



WORLD  
TRAVEL &  
TOURISM  
COUNCIL

TRAVEL & TOURISM  
**ECONOMIC  
IMPACT 2022**



**GLOBAL TRENDS**

AUGUST 2022

# ECONOMIC IMPACT 2022

## THE ECONOMIC IMPACT OF GLOBAL TRAVEL & TOURISM

2019

2020

Travel & Tourism GDP (percentage of global GDP)

**10.3%**

**5.3%**

Change in Travel & Tourism GDP (Year on year)

**-50.4%**

-\$4.9 trillion GDP loss

Jobs supported by Travel & Tourism

**333m**

1/10 of global employment

**271m**

1/12 of global employment

(2014-2019)

**1/4**

of all global net new jobs  
were created by Travel &  
Tourism

Change in jobs (Year on year)

**-62m**

Jobs lost

*“While government support has been instrumental throughout this crisis, the swift recovery of the sector will only be possible if leaders work together and provide clear and consistent rules. Governments need to focus on co-existing with COVID-19 while enhancing preparedness for future crises, offering safe travel experiences, supporting equitable vaccine distribution and continuing to ease the conditions of entry to destinations.”*

**Julia Simpson**, President & CEO, World Travel & Tourism Council



2021

6.1%

+21.7%

+\$1 trillion GDP gain

289m

1/11 of global employment

+18.2m

Jobs gained

While the effect of the COVID-19 pandemic has been felt across the entire Travel & Tourism ecosystem, 2021 saw the beginning of the recovery for the sector. For over 30 years, the World Travel & Tourism Council (WTTC) has been quantifying the economic impact of Travel & Tourism, highlighting the importance of the sector globally. The 2022 annual research which covers 185 countries/economies, and 26 regions of the world, reveals the extent of the recovery in 2021.

Prior to the pandemic, Travel & Tourism (including its direct, indirect, and induced impacts) was one of the world's largest sectors, accounting for 1 in 4 of all new jobs created in the world, 10.3% of all jobs (333 million), and 10.3% of global GDP (USD 9.6 trillion). Meanwhile, international visitor spending amounted to USD 1.8 trillion in 2019 (6.8% of total exports). Travel & Tourism enables socio-economic development, job creation and poverty reduction. This in turn drives prosperity and significant positive social impact, providing unique opportunities to women, minorities, and young people. The benefits of Travel & Tourism spread far beyond its direct impacts in terms of GDP and employment, with indirect gains extending through the entire travel ecosystem as well as the supply chain linkages to other sectors.

The effect of COVID-19 emphasised the tremendous importance and positive contribution of Travel & Tourism. In 2020, 62 million jobs were lost, leaving just 271 million employed across the sector globally. This 18.6% decrease was felt across the entire sector, with Small and Medium Sized Enterprises (SMEs) — which make up around 80% of all global businesses in the sector— being particularly affected alongside women, the young and minorities. Meanwhile, the sector suffered losses of almost USD 4.9 trillion, with its global contribution to GDP declining by 50.4% year-on-year, compared to a 3.3% decline of the global economy.

While 2021 saw the beginning of the recovery for the global Travel & Tourism sector, this was slower than expected, due in part to the impact of the Omicron variant, stringent and inconsistent border restrictions and the lack of coordination among governments to tackle the pandemic. Travel & Tourism's contribution to GDP increased by USD 1 trillion (+21.7% rise) in 2021 to reach USD 5.8 trillion, while the sector's share of the whole economy increased from 5.3% in 2020 to 6.1% in 2021. Additionally, the sector saw the recovery of 18.2 million jobs, representing an increase of 6.7%.

However, the future outlook is positive, and our sector is once again showing its resilience and ability to bounce back. Despite the difficulties the sector has been facing, our projections point to a strong decade of growth. Travel & Tourism GDP is set to grow on average by 5.8% annually between 2022 and 2032, outpacing the growth of the overall economy (2.7% per year). Our research shows that Travel & Tourism GDP could return to 2019 levels by the end of 2023. What is more, the sector is expected to create nearly 126 million new jobs within the next decade. While government support has been instrumental throughout this crisis, the swift recovery of the sector will only be possible if leaders and public officials work together and provide clear and consistent rules. Governments need to focus on co-existing with COVID-19 while enhancing preparedness for future crises, offering safe travel experiences, supporting equitable vaccine distribution, and continuing to ease the conditions of entry to destinations.

WTTC believes that the best policy and planning decisions are made with authoritative, reliable, and accessible data. That is why WTTC will continue to engage with governments and the private sector to disseminate information and provide data to enable leaders across the world to build a clear path to a sustainable and inclusive recovery of the sector.

**Julia Simpson**

President & CEO

World Travel & Tourism Council

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1

# GLOBAL OVERVIEW

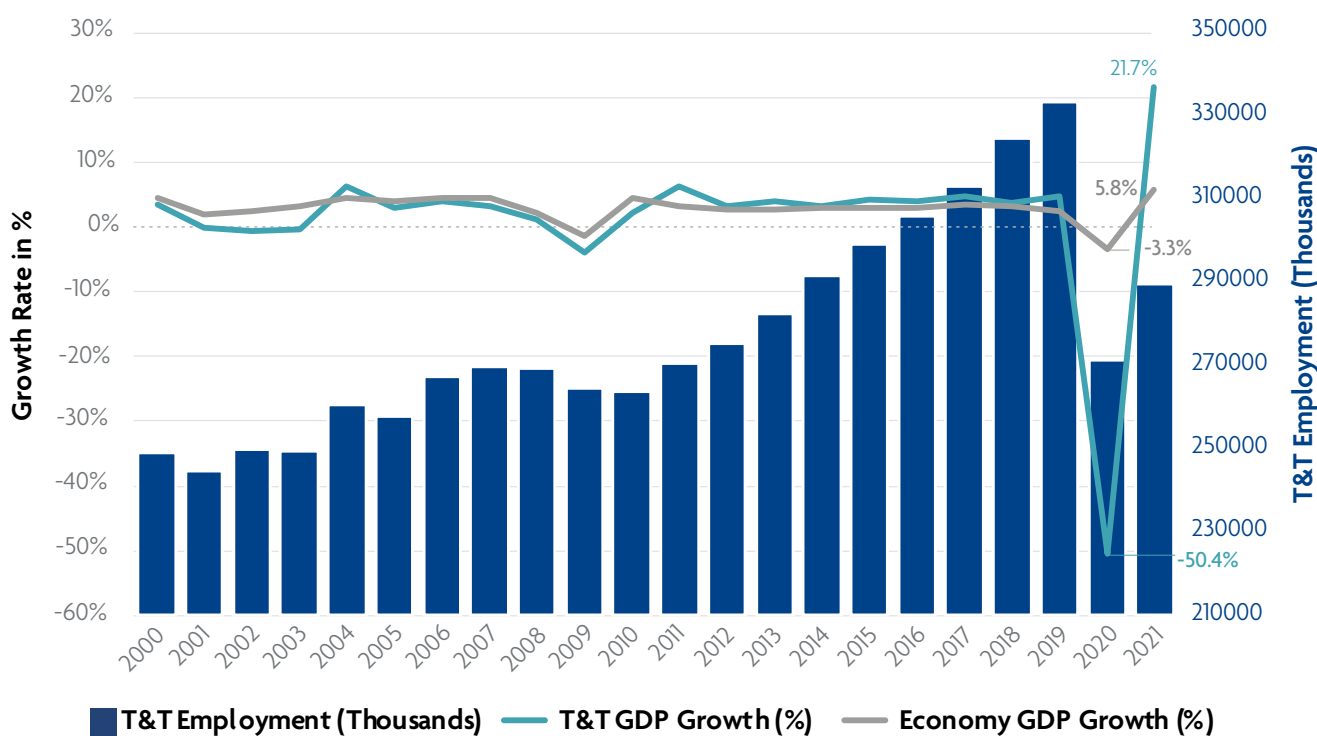


# 1.1 Travel & Tourism GDP



- Travel & Tourism GDP declined by **50.4%** (USD 4,855 billion) in 2020 vs the overall economy’s decline of **3.3%**
- Travel & Tourism GDP grew by **21.7%** (USD 1,038 billion) in 2021 vs the overall economy’s growth of **5.8%**

Figure 1: Economic Impact Timeline, 2000 – 2021



Prior to the COVID-19 pandemic, the growth rate of the global Travel & Tourism sector outpaced the growth of the global economy for nine consecutive years. After a devastating 50.4% fall in the contribution of the sector to the global economy, Travel & Tourism recovered by 21.7% in 2021 – shown in Figure 1. In comparison, the global economy bounced back by 6.7%. Travel & Tourism’s pace of recovery was slowed down by the spread of the Omicron variant in the second half of 2021 which forced governments to reinstate restrictions on international travel.

Figure 2 shows that the global Travel & Tourism’s recovery was supported more by the rise in the spending by domestic visitors than revenues from international visitors. Travel & Tourism domestic spending recovered strongly – by 31.4% globally – whereas spending by international visitors recovered by only 3.8% as travel restrictions for foreign visitors remained in place across many countries. As a result, domestic spending’s share of total Travel & Tourism spending increased from 72% in 2019 to 85% in 2021. Travel & Tourism business spending and leisure spending grew at 30.9% and 25.1% respectively.

