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# World Tourism Barometer (PPT version)

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Volume 21 · Issue 1 · January 2023

UNWTO Tourism Market Intelligence and Competitiveness Department

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2. Best performing destinations in January-December 2022
3. UNWTO Panel of Experts Survey and Confidence Index
4. Forward-looking Scenarios, 2023
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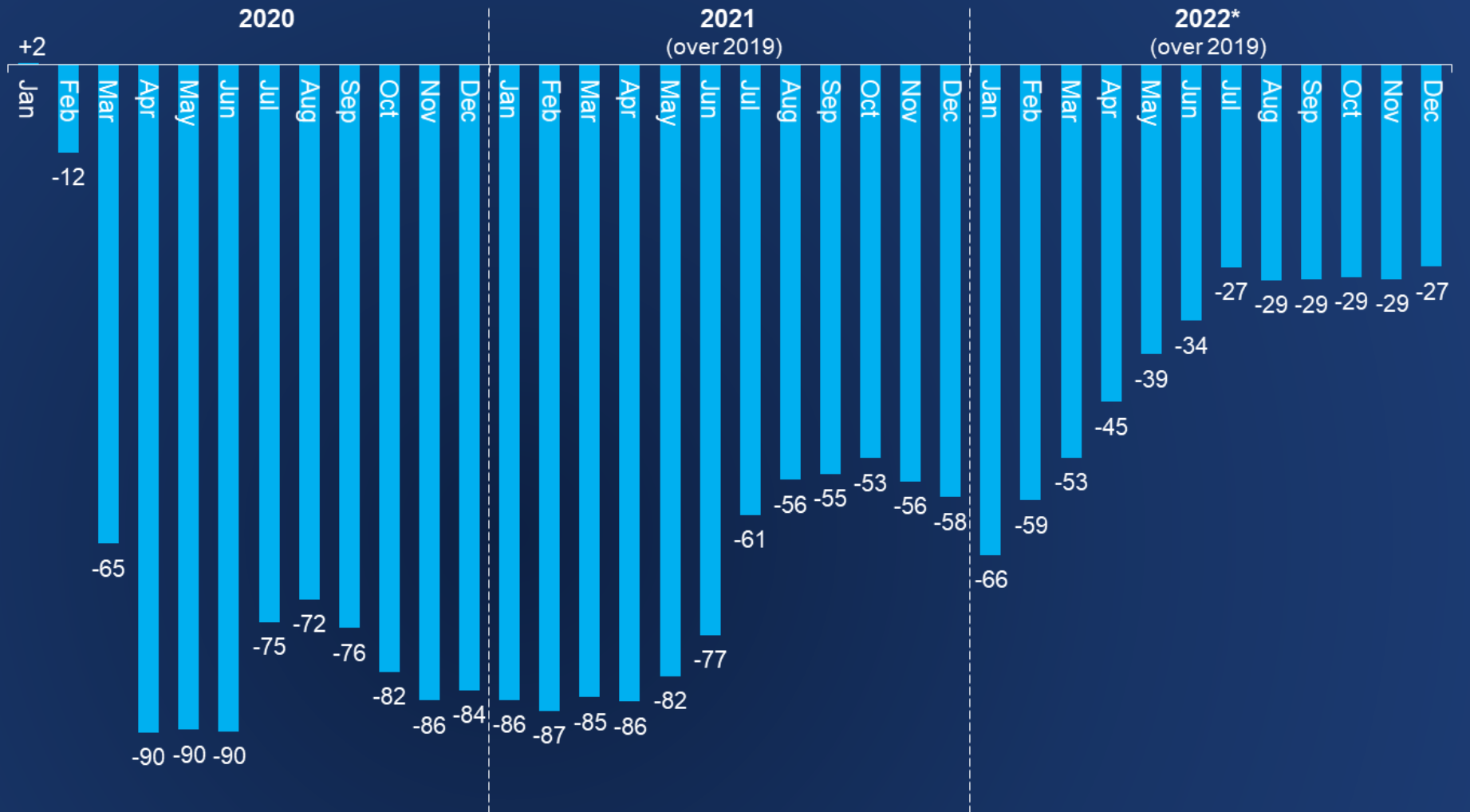
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# International tourist arrivals

(% change vs. 2019)

Source: UNWTO (Jan. 2023)

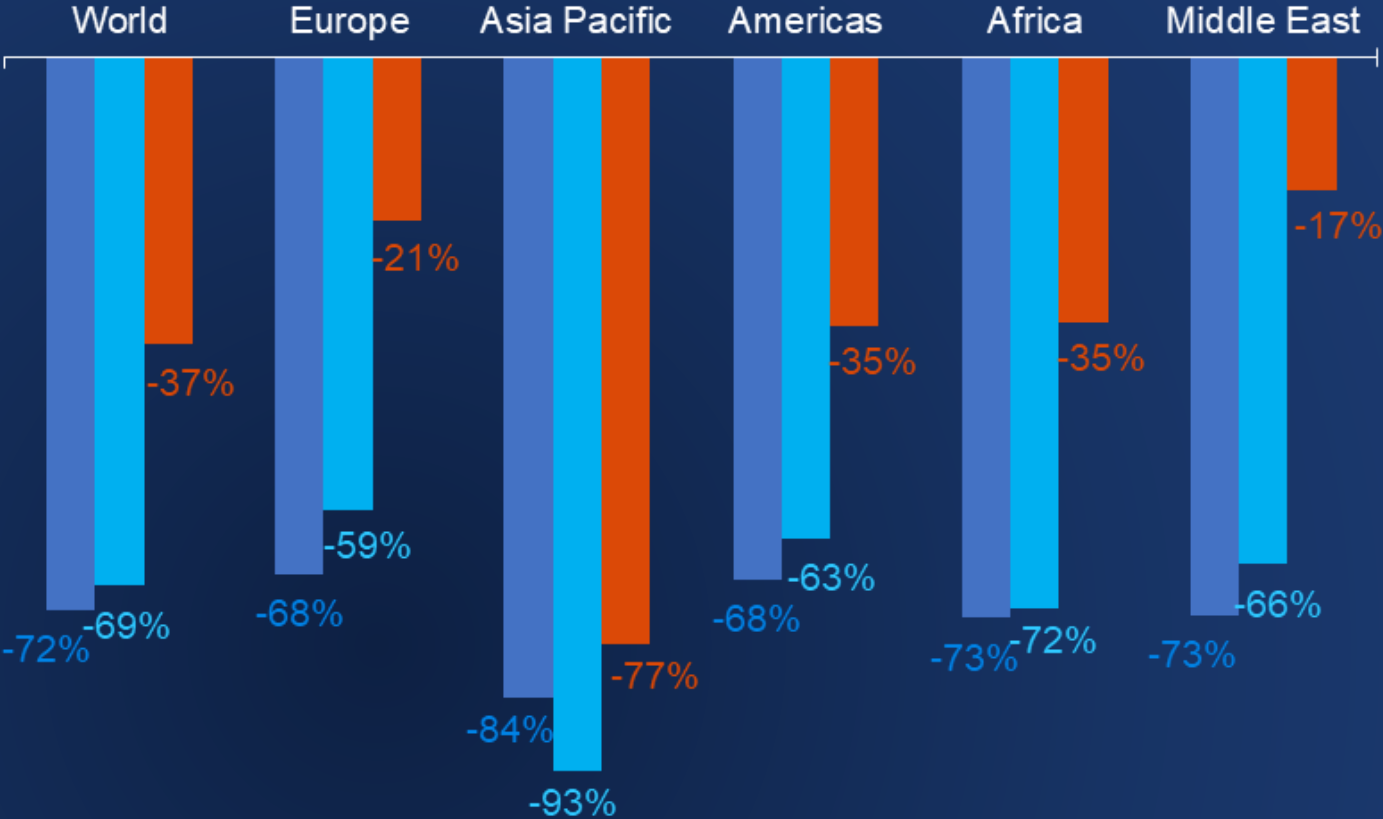
\* Provisional data



# International tourist arrivals: World

(% change vs. 2019)

- 2020
- 2021
- 2022\*





Source: UNWTO (Jan. 2023)

\* Provisional data

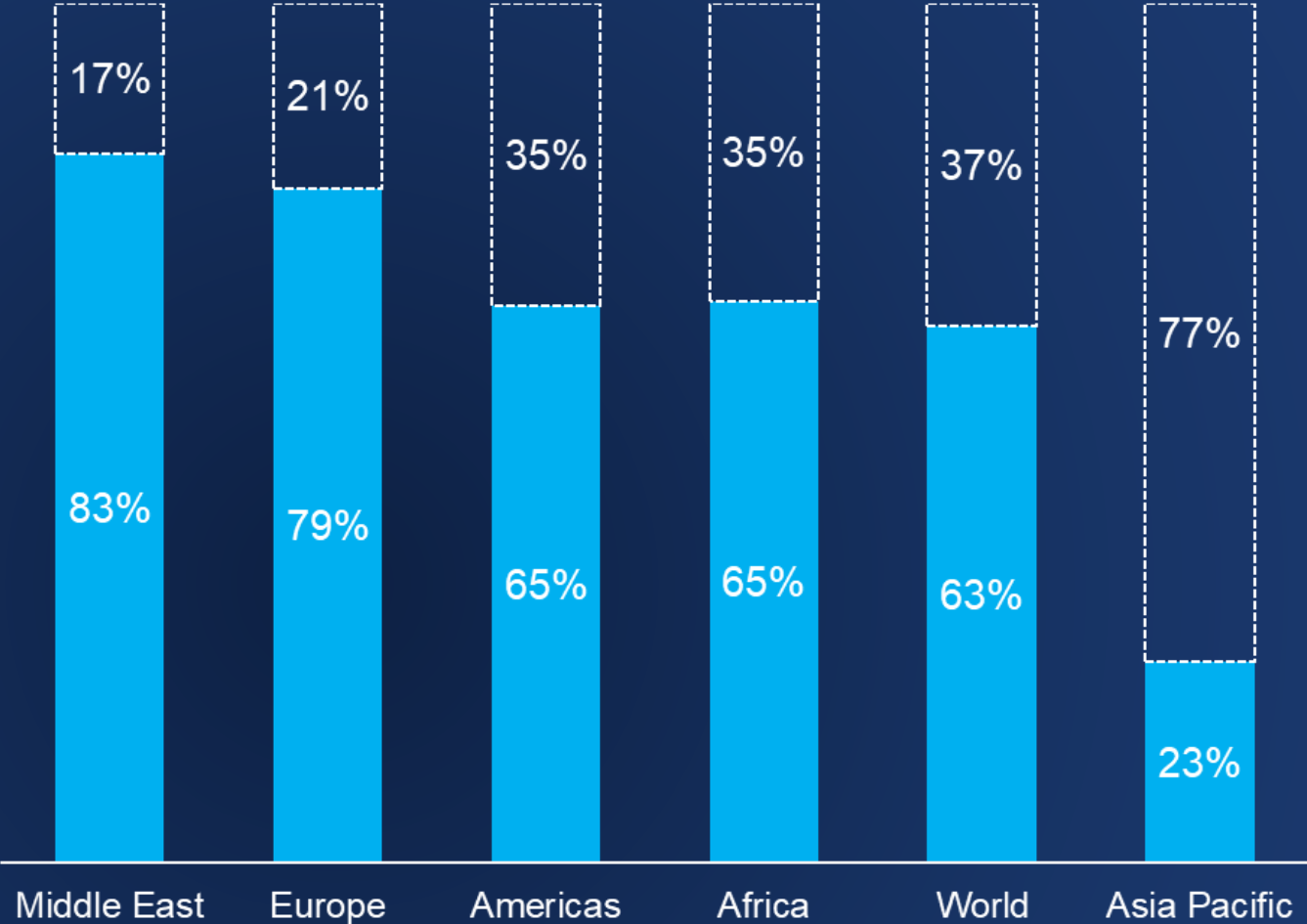


# International tourist arrivals:

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

-  Percentage not recovered
-  Percentage recovered

Source: UNWTO (January 2023)  
\* Provisional data



## International tourist arrivals by region

(% change vs. 2019)

