

The logo for the World Travel & Tourism Council, featuring a stylized white location pin icon above the text "WORLD TRAVEL & TOURISM COUNCIL" in a white, sans-serif font, all contained within a dark blue square.

WORLD
TRAVEL &
TOURISM
COUNCIL

TRAVEL & TOURISM ECONOMIC IMPACT 2024

A photograph of a woman and a young child walking away from the camera on a gravel path through a forest. The woman is wearing a pink jacket and has a backpack, while the child is wearing a blue jacket. Sunlight filters through the trees, creating a warm, golden glow. The path is covered in fallen leaves and gravel.

MALTA

A woman in a pink jacket and a child in a blue jacket are walking away from the camera on a gravel path in a forest. Sunlight filters through the trees, creating a warm, golden glow. Large, white, sans-serif text is overlaid on the image, reading "FOR E WORLD" vertically.

FOR E WORLD

2024 to break all records

I'm delighted 2023 was another strong year for Travel & Tourism. That was, in part, thanks to the restarting of flights from China, with outbound travellers swelling numbers. The sector contributed almost \$10 trillion in value to the global economy and has almost returned to pre-pandemic levels, trailing the 2019 peak by 4%. This success came in the midst of a year of rising geopolitical tensions and economic uncertainties – yet more proof of the sector's resilience.

Let's look more closely at the figures. Globally, the sector contributed to **9.1% of global GDP**. It is a major employer providing jobs in some of the world's poorest countries. Last year, the Travel & Tourism workforce grew by 27.4 million to employ **330 million people**, almost reaching its pre-pandemic high. International spending increased by 33.1% to \$1.63 trillion, just 14% below 2019 levels. Domestic spending, meanwhile, increased by more than 18% to reach almost \$5 trillion, surpassing 2019 levels. Leisure spending surged by 21.2% to \$5.3 trillion, while business expenditure saw a 22.4% increase to reach \$1.3 trillion, with both closely approaching levels seen in 2019. This tells us that whether travellers holiday in their own country or abroad, or travel for business purposes, they are spending more.

Travel & Tourism recovered to 2019 levels in almost all regions around the world, including North, Central and South America, Africa, the Middle East and Europe.

Asia-Pacific, where COVID-19 restrictions were more severe, fully re-opened in 2023 and we can predict its return to 2019 levels this year.

We can predict a record-breaking 2024. The sector's global economic contribution is set to reach an all-time high of **\$11.1 trillion**, which will generate one in every ten dollars worldwide. The sector is also expected to support nearly **348 million jobs**, an increase of 13.6 million jobs on its 2019 record. International visitor spending is expected to come close to its peak, reaching \$1.89 trillion, while domestic tourists will spend more than in any previous year.

The future is very bright. That does not mean there are no risks, whether it is geopolitical instability or stubborn inflation. Furthermore, growth brings with it an added responsibility to do so inclusively and sustainably. In 2022, the WTTC began tracking and reporting the environmental and social impact of Travel & Tourism. The research proved that the decoupling of greenhouse gas emissions from the sector's growth has begun. This is good but we need to do more. The sector must decarbonise faster, whether it is through sustainable fuels for aviation and cruise or electric vehicles, and we must also protect the natural world upon which our future depends. And while Travel & Tourism already provides considerable opportunities for women, young people and some of the world's most marginalised people, we need to ensure this increases.

The sector's growth in 2024 and beyond will depend on the actions we take now. We need to continue to improve connectivity, whether it is through transport or telecoms infrastructure, and we must address the labour and skills shortages affecting so many businesses globally. Artificial Intelligence (AI) is evolving quickly and we must take advantage, whether it is making travel smoother, more efficient or creating a sector tailored to the needs of every traveller.

We trust that this report and its accompanying data will support policymakers, industry professionals and individuals engaged in the evolution of travel. It aims to help shape a future for the sector that emphasises sustainability and inclusion.

Julia Simpson
President & CEO
World Travel & Tourism Council

ECONOMIC IMPACT 2024

THE ECONOMIC IMPACT OF GLOBAL TRAVEL & TOURISM

2019	2023	2024 (Projections)
Travel & Tourism GDP (percentage share of global GDP)		
10.4%	9.1%	10.0%
Change in Travel & Tourism GDP		
-48.4% -2020 vs 2019 - -\$5.0 trillion GDP loss	+23.2% -2023 vs 2022 - +\$1.9 trillion GDP gain	+12.1% -2024 vs 2023 - +\$1.2 trillion GDP gain
Jobs supported by Travel & Tourism		
334m 10.5% of global employment	330m 10% of global employment	348m 10.4% of global employment
Change in Travel & Tourism Jobs		
-69.5m -2020 vs 2019 - (-20.8%) Lost Jobs	+27m -2023 vs 2022 - (+9.1%) New jobs	+18m -2024 vs 2023 - (+5.5%) New jobs



THE ECONOMIC IMPACT OF TRAVEL & TOURISM

MAY 2024

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Global Data

	 Total GDP contribution:		 Total Travel & Tourism jobs:	
2019	10.4% (of Total Economy) USD 10.33TN	Change in 2020: -48.4%	334 MN =10.5% (Share of Global Jobs)	Change in 2020: -69.5 MN -20.8%
2023	9.1% USD 9.90TN	Annual Change: +23.2% (-4.1% vs 2019) Economy Change YoY= 2.7%	330 MN =10.0%	Annual Change: +9.1% (-1.4% vs 2019)
2024 (E)	10.0% USD 11.10TN	Annual Change: +12.1% (7.5% vs 2019) Economy Change YoY= 2.2%	348 MN =10.4%	Annual Change: +5.5% (4.1% vs 2019)
2034 (F)	11.4% USD 16.00TN	CAGR ² (2024 - 2034): 3.7% Economy CAGR (2024 - 2034): 2.4%	449 MN =12.2%	New Jobs (2034 vs 2024): 101.1 MN

Malta Key Data

2019	14.7% (of Total Economy) EUR 2.4BN (USD 2.6BN)	Change in 2020: -69.5%	53.8 (000s) =21.1% (Share of Total Jobs)	Change in 2020: -11.3%
2023	13.6% EUR 2.6BN (USD 2.8BN)	Annual Change: +16.8% (8.5% vs 2019) Economy Change: +6.4%	55.7 (000s) =18.9%	Annual Change: +4.0% (3.5% vs 2019)
2024 (E)	14.2% EUR 2.9BN (USD 3.1BN)	Annual Change: +8.0% (17.1% vs 2019)	58.8 (000s) =19.7%	Annual Change: +5.6% (9.3% vs 2019)
2034 (F)	19.3% EUR 4.9BN (USD 5.2BN)	CAGR (2024 - 2034): +5.5% Economy CAGR (2024 - 2034): +2.3%	84.6 (000s) =23.9%	New Jobs (2034 vs 2024): 25.8 (000s)

Malta Visitor Spending

2019	2023	2024 (E)	2034 (F)
International Visitor Spending:			
EUR2.2BN (USD 2.4BN) 8.1% of total exports	EUR2.1BN (USD 2.3BN) Annual Change: 16.6% (-2.4% vs 2019)	EUR2.3BN (USD 2.5BN) Annual Change: 7.1% (4.5% vs 2019)	EUR3.6BN (USD 3.9BN) 9.5% of total exports CAGR (2024 - 2034): 4.7%
Domestic Visitor Spending:			
EUR237.2MN (USD 255.3MN)	EUR261.2MN (USD 281.1MN) Annual Change: 9.7% (10.1% vs 2019)	EUR282.2MN (USD 303.7MN) Annual Change: 8.0% (19.0% vs 2019)	EUR400.5MN (USD 431.1MN) CAGR (2024 - 2034): 3.6%

Domestic Spending International Spending



% share of total spending

Leisure Spending Business Spending



% share of total spending

Inbound Arrivals³:

2019	2023
1. United Kingdom 24%	1. United Kingdom 18%
2. Italy 14%	2. Italy 17%
3. France 9%	3. France 10%
4. Germany 8%	4. Germany 7%
5. Spain 4%	5. Poland 6%
Rest of world 42%	Rest of world 42%

Outbound Departures³:

2019	2023
1. United Kingdom 31%	1. Italy 26%
2. Italy 15%	2. United Kingdom 20%
3. France 8%	3. France 9%
4. Spain 8%	4. Spain 8%
5. Germany 5%	5. Germany 4%
Rest of world 33%	Rest of world 33%

Note: All figures shown for 2024 are estimates (E) and for 2034 are forecast projections (F). Data for additional Travel & Tourism indicators are available in the full report. For more details, visit <https://researchhub.wttc.org>.

