

GLOBAL TOURISM TRENDS & SUSTAINABILITY

A Data-Driven Analysis (1995-2019)
to Inform Strategic Decisions in
International Tourism Markets



DATA COLLECTION & ANALYSIS PROCESS

This analysis is based on open datasets from the World Bank and Kaggle, covering international tourism arrivals, tourism expenditure, CO2 emissions from international flights, and environmental monitoring indicators.

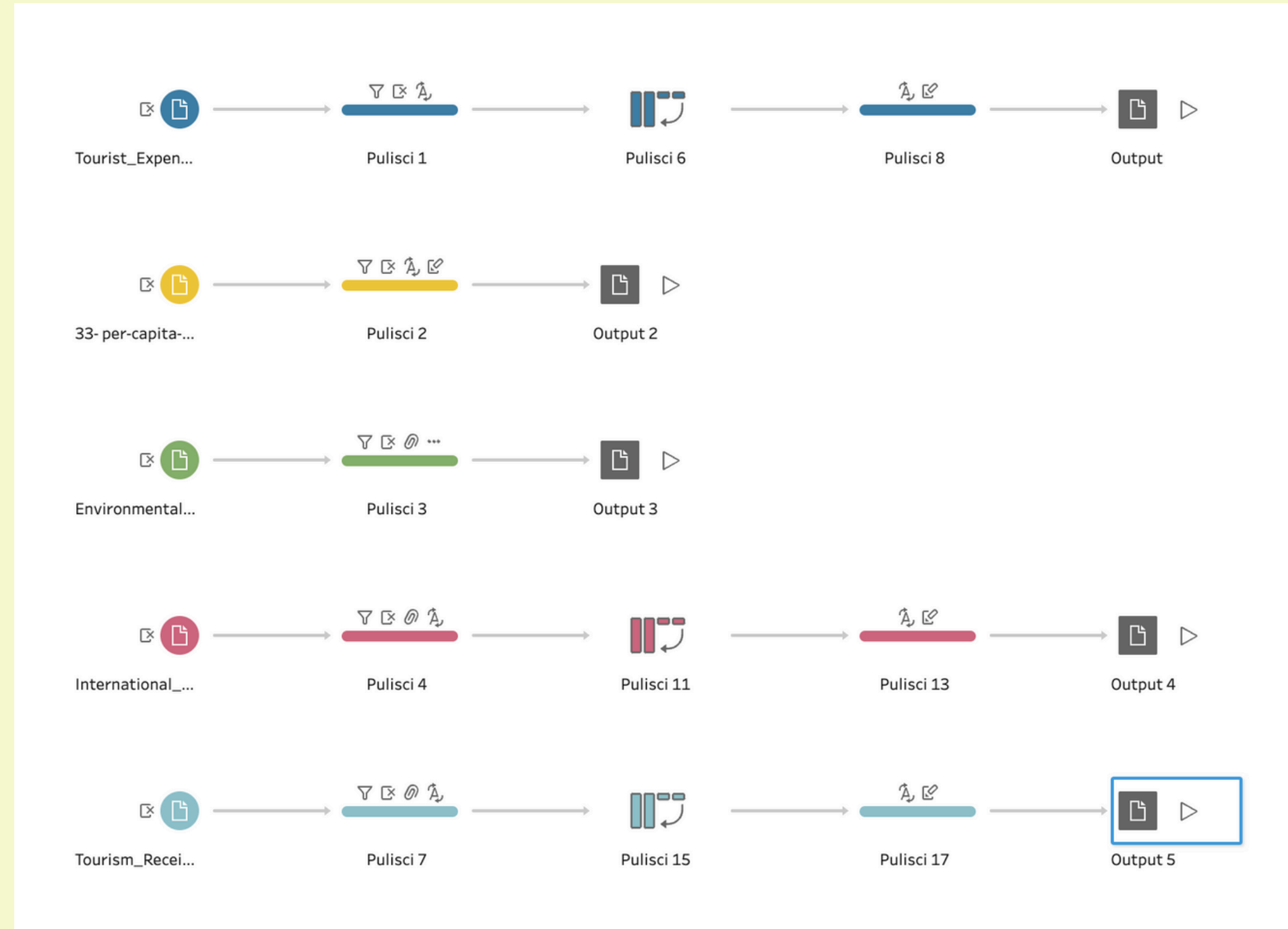
The data was cleaned and structured using Tableau Prep (see screenshot), then analyzed and visualized in Tableau.

Objective:

To support international tour operators in identifying emerging markets, high-value tourism economies, and opportunities for greener, more responsible tourism.

