

UN Tourism

International Tourism Highlights

2025 Edition

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World Tourism Organization (UN Tourism)
Calle del Poeta Joan Maragall, 42
28020 Madrid, Spain

Tel.: (+34) 915 67 81 00
Website: www.untourism.int
E-mail: info@untourism.int

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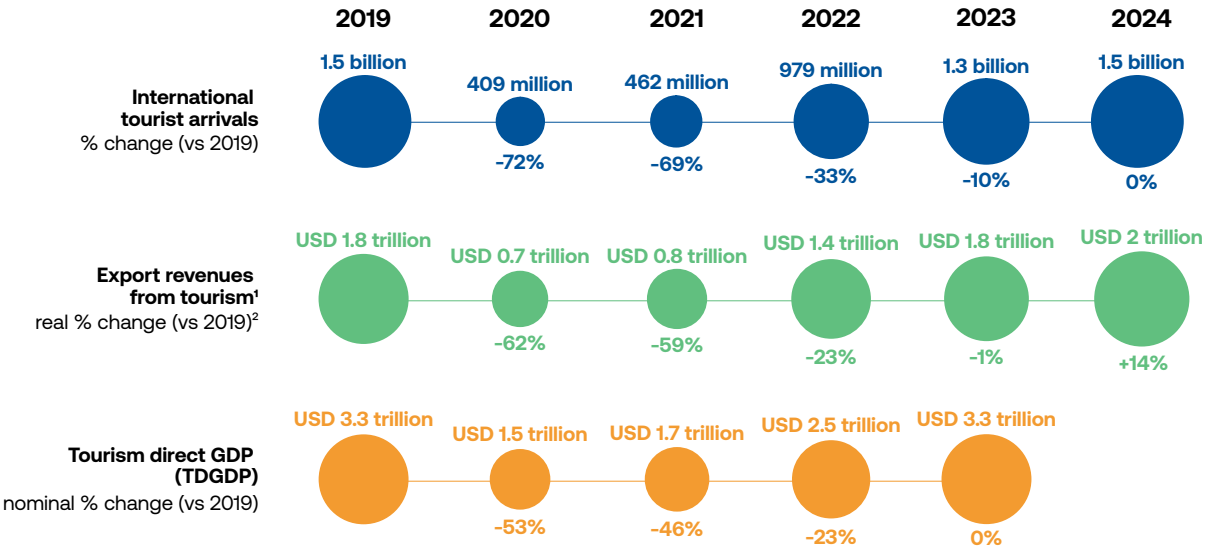
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Key Insights

- International tourist arrivals recovered pre-pandemic levels in 2024 to reach almost 1.5 billion – an increase of 11% from 2023, or 142 million more. Receipts from international tourism recovered pre-pandemic levels a year earlier, in 2023.
- Four years after the onset of the COVID-19 pandemic, which caused the largest disruption to travel in recorded history, arrivals returned to pre-pandemic levels in 2024, a pivotal year which also saw record highs in visitor spending.
- Results were driven by strong post-pandemic demand, especially from large source markets and a generally favourable economic context. All world regions saw strong growth in 2024, including Asia and the Pacific, though arrivals here remained somewhat below 2019 levels. Increased air connectivity and enhanced visa facilitation also supported international travel.
- Destinations worldwide earned USD 1.7 trillion from international tourism receipts in 2024, about 11% more than in 2023 and 14% above 2019 levels (real terms). Total export revenues from tourism (including receipts and passenger transport) saw a similar increase, to reach a record USD 2.0 trillion in 2024.
- The economic contribution of tourism amounted to an estimated USD 3.4 trillion in 2023, measured in tourism direct gross domestic product (TDGDP), equivalent to 3% of global GDP.
- The Middle East remained the strongest-performing region in 2024, compared to 2019, with international arrivals climbing 35% above pre-pandemic levels.
- Europe welcomed 2% more arrivals than in 2019 and Africa 8% more. The Americas recovered 99% of its pre-pandemic arrivals (-1% from 2019), while Asia and the Pacific reached 86% (-14%).
- By subregions, North Africa (+26%) and Central America (+18%) saw the strongest performance in 2024, compared to 2019, followed by the Caribbean (+15%).

Figure 1: Global tourism indicators, 2019–2024



Source: World Tourism Organization (UN Tourism)

[1] Revenues include international tourism receipts and passenger transport fees.

[2] In local currencies at constant prices.

*Provisional data

Data as of January 2026.

Fifty years of tourism: expansion, diversification and resilience

- In the 50 years since the foundation of the World Tourism Organization in 1975, international tourism has expanded significantly, driven by major developments such as advances in aviation, the rise of the Internet and digitalization of travel information and reservation systems, the rise of low-cost carriers, greater visa facilitation and strengthened tourism policies, among other factors.

- In the decades leading up to 2019, tourism saw continued expansion and diversification, despite occasional shocks, to become one of the largest and fastest-growing economic sectors in the world, supporting destinations in both advanced and emerging market economies.

- An increasing number of destinations have opened up to and invested in tourism, turning the sector into a key driver of socioeconomic development through the generation of export revenues, the creation of jobs and businesses and the building of infrastructure.

- Over the last five decades, tourism has repeatedly shown resilience in the face of multiple crises. From the oil shock of the late 1970s, to the Gulf War of 1990 and the 2009 global financial crisis, the sector has consistently rebounded swiftly from temporary downturns.

- During this period, international tourist arrivals (overnight visitors) grew from over 200 million in 1975 to nearly 1.5 billion in 2019, a sevenfold increase.

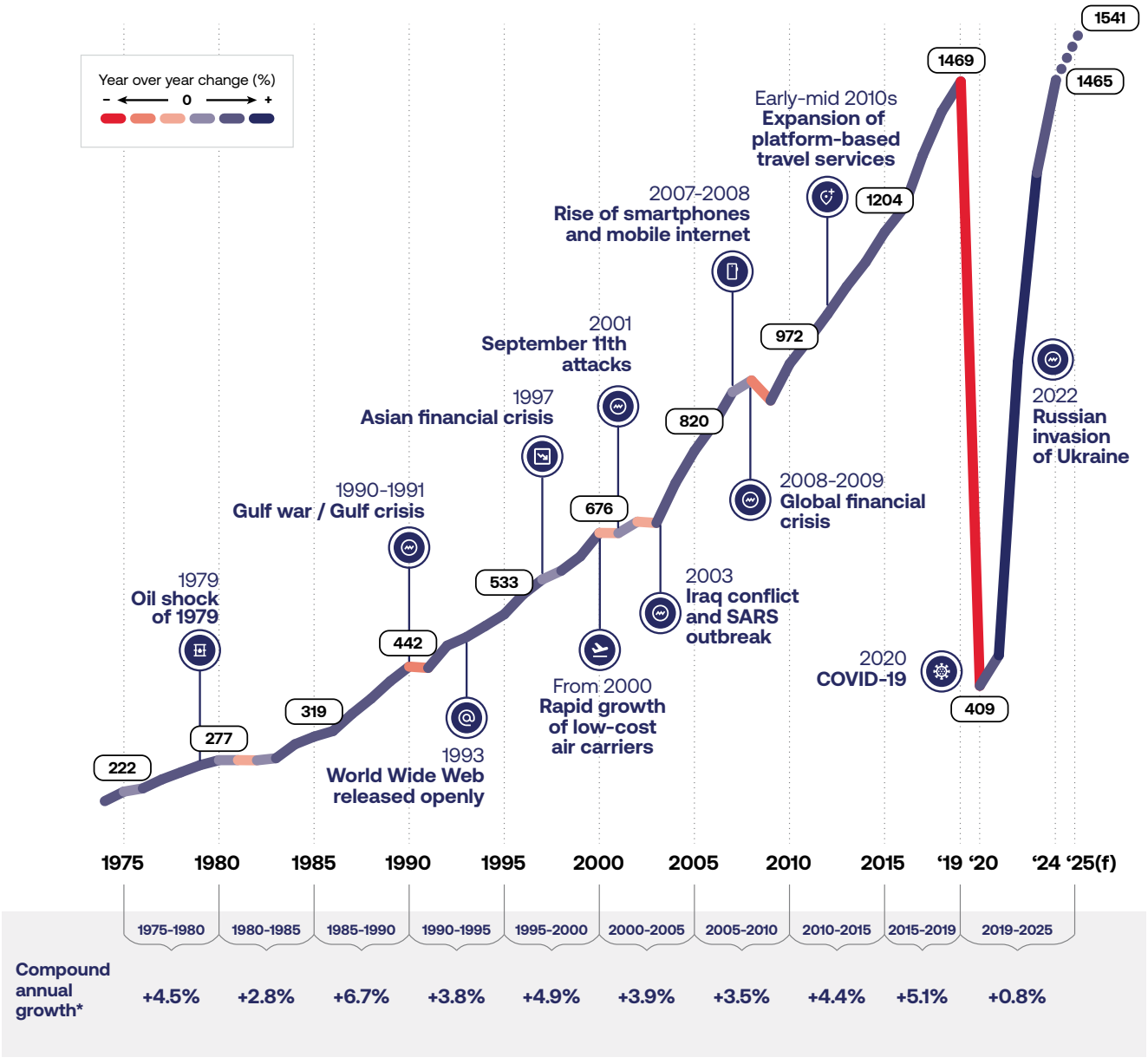
- However, the COVID-19 pandemic caused an unprecedented disruption to travel in 2020, with arrivals falling 72% that year and remaining 69% below pre-pandemic levels in 2021. The recovery began in late 2021, strengthened through 2023, and reached pre-crisis levels in 2024. Arrivals are projected to exceed 1.5 billion in 2025, based on available monthly data.

- As international travel continues to expand, it is more critical than ever to balance growth and sustainability, as well as to ensure that local communities and the environment are at the centre of tourism development.

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Figure 2: International tourist arrivals and major global events, 1975–2025 (million)



Source: World Tourism Organization (UN Tourism)
(f) Forecast.

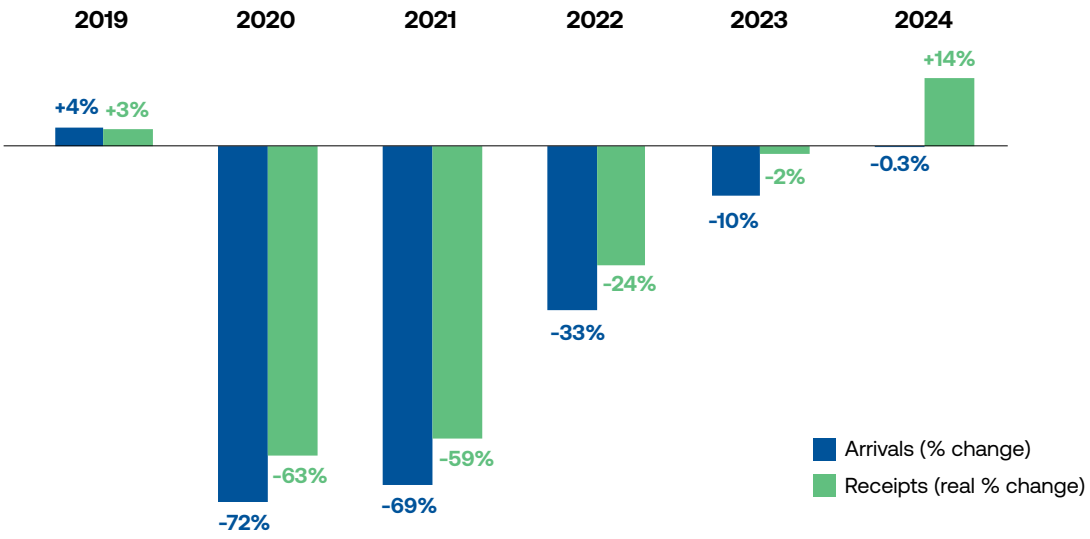
Data as of January 2026.

Global overview

International tourist arrivals recovered pre-pandemic levels in 2024

- International tourist arrivals recovered pre-pandemic levels in 2024 to reach almost 1.5 billion – an increase of 11% over 2023, or 142 million more.
- 2024 marks the recovery of international tourism from its worst crisis in recorded history, four years after the outbreak of the COVID-19 pandemic.
- Growth was driven by strong post-pandemic demand, especially from large source markets around the world and generally robust economic conditions, despite inflation in tourism services. Solid growth across most regions and the ongoing recovery of Asia and the Pacific contributed. Increased air connectivity and enhanced visa facilitation also supported international travel.
- The post-pandemic recovery falls within the scenarios for 2021–2024 prepared by UN Tourism in December 2020, which pointed to a recovery of 2019 arrivals in two to four years depending on various circumstances. It was the third scenario that eventually played out, which projected a return to pre-pandemic levels by the end of 2024.
- While a global recovery was achieved in 2024, results varied across regions. Europe, the Middle East and Africa all surpassed pre-pandemic numbers in 2024, while the Americas came close (-1%) and Asia and the Pacific remained 14% below 2019 levels due to slower lifting of restrictions.
- Destinations posting the highest growth in arrivals in 2024 compared to 2019 include Qatar (+130%), Albania (+82%), El Salvador (+81%), Puerto Rico (+75%), Zambia (+74%), Bahrain (+72%), Saudi Arabia (+70%), Colombia (+64%), Curaçao (+51%) and Algeria (+50%).

Figure 3: International tourist arrivals and tourism receipts (% change from 2019)



Note: Change from 2019, except data for 2019 which shows change from 2018.
Source: World Tourism Organization (UN Tourism)

Data as of January 2026.

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Receipts grew faster than arrivals in many destinations

- 2024 also saw extraordinary levels in visitor spending, with tourism earnings growing faster than arrivals in many destinations, due to higher average spending per trip.

- International tourism receipts reached USD 1.7 trillion in 2024, about 11% more than in 2023 and 14% above 2019 levels (real terms). Receipts had already recovered pre-pandemic levels in 2023. Total export revenues from tourism (receipts and passenger transport) hit a record USD 2.0 trillion in 2024, 11% higher than 2023 and 14% above 2019 levels (in real terms).

