



WORLD  
TRAVEL &  
TOURISM  
COUNCIL



TRAVEL & TOURISM  
**ECONOMIC  
IMPACT 2023**

**BOSNIA-HERZEGOVINA**

# 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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# BOSNIA-HERZEGOVINA

## 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>

### Bosnia-Herzegovina Key Data

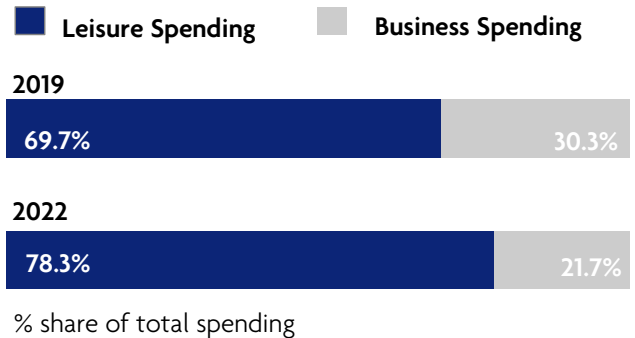
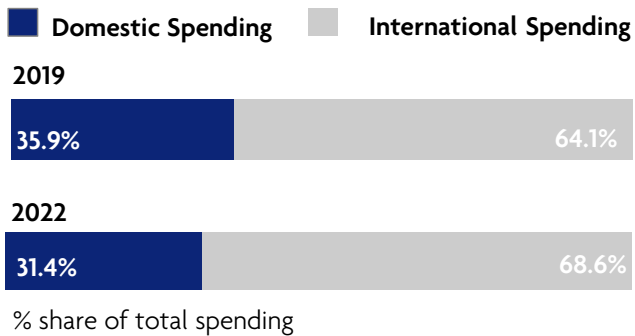
<b>2019</b>	<b>9.7%</b> (of Total Economy) BAM 4,236.8MN (USD 2,279.2MN)	Change in 2020: <b>-58.5%</b>	<b>87.9 (000s)</b> =10.7% (Share of Total Jobs)	Change in 2020: <b>-16.7%</b>
<b>2022</b>	<b>7.4%</b> BAM 3,477.1MN (USD 1,870.6MN)	Annual Change: <b>+19.6%</b> (-17.9% vs 2019) Economy Change: +2.3%	<b>83.9 (000s)</b> =10.0%	Annual Change: <b>+1.1%</b> (-4.5% vs 2019)
<b>2023</b> (F)	<b>7.7%</b> BAM 3,645.7MN (USD 1,961.3MN)	Annual Change: <b>+4.8%</b> (-14.0% vs 2019)	<b>86.1 (000s)</b> =10.1%	Annual Change: <b>+2.6%</b> (-2.0% vs 2019)
<b>2033</b> (F)	<b>10.9%</b> BAM 6,595.9MN (USD 3,548.4MN)	CAGR (2023 - 2033): <b>+6.1%</b> Economy CAGR (2023 - 2033): <b>+2.5%</b>	<b>113.9 (000s)</b> =13.2%	New Jobs (2033 vs 2023): <b>27.8 (000s)</b>

# BOSNIA-HERZEGOVINA

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

### Bosnia-Herzegovina Visitor Spending

2019	2022	2023 (F)	2033 (F)
<b>International Visitor Spending:</b>			
<b>BAM2,451.5MN</b> (USD 1,318.9MN) 14.3% of total exports	<b>BAM2,120.5MN</b> (USD 1,140.8MN) Annual Change: <b>17.5%</b> (-13.5% vs 2019)	Annual Change: <b>0.1%</b> (-13.4% vs 2019)	<b>BAM3,719.3MN</b> (USD 2,000.9MN) 13.1% of total exports CAGR (2023 - 2033): <b>5.8%</b>
<b>Domestic Visitor Spending:</b>			
<b>BAM1,375.1MN</b> (USD 739.8MN)	<b>BAM970.6MN</b> (USD 522.2MN) Annual Change: <b>41.9%</b> (-29.4% vs 2019)	Annual Change: <b>19.9%</b> (-15.3% vs 2019)	<b>BAM2,010.0MN</b> (USD 1,081.3MN) CAGR (2023 - 2033): <b>5.6%</b>



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

2019	2022
1. Croatia 12%	1. Serbia 16%
2. China 9%	2. Croatia 14%
3. Serbia 9%	3. Türkiye 7%
4. Türkiye 6%	4. Slovenia 7%
5. Slovenia 6%	5. Germany 5%
<b>Rest of world 60%</b>	<b>Rest of world 51%</b>

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

2019	2022
1. Croatia 27%	1. Croatia 24%
2. Italy 25%	2. Montenegro 24%
3. Montenegro 14%	3. Italy 17%
4. Türkiye 9%	4. Türkiye 13%
5. Serbia 8%	5. Serbia 9%
<b>Rest of world 17%</b>	<b>Rest of world 14%</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.

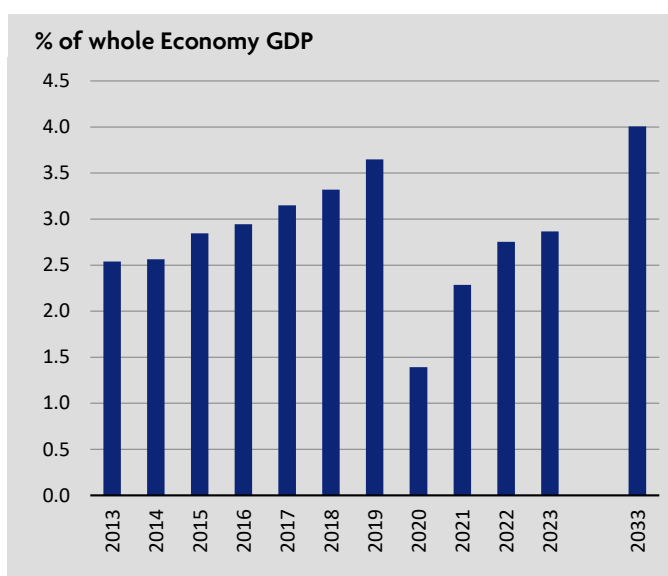
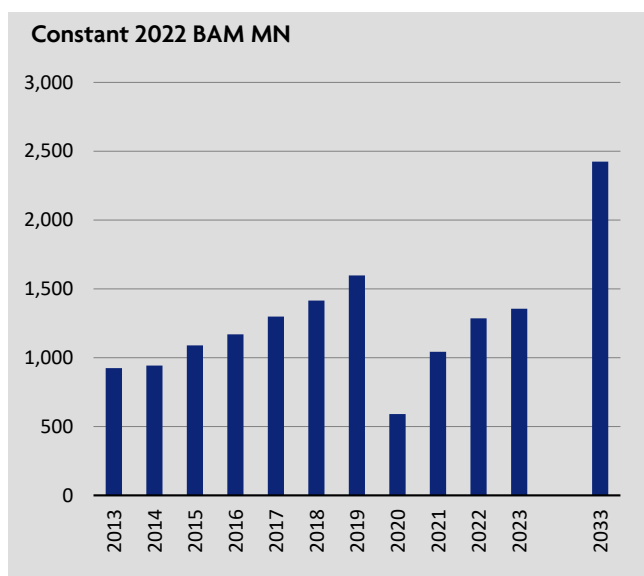
PLEASE NOTE THAT DUE TO CHANGES IN METHODOLOGY BETWEEN 2010 AND 2011, IT IS NOT POSSIBLE TO COMPARE FIGURES PUBLISHED BY WTTC FROM 2011 ONWARDS WITH THE SERIES PUBLISHED IN PREVIOUS YEARS.

