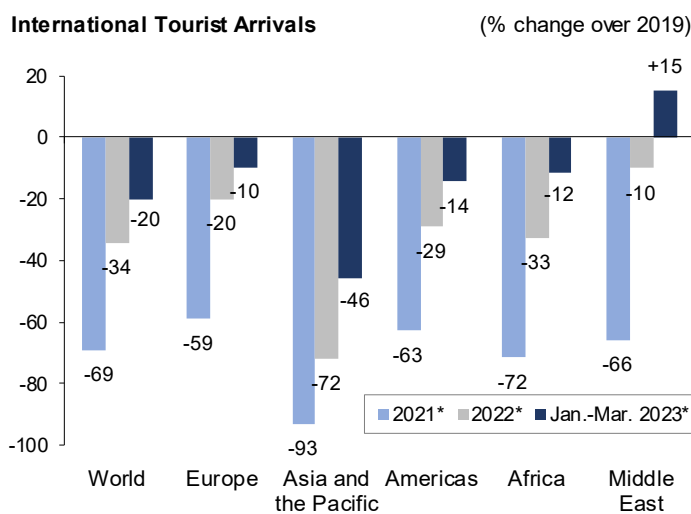




International Tourism – 2023 starts on a strong note with the Middle East recovering 2019 levels in the first quarter

- International tourist arrivals reached 80% of pre-pandemic levels in the first quarter of 2023 (-20% compared to the same quarter of 2019) boosted by strong results in Europe and the Middle East, compared to a 66% recovery level for the year 2022 overall.
- International tourism grew 86% in Q1 2023 compared to the same period last year, showing continued strength at the start of the year.
- An estimated 235 million tourists travelled internationally in the first three months, more than double those in the same period of 2022.
- The Middle East saw the strongest performance (+15%) and is the first world region to recover pre-pandemic numbers in a full quarter. Europe reached 90% of pre-pandemic levels in Q1 2023, supported by robust intra-regional demand.
- Africa and the Americas reached about 85% of 2019 levels in the first three months of 2023, while arrivals in Asia and the Pacific climbed to 54% of pre-pandemic levels.
- By subregion, Southern Mediterranean Europe (+1%) and North Africa (+4%) both recovered 2019 numbers.
- International tourism receipts recovered the USD 1 trillion mark in 2022, growing 50% in real terms compared to 2021, and reaching 64% of pre-pandemic levels.
- Strong results are expected in the coming Northern Hemisphere summer season backed by robust pent-up demand, the sustained recovery of air connectivity, and the recent reopening of China and other major Asian markets and destinations.
- The UNWTO Panel of Experts survey indicates that almost 70% of experts expect better performance in May-August 2023. Yet, most continue to believe international tourism will not return to 2019 levels until 2024 or later.
- In response to the challenging economic environment, tourists are expected to increasingly seek value for money and travel closer to home this year.



Source: UNWTO

* Provisional data



The World Tourism Organization (UNWTO) is the United Nations specialized agency mandated with the promotion of responsible, sustainable and universally accessible tourism.

UNWTO's membership includes 159 countries, 6 Associate Members, two Permanent Observers, and over 500 Affiliate Members representing the private sector, educational institutions, tourism associations and local tourism authorities.

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About the UNWTO World Tourism Barometer

The *UNWTO World Tourism Barometer* is a publication of the World Tourism Organization (UNWTO) that monitors short-term tourism trends on a regular basis to provide global tourism stakeholders with up-to-date analysis on international tourism.

The information is updated several times a year and includes an analysis of the latest data on tourism destinations (inbound tourism) and source markets (outbound tourism). The Barometer also includes three times a year a Confidence Index based on the UNWTO Panel of Tourism Experts survey, which provides an evaluation of recent performance and short-term prospects on international tourism.

The UNWTO Secretariat wishes to express its gratitude to those who have contributed to the production of this *UNWTO World Tourism Barometer*, in particular to institutions that supplied data, and to the members of the UNWTO Panel of Tourism Experts for their valuable feedback and analysis.

This report was prepared by the UNWTO Tourism Market Intelligence and Competitiveness Department, under the supervision of Sandra Carvão, Director of the Department. Authors include (in alphabetical order): Fernando Alonso, Michel Julian and Javier Ruescas. Data was compiled from the [Tourism Market Intelligence Database](#) and the [Tourism Statistics Database](#) based on official country sources.

For more information including copies of previous issues, please visit: www.e-unwto.org/loi/wtobarometereng.

We welcome your comments and suggestions at barom@unwto.org.

Data collection for this issue was closed at the end of April 2023.

The next issue of the UNWTO World Tourism Barometer is scheduled to be published in September 2023.

Pages 1-8 of this document constitute the Excerpt of the *UNWTO World Tourism Barometer*. The full document is available free of charge for UNWTO Members and subscribers from the UNWTO eLibrary at www.e-unwto.org. This release is available in English, while the Statistical Annex is provided in English, French and Spanish.

Inbound tourism

International arrivals recovered 80% of pre-pandemic levels in the first quarter of 2023

- International arrivals reached 80% of pre-pandemic levels in the first quarter of 2023 (-20% compared to the same quarter of 2019) boosted by strong results in Europe and the Middle East, compared to a 66% recovery level for the year 2022 overall.
- International tourism grew 86% in Q1 2023 compared to the same period last year, reflecting continued strength at the start of the year.
- An estimated 235 million tourists travelled internationally in the first three months, more than double those in the same period of 2022.
- These results are in line with UNWTO's forward-looking scenarios for 2023 which projected international arrivals to recover 80% to 95% of pre-pandemic levels by the end of this year.
- The Middle East saw the strongest performance, with arrivals exceeding by 15% the number recorded in the first quarter of 2019. As a result, the Middle East is the first world region to recover pre-pandemic numbers in a full quarter.
- Europe, the world's largest destination region, reached 90% of pre-pandemic levels in Q1 2023, supported by robust intra-regional demand. Travel from the United States also contributed to results. According to data from the US National Travel and Tourism Office, US travel to Europe continued to show robust growth at the start of the year (+118% in January 2023 versus January 2022).
- Africa recovered 88% of its pre-pandemic arrivals in the first three months of 2023 and the Americas about 85%.
- International tourism is experiencing a rapid recovery in Asia and the Pacific where arrivals climbed to 54% of pre-pandemic levels in Q1 2023 after the opening up of several destinations and source markets at the end of 2022 and earlier this year.
- The strong results experienced by international tourism in Q1 are confirmed by the UNWTO Panel of Tourism Experts, with some 67% evaluating tourism performance in January-April 2023 as better (46%) or much better (21%).
- By subregions, North Africa (+4%) and Southern Mediterranean Europe (+1%) were the only subregions to recover pre-pandemic levels in Q1.
- Central America (98%), the Caribbean (94%), Western Europe (92%) and Northern Europe (91%) came very close to their Q1 2019 levels.

Many destinations saw international tourism exceed pre-pandemic levels in Q1 2023

- Several destinations reported extraordinary growth in arrivals in Q1 2023 versus Q1 2019, including Qatar (+98%), Saudi Arabia (+64%), Albania (+54%), Sint Maarten (+51%) and Ethiopia (+46%). Other destinations enjoying double-digit growth this quarter were Bulgaria, Serbia (both +27%), El Salvador (+26%), Andorra (+23%), Bosnia and Herzegovina (+22%), Tanzania (+21%), Colombia (+18%), US Virgin Islands (+17%), Morocco (+17% up to February), Guatemala, Portugal, Türkiye (all +14%), Honduras (+13%), San Marino (+12%), Dominican Republic (+11%) and Cyprus (+10%).
- In terms of international tourism receipts, the destinations reporting the highest growth this quarter according to available data were Pakistan, where receipts tripled compared to Q1 2019, Romania, Serbia and Türkiye, where earnings more than doubled. Receipts also exceeded pre-pandemic levels this quarter in Morocco (+52%), Portugal (+40%), Mauritius (+32%), Jordan (+31%), France (+26%), Bulgaria (+21%), Mexico (+20%), Mongolia (+19%), Cyprus and Spain (both +15%), among others.
- Domestic tourism continues to support the recovery in several destinations, in particular those with large domestic markets. In China, the Ministry of Culture and Tourism reported that 274 million domestic tourism trips were recorded during the Labor Day holiday (29 April to 3 May), up 19% from 2019. Domestic tourism spending reached USD 21 billion, up 129% from 2022 and on par with 2019 levels during this period. According to Ctrip data, an increase of nearly 700% in bookings for outbound travel was recorded, though the recovery of international travel to and from China has been hampered by still limited flights and visa backlogs.

- Revised data for 2022 shows over 960 million tourists travelling internationally, meaning two-thirds (66%) of pre-pandemic numbers were recovered last year.
- According to available data, several destinations already recovered pre-pandemic arrival numbers in 2022: Albania, Andorra, Cabo Verde, Colombia, Curaçao, Dominican Republic, El Salvador, Ethiopia, Honduras, Liechtenstein, Qatar, Sint Maarten, Turks and Caicos, and United Arab Emirates.

International tourism receipts recovered the USD 1 trillion mark in 2022

- International tourism receipts reached USD 1 trillion in 2022, growing 50% in real terms compared to 2021, driven by the important rebound in international travel.
- As a result, international visitor spending reached 64% of pre-pandemic levels (-36% compared to 2019, measured in real terms).
- By regions, Europe enjoyed the best results in 2022 with USD 550 billion in tourism receipts, equivalent to 87% of pre-pandemic levels. Africa recovered 75% of its pre-pandemic receipts, the Middle East 70% and the Americas 68%.
- Due to prolonged border shutdowns, Asian destinations earned about 28% of their pre-pandemic receipts in 2022.
- The recovery can also be seen in outbound tourism, with strong international spending in 2022 from major source markets. Saudi Arabia (+5%), Germany (+2%) and France (0%) recovered pre-pandemic spending levels, as well as Qatar (+29%), Portugal (+8%) and Austria (+6%). The United States (-13%), Italy, Netherlands, Sweden (all -8%), Belgium (-7%) and Norway (-5%) all came close to 2019 levels.

Strong results expected in the coming Northern Hemisphere summer season

- The latest UNWTO Confidence Index shows bullish prospects for May-August 2023, with a score of 139 (on a scale of 0 to 200). Almost 70% of experts expressed better (50%) or much better (19%) prospects for the 4-month period covering the Northern Hemisphere summer season.

- International tourism is expected to continue its recovery throughout the year backed by strong pent-up demand, the sustained recovery of air connectivity, as well as by the recent reopening of China and other major Asian markets and destinations.
- Both international seat capacity and passenger demand recovered around 80% of 2019 levels through February 2023, according to IATA.
- Looking ahead, most experts continue to believe international tourism will not return to 2019 levels until 2024 (38%) or 2025 or later (23%). Yet, this combined share of 61% has decreased slightly compared to the January survey (65%) showing improved confidence. It reflects that an increasing number of destinations are on their way to recovering pre-pandemic levels in 2023 or have already done so in 2022. Some 28% of respondents expect the recovery to occur in 2023.

Challenges remain ahead

- According to the Panel of Experts, the challenging economic environment continues to be the main factor weighing on the effective recovery of international tourism in 2023, with high inflation and rising oil prices translating into higher transport and accommodations costs.
- Against this backdrop, tourists are expected to increasingly seek value for money and travel closer to home in response to elevated prices and the overall economic challenges.
- The International Monetary Fund's latest World Economic Outlook (April 2023) indicates that global growth could fall from 3.4% in 2022 to 2.8% in 2023, amid financial sector turmoil, high inflation and the impacts of three years of COVID.
- Uncertainty derived from the Russian aggression against Ukraine and other mounting geopolitical tensions, also continue to represent downside risks. While risks associated with health remain, the World Health Organization declared on 5 May 2023 that COVID-19 is now an established and ongoing health issue which no longer constitutes a public health emergency of international concern.

International Tourist Arrivals by (Sub)region

											Monthly/quarterly data series							
	(million)				Share	Change (%)			Change (%)*		Change (%)*				Change (%)*			
	2019	2020	2021	2022*	(%)	vs. previous year			vs. 2019		2023 versus 2022 ²				2023 versus 2019			
						20/19	21/20*	22/21*	21/19*	22/19*	YTD	Jan.	Feb.	Mar.	YTD	Jan.	Feb.	Mar.
World	1465	407	456	963	100	-72.2	12.0	111.2	-68.9	-34.3	86	121	86	65	-20.4	-22.0	-20.1	-19.3
Advanced economies ¹	777	221	244	541	56.2	-71.6	10.5	121.9	-68.6	-30.4	90	126	87	70	-18.4	-21.3	-17.9	-16.4
Emerging economies ¹	688	186	212	422	43.8	-73.0	13.8	98.9	-69.2	-38.8	83	116	85	59	-22.4	-22.7	-22.2	-22.3
<i>By UNWTO regions:</i>																		
Europe	743.9	239.6	304.9	594.5	61.8	-67.8	27.2	95.0	-59.0	-20.1	52	81	47	37	-9.6	-8.5	-9.2	-10.8
Northern Europe	83.7	23.7	21.9	71.7	7.4	-71.7	-7.3	226.9	-73.8	-14.4	73	151	72	37	-9.2	-11.1	-8.1	-8.4
Western Europe	205.1	83.5	87.7	167.4	17.4	-59.3	5.1	90.8	-57.2	-18.4	57	88	54	40	-8.4	-6.3	-7.1	-11.2
Central/Eastern Eur.	150.9	44.1	56.3	88.7	9.2	-70.8	27.9	57.5	-62.7	-41.2	45	53	37	44	-27.8	-28.6	-28.7	-26.3
Southern/Medit. Eur.	304.1	88.4	138.9	266.7	27.7	-70.9	57.1	92.1	-54.3	-12.3	45	75	39	32	0.6	4.2	1.2	-3.1
- of which EU-27	539.0	182.7	225.9	440.6	45.8	-66.1	23.6	95.0	-58.1	-18.3	53	86	49	37	-7.7	-6.4	-6.8	-9.4
Asia and the Pacific	360.1	59.1	24.8	100.5	10.4	-83.6	-58.0	304.6	-93.1	-72.1	474	538	496	412	-46.0	-49.9	-45.2	-43.1
North-East Asia	170.3	20.3	10.9	19.2	2.0	-88.1	-46.4	76.8	-93.6	-88.7	503	414	474	603	-64.5	-72.0	-64.6	-57.4
South-East Asia	138.6	25.5	3.3	46.9	4.9	-81.6	-87.2	↑	-97.6	-66.2	↑	↑	↑	↑	-32.3	-34.3	-33.6	-29.1
Oceania	17.5	3.6	0.8	6.7	0.7	-79.2	-79.2	788.7	-95.7	-61.4	477	695	655	292	-36.7	-40.1	-36.6	-33.5
South Asia	33.8	9.8	10.0	27.7	2.9	-71.1	2.1	177.9	-70.5	-17.9	85	144	112	25	-16.7	-11.4	-9.6	-29.5
Americas	219.3	69.6	81.5	155.6	16.2	-68.3	17.1	91.0	-62.8	-29.1	70	86	72	56	-14.5	-16.8	-13.4	-13.1
North America	146.6	46.5	57.0	102.0	10.6	-68.3	22.7	78.9	-61.1	-30.4	68	76	71	61	-16.3	-18.9	-15.9	-14.3
Caribbean	26.3	10.3	14.5	22.6	2.3	-61.0	40.7	56.2	-45.1	-14.2	39	58	36	29	-6.2	-6.1	-6.2	-6.3
Central America	10.9	3.1	4.7	9.3	1.0	-71.6	51.1	98.2	-57.1	-15.0	44	67	42	28	-2.4	-8.2	1.5	0.4
South America	35.4	9.8	5.3	21.7	2.3	-72.4	-45.6	308.1	-85.0	-38.8	132	174	135	92	-18.3	-20.0	-15.5	-19.3
Africa	69.1	18.7	19.6	46.5	4.8	-72.9	5.0	136.8	-71.5	-32.6	101	170	98	62	-11.7	-10.8	-10.6	-13.6
North Africa	25.6	5.6	6.6	19.0	2.0	-78.2	17.9	188.9	-74.4	-25.9	159	505	147	74	4.3	7.2	9.2	-2.3
Subsaharan Africa	43.4	13.1	13.1	27.5	2.9	-69.8	-0.4	110.6	-69.9	-36.6	73	97	71	53	-20.8	-19.9	-21.9	-20.7
Middle East	73.0	19.8	24.9	65.6	6.8	-72.9	25.7	163.4	-65.9	-10.1	49	101	55	16	15.4	13.6	15.8	16.7
<i>Memorandum³</i>																		
ASEAN	138.5	25.4	3.3	46.8	4.9	-81.6	-87.2	↑	-97.7	-66.2	↑	↑	↑	↑	-32.3	-34.3	-33.6	-29.1
G20	1000.2	300.0	351.9	708.1	73.5	-70.0	17.3	101.3	-64.8	-29.2	106	105	72	53	-17.6	-18.4	-16.7	-17.7
GCC	47.7	13.5	18.3	47.6	4.9	-71.7	35.4	160.4	-61.7	-0.3	161	112	58	12	33.0	25.8	34.9	38.7
LDCs	36.7	10.4	7.8	17.3	1.8	-71.6	-24.8	120.2	-78.6	-53.0	146	185	175	143	-36.2	-37.5	-37.3	-33.8
LLDCs	50.6	12.0	12.8	30.0	3.1	-76.3	6.9	134.1	-74.7	-40.7	163	148	128	100	-28.5	-28.7	-30.0	-26.9
SIDS	43.9	10.5	13.4	35.3	3.7	-76.1	27.7	163.8	-69.5	-19.6	166	116	89	77	-4.8	-6.6	-4.9	-3.0

