World Tourism Barometer (PPT version)

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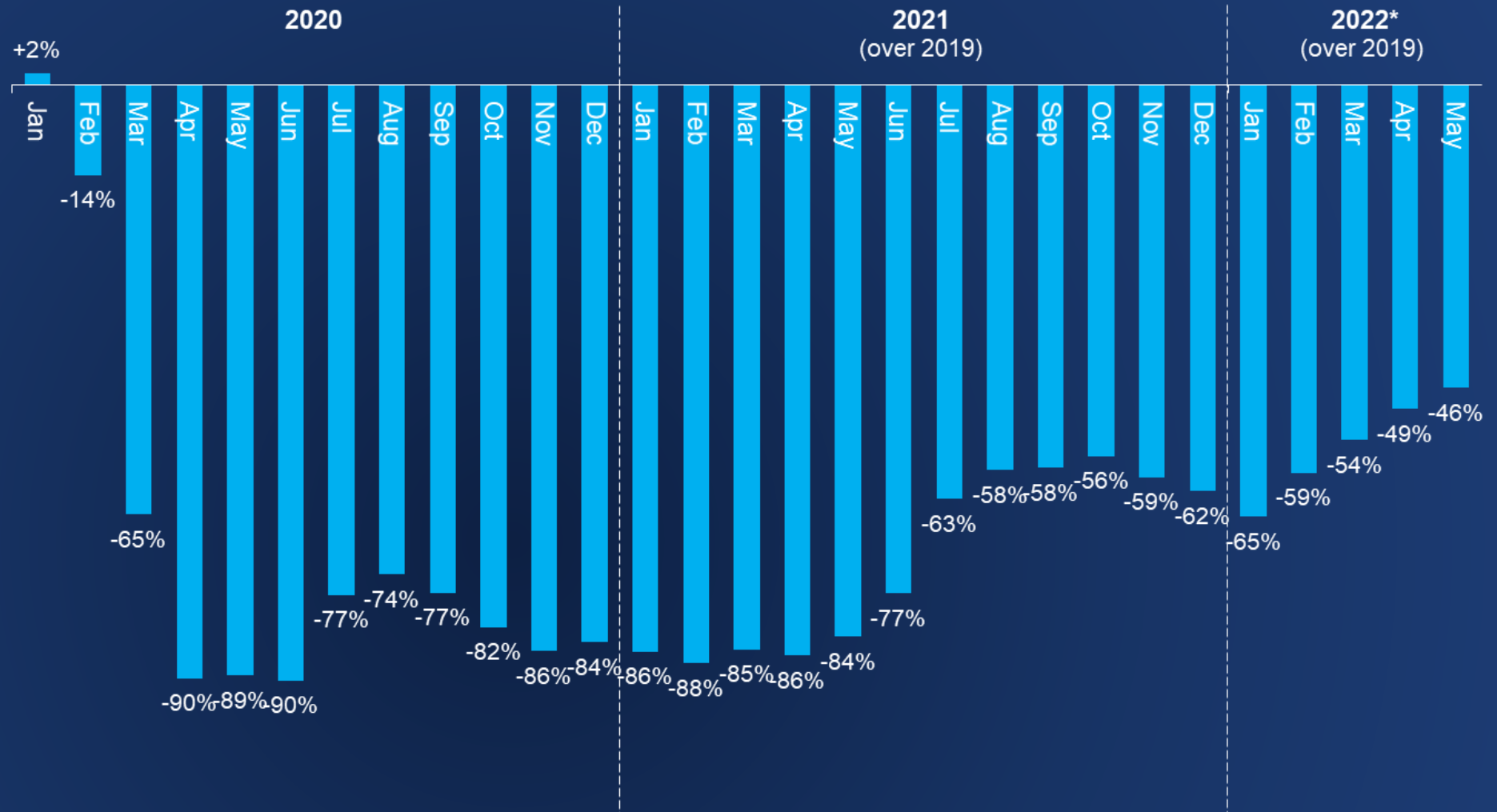
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International tourist arrivals

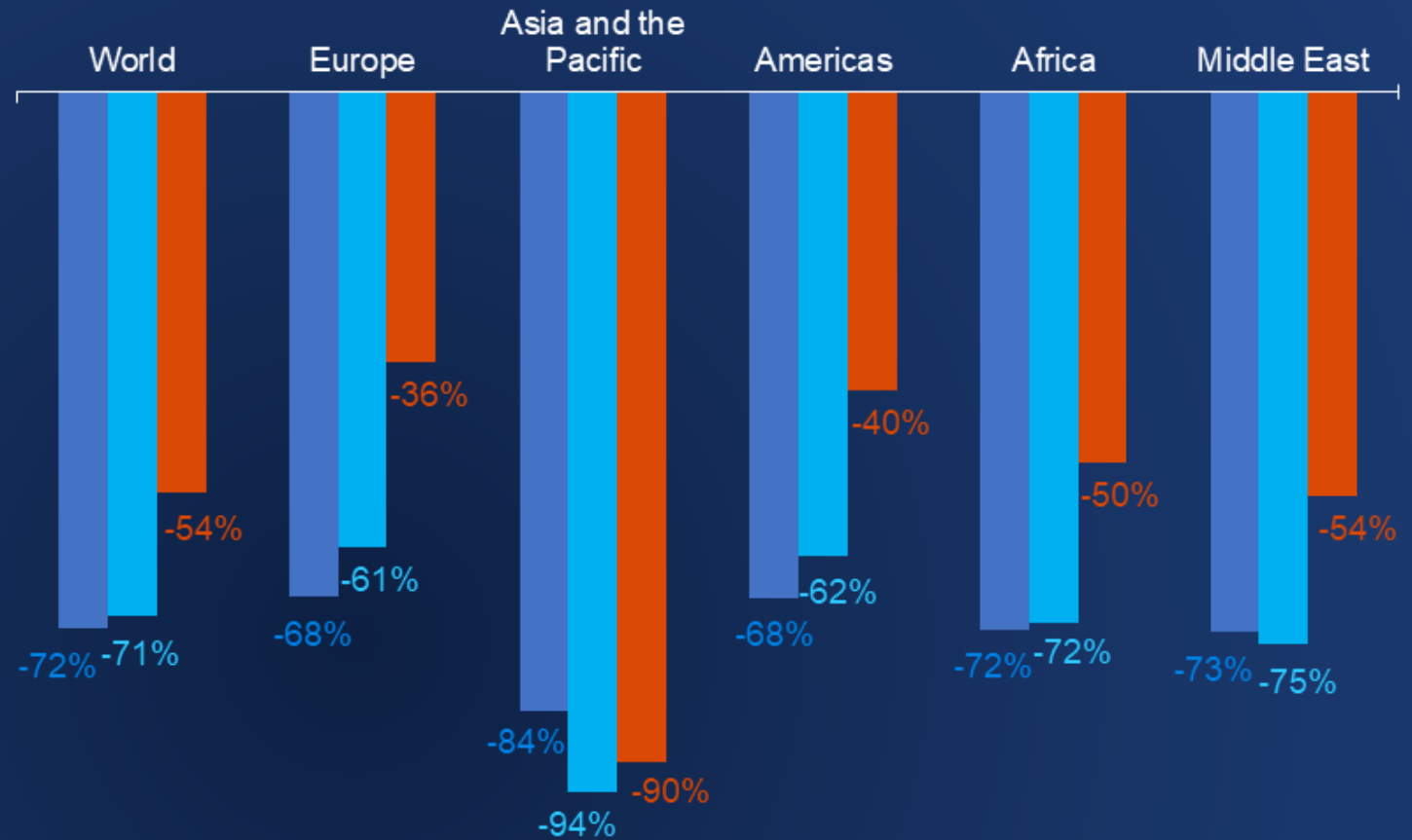(% change vs. 2019)

Source: UNWTO (July 2022)
* Provisional data

2020 **2021**
(over 2019) **2022***
(over 2019)

Jan +2%
Feb -14%
Mar -65%
Apr -90%
May -89%
Jun -90%
Jul -77%
Aug -74%
Sep -77%
Oct -82%
Nov -86%
Dec -84%
Jan -86%
Feb -88%
Mar -85%
Apr -86%
May -84%
Jun -77%
Jul -63%
Aug -58%
Sep -58%
Oct -56%
Nov -59%
Dec -62%
Jan -65%
Feb -59%
Mar -54%
Apr -49%
May -46%

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International tourist arrivals: World

(% change vs. 2019)

- 🟦 2020
- 🟦 2021
- 🟧 Jan-May 2022*

Source: UNWTO (July 2022)
* Provisional data

	World	Europe	Asia and the Pacific	Americas	Africa	Middle East
2020	-72%	-68%	-84%	-68%	-72%	-73%
2021	-71%	-61%	-94%	-62%	-72%	-75%
Jan-May 2022*	-54%	-36%	-90%	-40%	-50%	-54%

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International tourist arrivals:

Percentage of 2019 levels recovered in January-May 2022 (%)*

Percentage not recovered

Percentage recovered
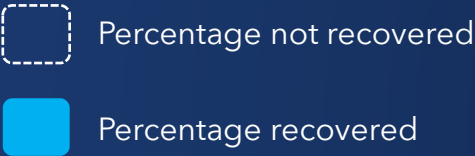
Source: UNWTO (July 2022)
* Percentage of January-May 2019 arrivals reached in January-May 2022.

