

Travel and Tourism Development Index 2026



Rank: **1** | ↑ 2

Score: **5.27** | ↑ 2.6%

Top performing pillars



Cultural Resources (1st)

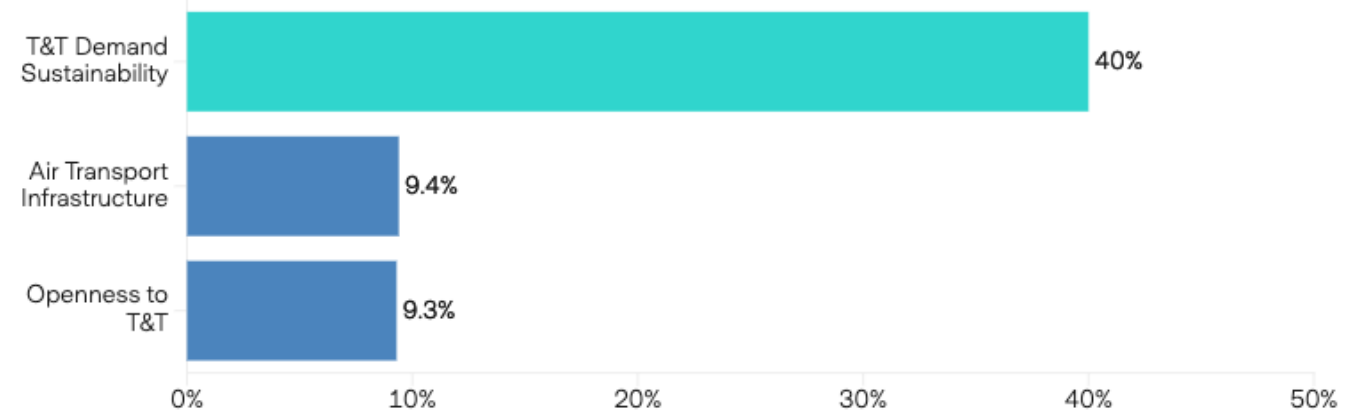


Non-Leisure Resources (1st)



Ground & Port Infrastructure (4th)

Most improved pillars



Key strengths

Japan combines world-leading cultural and non-leisure resources with excellent transport infrastructure. Strong recent gains in visitor distribution, air connectivity and openness have helped strengthen its position as the world's top-ranked tourism economy.

Key challenges

Despite major recent improvements, Japan continues to face challenges related to affordability, managing visitor concentration and maintaining tourism services and infrastructure as demand grows.

Travel and Tourism Development Index 2026



United States

Rank: **2** | ➡

Score: **5.23** | ⬆ 1.4%

Top performing pillars



Natural Resources (1st)

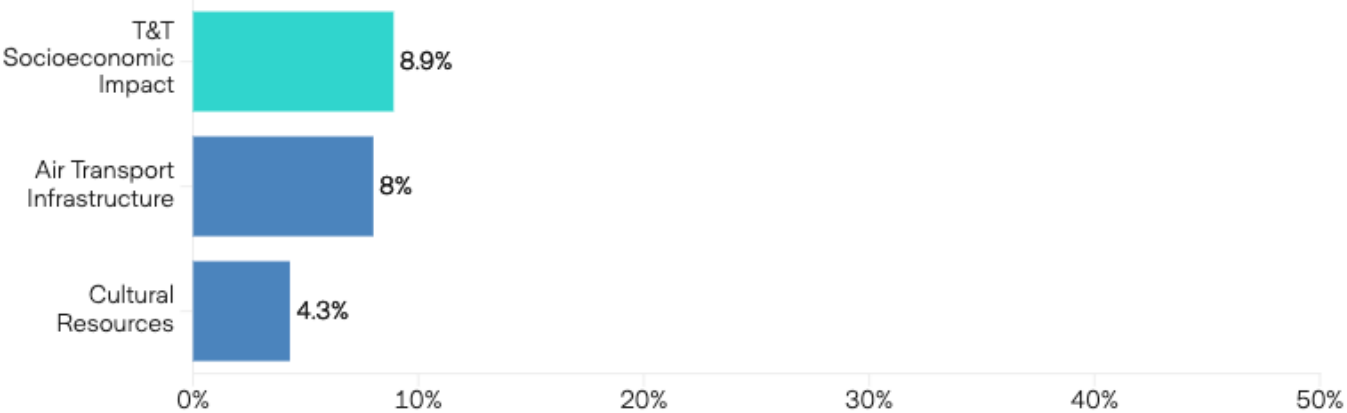


Air Transport Infrastructure (2nd)



Non-Leisure Resources (2nd)

Most improved pillars



Key strengths

The U.S. combines exceptional natural assets and air connectivity with one of the strongest business travel networks in the world. Recent gains in tourism’s economic impact and cultural resources have reinforced its position near the top of the rankings.

