

World Tourism Barometer

(PPT version)

Volume 24 · Issue 3 · September 2026

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



UN Tourism



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1. Key findings
2. International tourist arrivals, H1 2026
3. International tourism receipts, 2025
4. Best-performing destinations and markets, H1 2026
5. UN Tourism Confidence Index and Outlook
6. Economic indicators



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Key findings

World Tourism Barometer
September 2026

International tourism holds steady with 0.4% growth in first half of 2026 as Middle East conflict and rising costs weigh on momentum

- An estimated 690 million international tourists were recorded in the first half (H1) of 2026, a modest 0.4% increase, or 3 million more than the same period in 2025.
- International travel was affected by flight disruptions in the Middle East, mixed consumer confidence, elevated oil prices and broader inflationary pressures.
- After increasing 2% in Q1 2026, international arrivals slipped 1% in Q2, following a 3% drop in April due to the the Middle East conflict and the calendar effect of Easter starting in March this year. Arrivals also dropped 3% in June, following declines in Western Europe (-6%) and South-East Asia (-5%).
- By region, Africa (+4%) and Europe (+3%) saw the strongest results in January-June 2026, while the Americas recorded 2% growth. Arrivals in Asia and Pacific increased 1% but remained 11% below 2019 levels. The Middle East saw a 22% decline this six-month period, directly impacted by the conflict.
- Some 45% of UN Tourism Panel experts expect better (41%) or much better (4%) performance in September-December 2026, while 34% foresee similar results than in the same months of 2025. The remaining 21% expect performance to be worse or much worse.
- International tourist arrivals are now forecast to grow between 1% and 2% in 2026, in view of the latest data and current geopolitical volatility, below UN Tourism's original projection of 3% to 4%.



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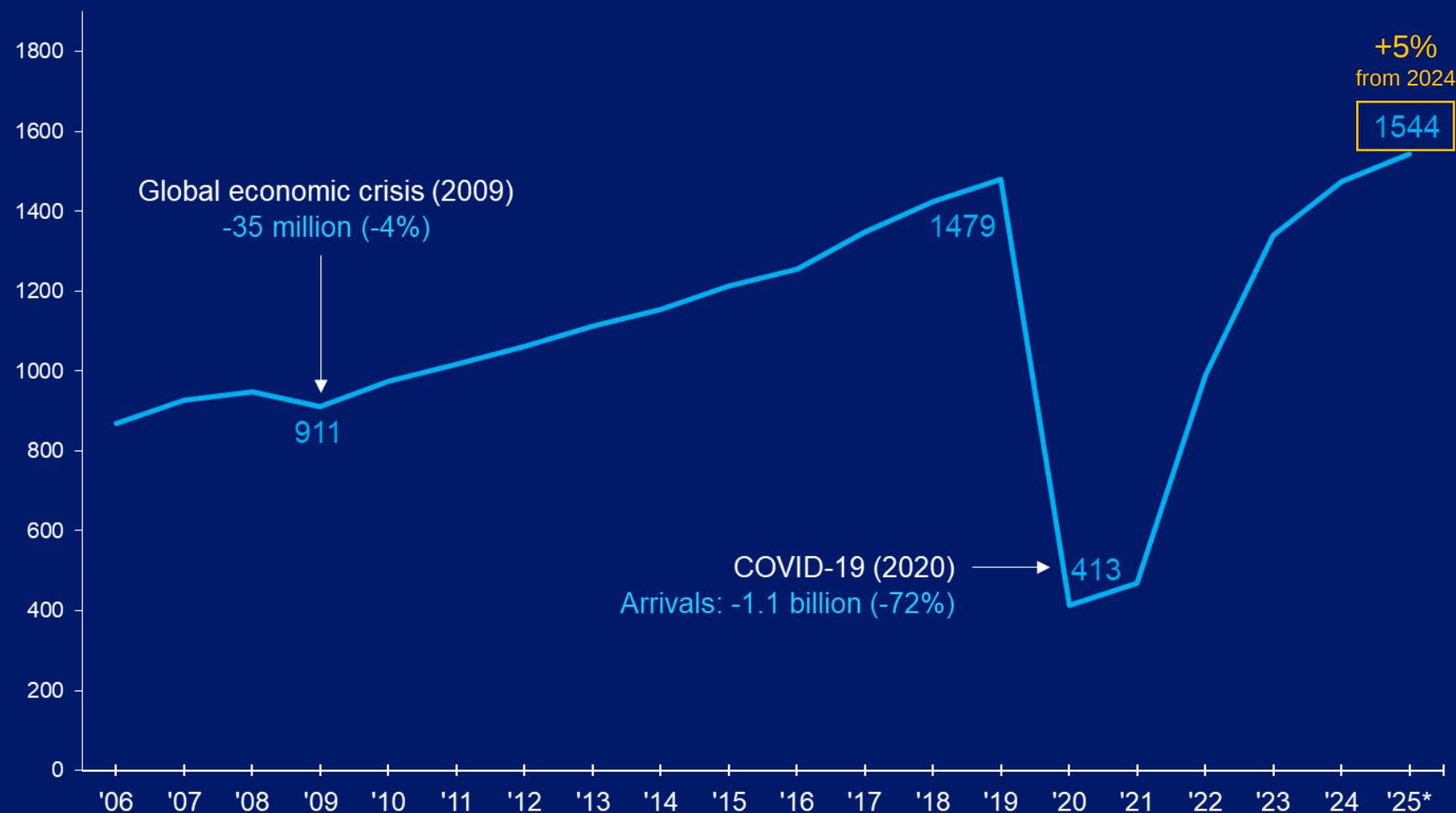
International tourist arrivals

Millions

Source: UN Tourism
(Data as of September 2026)



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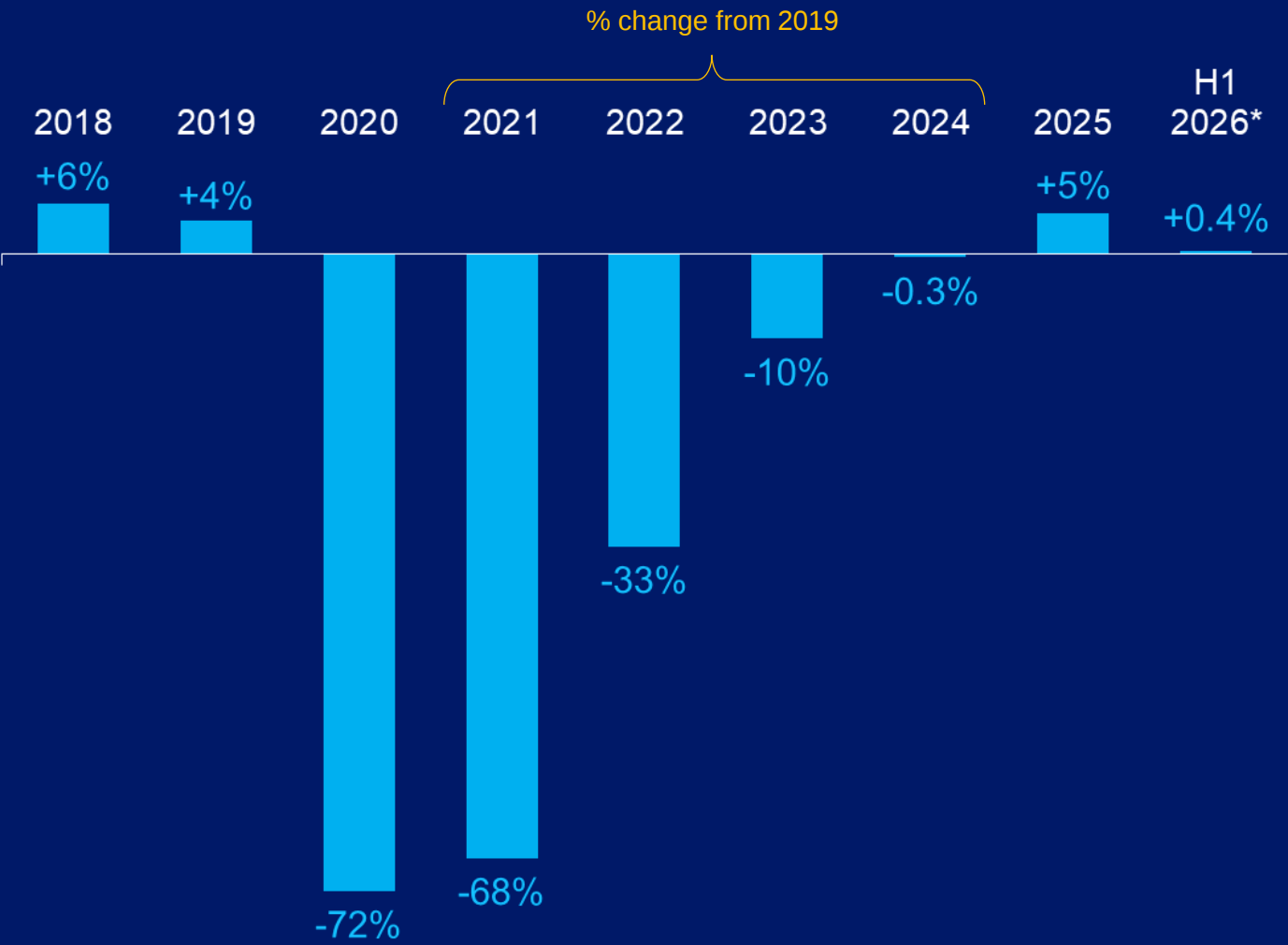


International tourist arrivals

% Change (year on year) ¹

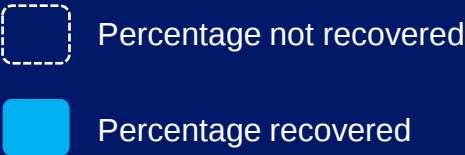
Source: UN Tourism
(Data as of September 2026)

* Provisional data
H1: First half of the year (January - June)
¹ Percentage change is year on year, except 2021 through 2024 which is relative to 2019.



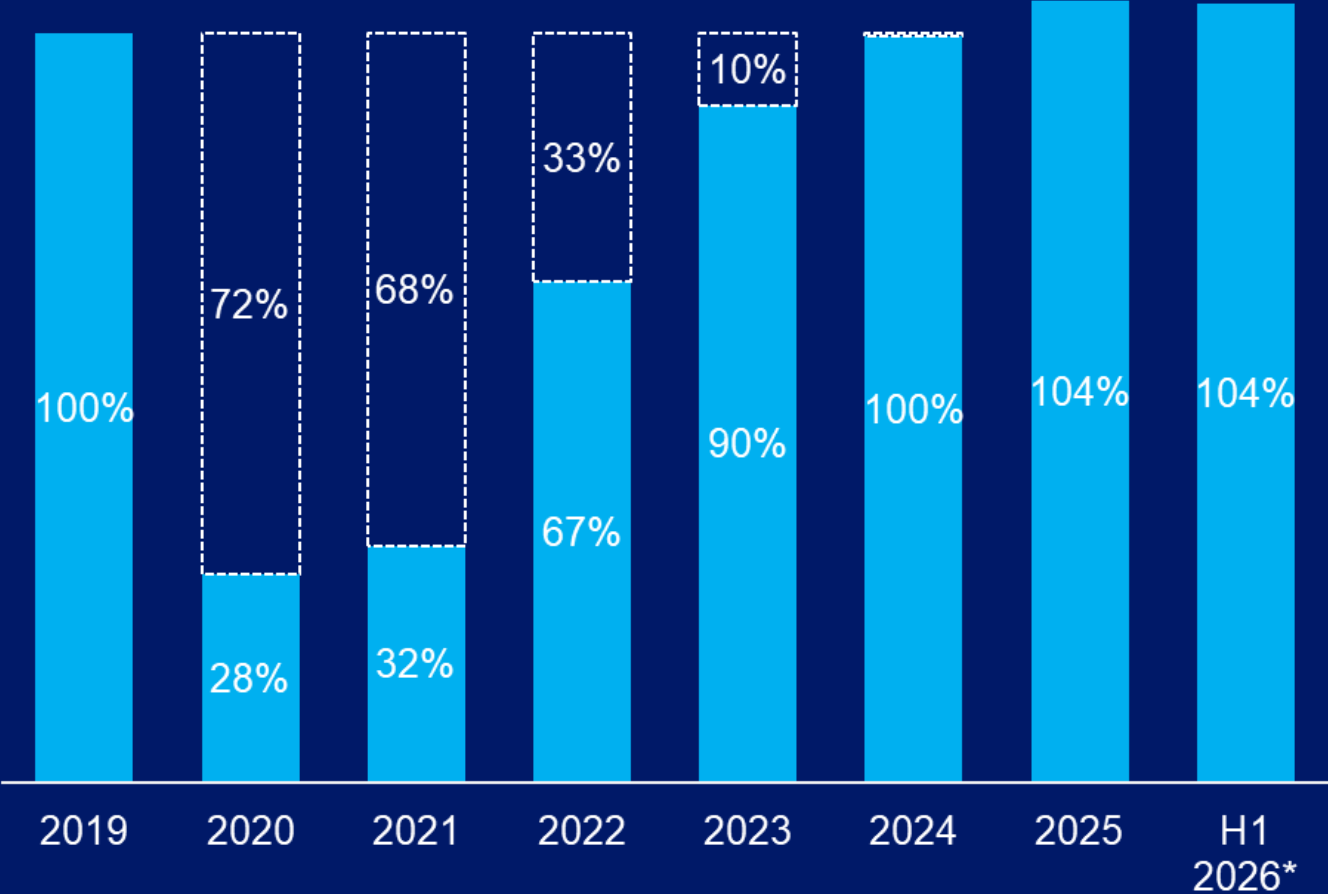
Recovery of international tourist arrivals

