

The Authority on World Travel & Tourism



Travel STOURISM ECONOMIC IMPACT 2013 BAHAMAS

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The Economic Impact of Travel & Tourism 2013

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Foreword

The World Travel & Tourism Council (WTTC) has been investing in economic impact research for over 20 years. This research assesses the Travel & Tourism industry's contribution to GDP and jobs for 184 countries and 24 regions and economic groups in the world. Our ten-year forecasts are unique in the information they provide to assist governments and private companies plan policy and investment decisions for the future.

2012 demonstrated again the resilience of the Travel & Tourism industry in the face of continued economic turmoil, as economic growth slowed and was even negative in key global markets. The latest annual research from WTTC and our research partner Oxford Economics, shows that Travel & Tourism's contribution to GDP grew for the third consecutive year in 2012, and created more than 4 million new jobs. The strongest growth in 2012 was evident in international demand as appetite for travel beyond national borders, from leisure and business visitors, remains strong.

Travel & Tourism's importance to the wider economy continued to grow in 2012. Its total contribution comprised 9% of global GDP (US \$6.6 trillion) and generated over 260 million jobs – 1 in 11 of the world's total jobs. The industry outperformed the entire wider economy in 2012, growing faster than other notable industries such as manufacturing, financial services and retail.

With such resilience in demand and an ability to generate high employment, the importance of Travel & Tourism as a tool for economic development and job creation is clear. In total, the industry contributed to over 10% of all new jobs created in 2012. Less restrictive visa regimes and a reduction in punitive taxation levels would help the industry to contribute even more to broader economic development and better fulfil the clear demand for international travel.

While 2013 will present further challenges for the global economy and the Travel & Tourism industry, we remain optimistic that Travel & Tourism will continue to grow, outpace growth of the wider economy and remain a leading generator of jobs.

In the longer-term, demand from and within emerging markets will continue to rise in significance. Destinations need to be willing to invest in infrastructure suitable for new sources of demand to achieve the clear growth potential that exists. For example, we forecast that China will overtake the US by 2023 as the world's largest Travel & Tourism economy, measured in total GDP terms (2012 prices), and the size of the outbound market.

David Scowsill

President & CEO World Travel & Tourism Council

David Scowell



Bahamas

2013 ANNUAL RESEARCH: KEY FACTS

2013 forecast

GDP: DIRECT CONTRIBUTION

The direct contribution of Travel & Tourism to GDP was BSD1,719.1mn (22.0% of total GDP) in 2012, and is forecast to rise by 5.2% in 2013, and to rise by 2.8% pa, from 2013-2023, to BSD2,392.4mn in 2023 (in constant 2012 prices).



GDP: TOTAL CONTRIBUTION

The total contribution of Travel & Tourism to GDP was BSD3,785.4mn (48.4% of GDP) in 2012, and is forecast to rise by 5.0% in 2013, and to rise by 2.8% pa to BSD5,254.3mn in 2023.



EMPLOYMENT: DIRECT CONTRIBUTION

In 2012 Travel & Tourism directly supported 52,000 jobs (30.6% of total employment). This is expected to rise by 4.1% in 2013 and rise by 2.1% pa to 66,000 jobs (33.3% of total employment) in 2023.



EMPLOYMENT: TOTAL CONTRIBUTION

In 2012, the total contribution of Travel & Tourism to employment, including jobs indirectly supported by the industry, was 57.4% of total employment (97,000 jobs). This is expected to rise by 4.0% in 2013 to 101,000 jobs and rise by 2.2% pa to 126,000 jobs in 2023 (63.1% of total).



VISITOR EXPORTS

Visitor exports generated BSD2,432.8mn (64.3% of total exports) in 2012. This is forecast to grow by 5.5% in 2013, and grow by 3.0% pa, from 2013-2023, to BSD3,462.4mn in 2023 (65.9% of total).



INVESTMENT

Travel & Tourism investment in 2012 was BSD410.1mn, or 16.9% of total investment. It should rise by 4.0% in 2013, and rise by 3.1% pa over the next ten years to BSD579.1mn in 2023 (19.0% of total).

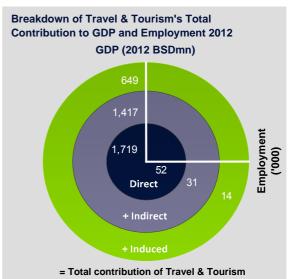


WORLD RANKING (OUT OF 184 COUNTRIES):

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









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.

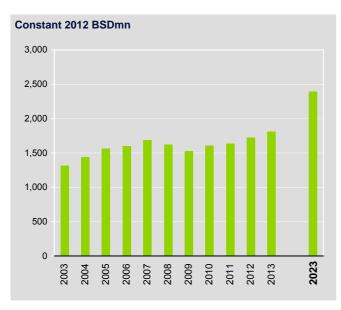
PLEASE NOTE THAT DUE TO CHANGES IN METHODOLOGY BETWEEN 2010 AND 2011, IT IS NOT POSSIBLE TO COMPARE FIGURES PUBLISHED BY WTTC FROM 2011 ONWARDS WITH THE SERIES PUBLISHED IN PREVIOUS YEARS.

