



BusinessStats

Data · Insights · Statistics

STATISTICS DOSSIER

Travel, Tourism & Hospitality: statistics and facts

19 reports · 4 sections · Edition October 2026

USD 370B

BUSINESS TRAVEL
SPEND

8.9M

NEW YORK — #1 CITY
2024

\$52.7B

MCDONALD'S BRAND
VALUE #1

100M

FRANCE - #1 MOST
VISITED

ABOUT THIS DOSSIER

Travel, Tourism & Hospitality: statistics and facts

Looking for data on Travel, Tourism & Hospitality? The 19 reports below cover Business Travel (6 reports), Tourists (2 reports) and Restaurant (2 reports). Narrower topics have their own pages: Business Travel.

Some numbers that stand out in these reports: EUR 389.9B (Europe Spend 2026F), 30.3M (Bangkok — #1 City 2025), \$52.7B (McDonald's Brand Value #1) and 3,844 (Trade Exhibitions 2024).

Recently updated reports include Business Travel in Europe 2026: EUR 389.9B Spend, Ranked and Most Visited Cities 2026 — Bangkok Leads With 30.3M Tourists. Every report names its primary source, and its charts and tables can be downloaded and reused for free. The list grows on its own when a new report is published; it last changed on Oct 18, 2026.

KEY FIGURES AT A GLANCE

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8.9M	New York — #1 City 2024	8.9M Tourists Chose New York — Most Visited US Cities 2026
\$52.7B	McDonald's Brand Value #1	Most Valuable Quick Service Restaurant Brands Worldwide in 2026
100M	France - #1 Most Visited	1 Most Visited Country 2026 Will Surprise You — Full List
GBP 28.4B	Business Travel Spend	Business Travel in the UK — Statistics & Facts
JPY 22.8T	Business Travel Spend	Business Travel in Japan — Statistics & Facts



EUR 28.6B

Business Travel Spend

Business Travel in Italy — Statistics & Facts

EUR 32.4B

Business Travel Spend

Business Travel in France -Statistics & Facts

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01

Business Travel

6 reports

1.1

Business Travel in the US Statistics & Facts

Updated May 30, 2026

USD 370B

BUSINESS TRAVEL SPEND

1.3B

DOMESTIC TRIPS / YEAR

11M+

SQFT LAS VEGAS TRADE

74.2%

HOTEL OCCUPANCY

1.9M+

MICE EVENTS / YEAR

5.9%

CAGR TO 2030

US business travel market USD 370B — world's largest corporate travel economy. 1.3B domestic trips, hotel RevPAR records, MICE stats & 2030 growth forecasts

Full report with charts and data: businessstats.com/business-travel-in-the-us-statistics-facts

1.2

Business Travel in the UK — Statistics & Facts

Updated May 30, 2026

GBP 28.4B

BUSINESS TRAVEL SPEND

38.7M

INBOUND VISITORS 2024

100K

SQM EXCEL LONDON

78.4%

HOTEL OCCUPANCY

5,200+

INTL MEETINGS / YEAR

5.7%

CAGR TO 2030

Explore key statistics & facts on UK business travel — trends, spending, top destinations, and insights shaping corporate travel in Britain

Full report with charts and data: businessstats.com/business-travel-in-the-uk-statistics-facts



1.3

Business Travel in Japan — Statistics & Facts

Updated May 30, 2026

JPY 22.8T

BUSINESS TRAVEL SPEND

36.9M

INBOUND VISITORS 2024

230K

SQM TOKYO BIG SIGHT

72.4%

HOTEL OCCUPANCY

3,500+

INTL MEETINGS / YEAR

6.2%

CAGR TO 2030

Japan business travel market JPY 22.8T, Tokyo #1 Asia-Pacific MICE city, 36.9M record visitors. Corporate travel stats, hotel data & 2030 forecasts

Full report with charts and data: businessstats.com/business-travel-in-japan-statistics-facts

1.4

Business Travel in Italy — Statistics & Facts

Updated Feb 28, 2026

EUR 28.6B

BUSINESS TRAVEL SPEND

57M+

INTERNATIONAL VISITORS

345K

SQM FIERA MILANO

67.2%

HOTEL OCCUPANCY

8,500+

EVENTS PER YEAR

5.8%

CAGR TO 2030

Discover key Business Travel in Italy statistics & facts top cities, costs, visa info, corporate travel trends, and essential tips for professionals

Full report with charts and data: businessstats.com/business-travel-in-italy-statistics-facts



1.5

Business Travel in France – Statistics & Facts

Updated May 30, 2026

EUR 32.4B

BUSINESS TRAVEL SPEND

90M+

INTERNATIONAL VISITORS

#1

PARIS MICE GLOBALLY

11K+

EVENTS PER YEAR

68.4%

HOTEL OCCUPANCY

6.1%

CAGR TO 2030

France business travel market EUR 32.4B, Paris #1 MICE city globally. Corporate travel stats, hotel data, top events & 2030 forecasts

Full report with charts and data: businessstats.com/business-travel-in-france-statistics-facts

1.6

Business Travel in Europe 2026: EUR 389.9B Spend, Ranked

Updated Sep 29, 2026

EUR 389.9B

EUROPE SPEND 2026F

+8.2%

GROWTH 2026F

\$80.1B

GERMANY SPEND 2025

123M

EU BUSINESS TRIPS 2024

EUR 850.70

AVERAGE COST PER TRIP

53%

EUROPE SHARE OF MEETINGS

European business travel spending will reach 389.9 billion euros in 2026, up 8.2 percent. Germany leads at 80.1 billion dollars. Markets, costs and hotel rates.

