WORLD TRAVEL & TOURISM COUNCIL

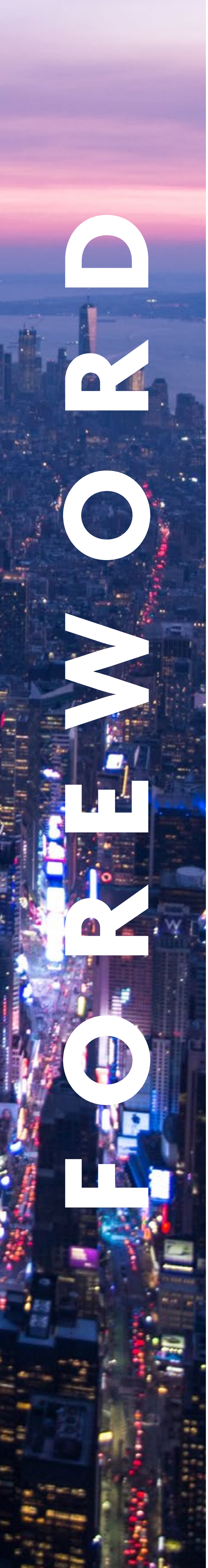
TRAVEL & TOURISM ECONOMIC IMPACT 2023

IRAN

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	**Change in Travel & Tourism Jobs** (Year on year)	
1/5 **of all global net new jobs** were created by Travel & Tourism	+22m **New jobs**	+24m **New jobs**



FOREWORD

Global tourism is booming. For years, this growth was something the Travel & Tourism sector could take for granted; it was a fact of life. Prior to the pandemic, before the words 'lockdown' and 'social distancing' became part of our vocabulary, Travel & Tourism accounted for 1 in 5 new jobs created and 10.4% of global GDP. It was an economic lifeline for cities, islands, and villages alike, supporting 334 million jobs globally. In 2019, international visitor spending amounted to US$1.86 trillion, and the sector produced 6.8% of the world's exports.

Since the arrival of COVID-19, however, world travel has been on a journey back to health. Last year, despite China remaining closed, **Travel & Tourism's contribution to global GDP grew by 22%**, meaning the sector is now worth **$7.7 trillion**. This is still 23% behind the 2019 peak, but a remarkable recovery, given the challenges of inflation, staff shortages, and ongoing COVID-19 restrictions. The recovery so far has been the strongest in Latin America, North America, and Europe - all now closely approaching 2019 levels.

2022 was also a good year for employment. The global Travel & Tourism sector created **21.6 million new jobs**, bringing the total to 295 million. This means that last year, our sector supported 1 in 11 of all roles, worldwide. And while the sector's recovery began with the return of domestic trips, 2022 gave international travellers cause for optimism too. Last year marked the first year of true recovery for international travel, with spending up 82%. Once they were abroad, **international tourists spent $1.1 trillion** around the world – significant growth, albeit still 40% below 2019 levels.

At the World Travel & Tourism Council (WTTC), we keep a keen watch on these economic indicators – year in, year out. The contributions our sector makes to the global economy, jobs and visitor spending are immensely important to the health and wealth of people around the world, including some of the poorest economies on our planet. The economic health of the sector is also deeply bound up with social and environmental progress. Every penny we create is another that can be invested in sustainability, new technology and the preservation of the natural world on which tourism depends. Every new job is one that can provide income to women, young people, or struggling families where employment is scarce. This is why we monitor the health of our sector so seriously.

Looking ahead, despite the many challenges on the horizon, **we forecast another year of strong performance in 2023**. Travel & Tourism GDP is set to grow by 23.3%, reaching 9.2% of the global economy. The sector's value is forecast to grow to $9.5 trillion, only 5% behind the 2019 peak. This will be partly fuelled by the reopening of China, while Latin and North America are expected to be the first regions to recover fully. By the end of the year, we forecast that the Travel & Tourism sector will have created 24 million new roles, bringing the sector's total to 320 million jobs. International spending is set to grow 23%, reaching $1.36 trillion.

Despite all this, the year ahead will not be without its challenges. Inflation, economic uncertainty, labour shortages and the climate crisis are limiting factors. And as travel returns to its pre-COVID-19 peak, some businesses are struggling to keep pace with demand. Worldwide, we need strong efforts to increase capacity and connectivity, as well as action from both industry and governments to resolve staffing problems. And finally, 2023 must be a year in which governments and the private sector take sustainability seriously. Decarbonising and protecting biodiversity must be at the top of any boardroom agenda.

If we can get all this right, 2023 promises to be another year of growth and opportunity. We hope this report will be a resource for policymakers, industry professionals and anyone interested in the future of travel. This research provides the data. Now, all that remains is action.

Julia Simpson
President & CEO
World Travel & Tourism Council

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

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THE ECONOMIC IMPACT OF TRAVEL & TOURISM

MAY 2023

IRAN

2023 Annual Research: Key Highlights[1]

Global Data

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

Iran Key Data

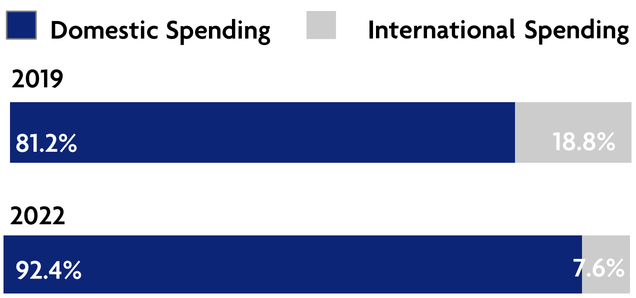
2019	**5.5%** (of Total Economy) IRR **4,997,624.0BN** (USD 119.0BN)	Change in 2020: **-45.8%**	**1.94MN** **=8.0%** (Share of Total Jobs)	Change in 2020: **-33.7%**
2022	**4.6%** IRR **4,545,402.0BN** (USD 108.2BN)	Annual Change: **+39.2%** (**-9.0%** vs 2019) Economy Change: +2.5%	**1.44MN** **=6.1%**	Annual Change: **+11.2%** (**-25.8%** vs 2019)
2023 (F)	**5.5%** IRR **5,503,815.5BN** (USD 131.0BN)	Annual Change: **+21.1%** (**10.1%** vs 2019)	**1.60MN** **=6.6%**	Annual Change: **+10.9%** (**-17.7%** vs 2019)
2033 (F)	**7.2%** IRR **9,196,880.0BN** (USD 219.0BN)	CAGR (2023 - 2033): **+5.3%** Economy CAGR (2023 - 2033): **+2.3%**	**2.17MN** **=8.3%**	New Jobs (2033 vs 2023): **0.6MN**

IRAN

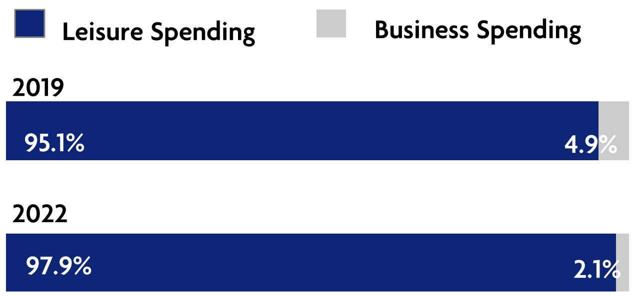
2023 Annual Research: Key Highlights[1]

