



UN Tourism

World Tourism Barometer

(PPT version)

Volume 22 · Issue 3 · September 2024

Market Intelligence, Policies and Competitiveness
Department



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Key findings

World Tourism Barometer
September 2024

International tourist arrivals, January-July 2024

- International tourism reached 96% of pre-pandemic levels in the first seven months of 2024 driven by strong demand in most regions and the re-opening of Asia Pacific markets.
- Over 790 million tourists travelled internationally between January and July 2024, about 11% more than in the same period of 2023, though 4% less than in 2019.
- After a strong 1st quarter (97% of 2019 levels) the recovery slowed in the 2nd quarter (95%) partly due to adverse weather in Western Europe during the month of April (90%).
- Results are in line with our projection of a full recovery in 2024, though arrivals are unlikely to inch above pre-pandemic levels, as originally expected.
- The Middle East remained the best-performing region in January-July 2024, with arrivals climbing 26% above 2019 levels. Africa also exceeded pre-pandemic levels this period, by 7%.
- Europe and the Americas recovered 99% and 97% of their pre-pandemic arrivals respectively during these seven months of 2024 (-1% and -3% respectively over 2019).
- Asia and the Pacific recorded 82% of its pre-pandemic tourist numbers (-18% from 2019) reaching 85% in the month of June and 86% in July.



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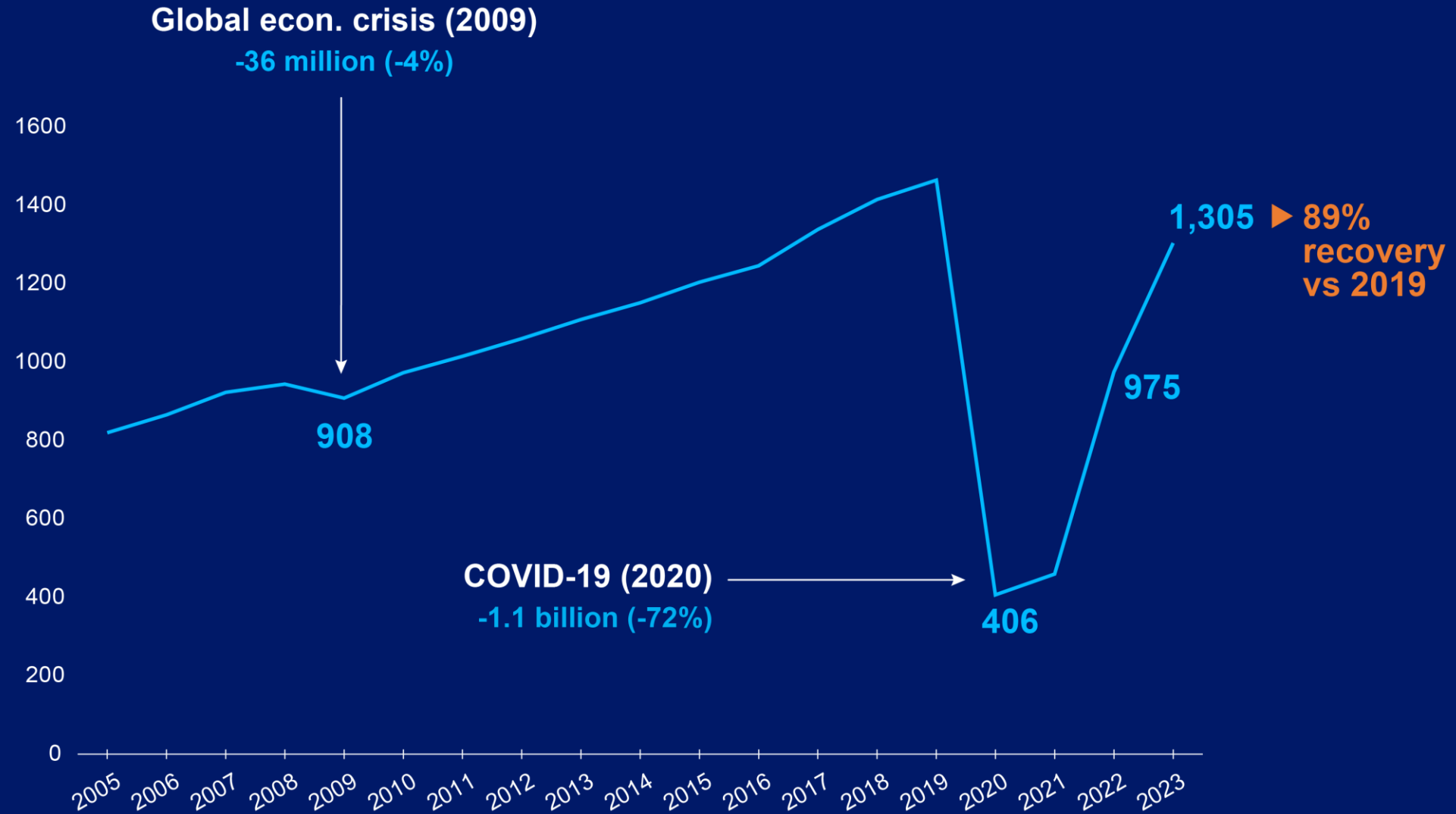


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International tourist arrivals

millions

Source: UN Tourism
(September 2024)



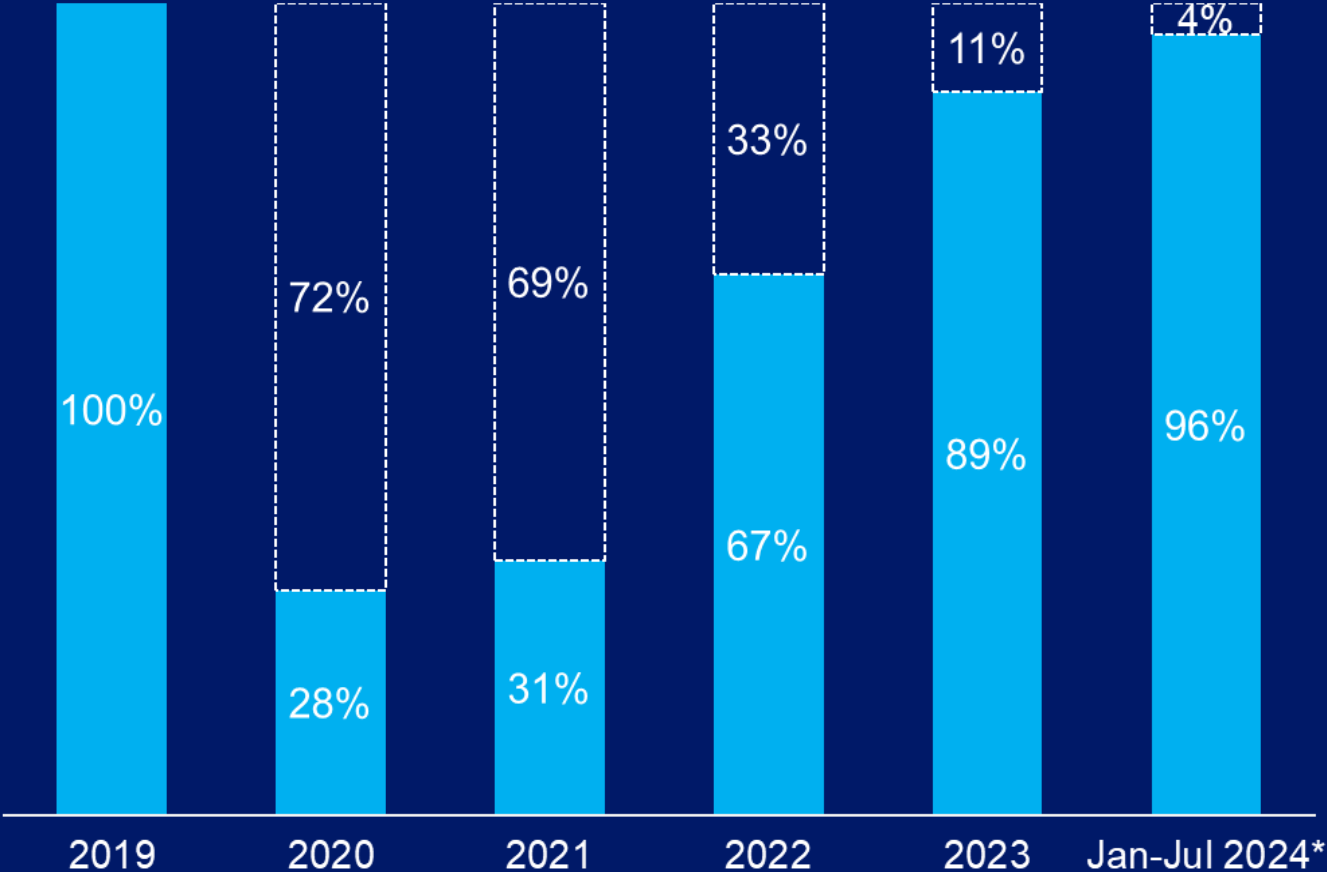
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Recovery of international tourist arrivals

Percentage of 2019 levels

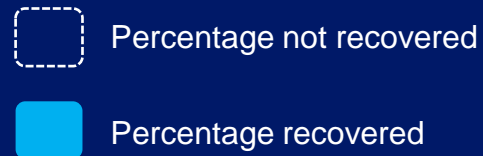
- Percentage not recovered
- Percentage recovered

