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# World Tourism Barometer (PPT version)

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Volume 21 · Issue 4 · November 2023

UNWTO Tourism Market Intelligence and Competitiveness Department

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## Key findings (1)

World Tourism Barometer  
November 2023

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### January-September 2023

- International tourism recovered 87% of pre-pandemic levels in January-September 2023 (-13% versus same months of 2019).
- 975 million tourists travelled internationally in the first nine months of 2023, +38% over the same months of 2022.
- The Middle East saw the best results, with arrivals 20% above pre-pandemic levels. Europe recovered 94% of pre-pandemic visitors, Africa 92%, the Americas 88% and Asia and the Pacific 62%.
- The strongest sub-regions this period were North Africa, with arrivals 5% above 2019 levels, Central America (+4%) and Southern Mediterranean Europe (+1%).

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## Key findings (2)

World Tourism Barometer  
November 2023

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### Projections for 2023

- The pace of recovery could moderate in Q4 2023 due to persisting economic and geopolitical challenges, as the September UNWTO Confidence Index showed.
- International tourist arrivals are expected to reach 1.3 billion in 2023, about 88% of pre-pandemic levels, in line with UNWTO scenarios published in January.
- International tourism receipts could climb to USD 1.4 trillion in 2023, about 93% of the USD 1.5 trillion earned by destinations in 2019.
- Total export revenues from international tourism (including passenger transport) could reach USD 1.6 trillion, almost 95% of the USD 1.7 trillion recorded in 2019.

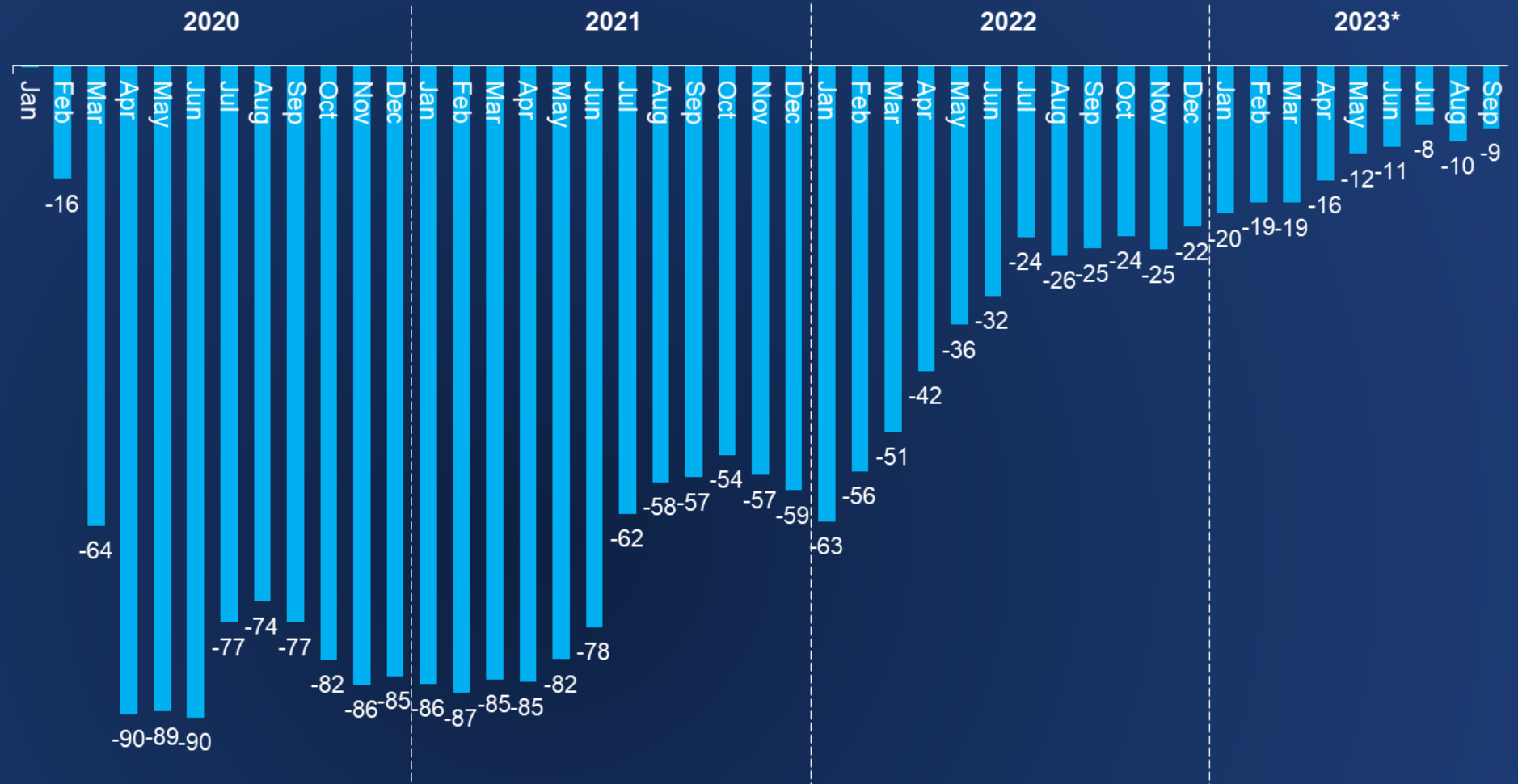
1. Key findings
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3. Best performing destinations, January-September 2023
4. Full-year 2023 Projections

# International tourist arrivals

% change vs. 2019

Source: UNWTO (Nov. 2023)

