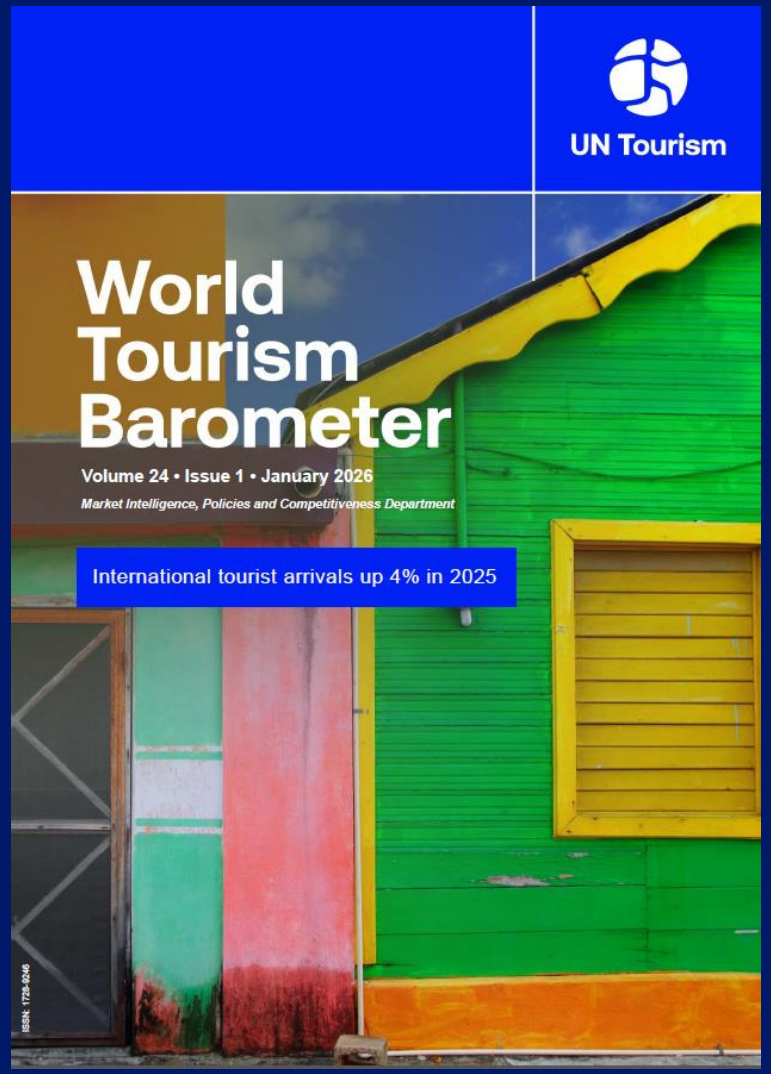
World Tourism Barometer

(September 2026)

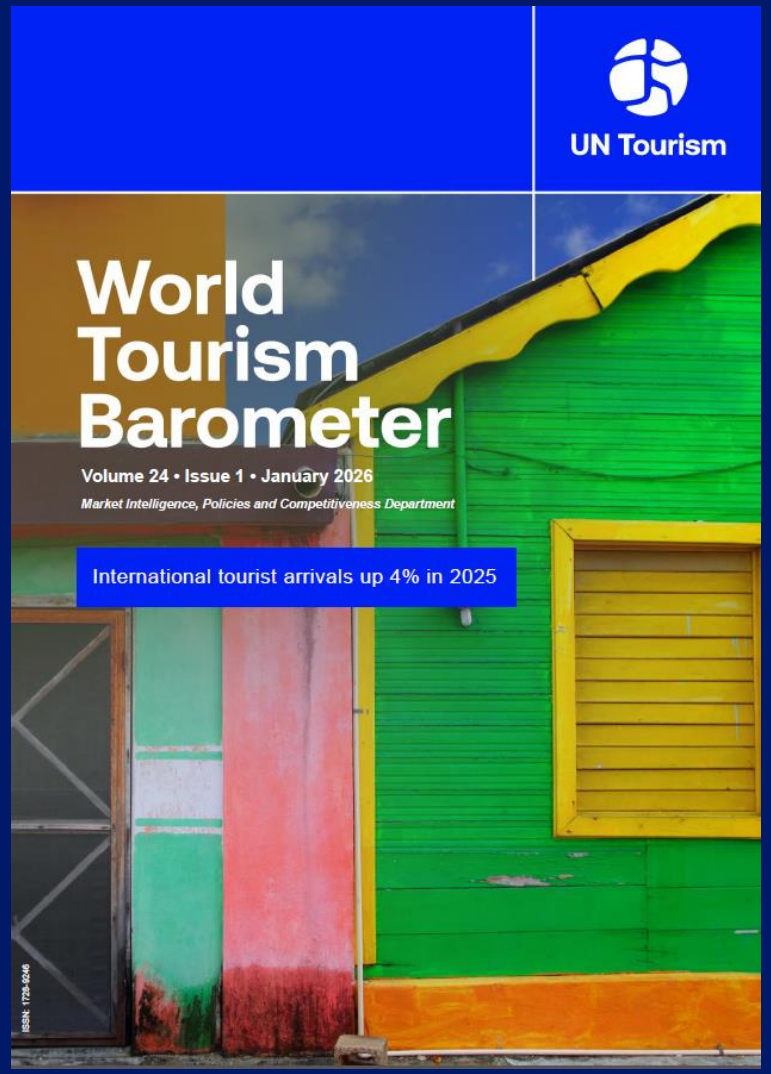
Javier Ruescas
Market Intelligence, Policies and Competitiveness
World Tourism Organization (UN Tourism)





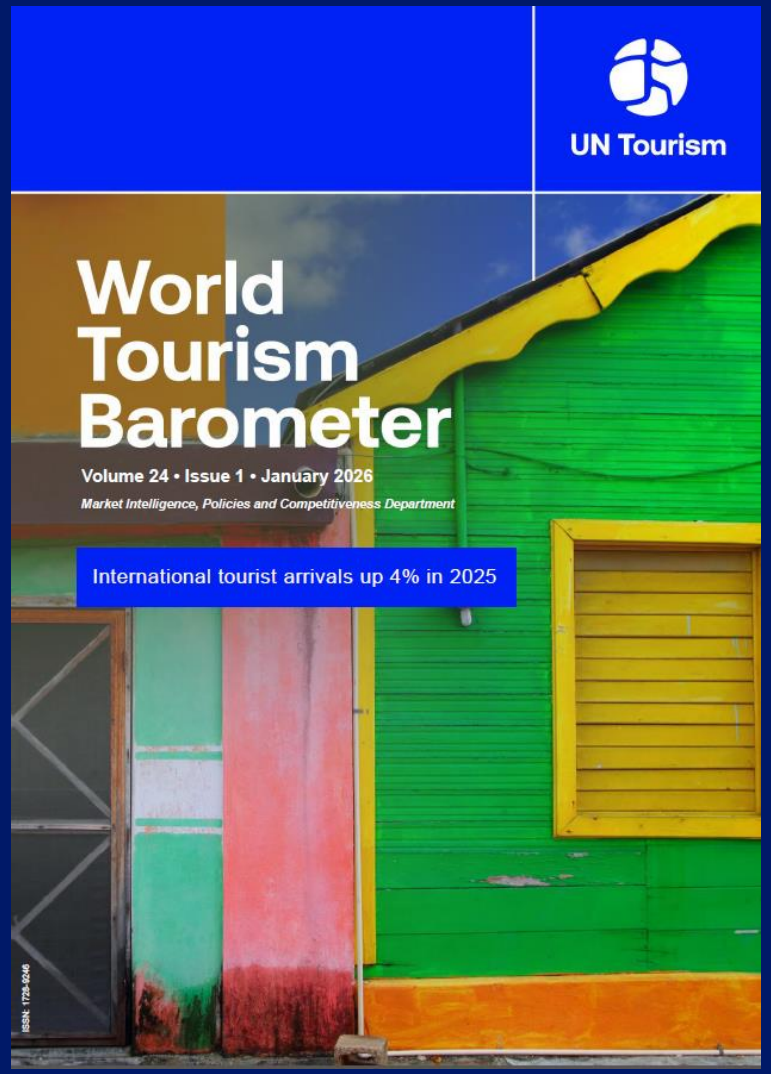
World Tourism Barometer

- Quarterly
  January, May, September and November



World Tourism Barometer

- Quarterly
  January, May, September and November
- Latest tourism data & trends
  by country, region, subregion, world & country groups.

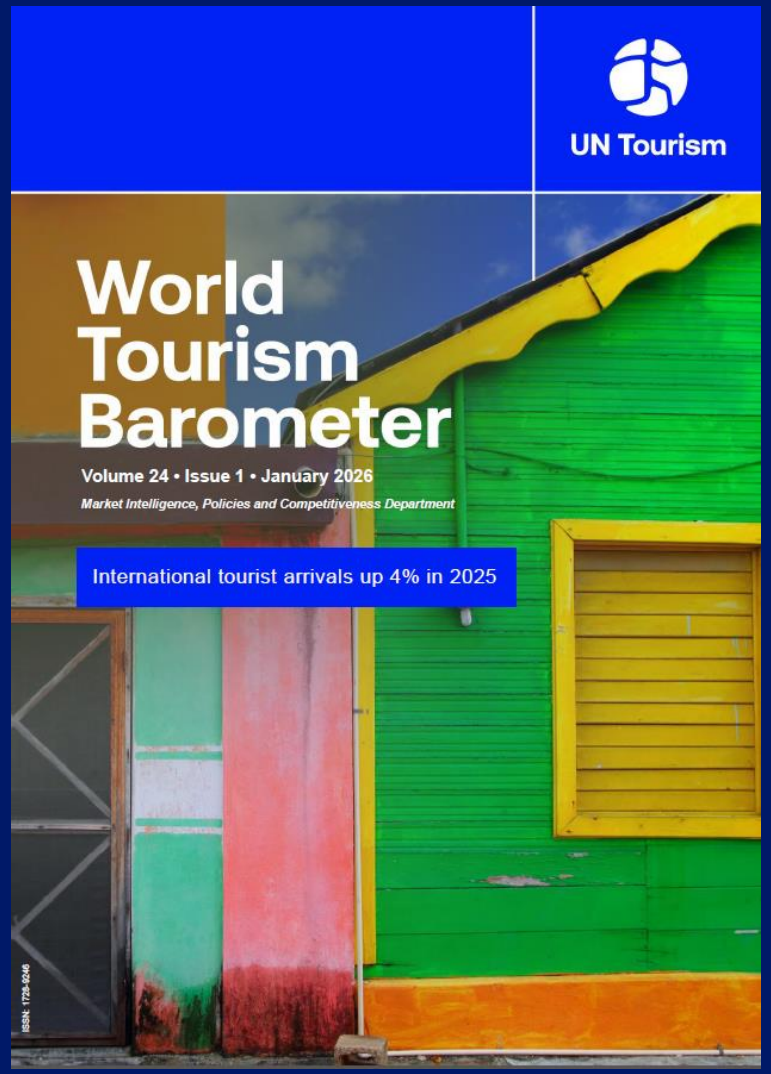


World Tourism Barometer

- Quarterly
  January, May, September and November

- Latest tourism data & trends
  by country, region, subregion, world & country groups.

  - International tourist arrivals
  - International tourism receipts
  - International tourism expenditure
  - Rankings
  - Industry indicators
  - Confidence Index – Panel of Experts survey (x3)
  - Forecasts
  - Economic environment



World Tourism Barometer

- Quarterly
  January, May, September and November
- Latest tourism data & trends
  by country, region, subregion, world & country groups.
  - International tourist arrivals
  - International tourism receipts
  - International tourism expenditure
  - Rankings
  - Industry indicators
  - Confidence Index – Panel of Experts survey (x3)
  - Forecasts
  - Economic environment
- Report & Statistical Annex
- PPT version

International Tourism in 2025

1,544 million Arrivals

Source: UN Tourism
(Data as of September 2026)

UN Tourism

International Tourism in 2025

Source: UN Tourism
(Data as of September 2026)

1,544 million Arrivals

1 out of **5** people on the planet (almost)

19% of the world population

UN Tourism

International Tourism in 2025

Source: UN Tourism
(Data as of September 2026)

1,544 million Arrivals

1 out of **5** people on the planet (almost)

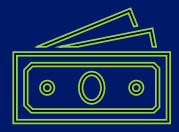
19% of the world population

+5%
from 2024

UN Tourism

International Tourism in 2025

1,882 $billion



Receipts

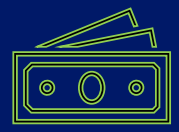
Source: UN Tourism
(Data as of September 2026)

UN Tourism

International Tourism in 2025

Source: UN Tourism
(Data as of September 2026)

1,882 $billion



Receipts

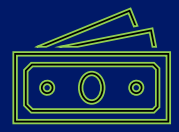
1.9 $trillion

UN Tourism

International Tourism in 2025

Source: UN Tourism
(Data as of September 2026)

1,882 $billion



Receipts

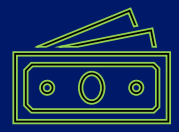
~ GDP of Rep. of Korea or Spain

UN Tourism

International Tourism in 2025

Source: UN Tourism
(Data as of September 2026)

1,882 $billion



Receipts

~ GDP of Rep. of Korea or Spain

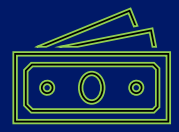
$1,200 per trip

UN Tourism

International Tourism in 2025

Source: UN Tourism
(Data as of September 2026)

1,882 $billion



Receipts

~ GDP of Rep. of Korea or Spain

$1,200 per trip

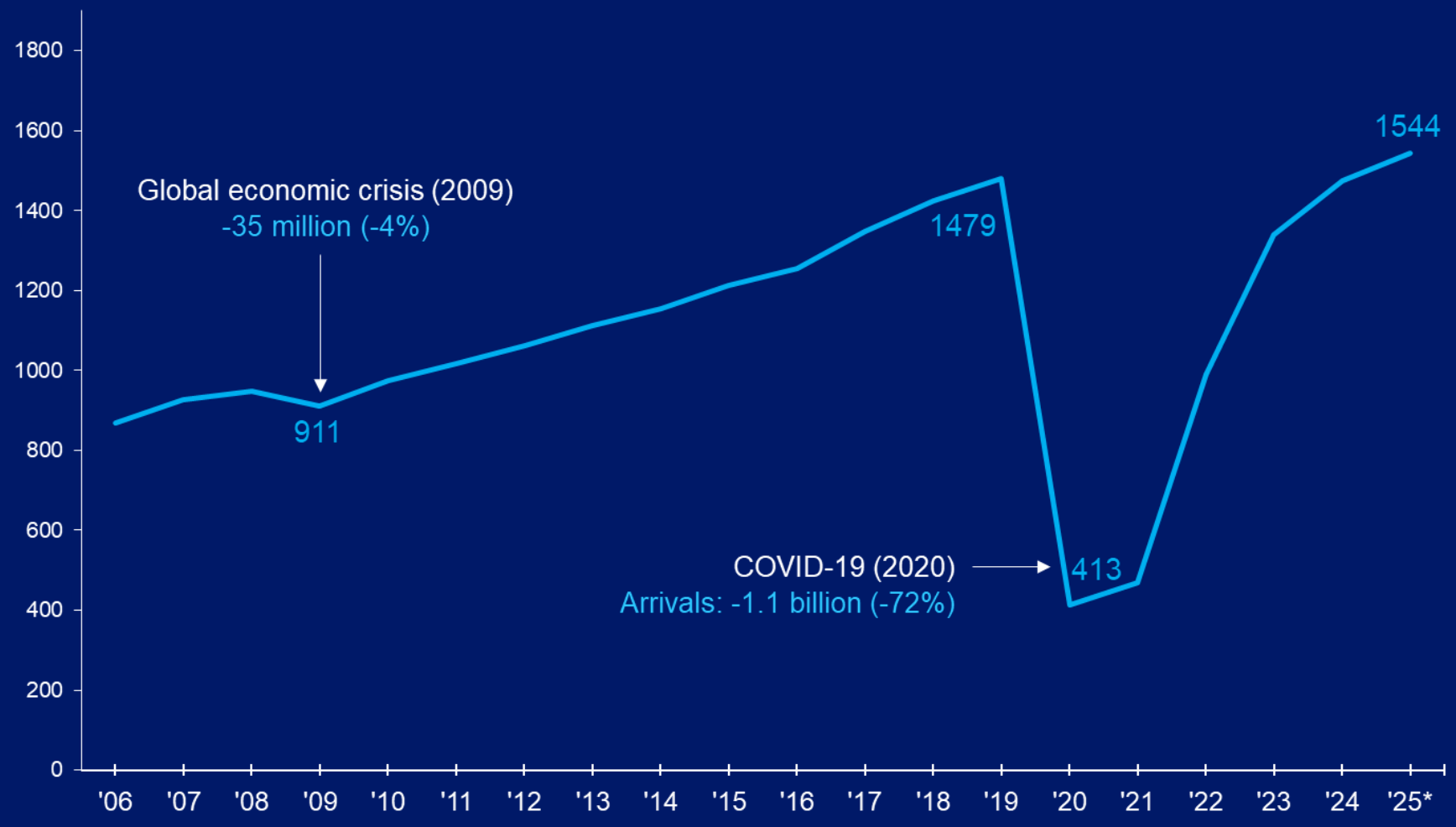
+4%
from 2024

UN Tourism

International tourist arrivals

Millions

Source: UN Tourism
(Data as of September 2026)