Source: UN Tourism (September 2024)
* 2024 data are provisional

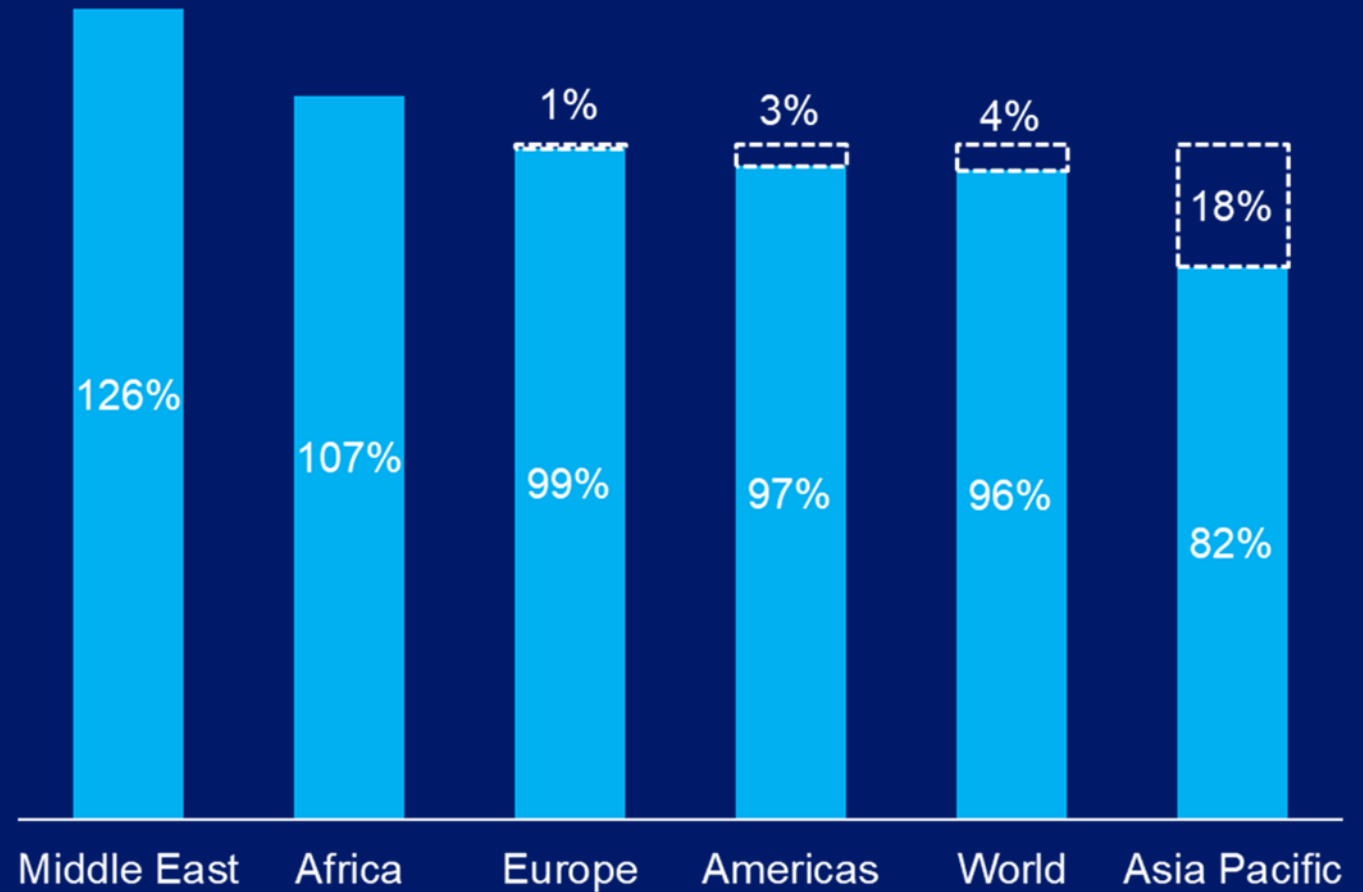


Recovery of international tourist arrivals, by region January-July 2024

Percentage of 2019 levels



Source: UN Tourism (September 2024)
* 2024 data are provisional

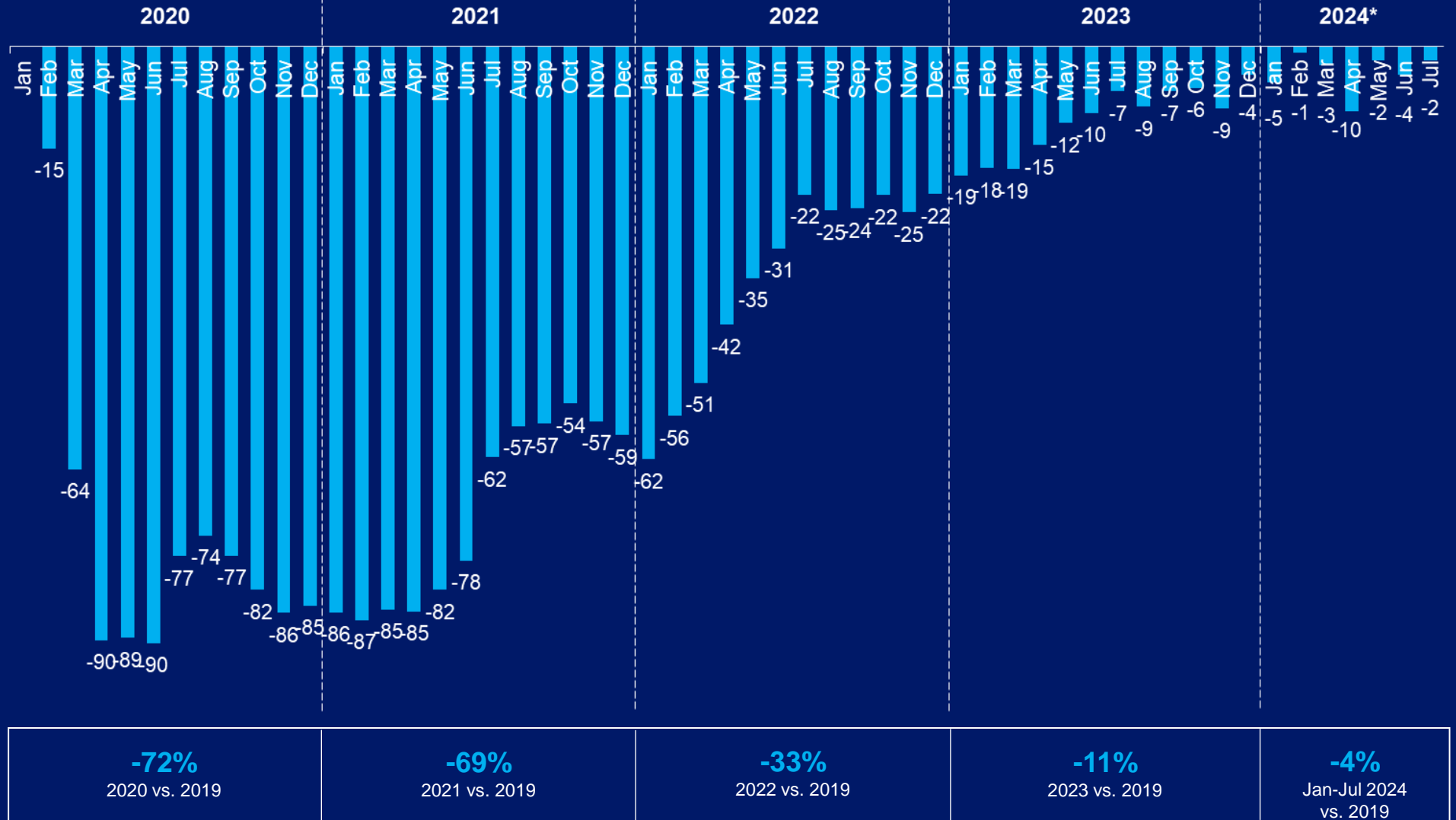


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International tourist arrivals

% change from 2019

Source: UN Tourism (Sep. 2024)
 * 2024 data are provisional.



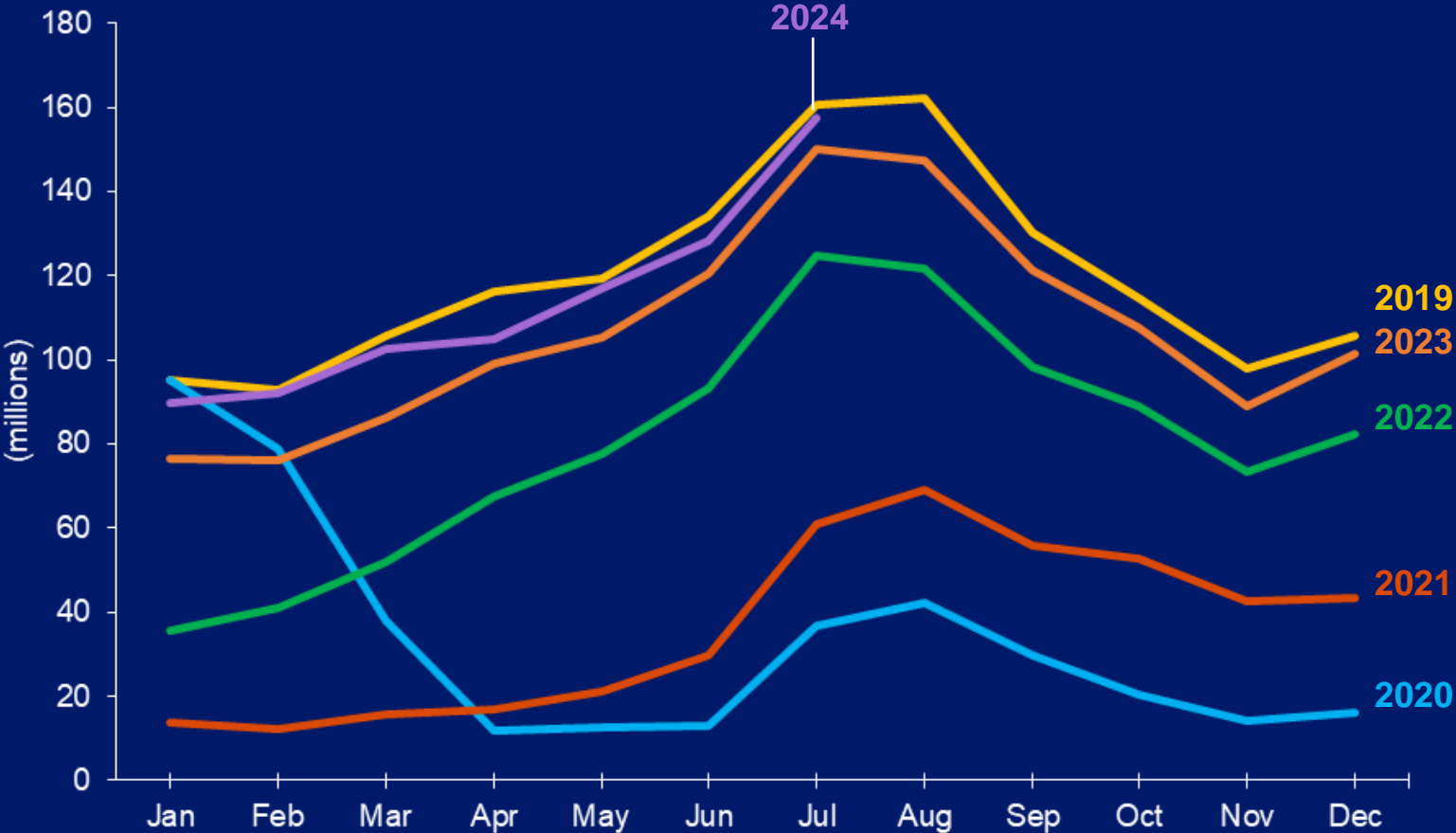
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International tourist arrivals (world)

millions

- 2019
- 2020
- 2021
- 2022
- 2023
- 2024*

Source: UN Tourism (September 2024)
* Provisional data



International tourist arrivals by region

% change from 2019

World

2022: -33%
 2023: -11%
 Jan-Jul 2024: -4%

Source: UN Tourism (Sep. 2024)

