



UN Tourism

World Tourism Barometer

(PPT version)

Volume 24 · Issue 2 · May 2026

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



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1. Key findings
2. International tourist arrivals, Q1 2026
3. International tourism receipts, 2025
4. Best-performing destinations and markets, Q1 2026
5. UN Tourism Confidence Index and Outlook
6. Economic indicators



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Key findings (1)

World Tourism Barometer
May 2026

International arrivals up 2% in Q1 2026 as Middle East conflict impacts March results

- An estimated 307 million tourists travelled internationally in Q1 2026, a 2% increase or 6 million more than in Q1 2025.
- After growing 2% in January and 3% in February, international arrivals were flat in March (+0.4%) due to a 37% decline in the Middle East, as travel was impacted by the conflict.
- Europe recorded 130 million international tourists in Q1 2026, up 4% from the same period last year, while Asia and the Pacific saw 3% growth and the Americas 2%. Arrivals in Africa grew 4%, while in the Middle East they dropped 14% this quarter.
- Airspace restrictions, operational disruptions and lower traveller confidence affected travel in the region following the outbreak of the conflict on 28 February 2026.
- The crisis is expected to reduce growth in international arrivals by 1 to 2 percentage points globally in 2026 depending on the conflict's duration and scope. UN Tourism's initial forecast of 3% to 4% is now revised to 1% to 3% for 2026.
- Disruptions in shipping through the Strait of Hormuz has contributed to a surge in oil prices globally and jet fuel shortage in some markets, leading to higher air fares and lower flight capacity.
- 39% of UN Tourism Panel Experts expect better tourism results in 2026 (down from 58% in the January survey), while 28% foresee similar results and 31% believe results will be worse.



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Key findings (2)

World Tourism Barometer
May 2026

Export revenues from tourism reach USD 2.2 trillion in 2025

- International tourism receipts grew 4% to USD 1.9 trillion in 2025, climbing 6% above pre-pandemic levels (real terms).
- Results reflect solid tourism expenditure across many destinations, mostly in Asia and the Pacific and Africa, supported by generally favorable economic conditions despite somewhat elevated inflation.
- International travelers spent an average USD 1,200 per international trip in 2025, higher than in 2024, though roughly the same in constant dollars.
- Total export revenues from tourism (including receipts and passenger transport) reached USD 2.2 trillion in 2025, a 3% increase from 2024 and 6% above 2019 levels.
- Tourism-related inflation eased to 6% in 2025, according to available data, down from 8% in 2024, but remained above headline inflation (4%). Consumer prices could edge up in 2026 due to higher oil prices, which surged about 70% in April 2026, from the pre-conflict lows in late February.
- More expensive travel and uncertainty about air connectivity could redirect demand towards closer tourism destinations but also affect overall travel demand and spending patterns.



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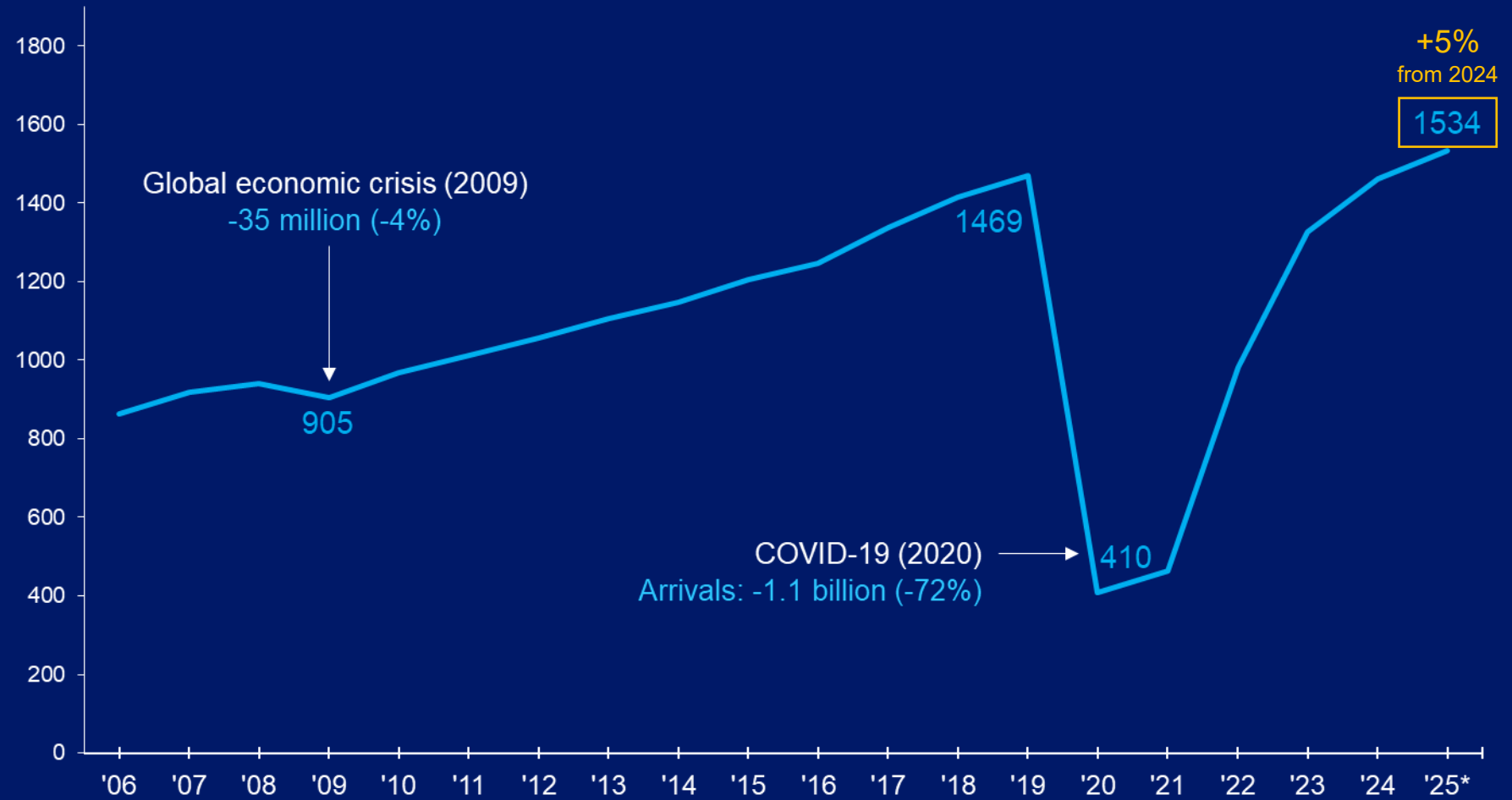


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International tourist arrivals

Millions

Source: UN Tourism
(Data as of May 2026)



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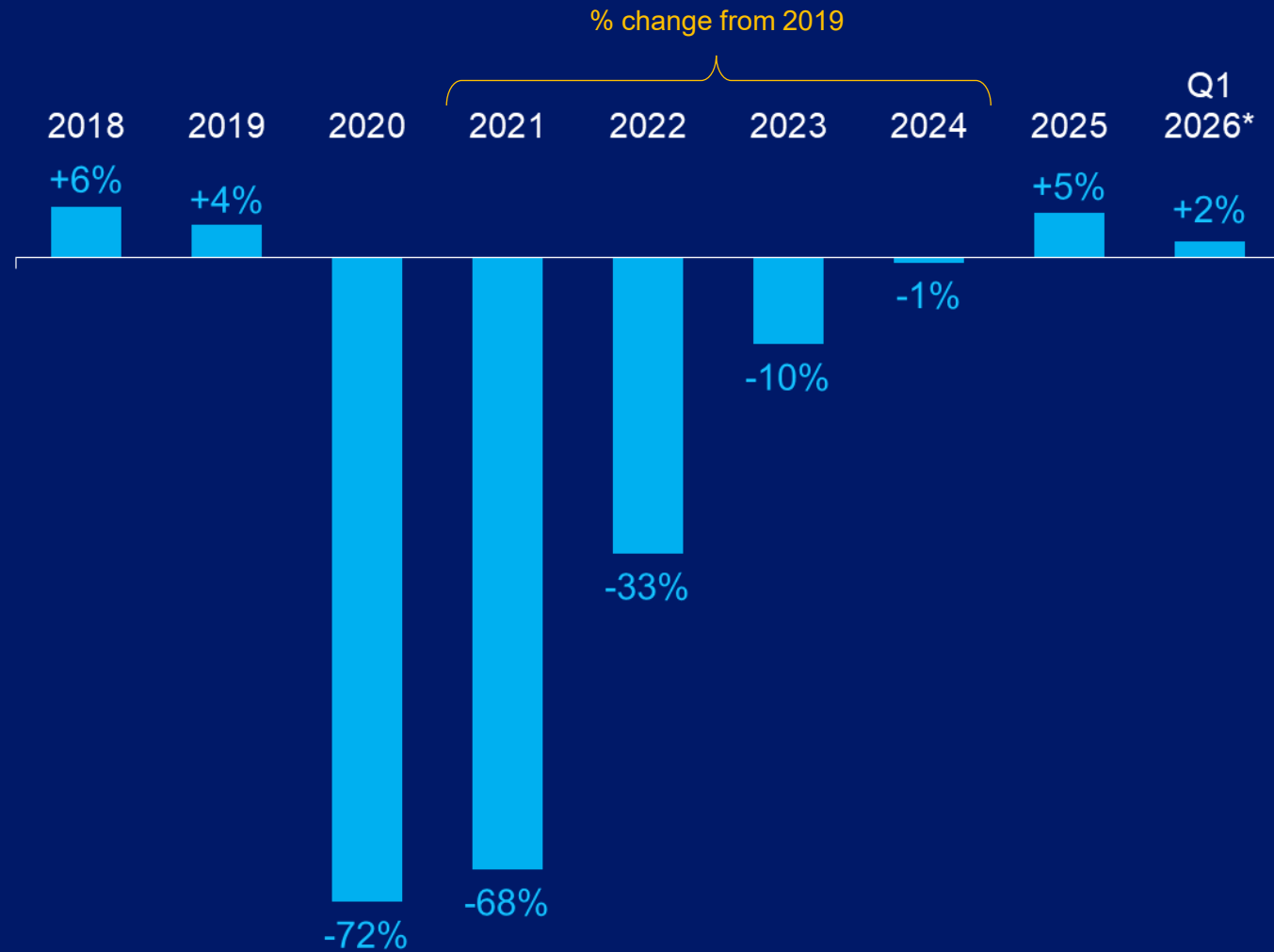
International tourist arrivals

% Change (year on year) ¹

Source: UN Tourism
(Data as of May 2026)

* Provisional data

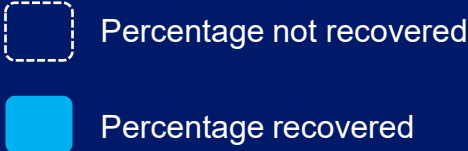
¹ Percentage change is year on year, except for 2021 through 2024 which is relative to 2019.



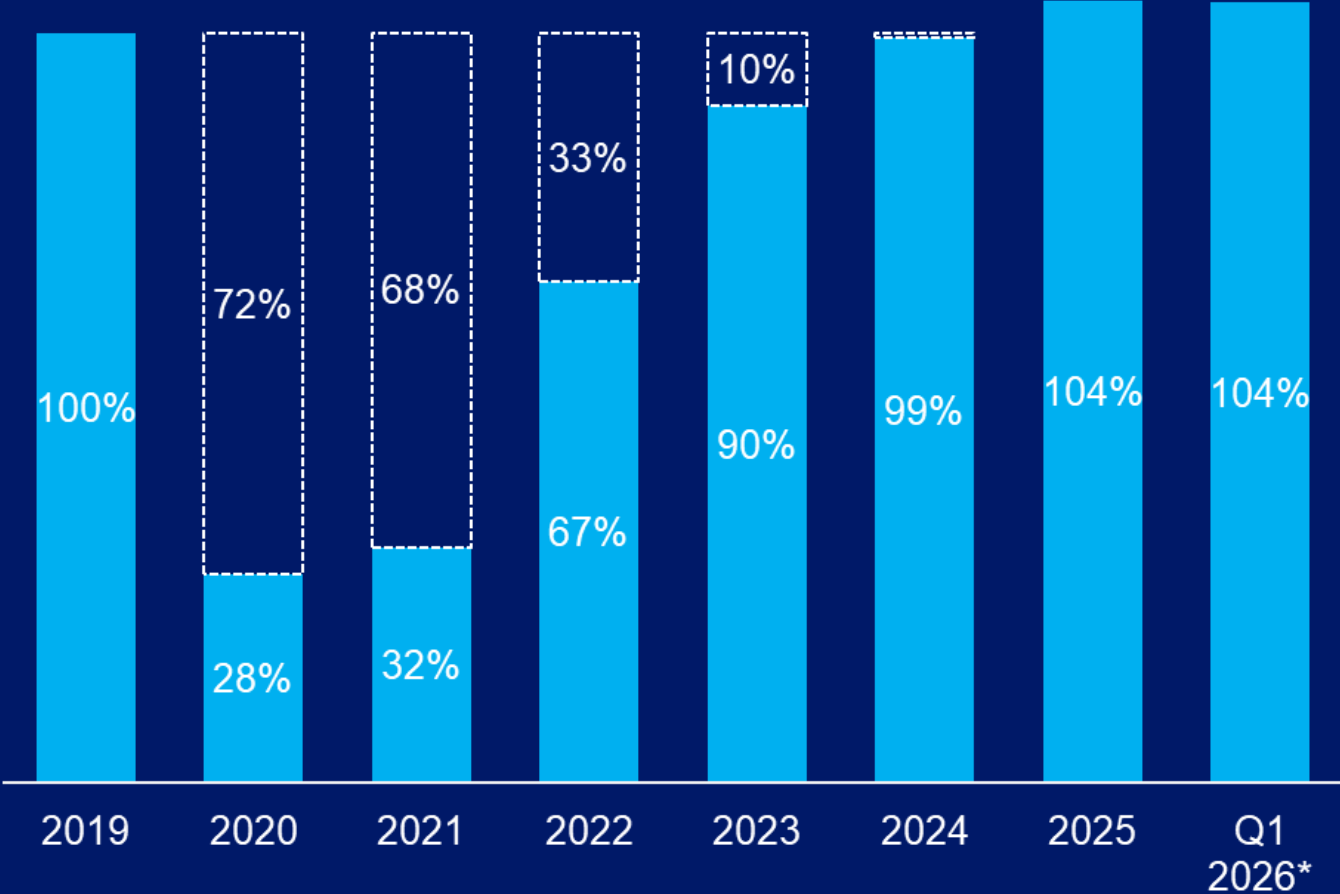
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Recovery of international tourist arrivals