Figure 2: Sector Characteristics

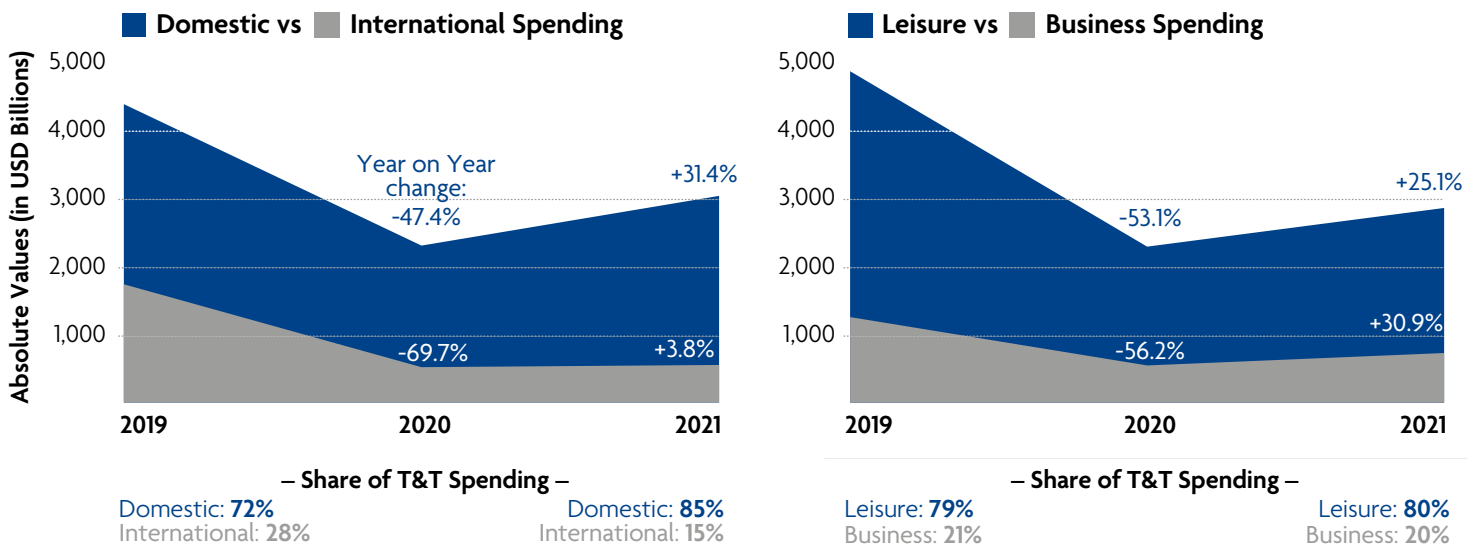


Figure 3: Sub-regional Travel & Tourism GDP change, 2021 vs 2020

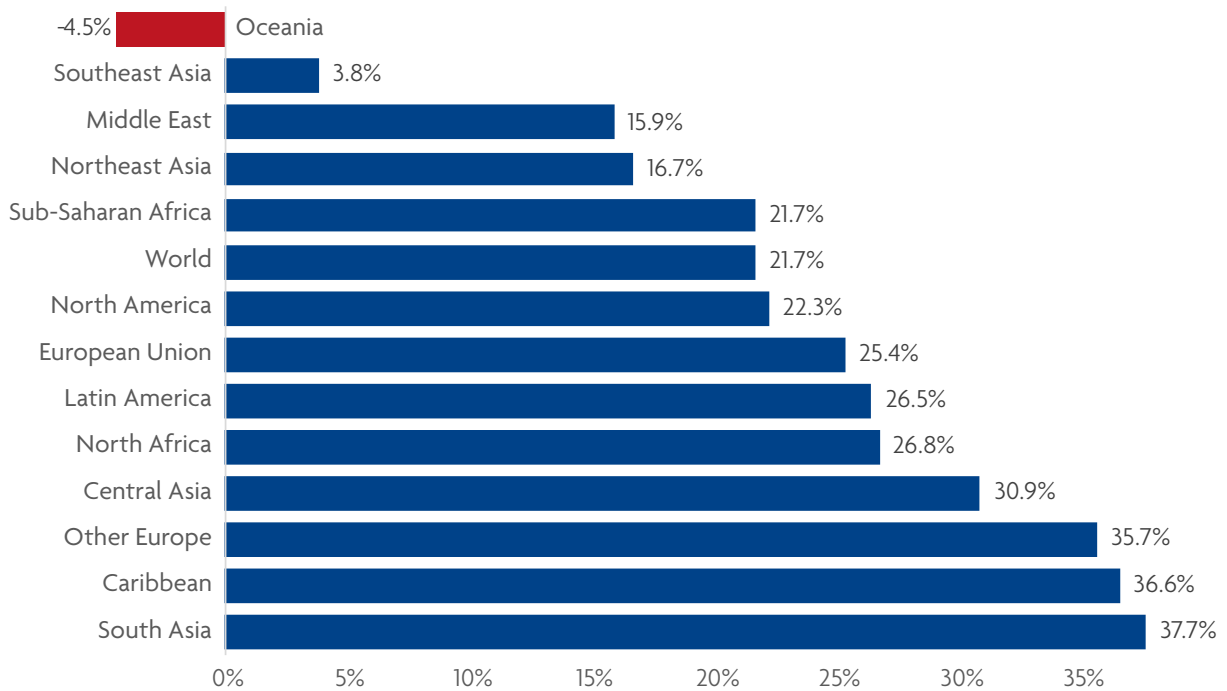


Figure 4: G20 Countries: Select Travel & Tourism Indicators

	T&T contribution to GDP (US\$ BN)	T&T % of GDP 2021	T&T GDP change (%) 2021	Share of Total T&T Spending 2021		T&T Spending Change 2021 (%)	
				Domestic	International	Domestic	International
1 United States	1,271.2	5.5%	22.0%	94.8%	5.2%	28.0%	1.4%
2 China	814.3	4.6%	16.9%	97.0%	3.0%	25.5%	-27.4%
3 Germany	251.0	6.4%	5.0%	89.6%	10.4%	5.8%	11.8%
4 Japan	206.3	4.2%	22.9%	99.3%	0.7%	40.5%	-90.8%
5 Italy	179.0	9.1%	58.5%	83.8%	16.2%	76.4%	19.8%
6 India	178.0	5.8%	43.6%	94.5%	5.5%	55.7%	-39.1%
7 France	177.9	6.5%	40.6%	70.0%	30.0%	51.5%	33.2%
8 Mexico	168.8	13.1%	23.6%	86.4%	13.6%	20.7%	58.6%
9 United Kingdom	157.5	5.7%	40.3%	96.2%	3.8%	57.5%	-48.8%
10 Spain	113.1	8.5%	52.5%	59.5%	40.5%	52.3%	70.1%
11 Brazil	103.5	6.4%	21.7%	96.0%	4.0%	29.9%	-10.6%
12 Canada	88.0	4.4%	24.4%	85.5%	14.5%	33.3%	4.2%
13 Australia	76.5	4.7%	-6.8%	98.0%	2.0%	-1.8%	-82.2%
14 Russia	66.0	3.7%	32.8%	86.9%	13.1%	48.3%	12.6%
15 Turkey	59.3	7.3%	60.6%	38.0%	62.0%	37.4%	104.4%
16 Saudi Arabia	51.5	6.5%	1.4%	72.8%	27.2%	26.7%	-7.0%
17 South Korea	48.8	2.7%	3.0%	71.4%	28.6%	23.6%	-23.3%
18 Argentina	33.7	7.0%	39.3%	98.9%	1.1%	55.8%	-82.1%
19 Indonesia	28.9	2.4%	-10.3%	94.8%	5.2%	7.3%	-81.1%
20 South Africa	13.2	3.2%	8.4%	81.9%	18.1%	47.2%	-40.4%

\* Spain is included here as it is invited to G20 events as a permanent guest.

Figure 5: Total Travel & Tourism GDP (2021 relative to 2019) vs the domestic share of total demand (2019)

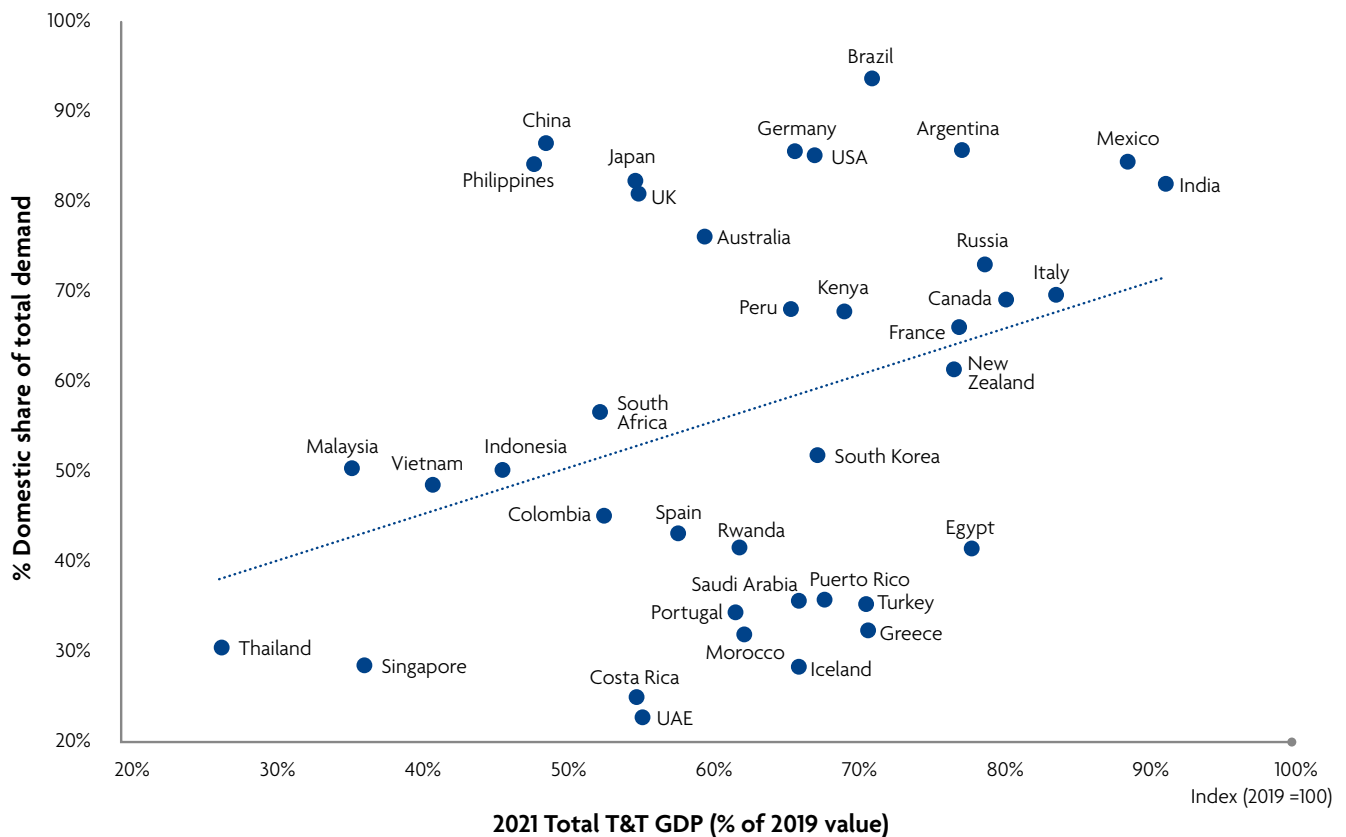


Figure 5 provides information on the correlation between Travel & Tourism’s performance in 2021 (horizontal axis) and domestic share of total Travel & Tourism demand in 2019 (vertical axis). The performance of the sector in 2021 is measured against the 2019 level (which is indexed at 100). For example, the value of 64.2 on the X-axis for the USA implies that its Travel & Tourism in 2021 was 35.8% below the 2019-level. Overall, higher dependence on domestic visitors in 2019 corresponded to a stronger Travel & Tourism recovery in 2021, as indicated by the upward sloping line. However, in some instances, countries with similar Travel &



