



UN Tourism

World Tourism Barometer

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International tourism up 5% in first half of 2025
despite global challenges



UN Tourism

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About the *World Tourism Barometer*

The *World Tourism Barometer* is a publication of the World Tourism Organization (UN Tourism) 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@untourism.int.

Data collection for this issue was completed in early September 2025.

The next issue of the *World Tourism Barometer* with more comprehensive results is scheduled to be published in November 2025.

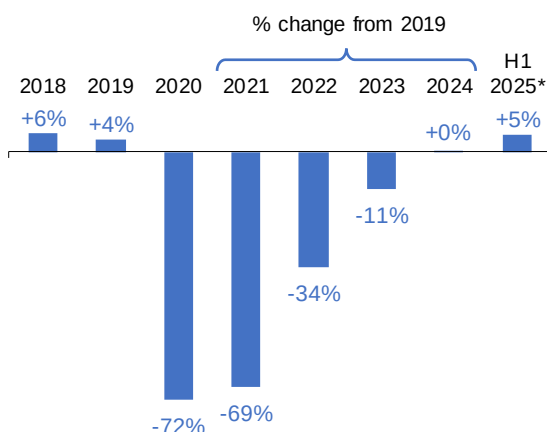
Pages 1–7 of this document constitute the Excerpt of the *World Tourism Barometer*. The full document is available free of charge for UN Tourism Members and subscribers from the UN Tourism Elibrary at www.e-unwto.org. This release is available in English, while the Statistical Annex is provided in English, French and Spanish.

Inbound tourism

International tourism up 5% in first half of 2025 despite global challenges

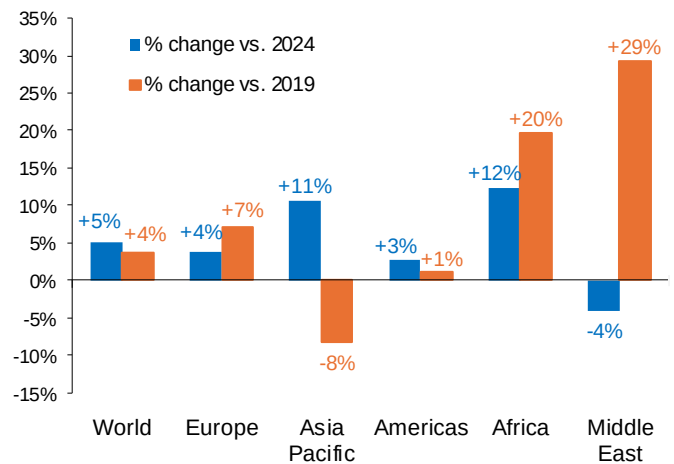
- International tourist arrivals (overnight visitors) grew 5% in the first six months of 2025 (compared to 2024) or 4% above pre-pandemic year 2019.
- This comes after the full recovery of international tourist arrivals in 2024 which reached 1.5 billion.
- Almost 690 million tourists travelled internationally between January and June 2025, about 33 million more than in the same period of 2024.
- Growth remained at 5% in both Q1 and Q2 but fluctuated considerably month by month, partly due to the calendar effect of shifting Easter holidays.
- Arrivals were weaker in March 2025 since Easter fell in April this year, while they increased 11% in April for the same reason.
- Despite growing geopolitical and trade tensions, the first half of 2025 saw sustained travel demand globally, though results were mixed among regions.
- Limited data on international tourism receipts for the first three to six months of 2025 show strong visitor spending this first half of 2025, after record results in 2024 when export revenues from international tourism reached USD 2 trillion.
- Revised data on international arrivals for 2024 confirm the recovery of international tourism last year, with arrivals slightly exceeding 2019 numbers.

International tourist arrivals (% change)



Source: UN Tourism (Sept. 2025) * H1: first half of 2025 (provisional data)
Note: percentage changes for 2021 to 2024 are relative to 2019.