Percentage of 2019 levels



Source: World Tourism Organization (UN Tourism)
(Data as of May 2026)
* Provisional data

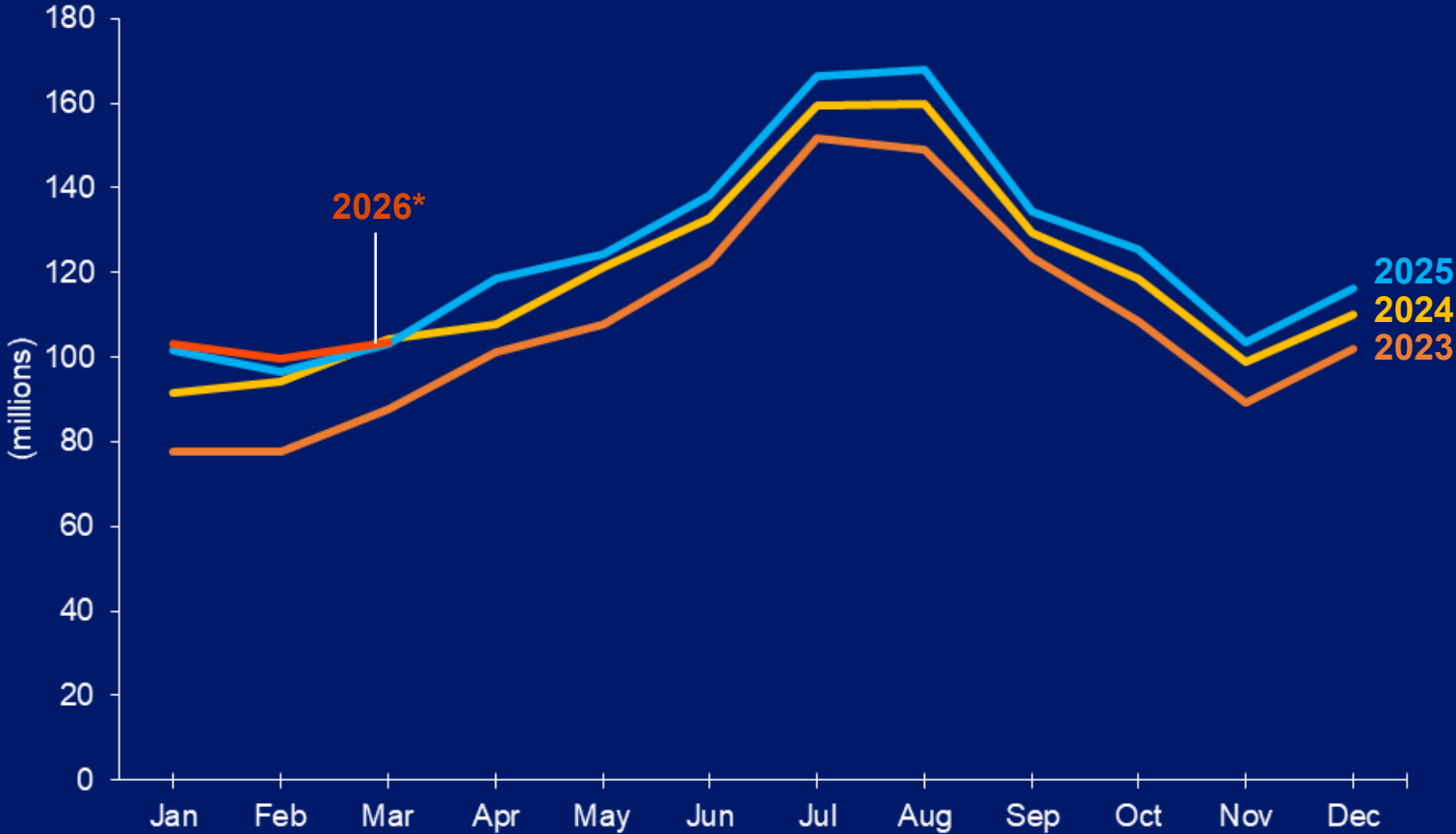


International tourist arrivals (world)

millions

- 2026*
- 2025
- 2024
- 2023

Source: UN Tourism
(Data as of May 2026)
* Provisional data

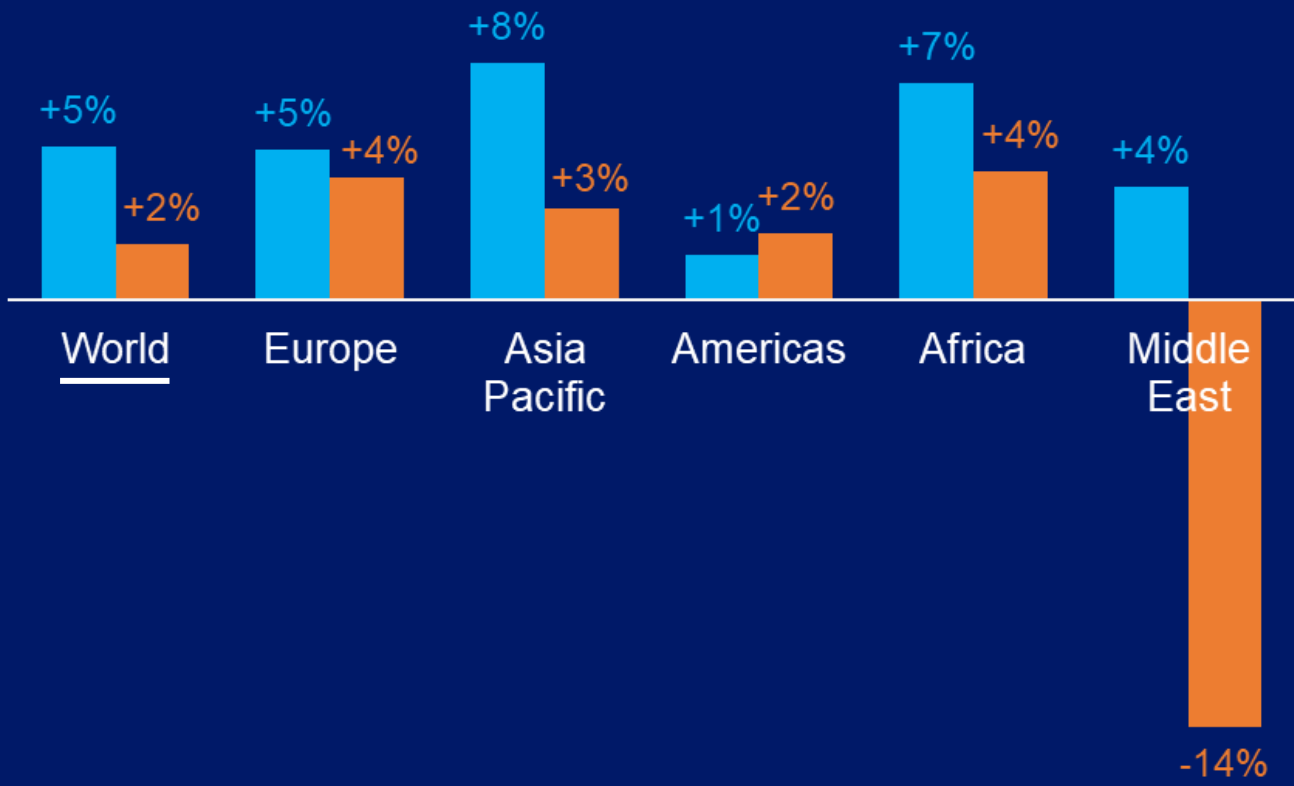


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International tourist arrivals by region, 2025 and Q1 '26

% change (year on year)

- 2025
- Q1 2026*



Source: World Tourism Organization (UN Tourism)
(Data as of May 2026)
* Provisional data

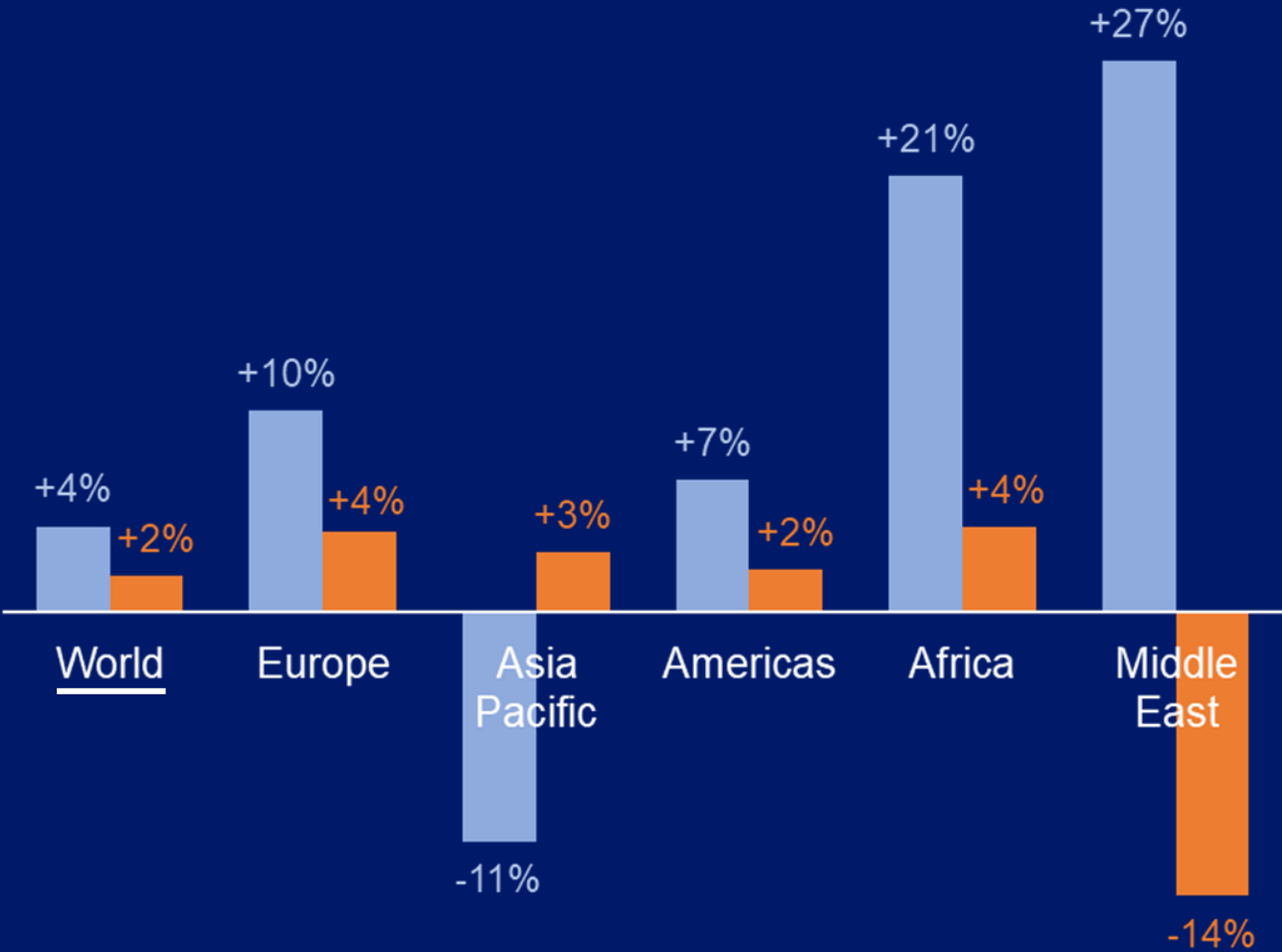


International tourist arrivals by region, Q1 2026*

% change

- Change from Q1 2019 (pre-pandemic)
- Change from Q1 2025

Source: World Tourism Organization (UN Tourism)
(Data as of May 2026)
* Provisional data