- Average spending per international trip reached USD 1,190 in 2024, remaining above the pre-pandemic average of USD 1,000.

- In 2024, several destinations reported outstanding growth in international tourism receipts relative to 2019, including Kuwait (+226%), which earned more than three times as much. Some earned more than double, including Gambia (+186%), El Salvador (+166%), Saudi Arabia (+149%), the Democratic Republic of Congo (+145%), Albania (+140%), Uzbekistan (+112%), the Republic of Moldova (+108%) and Iraq (+106%), all calculated in local currencies.

- Among the world's top five tourism earners, Spain (+38%), the United Kingdom (+36%), France (+25%) and Italy (+23%) saw robust growth in 2024 compared to 2019.

- Data on international tourism expenditure reflects the same trend, especially among large source markets such as the United States of America (+36% compared to 2019), Germany (+30%) and the United Kingdom (+19%). Among other major markets, Australia (+36%) Canada (+27%), Italy (+22%) and France (+14%) also saw robust growth in tourism expenditure.

- China, the largest tourism spender in the world, recorded 30% growth in expenditure abroad in 2024 (from 2023), about 3% more than in 2019.

- Expenditure from India continues to show extraordinary growth, with spending 81% above 2019 levels.

- Despite these results, inflation in tourism services continued to affect consumer demand, with tourists seeking for value for money, travelling closer to home or making shorter trips in some cases, according to the UN Tourism Panel of Experts.

- Uncertainty from economic and geopolitical tensions, aside from existing conflicts, also had a negative effect on demand in some parts of the world.

Regional results in 2024

The Middle East, Europe and Africa recorded strongest results in 2024

- The **Middle East** (97 million) remained the strongest-performing region compared to 2019, with international arrivals reaching 35% above pre-pandemic levels in 2024, and growing 3% from 2023. The Middle East was the first world region to recover pre-pandemic levels, already in 2023. The region benefited from increased investment in tourism projects and infrastructure, as well as enhanced visa facilitation.

- Some Middle Eastern destinations reported strong results in 2024 when compared to 2019, among which Qatar (+130%)[1], Bahrain (+72%), Saudi Arabia (+70%), Egypt (+23%) and Jordan (+16%).

- **Africa** (75 million) welcomed 8% more arrivals than in 2019 and 14% more than in 2023. North Africa exceeded pre-pandemic levels by a remarkable 26%, supported by improved air connectivity and robust demand. Subsaharan Africa saw a robust 13% increase compared to 2023, though remained 2% below 2019 levels.

- Morocco, the largest destination in Africa, welcomed 35% more international arrivals than in 2019. Zambia (+74%), Algeria (+50%), Tanzania (+48), Cabo Verde (+47%) and Ethiopia (+40%) also reported double-digit growth compared to 2019.

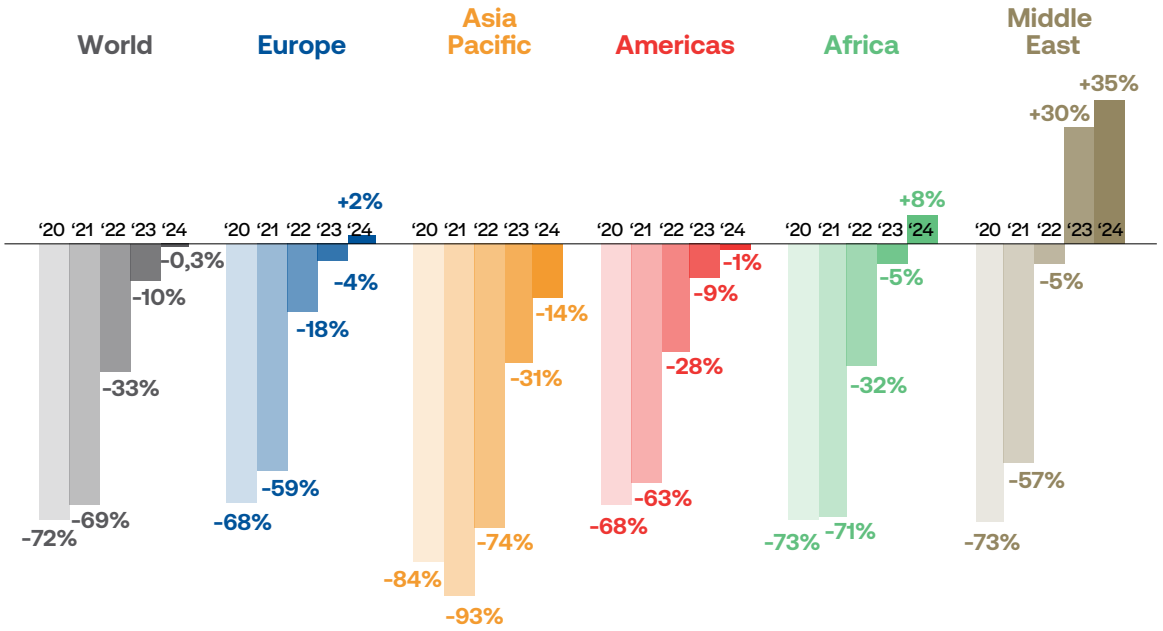
- **Europe,** the largest destination worldwide, welcomed 765 million international arrivals in 2024, a 2% increase from 2019 and 7% above 2023, supported by strong intraregional demand and travel from the United States of America.

- All subregions surpassed pre-pandemic levels, except for Central and Eastern Europe where many destinations were still suffering from the lingering effects of the Russian aggression on Ukraine.

- Southern Mediterranean Europe (+9% over 2019) led results, followed by Western Europe (+5%) and Northern Europe (+4%). Central and Eastern Europe (+11%) saw a solid rebound in 2024 compared to 2023 but remained 14% below pre-pandemic levels.

1 Data should be interpreted with caution as arrivals for 2019 do not include land crossings.

Figure 4: International tourist arrivals by region, 2024 (% change from 2019)



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

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- The highest growth in Europe in 2024 was reported by Albania (+82%), Uzbekistan (+49%), Rep. Moldova (+46%), Andorra (+35%), Malta and Serbia (both +29%), where arrivals climbed well above 2019 figures.

- Among the larger destinations, France and Spain both reported 12% more arrivals than in 2019, while Türkiye and Portugal both recorded 18% increase and Greece 15%.

- In 2024, Europe was the scenario of two major international sports events: Paris hosted the 2024 Summer Olympics in July and August right after the UEFA EURO in Germany during June and July.

- The **Americas** (217 million) reached 99% of pre-pandemic arrivals. The region saw 8% growth over 2023. Strong outbound travel from the United States of America fuelled growth in Central America and the Caribbean in particular.

- Central America (+18%) and the Caribbean (+15%) recorded double-digit growth relative to 2019, while in South America arrivals were 3% higher. North America saw an 8% increase from 2023 but remained 6% below 2019 levels, as inbound tourism to the United States of America and Canada continued to recover.

- El Salvador (+81%), Puerto Rico (+75%), Colombia (+64%), Curaçao (+51%), Barbados (+35%), Guatemala, Turks and Caicos (both +33%) and the Dominican Republic (+32%) were among the strongest performers in 2024 when compared to pre-pandemic levels.

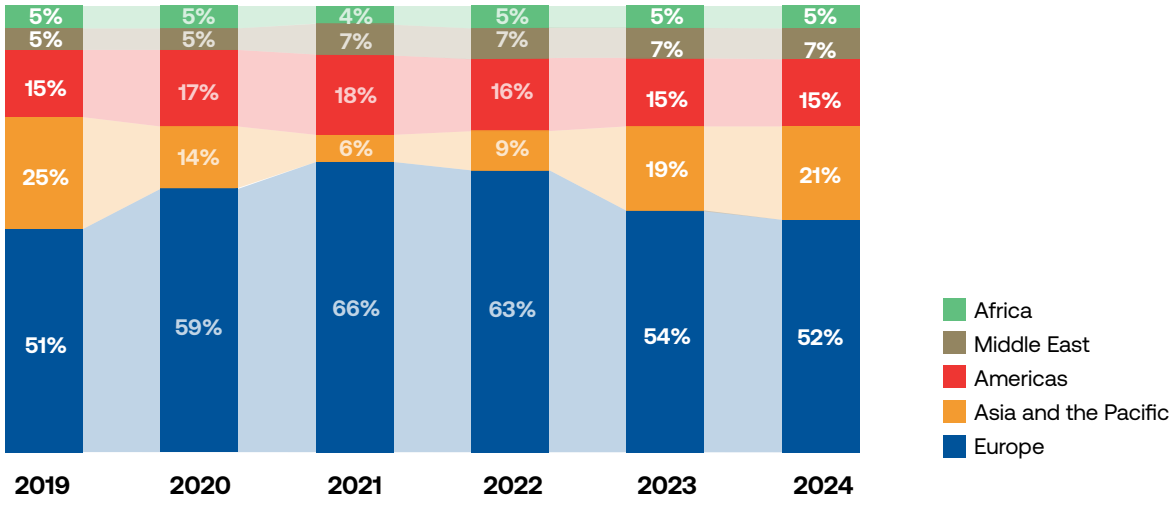
- **Asia and the Pacific** (311 million) continued to experience a rapid though uneven recovery, with arrivals reaching 86% of pre-pandemic levels, well above 69% in 2023. International arrivals in the region grew 25% in 2024, an increase of 62 million from 2023.

- South Asia was the only Asian subregion to exceed pre-pandemic levels in 2024 (+3%). North-East Asia saw a 30% increase in arrivals in 2024 compared to the previous year, though remained 19% below 2019 levels. South-East Asia followed with 24% growth over 2023, reaching an 88% recovery of 2019 numbers. In Oceania, arrivals climbed 12% over 2023, but remained 17% below 2019.

- Mongolia (+26%), Maldives, Timor Leste (both +20%), India (+15%), French Polynesia (+11%), Fiji (+10%) and Sri Lanka (+7%) were among the best performing destinations relative to 2019.

- Among the larger destinations, Japan saw arrivals exceed pre-pandemic levels by 16% in 2024, partly due to the favourable exchange rate of the Japanese yen. While data for China was not yet available, the destination benefitted from visa facilitation and increased air capacity in 2024.

Figure 5: International tourist arrivals (share of world, %)



Source: UN Tourism

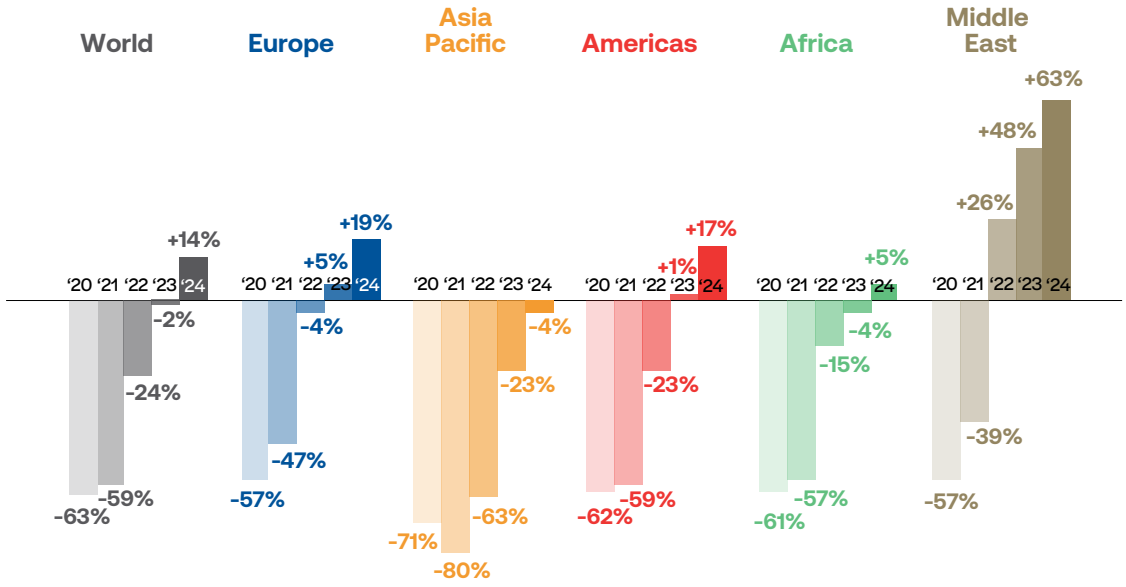
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The Middle East saw the strongest growth in receipts relative to 2019

- By regions, **Europe** earned USD 727 billion in international tourism receipts in 2024, a 19% increase over 2019 in real terms (local currencies and constant prices) with most destinations posting double-digit growth.
- Receipts in **Asia and the Pacific** climbed 24% to USD 424 billion, about 96% of the pre-pandemic figure (-4% compared to 2019).
- The **Americas** earned USD 395 billion in 2024, 17% more than in 2019.
- The **Middle East** saw the strongest performance relative to 2019, with a 63% increase above pre-pandemic levels to USD 150 billion, after growing 48% also over 2019.
- **Africa** earned a total USD 42 billion in 2024, about 5% more than in 2019, before the coronavirus pandemic.

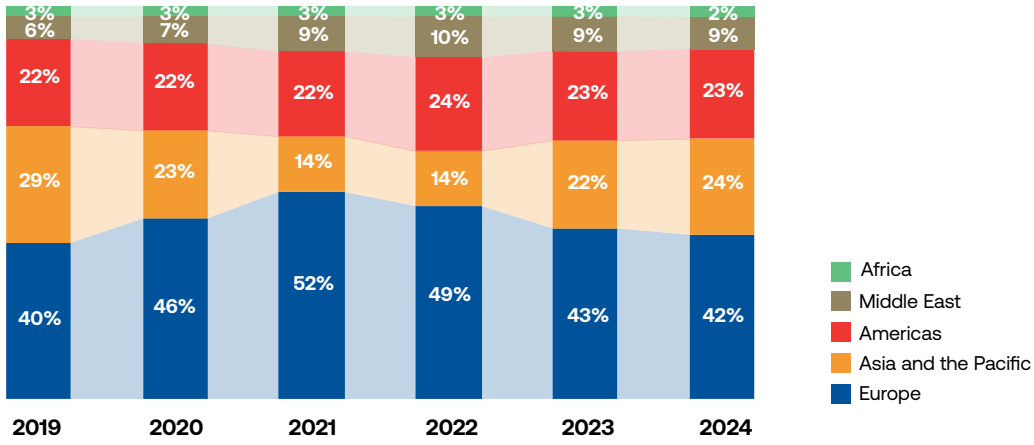
Figure 6: International tourism receipts (real % change from 2019)



Source: World Tourism Organization (UN Tourism)

Data as of January 2026.

