



WORLD
TRAVEL &
TOURISM
COUNCIL



TRAVEL & TOURISM
**ECONOMIC
IMPACT 2023**

SAO TOME AND PRINCIPE

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

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



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MAY 2023

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SAO TOME AND PRINCIPE

2023 Annual Research: Key Highlights¹

Global Data

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

Sao Tome and Principe Key Data

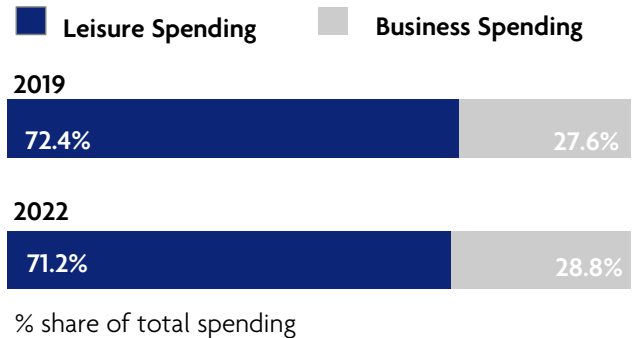
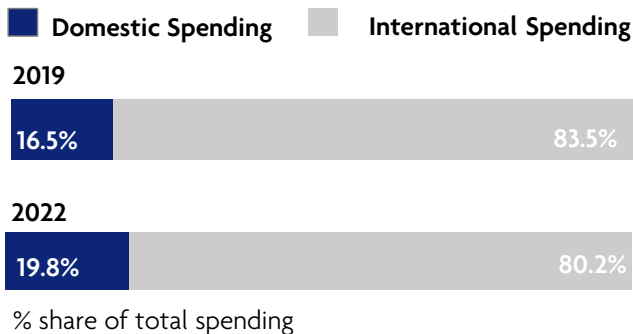
2019	14.2% (of Total Economy) STD 1.7BN (USD 72.9MN)	Change in 2020: -56.9%	8.5 (000s) =14.6% (Share of Total Jobs)	Change in 2020: -28.1%
2022	12.1% STD 1.5BN (USD 66.5MN)	Annual Change: +46.0% (-8.8% vs 2019) Economy Change: +2.1%	7.7 (000s) =12.6%	Annual Change: +4.2% (-9.4% vs 2019)
2023 (F)	12.7% STD 1.7BN (USD 71.8MN)	Annual Change: +8.0% (-1.5% vs 2019)	8.4 (000s) =13.5%	Annual Change: +10.0% (-0.3% vs 2019)
2033 (F)	15.5% STD 2.6BN (USD 111.7MN)	CAGR (2023 - 2033): +4.5% Economy CAGR (2023 - 2033): +2.4%	14.0 (000s) =17.5%	New Jobs (2033 vs 2023): 5.6 (000s)

SAO TOME AND PRINCIPE

2023 Annual Research: Key Highlights¹

Sao Tome and Principe Visitor Spending

2019	2022	2023 (F)	2033 (F)
International Visitor Spending:			
STD1.3BN (USD 53.7MN) 62.1% of total exports	STD1.1BN (USD 47.5MN) Annual Change: 60.9% (-11.6% vs 2019)	Annual Change: 6.5% (-5.8% vs 2019)	STD1.8BN (USD 77.8MN) 34.3% of total exports CAGR (2023 - 2033): 4.4%
Domestic Visitor Spending:			
STD0.25BN (USD 10.6MN)	STD0.27BN (USD 11.7MN) Annual Change: 20.2% (10.7% vs 2019)	Annual Change: 3.7% (14.7% vs 2019)	STD0.35BN (USD 15.0MN) CAGR (2023 - 2033): 2.1%



Inbound Arrivals⁴:

2019	2022
1. Angola 29%	1. Angola 39%
2. Portugal 8%	2. Portugal 6%
3. Nigeria 4%	3. France 2%
4. France 3%	4. Cameroon 2%
5. United Kingdom 3%	5. United Kingdom 2%
Rest of world 52%	Rest of world 50%

Outbound Departures⁴:

2019	2022
1. Nigeria 51%	1. Malaysia 35%
2. Dominican Republic 11%	2. Nigeria 20%
3. Angola 10%	3. Dominican Republic 16%
4. Philippines 9%	4. Philippines 6%
5. Belgium 3%	5. Belgium 3%
Rest of world 17%	Rest of world 20%

Note: All figures shown for 2023 and 2033 are forecast projections (F). Data for additional Travel & Tourism indicators are available in the full report. For more details, visit <https://researchhub.wttc.org>.

1. All values are in constant 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

4. Source: Oxford Economics, national sources and UNWTO

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.

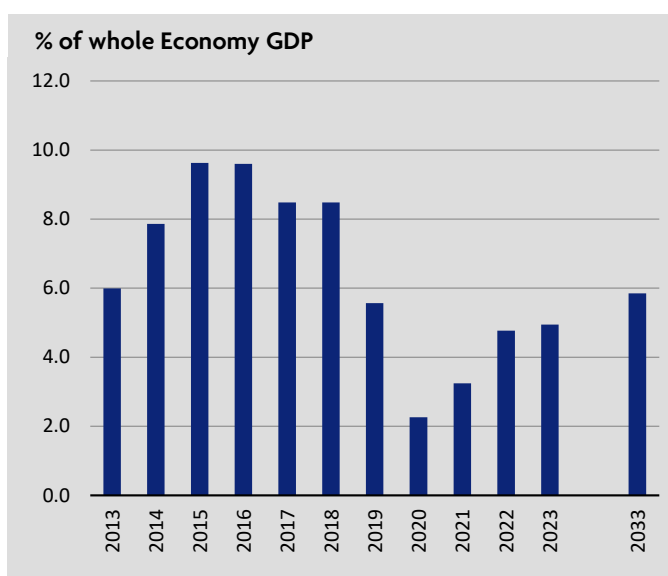
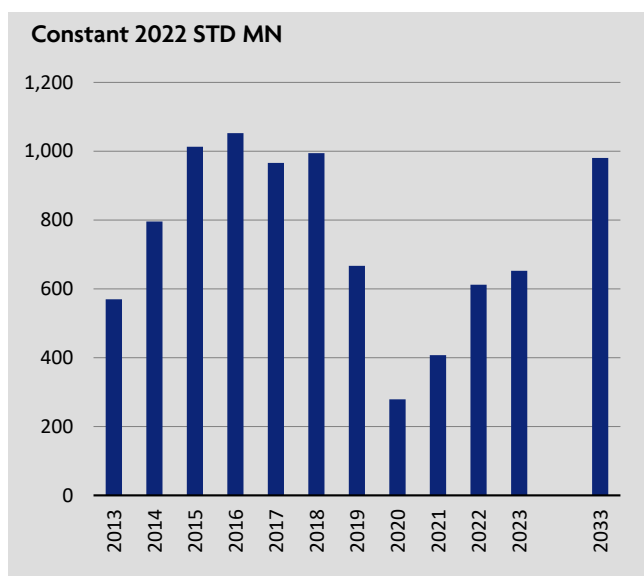
PLEASE NOTE THAT DUE TO CHANGES IN METHODOLOGY BETWEEN 2010 AND 2011, IT IS NOT POSSIBLE TO COMPARE FIGURES PUBLISHED BY WTTC FROM 2011 ONWARDS WITH THE SERIES PUBLISHED IN PREVIOUS YEARS.

