



# TRAVEL & TOURISM ECONOMIC IMPACT RESEARCH 2026

APEC (ASIA-PACIFIC  
ECONOMIC COOPERATION)

LEAD RESEARCH PARTNER



# FORWARD

Travel & Tourism did not just recover in 2025; it came back stronger, faster, and more powerfully than many expected. WTTC's latest Economic Impact Research (EIR) shows our sector contributed US\$11.6 trillion to global GDP, representing 9.8% of the world economy, and grew by 4.1%, well ahead of the wider economy's 2.8%. It supported 366 million jobs worldwide and contributed with one in every three new jobs globally, considering all sectors. International arrivals reached a new record with 1.54 billion, the equivalent of 4.2 million people crossing a border every day. International visitor spending totalled US\$2.0 trillion, surpassing its pre-pandemic peak for the first time. These are not just impressive numbers. They underscore the sector's economic and social significance.

But some regions grew faster than others. Asia-Pacific led the world in 2025, with Travel & Tourism GDP expanding by 8.1% to reach US\$3.3 trillion. This growth was driven by policies and initiatives on secure and seamless travel, modern infrastructure, visa-free entry or transit visas, biometrics, diversification and enabling policy frameworks that created strong foundations.

Meanwhile, the Middle East recorded growth of 5.3%, followed closely by Africa at 5.0%. Central and South America and the Caribbean expanded by 3.1%, while Europe grew by 2.6% and North America by 1.0%.

Looking ahead, 2026 presents new challenges, including the conflict in the Middle East, which has disrupted airspace, reduced travel flows to the region, and impacted destinations that rely on the Middle East's role as a key global transit hub, handling around 14% of all international passengers - approximately one in every seven travellers. We should be cautious about the implications. Travel & Tourism is often among the first sectors to feel the shock. But we should also be clear - our sector is the most resilient, and the Middle East has repeatedly demonstrated its capacity to recover with speed and determination. Recovery will come but it will not happen automatically. It will require leadership and coordination. Governments and industry must continue acting now to protect traveller confidence, safeguard connectivity, maintain operational continuity, and diversify products and source markets. The destinations that move early and provide certainty are always the ones that come back stronger.

Globally, Travel & Tourism GDP is forecast to grow by 3.2% in 2026, again outpacing the broader economy's projected 2.4% growth, and reaching a new record of US\$12.0 trillion. Over the decade ahead, the opportunity is even greater. The sector is forecast to grow at an annual rate of 3.6% between 2026 and 2036, taking its contribution to US\$17.1 trillion and 11% of the global economy by 2036. It is also expected to support an additional 88.7 million jobs over that period. Yet, this potential cannot be realised without close public-private collaboration. Labour shortages and skills gaps are already holding the sector back in some countries, in addition to the lack of visas for workforce mobility.

Governments are rightly focused on jobs, investment, and long-term economic growth and Travel & Tourism delivers all three. Countries that treat the sector as a national strategic priority, implement investment-friendly policies, strengthen connectivity, and reduce friction across the traveller journey consistently gain a competitive advantage. The public-private partnerships built today will define the next era of global Travel & Tourism.

This report provides policymakers, business leaders, and researchers with the evidence on which better decisions can be built. The sector's record performance in 2025 is not an endpoint, but the foundation for the next phase of growth.



**Gloria Guevara**  
President & CEO  
World Travel & Tourism Council

# ECONOMIC IMPACT RESEARCH 2026

The economic impact of global Travel & Tourism

|                                                                    | 2019                                        | 2025                                                                     |
|--------------------------------------------------------------------|---------------------------------------------|--------------------------------------------------------------------------|
| Travel & Tourism<br><b>GDP</b><br>(percentage share of global GDP) | <b>10.4%</b>                                | <b>9.8%</b>                                                              |
| Travel & Tourism<br><b>Change In GDP</b>                           |                                             | – 2025 vs 2024 –<br><b>+4.1%</b><br>+\$453BN GDP gain<br>(+8.7% vs 2019) |
| Travel & Tourism<br><b>Jobs Supported</b>                          | <b>338.4M</b><br>10.7% of global employment | <b>366.4M</b><br>10.9% of global employment                              |
| Travel & Tourism<br><b>Change In Jobs</b>                          |                                             | – 2025 vs 2024 –<br><b>+12.3M</b><br>+3.5%<br>(+8.3% vs 2019)            |

# THE ECONOMIC IMPACT OF TRAVEL & TOURISM

JUNE 2026

## FOREWORD

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## GLOBAL DATA

|  Total Travel & Tourism GDP Contribution |                                                   |                                                                             |  Total Travel & Tourism Jobs Contribution |                                             |                                           |
|--------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------|-----------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------|---------------------------------------------|-------------------------------------------|
| 2019                                                                                                                     | 10.4%<br>(Share of Global Economy)<br>USD 10.7 TN |                                                                             | 2019                                                                                                                       | 10.7%<br>(Share of Global Jobs)<br>338.4 MN |                                           |
| 2025                                                                                                                     | 9.8%<br>USD 11.6 TN                               | Annual Change:<br>4.1%<br>(8.7% vs 2019)<br>Economy Change YoY = 2.8%       | 2025                                                                                                                       | 10.9%<br>366.4 MN                           | Annual Change:<br>3.5%<br>(8.3% vs 2019)  |
| 2026<br>(F)                                                                                                              | 9.9%<br>USD 12.0 TN                               | Annual Change:<br>3.2%<br>(12.2% vs 2019)<br>Economy Change YoY = 2.4%      | 2026<br>(F)                                                                                                                | 11.1%<br>375.8 MN                           | Annual Change:<br>2.6%<br>(11.1% vs 2019) |
| 2036<br>(F)                                                                                                              | 11.0%<br>USD 17.1 TN                              | CAGR <sup>2</sup> (2026–2036):<br>3.6%<br>Economy CAGR (2026–2036):<br>2.4% | 2036<br>(F)                                                                                                                | 12.7%<br>464.5 MN                           | New Jobs (2026–2036):<br>88.7 MN          |

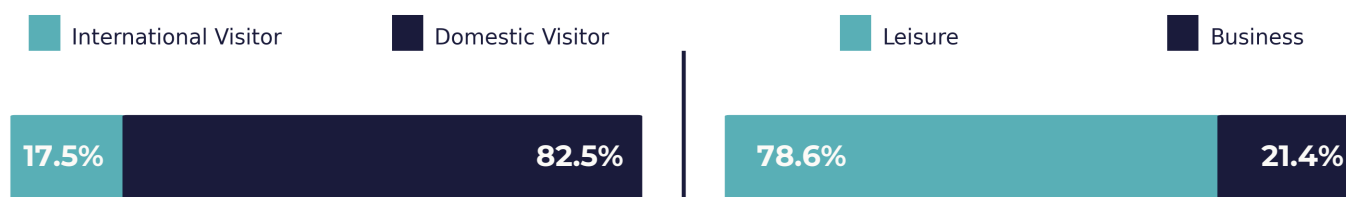
## ASIA-PACIFIC ECONOMIC COOPERATION (APEC) KEY DATA

|  Total Travel & Tourism GDP Contribution |                                            |                                                                             |  Total Travel & Tourism Jobs Contribution |                                             |                                          |
|----------------------------------------------------------------------------------------------------------------------------|--------------------------------------------|-----------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------|------------------------------------------|
| 2019                                                                                                                       | 9.5%<br>(of Total Economy)<br>(USD 5.7 TN) |                                                                             | 2019                                                                                                                         | 166.3 MN<br>=11.1%<br>(Share of Total Jobs) |                                          |
| 2025                                                                                                                       | 8.5%<br>(USD 6.1 TN)                       | Annual Change:<br>4.3%<br>(6.6% vs 2019)<br>Economy Change YoY = 2.9%       | 2025                                                                                                                         | 174.5 MN<br>=11.4%                          | Annual Change:<br>2.6%<br>(4.9% vs 2019) |
| 2026<br>(F)                                                                                                                | 8.6%<br>(USD 6.3 TN)                       | Annual Change:<br>3.6%<br>(10.4% vs 2019)<br>Economy Change YoY = 3.0%      | 2026<br>(F)                                                                                                                  | 177.7 MN<br>=11.6%                          | Annual Change:<br>1.9%<br>(6.9% vs 2019) |
| 2036<br>(F)                                                                                                                | 9.9%<br>(USD 9.3 TN)                       | CAGR <sup>2</sup> (2026–2036):<br>4.0%<br>Economy CAGR (2026–2036):<br>2.5% | 2036<br>(F)                                                                                                                  | 215.2 MN<br>=14.3%                          | New Jobs (2026–2036):<br>37.5 MN         |