Figure 7: International tourism receipts (share of world, %)



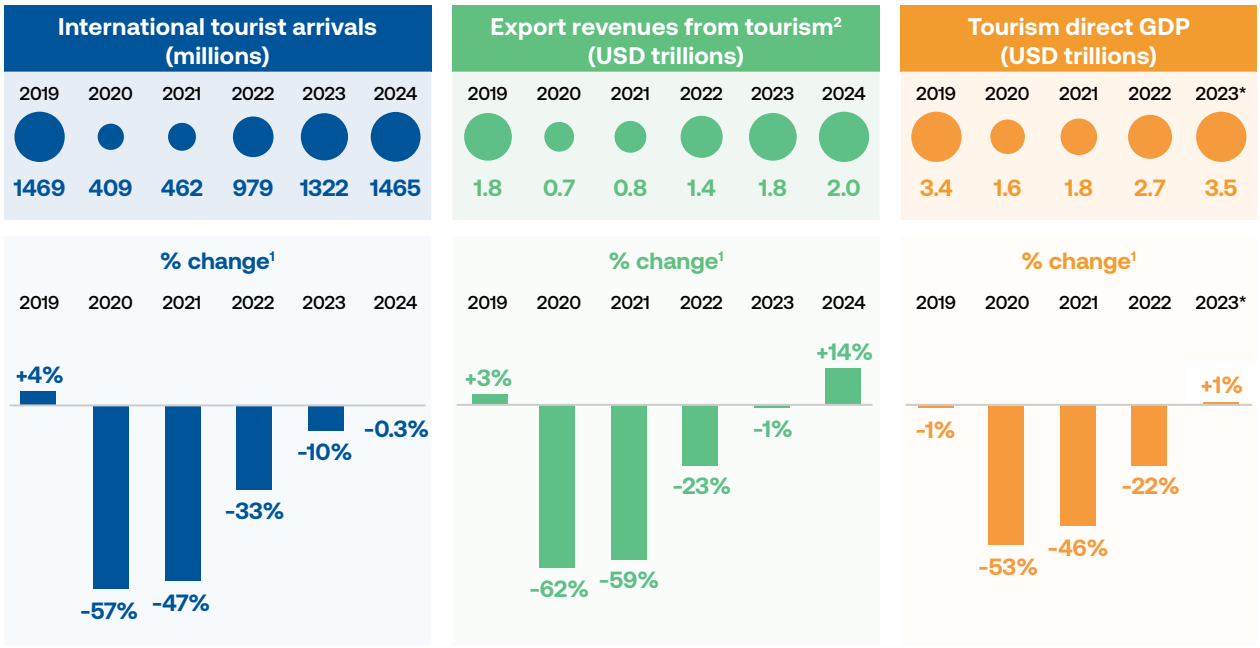
Source: World Tourism Organization (UN Tourism)

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World

Figure 8: Key tourism indicators, World

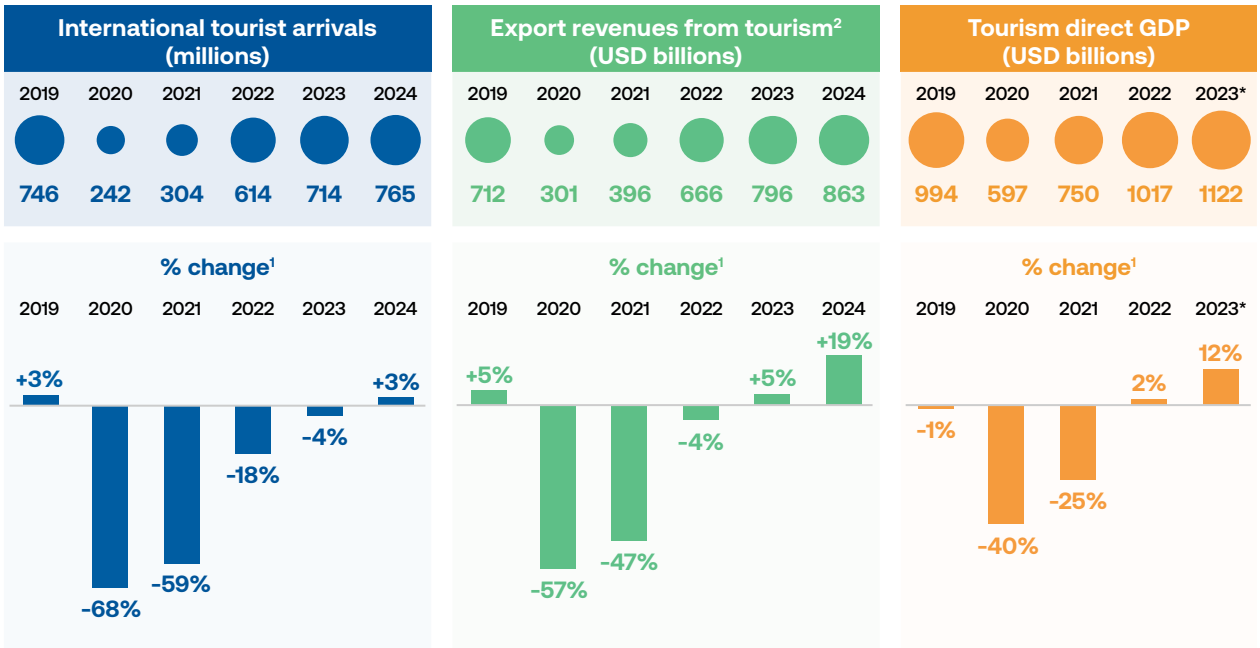


1) Percent change from 2019, except for 2019 figures which are compared to 2018.
2) Revenues include international tourism receipts and passenger transport fares.
Source: World Tourism Organization (UN Tourism).

*) Lastest available data.
Data as of January 2026.

Europe

Figure 9: Key tourism indicators, Europe



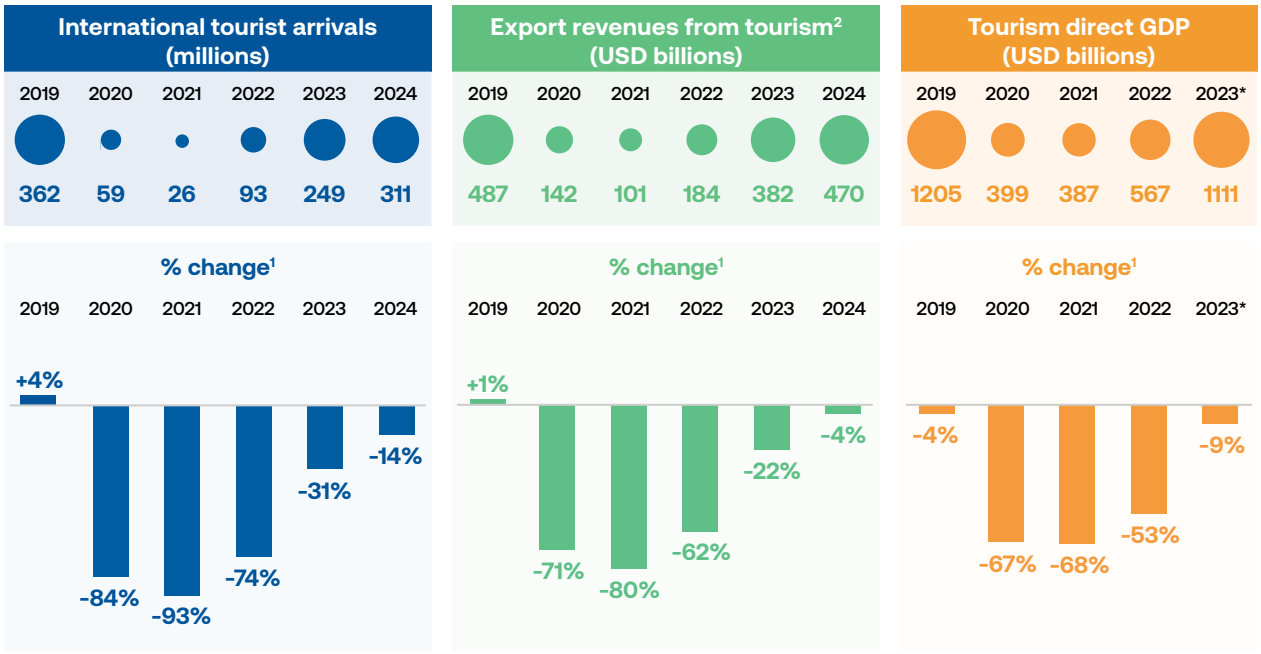
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Source: World Tourism Organization (UN Tourism).

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Asia and the Pacific

Figure 10: Key tourism indicators, Asia and the Pacific

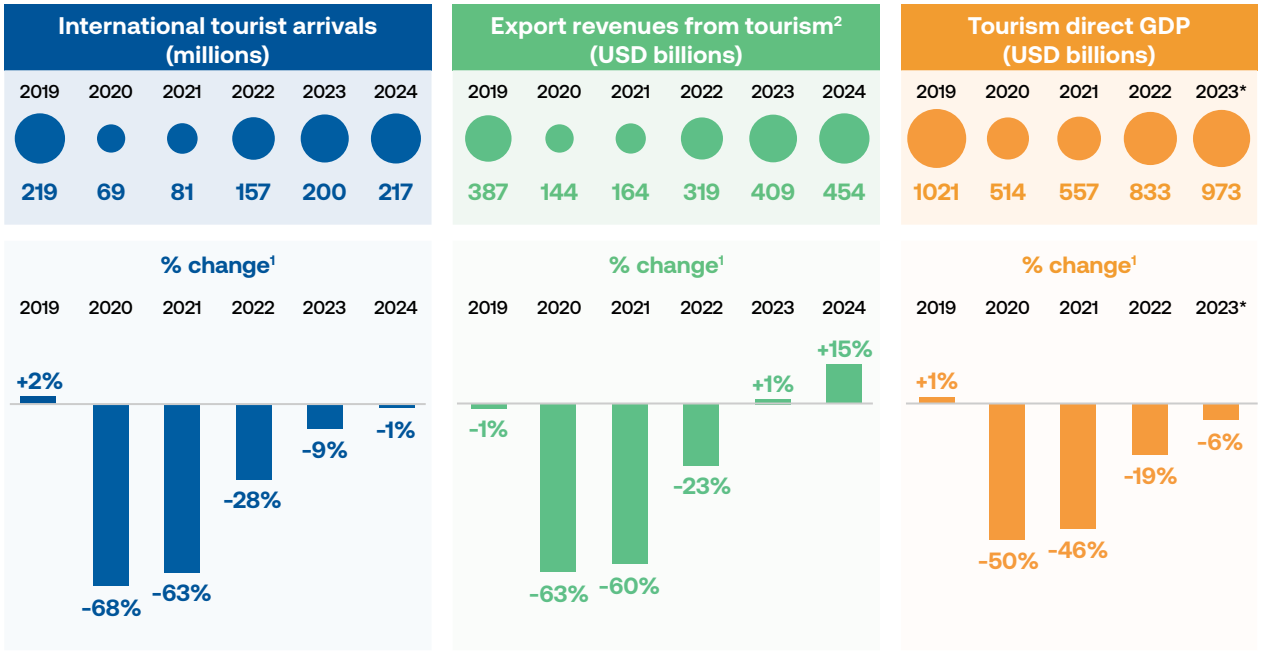


1) Percent change from 2019, except for 2019 figures which are compared to 2018.
2) Revenues include international tourism receipts and passenger transport fares.
Source: World Tourism Organization (UN Tourism).

*) Lastest available data.
Data as of January 2026.

Americas

Figure 11: Key tourism indicators, Americas

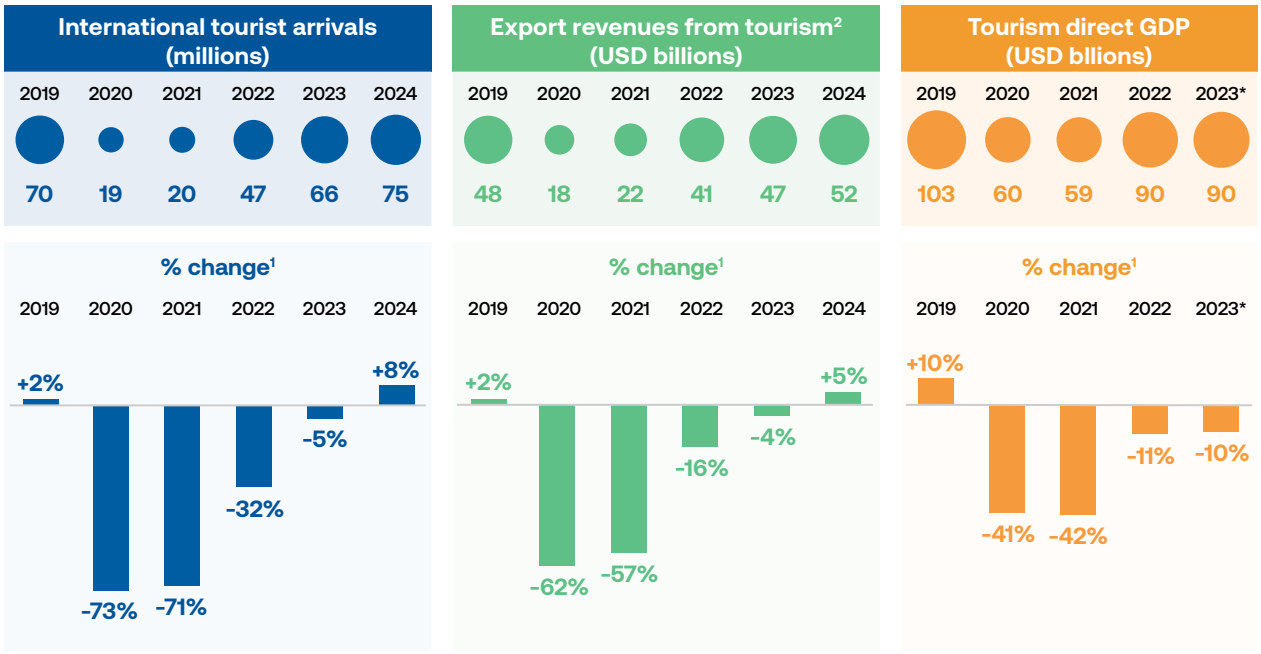


1) Percent change from 2019, except for 2019 figures which are compared to 2018.
2) Revenues include international tourism receipts and passenger transport fares.
Source: World Tourism Organization (UN Tourism).