Key challenges

High travel costs, safety and security concerns, and healthcare-related factors continue to weigh on overall performance despite the U.S.’s strong tourism assets.

Source: World Economic Forum, Travel & Tourism Development Index 2026
Scores (1 = lowest, 7 = highest). Compared with 2024; 2024 figures have been recalculated using updated data and methodology and are therefore not directly comparable with previously published figures.

Travel and Tourism Development Index 2026



Rank: **3** | ↓ 2

Score: **5.22** | ↑ 1.0%

Top performing pillars



Air Transport Infrastructure (3rd)

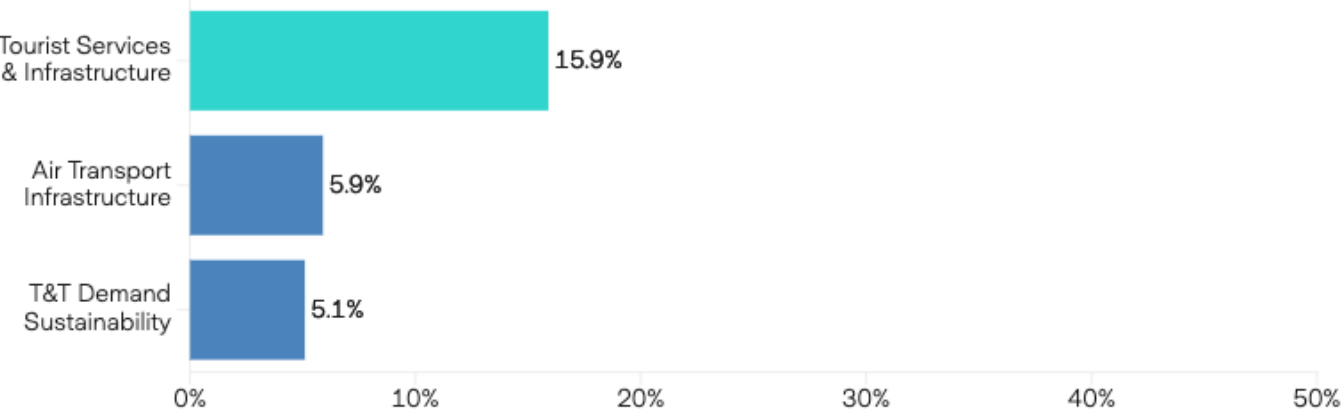


Tourist Services & Infrastructure (3rd)



Cultural Resources (6th)

Most improved pillars



Key strengths

Spain combines rich cultural heritage with some of the world’s strongest tourism and air transport infrastructure. Continued investment in visitor services and connectivity has helped maintain its position among the global leaders.

Key challenges

Affordability pressures, crowding and seasonality remain persistent challenges, while translating tourism growth into broader economic and social benefits remains an area for improvement.

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Scores (1 = lowest, 7 = highest). Compared with 2024; 2024 figures have been recalculated using updated data and methodology and are therefore not directly comparable with previously published figures.

Travel and Tourism Development Index 2026



Rank: **4** | **↑ 2**

Score: **5.18** | **↑ 3.5%**

Top performing pillars



Natural Resources (2nd)