	Europe	Americas	Africa	World	Middle East	Asia Pacific
Not recovered	36%	40%	50%	54%	54%	90%
Recovered	64%	60%	50%	46%	46%	10%

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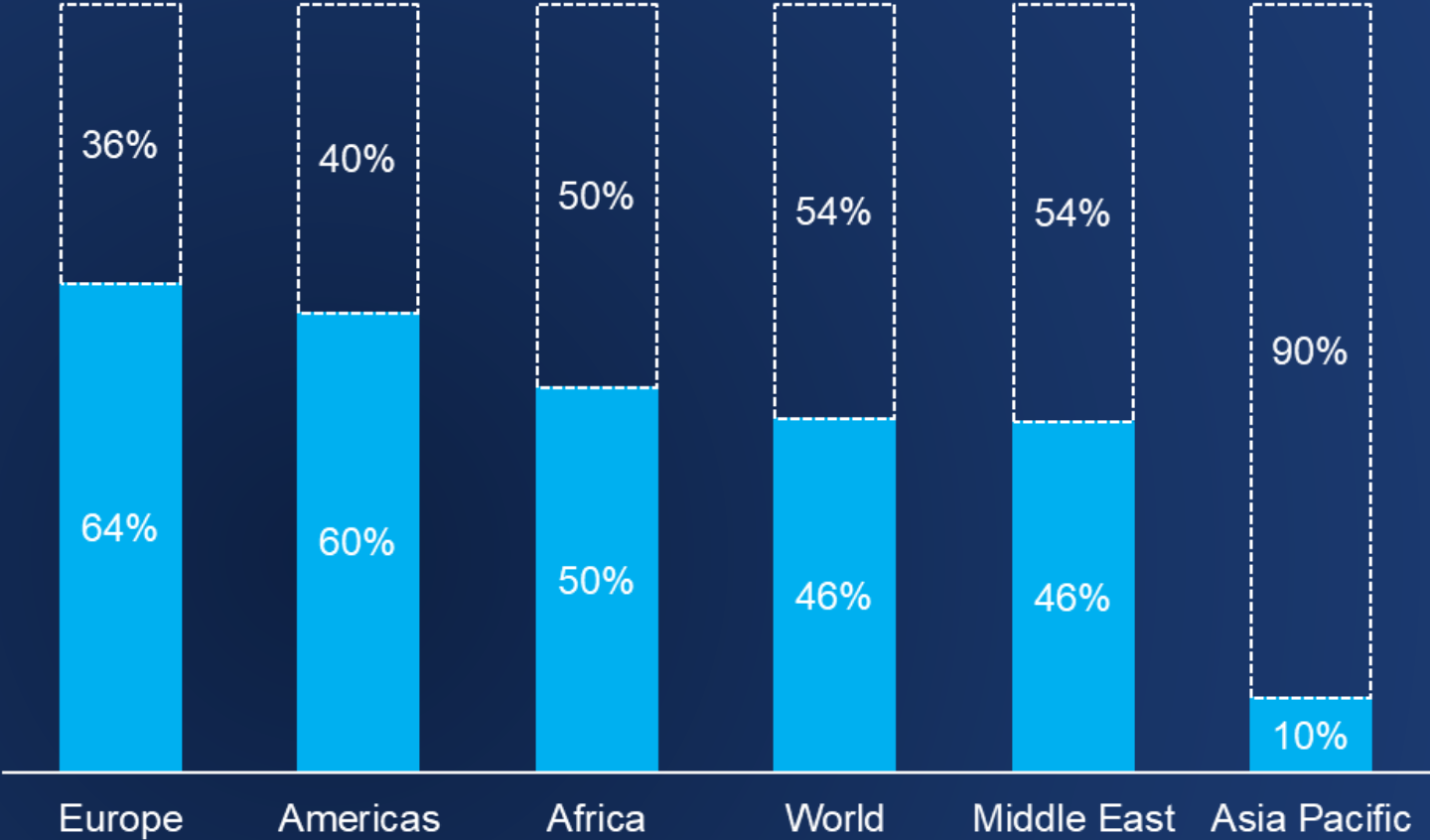
International tourist arrivals by region

(% change vs. 2019)

World

2021: -71%
Jan-May 2022: -54%

Source: UNWTO
(Data as of July 2022)

Americas

2021: -62%
Jan-May 2022: -40%

	Europe	Africa	Middle East	Asia Pacific
2021:	-61%	-72%	-75%	-94%
Jan-May 2022:	-36%	-50%	-54%	-90%

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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, estimated)

- 2019
- 2020
- 2021
- Jan-May 2022*

Source: UNWTO (July 2022)
* Provisional data

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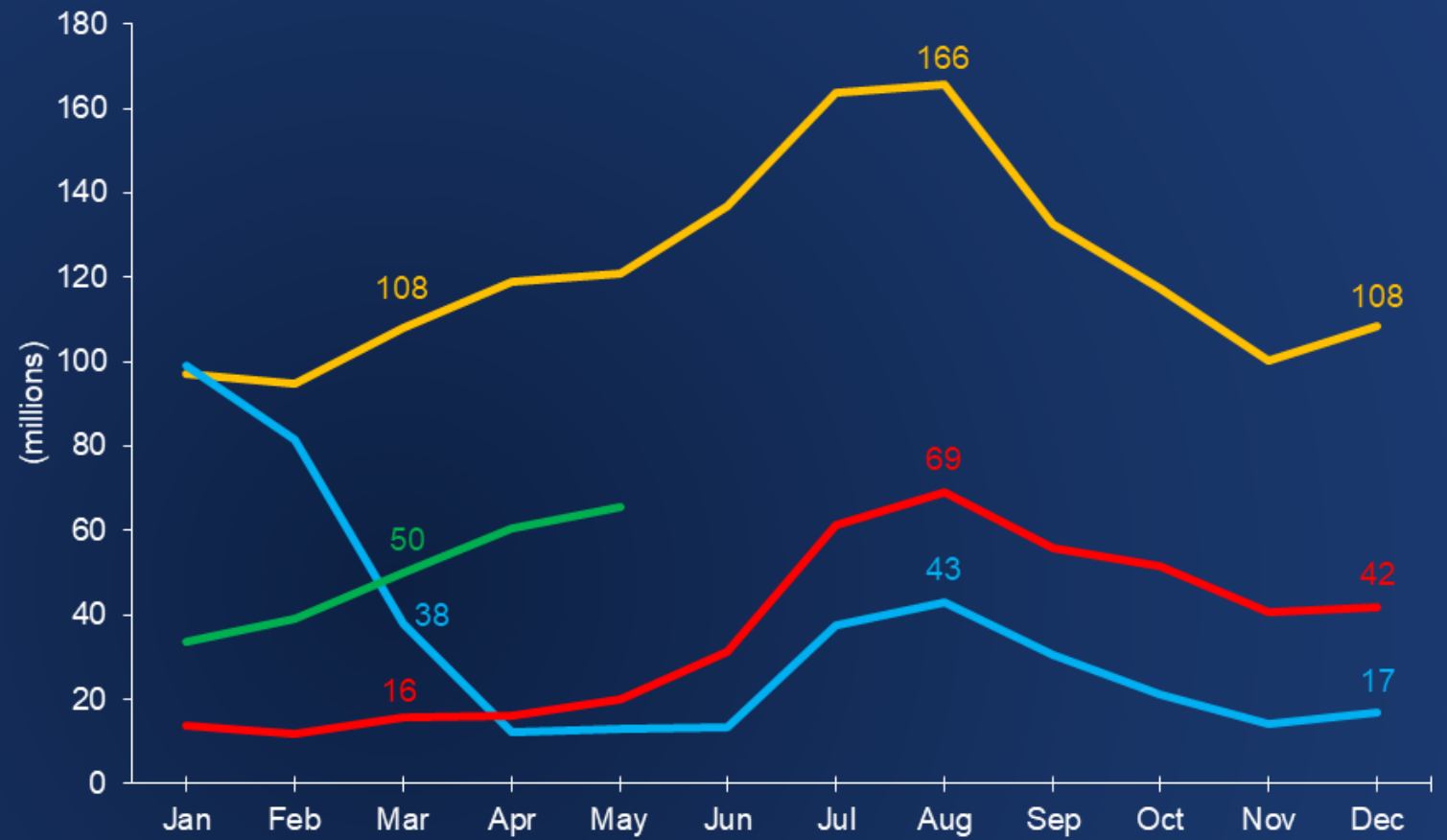
International tourist arrivals: Europe

(millions, estimated)

