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World Tourism Barometer (PPT version)

Volume 21 · Issue 3 · September 2023

UNWTO Tourism Market Intelligence and Competitiveness Department

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3. Best performing destinations, Jan-Jul 2023
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Key findings

- International tourism recovered 84% of pre-pandemic levels in January-July 2023 (-16% versus same months of 2019).
- 700 million tourists travelled internationally in the first seven months, +43% over 2022.
- The Middle East saw the best results, with arrivals exceeding by 20% pre-pandemic levels.
- Africa recovered 92% of pre-pandemic visitors in January-July 2023, Europe 91%, the Americas 87% and Asia and the Pacific 61%.
- Revised data puts international tourism receipts at 74% of pre-pandemic values in 2022 (-26% vs 2019).
- UNWTO Confidence Index shows good prospects for September-December 2023 (126), though below experts' evaluation of May-August (132).
- International arrivals on track to reach 80% to 95% of pre-pandemic levels in 2023, with continued pent-up demand and few remaining travel restrictions, though economic conditions remain a challenge.

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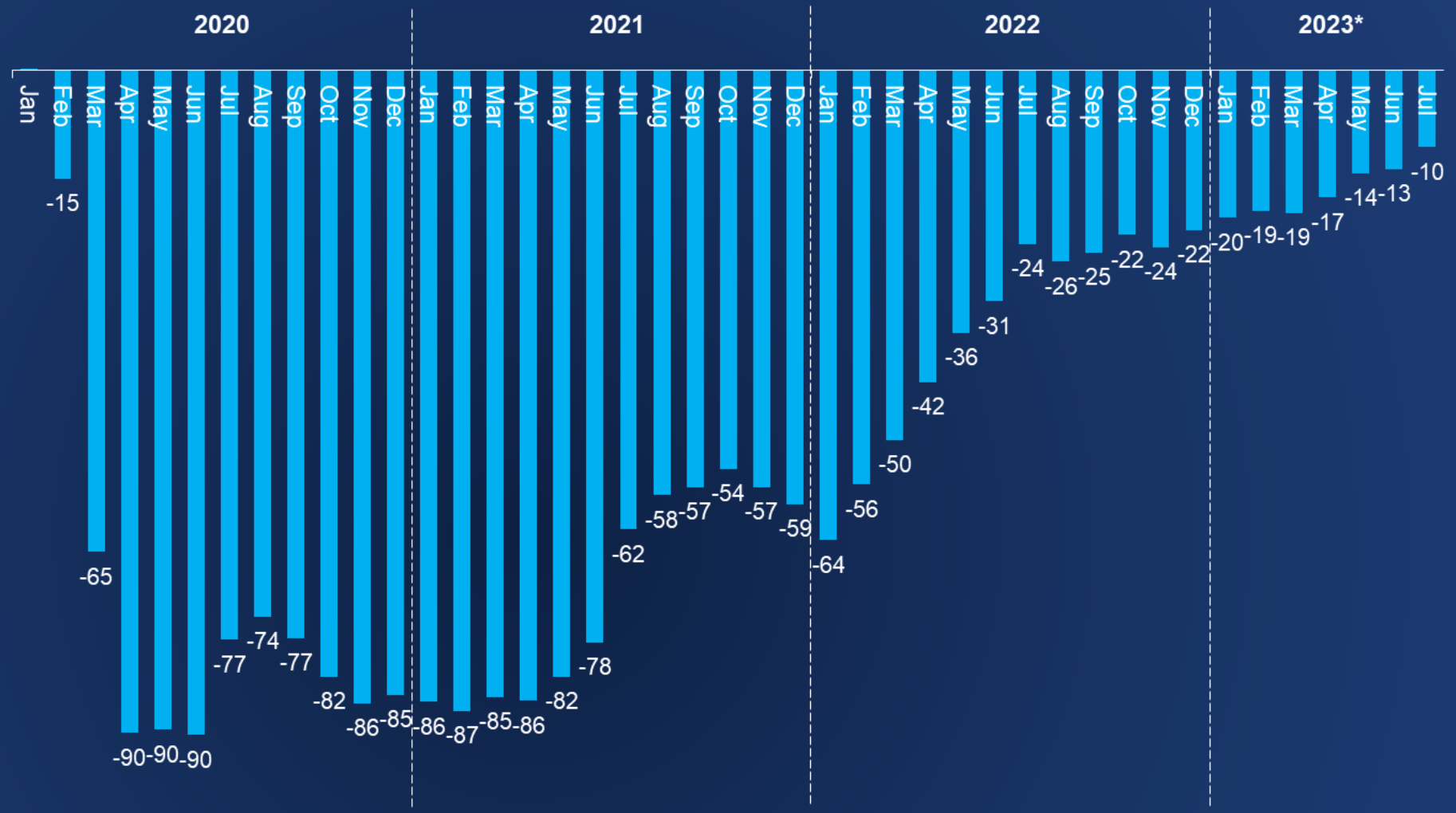
International tourist arrivals

(% change vs. 2019)

Source: UNWTO (Sept. 2023)
* Provisional data



-72%	-69%	-34%	-16%
2020 vs. 2019	2021 vs. 2019	2022 vs. 2019	Jan-Jul 2023 vs. 2019

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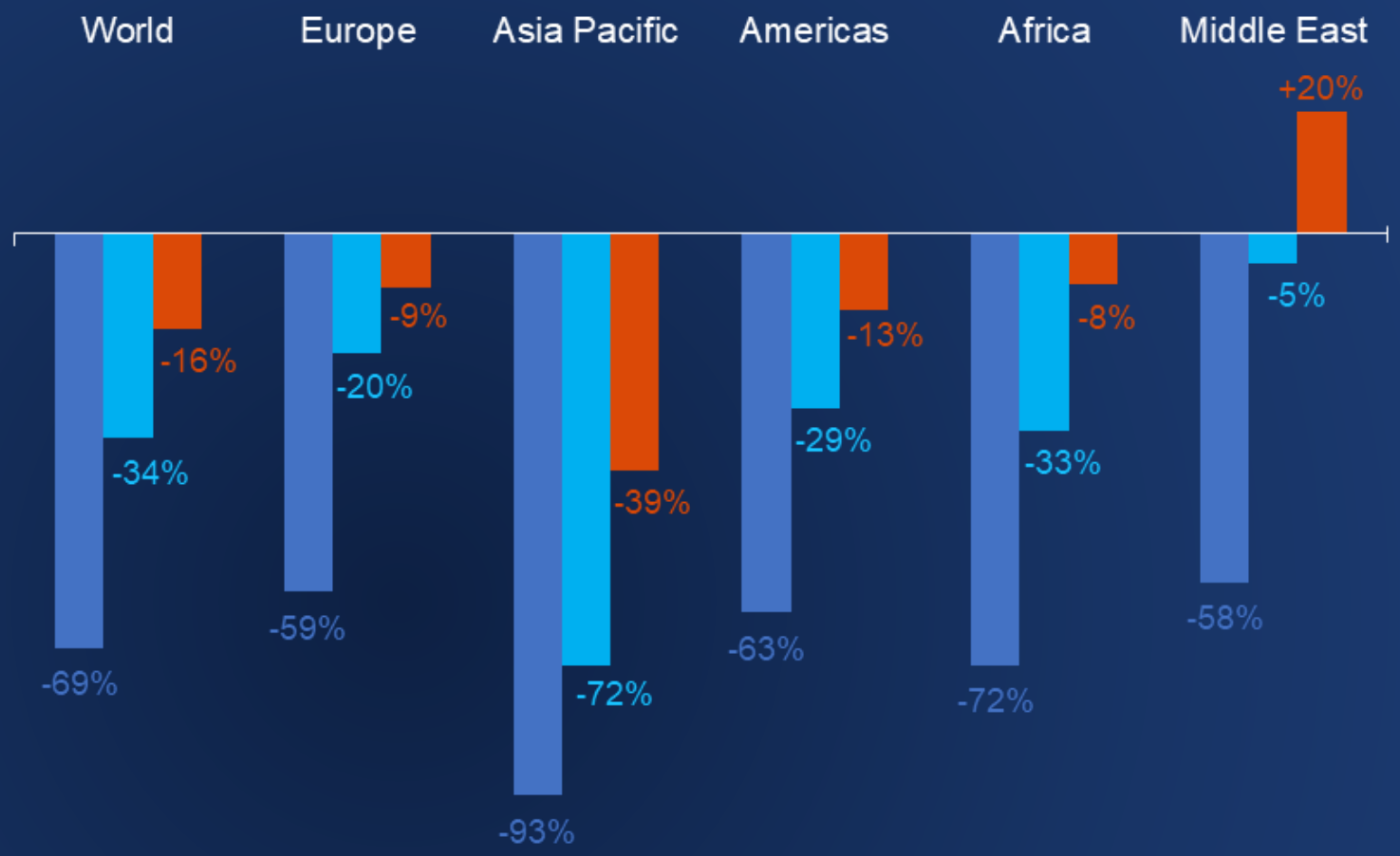
International tourist arrivals

(% change vs. 2019)



Source: UNWTO (Sept. 2023)

