



WORLD  
TRAVEL &  
TOURISM  
COUNCIL



TRAVEL & TOURISM  
**ECONOMIC  
IMPACT 2023**

**SWITZERLAND**

# 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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# SWITZERLAND

## 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>

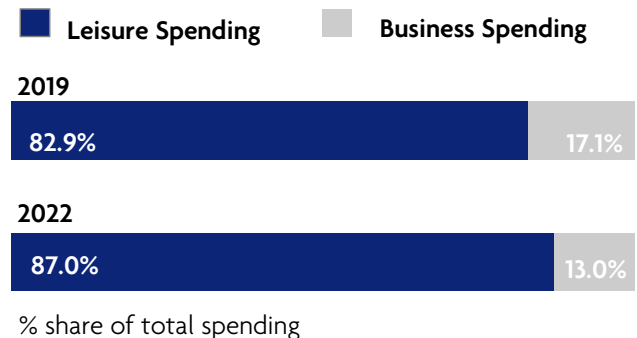
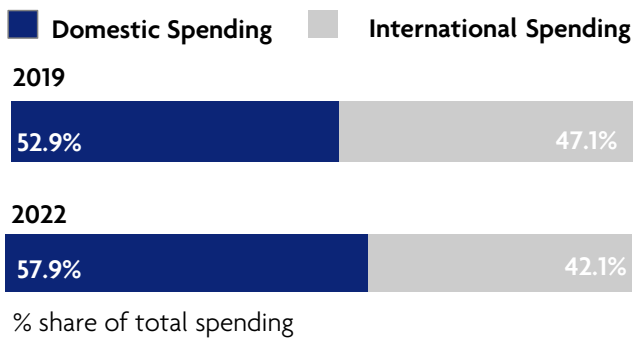
### Switzerland Key Data

<b>2019</b>	<b>7.3%</b> (of Total Economy) CHF 54.1BN (USD 56.7BN)	Change in 2020: <b>-28.9%</b>	<b>463.1 (000s)</b> =9.1% (Share of Total Jobs)	Change in 2020: <b>-15.3%</b>
<b>2022</b>	<b>6.3%</b> CHF 48.3BN (USD 50.6BN)	Annual Change: <b>+20.7%</b> (-10.8% vs 2019) Economy Change: +1.9%	<b>398.0 (000s)</b> =7.7%	Annual Change: <b>+7.4%</b> (-14.1% vs 2019)
<b>2023</b> (F)	<b>6.3%</b> CHF 48.8BN (USD 51.1BN)	Annual Change: <b>+1.0%</b> (-9.9% vs 2019)	<b>407.3 (000s)</b> =7.9%	Annual Change: <b>+2.3%</b> (-12.1% vs 2019)
<b>2033</b> (F)	<b>7.3%</b> CHF 66.5BN (USD 69.6BN)	CAGR (2023 - 2033): <b>+3.2%</b> Economy CAGR (2023 - 2033): <b>+1.7%</b>	<b>533.0 (000s)</b> =9.8%	New Jobs (2033 vs 2023): <b>125.7 (000s)</b>

# SWITZERLAND

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

Switzerland Visitor Spending			
2019	2022	2023 (F)	2033 (F)
<b>International Visitor Spending:</b>			
<b>CHF21.7BN</b> (USD 22.8BN) 5.1% of total exports	<b>CHF17.6BN</b> (USD 18.4BN) Annual Change: <b>56.9%</b> (-18.9% vs 2019)	Annual Change: <b>-2.1%</b> (-20.6% vs 2019)	<b>CHF30.7BN</b> (USD 32.1BN) 4.8% of total exports CAGR (2023 - 2033): <b>5.9%</b>
<b>Domestic Visitor Spending:</b>			
<b>CHF24.4BN</b> (USD 25.5BN)	<b>CHF24.2BN</b> (USD 25.4BN) Annual Change: <b>6.3%</b> (-0.6% vs 2019)	Annual Change: <b>2.2%</b> (1.5% vs 2019)	<b>CHF29.4BN</b> (USD 30.8BN) CAGR (2023 - 2033): <b>1.7%</b>



Inbound Arrivals <sup>4</sup> :	
2019	2022
1. Germany <b>17%</b>	1. Germany <b>20%</b>
2. United States <b>11%</b>	2. United States <b>14%</b>
3. China <b>10%</b>	3. France <b>9%</b>
4. France <b>7%</b>	4. United Kingdom <b>7%</b>
5. United Kingdom <b>7%</b>	5. Italy <b>5%</b>
<b>Rest of world 49%</b>	<b>Rest of world 44%</b>

Outbound Departures <sup>4</sup> :	
2019	2022
1. France <b>27%</b>	1. France <b>28%</b>
2. Germany <b>14%</b>	2. Italy <b>15%</b>
3. Italy <b>13%</b>	3. Germany <b>13%</b>
4. Spain <b>8%</b>	4. Spain <b>11%</b>
5. Austria <b>6%</b>	5. Austria <b>6%</b>
<b>Rest of world 31%</b>	<b>Rest of world 26%</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.