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

The direct contribution of Travel & Tourism to GDP in 2022 was BAM1,285.5mn (2.8% of GDP). This primarily reflects the economic activity generated by industries such as hotels, travel agents, airlines and other passenger transportation services (excluding commuter services). But it also includes, for example, the activities of the restaurant and leisure industries directly supported by tourists.

The direct contribution of Travel & Tourism to GDP is expected to grow by 6.0% pa to BAM2,424.5mn (4.0% of GDP) from 2023 to 2033.

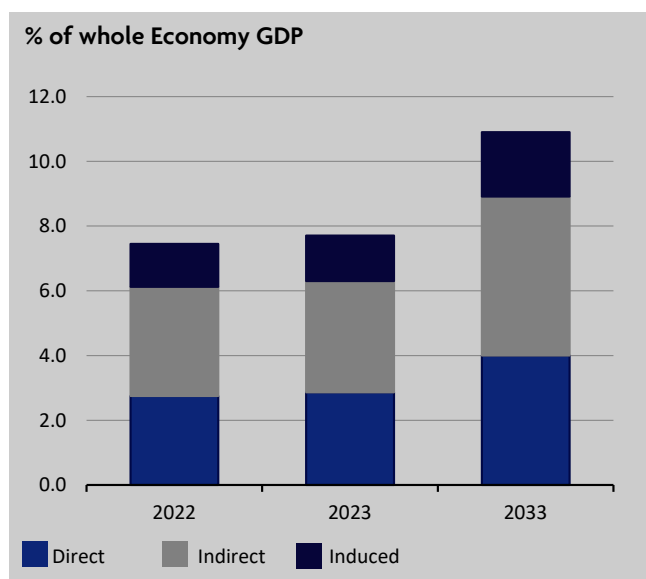
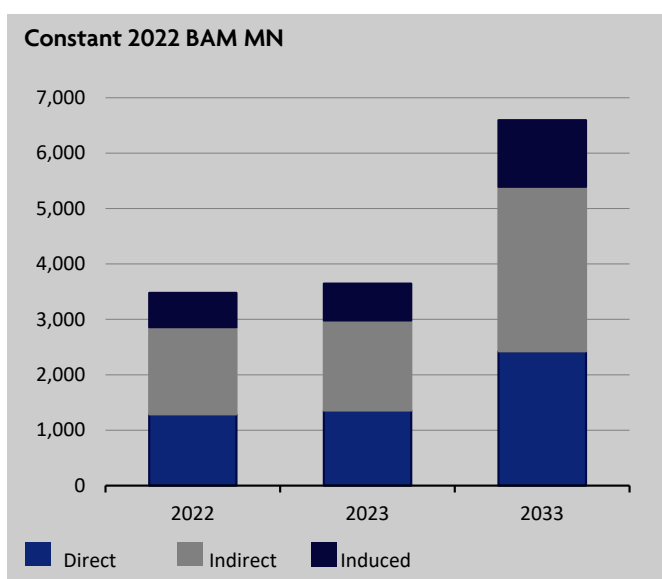
## Bosnia-Herzegovina: Direct Contribution of Travel & Tourism to GDP



The total contribution of Travel & Tourism to GDP (including wider effects from investment, the supply chain and induced income impacts, see page 3) was BAM3,477.1mn in 2022 (7.4% of GDP).

It is forecast to rise by 6.1% pa to BAM6,595.9mn from 2023 to 2033 (10.9% of GDP).

## Bosnia-Herzegovina: Total Contribution of Travel & Tourism to GDP



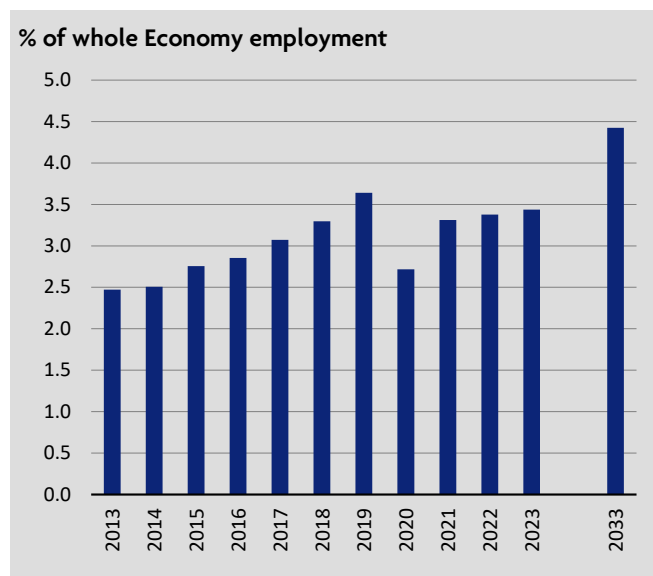
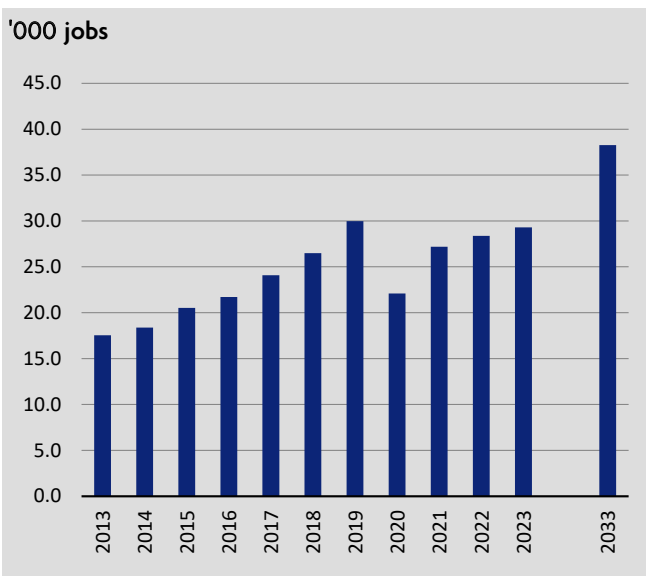
<sup>1</sup>All values are in constant 2022 prices & exchange rates

# TRAVEL & TOURISM'S CONTRIBUTION TO EMPLOYMENT

Travel & Tourism generated 28,366 jobs directly in 2022 (3.4% 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 38,272 jobs directly (4.4% of total employment), an increase of 2.7% pa from 2023.

