



WORLD  
TRAVEL &  
TOURISM  
COUNCIL



TRAVEL & TOURISM  
**ECONOMIC  
IMPACT 2023**

**CYPRUS**

# 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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# CYPRUS

## 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>

### Cyprus Key Data

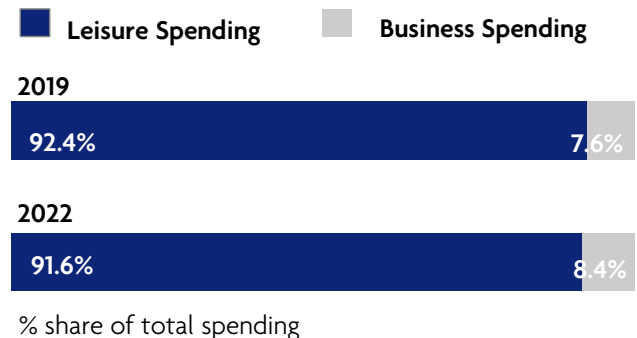
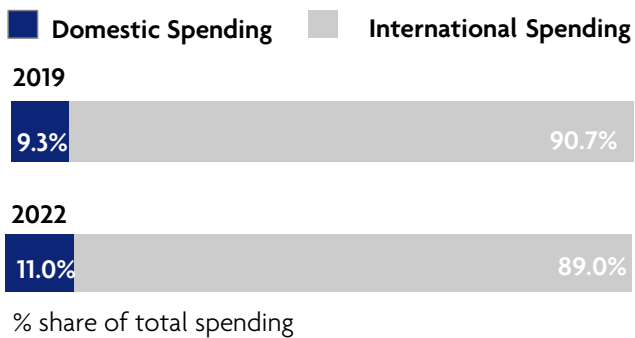
<b>2019</b>	<b>13.7%</b> (of Total Economy) EUR 3,398.5MN (USD 3,543.5MN)	Change in 2020: <b>-74.0%</b>	<b>56.5 (000s)</b> =14.0% (Share of Total Jobs)	Change in 2020: <b>-25.6%</b>
<b>2022</b>	<b>12.2%</b> EUR 3,201.6MN (USD 3,338.2MN)	Annual Change: <b>+40.6%</b> (-5.8% vs 2019) Economy Change: +5.4%	<b>54.1 (000s)</b> =12.6%	Annual Change: <b>+7.9%</b> (-4.3% vs 2019)
<b>2023</b> (F)	<b>12.8%</b> EUR 3,391.5MN (USD 3,536.2MN)	Annual Change: <b>+5.9%</b> (-0.2% vs 2019)	<b>58.3 (000s)</b> =13.5%	Annual Change: <b>+7.8%</b> (3.2% vs 2019)
<b>2033</b> (F)	<b>17.8%</b> EUR 5,495.5MN (USD 5,730.0MN)	CAGR (2023 - 2033): <b>+4.9%</b> Economy CAGR (2023 - 2033): <b>+1.6%</b>	<b>84.5 (000s)</b> =19.0%	New Jobs (2033 vs 2023): <b>26.2 (000s)</b>

# CYPRUS

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

### Cyprus Visitor Spending

2019	2022	2023 (F)	2033 (F)
<b>International Visitor Spending:</b>			
<b>EUR3,009.9MN</b> (USD 3,138.3MN) <b>16.0%</b> of total exports	<b>EUR2,569.9MN</b> (USD 2,679.6MN) Annual Change: <b>50.1%</b> (-14.6% vs 2019)	Annual Change: <b>8.0%</b> (-7.8% vs 2019)	<b>EUR4,402.2MN</b> (USD 4,590.1MN) <b>16.6%</b> of total exports CAGR (2023 - 2033): <b>4.7%</b>
<b>Domestic Visitor Spending:</b>			
<b>EUR309.1MN</b> (USD 322.3MN)	<b>EUR317.0MN</b> (USD 330.5MN) Annual Change: <b>26.2%</b> (2.5% vs 2019)	Annual Change: <b>4.8%</b> (7.4% vs 2019)	<b>EUR414.6MN</b> (USD 432.3MN) CAGR (2023 - 2033): <b>2.2%</b>



#### Inbound Arrivals<sup>4</sup>:

2019	2022
1. United Kingdom <b>33%</b>	1. United Kingdom <b>38%</b>
2. Russian Federation <b>20%</b>	2. Israel <b>9%</b>
3. Israel <b>7%</b>	3. Germany <b>6%</b>
4. Greece <b>4%</b>	4. Poland <b>6%</b>
5. Germany <b>4%</b>	5. Greece <b>5%</b>
<b>Rest of world 31%</b>	<b>Rest of world 36%</b>

#### Outbound Departures<sup>4</sup>:

2019	2022
1. Greece <b>61%</b>	1. Greece <b>52%</b>
2. United Kingdom <b>9%</b>	2. United Kingdom <b>16%</b>
3. Spain <b>3%</b>	3. France <b>4%</b>
4. France <b>3%</b>	4. Spain <b>4%</b>
5. Bulgaria <b>2%</b>	5. Germany <b>3%</b>
<b>Rest of world 21%</b>	<b>Rest of world 22%</b>

