

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.

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