




WORLD
TRAVEL &
TOURISM
COUNCIL



TRAVEL & TOURISM
**ECONOMIC
IMPACT 2024**

IRAN



FOR E W O R D

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

FOREWORD

- 1 2024 ANNUAL RESEARCH: Key Highlights
 - 3 DEFINING THE ECONOMIC CONTRIBUTION OF TRAVEL & TOURISM
 - 4 TRAVEL & TOURISM'S CONTRIBUTION TO GDP
 - 5 TRAVEL & TOURISM'S CONTRIBUTION TO EMPLOYMENT
 - 6 VISITOR EXPORTS AND INVESTMENT
 - 7 DIFFERENT COMPONENTS OF TRAVEL & TOURISM
 - 8 ECONOMY RANKINGS: Absolute Contribution, 2023
 - 9 ECONOMY RANKINGS: Relative Contribution, 2023
 - 10 ECONOMY RANKINGS: Real Growth, 2023
 - 11 ECONOMY RANKINGS: Long term Growth, 2024-2034
 - 12 SUMMARY TABLES: Estimates & Forecasts
 - 13 THE ECONOMIC CONTRIBUTION OF TRAVEL & TOURISM: Real 2023 Prices
 - 14 THE ECONOMIC CONTRIBUTION OF TRAVEL & TOURISM: Nominal Prices
 - 15 THE ECONOMIC CONTRIBUTION OF TRAVEL & TOURISM: Real 2023 Prices (USD)
 - 16 THE ECONOMIC CONTRIBUTION OF TRAVEL & TOURISM: Nominal Prices (USD)
 - 17 THE ECONOMIC CONTRIBUTION OF TRAVEL & TOURISM: Growth
 - 18 Glossary
 - 19 Methodological Note
 - 20 Regions, Sub-Regions & Countries/Economies
-

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

Iran Key Data

2019	5.5% (of Total Economy) IRR 7,472.28TN (USD 177.9BN)	Change in 2020: -43.8%	1.95 MN =8.0% (Share of Total Jobs)	Change in 2020: -34.0%
2023	4.7% IRR 7,409.21TN (USD 176.4BN)	Annual Change: +21.0% (-0.8% vs 2019) Economy Change: +4.4%	1.60 MN =6.6%	Annual Change: +10.3% (-17.8% vs 2019)
2024 (E)	5.2% IRR 8,305.56TN (USD 197.8BN)	Annual Change: +12.1% (11.2% vs 2019)	1.83 MN =7.5%	Annual Change: +14.4% (-6.0% vs 2019)
2034 (F)	6.1% IRR 12,058.19TN (USD 287.1BN)	CAGR (2024 - 2034): +3.8% Economy CAGR (2024 - 2034): +2.2%	2.18 MN =8.3%	New Jobs (2034 vs 2024): 0.36 MN

Iran Visitor Spending

2019	2023	2024 (E)	2034 (F)
International Visitor Spending:			
IRR1,062.25TN (USD 25.3BN) 3.4% of total exports	IRR709.89TN (USD 16.9BN) Annual Change: 83.6% (-33.2% vs 2019)	IRR818.54TN (USD 19.5BN) Annual Change: 15.3% (-22.9% vs 2019)	IRR1,247.04TN (USD 29.7BN) 7.4% of total exports CAGR (2024 - 2034): 4.3%
Domestic Visitor Spending:			
IRR4,583.52TN (USD 109.1BN)	IRR4,939.25TN (USD 117.6BN) Annual Change: 18.7% (7.8% vs 2019)	IRR5,473.65TN (USD 130.3BN) Annual Change: 10.8% (19.4% vs 2019)	IRR7,680.96TN (USD 182.9BN) CAGR (2024 - 2034): 3.4%

Domestic Spending International Spending



% share of total spending

Leisure Spending Business Spending



% share of total spending

Inbound Arrivals³:

2019	2023
1. Iraq 34%	1. Iraq 37%
2. Azerbaijan 22%	2. Türkiye 11%
3. Türkiye 12%	3. Azerbaijan 7%
4. Pakistan 5%	4. Pakistan 6%
5. Armenia 2%	5. Lebanon 3%
Rest of world 25%	Rest of world 34%

Outbound Departures³:

2019	2023
1. Türkiye 44%	1. Türkiye 53%
2. Iraq 20%	2. Iraq 11%
3. United Arab Emirates 7%	3. United Arab Emirates 10%
4. Syria 4%	4. Syria 4%
5. Azerbaijan 4%	5. Armenia 3%
Rest of world 21%	Rest of world 18%

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>.

