



UN Tourism

World Tourism Barometer

Volume 24 • Issue 1 • January 2026 (Excerpt)

Market Intelligence, Policies and Competitiveness Department

International tourist arrivals up 4% in 2025



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.

Copyright © 2026, World Tourism Organization (UN Tourism)

World Tourism Barometer (UN Tourism)

ISSN: 1728-9246

Volume 24, issue 1, January 2026 (version 20/01/26)

Published and printed by the World Tourism Organization, Madrid, Spain
First published volume: 2003
Volume 24 published: 2026
All rights reserved.

World Tourism Organization (UN Tourism) Tel.: (+34) 91 567 81 00
C/ Poeta Joan Maragall 4 Website: www.untourism.int
28020 Madrid, Spain E-mail: info@untourism.int

The designations employed and the presentation of material in this publication do not imply the expression of any opinions whatsoever on the part of the Secretariat of the World Tourism Organization concerning the legal status of any country, territory, city or area, or of its authorities or concerning the delimitation of its frontiers or boundaries.

The World Tourism Organization (UN Tourism) does not guarantee the accuracy of the data included in this publication and accepts no responsibility for any consequence of their use. The mention of specific companies or products of manufacturers does not imply that they are endorsed or recommended by the World Tourism Organization (UN Tourism) in preference to others of a similar nature that are not mentioned.

All publications of the World Tourism Organization (UN Tourism) are protected by copyright. Therefore, and unless otherwise specified, no part of a publication of the World Tourism Organization (UN Tourism) may be reproduced, stored in a retrieval system or utilized in any form or by any means, electronic or mechanical, including photocopying, microfilm, scanning, without prior permission in writing. The World Tourism Organization (UN Tourism) encourages dissemination of its work and is pleased to consider permissions, licensing, and translation requests related to its publications.

Permission to photocopy material from the World Tourism Organization in Spain must be obtained through: www.cedro.org/english?lng=en or www.untourism.int/un-tourism-publications.

The contents of this issue may be quoted, provided the source is given accurately and clearly. Distribution or reproduction in full is permitted for own or internal use only. Please do not post electronic copies on publicly accessible websites. UN Tourism encourages you to include a link to www.untourism.int/market-intelligence.

Recommended citation:

World Tourism Organization (2025), *World Tourism Barometer*,
volume 24, issue 1, January 2026, UN Tourism, Madrid,
DOI: <https://doi.org/10.18111/wtobrometereng>

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 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/wtobrometereng.

We welcome your comments and suggestions at: barom@untourism.int.

Data collection for this issue was completed on 14 January 2026.

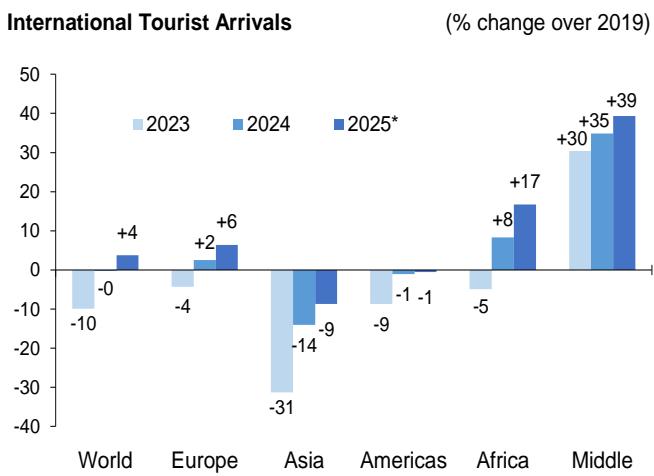
The next issue of the World Tourism Barometer with more comprehensive results is scheduled to be published in May 2026.

Pages 1 - 6 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.

Inbound tourism

International tourist arrivals up 4% in 2025 reflecting strong travel demand around the world

- International tourist arrivals (overnight visitors) grew 4% in 2025, with most destinations worldwide posting solid results.
- An estimated 1.52 billion international tourists were recorded around the world in 2025, almost 60 million more than in 2024.
- 2025 marks a new record year for international tourist arrivals in the post-pandemic era.
- Results are in line with our 3% to 5% forecast published in January 2025, and come a year after the full recovery of international arrivals in 2024.
- This reflects a return to pre-pandemic long-term growth trends, where arrivals grew an average 5% per year between 2009 and 2019.
- Travel demand remained solid in 2025 despite inflation in tourism services and geopolitical challenges, though it softened somewhat towards the end of the year.
- Results were driven by strong 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.

