



CARIBBEAN  
HOTEL & TOURISM  
ASSOCIATION



WORLD  
TRAVEL &  
TOURISM  
COUNCIL

# TRAVEL & TOURISM'S ECONOMIC IMPACT 2011

CARIBBEAN™



**TOURISM  
IS KEY**



The World Travel & Tourism Council (WTTC), which is the business leaders' forum for Travel & Tourism, has spent more than 20 years developing its economic impact research for the benefit of private and public sector decision-makers. This comprehensive research uses the framework of tourism satellite accounts.

Since full Tourism Satellite Accounts (TSAs) take considerable time and resources to develop, WTTC produces its economic impact research annually for 181 countries to provide, on a consistent basis, reliable and comparable information to assess Travel & Tourism's current and likely future contribution to economic activity and employment. Timeliness is one of the main strengths of our research - so it can inform and help drive urgent policy and investment decisions to support ongoing economic recovery and renewed job creation.

WTTC, in conjunction with its research partner Oxford Economics, has this year significantly enhanced its research in order to make it of even greater value to Travel & Tourism decision-makers. We have refined our methodology for estimating the direct economic contribution of Travel & Tourism to be fully consistent with the UN Statistics Division-approved 2008 Tourism Satellite Account: Recommended Methodological Framework (TSA:RMF 2008).

While this has led to some changes in WTTC's estimates of the size of the Travel & Tourism industry from those in previous years' reports, these changes mean that our findings are also consistent with the increasing number of detailed TSAs being published by national statistical offices - and therefore even more useful in facilitating benchmarking and comparisons of the economic contribution of Travel & Tourism across countries.

Our latest research confirms the global recovery in Travel & Tourism in 2010, with the industry's direct contribution to global GDP increasing by 3.3%, to US\$1,770 billion. During 2011, this recovery is forecast to strengthen further- by 4.5% to US\$1,850 billion, creating an additional 3 million direct industry jobs. Taking into account its wider economic impacts, Travel & Tourism's total economic contribution this year is expected to account for US\$5,987 billion, 9.1% of global GDP and 258 million jobs.

We are delighted to support the Caribbean Hotel and Tourism Association's use of our data for the Caribbean region. The Caribbean continues to be the most Travel & Tourism intensive region of the world - where the industry's total contribution amounts to 14% of GDP, 13% of employment, 12% of investment and 17% of exports.

Global economic growth going forward faces many challenges - as both governments and the private sector in many developed economies seek to reduce their debts, and as the prices of oil and other commodities rise - and this will pose particular challenges for the Travel & Tourism economies of the Caribbean as source markets continue to struggle financially. However, long term growth for the region is steady at 3.8% per annum over the next ten years. Continued government support for the industry, in the form of investment (both in infrastructure and marketing), skills development and, most crucially, intelligent taxation will help ensure that this growth forecast is achieved.

The United Kingdom's Air Passenger Duty is having a significant impact on Travel & Tourism to the Caribbean. WTTC joins with the local tourism industry and governments in calling upon the Chancellor of the Exchequer to make changes to this tax, which in its current form so clearly discriminates against the region, and to remove the tax altogether in time.

**David Scowsill**  
President & CEO  
World Travel & Tourism Council

**Geoffrey J W Kent**  
Chairman, World Travel & Tourism Council and  
Chairman & CEO, Abercrombie & Kent



## Foreword from the President of CHTA



CARIBBEAN  
HOTEL & TOURISM  
ASSOCIATION



*'Tourism is Key'* - to economic recovery and sustainability in the Caribbean. You will see from this report that the 'travel & tourism economy' in 2011 will account for significant 'double-digit' contributions to the region's GDP, its employment (2.2 million jobs), its exports and overall investment in the region. WTTC forecasts Travel & Tourism's contribution to the Caribbean's GDP will be \$70.7 billion by the year 2021 - \$22.1 billion more than in 2011.

In the past 20 years the structure of the Caribbean economy has changed almost beyond recognition. It has moved from one that was largely agriculture-dependent and preference based, requiring government's constant intervention, to one that now has to a significant extent been driven by tourism, an industry that is private sector led, largely without subsidies and dependent on the region's natural environment. Of the 10 countries in the world most dependent on tourism, 7 are in the Caribbean.

Many in the public and private sectors, as well as our people, still have great difficulty understanding this. We believe that the data contained in this report will help to change this lack of appreciation of our tourism industry.

My first act as President of the Caribbean Hotel & Tourism Association was to launch the *Tourism Is Key* advocacy campaign underlining the importance of travel and tourism to our Caribbean economies. Using WTTC's data, we have now run the *Tourism Is Key* advertising and PR campaign in eleven countries. It targets a broad audience from Caribbean Heads of State to its citizens and stakeholders, illustrating both regionally and in each destination: The impact of tourism on jobs, the impact of tourism on the wider economy, the impact of tourism on investments for the future and the value of foreign exchange generated by tourism.

There has to be a strong consensus of our leaders and the public so that travel and tourism will receive the full support it needs as the Caribbean's most vital export industry. It is the fastest way to create jobs, grow the economy and generate income for all. Every citizen needs to understand that, whether or not he or she works directly in the tourism areas, every tourist's dollar brings economic and social benefits to every level of our society.

We at the Caribbean Hotel and Tourism Association (CHTA) greatly appreciate the support we have received from World Tourism and Travel Commission (WTTC) in putting this 36-page report together and look forward to using its contents to support CHTA's initiatives that improve the understanding and appreciation of Caribbean tourism's contribution to our economies and the livelihood of its citizens.

Lets treat tourism with the respect it deserves.

One Love,

**Josef Forstmayr**

President, Caribbean Hotel & Tourism Association



# TOURISM IS KEY



*Let's treat it with the respect it deserves.*

CARIBBEAN™

## Did You Know?

- Travel & Tourism\* directly and indirectly employs 2.2 million people in the Caribbean (1 in every 8 jobs).
- Travel & Tourism\* accounts for 14.2% of the Caribbean's economic activity (GDP) - more than any other region in the world.
- Travel & Tourism\* is an export industry. Visitor exports\*\* account for 16.7% of total exports in the Caribbean or US\$ 26.2 billion.
- Investment in Caribbean Travel & Tourism will total US\$5.7 billion - 11.6% of all investment in the region.

**Find out more at [TourismIsKey.com](http://TourismIsKey.com)**



Sandals



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ASSOCIATION

This message is brought to you by the Caribbean Hotel & Tourism Association - on behalf of its 1,100+ member companies.

Source: World Travel & Tourism Council/Oxford Economics, 2011 data. \*Travel & Tourism indicates the wider Travel & Tourism Economy, ie the Direct Industry plus the value-added created indirectly in the Travel & Tourism supply chain. \*\*Visitor exports = expenditure by international tourist in the region plus spending on transport.

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### The Caribbean report includes...

Anguilla, Antigua & Barbuda, Aruba, Bahamas, Barbados, Bermuda, British Virgin Islands, Cayman Islands, Cuba, Dominica, Dominican Republic, Grenada, Guadeloupe, Haiti, Jamaica, Martinique, Former Netherlands Antilles, Puerto Rico, St. Kitts & Nevis, St. Lucia, St. Vincent & the Grenadines, Trinidad & Tobago, US Virgin Islands.

USE OF MATERIAL IS AUTHORISED, PROVIDED SOURCE IS ACKNOWLEDGED; WTTC

# CARIBBEAN TOURISM PERFORMANCE REPORT

## Caribbean Tourism Organization (CTO)



2007-2010

	2007	2008	2009	2010	% chg 10/09
<b>Arrivals by Major Market</b>					
USA	11,790.9	11,531.6	11,088.9	11,718.7	5.7
Canada	2,084.7	2,398.5	2,544.7	2,689.8	5.7
Europe	5,549.5	5,434.5	4,988.8	4,887.9	-2
of which United Kingdom	1,373.6	1,296.7	1,143.7	1,103.4	-3.5
other	3,464.7	3,576.8	3,504.5	3,805.5	8.6
<b>Total Tourist Arrivals (000s)</b>	<b>22,889.8</b>	<b>22,941.5</b>	<b>22,126.9</b>	<b>23,102.0</b>	<b>4.4</b>
<b>Cruise Passenger Visits (000s)</b>	<b>19,363.1</b>	<b>18,829.5</b>	<b>19,015.7</b>	<b>20,570.0</b>	<b>8.2</b>
<b>Total Expenditure (US\$ billion)</b>	<b>27.0</b>	<b>25.0</b>	<b>21.4</b>	<b>22.3</b>	<b>4.2</b>

Notes: e - CTO Estimates, r - Revised ; Information is provisional and subject to revision as new and revised data is received from member countries.

Source: Caribbean Tourism Organization

	2007	2008	2009	2010
<b>Tourist Arrivals to the World (Millions)</b>	<b>894.4</b>	<b>916.0</b>	<b>881.0</b>	<b>940.0</b>
<b>Caribbean Share (%)</b>	<b>2.6</b>	<b>2.5</b>	<b>2.5</b>	<b>2.5</b>
<b>Total US Int'l Travelers ('000) *</b>	<b>31,228</b>	<b>30,788</b>	<b>30,300</b>	
<b>Caribbean Share (%)</b>	<b>37.8</b>	<b>37.5</b>	<b>36.6</b>	

\* Excludes Canada & Mexico.

Source: UN-WTO Barometer (August 2011); the Office of Travel & Tourism Industries (OTTI) <http://tinnet.ita.doc.gov/>

# CARIBBEAN LODGING PERFORMANCE REPORT



STR (Smith Travel Research, Inc.)

2007-2010

	2010	2009	2008	2007
Occupancy %	60.3	60.4	63.2	66.6
Change %	-0.2	-4.5	-5.0	-2.9
ADR \$	\$163.80	\$157.29	\$180.78	\$201.31
Change %	4.1	-13.0	-10.2	9.2
RevPAR \$	\$98.73	\$95.00	\$114.34	\$134.01
Change %	3.9	-16.9	-14.7	6.0
Revenue - \$Billion	\$8.8	\$8.4	\$10.1	\$11.6
Change %	4.6	-16.3	-13.4	7.3

Average Sample: 194 hotels, 52,462 rooms (Avg hotel size: 270 rooms)

Source: 2011 STR (Smith Travel Research, Inc.)

## 2010 STR Caribbean Census:

Number of Hotels	2,282
Number of Rooms	244,184

Source: 2011 STR (Smith Travel Research, Inc.)