## ASIA-PACIFIC ECONOMIC COOPERATION (APEC) SECTOR CHARACTERISTICS

| 2019                           | 2025                                                          | 2026 (F)                                                      | 2036 (F)                                         |
|--------------------------------|---------------------------------------------------------------|---------------------------------------------------------------|--------------------------------------------------|
| International Visitor Spending |                                                               |                                                               |                                                  |
| USD 769.5 BN                   | USD 716.4 BN<br>Annual Change: <b>4.8%</b><br>(-6.9% vs 2019) | USD 764.1 BN<br>Annual Change: <b>6.6%</b><br>(-0.7% vs 2019) | USD 1.2 TN<br>CAGR (2026 – 2036):<br><b>4.3%</b> |
| Domestic Visitor Spending      |                                                               |                                                               |                                                  |
| USD 3.1 TN                     | USD 3.4 TN<br>Annual Change: <b>3.8%</b><br>(10.5% vs 2019)   | USD 3.5 TN<br>Annual Change: <b>3.3%</b><br>(14.2% vs 2019)   | USD 5.0 TN<br>CAGR (2026 – 2036):<br><b>3.6%</b> |

## % SHARE OF TOTAL SPENDING IN 2025



Note: All figures shown for 2026 and thereafter are forecast projections (F). Data for additional Travel & Tourism indicators are available in the full report. For more details, visit <https://researchhub.wttc.org>.

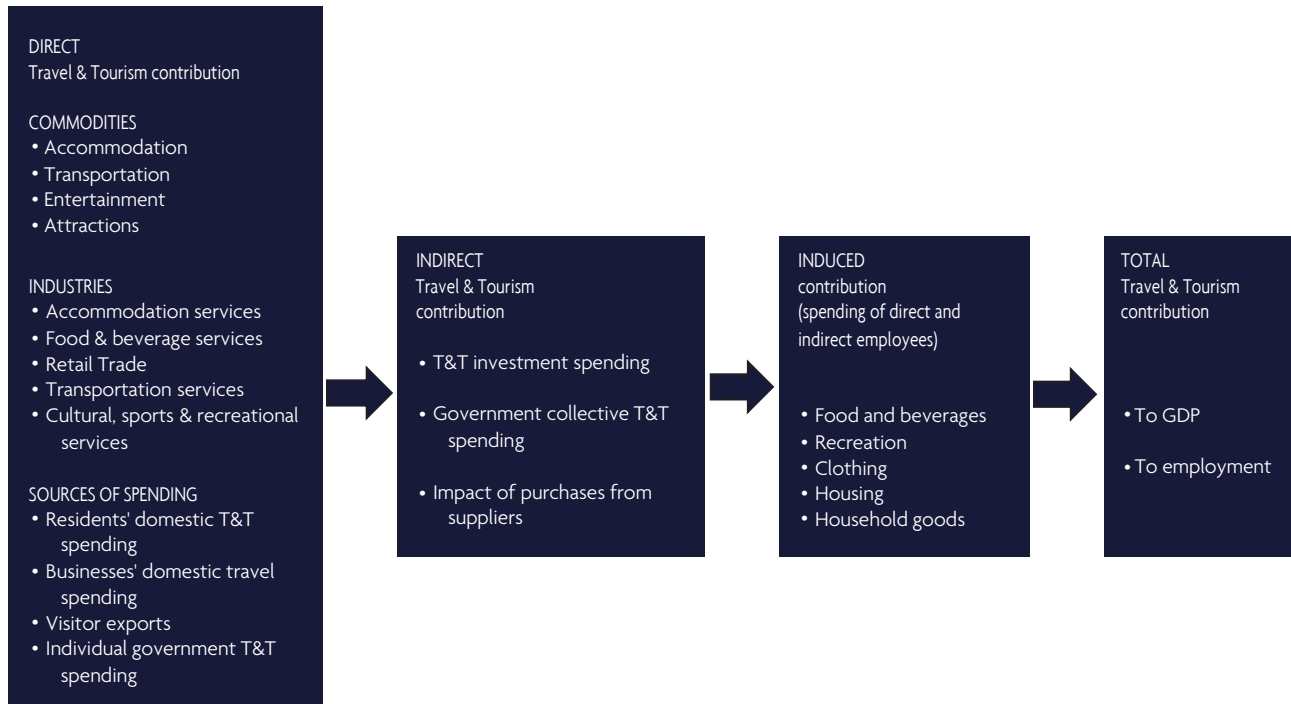
1. All values are in constant 2025 prices & exchange rates. As reported in April 2026

2. CAGR = Compound Annual Growth Rate

3. Source: Oxford Economics, national sources and UN Tourism (formerly UNWTO); Total may not add to 100% due to rounding

# DEFINING THE ECONOMIC CONTRIBUTION OF TRAVEL & TOURISM

Travel & Tourism is an important economic activity in most economies around the world. As well as its direct economic impact, the sector has significant indirect and induced impacts. The UN Statistics Division-approved Tourism Satellite Accounting methodology (TSA:RMF 2008) quantifies only the direct contribution of Travel & Tourism. 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 economy 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 industries such as hotels, airlines, airports, travel agents and leisure and recreation services that deal directly with tourists. The direct contribution of Travel & Tourism to GDP is calculated from total internal spending by 'netting out' the purchases made by the different tourism industries. This measure is consistent with the definition of Tourism GDP, specified in the 2008 Tourism Satellite Account: Recommended Methodological Framework (TSA: RMF 2008).

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 industries dealing directly with tourists – including, for example, purchases of food and cleaning services by hotels, of fuel and catering services by airlines, and IT services by travel agents.