*) Lastest available data.
Data as of January 2026.

Africa

Figure 12: Key tourism indicators, Africa

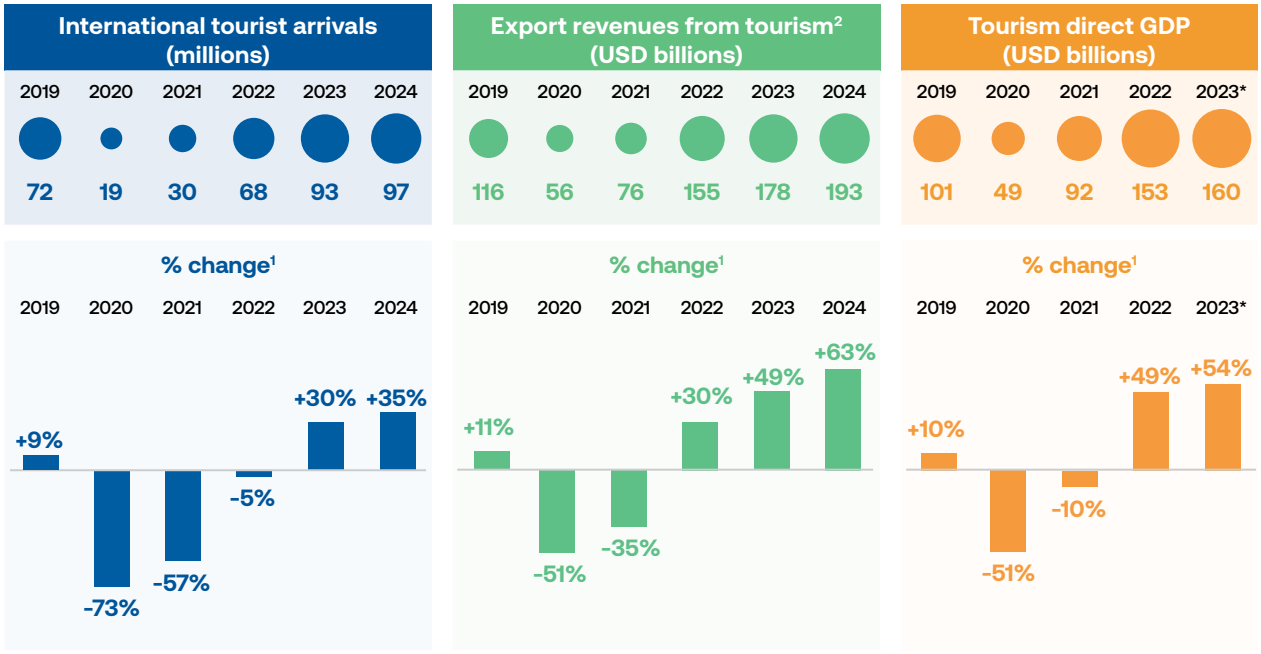


1) Percent change from 2019, except for 2019 figures which are compared to 2018.
2) Revenues include international tourism receipts and passenger transport fares.
Source: World Tourism Organization (UN Tourism).

*) Lastest available data.
Data as of January 2026.

Middle East

Figure 13: Key tourism indicators, Middle East



1) Percent change from 2019, except for 2019 figures which are compared to 2018.
2) Revenues include international tourism receipts and passenger transport fares.
Source: World Tourism Organization (UN Tourism).

*) Lastest available data.
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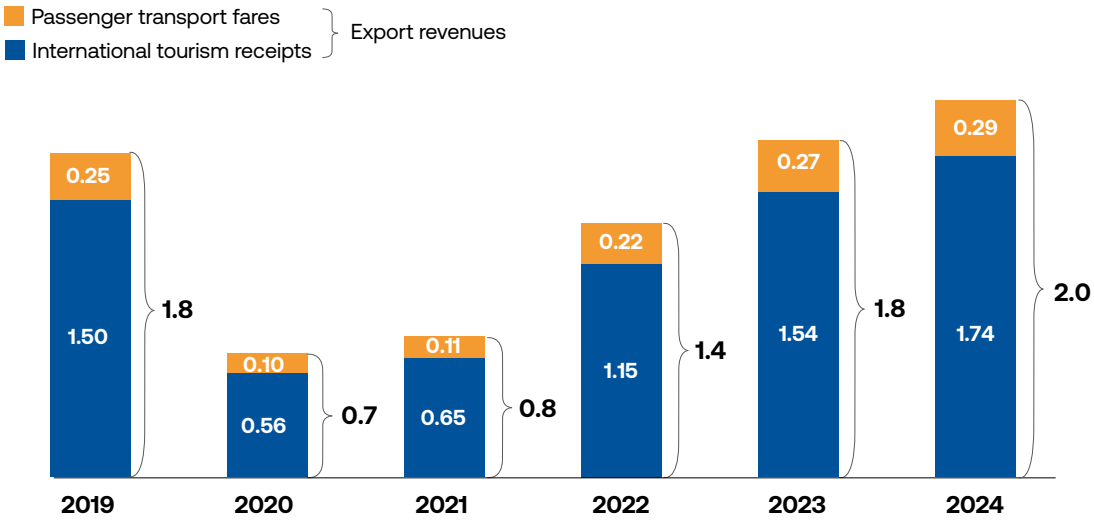
Export revenues from tourism in 2024

- International tourism contributes to local economies in the form of **export revenues** comprising international tourism receipts (visitor spending in destinations) and passenger transport receipts (international transport services rendered to visitors by local transport companies). For many destinations, revenues from tourism are a major source of foreign exchange and an important component of export diversification.
- In 2024, export revenues from tourism accounted for over 50% of total exports in almost 20 destinations, mostly small island developing states.
- Tourism is often the main export category for many developing countries, creating much needed employment and opportunities for development.

Export revenues from tourism reached a record USD 2.0 trillion in 2024

- **International tourism receipts** (visitor spending in destinations) saw robust growth in 2024 after having surpassed pre-pandemic levels already in 2023.
- Receipts reached and estimated USD 1.7 trillion globally in 2024, about 11% more than in 2023 and 14% above 2019 levels, in real term (adjusted for inflation and exchange rate fluctuations).
- Total export revenues from tourism, which includes USD 1.7 trillion in receipts and USD 290 billion in passenger transport fares, reached a record USD 2.0 trillion in 2024, about 14% higher than in 2019 (real terms).

Figure 14: Export revenues from international tourism (USD trillions)*



Source: World Tourism Organization (UN Tourism) Data as of January 2026.
*Revenues consist of international tourism receipts and passenger transport fares.

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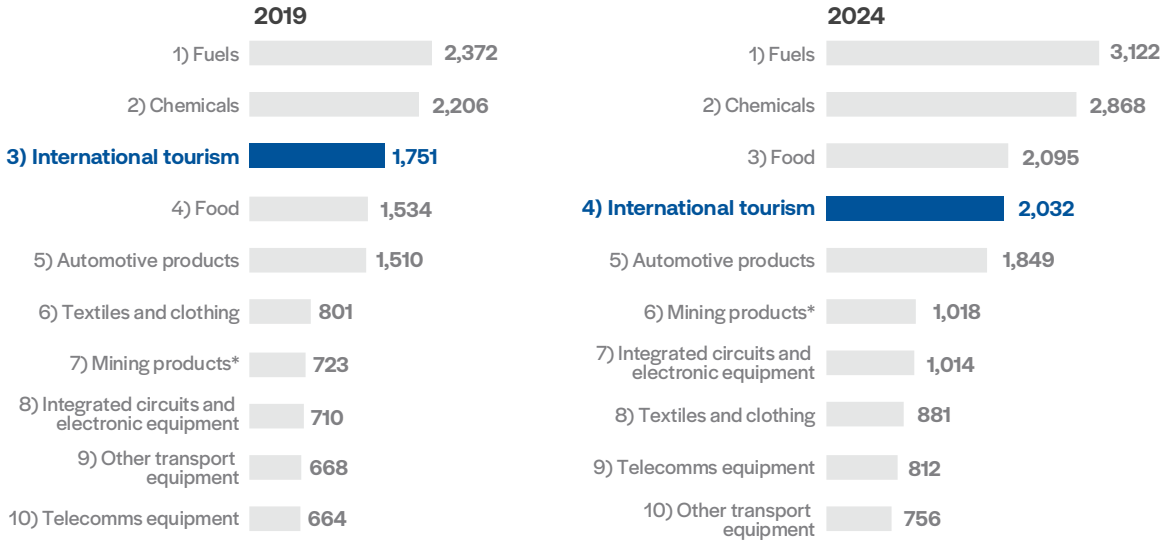
- Revenues from international tourism accounted for about 6% of global exports of goods and services in 2024, slightly below the 7% share in 2019. International tourism also accounted for 23% of global trade in services in 2024, though below the pre-pandemic level of 27% in 2019.

- As international travel recovers, average spending per international trip is also gradually returning to pre-pandemic values, from nearly USD 1,400 in 2020 and 2021, to an estimated USD 1,190 in 2024. This is still above the average of USD 1,000 per trip before the pandemic.

Tourism was the 4th largest export category in 2024

- Tourism was the 4th largest export category globally in 2024, behind food products (3rd), chemicals (2nd) and fuels (1st). That is up one place from 2023, when tourism was the 5th largest export. This is the result of strong growth in tourism revenues across most destinations in 2024. In 2019, just before the coronavirus pandemic, tourism was the third largest export category.

Figure 15: World's top ten export categories by earnings (USD trillions), 2019 and 2024



Source: World Tourism Organization (UN Tourism) and World Trade Organization (WTO) Data as of January 2026.
*Other than fuels.

World's top destinations in 2024

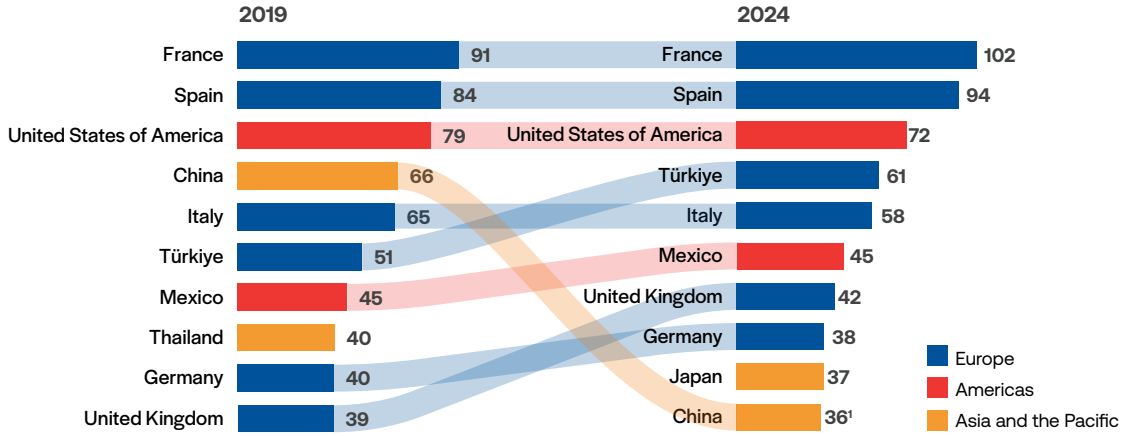
- France remained the world's most visited destination in 2024 with 102 million international tourist arrivals. Spain was second with 94 million, the United States of America third (72 million), Türkiye fourth (61 million) and Italy fifth (58 million).
- Completing the top ten destinations in 2024 are Mexico, the United Kingdom, Germany, Japan and China[2]. From 2019 to 2024, Mexico and Germany both moved up one place in the ranking, while Türkiye (6th to 4th) and Japan (12th to 10th) rose two. The United Kingdom moved up three (from 10th to 7th).
- In terms of international tourism receipts, the United States of America remains the top tourism earner with USD 214 billion in 2024. Spain ranked second with USD 107 billion, followed by the United Kingdom (USD 83 billion), France (USD 77 billion) and Italy (USD 59 billion).
- The other top ten earners in 2024 were the United Arab Emirates, Türkiye, Japan, Australia and Canada. Between 2019 and 2024, the United Kingdom and Italy both moved up one place in the receipts ranking. The United Arab Emirates climbed seven places (from 13th to 6th), while Türkiye moved up four (from 11th to 7th). Meanwhile, Canada climbed 5 places (from 15th to 10th).

