WORLD TRAVEL & TOURISM COUNCIL

TRAVEL & TOURISM ECONOMIC IMPACT RESEARCH 2026

PACIFIC ALLIANCE

LEAD RESEARCH PARTNER

Travel

FOREWORD

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

For more information, please visit:
ResearchHub.WTTC.org

ECONOMIC IMPACT RESEARCH 2026

The economic impact of global Travel & Tourism

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

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THE ECONOMIC IMPACT OF TRAVEL & TOURISM

JUNE 2026

PACIFIC ALLIANCE

2026 Economic Impact Research (EIR): Key Highlights[1]

Lead Research Partner

GLOBAL DATA

Total Travel & Tourism GDP Contribution

2019	**10.4%** (Share of Global Economy) USD **10.7 TN**	
2025	**9.8%** USD **11.6 TN**	Annual Change: **4.1%** (**8.7%** vs 2019) Economy Change YoY = 2.8%
2026 (F)	**9.9%** USD **12.0 TN**	Annual Change: **3.2%** (**12.2%** vs 2019) Economy Change YoY = 2.4%
2036 (F)	**11.0%** USD **17.1 TN**	CAGR[2] (2026–2036): **3.6%** Economy CAGR (2026–2036): **2.4%**

Total Travel & Tourism Jobs Contribution

2019	**10.7%** (Share of Global Jobs) **338.4 MN**	
2025	**10.9%** **366.4 MN**	Annual Change: **3.5%** (**8.3%** vs 2019)
2026 (F)	**11.1%** **375.8 MN**	Annual Change: **2.6%** (**11.1%** vs 2019)
2036 (F)	**12.7%** **464.5 MN**	New Jobs (2026–2036): **88.7 MN**

PACIFIC ALLIANCE KEY DATA

Total Travel & Tourism GDP Contribution

2019	**12.4%** (of Total Economy) (USD **346.6 BN**)	
2025	**12.2%** (USD **366.8 BN**)	Annual Change: **2.4%** (**5.8%** vs 2019) Economy Change YoY = 1.6%
2026 (F)	**12.3%** (USD **378.1 BN**)	Annual Change: **3.1%** (**9.1%** vs 2019) Economy Change YoY = 1.8%
2036 (F)	**13.0%** (USD **480.9 BN**)	CAGR[2] (2026–2036): **2.4%** Economy CAGR (2026–2036): **2.0%**

Total Travel & Tourism Jobs Contribution

2019	**10.8 MN** **=10.6%** (Share of Total Jobs)	
2025	**11.7 MN** **=10.7%**	Annual Change: **3.5%** (**8.7%** vs 2019)
2026 (F)	**12.1 MN** **=10.9%**	Annual Change: **3.3%** (**12.2%** vs 2019)
2036 (F)	**14.5 MN** **=12.1%**	New Jobs (2026–2036): **2.4 MN**

WORLD TRAVEL & TOURISM COUNCIL

PACIFIC ALLIANCE

2026 Economic Impact Research (EIR): Key Highlights[1]

Lead Research Partner Travel

PACIFIC ALLIANCE SECTOR CHARACTERISTICS

2019	2025	2026 (F)	2036 (F)
International Visitor Spending			
USD 54.7 BN	**USD 59.1 BN** Annual Change: **4.1%** (**8.1%** vs 2019)	**USD 60.8 BN** Annual Change: **2.8%** (**11.2%** vs 2019)	**USD 93.7 BN** CAGR (2026 – 2036): **4.4%**
Domestic Visitor Spending			
USD 240.6 BN	**USD 253.2 BN** Annual Change: **2.8%** (**5.2%** vs 2019)	**USD 258.5 BN** Annual Change: **2.1%** (**7.4%** vs 2019)	**USD 315.8 BN** CAGR (2026 – 2036): **2.0%**