Americas

2022: -28%
 2023: -9%
 Jan-Jul 2024: -3%

Europe

2022: -18%
 2023: -5%
 Jan-Jul 2024: -1%

Africa

-32%
 -4%
 +7%

Middle East

-5%
 +31%
 +26%

Asia Pacific

-74%
 -35%
 -18%



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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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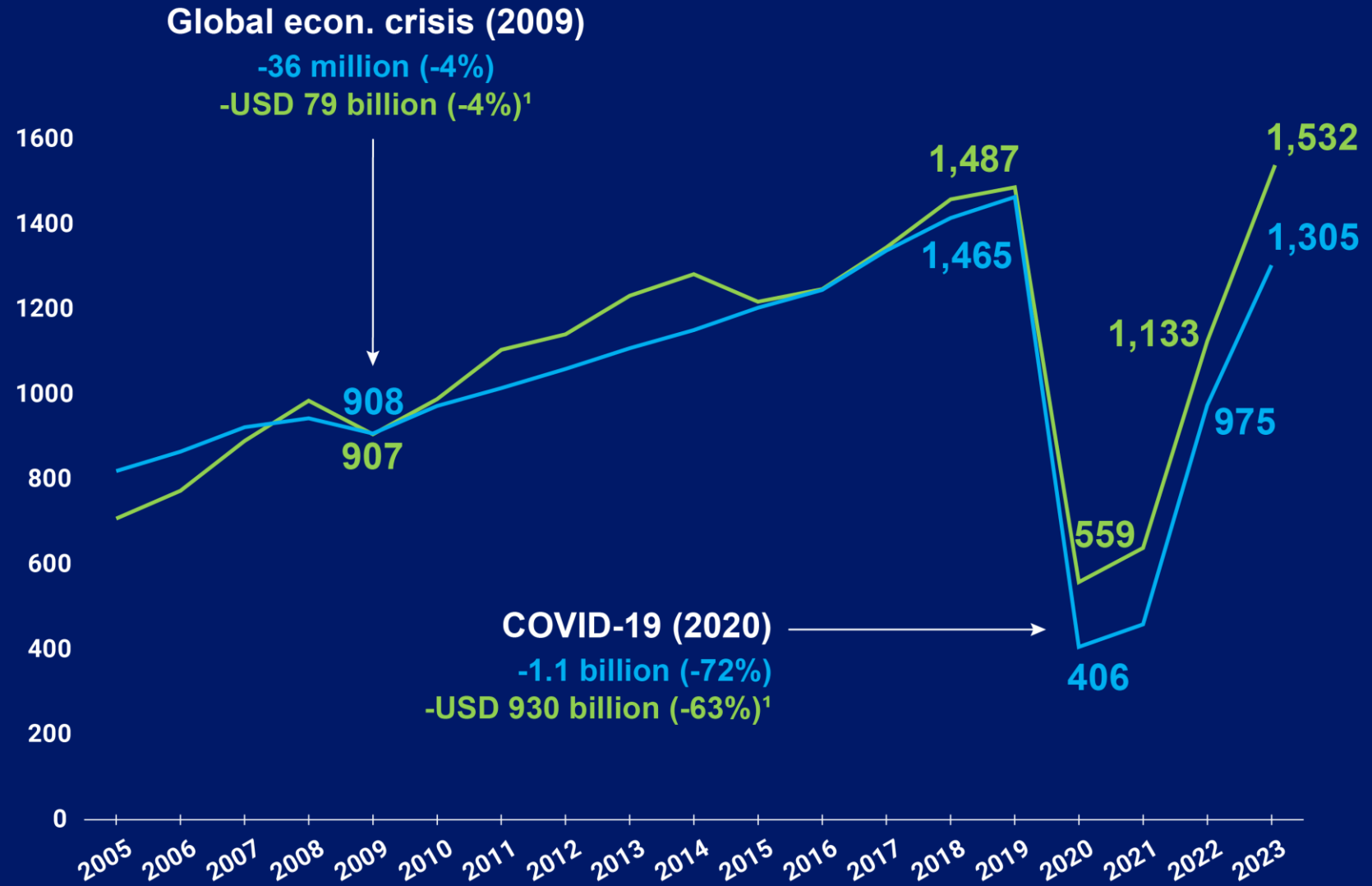


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International tourist arrivals and receipts

- Arrivals (millions)
- Receipts (USD billions)

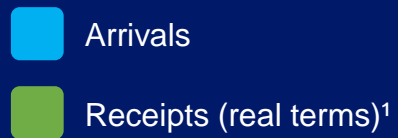
Source: UN Tourism (Sep. 2024)
¹ Change in local currencies at constant prices.



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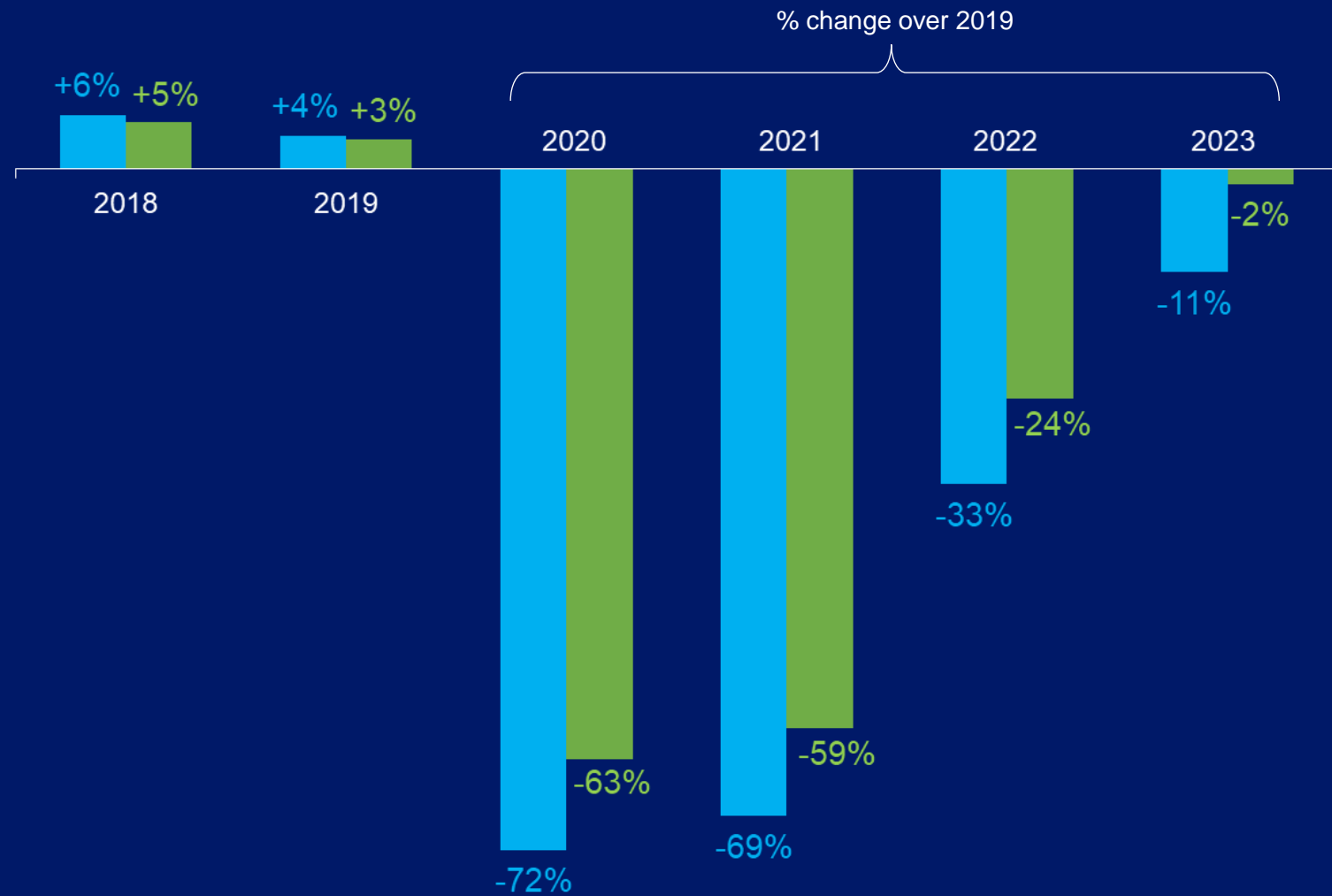
International tourist arrivals and receipts

Annual % change



Source: UN Tourism (September 2024)

¹ In local currencies at constant prices.



International tourism 2019 – 2023, World

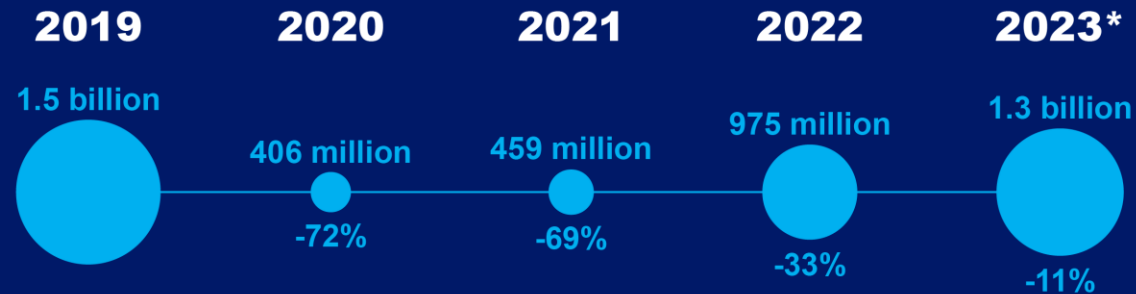
Source: UN Tourism (September 2024)

¹ Revenues include international tourism receipts and passenger transport fares.

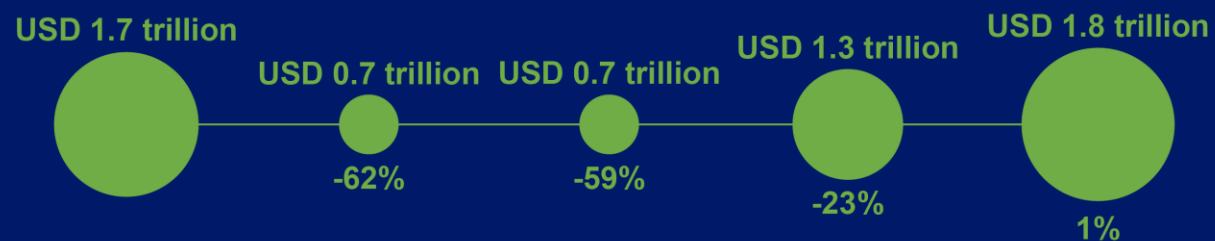
² In local currencies and constant prices.