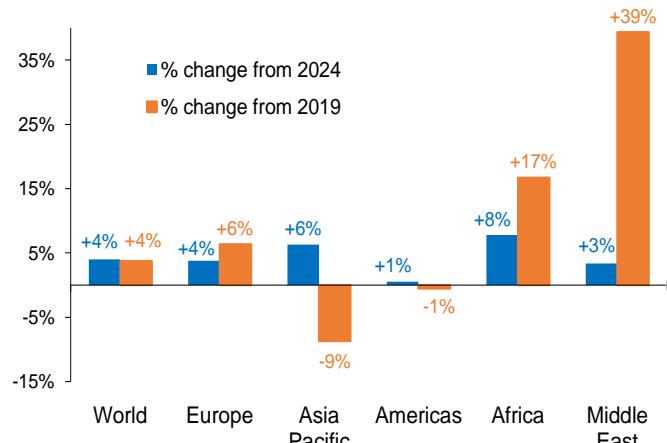


Source: UN Tourism (January 2026)

* Provisional data

- The fourth quarter saw a 3% increase in arrivals (based on limited data for December), slightly below the 4% increase in Q3 2025 which corresponds to the Northern Hemisphere summer season.

International tourist arrivals, 2025 (% change)*



Source: UN Tourism (January 2026)

* Provisional data

- Extraordinary levels in visitor spending were also seen in 2025, with tourism earnings growing faster than arrivals in many destinations.

Africa performed strongest in 2025, while Asia and the Pacific continued to rebound

- Europe**, the world's largest destination region, recorded 793 million international tourists in 2025, a 4% increase from 2024 and 6% more than in 2019. Western Europe (+5%) and Southern Mediterranean Europe (+3%) saw robust performance in 2025. Central and Eastern Europe rebounded strongly (+6%) though arrivals remained 9% below 2019 levels.
- Among the best performers in Europe for the first eleven to twelve months are Iceland (+29%), Uzbekistan (+14%), Norway (+13%), Cyprus (+12%) and North Macedonia (+10%). Larger destinations Netherlands saw 5% growth in international arrivals, while Spain and Austria reported 3% more.
- The **Americas** (218 million) recorded 1% growth last year, with mixed results across subregions. After a strong first half of 2025, the region saw small declines in Q3 and Q4, partly due to weak results in the United States. South America (+7%) and Central America (+5%) led results by subregion. Some destinations in the Caribbean (+0%) were affected by Hurricane Melissa in the last quarter of the year.

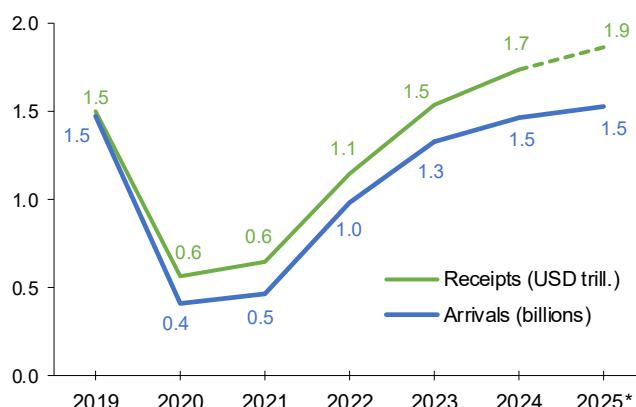
- Brazil reported 37% increase in arrivals for the twelve months of 2025. Curacao (+13%), Guatemala (+8%), Honduras, El Salvador (both +7%), Aruba (+6%), all saw solid growth through November. Mexico, the region's second largest destination after the United States, reported 6% more international visitors during the first eleven months of 2025.
- **Africa** (81 million) saw an 8% increase in arrivals in 2025, with particularly strong results in North Africa (+11%).
- According to available data, Morocco, Africa's largest destination, welcomed 14% more international arrivals in 2025, almost reaching the mark of 20 million. South Africa (+19%), Ethiopia (+15%), Seychelles (+13%), Tunisia, Sierra Leone (both +10%) were also among the best performers in the first eleven to twelve months of 2025.
- The **Middle East** recorded 3% growth in 2025, equivalent to 39% above pre-pandemic levels, the strongest results relative to 2019. The region virtually reached the mark of 100 million international visitors.
- Egypt (+20%) saw the highest growth in arrivals in the first twelve months of 2025, according to data available for the Middle East, followed by Jordan (+12%), Bahrain (+11%) and Qatar (+4%).
- Arrivals in **Asia and the Pacific** (331 million) grew 6% last year, reaching 91% of the pre-pandemic figure (-9% from 2019) as the region continued to rebound. North-East Asia led performance with 13% growth over 2024, while South Asia recovered pre-pandemic levels.
- Bhutan (+30%), Sri Lanka (+17%) and Maldives (+10%) were among the best performers in the region. Large destinations Japan (+17%) and the Republic of Korea (+15%) also saw double-digit growth through November.