### World

2021: -69%

2022: -37%

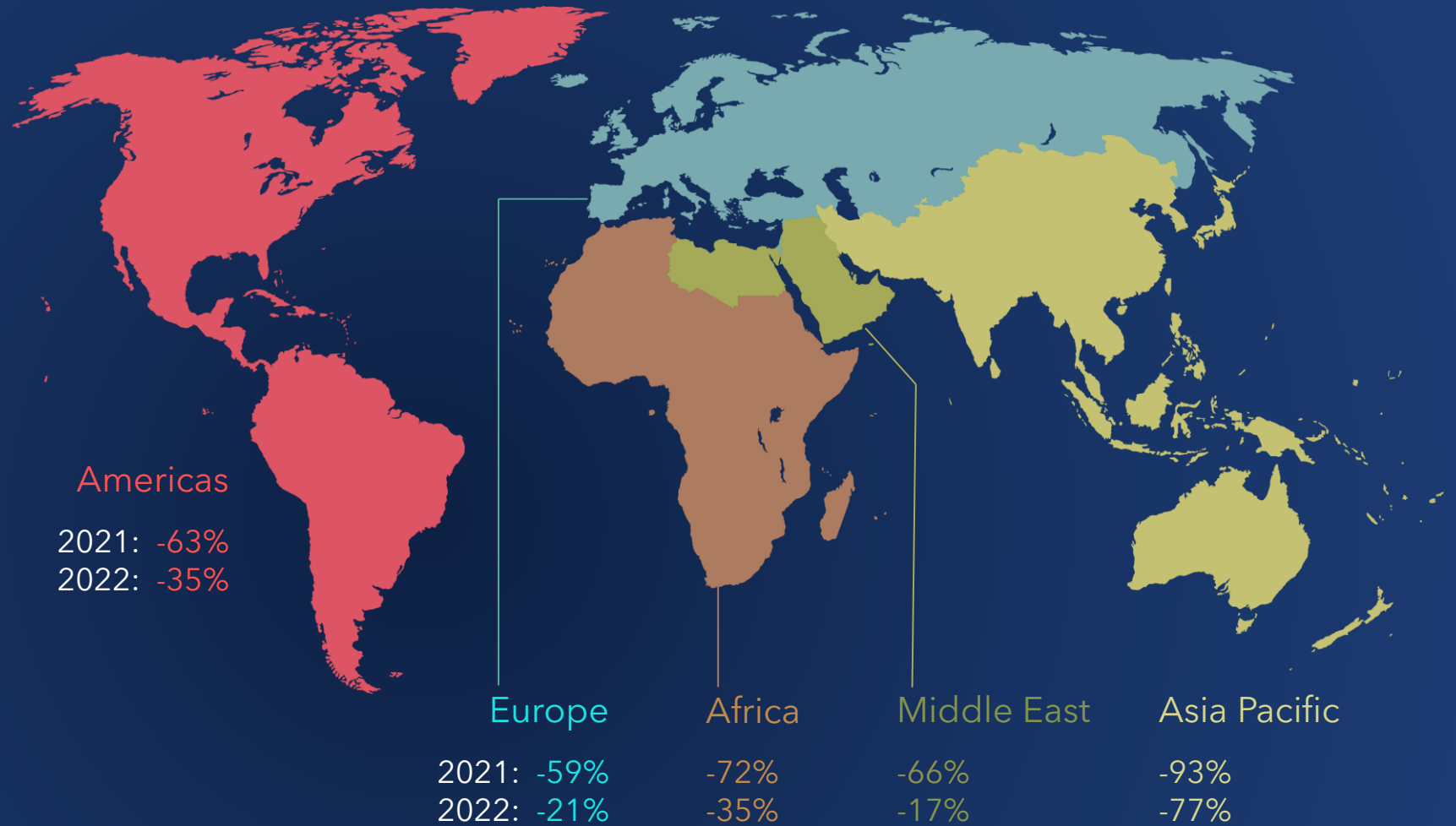
### Americas

2021: -63%

2022: -35%

Source: UNWTO

(Data as of Jan. 2023)

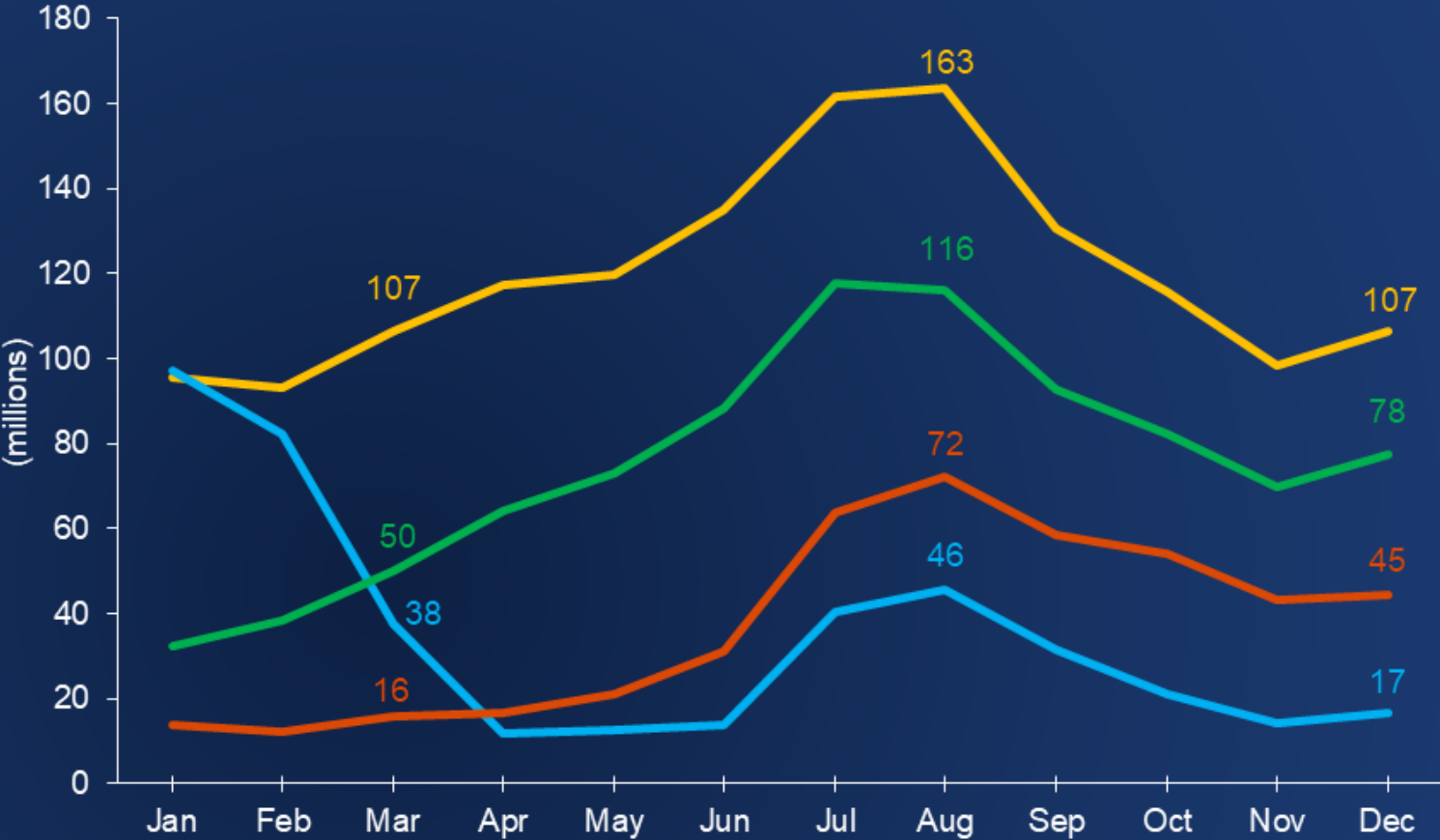


# International tourist arrivals: World

(millions)