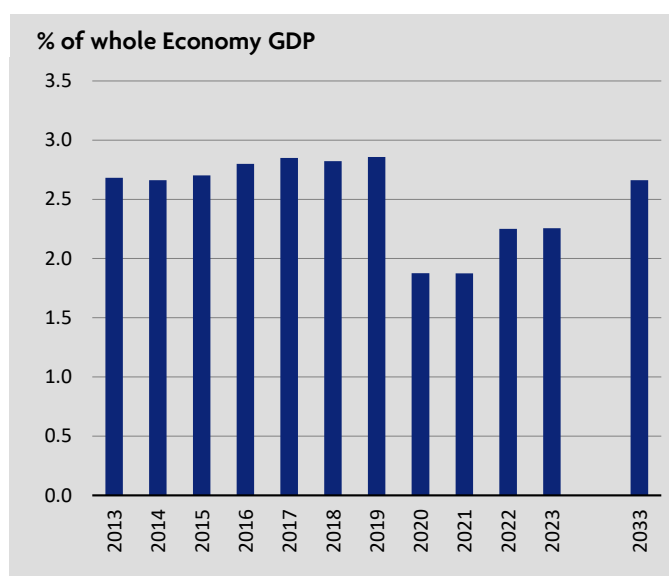
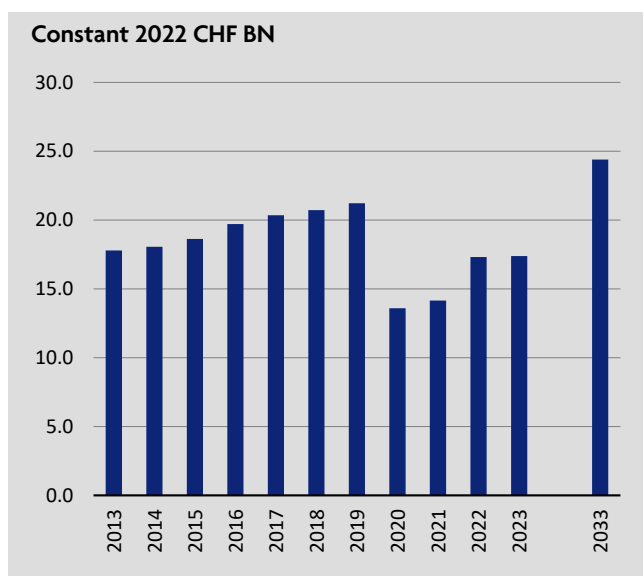
PLEASE NOTE THAT DUE TO CHANGES IN METHODOLOGY BETWEEN 2010 AND 2011, IT IS NOT POSSIBLE TO COMPARE FIGURES PUBLISHED BY WTTC FROM 2011 ONWARDS WITH THE SERIES PUBLISHED IN PREVIOUS YEARS.

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

The direct contribution of Travel & Tourism to GDP in 2022 was CHF17.3bn (2.3% 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 3.4% pa to CHF24.4bn (2.7% of GDP) from 2023 to 2033.

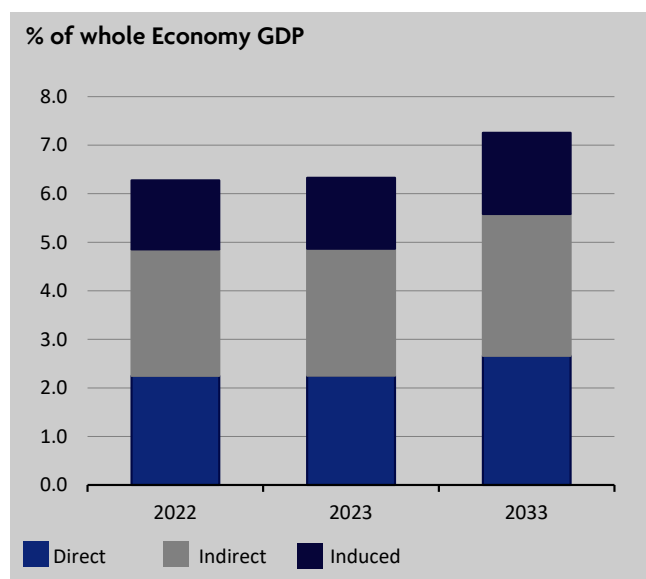
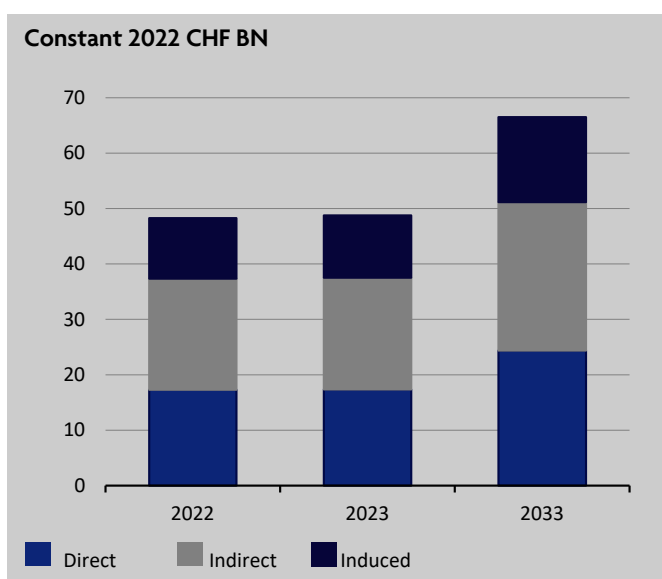
## Switzerland: Direct Contribution of Travel & Tourism to GDP



The total contribution of Travel & Tourism to GDP (including wider effects from investment, the supply chain and induced income impacts, see page 3) was CHF48.3bn in 2022 (6.3% of GDP).

It is forecast to rise by 3.2% pa to CHF66.5bn from 2023 to 2033 (7.3% of GDP).