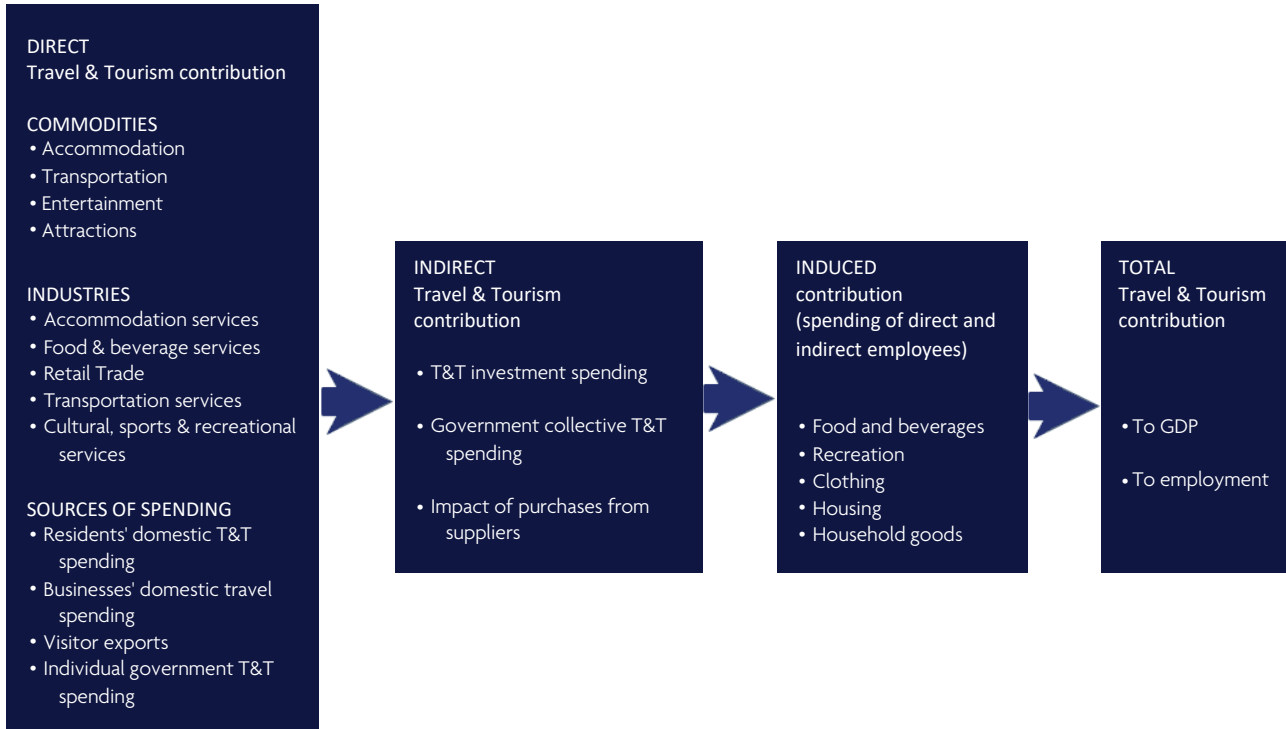
1. All values are in constant 2023 prices & exchange rates. As reported in March 2024.

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.

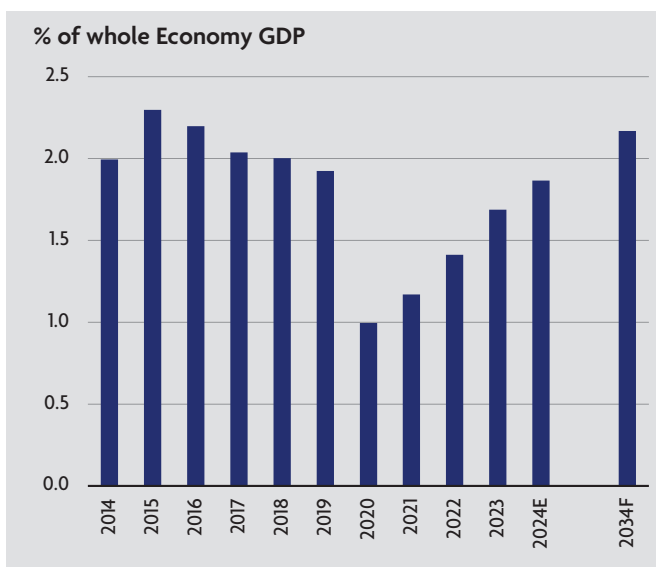
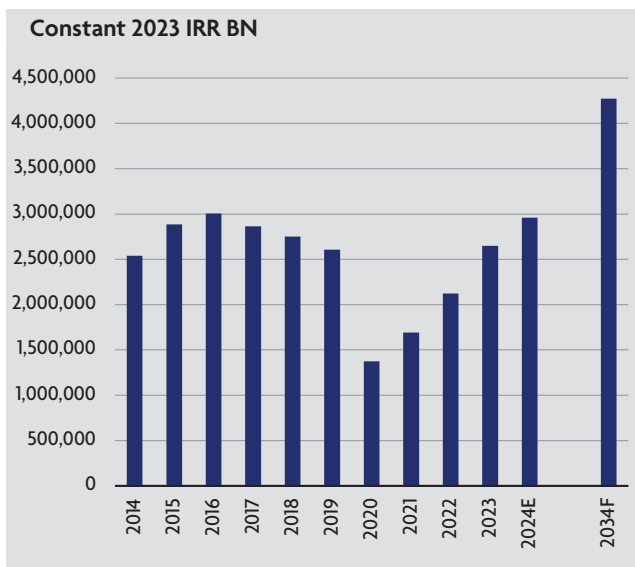
The 'induced' contribution measures the GDP and jobs supported by the spending of those who are directly or indirectly employed by the Travel & Tourism industry.