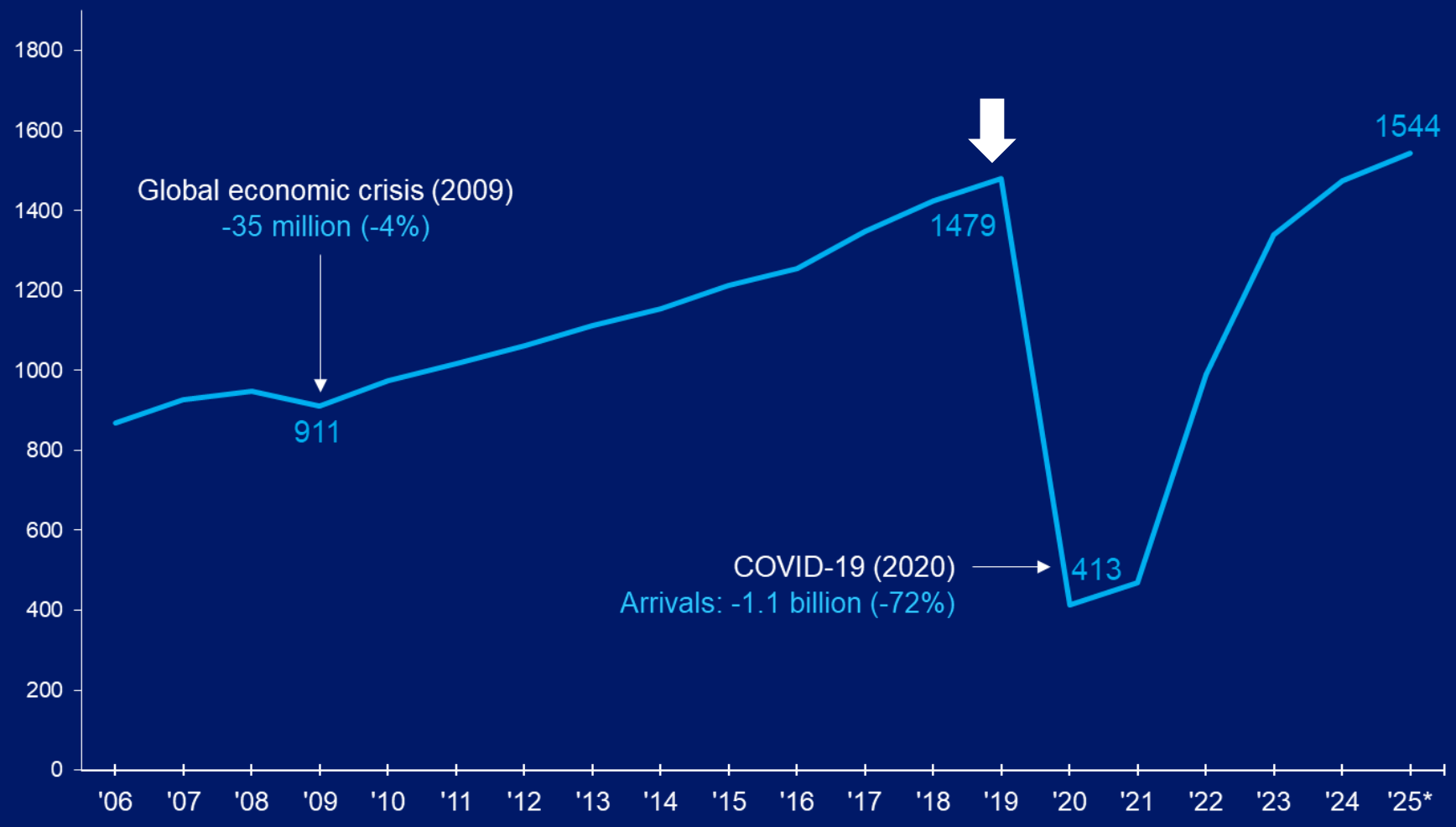


UN Tourism

International tourist arrivals

Millions

Source: UN Tourism
(Data as of September 2026)

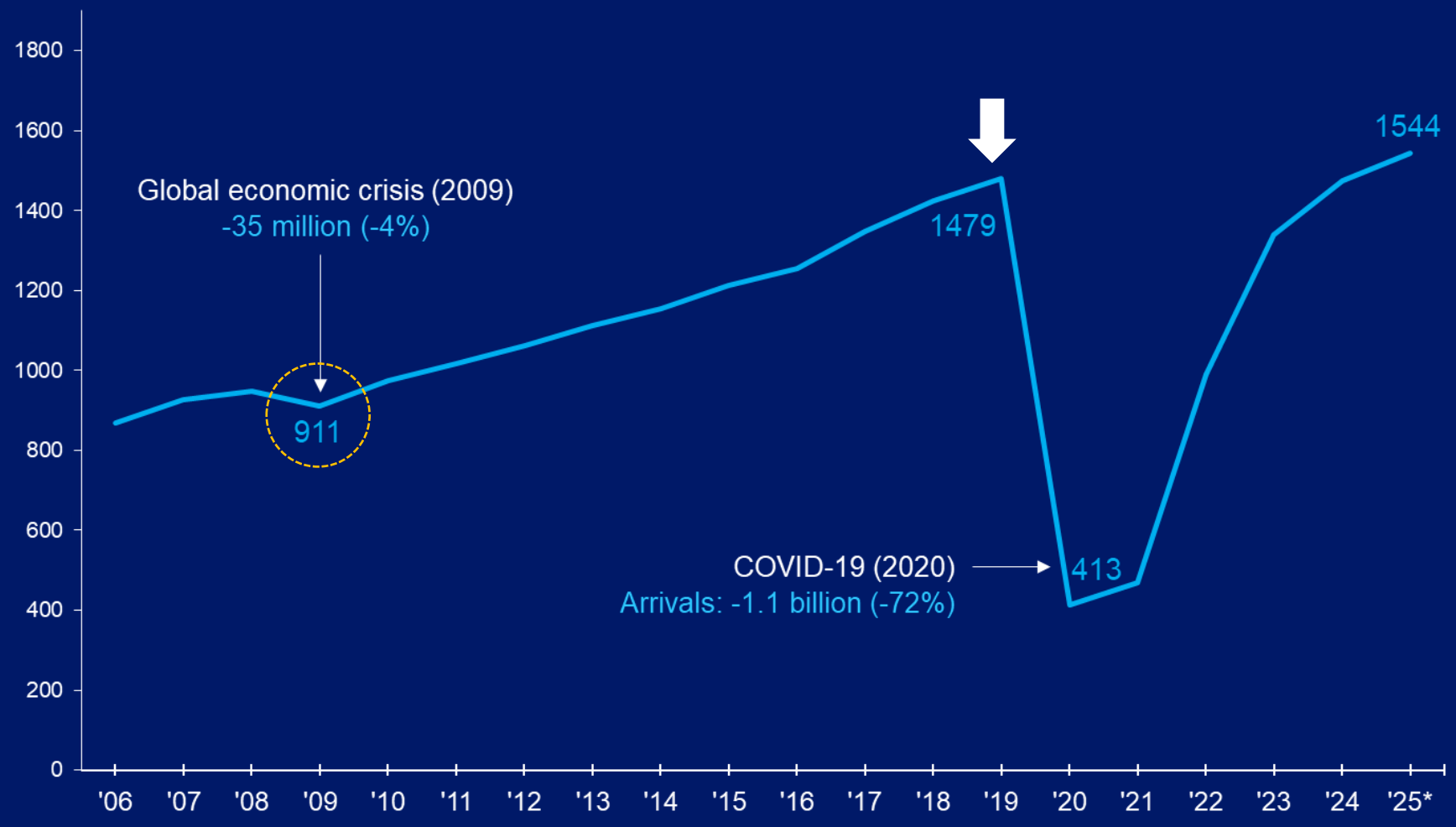


UN Tourism

International tourist arrivals

Millions

Source: UN Tourism
(Data as of September 2026)

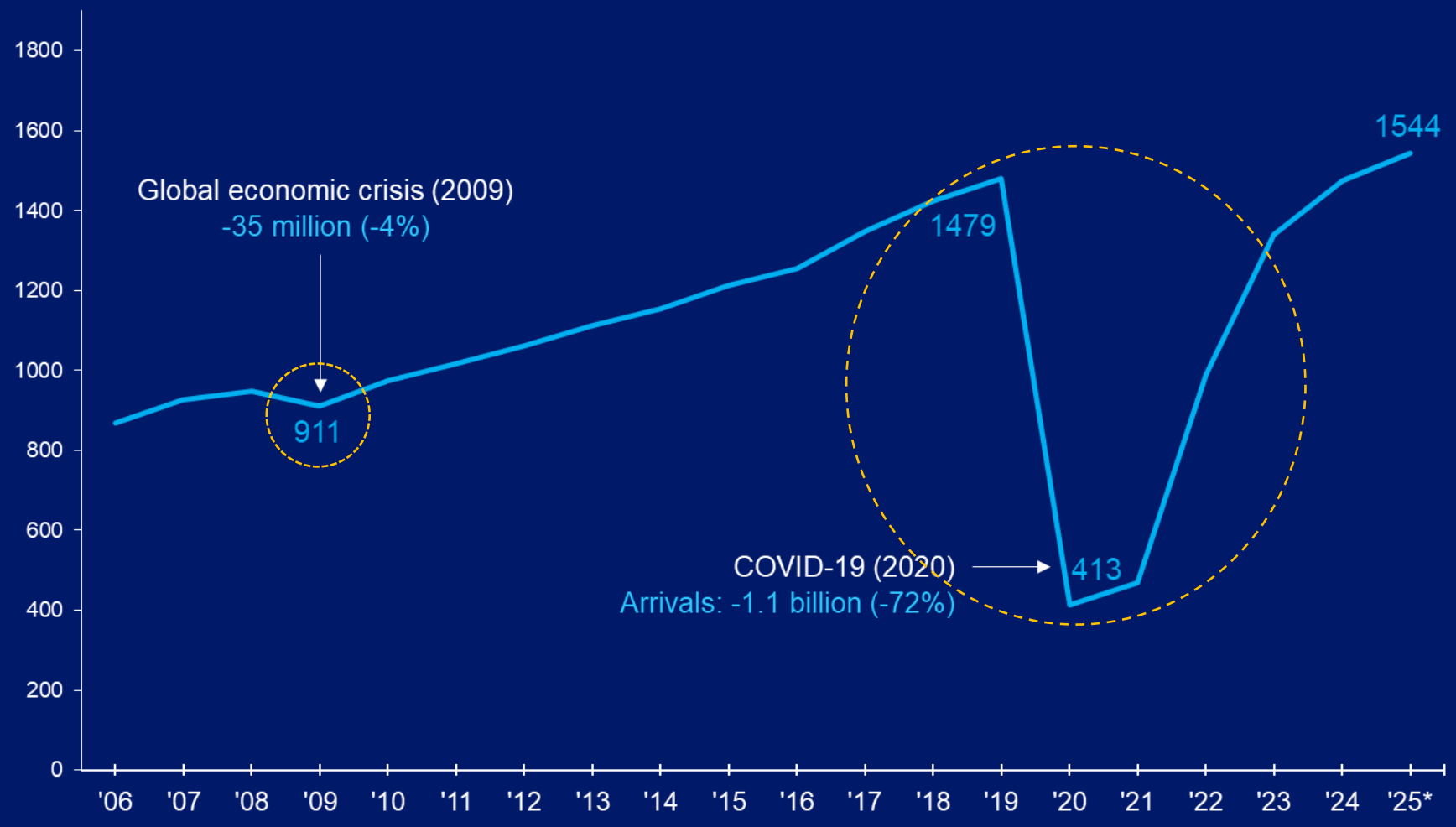


UN Tourism

International tourist arrivals

Millions

Source: UN Tourism
(Data as of September 2026)

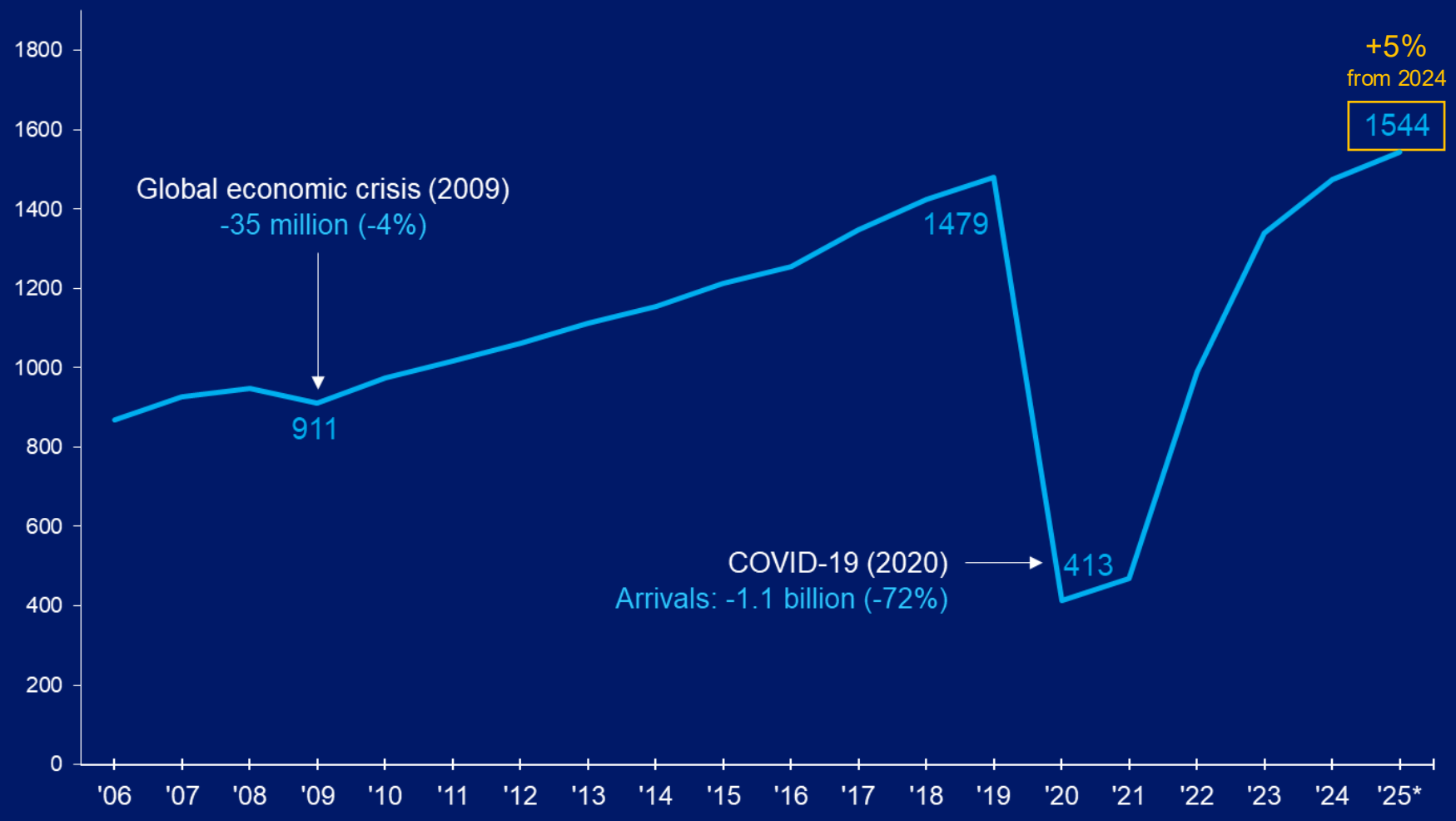


UN Tourism

International tourist arrivals

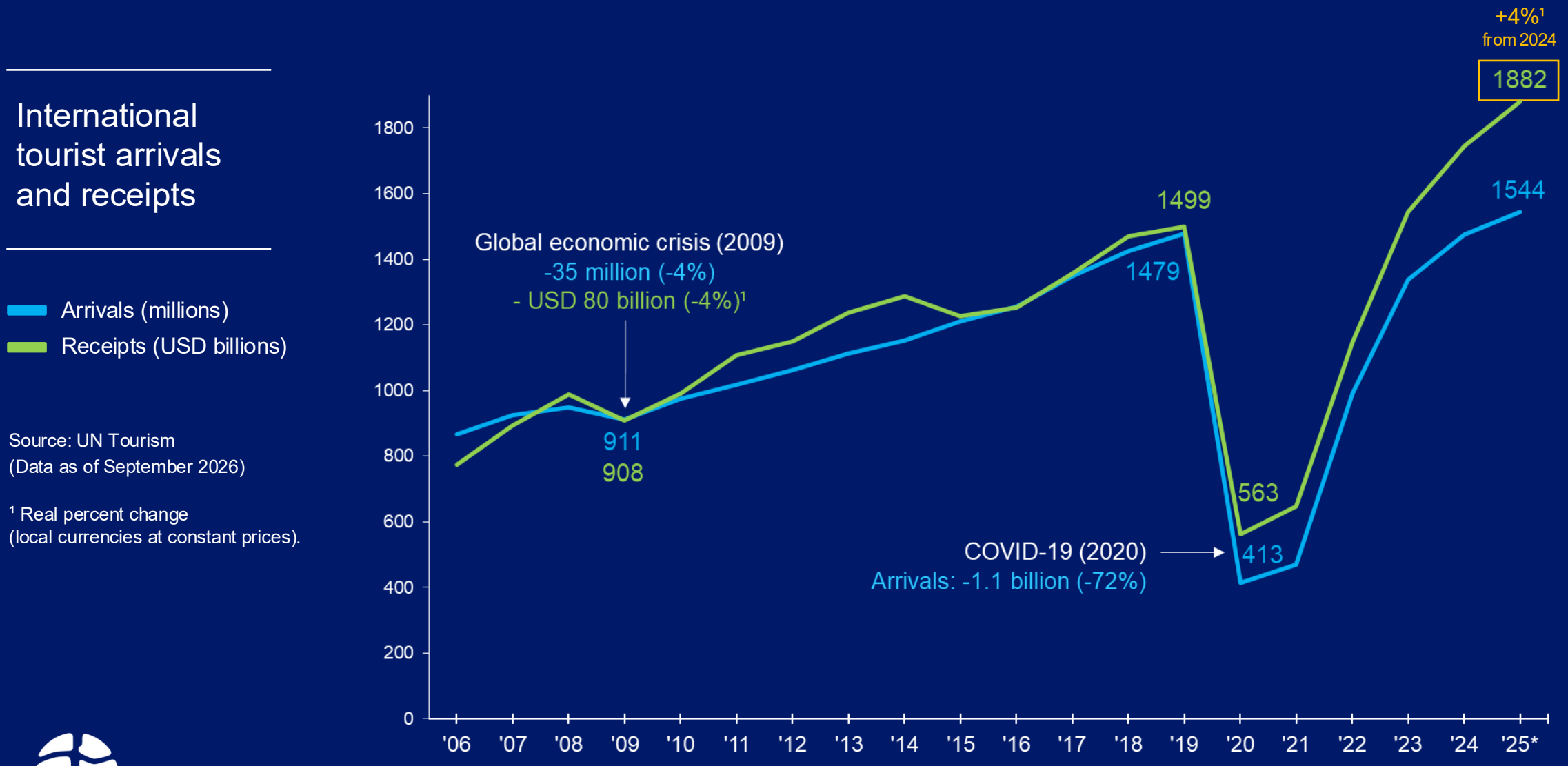
Millions

Source: UN Tourism
(Data as of September 2026)