* Provisional data

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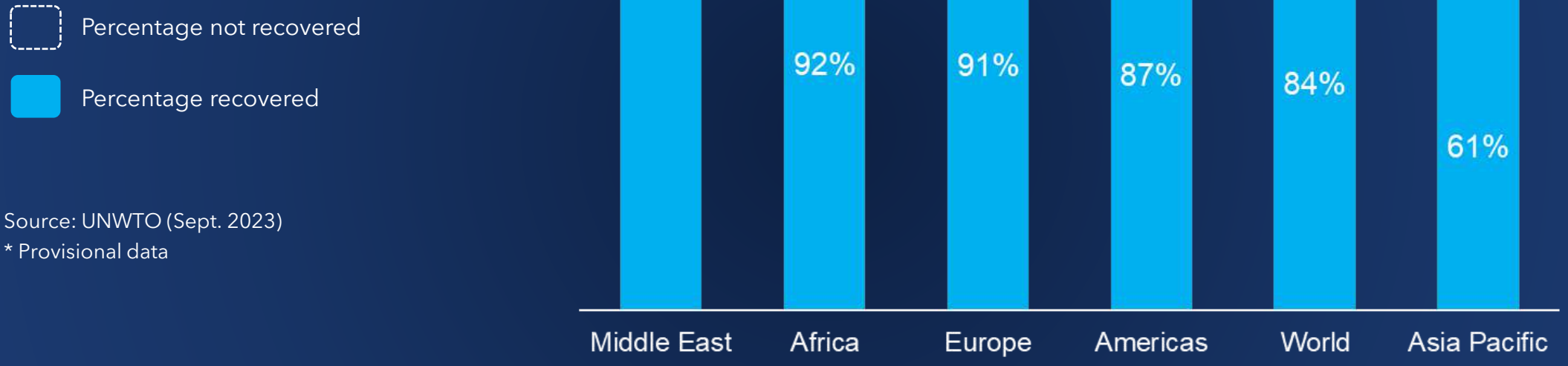
Recovery of international tourist arrivals

Percentage of 2019 levels recovered in Jan-Jul 2023 (%)*



Source: UNWTO (Sept. 2023)
* Provisional data

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International tourist arrivals by region

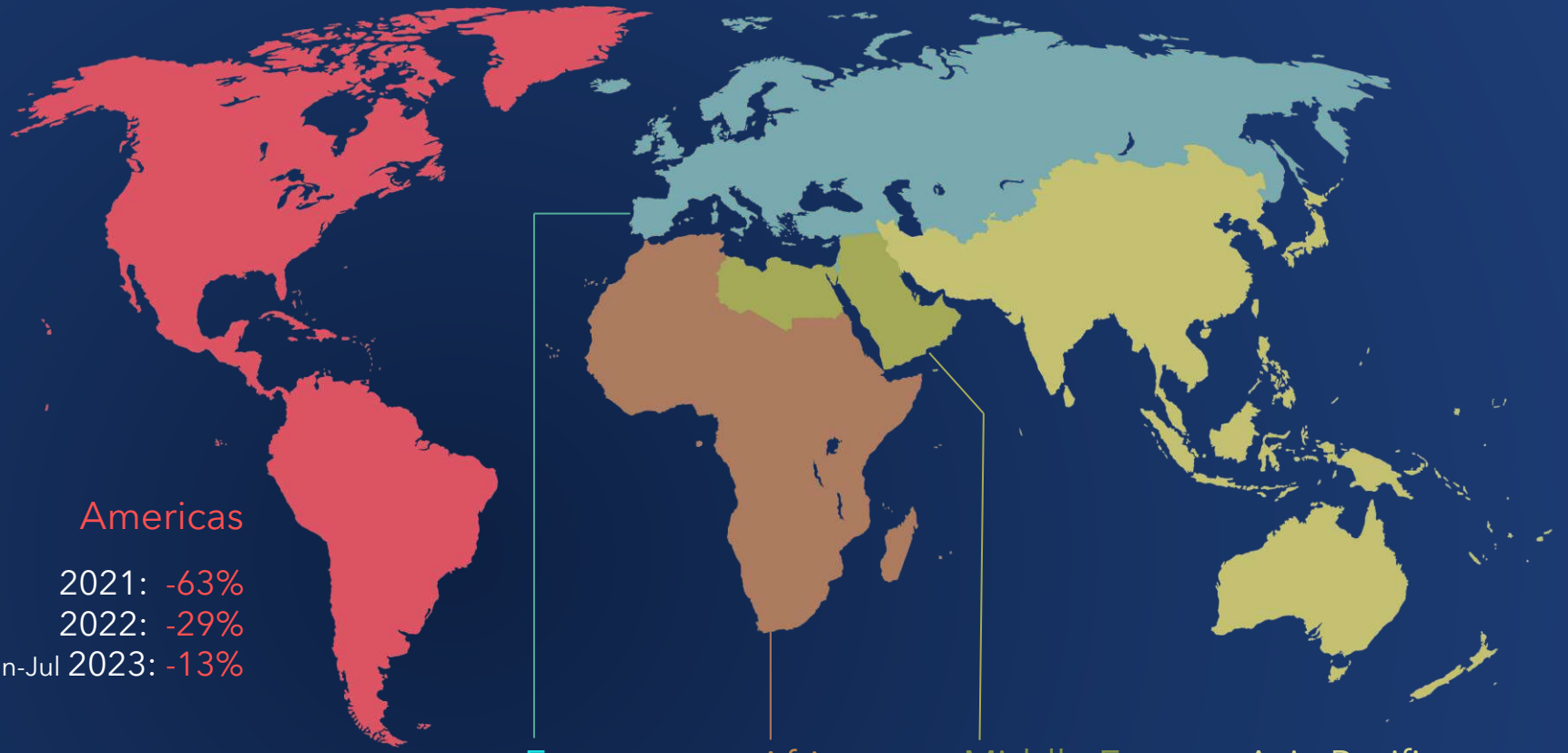
(% change vs. 2019)

World

2021: -69%
2022: -34%
Jan-Jul 2023: -16%

Source: UNWTO

(Data as of Sept. 2023)



Americas

2021: -63%
2022: -29%
Jan-Jul 2023: -13%

	Europe	Africa	Middle East	Asia Pacific
2021:	-59%	-72%	-58%	-93%
2022:	-20%	-33%	-5%	-72%
Jan-Jul 2023:	-9%	-8%	+20%	-39%

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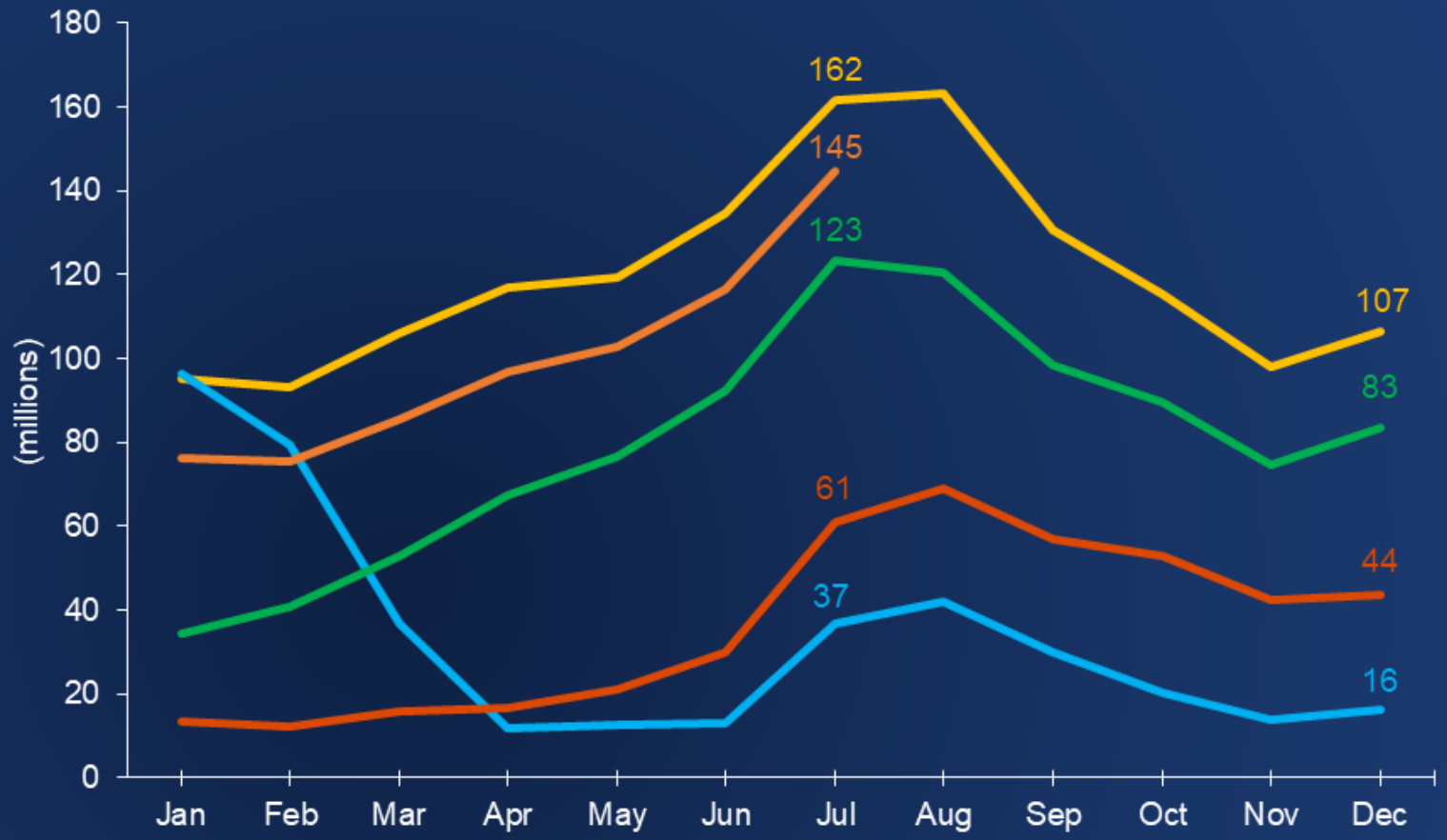
The designations and images in this map do not imply the expression of opinions whatsoever on the part of the Secretariat of the World Tourism Organization (UNWTO) concerning the legal status of any country, territory, or of its authorities, or concerning the delimitation of its frontiers.

