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# World Tourism Barometer (PPT version)

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Volume 21 · Issue 2 · May 2023

UNWTO Tourism Market Intelligence and Competitiveness Department

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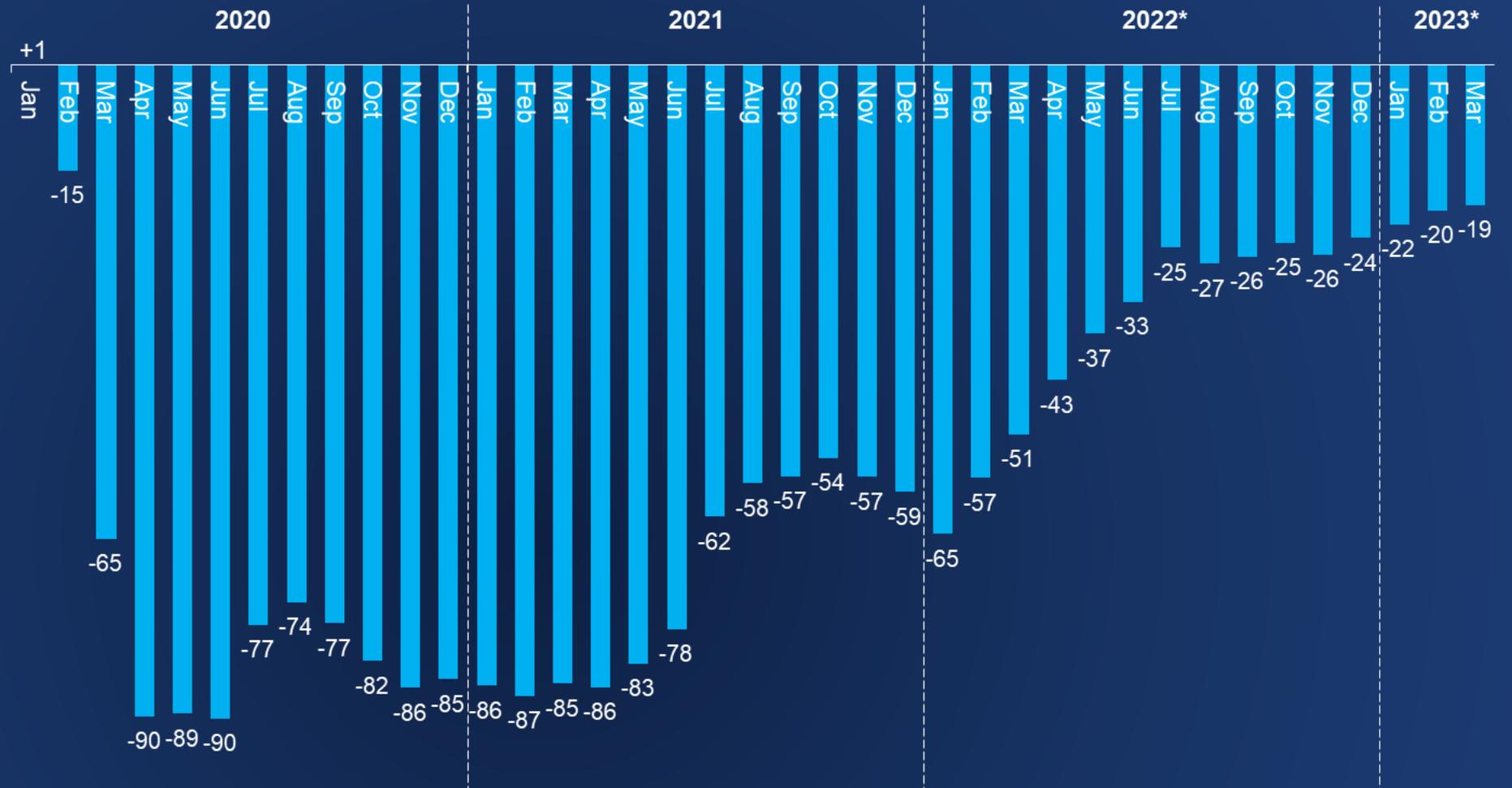
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# International tourist arrivals

(% change vs. 2019)

Source: UNWTO (May 2023)

\* Provisional data



<p><b>-72%</b> 2020 vs. 2019</p>	<p><b>-69%</b> 2021 vs. 2019</p>	<p><b>-34%</b> 2022 vs. 2019</p>	<p><b>-20%</b> Q1 2023 vs. Q1 2019</p>
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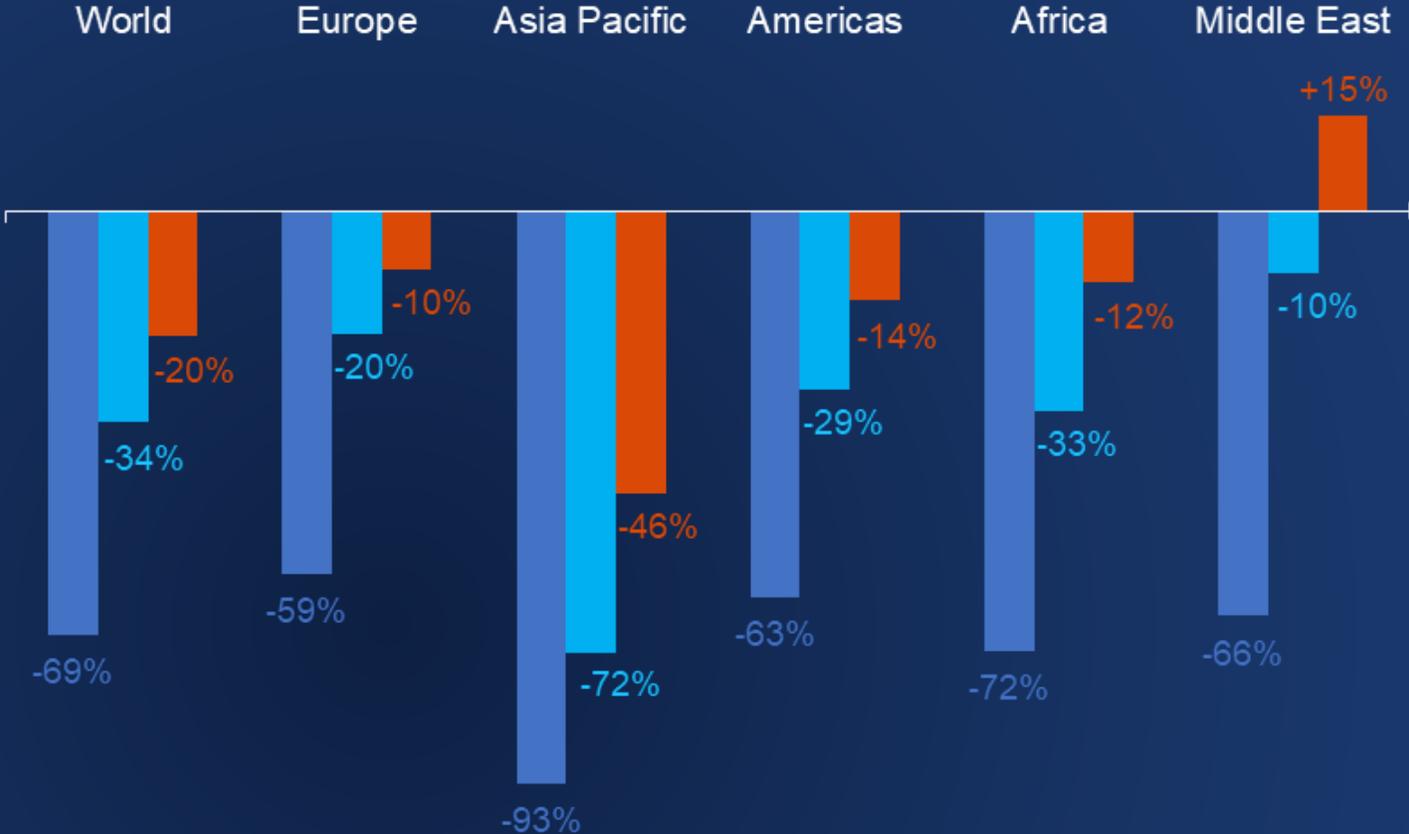
# International tourist arrivals

(% change vs. 2019)

- 2021
- 2022
- Q1 2023\*

Source: UNWTO (May 2023)