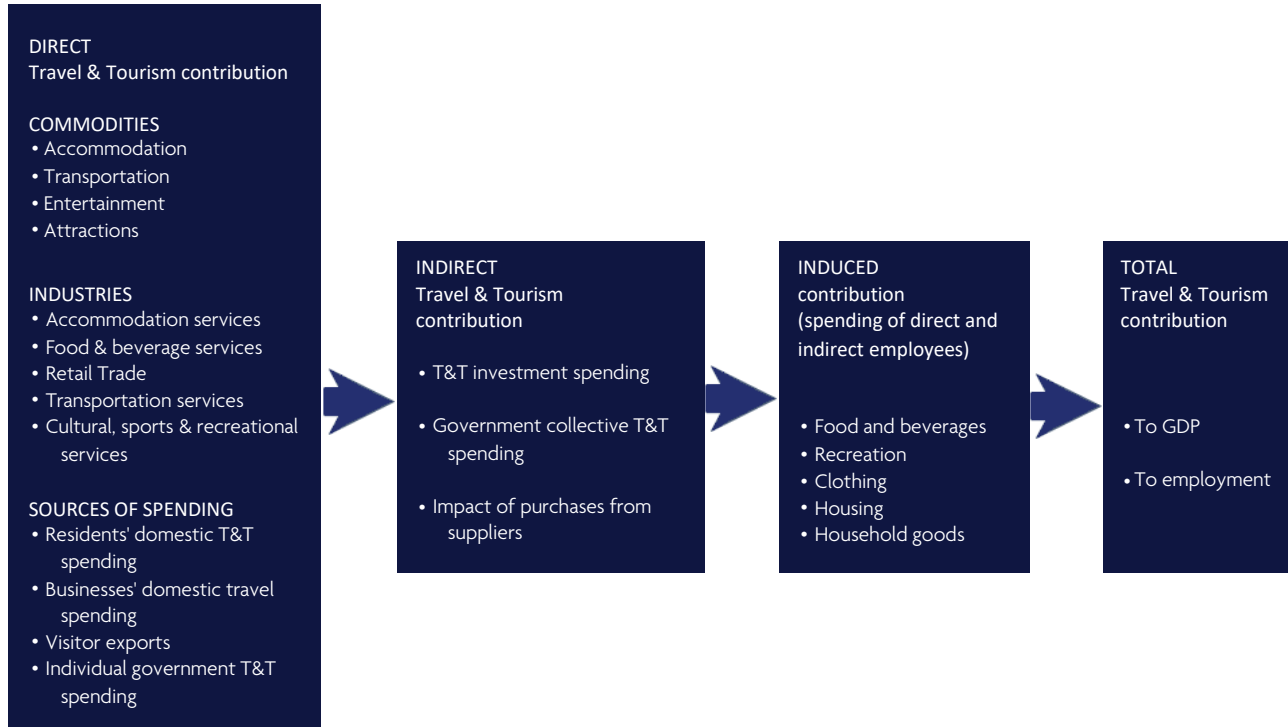
1. All values are in constant 2023 prices & exchange rates. As reported in March 2024.

2. CAGR= Compound Annual Growth Rate

3. Source: Oxford Economics, national sources and UN Tourism (formerly UNWTO)

DEFINING THE ECONOMIC CONTRIBUTION OF TRAVEL & TOURISM

Travel & Tourism is an important economic activity in most economies around the world. As well as its direct economic impact, the industry has significant indirect and induced impacts. The UN Statistics Division-approved Tourism Satellite Accounting methodology (TSA:RMF 2008) quantifies only the direct contribution of Travel & Tourism. But WTTC recognises that Travel & Tourism's total contribution is much greater, and aims to capture its indirect and induced impacts through its annual research.



DIRECT CONTRIBUTION

The direct contribution of Travel & Tourism to GDP reflects the 'internal' spending on Travel & Tourism (total spending within a particular economy 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.

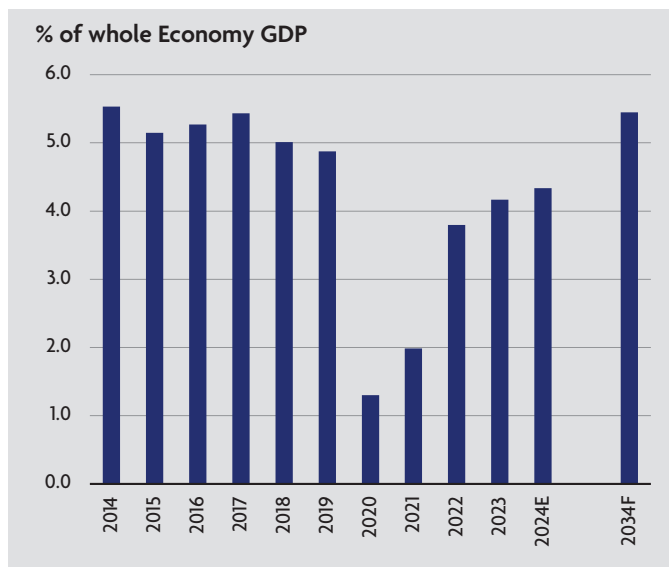
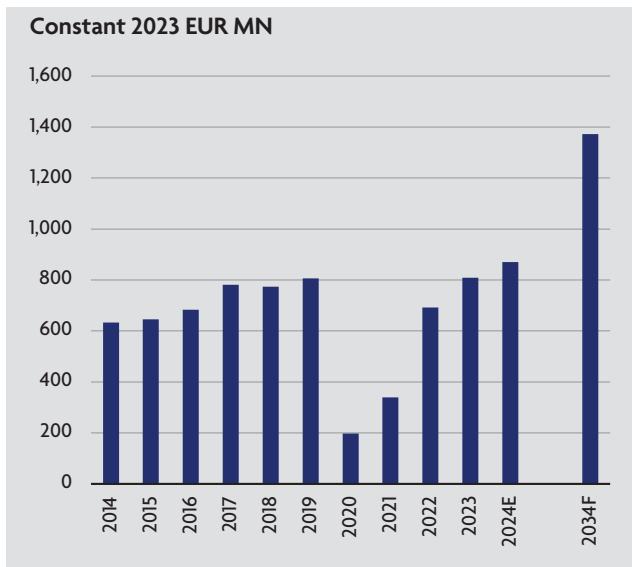
The 'induced' contribution measures the GDP and jobs supported by the spending of those who are directly or indirectly employed by the Travel & Tourism industry.

TRAVEL & TOURISM'S CONTRIBUTION TO GDP¹

The direct contribution of Travel & Tourism to GDP in 2023 was EUR809.3mn (4.2% 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 4.7% pa to EUR1,371.8mn (5.4% of GDP) from 2024 to 2034.

