




# Travel & Tourism

## ECONOMIC IMPACT 2016

### WORLD





The survival of many fish species depends on migrations up and down rivers. A fish ladder provides a detour route for migrating fish past a particular obstruction on the river. Designs vary but in general all fish ladders contain a series of ascending pools that are reached by swimming against a stream of water. Fish leap through the cascade of rushing water, rest in a pool, and then repeat the process until they are out of the ladder.

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# FOREWORD

The World Travel & Tourism Council (WTTC) is the global authority on the economic and social contribution of Travel & Tourism. WTTC promotes sustainable growth for the sector, working with governments and international institutions to create jobs, to drive exports and to generate prosperity.

For over 25 years, WTTC has been quantifying the economic impact of Travel & Tourism. This year, the 2016 Annual Economic Reports cover 184 countries and 24 regions of the world. Our 10 year forecasts provide a unique perspective on the sector's potential for long-term growth, and the continued vital contribution to the economic strength and social development of the world.

For the fifth successive year, the growth of the Travel & Tourism sector in 2015 (2.8%) outpaced that of the global economy (2.3%) and a number of other major sectors such as manufacturing and retail. In total, Travel & Tourism generated US \$7.2 trillion (9.8% of global GDP) and supported 284 million jobs, equivalent to 1 in 11 jobs in the global economy.


The outlook for Travel & Tourism in 2016 remains robust, despite economic fragilities and other sources of volatility in the wider market. The sector's GDP growth contribution is expected to accelerate and again outpace growth of the wider economy. Stronger growth in 2016 is likely to be underpinned by an improving global economy. The lowest oil prices in more than a decade will continue to boost demand through lower transport costs, whilst household finances and disposable income will benefit from reduced energy costs.

Through the last year, safety and security concerns have moved into the spotlight, and we have to assume that these issues will continue to cause difficulties in the years ahead. We note that the sector remains resilient and that governments are working hard to ensure the safety of tourists and to minimise the impact of security threats. Incidents such as the ones we observed with shock and sadness in recent months will not stop people travelling, as the world continues to go about its business.

There are other factors which are influencing the flow of travellers around the world. Notably, the strength of the US dollar relative to other currencies is shifting the price competitiveness of destinations and will affect who travels where this year. Undoubtedly new developments will emerge alongside these existing factors. Travel & Tourism is a key force for good, and it has proven in the past that it is strong and adaptable enough to face any challenges. It will continue to grow, to create jobs, and to bring economic and social benefits.

The Travel & Tourism sector is expected to grow faster than the wider economy and many other industries over the next decade. It is anticipated to support over 370 million jobs by 2026. Such strong growth will require tourism destinations across the world to provide environments that are conducive to business development. It will require effective coordination between public institutions and the private sector around the world.

WTTC is proud to contribute the evidence base required for public and private bodies to make the right decisions for the future growth of a sustainable Travel & Tourism sector.



**David Scowsill**  
President & CEO



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## THE ECONOMIC IMPACT OF TRAVEL & TOURISM MARCH 2016

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## 2016 ANNUAL RESEARCH: KEY FACTS<sup>1</sup>

2016  
forecast

### GDP: DIRECT CONTRIBUTION

The direct contribution of Travel & Tourism to GDP was USD2,229.8bn (3.0% of total GDP) in 2015, and is forecast to rise by 3.3% in 2016, and to rise by 4.2% pa, from 2016-2026, to USD3,469.1bn (3.4% of total GDP) in 2026.



### GDP: TOTAL CONTRIBUTION

The total contribution of Travel & Tourism to GDP was USD7,170.3bn (9.8% of GDP) in 2015, and is forecast to rise by 3.5% in 2016, and to rise by 4.0% pa to USD10,986.5bn (10.8% of GDP) in 2026.



### EMPLOYMENT: DIRECT CONTRIBUTION

In 2015 Travel & Tourism directly supported 107,833,000 jobs (3.6% of total employment). This is expected to rise by 1.9% in 2016 and rise by 2.1% pa to 135,884,000 jobs (4.0% of total employment) in 2026.



### EMPLOYMENT: TOTAL CONTRIBUTION

In 2015, the total contribution of Travel & Tourism to employment, including jobs indirectly supported by the industry, was 9.5% of total employment (283,578,000 jobs). This is expected to rise by 2.2% in 2016 to 289,756,000 jobs and rise by 2.5% pa to 370,204,000 jobs in 2026 (11.0% of total).



### VISITOR EXPORTS

Visitor exports generated USD1,308.9bn (6.1% of total exports) in 2015. This is forecast to grow by 3.0% in 2016, and grow by 4.3% pa, from 2016-2026, to USD2,056.0bn in 2026 (6.2% of total).



### INVESTMENT

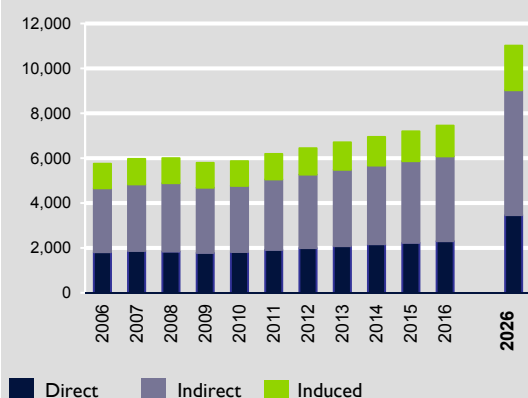
Travel & Tourism investment in 2015 was USD774.6bn, or 4.3% of total investment. It should rise by 4.7% in 2016, and rise by 4.5% pa over the next ten years to USD1,254.2bn in 2026 (4.7% of total).