Most destinations report solid growth in arrivals

- After solid growth in 2024, most destinations continued to enjoy strong results in 2025.
- Available data for the twelve months of 2025 shows several destinations recording double-digit growth in international arrivals, among which Brazil (+37%), Egypt (+20%), Morocco (+14%) and Seychelles (+13%). Destinations reporting data through November such as Bhutan (+30%), Iceland (+29%), Guyana (+24%), South Africa (+19%) and Japan (+17%) also saw strong growth.

- The full recovery of international tourism in 2025 is also reflected in the performance of other industry indicators. According to the [UN Tourism Data Dashboard](#), both international air capacity and passenger traffic grew 7% through October 2025 (IATA). Global occupancy rates in accommodation establishments reached 66% in November 2025, matching the levels of November 2024 (based on STR data).

International tourist arrivals and tourism receipts



Source: UN Tourism (January 2026)

* Provisional data

Export revenues from tourism reached a record USD 2.2 trillion in 2025

- Monthly data show strong visitor spending throughout the year 2025, with preliminary estimates pointing at USD 1.9 trillion in international tourism receipts globally, a 5% increase from 2024.
- Total export revenues from tourism (including receipts and passenger transport) are estimated at USD 2.2 trillion in 2025 based on available data.
- International tourism receipts saw extraordinary growth in 2025 following an already strong 2024, with many destinations posting higher increase in receipts than arrivals.
- Among destinations reporting solid growth in receipts during the first ten to twelve months of 2025 were Morocco (+19%), the Republic of Korea (+18%), Egypt (+17%), Mongolia (+15%), Japan (+14%), Latvia (+11%) and Mauritius (+10%), all calculated in local currencies.
- Among the world's top tourism earners, the United Kingdom and France (both +9%), as well as Spain (+7%) and Türkiye (+6%), saw solid growth in the first ten to twelve months of 2025 compared to the same months of 2024.

- Data on international tourism expenditure reflects the same trend of strong demand, especially among large source markets such as the United States (+8%), France (+4%), as well as Spain (+16%) and the Republic of Korea (+10%).

Outlook for 2026 points to continued growth amid a challenging environment

- International tourism is expected to grow 3% to 4% in 2026 compared to 2025, assuming that Asia and the Pacific continues to recover, global economic conditions remain favourable, tourism service inflation continues to decline, and geopolitical conflicts do not escalate.
- UN Tourism's prospects for 2026 reflect a normalization of growth rates after a strong rebound in international arrivals in 2023 (+34%) and 2024 (+11%) and a 4% increase in 2025.
- This positive outlook is confirmed by the latest UN Tourism Confidence Index and survey among the Panel of Experts.
- On a scale of 0 to 200, experts rated 2026 with a score of 126, indicating expectations for another strong year for tourism, though slightly less bullish than their evaluation of 2025 (129).

- However, geopolitical tensions and ongoing conflicts continue to pose significant risks for tourism in 2026.
- About half of the survey respondents pointed to economic factors, high travel costs, and geopolitical risks as the main challenges international tourism could face in 2026.
- While inflation has receded globally in 2025, inflation in tourism-related services remains above its pre-pandemic average and above headline inflation.
- Against this backdrop, tourists are expected to continue to seek value for money according to the Panel of Experts.
- While positive prospects for the global economy and lower oil prices could favour tourism performance in 2026, uncertainty derived from geopolitical risks and ongoing conflicts, trade tensions and climate events could weigh on travel confidence.
- International tourism in 2026 will be driven by solid consumer demand, enhanced air connectivity (+4.7% in available seats according to IATA) and growing outbound travel from emerging markets. Major international events such as the Milano Cortina 2026 Winter Olympics (Italy) and the FIFA World Cup 2026 (Canada, United States and Mexico) will also contribute to international travel.



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



International Tourist Arrivals by (Sub)region

(Percent changes are year over year)