Source: World Tourism Organization (UNWTO)

(Data as collected by UNWTO, May 2023)

* Provisional data

¹ Classification based on the International Monetary Fund (IMF), see the Statistical Annex of the IMF World Economic Outlook of April 2017, page 175, at www.imf.org/external/ns/cs.aspx?id=29.² Arrows (↑) indicate percentage change above 1000. (See Methodological Notes)³ ASEAN: Association of Southeast Asian Nations, G20: Group of Twenty, GCC: Gulf Cooperation Council,

LDCs: Least Developed Countries, LLDCs: Landlocked Developing Countries, SIDS: Small Island Developing States. (See Methodological Notes)

See box in page 'Annex-1' for explanation of abbreviations and symbols used.

For regularly updated data, please check the *UNWTO Tourism Recovery Tracker*: <https://www.unwto.org/unwto-tourism-recovery-tracker>

International Tourism by (Sub)region

	International Tourism Receipts														International Tourist Arrivals				
	(billion)								Share (%)	Change (%)						(million)		Change (%)	
	USD				EUR					2022*	Local currencies, constant prices						2019	2022*	22/21*
	2019	2020	2021	2022*	2019	2020	2021	2022*	20/19		21/20	22/21*	21/19*	22/19*	2019	2022*			
World	1494	559	638	1031	1335	490	540	979	100	-62.8	8.2	49.5	-59.5	-36.1	1465	963	111.2	-34.3	
Advanced economies ¹	936	366	400	679	836	321	338	645	65.8	-61.5	2.8	57.0	-59.8	-32.9	777	541	121.9	-30.4	
Emerging economies ¹	558	193	238	353	498	169	201	335	34.2	-65.1	18.5	37.0	-59.0	-41.5	688	422	98.9	-38.8	
<i>By UNWTO regions:</i>																			
Europe	584.3	249.3	327.4	548.6	521.9	218.2	276.8	521.0	53.2	-58.1	23.4	55.1	-47.4	-13.1	743.9	594.5	95.0	-20.1	
Northern Europe	95.2	41.0	50.8	102.2	85.1	35.9	42.9	97.1	9.9	-57.4	12.9	86.3	-51.3	-0.6	83.7	71.7	226.9	-14.4	
Western Europe	179.1	99.1	105.3	155.0	160.0	86.8	89.0	147.2	15.0	-46.2	0.2	36.2	-44.5	-19.9	205.1	167.4	90.8	-18.4	
Central/Eastern Eur.	69.0	28.5	34.7	54.8	61.7	24.9	29.3	52.0	5.3	-58.7	14.5	46.2	-52.8	-26.5	150.9	88.7	57.5	-41.2	
Southern/Medit. Eur.	241.0	80.6	136.7	236.6	215.3	70.6	115.5	224.7	22.9	-67.1	60.4	60.2	-46.3	-9.1	304.1	266.7	92.1	-12.3	
- of which EU-27	423.2	182.4	233.5	382.2	378.0	159.7	197.4	363.0	37.1	-57.8	20.5	51.5	-48.1	-16.4	539.0	440.6	95.0	-18.3	
Asia and the Pacific	441.2	126.2	90.6	131.4	394.1	110.5	76.6	124.8	12.7	-71.5	-31.5	34.2	-80.4	-72.4	360.1	100.5	304.6	-72.1	
North-East Asia	187.2	44.9	45.0	45.8	167.2	39.3	38.1	43.5	4.4	-76.4	-2.7	-5.9	-76.7	-77.4	170.3	19.2	76.8	-88.7	
South-East Asia	146.9	31.2	11.0	37.8	131.2	27.3	9.3	35.9	3.7	-78.7	-65.4	218.0	-92.7	-76.2	138.6	46.9	↑	-66.2	
Oceania	61.4	32.7	20.3	29.8	54.9	28.6	17.2	28.3	2.9	-46.7	-44.5	35.3	-70.5	-55.2	17.5	6.7	788.7	-61.4	
South Asia	45.7	17.4	14.3	18.1	40.8	15.2	12.1	17.2	1.8	-62.2	-20.9	17.2	-69.9	-63.4	33.8	27.7	177.9	-17.9	
Americas	330.6	125.4	140.3	243.9	295.3	109.8	118.7	231.6	23.6	-61.7	6.0	60.8	-59.8	-31.7	219.3	155.6	91.0	-29.1	
North America	253.4	97.1	104.4	187.3	226.3	85.0	88.3	177.8	18.2	-61.7	0.9	66.0	-61.3	-31.6	146.6	102.0	78.9	-30.4	
Caribbean	34.9	14.5	20.9	25.2	31.2	12.7	17.7	23.9	2.4	-58.1	39.2	11.4	-42.3	-33.3	26.3	22.6	56.2	-14.2	
Central America	12.6	4.0	6.1	8.9	11.3	3.5	5.1	8.4	0.9	-68.3	50.2	35.8	-52.3	-34.8	10.9	9.3	98.2	-15.0	
South America	29.6	9.8	8.9	22.6	26.5	8.6	7.5	21.4	2.2	-63.2	-10.8	134.1	-70.5	-29.5	35.4	21.7	308.1	-38.8	
Africa	38.9	14.9	17.5	31.6	34.7	13.1	14.8	30.0	3.1	-61.3	10.1	66.6	-57.7	-24.8	69.1	46.5	136.8	-32.6	
North Africa	11.2	5.4	6.0	11.7	10.0	4.7	5.1	11.1	1.1	-53.0	3.9	81.1	-49.8	-3.4	25.6	19.0	188.9	-25.9	
Subsaharan Africa	27.7	9.5	11.6	19.9	24.7	8.3	9.8	18.9	1.9	-64.7	13.6	59.0	-61.0	-33.6	43.4	27.5	110.6	-36.6	
Middle East	99.2	43.5	62.5	75.9	88.6	38.1	52.8	72.1	7.4	-56.0	42.3	12.4	-37.5	-29.2	73.0	65.6	163.4	-10.1	

Source: World Tourism Organization (UNWTO)

(Data as collected by UNWTO, May 2023)

* Provisional data

¹ Classification based on the International Monetary Fund (IMF), see the Statistical Annex of the IMF World Economic Outlook of April 2017, page 175, at www.imf.org/external/ns/cs.aspx?id=29.

See box in page 'Annex-1' for explanation of abbreviations and symbols used.

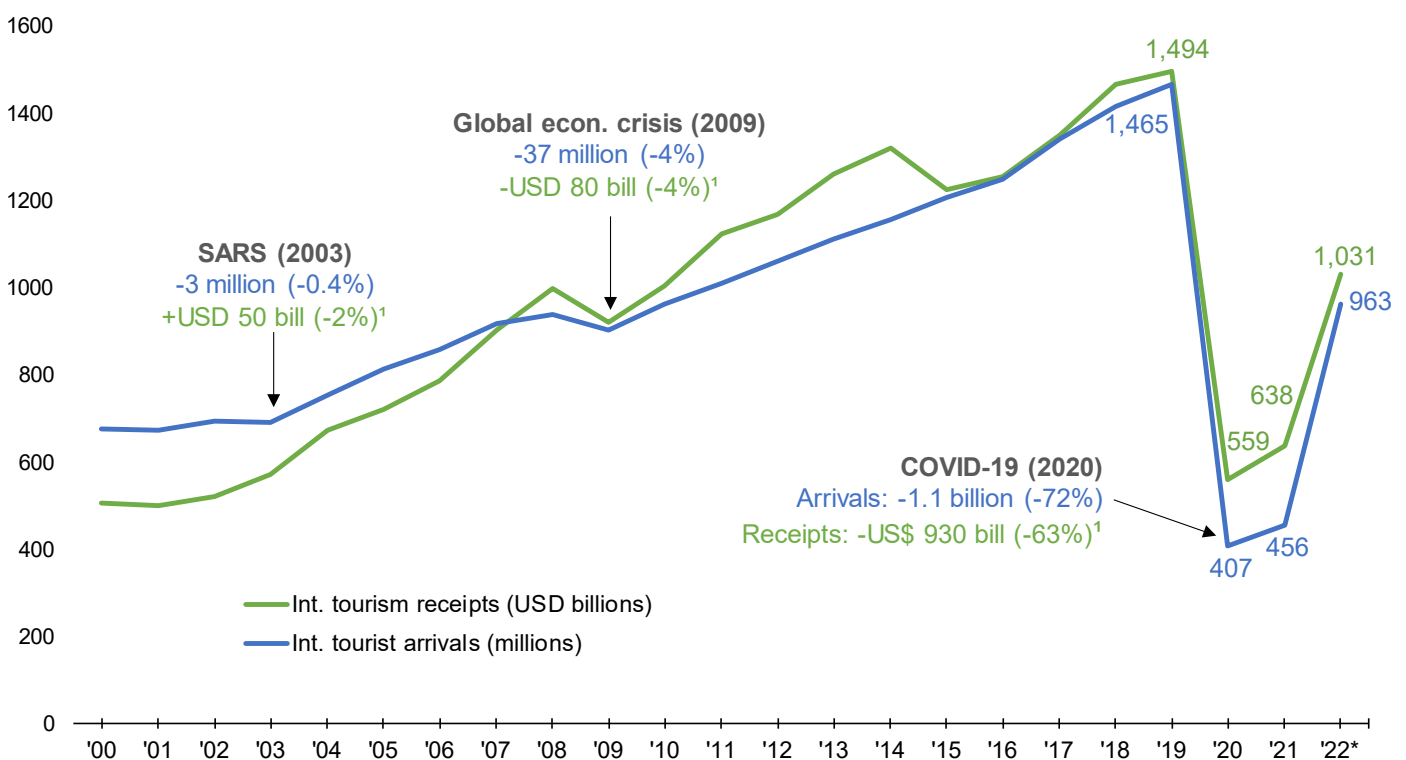
International tourism receipts climbed to 65% of pre-pandemic levels in 2022

- International tourism receipts rebounded strongly in 2022 to hit the USD 1 trillion mark for the first time since 2019, with several destinations recovering or exceeding pre-pandemic earnings.
- This represents a 50% increase in real terms from 2021 according to provisional estimates, putting international visitor spending at nearly 65% of pre-crisis levels in 2022.
- Results are in line with the rebound in international arrivals, which reached 66% of 2019 levels last year driven by large pent-up demand and the lifting or relaxation of travel restrictions in many countries around the world.
- Total export revenues from international tourism, which also include passenger transport fares, reached USD 1.25 trillion in 2022, a 52% increase in real terms from 2021. This represents 66% of the 2019 figure which exceeded USD 1.7 trillion.
- By regions, Europe saw the best results in 2022 with USD 550 billion in tourism receipts (EUR 520 billion)

or 87% of pre-pandemic values (real terms). Earnings in Africa reached 75% of pre-crisis levels. The Middle East and the Americas both recovered about 70% of their pre-pandemic earnings, while Asia and the Pacific earned less than 30%, as many countries remained closed to non-essential travel in 2022.

- Several destinations saw receipts reach or exceed pre-pandemic levels in 2022 driven by the important rebound in international travel but also rising prices. Among the major earners, the United Kingdom and Türkiye both saw tourism receipts climb 20% above pre-pandemic levels, while Mexico earned 14% more and France about the same as in 2019 (in local currencies).
- Saudi Arabia also reported strong receipts last year (+43% over 2019), as did Croatia (+22%), Poland (+19%) and Portugal (+15%). Mediterranean destinations Spain (-3%), Greece (-3%) and Italy (-5%) all recorded earnings just below their 2019 figures.

International tourist arrivals and tourism receipts, 2000-2022*



Source: World Tourism Organization (UNWTO)

(Data as collected by UNWTO, May 2023)

* Provisional data

¹ Change in real terms (local currencies, constant prices)

Estimated loss of USD 2.6 trillion in tourism revenues from the COVID-19 pandemic

- The coronavirus pandemic has caused an estimated loss of USD 2.6 trillion in international tourism revenues so far since the outbreak in 2020. Revenues dropped 62% in 2020, 59% in 2021 and 36% in 2022 (compared to 2019, in real terms).
- Asia and the Pacific suffered the largest loss across regions, with USD 1 trillion or 40% of the global loss between 2020 and 2022, due to longer border closures and stricter restrictions. Europe lost an estimated USD 770 billion in tourism revenues or 30% of the total, despite earlier lifting of travel restrictions, due to its size as a destination region.
- The loss in the Americas is estimated at USD 560 billion or 22% of the total, while the Middle East and Africa account for 5% and 2% respectively.
- Despite the drop in earnings, average spending per trip (international receipts per arrival) actually increased during the pandemic, from roughly USD 1,000 in 2019, to US\$ 1,400 in 2020 and 2021 (current dollars), partly due to longer periods of stay and the need or willingness by travelers to spend more in their destination. In 2022 this ratio declined to about USD 1,100 per trip, reflecting more normalized spending patterns.
- The pandemic also reduced the weight of tourism in global exports of goods and services, from 7% in 2019 (calculated in US dollars) to 3% in both 2020 and 2021 and 4% in 2022. The weight of tourism in the value of services exports also declined, from 28% in 2019 to 13% in 2020 and 2021, and 17% in 2022.



