



UN Tourism

Fifty Years of Tourism

Fifty Years of Tourism



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Foreword

by **Zurab Pololikashvili**
Secretary-General, UN Tourism



Tourism stands at a defining crossroads. Having rebounded in 2024 from the greatest crisis in its history and demonstrating remarkable resilience, the sector now faces a complex landscape of growing challenges as well as opportunities.

In 2025, international tourist arrivals are expected to reach 1.5 billion, with numbers forecast at 2 billion by 2030. This continued growth underscores the strong potential of the sector while also emphasizing the need to ensure that growth is inclusive, resilient and respectful of people and the planet. Within this context of prosperity and transformation, the future of tourism remains shaped by a diverse set of forces whose interactions can lead to complex and uncertain scenarios.

From technological transformations to climate change, from sociodemographic shifts to evolving traveller behaviours, from geopolitical volatility to economic shifts – the pace, interconnectedness and magnitude of change require the sector to be more forward-looking. Building the capacity to anticipate and adapt becomes essential – demanding recognition of uncertainty and the need to envision multiple possible scenarios to prepare for the future. As too does the need to have targeted policies that ensure the sustainable planning and managing of tourism in such complex future scenarios.

Marking the 50th Anniversary of the Organization, this report offers an opportunity to reflect on five decades of remarkable growth and transformation.

Executive summary

1975 marks the creation of the World Tourism Organization, which in 2025 celebrates 50 years of multilateralism in tourism. The challenges facing the world and the tourism sector can only be addressed through stronger governance and policies including solid multilateral cooperation and coordination.

Tourism – driving economic growth and development

In the last five decades tourism has evolved from a relatively small sector into a major global industry and one of the key drivers of social and economic development.

Between 1975 and 2025, international arrivals grew from 222 million to 1.5 billion, a seven-fold increase, while the ratio of arrivals per inhabitant more than tripled, reflecting greater connectivity and affordability of international travel.

Export revenues from international tourism, consisting of international tourism receipts and passenger transport fares, grew from about USD 50 billion in 1975 to a projected USD 2.2 trillion in 2025, an eleven-fold increase in real terms. The value for 2025 is roughly equivalent to that of total exports from Germany, the world's third-largest exporter.

Available data on tourism direct GDP, which includes both domestic and international travel, shows the economic contribution of tourism growing from USD 2.6 trillion in 2008 (earliest available data) to USD 3.4 trillion in 2023 (latest available), a 24% increase in real terms in 15 years. During that same period, international tourism receipts grew 35% in real terms, reflecting faster growth in international travel expenditure.

The expansion of travel has been fuelled by sustained economic growth and rising purchasing power, especially in emerging market economies, together with declining transport costs, partly due to low-cost carriers and the internet. Digitalization and other technological advances gave rise to new business models such as online travel agencies and short-term rentals. Greater visa facilitation and shifts in consumer behaviour have also contributed to this surge in travel.

For some countries, tourism is the main source of foreign exchange earnings and a major pillar of their economies. This is the case of small island developing states (SIDS) where tourism represents over 30% of the group's total export revenues (excluding Singapore). In many SIDS, tourism directly accounts for as much as 10% of their GDP and a similar percentage of their total employment.

Tourism has emerged as a powerful tool to fight inequality among countries. The contribution of the sector to development is clear in many cases, for instance in countries that have graduated from the least developed country (LDC) category, such as Cabo Verde, the Maldives, Samoa and Vanuatu. In these former LDCs, tourism represents over 60% of their total exports (as of 2019).¹

2 billion international tourists forecast for 2030

In the aftermath of the COVID-19 pandemic – the biggest crisis ever faced by the tourism sector – new forecasts by UN Tourism show international tourist arrivals reaching 2.0 billion by the year 2030, above the 1.8 billion projected before the pandemic.

The forecast builds on strong post-pandemic momentum and a history of mostly uninterrupted growth and resilience, supported by increased connectivity, infrastructure investment, digitalization and visa facilitation.

With the exception of the coronavirus pandemic in 2020–2022, international tourism has seen almost continuous expansion and diversification. The various economic crises, international conflicts or terrorist attacks only caused limited and short-lived downturns in global tourism, highlighting the sector's resilience and capacity to adapt and rebound quickly.

¹ For countries graduating from LDC category consult: United Nations (n.d.), 'LDC Portal – International Support Measures for Least Developed Countries', UN, New York, available at: www.un.org/lcdportal/content/countries-approaching-graduation-and-graduated [30-10-2025].

Prior to the pandemic, the largest decline in international tourism occurred in 2009, during the global economic and financial crisis, when arrivals dropped 4%. Most other crises, like the September 11th attacks in the United States (2001) and the SARS epidemic (2003) were regional in scope, affecting mostly the Americas and Asia Pacific, respectively. These crises only caused a 0.1% and 0.3% drop in arrivals globally.

In the 50 years from 1975 to 2025, international arrivals grew from 0.2 billion to 1.5 billion, a seven-fold increase, or an average 4.0% per year (CAGR), an impressive rate of growth for such a long timeframe. In the ten years before the pandemic (2009 to 2019) arrivals grew 4.9% per year. This is aligned with the projection for 2025 to 2030, when arrivals are expected to increase slightly above 5.0% per year, provided a major shock does not disrupt the current growth trend.

Supporting conservation and opening minds

Tourism is about the movement of people, across borders and within countries. Tourism brings people of all walks of life together. It opens paths for dialogue, mutual understanding and cultural exchange. Beyond its direct socioeconomic impact, tourism can be a key contributor to conservation of natural and cultural heritage, when properly managed.

Making tourism work for good: the need to shift paradigms and prepare for the future

Tourism is probably one of the most complex systems and human activities as it intersects directly with local communities, cultural heritage and natural ecosystems.

Tourists – both domestic and international – are temporary residents in the places they visit. They walk the streets, eat the food, use transport and services infrastructure, produce waste, consume water, energy and other local resources.

The growth of the sector in recent years has translated into opportunities for millions yet growth without management can yield undesired impacts on natural, social and cultural resources.

Managing the growth of the sector involves a paradigm shift in governance and tourism policies, placing nature and community at the center stage. Tourism's future needs to be one of evidence-based planning and management, targeted policies, capacity to foresight and systematic monitoring and evaluation.



International tourism at a crossroads: five decades of growth and transformation



International tourism at a crossroads: five decades of growth and transformation

Summary:

Over the past five decades, international tourism has expanded rapidly, consolidating as a major economic sector worldwide. International tourist arrivals grew from 222 million in 1975 to an expected 1.5 billion in 2025, while international tourism receipts increased eleven-fold in real terms, reaching an estimated USD 1.9 trillion in 2025. Travel has become more accessible, with arrivals per 1,000 inhabitants more than tripling and average spending per trip rising by 54%. Asia and the Pacific and the Middle East have emerged and gained global prominence in terms of both international tourist arrivals and tourism receipts. Despite global disruptions, particularly the COVID-19 pandemic, the sector has demonstrated strong capacity to recover. Looking ahead, UN Tourism projects 2 billion international arrivals by 2030, contingent on avoiding major shocks related to geopolitics, the economy, health and climate.

