



WORLD  
TRAVEL &  
TOURISM  
COUNCIL



TRAVEL & TOURISM  
**ECONOMIC  
IMPACT 2023**

**OTHER OCEANIC STATES**

# ECONOMIC IMPACT 2023

## THE ECONOMIC IMPACT OF GLOBAL TRAVEL & TOURISM

2019

2022

2023 Forecast

Travel & Tourism GDP (percentage share of global GDP)

**10.4%**

**7.6%**

**9.2%**

Change in Travel & Tourism GDP (Year on year)

**+22%**

+\$1.4 trillion GDP gain

**+23.3%**

+\$1.8 trillion GDP gain

Jobs supported by Travel & Tourism

**334m**

1 in 10 of global employment

**295m**

1 in 11 of global employment

**320m**

1 in 10 of global employment

2014-2019 Jobs

**1/5**

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

Change in Travel & Tourism Jobs (Year on year)

**+22m**

New jobs

**+24m**

New jobs



# FORWARD

**Global tourism is booming.** For years, this growth was something the Travel & Tourism sector could take for granted; it was a fact of life. Prior to the pandemic, before the words 'lockdown' and 'social distancing' became part of our vocabulary, Travel & Tourism accounted for 1 in 5 new jobs created and 10.4% of global GDP. It was an economic lifeline for cities, islands, and villages alike, supporting 334 million jobs globally. In 2019, international visitor spending amounted to US\$1.86 trillion, and the sector produced 6.8% of the world's exports.

Since the arrival of COVID-19, however, world travel has been on a journey back to health. Last year, despite China remaining closed, **Travel & Tourism's contribution to global GDP grew by 22%**, meaning the sector is now worth **\$7.7 trillion**. This is still 23% behind the 2019 peak, but a remarkable recovery, given the challenges of inflation, staff shortages, and ongoing COVID-19 restrictions. The recovery so far has been the strongest in Latin America, North America, and Europe - all now closely approaching 2019 levels.

2022 was also a good year for employment. The global Travel & Tourism sector created **21.6 million new jobs**, bringing the total to 295 million. This means that last year, our sector supported 1 in 11 of all roles, worldwide. And while the sector's recovery began with the return of domestic trips, 2022 gave international travellers cause for optimism too. Last year marked the first year of true recovery for international travel, with spending up 82%. Once they were abroad, **international tourists spent \$1.1 trillion** around the world – significant growth, albeit still 40% below 2019 levels.

At the World Travel & Tourism Council (WTTC), we keep a keen watch on these economic indicators – year in, year out. The contributions our sector makes to the global economy, jobs and visitor spending are immensely important to the health and wealth of people around the world, including some of the poorest economies on our planet. The economic health of the sector is also deeply bound up with social and environmental progress. Every penny we create is another that can be invested in sustainability, new technology and the preservation of the natural world on which tourism depends. Every new job is one that can provide income to women, young people, or struggling families where employment is scarce. This is why we monitor the health of our sector so seriously.

Looking ahead, despite the many challenges on the horizon, **we forecast another year of strong performance in 2023**. Travel & Tourism GDP is set to grow by 23.3%, reaching 9.2% of the global economy. The sector's value is forecast to grow to \$9.5 trillion, only 5% behind the 2019 peak. This will be partly fuelled by the reopening of China, while Latin and North America are expected to be the first regions to recover fully. By the end of the year, we forecast that the Travel & Tourism sector will have created 24 million new roles, bringing the sector's total to 320 million jobs. International spending is set to grow 23%, reaching \$1.36 trillion.

Despite all this, the year ahead will not be without its challenges. Inflation, economic uncertainty, labour shortages and the climate crisis are limiting factors. And as travel returns to its pre-COVID-19 peak, some businesses are struggling to keep pace with demand. Worldwide, we need strong efforts to increase capacity and connectivity, as well as action from both industry and governments to resolve staffing problems. And finally, 2023 must be a year in which governments and the private sector take sustainability seriously. Decarbonising and protecting biodiversity must be at the top of any boardroom agenda.

If we can get all this right, 2023 promises to be another year of growth and opportunity. We hope this report will be a resource for policymakers, industry professionals and anyone interested in the future of travel. This research provides the data. Now, all that remains is action.

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

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For more information, please visit:  
**[ResearchHub.WTTC.org/Contact](https://ResearchHub.WTTC.org/Contact)**



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MAY 2023

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# OTHER OCEANIC STATES

2023 Annual Research: Key Highlights<sup>1</sup>

## Global Data

	 <b>Total GDP contribution:</b>		 <b>Total Travel &amp; Tourism jobs:</b>	
<b>2019</b>	<b>10.4%</b> (of Total Economy) USD 10.0 TN	Change in 2020: <b>-49.4%</b>	<b>334 MN</b> =10.3% (Share of Global Jobs)	Change in 2020 <sup>2</sup> : <b>-70.7 MN</b> -21.2%
<b>2022</b>	<b>7.6%</b> USD 7.7 TN	Annual Change: <b>+22.0%</b> (-22.9% vs 2019) Economy Change YoY= 3.1%	<b>295 MN</b> =9.0%	Annual Change: <b>+7.9%</b> (-11.4% vs 2019)
<b>2023</b> (F)	<b>9.2%</b> USD 9.5 TN	Annual Change: <b>+23.3%</b> (-5.0% vs 2019) Economy Change YoY= 1.3%	<b>320 MN</b> =9.6%	Annual Change: <b>+8.2%</b> (-4.2% vs 2019)
<b>2033</b> (F)	<b>11.6%</b> USD 15.5 TN	CAGR <sup>3</sup> (2023 - 2033): <b>5.1%</b> Economy CAGR (2023 - 2033): <b>2.6%</b>	<b>430 MN</b> =11.8%	New Jobs (2033 vs 2023): <b>110.1 MN</b>

## Other Oceanic States Key Data

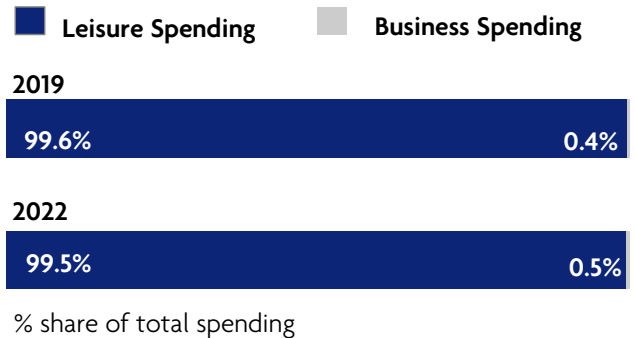
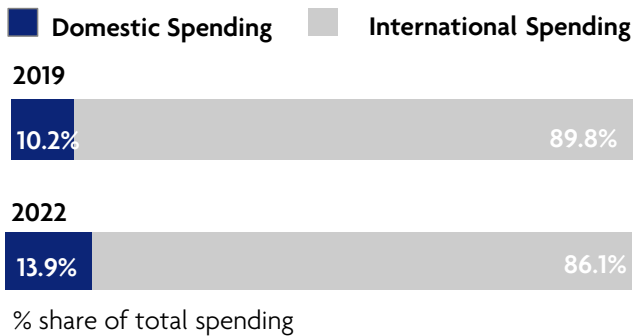
<b>2019</b>	<b>28.6%</b> (of Total Economy) USD 13,014.4MN	Change in 2020: <b>-53.3%</b>	<b>141.4 (000s)</b> =34.8% (Share of Total Jobs)	Change in 2020: <b>-19.5%</b>
<b>2022</b>	<b>20.3%</b> USD 10,562.5MN	Annual Change: <b>+17.1%</b> (-18.8% vs 2019) Economy Change: +4.6%	<b>140.7 (000s)</b> =33.9%	Annual Change: <b>+8.5%</b> (-0.5% vs 2019)
<b>2023</b> (F)	<b>21.7%</b> USD 11,817.1MN	Annual Change: <b>+11.9%</b> (-9.2% vs 2019)	<b>144.2 (000s)</b> =34.5%	Annual Change: <b>+2.5%</b> (1.9% vs 2019)
<b>2033</b> (F)	<b>29.1%</b> USD 24,837.7MN	CAGR (2023 - 2033): <b>+7.7%</b> Economy CAGR (2023 - 2033): <b>+4.6%</b>	<b>228.9 (000s)</b> =50.8%	New Jobs (2033 vs 2023): <b>84.7 (000s)</b>