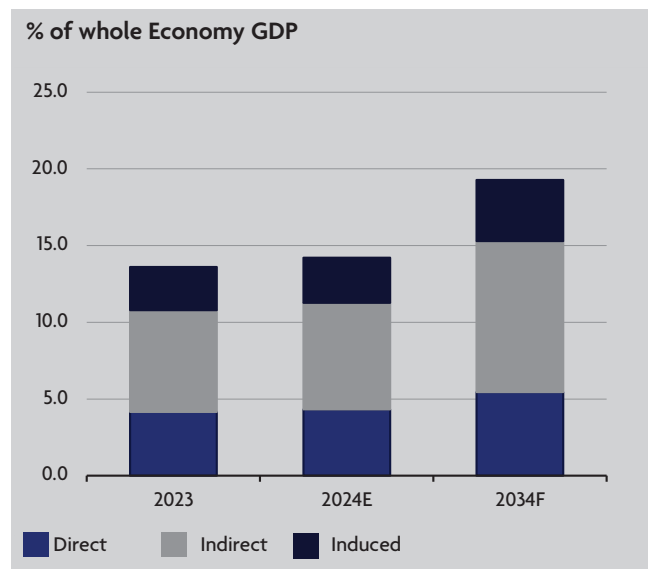
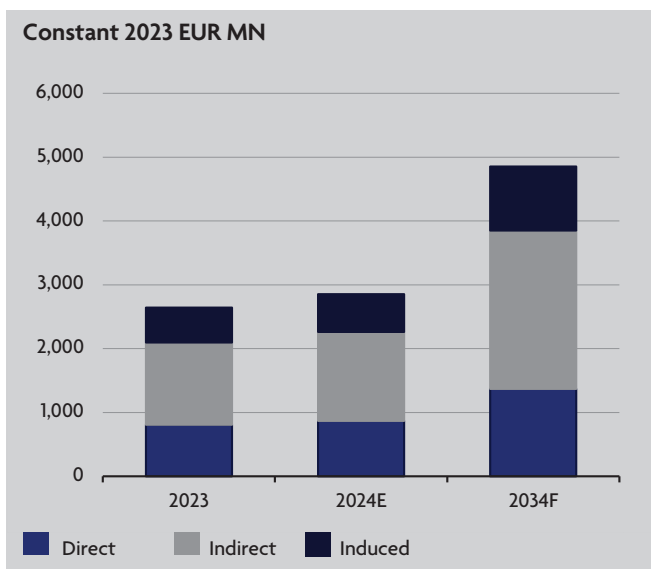
Malta: Direct Contribution of Travel & Tourism to GDP



The total contribution of Travel & Tourism to GDP (including wider effects from investment, the supply chain and induced income impacts, see page 3) was EUR2,641.9mn in 2023 (13.6% of GDP).

It is forecast to rise by 5.5% pa to EUR4,851.7mn from 2024 to 2034 (19.3% of GDP).

Malta: Total Contribution of Travel & Tourism to GDP



¹ All values are in constant 2023 prices & exchange rates

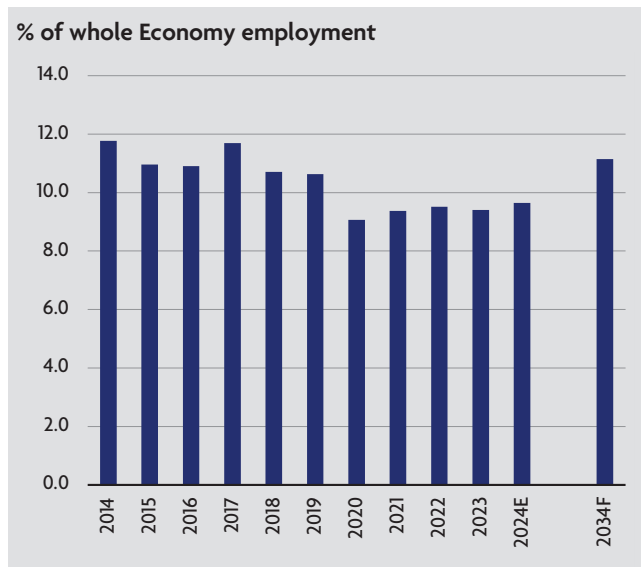
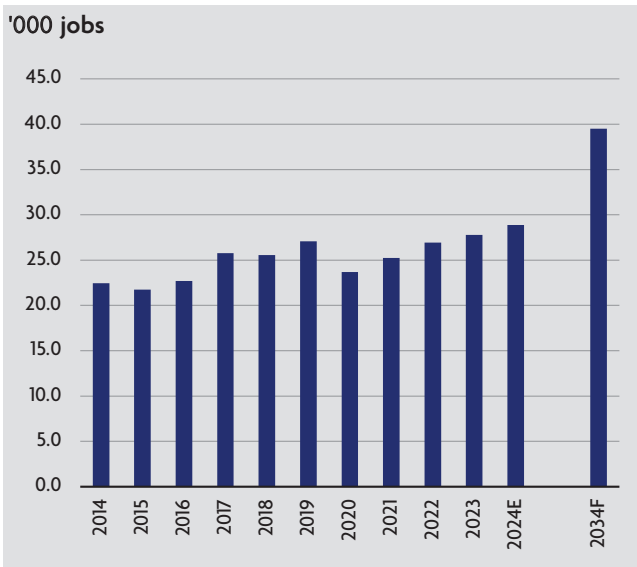
E - Estimate, F - Forecast

TRAVEL & TOURISM'S CONTRIBUTION TO EMPLOYMENT

Travel & Tourism generated 27,785 jobs directly in 2023 (9.4% of total employment). This includes employment by hotels, travel agents, airlines and other passenger transportation services (excluding commuter services). It also includes, for example, the activities of the restaurant and leisure industries directly supported by tourists.

By 2034, Travel & Tourism will account for 39,496 jobs directly (11.1% of total employment), an increase of 3.2% pa from 2024.

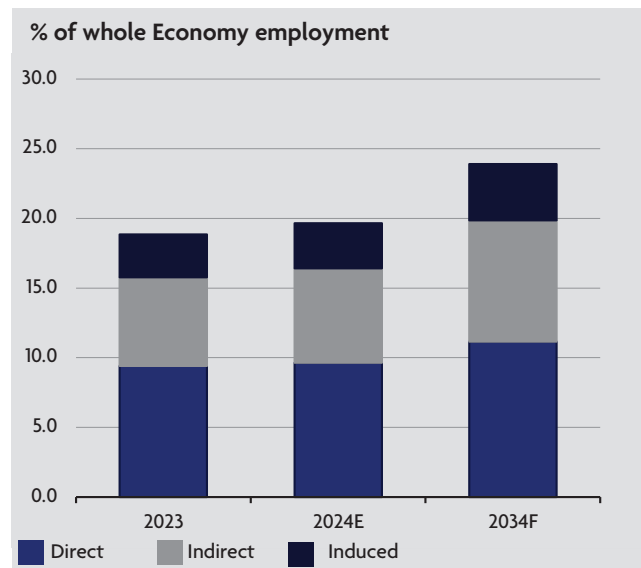
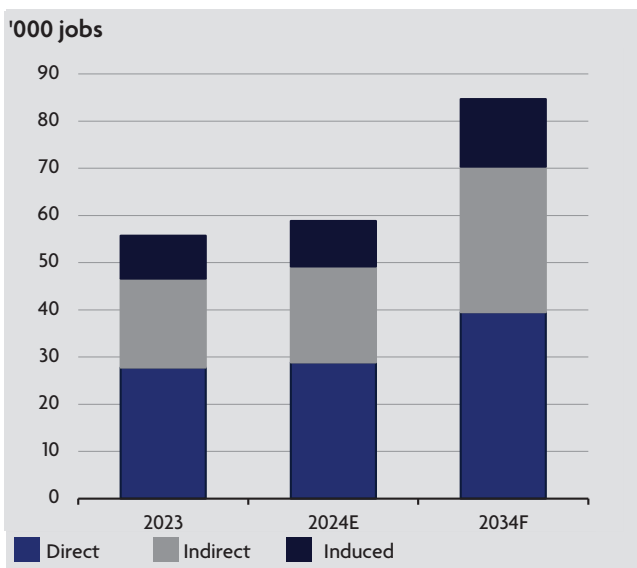
Malta: Direct Contribution of Travel & Tourism to Employment



The total contribution of Travel & Tourism to employment (including wider effects from investment, the supply chain and induced income impacts, see page 3) was 55,732 jobs in 2023 (18.9% of total employment).