\* Provisional data

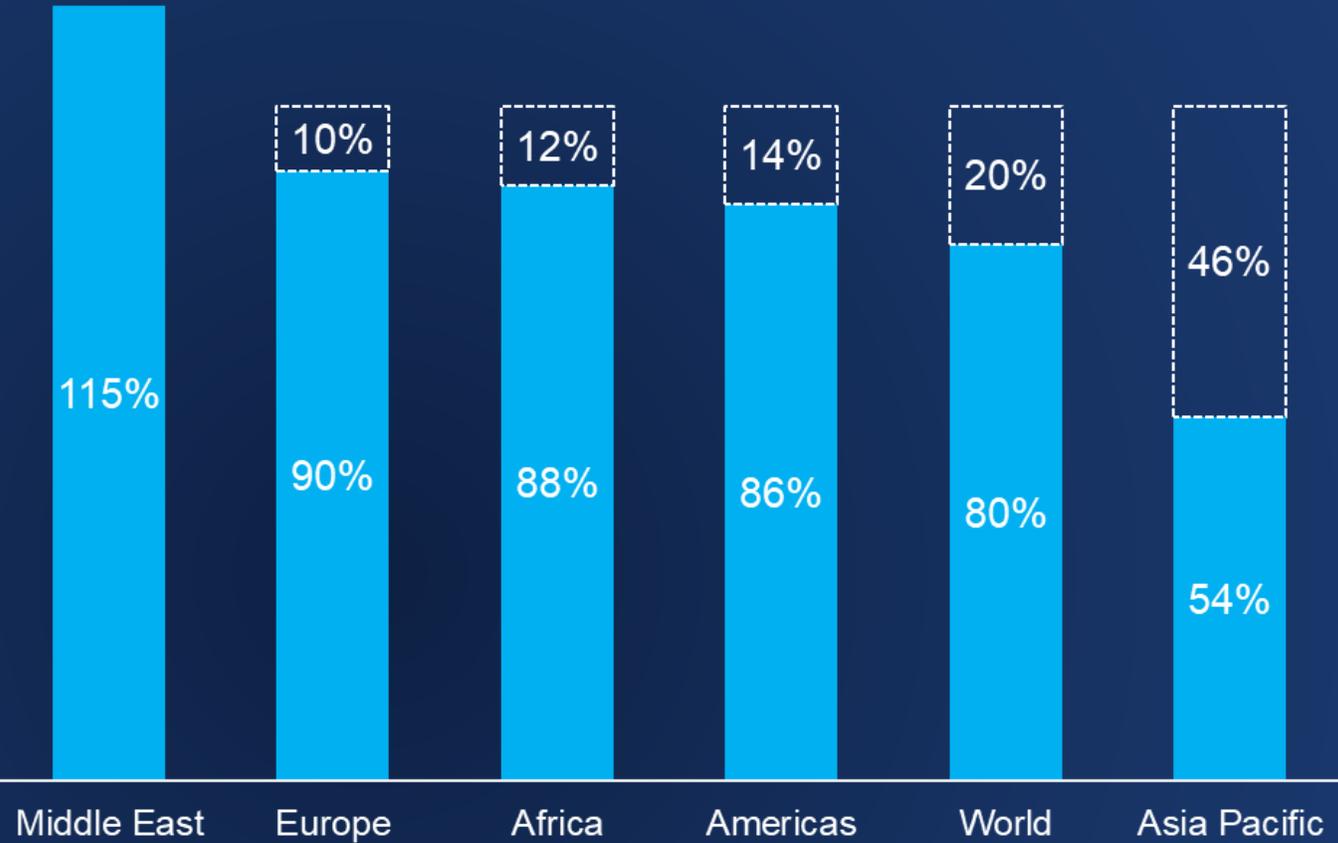


# International tourist arrivals:

Percentage of 2019 levels recovered in Q1 2023 (%)\*

-  Percentage not recovered
-  Percentage recovered

Source: UNWTO (May 2023)  
\* Provisional data



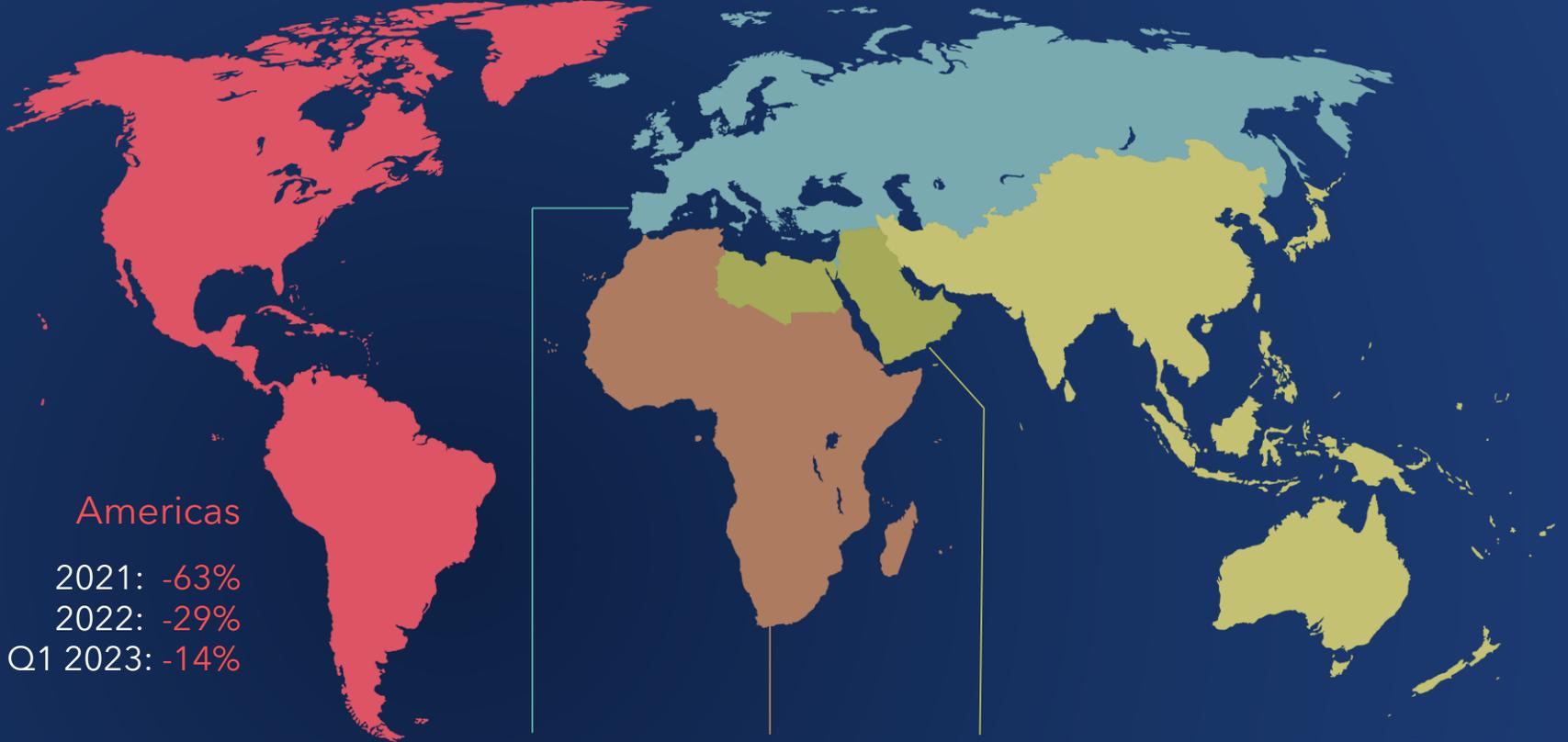
# International tourist arrivals by region

(% change vs. 2019)

**World**  
 2021: -69%  
 2022: -34%  
 Q1 2023: -20%

Source: UNWTO  
 (Data as of May 2023)

**Americas**  
 2021: -63%  
 2022: -29%  
 Q1 2023: -14%



**Europe**      **Africa**      **Middle East**      **Asia Pacific**

2021: -59%	-72%	-66%	-93%
2022: -20%	-33%	-10%	-72%
Q1 2023: -10%	-12%	+15%	-46%



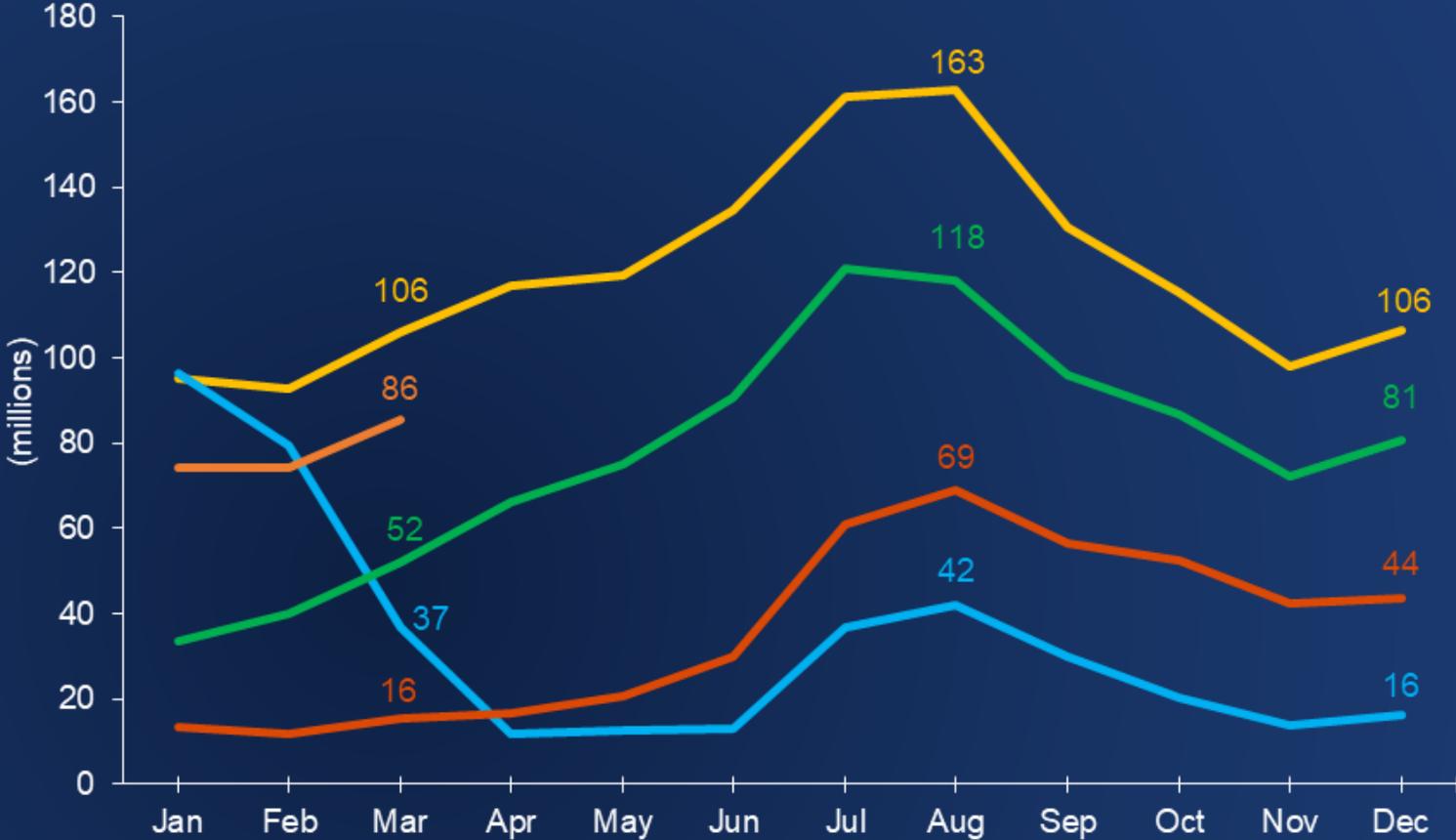
The designations and images in this map do not imply the expression of opinions whatsoever on the part of the Secretariat of the World Tourism Organization (UNWTO) concerning the legal status of any country, territory, or of its authorities, or concerning the delimitation of its frontiers.

# International tourist arrivals: World

(millions)

- 2019
- 2020
- 2021
- 2022
- 2023\*

Source: UNWTO (May 2023)  
\* Provisional data



# International tourist arrivals: Europe

(millions)