# OTHER OCEANIC STATES

2023 Annual Research: Key Highlights<sup>1</sup>

## Other Oceanic States Visitor Spending

2019	2022	2023 (F)	2033 (F)
<b>International Visitor Spending:</b>			
<b>USD10,353.9MN</b> 55.3% of total exports	<b>USD12,137.4MN</b> Annual Change: <b>16.7%</b> (-25.3% vs 2019)	Annual Change: <b>12.5%</b> (-16.0% vs 2019)	<b>USD21,737.4MN</b> 61.2% of total exports CAGR (2023 - 2033): <b>7.9%</b>
<b>Domestic Visitor Spending:</b>			
<b>USD1,177.2MN</b>	<b>USD1,248.9MN</b> Annual Change: <b>18.9%</b> (6.1% vs 2019)	Annual Change: <b>9.6%</b> (16.3% vs 2019)	<b>USD2,272.5MN</b> CAGR (2023 - 2033): <b>5.2%</b>



1. All values are in constant 2022 prices & exchange rates. As reported in March 2023.  
 2. Where the country or region has implemented job support schemes and supported jobs are still recorded as employment by national statistical job losses exclude those supported jobs (where known)  
 3. CAGR= Compound Annual Growth Rate

# DEFINING THE ECONOMIC CONTRIBUTION OF TRAVEL & TOURISM

Travel & Tourism is an important economic activity in most countries around the world. As well as its direct economic impact, the industry has significant indirect and induced impacts. The UN Statistics Division-approved Tourism Satellite Accounting methodology (TSA:RMF 2008) quantifies only the direct contribution of Travel & Tourism. But WTTC recognises that Travel & Tourism's total contribution is much greater, and aims to capture its indirect and induced impacts through its annual research.



## DIRECT CONTRIBUTION

The direct contribution of Travel & Tourism to GDP reflects the 'internal' spending on Travel & Tourism (total spending within a particular country on Travel & Tourism by residents and non-residents for business and leisure purposes) as well as government 'individual' spending - spending by government on Travel & Tourism services directly linked to visitors, such as cultural (eg museums) or recreational (eg national parks).

The direct contribution of Travel & Tourism to GDP is calculated to be consistent with the output, as expressed in National Accounting, of tourism-characteristic sectors such as hotels, airlines, airports, travel agents and leisure and recreation services that deal directly with tourists. The direct contribution of Travel & Tourism to GDP is calculated from total internal spending by 'netting out' the purchases made by the different tourism sectors. This measure is consistent with the definition of Tourism GDP, specified in the 2008 Tourism Satellite Account: Recommended Methodological Framework (TSA: RMF 2008).

The total contribution of Travel & Tourism includes its 'wider impacts' (ie the indirect and induced impacts) on the economy. The 'indirect' contribution includes the GDP and jobs supported by:

- Travel & Tourism investment spending – an important aspect of both current and future activity that includes investment activity such as the purchase of new aircraft and construction of new hotels;
- Government 'collective' spending, which helps Travel & Tourism activity in many different ways as it is made on behalf of the 'community at large' – eg tourism marketing and promotion, aviation, administration, security services, resort area security services, resort area sanitation services, etc;
- Domestic purchases of goods and services by the sectors dealing directly with tourists – including, for example, purchases of food and cleaning services by hotels, of fuel and catering services by airlines, and IT services by travel agents.

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

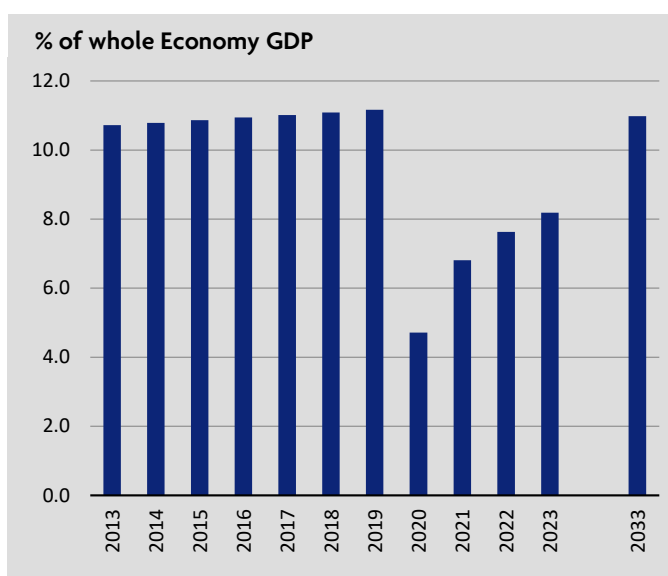
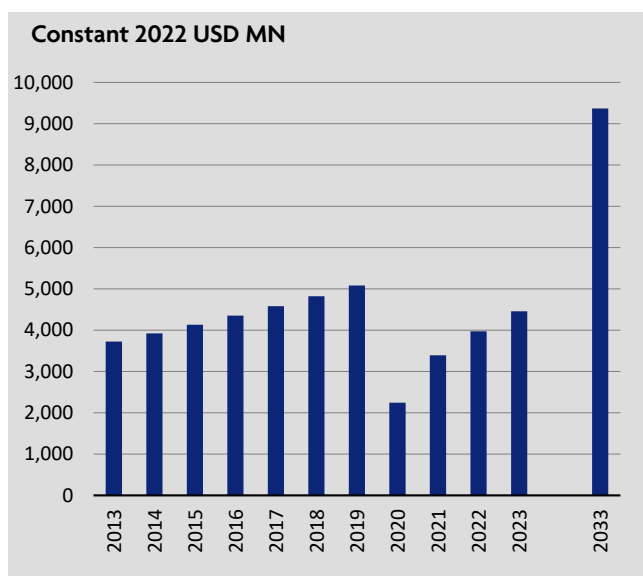
PLEASE NOTE THAT DUE TO CHANGES IN METHODOLOGY BETWEEN 2010 AND 2011, IT IS NOT POSSIBLE TO COMPARE FIGURES PUBLISHED BY WTTC FROM 2011 ONWARDS WITH THE SERIES PUBLISHED IN PREVIOUS YEARS.

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

The direct contribution of Travel & Tourism to GDP in 2022 was USD3,972.0mn (7.6% of GDP). This primarily reflects the economic activity generated by industries such as hotels, travel agents, airlines and other passenger transportation services (excluding commuter services). But it also includes, for example, the activities of the restaurant and leisure industries directly supported by tourists.

The direct contribution of Travel & Tourism to GDP is expected to grow by 7.7% pa to USD9,369.5mn (11.0% of GDP) from 2023 to 2033.

