



WORLD
TRAVEL &
TOURISM
COUNCIL



TRAVEL & TOURISM
**ECONOMIC
IMPACT 2023**

ROMANIA

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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THE ECONOMIC IMPACT OF TRAVEL & TOURISM

MAY 2023

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ROMANIA

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

Romania Key Data

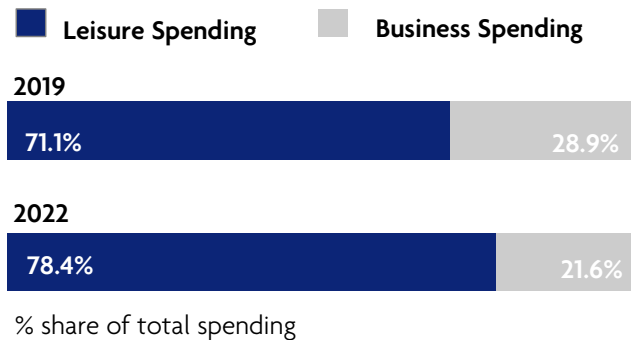
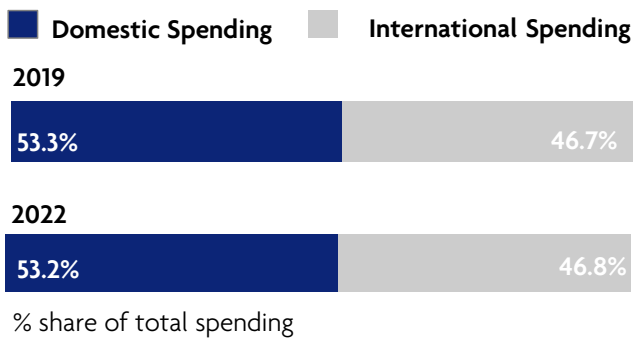
2019	6.0% (of Total Economy) RON 80.7BN (USD 17.2BN)	Change in 2020: -43.6%	568.5 (000s) =6.7% (Share of Total Jobs)	Change in 2020: -19.5%
2022	5.5% RON 78.3BN (USD 16.7BN)	Annual Change: +21.4% (-3.1% vs 2019) Economy Change: +4.5%	559.7 (000s) =6.6%	Annual Change: +8.0% (-1.6% vs 2019)
2023 (F)	5.5% RON 80.3BN (USD 17.1BN)	Annual Change: +2.5% (-0.6% vs 2019)	578.1 (000s) =6.9%	Annual Change: +3.3% (1.7% vs 2019)
2033 (F)	6.0% RON 108.1BN (USD 23.1BN)	CAGR (2023 - 2033): +3.0% Economy CAGR (2023 - 2033): +2.0%	642.9 (000s) =8.3%	New Jobs (2033 vs 2023): 64.7 (000s)

ROMANIA

2023 Annual Research: Key Highlights¹

Romania Visitor Spending

2019	2022	2023 (F)	2033 (F)
International Visitor Spending:			
RON22.7BN (USD 4.8BN) 4.2% of total exports	RON23.2BN (USD 5.0BN) Annual Change: 37.0% (2.4% vs 2019)	Annual Change: 0.2% (2.6% vs 2019)	RON27.7BN (USD 5.9BN) 3.9% of total exports CAGR (2023 - 2033): 1.8%
Domestic Visitor Spending:			
RON25.9BN (USD 5.5BN)	RON26.5BN (USD 5.6BN) Annual Change: 22.0% (2.2% vs 2019)	Annual Change: 0.7% (2.9% vs 2019)	RON34.6BN (USD 7.4BN) CAGR (2023 - 2033): 2.6%



Inbound Arrivals⁴:

2019	2022
1. Germany 11%	1. Germany 12%
2. Israel 9%	2. Israel 11%
3. Italy 8%	3. Italy 10%
4. United States 6%	4. United Kingdom 9%
5. Hungary 6%	5. United States 7%
Rest of world 60%	Rest of world 51%

Outbound Departures⁴:

2019	2022
1. Hungary 14%	1. Hungary 15%
2. Greece 12%	2. Bulgaria 14%
3. Italy 12%	3. Greece 14%
4. Bulgaria 10%	4. Italy 10%
5. Spain 8%	5. Türkiye 9%
Rest of world 44%	Rest of world 38%

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.

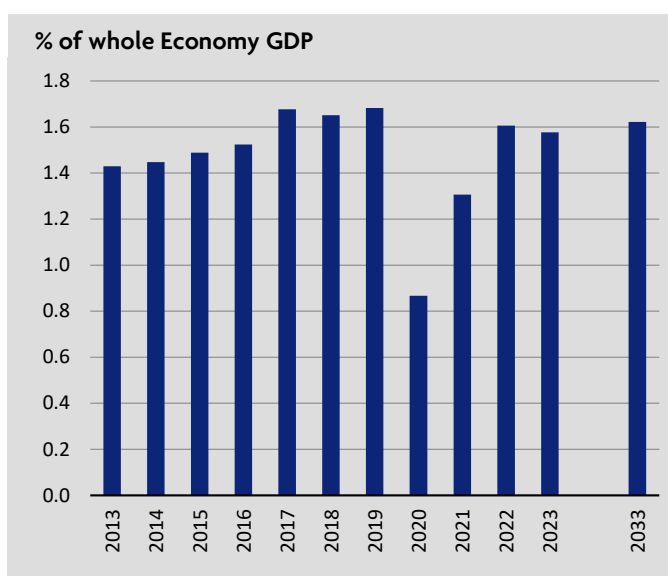
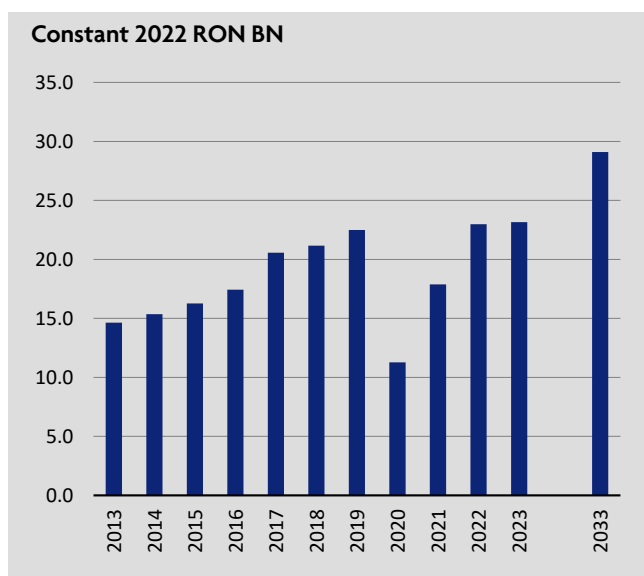
PLEASE NOTE THAT DUE TO CHANGES IN METHODOLOGY BETWEEN 2010 AND 2011, IT IS NOT POSSIBLE TO COMPARE FIGURES PUBLISHED BY WTTC FROM 2011 ONWARDS WITH THE SERIES PUBLISHED IN PREVIOUS YEARS.