Percentage of 2019 levels



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

* Provisional data
H1: First half of the year (January - June)



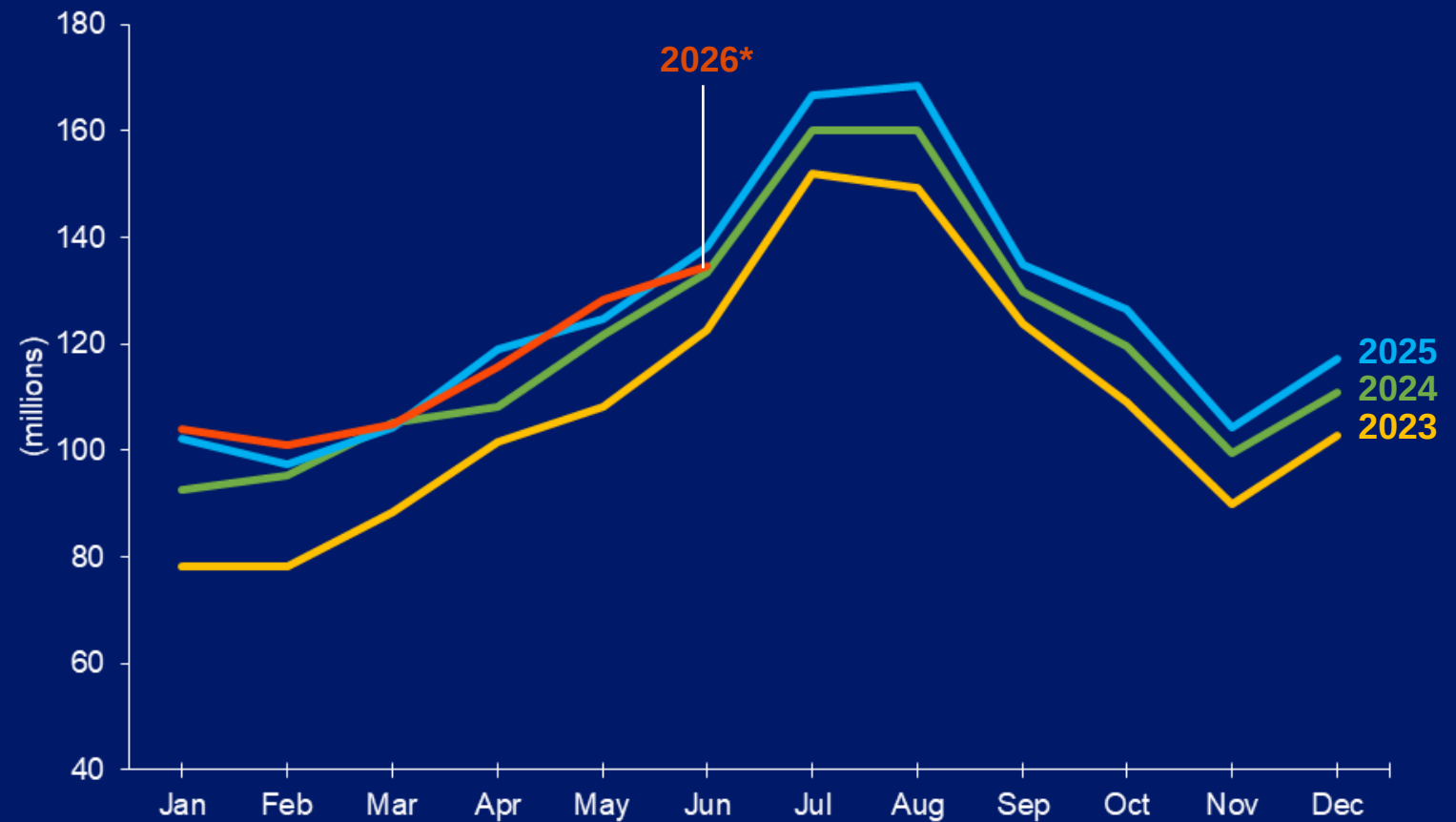
International tourist arrivals (world)

millions



Source: UN Tourism
(Data as of September 2026)

* Provisional data



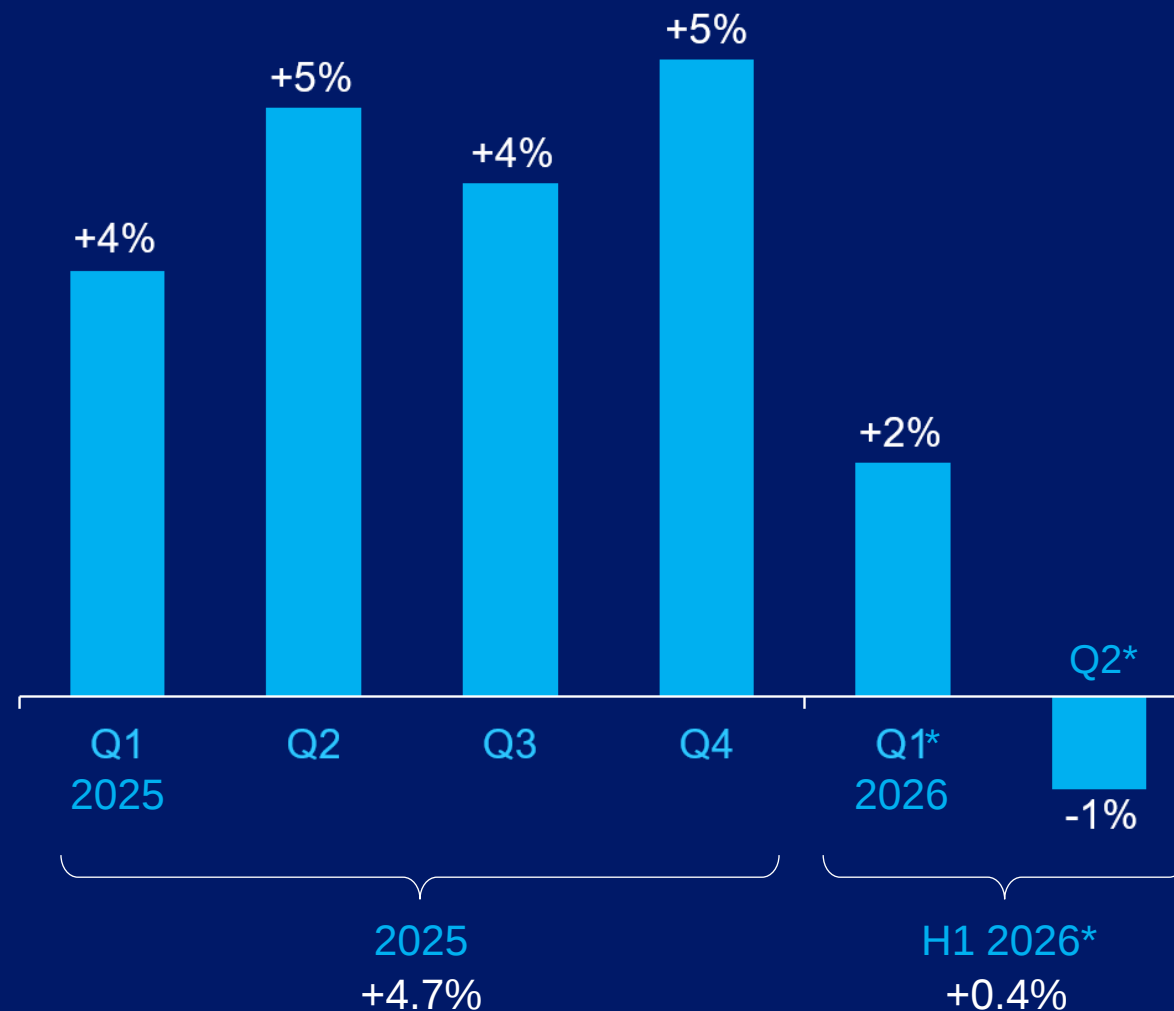
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International tourist arrivals By quarters Q1 2025 - Q2 2026

% change (year on year)

Source: UN Tourism
(Data as of September 2026)

* Provisional data
H1: first half of the year (Q1 & Q2)



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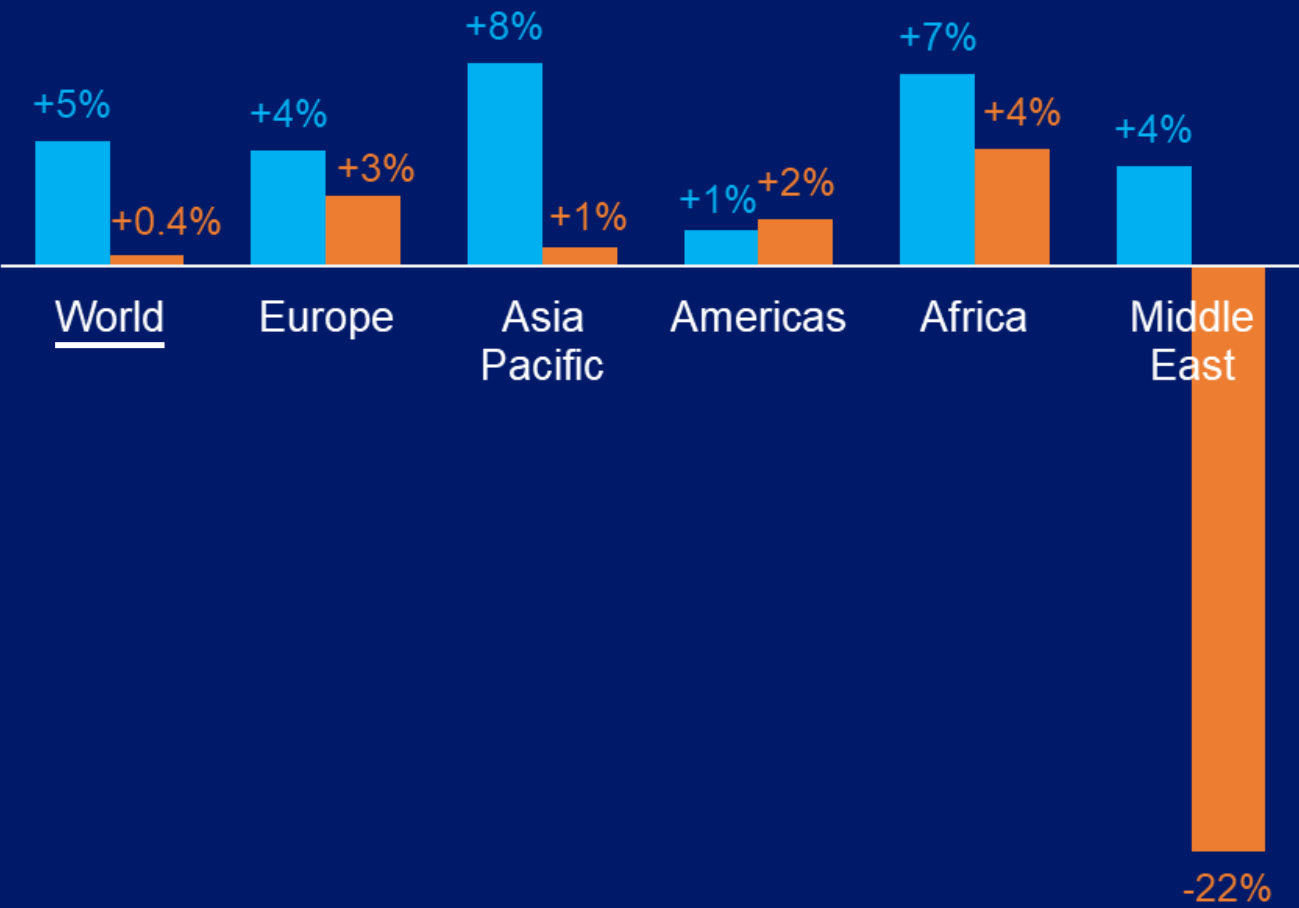
International tourist arrivals by region, 2025 & H1 2026*

% change (year on year)

- 2025
- H1 2026*

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

* Provisional data
H1: First half (January - June)