TRAVEL & TOURISM'S CONTRIBUTION TO GDP¹

The direct contribution of Travel & Tourism to GDP in 2022 was STD611.9mn (4.8% of GDP). This primarily reflects the economic activity generated by industries such as hotels, travel agents, airlines and other passenger transportation services (excluding commuter services). But it also includes, for example, the activities of the restaurant and leisure industries directly supported by tourists.

The direct contribution of Travel & Tourism to GDP is expected to grow by 4.2% pa to STD980.5mn (5.9% of GDP) from 2023 to 2033.

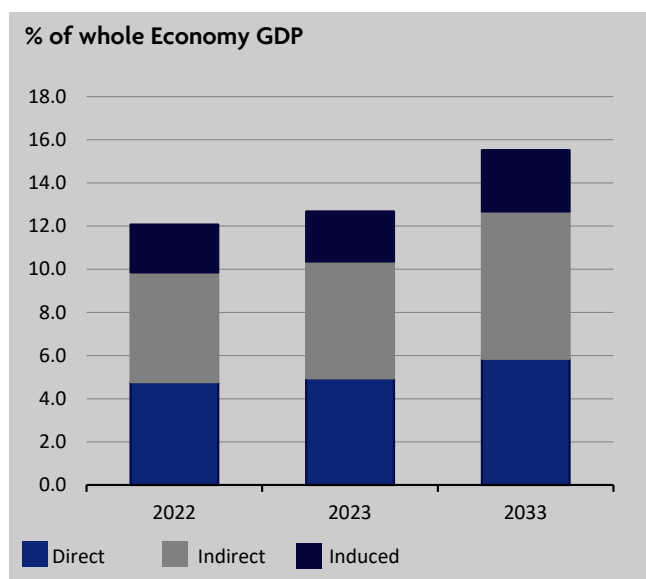
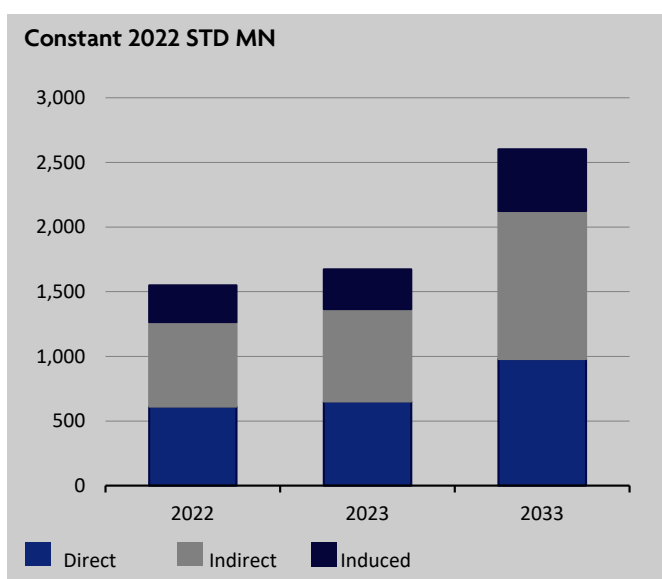
Sao Tome and Principe: Direct Contribution of Travel & Tourism to GDP



The total contribution of Travel & Tourism to GDP (including wider effects from investment, the supply chain and induced income impacts, see page 3) was STD1,548.9mn in 2022 (12.1% of GDP).

It is forecast to rise by 4.5% pa to STD2,601.7mn from 2023 to 2033 (15.5% of GDP).

Sao Tome and Principe: Total Contribution of Travel & Tourism to GDP



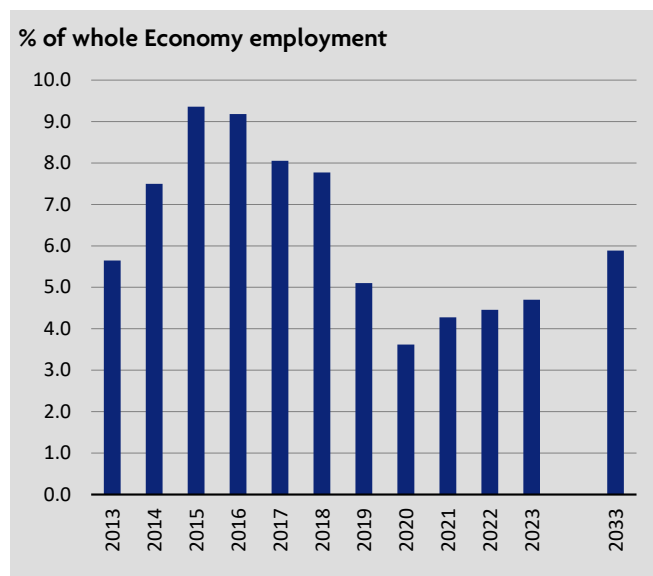
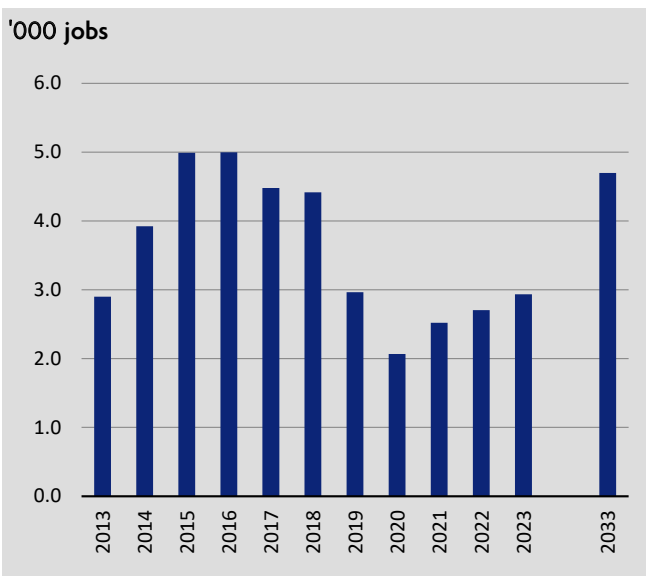
¹ All values are in constant 2022 prices & exchange rates

TRAVEL & TOURISM'S CONTRIBUTION TO EMPLOYMENT

Travel & Tourism generated 2,704 jobs directly in 2022 (4.5% 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 2033, Travel & Tourism will account for 4,697 jobs directly (5.9% of total employment), an increase of 4.8% pa from 2023.

