



UN Tourism

World Tourism Barometer (PPT version)

Volume 22 · Issue 2 · May 2024

Market Intelligence, Policies and Competitiveness Department

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5. Best performing destinations and markets, 2023 and Q1 2024
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Key findings (1)

World Tourism Barometer
May 2024

International tourist arrivals, Q1 2024

- International tourism reached 97% of pre-pandemic levels in Q1 2024, a virtual recovery of 2019 levels.
- Strong demand, enhanced air connectivity and visa facilitation drove these numbers, supported by rebounding Asian markets.
- The Middle East saw the strongest percentage growth, with international arrivals exceeding pre-pandemic numbers by 36%.
- Europe recovered pre-crisis numbers (+1% over Q1 2019), in the first time quarterly arrivals reach 2019 levels in the region.
- Africa welcomed 5% more arrivals this quarter than in Q1 2019, while the Americas recovered 99% (-1% versus Q1 2019) and Asia Pacific 82% (-18%).
- International tourism is expected to recover completely in 2024, with arrivals growing 2% above pre-pandemic levels.



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Key findings (2)

World Tourism Barometer
May 2024

International tourism receipts, 2023

- International tourism receipts reached USD 1.5 trillion in 2023 to hit pre-pandemic levels in nominal terms, though 97% of those levels in real terms, after adjusting for inflation (-3% compared to 2019).
- Total export revenues from international tourism, including receipts and passenger transport, reached USD 1.7 trillion in 2023, about 96% of pre-pandemic levels in real terms (-4% versus 2019).
- By regions, Europe generated the highest receipts in 2023, with destinations earning USD 660 billion, exceeding pre-pandemic levels by 7% in real terms. Receipts in the Middle East climbed 33% above 2019 levels.
- The Americas recovered 96% of its pre-pandemic earnings in 2023 and Africa 95%.
- Asia and the Pacific earned 78% of its pre-crisis receipts, a remarkable result when compared to its 65% recovery in arrivals last year.



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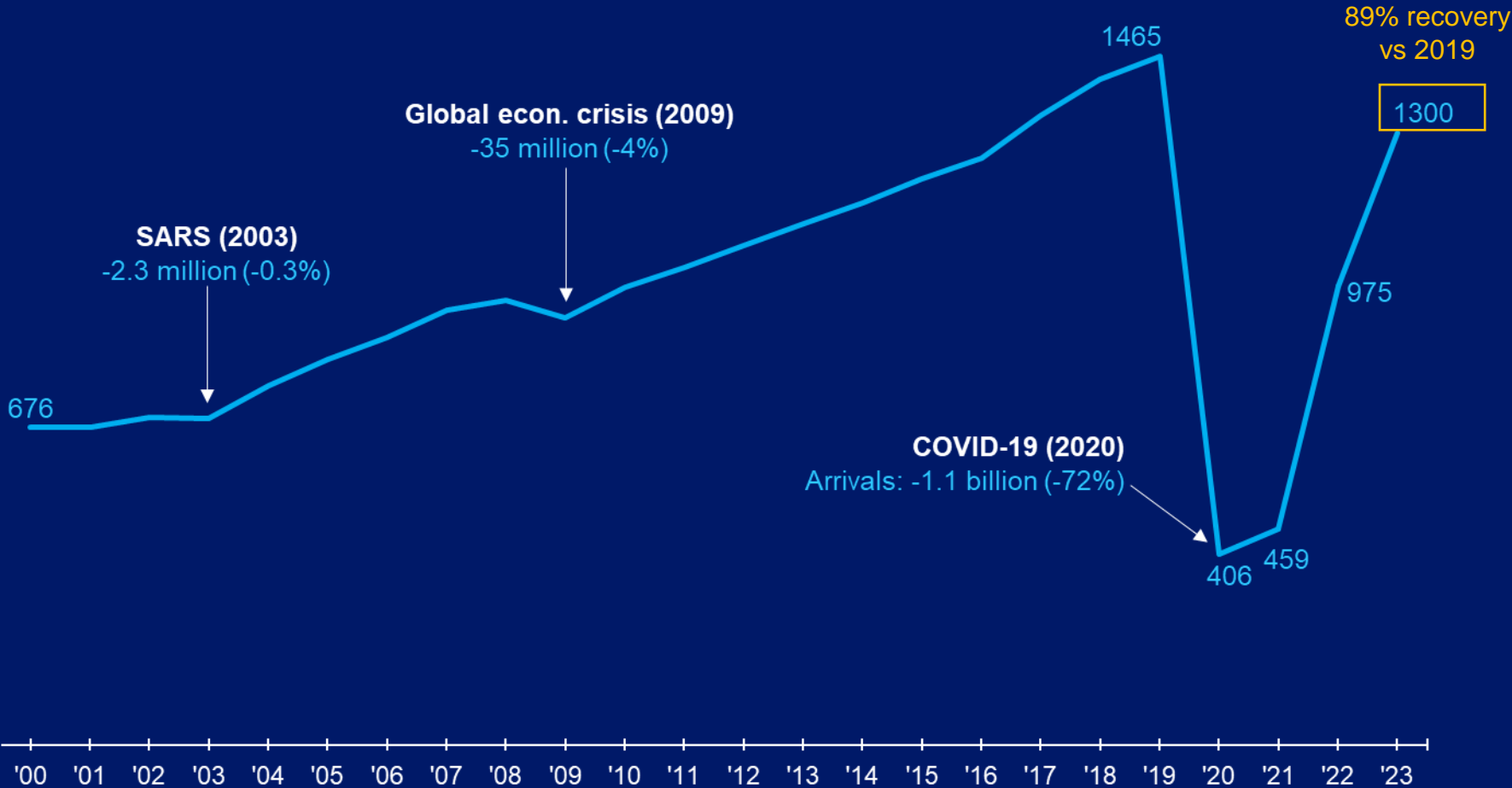


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International tourist arrivals

(millions)



Source: UN Tourism
(May 2024)



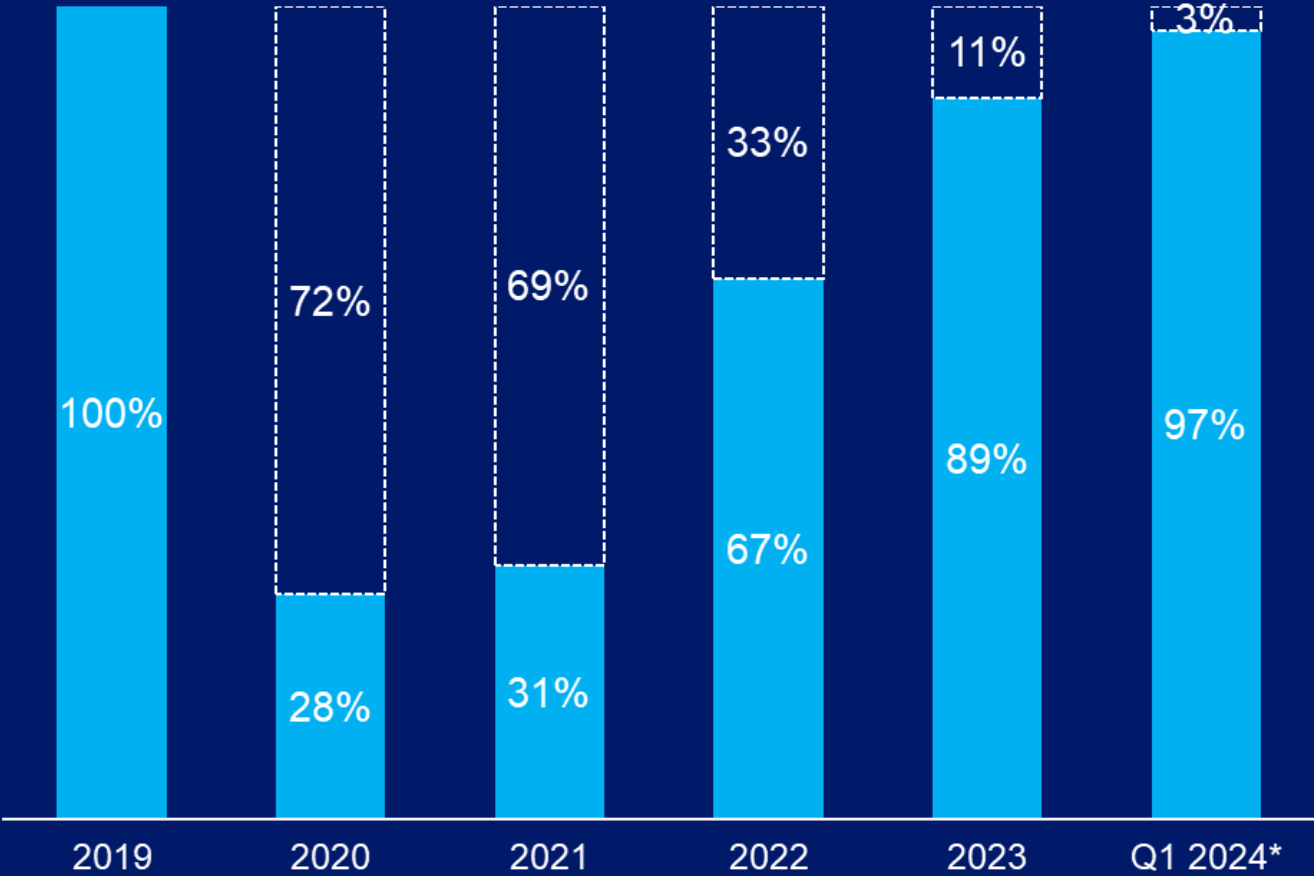
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Recovery of international tourist arrivals

Percentage of 2019 levels

-  Percentage not recovered
-  Percentage recovered

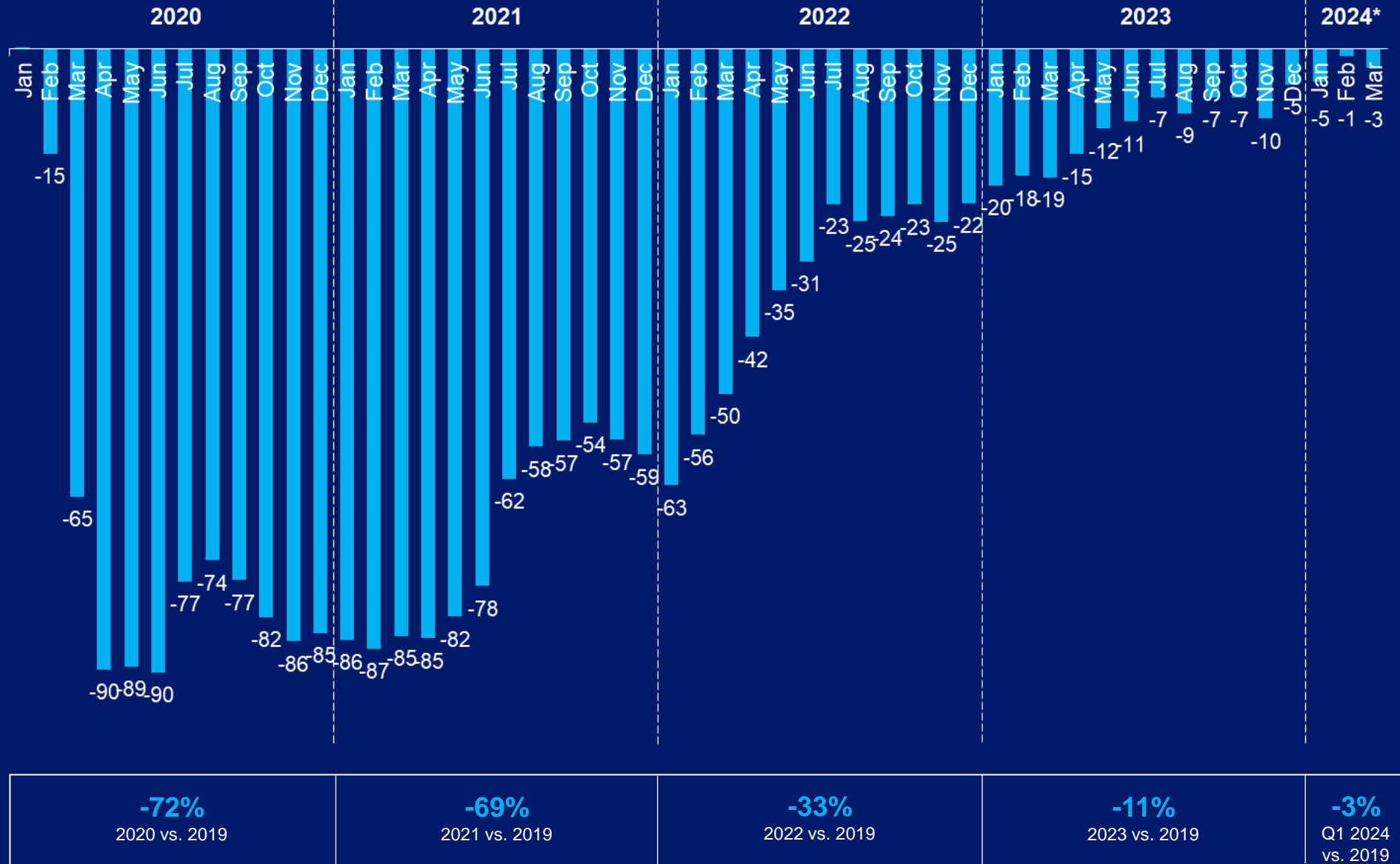
Source: UN Tourism (May 2024)
* Provisional data



International tourist arrivals

% change vs. 2019

Source: UN Tourism (May 2024)
 * 2024 data is provisional.