* Provisional data

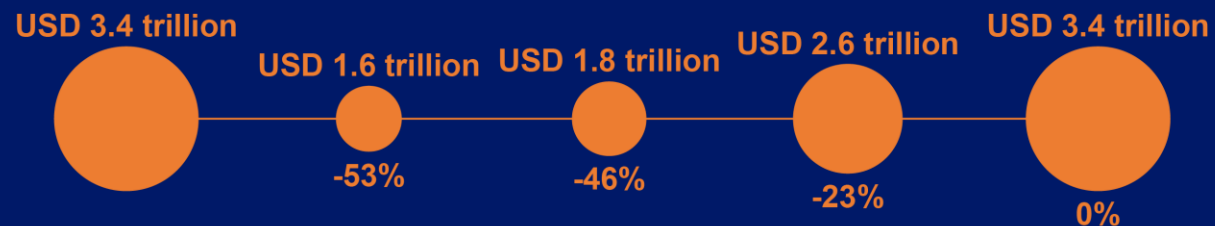
**International
tourist arrivals**
% change (vs 2019)



**Export revenues
from tourism¹**
real % change (vs 2019)²



**Tourism direct GDP
(TDGDP)**
nominal % change (vs 2019)



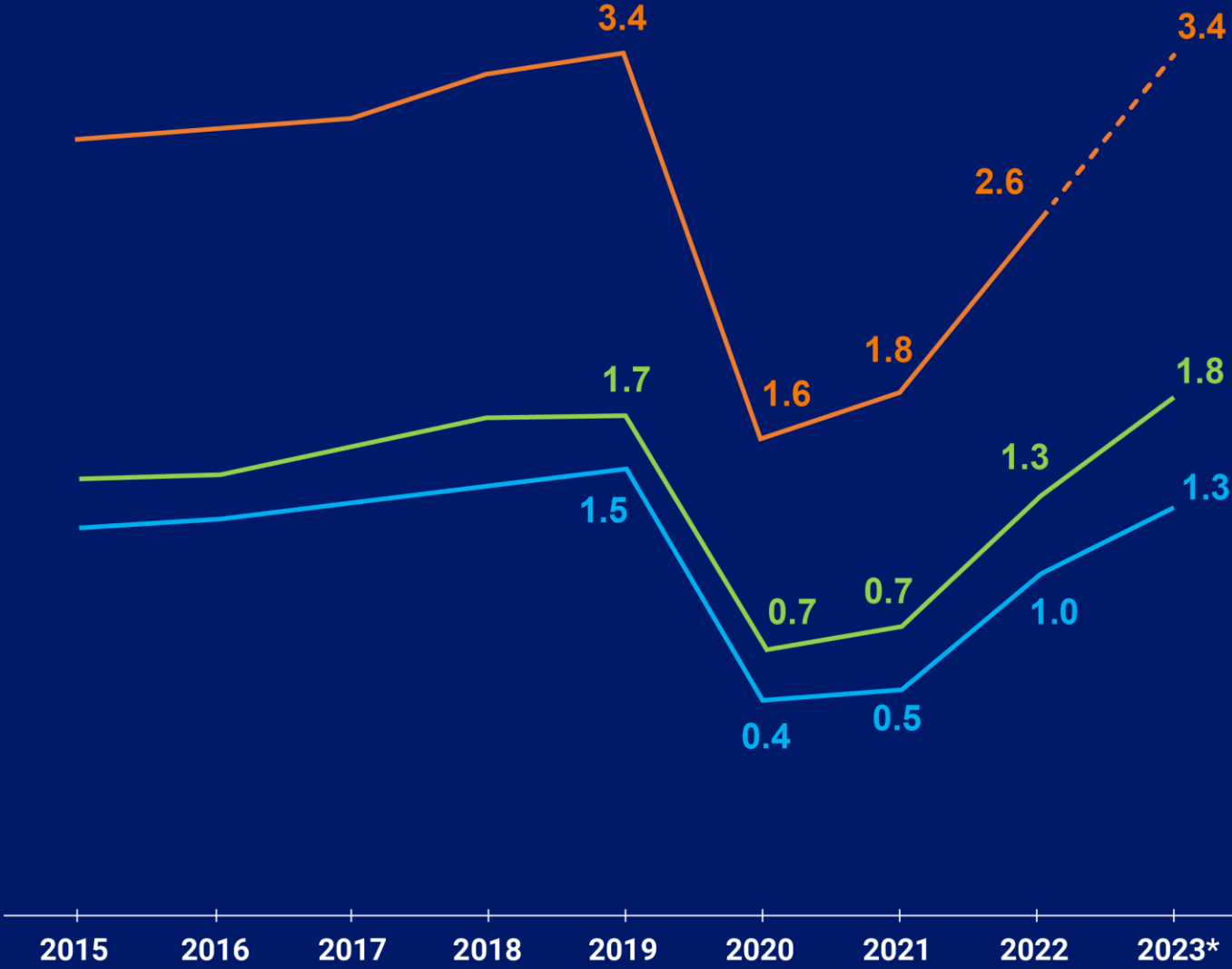
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International tourism

Key indicators

- Tourism direct GDP (USD trill)
- Export revenues from tourism (USD trill)
- International tourist arrivals (USD bill)

Source: UN Tourism (September 2024)
Note: Revenues include international tourism receipts and passenger transport fares.
* Tourism direct GDP for 2023 is provisional.



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Best-performing destinations January-July 2024*

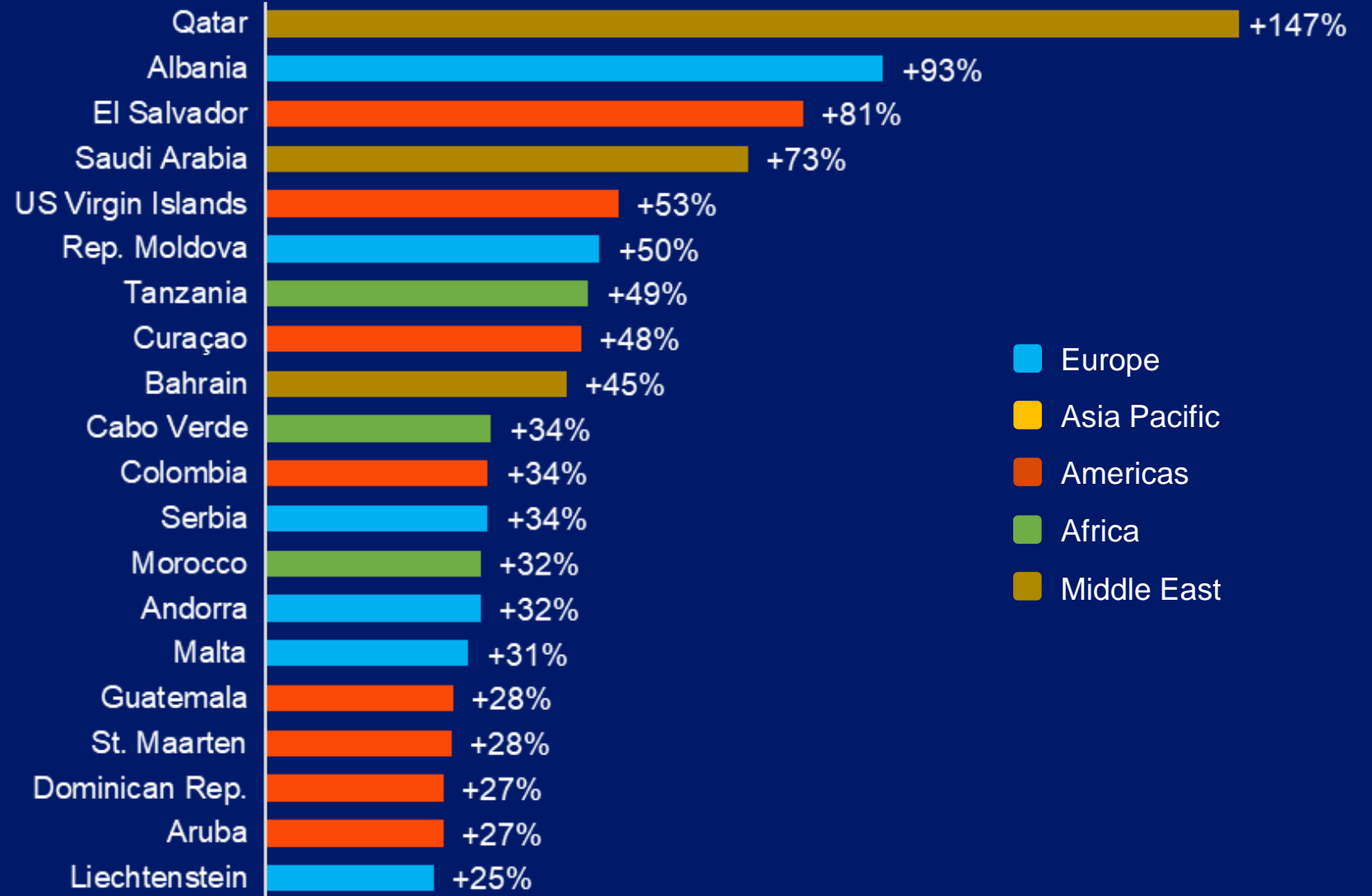
International tourist arrivals
% change over 2019

Source: UN Tourism (September 2024)

* Based on destinations with available data
through June or July 2024.



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Large* best-performing destinations, January-July 2024

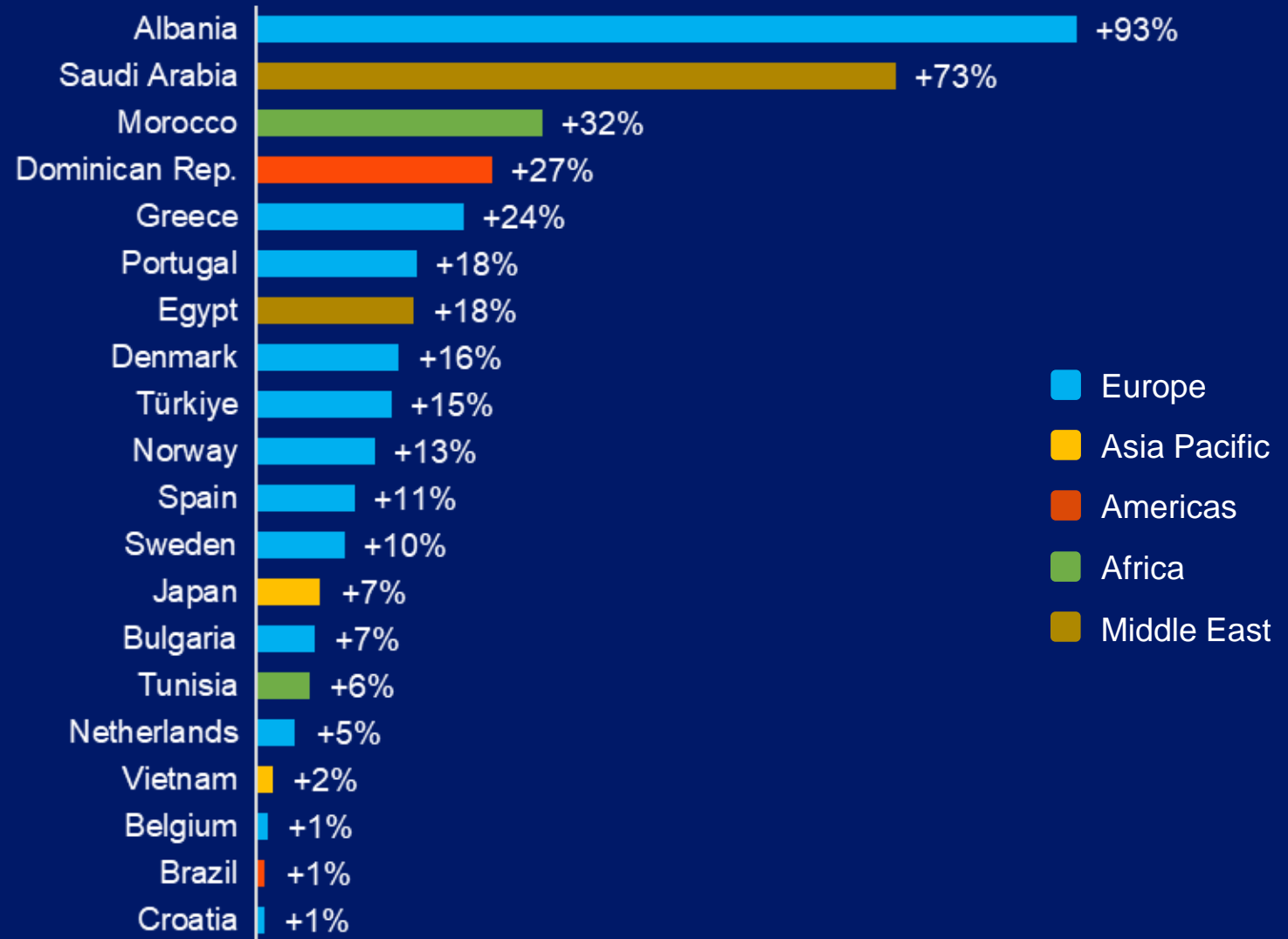
International tourist arrivals
% change over 2019