Key words:

tourism growth | international tourist arrivals | international tourism receipts | export revenues from international tourism | regional diversification | global events | changing demand patterns | emerging destinations | tourism forecast 2030

Key messages:

- Over the past 50 years, the scale and economic significance of tourism have expanded at a remarkable pace.
- Between 1975 and 2025, the world population doubled, while international tourist arrivals (overnight visitors) grew almost seven-fold, from 222 million to 1.5 billion.
- International tourism receipts increased eleven-fold in real terms, from USD 41 billion in 1975 to a projected USD 1.9 trillion in 2025, which reflects the growing weight of tourism in the global economy.
- Export revenues from tourism, which includes both international tourism receipts and passenger transport fares, expanded from about USD 50 billion in 1975 to a projected USD 2.2 trillion in 2025, an eleven-fold increase in real terms.
- Tourism direct GDP (TDGDP) increased from USD 2.6 trillion in 2008, the earliest year with available data, to USD 3.4 trillion in 2023, latest year available, representing a 24% increase in real terms over the 15-year period.
- The number of international arrivals per 1,000 inhabitants more than tripled, reflecting the greater accessibility and affordability of travel, but also a larger diversification of destinations and source markets.
- At the same time, the average spending per international trip grew by 54% in real terms, indicating that today's travellers spend considerably more per journey than five decades ago.
- The last five decades also saw the emergence of Asia and the Pacific and the Middle East in global tourism both as destination regions and as source markets. Asia and the Pacific grew from 10 million arrivals in 1975 to a projected 350 million in 2025, increasing its global share from 5% to 23%. Over the same period, the Middle East grew from 3.5 million to nearly 100 million arrivals, expanding its share from 2% to 6%.
- These trends illustrate the growth and profound transformation of tourism into a major social phenomenon and one of the key economic sectors of our time.

Figure 1.1. International tourism, 1975 and 2025



Notes: Data as of September 2025

*) Data for tourism direct GDP is only available from 2008 (earliest) to 2023 (latest).

1) Revenues include international tourism receipts and passenger transport fares.

(f) Forecast

Source: World Tourism Organization (UN Tourism), UN Tourism based on IMF (World Economic Outlook Database, WEO) and UN DESA (World Population Prospects 2024)

Half a century of growth and diversification

Over the last 50 years, tourism has become a key driver of development, generating employment and business opportunities, particularly for small and medium-sized enterprises (SMEs), which represent the bulk of the sector. Tourism has improved livelihoods and contributed significantly to the global economy. Furthermore, tourism has opened minds and created links among people and societies. It has contributed to protecting and promoting natural and cultural conservation – when well managed.

Over these decades tourism has been shaped by a wide range of trends and events. Growing populations – particularly in emerging market economies – together with economic development, innovation and greater connectivity, fuelled by visa facilitation, technological advances and the emergence of low-cost airlines and new business models, have all supported its expansion. Despite temporary shocks such as health crises, natural disasters and geopolitical tensions which have disrupted global or local travel flows, tourism has consistently demonstrated its capacity to recover and continue growing over the long term.

From 222 million to 1.5 billion arrivals in 50 years

International tourist arrivals (overnight visitors) grew from 222 million in 1975 to a projected 1.5 billion in 2025. This represents a nearly seven-fold increase in the last five decades.

International tourism receipts followed an even steeper growth trajectory, rising from USD 41 billion in 1975 to nearly USD 1.9 trillion in 2025 (forecast), an eleven-fold increase in real terms (adjusting for inflation and exchange rate fluctuations).

This evolution reflects not only the steady rise in visitor volumes but also the growing relevance of tourism to economic diversification and development.

Export revenues from tourism, which includes both international tourism receipts and passenger transport fares, expanded from about USD 50 billion in 1975 to a forecast USD 2.2 trillion in 2025, an eleven-fold increase in real terms.

As such, the weight of tourism in global exports of goods and services increased from about 5% in 1975, to 6% in 2025 (forecast), peaking at almost 8% in 1995. This highlights the growing contribution of the sector to global trade in services and as a source of foreign exchange earnings for many countries.

Figure 1.2. International tourist arrivals and tourism receipts, 1975–2025

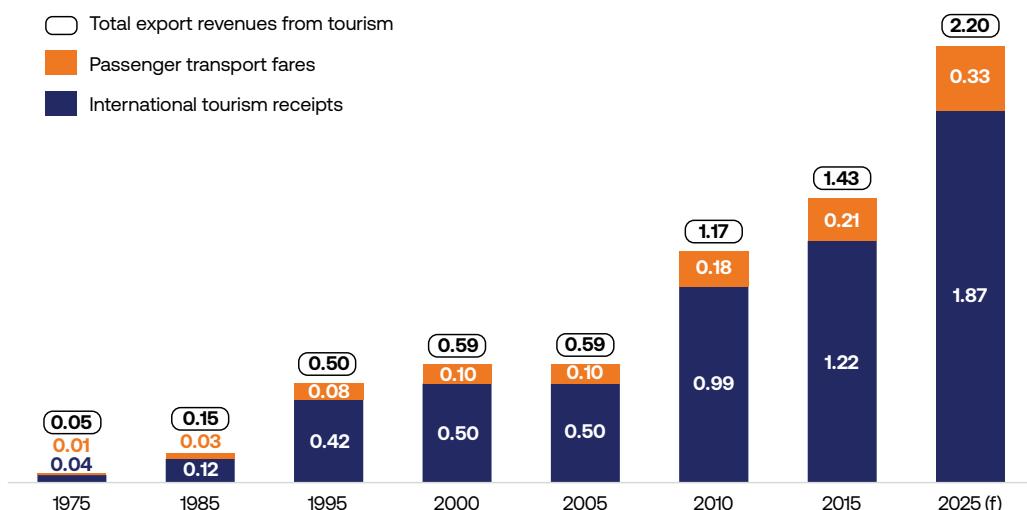


Notes: Data as of September 2025

(f) Forecast.

Source: World Tourism Organization (UN Tourism).

Figure 1.3. Export revenues from international tourism (USD trillions)



Notes: Data as of September 2025

Revenues consist of international tourism receipts and passenger transport fares.

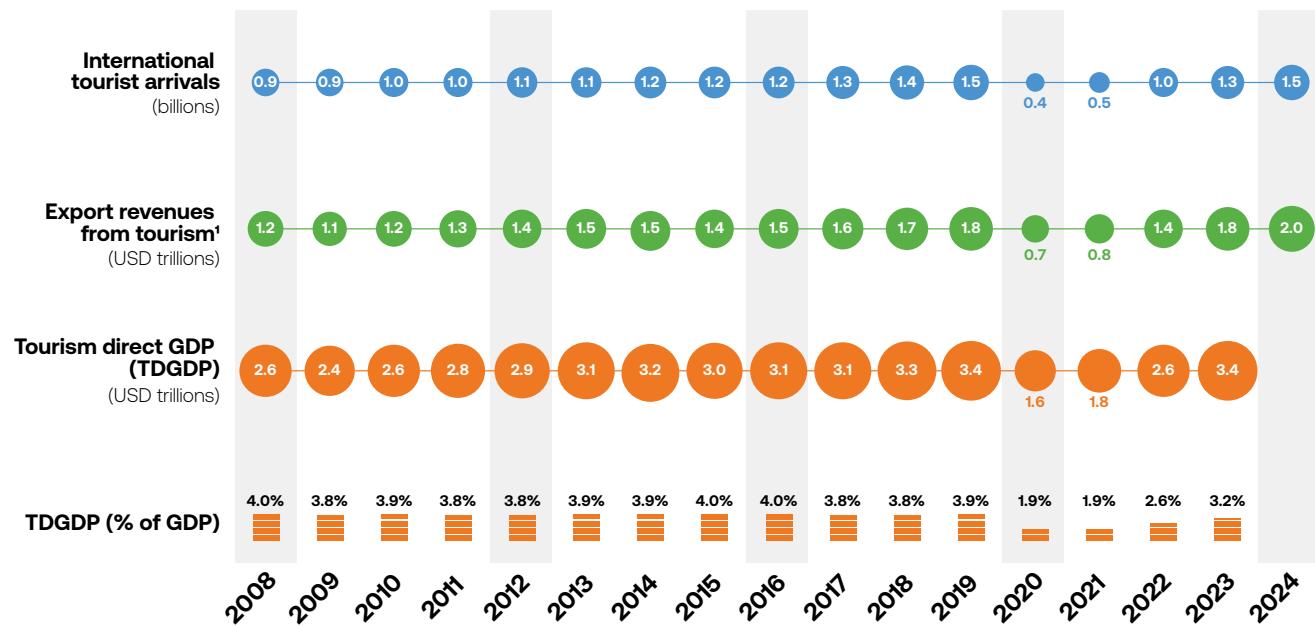
(f) Forecast.