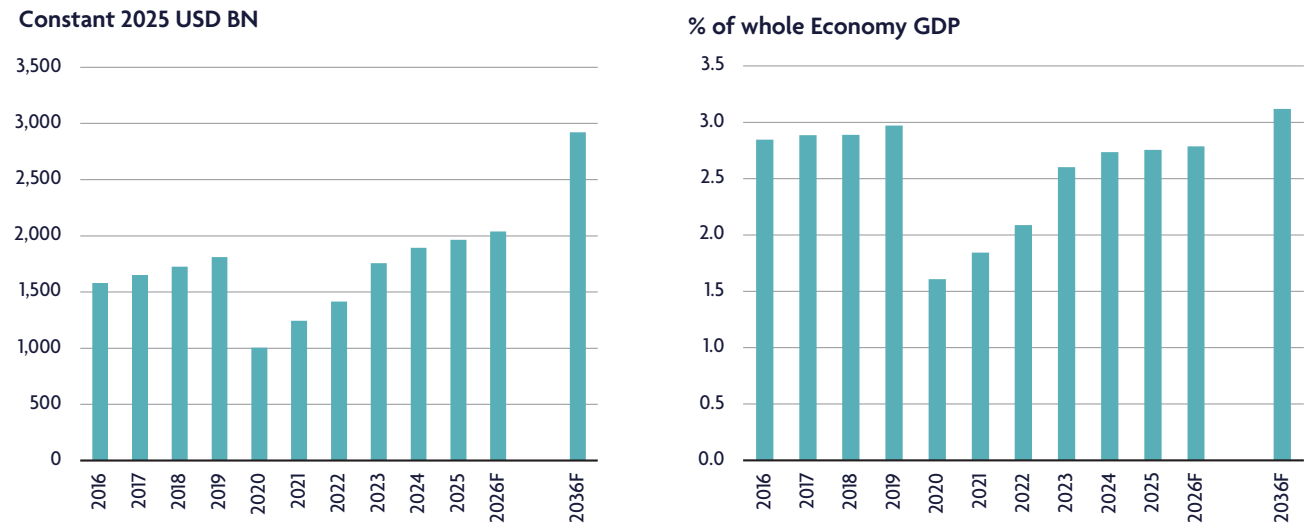
The 'induced' contribution measures the GDP and jobs supported by the spending of those who are directly or indirectly employed by the Travel & Tourism sector.

# TRAVEL & TOURISM'S CONTRIBUTION TO GDP<sup>1</sup>

The direct contribution of Travel & Tourism to GDP in 2025 was USD1,965.4bn (2.8% 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% pa to USD2,921.0bn (3.1% of GDP) from 2026 to 2036.

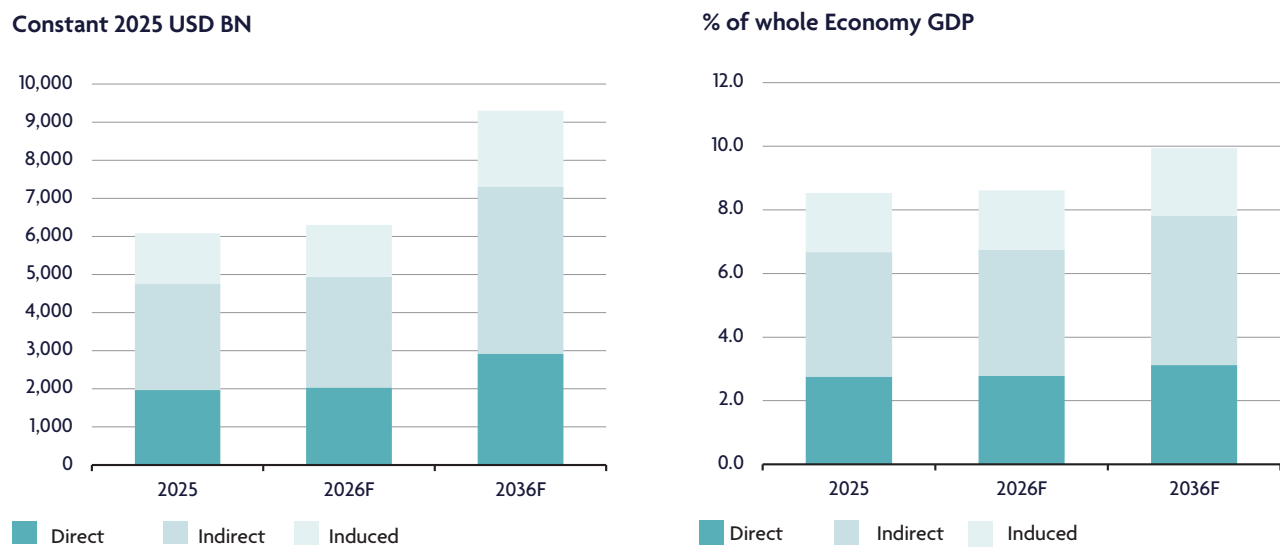
## APEC: DIRECT CONTRIBUTION OF TRAVEL & TOURISM TO GDP



The total contribution of Travel & Tourism to GDP (including wider effects from investment, the supply chain and induced income impacts, see the 'Defining the Economic Contribution of Travel & Tourism' page) was USD6,083.5bn in 2025 (8.5% of GDP).

It is forecast to rise by 4.0% pa to USD9,302.3bn from 2026 to 2036 (9.9% of GDP).

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



<sup>1</sup> All values are in constant 2025 prices & exchange rates

F - Forecast

# TRAVEL & TOURISM'S CONTRIBUTION TO EMPLOYMENT

Travel & Tourism supported 70,594,000 jobs directly in 2025 (4.6% of total employment). This includes employment by hotels, travel agents, airlines and other passenger transportation services (excluding commuter services). It also includes, for example, the activities of the restaurant and leisure industries directly supported by tourists.

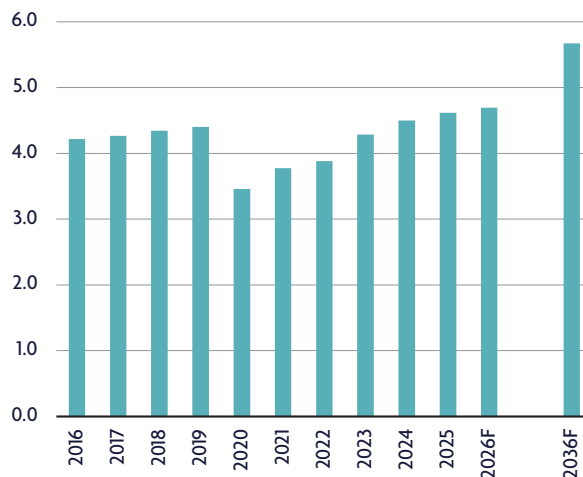
By 2036, Travel & Tourism will account for 85,486,000 jobs directly (5.7% of total employment), an increase of 1.7% pa from 2026.

## APEC: Direct Contribution of Travel & Tourism to Employment

'000 jobs



% of whole Economy employment

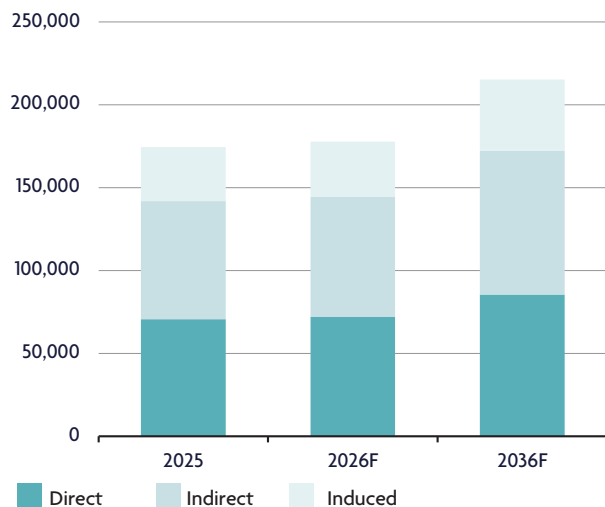


The total contribution of Travel & Tourism to employment (including wider effects from investment, the supply chain and induced income impacts, see the 'Defining the Economic Contribution of Travel & Tourism' page) was 174,488,000 jobs in 2025 (11.4% of total employment).