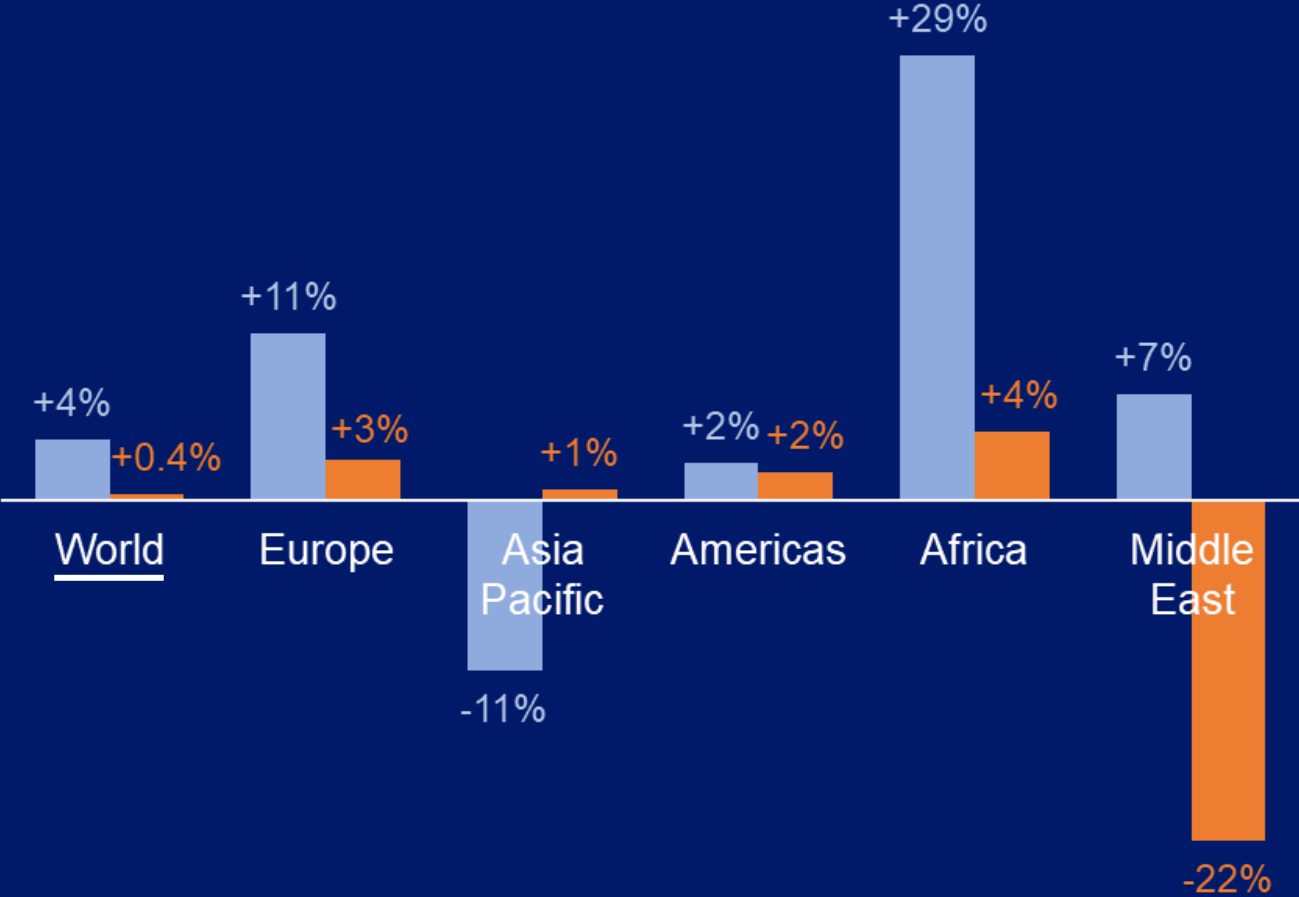
International tourist arrivals by region, H1 2026*

% change from 2025 and 2019

- Change from H1 2019 (pre-pandemic)
- Change from H1 2025

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

* Provisional data
H1: First half (January - June)



International tourist arrivals by region

% change (year on year)

World

2024: +10%
2025: +4.7%
H1 2026: +0.4%

Source: UN Tourism
(Data as of September 2026)
H1 2026 data are provisional

Americas

2024: +8%
2025: +1%
H1 2026: +2%

Europe

2024: +6%
2025: +4%
H1 2026: +3%

Africa

+15%
+7%
+4%

Middle East

+3%
+4%
-22%

Asia Pacific

+24%
+8%
+1%



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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.

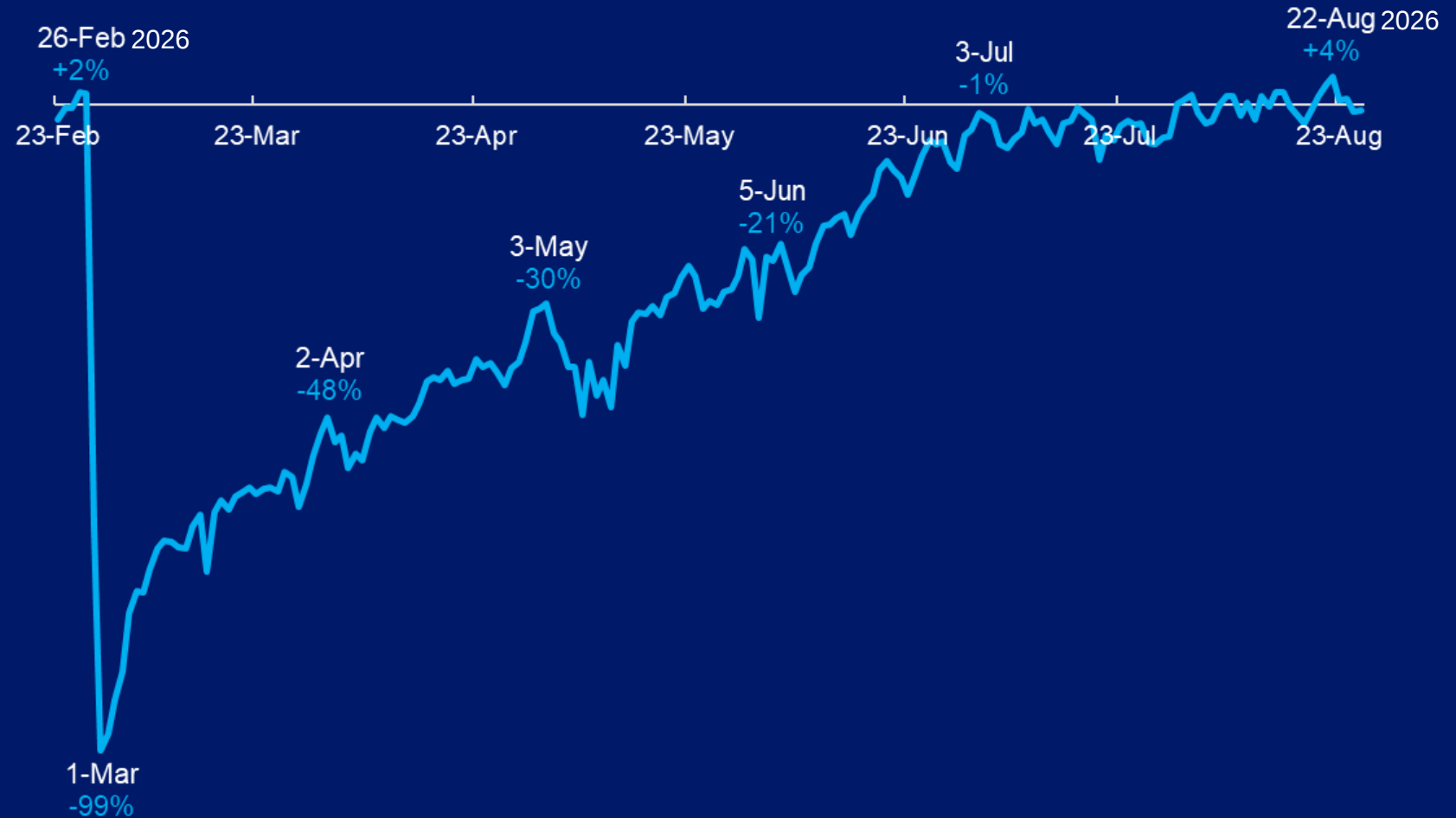
Daily flights of Middle Eastern carriers* February-August 2026

% change from pre-conflict average¹

Source: UN Tourism based on Flightradar 24.
(Data as of 12 September 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 compared to 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 and receipts

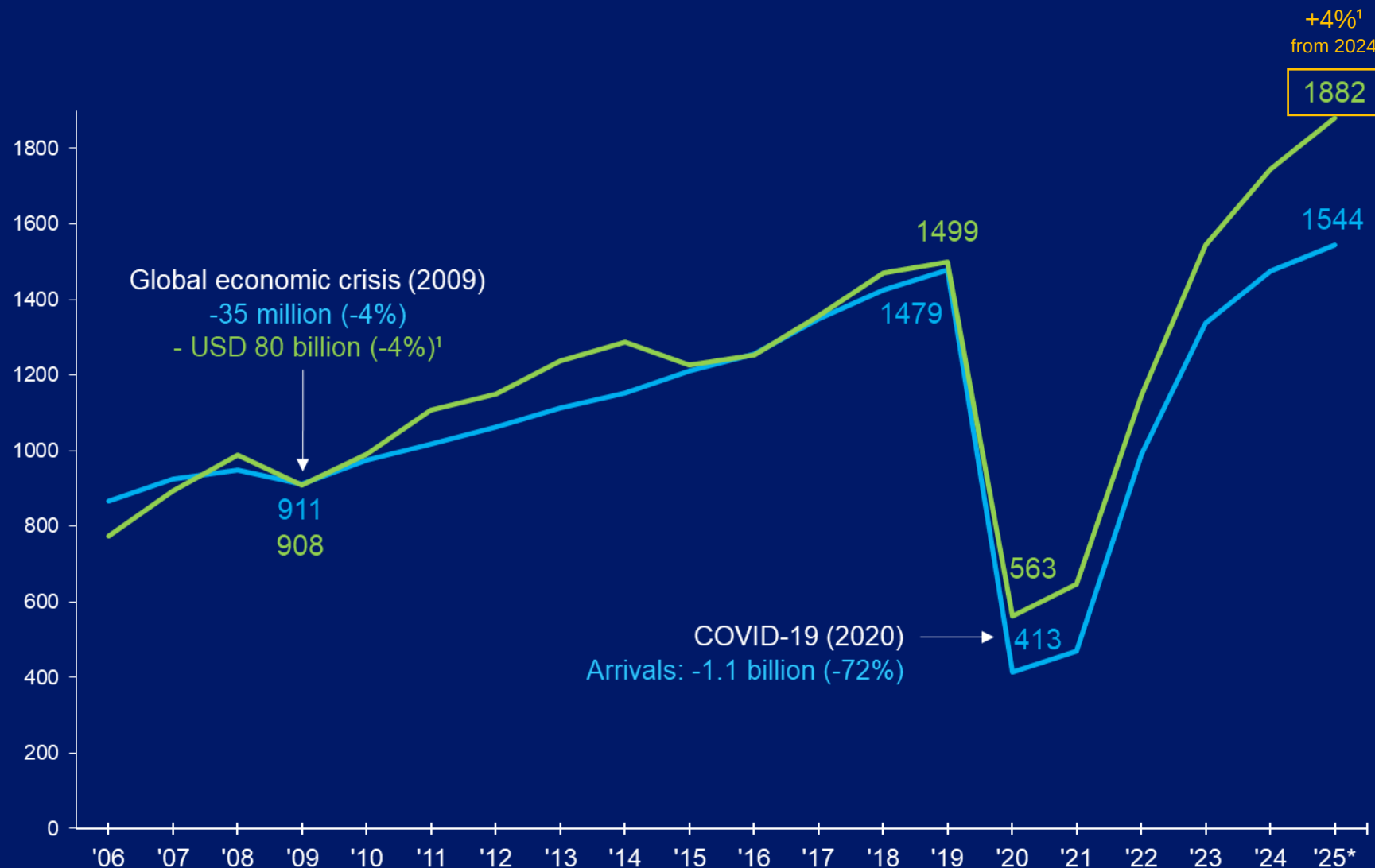
Arrivals (millions)
Receipts (USD billions)

Source: UN Tourism
(Data as of September 2026)