International tourist arrivals: World

(millions)



Source: UNWTO (Sept. 2023)
* Provisional data

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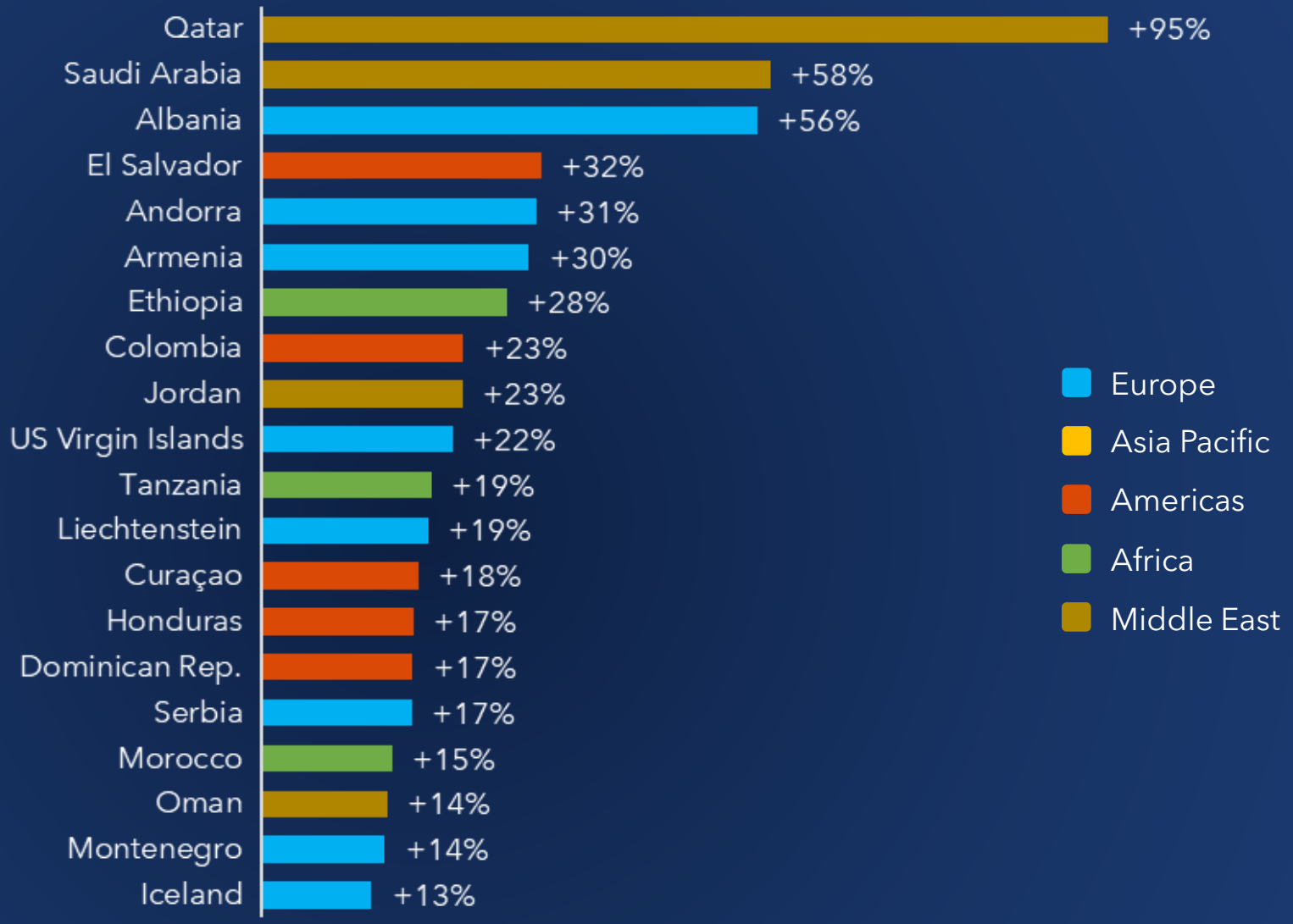
Best performing destinations in Jan-Jul 2023*

International tourist arrivals (% change vs. 2019)



Source: UNWTO (Sept. 2023)

* Based on destinations with available data for the first 6 to 7 months of 2023.

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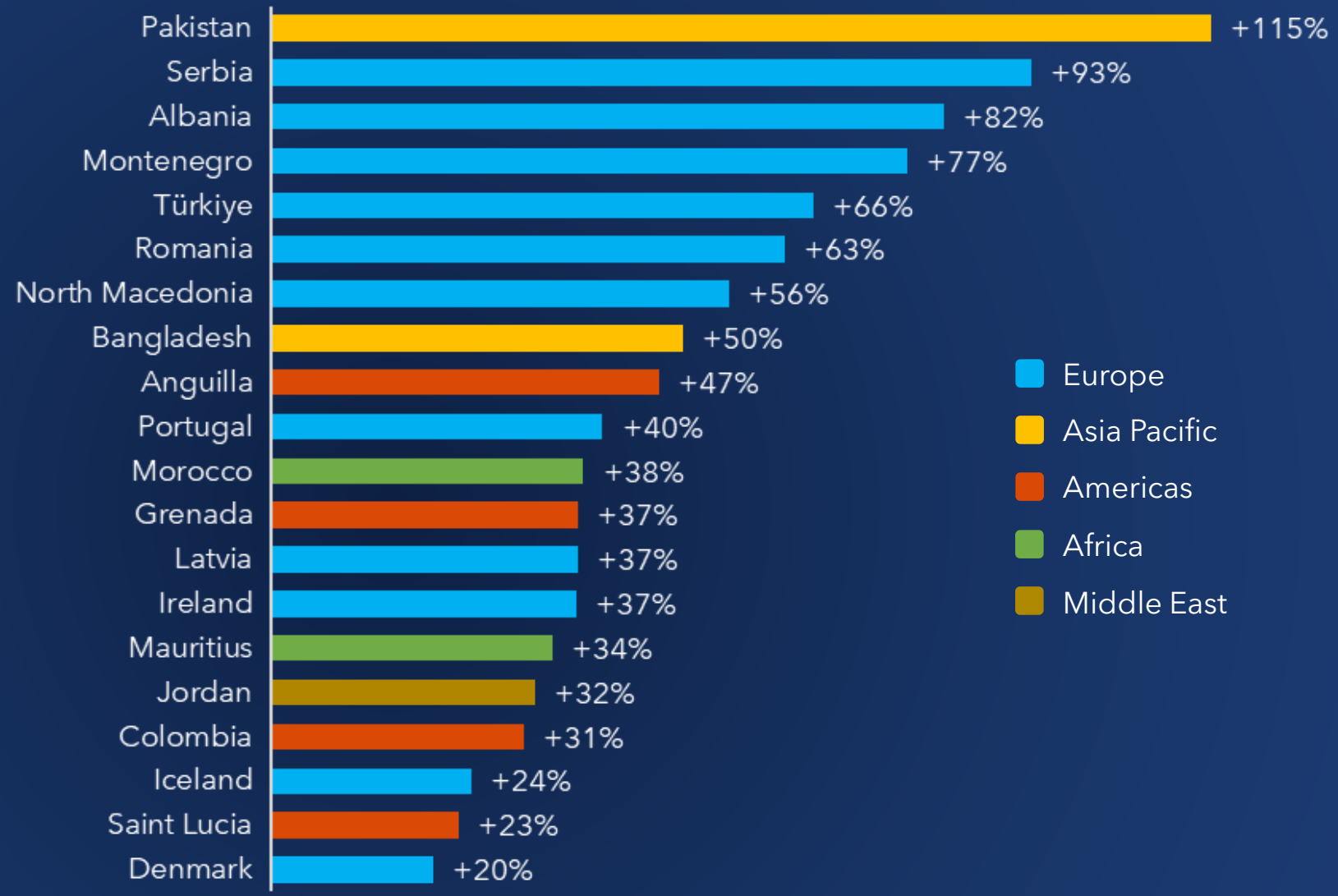
Best performing destinations in terms of receipts: Jan-Jul 2023*

International tourism receipts (% change vs. 2019)[1]



Source: UNWTO (Sept. 2023)

* Based on destinations with available data for the first 6 to 7 months of 2023.

[1] In local currencies if so reported by the destination.