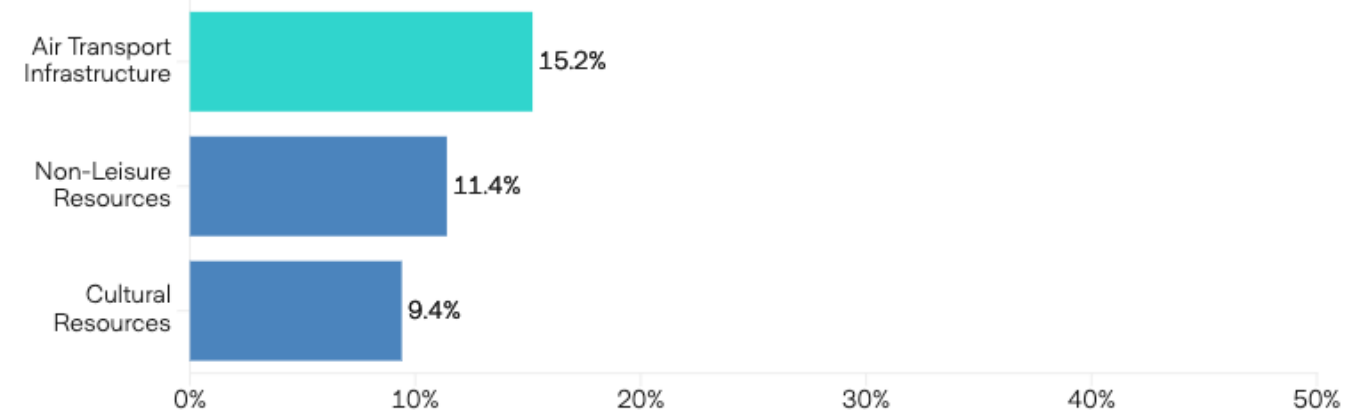


Human Resources & Labour Market (3rd)



Business Environment (6th)

Most improved pillars



Key strengths

Australia's performance is underpinned by exceptional natural attractions, a highly skilled workforce and a strong business environment. Improvements in air connectivity, cultural resources and business travel assets have further strengthened its tourism proposition.

Key challenges

High travel costs, relatively low rankings for safety and security, and limited government prioritization of tourism continue to weigh on overall performance.

Travel and Tourism Development Index 2026



Rank: **5** | ↓ 1

Score: **5.17** | ↑ 1.9%

Top performing pillars



Environmental Sustainability (4th)

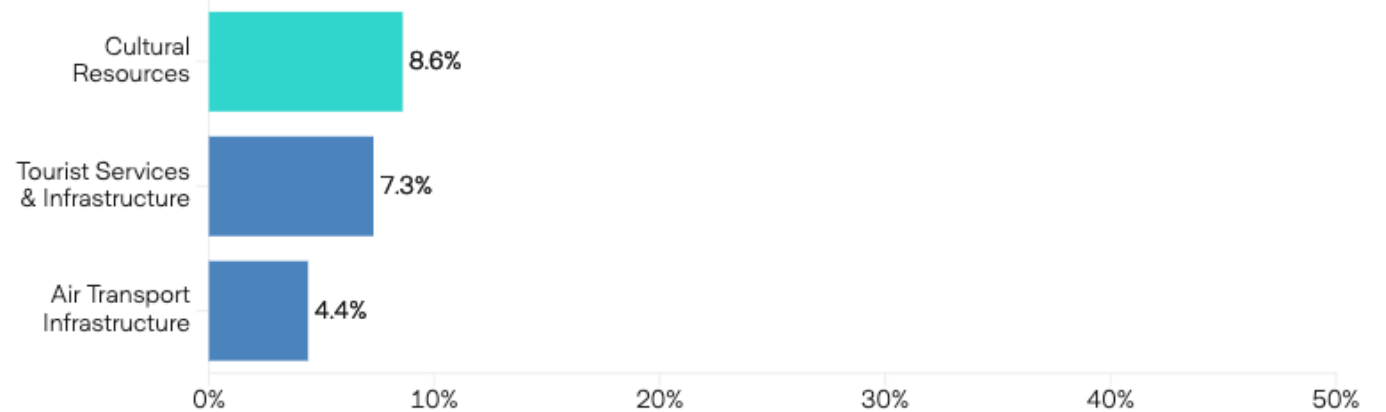


Cultural Resources (5th)



Natural Resources (8th)

Most improved pillars



Key strengths

France combines world-renowned cultural assets with strong environmental performance and abundant natural attractions. Continued improvements in cultural resources, visitor services and air connectivity have reinforced its position among the world's top tourism economies.

Key challenges

Affordability pressures, concentrated visitor demand and the relatively limited economic and social benefits generated by tourism remain important challenges.