<sup>1</sup>All values are in constant 2015 prices & exchange rates

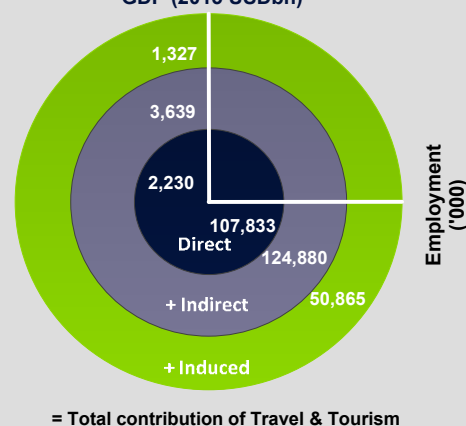
Total Contribution of  
Travel & Tourism to GDP

2015 USDbn



Breakdown of Travel & Tourism's Total  
Contribution to GDP and Employment 2015

GDP (2015 USDbn)



# Defining the economic contribution of Travel & Tourism

Travel & Tourism is an important economic activity in most countries around the world. As well as its direct economic impact, the sector has significant indirect and induced impacts. The UN Statistics Division-approved Tourism Satellite Accounting methodology (TSA:RMF 2008) quantifies only the direct contribution of Travel & Tourism. WTTC recognises that Travel & Tourism's total contribution is much greater however, and aims to capture its indirect and induced impacts through its annual research.



## DIRECT CONTRIBUTION

The direct contribution of Travel & Tourism to GDP reflects the 'internal' spending on Travel & Tourism (total spending within a particular country on Travel & Tourism by residents and non-residents for business and leisure purposes) as well as government 'individual' spending - spending by government on Travel & Tourism services directly linked to visitors, such as cultural (eg museums) or recreational (eg national parks).

The direct contribution of Travel & Tourism to GDP is calculated to be consistent with the output, as expressed in National Accounting, of tourism-characteristic sectors such as hotels, airlines, airports, travel agents and leisure and recreation services that deal directly with tourists. The direct contribution of Travel & Tourism to GDP is calculated from total internal spending by 'netting out' the purchases made by the different tourism industries. This measure is consistent with the definition of Tourism GDP, specified in the 2008 Tourism Satellite Account: Recommended Methodological Framework (TSA: RMF 2008).

## TOTAL CONTRIBUTION

The total contribution of Travel & Tourism includes its 'wider impacts' (ie the indirect and induced impacts) on the economy. The 'indirect' contribution includes the GDP and jobs supported by:

- Travel & Tourism investment spending – an important aspect of both current and future activity that includes investment activity such as the purchase of new aircraft and construction of new hotels;
- Government 'collective' spending, which helps Travel & Tourism activity in many different ways as it is made on behalf of the 'community at large' – eg tourism marketing and promotion, aviation, administration, security services, resort area security services, resort area sanitation services, etc;
- Domestic purchases of goods and services by the sectors dealing directly with tourists - including, for example, purchases of food and cleaning services by hotels, of fuel and catering services by airlines, and IT services by travel agents.

The 'induced' contribution measures the GDP and jobs supported by the spending of those who are directly or indirectly employed by the Travel & Tourism sector.

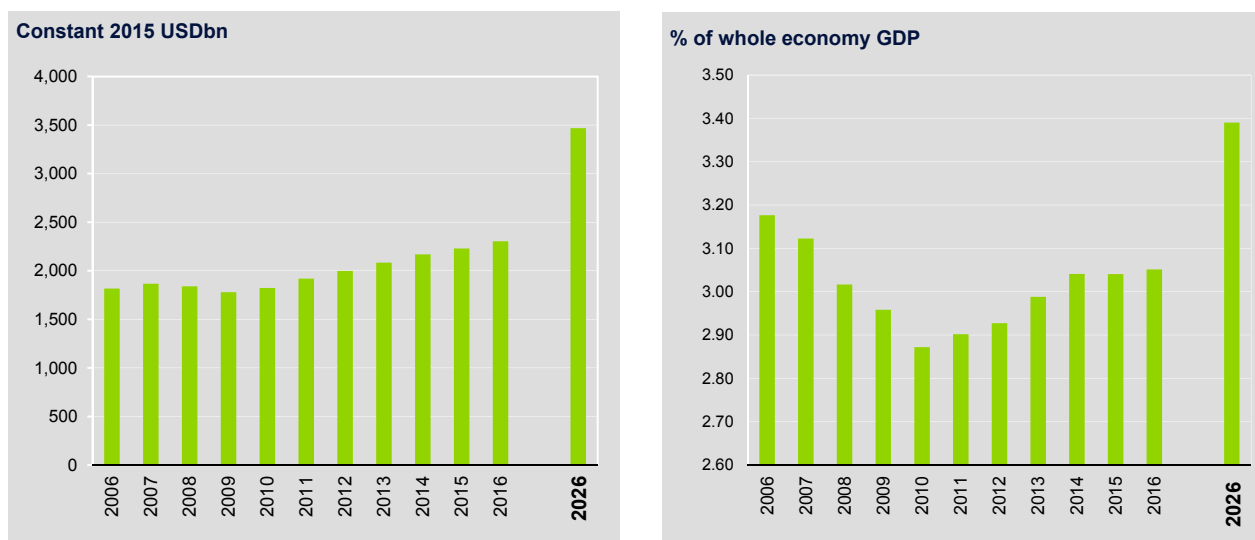


# Travel & Tourism's contribution to GDP<sup>1</sup>

The direct contribution of Travel & Tourism to GDP in 2015 was USD2,229.8bn (3.0% of GDP). This is forecast to rise by 3.3% to USD2,304.0bn in 2016. This primarily reflects the economic activity generated by industries such as hotels, travel agents, airlines and other passenger transportation services (excluding commuter services). But it also includes, for example, the activities of the restaurant and leisure industries directly supported

The direct contribution of Travel & Tourism to GDP is expected to grow by 4.2% pa to USD3,469.1bn (3.4% of GDP) by 2026.

