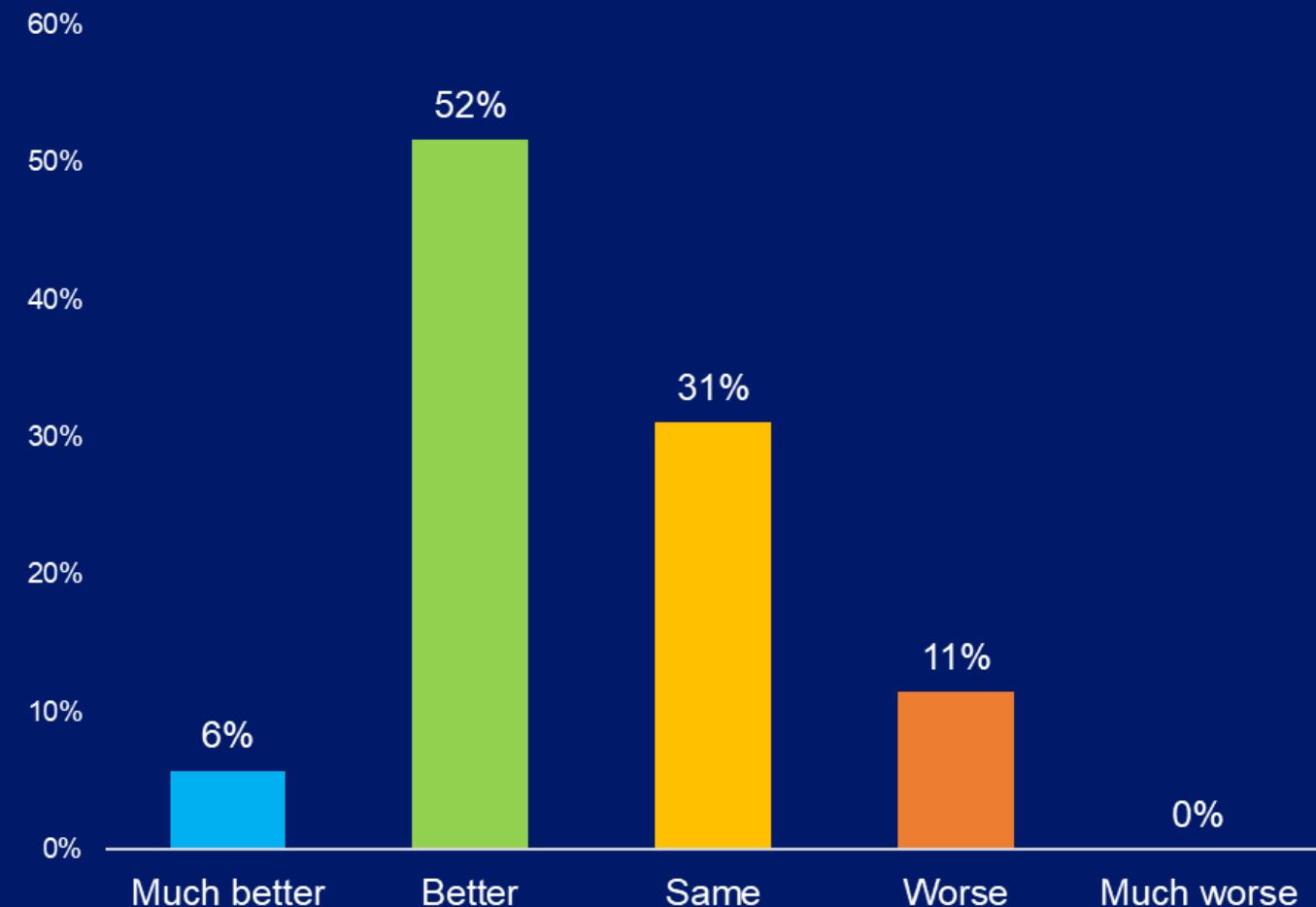
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## What are your prospects for your destination in 2026?

