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# World Tourism Barometer (PPT version)

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Volume 20 · Issue 6 · November 2022

UNWTO Tourism Market Intelligence and Competitiveness Department

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2. Best performing destinations in January-September 2022
3. UNWTO Confidence Index
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5. Economic contribution of tourism

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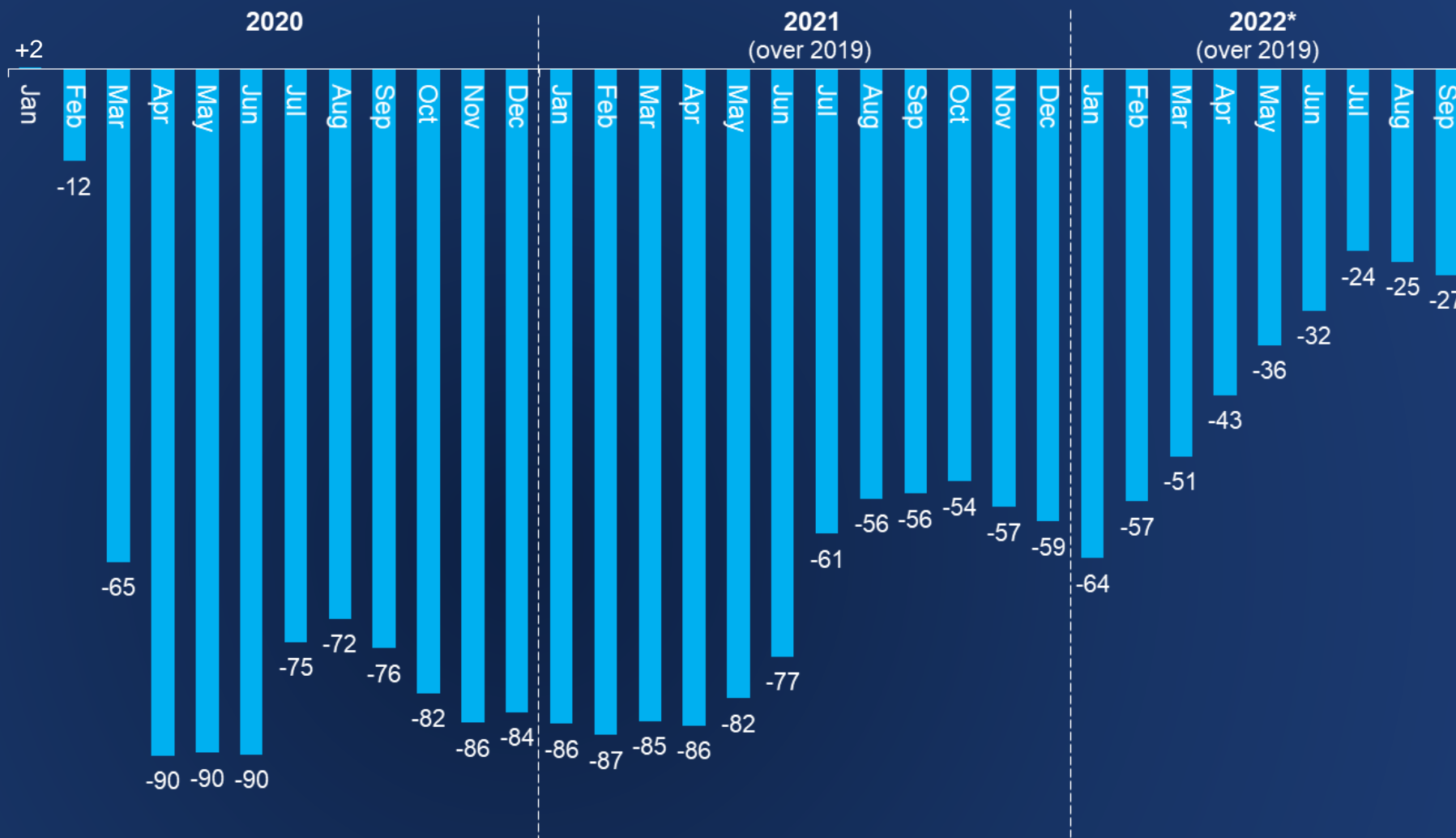
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# International tourist arrivals

(% change vs. 2019)

Source: UNWTO (Nov. 2022)

\* Provisional data



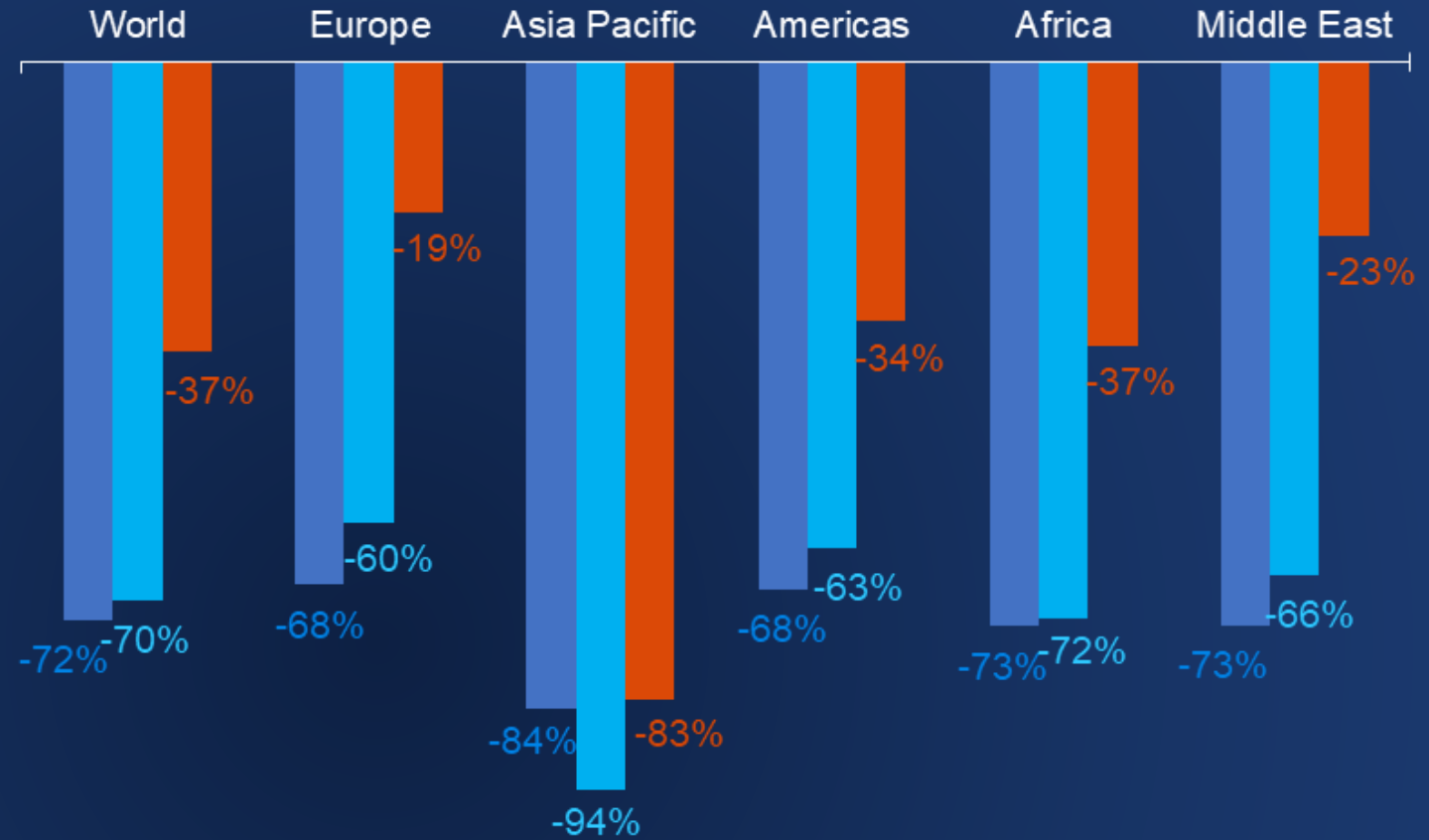
## International tourist arrivals: World

(% change vs. 2019)



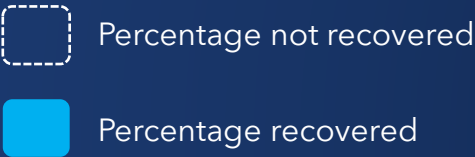
Source: UNWTO (Nov. 2022)

