WORLD TRAVEL & TOURISM COUNCIL

TRAVEL & TOURISM

ECONOMIC IMPACT 2023

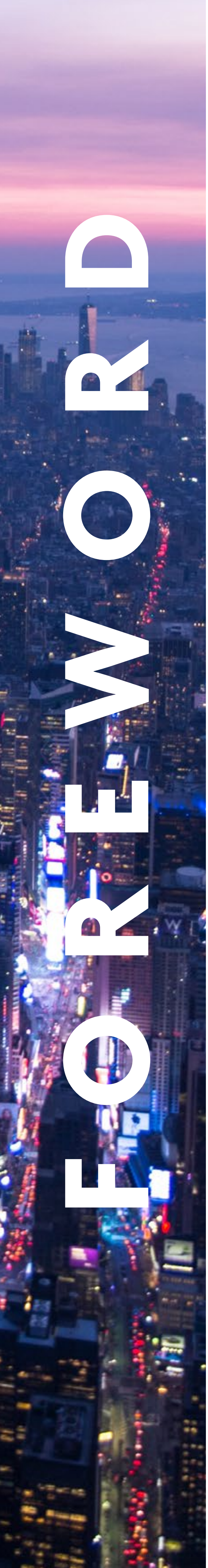
SOUTH KOREA

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
Change in Travel & Tourism Jobs (Year on year)	2014-2019 Jobs 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

SOUTH KOREA

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

South Korea Key Data

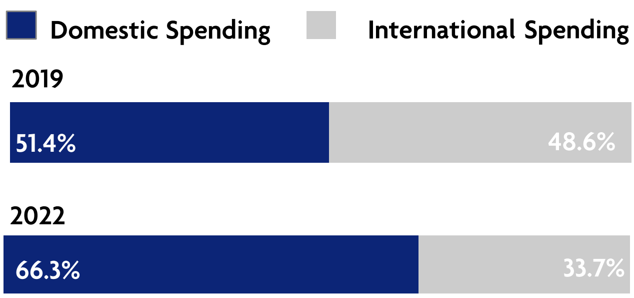
2019	4.4% (of Total Economy) KRW 88,874.1BN (USD 68.8BN)	Change in 2020: -38.4%	1.35MN =5.0% (Share of Total Jobs)	Change in 2020: -13.1%
2022	3.6% KRW 76,709.0BN (USD 59.4BN)	Annual Change: +30.0% (-13.7% vs 2019) Economy Change: +2.7%	1.26MN =4.5%	Annual Change: +0.3% (-6.8% vs 2019)
2023 (F)	3.8% KRW 81,972.2BN (USD 63.5BN)	Annual Change: +6.9% (-7.8% vs 2019)	1.32MN =4.7%	Annual Change: +4.7% (-2.4% vs 2019)
2033 (F)	4.8% KRW 122,904.0BN (USD 95.2BN)	CAGR (2023 - 2033): +4.1% Economy CAGR (2023 - 2033): +1.7%	1.75MN =6.5%	New Jobs (2033 vs 2023): 0.4MN

SOUTH KOREA

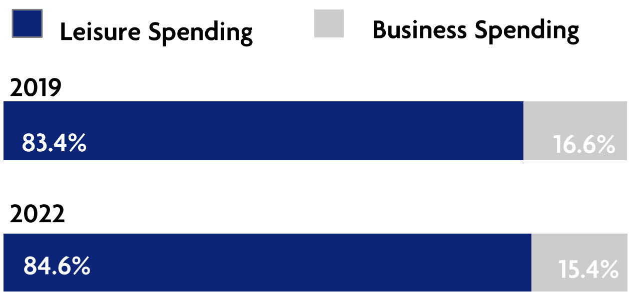
2023 Annual Research: Key Highlights[1]

South Korea Visitor Spending

	2019	2022	2023 (F)	2033 (F)
International Visitor Spending:				
	KRW**31,063.2**BN (USD 24.1BN) **3.9%** of total exports	KRW**18,494.5**BN (USD 14.3BN) Annual Change: **47.6%** (**-40.5%** vs 2019)	Annual Change: **16.1%** (**-30.9%** vs 2019)	KRW**46,830.0**BN (USD 36.3BN) **4.2%** of total exports CAGR (2023 - 2033): **8.1%**
Domestic Visitor Spending:				
	KRW**32,874.5**BN (USD 25.5BN)	KRW**36,329.5**BN (USD 28.1BN) Annual Change: **33.3%** (**10.5%** vs 2019)	Annual Change: **-0.9%** (**9.6%** vs 2019)	KRW**41,003.5**BN (USD 31.8BN) CAGR (2023 - 2033): **1.3%**



% share of total spending



% share of total spending

Inbound Arrivals[4]:

2019	2022
1. China **34%**	**1.** United States **18%**
2. Japan **19%**	**2.** China **10%**
3. Taiwan, China **7%**	**3.** Japan **8%**
4. United States **6%**	**4.** Philippines **7%**
5. Hong Kong, SAR China **4%**	**5.** Viet Nam **6%**
Rest of world 30%	**Rest of world 52%**

Outbound Departures[4]:

2019	2022
1. Japan **18%**	**1.** Japan **13%**
2. China **14%**	**2.** United States **12%**
3. Viet Nam **14%**	**3.** Viet Nam **11%**
4. United States **7%**	**4.** China **9%**
5. Philippines **6%**	**5.** Thailand **7%**
Rest of world 42%	**Rest of world 48%**

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.

