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International tourist arrivals
(% change vs. 2019)

Source: UNWTO (Jan. 2023)
* Provisional data
International tourist arrivals: World
(% change vs. 2019)

Source: UNWTO (Jan. 2023)
* Provisional data
International tourist arrivals:

Percentage of 2019 levels recovered in 2022 (%)*

Source: UNWTO (January 2023)
* Provisional data
International tourist arrivals by region

(% change vs. 2019)

**World**
- 2021: -69%
- 2022: -37%

**Americas**
- 2021: -63%
- 2022: -35%

**Europe**
- 2021: -59%
- 2022: -21%

**Africa**
- 2021: -72%
- 2022: -35%

**Middle East**
- 2021: -66%
- 2022: -17%

**Asia Pacific**
- 2021: -93%
- 2022: -77%

Source: UNWTO
(Data as of Jan. 2023)

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)

Source: UNWTO (January 2023)

* Provisional data
International tourist arrivals: **Europe**

(millions)

2019
2020
2021
2022*

Source: UNWTO (January 2023)

* Provisional data

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Source: UNWTO (January 2023)
International tourist arrivals: Asia Pacific

(millions)

Source: UNWTO (January 2023)
* Provisional data
International tourist arrivals: Americas

(millions)

Source: UNWTO (January 2023)
* Provisional data
International tourist arrivals: Africa

(millions)

- 2019
- 2020
- 2021
- 2022*

Source: UNWTO (January 2023)
* Provisional data
International tourist arrivals: Middle East (millions)

2019
2020
2021
2022*

Source: UNWTO (January 2023)
* Provisional data
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Best performing destinations in January-Dec. 2022*

International tourist arrivals (% change vs. 2019)

Source: UNWTO (Jan. 2023)

* Based on destinations with available data for the first 10 to 12 months of 2022.
Best performing destinations in terms of receipts: January-Dec. 2022*

International tourism receipts (real % change vs. 2019)

Source: UNWTO (Jan. 2023)

* Based on destinations with available data for the first 10 to 12 months of 2022.
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UNWTO Panel of Experts Survey

What are your prospects for your destination in 2023?

Source: UNWTO Panel of Experts Survey (January 2023)
What are your prospects for your destination in 2023?

Source: UNWTO Panel of Experts Survey (January 2023)
When do you expect international tourism to return to 2019 levels in your country?

Source: UNWTO Panel of Experts Survey (January 2023)
UNWTO Panel of Experts Survey

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

Source: UNWTO Panel of Experts Survey (January 2023)
What are the main factors weighing on the recovery of international tourism?

<table>
<thead>
<tr>
<th>Factor</th>
<th>Percentage of experts mentioning each factor</th>
</tr>
</thead>
<tbody>
<tr>
<td>Economic environment</td>
<td>79%</td>
</tr>
<tr>
<td>Higher transport &amp; accommodation costs</td>
<td>54%</td>
</tr>
<tr>
<td>Uncertainty from Russian offensive in Ukraine</td>
<td>34%</td>
</tr>
<tr>
<td>Travel restrictions</td>
<td>32%</td>
</tr>
<tr>
<td>Low consumer confidence</td>
<td>30%</td>
</tr>
<tr>
<td>Ongoing pandemic/uneven vaccination</td>
<td>22%</td>
</tr>
<tr>
<td>Other</td>
<td>20%</td>
</tr>
<tr>
<td>Staff shortages</td>
<td>18%</td>
</tr>
<tr>
<td>Airport congestion, flight delays &amp; cancellations</td>
<td>16%</td>
</tr>
</tbody>
</table>

Source: UNWTO Panel of Experts Survey (January 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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World: International tourist arrivals, 2020-2022 and Scenarios for 2023 (monthly % change over 2019)

Source: UNWTO (January 2023)

* Actual data for 2022 is preliminary and based on estimates for destinations which have not yet reported results.
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Tourism Direct Gross Domestic Product (TDGDP)*

*TDGDP measures the direct contribution of tourism to GDP using the conceptual framework of Tourism Satellite Accounts (TSA). This graph shows 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.

Source: UNWTO (September 2022)
Tourism direct GDP* and Export revenues from tourism

(USD trillions)

Source: UNWTO (September 2022)

*TDGDP measures the direct contribution of tourism to GDP, using the conceptual framework of Tourism Satellite Accounts (TSA). This graph shows revised estimates from the findings first published in November 2021. Data for 2021 are preliminary estimates.
Tourism Direct Gross Domestic Product (TDGDP), % of GDP

- **2019**
- **2020**
- **2021 (e)**

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). This graph shows 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.
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 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 official country sources. See full report and other resources below:

- Full report (e-Library)
- Tourism Data Dashboard
- Press note

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