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



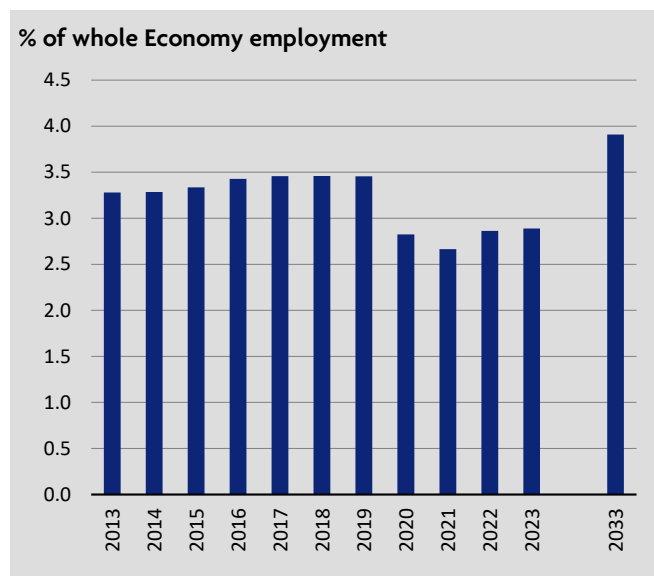
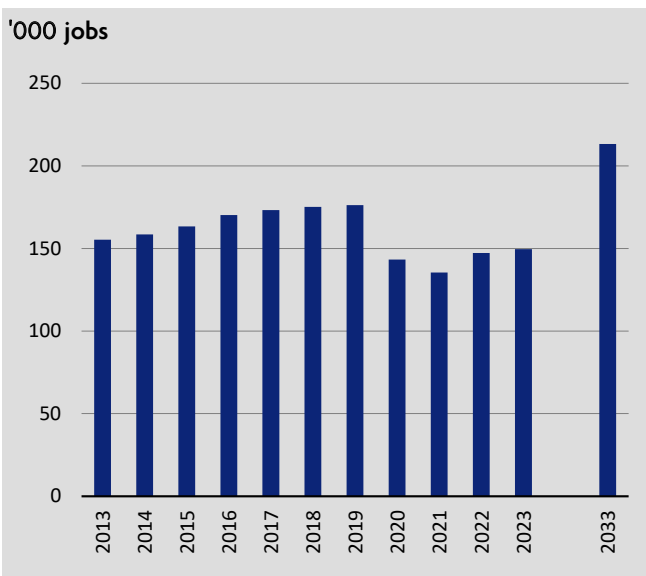
<sup>1</sup>All values are in constant 2022 prices & exchange rates

# TRAVEL & TOURISM'S CONTRIBUTION TO EMPLOYMENT

Travel & Tourism generated 147,215 jobs directly in 2022 (2.9% 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 213,310 jobs directly (3.9% of total employment), an increase of 3.6% pa from 2023.

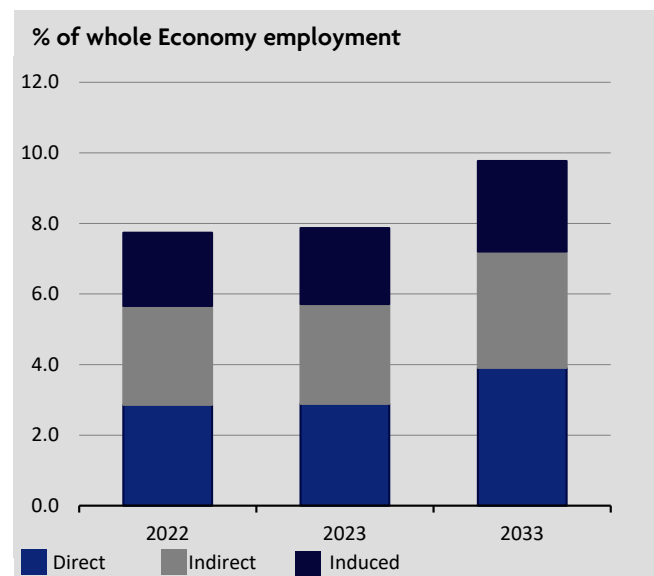
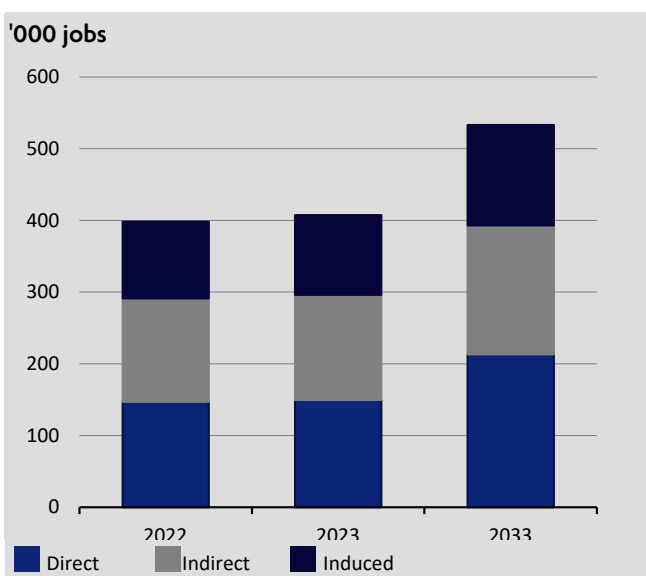
## Switzerland: Direct Contribution of Travel & Tourism to Employment



The total contribution of Travel & Tourism to employment (including wider effects from investment, the supply chain and induced income impacts, see page 3) was 398,012 jobs in 2022 (7.7% of total employment).

By 2033, Travel & Tourism is forecast to support 533,020 jobs (9.8% of total employment), an increase of 2.7% pa since 2023.

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



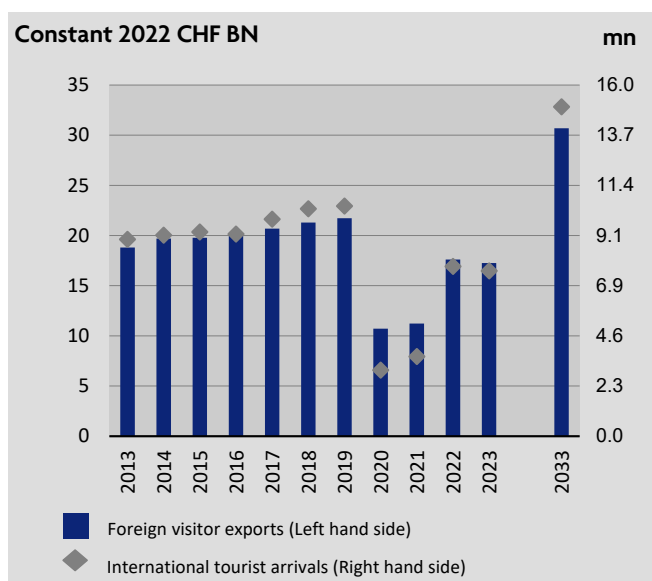
# VISITOR EXPORTS AND INVESTMENT<sup>1</sup>

## VISITOR EXPORTS

Visitor exports are a key component of the direct contribution of Travel & Tourism. In 2022, Switzerland generated CHF17.6bn in visitor exports.