Source: World Tourism Organization (UN Tourism)

The direct economic contribution of tourism, including both international and domestic travel services, has also increased considerably during this period, though data is only available starting in 2008.

Tourism direct GDP (TDGDP) increased from USD 2.6 trillion in 2008 (around 4% of world GDP) to USD 3.4 trillion in 2023 (3.2% of world GDP). This represents a 24% increase in real terms (adjusting for inflation) during this 15-year period.

Figure 1.4. International tourist arrivals, export revenues from tourism and tourism direct GDP, 2008–2025



Notes: Data as of September 2025

1) Revenues include international tourism receipts and passenger transport fares.

TDGDP: Tourism direct gross domestic product.

Source: World Tourism Organization (UN Tourism).

Fifty years of change

Factors accelerating tourism development

A series of global developments contributed to the growth of international tourism during the past 50 years. These include technological advances, especially the Internet and digitalization of travel information and reservations, the emergence of online travel agencies (OTAs), the rise of low-cost carriers and improved fuel efficiency which increased the affordability of travel, greater connectivity and sustained efforts by destinations to strengthen tourism policies. These factors have increased access to travel globally and enabled the sector's continued diversification and growth.

The impact of shocks and crises

Until 2020, international tourism saw continued expansion and diversification, boasting virtually uninterrupted growth – despite occasional shocks. The various economic crises, international conflicts, terrorist attacks and natural disasters only caused limited and short-lived downturns at the global level, highlighting the resilience of the sector and its capacity to adapt and recover quickly.

However, the outbreak of the COVID-19 pandemic in 2020 represented an unprecedented disruption to international tourism, bringing international arrivals back to levels of the 1990s. Tourism suffered its worst crisis ever with a decline of 72% in international arrivals. It was only by 2023 that export revenues from tourism and tourism direct GDP recovered pre-pandemic levels and only by 2024 that international arrivals recovered pre-crisis numbers. Despite this unprecedented shock, international tourism recovered one billion international arrivals in four years since the start of the pandemic.

The late 1970s and early 1980s marked the first significant slowdowns in the expansion of international tourism. Following the second oil shock of 1979–1980, growth in international arrivals stalled temporarily. The recovery began shortly thereafter, and by the mid-1980s

international tourist arrivals had regained momentum, surpassing 300 million globally.

During the Gulf Crisis in 1991, international arrivals saw only a modest decline of 0.5%, followed by a sustained period of growth that brought international tourism above 600 million arrivals by the end of the decade.

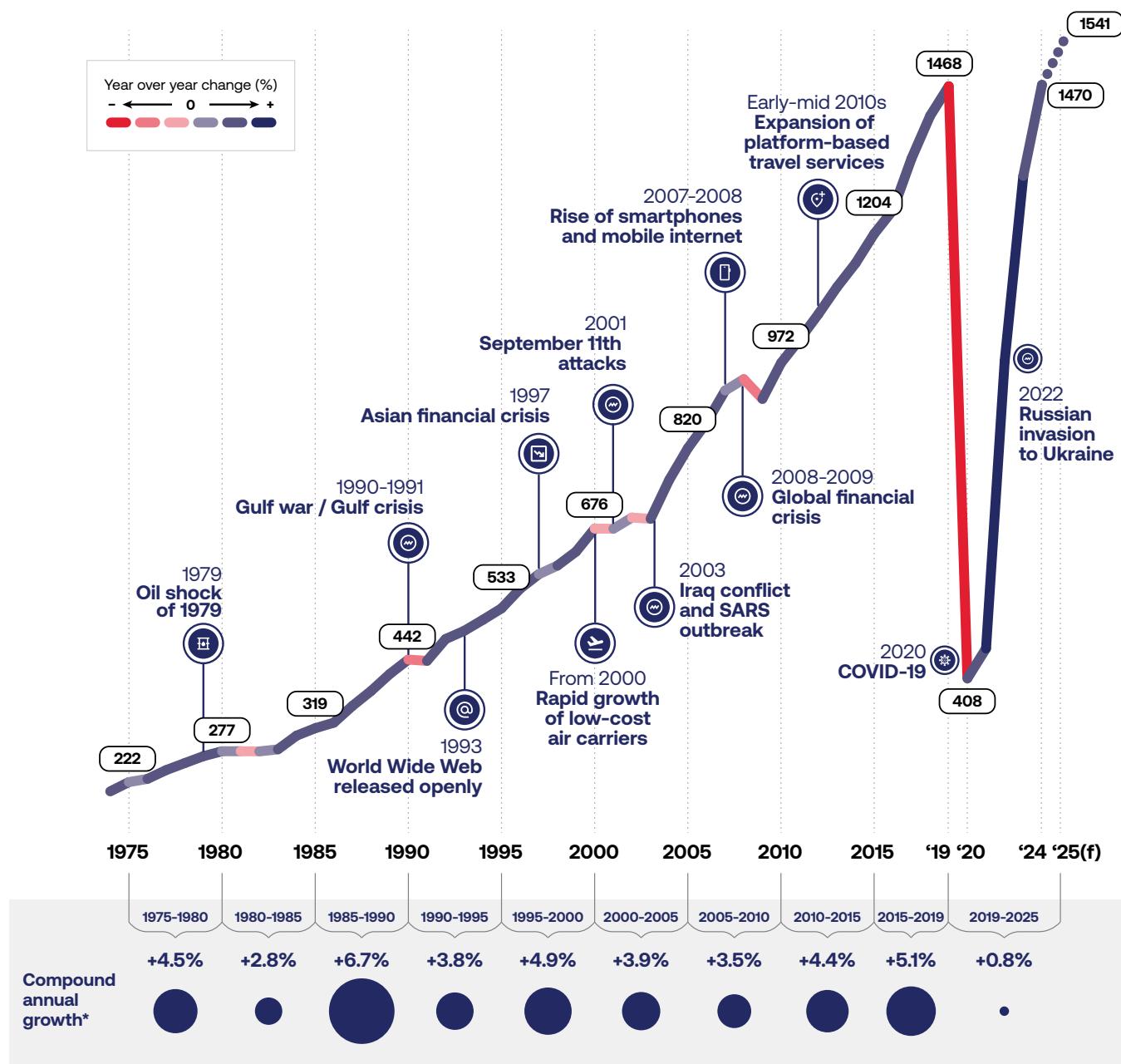
The early 2000s saw heightened geopolitical instability and health emergencies. International arrivals stalled in 2001 (-0.1%) following the September 11th attacks and again in 2003 (-0.3%) amid the Iraq conflict and the SARS epidemic. Demand rebounded strongly in 2004, quickly surpassing previous peaks and exceeding 900 million arrivals by 2007. The global financial crisis of 2009 led to a sharper decline (-3.8%), yet the recovery was swift, with international arrivals surpassing the one-billion mark by 2011.

In the 2010s, shocks were largely regional in scope, including natural disasters such as tsunamis and earthquakes in Asia and the Pacific, sociopolitical tensions in North Africa and the Middle East, and health emergencies such as Ebola in Africa and Zika in the Americas. These episodes produced temporary slowdowns and shifts in travel flows at the local level, while global arrivals continued to expand steadily throughout the decade. By 2019, arrivals reached nearly 1.5 billion, the highest until then in the historical series.