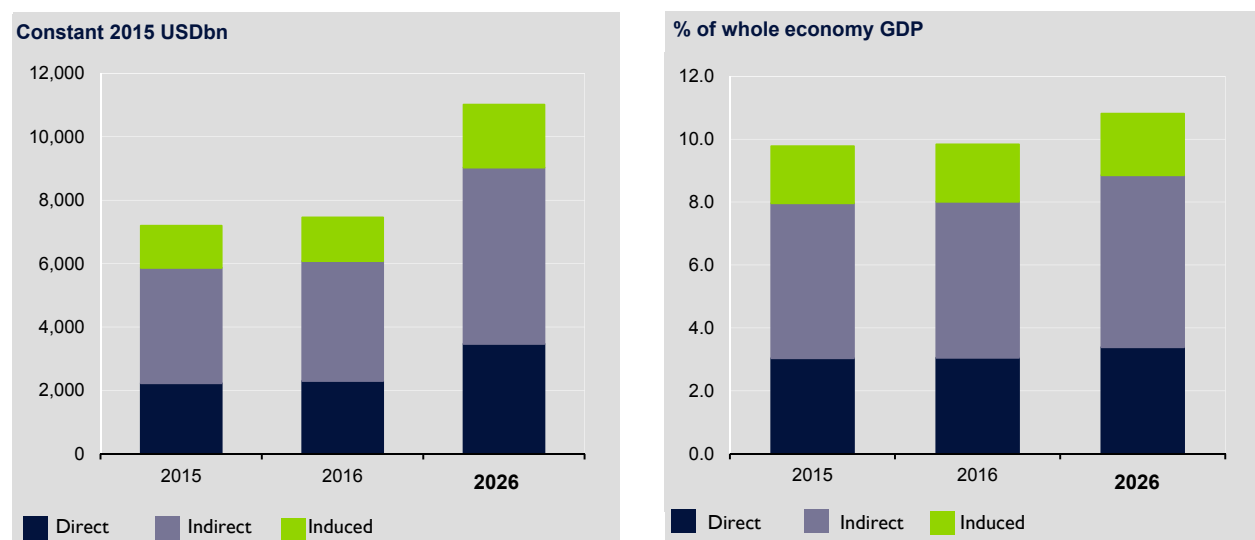
## WORLD: DIRECT CONTRIBUTION OF TRAVEL & TOURISM TO GDP



The total contribution of Travel & Tourism to GDP (including wider effects from investment, the supply chain and induced income impacts, see page 2) was USD7,170.3bn in 2015 (9.8% of GDP) and is expected to grow by 3.5% to USD7,420.5bn (9.8% of GDP) in 2016.

It is forecast to rise by 4.0% pa to USD10,986.5bn by 2026 (10.8% of GDP).

## WORLD: TOTAL CONTRIBUTION OF TRAVEL & TOURISM TO GDP



<sup>1</sup> All values are in constant 2015 prices & exchange rates

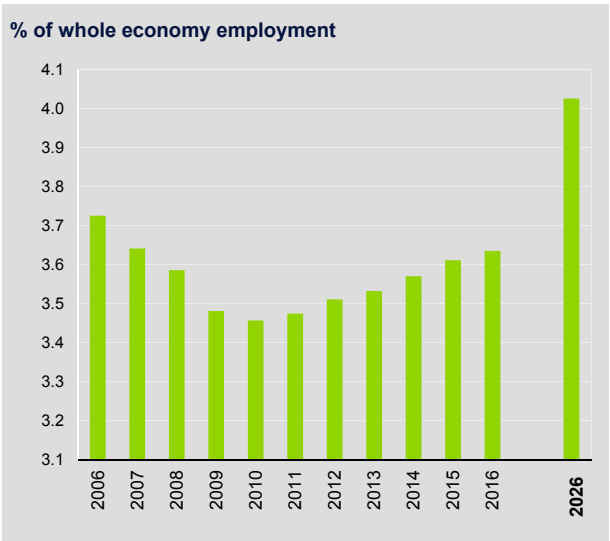
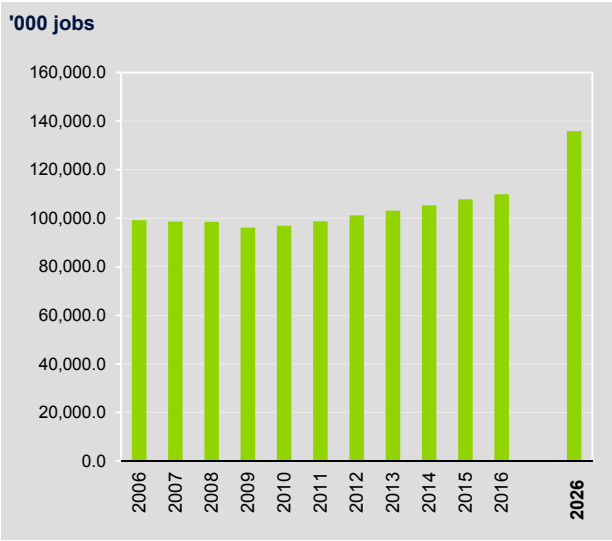
# Travel & Tourism's contribution to employment

Travel & Tourism generated 107,833,000 jobs directly in 2015 (3.6% of total employment) and this is forecast to grow by 1.9% in 2016 to 109,864,000 (3.6% of total employment).

This includes employment by hotels, travel agents, airlines and other passenger transportation services (excluding commuter services). It also includes, for example, the activities of the restaurant and leisure industries directly supported by tourists.

By 2026, Travel & Tourism will account for 135,884,000 jobs directly, an increase of 2.1% pa over the next ten years.