TRAVEL & TOURISM'S CONTRIBUTION TO GDP¹

The direct contribution of Travel & Tourism to GDP in 2022 was RON23.0bn (1.6% of GDP). This primarily reflects the economic activity generated by industries such as hotels, travel agents, airlines and other passenger transportation services (excluding commuter services). But it also includes, for example, the activities of the restaurant and leisure industries directly supported by tourists.

The direct contribution of Travel & Tourism to GDP is expected to grow by 2.3% pa to RON29.1bn (1.6% of GDP) from 2023 to 2033.

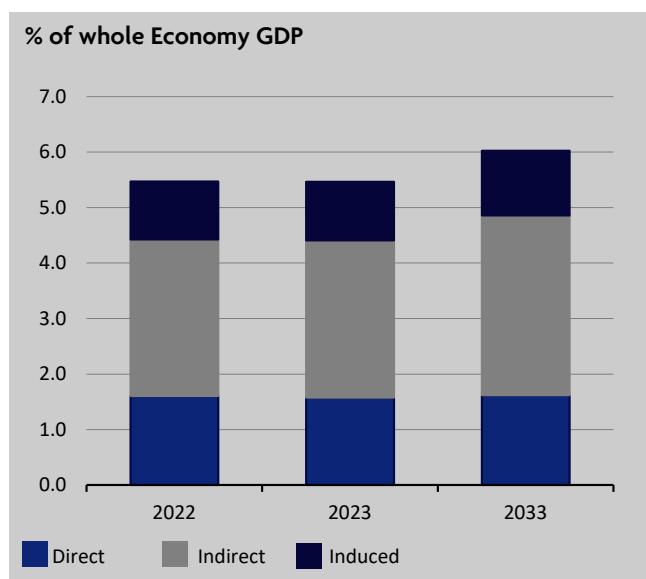
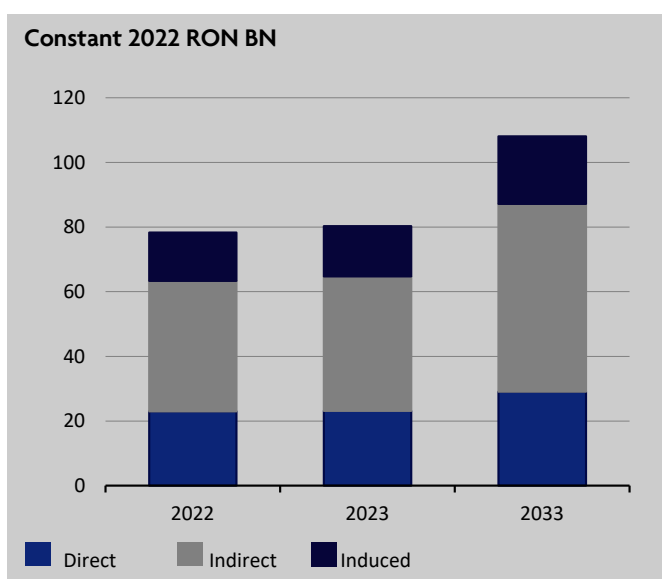
Romania: Direct Contribution of Travel & Tourism to GDP



The total contribution of Travel & Tourism to GDP (including wider effects from investment, the supply chain and induced income impacts, see page 3) was RON78.3bn in 2022 (5.5% of GDP).

It is forecast to rise by 3.0% pa to RON108.1bn from 2023 to 2033 (6.0% of GDP).

Romania: Total Contribution of Travel & Tourism to GDP



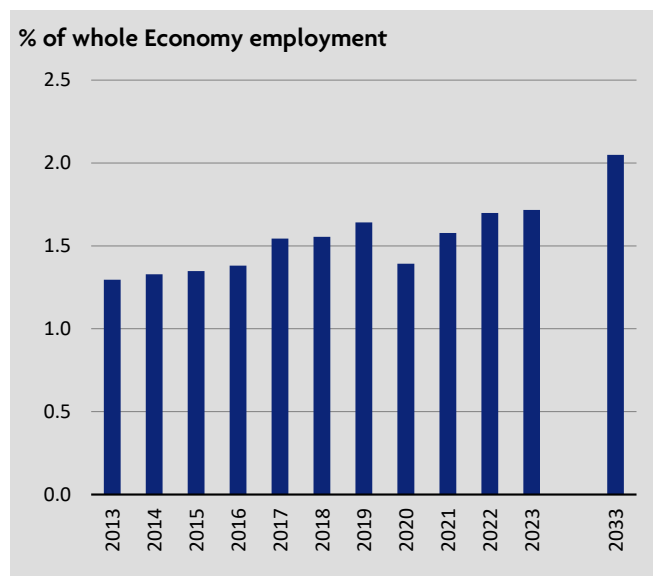
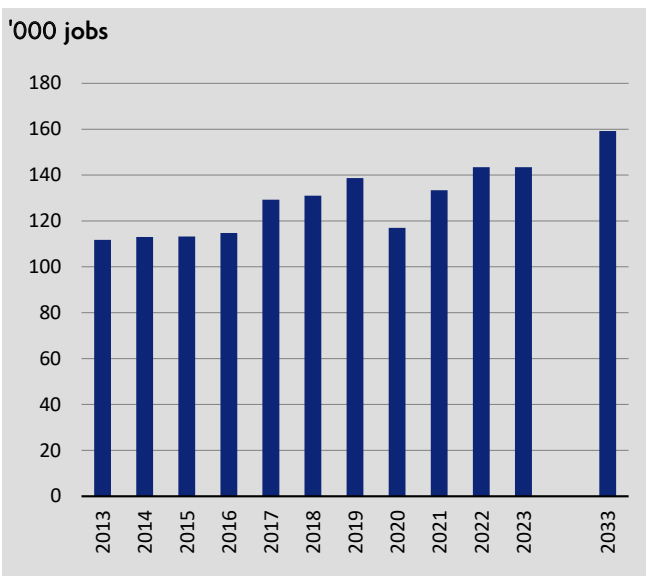
¹All values are in constant 2022 prices & exchange rates