% SHARE OF TOTAL SPENDING IN 2025

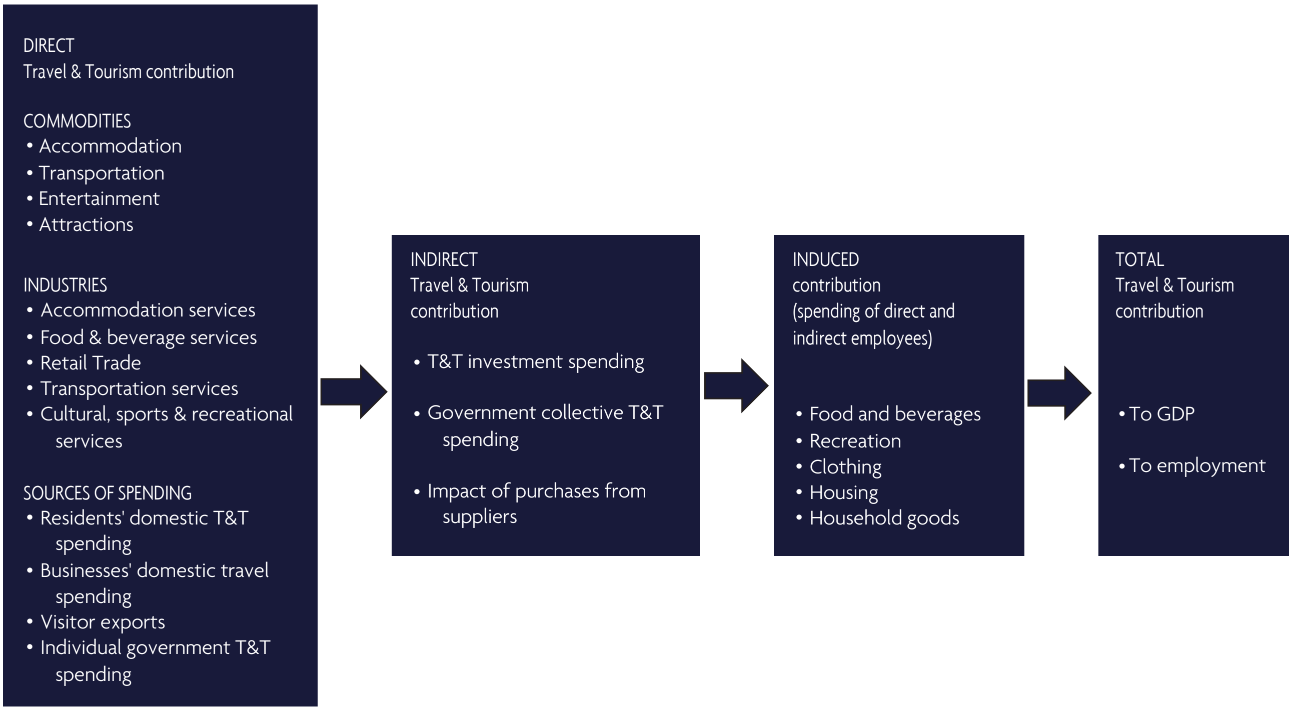
Note: All figures shown for 2026 and thereafter are forecast projections (F). Data for additional Travel & Tourism indicators are available in the full report. For more details, visit https://researchhub.wttc.org.

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

Strategic Partner AMERICAN EXPRESS

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.

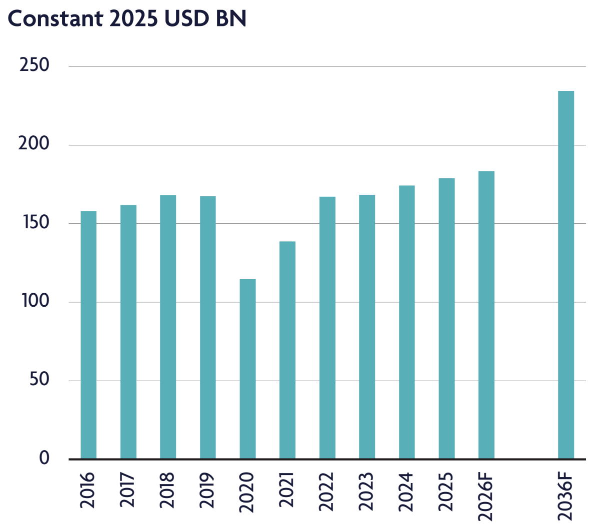
The 'induced' contribution measures the GDP and jobs supported by the spending of those who are directly or indirectly employed by the Travel & Tourism sector.

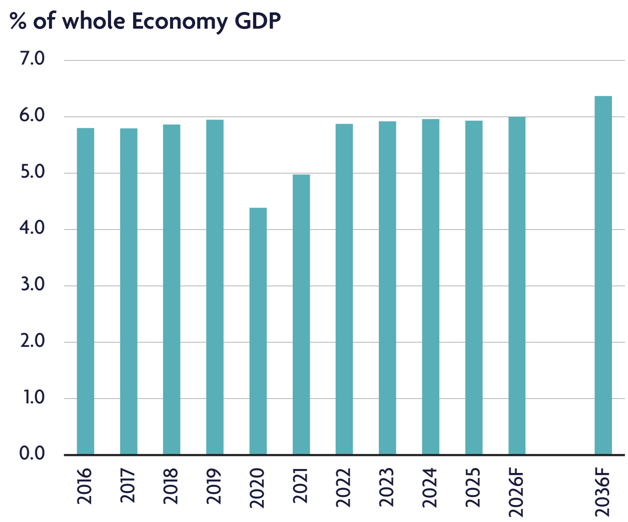
TRAVEL & TOURISM'S CONTRIBUTION TO GDP[1]

The direct contribution of Travel & Tourism to GDP in 2025 was USD178.9bn (5.9% 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 2.5% pa to USD234.5bn (6.4% of GDP) from 2026 to 2036.