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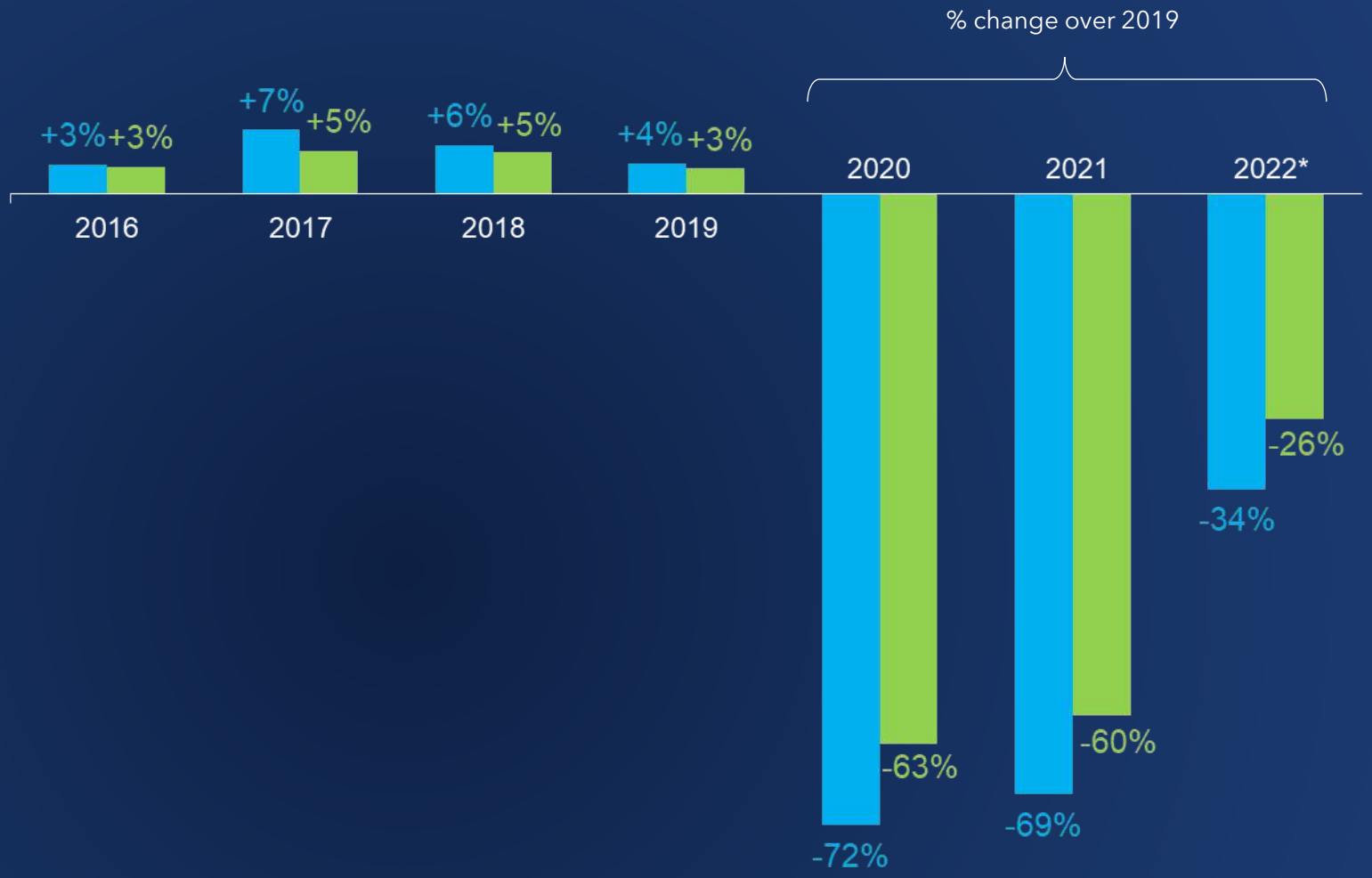
International tourist arrivals and receipts

(yearly % change)



Source: UNWTO (Sept. 2023)
* Provisional data
¹ Real change (local currencies at constant prices).

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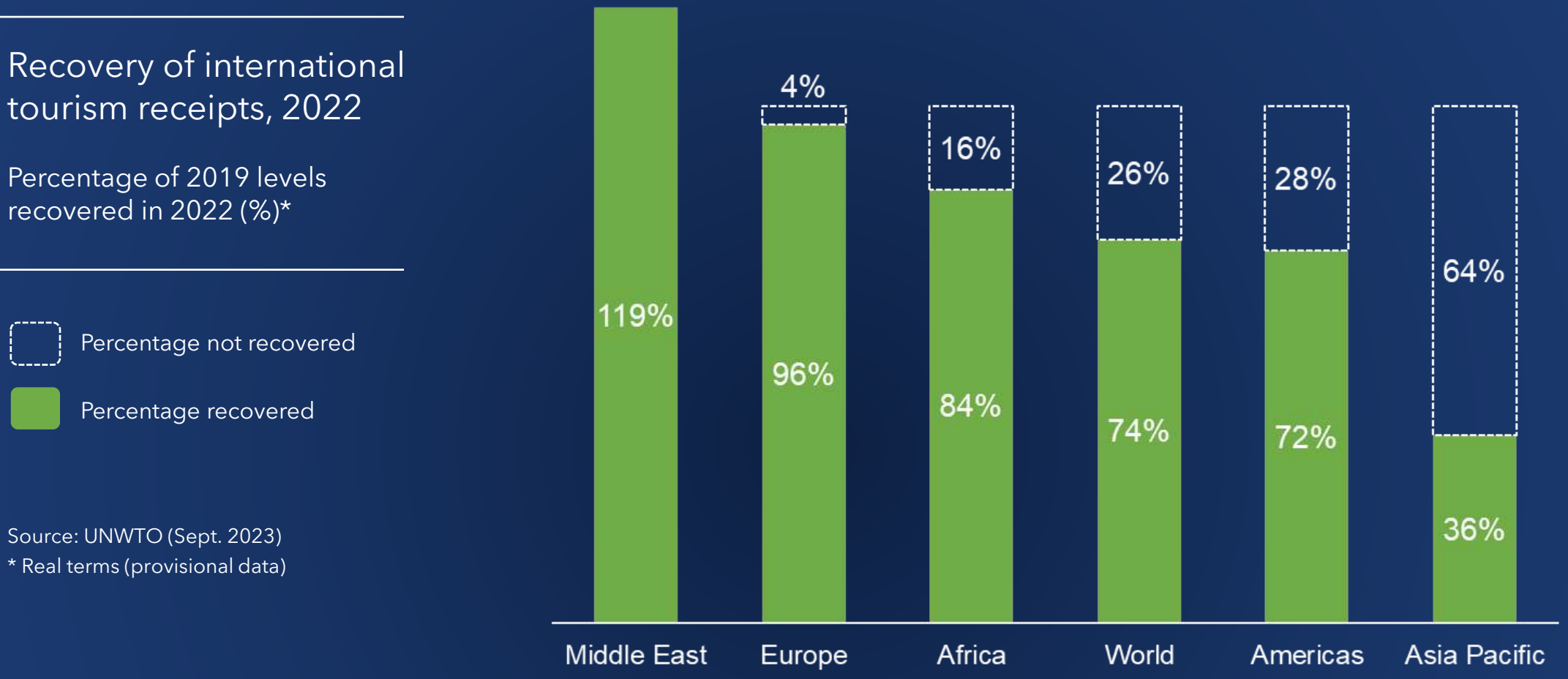
Recovery of international tourism receipts, 2022

Percentage of 2019 levels recovered in 2022 (%)*



Source: UNWTO (Sept. 2023)
* Real terms (provisional data)

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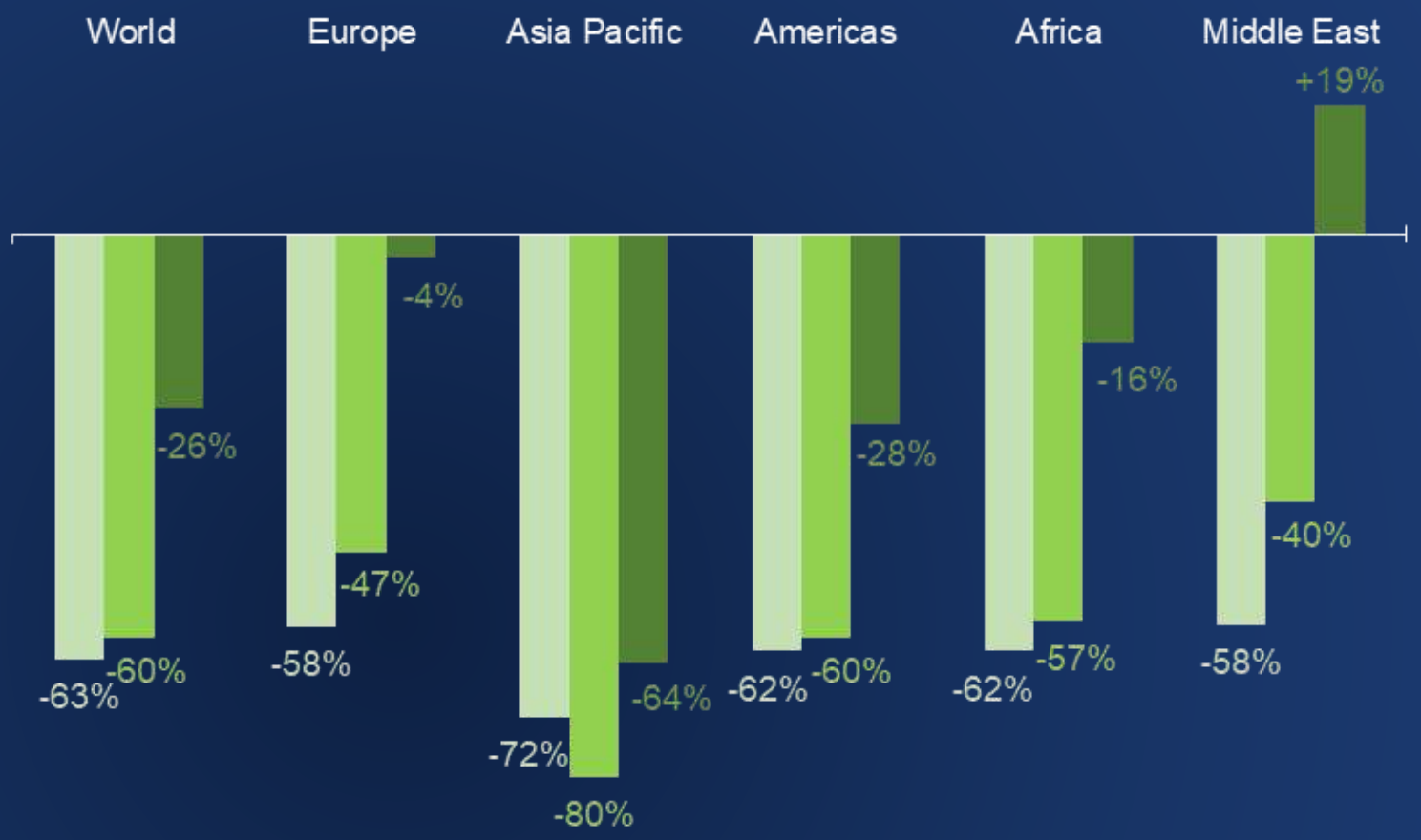
International tourism receipts