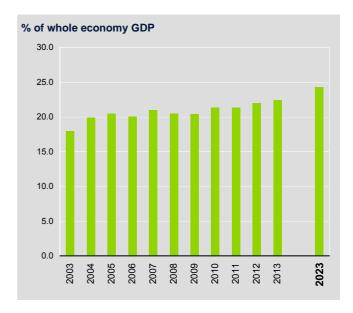
Travel & Tourism's contribution to GDP¹

The direct contribution of Travel & Tourism to GDP in 2012 was BSD1,719.1mn (22.0% of GDP). This is forecast to rise by 5.2% to BSD1,808.9mn in 2013.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 2.8% pa to BSD2,392.4mn (24.3% of GDP) by 2023.

BAHAMAS: DIRECT CONTRIBUTION OF TRAVEL & TOURISM TO GDP

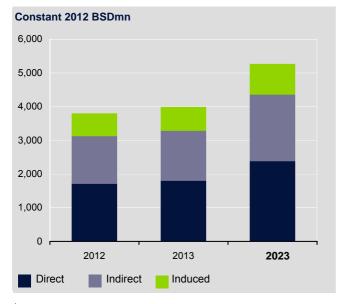


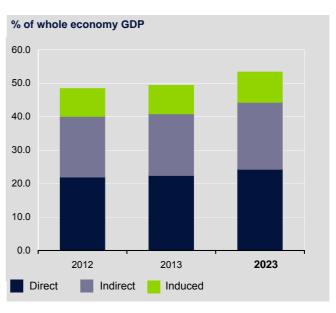


The total contribution of Travel & Tourism to GDP (including wider effects from investment, the supply chain and induced income impacts, see page 2) was BSD3,785.4mn in 2012 (48.4% of GDP) and is expected to grow by 5.0% to BSD3,975.2mn (49.3% of GDP) in 2013.

It is forecast to rise by 2.8% pa to BSD5,254.3mn by 2023 (53.3% of GDP).

BAHAMAS: TOTAL CONTRIBUTION OF TRAVEL & TOURISM TO GDP





¹ All values are in constant 2012 prices & exchange rates



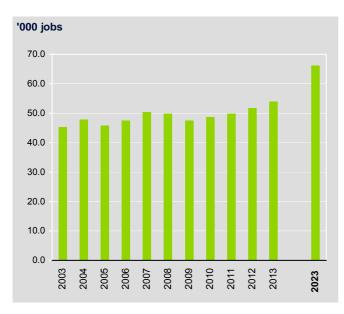
Travel & Tourism's contribution to employment

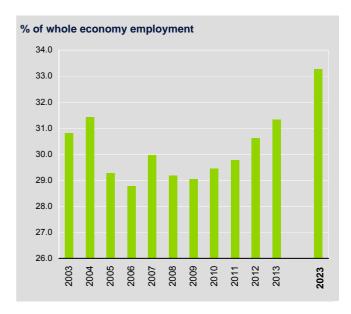
Travel & Tourism generated 52,000 jobs directly in 2012 (30.6% of total employment) and this is forecast to grow by 4.1% in 2013 to 54,000 (31.3% of total employment).

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 2023, Travel & Tourism will account for 66,000 jobs directly, an increase of 2.1% pa over the next ten years.

BAHAMAS: DIRECT CONTRIBUTION OF TRAVEL & TOURISM TO EMPLOYMENT

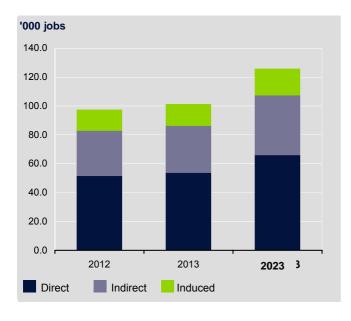


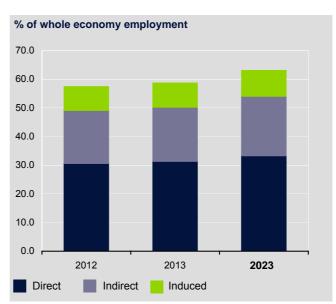


The total contribution of Travel & Tourism to employment (including wider effects from investment, the supply chain and induced income impacts, see page 2) was 97,000 jobs in 2012 (57.4% of total employment). This is forecast to rise by 4.0% in 2013 to 101,000 jobs (58.7% of total employment).

By 2023, Travel & Tourism is forecast to support 126,000 jobs (63.1% of total employment), an increase of 2.2% pa over the period.