UN Tourism

International tourist arrivals and receipts



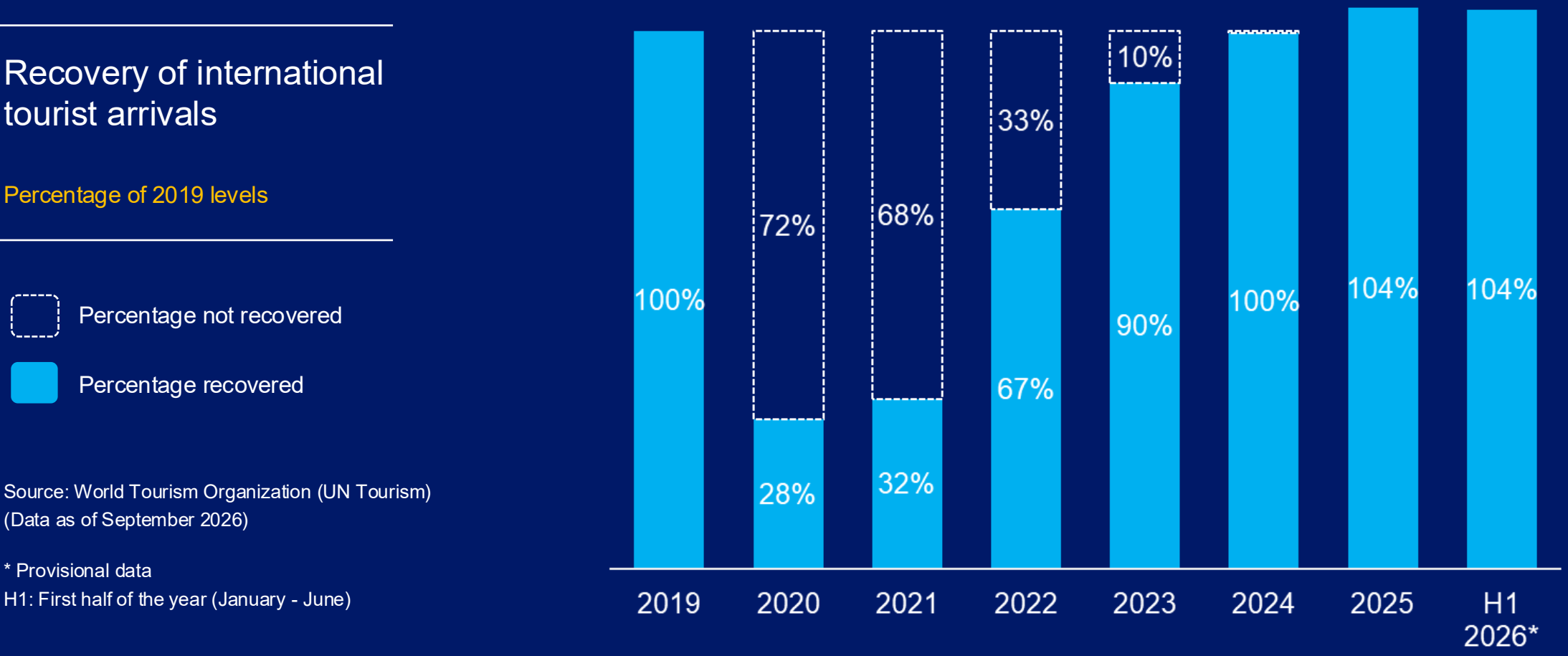
Source: UN Tourism
(Data as of September 2026)

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

UN Tourism

Recovery of international tourist arrivals

Percentage of 2019 levels



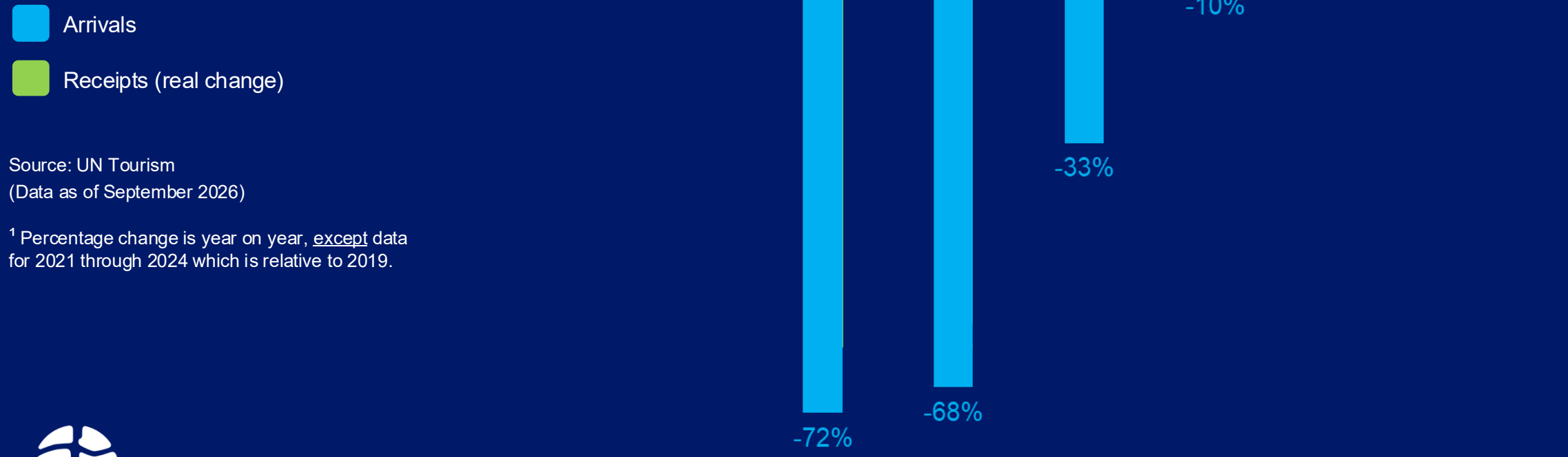
Source: World Tourism Organization (UN Tourism)
(Data as of September 2026)

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

UN Tourism

International tourist arrivals and receipts

% Change (year on year) [1]



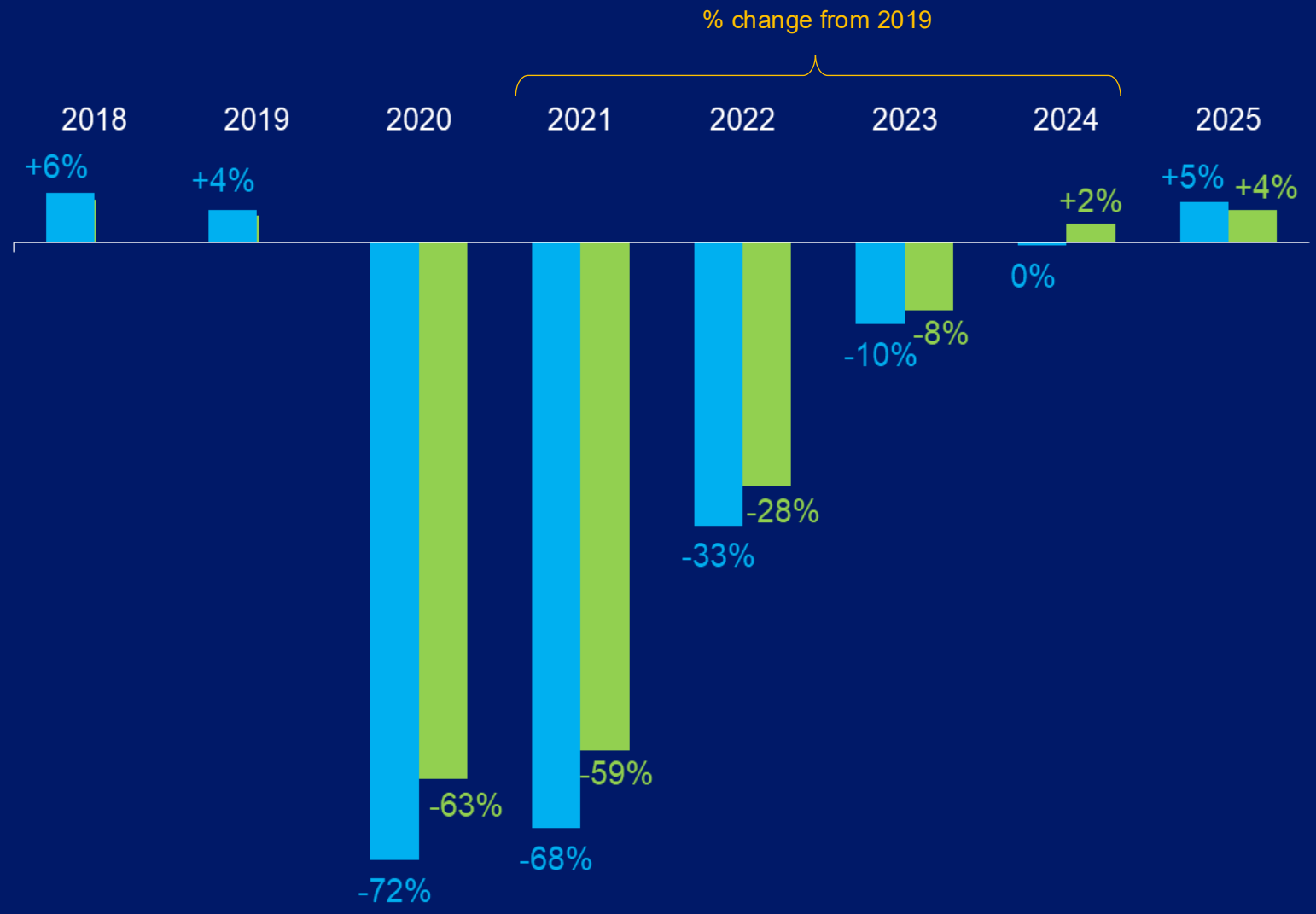
Source: UN Tourism
(Data as of September 2026)

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

UN Tourism

International tourist arrivals and receipts

% Change (year on year) [1]



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.

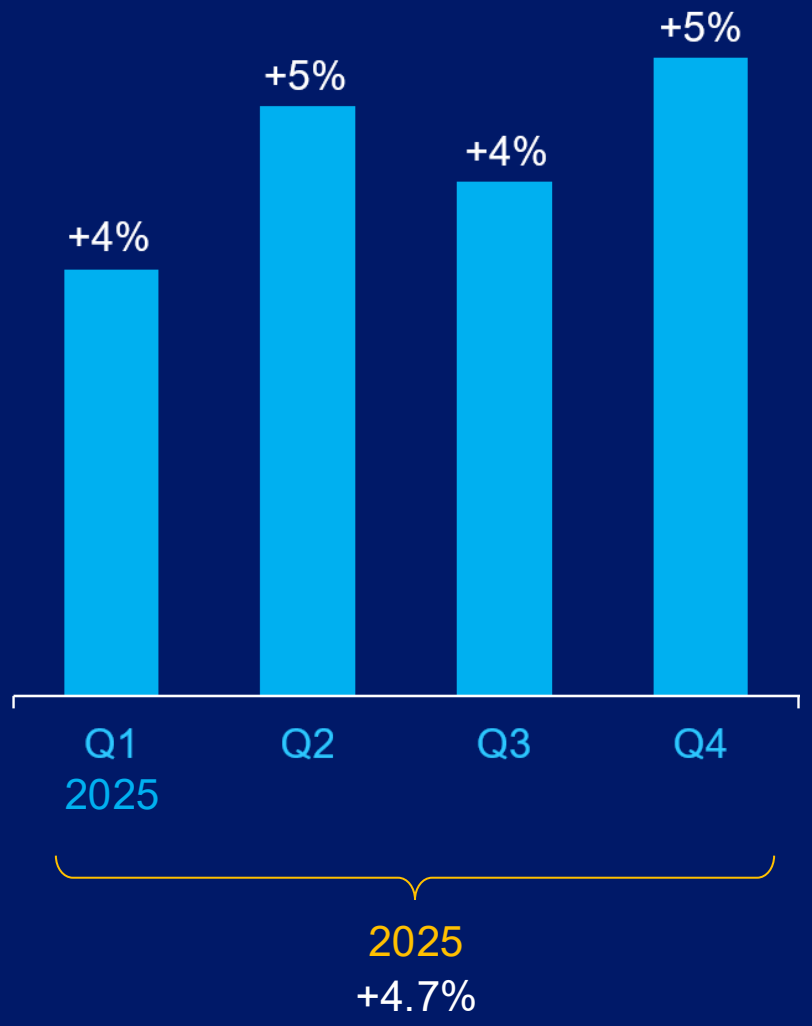
UN Tourism

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)



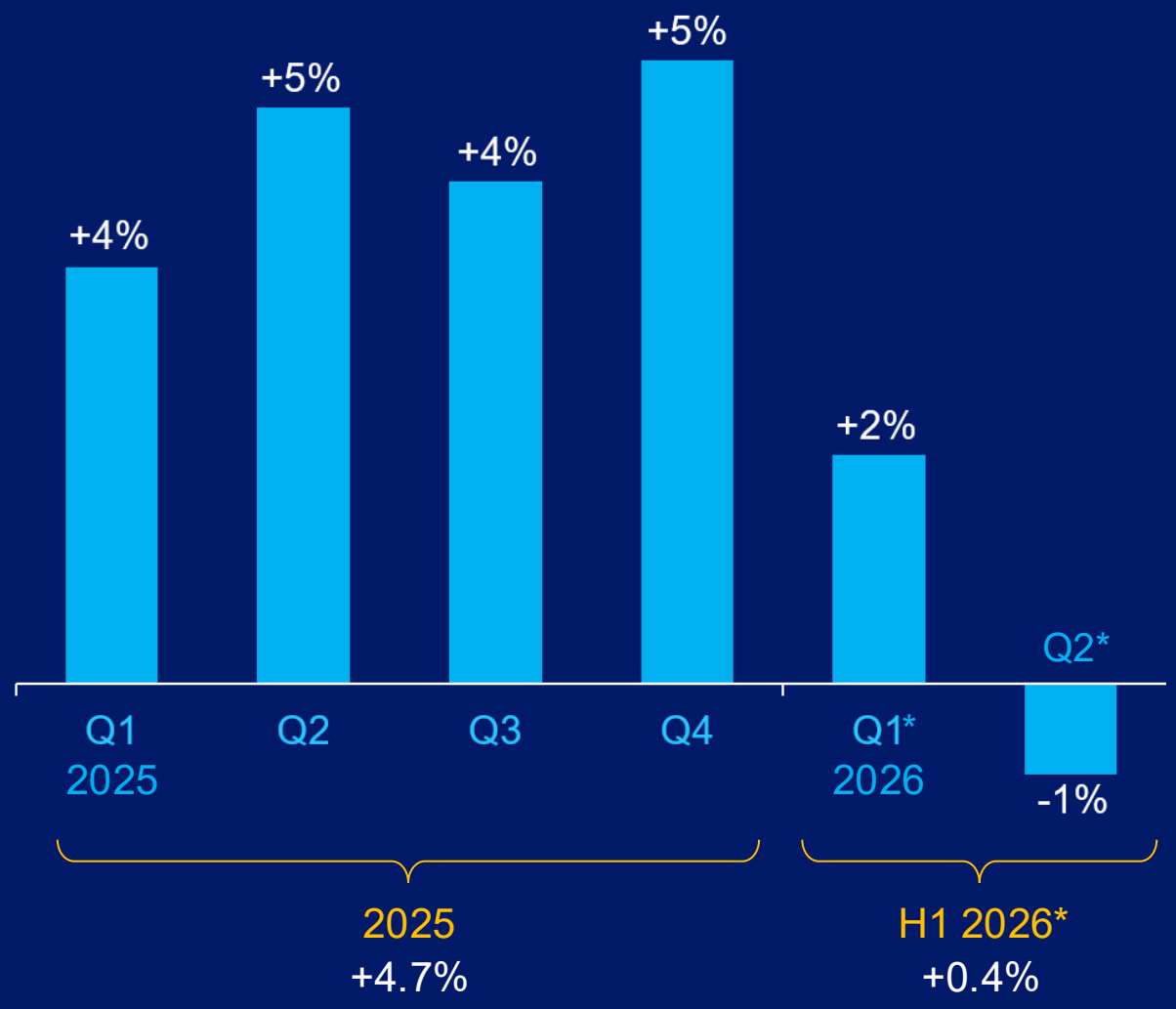
UN Tourism

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)