(real % change vs. 2019)



Source: UNWTO (Sept. 2023)

* Provisional data

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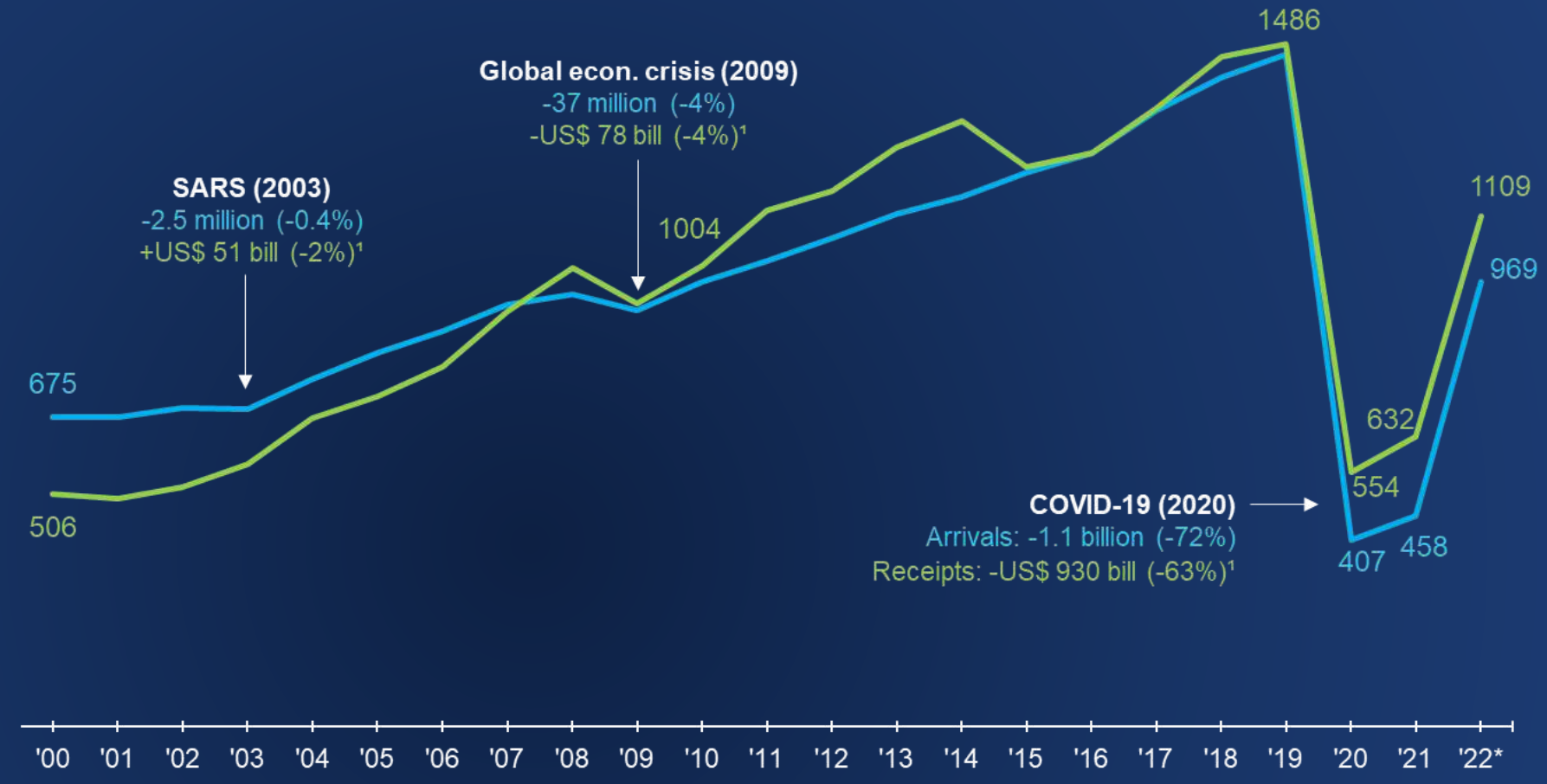
International tourist arrivals and receipts



Source: UNWTO (May 2023)
* Provisional data
¹ Change in local currencies and constant prices

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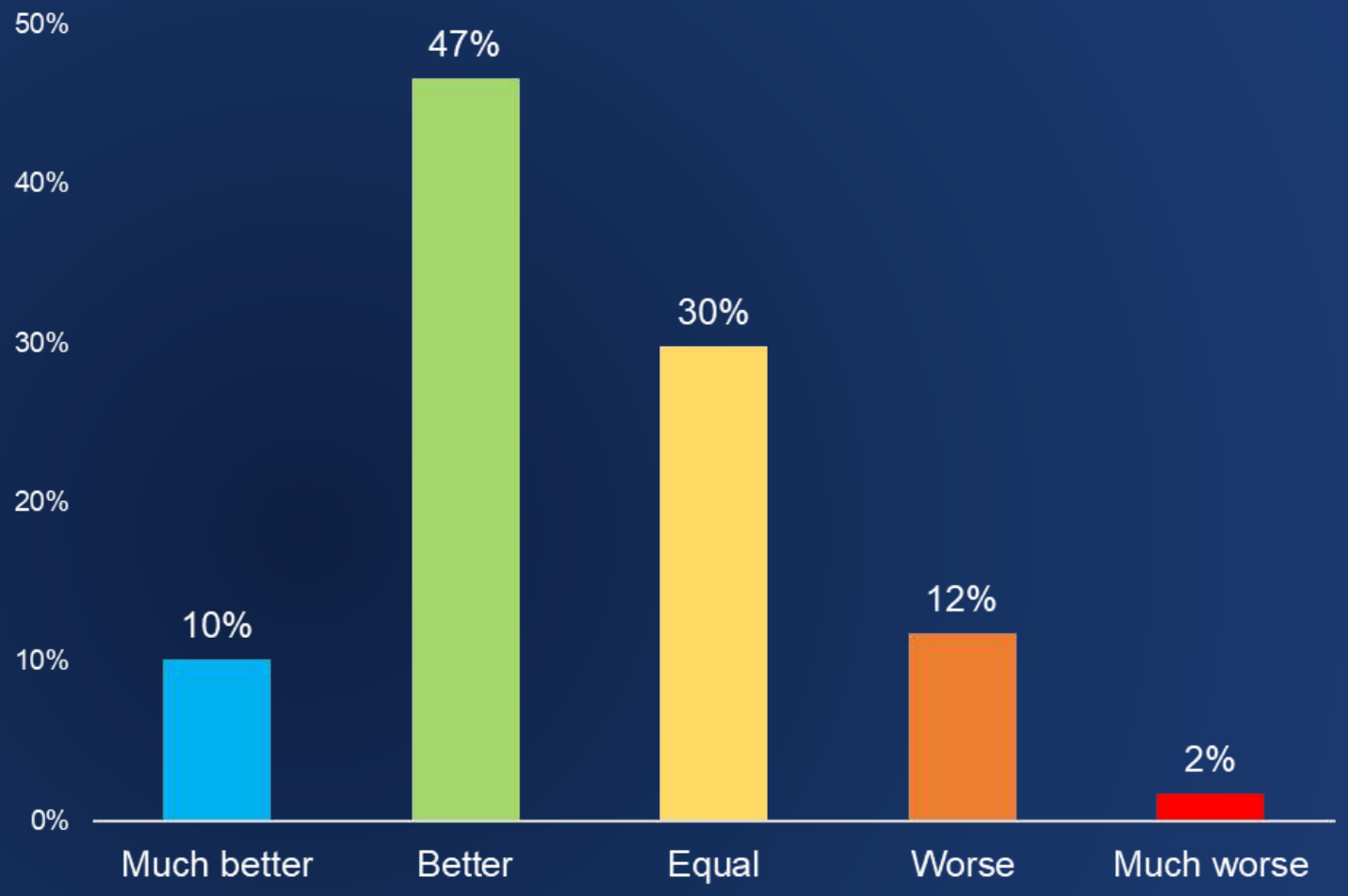
What are your prospects for your destination in Sep-Dec. 2023?