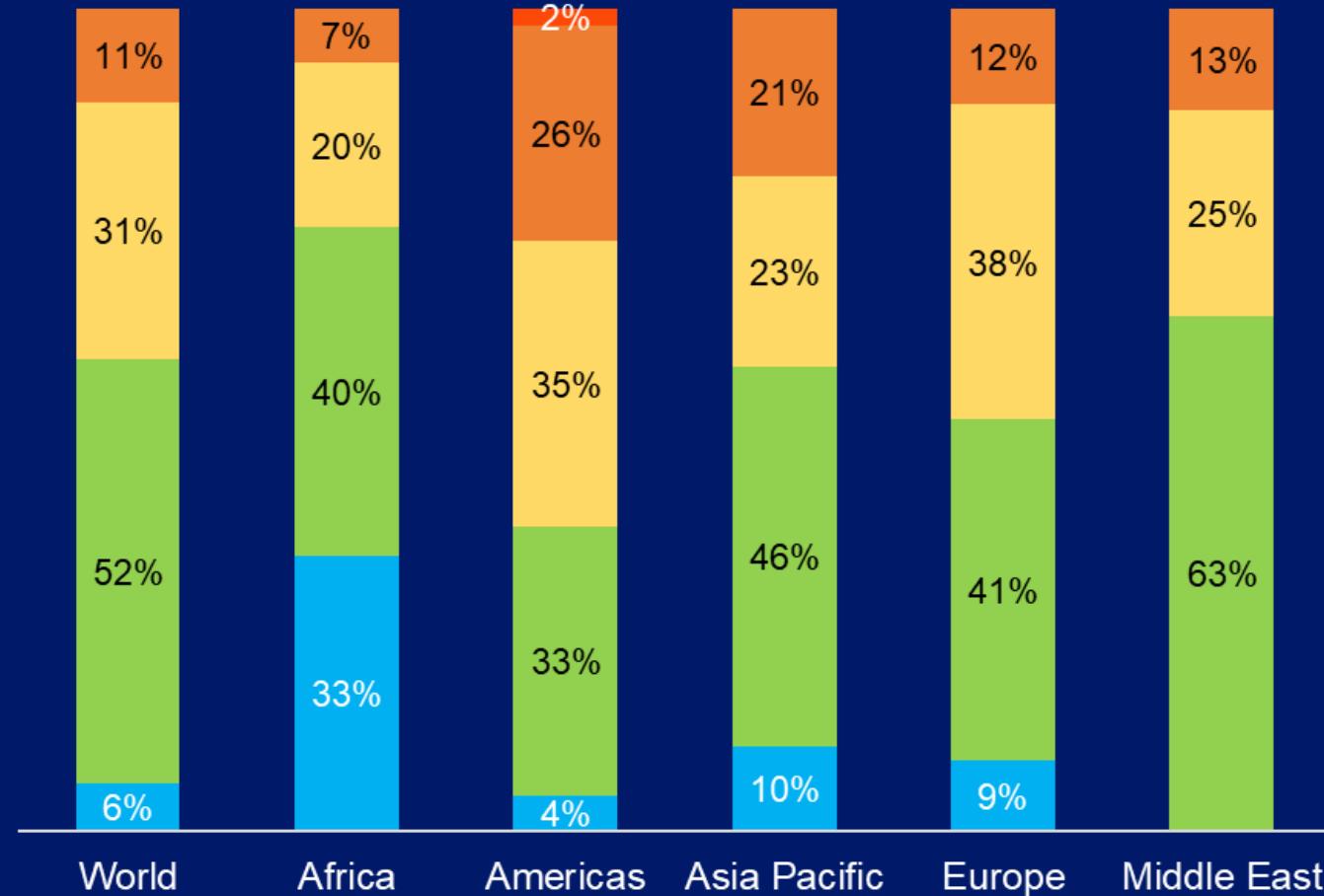
Source: UN Tourism Panel of Experts Survey  
(January 2026)