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



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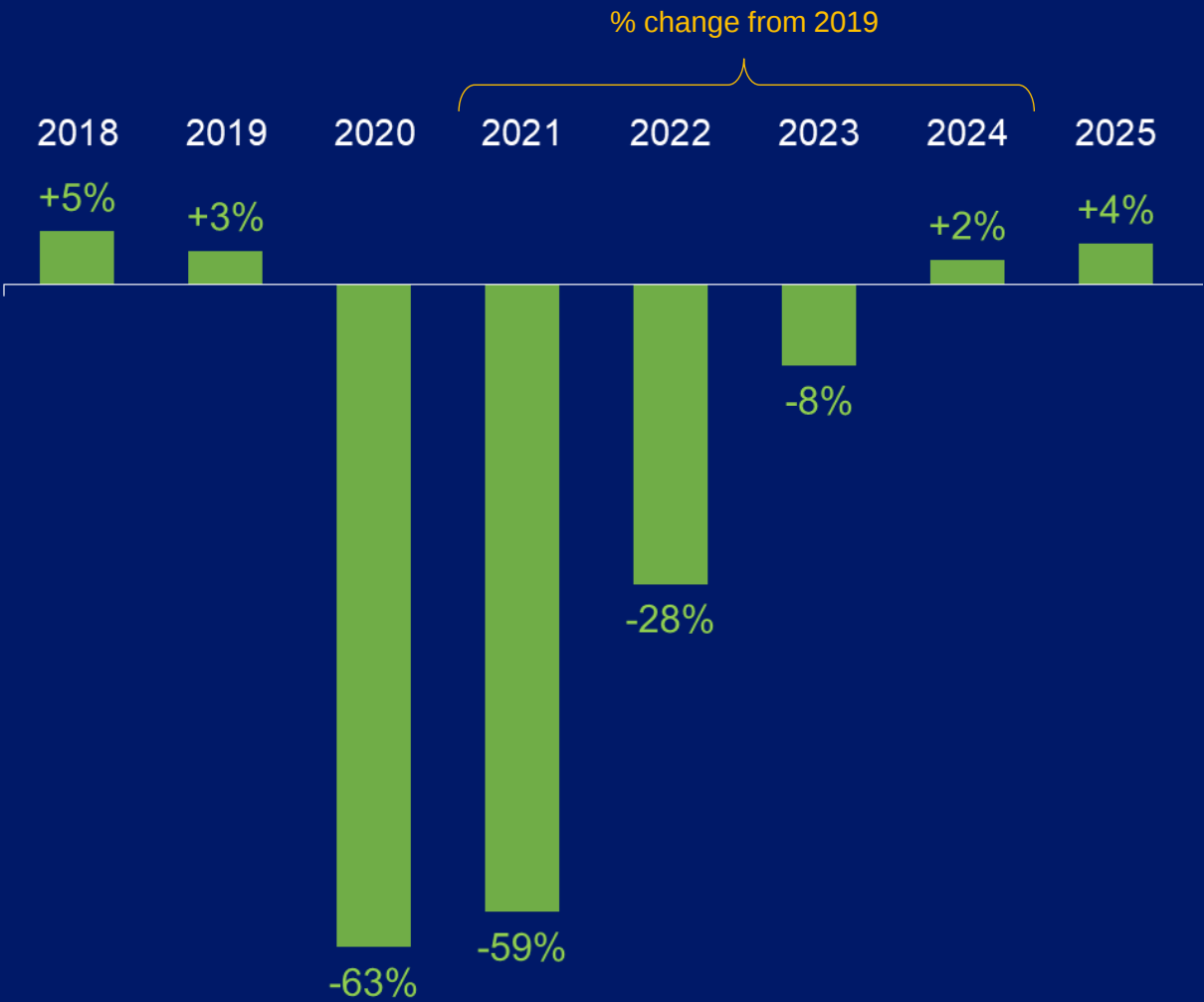
International tourism receipts

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

Source: UN Tourism
(Data as of September 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).



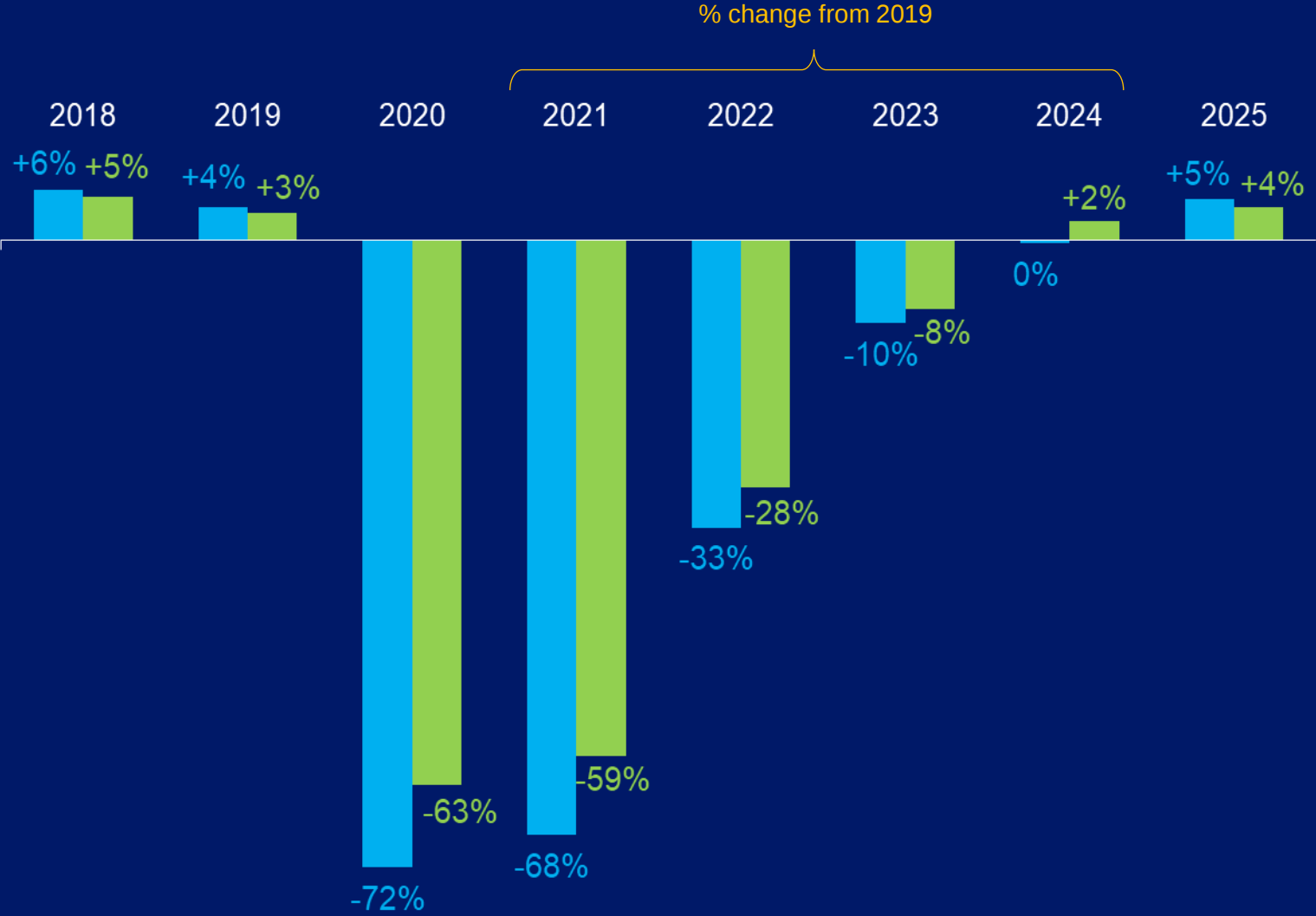
International tourist arrivals and receipts

% Change (year on year) ¹

- Arrivals
- Receipts (real change)

Source: UN Tourism
(Data as of September 2026)

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



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World's Top 20 best-performing destinations, H1 2026*

International tourist arrivals
% change from 2025

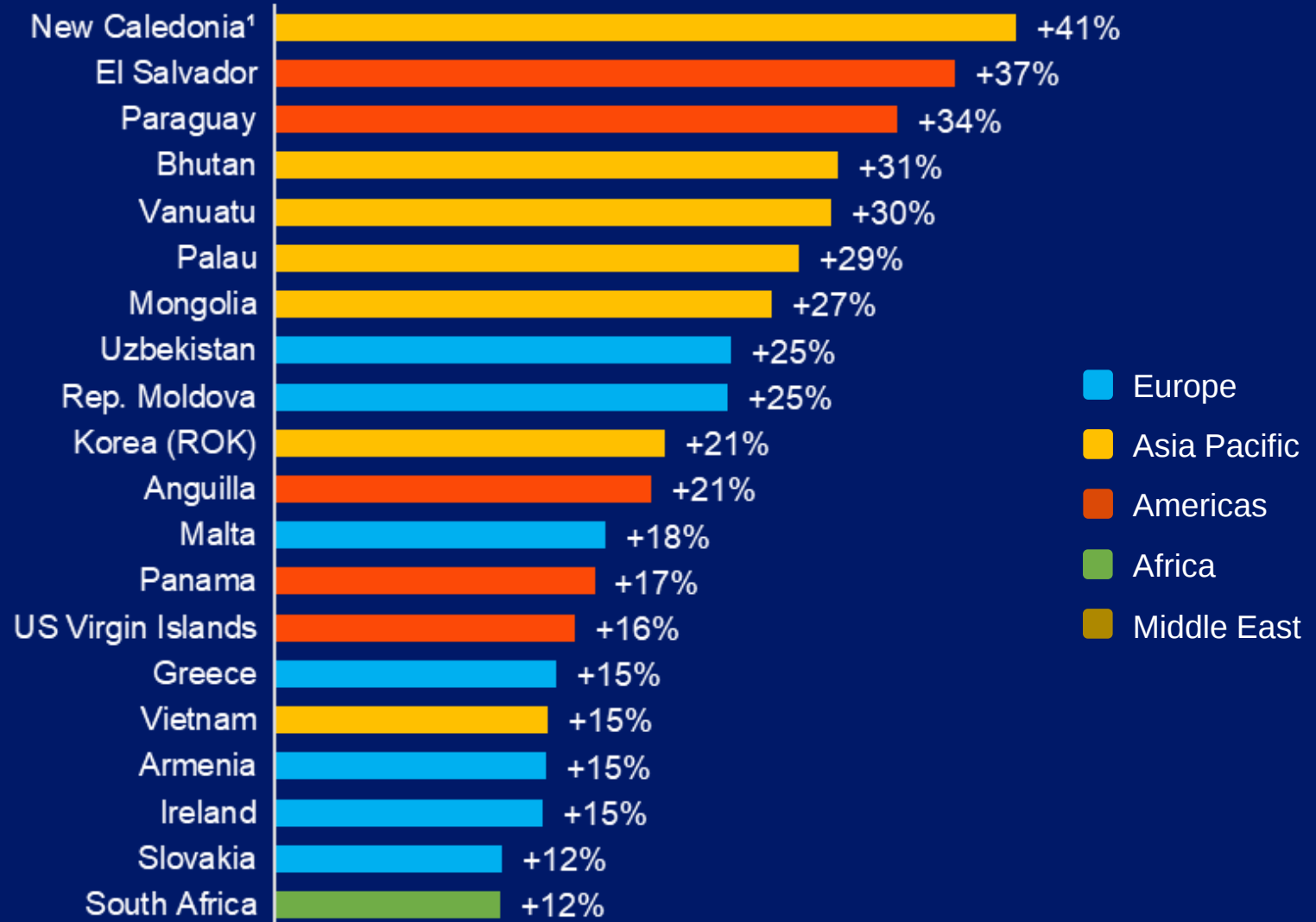
Source: UN Tourism (September 2026)

* H1: first half of the year (January-June).
This list is based on destinations reporting data for at least January to May 2026.

¹ Although New Caledonia recorded a strong 41% increase in H1 2026 vs H1 2025, its arrivals remain about 40% below pre-pandemic (2019) levels.



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World's Top 20 best-performing destinations in earnings, H1 2026*

International tourism receipts
% change from 2025¹

Source: UN Tourism (September 2026)

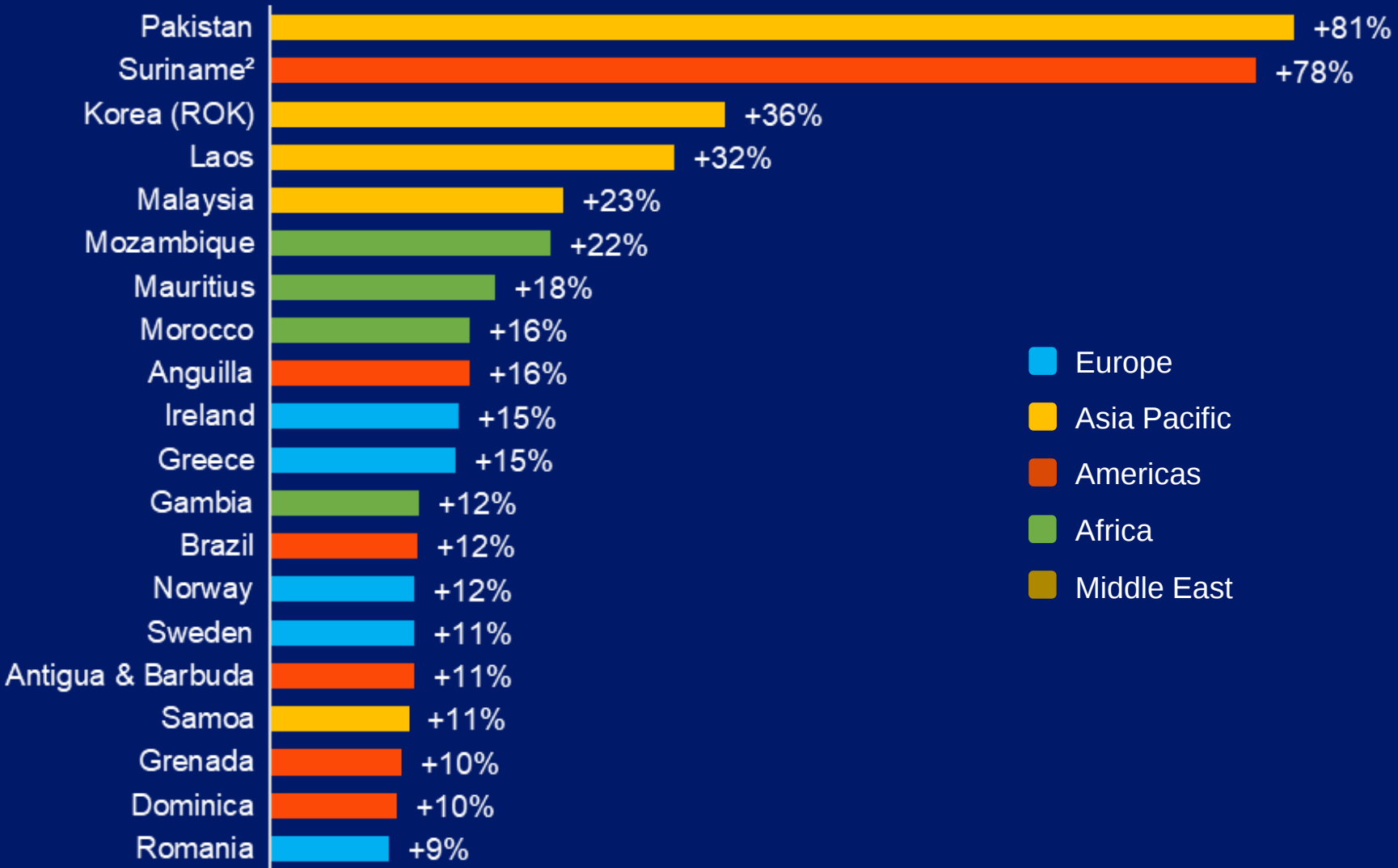
* H1: first half of the year (January-June).
This list is based on destinations reporting data for at least January to May 2026.