2 China's arrivals are estimated, since official data for 2024 is not yet available.

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Figure 16: World's top ten destinations – International tourist arrivals (millions)

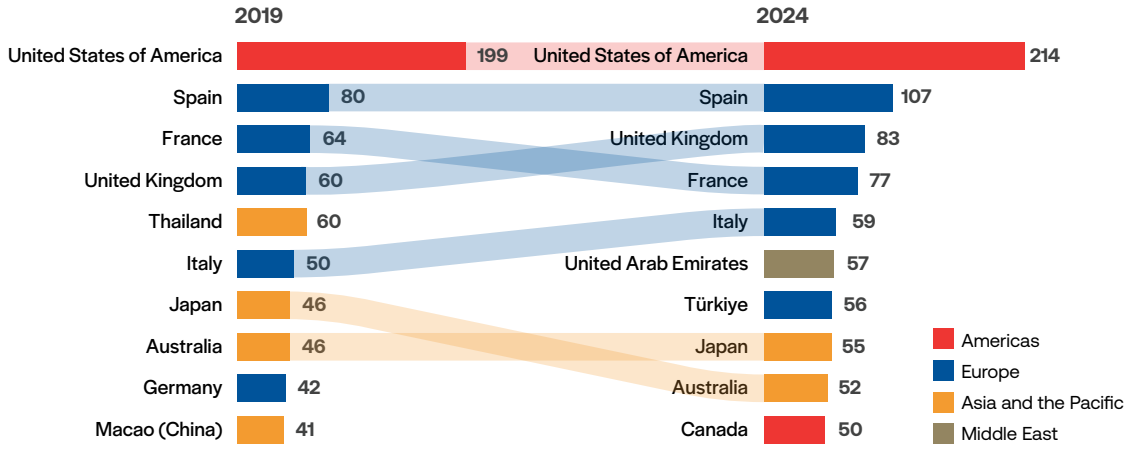


Source: World Tourism Organization (UN Tourism)

Data as of January 2026.

[1] China's arrivals are estimated since official data for 2024 is not yet available.

Figure 17: World's top ten tourism earners – International tourism receipts (USD billions)



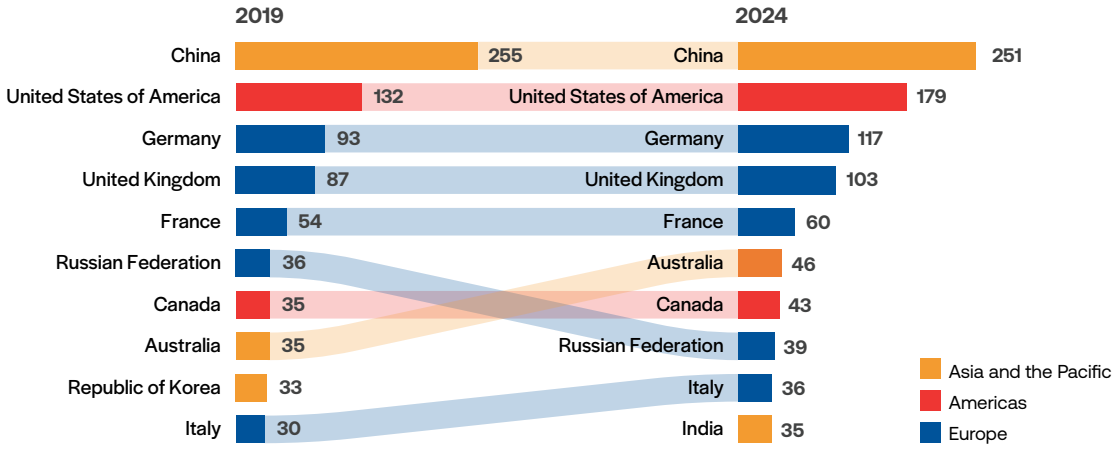
Source: World Tourism Organization (UN Tourism)

Data as of January 2026.

Outbound tourism

- China remained the world's largest spender on international travel in 2024, with USD 251 billion, 3% above the levels of 2019. It regained the top place in 2023 after slipping to 2nd place in 2022. The United States of America (USD 179 billion) held onto second place in 2024 with a strong 36% increase over 2019, followed by Germany (USD 117 billion), the United Kingdom (USD 103 billion) and France (USD 60 billion), which also experienced solid growth in travel expenditure.
- Completing the top ten list of spenders in 2024 were Australia, Canada, the Russian Federation, Italy and India. Australia moved up two places in the expenditure ranking compared to 2019, while Italy moved up one. India, the most populous country in the world, climbed from 14th to 10th place, which reflects the importance of this rapidly growing source market.

Figure 18: World's top ten tourism spenders – International tourism expenditure (USD billions)



Source: World Tourism Organization (UN Tourism)

Data as of January 2026.

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Statistical annex

All tables from this statistical annex can be downloaded here: **Download data**

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International tourism by region

International tourist arrivals

	International tourist arrivals (millions)						Share (%)	% Change from 2019				
	2019	2020	2021	2022	2023	2024	2024	20/19	21/19	22/19	23/19	24/19
World	**1,469**	**409**	**462**	**979**	**1,322**	**1,465**	**100**	**-72.2**	**-68.5**	**-33.3**	**-10.0**	**-0.3**
Advanced economies[1]	777	221	240	546	716	784	53.5	-71.6	-69.1	-29.8	-7.9	0.9
Emerging economies[1]	692	188	222	434	606	681	46.5	-72.8	-67.9	-37.3	-12.3	-1.6
Europe	**746.1**	**241.8**	**303.7**	**614.2**	**713.8**	**764.7**	**52.2**	**-67.6**	**-59.3**	**-17.7**	**-4.3**	**2.5**
Northern Europe	83.9	23.7	21.9	67.1	79.4	87.1	5.9	-71.7	-73.9	-20.0	-5.4	3.8
Western Europe	205.2	83.5	87.6	183.2	207.9	215.5	14.7	-59.3	-57.3	-10.7	1.3	5.0
Central/Eastern Europe	152.8	46.2	55.4	98.3	118.0	131.5	9.0	-69.8	-63.8	-35.7	-22.7	-13.9
Southern/Medit. Eur.	304.2	88.4	138.9	265.5	308.5	330.6	22.6	-71.0	-54.4	-12.7	1.4	8.7
- of which EU-27	541.1	184.3	223.8	456.3	527.0	556.5	38.0	-65.9	-58.6	-15.7	-2.6	2.8
Asia and the Pacific	**362.1**	**59.0**	**26.4**	**92.7**	**248.8**	**311.1**	**21.2**	**-83.7**	**-92.7**	**-74.4**	**-31.3**	**-14.1**
North-East Asia	170.3	20.3	10.9	20.5	105.4	137.2	9.4	-88.1	-93.6	-88.0	-38.1	-19.5
South-East Asia	138.1	25.5	3.0	41.7	98.1	122.1	8.3	-81.5	-97.8	-69.8	-29.0	-11.6
Oceania	17.5	3.6	0.9	6.8	12.9	14.4	1.0	-79.4	-95.1	-61.3	-26.0	-17.3
South Asia	36.3	9.6	11.7	23.8	32.4	37.4	2.6	-73.5	-67.8	-34.4	-10.8	3.1
Americas	**219.2**	**69.5**	**81.5**	**157.2**	**200.1**	**216.8**	**14.8**	**-68.3**	**-62.8**	**-28.3**	**-8.7**	**-1.1**
North America	146.6	46.5	57.2	101.9	126.6	137.3	9.4	-68.3	-61.0	-30.5	-13.6	-6.3
Caribbean	26.0	10.1	14.2	23.6	28.1	30.0	2.0	-61.1	-45.4	-9.4	8.2	15.1
Central America	10.9	3.1	4.7	9.3	11.5	12.9	0.9	-71.6	-57.1	-15.3	5.4	17.7
South America	35.6	9.8	5.4	22.4	33.8	36.7	2.5	-72.5	-85.0	-37.1	-5.2	3.0
Africa	**69.6**	**19.1**	**20.1**	**47.4**	**66.2**	**75.4**	**5.1**	**-72.6**	**-71.2**	**-31.9**	**-4.9**	**8.3**
North Africa	25.6	5.6	6.6	19.3	28.0	32.2	2.2	-78.2	-74.4	-24.8	9.2	25.5
Subsaharan Africa	44.0	13.5	13.5	28.2	38.2	43.2	3.0	-69.4	-69.3	-36.0	-13.1	-1.8
Middle East	**71.6**	**19.4**	**30.5**	**68.0**	**93.4**	**96.6**	**6.6**	**-72.9**	**-57.5**	**-5.1**	**30.4**	**34.8**

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

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

International tourism receipts

International tourism receipts

	(USD billions)						Share (%)	% Change from 2019 (real terms)[2]				
	2019	2020	2021	2022	2023	2024	2024	20/19	21/19	22/19	23/19	24/19
World	**1,498**	**562**	**647**	**1,146**	**1,539**	**1,739**	**100**	**-62.6**	**-59.1**	**-24.0**	**-1.8**	**13.8**
Advanced economies[1]	943	372	412	701	960	1075	62	-61.1	-58.9	-25.1	-3.1	11.6
Emerging economies[1]	555	190	235	445	579	664	38	-65.1	-59.5	-22.3	0.4	17.6
Europe	**594.7**	**256.0**	**338.6**	**559.5**	**667.8**	**726.7**	**41.8**	**-57.5**	**-46.5**	**-4.2**	**4.9**	**18.7**
Northern Europe	98.3	43.9	55.4	104.4	113.6	127.3	7.3	-55.8	-48.5	9.7	9.0	24.4
Western Europe	182.7	102.2	110.2	158.3	192.3	205.1	11.8	-45.6	-43.1	-10.0	-2.7	9.2
Central/Eastern Europe	69.3	28.8	35.4	57.1	69.4	74.8	4.3	-58.4	-52.1	-21.1	-7.0	5.2
Southern/Medit. Eur.	244.4	81.1	137.6	239.8	292.4	319.5	18.4	-66.7	-46.7	-0.7	12.3	27.2
- of which EU-27	429.1	187.3	239.6	387.6	472.0	510.9	29.4	-57.3	-47.4	-6.5	2.1	16.0
Asia and the Pacific	**441.8**	**126.6**	**90.8**	**161.5**	**342.4**	**424.0**	**24.4**	**-71.5**	**-80.4**	**-62.7**	**-23.0**	**-4.2**
North-East Asia	187.7	45.0	45.3	49.5	136.2	176.3	10.1	-76.4	-76.6	-72.1	-26.6	-4.6
South-East Asia	146.9	31.3	10.9	49.5	102.6	131.3	7.6	-78.6	-92.7	-66.2	-31.9	-11.1
Oceania	61.4	32.7	20.4	31.1	58.3	66.2	3.8	-46.8	-70.5	-48.7	-6.5	5.3
South Asia	45.7	17.6	14.3	31.4	45.3	50.2	2.9	-61.7	-69.9	-32.0	-2.3	6.6
Americas	**331.4**	**126.1**	**143.5**	**274.4**	**353.5**	**395.4**	**22.7**	**-61.6**	**-59.0**	**-22.7**	**1.4**	**16.6**
North America	253.4	97.3	106.9	203.5	265.3	298.1	17.1	-61.6	-60.4	-25.1	-0.3	14.8
Caribbean	35.9	14.9	21.5	34.9	40.2	44.0	2.5	-58.2	-42.5	-10.2	7.7	21.2
Central America	12.6	4.0	6.3	13.2	16.5	18.7	1.1	-68.2	-50.7	0.1	21.7	44.3
South America	29.5	9.8	8.9	22.8	31.5	34.6	2.0	-63.0	-70.5	-26.8	-0.9	14.5
Africa	**39.5**	**15.2**	**18.1**	**33.8**	**38.6**	**42.1**	**2.4**	**-61.2**	**-57.1**	**-14.6**	**-4.3**	**4.6**
North Africa	11.6	5.6	6.2	12.5	14.3	15.2	0.9	-53.3	-49.5	12.2	15.9	26.7
Subsaharan Africa	27.9	9.6	11.8	21.3	24.3	26.9	1.5	-64.6	-60.2	-25.8	-12.7	-4.7
Middle East	**90.3**	**38.4**	**55.7**	**116.4**	**136.9**	**150.3**	**8.6**	**-57.5**	**-38.9**	**25.9**	**47.7**	**63.4**

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

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

[2] In local currencies, constant prices.