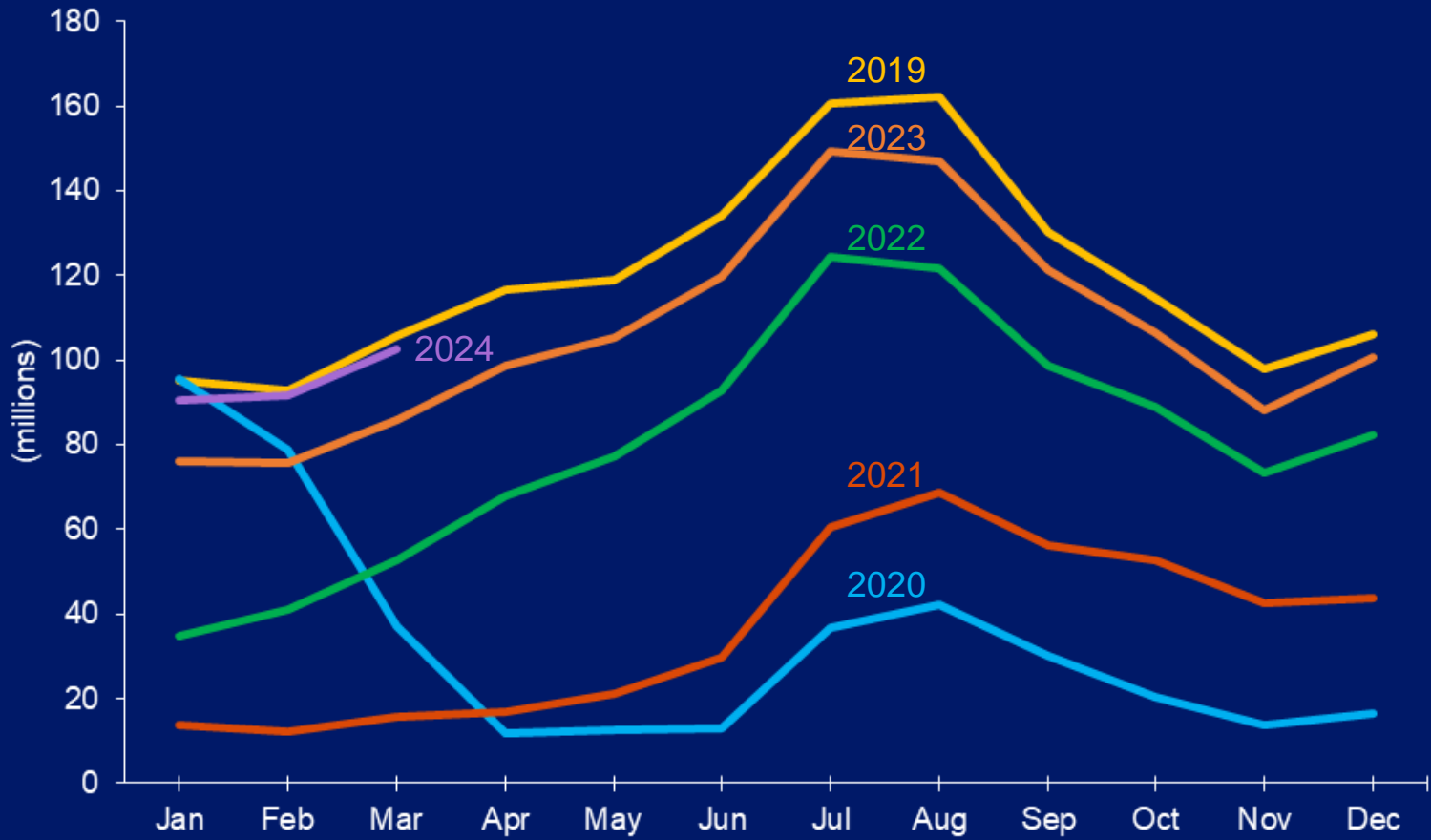
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International tourist arrivals (world)

(millions)

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



Source: UN Tourism (May 2024)
* Provisional data



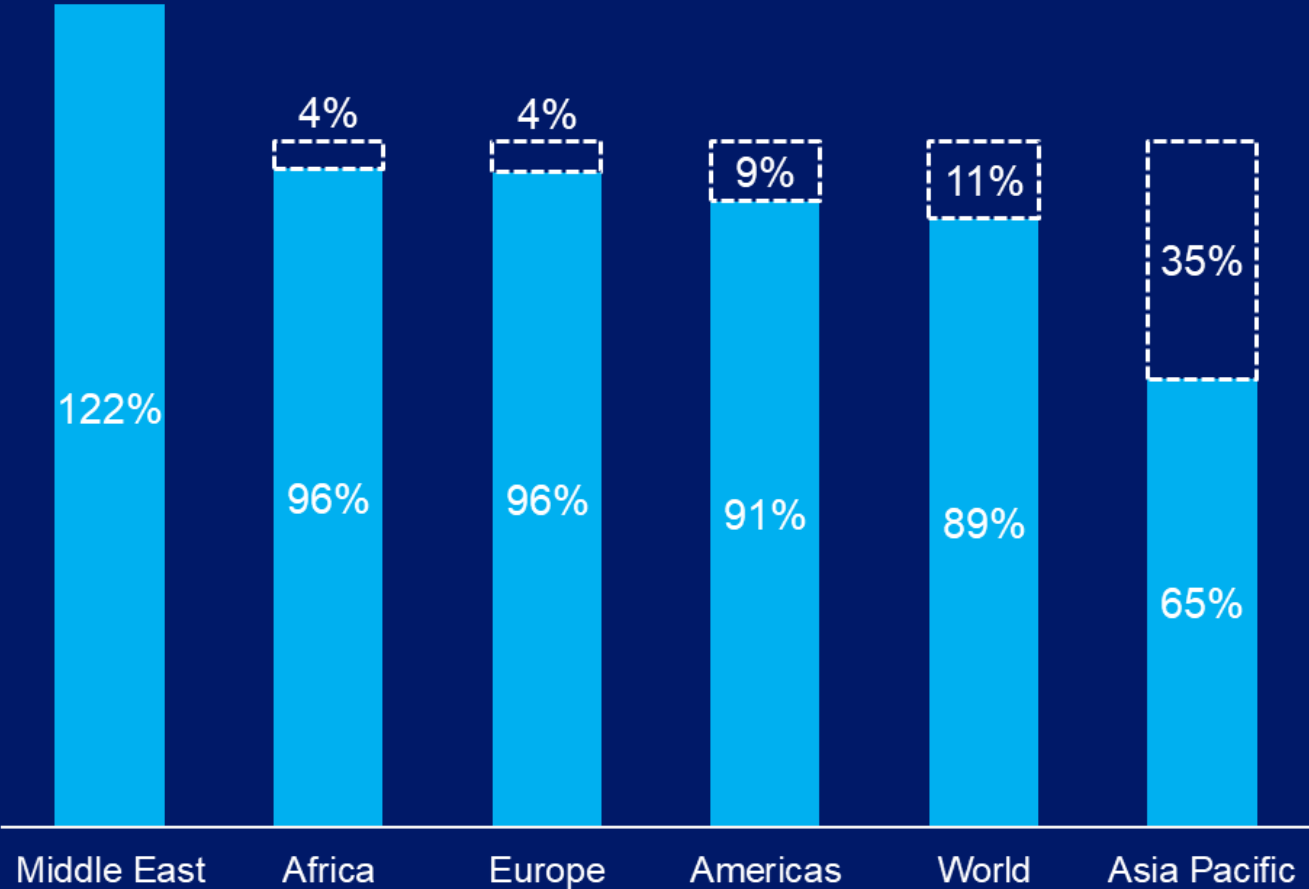
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Recovery of international tourist arrivals, 2023

Percentage of 2019 levels recovered in 2023



-  Percentage not recovered
-  Percentage recovered

Source: UN Tourism (May 2024)

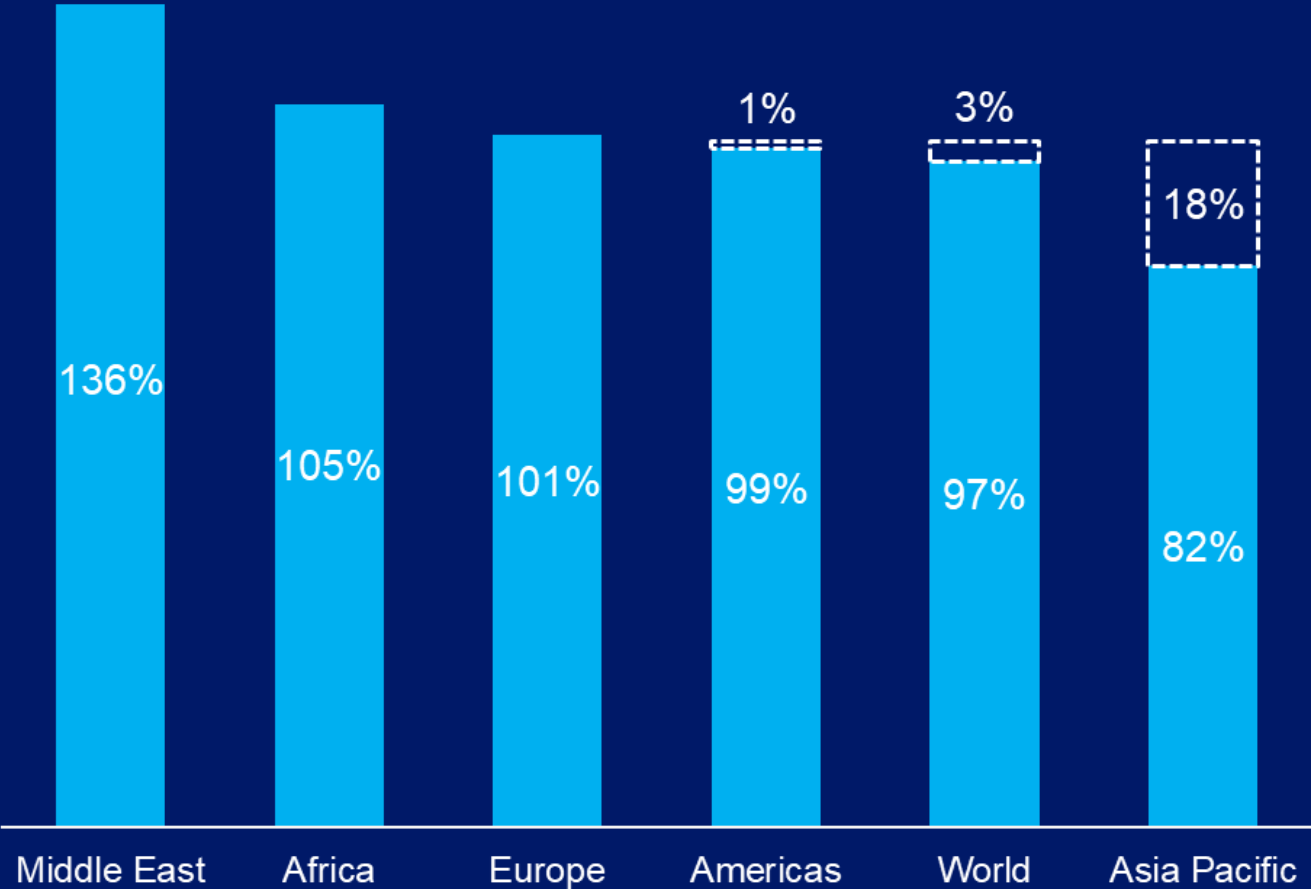


Recovery of international tourist arrivals, Q1 2024*

Percentage of Q1 2019 levels recovered in Q1 2023

-  Percentage not recovered
-  Percentage recovered

Source: UN Tourism (May 2024)
* Provisional data



International tourist arrivals by region

% change vs. 2019

World

2022: -33%
 2023: -11%
 Q1 2024: -3%

Source: UN Tourism (May 2024)