**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.

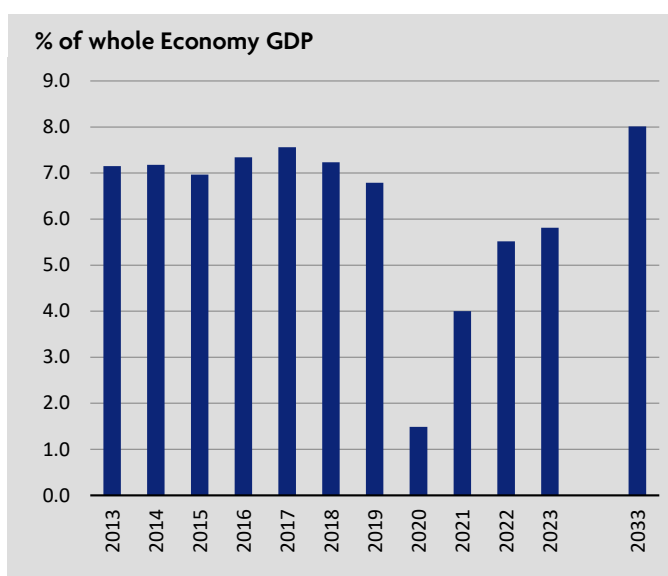
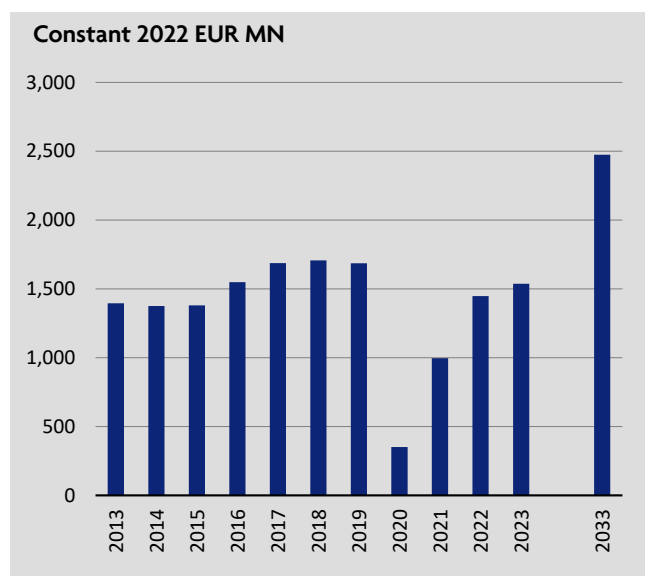
PLEASE NOTE THAT DUE TO CHANGES IN METHODOLOGY BETWEEN 2010 AND 2011, IT IS NOT POSSIBLE TO COMPARE FIGURES PUBLISHED BY WTTC FROM 2011 ONWARDS WITH THE SERIES PUBLISHED IN PREVIOUS YEARS.

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

The direct contribution of Travel & Tourism to GDP in 2022 was EUR1,447.4mn (5.5% 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 4.9% pa to EUR2,474.8mn (8.0% of GDP) from 2023 to 2033.

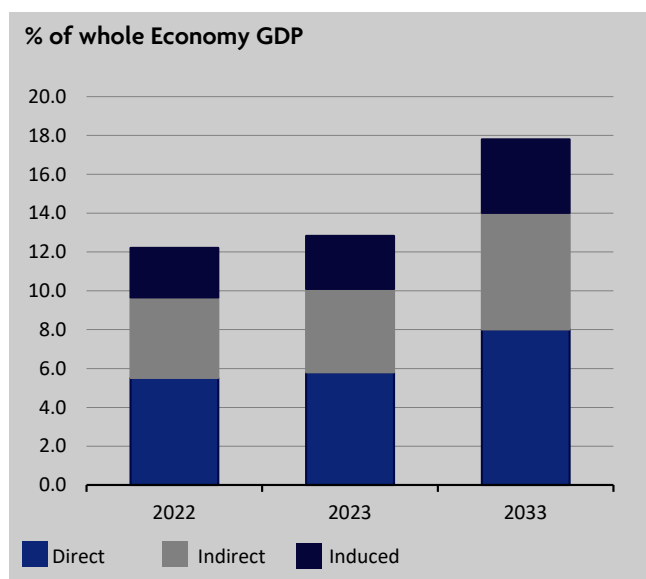
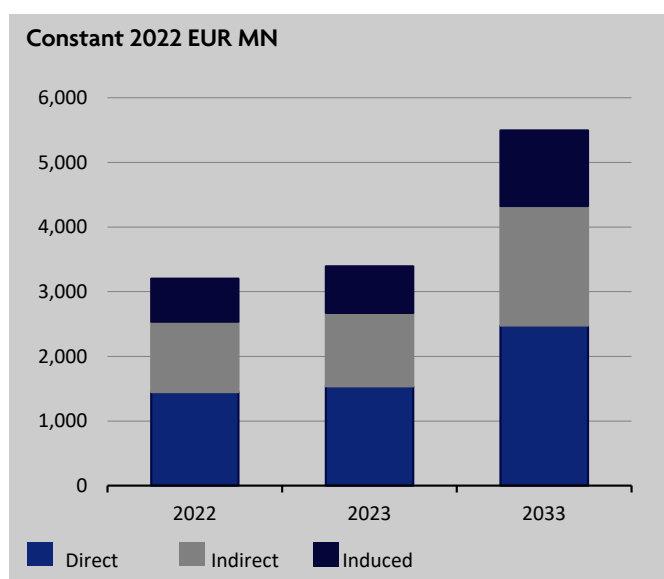
## Cyprus: Direct Contribution of Travel & Tourism to GDP



The total contribution of Travel & Tourism to GDP (including wider effects from investment, the supply chain and induced income impacts, see page 3) was EUR3,201.6mn in 2022 (12.2% of GDP).

It is forecast to rise by 4.9% pa to EUR5,495.5mn from 2023 to 2033 (17.8% of GDP).

## Cyprus: Total Contribution of Travel & Tourism to GDP



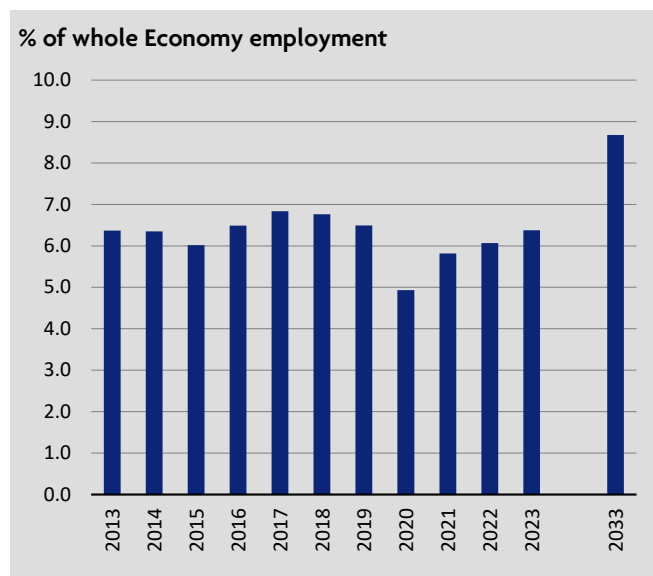
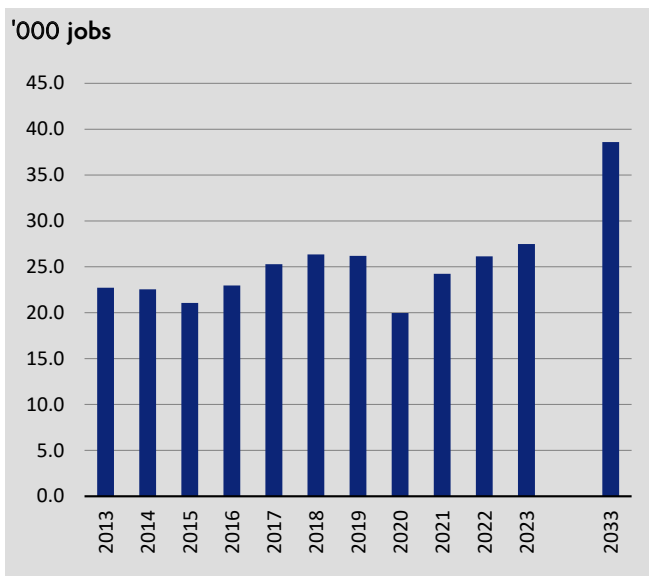
<sup>1</sup>All values are in constant 2022 prices & exchange rates