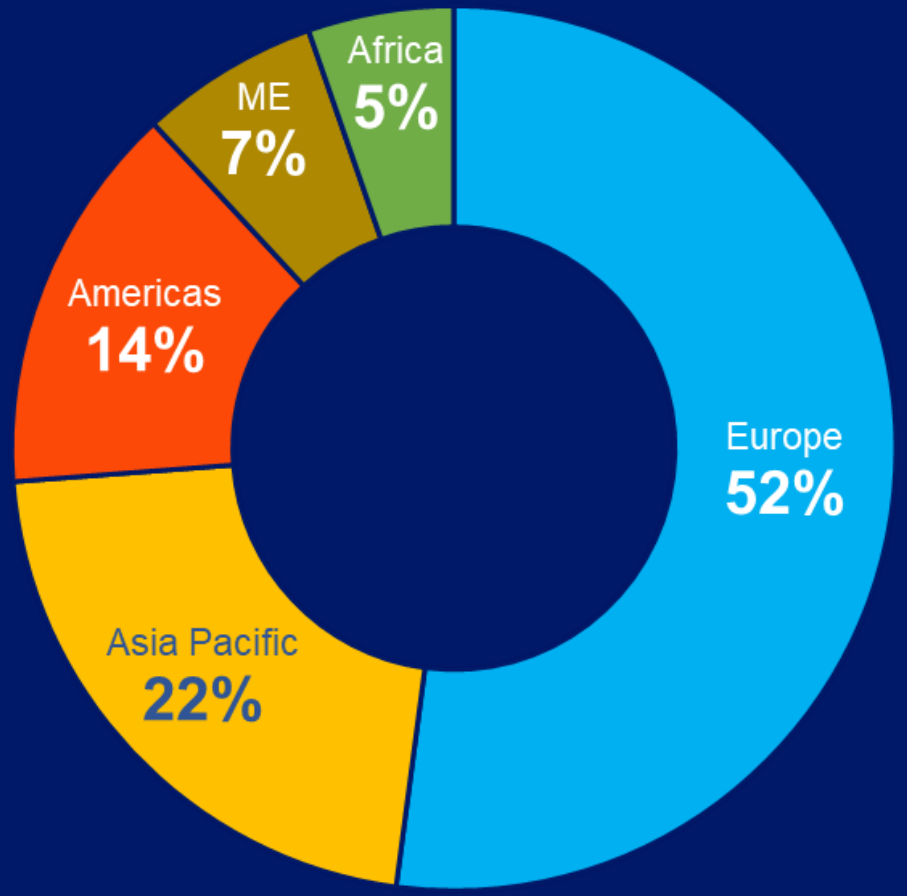


UN Tourism

International arrivals by world region, 2025

% share of world

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



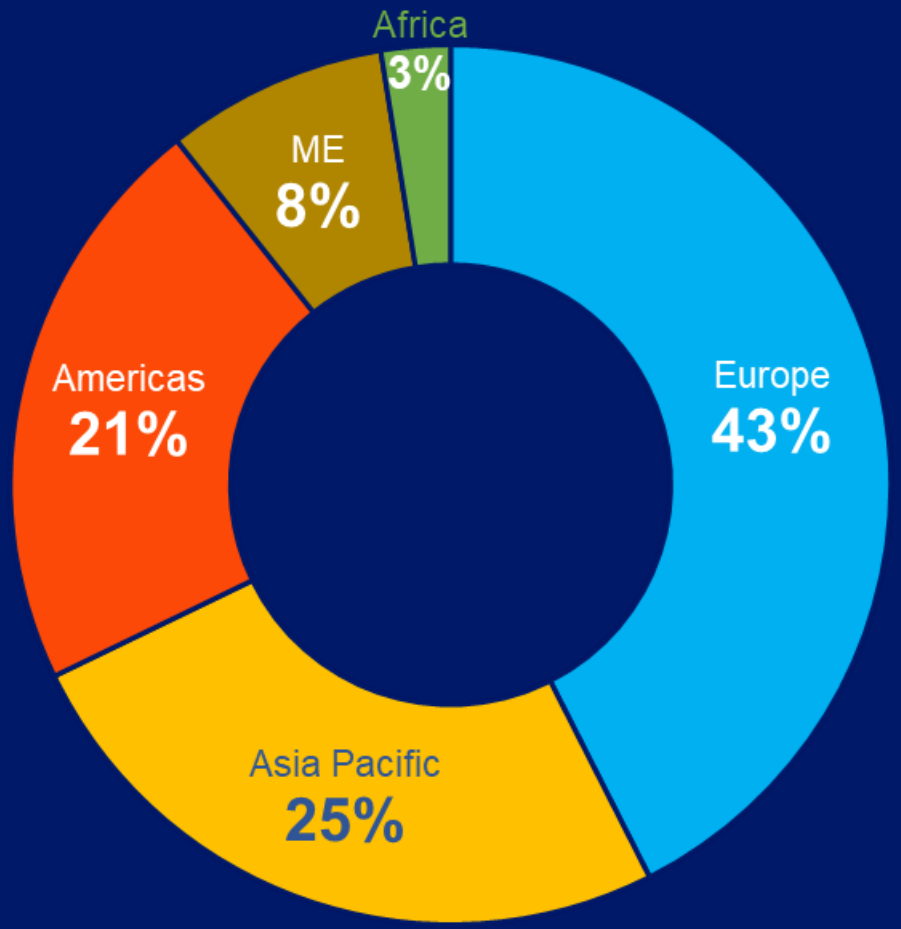
Source: World Tourism Organization (UN Tourism)
(Data as of September 2026)

UN Tourism

International receipts
by world region, 2025

% share of world

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



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

UN Tourism

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%

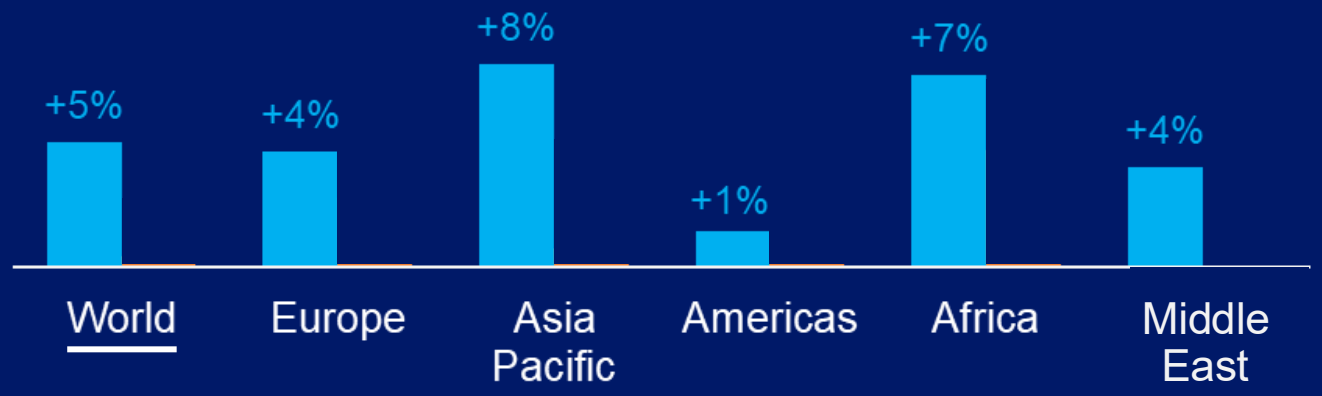
	Europe	Africa	Middle East	Asia Pacific
2024:	+6%	+15%	+3%	+24%
2025:	+4%	+7%	+4%	+8%
H1 2026:	+3%	+4%	-22%	+1%

UN Tourism

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 tourist arrivals by region, 2025

% change (year on year)



2025

H1 2026*

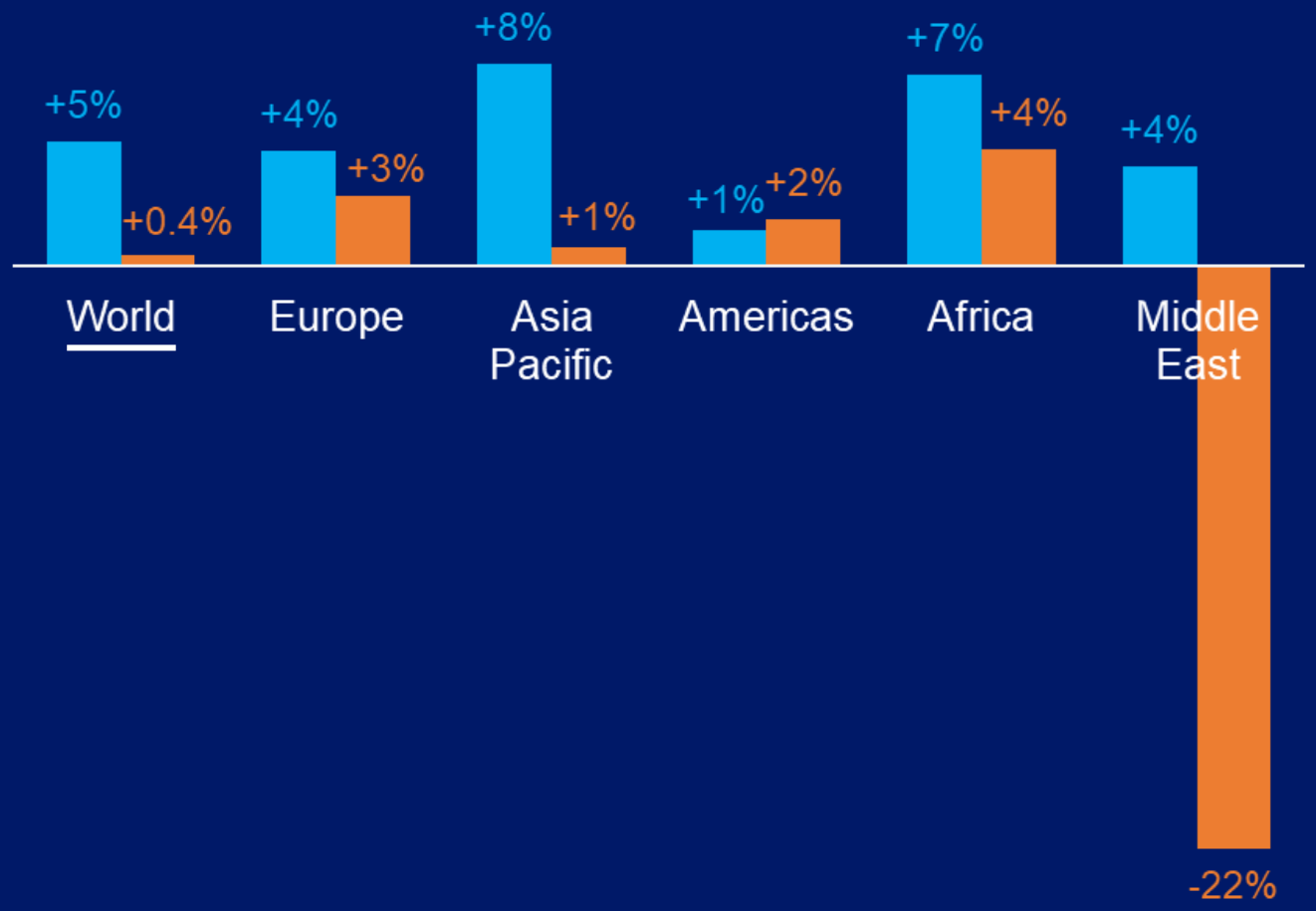
Source: World Tourism Organization (UN Tourism)
(Data as of September 2026)

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

UN Tourism

International tourist arrivals by region, 2025 and H1 2026*

% change (year on year)

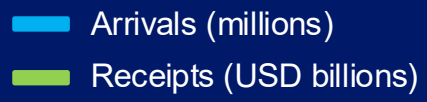


Source: World Tourism Organization (UN Tourism)
(Data as of September 2026)

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H1: First half (January - June)

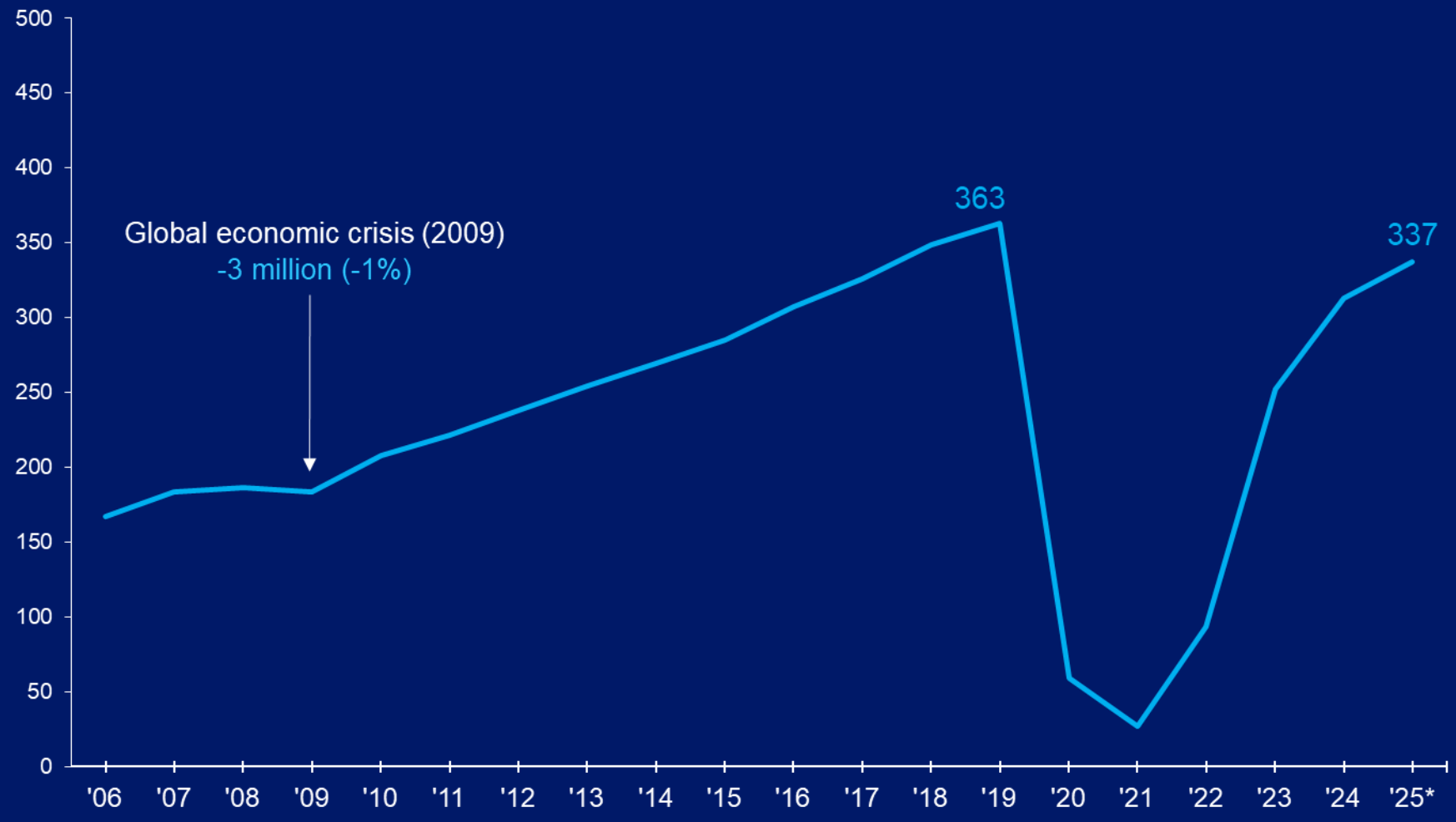
UN Tourism

Asia Pacific
Int. tourist arrivals and receipts



Source: UN Tourism
(Data as of September 2026)