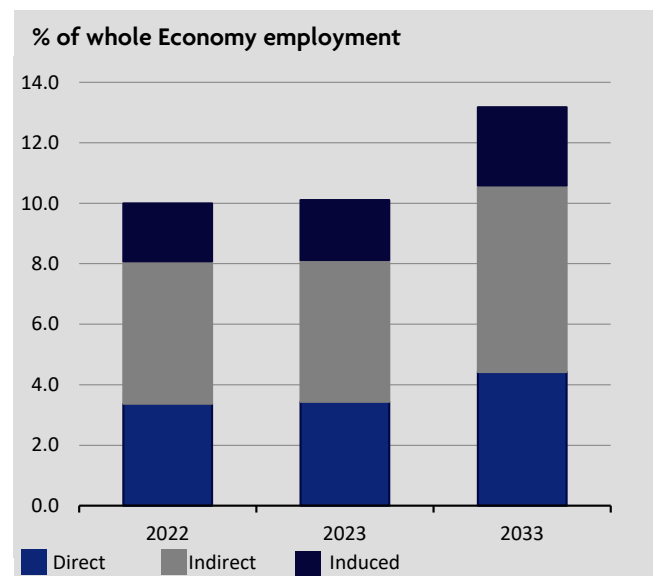
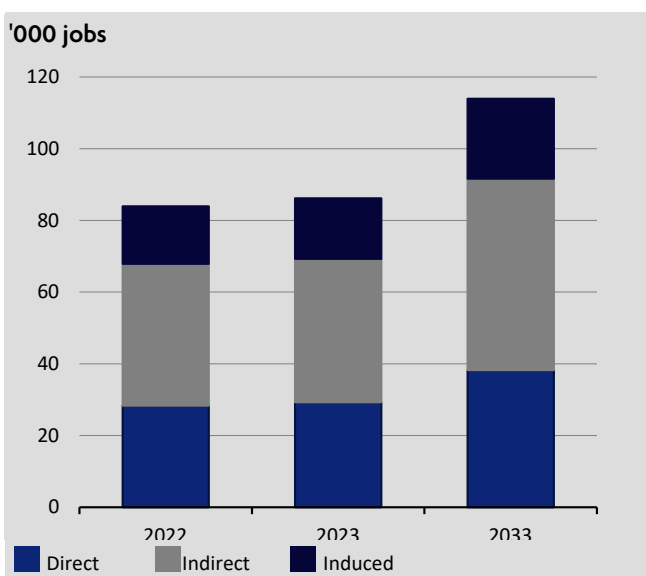
## Bosnia-Herzegovina: Direct Contribution of Travel & Tourism to Employment



The total contribution of Travel & Tourism to employment (including wider effects from investment, the supply chain and induced income impacts, see page 3) was 83,917 jobs in 2022 (10.0% of total employment).

By 2033, Travel & Tourism is forecast to support 113,922 jobs (13.2% of total employment), an increase of 2.8% pa since 2023.

## Bosnia-Herzegovina: Total Contribution of Travel & Tourism to Employment



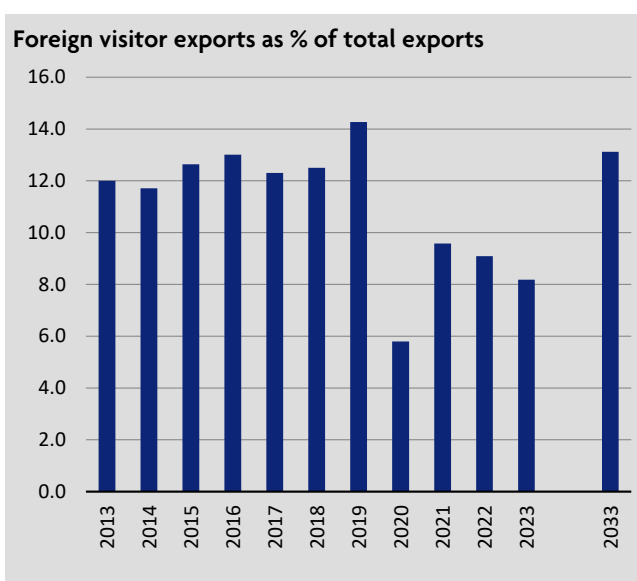
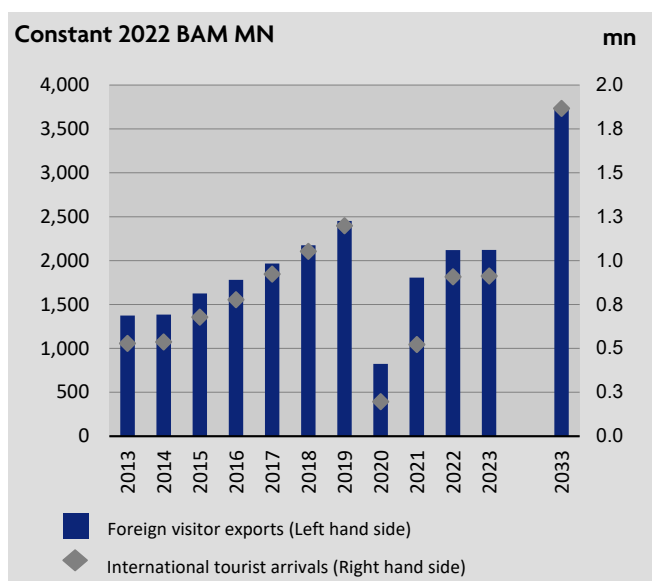
# VISITOR EXPORTS AND INVESTMENT<sup>1</sup>

## VISITOR EXPORTS

Visitor exports are a key component of the direct contribution of Travel & Tourism. In 2022, Bosnia-Herzegovina generated BAM2,120.5mn in visitor exports.

By 2033, international tourist arrivals are forecast to total 1,867,000, generating expenditure of BAM3,719.3mn, an increase of 5.8% pa since 2023.

### Bosnia-Herzegovina: Visitor Exports and International Tourist Arrivals

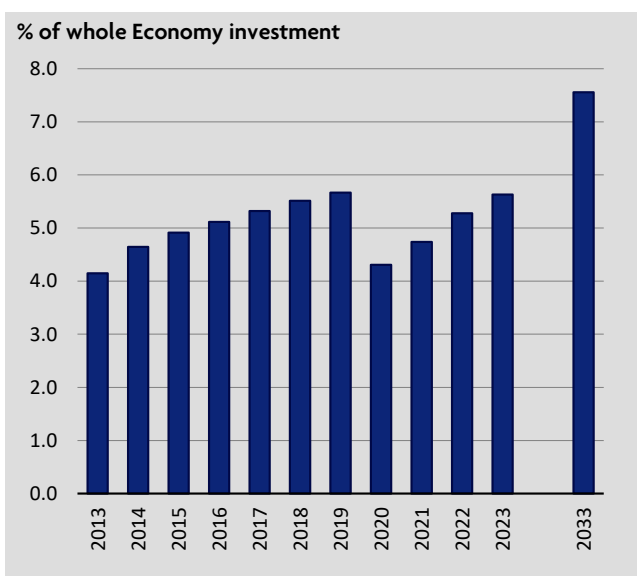
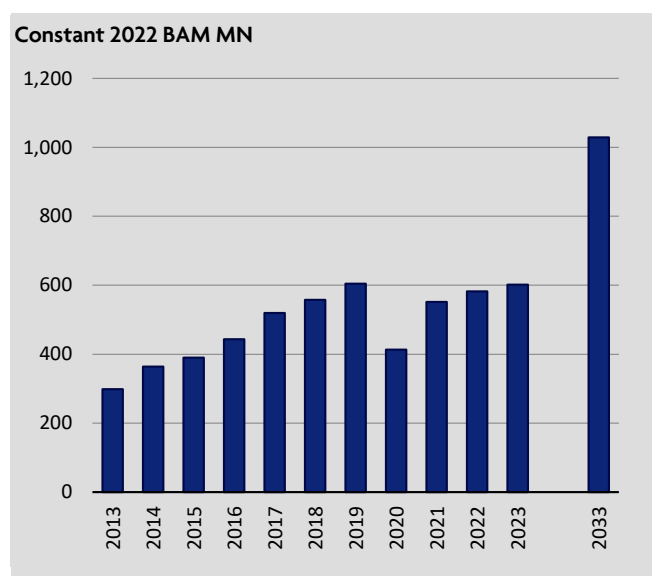


