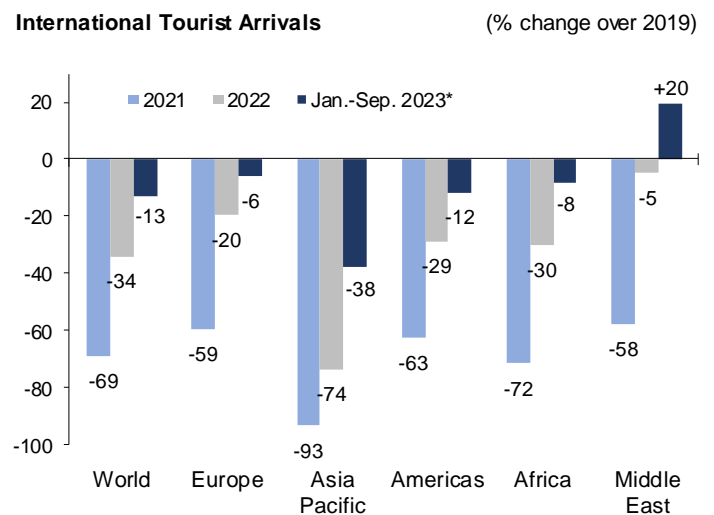


International tourism to end 2023 close to 90% of pre-pandemic levels

- International tourism recovered 87% of pre-pandemic levels in the period January-September 2023 (-13% versus 2019) backed by continued pent-up demand in the third quarter of 2023.
- An estimated 975 million tourists travelled internationally between January and September 2023, an increase of 38% over the same months of 2022, though 13% fewer than in 2019.
- International tourism receipts could reach USD 1.4 trillion in 2023, about 93% of the USD 1.5 trillion earned by destinations in 2019.
- These results reflect the strong recovery of demand in 2023.
- By regions, the Middle East continued to lead the recovery by regions in relative terms, with arrivals 20% above pre-pandemic levels in the first nine months of 2023. Europe, the world's largest destination region, reached 94% of pre-pandemic levels, supported by robust intra-regional demand.
- Africa recovered 92% of pre-crisis visitors this nine-month period and the Americas 88%. In Asia and the Pacific arrivals climbed to 62% of pre-pandemic levels.
- By subregions, North Africa (+5%), Central America (+4%) and Southern Mediterranean Europe (+1%) continued to exceed pre-pandemic levels in January-September 2023.
- International arrivals are expected to reach 1.3 billion overall in 2023, up 33% over 2022 and almost 90% of pre-pandemic levels, in line with UNWTO scenarios published in January.
- Against this backdrop, international tourism is well on track to fully recover pre-pandemic levels in 2024 despite economic challenges and uncertainty derived from certain geopolitical tensions and conflicts.



Source: UNWTO

* Provisional data



The World Tourism Organization (UNWTO) is the United Nations specialized agency mandated with the promotion of responsible, sustainable and universally accessible tourism.

UNWTO's membership includes 160 countries, 6 Associate Members, two Permanent Observers, and over 500 Affiliate Members representing the private sector, educational institutions, tourism associations and local tourism authorities.

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About the UNWTO World Tourism Barometer

The *UNWTO World Tourism Barometer* is a publication of the World Tourism Organization (UNWTO) that monitors short-term tourism trends on a regular basis to provide global tourism stakeholders with up-to-date analysis on international tourism.

The information is updated several times a year and includes an analysis of the latest data on tourism destinations (inbound tourism) and source markets (outbound tourism). The Barometer also includes three times a year a Confidence Index based on the UNWTO Panel of Tourism Experts survey, which provides an evaluation of recent performance and short-term prospects on international tourism.

The UNWTO Secretariat wishes to express its gratitude to those who have contributed to the production of this *UNWTO World Tourism Barometer*, in particular to institutions that supplied data, and to the members of the UNWTO Panel of Tourism Experts for their valuable feedback and analysis.

This report was prepared by the UNWTO Tourism Market Intelligence and Competitiveness Department, under the supervision of Sandra Carvão, Director of the Department. Authors include (in alphabetical order): Fernando Alonso, Michel Julian and Javier Ruescas. Data was compiled from the [Tourism Market Intelligence Database](#) and the [Tourism Statistics Database](#) based on official country sources.

For more information including copies of previous issues, please visit: www.e-unwto.org/loi/wtobarometereng.

