World Tourism Barometer (PPT version)

Volume 21 · Issue 4 · November 2023

UNWTO Tourism Market Intelligence and Competitiveness Department

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Key findings (1)

World Tourism Barometer
November 2023

January-September 2023

- International tourism recovered 87% of pre-pandemic levels in January-September 2023 (-13% versus same months of 2019).

- 975 million tourists travelled internationally in the first nine months of 2023, +38% over the same months of 2022.

- The Middle East saw the best results, with arrivals 20% above pre-pandemic levels. Europe recovered 94% of pre-pandemic visitors, Africa 92%, the Americas 88% and Asia and the Pacific 62%.

- The strongest sub-regions this period were North Africa, with arrivals 5% above 2019 levels, Central America (+4%) and Southern Mediterranean Europe (+1%).

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Key findings (2)

Projections for 2023

- The pace of recovery could moderate in Q4 2023 due to persisting economic and geopolitical challenges, as the September UNWTO Confidence Index showed.

- International tourist arrivals are expected to reach 1.3 billion in 2023, about 88% of pre-pandemic levels, in line with UNWTO scenarios published in January.

- International tourism receipts could climb to USD 1.4 billion in 2023, about 93% of the USD 1.5 billion earned by destinations in 2019.

- Total export revenues from international tourism (including passenger transport) could reach USD 1.6 trillion, almost 95% of the USD 1.7 trillion recorded in 2019.
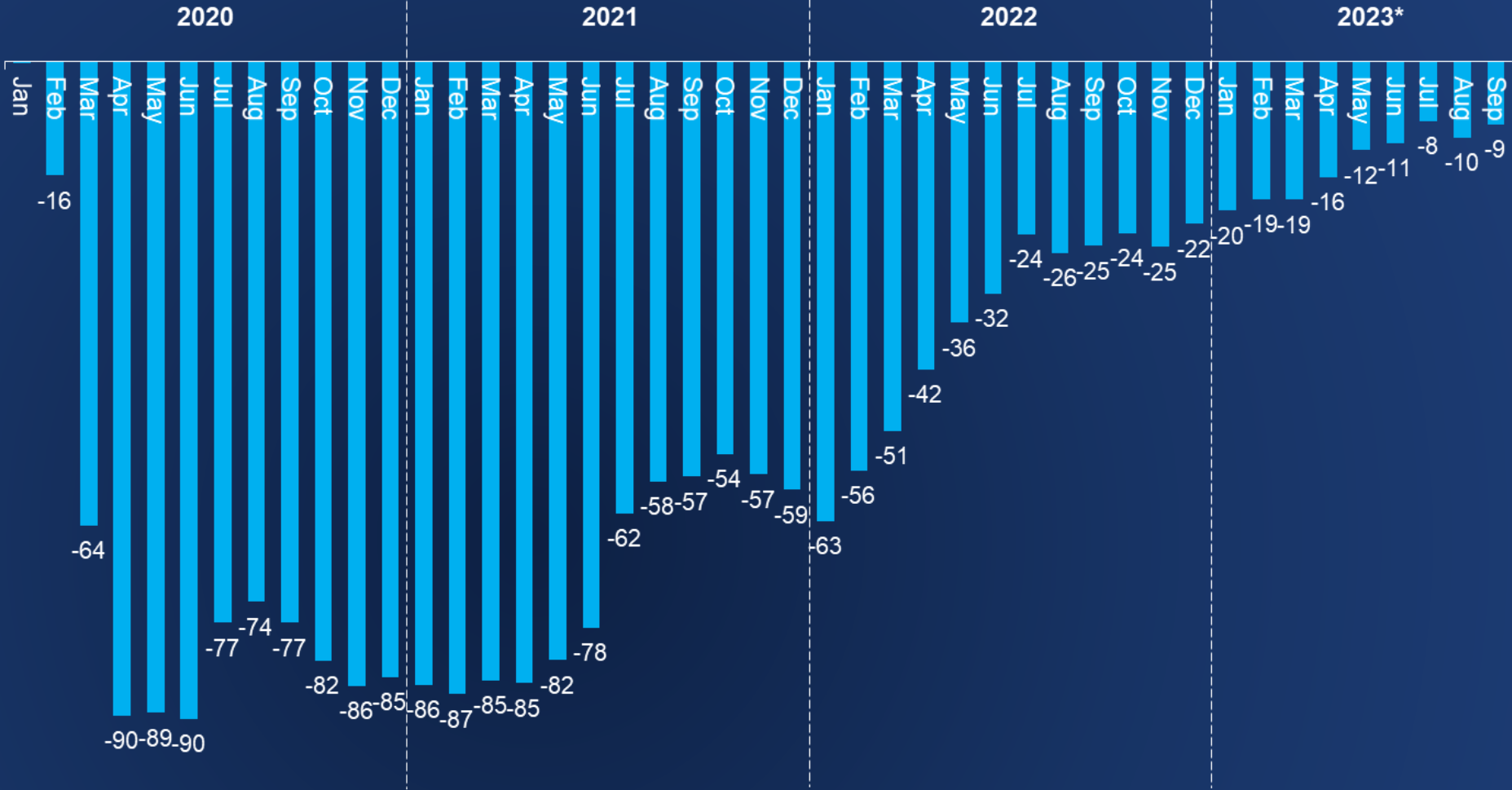
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International tourist arrivals

% change vs. 2019

Source: UNWTO (Nov. 2023)
* Provisional data

2020	**2021**	**2022**	**2023***
-72%	**-69%**	**-34%**	**-13%**
2020 vs. 2019	2021 vs. 2019	2022 vs. 2019	Jan-Sept 2023 vs. 2019

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Recovery of international tourist arrivals

Percentage of 2019 levels (by quarters)
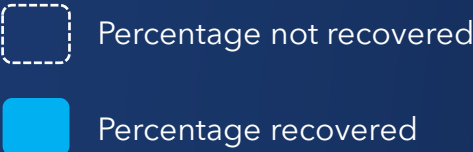
☐ Percentage not recovered

■ Percentage recovered

Source: UNWTO (Nov. 2023)
* Provisional data

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	2020				2021				2022				2023		
	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3
Not recovered	28%	90%	76%	84%	86%	82%	59%	56%	57%	36%	25%	24%	19%	13%	9%
Recovered	72%	10%	24%	16%	14%	18%	41%	44%	43%	64%	75%	76%	81%	87%	91%