# CARIBBEAN

## Key Facts

### GDP: Total Contribution

The total contribution of Travel & Tourism to GDP, including its wider economic impacts, is forecast to rise by 3.8% pa from USD48.6bn (14.2% of GDP) in 2011 to USD70.7bn (14.6%) by 2021.

2010 Final	2021 Forecast
US\$45.3bn 14%	US\$70.7bn 14.6% ▲

### Employment: Total Contribution

The total contribution of Travel & Tourism to employment, including jobs indirectly supported by the industry, is forecast to rise by 2.5% pa from 2,167,000 jobs (12.6% of total employment) in 2011 to 2,764,000 jobs (13.7%) by 2021.

2,106,700 12%	2,764,000 13.7% ▲
------------------	----------------------

### Visitor Exports

Travel & Tourism visitor exports are expected to generate USD26.2bn (16.7% of total exports) in 2011, growing by 6.4% pa (in nominal terms) to USD37.8bn (15.8%) in 2021.

US\$24.3bn 16%	US\$37.8bn 15.8% ▲
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### Investment

Travel & Tourism investment is estimated at USD5.7bn or 11.6% of total investment in 2011. It should rise by 3.9% pa to reach USD8.4bn (or 12.5%) of total investment in 2021.

US\$5.2bn 11%	US\$8.4bn 12.5% ▲
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### World ranking (out of 12 regions):

Relative importance of Travel & Tourism's total contribution to GDP

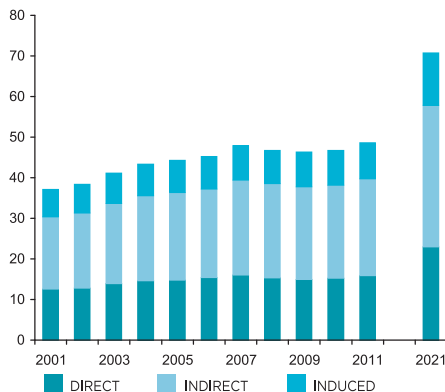
**12**  
Absolute  
size

**1**  
RELATIVE  
contribution to national economy

**8**  
GROWTH  
forecast

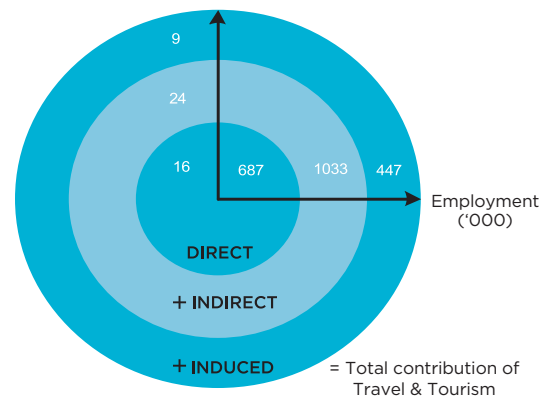
#### Total Contribution of Travel & Tourism to GDP

2011 USDbn



#### Breakdown of Travel & Tourism's Total Contribution to GDP and Employment 2011

GDP (2011 USDbn)

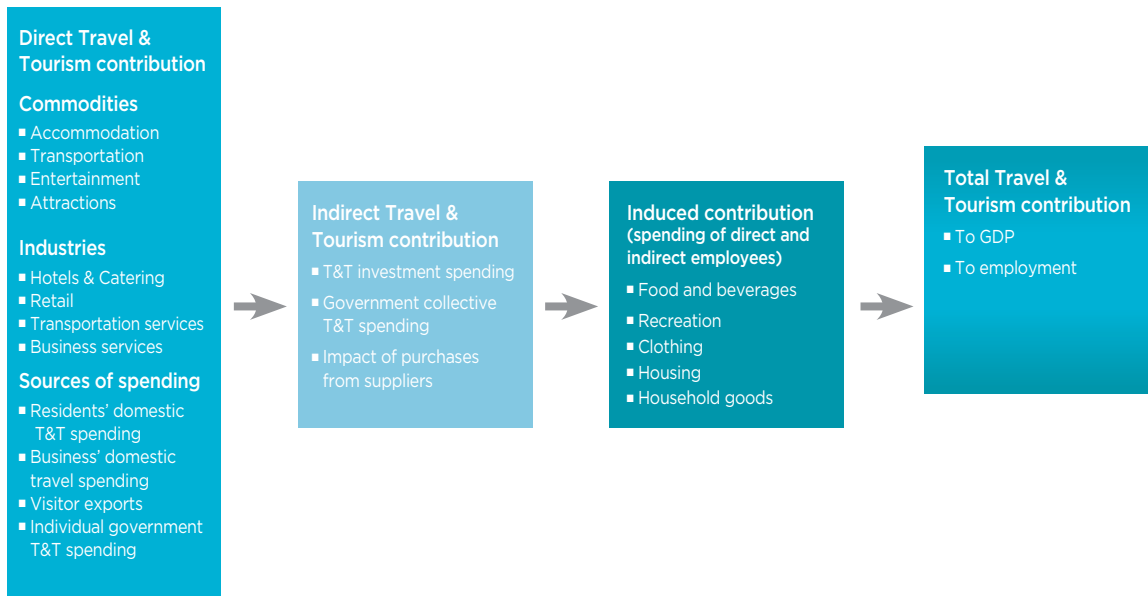


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# Defining the Economic Contribution of Travel & Tourism

Travel & Tourism is an important economic activity in most countries around the world. As well as its direct economic impact, the industry 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. But WTTC recognises that Travel & Tourism's total contribution is much greater, 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 sectors. 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 industry.

PLEASE NOTE THAT DUE TO CHANGES IN METHODOLOGY BETWEEN 2010 AND 2011, IT IS NOT POSSIBLE TO COMPARE FIGURES PUBLISHED BY WTTC IN 2011 WITH THE SERIES PUBLISHED IN PREVIOUS YEARS.

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

The direct contribution of Travel & Tourism to GDP is expected to be USD15.8bn in 2011 (4.6% of GDP). 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 by tourists.

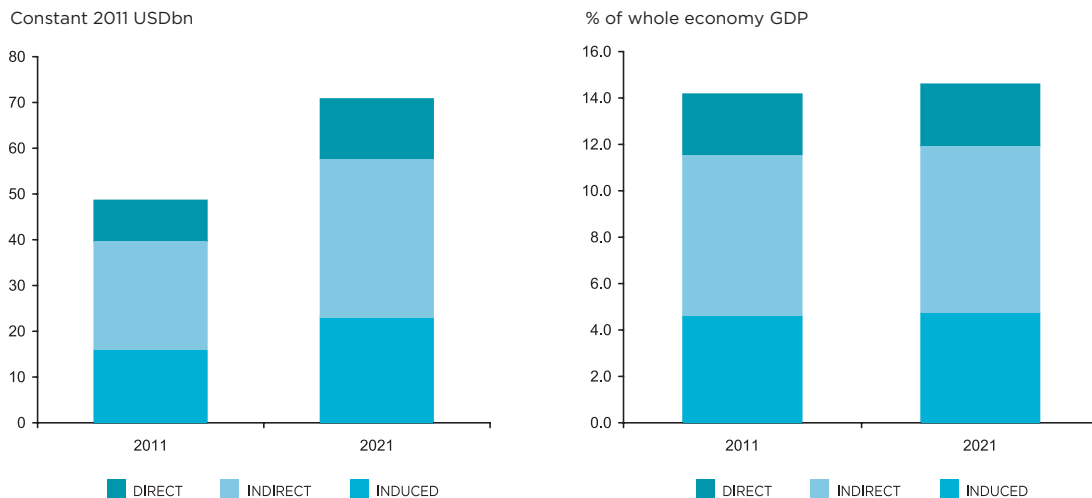
The direct contribution of Travel & Tourism to GDP is expected to grow by 3.7% per annum (pa) to USD22.9bn (4.7% of GDP) by 2021.

**Caribbean: 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) is expected to be USD48.6bn in 2011 (14.2% of GDP). It is forecast to rise by 3.8% pa to USD70.7bn by 2021 (14.6% of GDP).

**Caribbean: Total Contribution of Travel & Tourism to GDP**



<sup>1</sup>All values are in constant 2011 prices & exchange rates

# Travel & Tourism's Contribution to Employment

Travel & Tourism is expected to generate 687,000 jobs directly in 2011 (4.0% 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.

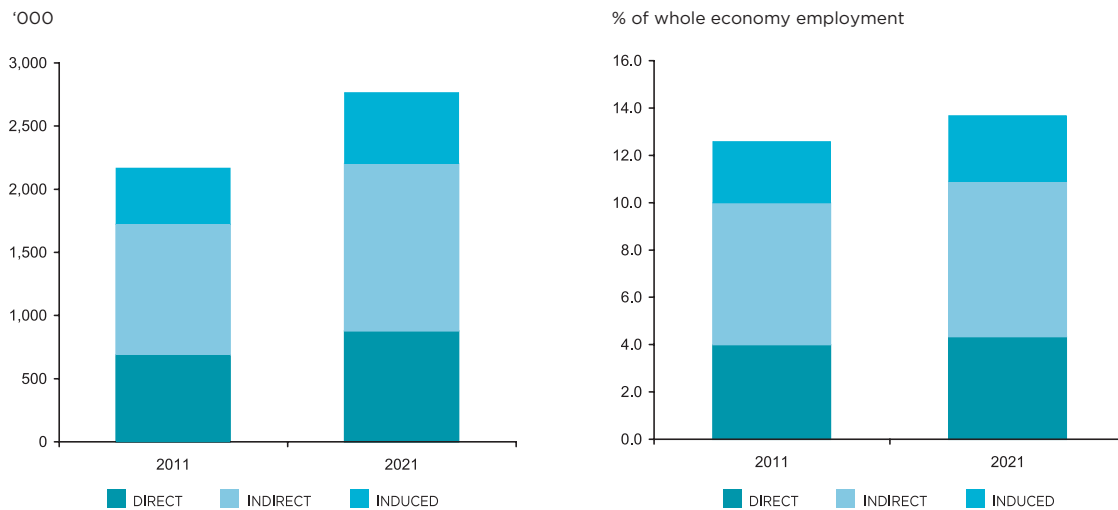
By 2021, Travel & Tourism will account for 876,000 jobs directly, an increase of 189,000 (27.5%) over the next ten years.

**Caribbean: 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) is expected to be 2,167,000 jobs in 2011 (12.6% of total employment). By 2021, Travel & Tourism is forecast to support 2,764,000 jobs (13.7% of total employment), an increase of 2.5% pa over the period.

