

# INTERNATIONAL TOURISM IN LATIN AMERICA RECOVERED



The travel industry plays a crucial role in the economies of Mexico and Peru. In 2024, Mexico experienced a significant surge in international tourism, welcoming 86.4 million visitors, a 15.5% increase compared to the previous year. This growth secured the country as the sixth most visited destination worldwide.

Meanwhile, Peru also saw substantial growth in international tourism, with a 29% increase in foreign visitors, surpassing three million tourists. This rise is primarily attributed to the recovery of key source markets such as Chile, the United States, and Bolivia. Furthermore, **Peru exceeded the pre-pandemic tourism levels, affirming its attractiveness as a destination in the region.** However, it is essential to note that neither Mexico nor Peru experienced the highest growth in the tourism sector in Latin America.

## El Salvador Leads in Tourism Growth in Latin America

In 2024, seven American countries stood out among the 20 global destinations experiencing the highest growth in tourist arrivals. This increase reflects a remarkable recovery in international tourism, reaching levels seen before the pandemic, as reported by the latest World Tourism Barometer. El Salvador led this resurgence with an impressive 81% increase, ranking as the second best-performing destination globally, just behind Qatar, which reported a 137% increase.

Other notable countries in the Americas included Curaçao (+51%), Colombia (+37%), Guatemala (+33%), the Dominican Republic (+32%), Aruba (+27%), and Panama (+17%). According to UN Tourism, these nations also experienced significant growth in tourist arrivals compared to pre-pandemic data.

## Tourism Revenues in El Salvador Increased by More Than 200%

El Salvador has made significant strides in international tourism, reporting a remarkable 206% increase in revenue, which ranks as the second-largest growth overall, surpassed only by Kuwait's 232% increase. In light of these accomplishments, **El Salvador's president, Nayib Bukele, celebrated the country's transformation, stating that it has gone from being "the homicide capital of the world to the second-best-performing tourist destination globally,"** as he mentioned on his account on the social media platform X.

In 2024, the Americas recorded 213 million arrivals, reaching 97% of the pre-pandemic levels and reflecting only a 3% decrease compared to 2019. According to the UN Tourism report, approximately 1.4 billion tourists traveled internationally, marking a 99% recovery compared to the pre-pandemic numbers. This resurgence was driven by the revival of key markets, particularly in Asia and the Pacific. The report indicated that these figures represent an 11% increase from 2023 to 140 million more international tourist arrivals.

Date: 2025-02-24

Article link:

<https://www.tourism-review.com/latin-american-countries-fully-recovered-the-international-tourism-news14816>