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Europe

International tourist arrivals and tourism receipts by country of destination

		International tourist arrivals (thousands)						% Change vs 2019	International tourism receipts (USD millions)						% Change[1] vs 2019	
	Indic.	2019	2020	2021	2022	2023	2024	24/19	2019	2020	2021	2022	2023	2024	24/19	Basis
Europe		**746,104**	**241,808**	**303,730**	**614,214**	**713,796**	**764,699**	**2.5**	**594,683**	**256,014**	**338,558**	**559,498**	**667,811**	**726,714**	**18.7**	
Northern Europe		**83,892**	**23,734**	**21,891**	**67,111**	**79,372**	**87,114**	**3.8**	**98,253**	**43,929**	**55,414**	**104,377**	**113,632**	**127,324**	**24.4**	
Denmark	TF	14,725	6,229	7,555	14,190			..	8,520	3,962	4,470	8,502	10,450	11,263	36.7	
Finland	TCE	3,290	896	807	2,127	2,561	2,904	-11.7	5,094	1,788	1,611	3,431	4,065	4,157	-15.6	
Iceland	TF	2,013	490	689	1,718	2,234	2,287	13.6	2,695	641	1,302	2,485	3,120	3,246	35.6	
Ireland	TF	10,951				6,300	6,592	-39.8	6,477	2,393	2,688	7,161	7,549	7,854	25.4	
Norway	TCE	5,879	1,397	1,435	4,979			..	5,894	1,819	1,955	5,713	6,550	7,590	57.2	
Sweden	TCE	7,616	1,957	2,990	6,629	7,531	8,685	14.0	9,196	4,350	6,099	9,044	9,920	10,709	30.1	
United Kingdom	TF	39,418	10,714	6,287	30,741	37,214	41,760	5.9	60,377	28,977	37,288	68,040	71,979	82,505	-44.7	
Western Europe		**205,166**	**83,519**	**87,598**	**183,240**	**207,866**	**215,480**	**5.0**	**182,680**	**102,193**	**110,193**	**158,283**	**192,348**	**205,135**	**9.2**	
Austria	TCE	31,884	15,091	12,728	26,215	30,910	31,903	0.1	22,942	13,848	10,449	19,709	24,656	26,303	18.6	
Belgium	TCE	9,343	2,584	3,243	8,220	9,280	9,638	3.2	9,941	7,182	7,468	8,508	9,603	9,407	-2.1	
France	TF	90,914	41,684	48,395	93,196	100,000	102,000	12.2	63,507	32,564	40,802	59,675	71,211	76,967	25.3	
Germany	TCE	39,563	12,449	11,688	28,463	34,801	37,505	-5.2	41,807	22,103	22,267	31,861	37,837	40,108	-0.8	
Liechtenstein	TCE	98	58	71	101	114	117	19.5	..	..	..	..	..	..	..	
Luxembourg	TCE	1,041	525	615	1,013	1,063	1,298	24.7	5,333	4,472	5,690	6,185	6,840	7,489	45.2	
Monaco	THS	377	172	220	290	341	348	-7.7	..	..	..	..	..	..	..	
Netherlands	TCE	20,128	7,265	6,248	16,583	20,303	21,253	5.6	21,984	12,726	12,738	16,550	20,812	22,557	6.1	
Switzerland	TF	11,818	3,690	4,390	9,160	11,054	11,417	-3.4	17,166	9,298	10,781	15,795	21,388	22,303	15.1	
Central/Eastern Europe		**152,808**	**46,185**	**55,373**	**98,325**	**118,050**	**131,505**	**-13.9**	**69,341**	**28,779**	**35,387**	**57,068**	**69,422**	**74,798**	**5.2**	
Armenia	TF	1,894	375	870	1,666	2,316	2,208	16.6	1,528	287	784	2,419	3,116	2,523	65.1	$
Azerbaijan	TF	2,864	519	462	1,058	1,403	1,855	-35.2	1,792	304	313	823	1,492	2,047	14.3	$
Belarus	TCE	2,206	577	787	1,492			..	901	359	427	..	..	..	..	$
Bulgaria	TF	9,312	2,688	3,722	6,735	8,118	8,620	-7.4	4,276	1,676	2,554	3,504	4,168	4,312	4.4	
Czechia	TF	14,651	3,919	3,768	10,219	13,194		..	7,643	3,740	3,659	5,565	7,778	9,126	20.9	
Estonia	TF	3,336	1,023	808	2,166	2,422	2,657	-20.4	1,738	591	635	1,239	1,447	1,632	-2.8	
Georgia	TF	5,080	1,087	1,577	3,653	4,669	5,092	0.2	3,269	542	1,245	3,517	4,125	4,425	35.4	$
Hungary	TF	16,937	7,418	7,930	12,649	12,934	13,156	-22.3	7,298	3,202	4,166	5,676	7,878	8,054	38.9	
Kazakhstan	TF		2,556	2,000	6,716	9,200	10,382	..	2,456	613	608	1,491	2,256	2,571	4.7	$
Kyrgyzstan	VF	8,508	2,079	3,564	6,913	8,557		..	644	151	207	756	1,024	964	49.8	$
Latvia	TF	1,935	636	478				..	1,017	809	739	1,081	1,277	1,372	39.6	
Lithuania	TF	2,875	937	948	2,169	2,405	2,383	-17.1	1,493	579	590	1,187	1,700	1,961	35.9	
Poland	TF	21,158	8,418	9,722	15,955	18,987	19,700	-6.9	14,004	8,238	9,086	14,409	15,009	15,009	11.1	
Republic of Moldova	TCE	174	29	69	162	195	254	46.0	397	316	419	746	699	825	108.0	$
Romania	TCE	2,672	453	873	1,661	2,101	2,385	-10.7	3,576	1,441	3,294	4,930	5,378	5,714	65.3	€
Russian Federation	VF	24,592	6,359					..	10,961	3,909	3,991	5,604	6,798	7,643	-30.3	$
Slovakia	TF							..	3,203	1,309	1,113	1,360	1,600	1,698	-45.2	
Tajikistan	VF	1,257	351	296	999	1,201	1,400	11.4	14	6	11	18	20	20	46.7	$
Turkmenistan	TF							..	..	..	..	..	..	..	..	
Ukraine	TF	13,438	3,141	3,973	2,173	2,346	2,482	-81.5	1,620	356	950	774	857	1,047	-35.4	$
Uzbekistan	VF	6,749	1,553	1,881	5,233	6,626	10,061	49.1	1,513	350	596	1,437	2,167	3,203	111.7	$
Southern/Medit. Europe		**304,238**	**88,371**	**138,868**	**265,538**	**308,508**	**330,600**	**8.7**	**244,408**	**81,113**	**137,564**	**239,770**	**292,409**	**319,457**	**27.2**	
Albania	TF	6,198	2,575	5,514	7,177	9,670	11,293	82.2	2,332	1,129	2,262	2,990	4,512	5,403	139.6	€
Andorra	TF	3,090	1,872	1,949	3,555	4,048	4,168	34.9	1,897	1,345	1,885	2,187	2,506	2,876	51.6	$
Bosnia and Herzgovina	TCE	1,198	197	502	915	1,199	1,377	14.9	1,175	431	1,032	1,462	1,864	1,953	72.0	
Croatia	TCE	17,353	5,545	10,641	15,324	16,855	17,379	0.1	11,753	5,493	10,773	13,445	15,785	16,242	42.9	€
Cyprus	TF	3,977	632	1,937	3,201	3,846	4,040	1.6	3,251	734	2,090	2,835	3,659	3,982	26.7	
North Macedonia	TCE	758	118	294	537	734	830	9.6	396	252	385	481	598	624	63.1	€
Greece	TF	31,348	7,374	14,705	27,836	32,735	35,951	14.7	20,276	5,015	12,351	18,141	22,268	23,372	19.2	
Israel	TF	4,552	832	397	2,675	3,010	961	-78.9	6,737	1,724	1,410	4,738	5,220	2,257	-66.5	$
Italy	TF	64,513	25,190	26,888	49,811	57,250	57,725	-10.5	49,521	19,895	24,968	43,699	55,890	58,681	22.6	
Malta	TF	2,753	659	968	2,287	2,981	3,564	29.4	1,883	392	772	1,590	2,143	2,782	52.8	
Montenegro	TF	2,510	351	1,554	2,036	2,447	2,447	-2.5	1,225	166	895	1,080	1,630	1,582	33.5	
Portugal	TCE/TF	24,628	6,480	9,617	22,254	26,504	28,970	17.6	20,522	8,871	11,976	22,345	27,541	30,006	51.2	
San Marino	THS	111	58	94	110	109	122	9.7	227	155	225	369	414	..	..	$
Serbia	TCE	1,847	446	871	1,773	2,134	2,385	29.1	1,604	1,245	1,882	2,576	2,753	3,053	96.9	€
Slovenia	TCE	4,702	1,216	1,832	3,936	4,658	5,054	7.5	3,183	1,413	1,992	3,130	3,572	3,614	17.4	
Spain	TF	83,509	18,933	31,181	71,659	85,169	93,759	12.3	79,672	18,507	34,533	72,874	91,990	106,503	38.3	
Türkiye	TF	51,192	15,894	29,925	50,453	55,159	60,576	18.3	38,753	14,347	28,133	45,829	50,063	56,278	45.2	$

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

See Key to abbreviations in the methodological notes.

[1] Percent change calculated in local currencies unless Basis column shows "$" (in USD). For regions and subregions change is based on local currencies and constant prices.

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Asia and the Pacific

International tourist arrivals and tourism receipts by country of destination

		International tourist arrivals (thousands)						% Change vs 2019	International tourism receipts (USD millions)						% Change[1] vs 2019	
	Indic.	2019	2020	2021	2022	2023	2024	24/19	2019	2020	2021	2022	2023	2024	24/19	Basis
Asia and the Pacific		**362,114**	**59,005**	**26,404**	**92,701**	**248,761**	**311,101**	**-14.1**	**441,764**	**126,577**	**90,842**	**161,517**	**342,394**	**424,029**	**-4.2**	
North-East Asia		**170,311**	**20,260**	**10,855**	**20,502**	**105,409**	**137,173**	**-19.5**	**187,728**	**44,964**	**45,287**	**49,504**	**136,201**	**176,324**	**-4.6**	
China	TF	65,700	7,967	5,662				..	35,832	9,951	11,330	13,474	25,036	39,747	15.6	
Hong Kong (China)	TF	23,752	1,359	89	568	17,159	21,944	-7.6	28,913	2,859	1,850	3,134	20,863	22,456	-22.7	
Japan	VF	31,882	4,116	246	3,832	25,066	36,870	15.6	46,054	10,700	4,861	9,238	38,587	54,673	64.8	
Korea (DPRK)								..	..	..	..	..	..	..	..	
Korea, Republic of	VF	17,503	2,519	967	3,198	11,032	16,370	-6.5	20,867	10,276	10,804	12,462	15,294	16,717	-19.9	$
Macao (China)	TF	18,633	2,822	3,697	2,484	14,227	16,044	-13.9	40,590	9,239	15,574	9,064	27,014	31,715	-22.2	
Mongolia	TF	577	59	33	286	594	727	26.0	513	29	21	251	531	635	23.8	$
Taiwan Pr. of China	VF	11,864	1,378	140	896	6,487	7,858	-33.8	14,411	1,800	744	1,782	8,658	10,026	-30.4	$
South-East Asia		**138,074**	**25,536**	**3,016**	**41,661**	**98,077**	**122,090**	**-11.6**	**146,943**	**31,337**	**10,932**	**49,464**	**102,608**	**131,310**	**-11.1**	
Brunei	TF	333	62	4	36	134	268	-19.5	217	38	2	14	71	127	-41.2	$
Cambodia	TF	6,611	1,306	196	2,277	5,453	6,700	1.4	4,769	1,015	184	1,418	3,083	3,635	-23.6	
Indonesia	VF/TF	15,455	3,915	1,546	5,764	11,382	13,603	-12.0	16,911	3,382	521	6,781	14,001	16,706	-1.2	$
Laos	TF	4,384	812		1,203	3,147	3,943	-10.0	935	214	1	265	1,043	1,297	38.8	$
Malaysia	TF	26,101	4,333	135	10,071	20,142	25,017	-4.2	19,829	2,974	78	6,520	14,918	20,827	16.0	
Myanmar	TF	4,364	903	131	233	1,285	1,063	-75.6	2,483	..	..	..	..	..	..	$
Philippines	TF	8,261	1,483	164	2,654	5,451	5,949	-28.0	9,781	1,791	600	4,174	9,118	9,318	-4.7	$
Singapore	TF	14,560	2,164	84	4,675	10,256	12,432	-14.6	20,346	5,456	4,019	11,402	20,768	23,849	14.8	
Thailand	TF	39,916	6,702	428	11,065	28,150	35,546	-10.9	59,810	13,403	5,134	14,874	29,665	42,691	-18.9	
Timor-Leste	TF	81	18	6		76	97	19.8	70	26	12	43	51	64	-9.7	$
Viet Nam	VF	18,009	3,837	157	3,661	12,602	17,472	-3.0	11,792	2,500	149	3,841	9,159	12,190	3.4	$
Oceania		**17,466**	**3,600**	**853**	**6,765**	**12,917**	**14,447**	**-17.3**	**61,439**	**32,662**	**20,355**	**31,108**	**58,306**	**66,241**	**5.3**	
American Samoa	TF	19	1			65		..	..	..	..	..	..	..	..	
Australia	VF	9,466	1,828	246	3,694	7,187	8,271	-12.6	45,522	25,821	16,988	24,647	46,126	51,978	20.3	
Cook Islands	TF	172	25	26	114	144	170	-0.8	228	37	43	..	..	..	..	
Fed. States of Micronesia	TF	20			2	2		..	..	..	..	..	..	..	..	
Fiji	TF	894	147	32	636	930	983	9.9	962	151	35	686	1,110	1,124	22.7	
French Polynesia	TF	237	77	83	218	262	264	11.5	..	..	..	..	..	..	..	
Guam	TF	1,662	328	79	328	656	739	-55.6	..	..	..	..	..	..	..	
Kiribati	TF	8	1	0	2	8		..	3	0	0	2	2	2	-34.0	$
Marshall Islands	TF	11	1	0	1	6		..	4	4	..	..	..	..	..	
New Caledonia	TF	131	32	14	79	125	59	-54.7	..	..	..	..	..	..	..	
New Zealand	TF	3,702	949	205	1,389	2,828	3,176	-14.2	10,580	5,686	2,875	4,096	7,930	9,798	0.8	
Niue	TF	11	1	0				..	..	..	..	..	..	..	..	$
North. Mariana Islands	VF	487	89	13	97	216	229	-53.0	..	..	..	..	..	..	..	
Palau	TF	94	18	5	12	41	56	-40.1	84	46	6	25	52	..	..	$
Papua New Guinea	TF	160	39	17	67	111	99	-37.9	4	1	1	1	3	1	-77.1	
Samoa	TF	172	23	3	49	169	173	0.3	207	24	0	59	221	233	16.9	
Solomon Islands	TF	29	4	1	7	26	25	-13.1	71	6	0	5	23	28	-59.2	
Tonga	TF	68	9	0	18	56	61	-9.8	57	47	9	10	44	62	8.3	$
Tuvalu	TF	4	1	0	0			..	8	1	0	1	9	..	..	
Vanuatu	TF	121	22		30	77	59	-51.0	229	55	2	39	..	..	..	$
South Asia		**36,262**	**9,609**	**11,680**	**23,773**	**32,358**	**37,390**	**3.1**	**45,653**	**17,614**	**14,267**	**31,442**	**45,279**	**50,154**	**6.6**	
Afghanistan								..	72	65	..	..	..	..	..	$
Bangladesh	TF	323	182	135				..	388	217	273	421	453	441	55.2	
Bhutan	TF	316	30	0	21			..	120	84	2	0	89	199	66.3	$
India	TF	17,914	6,337	7,010	14,330	18,899	20,569	14.8	30,720	13,036	8,650	21,360	32,190	35,023	35.5	
Iran	VF	9,107	1,550	989	4,108	5,868	7,045	-22.6	..	..	..	..	..	..	..	$
Maldives	TF	1,703	555	1,322	1,675	1,879	2,047	20.2	3,157	1,398	3,508	4,498	4,230	4,785	51.6	$
Nepal	TF	1,197	230	150	614	1,015	1,148	-4.1	705	194	143	379	562	631	6.2	
Pakistan	TF	3,583	163	1,859	1,918	2,215		..	494	439	559	738	859	752	52.1	$
Sri Lanka	TF	1,914	508	194	720	1,487	2,053	7.3	3,607	682	507	1,136	2,068	3,169	-12.2	$

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

See Key to abbreviations in the methodological notes.