- 2019
- 2020
- 2021
- 2022\*

Source: UNWTO (January 2023)  
\* Provisional data



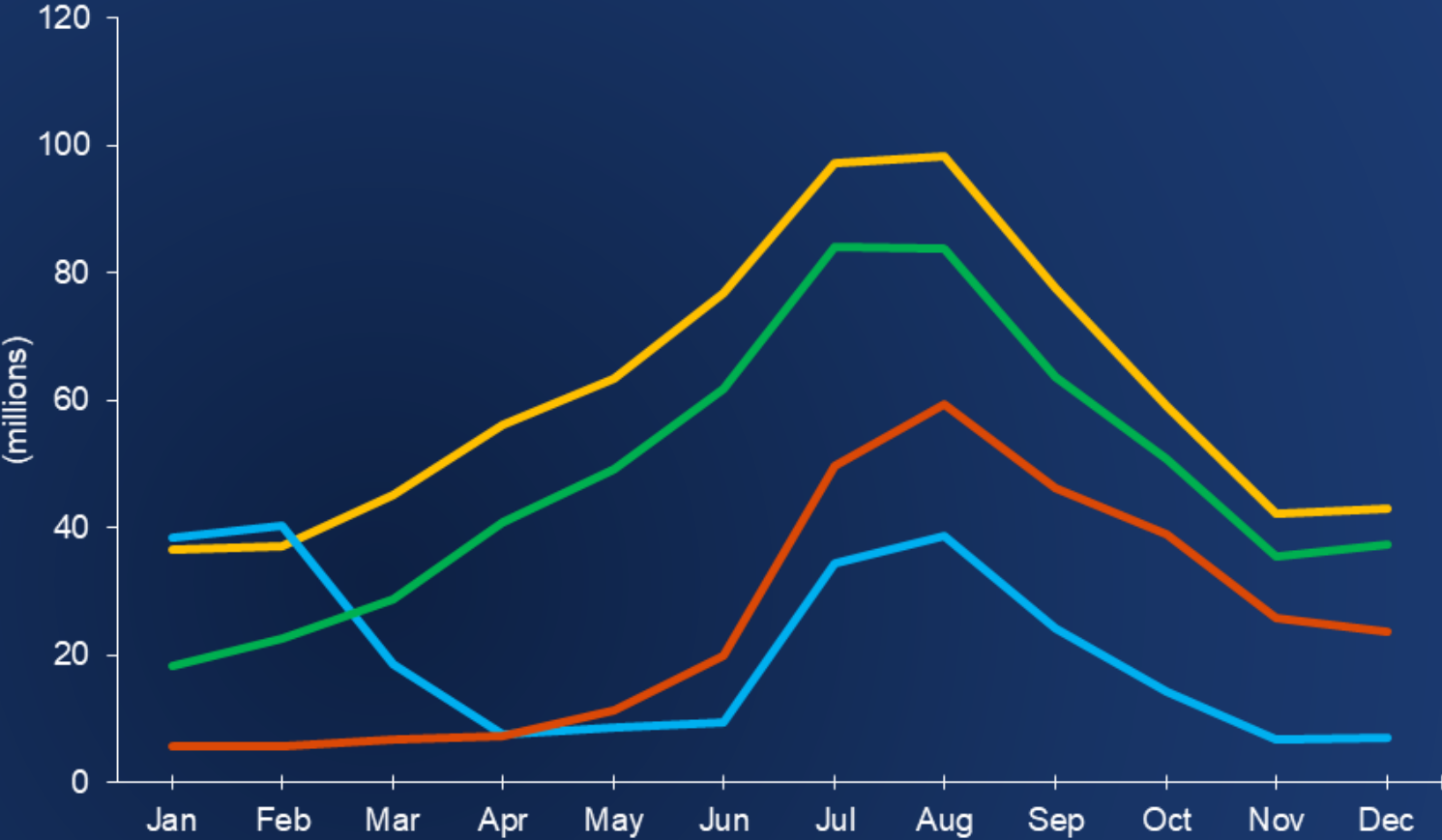


# International tourist arrivals: Europe

(millions)

- 2019
- 2020
- 2021
- 2022\*

Source: UNWTO (January 2023)  
\* Provisional data



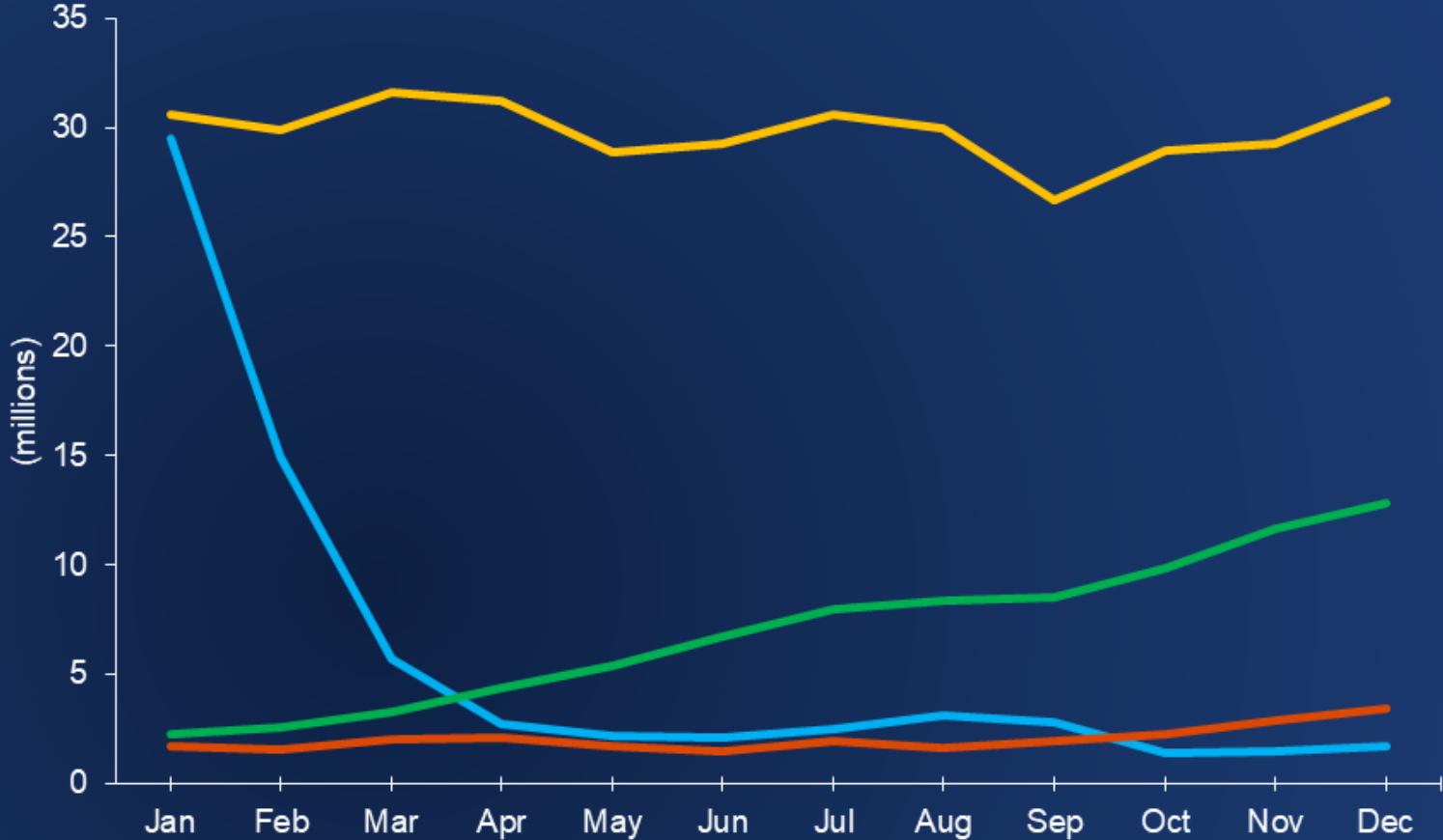
International tourist arrivals: **Asia Pacific**

(millions)

- 2019
- 2020
- 2021
- 2022\*

Source: UNWTO (January 2023)

\* Provisional data



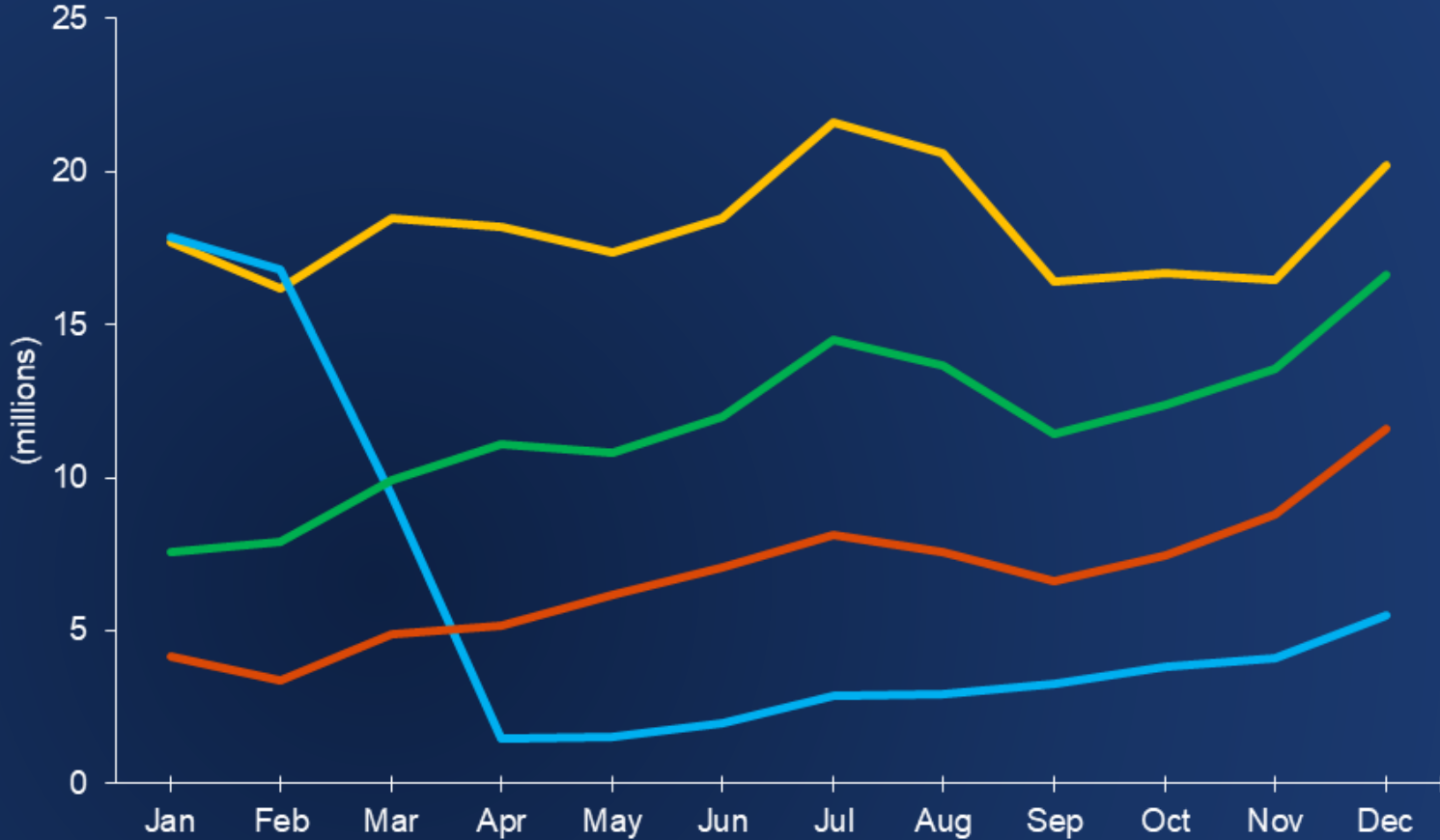
International tourist arrivals: Americas