By 2033, international tourist arrivals are forecast to total 15,006,000, generating expenditure of CHF30.7bn, an increase of 5.9% pa since 2023.

### Switzerland: Visitor Exports and International Tourist Arrivals

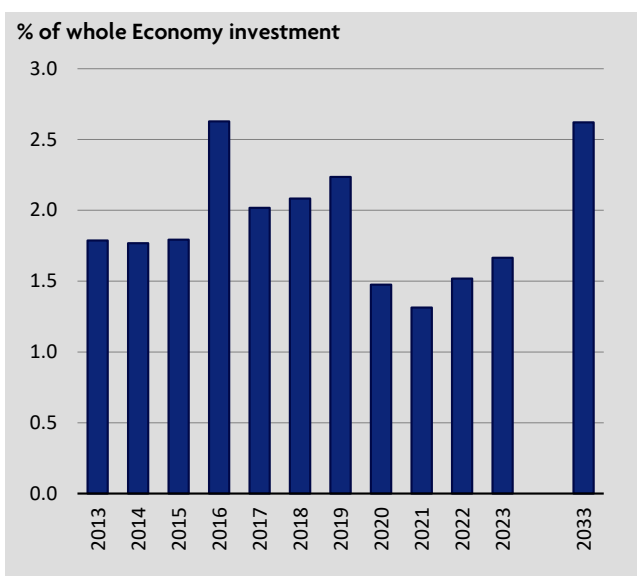
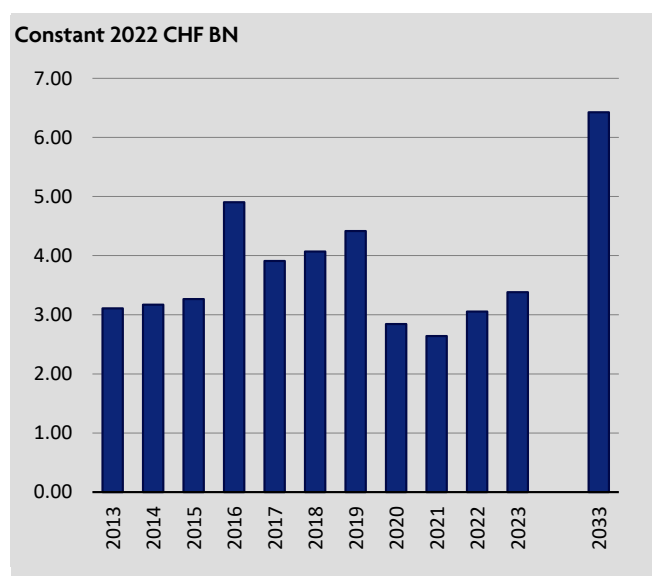


## INVESTMENT

Travel & Tourism is expected to have attracted capital investment of CHF3.1bn in 2022.

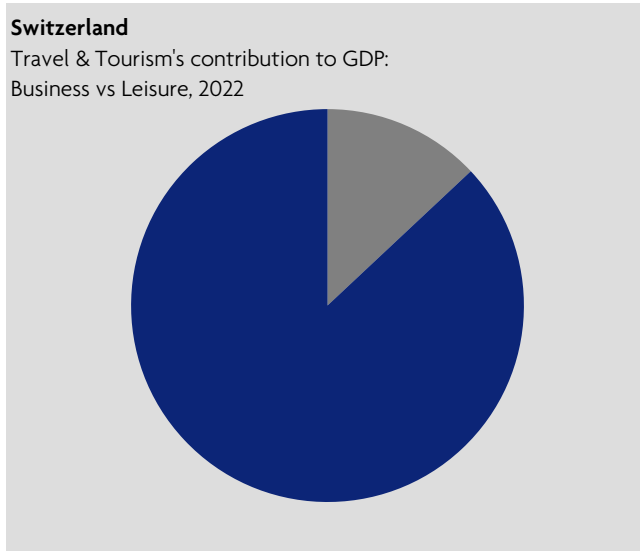
Travel & Tourism's share of total national investment is expected to be 2.6% in 2033.

### Switzerland: Capital Investment in Travel & Tourism



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

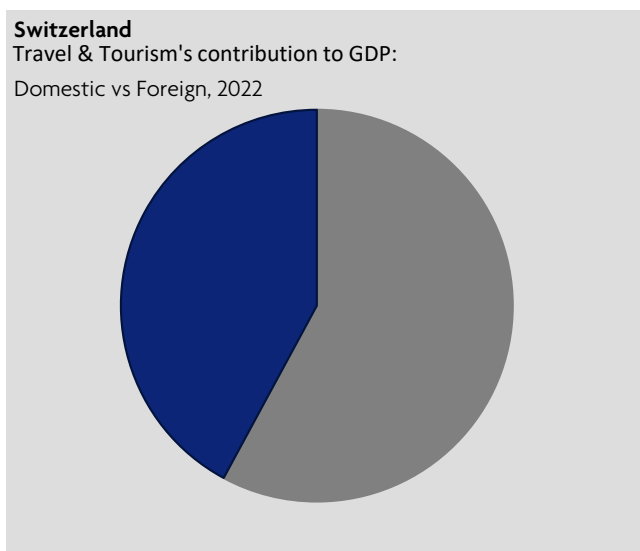
# DIFFERENT COMPONENTS OF TRAVEL & TOURISM<sup>1</sup>



Leisure travel spending (inbound and domestic) generated 87.0% of total internal spending in 2022 (CHF36.4bn) compared with 13.0% for business travel spending (CHF5.4bn).

Leisure travel spending is expected to rise by 3.1% pa to CHF49.2bn from 2023 to 2033.