## INVESTMENT

Travel & Tourism is expected to have attracted capital investment of BAM582.0mn in 2022.

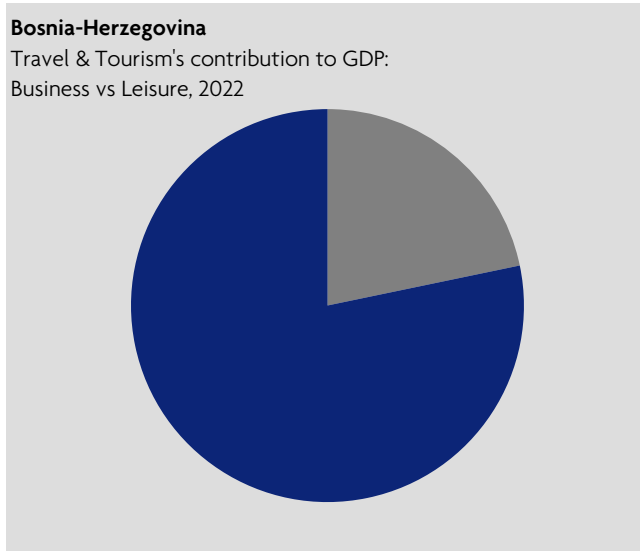
Travel & Tourism's share of total national investment is expected to be 7.6% in 2033.

### Bosnia-Herzegovina: Capital Investment in Travel & Tourism



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

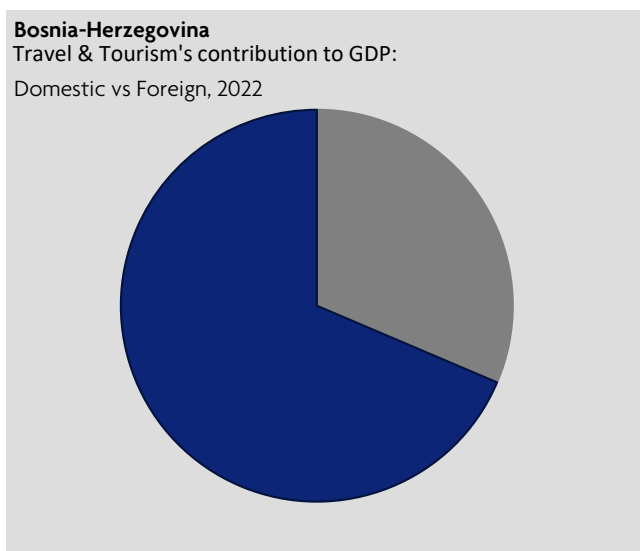
# DIFFERENT COMPONENTS OF TRAVEL & TOURISM<sup>1</sup>



Leisure travel spending (inbound and domestic) generated 78.3% of total internal spending in 2022 (BAM2,419.6mn) compared with 21.7% for business travel spending (BAM671.6mn).

Leisure travel spending is expected to rise by 5.5% pa to BAM4,165.5mn from 2023 to 2033.

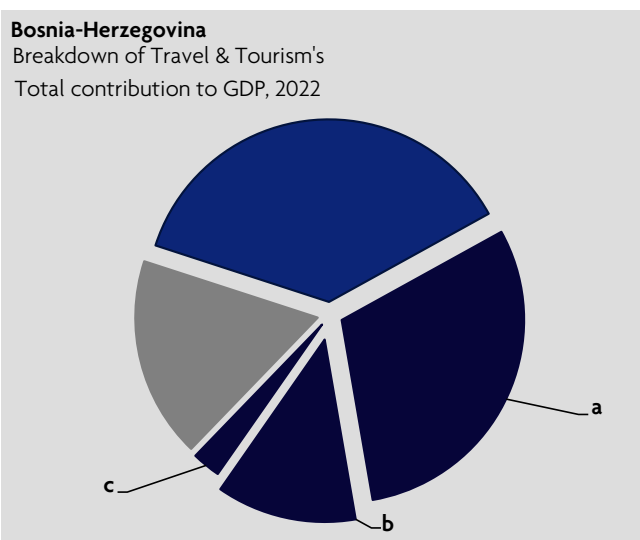
Business travel spending is expected to rise by 6.4% pa to BAM1,563.8mn from 2023 to 2033.



Domestic travel spending generated 31.4% (BAM970.6mn) of total internal spending in 2022 compared with 68.6% (BAM2,120.5mn) for visitor exports (ie foreign visitor spending or international tourism receipts).

Domestic travel spending is expected to rise by 5.6% pa to BAM2,010.0mn from 2023 to 2033.

Visitor exports are expected to rise by 5.8% pa to BAM3,719.3mn from 2023 to 2033.



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

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

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

# COUNTRY RANKINGS: ABSOLUTE CONTRIBUTION, 2022

Travel & Tourism's Direct Contribution to GDP		2022 (US\$bn)
7	Italy	89.1
12	Türkiye	39.3
29	Greece	15.4
	<b>World Average</b>	<b>12.9</b>
	<b>Other Europe Average</b>	12.3
40	Croatia	8.6
55	Czech Republic	4.9
84	Albania	1.7
89	Bulgaria	1.5
90	Cyprus	1.5
118	Bosnia-Herzegovina	0.7
133	Montenegro	0.4

Travel & Tourism's Total Contribution to GDP		2022 (US\$bn)
8	Italy	202.7
15	Türkiye	102.5
28	Greece	39.4
	<b>World Average</b>	<b>36.9</b>
	<b>Other Europe Average</b>	34.9
45	Croatia	18.1
59	Czech Republic	11.6
76	Bulgaria	5.4
91	Albania	3.9
96	Cyprus	3.3
117	Bosnia-Herzegovina	1.9
126	Montenegro	1.4

Travel & Tourism's Direct Contribution to Employment		2022 '000 jobs
14	Italy	1,335.9
	<b>World Average</b>	<b>1,156.0</b>
20	Türkiye	995.6
46	Greece	298.7
52	Czech Republic	229.3
55	Croatia	216.7
96	Albania	97.7
99	Bulgaria	93.1
136	Bosnia-Herzegovina	28.4
140	Cyprus	26.1
	<b>Other Europe Average</b>	16.3
155	Montenegro	14.5

