
World Tourism Barometer (PPT version)

Volume 20 · Issue 5 · September 2022

UNWTO Tourism Market Intelligence and Competitiveness Department

Contents

1. International tourist arrivals, January-July 2022
2. Best performing destinations in January-July 2022
3. UNWTO Panel of Tourism Experts – September Survey
4. Forward-looking Scenarios for 2022
5. Economic contribution of tourism (update)

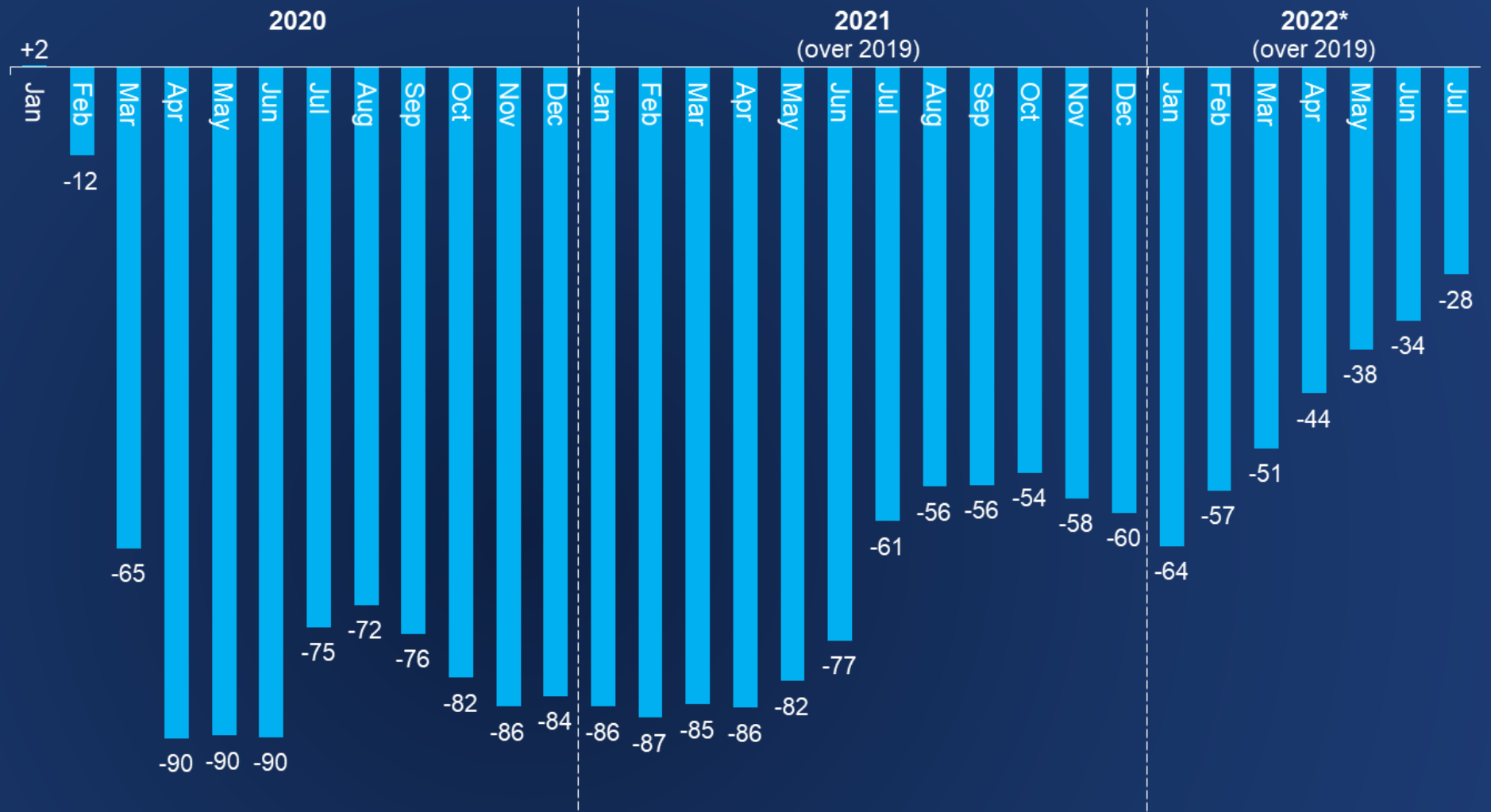
1. International tourist arrivals, January-July 2022
2. Best performing destinations in January-July 2022
3. UNWTO Panel of Tourism Experts – September Survey
4. Forward-looking Scenarios for 2022
5. Economic contribution of tourism (update)

International tourist arrivals

(% change vs. 2019)

Source: UNWTO (Sept. 2022)

* Provisional data



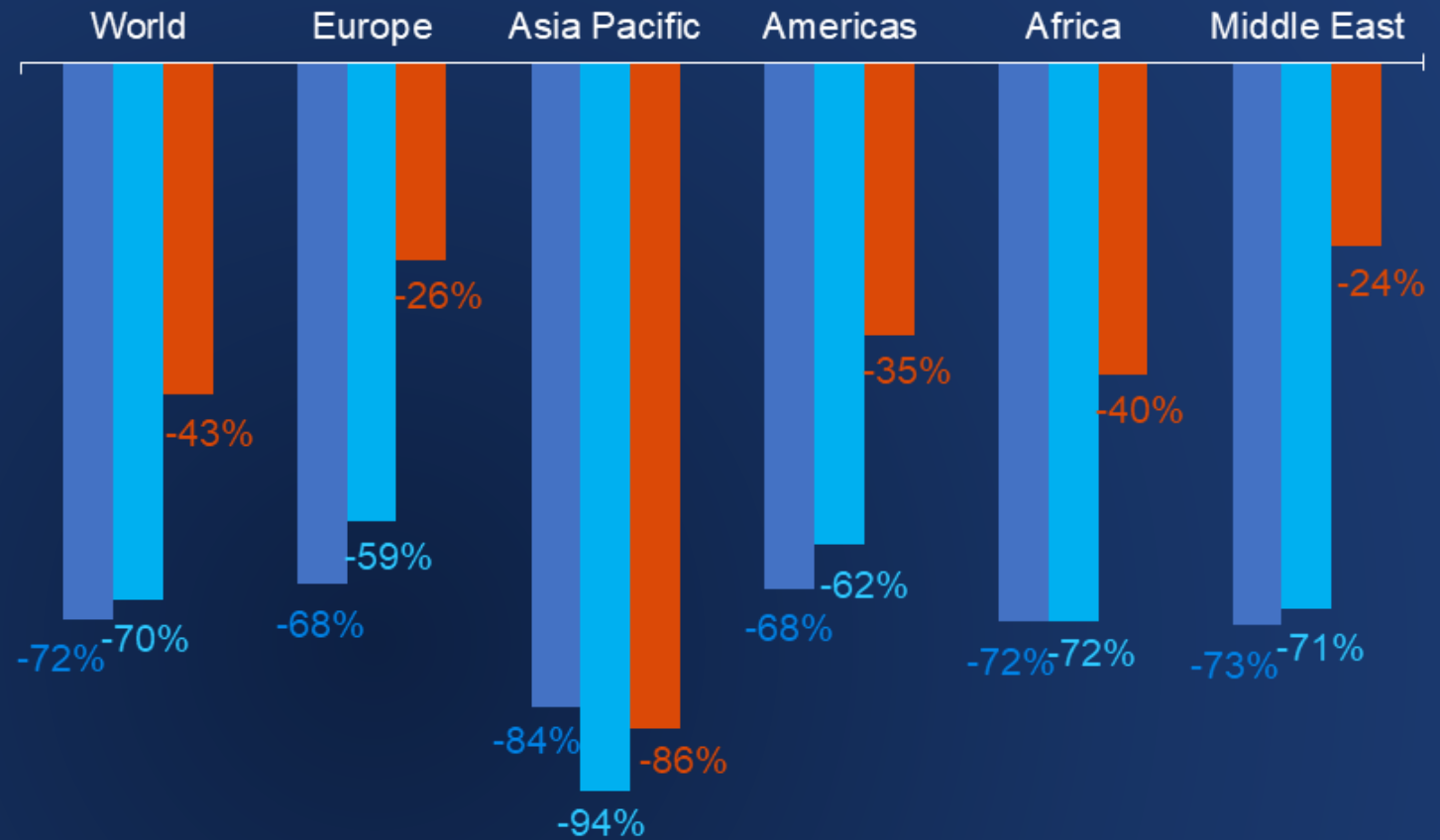
International tourist arrivals: World

(% change vs. 2019)



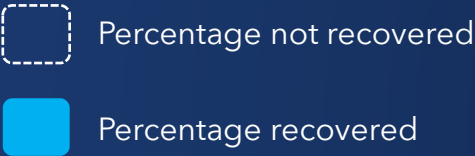
Source: UNWTO (Sept. 2022)