Legend:
- 2019
- 2020
- 2021
- Jan-May 2022*

Source: UNWTO (July 2022)
* Provisional data

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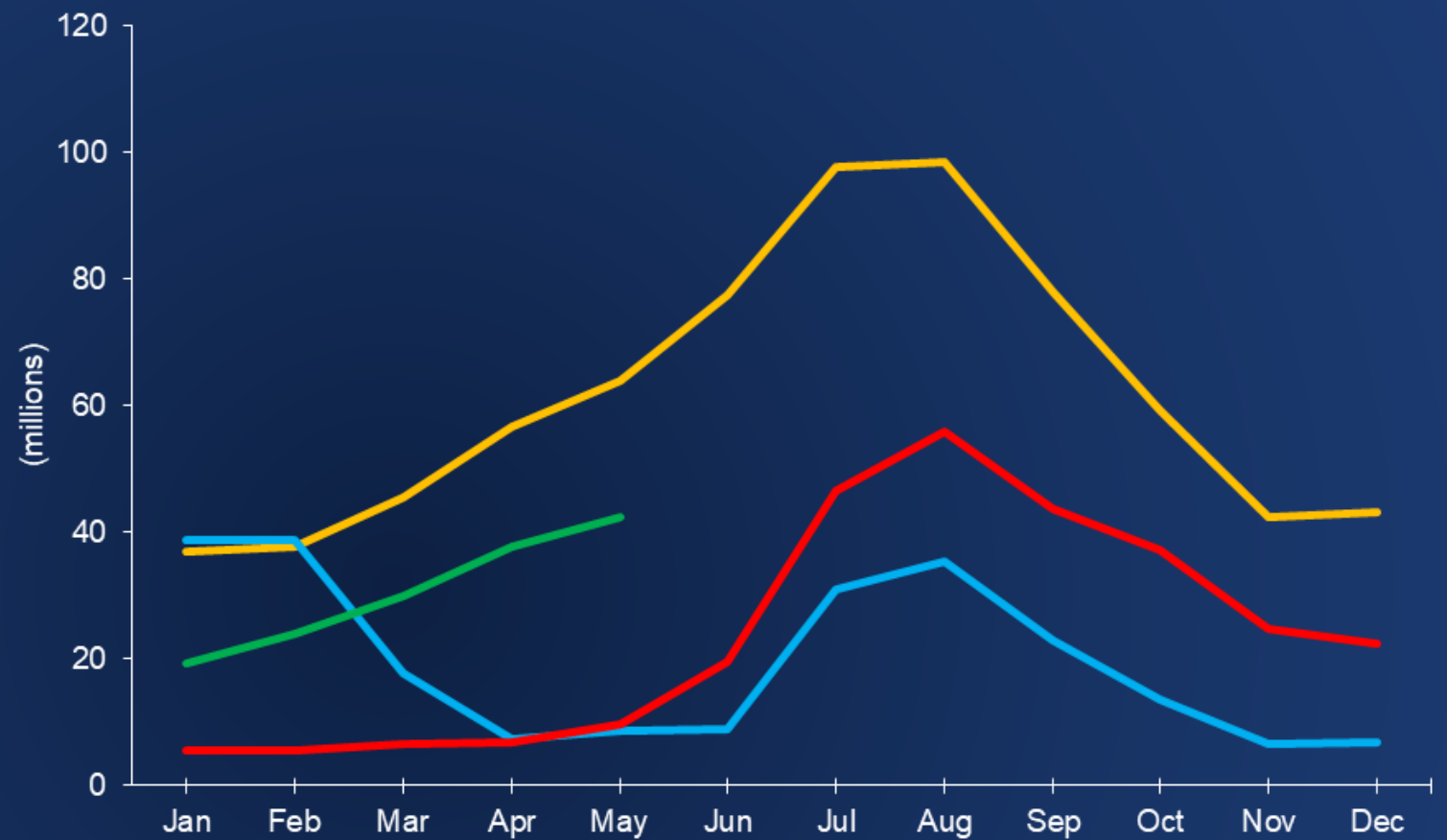
International tourist arrivals: Asia Pacific

(millions, estimated)

- 2019
- 2020
- 2021
- Jan-May 2022*

Source: UNWTO (July 2022)
* Provisional data

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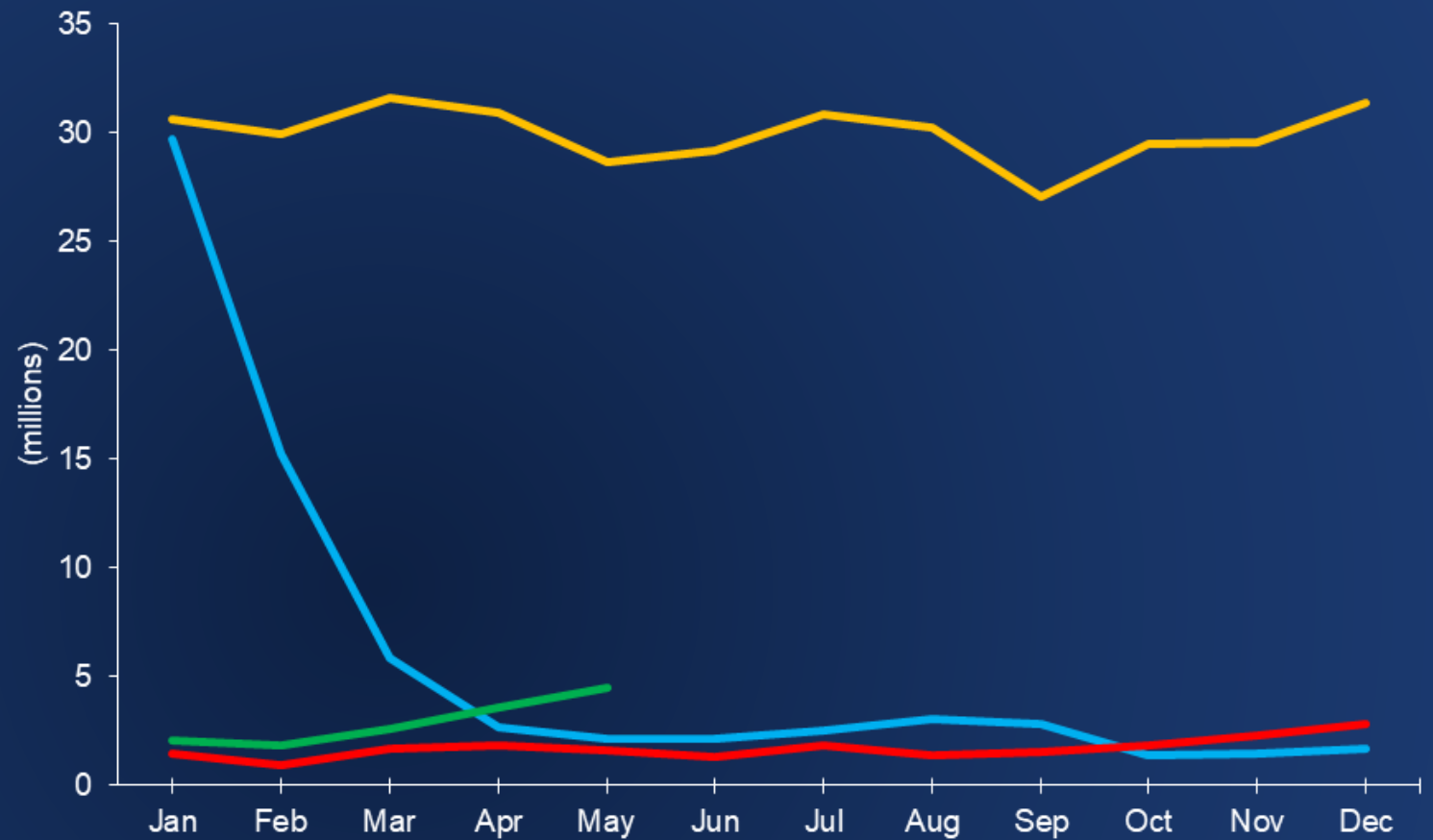
International tourist arrivals: Americas

(millions, estimated)