Source: UN Tourism (September 2024)

* Based on destinations with 5 million arrivals or more in 2019 and reporting data through June or July 2024.



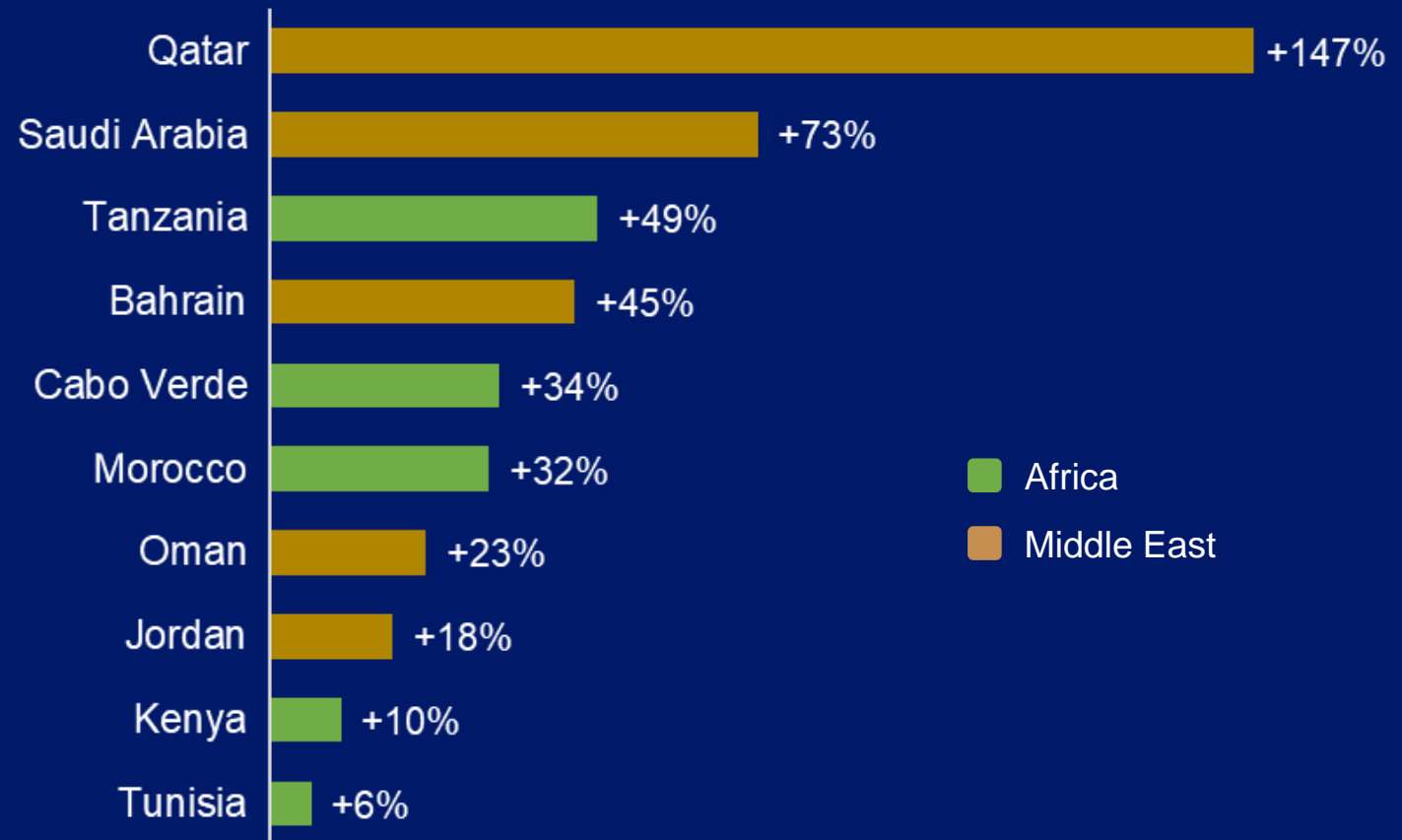
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Best-performing destinations in Africa & Middle East January-July 2024*

International tourist arrivals
% change over 2019

Source: UN Tourism (September 2024)
* Based on destinations with available data through June or July 2024.

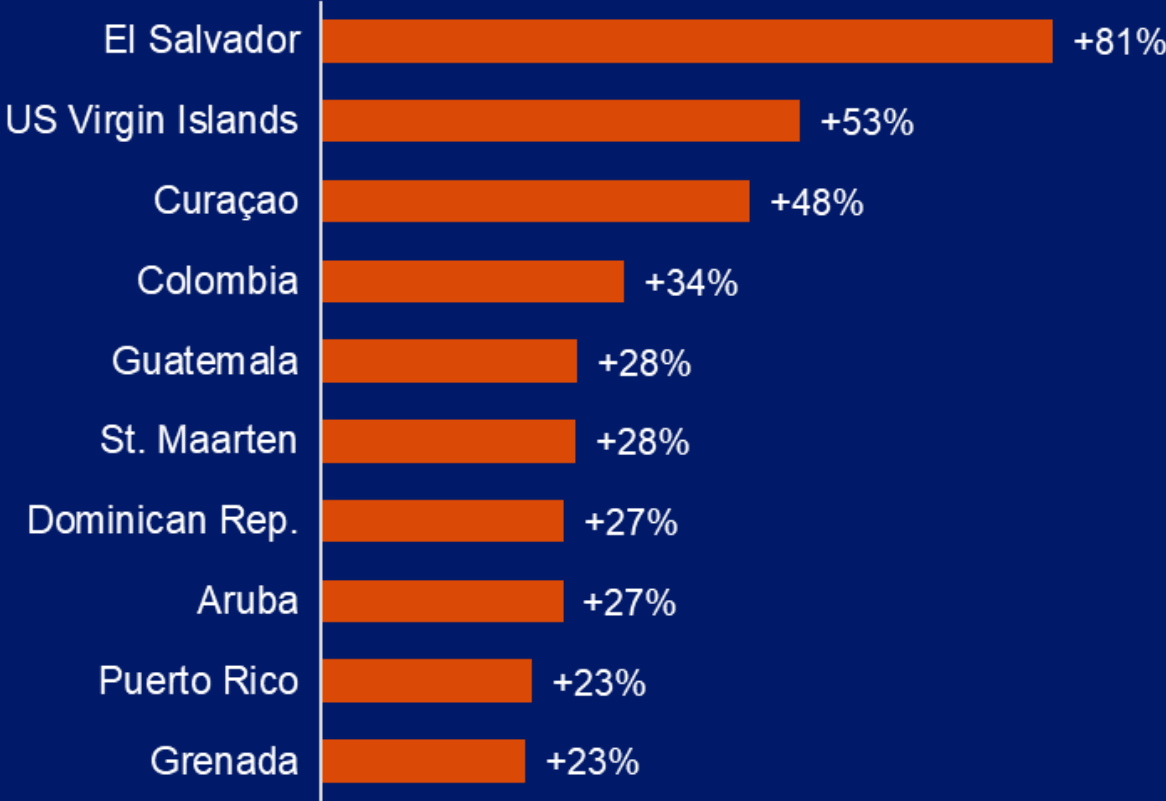


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Best-performing destinations in the Americas, Jan-Jul 2024*

International tourist arrivals
% change over 2019

Source: UN Tourism (September 2024)
* Based on destinations with available data through June or July 2024.

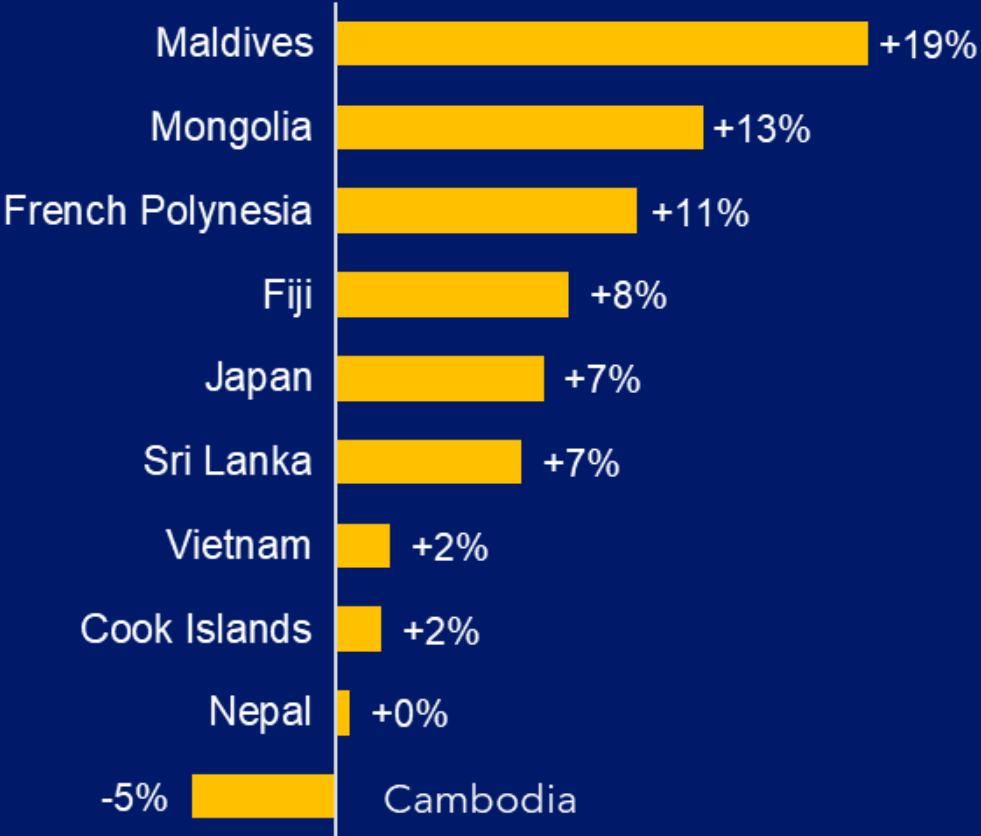


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Best-performing destinations in **Asia Pacific**, Jan-Jul 2024*

International tourist arrivals
% change over 2019

Source: UN Tourism (September 2024)
* Based on destinations with available data through June or July 2024.