\* Provisional data

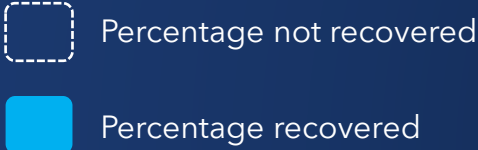


<p><b>-72%</b> 2020 vs. 2019</p>	<p><b>-69%</b> 2021 vs. 2019</p>	<p><b>-34%</b> 2022 vs. 2019</p>	<p><b>-13%</b> Jan-Sept 2023 vs. 2019</p>
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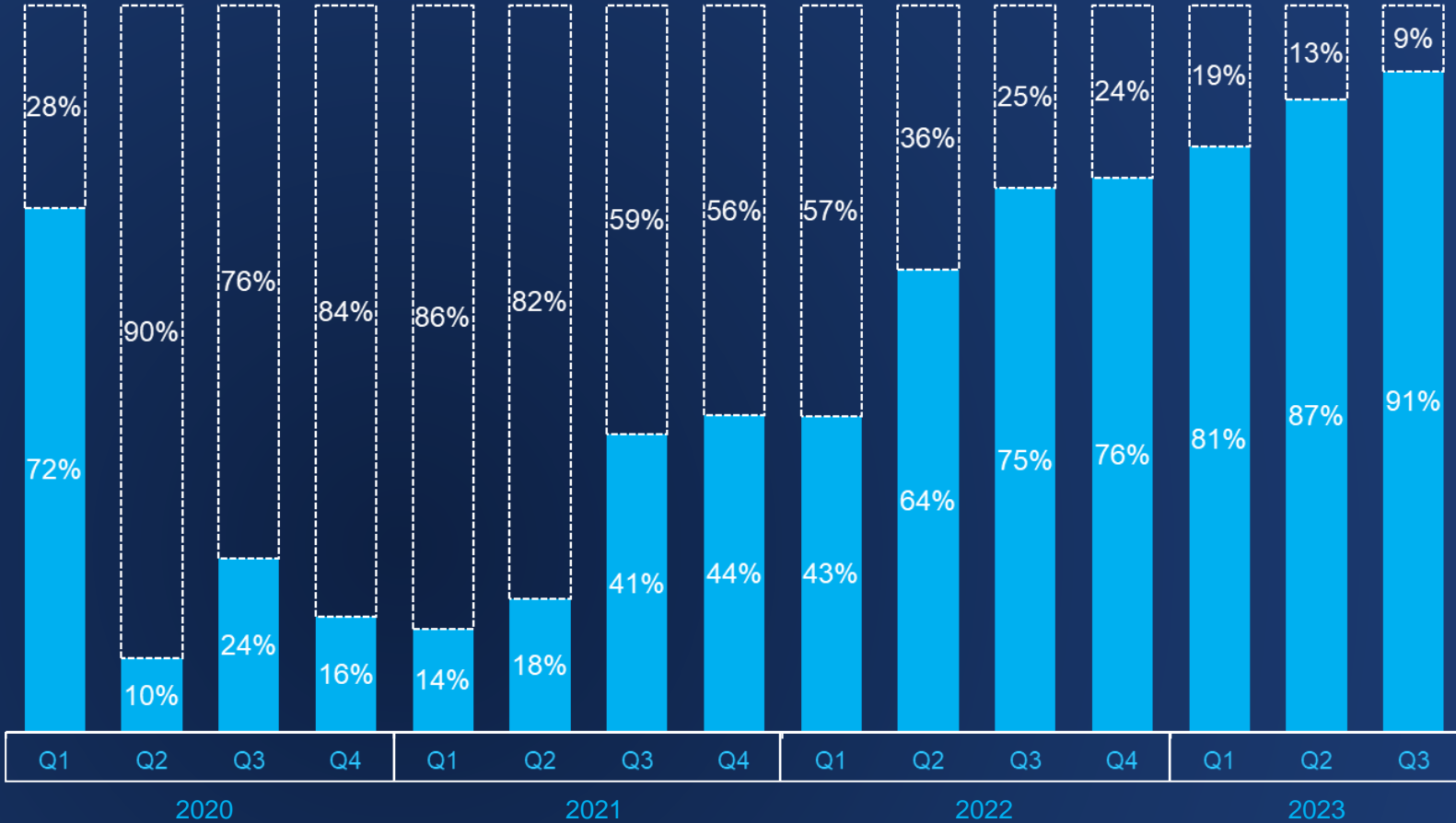


# Recovery of international tourist arrivals

Percentage of 2019 levels (by quarters)



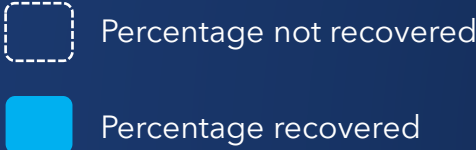
Source: UNWTO (Nov. 2023)  
 \* Provisional data