Travel & Tourism's Total Contribution to Employment		2022 '000 jobs
15	Türkiye	3,046.6
17	Italy	2,712.3
	<b>World Average</b>	<b>1,422.7</b>
46	Greece	797.8
69	Croatia	428.6
71	Czech Republic	412.3
98	Bulgaria	270.0
102	Albania	246.7
135	Bosnia-Herzegovina	83.9
149	Cyprus	54.1
152	Montenegro	50.0
	<b>Other Europe Average</b>	45.0

Travel & Tourism Investment		2022 (US\$bn)
18	Italy	8.7
19	Türkiye	8.4
	<b>World Average</b>	<b>4.6</b>
38	Greece	3.2
	<b>Other Europe Average</b>	2.4
51	Czech Republic	1.8
59	Croatia	1.4
75	Bulgaria	0.6
85	Cyprus	0.4
99	Montenegro	0.3
101	Bosnia-Herzegovina	0.3
108	Albania	0.3

Visitor Exports		2022 (US\$bn)
4	Türkiye	56.5
5	Italy	44.1
15	Greece	19.9
22	Croatia	14.6
	<b>Other Europe Average</b>	8.5
	<b>World Average</b>	<b>6.0</b>
58	Bulgaria	3.5
63	Albania	3.1
69	Czech Republic	2.8
71	Cyprus	2.7
96	Bosnia-Herzegovina	1.1
105	Montenegro	1.0

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
24	Montenegro	7.7
27	Greece	7.2
36	Cyprus	5.5
53	Italy	4.5
54	Türkiye	4.4
81	Bosnia-Herzegovina	2.8
	<b>Other Europe</b>	2.6
	World	2.3
130	Bulgaria	1.8
140	Czech Republic	1.7

Travel & Tourism's Total Contribution to GDP		2022 % share
17	Croatia	25.8
18	Montenegro	24.5
20	Albania	21.6
26	Greece	18.5
44	Cyprus	12.2
48	Türkiye	11.5
53	Italy	10.2
	World	7.6
	<b>Other Europe</b>	7.5
82	Bosnia-Herzegovina	7.4
98	Bulgaria	6.5
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
38	Montenegro	6.6
44	Cyprus	6.1
47	Italy	5.8
65	Czech Republic	4.6
94	Bosnia-Herzegovina	3.4
	World	3.3
98	Türkiye	3.3
110	Bulgaria	2.7
	<b>Other Europe</b>	2.7

Travel & Tourism's Total Contribution to Employment		2022 % share
23	Croatia	24.7
26	Montenegro	22.7
28	Albania	21.2
30	Greece	19.3
56	Cyprus	12.6
60	Italy	11.7
81	Bosnia-Herzegovina	10.0
82	Türkiye	10.0
	World	9.0
100	Czech Republic	8.2
105	Bulgaria	7.8
	<b>Other Europe</b>	7.3

Travel & Tourism Contribution to Total Capital Investment		2022 % share
7	Montenegro	27.3
24	Greece	11.5
32	Croatia	9.6
40	Cyprus	8.0
52	Albania	6.3
66	Bosnia-Herzegovina	5.3
68	Bulgaria	4.9
102	Türkiye	3.4
	World	3.2
	<b>Other Europe</b>	2.5
140	Czech Republic	2.2
145	Italy	2.1

Visitor Exports Contribution to Exports		2022 % share
11	Albania	54.2
24	Montenegro	38.5
29	Croatia	35.5
47	Greece	18.5
53	Türkiye	16.6
65	Cyprus	11.4
70	Bosnia-Herzegovina	9.1
88	Italy	6.0
89	Bulgaria	5.9
	<b>Other Europe</b>	5.0
	World	3.6
157	Czech Republic	1.3

# COUNTRY RANKINGS: REAL GROWTH, 2022

Travel & Tourism's Direct Contribution to GDP		2022 % growth
62	Türkiye	55.4
83	Cyprus	45.3
	<b>Other Europe</b>	42.7
93	Greece	41.5
102	Croatia	38.1
108	Italy	34.0
112	Albania	32.6
115	Czech Republic	32.1
	World	30.1
129	Bulgaria	29.0
144	Bosnia-Herzegovina	23.3
151	Montenegro	19.4

Travel & Tourism's Direct Contribution to Employment		2022 % growth
19	Türkiye	29.8
57	Croatia	21.0
	<b>Other Europe</b>	16.4
101	Italy	13.7
	World	12.8
127	Albania	10.6
134	Bulgaria	10.0
150	Cyprus	7.8
158	Montenegro	7.1
177	Bosnia-Herzegovina	4.4
180	Czech Republic	3.9
181	Greece	1.3

Travel & Tourism Investment		2022 % growth
6	Cyprus	50.0
9	Montenegro	49.3
25	Italy	36.5
41	Greece	28.6
80	Albania	18.0
	World	11.1
122	Bulgaria	10.9
	<b>Other Europe</b>	9.2
144	Croatia	7.5
153	Bosnia-Herzegovina	5.6
170	Türkiye	1.9
177	Czech Republic	-2.1

Travel & Tourism's Total Contribution to GDP		2022 % growth
58	Türkiye	50.5
83	Cyprus	40.6
	<b>Other Europe</b>	39.4
90	Greece	38.2
103	Croatia	34.8
107	Albania	33.7
108	Italy	33.4
129	Czech Republic	25.4
131	Bulgaria	25.2
135	Montenegro	23.9
	World	22.0
149	Bosnia-Herzegovina	19.6

Travel & Tourism's Total Contribution to Employment		2022 % growth
13	Türkiye	30.5
40	Croatia	18.2
69	Italy	13.1
90	Albania	11.5
96	Montenegro	11.3
132	Cyprus	7.9
	World	7.9
	<b>Other Europe</b>	7.4
145	Bulgaria	7.1
153	Czech Republic	5.7
175	Bosnia-Herzegovina	1.1
176	Greece	0.6

Visitor Exports		2022 % growth
71	Italy	99.3
	<b>Other Europe</b>	85.7
	World	81.9
99	Türkiye	64.8
114	Greece	56.1
118	Czech Republic	52.1
122	Cyprus	50.1
131	Croatia	40.9
148	Bulgaria	31.0
149	Albania	30.6
158	Montenegro	21.6
162	Bosnia-Herzegovina	17.5

# COUNTRY RANKINGS: LONG TERM GROWTH, 2023 - 2033

Travel & Tourism's Direct Contribution to GDP		2023 - 2033 % growth
51	Czech Republic	6.0
54	Bosnia-Herzegovina	6.0
70	Bulgaria	5.4
87	Cyprus	4.9
	World	4.9
117	Montenegro	4.1
130	Albania	3.6
137	Greece	3.5
158	Croatia	3.0
	<b>Other Europe</b>	2.9
176	Türkiye	2.2
181	Italy	1.8