Source: UNWTO Panel of Experts Survey (Sept. 2023)

Percentage of responses : Global



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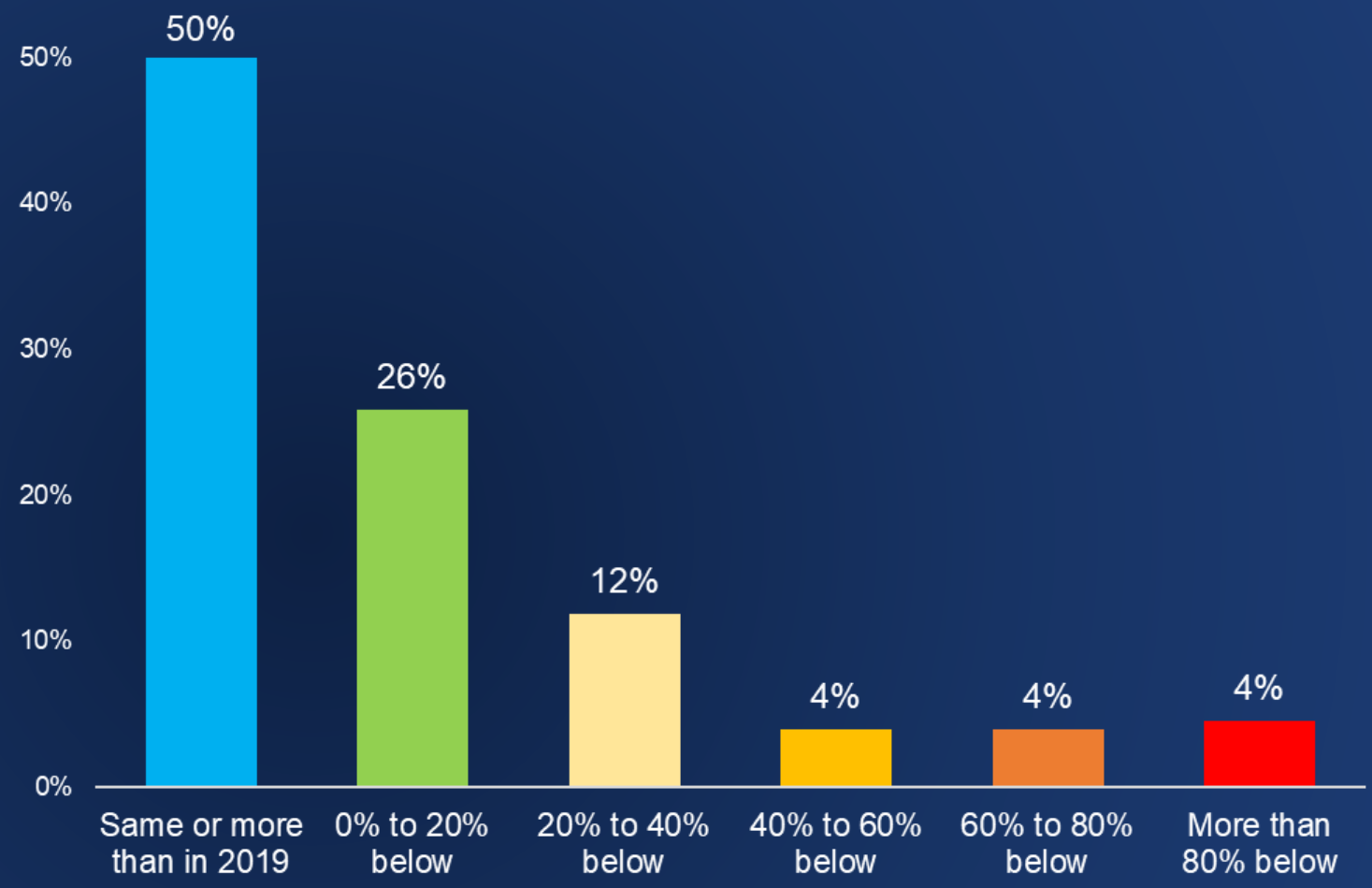
What level of international tourist arrivals do you expect in your destination in 2023, compared to 2019?

Source: UNWTO Panel of Experts Survey (Sept. 2023)

Percentage of responses : Global



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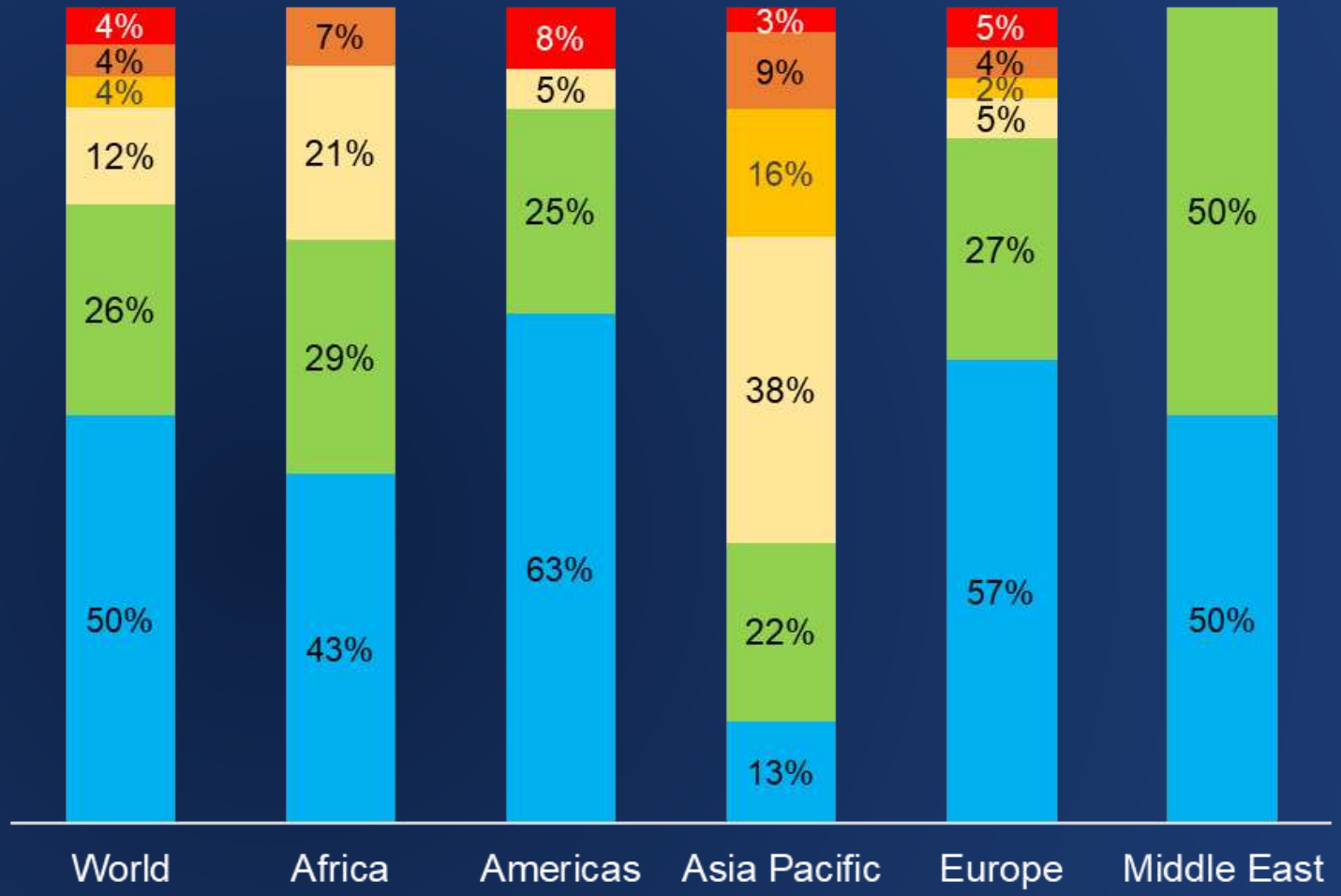
What level of international tourist arrivals do you expect in your destination in 2023, compared to 2019?