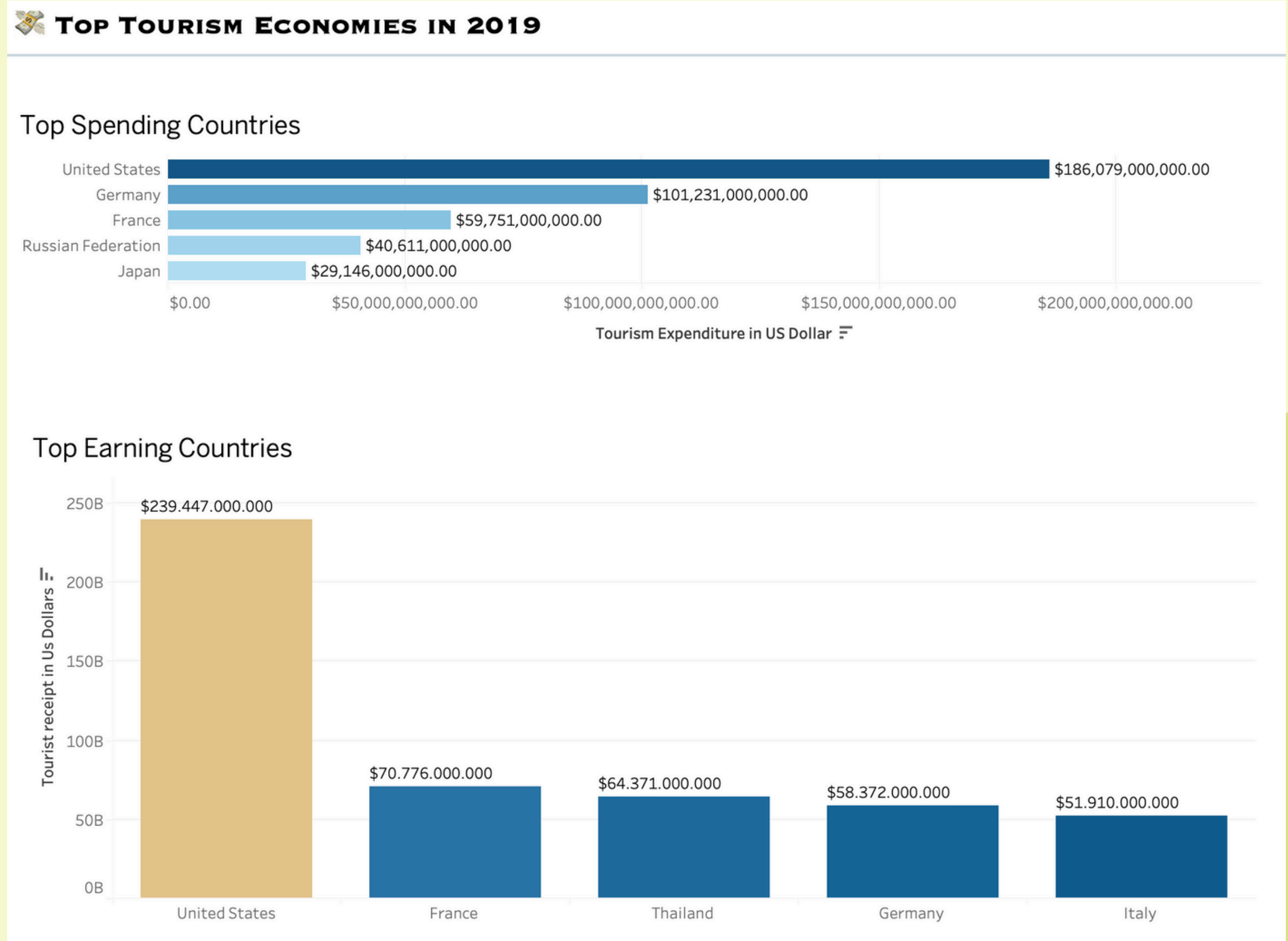
Target Audience:

Tourism professionals, agencies, and operators aiming to align their strategies with economic potential and environmental responsibility.