2019
2020
2021
Jan-May 2022*

Source: UNWTO (July 2022)
* Provisional data
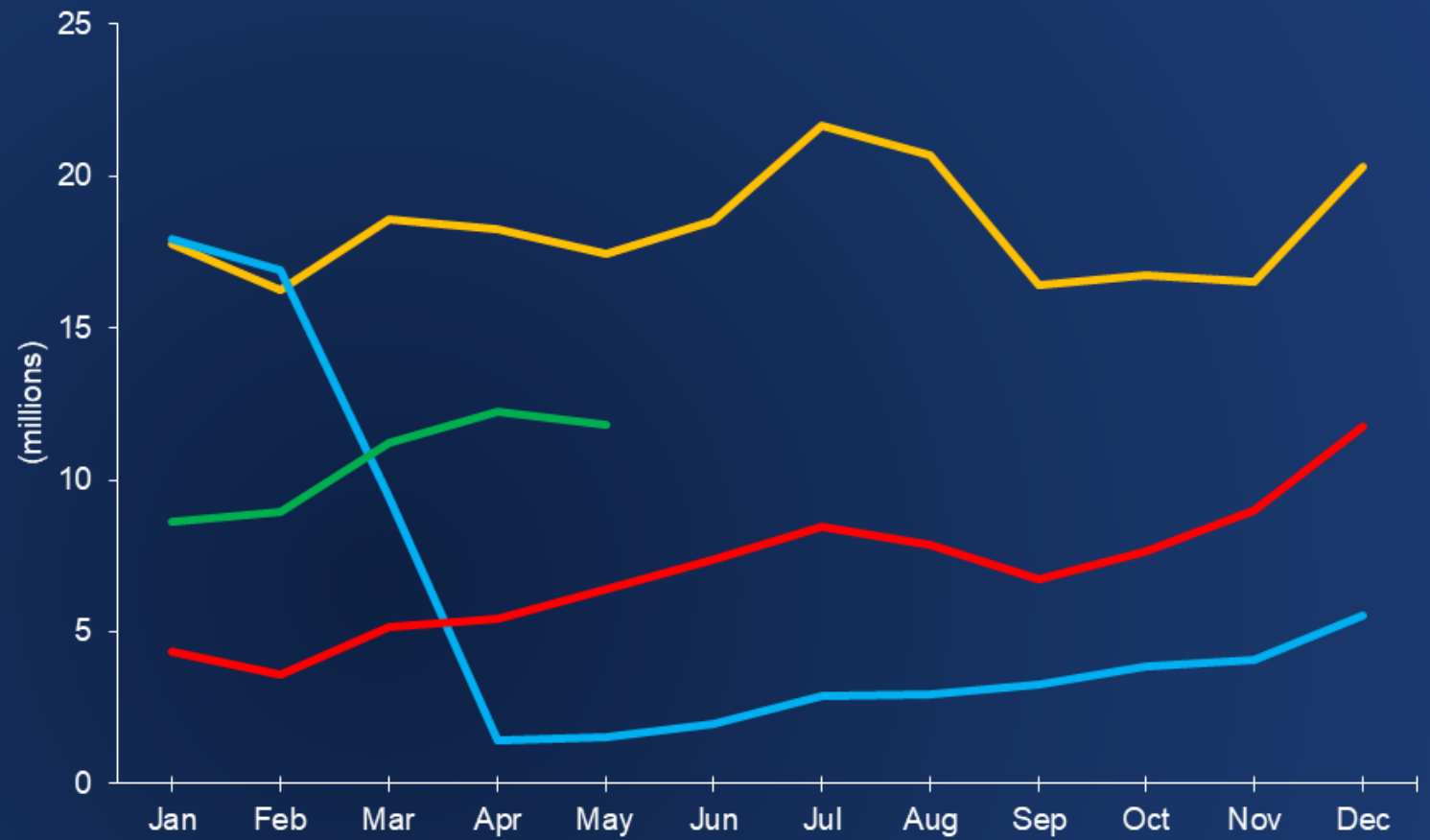
International tourist arrivals: Africa

(millions, estimated)

- ▬ 2019
- ▬ 2020
- ▬ 2021
- ▬ Jan-May 2022*

Source: UNWTO (July 2022)
* Provisional data

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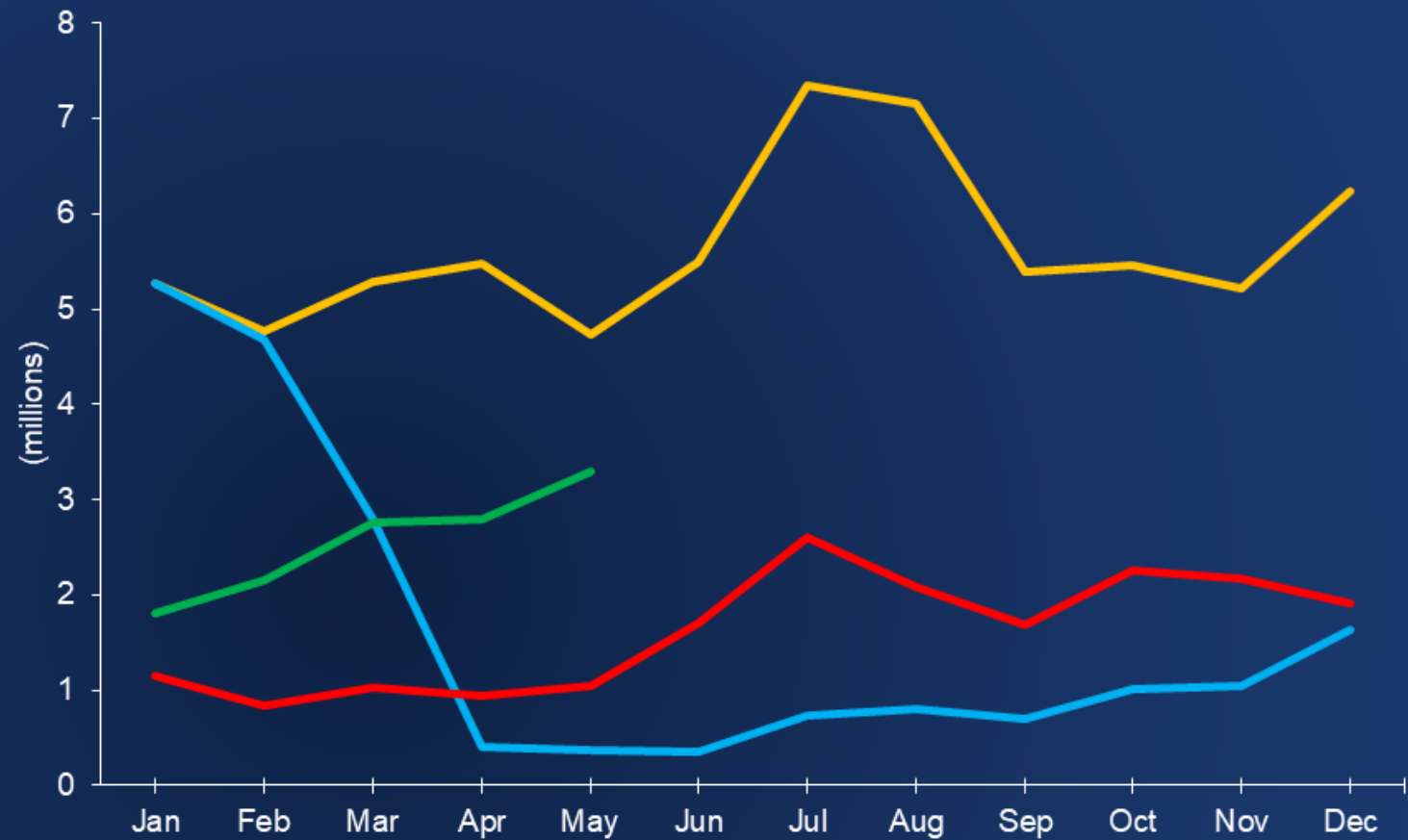
International tourist arrivals: Middle East

(millions, estimated)
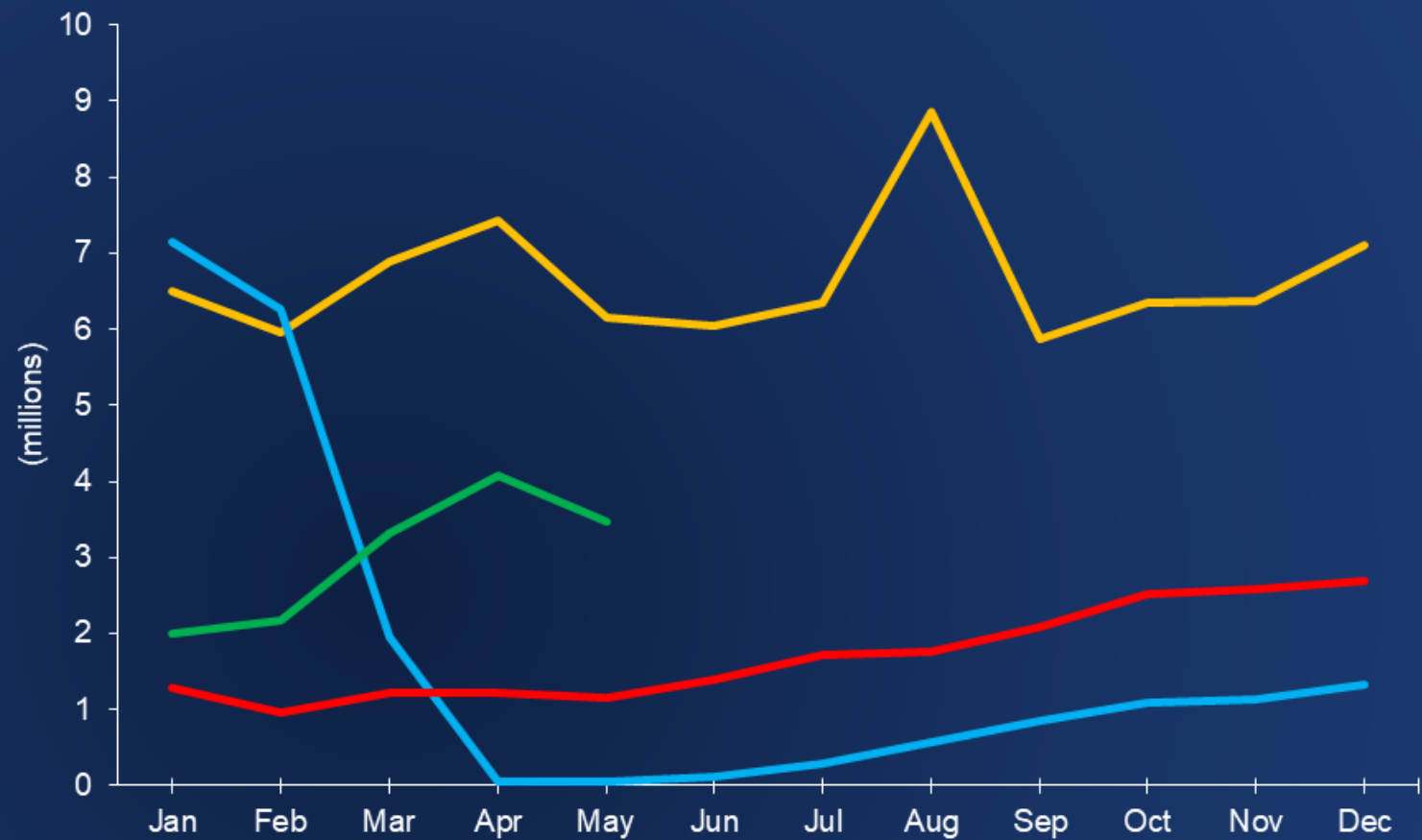
- 2019
- 2020
- 2021
- Jan-May 2022*