- 2019
- 2020
- 2021
- 2022
- 2023\*

Source: UNWTO (May 2023)  
\* Provisional data

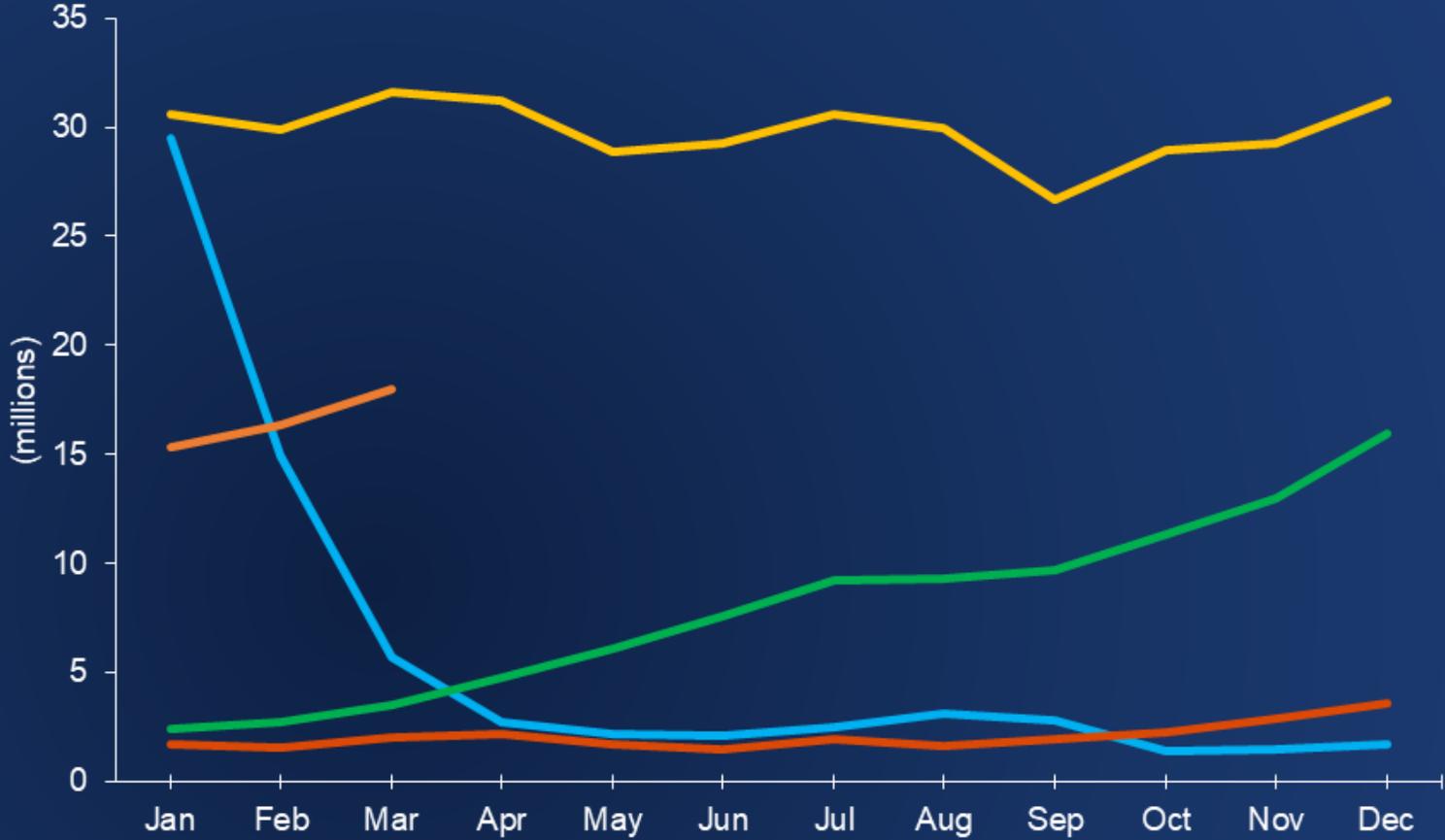


International tourist arrivals: **Asia Pacific**

(millions)

- 2019
- 2020
- 2021
- 2022
- 2023\*

Source: UNWTO (May 2023)  
\* Provisional data

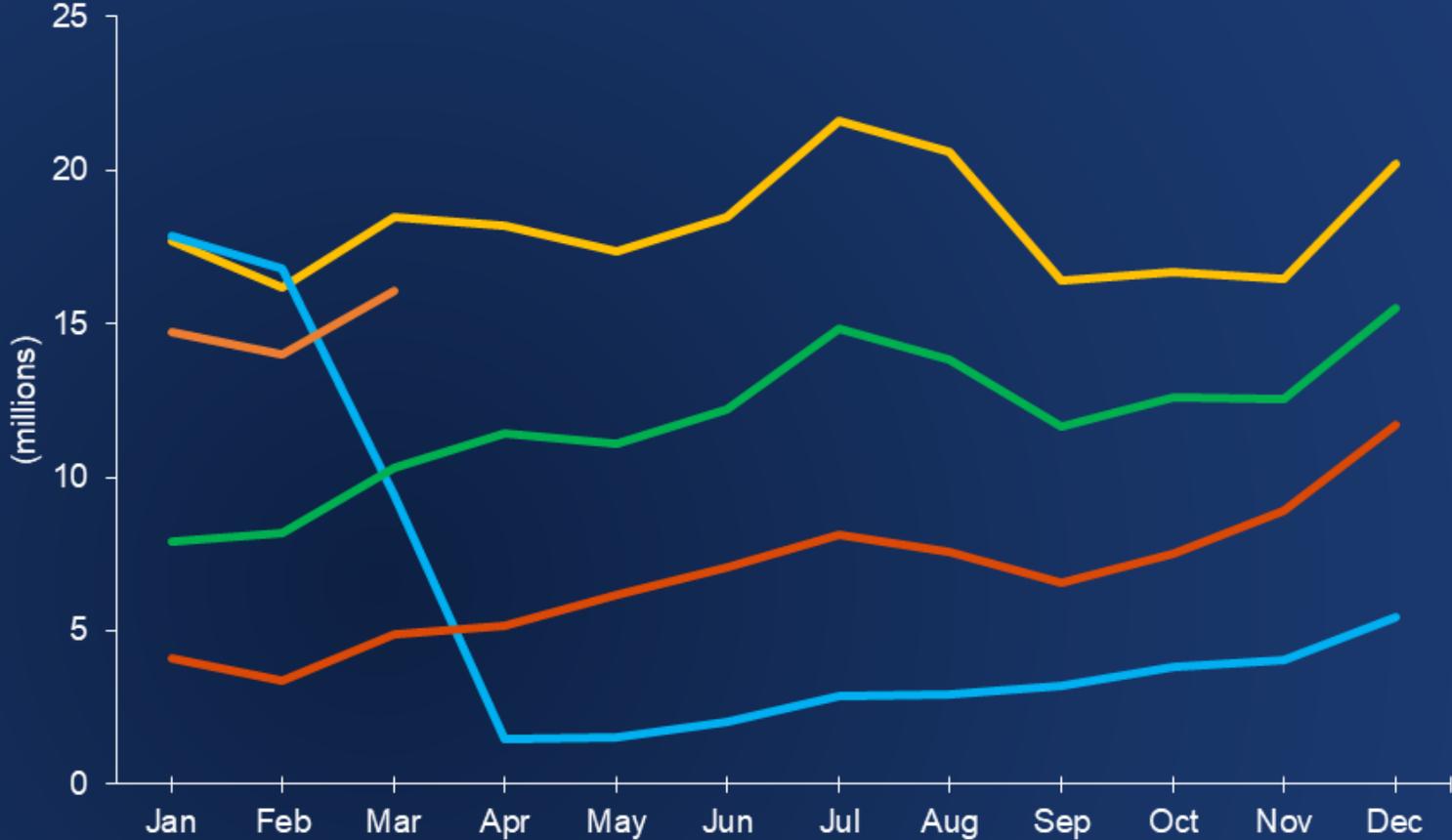


International tourist arrivals: Americas

(millions)

- 2019
- 2020
- 2021
- 2022
- 2023\*

Source: UNWTO (May 2023)  
\* Provisional data



International tourist arrivals: Africa

(millions)

- 2019
- 2020
- 2021
- 2022
- 2023\*

Source: UNWTO (May 2023)  
\* Provisional data

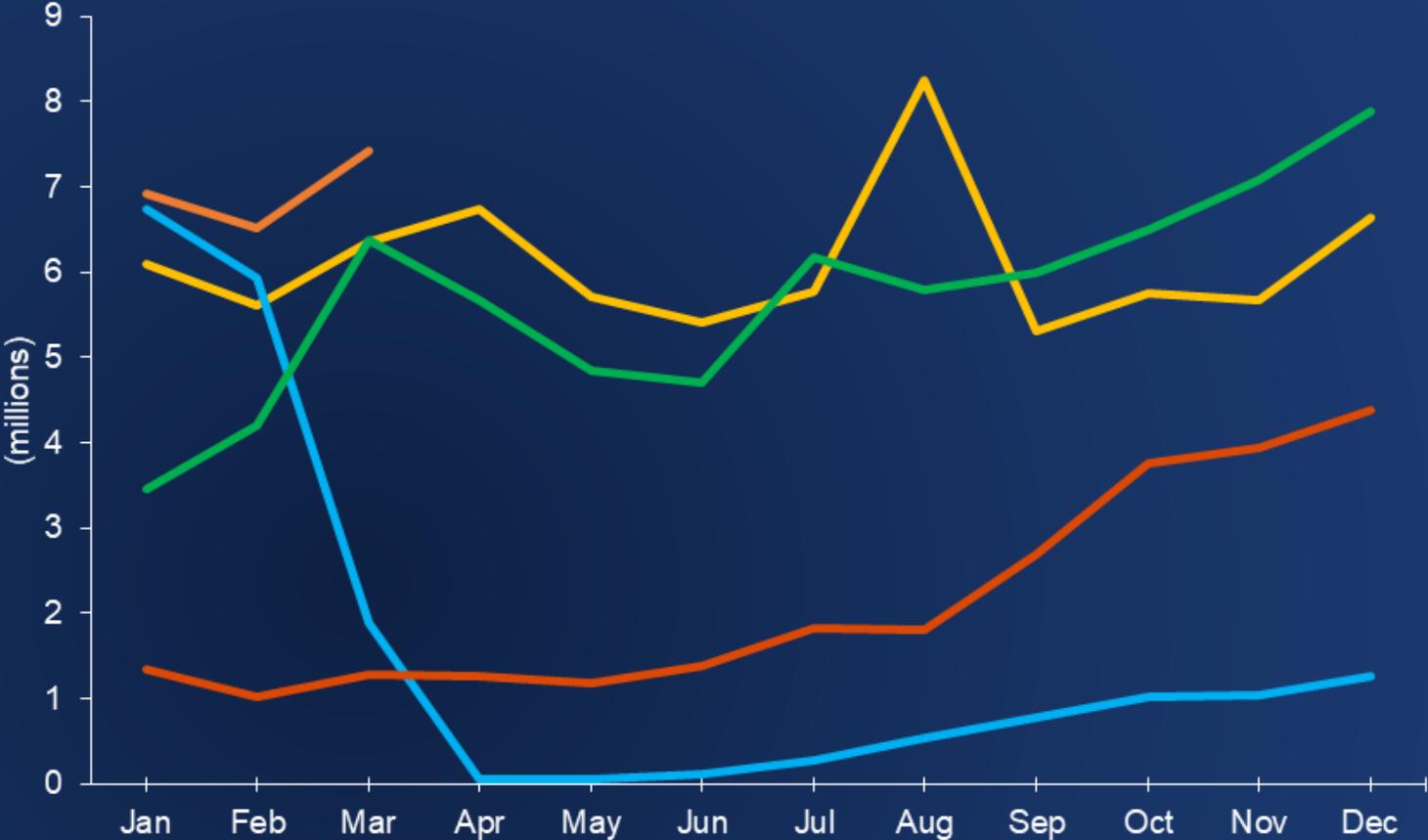


International tourist arrivals: Middle East

(millions)