Iran Visitor Spending

	2019	2022	2023 (F)	2033 (F)
International Visitor Spending:				
	IRR**708,060BN** (USD 16.9BN) **3.4%** of total exports	IRR**260,762BN** (USD 6.2BN) Annual Change: **73.5%** (**-63.2%** vs 2019)	Annual Change: **35.8%** (**-50.0%** vs 2019)	IRR**913,470BN** (USD 21.7BN) **5.3%** of total exports CAGR (2023 - 2033): **9.9%**
Domestic Visitor Spending:				
	IRR**3,067,400BN** (USD 73.0BN)	IRR**3,159,223BN** (USD 75.2BN) Annual Change: **40.1%** (**3.0%** vs 2019)	Annual Change: **20.7%** (**24.3%** vs 2019)	IRR**5,781,138BN** (USD 137.6BN) CAGR (2023 - 2033): **4.2%**



% share of total spending



% share of total spending

Inbound Arrivals[4]:

2019	2022
1. Iraq **44%**	1. Iraq **55%**
2. Azerbaijan **15%**	2. Azerbaijan **6%**
3. Türkiye **9%**	3. Türkiye **6%**
4. Pakistan **5%**	4. Pakistan **5%**
5. Armenia **2%**	5. Kuwait **2%**
Rest of world 26%	**Rest of world 26%**

Outbound Departures[4]:

2019	2022
1. Türkiye **45%**	1. Türkiye **63%**
2. Iraq **20%**	2. Iraq **13%**
3. United Arab Emirates **7%**	3. United Arab Emirates **11%**
4. Armenia **4%**	4. Georgia **3%**
5. Syria **3%**	5. Syria **3%**
Rest of world 20%	**Rest of world 8%**

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
Travel & Tourism contribution

COMMODITIES
- Accommodation
- Transportation
- Entertainment
- Attractions

INDUSTRIES
- Accommodation services
- Food & beverage services
- Retail Trade
- Transportation services
- Cultural, sports & recreational services

SOURCES OF SPENDING
- Residents' domestic T&T spending
- Businesses' domestic travel spending
- Visitor exports
- Individual government T&T spending

INDIRECT
Travel & Tourism contribution
- T&T investment spending
- Government collective T&T spending
- Impact of purchases from suppliers

INDUCED
contribution
(spending of direct and indirect employees)
- Food and beverages
- Recreation
- Clothing
- Housing
- Household goods

TOTAL
Travel & Tourism contribution
- To GDP
- To employment

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.

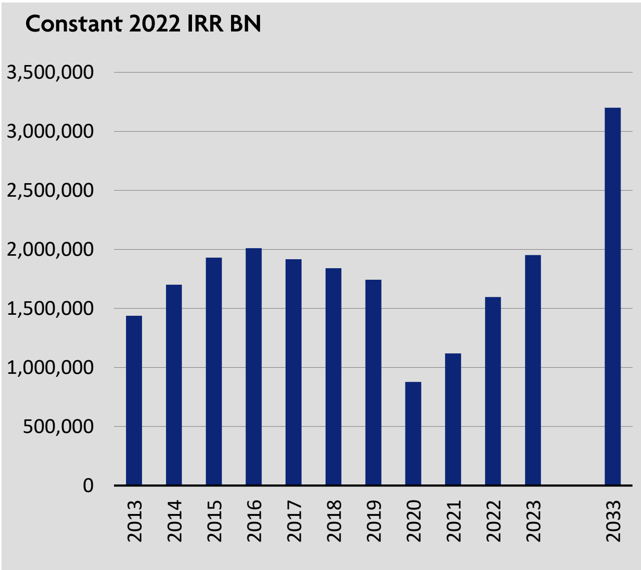
PLEASE NOTE THAT DUE TO CHANGES IN METHODOLOGY BETWEEN 2010 AND 2011, IT IS NOT POSSIBLE TO COMPARE FIGURES PUBLISHED BY WTTC FROM 2011 ONWARDS WITH THE SERIES PUBLISHED IN PREVIOUS YEARS.

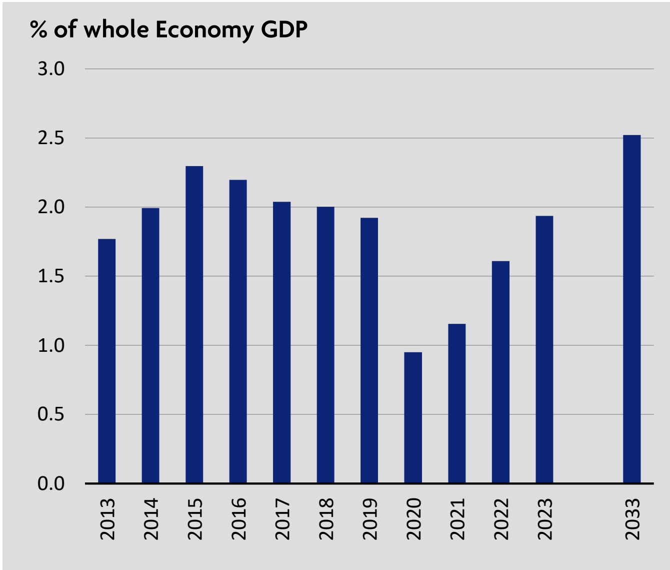
TRAVEL & TOURISM'S CONTRIBUTION TO GDP[1]

The direct contribution of Travel & Tourism to GDP in 2022 was IRR1,596,426.0bn (1.6% of GDP). This primarily reflects the economic activity generated by industries such as hotels, travel agents, airlines and other passenger transportation services (excluding commuter services). But it also includes, for example, the activities of the restaurant and leisure industries directly supported by tourists.

The direct contribution of Travel & Tourism to GDP is expected to grow by 5.1% pa to IRR3,200,506.0bn (2.5% of GDP) from 2023 to 2033.

Iran: Direct Contribution of Travel & Tourism to GDP

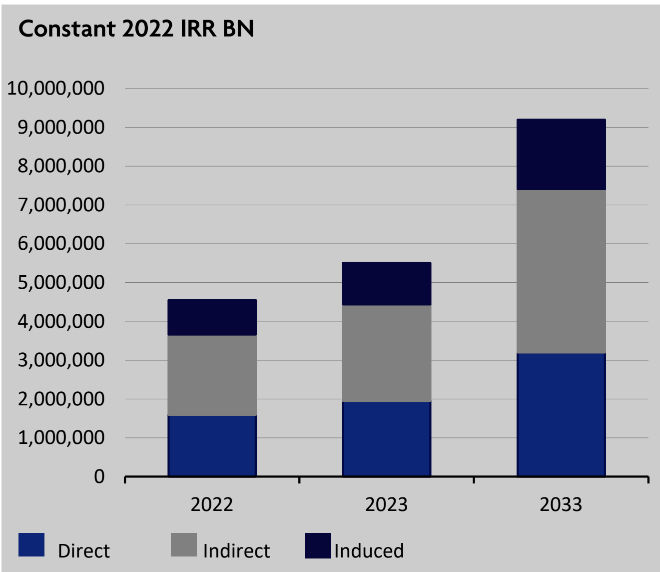


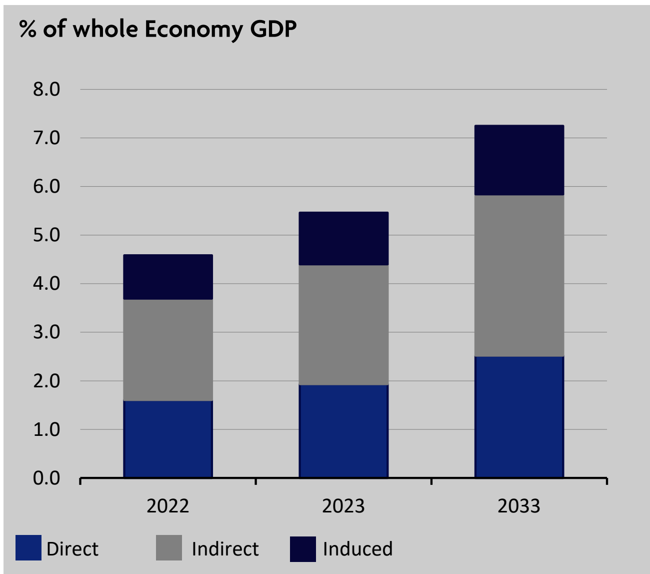


The total contribution of Travel & Tourism to GDP (including wider effects from investment, the supply chain and induced income impacts, see page 3) was IRR4,545,402.0bn in 2022 (4.6% of GDP).