* Provisional data

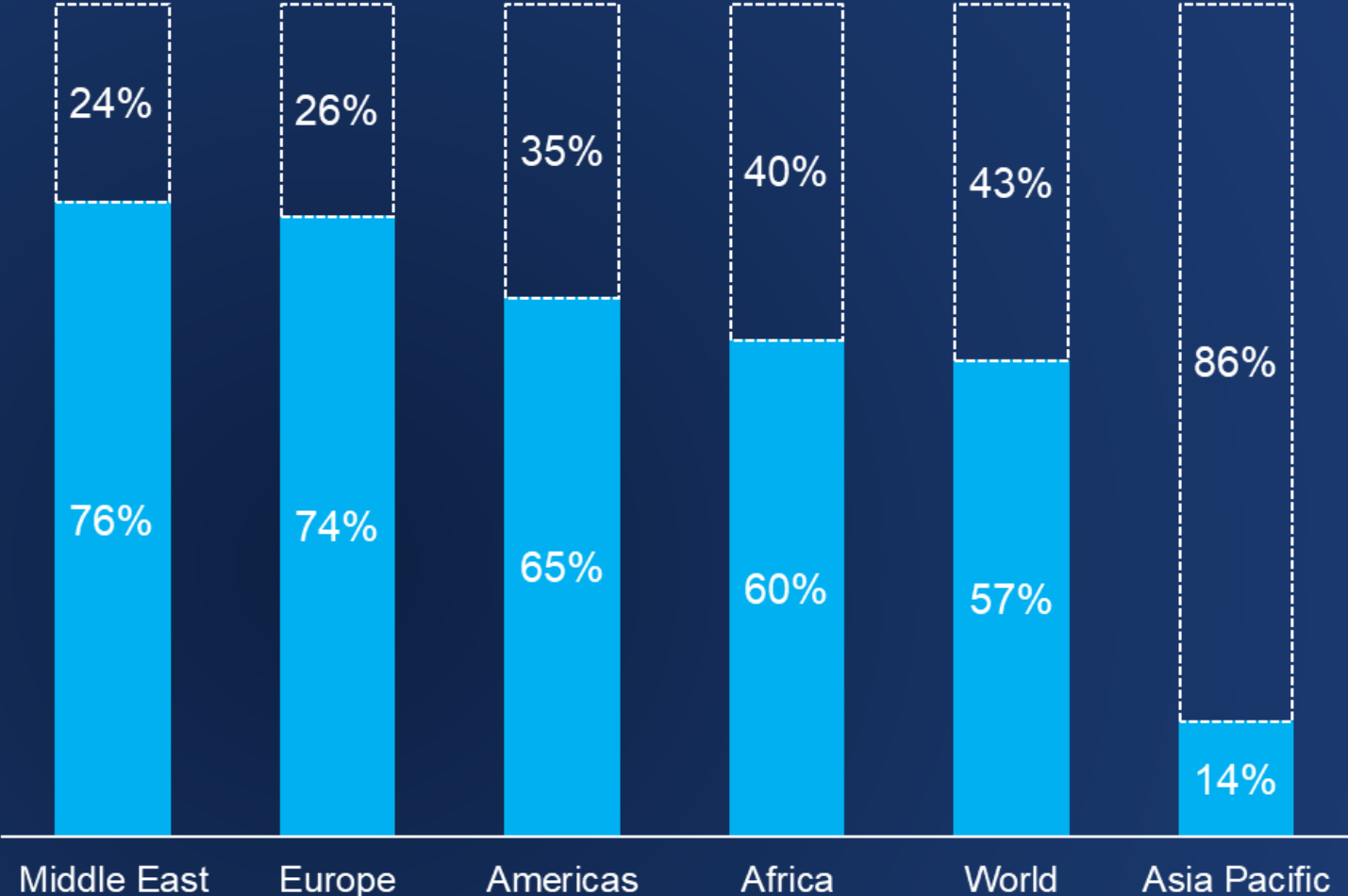


International tourist arrivals:

Percentage of 2019 levels recovered in January-July 2022 (%)*



Source: UNWTO (September 2022)
* Percentage of January-July 2019 arrivals reached in January-July 2022.



International tourist arrivals by region

(% change vs. 2019)

World

2021: -70%

Jan-Jul 2022: -43%

Source: UNWTO

(Data as of Sept. 2022)

Americas

2021: -62%

Jan-Jul 2022: -35%

Europe

2021: -59%

Jan-Jul 2022: -26%

Africa

-72%

-40%

Middle East

-71%

-24%

Asia Pacific

-94%

-86%

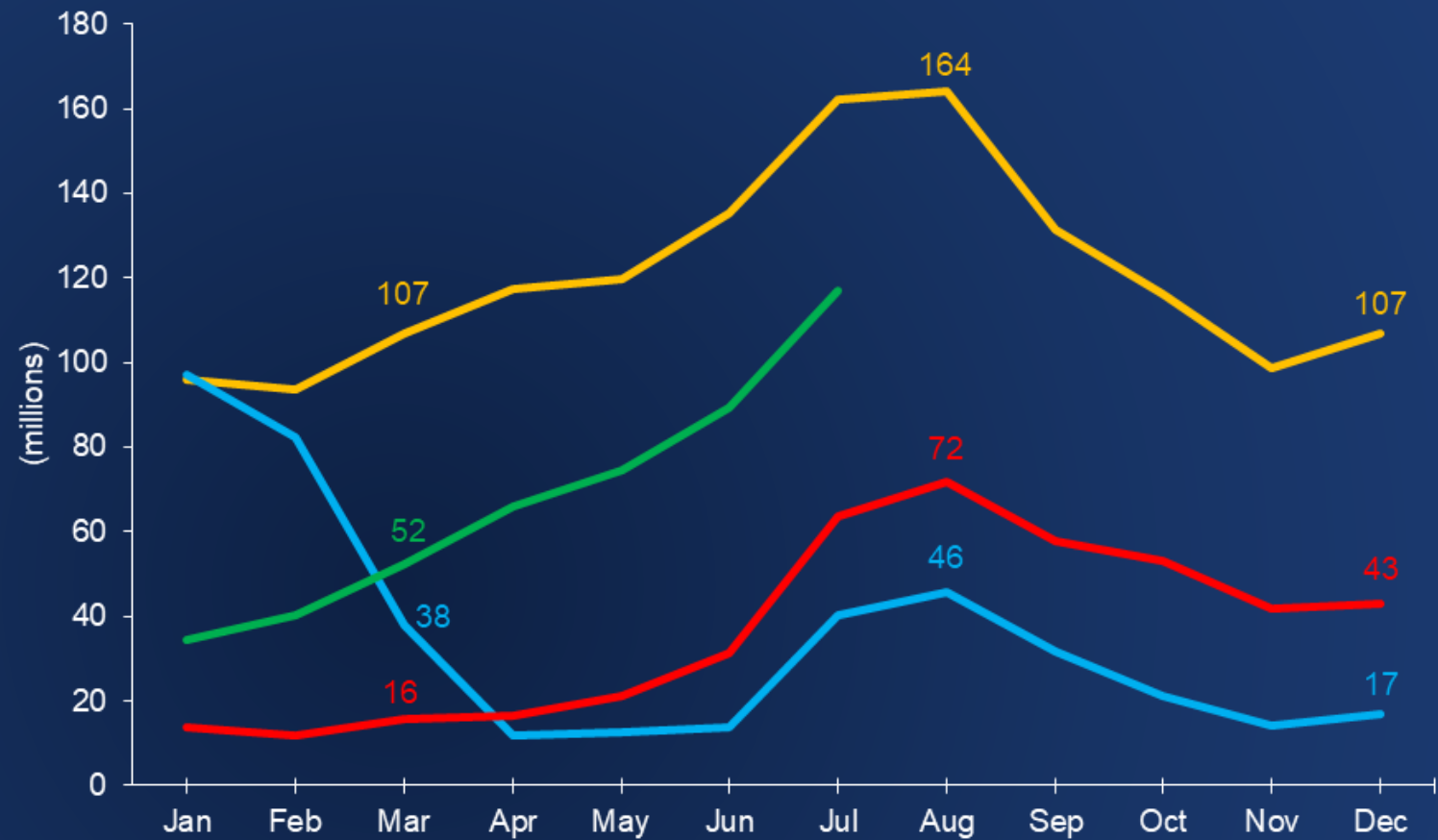
International tourist arrivals: **World**

(millions)



Source: UNWTO (September 2022)

* Provisional data



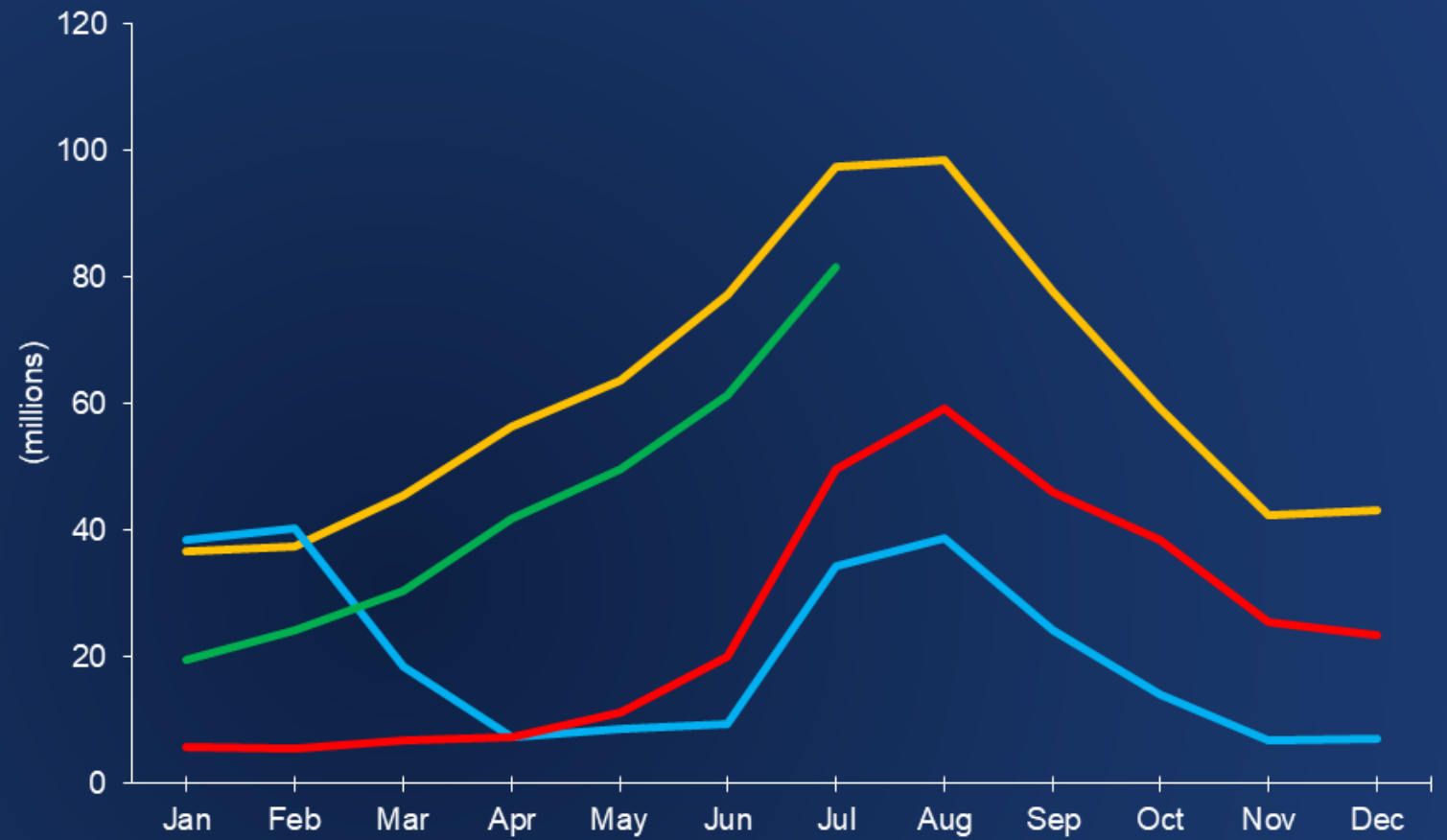
International tourist arrivals: Europe

(millions)