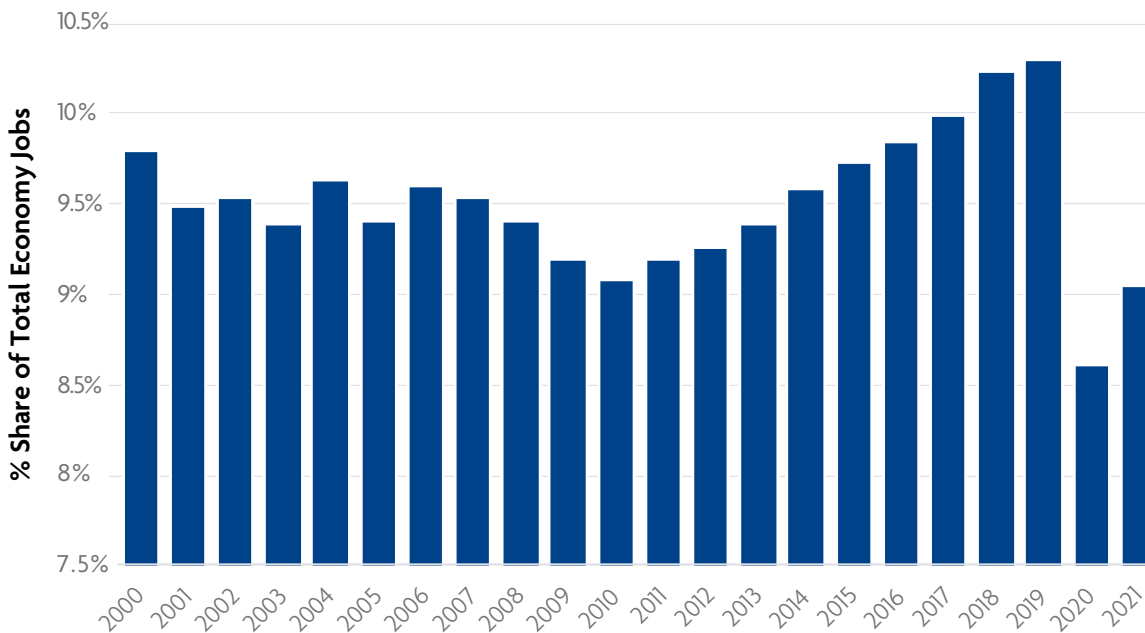
Tourism characteristics exhibited different levels of growth. For example, Thailand, Singapore, and Greece had high reliance on international visitors in 2019 but their recoveries in 2021 varied greatly. Thailand’s Travel & Tourism contribution to GDP was more than 70% below the 2019 level whereas the Greek sector was only around 30% below the pre-pandemic level. This difference in the pace of recoveries highlights the impact of international travel restrictions, which were more restrictive in Asia-Pacific as governments took more stringent measures to control the surge of different variants. With lingering travel restrictions that were often too complicated to understand completely, international travel remained muted and as such, resurgence in spending from domestic tourists emerged as the driving force behind the recovery around the world.

## 1.2 Travel & Tourism Employment



In 2019, Travel & Tourism supported 333 million jobs around the world, representing 1 in 10 of all jobs globally. Despite government retention schemes such as furloughs and others which supported employment, 62 million jobs were lost in 2020 — a decline of 18.6%. As the contribution of the sector to the global economy increased by 21.7% in 2021, it was accompanied by a rise in the number of Travel & Tourism jobs from 271.3 million in 2020 to 289.5 million in 2021, an increase of 18.2 million jobs (6.7% rise). Consequently, the sector supported 1 in 11 jobs across the entire economy in 2021. The change in Travel & Tourism’s contribution to jobs is slower than the change in contribution to GDP because jobs are less elastic and hence, are less volatile. This is because the process of laying off existing staff and onboarding new personnel takes time.

Figure 6: Travel & Tourism Total Contribution to Jobs



# 1.3 Forecast: 2022-2032

## 2022-2032 KEY FACTS

**126mn**  
New jobs

Average Annual Growth  
(T&T GDP)

**+5.8%**

Vs

Global Economy GDP  
average annual growth rate

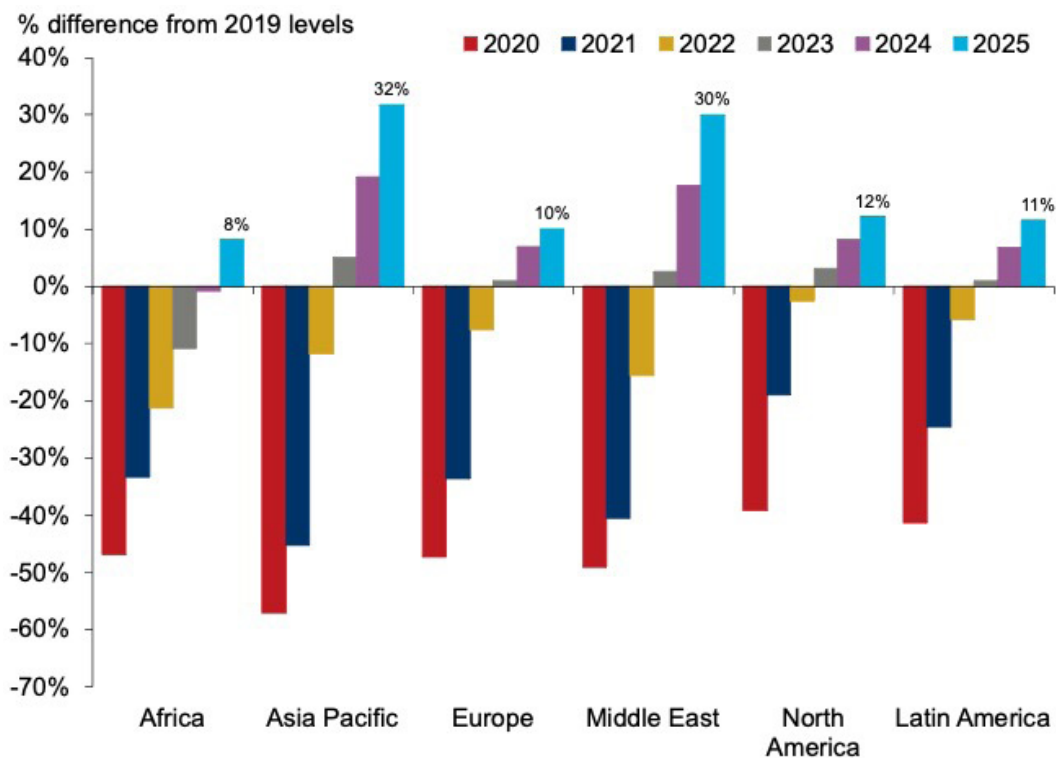
**+2.7%**

Figure 7 compares the contribution of Travel & Tourism to GDP against the 2019 level. For instance, the sector’s contribution to GDP in Europe was 47.1% below the pre-pandemic level in 2020, and the gap reduced to 32.3% below 2019’s level in 2021, showing a strong rebound. It is estimated that the sector’s performance in Europe could surpass 2019’s level in 2024 when Travel & Tourism contribution to the region’s GDP could reach 4.1% above the pre-pandemic amount. Asia-Pacific is forecasted to be the first region to revert to the 2019 scenario (in 2023), while all the other regions are estimated to recover completely in 2024.

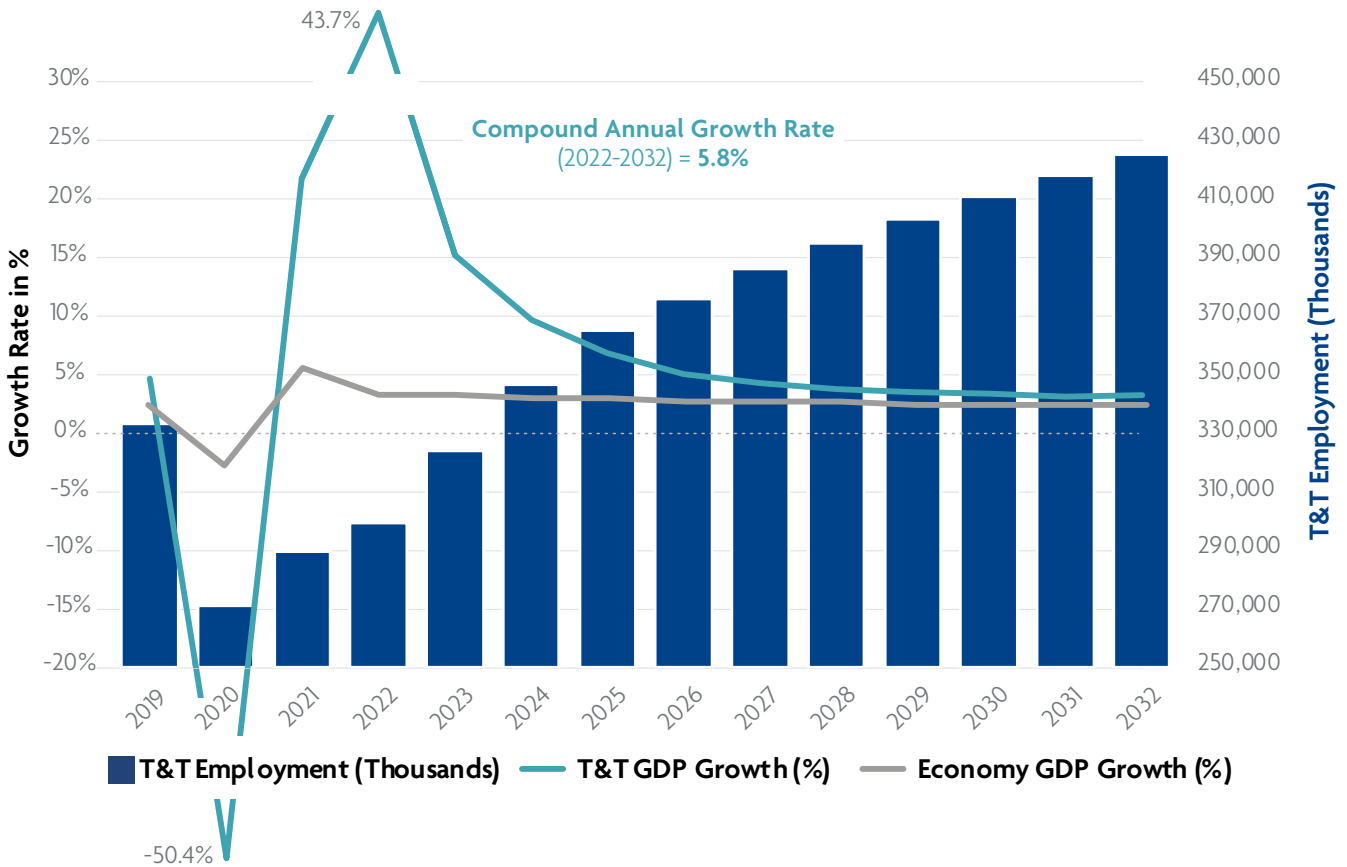
In 2022, as travellers’ confidence improves, the global Travel & Tourism sector is estimated to hasten its pace of recovery to 43.7% compared to 2021 and add a further 10 million jobs – shown in Figure 8. The sector is likely to return to pre-pandemic levels around the end of 2023 and the preliminary data for the first half of 2022 supports this forecast.