By 2034, Travel & Tourism is forecast to support 84,637 jobs (23.9% of total employment), an increase of 3.7% pa since 2024.

Malta: Total Contribution of Travel & Tourism to Employment



E - Estimate, F - Forecast

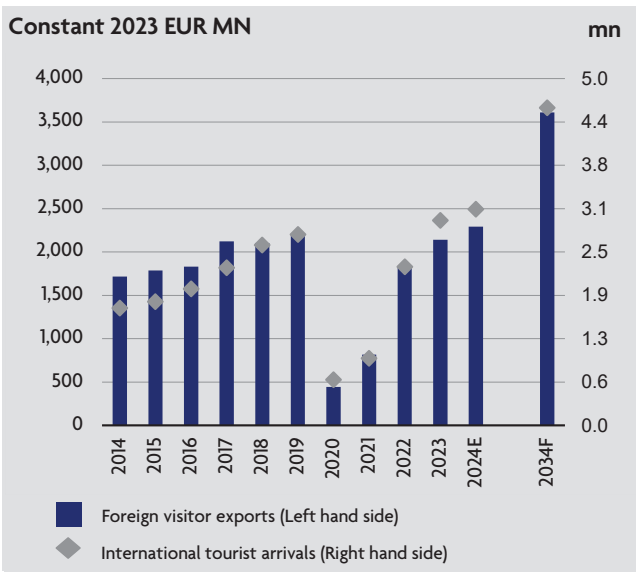
VISITOR EXPORTS AND INVESTMENT¹

VISITOR EXPORTS

Visitor exports are a key component of the direct contribution of Travel & Tourism. In 2023, Malta generated EUR2,139.4mn in visitor exports.

By 2034, international tourist arrivals are forecast to total 4,580,000, generating expenditure of EUR3,609.1mn, an increase of 4.7% pa since 2024.

Malta: Visitor Exports and International Tourist Arrivals

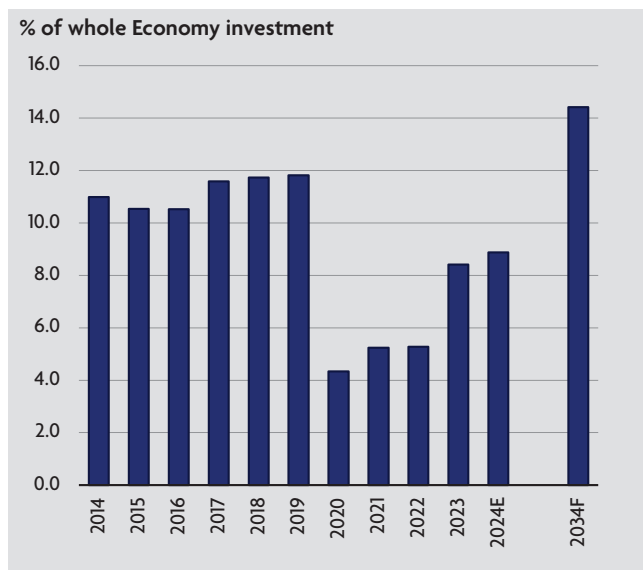
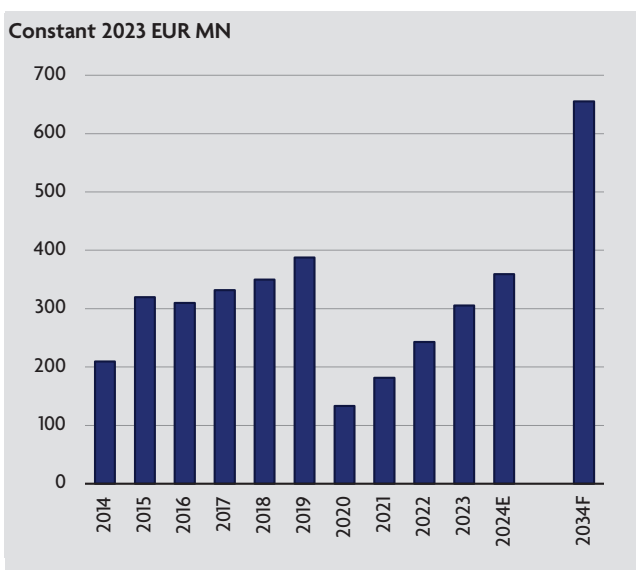


INVESTMENT

Travel & Tourism is expected to have attracted capital investment of EUR305.7mn in 2023.

Travel & Tourism's share of total national investment is expected to be 14.4% in 2034.

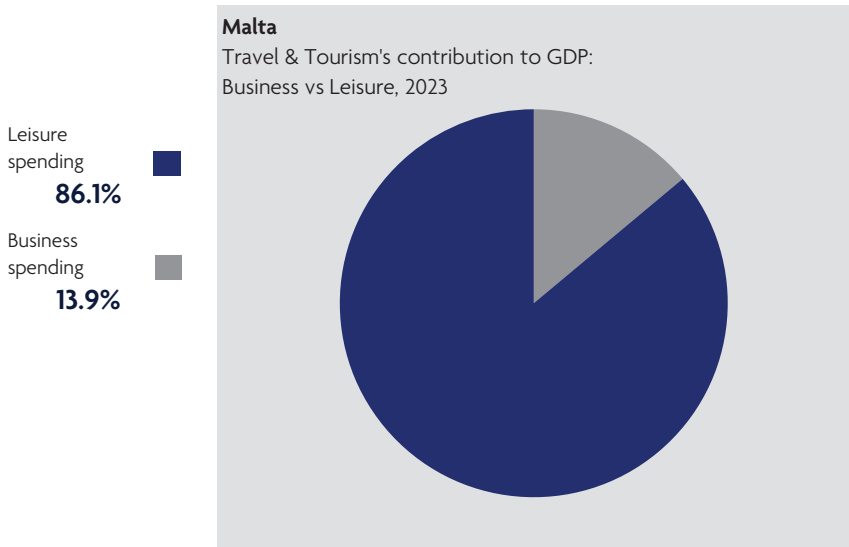
Malta: Capital Investment in Travel & Tourism



¹All values are in constant 2023 prices & exchange rates

E - Estimate, F - Forecast

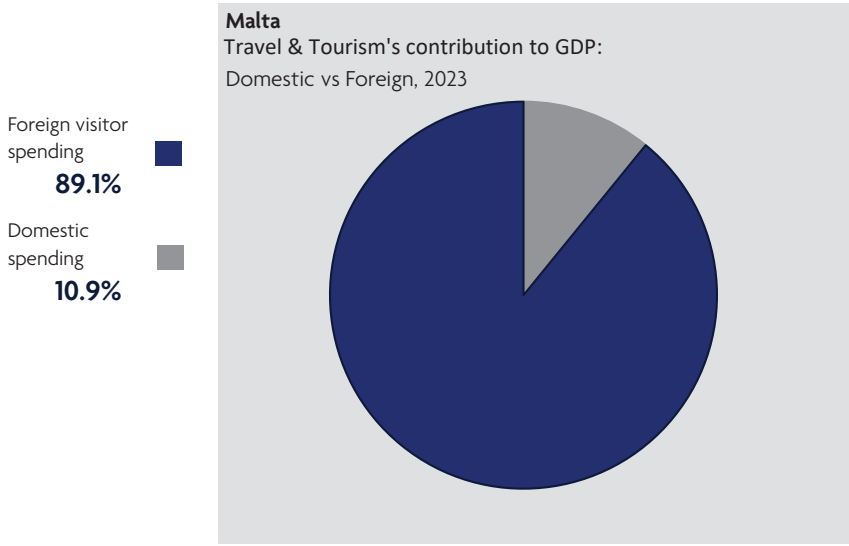
DIFFERENT COMPONENTS OF TRAVEL & TOURISM¹



Leisure travel spending (inbound and domestic) generated 86.1% of total internal spending in 2023 (EUR2,066.3mn) compared with 13.9% for business travel spending (EUR334.2mn).