## What are your prospects for your destination in 2026?

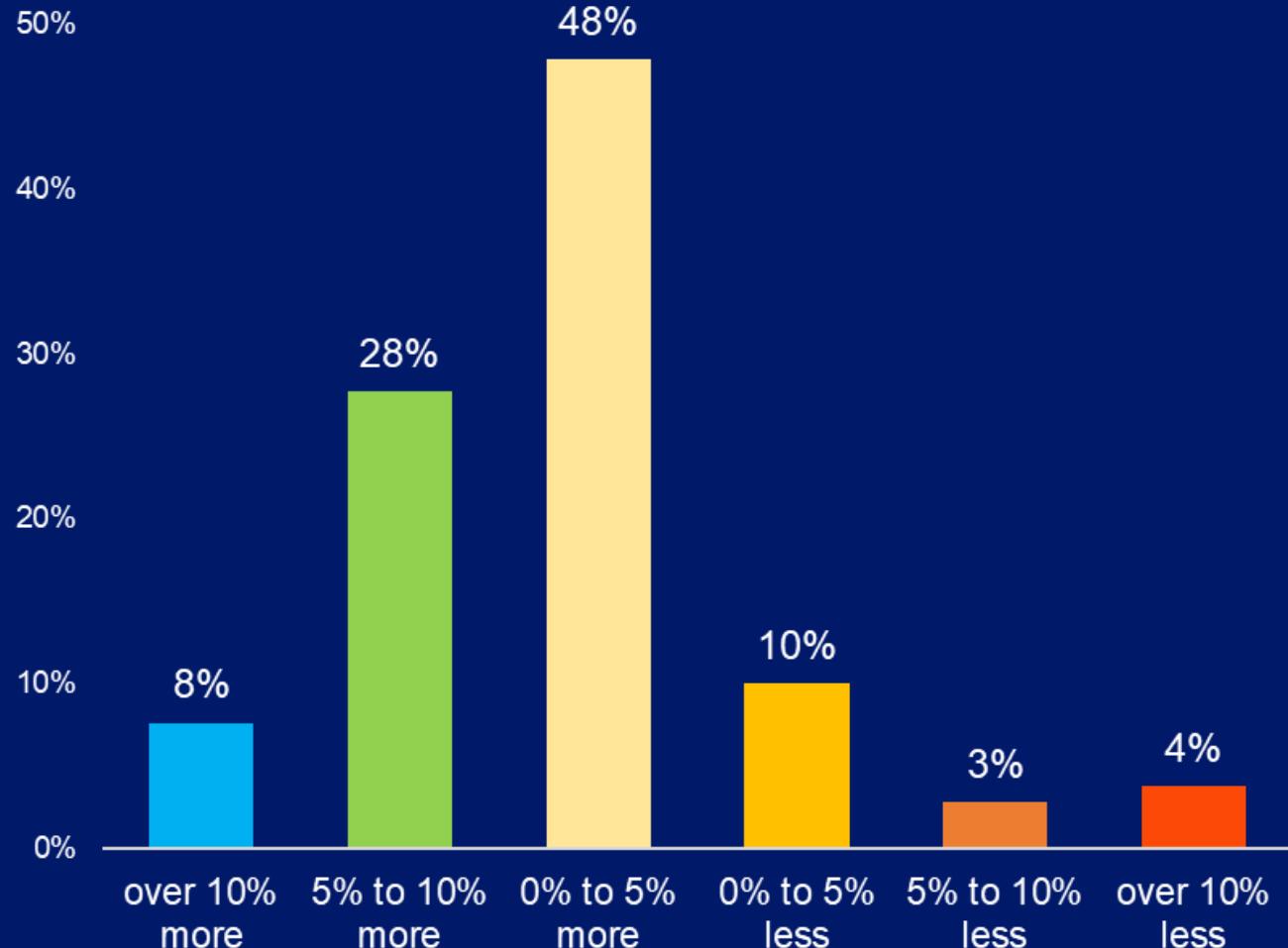
- Much worse
- Worse
- Same
- Better
- Much better

Source: UN Tourism Panel of Experts Survey  
(January 2026)



