World Tourism Barometer  (PPT version)

Volume 20 · Issue 5 · September 2022
UNWTO Tourism Market Intelligence and Competitiveness Department
## Contents

1. International tourist arrivals, January-July 2022  
2. Best performing destinations in January-July 2022  
3. UNWTO Panel of Tourism Experts – September Survey  
4. Forward-looking Scenarios for 2022  
5. Economic contribution of tourism (update)
1. International tourist arrivals, January-July 2022
2. Best performing destinations in January-July 2022
3. UNWTO Panel of Tourism Experts - September Survey
4. Forward-looking Scenarios for 2022
5. Economic contribution of tourism (update)
International tourist arrivals
(% change vs. 2019)

Source: UNWTO (Sept. 2022)
* Provisional data
International tourist arrivals: World (% change vs. 2019)

Source: UNWTO (Sept. 2022)
* Provisional data
International tourist arrivals:

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

<table>
<thead>
<tr>
<th>Region</th>
<th>Percentage recovered</th>
<th>Percentage not recovered</th>
</tr>
</thead>
<tbody>
<tr>
<td>Middle East</td>
<td>24%</td>
<td>76%</td>
</tr>
<tr>
<td>Europe</td>
<td>26%</td>
<td>74%</td>
</tr>
<tr>
<td>Americas</td>
<td>35%</td>
<td>65%</td>
</tr>
<tr>
<td>Africa</td>
<td>40%</td>
<td>60%</td>
</tr>
<tr>
<td>World</td>
<td>43%</td>
<td>57%</td>
</tr>
<tr>
<td>Asia Pacific</td>
<td>86%</td>
<td>14%</td>
</tr>
</tbody>
</table>

Source: UNWTO (September 2022)
International tourist arrivals by region

(% change vs. 2019)

Source: UNWTO
(Data as of Sept. 2022)

**World**
2021: -70%
Jan-Jul 2022: -43%

**Americas**
2021: -62%
Jan-Jul 2022: -35%

**Europe**
2021: -59%
Jan-Jul 2022: -26%

**Africa**
2021: -72%
Jan-Jul 2022: -40%

**Middle East**
2021: -71%
Jan-Jul 2022: -24%

**Asia Pacific**
2021: -94%
Jan-Jul 2022: -86%

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)

- **2019**
- **2020**
- **2021**
- **Jan-July 2022***

Source: UNWTO (September 2022)

* Provisional data
International tourist arrivals: Europe (millions)

Source: UNWTO (September 2022)
* Provisional data
International tourist arrivals: **Asia Pacific**

(millions)

<table>
<thead>
<tr>
<th></th>
<th>2019</th>
<th>2020</th>
<th>2021</th>
<th>Jan-July 2022*</th>
</tr>
</thead>
<tbody>
<tr>
<td>2019</td>
<td>31.5</td>
<td>20.2</td>
<td>18.5</td>
<td>9.0</td>
</tr>
<tr>
<td>2020</td>
<td>24.7</td>
<td>17.5</td>
<td>15.2</td>
<td>8.0</td>
</tr>
<tr>
<td>2021</td>
<td>19.4</td>
<td>14.2</td>
<td>13.0</td>
<td>6.0</td>
</tr>
<tr>
<td>Jan-Jul 2022*</td>
<td>10.0</td>
<td>5.0</td>
<td>4.0</td>
<td>2.0</td>
</tr>
</tbody>
</table>

Source: UNWTO (September 2022)
* Provisional data
International tourist arrivals: Americas

(millions)

<table>
<thead>
<tr>
<th>Year</th>
<th>Jan-Jul 2019</th>
<th>Jan-Jul 2020</th>
<th>Jan-Jul 2021</th>
<th>Jan-Jul 2022*</th>
</tr>
</thead>
<tbody>
<tr>
<td>2019</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2020</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2021</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2022*</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

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

(millions)

<table>
<thead>
<tr>
<th>Year</th>
<th>Jan-Jul 2022*</th>
</tr>
</thead>
<tbody>
<tr>
<td>2019</td>
<td>4.2</td>
</tr>
<tr>
<td>2020</td>
<td>1.8</td>
</tr>
<tr>
<td>2021</td>
<td>2.4</td>
</tr>
</tbody>
</table>

Source: UNWTO (September 2022)
* Provisional data
International tourist arrivals: Middle East

(millions)

<table>
<thead>
<tr>
<th>Year</th>
<th>2019</th>
<th>2020</th>
<th>2021</th>
<th>Jan-Jul 2022*</th>
</tr>
</thead>
</table>
|            |      |      |      | Source: UNWTO (September 2022)

* Provisional data
1. International tourist arrivals, January-July 2022
2. Best performing destinations in January-July 2022
3. UNWTO Panel of Tourism Experts - September Survey
4. Forward-looking Scenarios for 2022
5. Economic contribution of tourism (update)
Best performing destinations in January-July 2022*

International tourist arrivals (% change vs. 2019)