\* Provisional data

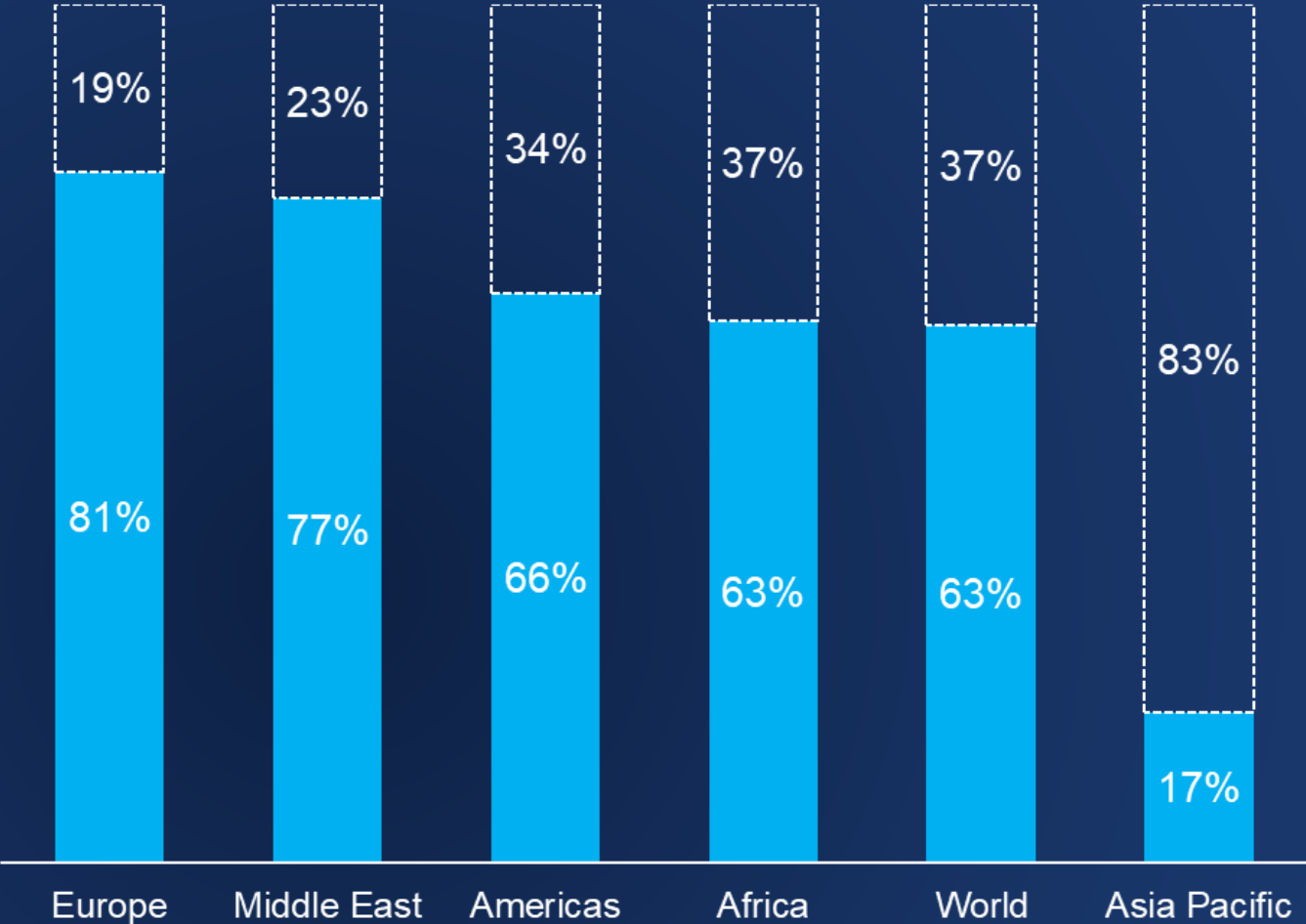


International tourist arrivals:

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



Source: UNWTO (November 2022)  
\* Percentage of Jan-Sep 2019 arrivals reached in Jan-Sep 2022.



# International tourist arrivals by region

(% change vs. 2019)

## World

2021: -70%

Jan-Sep 2022: -37%

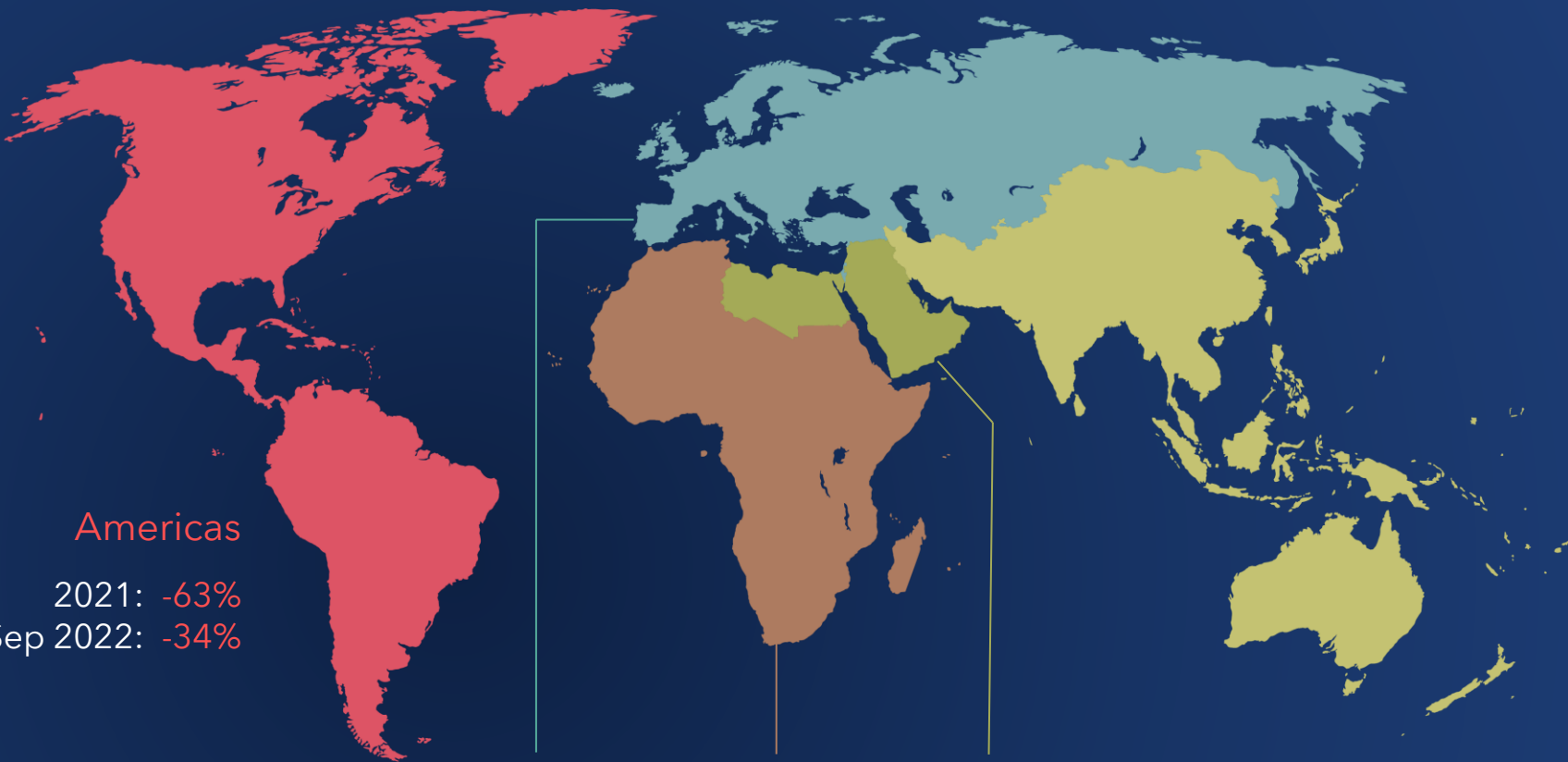
## Americas

2021: -63%

Jan-Sep 2022: -34%

Source: UNWTO

(Data as of Nov. 2022)



## Europe

2021: -60%

Jan-Sep 2022: -19%

## Africa

-72%

-37%

## Middle East

-66%

-23%

## Asia Pacific

-94%

-83%

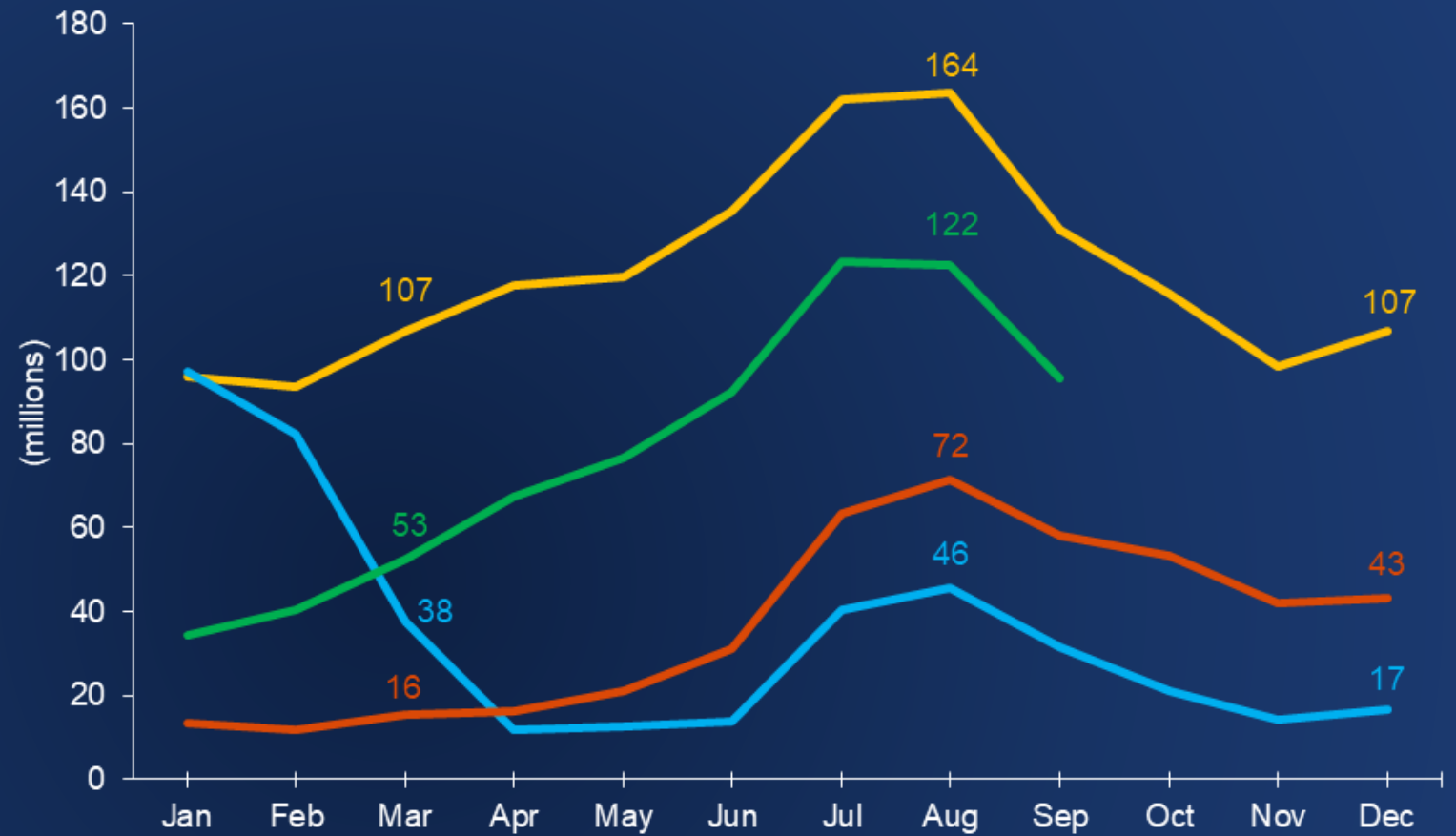
## International tourist arrivals: **World**