Travel and Tourism Development Index 2026



Rank: **6** | ↓ 1

Score: **5.09** | ↑ 1.6%

Top performing pillars



Health & Hygiene (2nd)

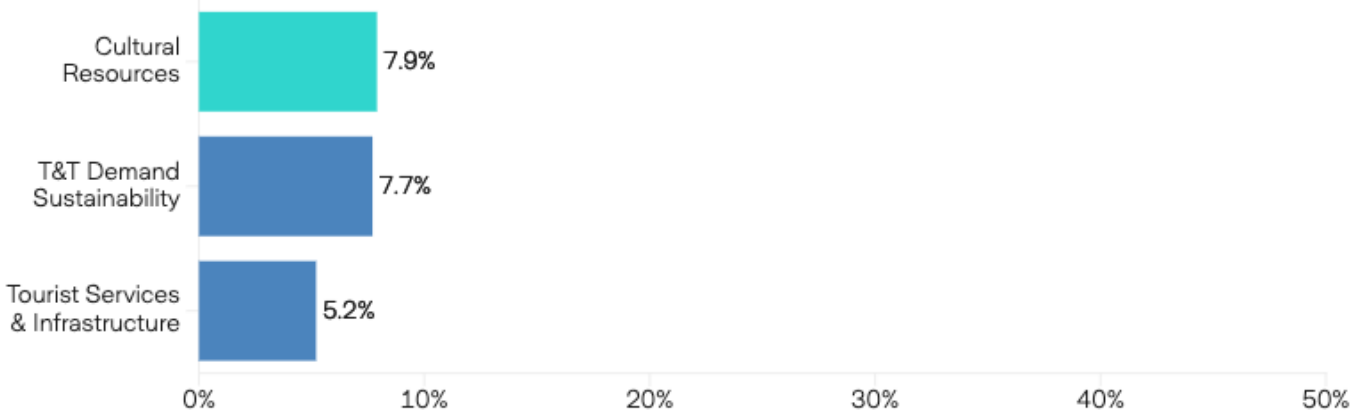


Cultural Resources (3rd)



Non-Leisure Resources (7th)

Most improved pillars



Key strengths

Germany combines strong healthcare standards, rich cultural assets and a powerful base of global cities, businesses and universities. Recent improvements in cultural resources, visitor distribution and tourism services have reinforced its appeal.

Key challenges

High costs, visitor concentration and a relatively low socioeconomic impact score continue to constrain overall performance.

Source: World Economic Forum, Travel & Tourism Development Index 2026
Scores (1 = lowest, 7 = highest). Compared with 2024; 2024 figures have been recalculated using updated data and methodology and are therefore not directly comparable with previously published figures.

Travel and Tourism Development Index 2026



United Kingdom

Rank: 7 | ➡

Score: 5.08 | ⬆ 1.6%

Top performing pillars



Air Transport Infrastructure (5th)

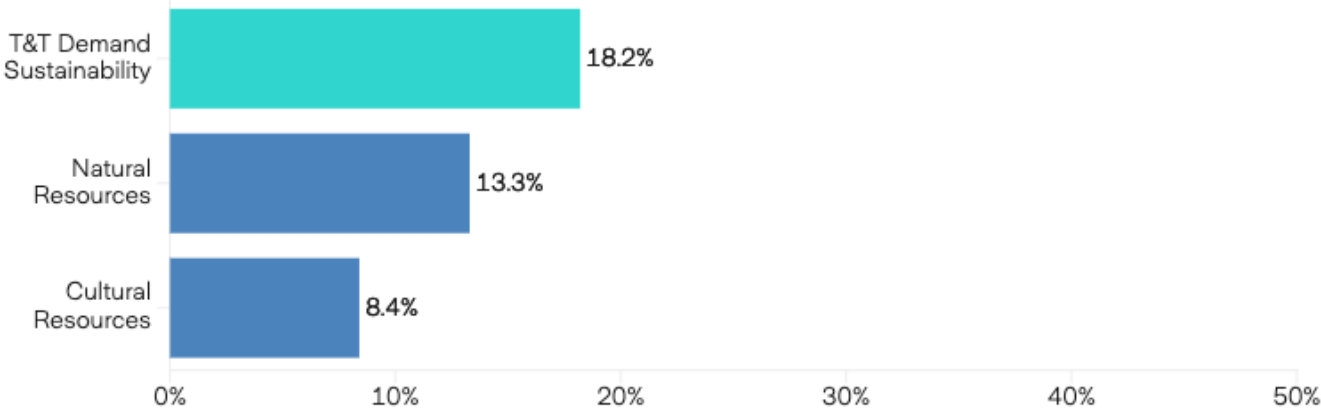


Non-Leisure Resources (5th)



