2026

TRAVEL DIGEST

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NEWS
KEY EVENTS IN THE TOURISM INDUSTRY



England's new tourist tax — November 2026.

https://lordslibrary.parliament.uk/tourist-taxes-international-models-and-perspectives/?u

On 4 November 2026, the ***Visitor Levy Bill*** was introduced in the UK Parliament. It would allow a tourist tax to be charged on stays in hotels, apartments, guest houses and other accommodation.

Under the proposal, local authorities and regional mayors in England will be given powers to set an additional charge for each night a visitor stays.

The tax may be calculated as a percentage of the accommodation price. The revenue is expected to go towards tourism infrastructure, urban improvements, support for cultural sites and better conditions for visitors.

The new levy may apply both to foreign tourists and to UK residents travelling within the country. It is not yet a nationwide charge in force: the bill still has to pass through Parliament and receive Royal Assent.

Switzerland expects a strong 2026/2027 winter tourism season.

https://kof.ethz.ch/?utm

According to a forecast by ***KOF***, the economic institute at ETH Zurich, hotel overnight stays in the country may reach about ***18.7 million***, almost the same as in the previous winter season. High demand will be sustained mainly by the popularity of Swiss ski resorts, a stable domestic market and interest from European

travellers. Destinations such as ***Zermatt, St. Moritz, Davos, Verbier and Grindelwald*** will, as usual, play a special role in the winter season. At the same time, the industry faces certain challenges: high air fares, geopolitical instability and a possible decline in visitors from Asia and the Gulf states. Weather conditions, above all the amount of snow in the mountain regions, will also affect the season's results. Despite the risks, the forecasts indicate that Switzerland remains one of Europe's leading winter holiday destinations.

Albania to allocate 848.5 million lek to tourism development in 2027.

https://en.ata.gov.al/2026/11/08/tourism-848-5-million-leke-allocated-for-destination-promotion-and-development-in-2027/

The Albanian government has earmarked ***848.5 million*** *Albanian lek for the development of the tourism industry in 2027.*

The funding will go towards promoting the country abroad, creating new tourism products, supporting tourism projects and raising service quality. One of the main priorities is to turn Albania into a year-round destination. The authorities plan to broaden the offer beyond the traditional summer beach holiday and to develop cultural, nature, rural and mountain tourism.

Particular attention will be paid to promoting Albania at the largest international travel fairs, including ***World Travel Market*** in London and ***ITB Berlin***.

In 2027 the country also plans to introduce the national digital platform ***eVisitor***, which will make it possible to register tourists in hotels and other accommodation electronically and in real time. This will help build a single database on tourist flows and overnight stays.

Tourism in Latvia's eastern regions has begun to recover.

https://rss.lv/bizness/austrumu-pierobezas-turisms-vasara-sacis-atguties-pec-pavasara-rezervaciju-krituma/?utm_

Tourism in Latvia's eastern border regions is gradually recovering after a drop in activity in the spring and early summer of 2026.

According to Latvia's Ministry of Economics, in August 2026 the number of tourists using accommodation in the region rose by ***10.22%*** compared with the same period of 2025.

The recovery was helped by stronger domestic demand, state support for businesses in the sector and the promotion of regional destinations. Particular attention is being paid to nature, cultural and rural tourism, and to attracting travellers to small towns and rural areas in the east of the country.

To develop the sector further, Latvian tourism businesses plan to take part in international travel fairs, including ***MATKA 2027 in Finland***, ***FITUR 2027*** in Spain and ***ITB Berlin 2027 in Germany***.

Spain prepares for the 2026–2027 winter tourism season.

https://www.tourspain.es/gl/notas-prensa-turismo/informes-tendencias-invierno-2026-2027/?utm

Spain is actively preparing for the 2026–2027 winter tourism season, aiming to keep foreign travellers' interest high and to strengthen the country's position in the international tourism market.

Particular attention is being paid to year-round tourism, a wider range of tourism products and attracting travellers from North America and Asian countries.

The Canary Islands remain one of the main winter destinations: thanks to their mild climate, beaches and well-developed hotel infrastructure, they are traditionally in demand in the cold season. Spain is also promoting cultural, gastronomic, wellness and urban tourism. ***Madrid, Barcelona, Valencia, Seville and other cities*** offer visitors cultural events, museums, festivals and food routes.