In 2020, tourism suffered its deepest crisis in recorded history during the COVID-19 pandemic. Unprecedented in both depth and duration, global arrivals fell by about 72% in 2020 and remained 69% below pre-pandemic levels in 2021. The recovery started in late 2021 and extended over several years.

By 2023, after the rollout of COVID-19 vaccines and easing of travel restrictions in many destinations, international arrivals recovered 89% of 2019 levels. By 2024 arrivals had slightly surpassed pre-crisis levels and in 2025 they are projected to reach 1.54 billion, a 5% increase from 2019.

Figure 1.5. International tourist arrivals and major global events, 1975–2025 (millions)



Notes: Data as of September 2025.

(f) Forecast

*) Compound annual growth rate (CAGR) for 5-year periods except 2015-2019 (4 years) and 2019-2025 (6 years), to avoid unusual results in 2020 (-72%) due to the pandemic.

Source: World Tourism Organization (UN Tourism).

Diversification of markets and destinations

Back in 1975, two regions concentrated 92% of all international tourist arrivals: Europe (69%) and the Americas (23%). Half a century later, travel has become more diversified across regions thanks to increased affordability, growing air connectivity, travel facilitation and sustained economic growth. In 2025, Europe is expected to account for 51% of all international arrivals, Asia and the Pacific for 23%, the Americas 15%, the Middle East 6% and Africa 5%.

Asia and the Pacific saw the most remarkable increase this period. From just over 10 million arrivals in 1975, the region is expected to welcome around 350 million tourists in 2025, over thirty times more than five decades earlier. Its share of international tourist arrivals will rise from 5% to 23%, making it the second-most visited region in the world.

Africa and the Middle East have also enjoyed significant growth in international arrivals. Africa's arrivals increased from under 5 million in 1975 to 83 million in 2025 (forecast), resulting in its share rising from 2% to 5%. Similarly, the Middle East is projected to grow from 3.5 million to almost 100 million arrivals (forecast) over the same period, its global share increasing from 2% to 6%.

Arrivals in the Americas grew from 50 million in 1975 to 224 million in 2025 (forecast), yet the region's global share declined from 23% to 15% as other regions expanded more rapidly. Europe, meanwhile, remains the most visited region in the world, with international arrivals increasing from 154 million in 1975 to 785 million in 2025 (forecast). Despite this remarkable growth, its share of arrivals decreased from 69% to about 51% in 2025.

Share of Asia and the Pacific receipts grew from 6% in 1975 to 24% in 2024

The regional distribution of international tourism receipts has also shifted significantly over the past five decades.

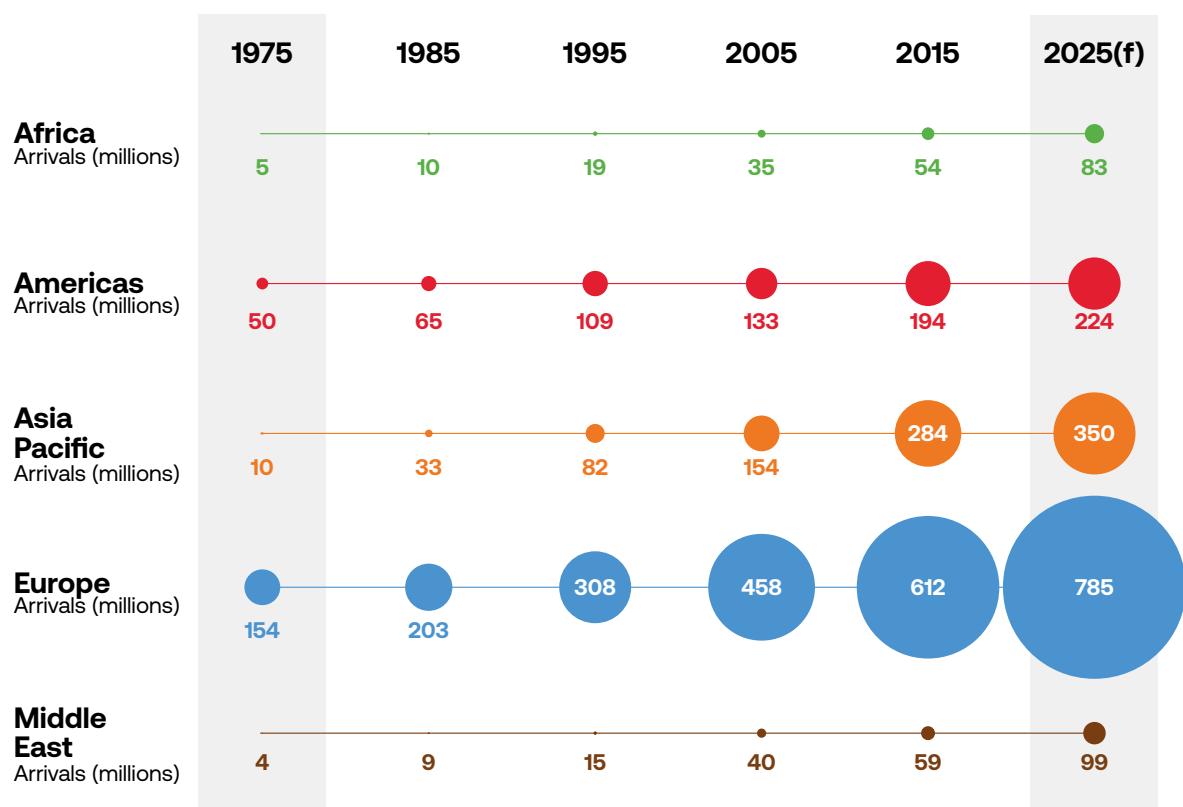
Asia and the Pacific recorded the most significant long-term gain in its share of global tourism receipts, rising from 6% in 1975 to 24% in 2024. The Middle East also saw a steady increase in the past decades, climbing from 2% to 8%.

In contrast, Europe's share of receipts fell from 64% to 42% due the rapid rise of other regions. Still, Europe remains the leading tourism earner in the world, accounting for the largest proportion of international tourism receipts.

The Americas saw a reduction from 25% to 23% over the same period, while the share of Africa declined slightly from 3% to 2%.

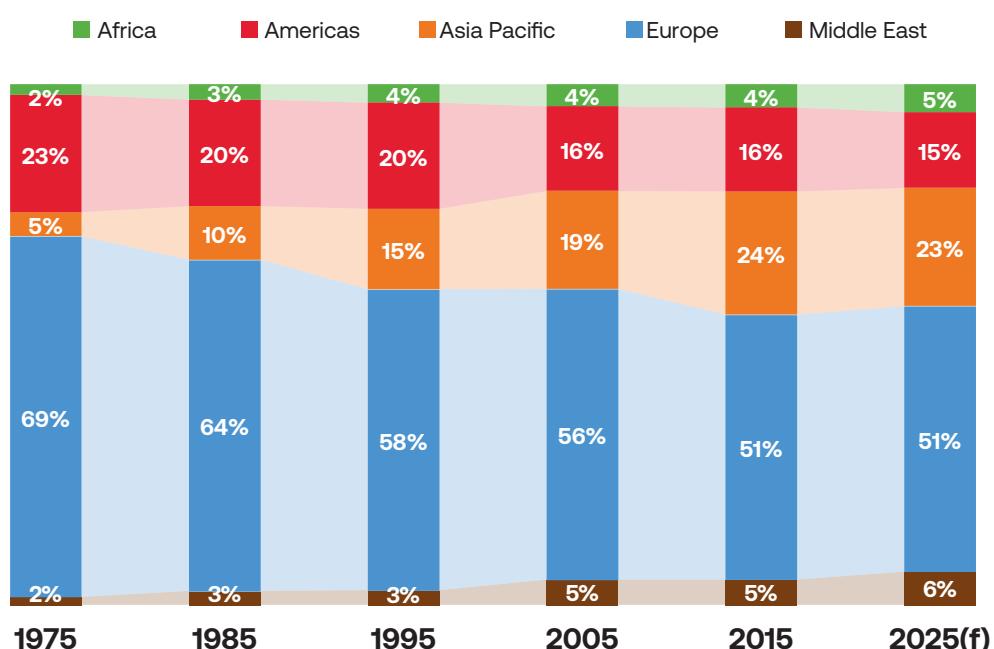


Figure 1.6. International tourist arrivals by region, 1975–2025 (millions)