Travel & Tourism's Direct Contribution to Employment		2023 - 2033 % growth
68	Cyprus	3.5
	World	3.4
100	Bosnia-Herzegovina	2.7
105	Montenegro	2.6
115	Bulgaria	2.5
	<b>Other Europe</b>	2.2
146	Greece	1.8
150	Italy	1.8
154	Albania	1.7
160	Croatia	1.6
171	Czech Republic	1.3
179	Türkiye	0.9

Travel & Tourism Investment		2023 - 2033 % growth
57	Greece	6.9
61	Bulgaria	6.7
	World	6.1
106	Bosnia-Herzegovina	5.5
110	Montenegro	5.5
113	Türkiye	5.4
131	Cyprus	4.9
	<b>Other Europe</b>	4.6
140	Albania	4.5
144	Czech Republic	4.3
156	Croatia	3.9
169	Italy	3.2

Travel & Tourism's Total Contribution to GDP		2023 - 2033 % growth
54	Bosnia-Herzegovina	6.1
60	Czech Republic	5.9
72	Bulgaria	5.3
	World	5.1
90	Cyprus	4.9
108	Montenegro	4.5
133	Greece	3.9
136	Albania	3.7
154	Croatia	3.2
	<b>Other Europe</b>	3.0
175	Türkiye	2.3
184	Italy	1.9

Travel & Tourism's Total Contribution to Employment		2023 - 2033 % growth
53	Cyprus	3.8
93	Montenegro	3.0
	World	3.0
104	Bosnia-Herzegovina	2.8
122	Bulgaria	2.4
	<b>Other Europe</b>	2.3
129	Greece	2.2
146	Croatia	1.8
151	Italy	1.8
153	Albania	1.8
174	Czech Republic	1.3
179	Türkiye	1.0

Visitor Exports		2023 - 2033 % growth
44	Czech Republic	8.8
	World	6.5
97	Bosnia-Herzegovina	5.8
99	Bulgaria	5.7
129	Cyprus	4.7
135	Montenegro	4.3
139	Greece	4.1
	<b>Other Europe</b>	3.7
149	Italy	3.5
150	Albania	3.5
168	Croatia	2.7
184	Türkiye	0.9

# SUMMARY TABLES: ESTIMATES & FORECASTS

Bosnia-Herzegovina	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	691.5	2.8	5.5	1,304.3	4.0	6.0
Total contribution to GDP	1870.6	7.4	4.8	3,548.4	10.9	6.1
Direct contribution to employment <sup>4</sup>	28.4	3.4	3.3	38.3	4.4	2.7
Total contribution to employment <sup>4</sup>	83.9	10.0	2.6	113.9	13.2	2.8
Visitor exports	1,140.8	9.1	0.1	2,000.9	13.1	5.8
Domestic spending	522.2	2.1	19.9	1,081.3	3.3	5.6
Leisure spending	1,301.6	2.1	1.2	2,240.9	2.9	5.5
Business spending	361.3	0.6	24.7	841.3	1.1	6.4
Capital investment	313.1	5.3	3.3	553.3	7.6	5.5

<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

Other Europe	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	208.3	2.6	5.3	293.4	3.3	2.9
Total contribution to GDP	592.8	7.5	6.9	850.9	9.4	3.0
Direct contribution to employment <sup>4</sup>	4,716.3	2.7	5.4	6,150.1	3.4	2.2
Total contribution to employment <sup>4</sup>	12,997.1	7.3	6.6	17,392.0	9.6	2.3
Visitor exports	145.3	5.0	8.0	226.1	7.7	3.7
Domestic spending	333.5	4.2	3.6	442.2	4.8	2.5
Leisure spending	380.8	2.1	4.2	516.5	2.5	2.7
Business spending	97.9	0.5	8.1	151.8	0.7	3.7
Capital investment	40.5	2.5	16.9	74.3	4.3	4.6

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

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

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

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

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

<b>Bosnia-Herzegovina</b> (BAMmn, real 2022 prices)	<b>2017</b>	<b>2018</b>	<b>2019</b>	<b>2020</b>	<b>2021</b>	<b>2022</b>	<b>2023E</b>	<b>2033F</b>
1. Visitor exports	1,966.0	2,174.2	2,451.5	823.2	1,805.3	2,120.5	2,122.6	3,719.3
2. Domestic expenditure (includes government individual spending)	1,136.0	1,222.4	1,375.1	576.0	683.8	970.6	1,164.2	2,010.0
3. Internal tourism consumption (= 1 + 2)	3,102.0	3,396.6	3,826.6	1,399.3	2,489.1	3,091.2	3,286.8	5,729.3
4. Purchases by tourism providers, including imported goods (supply chain)	-1,802.8	-1,981.8	-2,228.4	-809.0	-1,446.4	-1,805.7	-1,930.5	-3,304.8
<b>5. Direct contribution of Travel &amp; Tourism to GDP</b> (= 3 + 4)	1,299.2	1,414.8	1,598.2	590.3	1,042.7	1,285.5	1,356.4	2,424.5
Relative contribution (% whole economy)	3.2	3.3	3.6	1.4	2.3	2.8	2.9	4.0
<b>Other final impacts (indirect &amp; induced)</b>	1,388.3	1,527.0	1,713.6	630.5	1,111.9	1,369.8	1,444.3	2,577.6
6 Domestic supply chain								
7. Capital investment	519.4	557.5	604.2	413.5	551.3	582.0	601.2	1,028.4
8. Government collective spending	76.0	77.7	79.5	59.7	83.3	94.1	98.7	146.3
9. Imported goods from indirect spending	-439.4	-476.6	-531.5	-232.4	-385.2	-472.6	-519.8	-783.9
10. Induced	634.3	691.6	772.7	296.4	503.8	618.4	664.9	1,203.0
<b>11. Total contribution of Travel &amp; Tourism to GDP</b> (= 5 + 6 + 7 + 8 + 9 + 10)	3,477.8	3,792.0	4,236.8	1,758.0	2,907.8	3,477.1	3,645.7	6,595.9
Relative contribution (% whole economy)	8.4	8.9	9.7	4.1	6.4	7.4	7.7	10.9
<b>Employment impacts ('000)</b>								
12. Direct contribution of Travel & Tourism to employment	24.1	26.5	30.0	22.1	27.2	28.4	29.3	38.3
Relative contribution (% whole economy)	3.1	3.3	3.6	2.7	3.3	3.4	3.4	4.4
<b>13. Total contribution of Travel &amp; Tourism to employment</b>	70.9	77.9	87.9	73.2	83.0	83.9	86.1	113.9
Relative contribution (% whole economy)	9.1	9.7	10.7	9.0	10.1	10.0	10.1	13.2
<b>Other indicators</b>								
14. Expenditure on outbound travel	606.6	627.6	679.8	285.8	459.3	624.0	674.0	1,038.5