It is forecast to rise by 5.3% pa to IRR9,196,880.0bn from 2023 to 2033 (7.2% of GDP).

Iran: Total Contribution of Travel & Tourism to GDP





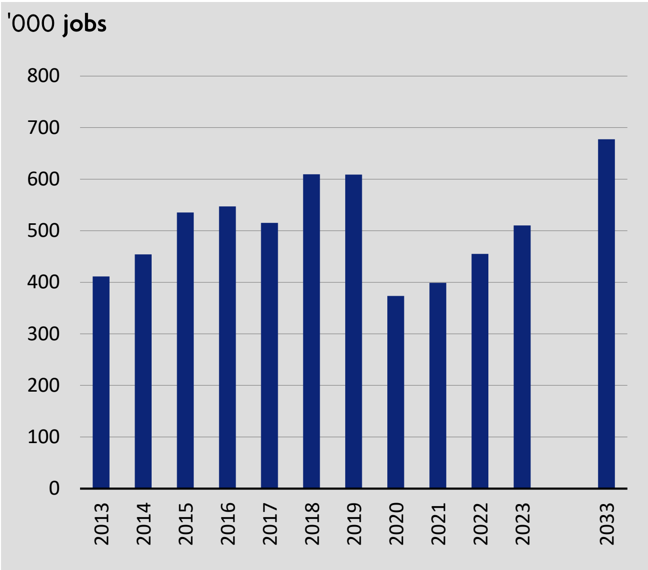
[1] All values are in constant 2022 prices & exchange rates

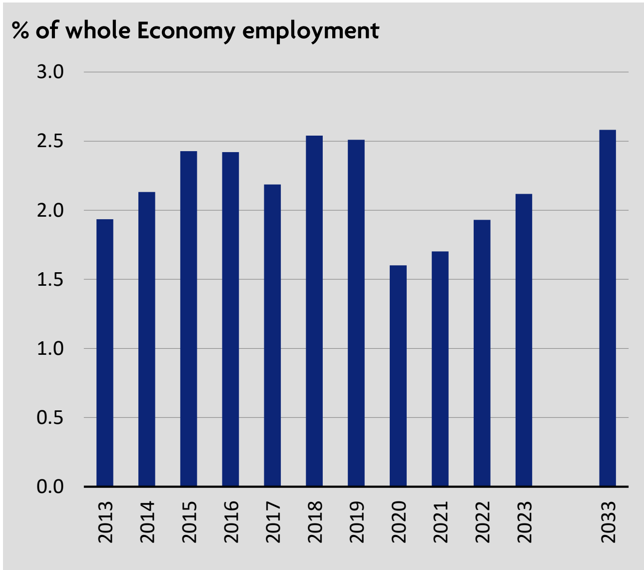
TRAVEL & TOURISM'S CONTRIBUTION TO EMPLOYMENT

Travel & Tourism generated 455,223 jobs directly in 2022 (1.9% 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 677,587 jobs directly (2.6% of total employment), an increase of 2.9% pa from 2023.

Iran: Direct Contribution of Travel & Tourism to Employment

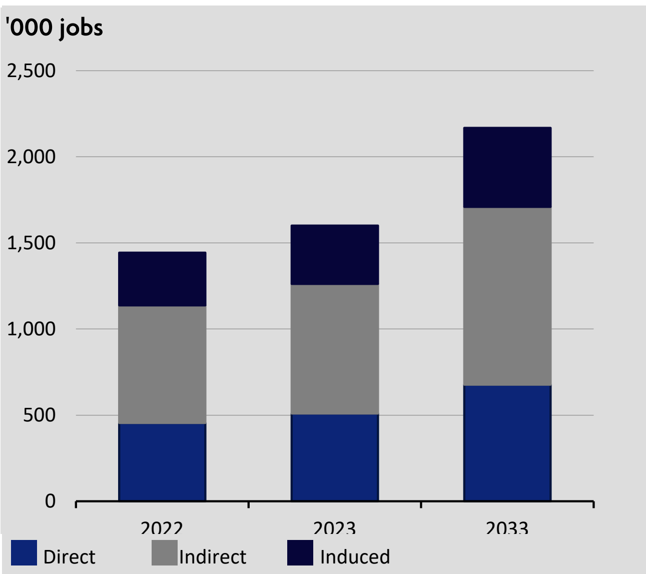


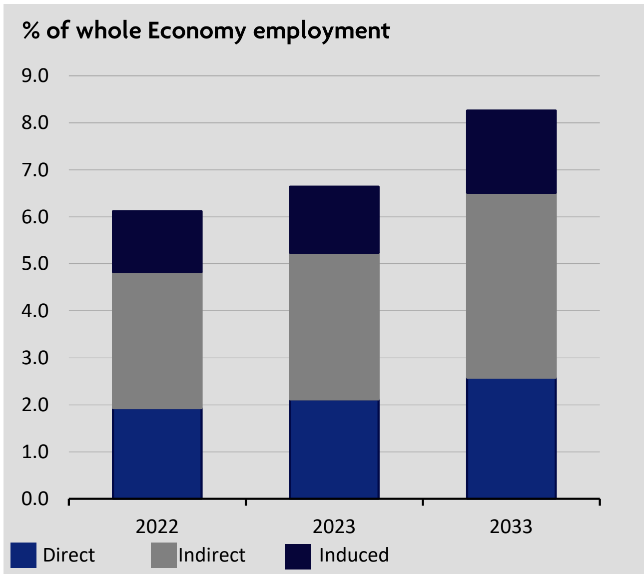


The total contribution of Travel & Tourism to employment (including wider effects from investment, the supply chain and induced income impacts, see page 3) was 1,442,576 jobs in 2022 (6.1% of total employment).

By 2033, Travel & Tourism is forecast to support 2,168,085 jobs (8.3% of total employment), an increase of 3.1% pa since 2023.