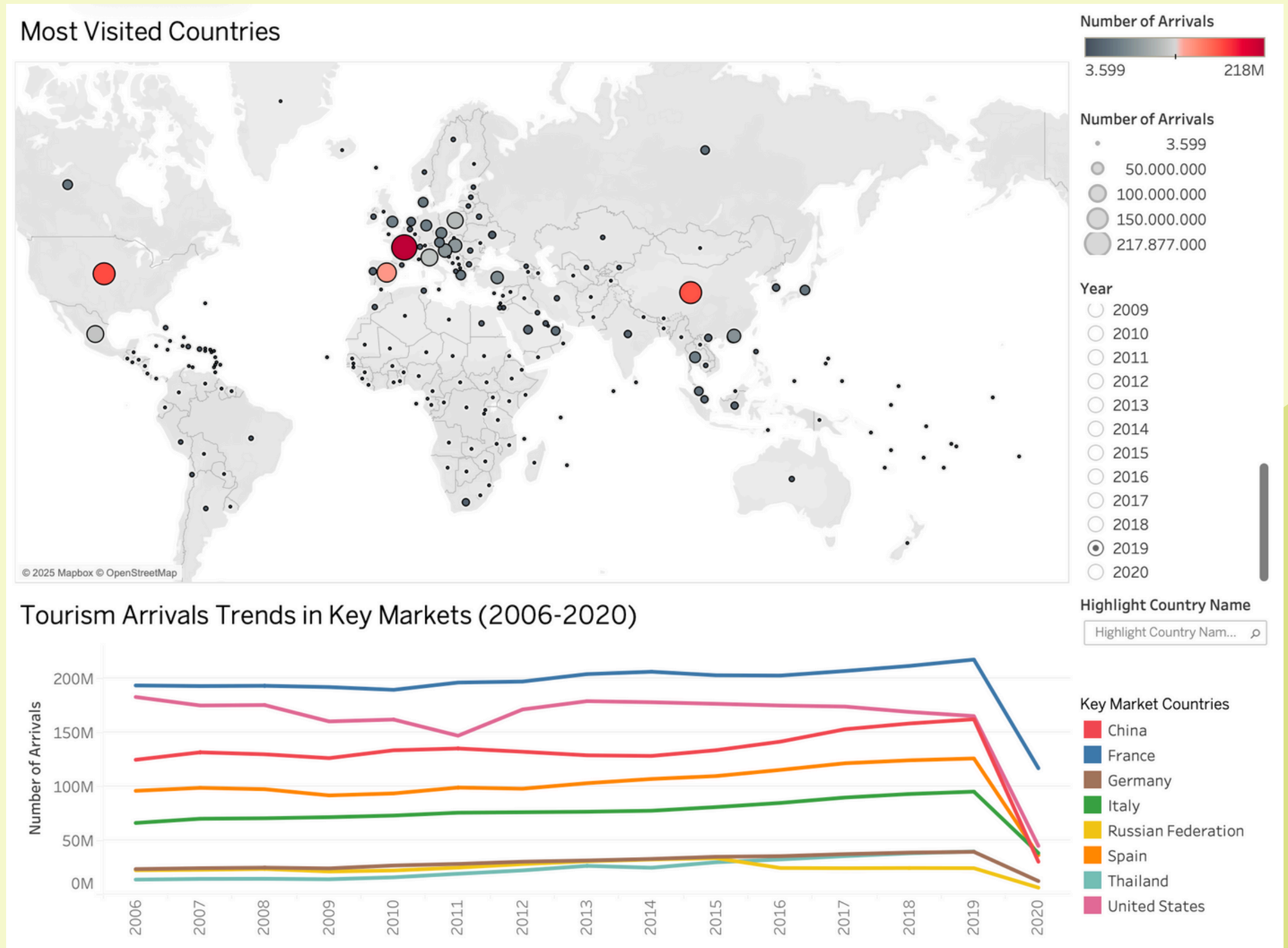
TOP TOURISM ECONOMIES IN 2019

- **Top spending countries:** USA, Germany, France, Russia, Japan
- **Countries Generating the Most Tourism Revenue:** USA, France, Thailand, Germany, Italy
- **High-spending travelers = high-value markets**
- **We can use this to identify source markets for targeted promotion and packages**



TOP DESTINATIONS IN 2019 & TRAVEL TRENDS OVER TIME

- **Major destinations:** USA, France, Spain, Italy, China
- **Thailand:** A rising destination in recent years
- **COVID-19:** Major drop in 2020
- We can use this to identify long-term popular destinations and new growth markets



TOURISM AND ENVIRONMENT

- CO2 emissions from international flights increased steadily until 2020
- Drop in 2020 due to COVID-19
- Countries leading in sustainability monitoring: Australia, Denmark, Mexico, Philippines, Sweden, Canada, Spain, Uk
- Growing global focus on eco-conscious tourism policies