(millions)



Source: UNWTO (November 2022)

\* Provisional data





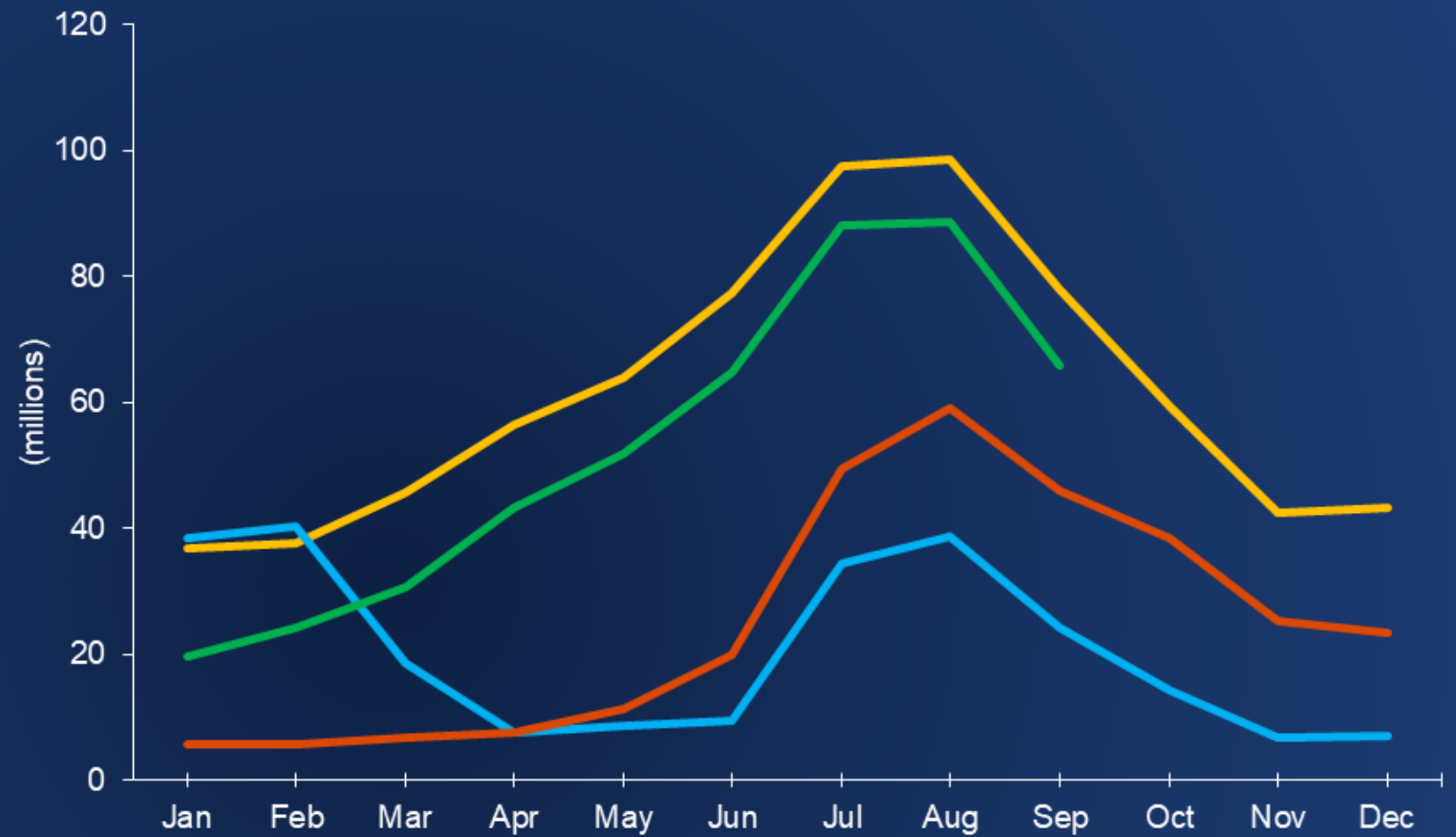
## International tourist arrivals: Europe

(millions)



Source: UNWTO (November 2022)

\* Provisional data



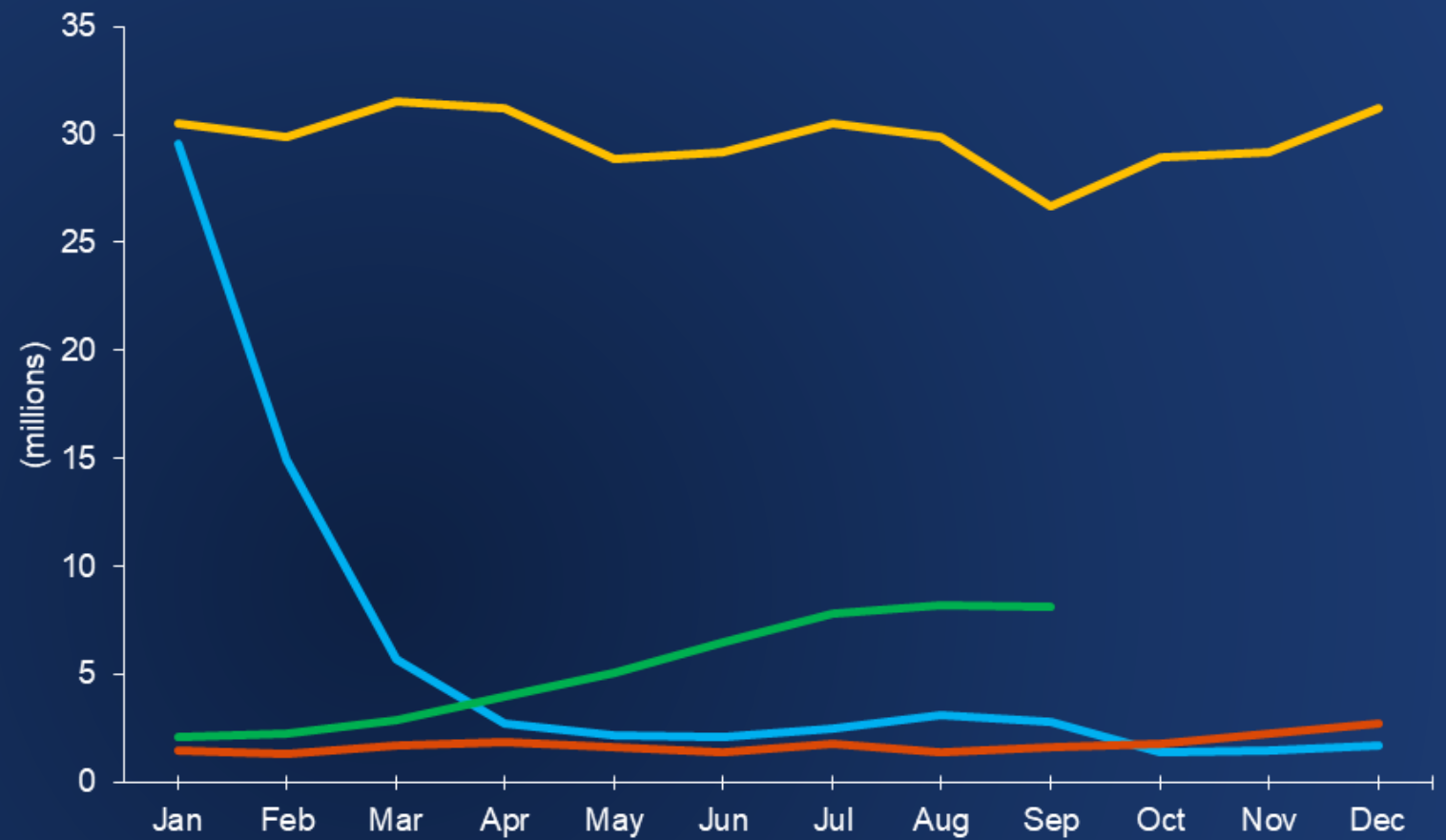
## International tourist arrivals: Asia Pacific

(millions)



Source: UNWTO (November 2022)