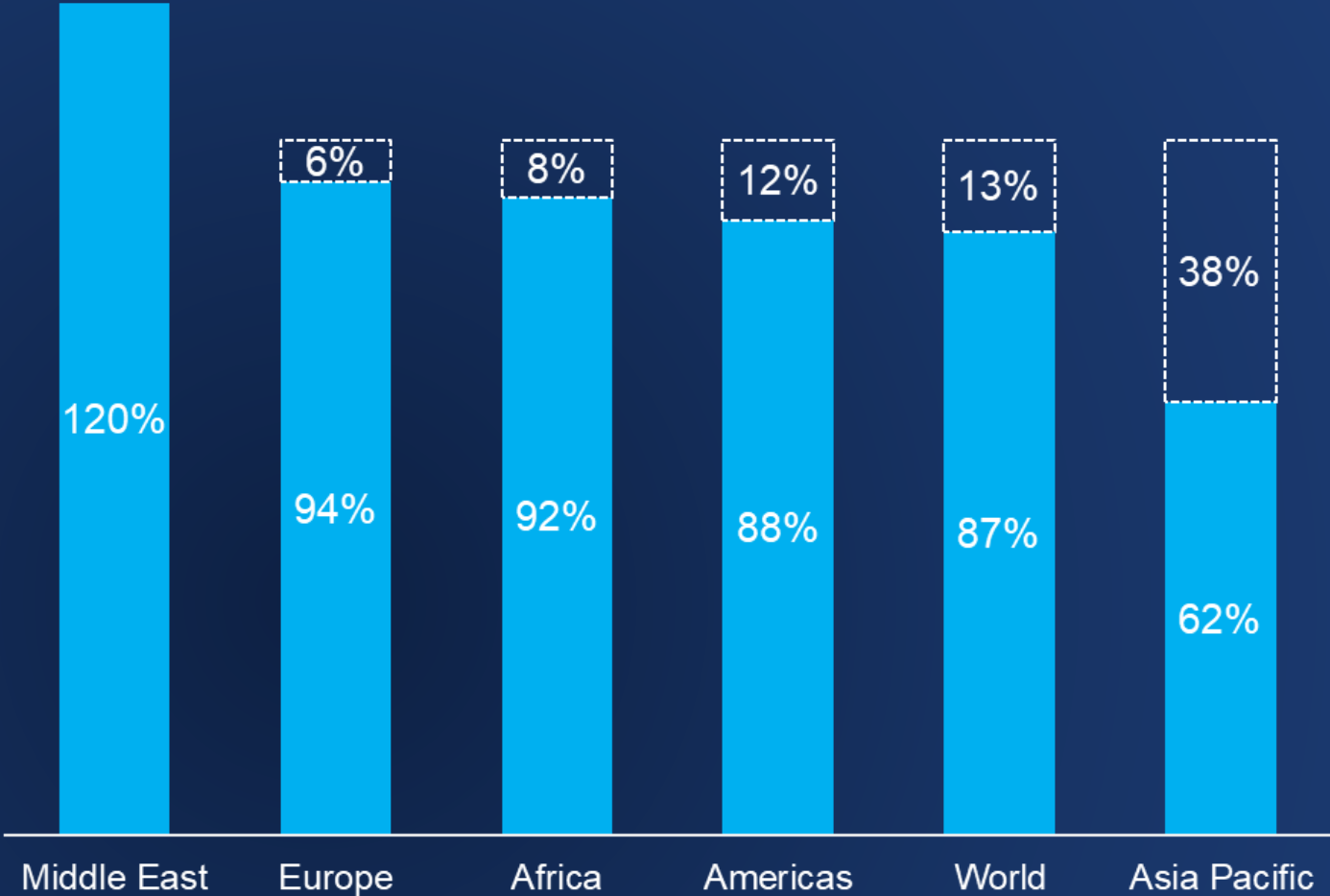


# Recovery of international tourist arrivals

Percentage of 2019 levels recovered in Jan-Sep 2023\*



Source: UNWTO (Nov. 2023)  
\* Provisional data

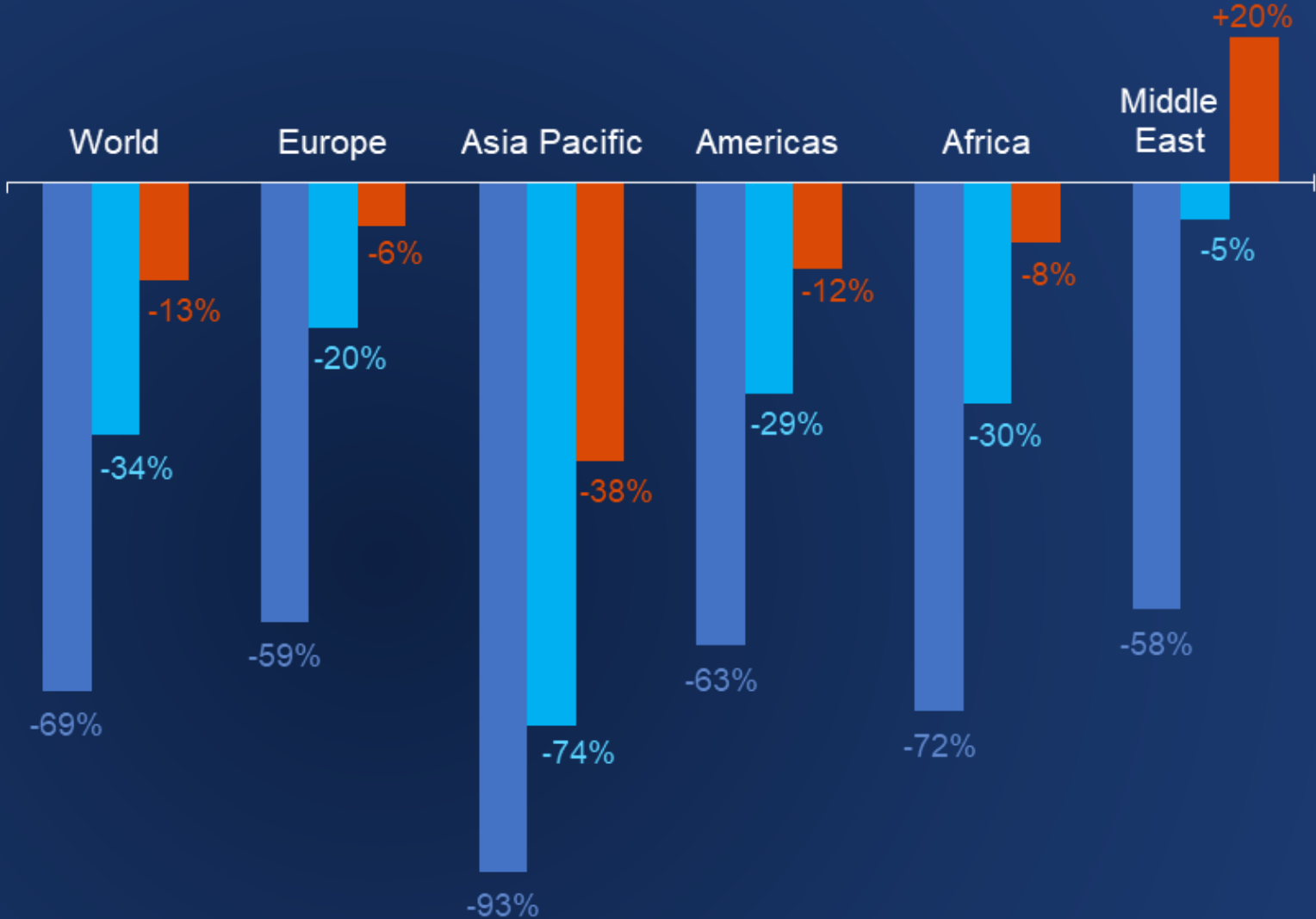


# International tourist arrivals, 2020-2023

% change vs. 2019

- 2021
- 2022
- Jan-Sep 2023\*

Source: UNWTO (Nov. 2023)  
\* Provisional data



# International tourist arrivals by region

% change vs. 2019

## World

2021: -69%

2022: -34%

Jan-Sep 2023: -13%

Source: UNWTO (Nov. 2023)