E - Estimate, F - Forecast

# THE ECONOMIC CONTRIBUTION OF TRAVEL & TOURISM: NOMINAL PRICES

<b>Bosnia-Herzegovina</b> (BAMmn, nominal prices)	<b>2017</b>	<b>2018</b>	<b>2019</b>	<b>2020</b>	<b>2021</b>	<b>2022</b>	<b>2023E</b>	<b>2033F</b>
1. Visitor exports	1,577.7	1,781.3	2,044.5	688.0	1,579.4	2,120.5	2,303.1	4,778.0
2. Domestic expenditure (includes government individual spending)	911.6	1,001.5	1,146.8	481.4	598.2	970.6	1,263.3	2,582.2
3. Internal tourism consumption (= 1 + 2)	2,489.2	2,782.8	3,191.2	1,169.4	2,177.6	3,091.2	3,566.4	7,360.1
4. Purchases by tourism providers, including imported goods (supply chain)	-1,446.7	-1,623.7	-1,858.4	-676.1	-1,265.4	-1,805.7	-2,094.6	-4,245.5
<b>5. Direct contribution of Travel &amp; Tourism to GDP</b> (= 3 + 4)	1,042.5	1,159.1	1,332.8	493.3	912.2	1,285.5	1,471.7	3,114.7
<b>Other final impacts (indirect &amp; induced)</b>	1,114.1	1,251.1	1,429.0	526.9	972.7	1,369.8	1,567.2	3,311.3
6. Domestic supply chain								
7. Capital investment	416.8	456.8	503.8	345.6	482.3	582.0	652.4	1,321.1
8. Government collective spending	61.0	63.7	66.3	49.9	72.8	94.1	107.1	187.9
9. Imported goods from indirect spending	-352.6	-390.4	-443.2	-194.2	-337.0	-472.6	-564.0	-1,007.0
10. Induced	509.0	566.6	644.4	247.7	440.7	618.4	721.5	1,545.4
<b>11. Total contribution of Travel &amp; Tourism to GDP</b> (= 5 + 6 + 7 + 8 + 9 + 10)	2,790.8	3,106.8	3,533.2	1,469.2	2,543.8	3,477.1	3,955.8	8,473.4
<b>Employment impacts ('000)</b>								
12. Direct contribution of Travel & Tourism to employment	24.1	26.5	30.0	22.1	27.2	28.4	29.3	38.3
<b>13. Total contribution of Travel &amp; Tourism to employment</b>	70.9	77.9	87.9	73.2	83.0	83.9	86.1	113.9
<b>Other indicators</b>								
<b>14</b> Expenditure on outbound travel	486.8	514.2	566.9	238.8	401.8	624.0	731.3	1,334.1

**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)

<b>Bosnia-Herzegovina</b> (USDmn, real 2022 prices)	<b>2017</b>	<b>2018</b>	<b>2019</b>	<b>2020</b>	<b>2021</b>	<b>2022</b>	<b>2023E</b>	<b>2033F</b>
1. Visitor exports	1,057.7	1,169.6	1,318.9	442.9	971.2	1,140.8	1,141.9	2,000.9
2. Domestic expenditure (includes government individual spending)	611.1	657.6	739.8	309.9	367.9	522.2	626.3	1,081.3
3. Internal tourism consumption (= 1 + 2)	1,668.8	1,827.3	2,058.6	752.8	1,339.1	1,662.9	1,768.2	3,082.2
4. Purchases by tourism providers, including imported goods (supply chain)	-969.9	-1,066.2	-1,198.8	-435.2	-778.1	-971.4	-1,038.5	-1,777.9
<b>5. Direct contribution of Travel &amp; Tourism to GDP</b> (= 3 + 4)	698.9	761.1	859.8	317.5	561.0	691.5	729.7	1,304.3
Relative contribution (% whole economy)	3.2	3.3	3.6	1.4	2.3	2.8	2.9	4.0
<b>Other final impacts (indirect &amp; induced)</b>	746.9	821.5	921.9	339.2	598.1	736.9	777.0	1,386.7
6 Domestic supply chain								
7. Capital investment	279.4	299.9	325.0	222.5	296.6	313.1	323.4	553.3
8. Government collective spending	40.9	41.8	42.8	32.1	44.8	50.6	53.1	78.7
9. Imported goods from indirect spending	-236.4	-256.4	-285.9	-125.0	-207.2	-254.2	-279.6	-421.7
10. Induced	341.2	372.1	415.7	159.5	271.0	332.7	357.7	647.2
<b>11. Total contribution of Travel &amp; Tourism to GDP</b> (= 5 + 6 + 7 + 8 + 9 + 10)	1,870.9	2,040.0	2,279.2	945.7	1,564.3	1,870.6	1,961.3	3,548.4
Relative contribution (% whole economy)	8.4	8.9	9.7	4.1	6.4	7.4	7.7	10.9
<b>Employment impacts ('000)</b>								
12. Direct contribution of Travel & Tourism to employment	24.1	26.5	30.0	22.1	27.2	28.4	29.3	38.3
Relative contribution (% whole economy)	3.1	3.3	3.6	2.7	3.3	3.4	3.4	4.4
<b>13. Total contribution of Travel &amp; Tourism to employment</b>	70.9	77.9	87.9	73.2	83.0	83.9	86.1	113.9
Relative contribution (% whole economy)	9.1	9.7	10.7	9.0	10.1	10.0	10.1	13.2
<b>Other indicators</b>								
14. Expenditure on outbound travel	326.3	337.6	365.7	153.7	247.1	335.7	362.6	558.7

E - Estimate, F - Forecast

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

<b>Bosnia-Herzegovina</b> (USDmn, nominal prices)	<b>2017</b>	<b>2018</b>	<b>2019</b>	<b>2020</b>	<b>2021</b>	<b>2022</b>	<b>2023E</b>	<b>2033F</b>
1. Visitor exports	909.1	1,075.0	1,170.2	400.7	955.1	1,140.8	1,241.5	3,053.7
2. Domestic expenditure (includes government individual spending)	525.3	604.4	656.4	280.4	361.8	522.2	681.0	1,650.3
3. Internal tourism consumption (= 1 + 2)	1,434.4	1,679.4	1,826.6	681.1	1,316.9	1,662.9	1,922.5	4,704.0
4. Purchases by tourism providers, including imported goods (supply chain)	-833.6	-979.9	-1,063.7	-393.8	-765.2	-971.4	-1,129.2	-2,713.4
<b>5. Direct contribution of Travel &amp; Tourism to GDP</b> (= 3 + 4)	600.7	699.5	762.9	287.3	551.7	691.5	793.4	1,990.7
<b>Other final impacts (indirect &amp; induced)</b>	642.0	755.0	818.0	306.9	588.2	736.9	844.8	2,116.3
6. Domestic supply chain								
7. Capital investment	240.2	275.6	288.4	201.3	291.7	313.1	351.7	844.4
8. Government collective spending	35.2	38.4	38.0	29.1	44.1	50.6	57.7	120.1
9. Imported goods from indirect spending	-203.2	-235.6	-253.7	-113.1	-203.8	-254.2	-304.1	-643.6
10. Induced	293.3	342.0	368.8	144.3	266.5	332.7	388.9	987.7
<b>11. Total contribution of Travel &amp; Tourism to GDP</b> (= 5 + 6 + 7 + 8 + 9 + 10)	1,608.1	1,875.0	2,022.3	855.7	1,538.3	1,870.6	2,132.4	5,415.6
<b>Employment impacts ('000)</b>								
12. Direct contribution of Travel & Tourism to employment	24.1	26.5	30.0	22.1	27.2	28.4	29.3	38.3
<b>13. Total contribution of Travel &amp; Tourism to employment</b>	70.9	77.9	87.9	73.2	83.0	83.9	86.1	113.9
<b>Other indicators</b>								
14. Expenditure on outbound travel	280.5	310.3	324.5	139.1	243.0	335.7	394.2	852.6