\* Provisional data



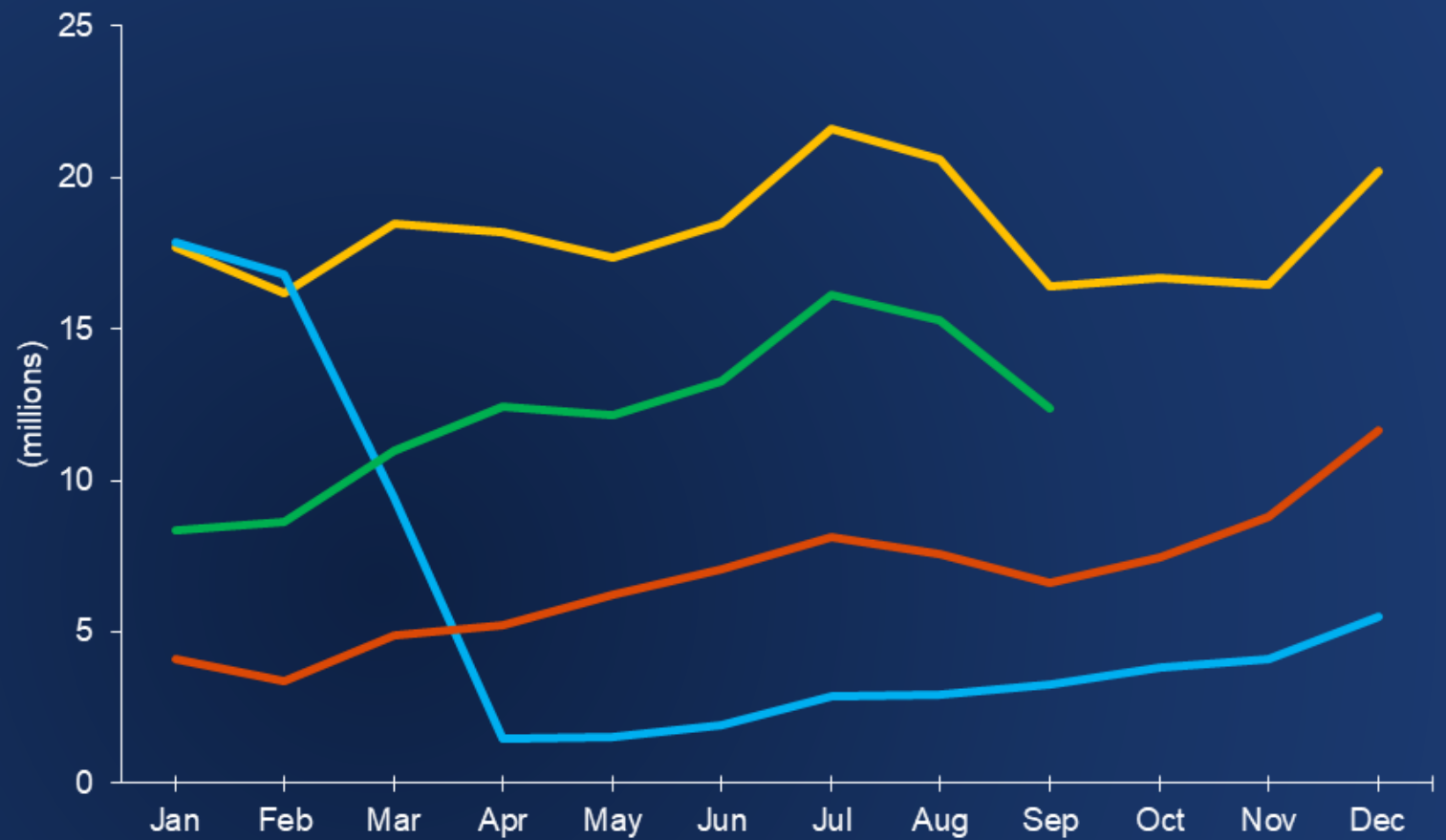
## International tourist arrivals: Americas

(millions)



Source: UNWTO (November 2022)

\* Provisional data



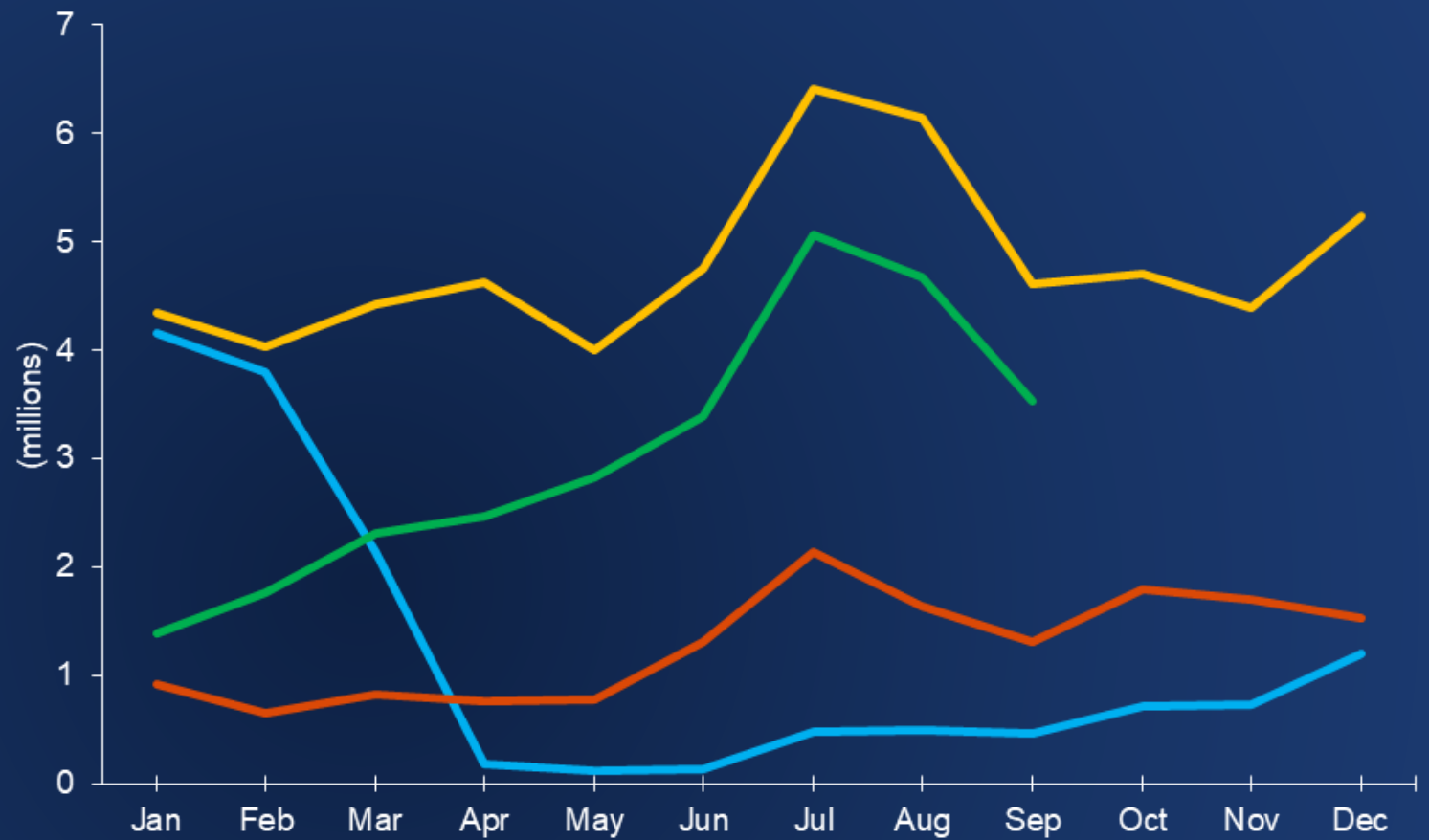
## International tourist arrivals: Africa

(millions)



Source: UNWTO (November 2022)