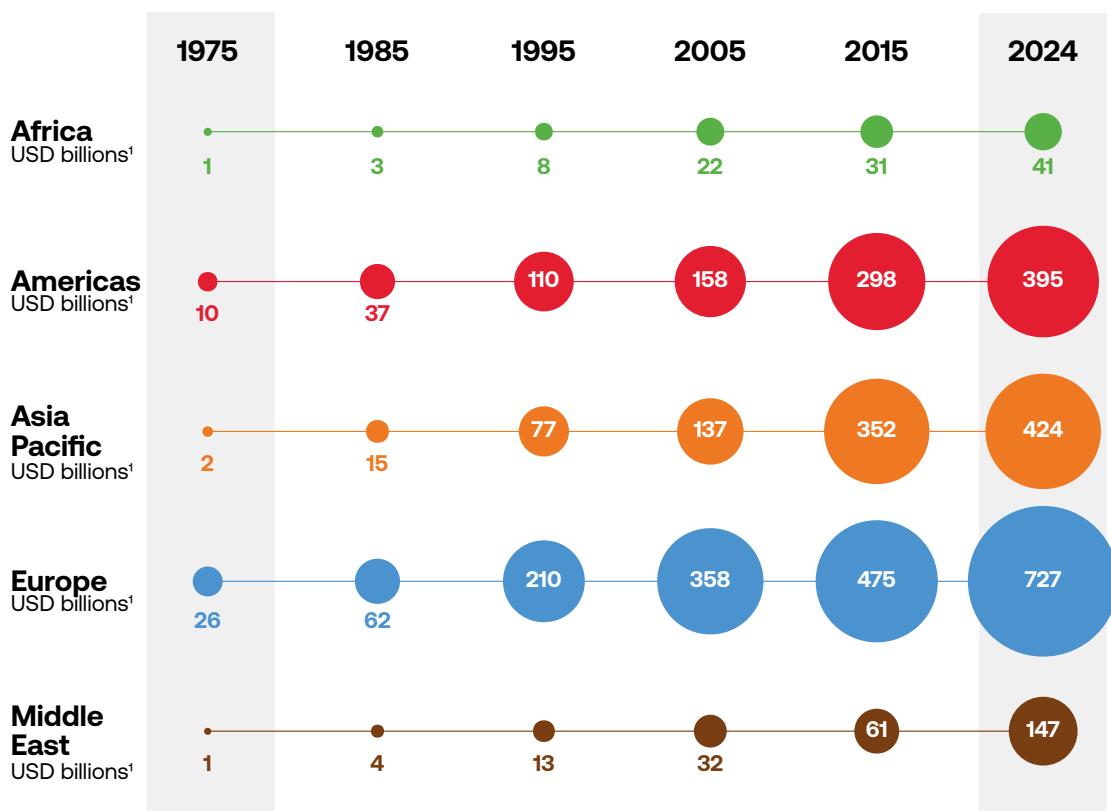
Notes: Data as of September 2025. | Circle size is proportional to the number of international tourist arrivals. | (f) Forecast
 Source: World Tourism Organization (UN Tourism).

Figure 1.7. Share of international tourist arrivals by region, 1975–2025 (%)



Notes: Data as of September 2025. | (f) Forecast
 Source: World Tourism Organization (UN Tourism).

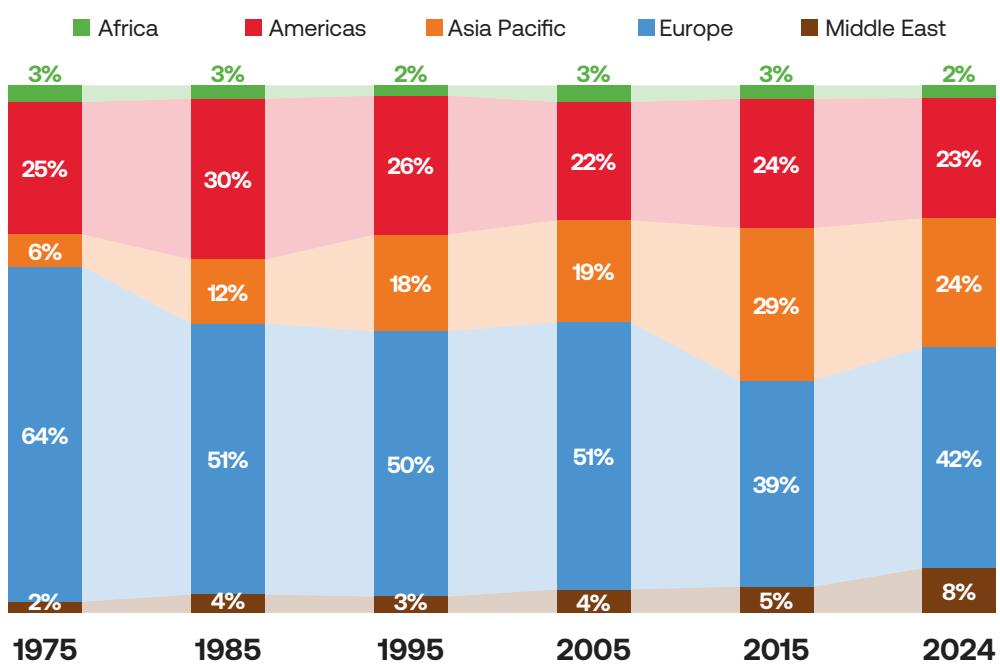
Figure 1.8. International tourism receipts by region, 1975–2024 (USD billions)



Notes: Data as of September 2025. | Circle size is proportional to international tourism receipts. | 1) USD billions at current prices (nominal terms).

Source: World Tourism Organization (UN Tourism).