An important task for the industry is to reduce seasonality and spread tourist flows more evenly across the country's regions.

French tourism remains resilient amid protests.

https://travelweekly.co.uk/all-content/france-demand-remains-strong-despite-protests-says-tourism-chief

According to the tourism agency ***Atout France***, the unrest has not yet led to a significant fall in bookings by foreign travellers. ***Atout France*** chief executive Adam Oubuih says the British market remains stable. Despite reports of demonstrations and clashes in some cities, no major effect on bookings has been observed so far. The United Kingdom remains one of France's largest inbound markets: in 2025 the country was visited by ***13.1 million British travellers***. At the same time, the situation is causing some concern among tourism businesses. Since October, France has seen demonstrations over the rising cost of living, wages and the state of public services. Clashes with police, damage to buildings and disruption to public transport have been recorded in some cities.

Some tourists are revising their routes, postponing trips or choosing alternative accommodation.

Poland promotes itself on the international tourism market.

https://www.pot.gov.pl/en/news/poland-takes-centre-stage-on-bbc-tourism-campaign-reaches-15-8-million-people/?utm

The Polish Tourism Organisation ***(Polska Organizacja Turystyczna, POT)*** has launched a large-scale international advertising campaign called ***("Poland. More than you expected")***.

The main goal of the campaign is to strengthen Poland's international image as a modern, attractive and

diverse destination, to attract foreign travellers and to raise recognition of the Polish tourism brand.

Main elements of the campaign. International promotion: the campaign covers ***5*** ***countries*** — ***Germany, the United Kingdom, Italy, Spain and the United States***. *Well-known figures:* footballer Robert Lewandowski, actor Jesse Eisenberg, model Anja Rubik and other well-known representatives of Polish culture are taking part. *Video advertising:* ***3*** promotional films have been produced, showing Warsaw, the Tricity (Gdańsk, Sopot, Gdynia) and Kraków. *Digital promotion:* the content is distributed via YouTube, Instagram, TikTok and Facebook. *Budget:* ***7*** ***million zlotys*** have been allocated to the campaign.

Greece expects to end 2026 with a new tourism record.

https://mintour.gov.gr/i-olga-kefalogianni-stin-diethni-ekthesi-world-travel-market-2026-ayximeni-zitisi-ypsilo-endiaferon-gia-tin-ellada-kai-enischysi-ton-aeroporikon-ptiseon/

This was announced by the country's Minister of Tourism, Olga Kefalogianni, at the international fair ***World Travel Market 2026*** in London. According to the minister, tourist arrivals and international tourism revenue continue to grow. In January–August 2026 the number of foreign tourists rose by about ***10%***, and tourism receipts by ***9.4%*** compared with the same period last year. The trend is especially positive in the British market. By the end of the year, Greece is expected to welcome ***about*** ***5*** ***million tourists*** from the United

Kingdom. In 2025 the figure was almost ***4.9 million people***. Expanded air services will give the sector an additional boost. The airlines ***easyJet and Jet2*** plan to increase seat capacity on flights to Greece in 2027 and to develop new routes. The authorities also intend to promote year-round tourism, paying more attention to food travel, wellness holidays, mountain routes and lesser-known islands.

About 71 million tourist trips made across Russia in nine months.

https://www.interfax-russia.ru/tourism/news/okolo-71-mln-turpoezdok-soversheno-po-rossii-za-devyat-mesyacev

About ***71 million*** tourist trips were made across Russia in the first nine months of 2026, Deputy Prime Minister Dmitry Chernyshenko said at an off-site meeting of the government commission on tourism development in the Russian Federation.

The deputy prime minister named the reasons for the slowdown in domestic tourism growth. *"The reasons are clear: restrictions on air services, stronger competition from foreign resorts against the background of a strong rouble, and also the fuel situation, which has affected car tourism. At the same time, the main contribution to the growth in trips came from regions with developed tourism and transport infrastructure. Above all, of course, these are the Moscow Region, Moscow and Tatarstan,"* Chernyshenko noted.

According to the deputy prime minister's office, the number of tourist trips in the Moscow Region rose by ***935 thousand (up 22.2%), in Moscow by 674 thousand (7.3%), and in Tatarstan by 380 thousand (17.5%)***.