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

² Although Suriname recorded a strong 78% increase in H1 2026 vs H1 2025, its receipts remained 19% below pre-pandemic (2019) levels.



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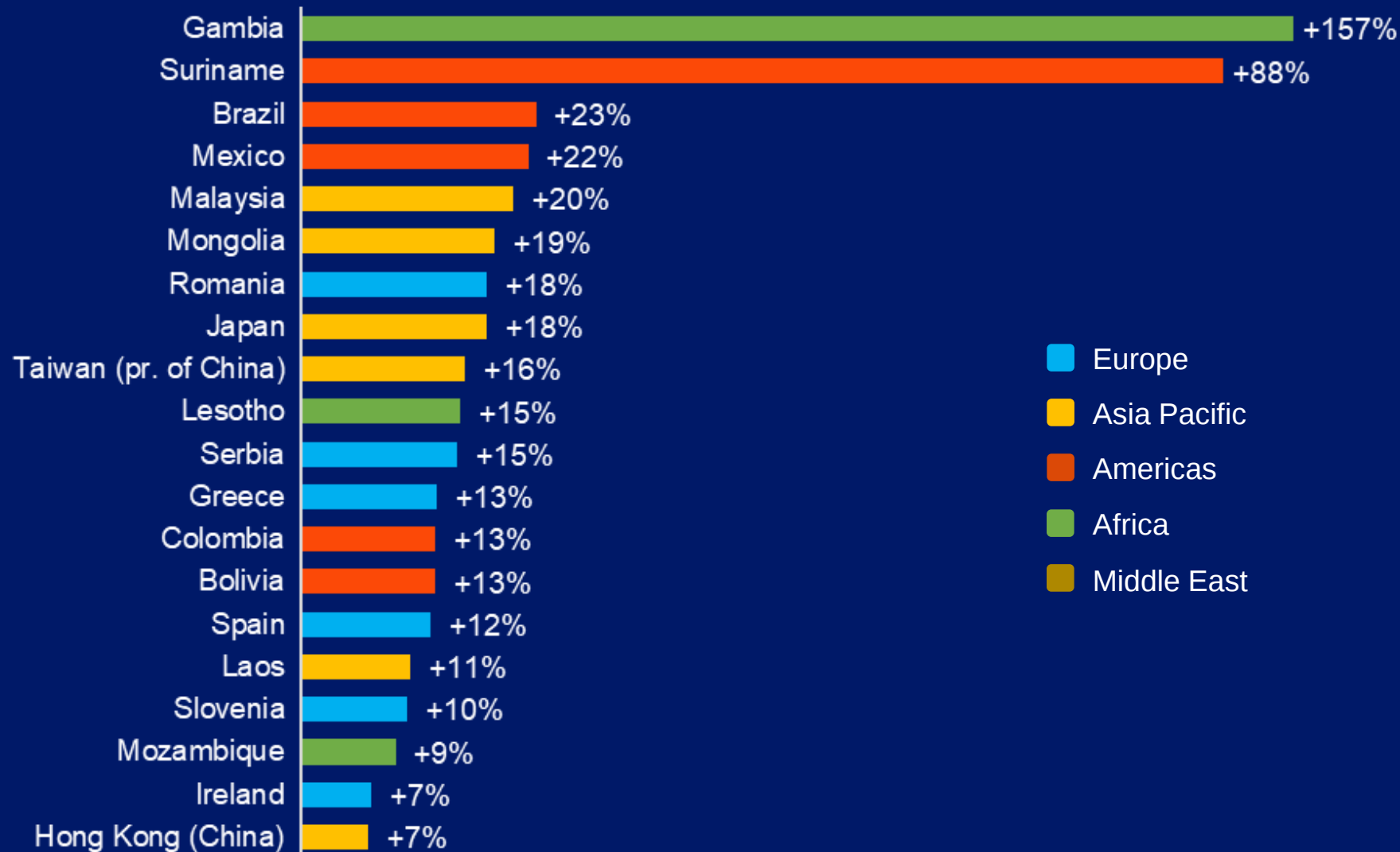
World's Top 20 best-performing markets by spending, H1 2026*

International tourism expenditure
% change from 2025¹

Source: UN Tourism (September 2026)

* H1: first half of the year (January-June).
This list is based on destinations reporting data for at least January to May 2026.

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



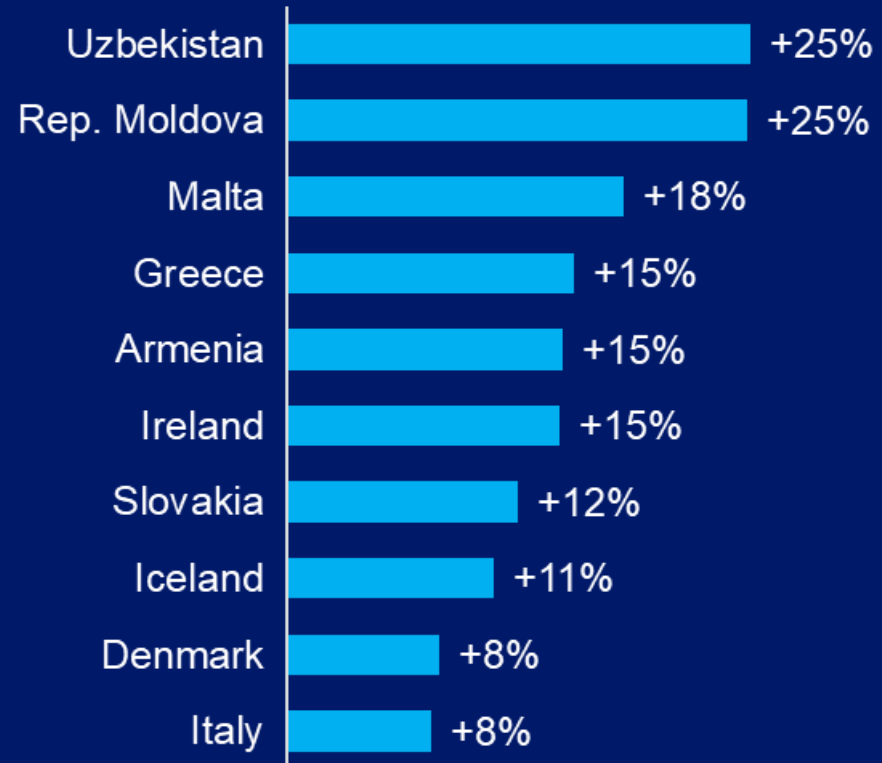
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Best-performing destinations in Europe, H1 2026*

International tourist arrivals
% change from 2025

Source: UN Tourism
(Data as of September 2026)

* Based on destinations with available data for at least January to May 2026.



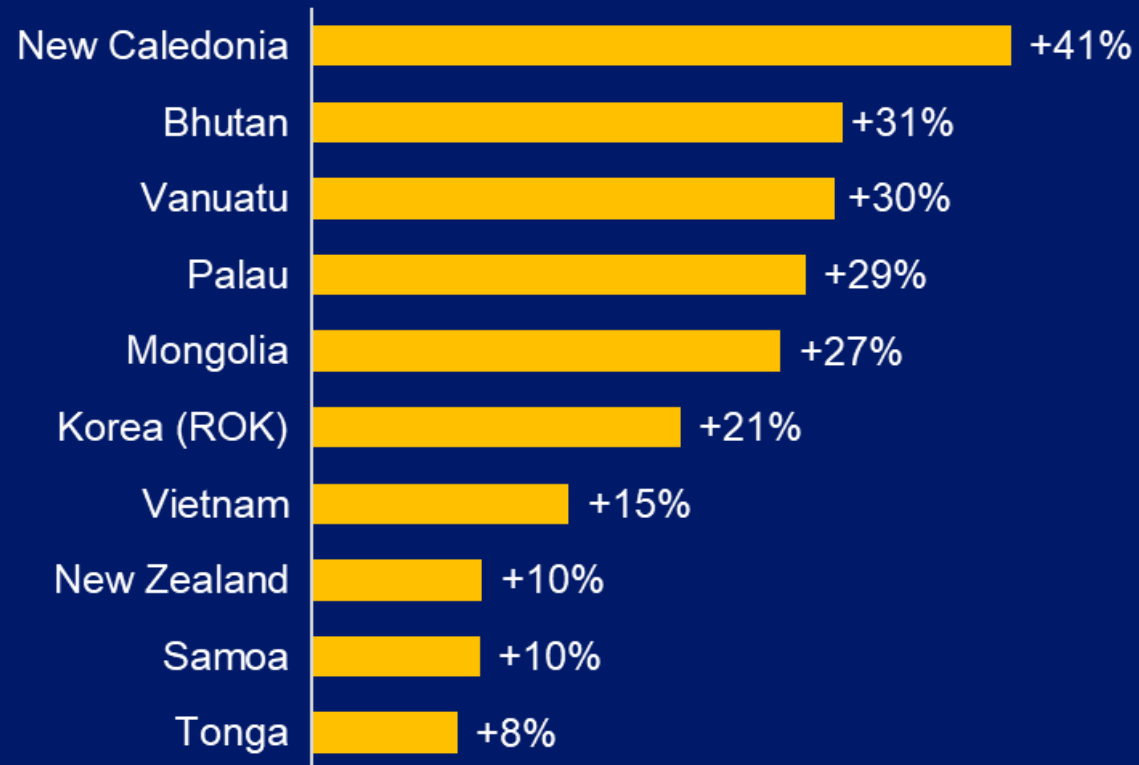
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Best-performing destinations in Asia Pacific, H1 2026*

International tourist arrivals
% change from 2025

Source: UN Tourism
(Data as of September 2026)

* Based on destinations with available data for at least January to May 2026.



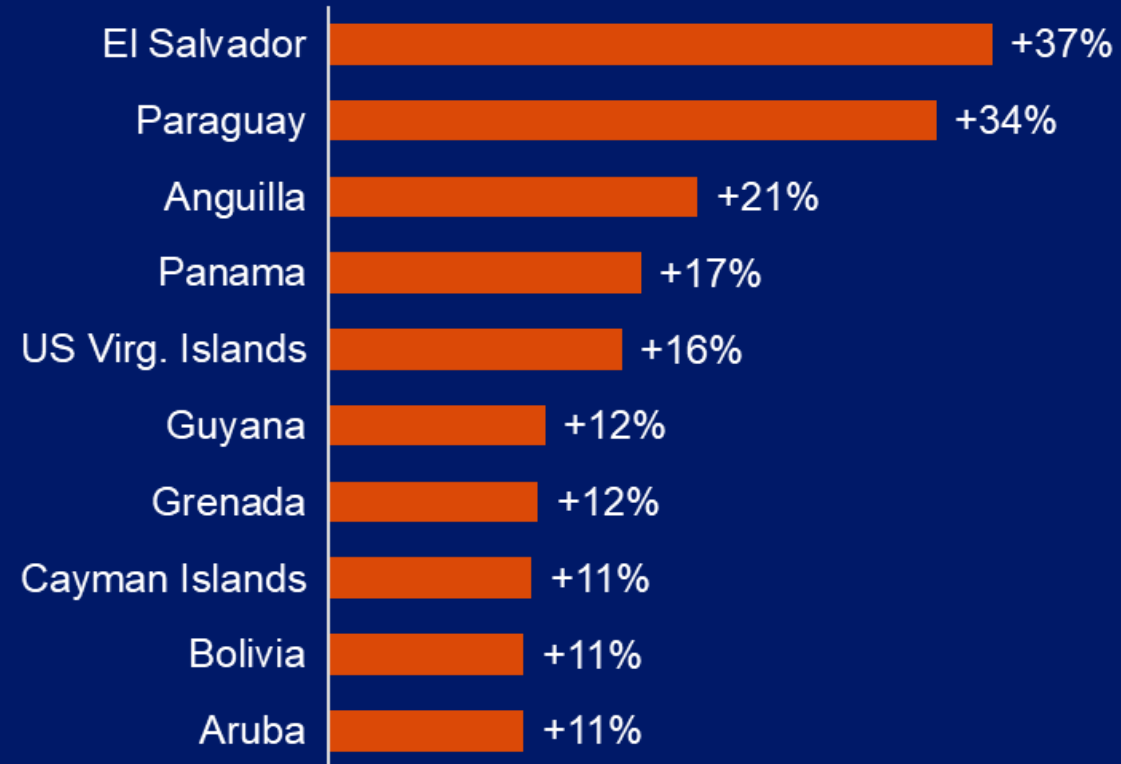
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Best-performing destinations in Americas, H1 2026*

International tourist arrivals
% change from 2025

Source: UN Tourism
(Data as of September 2026)

* Based on destinations with available data
for at least January to May 2026.