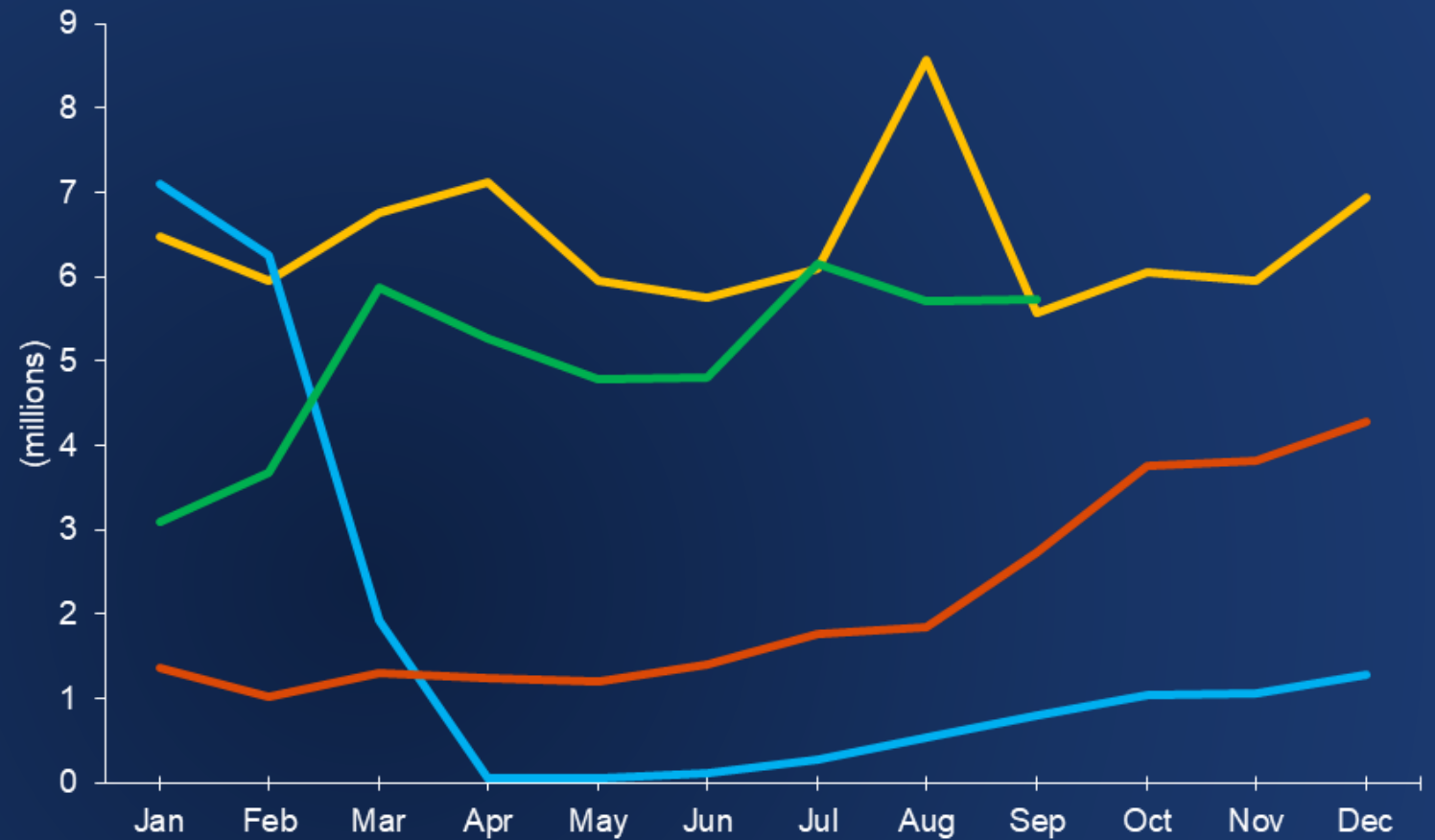
\* Provisional data



## International tourist arrivals: Middle East (millions)



Source: UNWTO (November 2022)  
\* Provisional data



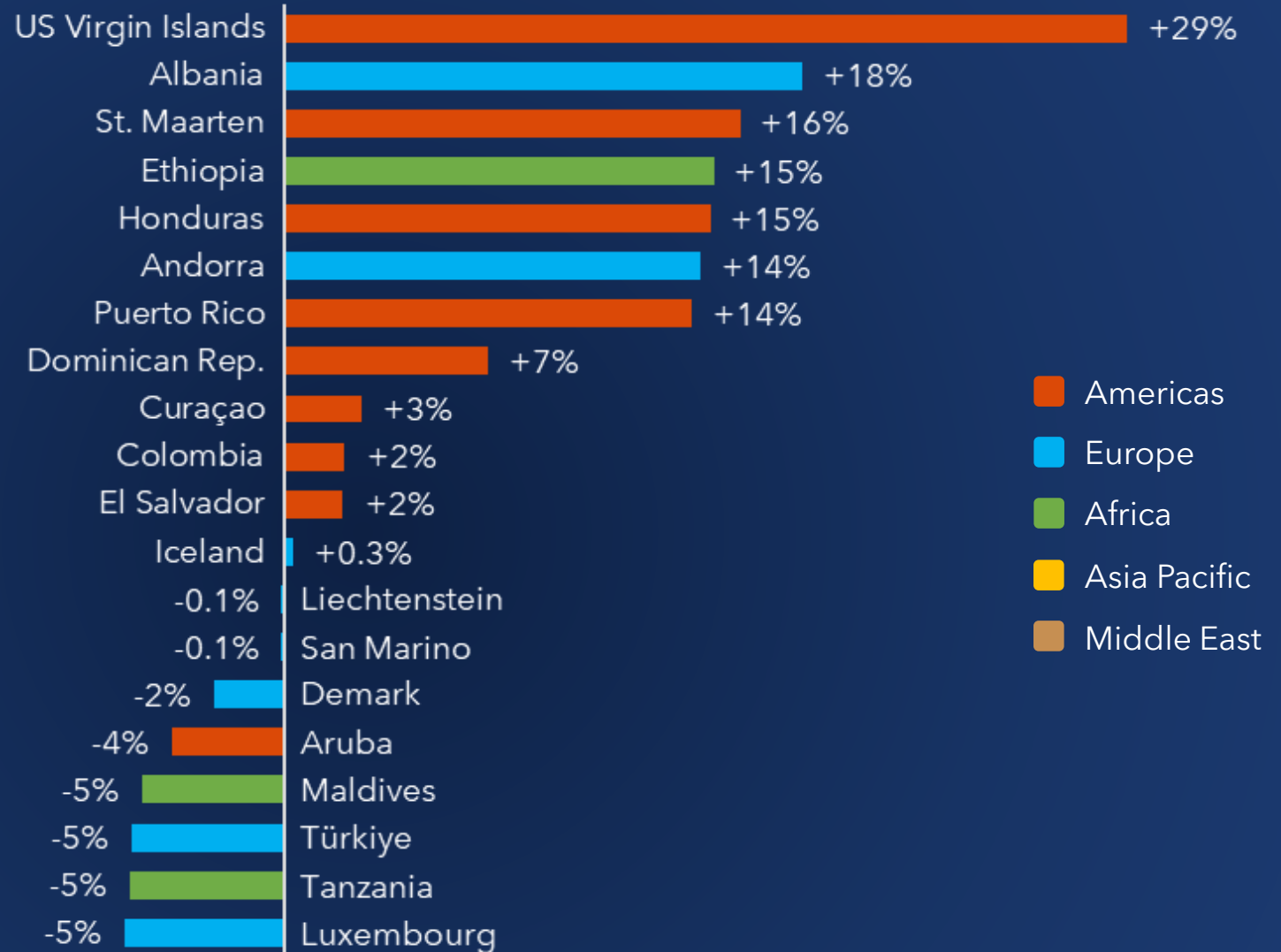
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## Best performing destinations in January-Sept. 2022\*

International tourist arrivals  
(% change vs. 2019)

Source: UNWTO (Nov. 2022)

\* Based on destinations with available data for the first 7 to 9 months of 2022.

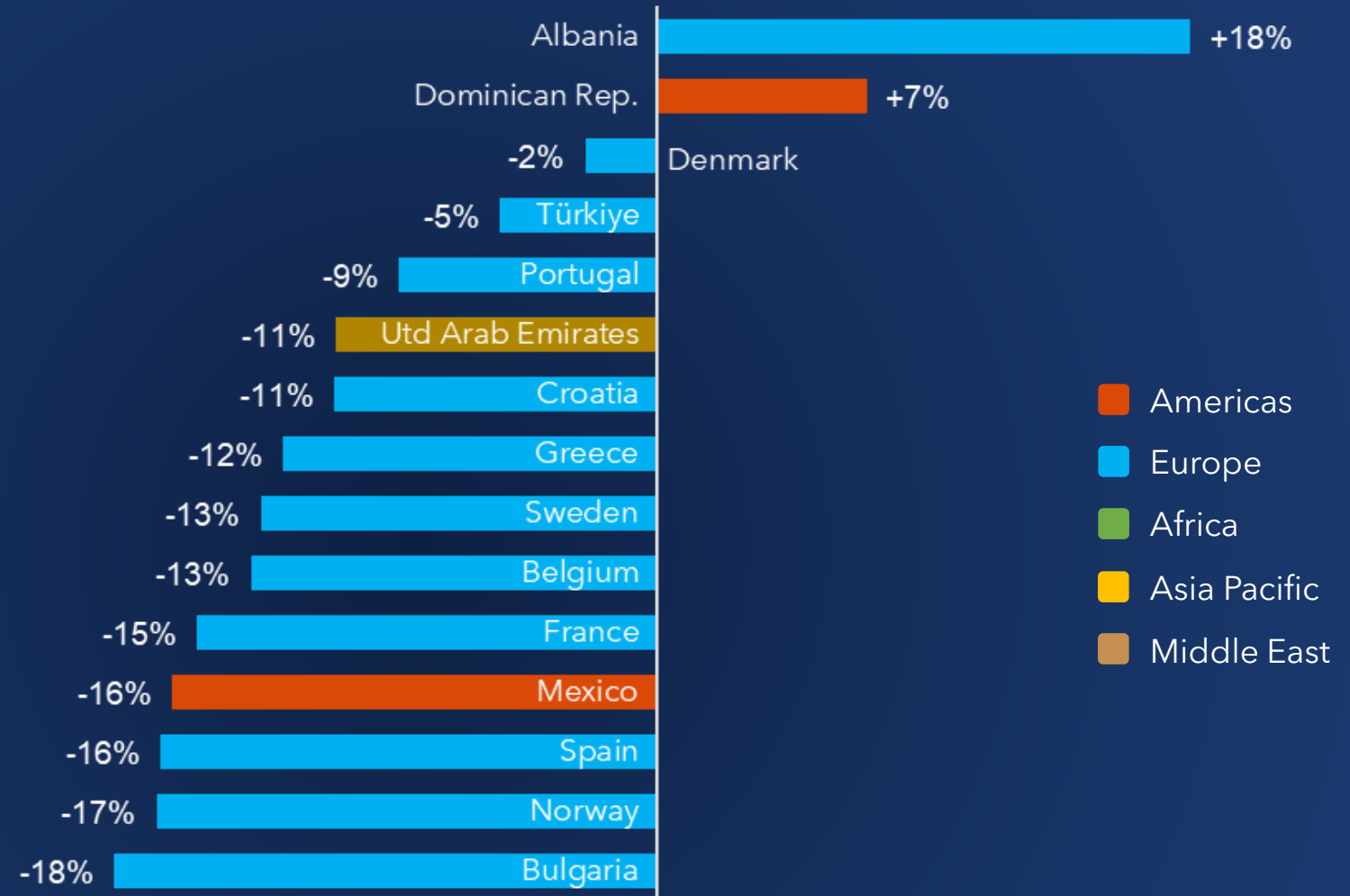


## Large best-performing destinations in January-Sept. 2022\*

International tourist arrivals  
(% change vs. 2019)

Source: UNWTO (Nov. 2022)

\* Based on destinations recording 5 million arrivals or more in 2019, reporting data for the first 7 to 9 months of 2022.



