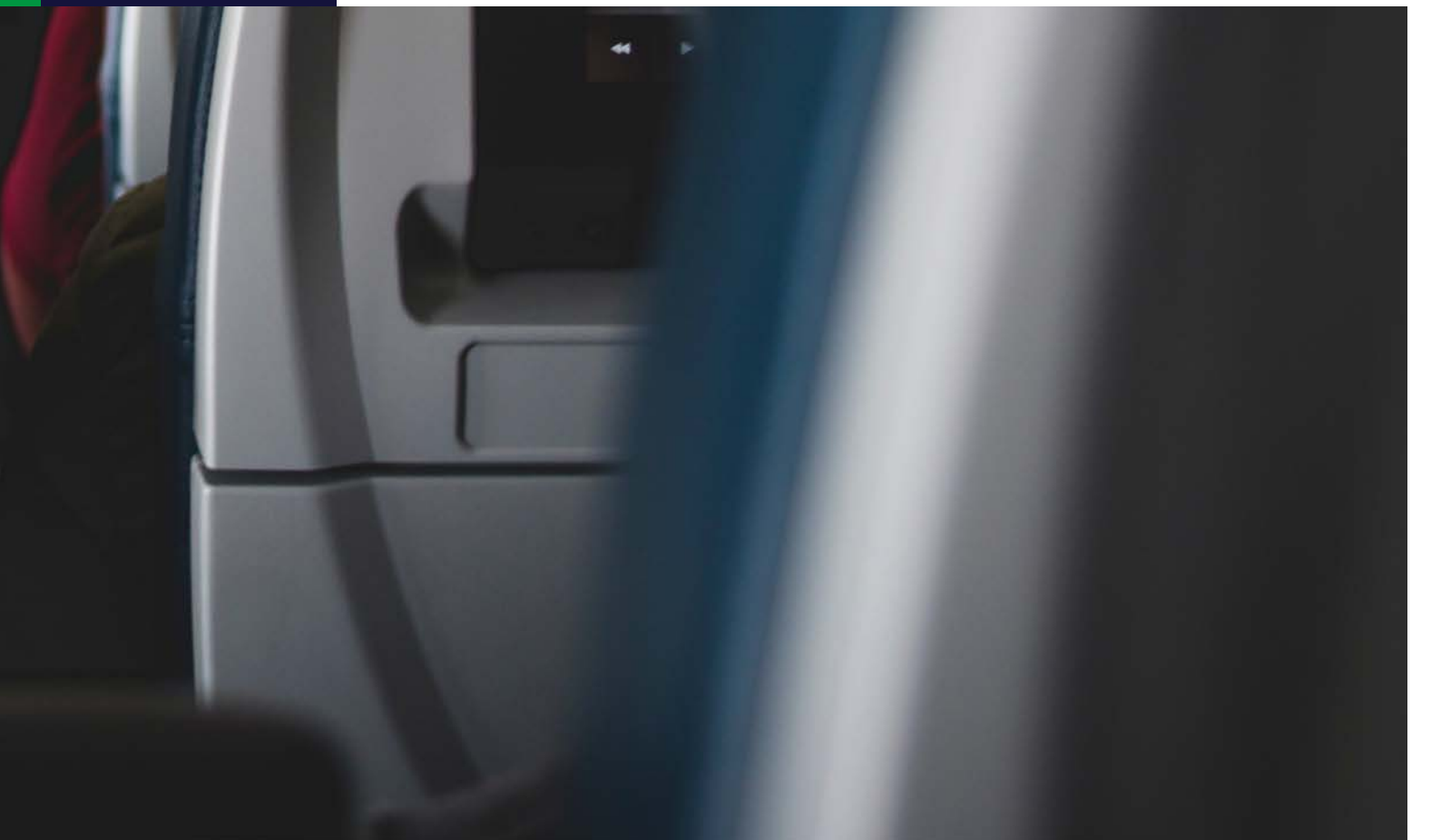


**WORLD  
TRAVEL &  
TOURISM  
COUNCIL**

**TRAVEL & TOURISM  
GLOBAL ECONOMIC IMPACT  
& ISSUES 2018**





# ECONOMIC IMPACT & ISSUES 2018

*“Inclusive growth and ensuring a future with quality jobs are the concerns of governments everywhere. Travel & Tourism, which already supports one in every ten jobs on the planet, is a dynamic engine of employment opportunity.”*

Gloria Guevara Manzo, President & CEO  
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As one of the world's largest economic sectors, Travel & Tourism creates jobs, drives exports, and generates prosperity across the world. In our annual analysis of the global economic impact of Travel & Tourism, the sector is shown to account for 10.4% of global GDP and 313 million jobs, or 9.9% of total employment, in 2017.

The right policy and investment decisions are only made with empirical evidence. For over 25 years, the World Travel & Tourism Council (WTTC) has been providing this evidence, quantifying the economic and employment impact of Travel & Tourism. Our 2018 Annual Economic Reports cover 185 countries and 25 regions of the world, providing the necessary data on 2017 performance as well as unique 10-year forecasts on the sector's potential.

2017 was one of the strongest years of GDP growth in a decade with robust consumer spending worldwide. This global growth transferred again into Travel & Tourism with the sector's direct growth of 4.6% outpacing the global economy for the seventh successive year. As in recent years, performance was particularly strong across Asia, but proving the sector's resilience, 2017 also saw countries such as Tunisia, Turkey and Egypt that had previously been devastated by the impacts of terrorist activity, recover strongly.

This power of resilience in Travel & Tourism will be much needed for the many established Travel & Tourism destinations that were severely impacted by natural disasters in 2017. While our data shows the extent of these impacts and rates of recovery over the decade ahead, beyond just numbers, WTTC and its Members are working hard to support local communities as they rebuild and recover.

Inclusive growth and ensuring a future with quality jobs are the concerns of governments everywhere. Travel & Tourism, which already supports one in every ten jobs on the planet, is a dynamic engine of employment opportunity. Over the past ten years, one in five of all jobs created across the world has been in the sector and, with the right regulatory conditions and government support, nearly 100 million new jobs could be created over the decade ahead.

Over the longer term, forecast growth of the Travel & Tourism sector will continue to be robust as millions more people are moved to travel to see the wonders of the world. Strong growth also requires strong management, and WTTC will also continue to take a leadership role with destinations to ensure that they are planning effectively and strategically for growth, accounting for the needs of all stakeholders and using the most advanced technologies in the process.

WTTC is proud to continue to provide the evidence base required in order to help both public and private bodies make the right decisions for the future growth of a sustainable Travel & Tourism sector, and for the millions of people who depend on it.