Iran: Total Contribution of Travel & Tourism to Employment





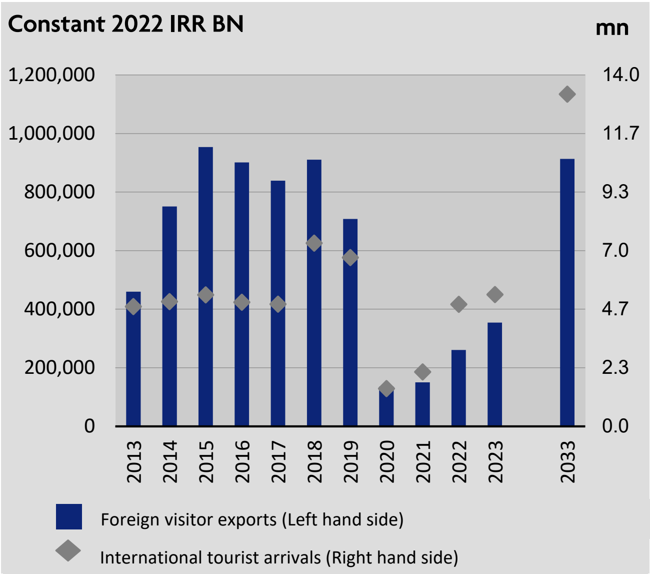
VISITOR EXPORTS AND INVESTMENT[1]

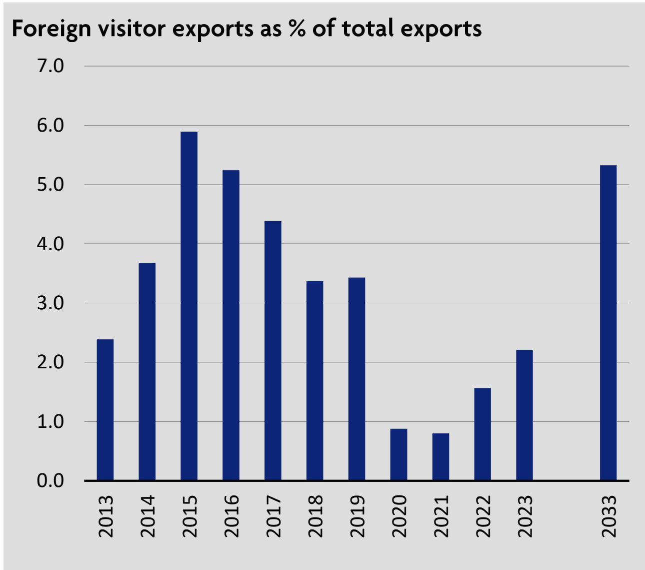
VISITOR EXPORTS

Visitor exports are a key component of the direct contribution of Travel & Tourism. In 2022, Iran generated IRR260,761.7bn in visitor exports.

By 2033, international tourist arrivals are forecast to total 13,233,000, generating expenditure of IRR913,469.9bn, an increase of 9.9% pa since 2023.

Iran: Visitor Exports and International Tourist Arrivals



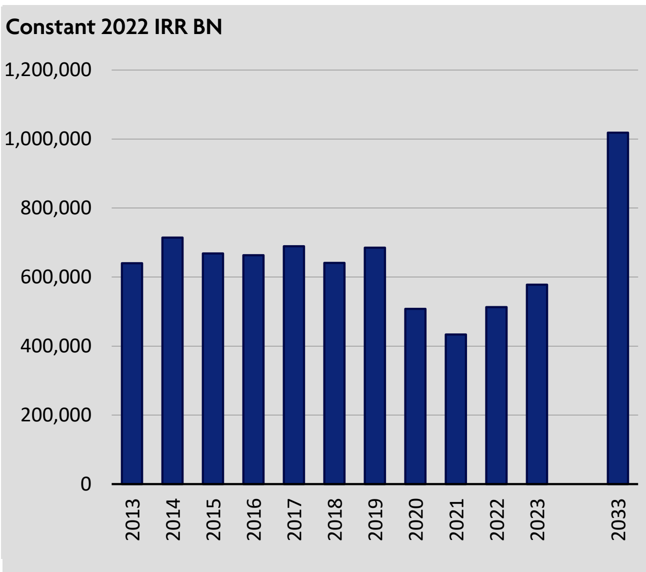


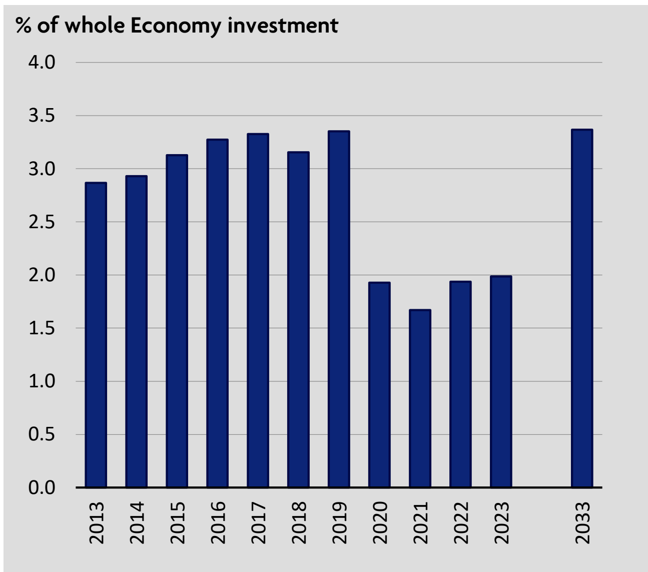
INVESTMENT

Travel & Tourism is expected to have attracted capital investment of IRR512,627.1bn in 2022.

Travel & Tourism's share of total national investment is expected to be 3.4% in 2033.

Iran: Capital Investment in Travel & Tourism





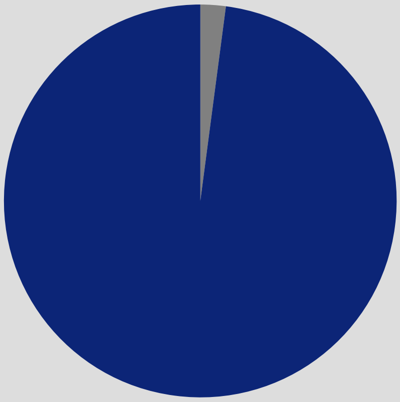
[1] All values are in constant 2022 prices & exchange rates

DIFFERENT COMPONENTS OF TRAVEL & TOURISM[1]

Iran
Travel & Tourism's contribution to GDP:
Business vs Leisure, 2022

Leisure spending
97.9%

Business spending
2.1%



Leisure travel spending (inbound and domestic) generated 97.9% of total internal spending in 2022 (IRR3,348,767.3bn) compared with 2.1% for business travel spending (IRR71,217.7bn).

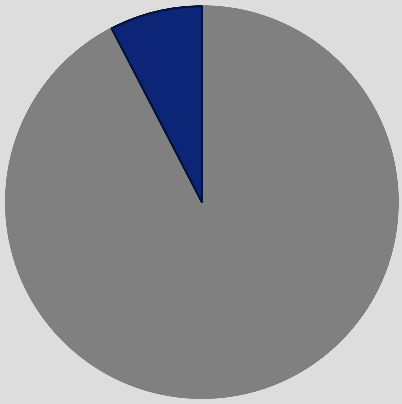
Leisure travel spending is expected to rise by 4.6% pa to IRR6,391,985.0bn from 2023 to 2033.

Business travel spending is expected to rise by 11.2% pa to IRR302,622.8bn from 2023 to 2033.

Iran
Travel & Tourism's contribution to GDP:
Domestic vs Foreign, 2022

Foreign visitor spending
7.6%

Domestic spending
92.4%



Domestic travel spending generated 92.4% (IRR3,159,223.3bn) of total internal spending in 2022 compared with 7.6% (IRR260,761.7bn) for visitor exports (ie foreign visitor spending or international tourism receipts).

Domestic travel spending is expected to rise by 4.2% pa to IRR5,781,138.0bn from 2023 to 2033.