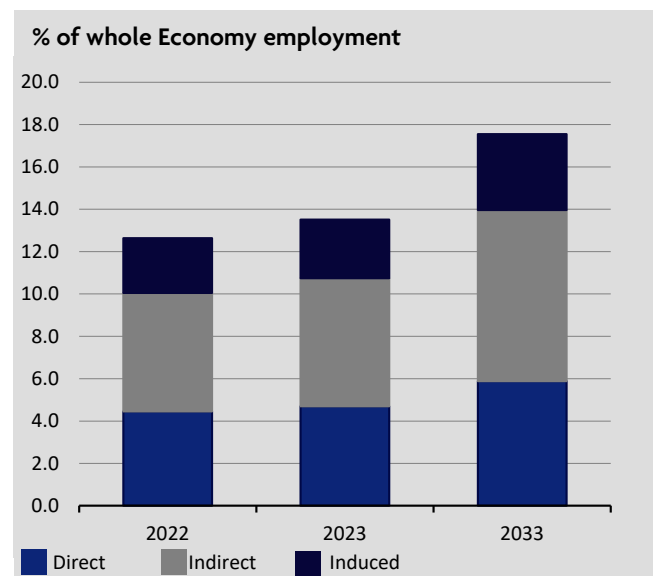
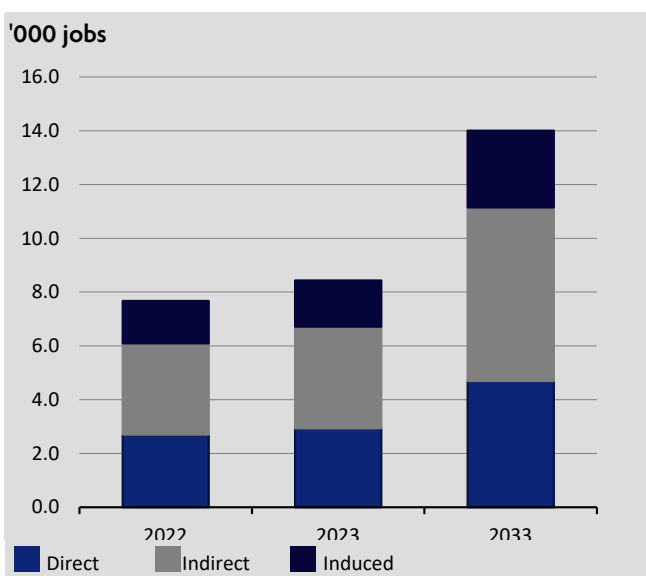
Sao Tome and Principe: Direct Contribution of Travel & Tourism to Employment



The total contribution of Travel & Tourism to employment (including wider effects from investment, the supply chain and induced income impacts, see page 3) was 7,667 jobs in 2022 (12.6% of total employment).

By 2033, Travel & Tourism is forecast to support 14,003 jobs (17.5% of total employment), an increase of 5.2% pa since 2023.

Sao Tome and Principe: Total Contribution of Travel & Tourism to Employment



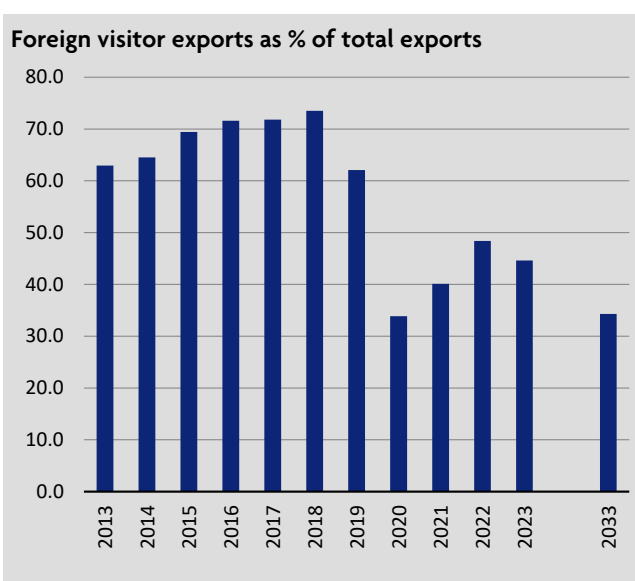
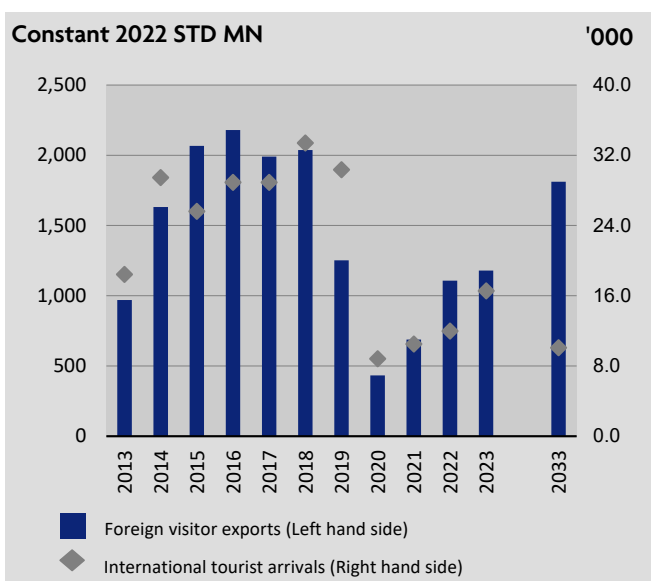
VISITOR EXPORTS AND INVESTMENT¹

VISITOR EXPORTS

Visitor exports are a key component of the direct contribution of Travel & Tourism. In 2022, Sao Tome and Principe generated STD1,107.2mn in visitor exports.