We welcome your comments and suggestions at barom@unwto.org.

Data collection for this issue was closed at the end of November 2023.

The next issue of the UNWTO World Tourism Barometer is scheduled to be published on the occasion of FITUR, the Spanish tourism fair (24-28 January 2024).

Pages 1-5 of this document constitute the Excerpt of the *UNWTO World Tourism Barometer*. The full document is available free of charge for UNWTO Members and subscribers from the UNWTO elibrary at www.e-unwto.org. This release is available in English, while the Statistical Annex is provided in English, French and Spanish.

Inbound tourism

International tourism recovered 87% of pre-pandemic levels in January-September 2023

- International tourism recovered 87% of pre-pandemic levels in January-September 2023 (-13% versus 2019) supported by continued pent-up demand in the third quarter of 2023, the period covering the Northern Hemisphere summer season.
- World destinations welcomed 22% more international tourists (overnight visitors) in the third quarter of 2023 compared to the same period last year.
- After reaching 87% in Q2 2023, international tourist arrivals hit 91% of pre-pandemic levels in the third quarter, reaching 92% in July, the best month so far since the start of pandemic.
- An estimated 975 million tourists travelled internationally between January and September 2023, an increase of 38% over the same months of 2022, though 13% fewer than in 2019.
- Europe welcomed 550 million of those travellers, 56% of the world total.
- In Europe, some of the strongest results this period were reported by Albania (+49% over 2019), Andorra (+33%), Armenia (+26%), Iceland (+15%), Liechtenstein (+15%) and Serbia (+14%) all of which surpassed 2019 levels. Among the most visited destinations, France and Spain virtually reached 2019 levels, with a recovery of 99%.
- **Africa** recovered 92% of pre-pandemic visitors this nine-month period, with Ethiopia (+26%), Tanzania (+19%) and Morocco (+10%) exceeding by far their respective pre-pandemic levels in January-September 2023.
- Arrivals in the **Americas** reached 88% of 2019 numbers this period, led by El Salvador (+35%), Colombia (+23%), Curaçao (+21%) and the Dominican Republic (+21%) among other strong performers. The region has also benefitted from strong US demand, in particular Caribbean destinations.
- **Asia and the Pacific** reached 62% of pre-pandemic levels this period (up from 52% in Q1 2023 and 62% in Q2 2023) due to slower reopening to international travel. However, performance among subregions is mixed, with South Asia recovering 95% of pre-pandemic levels while North-East Asia only about 50%. Maldives (+9%), Fiji and Mongolia (both +2%) are some Asia Pacific destinations that already recovered 2019 levels.
- According to Trip.com, global search results for inbound travel to China have significantly improved in Q3 2023 by nearly 40% compared to Q2. In terms of Chinese outbound travel, hotel and air ticket reservations made have already recovered 80% of pre-pandemic levels in Q3. This shows signs of gradual recovery of cross-border traffic further to China's reopening of borders early this year.
- On 24 November, China announced a unilateral 15-day visa-free entry policy for holders of ordinary passports from France, Germany, Italy, the Netherlands, Spain, and Malaysia, during the period from 1 December 2023 to 30 November 2024.

The Middle East, Europe and Africa lead the recovery through September 2023

- The **Middle East** continues to lead the recovery by regions in relative terms, with arrivals 20% above pre-pandemic levels in the nine months through September 2023. The Middle East remains the only world region to surpass 2019 levels this period, with several destinations enjoying extraordinary results, among which Qatar (+91%) and Saudi Arabia (+50%). Visa facilitation measures, the development of new destinations, investments in new tourism-related projects and the hosting of large events, are some of the factors underpinning this remarkable performance.
- **Europe**, the world's largest destination region, reached 94% of pre-pandemic levels in January-September 2023, supported by robust intra-regional demand as well as strong demand from the United States. According to the US National Travel and Tourism Office (NTTO), US travel to Europe grew 33% through August (compared to 2022) accounting for 21% of total US overseas travel.