**Looking at a longer-term forecast, between 2022 and 2032, Travel & Tourism’s contribution to the global economy is expected to grow at an average annual rate of 5.8%** which is more than double the 2.7% average annual growth rate estimated for the global economy. In that same period, the sector is forecasted to generate **126 million additional jobs**. Figure 9 shows that many of these new jobs will be concentrated in the Asia-Pacific region (64.8%) in general, and China (25.5%) and India (20.4%) in particular.

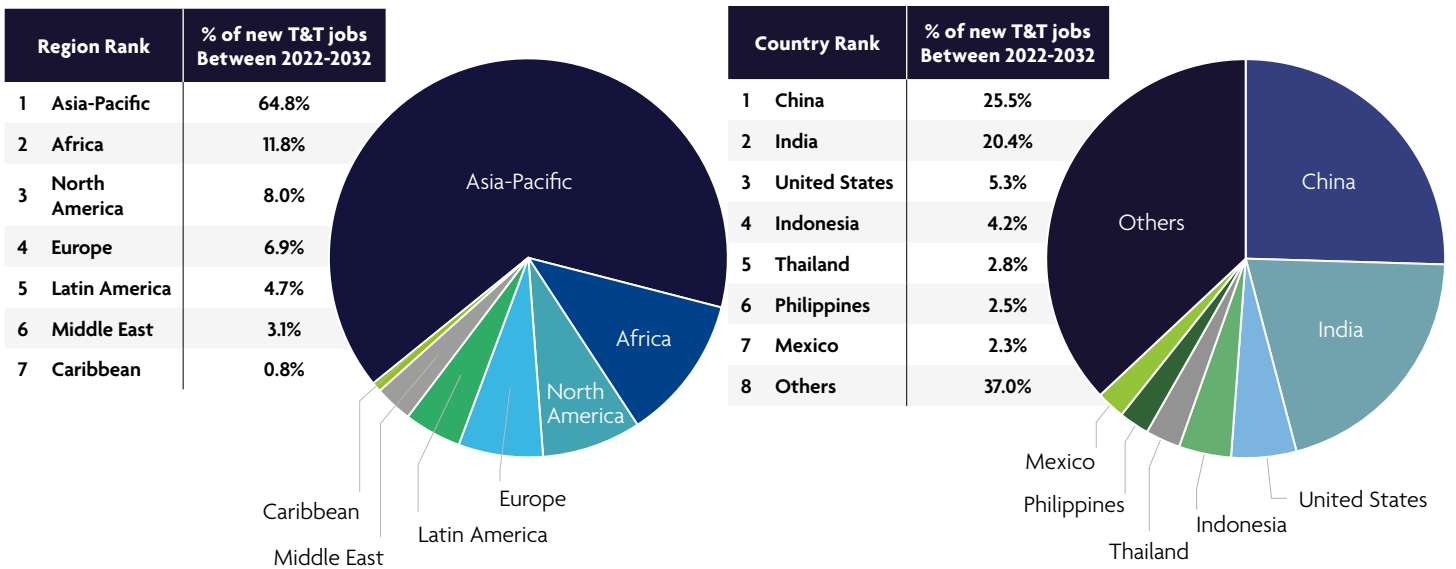
**Figure 7: Travel & Tourism GDP for 2020-2025 Forecast (% below 2019 level)**



**Figure 8: Travel & Tourism Forecast (2022 – 2032)**



**Figure 9: Where will 126 million new jobs between 2022 and 2032 be created?**



While projections are positive overall, there are some downside risks to recovery. This includes the negative impacts of the **conflict in Ukraine**, including supply chain disruptions and rising energy prices which have increased inflationary pressures, in turn reducing disposable incomes in important source markets. In addition, the effects of airspace restrictions and rising oil prices could feed into transport ticket prices, thereby making travel costlier.

Moreover, **staff shortages** have been identified as one of the key challenges for Travel & Tourism on its path to recovery from COVID-19. More information on staff shortages can be found in the ‘Key Themes’ section below.

A photograph of two women from behind, looking out over a vast mountain landscape at sunset. The woman on the left has long, wavy blonde hair and is wearing a dark blue sweatshirt with the word 'CALIFORNIA' printed in white on the back. The woman on the right has long, dark brown hair and is wearing a thick, textured, mustard-colored knit blanket. The background features rolling mountains under a soft, orange and pink sky. A large white number '2' is centered in the upper half of the image.

2

REGIONAL  
HIGHLIGHTS

## 2.1 Regional Maps

Figure 10 provides an overview of Travel & Tourism across key regions in 2019. It shows that the Caribbean was the most reliant region on Travel & Tourism, as the sector contributed to almost 14% of the overall economic output and 15.2% of all jobs.

Figure 11 encapsulates the devastating impact of the COVID-19 pandemic and the accompanying travel restrictions on the sector in 2020. In terms of total contribution to overall economy GDP, Asia-Pacific Travel & Tourism experienced the sharpest decline of 58.8%, followed by the Caribbean at 53.2%. In terms of total jobs supported by Travel & Tourism, North America witnessed the steepest fall at 34.7%.

Figure 12, on the other hand, captures the beginning of recovery of the sector in 2021. The Caribbean had the strongest recovery for Travel & Tourism's contribution to GDP and jobs, while the Asia-Pacific and Middle East regions had the weakest recovery for the sector's contribution to GDP.