TRAVEL & TOURISM'S CONTRIBUTION TO EMPLOYMENT

Travel & Tourism generated 143,429 jobs directly in 2022 (1.7% 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 159,233 jobs directly (2.0% of total employment), an increase of 1.0% pa from 2023.

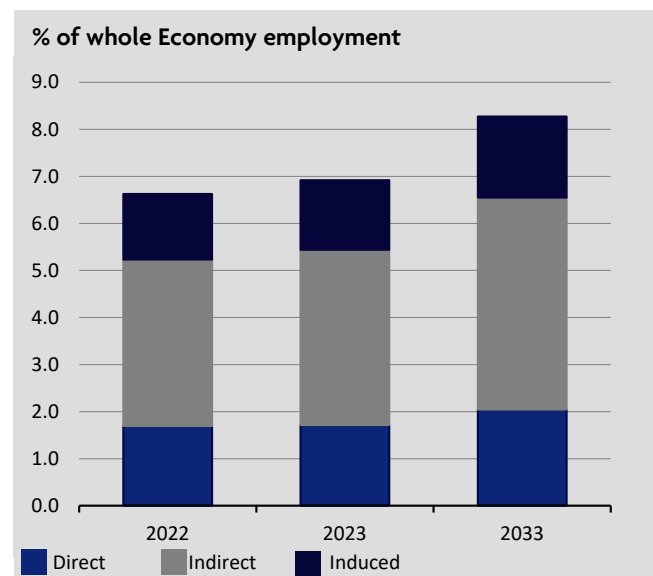
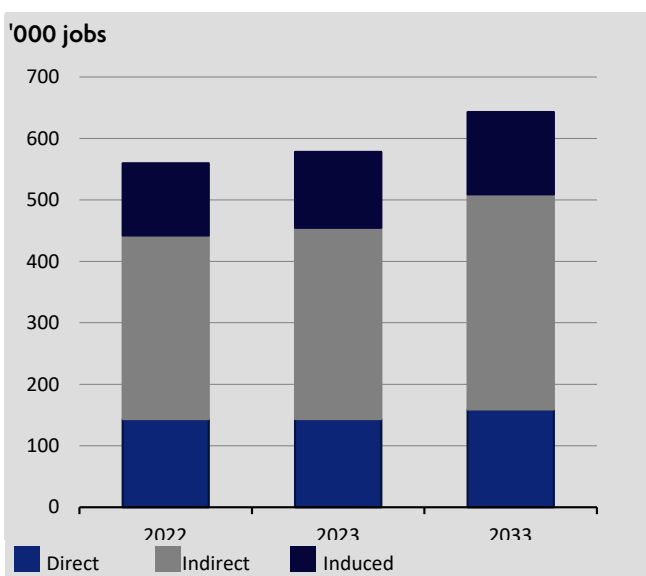
Romania: Direct Contribution of Travel & Tourism to Employment



The total contribution of Travel & Tourism to employment (including wider effects from investment, the supply chain and induced income impacts, see page 3) was 559,660 jobs in 2022 (6.6% of total employment).

By 2033, Travel & Tourism is forecast to support 642,879 jobs (8.3% of total employment), an increase of 1.1% pa since 2023.

Romania: Total Contribution of Travel & Tourism to Employment



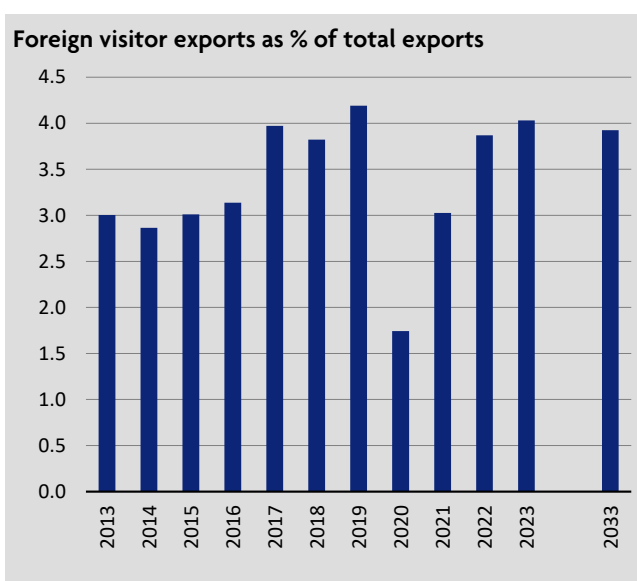
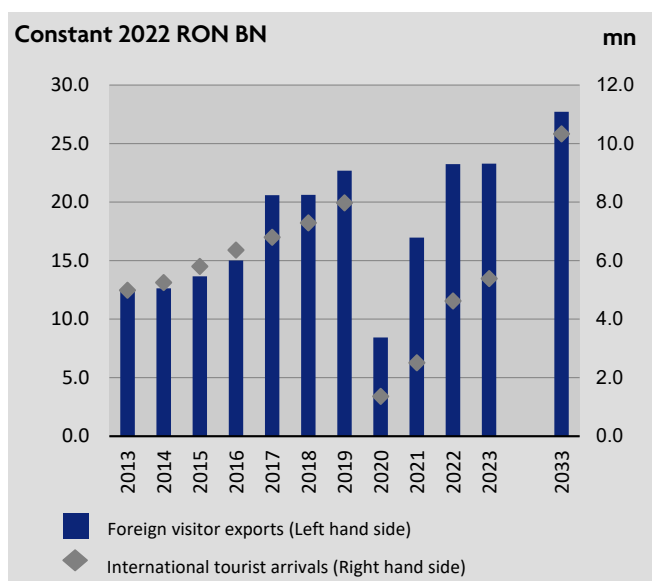
VISITOR EXPORTS AND INVESTMENT¹

VISITOR EXPORTS

Visitor exports are a key component of the direct contribution of Travel & Tourism. In 2022, Romania generated RON23.2bn in visitor exports.