Source: UNWTO (September 2022)

* Provisional data



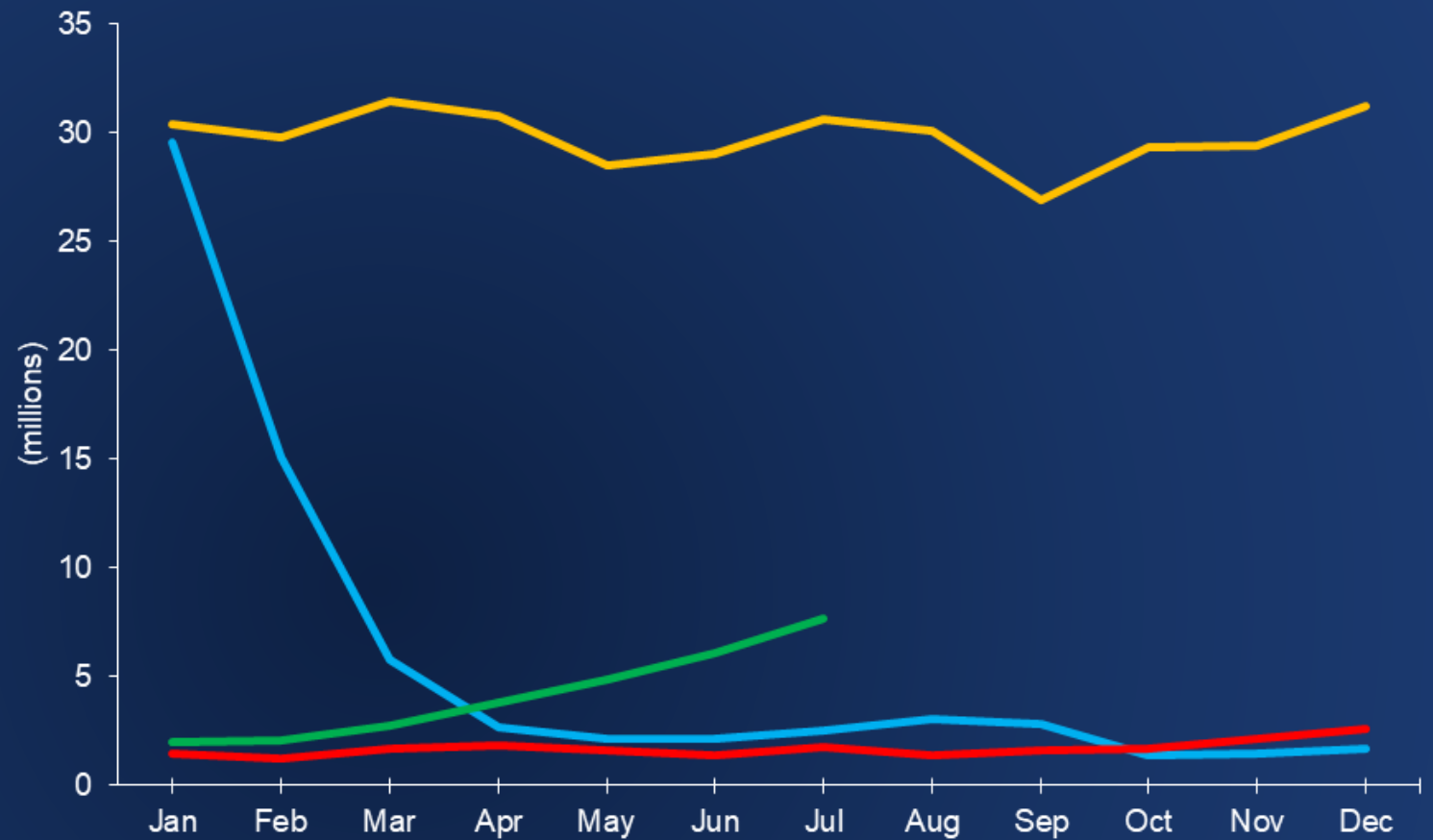
International tourist arrivals: Asia Pacific

(millions)



Source: UNWTO (September 2022)

* Provisional data



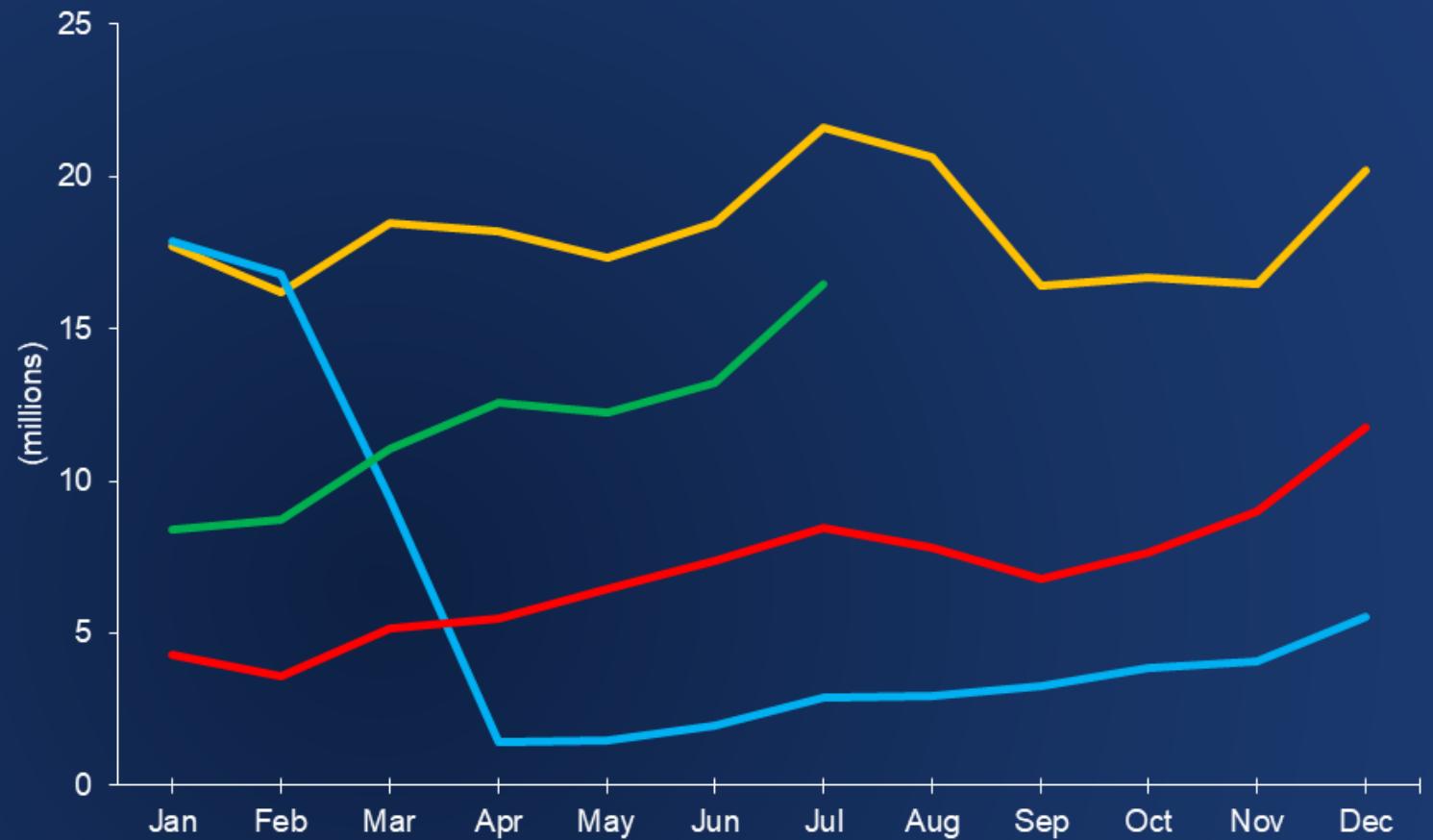
International tourist arrivals: Americas

(millions)



Source: UNWTO (September 2022)