## What levels of international tourist arrivals do you expect in your destination in 2026 (versus to 2025)?

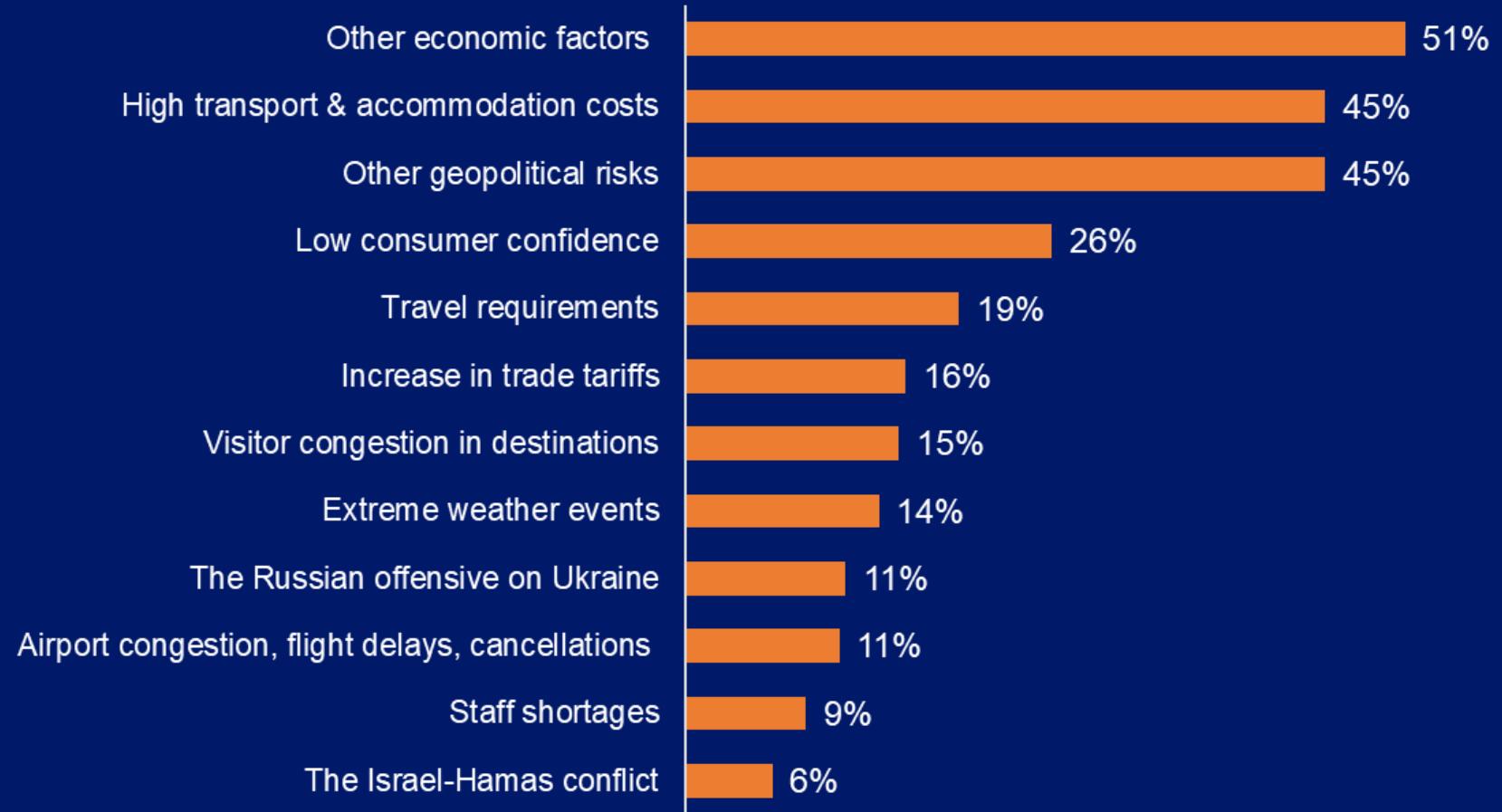
Source: UN Tourism Panel of Experts Survey  
(January 2026)



# What are the main challenges that international tourism will face in 2026?

Source: UN Tourism Panel of Experts Survey (January 2026)

Percentage of experts mentioning each factor



# UN Tourism Confidence Index

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

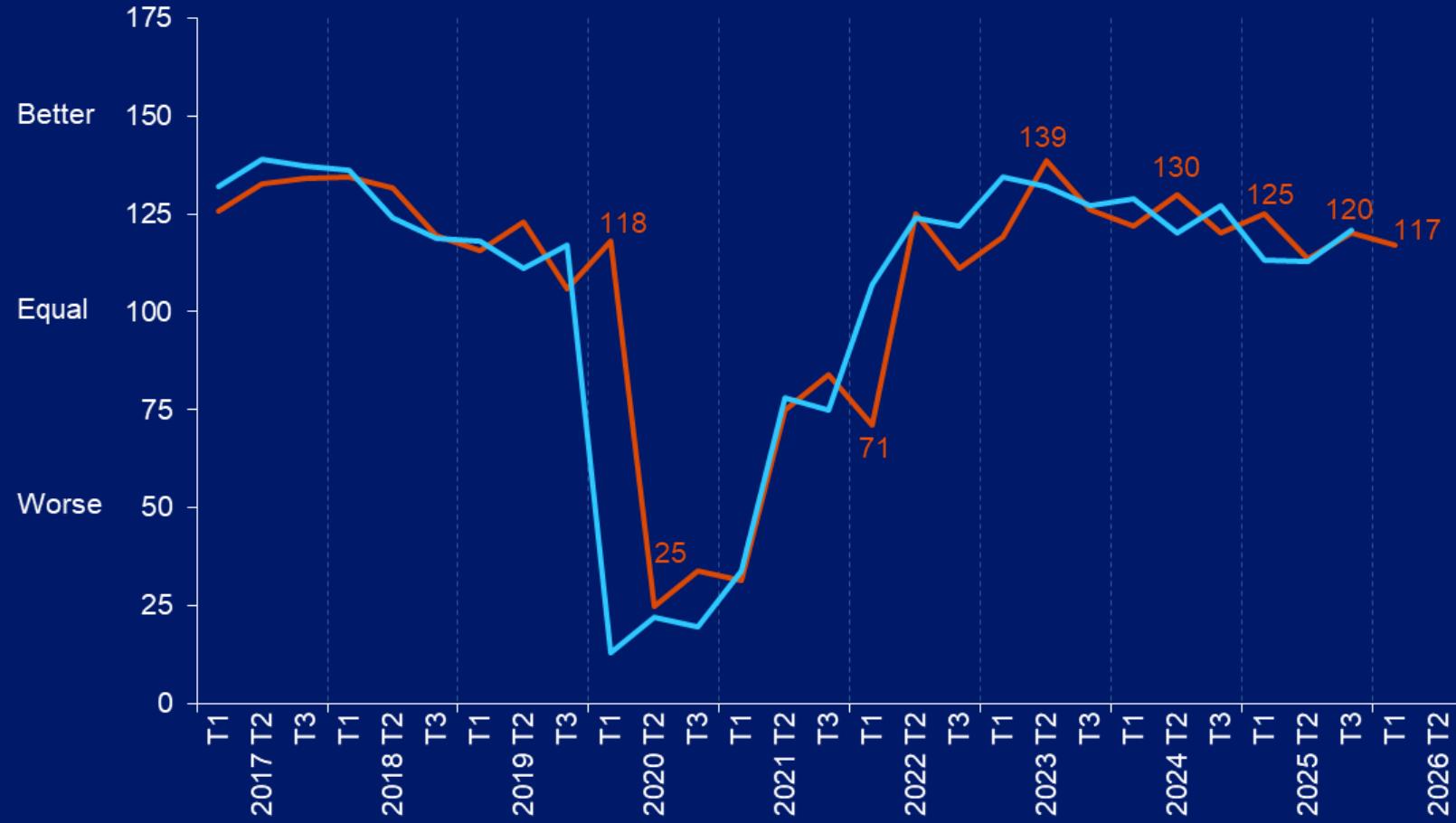
Source: UN Tourism Panel of Experts Survey  
(January 2026)