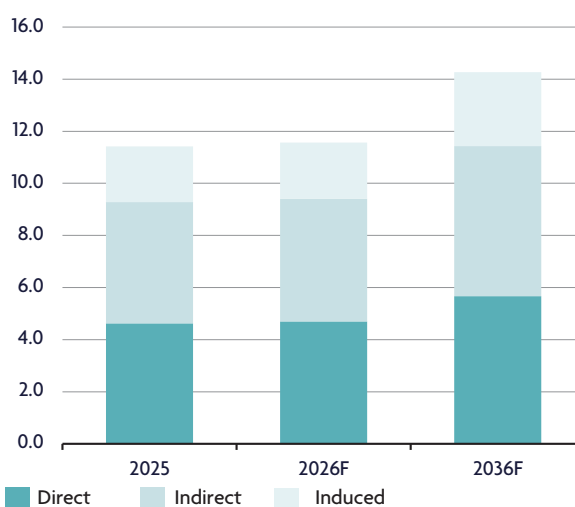
By 2036, Travel & Tourism is forecast to support 215,185,000 jobs (14.3% of total employment), an increase of 1.9% pa since 2026.

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

'000 jobs



% of whole Economy employment



F - Forecast

# VISITOR EXPORTS AND INVESTMENT<sup>1</sup>

## VISITOR EXPORTS

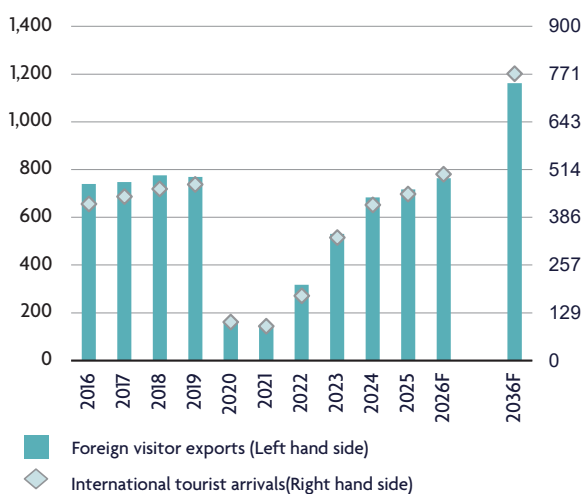
Visitor exports are a key component of the direct contribution of Travel & Tourism. In 2025, APEC generated USD716.4bn in visitor exports.

By 2036, international tourist arrivals are forecast to total 772,441,000, generating expenditure of USD1,162.0bn, an increase of 4.3% pa since 2026.

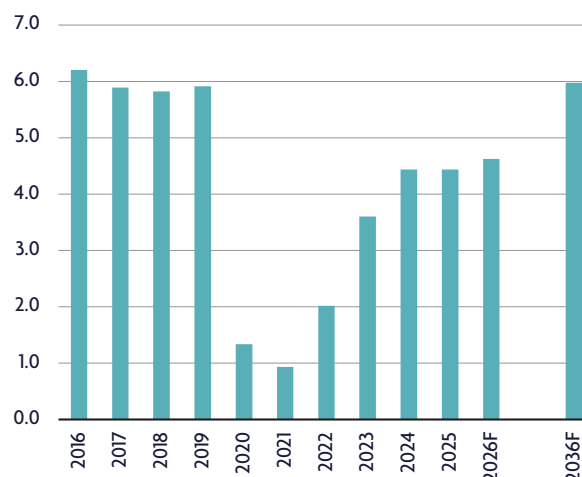
## APEC:VISITOR EXPORTS AND INTERNATIONAL TOURIST ARRIVALS

Constant 2025 USD BN

mn



Foreign visitor exports as % of total exports



## INVESTMENT

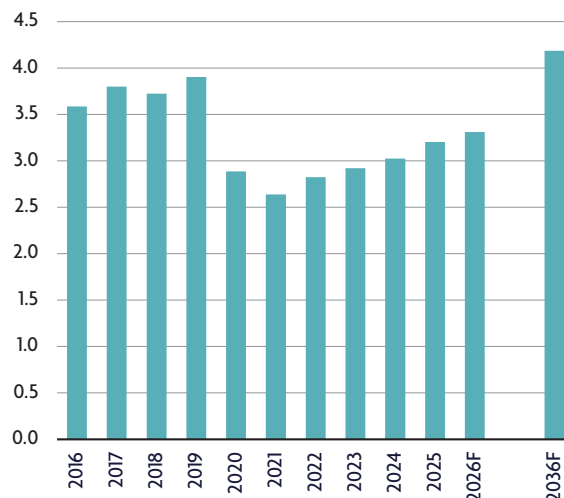
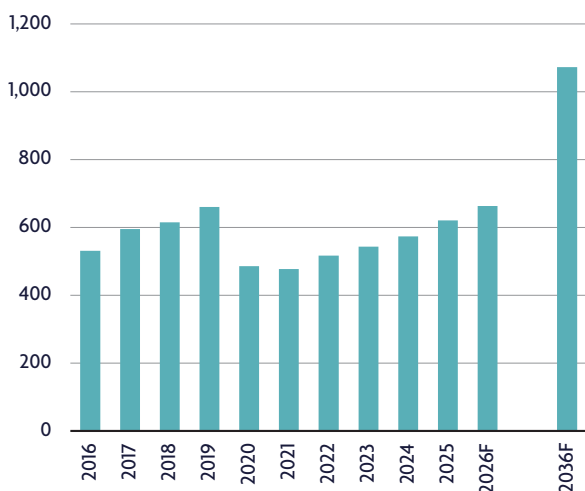
Travel & Tourism is expected to have attracted capital investment of USD620.4bn in 2025.

Travel & Tourism's share of total national investment is expected to be 4.2% in 2036.

## APEC: CAPITAL INVESTMENT IN TRAVEL & TOURISM

Constant 2025 USD BN

% of whole Economy investment



<sup>1</sup> All values are in constant 2025 prices & exchange rates

**F - Forecast**

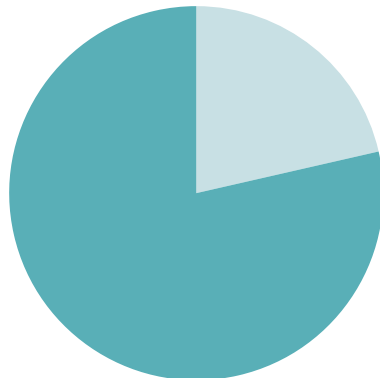
# DIFFERENT COMPONENTS OF TRAVEL & TOURISM<sup>1</sup>

## APEC

Travel & Tourism's contribution to GDP:  
Business vs Leisure, 2025

Leisure spending  
**78.6%**

Business spending  
**21.4%**



Leisure travel spending (inbound and domestic) generated 78.6% of total internal spending in 2025 (USD3,212.5bn) compared with 21.4% for business travel spending (USD875.8bn).

Leisure travel spending is expected to rise by 3.8% pa to USD4,856.3bn from 2026 to 2036.

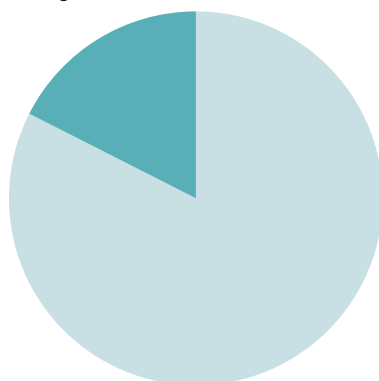
Business travel spending is expected to rise by 3.3% pa to USD1,268.2bn from 2026 to 2036.