International Tourist Arrivals by (Sub)region

											Monthly/ quarterly data series							
					Share	Change (%)					Change (%)*							
	(millions)				(%)	vs. previous year ²			vs. 2019		2023 versus 2022 ²				2023 versus 2019			
	2019	2020	2021	2022*	2022*	20/19	21/20	22/21*	21/19	22/19*	YTD	Q1	Q2	Q3	YTD	Q1	Q2	Q3
World	1464	407	458	965	100	-72.2	12.6	110.7	-68.7	-34.0	38.2	85.2	36.9	21.5	-13.1	-19.4	-13.0	-9.1
Advanced economies ¹	776	221	240	534	55.3	-71.5	8.8	122.2	-69.0	-31.2	35.0	78.5	44.0	19.2	-10.0	12.7	10.6	1.6
Emerging economies ¹	688	186	218	432	44.7	-73.0	17.1	98.1	-68.3	-37.2	42.7	83.7	33.0	20.9	-16.9	-18.5	-9.7	-5.5
By UNWTO regions:																		
Europe	742.1	239.7	301.1	595.8	61.7	-67.7	25.6	97.8	-59.4	-19.7	19.1	51.5	19.0	9.5	-5.9	-9.3	-5.6	-4.7
Northern Europe	82.1	23.8	21.9	70.1	7.3	-71.1	-7.8	219.8	-73.3	-14.6	18.2	78.4	16.6	2.2	-1.7	-5.1	-0.6	-0.8
Western Europe	205.1	83.5	87.6	168.9	17.5	-59.3	4.9	92.8	-57.3	-17.6	20.3	55.0	20.9	9.1	-3.0	-9.0	-1.6	-1.0
Central/Eastern Eur.	150.9	44.1	52.9	91.6	9.5	-70.8	20.1	73.2	-64.9	-39.3	24.0	43.5	25.6	14.4	-27.5	-27.1	-28.2	-27.1
Southern/Medit. Eur.	304.0	88.3	138.7	265.1	27.5	-70.9	57.0	91.1	-54.4	-12.8	17.1	45.2	16.6	10.2	0.6	-0.01	0.3	0.7
- of which EU-27	539.2	182.8	222.3	443.2	45.9	-66.1	21.6	99.3	-58.8	-17.8	18.5	51.9	17.5	9.5	-4.2	-8.1	-3.6	-3.0
Asia and the Pacific	360.1	59.1	24.6	95.4	9.9	-83.6	-58.4	287.7	-93.2	-73.5	209.7	458	214	130	-37.6	-48.0	-37.8	-26.5
North-East Asia	170.3	20.3	10.9	19.2	2.0	-88.1	-46.4	76.8	-93.6	-88.7	546.5	493.6	569.8	559.7	-49.5	-65.0	-50.3	-32.3
South-East Asia	138.6	25.5	3.0	41.7	4.3	-81.6	-88.2	↑	-97.8	-69.9	214.6	↑	228.7	85.1	-31.3	-38.7	-28.6	-26.3
Oceania	17.5	3.6	0.8	6.8	0.7	-79.2	-79.1	791.7	-95.6	-61.2	136.8	491.5	112.7	63.1	-27.8	-35.0	-25.1	-22.5
South Asia	33.8	9.8	10.0	27.7	2.9	-71.1	2.1	177.9	-70.5	-17.9	26.5	100.1	15.9	-3.1	-5.3	-9.9	-7.8	2.8
Americas	219.3	69.6	81.9	156.5	16.2	-68.2	17.7	91.0	-62.6	-28.6	31.3	62.1	23.1	18.4	-11.6	-11.6	-12.9	-10.3
North America	146.6	46.5	57.2	102.0	10.6	-68.3	23.1	78.3	-61.0	-30.4	28.8	54.6	23.0	18.8	-14.5	-13.3	-16.1	-14.0
Caribbean	26.1	10.3	14.5	22.8	2.4	-60.6	40.7	57.2	-44.5	-12.8	16.2	35.0	9.0	6.4	-2.6	-7.4	-3.3	4.4
Central America	10.9	3.1	4.7	9.3	1.0	-71.6	51.1	97.6	-57.1	-15.3	28.1	43.1	19.0	23.8	3.9	-2.7	4.2	11.4
South America	35.6	9.8	5.5	22.4	2.3	-72.6	-43.2	305.0	-84.4	-37.0	61.8	142.2	42.9	25.5	-10.6	-12.1	-11.5	-8.0
Africa	69.1	18.7	19.6	48.4	5.0	-72.9	5.0	146.1	-71.5	-30.0	48.1	111.1	48.4	21.0	-8.0	-9.5	-5.4	-8.8
North Africa	25.6	5.6	6.6	19.1	2.0	-78.2	17.9	190.8	-74.4	-25.4	56.1	180.6	62.6	21.0	4.9	9.3	12.8	-2.5
Subsaharan Africa	43.4	13.1	13.1	29.3	3.0	-69.8	-0.4	123.7	-69.9	-32.6	40.7	77.2	36.1	21.1	-18.2	-20.1	-19.0	-15.5
Middle East	73.0	19.8	30.9	69.4	7.2	-72.9	55.9	124.7	-57.7	-4.9	39.6	66.1	41.7	17.9	19.7	27.8	22.0	10.2
Memorandum ³																		
ASEAN	138.5	25.4	3.0	41.7	4.3	-81.6	-88.2	↑	-97.8	-69.9	↑	↑	228.8	85.1	-31.3	-38.7	-28.6	-26.3
G20	1000	300	348	712	73.7	-70.0	16.1	104.2	-65.2	-28.9	113.2	71.0	27.1	15.8	-11.2	-16.5	-11.5	-7.9
GCC	47.7	13.5	18.3	47.7	4.9	-71.7	35.5	160.9	-61.7	0.0	161.4	68.9	45.6	17.8	28.8	41.0	29.5	15.3
LDCs	36.7	10.4	7.9	18.4	1.9	-71.6	-24.5	133.2	-78.6	-50.0	139.8	185.9	93.2	47.8	-28.5	-34.0	-27.2	-23.9
LLDCs	50.6	12.0	12.8	30.3	3.1	-76.3	6.9	136.4	-74.7	-40.1	163.0	146.4	55.7	18.3	-21.2	-22.2	-20.7	-20.9
SIDS	43.7	10.5	13.2	28.6	3.0	-76.0	25.7	116.7	-69.8	-34.5	117.1	91.7	48.7	31.1	-8.0	-13.4	-6.7	-3.5