Jan-Sep '23 data are provisional

## Americas

2021: -63%

2022: -29%

Jan-Sep 2023: -12%

## Europe

2021: -59%

2022: -20%

Jan-Sep 2023: -6%

## Africa

-72%

-30%

-8%

## Middle East

-58%

-5%

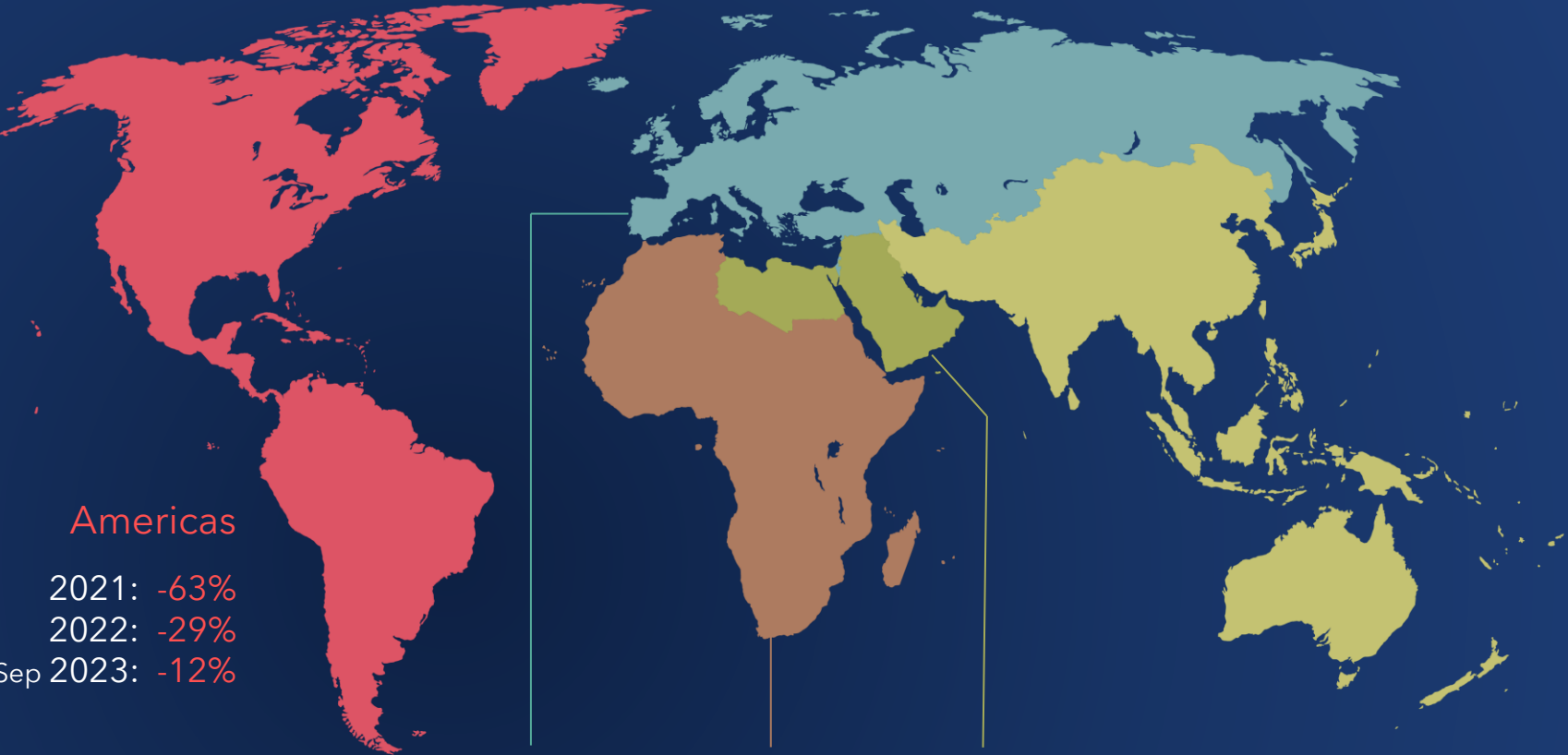
+20%

## Asia Pacific

-93%

-74%

-38%



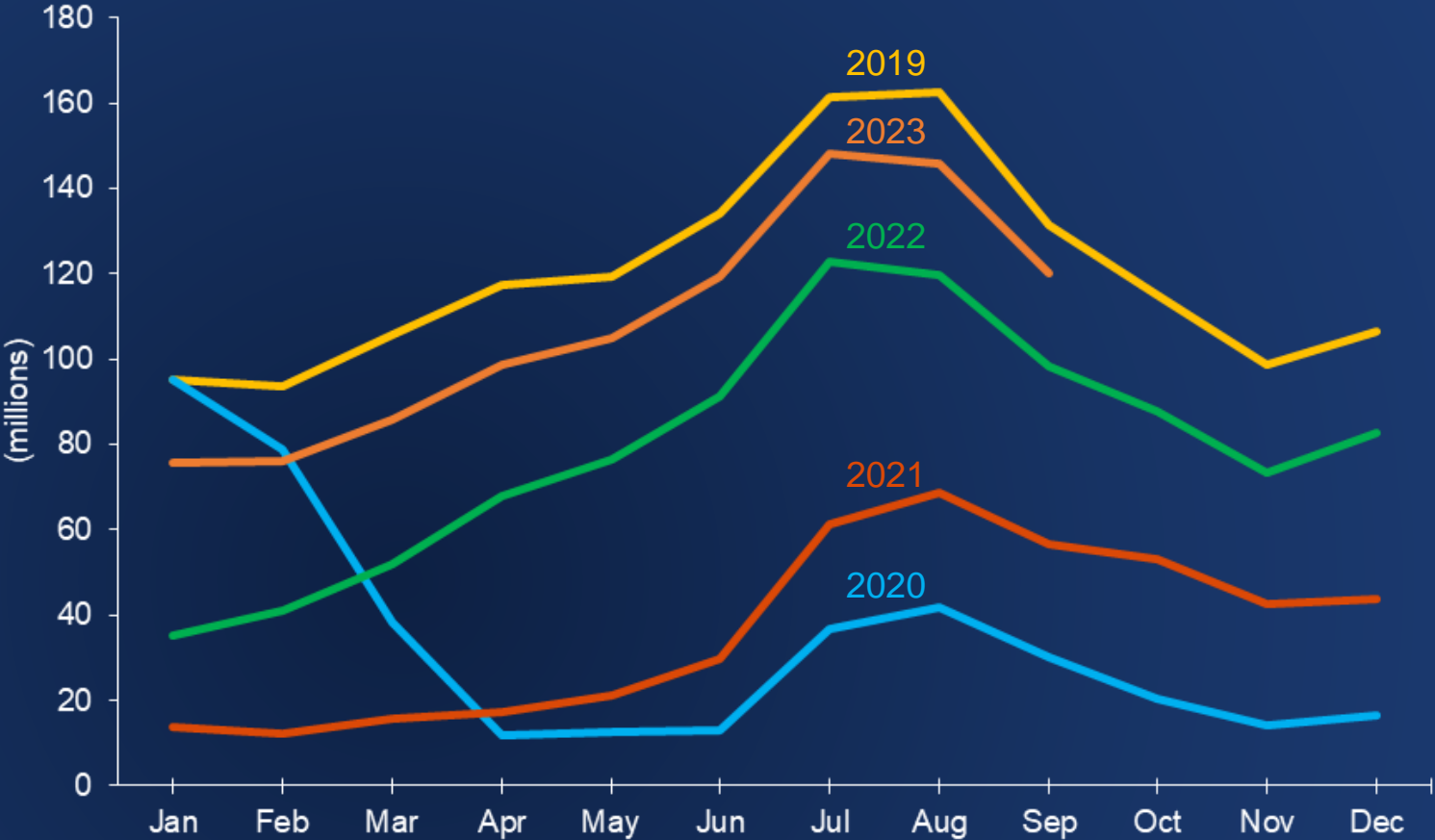
The designations and images in this map do not imply the expression of opinions whatsoever on the part of the Secretariat of the World Tourism Organization (UNWTO) concerning the legal status of any country, territory, or of its authorities, or concerning the delimitation of its frontiers.

# International tourist arrivals (world)

(millions)