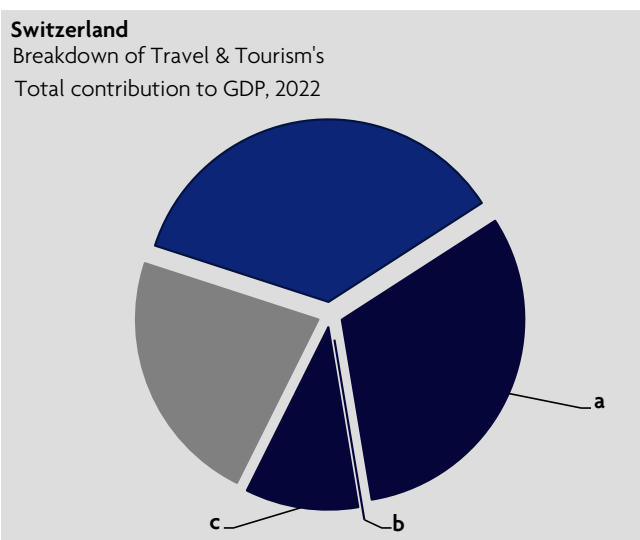
Business travel spending is expected to rise by 6.7% pa to CHF10.8bn from 2023 to 2033.



Domestic travel spending generated 57.9% (CHF24.2bn) of total internal spending in 2022 compared with 42.1% (CHF17.6bn) for visitor exports (ie foreign visitor spending or international tourism receipts).

Domestic travel spending is expected to rise by 1.7% pa to CHF29.4bn from 2023 to 2033.

Visitor exports are expected to rise by 5.9% pa to CHF30.7bn 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 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)
3	Germany	130.0
5	France	98.5
6	United Kingdom	95.5
7	Italy	89.1
9	Spain	74.9
12	Türkiye	39.3
16	Netherlands	32.8
20	Austria	23.6
25	Switzerland	18.1
29	Greece	15.4
<b>World Average</b>		<b>12.9</b>
<b>Other Europe Average</b>		<b>12.3</b>

Travel & Tourism's Total Contribution to GDP		2022 (US\$bn)
3	Germany	353.1
4	United Kingdom	290.8
6	France	225.7
8	Italy	202.7
10	Spain	186.6
15	Türkiye	102.5
16	Netherlands	92.4
22	Switzerland	50.6
26	Austria	44.1
28	Greece	39.4
<b>World Average</b>		<b>36.9</b>
<b>Other Europe Average</b>		<b>34.9</b>

Travel & Tourism's Direct Contribution to Employment		2022 '000 jobs
8	Germany	2,971.8
12	United Kingdom	1,580.3
14	Italy	1,335.9
15	France	1,303.3
<b>World Average</b>		<b>1,156.0</b>
19	Spain	996.7
20	Türkiye	995.6
23	Netherlands	717.6
46	Greece	298.7
48	Austria	268.0
75	Switzerland	147.2
<b>Other Europe Average</b>		<b>16.3</b>

Travel & Tourism's Total Contribution to Employment		2022 '000 jobs
9	Germany	5,427.3
13	United Kingdom	3,641.8
15	Türkiye	3,046.6
16	Spain	2,835.8
17	Italy	2,712.3
18	France	2,638.7
<b>World Average</b>		<b>1,422.7</b>
32	Netherlands	1,295.5
46	Greece	797.8
60	Austria	496.3
73	Switzerland	398.0
<b>Other Europe Average</b>		<b>45.0</b>

Travel & Tourism Investment		2022 (US\$bn)
5	Germany	31.5
6	France	26.7
8	United Kingdom	18.6
9	Spain	18.6
16	Netherlands	9.2
18	Italy	8.7
19	Türkiye	8.4
<b>World Average</b>		<b>4.6</b>
36	Austria	3.6
38	Greece	3.2
39	Switzerland	3.2
<b>Other Europe Average</b>		<b>2.4</b>

Visitor Exports		2022 (US\$bn)
2	Spain	76.4
3	France	59.8
4	Türkiye	56.5
5	Italy	44.1
6	United Kingdom	36.6
8	Germany	31.8
13	Austria	21.0
15	Greece	19.9
16	Switzerland	18.4
19	Netherlands	16.3
<b>Other Europe Average</b>		<b>8.5</b>
<b>World Average</b>		<b>6.0</b>

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
27	Greece	7.2
37	Spain	5.5
42	Austria	5.1
53	Italy	4.5
54	Türkiye	4.4
65	France	3.6
67	Netherlands	3.3
68	Germany	3.3
70	United Kingdom	3.1
	<b>Other Europe</b>	2.6
	World	2.3
105	Switzerland	2.3

Travel & Tourism's Total Contribution to GDP		2022 % share
26	Greece	18.5
37	Spain	13.6
48	Türkiye	11.5
53	Italy	10.2
58	United Kingdom	9.5
59	Austria	9.5
60	Netherlands	9.4
69	Germany	8.8
73	France	8.2
	World	7.6
	<b>Other Europe</b>	7.5
103	Switzerland	6.3

Travel & Tourism's Direct Contribution to Employment		2022 % share
33	Netherlands	7.5
35	Greece	7.2
39	Germany	6.5
47	Italy	5.8
48	Austria	5.7
62	Spain	4.9
69	United Kingdom	4.4
70	France	4.4
	World	3.3
98	Türkiye	3.3
106	Switzerland	2.9
	<b>Other Europe</b>	2.7

Travel & Tourism's Total Contribution to Employment		2022 % share
30	Greece	19.3
46	Spain	13.9
49	Netherlands	13.6
58	Germany	11.9
60	Italy	11.7
71	Austria	10.6
78	United Kingdom	10.2
82	Türkiye	10.0
	World	9.0
91	France	8.9
108	Switzerland	7.7
	<b>Other Europe</b>	7.3

Travel & Tourism Contribution to Total Capital Investment		2022 % share
24	Greece	11.5
49	Spain	6.7
76	Netherlands	4.4
88	France	3.9
96	Germany	3.5
100	United Kingdom	3.4
102	Türkiye	3.4
	World	3.2
110	Austria	3.1
	<b>Other Europe</b>	2.5
145	Italy	2.1
163	Switzerland	1.5