* Provisional data



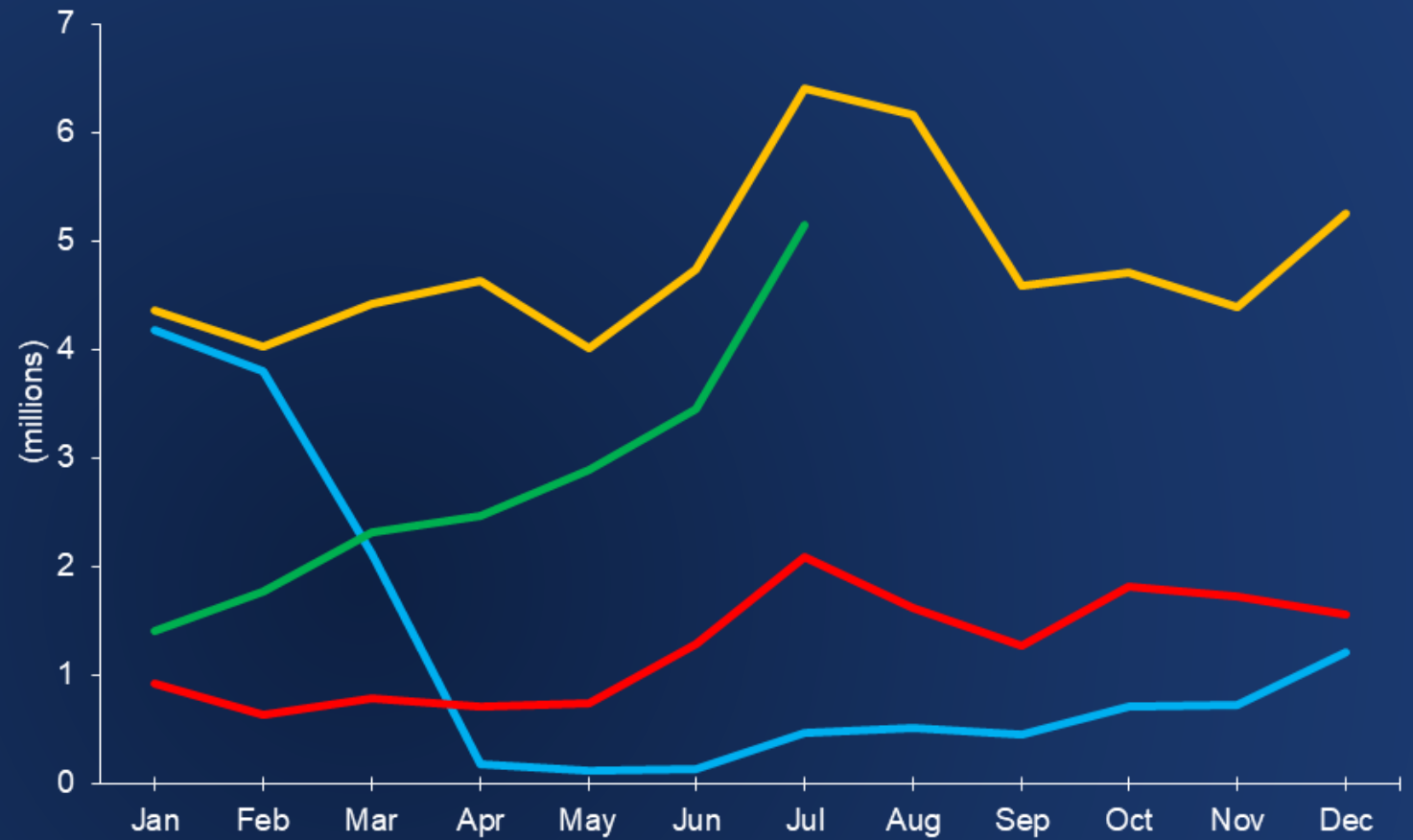
International tourist arrivals: Africa

(millions)



Source: UNWTO (September 2022)

* Provisional data



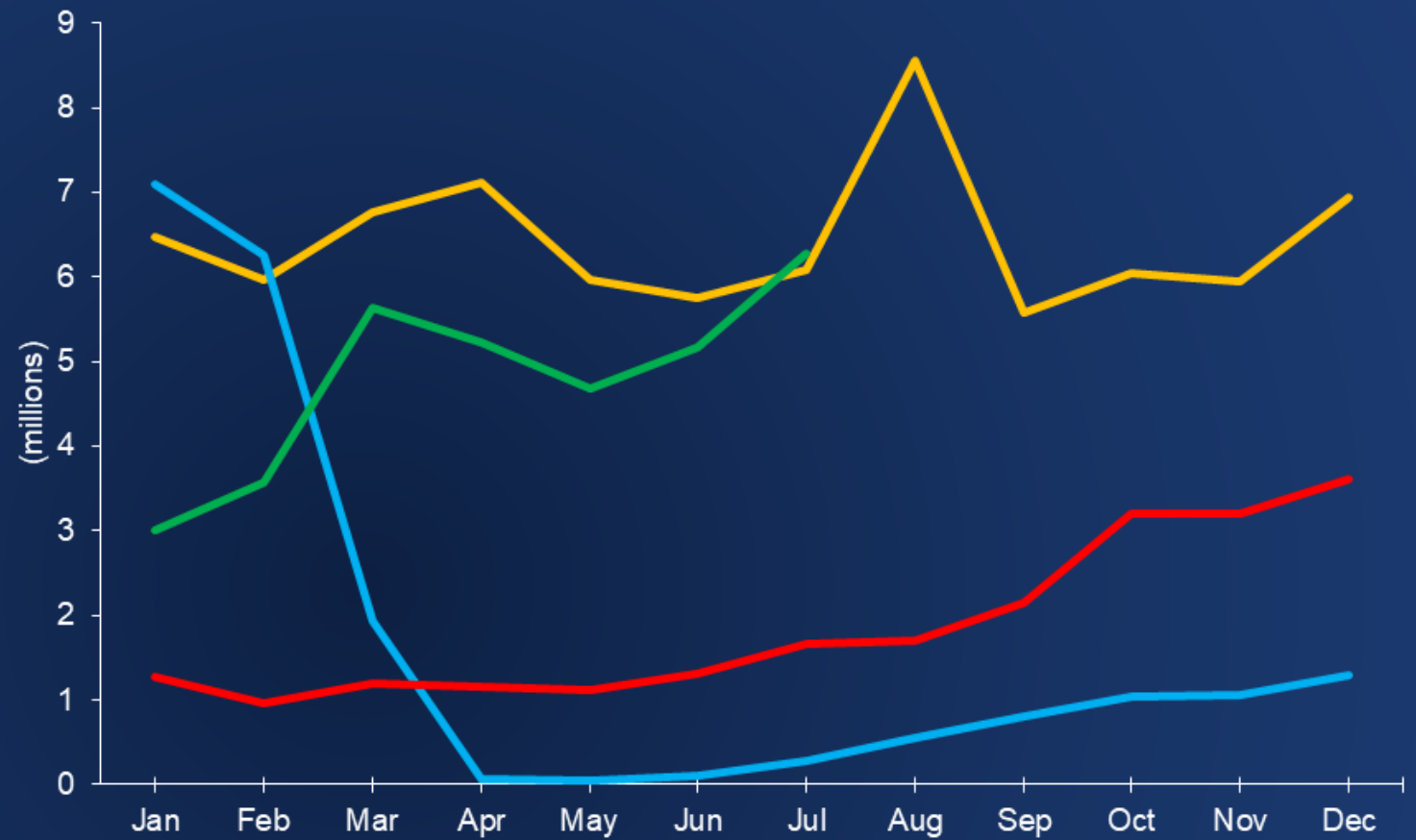
International tourist arrivals: Middle East

(millions)



Source: UNWTO (September 2022)

* Provisional data



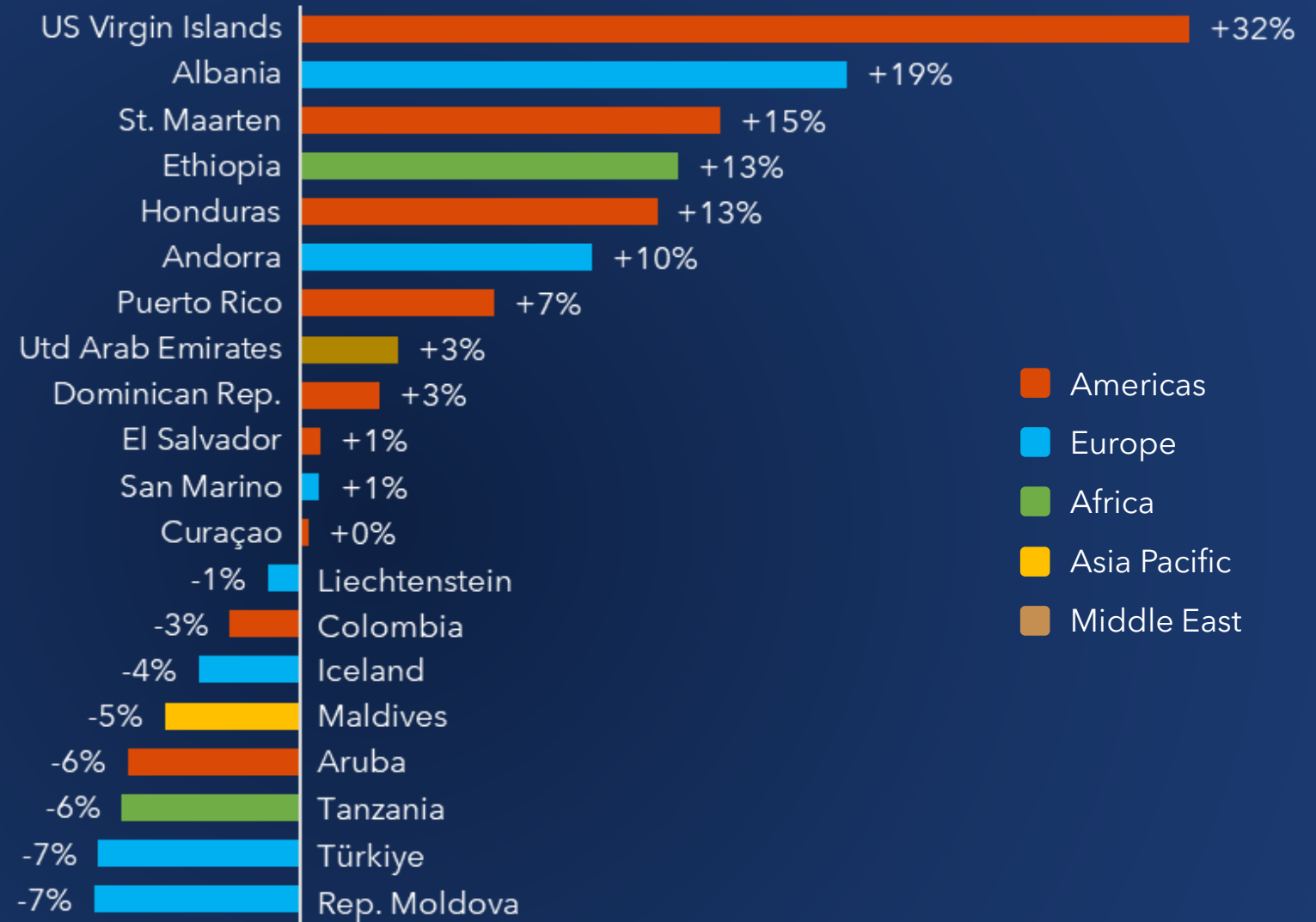
1. International tourist arrivals, January-July 2022
2. Best performing destinations in January-July 2022
3. UNWTO Panel of Tourism Experts – September Survey
4. Forward-looking Scenarios for 2022
5. Economic contribution of tourism (update)

Best performing destinations in January-July 2022*

International tourist arrivals
(% change vs. 2019)