**Caribbean: Total Contribution of Travel & Tourism to Employment**

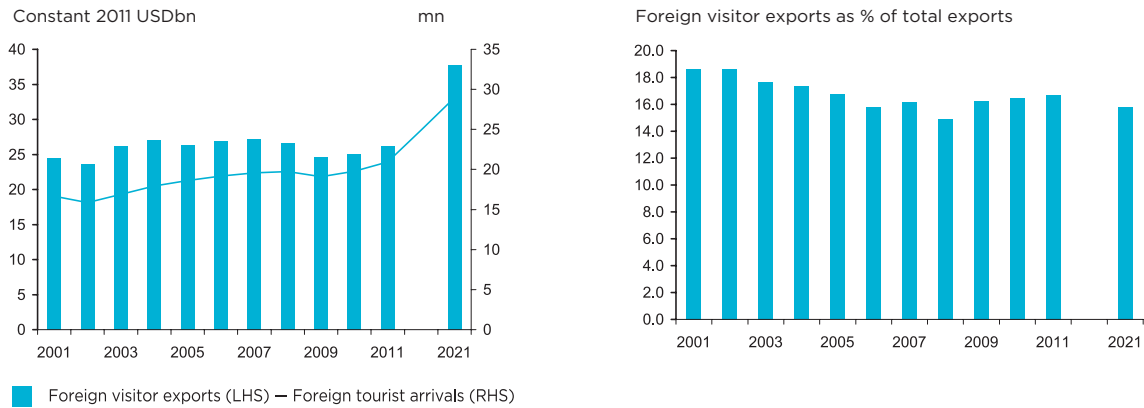


# Visitor Exports<sup>1</sup>

Visitor exports are a key component of the direct contribution of Travel & Tourism. The Caribbean is expected to attract 20,923,000 international tourist (overnight visitor) arrivals in 2011, generating USD26.2bn in visitor exports (foreign visitor spending, including spending on transportation).

By 2021, international tourist arrivals are forecast to total 28,974,000, an increase of 3.3% pa generating expenditure of USD37.8bn.

**Caribbean: Visitor Exports and International Tourist Arrivals**



# Investment

Travel & Tourism is expected to attract capital investment of USD5.7bn, rising by 3.9% pa to USD8.4bn.

This means that Travel & Tourism's share of total regional investment will rise from 11.6% in 2011 to 12.5% in 2021.

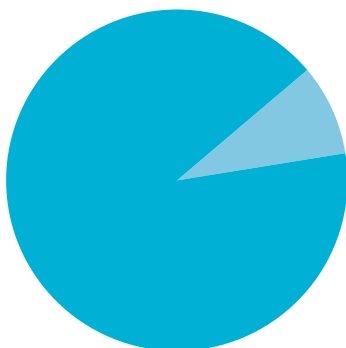
**Caribbean: Capital Investment in Travel & Tourism**



<sup>1</sup>All values are in constant 2011 prices & exchange rates

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

## Caribbean: Travel & Tourism's Direct Contribution to GDP - Business vs Leisure, 2011



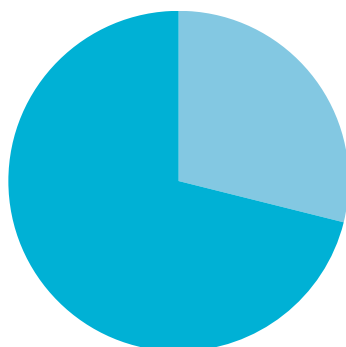
■ Leisure spending 91.5%    ■ Business spending 8.5%

Leisure travel spending (inbound and domestic) is expected to generate 91.5% of direct Travel & Tourism GDP in 2011 compared with 8.5% for business travel spending.

Leisure travel spending is expected to total USD33.8bn in 2011, rising to USD63.5bn in 2021.

Business travel spending is expected to total USD3.1bn in 2011, rising to USD6.0bn in 2021.

## Caribbean: Travel & Tourism's Direct Contribution to GDP - Domestic vs Foreign, 2011



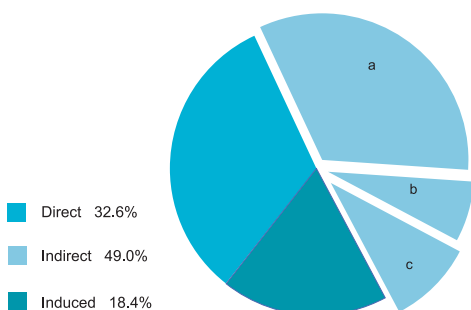
■ Foreign visitor spending 71.0%    ■ Domestic spending 29.0%

Domestic travel spending is expected to generate 29.0% of direct Travel & Tourism GDP in 2011 compared with 71.0% for visitor exports (i.e. foreign visitor spending or international tourism receipts).

Domestic travel spending is expected to total USD10.7bn in 2011, rising to USD20.8bn in 2021.

Visitor exports are expected to total USD26.2bn in 2011, rising to USD48.5bn in 2021.

## Caribbean: Breakdown of Travel & Tourism's Total Contribution to GDP, 2011



Indirect is the sum of:

- a) Supply chain: 33.1%
- b) Investment: 6.5%
- c) Government collective: 9.4%

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 2011 prices & exchange rates

# Regional Rankings 2011

WTTC League Table Extract: Absolute Contribution

## Caribbean

Travel & Tourism's Direct Contribution to GDP	
	2011 (US\$bn)
1 North America	492.32
2 European Union	465.49
3 North East Asia	336.89
4 Latin America	121.13
5 Other Europe	88.97
6 South East Asia	86.89
7 Middle East	66.77
8 Oceania	54.37
9 South Asia	44.83
10 Sub Saharan Africa	39.74
11 North Africa	36.78
12 Caribbean	15.83

Travel & Tourism's Total Contribution to GDP	
	2011 (US\$bn)
1 North America	1569.68
2 European Union	1248.03
3 North East Asia	1071.52
4 Latin America	329.62
5 Other Europe	287.29
6 South East Asia	223.53
7 Oceania	208.53
8 Middle East	159.48
9 South Asia	103.83
10 Sub Saharan Africa	93.30
11 North Africa	77.75
12 Caribbean	48.62

Travel & Tourism's Direct Contribution to Employment	
	2011 (‘000)
1 South Asia	28436.7
2 North East Asia	25662.8
3 North America	9295.4
4 South East Asia	8928.1
5 European Union	7061.9
6 Latin America	5828.9
7 Sub Saharan Africa	4763.2
8 North Africa	3042.6
9 Other Europe	2646.8
10 Middle East	1831.1
11 Oceania	863.6
12 Caribbean	686.9

Travel & Tourism's Total Contribution to Employment	
	2011 (‘000)
1 North East Asia	71839.8
2 South Asia	45595.3
3 South East Asia	25853.7
4 North America	22618.9
5 European Union	18382.2
6 Latin America	15952.3
7 Sub Saharan Africa	11579.7
8 Other Europe	9675.8
9 North Africa	6593.2
10 Middle East	4631.5
11 Oceania	2513.0
12 Caribbean	2166.9

Travel & Tourism Investment	
	2011 (US\$bn)
1 North America	155.74
2 North East Asia	149.75
3 European Union	118.96
4 Latin America	46.31
5 South East Asia	45.45
6 South Asia	29.67
7 Middle East	27.32
8 Other Europe	26.82
9 Oceania	22.67
10 Sub Saharan Africa	13.15
11 North Africa	10.89
12 Caribbean	5.69

Visitor Exports	
	2011 (US\$bn)
1 European Union	402.23
2 North America	207.84
3 North East Asia	142.62
4 Other Europe	88.45
5 South East Asia	76.07
6 Middle East	65.89
7 Oceania	51.85
8 Latin America	33.51
9 Sub Saharan Africa	27.92
10 Caribbean	26.23
11 North Africa	25.43
12 South Asia	18.07

The tables on pages 9-11 provide brief extracts from the full WTTC Country League Table Rankings, highlighting comparisons with competing destinations as well as with the world average. The competing destinations selected are those that offer a similar tourism product and compete for tourists from the same set of origin markets. These tend to be, but are not exclusively, geographical neighbours.

# Regional Rankings 2011

WTTC League Table Extract: Relative Contribution

## Caribbean

### Travel & Tourism's Direct Contribution to GDP

	2011 % share
1 North Africa	5.83
2 Caribbean	4.61
3 South East Asia	4.22
4 Oceania	3.54
5 Middle East	3.38
6 Latin America	3.32
7 Sub Saharan Africa	3.12
8 European Union	2.92
9 North America	2.72
10 North East Asia	2.41
11 Other Europe	2.22
12 South Asia	2.09

### Travel & Tourism's Total Contribution to GDP

	2011 % share
1 Caribbean	14.17
2 Oceania	13.59
3 North Africa	12.32
4 South East Asia	10.86
5 Latin America	9.03
6 North America	8.69
7 Middle East	8.08
8 European Union	7.82
9 North East Asia	7.67
10 Sub Saharan Africa	7.33
11 Other Europe	7.17
12 South Asia	4.83

### Travel & Tourism's Direct Contribution to Employment

	2011 % share
1 North Africa	6.0
2 Oceania	5.9
3 North America	4.6
4 South Asia	4.3
5 Caribbean	4.0
6 European Union	3.2
7 Middle East	3.2
8 South East Asia	3.1
9 Latin America	3.0
10 North East Asia	2.9
11 Sub Saharan Africa	2.3
12 Other Europe	1.8

### Travel & Tourism's Total Contribution to Employment

	2011 % share
1 Oceania	17.2
2 North Africa	12.9
3 Caribbean	12.6
4 North America	11.1
5 South East Asia	9.1
6 European Union	8.4
7 Latin America	8.1
8 North East Asia	8.1
9 Middle East	8.0
10 South Asia	6.9
11 Other Europe	6.5
12 Sub Saharan Africa	5.6

### Travel & Tourism Investment Contribution to Capital Investment

	2011 % share
1 Caribbean	11.56
2 South East Asia	8.24
3 North Africa	7.30
4 Middle East	6.31
5 Latin America	6.05
6 Sub Saharan Africa	5.83
7 Oceania	5.62
8 North America	5.08
9 South Asia	4.58
10 European Union	3.98
11 North East Asia	3.33
12 Other Europe	3.16

### Visitor Exports Contribution to Exports

	2011 % share
1 Caribbean	16.69
2 Oceania	13.87
3 North Africa	10.69
4 North America	7.39
5 Sub Saharan Africa	6.79
6 Other Europe	6.24
7 Middle East	6.18
8 European Union	5.93
9 South East Asia	5.58
10 Latin America	4.91
11 South Asia	3.97
12 North East Asia	3.17