Leisure travel spending is expected to rise by 4.7% pa to EUR3,505.4mn from 2024 to 2034.

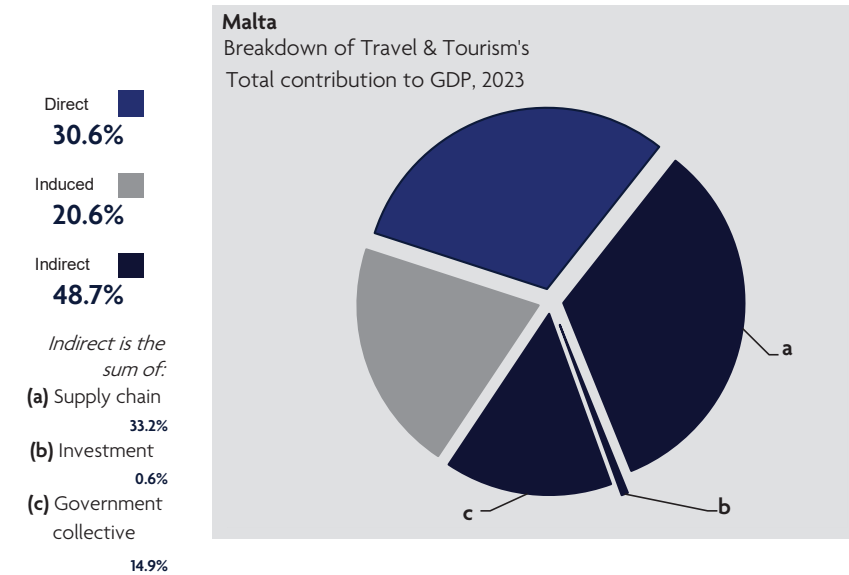
Business travel spending is expected to rise by 3.6% pa to EUR504.2mn from 2024 to 2034.



Domestic travel spending generated 10.9% (EUR261.2mn) of total internal spending in 2023 compared with 89.1% (EUR2,139.4mn) for visitor exports (ie foreign visitor spending or international tourism receipts).

Domestic travel spending is expected to rise by 3.6% pa to EUR400.5mn from 2024 to 2034.

Visitor exports are expected to rise by 4.7% pa to EUR3,609.1mn from 2024 to 2034.



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 2023 prices & exchange rates

ECONOMY RANKINGS: ABSOLUTE CONTRIBUTION, 2023

Travel & Tourism's Direct Contribution to GDP		2023 (US\$bn)
5	France	114.5
6	Italy	100.8
9	Spain	91.7
14	Türkiye	49.4
European Union Average		26.3
32	Greece	17.9
World Average		16.5
46	Morocco	8.4
71	Lebanon	3.4
74	Tunisia	3.1
96	Cyprus	1.8
116	Malta	0.9

Travel & Tourism's Direct Contribution to Employment		2023 '000 jobs
13	Italy	1,453.7
15	France	1,393.3
World Average		1,305.7
20	Türkiye	1,062.8
21	Spain	941.7
29	Morocco	594.2
49	Greece	275.8
70	Tunisia	168.6
96	Lebanon	101.2
140	Malta	27.8
142	Cyprus	26.5
European Union Average		15.0

Travel & Tourism Investment		2023 (US\$bn)
3	France	50.4
8	Spain	23.0
18	Italy	10.3
19	Türkiye	10.0
European Union Average		6.8
World Average		5.5
32	Morocco	4.9
40	Greece	3.9
77	Tunisia	0.7
82	Lebanon	0.7
84	Cyprus	0.6
109	Malta	0.3

Travel & Tourism's Total Contribution to GDP		2023 (US\$bn)
6	France	264.7
9	Italy	231.3
10	Spain	227.9
14	Türkiye	131.4
European Union Average		65.7
World Average		47.9
28	Greece	45.9
56	Morocco	17.1
65	Lebanon	10.7
82	Tunisia	6.7
100	Cyprus	4.0
111	Malta	2.8

Travel & Tourism's Total Contribution to Employment		2023 '000 jobs
15	Türkiye	3,227.3
16	Italy	2,974.0
17	France	2,855.4
18	Spain	2,672.6
World Average		1,607.4
35	Morocco	1,372.7
48	Greece	814.7
76	Tunisia	402.1
83	Lebanon	369.0
148	Cyprus	56.9
149	Malta	55.7
European Union Average		32.3

Visitor Exports		2023 (US\$bn)
2	Spain	98.3
3	France	71.8
4	Türkiye	71.0
7	Italy	55.3
21	Greece	24.1
European Union Average		18.8
35	Morocco	12.1
World Average		8.8
47	Lebanon	8.1
77	Cyprus	3.3
79	Tunisia	3.1
90	Malta	2.3

The tables on pages 8-11 provide brief extracts from the full WTTC Economic League Table Rankings, highlighting comparisons with competing destinations as well as with the world and regional average. Averages are simple cross-economy 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.

ECONOMY RANKINGS: RELATIVE CONTRIBUTION, 2023

Travel & Tourism's Direct Contribution to GDP		2023 % share
31	Greece	7.5
35	Tunisia	6.1
36	Morocco	6.0
37	Cyprus	5.9
38	Spain	5.8
57	Italy	4.6
60	Türkiye	4.5
63	Malta	4.2
European Union Average		3.9
71	France	3.8
World Average		2.8
131	Lebanon	2.1

Travel & Tourism's Total Contribution to GDP		2023 % share
30	Greece	19.2
36	Spain	14.5
42	Malta	13.6
49	Tunisia	13.0
50	Cyprus	12.9
51	Morocco	12.2
53	Türkiye	12.0
60	Italy	10.5
European Union Average		9.7
World Average		9.1
79	France	8.8
114	Lebanon	6.6

Travel & Tourism's Direct Contribution to Employment		2023 % share
27	Malta	9.4
42	Greece	6.6
45	Lebanon	6.2
47	Italy	6.2
53	Cyprus	5.9
57	Morocco	5.6
European Union Average		5.2
67	Tunisia	4.7
69	France	4.6
73	Spain	4.5
World Average		3.7
100	Türkiye	3.4

Travel & Tourism's Total Contribution to Employment		2023 % share
26	Lebanon	22.7
33	Greece	19.4
37	Malta	18.9
58	Morocco	12.9
59	Spain	12.7
60	Cyprus	12.7
61	Italy	12.6
69	Tunisia	11.3
European Union Average		11.1
86	Türkiye	10.2
World Average		10.0
92	France	9.4

Travel & Tourism Contribution to Total Capital Investment		2023 % share
31	Morocco	11.9
32	Greece	11.8
39	Lebanon	8.7
40	Cyprus	8.5
42	Tunisia	8.4
43	Malta	8.4
47	Spain	7.6
57	France	6.7
European Union Average		4.5
World Average		3.6
132	Türkiye	2.7
155	Italy	2.2

Visitor Exports Contribution to Exports		2023 % share
48	Greece	22.8
54	Morocco	19.8
55	Türkiye	19.7
58	Spain	16.3
67	Tunisia	13.3
72	Cyprus	12.1
75	Lebanon	10.9
95	France	7.2
97	Italy	7.0
100	Malta	6.7
World Average		5.3
European Union Average		5.3