Source: World Tourism Organization (UNWTO)

(Data as collected by UNWTO, November 2023)

* Provisional data

¹ Classification based on the International Monetary Fund (IMF).² Arrows (↑) indicate percentage change above 1000. (See Methodological Notes)³ ASEAN: Association of Southeast Asian Nations, G20: Group of Twenty, GCC: Gulf Cooperation Council,

LDCs: Least Developed Countries, LLDCs: Landlocked Developing Countries, SIDS: Small Island Developing States. (See Methodological Notes)

See box in page 'Annex-1' for explanation of abbreviations and symbols used.

For regularly updated data, please check the *UNWTO Tourism Recovery Tracker*: <https://www.unwto.org/unwto-tourism-recovery-tracker>

- By subregions, North Africa (+5%), Central America (+4%) and Southern Mediterranean Europe (+1%) continued to exceed pre-pandemic levels in January-September 2023.
- Northern Europe (-2%), the Caribbean, Western Europe (both -3%) and South Asia (-5%) came close to recovering their 2019 levels.

International Tourist Arrivals by (Sub)region

										Monthly/ quarterly data series									
	(millions)				Change (%)					Change (%)*									
					vs. previous year ²			vs. 2019		2023 versus 2019									
	2019	2020	2021	2022*	20/19	21/20	22/21	21/19	22/19*	YTD	Jan.	Feb.	Mar.	Apr.	May	Jun.	Jul.	Aug.	Sep.
World	1464	407	458	965	-72.2	12.6	110.7	-68.7	-34.0	-13.1	-20.5	-18.9	-19.0	-15.9	-12.2	-11.2	-8.2	-10.4	-8.6
Advanced economies ¹	776	221	240	534	-71.5	8.8	122.2	-69.0	-31.2	-10.0	-20.0	-17.7	-17.9	-10.8	-9.1	-9.5	-4.9	-5.7	-6.1
Emerging economies ¹	688	186	218	432	-73.0	17.1	98.1	-68.3	-37.2	-16.9	-20.9	-20.0	-20.2	-21.8	-16.2	-13.6	-12.7	-16.7	-11.9
By UNWTO regions:																			
Europe	742.1	239.7	301.1	595.8	-67.7	25.6	97.8	-59.4	-19.7	-5.9	-7.4	-7.9	-11.9	-6.3	-3.9	-6.5	-2.9	-5.7	-5.9
Northern Europe	82.1	23.8	21.9	70.1	-71.1	-7.8	219.8	-73.3	-14.6	-1.7	-6.2	-4.7	-4.5	-0.5	-0.2	-1.1	-0.8	-0.1	-1.9
Western Europe	205.1	83.5	87.6	168.9	-59.3	4.9	92.8	-57.3	-17.6	-3.0	-4.9	-6.7	-14.4	-5.5	3.7	-2.8	2.1	-1.1	-5.1
Central/Eastern Eur.	150.9	44.1	52.9	91.6	-70.8	20.1	73.2	-64.9	-39.3	-27.5	-27.9	-27.2	-26.3	-27.8	-28.0	-28.8	-27.7	-27.7	-25.9
Southern/Medit. Eur.	304.0	88.3	138.7	265.1	-70.9	57.0	91.1	-54.4	-12.8	0.6	3.8	2.4	-4.7	2.6	1.0	-1.8	2.7	-1.6	1.3
- of which EU-27	539.2	182.8	222.3	443.2	-66.1	21.6	99.3	-58.8	-17.8	-4.2	-6.2	-5.9	-11.4	-3.2	-1.8	-5.4	-0.9	-3.8	-4.5