BAHAMAS: TOTAL CONTRIBUTION OF TRAVEL & TOURISM TO EMPLOYMENT





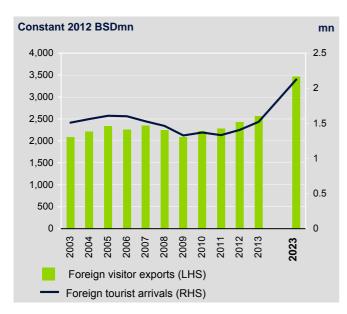
Visitor Exports and Investment¹

VISITOR EXPORTS

Visitor exports are a key component of the direct contribution of Travel & Tourism. In 2012, Bahamas generated BSD2,432.8mn in visitor exports. In 2013, this is expected to grow by 5.5%, and the country is expected to attract 1,521,000 international tourist arrivals.

By 2023, international tourist arrivals are forecast to total 2,124,000, generating expenditure of BSD3,462.4mn, an increase of 3.0% pa.

BAHAMAS: VISITOR EXPORTS AND INTERNATIONAL TOURIST ARRIVALS



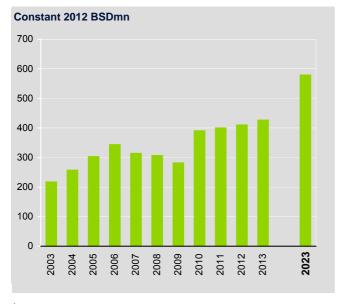


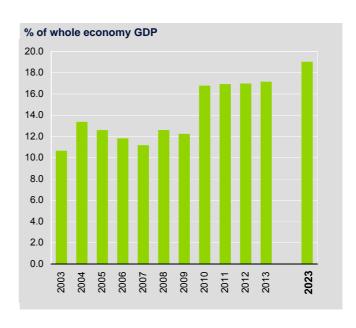
INVESTMENT

Travel & Tourism is expected to have attracted capital investment of BSD410.1mn in 2012. This is expected to rise by 4.0% in 2013, and rise by 3.1% pa over the next ten years to BSD579.1mn in 2023.

Travel & Tourism's share of total national investment will rise from 17.1% in 2013 to 19.0% in 2023.

BAHAMAS: CAPITAL INVESTMENT IN TRAVEL & TOURISM





¹ All values are in constant 2012 prices & exchange rates

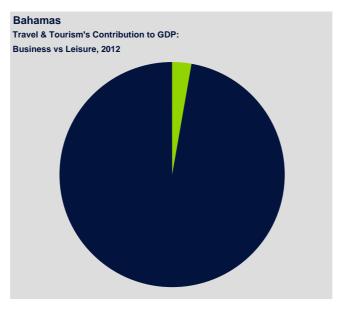


Different components of Travel & Tourism¹



2.8%

Business spending

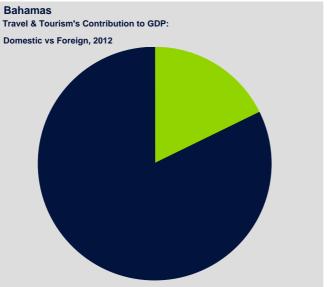


Leisure travel spending (inbound and domestic) generated 97.2% of direct Travel & Tourism GDP in 2012 (BSD2,873.7mn) compared with 2.8% for business travel spending (BSD82.3mn).

Leisure travel spending is expected to grow by 5.2% in 2013 to BSD3,021.9mn, and rise by 2.9% pa to BSD4,009.1mn in 2023.

Business travel spending is expected to grow by 2.3% in 2013 to BSD84.2mn, and rise by 1.0% pa to BSD93.3mn in 2023.

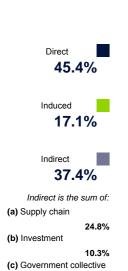


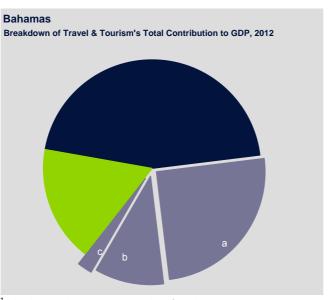


Domestic travel spending generated 17.7% of direct Travel & Tourism GDP in 2012 compared with 82.3% for visitor exports (ie foreign visitor spending or international tourism receipts).

Domestic travel spending is expected to grow by 2.9% in 2013 to BSD538.4mn, and rise by 1.7% pa to BSD639.9mn in 2023.

Visitor exports are expected to grow by 5.5% in 2013 to BSD2,567.7mn, and rise by 3.0% pa to BSD3,462.4mn in 2023.





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 twice as large as its direct contribution.