PACIFIC ALLIANCE: DIRECT CONTRIBUTION OF TRAVEL & TOURISM TO GDP

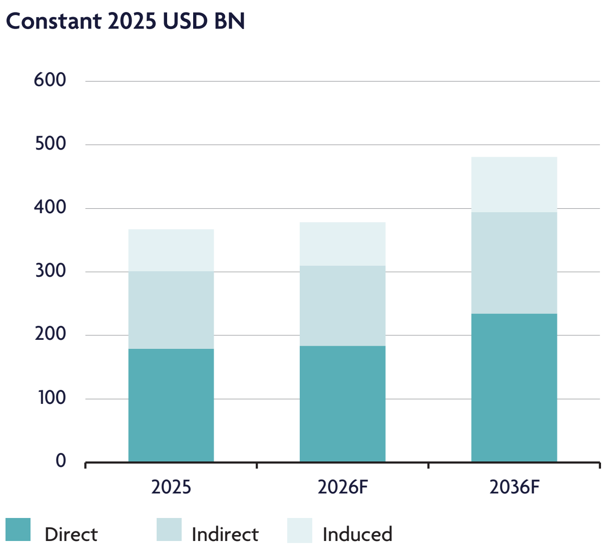


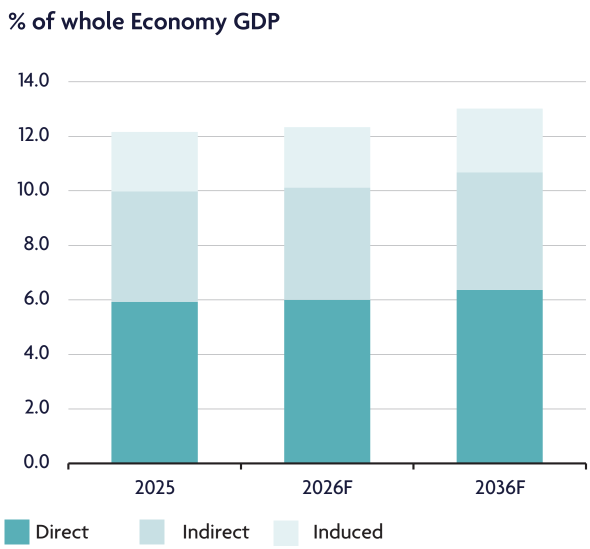


The total contribution of Travel & Tourism to GDP (including wider effects from investment, the supply chain and induced income impacts, see the 'Defining the Economic Contribution of Travel & Tourism' page) was USD366.8bn in 2025 (12.2% of GDP).

It is forecast to rise by 2.4% pa to USD480.9bn from 2026 to 2036 (13.0% of GDP).

PACIFIC ALLIANCE: TOTAL CONTRIBUTION OF TRAVEL & TOURISM TO GDP





[1] All values are in constant 2025 prices & exchange rates

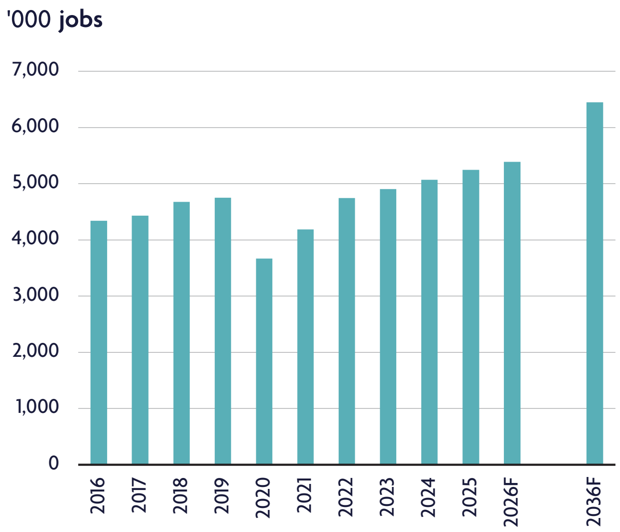
F - Forecast

TRAVEL & TOURISM'S CONTRIBUTION TO EMPLOYMENT

Travel & Tourism supported 5,244,000 jobs directly in 2025 (4.8% 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 6,448,000 jobs directly (5.4% of total employment), an increase of 1.8% pa from 2026.