Visitor exports are expected to rise by 9.9% pa to IRR913,469.9bn from 2023 to 2033.

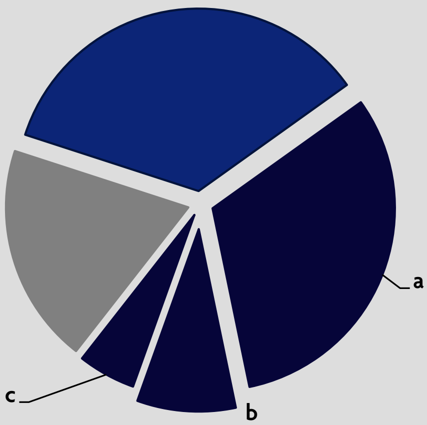
Iran
Breakdown of Travel & Tourism's
Total contribution to GDP, 2022

Direct
35.1%

Induced
19.4%

Indirect
45.4%

Indirect is the sum of:
(a) Supply chain
31.6%
(b) Investment
8.7%
(c) Government collective
5.1%



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

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

[1] All values are in constant 2022 prices & exchange rates

COUNTRY RANKINGS: ABSOLUTE CONTRIBUTION, 2022

	Travel & Tourism's Direct Contribution to GDP	2022 (US$bn)
12	Türkiye	39.3
14	Iran	38.0
17	Saudi Arabia	30.6
22	Egypt	22.0
	World Average	**12.9**
	Middle East Average	9.2
46	Israel	7.1
48	Pakistan	6.3
62	Lebanon	4.0
76	Jordan	2.2
79	Oman	2.1
162	Syria	0.2

	Travel & Tourism's Total Contribution to GDP	2022 (US$bn)
13	Iran	108.2
15	Türkiye	102.5
17	Saudi Arabia	85.0
	World Average	**36.9**
31	Egypt	31.9
	Middle East Average	25.8
37	Israel	23.1
42	Pakistan	20.0
55	Lebanon	14.8
68	Jordan	7.1
87	Oman	4.2
165	Syria	0.4

	Travel & Tourism's Direct Contribution to Employment	2022 '000 jobs
13	Egypt	1,560.3
	World Average	**1,156.0**
17	Pakistan	1,144.3
20	Türkiye	995.6
22	Saudi Arabia	866.1
32	Iran	455.2
102	Lebanon	91.3
103	Israel	84.9
104	Jordan	82.1
108	Syria	69.2
110	Oman	68.6
	Middle East Average	15.3

	Travel & Tourism's Total Contribution to Employment	2022 '000 jobs
12	Pakistan	4,097.5
15	Türkiye	3,046.6
19	Egypt	2,372.3
23	Saudi Arabia	1,992.0
28	Iran	1,442.6
	World Average	**1,422.7**
80	Lebanon	360.2
100	Jordan	259.0
103	Israel	236.5
111	Syria	175.0
118	Oman	135.0
	Middle East Average	40.4

	Travel & Tourism Investment	2022 (US$bn)
3	Saudi Arabia	42.2
15	Iran	12.2
19	Türkiye	8.4
25	Egypt	6.0
	Middle East Average	5.6
	World Average	**4.6**
37	Israel	3.6
42	Pakistan	2.8
52	Lebanon	1.8
74	Oman	0.6
80	Jordan	0.5
172	Syria	0.02

	Visitor Exports	2022 (US$bn)
4	Türkiye	56.5
11	Saudi Arabia	28.5
25	Egypt	14.0
	Middle East Average	8.6
39	Israel	6.4
40	Iran	6.2
	World Average	**6.0**
42	Jordan	6.0
44	Lebanon	5.4
83	Oman	1.9
102	Pakistan	1.1
148	Syria	0.2

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
40	Egypt	5.3
49	Jordan	4.8
54	Türkiye	4.4
72	Saudi Arabia	3.0
97	Syria	2.4
	World	2.3
	Middle East	2.2
122	Oman	2.0
127	Pakistan	1.9
142	Iran	1.6
154	Israel	1.3
162	Lebanon	1.1

	Travel & Tourism's Total Contribution to GDP	2022 % share
32	Jordan	15.2
48	Türkiye	11.5
72	Saudi Arabia	8.4
78	Egypt	7.7
	World	7.6
	Middle East	6.0
108	Pakistan	5.9
115	Syria	5.6
138	Iran	4.6
141	Israel	4.4
150	Lebanon	4.0
154	Oman	4.0

	Travel & Tourism's Direct Contribution to Employment	2022 % share
41	Saudi Arabia	6.4
45	Jordan	5.9
51	Egypt	5.6
60	Lebanon	5.0
	Middle East	3.3
	World	3.3
98	Türkiye	3.3
99	Oman	3.3
137	Israel	2.0
139	Iran	1.9
148	Syria	1.7
151	Pakistan	1.7

	Travel & Tourism's Total Contribution to Employment	2022 % share
29	Lebanon	19.8
34	Jordan	18.6
44	Saudi Arabia	14.8
82	Türkiye	10.0
	World	9.0
	Middle East	8.8
93	Egypt	8.5
127	Oman	6.4
131	Iran	6.1
132	Pakistan	6.1
138	Israel	5.6
161	Syria	4.4

	Travel & Tourism Contribution to Total Capital Investment	2022 % share
12	Saudi Arabia	18.4
28	Egypt	10.2
42	Jordan	7.8
57	Pakistan	6.2
	Middle East	5.4
102	Türkiye	3.4
	World	3.2
113	Israel	3.0
120	Lebanon	2.7
125	Oman	2.6
152	Iran	1.9
175	Syria	0.9

	Visitor Exports Contribution to Exports	2022 % share
23	Jordan	39.8
45	Egypt	20.2
53	Türkiye	16.6
55	Lebanon	15.8
	Middle East	7.1
84	Saudi Arabia	6.5
108	Israel	4.3
	World	3.6
122	Oman	3.3
125	Syria	3.1
128	Pakistan	3.0
153	Iran	1.6

COUNTRY RANKINGS: REAL GROWTH, 2022

Rank	Travel & Tourism's Direct Contribution to GDP	2022 % growth
13	Saudi Arabia	123.0
19	Jordan	94.8
31	Oman	79.8
36	Israel	76.7
	Middle East	60.9
62	Türkiye	55.4
67	Pakistan	53.3
92	Iran	42.7
95	Egypt	41.0
	World	30.1
142	Syria	24.0
182	Lebanon	-14.0

Rank	Travel & Tourism's Total Contribution to GDP	2022 % growth
18	Jordan	85.5
26	Oman	76.8
38	Israel	64.2
45	Saudi Arabia	58.2
58	Türkiye	50.5
	Middle East	46.9
67	Pakistan	45.2
86	Iran	39.2
88	Egypt	38.9
140	Syria	22.7
	World	22.0
182	Lebanon	-12.7

Rank	Travel & Tourism's Direct Contribution to Employment	2022 % growth
19	Türkiye	29.8
42	Pakistan	22.7
48	Jordan	22.4
51	Israel	22.1
62	Oman	19.5
85	Egypt	16.1
96	Iran	14.1
	World	12.8
	Middle East	12.1
117	Syria	11.6
139	Saudi Arabia	9.1
162	Lebanon	6.1

Rank	Travel & Tourism's Total Contribution to Employment	2022 % growth
13	Türkiye	30.5
19	Saudi Arabia	24.7
43	Oman	17.5
51	Pakistan	16.0
	Middle East	14.5
61	Egypt	14.2
70	Jordan	12.9
97	Iran	11.2
100	Israel	11.1
116	Syria	9.8
	World	7.9
146	Lebanon	7.0