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

Source: UNWTO (Nov. 2023)  
\* Provisional data



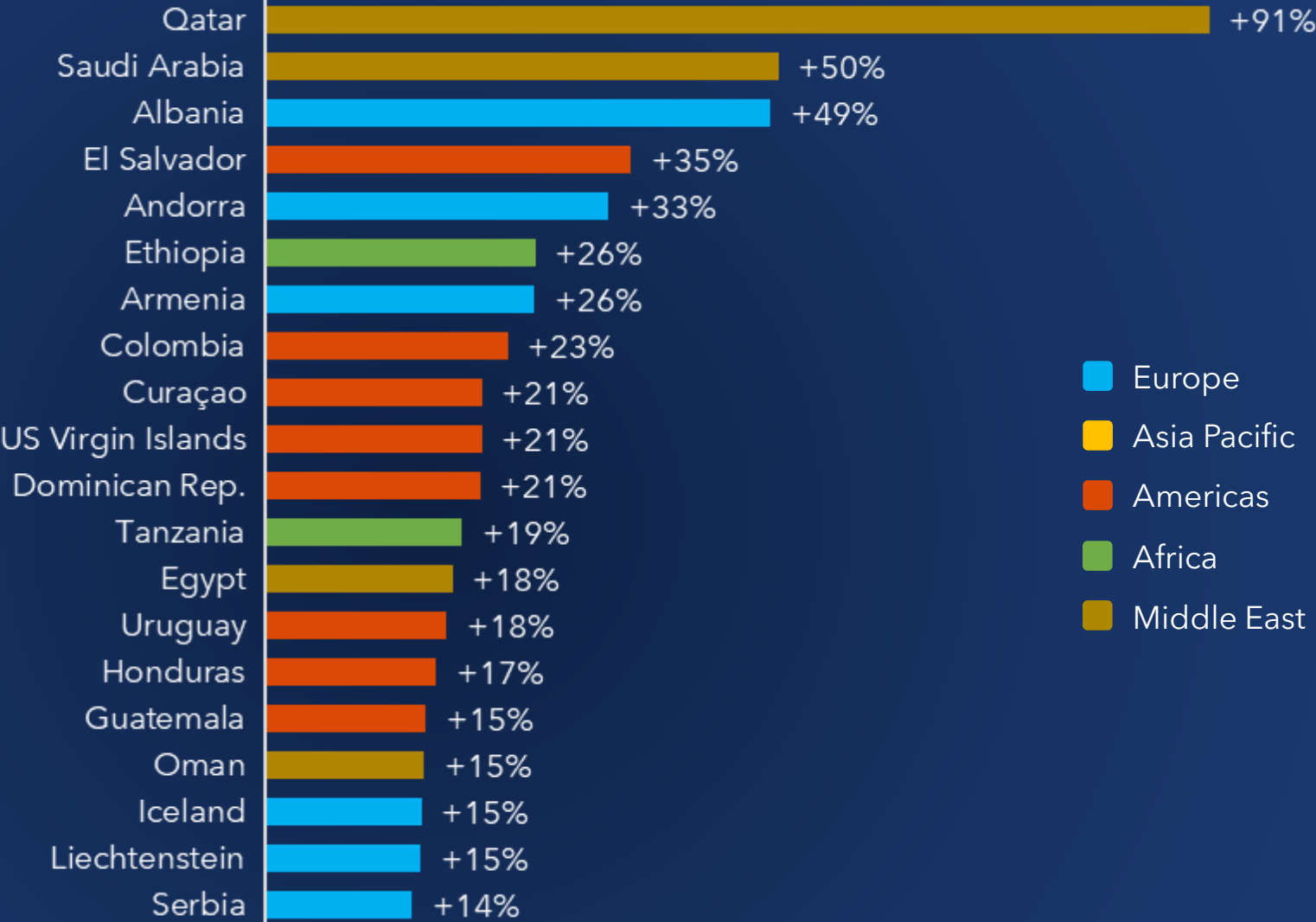


# Best performing destinations in Jan-Sep 2023\*

International tourist arrivals (% change vs. 2019)

Source: UNWTO (Nov. 2023)

\* Based on destinations with available data for the first 8 or 9 months of 2023.



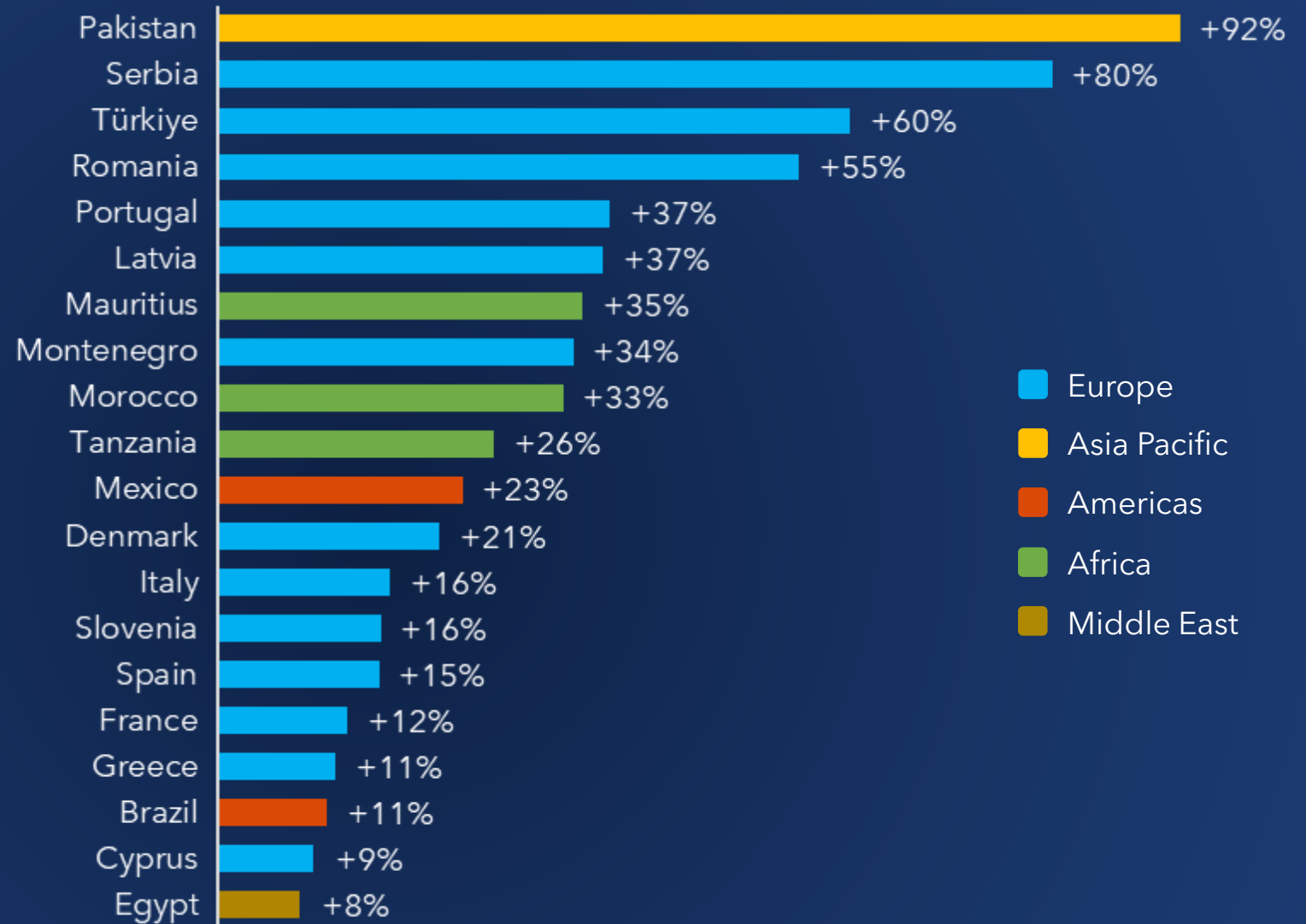
Best performing destinations in terms of receipts: Jan-Sep 2023\*

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

Source: UNWTO (Nov. 2023)

\* Based on destinations with available data for the first 8 or 9 months of 2023.

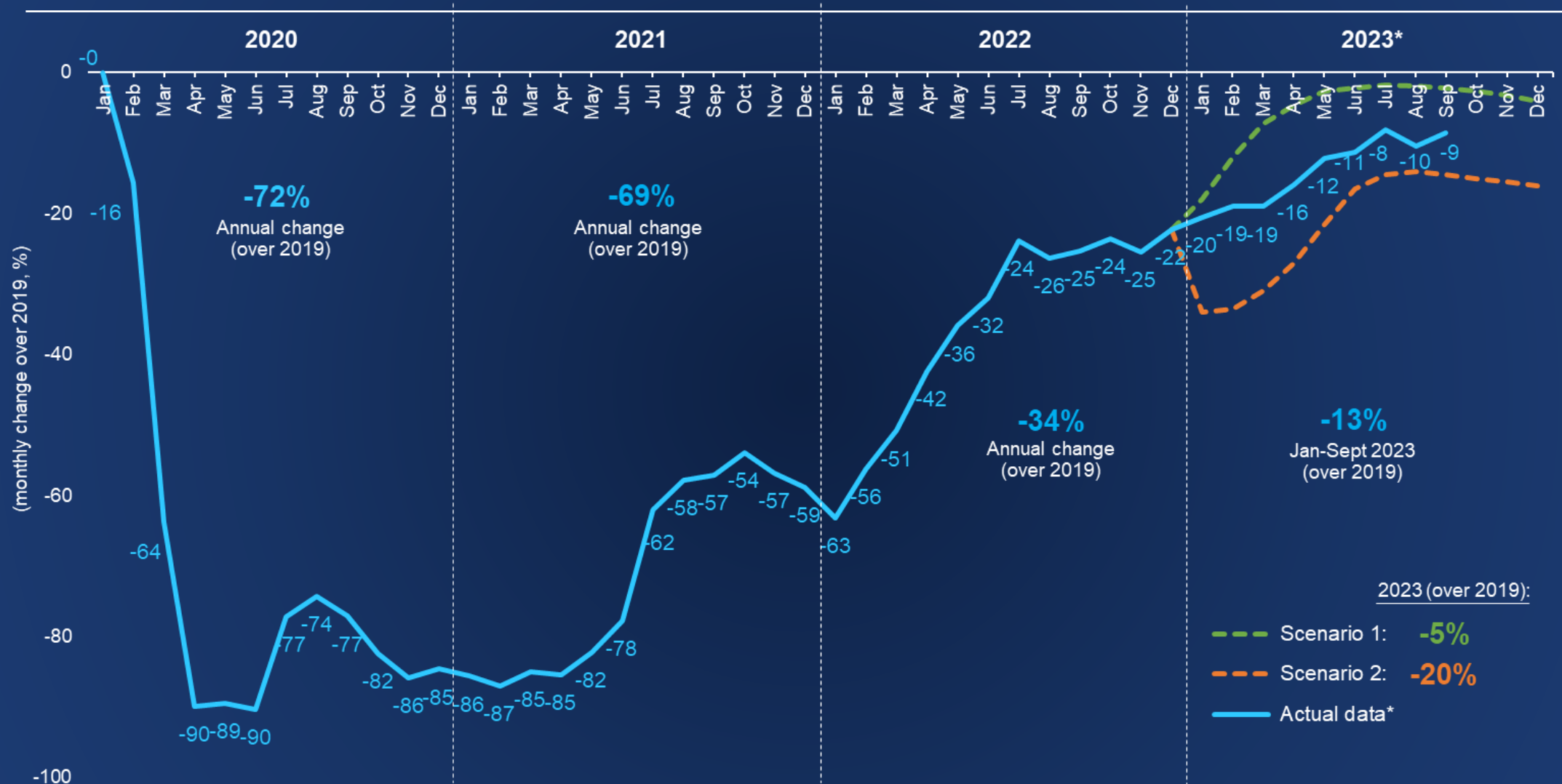
<sup>1</sup> In local currencies if so reported by the destination.