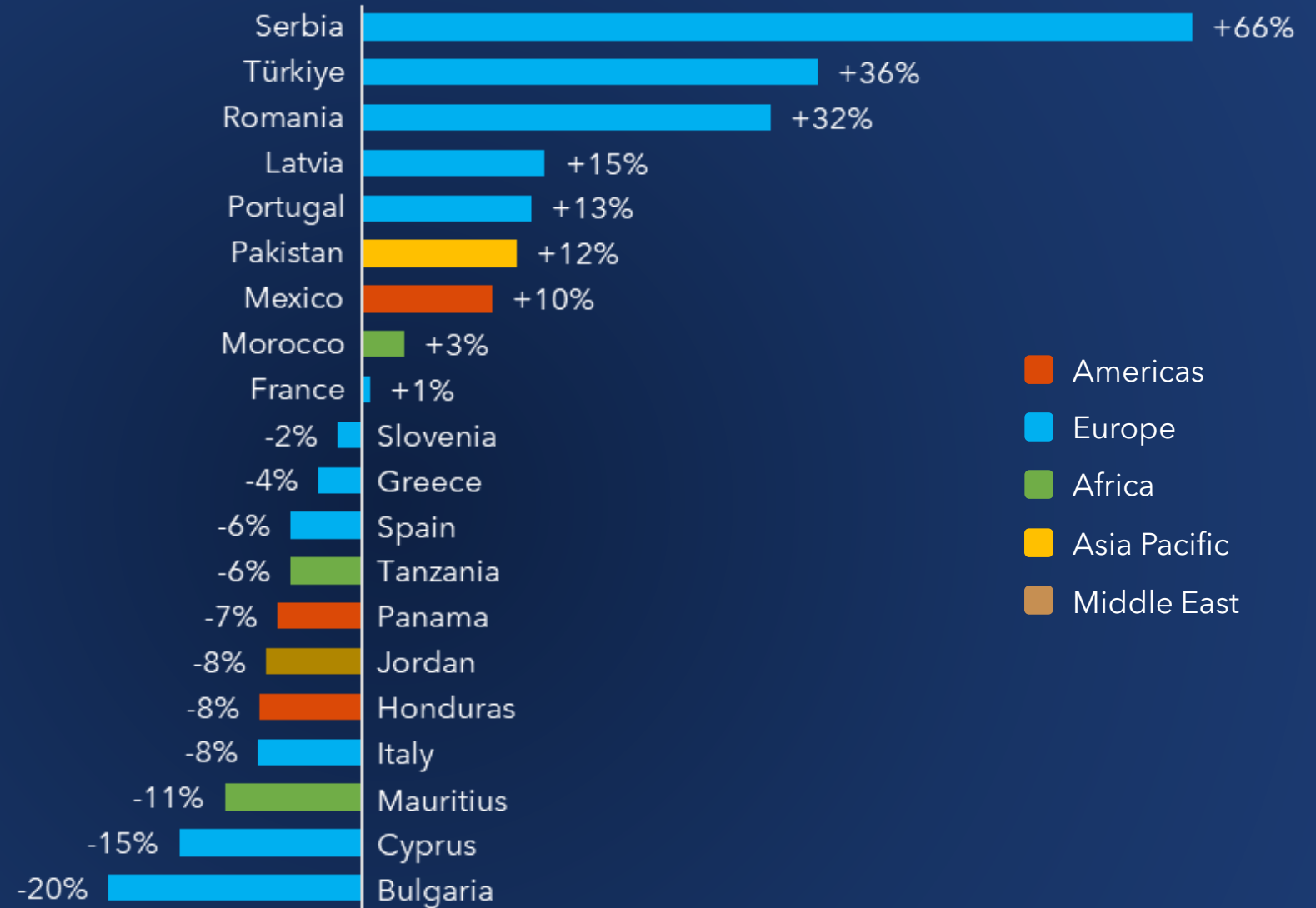


## Best performing destinations in terms of receipts: January-Sept. 2022\*

International tourism receipts  
(real % change vs. 2019)

Source: UNWTO (Nov. 2022)

\* Based on destinations with available data for the first 7 to 9 months of 2022.

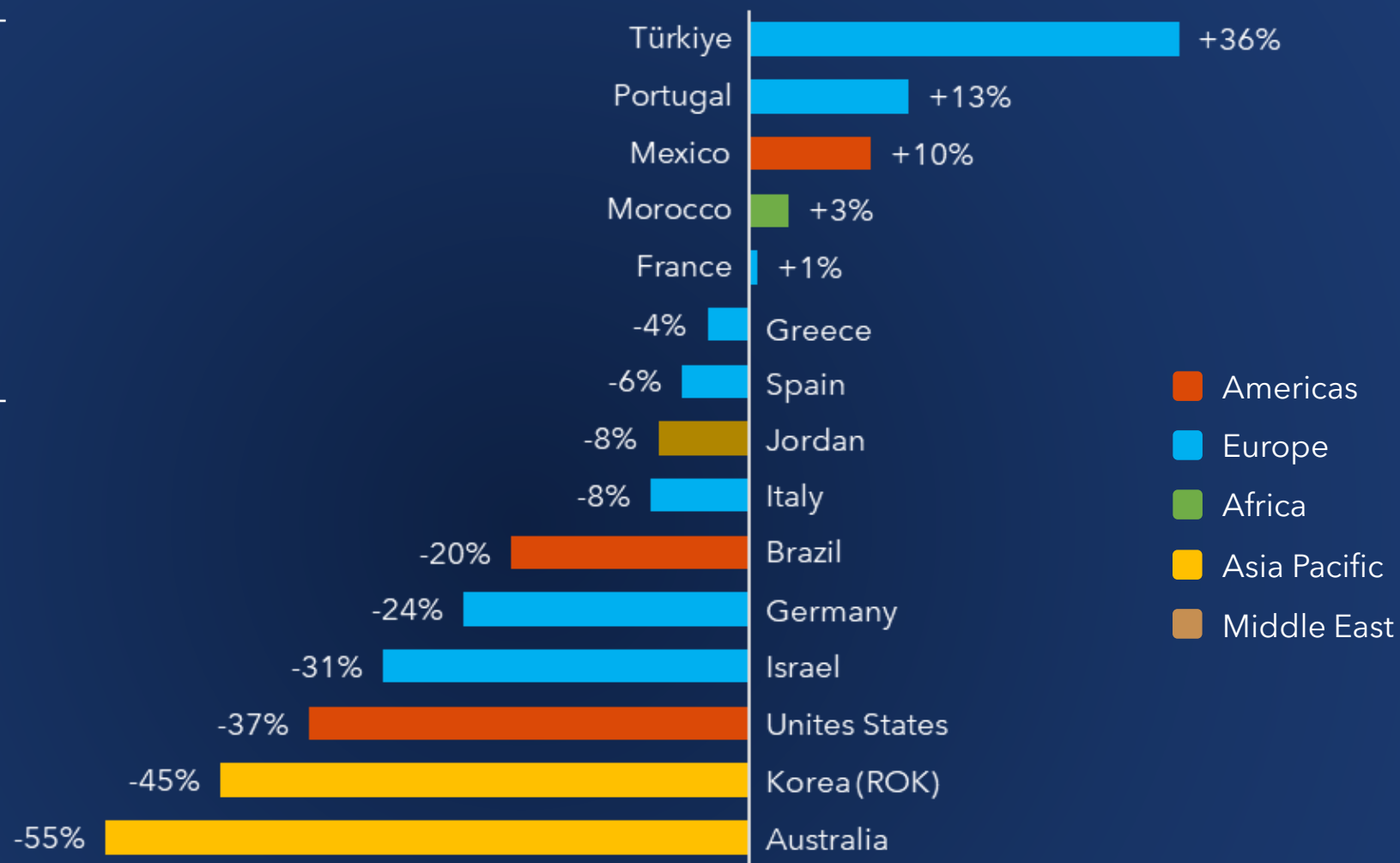


## Large best-performing destinations in terms of receipts: January-Sept. 2022\*

International tourism receipts  
(real % change vs. 2019)

Source: UNWTO (Nov. 2022)

\* Based on destinations earning USD 5 billion in receipts or more in 2019, reporting data for the first 7 to 9 months of 2022