Visitor Exports Contribution to Exports		2022 % share
47	Greece	18.5
53	Türkiye	16.6
59	Spain	13.0
78	Austria	7.6
85	France	6.4
88	Italy	6.0
	<b>Other Europe</b>	5.0
113	United Kingdom	3.8
116	Switzerland	3.7
	World	3.6
143	Netherlands	1.8
152	Germany	1.6

# COUNTRY RANKINGS: REAL GROWTH, 2022

Travel & Tourism's Direct Contribution to GDP		2022 % growth
39	Austria	71.3
41	United Kingdom	70.0
50	Netherlands	62.9
62	Türkiye	55.4
72	Spain	49.3
73	Germany	48.7
	<b>Other Europe</b>	42.7
93	Greece	41.5
103	France	38.1
108	Italy	34.0
	World	30.1
146	Switzerland	22.4

Travel & Tourism's Direct Contribution to Employment		2022 % growth
4	United Kingdom	59.9
19	Türkiye	29.8
55	Austria	21.3
	<b>Other Europe</b>	16.4
86	Spain	15.7
93	Netherlands	14.5
99	Germany	14.0
101	Italy	13.7
	World	12.8
145	Switzerland	8.7
168	France	5.4
181	Greece	1.3

Travel & Tourism Investment		2022 % growth
25	Italy	36.5
30	France	33.1
41	Greece	28.6
42	United Kingdom	27.5
47	Netherlands	27.0
94	Switzerland	15.6
105	Austria	12.7
	World	11.1
	<b>Other Europe</b>	9.2
137	Germany	8.9
151	Spain	6.5
170	Türkiye	1.9

Travel & Tourism's Total Contribution to GDP		2022 % growth
36	Austria	66.0
37	United Kingdom	65.2
46	Netherlands	57.0
58	Türkiye	50.5
70	Spain	44.7
74	Germany	43.4
	<b>Other Europe</b>	39.4
90	Greece	38.2
95	France	36.9
108	Italy	33.4
	World	22.0
148	Switzerland	20.7

Travel & Tourism's Total Contribution to Employment		2022 % growth
4	United Kingdom	45.0
13	Türkiye	30.5
42	Austria	17.6
64	Netherlands	13.9
69	Italy	13.1
87	Spain	11.9
95	Germany	11.3
	World	7.9
143	Switzerland	7.4
	<b>Other Europe</b>	7.4
158	France	5.0
176	Greece	0.6

Visitor Exports		2022 % growth
17	United Kingdom	307.0
56	Spain	122.6
66	Austria	106.5
71	Italy	99.3
	<b>Other Europe</b>	85.7
	World	81.9
87	France	75.9
90	Netherlands	73.3
99	Türkiye	64.8
107	Germany	60.9
113	Switzerland	56.9
114	Greece	56.1

# COUNTRY RANKINGS: LONG TERM GROWTH, 2023 - 2033

Travel & Tourism's Direct Contribution to GDP		2023 - 2033 % growth
	World	4.9
137	Greece	3.5
140	Switzerland	3.4
151	Austria	3.1
	<b>Other Europe</b>	2.9
164	France	2.7
167	Spain	2.6
173	Netherlands	2.3
176	Türkiye	2.2
178	United Kingdom	2.1
180	Germany	1.9
181	Italy	1.8

Travel & Tourism's Direct Contribution to Employment		2023 - 2033 % growth
58	Switzerland	3.6
	World	3.4
120	United Kingdom	2.4
	<b>Other Europe</b>	2.2
146	Greece	1.8
150	Italy	1.8
152	Spain	1.7
155	France	1.7
168	Austria	1.4
175	Netherlands	1.1
179	Türkiye	0.9
181	Germany	0.8

Travel & Tourism Investment		2023 - 2033 % growth
57	Greece	6.9
64	Switzerland	6.6
67	Netherlands	6.6
	World	6.1
113	Türkiye	5.4
117	France	5.3
132	Austria	4.9
	<b>Other Europe</b>	4.6
163	Spain	3.5
169	Italy	3.2
171	Germany	2.9
178	United Kingdom	2.6

Travel & Tourism's Total Contribution to GDP		2023 - 2033 % growth
	World	5.1
133	Greece	3.9
155	Switzerland	3.2
159	Austria	3.0
	<b>Other Europe</b>	3.0
160	France	3.0
163	Netherlands	2.8
171	Spain	2.6
175	Türkiye	2.3
177	United Kingdom	2.2
178	Germany	2.2
184	Italy	1.9

Travel & Tourism's Total Contribution to Employment		2023 - 2033 % growth
	World	3.0
108	Switzerland	2.7
114	United Kingdom	2.5
	<b>Other Europe</b>	2.3
129	Greece	2.2
145	France	1.9
151	Italy	1.8
154	Spain	1.8
160	Netherlands	1.6
173	Austria	1.3
179	Türkiye	1.0
181	Germany	0.8

Visitor Exports		2023 - 2033 % growth
	World	6.5
94	Switzerland	5.9
117	Netherlands	5.2
137	Germany	4.2
139	Greece	4.1
141	Austria	4.0
144	France	3.9
	<b>Other Europe</b>	3.7
149	Italy	3.5
167	Spain	2.8
174	United Kingdom	2.5
184	Türkiye	0.9

# SUMMARY TABLES: ESTIMATES & FORECASTS

Switzerland	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	18.1	2.3	0.4	25.6	2.7	3.4
Total contribution to GDP	50.6	6.3	1.0	69.6	7.3	3.2
Direct contribution to employment <sup>4</sup>	147.2	2.9	1.6	213.3	3.9	3.6
Total contribution to employment <sup>4</sup>	398.0	7.7	2.3	533.0	9.8	2.7
Visitor exports	18.4	3.7	-2.1	32.1	4.8	5.9
Domestic spending	25.4	3.1	2.2	30.8	3.2	1.7
Leisure spending	38.1	1.9	-0.1	51.6	2.1	3.1
Business spending	5.7	0.3	3.9	11.3	0.5	6.7
Capital investment	3.2	1.5	10.8	6.7	2.6	6.6