Asia and the Pacific	360.1	59.1	24.6	95.4	-83.6	-58.4	287.7	-93.2	-73.5	-37.6	-52.1	-48.4	-43.8	-41.7	-37.7	-33.8	-28.1	-26.1	-25.0
North-East Asia	170.3	20.3	10.9	19.2	-88.1	-46.4	76.8	-93.6	-88.7	-49.5	-72.0	-65.3	-58.4	-53.8	-51.3	-45.5	-37.8	-29.5	-28.9
South-East Asia	138.6	25.5	3.0	41.7	-81.6	-88.2	↑	-97.8	-69.9	-31.3	-39.9	-40.8	-35.5	-31.4	-27.3	-27.0	-24.4	-27.2	-27.3
Oceania	17.5	3.6	0.8	6.8	-79.2	-79.1	791.7	-95.6	-61.2	-27.8	-39.5	-36.3	-29.3	-25.7	-26.4	-23.0	-23.0	-25.2	-19.0
South Asia	33.8	9.8	10.0	27.7	-71.1	2.1	177.9	-70.5	-17.9	-5.3	-11.4	-9.6	-8.5	-21.8	-0.7	2.0	7.1	-2.9	4.5
Americas	219.3	69.6	81.9	156.5	-68.2	17.7	91.0	-62.6	-28.6	-11.6	-10.8	-11.0	-12.9	-12.7	-13.1	-13.0	-10.1	-11.8	-8.6
North America	146.6	46.5	57.2	102.0	-68.3	23.1	78.3	-61.0	-30.4	-14.5	-12.0	-13.2	-14.7	-16.4	-15.9	-16.2	-13.5	-15.6	-12.6
Caribbean	26.1	10.3	14.5	22.8	-60.6	40.7	57.2	-44.5	-12.8	-2.6	-5.6	-6.4	-9.8	-4.3	-5.3	0.0	3.2	2.0	10.4
Central America	10.9	3.1	4.7	9.3	-71.6	51.1	97.6	-57.1	-15.3	3.9	-9.8	0.8	1.8	1.2	5.2	6.5	9.3	9.7	16.8
South America	35.6	9.8	5.5	22.4	-72.6	-43.2	305.0	-84.4	-37.0	-10.6	-11.3	-11.3	-13.9	-8.6	-11.8	-14.4	-8.9	-8.4	-6.4
Africa	69.1	18.7	19.6	48.4	-72.9	5.0	146.1	-71.5	-30.0	-8.0	-8.9	-8.1	-11.3	-12.9	2.2	-4.5	-7.4	-13.0	-5.2
North Africa	25.6	5.6	6.6	19.1	-78.2	17.9	190.8	-74.4	-25.4	4.9	11.3	12.8	4.6	-3.3	36.1	10.7	-2.6	-7.9	6.2
Subsaharan Africa	43.4	13.1	13.1	29.3	-69.8	-0.4	123.7	-69.9	-32.6	-18.2	-19.1	-20.1	-21.3	-20.0	-19.0	-18.0	-13.9	-18.4	-13.9
Middle East	73.0	19.8	30.9	69.4	-72.9	55.9	124.7	-57.7	-4.9	19.7	22.0	31.9	29.6	10.9	16.8	41.2	13.4	-4.4	29.0
Memorandum ³																			
ASEAN	138.5	25.4	3.0	41.7	-81.6	-88.2	↑	-97.8	-69.9	-31.3	-39.9	-40.8	-35.5	-31.4	-27.3	-27.0	-24.4	-27.2	-27.3
G20	1,000	300	348	712	-70.0	16.1	104.2	-65.2	-28.9	-11.2	-16.2	-15.6	-17.6	-13.6	-11.5	-9.9	-6.5	-9.5	-7.7
GCC	47.7	13.5	18.3	47.7	-71.7	35.5	160.9	-61.7	0.0	28.8	29.6	47.3	46.9	23.2	7.3	66.0	21.9	-9.0	52.3
LDCs	36.7	10.4	7.9	18.4	-71.6	-24.5	133.2	-78.6	-50.0	-28.5	-33.7	-33.3	-34.8	-29.8	-27.6	-24.1	-22.2	-26.8	-22.6
LLDCs	50.6	12.0	12.8	30.3	-76.3	6.9	136.4	-74.7	-40.1	-21.2	-23.0	-20.8	-22.7	-21.3	-18.0	-22.6	-20.3	-23.7	-18.6
SIDS	43.7	10.5	13.2	28.6	-76.0	25.7	116.7	-69.8	-34.5	-8.0	-14.5	-12.7	-13.1	-8.6	-5.9	-5.4	-3.3	-4.7	-2.2