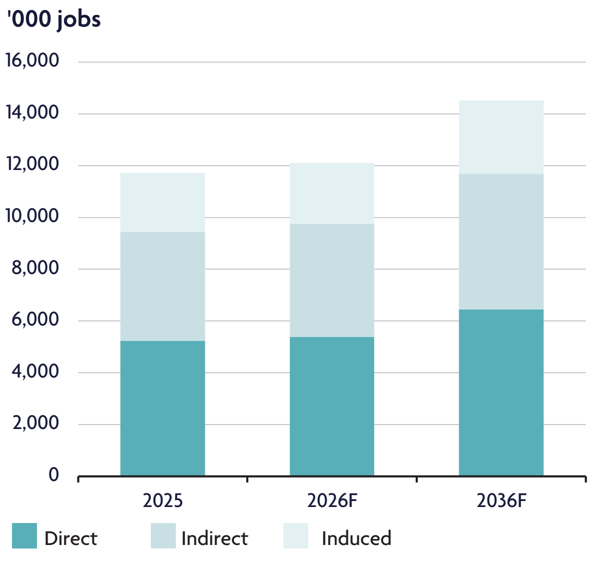
PACIFIC ALLIANCE: Direct Contribution of Travel & Tourism to Employment

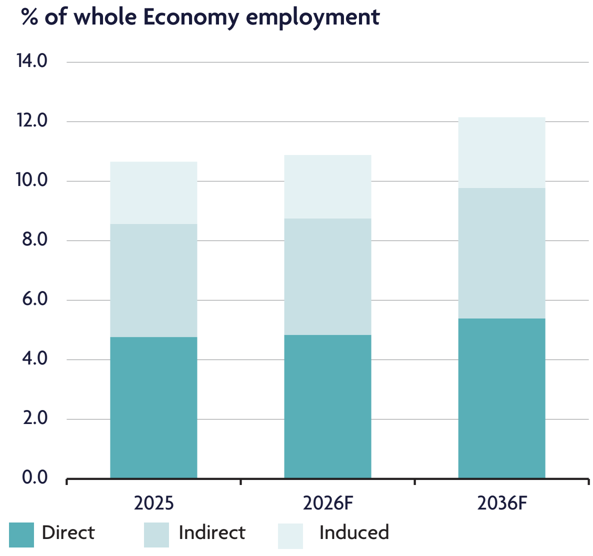


The total contribution of Travel & Tourism to employment (including wider effects from investment, the supply chain and induced income impacts, see the 'Defining the Economic Contribution of Travel & Tourism' page) was 11,729,500 jobs in 2025 (10.7% of total employment).

By 2036, Travel & Tourism is forecast to support 14,519,000 jobs (12.1% of total employment), an increase of 1.8% pa since 2026.

PACIFIC ALLIANCE: TOTAL CONTRIBUTION OF TRAVEL & TOURISM TO EMPLOYMENT





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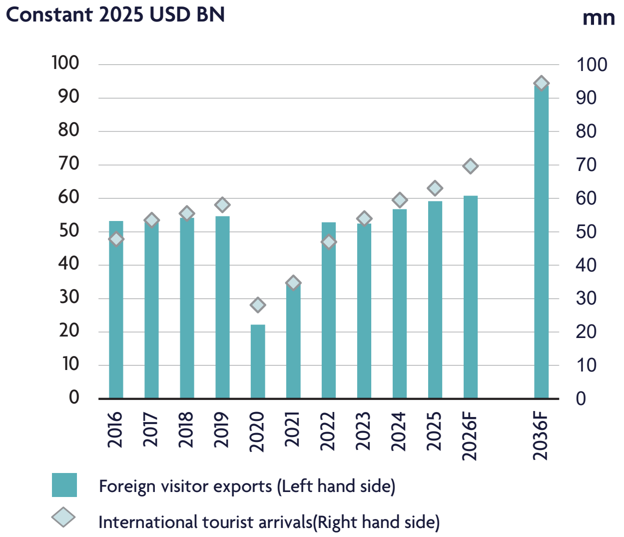
VISITOR EXPORTS AND INVESTMENT[1]

VISITOR EXPORTS

Visitor exports are a key component of the direct contribution of Travel & Tourism. In 2025, Pacific Alliance generated USD59.1bn in visitor exports.

By 2036, international tourist arrivals are forecast to total 94,384,000, generating expenditure of USD93.7bn, an increase of 4.4% pa since 2026.