Gloria Guevara Manzo  
President & CEO

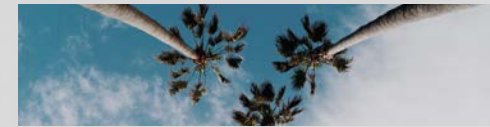


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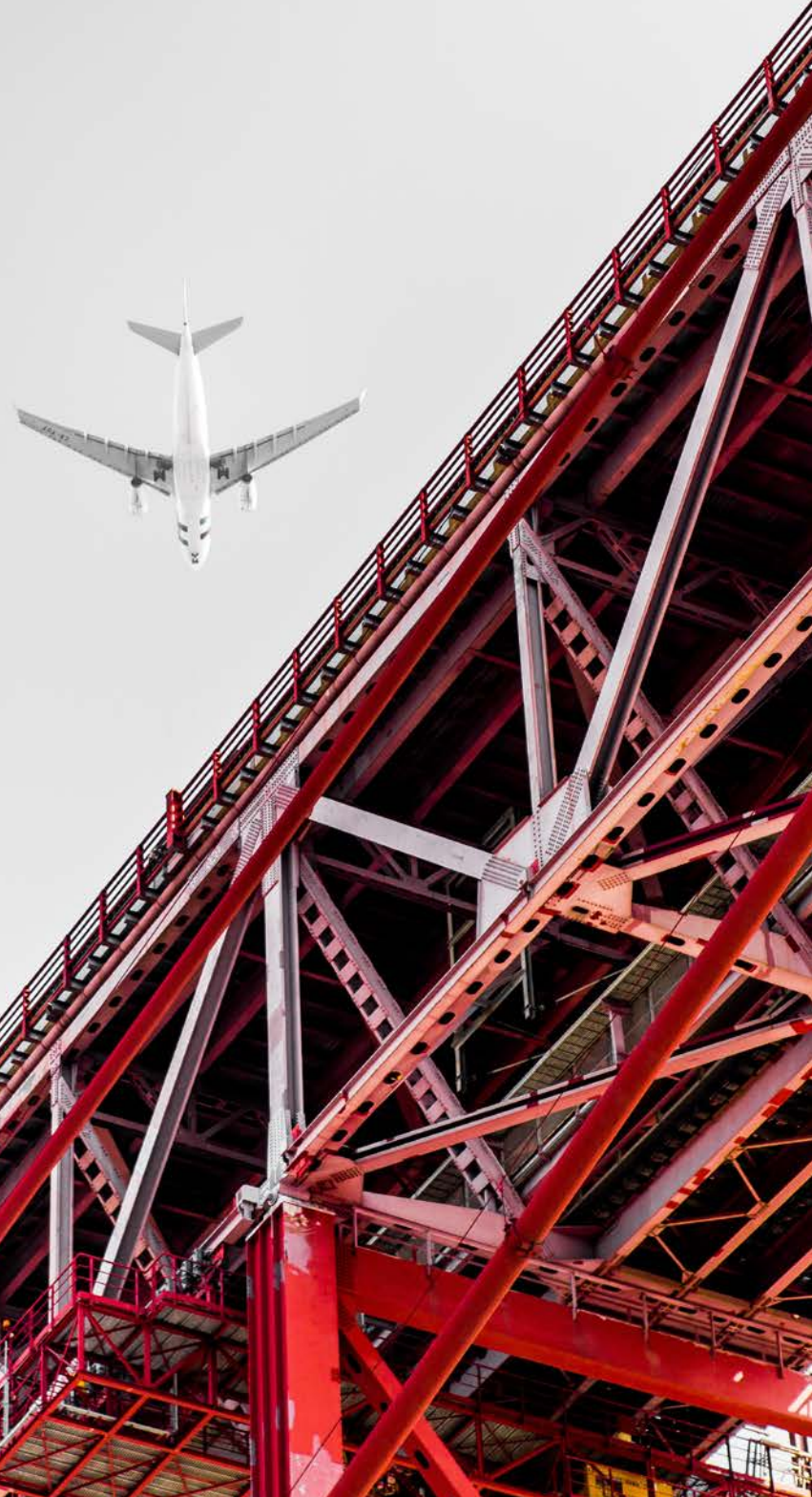
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# 01 TRAVEL & TOURISM'S CONTRIBUTION TO THE WORLD'S ECONOMY

Travel & Tourism<sup>1</sup> is a dynamic engine of economic development and job creation throughout the world. In 2017, Travel & Tourism directly contributed US\$2.6 trillion and nearly 119 million jobs worldwide.

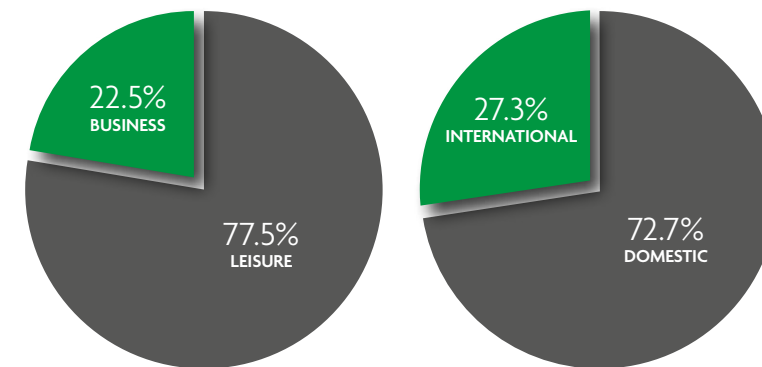
Taking its wider indirect and induced impacts into account, the sector contributed US\$8.3 trillion to the global economy and supported 313 million jobs in 2017. This was equal to 10.4% of the world's GDP, and approximately 1 in 10 of all jobs.

Travel & Tourism's impact includes people travelling for both leisure and business, domestically and internationally. In 2017, 77% (a total of US\$4.2 trillion) of all travel spend was as a result of leisure travel, compared to 23% from business travel.



TOTAL GLOBAL GDP

FIGURE 2: LEISURE VS BUSINESS / DOMESTIC VS INTERNATIONAL



Source: Oxford Economics

Travel & Tourism is an export sector, attracting foreign spending to a country in the form of international visitors. In 2017, global visitor exports reached a record high, totalling US\$1.5 trillion, and accounted for almost 30% of total world services exports and 6.5% of total world exports. While the strength of the export earnings from international travel is significant, domestic travel generated almost 73% of the sector's direct contribution to GDP.

<sup>1</sup> In defining Travel & Tourism, we have followed the Tourism Satellite Account Recommended Methodological Framework (TSA:RMF 2008): "the activity of persons travelling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes not remunerated from within the place visited".

The phrase "usual environment" is introduced to exclude from the concept of "visitor" people who commute every day between their home and place of work or study, or other places they frequently visit.



DIRECT GLOBAL GDP

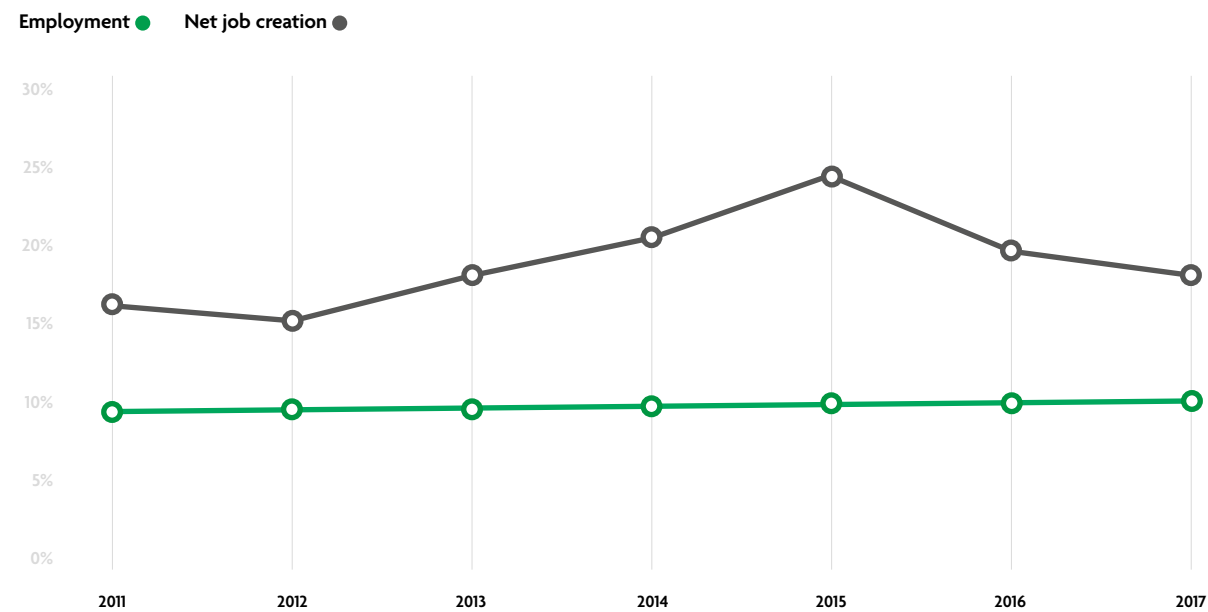


## EMPLOYMENT

Travel & Tourism is one of the leading job creators in the world, with more than 118 million people directly employed in the sector. This represents 3.8% of all employment, and when indirect and induced impacts are included, the sector contributes to one in every 10 jobs worldwide. The share of world employment in Travel & Tourism is greater than that for auto manufacturing and chemicals manufacturing industries combined, across every region of the world. In 2017, more than 2 million net additional jobs were generated directly by the sector, and a total of around 7 million new jobs were created as a result of total direct, indirect and induced activity - around 18% of total net global job creation. Indeed, last year, Travel & Tourism employment growth outpaced that of the wider economy in 109 of the 185 countries covered in our research.