By 2033, international tourist arrivals are forecast to total 10,329,000, generating expenditure of RON27.7bn, an increase of 1.8% pa since 2023.

Romania: Visitor Exports and International Tourist Arrivals

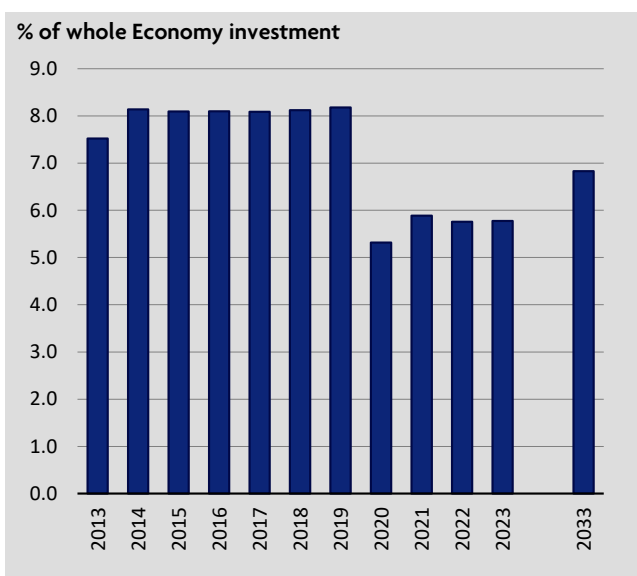
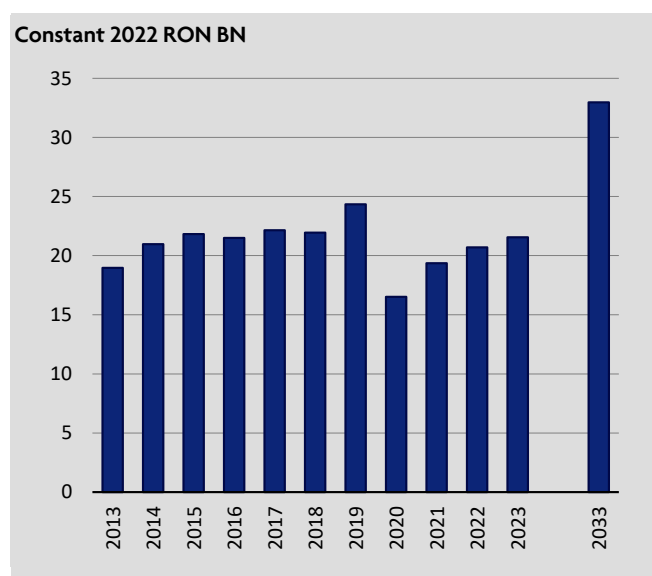


INVESTMENT

Travel & Tourism is expected to have attracted capital investment of RON20.7bn in 2022.

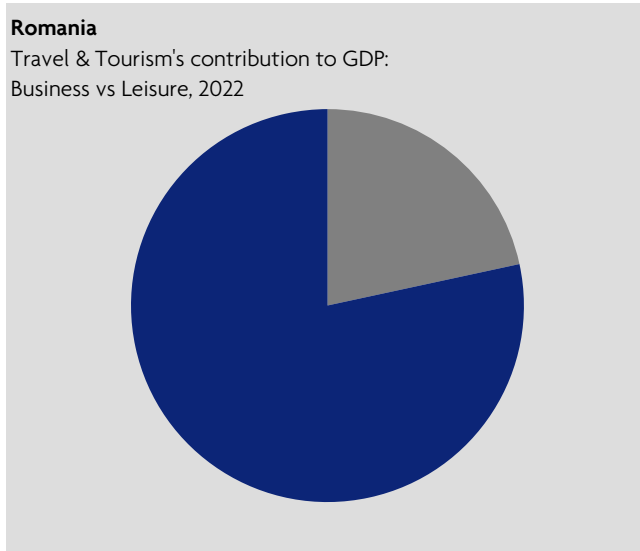
Travel & Tourism's share of total national investment is expected to be 6.8% in 2033.

Romania: Capital Investment in Travel & Tourism



¹ All values are in constant 2022 prices & exchange rates

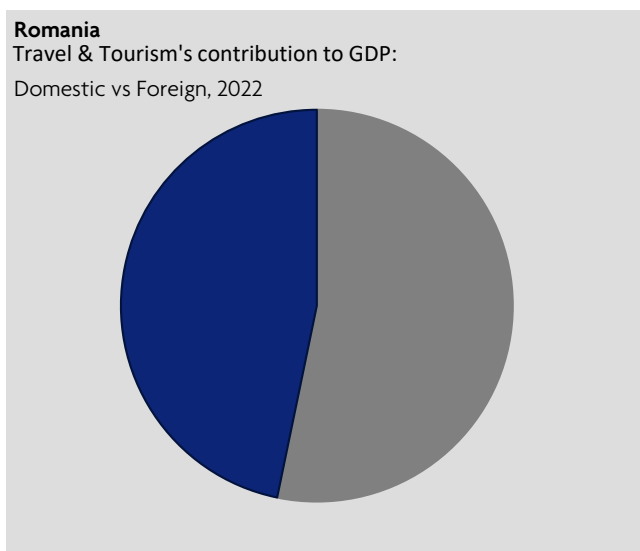
DIFFERENT COMPONENTS OF TRAVEL & TOURISM¹



Leisure travel spending (inbound and domestic) generated 78.4% of total internal spending in 2022 (RON39.0bn) compared with 21.6% for business travel spending (RON10.7bn).