# Regional Rankings 2011

WTTC League Table Extract: 10-year Real Growth per annum

## Caribbean

### Travel & Tourism's Direct Contribution to GDP

	2011 - 2021 (10-year real growth % pa)
1 South Asia	7.5
2 South East Asia	6.4
3 North East Asia	5.9
4 North Africa	5.4
5 Sub Saharan Africa	5.3
6 Latin America	4.7
7 Middle East	4.6
8 Other Europe	3.9
9 Caribbean	3.7
10 North America	3.7
11 Oceania	3.1
12 European Union	2.9

### Travel & Tourism's Total Contribution to GDP

	2011 - 2021 (10-year real growth % pa)
1 South Asia	8.1
2 South East Asia	6.1
3 North East Asia	5.9
4 North Africa	5.4
5 Sub Saharan Africa	5.3
6 Middle East	4.6
7 Latin America	4.5
8 Caribbean	3.8
9 Other Europe	3.8
10 North America	3.3
11 Oceania	2.9
12 European Union	2.4

### Travel & Tourism's Direct Contribution to Employment

	2011 - 2021 (10-year real growth % pa)
1 South East Asia	3.1
2 North Africa	2.9
3 Latin America	2.7
4 Sub Saharan Africa	2.6
5 Caribbean	2.5
6 Middle East	2.4
7 South Asia	2.1
8 European Union	1.5
9 North America	1.5
10 North East Asia	1.4
11 Other Europe	1.0
12 Oceania	0.8

### Travel & Tourism's Total Contribution to Employment

	2011 - 2021 (10-year real growth % pa)
1 North Africa	2.9
2 Sub Saharan Africa	2.6
3 South East Asia	2.6
4 Middle East	2.5
5 Caribbean	2.5
6 South Asia	2.4
7 North East Asia	2.4
8 Latin America	2.3
9 North America	1.5
10 European Union	0.9
11 Oceania	0.8
12 Other Europe	0.6

### Travel & Tourism Investment

	2011 - 2021 (10-year real growth % pa)
1 South Asia	8.4
2 South East Asia	7.8
3 North East Asia	6.4
4 Latin America	6.0
5 North Africa	5.9
6 Other Europe	5.8
7 Middle East	5.4
8 North America	4.8
9 Sub Saharan Africa	4.6
10 Caribbean	3.9
11 Oceania	3.8
12 European Union	3.6

### Visitor Exports

	2011 - 2021 (10-year real growth % pa)
1 Latin America	7.5
2 South East Asia	6.9
3 South Asia	6.6
4 North Africa	5.7
5 Sub Saharan Africa	5.5
6 North East Asia	5.4
7 Middle East	4.6
8 Other Europe	4.0
9 North America	3.9
10 Caribbean	3.7
11 Oceania	3.5
12 European Union	3.3



# CARIBBEAN

## Forecast

		Total Contribution to GDP		Total Contribution to Employment		
			2011	2012		2011
Caribbean	US\$ bn	48.622	50.391	% share	12.6	12.5
	% share	14.2	14.1	Absolute	2,167,000	2,207,600
Anguilla	US\$ bn	0.144	0.165	% share	65.8	68.4
	% share	64.4	66.4	Absolute	5,000	4,900
Antigua and Barbuda	US\$ bn	0.85	0.892	% share	68.9	66.9
	% share	74.2	72.7	Absolute	19,000	19,000
Aruba	US\$ bn	2.066	2.169	% share	75.4	74.3
	% share	73.1	72	Absolute	36,000	36,500
Bahamas	US\$ bn	3.598	3.731	% share	55.1	55
	% share	47.4	47.2	Absolute	91,000	92,500
Barbados	US\$ bn	1.912	2.049	% share	46.6	47.4
	% share	47	47.6	Absolute	65,000	67,500
Bermuda	US\$ bn	1.12	1.213	% share	23.4	23.6
	% share	17.9	18	Absolute	9,000	9,300
British Virgin Islands	US\$ bn	0.761	0.823	% share	65.6	66.4
	% share	57.9	57.2	Absolute	9,000	9,600
Cayman Islands	US\$ bn	0.649	0.678	% share	25.7	25.3
	% share	23.8	23.5	Absolute	8,000	8,100
Cuba	US\$ bn	7.858	8.51	% share	9.7	9.8
	% share	10.6	10.6	Absolute	526,000	531,700
Dominica	US\$ bn	0.101	0.104	% share	22.9	22.3
	% share	24.8	24.1	Absolute	9,000	8,500
Dominican Republic	US\$ bn	2.984	3.162	% share	16.3	16.1
	% share	5.5	5.4	Absolute	679,000	692,300
Grenada	US\$ bn	0.172	0.19	% share	22.4	23.2
	% share	24.2	25	Absolute	10,000	10,700
Guadeloupe	US\$ bn	1.68	1.689	% share	15.9	16.5
	% share	15.9	16.1	Absolute	21,000	21,800
Haiti	US\$ bn	0.429	0.476	% share	5.2	5.2
	% share	6	6	Absolute	182,000	186,800
Jamaica	US\$ bn	3.699	4.092	% share	22.6	22.3
	% share	24	24	Absolute	262,000	266,900
Martinique	US\$ bn	1.087	1.123	% share	10.9	11.1
	% share	10.3	10.6	Absolute	14,000	14,500
Former Netherlands Antilles	US\$ bn	1.945	2.082	% share	36.9	38
	% share	34	34.9	Absolute	20,000	21,900
Puerto Rico	US\$ bn	6.379	6.73	% share	5.6	5.6
	% share	6.3	6.2	Absolute	75,000	76,300
St Kitts & Nevis	US\$ bn	0.153	0.165	% share	26.7	27.5
	% share	28.2	29.1	Absolute	6,000	6,200
St. Lucia	US\$ bn	0.474	0.497	% share	45.4	44.9
	% share	45.8	45.2	Absolute	33,000	33,200
St. Vincent and the Grenadines	US\$ bn	0.154	0.159	% share	23.3	22.7
	% share	25.5	24.8	Absolute	10,000	9,600
Trinidad & Tobago	US\$ bn	2.1	2.3	% share	9.7	9.9
	% share	7.4	7.6	Absolute	60,000	61,900
US Virgin Islands	US\$ bn	1.707	1.784	% share	34.3	33.6
	% share	30.4	29.7	Absolute	17,000	17,200

# CARIBBEAN

## Forecast

		Visitor Exports		Capital Investment		
		2011	2012	2011	2012	
Caribbean	US\$ bn % share	26.23 16.7	27.079 16.5	US\$ bn % share	5.694 11.6	5.962 11.6
Anguilla	US\$ bn % share	0.103 83.5	0.122 84	US\$ bn % share	0.01 7.5	0.01 7.7
Antigua and Barbuda	US\$ bn % share	0.449 74.4	0.473 71.1	US\$ bn % share	0.219 25.9	0.23 25.9
Aruba	US\$ bn % share	1.424 74.8	1.485 72.8	US\$ bn % share	0.237 29.5	0.251 29.3
Bahamas	US\$ bn % share	2.196 62.2	2.294 59.3	US\$ bn % share	0.388 16.5	0.404 16.5
Barbados	US\$ bn % share	1.249 49.4	1.34 49.7	US\$ bn % share	0.2 18.3	0.214 18.2
Bermuda	US\$ bn % share	0.536 18.7	0.585 18.3	US\$ bn % share	0.271 24.4	0.29 24.8
British Virgin Islands	US\$ bn % share	0.619 43.8	0.672 42.5	US\$ bn % share	0.035 38.8	0.04 38.5
Cayman Islands	US\$ bn % share	0.372 23.8	0.388 23.7	US\$ bn % share	0.139 23.4	0.145 23
Cuba	US\$ bn % share	2.66 20.2	2.849 20.3	US\$ bn % share	0.945 14.5	1.02 14.6
Dominica	US\$ bn % share	0.07 45.3	0.08 41.9	US\$ bn % share	0.015 12.7	0.02 12.3
Dominican Republic	US\$ bn % share	5.429 44.2	5.719 41.9	US\$ bn % share	0.442 5.8	0.464 5.7
Grenada	US\$ bn % share	0.115 66.7	0.129 68	US\$ bn % share	0.02 7.7	0.02 8
Guadeloupe	US\$ bn % share	0.324 49.8	0.344 48.4	US\$ bn % share	0.185 8.7	0.185 8.7
Haiti	US\$ bn % share	0.287 31	0.307 27.4	US\$ bn % share	0.09 4	0.1 3.9
Jamaica	US\$ bn % share	2.293 44.7	2.528 43.7	US\$ bn % share	0.295 9.2	0.327 9.2
Martinique	US\$ bn % share	0.326 29	0.35 28.8	US\$ bn % share	0.08 3.5	0.09 3.6
Former Netherlands Antilles	US\$ bn % share	1.408 46.6	1.516 47	US\$ bn % share	0.26 22.9	0.272 23.6
Puerto Rico	US\$ bn % share	3.597 4.5	3.731 4.4	US\$ bn % share	1.14 10.1	1.28 10.4
St Kitts & Nevis	US\$ bn % share	0.09 44.3	0.102 43.1	US\$ bn % share	0.03 17.1	0.04 17.6
St. Lucia	US\$ bn % share	0.335 60.8	0.354 58.4	US\$ bn % share	0.07 27.4	0.07 27.2
St. Vincent and the Grenadines	US\$ bn % share	0.104 49.2	0.108 46	US\$ bn % share	0.03 13.5	0.03 13.1
Trinidad & Tobago	US\$ bn % share	0.7 4.5	0.7 4.5	US\$ bn % share	0.2 10.5	0.2 10.6
US Virgin Islands	US\$ bn % share	1.537 12.6	1.658 13	US\$ bn % share	0.41 35.5	0.434 35.1