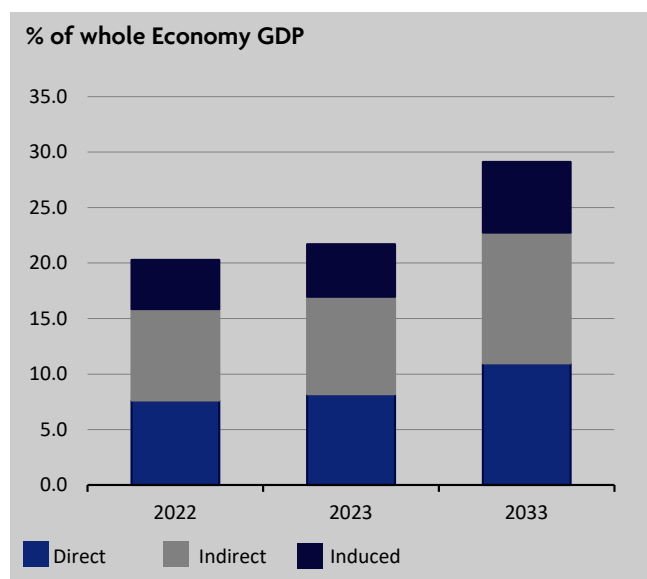
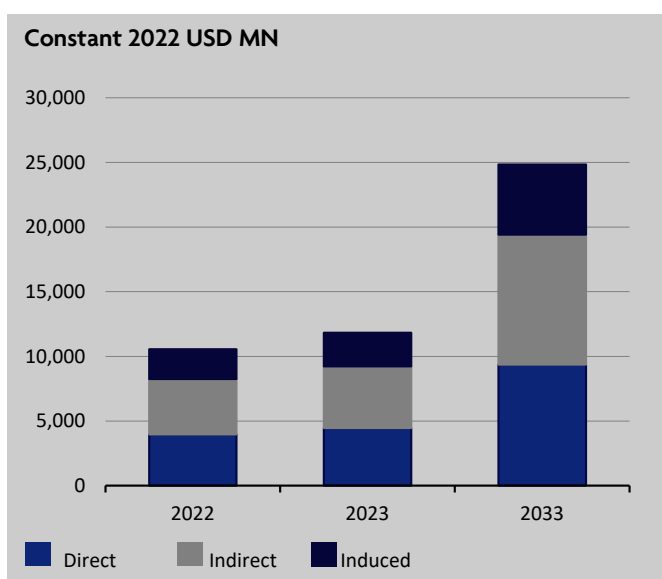
## Other Oceanic States: Direct Contribution of Travel & Tourism to GDP



The total contribution of Travel & Tourism to GDP (including wider effects from investment, the supply chain and induced income impacts, see page 3) was USD10,562.5mn in 2022 (20.3% of GDP).

It is forecast to rise by 7.7% pa to USD24,837.7mn from 2023 to 2033 (29.1% of GDP).

## Other Oceanic States: Total Contribution of Travel & Tourism to GDP



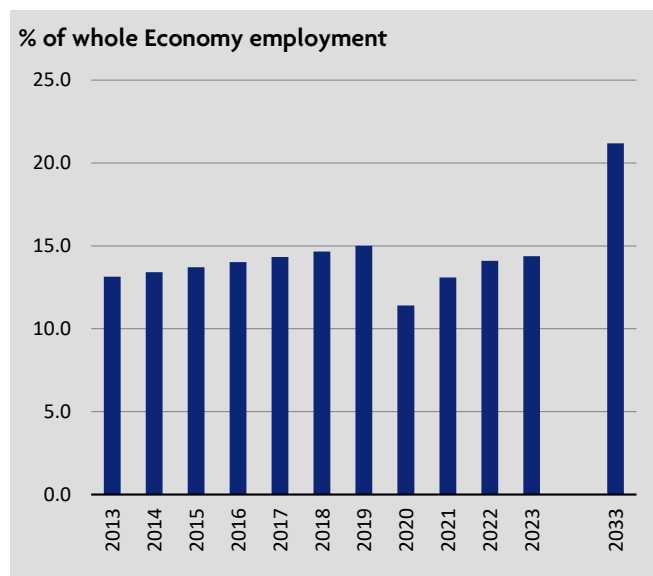
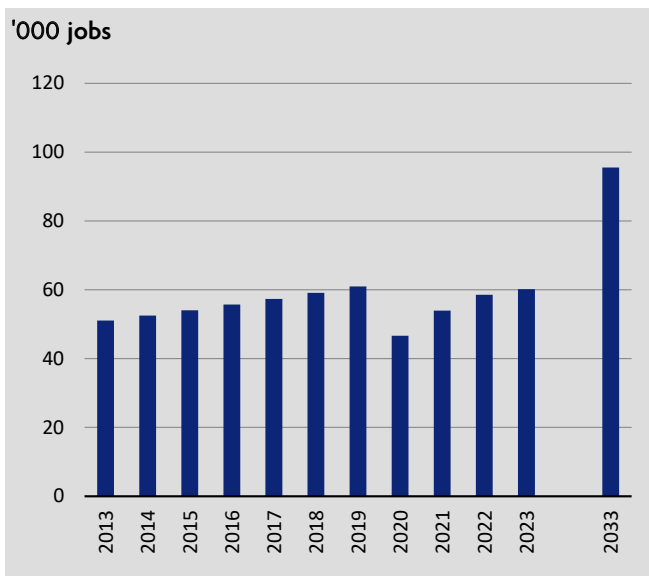
<sup>1</sup> All values are in constant 2022 prices & exchange rates

# TRAVEL & TOURISM'S CONTRIBUTION TO EMPLOYMENT

Travel & Tourism generated 58,555 jobs directly in 2022 (14.1% of total employment). This includes employment by hotels, travel agents, airlines and other passenger transportation services (excluding commuter services). It also includes, for example, the activities of the restaurant and leisure industries directly supported by tourists.

By 2023, Travel & Tourism will account for 95,534 jobs directly (21.2% of total employment), an increase of 4.7% pa from 2022.

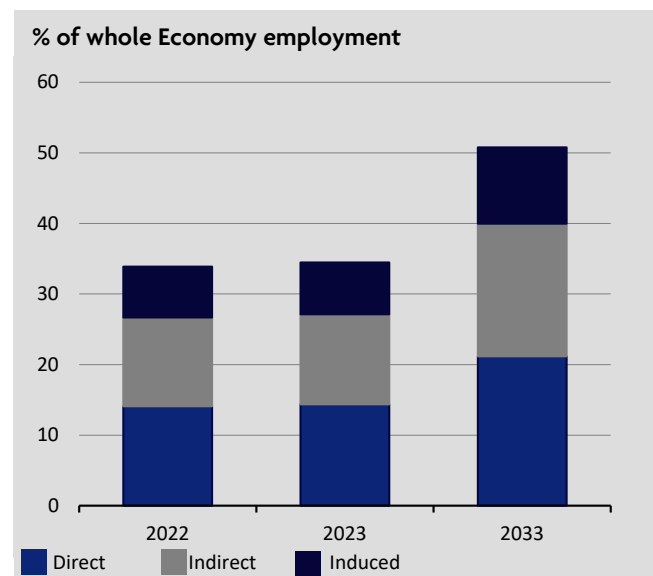
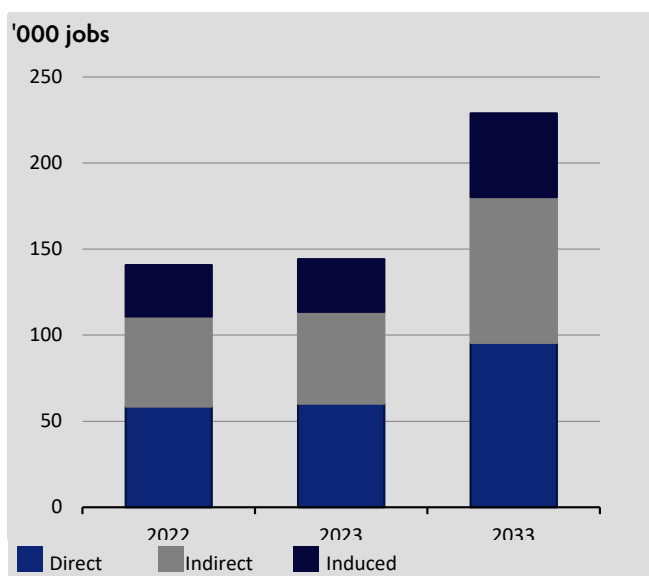
## Other Oceanic States: Direct Contribution of Travel & Tourism to Employment



The total contribution of Travel & Tourism to employment (including wider effects from investment, the supply chain and induced income impacts, see page 3) was 140,685 jobs in 2022 (33.9% of total employment).