2.3%

¹ All values are in constant 2012 prices & exchange rates

Country rankings: Absolute contribution, 2012

	& Tourism's Direct bution to GDP	2012 (US\$bn)
	World Average	17.2
64	Dominican Republic	2.8
75	Cuba	2.0
81	Bahamas	1.7
93	Jamaica	1.3
98	Trinidad and Tobago	1.1
113	Aruba	0.7
122	Barbados	0.6
148	Antigua and Barbuda	0.2
174	Grenada	0.1
175	Anguilla	0.1

	& Tourism's Total bution to GDP	2012 (US\$bn)
	World Average	52.3
61	Dominican Republic	8.9
64	Cuba	8.1
86	Jamaica	4.1
89	Bahamas	3.8
104	Aruba	2.2
107	Trinidad and Tobago	2.0
112	Barbados	1.8
139	Antigua and Barbuda	0.9
172	Grenada	0.2
175	Anguilla	0.2

	I & Tourism's Direct ibution to Employment	2012 '000 jobs
	World Average	793.7
61	Dominican Republic	174.6
74	Cuba	125.5
90	Jamaica	89.5
111	Bahamas	51.8
119	Trinidad and Tobago	38.0
148	Barbados	15.2
150	Aruba	14.8
169	Antigua and Barbuda	5.2
177	Grenada	2.7
183	Anguilla	1.7

	& Tourism's Total bution to Employment	2012 '000 jobs
	World Average	1975.7
53	Dominican Republic	562.1
55	Cuba	500.4
80	Jamaica	291.9
119	Bahamas	97.1
135	Trinidad and Tobago	68.0
145	Barbados	48.8
149	Aruba	42.3
164	Antigua and Barbuda	19.8
174	Grenada	9.3
183	Anguilla	4.9

	& Tourism I Investment	2012 (US\$bn)
	World Average	4.2
63	Cuba	1.0
87	Dominican Republic	0.4
89	Bahamas	0.4
102	Jamaica	0.3
113	Antigua and Barbuda	0.2
114	Aruba	0.2
119	Barbados	0.2
125	Trinidad and Tobago	0.1
171	Grenada	0.0
179	Anguilla	0.0

Visitor Expor		2012 (US\$bn)
	World Average	6.8
51	Dominican Republic	4.8
65	Cuba	2.7
67	Bahamas	2.4
70	Jamaica	2.3
85	Aruba	1.5
93	Barbados	1.1
110	Trinidad and Tobago	8.0
128	Antigua and Barbuda	0.4
155	Anguilla	0.1
160	Grenada	0.1

The tables on pages 7-10 provide 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.



Country rankings: Relative contribution, 2012

	& Tourism's Direct bution to GDP	2012 % share
3	Aruba	26.5
5	Anguilla	22.9
7	Bahamas	22.0
8	Antigua and Barbuda	18.5
19	Barbados	11.9
27	Jamaica	8.4
39	Grenada	6.4
	World Average	5.2
63	Dominican Republic	4.7
71	Trinidad and Tobago	4.4
113	Cuba	2.7

	& Tourism's Total bution to GDP	2012 % share
2	Aruba	83.8
3	Antigua and Barbuda	77.4
5	Anguilla	66.4
9	Bahamas	48.4
11	Barbados	39.4
20	Jamaica	27.4
30	Grenada	21.8
48	Dominican Republic	15.2
	World Average	14.1
71	Cuba	11.0
104	Trinidad and Tobago	8.4

	& Tourism's Direct bution to Employment	2012 % share
3	Bahamas	30.6
4	Aruba	29.9
6	Anguilla	24.1
8	Antigua and Barbuda	18.8
19	Barbados	12.1
29	Jamaica	7.8
40	Trinidad and Tobago	6.2
42	Grenada	5.9
	World Average	5.4
69	Dominican Republic	4.4
120	Cuba	2.5

	& Tourism's Total bution to Employment	2012 % share
3	Aruba	85.8
4	Antigua and Barbuda	71.5
5	Anguilla	68.1
7	Bahamas	57.4
13	Barbados	38.8
23	Jamaica	25.4
30	Grenada	20.2
47	Dominican Republic	14.1
	World Average	13.9
69	Trinidad and Tobago	11.2
77	Cuba	10.1

	& Tourism Investment bution to Total Capital Investment	2012 % share
3	Aruba	29.8
8	Antigua and Barbuda	26.5
14	Barbados	21.1
20	Bahamas	16.9
27	Cuba	14.4
39	Grenada	11.1
41	Anguilla	10.9
47	Jamaica	10.3
48	Trinidad and Tobago	10.3
	World Average	8.1
109	Dominican Republic	4.5

	Exports bution to Total Exports	2012 % share
1	Anguilla	86.4
3	Antigua and Barbuda	80.4
6	Barbados	64.5
7	Bahamas	64.3
18	Grenada	52.4
21	Jamaica	48.9
22	Aruba	45.1
30	Dominican Republic	33.2
52	Cuba	19.0
	World Average	16.6
130	Trinidad and Tobago	4.0

Country rankings: Real growth, 2013

	& Tourism's Direct bution to GDP	2013 % growth
60	Bahamas	5.2
72	Jamaica	4.7
76	Aruba	4.4
81	Anguilla	4.1
91	Dominican Republic	3.6
95	Antigua and Barbuda	3.4
	World Average	3.0
110	Trinidad and Tobago	2.6
119	Grenada	2.1
120	Cuba	2.1
177	Barbados	-1.4