# Summary of Key Figures

## Caribbean

	2011	2012
<b>Travel &amp; Tourism Direct Contribution to GDP</b>		
2011 US\$ bn	15.832	16.413
% share	4	4.6
<b>Travel &amp; Tourism Total Contribution to GDP</b>		
2011 US\$ bn	48.622	50.391
% share	14.2	14.1
<b>Travel &amp; Tourism Direct Contribution to Employment</b>		
% share	3.9	3.9
Absolute	687,000	699,900
<b>Travel &amp; Tourism Total Contribution to Employment</b>		
% share	12.6	12.5
Absolute	2,167,000	2,207,600
<b>Visitor Exports</b>		
2011 US\$ bn	26.23	27.079
% share	16.7	16.5
<b>Domestic Travel &amp; Tourism Spending</b>		
2011 US\$ bn	9.995	10.535
% share	2.9	2.9
<b>Government Individual Travel &amp; Tourism Spending</b>		
2011 US\$ bn	0.725	0.76
% share	2	2
<b>Internal Travel &amp; Tourism Consumption</b>		
2011 US\$ bn	36.949	38.373
% share	7.5	7.4
<b>Leisure Travel &amp; Tourism Spending</b>		
2011 US\$ bn	33.822	35.137
% share	4.1	4.1
<b>Business Travel &amp; Tourism Spending</b>		
2011 US\$ bn	3.14	3.246
% share	0.4	0.3
<b>Capital Investment</b>		
2011 US\$ bn	5.694	5.962
% share	11.6	11.6

## Anguilla

	2011	2012
<b>Travel &amp; Tourism Direct Contribution to GDP</b>		
US\$ bn	0.05	0.06
% share	22.7	23.4
<b>Travel &amp; Tourism Total Contribution to GDP</b>		
US\$ bn	0.144	0.165
% share	64.4	66.4
<b>Travel &amp; Tourism Direct Contribution to Employment</b>		
% share	23.8	24.7
Absolute	2,000	1,7000
<b>Travel &amp; Tourism Total Contribution to Employment</b>		
% share	65.8	68.4
Absolute	5,000	49,000
<b>Visitor Exports</b>		
US\$ bn	0.103	0.122
% share	83.5	84
<b>Domestic Travel &amp; Tourism Spending</b>		
US\$ bn	0.0012	0
% share	0.5	0.4
<b>Government Individual Travel &amp; Tourism Spending</b>		
US\$ bn	0	0
% share	2	2
<b>Internal Travel &amp; Tourism Consumption</b>		
US\$ bn	0.105	0.124
% share	23.2	24.5
<b>Leisure Travel &amp; Tourism Spending</b>		
US\$ bn	0.117	0.134
% share	22.2	22.9
<b>Business Travel &amp; Tourism Spending</b>		
US\$ bn	0.0019	0
% share	0.4	0.3
<b>Capital Investment</b>		
US\$ bn	0.01	0.01
% share	7.5	7.7

# Summary of Key Figures

## Antigua and Barbuda

	2011	2012
<b>Travel &amp; Tourism Direct Contribution to GDP</b>		
US\$ bn	0.203	0.216
% share	17.8	17.6
<b>Travel &amp; Tourism Total Contribution to GDP</b>		
US\$ bn	0.85	0.892
% share	74.2	72.7
<b>Travel &amp; Tourism Direct Contribution to Employment</b>		
% share	18.0	17.9
Absolute	5,000	5,100
<b>Travel &amp; Tourism Total Contribution to Employment</b>		
% share	68.9	66.9
Absolute	19,000	1,900
<b>Visitor Exports</b>		
US\$ bn	0.449	0.473
% share	74.4	71.1
<b>Domestic Travel &amp; Tourism Spending</b>		
US\$ bn	0.02	0.02
% share	1.7	1.6
<b>Government Individual Travel &amp; Tourism Spending</b>		
US\$ bn	0.01	0.01
% share	3.6	3.6
<b>Internal Travel &amp; Tourism Consumption</b>		
US\$ bn	0.475	0.5
% share	23.5	22.9
<b>Leisure Travel &amp; Tourism Spending</b>		
US\$ bn	0.456	0.48
% share	16.7	16.6
<b>Business Travel &amp; Tourism Spending</b>		
US\$ bn	0.02	0.02
% share	0.7	0.7
<b>Capital Investment</b>		
US\$ bn	0.219	0.23
% share	25.9	25.9

## Aruba

	2011	2012
<b>Travel &amp; Tourism Direct Contribution to GDP</b>		
US\$ bn	0.655	0.691
% share	23.2	22.9
<b>Travel &amp; Tourism Total Contribution to GDP</b>		
US\$ bn	2.066	2.169
% share	73.1	72
<b>Travel &amp; Tourism Direct Contribution to Employment</b>		
% share	26.2	26
Absolute	13,000	12,800
<b>Travel &amp; Tourism Total Contribution to Employment</b>		
% share	75.4	74.3
Absolute	36,000	36,500
<b>Visitor Exports</b>		
US\$ bn	1.424	1.485
% share	74.8	72.8
<b>Domestic Travel &amp; Tourism Spending</b>		
US\$ bn	0.115	0.124
% share	4	4.1
<b>Government Individual Travel &amp; Tourism Spending</b>		
US\$ bn	0.01	0.01
% share	2.1	2.2
<b>Internal Travel &amp; Tourism Consumption</b>		
US\$ bn	1.553	1.624
% share	30.9	30.5
<b>Leisure Travel &amp; Tourism Spending</b>		
US\$ bn	1.42	1.483
% share	21	20.7
<b>Business Travel &amp; Tourism Spending</b>		
US\$ bn	0.133	0.141
% share	2	1.9
<b>Capital Investment</b>		
US\$ bn	0.237	0.251
% share	29.5	29.3

# Summary of Key Figures

## Bahamas

	2011	2012
<b>Travel &amp; Tourism Direct Contribution to GDP</b>		
US\$ bn	1,648	1,711
% share	21.7	21.6
<b>Travel &amp; Tourism Total Contribution to GDP</b>		
US\$ bn	3,598	3,731
% share	47.4	47.2
<b>Travel &amp; Tourism Direct Contribution to Employment</b>		
% share	29.4	29.4
Absolute	48,000	49,400
<b>Travel &amp; Tourism Total Contribution to Employment</b>		
% share	55.1	55
Absolute	91,000	92,500
<b>Visitor Exports</b>		
US\$ bn	2,196	2,294
% share	62.2	59.3
<b>Domestic Travel &amp; Tourism Spending</b>		
US\$ bn	0,538	0,549
% share	7	6.9
<b>Government Individual Travel &amp; Tourism Spending</b>		
US\$ bn	0.02	0.02
% share	2.3	2.3
<b>Internal Travel &amp; Tourism Consumption</b>		
US\$ bn	2,758	2,868
% share	23.7	23.5
<b>Leisure Travel &amp; Tourism Spending</b>		
US\$ bn	2,673	2,785
% share	20.9	20.8
<b>Business Travel &amp; Tourism Spending</b>		
US\$ bn	0.08	0.08
% share	0.7	0.6
<b>Capital Investment</b>		
US\$ bn	0,388	0,404
% share	16.5	16.5

## Barbados

	2011	2012
<b>Travel &amp; Tourism Direct Contribution to GDP</b>		
US\$ bn	0,578	0,62
% share	14.2	14.4
<b>Travel &amp; Tourism Total Contribution to GDP</b>		
US\$ bn	1,912	2,049
% share	47	47.6
<b>Travel &amp; Tourism Direct Contribution to Employment</b>		
% share	14.6	14.9
Absolute	20,000	21,200
<b>Travel &amp; Tourism Total Contribution to Employment</b>		
% share	46.6	47.4
Absolute	65,000	67,500
<b>Visitor Exports</b>		
US\$ bn	1,249	1,34
% share	49.4	49.7
<b>Domestic Travel &amp; Tourism Spending</b>		
US\$ bn	0.07	0.07
% share	1.7	1.7
<b>Government Individual Travel &amp; Tourism Spending</b>		
US\$ bn	0.02	0.02
% share	2	2
<b>Internal Travel &amp; Tourism Consumption</b>		
US\$ bn	1,335	1,431
% share	21	21.3
<b>Leisure Travel &amp; Tourism Spending</b>		
US\$ bn	1,285	1,379
% share	13.5	13.7
<b>Business Travel &amp; Tourism Spending</b>		
US\$ bn	0.05	0.05
% share	0.5	0.5
<b>Capital Investment</b>		
US\$ bn	0.2	0,214
% share	18.3	18.2

# Summary of Key Figures

## Bermuda

	2011	2012
<b>Travel &amp; Tourism Direct Contribution to GDP</b>		
US\$ bn	0.448	0.489
% share	7.2	7.2
<b>Travel &amp; Tourism Total Contribution to GDP</b>		
US\$ bn	1.12	1.213
% share	17.9	18
<b>Travel &amp; Tourism Direct Contribution to Employment</b>		
% share	13.3	13.4
Absolute	5,000	5,300
<b>Travel &amp; Tourism Total Contribution to Employment</b>		
% share	23.4	23.6
Absolute	9,000	9,300
<b>Visitor Exports</b>		
US\$ bn	0.536	0.585
% share	18.7	18.3
<b>Domestic Travel &amp; Tourism Spending</b>		
US\$ bn	0.213	0.233
% share	3.4	3.4
<b>Government Individual Travel &amp; Tourism Spending</b>		
US\$ bn	0	0
% share	0.3	0.3
<b>Internal Travel &amp; Tourism Consumption</b>		
US\$ bn	0.754	0.823
% share	7.4	7.5
<b>Leisure Travel &amp; Tourism Spending</b>		
US\$ bn	0.733	0.798
% share	6.9	7
<b>Business Travel &amp; Tourism Spending</b>		
US\$ bn	0.02	0.02
% share	0.2	0.2
<b>Capital Investment</b>		
US\$ bn	0.271	0.29
% share	24.4	24.8

## British Virgin Islands

	2011	2012
<b>Travel &amp; Tourism Direct Contribution to GDP</b>		
US\$ bn	0.277	0.3
% share	21	20.8
<b>Travel &amp; Tourism Total Contribution to GDP</b>		
US\$ bn	0.761	0.823
% share	57.9	57.2
<b>Travel &amp; Tourism Direct Contribution to Employment</b>		
% share	24.8	25.3
Absolute	4,000	3,600
<b>Travel &amp; Tourism Total Contribution to Employment</b>		
% share	65.6	66.4
Absolute	9,000	9,600
<b>Visitor Exports</b>		
US\$ bn	0.619	0.672
% share	43.8	42.5
<b>Domestic Travel &amp; Tourism Spending</b>		
US\$ bn	0.03	0.03
% share	2.2	2.1
<b>Government Individual Travel &amp; Tourism Spending</b>		
US\$ bn	0	0
% share	1.4	1.4
<b>Internal Travel &amp; Tourism Consumption</b>		
US\$ bn	0.649	0.704
% share	27.3	27
<b>Leisure Travel &amp; Tourism Spending</b>		
US\$ bn	0.628	0.682
% share	20.3	20.1
<b>Business Travel &amp; Tourism Spending</b>		
US\$ bn	0.02	0.02
% share	0.7	0.6
<b>Capital Investment</b>		
US\$ bn	0.035	0.04
% share	38.8	38.5