By 2033, Travel & Tourism is forecast to support 228,862 jobs (50.8% of total employment), an increase of 4.7% pa since 2023.

## Other Oceanic States: Total Contribution of Travel & Tourism to Employment



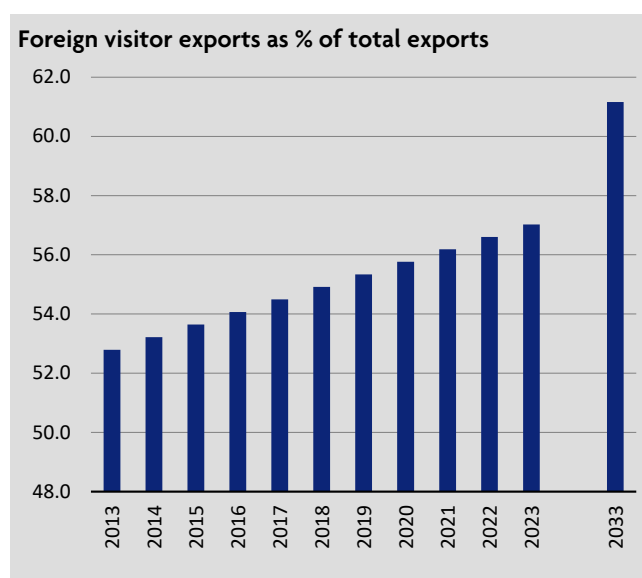
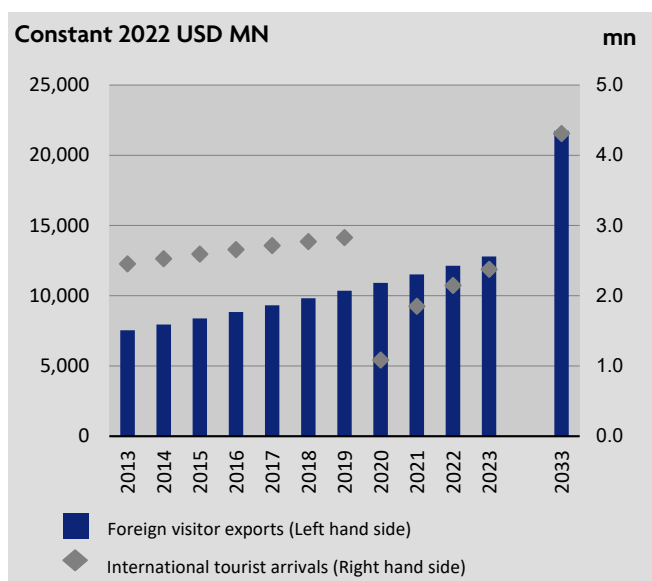
# VISITOR EXPORTS AND INVESTMENT<sup>1</sup>

## VISITOR EXPORTS

Visitor exports are a key component of the direct contribution of Travel & Tourism. In 2022, Other Oceanic States generated USD12,137.4mn in visitor exports.

By 2033, international tourist arrivals are forecast to total 4,309,000, generating expenditure of USD21,737.4mn, an increase of 5.4% pa since 2023.

### Other Oceanic States: Visitor Exports and International Tourist Arrivals

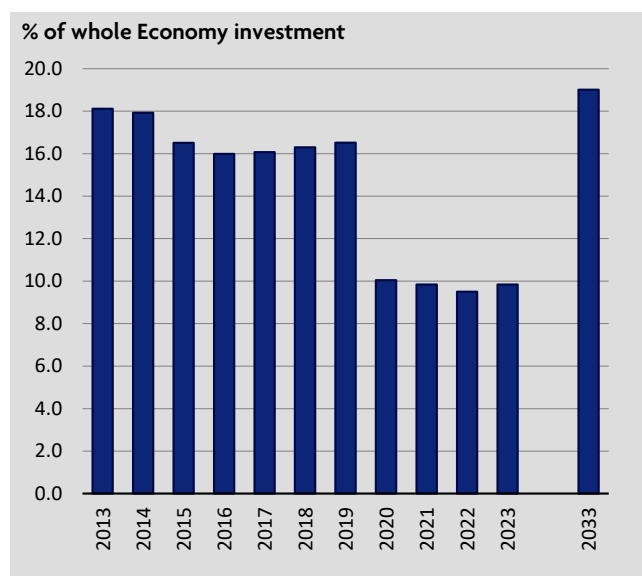
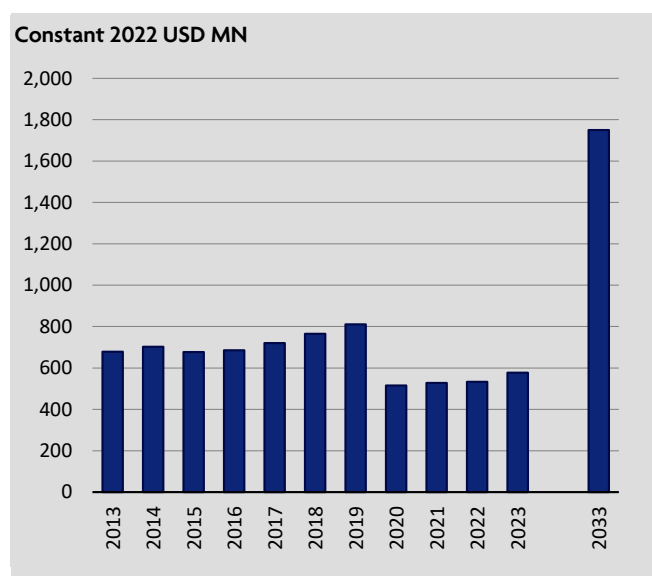


## INVESTMENT

Travel & Tourism is expected to have attracted capital investment of USD533.5mn in 2022.

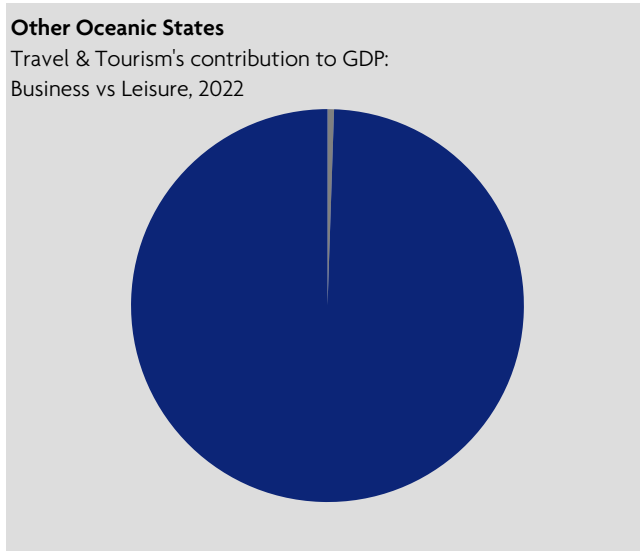
Travel & Tourism's share of total national investment is expected to be 19.0% in 2033.