Source: UNWTO (Sept. 2022)

* Based on destinations with available data for the first 5 to 7 months of 2022

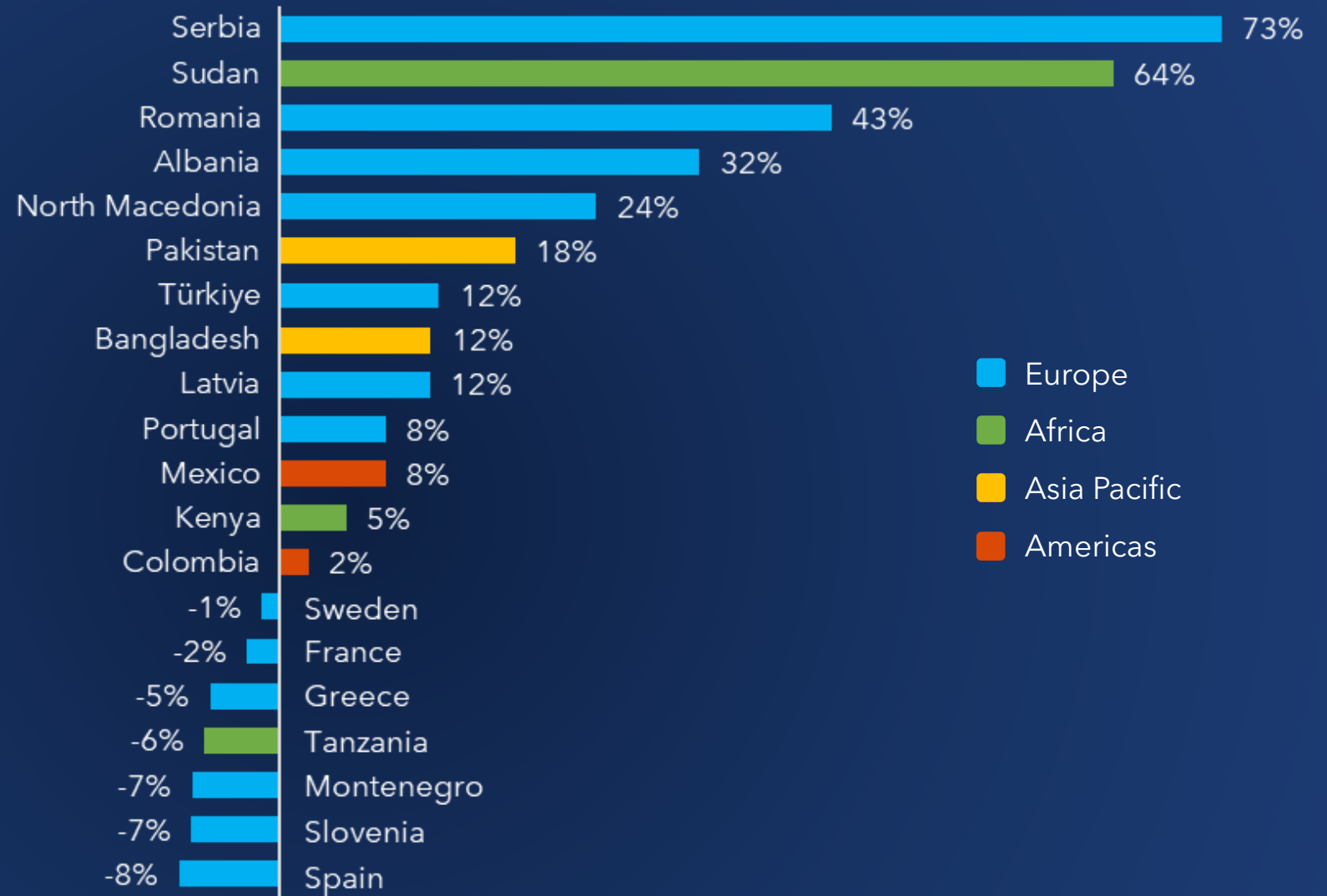


Best performing destinations in terms of earnings: January-July 2022*

International tourism receipts
(real % change vs. 2019)

Source: UNWTO (Sept. 2022)

* Based on destinations with
available data for the first 5 to 7
months of 2022

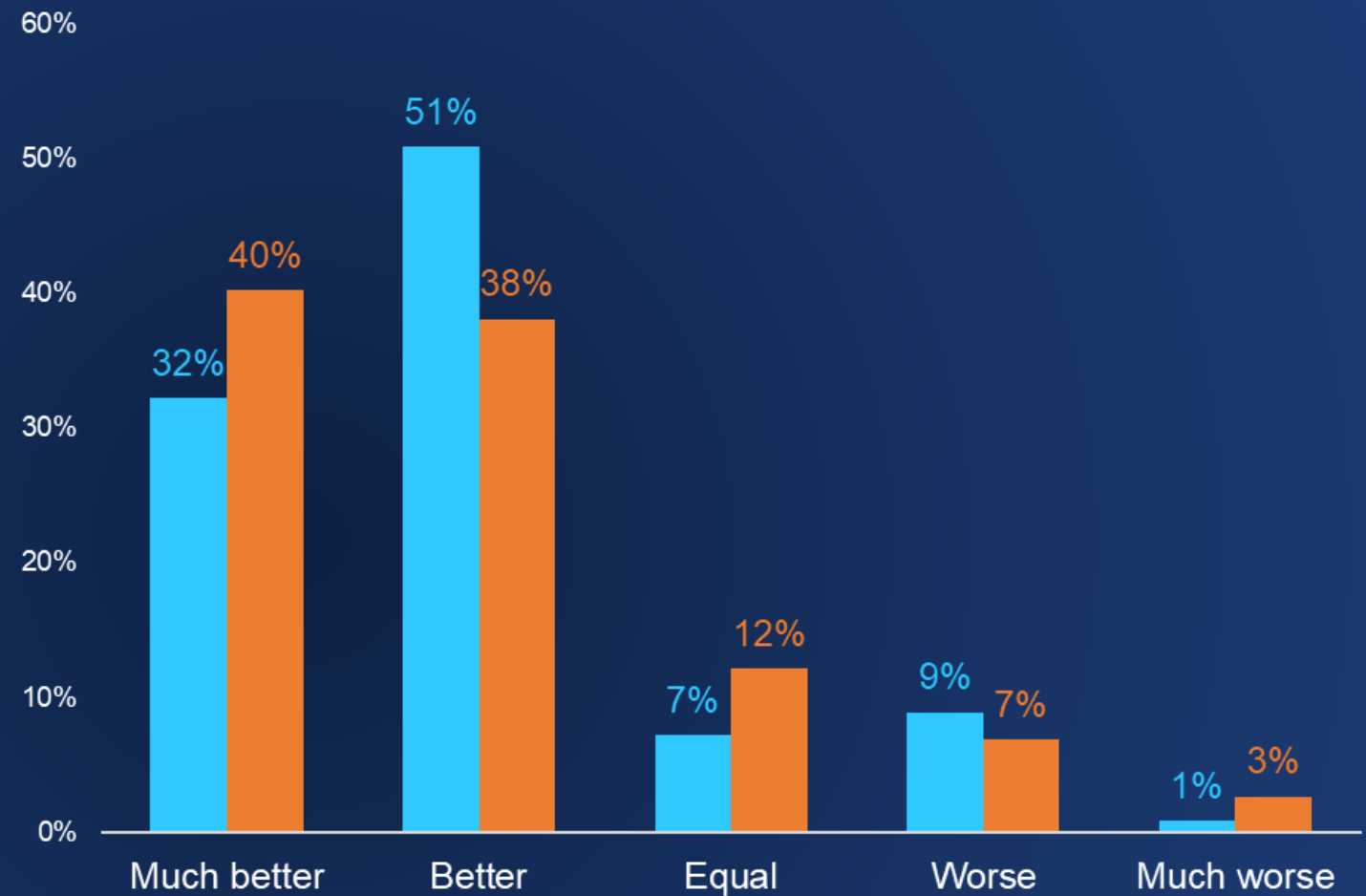


1. International tourist arrivals, January-May 2022
2. Best performing destinations in January-May 2022
3. UNWTO Panel of Tourism Experts – September Survey
4. Forward-looking Scenarios for 2022
5. Economic contribution of tourism (update)

What are your prospects for your destination in 2022?

■ May 2022 survey
■ Sept. 2022 survey

Source: UNWTO Panel of Experts Survey
(September 2022)