- 2019
- 2020
- 2021
- 2022
- 2023\*

Source: UNWTO (May 2023)  
\* Provisional data



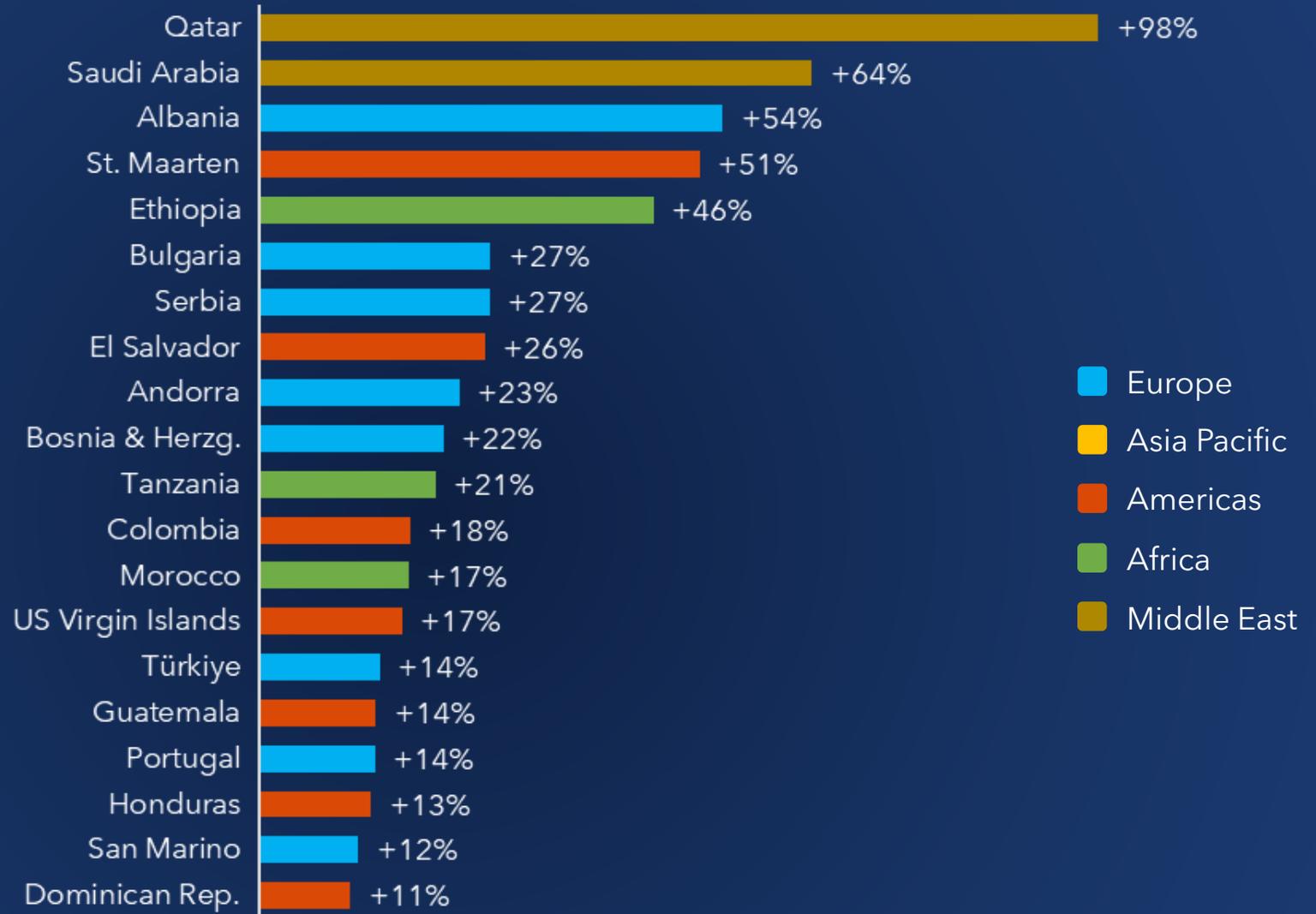
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## Best performing destinations in Q1 2023\*

International tourist arrivals  
(% change vs. 2019)

Source: UNWTO (May 2023)

\* Based on destinations with available data for the first 2 to 3 months of 2023.



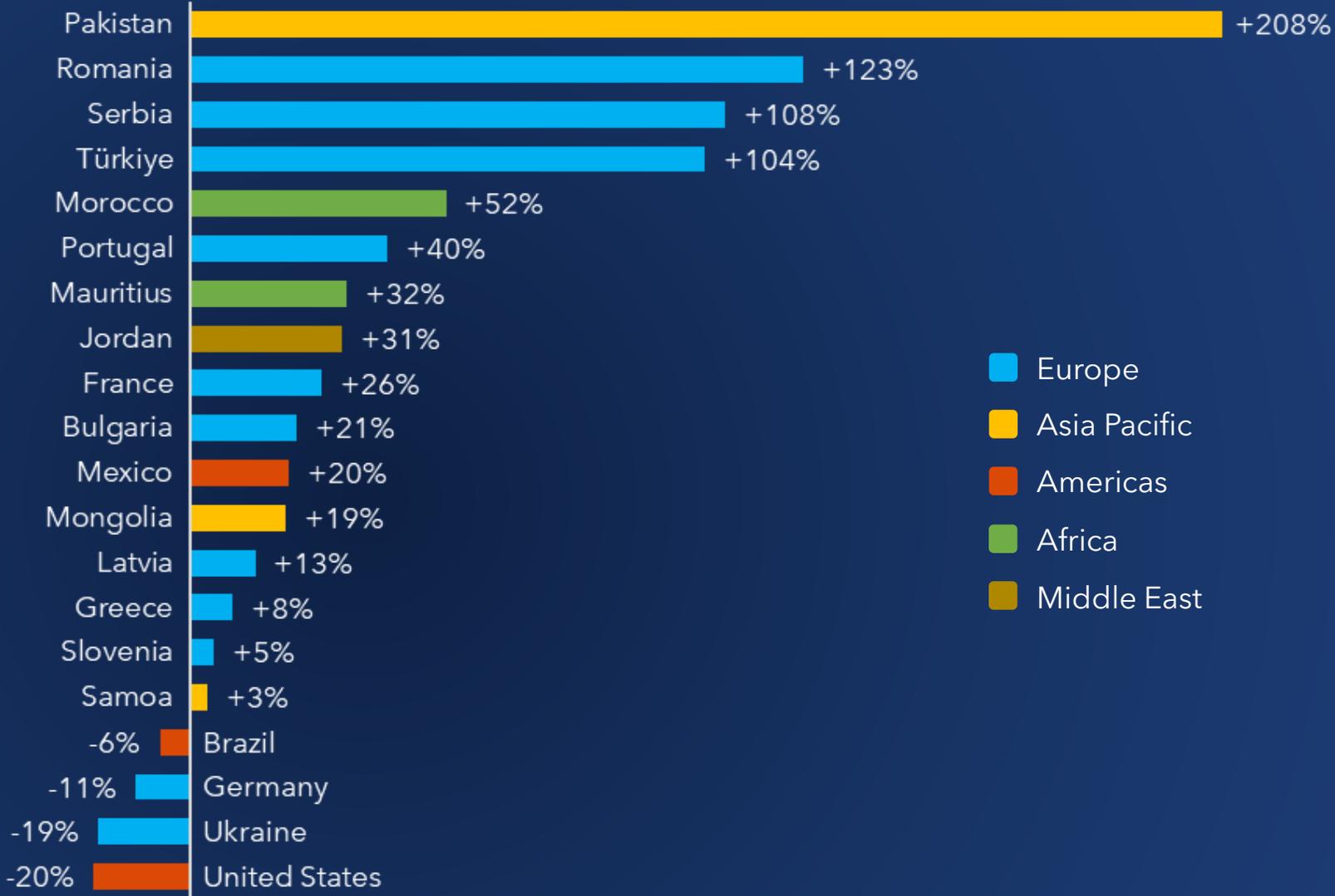
Best performing destinations in terms of receipts: Q1 2023\*

International tourism receipts (% change vs. 2019)<sup>1</sup>

Source: UNWTO (May 2023)

\* Based on destinations with available data for the first 2 to 3 months of 2023.

<sup>1</sup> In local currencies if so reported by the destination.





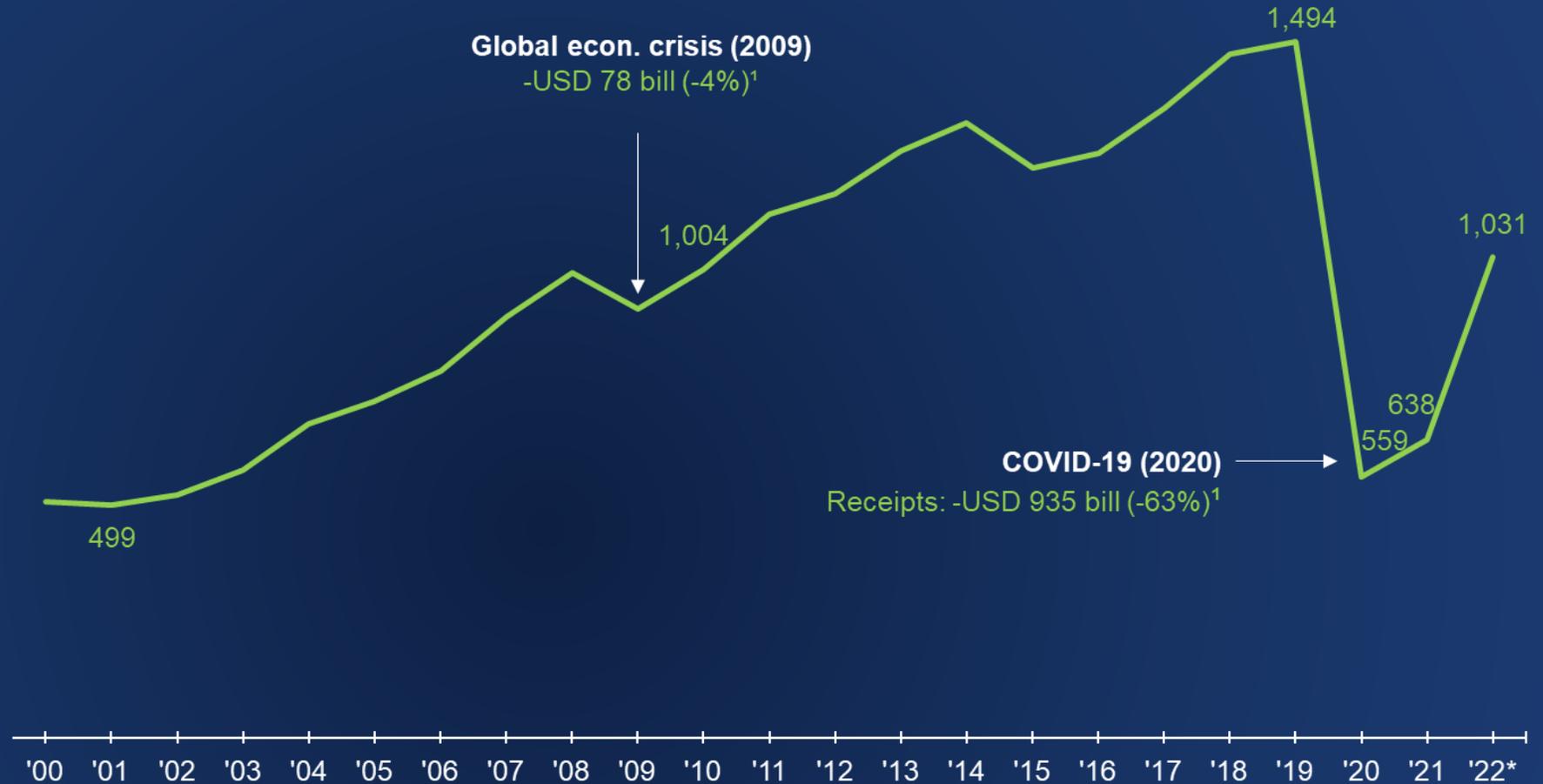
# International tourist arrivals and receipts