## APEC

Travel & Tourism's contribution to GDP:  
Domestic vs Foreign, 2025

Foreign visitor spending  
**17.5%**

Domestic spending  
**82.5%**



Domestic travel spending generated 82.5% (USD3,371.9bn) of total internal spending in 2025 compared with 17.5% (USD716.4bn) for visitor exports (ie foreign visitor spending or international tourism receipts).

Domestic travel spending is expected to rise by 3.6% pa to USD4,963.0bn from 2026 to 2036.

Visitor exports are expected to rise by 4.3% pa to USD1,162.0bn from 2026 to 2036.

## APEC

Breakdown of Travel & Tourism's  
Total Contribution to GDP, 2025

Direct  
**32.3%**

Induced  
**21.7%**

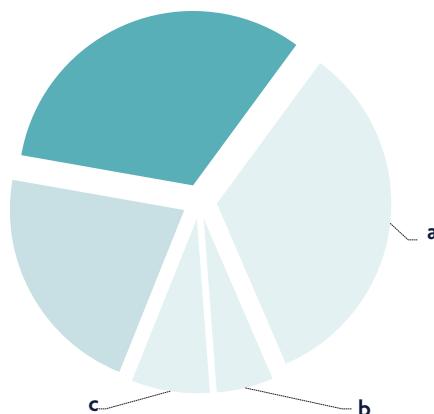
Indirect  
**46.0%**

*Indirect is the sum of:*

(a) Supply chain  
33.4%

(b) Investment  
5.3%

(c) Government collective  
7.3%



The Travel & Tourism sector contributes to GDP and employment in many ways as detailed on the 'Defining the Economic Contribution of Travel & Tourism' page.

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

<sup>1</sup> All values are in constant 2025 prices & exchange rates

# SUMMARY TABLES

| APEC                                           | 2025<br>USDbn <sup>1</sup> | 2025<br>% of total | 2026F<br>Growth <sup>2</sup> | USDbn <sup>1</sup> | 2036F<br>% of total | Growth <sup>3</sup> |
|------------------------------------------------|----------------------------|--------------------|------------------------------|--------------------|---------------------|---------------------|
| Direct contribution to GDP                     | 1,965.4                    | 2.8                | 3.7                          | 2,921.0            | 3.1                 | 3.7                 |
| Total contribution to GDP                      | 6,083.5                    | 8.5                | 3.6                          | 9,302.3            | 9.9                 | 4.0                 |
| Direct contribution to employment <sup>4</sup> | 70,594                     | 4.6                | 2.2                          | 85,486             | 5.7                 | 1.7                 |
| Total contribution to employment <sup>4</sup>  | 174,488                    | 11.4               | 1.9                          | 215,185            | 14.3                | 1.9                 |
| Visitor exports                                | 716.4                      | 4.4                | 6.6                          | 1,162.0            | 6.0                 | 4.3                 |
| Domestic spending                              | 3,371.9                    | 4.7                | 3.3                          | 4,963.0            | 5.3                 | 3.6                 |
| Leisure spending                               | 3,212.5                    | 4.5                | 3.8                          | 4,856.3            | 5.2                 | 3.8                 |
| Business spending                              | 875.8                      | 1.2                | 4.3                          | 1,268.2            | 1.3                 | 3.3                 |
| Capital investment                             | 620.4                      | 3.2                | 6.9                          | 1,072.2            | 4.2                 | 4.9                 |

<sup>1</sup>2025 constant prices & exchange rates; <sup>2</sup>2026 real growth adjusted for inflation (%); <sup>3</sup>2026-2036 annualised real growth adjusted for inflation (%); <sup>4</sup>000 jobs

| Worldwide                                      | 2025<br>USDbn <sup>1</sup> | 2025<br>% of total | 2026F<br>Growth <sup>2</sup> | USDbn <sup>1</sup> | 2036F<br>% of total | Growth <sup>3</sup> |
|------------------------------------------------|----------------------------|--------------------|------------------------------|--------------------|---------------------|---------------------|
| Direct contribution to GDP                     | 3,612.6                    | 3.1                | 3.1                          | 5,176.2            | 3.3                 | 3.3                 |
| Total contribution to GDP                      | 11,624.0                   | 9.8                | 3.2                          | 17,054.2           | 11.0                | 3.6                 |
| Direct contribution to employment <sup>4</sup> | 134,590                    | 4.0                | 2.7                          | 168,473            | 4.6                 | 2.0                 |
| Total contribution to employment <sup>4</sup>  | 366,358                    | 10.9               | 2.6                          | 464,476            | 12.7                | 2.1                 |
| Visitor exports                                | 2,016.1                    | 5.8                | 3.7                          | 3,064.3            | 7.2                 | 3.9                 |
| Domestic spending                              | 5,625.6                    | 4.8                | 2.9                          | 7,882.6            | 5.1                 | 3.1                 |
| Leisure spending                               | 6,149.7                    | 5.2                | 3.1                          | 8,867.7            | 5.7                 | 3.4                 |
| Business spending                              | 1,491.9                    | 1.3                | 3.2                          | 2,078.7            | 1.3                 | 3.0                 |
| Capital investment                             | 1,075.4                    | 3.6                | 5.9                          | 1,772.0            | 4.5                 | 4.5                 |

<sup>1</sup>2025 constant prices & exchange rates; <sup>2</sup>2026 real growth adjusted for inflation (%); <sup>3</sup>2026-2036 annualised real growth adjusted for inflation (%); <sup>4</sup>000 jobs

% of total refers to each indicator's share of the relevant whole economy indicator such as GDP and employment. Visitor exports is shown relative to total exports of goods and services. Domestic spending, as well as leisure and business spending, is expressed relative to whole economy GDP. Investment spending is expressed relative to whole economy investment.

