

Tourism enjoys strong start to 2022 while facing new uncertainties

UNWTO has released its January travel data and according to the association, global international tourist arrivals more than doubled (+130%) in January 2022 compared to 2021.

January's figures show a clear positive trend that began in 2021, especially considering the arrival of the Omicron variant and the resultant renewed border restrictions. While the numbers are positive, however, international arrivals in January 2022 remained 67% below pre-pandemic levels.

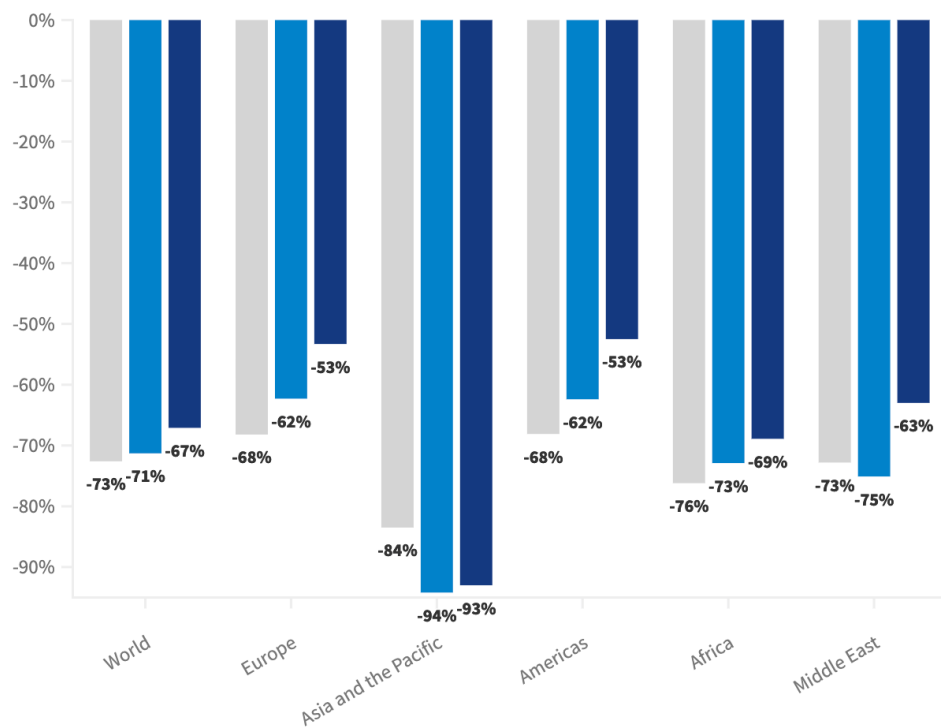
Europe and Americas perform strongest

All regions showed a rebound in January, but Europe and the Americas fared best, with international arrivals still around half pre-pandemic levels (-53% and -52%, respectively).

Asia showed a significant recovery over 2021, but that region remains down over 90% versus January of 2019.

International tourist arrivals (% change over 2019)

■ 2020 ■ 2021 ■ Jan 2022



Source: World Tourism Organization (UNWTO) © • * Change over 2019 (provisional data)
Data as collected by UNWTO, March 2022. Published: 25/03/2022

International tourism is expected to continue gradually recovering throughout 2022 as restrictions lift, but the war in Ukraine introduces new challenges, not only because of perceived possible danger but also closed airspace, a ban on Russian carriers and increased fuel costs. Additionally, Russia in particular has been an important cohort, with Russia and Ukraine combined accounted for a combined 3% of global spending on international tourism in 2020 amounting to at least US\$ 14 billion.