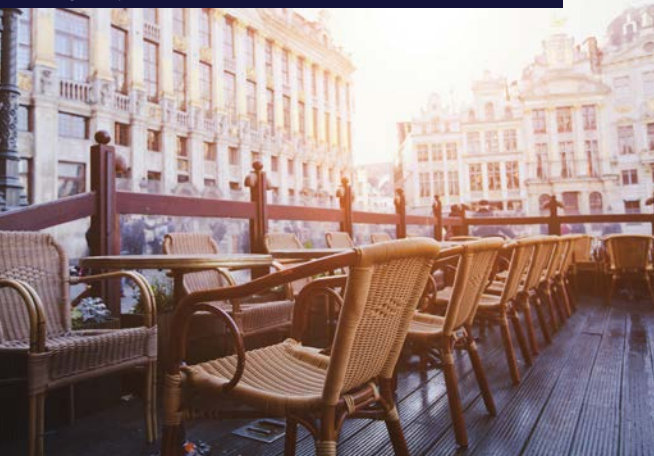
Over the past seven years, one in five of all net new jobs created across the world has been in the Travel & Tourism sector.

**FIGURE 3: TRAVEL & TOURISM TOTAL CONTRIBUTION TO ECONOMY EMPLOYMENT AND NET JOB CREATION**



Source: Oxford Economics

Strong recovery from terrorism saw visitor exports in Belgium grow by 11% in 2017 after a 10% fall in 2016.



## 2017 GROWTH

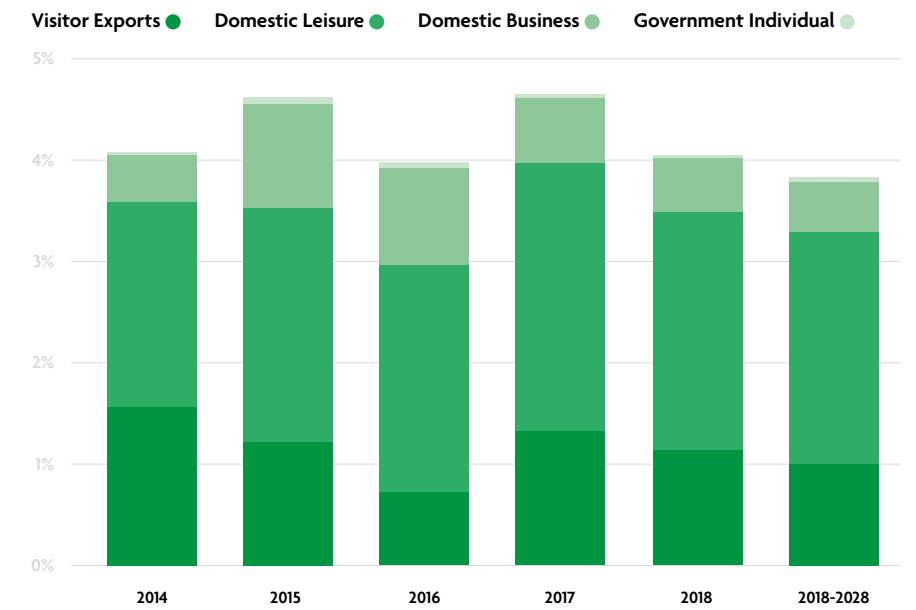
Direct Travel & Tourism GDP grew by 4.6% in 2017; the sector last saw higher growth than this in 2011. This growth was supported by very favourable economic conditions. Interest rates remained very low across key advanced economies, consumer spending was strong, unemployment rates continued to fall, comparatively low (albeit recovering) oil prices kept air fares down, and certain destinations recovered from the effects of terror attacks in 2015 and 2016. With the global economy as a whole growing by 3.0%, Travel & Tourism has outperformed the global economy for the seventh consecutive year.

Growth in 2017 was driven particularly by both visitor exports, rising by 4.3%, and domestic leisure which grew by 4.9%. Of the 185 countries covered in the research, visitor exports declined in only 37 markets. Major countries with declines in visitor exports included Hong Kong, South Korea and Taiwan, with all three facing declines due to changes in their main source market – China.



Travel & Tourism (4.6%) continued to outpace all major global economic sectors in GDP growth in 2017 including manufacturing (4.2%), financial services (2.5%) and construction (2.4%).

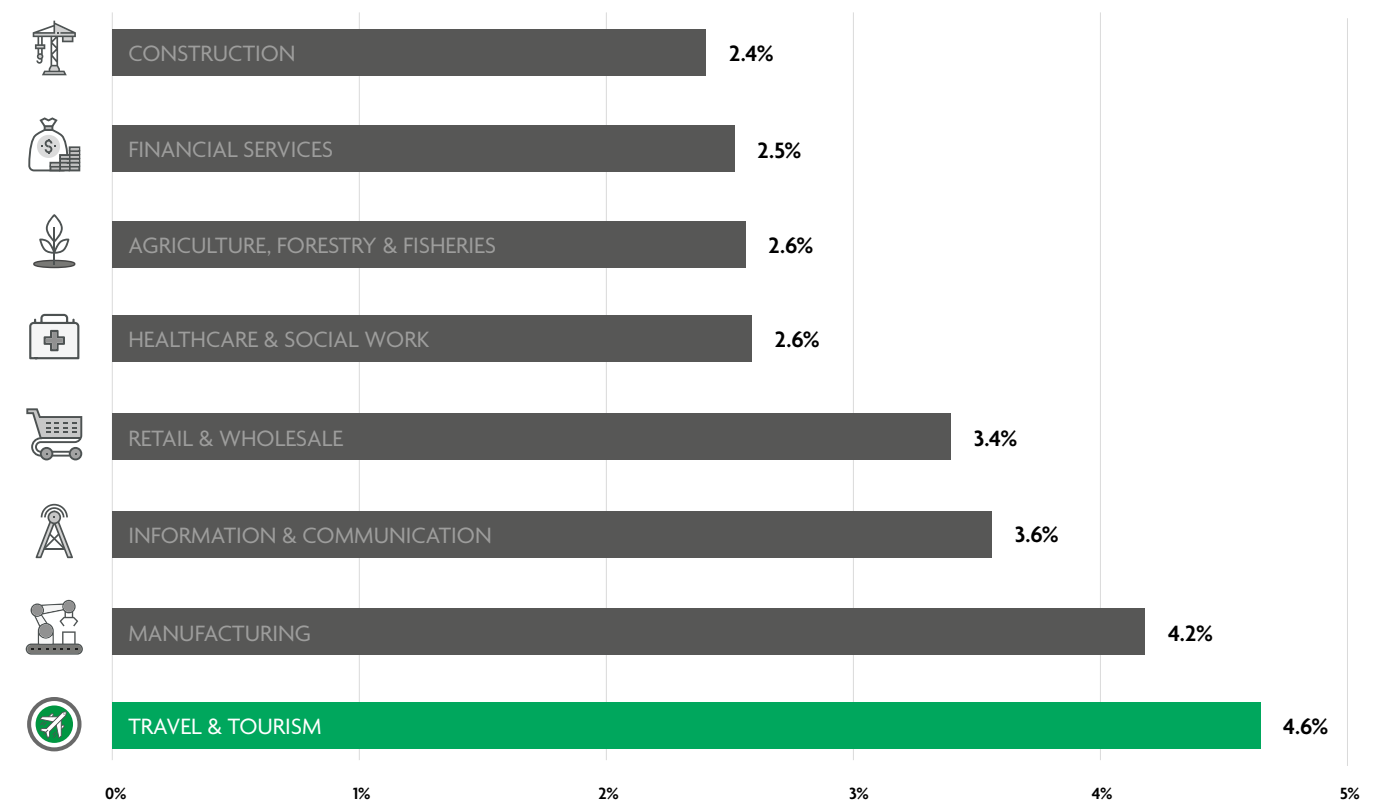
**FIGURE 4: DEMAND COMPONENT CONTRIBUTION TO DIRECT TRAVEL & TOURISM GDP GROWTH**