Receipts (USD bill)

Source: UNWTO (May 2023)

\* Provisional data

<sup>1</sup> Change in local currencies and constant prices



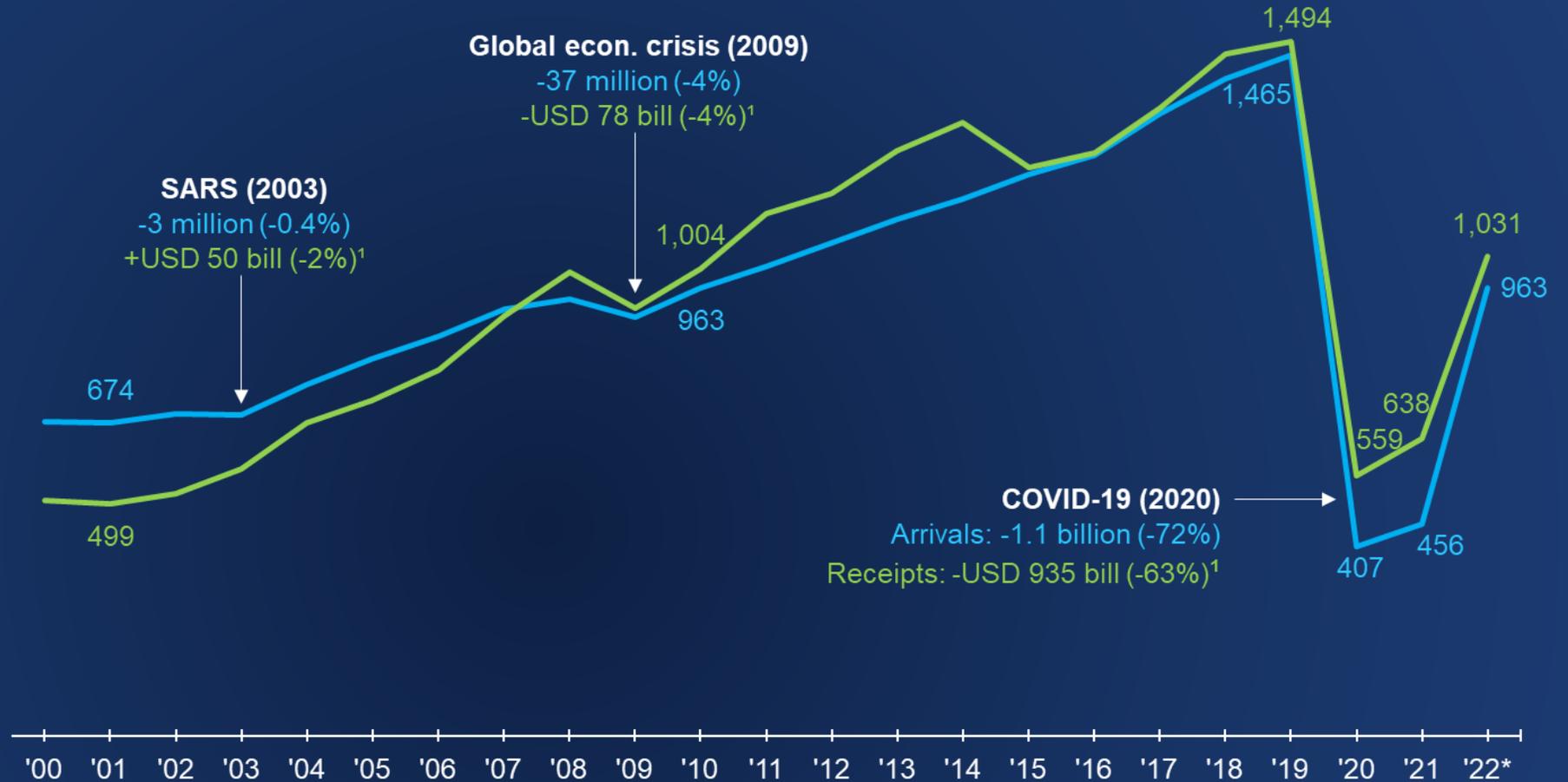
# International tourist arrivals and receipts

■ Arrivals (mill)  
■ Receipts (USD bill)

Source: UNWTO (May 2023)

\* Provisional data

<sup>1</sup> Change in local currencies and constant prices



# International tourist arrivals and receipts

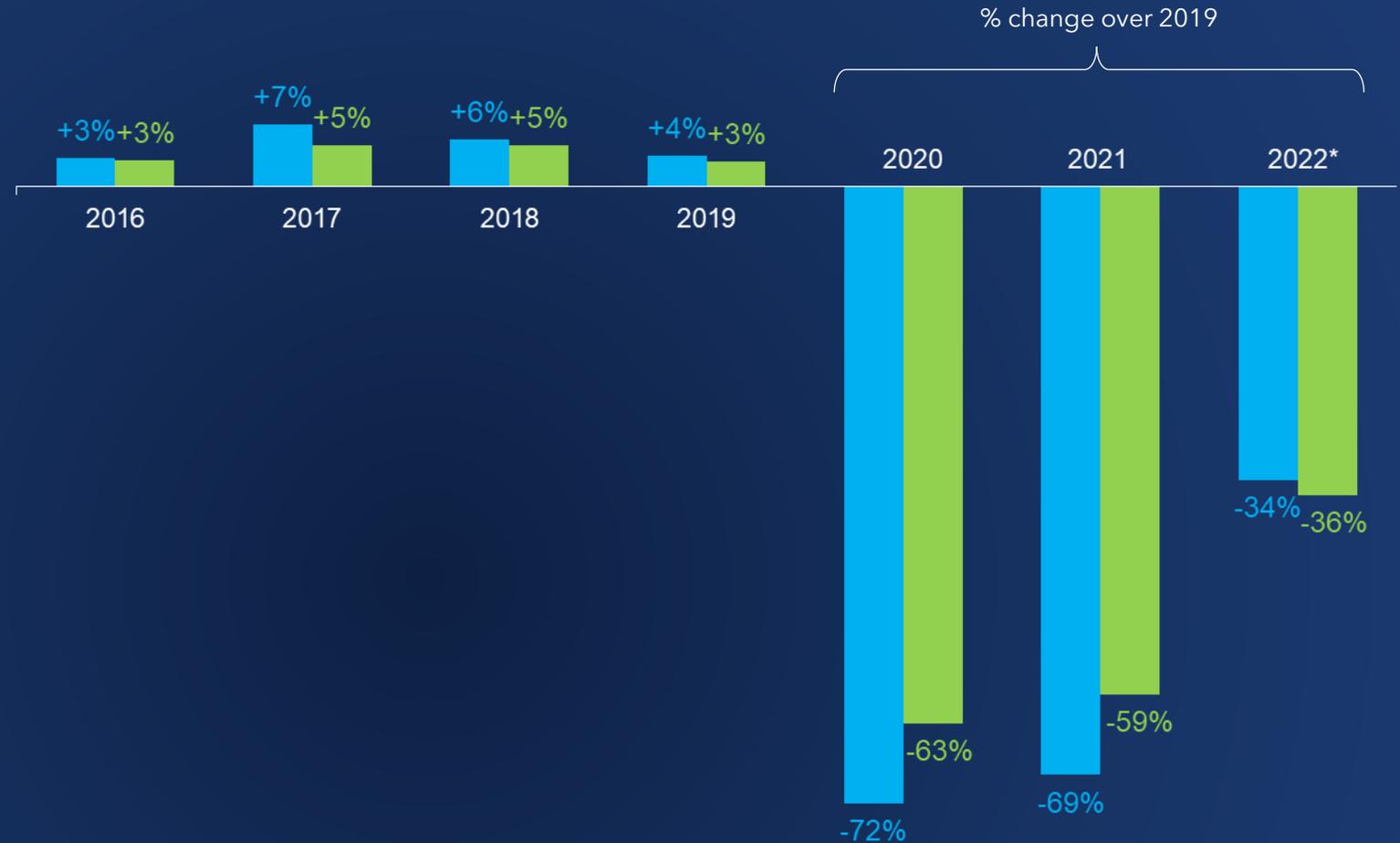
(yearly % change)

- Arrivals
- Receipts<sup>1</sup>

Source: UNWTO (May 2023)

\* Provisional data

<sup>1</sup> Real change (local currencies and constant prices).