Full report with charts and data: businessstats.com/business-travel-in-europe-statistics-facts



02

Tourists

2 reports

2.1

8.9M Tourists Chose New York — Most Visited US Cities 2026

Updated May 12, 2026

8.9M

NEW YORK — #1 CITY 2024

4.4M

MIAMI — #2

3.6M

LOS ANGELES — #3

72.4M

US TOTAL ARRIVALS 2024

\$215B

US TOURISM REVENUE 2024

85M

NTTO FORECAST 2026E

New York tops with 8.9M foreign visitors — 2× more than Miami (4.4M). LA 3.6M · Orlando 3.5M · Las Vegas 2.1M. Official ITA data. Full US city tourism ranking 2026.

Full report with charts and data: businessstats.com/most-visited-cities-inbound-tourists-us

2.2

Most Visited Cities 2026 — Bangkok Leads With 30.3M Tourists

Updated May 12, 2026

30.3M

BANGKOK — #1 CITY 2025

23.2M

HONG KONG — #2

22.7M

LONDON — #3

702M

TOP 100 CITIES TOTAL

1.52B

GLOBAL ARRIVALS 2025

\$1.9T

TOURISM RECEIPTS 2025

Bangkok tops with 30.3M visitors, Hong Kong 23.2M, London 22.7M, Dubai 19.5M & Paris 18.3M. World ranking of the most visited cities by international tourists 2026.

Full report with charts and data: businessstats.com/ranking-of-cities-with-the-highest-number-of-foreign-tourist-visits



03

Restaurant

2 reports

3.1

Most Valuable Quick Service Restaurant Brands Worldwide in 2026

Updated May 30, 2026

\$52.7B

MCDONALD'S BRAND VALUE #1

\$1.2T

GLOBAL QSR SYSTEM SALES

700K+

BRANDED QSR OUTLETS

4.9%

MARKET CAGR 2024-2030

40%

DIGITAL/APP ORDER SHARE

\$2.1T

PROJECTED 2030 MARKET

Discover the most valuable quick service restaurant brands in 2026. McDonald's leads at \$52.7B. Full rankings, revenue data & global outlet counts.

Full report with charts and data: businessstats.com/most-valuable-quick-service-restaurant-brands

3.2

Pizza Restaurant Industry Market Size in the United States — 2024 & 2026

Updated May 30, 2026

\$50.1B

MARKET SIZE 2024

\$49.5B

MARKET SIZE 2026

75,736

U.S. PIZZERIAS

\$9.5B

DOMINO'S U.S. SALES

2.95%

CAGR TO 2034

78%+

ONLINE ORDERING RATE

U.S. pizza restaurant industry market size stands at \$49.5B in 2026, with 75,736 pizzerias and Domino's leading at \$9.5B. Chain rankings, delivery trends & 2034 forecasts

Full report with charts and data: businessstats.com/pizza-restaurant-industry-market-size-us



04

More statistics

9 reports

4.1

1 Most Visited Country 2026 Will Surprise You — Full List

Updated Sep 4, 2026

100M

FRANCE - #1 MOST VISITED

\$250B

USA - #1 BY REVENUE

36M

JAPAN - 2025 RECORD

\$120B

SPAIN - #2 REVENUE

1.6B

GLOBAL ARRIVALS 2025

+35%

SAUDI ARABIA GROWTH

France leads with ~100M visitors, Spain ~94M and the USA ~80M (and \$250B revenue). Full top 20 countries ranked by arrivals, revenue and GDP share.

Full report with charts and data: businessstats.com/most-visited-countries-in-the-world

4.2

Online Travel Market Size Worldwide 2017–2030 \$521B to \$1.57T | Statistics & Facts

Updated May 30, 2026

\$521B

GLOBAL ONLINE TRAVEL MARKET
SIZE 2023

\$1.57T

PROJECTED MARKET SIZE 2030

16.8%

MARKET CAGR 2024–2030

63%

SHARE OF ALL TRAVEL BOOKED
ONLINE 2025

\$21B

BOOKING HOLDINGS ANNUAL
REVENUE 2024

41%

MOBILE SHARE OF ONLINE TRAVEL
BOOKINGS

The global online travel market reached \$521 billion in 2023 and is projected to hit \$1.57 trillion by 2030 (16.8% CAGR). Explore full OTA rankings, Booking Holdings vs Expedia vs Airbnb revenue data, regional breakdowns, and 2030 forecasts.