(millions)

- 2019
- 2020
- 2021
- 2022\*

Source: UNWTO (January 2023)

\* Provisional data

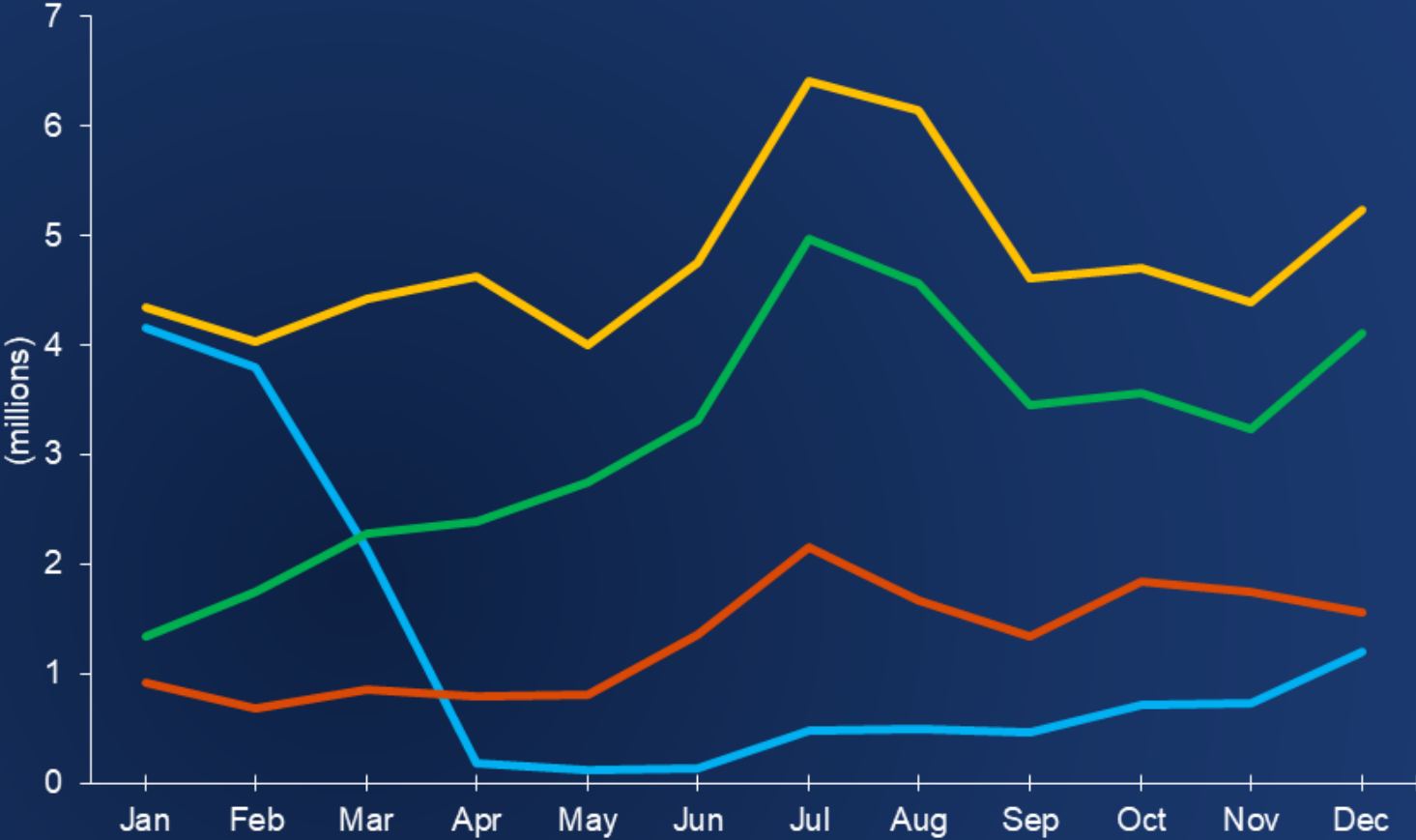


# International tourist arrivals: Africa

(millions)

- 2019
- 2020
- 2021
- 2022\*

Source: UNWTO (January 2023)  
\* Provisional data



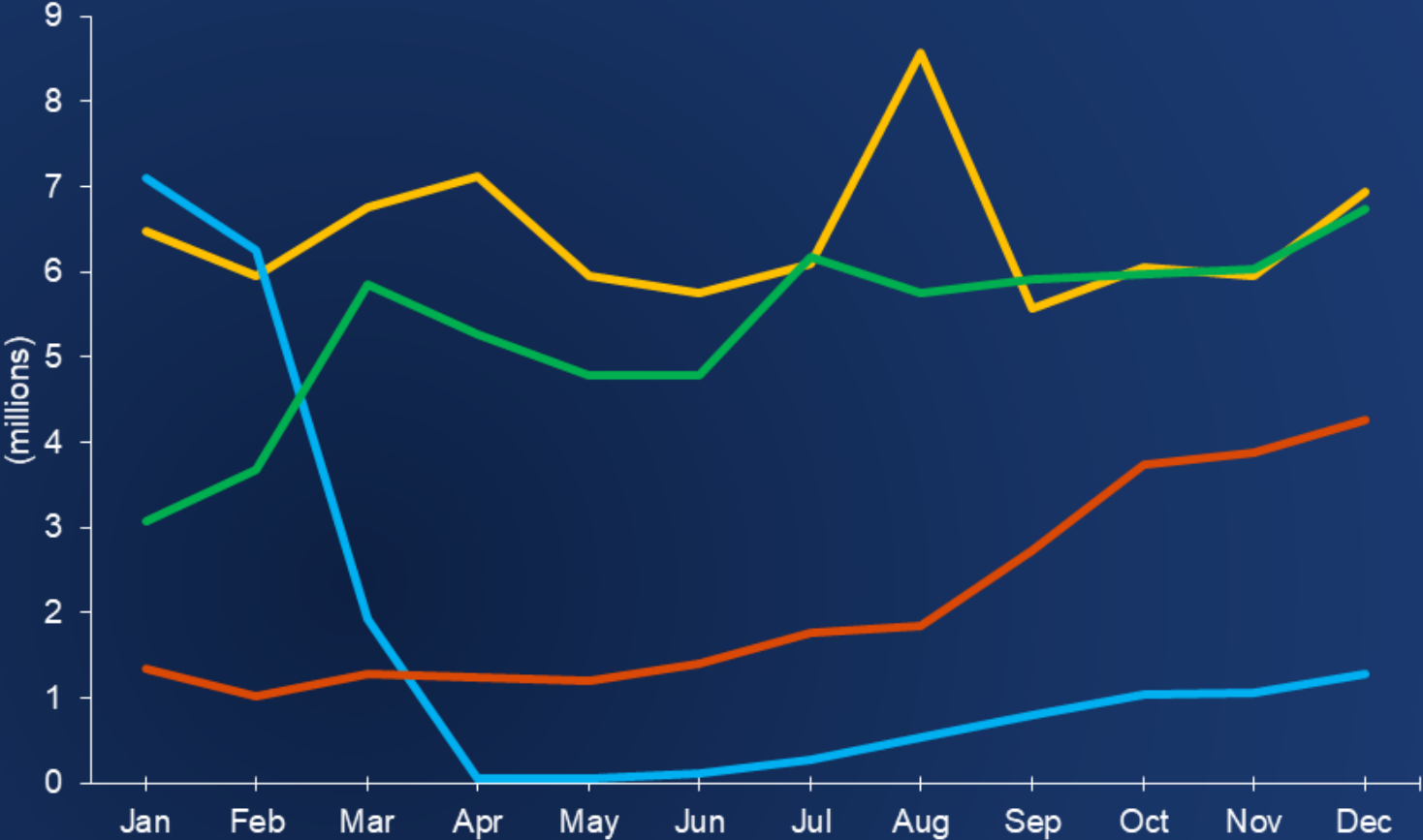
# International tourist arrivals: Middle East

(millions)

- 2019
- 2020
- 2021
- 2022\*

Source: UNWTO (January 2023)

\* Provisional data



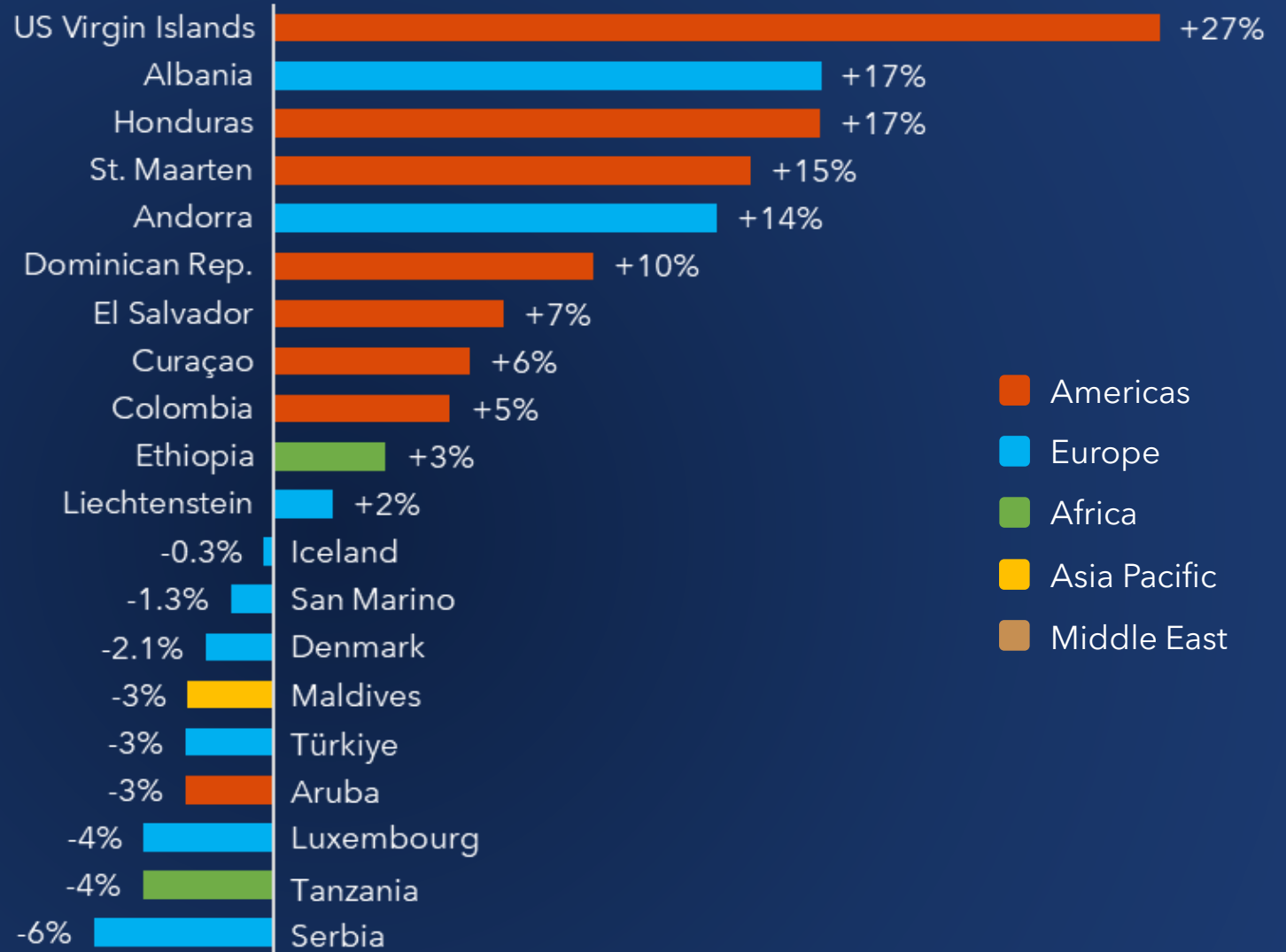
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## Best performing destinations in January-Dec. 2022\*