## International tourist arrivals, with Scenarios for 2023 (monthly % change over 2019)



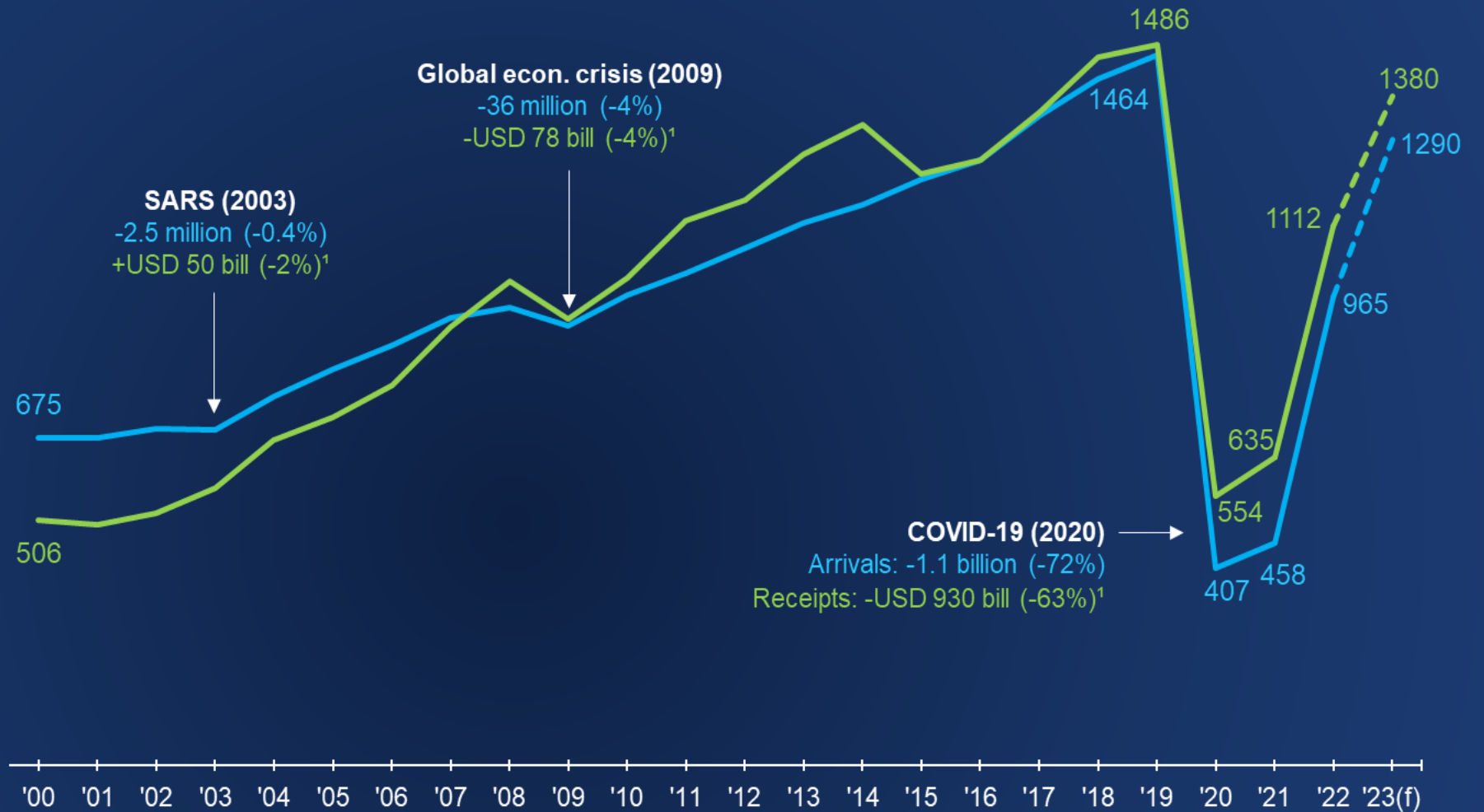
Source: UNWTO (November 2023). Scenarios first published in the January 2023 World Tourism Barometer.

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

# International tourist arrivals and receipts

■ Arrivals (millions)  
■ Receipts (USD billions)

Source: UNWTO (Nov. 2023)  
 (f) Data for 2023 are forecasts  
<sup>1</sup> Change is in local currencies and constant prices



## International tourist arrivals and receipts

(yearly % change)

