

Global Tourism Investment Shifts Toward Stability and Strategic Growth

The World Tourism Forum Institute (WTFI) has released its inaugural World Tourism Investment Index 2025, a data-driven framework assessing global tourism markets across 18 variables, including connectivity, infrastructure, governance, and overall investment readiness. The index is intended to guide capital toward destinations best positioned for growth in a year where international arrivals and tourism-related investment are expected to continue rising.

Tourism investment decisions today are shaped by a sophisticated interplay of macro-economic fundamentals and sector-specific performance indicators. Core economic factors—such as air connectivity, GDP growth trajectories, exchange rate stability, and political certainty—remain essential in assessing a market's resilience and long-term viability. Complementing these are tourism-specific metrics, including international arrivals, national brand strength, the presence of UNESCO World Heritage Sites, hotel capacity and occupancy trends, and patterns of visitor expenditure. Together, these variables provide a holistic picture of destination competitiveness.

In an era defined by geopolitical tensions and shifting global alliances, tourism investment flows are undergoing realignment. Markets with weak fundamentals or fragmented value propositions are likely to experience pressure, while those offering stability, clarity of purpose, and coherent tourism narratives will increasingly attract investor confidence.

Across Sub-Saharan Africa, destinations that anchor their strategies in wildlife experiences, ecotourism, cultural authenticity, and strong place branding continue to stand out. The region's ability to maintain disciplined destination management, safeguard natural and cultural assets, and articulate a compelling brand identity will be central to capturing the next wave of global tourism investment. Equally important—something reinforced by the COVID-19 experience—is the strength of domestic tourism markets, which provide essential shock-absorption and revenue continuity when global mobility is disrupted.

These dynamics closely mirror what we at Millvest Advisory observe and encounter on the ground across the continent: investors are increasingly prioritizing destinations that combine macro-economic stability, strong domestic demand, strategic geographic positioning, and differentiated tourism assets.

This broader context aligns directly with the emerging insights from the World Tourism Investment Index 2025, which reinforces the importance of these fundamentals and highlights the markets demonstrating the strongest investment potential based on global benchmarking.

Source: Tourism Investment Index, 2025