# TRAVEL & TOURISM'S CONTRIBUTION TO EMPLOYMENT

Travel & Tourism generated 26,144 jobs directly in 2022 (6.1% 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 2033, Travel & Tourism will account for 38,596 jobs directly (8.7% of total employment), an increase of 3.5% pa from 2023.

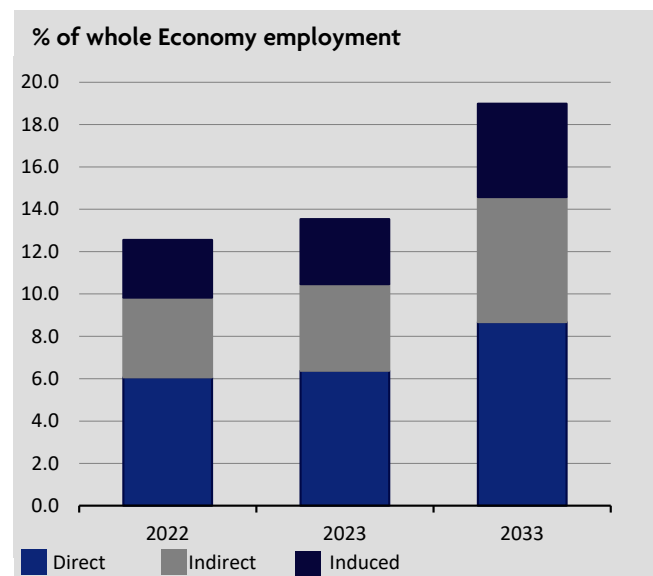
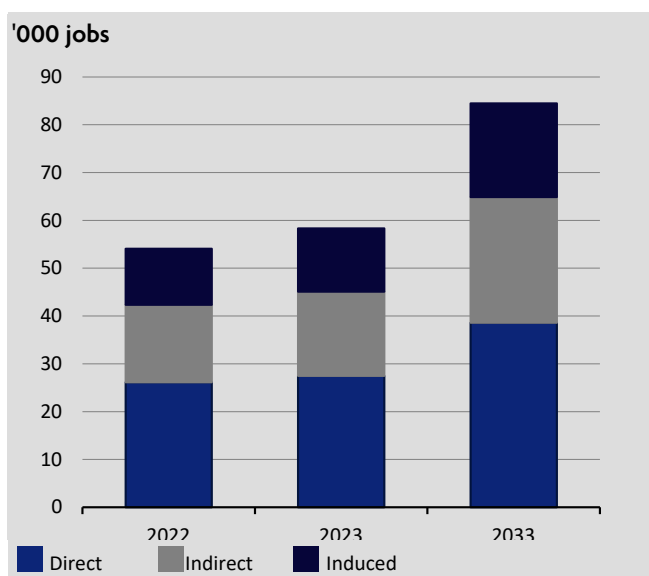
## Cyprus: Direct Contribution of Travel & Tourism to Employment



The total contribution of Travel & Tourism to employment (including wider effects from investment, the supply chain and induced income impacts, see page 3) was 54,072 jobs in 2022 (12.6% of total employment).

By 2033, Travel & Tourism is forecast to support 84,480 jobs (19.0% of total employment), an increase of 3.8% pa since 2023.

## Cyprus: Total Contribution of Travel & Tourism to Employment



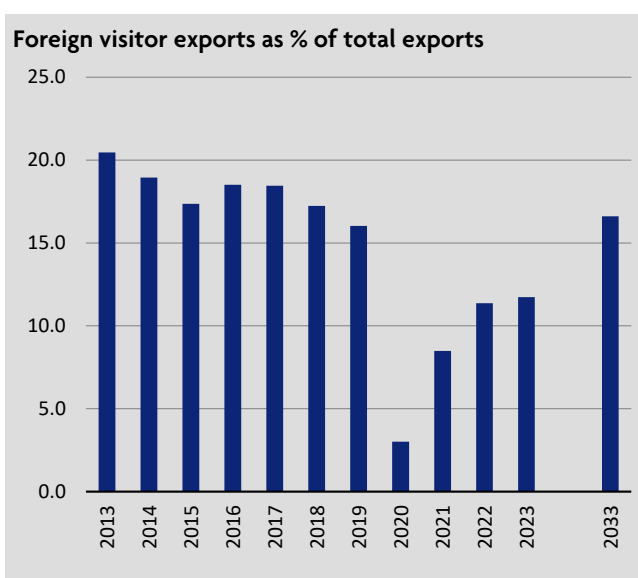
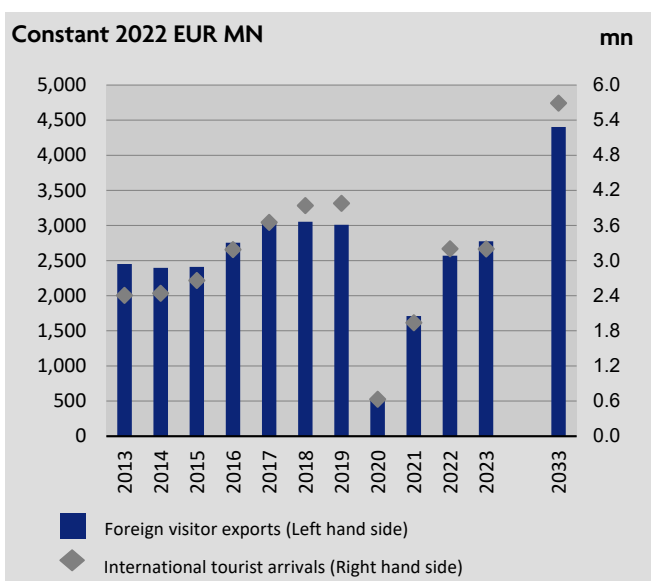
# VISITOR EXPORTS AND INVESTMENT<sup>1</sup>

## VISITOR EXPORTS

Visitor exports are a key component of the direct contribution of Travel & Tourism. In 2022, Cyprus generated EUR2,569.9mn in visitor exports.