**Figure 10: Regional Overview, 2019**

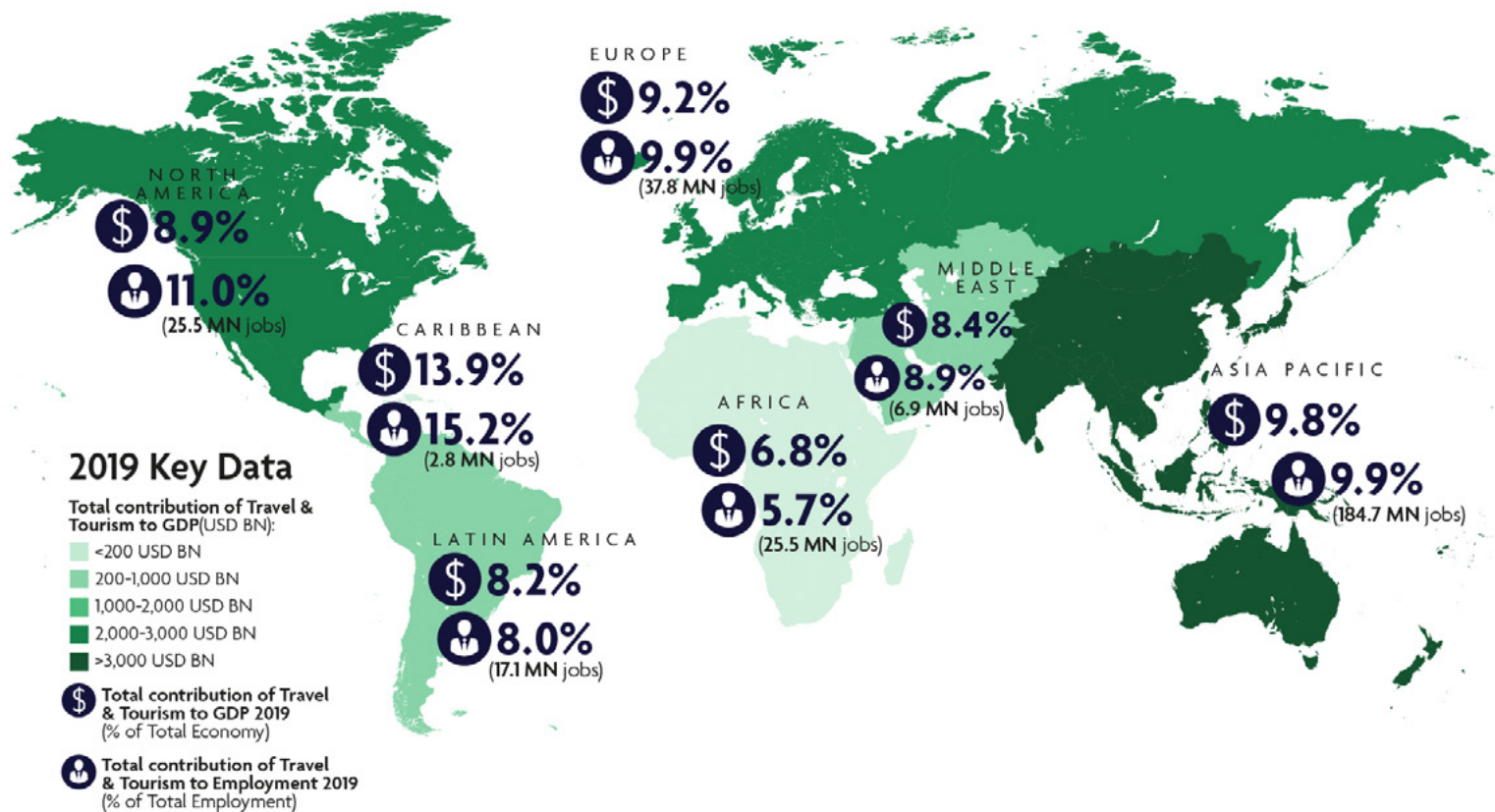


Figure 11: Regional Overview, 2020

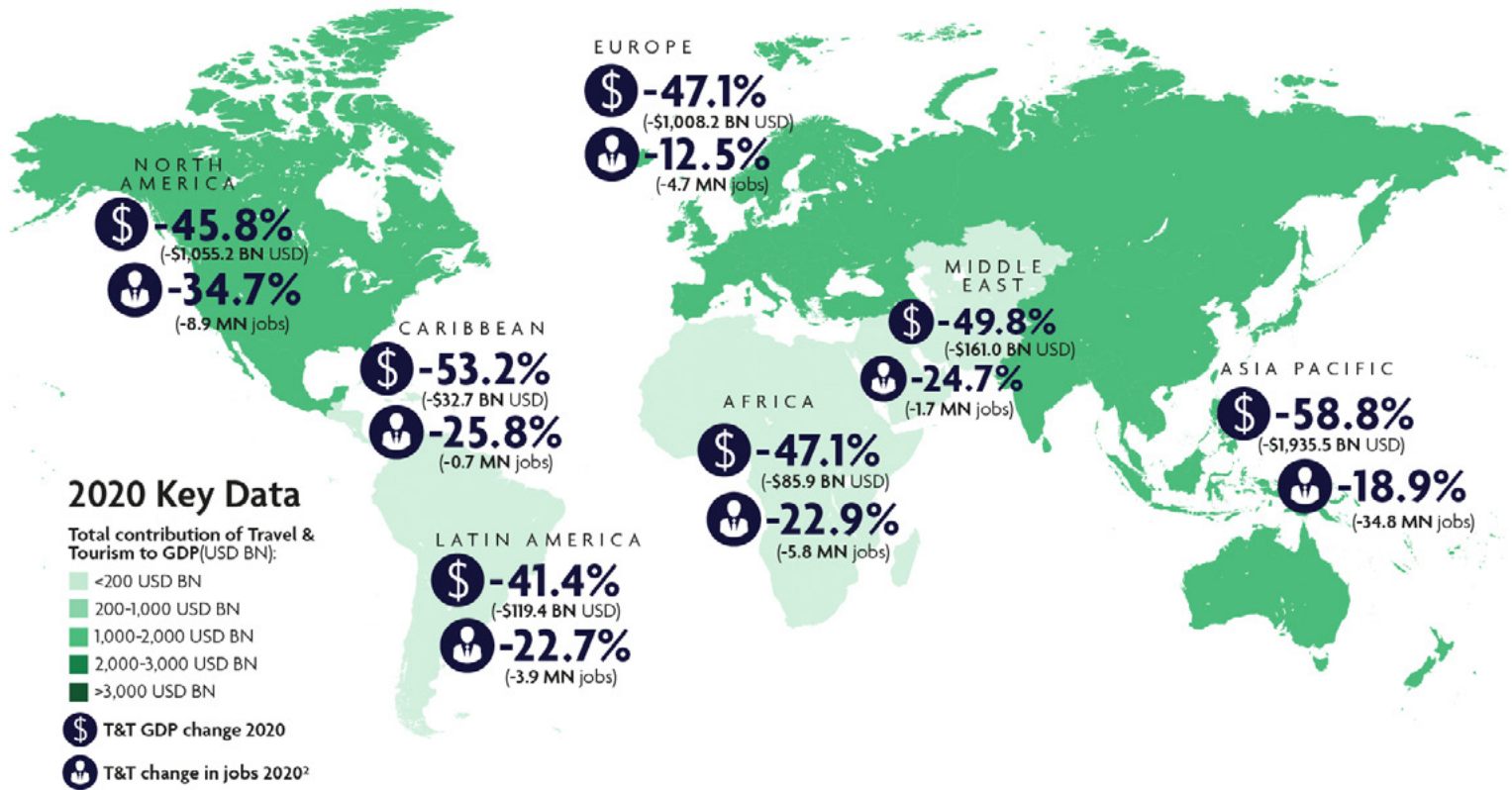
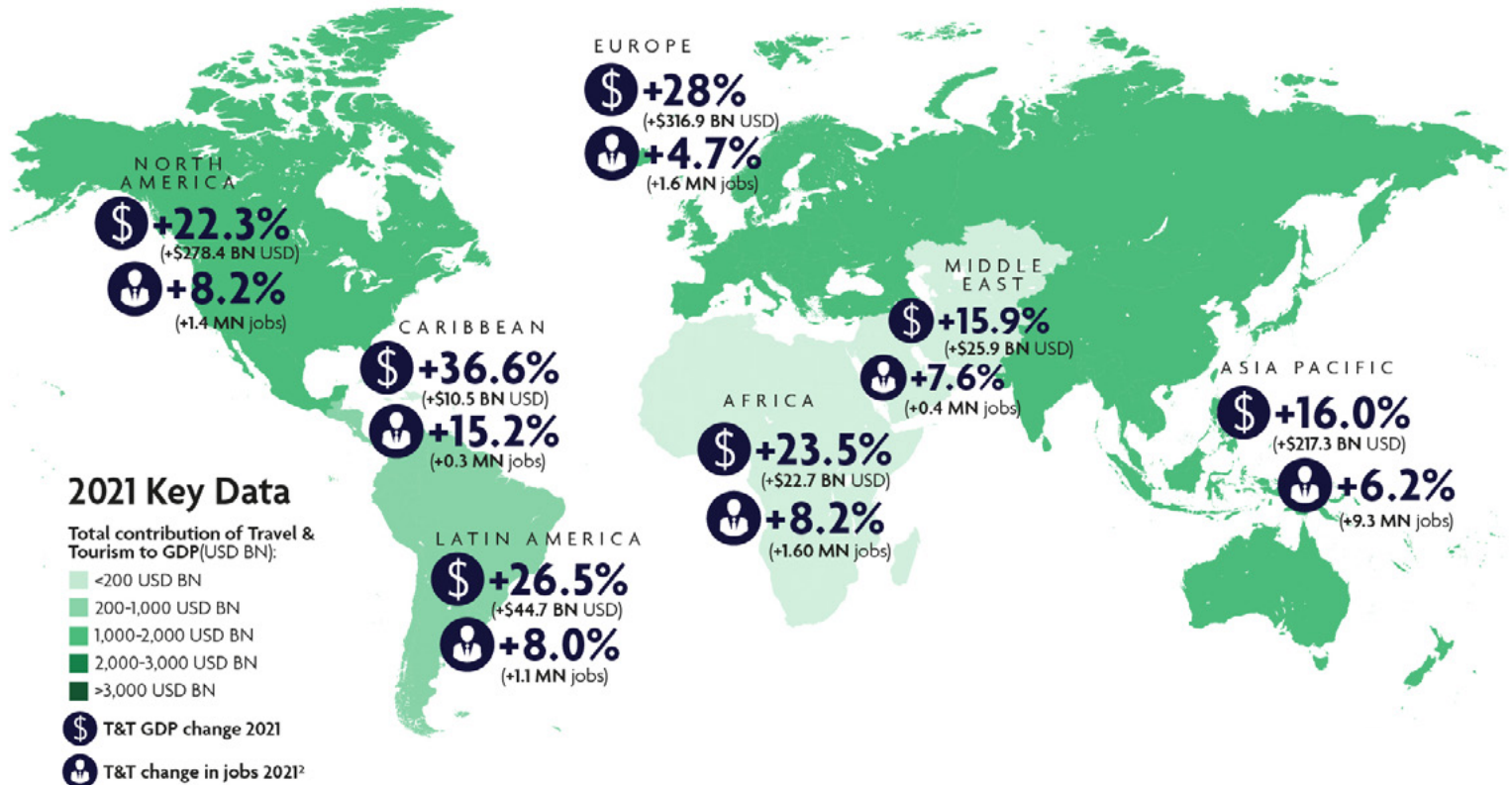


Figure 12: Regional Overview, 2021



# 2.2 THE AMERICAS



Travel & Tourism  
contribution to GDP:

2019

USD **2,654bn**

2020

**-45.5%**

USD **1,447bn**

2021

**+23.1%**

USD **1,781bn**



Contribution to  
employment:

2019

**45.3mn** jobs

2020

**31.9mn** jobs

2021

**34.6mn** jobs

After a dramatic fall of 45.5% in 2020, the contribution of Travel & Tourism to GDP in the Americas recovered by 23.1% in 2021, faster than the global average increase of 21.7%. In absolute terms, Travel & Tourism's contribution to GDP increased from USD 1,447 billion in 2020 to USD 1,781 billion in 2021. As a result, the share of Travel & Tourism GDP in the total economy increased marginally from 5% in 2020 to 5.9% in 2021. Such relatively strong recovery has helped the Americas to retain its position as the region with the largest Travel & Tourism contribution to GDP.

Travel & Tourism also added 2.7 million new jobs in the region in 2021, with the number of people employed in the sector increasing by 8.6% to reach 34.6 million. As a result, 1 in 12 of all jobs were supported by the Travel & Tourism sector. Despite the strong recovery, Travel & Tourism contribution to GDP in 2021 was 33% behind the pre-pandemic levels.

At a sub-regional level, the Caribbean Travel & Tourism's rate of recovery (36.6%) was stronger than that of Latin America (26.5%) and North America (22.3%). This could, in part, be attributed to the larger decline of Travel & Tourism's contribution to GDP in the Caribbean in 2020 than in the other regions<sup>1</sup>.

With a 22% rate of recovery, the US retained its position as having the world's largest Travel & Tourism sector as it contributed USD 1.27 trillion to the US economy. Meanwhile, the sector's contribution represented 13.1% of the total GDP in Mexico – the largest share amongst the G20 countries. The fastest rates of recovery were witnessed in St Lucia, Bahamas, and Colombia; the sector in these countries rallied by 92.6%, 88.9%, and 83.8% respectively. The recovery of Travel & Tourism in the Americas was supported more so by a rebound in revenues from domestic travellers rather than international travellers, as the former increased by 28.8% whilst the latter grew by 15.1%.

1. Refer to WTTC's latest report on the Caribbean region. WTTC, 2022: Travel & Tourism in the Caribbean, Prospects for Growth: <https://wtcc.org/Portals/0/Documents/Reports/2022/Travel-and-tourism-in-the-caribbean.pdf>

## Forecast: 2022-2032

It is estimated that in 2022, the sector could grow at an even faster rate of 36.1% and it is expected to return to the 2019 levels by the end of 2023 (2023 as a whole will be only 1% below the 2019 level). **Between 2022 and 2032**, the sector's contribution to GDP is forecasted to grow at an **annual average rate of 3.9%** - outpacing the 2% forecasted average annual growth for the regional economy. Travel & Tourism is also anticipated to create around **16 million new jobs** in the region by 2032.

**Figure 13: Top 10 Caribbean economies in terms of Travel & Tourism's relative contribution to GDP in 2019 and 2021**

Country/Economy Rank	2019 T&T GDP Share	Country/Economy Rank	2021 T&T GDP % Share
1 Antigua and Barbuda	83.3%	1 Antigua and Barbuda	61.0%
2 Aruba	67.9%	2 Aruba	59.6%
3 St Lucia	59.8%	3 St Lucia	48.6%
4 Anguilla	48.7%	4 Bahamas	26.9%
5 British Virgin Islands	44.4%	5 US Virgin Islands	25.3%
6 St Kitts and Nevis	43.6%	6 Anguilla	21.0%
7 Grenada	43.6%	7 Jamaica	18.6%
8 Bahamas	42.5%	8 Barbados	14.4%
9 St Vincent and the Grenadines	40.5%	9 Grenada	14.2%
10 Barbados	29.5%	10 St Vincent and the Grenadines	13.5%



## 2.3 AFRICA



Travel & Tourism  
contribution to GDP:

2019

USD **182bn**

2020

**-47.1%**

USD **97bn**

2021

**+23.5%**

USD **119bn**



Contribution to  
employment:

2019

**25.5mn** jobs

2020

**19.7mn** jobs

2021

**21.3mn** jobs

In 2021, Travel & Tourism in Africa started recovering from the devastating impact of the pandemic as its contribution to the region's total economy grew by 23.5%, increasing from US\$ 97 billion in 2020 to US\$ 119 billion in 2021. This rate of recovery was faster than that of both the region's economy (5.8%) and the world's Travel & Tourism sector (21.7%). Such growth resulted in an improvement in Travel & Tourism's share of economy GDP, which increased from 3.8% in 2020 to 4.4% in 2021. The growth was faster in North Africa (26.8%) than in Sub-Saharan Africa (21.7%).