Rank	Travel & Tourism Investment	2022 % growth
38	Oman	29.8
50	Jordan	25.8
77	Iran	18.1
83	Egypt	17.4
95	Israel	15.5
	Middle East	13.7
111	Saudi Arabia	11.9
	World	11.1
152	Pakistan	6.3
155	Syria	5.5
170	Türkiye	1.9
178	Lebanon	-2.5

Rank	Visitor Exports	2022 % growth
9	Saudi Arabia	526.1
24	Oman	254.5
42	Israel	162.4
70	Jordan	101.4
	Middle East	99.2
	World	81.9
89	Iran	73.5
96	Egypt	65.7
99	Türkiye	64.8
130	Syria	42.0
151	Pakistan	29.9
182	Lebanon	-33.8

COUNTRY RANKINGS: LONG TERM GROWTH, 2023 - 2033

	Travel & Tourism's Direct Contribution to GDP	2023 - 2033 % growth
32	Saudi Arabia	7.2
41	Jordan	6.7
44	Pakistan	6.5
52	Oman	6.0
	Middle East	5.1
79	Iran	5.1
85	Egypt	4.9
	World	4.9
109	Israel	4.3
128	Syria	3.7
132	Lebanon	3.6
176	Türkiye	2.2

	Travel & Tourism's Total Contribution to GDP	2023 - 2033 % growth
39	Pakistan	6.7
40	Saudi Arabia	6.6
52	Jordan	6.2
53	Oman	6.1
71	Egypt	5.3
73	Iran	5.3
	World	5.1
	Middle East	4.9
111	Syria	4.4
130	Lebanon	3.9
144	Israel	3.4
175	Türkiye	2.3

	Travel & Tourism's Direct Contribution to Employment	2023 - 2033 % growth
44	Saudi Arabia	4.0
45	Egypt	4.0
52	Jordan	3.8
	World	3.4
	Middle East	3.3
78	Pakistan	3.2
80	Oman	3.2
91	Iran	2.9
125	Lebanon	2.3
141	Israel	1.9
167	Syria	1.4
179	Türkiye	0.9

	Travel & Tourism's Total Contribution to Employment	2023 - 2033 % growth
37	Egypt	4.2
49	Saudi Arabia	3.9
73	Pakistan	3.4
76	Jordan	3.3
78	Oman	3.3
90	Iran	3.1
	World	3.0
	Middle East	3.0
158	Israel	1.7
163	Syria	1.5
179	Türkiye	1.0
180	Lebanon	0.9

	Travel & Tourism Investment	2023 - 2033 % growth
12	Jordan	10.7
14	Syria	10.6
28	Oman	8.8
58	Lebanon	6.9
73	Pakistan	6.4
	World	6.1
94	Iran	5.8
	Middle East	5.7
102	Saudi Arabia	5.7
113	Türkiye	5.4
155	Israel	3.9
158	Egypt	3.9

	Visitor Exports	2023 - 2033 % growth
30	Iran	9.9
40	Saudi Arabia	9.1
46	Oman	8.5
72	Jordan	6.9
	World	6.5
79	Israel	6.5
	Middle East	5.8
101	Egypt	5.7
132	Pakistan	4.6
136	Syria	4.3
164	Lebanon	3.0
184	Türkiye	0.9

SUMMARY TABLES: ESTIMATES & FORECASTS

Iran	2022 USDbn[1]	2022 % of total	2023 Growth[2]	2033 USDbn[1]	2033 % of total	2033 Growth[3]
Direct contribution to GDP	38.0	1.6	22.3	76.2	2.5	5.1
Total contribution to GDP	108.2	4.6	21.1	219.0	7.2	5.3
Direct contribution to employment[4]	455.2	1.9	12.1	677.6	2.6	2.9
Total contribution to employment[4]	1,442.6	6.1	10.9	2,168.1	8.3	3.1
Visitor exports	6.2	1.6	35.8	21.7	5.3	9.9
Domestic spending	75.2	3.2	20.7	137.6	4.6	4.2
Leisure spending	79.7	1.6	21.3	152.2	2.4	4.6
Business spending	1.7	0.0	47.2	7.2	0.1	11.2
Capital investment	12.2	1.9	12.7	24.3	3.4	5.8

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

Middle East	2022 USDbn[1]	2022 % of total	2023 Growth[2]	2033 USDbn[1]	2033 % of total	2033 Growth[3]
Direct contribution to GDP	120.2	2.2	22.9	243.0	3.2	5.1
Total contribution to GDP	335.6	6.0	23.1	667.5	8.8	4.9
Direct contribution to employment[4]	2,579.9	3.3	6.6	3,797.1	4.2	3.3
Total contribution to employment[4]	6,828.0	8.8	7.2	9,831.9	10.8	3.0
Visitor exports	112.4	7.1	42.6	282.5	11.8	5.8
Domestic spending	148.6	2.7	12.8	255.9	3.9	4.3
Leisure spending	225.6	1.8	26.5	456.3	2.7	4.8
Business spending	35.4	0.3	20.2	82.1	0.4	6.8
Capital investment	72.5	5.4	10.8	139.7	7.4	5.7

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

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

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

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

THE ECONOMIC CONTRIBUTION OF TRAVEL & TOURISM: REAL 2022 PRICES

Iran (IRRbn, real 2022 prices)	2017	2018	2019	2020	2021	2022	2023E	2033F
1. Visitor exports	839,073	910,441	708,060	135,236	150,253	260,762	354,130	913,470
2. Domestic expenditure (includes government individual spending)	3,308,402	3,080,006	3,067,400	1,760,248	2,255,708	3,159,223	3,813,010	5,781,138
3. Internal tourism consumption (= 1 + 2)	4,147,475	3,990,447	3,775,459	1,895,484	2,405,961	3,419,985	4,167,140	6,694,608
4. Purchases by tourism providers, including imported goods (supply chain)	-2,230,885	-2,149,659	-2,032,575	-1,017,513	-1,287,177	-1,823,559	-2,214,932	-3,494,102
5. **Direct contribution of Travel & Tourism to GDP** (= 3 + 4)	1,916,590	1,840,788	1,742,884	877,971	1,118,784	1,596,426	1,952,208	3,200,506
Relative contribution (% whole economy)	2.0	2.0	1.9	0.9	1.2	1.6	1.9	2.5
Other final impacts (indirect & induced) 6 Domestic supply chain	1,916,590	1,840,788	1,742,884	877,971	1,118,784	1,596,426	1,952,208	3,200,506
7. Capital investment	688,953	640,917	684,941	507,608	433,971	512,627	577,909	1,018,573
8. Government collective spending	303,682	263,821	246,537	173,803	200,048	237,936	267,658	361,095
9. Imported goods from indirect spending	-415,040	-400,703	-390,622	-229,103	-226,104	-281,149	-315,517	-370,682
10. Induced	1,063,635	1,009,338	971,000	502,716	620,099	883,136	1,069,349	1,786,882
11. **Total contribution of Travel & Tourism to GDP** **(= 5 + 6 + 7 + 8 + 9 + 10)**	5,474,409	5,194,949	4,997,624	2,710,967	3,265,582	4,545,402	5,503,816	9,196,880
Relative contribution (% whole economy)	5.8	5.7	5.5	2.9	3.4	4.6	5.5	7.2
Employment impacts ('000) 12. Direct contribution of Travel & Tourism to employment	515.4	609.6	609.0	373.7	398.9	455.2	510.2	677.6
Relative contribution (% whole economy)	2.2	2.5	2.5	1.6	1.7	1.9	2.1	2.6
13. **Total contribution of Travel & Tourism to employment**	1,638.7	1,922.3	1,944.4	1,288.6	1,297.3	1,442.6	1,600.2	2,168.1
Relative contribution (% whole economy)	7.0	8.0	8.0	5.5	5.5	6.1	6.6	8.3
Other indicators 14. Expenditure on outbound travel	2,336,207	1,612,102	2,117,492	389,659	445,305	743,224	1,036,326	2,473,761