Leisure travel spending is expected to rise by 1.6% pa to RON45.4bn from 2023 to 2033.

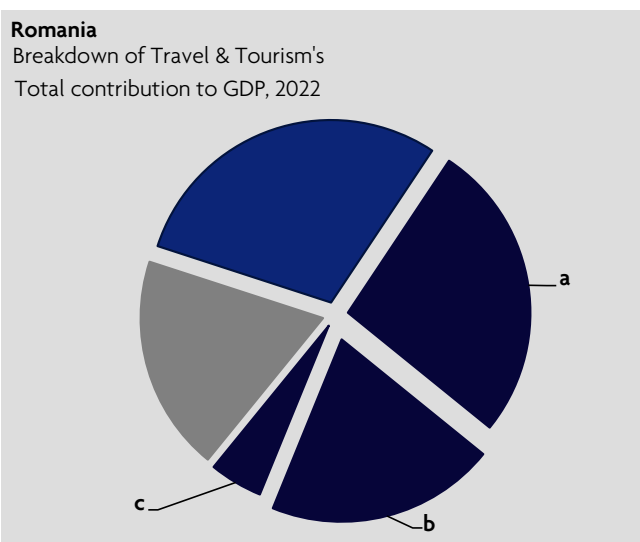
Business travel spending is expected to rise by 4.1% pa to RON16.9bn from 2023 to 2033.



Domestic travel spending generated 53.2% (RON26.5bn) of total internal spending in 2022 compared with 46.8% (RON23.2bn) for visitor exports (ie foreign visitor spending or international tourism receipts).

Domestic travel spending is expected to rise by 2.6% pa to RON34.6bn from 2023 to 2033.

Visitor exports are expected to rise by 1.8% pa to RON27.7bn 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 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)
7	Italy	89.1
20	Austria	23.6
European Union Average		21.3
29	Greece	15.4
World Average		12.9
40	Croatia	8.6
54	Romania	4.9
55	Czech Republic	4.9
60	Hungary	4.1
80	Slovak Republic	2.1
84	Albania	1.7
89	Bulgaria	1.5

Travel & Tourism's Total Contribution to GDP		2022 (US\$bn)
8	Italy	202.7
European Union Average		52.9
26	Austria	44.1
28	Greece	39.4
World Average		36.9
45	Croatia	18.1
50	Romania	16.7
58	Hungary	11.8
59	Czech Republic	11.6
76	Bulgaria	5.4
78	Slovak Republic	5.3
91	Albania	3.9

Travel & Tourism's Direct Contribution to Employment		2022 '000 jobs
14	Italy	1,335.9
World Average		1,156.0
46	Greece	298.7
48	Austria	268.0
52	Czech Republic	229.3
55	Croatia	216.7
60	Hungary	196.0
76	Romania	143.4
96	Albania	97.7
99	Bulgaria	93.1
111	Slovak Republic	65.7
European Union Average		14.1

Travel & Tourism's Total Contribution to Employment		2022 '000 jobs
17	Italy	2,712.3
World Average		1,422.7
46	Greece	797.8
58	Romania	559.7
60	Austria	496.3
69	Croatia	428.6
71	Czech Republic	412.3
74	Hungary	396.9
98	Bulgaria	270.0
102	Albania	246.7
115	Slovak Republic	147.2
European Union Average		29.9

Travel & Tourism Investment		2022 (US\$bn)
18	Italy	8.7
European Union Average		5.0
World Average		4.6
29	Romania	4.4
36	Austria	3.6
38	Greece	3.2
51	Czech Republic	1.8
59	Croatia	1.4
63	Hungary	1.2
71	Slovak Republic	0.7
75	Bulgaria	0.6
108	Albania	0.3

Visitor Exports		2022 (US\$bn)
5	Italy	44.1
13	Austria	21.0
15	Greece	19.9
European Union Average		14.9
22	Croatia	14.6
33	Hungary	8.1
World Average		6.0
47	Romania	5.0
58	Bulgaria	3.5
63	Albania	3.1
69	Czech Republic	2.8
93	Slovak Republic	1.3

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
17	Albania	9.4
27	Greece	7.2
42	Austria	5.1
53	Italy	4.5
	European Union	3.5
	World	2.3
102	Hungary	2.3
130	Bulgaria	1.8
133	Slovak Republic	1.8
140	Czech Republic	1.7
143	Romania	1.6

Travel & Tourism's Total Contribution to GDP		2022 % share
17	Croatia	25.8
20	Albania	21.6
26	Greece	18.5
53	Italy	10.2
59	Austria	9.5
	European Union	8.7
	World	7.6
93	Hungary	6.6
98	Bulgaria	6.5
117	Romania	5.5
137	Slovak Republic	4.6
153	Czech Republic	4.0

Travel & Tourism's Direct Contribution to Employment		2022 % share
18	Croatia	12.5
29	Albania	8.4
35	Greece	7.2
47	Italy	5.8
48	Austria	5.7
	European Union	4.9
65	Czech Republic	4.6
81	Hungary	4.2
	World	3.3
110	Bulgaria	2.7
114	Slovak Republic	2.5
150	Romania	1.7

Travel & Tourism's Total Contribution to Employment		2022 % share
23	Croatia	24.7
28	Albania	21.2
30	Greece	19.3
60	Italy	11.7
71	Austria	10.6
	European Union	10.5
	World	9.0
94	Hungary	8.4
100	Czech Republic	8.2
105	Bulgaria	7.8
124	Romania	6.6
137	Slovak Republic	5.6