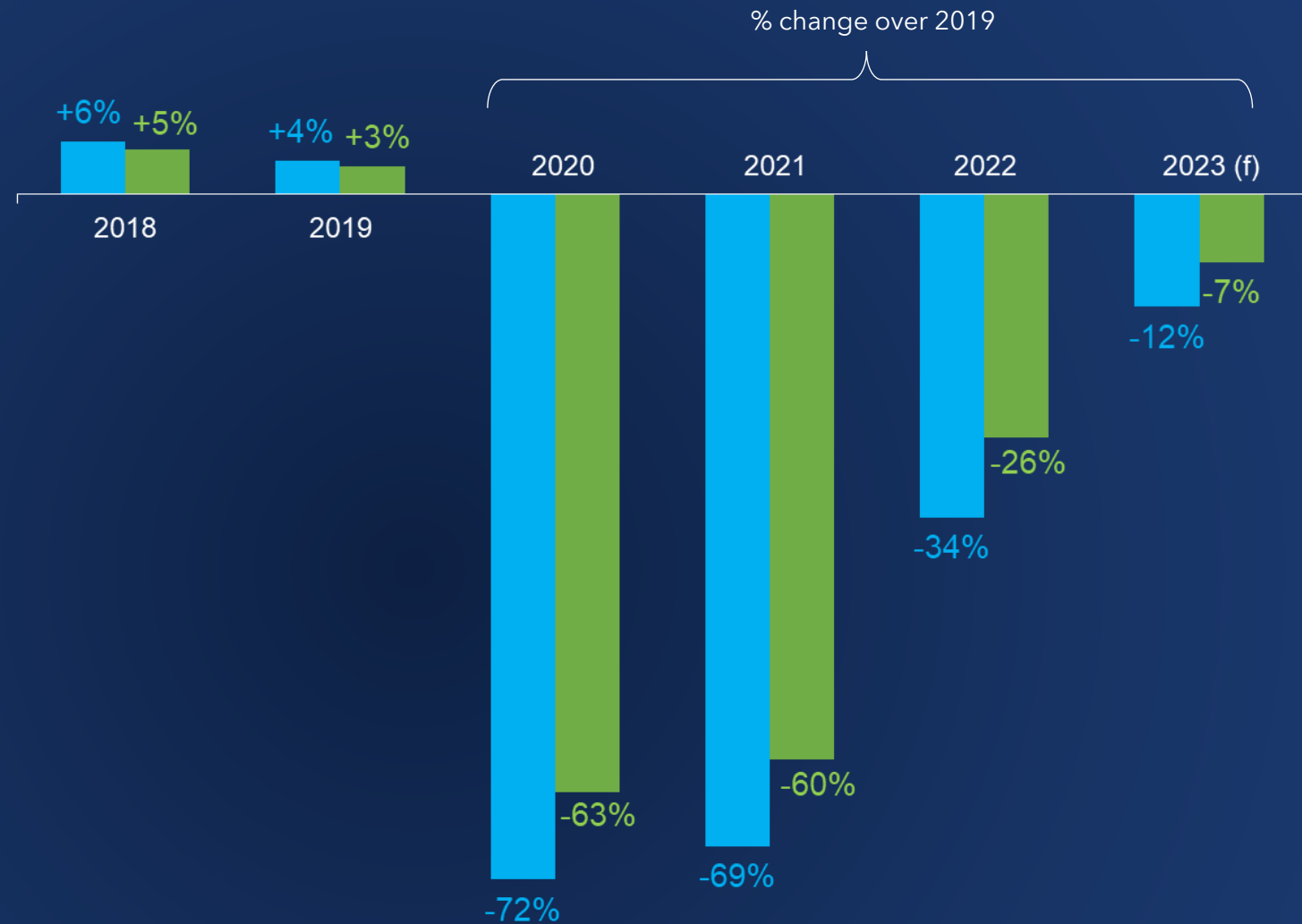


Source: UNWTO (Sept. 2023)

\* Provisional data

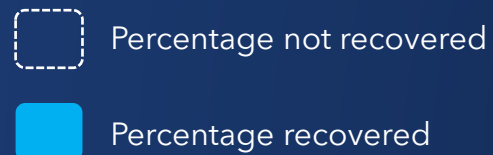
(f) Data for 2023 are forecasts.

¹ Real change (local currencies at constant prices).