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



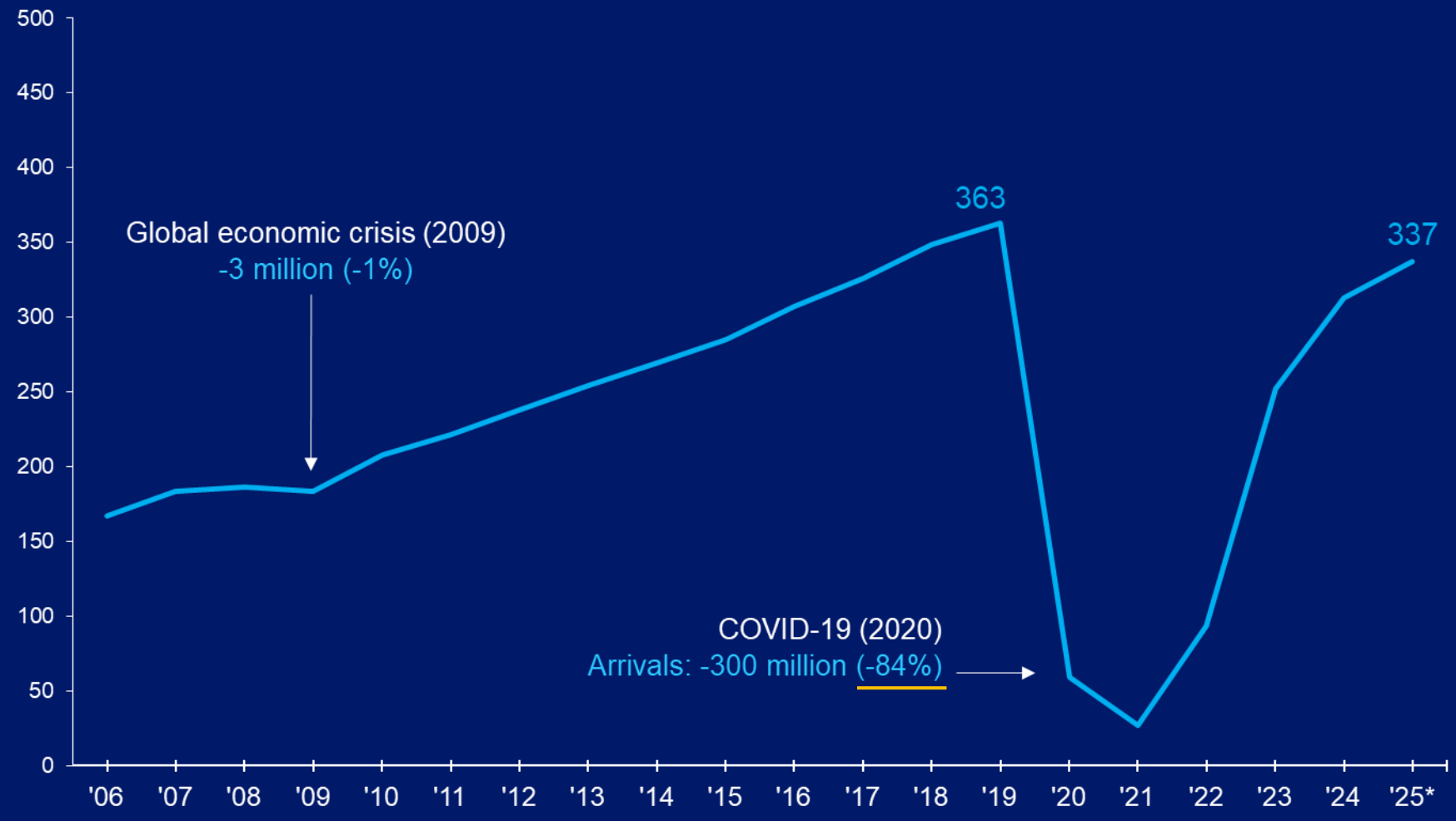
UN Tourism

Asia Pacific
Int. 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).



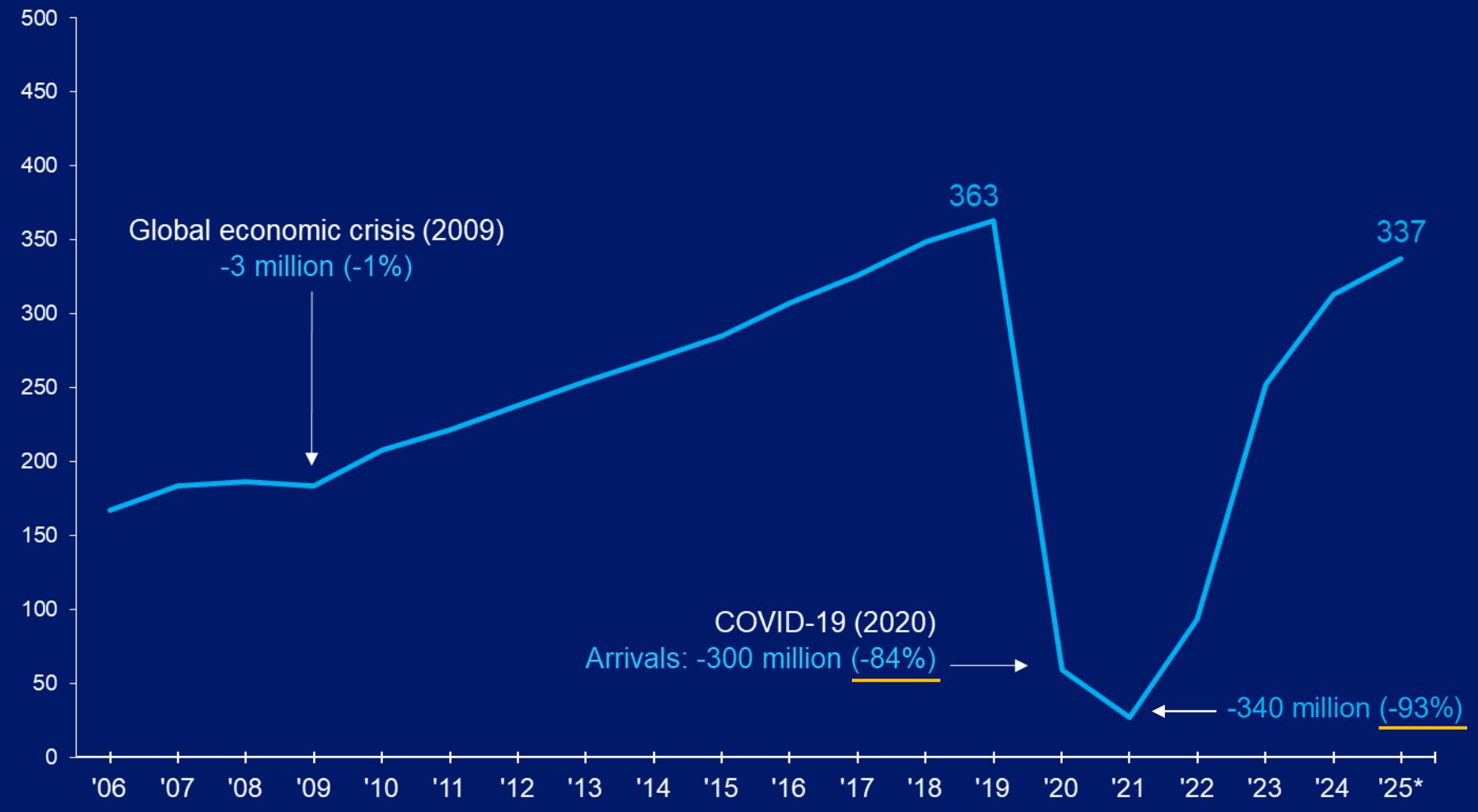
UN Tourism

Asia Pacific
Int. 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).



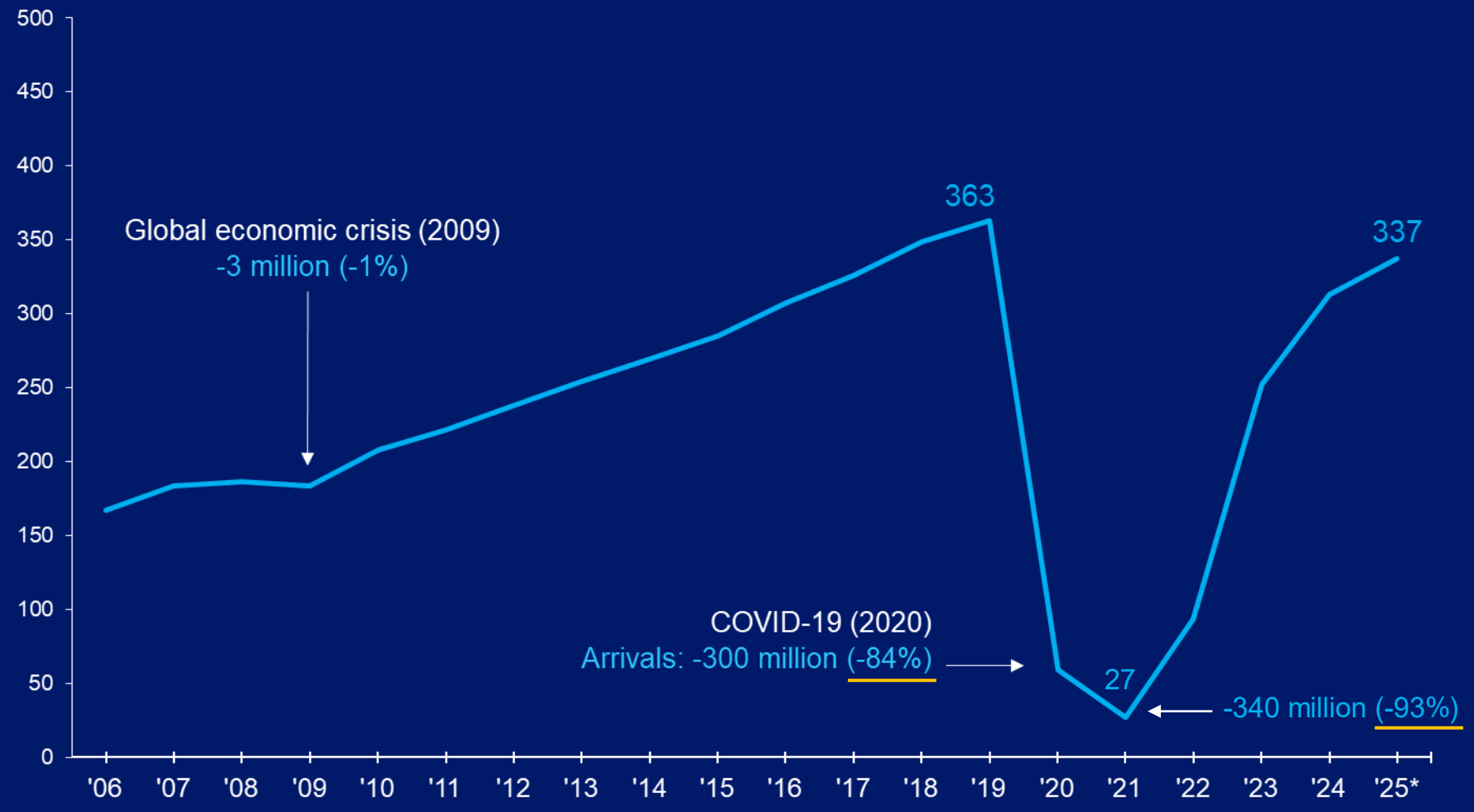
UN Tourism

Asia Pacific
Int. tourist arrivals and receipts

Arrivals (millions)
Receipts (USD billions)

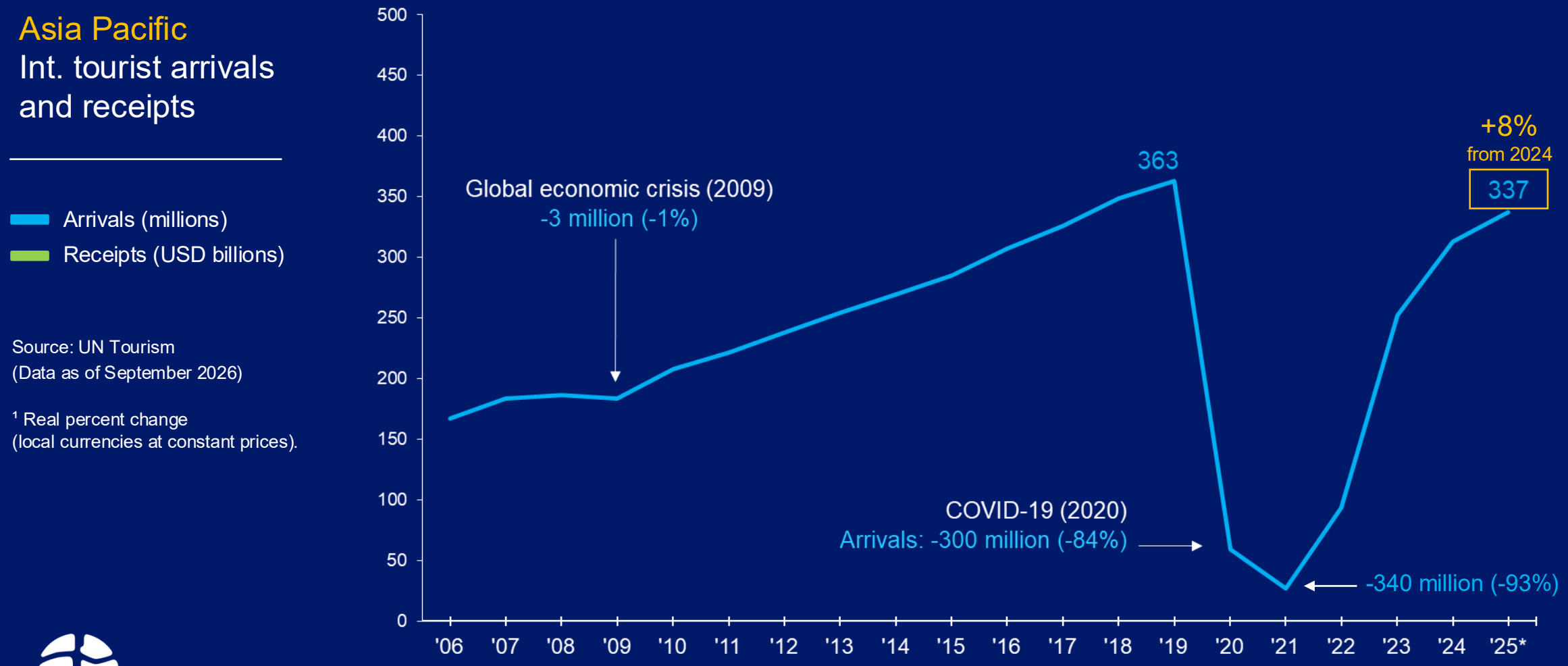
Source: UN Tourism
(Data as of September 2026)

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



UN Tourism

Asia Pacific
Int. tourist arrivals and receipts



Source: UN Tourism
(Data as of September 2026)

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

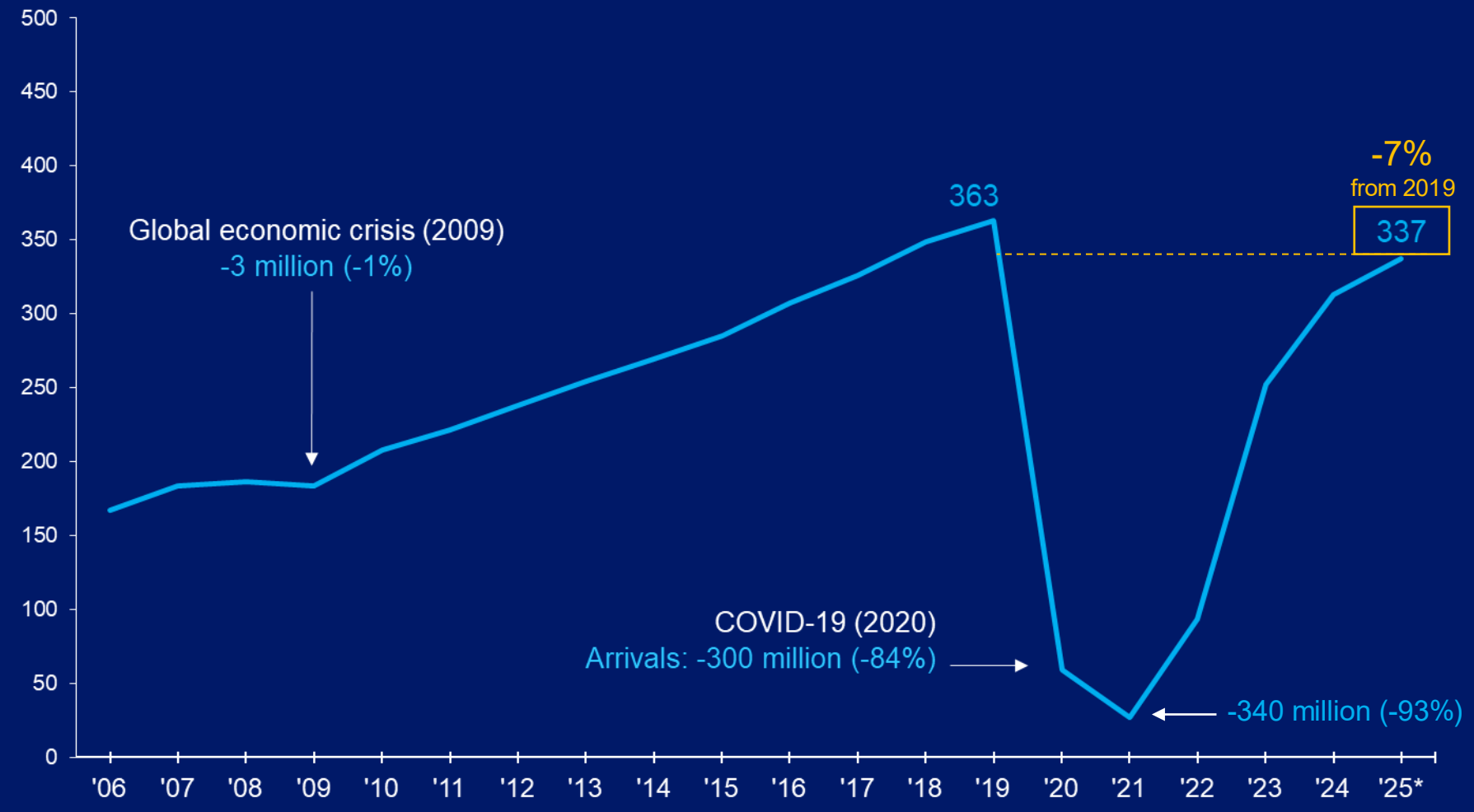
UN Tourism

Asia Pacific
Int. tourist arrivals and receipts

Arrivals (millions)
Receipts (USD billions)