### Other Oceanic States: Capital Investment in Travel & Tourism



<sup>1</sup> All values are in constant 2022 prices & exchange rates

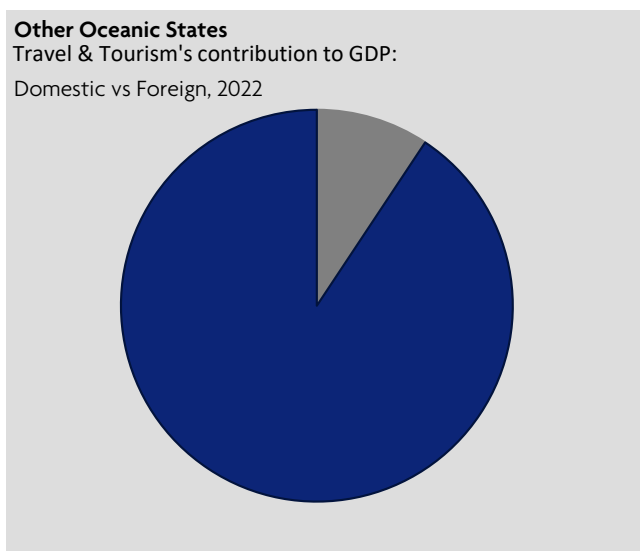
# DIFFERENT COMPONENTS OF TRAVEL & TOURISM<sup>1</sup>



Leisure travel spending (inbound and domestic) generated 99.5% of total internal spending in 2022 (USD8,931.9mn) compared with 0.5% for business travel spending (USD47.8mn).

Leisure travel spending is expected to rise by 7.6% pa to USD20,833.4mn from 2023 to 2033.

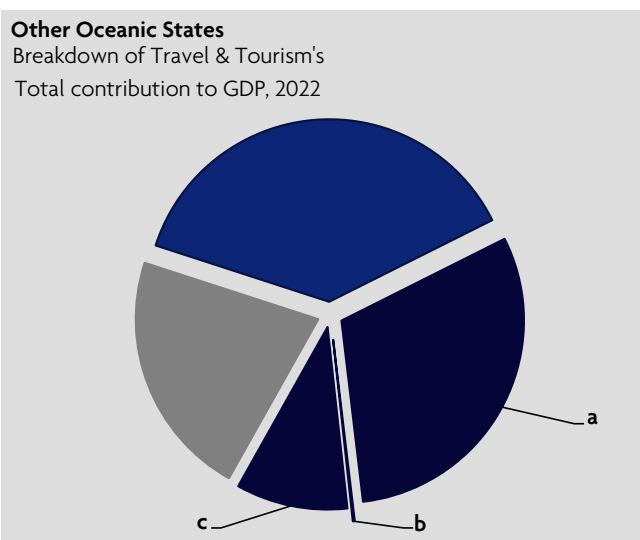
Business travel spending is expected to rise by 5.2% pa to USD89.3mn from 2023 to 2033.



Domestic travel spending generated 9.3% (USD1,248.9mn) of total internal spending in 2022 compared with 90.7% (USD12,137.4mn) for visitor exports (ie foreign visitor spending or international tourism receipts).

Domestic travel spending is expected to rise by 5.2% pa to USD2,272.5mn from 2023 to 2033.

Visitor exports are expected to rise by 5.4% pa to USD21,737.4mn from 2023 to 2033.



The Travel & Tourism industry contributes to GDP and employment in many ways as detailed on page 3.

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

<sup>1</sup> All values are in constant 2022 prices & exchange rates

# COUNTRY RANKINGS: ABSOLUTE CONTRIBUTION, 2022

Travel & Tourism's Direct Contribution to GDP		2022 (US\$bn)
2	China	139.5
18	Australia	28.6
19	Thailand	23.7
30	Indonesia	15.0
<b>World Average</b>		<b>12.9</b>
32	Viet Nam	12.1
34	Singapore	10.5
35	Malaysia	10.5
<b>Oceania Average</b>		<b>4.5</b>
63	Other Oceanic States	4.0
92	Cambodia	1.5
102	Sri Lanka	1.2

Travel & Tourism's Total Contribution to GDP		2022 (US\$bn)
2	China	582.8
12	Australia	115.5
21	Indonesia	52.0
24	Thailand	49.6
<b>World Average</b>		<b>36.9</b>
32	Singapore	29.1
44	Malaysia	18.8
46	Viet Nam	17.4
<b>Oceania Average</b>		<b>16.6</b>
63	Other Oceanic States	10.6
89	Sri Lanka	4.0
104	Cambodia	2.9

Travel & Tourism's Direct Contribution to Employment		2022 '000 jobs
1	China	23,166.4
4	Thailand	4,626.5
6	Indonesia	4,332.5
9	Viet Nam	2,771.4
16	Malaysia	1,234.3
<b>World Average</b>		<b>1,156.0</b>
18	Cambodia	1,081.9
31	Australia	495.6
63	Singapore	187.2
71	Sri Lanka	155.7
115	Other Oceanic States	58.6
<b>Oceania Average</b>		<b>9.5</b>

Travel & Tourism's Total Contribution to Employment		2022 '000 jobs
1	China	62,896.3
4	Indonesia	11,437.3
7	Thailand	6,993.5
11	Viet Nam	4,228.8
20	Malaysia	2,136.3
21	Cambodia	2,092.7
<b>World Average</b>		<b>1,422.7</b>
30	Australia	1,328.5
54	Sri Lanka	642.0
63	Singapore	485.0
116	Other Oceanic States	140.7
<b>Oceania Average</b>		<b>24.8</b>

Travel & Tourism Investment		2022 (US\$bn)
2	China	146.0
10	Indonesia	17.4
12	Singapore	15.8
13	Australia	12.9
24	Viet Nam	6.3
<b>World Average</b>		<b>4.6</b>
30	Malaysia	4.2
<b>Oceania Average</b>		<b>1.7</b>
55	Thailand	1.7
79	Other Oceanic States	0.5
81	Sri Lanka	0.5
84	Cambodia	0.5

Visitor Exports		2022 (US\$bn)
9	China	30.0
20	Singapore	15.9
21	Thailand	15.0
34	Other Oceanic States	7.7
37	Indonesia	7.0
<b>World Average</b>		<b>6.0</b>
50	Viet Nam	4.1
59	Australia	3.4
62	Malaysia	3.2
<b>Oceania Average</b>		<b>1.5</b>
92	Cambodia	1.3
97	Sri Lanka	1.1

The tables on pages 8-11 provide brief extracts from the full WTTC Country League Table Rankings, highlighting comparisons with competing destinations as well as with the world and regional average. Averages are simple cross-country averages.

The competing destinations selected are those that offer a similar tourism product and compete for tourists from the same set of origin markets. These tend to be, but are not exclusively, geographical neighbours.

# COUNTRY RANKINGS: RELATIVE CONTRIBUTION, 2022

Travel & Tourism's Direct Contribution to GDP		2022 % share
25	Other Oceanic States	7.6
46	Cambodia	5.0
50	Thailand	4.8
74	Viet Nam	3.0
85	Malaysia	2.6
93	Singapore	2.5
	World	2.3
	<b>Oceania</b>	2.0
138	Australia	1.7
148	Sri Lanka	1.5
159	Indonesia	1.1
178	China	0.8

Travel & Tourism's Direct Contribution to Employment		2022 % share
13	Other Oceanic States	14.1
20	Thailand	11.8
22	Cambodia	11.4
31	Malaysia	7.8
54	Viet Nam	5.5
61	Singapore	4.9
	<b>Oceania</b>	3.8
84	Australia	3.6
	World	3.3
100	Indonesia	3.2
102	China	3.1
141	Sri Lanka	1.9

Travel & Tourism Contribution to Total Capital Investment		2022 % share
17	Singapore	15.6
33	Other Oceanic States	9.5
60	Cambodia	5.8
63	Malaysia	5.6
67	Viet Nam	4.9
74	Indonesia	4.5
	<b>Oceania</b>	3.5
101	Australia	3.4
	World	3.2
133	Sri Lanka	2.4
154	China	1.9
164	Thailand	1.5