Industry Indicators

International air travel rebounds strongly at the start of the year

Air passenger traffic

- According to **IATA**, global passenger traffic ended the first quarter of 2023 on a strong note, with revenue passenger-kilometers (RPKs) increasing by 58% year-on-year. Global RPKs recovered 86% of pre-pandemic levels, showing a significant improvement from the previous year. The recovery of global traffic has been helped by recent developments in the Asia-Pacific air market.
- According to data available broken down by international and domestic air traffic for January-March 2023, international traffic recovered 79% of 2019 levels in the first three months of 2023, close to the result for international arrivals in the same period (80%).
- By region, international air traffic in North America recovered 95% and the Middle East 92% of 2019 levels. International RPKs in Europe (-15%) were close to pre-pandemic level with buoyant international traffic within the region, while Latin America and Africa reported decreases of 16% and 11% respectively. International RPKs in Asia and the Pacific improved from last year, though were still 40% below 2019.
- Global domestic air traffic (RPKs) recovered 98% in January-March 2023. By market, India (+5%) and the United States (both +1%) exceeded 2019 levels in the first three months of 2023, while Brazil (-3% RPKs) and China (-9%) were close.

Air capacity

- In terms of capacity, data from IATA shows that international capacity worldwide (measured in available seat-kilometres or ASKs) stood at 20% below 2019 levels in January-March 2023, showing a steady improvement despite the slowdown in economic activity through 2022 and at the beginning of 2023. North America and Europe recovered 95% and 92% of pre-pandemic-levels in the first two months of the year.

- Domestic air capacity (+3% ASKs) exceeded 2019 levels globally with robust results across different markets. Domestic air capacity reached or exceeded pre-pandemic levels in India, China (both +6%), the United States (+5%) and Brazil (0%). Domestic traffic came close to pre-pandemic numbers in Australia (-10%) and Japan (-12%).

Accommodation

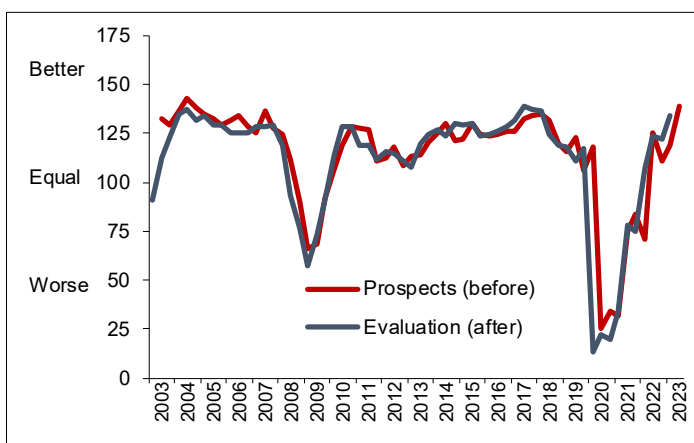
- According to **STR**, global occupancy rates reached 66% in March 2023, from 54% in January 2023. Most world (sub) regions saw rates above 60% in March 2023. The Middle East and Asia and the Pacific (both 67%) saw the highest occupancy rates in March 2023, followed by the Americas (65%) and Europe (64%).
- By subregion, Oceania, the Caribbean (both 73%) and Northern Europe (72%) showed the highest occupancy rates in March 2022, while occupancy in Central America (69%) and North-East Asia (67%) were above the world average (data by region are based on STR statistical regions).

UNWTO Confidence Index

Sharp increase in confidence levels ahead of the Northern Hemisphere summer travel period

- The survey conducted in May 2023 shows a marked uptick in the UNWTO Confidence Index for the period January-April 2023, reflecting stronger-than-expected performance in the first four months of the year. On a scale of 0 to 200, the UNWTO Panel of Tourism Experts rated the period January-April 2023 with a score of 134, above the expectations expressed in the January survey ahead of that 4-month period (119) and exceeding 2019 confidence levels.

UNWTO Confidence Index: World



Source: World Tourism Organization (UNWTO) ©

- Despite economic and geopolitical headwinds, experts pointed out that the lifting of travel restrictions in most remaining countries, especially in Asia and the Pacific, the recovery of key market segments and the strong pent-up demand, were pivotal drivers behind the robust performance of tourism during the first four months of the year.
- Most survey respondents evaluated January-April 2023 as better (46%) or much better (21%) than expected, while 16% did not see any change. Some 17% considered it worse or much worse

Bullish prospects for May-August 2023

- The UNWTO Confidence Index shows bullish prospects for May-August 2023, with a score of 139 (on a scale of 0 to 200). This score largely exceeds prospects expressed for the same period last year (125) and anticipates a busy Northern Hemisphere summer season.

- Expectations for May-August 2023 underpins the strong tourism recovery, with still large pent-up demand though in a context of uncertainty and volatility. Almost 70% of respondents expect better (50%) or much better (19%) performance for the 4-month period, while 21% see equal performance and only 10% worse.
- International tourism is expected to continue its recovery backed by strong travel demand as well as by the recent reopening of China and other major Asian markets and destinations.
- However, experts pointed out that staff shortages remain a critical issue in view of the peak travel period. Airport and flight operations as well as tourism businesses could partly be disrupted by a shortfall of staff in a context of high travel demand. In addition, visa issuance and air capacity constraints could slow the resumption of travel from China, the largest outbound market before the pandemic. While air connectivity is showing sustained recovery overall, there is still room for air capacity improvement in some short- and long-haul international routes.

Consolidation of tourism recovery in 2023 amid challenges

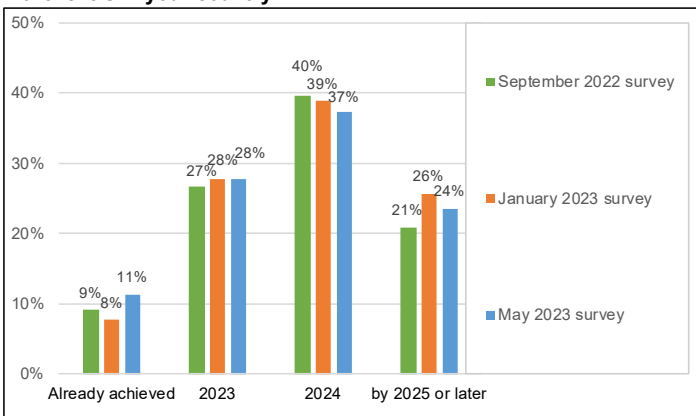
- Most tourism professionals (84%) continue to see better or much better prospects for 2023, compared to 2022. Some 10% expect similar performance as in 2022, while only 5% consider 2023 will be worse or much worse than last year.
- However, economic and geopolitical challenges remain. According to experts, the economic environment continues to be the main factor weighing on the recovery of international tourism. Global inflation and energy prices remain high, resulting in higher transport and accommodation costs.
- Economic factors are expected to influence how people travel in 2023, in particular the more price-sensitive segments. This could translate into a preference for value for money, a more cautious attitude towards spending, travel closer to home or shorter trips.
- Furthermore, continued uncertainty derived from the Russian aggression against Ukraine and other mounting geopolitical tensions also represent downside risks.

- While risks associated with health remain, COVID-19 no longer represents an obstacle for travel, according to Panel experts' opinion. As of 11 May 2023, 157 destinations had no COVID-19 related restrictions in place (www.unwto.org/tourism-data/unwto-iata-destination-tracker-easy-travel).

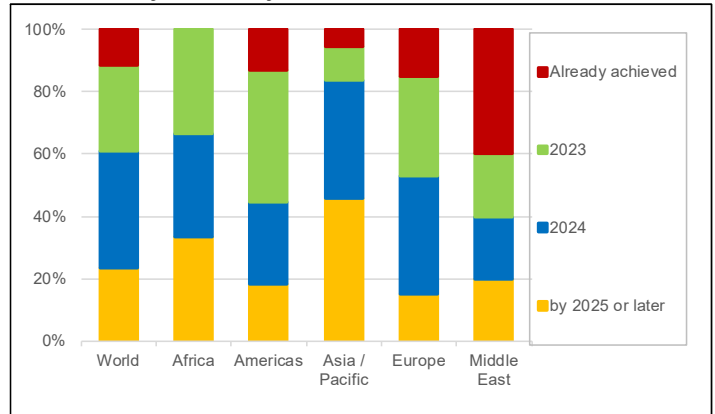
Return to pre-pandemic levels for global tourism not expected before 2024

- Looking ahead, most experts continue to believe international tourism will not return to 2019 levels before 2024 (37%), or 2025 and later (24%).
- Yet, this combined share of 61% had decreased slightly compared to the January survey (65%) showing improved confidence. This reflects that an increasing number of destinations are on their way to recovering pre-pandemic levels in 2023 or have already done so in 2022. Some 28% of respondents expect the recovery to occur in 2023.

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



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



Source: May 2023 Survey of the UNWTO Panel of Tourism Experts

Leisure related travel segments showing fastest recovery

- According to Panel experts, urban tourism and city breaks, one of the most affected segments during the pandemic, is showing the fastest recovery, along with sun and sea, nature and mountain. This reflects the significant weight of travel for leisure purposes. Segments with an important sustainability component such as nature, mountain, rural, gastronomy, adventure, ecotourism and health tourism are increasingly gaining preference among consumers. While the meetings industry has experienced a comparatively slower recovery, an increasing number of international large events have been taking place. Visiting friends and relatives (VFR) was also mentioned by experts as an important segment contributing to tourism recovery.
- Domestic tourism continues to support the recovery in an important number of destinations, in particular in those with a large domestic market. Domestic tourism has been a key driver for tourism recovery in destinations that were closed to non-essential travel for a long period, in particular Asian destinations such as China, Macao (China) or Japan. Domestic tourism has also represented a buffer for Eastern European destinations affected by the proximity of the Russia-Ukraine conflict.
- However, around 45% consider that it is contributing to the recovery only partially, which reflects the importance of international tourism in many destinations as well as the sustained recovery of international demand.

- There is still room for recovery in many destinations, in particular in Asia and the Pacific and Africa. In fact, the largest share of experts pointing to a return to 2019 levels in 2024 or later are in Asia and the Pacific (84%), of which 38% pointed to 2024 and 46% to 2025 or later. Most experts in Africa (66%) indicated 2024 or later.

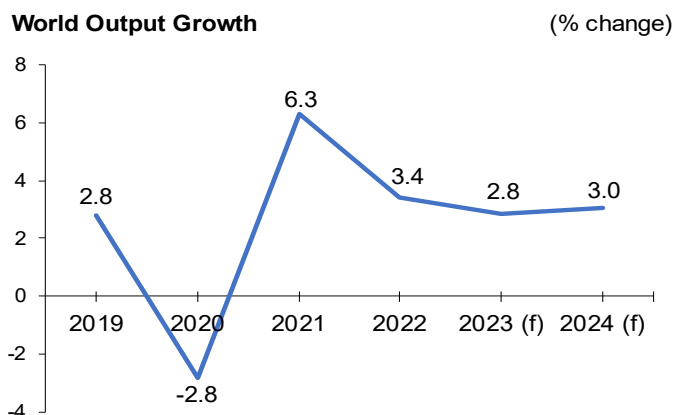
Source: May 2023 Survey of the UNWTO Panel of Tourism Experts

https://www.e-unwto.org/doi/pdf/10.18111/wtobarometereng.2023.21.1.2 - Tuesday, August 01, 2023 6:40:40 AM - Ministry for Regional Development in the Czech Republic IP Address: 194.213.207.136

Economic Outlook

World economy facing slow and uncertain recovery

- Global economic growth is projected to slow from 3.4% in 2022 to 2.8% in 2023, before rebounding moderately to 3.0% in 2024, in what the IMF calls “a rocky recovery” in the April 2023 World Economic Outlook (WEO).
- The economy is at a highly uncertain moment after three years of adverse shocks, most notably the coronavirus pandemic and Russia’s invasion of Ukraine. Pent-up demand and commodity price spikes have led to record inflation in many economies, causing central banks to raise interest rates to contain prices.
- The economic slowdown could be more pronounced in advanced economies, with output in the Euro Area dropping from 3.5% in 2022 to 0.8% in 2023, and from 2.1% to 1.6% in the United States. Based on a plausible alternative scenario, global output could slow further to 2.5% this year if the stress in the financial sector continues.
- Three US banks failed in March 2023, including Silicon Valley Bank, a mid-sized California bank serving mostly technology companies impacted by rising interest rates. In Europe, Credit Suisse announced its largest loss since the 2009 financial crisis and was acquired by competitor UBS to prevent its collapse. The Federal Reserve, the ECB and other central banks responded by announcing liquidity measures to calm the market turmoil.
- The global economy is expected to recover gradually, though many countries are still absorbing the shock from the pandemic and from Russia’s invasion of Ukraine, which caused major trade disruptions and commodity price volatility. China is rebounding strongly since the reopening of its economy, with retail sales and travel bookings picking up, which is benefiting tourism destinations in the region and beyond.
- Global inflation is expected to drop from 8.7% in 2022 to 7.0% in 2023 according to the IMF, partly thanks to declining energy and commodity prices, after a synchronized tightening of monetary policy around the world. However, core inflation (excluding energy & food prices) is projected to decrease more slowly and its return to target is unlikely before 2025.