Chernyshenko noted that in the summer tourists in Russia were hosted by more than ***31 thousand*** classified accommodation facilities with a capacity of more than ***1 million beds***.

Tourist flow to Armenia grew by 5% in January–October 2026.

https://factor.am/1079122.html?utm

Armenia continues to strengthen its position in the international tourism market. In the first ten months of 2026 the number of tourist visits to the country reached ***2,043,531***. For comparison, the figure for the same period of 2025 was ***1,947,138***.

Tourist flow thus grew by about ***5%***. The data were presented by the Tourism Committee of Armenia's Ministry of Economy.

Russia, Georgia and Iran are the main inbound markets.

Three nearby countries accounted for the largest share of foreign tourist visits in January–October:

Russia — 40% of the tourist flow (about ***820 thousand*** visits).

Georgia — 13% *(about* ***272 thousand****).*

***Iran — 8%** (about **167 thousand**).*

Russia remains Armenia's largest inbound market. Steady interest from Russian travellers and from tourists from neighbouring states plays an important role in the sector's development.

Georgia's international tourism revenue reached 5.7 billion lari.

*https://www.georgiatimes.ge/en/articles/georgia-international-visitors-spent-5-7bn-q3-2026?utm_*

*According to the National Statistics Office of Georgia **(Geostat)**, the country recorded about **3.1 million** arrivals of foreign non-residents in the third quarter of 2026.*

International visitors spent ***5.7 billion*** Georgian lari over the period. The main source countries remained ***Russia, Türkiye and Armenia***. The most popular destinations were Tbilisi and Adjara, including the Black Sea resort of Batumi. The average length of stay of foreign visitors was ***6.4 nights***.

At the same time, international visitors' spending fell by ***8.2%*** compared with the same period of 2025. The figures show that international tourism still plays a significant role in Georgia's economy and underline the importance of attracting more foreign travellers, lengthening their stay and encouraging tourist spending.

Kazakhstan introduces the QazETA electronic travel authorisation for foreign tourists.

https://www.gov.kz/org/mfa-rabat/press/news/details/1324484?lang=en&utm

The new system is designed to digitalise migration procedures, improve security and simplify the entry of foreign travellers.

On 1 November 2026 the pilot launch of ***QazETA*** began at Aktau airport and at ***4*** land border crossing points.

The system is to be extended in stages:

From 1 January 2027 — to the airports of Astana and Almaty.

From 1 March 2027 — to the remaining state border crossing points.

From 1 July 2027 — the electronic authorisation becomes mandatory for the relevant categories of foreign travellers.

During the transition period, the absence of an electronic authorisation will not in itself be grounds for refusing entry to Kazakhstan.

The introduction of ***QazETA*** is part of the programme to digitalise the country's tourism and migration infrastructure.

The system is expected to improve the advance processing of traveller information and make border control more efficient.

International Year of Sustainable and Resilient Tourism 2027 to open in Tashkent on 27 November.

https://www.untourism.int/

*Uzbekistan will host the main event of the **UN Tourism** autumn calendar: the international year proclaimed by the United Nations will be officially launched in Tashkent.*

According to the ***UN Tourism*** events calendar, the opening ceremony of the ***International Year of Sustainable and Resilient Tourism 2027*** is scheduled for ***27*** November 2026. Two other events precede it: on ***18*** November the Tourism Thematic Day will be held in Antalya as part of the ***COP31*** climate conference, and on ***23–25*** November the ***127th*** session of the organisation's Executive Council will take place in Abu Dhabi.

The sector approaches these meetings in difficult conditions. According to the organisation, international tourist arrivals grew by only ***0.4%*** in the first half of 2026, and the full-year forecast has been lowered to ***1–2%***.

Dubai launches an exclusive loyalty programme for repeat visitors.

https://www.wam.ae/en/article/c33pn43-dubai-unveils-world's-first-invitation-only?ut

Dubai is launching a new tourism programme, ***Dubai Access Club***, aimed at attracting regular foreign visitors and encouraging repeat trips to the emirate.

Members will be able to obtain a five-year multiple-entry tourist visa, special offers from hotels, discounts in

shopping malls and entertainment venues, and additional privileges when visiting Dubai.