Source: UNWTO (July 2022)
* Provisional data

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Best performing destinations in January-May 2022

International tourist arrivals (% change vs. 2019)

Source: UNWTO (July 2022)
* Based on destinations with available data for the first 3 to 5 months of 2022

Destination	% change
US Virgin Islands	+29%
St. Maarten	+19%
Rep. Moldova	+16%
Albania	+11%
Honduras	+7%
Puerto Rico	+7%
Ethiopia	+7%
Andorra	+4%
San Marino	+0%
El Salvador	-1%
Dominican Rep.	-3%
Curaçao	-7%
Turks & Caicos	-7%
Serbia	-8%
Colombia	-8%

Legend:
- Americas
- Europe
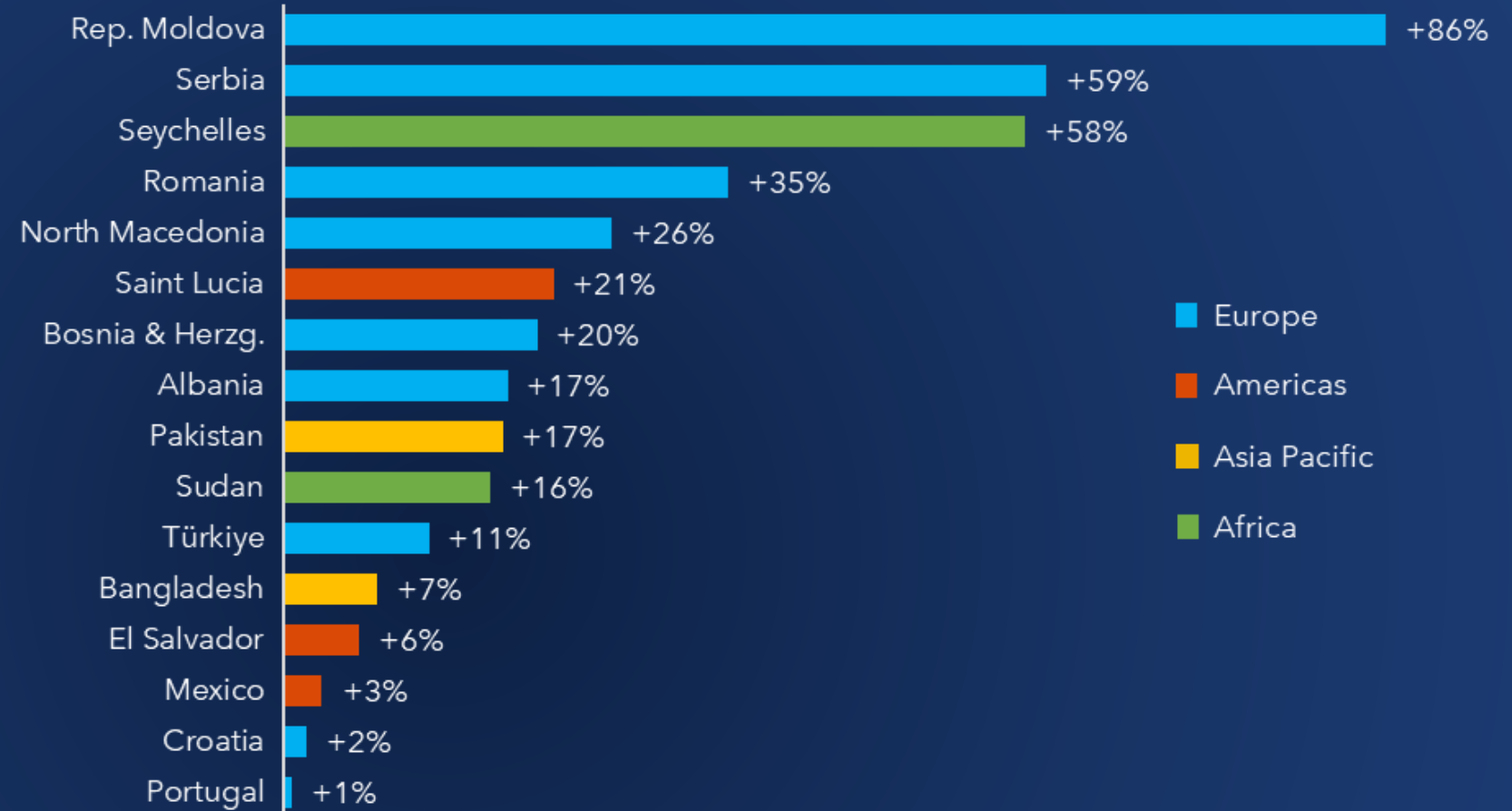- Africa
- Asia Pacific

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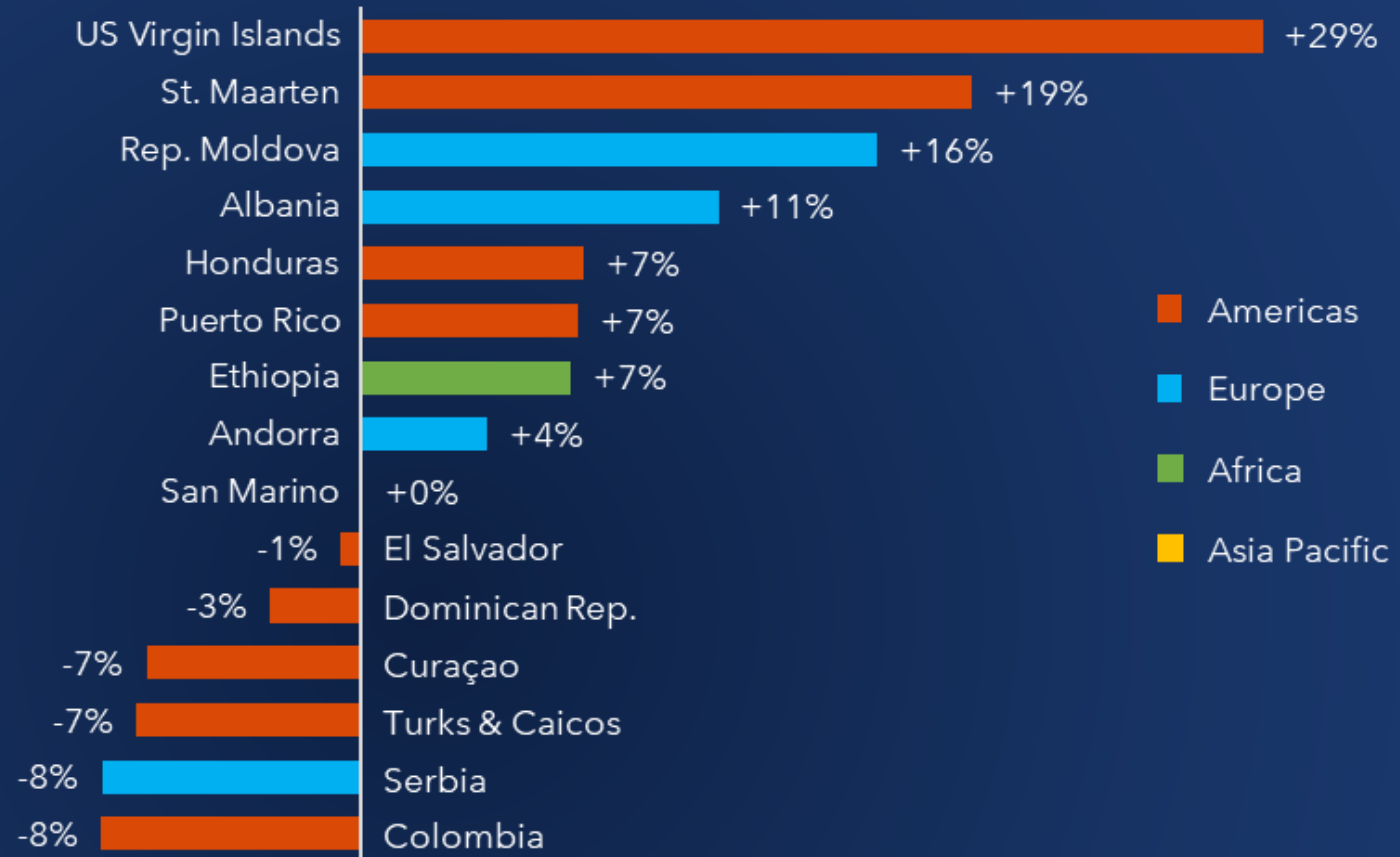
Best performing destinations in terms of earnings: January-May 2022