Full report with charts and data: businessstats.com/online-travel-market-size-worldwide

4.3

Outbound Tourism in European Countries – Statistics & Facts 2025

Updated May 30, 2026

EUR 612B

OUTBOUND TRAVEL SPEND

1.4B

INTERNATIONAL TRIPS / YEAR

48%

SHARE OF GLOBAL OUTBOUND

EUR 104B

GERMANY OUTBOUND SPEND

5.0%

CAGR TO 2030

EUR 88

AVG DAILY SPEND

European outbound tourism hit EUR 612B in 2024. Germany leads with EUR 104B spend. Discover key stats, country profiles, destinations & 2030 forecasts for Europe's travel market.

Full report with charts and data: businessstats.com/outbound-tourism-european-countries-statistics-facts

4.4

Domestic Tourism in France – Statistics & Facts 2025 | BusinessStats

Updated May 30, 2026

EUR 178B

DOMESTIC TOURISM SPEND

245M

DOMESTIC TRIPS / YEAR

1.6B

OVERNIGHT STAYS / YEAR

90%

FRENCH HOLIDAY AT HOME

4.2%

CAGR TO 2030

EUR 72

AVG DAILY SPEND

France domestic tourism market EUR 178B — 90% of French take holidays at home. 1.6B overnight stays, Côte d'Azur to Alps. Full stats, hotel data & 2030 forecasts.

Full report with charts and data: businessstats.com/domestic-tourism-in-france-statistics-facts



4.5

McDonald's Revenue from 2005 to 2026 — Statistics & Facts

Updated May 30, 2026

\$26.89B

FY2025 REVENUE

+3.72%

YOY GROWTH 2025

43K+

RESTAURANTS WORLDWIDE

~95%

FRANCHISED LOCATIONS

\$120B+

SYSTEMWIDE SALES

2,600

NEW OPENINGS 2026

McDonald's Revenue has fluctuated in the past 10 years. The fast food giant's revenue saw growth in 2026, Stats and Facts

Full report with charts and data: businessstats.com/mcdonalds-revenue-from-2005-to-2026

4.6

Starbucks Revenue 2003–2026 — Annual Sales Statistics & Facts

Updated May 30, 2026

\$37.2B

FY2025 ANNUAL REVENUE

\$9.9B

Q1 FY2026 REVENUE

+6%

Q1 FY2026 YOY GROWTH

+4%

Q1 GLOBAL COMP SALES

+808%

REVENUE GROWTH 2003–2025

41K+

GLOBAL STORES 86 COUNTRIES

Starbucks revenue grew from \$4.1B in 2003 to \$37.2B in FY2025, with Q1 FY2026 hitting \$9.9B (+6% YoY). Complete annual data, Brian Niccol turnaround, and 2028 forecasts.

Full report with charts and data: businessstats.com/net-revenue-of-the-starbucks-corporation-worldwide

4.7

China Exhibition Industry 2026: 3,844 Fairs, 155M sqm Space

Updated Sep 29, 2026

3,844

TRADE EXHIBITIONS 2024

155M m2

EXHIBITION AREA 2024

+10.1%

AREA GROWTH 2024

\$373.1B

BUSINESS TRAVEL SPEND 2025

41.1M

FOREIGN ENTRIES 2025

\$83.5B

CIE INTENDED DEALS 2025

China held 3,844 trade exhibitions covering 155 million square meters in 2024, and business travel spending hit 373.1 billion dollars in 2025. Full data.

Full report with charts and data: businessstats.com/corporate-travel-and-exhibition-industry-in-china-statistics-facts

4.8

Germany Accommodation Industry 2026: 497.4M Nights, Record

Updated Sep 29, 2026

497.4M

OVERNIGHT STAYS 2025

192.0M

GUEST ARRIVALS 2025

83.6M

FOREIGN OVERNIGHT STAYS

282.1M

NIGHTS JAN TO JUL 2026

102.9M

BAVARIA OVERNIGHT STAYS

-2.0%

REAL TURNOVER 2025

German accommodation recorded 497.4 million overnight stays in 2025, a new record, and 282.1 million from January to July 2026. States, cities and guests.

Full report with charts and data: businessstats.com/accommodation-industry-in-germany-statistics-facts



4.9

Canada Hospitality Industry Statistics 2026 & Forecasts

Updated Sep 29, 2026

\$20.3B

MARKET 2025 (USD)

66.1%

HOTEL OCCUPANCY 2025

\$216

ADR 2025 (CAD)

\$143

REVPAR 2025 (CAD)

\$124B

FOODSERVICE 2025

\$263B

TOURISM FOOTPRINT 2024

Canada hospitality statistics 2026: record hotel RevPAR CAD 142.89, occupancy 66.1%, foodservice CAD 124B, tourism CAD 263B footprint, plus 2031 forecasts.

Full report with charts and data: businessstats.com/hospitality-industry-in-canada



HOW TO CITE THIS DOSSIER

Business Stats (2026). **Travel, Tourism & Hospitality: statistics and facts**. Retrieved Oct 18, 2026, <https://businessstats.com/travel-tourism-hospitality-topic-overview/>

Methodology

Every figure in this dossier comes from a Business Stats report that names its primary source: statistics offices, central banks, company filings and original surveys. The reports are updated continuously; this PDF shows them as of Oct 18, 2026.

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