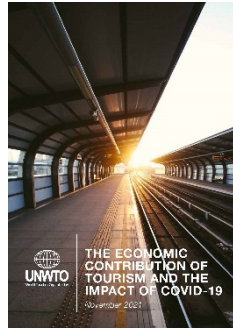


Source: World Economic Outlook (April 2023), IMF (f) forecast

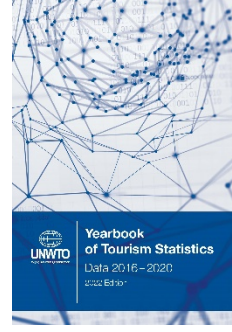
See the April 2023 World Economic Outlook (WEO) by the International Monetary Fund (IMF) at: www.imf.org/en/Publications/WEO



UNWTO World Tourism Barometer



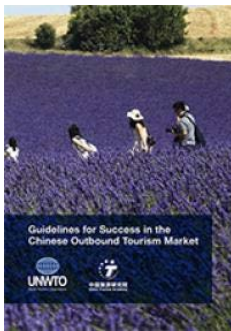
The Economic Contribution of Tourism and the Impact of COVID-19 (2021)



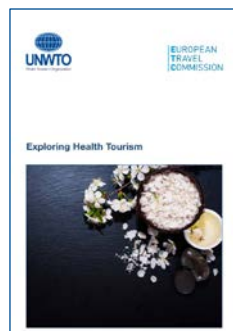
Yearbook of Tourism Statistics (2016-2020)



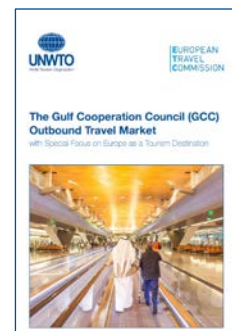
Compendium of Tourism Statistics (2016-2020)



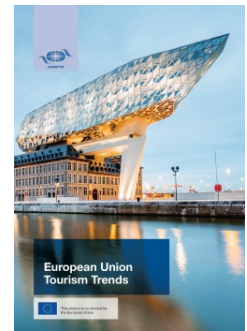
Guidelines for Success in the Chinese Outbound Tourism Market (2019)



Exploring Health Tourism (2018)



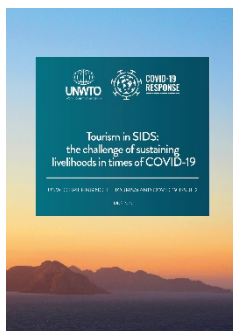
The Gulf Cooperation Council (GCC) Outbound Travel Market (2018)



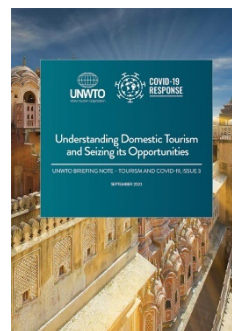
European Union Tourism Trends (2018)



How are countries supporting tourism recovery? Tourism and Covid-19 (2020)



Tourism in SIDS: the challenge of sustaining livelihoods in times of Covid-19 (2020)

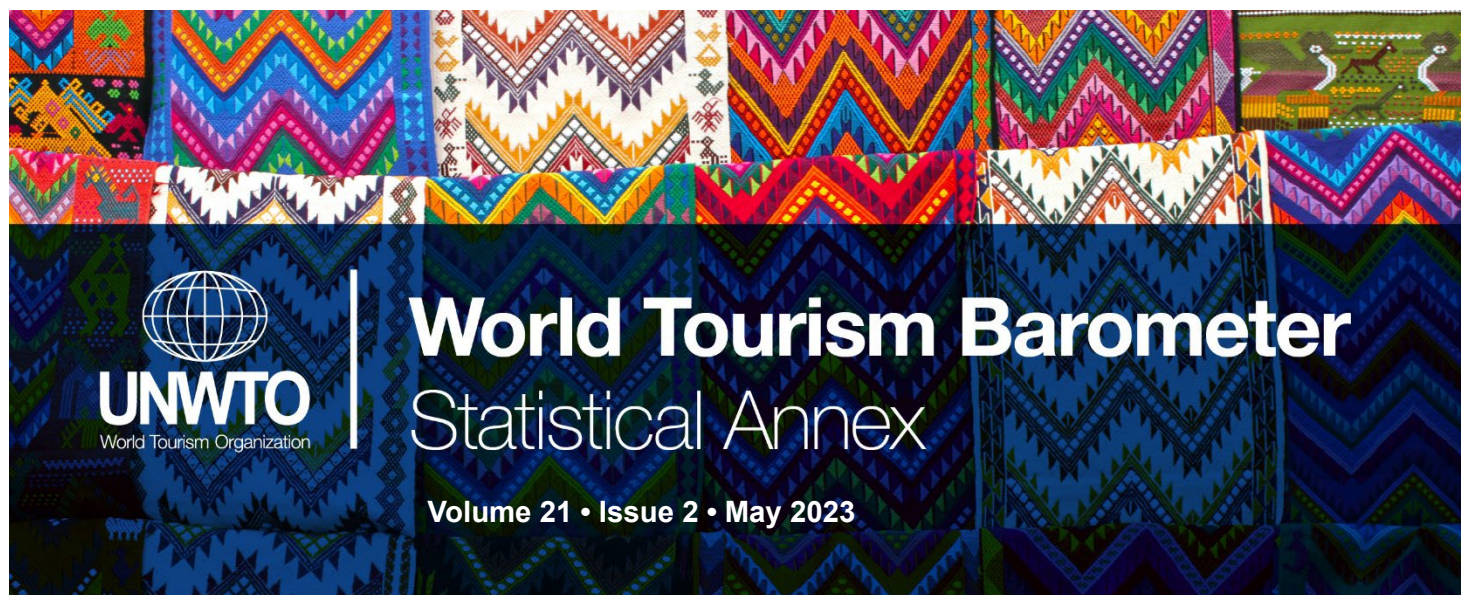


Understanding domestic tourism and seizing its opportunities (2020)



UNWTO/GTERC Asia Tourism Trends, 2020 Edition

www.unwto.org/publications



World Tourism Barometer

Statistical Annex

Volume 21 • Issue 2 • May 2023

The following pages contain detailed tables on tourism related indicators such as international tourist arrivals, international tourism receipts and expenditure collected by UNWTO from national institutions, as well as the international tourism in the Balance of Payments and the evaluation of UNWTO Panel of Tourism Experts.

Tables reflect yearly data and monthly or quarterly data currently available. Most data are preliminary and may be subject to revision. See the Methodological Notes at the end of this annex for further information on the data.

The tables on the following pages are not included in the free extract of the UNWTO World Tourism Barometer. The full document is available in electronic format for sale and free for UNWTO members and subscribers through the UNWTO elibrary at:

- English version: www.e-unwto.org/content/w83v37
- French version: www.e-unwto.org/content/t73863
- Spanish version: www.e-unwto.org/content/rn1422
- Russian version: www.e-unwto.org/content/j62835

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Explanation of abbreviations and symbols used

- * = provisional figure or data
- | = change of series or methodology
- .. = figure or data not (yet) available
- n/a = not applicable

mn = million (1,000,000)

bn = billion (1,000,000,000) [note in Spanish 'miles de millones']

trn = trillion (1,000,000,000,000) [note in Spanish 'billones']

Q1: January, February, March

T1: From January to April

Q2: April, May, June

T2: From May to August

Q3: July, August, September

T3: From Sept. to December

Q4: October, November, December

H1: from January to June

H2: from July to December

YTD: Year-to-date refers to the change in the months with data available, compared to the same period of the previous year. The (sub)regional totals are approximations for the whole (sub)region based on trends in countries for which data is available.

Series of International Tourist Arrivals

TF: International tourist arrivals (ITA) at frontiers (excluding same-day visitors);

THS: ITA at hotels and similar establishments;

TCE: ITA at collective tourism establishments;

VF: International visitor arrivals at frontiers (tourists and same-day visitors);

NHS: Nights of international tourists in hotels and similar establishments;

NCE: Nights of international tourists in collective tourism establishments.

n Shaded rank numbers indicate an upward movement in the destination's place in the ranking over 2019.

Series of International Tourism Receipts and Expenditure

All percentages are calculated from non-seasonally adjusted series in local currencies, unless otherwise indicated:

\$: in US dollars; **€:** in euros; **sa:** seasonally-adjusted series.

For more on concepts, definitions and computation of data, please see the Methodological Notes on page A-21.



The World Tourism Organization (UNWTO) is the United Nations specialized agency mandated with the promotion of responsible, sustainable and universally accessible tourism.

UNWTO's membership includes 159 countries, 6 Associate Members, two Permanent Observers, and over 500 Affiliate Members representing the private sector, educational institutions, tourism associations and local tourism authorities.

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About the *UNWTO World Tourism Barometer*

The *UNWTO World Tourism Barometer* is a publication of the World Tourism Organization (UNWTO) that monitors short-term tourism trends on a regular basis to provide global tourism stakeholders with up-to-date analysis on international tourism.

The information is updated several times a year and includes an analysis of the latest data on tourism destinations (inbound tourism) and source markets (outbound tourism). The Barometer also includes three times a year a Confidence Index based on the UNWTO Panel of Tourism Experts survey, which provides an evaluation of recent performance and short-term prospects on international tourism.

The UNWTO Secretariat wishes to express its gratitude to those who have contributed to the production of this *UNWTO World Tourism Barometer*, in particular to institutions that supplied data, and to the members of the UNWTO Panel of Tourism Experts for their valuable feedback and analysis.

This report was prepared by the UNWTO Tourism Market Intelligence and Competitiveness Department, under the supervision of Sandra Carvão, Director of the Department. Authors include (in alphabetical order): Fernando Alonso, Michel Julian and Javier Ruescas. Data was compiled from the [Tourism Market Intelligence Database](#) and the [Tourism Statistics Database](#) based on official country sources.

For more information including copies of previous issues, please visit: www.e-unwto.org/loi/wtobarometereng.

We welcome your comments and suggestions at barom@unwto.org.

Data collection for this issue was closed at the end of April 2023.

The next issue of the *UNWTO World Tourism Barometer* is scheduled to be published in September 2023.

International Tourist Arrivals by (Sub)region

	(million)				Share (%)	Change (%)				Monthly/quarterly data series								
						vs. previous year			vs. 2019		Change (%)*				2023 versus 2019			
	2019	2020	2021	2022*	2022*	20/19	21/20*	22/21*	21/19*	22/19*	YTD	Jan.	Feb.	Mar.	YTD	Jan.	Feb.	Mar.
World	1465	407	456	963	100	-72.2	12.0	111.2	-68.9	-34.3	86	121	86	65	-20.4	-22.0	-20.1	-19.3
Advanced economies ¹	777	221	244	541	56.2	-71.6	10.5	121.9	-68.6	-30.4	90	126	87	70	-18.4	-21.3	-17.9	-16.4
Emerging economies ¹	688	186	212	422	43.8	-73.0	13.8	98.9	-69.2	-38.8	83	116	85	59	-22.4	-22.7	-22.2	-22.3
<i>By UNWTO regions:</i>																		
Europe	743.9	239.6	304.9	594.5	61.8	-67.8	27.2	95.0	-59.0	-20.1	52	81	47	37	-9.6	-8.5	-9.2	-10.8
Northern Europe	83.7	23.7	21.9	71.7	7.4	-71.7	-7.3	226.9	-73.8	-14.4	73	151	72	37	-9.2	-11.1	-8.1	-8.4
Western Europe	205.1	83.5	87.7	167.4	17.4	-59.3	5.1	90.8	-57.2	-18.4	57	88	54	40	-8.4	-6.3	-7.1	-11.2
Central/Eastern Eur.	150.9	44.1	56.3	88.7	9.2	-70.8	27.9	57.5	-62.7	-41.2	45	53	37	44	-27.8	-28.6	-28.7	-26.3
Southern/Medit. Eur.	304.1	88.4	138.9	266.7	27.7	-70.9	57.1	92.1	-54.3	-12.3	45	75	39	32	0.6	4.2	1.2	-3.1
- of which EU-27	539.0	182.7	225.9	440.6	45.8	-66.1	23.6	95.0	-58.1	-18.3	53	86	49	37	-7.7	-6.4	-6.8	-9.4
Asia and the Pacific	360.1	59.1	24.8	100.5	10.4	-83.6	-58.0	304.6	-93.1	-72.1	474	538	496	412	-46.0	-49.9	-45.2	-43.1
North-East Asia	170.3	20.3	10.9	19.2	2.0	-88.1	-46.4	76.8	-93.6	-88.7	503	414	474	603	-64.5	-72.0	-64.6	-57.4
South-East Asia	138.6	25.5	3.3	46.9	4.9	-81.6	-87.2	↑	-97.6	-66.2	↑	↑	↑	↑	-32.3	-34.3	-33.6	-29.1
Oceania	17.5	3.6	0.8	6.7	0.7	-79.2	-79.2	788.7	-95.7	-61.4	477	695	655	292	-36.7	-40.1	-36.6	-33.5
South Asia	33.8	9.8	10.0	27.7	2.9	-71.1	2.1	177.9	-70.5	-17.9	85	144	112	25	-16.7	-11.4	-9.6	-29.5
Americas	219.3	69.6	81.5	155.6	16.2	-68.3	17.1	91.0	-62.8	-29.1	70	86	72	56	-14.5	-16.8	-13.4	-13.1
North America	146.6	46.5	57.0	102.0	10.6	-68.3	22.7	78.9	-61.1	-30.4	68	76	71	61	-16.3	-18.9	-15.9	-14.3
Caribbean	26.3	10.3	14.5	22.6	2.3	-61.0	40.7	56.2	-45.1	-14.2	39	58	36	29	-6.2	-6.1	-6.2	-6.3
Central America	10.9	3.1	4.7	9.3	1.0	-71.6	51.1	98.2	-57.1	-15.0	44	67	42	28	-2.4	-8.2	1.5	0.4
South America	35.4	9.8	5.3	21.7	2.3	-72.4	-45.6	308.1	-85.0	-38.8	132	174	135	92	-18.3	-20.0	-15.5	-19.3
Africa	69.1	18.7	19.6	46.5	4.8	-72.9	5.0	136.8	-71.5	-32.6	101	170	98	62	-11.7	-10.8	-10.6	-13.6
North Africa	25.6	5.6	6.6	19.0	2.0	-78.2	17.9	188.9	-74.4	-25.9	159	505	147	74	4.3	7.2	9.2	-2.3
Subsaharan Africa	43.4	13.1	13.1	27.5	2.9	-69.8	-0.4	110.6	-69.9	-36.6	73	97	71	53	-20.8	-19.9	-21.9	-20.7
Middle East	73.0	19.8	24.9	65.6	6.8	-72.9	25.7	163.4	-65.9	-10.1	49	101	55	16	15.4	13.6	15.8	16.7
<i>Memorandum³</i>																		
ASEAN	138.5	25.4	3.3	46.8	4.9	-81.6	-87.2	↑	-97.7	-66.2	↑	↑	↑	↑	-32.3	-34.3	-33.6	-29.1
G20	1000.2	300.0	351.9	708.1	73.5	-70.0	17.3	101.3	-64.8	-29.2	106	105	72	53	-17.6	-18.4	-16.7	-17.7
GCC	47.7	13.5	18.3	47.6	4.9	-71.7	35.4	160.4	-61.7	-0.3	161	112	58	12	33.0	25.8	34.9	38.7
LDCs	36.7	10.4	7.8	17.3	1.8	-71.6	-24.8	120.2	-78.6	-53.0	146	185	175	143	-36.2	-37.5	-37.3	-33.8
LLDCs	50.6	12.0	12.8	30.0	3.1	-76.3	6.9	134.1	-74.7	-40.7	163	148	128	100	-28.5	-28.7	-30.0	-26.9
SIDS	43.9	10.5	13.4	35.3	3.7	-76.1	27.7	163.8	-69.5	-19.6	166	116	89	77	-4.8	-6.6	-4.9	-3.0

Source: World Tourism Organization (UNWTO)

(Data as collected by UNWTO, May 2023)

* Provisional data

¹ Classification based on the International Monetary Fund (IMF), see the Statistical Annex of the IMF World Economic Outlook of April 2017, page 175, at www.imf.org/external/ns/cs.aspx?id=29.² Arrows (↑) indicate percentage change above 1000. (See Methodological Notes)³ ASEAN: Association of Southeast Asian Nations, G20: Group of Twenty, GCC: Gulf Cooperation Council,

LDCs: Least Developed Countries, LLDCs: Landlocked Developing Countries, SIDS: Small Island Developing States. (See Methodological Notes)

See box in page 'Annex-1' for explanation of abbreviations and symbols used.