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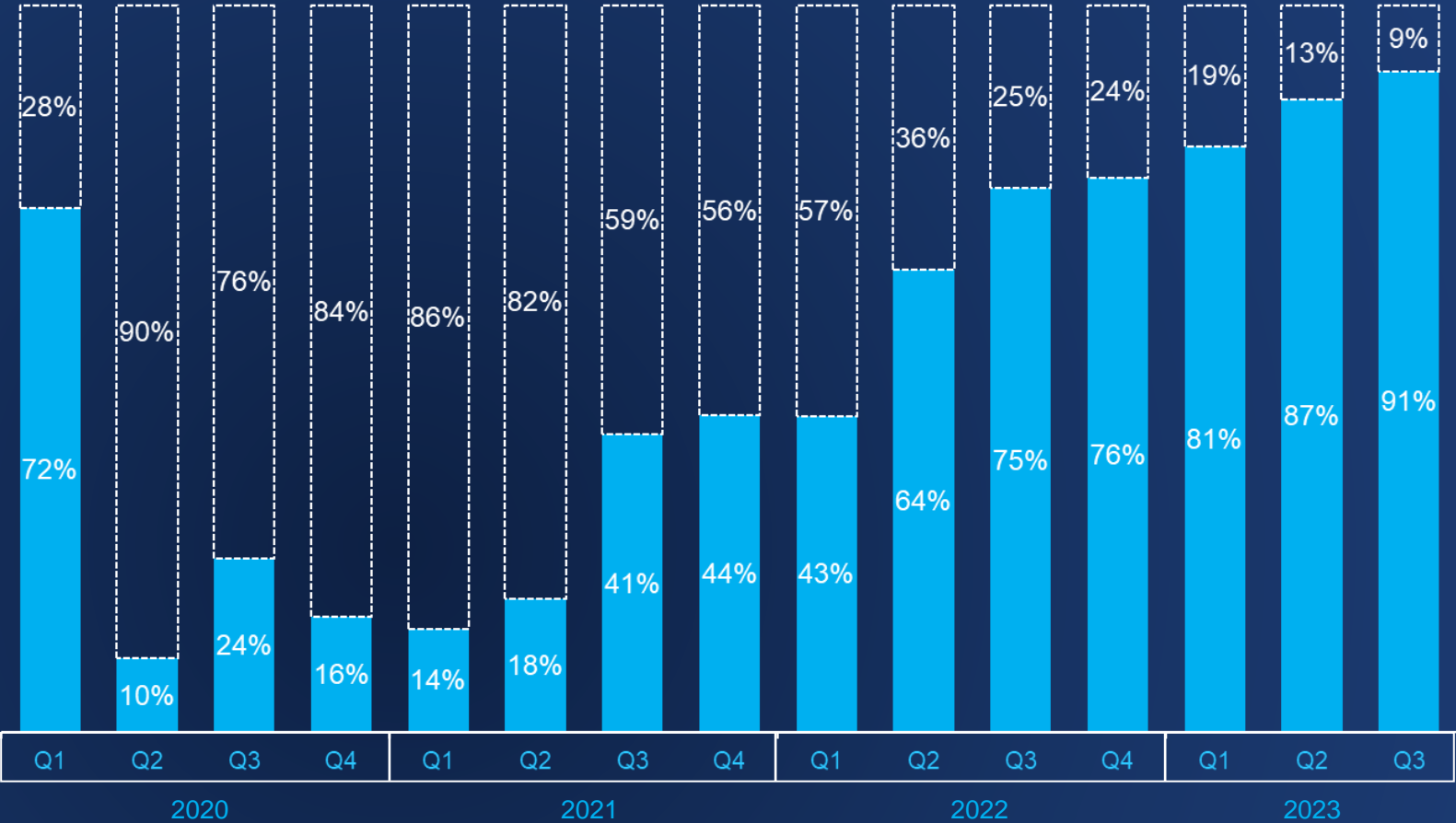
Recovery of international tourist arrivals

Percentage of 2019 levels recovered in Jan-Sep 2023*

Percentage not recovered
Percentage recovered

Source: UNWTO (Nov. 2023)
* Provisional data

	Middle East	Europe	Africa	Americas	World	Asia Pacific
Not recovered		6%	8%	12%	13%	38%
Recovered	120%	94%	92%	88%	87%	62%
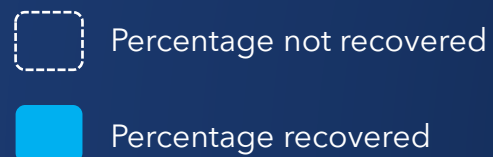
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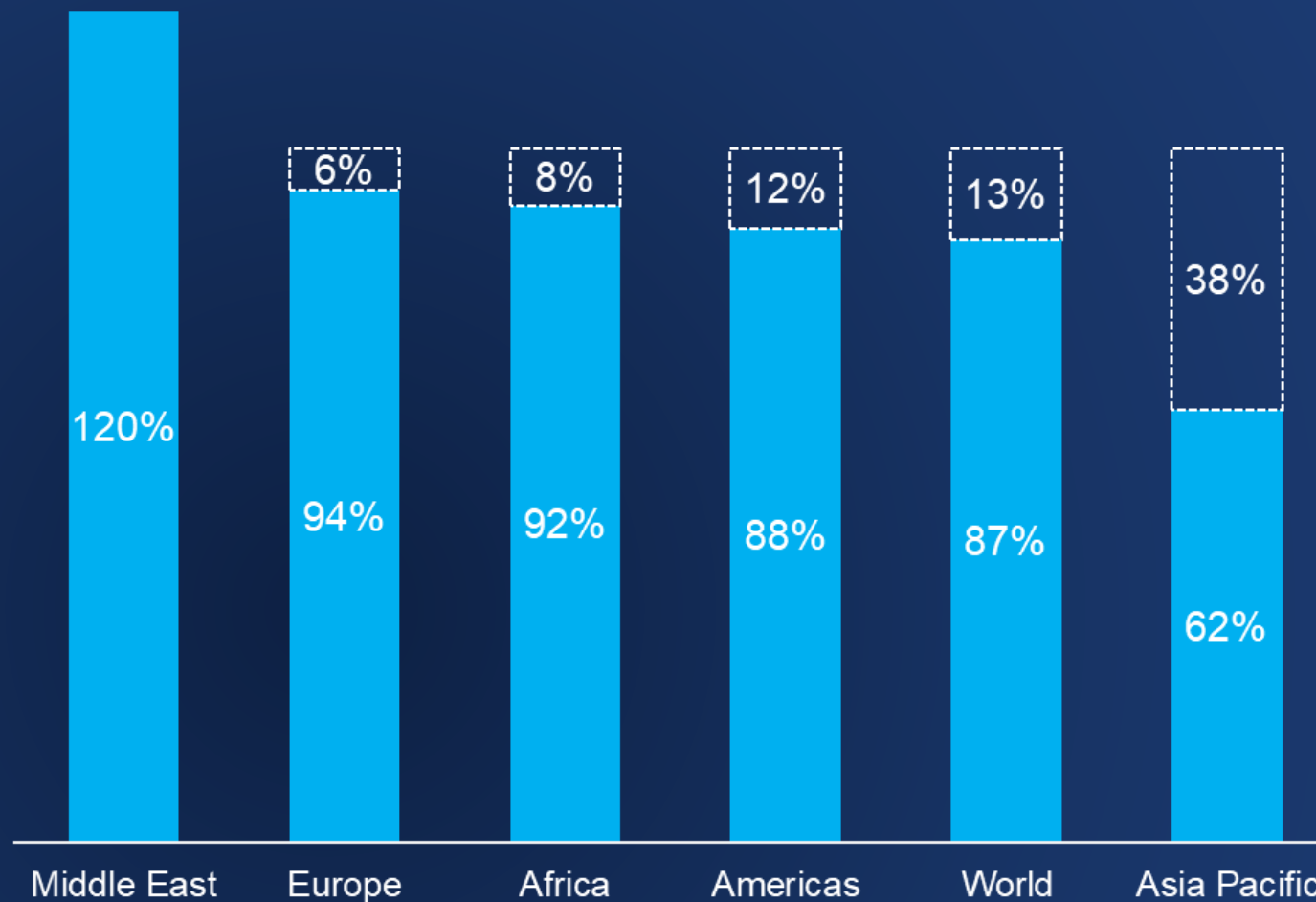
International tourist arrivals, 2020-2023

% change vs. 2019

- 2021
- 2022
- Jan-Sep 2023*

Source: UNWTO (Nov. 2023)
* Provisional data

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World
-69% (2021)
-34% (2022)
-13% (Jan-Sep 2023)

Europe
-59% (2021)
-20% (2022)
-6% (Jan-Sep 2023)

Asia Pacific
-93% (2021)
-74% (2022)
-38% (Jan-Sep 2023)

Americas
-63% (2021)
-29% (2022)
-12% (Jan-Sep 2023)

Africa
-72% (2021)
-30% (2022)
-8% (Jan-Sep 2023)