International tourist arrivals, January-June 2025 (% change)



Source: UN Tourism (September 2025)

* Provisional data

Africa saw the strongest performance through June 2025, while Asia Pacific continued to rebound

- Africa saw a 12% increase in January-June 2025 compared to the same period last year. Both North Africa (+14%) and Sub-Saharan Africa (+11%) recorded double-digit growth this period.
- Europe welcomed nearly 340 million international tourists this first half of 2025, about 4% more than in 2024 and 7% more than in 2019. Northern, Western and Southern Mediterranean Europe all recorded 3% growth this period despite uneven monthly results, reflecting solid demand for most destinations. Central and Eastern Europe continued to rebound strongly (+9%), but remained 11% below 2019 levels, according to available data.
- The Americas recorded 3% growth in January-June 2025, with mixed results across subregions. While South America (+14%) continued to enjoy strong growth, Central America saw a 2% increase in arrivals and North America recorded flat growth (+0%) mostly due to small declines in the United States and Canada. The Caribbean (+0%) also saw weaker performance, partly due to softening demand from its major source market, the United States.

- The Middle East recorded 4% fewer arrivals this six-month period, though after a very strong post-pandemic rebound, with 29% more arrivals than the same period of 2019, the strongest regional results relative to 2019.
- Arrivals in Asia and the Pacific grew 11% this period, which is 92% of the pre-pandemic figure (-8% compared to January-June 2019), as the region continues to recover. North-East Asia (+20%) saw the strongest performance relative to 2024, though it remained 8% below 2019 levels.
- Some of the highest growth rates among large destinations in H1 2025 were recorded in Japan and Vietnam (both +21%), the Republic of Korea (+15%) and Morocco (+19%), as well as Mexico and the Netherlands (both +7%).
- Malaysia and Indonesia both reported 9% growth and Hong Kong (China) 7%, though arrivals in these destinations remained somewhat below 2019 levels.
- The world's top destinations, France (+5% through May) and Spain (+5%) also recorded solid growth this period.
- According to IATA, both international air traffic (RPKs) and international air capacity (ASKs) grew 7% in January-June 2025 versus the same months of 2024.
- Global occupancy in accommodation establishments reached 69% in June 2025, slightly below 70% in June 2024. Occupancy reached 71% in July 2025, same as in July 2024, according to STR data.

Many destinations reported strong growth in receipts in the first half of 2025

- Monthly data on international tourism receipts show strong earnings through June 2025 in major destinations such as Japan (+18%), the United Kingdom (+13% through March), France (+9%), Spain (+8%) and Türkiye (+8%).
- Strong demand can also be seen in outbound spending from some large markets such as China (+16% through March), Spain (+16%), the UK (+15% through March), Singapore (+10%) and the Republic of Korea (+8%).
- In 2024 international tourism receipts grew 11% to a record 1,734 billion US dollars, about 14% above pre-pandemic levels (real terms) reflecting already strong visitor spending globally last year.

UN Tourism Confidence Index: economic and geopolitical factors continue to pose significant risks

- As in previous surveys, the September 2025 survey of the Panel of Tourism Experts and the UN Tourism Confidence Index point to high transport and accommodation costs as well as other economic factors as the main two challenges impacting international tourism in 2025.
- Tourism inflation is expected to ease from 8.0% in 2024 to 6.8% in 2025 (projections using tourism inflation proxy) but would remain well above the pre-pandemic value of 3.1% and above overall inflation (4.3%).
- According to the Panel, tourists will continue to seek value for money, but could also travel closer to home, make shorter trips or spend less, in response to elevated prices.
- Uncertainty derived from economic and geopolitical tensions can also weigh on travel confidence. Lower consumer confidence was ranked as the third main factor affecting tourism in September 2025, while geopolitical risks (aside from ongoing conflicts) ranked fourth.
- The increase in trade tariffs (5th) and travel requirements (6th) were also major concerns expressed by the Panel of Experts.
- UN Tourism's January projection of 3% to 5% growth in international arrivals for 2025 remains unchanged.

International Tourist Arrivals by (Sub)region

(Percent changes are year over year)

