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International tourist arrivals hit 96% of pre-pandemic levels in January-July 2024



UN Tourism

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About the *World Tourism Barometer*

The *World Tourism Barometer* is a publication of the World Tourism Organization 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 UN Tourism Panel of Experts survey, which provides an evaluation of recent performance and short-term prospects on international tourism.

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

This report was prepared under the coordination of Zoritsa Urosevic, Executive Director, by the Market Intelligence, Policies 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 mid-September 2024.

The next issue of the *World Tourism Barometer* with more comprehensive results is scheduled to be published in November 2024.

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

Key results

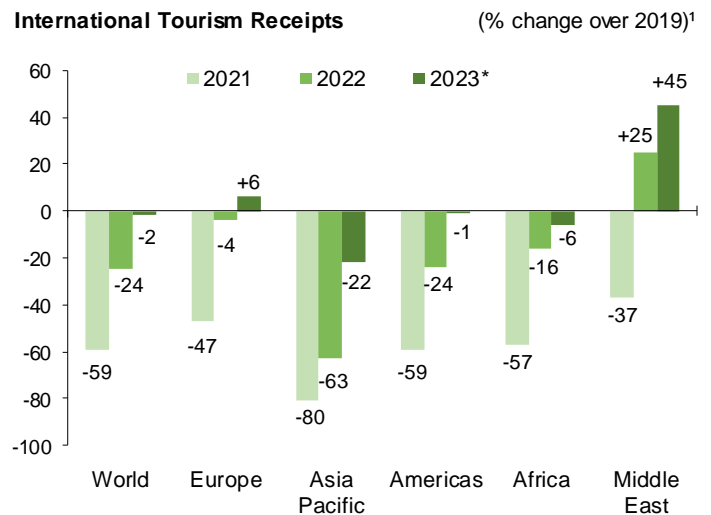
International tourist arrivals hit 96% of pre-pandemic levels in January-July 2024

- An estimated 790 million international tourist arrivals (overnight visitors) were recorded in the first seven months of 2024, about 11% more than in 2023, though 4% less than in 2019. Results were driven by strong demand across most regions, the ongoing recovery of Asia Pacific destinations, increased air connectivity and visa facilitation.
- The Middle East remained the strongest-growing region, with international arrivals climbing 26% above 2019 levels. Africa welcomed 7% more tourists than in the same months of 2019.
- Europe and the Americas recovered 96% and 97% of their pre-pandemic arrival numbers during the first seven months of 2024, while Asia and the Pacific recorded 82% of 2019 levels.
- By subregions, North Africa saw the strongest performance with 21% more international arrivals in the first seven months of 2024 than before the pandemic, followed by Central America (+19%), the Caribbean and Southern and Mediterranean Europe (both +9%).
- Revised data for 2023 shows export revenues from international tourism reaching USD 1.8 trillion (including receipts and passenger transport), virtually the same as before the pandemic (-1% in real terms compared to 2019). Tourism direct GDP also recovered pre-pandemic levels in 2023, reaching an estimated USD 3.4 trillion, equivalent to 3% of global GDP.
- The UN Tourism Confidence Index shows positive expectations for the last part of the year, at 120 points for September-December 2024, though below the prospects for May-August, which stood at 130 (on a scale of 0 to 200, where 100 reflects equal expected performance).
- The UN Panel of Tourism Experts pointed to inflation in travel and tourism, namely high transport and accommodation prices, as the main challenge the tourism sector is currently facing.