E - Estimate, F - Forecast

THE ECONOMIC CONTRIBUTION OF TRAVEL & TOURISM: NOMINAL PRICES

Iran (IRRbn, nominal prices)	2017	2018	2019	2020	2021	2022	2023E	2033F
1. Visitor exports	149,327	213,040	215,041	59,664	103,623	260,762	407,250	2,106,290
2. Domestic expenditure (includes government individual spending)	588,786	720,709	931,584	776,591	1,555,661	3,159,224	4,384,961	13,330,219
3. Internal tourism consumption (= 1 + 2)	738,113	933,749	1,146,625	836,254	1,659,284	3,419,985	4,792,211	15,436,509
4. Purchases by tourism providers, including imported goods (supply chain)	-397,023	-503,012	-617,303	-448,909	-887,708	-1,823,559	-2,547,171	-8,056,743
5. **Direct contribution of Travel & Tourism to GDP** (= 3 + 4)	341,089	430,737	529,323	387,345	771,576	1,596,426	2,245,040	7,379,767
Other final impacts (indirect & induced) 6. Domestic supply chain	341,089	430,737	529,323	387,345	771,576	1,596,426	2,245,040	7,379,767
7. Capital investment	122,611	149,972	208,020	223,948	299,290	512,627	664,596	2,348,637
8. Government collective spending	54,045	61,733	74,874	76,679	137,964	237,936	307,807	832,618
9. Imported goods from indirect spending	-73,863	-93,763	-118,634	-101,076	-155,934	-281,148	-362,845	-854,725
10. Induced	189,292	236,181	294,897	221,789	427,655	883,136	1,229,751	4,120,216
11. **Total contribution of Travel & Tourism to GDP (= 5 + 6 + 7 + 8 + 9 + 10)**	974,263	1,215,598	1,517,803	1,196,031	2,252,126	4,545,402	6,329,388	21,206,280
Employment impacts ('000) 12. Direct contribution of Travel & Tourism to employment	515.4	609.6	609.0	373.7	398.9	455.2	510.2	677.6
13. **Total contribution of Travel & Tourism to employment**	1,638.7	1,922.3	1,944.4	1,288.6	1,297.3	1,442.6	1,600.2	2,168.1
Other indicators 14 Expenditure on outbound travel	415,767	377,226	643,093	171,911	307,107	743,224	1,191,775	5,704,029

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)

Iran (USDbn, real 2022 prices)	2017	2018	2019	2020	2021	2022	2023E	2033F
1. Visitor exports	20.0	21.7	16.9	3.2	3.6	6.2	8.4	21.7
2. Domestic expenditure (includes government individual spending)	78.8	73.3	73.0	41.9	53.7	75.2	90.8	137.6
3. Internal tourism consumption (= 1 + 2)	98.7	95.0	89.9	45.1	57.3	81.4	99.2	159.4
4. Purchases by tourism providers, including imported goods (supply chain)	-53.1	-51.2	-48.4	-24.2	-30.6	-43.4	-52.7	-83.2
5. **Direct contribution of Travel & Tourism to GDP** (= 3 + 4)	45.6	43.8	41.5	20.9	26.6	38.0	46.5	76.2
Relative contribution (% whole economy)	2.0	2.0	1.9	0.9	1.2	1.6	1.9	2.5
Other final impacts (indirect & induced)								
6 Domestic supply chain	45.6	43.8	41.5	20.9	26.6	38.0	46.5	76.2
7. Capital investment	16.4	15.3	16.3	12.1	10.3	12.2	13.8	24.3
8. Government collective spending	7.2	6.3	5.9	4.1	4.8	5.7	6.4	8.6
9. Imported goods from indirect spending	-9.9	-9.5	-9.3	-5.5	-5.4	-6.7	-7.5	-8.8
10. Induced	25.3	24.0	23.1	12.0	14.8	21.0	25.5	42.5
11. **Total contribution of Travel & Tourism to GDP (= 5 + 6 + 7 + 8 + 9 + 10)**	130.3	123.7	119.0	64.5	77.8	108.2	131.0	219.0
Relative contribution (% whole economy)	5.8	5.7	5.5	2.9	3.4	4.6	5.5	7.2
Employment impacts ('000)								
12. Direct contribution of Travel & Tourism to employment	515.4	609.6	609.0	373.7	398.9	455.2	510.2	677.6
Relative contribution (% whole economy)	2.2	2.5	2.5	1.6	1.7	1.9	2.1	2.6
13. **Total contribution of Travel & Tourism to employment**	1,638.7	1,922.3	1,944.4	1,288.6	1,297.3	1,442.6	1,600.2	2,168.1
Relative contribution (% whole economy)	7.0	8.0	8.0	5.5	5.5	6.1	6.6	8.3
Other indicators								
14. Expenditure on outbound travel	55.6	38.4	50.4	9.3	10.6	17.7	24.7	58.9

E - Estimate, F - Forecast

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

Iran (USDbn, nominal prices)	2017	2018	2019	2020	2021	2022	2023E	2033F
1. Visitor exports	4.5	5.2	5.1	1.4	2.5	6.2	9.7	43.3
2. Domestic expenditure (includes government individual spending)	17.7	17.6	22.2	18.5	37.0	75.2	104.4	274.3
3. Internal tourism consumption (= 1 + 2)	22.2	22.8	27.3	19.9	39.5	81.4	114.1	317.7
4. Purchases by tourism providers, including imported goods (supply chain)	-11.9	-12.3	-14.7	-10.7	-21.1	-43.4	-60.6	-165.8
5. **Direct contribution of Travel & Tourism to GDP** (= 3 + 4)	10.3	10.5	12.6	9.2	18.4	38.0	53.5	151.9
Other final impacts (indirect & induced) 6. Domestic supply chain	10.3	10.5	12.6	9.2	18.4	38.0	53.5	151.9
7. Capital investment	3.7	3.7	5.0	5.3	7.1	12.2	15.8	48.3
8. Government collective spending	1.6	1.5	1.8	1.8	3.3	5.7	7.3	17.1
9. Imported goods from indirect spending	-2.2	-2.3	-2.8	-2.4	-3.7	-6.7	-8.6	-17.6
10. Induced	5.7	5.8	7.0	5.3	10.2	21.0	29.3	84.8
11. **Total contribution of Travel & Tourism to GDP (= 5 + 6 + 7 + 8 + 9 + 10)**	29.3	29.7	36.1	28.5	53.6	108.2	150.7	436.4
Employment impacts ('000) 12. Direct contribution of Travel & Tourism to employment	515.4	609.6	609.0	373.7	398.9	455.2	510.2	677.6
13. Total contribution of Travel & Tourism to employment	1,638.7	1,922.3	1,944.4	1,288.6	1,297.3	1,442.6	1,600.2	2,168.1
Other indicators 14. Expenditure on outbound travel	12.5	9.2	15.3	4.1	7.3	17.7	28.4	117.4

E - Estimate, F - Forecast

*Concepts shown in this table align with the standard table totals as described in the *2008 Tourism Satellite Account: Recommended Methodological* Framework (TSA: RMF 2008) developed by the United Nations Statistical Division (UNSD), the Statistical Office of the European Communities (EUROSTAT), the Organisation for Economic Co-operation and Development (OECD) and the World Tourism Organization (UNWTO).