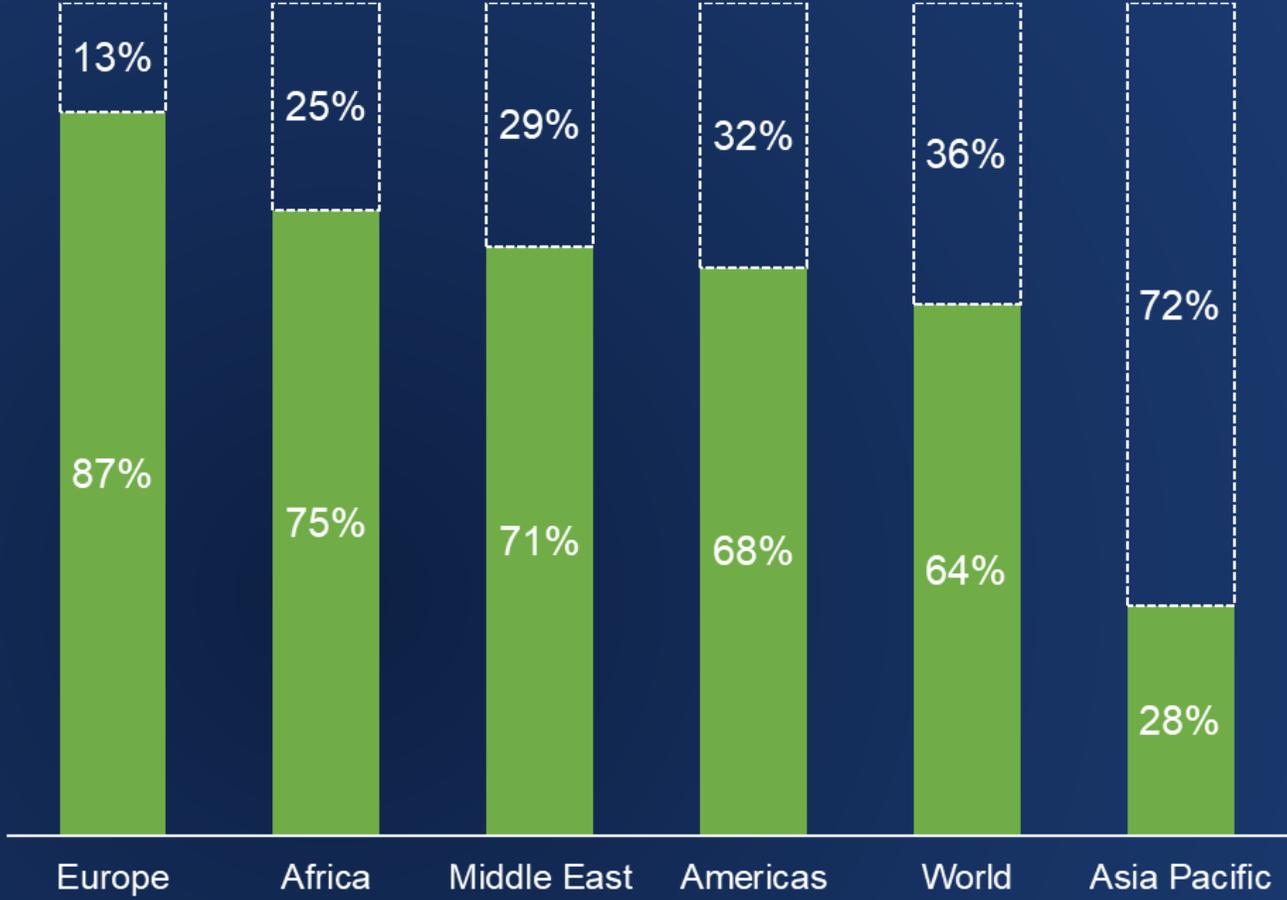


# International tourism receipts, 2022

Percentage of 2019 levels recovered in 2022 (%)\*

-  Percentage not recovered
-  Percentage recovered

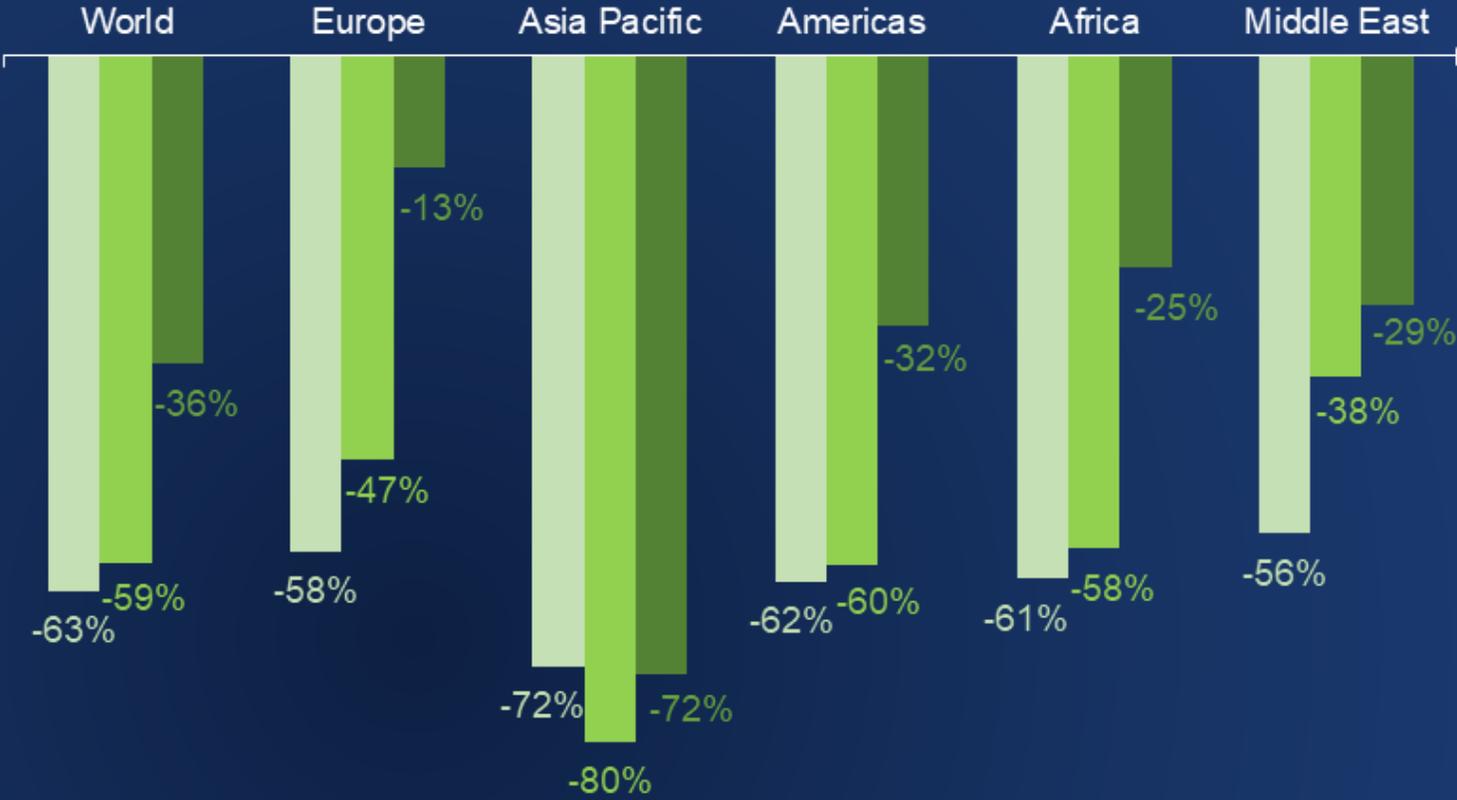
Source: UNWTO (May 2023)  
\* Real terms (provisional data)



# International tourism receipts

(real % change vs. 2019)

- 2020
- 2021
- 2022\*



Source: UNWTO (May 2023)

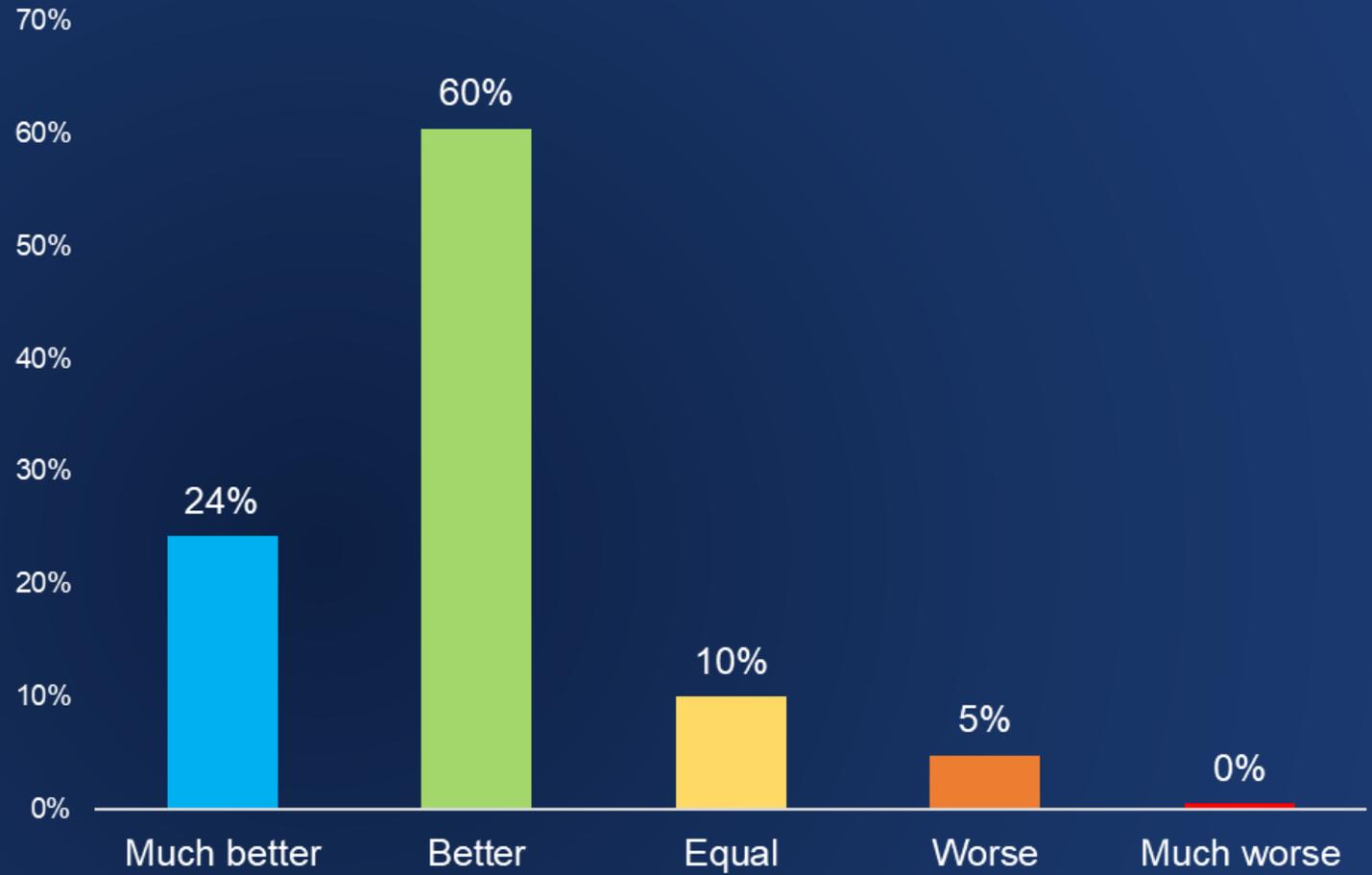
\* Provisional data



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## What are your prospects for your destination in 2023?

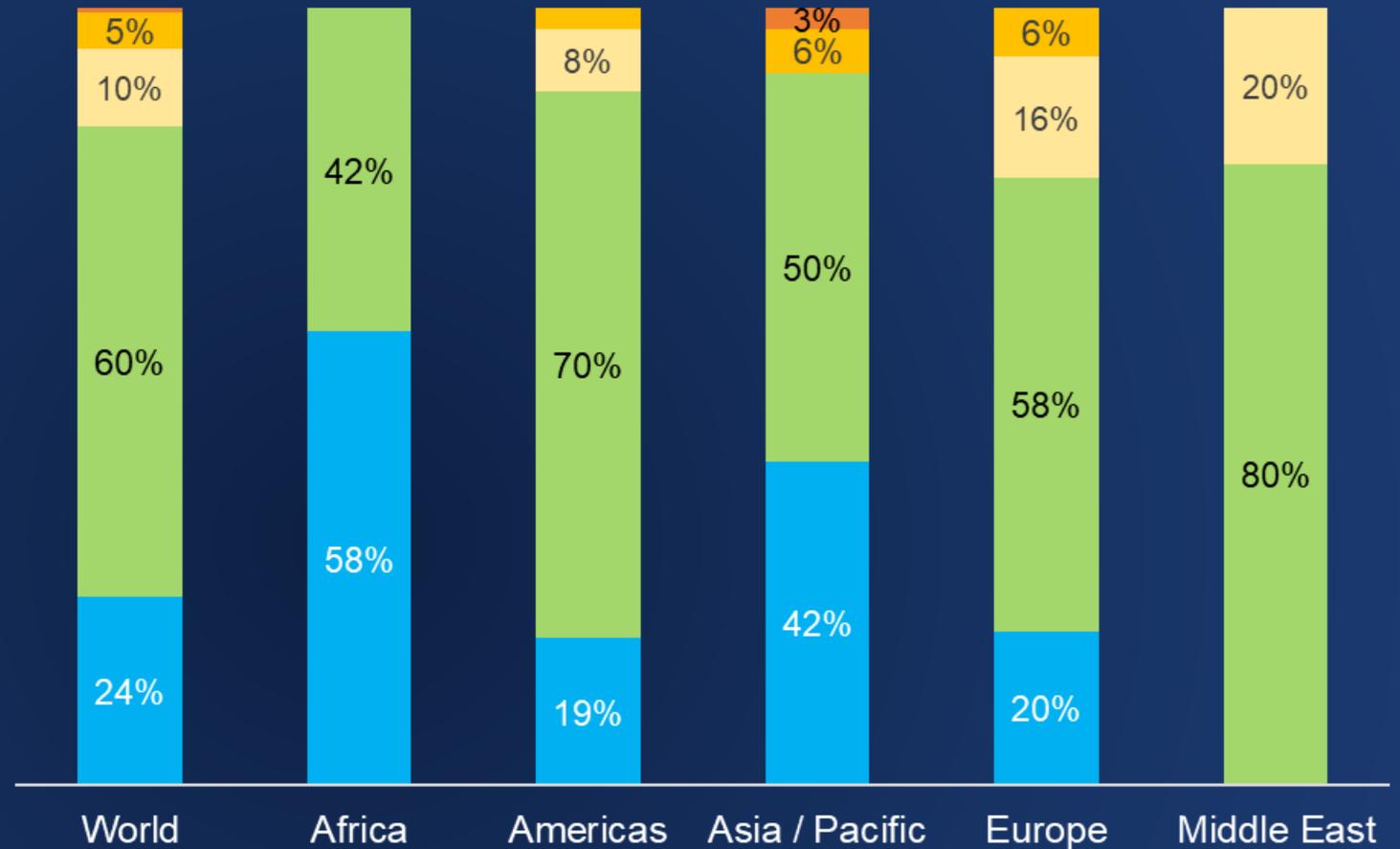
Source: UNWTO Panel of Experts Survey (May 2023)