International Tourism by (Sub)region

	International Tourism Receipts														International Tourist Arrivals				
	(billion)								Share (%)	Change (%)						(million)		Change (%)	
	USD				EUR					Local currencies, constant prices						2019	2022*	22/21*	22/19*
	2019	2020	2021	2022*	2019	2020	2021	2022*	2022*	20/19	21/20	22/21*	21/19*	22/19*	2019				
World	1494	559	638	1031	1335	490	540	979	100	-62.8	8.2	49.5	-59.5	-36.1	1465	963	111.2	-34.3	
Advanced economies ¹	936	366	400	679	836	321	338	645	65.8	-61.5	2.8	57.0	-59.8	-32.9	777	541	121.9	-30.4	
Emerging economies ¹	558	193	238	353	498	169	201	335	34.2	-65.1	18.5	37.0	-59.0	-41.5	688	422	98.9	-38.8	
<i>By UNWTO regions:</i>																			
Europe	584.3	249.3	327.4	548.6	521.9	218.2	276.8	521.0	53.2	-58.1	23.4	55.1	-47.4	-13.1	743.9	594.5	95.0	-20.1	
Northern Europe	95.2	41.0	50.8	102.2	85.1	35.9	42.9	97.1	9.9	-57.4	12.9	86.3	-51.3	-0.6	83.7	71.7	226.9	-14.4	
Western Europe	179.1	99.1	105.3	155.0	160.0	86.8	89.0	147.2	15.0	-46.2	0.2	36.2	-44.5	-19.9	205.1	167.4	90.8	-18.4	
Central/Eastern Eur.	69.0	28.5	34.7	54.8	61.7	24.9	29.3	52.0	5.3	-58.7	14.5	46.2	-52.8	-26.5	150.9	88.7	57.5	-41.2	
Southern/Medit. Eur.	241.0	80.6	136.7	236.6	215.3	70.6	115.5	224.7	22.9	-67.1	60.4	60.2	-46.3	-9.1	304.1	266.7	92.1	-12.3	
- of which EU-27	423.2	182.4	233.5	382.2	378.0	159.7	197.4	363.0	37.1	-57.8	20.5	51.5	-48.1	-16.4	539.0	440.6	95.0	-18.3	
Asia and the Pacific	441.2	126.2	90.6	131.4	394.1	110.5	76.6	124.8	12.7	-71.5	-31.5	34.2	-80.4	-72.4	360.1	100.5	304.6	-72.1	
North-East Asia	187.2	44.9	45.0	45.8	167.2	39.3	38.1	43.5	4.4	-76.4	-2.7	-5.9	-76.7	-77.4	170.3	19.2	76.8	-88.7	
South-East Asia	146.9	31.2	11.0	37.8	131.2	27.3	9.3	35.9	3.7	-78.7	-65.4	218.0	-92.7	-76.2	138.6	46.9	↑	-66.2	
Oceania	61.4	32.7	20.3	29.8	54.9	28.6	17.2	28.3	2.9	-46.7	-44.5	35.3	-70.5	-55.2	17.5	6.7	788.7	-61.4	
South Asia	45.7	17.4	14.3	18.1	40.8	15.2	12.1	17.2	1.8	-62.2	-20.9	17.2	-69.9	-63.4	33.8	27.7	177.9	-17.9	
Americas	330.6	125.4	140.3	243.9	295.3	109.8	118.7	231.6	23.6	-61.7	6.0	60.8	-59.8	-31.7	219.3	155.6	91.0	-29.1	
North America	253.4	97.1	104.4	187.3	226.3	85.0	88.3	177.8	18.2	-61.7	0.9	66.0	-61.3	-31.6	146.6	102.0	78.9	-30.4	
Caribbean	34.9	14.5	20.9	25.2	31.2	12.7	17.7	23.9	2.4	-58.1	39.2	11.4	-42.3	-33.3	26.3	22.6	56.2	-14.2	
Central America	12.6	4.0	6.1	8.9	11.3	3.5	5.1	8.4	0.9	-68.3	50.2	35.8	-52.3	-34.8	10.9	9.3	98.2	-15.0	
South America	29.6	9.8	8.9	22.6	26.5	8.6	7.5	21.4	2.2	-63.2	-10.8	134.1	-70.5	-29.5	35.4	21.7	308.1	-38.8	
Africa	38.9	14.9	17.5	31.6	34.7	13.1	14.8	30.0	3.1	-61.3	10.1	66.6	-57.7	-24.8	69.1	46.5	136.8	-32.6	
North Africa	11.2	5.4	6.0	11.7	10.0	4.7	5.1	11.1	1.1	-53.0	3.9	81.1	-49.8	-3.4	25.6	19.0	188.9	-25.9	
Subsaharan Africa	27.7	9.5	11.6	19.9	24.7	8.3	9.8	18.9	1.9	-64.7	13.6	59.0	-61.0	-33.6	43.4	27.5	110.6	-36.6	
Middle East	99.2	43.5	62.5	75.9	88.6	38.1	52.8	72.1	7.4	-56.0	42.3	12.4	-37.5	-29.2	73.0	65.6	163.4	-10.1	

Source: World Tourism Organization (UNWTO)

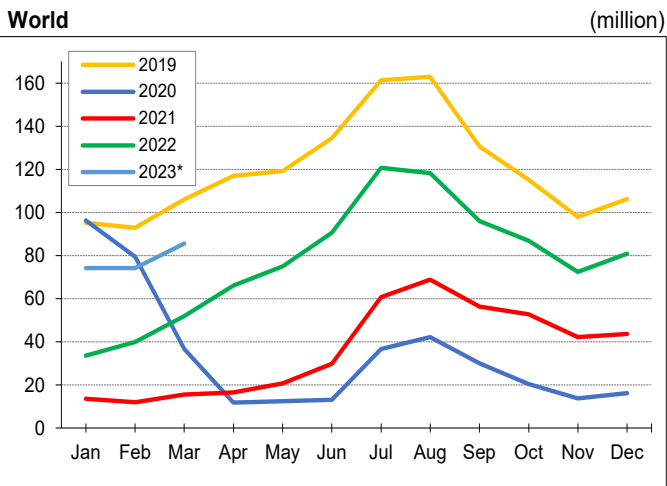
(Data as collected by UNWTO, May 2023)

* Provisional data

¹ Classification based on the International Monetary Fund (IMF), see the Statistical Annex of the IMF World Economic Outlook of April 2017, page 175, at www.imf.org/external/ns/cs.aspx?id=29.

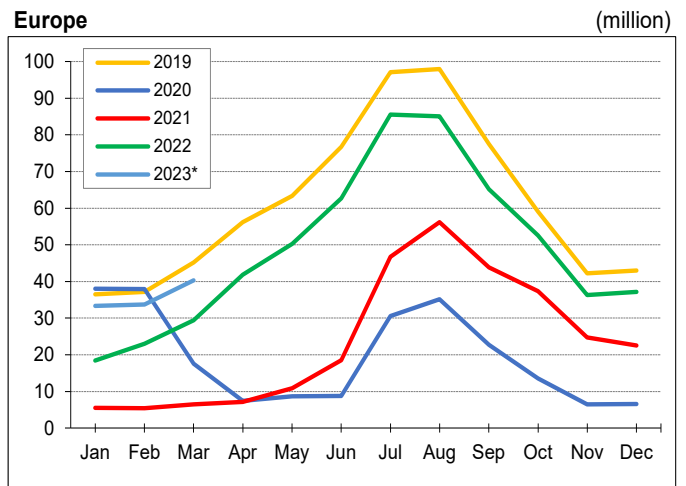
See box in page 'Annex-1' for explanation of abbreviations and symbols used.

International Tourist Arrivals by month



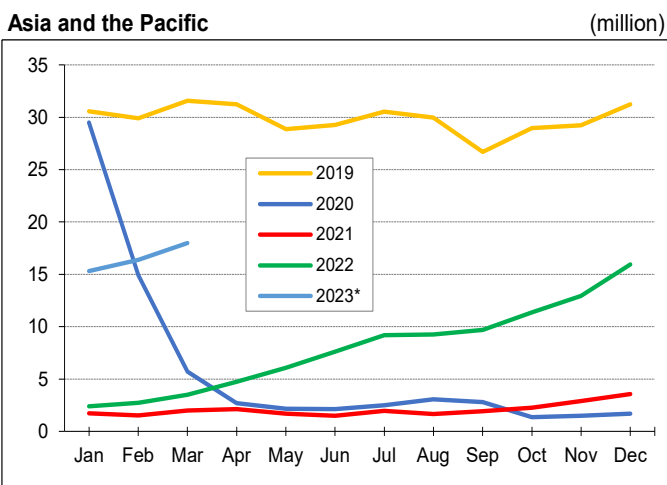
Source: UNWTO * Provisional data

International Tourist Arrivals by month



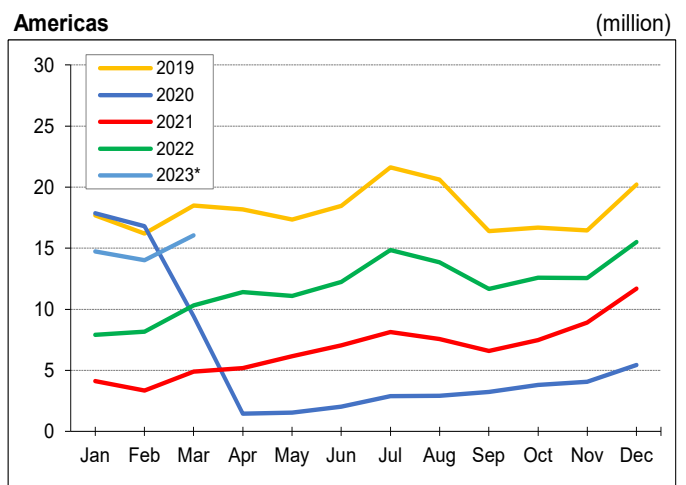
Source: UNWTO * Provisional data

International Tourist Arrivals by month



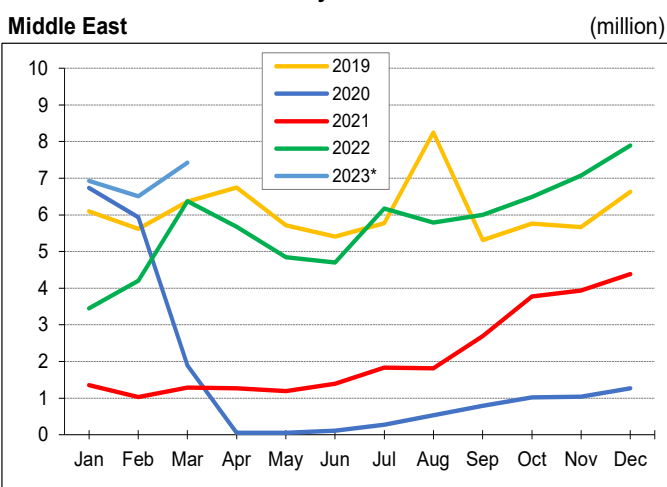
Source: UNWTO * Provisional data

International Tourist Arrivals by month



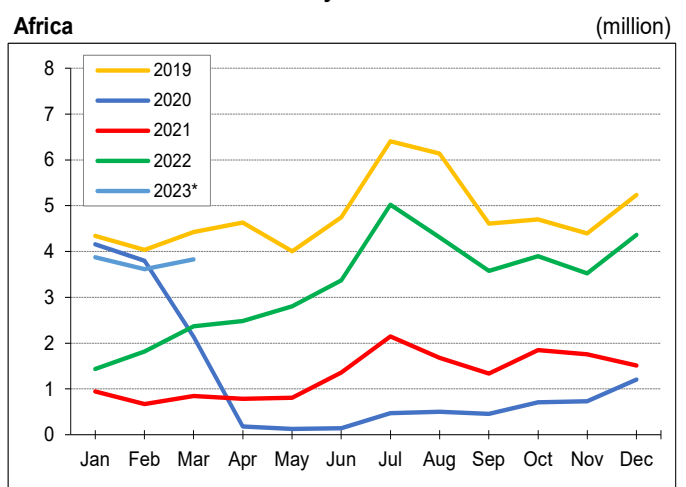
Source: UNWTO * Provisional data

International Tourist Arrivals by month



Source: UNWTO * Provisional data

International Tourist Arrivals by month



Source: UNWTO * Provisional data

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International Tourist Arrivals by Country of Destination

Ranking	(million)				Change (%)					Change (%)*															
					vs. previous year			vs. 2019		2022 versus 2021 ¹					2022 versus 2019										
	19	'20	'21	'22	20/19	21/20*	22/21*	21/19*	22/19*	Series	YTD	Q1	Q2	Q3	Q4	YTD	Q1	Q2	Q3	Q4					
	World				1,465	407	456	963	-72.2	12.0	111	-68.9	-34.3		111	205	245	80	73	-34.3	-57.3	-37.5	-26.3	-24.8	
1	1	1	1	France	TF	90.9	41.7	48.4	..	-54.1	16.1	..	-46.8	..	TCE	360		72	50	-14.7	-35.5	-14.2	-9.6	-11.1	
2	5	3	2	Spain	TF	83.5	18.9	31.2	71.7	-77.3	64.7	130	-62.7	-14.2	TF	15	300	145	-10	-32	-14.2	-31.7	-13.8	-10.9	-5.5
3	4	6	3	United States	TF	79.4	19.2	22.1	50.9	-75.8	15.0	130	-72.2	-36.0	TF	15	42	30	29	-12	-36.0	-53.7	-37.4	-30.4	-25.4
6	6	4	4	Türkiye	TF	51.2	15.9	29.9	50.5	-69.0	88.3	69	-41.5	-1.4	TF	77	152	199	52	34	-2.0	-9.5	-10.0	-0.6	11.7
5	2	5	5	Italy	TF	64.5	25.2	26.9	49.8	-61.0	6.7	85	-58.3	-22.8	TF	85	192	294	46	29	-22.8	-40.8	-20.8	-17.7	-20.2
7	3	2	6	Mexico	TF	45.0	24.3	31.9	38.3	-46.1	31.2	20	-29.2	-14.9	TF	20	48	16	11	15	-14.9	-22.6	-14.3	-11.4	-11.5
10	9	19	7	United Kingdom	TF	39.4	10.7	6.3	..	-72.8	-41.3	..	-84.1	..	VF	414	↑	↑	388	174	-25.1	-57.2	-26.2	-16.2	-8.3
9	8	9	8	Germany	TCE	39.6	12.4	11.7	28.5	-68.5	-6.1	144	-70.5	-28.1	TCE	144	414	518	90	74	-28.1	-58.5	-29.6	-16.5	-18.5
13	13	7	9	Greece	TF	31.3	7.4	14.7	27.8	-76.5	99.4	89	-53.1	-11.2	TF	89	296	373	59	34	-11.2	-44.6	-7.5	-10.5	-5.6
11	7	8	10	Austria	TCE	31.9	15.1	12.7	26.2	-52.7	-15.7	106	-60.1	-17.8	TCE	6	↑	78	-38	-1	-15.2	-33.1	-21.0	-5.2	0.1
15	17	14	11	Portugal	TF	24.6	6.5	9.6	..	-73.7	48.4	..	-60.9	..	TCE	159	↑	464	113	46	-6.7	-29.3	-7.0	-0.7	0.2
19	15	10	12	Utd Arab Emirates	TF	21.6	7.2	11.5	22.7	-66.8	60.2	97	-46.8	5.1	TF	97	220	156	115	24	5.1	15.5	-0.3	-16.2	19.1
25	23	29	13	Saudi Arabia	TF	17.5	4.1	3.5	16.6	-76.4	-16.0	378	-80.2	-5.1	TF	375	385	568	479	258	-5.8	-48.2	-22.6	13.7	43.3
21	14	20	14	Netherlands	TCE	20.1	7.3	6.2	15.9	-63.9	-14.0	155	-69.0	-20.8	TCE	155	353	483	100	70	-20.8	-54.2	-17.9	-10.4	-11.1
20	10	12	15	Poland	TF	21.2	8.4	9.7	..	-60.2	15.5	..	-54.1	..	TF	107	83	124			-30.8	-40.7	-23.2		
27	21	11	16	Croatia	TCE	17.4	5.5	10.6	15.3	-68.0	91.9	44	-38.7	-11.7	TCE	44	367	172	18	55	-11.7	-37.5	-19.6	-4.9	-23.0
31	20	16	17	Denmark	TF	14.8	6.3	7.6	..	-57.6	21.1	..	-48.6	..	TCE			594	118		-2.0	-33.9	-2.1	8.4	
18	32	33	18	Canada	TF	22.1	3.0	3.1	12.8	-86.6	3.5	319	-86.2	-42.1	TF	319	544	↑	359	106	-42.1	-66.7	-45.1	-40.2	-24.1
28	12	15	19	Hungary	TF	16.9	7.4	7.9	12.6	-56.2	6.9	60	-53.2	-25.3	TF	60	141	87	33	43	-25.3	-34.0	-22.8	-25.5	-20.1
8	16	92	20	Thailand	TF	39.9	6.7	0.4	11.2	-83.2	-93.6	↑	-98.9	-72.0	TF	↑	↑	↑	↑	↑	-72.0	-95.4	-82.4	-62.8	-47.5