Historical data for concepts has been benchmarked to match reported TSA data where available.

THE ECONOMIC CONTRIBUTION OF TRAVEL & TOURISM: GROWTH

Iran Growth[1] (%)	2017	2018	2019	2020	2021	2022	2023E	2033F [2]
1. Visitor exports	-6.9	8.5	-22.2	-80.9	11.1	73.5	35.8	9.9
2. Domestic expenditure (includes government individual spending)	-3.9	-6.9	-0.4	-42.6	28.1	40.1	20.7	4.2
3. Internal tourism consumption (= 1 + 2)	-4.5	-3.8	-5.4	-49.8	26.9	42.1	21.8	4.9
4. Purchases by tourism providers, including imported goods (supply chain)	-4.4	-3.6	-5.4	-49.9	26.5	41.7	21.5	4.7
5. **Direct contribution of Travel & Tourism to GDP** (= 3 + 4)	-4.7	-4.0	-5.3	-49.6	27.4	42.7	22.3	5.1
Other final impacts (indirect & induced) 6. Domestic supply chain	-4.7	-4.0	-5.3	-49.6	27.4	42.7	22.3	5.1
7. Capital investment	3.9	-7.0	6.9	-25.9	-14.5	18.1	12.7	5.8
8. Government collective spending	4.1	-13.1	-6.6	-29.5	15.1	18.9	12.5	3.0
9. Imported goods from indirect spending	-0.7	-3.5	-2.5	-41.3	-1.3	24.3	12.2	1.6
10. Induced	-3.2	-5.1	-3.8	-48.2	23.3	42.4	21.1	5.3
11. **Total contribution of Travel & Tourism to GDP (= 5 + 6 + 7 + 8 + 9 + 10)**	-3.2	-5.1	-3.8	-45.8	20.5	39.2	21.1	5.3
Employment impacts ('000) 12. Direct contribution of Travel & Tourism to employment	-5.8	18.3	-0.1	-38.6	6.8	14.1	12.1	2.9
13. **Total contribution of Travel & Tourism to employment**	-4.5	17.3	1.1	-33.7	0.7	11.2	10.9	3.1
Other indicators 14 Expenditure on outbound travel	7.3	-31.0	31.3	-81.6	14.3	66.9	39.4	9.1

E - Estimate, F - Forecast

[1]2017-2023 real annual growth adjusted for inflation (%); [2]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

ECONOMIC IMPACT REPORTS

REGIONS, SUB REGIONS & COUNTRIES/ECONOMIES

WORLD		
REGION	SUB REGION	COUNTRY & ECONOMY
AFRICA	NORTH AFRICA	Algeria
		Egypt
		Libya
		Morocco
		Tunisia
	SUB-SAHARAN	Angola
		Benin
		Botswana
		Burkina Faso
		Burundi
		Cameroon
		Cape Verde
		Central African Republic
		Chad
		Comoros
		Congo
		Côte d'Ivoire
		Democratic Republic of Congo
		Eswatini
		Ethiopia
		Gabon
		Gambia
		Ghana
		Guinea
		Kenya
		Lesotho
		Madagascar
		Malawi
		Mali
		Mauritius
		Mozambique
		Namibia
		Niger
		Nigeria
		Réunion
		Rwanda
		Sao Tome and Principe
		Senegal
		Seychelles
		Sierra Leone
		South Africa
		Sudan
		Tanzania
		Togo
		Uganda
		Zambia
		Zimbabwe

REGION	SUB REGION	COUNTRY & ECONOMY
AMERICAS	CARIBBEAN	Anguilla
		Antigua and Barbuda
		Aruba
		Bahamas
		Barbados
		Bermuda
		British Virgin Islands
		Cayman Islands
		Cuba
		Curaçao*
		Dominica
		Dominican Republic
		Grenada
		Guadeloupe
		Haiti
		Jamaica
		Martinique
		Puerto Rico
		St Kitts and Nevis
		St Lucia
		St Vincent and the Grenadines
		Trinidad and Tobago
		US Virgin Islands
	LATIN AMERICA	Argentina
		Belize
		Bolivia
		Brazil
		Chile
		Colombia
		Costa Rica
		Ecuador
		El Salvador
		Guatemala
		Guyana
		Honduras
		Nicaragua
		Panama
		Paraguay
		Peru
		Suriname
		Uruguay
		Venezuela
	NORTH AMERICA	Canada
		Mexico
		USA

REGION	SUB REGION	COUNTRY & ECONOMY
ASIA-PACIFIC	NORTHEAST ASIA	China
		Hong Kong SAR, China
		Japan
		South Korea
		Macau SAR, China
		Mongolia
		Taiwan, China
	CENTRAL ASIA	Kazakhstan
		Kyrgyzstan
		Tajikistan
		Uzbekistan
	OCEANIA	Australia
		Fiji
		Kiribati
		New Zealand
		Papua New Guinea
		Solomon Islands
		Tonga
		Vanuatu
		Other Oceanic States
	SOUTH ASIA	Bangladesh
		India
		Maldives
		Nepal
		Pakistan
		Sri Lanka
	SOUTHEAST ASIA (ASEAN)	Brunei
		Cambodia
		Indonesia
		Laos
		Malaysia
		Myanmar
		Philippines
		Singapore
		Thailand
		Vietnam
EUROPE	EUROPEAN UNION	Austria
		Belgium
		Bulgaria
		Croatia
		Cyprus
		Czech Republic
		Denmark
		Estonia
		Finland
		France
		Germany
		Greece

REGION	SUB-REGION	COUNTRY & ECONOMY
EUROPE	EUROPEAN UNION	Hungary
		Ireland
		Italy
		Latvia
		Lithuania
		Luxembourg
		Malta
		Netherlands
		Poland
		Portugal
		Romania
		Slovakia
		Slovenia
		Spain
		Sweden
	OTHER EUROPE	Albania
		Armenia
		Azerbaijan
		Belarus
		Bosnia and Herzegovina
		Georgia
		Iceland
		Moldova
		Montenegro
		North Macedonia
		Norway
		Russian Federation
		Serbia
		Switzerland
		Türkiye
		UK
		Ukraine
MIDDLE EAST		Bahrain
		Iran
		Iraq
		Israel
		Jordan
		Kuwait
		Lebanon
		Oman
		Qatar
		Saudi Arabia
		Syria
		United Arab Emirates
		Yemen

* Referred to as Former Netherlands Antilles in previous WTTC reports.

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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.

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ForwardKeys was founded in 2010 on the premise that businesses dependent on international travellers – such as tourism organisations, hotels and retailers – would make better strategic decisions if they knew who was travelling where, when and for how long. The self-funded company, therefore, developed the most comprehensive database of air travel bookings in the industry, offering detailed information on traveller profiles.

Yet ForwardKeys is more than just a consultancy to the aviation industry. In recent years, it has evolved to become a travel intelligence specialist, able to provide insight into not only the flow of international travellers but also their behaviour and preferences at their destination.

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

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

To download reports or data, please visit: **ResearchHub.WTTC.org**

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