Travel & Tourism's Total Contribution to GDP		2022 % share
23	Other Oceanic States	20.3
54	Thailand	10.1
56	Cambodia	9.8
	World	7.6
	<b>Oceania</b>	7.5
89	Australia	6.9
90	Singapore	6.8
122	Sri Lanka	5.2
136	Malaysia	4.6
144	Viet Nam	4.3
155	Indonesia	3.9
164	China	3.3

Travel & Tourism's Total Contribution to Employment		2022 % share
15	Other Oceanic States	33.9
27	Cambodia	22.1
36	Thailand	17.9
50	Malaysia	13.5
54	Singapore	12.8
	<b>Oceania</b>	9.9
84	Australia	9.8
	World	9.0
96	Indonesia	8.4
97	China	8.4
98	Viet Nam	8.4
104	Sri Lanka	7.9

Visitor Exports Contribution to Exports		2022 % share
28	Other Oceanic States	36.1
82	Sri Lanka	6.6
93	Cambodia	5.4
105	Thailand	4.6
	World	3.6
	<b>Oceania</b>	2.5
139	Indonesia	2.1
141	Singapore	1.9
162	Viet Nam	1.1
163	Malaysia	1.1
168	China	0.8
169	Australia	0.8

# COUNTRY RANKINGS: REAL GROWTH, 2022

Travel & Tourism's Direct Contribution to GDP		2022 % growth
1	Malaysia	366.7
10	Cambodia	150.0
21	Singapore	94.2
22	Indonesia	94.0
26	Sri Lanka	87.7
27	Thailand	85.0
32	Viet Nam	79.4
	World	30.1
159	Other Oceanic States	17.2
	Oceania	13.2
172	Australia	13.0
183	China	-31.5

Travel & Tourism's Direct Contribution to Employment		2022 % growth
35	Cambodia	23.5
41	Malaysia	22.8
89	Thailand	15.1
	World	12.8
121	Sri Lanka	11.2
140	Australia	9.0
142	Viet Nam	8.8
146	Other Oceanic States	8.5
	Oceania	8.5
147	Singapore	8.5
176	Indonesia	4.7
182	China	-9.8

Travel & Tourism Investment		2022 % growth
10	Cambodia	48.5
26	Sri Lanka	35.7
44	Singapore	27.4
55	Thailand	24.7
84	Malaysia	17.3
89	Indonesia	16.3
102	Viet Nam	13.0
103	China	13.0
	World	11.1
173	Other Oceanic States	1.0
	Oceania	-11.7
182	Australia	-14.9

Travel & Tourism's Total Contribution to GDP		2022 % growth
1	Malaysia	352.2
8	Cambodia	128.5
21	Sri Lanka	81.0
22	Thailand	80.8
23	Viet Nam	79.8
28	Singapore	72.9
44	Indonesia	59.0
	World	22.0
153	Other Oceanic States	17.1
	Oceania	9.9
177	Australia	8.6
183	China	-29.5

Travel & Tourism's Total Contribution to Employment		2022 % growth
38	Malaysia	18.7
55	Cambodia	15.3
56	Sri Lanka	15.3
120	Viet Nam	9.1
125	Other Oceanic States	8.5
133	Singapore	7.9
	World	7.9
140	Thailand	7.5
	Oceania	5.8
156	Australia	5.3
174	Indonesia	2.2
182	China	-12.7

Visitor Exports		2022 % growth
2	Malaysia	3351.9
6	Indonesia	1125.3
10	Cambodia	508.5
18	Sri Lanka	305.8
27	Thailand	215.3
31	Singapore	193.3
32	Viet Nam	189.5
	World	81.9
150	Australia	29.9
	Oceania	29.9
165	Other Oceanic States	16.7
178	China	-8.5

# COUNTRY RANKINGS: LONG TERM GROWTH, 2023 - 2033

Travel & Tourism's Direct Contribution to GDP		2023 - 2033 % growth
7	Cambodia	11.4
8	Sri Lanka	11.2
12	China	10.2
14	Thailand	9.4
24	Viet Nam	8.1
27	Indonesia	8.0
29	Other Oceanic States	7.7
30	Malaysia	7.6
73	Singapore	5.2
	World	4.9
	<b>Oceania</b>	4.5
124	Australia	3.8

Travel & Tourism's Total Contribution to GDP		2023 - 2033 % growth
7	Cambodia	11.3
9	Sri Lanka	10.6
10	China	10.4
14	Thailand	9.1
15	Viet Nam	9.1
23	Malaysia	7.9
28	Other Oceanic States	7.7
30	Indonesia	7.5
	World	5.1
89	Singapore	5.0
	<b>Oceania</b>	4.5
126	Australia	4.0

Travel & Tourism's Direct Contribution to Employment		2023 - 2033 % growth
2	Sri Lanka	8.3
23	Other Oceanic States	4.7
38	Malaysia	4.1
	<b>Oceania</b>	3.8
53	Australia	3.8
69	Viet Nam	3.4
	World	3.4
71	Thailand	3.3
72	Indonesia	3.3
75	China	3.3
103	Cambodia	2.7
121	Singapore	2.4

Travel & Tourism's Total Contribution to Employment		2023 - 2033 % growth
3	Sri Lanka	7.2
17	Other Oceanic States	4.7
29	Viet Nam	4.4
32	Malaysia	4.3
51	Thailand	3.8
	<b>Oceania</b>	3.8
59	Australia	3.7
60	Indonesia	3.7
65	China	3.6
	World	3.0
97	Cambodia	3.0
135	Singapore	2.1

Travel & Tourism Investment		2023 - 2033 % growth
9	Cambodia	11.8
10	Other Oceanic States	11.7
21	China	9.7
32	Malaysia	8.5
78	Thailand	6.3
83	Sri Lanka	6.1
	World	6.1
96	Viet Nam	5.8
	<b>Oceania</b>	5.6
112	Singapore	5.4
125	Indonesia	5.1
136	Australia	4.6

Visitor Exports		2023 - 2033 % growth
7	China	15.9
11	Sri Lanka	14.0
13	Cambodia	13.6
14	Thailand	13.5
20	Indonesia	11.8
23	Viet Nam	11.2
29	Malaysia	10.3
35	Australia	9.5
	<b>Oceania</b>	9.3
58	Other Oceanic States	7.9
	World	6.5
83	Singapore	6.4

# SUMMARY TABLES: ESTIMATES & FORECASTS

Other Oceanic States	2022	2022	2023	2033		
	USDmn <sup>1</sup>	% of total	Growth <sup>2</sup>	USDmn <sup>1</sup>	% of total	Growth <sup>3</sup>
Direct contribution to GDP	3,972.0	7.6	12.2	9,369.5	11.0	7.7
Total contribution to GDP	10562.5	20.3	11.9	24,837.7	29.1	7.7
Direct contribution to employment <sup>4</sup>	58.6	14.1	2.8	95.5	21.2	4.7
Total contribution to employment <sup>4</sup>	140.7	33.9	2.5	228.9	50.8	4.7
Visitor exports	7,730.9	56.6	12.5	18,650.2	61.2	7.9
Domestic spending	1,248.9	2.4	9.6	2,272.5	2.7	5.2
Leisure spending	8,931.9	7.4	12.1	20,833.4	10.7	7.6
Business spending	47.8	0.0	12.2	89.3	0.0	5.2
Capital investment	533.5	9.5	8.3	1,749.9	19.0	11.7

<sup>1</sup>2022 constant prices & exchange rates; <sup>2</sup>2023 real growth adjusted for inflation (%); <sup>3</sup>2023-2033 annualised real growth adjusted for inflation (%); <sup>4</sup>000 jobs