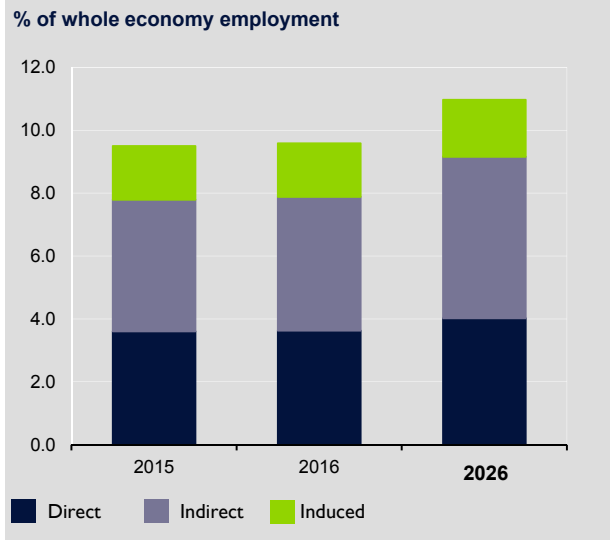
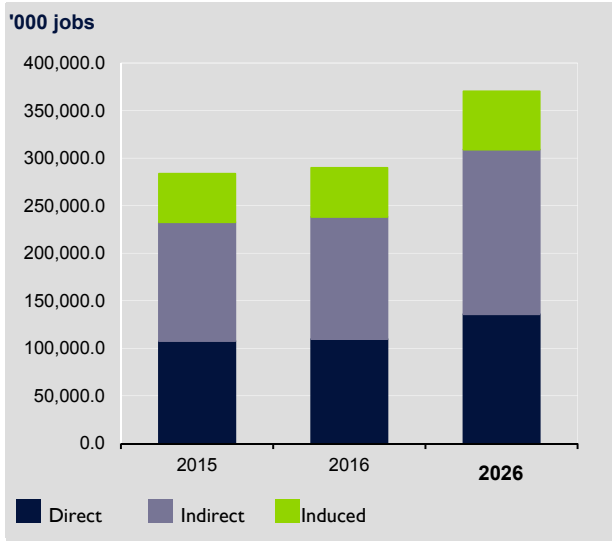
## WORLD: DIRECT CONTRIBUTION OF TRAVEL & TOURISM TO EMPLOYMENT



The total contribution of Travel & Tourism to employment (including wider effects from investment, the supply chain and induced income impacts, see page 2) was 283,578,000 jobs in 2015 (9.5% of total employment). This is forecast to rise by 2.2% in 2016 to 289,756,000 jobs (9.6% of total employment).

By 2026, Travel & Tourism is forecast to support 370,204,000 jobs (11.0% of total employment), an increase of 2.5% pa over the period.

## WORLD: TOTAL CONTRIBUTION OF TRAVEL & TOURISM TO EMPLOYMENT





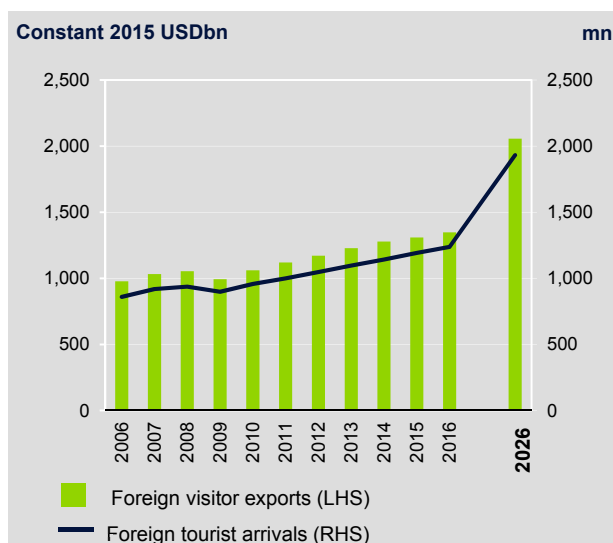
# Visitor Exports and Investment<sup>1</sup>

## VISITOR EXPORTS

Money spent by foreign visitors to a country (or visitor exports) is a key component of the direct contribution of Travel & Tourism. In 2015, the world generated USD1,308.9bn in visitor exports. In 2016, this is expected to grow by 3.0%, and the world is expected to attract 1,237,470,000 international tourist arrivals.

By 2026, international tourist arrivals are forecast to total 1,931,830,000, generating expenditure of USD2,056.0bn, an increase of 4.3% pa.

## WORLD: VISITOR EXPORTS AND INTERNATIONAL TOURIST ARRIVALS

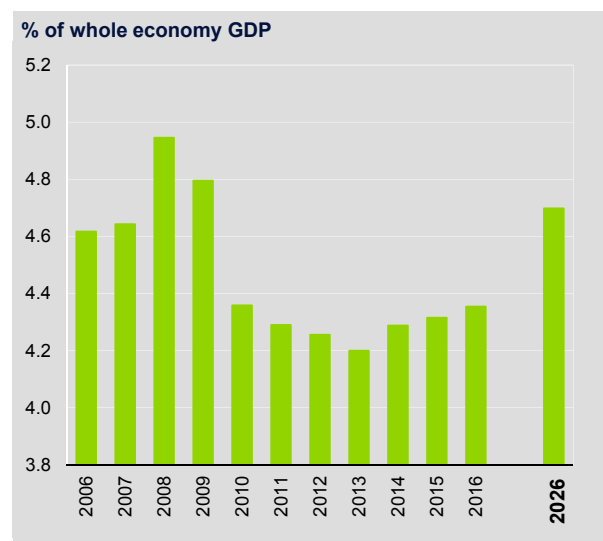
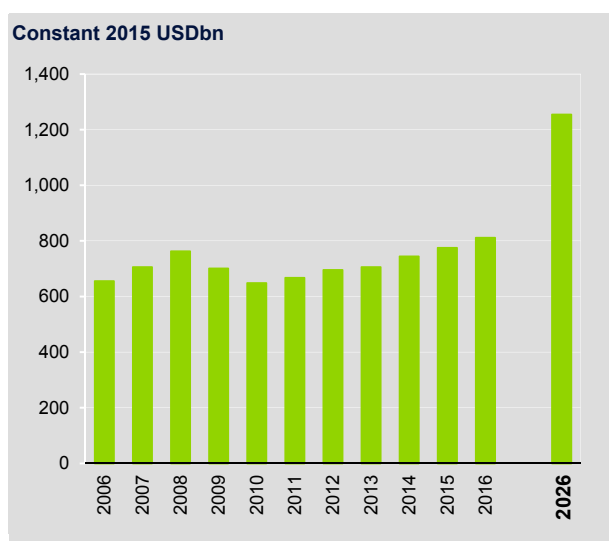


## INVESTMENT

Travel & Tourism is expected to have attracted capital investment of USD774.6bn in 2015. This is expected to rise by 4.7% in 2016, and rise by 4.5% pa over the next ten years to USD1,254.2bn in 2026.