International tourism receipts (real % change vs. 2019)

Source: UNWTO (July 2022)

* Based on destinations with available data for the first 3 to 5 months of 2022
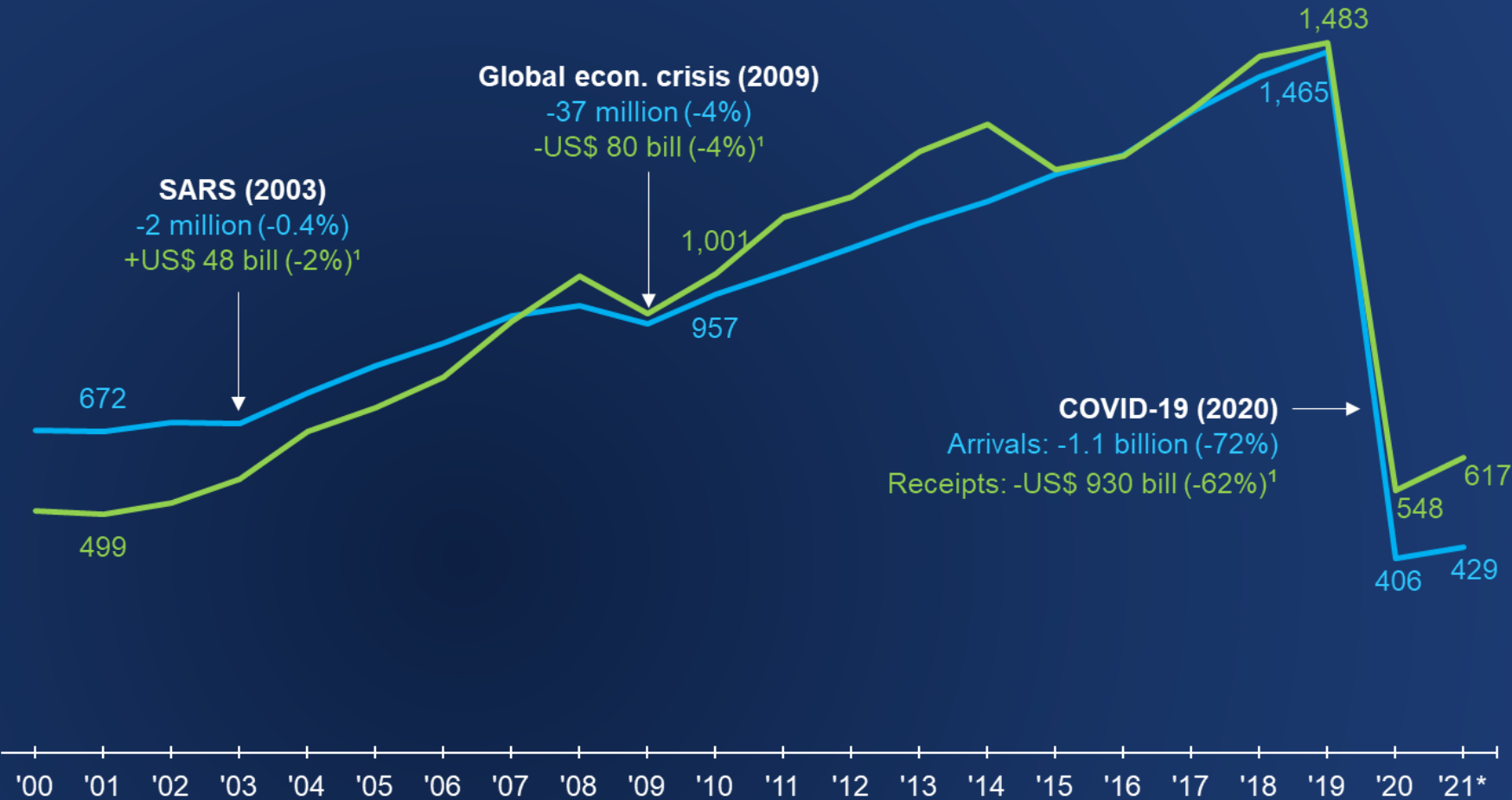
Destination	%
Rep. Moldova	+86%
Serbia	+59%
Seychelles	+58%
Romania	+35%
North Macedonia	+26%
Saint Lucia	+21%
Bosnia & Herzg.	+20%
Albania	+17%
Pakistan	+17%
Sudan	+16%
Türkiye	+11%
Bangladesh	+7%
El Salvador	+6%
Mexico	+3%
Croatia	+2%
Portugal	+1%

Legend:
- Europe
- Americas
- Asia Pacific
- Africa

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4. Forward-looking Scenarios for 2022 by world region

International tourist arrivals and receipts, 2000-2021

(millions, USD billions)

━━ Arrivals (mill)
━━ Receipts (USD bill)
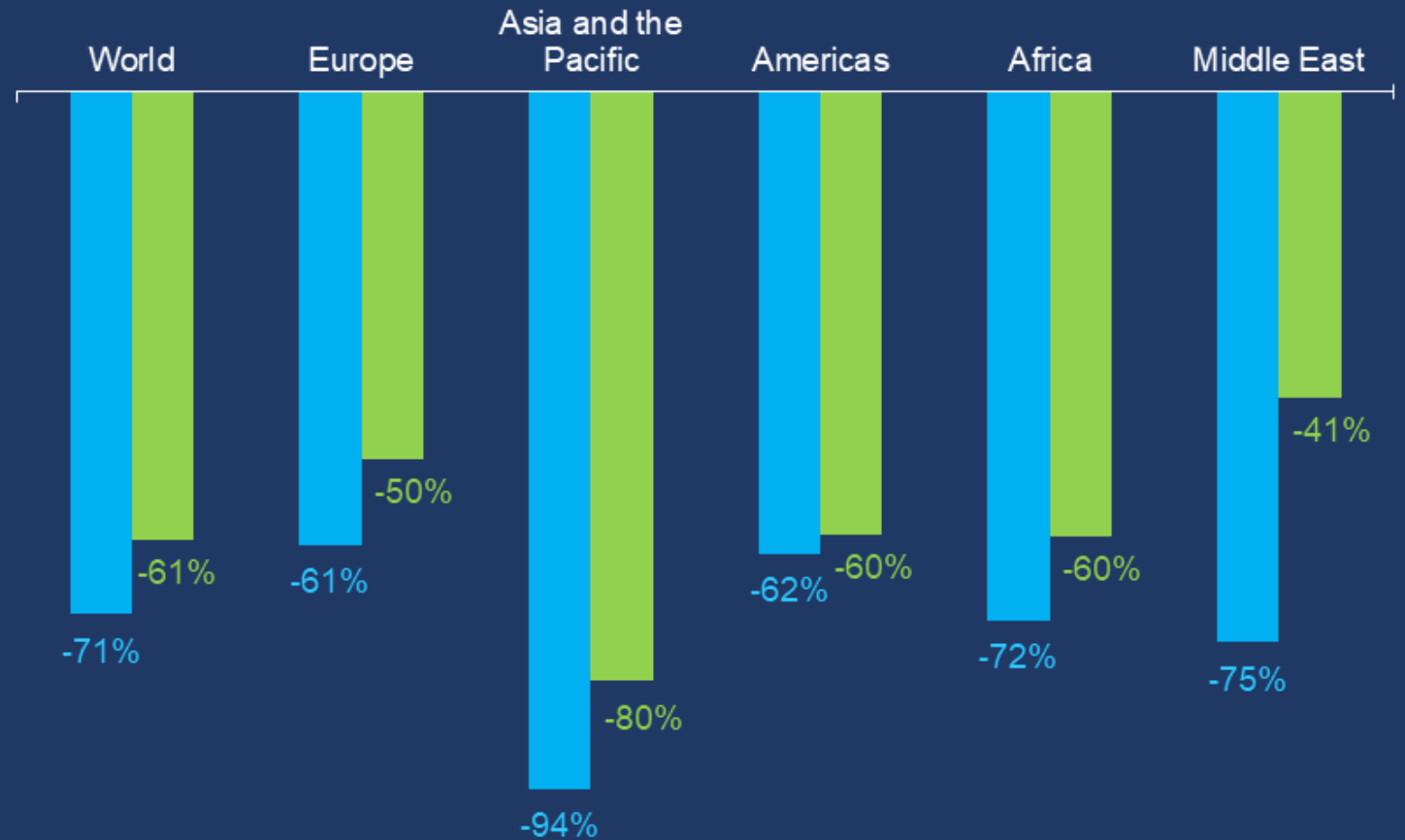
Source: UNWTO (May 2022)
* Provisional data

SARS (2003)
-2 million (-0.4%)
+US$ 48 bill (-2%)[1]

Global econ. crisis (2009)
-37 million (-4%)
-US$ 80 bill (-4%)[1]