Source: World Tourism Organization (UNWTO)

(Data as collected by UNWTO, May 2023)

¹ Arrows (↑) indicate percentage change above 1000. (See Methodological Notes)

* Provisional data

Note: This ranking for 2022 is provisional due to missing data from some destinations.

See box in page 'Annex-1' for explanation of abbreviations and symbols used.



The UNWTO Tourism Data Dashboard – provides statistics and insights on key indicators for inbound and outbound tourism at the global, regional and national levels. Data covers tourist arrivals, tourism receipts, tourism share of exports and contribution to GDP, source markets, seasonality, domestic tourism and data on accommodation and employment.

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12/05/2023

Latest update

Methodological Notes



International Tourism Receipts by (sub)region and selected countries and territories of destination

	(USD million)				% Change (local currencies, current prices)*														
					vs. previous year			vs. 2019		2023 versus 2022 ¹					2023 versus 2019				
	2019	2020	2021*	2022*	20/19	21/20*	22/21*	21/19*	22/19*	YTD	Q1	Jan.	Feb.	Mar.	YTD	Q1	Jan.	Feb.	Mar.
Asia and the Pacific	441,173	126,174	90,627	131,397															
<i>North-East Asia</i>	<i>187,197</i>	<i>44,879</i>	<i>45,016</i>	<i>45,760</i>															
China	35,832	9,951	11,330	9,583	-72.4	7.0	-11.5	-70.5	-73.9										
Hong Kong (China)	28,913	2,859	1,850	3,147	-90.2	-35.1	71.4	-93.7	-89.1										
Japan	46,054	10,700	4,861	9,238	-77.2	-53.3	127.7	-89.4	-75.8	586		513	660		-27.9		-35.9	-19.7	
Korea (DPRK)										
Korea (ROK)	20,867	10,276	10,804	11,996	-50.8	5.1	11.0	-48.2	-42.5	23		20	26		-35.9		-39.3	-32.6	
Macao (China)	40,060	9,153	15,303	8,706	-77.4	67.5	-42.7	-62.1	-78.3										
Mongolia	513	29	21	234	-94.3	-30.0	↑	-96.0	-54.4	693		712	676		19.2		9.3	30.4	
Taiwan (pr. of China)	14,411	1,800	744	2,747	-87.5	-58.7	269.2	-94.8	-80.9										
<i>South-East Asia</i>	<i>146,898</i>	<i>31,214</i>	<i>11,007</i>	<i>37,822</i>															
Brunei	217	16	2	..	-92.8	-87.2	..	-99.1	..										
Cambodia	4,769	1,015	184	..	-78.6	-81.8	..	-96.1	..										
Indonesia	16,911	3,382	521	6,719	-80.0	-84.6	↑	-96.9	-60.3										
Laos	935	213	1	..	-77.2	-99.4	..	-99.9	..										
Malaysia	19,829	2,974	77	6,329	-84.8	-97.4	↑	-99.6	-66.1										
Myanmar	2,483										
Philippines	9,781	1,791	600	4,174	-81.7	-66.5	595.4	-93.9	-57.3										
Singapore	20,300	5,355	4,109	11,793	-73.3	-25.3	194.5	-80.1	..										
Thailand	59,810	13,403	5,134	..	-77.6	-60.4	244.0	-91.2	..										
Timor-Leste	70	26	12	43	-63.6	-52.3	248.7	-82.6	..										
Vietnam	11,792	2,500	149	3,841	-78.8	-94.0	↑	-98.7	..										
<i>Oceania</i>	<i>61,423</i>	<i>32,700</i>	<i>20,345</i>	<i>29,752</i>															
American Samoa										
Australia	45,522	25,820	16,988	23,382	-42.7	-39.7	49.1	-65.5	..	121		120	123		-21.2		-20.0	-22.2	
Cook Islands	228	37	43	..	-83.5	6.6	..	-82.4	..										
Fiji	963	154	35	693	-84.0	-78.3	↑	-96.5	..										
French Polynesia										
Guam										
Kiribati	3	0.03	0	..	-99.0	-57.5	..	-99.5	..										
Marshall Islands	4	4	11.1										
Micronesia FSM										
New Caledonia										
New Zealand	10,533	5,751	2,866	4,165	-44.5	-54.3	62.1	-74.7	..										
Niue	-45.2	-86.6										
N.Mariana Islands										
Palau	86	47	6	..	-45.2	-86.6	..	-92.7	..										
Papua New Guinea	2	2	1	..	-73.3	6.3	..	-71.6	..										
Samoa	201	24	..	58	-88.2	-100						3.3		3.5	3.0	
Solomon Islands	71	6	-91.4	-100										
Tonga	57	19	9	..	-66.4	-52.4	..	-84.0	..										
Tuvalu	8	1	0	..	-84.3	-93.0	..	-98.9	..										
Vanuatu	270	55	2	..	-79.7	-95.9	..	-99.2	..										
<i>South Asia</i>	<i>45,655</i>	<i>17,381</i>	<i>14,260</i>	<i>18,063</i>															
Afghanistan	72	65										
Bangladesh	388	217	273	420	-43.8	26.1	65.7	-29.1	..										
Bhutan	120	21	4	..	-82.7	-81.5	..	-96.8	..										
India	30,720	13,036	8,650	21,360	-55.8	-32.0	125.4	-70.4	-32.2										
Iran										
Maldives	3,157	1,398	3,473	..	-55.7	148.5	..	10.0	..										
Nepal	705	194	120	..	-71.1	-38.2	..	-82.2	..	113		275	56		-20.6		-26.0	-15.3	
Pakistan	494	439	559	738	-11.2	27.4	32.0	13.1	49.4	161	161	348	149	66	208.1	208.1	244.2	220.0	156.5
Sri Lanka	3,607	682	507	1,136	-81.1	-25.7	124.2	-85.9	-68.5	3		7	0		-64.5		-64.8	-64.2	

Source: World Tourism Organization (UNWTO)

(Data as collected by UNWTO, May 2023)

¹ Arrows (↑) indicate percentage change above 1000. (See Methodological Notes)

* Provisional data

See box in page 'Annex-1' for explanation of abbreviations and symbols used.

International Tourism Receipts by (sub)region and selected countries and territories of destination

	(USD million)				% Change (local currencies, current prices)*														
					vs. previous year			vs. 2019		2023 versus 2022 ¹					2023 versus 2019				
	2019	2020	2021*	2022*	20/19	21/20*	22/21*	21/19*	22/19*	YTD	Q1	Jan.	Feb.	Mar.	YTD	Q1	Jan.	Feb.	Mar.
Africa	38,890	14,931	17,546	31,581															
<i>North Africa</i>	<i>11,239</i>	<i>5,423</i>	<i>5,992</i>	<i>11,727</i>															
Algeria	112	43	73	..	\$ -61.9	69.6	..	-35.4	..										
Morocco	8,189	3,839	3,817	8,985	-53.7	-5.9	166.1	-56.4	15.9	141	141	628	220	32	51.5	51.5	39.1	66.7	52.0
Sudan	821	689	1,077	1,065	\$ -16.1	56.3	-1.1	31.1	29.6										
Tunisia	2,116	852	1,025	1,657	-61.4	19.5	79.5	-53.9	-17.2										
<i>Subsaharan Africa</i>	<i>27,652</i>	<i>9,507</i>	<i>11,554</i>	<i>19,853</i>															
Angola	384	16	22	20	\$ -95.8	37.2	-11.6	-94.2	-94.9										
Benin	240	200	244	..	-18.3	17.8	..	-3.7	..										
Botswana	705	252	288	..	-61.9	10.3	..	-58.0	..										
Burkina Faso	116	75	82	..	-36.8	5.0	..	-33.7	..										
Burundi	2	1	1	..	-68.9	-18.2	..	-74.5	..										
Cameroon	653	437	507	..	\$ -33.1	15.9	..	-22.5	..										
Cabo Verde	502	163	147	..	-68.1	-13.3	..	-72.4	..										
Centr. African Rep.	21	30	43.2										
Chad										
Comoros	72	18	71	..	-75.7	285.6	..	-6.3	..										
Congo	18	4	-78.3										
Côte d'Ivoire	448	166	254	..	-63.6	47.1	..	-46.5	..										
Dem. Rep. Congo	100	81	108	..	\$	8.0	..										
Djibouti	63	30	38	..	\$ -53.0	29.4	..	-39.2	..										
Equatorial Guinea										
Eritrea										
Eswatini	14	7	8	..	\$ -52.3	11.6	..	-46.8	..										
Ethiopia	786	1,046	968	..	\$ 33.1	-7.5	..	23.1	..										
Gabon										
Gambia	152	47	57	..	\$ -69.3	23.2	..	-62.2	..										
Ghana	1,425	110	567	..	\$ -92.3	415.7	..	-60.2	..										
Guinea	9	1	13	..	\$ -87.6	976.9	..	33.9	..										
Guinea-Bissau	19	3	16	..	-84.7	433.8	..	-18.4	..										
Kenya	1,008	545	843	1,107	\$ -45.9	54.7	31.3	-16.4	9.8										
Lesotho	21	6	8	..	\$ -69.8	25.3	..	-62.2	..										
Liberia	2	\$										
Madagascar	747	145	93	..	\$ -80.7	-35.9	..	-87.6	..										
Malawi	39	26	27	..	-32.3										
Mali	235	81	190	..	-66.0	125.0	..	-23.4	..										
Mauritania	11	6	4	..	\$ -50.5	-36.3	..	-68.4	..										
Mauritius	1,779	449	366	1,468	-72.0	-13.6	325.1	-75.8	2.8	89		94	81		31.6		36.6	25.5	
Mozambique	252	90	127	226	\$ -64.3	41.0	78.0	-49.7	-10.5										
Namibia	350	114	129	281	-62.7	1.1	141.0	-62.3	-9.1										
Niger	116	85	120	..	-28.0	36.1	..	-2.0	..										
Nigeria	1,449	313	256	1,199	\$ -78.4	-18.3	368.2	-82.3	-17.3										
Reunion	459	181	227	..	€ -61.4	21.1	..	-53.2	..										
Rwanda	458	120	150	..	\$ -73.7	24.4	..	-67.3	..										
São Tomé & Príncipe	45	16	30	..	\$ -63.3	82.5	..	-33.0	..										
Senegal										
Seychelles	590	221	588	932	\$ -62.5	165.8	58.3	-0.2	58.0										
Sierra Leone	43	39	23	..	\$ -9.1	-41.8	..	-47.1	..										
Somalia										
South Africa	8,384	2,471	2,120	4,772	sa -66.4	-23.0	149.2	-74.1	-35.6										
Tanzania	2,605	715	1,310	2,561	\$ -72.6	83.4	95.4	-49.7	-1.7										
Togo	149	77	-49.4										
Uganda	1,385	504	927	1,014	\$ -63.6	84.1	9.4	-33.0	-26.7										
Zambia	819	412	393	829	\$ -49.8	-4.5	110.8	-52.0	1.1										
Zimbabwe	279	63	\$ -77.6										

Source: World Tourism Organization (UNWTO)

(Data as collected by UNWTO, May 2023)

¹ Arrows (†) indicate percentage change above 1000. (See Methodological Notes)

* Provisional data

See box in page 'Annex-1' for explanation of abbreviations and symbols used.

International Tourist Arrivals by (sub)region and selected countries and territories of destination

Series	(1000)				Change (%)						Change (%)*										
	2019	2020	2021*	2022*	vs. previous year			vs. 2019			2023 versus 2022 ¹				2023 versus 2019						
					20/19	21/20	22/21*	21/19	22/19*	Series	YTD	Q1	Jan.	Feb.	Mar.	YTD	Q1	Jan.	Feb.	Mar.	
Middle East	73,019	19,823	24,909	65,613	-72.9	25.7	163	-65.9	-10.1		49	49	101	55	16	15.4	15.4	13.6	15.8	16.7	
Bahrain	TCE	3,849	827	2,166	3,706	-78.5	161.9	71	-43.7	-3.7	TF										
Egypt	VF	13,026	3,677	-71.8	VF										
Iraq	VF	VF										
Jordan	TF	4,488	1,067	2,012	4,277	-76.2	88.5	113	-55.2	-4.7	TF										
Kuwait	THS	153	86	85	..	-43.3	-1.7	..	-44.3	..	THS										
Lebanon	TF	1,936	414	890	..	-78.6	114.9	..	-54.0	..	TF										
Libya	TF	TF										
Oman	TF	2,500	622	464	..	-75.1	-25.4	..	-81.4	..	VF	166		177	156		3.3		-3.0	10.0	
Palestine	THS	688	93	123	..	-86.5	31.8	..	-82.2	..	THS										
Qatar	TF	2,137	582	611	2,560	-72.8	5.0	319	-71.4	19.8	TF	268	268	295	406	184	97.7	97.7	73.2	116.8	104.3
Saudi Arabia	TF	17,526	4,138	3,477	16,638	-76.4	-16.0	378	-80.2	-5.1	TF	218	218	352	256	135	64.4	64.4	50.1	64.6	79.0
Syria	TF	VF	67	67	139	48	39	-23.1	-23.1	-5.6	-29.5	-31.1
Utd Arab Emirates	TF	21,561	7,165	11,479	22,654	-66.8	60.2	97	-46.8	5.1	TF										
Yemen	TF	TF										

Source: World Tourism Organization (UNWTO)

(Data as collected by UNWTO, May 2023)

¹ Arrows (†) indicate percentage change above 1000. (See Methodological Notes)

* Provisional data

See box in page 'Annex-1' for explanation of abbreviations and symbols used.