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



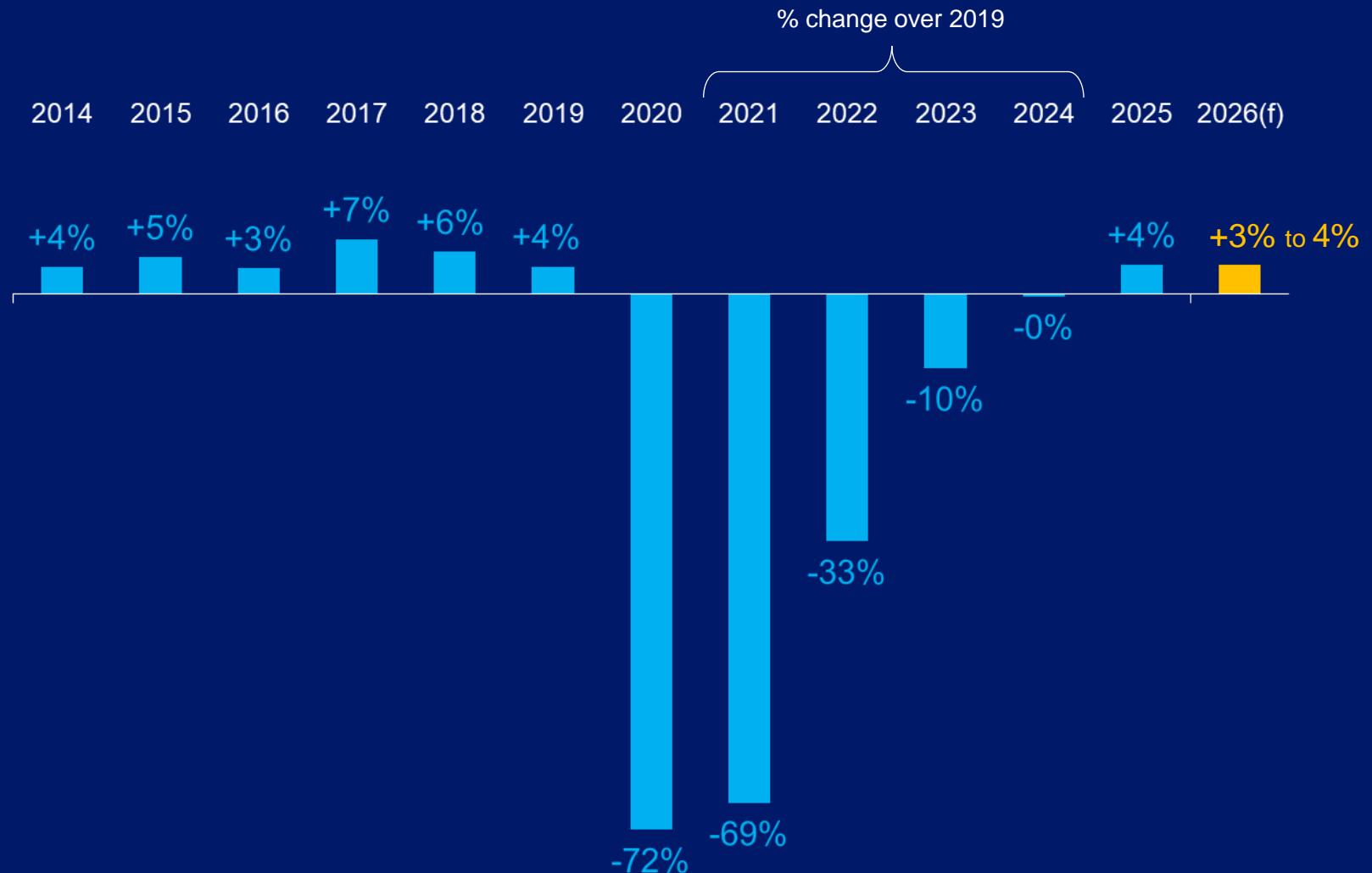
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## International arrivals: Results and Outlook