TRAVEL & TOURISM'S CONTRIBUTION TO GDP¹

The direct contribution of Travel & Tourism to GDP in 2023 was IRR2,647,182.3bn (1.7% of GDP). This primarily reflects the economic activity generated by industries such as hotels, travel agents, airlines and other passenger transportation services (excluding commuter services). But it also includes, for example, the activities of the restaurant and leisure industries directly supported by tourists.

The direct contribution of Travel & Tourism to GDP is expected to grow by 3.7% pa to IRR4,271,361.5bn (2.2% of GDP) from 2024 to 2034.

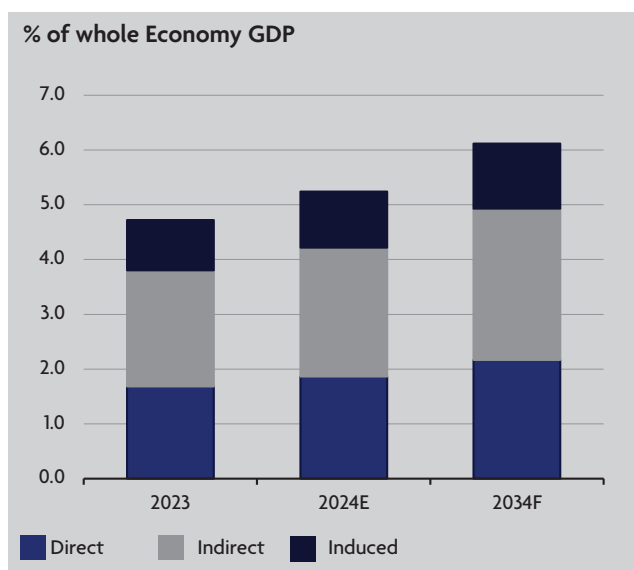
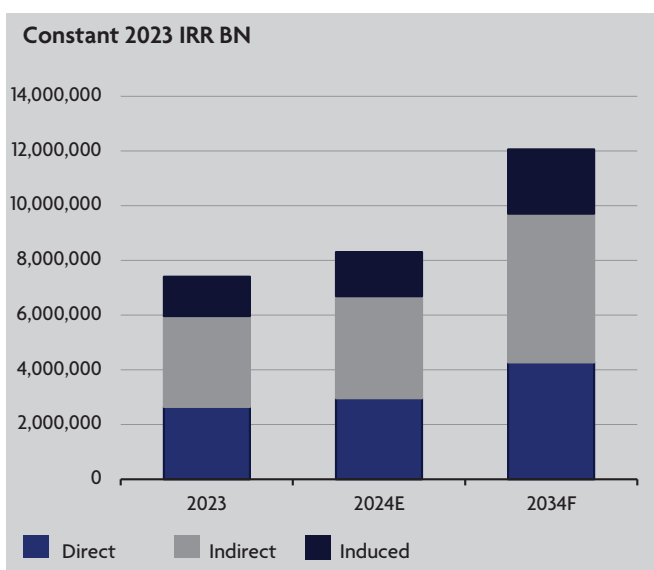
Iran: Direct Contribution of Travel & Tourism to GDP



The total contribution of Travel & Tourism to GDP (including wider effects from investment, the supply chain and induced income impacts, see page 3) was IRR7,409,209.5bn in 2023 (4.7% of GDP).

It is forecast to rise by 3.8% pa to IRR12,058,187.0bn from 2024 to 2034 (6.1% of GDP).