Source: Oxford Economics

In addition to outpacing global economic growth, the Travel & Tourism sector also outperformed all other major global economic sectors in 2017. The sector with the next fastest growth was manufacturing (4.2%) but most sectors (including financial services and construction) reported growth of less than 3.0%.

**FIGURE 5: INDUSTRY SECTOR GDP GROWTH (2017)**

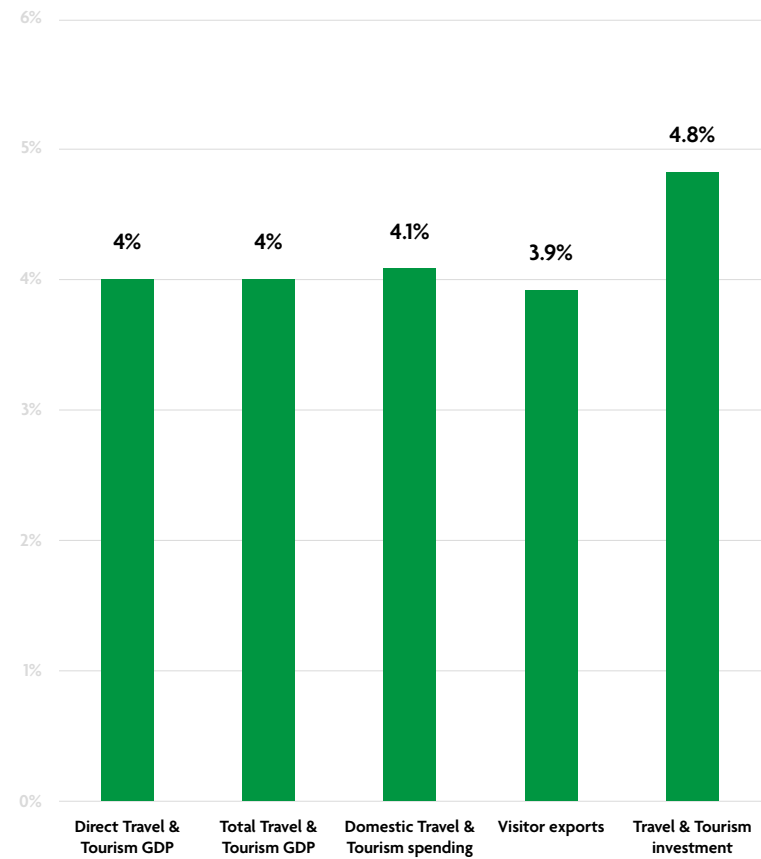


Source: Oxford Economics

## OUTLOOK FOR 2018

As global economic growth continues to accelerate during 2018, the outlook for the Travel & Tourism sector remains encouraging. However, with tighter monetary policies in countries such as the USA, UK, Eurozone and China, compared to last year, and oil prices now rising, rates are likely to ease slightly. Direct Travel & Tourism GDP is now expected to grow by 4.0% in 2018.

FIGURE 6: TRAVEL & TOURISM GDP GROWTH 2018



Source: Oxford Economics

Continued solid growth at a global level is expected across the main economic indicators of GDP contribution – job creation, investment and visitor exports. Visitor exports, for example, are predicted to grow by 3.9% and investment by 4.8%.

Strong growth looks set to continue across the world economy in 2018. Global consumer spending power is expected to further accelerate in 2018, helped by a positive labour market, which will support both domestic and international Travel & Tourism expenditure in the year ahead.

Higher oil prices and air fares, along with rising hotel rates and other costs, will be a headwind in 2018. As such, while the prospects for Travel & Tourism growth remain very encouraging, it is likely that growth in 2018 and beyond will be slightly slower than 2017.

The outlook, however, varies across the different metrics and markets.

## USA

After weakness in 2017, we expect to see a return to growth in visitor exports in the USA in 2018, thanks in part to the continued weakening of the dollar and the assumption of no major negative policies affecting inbound tourism to the USA. Growth of 4.1% in visitor exports is expected, alongside domestic Travel & Tourism spending of around 3.1%.

## UK

In the UK, after very strong growth in 2017, direct Travel & Tourism GDP growth is expected to slow to 2.1%, from 6.2% last year. This is to be driven by a slowdown in both visitor exports to 4.2% and domestic Travel & Tourism spending to 1.5%, from 7.9% and 5.8% last year respectively.

## REGIONAL GROWTH

In 2018, all world sub-regions are expected to experience positive growth in direct Travel & Tourism GDP. South Asia and South East Asia are expected to be the fastest-growing world regions with growth of 7.2% and 5.9% expected respectively.

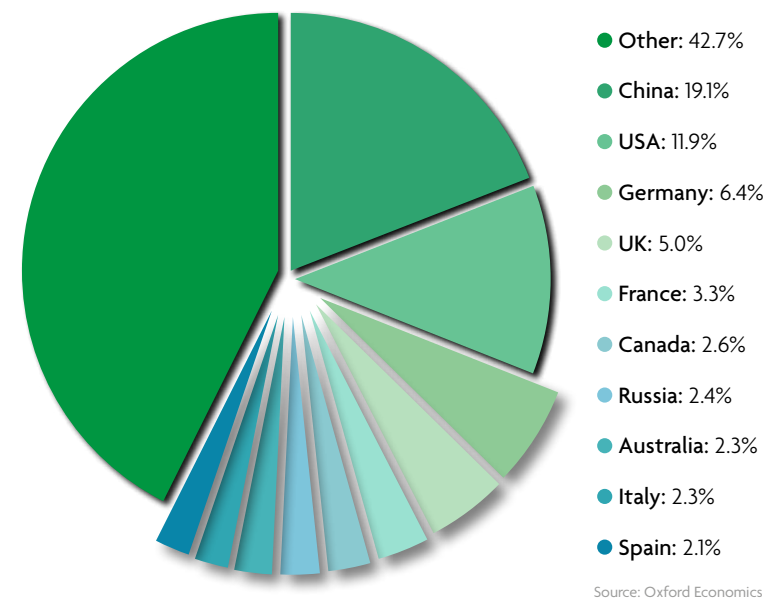
## NORTH AFRICA

After exceptional growth in 2017 due to the spectacular rebounds of Egypt and Tunisia, we expect more modest direct Travel & Tourism GDP growth of 3.6% in North Africa, although there is potential for even faster rebound growth.

## EUROPE

In Europe, after enjoying a particularly strong 2017 when direct Travel & Tourism GDP grew by 4.8%, a slowdown to 2.8% is expected in 2018. The slowdown is primarily expected to come from weaker visitor exports, partly in response to the exceptional growth in 2017, but also due to the appreciation of the euro which will make Europe a more expensive destination for tourists outside the Eurozone.