Travel & Tourism's Total Contribution to GDP		2013 % growth
63	Bahamas	5.0
73	Jamaica	4.3
89	Aruba	3.7
91	Anguilla	3.5
97	Dominican Republic	3.4
100	Antigua and Barbuda	3.2
102	Trinidad and Tobago	3.2
105	Cuba	3.1
	World Average	3.0
108	Grenada	2.8
174	Barbados	-0.7

	& Tourism's Direct bution to Employment	2013 % growth
37	Jamaica	5.5
134	Aruba	4.7
154	Anguilla	4.4
98	Bahamas	4.1
100	Dominican Republic	4.0
122	Antigua and Barbuda	3.4
150	Grenada	1.9
	World Average	1.3
152	Barbados	0.2
156	Trinidad and Tobago	-0.5
135	Cuba	-1.0

Travel & Tourism's Total Contribution to Employment		2013 % growth
20	Jamaica	5.7
43	Bahamas	4.0
49	Aruba	3.7
51	Dominican Republic	3.7
53	Anguilla	3.6
78	Grenada	2.5
92	Antigua and Barbuda	1.7
	World Average	1.7
117	Barbados	0.7
130	Trinidad and Tobago	0.1
141	Cuba	-0.4

Travel Invest	& Tourism ment	2013 % growth
17	Trinidad and Tobago	9.9
30	Grenada	8.3
93	Jamaica	4.3
95	Bahamas	4.0
97	Cuba	3.9
	World Average	3.9
108	Antigua and Barbuda	3.3
114	Barbados	2.9
136	Aruba	1.3
161	Dominican Republic	-0.6
174	Anguilla	-1.3

Visitor Expor		2013 % growth
52	Jamaica	5.6
54	Bahamas	5.5
76	Anguilla	4.3
86	Aruba	3.2
88	Dominican Republic	3.1
90	Antigua and Barbuda	3.1
	World Average	2.8
94	Trinidad and Tobago	2.8
115	Grenada	1.8
151	Cuba	-0.5
164	Barbados	-1.7



Country rankings: Long term growth, 2013 - 2023

	& Tourism's Direct bution to GDP	2013 - 2023 % growth pa
93	Cuba	4.4
	World Average	4.2
109	Grenada	4.0
121	Jamaica	3.7
134	Anguilla	3.3
140	Antigua and Barbuda	3.2
142	Trinidad and Tobago	3.2
148	Dominican Republic	3.0
156	Bahamas	2.8
159	Barbados	2.7
169	Aruba	2.3

	& Tourism's Total bution to GDP	2013 - 2023 % growth pa
95	Cuba	4.4
	World Average	4.2
108	Antigua and Barbuda	4.1
115	Grenada	3.9
132	Jamaica	3.4
133	Anguilla	3.4
140	Trinidad and Tobago	3.3
146	Dominican Republic	3.2
153	Barbados	2.9
154	Bahamas	2.8
159	Aruba	2.6

	& Tourism's Direct bution to Employment	2013 - 2023 % growth pa
37	Jamaica	3.2
98	Bahamas	2.1
100	Dominican Republic	2.0
	World Average	2.0
122	Antigua and Barbuda	1.6
134	Aruba	1.2
135	Cuba	1.2
150	Grenada	0.9
152	Barbados	0.9
154	Anguilla	8.0
156	Trinidad and Tobago	0.8

	& Tourism's Total bution to Employment	2013 - 2023 % growth pa
46	Jamaica	2.9
	World Average	2.5
89	Bahamas	2.2
103	Dominican Republic	2.0
118	Antigua and Barbuda	1.6
129	Aruba	1.3
138	Cuba	1.1
144	Barbados	0.9
145	Trinidad and Tobago	0.9
149	Anguilla	8.0
151	Grenada	0.7

	& Tourism Investment bution to Capital Investment	2013 - 2023 % growth pa
43	Antigua and Barbuda	5.9
64	Cuba	5.2
	World Average	5.0
79	Jamaica	4.8
103	Trinidad and Tobago	4.3
106	Grenada	4.2
110	Barbados	4.1
136	Dominican Republic	3.3
140	Aruba	3.2
141	Bahamas	3.1
165	Anguilla	2.2

Visitor Contri	2013 - 2023 % growth pa	
68	Cuba	4.8
79	Jamaica	4.4
86	Trinidad and Tobago	4.3
96	Grenada	4.0
	World Average	4.0
129	Antigua and Barbuda	3.2
132	Anguilla	3.1
134	Bahamas	3.0
145	Barbados	2.7
155	Dominican Republic	2.4
158	Aruba	2.3