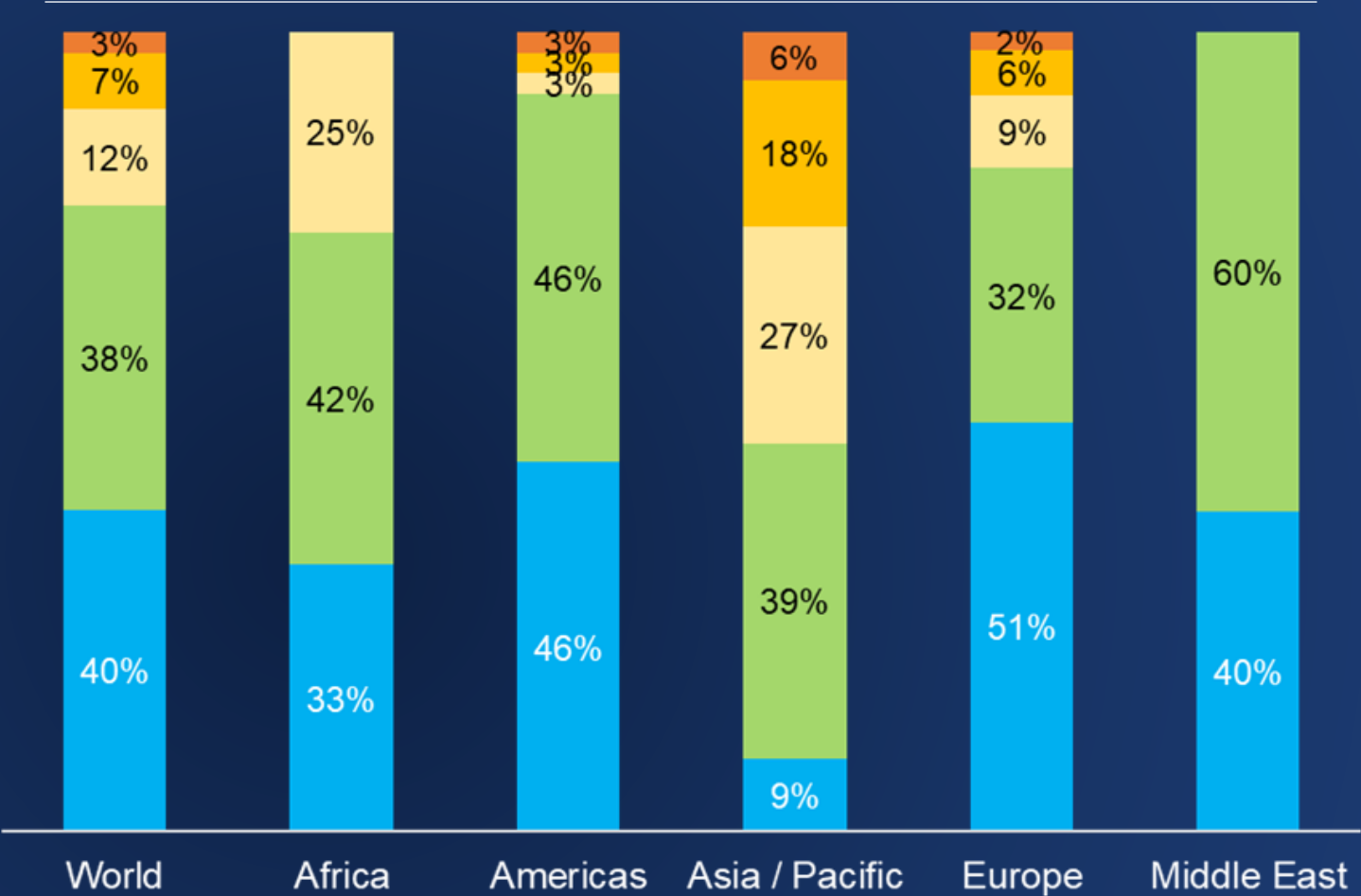
What are your prospects for your destination in 2022?

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

Source: UNWTO Panel of Experts Survey (September 2022)

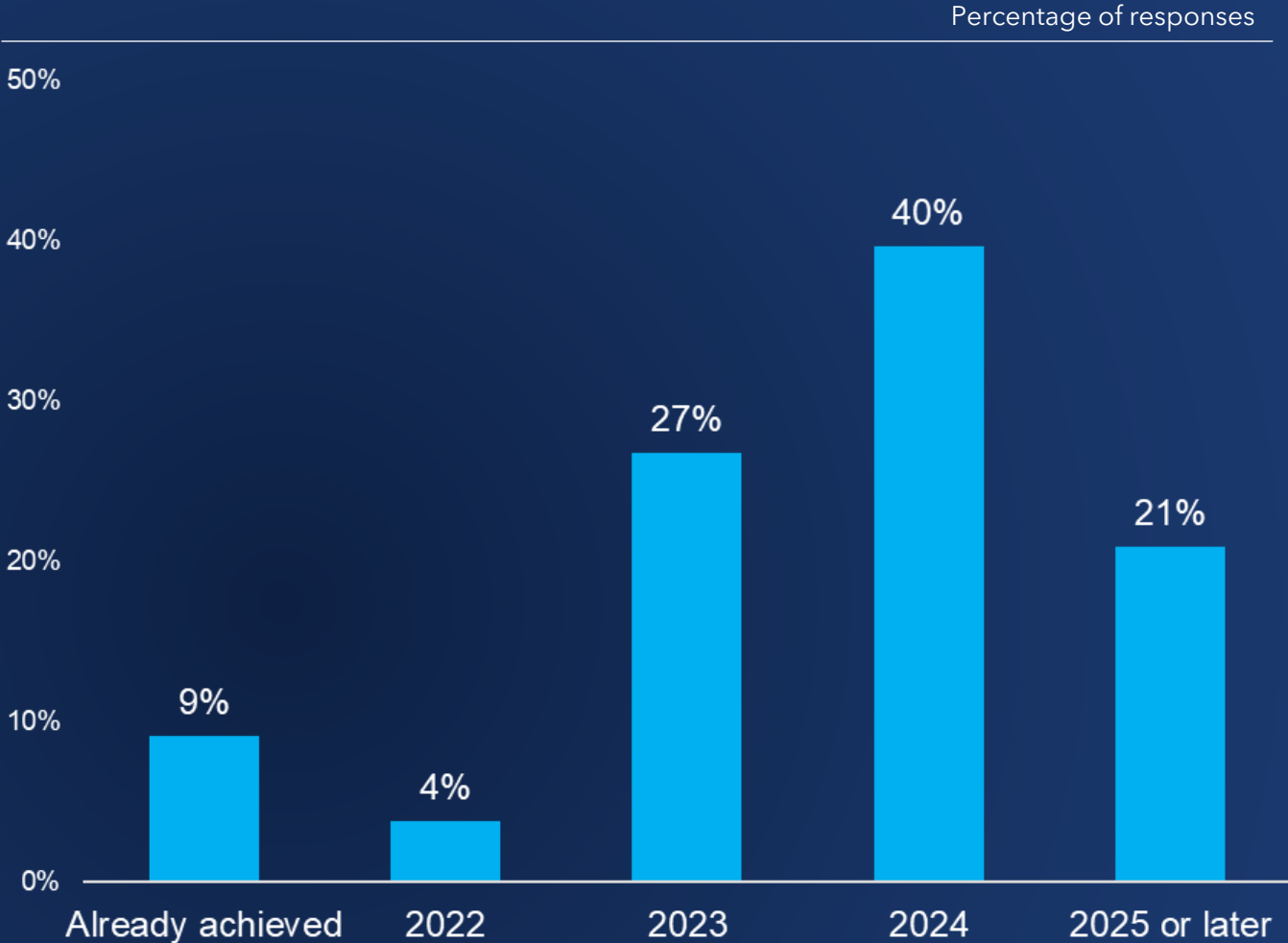


Percentage of responses by world region



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

Source: UNWTO Panel of Experts Survey (September 2022)

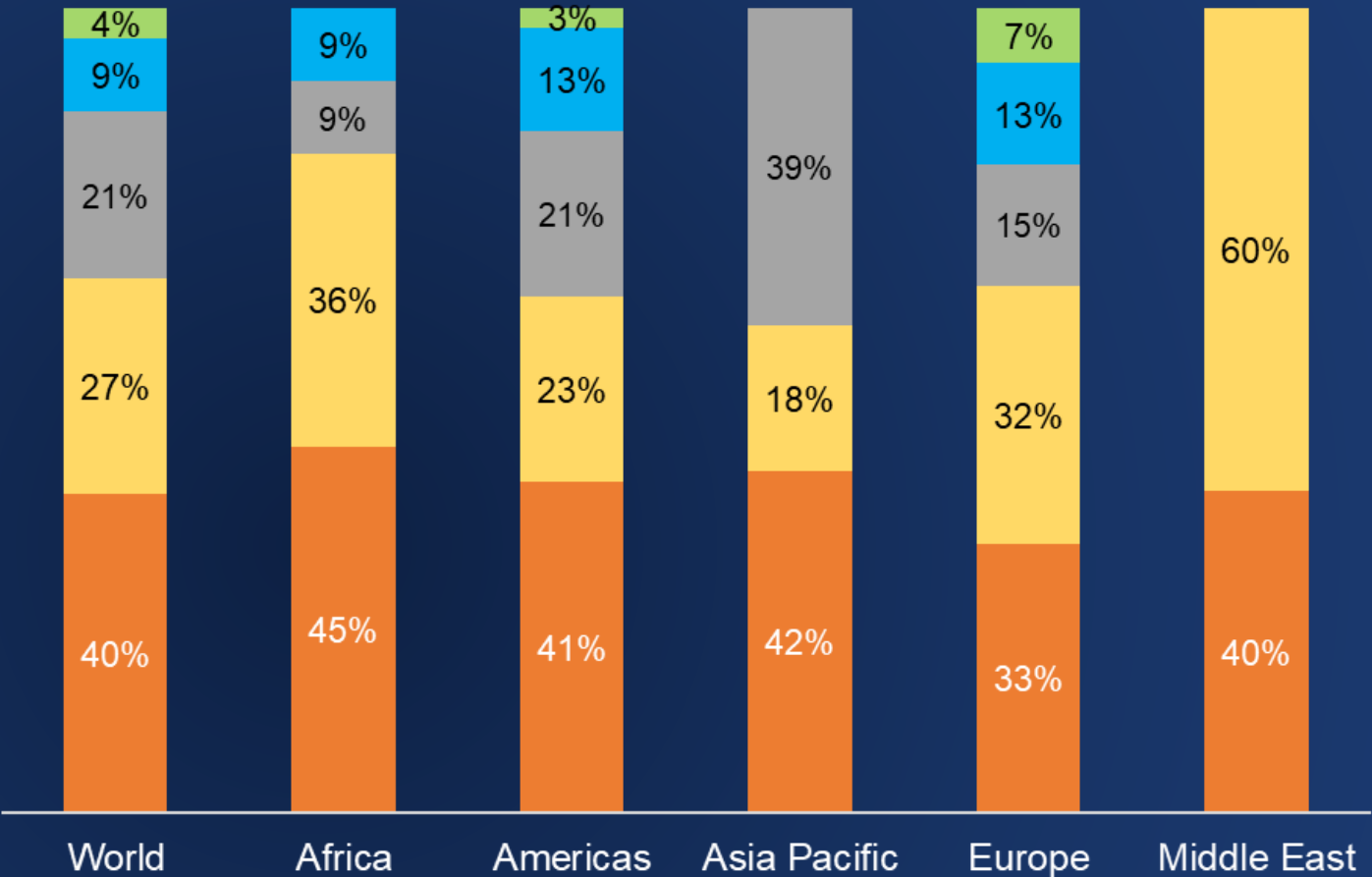


When do you expect international tourism to return to 2019 levels in your country?