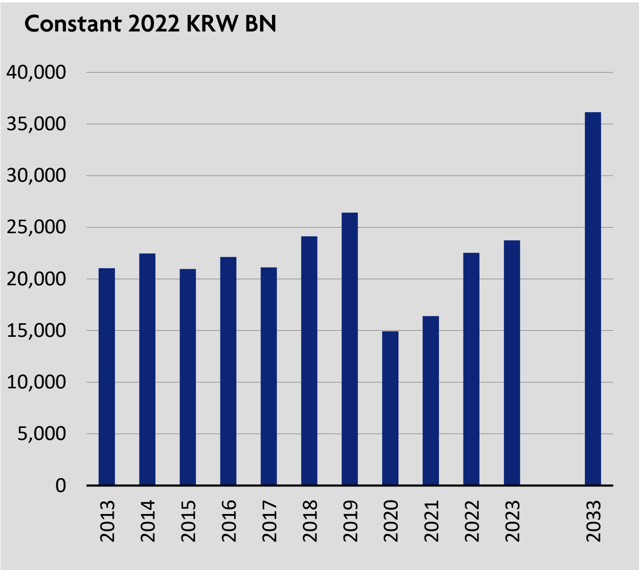
PLEASE NOTE THAT DUE TO CHANGES IN METHODOLOGY BETWEEN 2010 AND 2011, IT IS NOT POSSIBLE TO COMPARE FIGURES PUBLISHED BY WTTC FROM 2011 ONWARDS WITH THE SERIES PUBLISHED IN PREVIOUS YEARS.

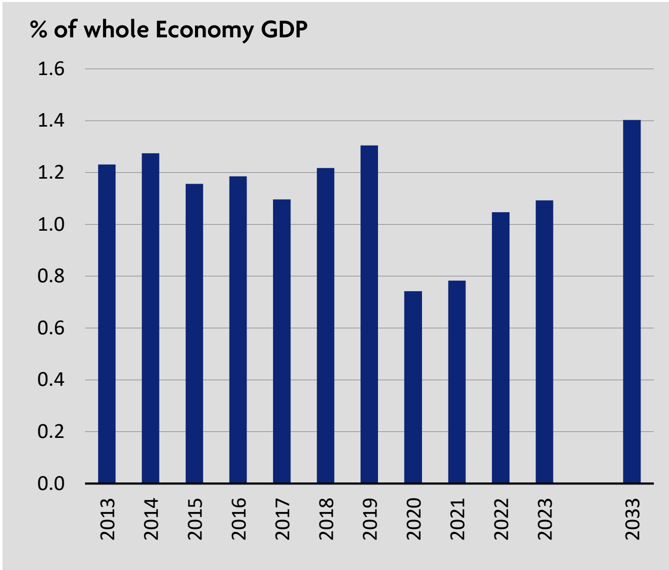
TRAVEL & TOURISM'S CONTRIBUTION TO GDP[1]

The direct contribution of Travel & Tourism to GDP in 2022 was KRW22,523.3bn (1.0% of GDP). This primarily reflects the economic activity generated by industries such as hotels, travel agents, airlines and other passenger transportation services (excluding commuter services). But it also includes, for example, the activities of the restaurant and leisure industries directly supported by tourists.

The direct contribution of Travel & Tourism to GDP is expected to grow by 4.3% pa to KRW36,147.2bn (1.4% of GDP) from 2023 to 2033.

South Korea: Direct Contribution of Travel & Tourism to GDP

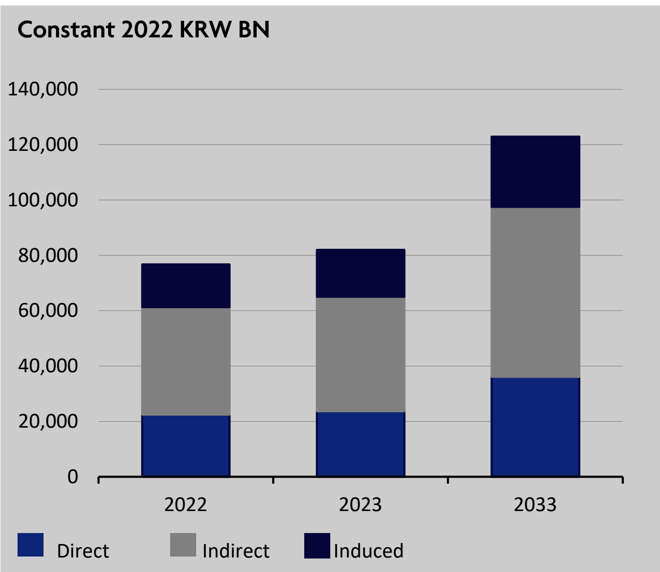


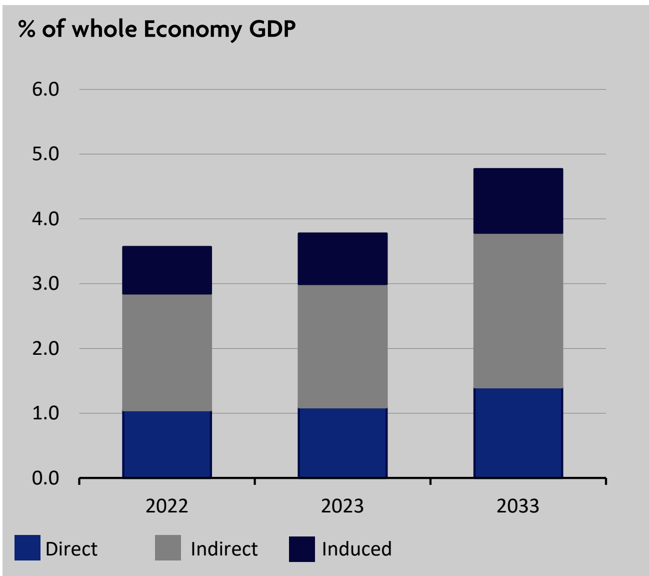


The total contribution of Travel & Tourism to GDP (including wider effects from investment, the supply chain and induced income impacts, see page 3) was KRW76,709.0bn in 2022 (3.6% of GDP).

It is forecast to rise by 4.1% pa to KRW122,904.0bn from 2023 to 2033 (4.8% of GDP).