**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

Bosnia-Herzegovina	2017	2018	2019	2020	2021	2022	2023E	2033F <sup>2</sup>
Growth <sup>1</sup> (%)								
1. Visitor exports	10.4	10.6	12.8	-66.4	119.3	17.5	0.1	5.8
2. Domestic expenditure (includes government individual spending)	11.2	7.6	12.5	-58.1	18.7	41.9	19.9	5.6
3. Internal tourism consumption (= 1 + 2)	10.6	9.5	12.7	-63.4	77.9	24.2	6.3	5.7
4. Purchases by tourism providers, including imported goods (supply chain)	10.4	9.9	12.4	-63.7	78.8	24.8	6.9	5.5
<b>5. Direct contribution of Travel &amp; Tourism to GDP</b> (= 3 + 4)	11.0	8.9	13.0	-63.1	76.7	23.3	5.5	6.0
<b>Other final impacts (indirect &amp; induced)</b>	10.0	10.0	12.2	-63.2	76.4	23.2	5.4	6.0
6. Domestic supply chain								
7. Capital investment	17.3	7.3	8.4	-31.6	33.3	5.6	3.3	5.5
8. Government collective spending	0.8	2.2	2.4	-24.9	39.4	13.0	4.9	4.0
9. Imported goods from indirect spending	12.3	8.4	11.5	-56.3	65.7	22.7	10.0	4.2
10. Induced	11.1	9.0	11.7	-61.6	70.0	22.8	7.5	6.1
<b>11. Total contribution of Travel &amp; Tourism to GDP</b> (= 5 + 6 + 7 + 8 + 9 + 10)	11.1	9.0	11.7	-58.5	65.4	19.6	4.8	6.1
<b>Employment impacts ('000)</b>								
12. Direct contribution of Travel & Tourism to employment	10.9	10.0	13.2	-26.3	23.0	4.4	3.3	2.7
<b>13. Total contribution of Travel &amp; Tourism to employment</b>	10.8	9.9	12.8	-16.7	13.3	1.1	2.6	2.8
<b>Other indicators</b>								
14. Expenditure on outbound travel	23.3	3.5	8.3	-58.0	60.7	35.9	8.0	4.4

E - Estimate, F - Forecast

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

# GLOSSARY

## KEY DEFINITIONS

### TRAVEL & TOURISM

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

### DIRECT CONTRIBUTION TO GDP

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

### DIRECT CONTRIBUTION TO EMPLOYMENT

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

### TOTAL CONTRIBUTION TO GDP

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

### TOTAL CONTRIBUTION TO EMPLOYMENT

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

## DIRECT SPENDING IMPACTS

### VISITOR EXPORTS

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

### DOMESTIC TRAVEL & TOURISM SPENDING

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

### GOVERNMENT INDIVIDUAL SPENDING

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

### INTERNAL TOURISM CONSUMPTION

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

### BUSINESS TRAVEL & TOURISM SPENDING

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

### LEISURE TRAVEL & TOURISM SPENDING

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

## INDIRECT AND INDUCED IMPACTS

### INDIRECT CONTRIBUTION

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

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

### INDUCED CONTRIBUTION

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

## OTHER INDICATORS

### OUTBOUND EXPENDITURE

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

### INTERNATIONAL TOURIST ARRIVALS

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

# METHODOLOGICAL NOTE

WTTC has an ongoing commitment to align its economic impact research with the UN Statistics Division-approved 2008 Tourism Satellite Account: Recommended Methodological Framework (TSA:RMF 2008). This involves the benchmarking of country reports to official, published TSAs, including for countries which are reporting data for the first time, as well as existing countries reporting an additional year's data. New TSAs incorporated this year include Maldives and Zimbabwe, bringing our total of countries and economies in our benchmarking dataset to 66. Our TSA benchmarked countries now cover around 90% of global direct T&T GDP.

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

## ECONOMIC AND GEOGRAPHIC GROUPS

### **APEC (ASIA-PACIFIC ECONOMIC COOPERATION)**

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

### **G7**

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

### **G20**

Argentina, Australia, Brazil, Canada, China, European Union, France\*, Germany\*, India, Indonesia, Italy\*, Japan, Mexico, Russian Federation, Saudi Arabia, South Africa, South Korea, Türkiye, UK, USA.

### **GCC (GULF COOPERATION COUNCIL)**

Bahrain, Kuwait, Oman, Qatar, Saudi Arabia, UAE.

### **OAS (ORGANIZATION OF AMERICAN STATES)**

Antigua and Barbuda, Argentina, Bahamas, Barbados, Belize, Bolivia, Brazil, Canada, Chile, Colombia, Costa Rica, Cuba, Dominican Republic, Dominica, Ecuador, El Salvador, Grenada, Guatemala, Guyana, Haiti, Honduras, Jamaica, Mexico, Nicaragua, Panama, Paraguay, Peru, St Kitts and Nevis, St Lucia, St Vincent and the Grenadines, Suriname, Trinidad and Tobago, USA, Uruguay, Venezuela.

### **OECD (ORGANISATION FOR ECONOMIC CO-OPERATION AND DEVELOPMENT)**

Australia, Austria, Belgium, Canada, Chile, Colombia, Costa Rica, Czech Republic, Denmark, Estonia, Finland, France, Germany, Greece, Hungary, Iceland, Ireland, Israel, Italy, Japan, South Korea, Latvia, Lithuania, Luxembourg, Mexico, Netherlands, New Zealand, Norway, Poland, Portugal, Slovakia, Slovenia, Spain, Sweden, Switzerland, Türkiye, UK, USA.

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

Albania, Algeria, Azerbaijan, Bahrain, Bangladesh, Benin, Brunei, Burkina Faso, Cameroon, Chad, Comoros, Côte d'Ivoire, Egypt, Gabon, Gambia, Guinea, Guyana, Indonesia, Iran, Iraq, Jordan, Kazakhstan, Kuwait, Kyrgyzstan, Lebanon, Libya, Malaysia, Maldives, Mali, Morocco, Mozambique, Niger, Nigeria, Oman, Pakistan, Qatar, Saudi Arabia, Senegal, Sierra Leone, Sudan, Suriname, Syria, Tajikistan, Togo, Tunisia, Türkiye, UAE, Uganda, Uzbekistan, Yemen.

### **OTHER OCEANIA**

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

### **PACIFIC ALLIANCE**

Chile, Colombia, Mexico, Peru.

### **SADC (SOUTHERN AFRICAN DEVELOPMENT COMMUNITY)**

Angola, Botswana, Comoros, Democratic Republic of Congo (DRC), Eswatini, Lesotho, Madagascar, Malawi, Mauritius, Mozambique, Namibia, Seychelles, South Africa, Tanzania, Zambia, Zimbabwe.

\* included in European Union

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



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

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