% Change (year-on-year)\*

Actual data

2026 Forecast



Source: UN Tourism (January 2026)

\* Percent change is year-on-year except for 2021 through 2024, which is compared to 2019.

(f) Forecast



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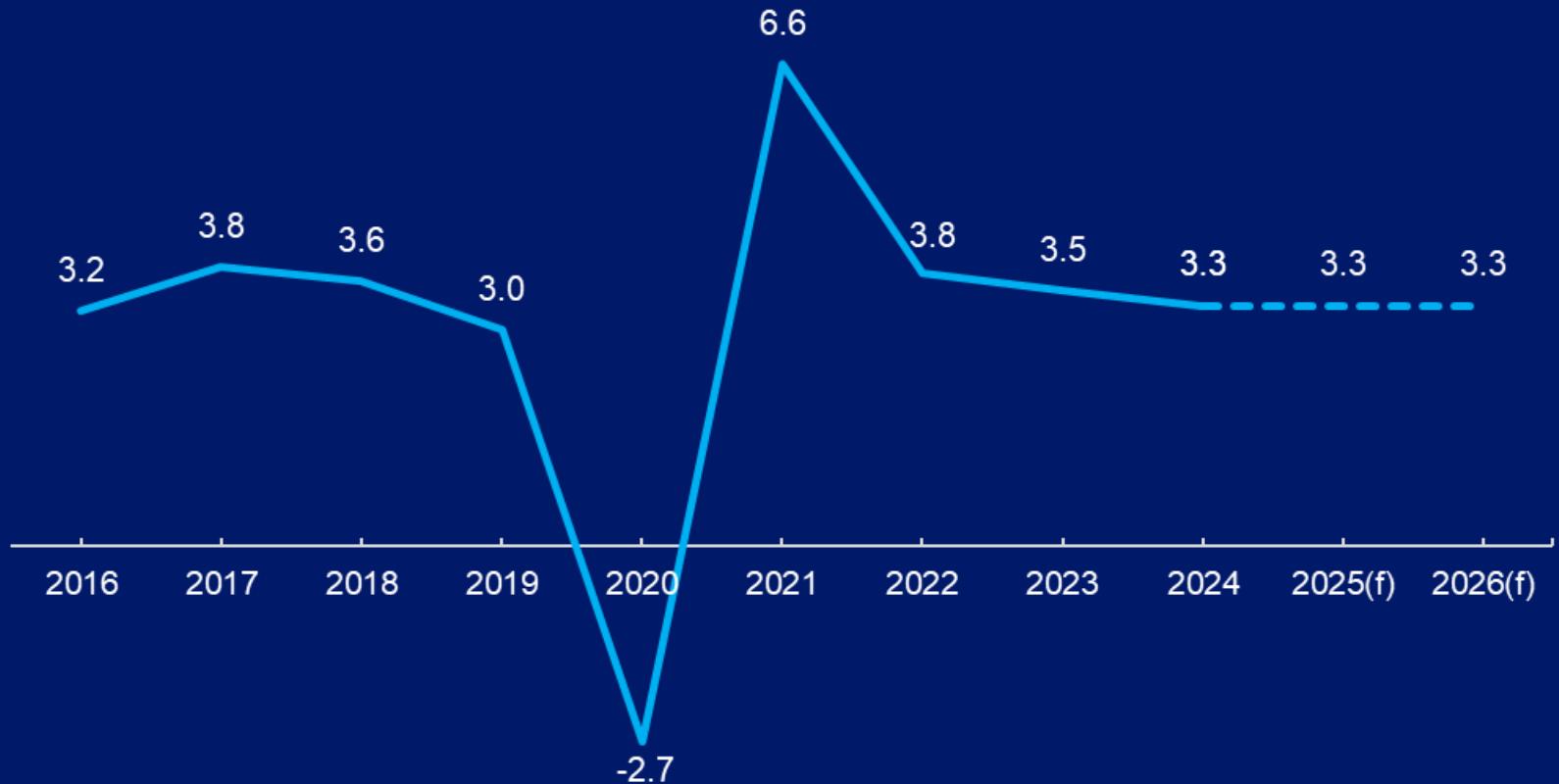
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## World GDP (constant prices)

