

## PATA forecasts strong APAC visitor rebound, growth through 2027

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Dhaka: International visitor arrivals to Asia Pacific are projected to reach 813.7 million by 2027, reflecting a continued upward trend from the estimated 648.1 million in 2024, said Pacific Asia Travel Association in its latest Asia Pacific Visitor Forecasts 2025-2027.

The report presents forecasts for 39 destinations in the Asia Pacific region under mild, medium, and severe scenarios, offering critical insights for stakeholders in the travel and tourism industry.

About the development, Noor Ahmad Hamid, CEO, PATA, said, "As global travel continues its strong recovery, the Asia Pacific region remains a key driver of growth. This latest forecast highlights the dynamic shifts in visitor flows, policy interventions, and infrastructure improvements that will shape the region's tourism landscape over the next three years. By understanding these evolving trends, destinations

can better position themselves for sustainable growth and resilience."

According to the report, simplified visa processes, expanded airline routes, and enhanced infrastructure are accelerating recovery. Initiatives such as China's visa-free transit expansion and Thailand's "Six Countries, One Destination" project illustrate how strategic policy shifts can drive visitor flows.

China is forecast to reclaim its position as the leading inbound destination in the region, with the US, Türkiye, and Hong Kong ranking among the top performers by 2027. Meanwhile, Mongolia, Türkiye, Sri Lanka, and Japan are projected to lead in recovery rates, surpassing their pre-pandemic visitor numbers.

China is expected to maintain its role as the largest source market for Asia Pacific, followed by the USA, Hong Kong, Korea, and India. The rising middle class in India and Southeast Asia, along with increased adoption of digital payment platforms and social media-driven travel inspiration, is fueling outbound travel growth.

The Asia Pacific tourism landscape will continue to be shaped by economic shifts, geopolitical factors, and technological advancements. Digital transformation, sustainable tourism initiatives, and new transportation infrastructure are set to redefine travel experiences in the region, concluded the report.

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