Source: UN Tourism

* Provisional data



Source: UN Tourism

* Provisional data

¹Local currencies, constant prices

Inbound tourism

International arrivals: 11% increase in the first seven months of 2024 compared to 2023

- An estimated 790 million tourists travelled internationally in the first seven months of 2024, about 11% more than in the same period of 2023 and only 4% less than in 2019.
 - International arrivals reached 96% of 2019 levels in this period, reflecting an almost complete recovery of pre-pandemic numbers.
 - Results were driven by continued strong demand, in particular in Europe, the re-opening of markets in Asia and the Pacific, increased air connectivity and visa facilitation.
 - Data show a strong start to the year, followed by a more modest second quarter (-5%). A relatively weaker April (-10%) weighed down on Q2 results, as Easter fell in late March and adverse weather conditions affected several Western European countries.
 - A total of 64 out of 120 destinations around the world had recovered 2019 arrival numbers in the first six or seven months of 2024, based on countries reporting monthly or quarterly data.
 - Some of the strongest performers in January-July 2024 were Qatar (+147% versus 2019) where arrivals more than doubled, Albania (+93%), El Salvador (+81%), Saudi Arabia (+73%), the Republic of Moldova (+50% through June) and Tanzania (+49% through June).
 - Results are in line with our projection of full recovery of pre-pandemic arrivals in 2024, despite ongoing economic and geopolitical risks.
- major tourism projects, enhanced air capacity, strong marketing, hosting of events and product diversification have all boosted inbound tourism in these destinations.
- **Europe**, the world's largest destination region, recovered 99% of pre-pandemic arrivals in the first seven months of 2019, with an estimated 410 million international tourists. Results were driven by robust intra-regional demand.
 - Some of the strongest results in Europe were reported by Albania (+93%) where arrivals almost doubled compared to 2019, the Republic of Moldova (+50% through June), Serbia (+34%), Andorra (+32%) and Malta (+31%).
 - Among the larger destinations, Greece recorded 24% more arrivals (through June), Portugal 18%, Denmark 16% and Türkiye 15%. Spain exceeded by 11% its pre-pandemic numbers in the first seven months of 2024. Germany, which recovered 93% of pre-pandemic arrivals through June, saw its overnight stays increase by 4.5% in July 2024 due to the UEFA Euro 2024 soccer championship (according to data reported by the German National Tourist Board).

Africa also exceeded pre-pandemic levels

- **Africa** welcomed 7% more arrivals in January-July 2019. Tanzania (+49%), Cabo Verde (+34%), Morocco (+32%) and Kenya (+10%) all exceeded their 2019 numbers in the first six to seven months of 2024.
- The **Americas** recovered 97% of pre-pandemic arrivals this seven-month period, backed by solid intra-regional demand. Strong travel from the United States benefitted destinations in Central America and the Caribbean in particular.
- El Salvador (+81%), Curaçao (+48%), Colombia (+34% through June), Guatemala (+28%), the Dominican Republic (+27%) and Puerto Rico (+23% through June), were among the strongest performers in the first seven months of 2024.
- International tourism continued to experience a rapid recovery in **Asia and the Pacific** where arrivals

The Middle East continued to see the strongest relative growth in arrivals

- The **Middle East** remained the strongest-growing region in relative terms, with international arrivals climbing 26% above 2019 levels in the first seven months of 2024.
- Several destinations in the region enjoyed extraordinary results through July 2024, among which Qatar (+147%), Saudi Arabia (+73%) and Bahrain (+45% through June). Visa facilitation, investment in

reached 82% of its pre-pandemic tourist numbers (-18% versus 2019) reaching 85% in June and 86% in July.

- All Asian subregions saw strong growth, with South Asia recovering 92% of pre-pandemic levels, South-East Asia 88% and Oceania 83%. While North-East Asia is still lagging somewhat behind with a 75% recovery, the subregion saw 66% more arrivals in the first seven months of 2024 compared to the same period last year.
- Among the best performers in Asia and the Pacific were Maldives (+19%), Mongolia (+13% through June), Fiji (+8%) and Sri Lanka (+7%). Japan saw 7% more international arrivals in the first seven months of 2024, reflecting the continued recovery of inbound tourism and a favourable exchange rate of the Japanese yen compared to the US dollar and other currencies.
- The performance of industry indicators also reflects this recovery. According to the UN Tourism Recovery Tracker, international passenger traffic fully recovered

pre-pandemic levels through June 2024, while international air capacity reached 99% of 2019 levels (IATA). Global occupancy rates in accommodation establishments reached 71% in August 2024, slightly above the level in August 2023 (69%) based on STR data.