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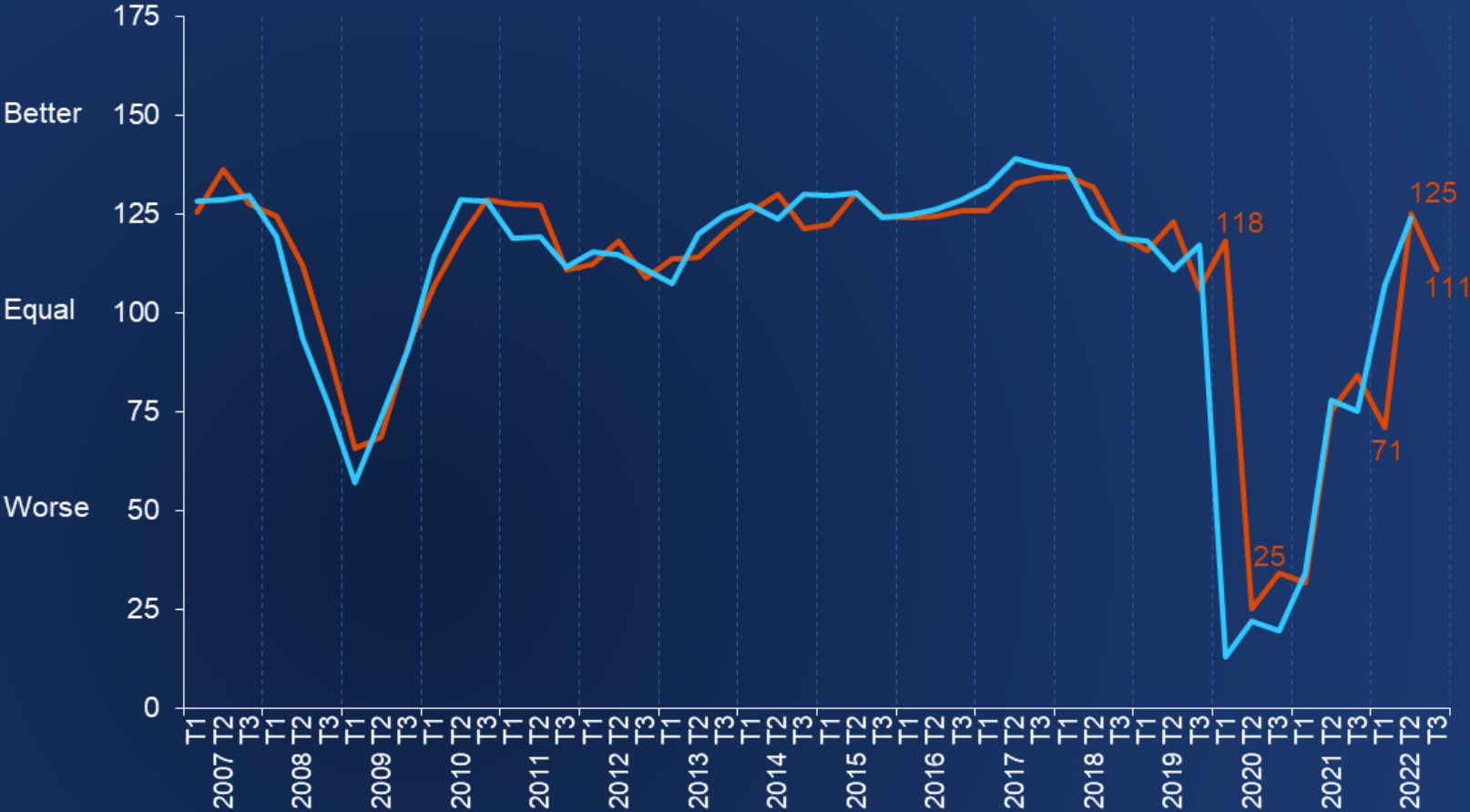
# UNWTO Confidence Index

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

Source: UNWTO Panel of Experts Survey (September 2022)

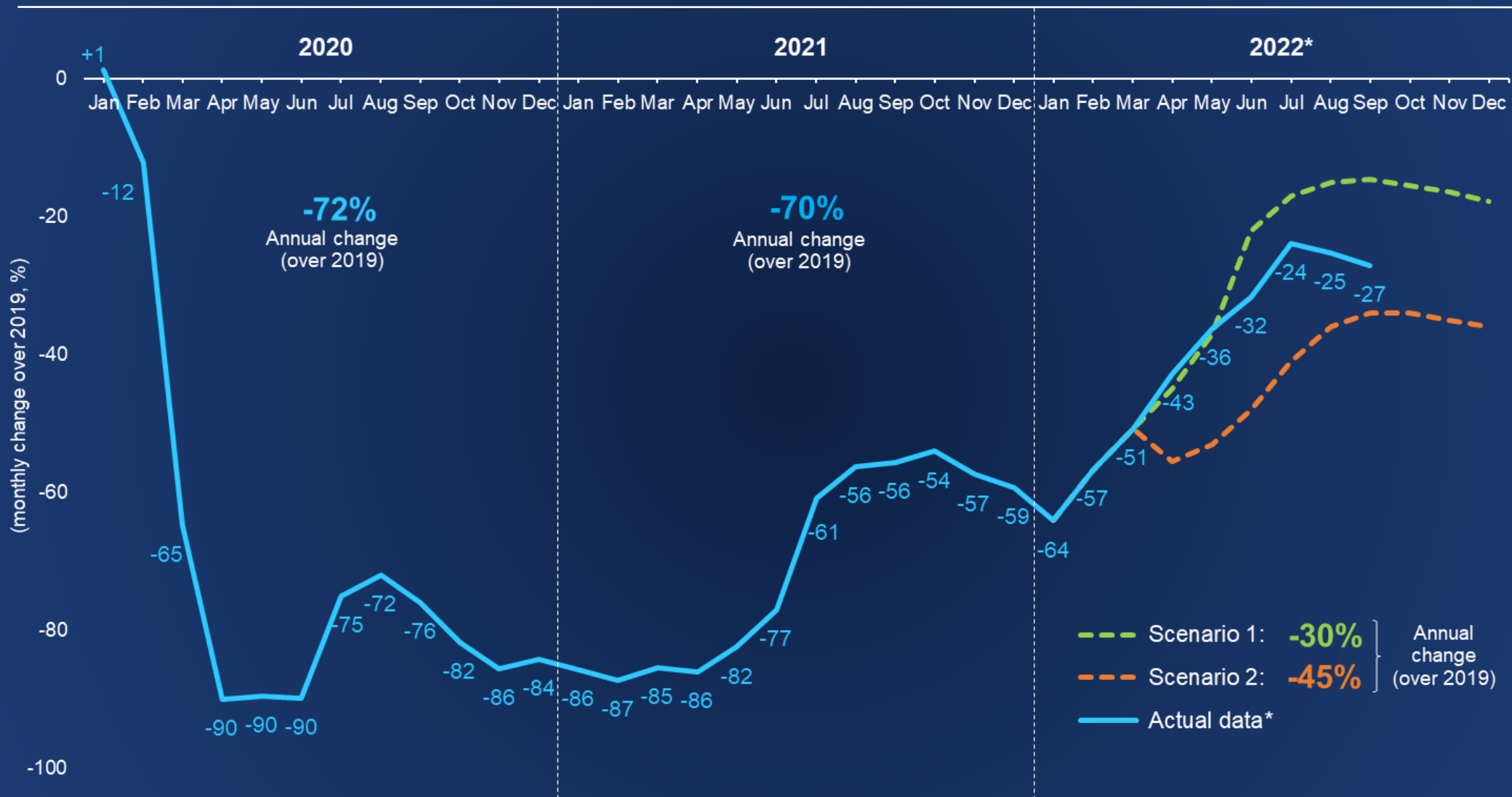
Note: The UNWTO Confidence Index reflects perceived performance (evaluation) and expectations (prospects) for the tourism sector every four months.

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



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## World: International tourist arrivals, 2020, 2021 and Scenarios for 2022 (monthly % change over 2019)



Source: UNWTO (November 2022)

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

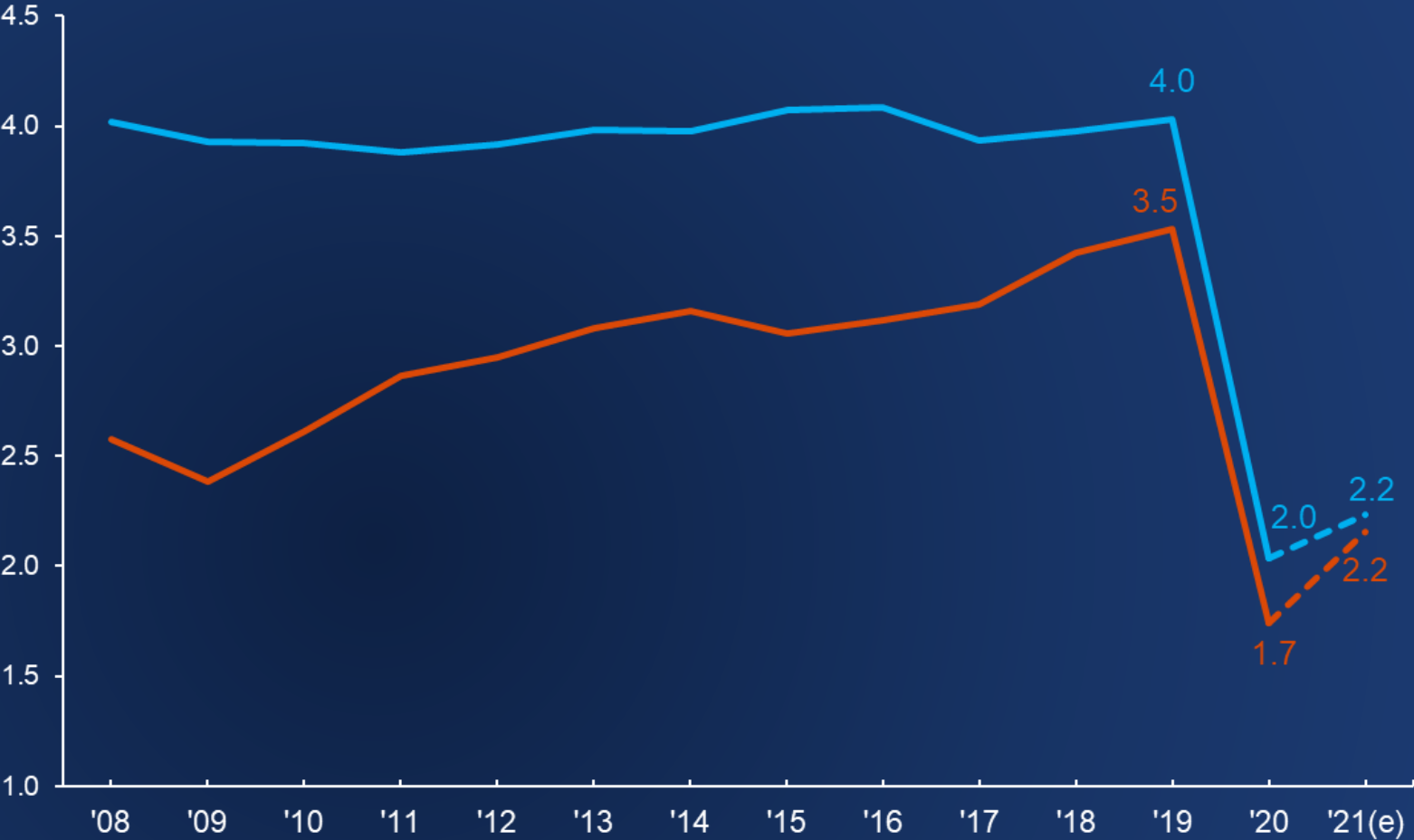
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# Tourism Direct Gross Domestic Product (TDGDP)\*