FIGURE 7: OUTBOUND TRAVEL EXPENDITURE BY COUNTRY PERCENTAGE OF GLOBAL TOTAL (2017)



Source: Oxford Economics

## TEN-YEAR FORECASTS

Travel & Tourism's direct contribution to GDP is expected to grow at an average of 3.8% per year over the next ten years.

By 2028, Travel & Tourism is expected to support a total of nearly 414 million jobs across the world, which equates to one in nine of all jobs in the world. The sector is expected to contribute an average 9 million new jobs per year to 2028 (up from less than 7 million per year between 2011 and 2017), representing around one quarter of total global net job creation. With the right regulatory conditions and government support, nearly 100 million new jobs could be created over the decade ahead.

Meanwhile, total Travel & Tourism GDP is forecast to account for 11.7% of global GDP, and global visitor exports are expected to account for 6.9% of total global exports in 2028.

Furthermore, the sector is expected to outperform the global economy throughout the forecast period and increase its share of global economic activity across each of GDP, employment, exports and investment. The growth in the number of middle income 'new travelling' households will be a major underpinning driver of Travel & Tourism growth.

In addition to outperforming the global economy over the next ten years, Travel & Tourism is also forecast to outpace a range of other major global economic sectors, including communications, business services, manufacturing and retail and distribution.



## FOCUS ISSUE:

# OVERCROWDING

Travel & Tourism is more geographically diverse than other industry sectors. Even so, the past decade has seen the world's 20 largest Travel & Tourism markets increasingly occupy a higher share of all global T&T GDP (72% in 2017). By 2020, these 20 countries alone are forecast to have added more visitors than the rest of the world combined. Global rising prosperity has now led to all-time high numbers of international arrivals, but these extra visitors are often heading to already well-known destinations.

This has led to a huge variation in Travel & Tourism 'density' between countries. While destinations such as Brazil and India saw less than 0.1 overnight visitor per capita in 2017, Macau experienced 28 visitors for every resident. The number of international overnight arrivals to Iceland has soared by 231% since 2012, changing the density from two to nearly seven visitors per capita. Bahrain and Malta have also seen notable hikes in tourism density.

These numbers do not indicate a problem on their own. Without strong destination management, however, high visitor numbers can create extra pressure on local resources and an overloaded infrastructure. This in turn can cause tension between residents and tourists and at times, a degraded experience for the visitors. The challenge may only be at certain times, perhaps just in a particular season or during the day. It is in the interest of the Travel & Tourism sector to generate more opportunities to spread travellers to new destinations and smooth demand across time.

For further detail and best practice solutions see: WTTC & McKinsey and Company (2017), *Coping with Success, Managing Overcrowding in Tourism Destinations*.



# 02 TRAVEL & TOURISM'S CONTRIBUTION TO REGIONAL ECONOMIES

FIGURE 8: DIRECT REGIONAL TRAVEL & TOURISM GDP % GROWTH (2017)



**AMERICAS**  
**US\$2.2 TN**      **42 MN**  
 TOTAL CONTRIBUTION TO GDP ▲1.7%      EMPLOYMENT CONTRIBUTION

**North America:** According to the National Travel & Tourism Office estimates, 2017 was a weak year for inbound tourism to the USA, currently the world's largest Travel & Tourism economy. International tourist arrivals fell by around 2.3%, which translated to a decline in visitor exports of 4.0%. Domestic Travel & Tourism in the USA fared better, growing 4.1%, which contributed to direct T&T GDP growth of 2.3%. In Canada, the sector experienced faster direct GDP growth than any other year this millennium – at 5.5%. Meanwhile, Mexico's Travel & Tourism contributed an all-time high of US\$82.2 billion to national GDP.

**Latin America:** The Latin America region was the only sub-region which experienced a decline in direct T&T in 2017 (-1.4%). This was primarily caused by Brazil which experienced sharp declines in both visitor exports (-18.1%) and domestic Travel & Tourism spending (-5.2%), although there was strong outbound growth (19.4%). While the weakness of Brazil dragged down overall Latin America growth, there was much more encouraging performance in Nicaragua (21.2%), Uruguay (11.6%), Ecuador (7.3%), Costa Rica (7.2%) and Paraguay (7.2%).

**EUROPE**  
**US\$2.1 TN**      **37 MN**  
 TOTAL CONTRIBUTION TO GDP ▲3.9%      EMPLOYMENT CONTRIBUTION

**Europe:** Europe had a particularly strong year in 2017 with arrival numbers rising by 8.0%, buoyed by strong growth in Southern Europe. West Mediterranean destinations that enjoyed particularly strong visitor exports growth in 2017 after declines in recent years included Greece (9.5%), Italy (6.5%), Portugal (16.3%) and Spain (10.3%). In 2017, the long-haul segment of demand recovered strongly and was accompanied by robust inter-regional travel, thanks to the strength of the European economy.

**UK:** The sustained weakness of sterling post EU referendum in 2016 was a boost for the UK's price competitiveness, and provided both an increase in visitors from overseas markets and an increase in domestic travel spending.

**ASIA PACIFIC**  
**US\$2.7 TN**      **177 MN**  
 TOTAL CONTRIBUTION TO GDP ▲5.4%      EMPLOYMENT CONTRIBUTION

**Rapid growth:** Asia continues to be the continent where Travel & Tourism has some of the fastest growth. The strongest direct Travel & Tourism growth within the region was experienced in North East Asia (7.4%), with rapid growth in Mongolia (23.0%), Macau (14.2%) and China (9.8%). Elsewhere, the countries with the fastest growth were Nepal (15.6%), Solomon Islands (13.5%), Uzbekistan (12.1%), Fiji (9.8%), Cambodia (9.4%), Philippines (9.0%), Vietnam (8.9%), Pakistan (8.5%) and Indonesia (7.7%). Outbound spending from China, the world's top source market, grew by 8.2%.

**AFRICA AND MIDDLE EAST**  
**US\$402 BN**      **28 MN**  
 TOTAL CONTRIBUTION TO GDP ▲5.5%      EMPLOYMENT CONTRIBUTION

The strongest growth in direct T&T GDP of the world sub-regions was in North Africa (22.6%), including a very strong rebound of inbound arrivals and spending to Egypt and Tunisia in 2017. Indeed, Egypt was the fastest growing Travel & Tourism economy in 2017 out of the 185 countries studied (72.9%). Across Africa as a whole, 11.6% growth in arrivals was particularly strong. The Middle East experienced steady arrivals growth of 2.2%.



## FOCUS ISSUE: RECOVERY FROM TERRORISM

Travel & Tourism performance in 2017 was characterised by a stronger than anticipated resurgence in the performance of destinations which have suffered from terror attacks in recent years. Specifically, Belgium, Egypt, France, Tunisia and Turkey all recorded very encouraging returns to growth in 2017 after declines in previous years, outpacing expectations from one year ago, and returning to growth faster than occurred after some previous terror attacks.

The key to this has been a rebounding of international arrivals. For example, visitor exports in Belgium dropped by 10% in 2016 but grew by 11% in 2017. Similarly, visitor exports in France dropped by 2% in 2016 in the wake of terror attacks, but then grew by 6% in 2017.

North Africa in particular saw a notable bounce-back, with standout growth in hotel occupancy rates, average daily rates and revenue per available room, contributing to overall direct Travel & Tourism growth of 22.6%. Egypt's recovery was a key reason. Visitor exports there soared by 265% in 2017 as international arrivals rose to around 8 million – up from around 5 million in 2016, when numbers had declined, in part due to Russia banning all direct flights to the country. The latest increase in arrivals came notably from Czech Republic, Germany and UK.

At face value, these growth figures are very positive. However, Travel & Tourism's direct contribution to Egypt's GDP (US\$10.7 billion) still remains lower than during the boom years of 2006-2010 when it peaked at US\$12.3 billion, and visitor exports are still around 20% below the 2008 peak.