North Africa and Central America remained the strongest subregions

- By subregions, North Africa and Central America saw the strongest performance in January-July 2024, with 21% and 19% more international arrivals than before the pandemic respectively. The Caribbean and Southern and Mediterranean Europe also enjoyed robust growth, both recording 9% more arrivals. Western Europe exceeded pre-pandemic levels by 1%, while Northern Europe virtually recovered 2019 numbers.
- Subsaharan Africa and South America recovered 97% and 96% of their pre-pandemic numbers respectively.

Receipts and expenditure show stronger results than arrivals

- Regarding **international tourism receipts**, 47 out of 63 countries with available data had recovered pre-pandemic values in the first six or seven months of 2024, many reporting strong double-digit growth compared to 2019 (in local currencies and current prices).
- Among the best performers through June or July 2024 were Albania (+128%) and Serbia (+126%) where receipts more than doubled (compared to the same period of 2019), followed by Tajikistan (+85%), Pakistan (+76%), Montenegro (+70%), North Macedonia (+60%) and Portugal (+57%).
- Strong results were also reported by Türkiye (+55%) and Colombia (+54%). Worth noting based on first quarter data, are Saudi Arabia (+207%) and El Salvador (+168%) which enjoyed extraordinary growth compared to Q1 2019.
- Robust demand for **outbound travel** was reported by several large source markets through July 2024. Germany and the United States spent 38% and 32% more on outbound travel respectively, while the United Kingdom spent 40% more through March 2024.
- Strong outbound expenditure was also reported by Australia (+34%), Canada (+28%) and Italy (+26%), all through June 2024. Limited data for India shows an impressive 86% increase in spending in Q1 2024 over Q1 2019. China posted 40% growth in Q1 2024 versus Q1 2023, recovering expenditure levels of 2019.
- Revised data for 2023 shows **export revenues from international tourism** reaching USD 1.8 trillion (including receipts and passenger transport), virtually the same as before the pandemic (-1% in real terms compared to 2019).
- **Tourism direct GDP** also recovered pre-pandemic levels in 2023, reaching an estimated USD 3.4 trillion, equivalent to 3% of global GDP. In 2019 tourism directly contributed to 4% of global GDP.

Positive outlook for the remainder of 2024 though challenges remain

- International tourism is expected to completely recover pre-pandemic levels in 2024 backed by strong demand globally, enhanced air connectivity and the continued recovery of China and other major Asian markets.
- The **UN Tourism Confidence Index** shows positive expectations for the last part of the year, at 120 points for September-December 2024, though below the prospects for May-August, which stood at 130 (on a scale of 0 to 200, where 100 reflects equal expected performance).
- Some 47% of the tourism experts participating in the Confidence survey expect better performance for the sector in the last four months of 2024, while 41% project similar results. This reflects a gradual normalization of tourism performance after a strong year 2023.
- However, economic and geopolitical headwinds continue to pose significant challenges to the continued recovery and growth of international tourism.
- Experts pointed to inflation in travel and tourism, namely high transport and accommodation prices, as the main challenge the tourism sector is currently facing, followed by general economic concerns.
- While growth projections for the world economy remain unchanged according to IMF’s July 2024 World Economic Outlook (WEO) (3.2% in 2024 and 3.3% in 2025), inflation in services, high interest rates, growing trade tensions and climate-related events remain important downside risks for near-term outlook.
- Staff shortages and the impact of extreme weather events were also mentioned by the UN Tourism Panel of Experts as ongoing concerns.
- Uncertainty derived from the Russian aggression against Ukraine, the Hamas-Israel conflict and other mounting geopolitical tensions, remain important downside risks for international tourism.



UN Tourism

The UN Tourism Data Dashboard – provides statistics and insights on key indicators for inbound and outbound tourism at the global, regional and national levels. Data covers tourist arrivals, tourism receipts, tourism share of exports and contribution to GDP, source markets, seasonality, domestic tourism and data on accommodation and employment.