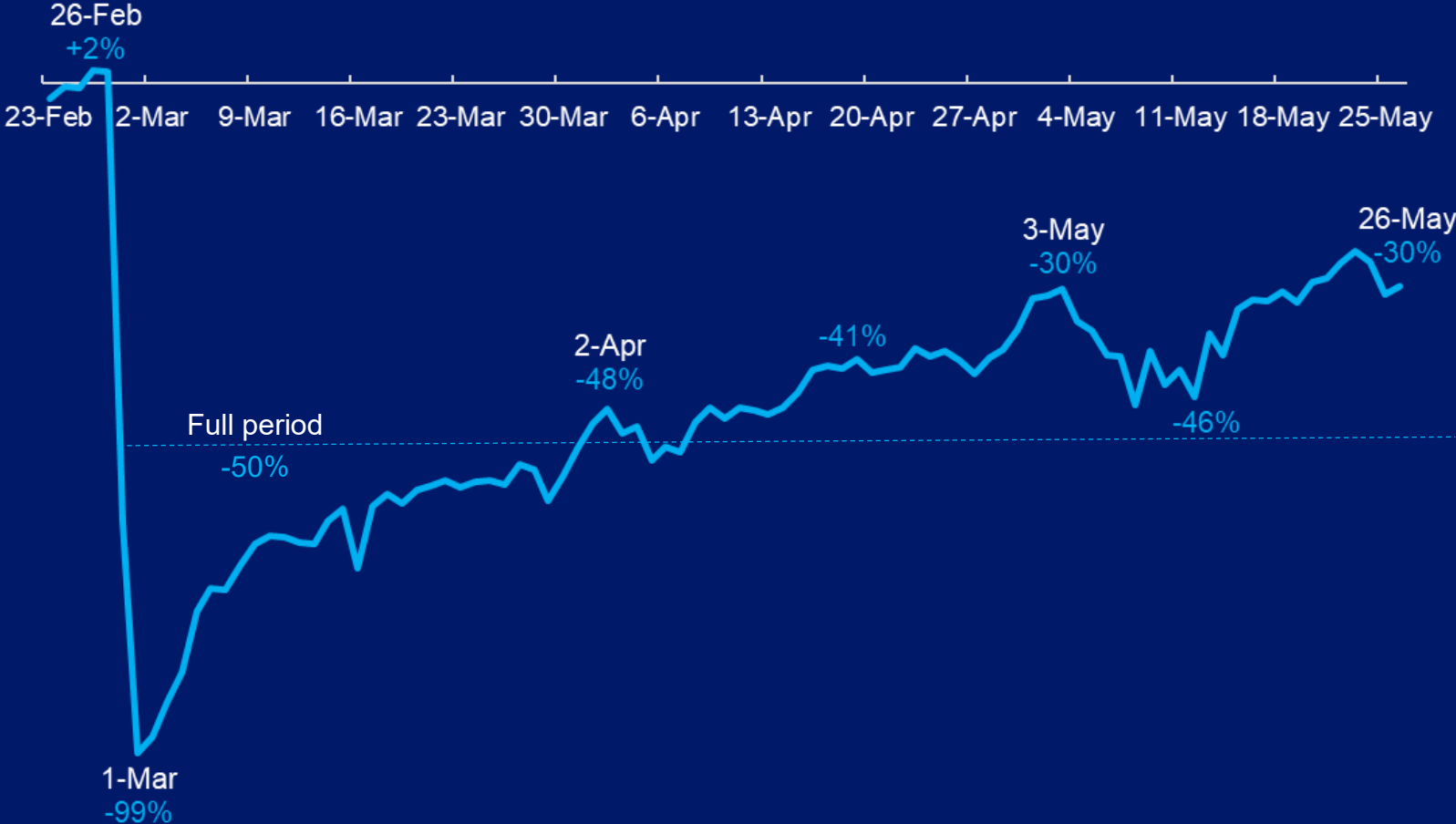
Daily flights of Middle Eastern carriers* February-May 2026

% change from pre-conflict average¹

Source: UN Tourism based on Flightradar 24.
(Data as of 31 May 2026)

* Based on indexed number of daily flights operated by seven Middle Eastern airlines (Air Arabia, Emirates, Etihad, FlyDubai, Gulf Air, Kuwait Airways and Qatar Airways).

¹ Percent change from the average number of daily flights in the five days prior to the ME conflict (23 to 27 February 2026).



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International tourist arrivals by region

% change (year on year)

World

2024: +10%
 2025: +5%
 Q1 2026: +2%

Source: UN Tourism
 (Data as of May 2026)
 Q1 2026 data are provisional

Americas

2024: +8%
 2025: +1%
 Q1 2026: +2%

Europe

2024: +6%
 2025: +5%
 Q1 2026: +4%

Africa

+15%
 +7%
 +4%

Middle East

+3%
 +4%
 -14%

Asia Pacific

+26%
 +8%
 +3%



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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.

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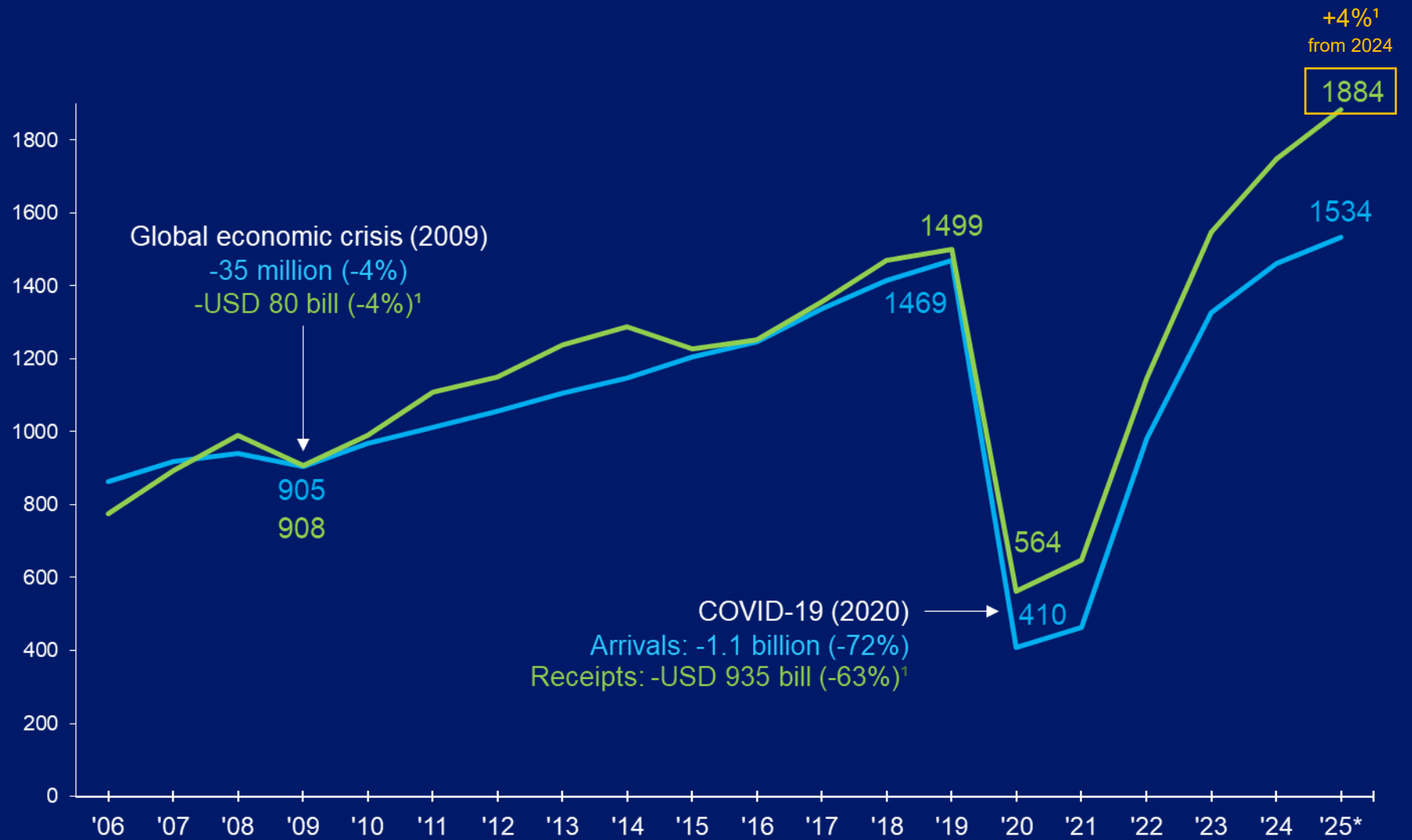
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International tourist arrivals and receipts

- Arrivals (millions)
- Receipts (USD billions)

Source: UN Tourism
(Data as of May 2026)

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



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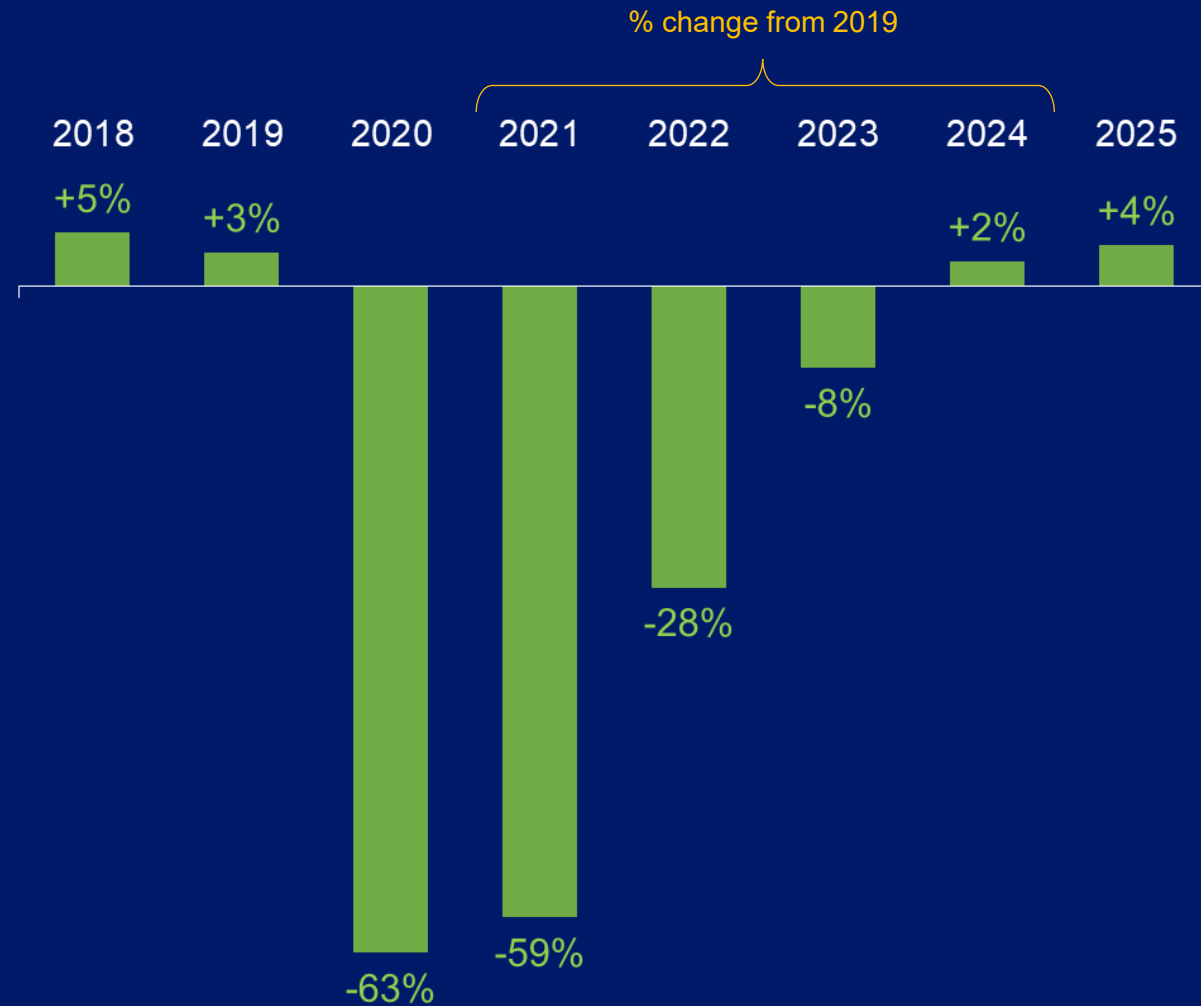
International tourism receipts

% Change (year on year) ^{1 2}

Source: UN Tourism
(Data as of May 2026)

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

² Real percent change
(local currencies at constant prices).