Iran: Total Contribution of Travel & Tourism to GDP



¹ All values are in constant 2023 prices & exchange rates

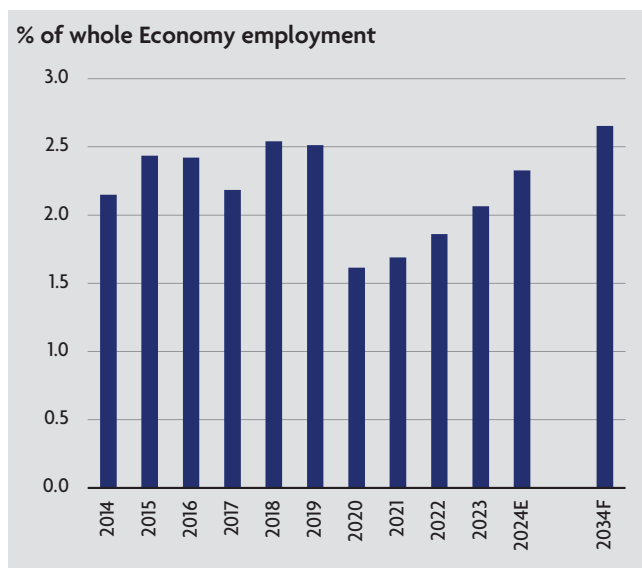
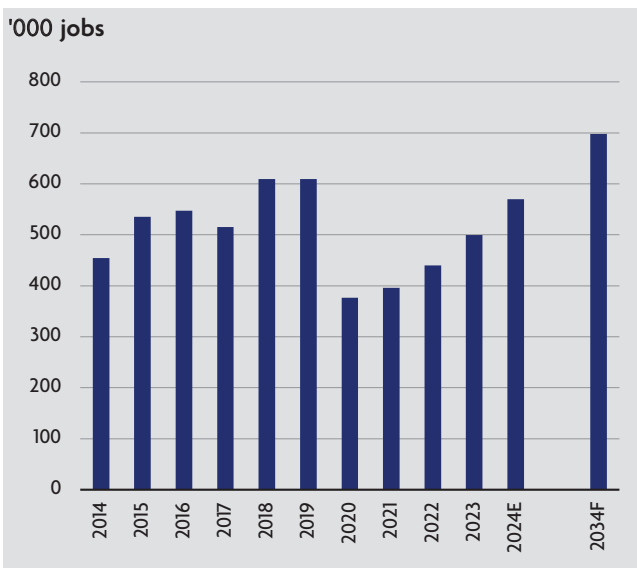
E - Estimate, F - Forecast

TRAVEL & TOURISM'S CONTRIBUTION TO EMPLOYMENT

Travel & Tourism generated 499,629 jobs directly in 2023 (2.1% 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 697,819 jobs directly (2.7% of total employment), an increase of 2.1% pa from 2024.

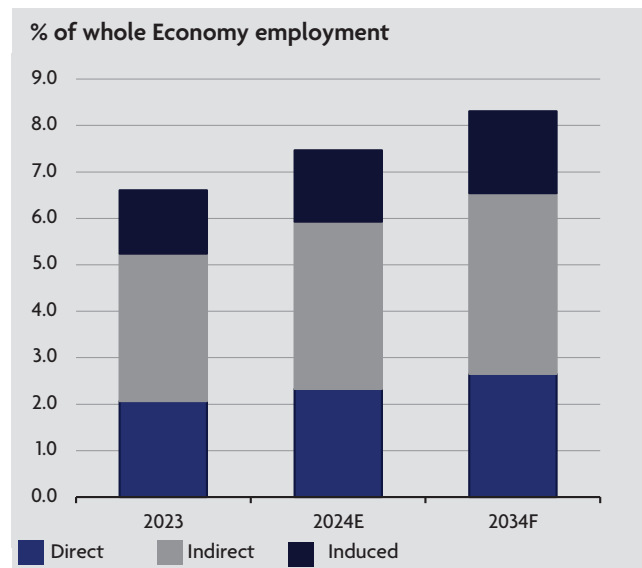
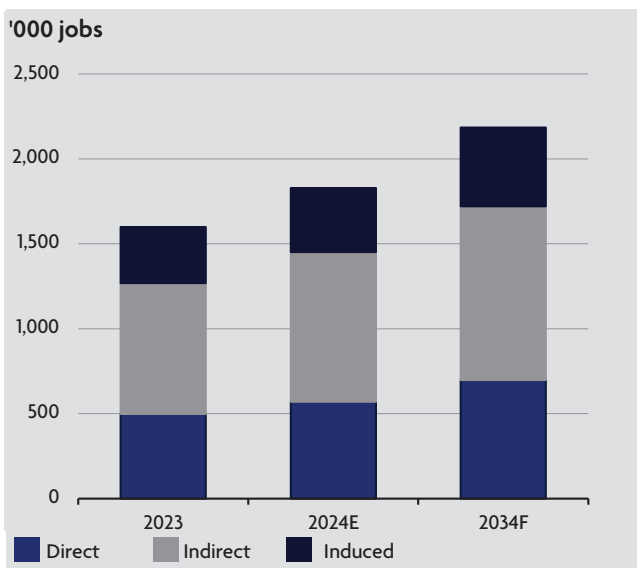
Iran: Direct Contribution of Travel & Tourism to Employment