(Percent changes are year over year)											Monthly/ quarterly data									
							Share (%)	Change (%)			Change (%)									
								2025 over 2024*												
	(millions)																			
	2019	2020	2021	2022	2023	2024*	2024*	22/21	23/22	24/23*	YTD	Q1	Q2	Jan.	Feb.	Mar.	Apr.	May	Jun.	
World	1468	408	461	976	1307	1470	100	111.5	34.0	12.4	5.1	5.2	4.9	12.0	3.5	0.8	10.5	3.0	2.2	
Advanced economies ¹	777	221	240	545	716	783	53.3	127.0	31.3	9.4	3.9	2.5	0.6	9.2	3.6	0.7	5.8	7.0	1.6	
Emerging economies ¹	691	187	221	431	591	686	46.7	94.6	37.4	16.1	6.4	7.9	5.0	14.5	6.2	-0.5	-0.7	1.9	2.3	
By UNWTO regions:																				
Europe	745.8	240.8	302.8	610.7	710.6	758.6	51.6	101.7	16.3	6.8	3.9	1.9	5.2	6.3	2.7	-2.3	12.2	2.0	3.0	
Northern Europe	83.9	23.7	21.9	67.1	79.4	87.1	5.9	206.4	18.3	9.8	2.6	1.7	3.2	4.1	2.8	-1.3	5.2	1.6	3.0	
Western Europe	205.2	83.5	87.6	182.7	207.9	215.3	14.6	108.6	13.8	3.6	2.6	-1.6	5.5	6.2	-1.1	-7.9	18.9	-0.1	1.2	
Central/Eastern Eur.	152.5	45.2	54.4	95.4	114.8	125.6	8.5	75.3	20.4	9.4	9.3	7.0	10.9	8.1	8.0	5.1	13.6	9.8	9.5	
Southern/Medit. Eur.	304.2	88.4	138.9	265.5	308.5	330.6	22.5	91.2	16.2	7.2	3.3	2.5	3.7	6.3	3.5	-1.1	9.4	1.0	2.2	
- of which EU-27	540.7	184.2	223.7	455.5	526.7	555.4	37.8	103.6	15.6	5.5	3.8	1.7	5.0	6.7	2.7	-2.9	13.3	1.4	2.5	
Asia and the Pacific	362.1	59.0	26.5	92.7	237.8	317.8	21.6	249.4	156.6	33.7	10.7	13.0	8.4	25.5	5.6	8.8	12.8	10.2	2.2	
North-East Asia	170.3	20.3	10.9	20.5	94.9	144.7	9.8	88.9	363.1	52.4	20.1	23.5	17.0	34.3	14.8	21.8	21.2	19.2	10.7	
South-East Asia	138.1	25.6	3.1	41.6	97.5	121.4	8.3	↑	134.2	24.4	5.5	8.2	2.6	24.0	1.2	0.2	3.8	3.7	0.5	
Oceania	17.5	3.6	0.9	6.8	12.9	14.4	1.0	693.4	91.3	11.5	1.6	-1.0	5.0	10.5	-7.8	-3.8	7.6	2.6	4.6	
South Asia	36.3	9.6	11.7	23.8	32.4	37.3	2.5	102.9	36.1	15.4	-5.4	-1.3	-10.6	6.6	-4.2	-6.5	9.0	-7.3	-31.0	
Americas	219.3	69.7	81.7	157.1	200.2	218.3	14.8	92.2	27.4	9.0	2.7	3.3	2.1	8.8	3.7	-2.2	6.1	-0.2	0.5	
North America	146.6	46.5	57.2	101.9	126.6	137.3	9.3	78.2	24.3	8.4	0.2	0.7	-0.3	6.7	1.1	-4.9	2.2	-1.9	-1.1	
Caribbean	26.1	10.4	14.5	23.6	28.2	31.4	2.1	62.3	19.9	11.0	0.2	-1.0	1.6	0.8	-2.7	-1.1	5.7	-1.7	0.7	
Central America	10.9	3.1	4.7	9.3	11.5	12.9	0.9	97.6	24.5	11.7	2.4	-0.8	6.3	5.4	-1.6	-5.5	14.8	3.1	1.2	
South America	35.6	9.8	5.3	22.4	33.8	36.7	2.5	319.3	51.2	8.6	13.9	15.1	12.1	20.2	17.4	6.7	19.7	8.3	7.6	
Africa	68.8	18.9	19.9	47.2	65.2	73.9	5.0	137.2	38.2	13.5	12.4	9.8	14.8	12.4	9.3	7.9	20.3	13.4	11.4	
North Africa	25.6	5.6	6.6	19.1	26.9	31.3	2.1	190.8	40.8	16.3	14.2	12.1	15.8	16.3	13.4	7.0	25.3	12.8	10.7	
Subsaharan Africa	43.2	13.4	13.3	28.1	38.3	42.7	2.9	110.8	36.4	11.5	10.9	8.2	13.9	9.8	6.0	8.5	15.6	14.0	12.2	
Middle East	71.6	19.4	30.5	68.0	93.4	101.2	6.9	123.0	37.4	8.3	-4.2	-0.3	-8.7	5.1	-2.2	-4.0	-5.9	-13.7	-7.3	
Memorandum ²																				
ASEAN	138.0	25.5	3.1	41.6	97.5	121.3	8.3	↑	134.2	24.4	5.5	8.2	2.6	24.0	1.2	0.1	3.8	3.7	0.5	
G20	1002	301	350	720	902	1002	68.2	105.8	25.2	11.1	4.9	5.2	4.7	11.7	4.8	0.2	11.2	1.8	2.2	
GCC	47.7	13.4	18.3	47.8	68.1	75.6	5.1	161.0	42.5	11.0	-7.1	-3.1	-12.4	1.9	-4.9	-6.7	-10.4	-18.7	-9.1	
LDCs	34.2	9.8	7.5	17.1	27.4	31.2	2.1	127.1	60.4	14.0	10.5	11.2	9.8	10.1	14.6	9.2	12.2	11.7	5.6	
LLDCs	50.2	12.1	13.2	32.0	45.0	52.8	3.6	143.0	40.7	17.4	9.1	6.6	11.2	7.3	5.8	6.7	14.5	10.5	8.8	
SIDS	39.5	9.7	11.2	25.0	35.1	40.0	2.7	124.4	40.4	13.8	-0.5	-3.0	2.3	3.0	-4.2	-7.5	4.0	1.9	1.0	