Summary tables: Estimates & Forecasts

Bahamas	2012 BSDmn ¹	2012 % of total	2013 Growth ²	BSDmn ¹	2023 % of total	Growth ³
Direct contribution to GDP	1,719.1	22.0	5.2	2,392.4	24.3	2.8
Total contribution to GDP	3,785.4	48.4	5.0	5,254.3	53.3	2.8
Direct contribution to employment ⁴	52	30.6	4.1	66	33.3	2.1
Total contribution to employment ⁴	97	57.4	4.0	126	63.1	2.2
Visitor exports	2,432.8	64.3	5.5	3,462.4	65.9	3.0
Domestic spending	523.3	6.7	2.9	639.9	6.5	1.7
Leisure spending	2,873.7	21.2	5.2	4,009.1	23.5	2.9
Business spending	82.3	0.6	2.3	93.3	0.6	1.0
Capital investment	410.1	16.9	4.0	579.1	19.0	3.1

¹²⁰¹² constant prices & exchange rates; 22013 real growth adjusted for inflation (%); 32013-2023 annualised real growth adjusted for inflation (%); 4000 jobs

Americas	2012 US\$bn ¹	2012 % of total	2013 Growth ²	US\$bn ¹	2023 % of total	Growth ³
Direct contribution to GDP	680.4	2.9	2.8	1,021.9	3.1	3.9
Total contribution to GDP	2,001.4	8.6	2.7	2,946.0	9.1	3.6
Direct contribution to employment ⁴	15,570	3.6	2.0	19,748	4.0	2.2
Total contribution to employment ⁴	40,048	9.3	2.2	51,027	10.3	2.2
Visitor exports	269.4	6.6	3.5	418.2	5.8	4.1
Domestic spending	1,056.5	4.5	2.6	1,571.2	4.8	3.8
Leisure spending	1,010.2	2.2	2.5	1,533.7	2.4	4.0
Business spending	315.6	0.7	3.2	455.7	0.7	3.4
Capital investment	239.3	5.9	4.7	401.5	6.2	4.8

¹2012 constant prices & exchange rates; ²2013 real growth adjusted for inflation (%); ³2013-2023 annualised real growth adjusted for inflation (%); ⁴000 jobs

Worldwide	2012 US\$bn ¹	2012 % of total	2013 Growth ²	US\$bn ¹	2023 % of total	Growth ³
Direct contribution to GDP	2,056.6	2.9	3.1	3,249.2	3.1	4.4
Total contribution to GDP	6,630.4	9.3	3.2	10,507.1	10.0	4.4
Direct contribution to employment ⁴	101,118	3.4	1.2	125,288	3.7	2.0
Total contribution to employment ⁴	261,394	8.7	1.7	337,819	9.9	2.4
Visitor exports	1,243.0	5.4	3.1	1,934.8	4.8	4.2
Domestic spending	2,996.3	4.2	3.2	4,831.2	4.7	4.6
Leisure spending	3,222.1	2.2	3.2	5,196.0	2.3	4.6
Business spending	1,017.4	0.7	3.1	1,572.8	0.7	4.1
Capital investment	764.7	4.7	4.2	1,341.4	4.9	5.3

¹2012 constant prices & exchange rates; ²2013 real growth adjusted for inflation (%); ³2013-2023 annualised real growth adjusted for inflation (%); ⁴1000 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 services. 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 2012 prices

Ва	hamas								
(B	SDmn, real 2012 prices)	2007	2008	2009	2010	2011	2012	2013E	2023F
1.	Visitor exports	2352.1	2246.9	2089.5	2220.0	2285.2	2432.8	2567.7	3462.4
2.	Domestic expenditure (includes government individual spending)	574.8	577.3	516.6	513.7	518.8	523.3	538.4	639.9
3.	Internal tourism consumption (= 1 + 2)	2926.9	2824.2	2606.1	2733.7	2804.0	2956.1	3106.1	4102.3
4.	Purchases by tourism providers, including imported goods (supply chain)	-1241.8	-1207.2	-1082.1	-1125.4	-1168.4	-1237.0	-1297.2	-1709.9
5.	Direct contribution of Travel & Tourism to GDP (= 3 + 4)	1685.0	1617.0	1524.0	1608.3	1635.6	1719.1	1808.9	2392.4
	Other final impacts								
	(indirect & induced)	950.6	912.2	859.7	907.3	922.7	969.8	1020.5	1349.6
6.	Domestic supply chain								
7.	Capital investment	314.1	306.6	281.7	390.3	399.9	410.1	426.7	579.1
8.	Government collective spending	88.7	92.1	90.6	87.2	88.9	91.2	94.3	119.5
9.	Imported goods from indirect spending	-43.3	-45.7	-37.2	-42.9	-50.6	-53.8	-55.2	-73.2
10.	Induced	615.8	591.3	591.9	642.7	633.8	649.1	680.0	886.9
11.	Total contribution of Travel & Tourism to GDP (= 5 + 6 + 7 + 8 + 9 + 10)	3611.0	3473.5	3310.6	3592.8	3630.2	3785.4	3975.2	5254.3
	Employment impacts ('000)								
12.	Direct contribution of Travel & Tourism to employment	50.4	49.8	47.6	48.7	49.8	51.8	53.9	66.2
13.	Total contribution of Travel & Tourism to employment	92.3	91.3	87.8	92.5	93.9	97.1	101.0	125.5
14.	Other indicators Expenditure on outbound travel	512.8	443.2	368.4	351.4	318.9	354.7	387.6	696.4