## FOCUS ISSUE: THE HURRICANE EFFECT

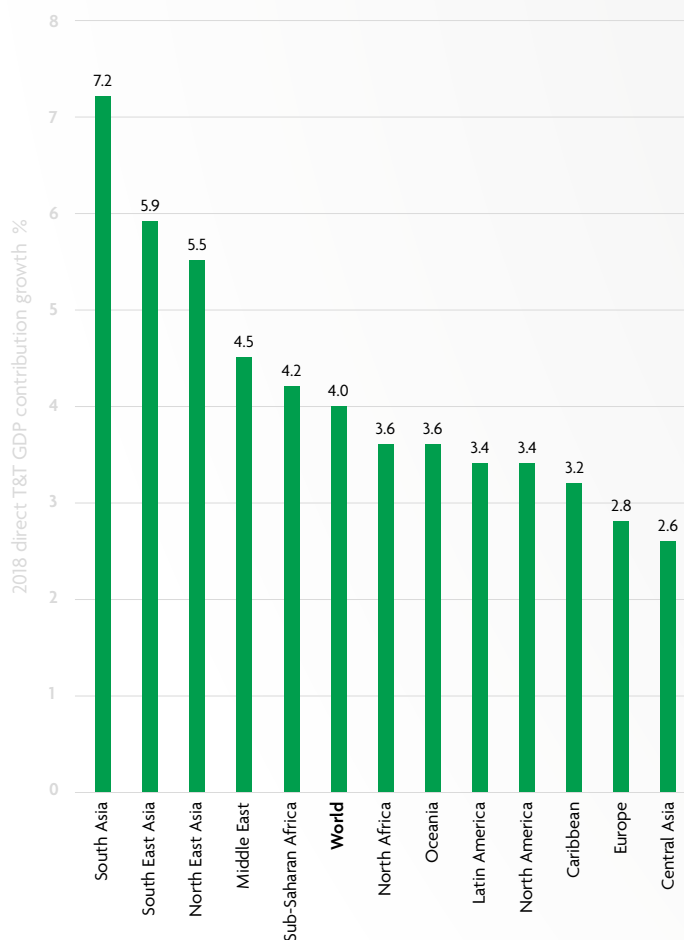
In 2016, 46.7 million visitors to the Caribbean spent \$31.4 billion dollars in the region, representing growth of 42% since 2010. For the region as a whole, tourism makes up 15.2% of the GDP and its dependence is increasing. However, large countries with relatively smaller tourism sectors, such as Cuba and Puerto Rico, reduce the regional average. The median value is 27.2%, and in 11 of the 21 countries, tourism supports more than 25% of the country's GDP.

Prior to the hurricanes, economic indicators showed an annual demand increase of more than 4% across the region. The hurricanes, however, caused damage to both physical infrastructure and natural attractions in a number of nations and halted or reversed economic growth. Unsurprisingly, the Caribbean islands devastated most by Hurricanes Irma and Maria saw a drop in Travel & Tourism GDP for 2017. Negative growth was notable in the UK Virgin Islands (-22.4%), the US Virgin Islands (-7.5%), and Puerto Rico (-2.9%). Antigua and Barbuda saw negative growth of 6.1%, even though the islands only incurred minor hurricane damage. Dominica was severely hit by Hurricane Maria and recovery is likely to take significant time and investment.

Other islands that were not in the path of the hurricanes fared much better, perhaps attracting visitors who would otherwise have stayed on one of the affected islands. There was strong Travel & Tourism GDP growth, for example, on St Lucia (9.2%), Grenada (7.4%) and the Cayman islands (7.2%).

## 2018 DIRECT T&T GDP CONTRIBUTION GROWTH

FIGURE 9: 2018 DIRECT T&T GDP CONTRIBUTION GROWTH



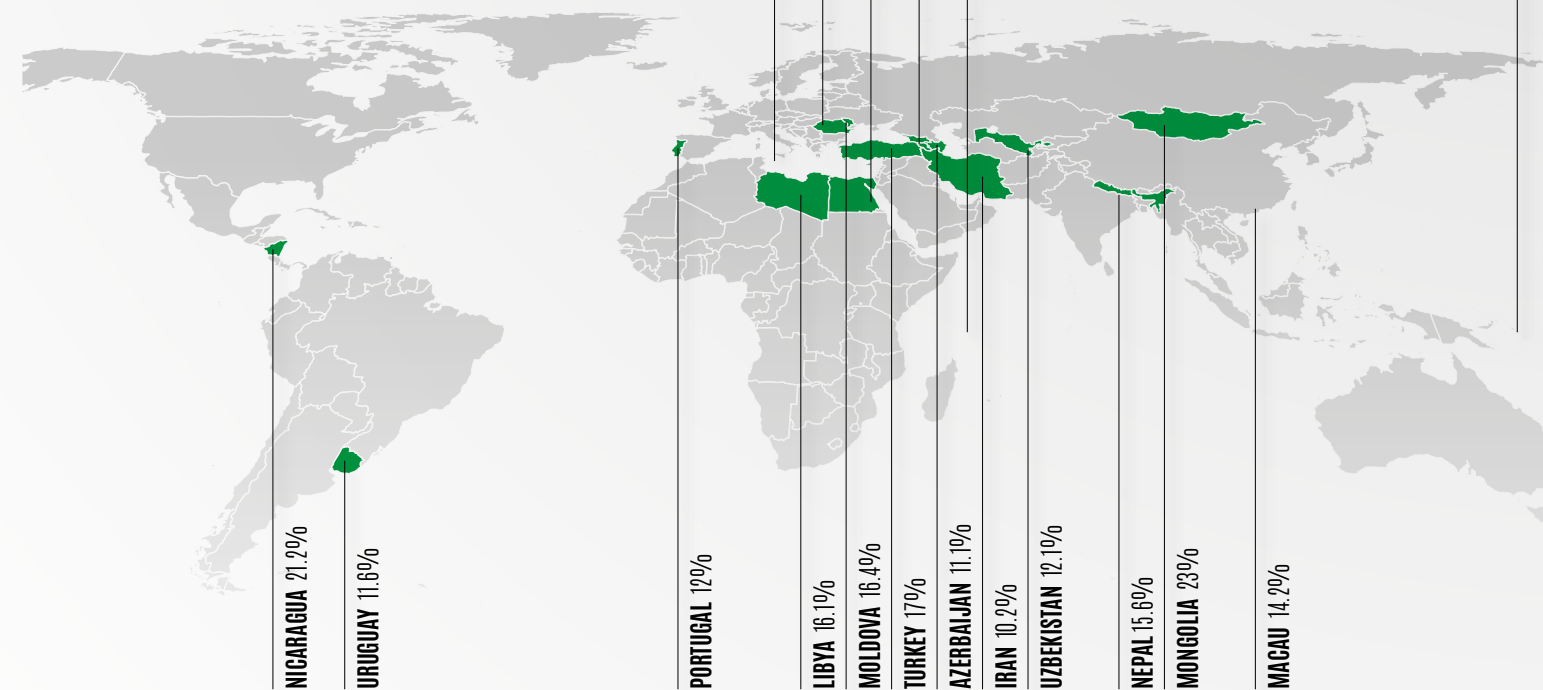
Source: Oxford Economics

In 2018, all world sub-regions are expected to experience growth in direct Travel & Tourism GDP. South Asia and South East Asia are expected to be the fastest growing world regions with growth of around 7.2% and 5.9% respectively. This year is also expected to mark a turnaround in fortunes for Latin America as modest growth (3.4%) returns after weakness in 2017.