Middle East
-58% (2021)
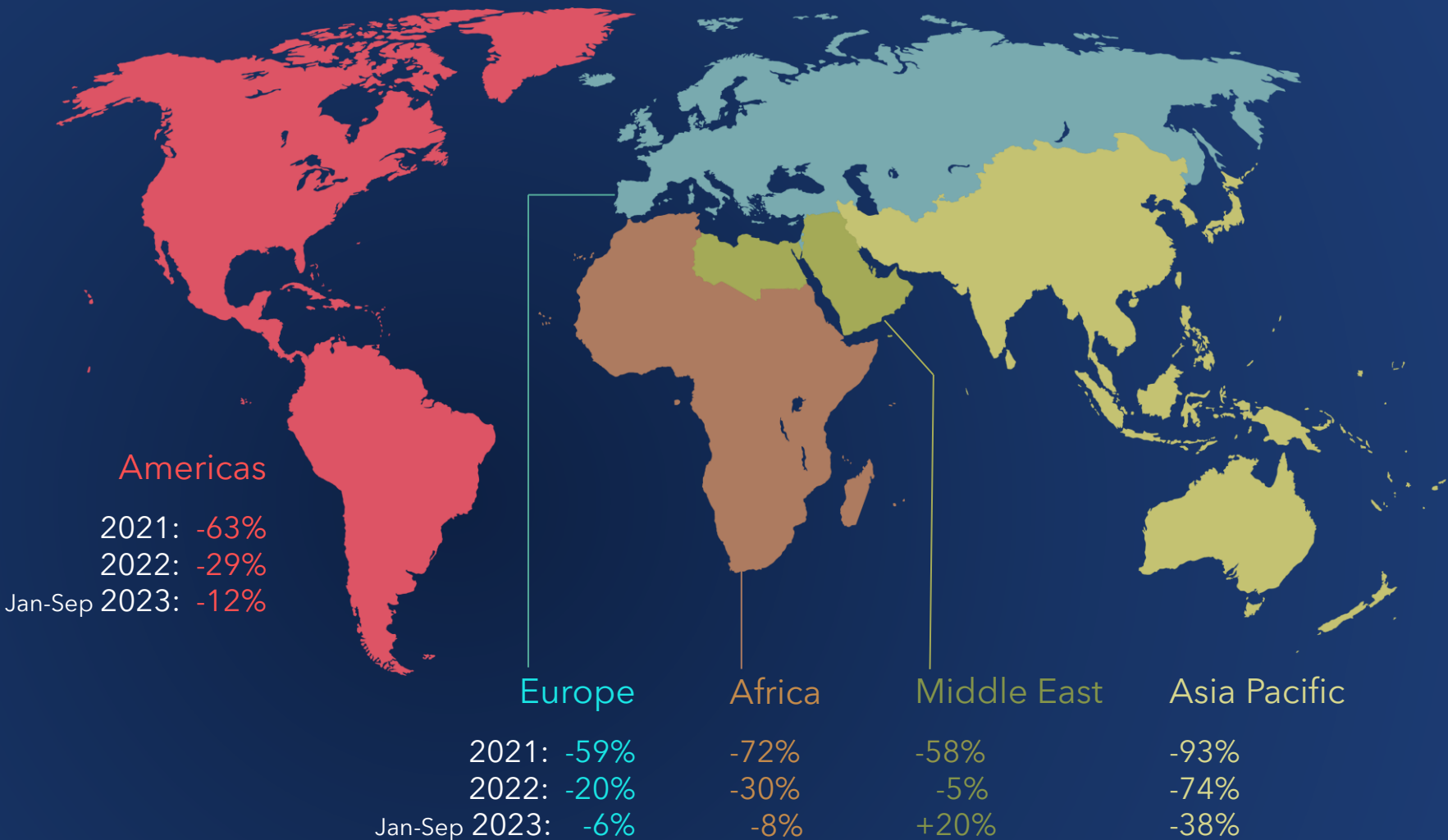-5% (2022)
+20% (Jan-Sep 2023)
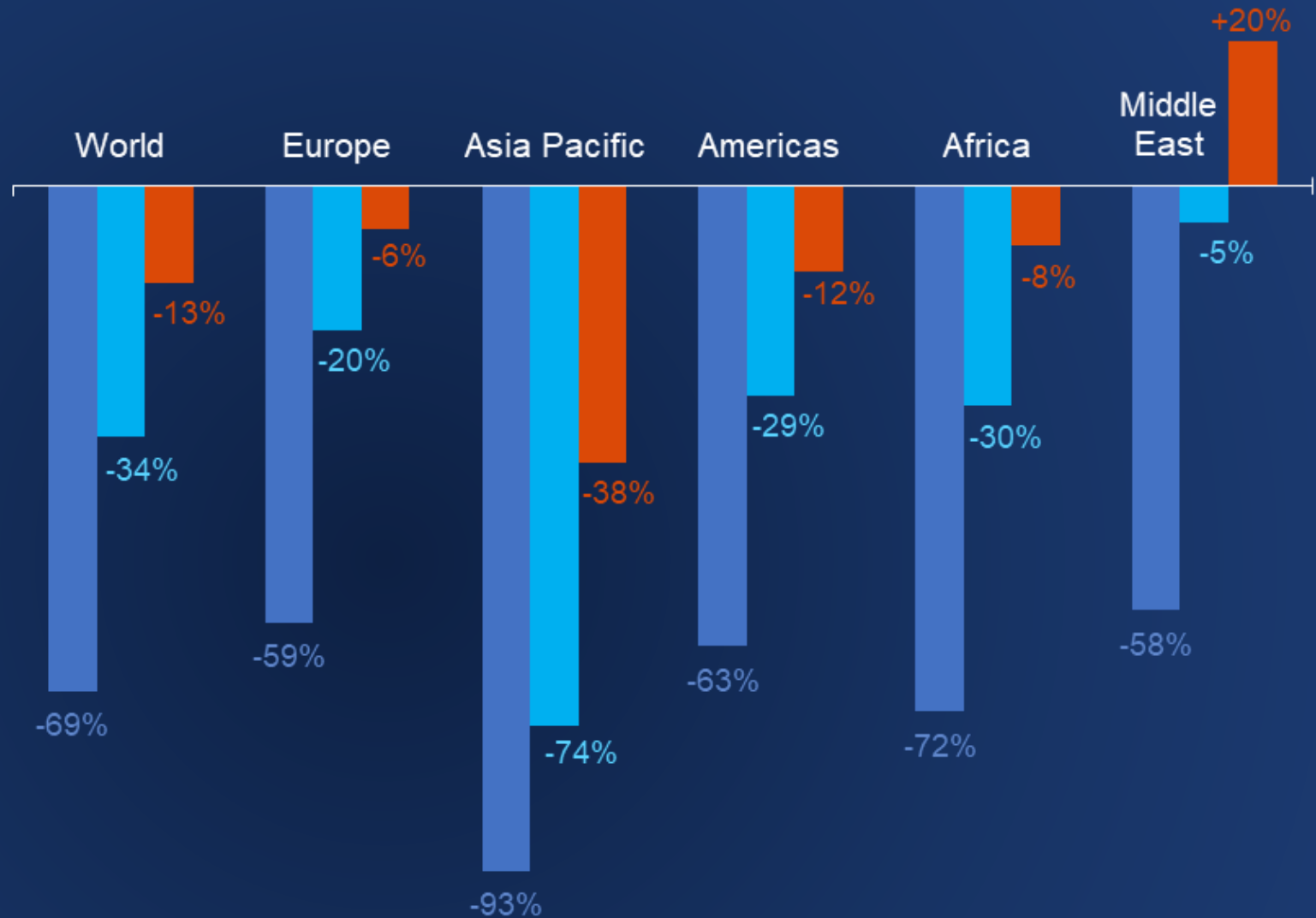
International tourist arrivals by region

% change vs. 2019

World

2021: -69%
2022: -34%
Jan-Sep 2023: -13%

Source: UNWTO (Nov. 2023)
Jan-Sep '23 data are provisional

Americas

2021: -63%
2022: -29%
Jan-Sep 2023: -12%

	Europe	Africa	Middle East	Asia Pacific
2021:	-59%	-72%	-58%	-93%
2022:	-20%	-30%	-5%	-74%
Jan-Sep 2023:	-6%	-8%	+20%	-38%