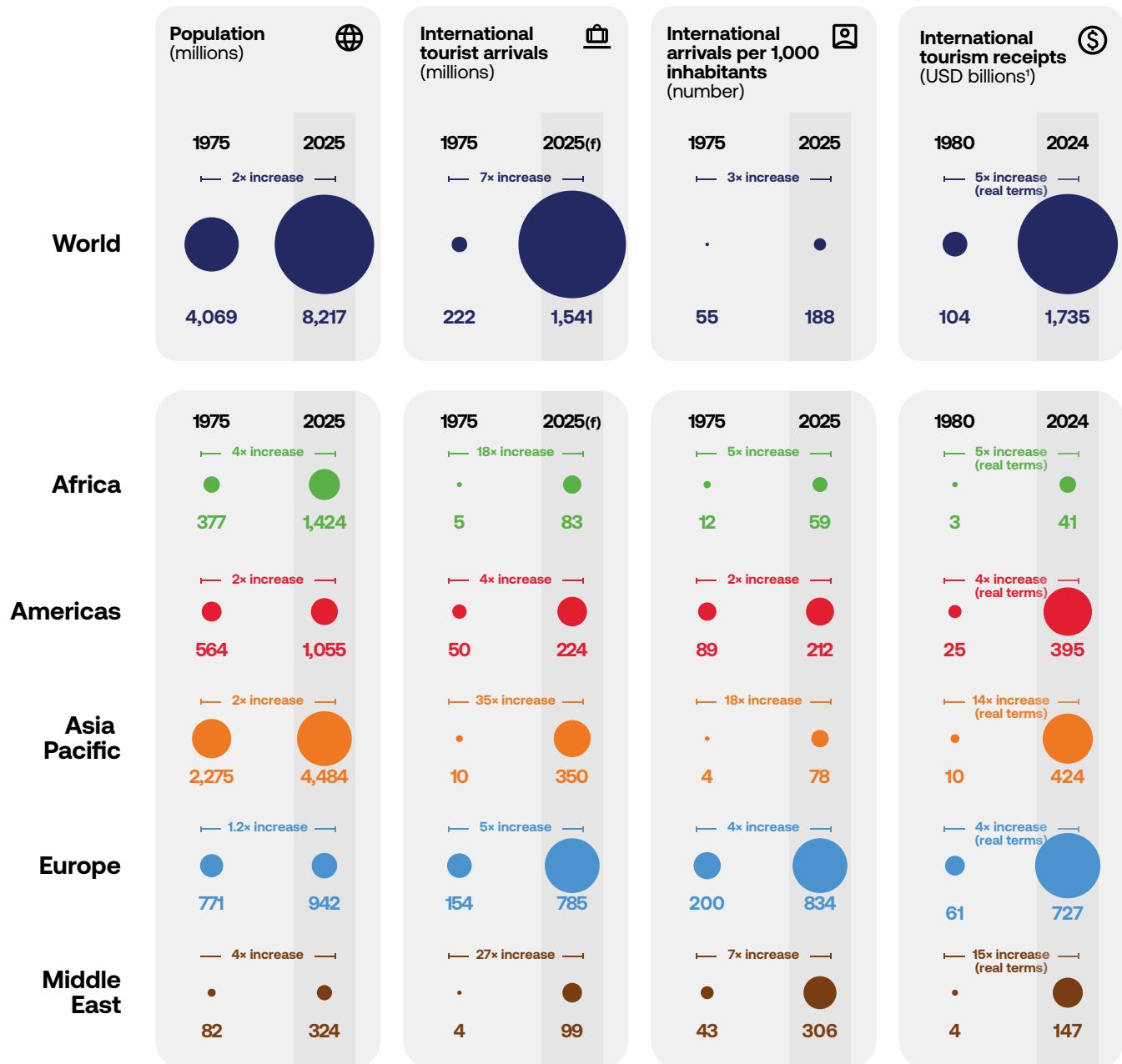
Figure 1.9. Share of international tourism receipts by region, 1975–2025 (%)



Note: Data as of September 2025.

Source: World Tourism Organization (UN Tourism).

Figure 1.10. Population, international tourist arrivals and international tourism receipts by region, 1975–2025*



Notes: Data as of September 2025.

Circle size is proportional to population, number of international tourist arrivals or tourism receipts.

*) Regional data to estimate real-term changes for tourism receipts are available for 1980–2024 only.

1) Receipts in USD at current prices (nominal terms). Increase in constant USD (real terms).

(f) Forecast

Source: World Tourism Organization (UN Tourism) and UN DESA (World Population Prospects 2024)

Greater diversification across destinations

The top ten destinations' share of international tourist arrivals has steadily declined over the past decades, reflecting a progressive diversification of global tourism flows.

In 1980, the global top ten destinations accounted for 61% of all international arrivals. By 2024, the combined share of the top ten destinations dropped to 40%.

Traditional destinations such as France, the United States of America, and Spain continue to rank among the top destinations worldwide, yet their shares gradually declined during these decades. France for example, represented 11% of world arrivals in 1980 but 7% by 2024. A similar trend is observed for the United States of America and Spain, both with a decline in their shares of global arrivals, despite an increase in absolute terms.

In 1990, China entered the top ten list of most visited destinations and by 2013 ranked fourth globally. It remained in the top ten in subsequent years, though data are not yet available for 2022–2024. Japan also climbed rapidly in the ranking to reach 11th place in 2018 and entered the top ten in 2024, which reflects the rapid expansion of tourism in Asia and the Pacific. In Europe, Türkiye has shown a steady climb in the global ranking of destinations, reaching fourth place in 2024.

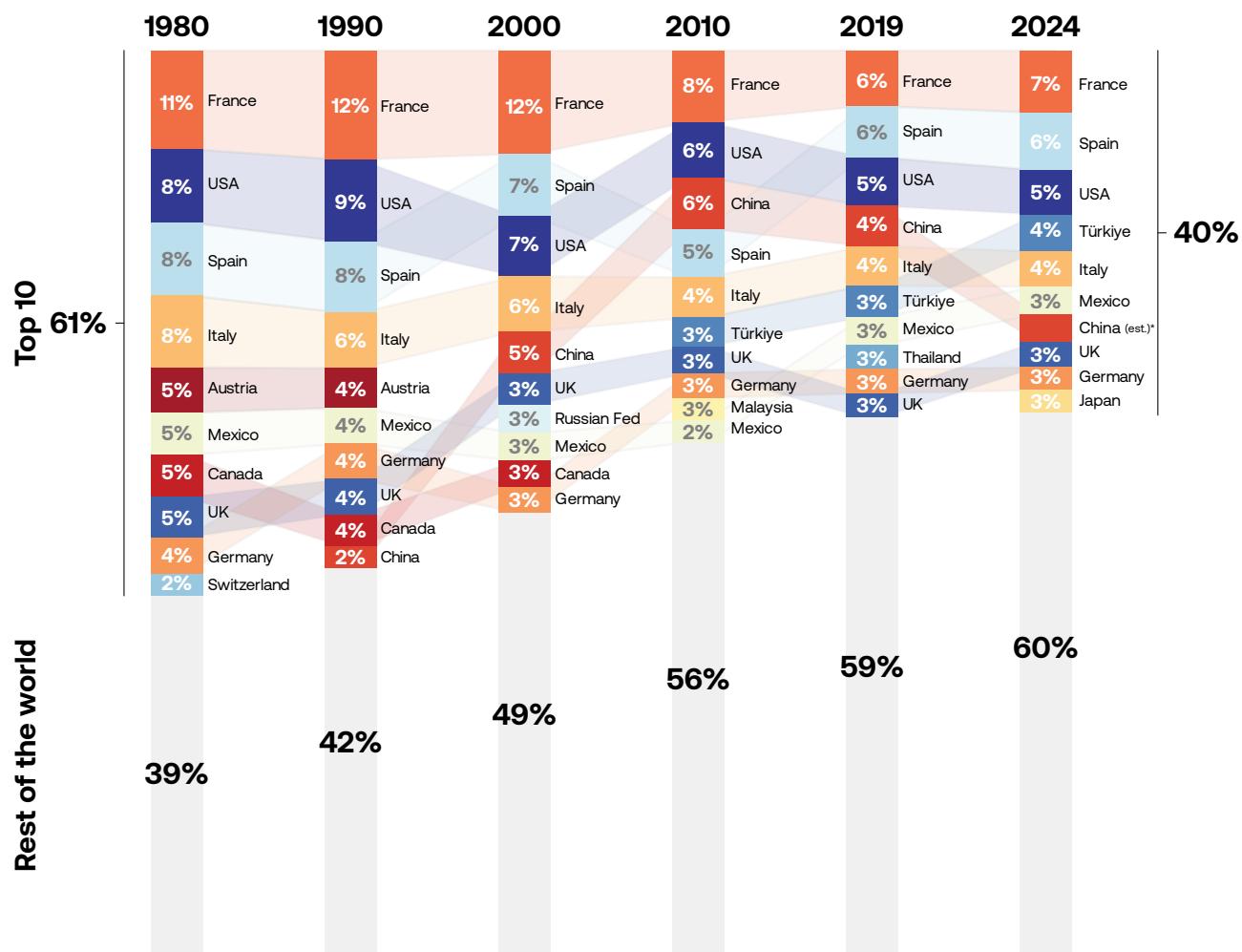
Other established destinations remained high in the global ranking, although their shares varied over time. Italy has remained in the top ten throughout the entire period, holding a 4% share of international arrivals in 2024. Mexico also consolidated its place among the leading destinations, with a 3% share in 2024. Germany maintained about a 3% share, while Austria, one of the original top ten destinations in 1980, gradually exited the top ten group as international tourism flows expanded to new regions.