PACIFIC ALLIANCE:VISITOR EXPORTS AND INTERNATIONAL TOURIST ARRIVALS

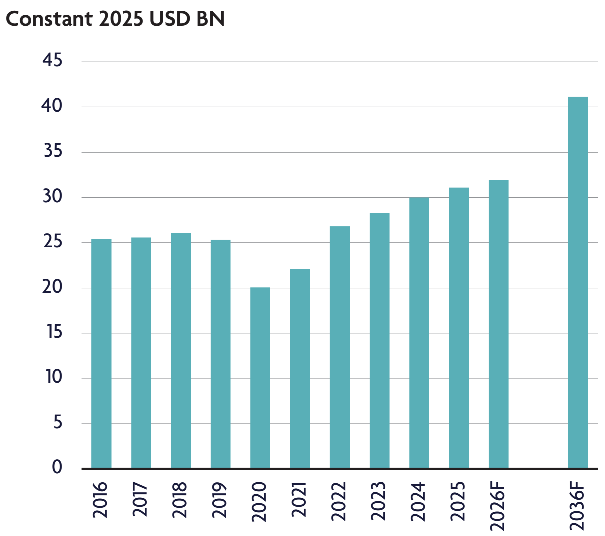


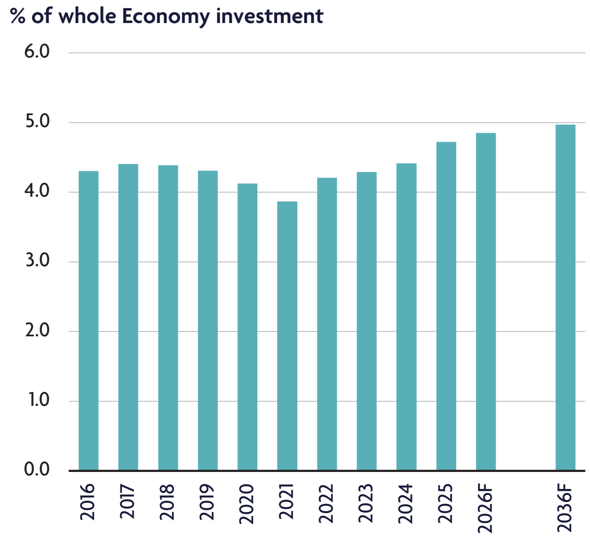
INVESTMENT

Travel & Tourism is expected to have attracted capital investment of USD31.1bn in 2025.

Travel & Tourism's share of total national investment is expected to be 5.0% in 2036.

PACIFIC ALLIANCE: CAPITAL INVESTMENT IN TRAVEL & TOURISM



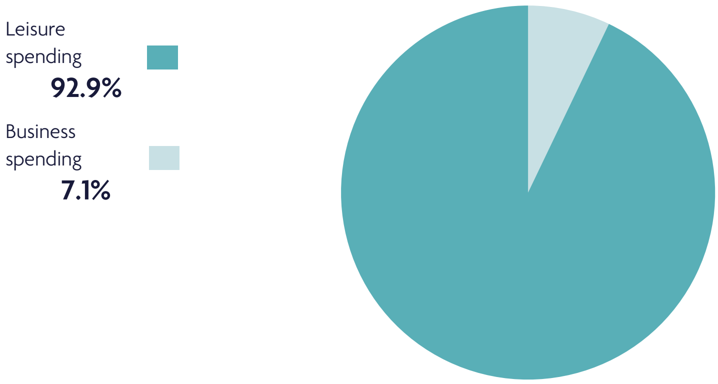


[1] All values are in constant 2025 prices & exchange rates

F - Forecast

DIFFERENT COMPONENTS OF TRAVEL & TOURISM[1]

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

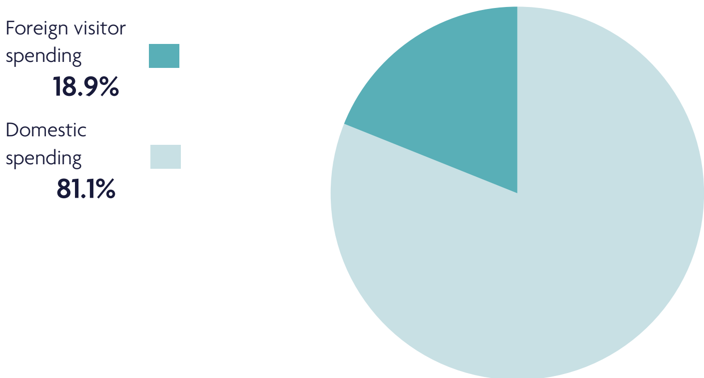


Leisure travel spending (inbound and domestic) generated 92.9% of total internal spending in 2025 (USD290.1bn) compared with 7.1% for business travel spending (USD22.2bn).

Leisure travel spending is expected to rise by 2.5% pa to USD379.7bn from 2026 to 2036.

Business travel spending is expected to rise by 2.7% pa to USD29.8bn from 2026 to 2036.