## F - Forecast

# THE ECONOMIC CONTRIBUTION OF TRAVEL & TOURISM: REAL 2025 PRICES

| APEC<br>(USDbn, real 2025 prices)                                                              | 2020    | 2021     | 2022     | 2023     | 2024     | 2025     | 2026E    | 2036F    |
|------------------------------------------------------------------------------------------------|---------|----------|----------|----------|----------|----------|----------|----------|
| 1. Visitor exports                                                                             | 164.3   | 138.7    | 317.1    | 530.1    | 683.6    | 716.4    | 764.1    | 1,162.0  |
| 2. Domestic expenditure<br>(includes government individual spending)                           | 1,571.3 | 2,161.8  | 2,519.2  | 3,088.4  | 3,248.4  | 3,371.9  | 3,484.6  | 4,963.0  |
| 3. Internal tourism consumption<br>(= 1 + 2)                                                   | 1,735.5 | 2,300.5  | 2,836.3  | 3,618.4  | 3,932.0  | 4,088.4  | 4,248.7  | 6,125.0  |
| 4. Purchases by tourism providers,<br>including imported goods<br>(supply chain)               | -731.7  | -1,057.7 | -1,421.7 | -1,862.7 | -2,037.8 | -2,123.0 | -2,210.0 | -3,204.0 |
| <b>5. Direct contribution of<br/>Travel &amp; Tourism to GDP</b><br>(= 3 + 4)                  | 1,003.9 | 1,242.8  | 1,414.6  | 1,755.7  | 1,894.2  | 1,965.4  | 2,038.7  | 2,921.0  |
| <b>Other final impacts<br/>(indirect &amp; induced)</b>                                        | 750.0   | 1,059.0  | 1,328.2  | 1,876.5  | 2,075.1  | 2,179.1  | 2,257.1  | 3,401.7  |
| 6 Domestic supply chain                                                                        |         |          |          |          |          |          |          |          |
| 7. Capital investment                                                                          | 485.7   | 477.7    | 517.4    | 543.0    | 573.6    | 620.4    | 663.3    | 1,072.2  |
| 8. Government collective spending                                                              | 282.2   | 343.3    | 372.7    | 419.4    | 436.0    | 449.0    | 457.0    | 590.2    |
| 9. Imported goods from indirect<br>spending                                                    | -284.7  | -312.0   | -380.1   | -402.4   | -428.5   | -451.1   | -474.7   | -672.1   |
| 10. Induced                                                                                    | 564.2   | 775.1    | 945.9    | 1,199.7  | 1,279.7  | 1,320.7  | 1,362.8  | 1,989.4  |
| <b>11. Total contribution of<br/>Travel &amp; Tourism to GDP</b><br>(= 5 + 6 + 7 + 8 + 9 + 10) | 2,801.2 | 3,585.9  | 4,198.7  | 5,392.0  | 5,830.1  | 6,083.5  | 6,304.2  | 9,302.3  |
| <b>Employment impacts ('000)</b>                                                               |         |          |          |          |          |          |          |          |
| 12. Direct contribution of Travel &<br>Tourism to employment                                   | 51,022  | 56,305   | 58,362   | 64,904   | 68,461   | 70,594   | 72,121   | 85,486   |
| <b>13. Total contribution of Travel &amp;<br/>Tourism to employment</b>                        | 133,573 | 144,865  | 144,782  | 163,145  | 170,056  | 174,488  | 177,733  | 215,185  |
| <b>14. Other indicators</b>                                                                    |         |          |          |          |          |          |          |          |
| Expenditure on outbound travel                                                                 | 262.8   | 239.4    | 437.3    | 706.2    | 831.5    | 866.9    | 939.2    | 1,420.7  |
| Leisure spending                                                                               | 1,375.5 | 1,761.5  | 2,197.8  | 2,835.4  | 3,078.0  | 3,212.5  | 3,335.0  | 4,856.3  |
| Business spending                                                                              | 360.0   | 539.1    | 638.5    | 783.0    | 854.0    | 875.8    | 913.6    | 1,268.2  |

F - Forecast

# THE ECONOMIC CONTRIBUTION OF TRAVEL & TOURISM: NOMINAL PRICES

| APEC<br>(USDbn, nominal prices)                                                                | 2020    | 2021    | 2022     | 2023     | 2024     | 2025     | 2026F    | 2036F    |
|------------------------------------------------------------------------------------------------|---------|---------|----------|----------|----------|----------|----------|----------|
| 1. Visitor exports                                                                             | 143.3   | 125.0   | 299.0    | 513.7    | 669.5    | 716.4    | 794.1    | 1,501.1  |
| 2. Domestic expenditure<br>(includes government individual spending)                           | 1,371.5 | 1,992.9 | 2,379.9  | 3,005.1  | 3,189.4  | 3,371.9  | 3,642.0  | 6,381.8  |
| 3. Internal tourism consumption<br>(= 1 + 2)                                                   | 1,514.8 | 2,117.8 | 2,678.9  | 3,518.8  | 3,858.9  | 4,088.4  | 4,436.0  | 7,882.9  |
| 4. Purchases by tourism providers,<br>including imported goods<br>(supply chain)               | -655.8  | -995.1  | -1,351.4 | -1,814.2 | -2,000.9 | -2,123.0 | -2,307.4 | -4,129.5 |
| <b>5. Direct contribution of<br/>Travel &amp; Tourism to GDP</b><br>(= 3 + 4)                  | 859.0   | 1,122.8 | 1,327.5  | 1,704.7  | 1,858.0  | 1,965.4  | 2,128.7  | 3,753.4  |
| Relative contribution (% whole economy)                                                        | 1.6     | 1.8     | 2.1      | 2.6      | 2.7      | 2.8      | 2.8      | 3.1      |
| <b>Other final impacts<br/>(indirect &amp; induced)</b>                                        | 689.1   | 1,026.5 | 1,280.9  | 1,844.9  | 2,047.3  | 2,179.1  | 2,361.2  | 4,389.3  |
| 6. Domestic supply chain                                                                       |         |         |          |          |          |          |          |          |
| 7. Capital investment                                                                          | 435.7   | 456.1   | 505.5    | 532.5    | 564.9    | 620.4    | 689.5    | 1,373.0  |
| 8. Government collective spending                                                              | 252.4   | 324.4   | 359.3    | 408.3    | 427.2    | 449.0    | 472.7    | 755.1    |
| 9. Imported goods from indirect<br>spending                                                    | -254.6  | -295.4  | -367.2   | -393.0   | -421.4   | -451.1   | -493.0   | -860.0   |
| 10. Induced                                                                                    | 485.4   | 700.2   | 883.0    | 1,159.7  | 1,253.3  | 1,320.7  | 1,417.0  | 2,547.3  |
| <b>11. Total contribution of<br/>Travel &amp; Tourism to GDP</b><br>(= 5 + 6 + 7 + 8 + 9 + 10) | 2,467.0 | 3,334.6 | 3,988.9  | 5,257.0  | 5,729.2  | 6,083.5  | 6,576.1  | 11,958   |
| Relative contribution (% whole economy)                                                        | 4.6     | 5.5     | 6.3      | 8.0      | 8.4      | 8.5      | 8.6      | 9.9      |
| <b>Employment impacts ('000)</b>                                                               |         |         |          |          |          |          |          |          |
| 12. Direct contribution of Travel &<br>Tourism to employment                                   | 51,022  | 56,305  | 58,362   | 64,904   | 68,461   | 70,594   | 72,121   | 85,486   |
| Relative contribution (% whole economy)                                                        | 3.5     | 3.8     | 3.9      | 4.3      | 4.5      | 4.6      | 4.7      | 5.7      |
| <b>13. Total contribution of Travel &amp;<br/>Tourism to employment</b>                        | 133,573 | 144,865 | 144,782  | 163,145  | 170,056  | 174,488  | 177,733  | 215,185  |
| Relative contribution (% whole economy)                                                        | 9.1     | 9.7     | 9.6      | 10.8     | 11.2     | 11.4     | 11.6     | 14.3     |
| <b>14. Other indicators</b>                                                                    |         |         |          |          |          |          |          |          |
| Expenditure on outbound travel                                                                 | 240.5   | 231.6   | 426.9    | 686.3    | 815.3    | 866.9    | 981.5    | 1,840.7  |
| Leisure spending                                                                               | 1,203.7 | 1,628.0 | 2,076.2  | 2,760.6  | 3,020.8  | 3,212.5  | 3,489.4  | 6,265.0  |
| Business spending                                                                              | 311.1   | 489.8   | 602.6    | 758.2    | 838.2    | 875.8    | 946.6    | 1,617.8  |

## F - Forecast

\*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 UN Tourism (formerly UNWTO).