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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 (UNWTO) concerning the legal status of any country, territory, or of its authorities, or concerning the delimitation of its frontiers.
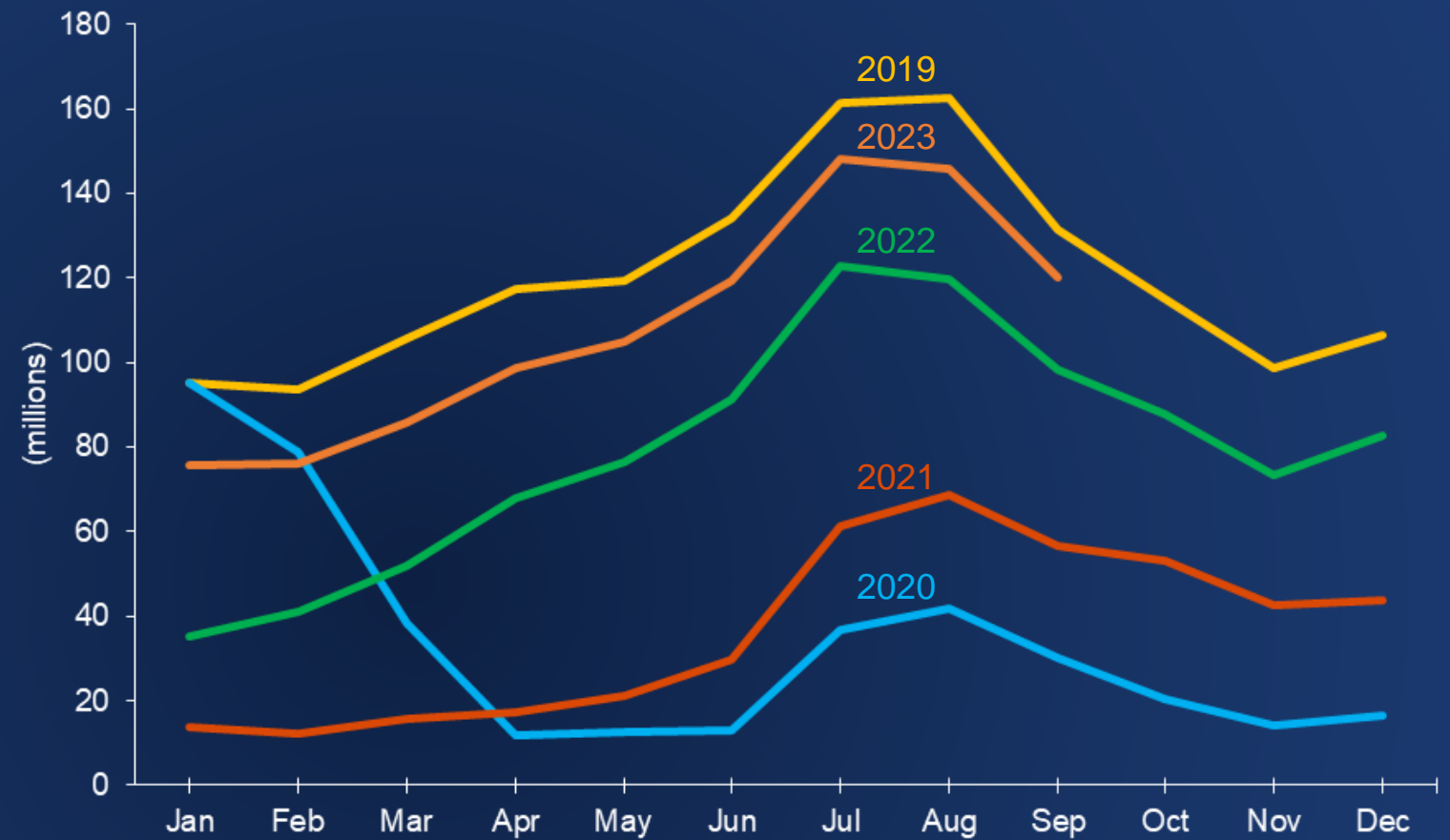
International tourist arrivals (world)

(millions)

Legend:
- 2019
- 2020
- 2021
- 2022
- 2023*

Source: UNWTO (Nov. 2023)
* Provisional data
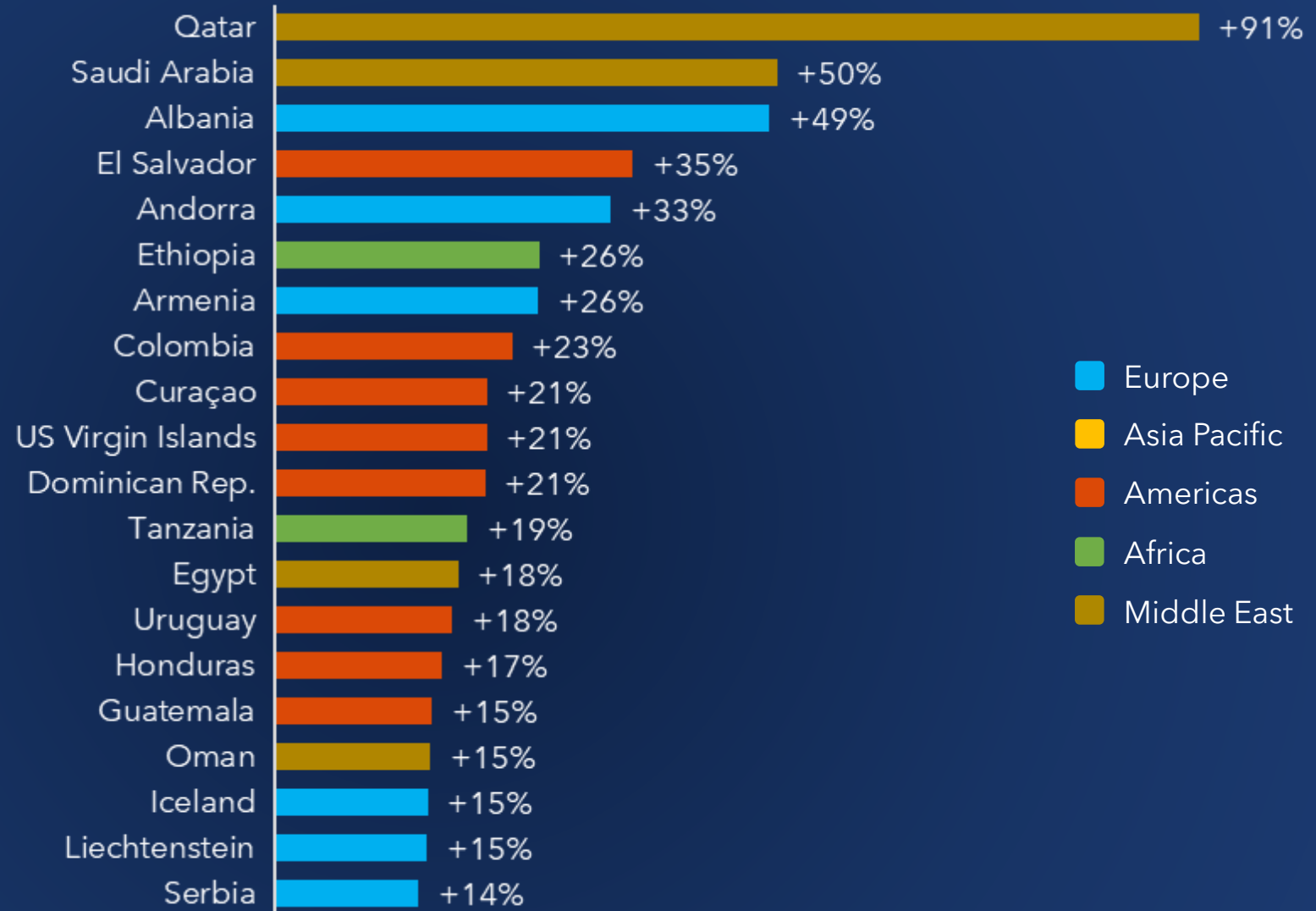