Travel & Tourism Contribution to Total Capital Investment		2022 % share
24	Greece	11.5
32	Croatia	9.6
52	Albania	6.3
61	Romania	5.8
68	Bulgaria	4.9
93	Slovak Republic	3.7
	European Union	3.6
	World	3.2
110	Austria	3.1
137	Hungary	2.3
140	Czech Republic	2.2
145	Italy	2.1

Visitor Exports Contribution to Exports		2022 % share
11	Albania	54.2
29	Croatia	35.5
47	Greece	18.5
78	Austria	7.6
88	Italy	6.0
89	Bulgaria	5.9
95	Hungary	5.1
	European Union	4.3
112	Romania	3.9
	World	3.6
157	Czech Republic	1.3
161	Slovak Republic	1.1

COUNTRY RANKINGS: REAL GROWTH, 2022

Travel & Tourism's Direct Contribution to GDP		2022 % growth
39	Austria	71.3
58	Hungary	56.8
European Union		43.9
93	Greece	41.5
102	Croatia	38.1
108	Italy	34.0
112	Albania	32.6
115	Czech Republic	32.1
World		30.1
126	Slovak Republic	30.1
129	Bulgaria	29.0
132	Romania	28.5

Travel & Tourism's Direct Contribution to Employment		2022 % growth
55	Austria	21.3
57	Croatia	21.0
101	Italy	13.7
World		12.8
European Union		12.2
127	Albania	10.6
132	Hungary	10.1
134	Bulgaria	10.0
151	Romania	7.5
169	Slovak Republic	5.3
180	Czech Republic	3.9
181	Greece	1.3

Travel & Tourism Investment		2022 % growth
25	Italy	36.5
39	Hungary	29.7
41	Greece	28.6
80	Albania	18.0
European Union		17.9
85	Slovak Republic	17.3
105	Austria	12.7
World		11.1
122	Bulgaria	10.9
144	Croatia	7.5
146	Romania	6.9
177	Czech Republic	-2.1

Travel & Tourism's Total Contribution to GDP		2022 % growth
36	Austria	66.0
63	Hungary	48.3
European Union		40.5
90	Greece	38.2
103	Croatia	34.8
107	Albania	33.7
108	Italy	33.4
126	Slovak Republic	26.3
129	Czech Republic	25.4
131	Bulgaria	25.2
World		22.0
145	Romania	21.4

Travel & Tourism's Total Contribution to Employment		2022 % growth
40	Croatia	18.2
42	Austria	17.6
69	Italy	13.1
90	Albania	11.5
105	Hungary	10.6
European Union		10.3
130	Romania	8.0
World		7.9
145	Bulgaria	7.1
153	Czech Republic	5.7
173	Slovak Republic	2.5
176	Greece	0.6

Visitor Exports		2022 % growth
66	Austria	106.5
71	Italy	99.3
World		81.9
European Union		80.5
94	Hungary	70.0
114	Greece	56.1
118	Czech Republic	52.1
131	Croatia	40.9
137	Romania	37.0
148	Bulgaria	31.0
149	Albania	30.6
152	Slovak Republic	27.9

COUNTRY RANKINGS: LONG TERM GROWTH, 2023 - 2033

Travel & Tourism's Direct Contribution to GDP		2023 - 2033 % growth
51	Czech Republic	6.0
70	Bulgaria	5.4
	World	4.9
92	Slovak Republic	4.8
130	Albania	3.6
136	Hungary	3.6
137	Greece	3.5
151	Austria	3.1
158	Croatia	3.0
	European Union	2.6
174	Romania	2.3
181	Italy	1.8

Travel & Tourism's Total Contribution to GDP		2023 - 2033 % growth
60	Czech Republic	5.9
72	Bulgaria	5.3
	World	5.1
100	Slovak Republic	4.7
128	Hungary	4.0
133	Greece	3.9
136	Albania	3.7
154	Croatia	3.2
158	Romania	3.0
159	Austria	3.0
	European Union	2.8
184	Italy	1.9

Travel & Tourism's Direct Contribution to Employment		2023 - 2033 % growth
	World	3.4
115	Bulgaria	2.5
146	Greece	1.8
150	Italy	1.8
154	Albania	1.7
156	Slovak Republic	1.7
160	Croatia	1.6
	European Union	1.4
168	Austria	1.4
170	Hungary	1.3
171	Czech Republic	1.3
176	Romania	1.0

Travel & Tourism's Total Contribution to Employment		2023 - 2033 % growth
	World	3.0
122	Bulgaria	2.4
129	Greece	2.2
146	Croatia	1.8
151	Italy	1.8
153	Albania	1.8
	European Union	1.6
162	Slovak Republic	1.6
171	Hungary	1.4
173	Austria	1.3
174	Czech Republic	1.3
178	Romania	1.1

Travel & Tourism Investment		2023 - 2033 % growth
57	Greece	6.9
61	Bulgaria	6.7
	World	6.1
101	Hungary	5.7
103	Slovak Republic	5.7
132	Austria	4.9
	European Union	4.7
140	Albania	4.5
143	Romania	4.3
144	Czech Republic	4.3
156	Croatia	3.9
169	Italy	3.2

Visitor Exports		2023 - 2033 % growth
44	Czech Republic	8.8
45	Slovak Republic	8.5
	World	6.5
99	Bulgaria	5.7
139	Greece	4.1
141	Austria	4.0
	European Union	3.9
149	Italy	3.5
150	Albania	3.5
152	Hungary	3.4
168	Croatia	2.7
178	Romania	1.8

SUMMARY TABLES: ESTIMATES & FORECASTS

Romania	2022	2022	2023	2033		
	USDbn ¹	% of total	Growth ²	USDbn ¹	% of total	Growth ³
Direct contribution to GDP	4.9	1.6	0.8	6.2	1.6	2.3
Total contribution to GDP	16.7	5.5	2.5	23.1	6.0	3.0
Direct contribution to employment ⁴	143.4	1.7	0.0	159.2	2.0	1.0
Total contribution to employment ⁴	559.7	6.6	3.3	642.9	8.3	1.1
Visitor exports	5.0	3.9	0.2	5.9	3.9	1.8
Domestic spending	5.6	1.9	0.7	7.4	1.9	2.6
Leisure spending	8.3	1.2	-1.0	9.7	1.2	1.6
Business spending	2.3	0.3	5.6	3.6	0.4	4.1
Capital investment	4.4	5.8	4.1	7.0	6.8	4.3