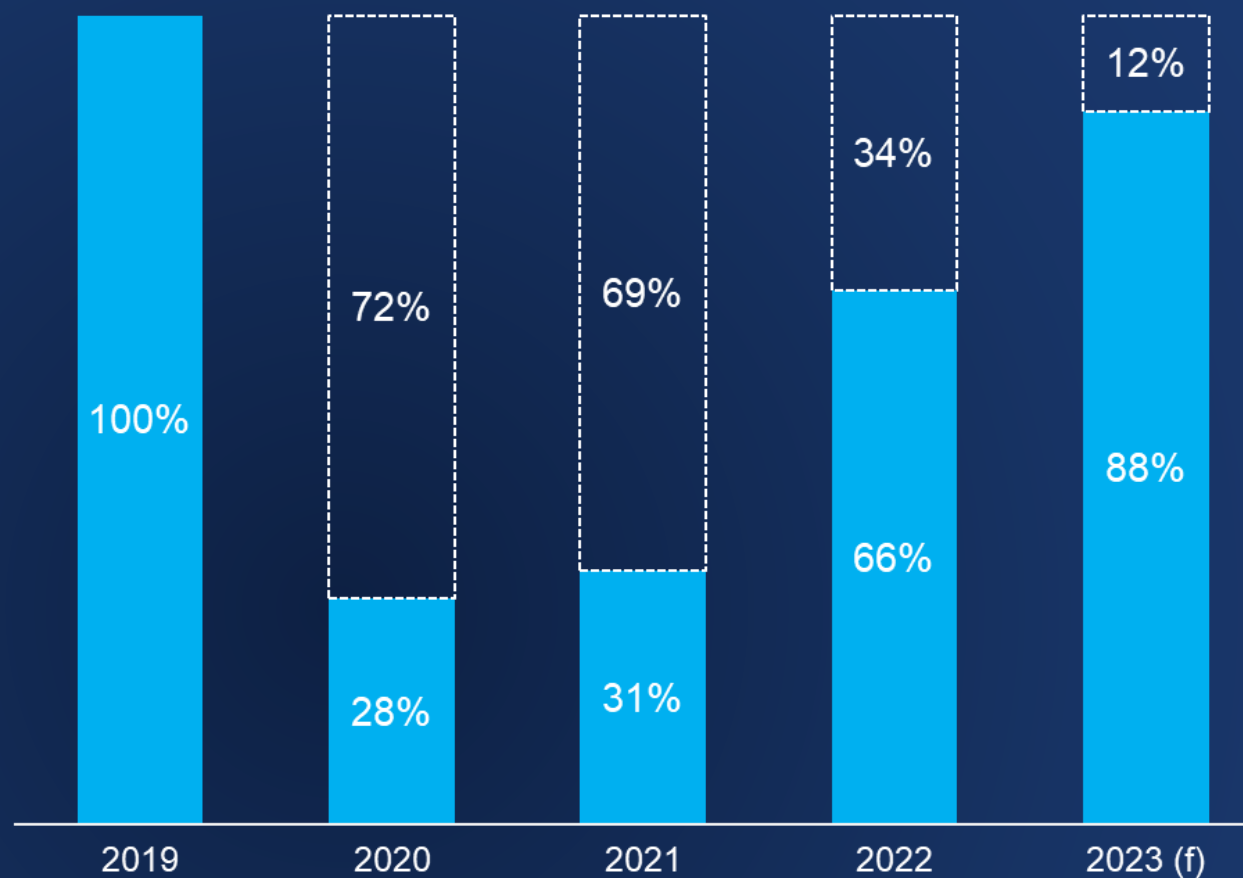


## Recovery of international tourist arrivals

Percentage of 2019 levels

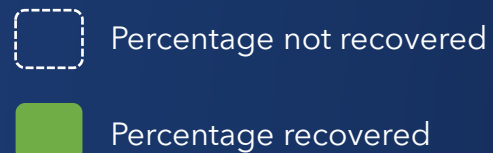


Source: UNWTO (Nov. 2023)  
(f) Data for 2023 are forecasts

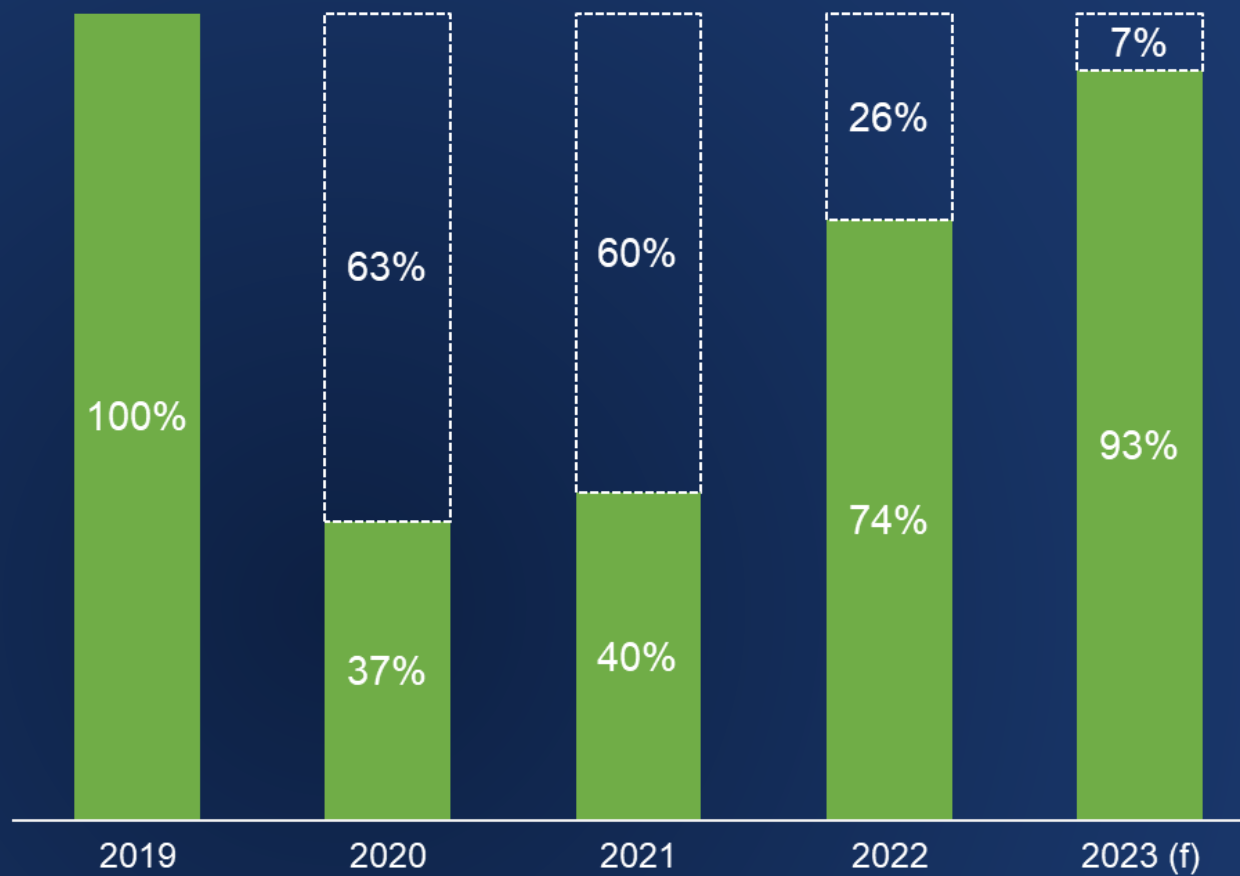


## Recovery of international tourism receipts

Percentage of 2019 levels  
(real terms)



Source: UNWTO (Nov. 2023)  
(f) Data for 2023 are forecasts



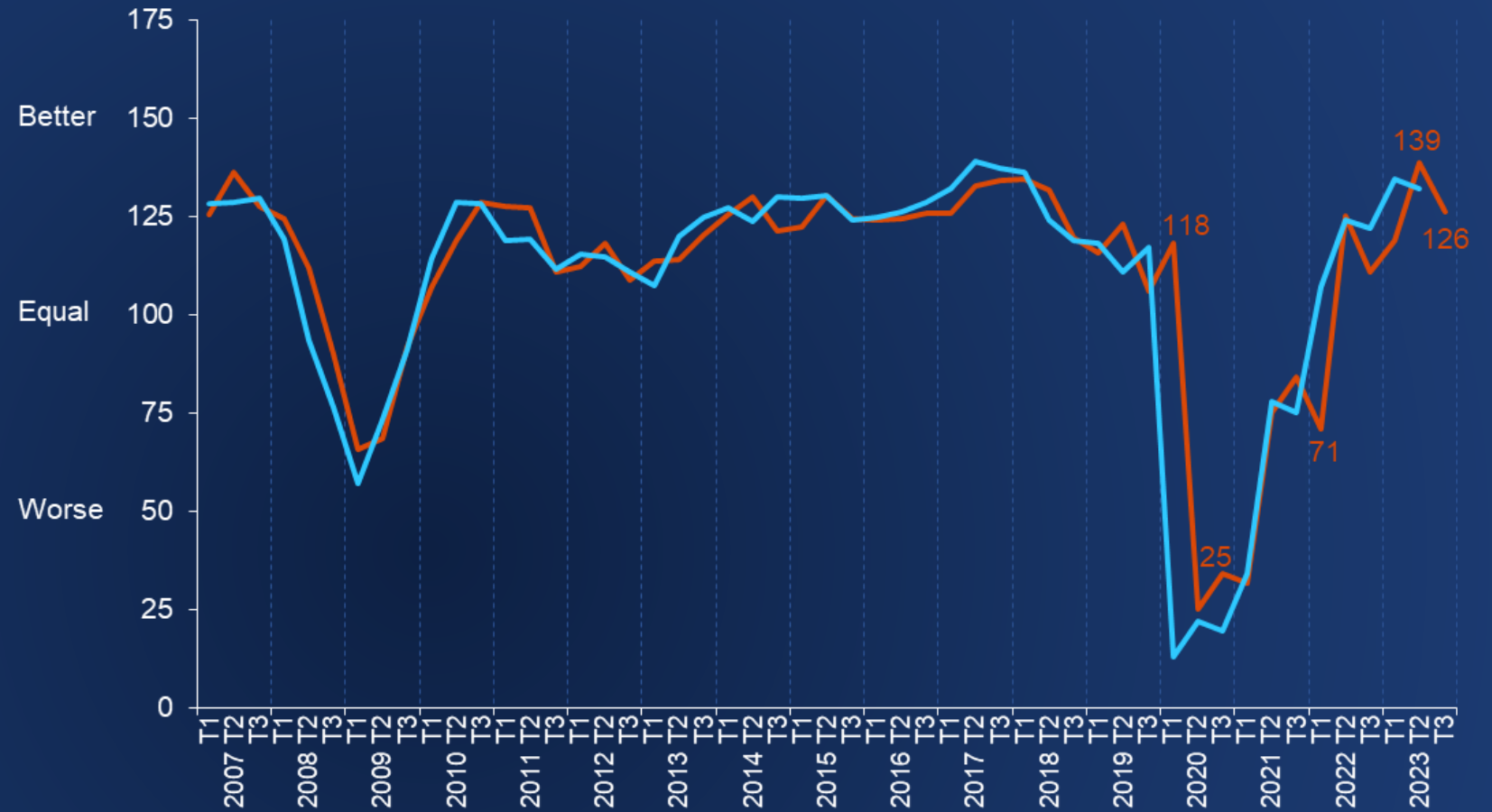
# UNWTO Confidence Index

- 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



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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