

Global tourism recovers fully in 2024

- A Monitor Report

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Madrid : Around 1.1 billion tourists travelled internationally in the first nine months of 2024, as the global tourism sector recovered 98 per cent of pre-pandemic levels. According to the latest World Tourism Barometer by UN Tourism, a full recovery from the biggest crisis in the sector's history is expected by the end of the year, despite economic, geopolitical and climate challenges.

Four years after the outbreak of the Covid-19 pandemic, which brought global tourism to a standstill, the Barometer reflects the sector's remarkable recovery, with most regions already exceeding 2019 arrival numbers in the period January to September 2024. The report also shows outstanding results in terms of international tourism receipts, with most destinations with available data posting double-digit growth compared to 2019.

International tourist arrivals grew strongly in the first nine months of

2024, driven by strong post-pandemic demand in Europe and robust performance from large source markets globally, as well as the ongoing recovery of destinations in Asia and the Pacific. Increased air connectivity and visa facilitation also supported international travel.

Asia and the Pacific reached 85 per cent of 2019 levels as compared to a 66 per cent recovery in 2023. Asia and the Pacific has experienced a gradual though uneven rebound in arrivals since the region reopened to international travel in 2023.