- 2022
- Already achieved
- 2025 or later
- 2023
- 2024

Source: UNWTO Panel of Experts Survey (September 2022)

Percentage of responses by world region



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

Source: UNWTO Panel of Experts Survey
(September 2022)



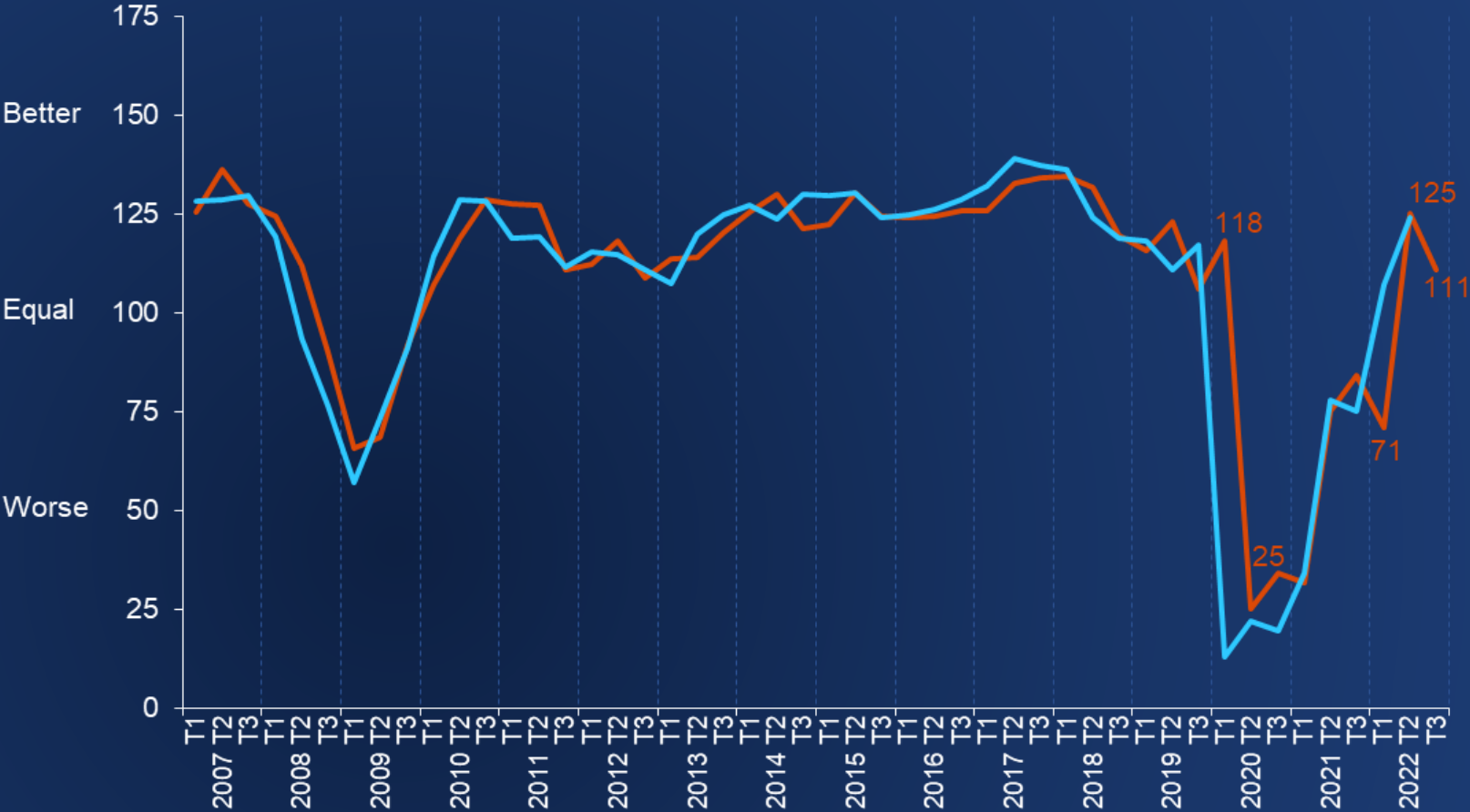
UNWTO Confidence Index

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

Source: UNWTO Panel of Experts Survey (September2022)

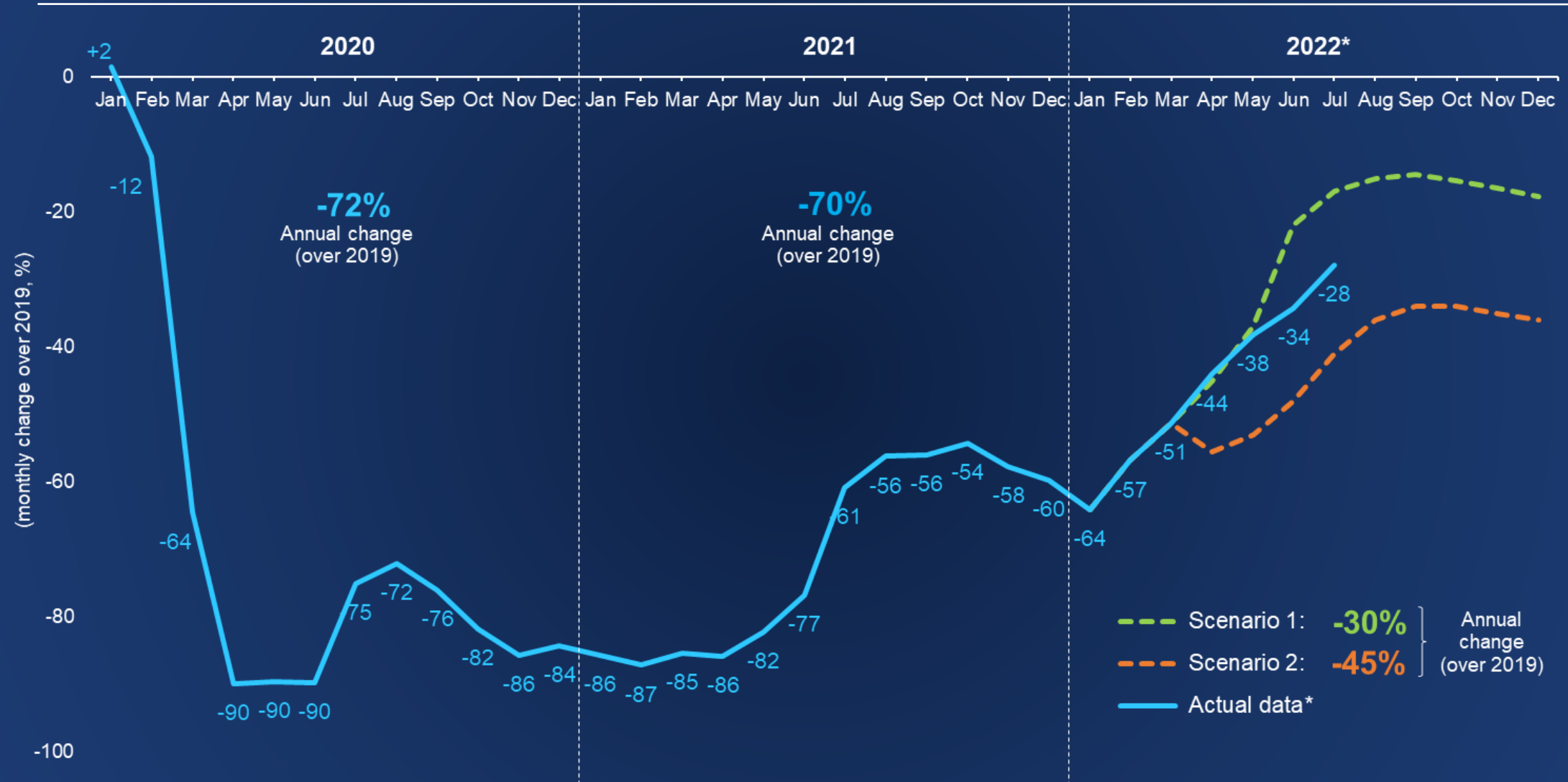
Note: The UNWTO Confidence Index reflects perceived performance (evaluation) and expectations (prospects) for the tourism sector every four months.

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



1. International tourist arrivals, January-May 2022
2. Best performing destinations in January-May 2022
3. UNWTO Panel of Tourism Experts – September Survey
4. Forward-looking Scenarios for 2022
5. Economic contribution of tourism (update)

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



Source: UNWTO (September 2022)

* Actual data for 2022 is preliminary and based on estimates for destinations which have not yet reported results. The above scenarios are subject to revision.