## What are your prospects for your destination in 2023?

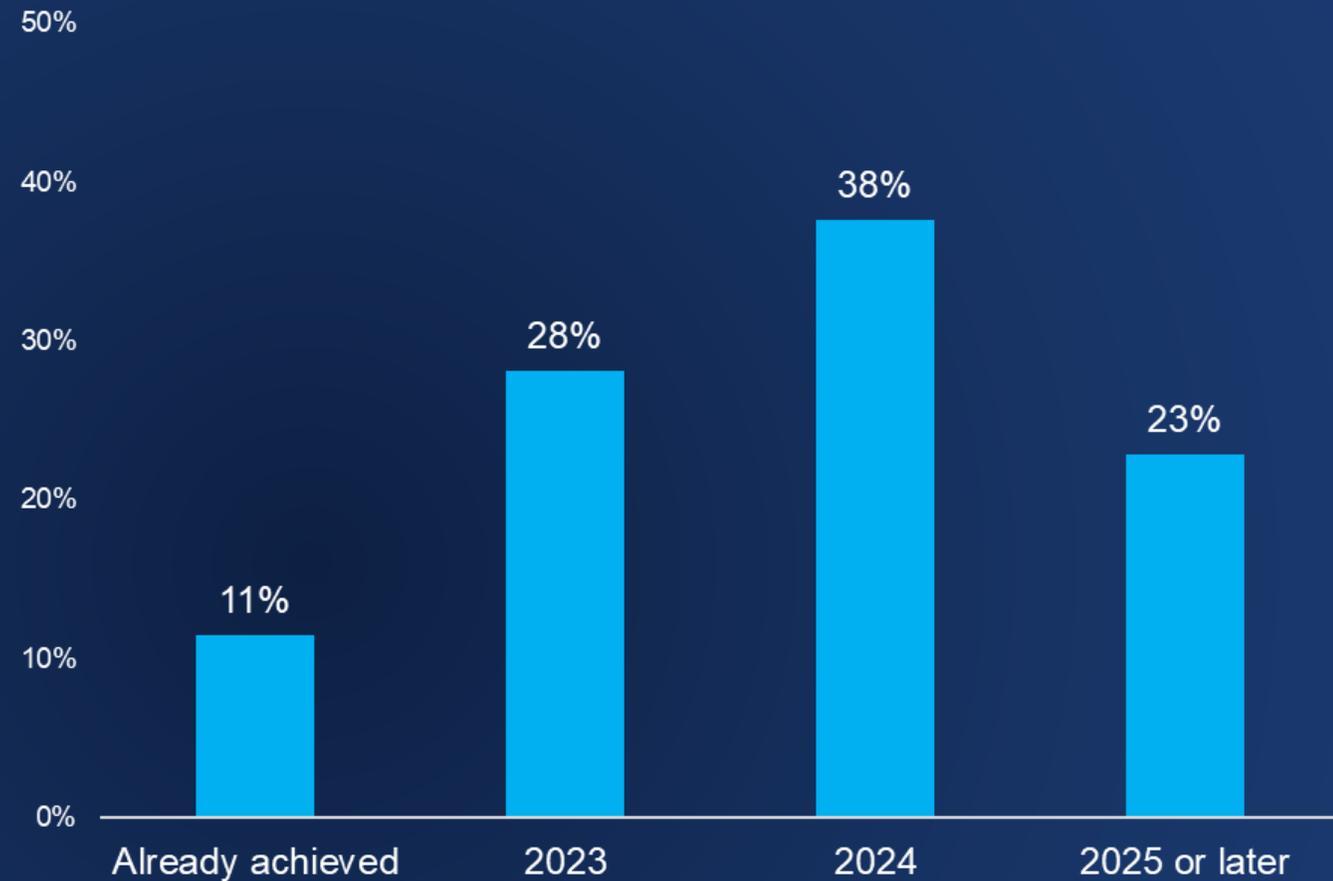
- Much worse
- Worse
- Equal
- Better
- Much better

Source: UNWTO Panel of Experts Survey (May 2023)



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

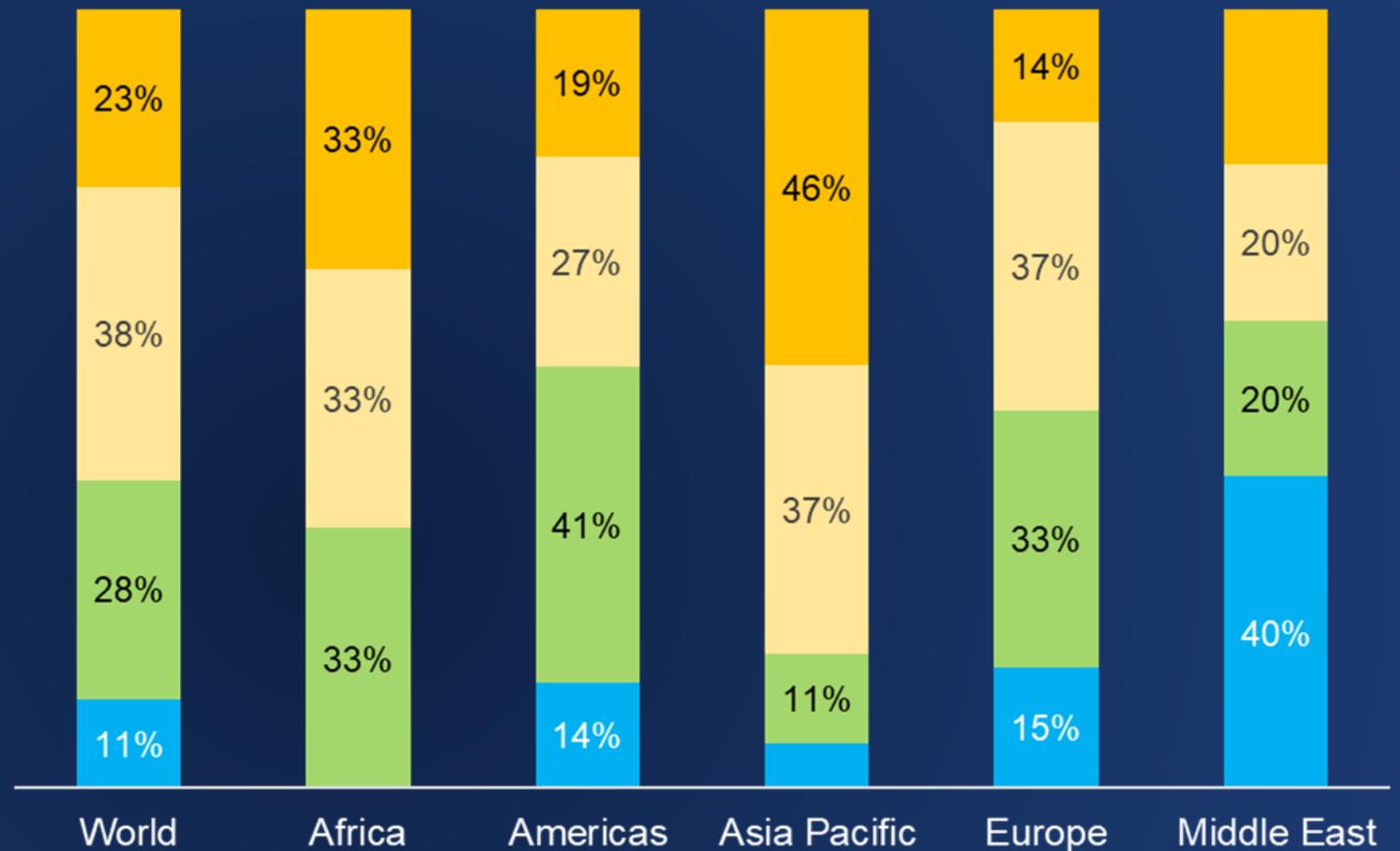
Source: UNWTO Panel of Experts Survey (May 2023)