Americas

2022: -28%
 2023: -9%
 Q1 2024: -1%

Europe

2022: -18%
 2023: -4%
 Q1 2024: +1%

Africa

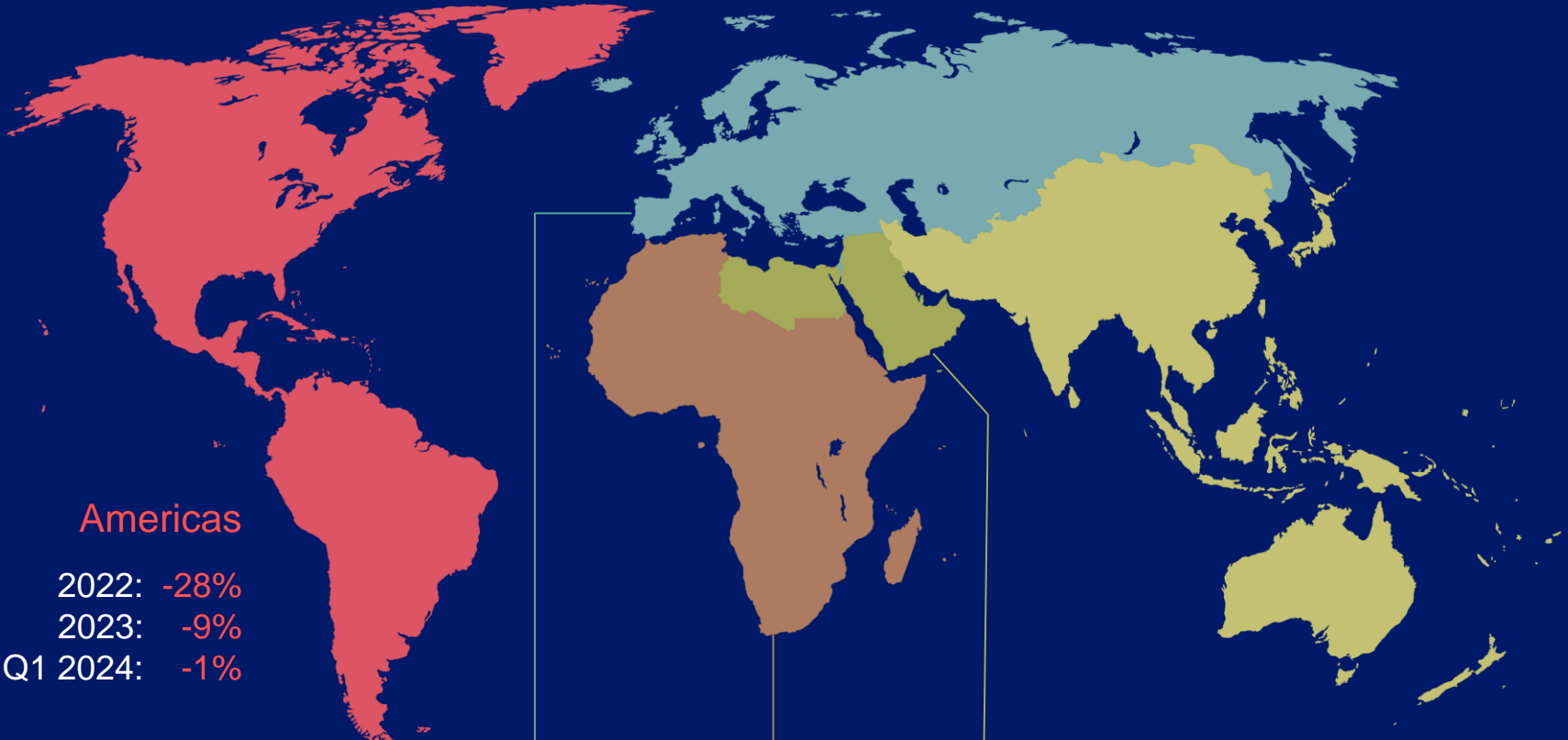
-32%
 -4%
 +5%

Middle East

-5%
 +22%
 +36%

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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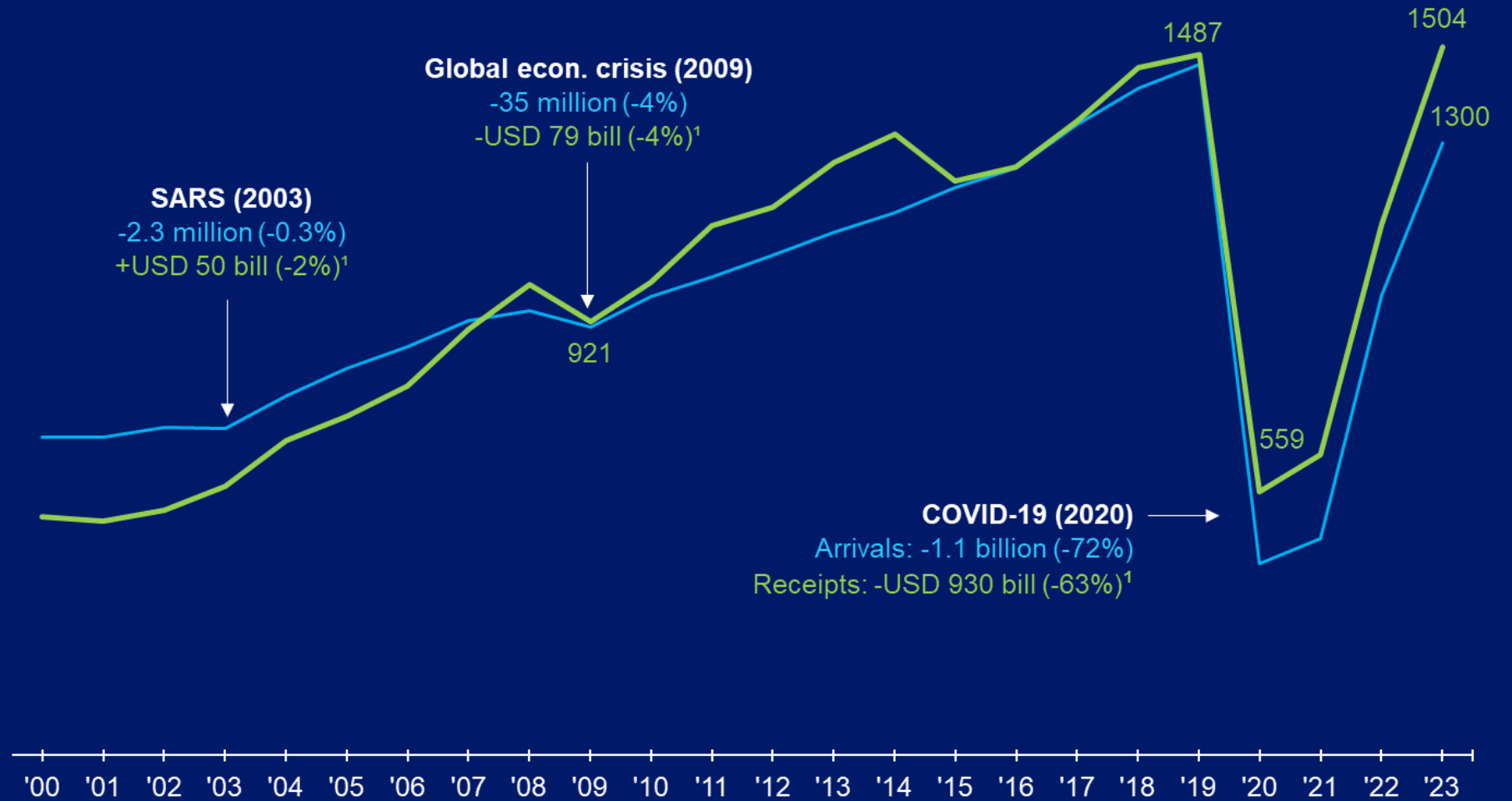


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International tourist arrivals and receipts

■ Arrivals (millions)
■ Receipts (USD billions)



Source: UN Tourism (May 2024)
¹ Change is in local currencies and constant prices.



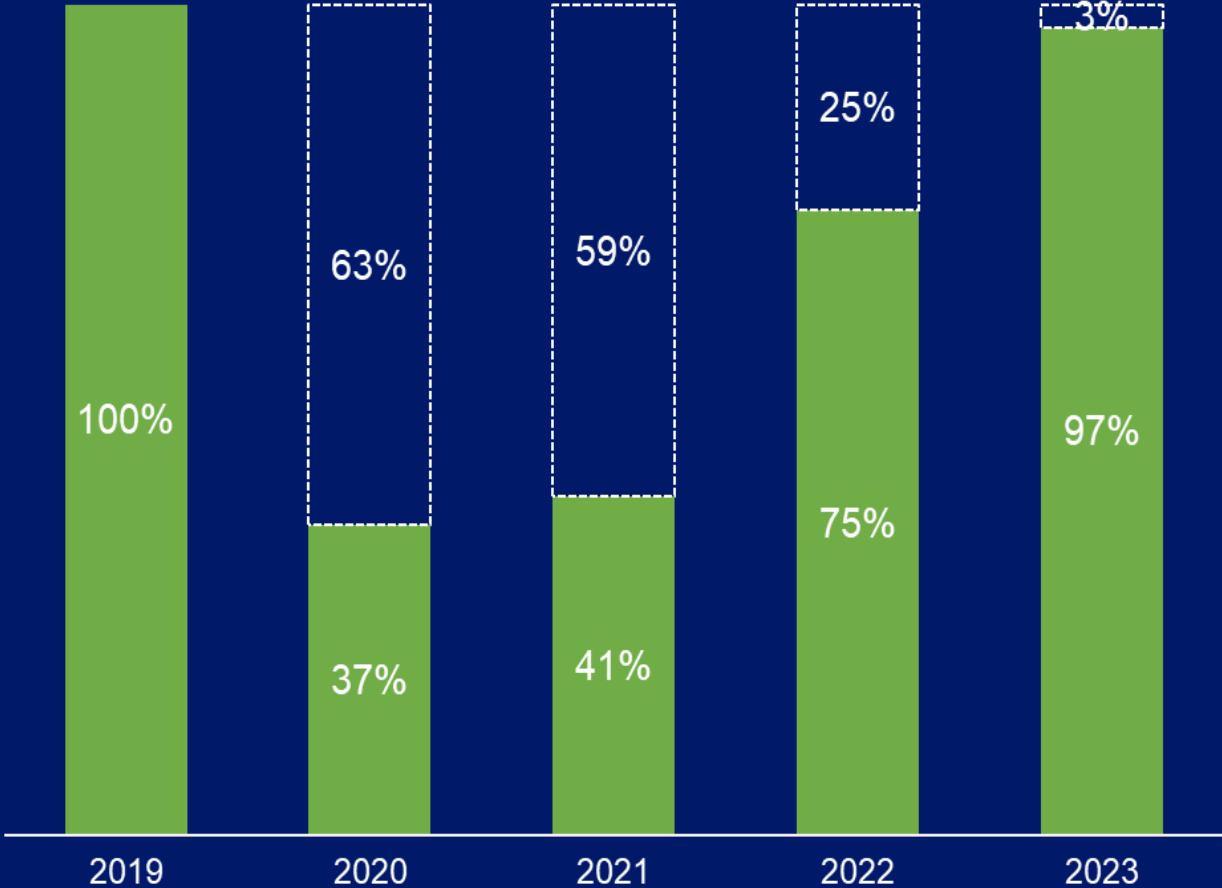
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Recovery of international tourism receipts

Percentage of 2019 levels (real terms)

-  Percentage not recovered
-  Percentage recovered

Source: UN Tourism (May 2024)



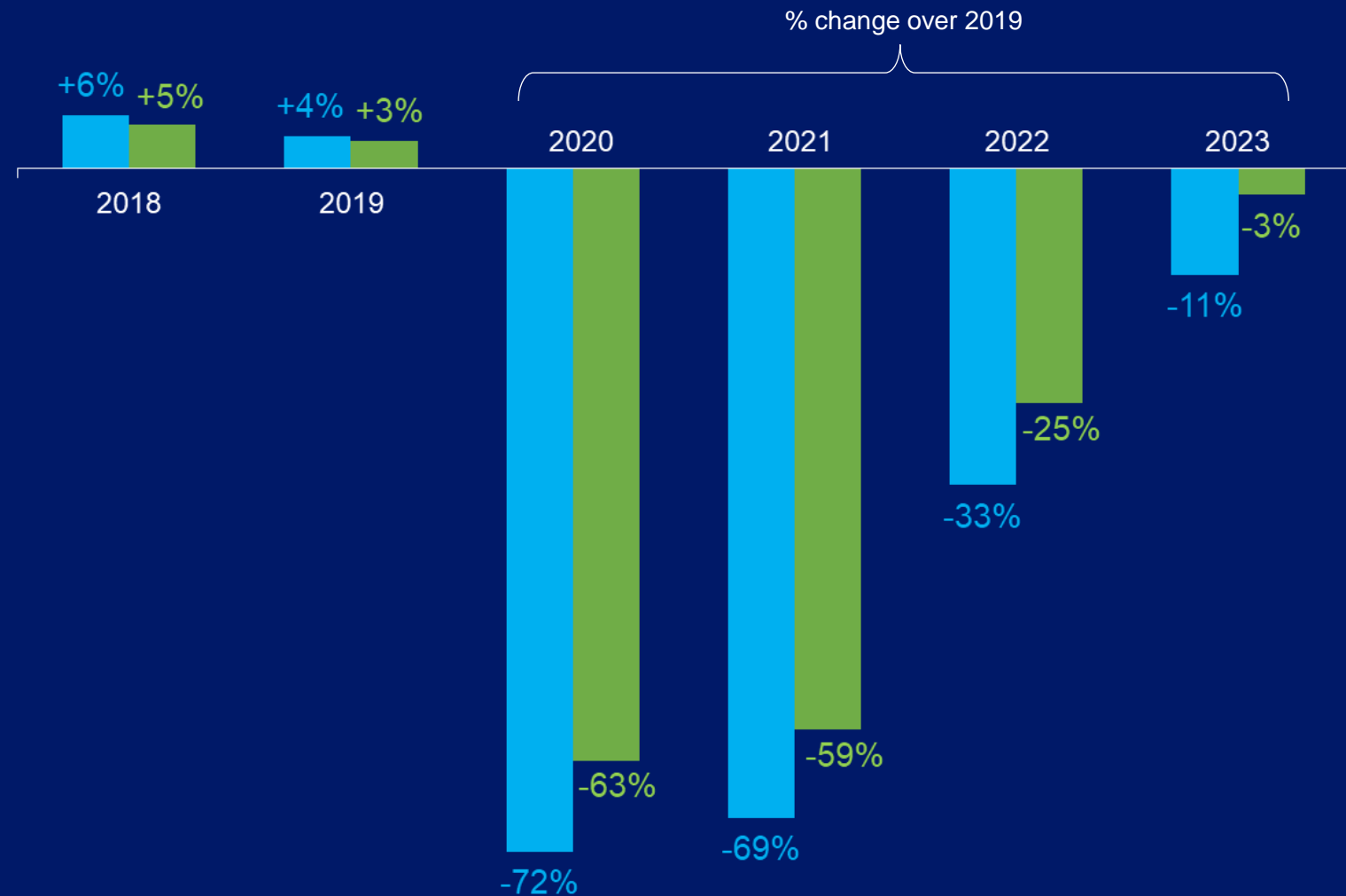
International tourist arrivals and receipts

annual % change

- Arrivals
- Receipts¹

Source: UN Tourism (May 2024)

¹ Real change (local currencies at constant prices).



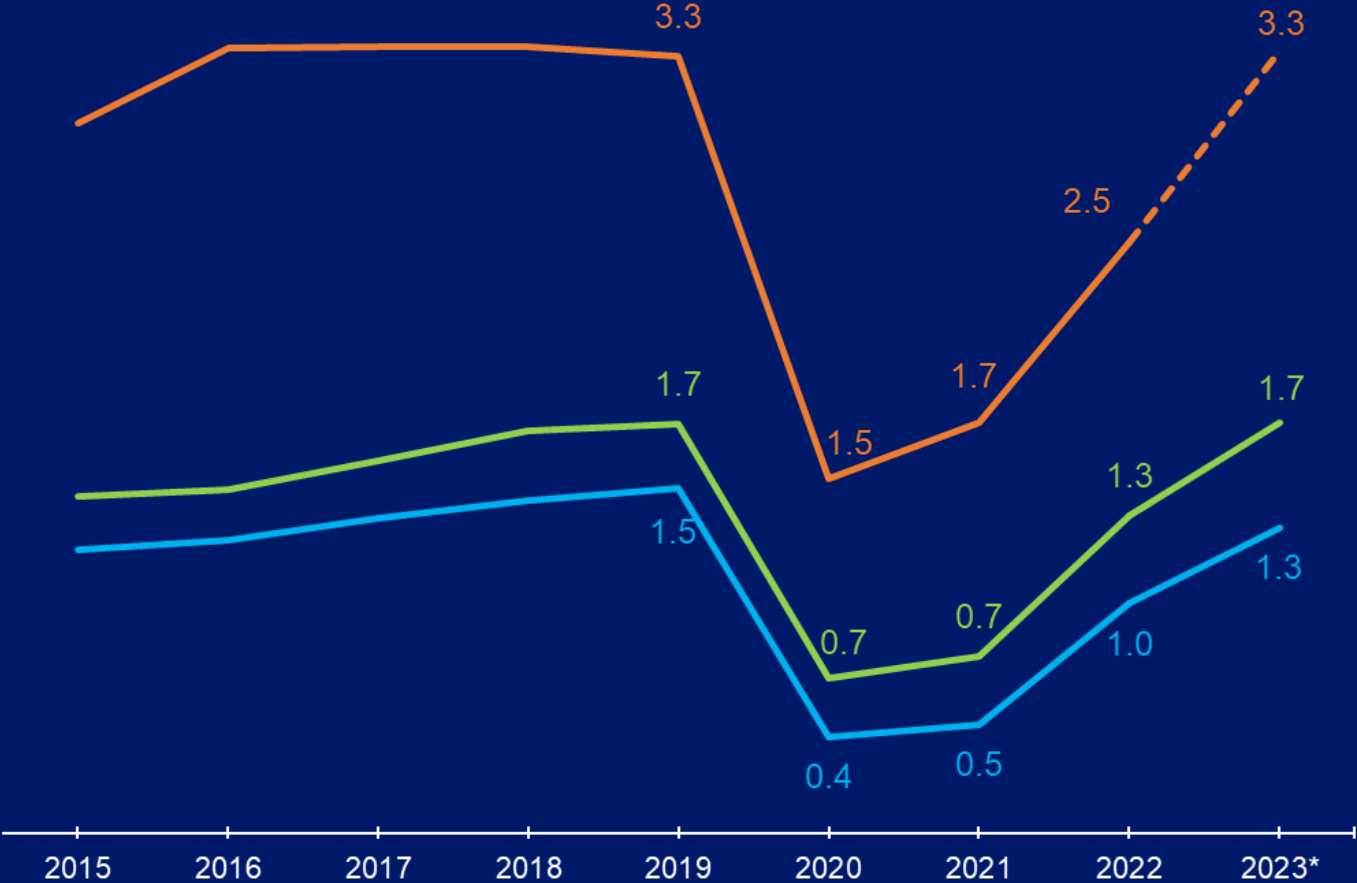
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International tourism

Key indicators

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

Source: UN Tourism (May 2024)
* Tourism direct GDP for 2023 is a preliminary estimate.