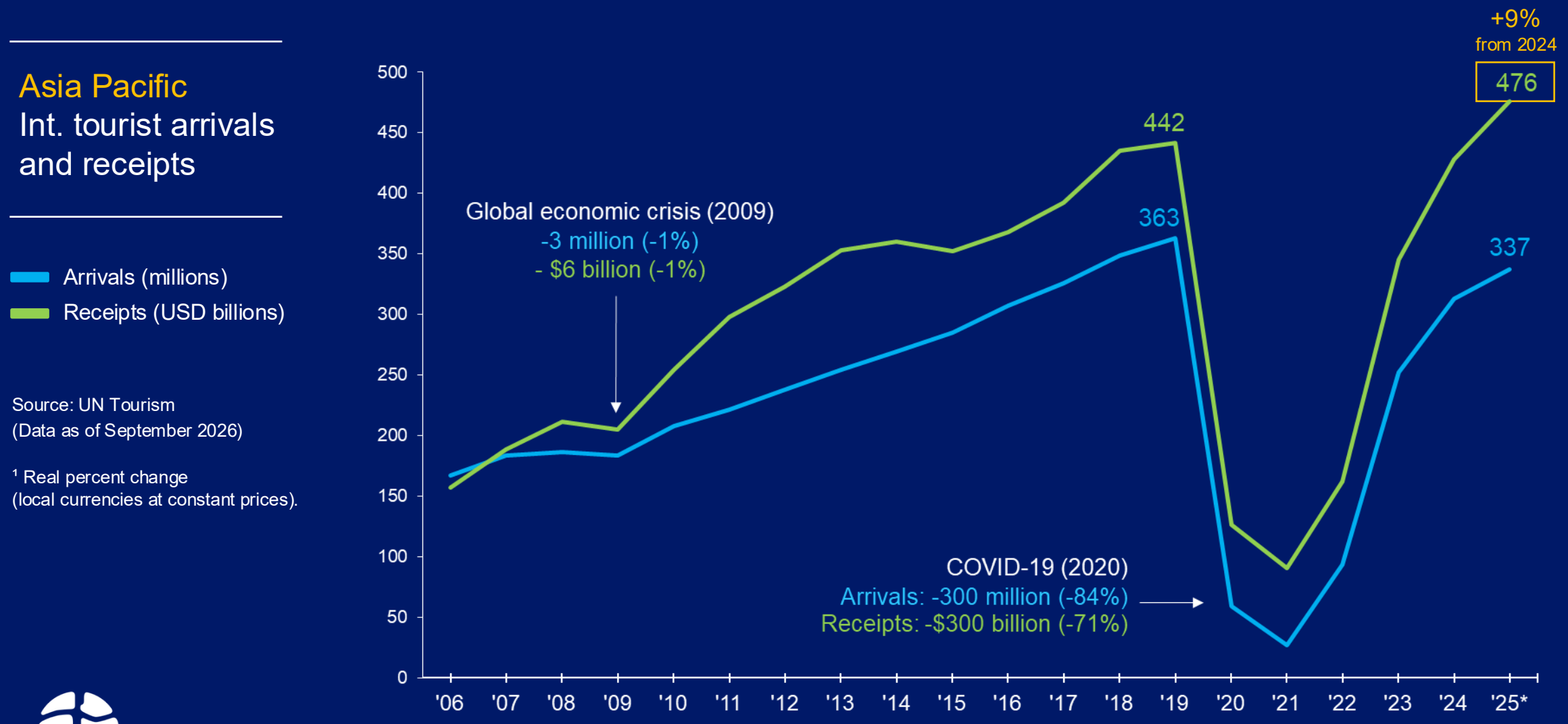
Source: UN Tourism
(Data as of September 2026)

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



UN Tourism

Asia Pacific
Int. tourist arrivals and receipts

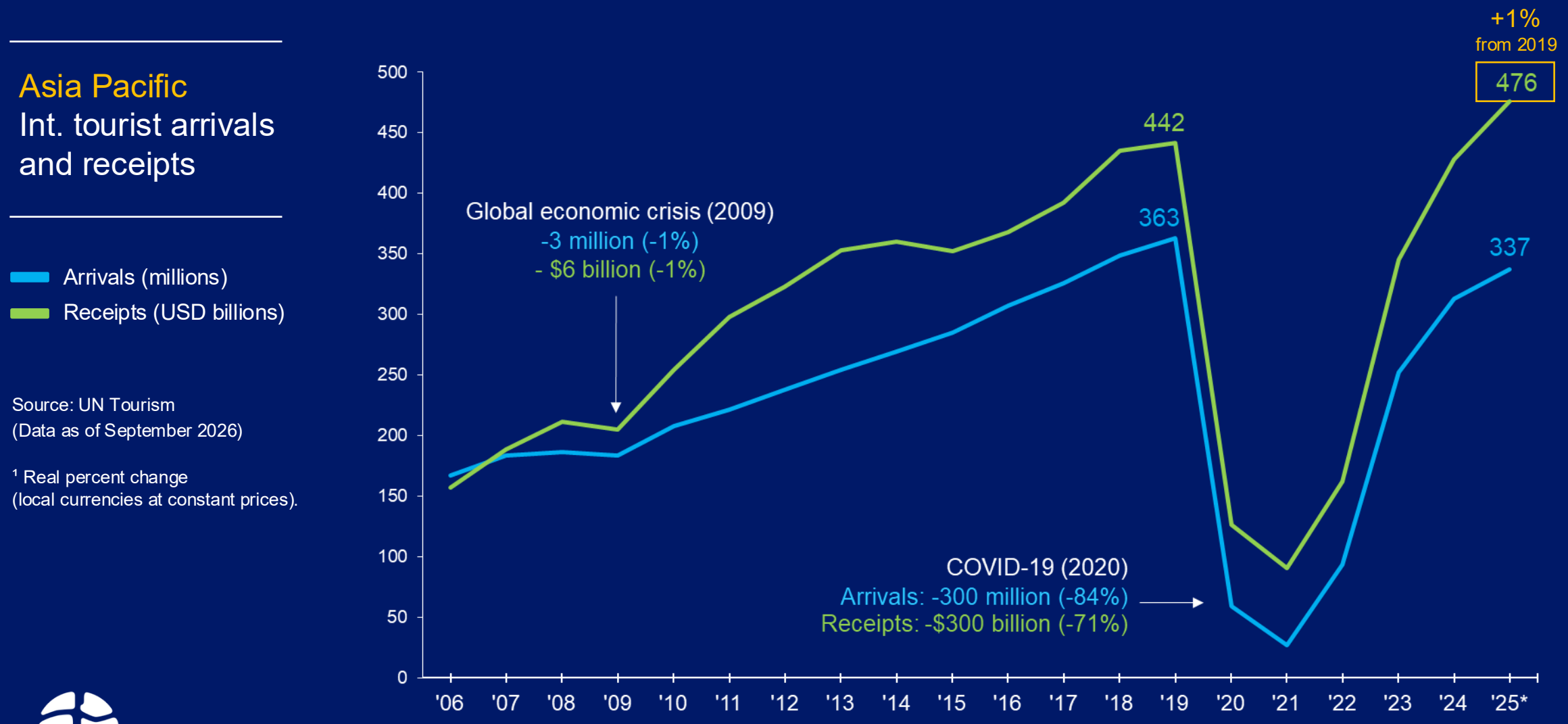


Source: UN Tourism
(Data as of September 2026)

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

UN Tourism

Asia Pacific
Int. tourist arrivals and receipts



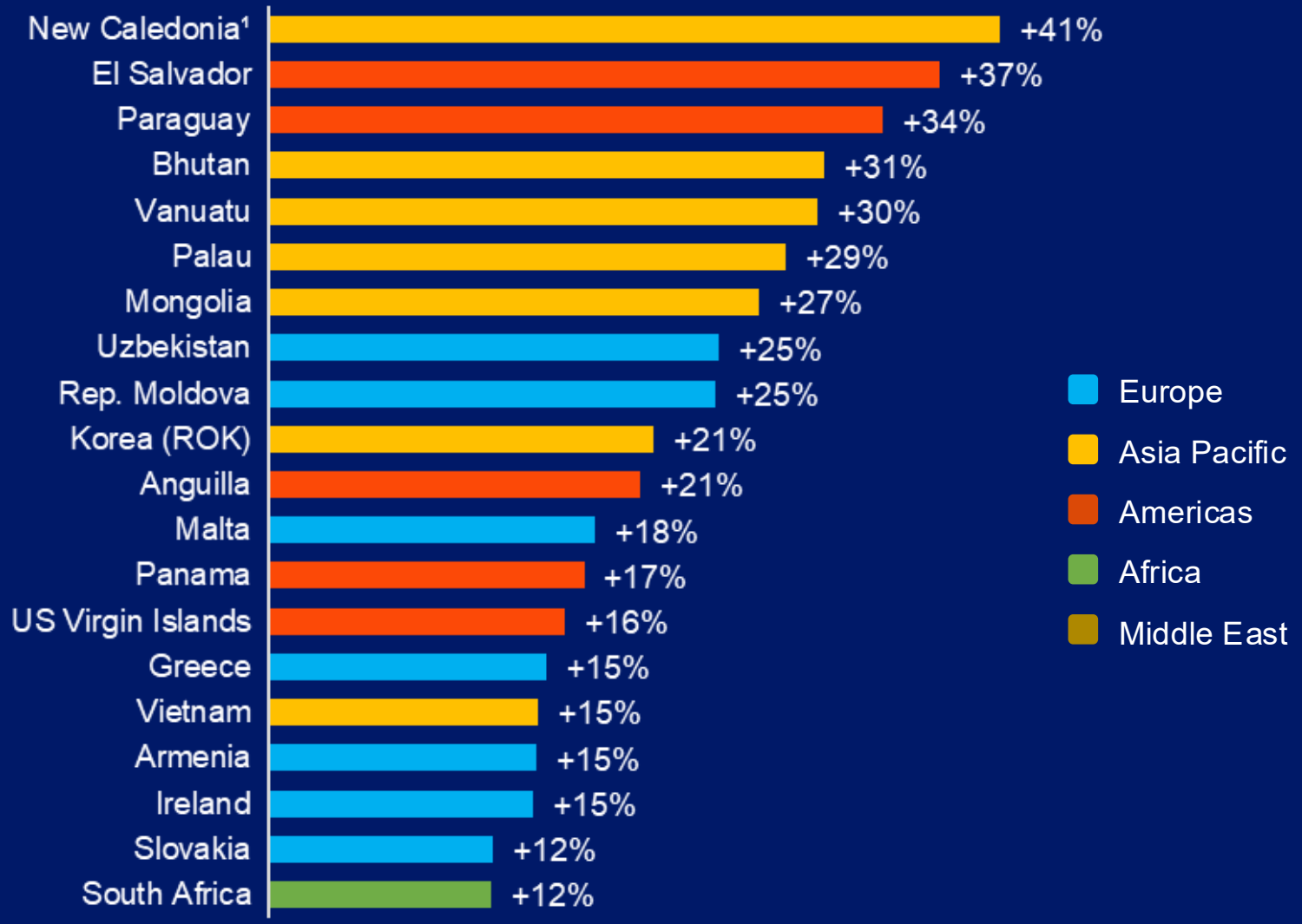
Source: UN Tourism
(Data as of September 2026)

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

UN Tourism

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

International tourist arrivals
% change from 2025



Source: UN Tourism (September 2026)

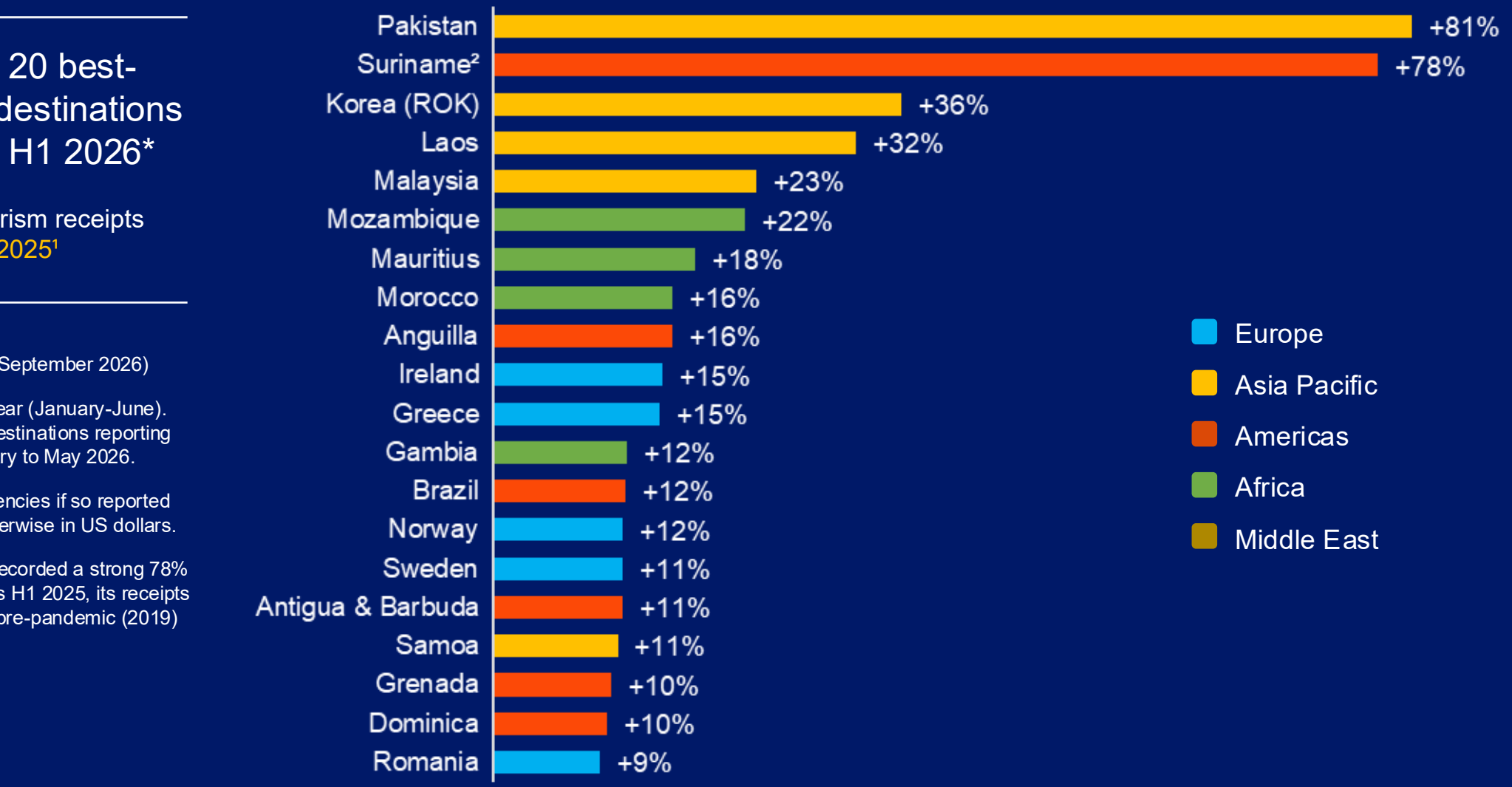
* H1: first half of the year (January-June). This list is based on destinations reporting data for at least January to May 2026.

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.

UN Tourism

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

International tourism receipts
% change from 2025[1]



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.