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Americas

International tourist arrivals and tourism receipts by country of destination

		International tourist arrivals (thousands)						% Change vs 2019	International tourism receipts (USD millions)						% Change[1] vs 2019	
	Indic.	2019	2020	2021	2022	2023	2024	24/19	2019	2020	2021	2022	2023	2024	24/19	Basis
Americas		**219,182**	**69,455**	**81,455**	**157,157**	**200,074**	**216,836**	**-1.1**	**331,430**	**126,092**	**143,550**	**274,373**	**353,527**	**395,417**	**16.6**	
North America		**146,611**	**46,455**	**57,203**	**101,920**	**126,643**	**137,342**	**-6.3**	**253,362**	**97,338**	**106,915**	**203,464**	**265,336**	**298,115**	**14.8**	
Canada	TF	22,145	2,960	3,062	12,824	18,344	19,913	-10.1	29,807	13,863	15,403	31,424	44,751	51,379	77.9	
Mexico	TF	45,024	24,284	31,860	38,326	41,949	45,039	0.0	24,573	10,996	19,765	28,017	30,694	32,956	34.1	$
United States of America	TF	79,442	19,212	22,280	50,771	66,350	72,390	-8.9	198,982	72,479	71,746	144,023	189,891	213,779	7.4	
Caribbean		**26,020**	**10,118**	**14,210**	**23,570**	**28,142**	**29,955**	**15.1**	**35,899**	**14,900**	**21,476**	**34,931**	**40,165**	**43,977**	**21.2**	
Anguilla	TF	95	25	28	74	96	112	17.1	168	48	59	134	168	190	13.0	
Antigua and Barbuda	TF	301	125	169	265	282	330	9.7	904	412	539	773	756	882	-2.4	
Aruba	TF	1,119	368	807	1,101	1,260	1,422	27.0	2,104	1,078	1,785	2,303	2,631	2,953	40.3	
Bahamas	TF	1,807	441	892	1,453	1,872	1,869	3.4	4,126	967	2,322	4,222	4,755	5,413	31.2	
Barbados	TF	523	195	145	540	637	704	34.7	1,299	602	623	935	1,157	1,367	5.2	
Bermuda	TF	269	42	72	146	185	203	-24.6	600	94	143	342	527	545	-9.2	
British Virgin Islands	TF	302	83	56	173	262	306	1.1	..	..	..	..	..	..	..	$
Cayman Islands	TF	503	122	17	284	429	438	-12.9	919	251	39	645	807	..	..	
Cuba	TF	4,263	1,085	356	1,613	2,436	2,203	-48.3	2,596	1,290	478	1,153	1,318	1,316	-49.3	
Curaçao	TF	464	175	265	490	582	700	51.0	703	281	550	988	1,017	1,286	82.9	
Dominica	TF	90	22	15	61	75	84	-6.3	122	21	16	60	79	87	-28.8	
Dominican Republic	TF	6,446	2,405	4,994	7,163	8,059	8,536	32.4	7,472	2,675	5,697	8,395	9,751	10,972	46.9	$
Grenada	TF	163	44	42	133	178	195	19.7	560	186	232	569	321	362	-35.4	
Guadeloupe	TCE							..	..	..	..	..	..	..	..	
Haiti	TF	286	203	159				..	450	102	110	73	89	36	-91.9	$
Jamaica	TF	2,681	880	1,464	2,478	2,916	2,900	8.2	3,639	1,256	2,095	3,621	4,316	4,314	18.6	$
Martinique	TF	556	312	291	556			..	549	280	283	535	..	..	..	
Montserrat	TF	10	5	2	5	8	9	-15.6	12	5	2	5	..	..	..	
Puerto Rico	TF	3,180	2,617	2,755	4,232	5,046	5,551	74.6	3,612	2,921	2,787	4,567	5,381	6,011	66.4	$
Saint Lucia	TF	424	131	199	356	381	436	2.8	1,064	340	569	1,080	1,179	1,346	26.5	
Saint Vincent and the Grenadines	TF	84	27	24	59	81	103	22.2	223	83	48	149	210	229	2.5	
St. Kitts and Nevis	TF	120	30	20	80	104	130	8.3	362	107	153	302	159	189	-47.9	
St. Maarten	TF	320	106	249	373	395		..	682	234	492	956	1,029	1,154	69.2	
Trinidad and Tobago	TF	389	95	41	227	310	337	-13.4	436	144	53	324	429	437	0.2	$
Turks and Caicos	TF	487	165	405	616	663	647	32.9	..	..	..	..	..	..	..	
US Virgin Islands	TF	418	136	396	403	378	380	-9.0	1,031	686	1,004	..	..	..	..	
Central America		**10,932**	**3,102**	**4,687**	**9,261**	**11,526**	**12,866**	**17.7**	**12,626**	**4,021**	**6,268**	**13,220**	**16,521**	**18,702**	**44.3**	
Belize	TF	503	144	219	373	465	527	4.7	527	247	374	601	730	813	54.4	
Costa Rica	TF	3,139	1,012	1,347	2,350	2,751	2,919	-7.0	3,988	1,328	1,717	3,913	4,768	5,453	36.7	$
El Salvador	TF	1,766	549	1,219	1,891	2,479	3,187	80.5	1,306	636	993	1,864	2,755	3,476	166.2	$
Guatemala	TF	1,752	396	602	1,494	2,021	2,338	33.4	1,221	327	388	992	1,373	1,656	35.6	$
Honduras	TF	724	204	459	844	850	841	16.1	549	155	303	540	666	789	43.6	$
Nicaragua	TF	1,295	384	222	818	1,087	954	-26.3	515	199	184	596	739	511	-0.9	$
Panama	TF	1,753	414	618	1,492	1,874	2,100	19.8	4,520	1,129	2,309	4,716	5,489	6,005	32.9	
South America		**35,618**	**9,779**	**5,356**	**22,405**	**33,762**	**36,673**	**3.0**	**29,543**	**9,832**	**8,891**	**22,758**	**31,505**	**34,624**	**14.5**	
Argentina	TF	7,399	2,090	297	3,890	7,286	6,604	-10.7	5,241	1,727	394	3,474	5,486	4,960	-5.4	$
Bolivia	TF	1,239	323	167	668	1,009	991	-20.0	837	189	189	499	688	740	-11.6	$
Brazil	TF	6,353	2,146	746	3,630	5,908	6,774	6.6	5,995	3,044	2,947	4,952	6,907	7,341	22.5	$
Chile	TF	4,518	1,119	190	2,030	3,731	5,239	16.0	2,302	413	113	1,104	2,422	3,231	40.3	$
Colombia	TF	4,169	1,249	2,137	4,554	5,825	6,832	63.9	5,682	1,568	2,741	6,223	7,557	8,699	53.1	$
Ecuador	VF	2,108	507	669	1,265	1,427	1,263	-40.1	2,188	701	1,055	1,793	1,987	1,778	-18.7	$
French Guiana	TF		49	42	73	77	86	..	..	..	..	..	..	..	..	
Guyana	TF	315	87	157	288	319	371	18.0	27	24	26	51	399	..	..	$
Paraguay	TF	1,216	253	95	579	864	1,061	-12.7	953	201	84	454	632	758	-20.5	$
Peru	TF	4,372	897	444	2,009	2,525	3,257	-25.5	3,738	776	688	2,226	2,765	3,676	-1.7	$
Suriname	TF		66	71				..	53	15	13	26	29	36	-32.0	$
Uruguay	TF	3,237	916	267	2,467	3,835	3,342	3.3	2,250	1,128	573	1,650	2,250	2,189	-2.7	$
Venezuela	TF	260		74	677			..	..	..	..	28	271	..	..	$

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

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Africa

International tourist arrivals and tourism receipts by country of destination

		International tourist arrivals (thousands)						% Change vs 2019	International tourism receipts (USD millions)						% Change[1] vs 2019	
	Indic.	2019	2020	2021	2022	2023	2024	24/19	2019	2020	2021	2022	2023	2024	24/19	Basis
Africa		**69,647**	**19,062**	**20,075**	**47,442**	**66,231**	**75,400**	**8.3**	**39,458**	**15,163**	**18,062**	**33,809**	**38,634**	**42,104**	**4.6**	
North Africa		**25,622**	**5,575**	**6,570**	**19,256**	**27,988**	**32,158**	**25.5**	**11,586**	**5,569**	**6,212**	**12,484**	**14,342**	**15,213**	**26.7**	
Algeria	VF	2,371	591	125	1,398	3,292	3,548	49.6	112	43	72	176	179	128	13.7	$
Morocco	TF	12,933	2,778	3,722	10,869	14,525	17,412	34.6	8,189	3,839	3,817	9,216	10,617	11,319	42.9	
Sudan	TF							..	821	689	1,077	1,065	..	..	..	$
Tunisia	TF	9,429	2,012	2,474	6,438	9,371	10,264	8.9	2,463	998	1,246	2,028	2,569	2,863	23.1	
Subsaharan Africa		**44,024**	**13,487**	**13,504**	**28,186**	**38,244**	**43,242**	**-1.8**	**27,872**	**9,594**	**11,850**	**21,325**	**24,292**	**26,890**	**-4.7**	
Angola	TF	218	64	64	130	134	174	-19.8	384	16	22	20	8	17	-95.5	$
Benin	TF	309	325					..	240	200	244	241	251	..	..	
Botswana	TF	1,455	329	314		1,079		..	705	169	190	460	538	591	-16.2	$
Burkina Faso	THS	143	67	106	116	121	132	-7.7	116	75	82	76	149	..	..	
Burundi	TF							..	2	1	1	3	3	3	84.7	
Cameroon	TF							..	653	437	552	541	513	..	..	$
Cabo Verde	THS	758	180	133	785	962	1,117	47.4	502	163	147	404	546	652	34.5	
Centr. African Rep.	TF	82	35	49	57			..	21	30	..	..	..	..	..	
Chad	THS	79	11	40				..	..	..	..	..	..	..	..	
Comoros	TF	45	7	29				..	72	18	71	84	85	..	..	
Congo	THS							..	18	4	8	..	..	..	..	
Côte d'Ivoire	VF	2,070	668	576				..	448	166	254	335	401	..	..	
Dem. Rep. Congo	TF	479	202	382				..	100	81	108	34	0	245	145.4	$
Djibouti	TF	167	75	114	145			..	63	30	38	45	48	52	-17.9	$
Equatorial Guinea								..	..	..	..	..	..	..	..	
Eritrea	VF							..	..	..	..	..	..	..	..	
Eswatini	TF	679	194	170	393	658	745	9.6	14	7	8	11	21	20	38.3	$
Ethiopia	TF	812	271	518	840	1,078	1,139	40.2	786	1,033	965	1,175	1,134	1,179	50.0	$
Gabon	TF							..	..	..	..	..	..	..	..	
Gambia	TF	620	246	332	570			..	152	47	57	154	327	435	186.3	$
Ghana	TF	1,130	355	624	916	1,145		..	1,425	110	567	830	1,046	1,211	-15.0	$
Guinea	TF							..	9	1	13	11	4	5	-47.3	$
Guinea-Bissau	TF	52						..	19	3	16	18	23	..	..	
Kenya	TF	1,863	542	823	1,465	1,985		..	1,008	545	843	1,107	1,019	..	..	$
Lesotho	TF	1,111		271	526	713	934	-15.9	21	6	10	11	11	9	-56.0	$
Liberia								..	2	4	4	4	..	..	..	$
Madagascar	TF	384	68	32	132	260	315	-17.9	747	145	100	367	..	..	..	$
Malawi	TF	802	199	432	737			..	39	26	27	40	48	55	40.7	$
Mali	TF	217	75	168				..	235	81	190	142	162	..	..	
Mauritania	TF							..	11	6	4	10	4	3	-69.1	$
Mauritius	TF	1,383	309	180	997	1,295	1,382	-0.1	1,779	449	366	1,468	1,900	2,016	48.3	
Mozambique	TF	2,019	952	492				..	252	90	127	200	221	207	-17.9	$
Namibia	TF	1,596	170	233	461	864		..	350	114	129	281	348	434	57.4	
Niger	TF	192	85					..	116	85	120	121	76	77	-31.3	
Nigeria	TF	2,005	502	518	528	528	539	-73.1	1,449	313	256	1,127	672	301	-79.3	$
Reunion	TF	534	217	251	495	556	557	4.3	459	181	227	439	..	..	..	€
Rwanda	TF	1,544	460	480				..	458	120	150	400	564	579	26.5	$
São Tomé and Príncipe	TF	35	11	15				..	45	16	30	45	49	71	59.5	$
Senegal	TF							..	516	123	360	537	589	..	..	
Seychelles	TF	384	115	183	332	351	353	-8.2	856	327	588	935	994	925	8.0	$
Sierra Leone	TF	63	24	40	71	51	58	-7.3	43	39	23	20	20	..	..	$
Somalia								..	..	..	..	..	..	..	..	
South Africa	TF	10,229	2,802	2,256	5,698	8,483	8,919	-12.8	8,384	2,471	2,120	4,772	5,676	6,366	-3.7	
Tanzania	TF	1,443	592	923	1,455	1,808	2,142	48.4	2,605	715	1,310	2,528	3,374	3,903	49.9	$
Togo	THS	876	482					..	149	77	..	..	..	..	..	
Uganda	TF	1,543	473	513	815	1,274	1,372	-11.1	1,385	562	984	1,071	1,305	1,642	18.6	$
Zambia	TF	1,266	502	554	1,061	1,392	2,200	73.8	819	412	393	829	801	895	9.2	$
Zimbabwe	VF	2,294	639	381	1,044	1,603	1,614	-29.6	279	63	16	264	155	203	-27.3	$

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

See Key to abbreviations in the methodological notes.

