

APAC tourism set for continued growth : PATA

- A Monitor Report

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Bangkok : The Asia Pacific region witnessed a robust recovery of international visitor arrivals (IVAs) in 2023. Tourism numbers rebounded significantly following the pandemic, with IVAs nearly doubling compared to 2022. As the travel industry moves into 2024, this upward trend continues, highlighting the resilience and adaptability of the region's tourism sector, according to Pacific Asia Travel Association's Annual Tourism Report 2024 released on October 31.

In 2023, international visitor arrivals reached 522 million across 47 Asia Pacific destinations, marking a 94.3 per cent increase from the previous year. This resurgence marks the most substantial recovery for Asia Pacific tourism since the onset of the pandemic, with IVAs nearing pre-2019 levels. Among the top-performing destinations were China, which welcomed over 82 million visitors, accounting for 15.7 per cent of the region's total, and the USA, which saw over 66 million arrivals (12.7pc).