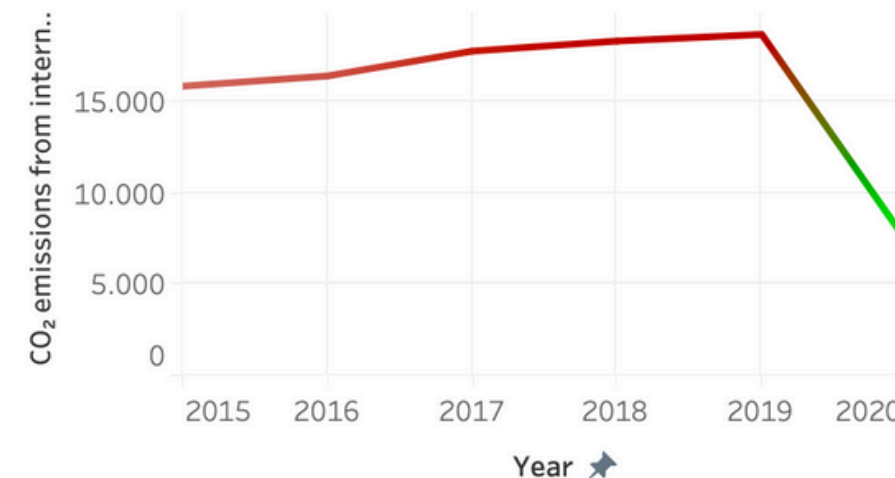


TOURISM & ENVIRONMENT

How Countries Are Advancing in Tourism Sustainability Monitoring

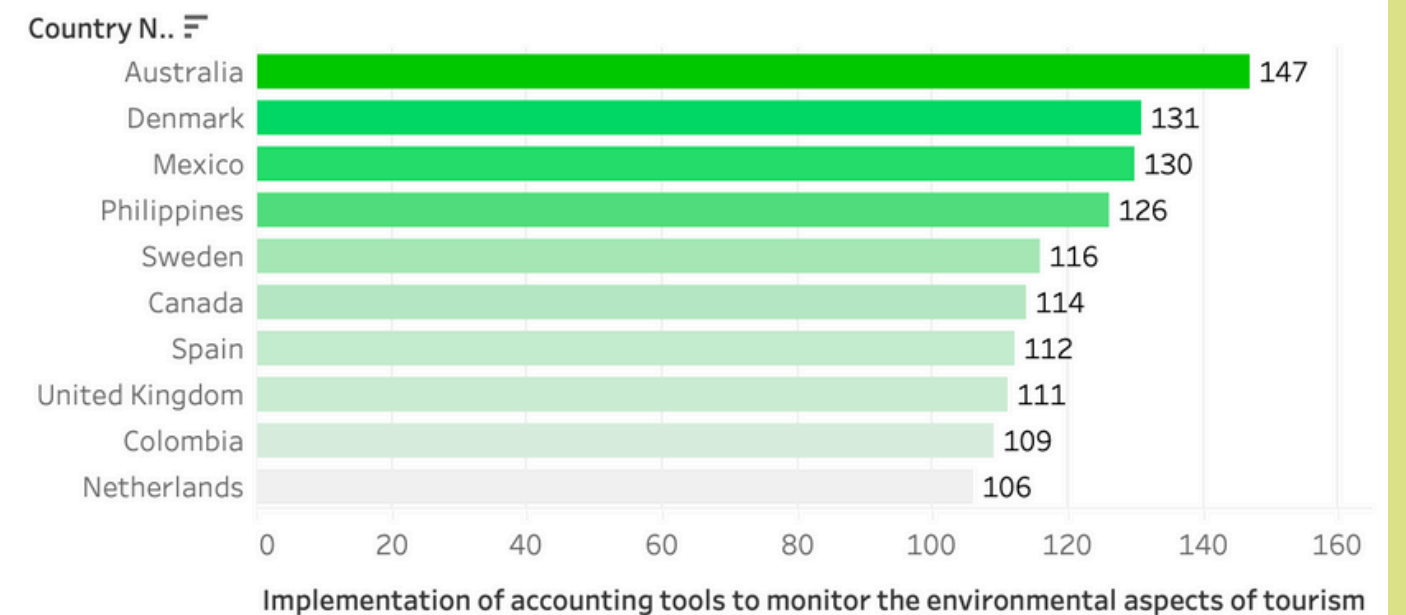


Tourism & Aviation: The Growth of CO₂ Emissions Over Time (2015-2020)



CO₂ emissions from international flights
7.393,41526024 to 18.715,29301526

Top 10: Countries Prioritizing Eco-Tourism Monitoring



KEY STRATEGIC DIRECTIONS FOR A MORE RESPONSIBLE TOURISM INDUSTRY

To move toward a more resilient and responsible tourism model, tour operators should:

- Diversify destinations: Combine classic markets (USA, France, Italy) with emerging ones like Thailand.
- Follow the money: Focus on high-spending source markets (e.g., USA, Germany, Japan) for premium tourism offerings.
- Prioritize green alignment: Partner with destinations that actively monitor environmental impact, and promote eco-friendly packages.

For a deeper exploration of the dashboards and insights, please visit the [full interactive storytelling on Tableau Public](#).