¹2022 constant prices & exchange rates; ²2023 real growth adjusted for inflation (%); ³2023-2033 annualised real growth adjusted for inflation (%); ⁴'000 jobs

European Union	2022	2022	2023	2033		
	USDbn ¹	% of total	Growth ²	USDbn ¹	% of total	Growth ³
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 ⁴	10,284.8	4.9	3.0	12,230.1	5.9	1.4
Total contribution to employment ⁴	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

¹2022 constant prices & exchange rates; ²2023 real growth adjusted for inflation (%); ³2023-2033 annualised real growth adjusted for inflation (%); ⁴'000 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 (%); ⁴'000 jobs

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

THE ECONOMIC CONTRIBUTION OF TRAVEL & TOURISM: REAL 2022 PRICES

Romania (RONbn, real 2022 prices)		2017	2018	2019	2020	2021	2022	2023E	2033F
1.	Visitor exports	20.6	20.6	22.7	8.4	17.0	23.2	23.3	27.7
2.	Domestic expenditure (includes government individual spending)	23.8	25.1	25.9	15.9	21.7	26.5	26.7	34.6
3.	Internal tourism consumption (= 1 + 2)	44.4	45.7	48.6	24.3	38.7	49.7	49.9	62.3
4.	Purchases by tourism providers, including imported goods (supply chain)	-23.9	-24.6	-26.1	-13.0	-20.8	-26.7	-26.8	-33.2
5.	Direct contribution of Travel & Tourism to GDP (= 3 + 4)	20.6	21.2	22.5	11.3	17.9	23.0	23.2	29.1
	Relative contribution (% whole economy)	1.7	1.7	1.7	0.9	1.3	1.6	1.6	1.6
	Other final impacts (indirect & induced)	21.1	21.7	23.1	11.6	18.4	23.6	23.8	29.9
6.	Domestic supply chain								
7.	Capital investment	22.2	21.9	24.3	16.5	19.4	20.7	21.6	33.0
8.	Government collective spending	3.0	3.3	3.6	2.7	3.5	3.9	3.9	4.9
9.	Imported goods from indirect spending	-7.7	-7.7	-8.4	-5.1	-6.8	-7.8	-7.7	-9.6
10.	Induced	14.2	14.5	15.6	8.5	12.2	15.0	15.5	20.9
11.	Total contribution of Travel & Tourism to GDP (= 5 + 6 + 7 + 8 + 9 + 10)	73.4	75.0	80.7	45.5	64.5	78.3	80.3	108.1
	Relative contribution (% whole economy)	6.0	5.8	6.0	3.5	4.7	5.5	5.5	6.0
	Employment impacts ('000)								
12.	Direct contribution of Travel & Tourism to employment	129.3	131.0	138.7	117.0	133.4	143.4	143.4	159.2
	Relative contribution (% whole economy)	1.5	1.6	1.6	1.4	1.6	1.7	1.7	2.0
13.	Total contribution of Travel & Tourism to employment	526.1	529.5	568.5	457.9	518.1	559.7	578.1	642.9
	Relative contribution (% whole economy)	6.3	6.3	6.7	5.5	6.1	6.6	6.9	8.3
	Other indicators								
14.	Expenditure on outbound travel	28.8	32.5	38.4	18.4	29.0	43.6	43.8	46.8

E - Estimate, F - Forecast

THE ECONOMIC CONTRIBUTION OF TRAVEL & TOURISM: NOMINAL PRICES

Romania (RONbn, nominal prices)	2017	2018	2019	2020	2021	2022	2023E	2033F
1. Visitor exports	14.3	15.2	17.9	6.8	14.6	23.2	24.8	41.3
2. Domestic expenditure (includes government individual spending)	16.6	18.6	20.4	12.9	18.7	26.5	28.4	51.5
3. Internal tourism consumption (= 1 + 2)	31.0	33.8	38.4	19.7	33.3	49.7	53.1	92.8
4. Purchases by tourism providers, including imported goods (supply chain)	-16.6	-18.2	-20.6	-10.6	-17.9	-26.7	-28.5	-49.4
5. Direct contribution of Travel & Tourism to GDP (= 3 + 4)	14.3	15.7	17.8	9.2	15.4	23.0	24.6	43.4
Other final impacts (indirect & induced)	14.7	16.1	18.2	9.4	15.8	23.6	25.3	44.5
6. Domestic supply chain								
7. Capital investment	15.4	16.2	19.2	13.4	16.7	20.7	22.9	49.1
8. Government collective spending	2.1	2.5	2.9	2.2	3.0	3.9	4.2	7.2
9. Imported goods from indirect spending	-5.3	-5.7	-6.6	-4.1	-5.9	-7.8	-8.1	-14.4
10. Induced	9.9	10.7	12.3	6.9	10.5	15.0	16.5	31.2
11. Total contribution of Travel & Tourism to GDP (= 5 + 6 + 7 + 8 + 9 + 10)	51.1	55.4	63.8	37.0	55.5	78.3	85.4	161.0
Employment impacts ('000)								
12. Direct contribution of Travel & Tourism to employment	129.3	131.0	138.7	117.0	133.4	143.4	143.4	159.2
13. Total contribution of Travel & Tourism to employment	526.1	529.5	568.5	457.9	518.1	559.7	578.1	642.9
Other indicators								
14. Expenditure on outbound travel	20.0	24.0	30.4	15.0	24.9	43.6	46.6	69.7

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)