By 2033, international tourist arrivals are forecast to total 5,690,000, generating expenditure of EUR4,402.2mn, an increase of 4.7% pa since 2023.

### Cyprus: Visitor Exports and International Tourist Arrivals

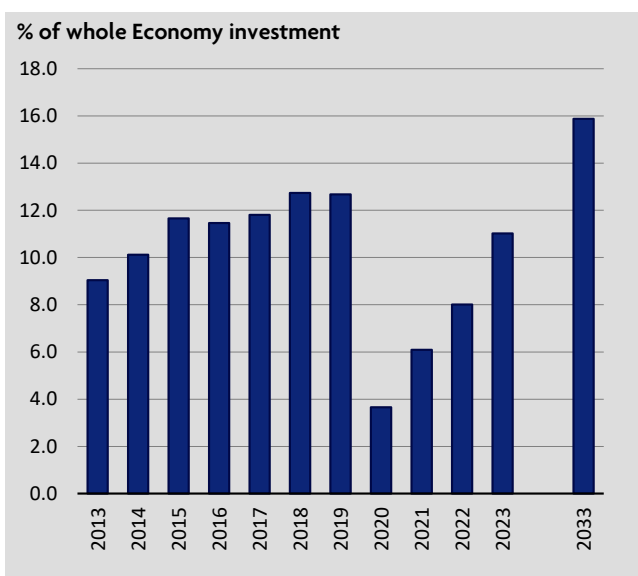
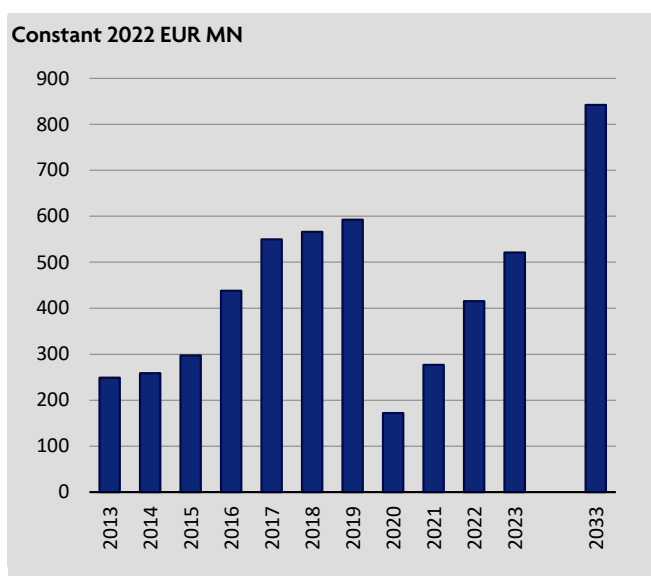


## INVESTMENT

Travel & Tourism is expected to have attracted capital investment of EUR415.3mn in 2022.

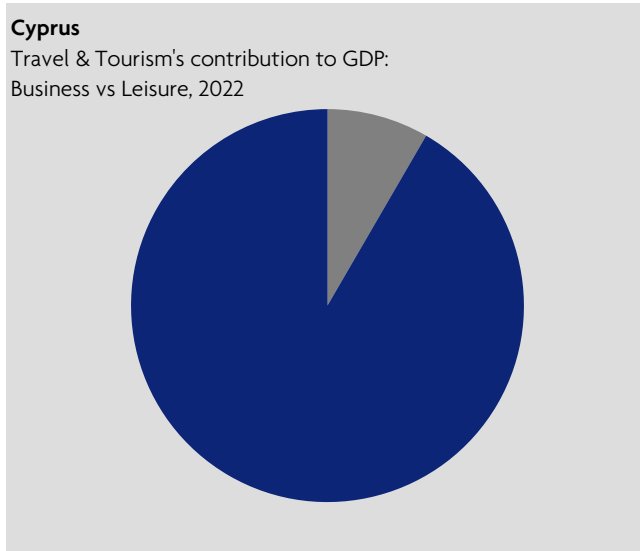
Travel & Tourism's share of total national investment is expected to be 15.9% in 2033.

### Cyprus: Capital Investment in Travel & Tourism



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

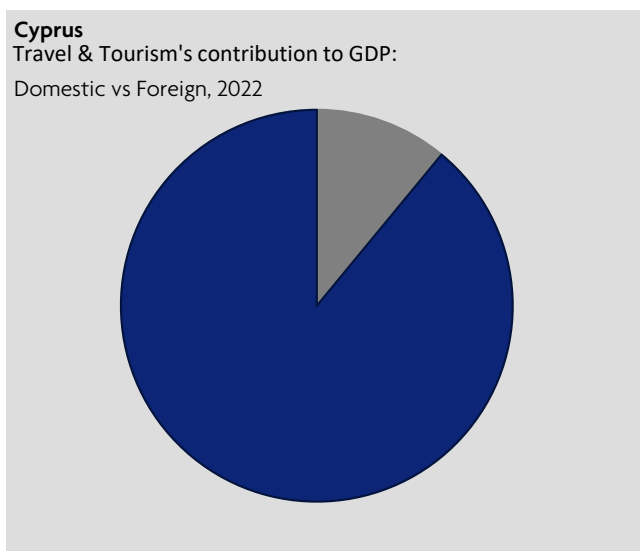
# DIFFERENT COMPONENTS OF TRAVEL & TOURISM<sup>1</sup>



Leisure travel spending (inbound and domestic) generated 91.6% of total internal spending in 2022 (EUR2,645.2mn) compared with 8.4% for business travel spending (EUR241.8mn).

Leisure travel spending is expected to rise by 4.6% pa to EUR4,465.5mn from 2023 to 2033.