Travel & Tourism's share of total national investment will rise from 4.4% in 2016 to 4.7% in 2026.

## WORLD: CAPITAL INVESTMENT IN TRAVEL & TOURISM



<sup>1</sup> All values are in constant 2015 prices & exchange rates

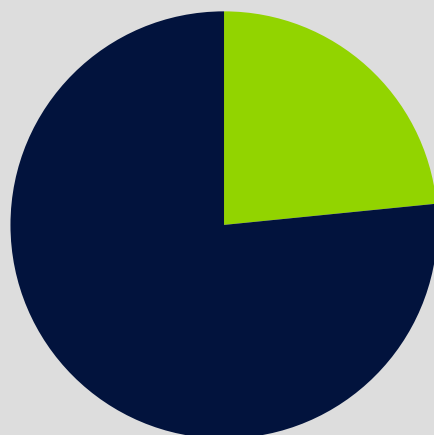
# Different components of Travel & Tourism<sup>1</sup>

## World

Travel & Tourism's Contribution to GDP:  
Business vs Leisure, 2015

Leisure spending **76.6%**

Business spending **23.4%**



Leisure travel spending (inbound and domestic) generated 76.6% of direct Travel & Tourism GDP in 2015 (USD3,621.9bn) compared with 23.4% for business travel spending (USD1,106.9bn).

Leisure travel spending is expected to grow by 3.0% in 2016 to USD3,732.3bn, and rise by 4.2% pa to USD5,645.8bn in 2026.

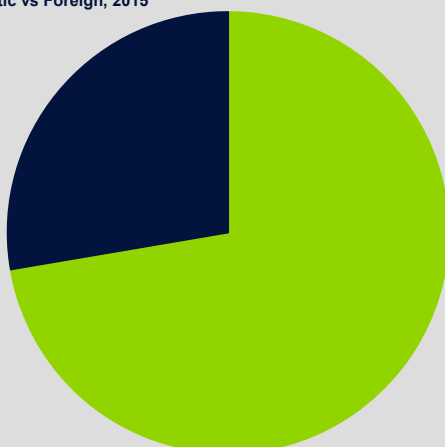
Business travel spending is expected to grow by 3.9% in 2016 to USD1,149.9bn, and rise by 3.7% pa to USD1,658.8bn in 2026.

## World

Travel & Tourism's Contribution to GDP:  
Domestic vs Foreign, 2015

Foreign visitor spending **27.7%**

Domestic spending **72.3%**



Domestic travel spending generated 72.3% of direct Travel & Tourism GDP in 2015 compared with 27.7% for visitor exports (ie foreign visitor spending or international tourism receipts).

Domestic travel spending is expected to grow by 3.3% in 2016 to USD3,533.9bn, and rise by 4.0% pa to USD5,245.5bn in 2026.

Visitor exports are expected to grow by 3.0% in 2016 to USD1,347.9bn, and rise by 4.3% pa to USD2,056.0bn in 2026.

## World

Breakdown of Travel & Tourism's Total Contribution to GDP, 2015

Direct **31.1%**

Induced **18.5%**

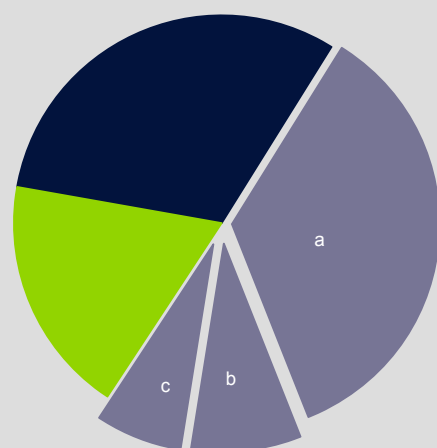
Indirect **50.4%**

*Indirect is the sum of:*

(a) Supply chain **35.1%**

(b) Investment **8.5%**

(c) Government collective **6.7%**



The Travel & Tourism industry contributes to GDP and employment in many ways as detailed on page 2.

**The total contribution of Travel & Tourism to GDP is three times greater than its direct contribution.**

<sup>1</sup> All values are in constant 2015 prices & exchange rates



# Summary tables: Estimates & Forecasts

<b>World</b>	<b>2015 USDbn<sup>1</sup></b>	<b>2015 % of total</b>	<b>2016 Growth<sup>2</sup></b>	<b>USDbn<sup>1</sup></b>	<b>2026 % of total</b>	<b>Growth<sup>3</sup></b>
Direct contribution to GDP	2,229.8	3.0	3.3	3,469.1	3.4	4.2
Total contribution to GDP	7,170.3	9.8	3.5	10,986.5	10.8	4.0
Direct contribution to employment <sup>4</sup>	107,833	3.6	1.9	135,884	4.0	2.1
Total contribution to employment <sup>4</sup>	283,578	9.5	2.2	370,204	11.0	2.5
Visitor exports	1,308.9	6.1	3.0	2,056.0	6.2	4.3
Domestic spending	3,419.9	4.7	3.3	5,245.5	3.9	4.0
Leisure spending	3,621.9	2.3	3.0	5,645.8	2.6	4.2
Business spending	1,106.9	0.7	3.9	1,658.8	0.8	3.7
Capital investment	774.6	4.3	4.7	1,254.2	4.7	4.5

<sup>1</sup>2015 constant prices & exchange rates; <sup>2</sup>2016 real growth adjusted for inflation (%); <sup>3</sup>2016-2026 annualised real growth adjusted for inflation (%); <sup>4</sup>000 jobs

% of total refers to each indicator's share of the relevant whole economy indicator such as GDP and employment. Visitor exports is shown relative to total exports of goods and Domestic spending is expressed relative to whole economy GDP. For leisure and business spending, their direct contribution to Travel & Tourism GDP is calculated as a share of whole economy GDP (the sum of these shares equals the direct contribution). Investment is relative to whole economy investment.