Cultural Resources (7th)

Most improved pillars



Key strengths

The UK combines strong global connectivity, deep cultural heritage and a powerful concentration of global cities, businesses and universities. Recent gains in visitor distribution and natural and cultural assets have further strengthened its tourism proposition.

Key challenges

High costs, limited government prioritization of tourism and safety concerns remain the main constraints on stronger performance.

Source: World Economic Forum, Travel & Tourism Development Index 2026
Scores (1 = lowest, 7 = highest). Compared with 2024; 2024 figures have been recalculated using updated data and methodology and are therefore not directly comparable with previously published figures.

Travel and Tourism Development Index 2026



Rank: 8 | ➡

Score: 5.00 | ⬆ 2.1%

Top performing pillars



Cultural Resources (2nd)

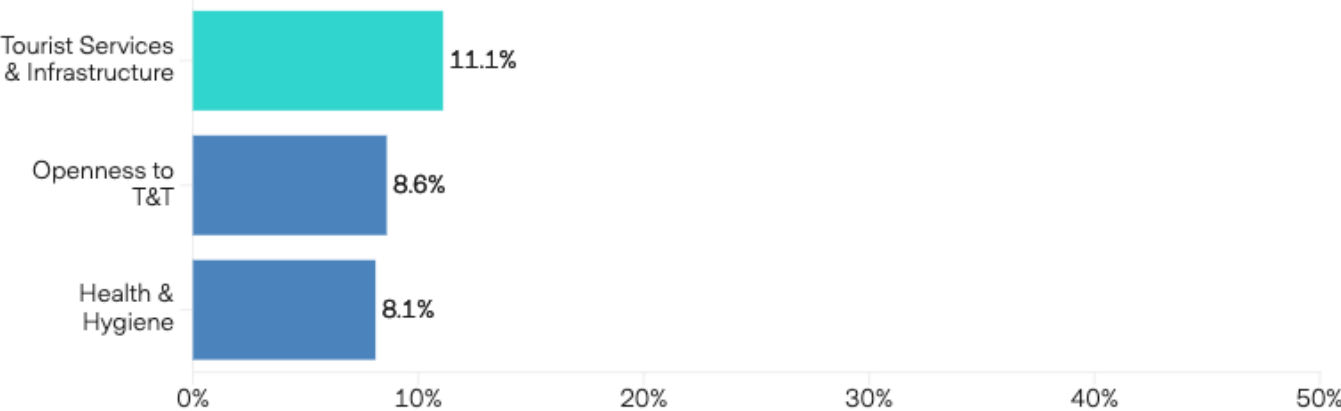


Non-Leisure Resources (3rd)



T&T Socioeconomic Impact (4th)

Most improved pillars



Key strengths

China combines world-class cultural resources, significant natural assets and a strong business travel ecosystem, supported by a major tourism contribution to the wider economy. Improved tourism services, openness and healthcare standards have further strengthened its position.

Key challenges

Managing visitor concentration, increasing government prioritization of tourism and continuing to improve tourism infrastructure remain important challenges.

Travel and Tourism Development Index 2026



Rank: **9** | 1

Score: **4.97** | 2.8%

Top performing pillars



Ground & Port Infrastructure (2nd)