The number of jobs supported by the sector also increased in conjunction with the rebound of the sector's contribution to GDP. In 2020, 5.8 million Travel & Tourism jobs were lost due to COVID-19-related travel restrictions. In 2021, Travel & Tourism jobs in the region increased by 8.2% — supporting 21.3 million jobs.

The growth rate of spending by domestic travellers outpaced that of international travellers (39.4% vs 11.3%) and therefore, the share of international spending in the total internal Travel & Tourism spending for the region declined from 44% in 2019 to 28% in 2021.

The contrast between the rebound in spendings by domestic travellers and by international travellers was quite stark in South Africa because the country was subjected to travel bans and quarantine requirements by other nations following the identification of the Omicron variant of COVID-19 in November. While revenues from domestic visitors increased by 47.2%, revenues from international visitors fell by 40.4%, and this resulted in a muted 8.4% recovery of the country's Travel & Tourism. However, the sector's rejuvenation is estimated to gather pace with an estimated growth of 37.2% in 2022. Over the next decade, it is forecasted to grow at an average annual rate of 7.6% - outstripping the national economy's estimated growth rate by 5.7 percentage points.

Egypt, which has the largest Travel & Tourism sector in Africa, recorded a strong year-on-year recovery of 29.3% — assisted by a 28.8% rebound in the number of international arrivals which increased the revenues from foreign travellers by 36.4%.

In 2021, France was the biggest source market for the region, accounting for 8% of all inbound arrivals, while it was also the main non-African destination for travellers from the region.

### Forecast: 2022-2032

The growth of Travel & Tourism's contribution to GDP is expected to slow down to 20.5 % in 2022 and it is forecasted to return to 2019 levels in 2024. In the next decade, the sector is estimated to grow at an **average annual rate of 6.8%**, which is higher than the 3.3% estimated growth for the entire regional economy. It is also expected to create **14 million new jobs** in the region by 2032.

# 2.4 ASIA-PACIFIC



## Travel & Tourism contribution to GDP:

2019

USD **3,294bn**

2020

**-58.8%**

USD **1,359bn**

2021

**+16%**

USD **1,576bn**



## Contribution to employment:

2019

**184.7mn jobs**

2020

**149.9mn jobs**

2021

**159.2mn jobs**

With just 16% year-on-year growth in Travel & Tourism GDP, the Asia-Pacific region had a slower recovery in 2021. Due to the stringent travel restrictions in the region, the sector's contribution to the total economy remained 52.2% below pre-pandemic levels. The comparatively slower rate of recovery was driven entirely by a 30.6% increase in spending by domestic travellers. Countries in the region remained closed or restricted to international tourists. Consequently, international traveller spending dropped by a further 44.4% in 2021 following the drastic 77.9% drop in the previous year. This reduced the share of international visitor spending from 26% in 2019 to 7% in 2021. For example, in China and India, where the sector supports the greatest number of jobs in the world, the recovery was dampened by a further fall in spending by international visitors.

Total contribution of Travel & Tourism to the national economic output rebounded by 16.9% in China whereas India witnessed a much stronger growth of 43.6%. Similarly, the contribution of the sector in the Philippines grew at the fourth fastest rate in the world (129.5%) and it was driven purely by a 183.8% increase in revenues from domestic travellers. The recovery would have been stronger if the sector hadn't been hampered by a 69.1% contraction in spending by international visitors.

The number of jobs supported by Travel & Tourism in the region increased by 6.2% in 2021 to 159.2 million jobs, but it remained 13.8% below the 2019 level of 184.7 million jobs.

In 2022, Travel & Tourism's contribution to the overall economy is forecasted to grow by 71% to reach nearly US\$ 2.7 trillion – supported by the return of international visitors and continued revitalisation of domestic spending as governments in the region rescind pandemic-related restrictions on travel. Malaysia, Japan, and Australia are some of the countries that are anticipated to experience a large resurgence in the arrivals of international visitors. As such, the sector is estimated to return to the 2019 level by the end of 2023. However, that could be jeopardised if large source markets such as China and Japan continue to impose restrictions to international travel.

### Forecast: 2022-2032

In the longer term, i.e., over the 2022 to 2032 period, Travel & Tourism GDP is forecasted to grow at an **average annual rate of 8.5%** compared to the 4% growth rate for the regional economy. This forecast is also higher than the 5.8% growth rate for the entire global Travel & Tourism sector. During the same time, the sector is estimated to create **76.9 million new jobs** which would constitute 64.8% of all new Travel & Tourism related jobs globally.

# 2.5 EUROPE



Travel & Tourism  
contribution to GDP:

2019

USD **2,141bn**

2020

-47.1%

USD **1,133bn**

2021

+28%

USD **1,450bn**



Contribution to  
employment:

2019

**37.8mn** jobs

2020

**33.1mn** jobs

2021

**34.7mn** jobs

Before COVID-19, the share of Travel & Tourism's contribution to Europe's economy was 9.2%. In 2020, following a 47.1% decline in the sector's revenues, this share dropped to 5.2%. The year 2021 signalled the beginning of recovery for the region's Travel & Tourism as its contribution to the economy rebounded by 28% — the fastest rate of recovery amongst all major regions<sup>2</sup>. This strong growth was supported by a 23.9% rise in international visitor spending and a 34.2% rally in revenues from domestic tourists. In terms of employment, the sector supported 34.7 million European jobs in 2021, which represents 9.1% of all jobs in the economy and an increase of 1.6 million jobs compared to 2020.

European countries such as Greece, Turkey, Italy and Spain experienced a strong bounce back in the contribution of Travel & Tourism to their overall economies. They recovered by 74.9%, 60.6%, 58.5% and 52.5% respectively. For Greece, Turkey, and Spain, the growth was driven mostly by the return of international visitors as the governments in these countries minimised travel restrictions on inbound arrivals. In the case of Italy, however, the growth was propelled by a 76.4% rise in spending from domestic visitors.

The United Kingdom, which had the ninth largest total Travel & Tourism contribution to the economy globally in 2021, achieved a 40.3% growth rate, outpacing that of its overall economy and of the European Travel & Tourism sector. This growth was supported completely by a 57.5% increase in revenues from domestic visitors. The rebound would have been stronger if the continued travel restrictions around the world and the proliferation of the Omicron variant had not dampened demand for travel. For instance, in 2019, the UK's two largest source markets were the USA and France, with 4 million and 3 million visitors arriving from these countries respectively. In 2020, inbound arrivals from the USA fell by 78% and the number of visitors from France declined by 69%. These figures contracted by a further 58% and 67% respectively in 2021 which hampered the recovery of the UK's Travel & Tourism.

## Forecast: 2022-2032

In 2022, the region's Travel & Tourism sector is estimated to expedite its pace of recovery to 31.4% and nearly reach its pre-pandemic level by the end of 2023. Between 2022 and 2032, the sector is forecasted to grow at an **average annual rate of 3.3%** — outpacing the 1.5% growth estimated for the regional economy. By the end of 2032, the sector is also estimated to create nearly **8 million new jobs** compared to 2022.

2. Five main regions are Asia-Pacific, Americas, Africa, Middle East, and Europe

# 2.6 MIDDLE EAST



Travel & Tourism  
contribution to GDP:

2019

USD **324bn**

2020

**-49.8%**

USD **163bn**

2021

**+15.9%**

USD **189bn**



Contribution to  
employment:

2019

**6.9mn** jobs

2020

**5.2mn** jobs

2021

**5.6mn** jobs

The Middle East's Travel & Tourism sector experienced the slowest recovery in 2021 amongst all global regions. After a fall of almost 50% in the sector's contribution to GDP in 2020, it rebounded by 15.9% compared to the global average of 21.7%. As a result, Travel & Tourism GDP — at US\$ 189 billion — was 41.8% below the 2019 level. Furthermore, prior to the pandemic, the proportion of spending from international visitors was higher than spending from domestic visitors. However, a 68.9% fall in international visitor spending in 2020 and a modest 4.1% rise in 2021 reduced its share to 39%.

The sector's contribution to employment increased by 390,000 to reach 5.6 million jobs in 2021, accounting for 7.3% of all the jobs in the region.

Investment in the sector is important for improving the prospects for future growth. Investment in Travel & Tourism accounted for 7.4% of total capital investment in the region's economy; only the Caribbean saw a higher share. Among all the 185 countries in the analysis, Saudi Arabia had the third largest investment in the sector with USD 36.8 billion injected into Travel & Tourism.

Travel & Tourism in the United Arab Emirates recovered by 41.1% in 2021 which was the third fastest growth in the region. The strong rebound was supported by a 48.8% increase in revenues from international visitors. The re-scheduled Expo 2020, and international cricket events such as the Indian Premier League and the ICC T20 Cricket World Cup were factors in the boost to the number of inbound arrivals from 11.3 million in 2020 to 12.9 million in 2021.

India was the most important non-Middle East source market, accounting for 9% of all inbound arrivals to the region in 2021.

## Forecast: 2022-2032

In 2022, Travel & Tourism's GDP growth is expected to more than double to 36.1%, supported mainly by the estimated 80% increase in spending from international visitors. The upcoming FIFA World Cup 2022 which is being hosted by Qatar is anticipated to attract a significant number of international visitors into the region. The sector's GDP is forecasted to return to 2019 levels in 2024. Between 2022 and 2032, the sector's contribution to the regional economy is estimated to grow at an **average rate of 7.7%** annually compared to an estimated 2.5% growth for the entire regional economic output. Saudi Arabia is estimated to have the fastest average annual growth in the region in the next decade, at 11%. By the end of 2032, Travel & Tourism is also forecasted to create **3.6 million new jobs** compared to 2022.

A person wearing a grey knit beanie with a pom-pom and a light blue denim jacket is seen from behind, holding a camera up to take a picture of a vast mountain valley. The valley is filled with green trees and surrounded by high, rocky mountains under a blue sky with scattered white clouds.

# 3 KEY THEMES

This section of the report identifies a selection of the latest developments, key themes, and challenges for the Travel & Tourism sector. This includes travel & mobility action, the importance of building back better in a sustainable and inclusive way, emerging consumer trends, staff shortages and the return of business travel. However, it is important to note that one of the biggest roadblocks to recovery has been the patchwork of restrictions, inconsistency, and lack of coordination amongst governments which took a hit on consumer confidence.



## 3.1 Travel and Mobility Action

In response to the significant challenges presented by COVID-19 and the acceleration of digital technologies, WTTC focussed its Travel and Mobility activities on developing Digital Solutions for the Safe Revival of International Travel, publishing two reports, with recommendations and best practice advice for governments.

### Interoperability of Digital Health Passes

The emergence of many countries requiring travellers to demonstrate either proof of vaccination or a negative test result for travel, presented very significant challenges for the Travel & Tourism sector. Many vaccine and test certificates were on paper and there was no global standard for the information they contained, making them almost impossible to verify as genuine and requiring a new inspection process in the existing traveller journey.