The total contribution of Travel & Tourism to employment (including wider effects from investment, the supply chain and induced income impacts, see page 3) was 1,598,372 jobs in 2023 (6.6% of total employment).

By 2034, Travel & Tourism is forecast to support 2,184,641 jobs (8.3% of total employment), an increase of 1.8% pa since 2024.

Iran: Total Contribution of Travel & Tourism to Employment



E - Estimate, F - Forecast

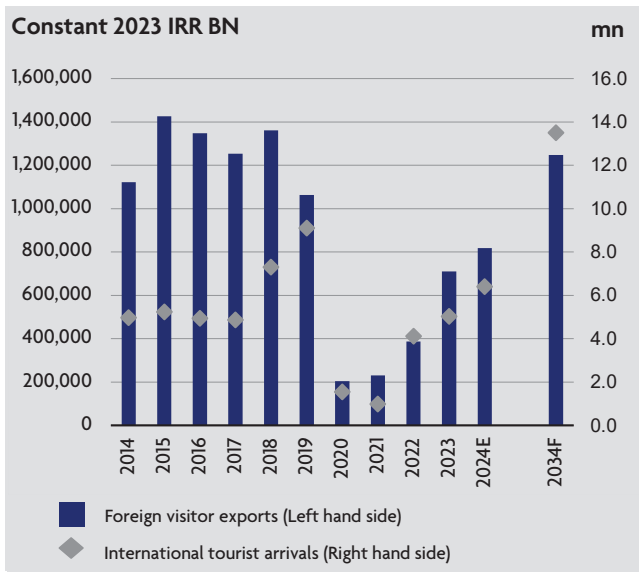
VISITOR EXPORTS AND INVESTMENT¹

VISITOR EXPORTS

Visitor exports are a key component of the direct contribution of Travel & Tourism. In 2023, Iran generated IRR709,886.8bn in visitor exports.

By 2034, international tourist arrivals are forecast to total 13,494,000, generating expenditure of IRR1,247,037.9bn, an increase of 4.3% pa since 2024.

Iran: Visitor Exports and International Tourist Arrivals

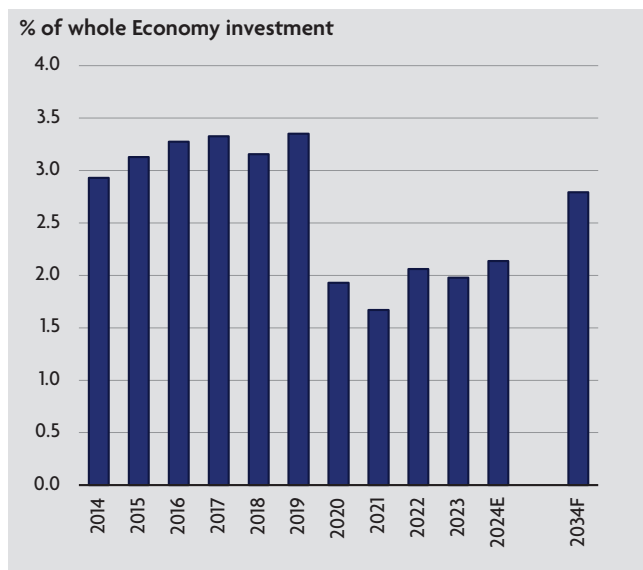
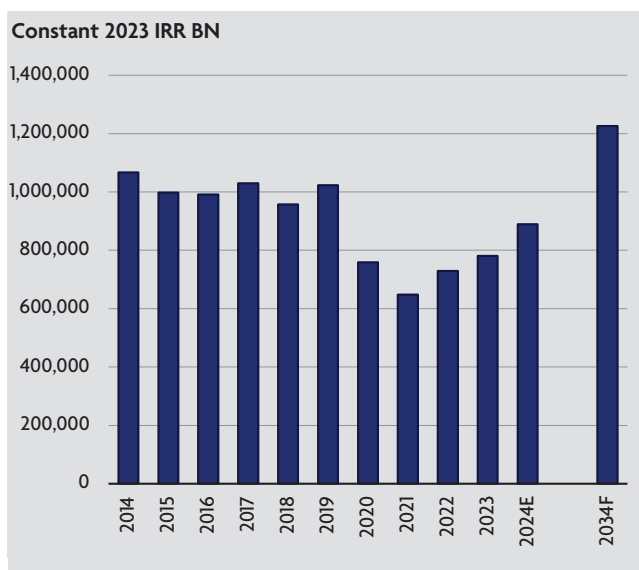


INVESTMENT

Travel & Tourism is expected to have attracted capital investment of IRR780,725.3bn in 2023.