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Best performing destinations in Jan-Sep 2023*

International tourist arrivals (% change vs. 2019)

Source: UNWTO (Nov. 2023)

* Based on destinations with available data for the first 8 or 9 months of 2023.
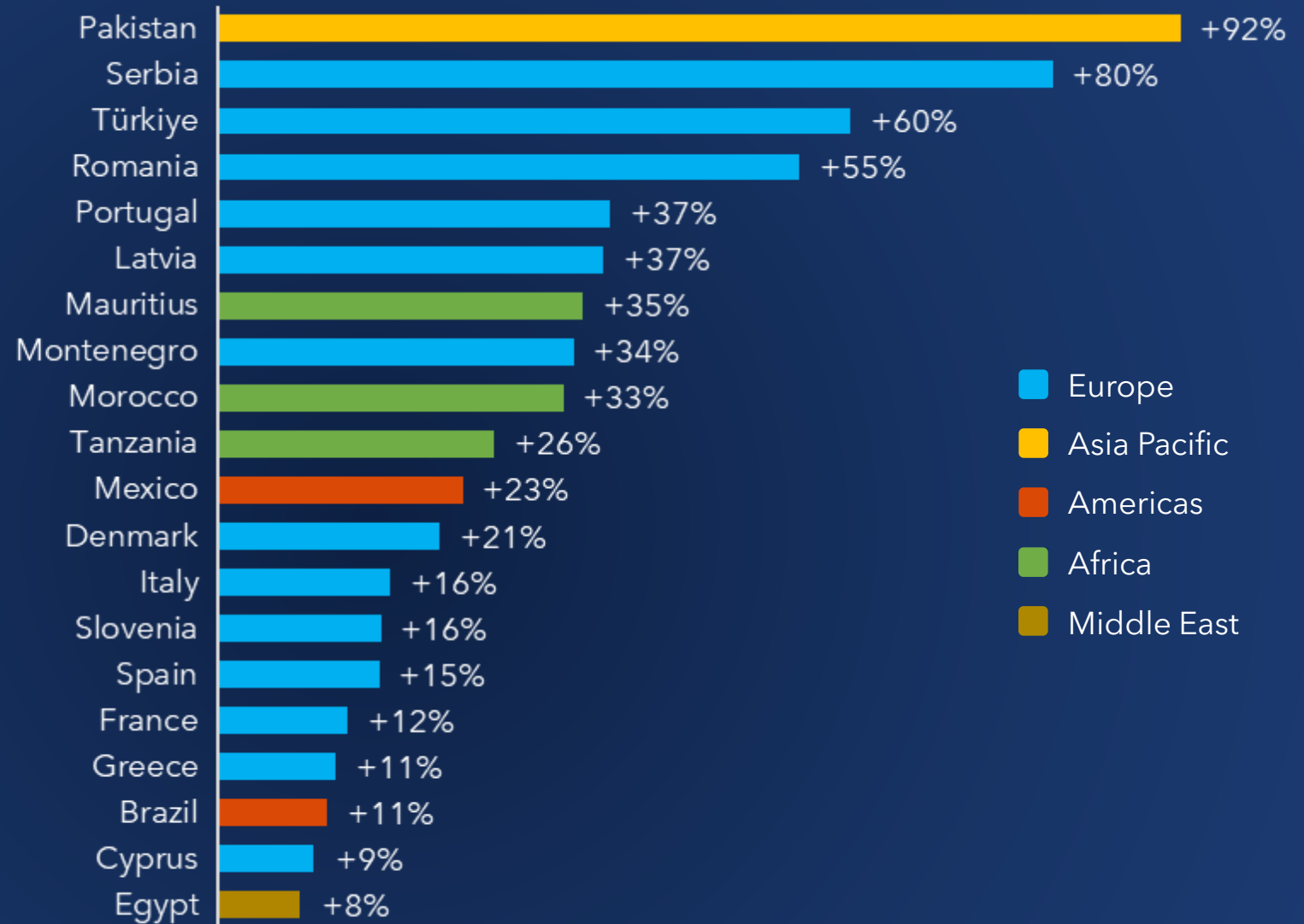
Destination	% change
Qatar	+91%
Saudi Arabia	+50%
Albania	+49%
El Salvador	+35%
Andorra	+33%
Ethiopia	+26%
Armenia	+26%
Colombia	+23%
Curaçao	+21%
US Virgin Islands	+21%
Dominican Rep.	+21%
Tanzania	+19%
Egypt	+18%
Uruguay	+18%
Honduras	+17%
Guatemala	+15%
Oman	+15%
Iceland	+15%
Liechtenstein	+15%
Serbia	+14%

Europe
Asia Pacific
Americas
Africa
Middle East

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Best performing destinations in terms of receipts: Jan-Sep 2023*

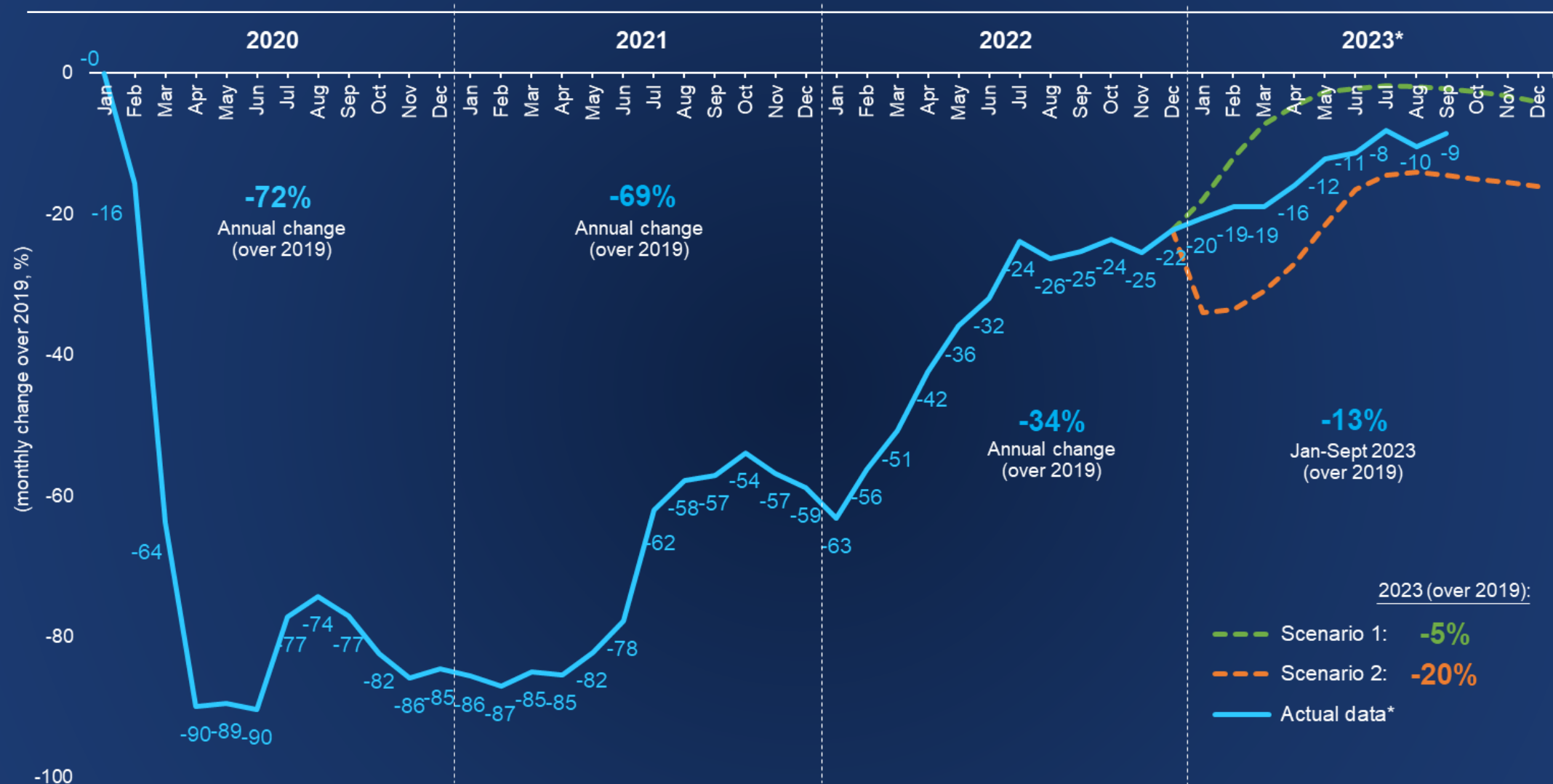International tourism receipts (% change vs. 2019)[1]