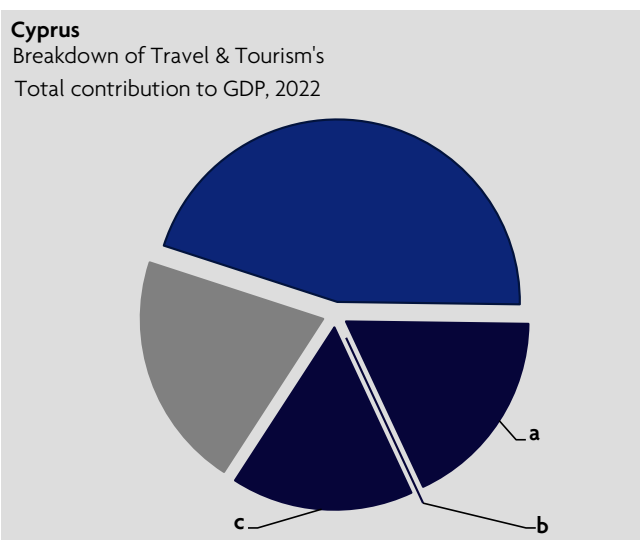
Business travel spending is expected to rise by 2.6% pa to EUR351.4mn from 2023 to 2033.



Domestic travel spending generated 11.0% (EUR317.0mn) of total internal spending in 2022 compared with 89.0% (EUR2,569.9mn) for visitor exports (ie foreign visitor spending or international tourism receipts).

Domestic travel spending is expected to rise by 2.2% pa to EUR414.6mn from 2023 to 2033.

Visitor exports are expected to rise by 4.7% pa to EUR4,402.2mn 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 twice as large as 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)
7	Italy	89.1
12	Türkiye	39.3
22	Egypt	22.0
	<b>European Union Average</b>	21.3
29	Greece	15.4
	<b>World Average</b>	<b>12.9</b>
40	Croatia	8.6
45	Morocco	7.1
62	Lebanon	4.0
78	Tunisia	2.2
90	Cyprus	1.5
120	Malta	0.7

Travel & Tourism's Total Contribution to GDP		2022 (US\$bn)
8	Italy	202.7
15	Türkiye	102.5
	<b>European Union Average</b>	52.9
28	Greece	39.4
	<b>World Average</b>	<b>36.9</b>
31	Egypt	31.9
45	Croatia	18.1
55	Lebanon	14.8
56	Morocco	14.2
81	Tunisia	4.8
96	Cyprus	3.3
112	Malta	2.2

Travel & Tourism's Direct Contribution to Employment		2022 '000 jobs
13	Egypt	1,560.3
14	Italy	1,335.9
	<b>World Average</b>	<b>1,156.0</b>
20	Türkiye	995.6
28	Morocco	559.8
46	Greece	298.7
55	Croatia	216.7
74	Tunisia	152.7
102	Lebanon	91.3
139	Malta	26.5
140	Cyprus	26.1
	<b>European Union Average</b>	14.1

Travel & Tourism's Total Contribution to Employment		2022 '000 jobs
15	Türkiye	3,046.6
17	Italy	2,712.3
19	Egypt	2,372.3
	<b>World Average</b>	<b>1,422.7</b>
36	Morocco	1,231.6
46	Greece	797.8
69	Croatia	428.6
77	Tunisia	376.7
80	Lebanon	360.2
149	Cyprus	54.1
150	Malta	52.5
	<b>European Union Average</b>	29.9

Travel & Tourism Investment		2022 (US\$bn)
18	Italy	8.7
19	Türkiye	8.4
25	Egypt	6.0
	<b>European Union Average</b>	5.0
	<b>World Average</b>	<b>4.6</b>
32	Morocco	3.7
38	Greece	3.2
52	Lebanon	1.8
59	Croatia	1.4
82	Tunisia	0.5
85	Cyprus	0.4
110	Malta	0.2

Visitor Exports		2022 (US\$bn)
4	Türkiye	56.5
5	Italy	44.1
15	Greece	19.9
	<b>European Union Average</b>	14.9
22	Croatia	14.6
25	Egypt	14.0
28	Morocco	10.1
	<b>World Average</b>	<b>6.0</b>
44	Lebanon	5.4
71	Cyprus	2.7
86	Tunisia	1.7
88	Malta	1.7

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
11	Croatia	12.2
27	Greece	7.2
36	Cyprus	5.5
38	Morocco	5.4
40	Egypt	5.3
48	Tunisia	4.8
53	Italy	4.5
54	Türkiye	4.4
59	Malta	3.9
	European Union	3.5
	World	2.3
162	Lebanon	1.1

Travel & Tourism's Total Contribution to GDP		2022 % share
17	Croatia	25.8
26	Greece	18.5
41	Malta	12.6
44	Cyprus	12.2
48	Türkiye	11.5
49	Morocco	10.9
52	Tunisia	10.5
53	Italy	10.2
	European Union	8.7
78	Egypt	7.7
	World	7.6
150	Lebanon	4.0

Travel & Tourism's Direct Contribution to Employment		2022 % share
18	Croatia	12.5
25	Malta	9.5
35	Greece	7.2
44	Cyprus	6.1
47	Italy	5.8
51	Egypt	5.6
59	Morocco	5.1
60	Lebanon	5.0
	European Union	4.9
66	Tunisia	4.5
	World	3.3
98	Türkiye	3.3

Travel & Tourism's Total Contribution to Employment		2022 % share
23	Croatia	24.7
29	Lebanon	19.8
30	Greece	19.3
32	Malta	18.8
56	Cyprus	12.6
60	Italy	11.7
65	Morocco	11.2
66	Tunisia	11.1
	European Union	10.5
82	Türkiye	10.0
	World	9.0
93	Egypt	8.5

Travel & Tourism Contribution to Total Capital Investment		2022 % share
24	Greece	11.5
28	Egypt	10.2
30	Morocco	9.7
32	Croatia	9.6
40	Cyprus	8.0
43	Tunisia	7.7
45	Malta	7.0
	European Union	3.6
102	Türkiye	3.4
	World	3.2
120	Lebanon	2.7
145	Italy	2.1

Visitor Exports Contribution to Exports		2022 % share
29	Croatia	35.5
45	Egypt	20.2
47	Greece	18.5
49	Morocco	18.0
53	Türkiye	16.6
55	Lebanon	15.8
65	Cyprus	11.4
75	Tunisia	7.9
81	Malta	6.7
88	Italy	6.0
	European Union	4.3
	World	3.6

# COUNTRY RANKINGS: REAL GROWTH, 2022

Travel & Tourism's Direct Contribution to GDP		2022 % growth
17	Malta	100.2
18	Morocco	98.0
61	Tunisia	55.5
62	Türkiye	55.4
83	Cyprus	45.3
	<b>European Union</b>	43.9
93	Greece	41.5
95	Egypt	41.0
102	Croatia	38.1
108	Italy	34.0
	World	30.1
182	Lebanon	-14.0