Travel & Tourism's share of total national investment is expected to be 2.8% in 2034.

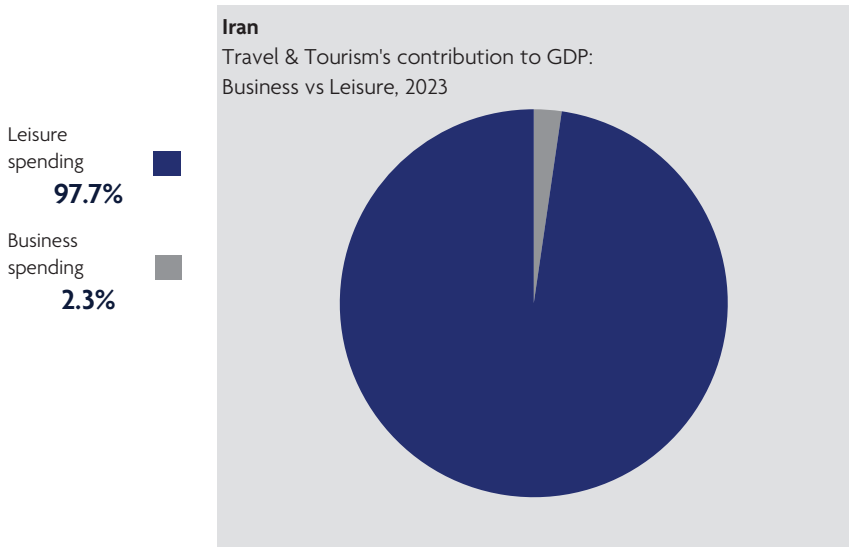
Iran: Capital Investment in Travel & Tourism



¹All values are in constant 2023 prices & exchange rates

E - Estimate, F - Forecast

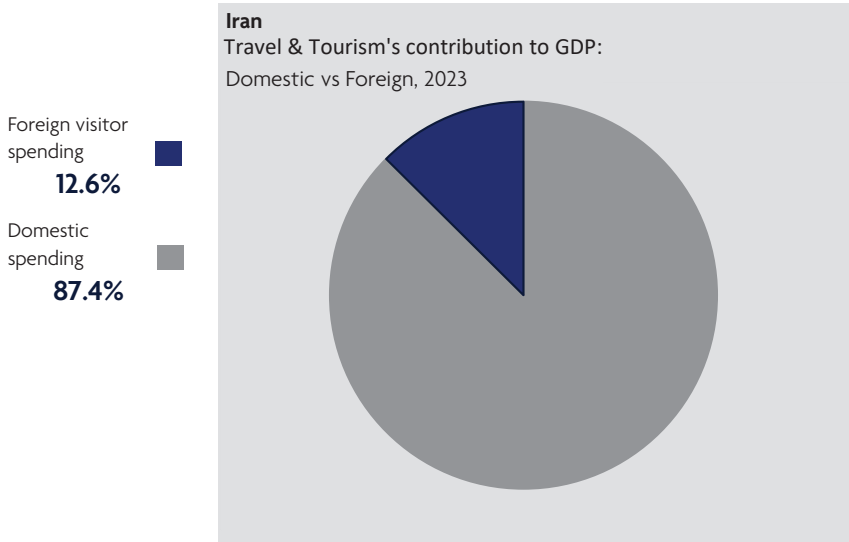
DIFFERENT COMPONENTS OF TRAVEL & TOURISM¹



Leisure travel spending (inbound and domestic) generated 97.7% of total internal spending in 2023 (IRR5,518,709.5bn) compared with 2.3% for business travel spending (IRR130,423.0bn).

Leisure travel spending is expected to rise by 3.4% pa to IRR8,518,896.0bn from 2024 to 2034.