# Summary of Key Figures

## Cayman Islands

	2011	2012
<b>Travel &amp; Tourism Direct Contribution to GDP</b>		
US\$ bn	0.191	0.2
% share	7	6.9
<b>Travel &amp; Tourism Total Contribution to GDP</b>		
US\$ bn	0.649	0.678
% share	23.8	23.5
<b>Travel &amp; Tourism Direct Contribution to Employment</b>		
% share	8.5	8.4
Absolute	3,000	2,600
<b>Travel &amp; Tourism Total Contribution to Employment</b>		
% share	25.7	25.3
Absolute	8,000	8,100
<b>Visitor Exports</b>		
US\$ bn	0.372	0.388
% share	23.8	23.7
<b>Domestic Travel &amp; Tourism Spending</b>		
US\$ bn	0.07	0.07
% share	2.5	2.5
<b>Government Individual Travel &amp; Tourism Spending</b>		
US\$ bn	0.01	0.01
% share	3.6	3.6
<b>Internal Travel &amp; Tourism Consumption</b>		
US\$ bn	0.454	0.475
% share	10.7	10.6
<b>Leisure Travel &amp; Tourism Spending</b>		
US\$ bn	0.419	0.438
% share	6.3	6.1
<b>Business Travel &amp; Tourism Spending</b>		
US\$ bn	0.04	0.04
% share	0.5	0.5
<b>Capital Investment</b>		
US\$ bn	0.139	0.145
% share	23.4	23

## Cuba

	2011	2012
<b>Travel &amp; Tourism Direct Contribution to GDP</b>		
US\$ bn	2.011	2.17
% share	2.7	2.7
<b>Travel &amp; Tourism Total Contribution to GDP</b>		
US\$ bn	7.858	8.51
% share	10.6	10.6
<b>Travel &amp; Tourism Direct Contribution to Employment</b>		
% share	2.5	2.5
Absolute	136,000	136,800
<b>Travel &amp; Tourism Total Contribution to Employment</b>		
% share	9.7	9.8
Absolute	526,000	531,700
<b>Visitor Exports</b>		
US\$ bn	2.66	2.849
% share	20.2	20.3
<b>Domestic Travel &amp; Tourism Spending</b>		
US\$ bn	1.916	2.086
% share	2.5	2.6
<b>Government Individual Travel &amp; Tourism Spending</b>		
US\$ bn	0.184	0.203
% share	0.7	0.7
<b>Internal Travel &amp; Tourism Consumption</b>		
US\$ bn	4.76	5.137
% share	5.7	5.7
<b>Leisure Travel &amp; Tourism Spending</b>		
US\$ bn	4.56	4.917
% share	2.5	2.4
<b>Business Travel &amp; Tourism Spending</b>		
US\$ bn	0.199	0.22
% share	0.1	0.1
<b>Capital Investment</b>		
US\$ bn	0.945	1.02
% share	14.5	14.6

# Summary of Key Figures

<b>Dominica</b>	<b>2011</b>	<b>2012</b>
<b>Travel &amp; Tourism Direct Contribution to GDP</b>		
US\$ bn	0.03	0.03
% share	7.5	7.3
<b>Travel &amp; Tourism Total Contribution to GDP</b>		
US\$ bn	0.101	0.104
% share	24.8	24.1
<b>Travel &amp; Tourism Direct Contribution to Employment</b>		
% share	6.9	6.8
Absolute	3,000	2,500
<b>Travel &amp; Tourism Total Contribution to Employment</b>		
% share	22.9	22.3
Absolute	9,000	8,500
<b>Visitor Exports</b>		
US\$ bn	0.07	0.08
% share	45.3	41.9
<b>Domestic Travel &amp; Tourism Spending</b>		
US\$ bn	0.002	0
% share	0.6	0.5
<b>Government Individual Travel &amp; Tourism Spending</b>		
US\$ bn	0	0
% share	0.8	0.8
<b>Internal Travel &amp; Tourism Consumption</b>		
US\$ bn	0.08	0.08
% share	11.4	11.2
<b>Leisure Travel &amp; Tourism Spending</b>		
US\$ bn	0.07	0.07
% share	7	6.8
<b>Business Travel &amp; Tourism Spending</b>		
US\$ bn	0.004	0
% share	0.5	0.4
<b>Capital Investment</b>		
US\$ bn	0.015	0.02
% share	12.7	12.3
<b>Dominican Republic</b>	<b>2011</b>	<b>2012</b>
<b>Travel &amp; Tourism Direct Contribution to GDP</b>		
US\$ bn	2.984	3.162
% share	5.5	5.4
<b>Travel &amp; Tourism Total Contribution to GDP</b>		
US\$ bn	9.576	10.147
% share	17.7	17.4
<b>Travel &amp; Tourism Direct Contribution to Employment</b>		
% share	5.1	5
Absolute	210,000	214,600
<b>Travel &amp; Tourism Total Contribution to Employment</b>		
% share	16.3	16.1
Absolute	679,000	692,300
<b>Visitor Exports</b>		
US\$ bn	5.429	5.719
% share	44.2	41.9
<b>Domestic Travel &amp; Tourism Spending</b>		
US\$ bn	1.584	1.715
% share	2.9	2.9
<b>Government Individual Travel &amp; Tourism Spending</b>		
US\$ bn	0.113	0.12
% share	2.8	2.8
<b>Internal Travel &amp; Tourism Consumption</b>		
US\$ bn	7.125	7.555
% share	10	9.9
<b>Leisure Travel &amp; Tourism Spending</b>		
US\$ bn	6.736	7.133
% share	5.1	5
<b>Business Travel &amp; Tourism Spending</b>		
US\$ bn	0.39	0.422
% share	0.3	0.3
<b>Capital Investment</b>		
US\$ bn	0.442	0.464
% share	5.8	5.7



# Summary of Key Figures

## Grenada

	2011	2012
<b>Travel &amp; Tourism Direct Contribution to GDP</b>		
US\$ bn	0.05	0.06
% share	7.3	7.5
<b>Travel &amp; Tourism Total Contribution to GDP</b>		
US\$ bn	0.172	0.19
% share	24.2	25
<b>Travel &amp; Tourism Direct Contribution to Employment</b>		
% share	6.8	7
Absolute	3,000	3,200
<b>Travel &amp; Tourism Total Contribution to Employment</b>		
% share	22.4	23.2
Absolute	10,000	10,700
<b>Visitor Exports</b>		
US\$ bn	0.115	0.129
% share	66.7	68
<b>Domestic Travel &amp; Tourism Spending</b>		
US\$ bn	0.01	0.01
% share	1.7	1.7
<b>Government Individual Travel &amp; Tourism Spending</b>		
US\$ bn	0	0
% share	1.5	1.5
<b>Internal Travel &amp; Tourism Consumption</b>		
US\$ bn	0.129	0.144
% share	11	11.3
<b>Leisure Travel &amp; Tourism Spending</b>		
US\$ bn	0.119	0.132
% share	6.6	6.8
<b>Business Travel &amp; Tourism Spending</b>		
US\$ bn	0.01	0.01
% share	0.6	0.6
<b>Capital Investment</b>		
US\$ bn	0.02	0.02
% share	7.7	8

## Guadeloupe

	2011	2012
<b>Travel &amp; Tourism Direct Contribution to GDP</b>		
US\$ bn	0.244	0.251
% share	2.3	2.4
<b>Travel &amp; Tourism Total Contribution to GDP</b>		
US\$ bn	1.68	1.689
% share	15.9	16.1
<b>Travel &amp; Tourism Direct Contribution to Employment</b>		
% share	2.9	3.1
Absolute	4,000	4,100
<b>Travel &amp; Tourism Total Contribution to Employment</b>		
% share	15.9	16.5
Absolute	21,000	21,800
<b>Visitor Exports</b>		
US\$ bn	0.324	0.344
% share	49.8	48.4
<b>Domestic Travel &amp; Tourism Spending</b>		
US\$ bn	0.223	0.227
% share	2.1	2.1
<b>Government Individual Travel &amp; Tourism Spending</b>		
US\$ bn	0.117	0.118
% share	2.7	2.7
<b>Internal Travel &amp; Tourism Consumption</b>		
US\$ bn	0.664	0.689
% share	4.6	4.7
<b>Leisure Travel &amp; Tourism Spending</b>		
US\$ bn	0.613	0.636
% share	1.7	1.8
<b>Business Travel &amp; Tourism Spending</b>		
US\$ bn	0.05	0.05
% share	0.2	0.1
<b>Capital Investment</b>		
US\$ bn	0.185	0.185
% share	8.7	8.7

# Summary of Key Figures

## Haiti

	2011	2012
<b>Travel &amp; Tourism Direct Contribution to GDP</b>		
US\$ bn	0.138	0.153
% share	1.9	1.9
<b>Travel &amp; Tourism Total Contribution to GDP</b>		
US\$ bn	0.429	0.476
% share	6	6
<b>Travel &amp; Tourism Direct Contribution to Employment</b>		
% share	1.6	1.6
Absolute	57,000	57,900
<b>Travel &amp; Tourism Total Contribution to Employment</b>		
% share	5.2	5.2
Absolute	182,000	186,800
<b>Visitor Exports</b>		
US\$ bn	0.287	0.307
% share	31	27.4
<b>Domestic Travel &amp; Tourism Spending</b>		
US\$ bn	0.113	0.129
% share	1.6	1.6
<b>Government Individual Travel &amp; Tourism Spending</b>		
US\$ bn	0	0
% share	0.4	0.4
<b>Internal Travel &amp; Tourism Consumption</b>		
US\$ bn	0.402	0.439
% share	3.8	3.8
<b>Leisure Travel &amp; Tourism Spending</b>		
US\$ bn	0.328	0.356
% share	1.6	1.5
<b>Business Travel &amp; Tourism Spending</b>		
US\$ bn	0.07	0.08
% share	0.4	0.3
<b>Capital Investment</b>		
US\$ bn	0.09	0.1
% share	4	3.9