The economic contribution of Travel & Tourism: Nominal prices

Ва	hamas								
(B	SDmn, nominal prices)	2007	2008	2009	2010	2011	2012	2013E	2023F
1.	Visitor exports	2197.9	2155.0	2024.9	2158.5	2269.3	2432.8	2590.9	4044.5
2.	Domestic expenditure (includes government individual spending)	537.1	553.7	500.6	499.4	515.2	523.3	543.3	747.5
3.	Internal tourism consumption (= 1 + 2)	2735.0	2708.7	2525.5	2657.9	2784.5	2956.1	25.3	4792.1
4.	Purchases by tourism providers, including imported goods (supply chain)	-1160.5	-1157.8	-1048.7	-1094.2	-1160.2	-1237.0	1800.0	-1997.4
5.	Direct contribution of Travel & Tourism to GDP (= 3 + 4)	1574.6	1550.8	1476.8	1563.7	1624.2	1719.1	1825.3	2794.7
6.	Other final impacts (indirect & induced) Domestic supply chain	888.3	874.9	833.1	882.2	916.3	969.8	1029.7	1576.6
7.	Capital investment	293.5	294.1	273.0	379.5	397.1	410.1	430.5	676.4
8.	Government collective spending	82.9	88.4	87.8	84.7	88.3	91.2	95.2	139.5
9.	Imported goods from indirect spending	-40.4	-43.8	-36.0	-41.8	-50.3	-53.8	-55.7	-85.5
10.	Induced	575.5	567.2	573.6	624.9	629.4	649.1	686.1	1036.1
11.	Total contribution of Travel & Tourism to GDP (= 5 + 6 + 7 + 8 + 9 + 10)	3374.3	3331.4	3208.3	3493.2	3605.0	3785.4	4011.1	6137.7
12.	Employment impacts ('000) Direct contribution of Travel & Tourism to employment	50.4	49.8	47.6	48.7	49.8	51.8	53.9	66.2
13.	Total contribution of Travel & Tourism to employment	92.3	91.3	87.8	92.5	93.9	97.1	101.0	125.5
14.	Other indicators Expenditure on outbound travel	479.2	425.1	357.0	341.7	316.7	354.7	391.1	813.4

^{*}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

Ва	hamas								
Gr	owth¹ (%)	2007	2008	2009	2010	2011	2012	2013E	2023F ²
1.	Visitor exports	4.0	-4.5	-7.0	6.2	2.9	6.5	5.5	3.0
2.	Domestic expenditure (includes government individual spending)	-1.5	0.4	-10.5	-0.6	1.0	0.9	2.9	1.7
3.	Internal tourism consumption (= 1 + 2)	2.9	-3.5	-7.7	4.8	2.6	5.4	5.1	2.8
4.	Purchases by tourism providers, including imported goods (supply chain)	-0.6	-2.8	-10.4	4.0	3.8	5.9	4.9	2.8
5.	Direct contribution of Travel & Tourism to GDP (= 3 + 4)	5.7	-4.0	-5.8	5.5	1.7	5.1	5.2	2.8
	Other final impacts								
	(indirect & induced)	-4.5	-4.0	-5.8	5.5	1.7	5.1	5.2	2.8
6.	Domestic supply chain								
7.	Capital investment	-8.5	-2.4	-8.1	38.6	2.4	2.5	4.0	3.1
8.	Government collective spending	1.2	3.8	-1.7	-3.7	2.0	2.6	3.4	2.4
9.	Imported goods from indirect spending	-2.5	-1.1	-9.0	7.3	5.9	5.3	4.4	2.8
10.	Induced	0.3	-4.0	0.1	8.6	-1.4	2.4	4.8	2.7
11.	Total contribution of Travel & Tourism to GDP (= 5 + 6 + 7 + 8 + 9 + 10)	0.5	-3.8	-4.7	8.5	1.0	4.3	5.0	2.8
	Employment impacts ('000)								
12.	Direct contribution of Travel & Tourism to employment	6.3	-1.2	-4.5	2.4	2.2	4.0	4.1	2.1
13.	Total contribution of Travel & Tourism to employment	2.4	-1.1	-3.9	5.4	1.5	3.5	4.0	2.2
14.	Other indicators Expenditure on outbound travel	-2.9	-13.6	-16.9	-4.6	-9.2	11.2	9.3	6.0

¹2007-2012 real annual growth adjusted for inflation (%); ²2013-2023 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, 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 (eg museums) or recreational (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 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.