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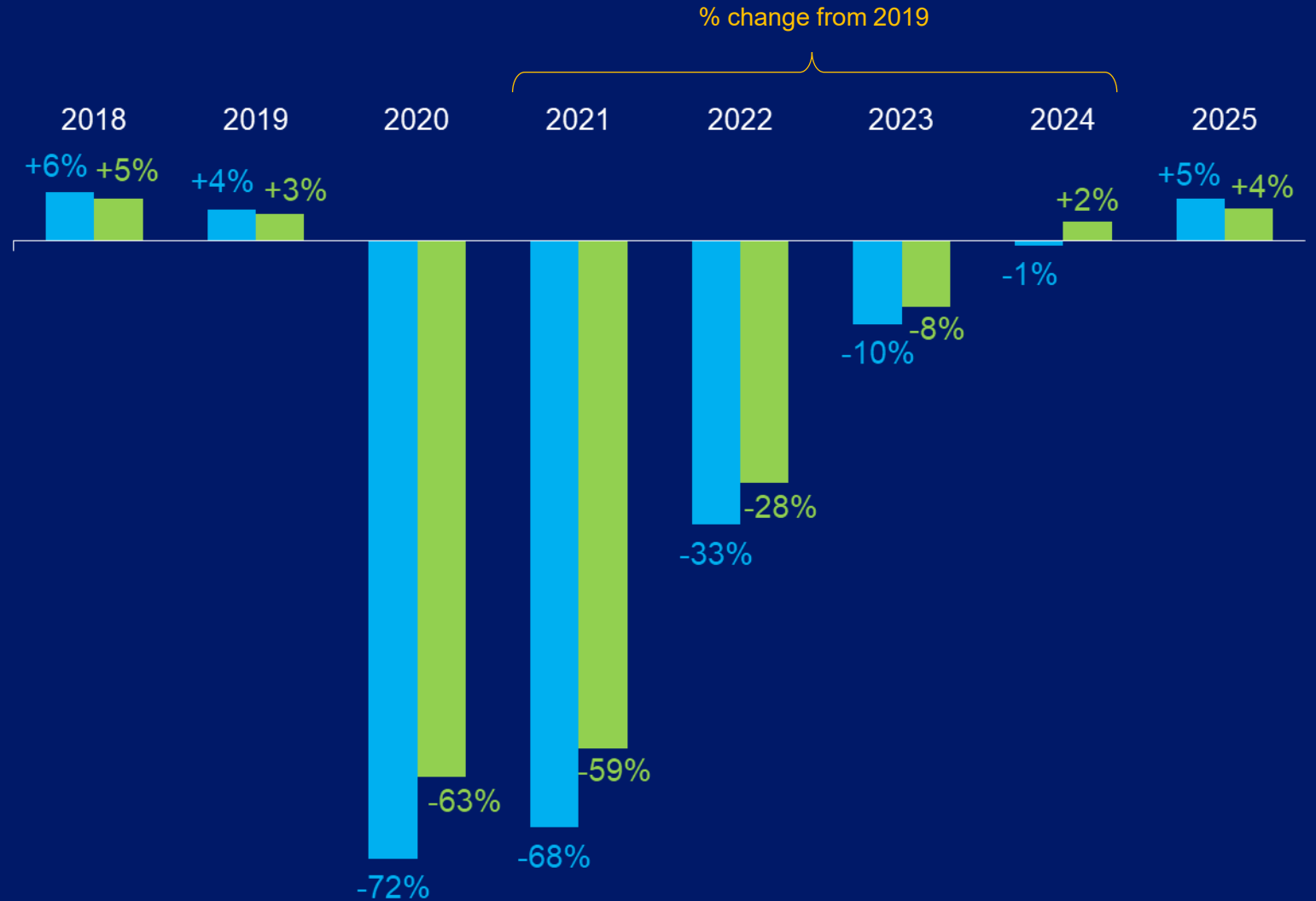
International tourist arrivals and receipts

% Change (year on year) ¹

- Arrivals
- Receipts (real change)

Source: UN Tourism
(Data as of May 2026)

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



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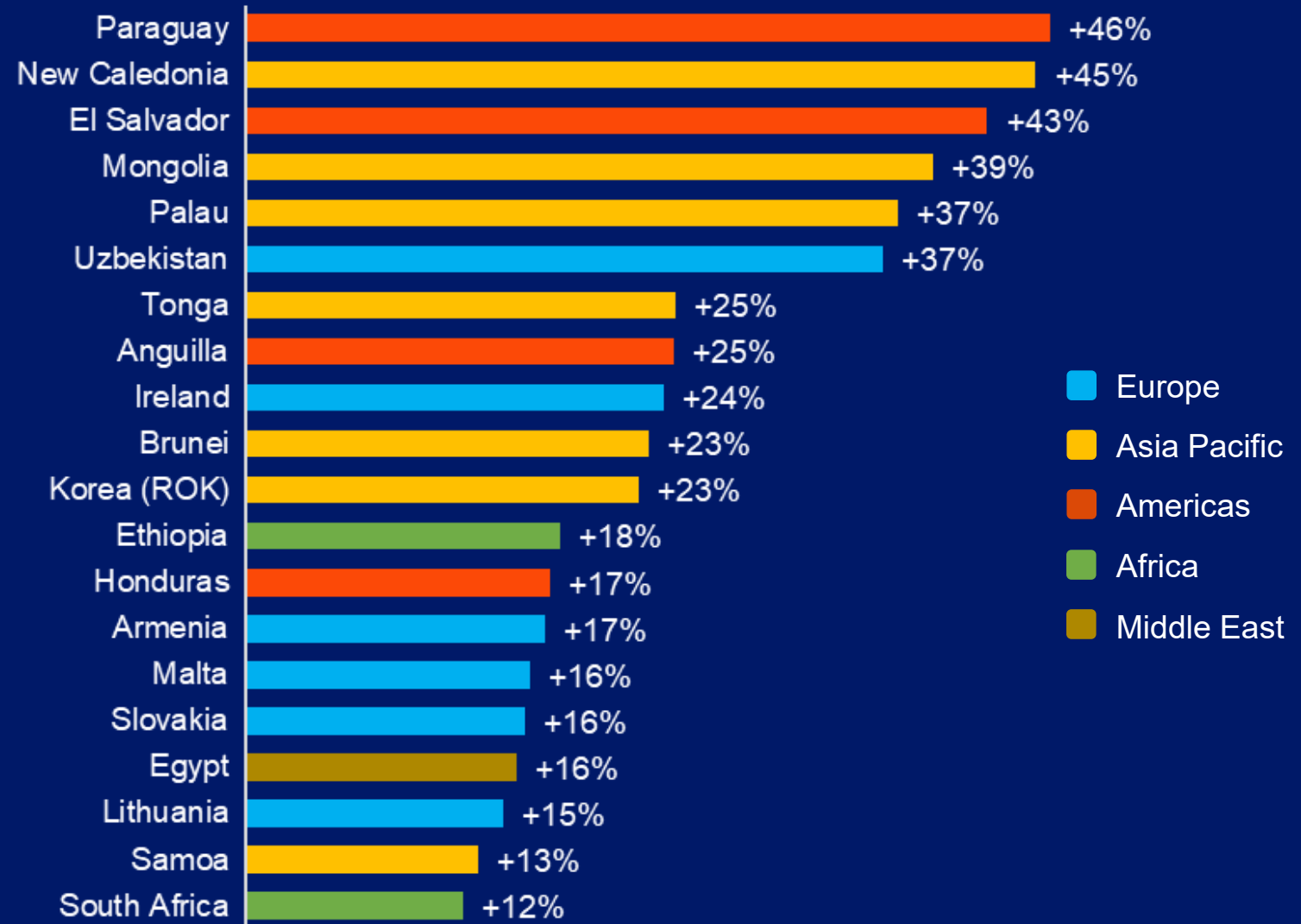
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Top 20 best-performing destinations in Q1 2026*

International tourist arrivals
% change from 2025

Source: UN Tourism
(Data as of May 2026)

* Based on destinations with available data for Q1 2026.



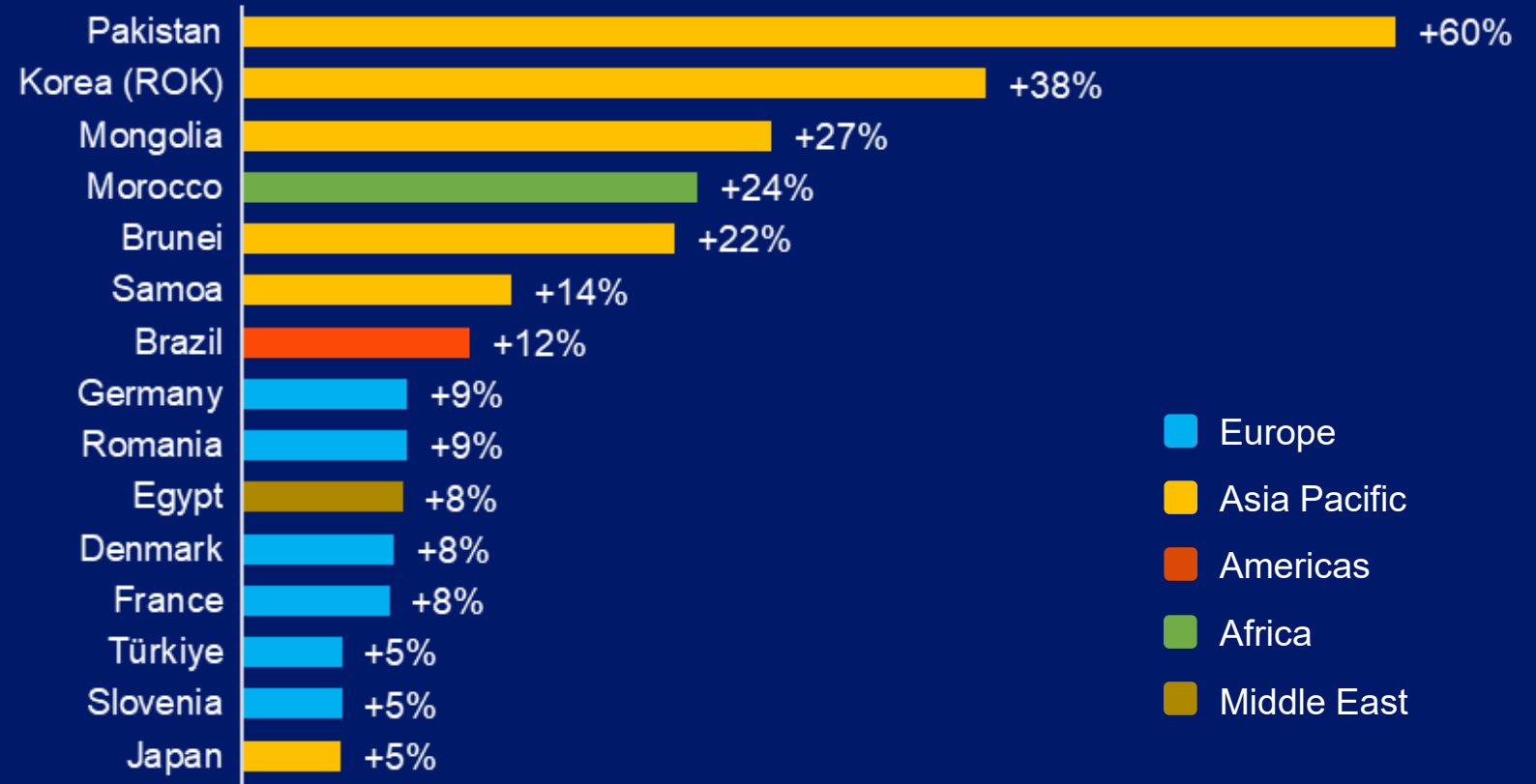
Top 15 best-performing destinations in earnings Q1 2026*

International tourism receipts
% change from 2025¹

Source: UN Tourism
(Data as of May 2026)

* Graph contains Top 15, instead of Top 20 best-performing destinations (growth in receipts) due to limited number of countries with data for January through March 2026.

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



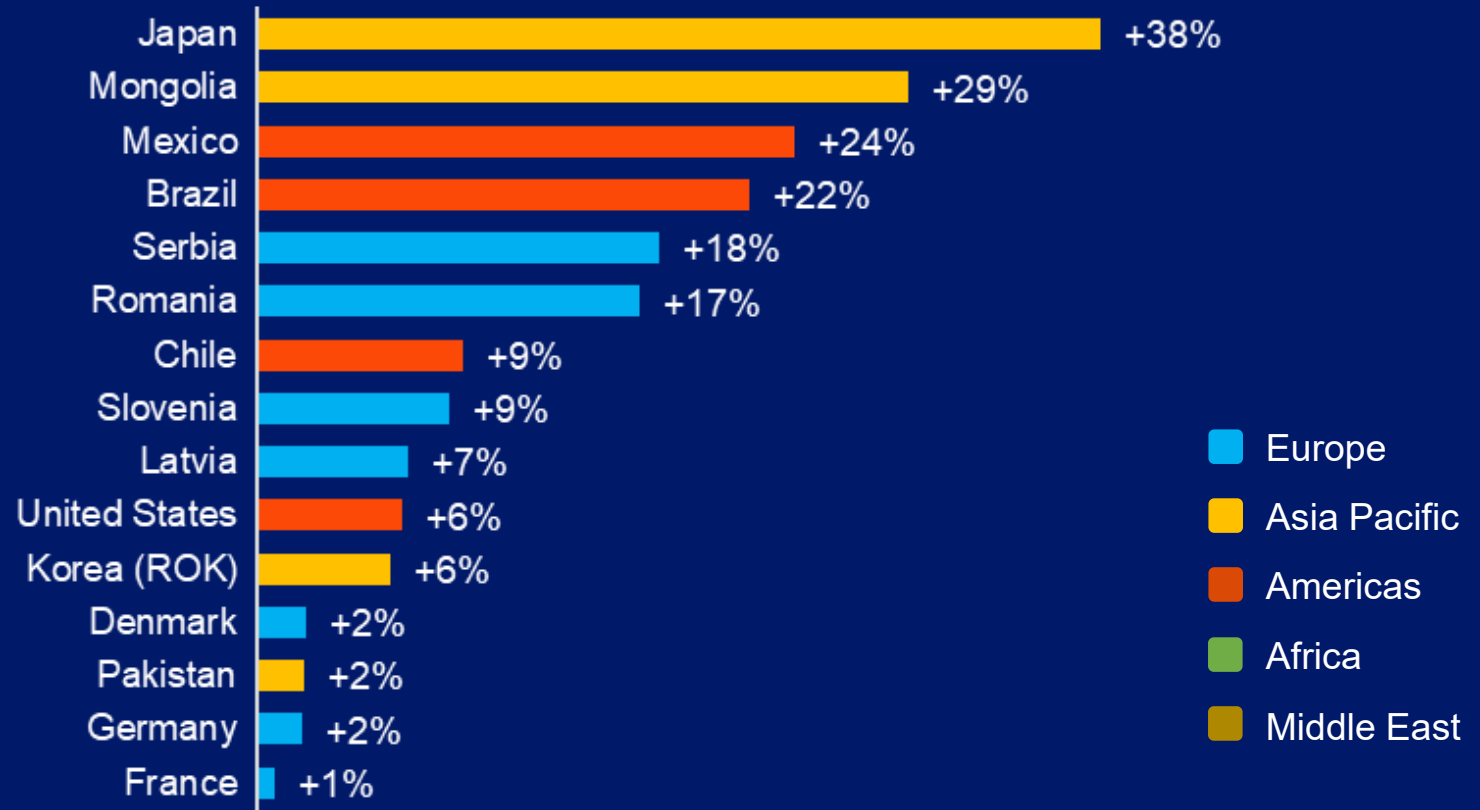
Top 15 best-performing markets by spending Q1 2026*

International tourism expenditure
% change from 2025¹

Source: UN Tourism
(Data as of May 2026)

* Graph contains Top 15, instead of Top 20 best-performing destinations (growth in outbound expenditure) due to limited number of countries with available data for January through March 2026.