## Jamaica

	2011	2012
<b>Travel &amp; Tourism Direct Contribution to GDP</b>		
US\$ bn	1.154	1.274
% share	7.5	7.5
<b>Travel &amp; Tourism Total Contribution to GDP</b>		
US\$ bn	3.699	4.092
% share	24	24
<b>Travel &amp; Tourism Direct Contribution to Employment</b>		
% share	7.1	6.9
Absolute	82,000	83,400
<b>Travel &amp; Tourism Total Contribution to Employment</b>		
% share	22.6	22.3
Absolute	262,000	266,900
<b>Visitor Exports</b>		
US\$ bn	2.293	2.528
% share	44.7	43.7
<b>Domestic Travel &amp; Tourism Spending</b>		
US\$ bn	0.381	0.425
% share	2.5	2.4
<b>Government Individual Travel &amp; Tourism Spending</b>		
US\$ bn	0.05	0.06
% share	2.2	2.2
<b>Internal Travel &amp; Tourism Consumption</b>		
US\$ bn	2.726	3.01
% share	11.8	11.8
<b>Leisure Travel &amp; Tourism Spending</b>		
US\$ bn	2.523	2.783
% share	6.8	6.7
<b>Business Travel &amp; Tourism Spending</b>		
US\$ bn	0.203	0.227
% share	0.6	0.5
<b>Capital Investment</b>		
US\$ bn	0.295	0.327
% share	9.2	9.2

# Summary of Key Figures

## Martinique

	2011	2012
<b>Travel &amp; Tourism Direct Contribution to GDP</b>		
US\$ bn	0.25	0.262
% share	2.4	2.4
<b>Travel &amp; Tourism Total Contribution to GDP</b>		
US\$ bn	1.087	1.123
% share	10.3	10.6
<b>Travel &amp; Tourism Direct Contribution to Employment</b>		
% share	2.8	2.9
Absolute	4,000	3,700
<b>Travel &amp; Tourism Total Contribution to Employment</b>		
% share	10.9	11.1
Absolute	14,000	14,500
<b>Visitor Exports</b>		
US\$ bn	0.326	0.35
% share	29	28.8
<b>Domestic Travel &amp; Tourism Spending</b>		
US\$ bn	0.275	0.278
% share	2.6	2.6
<b>Government Individual Travel &amp; Tourism Spending</b>		
US\$ bn	0.04	0.04
% share	1	1
<b>Internal Travel &amp; Tourism Consumption</b>		
US\$ bn	0.643	0.671
% share	4.4	4.6
<b>Leisure Travel &amp; Tourism Spending</b>		
US\$ bn	0.575	0.601
% share	2	2
<b>Business Travel &amp; Tourism Spending</b>		
US\$ bn	0.07	0.07
% share	0.3	0.2
<b>Capital Investment</b>		
US\$ bn	0.08	0.09
% share	3.5	3.6

## Former Netherlands Antilles

	2011	2012
<b>Travel &amp; Tourism Direct Contribution to GDP</b>		
US\$ bn	0.648	0.696
% share	11.3	11.6
<b>Travel &amp; Tourism Total Contribution to GDP</b>		
US\$ bn	1.945	2.082
% share	34	34.9
<b>Travel &amp; Tourism Direct Contribution to Employment</b>		
% share	13.1	13.5
Absolute	7,000	7,700
<b>Travel &amp; Tourism Total Contribution to Employment</b>		
% share	36.9	38
Absolute	20,000	21,900
<b>Visitor Exports</b>		
US\$ bn	1.408	1.516
% share	46.6	47
<b>Domestic Travel &amp; Tourism Spending</b>		
US\$ bn	0.181	0.188
% share	3.2	4.2
<b>Government Individual Travel &amp; Tourism Spending</b>		
US\$ bn	0.01	0.01
% share	0.6	0.6
<b>Internal Travel &amp; Tourism Consumption</b>		
US\$ bn	1.595	1.709
% share	21.7	22.3
<b>Leisure Travel &amp; Tourism Spending</b>		
US\$ bn	1.5	1.61
% share	10.6	14.6
<b>Business Travel &amp; Tourism Spending</b>		
US\$ bn	0.09	0.1
% share	0.7	0.9
<b>Capital Investment</b>		
US\$ bn	0.26	0.272
% share	22.9	23.6

# Summary of Key Figures

## Puerto Rico

	2011	2012
<b>Travel &amp; Tourism Direct Contribution to GDP</b>		
US\$ bn	2.238	2.358
% share	2.2	2.1
<b>Travel &amp; Tourism Total Contribution to GDP</b>		
US\$ bn	6.379	6.73
% share	6.3	6.2
<b>Travel &amp; Tourism Direct Contribution to Employment</b>		
% share	1.9	1.8
Absolute	25,000	25,300
<b>Travel &amp; Tourism Total Contribution to Employment</b>		
% share	5.6	5.6
Absolute	75,000	76,300
<b>Visitor Exports</b>		
US\$ bn	3.597	3.731
% share	4.5	4.4
<b>Domestic Travel &amp; Tourism Spending</b>		
US\$ bn	2.946	3.229
% share	2.9	2.9
<b>Government Individual Travel &amp; Tourism Spending</b>		
US\$ bn	0.07	0.07
% share	0.5	0.5
<b>Internal Travel &amp; Tourism Consumption</b>		
US\$ bn	6.609	7.033
% share	3.3	3.2
<b>Leisure Travel &amp; Tourism Spending</b>		
US\$ bn	5.445	5.816
% share	1.8	1.7
<b>Business Travel &amp; Tourism Spending</b>		
US\$ bn	1.164	1.217
% share	0.4	0.3
<b>Capital Investment</b>		
US\$ bn	1.14	1.28
% share	10.1	10.4

## St. Kitts & Nevis

	2011	2012
<b>Travel &amp; Tourism Direct Contribution to GDP</b>		
US\$ bn	0.04	0.05
% share	7.8	8.1
<b>Travel &amp; Tourism Total Contribution to GDP</b>		
US\$ bn	0.153	0.165
% share	28.2	29.1
<b>Travel &amp; Tourism Direct Contribution to Employment</b>		
% share	7.7	7.9
Absolute	2,000	1,700
<b>Travel &amp; Tourism Total Contribution to Employment</b>		
% share	26.7	27.5
Absolute	6,000	6,200
<b>Visitor Exports</b>		
US\$ bn	0.09	0.102
% share	44.3	43.1
<b>Domestic Travel &amp; Tourism Spending</b>		
US\$ bn	0.01	0.01
% share	1.9	1.8
<b>Government Individual Travel &amp; Tourism Spending</b>		
US\$ bn	0	0
% share	1.8	1.8
<b>Internal Travel &amp; Tourism Consumption</b>		
US\$ bn	0.106	0.114
% share	11.3	11.6
<b>Leisure Travel &amp; Tourism Spending</b>		
US\$ bn	0.1	0.105
% share	7	7.2
<b>Business Travel &amp; Tourism Spending</b>		
US\$ bn	0.01	0.01
% share	0.7	0.6
<b>Capital Investment</b>		
US\$ bn	0.03	0.04
% share	17.1	17.6

# Summary of Key Figures

## St. Lucia

	2011	2012
<b>Travel &amp; Tourism Direct Contribution to GDP</b>		
US\$ bn	0.16	0.168
% share	15.4	15.3
<b>Travel &amp; Tourism Total Contribution to GDP</b>		
US\$ bn	0.474	0.497
% share	45.8	45.2
<b>Travel &amp; Tourism Direct Contribution to Employment</b>		
% share	17.5	17.3
Absolute	13,000	12,800
<b>Travel &amp; Tourism Total Contribution to Employment</b>		
% share	45.4	44.9
Absolute	33,000	33,200
<b>Visitor Exports</b>		
US\$ bn	0.335	0.354
% share	60.8	58.4
<b>Domestic Travel &amp; Tourism Spending</b>		
US\$ bn	0.04	0.04
% share	3.7	3.7
<b>Government Individual Travel &amp; Tourism Spending</b>		
US\$ bn	0.01	0.01
% share	4	4.1
<b>Internal Travel &amp; Tourism Consumption</b>		
US\$ bn	0.383	0.405
% share	20.9	20.6
<b>Leisure Travel &amp; Tourism Spending</b>		
US\$ bn	0.366	0.386
% share	14.4	14.2
<b>Business Travel &amp; Tourism Spending</b>		
US\$ bn	0.02	0.02
% share	0.7	0.7
<b>Capital Investment</b>		
US\$ bn	0.07	0.07
% share	27.4	27.2

## St. Vincent and the Grenadines

	2011	2012
<b>Travel &amp; Tourism Direct Contribution to GDP</b>		
US\$ bn	0.04	0.05
% share	7.3	7.1
<b>Travel &amp; Tourism Total Contribution to GDP</b>		
US\$ bn	0.154	0.159
% share	25.5	24.8
<b>Travel &amp; Tourism Direct Contribution to Employment</b>		
% share	6.7	6.5
Absolute	3,000	2,700
<b>Travel &amp; Tourism Total Contribution to Employment</b>		
% share	23.3	22.7
Absolute	10,000	9,600
<b>Visitor Exports</b>		
US\$ bn	0.104	0.108
% share	49.2	46
<b>Domestic Travel &amp; Tourism Spending</b>		
US\$ bn	0.01	0.01
% share	2.4	2.2
<b>Government Individual Travel &amp; Tourism Spending</b>		
US\$ bn	0	0
% share	1.5	1.5
<b>Internal Travel &amp; Tourism Consumption</b>		
US\$ bn	0.12	0.125
% share	11.4	11.1
<b>Leisure Travel &amp; Tourism Spending</b>		
US\$ bn	0.107	0.111
% share	6.4	6.2
<b>Business Travel &amp; Tourism Spending</b>		
US\$ bn	0.01	0.01
% share	0.8	0.7
<b>Capital Investment</b>		
US\$ bn	0.03	0.03
% share	13.5	13.1