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

- 2025 or later
- 2024
- 2023
- Already achieved

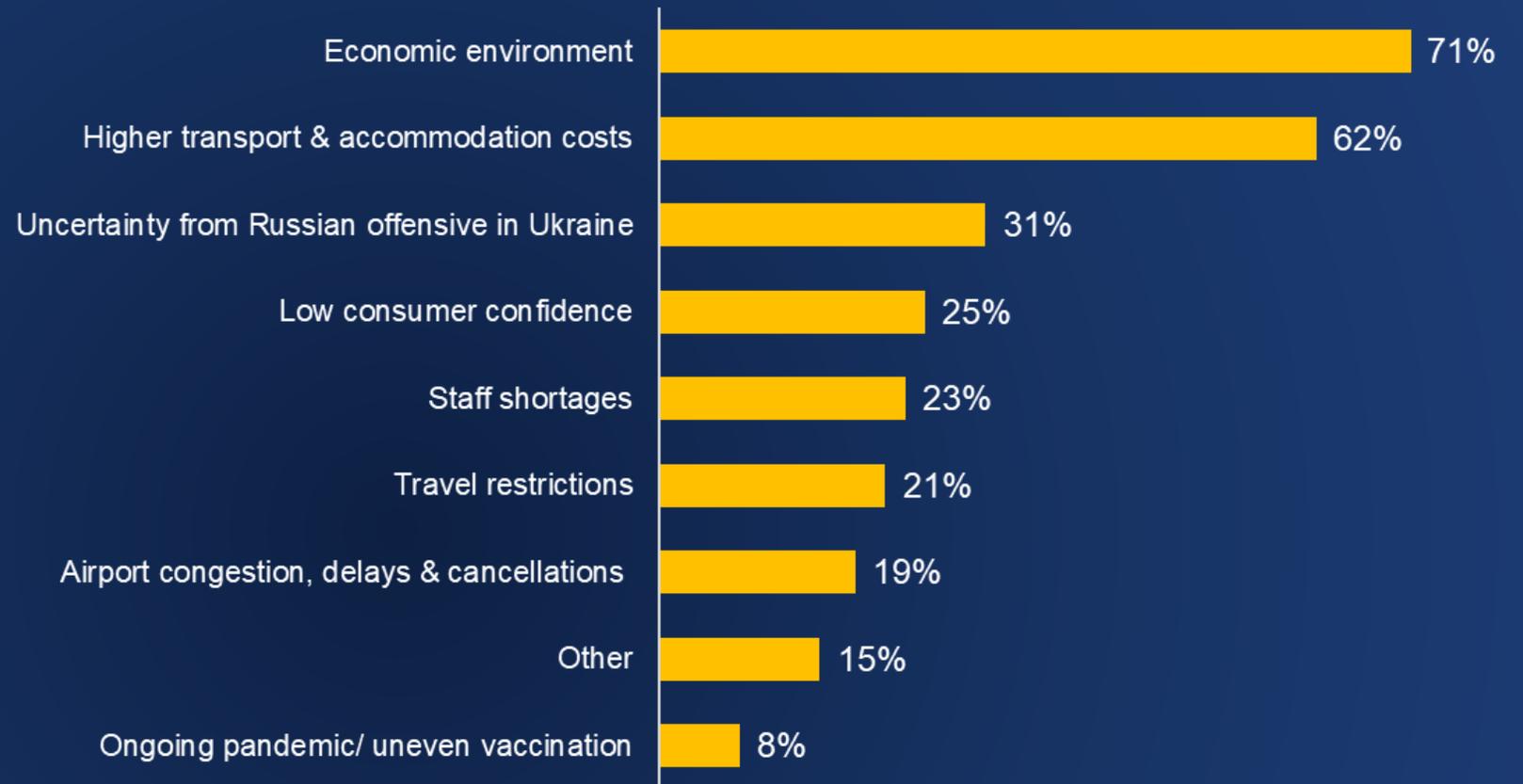
Source: UNWTO Panel of Experts Survey (May 2023)



## What are the main factors weighing on the recovery of international tourism?

Source: UNWTO Panel of Experts Survey (May 2023)

Percentage of experts mentioning each factor



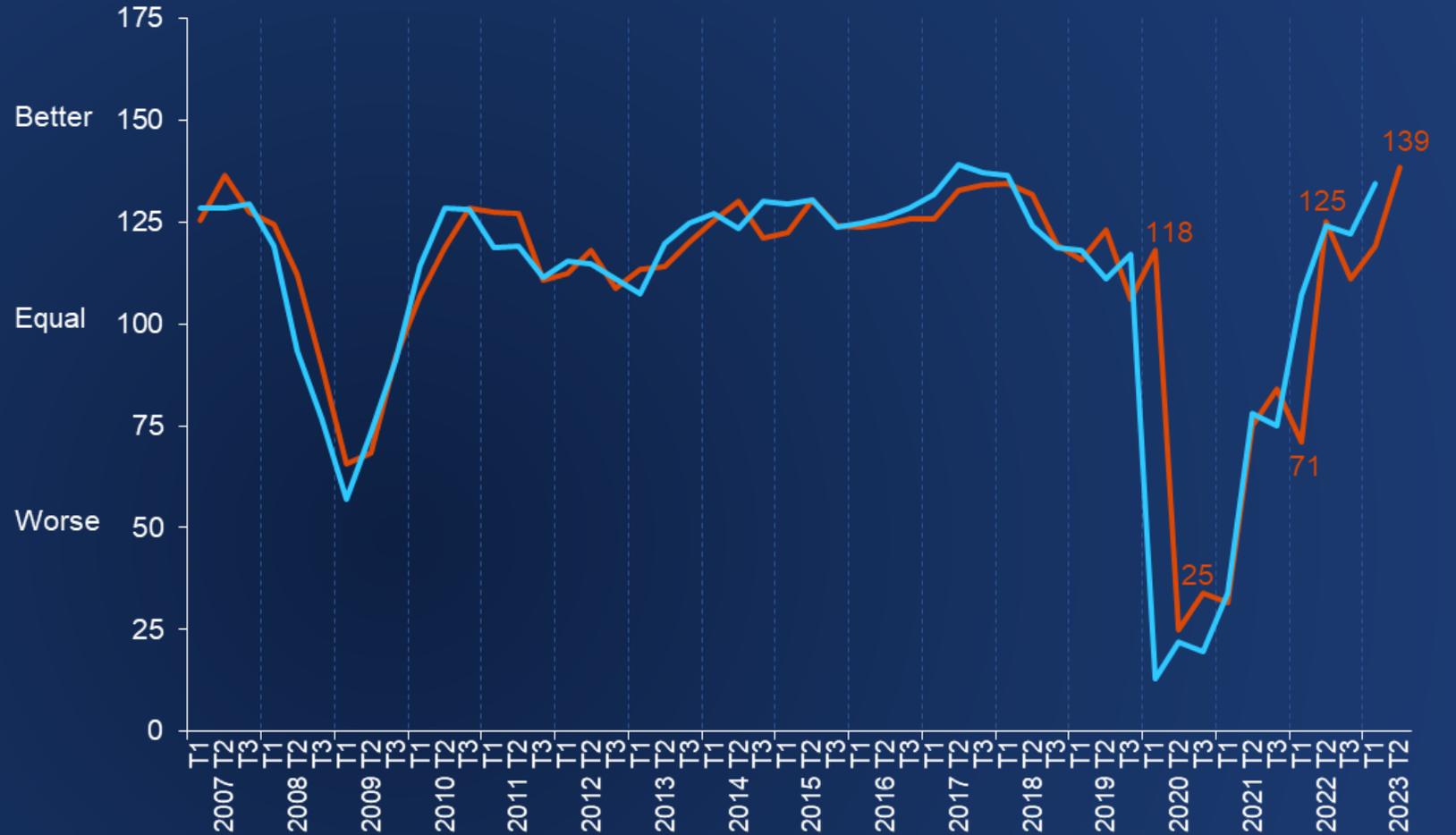
# UNWTO Confidence Index

- Evaluation of past 4 months
- Prospects for next 4 months

Source: UNWTO Panel of Experts Survey (May 2023)

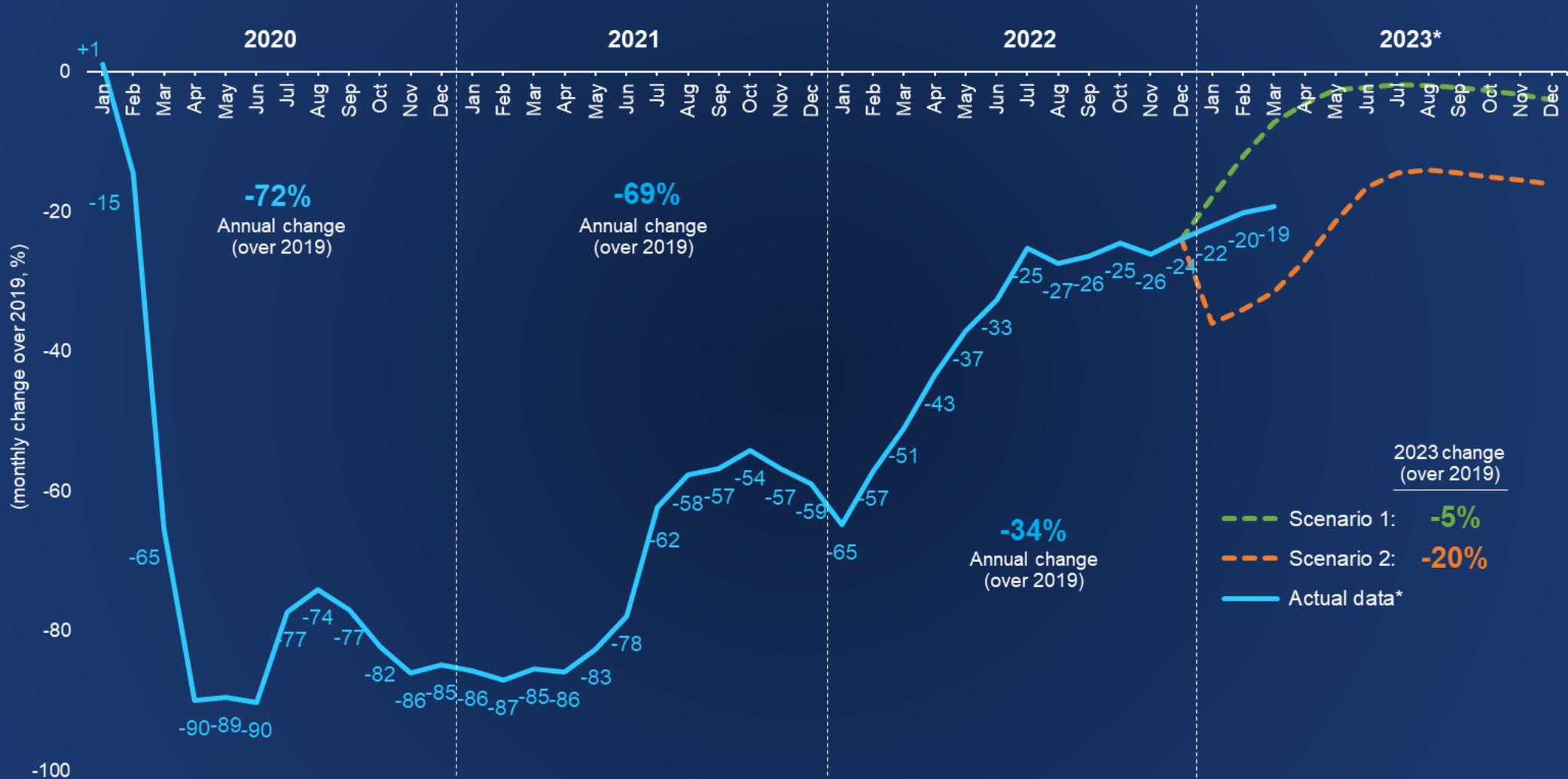
Note: The UNWTO Confidence Index reflects perceived performance (evaluation) and expectations (prospects) for the tourism sector every four months.

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



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# International tourist arrivals, 2020-2022 and Scenarios for 2023 (monthly % change over 2019)



Source: UNWTO (May 2023). Scenarios first published in the January 2023 World Tourism Barometer.

\* Actual data for 2022 and 2023 is preliminary and based on estimates for destinations which have not yet reported results.

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 official country sources. See full report and other resources below:

- [World Tourism Barometer \(e-Library\)](#)
- [Tourism Data Dashboard](#)
- [Press note](#)

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**COVID-19  
RESPONSE**