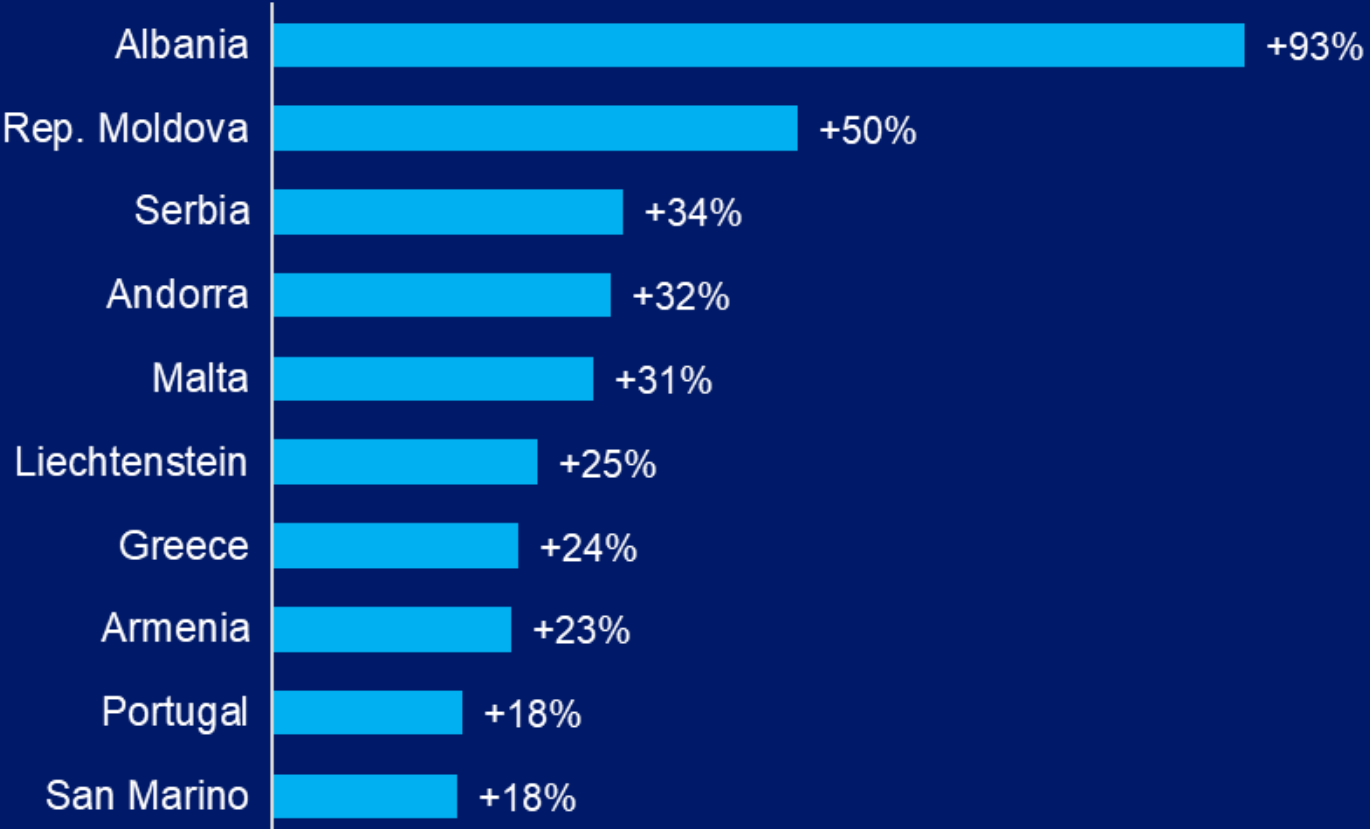


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Best-performing destinations in Europe, Jan-Jul 2024*

International tourist arrivals
% change over 2019

Source: UN Tourism (September 2024)
* Based on destinations with available data through June or July 2024.

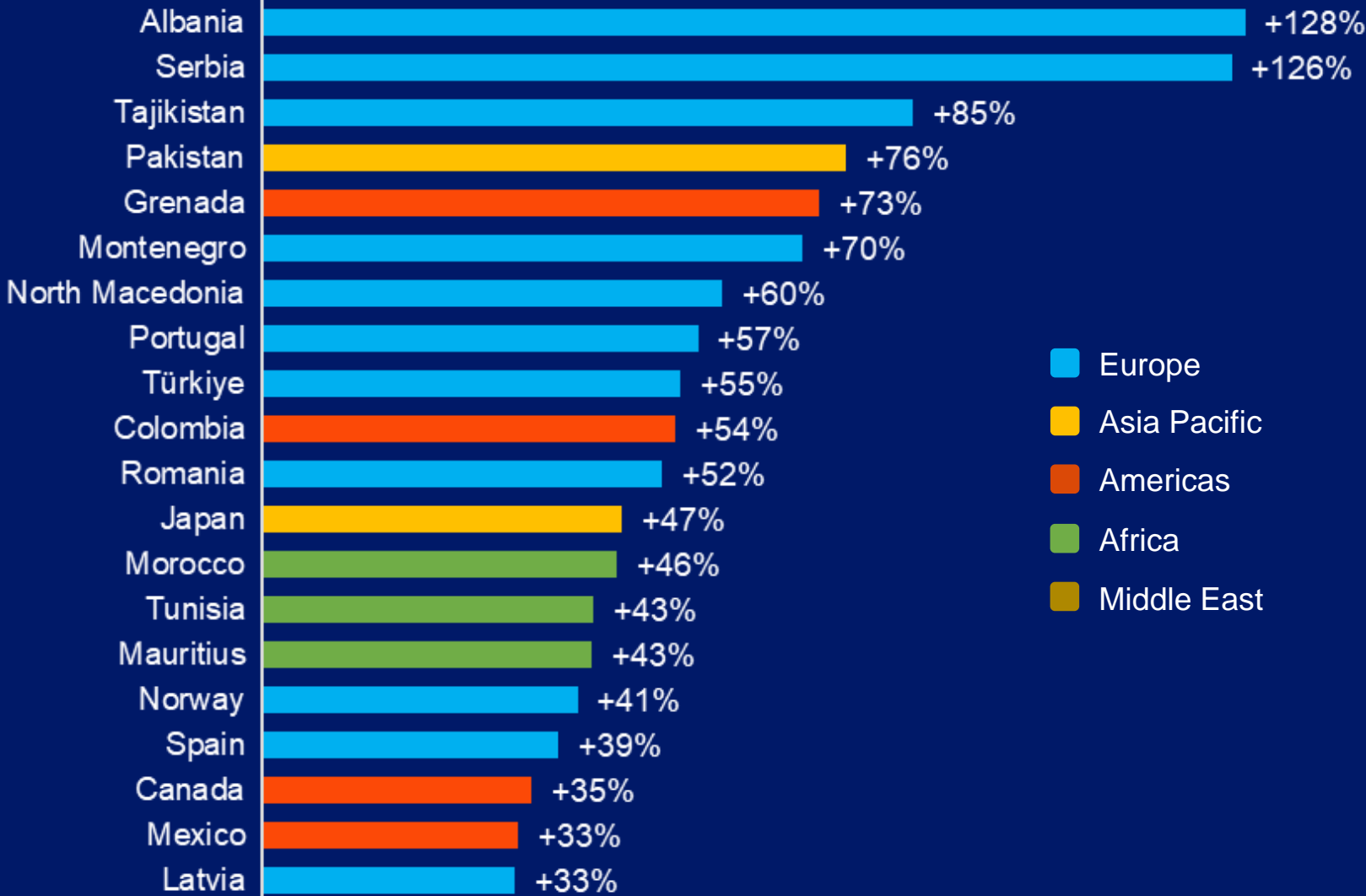


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Best-performing destinations in terms of receipts, Jan-Jul 2024*

International tourism receipts
% change over 2019¹

Source: UN Tourism (September 2024)
* Based on destinations with available data through June or July 2024.
¹ In local currencies if so reported by the destination, otherwise in US dollars.



Best performing markets by outbound spending January-July 2024*

International tourism expenditure
% change over 2019¹

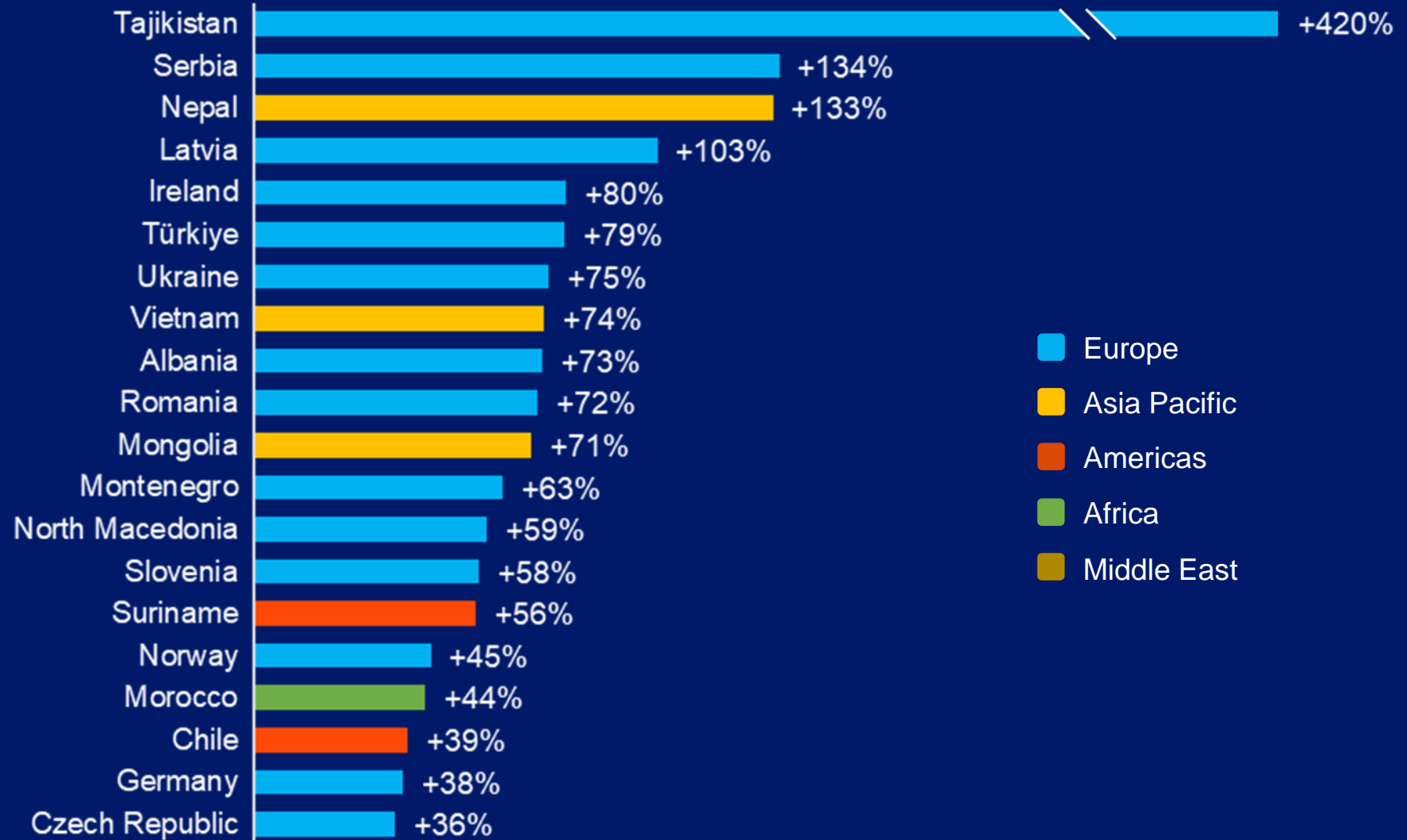
Source: UN Tourism (September 2024)