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

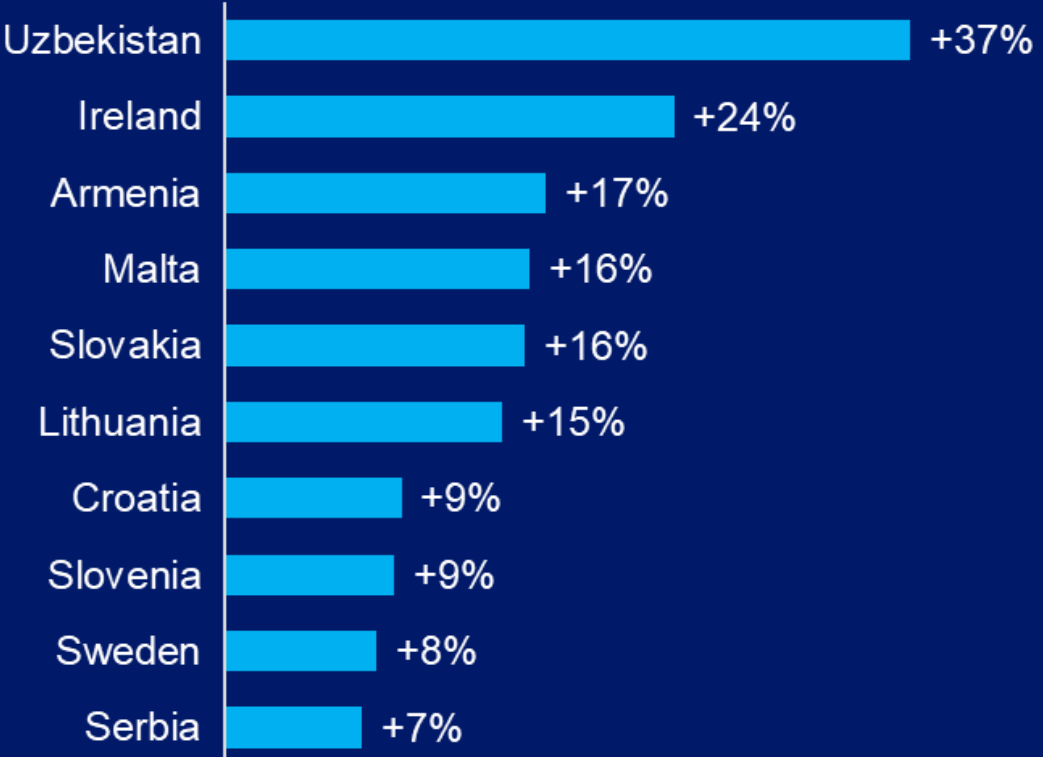


Best-performing destinations in Europe, Q1 2026*

International tourist arrivals
% change from 2025

Source: UN Tourism
(Data as of May 2026)

* Based on destinations with available data for Q1 2026.



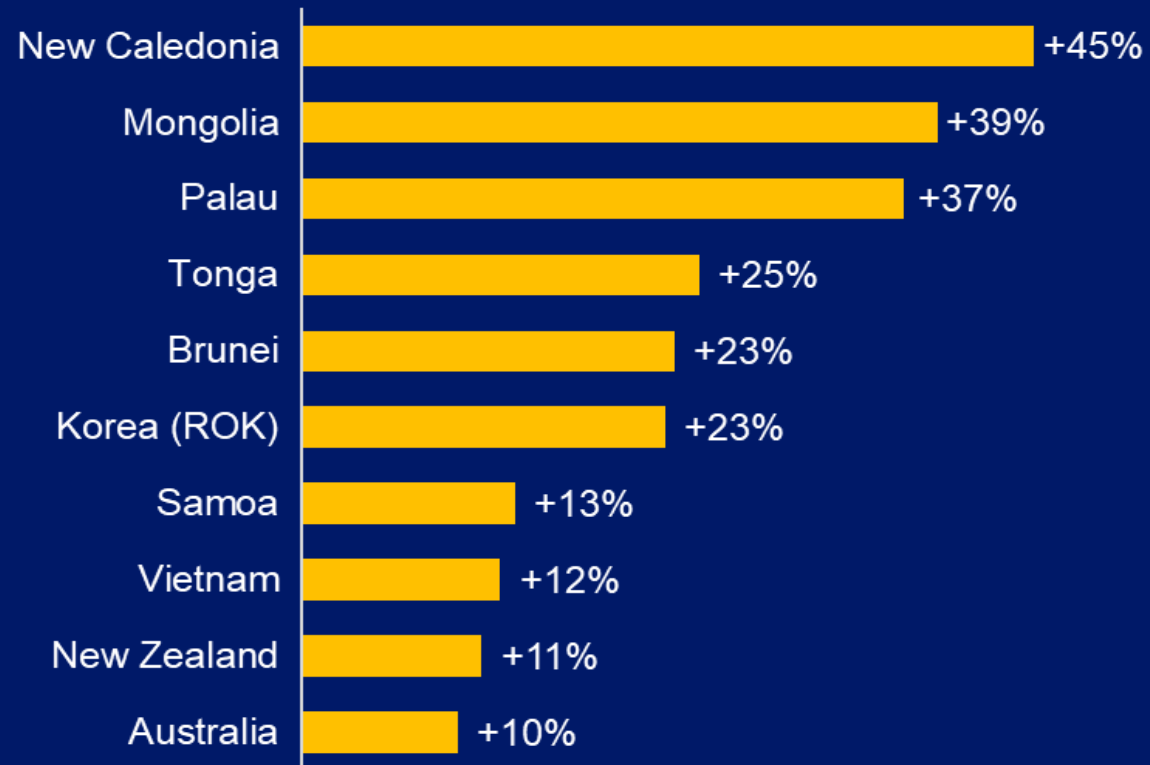
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Best-performing destinations in Asia Pacific, Q1 2026*

International tourist arrivals
% change from 2025

Source: UN Tourism
(Data as of May 2026)

* Based on destinations with available data for Q1 2026.



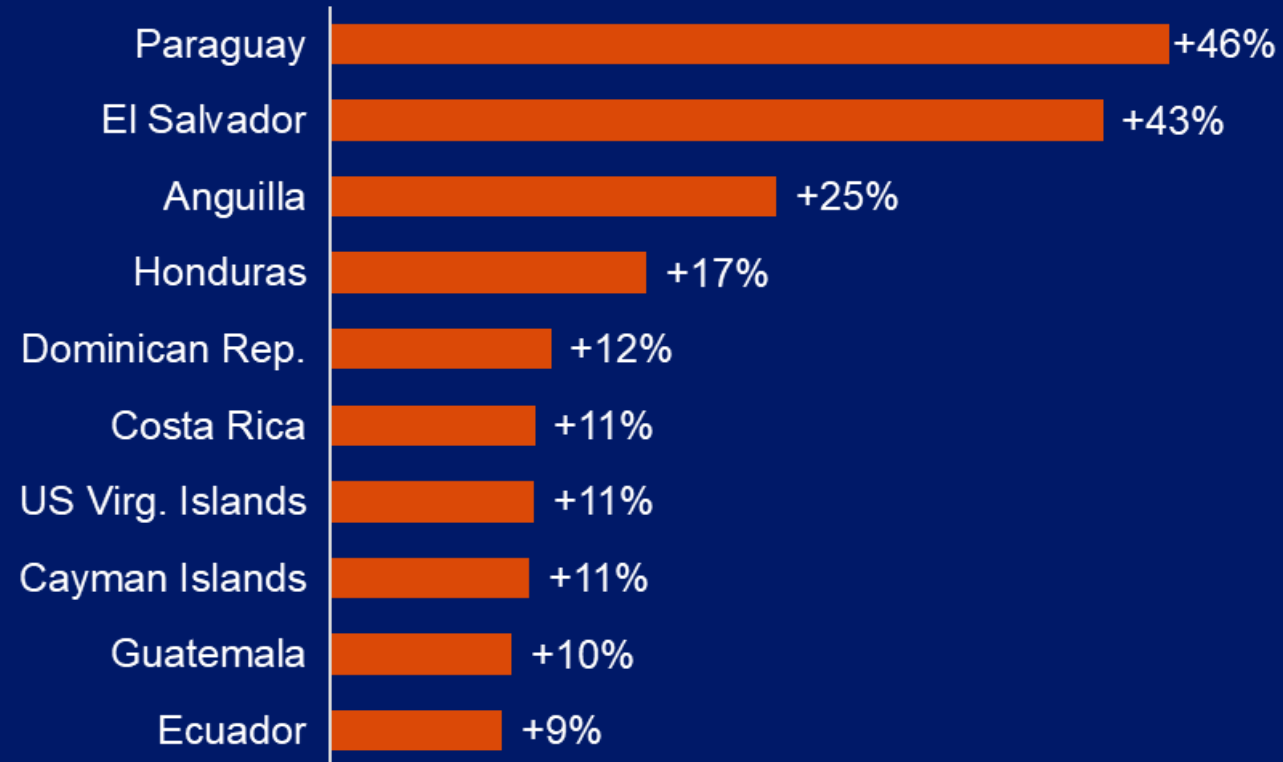
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Best-performing destinations in Americas, Q1 2026*

International tourist arrivals
% change from 2025

Source: UN Tourism
(Data as of May 2026)

* Based on destinations with available data for Q1 2026.



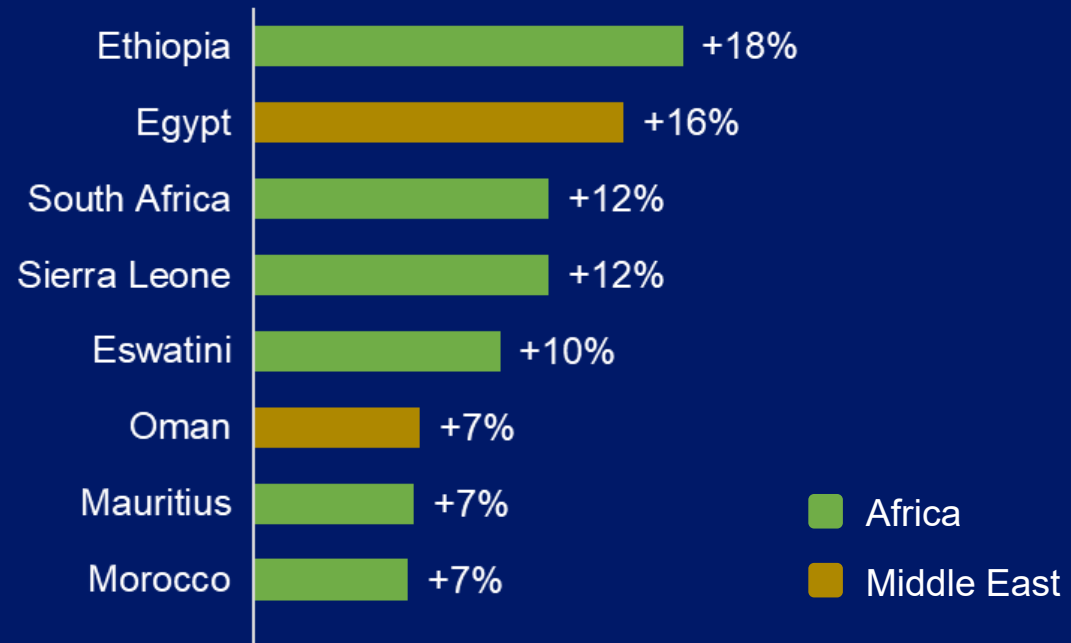
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Best-performing destinations in Africa and Middle East Q1 2026*

International tourist arrivals
% change from 2025

Source: UN Tourism
(Data as of May 2026)

* Graph combines best performers from Africa and the Middle East due to limited country data from these regions for Q1 2026.