Source: World Tourism Organization (UN Tourism)

(Data as collected by UN Tourism, September 2025)

* Provisional data

¹ Classification based on the International Monetary Fund (IMF).² 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)

Arrows (↑) indicate percentage change above 1000. (See Methodological Notes).

International Tourist Arrivals by (Sub)region

(Percent changes are over 2019)

	(millions)						Share (%)	Change (%)			Monthly/ quarterly data								
								Change (%)			Change (%)								
								2024*			2025 over 2019*								
	2019	2020	2021	2022	2023	2024*	2024*	22/19	23/19	24/19*	YTD	Q1	Q2	Jan.	Feb.	Mar.	Apr.	May	Jun.
World	1468	408	461	976	1307	1470	100	-33.5	-10.9	0.2	3.7	4.4	3.1	8.5	4.9	0.1	2.8	4.8	1.9
Advanced economies ¹	777	221	240	545	716	783	53.3	-29.8	-7.9	0.8	4.1	3.4	18.9	6.3	3.6	0.7	5.8	7.0	1.6
Emerging economies ¹	691	187	221	431	591	686	46.7	-37.7	-14.4	-0.6	3.1	5.3	4.6	10.6	6.2	-0.5	-0.7	1.9	2.3
<i>By UNWTO regions:</i>																			
Europe	745.8	240.8	302.8	610.7	710.6	758.6	51.6	-18.1	-4.7	1.7	7.2	6.1	7.8	8.3	8.0	2.8	8.8	11.3	4.3
Northern Europe	83.9	23.7	21.9	67.1	79.4	87.1	5.9	-20.0	-5.4	3.8	12.4	12.1	12.5	10.4	12.9	12.9	13.6	14.3	10.3
Western Europe	205.2	83.5	87.6	182.7	207.9	215.3	14.6	-10.9	1.3	4.9	7.9	5.8	9.4	11.3	5.2	1.9	8.5	16.7	4.3
Central/Eastern Eur.	152.5	45.2	54.4	95.4	114.8	125.6	8.5	-37.4	-24.7	-17.6	-11.3	-11.9	-10.9	-11.8	-10.5	-13.3	-10.7	-9.5	-12.5
Southern/Medit. Eur.	304.2	88.4	138.9	265.5	308.5	330.6	22.5	-12.7	1.4	8.7	14.4	15.5	13.8	18.7	21.0	8.9	17.8	16.4	9.1
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Asia and the Pacific	362.1	59.0	26.5	92.7	237.8	317.8	21.6	-74.4	-34.3	-12.2	-8.2	-7.2	-9.2	-0.9	-10.1	-10.5	-9.3	-7.2	-11.2
North-East Asia	170.3	20.3	10.9	20.5	94.9	144.7	9.8	-88.0	-44.3	-15.0	-8.2	-8.5	-7.9	-5.5	-11.1	-9.1	-7.7	-6.8	-9.4
South-East Asia	138.1	25.6	3.1	41.6	97.5	121.4	8.3	-69.8	-29.3	-12.1	-8.0	-6.6	-9.5	2.7	-10.6	-12.1	-11.4	-5.8	-11.1
Oceania	17.5	3.6	0.9	6.8	12.9	14.4	1.0	-61.3	-26.0	-17.4	-14.9	-15.4	-14.3	-10.4	-19.1	-16.1	-15.2	-14.2	-13.3
South Asia	36.3	9.6	11.7	23.8	32.4	37.3	2.5	-34.4	-10.8	3.0	-5.3	1.4	-13.3	11.1	1.3	-8.3	-6.7	-12.2	-22.1
Americas	219.3	69.7	81.7	157.1	200.2	218.3	14.8	-28.4	-8.7	-0.5	1.1	4.9	-2.6	8.4	6.4	0.1	-2.0	-2.6	-3.3