By 2033, international tourist arrivals are forecast to total 10,000, generating expenditure of STD1,811.8mn, a fall of 4.4% pa since 2023.

Sao Tome and Principe: Visitor Exports and International Tourist Arrivals

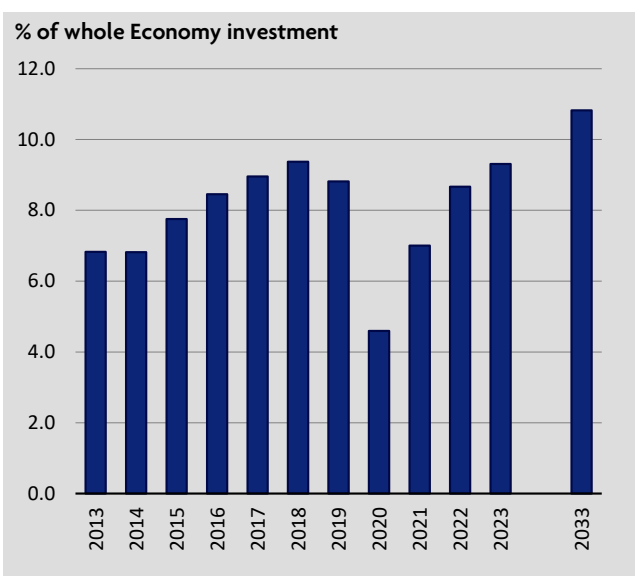
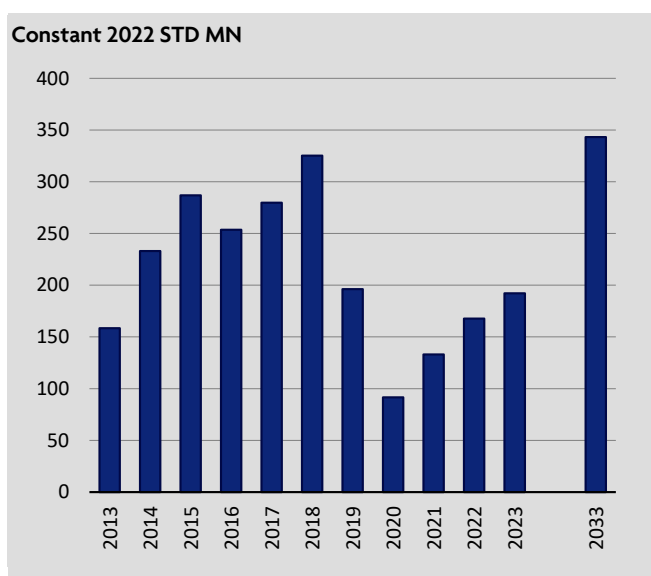


INVESTMENT

Travel & Tourism is expected to have attracted capital investment of STD167.6mn in 2022.

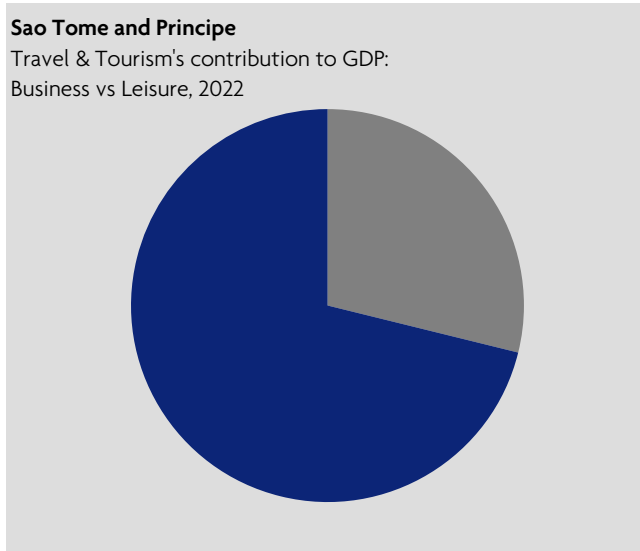
Travel & Tourism's share of total national investment is expected to be 10.8% in 2033.

Sao Tome and Principe: Capital Investment in Travel & Tourism



¹ All values are in constant 2022 prices & exchange rates

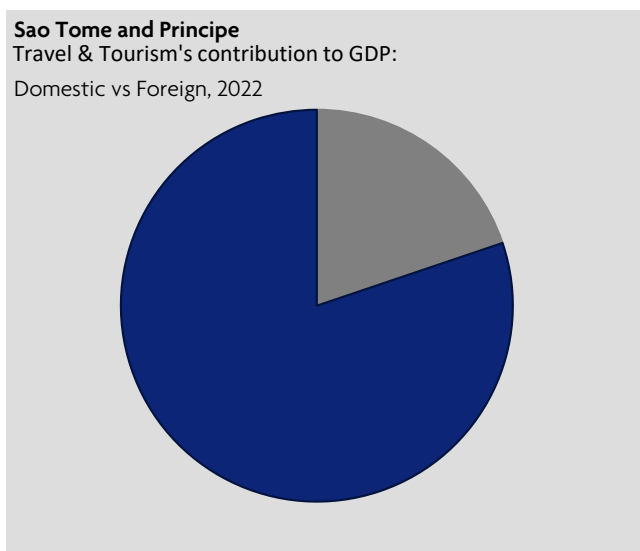
DIFFERENT COMPONENTS OF TRAVEL & TOURISM¹



Leisure travel spending (inbound and domestic) generated 71.2% of total internal spending in 2022 (STD982.6mn) compared with 28.8% for business travel spending (STD398.2mn).

Leisure travel spending is expected to rise by 3.9% pa to STD1,566.6mn from 2023 to 2033.

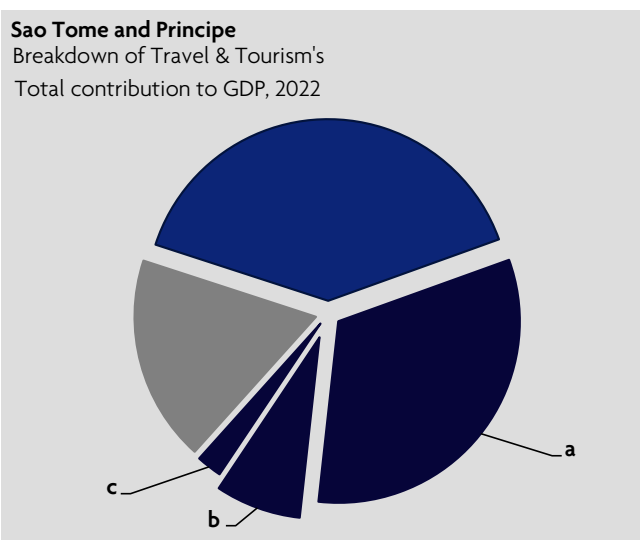
Business travel spending is expected to rise by 4.1% pa to STD595.0mn from 2023 to 2033.