International tourist arrivals  
(% change vs. 2019)

Source: UNWTO (Jan. 2023)

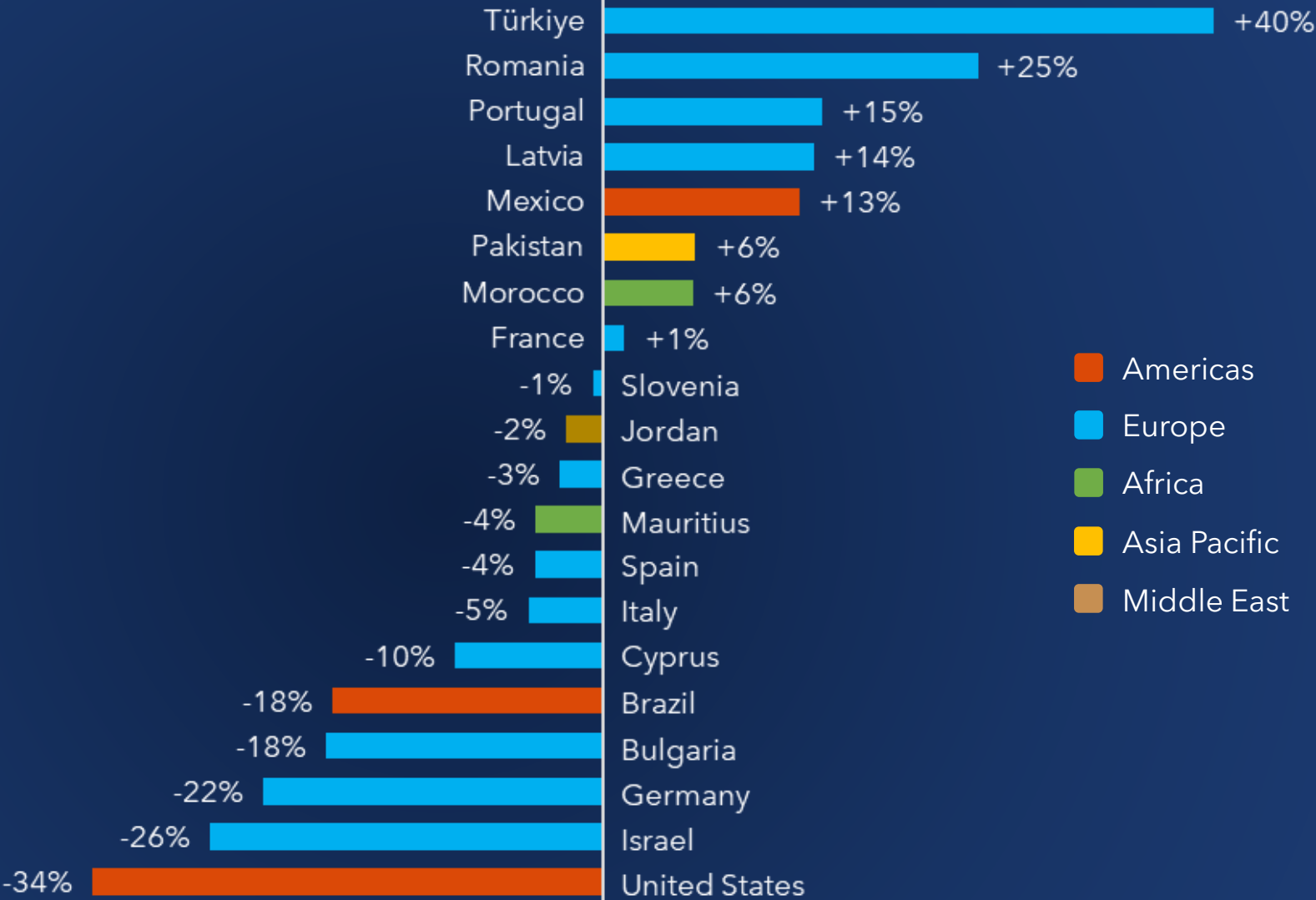
\* Based on destinations with available data for the first 10 to 12 months of 2022.



Best performing destinations in terms of receipts: January-Dec. 2022\*

International tourism receipts (real % change vs. 2019)

Source: UNWTO (Jan. 2023)  
 \* Based on destinations with available data for the first 10 to 12 months of 2022.

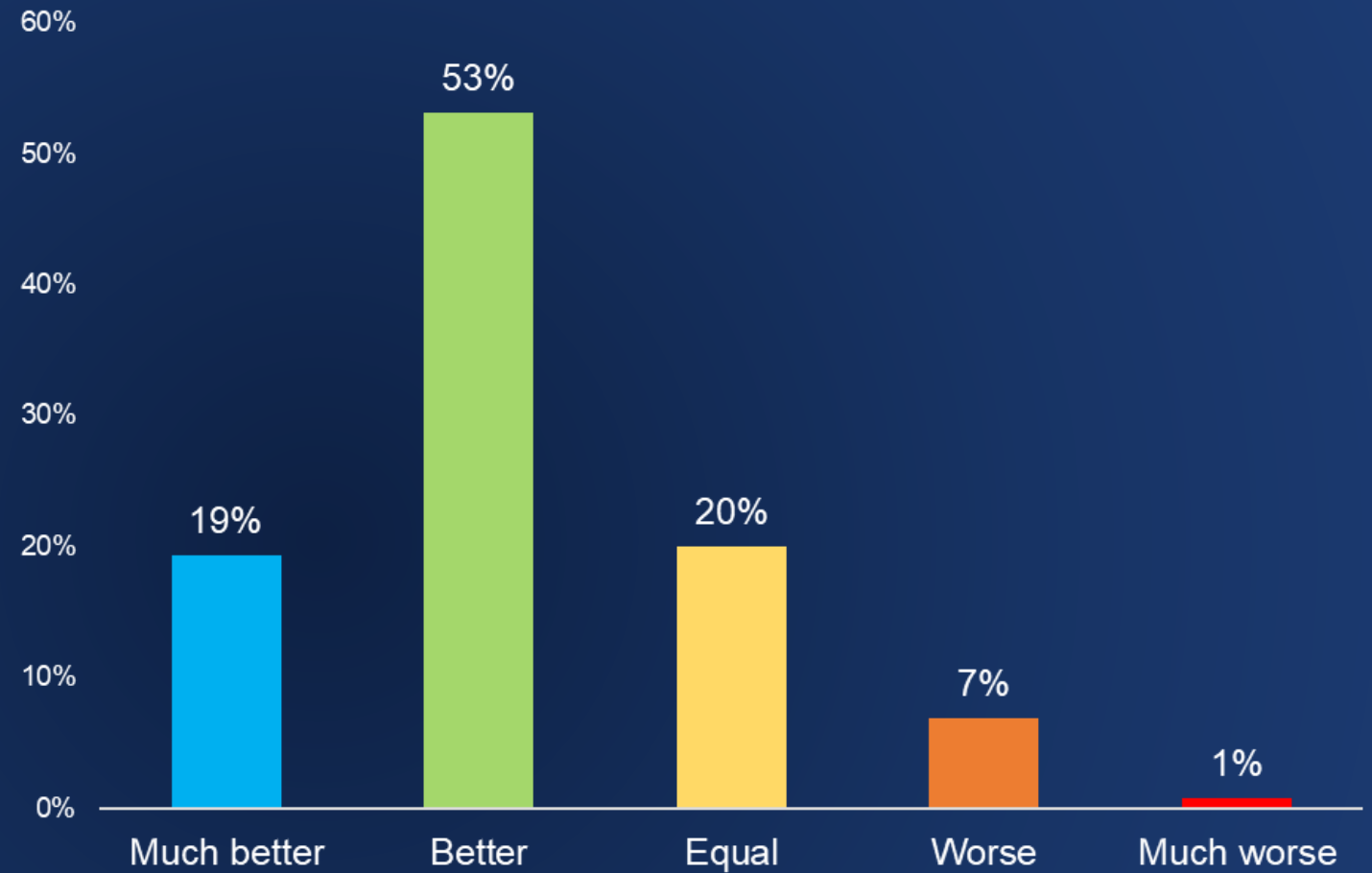




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## What are your prospects for your destination in 2023?