South Korea: Total Contribution of Travel & Tourism to GDP





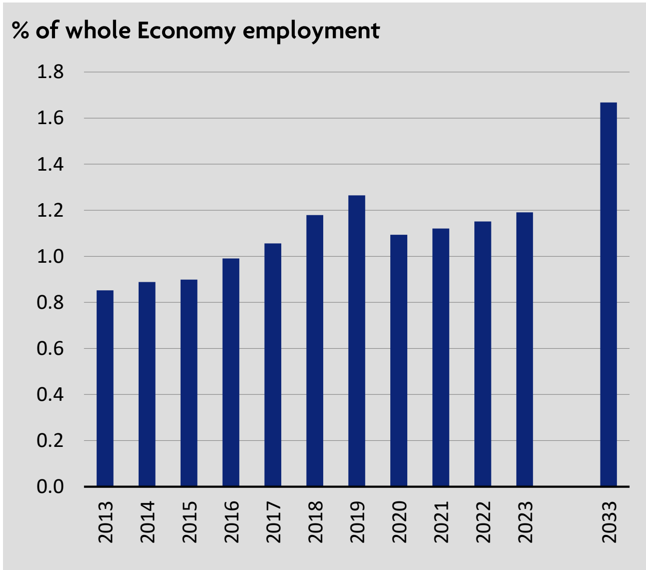
[1] All values are in constant 2022 prices & exchange rates

TRAVEL & TOURISM'S CONTRIBUTION TO EMPLOYMENT

Travel & Tourism generated 323,392 jobs directly in 2022 (1.2% 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 449,398 jobs directly (1.7% of total employment), an increase of 3.0% pa from 2023.

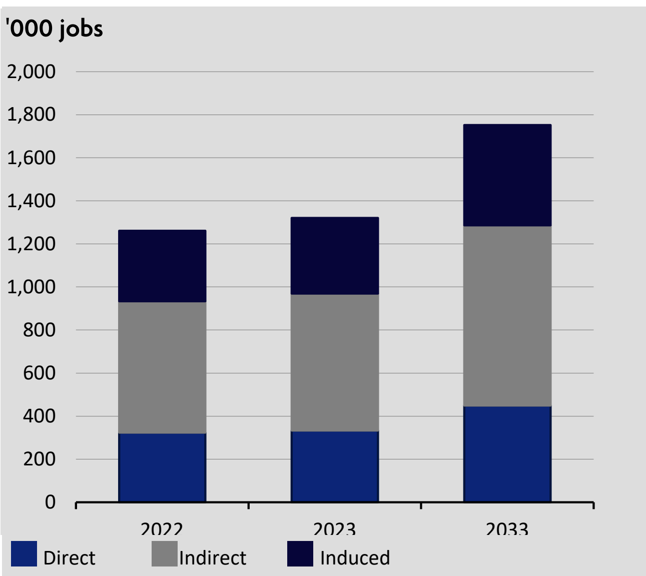
South Korea: Direct Contribution of Travel & Tourism to Employment

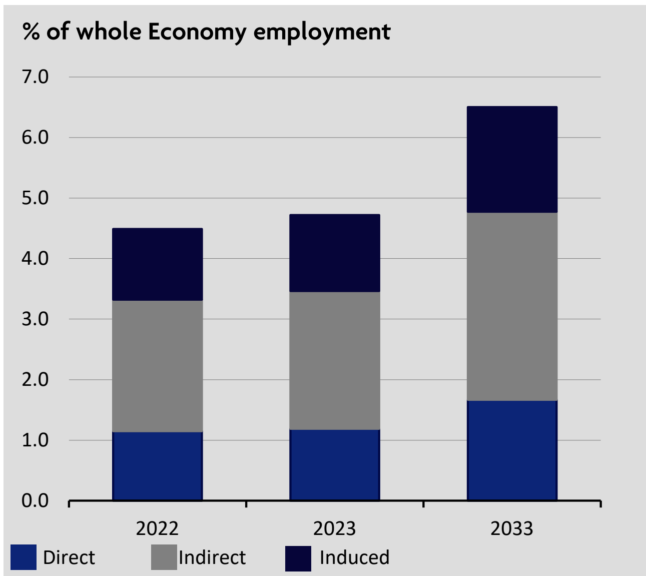


The total contribution of Travel & Tourism to employment (including wider effects from investment, the supply chain and induced income impacts, see page 3) was 1,260,564 jobs in 2022 (4.5% of total employment).

By 2033, Travel & Tourism is forecast to support 1,751,724 jobs (6.5% of total employment), an increase of 2.9% pa since 2023.

South Korea: Total Contribution of Travel & Tourism to Employment





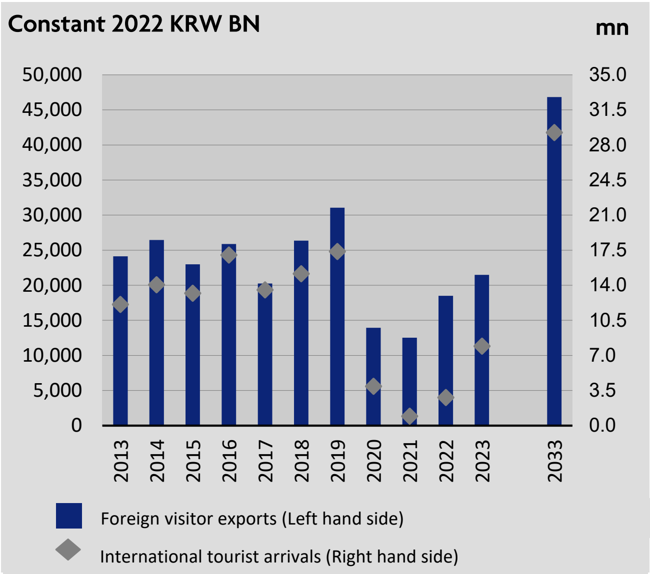
VISITOR EXPORTS AND INVESTMENT[1]

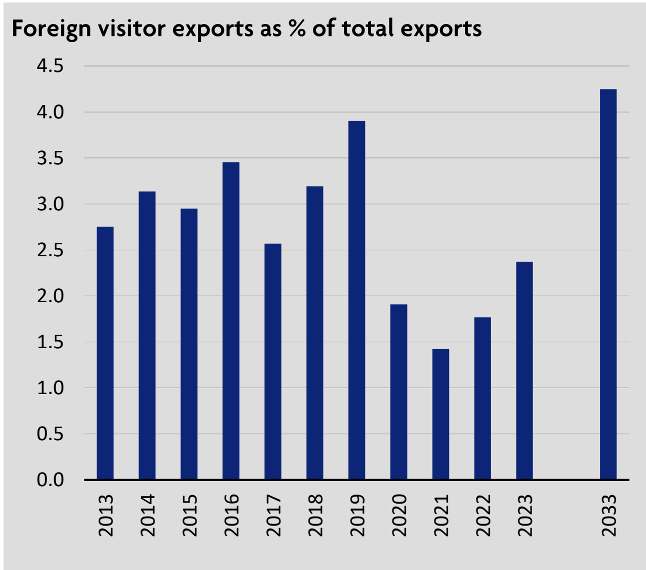
VISITOR EXPORTS

Visitor exports are a key component of the direct contribution of Travel & Tourism. In 2022, South Korea generated KRW18,494.5bn in visitor exports.