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Top tourism destinations, 2023

International tourist arrivals

Rank	Destination	(millions)
1	France	100.0
2	Spain	85.2
3	United States	66.5
4	Italy	57.2
5	Türkiye	55.2
6	Mexico	42.2
7	United Kingdom	37.2
8	Germany	34.8
9	Greece	32.7
10	Austria	30.9

International tourism receipts

Rank	Destination	(USD billions)
1	United States	175.9
2	Spain	92.0
3	United Kingdom	73.9
4	France	68.6
5	Italy	55.9
6	Utd Arab Emirates	51.9
7	Türkiye	49.5
8	Australia	46.6
9	Canada	39.2
10	Japan	38.6

Source: UN Tourism (May 2024)

Top source markets by spending, 2023

International tourism expenditure

Rank	Market	(USD billions)
1	China	196.5
2	United States	150.0
3	Germany	111.9
4	United Kingdom	110.3
5	France	49.0
6	Canada	38.3
7	Italy	34.2
8	India	33.3
9	Russian Federation	33.0
10	Korea (ROK)	27.8

Source: UN Tourism (May 2024)



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5a. Best performing destinations and markets in 2023

5b. Best performing destinations and markets in Q1 2024

Best-performing destinations in 2023*

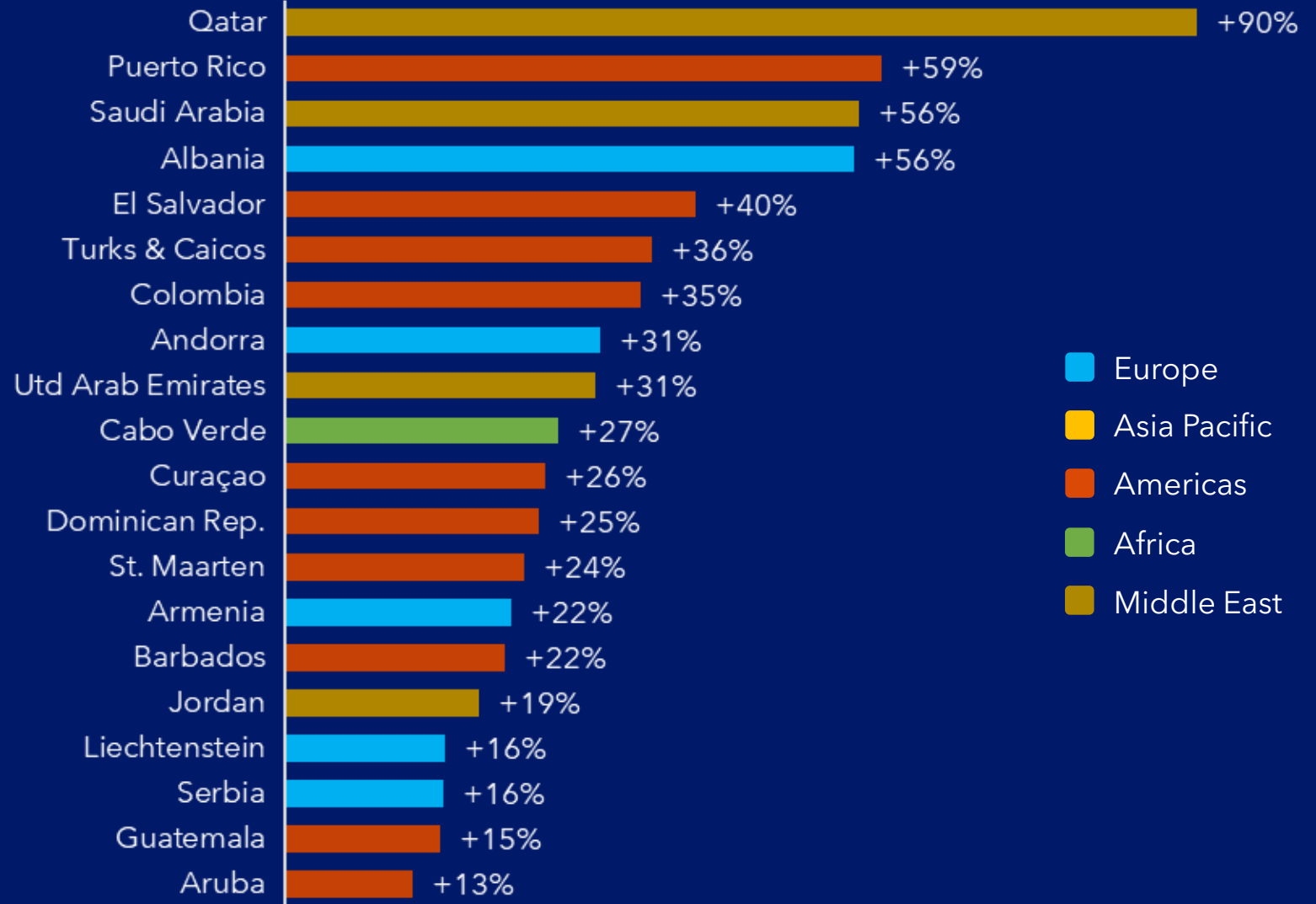
International tourist arrivals
% change vs. 2019

Source: UN Tourism (May 2024)

* Based on destinations with available data for 2023.



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Large* best-performing destinations in 2023

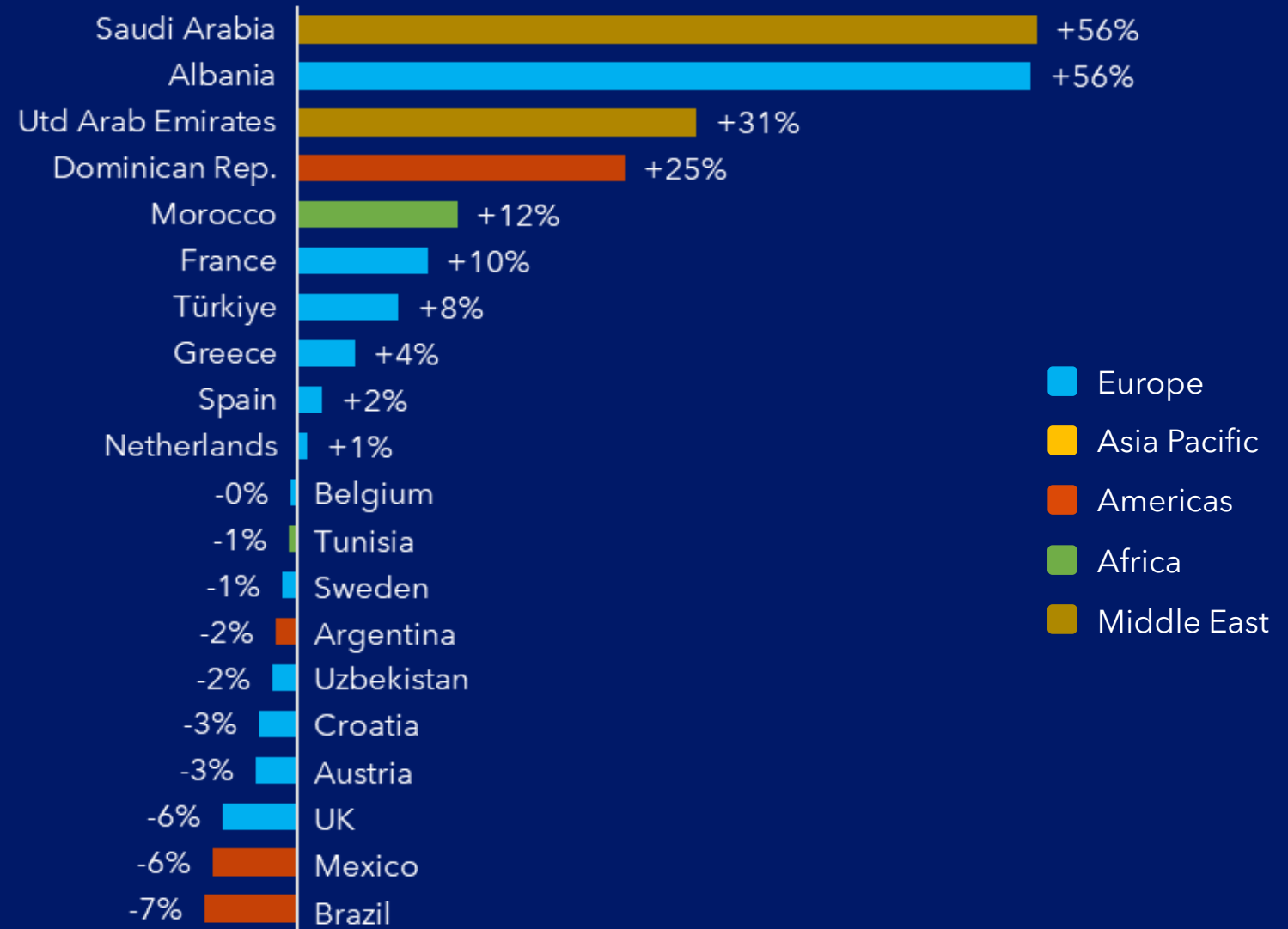
International tourist arrivals
% change vs. 2019

Source: UN Tourism (May 2024)

* Based on destinations recording 5 million arrivals or more in 2019 and reporting data for 2023.



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Best-performing destinations in terms of receipts, 2023*

International tourism receipts
% change vs. 2019¹

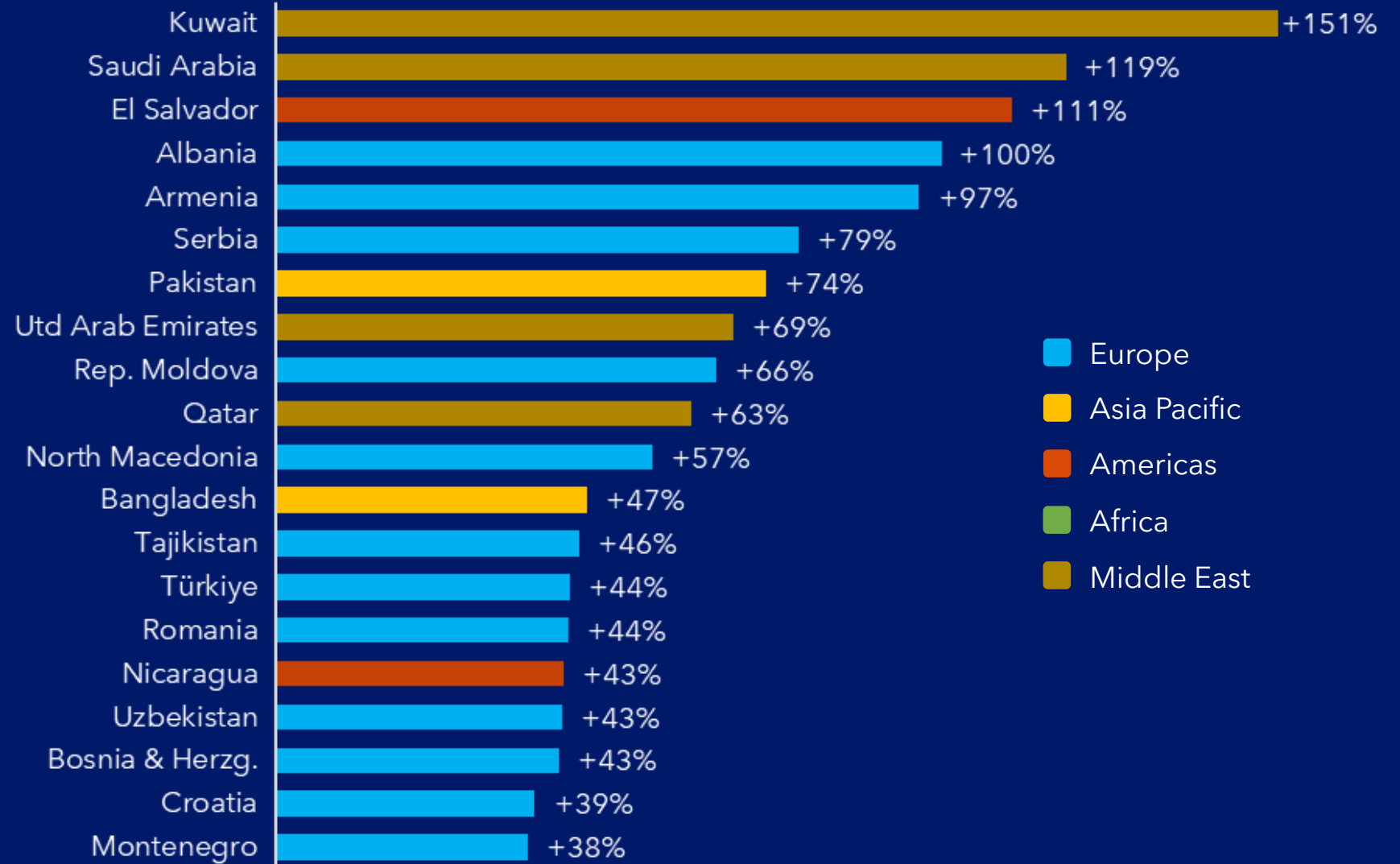
Source: UN Tourism (May 2024)

* Based on destinations with available data for 2023.