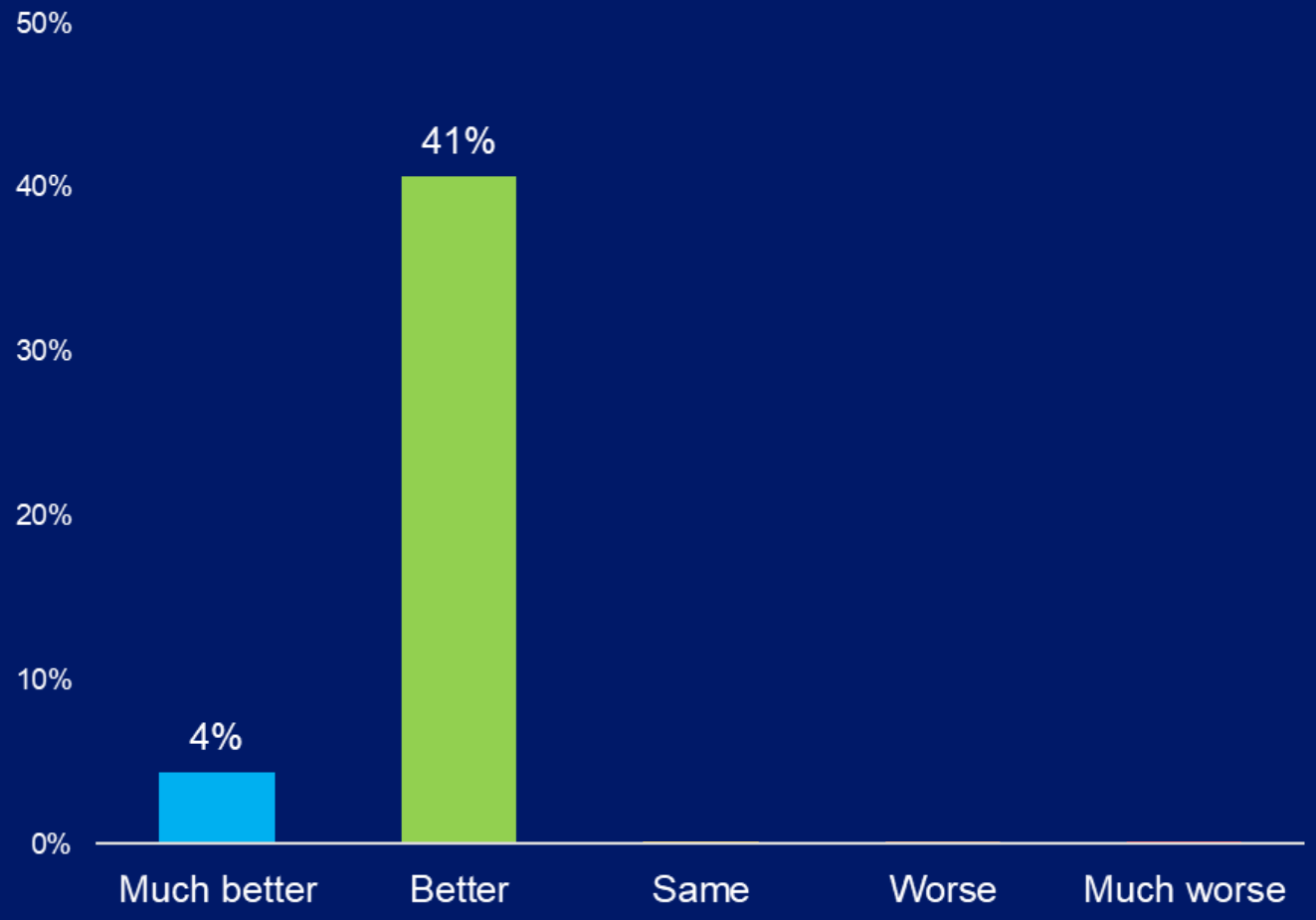
[2] Although Suriname recorded a strong 78% increase in H1 2026 vs H1 2025, its receipts remained 19% below pre-pandemic (2019) levels.

UN Tourism

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

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

Percentage of responses: Global

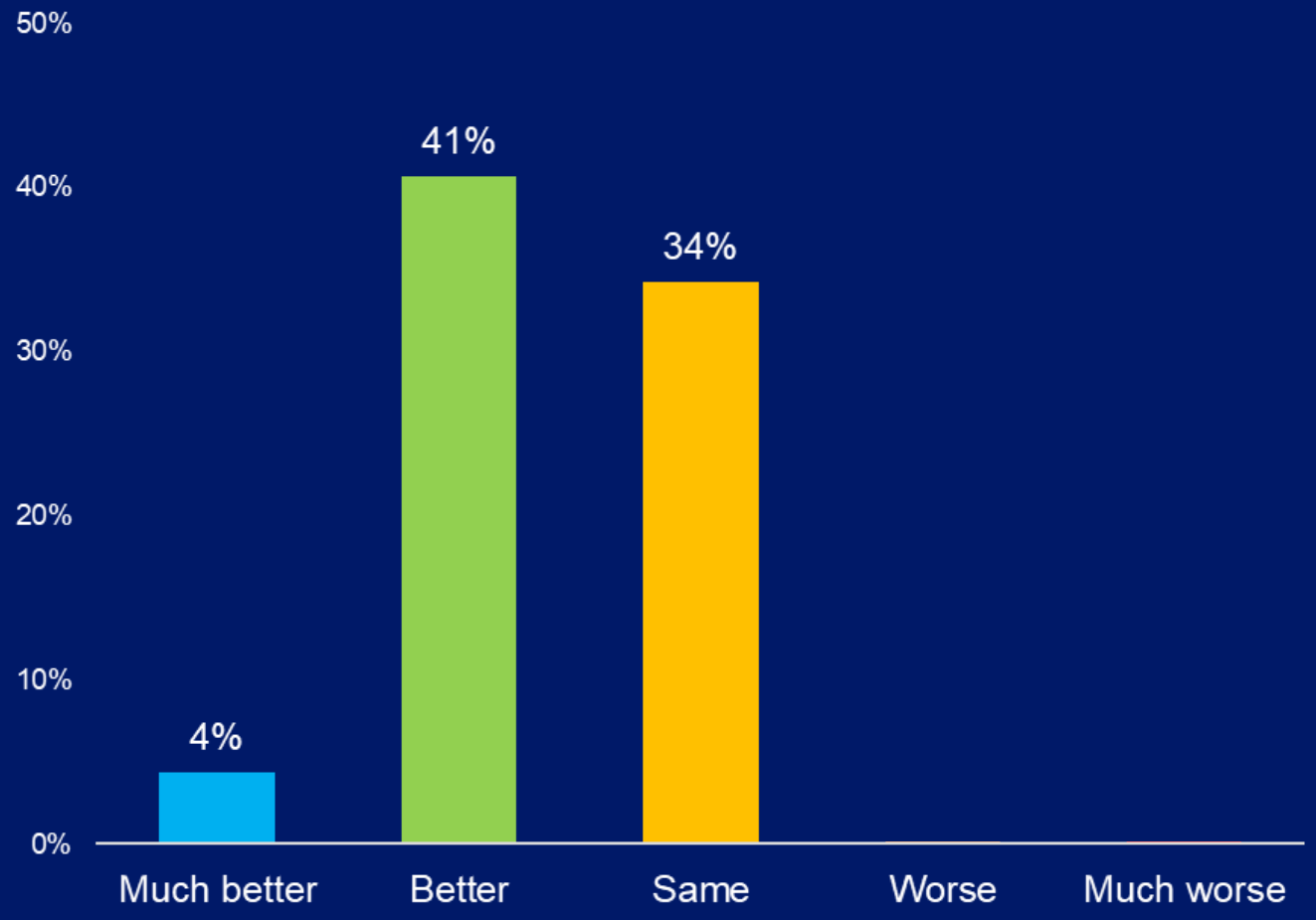


UN Tourism

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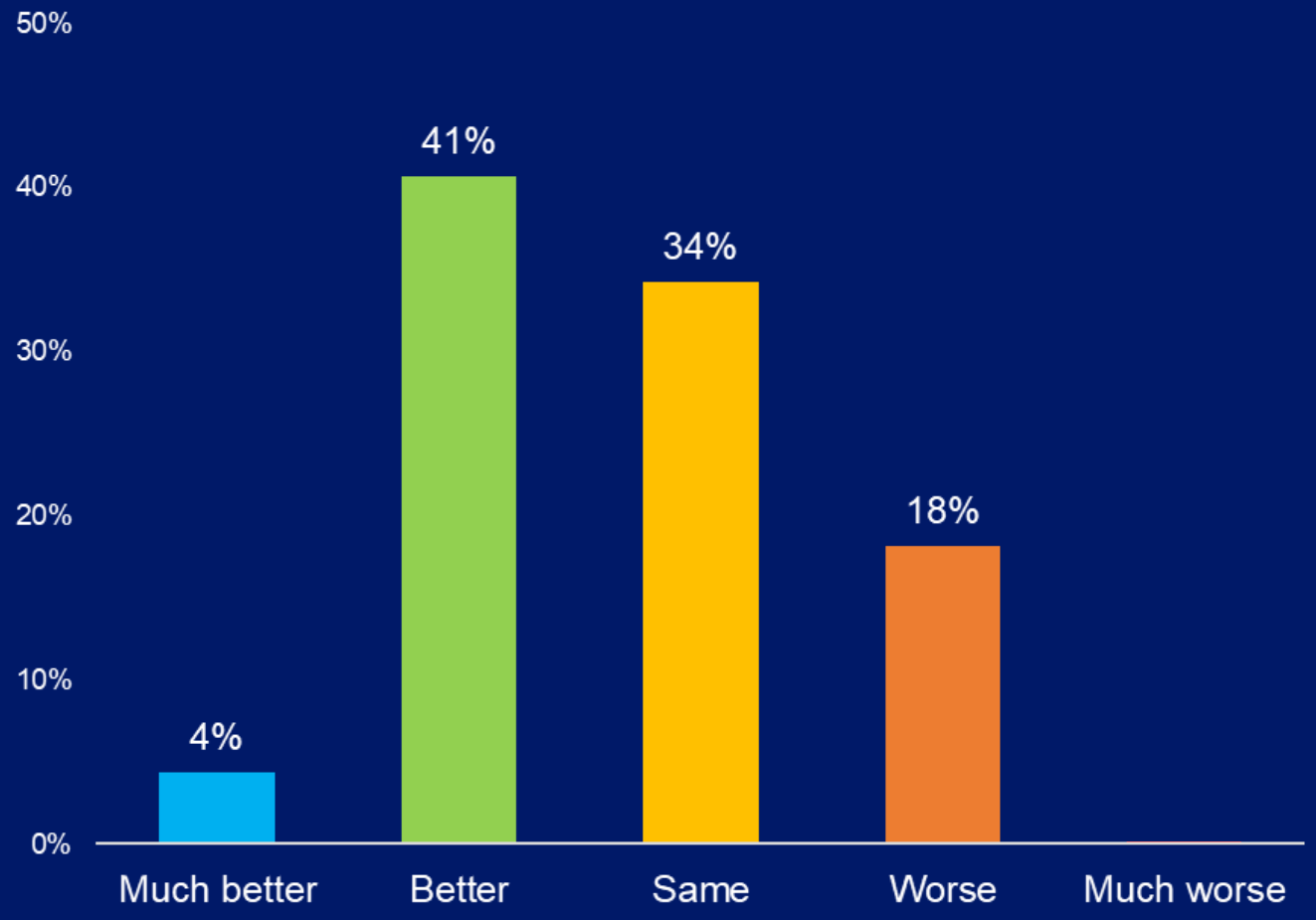


UN Tourism

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Percentage of responses: Global