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) and has made small revisions to the research both this year and in 2012, following a full refinement in 2011. This has involved further benchmarking of country reports to official, published TSAs, including for countries which are reporting data for the first time, as well as existing countries reporting an additional year's data. New country TSAs incorporated this year were Jordan, Italy and Sweden. As part of the alignment process in 2012, international travel expenditure inflows and outflows related to education were excluded from the data. Three new countries have been added in 2013 (Georgia, Iraq and Uzbekistan), bringing the total countries covered to 184 country reports. Additionally, we also produce a world report and reports on 17 world regions and sub-regions. This year there are 7 reports for special economic and geographic groups, including, for the first time, the Organization of American States (OAS) and the Commonwealth.

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.

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

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

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, Somoa, Tuvalu.

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.

THE COMMONWEALTH

Anguilla, Antigua and Barbuda, Australia, Bahamas, Bangladesh, Barbados, Belize, Bermuda, Botswana, Brunei, Cameroon, Canada, Cayman Islands, Cyprus, Dominica, Gambia, 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.

*included in European Union

Economic impact reports: Regions, sub-regions and countries

					.D	p j					
REGION	SUB- REGION	COUNTRY	REGION	SUB- REGION	COUNTRY	REGION	SUB- REGION	COUNTRY	REGION	SUB- REGION	COUNTRY
		Algeria			Anguilla			Japan			Lithuania
	ΕS	Egypt			Antigua & Barbuda		NORTHEAST ASIA	China	-	z	Luxembourg
	NORTH	Libya			Aruba		A To	Hong Kong			Malta
		Morocco			Bahamas		IE A	South Korea			Netherlands
		Tunisia		_	Barbados		Ä	Macau		OIN	Poland
		Angola			Bermuda		9	Taiwan	and the second s	D N	Portugal
		Benin		-	Cayman Islands			Mongolia		PE/	Romania
		Botswana Burkina Faso		-	Cuba			Australia		EUROPEAN UNION	Slovakia
		Burundi			Former			New Zealand		ш	Slovenia
		Cameroon			Netherlands Antilles			Fiji			Spain
		Cape Verde		_	Dominica		¥ N	Kiribati			Sweden
		Central African		CARIBBEAN	Dominican		OCEANIA	Other Oceania	-		UK
		Republic		- BB	Republic Grenada		ŏ	Papua New Guinea		OTHER EUROPE	Albania
		Chad		CAF	Guadeloupe			Solomon Islands			Armenia
		Comoros	AMERICAS		Haiti	은		Tonga			Azerbaijan
		Democratic Republic of Congo			Jamaica	PAC		Vanuatu	Щ		Belarus
		Ethiopia		_	Martinique	ASIA-PACIFIC	IA SOUTH ASIA	Bangladesh	EUROPE		Bosnia
		Gabon			Puerto Rico	AS		India	EU		Herzegovina
		Gambia			St Kitts & Nevis			Maldives			Croatia
		Ghana			St Lucia			Nepal			Georgia
		Guinea			St Vincent & the			Pakistan			Iceland
		Ivory Coast			Grenadines			Sri Lanka			Kazakhstan
CA		Kenya			Trinidad & Tobago			Brunei			Kyrgyzstan
AFRICA	z	Lesotho			UK Virgin Islands			Cambodia			Macedonia
	ARA	Madagascar			US Virgin Islands			Indonesia			Moldova
	SAH	Malawi			Argentina		r AS	Laos			Montenegro
	SUB-SAHARAN	Mali			Belize		SOUTHEAST ASIA	Malaysia			Norway
	Ŋ	Mauritius			Bolivia		풀	Myanmar			Russian Federation
		Mozambique			Brazil		nos	Philippines			Serbia
		Namibia			Chile			Singapore	-		Switzerland
		Niger Nigeria			Colombia			Thailand			Turkey
		Republic of Congo			Costa Rica			Vietnam			Ukraine
		Reunion		CA	El Salvador			Austria			Uzbekistan
		Rwanda		LATIN AMERICA	Ecuador			Belgium			Bahrain
		Sao Tome &		N A	Guatemala	_	-	Bulgaria	-		Iran
		Principe		-ATI	Guyana			Cyprus Czech Republic			Iraq
		Senegal		_	Honduras		z	Denmark			Israel
		Seychelles			Nicaragua Panama		O N	Estonia	_		Jordan
		Sierra Leone			Paraguay	0 PE	NA L	Finland	ASI		Kuwait
		South Africa Sudan			Paraguay	EUROPE	EUROPEAN UNION	France	MIDDLE EAST		Lebanon
		Swaziland			Suriname		URG	Germany			Oman
		Tanzania			Uruguay		Ш	Greece	Σ		Qatar
		Togo			Venezuela			Hungary			Saudi Arabia
		Uganda			Canada			Ireland			Syria
		Zambia		NORTH	Mexico			Italy			UAE
		Zimbabwe		NO	USA			Latvia			Yemen
								Latria			



Every trip that is taken helps to boost our global economy by trillions of dollars and supports 260 million jobs worldwide. That's almost 1 in 11 of all the jobs on our planet. So, thanks for playing your part in Travel & Tourism – one of the world's greatest industries.

For more information on the World Travel & Tourism Council visit wttc.org



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