ECONOMY RANKINGS: REAL GROWTH, 2023

Travel & Tourism's Direct Contribution to GDP		2023 % growth
2	Lebanon	148.7
52	Tunisia	24.9
World Average		21.3
78	Malta	16.8
100	Greece	13.2
106	Morocco	12.1
107	Cyprus	12.1
128	Spain	9.0
146	Italy	7.5
European Union Average		7.4
151	Türkiye	6.2
158	France	4.6

Travel & Tourism's Direct Contribution to Employment		2023 % growth
13	Lebanon	15.0
34	Tunisia	11.0
World Average		9.0
61	Spain	8.7
64	Morocco	8.5
111	Italy	5.8
124	Cyprus	5.5
European Union Average		5.5
125	Greece	5.4
127	France	5.4
138	Türkiye	5.0
169	Malta	3.1

Travel & Tourism Investment		2023 % growth
5	Türkiye	45.3
21	Cyprus	27.2
29	Malta	25.7
30	Tunisia	25.7
58	Morocco	20.8
69	Italy	17.6
88	Greece	14.7
World Average		13.0
European Union Average		9.1
148	Spain	8.0
165	Lebanon	6.8
184	France	1.2

Travel & Tourism's Total Contribution to GDP		2023 % growth
3	Lebanon	114.2
53	Tunisia	23.6
World Average		23.2
79	Malta	16.8
96	Morocco	14.2
109	Greece	12.5
118	Cyprus	11.4
131	Türkiye	9.1
132	Spain	9.1
European Union Average		8.4
142	Italy	8.4
158	France	5.7

Travel & Tourism's Total Contribution to Employment		2023 % growth
14	Greece	14.6
17	Morocco	13.7
47	Tunisia	9.2
World Average		9.1
53	Spain	8.7
79	Cyprus	7.5
98	Italy	6.6
European Union Average		6.5
101	France	6.4
122	Türkiye	5.5
163	Malta	4.0
180	Lebanon	2.5

Visitor Exports		2023 % growth
5	Lebanon	341.8
42	Tunisia	48.8
World Average		33.1
100	Italy	19.0
108	Malta	16.6
115	Cyprus	14.4
116	Spain	14.3
124	Greece	13.5
125	Morocco	13.1
European Union Average		11.5
147	France	6.9
155	Türkiye	5.4

ECONOMY RANKINGS: LONG TERM GROWTH, 2024 - 2034

Travel & Tourism's Direct Contribution to GDP		2024 - 2034 % growth
55	Malta	4.7
62	Cyprus	4.4
94	Morocco	3.8
102	Tunisia	3.7
World Average		3.7
144	Greece	2.6
150	Spain	2.5
European Union Average		2.2
168	Türkiye	2.1
169	France	2.1
171	Italy	2.0
179	Lebanon	1.7

Travel & Tourism's Total Contribution to GDP		2024 - 2034 % growth
27	Malta	5.5
55	Cyprus	4.7
71	Morocco	4.4
World Average		3.7
123	Tunisia	3.3
138	Greece	2.9
159	Spain	2.4
160	Türkiye	2.4
European Union Average		2.2
169	Lebanon	2.0
173	France	2.0
174	Italy	1.9

Travel & Tourism's Direct Contribution to Employment		2024 - 2034 % growth
54	Malta	3.2
60	Cyprus	3.0
World Average		2.5
86	Morocco	2.5
88	Spain	2.4
104	Greece	2.3
127	Lebanon	1.9
132	Tunisia	1.9
146	France	1.6
148	Italy	1.6
European Union Average		1.3
179	Türkiye	1.0

Travel & Tourism's Total Contribution to Employment		2024 - 2034 % growth
37	Malta	3.7
45	Cyprus	3.5
World Average		2.6
113	Spain	2.3
120	Greece	2.1
124	Morocco	2.1
153	Tunisia	1.5
154	France	1.5
155	Italy	1.5
163	Lebanon	1.4
European Union Average		1.3
167	Türkiye	1.2

Travel & Tourism Investment		2024 - 2034 % growth
48	Greece	6.5
53	Malta	6.2
84	Türkiye	5.1
World Average		5.1
114	Morocco	4.2
125	Tunisia	3.8
131	Cyprus	3.6
144	Italy	3.3
European Union Average		3.2
156	Spain	2.8
180	France	1.3
185	Lebanon	0.4

Visitor Exports		2024 - 2034 % growth
60	Tunisia	5.3
78	Malta	4.7
World Average		4.5
107	Cyprus	4.0
120	Morocco	3.5
European Union Average		3.4
129	France	3.2
130	Italy	3.2
132	Greece	3.1
144	Spain	2.7
177	Türkiye	1.7
185	Lebanon	0.9

SUMMARY TABLES: ESTIMATES & FORECASTS

Malta	2023	2023	2024E	2034F		
	USDmn ¹	% of total	Growth ²	USDmn ¹	% of total	Growth ³
Direct contribution to GDP	870.9	4.2	7.5	1,476.3	5.4	4.7
Total contribution to GDP	2,843.3	13.6	8.0	5,221.4	19.3	5.5
Direct contribution to employment ⁴	27.8	9.4	3.9	39.5	11.1	3.2
Total contribution to employment ⁴	55.7	18.9	5.6	84.6	23.9	3.7
Visitor exports	2,302.4	6.7	7.1	3,884.2	9.5	4.7
Domestic spending	281.1	1.3	8.0	431.1	1.6	3.6
Leisure spending	2,223.8	10.6	7.3	3,772.6	13.9	4.7
Business spending	359.7	1.7	6.4	542.7	2.0	3.6
Capital investment	329.0	8.4	17.6	705.0	14.4	6.2

¹2023 constant prices & exchange rates; ²2024 real growth adjusted for inflation (%); ³2024-2034 annualised real growth adjusted for inflation (%); ⁴'000 jobs

European Union	2023	2023	2024E	2034F		
	USDbn ¹	% of total	Growth ²	USDbn ¹	% of total	Growth ³
Direct contribution to GDP	710.2	3.9	4.8	929.0	4.4	2.2
Total contribution to GDP	1,773.1	9.7	4.9	2,315.8	10.9	2.2
Direct contribution to employment ⁴	10,933.3	5.2	4.2	12,966.2	6.2	1.3
Total contribution to employment ⁴	23,531.1	11.1	4.3	28,016.8	13.4	1.3
Visitor exports	507.4	5.3	9.6	775.1	6.7	3.4
Domestic spending	1,036.2	5.7	2.0	1,229.9	5.7	1.5
Leisure spending	1,279.6	7.0	4.2	1,659.9	7.8	2.2
Business spending	264.0	1.4	5.8	345.1	1.6	2.1
Capital investment	183.2	4.5	7.4	270.7	5.5	3.2

¹2023 constant prices & exchange rates; ²2024 real growth adjusted for inflation (%); ³2024-2034 annualised real growth adjusted for inflation (%); ⁴'000 jobs

Worldwide	2023	2023	2024E	2034F		
	USDbn ¹	% of total	Growth ²	USDbn ¹	% of total	Growth ³
Direct contribution to GDP	3,059.3	2.8	10.9	4,865.7	3.5	3.7
Total contribution to GDP	9,899.3	9.1	12.1	15,998.6	11.4	3.7
Direct contribution to employment ⁴	120,812.2	3.7	5.3	162,759.0	4.4	2.5
Total contribution to employment ⁴	329,600.6	10.0	5.5	448,996.5	12.2	2.6
Visitor exports	1,632.6	5.3	15.9	2,945.0	7.4	4.5
Domestic spending	4,968.5	4.6	9.3	7,608.8	5.4	3.4
Leisure spending	5,296.0	4.9	10.7	8,501.0	6.1	3.8
Business spending	1,305.2	1.2	12.2	2,053.2	1.4	3.4
Capital investment	1,013.2	3.6	10.7	1,843.7	5.0	5.1

¹2023 constant prices & exchange rates; ²2024 real growth adjusted for inflation (%); ³2024-2034 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.