- More than 80% below 2019
- 60% - 80% below
- 40% - 60% below
- 20% - 40% below
- 0% - 20% below
- Same or more than in 2019

Source: UNWTO Panel of Experts Survey (Sept. 2023)

Percentage of responses by world region



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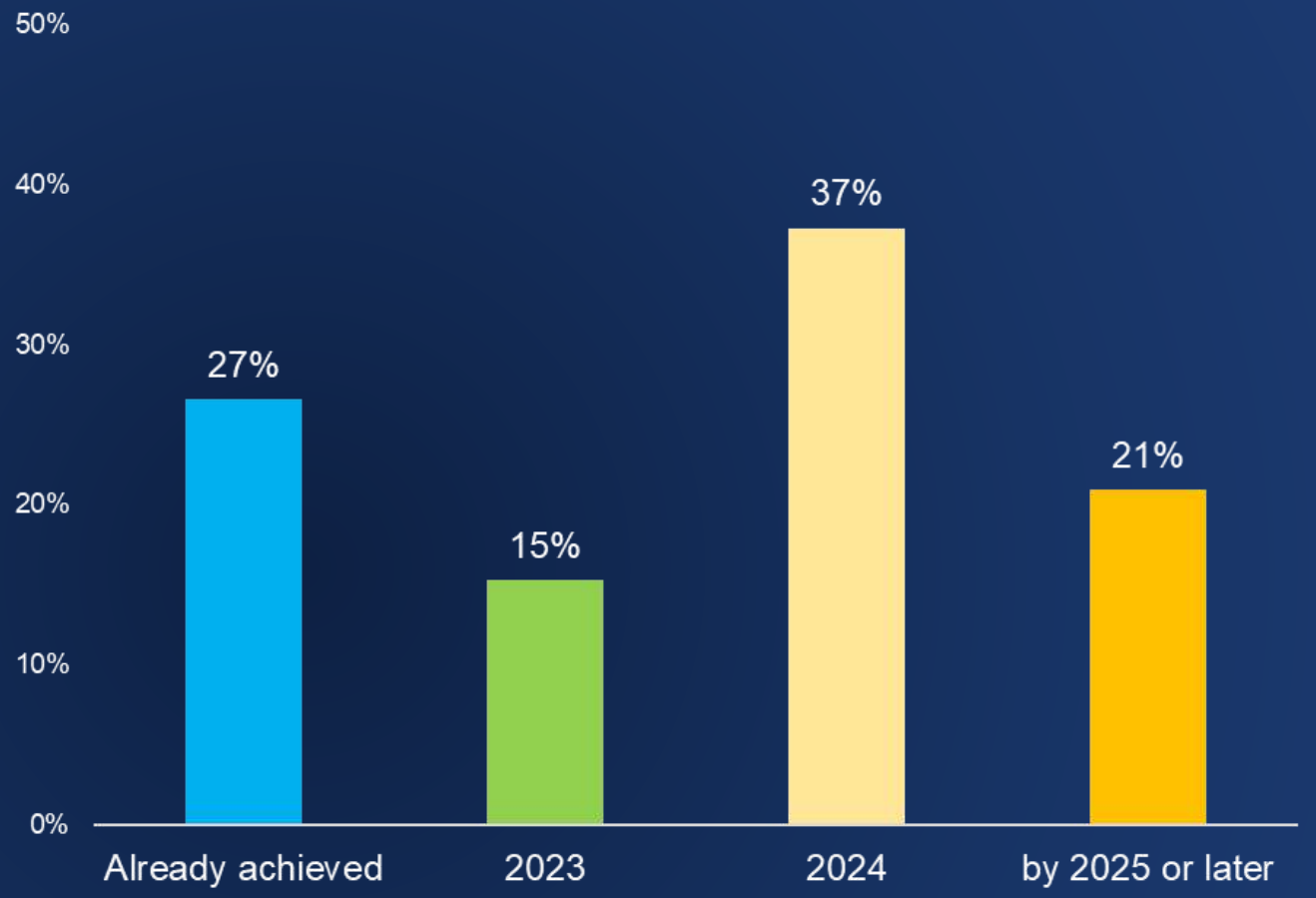
UNWTO Panel of Experts Survey

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

Source: UNWTO Panel of Experts Survey (Sept. 2023)

Percentage of responses: Global



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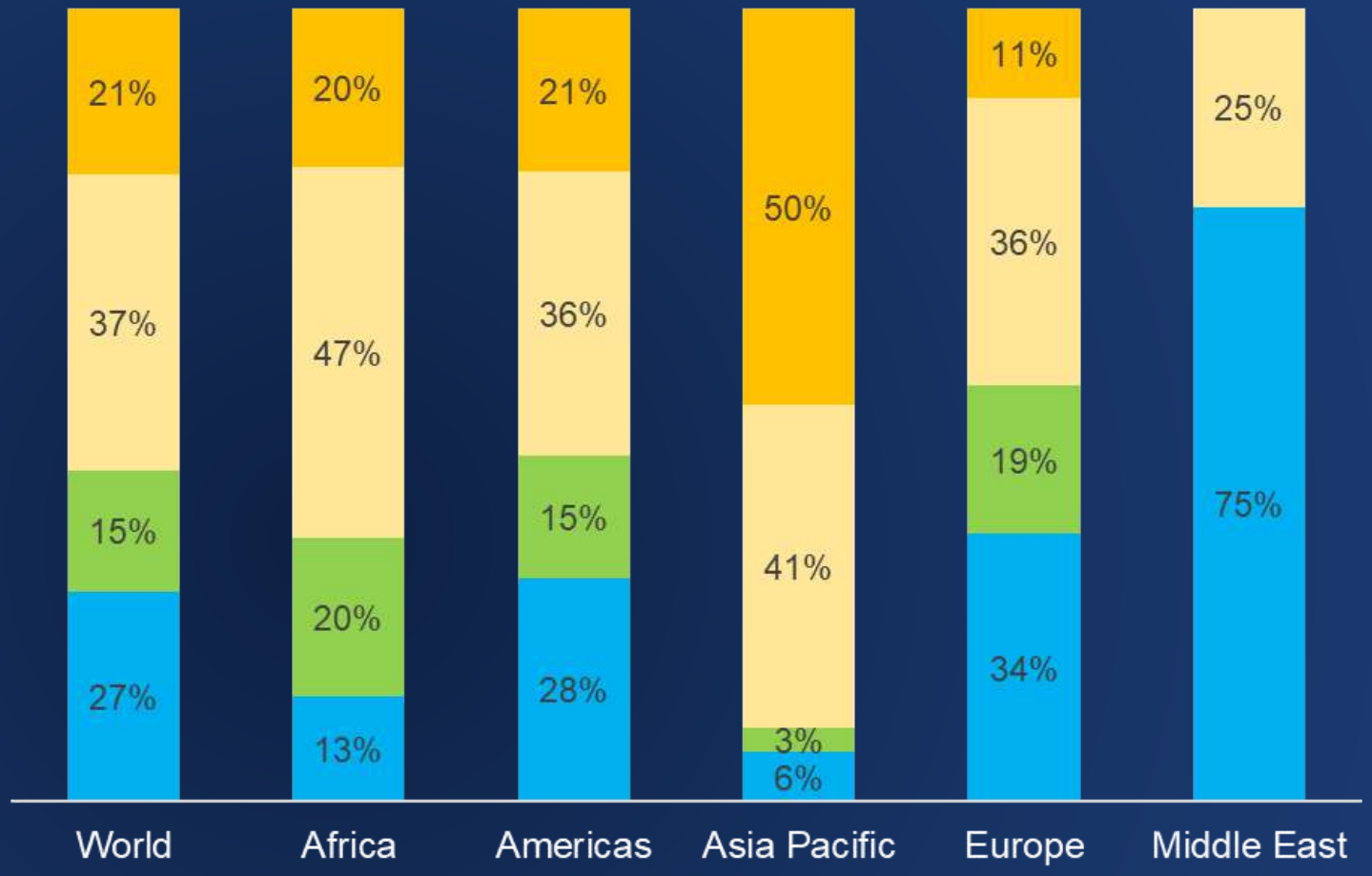
UNWTO Panel of Experts Survey

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 (Sept. 2023)

Percentage of responses by world region



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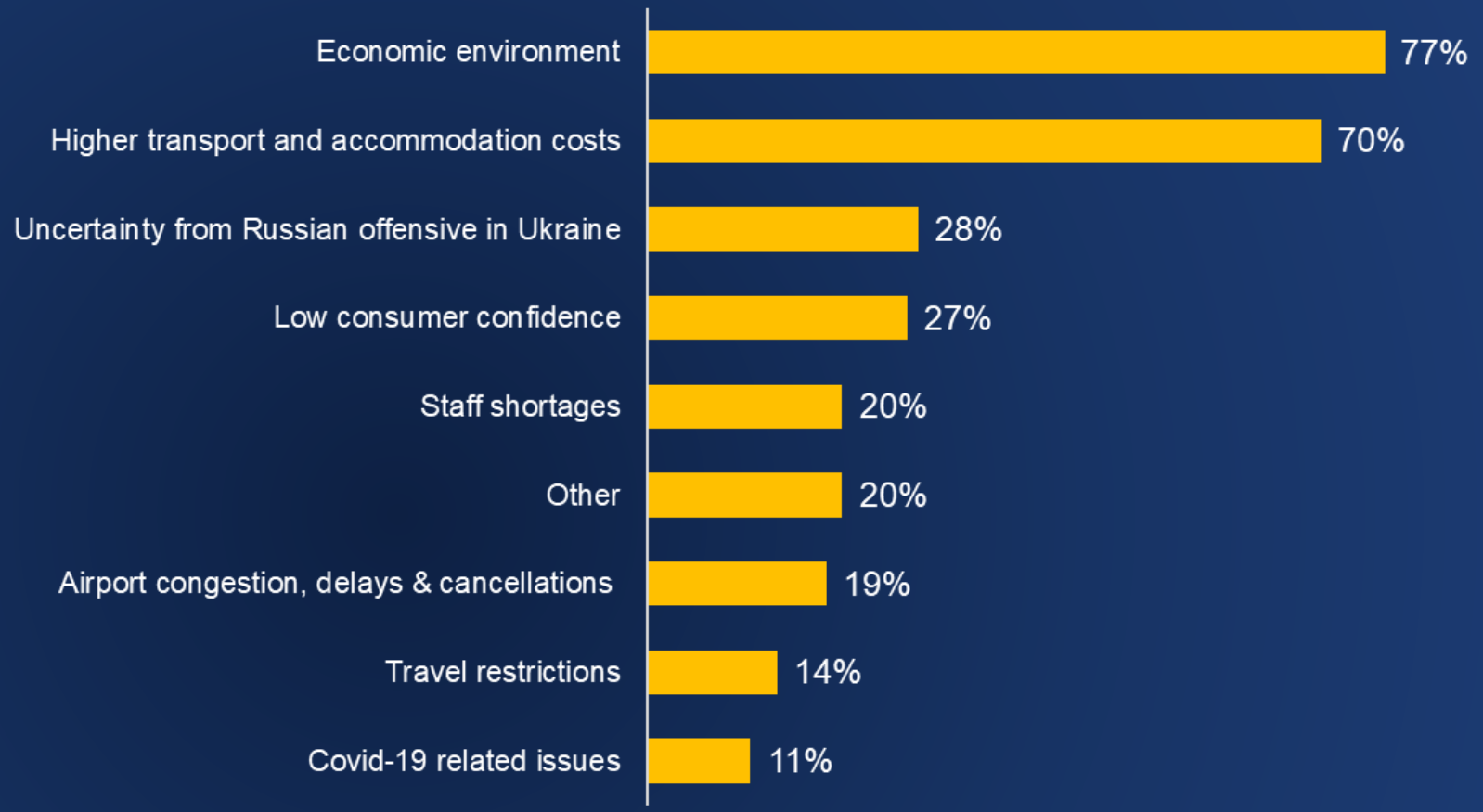
What are the main factors weighing on the recovery of international tourism?