North America	146.6	46.5	57.2	101.9	126.6	137.3	9.3	-30.5	-13.6	-6.3	-6.7	-3.2	-9.7	1.8	-1.9	-8.6	-9.6	-9.0	-10.3
Caribbean	26.1	10.4	14.5	23.6	28.2	31.4	2.1	-9.7	8.2	20.1	16.4	14.9	18.2	16.0	15.4	13.5	16.2	14.8	23.7
Central America	10.9	3.1	4.7	9.3	11.5	12.9	0.9	-15.3	5.4	17.7	21.1	18.7	24.0	13.4	20.6	22.6	19.4	29.5	24.3
South America	35.6	9.8	5.3	22.4	33.8	36.7	2.5	-37.2	-5.1	3.0	11.9	17.4	4.4	19.4	18.9	13.3	8.1	4.3	0.3
Africa	68.8	18.9	19.9	47.2	65.2	73.9	5.0	-31.5	-5.3	7.5	19.7	16.4	22.9	17.8	22.1	9.7	16.8	33.0	20.3
North Africa	25.6	5.6	6.6	19.1	26.9	31.3	2.1	-25.4	5.0	22.1	40.9	37.9	43.2	43.8	52.1	20.8	36.8	69.0	31.0
Subsaharan Africa	43.2	13.4	13.3	28.1	38.3	42.7	2.9	-35.0	-11.3	-1.2	5.7	4.1	7.5	4.8	4.7	2.7	2.0	10.2	10.7
Middle East	71.6	19.4	30.5	68.0	93.4	101.2	6.9	-5.1	30.4	41.2	29.3	42.0	15.9	51.9	47.4	27.6	11.5	-4.1	43.8
<i>Memorandum²</i>																			
ASEAN	138.0	25.5	3.1	41.6	97.5	121.3	8.3	-69.8	-29.4	-12.1	-8.0	-6.7	-9.5	2.7	-10.6	-12.1	-11.4	-5.8	-11.2
G20	1002	301	350	720	902	1002	68.2	-28.1	-10.0	0.0	4.7	6.0	3.7	9.4	7.3	1.9	4.3	4.9	2.3
GCC	47.7	13.4	18.3	47.8	68.1	75.6	5.1	0.1	42.7	58.4	36.4	51.6	19.1	60.9	54.8	39.1	16.2	-14.1	67.8
LDCs	34.2	9.8	7.5	17.1	27.4	31.2	2.1	-50.1	-19.9	-8.7	-2.8	-4.9	-0.4	-3.4	-4.6	-6.6	-0.9	2.2	-2.5
LLDCs	50.2	12.1	13.2	32.0	45.0	52.8	3.6	-36.3	-10.3	5.3	16.6	12.4	20.3	13.8	14.5	9.3	20.6	25.6	15.2
SIDS	39.5	9.7	11.2	25.0	35.1	40.0	2.7	-36.6	-11.0	1.2	-1.0	-1.6	-0.4	1.0	-0.7	-4.8	-1.4	0.4	-0.2

Source: World Tourism Organization (UN Tourism)

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

For regularly updated data, please check the UN Tourism Dashboard: www.untourism.int/tourism-data/un-tourism-tourism-dashboard



The World Tourism Organization (UN Tourism), a United Nations specialized agency, is the leading international organization with the decisive and central role in promoting the development of responsible, sustainable and universally accessible tourism. It serves as a global forum for tourism policy issues and a practical source of tourism know-how. Its membership includes 160 countries, 6 territories, 2 permanent observers and over 500 Affiliate Members.

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