- 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.





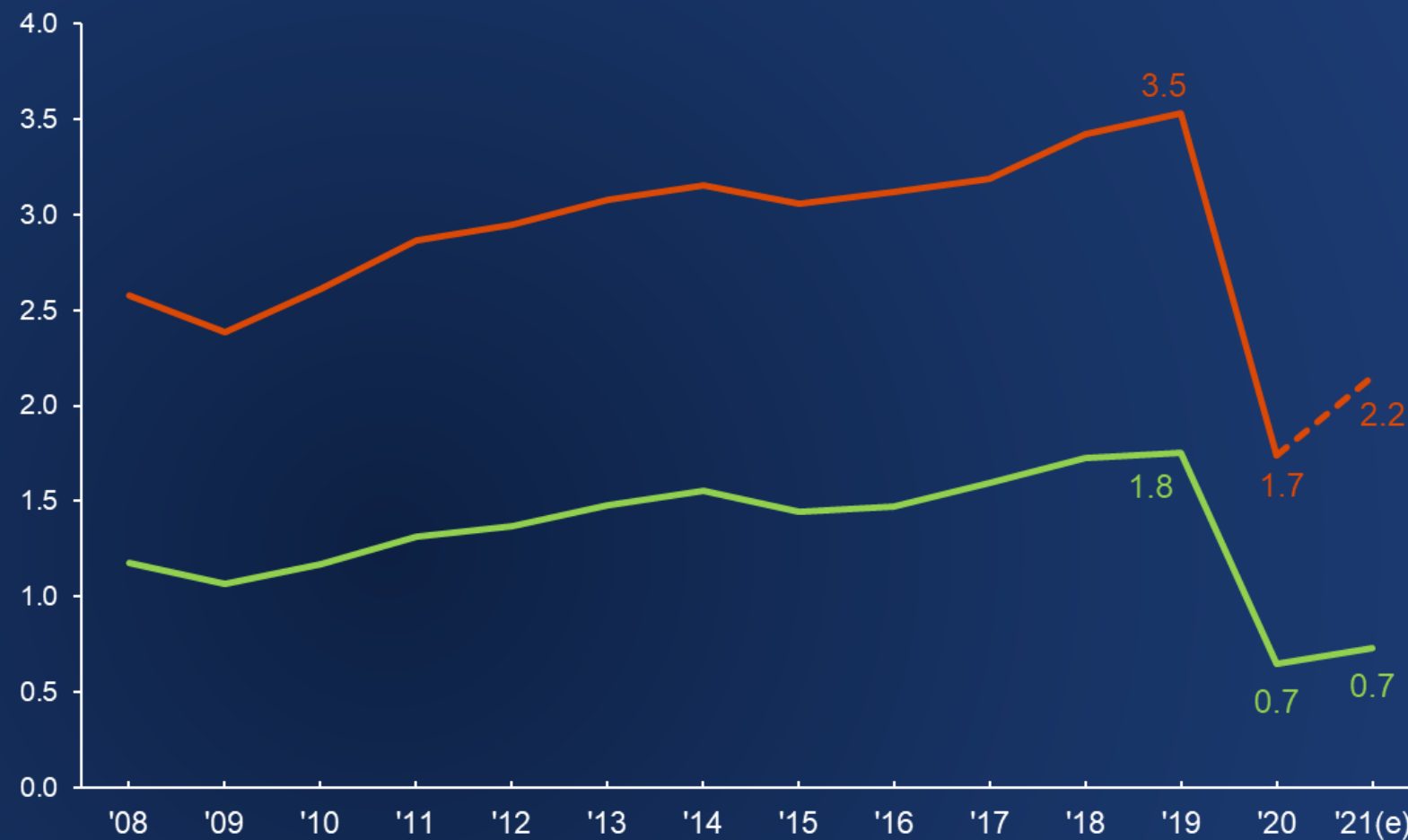
## Tourism direct GDP\* and Export revenues from tourism

(USD trillions)

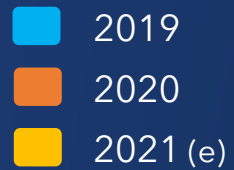
— TDGDP  
— Export revenues from tourism

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.



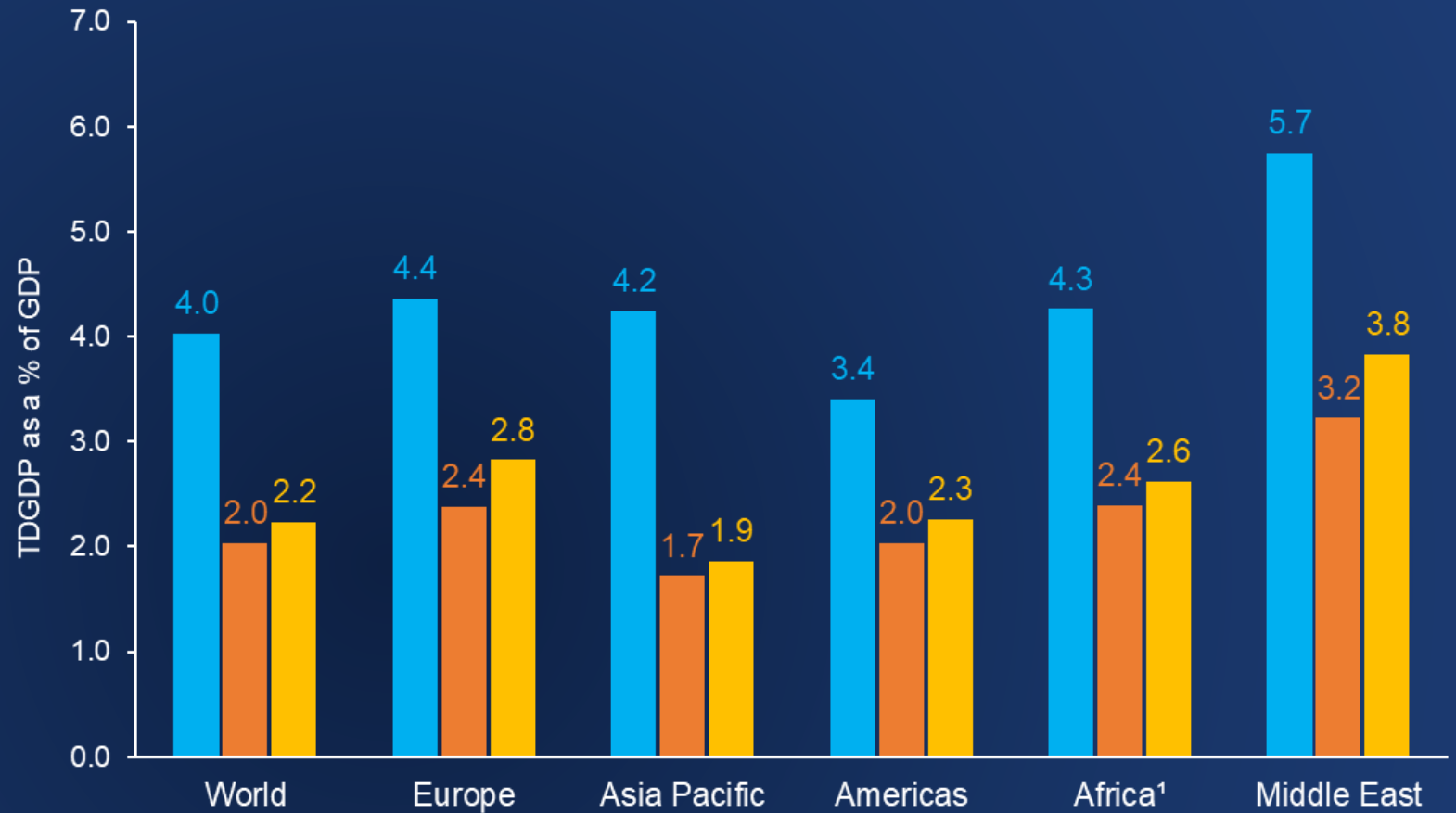
## Tourism Direct Gross Domestic Product (TDGDP), % of GDP



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.