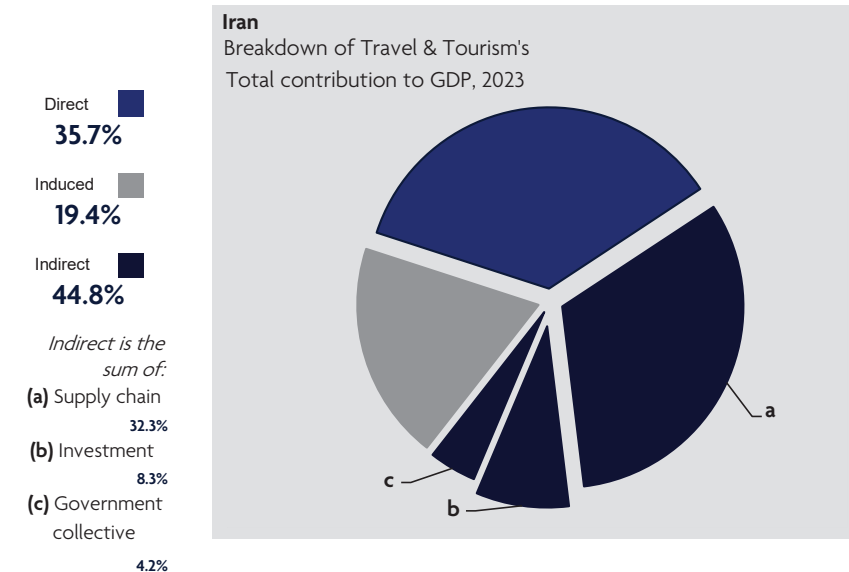
Business travel spending is expected to rise by 8.6% pa to IRR409,101.3bn from 2024 to 2034.



Domestic travel spending generated 87.4% (IRR4,939,245.5bn) of total internal spending in 2023 compared with 12.6% (IRR709,886.8bn) for visitor exports (ie foreign visitor spending or international tourism receipts).

Domestic travel spending is expected to rise by 3.4% pa to IRR7,680,960.0bn from 2024 to 2034.

Visitor exports are expected to rise by 4.3% pa to IRR1,247,037.9bn 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 nearly 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)
11	Iran	63.0
13	Saudi Arabia	51.9
14	Türkiye	49.4
30	Egypt	19.0
	World Average	16.5
	Middle East Average	13.7
50	Israel	7.1
55	Pakistan	6.2
65	Oman	3.7
71	Lebanon	3.4
72	Jordan	3.3
144	Syria	0.4

Travel & Tourism's Direct Contribution to Employment		2023 '000 jobs
12	Egypt	1,466.5
	World Average	1,305.7
17	Pakistan	1,304.5
18	Saudi Arabia	1,238.1
20	Türkiye	1,062.8
34	Iran	499.6
96	Lebanon	101.2
100	Jordan	95.5
101	Oman	95.3
106	Israel	84.2
109	Syria	73.2
	Middle East Average	18.4

Travel & Tourism Investment		2023 (US\$bn)
4	Saudi Arabia	47.9
12	Iran	18.6
19	Türkiye	10.0
	Middle East Average	6.6
28	Egypt	5.6
	World Average	5.5
39	Israel	3.9
44	Pakistan	2.9
72	Oman	0.9
81	Jordan	0.7
82	Lebanon	0.7
169	Syria	0.04

Travel & Tourism's Total Contribution to GDP		2023 (US\$bn)
11	Iran	176.4
14	Türkiye	131.4
16	Saudi Arabia	118.5
	World Average	47.9
	Middle East Average	35.4
39	Egypt	31.1
45	Israel	22.9
50	Pakistan	19.8
65	Lebanon	10.7
66	Jordan	10.1
75	Oman	7.4
151	Syria	0.8

Travel & Tourism's Total Contribution to Employment		2023 '000 jobs
12	Pakistan	4,730.7
15	Türkiye	3,227.3
19	Egypt	2,526.8
20	Saudi Arabia	2,515.3
	World Average	1,607.4
27	Iran	1,598.4
83	Lebanon	369.0
96	Jordan	289.4
104	Israel	229.6
111	Oman	191.5
113	Syria	178.6
	Middle East Average	45.6

Visitor Exports		2023 (US\$bn)
4	Türkiye	71.0
5	Saudi Arabia	60.6
26	Iran	16.9
33	Egypt	15.3
	Middle East Average	13.8
	World Average	8.8
45	Jordan	8.8
47	Lebanon	8.1
50	Israel	7.2
81	Oman	2.9
98	Pakistan	1.6
138	Syria	0.5

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
34	Jordan	6.7
50	Saudi Arabia	5.0
51	Egypt	4.9
60	Türkiye	4.5
78	Oman	3.3
80	Syria	3.2
World Average		2.8
Middle East Average		2.6
131	Lebanon	2.1
149	Pakistan	1.8
155	Iran	1.7
164	Israel	1.4