Domestic travel spending generated 19.8% (STD273.6mn) of total internal spending in 2022 compared with 80.2% (STD1,107.2mn) for visitor exports (ie foreign visitor spending or international tourism receipts).

Domestic travel spending is expected to rise by 2.1% pa to STD349.9mn from 2023 to 2033.

Visitor exports are expected to rise by 4.4% pa to STD1,811.8mn 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.

¹ All values are in constant 2022 prices & exchange rates

COUNTRY RANKINGS: ABSOLUTE CONTRIBUTION, 2022

Travel & Tourism's Direct Contribution to GDP		2022 (US\$bn)
World Average		12.9
96	Côte D'Ivoire	1.3
100	Ghana	1.3
Sub-Saharan Africa Average		0.9
121	Senegal	0.7
149	Cape Verde	0.2
150	Benin	0.2
163	Gabon	0.1
165	Burkina Faso	0.1
168	Togo	0.1
172	Gambia	0.08
181	Sao Tome and Principe	0.03

Travel & Tourism's Total Contribution to GDP		2022 (US\$bn)
World Average		36.9
95	Ghana	3.4
97	Côte D'Ivoire	3.3
Sub-Saharan Africa Average		2.5
118	Senegal	1.8
151	Cape Verde	0.7
152	Benin	0.6
163	Gabon	0.4
164	Burkina Faso	0.4
169	Togo	0.3
172	Gambia	0.3
181	Sao Tome and Principe	0.07

Travel & Tourism's Direct Contribution to Employment		2022 '000 jobs
World Average		1,156.0
43	Côte D'Ivoire	310.7
51	Ghana	258.3
90	Senegal	109.4
91	Benin	106.0
125	Burkina Faso	42.1
132	Togo	31.9
133	Gambia	31.2
137	Cape Verde	28.3
172	Gabon	5.1
Sub-Saharan Africa Average		3.2
180	Sao Tome and Principe	2.7

Travel & Tourism's Total Contribution to Employment		2022 '000 jobs
World Average		1,422.7
44	Côte D'Ivoire	850.1
49	Ghana	762.0
82	Senegal	346.0
88	Benin	322.6
120	Burkina Faso	131.6
123	Gambia	111.7
131	Togo	91.1
134	Cape Verde	85.1
169	Gabon	15.5
Sub-Saharan Africa Average		9.8
179	Sao Tome and Principe	7.7

Travel & Tourism Investment		2022 (US\$bn)
World Average		4.6
Sub-Saharan Africa Average		0.4
107	Ghana	0.3
113	Senegal	0.2
114	Côte D'Ivoire	0.2
138	Cape Verde	0.1
151	Benin	0.07
157	Gambia	0.05
164	Gabon	0.04
169	Burkina Faso	0.02
171	Togo	0.02
182	Sao Tome and Principe	0.01

Visitor Exports		2022 (US\$bn)
World Average		6.0
108	Ghana	0.9
Sub-Saharan Africa Average		0.6
125	Cape Verde	0.5
139	Senegal	0.3
140	Benin	0.3
145	Côte D'Ivoire	0.2
155	Togo	0.1
157	Burkina Faso	0.1
158	Gambia	0.1
167	Sao Tome and Principe	0.05
171	Gabon	0.03

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
10	Cape Verde	12.2
52	Sao Tome and Principe	4.8
62	Gambia	3.7
94	Senegal	2.5
	World	2.3
125	Côte D'Ivoire	1.9
126	Ghana	1.9
	Sub-Saharan Africa	1.9
151	Benin	1.4
153	Togo	1.4
180	Gabon	0.8
182	Burkina Faso	0.8

Travel & Tourism's Direct Contribution to Employment		2022 % share
14	Cape Verde	14.0
68	Sao Tome and Principe	4.5
78	Gambia	4.2
87	Côte D'Ivoire	3.6
	World	3.3
116	Senegal	2.5
136	Benin	2.0
138	Ghana	1.9
	Sub-Saharan Africa	1.4
168	Togo	1.1
173	Gabon	0.9
179	Burkina Faso	0.6

Travel & Tourism Contribution to Total Capital Investment		2022 % share
16	Cape Verde	15.9
35	Sao Tome and Principe	8.7
53	Gambia	6.3
	Sub-Saharan Africa	3.8
	World	3.2
141	Senegal	2.2
144	Ghana	2.1
157	Benin	1.7
166	Côte D'Ivoire	1.4
173	Gabon	1.1
178	Togo	0.8
180	Burkina Faso	0.7

Travel & Tourism's Total Contribution to GDP		2022 % share
10	Cape Verde	32.8
45	Sao Tome and Principe	12.1
47	Gambia	11.7
	World	7.6
87	Senegal	6.9
	Sub-Saharan Africa	5.2
123	Ghana	5.0
132	Côte D'Ivoire	4.7
157	Benin	3.8
162	Togo	3.5
180	Gabon	2.2
182	Burkina Faso	2.1

Travel & Tourism's Total Contribution to Employment		2022 % share
12	Cape Verde	42.1
42	Gambia	15.1
55	Sao Tome and Principe	12.6
85	Côte D'Ivoire	9.8
	World	9.0
103	Senegal	7.9
128	Benin	6.2
135	Ghana	5.7
	Sub-Saharan Africa	4.2
170	Togo	3.2
173	Gabon	2.8
180	Burkina Faso	1.7

Visitor Exports Contribution to Exports		2022 % share
8	Cape Verde	66.0
14	Gambia	48.8
16	Sao Tome and Principe	48.4
56	Ghana	14.7
83	Togo	6.6
86	Benin	6.2
	Sub-Saharan Africa	6.1
	World	3.6
120	Senegal	3.4
135	Burkina Faso	2.6
164	Côte D'Ivoire	1.0
179	Gabon	0.3

COUNTRY RANKINGS: REAL GROWTH, 2022

Travel & Tourism's Direct Contribution to GDP		2022 % growth
5	Cape Verde	206.7
53	Gambia	61.2
70	Sao Tome and Principe	50.1
100	Ghana	39.3
	Sub-Saharan Africa	39.0
120	Togo	31.2
	World	30.1
127	Côte D'Ivoire	29.5
134	Burkina Faso	27.0
143	Benin	24.0
150	Gabon	21.0
162	Senegal	16.6