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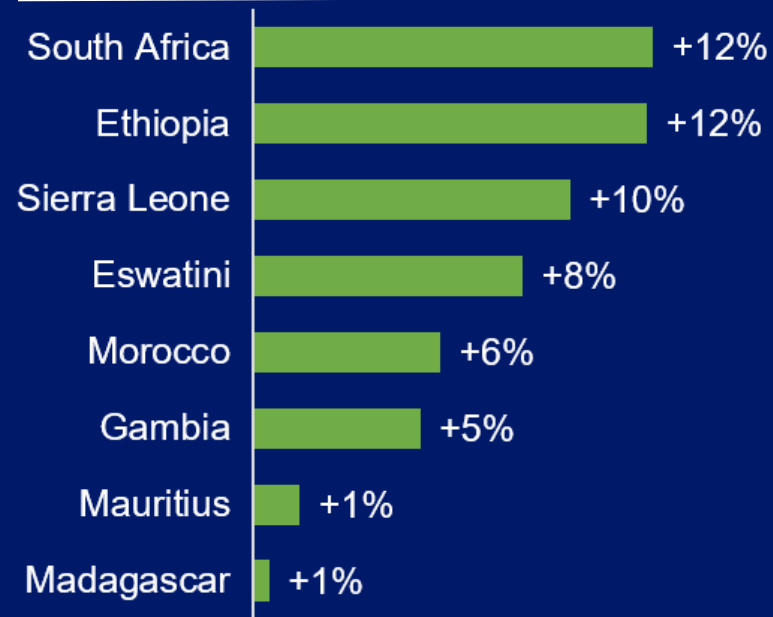
Best-performing destinations in Africa and Middle East H1 2026*

International tourist arrivals
% change from 2025

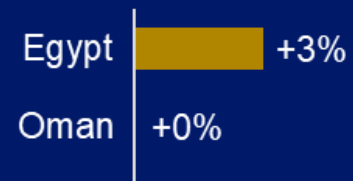
Source: UN Tourism
(Data as of September 2026)

* Based on destinations with available data
for at least January to May 2026.

Africa



Middle East



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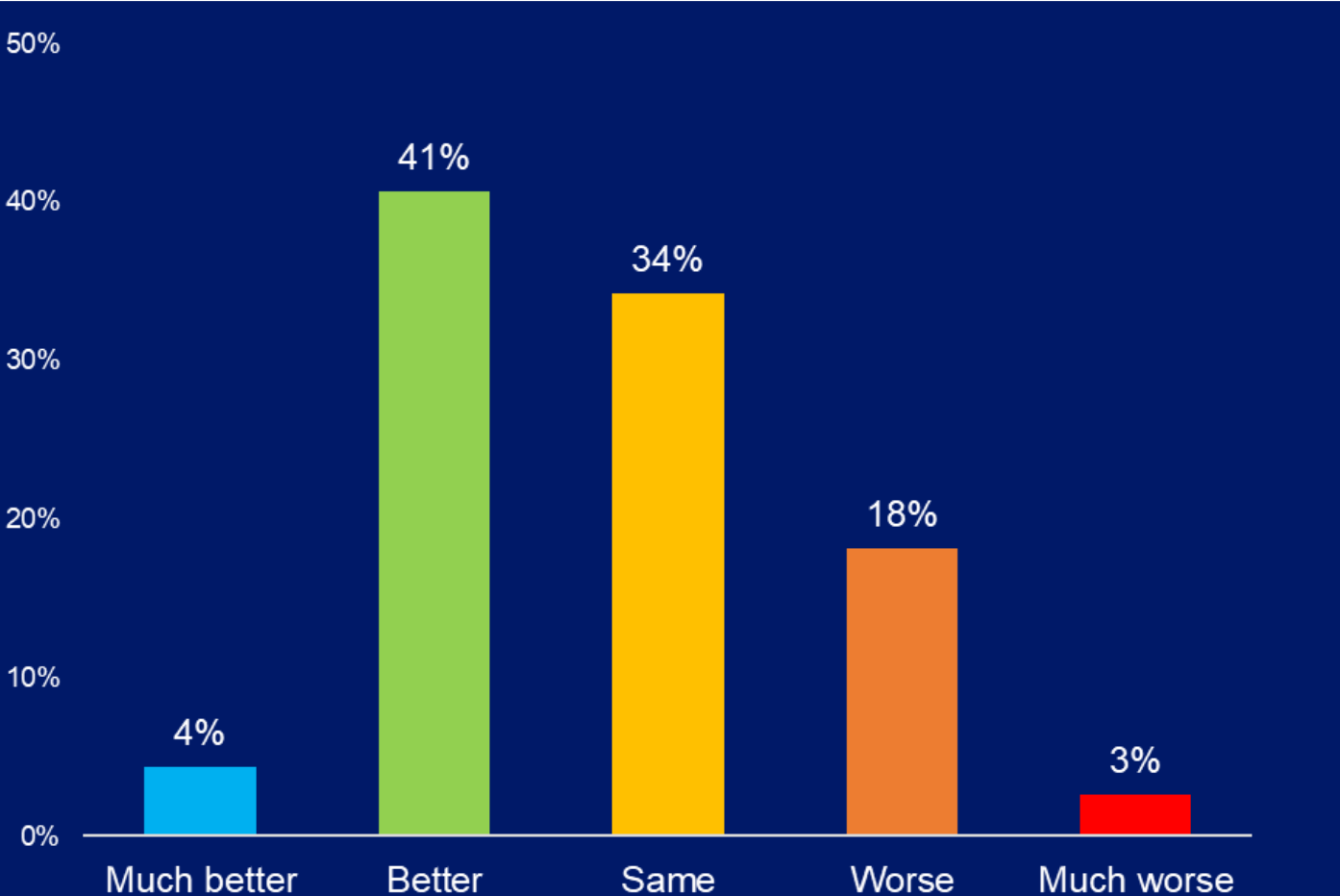
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What are your prospects for your destination in the period Sep-Dec 2026?

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



What are your prospects for your destination in the period Sep-Dec 2026?

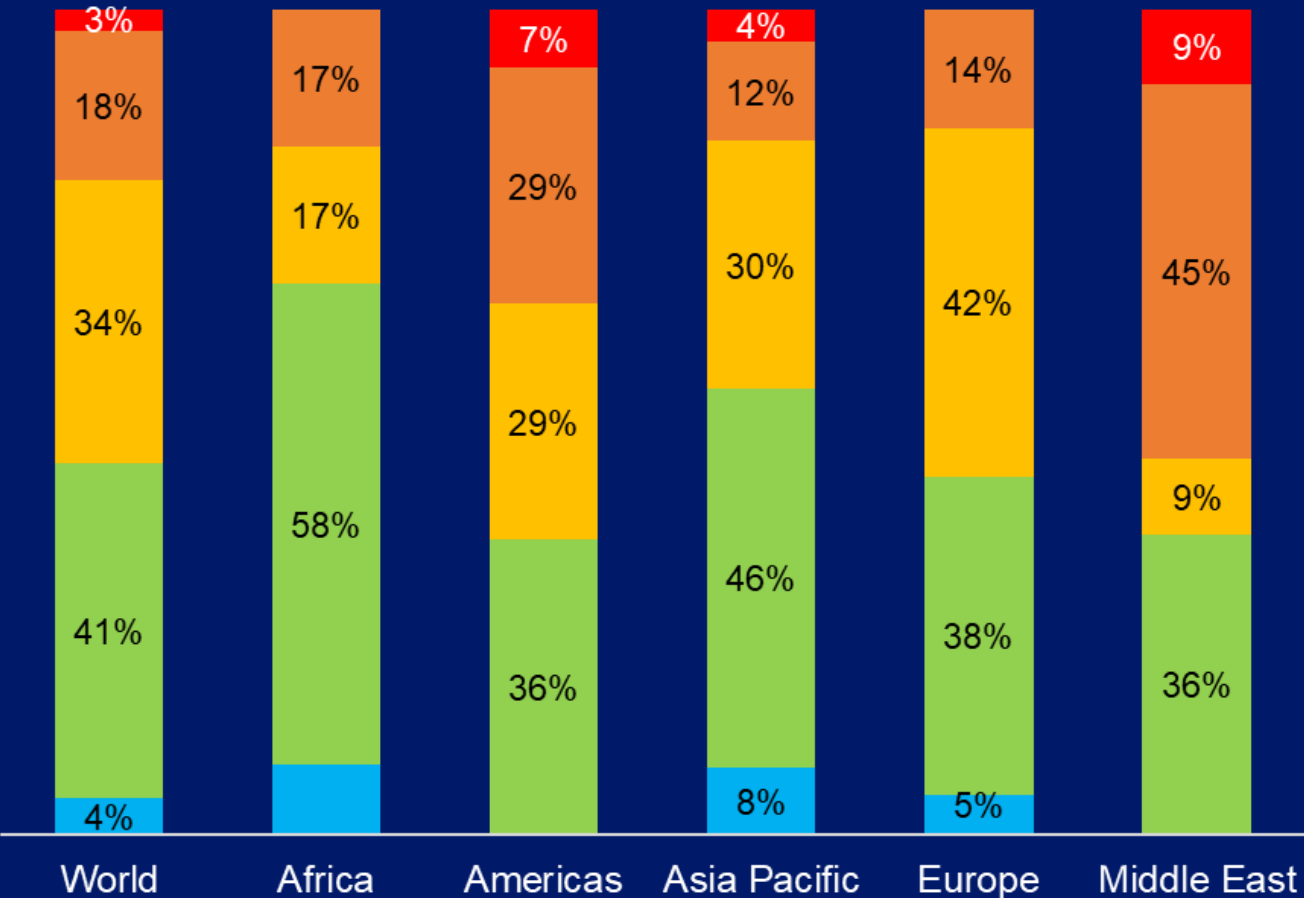
- Much worse
- Worse
- Same
- Better
- Much better

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



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Percentage of responses by world region

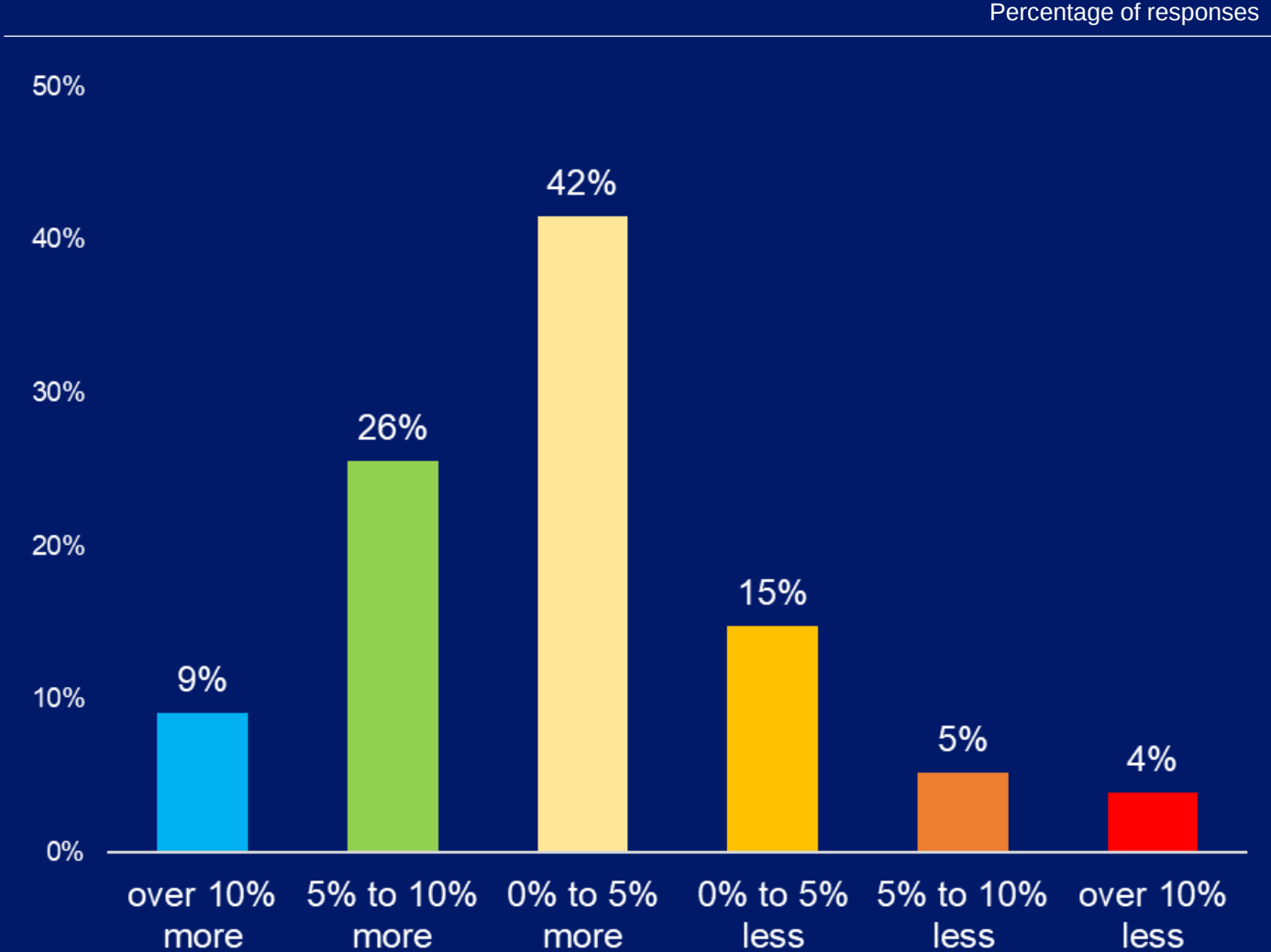


What levels of international tourist arrivals do you expect in your destination in 2026 (versus 2025)?