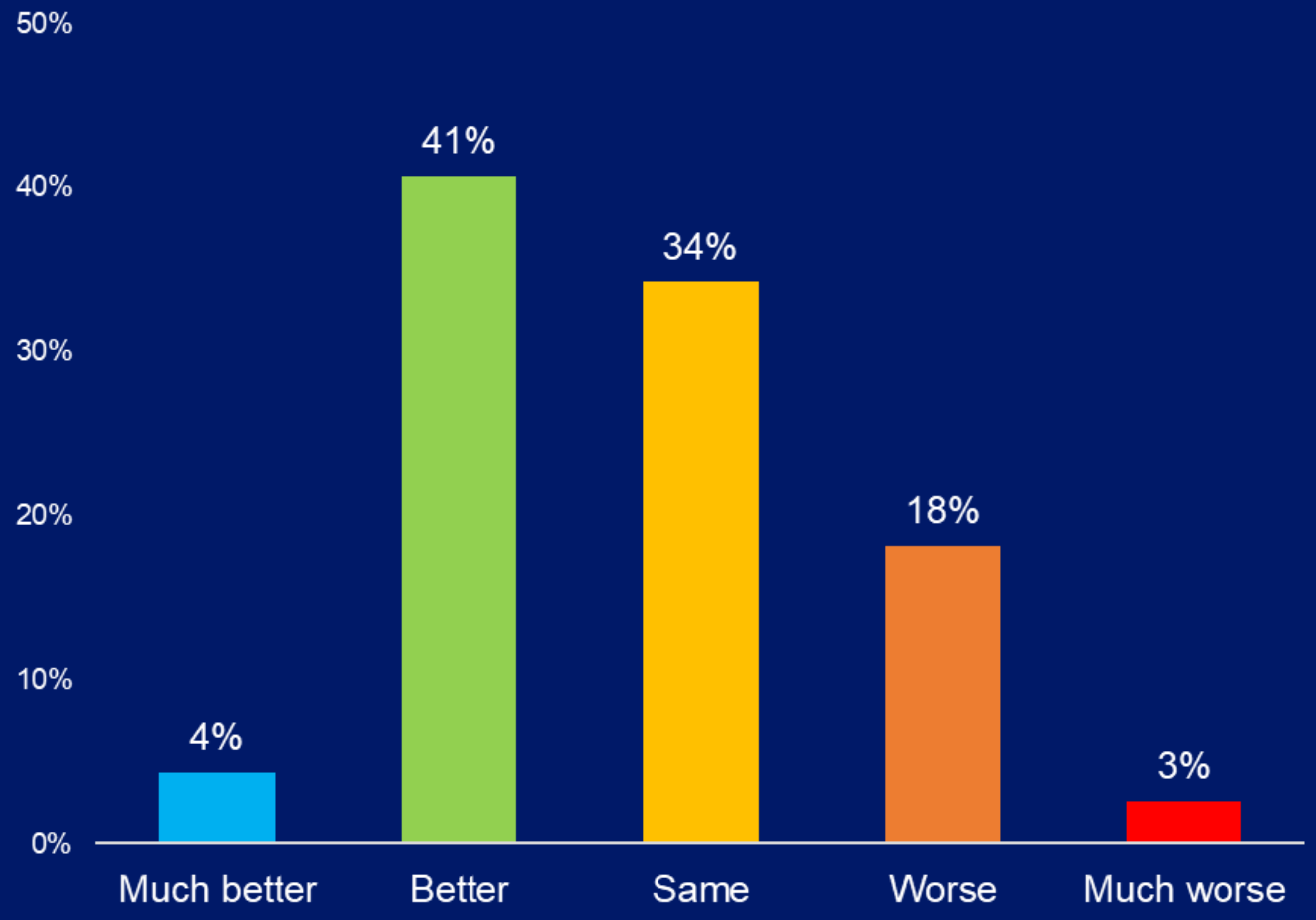


UN Tourism

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

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

Percentage of responses: Global

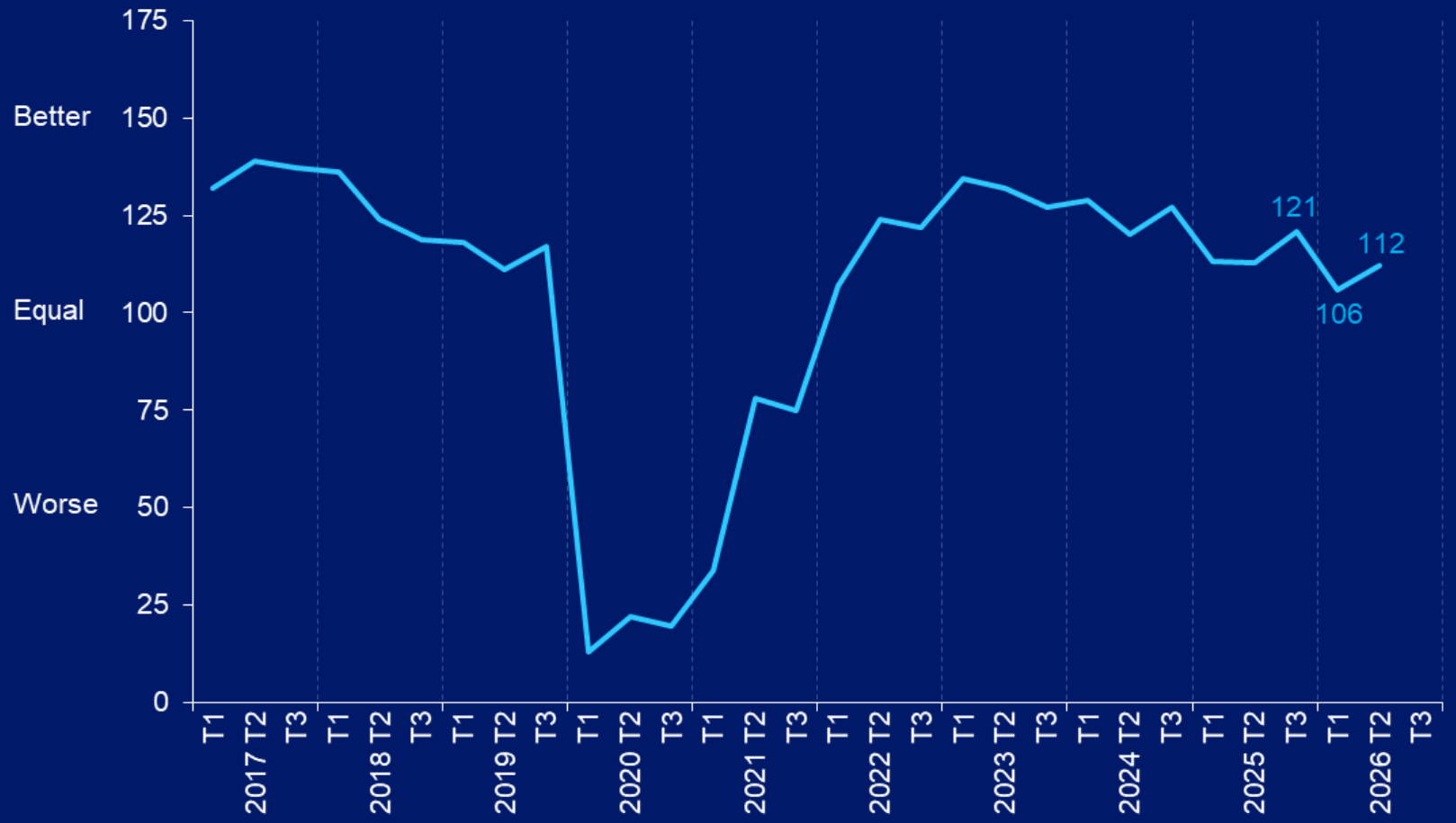


UN Tourism

UN Tourism Confidence Index

Evaluation of past 4 months

Prospects for next 4 months



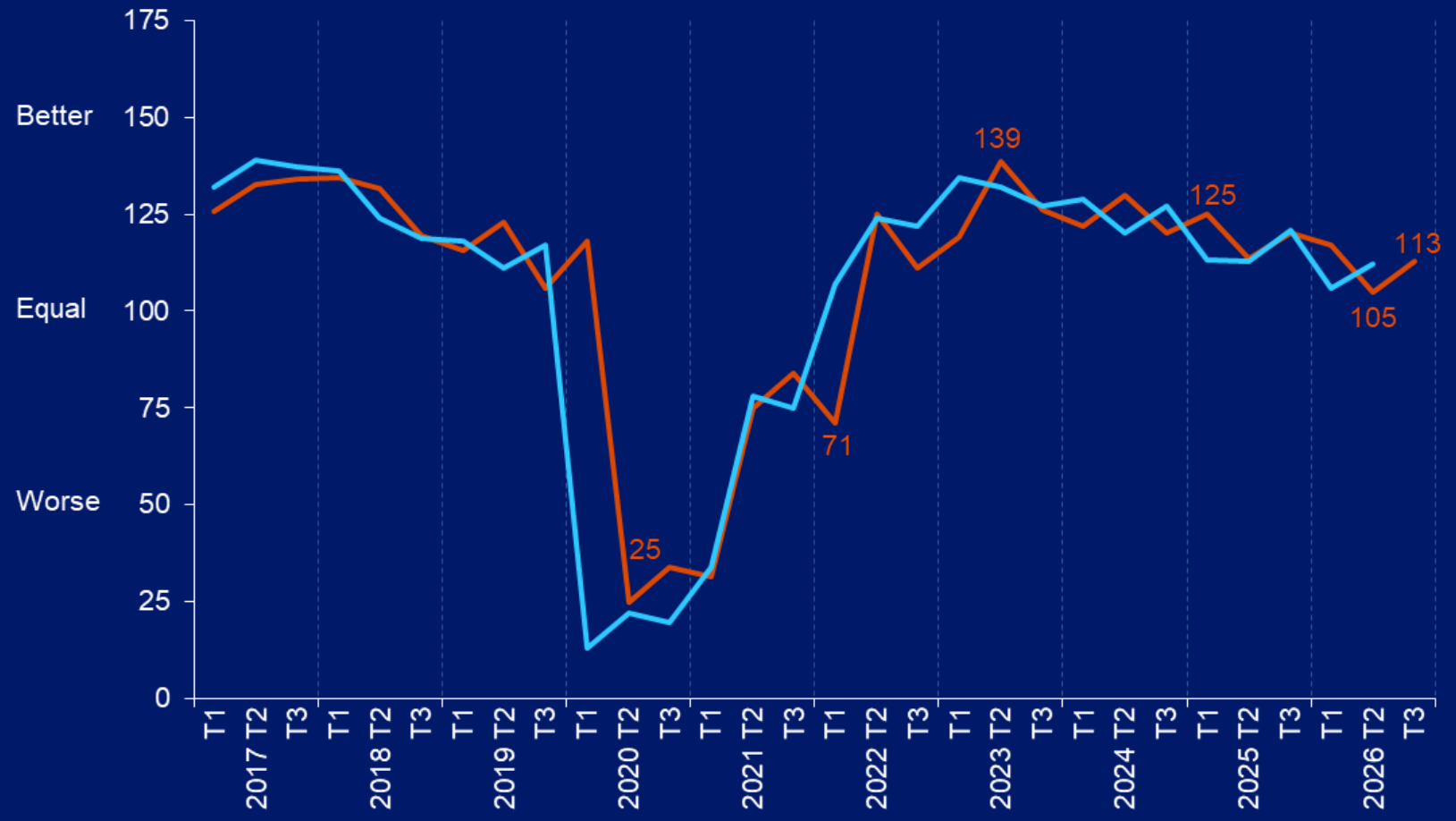
Source: UN Tourism Panel of Experts Survey (September 2026)

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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UN Tourism Confidence Index



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

UN Tourism

UNWTO Panel of Experts Survey

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



UN Tourism

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

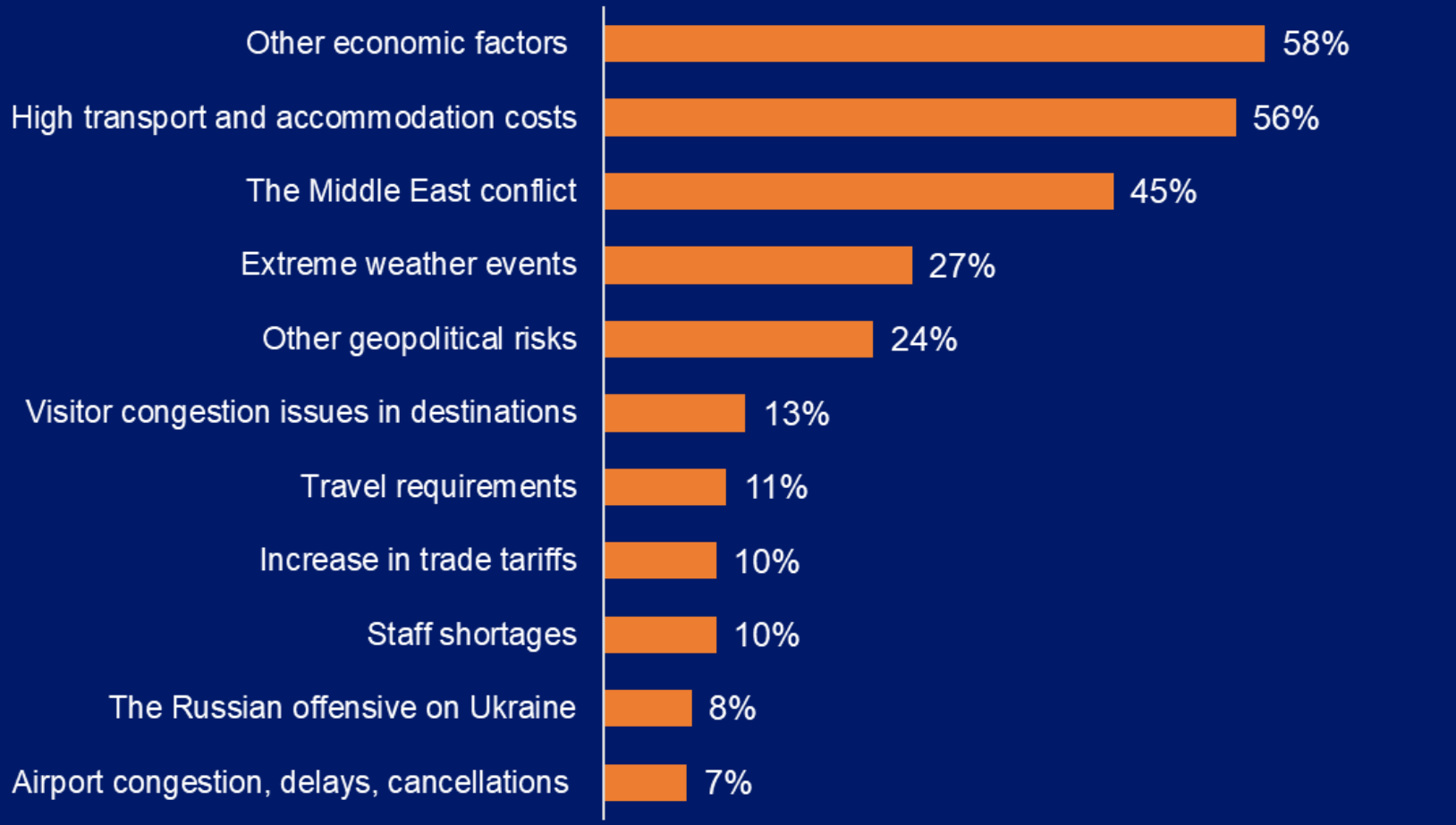
Source: UN Tourism Panel of Experts Survey (September 2026)



UN Tourism

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

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



UN Tourism

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

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



UN Tourism

Global tourism inflation vs. headline inflation

% change in consumer prices



Source: UN Tourism and IMF (Sept. 2026)

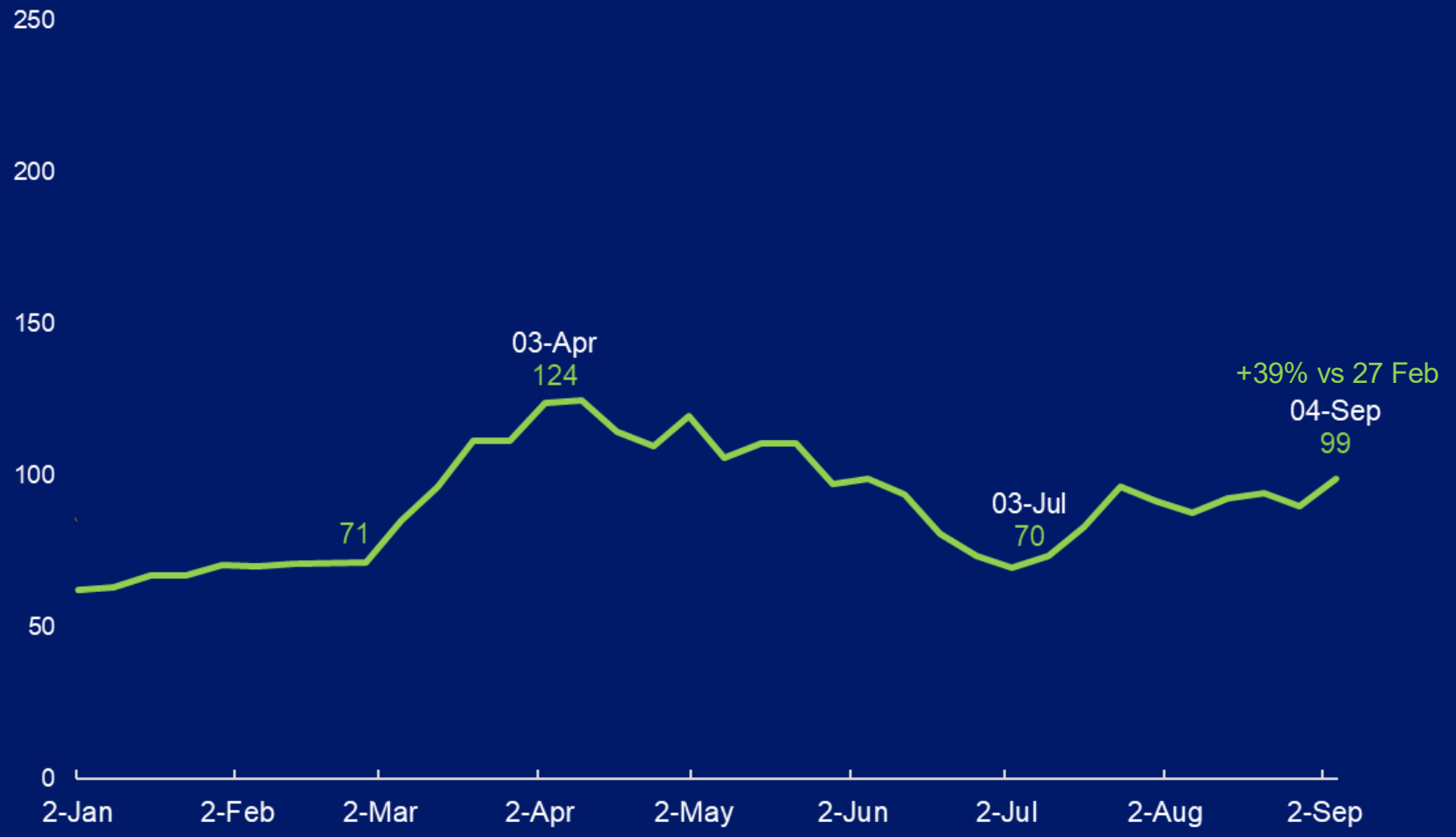
* Tourism inflation proxy is a weighted average of restaurant-hotel and transport inflation.

(f): Forecast

UN Tourism

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

USD per barrel



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

UN Tourism

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

USD per barrel

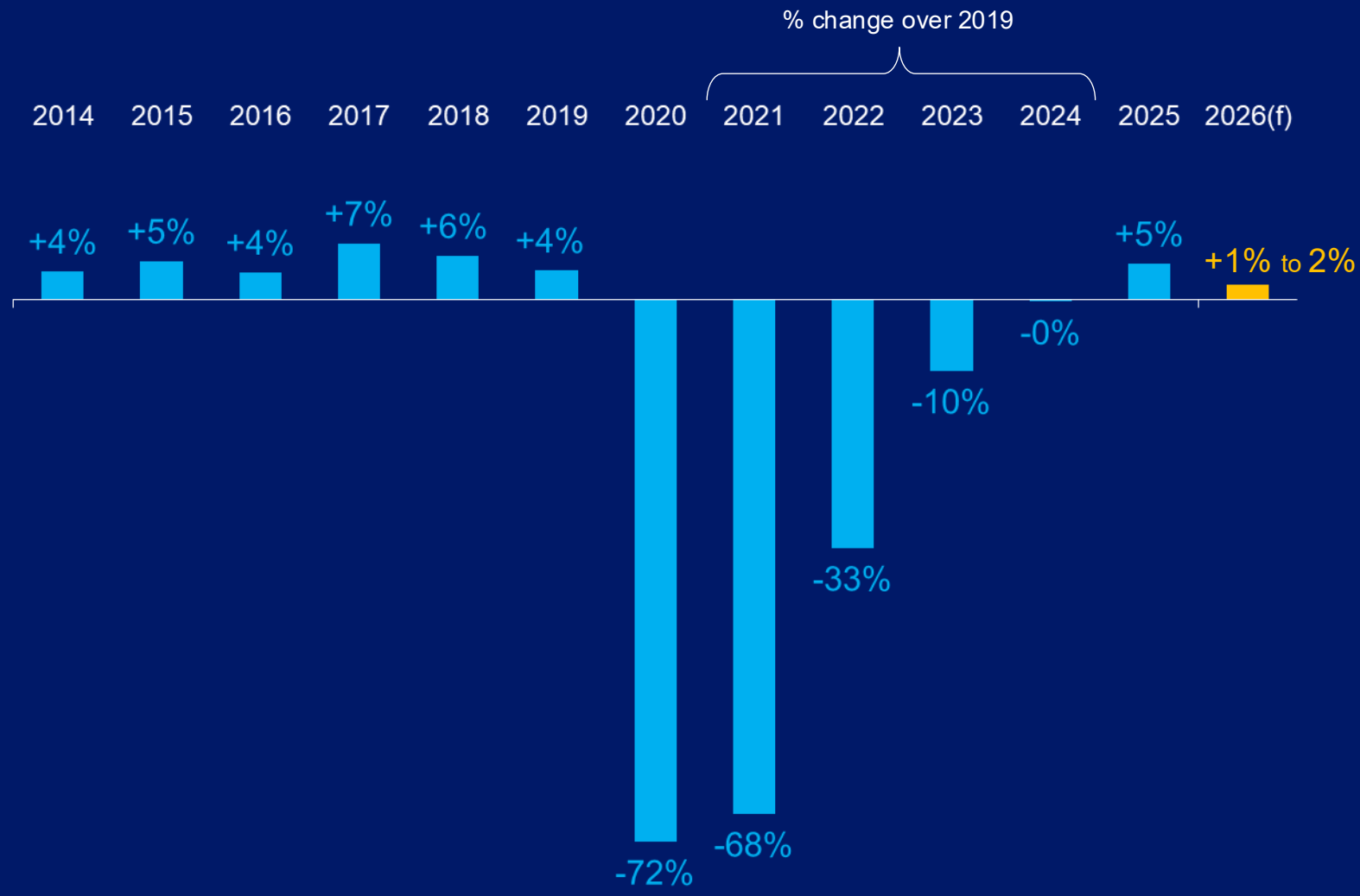


Source: Federal Reserve Bank of St. Louis (Brent) and IATA (Jet fuel).
(Data as of September 2026)

UN Tourism

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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Thank you

Javier Ruescas
World Tourism Organization

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