Source: UNWTO Panel of Experts Survey (Sept. 2023)

Percentage of experts mentioning each factor



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UNWTO Confidence Index

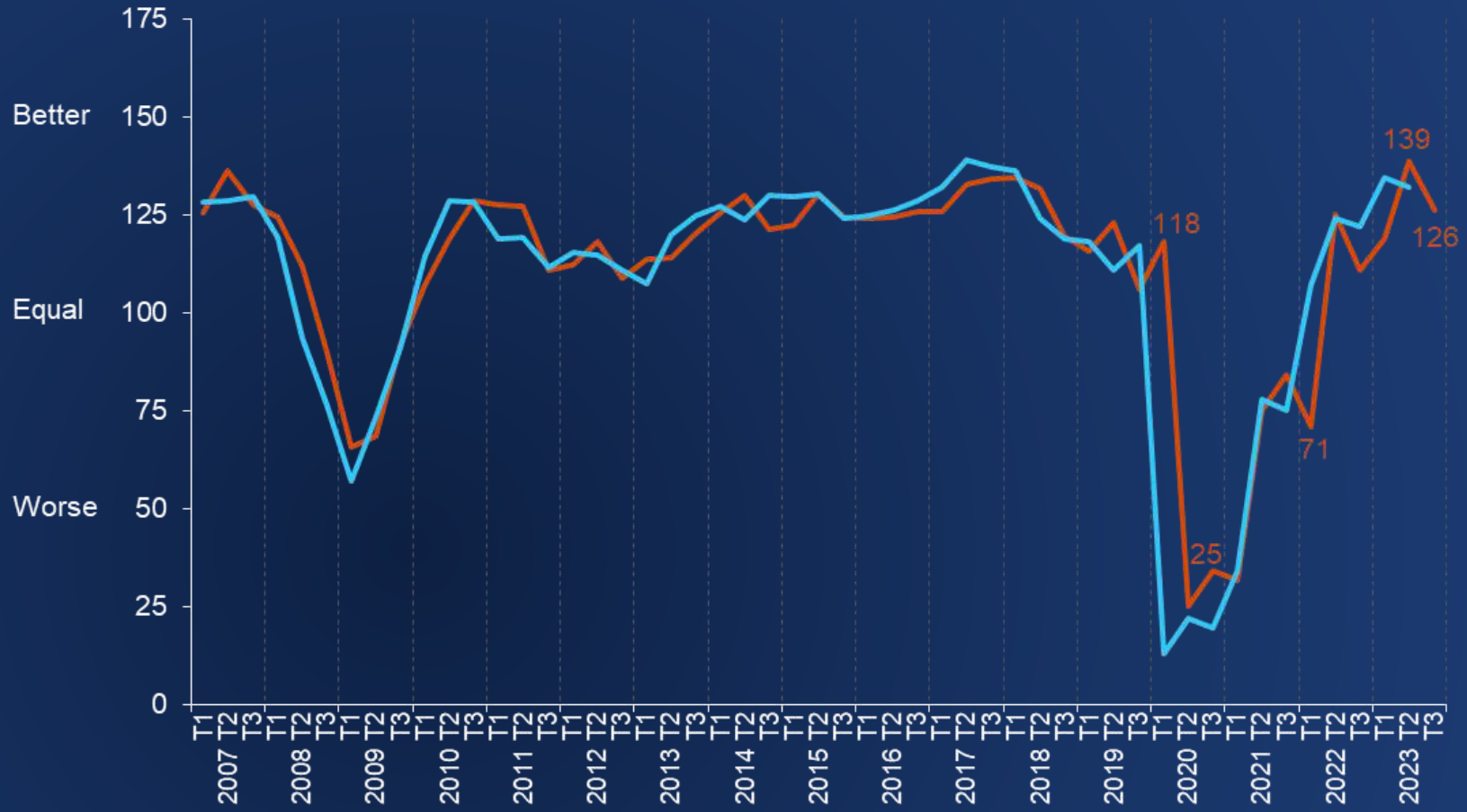
Evaluation of past 4 months

Prospects for next 4 months

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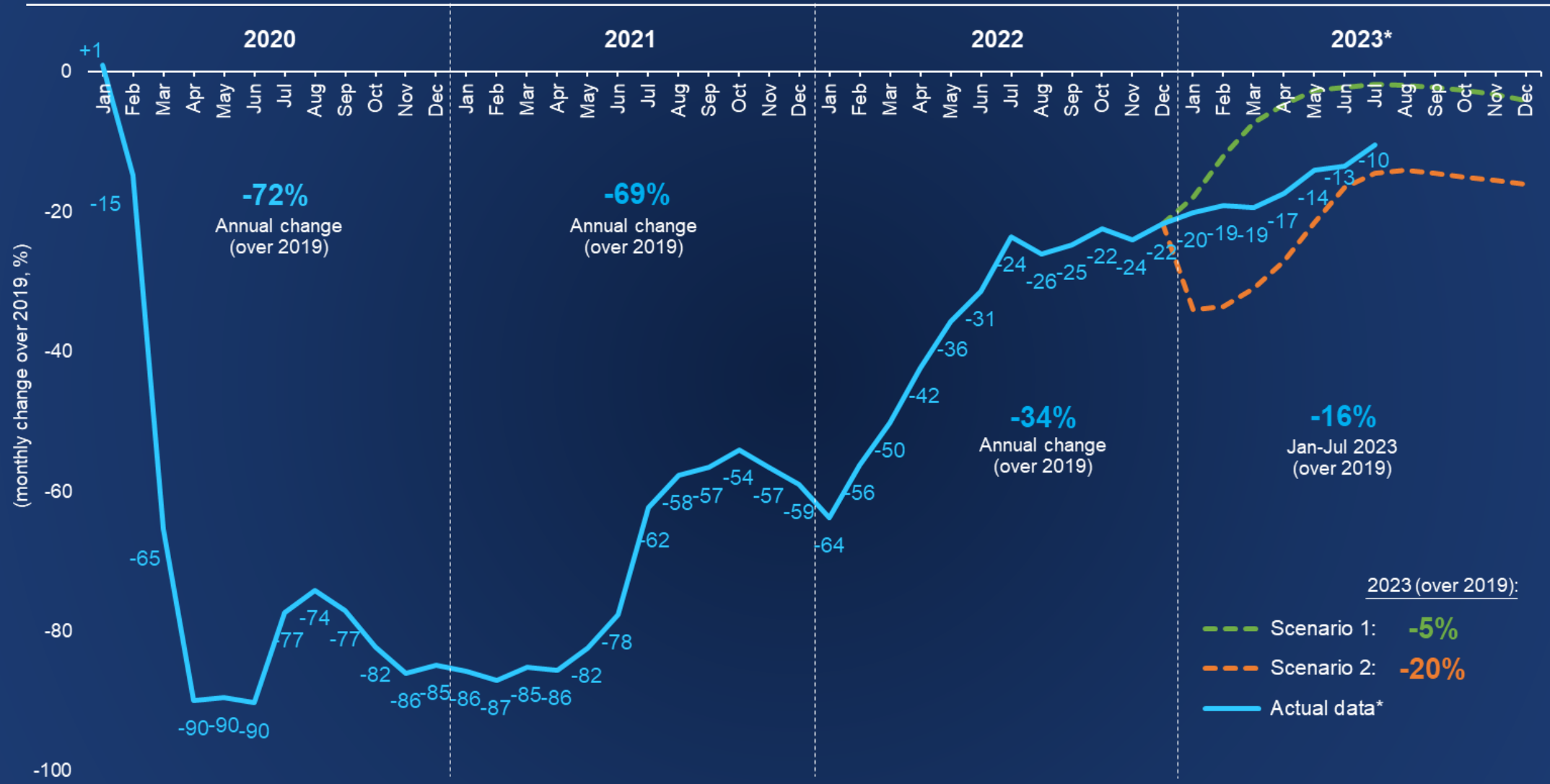
International tourist arrivals, 2020-2022 and Scenarios for 2023 (monthly % change over 2019)



Source: UNWTO (Sept. 2023). Scenarios first published in the January 2023 World Tourism Barometer.
* Actual data for 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 national and international 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