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



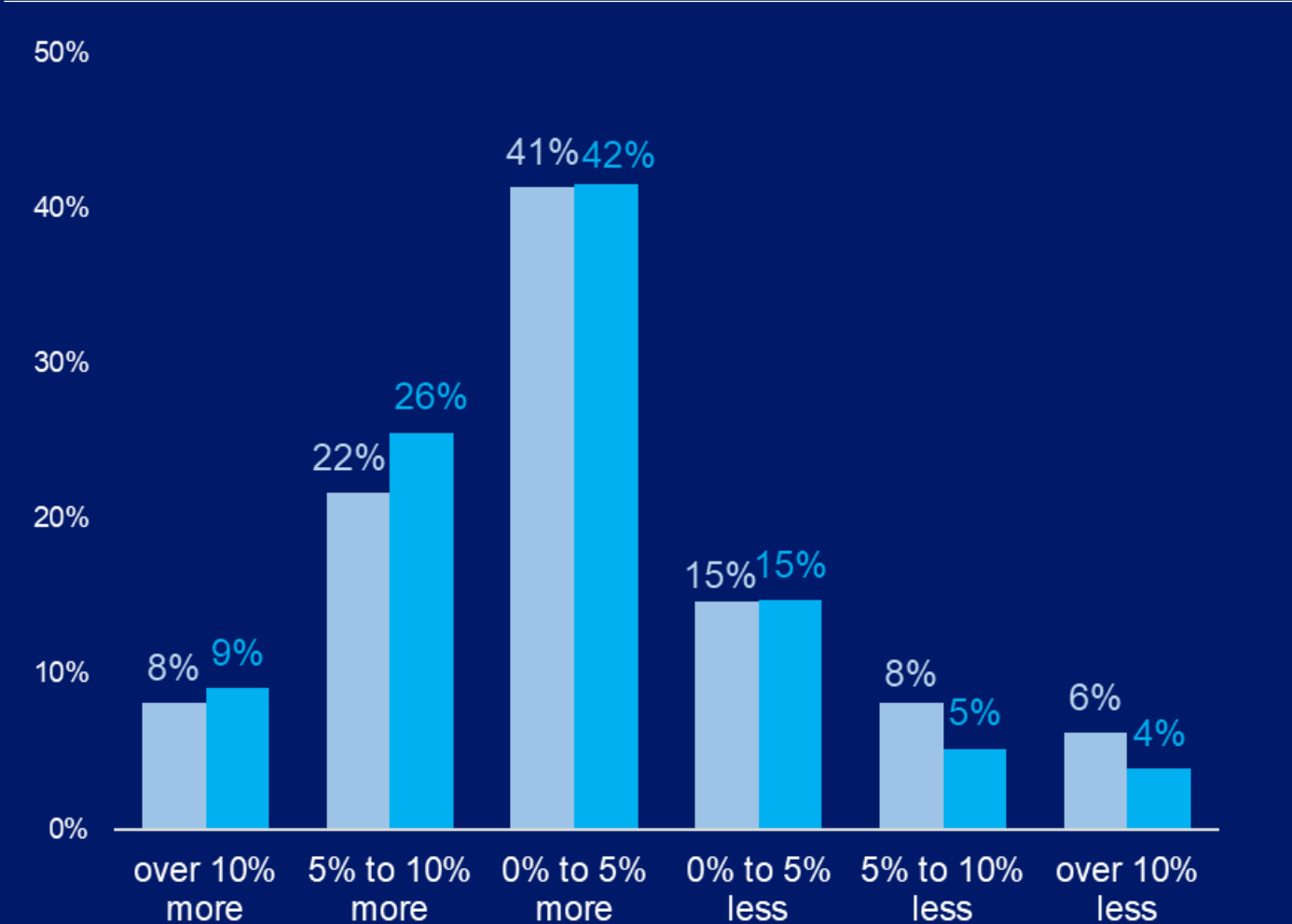
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What levels of international tourist arrivals do you expect in your destination in 2026 (versus 2025)?

- May 2026 survey
- September 2026 survey

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



What are the main challenges that international tourism is facing in 2026?

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

Percentage of experts mentioning each factor



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What consumer trends are relevant in 2026?

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

Percentage of experts mentioning each factor



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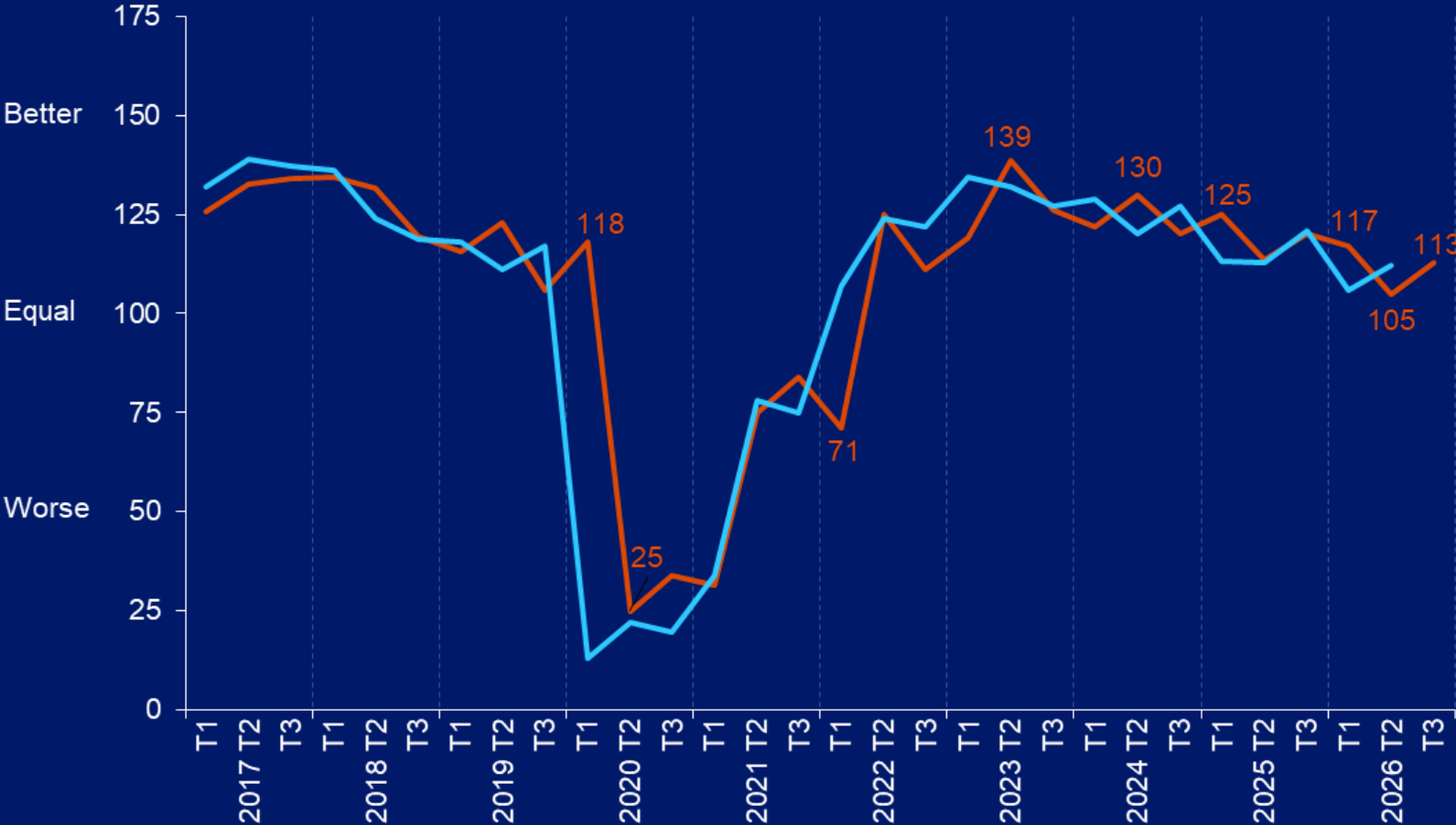
UN Tourism Confidence Index

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

Source: UN Tourism Panel of Experts Survey (September 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



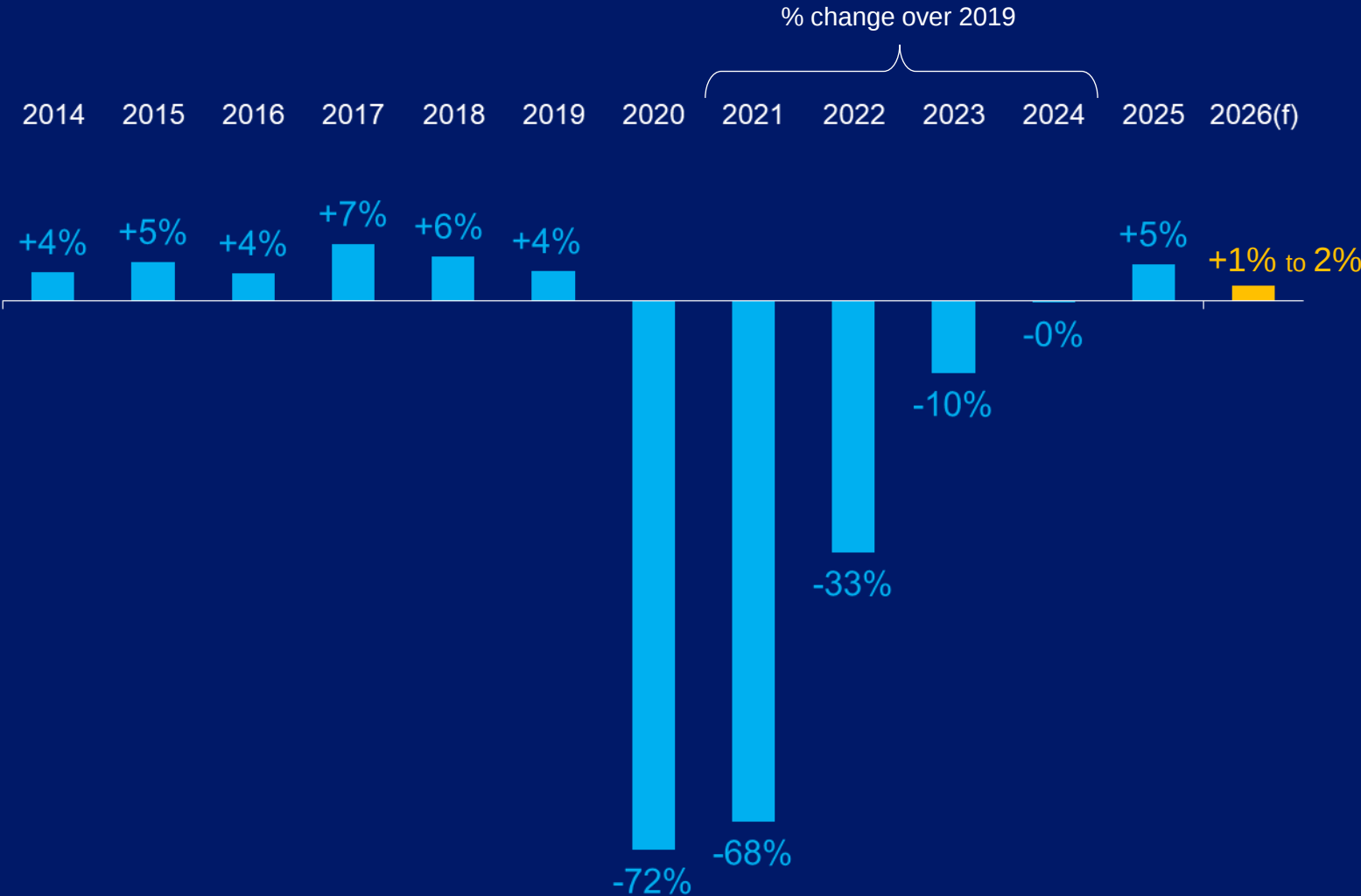
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International arrivals: Results and Outlook for 2026