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



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Large* best-performing destinations in terms of receipts, 2023

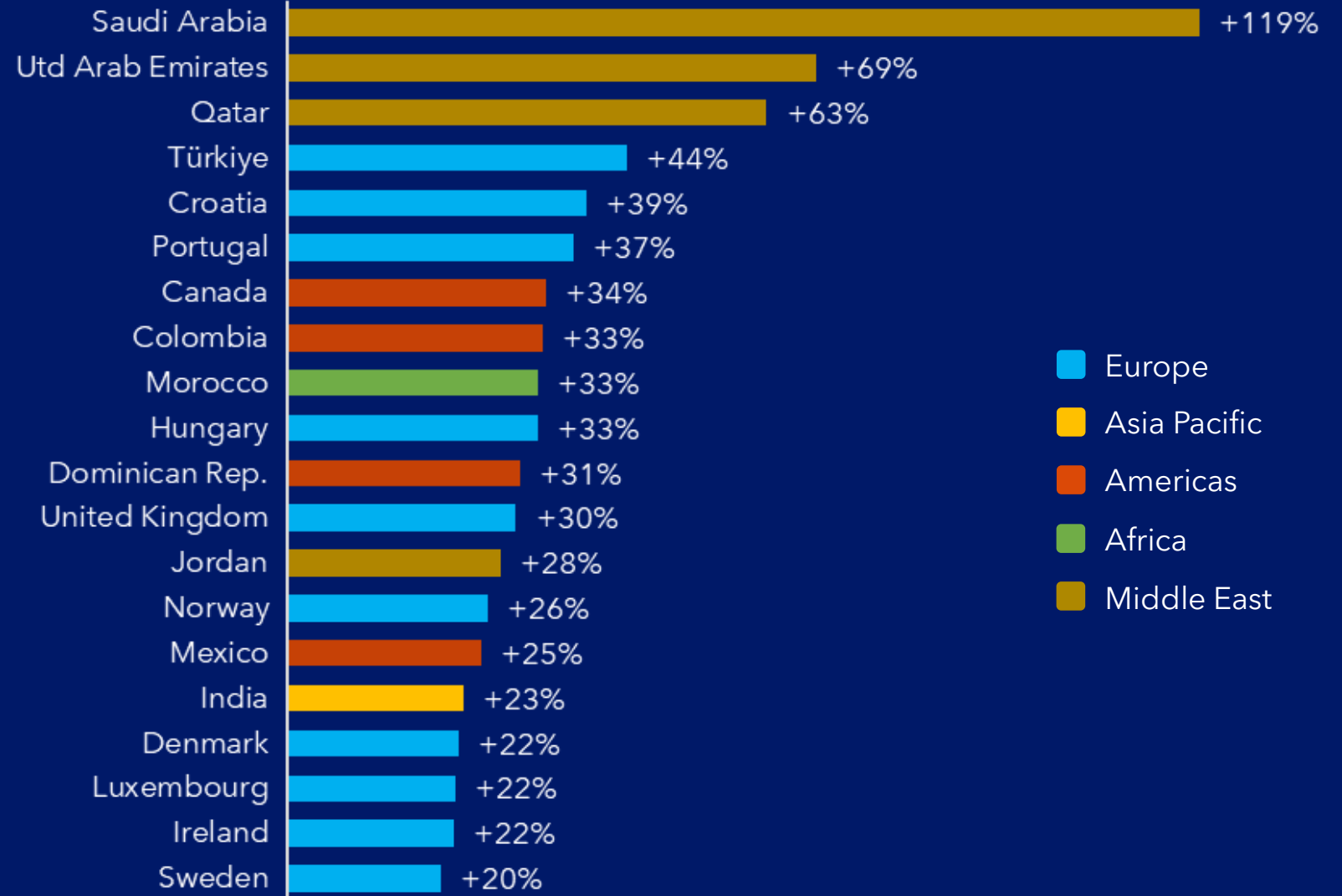
International tourism receipts
% change vs. 2019¹

Source: UN Tourism (May 2024)

* Based on destinations earning USD 5 billion or more in receipts in 2019 and reporting data for 2023.

with available data for 2023.

¹ In local currencies if so reported by the destination.



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Best-performing markets by outbound spending 2023*

International tourism expenditure
% change vs. 2019¹

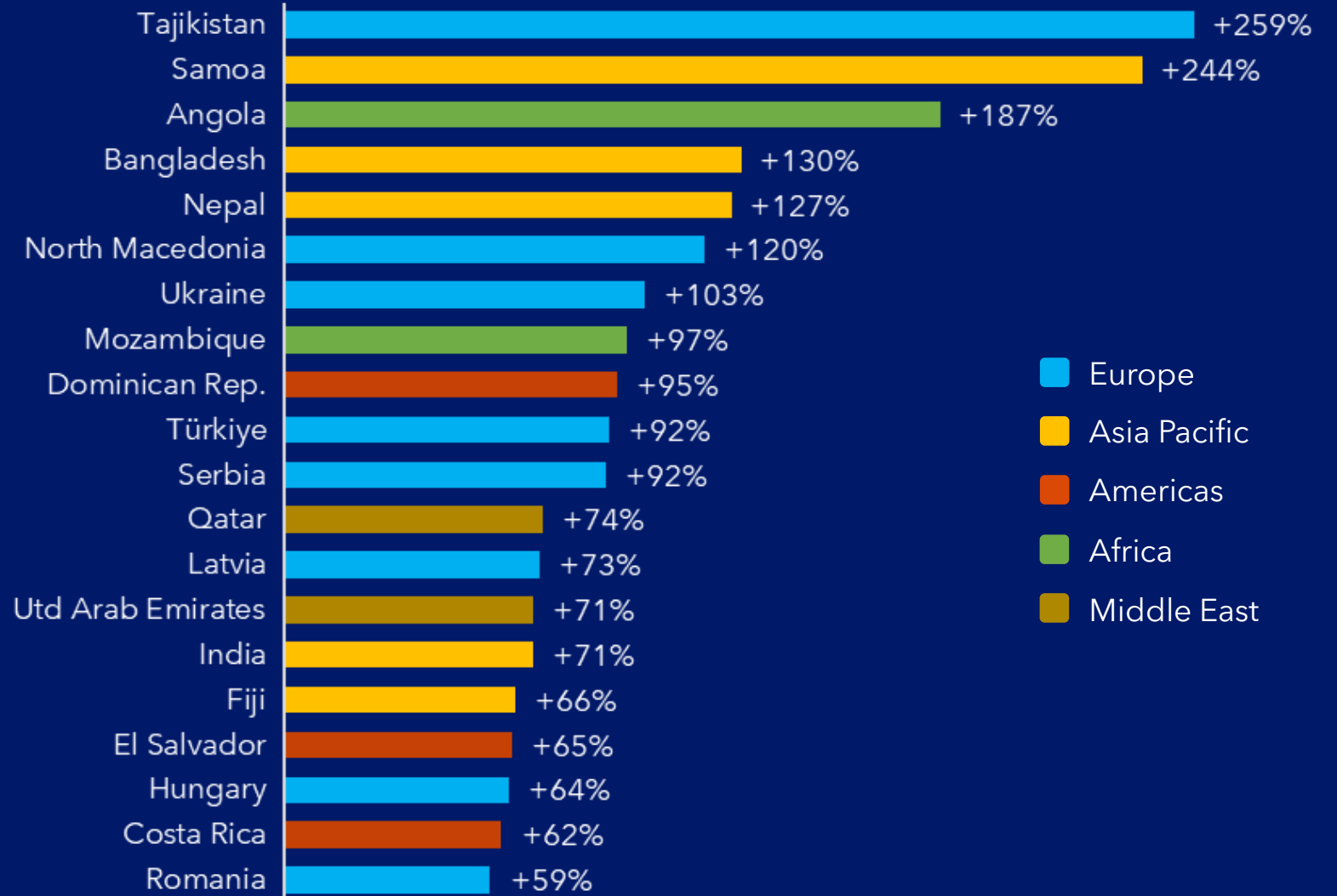
Source: UN Tourism (May 2024)

* Based on source markets with available data for 2023.

¹ In local currencies if so reported by the destination.



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5a. Best performing destinations and markets in 2023

5b. Best performing destinations and markets in Q1 2024

Best-performing destinations in Q1 2024*

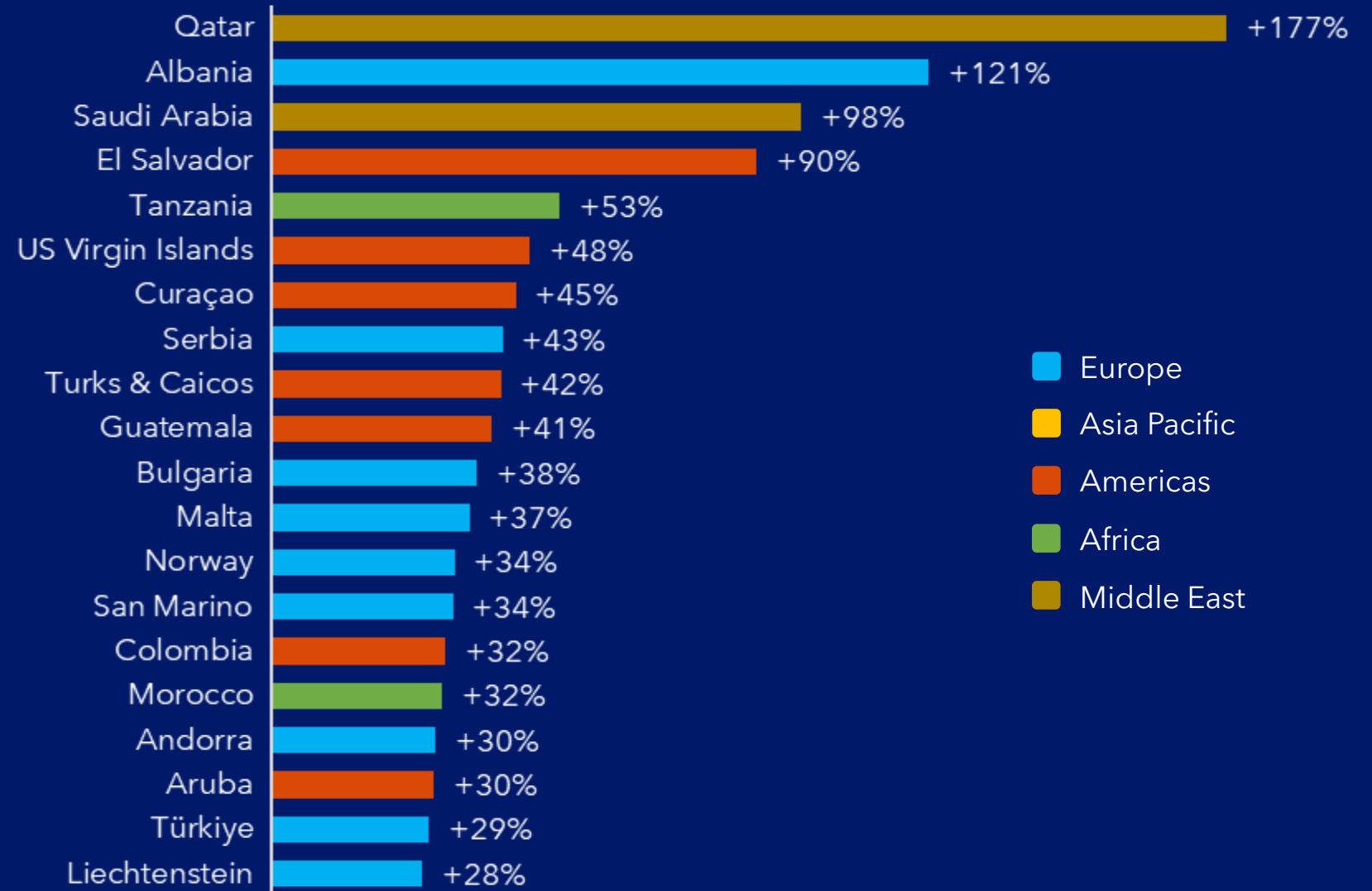
International tourist arrivals
% change vs. Q1 2019

Source: UN Tourism (May 2024)

* Based on destinations with available data for Q1 2024.



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Large* best-performing destinations in Q1 2024

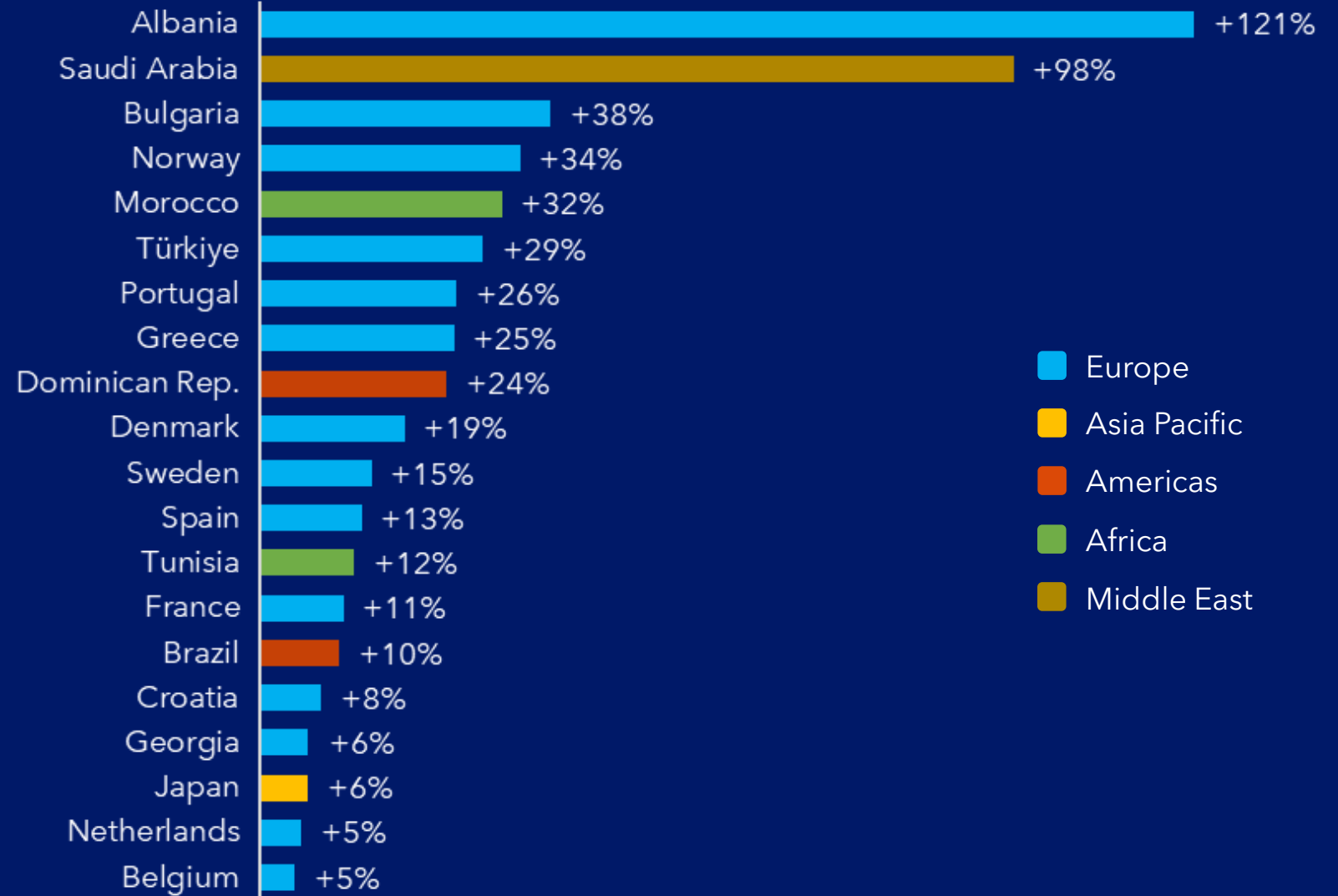
International tourist arrivals
% change vs. 2019

Source: UN Tourism (May 2024)

* Based on destinations recording 5 million arrivals or more in 2019 and reporting data for Q1 2024.