# Summary of Key Figures

	2011	2012
<b>Trinidad &amp; Tobago</b>		
<b>Travel &amp; Tourism Direct Contribution to GDP</b>		
US\$ bn	1.1	1.2
% share	3.8	3.8
<b>Travel &amp; Tourism Total Contribution to GDP</b>		
US\$ bn	2.1	2.3
% share	7.4	7.6
<b>Travel &amp; Tourism Direct Contribution to Employment</b>		
% share	5.2	5.3
Absolute	32,000	32,900
<b>Travel &amp; Tourism Total Contribution to Employment</b>		
% share	9.7	9.9
Absolute	60,000	61,900
<b>Visitor Exports</b>		
US\$ bn	0.7	0.7
% share	4.5	4.5
<b>Domestic Travel &amp; Tourism Spending</b>		
US\$ bn	1.1	1.2
% share	3.8	3.9
<b>Government Individual Travel &amp; Tourism Spending</b>		
US\$ bn	0.01	0.01
% share	0.7	0.7
<b>Internal Travel &amp; Tourism Consumption</b>		
US\$ bn	0.221	0.242
% share	4.6	4.6
<b>Leisure Travel &amp; Tourism Spending</b>		
US\$ bn	1.4	1.6
% share	2.9	2.9
<b>Business Travel &amp; Tourism Spending</b>		
US\$ bn	0.4	0.4
% share	0.8	0.8
<b>Capital Investment</b>		
US\$ bn	0.2	0.2
% share	10.5	10.6
<b>US Virgin Islands</b>		
<b>Travel &amp; Tourism Direct Contribution to GDP</b>		
US\$ bn	0.71	0.749
% share	12.7	12.4
<b>Travel &amp; Tourism Total Contribution to GDP</b>		
US\$ bn	1.707	1.784
% share	30.4	29.7
<b>Travel &amp; Tourism Direct Contribution to Employment</b>		
% share	15.7	15.4
Absolute	8,000	7,900
<b>Travel &amp; Tourism Total Contribution to Employment</b>		
% share	34.3	33.6
Absolute	17,000	17,200
<b>Visitor Exports</b>		
US\$ bn	1.537	1.658
% share	12.6	13
<b>Domestic Travel &amp; Tourism Spending</b>		
US\$ bn	0.169	0.181
% share	3	3
<b>Government Individual Travel &amp; Tourism Spending</b>		
US\$ bn	0.02	0.02
% share	2.6	2.6
<b>Internal Travel &amp; Tourism Consumption</b>		
US\$ bn	1.725	1.86
% share	9.7	9.9
<b>Leisure Travel &amp; Tourism Spending</b>		
US\$ bn	1.636	1.764
% share	11.9	11.7
<b>Business Travel &amp; Tourism Spending</b>		
US\$ bn	0.09	0.1
% share	0.7	0.6
<b>Capital Investment</b>		
US\$ bn	0.41	0.434
% share	35.5	35.1

# SUMMARY TABLES

## Estimates and Forecasts ('E' & 'F')

Caribbean	2011			2021		
	USDbn <sup>1</sup>	% of total	Growth <sup>2</sup>	USDbn <sup>1</sup>	% of total	Growth <sup>3</sup>
Direct contribution to GDP	15.8	4.6	4.4	22.9	4.7	3.7
Total contribution to GDP	48.6	14.2	4.2	70.7	14.6	3.8
Direct contribution to employment <sup>4</sup>	687	4.0	3.1	876	4.3	2.5
Total contribution to employment <sup>4</sup>	2,167	12.6	2.9	2,764	13.7	2.5
Visitor exports	26.2	16.7	4.8	37.8	15.8	3.7
Domestic spending	10.0	2.9	3.7	14.7	3.1	4.0
Leisure spending	33.8	9.9	4.7	49.2	10.2	3.8
Business spending	3.1	0.9	2.4	4.5	1.0	3.7
Capital investment	5.7	11.6	5.7	8.4	12.5	3.9

<sup>1</sup>2011 constant prices & exchange rates; <sup>2</sup>2011 real growth adjusted for inflation (%); <sup>3</sup>2011-2021 annualised real growth adjusted for inflation (%); <sup>4</sup>'000 jobs

Americas	2011			2021		
	US\$bn <sup>1</sup>	% of total	Growth <sup>2</sup>	US\$bn <sup>1</sup>	% of total	Growth <sup>3</sup>
Direct contribution to GDP	629.3	2.9	5.5	923.9	3.1	3.9
Total contribution to GDP	1,947.9	8.8	3.6	2,762.4	9.2	3.5
Direct contribution to employment <sup>4</sup>	15,811	3.8	3.1	19,239	4.0	2.0
Total contribution to employment <sup>4</sup>	40,738	9.8	2.8	49,149	10.2	1.9
Visitor exports	267.6	7.3	5.9	412.7	5.5	4.3
Domestic spending	1,027.2	4.7	4.6	1,496.2	5.0	3.8
Leisure spending	1,010.4	4.6	3.9	1,499.5	5.0	4.0
Business spending	306.9	1.4	7.8	440.4	1.5	3.6
Capital investment	207.7	5.4	3.1	340.2	5.9	5.0

<sup>1</sup>2011 constant prices & exchange rates; <sup>2</sup>2011 real growth adjusted for inflation (%); <sup>3</sup>2011-2021 annualised real growth adjusted for inflation (%); <sup>4</sup>'000 jobs

Worldwide	2011			2021		
	US\$bn <sup>1</sup>	% of total	Growth <sup>2</sup>	US\$bn <sup>1</sup>	% of total	Growth <sup>3</sup>
Direct contribution to GDP	1,850	2.8	4.5	2,861	2.9	4.2
Total contribution to GDP	5,991.9	9.1	3.9	9,226.9	9.6	4.2
Direct contribution to employment <sup>4</sup>	99,048	3.4	3.0	120,427	3.6	2.0
Total contribution to employment <sup>4</sup>	258,592	8.8	3.2	323,826	9.7	2.3
Visitor exports	1,163	5.8	5.5	1,789	4.7	4.3
Domestic spending	2,637	4.0	3.8	4,128	4.3	4.3
Leisure spending	2,963	4.5	3.8	4,604	4.7	4.3
Business spending	899	1.4	6.1	1,402	1.5	4.3
Capital investment	651	4.5	4.6	1,124	4.6	5.4

<sup>1</sup>2011 constant prices & exchange rates; <sup>2</sup>2011 real growth adjusted for inflation (%); <sup>3</sup>2011-2021 annualised real growth adjusted for inflation (%); <sup>4</sup>'000 jobs

# CARIBBEAN

## The Economic Contribution of Travel & Tourism

(USDbn, nominal prices)	2005	2006	2007	2008	2009	2010	2011E	2021F
1. Visitor exports	21.4	22.5	23.8	24.7	22.9	24.3	26.2	48.5
2. Domestic expenditure	6.8	7.7	8.6	9.2	8.9	9.3	10.0	19.5
3. Internal tourism consumption (= 1 + 2 + government individual spending)	28.7	30.7	32.9	34.6	32.5	34.3	36.9	69.4
4. Purchases by tourism providers, including imported goods (supply chain)	-16.7	-17.9	-18.9	-20.2	-18.5	-19.6	-21.1	-40.0
<b>5. Direct contribution of Travel &amp; Tourism to GDP (= 3 + 4)</b>	12.0	12.9	14.1	14.2	13.8	14.7	15.8	29.5

### Other final impacts (indirect & induced)

6. Domestic supply chain	12.9	14.0	15.2	15.3	15.0	15.9	17.1	32.0
7. Capital investment	2.9	4.1	5.1	5.9	5.2	5.2	5.7	11.0
8. Government collective spending	3.2	3.5	4.1	4.4	4.4	4.6	4.9	9.2
9. Imported goods from indirect spending	-1.6	-3.3	-3.7	-3.9	-3.2	-3.5	-3.9	-7.4
10. Induced	6.5	6.8	7.5	7.7	8.0	8.4	9.0	16.6
<b>11. Total contribution of Travel &amp; Tourism to GDP (= 5 + 6 + 7 + 8 + 9 + 10)</b>	36.0	38.0	42.2	43.6	43.2	45.3	48.6	91.0

### Employment impacts ('000)

<b>12. Direct contribution of Travel &amp; Tourism to employment</b>	658.1	685.5	673.1	664.2	661.4	666.3	686.9	875.7
<b>13. Total contribution of Travel &amp; Tourism to employment</b>	2,025.3	2,048.5	2,064.6	2,059.9	2,110.8	2,106.7	2,166.9	2,764.2

### Other indicators

14. Expenditure on outbound travel	5.7	6.3	6.8	6.9	6.5	6.7	7.3	13.7
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\*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.



# CARIBBEAN

## The Economic Contribution of Travel & Tourism

Growth <sup>1</sup> (%)	2005	2006	2007	2008	2009	2010	2011E	2021F <sup>2</sup>
1. Visitor exports	-2.9	2.3	0.7	-2.0	-7.2	2.0	4.8	3.7
2. Domestic expenditure	7.8	9.1	5.9	2.1	-4.1	0.8	3.7	4.0
3. Internal tourism consumption (= 1 + 2 + government individual spending)	-0.4	4.0	2.1	-0.9	-6.2	1.7	4.5	3.8
4. Purchases by tourism providers, including imported goods (supply chain)	-0.8	3.5	0.7	0.9	-9.0	2.3	4.6	3.8
<b>5. Travel &amp; Tourism's direct contribution to GDP (= 3 + 4)</b>	0.5	4.3	4.0	-4.6	-2.2	2.2	4.4	3.7

### Other final impacts (indirect & induced)

6. Domestic supply chain	0.4	5.2	3.0	-4.5	-2.7	2.2	4.4	3.7
7. Capital investment	18.6	31.0	19.2	6.5	-13.0	-2.2	5.7	3.9
8. Government collective spending	7.5	6.4	9.1	2.2	0.4	2.0	3.7	4.0
9. Imported goods from indirect spending	18.3	94.0	7.5	-3.5	-19.6	4.1	7.5	3.5
10. Induced	1.4	1.3	5.8	-3.8	5.0	0.7	3.9	3.7
<b>11. Total contribution of Travel &amp; Tourism to GDP (= 5 + 6 + 7 + 8 + 9 + 10)</b>	1.8	2.3	5.8	-2.5	-0.8	1.2	4.2	3.8

### Employment impacts

<b>12. Direct contribution of Travel &amp; Tourism to employment</b>	-2.9	4.2	-1.8	-1.3	-0.4	0.7	3.1	2.5
<b>13. Total contribution of Travel &amp; Tourism to employment</b>	-2.5	1.1	0.8	-0.2	2.5	-0.2	2.9	2.5

### Other indicators

14. Expenditure on outbound travel	-7.8	6.0	1.8	-4.8	-7.0	0.7	5.8	3.5
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<sup>1</sup>2005-2011 real annual growth adjusted for inflation (%); <sup>2</sup>2011-2021 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 the Travel & Tourism industry. 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 industry plus its indirect and induced impacts (see below).

**Total contribution to employment** – the number of jobs generated directly in the Travel & Tourism industry 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. 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** – government spending on individual non-market services for which beneficiaries can be separately identified. These social transfers are directly comparable to consumer spending and, in certain cases, may represent public provision of consumer services. For example, it includes provision of services in national parks and museums.

**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 sectors directly involved in the Travel & Tourism industry. 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** – General 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 sectors of the Travel & Tourism industry 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.



## **The World Travel & Tourism Council (WTTTC) is the forum for business leaders in the Travel & Tourism industry.**

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