

# ForwardKeys data paints positive picture for Middle East tourism in second half of 2023

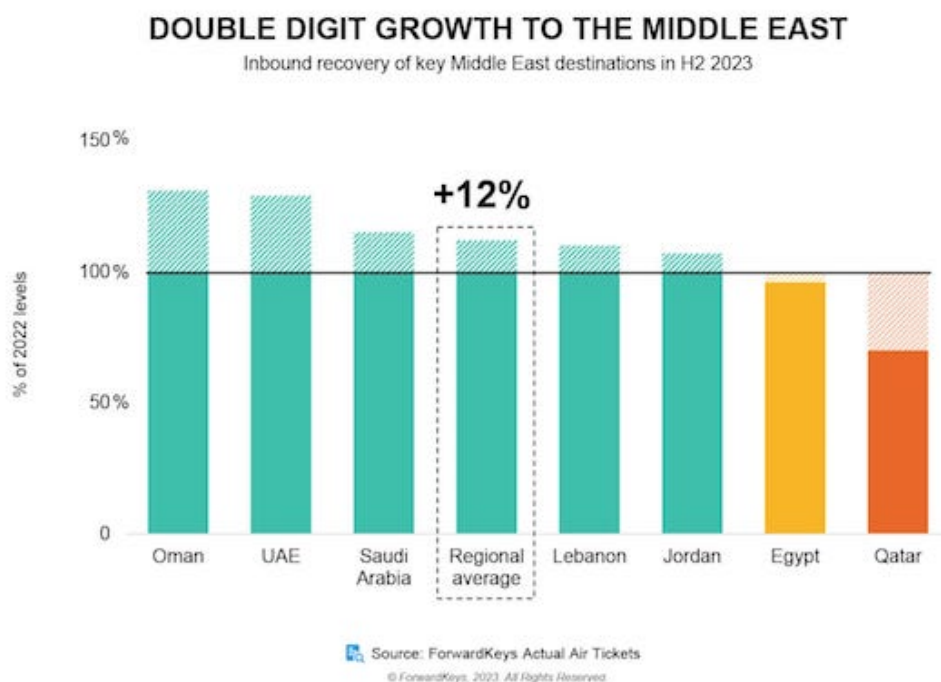


2023 Middle East air ticketing data from ForwardKeys

The latest air ticketing data by [ForwardKeys](#) paints a positive picture for tourism in the Middle East in the second half of 2023. Overall, the region is up by 12% with Oman, the UAE and Saudi Arabia leading the way with double-digit growths.

Juan Gomez, Head of Market Intelligence at ForwardKeys, says, "In 2023, the Middle East's impressive tourism performance continues, with a projected increase in international arrivals compared to the previous year in the remaining six months. Most destinations are on track to match or exceed their 2022 numbers, a testament to the relentless efforts of local authorities in transforming the region into a global tourism powerhouse.

"While destinations like Qatar may not reach the exceptional volumes of 2022 due to the FIFA World Cup's influence, neighboring countries continue to bask in the afterglow of last year's sporting spectacle. Countries such as Jordan and Egypt show forward booking levels lower than the previous year, but this situation remains dynamic, and an upward trend could materialize as the year progresses."



ForwardKeys graph: In-bound recovery of key Middle East designations in H2 2023