# The economic contribution of Travel & Tourism: Real 2015 prices

World (USDbn, real 2015 prices)	2010	2011	2012	2013	2014	2015	2016E	2026F
1. Visitor exports	1,060	1,120	1,171	1,229	1,278	1,309	1,348	2,056
2. Domestic expenditure (includes government individual spending)	2,756	2,973	3,084	3,207	3,325	3,420	3,534	5,245
3. Internal tourism consumption (= 1 + 2)	3,816	4,093	4,255	4,435	4,603	4,729	4,882	7,302
4. Purchases by tourism providers, including imported goods (supply chain)	-1,993	-2,173	-2,257	-2,351	-2,434	-2,499	-2,578	-3,832
5. Direct contribution of Travel & Tourism to GDP (= 3 + 4)	1,824	1,920	1,999	2,084	2,169	2,230	2,304	3,469
Other final impacts (indirect & induced)	1,658	1,803	1,884	1,970	2,056	2,115	2,191	3,345
6. Domestic supply chain								
7. Capital investment	648	667	695	706	744	775	811	1,254
8. Government collective spending	368	374	382	388	396	404	413	533
9. Imported goods from indirect spending	278	314	328	344	312	320	327	402
10. Induced	1,100	1,137	1,175	1,224	1,279	1,327	1,374	1,984
11. Total contribution of Travel & Tourism to GDP (= 5 + 6 + 7 + 8 + 9 + 10)	5,876	6,214	6,462	6,717	6,956	7,170	7,421	10,987
Employment impacts ('000)								
12. Direct contribution of Travel & Tourism to employment	96,916	98,748	101,191	103,095	105,356	107,833	109,864	135,884
13. Total contribution of Travel & Tourism to employment	251,380	258,022	265,110	271,474	276,340	283,578	289,756	370,204
Other indicators								
14. Expenditure on outbound travel	922	947	1,013	1,080	1,160	1,278	1,328	1,952



# The economic contribution of Travel & Tourism: Nominal prices

<b>World</b> <b>(USDbn, nominal prices)</b>	<b>2010</b>	<b>2011</b>	<b>2012</b>	<b>2013</b>	<b>2014</b>	<b>2015</b>	<b>2016E</b>	<b>2026F</b>
1. Visitor exports	1,067	1,206	1,246	1,336	1,394	1,309	1,324	2,718
2. Domestic expenditure (includes government individual spending)	2,853	3,277	3,354	3,494	3,624	3,420	3,440	6,948
3. Internal tourism consumption (= 1 + 2)	3,920	4,483	4,600	4,830	5,017	4,729	4,764	9,666
4. Purchases by tourism providers, including imported goods (supply chain)	-2,045	-2,376	-2,436	-2,560	-2,653	-2,499	-2,518	-2,045
<b>5. Direct contribution of Travel &amp; Tourism to GDP</b> (= 3 + 4)	<b>1,876</b>	<b>2,107</b>	<b>2,164</b>	<b>2,270</b>	<b>2,364</b>	<b>2,230</b>	<b>2,246</b>	<b>4,565</b>
<b>Other final impacts (indirect &amp; induced)</b>	<b>1,707</b>	<b>1,976</b>	<b>2,040</b>	<b>2,146</b>	<b>2,239</b>	<b>2,115</b>	<b>2,138</b>	<b>4,450</b>
6. Domestic supply chain								
7. Capital investment	657	732	754	770	808	775	790	1,685
8. Government collective spending	379	412	417	423	430	404	404	701
9. Imported goods from indirect spending	270	326	338	367	335	320	321	526
10. Induced	1,125	1,245	1,274	1,330	1,387	1,327	1,339	2,628
<b>11. Total contribution of Travel &amp; Tourism to GDP</b> (= 5 + 6 + 7 + 8 + 9 + 10)	<b>6,013</b>	<b>6,798</b>	<b>6,988</b>	<b>7,307</b>	<b>7,564</b>	<b>7,170</b>	<b>7,237</b>	<b>14,555</b>
<b>Employment impacts ('000)</b>								
12. Direct contribution of Travel & Tourism to employment	96,916	98,748	101,191	103,095	105,356	107,833	109,864	135,884
<b>13. Total contribution of Travel &amp; Tourism to employment</b>	<b>251,380</b>	<b>258,022</b>	<b>265,110</b>	<b>271,474</b>	<b>276,340</b>	<b>283,578</b>	<b>289,756</b>	<b>370,204</b>
<b>Other indicators</b>								
14. Expenditure on outbound travel	958	1,066	1,122	1,212	1,292	1,278	1,290	2,669

\*Concepts shown in this table align with the standard table totals as described in the *2008 Tourism Satellite Account: Recommended Methodological Framework* (TSA: RMF 2008) developed by the United Nations Statistical Division (UNSD), the Statistical Office of the European Communities (EUROSTAT), the Organisation for Economic Co-operation and Development (OECD) and the World Tourism Organization (UNWTO).

Historical data for concepts has been benchmarked to match reported TSA data where available.