Source: World Tourism Organization (UNWTO)

(Data as collected by UNWTO, November 2023)

* Provisional data

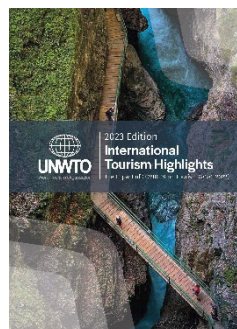
¹ Classification based on the International Monetary Fund (IMF).² Arrows (↑) indicate percentage change above 1000. (See Methodological Notes)³ ASEAN: Association of Southeast Asian Nations, G20: Group of Twenty, GCC: Gulf Cooperation Council,

LDCs: Least Developed Countries, LLDCs: Landlocked Developing Countries, SIDS: Small Island Developing States. (See Methodological Notes)

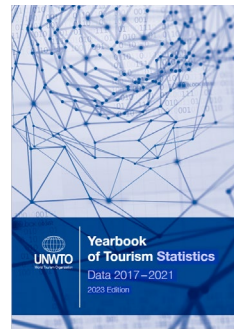
See box in page 'Annex-1' for explanation of abbreviations and symbols used.



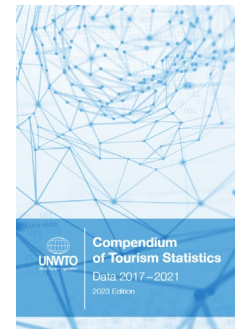
UNWTO World Tourism Barometer



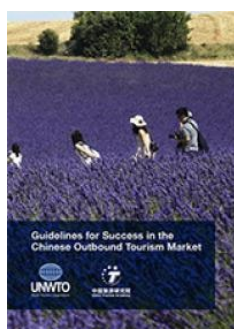
International Tourism Highlights - 2023 Edition
The Impact of COVID-19 on Tourism (2020–2022)



Yearbook of Tourism Statistics (2017-2021)



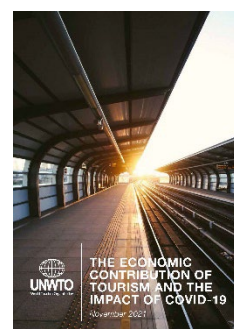
Compendium of Tourism Statistics (2017-2021)



Guidelines for Success in the Chinese Outbound Tourism Market (2019)



Exploring Health Tourism (2018)



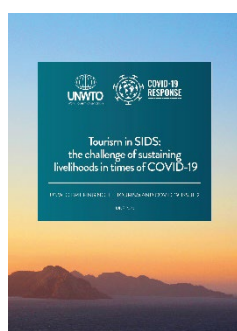
The Economic Contribution of Tourism and the Impact of COVID-19 (2021)



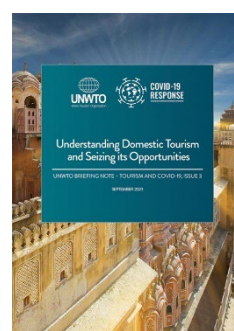
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