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

# THE ECONOMIC CONTRIBUTION OF TRAVEL & TOURISM: GROWTH

| APEC<br>Growth <sup>1</sup> (%)                                                                | 2020  | 2021  | 2022  | 2023 | 2024 | 2025 | 2026F | 2036F <sup>2</sup> |
|------------------------------------------------------------------------------------------------|-------|-------|-------|------|------|------|-------|--------------------|
| 1. Visitor exports                                                                             | -78.7 | -15.6 | 128.6 | 67.2 | 29.0 | 4.8  | 6.6   | 4.3                |
| 2. Domestic expenditure<br>(includes government individual spending)                           | -48.5 | 37.6  | 16.5  | 22.6 | 5.2  | 3.8  | 3.3   | 3.6                |
| 3. Internal tourism consumption<br>(= 1 + 2)                                                   | -54.6 | 32.6  | 23.3  | 27.6 | 8.7  | 4.0  | 3.9   | 3.7                |
| 4. Purchases by tourism providers,<br>including imported goods<br>(supply chain)               | -63.6 | 44.6  | 34.4  | 31.0 | 9.4  | 4.2  | 4.1   | 3.8                |
| 5. <b>Direct contribution of<br/>Travel &amp; Tourism to GDP</b><br>(= 3 + 4)                  | -44.6 | 23.8  | 13.8  | 24.1 | 7.9  | 3.8  | 3.7   | 3.7                |
| <b>Other final impacts<br/>(indirect &amp; induced)</b>                                        | -63.5 | 41.2  | 25.4  | 41.3 | 10.6 | 5.0  | 3.6   | 4.2                |
| 6. Domestic supply chain                                                                       |       |       |       |      |      |      |       |                    |
| 7. Capital investment                                                                          | -26.5 | -1.6  | 8.3   | 5.0  | 5.6  | 8.2  | 6.9   | 4.9                |
| 8. Government collective spending                                                              | -23.3 | 21.7  | 8.6   | 12.5 | 4.0  | 3.0  | 1.8   | 2.6                |
| 9. Imported goods from indirect<br>spending                                                    | -39.8 | 9.6   | 21.9  | 5.9  | 6.5  | 5.3  | 5.2   | 3.5                |
| 10. Induced                                                                                    | -56.1 | 37.4  | 22.0  | 26.8 | 6.7  | 3.2  | 3.2   | 3.9                |
| 11. <b>Total contribution of<br/>Travel &amp; Tourism to GDP</b><br>(= 5 + 6 + 7 + 8 + 9 + 10) | -50.9 | 28.0  | 17.1  | 28.4 | 8.1  | 4.3  | 3.6   | 4.0                |
| <b>Employment impacts ('000)</b>                                                               |       |       |       |      |      |      |       |                    |
| 12. Direct contribution of Travel &<br>Tourism to employment                                   | -22.9 | 10.4  | 3.7   | 11.2 | 5.5  | 3.1  | 2.2   | 1.7                |
| 13. <b>Total contribution of Travel &amp;<br/>Tourism to employment</b>                        | -19.7 | 8.5   | -0.1  | 12.7 | 4.2  | 2.6  | 1.9   | 1.9                |
| 14. <b>Other indicators</b>                                                                    |       |       |       |      |      |      |       |                    |
| Expenditure on outbound travel                                                                 | -67.7 | -8.9  | 82.7  | 61.5 | 17.8 | 4.3  | 8.3   | 4.2                |
| Leisure spending                                                                               | -53.6 | 28.1  | 24.8  | 29.0 | 8.6  | 4.4  | 3.8   | 3.8                |
| Business spending                                                                              | -57.9 | 49.7  | 18.5  | 22.6 | 9.1  | 2.6  | 4.3   | 3.3                |

## F - Forecast

<sup>1</sup>2020-2026 real annual growth adjusted for inflation (%); <sup>2</sup>2026-2036 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.

### ECONOMIES

This term is used because the scope of the research covers not only countries but also specific territories/states.

### 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 an economy less the purchases made by those industries (including imports). In terms of the UN's Tourism Satellite Account methodology it is consistent with total GDP calculated in table 6 of the TSA: RMF 2008.

### DIRECT CONTRIBUTION TO EMPLOYMENT

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

### TOTAL CONTRIBUTION TO GDP

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

### TOTAL CONTRIBUTION TO EMPLOYMENT

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

### DIRECT SPENDING IMPACTS

#### VISITOR EXPORTS

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

#### GOVERNMENT INDIVIDUAL SPENDING

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

### INTERNAL TOURISM CONSUMPTION

Total revenue generated within an economy 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 an economy by residents and international visitors.

### LEISURE TRAVEL & TOURISM SPENDING

Spending on leisure travel within an economy by residents and international visitors.

### INDIRECT AND INDUCED IMPACTS

#### INDIRECT CONTRIBUTION

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

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

#### INDUCED CONTRIBUTION

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

### OTHER INDICATORS

#### OUTBOUND EXPENDITURE

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

#### INTERNATIONAL TOURIST ARRIVALS

The number of arrivals of international overnight visitors (tourists) to the economy.

# METHODOLOGICAL NOTE

WTTC has an ongoing commitment to align its economic impact research with the UN Statistics Division-approved 2008 Tourism Satellite Account: Recommended Methodological Framework (TSA:RMF 2008). This involves the benchmarking of our data to official, published TSAs, including for economies which are reporting data for the first time, as well as existing economies reporting an additional year's data. New TSAs incorporated this year include Azerbaijan, Belize and Ireland, bringing the total of economies in our benchmarking dataset to 79. Our TSA benchmarked economies cover more than 90% of global direct T&T GDP.

WTTC coverage includes data and reports on 184 individual economies and 28 regions, sub-regions and economic and geographic groups.

## ECONOMIC AND GEOGRAPHIC GROUPS

### APEC (ASIA-PACIFIC ECONOMIC COOPERATION)

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

### COMMONWEALTH<sup>1</sup>

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

### G7

Canada, France, Germany, Italy, Japan, UK, USA.

### G20

African Union, Argentina, Australia, Brazil, Canada, China, European Union, France<sup>2</sup>, Germany<sup>2</sup>, India, Indonesia, Italy<sup>2</sup>, Japan, Mexico, Russia, Saudi Arabia, South Africa<sup>3</sup>, South Korea, Türkiye, UK, USA.

### GCC (GULF COOPERATION COUNCIL)

Bahrain, Kuwait, Oman, Qatar, Saudi Arabia, UAE.

### OAS (ORGANIZATION OF AMERICAN STATES)

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

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

Australia, Austria, Belgium, Canada, Chile, Colombia, Costa Rica, Czechia, Denmark, Estonia, Finland, France, Germany, Greece, Hungary, Iceland, Ireland, Israel, Italy, Japan, Latvia, Lithuania, Luxembourg, Mexico, Netherlands, New Zealand, Norway, Poland, Portugal, Slovakia, Slovenia, South Korea, Spain, Sweden, Switzerland, Türkiye, UK, USA.

### OIC (ORGANISATION OF ISLAMIC COOPERATION)<sup>4</sup>

Albania, Algeria, Azerbaijan, Bahrain, Bangladesh, Benin, Brunei Darussalam, Burkina Faso, Cameroon, Chad, Comoros, Côte d'Ivoire, Egypt, Gabon, Gambia, Guinea, Guyana, Indonesia, Iran, Iraq, Jordan, Kazakhstan, Kuwait, Kyrgyzstan, Lebanon, Libya, Malaysia, Maldives, Mali, Morocco, Mozambique, Niger, Nigeria, Oman, Pakistan, Qatar, Saudi Arabia, Senegal, Sierra Leone, Sudan, Suriname, Syria, Tajikistan, Togo, Tunisia, Türkiye, UAE, Uganda, Uzbekistan, Yemen.

### PACIFIC ALLIANCE

Chile, Colombia, Mexico, Peru.