% change

Source: IMF: World Economic Outlook,  
January 2026 Update

(f): Forecast



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## Global tourism inflation vs. headline inflation

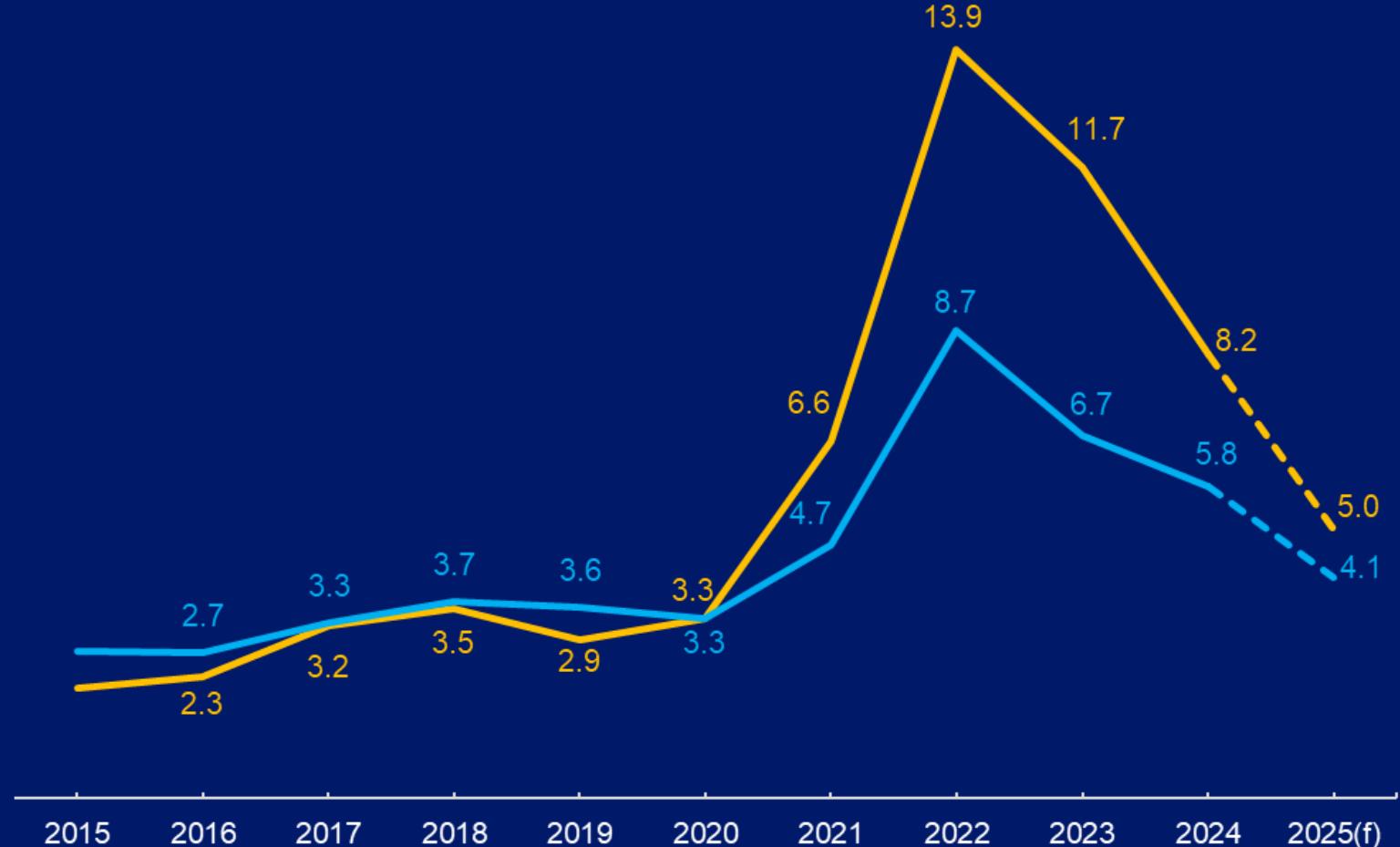
% change in consumer prices

Tourism inflation proxy\*  
Headline inflation (all items)

Source: UN Tourism and IMF (January 2026)

\* Tourism inflation proxy is a weighted average  
of restaurant-hotel and transport inflation.