### REGIONAL LONG-TERM FORECAST

South Asia is expected to be the fastest-growing world region over the next ten years, with average annual direct T&T GDP growth of 6.9% forecast, driven principally by strong growth in India (7.1%). In China, long term annual average growth of 6.7% is predicted. North East Asia overall is forecast to grow by an annual average of 5.6% per year, just ahead of South East Asia (5.5%). The next tier of sub-regions, with growth in the 3-5% bracket include Sub-Saharan Africa (4.4%), the Middle East (4.2%), Central Asia (4.2%), North Africa (3.6%), the Caribbean (3.6%), Latin America (3.2%) and Oceania (3.0%). Slower, yet robust growth is expected in North America (2.6%) and Europe (2.4%).

# 03 COUNTRY HIGHLIGHTS



### WHICH COUNTRIES PERFORMED BEST IN 2017?

The countries worldwide where Travel & Tourism's direct contribution to GDP saw fastest growth in 2017 were (above) Egypt, Mongolia, Georgia, Nicaragua, Turkey, Moldova, Libya, Nepal, Armenia, Macau, Seychelles, Solomon Islands, Romania, Malta, Uzbekistan, Portugal, Uruguay, Azerbaijan, Iran and Cyprus. These outpaced other larger fast-growth markets like China (9.8%), India (4.7%), and Indonesia (7.7%).

### TRAVEL & TOURISM OUTPACING THE ECONOMY

At country level, direct Travel & Tourism GDP growth in 2017 outpaced economy-wide GDP growth in 110 of the 185 countries covered by this research. Egypt, Seychelles, Portugal, Malta and St Lucia are some of the countries that saw their Travel & Tourism sectors outperform the general economy most significantly.

G20 countries whose Travel & Tourism performed notably better than the economy as a whole in 2017 include China, Japan, Saudi Arabia, Spain, Turkey, UK and UAE.

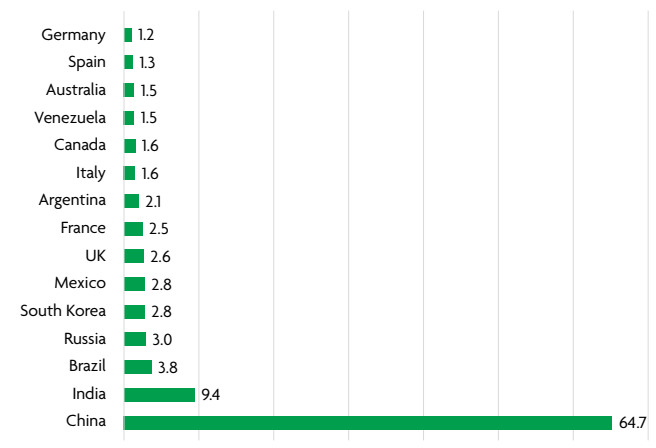
### WHERE WILL FUTURE TRAVEL & TOURISM GROWTH COME FROM?

Back in 2013, Goldman Sachs published a research paper<sup>2</sup> that estimates how consumers' spending on particular products changes with their income. They mapped out a 'ladder' of spending development showing increasing demand for different products at different income levels. Domestic tourism demand starts to pick up at an income just over US\$35,000 with international tourism coming in at a higher income point of around US\$50,000.

The graph below shows the number of additional households in key markets that will be entering these key income thresholds and have the real potential to become 'new travelling households' over the next ten years.

There are expected to be over 64 million 'new travelling households' in China by 2027. Some distance behind in second place is India with around 9 million new travelling households.

**FIGURE 10: ADDED HOUSEHOLDS WITH INCOME > \$35,000 2027 vs. 2017**



Source: Oxford Economics

The USA retained its position as the country with the world's highest direct and total Travel & Tourism contribution to GDP in 2017. However, by 2028, China is predicted to have overtaken the USA on both measures. Over the next decade, Travel & Tourism in China is set to generate a total of US\$1.3 trillion (compared to US\$404.8 billion in the USA), growing by 6.6% on average per year. It is also forecast to directly support more than 34 million jobs over the next decade – far higher than in any other country.

India is expected to rise through the rankings to establish itself as the third largest Travel & Tourism economy by 2028, both in terms of direct and total GDP, only behind China and the USA. The sector's total contribution to the country's GDP over the next decade is forecast to be US\$240.6 billion, growing by an average 6.9% per year. It is also set to directly support over 33 million jobs, more than in any country except China,

Mexico and Thailand are also set to show strong growth in Travel & Tourism GDP between 2018 and 2028, generating US\$75.6 billion and US\$73.1 billion respectively. They are also predicted to see strong growth in total tourism employment over the period, with the sector supporting around 2.4 million jobs in both countries.

Other countries forecast to experience fast average annual growth in total Travel & Tourism spending over the next decade include Indonesia (6.4%) and Philippines (5.8%). Both will also see strong growth in Travel & Tourism employment from 2018 to 2028, with the sector set to support 4.5 million jobs in Indonesia and nearly 2.6 million jobs in Philippines.

#### Which countries will show the strongest growth in the total contribution of Travel & Tourism GDP, 2018-2028?

TOTAL GDP GROWTH	
	2017 Constant US\$bn
China	1293.7
United States	404.8
India	240.6
Mexico	75.6
Thailand	73.1
Germany	59.8
United Kingdom	58.7
Indonesia	53.7
Philippines	53.4
Spain	52.7

#### Which countries will show the strongest growth in the total contribution of Travel & Tourism to employment, 2018-2028?

TOTAL EMPLOYMENT GROWTH	
	'000 Jobs
China	34057.2
India	9381.0
Indonesia	4498.1
United States	2572.8
Thailand	2418.6
Mexico	2391.7
Philippines	2260.1
Nigeria	1606.3
Brazil	1323.2
Pakistan	1020.5

# 04 LEAGUE TABLES

WTTC looks at the economic impact of Travel & Tourism across 185 countries, in terms of the major indicators of GDP contribution, employment, visitor exports, and government expenditure investment. This allows for comparisons across countries, now and over the next ten years.

The below league tables highlight a selection of the interesting results from the latest data, showing the countries which are performing the best and expected to grow the fastest.

#### In which countries was the direct contribution of Travel & Tourism to GDP greatest in 2017?

DIRECT GDP CONTRIBUTION 2017	
	2017 Constant US\$bn
United States	509.4
China	402.3
Germany	146.3
Japan	107.4
Italy	106.8
France	93.9
United Kingdom	93.5
India	91.3
Mexico	82.2
Spain	70.9

DIRECT GDP CONTRIBUTION 2017	
	% Total of GDP
Maldives	39.6
British Virgin Islands	35.4
Macau	29.3
Aruba	28.1
Seychelles	26.4
Former Netherlands Antilles	23.4
Anguilla	21.1
Bahamas	19.0
Vanuatu	18.2
Cape Verde	17.8

#### In which countries did the direct contribution of Travel & Tourism to GDP grow fastest in 2017, and in which countries will it grow fastest from 2018-2028?

DIRECT GDP CONTRIBUTION GROWTH 2017	
	Real Growth %
Egypt	72.9
Mongolia	23.0
Georgia	21.3
Nicaragua	21.2
Turkey	17.0
Moldova	16.4
Libya	16.1
Nepal	15.6
Armenia	15.2
Macau	14.2

DIRECT GDP CONTRIBUTION GROWTH 2018-2028	
	10 Year Real Growth %
Qatar	8.7
Tanzania	7.2
India	7.1
Myanmar	7.0
China	6.7
Namibia	6.6
Azerbaijan	6.2
Nicaragua	6.2
Bangladesh	6.2
Indonesia	6.1

<sup>2</sup> <https://www.scribd.com/document/255207370/4368706-Global-Economics-Paper>



In which countries was the direct contribution of Travel & Tourism to employment the greatest in 2017, and in which countries will it grow fastest from 2018–2028?