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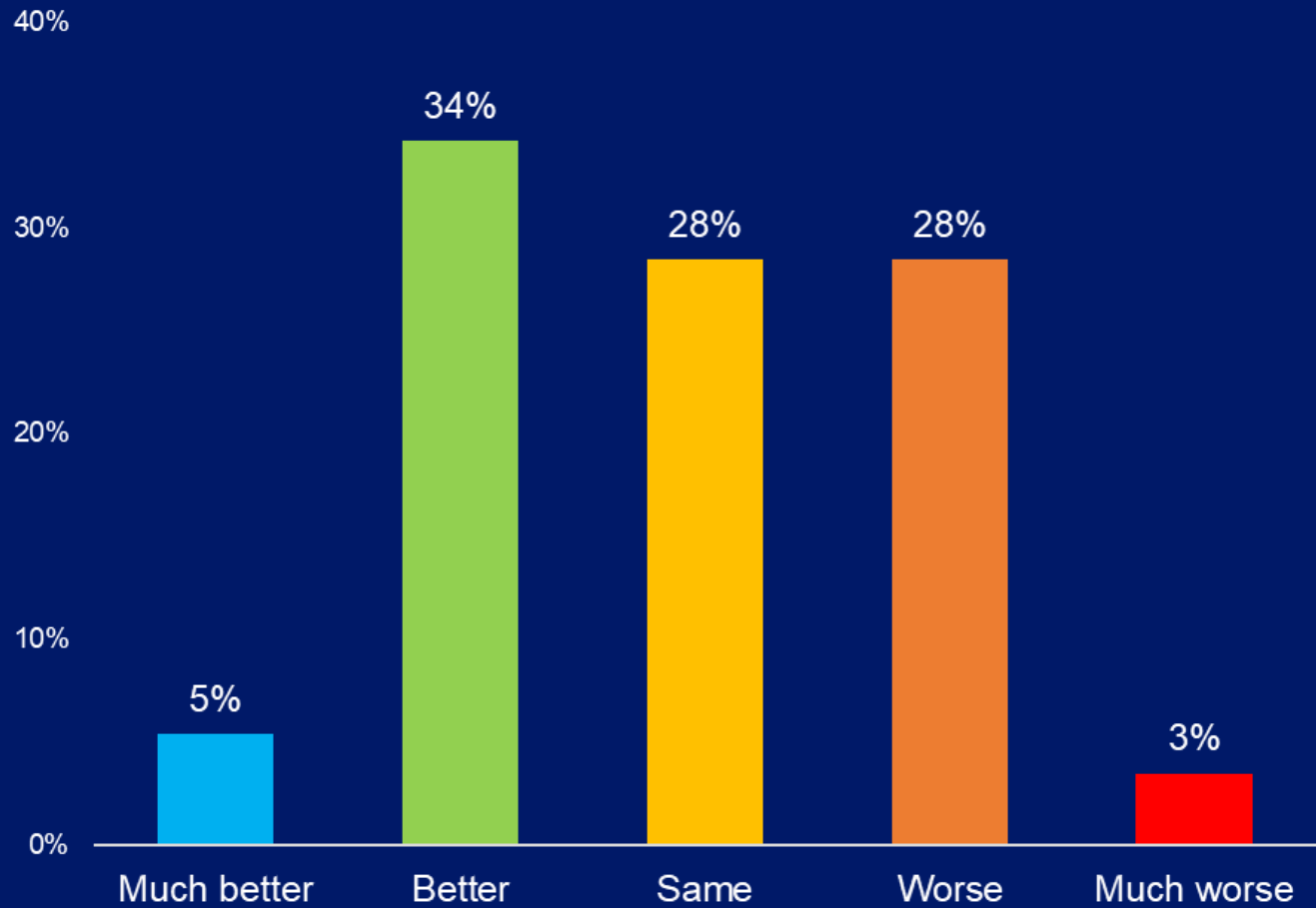
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What are your prospects for your destination in 2026?

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



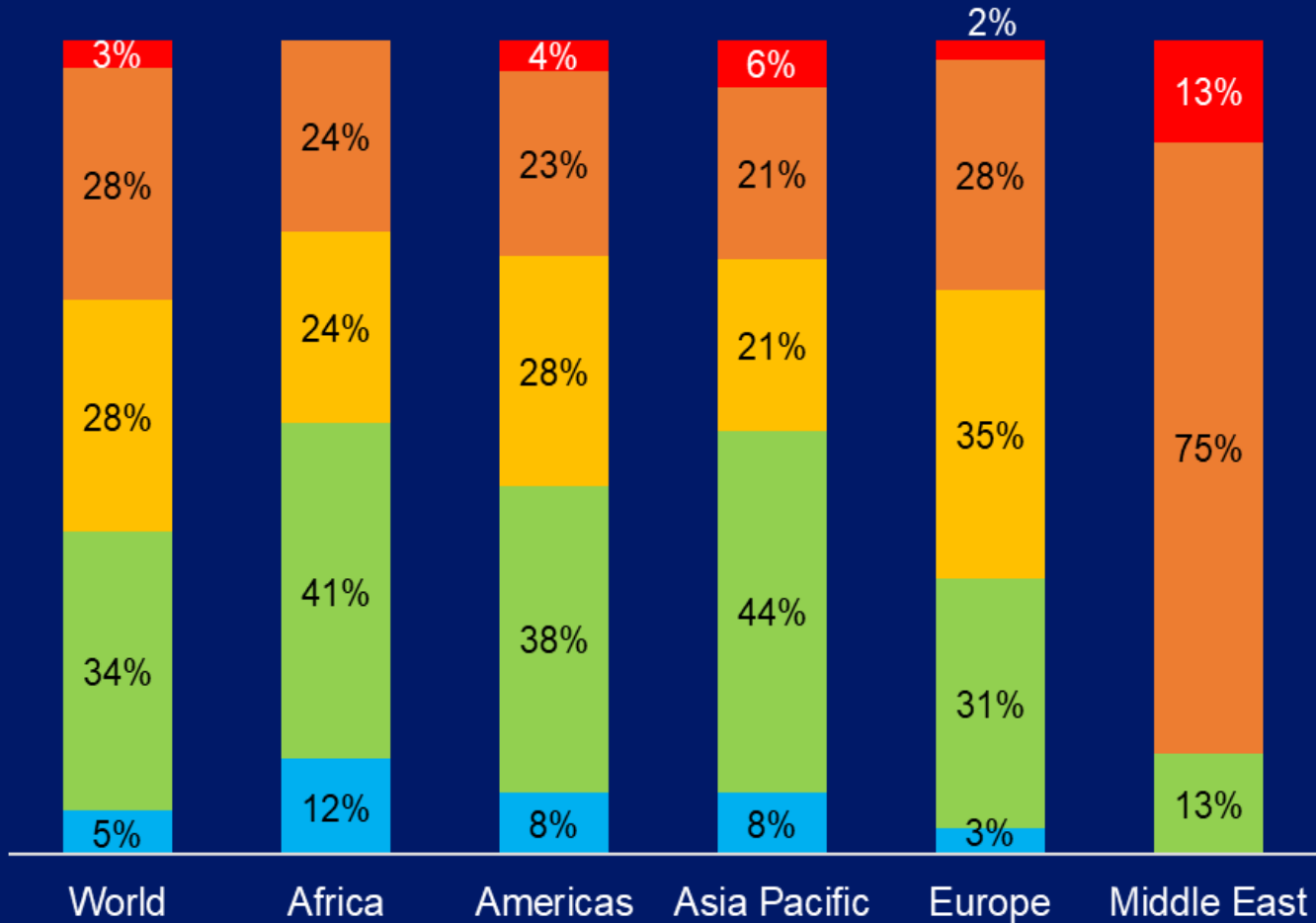
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What are your prospects for your destination in May-August 2026?