Oceania	2022	2022	2023	2033		
	USDbn <sup>1</sup>	% of total	Growth <sup>2</sup>	USDbn <sup>1</sup>	% of total	Growth <sup>3</sup>
Direct contribution to GDP	40.5	2.0	18.5	74.4	2.7	4.5
Total contribution to GDP	149.6	7.5	19.5	276.8	10.1	4.5
Direct contribution to employment <sup>4</sup>	770.5	3.8	6.9	1,197.4	4.9	3.8
Total contribution to employment <sup>4</sup>	2,009.6	9.9	7.3	3,120.8	12.7	3.8
Visitor exports	13.8	2.5	101.3	67.6	10.4	9.3
Domestic spending	95.5	4.8	5.8	128.7	4.8	2.4
Leisure spending	90.9	1.7	19.3	163.9	2.2	4.2
Business spending	18.4	0.3	10.6	32.4	0.4	4.8
Capital investment	15.5	3.5	22.6	32.9	5.0	5.6

<sup>1</sup>2022 constant prices & exchange rates; <sup>2</sup>2023 real growth adjusted for inflation (%); <sup>3</sup>2023-2033 annualised real growth adjusted for inflation (%); <sup>4</sup>000 jobs

Worldwide	2022	2022	2023	2033		
	USDbn <sup>1</sup>	% of total	Growth <sup>2</sup>	USDbn <sup>1</sup>	% of total	Growth <sup>3</sup>
Direct contribution to GDP	2,379.0	2.3	18.4	4,530.0	3.4	4.9
Total contribution to GDP	7,682.5	7.6	23.3	15,510.9	11.6	5.1
Direct contribution to employment <sup>4</sup>	106,966.8	3.3	6.5	158,687.8	4.3	3.4
Total contribution to employment <sup>4</sup>	295,363.4	9.0	8.2	429,578.8	11.8	3.0
Visitor exports	1,107.2	3.6	23.0	2,566.7	7.0	6.5
Domestic spending	3,990.7	3.9	18.1	7,225.0	5.4	4.4
Leisure spending	4,151.3	1.9	17.9	7,944.5	2.7	5.0
Business spending	946.6	0.4	24.7	1,847.7	0.6	4.6
Capital investment	855.9	3.2	11.5	1,726.7	5.0	6.1

<sup>1</sup>2022 constant prices & exchange rates; <sup>2</sup>2023 real growth adjusted for inflation (%); <sup>3</sup>2023-2033 annualised real growth adjusted for inflation (%); <sup>4</sup>000 jobs

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

# THE ECONOMIC CONTRIBUTION OF TRAVEL & TOURISM: REAL 2022 PRICES

<b>Other Oceanic States</b> (USDmn, real 2022 prices)	<b>2017</b>	<b>2018</b>	<b>2019</b>	<b>2020</b>	<b>2021</b>	<b>2022</b>	<b>2023E</b>	<b>2033F</b>
1. Visitor exports	9,313.4	9,819.8	10,354	10,917	11,511	12,137	12,798	21,737
2. Domestic expenditure (includes government individual spending)	1,077.2	1,121.3	1,177.2	983.9	1,050.1	1,248.9	1,368.8	2,272.5
3. Internal tourism consumption (= 1 + 2)	10,391	10,941	11,531	11,901	12,561	13,386	14,166	24,010
4. Purchases by tourism providers, including imported goods (supply chain)	-5,810.3	-6,118.6	-6,449.8	-9,657.0	-9,171.6	-9,414.3	-9,709.4	-14,640
<b>5. Direct contribution of Travel &amp; Tourism to GDP</b> (= 3 + 4)	4,580.3	4,822.4	5,081.3	2,244.0	3,389.6	3,972.0	4,457.1	9,369.5
Relative contribution (% whole economy)	11.0	11.1	11.2	4.7	6.8	7.6	8.2	11.0
<b>Other final impacts (indirect &amp; induced)</b>	4,580.3	4,822.4	5,081.3	2,244.0	3,389.6	3,972.0	4,457.1	9,369.5
6 Domestic supply chain								
7. Capital investment	720.8	764.6	810.6	515.5	528.1	533.5	577.9	1,749.9
8. Government collective spending	950.6	998.2	1,048.3	779.4	995.5	1,103.2	1,195.2	2,160.1
9. Imported goods from indirect spending	-1,658.6	-1,751.7	-1,850.6	-982.5	-1,216.0	-1,325.9	-1,452.1	-3,238.1
10. Induced	2,564.7	2,699.6	2,843.5	1,272.7	1,930.1	2,307.8	2,581.9	5,426.8
<b>11. Total contribution of Travel &amp; Tourism to GDP</b> (= 5 + 6 + 7 + 8 + 9 + 10)	11,738	12,356	13,014	6,073.1	9,016.8	10,563	11,817	24,838
Relative contribution (% whole economy)	28.2	28.4	28.6	12.8	18.1	20.3	21.7	29.1
<b>Employment impacts ('000)</b>								
12. Direct contribution of Travel & Tourism to employment	57.3	59.1	60.9	46.6	54.0	58.6	60.2	95.5
Relative contribution (% whole economy)	14.3	14.7	15.0	11.4	13.1	14.1	14.4	21.2
<b>13. Total contribution of Travel &amp; Tourism to employment</b>	134.7	137.9	141.4	113.9	129.6	140.7	144.2	228.9
Relative contribution (% whole economy)	33.7	34.2	34.8	27.8	31.4	33.9	34.5	50.8
<b>Other indicators</b>								
14. Expenditure on outbound travel	844.3	900.3	959.9	86.2	234.8	424.6	617.3	1,578.8

E - Estimate, F - Forecast

# THE ECONOMIC CONTRIBUTION OF TRAVEL & TOURISM: NOMINAL PRICES

<b>Other Oceanic States</b> (USDmn, nominal prices)	<b>2017</b>	<b>2018</b>	<b>2019</b>	<b>2020</b>	<b>2021</b>	<b>2022</b>	<b>2023E</b>	<b>2033F</b>
1. Visitor exports	8,688.2	9,289.0	9,931.2	10,618	11,352	12,137	12,977	25,327
2. Domestic expenditure (includes government individual spending)	1,004.9	1,060.7	1,129.1	956.9	1,035.6	1,248.9	1,387.9	2,647.7
3. Internal tourism consumption (= 1 + 2)	9,693.1	10,350	11,060	11,575	12,388	13,386	14,365	27,974
4. Purchases by tourism providers, including imported goods (supply chain)	-5,420.2	-5,787.9	-6,186.5	-9,392.4	-9,045.1	-9,414.3	-9,845.2	-17,058
<b>5. Direct contribution of Travel &amp; Tourism to GDP</b> (= 3 + 4)	4,272.9	4,561.8	4,873.9	2,182.5	3,342.8	3,972.0	4,519.5	10,917
<b>Other final impacts (indirect &amp; induced)</b>	4,272.9	4,561.8	4,873.9	2,182.5	3,342.8	3,972.0	4,519.5	10,917
6. Domestic supply chain								
7. Capital investment	672.4	723.2	777.5	501.4	520.8	533.5	585.9	2,038.8
8. Government collective spending	886.8	944.3	1,005.5	758.0	981.8	1,103.2	1,212.0	2,516.7
9. Imported goods from indirect spending	-1,547.3	-1,657.0	-1,775.0	-955.6	-1,199.2	-1,325.9	-1,472.5	-3,772.8
10. Induced	2,392.5	2,553.6	2,727.4	1,237.8	1,903.5	2,307.8	2,618.0	6,322.8
<b>11. Total contribution of Travel &amp; Tourism to GDP</b> (= 5 + 6 + 7 + 8 + 9 + 10)	10,950	11,688	12,483	5,906.7	8,892.5	10,563	11,982	28,939
<b>Employment impacts ('000)</b>								
12. Direct contribution of Travel & Tourism to employment	57.3	59.1	60.9	46.6	54.0	58.6	60.2	95.5
<b>13. Total contribution of Travel &amp; Tourism to employment</b>	134.7	137.9	141.4	113.9	129.6	140.7	144.2	228.9
<b>Other indicators</b>								
<b>14</b> Expenditure on outbound travel	787.6	851.6	920.8	83.9	231.5	424.6	626.0	1,839.5