Travel & Tourism's Direct Contribution to Employment		2022 % growth
19	Türkiye	29.8
24	Tunisia	26.7
57	Croatia	21.0
67	Morocco	18.2
85	Egypt	16.1
101	Italy	13.7
	World	12.8
	<b>European Union</b>	12.2
150	Cyprus	7.8
162	Lebanon	6.1
171	Malta	5.1
181	Greece	1.3

Travel & Tourism Investment		2022 % growth
6	Cyprus	50.0
14	Tunisia	43.5
24	Malta	36.8
25	Italy	36.5
28	Morocco	34.7
41	Greece	28.6
	<b>European Union</b>	17.9
83	Egypt	17.4
	World	11.1
144	Croatia	7.5
170	Türkiye	1.9
178	Lebanon	-2.5

Travel & Tourism's Total Contribution to GDP		2022 % growth
19	Malta	85.5
20	Morocco	85.4
56	Tunisia	51.2
58	Türkiye	50.5
83	Cyprus	40.6
	<b>European Union</b>	40.5
88	Egypt	38.9
90	Greece	38.2
103	Croatia	34.8
108	Italy	33.4
	World	22.0
182	Lebanon	-12.7

Travel & Tourism's Total Contribution to Employment		2022 % growth
13	Türkiye	30.5
22	Tunisia	22.9
40	Croatia	18.2
61	Egypt	14.2
69	Italy	13.1
	<b>European Union</b>	10.3
111	Morocco	10.1
132	Cyprus	7.9
	World	7.9
146	Lebanon	7.0
161	Malta	4.7
176	Greece	0.6

Visitor Exports		2022 % growth
49	Morocco	145.8
62	Malta	114.4
71	Italy	99.3
	World	81.9
	<b>European Union</b>	80.5
96	Egypt	65.7
99	Türkiye	64.8
114	Greece	56.1
119	Tunisia	51.4
122	Cyprus	50.1
131	Croatia	40.9
182	Lebanon	-33.8

# COUNTRY RANKINGS: LONG TERM GROWTH, 2023 - 2033

Travel & Tourism's Direct Contribution to GDP		2023 - 2033 % growth
50	Tunisia	6.1
55	Malta	6.0
85	Egypt	4.9
87	Cyprus	4.9
	World	4.9
110	Morocco	4.3
132	Lebanon	3.6
137	Greece	3.5
158	Croatia	3.0
	European Union	2.6
176	Türkiye	2.2
181	Italy	1.8

Travel & Tourism's Total Contribution to GDP		2023 - 2033 % growth
45	Malta	6.5
47	Tunisia	6.4
71	Egypt	5.3
74	Morocco	5.3
	World	5.1
90	Cyprus	4.9
130	Lebanon	3.9
133	Greece	3.9
154	Croatia	3.2
	European Union	2.8
175	Türkiye	2.3
184	Italy	1.9

Travel & Tourism's Direct Contribution to Employment		2023 - 2033 % growth
45	Egypt	4.0
57	Malta	3.7
68	Cyprus	3.5
	World	3.4
95	Morocco	2.8
125	Lebanon	2.3
133	Tunisia	2.1
146	Greece	1.8
150	Italy	1.8
160	Croatia	1.6
	European Union	1.4
179	Türkiye	0.9

Travel & Tourism's Total Contribution to Employment		2023 - 2033 % growth
37	Egypt	4.2
42	Malta	4.1
53	Cyprus	3.8
	World	3.0
113	Morocco	2.7
126	Tunisia	2.3
129	Greece	2.2
146	Croatia	1.8
151	Italy	1.8
	European Union	1.6
179	Türkiye	1.0
180	Lebanon	0.9

Travel & Tourism Investment		2023 - 2033 % growth
49	Malta	7.5
57	Greece	6.9
58	Lebanon	6.9
	World	6.1
99	Tunisia	5.7
113	Türkiye	5.4
118	Morocco	5.3
131	Cyprus	4.9
	European Union	4.7
156	Croatia	3.9
158	Egypt	3.9
169	Italy	3.2

Visitor Exports		2023 - 2033 % growth
47	Tunisia	8.4
	World	6.5
85	Malta	6.2
101	Egypt	5.7
129	Cyprus	4.7
139	Greece	4.1
143	Morocco	3.9
	European Union	3.9
149	Italy	3.5
164	Lebanon	3.0
168	Croatia	2.7
184	Türkiye	0.9

# SUMMARY TABLES: ESTIMATES & FORECASTS

Cyprus	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	1,509.2	5.5	6.2	2,580.4	8.0	4.9
Total contribution to GDP	3338.2	12.2	5.9	5,730.0	17.8	4.9
Direct contribution to employment <sup>4</sup>	26.1	6.1	5.1	38.6	8.7	3.5
Total contribution to employment <sup>4</sup>	54.1	12.6	7.8	84.5	19.0	3.8
Visitor exports	2,679.6	11.4	8.0	4,590.1	16.6	4.7
Domestic spending	330.5	1.2	4.8	432.3	1.3	2.2
Leisure spending	2,758.0	5.0	7.2	4,656.0	7.3	4.6
Business spending	252.1	0.5	12.4	366.4	0.6	2.6
Capital investment	433.0	8.0	25.5	878.0	15.9	4.9

<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

European Union	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	575.8	3.5	4.4	777.3	4.0	2.6
Total contribution to GDP	1,429.4	8.7	4.8	1,977.0	10.3	2.8
Direct contribution to employment <sup>4</sup>	10,284.8	4.9	3.0	12,230.1	5.9	1.4
Total contribution to employment <sup>4</sup>	21,767.3	10.5	3.2	26,377.3	12.8	1.6
Visitor exports	401.1	4.3	9.2	643.0	6.1	3.9
Domestic spending	848.2	5.2	2.5	1,021.4	5.3	1.6
Leisure spending	1,042.6	2.9	3.9	1,371.2	3.3	2.4
Business spending	206.7	0.6	8.5	293.2	0.7	2.7
Capital investment	135.2	3.6	12.0	239.0	5.4	4.7