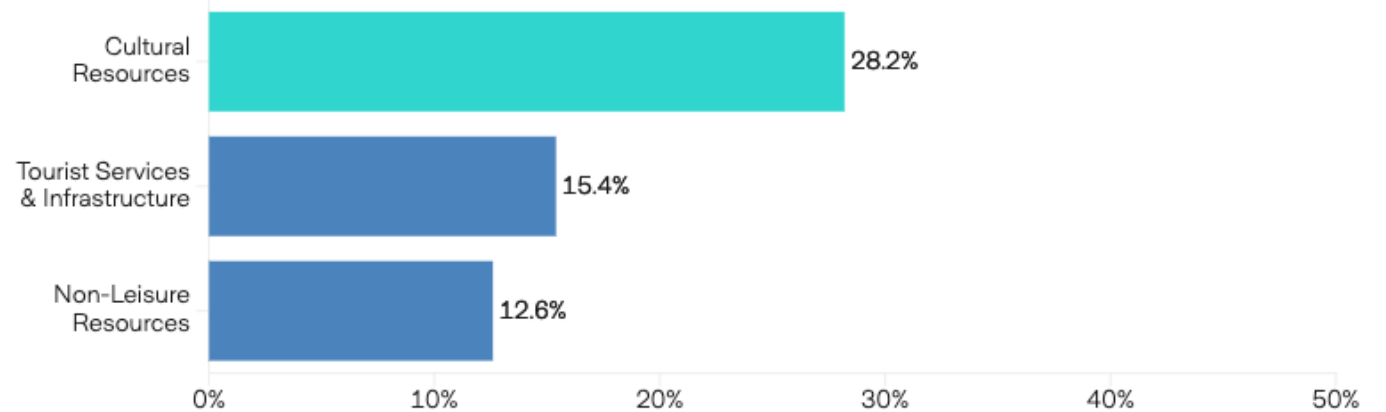


Business Environment (3rd)



Safety & Security (5th)

Most improved pillars



Key strengths

Switzerland combines excellent in-country transport infrastructure, a strong business environment and high levels of safety and security. Rapid improvements in cultural resources, visitor services and business travel resources have further strengthened its tourism offer.

Key challenges

High costs, concentrated visitor demand and a relatively modest tourism footprint remain the country's main constraints.

Travel and Tourism Development Index 2026



Rank: **10** | ↓ 1

Score: **4.93** | ↑ 1.3%

Top performing pillars



Cultural Resources (4th)

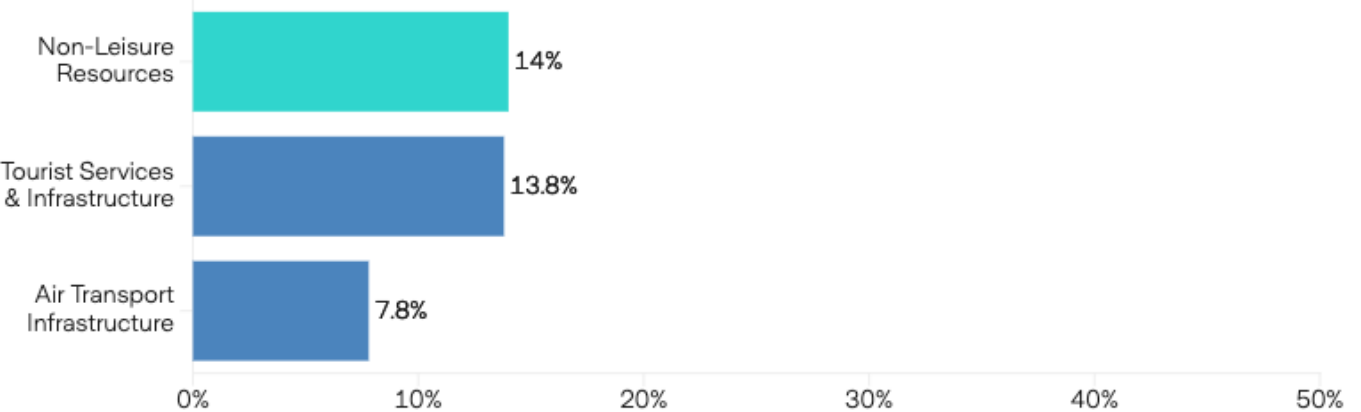


Non-Leisure Resources (13th)



Tourist Services & Infrastructure (14th)

Most improved pillars



Key strengths

Italy's tourism offer is built on world-class cultural assets, supported by a strong hospitality sector and growing business travel appeal. Continued improvements in tourism infrastructure and connectivity have strengthened its competitiveness.

Key challenges

High costs, concentrated visitor demand and a relatively limited economic and social return from tourism remain key challenges.