International Tourism Receipts by (sub)region and selected countries and territories of destination

Series	(USD million)				% Change (local currencies, current prices)*															
	2019	2020	2021*	2022*	vs. previous year			vs. 2019			2023 versus 2022 ¹				2023 versus 2019					
					20/19	21/20*	22/21*	21/19*	22/19*	Series	YTD	Q1	Jan.	Feb.	Mar.	YTD	Q1	Jan.	Feb.	Mar.
Middle East	99,218	43,538	62,465	75,872																
Bahrain		3,681	673	1,813	..	\$	-81.7	169.4	..	-50.7	..									
Egypt		13,030	4,398	8,895	..	\$	-66.3	102.3	..	-31.7	..									
Iraq		3,593	955	1,963	..	\$	-73.4	105.7	..	-45.4	..									
Jordan		5,786	1,409	2,758	5,808		-75.7	95.8	110.5	-52.3	0.4	123		122	123		30.5		20.5	43.6
Kuwait		700	397	470	..		-42.8	16.7	..	-33.2	..									
Lebanon		8,593	2,353	3,135	..	\$	-72.6	33.3	..	-63.5	..									
Libya		85	28		-67.1									
Oman		1,811	455	362	..		-74.9	-20.5	..	-80.0	..									
Palestine		726	465	266	..	\$	-36.0	-42.8	..	-63.4	..									
Qatar		5,442	3,563	4,263	7,262		-34.5	19.7	70.3	-21.7	33.5									
Saudi Arabia		16,431	4,036	3,817	23,475		-75.4	-5.4	514.9	-76.8	42.9									
Syria										
Utd Arab Emirates		38,398	24,615	34,445	..	\$	-35.9	39.9	..	-10.3	..									
Yemen		\$									

Source: World Tourism Organization (UNWTO)

(Data as collected by UNWTO, May 2023)

¹ Arrows (†) indicate percentage change above 1000. (See Methodological Notes)

* Provisional data

See box in page 'Annex-1' for explanation of abbreviations and symbols used.

International tourism in the Balance of Payments (BOP)

	(USD billion)				Share (%)			
	2019	2020	2021	2022*	2019	2020	2021	2022*
World								
Total exports of goods and services	25,305	22,828	28,415	32,070	100	100	100	100
Goods	19,014	17,648	22,344	24,904	75.1	77.3	78.6	77.7
Services	6,291	5,179	6,072	7,165	24.9	22.7	21.4	22.3
International Tourism (BOP Travel & Passenger transport)	1,760	665	761	1,251	7.0	2.9	2.7	3.9
- International Tourism Receipts	1,494	559	638	1,031	5.9	2.4	2.2	3.2
- International Passenger Transport	266	105	122	219	1.0	0.5	0.4	0.7
Advanced Economies								
Total exports of goods and services	15,805	14,274	17,231	18,915	100	100	100	100
Goods	11,156	10,338	12,720	13,881	70.6	72.4	73.8	73.4
Services	4,648	3,937	4,512	5,034	29.4	27.6	26.2	26.6
International Tourism (BOP Travel & Passenger transport)	1,096	424	461	801	6.9	3.0	2.7	4.2
- International Tourism Receipts	936	366	400	679	5.9	2.6	2.3	3.6
- International Passenger Transport	159	58	61	122	1.0	0.4	0.4	0.6
Emerging Economies								
Total exports of goods and services	9,500	8,554	11,184	13,154	100	100	100	100
Goods	7,858	7,311	9,624	11,023	82.7	85.5	86.1	83.8
Services	1,642	1,243	1,560	2,131	17.3	14.5	13.9	16.2
International Tourism (BOP Travel & Passenger transport)	664	241	299	450	7.0	2.8	2.7	3.4
- International Tourism Receipts	558	193	238	353	5.9	2.3	2.1	2.7
- International Passenger Transport	106	48	61	97	1.1	0.6	0.5	0.7

Source: World Tourism Organization (UNWTO) and World Trade Organization (WTO)

(Data as collected by UNWTO, May 2023)

Note: Services exports for 2022 are preliminary estimates by WTO.

* Provisional data

https://www.e-unwto.org/doi/pdf/10.18111/wtobarometereng.2023.21.1.2 - Tuesday, August 01, 2023 6:40:40 AM - Ministry for Regional Development in the Czech Republic IP Address: 194.213.207.136

UNWTO TOURISM Recovery Tracker

The UNWTO Tourism Recovery Tracker compiles all the relevant data in one place, giving governments and the private businesses the ability to track the recovery of tourism at global and regional level, alongside information on the top destinations for international tourism

SELECT AN AREA

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- By Top 10 Destinations
- By Top 10 Source Markets
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- Compare regions
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OTHER UNWTO DASHBOARDS

- International Tourism
- International Tourism and COVID-19
- UNWTO/IATA Easy Travel
- COVID-19: Measures to Support Travel and Tourism

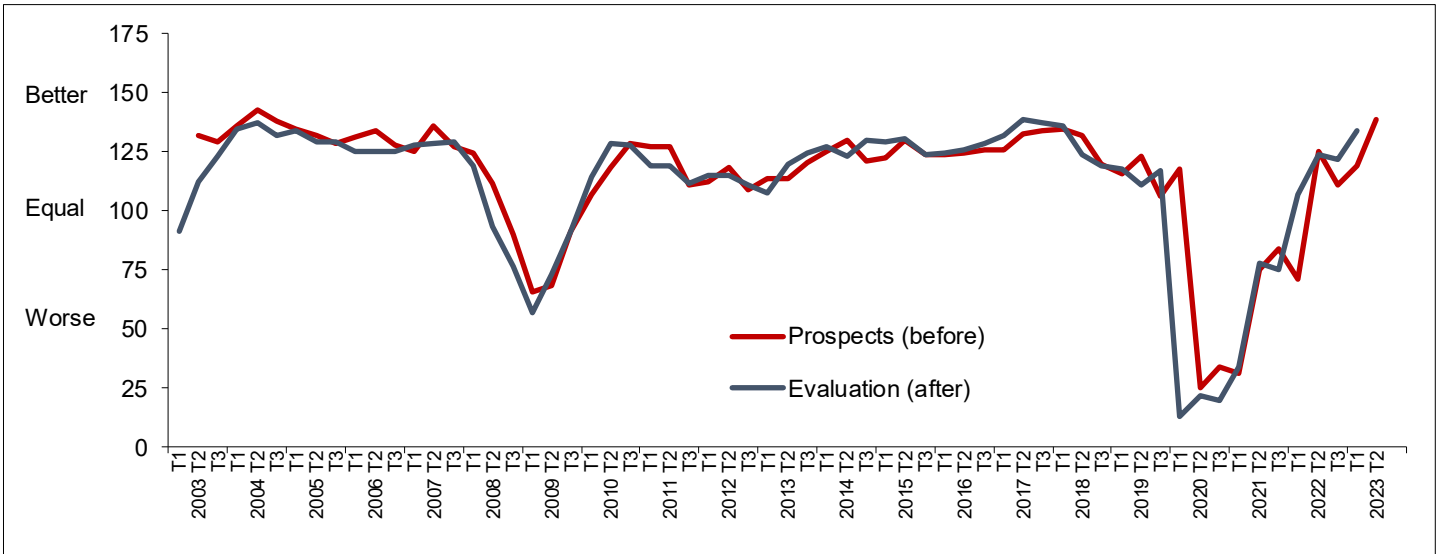
Methodological Notes

Availability of data

12/05/2023
Last update

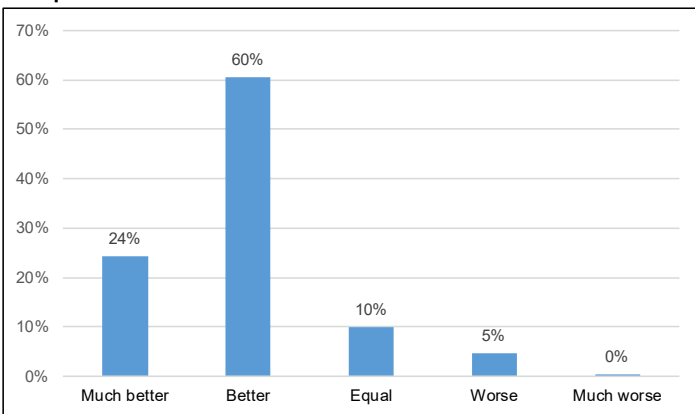
Evaluation of UNWTO Panel of Tourism Experts

UNWTO Confidence Index: World



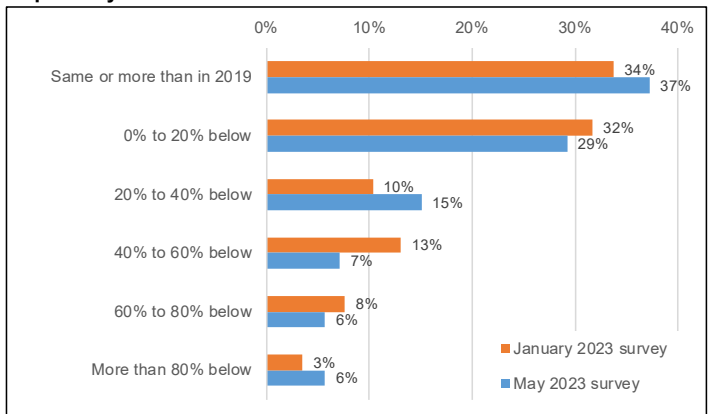
Source: World Tourism Organization (UNWTO) ©

Prospects for 2023



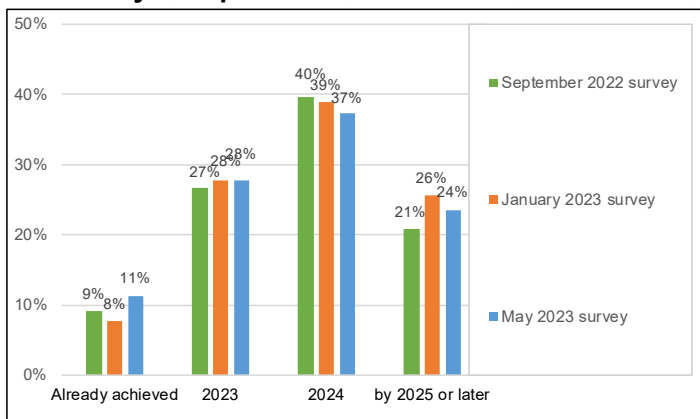
Source: May 2023 Survey of the UNWTO Panel of Tourism Experts

Compared to 2019, what levels of international tourist arrivals do you expect in your destination in 2023?

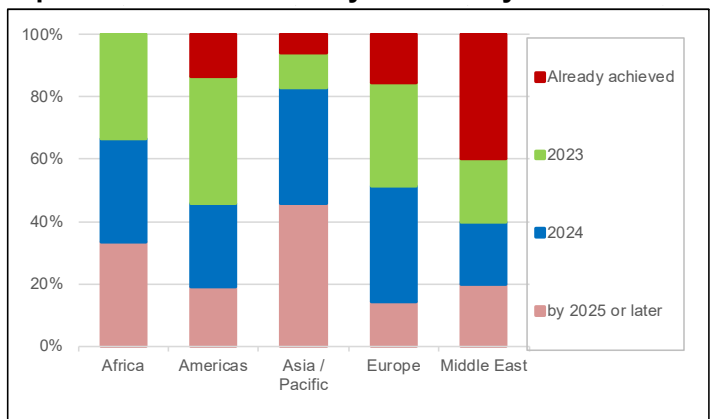


Source: May 2023 Survey of the UNWTO Panel of Tourism Experts

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

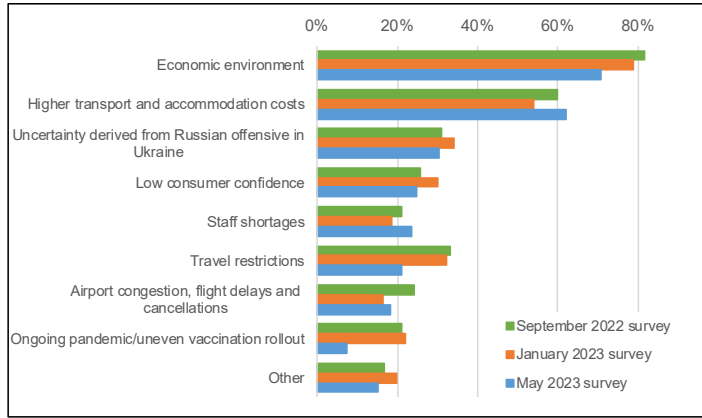


Source: May 2023 Survey of the UNWTO Panel of Tourism Experts

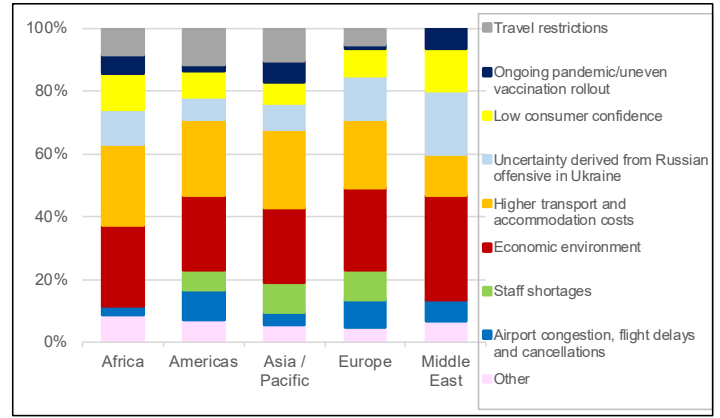


Source: May 2023 Survey of the UNWTO Panel of Tourism Experts

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

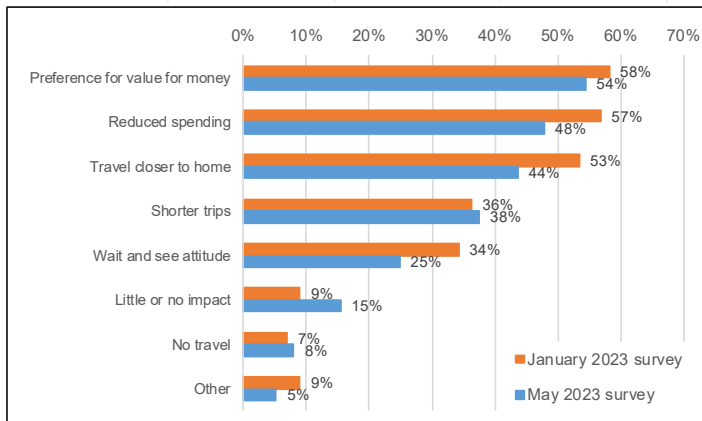


Source: May 2023 Survey of the UNWTO Panel of Tourism Experts

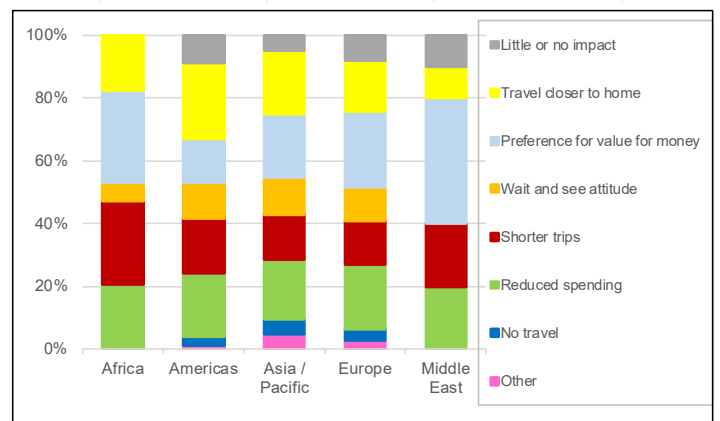


Source: May 2023 Survey of the UNWTO Panel of Tourism Experts

What could be the potential impact in consumer behaviour in 2023 due to the current global economic environment?