The post-pandemic years also saw major movements in the top 50 ranking by international tourist arrivals. Among those destinations with largest increases, Uzbekistan climbed from the 50th place in 2019 to 38th in 2024 (up 22 places), Albania from 54th to 35th (up 19), and Colombia from 66th to 48th (up 18), while Saudi Arabia moved from 25th to 15th place (up 10).

These shifts expand the distribution of international arrivals across a wider set of destinations, highlighting the increasing diversification of international tourism.



Figure 1.11. Top ten destinations: share of international tourist arrivals, 1980–2024 (%)



Notes: Data as of September 2025

*) Ranking data for China in 2024 is estimated

UK = United Kingdom; USA = United States of America

Data at country level available from 1980 only.

Source: World Tourism Organization (UN Tourism)

Shifting source markets

The global ranking of international tourism spenders also changed over the past four decades, based on available country data, following broader shifts in the global economy and outbound travel markets.

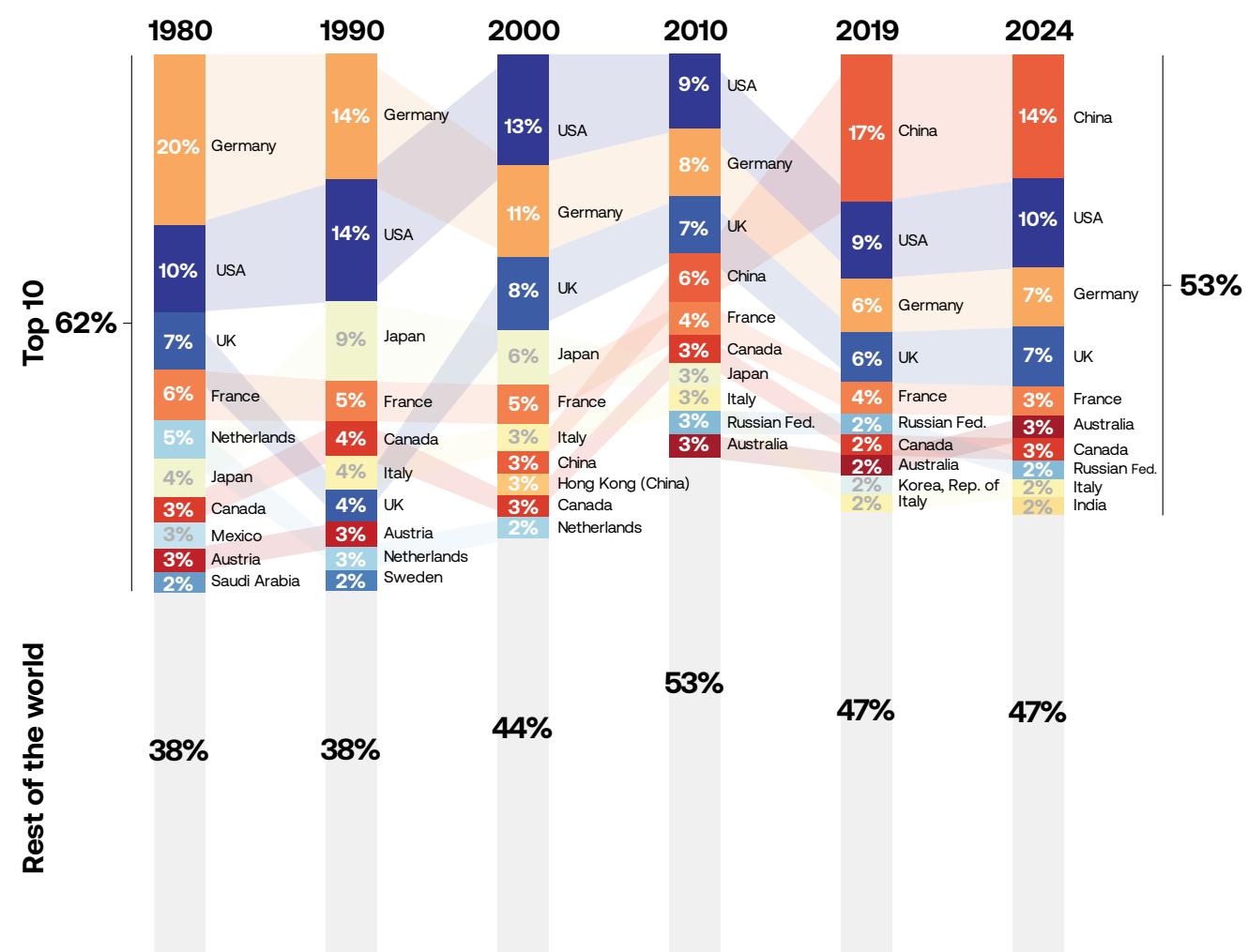
In the early 1980s, international tourism expenditure came largely from advanced economies in Europe and North America, with Germany, the United States of America and the United Kingdom among the leading tourism spenders.

Since then, the top ten spenders have accounted for smaller shares of global outbound spending, declining by almost ten percentage points, from 62% in 1980 to

53% in 2024. This reflects the gradual diversification of outbound travel across a wider range of economies and the emergence of new source markets.

During the 2000s, China emerged as a major source market, becoming the largest spender worldwide by 2012. Other economies from Asia and the Pacific, such as Australia, the Republic of Korea and India, also recorded a surge in tourism spending. While traditional markets in Europe and North America remain among the top spenders, their relative weight has decreased, underscoring the ongoing rebalancing of global tourism demand.

Figure 1.12. Top ten spenders: share of international tourism expenditure, 1980–2024 (%)



Notes: Data as of September 2025

UK = United Kingdom; USA = United States of America

Data at country level available from 1980 only.

Source: World Tourism Organization (UN Tourism).

2030 forecast of international tourist arrivals

Based on a combination of statistical models using GDP and population prospects (see methodological note in Annex 1), UN Tourism forecasts that international tourist arrivals will reach 2 billion in 2030 (preliminary based on September 2025 data).