COVID-19 (2020)
Arrivals: -1.1 billion (-72%)
Receipts: -US$ 930 bill (-62%)[1]

672
499
957
1,001
1,483
1,465
548
617
406
429

'00 '01 '02 '03 '04 '05 '06 '07 '08 '09 '10 '11 '12 '13 '14 '15 '16 '17 '18 '19 '20 '21*

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International tourist arrivals and receipts, 2021

(% change vs. 2019)
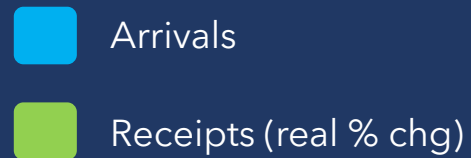
- ■ Arrivals
- ■ Receipts (real % chg)

Source: UNWTO (May 2022)
* Provisional data

World — Arrivals: -71%, Receipts: -61%
Europe — Arrivals: -61%, Receipts: -50%
Asia and the Pacific — Arrivals: -94%, Receipts: -80%
Americas — Arrivals: -62%, Receipts: -60%
Africa — Arrivals: -72%, Receipts: -60%
Middle East — Arrivals: -75%, Receipts: -41%

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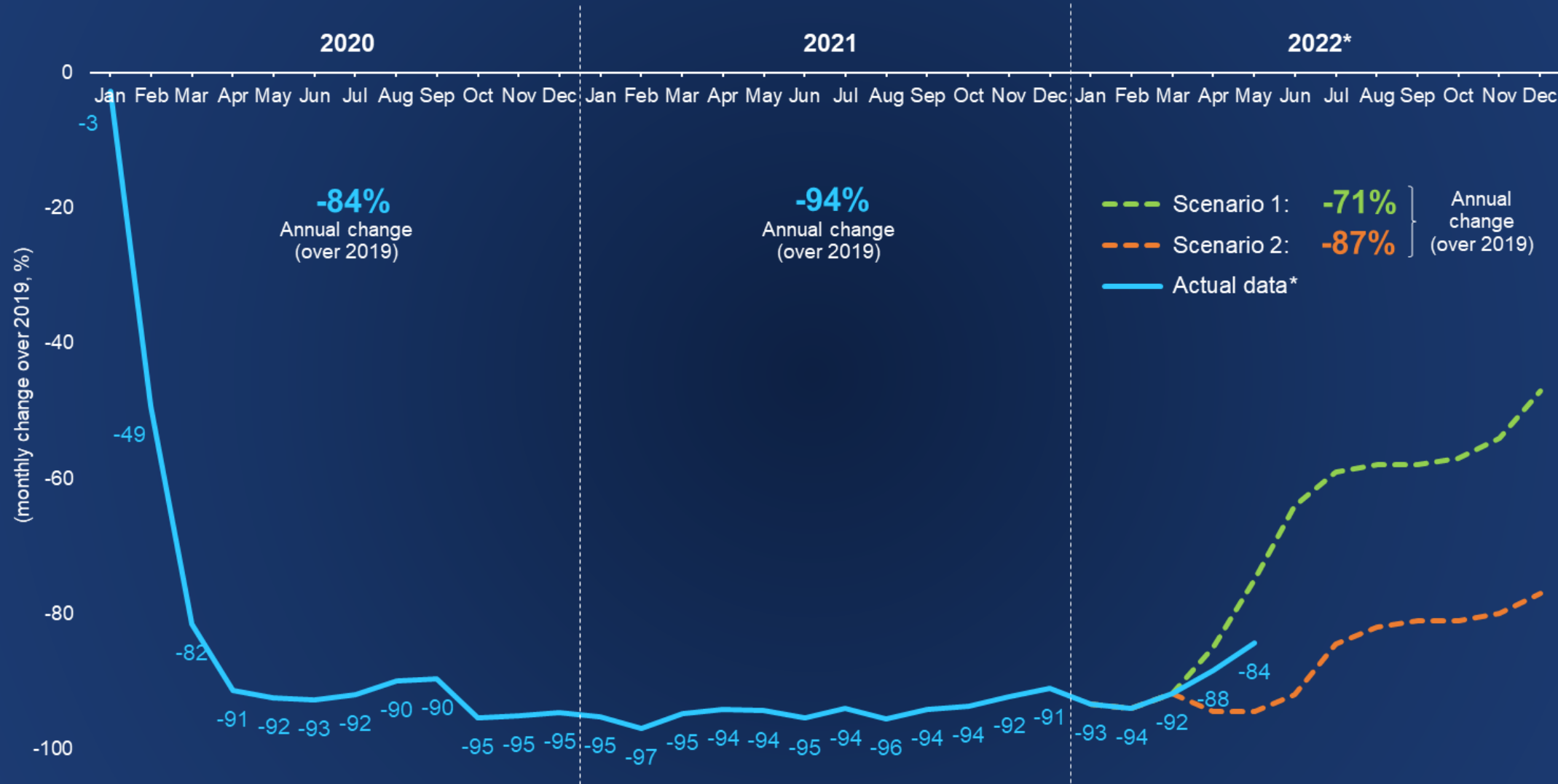
4. Forward-looking Scenarios for 2022 by world region

World: International tourist arrivals, 2020, 2021 and Scenarios for 2022 (monthly % change over 2019)