[1] Percent change calculated in local currencies unless Basis column shows "$" (in USD). For regions and subregions change is based on local currencies and constant prices.

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Middle East

International tourist arrivals and tourism receipts by country of destination

	International tourist arrivals								International tourism receipts							
		(thousands)						% Change vs 2019	(USD millions)						% Change[1] vs 2019	
	Indic.	2019	2020	2021	2022	2023	2024	24/19	2019	2020	2021	2022	2023	2024	24/19	Basis
Middle East		**71,620**	**19,433**	**30,468**	**67,969**	**93,411**	**96,569**	**34.8**	**90,279**	**38,434**	**55,688**	**116,444**	**136,927**	**150,326**	**63.4**	
Bahrain	TF	3,849	827	2,182	3,712	5,484	6,619	72.0	2,590	531	1,584	2,772	3,278	3,714	43.4	$
Egypt	TF	12,876	3,619	7,967	11,663	14,905	15,781	22.6	13,030	4,398	8,895	12,245	14,077	15,336	17.7	$
Iraq	VF							..	3,593	955	1,963	4,739	4,570	7,400	106.0	$
Jordan	TF	4,488	1,067	2,012	4,277	5,346	5,217	16.2	5,786	1,409	2,758	5,808	7,399	7,229	24.9	
Kuwait	THS	153	86	85	89	122	137	-10.0	700	397	470	1,086	1,736	2,257	225.9	
Lebanon	TF	1,936	414	890	1,466	1,666	1,131	-41.6	8,593	2,353	3,135	5,319	5,559	4,655	-45.8	$
Libya	TF							..	85	28	..	..	..	..	..	
Oman	TF	2,500	622	464	2,106	2,849	2,659	6.4	1,811	455	403	1,441	2,502	2,601	43.7	
Palestine	THS	688	93	123	362	483	115	-83.3	726	465	615	677	400	132	-81.8	$
Qatar	TF	2,137	582	592	2,553	4,046	4,907	129.7	5,442	3,563	4,263	7,262	8,848	8,424	54.8	
Saudi Arabia	TF	17,526	4,138	3,477	16,638	27,424	29,727	69.6	16,431	4,036	3,817	25,203	35,989	40,963	149.3	
Iraq	TF	2,424	479	742	1,787	2,018	1,991	-17.9	..	..	..	..	..	..	..	
United Arab Emirates	TF	21,561	7,165	11,479	22,654	28,146		..	30,731	19,692	27,552	49,309	51,920	56,960	85.4	$
Yemen	TF							..	..	..	..	..	..	..	..	$

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

See Key to abbreviations in the methodological notes.

[1] Percent change calculated in local currencies unless Basis column shows "$" (in USD). For regions and subregions change is based on local currencies and constant prices.

Outbound tourism by generating region[1]

Outbound tourism by generating region

	International tourist arrivals (millions)					% Share				% Change			
	2018	2019	2020	2021	2022	2019	2020	2021	2022	19/18	20/19	21/19	22/19
World	**1,416**	**1,469**	**409**	**462**	**979**	**100**	**100**	**100**	**100**	**3.8**	**-72.2**	**-68.5**	**-33.3**
From													
Europe	678	707	240	293	567	48.1	58.6	63.5	57.9	4.3	-66.1	-58.5	-19.7
Asia and the Pacific	373	388	58	31	117	26.4	14.3	6.6	11.9	4.0	-85.0	-92.1	-69.9
Americas	240	246	73	88	192	16.8	17.8	18.9	19.6	2.4	-70.4	-64.5	-22.2
Middle East	45	48	11	20	46	3.3	2.7	4.2	4.7	7.3	-77.3	-59.5	-3.8
Africa	46	47	13	13	30	3.2	3.1	2.7	3.0	1.1	-72.8	-73.0	-36.5
Origin not specified[2]	33	33	14	18	28	2.3	3.5	4.0	2.9	..	..	..	..
Same region	1,077	1,115	329	374	733	75.9	80.6	81.0	74.9	3.5	-70.4	-66.4	-34.2
Other regions	305	321	65	69	218	21.8	15.9	15.0	22.3	5.1	-79.8	-78.4	-32.0

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

[1] Includes estimates for countries with missing data.

[2] Arrivals not allocated to a specific region of origin, either because source market data is missing, or it is grouped into a broad category such as 'Other countries of the world'.

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Export revenues from international tourism

International tourism in the balance of payments (BOP)

Export revenues from international tourism

	(USD billions)						% Change (real terms)[2] vs 2019					Share of total exports (%)		Share of service exports (%)	
	2019	2020	2021	2022	2023	2024	20/19	21/19	22/19	23/19	24/19	2019	2024	2019	2024
World	**1,751**	**661**	**760**	**1,364**	**1,812**	**2,032**	**-62.4**	**-58.9**	**-22.7**	**-1.1**	**13.8**	**6.9**	**6.1**	**27.4**	**23.0**
Advanced economies[1]	1,105	433	478	828	1,127	1,255	-61.5	-59.3	-24.5	-3.0	11.1	7.4	6.6	23.3	19.5
Emerging economies[1]	645	229	282	536	685	778	-63.9	-58.1	-19.6	2.2	18.4	6.2	5.5	38.8	32.2
Europe	**712.4**	**301.4**	**396.0**	**665.7**	**796.2**	**863.2**	**-57.5**	**-46.5**	**-4.2**	**4.9**	**18.7**	**7.6**	**7.1**	**21.8**	**18.8**
Northern Europe	129.2	55.4	69.8	133.6	148.6	165.3	-57.6	-50.7	6.8	8.2	23.0	6.3	5.8	13.4	10.9
Western Europe	218.7	118.8	127.8	188.2	228.0	243.2	-47.2	-44.9	-10.7	-3.7	8.2	4.7	4.3	15.7	13.5
Central/Eastern Europe	86.9	34.6	43.1	67.9	82.1	87.2	-59.9	-53.3	-24.8	-12.1	-2.1	10.4	7.8	26.3	19.9
Southern/Medit. Eur.	277.5	92.6	155.4	276.0	337.5	367.6	-66.5	-47.0	0.3	14.2	28.9	15.4	15.3	48.3	44.5
- of which EU-27	505.7	218.0	275.7	453.4	553.3	597.3	-57.8	-48.7	-7.2	1.5	15.1	4.9	4.2	30.4	24.7
Asia and the Pacific	**487.4**	**141.8**	**101.1**	**183.9**	**381.9**	**470.3**	**-71.1**	**-80.2**	**-61.5**	**-22.3**	**-3.7**	**5.8**	**4.2**	**30.6**	**21.4**
North-East Asia	208.7	49.2	48.1	56.4	154.2	197.4	-76.8	-77.6	-71.4	-25.3	-3.9	3.9	2.8	26.2	19.3
South-East Asia	164.3	39.5	16.5	60.4	117.9	149.6	-75.8	-90.2	-63.1	-30.2	-9.5	8.8	5.8	36.4	23.2
Oceania	65.8	34.2	21.2	33.7	61.9	70.1	-48.0	-71.3	-48.1	-7.3	4.1	15.7	13.8	70.0	65.2
South Asia	48.6	18.9	15.3	33.4	47.9	53.1	-61.5	-69.7	-32.0	-2.9	6.1	6.8	5.0	19.3	12.7
Americas	**386.8**	**143.6**	**164.5**	**318.7**	**408.8**	**454.3**	**-62.5**	**-59.7**	**-23.0**	**0.5**	**14.8**	**8.9**	**8.0**	**31.5**	**28.5**
North America	301.1	112.5	124.5	240.8	311.9	348.0	-62.7	-61.2	-25.5	-1.3	12.8	8.3	7.5	28.5	25.4
Caribbean	36.3	15.0	21.7	35.3	40.7	44.5	-58.3	-42.6	-10.2	7.9	21.3	51.2	53.1	78.3	78.9
Central America	15.9	5.0	7.9	16.4	20.3	22.4	-68.5	-50.6	-1.2	19.8	37.8	17.4	17.8	43.3	43.8
South America	33.5	11.1	10.4	26.2	35.9	39.3	-63.3	-69.5	-25.3	-0.6	14.8	5.6	4.6	38.3	33.3
Africa	**48.0**	**18.3**	**22.0**	**40.6**	**47.3**	**51.7**	**-61.6**	**-56.9**	**-15.9**	**-3.9**	**5.2**	**9.2**	**7.7**	**45.8**	**40.5**
North Africa	13.9	6.4	7.3	14.4	16.8	18.0	-55.4	-51.0	7.6	12.9	24.8	12.1	11.2	43.8	40.8
Subsaharan Africa	34.0	11.9	14.7	26.2	30.5	33.6	-64.1	-59.3	-25.6	-10.7	-2.8	8.4	6.6	46.6	40.3
Middle East	**116.0**	**56.3**	**76.2**	**155.0**	**177.8**	**192.7**	**-51.3**	**-35.1**	**30.0**	**49.4**	**63.1**	**9.6**	**11.2**	**54.2**	**54.4**

Source: World Tourism Organization (UN Tourism) and World Trade Organization (WTO).

Data as of January 2026.

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

[2] In local currencies, constant prices.

* Export revenues from international tourism consist of international tourism receipts and passenger transport receipts, the 'travel' and 'passenger transport' credit items respectively in the BOP.

Tourism direct gross domestic product (TDGDP)

Tourism direct gross domestic product (TDGDP)

	Tourism direct GDP (USD billions)					Economic contribution (% of GDP)				
	2019	2020	2021	2022	2023(e)	2019	2020	2021	2022	2023(e)
World	**3,424**	**1,619**	**1,845**	**2,660**	**3,456**	**3.9**	**1.9**	**1.9**	**2.6**	**3.2**
Europe	994	597	750	1,017	1,122	4.2	2.6	2.9	3.9	4.0
Asia and the Pacific	1,205	399	387	567	1,111	3.9	1.3	1.1	1.6	3.1
Americas	1,021	514	557	833	973	3.6	1.9	1.8	2.4	2.7
Africa[1]	103	60	59	90	90	4.3	2.7	2.4	3.4	3.5
Middle East	101	49	92	153	160	4.0	2.2	3.5	4.7	5.2

Source: World Tourism Organization (UN Tourism).

Data as of January 2026.

[1] TDGDP figures for Africa should be interpreted with caution due to limited data.

(e) Data for 2023 are preliminary estimates.

Note: Tourism direct gross domestic product (TDGDP) measures the direct contribution of tourism to the economy. For more information, please see the methodological notes.

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Methodological notes

Key to abbreviations

TF: International tourist arrivals at frontiers (overnight visitors, i.e. excluding same-day visitors)
VF: International visitor arrivals at frontiers (tourists and same-day visitors)
THS: International tourist arrivals at hotel and similar establishments
TCE: International tourist arrivals at collective tourism establishments

Sources

Information in this report reflects data available as of January 2026 in the UN Tourism Market Intelligence, Policies and Competitiveness database and the Tourism Statistics database (https://www.untourism.int/tourism-statistics/tourism-statistics-database) collected from national and international sources. For the latest tourism data and market analysis, please refer to:

- World Tourism Barometer: www.e-unwto.org/loi/wtobarometereng
- UN Tourism Data Dashboard: www.untourism.int/tourism-data/un-tourism-tourism-dashboard

For major concepts, definitions and classifications in the measurement of tourism, please see: *International Recommendations for Tourism Statistics 2008* (IRTS 2008) at: https://unwto-web-preprod.rhone.un-icc.cloud/tourism-statistics/on-basic-tourism-statistics-irts-2008.

Country notes

Data on international tourist arrivals for France correspond to Metropolitan France.

Information provided by the Russian Federation includes statistical data for the Autonomous Republic of Crimea and the city of Sevastopol, Ukraine, temporarily occupied by the Russian Federation.

Data on international tourism receipts and expenditure for China is based on the balance of payments (BOP) travel credit and debit items (as in the case of other countries for reasons of consistency and international comparability) reported by the State Administration of Foreign Exchange (SAFE): www.safe.gov.cn/en/BalanceofPayments/. It should be noted that there is a difference in the data used by UN Tourism and those produced by the Ministry of Culture and Tourism (formerly the China National Tourism Administration) for 2014 and subsequent years.

Tourism direct GDP

Tourism direct gross domestic product (TDGDP) is a macroeconomic aggregate that measures the direct contribution of tourism to the economy. It is one of the key indicators used for monitoring progress towards the Sustainable Development Goals (SDGs), specifically on SDG 8, Target 8.9. UN Tourism is custodian to two SDG targets from the Global indicator framework. These are 8.9.1: Tourism direct gross domestic product, and 12.b.1: Implementation of standard accounting tools to monitor the economic and environmental aspects of tourism sustainability.

TDGDP is measured using the conceptual framework of Tourism Satellite Accounts (TSA) developed by UN Tourism, the UN Statistical Commission and other international organizations, and described in *Tourism Satellite Account: Recommended Methodological Framework*, available at: www.e-unwto.org/doi/book/10.18111/9789211615203. The UN Tourism Statistics Department is responsible for the compilation of TDGDP country data. https://www.untourism.int/tourism-statistics/economic-contribution-SDG.

Estimates of global and regional TDGDP are based on:

1. Official data reported by individual countries and territories;
2. Estimates resulting from a statistical model (multiple linear regression) for countries with no data; and
3. Estimates for specific years with no data based on estimated nominal change in USD.

TDGDP aggregates were prepared by the UN Tourism Market Intelligence, Policies and Competitiveness Department and the UN Tourism Statistics Department. Data for 2023 are preliminary and data for 2024 are not yet available.

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UN Tourism

The World Tourism Organization (UNWTO), 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.

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