UNWTO is the authoritative reference on tourism data.
Data means…

Better understanding
Better planning
Better decisions
About the Project

A ‘one-stop shop’ for global tourism data and insights

Support to tourism policy and management

Raise the importance of data and visualization for tourism planning and managing
What does it offer?

The first global dashboard for global tourism trends

Key Insights on international tourism

Benchmarking for source markets and destinations on key indicators

Opportunities for collaboration
Join us in the journey to a new way to understand tourism data and trends.
Sandra Carvão,
Chief, Tourism Market Intelligence and Competitiveness
scarvao@unwto.org