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

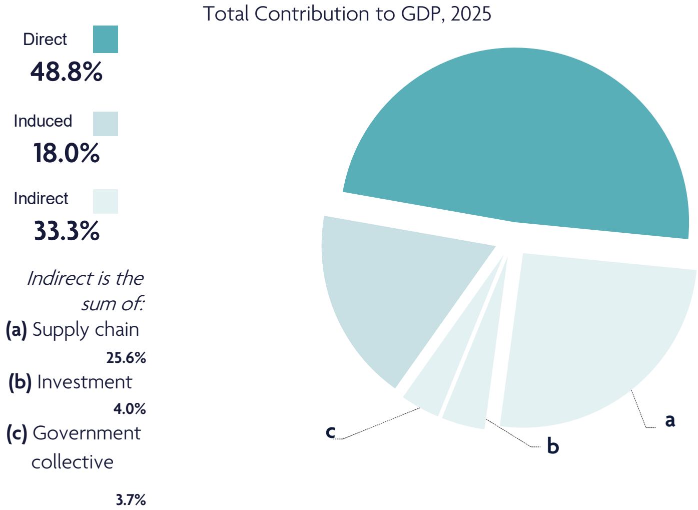


Domestic travel spending generated 81.1% (USD253.2bn) of total internal spending in 2025 compared with 18.9% (USD59.1bn) for visitor exports (ie foreign visitor spending or international tourism receipts).

Domestic travel spending is expected to rise by 2.0% pa to USD315.8bn from 2026 to 2036.

Visitor exports are expected to rise by 4.4% pa to USD93.7bn from 2026 to 2036.

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



[1] All values are in constant 2025 prices & exchange rates

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 twice as large as its direct contribution.

SUMMARY TABLES

Pacific Alliance	2025 USDbn[1]	2025 % of total	2026F Growth[2]	2036F USDbn[1]	2036F % of total	2036F Growth[3]
Direct contribution to GDP	178.9	5.9	2.5	234.5	6.4	2.5
Total contribution to GDP	366.8	12.2	3.1	480.9	13.0	2.4
Direct contribution to employment[4]	5,244	4.8	2.8	6,448	5.4	1.8
Total contribution to employment[4]	11,730	10.7	3.3	14,519	12.1	1.8
Visitor exports	59.1	5.7	2.8	93.7	8.4	4.4
Domestic spending	253.2	8.4	2.1	315.8	8.6	2.0
Leisure spending	290.1	9.6	2.1	379.7	10.3	2.5
Business spending	22.2	0.7	3.0	29.8	0.8	2.7
Capital investment	31.1	4.7	2.7	41.1	5.0	2.6

[1]2025 constant prices & exchange rates; [2]2026 real growth adjusted for inflation (%); [3]2026-2036 annualised real growth adjusted for inflation (%); [4]'000 jobs

Worldwide	2025 USDbn[1]	2025 % of total	2026F Growth[2]	2036F USDbn[1]	2036F % of total	2036F Growth[3]
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[4]	134,590	4.0	2.7	168,473	4.6	2.0
Total contribution to employment[4]	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

[1]2025 constant prices & exchange rates; [2]2026 real growth adjusted for inflation (%); [3]2026-2036 annualised real growth adjusted for inflation (%); [4]'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

Pacific Alliance (USDbn, real 2025 prices)	2020	2021	2022	2023	2024	2025	2026E	2036F
1. Visitor exports	22.2	34.7	52.9	52.4	56.8	59.1	60.8	93.7
2. Domestic expenditure (includes government individual spending)	171.5	201.7	238.0	240.0	246.4	253.2	258.5	315.8
3. Internal tourism consumption (= 1 + 2)	193.7	236.3	290.9	292.4	303.2	312.3	319.2	409.5
4. Purchases by tourism providers, including imported goods (supply chain)	-79.1	-97.6	-123.7	-124.0	-129.0	-133.4	-135.8	-174.9
5. **Direct contribution of Travel & Tourism to GDP** (= 3 + 4)	114.6	138.8	167.2	168.4	174.3	178.9	183.4	234.5
Other final impacts (indirect & induced) 6 Domestic supply chain	66.6	81.8	103.4	104.6	108.6	111.7	114.7	147.0
7. Capital investment	20.1	22.1	26.8	28.3	30.0	31.1	31.9	41.1
8. Government collective spending	9.7	11.0	12.9	13.4	13.7	14.0	13.9	17.0
9. Imported goods from indirect spending	-19.7	-24.1	-31.6	-30.9	-32.7	-34.7	-33.8	-45.2
10. Induced	37.1	46.3	58.6	62.0	64.3	65.9	68.0	86.5
11. **Total contribution of Travel & Tourism to GDP** (= 5 + 6 + 7 + 8 + 9 + 10)	228.5	275.8	337.3	345.7	358.1	366.8	378.1	480.9
Employment impacts ('000) 12. Direct contribution of Travel & Tourism to employment	3,666.1	4,183.9	4,742.3	4,904.5	5,069.2	5,243.6	5,389.9	6,447.9
13. **Total contribution of Travel & Tourism to employment**	8,251.5	9,307.8	10,480	10,880	11,335	11,730	12,112	14,519
14. **Other indicators**								
Expenditure on outbound travel	9.2	13.8	21.9	26.1	29.4	31.5	32.3	42.0
Leisure spending	181.6	222.3	272.8	272.9	282.5	290.1	296.3	379.7
Business spending	12.1	14.0	18.1	19.5	20.8	22.2	22.9	29.8

