

Global tourist arrivals rise 4pc, travel demand remains strong

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Dhaka: International tourism continued its recovery in 2025, with global arrivals increasing 4 percent to an estimated 1.52 billion travelers, according to UN Tourism. The total was nearly 60 million higher than in 2024 and marks a return to pre-pandemic growth trends.

Growth was supported by strong demand from major source markets, improved air connectivity, and easier visa policies, while Asia and the Pacific continued to rebound. Despite higher travel costs and geopolitical tensions, demand remained resilient throughout the year, UN Tourism said.

Africa recorded the fastest growth in 2025, with arrivals up 8 percent, led by strong gains in North Africa. Europe, the world's largest destination region, welcomed 793 million international visitors, up 4 percent from 2024 and above pre-pandemic levels. The Middle East also

outperformed, nearing 100 million arrivals and remaining well above 2019 volumes.

Asia and the Pacific saw arrivals rise 6 percent but remained below pre-pandemic levels, while the Americas posted modest growth of 1 percent, with mixed results across subregions.

Tourism revenues reached record levels in 2025, with total export earnings estimated at USD 2.2 trillion. International tourism receipts rose to about USD 1.9 trillion, reflecting higher spending per traveler in many destinations.

Looking ahead, UN Tourism forecasts global tourism growth of 3 percent to 4 percent in 2026, supported by steady economic conditions and major international events, though risks from geopolitical tensions, high costs, and extreme weather remain.

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