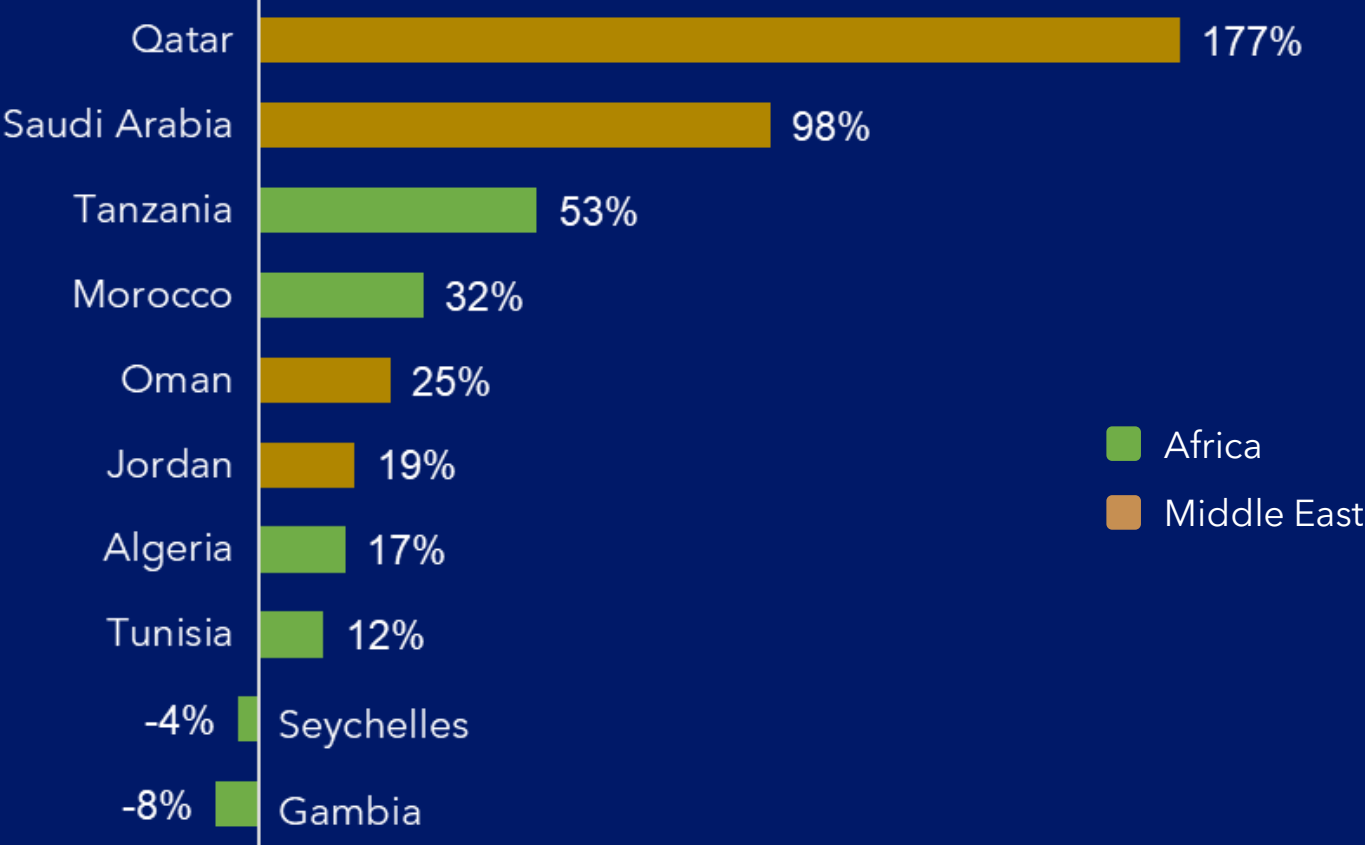
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Best-performing destinations in Africa & Middle East Q1 2024*

International tourist arrivals % change vs. 2019

Source: UN Tourism (May 2024)
* Based on destinations with available data for Jan.-Mar. 2024.

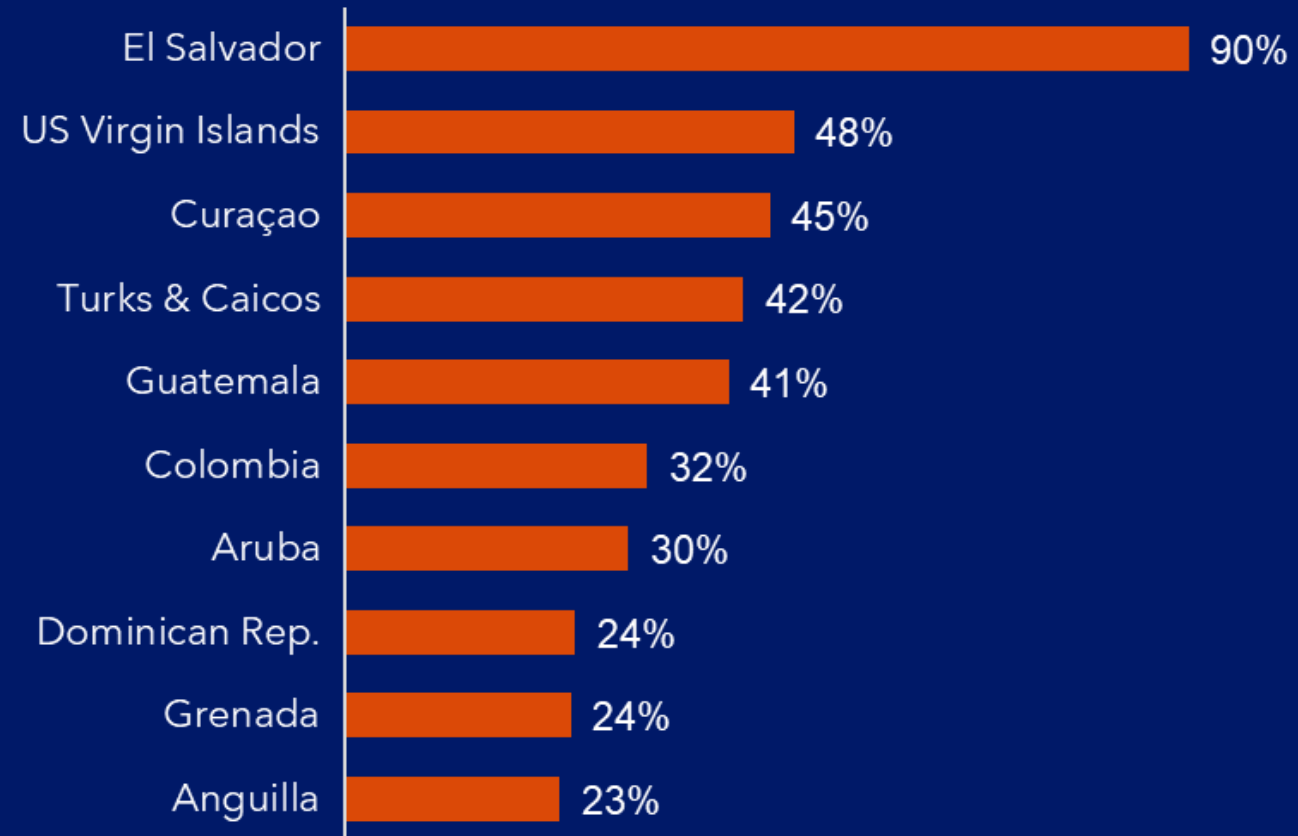


Best-performing destinations in the Americas, Q1 2024*

International tourist arrivals
% change vs. 2019

Source: UN Tourism (May 2024)

* Based on destinations with available data for Jan.-Mar. 2024.

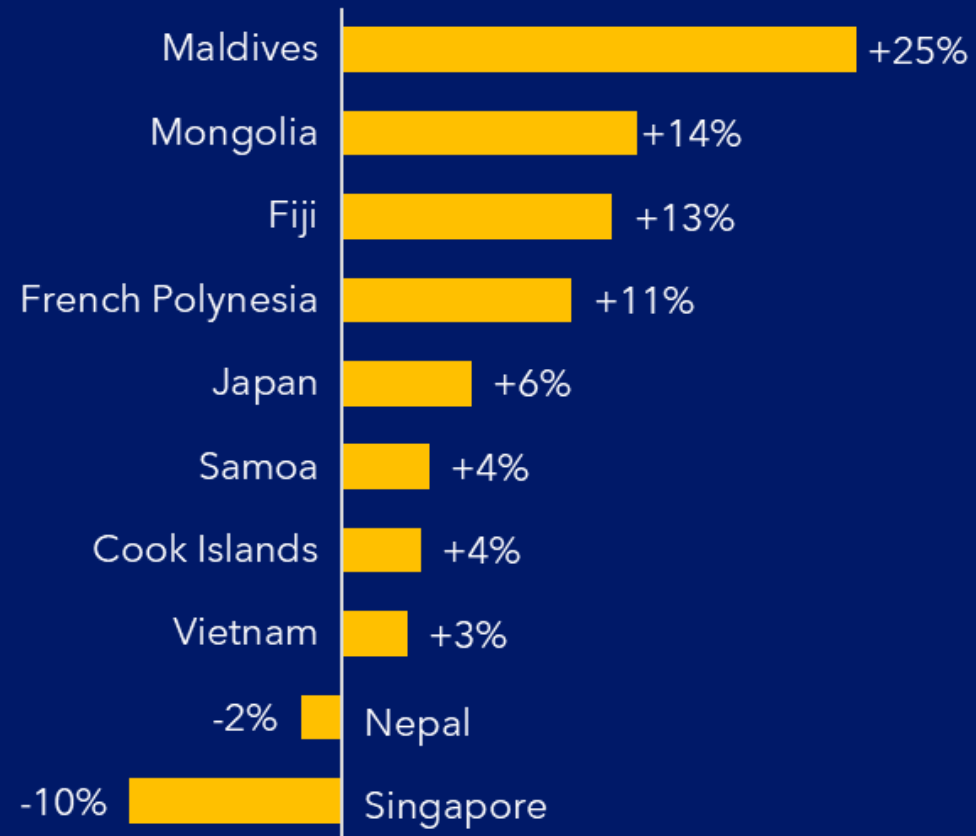


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Best-performing destinations in Asia Pacific, Q1 2024*

International tourist arrivals
% change vs. 2019

Source: UN Tourism (May 2024)
* Based on destinations with available data for Jan.-Mar. 2024.



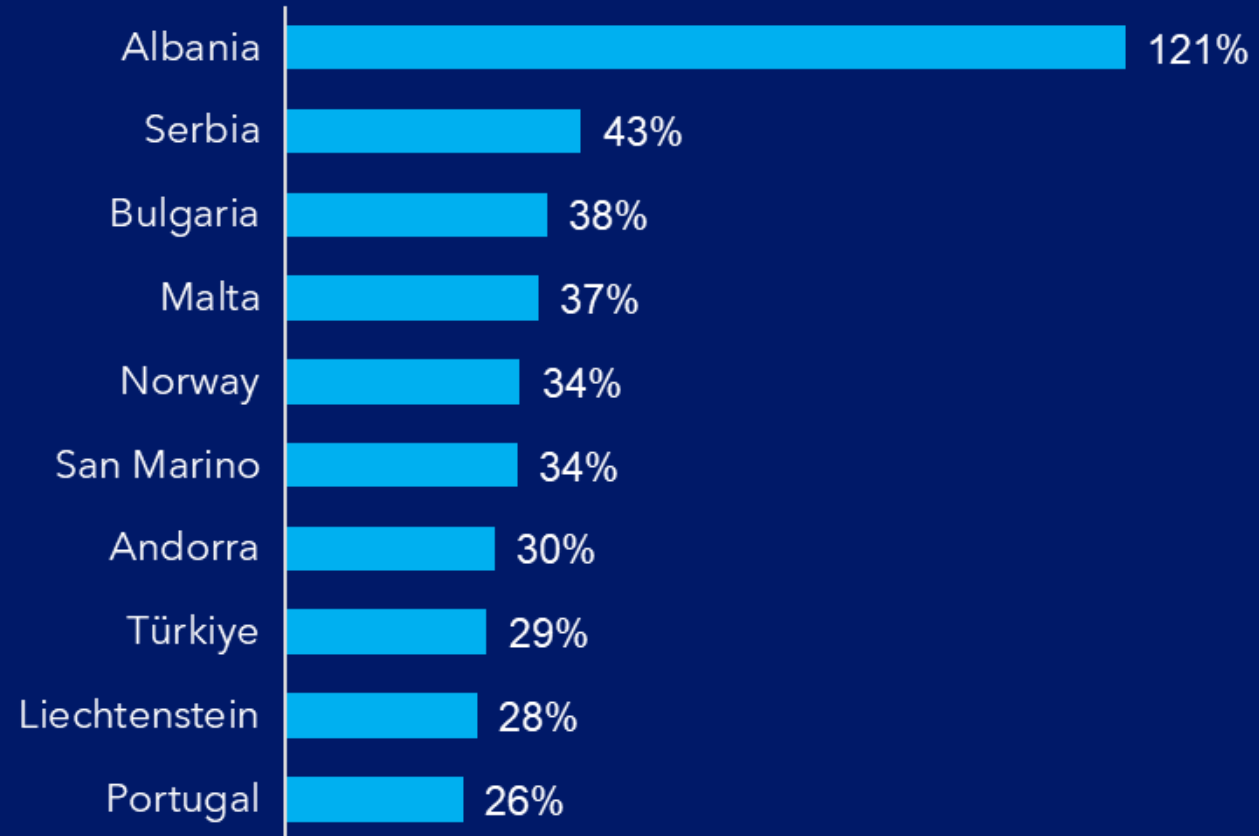
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Best-performing destinations in Europe, Q1 2024*

International tourist arrivals
% change vs. 2019

Source: UN Tourism (May 2024)

* Based on destinations with available data for Jan.-Mar. 2024.