F - Forecast

THE ECONOMIC CONTRIBUTION OF TRAVEL & TOURISM: NOMINAL PRICES

Pacific Alliance (USDbn, nominal prices)	**2020**	**2021**	**2022**	**2023**	**2024**	**2025**	**2026F**	**2036F**
1. Visitor exports	15.8	26.9	43.5	49.6	55.5	59.1	68.4	117.7
2. Domestic expenditure (includes government individual spending)	122.1	158.2	198.0	234.9	244.5	253.2	291.4	404.0
3. Internal tourism consumption (= 1 + 2)	138.0	185.0	241.5	284.5	300.1	312.3	359.8	521.7
4. Purchases by tourism providers, including imported goods (supply chain)	-56.6	-76.7	-102.8	-120.3	-127.3	-133.4	-152.9	-222.5
5. **Direct contribution of Travel & Tourism to GDP** (= 3 + 4)	81.4	108.3	138.8	164.2	172.8	178.9	206.9	299.2
Relative contribution (% whole economy)	4.4	5.0	5.9	5.9	6.0	5.9	6.0	6.4
Other final impacts (indirect & induced)								
6. Domestic supply chain	47.7	64.4	85.9	101.4	107.1	111.7	129.1	186.7
7. Capital investment	15.4	18.2	22.5	27.2	29.1	31.1	35.6	52.1
8. Government collective spending	7.1	8.7	10.7	12.9	13.4	14.0	15.6	21.6
9. Imported goods from indirect spending	-14.4	-19.3	-26.4	-30.0	-32.2	-34.7	-38.0	-57.7
10. Induced	26.8	36.6	48.7	60.1	63.4	65.9	76.4	109.9
11. **Total contribution of Travel & Tourism to GDP** (= 5 + 6 + 7 + 8 + 9 + 10)	164.0	216.9	280.2	335.7	353.5	366.8	425.6	611.8
Relative contribution (% whole economy)	8.8	10.0	11.9	12.1	12.2	12.2	12.3	13.0
Employment impacts ('000)								
12. Direct contribution of Travel & Tourism to employment	3,666.1	4,183.9	4,742.3	4,904.5	5,069.2	5,243.6	5,389.9	6,447.9
Relative contribution (% whole economy)	4.0	4.2	4.5	4.5	4.7	4.8	4.8	5.4
13. **Total contribution of Travel & Tourism to employment**	8,251.5	9,307.8	10,480	10,880	11,335	11,730	12,112	14,519
Relative contribution (% whole economy)	8.9	9.2	9.9	10.1	10.4	10.7	10.9	12.1
14. **Other indicators**								
Expenditure on outbound travel	6.7	10.7	18.0	24.4	28.5	31.5	36.2	52.7
Leisure spending	129.2	174.0	226.5	265.8	279.8	290.1	334.1	484.2
Business spending	8.8	11.1	15.0	18.7	20.2	22.2	25.6	37.5

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

Pacific Alliance Growth[1] (%)	2020	2021	2022	2023	2024	2025	2026F	2036F[2]
1. Visitor exports	-59.4	56.3	52.5	-0.8	8.3	4.1	2.8	4.4
2. Domestic expenditure (includes government individual spending)	-28.7	17.6	18.0	0.8	2.7	2.8	2.1	2.0
3. Internal tourism consumption (= 1 + 2)	-34.4	22.0	23.1	0.5	3.7	3.0	2.2	2.5
4. Purchases by tourism providers, including imported goods (supply chain)	-38.1	23.4	26.8	0.3	4.0	3.4	1.8	2.6
5. **Direct contribution of Travel & Tourism to GDP** (= 3 + 4)	-31.6	21.0	20.5	0.8	3.5	2.7	2.5	2.5
Other final impacts (indirect & induced) 6. Domestic supply chain	-38.7	22.8	26.4	1.1	3.8	2.9	2.7	2.5
7. Capital investment	-20.7	10.0	21.4	5.4	6.1	3.6	2.7	2.6
8. Government collective spending	-18.3	13.1	17.4	3.8	2.3	2.3	-0.9	2.1
9. Imported goods from indirect spending	-32.0	22.7	31.0	-2.1	5.7	6.3	-2.6	2.9
10. Induced	-40.3	24.7	26.6	5.8	3.7	2.5	3.1	2.4
11. **Total contribution of Travel & Tourism to GDP** (= 5 + 6 + 7 + 8 + 9 + 10)	-34.1	20.7	22.3	2.5	3.6	2.4	3.1	2.4
Employment impacts ('000) 12. Direct contribution of Travel & Tourism to employment	-22.8	14.1	13.3	3.4	3.4	3.4	2.8	1.8
13. **Total contribution of Travel & Tourism to employment**	-23.5	12.8	12.6	3.8	4.2	3.5	3.3	1.8
14. **Other indicators**								
Expenditure on outbound travel	-67.9	48.7	59.6	18.7	12.9	7.3	2.4	2.7
Leisure spending	-33.7	22.4	22.7	0.1	3.5	2.7	2.1	2.5
Business spending	-43.2	15.6	28.9	7.9	6.2	7.1	3.0	2.7