(f): Forecast



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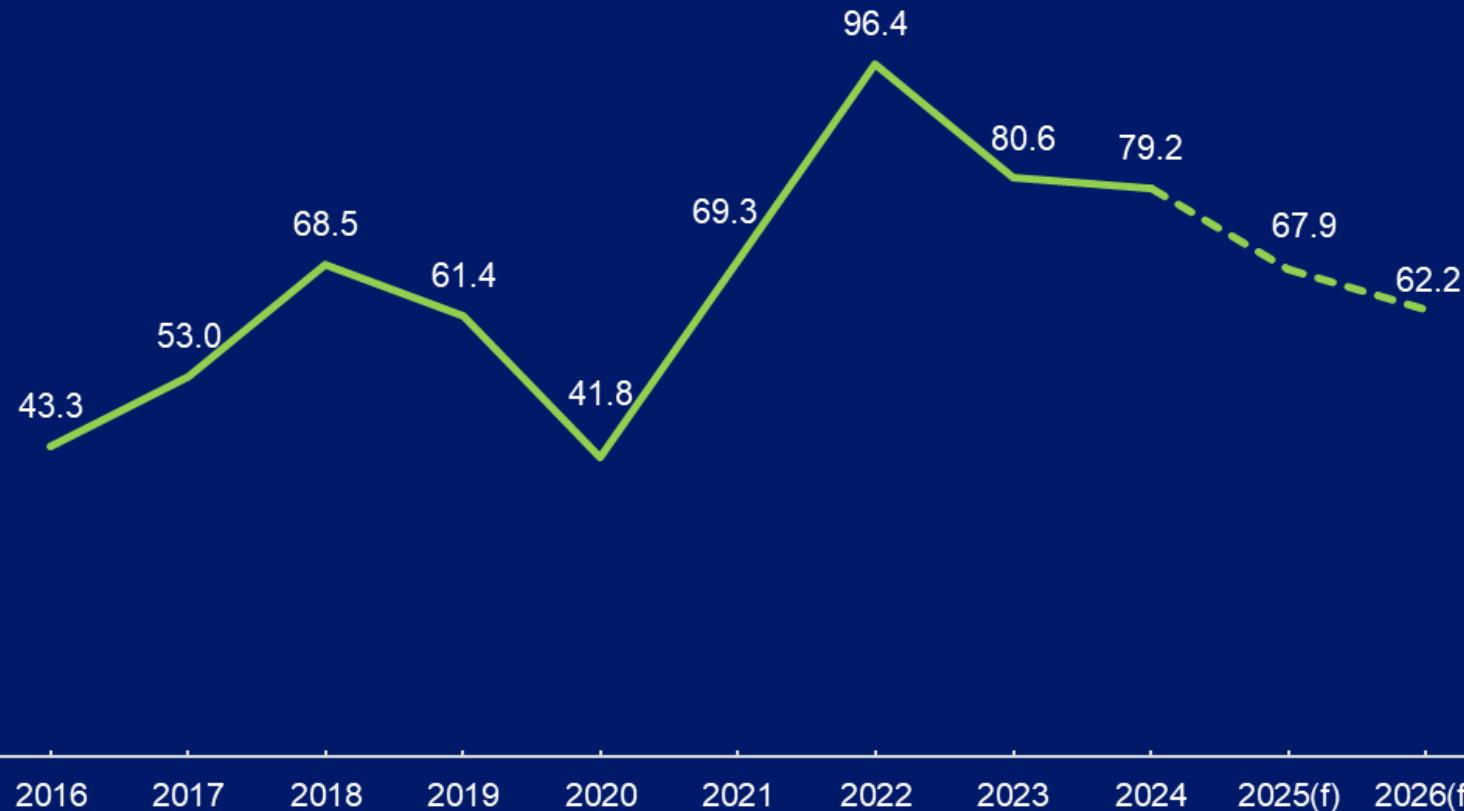
## Crude oil price\* (petroleum)

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,  
January 2026 Update



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This is the PowerPoint (PPT) 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 data and trends to provide global tourism stakeholders with the latest analysis of inbound and outbound travel, confidence levels, short-term prospects and other tourism indicators.

Data was compiled from the [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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UNITED NATIONS  
WORLD TOURISM ORGANIZATION



**SUSTAINABLE  
DEVELOPMENT  
GOALS**