By 2033, international tourist arrivals are forecast to total 29,240,000, generating expenditure of KRW46,830.0bn, an increase of 8.1% pa since 2023.

South Korea: Visitor Exports and International Tourist Arrivals



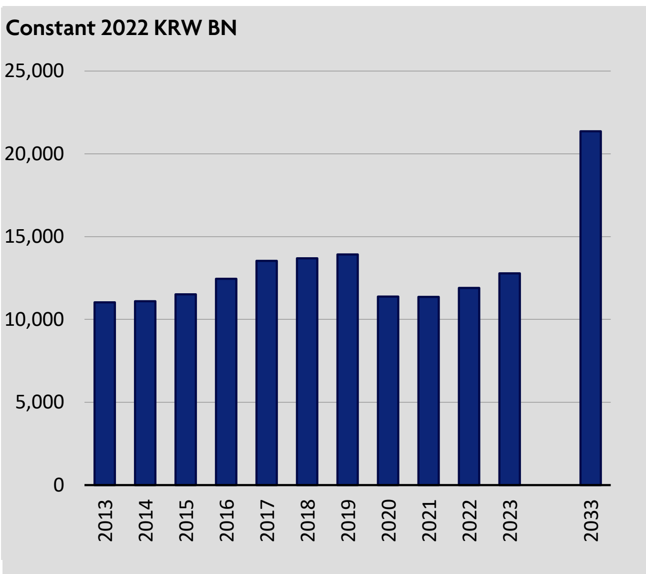


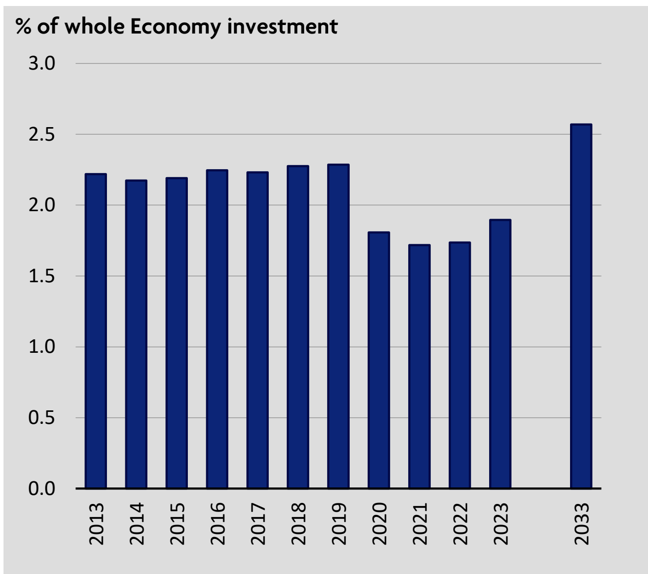
INVESTMENT

Travel & Tourism is expected to have attracted capital investment of KRW11,904.2bn in 2022.

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

South Korea: Capital Investment in Travel & Tourism

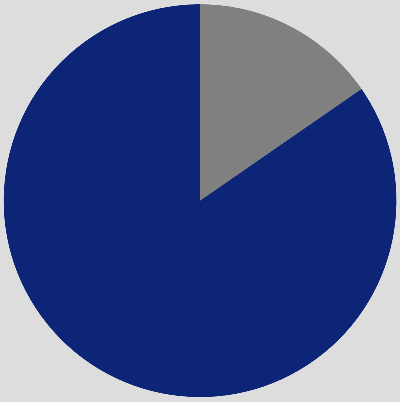




[1] All values are in constant 2022 prices & exchange rates

DIFFERENT COMPONENTS OF TRAVEL & TOURISM[1]

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



Leisure spending
84.6%

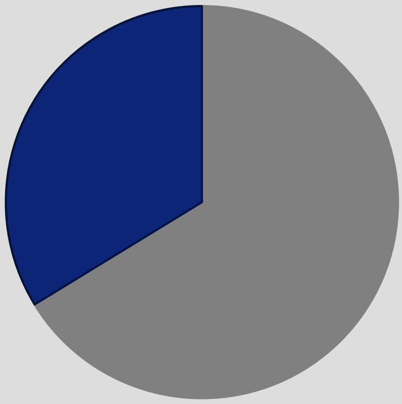
Business spending
15.4%

Leisure travel spending (inbound and domestic) generated 84.6% of total internal spending in 2022 (KRW46,403.2bn) compared with 15.4% for business travel spending (KRW8,420.8bn).

Leisure travel spending is expected to rise by 4.3% pa to KRW74,037.2bn from 2023 to 2033.

Business travel spending is expected to rise by 4.6% pa to KRW13,796.3bn from 2023 to 2033.

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



Foreign visitor spending
33.7%

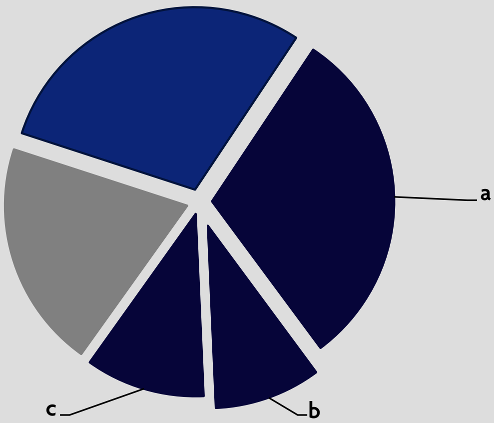
Domestic spending
66.3%

Domestic travel spending generated 66.3% (KRW36,329.5bn) of total internal spending in 2022 compared with 33.7% (KRW18,494.5bn) for visitor exports (ie foreign visitor spending or international tourism receipts).