19/09/2024

Latest update

Methodological Notes

SELECT AN AREA

Inbound Tourism

Outbound Tourism

Tourism Flows

Seasonality

Accommodation

Tourism GDP & Jobs

Domestic Tourism

Compare indicators



International Tourist Arrivals by (Sub)region

(Percentage changes over 2019)

											Monthly/quarterly data										
	(millions)					Share	Change (%)				Change (%)										
	2019	2020	2021	2022	2023*	(%)	over 2019				2024 over 2019										
							20/19	21/19	22/19	23/19*	YTD	Q1	Q2	Jan.	Feb.	Mar.	Apr.	May	Jun.	Jul.	
World	1465	406	460	975	1305	100	-72.3	-68.6	-33.5	-10.9	-3.9	-3.1	-5.3	-5.5	-0.9	-2.8	-9.8	-2.1	-4.2	-2.1	
Advanced economies ¹	776	221	240	546	717	54.9	-71.5	-69.0	-29.6	-7.6	-1.8	-0.2	14.5	-3.8	1.3	1.4	-7.6	0.7	-4.6	0.3	
Emerging economies ¹	689	186	219	429	588	45.1	-73.1	-68.2	-37.8	-14.7	-6.4	-5.8	-3.8	-7.0	-3.1	-7.3	-12.3	-5.7	-3.7	-5.4	
<i>By UNWTO regions:</i>																					
Europe	742.4	239.4	300.9	609.5	707.4	54.2	-67.7	-59.5	-17.9	-4.7	-0.6	1.5	-2.2	-1.0	2.7	2.4	-6.3	3.8	-4.0	0.2	
Northern Europe	82.1	23.7	21.9	67.1	78.3	6.0	-71.1	-73.3	-18.3	-4.7	-0.4	-1.0	0.1	-6.5	0.6	2.6	-4.8	2.7	1.4	-0.4	
Western Europe	205.2	83.5	87.6	182.8	208.4	16.0	-59.3	-57.3	-10.9	1.6	0.8	7.0	-5.7	4.9	6.4	9.2	-12.8	5.8	-9.2	5.5	
Central/Eastern Eur.	150.9	43.8	52.6	94.1	112.3	8.6	-71.0	-65.2	-37.7	-25.6	-23.7	-22.5	-24.0	-23.6	-22.2	-21.8	-24.8	-22.8	-24.3	-24.7	
Southern/Medit. Eur.	304.2	88.4	138.9	265.5	308.5	23.7	-71.0	-54.4	-12.7	1.4	9.1	12.2	8.9	11.3	16.6	9.6	7.4	14.4	5.4	6.4	
- of which EU-27	539.2	182.8	222.3	454.3	525.6	40.3	-66.1	-58.8	-15.7	-2.5	1.5	5.0	-0.9	2.1	6.2	6.4	-4.6	6.0	-3.8	2.1	
Asia and the Pacific	362.7	58.9	26.6	93.3	237.2	18.2	-83.7	-92.7	-74.3	-34.6	-18.1	-18.9	-18.5	-22.5	-16.2	-18.1	-22.0	-17.9	-15.4	-14.3	
North-East Asia	170.3	20.3	10.9	20.5	94.4	7.2	-88.1	-93.6	-88.0	-44.5	-24.8	-26.7	-25.2	-31.1	-23.9	-25.0	-27.7	-25.2	-22.4	-18.2	
South-East Asia	138.6	25.5	3.3	42.3	99.0	7.6	-81.6	-97.6	-69.5	-28.6	-12.0	-13.6	-11.0	-17.4	-11.6	-11.8	-14.0	-8.2	-10.4	-10.1	
Oceania	17.5	3.6	0.8	6.8	12.9	1.0	-79.4	-95.7	-61.3	-26.3	-16.9	-14.8	-18.2	-19.4	-12.4	-13.1	-21.3	-16.2	-16.8	-20.0	