Source: UNWTO (Nov. 2023)

* Based on destinations with available data for the first 8 or 9 months of 2023.

[1] In local currencies if so reported by the destination.

Destination	% change
Pakistan	+92%
Serbia	+80%
Türkiye	+60%
Romania	+55%
Portugal	+37%
Latvia	+37%
Mauritius	+35%
Montenegro	+34%
Morocco	+33%
Tanzania	+26%
Mexico	+23%
Denmark	+21%
Italy	+16%
Slovenia	+16%
Spain	+15%
France	+12%
Greece	+11%
Brazil	+11%
Cyprus	+9%
Egypt	+8%

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

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International tourist arrivals, with Scenarios for 2023 (monthly % change over 2019)
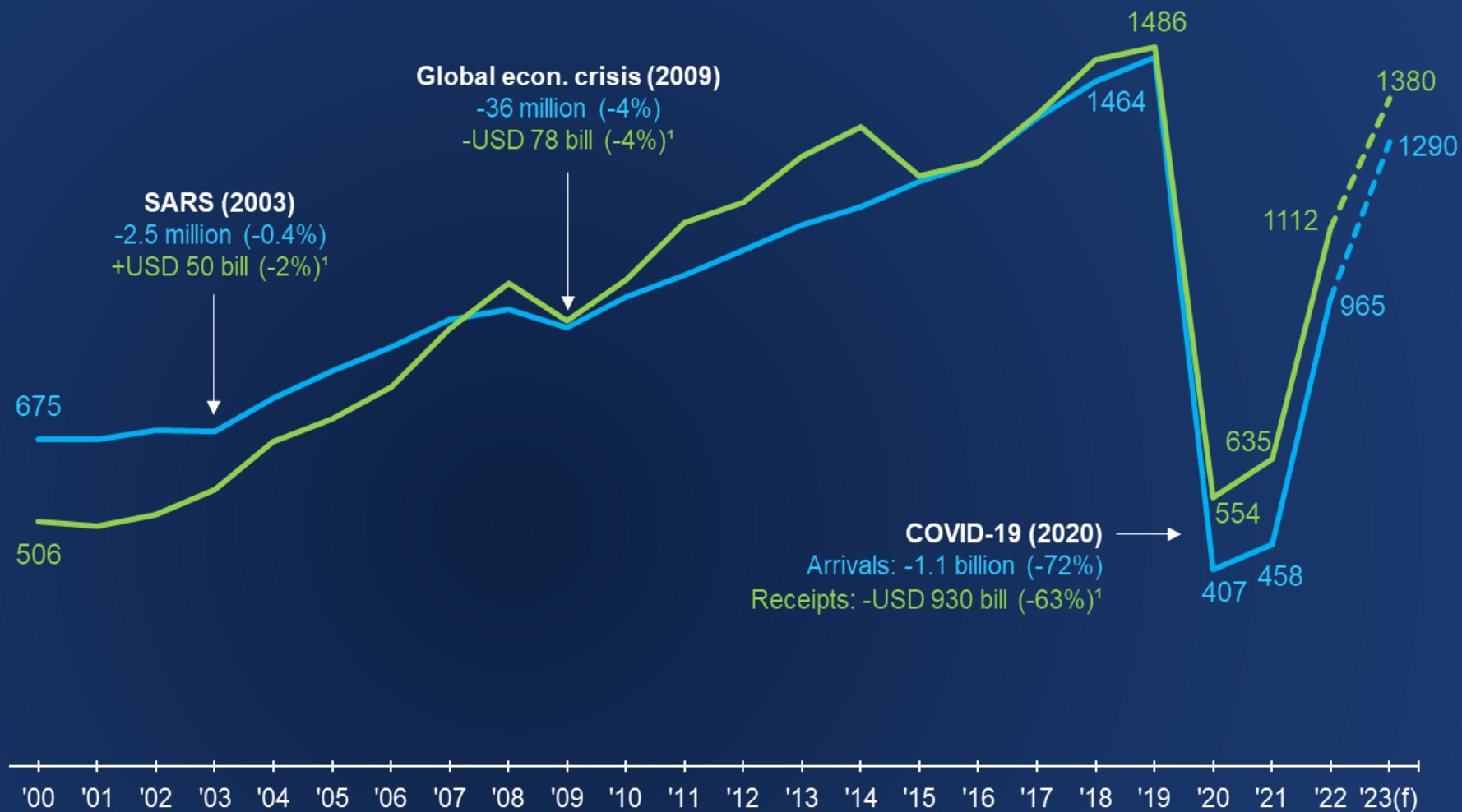
Source: UNWTO (November 2023). Scenarios first published in the January 2023 World Tourism Barometer.
* Actual data for 2023 is preliminary and based on estimates for destinations which have not yet reported results.

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International tourist arrivals and receipts

— Arrivals (millions)
— Receipts (USD billions)

Source: UNWTO (Nov. 2023)
(f) Data for 2023 are forecasts
[1] Change is in local currencies and constant prices

SARS (2003)
-2.5 million (-0.4%)
+USD 50 bill (-2%)[1]

Global econ. crisis (2009)
-36 million (-4%)
-USD 78 bill (-4%)[1]

COVID-19 (2020)
Arrivals: -1.1 billion (-72%)
Receipts: -USD 930 bill (-63%)[1]

675
506
1486
1464
1380
1290
1112
965
635
554
407
458

'00 '01 '02 '03 '04 '05 '06 '07 '08 '09 '10 '11 '12 '13 '14 '15 '16 '17 '18 '19 '20 '21 '22 '23(f)