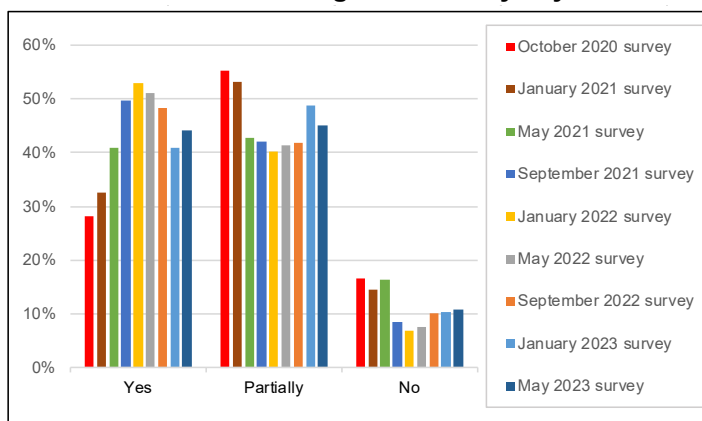


Source: May 2023 Survey of the UNWTO Panel of Tourism Experts

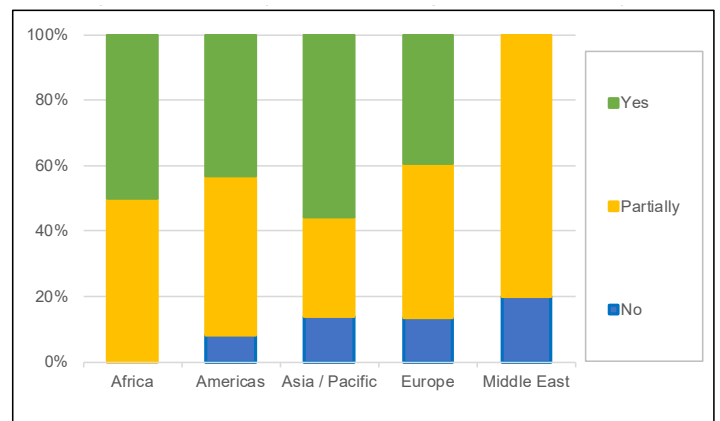


Source: May 2023 Survey of the UNWTO Panel of Tourism Experts

Is domestic tourism driving the recovery in your destination?



Source: May 2023 Survey of the UNWTO Panel of Tourism Experts



Source: May 2023 Survey of the UNWTO Panel of Tourism Experts

The UNWTO Tourism Confidence Index

The UNWTO *Tourism Confidence Index* is based on the results of an email survey conducted every four months since 2003 by the UNWTO Secretariat among a *Panel of Tourism Experts*.

The purpose of this survey is to collect opinions from tourism stakeholders worldwide regarding the performance of their destination/business in the last four months, and their expectations for the next four months.

Methodological summary

Questions on which the indicators are based:

- *What is your assessment of tourism performance in your destination or business for the four months just ended (or about to end) as against what you would reasonably expect for this time of year?*

[] much worse ; [] worse ; [] equal ; [] better ; [] much better

- *What are the tourism prospects of your destination or business in the coming four months compared with what you would reasonably expect for this time of year?*

[] much worse ; [] worse ; [] equal ; [] better ; [] much better

At the end of the year, the questionnaire includes two additional questions on the performance of the entire year and on the expectations of the coming year which feeds into the forecasts issued at the beginning of each year by UNWTO.

In addition, participants are also invited to include a qualitative assessment in their own words. The analysis contained in the *UNWTO World Tourism Barometer* is in large part based on their comments.

Use of responses for calculation of the indicators

In each survey Panel members are asked to rate both the performance of the previous four-month period and outlook for the coming four-month period on the following scale: much worse [0]; worse [50], equal [100]; better [150], much better [200]. The average of all replies then determines the confidence index. A value below 100 indicates a deterioration of performance, while a value above 100 represents an improvement.

Results are broken down by region and by sector of activity. These breakdowns should, however, be interpreted with caution as they may in some cases be based only on a relatively small number of responses.

Weighting of respondents' replies

There is no weighting. The score given by each respondent has the same weight, irrespective of the size of the destination or sector of activity.

Sample

The number of regular respondents to the Barometer surveys stands currently at close to 200, spread across all regions and sectors but it is not a representative sample. However, the UNWTO Secretariat's aim is to continuously expand and improve the Panel sample. Experts interested in participating in the survey are kindly invited to send an email to unwtopanel@unwto.org.

Calendar

This is an online survey conducted every four months, usually at the end of April, August and December, with responses collected over a period of 6 weeks, starting at the end of those months.

Publication of results

Results are usually published in January, May and September.

Methodological Notes

About the data

The monthly and quarterly statistics included in this issue have been compiled by the UNWTO Secretariat based on preliminary data reported by the institutions of the various countries and territories (e.g. National Tourism Authorities, Statistics Offices, Central Banks) through websites, news releases and bulletins, or provided through direct contacts with officials or through international organisations such as the Caribbean Tourism Organization (CTO), the European Travel Commission (ETC), Eurostat or the Pacific Asia Travel Association (PATA).

Information in this issue reflects data available at the time of publication. Data may be updated or revised without notice in future issues of the *UNWTO World Tourism Barometer* as it becomes available.

Countries that are not included, but which have monthly data at their disposal, are kindly requested to contact the UNWTO Secretariat at barom@unwto.org.

For major concepts, definitions and classifications in the measurement of tourism, please see the International Recommendations for Tourism Statistics 2008 (IRTS 2008) at www.unwto.org/methodology.

International Tourist Arrivals data

In the tables on International Tourist Arrivals for the various UNWTO regions, series are chosen that can serve as an indicator of trends in selected destinations.

The monthly series represented do not always coincide with the annual series usually reported for the various countries (e.g. visitor arrivals or nights instead of tourist arrivals) and sometimes only relate to a part of the total tourism flow (e.g. air traffic, specific entry points). See 'Explanation of abbreviations and symbols used' for more detailed information.

Regional and subregional totals are estimates by UNWTO based on the latest trends and available data for individual destinations.

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

Starting in the March 2021 issue, data on international tourist arrivals for the United Arab Emirates (UAE) corresponds to the entire UAE, not only Dubai.

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.

2023 percentage change data

Tables with monthly and quarterly data include percentage change figures for 2022 and 2023 over 2019, as well as the usual year-on-year change. This responds to the need to provide data that can be compared to the pre-pandemic levels of 2019, and not just to the unusual levels of 2021 or 2022, when the tourism sector was still recovering from the coronavirus pandemic. Some growth figures for 2023 may seem strong compared to 2022, but in fact are weak when compared to 2019. Percentage figures for some months and quarters are extremely high because they reflect the change over the same month in 2021 when international arrivals or receipts were very low. Therefore, growth figures above 1000% are excluded and marked with an arrow sign (↑).

Rankings

The country rankings shown in this Statistical Annex correspond to the year 2022 and are provisional due to missing data for 2022 from some large destinations.

International Tourism Receipts and Expenditure data

For destinations, receipts from international tourism are a services export in their balance of payments (the 'travel' item) which includes all transactions related to the consumption of goods and services by international visitors, such as accommodation, food and drink, fuel, domestic transport, entertainment and shopping.

They include transactions generated by same-day as well as overnight visitors. Receipts from same-day visitors can be substantial, especially in the case of neighbouring countries where shopping accounts for a large amount of spending by cross-border, same-day visitors.

International tourism receipts (travel) do not include receipts from international passenger transport contracted from companies outside the travellers' countries of residence, which are reported in a separate category (passenger transport).

For the (sub)regional totals, estimates are made by UNWTO for countries that have not yet reported results, based on the previous year's value and the trend for the (sub)region. Unlike arrivals, where revisions generally more or less balance out, receipts data tends to be revised upwards.

It should be noted that data as reflected by UNWTO on international tourism receipts and expenditure for China is based on the balance of payments (BOP) travel credit and debit (as with other countries for reasons of consistency and international comparability) reported by the State Administration of Foreign Exchange (SAFE) at www.safe.gov.cn/en/BalanceofPayments/index.html.

In addition, according to the International Recommendations for Tourism Statistics 2008 (IRTS 2008), the balance of payments includes both business and personal purposes in the “travel” item. Business travel covers goods and services acquired by persons going abroad for all types of business activities. Personal travel covers goods and services acquired by persons going abroad for purposes other than business, such as vacations, participation in recreational and cultural activities, visits with friends and relations, pilgrimages, and education and health-related purposes. The “travel” item does not include international passenger transport, which is reported in a separate category in the BOP, under “transport”. For more information, please see the International Recommendations for Tourism Statistics 2008 (IRTS 2008) at: www.unwto.org/methodology and the IMF Balance of Payments and International Investment Position Manual (BPM6) at www.imf.org/external/pubs/ft/bop/2007/bopman6.htm.

It should also be noted that there is a difference in the data of UNWTO and those produced by the Ministry of Culture and Tourism of China (formerly the China National Tourism Administration) for 2014 and subsequent years.

Ranking of International Tourism Receipts and Expenditure

It should be noted that changes in the ranking of international tourism receipts not only reflect relative performance of the destinations, but also exchange rate fluctuations of the local currencies against the US dollar. Conversely, changes in the ranking of international tourism expenditure do not only reflect variations in spending on outbound travel, relative to other countries, but also changes in the value of the local currency compared to the US dollar.

In 2018 exchange rate movements were generally moderate, with the US dollar depreciating by 4% against the Euro. The US dollar-euro exchange rate moved from an average of 0.885 euro per US dollar in 2017 to 0.847 in 2018. Thus, the effect of converting tourism receipts earned in euros (by Euro area destinations) to US dollars was relatively small. The US dollar also depreciated by 3% against the UK pound and by 2% against the Chinese yuan and Japanese yen, among others. In these destinations tourism receipts expressed in US dollars were higher due to the exchange rates, though to a small extent. The US dollar however, did appreciate to different extents versus the currencies of large emerging markets, such as Brazil, Russia, and India, and quite sharply versus the Argentine peso due to the economic crisis in that country.

Exchange rates and inflation

With financial data measured in different currencies it is complicated to accurately determine variations in relative terms, as receipts have to be expressed in a common

currency like the US dollar or the euro and generally are also reported at current prices, thus not taking account of exchange rate fluctuations and inflation. Exchange rate changes can substantially influence the values in US dollars reported from year to year. When the dollar appreciates against for instance the euro, worldwide receipts expressed in dollars relatively decrease, and vice versa in the case the dollar depreciates.

Exchange rate US\$ to euro and vice versa, average for the year

Year	USD to EUR	Change (%)	EUR to USD	Change (%)
2010	0.7543	5.2	1.3257	-5.0
2011	0.7184	-4.8	1.3920	5.0
2012	0.7783	8.3	1.2848	-7.7
2013	0.7530	-3.3	1.3281	3.4
2014	0.7527	0.0	1.3285	0.0
2015	0.9013	19.7	1.1095	-16.5
2016	0.9034	0.2	1.1069	-0.2
2017	0.8852	-2.0	1.1297	2.1
2018	0.8467	-4.3	1.1810	4.5
2019	0.8933	5.5	1.1195	-5.2
2020	0.8755	-2.0	1.1422	2.0
2021	0.8455	-3.4	1.1827	3.5
2022	0.9497	12.3	1.0530	-11.0

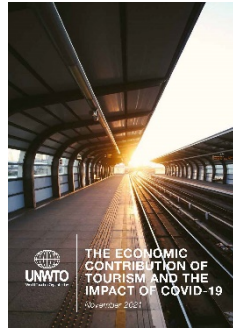
Note: Exchange rates are yearly averages.

Source: Compiled from Eurostat

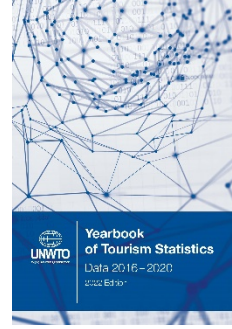
In order to account for exchange rate changes and inflation, international tourism receipts expressed in US dollar values (for reason of comparison) were converted back to the local currencies of each destination, weighted by the share in the total, and deflated by the relevant rate of inflation.



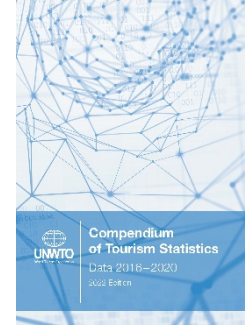
UNWTO World Tourism Barometer



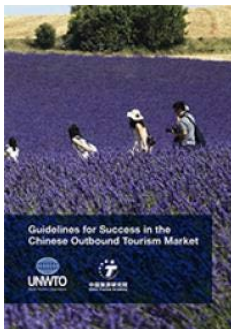
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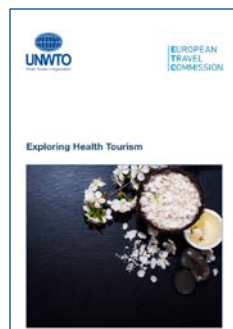
Yearbook of Tourism Statistics (2016-2020)



Compendium of Tourism Statistics (2016-2020)



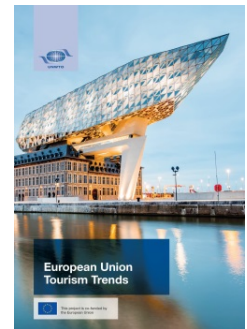
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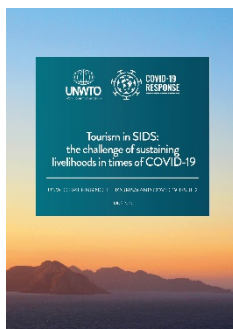
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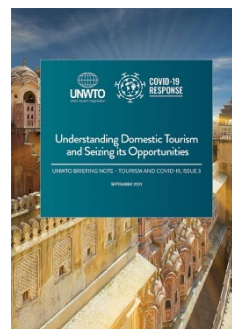
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