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Best-performing destinations in terms of receipts, Q1 2024*

International tourism receipts
% change vs. Q1 2019¹

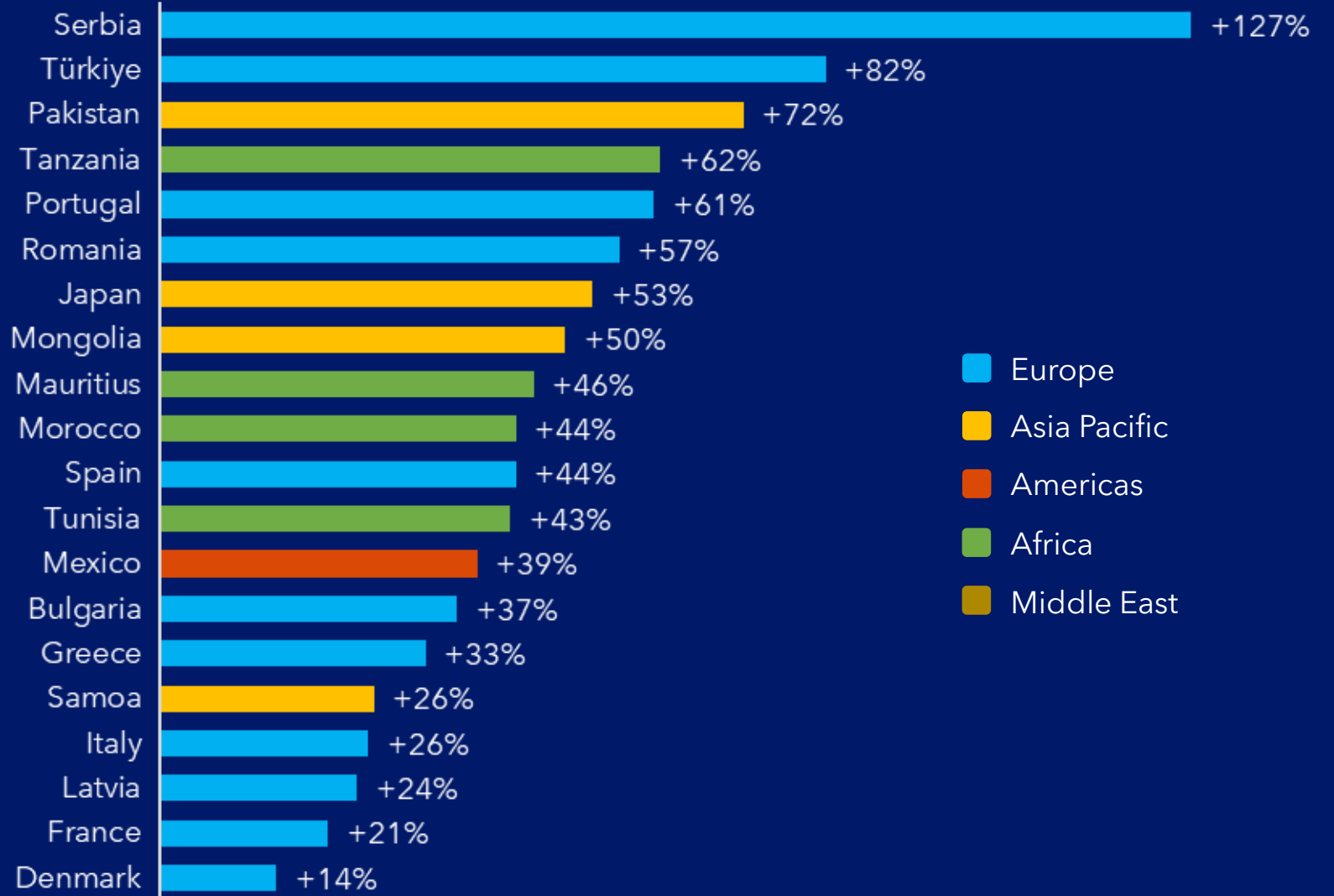
Source: UN Tourism (May 2024)

* Based on destinations with available data for the first 2 or 3 months of 2024.

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



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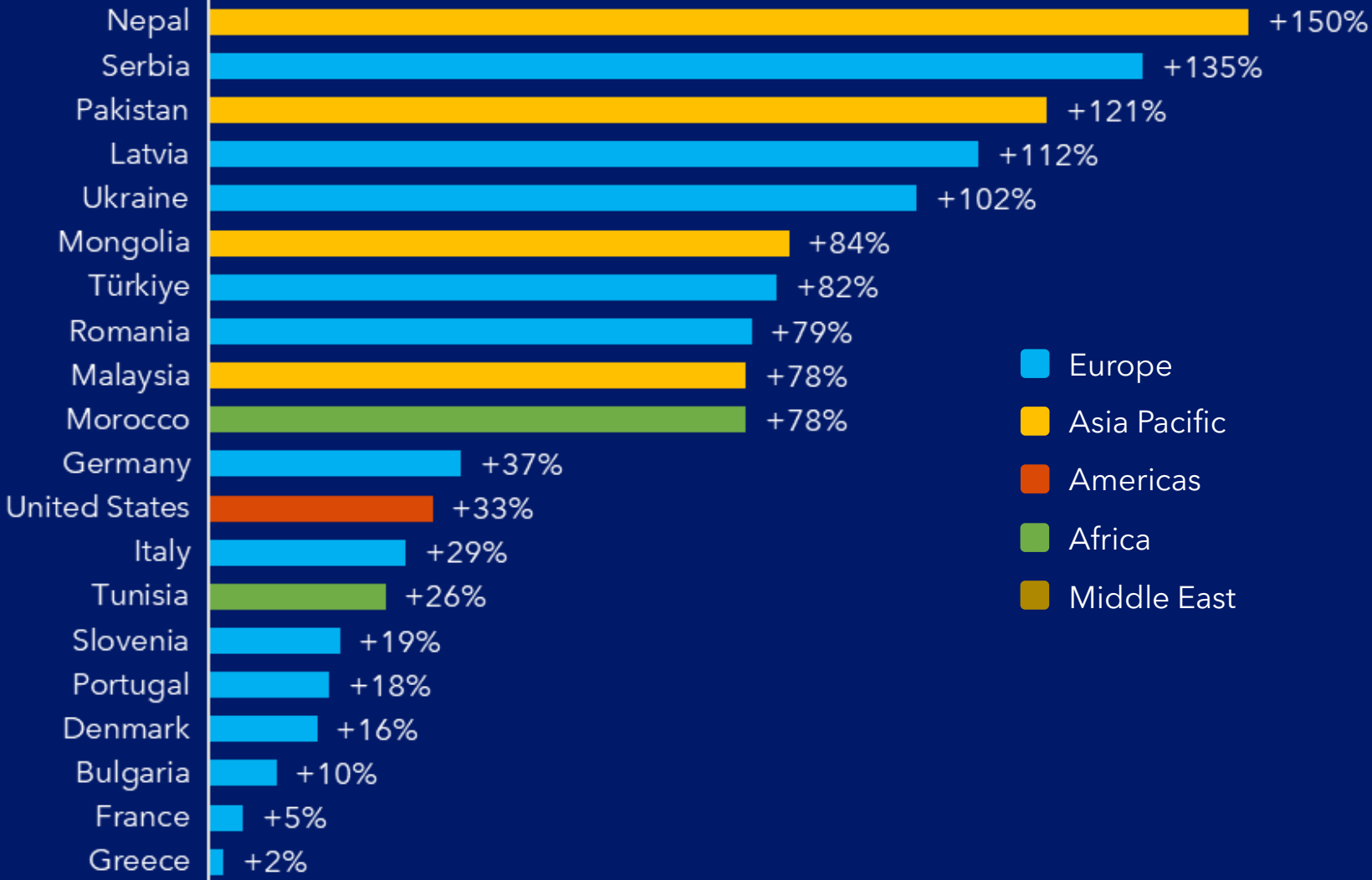
Best performing markets by outbound spending Q1 2024*

International tourism expenditure (% change vs. 2019)¹

Source: UN Tourism (May 2024)

* Based on destinations with available data for the first 2 or 3 months of 2024.

¹ In local currencies if so reported by the destination.



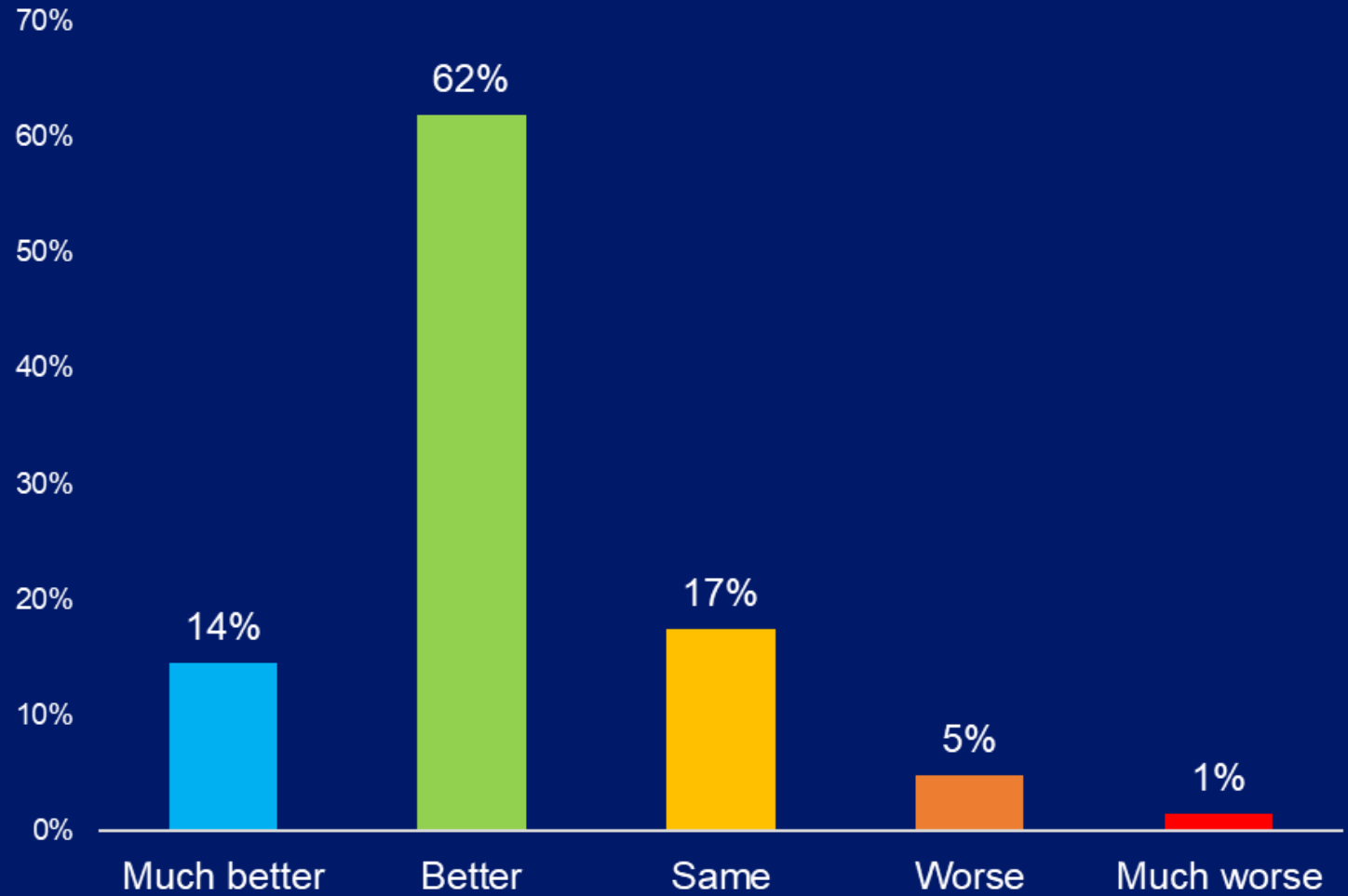
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What are your prospects for your destination in 2024?