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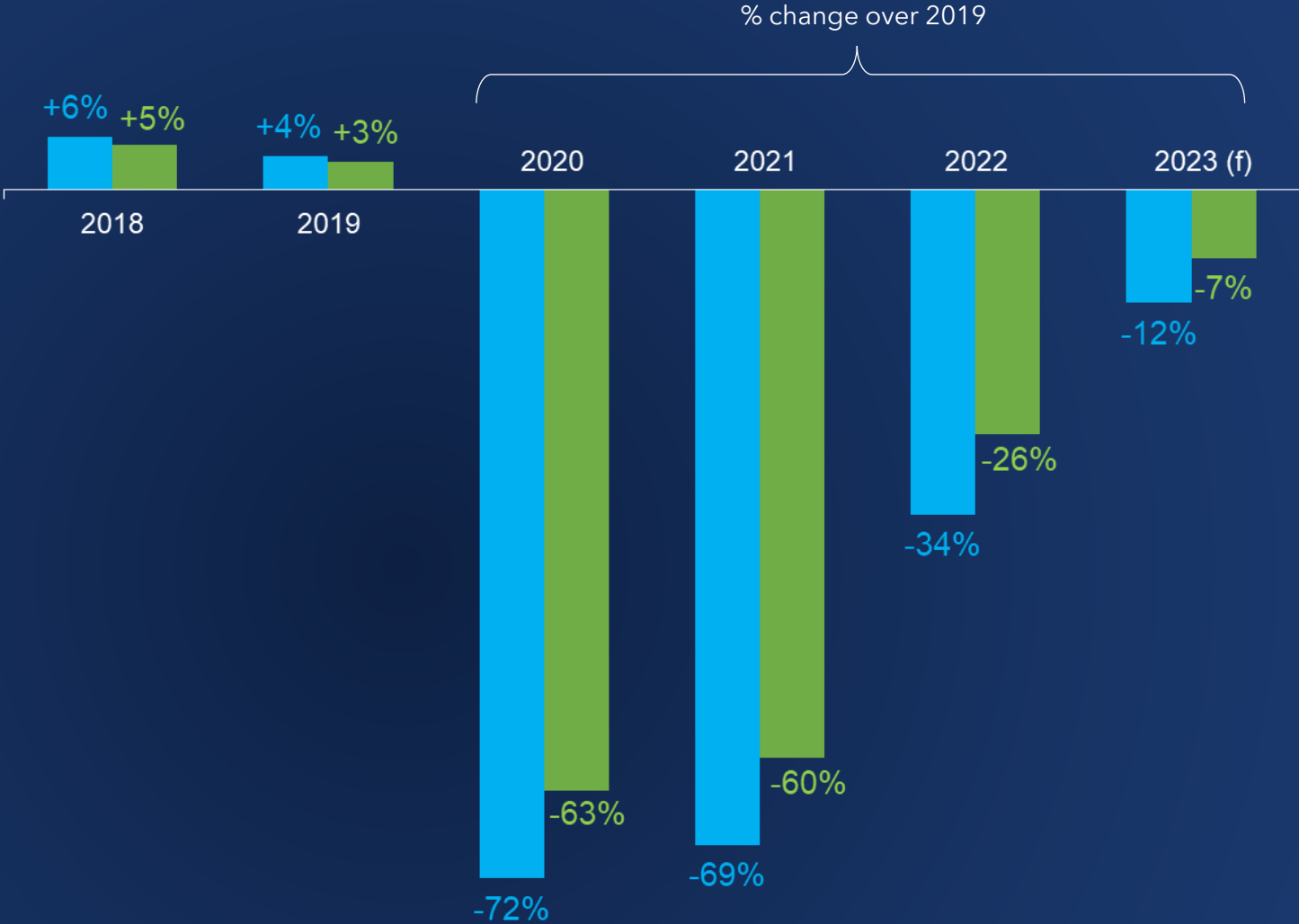International tourist arrivals and receipts

(yearly % change)

■ Arrivals
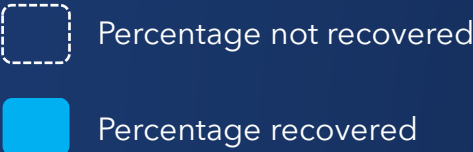■ Receipts[1]

Source: UNWTO (Sept. 2023)
* Provisional data
(f) Data for 2023 are forecasts.
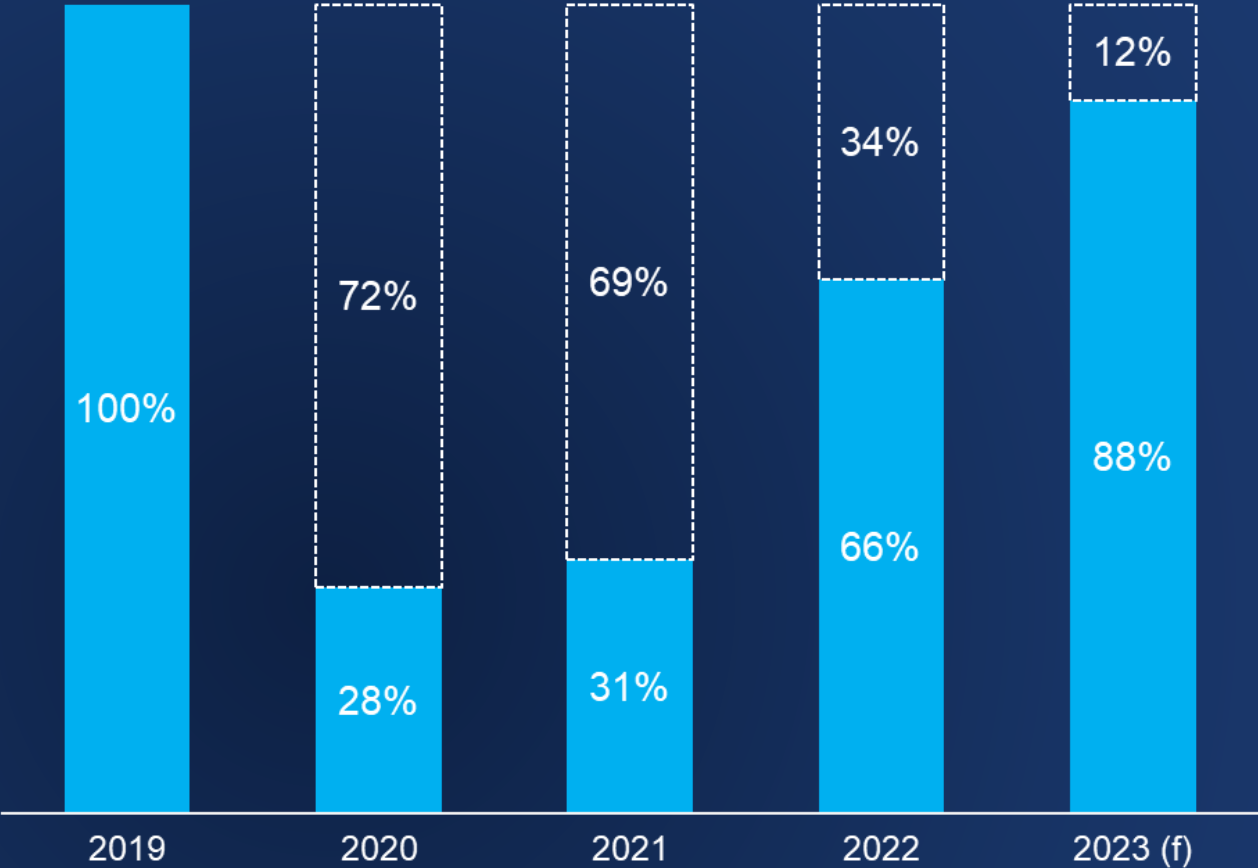[1] Real change (local currencies at constant prices).

% change over 2019

2018: +6% +5%
2019: +4% +3%
2020: -72% -63%
2021: -69% -60%
2022: -34% -26%
2023 (f): -12% -7%

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Recovery of international tourist arrivals

Percentage of 2019 levels

Percentage not recovered
Percentage recovered

Source: UNWTO (Nov. 2023)
(f) Data for 2023 are forecasts

Year	Recovered	Not recovered
2019	100%	
2020	28%	72%
2021	31%	69%
2022	66%	34%
2023 (f)	88%	12%

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Recovery of international tourism receipts

Percentage of 2019 levels (real terms)