WTTC therefore developed guidance for the adoption of Digital Health Passes that were interoperable around the world and scalable as traveller volumes increased. This included a near term recommendation that could be implemented immediately and proposed that countries adopt one of the four internationally supported solutions for Digital Health Passes. This would substantially reduce the global complexity of certificate types and enable all COVID-19 certificates to be electronically verifiable as genuine as all four solutions followed the same digital security architecture.

In the mid-to-longer term, WTTC recommended the world should define a single global standard for testing and vaccination certificates for all diseases through international harmonisation and global agreement.

### Implementing a Digital Travel Portal

WTTC also addressed what should be the most efficient and effective way for a traveller's Digital COVID Certificate of their vaccination or test status (or both) to be inspected by a destination country. It proposed that each country should implement a national Digital Travel Portal. These online portals would allow countries to articulate their health entry requirements in a single location and enable travellers to easily share their Digital COVID Certificates with a destination government for inspection before their journey.

This important innovation enables travellers and governments to complete all traveller health checks 'pre-travel' and 'off-airport'. This means a traveller does not need to show any COVID-19 paperwork on departure or arrival as their COVID-19 status has been pre-cleared.

Moreover, Digital Travel Portals can provide more than just a secure and efficient solution for COVID-19. WTTC also recommends that Digital Travel Portals can be integrated with other government services, such as visa applications, to provide a simple and convenient, digital 'one-stop-shop' solution for all traveller processing.

For more information on our Travel and Mobility work, please visit the WTTC website at: <https://research.wttc.org/digital-solutions-for-reviving-international-travel>.



2021 saw the world focus its spotlight on the climate crisis, with COP26 in Glasgow pitched as a last-chance saloon for the world to start a comprehensive transition towards a net zero future. In this context, and on the back of a widespread call from its Members, WTTC launched the first ever sector-wide **Net Zero Roadmap for Travel & Tourism** at the global event. The 'Roadmap' was developed jointly with the United Nations Environment Programme (UNEP) and Accenture and was endorsed by the United Nations Framework Convention on Climate Change (UNFCCC). To lay out a meaningful path towards net zero by 2050, it included interviews with over 100 businesses and industry bodies, as well as research into the climate action of over 250 businesses. While the 'Roadmap' was primarily focused on businesses, WTTC also worked with ICF to address the critical and related theme of destination resilience, providing practical, structured inspiration to destinations as they think about resilience and sustainability, drawing on a wide range of case studies covering economic, social, environmental, water & energy and infrastructure resilience measures.

To download our Net Zero Roadmap For Travel & Tourism report, please visit the WTTC website at:

<https://action.wttc.org/climate-environment>

In addition to guidance and reports, WTTC has also worked on a number of initiatives, chief among them the **Hotel Sustainability Basics**, launched at WTTC's Global Summit in Manila, Philippines. The initiative emerged due to a clear demand from a significant group of global hotel brands to develop sustainability criteria, by the industry for the industry, which will encourage all businesses in hospitality to begin their sustainability journeys, especially those struggling to take the first step. The result is a set of 12 fundamental, globally aligned, pre-competitive sustainability criteria that all hotels can and should implement as a bare minimum, and that serve as a stepping-stone to more complex schemes. To develop these criteria, WTTC brought on board industry expertise with Greenview, and carried out extensive consultations, including WTTC's hotel members, the 11 global hotel brands that initiated the demand for the project, the 17 hotels that make up the Sustainable Hospitality Alliance (SHA), Booking.com, and relevant industry bodies such as the Global Sustainable Tourism Council (GSTC) and Travalyst. WTTC is now working to develop a third-party verification scheme for hotels that are seeking validation, due to be launched later in 2022. It also calls on hotel operators, owners, associations, and investors to officially support the initiative and work across their networks to implement the criteria to ensure a sustainable transition for the global hotel industry.

For more on our Hotel Sustainability Basics initiative, please visit the WTTC website at:

<https://action.wttc.org/hotel-sustainability-basics>



Countries across the world have been hard-hit by the pandemic, with 2020 and the first half of 2021 being characterised by extended periods of lockdowns and severe travel restrictions. While **62 million Travel & Tourism jobs were lost** in 2020, the proactive action of some governments around the world has effectively enabled the sector to save millions of jobs and livelihoods at risk through retention schemes.

Staff shortages has been identified as one of the key issues for Travel & Tourism on its path to recovery from COVID-19; hence the critical need to address this issue. As demand for travel and jobs starts to rise, a sufficient labour force is required to fill the available vacancies and enable the sector to recover. A combination of factors such as workers calling in sick from COVID-19, the sluggish pace of rehiring displaced workers, and the movement of workers to other sectors has resulted in a disequilibrium between the demand for, and supply of, labour. Another key contributing factor is that travel restrictions during the pandemic have led to a fall in the number of migrant workers who are vital to the sector. As a result, Travel & Tourism businesses are struggling to fill available job vacancies.

WTTC's analysis of staff shortages, in collaboration with Oxford Economics, has identified significant staff shortages in all countries analysed. While staff shortages in 2021 were concentrated in the accommodation and hospitality segments of the sector, in 2022 the lack of labour is anticipated to spread to the transportation segment.

To ensure that shortages do not remain an issue in the longer term, it will be important for businesses and governments alike to implement and sustain policies that facilitate labour mobility, facilitate flexible and remote work, enable decent work and provide social safety nets, upskill and reskill the workforce, promote education and apprenticeships, and strengthen collaboration at all levels, whilst leveraging technological and digital solutions.

Read more on our analysis of staff shortages [here](#).





## 3.4 Emerging Consumer Trends

COVID-19 has altered the way we live, work and travel, and shifted traveller requirements, expectations, and preferences in the process. It is in this context that Trip.com Group and WTTC partnered to explore the trends shaping the recovery. The jointly produced report looked at which trends may be short-lived and which ones may linger in the long term, while also sharing some of the ways stakeholders have responded.

In 2021, booking trends showcased a domestic rediscovery, with ongoing restrictions compelling consumers in search of travel experiences to explore within the borders of the destinations they call home. The concept of a staycation has taken on new meaning in this era, as consumers create workcations and increasingly stay longer in destinations, given the normalisation of remote work. While continued restrictions have limited international travel, wanderlust remains. Although domestic travel has been a key factor in the recovery to date and remains essential, the full recovery of the global economy will require the full return of international travel.

Following a period of lockdowns and isolation, travellers are showing a preference to travel to less crowded and even unfamiliar destinations. Indeed, there has been increased interest in exploring secondary destinations and nature. During this period, travellers have become more committed to sustainability, which in turn is affecting their travel choices. The lockdowns have also shone a brighter light on wellness and overall health, driving more consumers to seek out further wellness experiences.

From domestic travel leading the recovery and younger generations being the first to travel again, to an increased demand for longer stays, fee-free cancellations, and enhanced health & hygiene measures, consumers have made their preferences clear, through bookings, enquiries and surveys.

Read more on our emerging consumer trends [here](#).



Business travel is a catalyst for growth as it is integral to the relationships, investments, supply chains and logistics that support international trade flows. In countries with developing economies, business travel often plays the leading role in the growth of the wider Travel & Tourism sector, creating the infrastructure and jobs needed for transportation, accommodation, and other services that leisure travellers and the wider economy can capitalise on in due course. In 2019, nearly US\$ 1.3 trillion was spent on business travel around the world; 21% of total Travel & Tourism spending.

Business travel was disproportionately affected by COVID-19, with spending declining by 56.2% in 2020. Despite the challenges of the past two years, the sector is adapting and recovering. 2021 saw the beginning of recovery for the segment with growth reaching 30.9% compared with 2020. With projections pointing to a further growth of 41.1% this year and average annual growth of 5.5% between 2022 and 2032, business travel will remain an important part of the travel ecosystem.

Indeed, the value of face-to-face meetings cannot be underestimated and they will never be completely replaced by online meetings. Moreover, MICE tourism has the potential to bring large quantities of high spending visitors to a destination, thereby significantly increasing tourism revenues. It can also extend the tourism season whilst helping to synergise ideas and increase business sales. In addition, the surge in 'workation holidays' enabled by remote and flexible working offers new opportunities to travel providers and destinations.

However, it is important to note that recovery will likely vary by travel segment, business sector, and country. Business travel may return faster in Asia-Pacific than in many European and American markets, with recovery possibly taking place in phases depending on dominant industry sectors. Given spending patterns over the past years, industries such as manufacturing, pharmaceuticals and construction are early adopters of a return to business travel.

Given that business travel is vital for many sectors of the global economy, it is important that all stakeholders join forces to find solutions to aid its recovery.

# 4 LEAGUE TABLES\*

WTTC assesses the economic impact of Travel & Tourism across 185 countries and economies, in terms of the major indicators of GDP contribution, employment, visitor exports, domestic visitor spending and capital investment. The following league tables highlight a selection of results from the latest data, showing the countries which are performing the best.

\*For the following tables, all absolute values are in constant 2021 prices & exchange rates. As reported in April 2022

AU	1,822	HU	20,349	WWE	8,350	USA	10,985	QRT	665	OPY	6,800
MBC	3,605	LJH	9,542	MJB	2,609	PON	7,654	NFR	4,600	UK	10,000
	(+218)	(-128)	(+35)							(-115)	

## 4.1 Travel & Tourism Total Contribution to GDP, 2019 and 2021

2019 Rank		USD bn	2021 Rank		USD bn
1	United States	1,979.1	1	United States	1,271.2
2	China	1,856.6	2	China	814.3
3	Germany	391.2	3	Germany	251.0
4	Japan	371.1	4	Japan	206.3
5	United Kingdom	280.8	5	Italy	179.0
6	France	233.3	6	India	178.0
7	Italy	214.5	7	France	177.9
8	India	212.8	8	Mexico	168.8
9	Mexico	199.6	9	United Kingdom	157.5
10	Spain	198.3	10	Spain	113.1
11	Australia	147.5	11	Brazil	103.5
12	Canada	126.1	12	Canada	88.0
13	Brazil	123.7	13	Australia	76.5
14	Thailand	108.1	14	Netherlands	76.3
15	Netherlands	104.1	15	Russia	66.0
16	Philippines	92.6	16	Turkey	59.3
17	Russia	86.8	17	Saudi Arabia	51.5
18	Turkey	78.2	18	South Korea	48.8
19	Saudi Arabia	77.8	19	Iran	48.1
20	South Korea	76.5	20	Switzerland	44.5

## 4.2 Travel & Tourism GDP Growth, 2021

2021 Rank		Growth (in %)
1	Montenegro	260.1%
2	Cyprus	166.9%
3	Libya	133.7%
4	Philippines	129.5%
5	Mali	106.9%
6	Georgia	102.0%
7	St Lucia	92.6%
8	Bahamas	88.9%
9	Colombia	83.8%
10	Sudan	81.8%
11	Albania	81.1%
12	Armenia	78.4%
13	Greece	74.9%
14	Dominican Republic	72.4%
15	Uganda	63.8%
16	Turkey	60.6%
17	El Salvador	60.4%
18	Bermuda	60.2%
19	Italy	58.5%
20	US Virgin Islands	55.8%