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

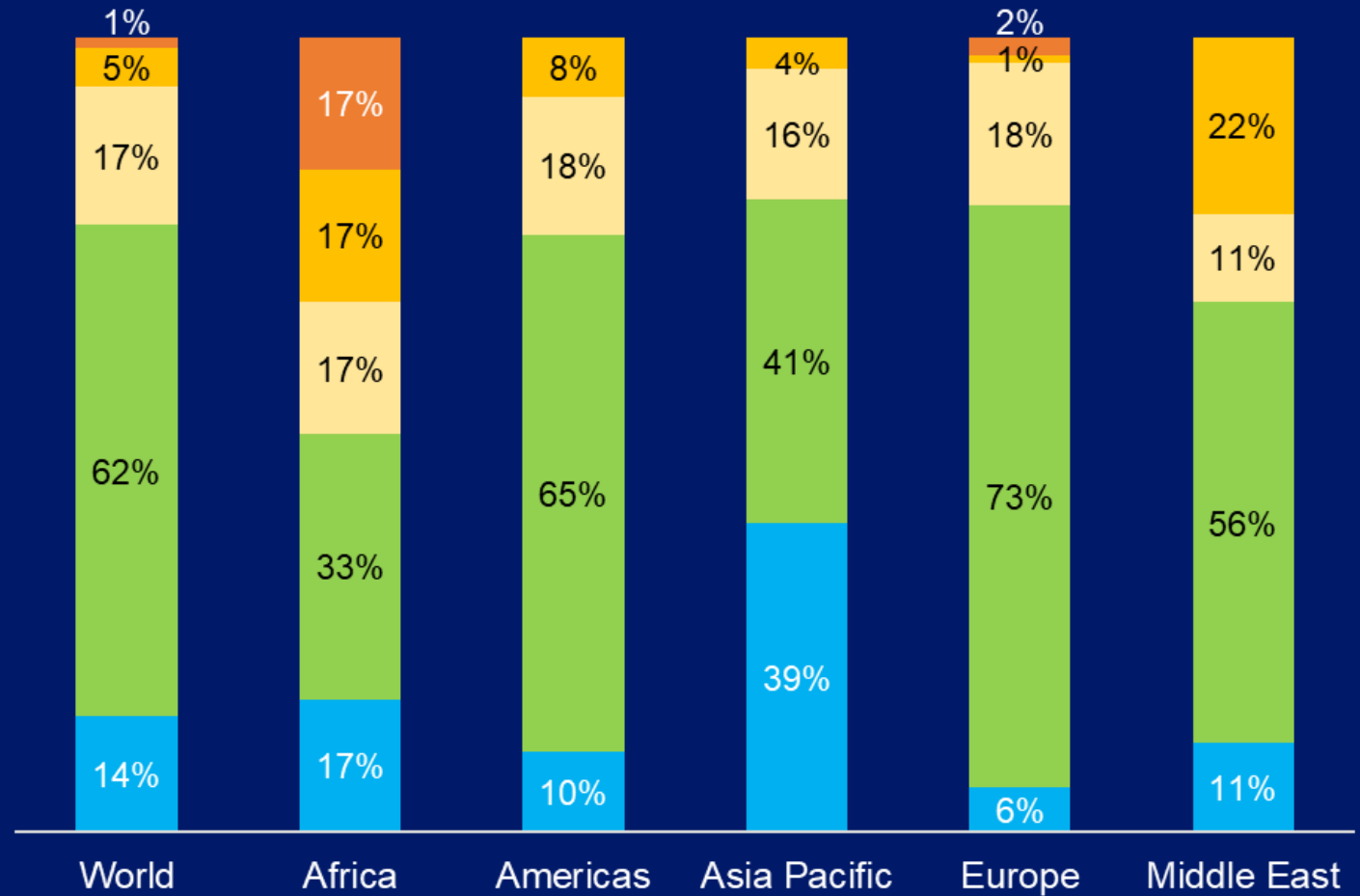


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What are your prospects for your destination in 2024?

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

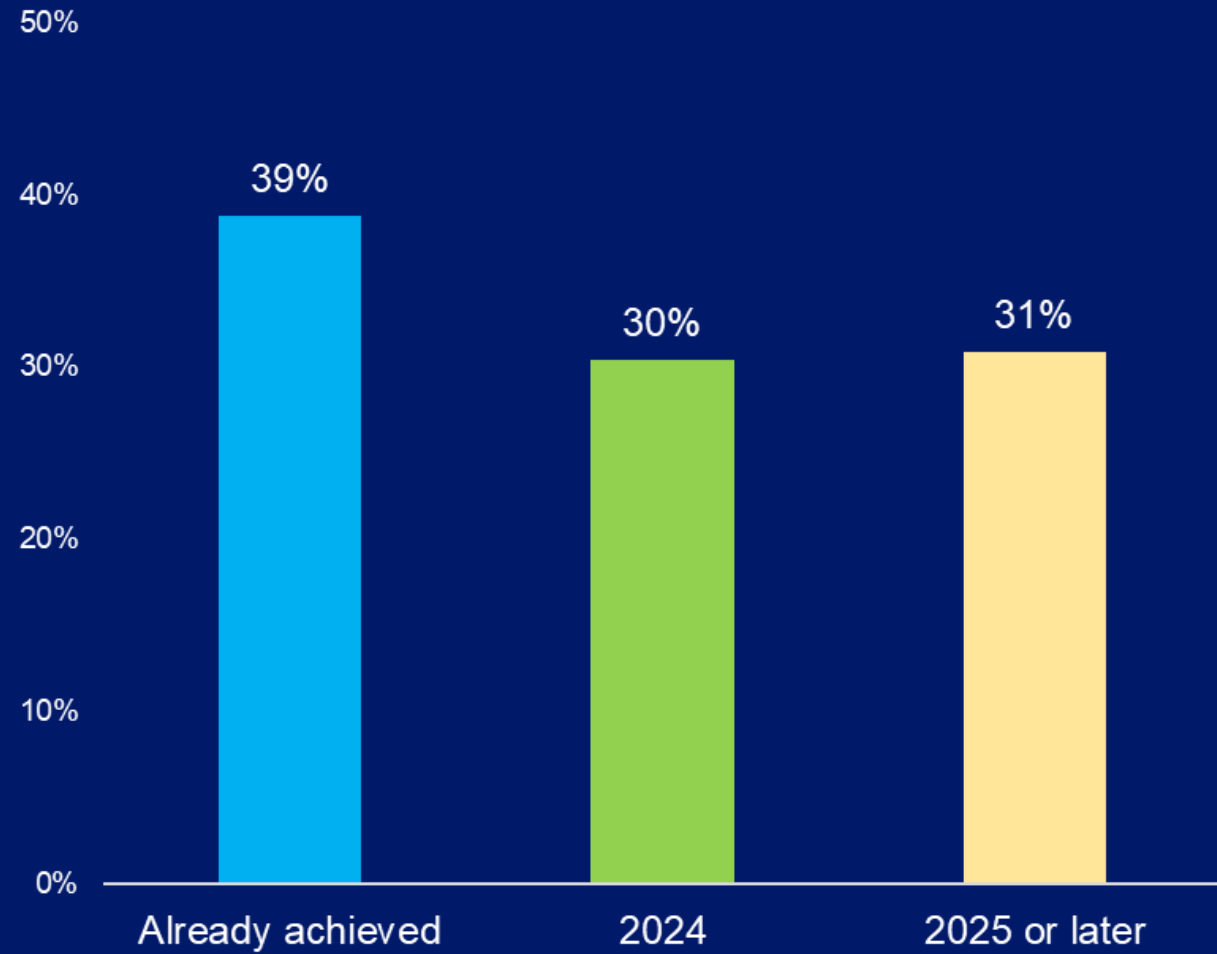
Source: UN Tourism Panel of Experts Survey (May 2024)



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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 (May 2024)

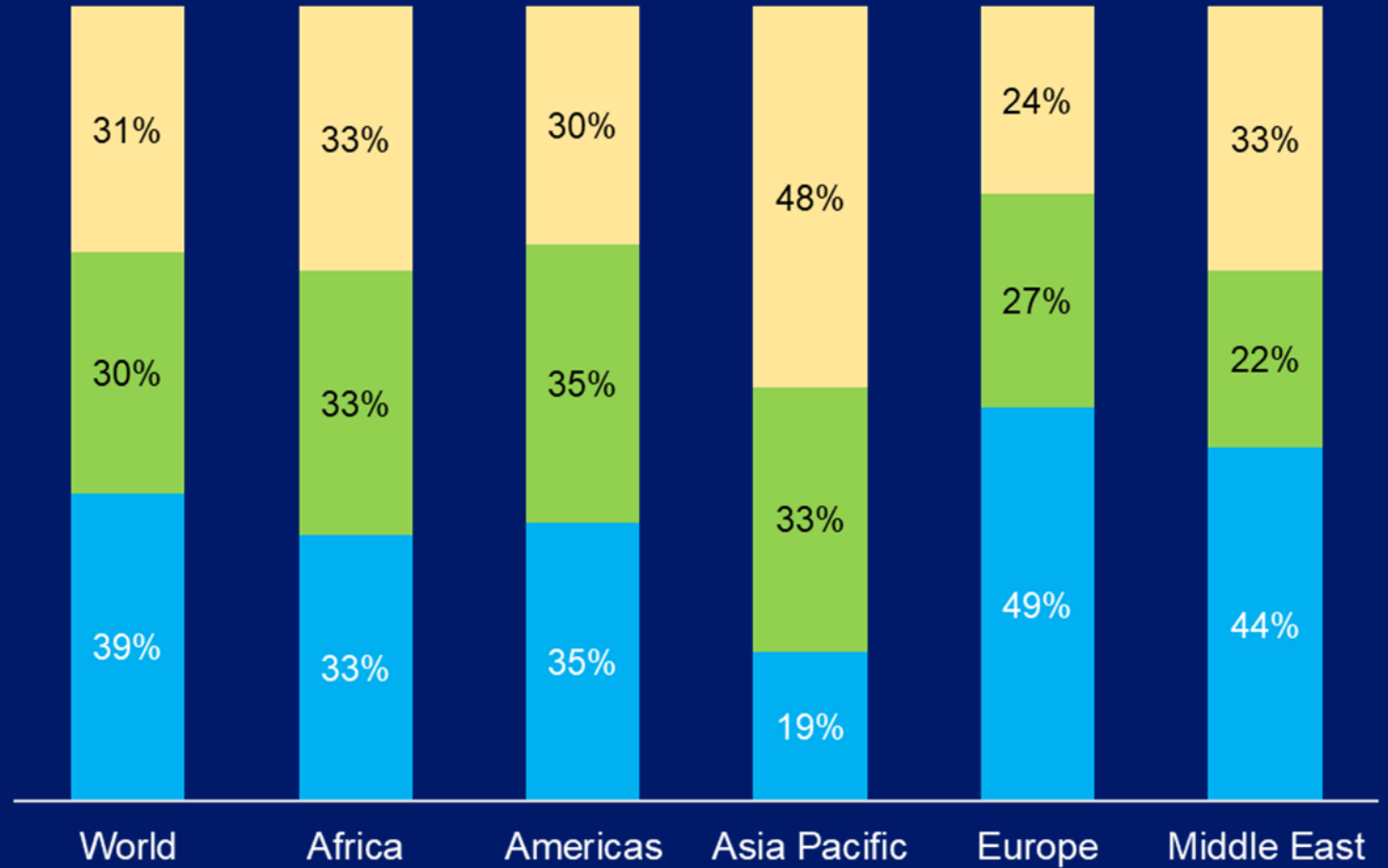


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When do you expect international tourism to return to 2019 levels in your country?

- 2025 or later
- 2024
- Already achieved

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



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

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

Percentage of experts mentioning each factor



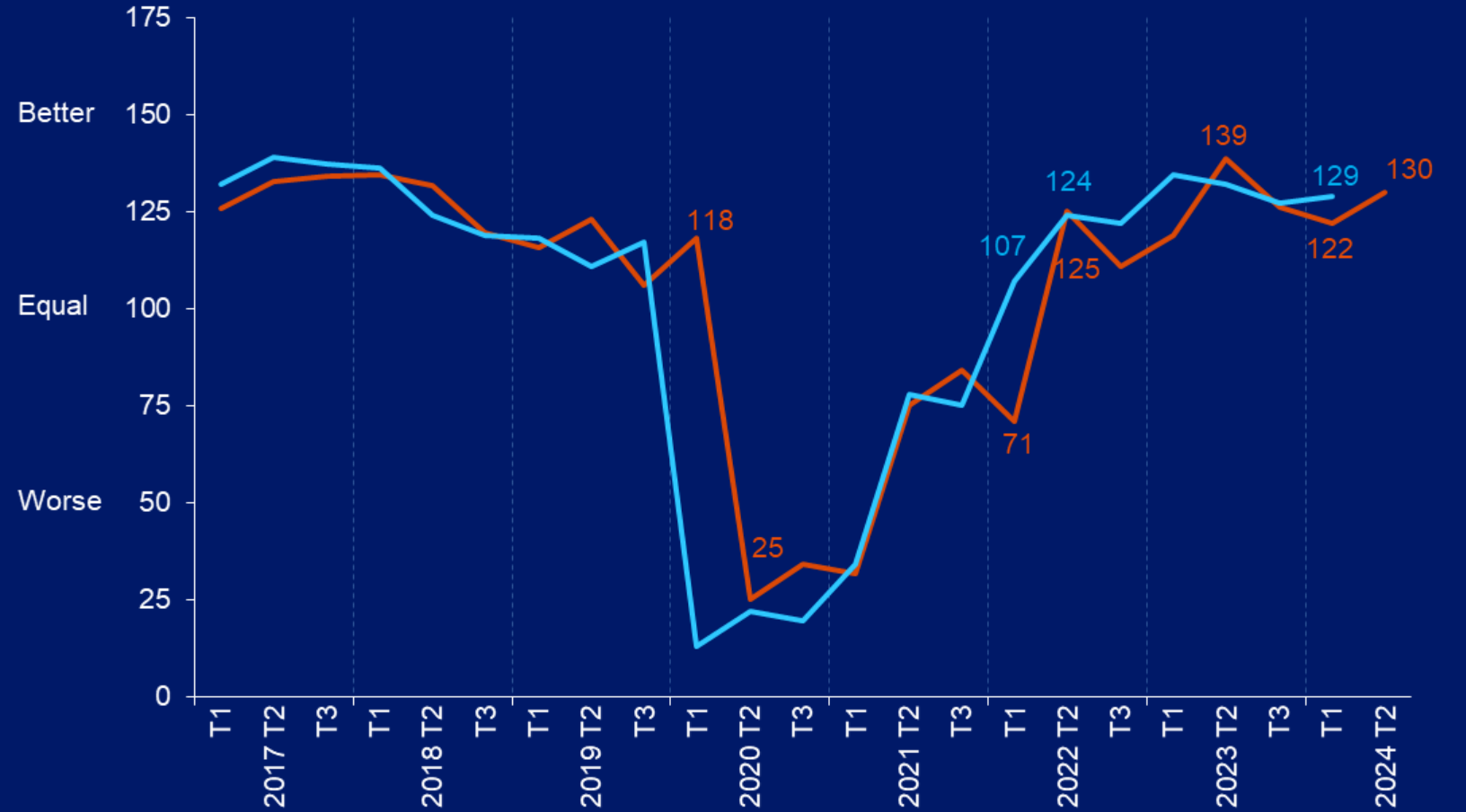
UN Tourism Confidence Index

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

Source: UN Tourism Panel of Experts Survey (May 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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International tourist arrivals, 2020-2023 and Projection for 2024 (monthly % change over 2019)



Source: UN Tourism (May 2024).

* Data for 2024 are preliminary and based on estimates for destinations which have not yet reported results.

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 note](#)

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