### SADC (SOUTHERN AFRICAN DEVELOPMENT COMMUNITY)

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

1. This includes data for Overseas British Territories, but there is no data for Nauru, Samoa and Tuvalu

2. Included in European Union

3. Included in African Union

4. No data for Afghanistan, Djibouti, Guinea-Bissau, Mauritania, Palestine, Somalia or Turkmenistan

# ECONOMIC IMPACT REPORTS

## REGIONS, SUB REGIONS & COUNTRIES/ECONOMIES

| WORLD  |              |                              |          |                             |                               |              |                        |                      |        |                |                        |  |
|--------|--------------|------------------------------|----------|-----------------------------|-------------------------------|--------------|------------------------|----------------------|--------|----------------|------------------------|--|
| REGION | SUB REGION   | COUNTRY & ECONOMY            | REGION   | SUB REGION                  | COUNTRY & ECONOMY             | REGION       | SUB REGION             | COUNTRY & ECONOMY    | REGION | SUB-REGION     | COUNTRY & ECONOMY      |  |
| AFRICA | NORTH AFRICA | Algeria                      | AMERICAS | CARIBBEAN                   | Anguilla                      | ASIA-PACIFIC | NORTHEAST ASIA         | China                | EUROPE | EUROPEAN UNION | Hungary                |  |
|        |              | Egypt                        |          |                             | Antigua and Barbuda           |              |                        | Hong Kong SAR, China |        |                | Ireland                |  |
|        |              | Libya                        |          |                             | Aruba                         |              |                        | Japan                |        |                | Italy                  |  |
|        |              | Morocco                      |          |                             | Bahamas                       |              |                        | Macao SAR, China     |        |                | Latvia                 |  |
|        |              | Tunisia                      |          |                             | Barbados                      |              |                        | Mongolia             |        |                | Lithuania              |  |
|        | SUB-SAHARAN  | Angola                       |          |                             | Bermuda                       |              | CENTRAL ASIA           | South Korea          |        |                | Luxembourg             |  |
|        |              | Benin                        |          |                             | British Virgin Islands        |              |                        | Taiwan, China        |        |                | Malta                  |  |
|        |              | Botswana                     |          |                             | Cayman Islands                |              |                        | Kazakhstan           |        |                | Netherlands            |  |
|        |              | Burkina Faso                 |          |                             | Cuba                          |              |                        | Kyrgyzstan           |        |                | Poland                 |  |
|        |              | Burundi                      |          |                             | Curaçao¹                      |              |                        | Tajikistan           |        |                | Portugal               |  |
|        |              | Cabo Verde                   |          |                             | Dominica                      |              | OCEANIA                | Uzbekistan           |        |                | Romania                |  |
|        |              | Cameroon                     |          |                             | Dominican Republic            |              |                        | Australia            |        |                | Slovakia               |  |
|        |              | Central African Republic     |          |                             | Grenada                       |              |                        | Fiji                 |        |                | Slovenia               |  |
|        |              | Chad                         |          |                             | Guadeloupe                    |              |                        | Kiribati             |        |                | Spain                  |  |
|        |              | Comoros                      |          |                             | Haiti                         |              |                        | New Zealand          |        |                | Sweden                 |  |
|        |              | Congo                        |          |                             | Jamaica                       |              | SOUTH ASIA             | Papua New Guinea     |        |                | Albania                |  |
|        |              | Côte d'Ivoire                |          |                             | Martinique                    |              |                        | Solomon Islands      |        |                | Armenia                |  |
|        |              | Democratic Republic of Congo |          |                             | Puerto Rico                   |              |                        | Tonga                |        |                | Azerbaijan             |  |
|        |              | Eswatini                     |          |                             | St Kitts and Nevis            |              |                        | Vanuatu              |        |                | Belarus                |  |
|        |              | Ethiopia                     |          |                             | St Lucia                      |              |                        | Bangladesh           |        | OTHER EUROPE   | Bosnia and Herzegovina |  |
|        |              | Gabon                        |          |                             | St Vincent and the Grenadines |              |                        | India                |        |                | Georgia                |  |
|        |              | Gambia                       |          |                             | Trinidad and Tobago           |              |                        | Maldives             |        |                | Iceland                |  |
|        |              | Ghana                        |          |                             | US Virgin Islands             |              |                        | Nepal                |        |                | Moldova                |  |
|        |              | Guinea                       |          |                             |                               |              |                        | Pakistan             |        |                | Montenegro             |  |
|        |              | Kenya                        |          | CENTRAL AND SOUTH AMERICA ² | Argentina                     |              | SOUTHEAST ASIA (ASEAN) | Sri Lanka            |        |                | North Macedonia        |  |
|        |              | Lesotho                      |          |                             | Belize                        |              |                        | Brunei Darussalam    |        |                | Norway                 |  |
|        |              | Madagascar                   |          |                             | Bolivia                       |              |                        | Cambodia             |        |                | Russia                 |  |
|        |              | Malawi                       |          |                             | Brazil                        |              |                        | Indonesia            |        |                | Serbia                 |  |
|        |              | Mali                         |          |                             | Chile                         |              |                        | Laos                 |        |                | Switzerland            |  |
|        |              | Mauritius                    |          |                             | Colombia                      |              | EUROPEAN UNION         | Malaysia             |        | MIDDLE EAST    | Türkiye                |  |
|        |              | Mozambique                   |          |                             | Costa Rica                    |              |                        | Myanmar              |        |                | UK                     |  |
|        |              | Namibia                      |          |                             | Ecuador                       |              |                        | Philippines          |        |                | Ukraine                |  |
|        |              | Niger                        |          |                             | El Salvador                   |              |                        | Singapore            |        |                | Bahrain                |  |
|        |              | Nigeria                      |          |                             | Guatemala                     |              |                        | Thailand             |        |                | Iran                   |  |
|        |              | Réunion                      |          |                             | Guyana                        | EUROPE       |                        | Vietnam              |        |                | Iraq                   |  |
|        |              | Rwanda                       |          |                             | Honduras                      |              |                        | Austria              |        |                | Israel                 |  |
|        |              | Sao Tome and Principe        |          |                             | Nicaragua                     |              |                        | Belgium              |        |                | Jordan                 |  |
|        |              | Senegal                      |          |                             | Panama                        |              |                        | Bulgaria             |        |                | Kuwait                 |  |
|        |              | Seychelles                   |          |                             | Paraguay                      |              |                        | Croatia              |        |                | Lebanon                |  |
|        |              | Sierra Leone                 |          |                             | Peru                          |              |                        | Cyprus               |        |                | Oman                   |  |
|        |              | South Africa                 |          |                             | Suriname                      |              |                        | Czechia              |        |                | Qatar                  |  |
|        |              | Sudan                        |          |                             | Uruguay                       |              |                        | Denmark              |        |                | Saudi Arabia           |  |
|        |              | Tanzania                     |          |                             | Venezuela                     |              |                        | Estonia              |        |                | Syria                  |  |
|        |              | Togo                         |          | NORTH AMERICA               | Canada                        |              |                        | Finland              |        |                | United Arab Emirates   |  |
|        |              | Uganda                       |          |                             | Mexico                        |              |                        | France               |        |                | Yemen                  |  |
|        |              | Zambia                       |          |                             | USA                           |              |                        | Germany              |        |                |                        |  |
|        |              |                              |          |                             |                               |              |                        | Greece               |        |                |                        |  |
|        |              |                              |          |                             |                               |              |                        |                      |        |                |                        |  |

1. Referred to as Former Netherlands Antilles in previous WTTC reports.

2. Referred to as Latin America in previous WTTC reports.

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

Together with Oxford Economics, WTTC produces annual research that shows Travel & Tourism to be one of the world's largest sectors, supporting 366 million jobs and generating nearly 10% of global GDP in 2025. Comprehensive reports quantify, compare and forecast the economic impact of Travel & Tourism on 184 economies around the world. In addition to individual country fact sheets, and fuller country reports, WTTC produces a world report highlighting global trends and 27 further reports that focus on regions, sub-regions and economic and geographic groups.

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