<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

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

Cyprus (EURmn, real 2022 prices)		2017	2018	2019	2020	2021	2022	2023E	2033F
1.	Visitor exports	3,045.2	3,052.2	3,009.9	537.9	1,711.7	2,569.9	2,774.8	4,402.2
2.	Domestic expenditure (includes government individual spending)	279.0	309.6	309.1	150.5	251.2	317.0	332.1	414.6
3.	Internal tourism consumption (= 1 + 2)	3,324.2	3,361.8	3,319.0	688.4	1,962.9	2,886.9	3,106.9	4,816.8
4.	Purchases by tourism providers, including imported goods (supply chain)	-1,636.3	-1,654.8	-1,633.1	-337.4	-966.4	-1,439.5	-1,569.7	-2,342.0
<b>5.</b>	<b>Direct contribution of Travel &amp; Tourism to GDP</b> (= 3 + 4)	1,687.8	1,707.0	1,685.9	351.1	996.5	1,447.4	1,537.3	2,474.8
	Relative contribution (% whole economy)	7.6	7.2	6.8	1.5	4.0	5.5	5.8	8.0
<b>Other final impacts (indirect &amp; induced)</b>		977.6	988.8	976.5	203.3	577.2	838.4	890.4	1,433.5
6.	Domestic supply chain								
7.	Capital investment	549.7	566.0	592.4	172.0	276.9	415.3	521.2	842.1
8.	Government collective spending	271.4	281.2	320.3	220.5	431.8	541.1	568.7	748.7
9.	Imported goods from indirect spending	-855.9	-874.0	-899.1	-238.6	-470.6	-707.8	-847.1	-1,171.9
10.	Induced	710.3	720.6	722.5	176.9	464.7	667.2	721.0	1,168.3
<b>11.</b>	<b>Total contribution of Travel &amp; Tourism to GDP</b> (= 5 + 6 + 7 + 8 + 9 + 10)	3,340.8	3,389.6	3,398.5	885.1	2,276.5	3,201.6	3,391.5	5,495.5
	Relative contribution (% whole economy)	15.0	14.4	13.7	3.8	9.1	12.2	12.8	17.8
<b>Employment impacts ('000)</b>									
12.	Direct contribution of Travel & Tourism to employment	25.3	26.4	26.2	20.0	24.2	26.1	27.5	38.6
	Relative contribution (% whole economy)	6.8	6.8	6.5	4.9	5.8	6.1	6.4	8.7
<b>13.</b>	<b>Total contribution of Travel &amp; Tourism to employment</b>	53.5	56.0	56.5	42.0	50.1	54.1	58.3	84.5
	Relative contribution (% whole economy)	14.5	14.4	14.0	10.4	12.0	12.6	13.5	19.0
<b>Other indicators</b>									
14.	Expenditure on outbound travel	1,553.8	1,655.8	1,850.5	632.7	808.3	1,102.0	1,528.2	2,363.3

E - Estimate, F - Forecast

# THE ECONOMIC CONTRIBUTION OF TRAVEL & TOURISM: NOMINAL PRICES

Cyprus (EURmn, nominal prices)	2017	2018	2019	2020	2021	2022	2023E	2033F
1. Visitor exports	2,762.1	2,796.2	2,788.5	492.8	1,611.1	2,569.9	2,861.1	5,543.0
2. Domestic expenditure (includes government individual spending)	253.0	283.6	286.4	137.9	236.4	317.0	342.4	522.1
3. Internal tourism consumption (= 1 + 2)	3,015.1	3,079.9	3,074.9	630.6	1,847.5	2,886.9	3,203.6	6,065.1
4. Purchases by tourism providers, including imported goods (supply chain)	-1,484.2	-1,516.0	-1,513.0	-309.0	-909.6	-1,439.5	-1,618.5	-2,949.0
<b>5. Direct contribution of Travel &amp; Tourism to GDP</b> (= 3 + 4)	1,530.9	1,563.9	1,561.9	321.6	937.9	1,447.4	1,585.1	3,116.2
<b>Other final impacts (indirect &amp; induced)</b>	886.7	905.8	904.7	186.3	543.2	838.4	918.1	1,804.9
6. Domestic supply chain								
7. Capital investment	498.6	518.5	548.8	157.5	260.6	415.3	537.4	1,060.3
8. Government collective spending	246.1	257.6	296.8	202.0	406.4	541.1	586.3	942.7
9. Imported goods from indirect spending	-776.3	-800.7	-833.0	-218.6	-442.9	-707.8	-873.4	-1,475.6
10. Induced	644.2	660.2	669.4	162.0	437.4	667.2	743.5	1,471.1
<b>11. Total contribution of Travel &amp; Tourism to GDP</b> (= 5 + 6 + 7 + 8 + 9 + 10)	3,030.2	3,105.3	3,148.4	810.7	2,142.7	3,201.6	3,497.0	6,919.6
<b>Employment impacts ('000)</b>								
12. Direct contribution of Travel & Tourism to employment	25.3	26.4	26.2	20.0	24.2	26.1	27.5	38.6
<b>13. Total contribution of Travel &amp; Tourism to employment</b>	53.5	56.0	56.5	42.0	50.1	54.1	58.3	84.5
<b>Other indicators</b>								
<b>14</b> Expenditure on outbound travel	1,409.4	1,516.9	1,714.4	579.6	760.8	1,102.0	1,575.7	2,975.7