South Asia	36.3	9.6	11.7	23.8	30.9	2.4	-73.5	-67.8	-34.4	-14.8	-7.6	-4.7	-10.8	-2.6	-1.7	-10.0	-21.1	-14.6	4.9	-8.3	
Americas	219.3	69.7	81.8	157.2	200.1	15.3	-68.2	-62.7	-28.3	-8.8	-3.2	0.1	-5.8	-1.7	1.1	0.9	-8.4	-3.8	-5.2	-4.6	
North America	146.6	46.5	57.2	101.9	126.8	9.7	-68.3	-61.0	-30.5	-13.5	-7.0	-3.7	-9.3	-4.5	-2.8	-3.9	-11.4	-7.2	-9.3	-7.9	
Caribbean	26.1	10.4	14.5	23.6	28.1	2.2	-60.1	-44.4	-9.7	7.9	8.7	9.2	8.5	8.8	11.3	7.7	3.3	8.0	14.5	7.9	
Central America	10.9	3.1	4.7	9.3	11.5	0.9	-71.6	-57.1	-15.3	5.4	18.6	18.2	19.7	6.6	21.2	28.0	12.2	26.1	22.2	17.2	
South America	35.6	9.8	5.3	22.4	33.6	2.6	-72.6	-85.0	-37.1	-5.6	-4.3	-0.1	-10.0	-2.9	-0.4	3.8	-12.4	-6.9	-10.5	-4.8	
Africa	69.0	18.8	19.9	46.9	66.4	5.1	-72.7	-71.2	-32.0	-3.8	7.3	6.5	8.0	6.0	11.3	2.6	-1.5	18.4	8.4	7.6	
North Africa	25.6	5.6	6.6	19.1	26.9	2.1	-78.2	-74.4	-25.4	5.0	21.1	23.3	23.9	24.6	34.1	12.9	9.1	50.5	18.4	14.0	
Subsaharan Africa	43.4	13.3	13.3	27.8	39.5	3.0	-69.5	-69.4	-35.8	-9.0	-3.1	-3.1	-3.9	-3.3	-1.8	-3.9	-9.3	-1.8	-0.3	-0.8	
Middle East	71.6	19.4	30.5	68.0	93.5	7.2	-72.9	-57.4	-5.1	30.5	25.9	32.4	19.6	34.9	41.3	21.9	9.8	4.1	49.0	24.3	
<i>Memorandum³</i>																					
ASEAN	138.6	25.5	3.3	42.3	99.0	7.6	-81.6	-97.6	-69.5	-28.6	-12.0	-13.6	-11.0	-17.4	-11.6	-11.8	-14.0	-8.2	-10.4	-10.0	
G20	1000	300	348	719	899	68.9	-70.0	-65.2	-28.1	-10.1	-2.7	-0.9	-4.7	-3.8	0.9	0.2	-9.0	-1.1	-4.5	-1.2	
GCC	47.7	13.4	18.3	47.8	68.1	5.2	-71.9	-61.7	0.1	42.8	34.8	42.6	25.0	44.9	50.0	33.3	16.3	-4.0	74.7	38.2	
LDCs	34.4	9.8	7.5	16.8	27.6	2.1	-71.4	-78.2	-51.0	-19.8	-14.0	-18.6	-10.3	-17.2	-21.6	-17.0	-15.4	-8.8	-6.5	-9.7	
LLDCs	50.4	12.0	12.7	31.8	43.2	3.3	-76.2	-74.8	-36.9	-14.3	-10.1	-12.2	-8.8	-13.0	-12.2	-11.6	-10.5	-7.4	-8.5	-8.6	
SIDS	40.1	9.6	11.3	25.7	36.5	2.8	-76.1	-71.8	-35.8	-9.0	-1.6	0.3	-4.7	-2.83	2.57	1.24	-6.3	-3.7	-3.9	1.2	

Source: World Tourism Organization (UN Tourism)

(Data as collected by UN Tourism, September 2024)

* 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 'A-3' for explanation of abbreviations and symbols used.

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



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