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

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

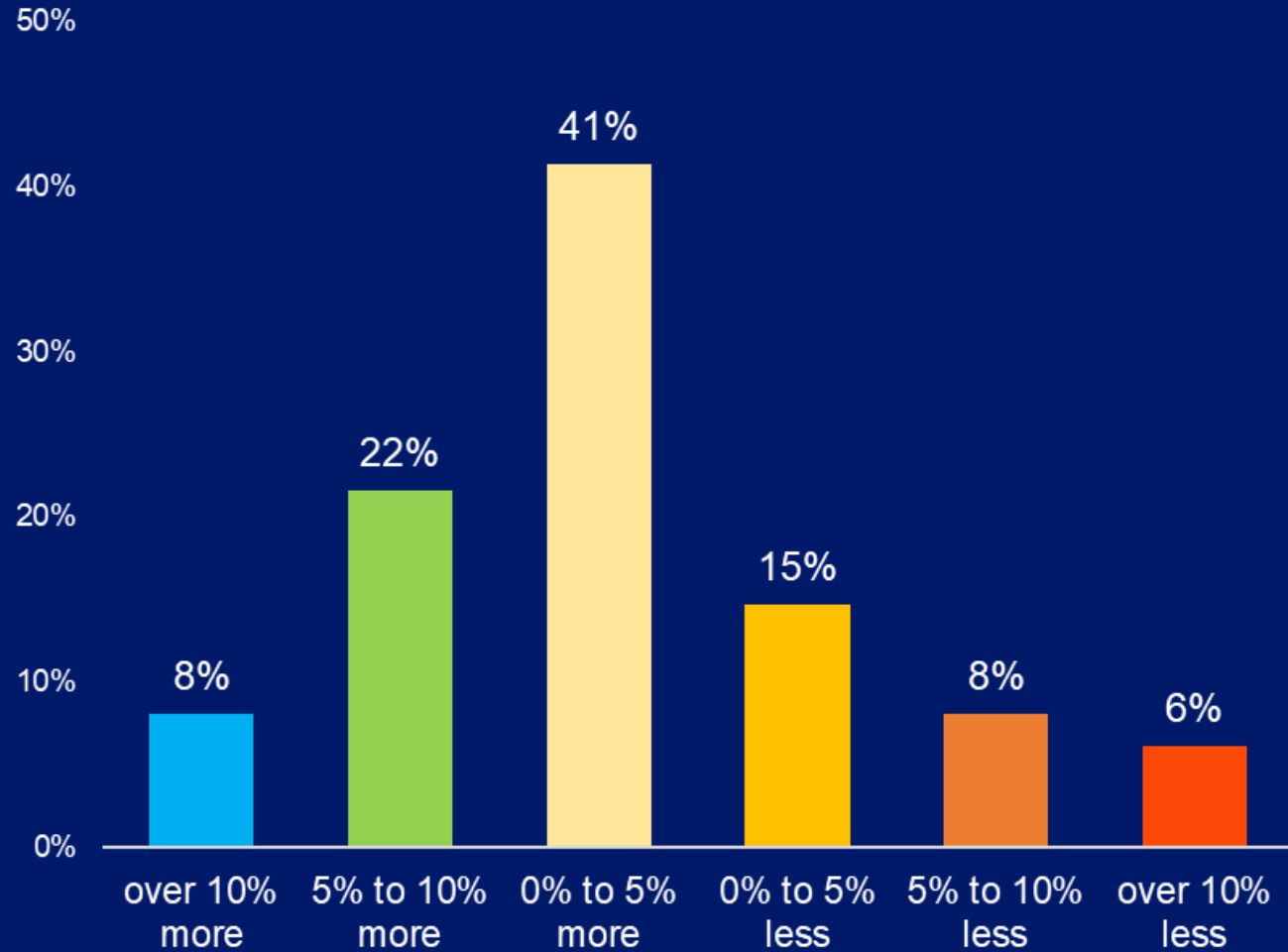
Percentage of responses by world region



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

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

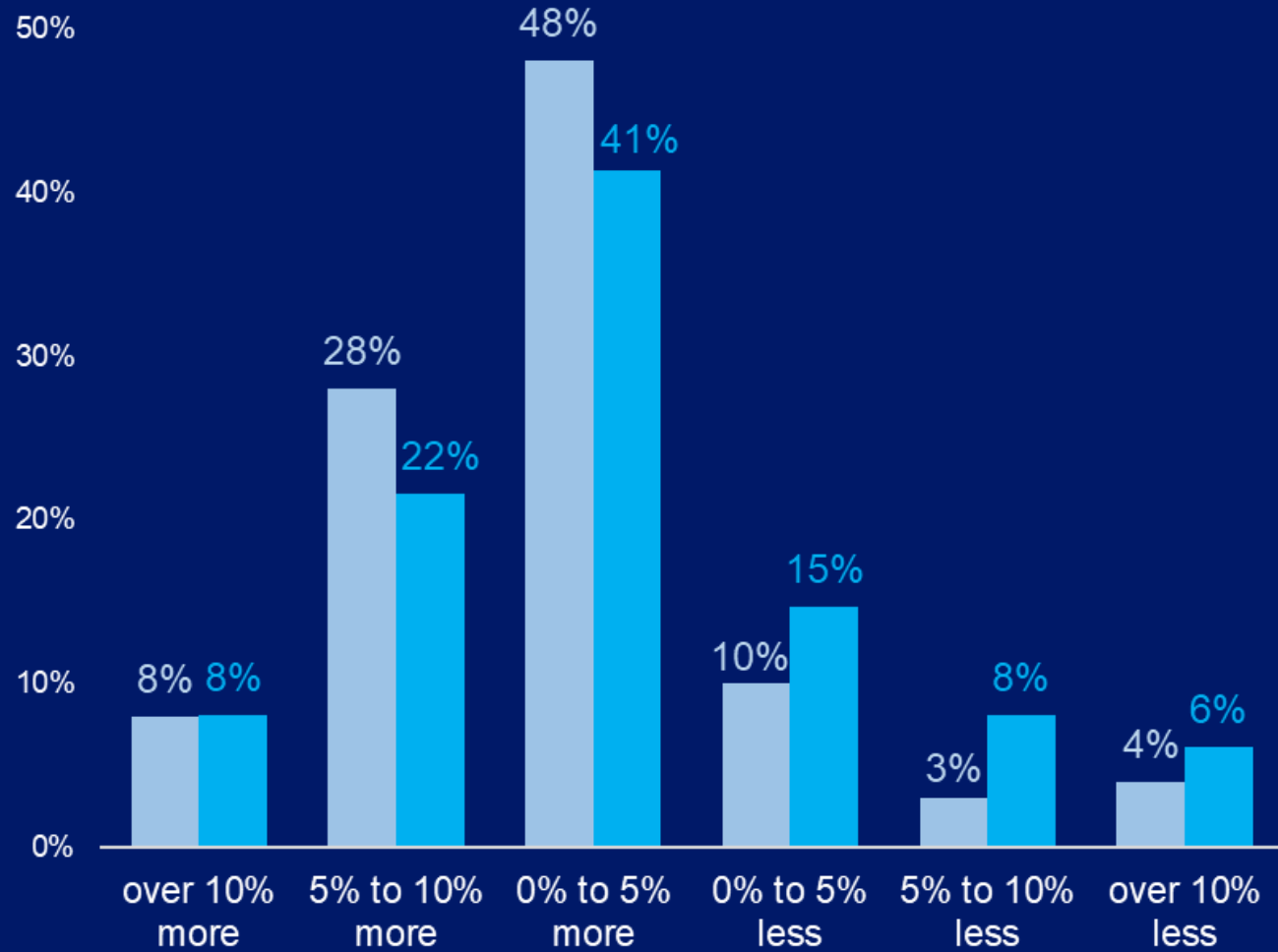


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What levels of international tourist arrivals do you expect in your destination in 2026 (versus 2025)?

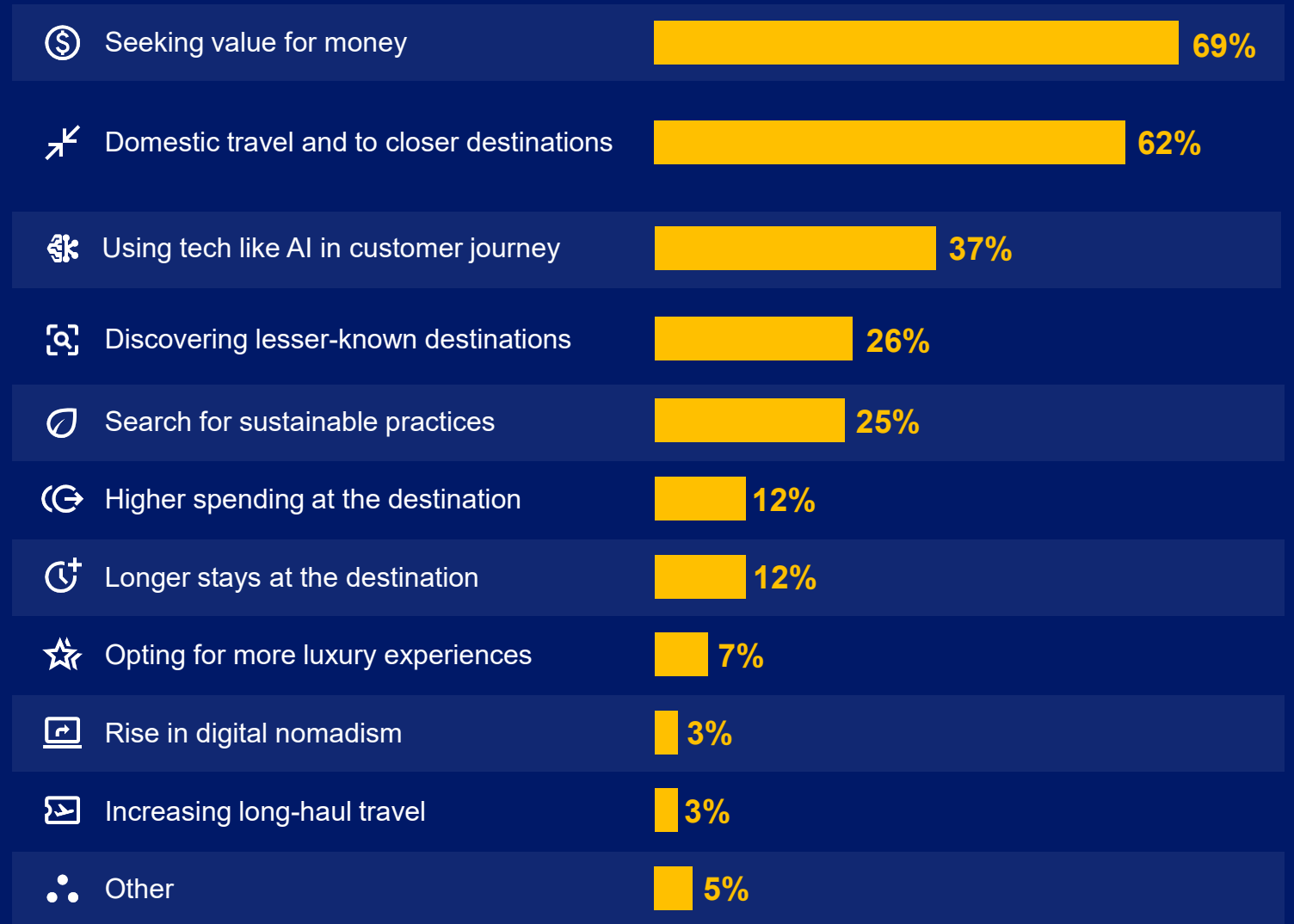
- January 2026 survey
- May 2026 survey

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



What consumer trends do you expect in 2026?

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



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Source: Survey of the UN Tourism Panel of Experts (Data as of May 2026)

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

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



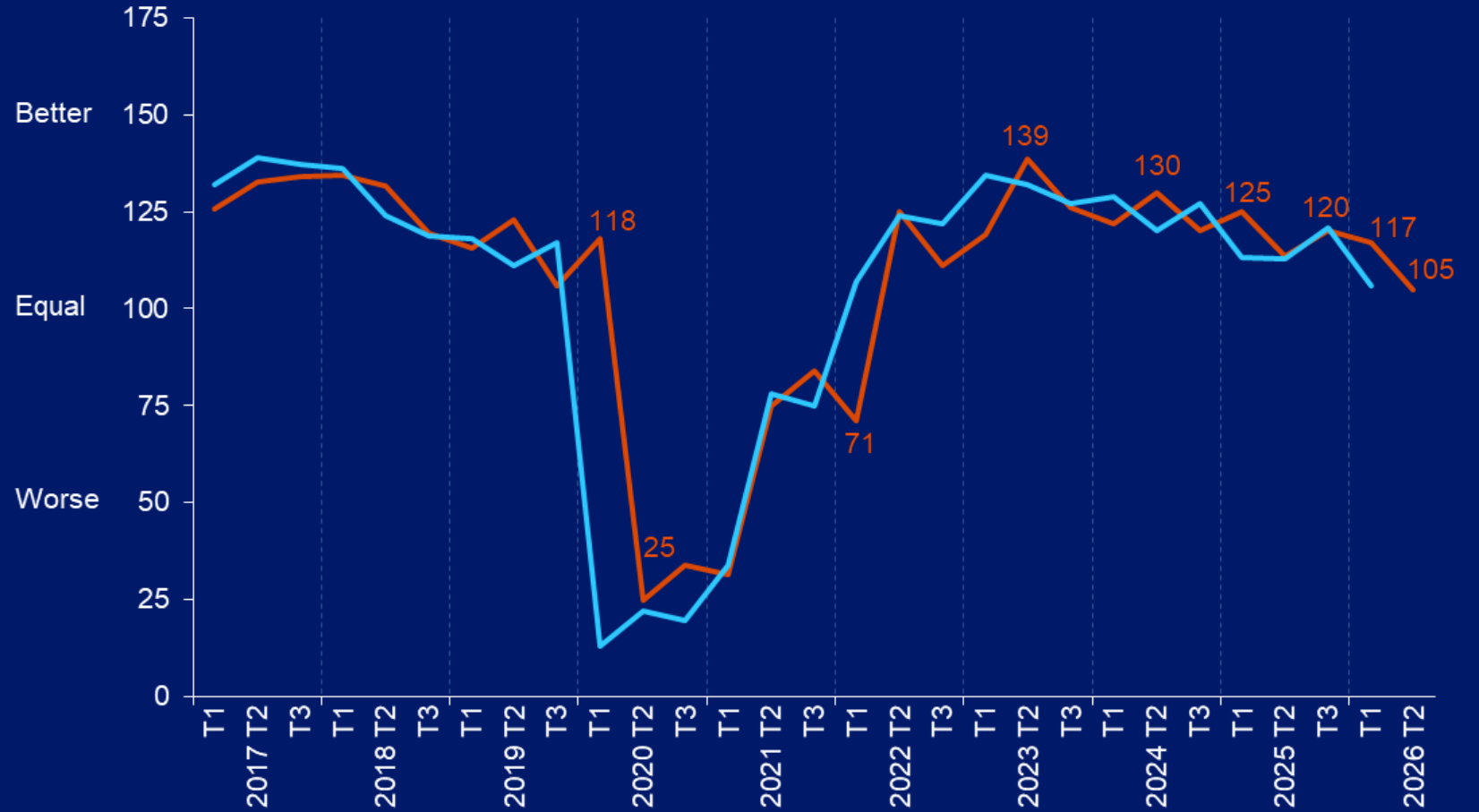
UN Tourism Confidence Index

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

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

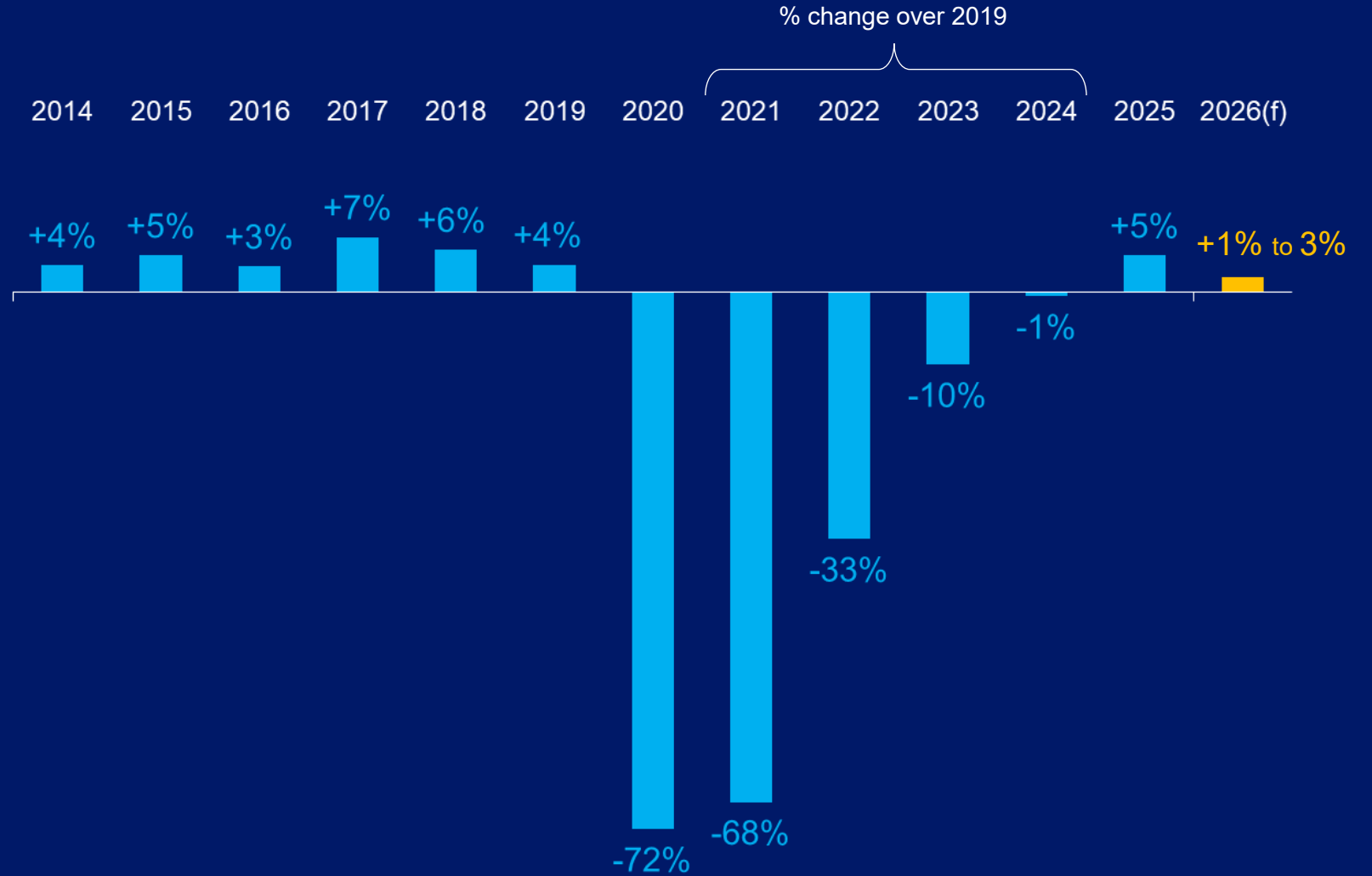
% Change (year-on-year)*

- Actual data
- 2026 Forecast

Source: UN Tourism (May 2026)