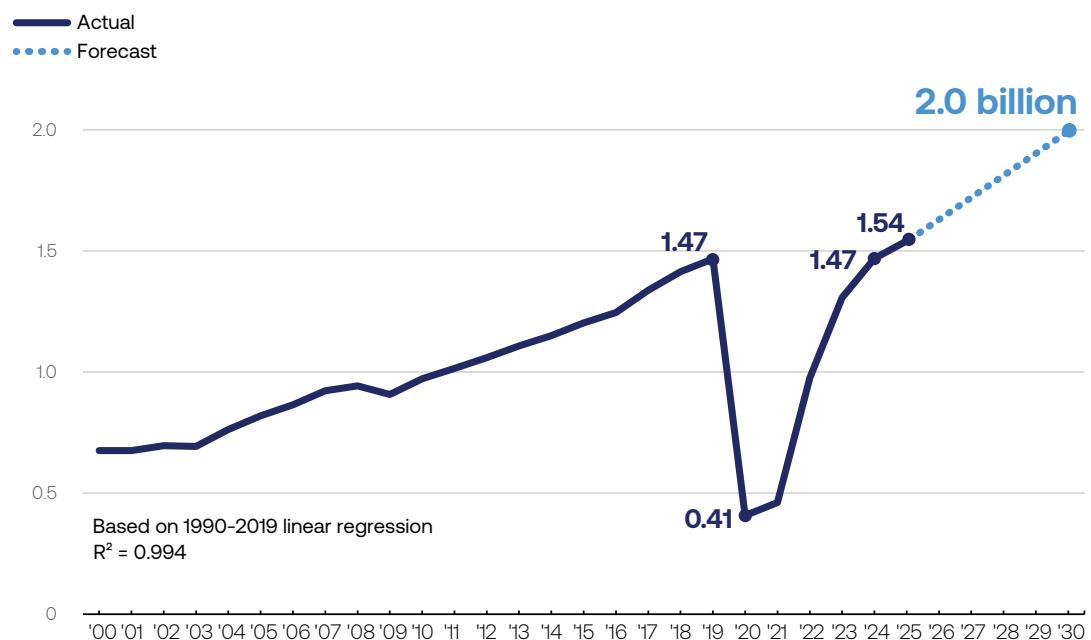
This represents a 28% increase in five years, or about 5% per year between 2025 and 2030, the same as in the pre-pandemic period of 2009–2019. This forecast aligns with the broader global economic growth projection of 3% per year through 2030, with tourist numbers expanding slightly faster due to rising affluence in emerging markets – especially Asia and the Pacific –, growing connectivity and increased visa facilitation in many countries around the world.

The digitalization of the travel experience, from searching and booking, to obtaining electronic visas, will continue

to drive international travel as it simplifies and accelerates the travel process, especially through mobile apps and artificial intelligence (AI). Continued investment in infrastructure and destination development will further stimulate travel demand, as new attractions and tourism offerings enter the market.

However, certain risks could impact the development of international travel in the coming years and disrupt the forecast, such as regional or global shocks resulting from geopolitical tensions, economic downturns or health scares such as epidemics or pandemics. Other risks include high inflation, which is expected to continue into 2026, fluctuation in energy prices, currency volatility, and the effects of climate change and natural disasters. Despite the variety of challenges, the forecast assumes little or no impact from these threats to international travel in the period 2025–2030.

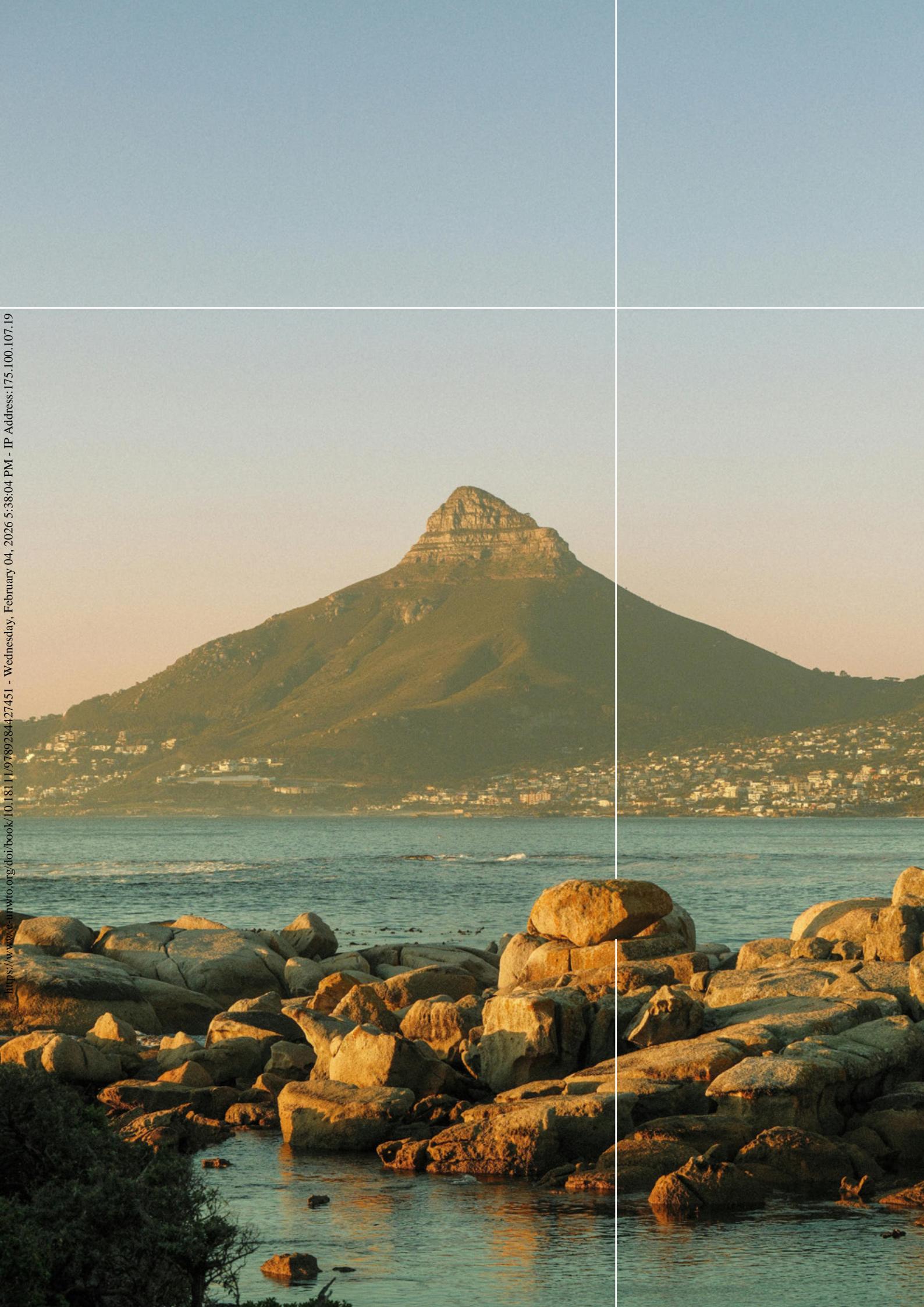
Figure 1.13. International tourist arrivals, actual and forecast (billions)



Notes: Data as of September 2025.

International arrivals for 2025 (1.54 billion) are a projection based on January–June data.

Source: World Tourism Organization (UN Tourism).



Annex

Methodological note: 2030 forecast of international tourist arrivals

Three econometric models (regression analysis) were built using historical data from 1990 to 2019 and future projections by the International Monetary Fund (IMF) on GDP and population to forecast international arrivals through 2030. The first two models use global GDP data from IMF as explanatory variables (linear regressions) in current and constant 1990 United States dollars respectively. The third model uses population data (exponential regression).

The three models have very significant coefficients of determination (R^2), indicating high correlation between the explanatory variables and the number of international arrivals. Our projection is mostly based on model 2 due to its more conservative outlook.

Table A.1. Statistical models used for 2030 forecast of international arrivals

Model	Explanatory variable	R ² coefficient	Arrivals in 2030
1	GDP (current)	0.955	2083 million
2	GDP (constant 1990 USD)	0.994	1993 million
3	Population	0.994	2072 million

Source: World Tourism Organization (UN Tourism), November 2025

Abbreviations and acronyms

AI	artificial intelligence
ASEAN	Association of Southeast Asian Nations
DMO	Destination management/marketing organization
GDP	gross domestic product
ICT	information and communications technology
ILO	International Labour Organization
MSMEs	micro-, small and medium-sized enterprises
OECD	Organisation for Economic Co-operation and Development
OTA	online travel agent
PPCP	public-private-community partnership
PPP	public-private partnership
SAF	sustainable aviation fuel
UN	United Nations
UN Tourism	World Tourism Organization
UNWTO	World Tourism Organization (former acronym)
WEF	World Economic Forum

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