# The economic contribution of Travel & Tourism: Growth

World Growth <sup>1</sup> (%)	2010	2011	2012	2013	2014	2015	2016E	2026F <sup>2</sup>
1. Visitor exports	6.7	5.6	4.6	4.9	4.0	2.4	3.0	4.3
2. Domestic expenditure (includes government individual spending)	1.9	7.9	3.7	4.0	3.7	2.9	3.3	4.0
3. Internal tourism consumption (= 1 + 2)	3.2	7.2	3.9	4.2	3.8	2.7	3.2	4.1
4. Purchases by tourism providers, including imported goods (supply chain)	3.9	9.1	3.8	4.2	3.5	2.7	3.2	4.0
5. Direct contribution of Travel & Tourism to GDP (= 3 + 4)	2.4	5.3	4.1	4.3	4.1	2.8	3.3	4.2
Other final impacts (indirect & induced)	3.5	8.7	4.5	4.6	4.4	2.9	3.6	4.3
6. Domestic supply chain								
7. Capital investment	-7.5	2.9	4.2	1.5	5.4	4.2	4.7	4.5
8. Government collective spending	2.7	1.6	2.1	1.7	2.0	1.9	2.4	2.6
9. Imported goods from indirect spending	-8.6	11.9	7.3	2.7	17.5	-4.6	3.1	8.1
10. Induced	-0.9	3.4	3.4	4.2	4.5	3.8	3.5	3.7
11. Total contribution of Travel & Tourism to GDP (= 5 + 6 + 7 + 8 + 9 + 10)	1.3	5.8	4.0	3.9	3.6	3.1	3.5	4.0
Employment impacts ('000)								
12. Direct contribution of Travel & Tourism to employment	0.7	1.9	2.5	1.9	2.2	2.4	1.9	2.1
13. Total contribution of Travel & Tourism to employment	-0.9	2.6	2.7	2.4	1.8	2.6	2.2	2.5
Other indicators								
14. Expenditure on outbound travel	5.1	2.8	6.9	6.7	7.4	10.2	3.9	3.9

<sup>1</sup>2009-2014 real annual growth adjusted for inflation (%); <sup>2</sup>2015-2025 annualised real growth adjusted for inflation (%)



# GLOSSARY

## KEY DEFINITIONS

### 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.

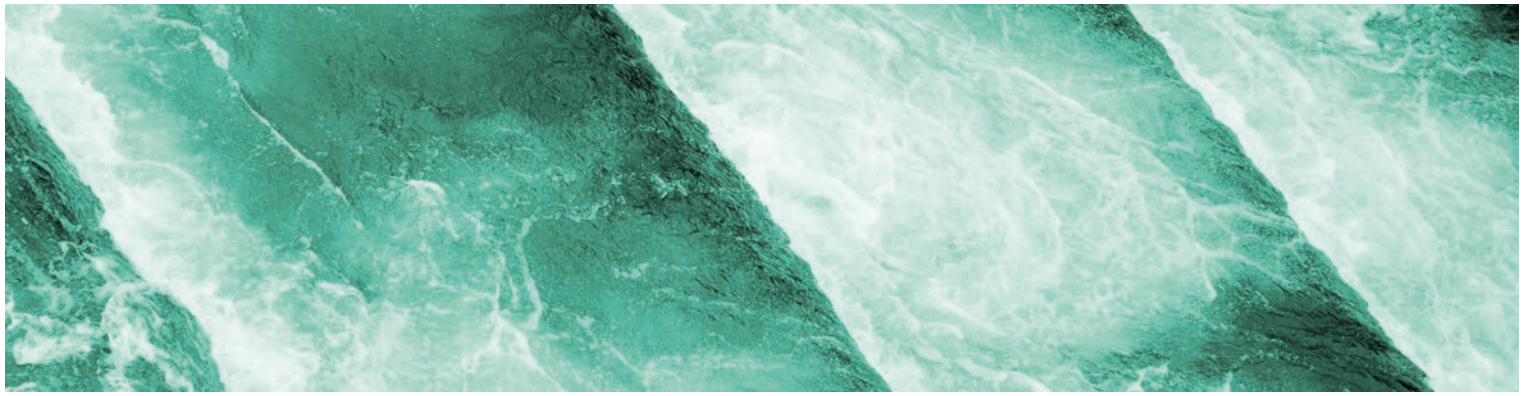
## OTHER INDICATORS

### OUTBOUND EXPENDITURE

Spending outside the country by residents on all trips abroad. 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.



# METHODOLOGICAL NOTE

WTTC has an on-going commitment to align its economic impact research with the UN Statistics Division-approved 2008 Tourism Satellite Account: Recommended Methodological Framework (TSA:RMF 2008). This involves benchmarking of country reports to official, published TSAs. This year the Ecuador TSA was integrated for the first time, alongside new data for Austria, Bermuda, Canada, Czech Rep, Ecuador, France, Lithuania, Malaysia, New Zealand, Nicaragua, Qatar, South Africa, Switzerland, UK, and the USA.

In addition to producing data on 184 countries, WTTC also produces reports on 24 other regions, sub-regions and economic and geographic groups. This year, there are 8 reports for special economic and geographic groups.

## ECONOMIC AND GEOGRAPHIC GROUPS

### APEC (ASIA-PACIFIC ECONOMIC COOPERATION)

Australia, Brunei, Canada, Chile, China, Hong Kong, Indonesia, Japan, South Korea, Malaysia, Mexico, New Zealand, Papua New Guinea, Peru, Philippines, Russian Federation, Singapore, Taiwan, Thailand, USA, Vietnam.

### THE COMMONWEALTH

Anguilla, Antigua and Barbuda, Australia, Bahamas, Bangladesh, Barbados, Belize, Bermuda, Botswana, Brunei, Cameroon, Canada, Cayman Islands, Cyprus, Dominica, Ghana, Grenada, Guyana, India, Jamaica, Kenya, Kiribati, Lesotho, Malawi, Malaysia, Maldives, Malta, Mauritius, Mozambique, Namibia, Nigeria, New Zealand, Pakistan, Papua New Guinea, Rwanda, South Africa, Seychelles, Sierra Leone, Singapore, Solomon Islands, Sri Lanka, St Kitts and Nevis, St Lucia, St Vincent and the Grenadines, Swaziland, Tanzania, Tonga, Trinidad and Tobago, Uganda, UK, British Virgin Islands, Vanuatu, Zambia.

### FORMER NETHERLANDS ANTILLES

Bonaire, Curacao, Sint Maarten, Saba and Sint Eustatius.

### G20

Argentina, Australia, Brazil, Canada, China, European Union, France\*, Germany\*, India, Indonesia, Italy\*, Japan, Mexico, Russian Federation, Saudi Arabia, South Africa, South Korea, Turkey, UK\*, USA.