Source: UNWTO (Sept. 2022)
* Based on destinations with available data for the first 5 to 7 months of 2022
### Best performing destinations in terms of earnings: January-July 2022*

<table>
<thead>
<tr>
<th>Destination</th>
<th>International tourism receipts (real % change vs. 2019)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Serbia</td>
<td>73%</td>
</tr>
<tr>
<td>Sudan</td>
<td>64%</td>
</tr>
<tr>
<td>Romania</td>
<td>43%</td>
</tr>
<tr>
<td>Albania</td>
<td>32%</td>
</tr>
<tr>
<td>North Macedonia</td>
<td>24%</td>
</tr>
<tr>
<td>Pakistan</td>
<td>18%</td>
</tr>
<tr>
<td>Türkiye</td>
<td>12%</td>
</tr>
<tr>
<td>Bangladesh</td>
<td>12%</td>
</tr>
<tr>
<td>Latvia</td>
<td>12%</td>
</tr>
<tr>
<td>Portugal</td>
<td>8%</td>
</tr>
<tr>
<td>Mexico</td>
<td>8%</td>
</tr>
<tr>
<td>Kenya</td>
<td>5%</td>
</tr>
<tr>
<td>Colombia</td>
<td>2%</td>
</tr>
<tr>
<td>Sweden</td>
<td>-1%</td>
</tr>
<tr>
<td>France</td>
<td>-2%</td>
</tr>
<tr>
<td>Greece</td>
<td>-5%</td>
</tr>
<tr>
<td>Tanzania</td>
<td>-6%</td>
</tr>
<tr>
<td>Montenegro</td>
<td>-7%</td>
</tr>
<tr>
<td>Slovenia</td>
<td>-7%</td>
</tr>
<tr>
<td>Spain</td>
<td>-8%</td>
</tr>
</tbody>
</table>

Source: UNWTO (Sept. 2022)

* Based on destinations with available data for the first 5 to 7 months of 2022

---

**Europe**

**Africa**

**Asia Pacific**

**Americas**

---

World Tourism Organization
1. International tourist arrivals, January-May 2022
2. Best performing destinations in January-May 2022
3. UNWTO Panel of Tourism Experts - September Survey
4. Forward-looking Scenarios for 2022
5. Economic contribution of tourism (update)
What are your prospects for your destination in 2022?

Source: UNWTO Panel of Experts Survey (September 2022)
What are your prospects for your destination in 2022?

Source: UNWTO Panel of Experts Survey (September 2022)
When do you expect international tourism to return to 2019 levels in your country?

Source: UNWTO Panel of Experts Survey (September 2022)
When do you expect international tourism to return to 2019 levels in your country?

Source: UNWTO Panel of Experts Survey (September 2022)
What are the main factors weighing on the recovery of international tourism?

Source: UNWTO Panel of Experts Survey (September 2022)

- Economic environment: 82%
- Higher transport & accommodation costs: 60%
- Travel restrictions: 33%
- Uncertainty from Russian offensive in Ukraine: 31%
- Low consumer confidence: 26%
- Airport congestion, flight delays & cancellations: 24%
- Staff shortages: 21%
- Ongoing pandemic/uneven vaccination: 21%
- Other: 17%
UNWTO Confidence Index

Source: UNWTO Panel of Experts Survey (September 2022)

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

Evaluation of past 4 months
Prospects for next 4 months
1. International tourist arrivals, January-May 2022
2. Best performing destinations in January-May 2022
3. UNWTO Panel of Tourism Experts - September Survey
4. Forward-looking Scenarios for 2022
5. Economic contribution of tourism (update)
World: International tourist arrivals, 2020, 2021 and Scenarios for 2022 (monthly % change over 2019)

Source: UNWTO (September 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.
1. International tourist arrivals, January-May 2022
2. Best performing destinations in January-May 2022
3. UNWTO Panel of Tourism Experts - September Survey
4. Forward-looking Scenarios for 2022
5. Economic contribution of tourism (update)
*TDGDP measures the direct contribution of tourism to GDP, using the conceptual framework of Tourism Satellite Accounts (TSA). These are revised estimates from the findings first published in "The Economic Contribution of Tourism and the Impact of Covid-19" (Nov. 2021). Data for 2021 are preliminary estimates.
Tourism direct GDP* and Export revenues from tourism

(USD trillions)

*TDGDP measures the direct contribution of tourism to GDP, using the conceptual framework of Tourism Satellite Accounts (TSA). These revised estimates from the findings first published in November 2021. Data for 2021 are preliminary estimates.

Source: UNWTO (September 2022)
Tourism Direct Gross Domestic Product (TDGDP), % of GDP

Source: UNWTO (September 2022)

(e) Preliminary estimates

*TDGDP measures the direct contribution of tourism to GDP, using the conceptual framework of Tourism Satellite Accounts (TSA). These are revised estimates from the findings first published in “The Economic Contribution of Tourism and the Impact of Covid-19” (Nov. 2021).

¹ Estimates for Africa should be interpreted with caution due to limited official data.