DIRECT EMPLOYMENT CONTRIBUTION 2017		DIRECT EMPLOYMENT 2018-2008	
	'000 Jobs		10 Year Real Growth %
China	28250.0	Qatar	6.9
India	26148.1	Tanzania	5.2
United States	5285.7	Libya	5.1
Indonesia	4585.1	Myanmar	4.6
Mexico	3913.4	Botswana	4.5
Germany	3143.9	Cape Verde	4.5
Vietnam	2467.6	St Kitts & Nevis	4.4
Philippines	2348.2	Tonga	4.1
Brazil	2337.0	Grenada	4.1
Thailand	2336.6	Cambodia	4.1

In which countries were visitor exports the greatest in 2017, and in which countries did visitor exports grow fastest?

VISITOR EXPORTS 2017		VISITOR EXPORTS GROWTH 2017	
	% of Total Exports		Real Growth %
Macau	94.3	Egypt	265.1
Anguilla	91.0	Bangladesh	56.2
Gambia	90.6	Mongolia	36.2
Aruba	75.5	Mozambique	35.7
Maldives	74.7	Nicaragua	35.3
Bahamas	72.8	Nepal	31.4
Barbados	68.2	Turkey	28.6
St Lucia	67.1	Romania	26.8
Reunion	67.0	Georgia	26.2
Cape Verde	65.9	Philippines	24.3

In which countries was capital investment in Travel & Tourism highest in 2017, and in which countries will it grow fastest between 2018–2028?

TRAVEL & TOURISM INVESTMENT 2017		TRAVEL & TOURISM INVESTMENT GROWTH 2018-2028	
	2017 Constant US\$bn		10 Year Real Growth %
United States	176.3	United Arab Emirates	8.6
China	154.7	Qatar	7.8
India	41.6	Bahrain	6.9
France	40.1	India	6.7
Japan	35.9	Democratic Republic of Congo	6.7
Germany	28.2	Barbados	6.6
Saudi Arabia	24.2	Jordan	6.6
United Kingdom	21.6	China	6.5
Spain	20.9	Guinea	6.5
Turkey	20.5	Rwanda	6.5

## GLOSSARY

### TRAVEL & TOURISM

Relates to the activity of travellers on trips outside their usual environment with a duration of less than one year. Economic activity related to all aspects of such trips is measured within the research.

### DIRECT CONTRIBUTION TO GDP

GDP generated by industries that deal directly with tourists, including hotels, travel agents, airlines and other passenger transport services, as well as the activities of restaurant and leisure industries that deal directly with tourists. It is equivalent to total internal Travel & Tourism spending (see below) within a country less the purchases made by those industries (including imports). In terms of the UN's Tourism Satellite Account methodology it is consistent with total GDP calculated in table 6 of the TSA: RMF 2008.

### DIRECT CONTRIBUTION TO EMPLOYMENT

The number of direct jobs within Travel & Tourism. This is consistent with total employment calculated in table 7 of the TSA: RMF 2008.

### TOTAL CONTRIBUTION TO GDP

GDP generated directly by the Travel & Tourism sector plus its indirect and induced impacts (see below).

### TOTAL CONTRIBUTION TO EMPLOYMENT

The number of jobs generated directly in the Travel & Tourism sector plus the indirect and induced contributions (see below).

### DIRECT SPENDING IMPACTS

#### VISITOR EXPORTS

Spending within the country by international tourists for both business and leisure trips, including spending on transport, but excluding international spending on education. This is consistent with total inbound tourism expenditure in table 1 of the TSA: RMF 2008.

#### DOMESTIC TRAVEL & TOURISM SPENDING

Spending within a country by that country's residents for both business and leisure trips. Multi-use consumer durables are not included since they are not purchased solely for tourism purposes. This is consistent with total domestic tourism expenditure in table 2 of the TSA: RMF 2008. Outbound spending by residents abroad is not included here, but is separately identified according to the TSA: RMF 2008 (see below).

#### GOVERNMENT INDIVIDUAL SPENDING

Spending by government on Travel & Tourism services directly linked to visitors, such as cultural services (eg museums) or recreational services (eg national parks).

### INTERNAL TOURISM CONSUMPTION

Total revenue generated within a country by industries that deal directly with tourists including visitor exports, domestic spending and government individual spending. This does not include spending abroad by residents. This is consistent with total internal tourism expenditure in table 4 of the TSA: RMF 2008.

### BUSINESS TRAVEL & TOURISM SPENDING

Spending on business travel within a country by residents and international visitors.

### LEISURE TRAVEL & TOURISM SPENDING

Spending on leisure travel within a country by residents and international visitors.

### INDIRECT AND INDUCED IMPACTS

#### INDIRECT CONTRIBUTION

The contribution to GDP and jobs of the following three factors:

- **CAPITAL INVESTMENT:** Includes capital investment spending by all industries directly involved in Travel & Tourism. This also constitutes investment spending by other industries on specific tourism assets such as new visitor accommodation and passenger transport equipment, as well as restaurants and leisure facilities for specific tourism use. This is consistent with total tourism gross fixed capital formation in table 8 of the TSA: RMF 2008.
- **GOVERNMENT COLLECTIVE SPENDING:** Government spending in support of general tourism activity. This can include national as well as regional and local government spending. For example, it includes tourism promotion, visitor information services, administrative services and other public services. This is consistent with total collective tourism consumption in table 9 of TSA: RMF 2008.
- **SUPPLY-CHAIN EFFECTS:** Purchases of domestic goods and services directly by different industries within Travel & Tourism as inputs to their final tourism output.

#### INDUCED CONTRIBUTION

The broader contribution to GDP and employment of spending by those who are directly or indirectly employed by Travel & Tourism.

### OTHER INDICATORS

#### OUTBOUND EXPENDITURE

Spending outside the country by residents on all trips abroad including passenger fares. This is fully aligned with total outbound tourism expenditure in table 3 of the TSA: RMF 2008.

#### FOREIGN VISITOR ARRIVALS

The number of arrivals of foreign visitors, including same-day and overnight visitors (tourists) to the country.





The World Travel & Tourism Council is the global authority on the economic and social contribution of Travel & Tourism.

WTTC promotes sustainable growth for the Travel & Tourism sector, working with governments and international institutions to create jobs, to drive exports and to generate prosperity. Council Members are the Chairs, Presidents and Chief Executives of the world's leading private sector Travel & Tourism businesses.

Together with Oxford Economics, WTTC produces annual research that shows Travel & Tourism to be one of the world's largest sectors, supporting over 313 million jobs and generating 10.4% of global GDP in 2017. Comprehensive reports quantify, compare and forecast the economic impact of Travel & Tourism on 185 economies around the world. In addition to the individual country reports, WTTC produces a world report highlighting global trends and 24 further reports that focus on regions, sub-regions and economic and geographic groups.

To download reports or data, please visit [www.wttc.org](http://www.wttc.org)



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### Contributing data to the WTTC Economic Impact Model



STR is the source for premium hotel data benchmarking, analytics and marketplace insights. STR provides data that is reliable, confidential, accurate and actionable, and their comprehensive solutions empower clients to strategize and compete within their markets. The company's range of products includes data-driven solutions, thorough analytics and unrivalled marketplace insights, all built to fuel business growth and help clients make better operational and financial decisions. STR maintains a presence in 15 countries and collects data for over 59,000 hotels across 180 countries.



ForwardKeys analyses more than 17m flight booking transactions a day, drawing data from all the major global air reservation systems and selected airlines and tour operators. This information is enhanced with further independent data sets, including flight search and official government statistics, plus data science to paint a picture of who is travelling where and when. ForwardKeys' analytics are used by traveller-focused businesses worldwide to monitor and anticipate traveller arrivals from a particular origin market at a specific time. This analysis enables parties to anticipate the impact of events, better manage their staffing levels, fine tune supply requirements, adjust and measure the effectiveness of their marketing efforts and anticipate future market trends.



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