* Based on destinations with available data through June or July 2024.

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



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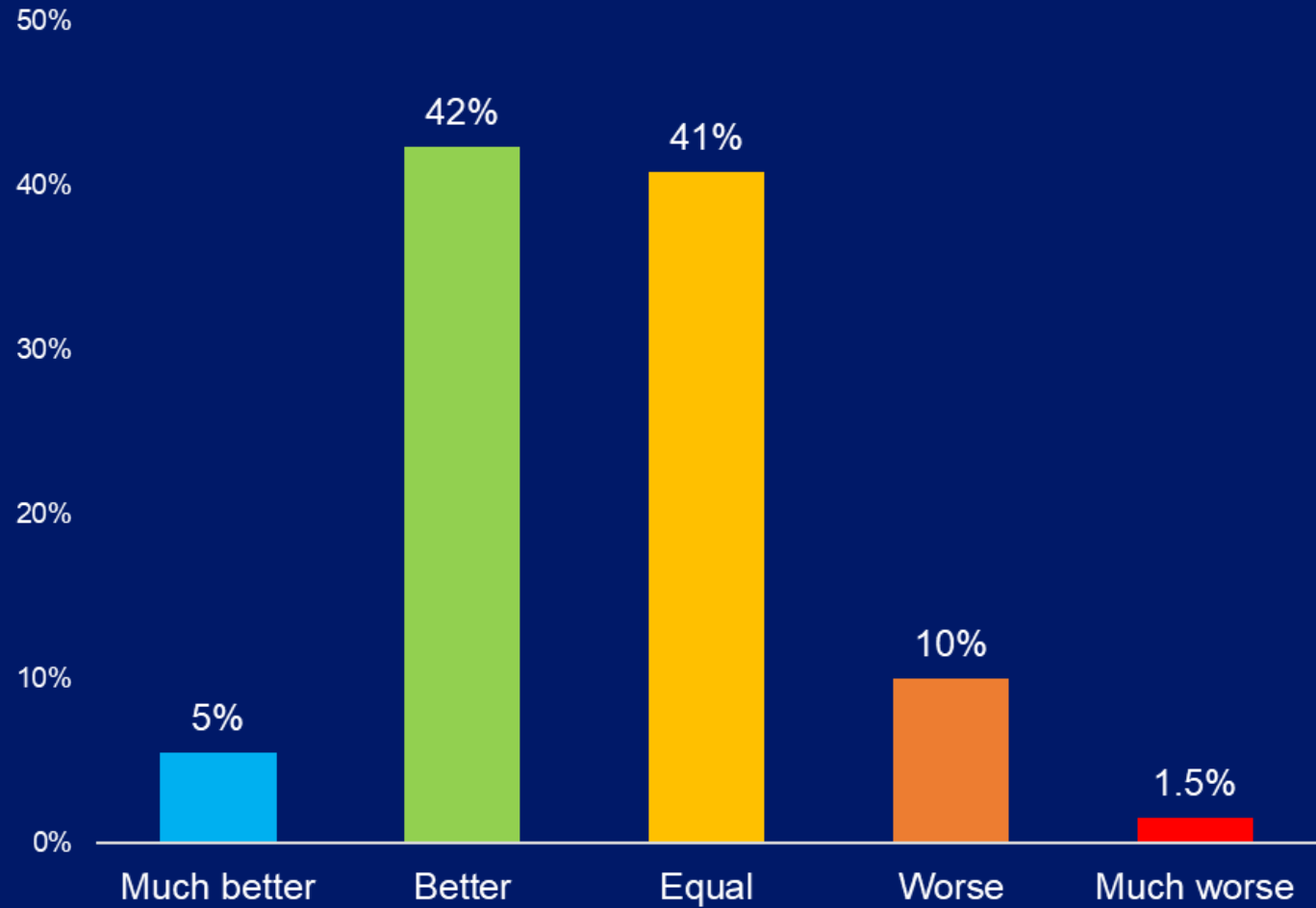
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What are your prospects for your destination in Sep-Dec 2024?

Source: UN Tourism Panel of Experts Survey (September 2024)

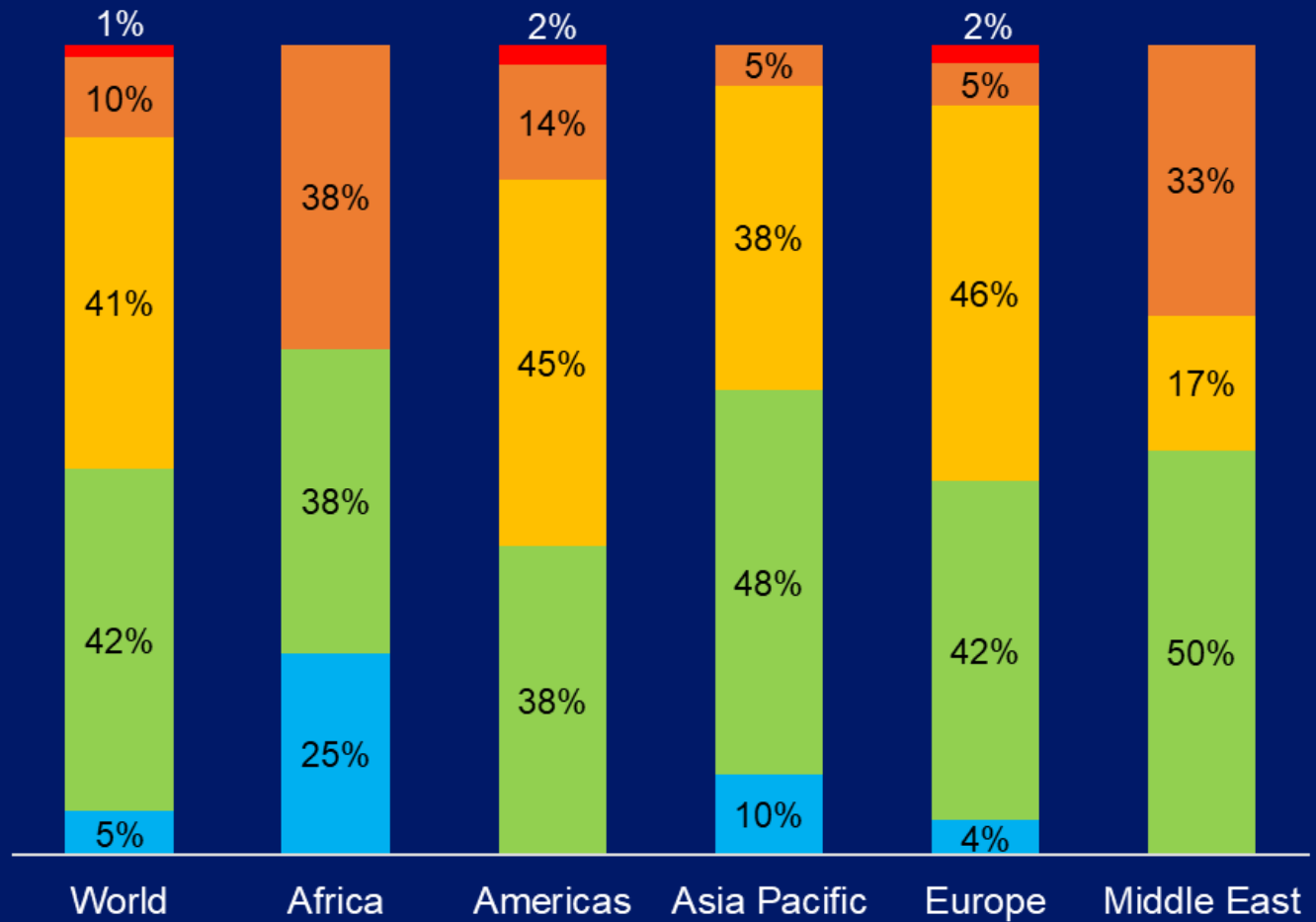


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What are your prospects for your destination in Sep-Dec 2024?