Travel & Tourism's Direct Contribution to Employment		2022 % growth
2	Cape Verde	77.5
52	Gambia	21.7
60	Togo	19.6
	Sub-Saharan Africa	18.1
75	Côte D'Ivoire	17.2
80	Burkina Faso	16.5
91	Benin	15.0
98	Gabon	14.1
102	Senegal	13.6
	World	12.8
155	Sao Tome and Principe	7.3
179	Ghana	4.0

Travel & Tourism Investment		2022 % growth
8	Burkina Faso	49.4
31	Cape Verde	31.9
49	Sao Tome and Principe	25.9
62	Ghana	23.1
75	Gambia	18.9
81	Togo	17.9
97	Benin	14.7
110	Senegal	12.2
	Sub-Saharan Africa	11.2
	World	11.1
143	Côte D'Ivoire	7.5
161	Gabon	3.5

Travel & Tourism's Total Contribution to GDP		2022 % growth
7	Cape Verde	145.3
64	Gambia	47.3
66	Sao Tome and Principe	46.0
97	Ghana	35.9
	Sub-Saharan Africa	33.2
119	Togo	28.9
123	Côte D'Ivoire	27.3
124	Burkina Faso	26.8
	World	22.0
146	Benin	21.4
154	Gabon	17.1
163	Senegal	15.0

Travel & Tourism's Total Contribution to Employment		2022 % growth
5	Cape Verde	40.3
45	Togo	17.4
49	Burkina Faso	16.3
57	Côte D'Ivoire	15.0
	Sub-Saharan Africa	13.3
79	Benin	12.5
85	Senegal	12.0
102	Gambia	10.7
109	Gabon	10.2
	World	7.9
163	Ghana	4.4
165	Sao Tome and Principe	4.2

Visitor Exports		2022 % growth
21	Cape Verde	280.5
61	Gabon	114.7
65	Gambia	106.8
	World	81.9
92	Ghana	71.9
	Sub-Saharan Africa	65.6
109	Sao Tome and Principe	60.9
135	Burkina Faso	38.2
141	Togo	34.7
154	Senegal	26.8
155	Côte D'Ivoire	25.0
156	Benin	21.9

COUNTRY RANKINGS: LONG TERM GROWTH, 2023 - 2033

Travel & Tourism's Direct Contribution to GDP		2023 - 2033 % growth
34	Côte D'Ivoire	7.2
36	Gambia	6.9
42	Togo	6.6
48	Cape Verde	6.3
56	Benin	5.9
64	Senegal	5.6
65	Gabon	5.5
77	Ghana	5.1
	Sub-Saharan Africa	4.9
	World	4.9
100	Burkina Faso	4.7
116	Sao Tome and Principe	4.2

Travel & Tourism's Total Contribution to GDP		2023 - 2033 % growth
33	Côte D'Ivoire	7.3
36	Gambia	6.9
37	Togo	6.9
55	Benin	6.0
57	Cape Verde	6.0
59	Senegal	5.9
67	Gabon	5.5
76	Ghana	5.2
	Sub-Saharan Africa	5.1
	World	5.1
86	Burkina Faso	5.0
107	Sao Tome and Principe	4.5

Travel & Tourism's Direct Contribution to Employment		2023 - 2033 % growth
19	Cape Verde	4.9
21	Senegal	4.9
22	Sao Tome and Principe	4.8
27	Gambia	4.6
29	Gabon	4.5
	Sub-Saharan Africa	4.2
41	Benin	4.0
43	Côte D'Ivoire	4.0
	World	3.4
94	Burkina Faso	2.9
135	Ghana	2.0
148	Togo	1.8

Travel & Tourism's Total Contribution to Employment		2023 - 2033 % growth
12	Sao Tome and Principe	5.2
13	Senegal	5.2
22	Cape Verde	4.6
	Sub-Saharan Africa	4.6
27	Gabon	4.5
43	Benin	4.1
44	Côte D'Ivoire	4.1
71	Gambia	3.4
85	Burkina Faso	3.2
	World	3.0
133	Ghana	2.1
137	Togo	2.1

Travel & Tourism Investment		2023 - 2033 % growth
13	Togo	10.7
38	Burkina Faso	8.2
51	Gambia	7.4
74	Benin	6.4
77	Senegal	6.4
	Sub-Saharan Africa	6.2
	World	6.1
88	Côte D'Ivoire	6.0
90	Sao Tome and Principe	6.0
95	Gabon	5.8
127	Cape Verde	5.0
148	Ghana	4.1

Visitor Exports		2023 - 2033 % growth
36	Côte D'Ivoire	9.3
50	Togo	8.2
52	Senegal	8.1
56	Gambia	8.0
70	Gabon	7.0
	World	6.5
78	Cape Verde	6.5
	Sub-Saharan Africa	6.5
113	Burkina Faso	5.4
123	Ghana	5.0
134	Sao Tome and Principe	4.4
157	Benin	3.3

SUMMARY TABLES: ESTIMATES & FORECASTS

Sao Tome and Principe	2022	2022	2023	2033		
	USDmn ¹	% of total	Growth ²	USDmn ¹	% of total	Growth ³
Direct contribution to GDP	26.3	4.8	6.6	42.1	5.9	4.2
Total contribution to GDP	66.5	12.1	8.0	111.7	15.5	4.5
Direct contribution to employment ⁴	2.7	4.5	8.5	4.7	5.9	4.8
Total contribution to employment ⁴	7.7	12.6	10.0	14.0	17.5	5.2
Visitor exports	47.5	48.4	6.5	77.8	34.3	4.4
Domestic spending	11.7	2.1	3.7	15.0	2.1	2.1
Leisure spending	42.2	3.4	8.3	67.2	4.2	3.9
Business spending	17.1	1.4	0.2	25.5	1.6	4.1
Capital investment	7.2	8.7	14.6	14.7	10.8	6.0

¹2022 constant prices & exchange rates; ²2023 real growth adjusted for inflation (%); ³2023-2033 annualised real growth adjusted for inflation (%); ⁴000 jobs