F - Forecast

[1]2020-2026 real annual growth adjusted for inflation (%); [2]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[1]
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[2], Germany[2], India, Indonesia, Italy[2], Japan, Mexico, Russia, Saudi Arabia, South Africa[3], 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)[4]
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.

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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
AFRICA	NORTH AFRICA	Algeria
		Egypt
		Libya
		Morocco
		Tunisia
	SUB-SAHARAN	Angola
		Benin
		Botswana
		Burkina Faso
		Burundi
		Cabo Verde
		Cameroon
		Central African Republic
		Chad
		Comoros
		Congo
		Côte d'Ivoire
		Democratic Republic of Congo
		Eswatini
		Ethiopia
		Gabon
		Gambia
		Ghana
		Guinea
		Kenya
		Lesotho
		Madagascar
		Malawi
		Mali
		Mauritius
		Mozambique
		Namibia
		Niger
		Nigeria
		Réunion
		Rwanda
		Sao Tome and Principe
		Senegal
		Seychelles
		Sierra Leone
		South Africa
		Sudan
		Tanzania
		Togo
		Uganda
		Zambia
		Zimbabwe

REGION	SUB REGION	COUNTRY & ECONOMY
AMERICAS	CARIBBEAN	Anguilla
		Antigua and Barbuda
		Aruba
		Bahamas
		Barbados
		Bermuda
		British Virgin Islands
		Cayman Islands
		Cuba
		Curaçao[1]
		Dominica
		Dominican Republic
		Grenada
		Guadeloupe
		Haiti
		Jamaica
		Martinique
		Puerto Rico
		St Kitts and Nevis
		St Lucia
		St Vincent and the Grenadines
		Trinidad and Tobago
		US Virgin Islands
	CENTRAL AND SOUTH AMERICA[2]	Argentina
		Belize
		Bolivia
		Brazil
		Chile
		Colombia
		Costa Rica
		Ecuador
		El Salvador
		Guatemala
		Guyana
		Honduras
		Nicaragua
		Panama
		Paraguay
		Peru
		Suriname
		Uruguay
		Venezuela
	NORTH AMERICA	Canada
		Mexico
		USA

REGION	SUB REGION	COUNTRY & ECONOMY
ASIA-PACIFIC	NORTHEAST ASIA	China
		Hong Kong SAR, China
		Japan
		Macao SAR, China
		Mongolia
		South Korea
		Taiwan, China
	CENTRAL ASIA	Kazakhstan
		Kyrgyzstan
		Tajikistan
		Uzbekistan
	OCEANIA	Australia
		Fiji
		Kiribati
		New Zealand
		Papua New Guinea
		Solomon Islands
		Tonga
		Vanuatu
	SOUTH ASIA	Bangladesh
		India
		Maldives
		Nepal
		Pakistan
		Sri Lanka
	SOUTHEAST ASIA (ASEAN)	Brunei Darussalam
		Cambodia
		Indonesia
		Laos
		Malaysia
		Myanmar
		Philippines
		Singapore
		Thailand
		Vietnam
EUROPE	EUROPEAN UNION	Austria
		Belgium
		Bulgaria
		Croatia
		Cyprus
		Czechia
		Denmark
		Estonia
		Finland
		France
		Germany
		Greece

REGION	SUB-REGION	COUNTRY & ECONOMY
EUROPE	EUROPEAN UNION	Hungary
		Ireland
		Italy
		Latvia
		Lithuania
		Luxembourg
		Malta
		Netherlands
		Poland
		Portugal
		Romania
		Slovakia
		Slovenia
		Spain
		Sweden
	OTHER EUROPE	Albania
		Armenia
		Azerbaijan
		Belarus
		Bosnia and Herzegovina
		Georgia
		Iceland
		Moldova
		Montenegro
		North Macedonia
		Norway
		Russia
		Serbia
		Switzerland
		Türkiye
		UK
		Ukraine
MIDDLE EAST		Bahrain
		Iran
		Iraq
		Israel
		Jordan
		Kuwait
		Lebanon
		Oman
		Qatar
		Saudi Arabia
		Syria
		United Arab Emirates
		Yemen

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

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

Together with Oxford Economics, WTTC produces annual research that shows Travel & Tourism to be one of the world's largest sectors, supporting 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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