Source: UNWTO (July 2022)
* Actual data for 2022 is preliminary and based on estimates for destinations which have not yet reported results. The above scenarios are subject to revision.
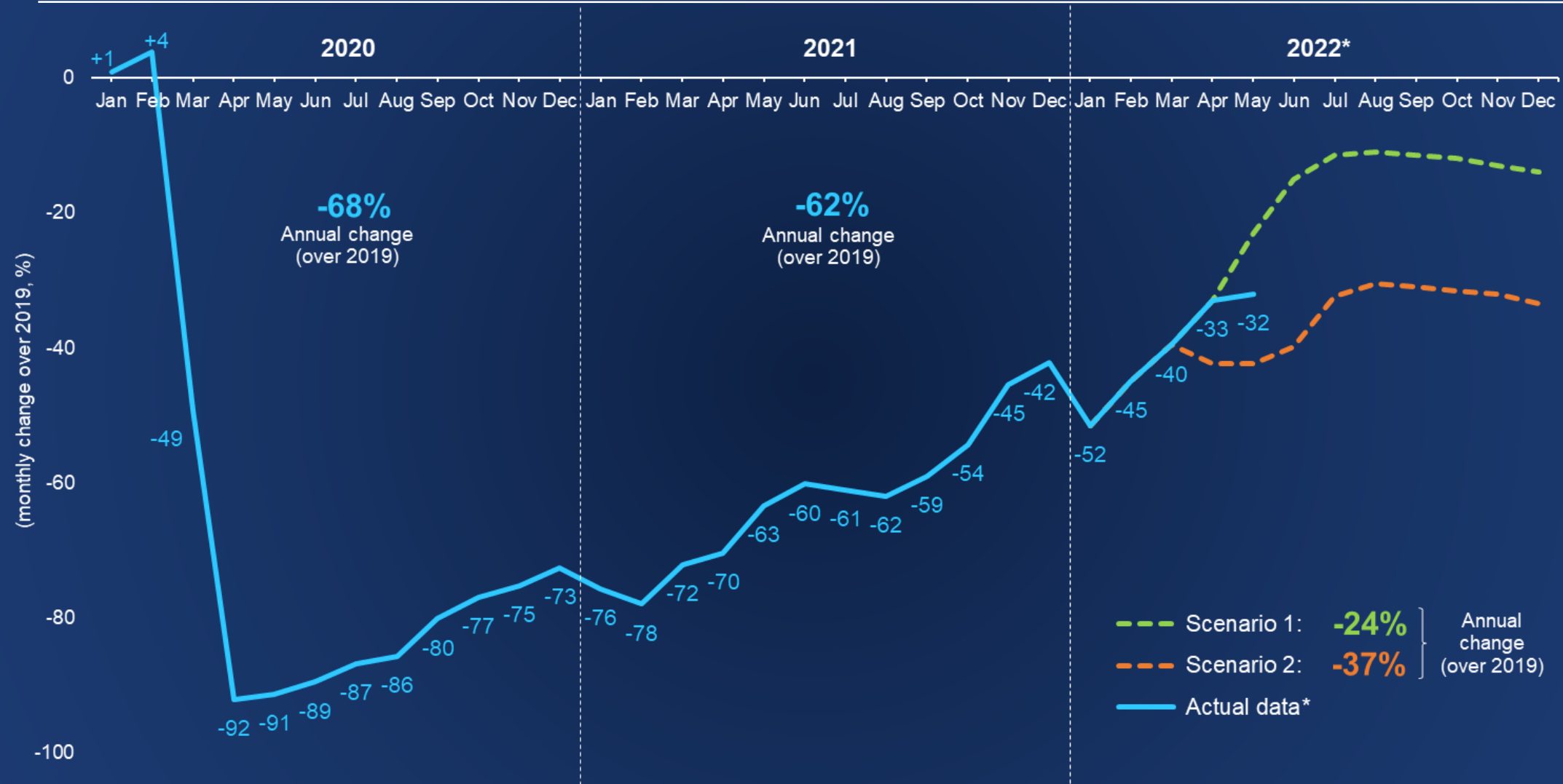
21
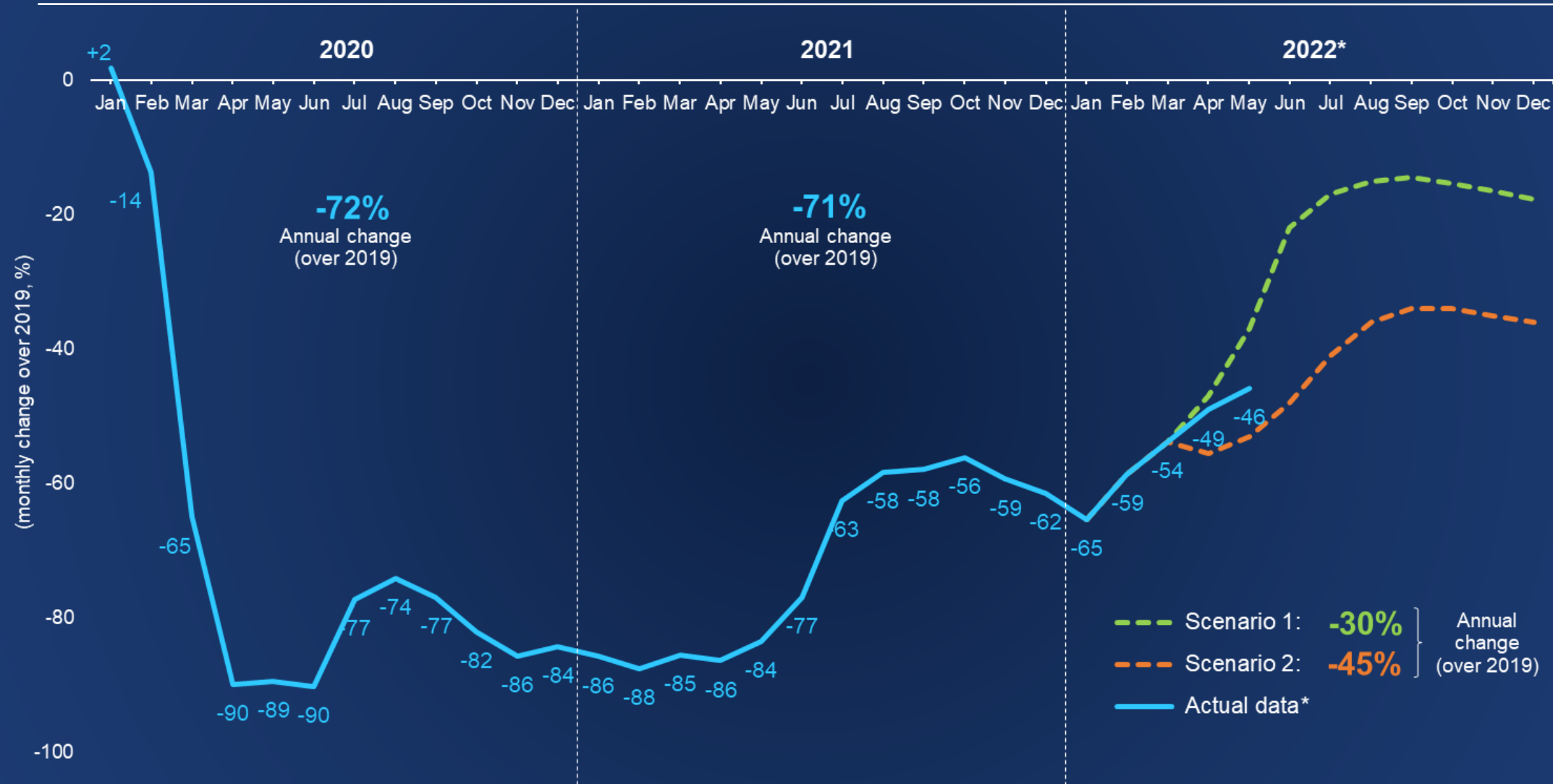
Europe: International tourist arrivals, 2020, 2021 and Scenarios for 2022 (monthly % change over 2019)

Source: UNWTO (July 2022)
* Actual data for 2022 is preliminary and based on estimates for destinations which have not yet reported results. The above scenarios are subject to revision.

Asia Pacific: International tourist arrivals, 2020, 2021 and Scenarios for 2022 (monthly % change over 2019)

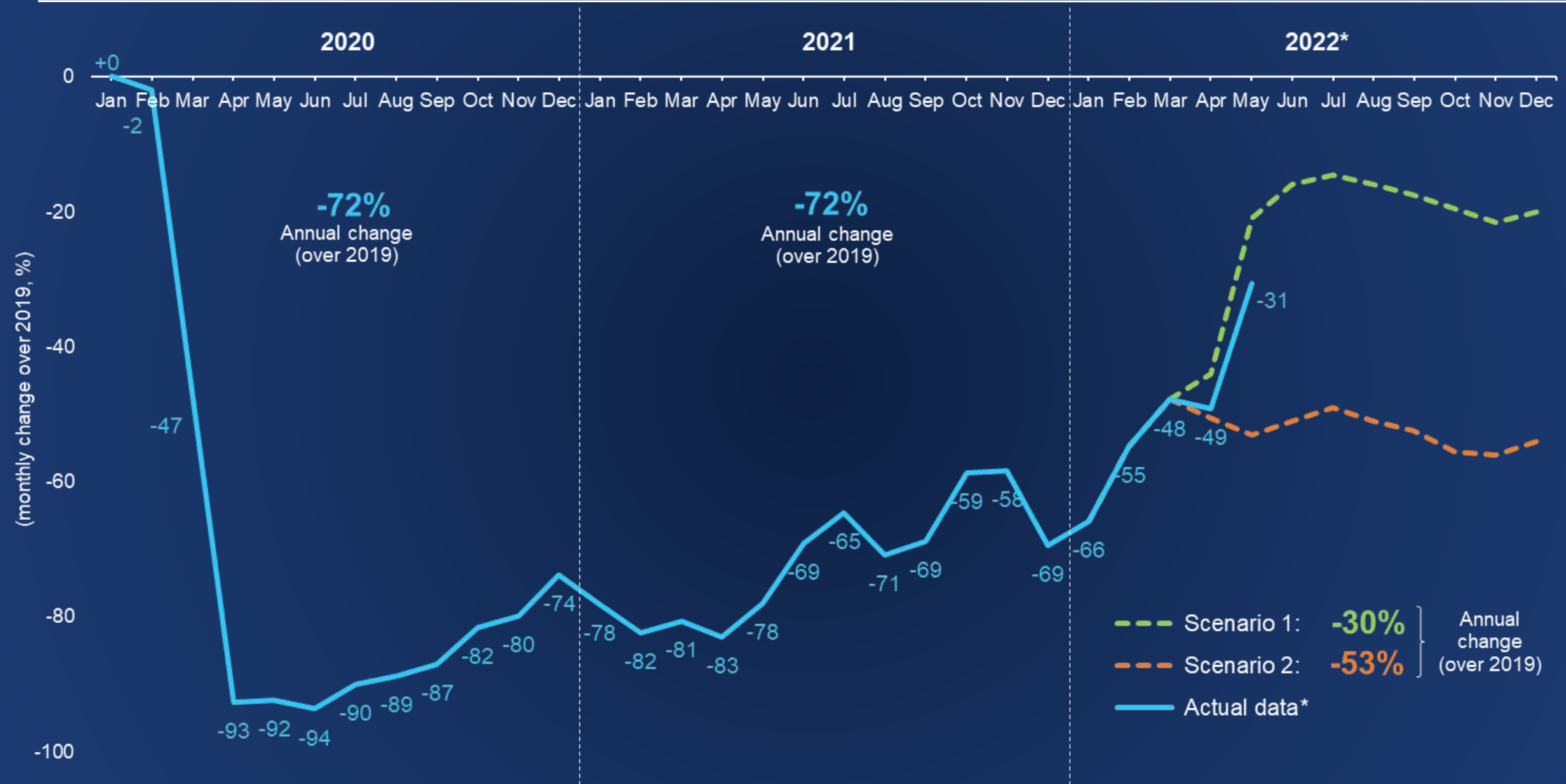Source: UNWTO (July 2022)
* Actual data for 2022 is preliminary and based on estimates for destinations which have not yet reported results. The above scenarios are subject to revision.

Americas: International tourist arrivals, 2020, 2021 and Scenarios for 2022 (monthly % change over 2019)

2020 — **-68%** Annual change (over 2019)

2021 — **-62%** Annual change (over 2019)

2022*

Scenario 1: **-24%**
Scenario 2: **-37%**
Actual data*

Annual change (over 2019)

Source: UNWTO (July 2022)
* Actual data for 2022 is preliminary and based on estimates for destinations which have not yet reported results. The above scenarios are subject to revision.

Africa: International tourist arrivals, 2020, 2021 and Scenarios for 2022 (monthly % change over 2019)

Source: UNWTO (July 2022)
* Actual data for 2022 is preliminary and based on estimates for destinations which have not yet reported results. The above scenarios are subject to revision.

Middle East: International tourist arrivals, 2020, 2021 and Scenarios for 2022 (monthly % change over 2019)