ASEAN Tourism: The Slow Path to Recovery

Ongoing challenges hamper the recovery in the region’s tourism sector, resulting in a modest 66% recovery in the first half of 2023, following a relatively lackluster 30% recovery in 2022.

During the first half of 2023, approximately 46.5 million visitors travelled to ASEAN, with around 43% originating from the region, making it a challenging task to reach the pre-pandemic level of 143.6 million arrival by the end of the years. As for tourism receipts, they only reached US$ 39.77 billion in 2022, compared to US$ 137.7 billion recorded in 2019.

Cambodia and Lao PDR recorded the highest recovery at 77% and 75%, respectively. Meanwhile, Myanmar and Brunei Darussalam reported the lowest recoveries at 15% and 34%, respectively. The remaining ASEAN Member States posted recoveries ranging from 65 to 69%.

Nevertheless, ASEAN tourism recovery is expected to continue in the second-half of the year. According to UNWTO’s projection, international tourist arrivals could reach 80% to 95% of pre-pandemic levels in 2023.

Notes:
• data is preliminary; 2023 data is only from Jan-June