**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)

Cyprus (USDm, real 2022 prices)	2017	2018	2019	2020	2021	2022	2023E	2033F
1. Visitor exports	3,175.1	3,182.5	3,138.3	560.9	1,784.7	2,679.6	2,893.2	4,590.1
2. Domestic expenditure (includes government individual spending)	290.9	322.8	322.3	156.9	261.9	330.5	346.3	432.3
3. Internal tourism consumption (= 1 + 2)	3,466.0	3,505.3	3,460.7	717.8	2,046.6	3,010.1	3,239.5	5,022.4
4. Purchases by tourism providers, including imported goods (supply chain)	-1,706.2	-1,725.4	-1,702.8	-351.8	-1,007.7	-1,500.9	-1,636.6	-2,442.0
<b>5. Direct contribution of Travel &amp; Tourism to GDP</b> (= 3 + 4)	1,759.8	1,779.9	1,757.8	366.0	1,039.0	1,509.2	1,602.9	2,580.4
Relative contribution (% whole economy)	7.6	7.2	6.8	1.5	4.0	5.5	5.8	8.0
<b>Other final impacts (indirect &amp; induced)</b>	1,019.3	1,031.0	1,018.2	212.0	601.8	874.2	928.4	1,494.6
6 Domestic supply chain								
7. Capital investment	573.1	590.2	617.6	179.3	288.7	433.0	543.5	878.0
8. Government collective spending	282.9	293.2	334.0	229.9	450.3	564.2	592.9	780.6
9. Imported goods from indirect spending	-892.4	-911.3	-937.5	-248.8	-490.7	-738.0	-883.2	-1,221.9
10. Induced	740.6	751.4	753.3	184.4	484.5	695.6	751.8	1,218.2
<b>11. Total contribution of Travel &amp; Tourism to GDP</b> (= 5 + 6 + 7 + 8 + 9 + 10)	3,483.4	3,534.3	3,543.5	922.8	2,373.6	3,338.2	3,536.2	5,730.0
Relative contribution (% whole economy)	15.0	14.4	13.7	3.8	9.1	12.2	12.8	17.8
<b>Employment impacts ('000)</b>								
12. Direct contribution of Travel & Tourism to employment	25.3	26.4	26.2	20.0	24.2	26.1	27.5	38.6
Relative contribution (% whole economy)	6.8	6.8	6.5	4.9	5.8	6.1	6.4	8.7
<b>13. Total contribution of Travel &amp; Tourism to employment</b>	53.5	56.0	56.5	42.0	50.1	54.1	58.3	84.5
Relative contribution (% whole economy)	14.5	14.4	14.0	10.4	12.0	12.6	13.5	19.0
<b>Other indicators</b>								
14. Expenditure on outbound travel	1,620.1	1,726.5	1,929.5	659.7	842.8	1,149.0	1,593.4	2,464.1

E - Estimate, F - Forecast

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

Cyprus (USDmn, nominal prices)	2017	2018	2019	2020	2021	2022	2023E	2033F
1. Visitor exports	3,120.3	3,302.2	3,121.6	562.8	1,905.5	2,679.6	2,832.5	6,928.8
2. Domestic expenditure (includes government individual spending)	285.9	335.0	320.6	157.5	279.7	330.5	339.0	652.6
3. Internal tourism consumption (= 1 + 2)	3,406.2	3,637.2	3,442.2	720.3	2,185.1	3,010.1	3,171.5	7,581.4
4. Purchases by tourism providers, including imported goods (supply chain)	-1,676.7	-1,790.3	-1,693.8	-353.0	-1,075.8	-1,500.9	-1,602.3	-3,686.2
<b>5. Direct contribution of Travel &amp; Tourism to GDP (= 3 + 4)</b>	1,729.5	1,846.9	1,748.5	367.3	1,109.3	1,509.2	1,569.2	3,895.2
<b>Other final impacts (indirect &amp; induced)</b>	1,001.7	1,069.7	1,012.7	212.8	642.5	874.2	908.9	2,256.2
6. Domestic supply chain								
7. Capital investment	563.2	612.4	614.3	179.9	308.2	433.0	532.0	1,325.3
8. Government collective spending	278.0	304.2	332.2	230.7	480.7	564.2	580.5	1,178.4
9. Imported goods from indirect spending	-877.0	-945.6	-932.5	-249.7	-523.8	-738.0	-864.7	-1,844.5
10. Induced	727.8	779.7	749.3	185.0	517.3	695.6	736.0	1,838.9
<b>11. Total contribution of Travel &amp; Tourism to GDP (= 5 + 6 + 7 + 8 + 9 + 10)</b>	3,423.2	3,667.3	3,524.6	926.0	2,534.2	3,338.2	3,462.0	8,649.5
<b>Employment impacts ('000)</b>								
12. Direct contribution of Travel & Tourism to employment	25.3	26.4	26.2	20.0	24.2	26.1	27.5	38.6
<b>13. Total contribution of Travel &amp; Tourism to employment</b>	53.5	56.0	56.5	42.0	50.1	54.1	58.3	84.5
<b>Other indicators</b>								
14. Expenditure on outbound travel	1,592.2	1,791.4	1,919.2	662.0	899.8	1,149.0	1,560.0	3,719.6

**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

Cyprus Growth <sup>1</sup> (%)	2017	2018	2019	2020	2021	2022	2023E	2033F <sup>2</sup>
1. Visitor exports	10.6	0.2	-1.4	-82.1	218.2	50.1	8.0	4.7
2. Domestic expenditure (includes government individual spending)	-4.2	11.0	-0.2	-51.3	66.9	26.2	4.8	2.2
3. Internal tourism consumption (= 1 + 2)	9.2	1.1	-1.3	-79.3	185.1	47.1	7.6	4.5
4. Purchases by tourism providers, including imported goods (supply chain)	9.4	1.1	-1.3	-79.3	186.5	49.0	9.0	4.1
<b>5. Direct contribution of Travel &amp; Tourism to GDP</b> (= 3 + 4)	9.0	1.1	-1.2	-79.2	183.8	45.3	6.2	4.9
<b>Other final impacts (indirect &amp; induced)</b>	9.0	1.1	-1.2	-79.2	183.8	45.3	6.2	4.9
6. Domestic supply chain								
7. Capital investment	25.6	3.0	4.7	-71.0	61.0	50.0	25.5	4.9
8. Government collective spending	3.2	3.6	13.9	-31.2	95.9	25.3	5.1	2.8
9. Imported goods from indirect spending	18.8	2.1	2.9	-73.5	97.2	50.4	19.7	3.3
10. Induced	8.5	1.5	0.3	-75.5	162.8	43.6	8.1	4.9
<b>11. Total contribution of Travel &amp; Tourism to GDP</b> (= 5 + 6 + 7 + 8 + 9 + 10)	8.5	1.5	0.3	-74.0	157.2	40.6	5.9	4.9
<b>Employment impacts ('000)</b>								
12. Direct contribution of Travel & Tourism to employment	10.1	4.2	-0.6	-23.8	21.4	7.8	5.1	3.5
<b>13. Total contribution of Travel &amp; Tourism to employment</b>	9.6	4.6	0.9	-25.6	19.2	7.9	7.8	3.8
<b>Other indicators</b>								
14. Expenditure on outbound travel	15.0	6.6	11.8	-65.8	27.8	36.3	38.7	4.5

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



# ACKNOWLEDGEMENTS

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Cover: Elizeu Dias, Unsplash  
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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.

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.

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

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Together with Oxford Economics, WTTC 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, WTTC produces a world report highlighting global trends and 26 further reports that focus on regions, sub-regions and economic and geographic groups.

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