% Change (year-on-year)*

- Actual data
- 2026 forecast

Source: UN Tourism (September 2026)
* Percent change is year-on-year except for 2021 through 2024, which is compared to 2019.
(f) Revised forecast as of September 2026



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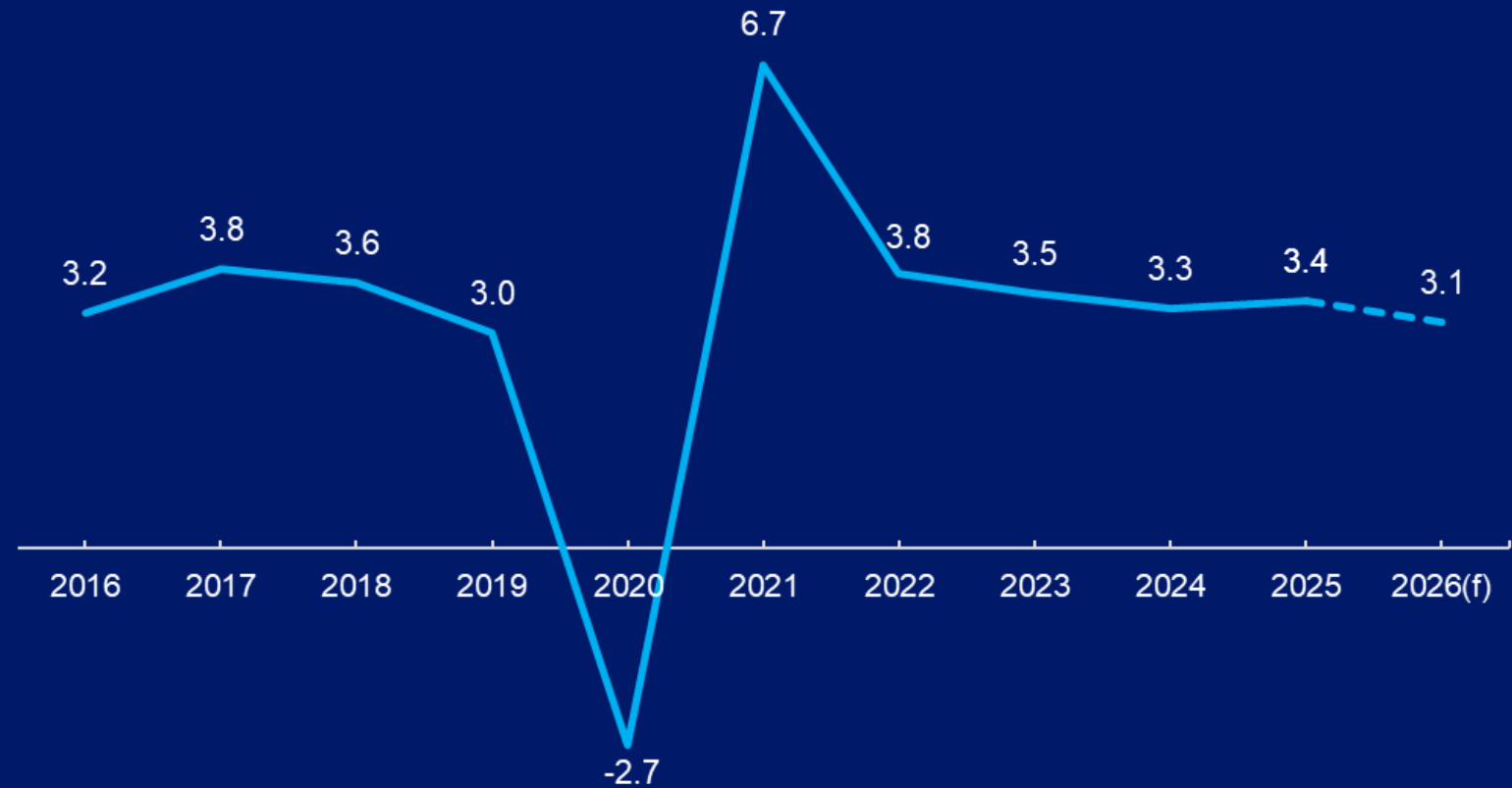
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World GDP (constant prices)

% change

Source: IMF: World Economic Outlook,
April 2026

(f): Forecast



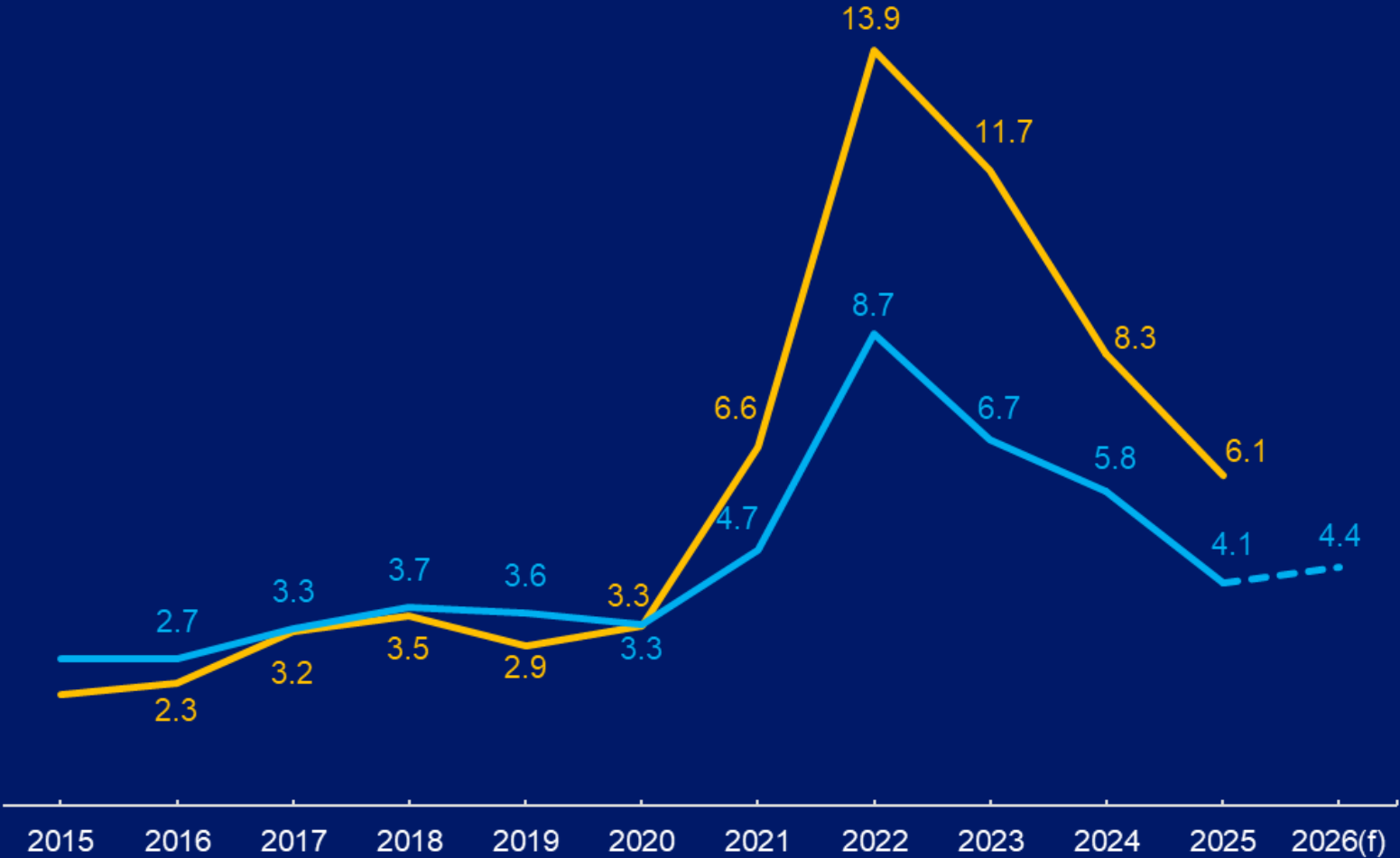
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Global tourism inflation vs. headline inflation

% change in consumer prices

- Tourism inflation proxy*
- Headline inflation (all items)

Source: UN Tourism and IMF (Sept. 2026)
* Tourism inflation proxy is a weighted average of restaurant-hotel and transport inflation.
(f): Forecast



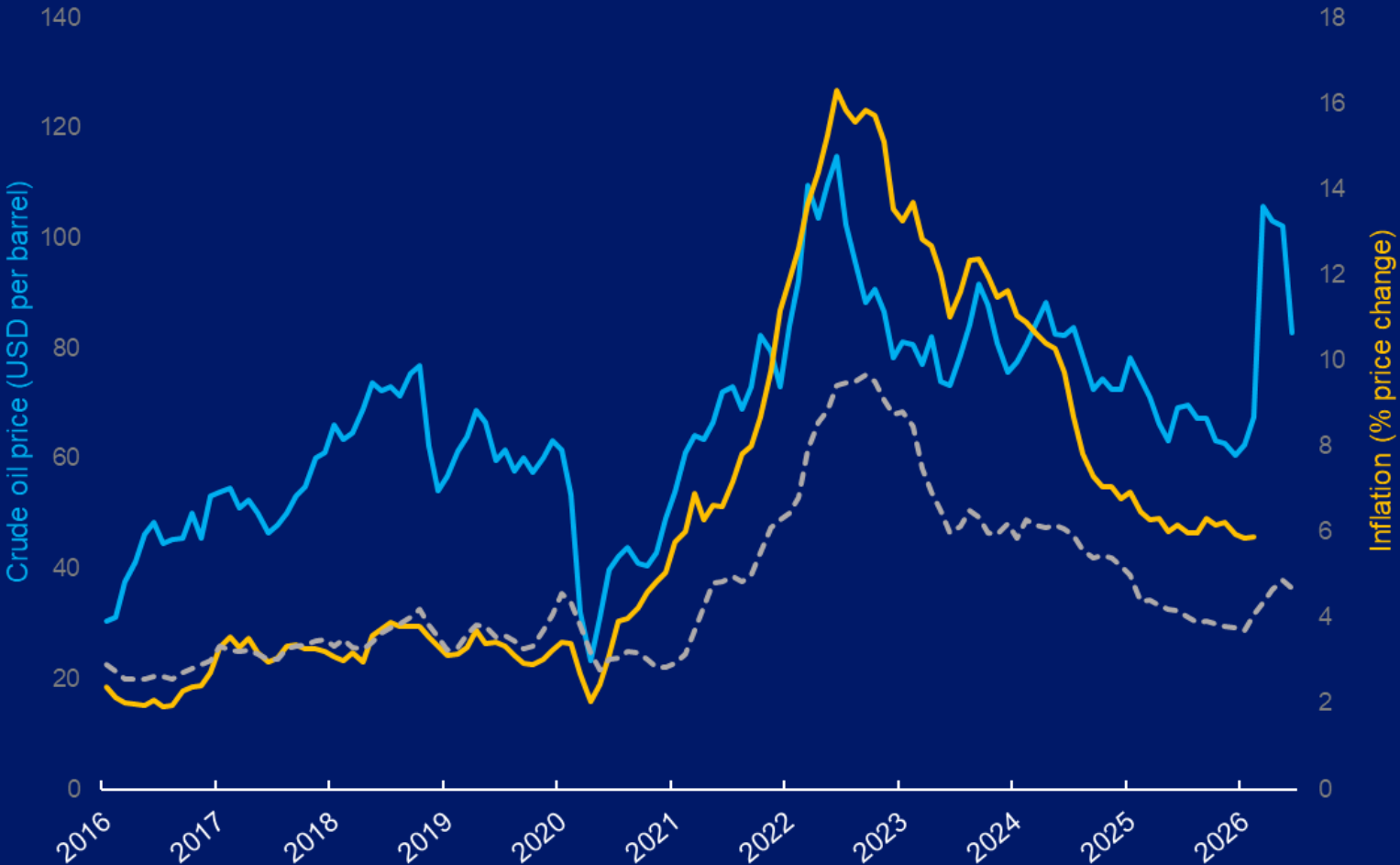
Monthly inflation and Crude oil price (APSP)¹

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 (Sept. 2026)
* Tourism inflation proxy is a weighted average of restaurant & hotel and transport inflation.

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



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Brent Crude oil and Jet fuel, weekly prices* Jan-Sept 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 September 2026)



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**