Domestic travel spending is expected to rise by 1.3% pa to KRW41,003.5bn from 2023 to 2033.

Visitor exports are expected to rise by 8.1% pa to KRW46,830.0bn from 2023 to 2033.

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



Direct
29.4%

Induced
20.1%

Indirect
50.5%

Indirect is the sum of:
(a) Supply chain
30.5%
(b) Investment
9.5%
(c) Government collective
10.6%

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

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

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

COUNTRY RANKINGS: ABSOLUTE CONTRIBUTION, 2022

	Travel & Tourism's Direct Contribution to GDP	2022 (US$bn)
8	Japan	82.7
	Northeast Asia Average	37.2
19	Thailand	23.7
27	South Korea	17.4
30	Indonesia	15.0
	World Average	12.9
32	Viet Nam	12.1
35	Malaysia	10.5
92	Cambodia	1.5
102	Sri Lanka	1.2
136	Myanmar	0.4
160	Laos	0.2

	Travel & Tourism's Total Contribution to GDP	2022 (US$bn)
5	Japan	257.3
	Northeast Asia Average	136.2
20	South Korea	59.4
21	Indonesia	52.0
24	Thailand	49.6
	World Average	36.9
44	Malaysia	18.8
46	Viet Nam	17.4
89	Sri Lanka	4.0
104	Cambodia	2.9
125	Myanmar	1.4
150	Laos	0.7

	Travel & Tourism's Direct Contribution to Employment	2022 '000 jobs
4	Thailand	4,626.5
6	Indonesia	4,332.5
9	Viet Nam	2,771.4
11	Japan	1,580.5
16	Malaysia	1,234.3
	World Average	1,156.0
18	Cambodia	1,081.9
	Northeast Asia Average	523.2
40	South Korea	323.4
45	Myanmar	301.6
71	Sri Lanka	155.7
106	Laos	80.2

	Travel & Tourism's Total Contribution to Employment	2022 '000 jobs
4	Indonesia	11,437.3
7	Thailand	6,993.5
10	Japan	5,090.6
11	Viet Nam	4,228.8
20	Malaysia	2,136.3
21	Cambodia	2,092.7
	Northeast Asia Average	1,444.0
	World Average	1,422.7
33	South Korea	1,260.6
39	Myanmar	951.8
54	Sri Lanka	642.0
86	Laos	325.2

	Travel & Tourism Investment	2022 (US$bn)
	Northeast Asia Average	27.3
7	Japan	25.4
10	Indonesia	17.4
17	South Korea	9.2
24	Viet Nam	6.3
	World Average	4.6
30	Malaysia	4.2
55	Thailand	1.7
81	Sri Lanka	0.5
84	Cambodia	0.5
120	Laos	0.2
145	Myanmar	0.09

	Visitor Exports	2022 (US$bn)
21	Thailand	15.0
23	South Korea	14.3
	Northeast Asia Average	8.9
37	Indonesia	7.0
	World Average	6.0
50	Viet Nam	4.1
62	Malaysia	3.2
72	Japan	2.6
92	Cambodia	1.3
97	Sri Lanka	1.1
138	Myanmar	0.3
162	Laos	0.08

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
46	Cambodia	5.0
50	Thailand	4.8
74	Viet Nam	3.0
85	Malaysia	2.6
	World	2.3
123	Japan	2.0
148	Sri Lanka	1.5
159	Indonesia	1.1
163	Laos	1.1
	Northeast Asia	1.0
165	South Korea	1.0
184	Myanmar	0.6

	Travel & Tourism's Total Contribution to GDP	2022 % share
54	Thailand	10.1
56	Cambodia	9.8
	World	7.6
104	Japan	6.2
122	Sri Lanka	5.2
136	Malaysia	4.6
143	Laos	4.3
144	Viet Nam	4.3
155	Indonesia	3.9
	Northeast Asia	3.8
161	South Korea	3.6
181	Myanmar	2.1

	Travel & Tourism's Direct Contribution to Employment	2022 % share
20	Thailand	11.8
22	Cambodia	11.4
31	Malaysia	7.8
54	Viet Nam	5.5
71	Laos	4.4
	World	3.3
100	Indonesia	3.2
	Northeast Asia	3.0
124	Japan	2.4
141	Sri Lanka	1.9
157	Myanmar	1.5
167	South Korea	1.2

	Travel & Tourism's Total Contribution to Employment	2022 % share
27	Cambodia	22.1
36	Thailand	17.9
37	Laos	17.8
50	Malaysia	13.5
	World	9.0
96	Indonesia	8.4
98	Viet Nam	8.4
	Northeast Asia	8.2
104	Sri Lanka	7.9
112	Japan	7.6
156	Myanmar	4.6
158	South Korea	4.5

	Travel & Tourism Contribution to Total Capital Investment	2022 % share
60	Cambodia	5.8
63	Malaysia	5.6
67	Viet Nam	4.9
70	Laos	4.8
74	Indonesia	4.5
	World	3.2
132	Japan	2.4
133	Sri Lanka	2.4
	Northeast Asia	2.0
156	South Korea	1.7
164	Thailand	1.5
182	Myanmar	0.5

	Visitor Exports Contribution to Exports	2022 % share
82	Sri Lanka	6.6
93	Cambodia	5.4
105	Thailand	4.6
	World	3.6
139	Indonesia	2.1
140	Myanmar	2.1
144	South Korea	1.8
162	Viet Nam	1.1
163	Malaysia	1.1
166	Laos	1.0
	Northeast Asia	0.9
177	Japan	0.3

COUNTRY RANKINGS: REAL GROWTH, 2022

	Travel & Tourism's Direct Contribution to GDP	2022 % growth
1	Malaysia	366.7
10	Cambodia	150.0
20	Laos	94.5
22	Indonesia	94.0
26	Sri Lanka	87.7
27	Thailand	85.0
29	Myanmar	82.9
32	Viet Nam	79.4
54	Japan	58.0
104	South Korea	37.3
	World	30.1
	Northeast Asia	-10.3