<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

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

Switzerland (CHFbn, real 2022 prices)	2017	2018	2019	2020	2021	2022	2023E	2033F
1. Visitor exports	20.7	21.3	21.7	10.7	11.2	17.6	17.3	30.7
2. Domestic expenditure (includes government individual spending)	23.6	23.9	24.4	21.8	22.8	24.2	24.7	29.4
3. Internal tourism consumption (= 1 + 2)	44.3	45.2	46.1	32.5	34.0	41.8	42.0	60.1
4. Purchases by tourism providers, including imported goods (supply chain)	-24.0	-24.5	-24.9	-18.9	-19.9	-24.5	-24.6	-35.7
<b>5. Direct contribution of Travel &amp; Tourism to GDP</b> (= 3 + 4)	20.3	20.7	21.2	13.6	14.2	17.3	17.4	24.4
Relative contribution (% whole economy)	2.9	2.8	2.9	1.9	1.9	2.3	2.3	2.7
<b>Other final impacts (indirect &amp; induced)</b>	18.8	19.2	19.5	15.2	15.9	19.4	19.5	27.3
6 Domestic supply chain								
7. Capital investment	3.9	4.1	4.4	2.8	2.6	3.1	3.4	6.4
8. Government collective spending	5.0	5.1	5.2	4.4	4.6	5.1	5.1	6.6
9. Imported goods from indirect spending	-8.1	-8.3	-8.7	-5.9	-6.1	-7.5	-7.8	-13.6
10. Induced	12.0	12.2	12.5	8.4	8.9	10.9	11.3	15.3
<b>11. Total contribution of Travel &amp; Tourism to GDP</b> (= 5 + 6 + 7 + 8 + 9 + 10)	52.0	53.0	54.1	38.5	40.0	48.3	48.8	66.5
Relative contribution (% whole economy)	7.3	7.2	7.3	5.3	5.3	6.3	6.3	7.3
<b>Employment impacts ('000)</b>								
12. Direct contribution of Travel & Tourism to employment	173.3	175.2	176.2	143.3	135.5	147.2	149.6	213.3
Relative contribution (% whole economy)	3.5	3.5	3.5	2.8	2.7	2.9	2.9	3.9
<b>13. Total contribution of Travel &amp; Tourism to employment</b>	452.8	456.6	463.1	392.4	370.6	398.0	407.3	533.0
Relative contribution (% whole economy)	9.0	9.0	9.1	7.7	7.3	7.7	7.9	9.8
<b>Other indicators</b>								
14. Expenditure on outbound travel	21.8	21.4	21.5	10.4	11.8	17.1	20.0	30.6

E - Estimate, F - Forecast

# THE ECONOMIC CONTRIBUTION OF TRAVEL & TOURISM: NOMINAL PRICES

Switzerland (CHFbn, nominal prices)	2017	2018	2019	2020	2021	2022	2023E	2033F
1. Visitor exports	19.8	20.6	21.0	10.3	10.9	17.6	17.5	34.6
2. Domestic expenditure (includes government individual spending)	22.7	23.1	23.5	20.9	22.1	24.2	25.1	33.1
3. Internal tourism consumption (= 1 + 2)	42.5	43.7	44.5	31.1	32.9	41.8	42.6	67.7
4. Purchases by tourism providers, including imported goods (supply chain)	-23.0	-23.6	-24.0	-18.1	-19.2	-24.5	-24.9	-40.2
<b>5. Direct contribution of Travel &amp; Tourism to GDP</b> (= 3 + 4)	19.5	20.0	20.5	13.0	13.7	17.3	17.6	27.5
<b>Other final impacts (indirect &amp; induced)</b>	18.0	18.6	18.8	14.6	15.3	19.4	19.7	30.8
6. Domestic supply chain								
7. Capital investment	3.7	3.9	4.3	2.7	2.6	3.1	3.4	7.2
8. Government collective spending	4.8	4.9	5.0	4.2	4.4	5.1	5.2	7.5
9. Imported goods from indirect spending	-7.8	-8.0	-8.4	-5.7	-5.9	-7.5	-8.0	-15.4
10. Induced	11.5	11.8	12.1	8.0	8.6	10.9	11.4	17.3
<b>11. Total contribution of Travel &amp; Tourism to GDP</b> (= 5 + 6 + 7 + 8 + 9 + 10)	49.9	51.2	52.2	36.9	38.7	48.3	49.4	75.0
<b>Employment impacts ('000)</b>								
12. Direct contribution of Travel & Tourism to employment	173.3	175.2	176.2	143.3	135.5	147.2	149.6	213.3
<b>13. Total contribution of Travel &amp; Tourism to employment</b>	452.8	456.6	463.1	392.4	370.6	398.0	407.3	533.0
<b>Other indicators</b>								
14 Expenditure on outbound travel	20.9	20.7	20.8	10.0	11.4	17.1	20.2	34.6