													Quarterly data												
													Share	Change (%)				Change (%)							
														(%)	2025*	22/21	23/22	24/23	25/24*	Q1	Q2	Q3	Q4		
															2019	2020	2021	2022	2023	2024	2025*				
World														100	111.9	35.0	10.8	4.0	3.7	5.2	4.2	3.1			
Advanced economies ¹	777	221	240	546	716	784	812							53.3	127.2	31.2	9.5	3.6	1.8	5.3	4.0	2.4			
Emerging economies ¹	692	188	222	434	606	681	711							46.7	95.4	39.8	12.3	4.5	5.7	5.2	4.4	3.8			
<i>By UN Tourism regions:</i>																									
Europe	746.1	241.8	303.7	614.2	713.8	764.7	793.5							52.1	102.2	16.2	7.1	3.8	0.5	5.0	4.5	3.1			
Northern Europe	83.9	23.7	21.9	67.1	79.4	87.1	85.9							5.6	206.6	18.3	9.8	-1.3	-5.8	-2.2	3.8	-3.6			
Western Europe	205.2	83.5	87.6	183.2	207.9	215.5	226.3							14.9	109.2	13.4	3.7	5.0	-1.4	8.9	5.6	3.8			
Central/Eastern Eur.	152.8	46.2	55.4	98.3	118.0	131.5	139.6							9.2	77.6	20.1	11.4	6.2	4.5	7.3	7.0	5.6			
Southern/Medit. Eur.	304.2	88.4	138.9	265.5	308.5	330.6	341.6							22.4	91.2	16.2	7.2	3.3	2.5	3.9	3.1	3.6			
- of which EU-27	541.1	184.3	223.8	456.3	527.0	556.5	582.6							38.2	103.9	15.5	5.6	4.7	1.9	6.4	5.1	3.6			
Asia and the Pacific	362.1	59.0	26.4	92.7	248.8	311.1	330.7							21.7	251.1	168.3	25.1	6.3	8.9	8.3	6.1	4.4			
North-East Asia	170.3	20.3	10.9	20.5	105.4	137.2	154.6							10.1	88.9	414.1	30.1	12.7	14.1	17.2	14.7	10.4			
South-East Asia	138.1	25.5	3.0	41.7	98.1	122.1	124.6							8.2	↑	135.4	24.5	2.1	7.9	1.6	0.1	-1.1			
Oceania	17.5	3.6	0.9	6.8	12.9	14.4	15.2							1.0	693.4	90.9	11.8	5.0	-0.8	4.9	10.4	5.5			
South Asia	36.3	9.6	11.7	23.8	32.4	37.4	36.3							2.4	103.5	36.1	15.6	-3.0	-1.3	-4.9	-8.9	-0.3			
Americas	219.2	69.5	81.5	157.2	200.1	216.8	218.1							14.3	92.9	27.3	8.4	0.6	3.6	2.6	-2.0	-1.3			
North America	146.6	46.5	57.2	101.9	126.6	137.3	135.4							8.9	78.2	24.3	8.4	-1.4	1.2	0.4	-3.7	-2.8			
Caribbean	26.0	10.1	14.2	23.6	28.1	30.0	30.0							2.0	65.9	19.4	6.4	0.0	-1.4	1.3	2.4	-0.2			
Central America	10.9	3.1	4.7	9.3	11.5	12.9	13.5							0.9	97.6	24.5	11.6	4.6	-1.9	6.7	6.5	8.0			
South America	35.6	9.8	5.4	22.4	33.8	36.7	39.2							2.6	318.3	50.7	8.6	6.9	15.8	12.4	-0.8	-0.1			
Africa	69.6	19.1	20.1	47.4	66.2	75.4	81.3							5.3	136.3	39.6	13.8	7.8	5.9	12.4	7.5	8.0			
North Africa	25.6	5.6	6.6	19.3	28.0	32.2	35.7							2.3	193.1	45.3	14.9	10.9	12.9	16.7	5.4	12.3			
Subsaharan Africa	44.0	13.5	13.5	28.2	38.2	43.2	45.6							3.0	108.7	35.7	13.1	5.5	0.9	8.3	10.1	4.5			
Middle East	71.6	19.4	30.5	68.0	93.4	96.6	99.8							6.6	123.1	37.4	3.4	3.3	2.9	-1.8	6.6	5.2			
<i>Memorandum²</i>																									
ASEAN	138.0	25.5	3.0	41.6	98.0	122.0	124.5							8.2	↑	135.4	24.5	2.1	7.9	1.6	0.1	-1.2			
G20	1002	302	350	721	913	997	1036							68.0	106.0	26.6	9.3	3.9	2.8	4.8	4.7	3.1			
GCC	47.7	13.4	18.3	47.8	68.1	71.1	71.0							4.7	161.2	42.6	4.5	-0.2	1.0	-8.1	4.3	1.4			
LDCs	35.0	10.0	7.7	17.4	28.2	33.1	32.3							2.1	126.3	61.9	17.2	-2.4	3.0	0.4	-5.5	-11.1			
LLDCs	51.0	13.1	14.2	34.8	48.6	58.0	59.7							3.9	145.5	39.4	19.3	3.1	2.7	8.1	5.9	4.4			
SIDS	39.5	9.6	11.1	25.0	35.1	38.5	38.7							2.5	124.4	40.5	9.6	0.4	-3.3	2.6	2.9	1.8			

Source: World Tourism Organization (UN Tourism)

(Data as collected by UN Tourism, January 2026)

* Provisional data

¹ Classification based on the International Monetary Fund (IMF).² 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.

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

See box in page 'A-2' for key to abbreviations and symbols.



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.