Sub-Saharan Africa	2022	2022	2023	2033		
	USDbn ¹	% of total	Growth ²	USDbn ¹	% of total	Growth ³
Direct contribution to GDP	37.9	1.9	8.2	66.5	2.4	4.9
Total contribution to GDP	105.5	5.2	8.7	189.1	6.8	5.1
Direct contribution to employment ⁴	5,620.0	1.4	7.4	9,153.6	1.6	4.2
Total contribution to employment ⁴	17,303.5	4.2	8.4	29,374.0	5.2	4.6
Visitor exports	26.2	6.1	12.3	55.2	11.2	6.5
Domestic spending	56.7	2.8	5.7	87.7	3.2	3.9
Leisure spending	52.5	1.2	6.4	87.1	1.4	4.5
Business spending	30.3	0.7	10.2	55.8	0.9	5.3
Capital investment	17.8	3.8	11.4	36.1	5.4	6.2

¹2022 constant prices & exchange rates; ²2023 real growth adjusted for inflation (%); ³2023-2033 annualised real growth adjusted for inflation (%); ⁴000 jobs

Worldwide	2022	2022	2023	2033		
	USDbn ¹	% of total	Growth ²	USDbn ¹	% of total	Growth ³
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 ⁴	106,966.8	3.3	6.5	158,687.8	4.3	3.4
Total contribution to employment ⁴	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

¹2022 constant prices & exchange rates; ²2023 real growth adjusted for inflation (%); ³2023-2033 annualised real growth adjusted for inflation (%); ⁴000 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

Sao Tome and Principe (STDmn, real 2022 prices)	2017	2018	2019	2020	2021	2022	2023E	2033F
1. Visitor exports	1,991.0	2,037.6	1,252.0	432.9	688.2	1,107.2	1,179.3	1,811.8
2. Domestic expenditure (includes government individual spending)	182.1	195.9	247.2	190.6	227.6	273.6	283.6	349.9
3. Internal tourism consumption (= 1 + 2)	2,173.2	2,233.5	1,499.3	623.5	915.8	1,380.8	1,462.9	2,161.6
4. Purchases by tourism providers, including imported goods (supply chain)	-1,207.2	-1,239.0	-832.2	-344.4	-508.3	-768.9	-810.5	-1,181.1
5. Direct contribution of Travel & Tourism to GDP (= 3 + 4)	966.0	994.5	667.1	279.1	407.6	611.9	652.5	980.5
Relative contribution (% whole economy)	8.5	8.5	5.6	2.3	3.2	4.8	4.9	5.9
Other final impacts (indirect & induced)	966.0	994.5	667.1	279.1	407.6	611.9	652.5	980.5
6. Domestic supply chain								
7. Capital investment	279.6	325.2	196.2	91.7	133.2	167.6	192.2	343.1
8. Government collective spending	28.1	30.8	33.4	24.3	29.9	37.1	38.3	52.1
9. Imported goods from indirect spending	-255.2	-271.7	-176.5	-73.2	-111.8	-163.8	-169.6	-231.8
10. Induced	445.9	465.8	311.7	131.3	194.7	284.2	306.9	477.3
11. Total contribution of Travel & Tourism to GDP (= 5 + 6 + 7 + 8 + 9 + 10)	2,430.5	2,539.2	1,699.0	732.4	1,061.1	1,548.9	1,672.7	2,601.7
Relative contribution (% whole economy)	21.3	21.7	14.2	5.9	8.4	12.1	12.7	15.5
Employment impacts ('000)								
12. Direct contribution of Travel & Tourism to employment	4.5	4.4	3.0	2.1	2.5	2.7	2.9	4.7
Relative contribution (% whole economy)	8.1	7.8	5.1	3.6	4.3	4.5	4.7	5.9
13. Total contribution of Travel & Tourism to employment	12.6	12.6	8.5	6.1	7.4	7.7	8.4	14.0
Relative contribution (% whole economy)	22.7	22.2	14.6	10.7	12.5	12.6	13.5	17.5
Other indicators								
14. Expenditure on outbound travel	876.7	829.1	939.1	458.6	484.0	599.1	701.9	1,184.0

E - Estimate, F - Forecast

THE ECONOMIC CONTRIBUTION OF TRAVEL & TOURISM: NOMINAL PRICES

Sao Tome and Principe (STDmn, nominal prices)	2017	2018	2019	2020	2021	2022	2023E	2033F
1. Visitor exports	1,439.3	1,498.2	984.8	359.2	625.6	1,107.2	1,246.6	2,410.5
2. Domestic expenditure (includes government individual spending)	131.7	144.0	194.5	158.1	206.9	273.6	299.9	465.5
3. Internal tourism consumption (= 1 + 2)	1,570.9	1,642.3	1,179.3	517.3	832.5	1,380.8	1,546.5	2,876.0
4. Purchases by tourism providers, including imported goods (supply chain)	-872.6	-911.0	-654.6	-285.7	-462.0	-768.9	-856.8	-1,571.4
5. Direct contribution of Travel & Tourism to GDP (= 3 + 4)	698.3	731.2	524.7	231.6	370.5	611.9	689.7	1,304.5
Other final impacts (indirect & induced)	698.3	731.2	524.7	231.6	370.5	611.9	689.7	1,304.5
6. Domestic supply chain								
7. Capital investment	202.1	239.1	154.3	76.1	121.1	167.6	203.1	456.5
8. Government collective spending	20.3	22.7	26.3	20.2	27.2	37.1	40.5	69.4
9. Imported goods from indirect spending	-184.5	-199.8	-138.8	-60.8	-101.6	-163.8	-179.3	-308.5
10. Induced	322.3	342.5	245.2	108.9	177.0	284.2	324.4	635.0
11. Total contribution of Travel & Tourism to GDP (= 5 + 6 + 7 + 8 + 9 + 10)	1,756.9	1,867.0	1,336.4	607.6	964.6	1,548.9	1,768.3	3,461.5
Employment impacts ('000)								
12. Direct contribution of Travel & Tourism to employment	4.5	4.4	3.0	2.1	2.5	2.7	2.9	4.7
13. Total contribution of Travel & Tourism to employment	12.6	12.6	8.5	6.1	7.4	7.7	8.4	14.0
Other indicators								
14 Expenditure on outbound travel	633.7	609.6	738.7	380.4	440.0	599.1	742.1	1,575.3

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: REAL 2022 PRICES (in USD)