- Much worse
- Worse
- Equal
- Better
- Much better

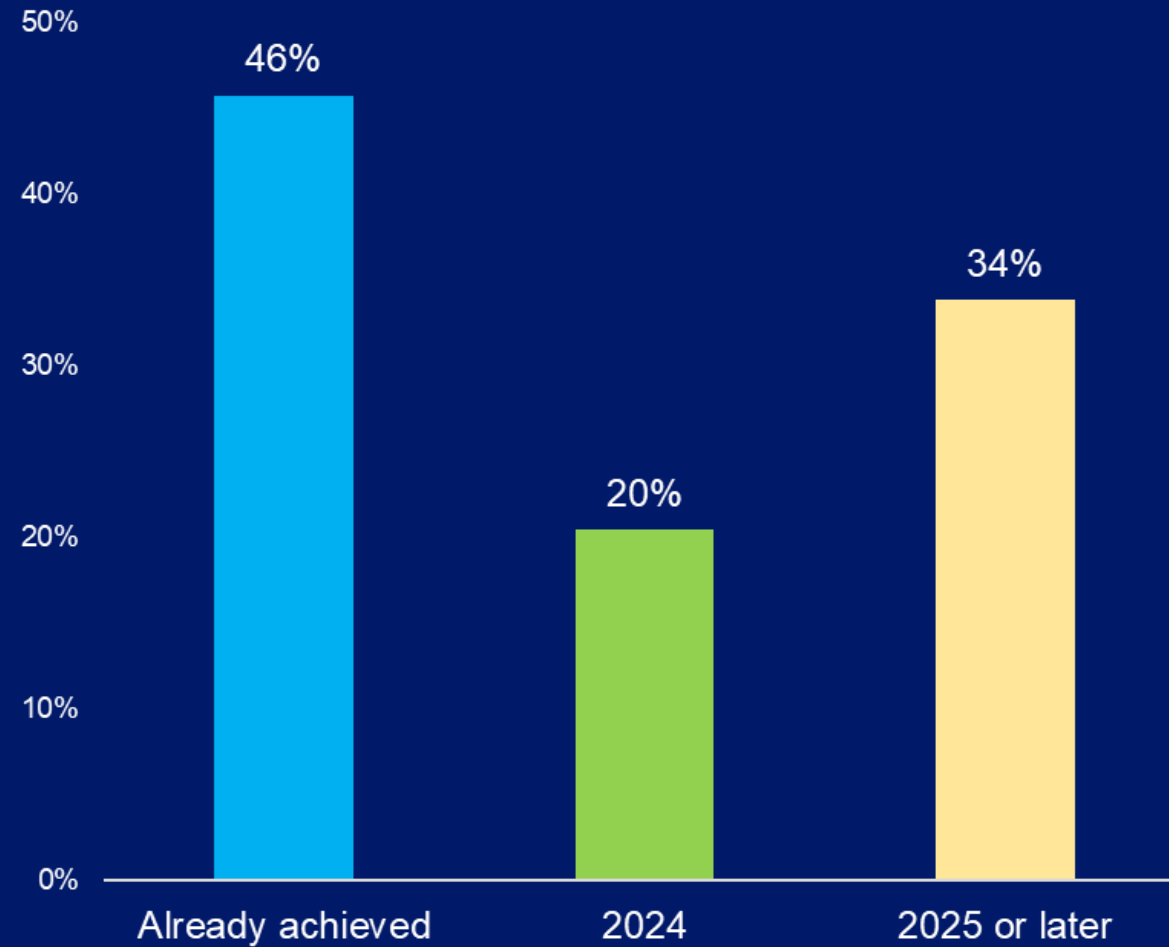
Source: UN Tourism Panel of Experts Survey (September 2024)



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When do you expect international tourism to return to 2019 levels in your country?

Source: UN Tourism Panel of Experts Survey (September 2024)

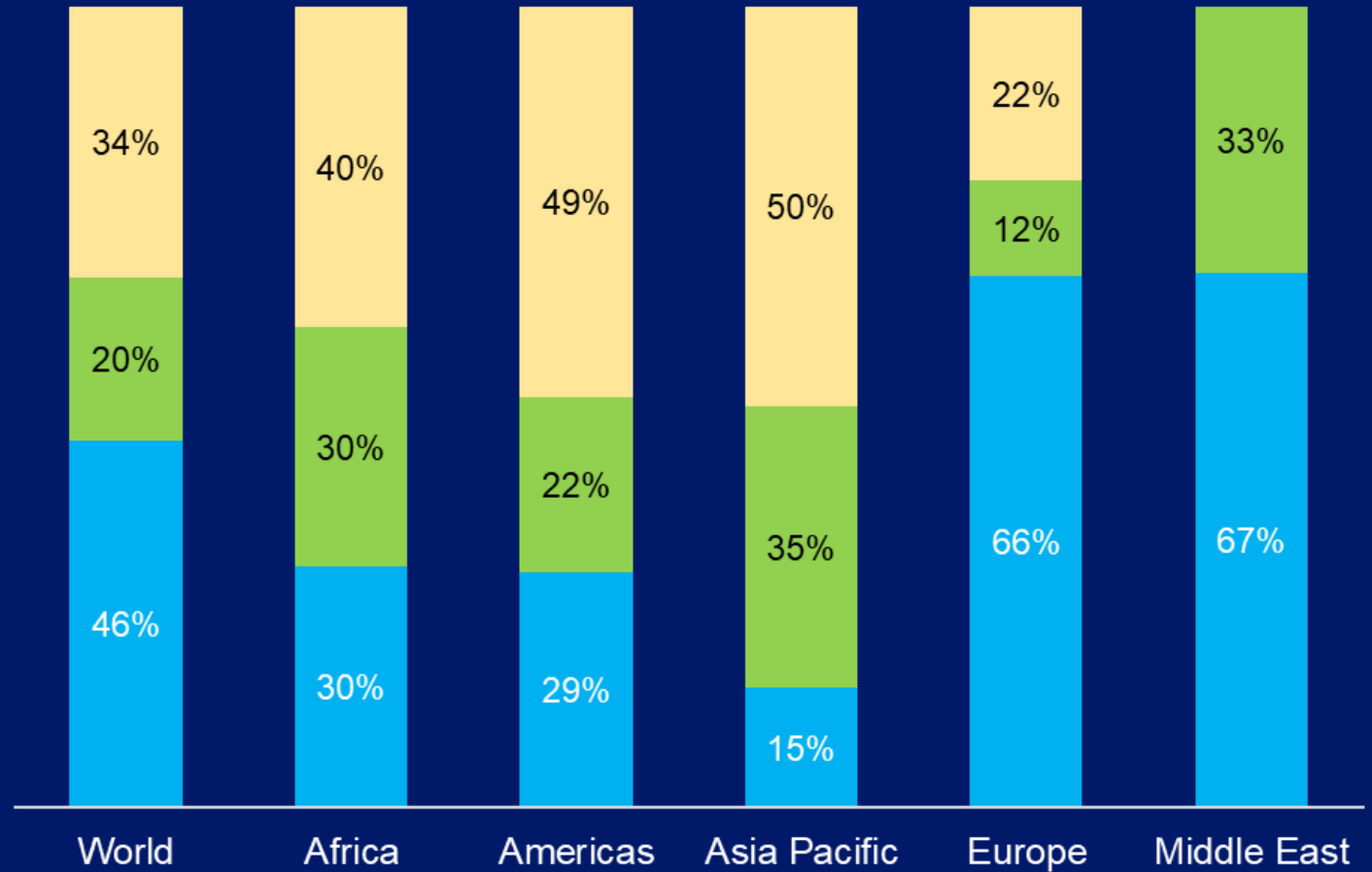


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When do you expect international tourism to return to 2019 levels in your country?

- 2025 or later
- 2024
- Already achieved

Source: UN Tourism Panel of Experts Survey (September 2024)



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What are the main factors weighing on the recovery of international tourism?

Source: UN Tourism Panel of Experts Survey (September 2024)

Percentage of experts mentioning each factor



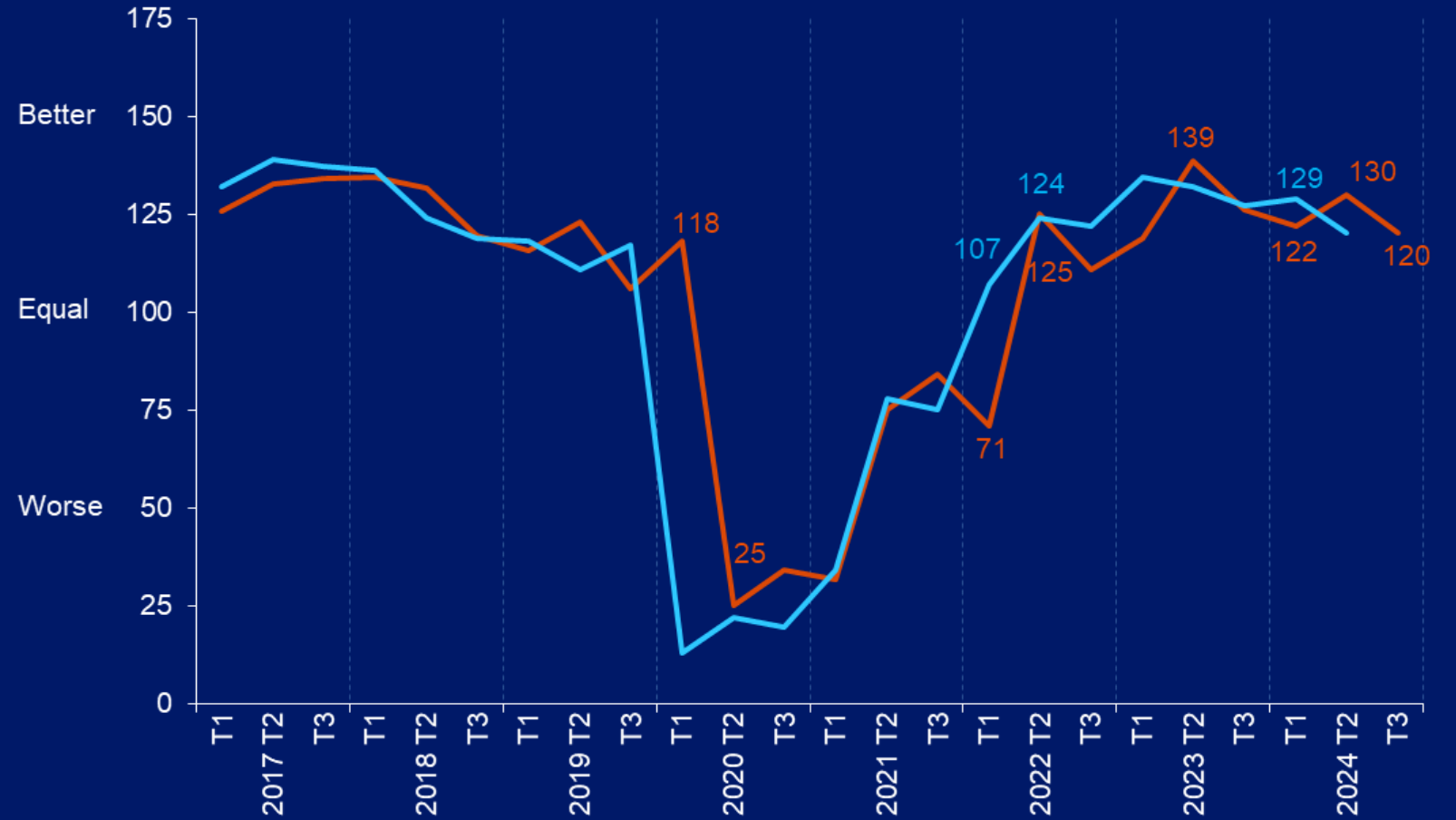
UN Tourism Confidence Index

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

Source: UN Tourism Panel of Experts Survey (September 2024)

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

Data was compiled from the [Tourism Market Intelligence Database](#) and the [Tourism Statistics Database](#) based on national and international sources. See full report and other resources below:

- [World Tourism Barometer \(e-Library\)](#)
- [Tourism Data Dashboard](#)
- [Press article](#)

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UNITED NATIONS
WORLD TOURISM ORGANIZATION



**SUSTAINABLE
DEVELOPMENT
GOALS**