E - Estimate, F - Forecast

THE ECONOMIC CONTRIBUTION OF TRAVEL & TOURISM: REAL 2023 PRICES

Malta (EURm, real 2023 prices)	2018	2019	2020	2021	2022	2023	2024E	2034F
1. Visitor exports	2,102.7	2,191.8	443.4	817.8	1,834.4	2,139.4	2,290.7	3,609.1
2. Domestic expenditure (includes government individual spending)	230.9	237.2	146.9	192.3	238.2	261.2	282.2	400.5
3. Internal tourism consumption (= 1 + 2)	2,333.6	2,429.0	590.3	1,010.1	2,072.6	2,400.5	2,572.9	4,009.7
4. Purchases by tourism providers, including imported goods (supply chain)	-1,559.5	-1,623.1	-392.3	-671.2	-1,380.0	-1,591.3	-1,702.5	-2,637.9
5. Direct contribution of Travel & Tourism to GDP (= 3 + 4)	774.1	805.9	197.9	338.9	692.6	809.3	870.4	1,371.8
Other final impacts (indirect & induced)	1,293.9	1,345.7	328.7	560.0	1,139.7	1,326.8	1,423.1	2,298.0
6 Domestic supply chain								
7. Capital investment	350.0	387.9	133.0	181.6	243.2	305.7	359.4	655.1
8. Government collective spending	239.9	274.7	191.3	277.0	414.8	429.8	459.6	643.4
9. Imported goods from indirect spending	-821.7	-881.1	-250.8	-387.8	-685.1	-774.8	-848.6	-1,117.6
10. Induced	477.4	502.6	143.9	239.0	457.1	545.2	588.6	1,001.1
11. Total contribution of Travel & Tourism to GDP (= 5 + 6 + 7 + 8 + 9 + 10)	2,313.6	2,435.7	744.0	1,208.7	2,262.2	2,641.9	2,852.5	4,851.7
Employment impacts ('000)								
12. Direct contribution of Travel & Tourism to employment	25.5	27.1	23.7	25.3	26.9	27.8	28.9	39.5
13. Total contribution of Travel & Tourism to employment	50.4	53.8	47.7	50.9	53.6	55.7	58.8	84.6
14. Other indicators								
Expenditure on outbound travel	615.2	648.3	145.6	261.9	702.3	719.1	733.7	873.7
Leisure spending	2,003.6	2,093.9	535.5	885.5	1,744.1	2,066.3	2,217.4	3,505.4
Business spending	330.0	335.0	54.8	124.6	328.5	334.2	355.4	504.2

E - Estimate, F - Forecast

THE ECONOMIC CONTRIBUTION OF TRAVEL & TOURISM: NOMINAL PRICES

Malta (EURm, nominal prices)	2018	2019	2020	2021	2022	2023	2024E	2034F
1. Visitor exports	1,776.2	1,893.6	389.3	732.8	1,730.2	2,139.4	2,369.1	4,631.3
2. Domestic expenditure (includes government individual spending)	195.0	204.9	129.0	172.3	224.6	261.2	291.8	514.0
3. Internal tourism consumption (= 1 + 2)	1,971.2	2,098.6	518.3	905.1	1,954.8	2,400.5	2,660.9	5,145.3
4. Purchases by tourism providers, including imported goods (supply chain)	-1,317.3	-1,402.3	-344.5	-601.4	-1,301.5	-1,591.3	-1,760.8	-3,385.0
5. Direct contribution of Travel & Tourism to GDP (= 3 + 4)	653.9	696.3	173.8	303.6	653.3	809.3	900.1	1,760.3
Relative contribution (% whole economy)	5.0	4.9	1.3	2.0	3.8	4.2	4.3	5.4
Other final impacts (indirect & induced)	1,093.0	1,162.7	288.6	501.8	1,074.9	1,326.8	1,471.8	2,948.8
6. Domestic supply chain								
7. Capital investment	295.7	335.1	116.8	162.7	229.3	305.7	371.7	840.6
8. Government collective spending	202.6	237.3	168.0	248.2	391.2	429.8	475.3	825.6
9. Imported goods from indirect spending	-694.1	-761.3	-220.2	-347.5	-646.2	-774.8	-877.6	-1,434.2
10. Induced	403.3	434.2	126.3	214.2	431.1	545.2	608.8	1,284.7
11. Total contribution of Travel & Tourism to GDP (= 5 + 6 + 7 + 8 + 9 + 10)	1,954.3	2,104.4	653.3	1,083.0	2,133.7	2,641.9	2,950.1	6,225.9
Relative contribution (% whole economy)	15.0	14.7	4.9	7.1	12.4	13.6	14.2	19.3
Employment impacts ('000)								
12. Direct contribution of Travel & Tourism to employment	25.5	27.1	23.7	25.3	26.9	27.8	28.9	39.5
Relative contribution (% whole economy)	10.7	10.6	9.1	9.4	9.5	9.4	9.6	11.1
13. Total contribution of Travel & Tourism to employment	50.4	53.8	47.7	50.9	53.6	55.7	58.8	84.6
Relative contribution (% whole economy)	21.1	21.1	18.3	18.9	18.9	18.9	19.7	23.9
14. Other indicators								
Expenditure on outbound travel	519.7	560.2	127.9	234.7	662.4	719.1	758.8	1,121.2
Leisure spending	1,692.5	1,809.1	470.1	793.5	1,645.0	2,066.3	2,293.3	4,498.3
Business spending	278.8	289.5	48.1	111.6	309.8	334.2	367.6	647.0

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 UN Tourism formerly (UNWTO). Historical data for concepts has been benchmarked to match reported TSA data where available.

THE ECONOMIC CONTRIBUTION OF TRAVEL & TOURISM: REAL 2023 PRICES (USD)

Malta (USDmn, real 2023 prices)	2018	2019	2020	2021	2022	2023	2024E	2034F
1. Visitor exports	2,263.0	2,358.8	477.1	880.1	1,974.2	2,302.4	2,465.3	3,884.2
2. Domestic expenditure (includes government individual spending)	248.5	255.3	158.1	207.0	256.3	281.1	303.7	431.1
3. Internal tourism consumption (= 1 + 2)	2,511.4	2,614.1	635.3	1,087.1	2,230.5	2,583.5	2,768.9	4,315.2
4. Purchases by tourism providers, including imported goods (supply chain)	-1,678.3	-1,746.8	-422.2	-722.4	-1,485.1	-1,712.6	-1,832.3	-2,838.9
5. Direct contribution of Travel & Tourism to GDP (= 3 + 4)	833.1	867.3	213.0	364.7	745.4	870.9	936.7	1,476.3
Other final impacts (indirect & induced)	1,392.5	1,448.3	353.7	602.7	1,226.5	1,427.9	1,531.6	2,473.1
6 Domestic supply chain								
7. Capital investment	376.7	417.5	143.2	195.4	261.7	329.0	386.8	705.0
8. Government collective spending	258.2	295.6	205.9	298.1	446.4	462.6	494.6	692.4
9. Imported goods from indirect spending	-884.3	-948.3	-269.9	-417.3	-737.3	-833.8	-913.2	-1,202.8
10. Induced	513.8	540.9	154.8	257.2	492.0	586.7	633.5	1,077.4
11. Total contribution of Travel & Tourism to GDP (= 5 + 6 + 7 + 8 + 9 + 10)	2,489.9	2,621.3	800.7	1,300.8	2,434.6	2,843.3	3,069.9	5,221.4
Employment impacts ('000)								
12. Direct contribution of Travel & Tourism to employment	25.5	27.1	23.7	25.3	26.9	27.8	28.9	39.5
13. Total contribution of Travel & Tourism to employment	50.4	53.8	47.7	50.9	53.6	55.7	58.8	84.6
14. Other indicators								
Expenditure on outbound travel	662.1	697.8	156.7	281.8	755.8	773.8	789.6	940.3
Leisure spending	2,156.3	2,253.5	576.3	953.0	1,877.0	2,223.8	2,386.4	3,772.6
Business spending	355.1	360.6	59.0	134.1	353.5	359.7	382.5	542.7