### 4.3 Travel & Tourism Relative Contribution to GDP, 2019 and 2021

2019 Rank	Share (%)	2021 Rank	Share (%)		
1	Macau, SAR China	85.1	1	Antigua and Barbuda	61.0
2	Antigua and Barbuda	83.3	2	Aruba	59.6
3	Aruba	67.9	3	St Lucia	48.6
4	St Lucia	59.8	4	Macau	47.2
5	Maldives	53.5	5	Maldives	44.6
6	Anguilla	48.7	6	Bahamas	28.1
7	British Virgin Islands	44.4	7	Seychelles	27.0
8	St Kitts and Nevis	43.6	8	Montenegro	25.5
9	Grenada	43.6	9	US Virgin Islands	25.3
10	Bahamas	42.5	10	Belize	23.4
11	Seychelles	42.3	11	Anguilla	21.0
12	St Vincent and the Grenadines	40.5	12	Jamaica	18.6
13	Cape Verde	37.8	13	Other Oceania	18.1
14	Belize	37.6	14	Albania	17.4
15	Vanuatu	32.7	15	Croatia	16.1
16	Fiji	31.3	16	Greece	14.9
17	Montenegro	30.8	17	Barbados	14.4
18	Barbados	29.5	18	Grenada	14.2
19	Jamaica	29.1	19	Iceland	13.6
20	US Virgin Islands	28.7	20	St Vincent and the Grenadines	13.5

### 4.4 Travel & Tourism Employment, 2019 and 2021

2019 Rank	(Thousands)	2021 Rank	(Thousands)		
1	China	82,240	1	China	73,314
2	India	40,104	2	India	32,105
3	United States	16,804	3	Indonesia	10,947
4	Indonesia	12,376	4	United States	10,498
5	Philippines	9,505	5	Philippines	7,820
6	Thailand	8,192	6	Thailand	6,865
7	Brazil	7,670	7	Brazil	6,404
8	Mexico	7,026	8	Mexico	6,026
9	Germany	5,876	9	Japan	5,503
10	Japan	5,798	10	Germany	5,099
11	Viet Nam	4,903	11	United Kingdom	4,108
12	United Kingdom	4,282	12	Viet Nam	3,899
13	Russia	4,025	13	Russia	3,768
14	Pakistan	3,888	14	Pakistan	3,339
15	Nigeria	3,355	15	Italy	2,641
16	Italy	2,851	16	France	2,599
17	Spain	2,843	17	Spain	2,508
18	France	2,681	18	Nigeria	2,433
19	Turkey	2,592	19	Turkey	2,424
20	Egypt	2,421	20	Egypt	2,162

## 4.5 Domestic Visitor Spending, 2019 and 2021

2019 Rank	USD bn	2021 Rank	USD bn		
1	United States	1,085.5	1	United States	731.5
2	China	931.8	2	China	458.7
3	Germany	321.3	3	Germany	212.2
4	Japan	214.4	4	India	151.1
5	United Kingdom	186.5	5	Japan	134.2
6	India	155.8	6	Mexico	130.4
7	Mexico	149.6	7	United Kingdom	118.2
8	France	128.4	8	Italy	117.9
9	Italy	116.8	9	France	102.6
10	Brazil	80.9	10	Brazil	69.4
11	Australia	73.4	11	Canada	55.0
12	Spain	66.9	12	Netherlands	54.5
13	Canada	66.6	13	Spain	50.0
14	Philippines	66.3	14	Australia	45.1
15	Netherlands	64.7	15	Russia	39.6
16	Russia	44.1	16	Iran	33.3
17	Iran	37.1	17	Philippines	32.8
18	Argentina	30.0	18	Switzerland	27.6
19	South Korea	28.3	19	Argentina	25.0
20	Switzerland	28.2	20	South Korea	23.5

## 4.6 Visitor Exports (International Visitor Spending), 2019 and 2021

2019 Rank	USD bn	2021 Rank	USD bn		
1	United States	190.9	1	France	43.9
2	China	147.4	2	United States	40.3
3	Spain	88.2	3	Spain	34.0
4	France	66.3	4	Turkey	28.1
5	Thailand	62.6	5	Germany	24.6
6	Germany	52.6	6	Italy	22.9
7	Italy	50.7	7	Mexico	20.4
8	Japan	47.3	8	United Arab Emirates	18.4
9	United Kingdom	43.6	9	Greece	14.4
10	United Arab Emirates	40.7	10	Qatar	14.3
11	Lebanon	40.3	11	China	14.1
12	Turkey	38.7	12	Portugal	12.8
13	Macau, SAR China	35.6	13	Netherlands	12.4
14	Hong Kong, SAR China	35.6	14	Austria	10.9
15	India	34.3	15	Switzerland	10.4
16	Saudi Arabia	29.9	16	Macau, SAR China	10.3
17	Canada	29.5	17	South Korea	9.4
18	Singapore	28.1	18	Canada	9.3
19	Mexico	27.1	19	Poland	9.0
20	South Korea	26.7	20	India	8.8

## 4.7 Travel & Tourism Forecast

Economy Rank		T&T Total Contribution to GDP (US\$ bn): 2022-2032 CAGR	2032 Rank		T&T Total Contribution to GDP (USD bn)
1	Vanuatu	28.4%	1	China	3,915.0
2	Tonga	19.4%	2	United States	2,663.7
3	Solomon Islands	18.2%	3	India	457.1
4	Myanmar	16.9%	4	Germany	434.2
5	Fiji	16.6%	5	Japan	425.3
6	Anguilla	15.4%	6	United Kingdom	343.4
7	Ukraine	14.6%	7	France	290.2
8	Mongolia	14.4%	8	Mexico	260.2
9	Madagascar	13.4%	9	Italy	249.5
10	Cambodia	13.2%	10	Spain	245.8

# GLOSSARY

## KEY DEFINITIONS

### TRAVEL & TOURISM

Relates to the activity of travellers on trips outside their usual environment with a duration of less than one year. Economic activity related to all aspects of such trips is measured within the research.

### DIRECT CONTRIBUTION TO GDP

GDP generated by industries that deal directly with tourists, including hotels, travel agents, airlines and other passenger transport services, as well as the activities of restaurant and leisure industries that deal directly with tourists. It is equivalent to total internal Travel & Tourism spending (see below) within a country less the purchases made by those industries (including imports). In terms of the UN's Tourism Satellite Account methodology it is consistent with total GDP calculated in table 6 of the TSA: RMF 2008.

### DIRECT CONTRIBUTION TO EMPLOYMENT

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

### TOTAL CONTRIBUTION TO GDP

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

### TOTAL CONTRIBUTION TO EMPLOYMENT

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

## DIRECT SPENDING IMPACTS

### VISITOR EXPORTS

Spending within the country by international tourists for both business and leisure trips, including spending on transport, but excluding international spending on education. This is consistent with total inbound tourism expenditure in table 1 of the TSA: RMF 2008.

### DOMESTIC TRAVEL & TOURISM SPENDING

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

### GOVERNMENT INDIVIDUAL SPENDING

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

### INTERNAL TOURISM CONSUMPTION

Total revenue generated within a country by industries that deal directly with tourists including visitor exports, domestic spending and government individual spending. This does not include spending abroad by residents. This is consistent with total internal tourism expenditure in table 4 of the TSA: RMF 2008.

### BUSINESS TRAVEL & TOURISM SPENDING

Spending on business travel within a country by residents and international visitors.

### LEISURE TRAVEL & TOURISM SPENDING

Spending on leisure travel within a country by residents and international visitors.

## INDIRECT AND INDUCED IMPACTS

### INDIRECT CONTRIBUTION

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

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

### INDUCED CONTRIBUTION

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

## OTHER INDICATORS

### OUTBOUND EXPENDITURE

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

### INTERNATIONAL TOURIST ARRIVALS

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



# 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			South Korea			Latvia
		Tunisia			Barbados			Macau SAR, China			Lithuania
	Angola	Bermuda			Mongolia			Luxembourg			
	Benin	British Virgin Islands			Taiwan, China			Malta			
	Botswana	Cayman Islands			Kazakhstan			Netherlands			
	Burkina Faso	Cuba			Kyrgyzstan			Poland			
	Burundi	Curaçao*			Tajikistan			Portugal			
	Cameroon	Dominica			Uzbekistan		Romania				
	Cape Verde	Dominican Republic			Australia		Slovakia				
	Central African Republic	Grenada			Fiji		Slovenia				
	Chad	Guadeloupe			Kiribati		Spain				
	Comoros	Haiti			New Zealand		Sweden				
	Congo	Jamaica			Papua New Guinea		Albania				
	Cote d'Ivoire	Martinique			Solomon Islands		Armenia				
	Democratic Republic of Congo	Puerto Rico			Tonga		Azerbaijan				
	Eswatini	St Kitts and Nevis			Vanuatu		Belarus				
	Ethiopia	St Lucia			Other Oceanic States		Bosnia and Herzegovina				
	Gabon	St Vincent and the Grenadines			Bangladesh		Georgia				
	Gambia	Trinidad and Tobago			India		Iceland				
	Ghana	US Virgin Islands			Maldives		Moldova				
	Guinea	Argentina			Nepal		Montenegro				
	Kenya	Belize			Pakistan		North Macedonia				
	Lesotho	Bolivia			Sri Lanka		Norway				
	Madagascar	Brazil			Brunei Darussalam		Russian Federation				
	Malawi	Chile			Cambodia		Serbia				
	Mali	Colombia			Indonesia		Switzerland				
	Mauritius	Costa Rica			Laos		Turkey				
	Mozambique	Ecuador			Malaysia		UK				
	Namibia	El Salvador			Myanmar		Ukraine				
	Niger	Guatemala			Philippines		Bahrain				
	Nigeria	Guyana			Singapore		Iran				
	Reunion	Honduras			Thailand		Iraq				
	Rwanda	Nicaragua			Vietnam		Israel				
	Sao Tome and Principe	Panama			Austria		Jordan				
	Senegal	Paraguay			Belgium		Kuwait				
	Seychelles	Peru			Bulgaria		Lebanon				
	Sierra Leone	Suriname			Croatia		Oman				
	South Africa	Uruguay			Cyprus		Qatar				
	Sudan	Venezuela			Czech Republic		Saudi Arabia				
	Tanzania	Canada			Denmark		Syria				
	Togo	Mexico			Estonia		United Arab Emirates				
	Uganda	USA			Finland		Yemen				
	Zambia				France						
	Zimbabwe				Germany						
					Greece						

\* Referred to as Former Netherlands Antilles in previous WTTC reports.

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