Sao Tome and Principe (USDm, real 2022 prices)	2017	2018	2019	2020	2021	2022	2023E	2033F
1. Visitor exports	85.5	87.5	53.7	18.6	29.5	47.5	50.6	77.8
2. Domestic expenditure (includes government individual spending)	7.8	8.4	10.6	8.2	9.8	11.7	12.2	15.0
3. Internal tourism consumption (= 1 + 2)	93.3	95.9	64.4	26.8	39.3	59.3	62.8	92.8
4. Purchases by tourism providers, including imported goods (supply chain)	-51.8	-53.2	-35.7	-14.8	-21.8	-33.0	-34.8	-50.7
5. Direct contribution of Travel & Tourism to GDP (= 3 + 4)	41.5	42.7	28.6	12.0	17.5	26.3	28.0	42.1
Relative contribution (% whole economy)	8.5	8.5	5.6	2.3	3.2	4.8	4.9	5.9
Other final impacts (indirect & induced)	41.5	42.7	28.6	12.0	17.5	26.3	28.0	42.1
6 Domestic supply chain								
7. Capital investment	12.0	14.0	8.4	3.9	5.7	7.2	8.2	14.7
8. Government collective spending	1.2	1.3	1.4	1.0	1.3	1.6	1.6	2.2
9. Imported goods from indirect spending	-11.0	-11.7	-7.6	-3.1	-4.8	-7.0	-7.3	-10.0
10. Induced	19.1	20.0	13.4	5.6	8.4	12.2	13.2	20.5
11. Total contribution of Travel & Tourism to GDP (= 5 + 6 + 7 + 8 + 9 + 10)	104.3	109.0	72.9	31.4	45.5	66.5	71.8	111.7
Relative contribution (% whole economy)	21.3	21.7	14.2	5.9	8.4	12.1	12.7	15.5
Employment impacts ('000)								
12. Direct contribution of Travel & Tourism to employment	4.5	4.4	3.0	2.1	2.5	2.7	2.9	4.7
Relative contribution (% whole economy)	8.1	7.8	5.1	3.6	4.3	4.5	4.7	5.9
13. Total contribution of Travel & Tourism to employment	12.6	12.6	8.5	6.1	7.4	7.7	8.4	14.0
Relative contribution (% whole economy)	22.7	22.2	14.6	10.7	12.5	12.6	13.5	17.5
Other indicators								
14. Expenditure on outbound travel	37.6	35.6	40.3	19.7	20.8	25.7	30.1	50.8

E - Estimate, F - Forecast

THE ECONOMIC CONTRIBUTION OF TRAVEL & TOURISM: NOMINAL PRICES (in USD)

Sao Tome and Principe (USDmn, nominal prices)	2017	2018	2019	2020	2021	2022	2023E	2033F
1. Visitor exports	66.2	72.2	45.0	16.7	30.2	47.5	53.6	123.0
2. Domestic expenditure (includes government individual spending)	6.1	6.9	8.9	7.4	10.0	11.7	12.9	23.7
3. Internal tourism consumption (= 1 + 2)	72.3	79.1	53.9	24.1	40.2	59.3	66.6	146.7
4. Purchases by tourism providers, including imported goods (supply chain)	-40.1	-43.9	-29.9	-13.3	-22.3	-33.0	-36.9	-80.2
5. Direct contribution of Travel & Tourism to GDP (= 3 + 4)	32.1	35.2	24.0	10.8	17.9	26.3	29.7	66.6
Other final impacts (indirect & induced)	32.1	35.2	24.0	10.8	17.9	26.3	29.7	66.6
6. Domestic supply chain								
7. Capital investment	9.3	11.5	7.1	3.5	5.8	7.2	8.7	23.3
8. Government collective spending	0.93	1.1	1.2	0.94	1.3	1.6	1.7	3.5
9. Imported goods from indirect spending	-8.5	-9.6	-6.3	-2.8	-4.9	-7.0	-7.7	-15.7
10. Induced	14.8	16.5	11.2	5.1	8.5	12.2	14.0	32.4
11. Total contribution of Travel & Tourism to GDP (= 5 + 6 + 7 + 8 + 9 + 10)	80.8	90.0	61.1	28.3	46.6	66.5	76.1	176.6
Employment impacts ('000)								
12. Direct contribution of Travel & Tourism to employment	4.5	4.4	3.0	2.1	2.5	2.7	2.9	4.7
13. Total contribution of Travel & Tourism to employment	12.6	12.6	8.5	6.1	7.4	7.7	8.4	14.0
Other indicators								
14. Expenditure on outbound travel	29.1	29.4	33.8	17.7	21.2	25.7	31.9	80.4

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

Sao Tome and Principe Growth ¹ (%)	2017	2018	2019	2020	2021	2022	2023E	2033F ²
1. Visitor exports	-8.7	2.3	-38.6	-65.4	59.0	60.9	6.5	4.4
2. Domestic expenditure (includes government individual spending)	-3.4	7.6	26.2	-22.9	19.4	20.2	3.7	2.1
3. Internal tourism consumption (= 1 + 2)	-8.3	2.8	-32.9	-58.4	46.9	50.8	5.9	4.0
4. Purchases by tourism providers, including imported goods (supply chain)	-8.3	2.6	-32.8	-58.6	47.6	51.3	5.4	3.8
5. Direct contribution of Travel & Tourism to GDP (= 3 + 4)	-8.2	3.0	-32.9	-58.2	46.0	50.1	6.6	4.2
Other final impacts (indirect & induced)	-8.2	3.0	-32.9	-58.2	46.0	50.1	6.6	4.2
6. Domestic supply chain								
7. Capital investment	10.3	16.3	-39.7	-53.3	45.2	25.9	14.6	6.0
8. Government collective spending	-6.4	9.7	8.4	-27.2	22.9	23.9	3.5	3.1
9. Imported goods from indirect spending	-3.4	6.5	-35.1	-58.5	52.7	46.5	3.5	3.2
10. Induced	-6.6	4.5	-33.1	-57.9	48.2	46.0	8.0	4.5
11. Total contribution of Travel & Tourism to GDP (= 5 + 6 + 7 + 8 + 9 + 10)	-6.6	4.5	-33.1	-56.9	44.9	46.0	8.0	4.5
Employment impacts ('000)								
12. Direct contribution of Travel & Tourism to employment	-10.4	-1.4	-32.9	-30.3	21.9	7.3	8.5	4.8
13. Total contribution of Travel & Tourism to employment	-8.7	0.2	-33.1	-28.1	20.9	4.2	10.0	5.2
Other indicators								
14. Expenditure on outbound travel	34.9	-5.4	13.3	-51.2	5.6	23.8	17.2	5.4

E - Estimate, F - Forecast

¹2017-2023 real annual growth adjusted for inflation (%)^b ²2023-2033 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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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.

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