The programme will be by invitation only and is aimed primarily at travellers who visit the emirate regularly. ***The initiative's partners include Emirates Airlines, Accor and Visa***.

Particular attention is being paid to personalised tourism services. Regular guests will be able to use partners' special offers, receive additional benefits when booking hotels and planning holidays, and enjoy privileges in travel and entertainment.

China plans to receive 190 million foreign tourists a year by 2030.

https://english.www.gov.cn/policies/latestreleases/202607/08/content_WS6a4dc693c6d00ca5f9a0c10b.html

China intends to increase the number of foreign tourist visits ***to 190 million*** *a year by 2030.*

The target is set out in the new five-year tourism development programme approved by the State Council of the PRC.

In addition to increasing arrivals, the country plans to raise annual inbound tourism revenue ***to 150 billion US dollars***.

To achieve these targets, the authorities intend to expand visa-free arrangements, increase the number of international flights and rail routes, and simplify entry procedures for foreign travellers.

Particular attention will be paid to improving tourism infrastructure: convenient payment by bank card and mobile apps, transport services, hotels, tax refunds and multilingual support for tourists.

There are also plans to make wider use of artificial intelligence for translation and for assisting foreign guests.

Cambodia, Laos and Vietnam plan to introduce a single e-visa.

https://www.interfax-russia.ru/tourism/news/kambodzha-laos-i-vetnam-planiruyut-sozdat-analog-shengenskogo-soyuza

*The three countries of Indochina are promoting a joint tourism product under the slogan **"Three Countries – One Destination"**.*

According to ***Interfax***, the joint tourism cooperation plan runs until 2028 and provides for a single ***CLV*** e-visa that will allow travellers to visit all ***3 countries*** at once. *The aim is to simplify itineraries and cut paperwork.*

The authors of the plan hope to ease the pressure on overcrowded resorts and direct some visitors to lesser-known provinces. Tour operators will be able to put together longer combined tours. The launch date of the visa, its cost and conditions have not yet been announced.

Japan actively promotes ski tourism on the international market.

https://www.ttgmedia.com/wtm/japan-promote-ski-offering-ease-overtourism-burden-golden-route-staples?utm

The Japan National Tourism Organization ***(JNTO)*** has announced its intention to step up the promotion of the country's ski tourism internationally, with a particular focus on the United Kingdom and European travellers. The initiative is aimed at increasing the number of foreign visitors in the winter season and developing regional destinations beyond the traditional ***Tokyo — Kyoto — Osaka*** route. Particular attention is paid to popular ski centres such as Niseko on the island of Hokkaido, Hakuba in Nagano Prefecture and the resorts of the Tohoku region. To attract foreign tourists, Japan takes part in international travel fairs, works with foreign tour operators, runs advertising campaigns and promotes special travel offers. In the British market in particular, which has about ***1.8 million*** active skiers, Japan seeks to raise awareness of its winter resorts and broaden interest in holidays in the country.

Japan offers not only skiing and snowboarding but also a complete tourism product that includes visits to onsen hot springs and an introduction to the national cuisine, cultural sights and traditions of the country.

Canada's tourism industry shows positive growth in international travel.

https://www150.statcan.gc.ca/n1/daily-quotidien/261013/dq261013a-eng.htm?indgeo=0&indid=27643-5&ut

According to preliminary data from ***Statistics Canada***, in September 2026 total international arrivals to the country by air and by car amounted to about ***5.3 million***, up ***9.5%*** on September last year. Trips by US residents to Canada rose by ***17.2%***, and arrivals from other countries by ***7.3%***. This points to a recovery in international travel demand and to Canada's growing appeal for foreign travellers.

At the same time, Canada continues to develop domestic tourism and to attract foreign guests with its natural attractions, cultural events and winter holidays. Banff National Park, the ski resorts of ***Alberta and British Columbia, Niagara Falls, Toronto, Vancouver and Quebec*** traditionally attract particular interest. The 2026/27 winter season also opens up additional opportunities for ski, sightseeing and eco-tourism.

Prepared by:

Alisher Azamatov – *Leading Specialist, Department for Strategic Planning and Information Analysis, Tourism Committee of the Republic of Uzbekistan*

Elyor Urozaliev – *Senior Research Fellow, Department for the Analysis of Global Trends and Risks, "Silk Road" International Research Institute*