	Travel & Tourism's Total Contribution to GDP	2022 % growth
1	Malaysia	352.2
8	Cambodia	128.5
21	Sri Lanka	81.0
22	Thailand	80.8
23	Viet Nam	79.8
29	Laos	72.8
32	Myanmar	70.7
44	Indonesia	59.0
57	Japan	50.5
115	South Korea	30.0
	World	22.0
	Northeast Asia	-12.9

	Travel & Tourism's Direct Contribution to Employment	2022 % growth
35	Cambodia	23.5
41	Malaysia	22.8
47	Japan	22.5
84	Laos	16.1
89	Thailand	15.1
	World	12.8
121	Sri Lanka	11.2
142	Viet Nam	8.8
164	South Korea	5.8
167	Myanmar	5.4
176	Indonesia	4.7
	Northeast Asia	-7.9

	Travel & Tourism's Total Contribution to Employment	2022 % growth
27	Japan	21.7
38	Malaysia	18.7
55	Cambodia	15.3
56	Sri Lanka	15.3
120	Viet Nam	9.1
	World	7.9
140	Thailand	7.5
169	Laos	3.1
174	Indonesia	2.2
177	South Korea	0.3
179	Myanmar	-0.4
	Northeast Asia	-10.3

	Travel & Tourism Investment	2022 % growth
2	Myanmar	78.8
10	Cambodia	48.5
26	Sri Lanka	35.7
34	Laos	30.8
55	Thailand	24.7
61	Japan	23.2
84	Malaysia	17.3
89	Indonesia	16.3
	Northeast Asia	13.9
102	Viet Nam	13.0
	World	11.1
157	South Korea	4.8

	Visitor Exports	2022 % growth
2	Malaysia	3351.9
4	Laos	1573.2
6	Indonesia	1125.3
10	Cambodia	508.5
18	Sri Lanka	305.8
27	Thailand	215.3
32	Viet Nam	189.5
	World	81.9
125	South Korea	47.6
140	Myanmar	34.9
	Northeast Asia	-3.3
181	Japan	-31.3

COUNTRY RANKINGS:
LONG TERM GROWTH, 2023 - 2033

	Travel & Tourism's Direct Contribution to GDP	2023 - 2033 % growth
2	Myanmar	16.2
7	Cambodia	11.4
8	Sri Lanka	11.2
14	Thailand	9.4
16	Laos	9.4
	Northeast Asia	8.9
24	Viet Nam	8.1
27	Indonesia	8.0
30	Malaysia	7.6
	World	4.9
111	South Korea	4.3
175	Japan	2.2

	Travel & Tourism's Total Contribution to GDP	2023 - 2033 % growth
2	Myanmar	15.1
7	Cambodia	11.3
9	Sri Lanka	10.6
11	Laos	10.3
	Northeast Asia	9.3
14	Thailand	9.1
15	Viet Nam	9.1
23	Malaysia	7.9
30	Indonesia	7.5
	World	5.1
123	South Korea	4.1
179	Japan	2.2

	Travel & Tourism's Direct Contribution to Employment	2023 - 2033 % growth
2	Sri Lanka	8.3
30	Myanmar	4.4
38	Malaysia	4.1
69	Viet Nam	3.4
	World	3.4
71	Thailand	3.3
72	Indonesia	3.3
	Northeast Asia	3.2
83	South Korea	3.0
103	Cambodia	2.7
122	Laos	2.4
132	Japan	2.1

	Travel & Tourism's Total Contribution to Employment	2023 - 2033 % growth
3	Sri Lanka	7.2
14	Myanmar	5.0
29	Viet Nam	4.4
32	Malaysia	4.3
51	Thailand	3.8
60	Indonesia	3.7
	Northeast Asia	3.4
89	Laos	3.1
	World	3.0
97	Cambodia	3.0
103	South Korea	2.9
147	Japan	1.8

	Travel & Tourism Investment	2023 - 2033 % growth
6	Myanmar	14.1
7	Laos	14.0
9	Cambodia	11.8
	Northeast Asia	8.8
32	Malaysia	8.5
78	Thailand	6.3
83	Sri Lanka	6.1
	World	6.1
96	Viet Nam	5.8
120	South Korea	5.3
125	Indonesia	5.1
165	Japan	3.4

	Visitor Exports	2023 - 2033 % growth
5	Myanmar	20.0
	Northeast Asia	14.5
11	Sri Lanka	14.0
13	Cambodia	13.6
14	Thailand	13.5
17	Japan	12.1
20	Indonesia	11.8
21	Laos	11.8
23	Viet Nam	11.2
29	Malaysia	10.3
53	South Korea	8.1
	World	6.5

SUMMARY TABLES: ESTIMATES & FORECASTS

South Korea	2022 USDbn[1]	2022 % of total	2023 Growth[2]	2033 USDbn[1]	2033 % of total	2033 Growth[3]
Direct contribution to GDP	17.4	1.0	5.4	28.0	1.4	4.3
Total contribution to GDP	59.4	3.6	6.9	95.2	4.8	4.1
Direct contribution to employment[4]	323.4	1.2	3.0	449.4	1.7	3.0
Total contribution to employment[4]	1,260.6	4.5	4.7	1,751.7	6.5	2.9
Visitor exports	14.3	1.8	16.1	36.3	4.2	8.1
Domestic spending	28.1	1.7	-0.9	31.8	1.6	1.3
Leisure spending	35.9	0.9	5.0	57.3	1.2	4.3
Business spending	6.5	0.2	4.3	10.7	0.2	4.6
Capital investment	9.2	1.7	7.4	16.5	2.6	5.3

[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

Northeast Asia	2022 USDbn[1]	2022 % of total	2023 Growth[2]	2033 USDbn[1]	2033 % of total	2033 Growth[3]
Direct contribution to GDP	260.7	1.0	91.7	1,172.7	3.2	8.9
Total contribution to GDP	953.3	3.8	99.8	4,648.0	12.6	9.3
Direct contribution to employment[4]	25,637.8	3.0	11.7	39,246.7	4.6	3.2
Total contribution to employment[4]	70,754.5	8.2	17.0	116,040.8	13.6	3.4
Visitor exports	62.5	0.9	72.5	416.1	5.2	14.5
Domestic spending	539.5	2.2	95.2	2,301.2	6.3	8.1
Leisure spending	507.8	0.9	86.9	2,246.2	2.6	9.0
Business spending	94.2	0.2	124.5	471.1	0.5	8.3
Capital investment	190.9	2.0	15.1	511.2	4.0	8.8