☐ Percentage not recovered

■ Percentage recovered

Source: UNWTO (Nov. 2023)
(f) Data for 2023 are forecasts

| 2019	2020	2021	2022	2023 (f)
100%	63% / 37%	60% / 40%	26% / 74%	7% / 93%

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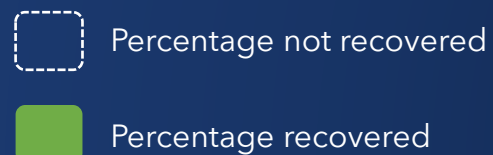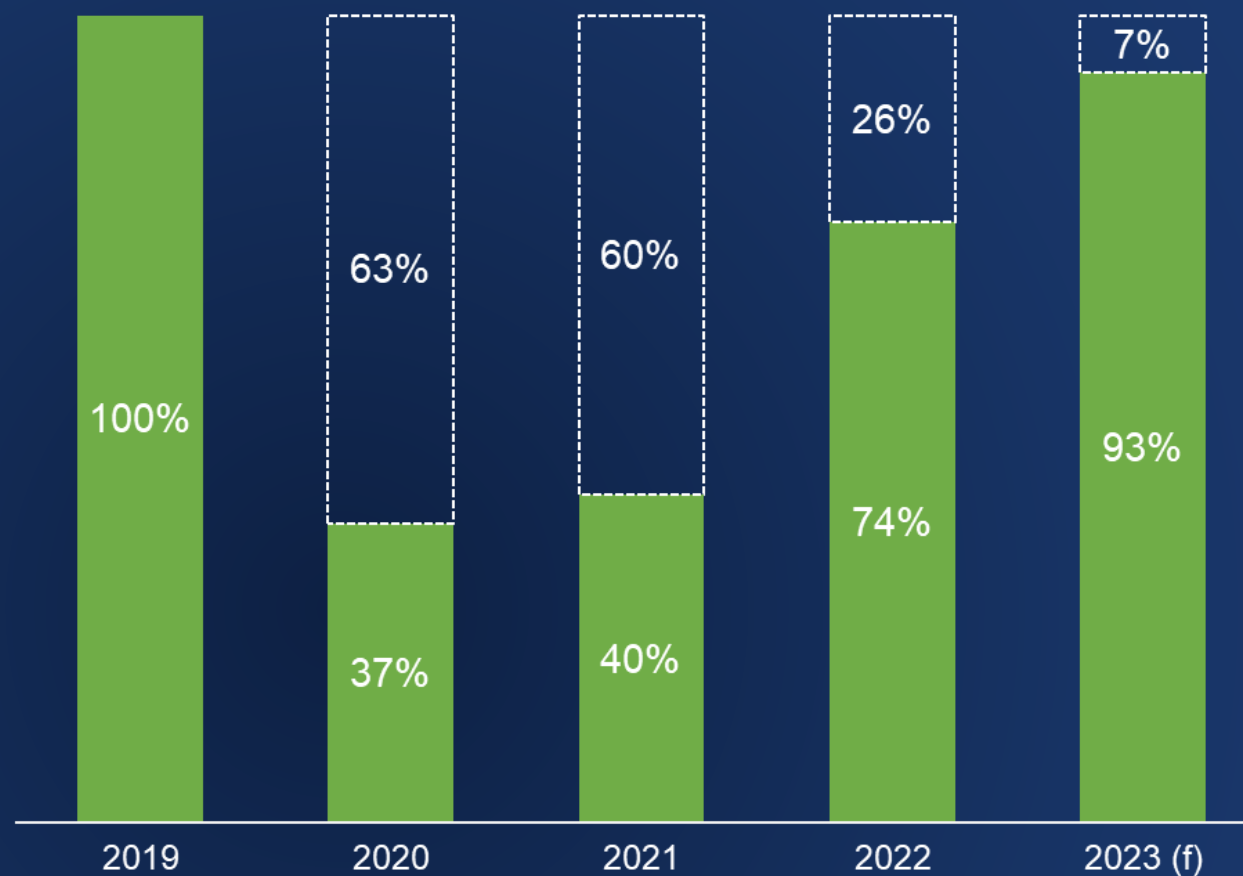
UNWTO Confidence Index

Evaluation of past 4 months

Prospects for next 4 months

Source: UNWTO Panel of Experts Survey (Sept. 2023)

Note: The UNWTO Confidence Index reflects perceived performance (evaluation) and expectations (prospects) for the tourism sector every four months.

T1: January to April
T2: May to August
T3: September to December

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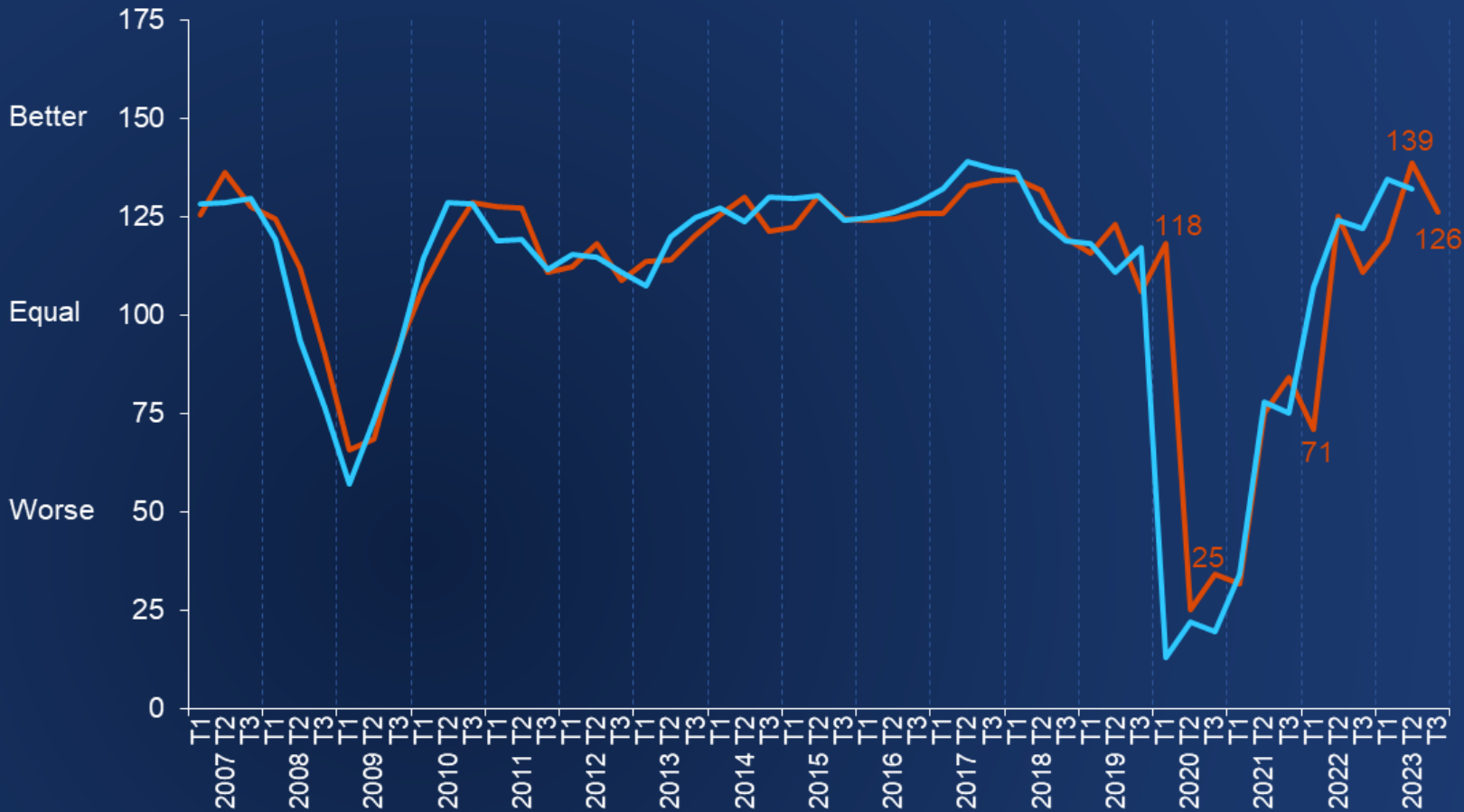
This report is the PowerPoint presentation version of the UNWTO World Tourism Barometer, a publication of the UNWTO Tourism Market Intelligence and Competitiveness Department that monitors international tourism trends on a regular basis to provide global tourism stakeholders with the latest data and analysis on inbound and outbound travel, confidence levels, prospects and other 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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