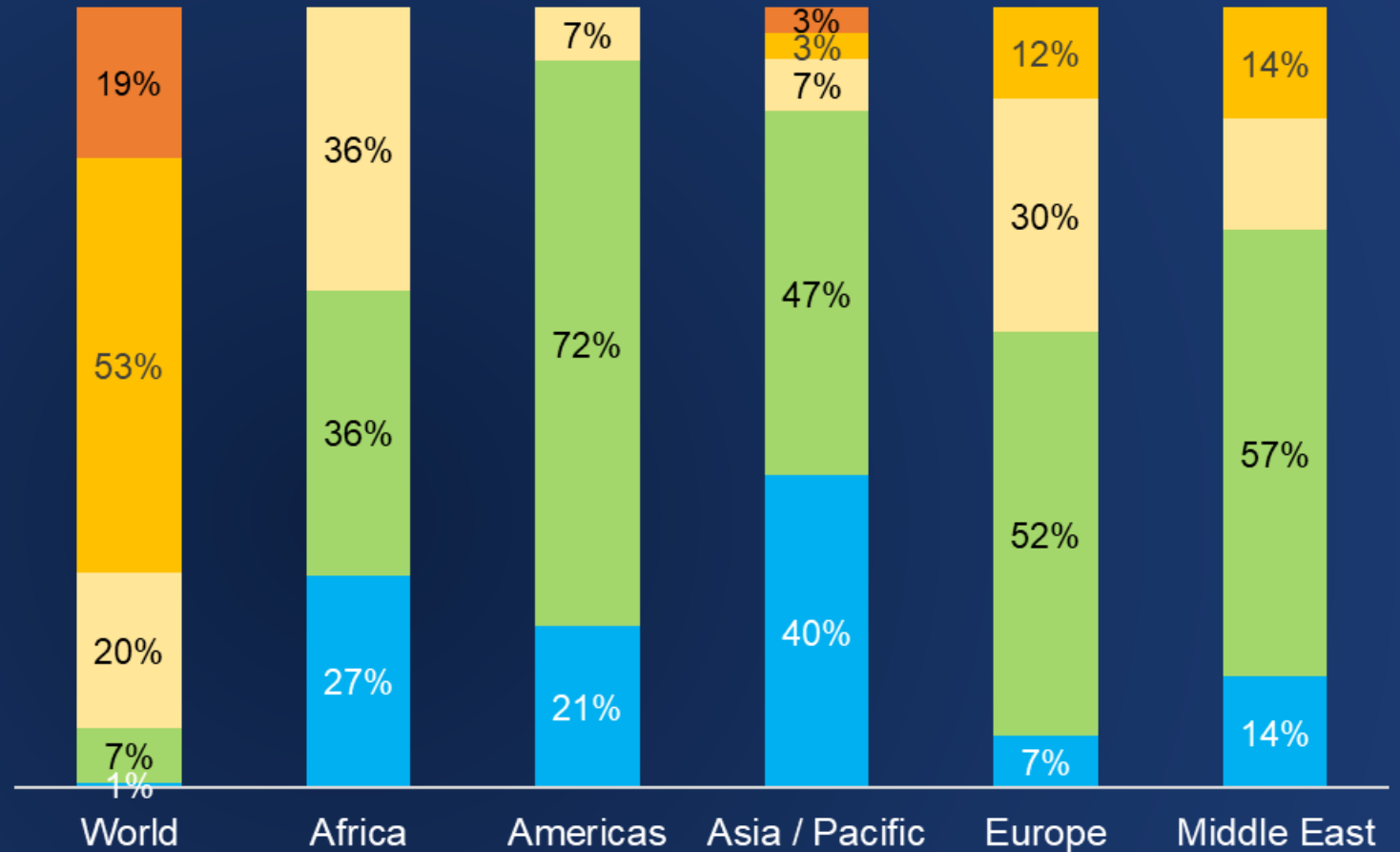
Source: UNWTO Panel of Experts Survey (January 2023)



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

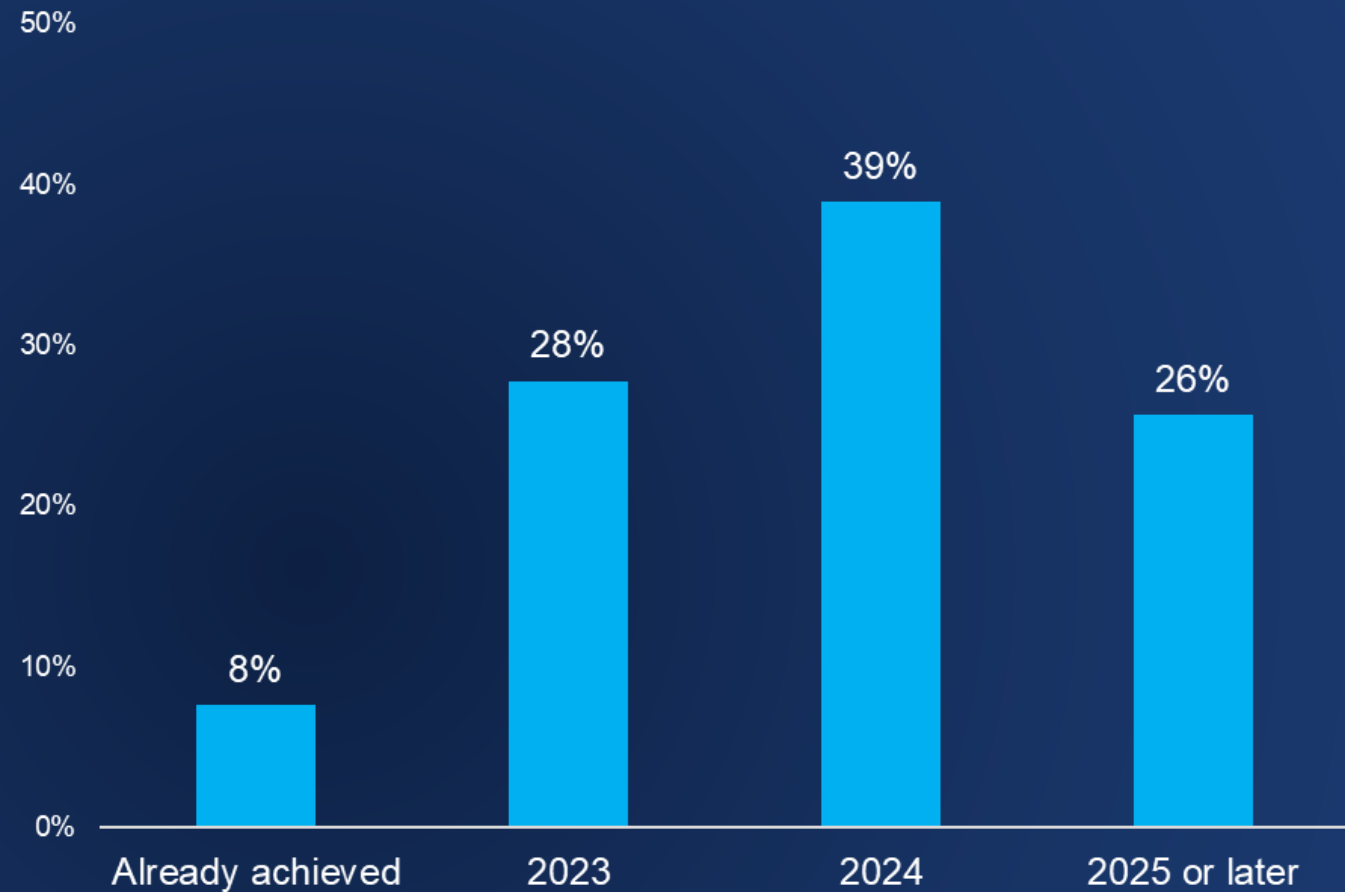
- Much worse
- Worse
- Equal
- Better
- Much better

Source: UNWTO Panel of Experts Survey (January 2023)



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

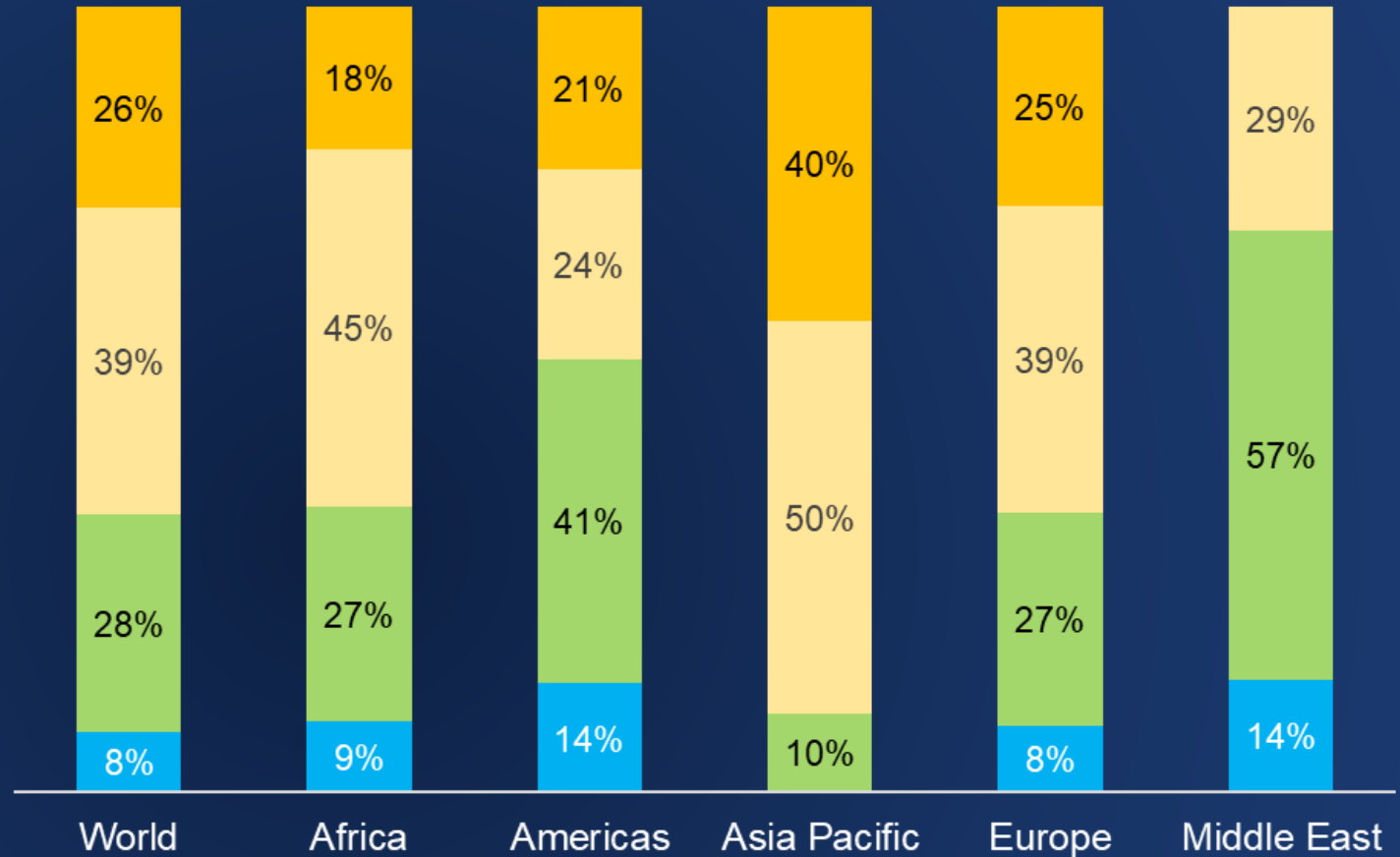
Source: UNWTO Panel of Experts Survey (January 2023)