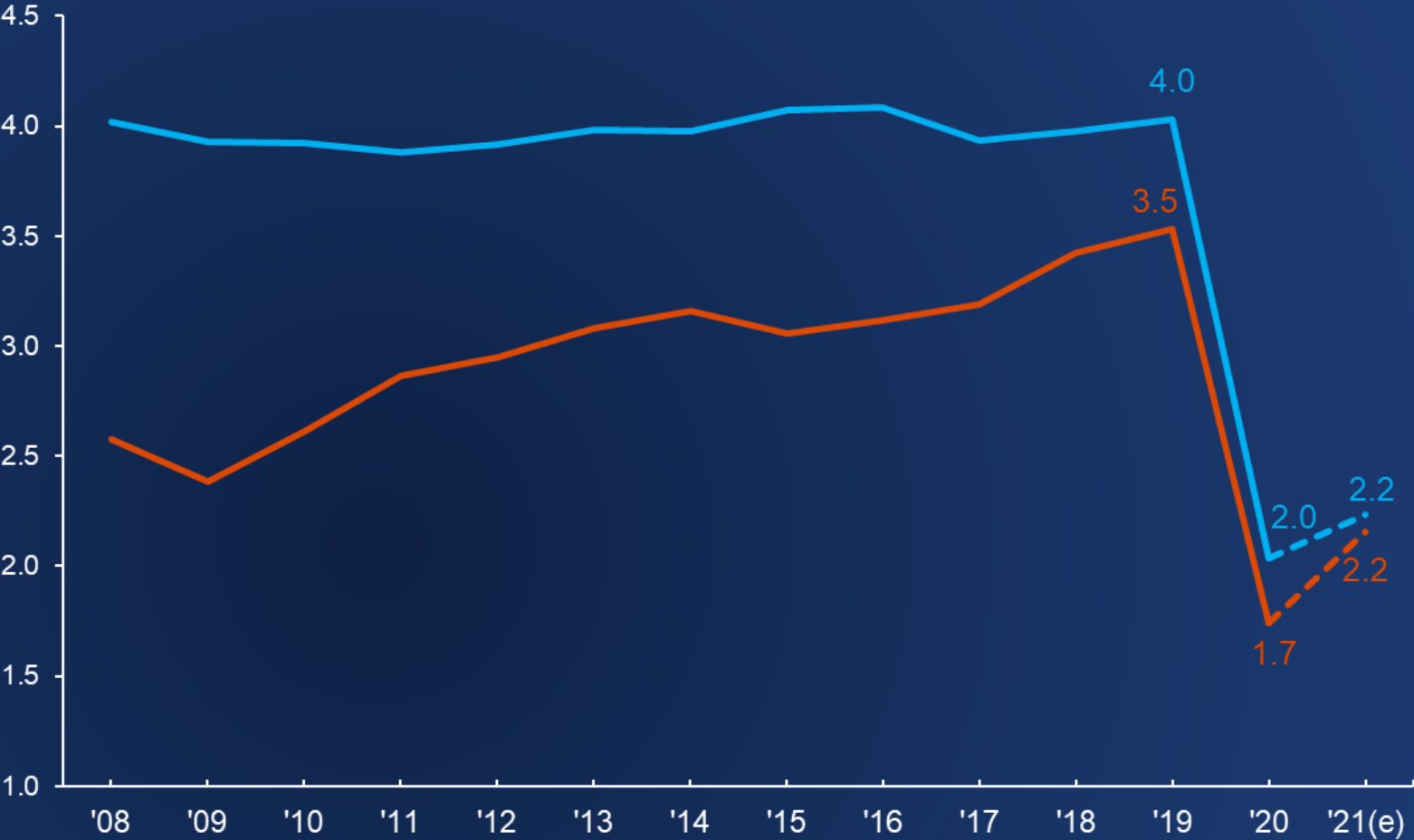
1. International tourist arrivals, January-May 2022
2. Best performing destinations in January-May 2022
3. UNWTO Panel of Tourism Experts – September Survey
4. Forward-looking Scenarios for 2022
5. Economic contribution of tourism (update)

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). These are 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.



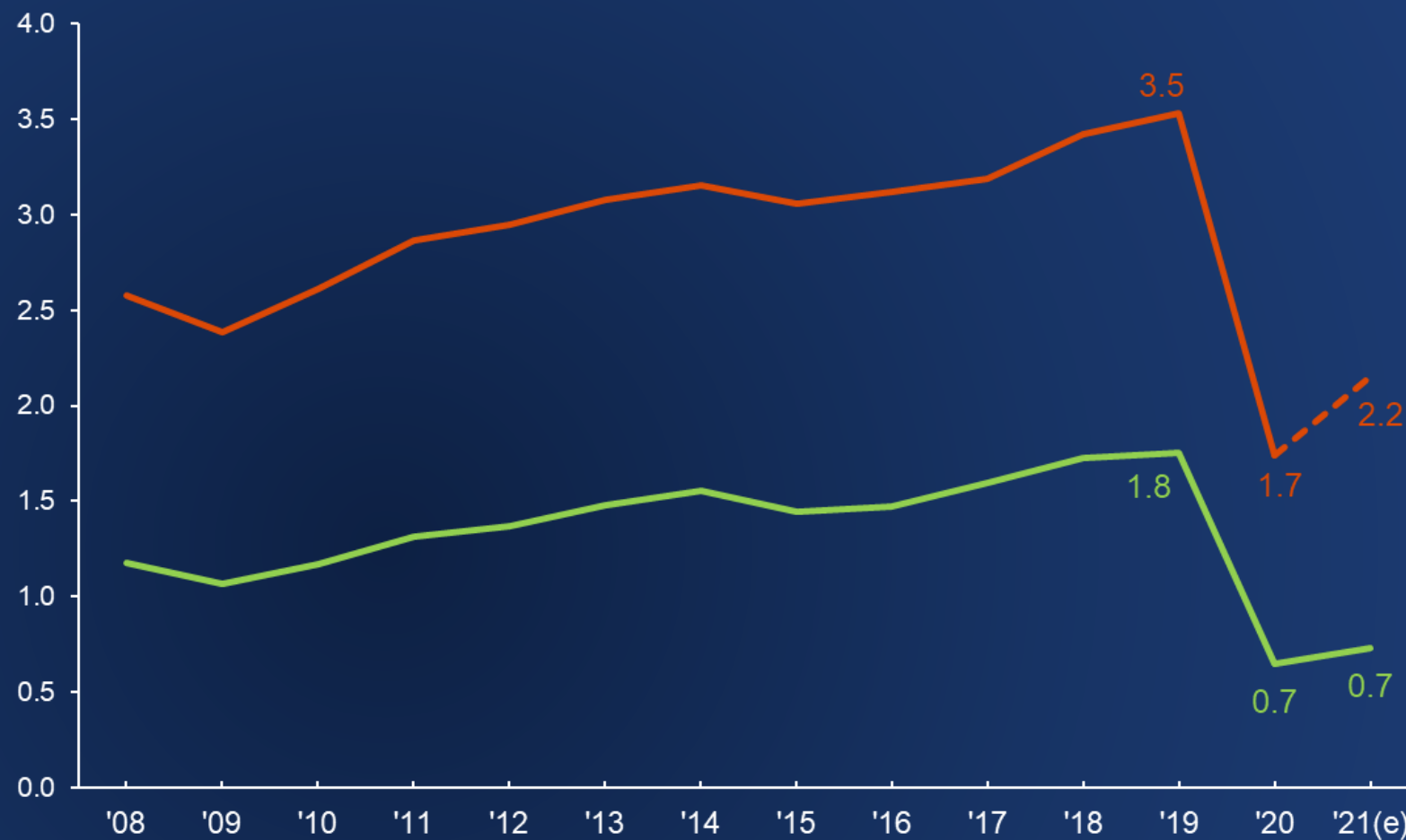
Tourism direct GDP* and Export revenues from tourism

(USD trillions)

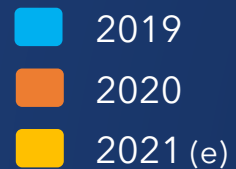
— TDGDP
— Export revenues from tourism

Source: UNWTO (September 2022)

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



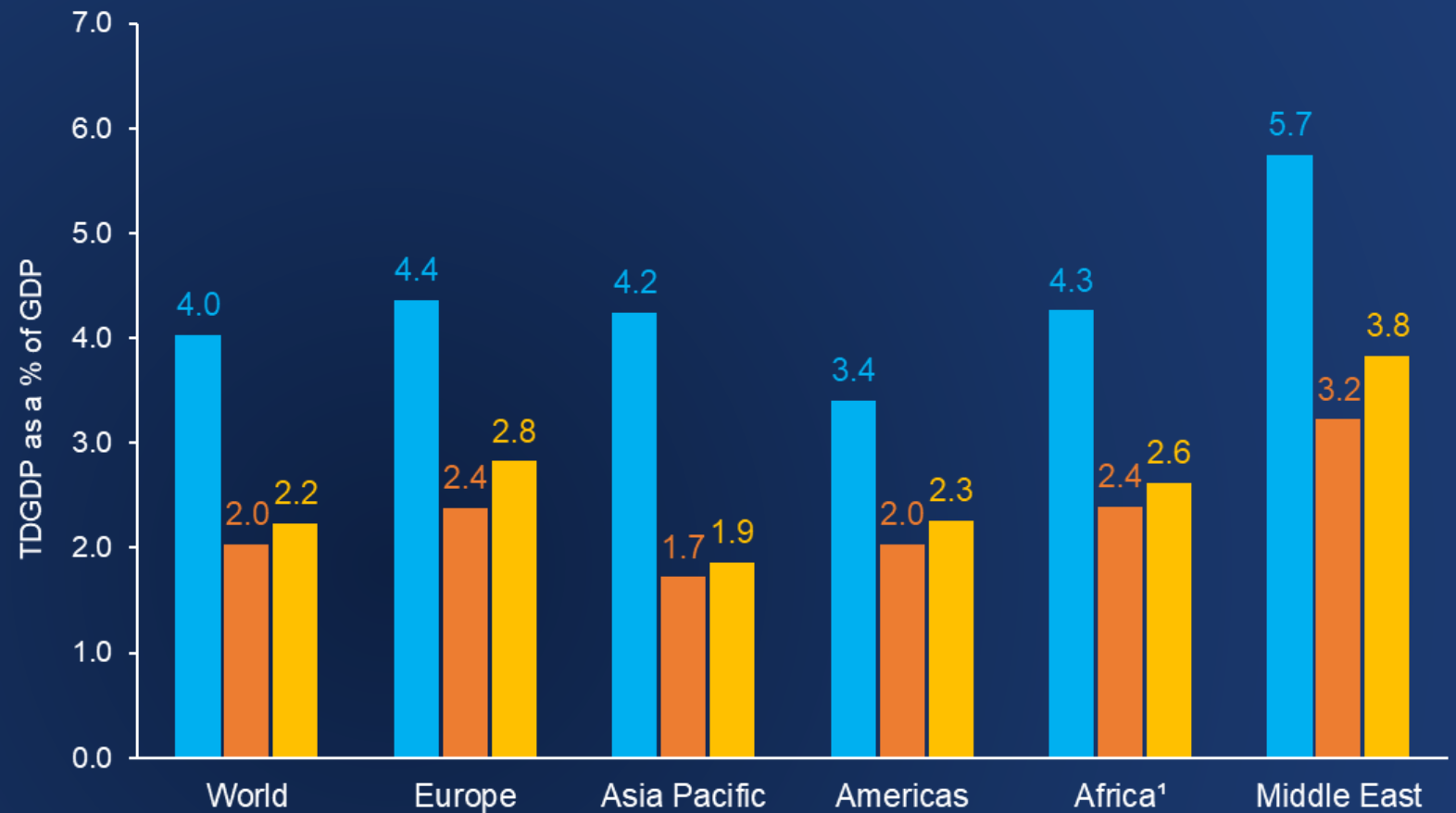
Tourism Direct Gross Domestic Product (TDGDP), % of GDP



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). These are revised estimates from the findings first published in "The Economic Contribution of Tourism and the Impact of Covid-19" (Nov. 2021).



¹ Estimates for Africa should be interpreted with caution due to limited official data.