[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

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

South Korea (KRWbn, real 2022 prices)	2017	2018	2019	2020	2021	2022	2023E	2033F
1. Visitor exports	20,248	26,372	31,063	13,949	12,530	18,494	21,479	46,830
2. Domestic expenditure (includes government individual spending)	30,899	32,025	32,875	22,071	27,256	36,329	36,016	41,003
3. Internal tourism consumption (= 1 + 2)	51,147	58,397	63,938	36,020	39,786	54,824	57,495	87,833
4. Purchases by tourism providers, including imported goods (supply chain)	-30,034	-34,278	-37,515	-21,098	-23,381	-32,301	-33,764	-51,686
5. **Direct contribution of Travel & Tourism to GDP** (= 3 + 4)	21,113	24,119	26,422	14,922	16,404	22,523	23,731	36,147
Relative contribution (% whole economy)	1.1	1.2	1.3	0.7	0.8	1.0	1.1	1.4
Other final impacts (indirect & induced) 6 Domestic supply chain	26,346	30,097	32,971	18,621	20,470	28,105	29,612	45,106
7. Capital investment	13,533	13,692	13,926	11,379	11,361	11,904	12,783	21,362
8. Government collective spending	6,771.8	7,280.2	7,962.7	6,426.7	6,918.7	8,405.1	8,688.7	11,506
9. Imported goods from indirect spending	-9,323.3	-10,118	-10,747	-7,073.0	-7,732.1	-9,665.1	-9,757.9	-16,578
10. Induced	15,194	16,918	18,339	10,439	11,564	15,436	16,915	25,361
11. **Total contribution of Travel & Tourism to GDP (= 5 + 6 + 7 + 8 + 9 + 10)**	73,635	81,987	88,874	54,714	58,985	76,709	81,972	122,904
Relative contribution (% whole economy)	3.8	4.1	4.4	2.7	2.8	3.6	3.8	4.8
Employment impacts ('000) 12. Direct contribution of Travel & Tourism to employment	282.2	316.3	343.1	294.3	305.7	323.4	333.2	449.4
Relative contribution (% whole economy)	1.1	1.2	1.3	1.1	1.1	1.2	1.2	1.7
13. **Total contribution of Travel & Tourism to employment**	1,159.2	1,261.8	1,353.0	1,176.1	1,257.4	1,260.6	1,320.2	1,751.7
Relative contribution (% whole economy)	4.3	4.7	5.0	4.4	4.6	4.5	4.7	6.5
Other indicators 14. Expenditure on outbound travel	36,685	39,609	39,021	17,457	16,967	23,694	28,533	57,150

E - Estimate, F - Forecast

THE ECONOMIC CONTRIBUTION OF TRAVEL & TOURISM: NOMINAL PRICES

South Korea (KRWbn, nominal prices)	2017	2018	2019	2020	2021	2022	2023E	2033F
1. Visitor exports	19,306	25,266	29,512	13,460	12,391	18,494	22,204	60,609
2. Domestic expenditure (includes government individual spending)	29,460	30,683	31,233	21,297	26,954	36,329	37,233	53,068
3. Internal tourism consumption (= 1 + 2)	48,766	55,949	60,745	34,757	39,345	54,824	59,437	113,677
4. Purchases by tourism providers, including imported goods (supply chain)	-28,636	-32,841	-35,642	-20,358	-23,123	-32,301	-34,905	-66,894
5. **Direct contribution of Travel & Tourism to GDP** (= 3 + 4)	20,130	23,108	25,103	14,399	16,223	22,523	24,532	46,783
Other final impacts (indirect & induced) 6. Domestic supply chain	25,119	28,835	31,325	17,968	20,243	28,105	30,613	58,377
7. Capital investment	12,903	13,118	13,231	10,980	11,235	11,904	13,215	27,647
8. Government collective spending	6,456.5	6,975.1	7,565.1	6,201.4	6,842.1	8,405.1	8,982.1	14,892
9. Imported goods from indirect spending	-8,889.2	-9,694.1	-10,211	-6,825.0	-7,646.5	-9,665.1	-10,087.5	-21,456
10. Induced	14,487	16,209	17,423	10,072.9	11,436	15,436	17,486	32,823
11. **Total contribution of Travel & Tourism to GDP (= 5 + 6 + 7 + 8 + 9 + 10)**	70,206	78,551	84,437	52,796	58,333	76,709	84,741	159,066
Employment impacts ('000) 12. Direct contribution of Travel & Tourism to employment	282.2	316.3	343.1	294.3	305.7	323.4	333.2	449.4
13. **Total contribution of Travel & Tourism to employment**	1,159.2	1,261.8	1,353.0	1,176.1	1,257.4	1,260.6	1,320.2	1,751.7
Other indicators 14 Expenditure on outbound travel	34,977	37,949	37,072	16,845	16,780	23,694	29,496	73,965

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)