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

- 2025 or later
- 2024
- 2023
- Already achieved

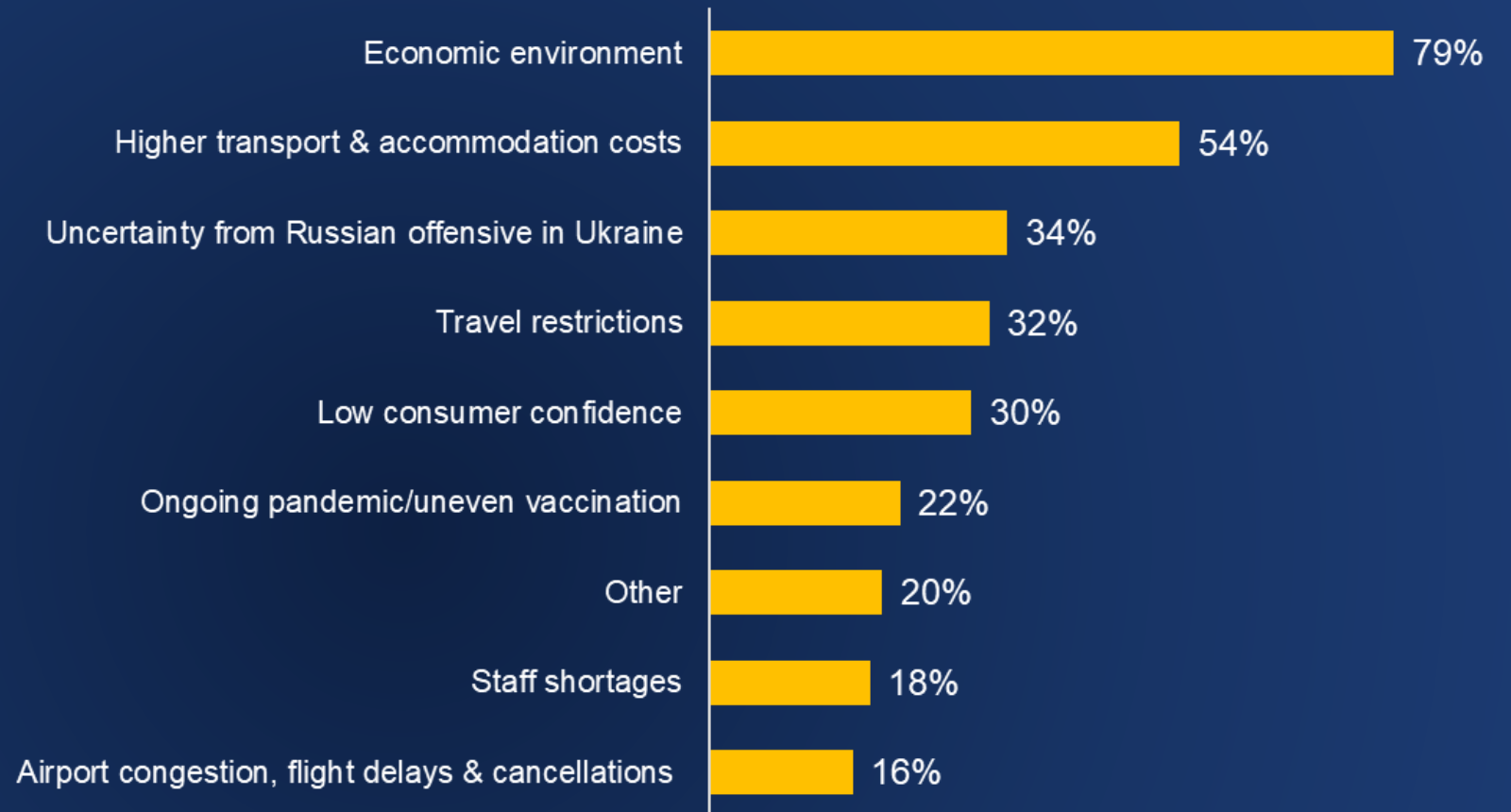
Source: UNWTO Panel of Experts Survey (January 2023)



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

Source: UNWTO Panel of Experts Survey (January 2023)

Percentage of experts mentioning each factor



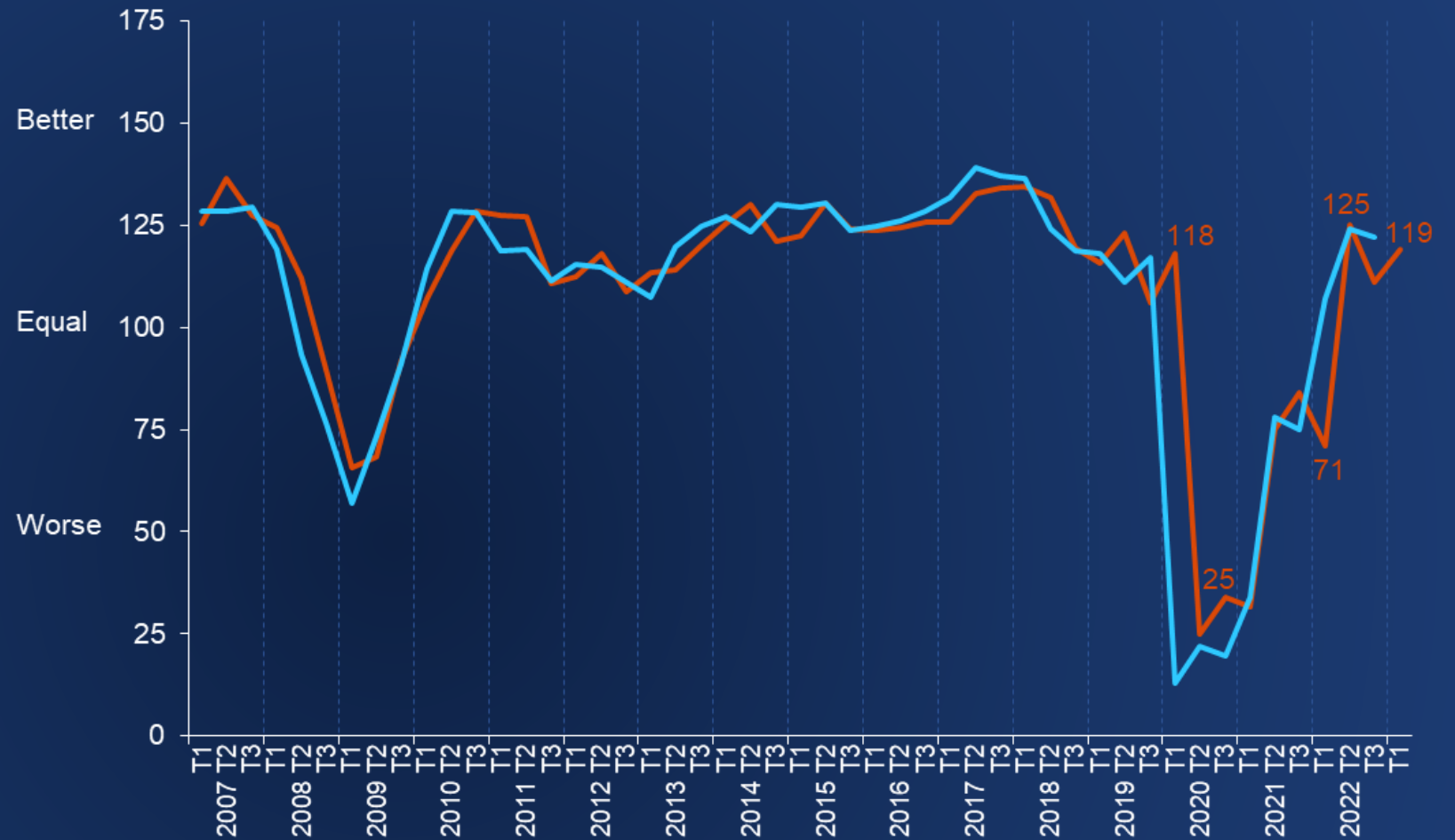
# UNWTO Confidence Index

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

Source: UNWTO Panel of Experts Survey (January 2023)

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

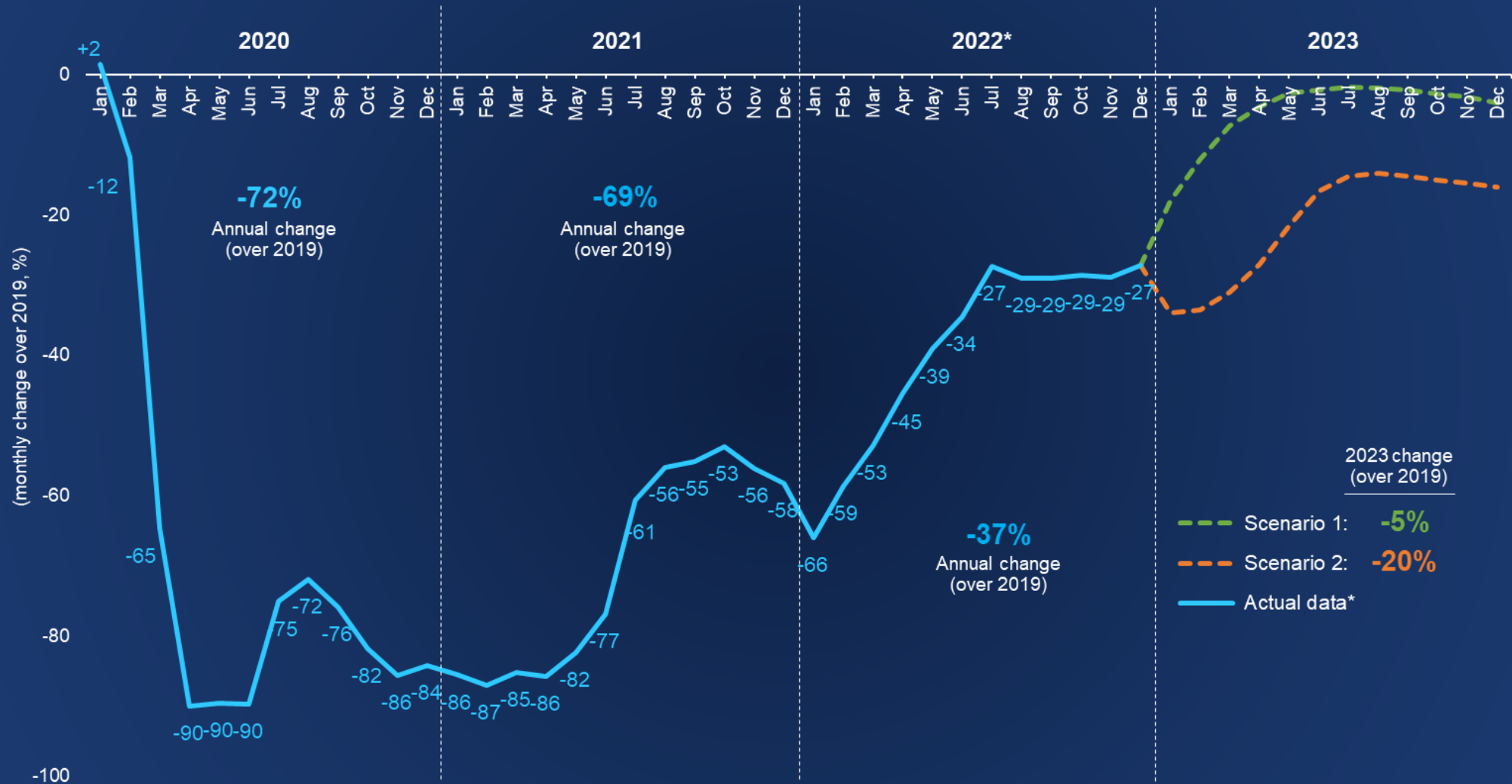
T1: January to April  
 T2: May to August  
 T3: September to December