## E - Estimate, 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 the World Tourism Organization (UNWTO).

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

# THE ECONOMIC CONTRIBUTION OF TRAVEL & TOURISM: GROWTH

Other Oceanic States Growth <sup>1</sup> (%)	2017	2018	2019	2020	2021	2022	2023E	2033F <sup>2</sup>
1. Visitor exports	5.4	5.4	5.4	-60.4	61.5	16.7	12.5	7.9
2. Domestic expenditure (includes government individual spending)	4.0	4.1	5.0	-16.4	6.7	18.9	9.6	5.2
3. Internal tourism consumption (= 1 + 2)	5.3	5.3	5.4	-55.9	50.9	17.0	12.1	7.6
4. Purchases by tourism providers, including imported goods (supply chain)	5.3	5.3	5.4	-55.9	50.7	16.9	12.0	7.5
<b>5. Direct contribution of Travel &amp; Tourism to GDP</b> (= 3 + 4)	5.3	5.3	5.4	-55.8	51.0	17.2	12.2	7.7
<b>Other final impacts (indirect &amp; induced)</b>	5.3	5.3	5.4	-55.8	51.0	17.2	12.2	7.7
6. Domestic supply chain								
7. Capital investment	5.1	6.1	6.0	-36.4	2.4	1.0	8.3	11.7
8. Government collective spending	5.0	5.0	5.0	-25.7	27.7	10.8	8.3	6.1
9. Imported goods from indirect spending	5.2	5.6	5.6	-46.9	23.8	9.0	9.5	8.3
10. Induced	5.2	5.3	5.3	-55.2	51.7	19.6	11.9	7.7
<b>11. Total contribution of Travel &amp; Tourism to GDP</b> (= 5 + 6 + 7 + 8 + 9 + 10)	5.2	5.3	5.3	-53.3	48.5	17.1	11.9	7.7
<b>Employment impacts ('000)</b>								
12. Direct contribution of Travel & Tourism to employment	3.0	3.0	3.1	-23.5	15.7	8.5	2.8	4.7
<b>13. Total contribution of Travel &amp; Tourism to employment</b>	2.4	2.4	2.5	-19.5	13.9	8.5	2.5	4.7
<b>Other indicators</b>								
14. Expenditure on outbound travel	6.6	6.6	6.6	-91.0	172.2	80.9	45.4	9.8

E - Estimate, F - Forecast

<sup>1</sup>2017-2023 real annual growth adjusted for inflation (%)<sup>b</sup> <sup>2</sup>2023-2033 annualised real growth adjusted for inflation (%)

# GLOSSARY

## KEY DEFINITIONS

### TRAVEL & TOURISM

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

### DIRECT CONTRIBUTION TO GDP

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

### DIRECT CONTRIBUTION TO EMPLOYMENT

The number of direct jobs within 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.

# 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 country reports to official, published TSAs, including for countries which are reporting data for the first time, as well as existing countries reporting an additional year's data. New TSAs incorporated this year include Maldives and Zimbabwe, bringing our total of countries and economies in our benchmarking dataset to 66. Our TSA benchmarked countries now cover around 90% of global direct T&T GDP.

WTTC coverage includes data on 185 countries and economies, and reports on 26 regions, sub-regions and economic and geographic groups.

## ECONOMIC AND GEOGRAPHIC GROUPS

### APEC (ASIA-PACIFIC ECONOMIC COOPERATION)

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

### G7

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

### G20

Argentina, Australia, Brazil, Canada, China, European Union, France\*, Germany\*, India, Indonesia, Italy\*, Japan, Mexico, Russian Federation, Saudi Arabia, South Africa, 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, Dominican Republic, Dominica, Ecuador, El Salvador, Grenada, Guatemala, Guyana, Haiti, Honduras, Jamaica, Mexico, Nicaragua, 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, Czech Republic, Denmark, Estonia, Finland, France, Germany, Greece, Hungary, Iceland, Ireland, Israel, Italy, Japan, South Korea, Latvia, Lithuania, Luxembourg, Mexico, Netherlands, New Zealand, Norway, Poland, Portugal, Slovakia, Slovenia, Spain, Sweden, Switzerland, Türkiye, UK, USA.

### (OIC) ORGANISATION OF ISLAMIC COOPERATION\*\*

Albania, Algeria, Azerbaijan, Bahrain, Bangladesh, Benin, Brunei, 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.

### OTHER OCEANIA

American Samoa, Cook Islands, French Polynesia, Guam, Marshall Islands, Micronesia (Federated States of), Nauru, New Caledonia, Niue, Northern Mariana Islands, Palau, Samoa, Tuvalu.

### 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.

\* included in European Union

\*\* no data for Afghanistan, Djibouti, Guinea-Bissau, Mauritania, Palestine, Somalia or Turkmenistan



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## Contributing data to the WTTC Economic Impact Model:



STR provides premium data benchmarking, analytics and marketplace insights for the global hospitality industry. We deliver data that is confidential, accurate and actionable, and our comprehensive solutions empower our clients to strategize and compete within their markets.

Founded in 1985, STR maintains a presence in 15 countries with a corporate North American headquarters in Hendersonville, Tennessee, and an international headquarters in London, and an Asia Pacific headquarters in Singapore. STR was acquired in October 2019 by CoStar Group, Inc. (NASDAQ: CSGP), the leading provider of commercial real estate information, analytics and online marketplaces.

Contact email: [IndustryData@str.com](mailto:IndustryData@str.com)



ForwardKeys was founded in 2010 on the premise that businesses dependent on international travellers – such as tourism organisations, hotels and retailers – would make better strategic decisions if they knew who was travelling where, when and for how long. The self-funded company, therefore, developed the most comprehensive database of air travel bookings in the industry, offering detailed information on traveller profiles.

Yet ForwardKeys is more than just a consultancy to the aviation industry. In recent years, it has evolved to become a travel intelligence specialist, able to provide insight into not only the flow of international travellers but also their behaviour and preferences at their destination.

ForwardKeys, on a mission to predict travellers' impact. Learn more about the data solutions and visit:

[ForwardKeys.com/Products](https://ForwardKeys.com/Products)



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

WTTTC 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, WTTTC produces annual research that shows Travel & Tourism to be one of the world's largest sectors, supporting 289 million jobs and generating 6.1% of global GDP in 2021. Comprehensive reports quantify, compare and forecast the economic impact of Travel & Tourism on 185 economies around the world. In addition to individual country fact sheets, and fuller country reports, WTTTC produces a world report highlighting global trends and 26 further reports that focus on regions, sub-regions and economic and geographic groups.

To download reports or data, please visit: [ResearchHub.WTTTC.org](https://ResearchHub.WTTTC.org)



## Assisting WTTTC to Provide Tools for Analysis, Benchmarking, Forecasting and Planning.

Oxford Economics is a leader in global forecasting and quantitative analysis. Our worldwide client base comprises more than 2,000 international corporations, financial institutions, government organisations, and universities.

Headquartered in Oxford, with offices around the world, we employ close to 600 staff, including over 350 economists and analysts. Our best-in-class global economic and industry models and analytical tools give us an unmatched ability to forecast external market trends and assess their economic, social and business impact.

For more information, visit: [OxfordEconomics.com](https://OxfordEconomics.com)



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