South Korea (USDbn, real 2022 prices)	2017	2018	2019	2020	2021	2022	2023E	2033F
1. Visitor exports	15.7	20.4	24.1	10.8	9.7	14.3	16.6	36.3
2. Domestic expenditure (includes government individual spending)	23.9	24.8	25.5	17.1	21.1	28.1	27.9	31.8
3. Internal tourism consumption (= 1 + 2)	39.6	45.2	49.5	27.9	30.8	42.5	44.5	68.0
4. Purchases by tourism providers, including imported goods (supply chain)	-23.3	-26.5	-29.0	-16.3	-18.1	-25.0	-26.1	-40.0
5. **Direct contribution of Travel & Tourism to GDP** (= 3 + 4)	16.3	18.7	20.5	11.6	12.7	17.4	18.4	28.0
Relative contribution (% whole economy)	1.1	1.2	1.3	0.7	0.8	1.0	1.1	1.4
Other final impacts (indirect & induced)								
6 Domestic supply chain	20.4	23.3	25.5	14.4	15.9	21.8	22.9	34.9
7. Capital investment	10.5	10.6	10.8	8.8	8.8	9.2	9.9	16.5
8. Government collective spending	5.2	5.6	6.2	5.0	5.4	6.5	6.7	8.9
9. Imported goods from indirect spending	-7.2	-7.8	-8.3	-5.5	-6.0	-7.5	-7.6	-12.8
10. Induced	11.8	13.1	14.2	8.1	9.0	12.0	13.1	19.6
11. **Total contribution of Travel & Tourism to GDP (= 5 + 6 + 7 + 8 + 9 + 10)**	57.0	63.5	68.8	42.4	45.7	59.4	63.5	95.2
Relative contribution (% whole economy)	3.8	4.1	4.4	2.7	2.8	3.6	3.8	4.8
Employment impacts ('000)								
12. Direct contribution of Travel & Tourism to employment	282.2	316.3	343.1	294.3	305.7	323.4	333.2	449.4
Relative contribution (% whole economy)	1.1	1.2	1.3	1.1	1.1	1.2	1.2	1.7
13. **Total contribution of Travel & Tourism to employment**	1,159.2	1,261.8	1,353.0	1,176.1	1,257.4	1,260.6	1,320.2	1,751.7
Relative contribution (% whole economy)	4.3	4.7	5.0	4.4	4.6	4.5	4.7	6.5
Other indicators								
14. Expenditure on outbound travel	28.4	30.7	30.2	13.5	13.1	18.3	22.1	44.3

E - Estimate, F - Forecast

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

South Korea (USDbn, nominal prices)	2017	2018	2019	2020	2021	2022	2023E	2033F
1. Visitor exports	17.1	23.0	25.3	11.4	10.8	14.3	17.6	57.1
2. Domestic expenditure (includes government individual spending)	26.0	27.9	26.8	18.0	23.6	28.1	29.5	50.0
3. Internal tourism consumption (= 1 + 2)	43.1	50.9	52.1	29.4	34.4	42.5	47.0	107.1
4. Purchases by tourism providers, including imported goods (supply chain)	-25.3	-29.9	-30.6	-17.2	-20.2	-25.0	-27.6	-63.0
5. **Direct contribution of Travel & Tourism to GDP** (= 3 + 4)	17.8	21.0	21.5	12.2	14.2	17.4	19.4	44.1
Other final impacts (indirect & induced) 6. Domestic supply chain	22.2	26.2	26.9	15.2	17.7	21.8	24.2	55.0
7. Capital investment	11.4	11.9	11.4	9.3	9.8	9.2	10.5	26.1
8. Government collective spending	5.7	6.3	6.5	5.3	6.0	6.5	7.1	14.0
9. Imported goods from indirect spending	-7.9	-8.8	-8.8	-5.8	-6.7	-7.5	-8.0	-20.2
10. Induced	12.8	14.7	15.0	8.5	10.0	12.0	13.8	30.9
11. **Total contribution of Travel & Tourism to GDP (= 5 + 6 + 7 + 8 + 9 + 10)**	62.1	71.4	72.5	44.7	51.0	59.4	67.0	149.9
Employment impacts ('000) 12. Direct contribution of Travel & Tourism to employment	282.2	316.3	343.1	294.3	305.7	323.4	333.2	449.4
13. Total contribution of Travel & Tourism to employment	1,159.2	1,261.8	1,353.0	1,176.1	1,257.4	1,260.6	1,320.2	1,751.7
Other indicators 14. Expenditure on outbound travel	30.9	34.5	31.8	14.3	14.7	18.3	23.3	69.7

E - Estimate, F - Forecast

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

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

THE ECONOMIC CONTRIBUTION OF TRAVEL & TOURISM: GROWTH

South Korea Growth[1] (%)	2017	2018	2019	2020	2021	2022	2023E	2033F [2]
1. Visitor exports	-21.7	30.2	17.8	-55.1	-10.2	47.6	16.1	8.1
2. Domestic expenditure (includes government individual spending)	11.9	3.6	2.7	-32.9	23.5	33.3	-0.9	1.3
3. Internal tourism consumption (= 1 + 2)	-4.4	14.2	9.5	-43.7	10.5	37.8	4.9	4.3
4. Purchases by tourism providers, including imported goods (supply chain)	-4.2	14.1	9.4	-43.8	10.8	38.1	4.5	4.3
5. **Direct contribution of Travel & Tourism to GDP** (= 3 + 4)	-4.6	14.2	9.6	-43.5	9.9	37.3	5.4	4.3
Other final impacts (indirect & induced) 6. Domestic supply chain	-4.6	14.2	9.6	-43.5	9.9	37.3	5.4	4.3
7. Capital investment	8.7	1.2	1.7	-18.3	-0.2	4.8	7.4	5.3
8. Government collective spending	4.7	7.5	9.4	-19.3	7.7	21.5	3.4	2.8
9. Imported goods from indirect spending	-1.2	8.5	6.2	-34.2	9.3	25.0	1.0	5.4
10. Induced	-1.3	11.3	8.4	-43.1	10.8	33.5	9.6	4.1
11. **Total contribution of Travel & Tourism to GDP** **(= 5 + 6 + 7 + 8 + 9 + 10)**	-1.3	11.3	8.4	-38.4	7.8	30.0	6.9	4.1
Employment impacts ('000) 12. Direct contribution of Travel & Tourism to employment	7.8	12.1	8.5	-14.2	3.9	5.8	3.0	3.0
13. **Total contribution of Travel & Tourism to employment**	0.3	8.9	7.2	-13.1	6.9	0.3	4.7	2.9
Other indicators 14 Expenditure on outbound travel	12.2	8.0	-1.5	-55.3	-2.8	39.6	20.4	7.2

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)
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(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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EDITORS

Nejc Jus
Head of Research
World Travel & Tourism Council

Jonathan Mitcham
Senior Research Analyst
World Travel & Tourism Council

Chok Tsering
Junior Research Analyst
World Travel & Tourism Council

DESIGN
World Travel & Tourism Council

IMAGES
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P2: Roberto Nickson, Unsplash

Contributing data to the WTTC Economic Impact Model:

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Contact email: **IndustryData@str.com**

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.

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

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