## 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: REAL 2022 PRICES (in USD)

Switzerland (USDbn, real 2022 prices)	2017	2018	2019	2020	2021	2022	2023E	2033F
1. Visitor exports	21.7	22.3	22.8	11.2	11.8	18.4	18.1	32.1
2. Domestic expenditure (includes government individual spending)	24.8	25.0	25.5	22.8	23.9	25.4	25.9	30.8
3. Internal tourism consumption (= 1 + 2)	46.4	47.3	48.3	34.0	35.6	43.8	44.0	62.9
4. Purchases by tourism providers, including imported goods (supply chain)	-25.1	-25.6	-26.1	-19.8	-20.8	-25.7	-25.8	-37.4
<b>5. Direct contribution of Travel &amp; Tourism to GDP</b> (= 3 + 4)	21.3	21.7	22.2	14.2	14.8	18.1	18.2	25.6
Relative contribution (% whole economy)	2.9	2.8	2.9	1.9	1.9	2.3	2.3	2.7
<b>Other final impacts (indirect &amp; induced)</b>	19.7	20.1	20.4	15.9	16.6	20.3	20.4	28.6
6 Domestic supply chain								
7. Capital investment	4.1	4.3	4.6	3.0	2.8	3.2	3.5	6.7
8. Government collective spending	5.2	5.3	5.4	4.6	4.8	5.3	5.4	6.9
9. Imported goods from indirect spending	-8.5	-8.7	-9.1	-6.2	-6.4	-7.9	-8.2	-14.3
10. Induced	12.6	12.8	13.1	8.8	9.3	11.4	11.8	16.1
<b>11. Total contribution of Travel &amp; Tourism to GDP</b> (= 5 + 6 + 7 + 8 + 9 + 10)	54.5	55.5	56.7	40.3	41.9	50.6	51.1	69.6
Relative contribution (% whole economy)	7.3	7.2	7.3	5.3	5.3	6.3	6.3	7.3
<b>Employment impacts ('000)</b>								
12. Direct contribution of Travel & Tourism to employment	173.3	175.2	176.2	143.3	135.5	147.2	149.6	213.3
Relative contribution (% whole economy)	3.5	3.5	3.5	2.8	2.7	2.9	2.9	3.9
<b>13. Total contribution of Travel &amp; Tourism to employment</b>	452.8	456.6	463.1	392.4	370.6	398.0	407.3	533.0
Relative contribution (% whole economy)	9.0	9.0	9.1	7.7	7.3	7.7	7.9	9.8
<b>Other indicators</b>								
14. Expenditure on outbound travel	22.9	22.5	22.6	10.9	12.3	17.9	20.9	32.1

E - Estimate, F - Forecast

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

Switzerland (USDbn, nominal prices)	2017	2018	2019	2020	2021	2022	2023E	2033F
1. Visitor exports	20.1	21.0	21.1	10.9	11.9	18.4	18.7	46.3
2. Domestic expenditure (includes government individual spending)	23.0	23.6	23.7	22.2	24.1	25.4	26.8	44.3
3. Internal tourism consumption (= 1 + 2)	43.2	44.7	44.8	33.1	36.0	43.8	45.5	90.5
4. Purchases by tourism providers, including imported goods (supply chain)	-23.4	-24.2	-24.2	-19.3	-21.0	-25.7	-26.7	-53.8
<b>5. Direct contribution of Travel &amp; Tourism to GDP</b> (= 3 + 4)	19.8	20.5	20.6	13.9	15.0	18.1	18.9	36.8
<b>Other final impacts (indirect &amp; induced)</b>	18.3	19.0	18.9	15.5	16.8	20.3	21.1	41.2
6. Domestic supply chain								
7. Capital investment	3.8	4.0	4.3	2.9	2.8	3.2	3.7	9.7
8. Government collective spending	4.9	5.0	5.0	4.5	4.9	5.3	5.5	10.0
9. Imported goods from indirect spending	-7.9	-8.2	-8.5	-6.0	-6.5	-7.9	-8.5	-20.5
10. Induced	11.7	12.1	12.1	8.5	9.4	11.4	12.2	23.1
<b>11. Total contribution of Travel &amp; Tourism to GDP</b> (= 5 + 6 + 7 + 8 + 9 + 10)	50.6	52.4	52.6	39.3	42.4	50.6	52.9	100.2
<b>Employment impacts ('000)</b>								
12. Direct contribution of Travel & Tourism to employment	173.3	175.2	176.2	143.3	135.5	147.2	149.6	213.3
<b>13. Total contribution of Travel &amp; Tourism to employment</b>	452.8	456.6	463.1	392.4	370.6	398.0	407.3	533.0
<b>Other indicators</b>								
14. Expenditure on outbound travel	21.3	21.2	20.9	10.7	12.5	17.9	21.6	46.2

**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

Switzerland	2017	2018	2019	2020	2021	2022	2023E	2033F <sup>2</sup>
Growth <sup>1</sup> (%)								
1. Visitor exports	3.5	2.9	2.1	-50.7	4.8	56.9	-2.1	5.9
2. Domestic expenditure (includes government individual spending)	2.8	1.1	2.0	-10.7	4.7	6.3	2.2	1.7
3. Internal tourism consumption (= 1 + 2)	3.1	1.9	2.0	-29.6	4.7	23.0	0.4	3.6
4. Purchases by tourism providers, including imported goods (supply chain)	3.0	2.0	1.7	-24.1	5.1	23.4	0.4	3.8
<b>5. Direct contribution of Travel &amp; Tourism to GDP</b> (= 3 + 4)	3.3	1.8	2.4	-36.0	4.1	22.4	0.4	3.4
<b>Other final impacts (indirect &amp; induced)</b>	2.7	2.0	1.6	-22.0	4.1	22.4	0.4	3.4
6. Domestic supply chain								
7. Capital investment	-20.3	4.1	8.6	-35.7	-7.1	15.6	10.8	6.6
8. Government collective spending	1.7	1.1	2.4	-15.5	4.4	11.3	0.3	2.6
9. Imported goods from indirect spending	-10.0	2.6	5.0	-32.2	3.3	23.3	4.4	5.7
10. Induced	2.9	1.9	2.1	-33.0	6.1	23.2	3.0	3.2
<b>11. Total contribution of Travel &amp; Tourism to GDP</b> (= 5 + 6 + 7 + 8 + 9 + 10)	2.9	1.9	2.1	-28.9	3.9	20.7	1.0	3.2
<b>Employment impacts ('000)</b>								
12. Direct contribution of Travel & Tourism to employment	1.8	1.1	0.6	-18.7	-5.5	8.7	1.6	3.6
<b>13. Total contribution of Travel &amp; Tourism to employment</b>	1.9	0.8	1.4	-15.3	-5.6	7.4	2.3	2.7
<b>Other indicators</b>								
14. Expenditure on outbound travel	8.2	-1.8	0.4	-51.5	12.6	45.5	16.6	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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## Contributing data to the WTTC Economic Impact Model:



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

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

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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.

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

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



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

WTTTC promotes sustainable growth for the Travel & Tourism sector, working with governments and international institutions to create jobs, to drive exports and to generate prosperity. Council Members are the Chairs, Presidents and Chief Executives of the world's leading private sector Travel & Tourism businesses.

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

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



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