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



Source: UNWTO (January 2023)

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

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## Tourism Direct Gross Domestic Product (TDGDP)\*

- TDGDP (% of GDP)
- TDGDP (USD trillions)

Source: UNWTO (September 2022)

\*TDGDP measures the direct contribution of tourism to GDP using the conceptual framework of Tourism Satellite Accounts (TSA). This graph shows revised estimates from the findings first published in ["The Economic Contribution of Tourism and the Impact of Covid-19"](#) (Nov. 2021). Data for 2021 are preliminary estimates.



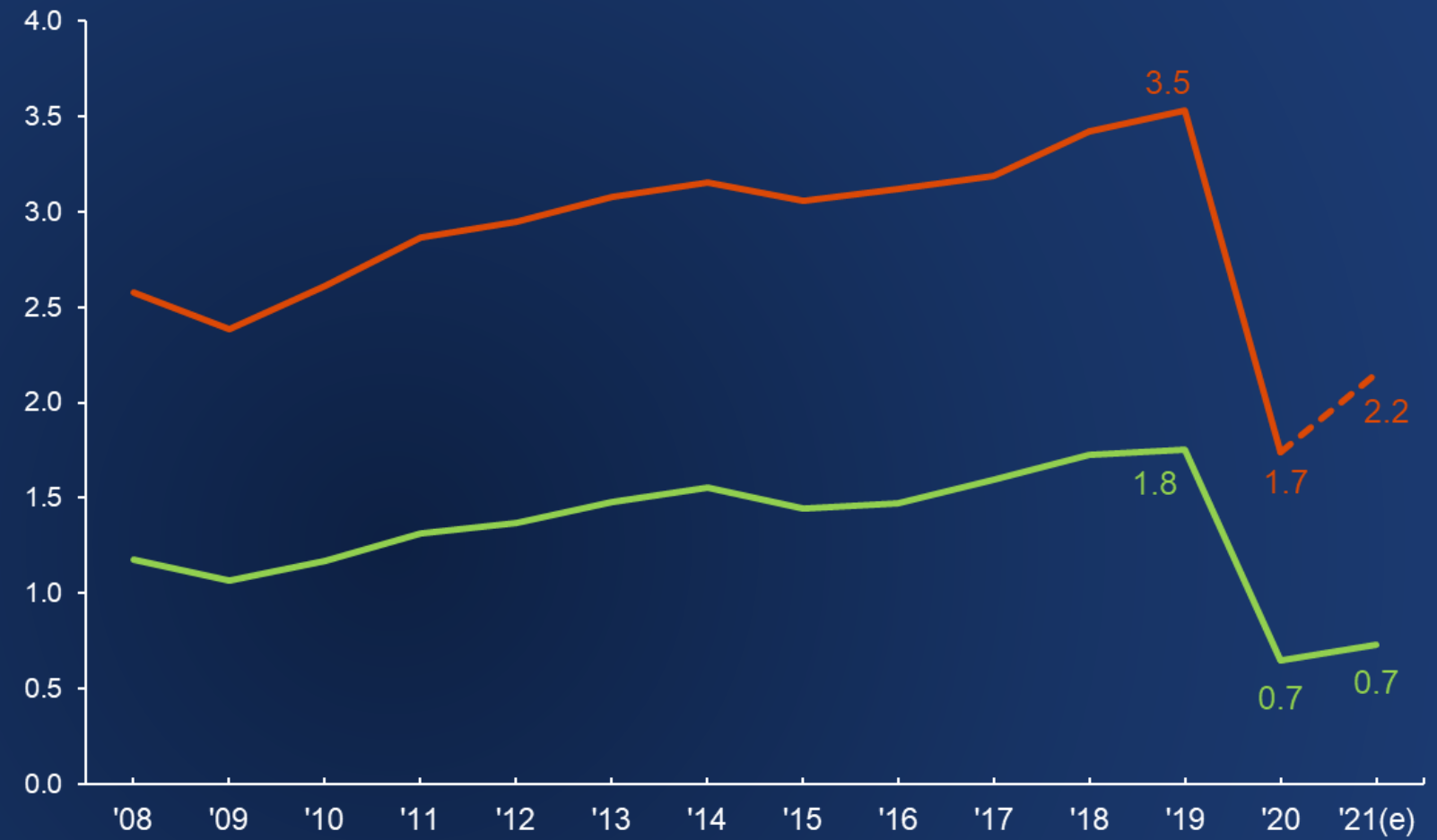
# Tourism direct GDP\* and Export revenues from tourism

(USD trillions)

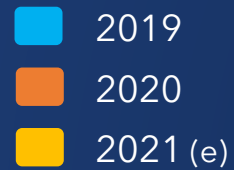
- TDGDP
- Export revenues from tourism

Source: UNWTO (September 2022)

\*TDGDP measures the direct contribution of tourism to GDP, using the conceptual framework of Tourism Satellite Accounts (TSA). This graph shows revised estimates from the findings first published in November 2021. Data for 2021 are preliminary estimates.



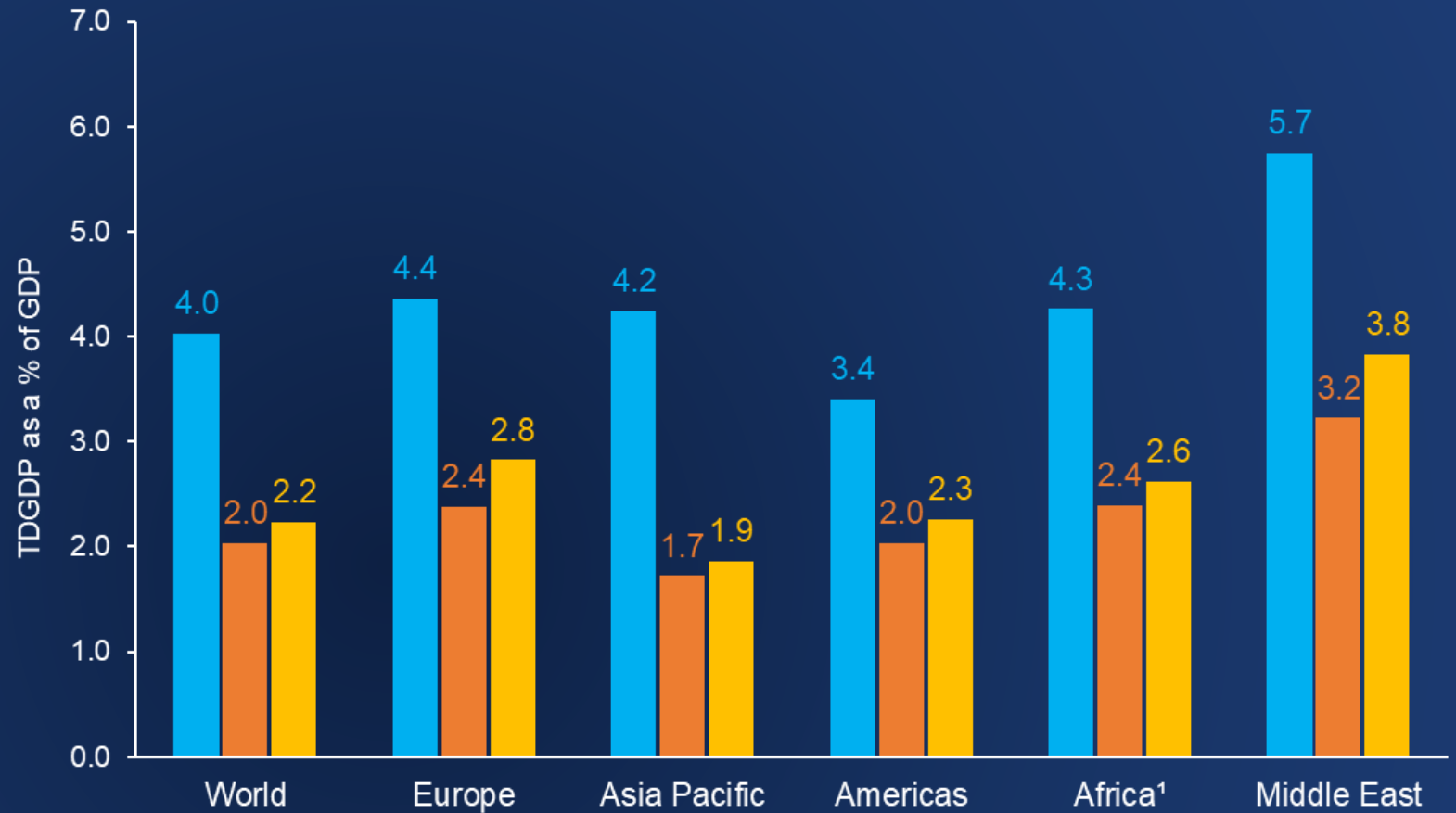
## Tourism Direct Gross Domestic Product (TDGDP), % of GDP



Source: UNWTO (September 2022)

(e) Preliminary estimates

\*TDGDP measures the direct contribution of tourism to GDP, using the conceptual framework of Tourism Satellite Accounts (TSA). This graph shows revised estimates from the findings first published in [“The Economic Contribution of Tourism and the Impact of Covid-19”](#) (Nov. 2021).



<sup>1</sup> Estimates for Africa should be interpreted with caution due to limited official data.

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 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:

- [Full report \(e-Library\)](#)
- [Tourism Data Dashboard](#)
- [Press note](#)

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**COVID-19  
RESPONSE**