Romania (USDbn, real 2022 prices)	2017	2018	2019	2020	2021	2022	2023E	2033F
1. Visitor exports	4.4	4.4	4.8	1.8	3.6	5.0	5.0	5.9
2. Domestic expenditure (includes government individual spending)	5.1	5.4	5.5	3.4	4.6	5.6	5.7	7.4
3. Internal tourism consumption (= 1 + 2)	9.5	9.8	10.4	5.2	8.2	10.6	10.7	13.3
4. Purchases by tourism providers, including imported goods (supply chain)	-5.1	-5.2	-5.6	-2.8	-4.4	-5.7	-5.7	-7.1
5. Direct contribution of Travel & Tourism to GDP (= 3 + 4)	4.4	4.5	4.8	2.4	3.8	4.9	4.9	6.2
Relative contribution (% whole economy)	1.7	1.7	1.7	0.9	1.3	1.6	1.6	1.6
Other final impacts (indirect & induced)	4.5	4.6	4.9	2.5	3.9	5.0	5.1	6.4
6 Domestic supply chain								
7. Capital investment	4.7	4.7	5.2	3.5	4.1	4.4	4.6	7.0
8. Government collective spending	0.64	0.71	0.77	0.59	0.75	0.83	0.83	1.0
9. Imported goods from indirect spending	-1.6	-1.6	-1.8	-1.1	-1.5	-1.7	-1.6	-2.1
10. Induced	3.0	3.1	3.3	1.8	2.6	3.2	3.3	4.5
11. Total contribution of Travel & Tourism to GDP (= 5 + 6 + 7 + 8 + 9 + 10)	15.6	16.0	17.2	9.7	13.8	16.7	17.1	23.1
Relative contribution (% whole economy)	6.0	5.8	6.0	3.5	4.7	5.5	5.5	6.0
Employment impacts ('000)								
12. Direct contribution of Travel & Tourism to employment	129.3	131.0	138.7	117.0	133.4	143.4	143.4	159.2
Relative contribution (% whole economy)	1.5	1.6	1.6	1.4	1.6	1.7	1.7	2.0
13. Total contribution of Travel & Tourism to employment	526.1	529.5	568.5	457.9	518.1	559.7	578.1	642.9
Relative contribution (% whole economy)	6.3	6.3	6.7	5.5	6.1	6.6	6.9	8.3
Other indicators								
14. Expenditure on outbound travel	6.1	6.9	8.2	3.9	6.2	9.3	9.3	10.0

E - Estimate, F - Forecast

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

Romania (USDbn, nominal prices)	2017	2018	2019	2020	2021	2022	2023E	2033F
1. Visitor exports	3.5	3.9	4.2	1.6	3.5	5.0	5.2	10.8
2. Domestic expenditure (includes government individual spending)	4.1	4.7	4.8	3.0	4.5	5.6	6.0	13.4
3. Internal tourism consumption (= 1 + 2)	7.6	8.6	9.1	4.7	8.0	10.6	11.2	24.2
4. Purchases by tourism providers, including imported goods (supply chain)	-4.1	-4.6	-4.9	-2.5	-4.3	-5.7	-6.0	-12.9
5. Direct contribution of Travel & Tourism to GDP (= 3 + 4)	3.5	4.0	4.2	2.2	3.7	4.9	5.2	11.3
Other final impacts (indirect & induced)	3.6	4.1	4.3	2.2	3.8	5.0	5.3	11.6
6. Domestic supply chain								
7. Capital investment	3.8	4.1	4.5	3.2	4.0	4.4	4.8	12.8
8. Government collective spending	0.51	0.63	0.67	0.53	0.73	0.83	0.88	1.9
9. Imported goods from indirect spending	-1.3	-1.4	-1.6	-0.97	-1.4	-1.7	-1.7	-3.7
10. Induced	2.4	2.7	2.9	1.6	2.5	3.2	3.5	8.1
11. Total contribution of Travel & Tourism to GDP (= 5 + 6 + 7 + 8 + 9 + 10)	12.6	14.1	15.0	8.7	13.3	16.7	18.1	41.9
Employment impacts ('000)								
12. Direct contribution of Travel & Tourism to employment	129.3	131.0	138.7	117.0	133.4	143.4	143.4	159.2
13. Total contribution of Travel & Tourism to employment	526.1	529.5	568.5	457.9	518.1	559.7	578.1	642.9
Other indicators								
14. Expenditure on outbound travel	4.9	6.1	7.2	3.5	6.0	9.3	9.9	18.2

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

Romania Growth ¹ (%)	2017	2018	2019	2020	2021	2022	2023E	2033F ²
1. Visitor exports	37.1	0.1	10.1	-62.9	101.3	37.0	0.2	1.8
2. Domestic expenditure (includes government individual spending)	5.4	5.3	3.1	-38.7	36.7	22.0	0.7	2.6
3. Internal tourism consumption (= 1 + 2)	18.0	2.9	6.2	-50.0	59.1	28.6	0.5	2.2
4. Purchases by tourism providers, including imported goods (supply chain)	18.1	2.9	6.2	-50.1	59.6	28.6	0.2	2.2
5. Direct contribution of Travel & Tourism to GDP (= 3 + 4)	18.0	2.9	6.2	-49.9	58.6	28.5	0.8	2.3
Other final impacts (indirect & induced)	18.0	2.9	6.2	-49.9	58.6	28.5	0.8	2.3
6. Domestic supply chain								
7. Capital investment	3.1	-0.9	10.9	-32.2	17.2	6.9	4.1	4.3
8. Government collective spending	11.8	12.1	8.1	-24.1	28.5	10.2	0.3	2.2
9. Imported goods from indirect spending	7.9	0.6	9.1	-39.8	34.7	14.8	-2.3	2.3
10. Induced	12.9	2.2	7.7	-45.7	43.4	22.9	3.8	3.0
11. Total contribution of Travel & Tourism to GDP (= 5 + 6 + 7 + 8 + 9 + 10)	12.9	2.2	7.7	-43.6	41.6	21.4	2.5	3.0
Employment impacts ('000)								
12. Direct contribution of Travel & Tourism to employment	12.7	1.3	5.9	-15.7	14.0	7.5	0.0	1.0
13. Total contribution of Travel & Tourism to employment	7.6	0.6	7.4	-19.5	13.2	8.0	3.3	1.1
Other indicators								
14. Expenditure on outbound travel	62.8	13.0	18.2	-52.1	57.2	50.4	0.5	0.7

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.

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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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