E - Estimate, F - Forecast

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

Malta (USDmn, nominal prices)	2018	2019	2020	2021	2022	2023	2024E	2034F
1. Visitor exports	2,098.2	2,120.2	444.4	867.0	1,822.6	2,302.4	2,506.7	5,789.2
2. Domestic expenditure (includes government individual spending)	230.4	229.4	147.2	203.9	236.6	281.1	308.8	642.5
3. Internal tourism consumption (= 1 + 2)	2,328.5	2,349.6	591.6	1,070.9	2,059.3	2,583.5	2,815.4	6,431.7
4. Purchases by tourism providers, including imported goods (supply chain)	-1,556.1	-1,570.1	-393.2	-711.7	-1,371.1	-1,712.6	-1,863.0	-4,231.3
5. Direct contribution of Travel & Tourism to GDP (= 3 + 4) Relative contribution (% whole economy)	772.4 5.0	779.5 4.9	198.4 1.3	359.3 2.0	688.2 3.8	870.9 4.2	952.4 4.3	2,200.4 5.4
Other final impacts (indirect & induced)	1,291.1	1,301.8	329.4	593.8	1,132.4	1,427.9	1,557.3	3,686.0
6. Domestic supply chain								
7. Capital investment	349.2	375.2	133.3	192.5	241.6	329.0	393.3	1,050.7
8. Government collective spending	239.4	265.7	191.8	293.6	412.1	462.6	502.9	1,032.0
9. Imported goods from indirect spending	-819.9	-852.3	-251.4	-411.1	-680.7	-833.8	-928.6	-1,792.7
10. Induced	476.4	486.2	144.2	253.4	454.2	586.7	644.1	1,605.9
11. Total contribution of Travel & Tourism to GDP (= 5 + 6 + 7 + 8 + 9 + 10) Relative contribution (% whole economy)	2,308.6 15.0	2,356.1 14.7	745.7 4.9	1,281.5 7.1	2,247.7 12.4	2,843.3 13.6	3,121.4 14.2	7,782.3 19.3
Employment impacts ('000)								
12. Direct contribution of Travel & Tourism to employment Relative contribution (% whole economy)	25.5 10.7	27.1 10.6	23.7 9.1	25.3 9.4	26.9 9.5	27.8 9.4	28.9 9.6	39.5 11.1
13. Total contribution of Travel & Tourism to employment Relative contribution (% whole economy)	50.4 21.1	53.8 21.1	47.7 18.3	50.9 18.9	53.6 18.9	55.7 18.9	58.8 19.7	84.6 23.9
14. Other indicators								
Expenditure on outbound travel	613.8	627.2	145.9	277.7	697.8	773.8	802.8	1,401.5
Leisure spending	1,999.2	2,025.5	536.7	938.9	1,732.9	2,223.8	2,426.5	5,622.9
Business spending	329.3	324.1	54.9	132.1	326.4	359.7	388.9	808.8

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 UN Tourism formerly (UNWTO).

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

THE ECONOMIC CONTRIBUTION OF TRAVEL & TOURISM: GROWTH

Malta Growth ¹ (%)	2018	2019	2020	2021	2022	2023	2024E	2034F ²
1. Visitor exports	-0.9	4.2	-79.8	84.5	124.3	16.6	7.1	4.7
2. Domestic expenditure (includes government individual spending)	4.3	2.7	-38.1	30.9	23.8	9.7	8.0	3.6
3. Internal tourism consumption (= 1 + 2)	-0.4	4.1	-75.7	71.1	105.2	15.8	7.2	4.5
4. Purchases by tourism providers, including imported goods (supply chain)	-0.2	4.1	-75.8	71.1	105.6	15.3	7.0	4.5
5. Direct contribution of Travel & Tourism to GDP (= 3 + 4)	-0.9	4.1	-75.4	71.2	104.4	16.8	7.5	4.7
Other final impacts (indirect & induced)	-0.1	4.0	-75.6	70.4	103.5	16.4	7.3	4.9
6. Domestic supply chain								
7. Capital investment	5.6	10.8	-65.7	36.5	33.9	25.7	17.6	6.2
8. Government collective spending	12.6	14.5	-30.4	44.8	49.7	3.6	6.9	3.4
9. Imported goods from indirect spending	2.8	7.2	-71.5	54.6	76.7	13.1	9.5	2.8
10. Induced	0.8	5.3	-71.4	66.1	91.3	19.3	8.0	5.5
11. Total contribution of Travel & Tourism to GDP (= 5 + 6 + 7 + 8 + 9 + 10)	0.8	5.3	-69.5	62.5	87.2	16.8	8.0	5.5
Employment impacts ('000)								
12. Direct contribution of Travel & Tourism to employment	-0.9	6.0	-12.6	6.6	6.7	3.1	3.9	3.2
13. Total contribution of Travel & Tourism to employment	0.4	6.9	-11.3	6.6	5.3	4.0	5.6	3.7
14. Other indicators								
Expenditure on outbound travel	3.3	5.4	-77.5	79.8	168.2	2.4	2.0	1.8
Leisure spending	-0.1	4.5	-74.4	65.4	97.0	18.5	7.3	4.7
Business spending	-2.3	1.5	-83.6	127.3	163.7	1.7	6.4	3.6

E - Estimate, F - Forecast

¹2018-2024 real annual growth adjusted for inflation (%); ²2024-2034 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.

ECONOMIES

This term is used because the scope of the research covers not only countries but also specific territories/states.

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 Aruba, Kenya, Namibia, North Macedonia, Papua New Guinea and Uganda, bringing our total of countries and economies in our benchmarking dataset to 72. Our TSA benchmarked countries cover around 90% of global direct T&T GDP.

WTTC coverage includes data on 185 countries and economies, and reports on 27 regions, sub-regions and economic and geographic groups.

ECONOMIC AND GEOGRAPHIC GROUPS

APEC (ASIA-PACIFIC ECONOMIC COOPERATION)

Australia, Brunei Darussalam, 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.

COMMONWEALTH¹

Anguilla, Antigua and Barbuda, Australia, Bahamas, Bangladesh, Barbados, Belize, Bermuda, Botswana, Brunei Darussalam, Cameroon, Canada, Cayman Islands, Cyprus, Dominica, Eswatini, Fiji, Gambia, Ghana, Grenada, Guyana, India, Jamaica, Kenya, Kiribati, Lesotho, Malawi, Malaysia, Maldives, Malta, Mauritius, Mozambique, Namibia, New Zealand, Nigeria, Pakistan, Papua New Guinea, Rwanda, Seychelles, Sierra Leone, Singapore, Solomon Islands, South Africa, Sri Lanka, St Kitts and Nevis, St Lucia, St Vincent and the Grenadines, Tanzania, Togo, Tonga, Trinidad and Tobago, Uganda, UK, UK Virgin Islands, Vanuatu, Zambia

G7

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

G20

African Union², Argentina, Australia, Brazil, Canada, China, European Union, France³, Germany³, India, Indonesia, Italy³, Japan, Mexico, Russian Federation, Saudi Arabia, South Africa⁴, 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, Nicaragua⁵, 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, Czechia, 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 COOPERATION⁶

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.

1 This includes data for Overseas British Territories, but there is no data for Nauru, Samoa and Tuvalu

2 This union of 55 member states received full G20 membership status in September 2023. It is included in 2023 data

3 Included in European Union

4 Included in African Union

5 Nicaragua left the OAS in November 2023. It is included in 2023 data

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

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

ForwardKeys, on a mission to predict travellers' impact. Learn more about the data solutions and visit: [ForwardKeys.com/Products](https://www.forwardkeys.com/products)



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