### MEDITERRANEAN (MEDITERRANEAN TRAVEL ASSOCIATION)

Albania, Algeria, Bosnia Herzegovina, Croatia, Cyprus, Egypt, France, Greece, Israel, Italy, Jordan, Lebanon, Libya, Macedonia, Malta, Montenegro, Morocco, Portugal, Serbia, Slovenia, Spain, Syria, Tunisia, Turkey.

### OAS (ORGANIZATION OF AMERICAN STATES)

Argentina, Antigua and Barbuda, Bahamas, Barbados, Belize, Bolivia, Brazil, Canada, Chile, Colombia, Costa Rica, Cuba, Dominican Republic, Dominica, Ecuador, El Salvador, Grenada, Guatemala, Guyana, Haiti, Honduras, Jamaica, Mexico, St Kitts and Nevis, Nicaragua, Panama, Paraguay, Peru, St Lucia, St Vincent and the Grenadines, Suriname, Trinidad and Tobago, USA, Uruguay.

### OECD (ORGANISATION FOR ECONOMIC CO-OPERATION AND DEVELOPMENT)

Australia, Austria, Belgium, Canada, Chile, Czech Republic, Denmark, Estonia, Finland, France, Germany, Greece, Hungary, Iceland, Ireland, Israel, Italy, Japan, South Korea, Luxembourg, Mexico, Netherlands, New Zealand, Norway, Poland, Portugal, Slovak Republic, Slovenia, Spain, Sweden, Switzerland, Turkey, UK, USA.

### OTHER OCEANIA

American Samoa, Cook Islands, French Polynesia, Guam, Marshall Islands, Micronesia (Federated States of), New Caledonia, Niue, Northern Mariana Islands, Palau, Samoa, Tuvalu.

### PACIFIC ALLIANCE

Chile, Colombia, Mexico, Peru.

### SADC (SOUTHERN AFRICAN DEVELOPMENT COMMUNITY)

Angola, Botswana, Democratic Republic of Congo (DRC), Lesotho, Madagascar, Malawi, Mauritius, Mozambique, Namibia, Seychelles, South Africa, Swaziland, Tanzania, Zambia, Zimbabwe.

\*included in European Union

# ECONOMIC IMPACT REPORTS:

## REGIONS, SUB REGIONS & COUNTRIES

WORLD											
REGION	SUB REGION	COUNTRY	REGION	SUB REGION	COUNTRY	REGION	SUB REGION	COUNTRY	REGION	SUB-REGION	COUNTRY
AFRICA	NORTH AFRICA	Algeria	AMERICAS	CARIBBEAN	Anguilla	ASIA-PACIFIC	NORTHEAST ASIA	Japan	EUROPE	EUROPEAN UNION	Lithuania
		Egypt			Antigua & Barbuda			China			Luxembourg
		Libya			Aruba			Hong Kong			Malta
		Morocco			Bahamas			South Korea			Netherlands
		Tunisia			Barbados			Macau			Poland
	SUB-SAHARAN	Angola			Bermuda		OCEANIA	Taiwan			Portugal
		Benin			Cayman Islands			Mongolia			Romania
		Botswana			Cuba			Australia			Slovakia
		Burkina Faso			Former Netherlands Antilles			New Zealand			Slovenia
		Burundi			Dominica			Fiji			Spain
		Cameroon			Dominican Republic			Kiribati			Sweden
		Cape Verde			Grenada		Other Oceania	UK			
		Central African Republic			Guadeloupe		Papua New Guinea	OTHER EUROPE		Albania	
		Chad			Haiti		Solomon Islands			Armenia	
		Comoros			Jamaica		Tonga			Azerbaijan	
		Democratic Republic of Congo			Martinique		Vanuatu			Belarus	
		Ethiopia			Puerto Rico		SOUTH ASIA			Bangladesh	Bosnia Herzegovina
		Gabon			St Kitts & Nevis					India	Georgia
		Gambia			St Lucia					Maldives	Iceland
		Ghana			St Vincent & the Grenadines					Nepal	Kazakhstan
		Guinea			Trinidad & Tobago					Pakistan	Kyrgyzstan
		Ivory Coast			US Virgin Islands					Sri Lanka	Macedonia
		Kenya		LATIN AMERICA	Argentina		SOUTHEAST ASIA (ASEAN)			Brunei	Moldova
		Lesotho			Belize					Cambodia	Montenegro
		Madagascar			Bolivia					Indonesia	Norway
		Malawi			Brazil					Laos	Russian Federation
		Mali			Chile					Malaysia	Serbia
		Mauritius			Colombia					Myanmar	Switzerland
		Mozambique			Costa Rica					Philippines	Turkey
		Namibia			El Salvador					Singapore	Ukraine
		Niger			Ecuador					Thailand	Uzbekistan
		Nigeria			Guatemala		EUROPEAN UNION			Vietnam	Bahrain
		Republic of Congo			Guyana					Austria	Iran
		Reunion			Honduras					Belgium	Iraq
		Rwanda			Nicaragua					Bulgaria	Israel
		Sao Tome & Principe			Panama					Croatia	Jordan
		Senegal			Paraguay					Cyprus	Kuwait
		Seychelles			Peru					Czech Republic	Lebanon
	Sierra Leone	Suriname			Denmark					Oman	
	South Africa	Uruguay			Estonia					Qatar	
	Sudan	Venezuela			Finland					Saudi Arabia	
	Swaziland	NORTH AMERICA		Canada	France					Syria	
	Tanzania			Mexico	Germany					UAE	
	Togo			USA	Greece					Yemen	
	Uganda				Hungary						
	Zambia				Ireland						
	Zimbabwe				Italy						
										Latvia	





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

WTTC promotes sustainable growth for the 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 its research partner, Oxford Economics, WTTC produces annual research that shows Travel & Tourism to be one of the world's largest sectors, supporting 285 million jobs and generating 9.8% of global GDP in 2015. Comprehensive reports quantify, compare and forecast the economic impact of Travel & Tourism on 184 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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# TRAVEL PAYS

## HOW MONEY TRAVELS







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