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

(f) Revised forecast as of May 2026



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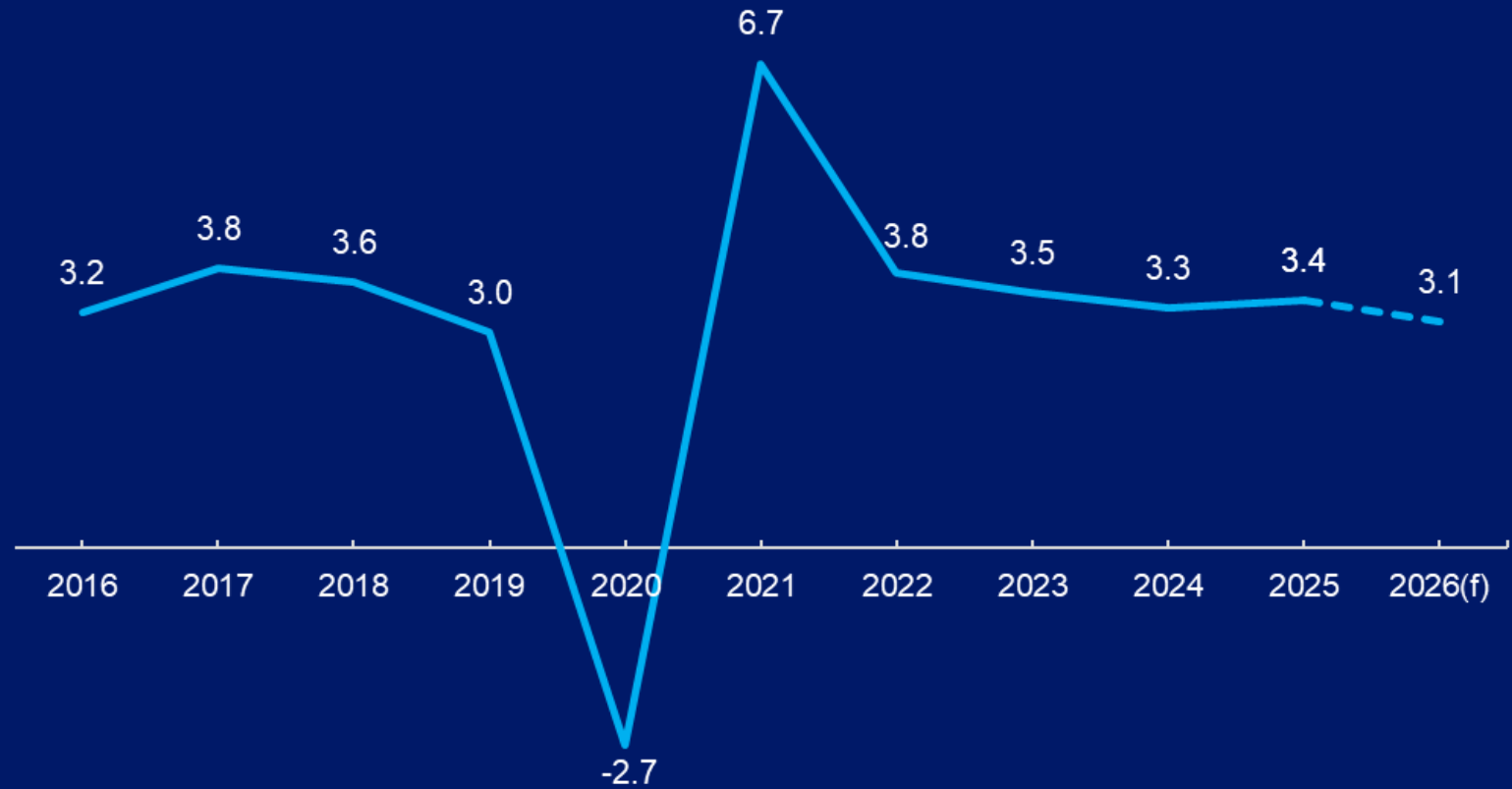
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World GDP (constant prices)

% change

Source: IMF: World Economic Outlook,
April 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 (May 2026)

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

(f): Forecast



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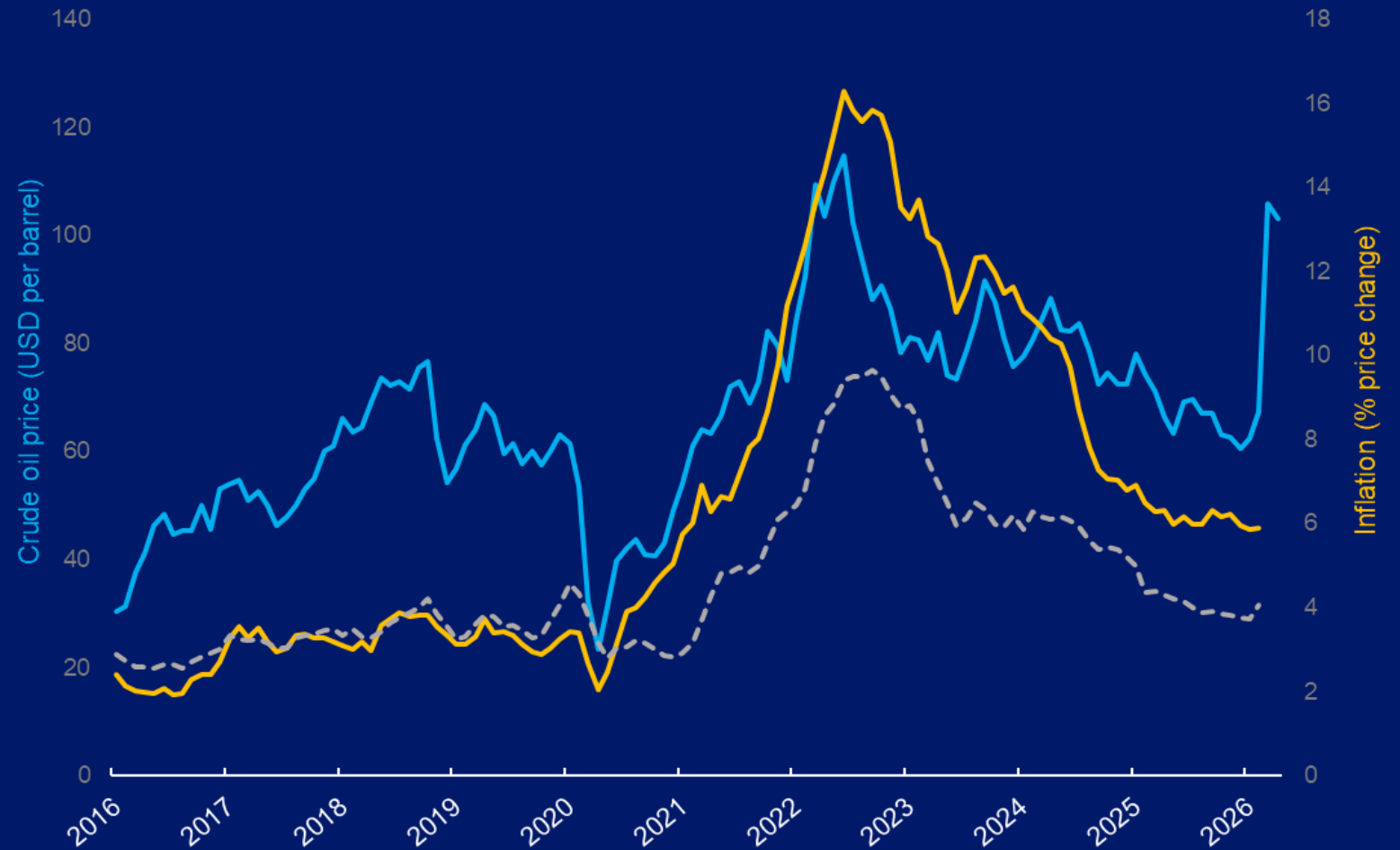
Monthly inflation and Crude oil price (APSP)¹

Inflation: % price change
Oil price: USD per barrel

- Tourism inflation proxy (R axis)*
- Headline inflation (R axis)
- Crude oil price (L axis)

Source: UN Tourism and IMF (May 2026)
* Tourism inflation proxy is a weighted average of restaurant & hotel and transport inflation.

¹ APSP: Average petroleum spot price (Brent, West Texas Intermediate and Dubai Fateh).



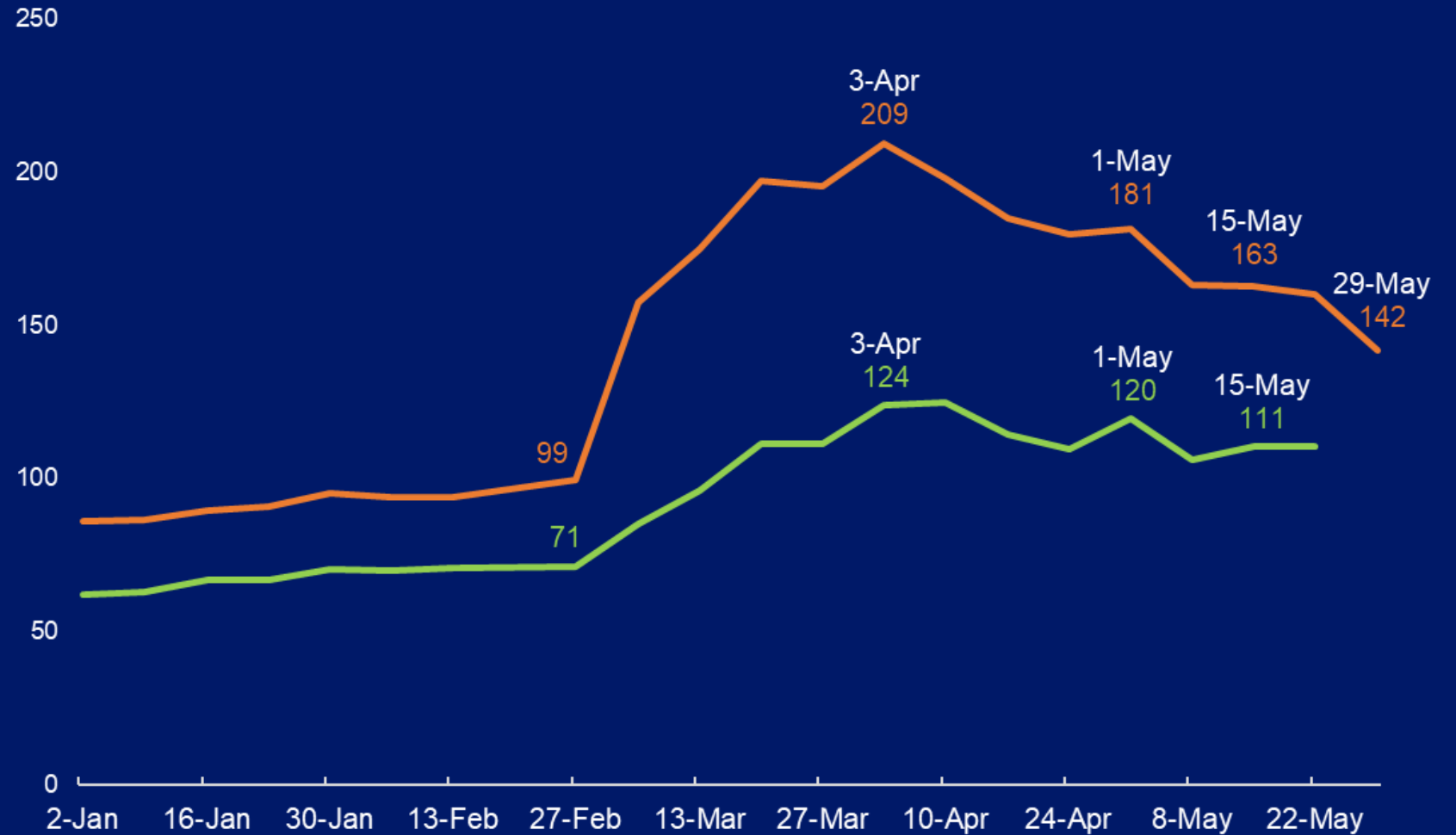
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Brent Crude oil and Jet fuel, weekly prices* January-May 2026

USD per barrel

- Jet fuel
- Brent crude oil - Europe

Source: Federal Reserve Bank of St. Louis (Brent) and IATA (Jet fuel).
(Data as of May 2026)



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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**