Travel & Tourism's Total Contribution to GDP		2023 % share
26	Jordan	20.6
53	Türkiye	12.0
55	Saudi Arabia	11.5
World Average		9.1
86	Egypt	8.0
101	Syria	7.1
Middle East Average		6.7
113	Oman	6.6
114	Lebanon	6.6
127	Pakistan	5.8
153	Iran	4.7
159	Israel	4.5

Travel & Tourism's Direct Contribution to Employment		2023 % share
30	Saudi Arabia	8.8
41	Jordan	6.7
45	Lebanon	6.2
62	Egypt	5.0
Middle East Average		3.9
World Average		3.7
93	Oman	3.6
100	Türkiye	3.4
136	Syria	2.3
143	Iran	2.1
147	Israel	1.9
150	Pakistan	1.9

Travel & Tourism's Total Contribution to Employment		2023 % share
26	Lebanon	22.7
32	Jordan	20.4
39	Saudi Arabia	17.8
86	Türkiye	10.2
World Average		10.0
Middle East Average		9.7
101	Egypt	8.7
124	Oman	7.2
130	Pakistan	6.7
135	Iran	6.6
146	Syria	5.6
152	Israel	5.3

Travel & Tourism Contribution to Total Capital Investment		2023 % share
17	Saudi Arabia	16.5
24	Egypt	13.7
39	Lebanon	8.7
46	Pakistan	7.7
61	Jordan	6.4
Middle East Average		5.2
World Average		3.6
117	Oman	3.2
119	Israel	3.1
132	Türkiye	2.7
151	Syria	2.3
161	Iran	2.0

Visitor Exports Contribution to Exports		2023 % share
31	Jordan	39.9
49	Egypt	21.5
55	Türkiye	19.7
61	Saudi Arabia	15.1
75	Lebanon	10.9
Middle East Average		10.7
91	Syria	8.3
World Average		5.3
115	Oman	4.9
119	Pakistan	4.8
130	Iran	4.3
133	Israel	4.0

ECONOMY RANKINGS: REAL GROWTH, 2023

Travel & Tourism's Direct Contribution to GDP		2023 % growth
2	Lebanon	148.7
24	Saudi Arabia	38.2
28	Oman	34.3
33	Syria	32.7
Middle East Average		29.4
44	Jordan	28.4
51	Egypt	24.9
53	Iran	24.7
World Average		21.3
130	Israel	8.9
136	Pakistan	8.4
151	Türkiye	6.2

Travel & Tourism's Direct Contribution to Employment		2023 % growth
4	Saudi Arabia	24.7
Middle East Average		15.3
13	Lebanon	15.0
14	Oman	14.8
18	Iran	13.5
39	Egypt	10.5
World Average		9.0
63	Jordan	8.6
113	Israel	5.8
119	Syria	5.6
132	Pakistan	5.1
138	Türkiye	5.0

Travel & Tourism Investment		2023 % growth
2	Syria	65.9
5	Türkiye	45.3
14	Oman	35.4
28	Jordan	25.8
53	Saudi Arabia	21.6
Middle East Average		17.0
76	Israel	16.2
World Average		13.0
101	Egypt	12.7
145	Pakistan	8.2
159	Iran	7.1
165	Lebanon	6.8

Travel & Tourism's Total Contribution to GDP		2023 % growth
3	Lebanon	114.2
23	Oman	34.5
26	Saudi Arabia	32.3
28	Syria	31.9
40	Jordan	28.3
Middle East Average		25.3
51	Egypt	23.9
World Average		23.2
60	Iran	21.0
131	Türkiye	9.1
138	Pakistan	8.7
146	Israel	7.8

Travel & Tourism's Total Contribution to Employment		2023 % growth
5	Saudi Arabia	20.9
12	Oman	15.0
Middle East Average		11.8
35	Iran	10.3
41	Egypt	9.6
World Average		9.1
84	Jordan	7.3
122	Türkiye	5.5
124	Pakistan	5.4
148	Syria	4.6
159	Israel	4.1
180	Lebanon	2.5

Visitor Exports		2023 % growth
5	Lebanon	341.8
24	Iran	83.6
28	Syria	76.6
32	Oman	68.9
37	Saudi Arabia	56.7
Middle East Average		49.9
55	Pakistan	40.7
59	Egypt	38.5
World Average		33.1
76	Jordan	28.1
91	Israel	21.1
155	Türkiye	5.4

ECONOMY RANKINGS: LONG TERM GROWTH, 2024 - 2034

Travel & Tourism's Direct Contribution to GDP		2024 - 2034 % growth
34	Saudi Arabia	5.2
35	Pakistan	5.2
48	Israel	4.8
54	Oman	4.7
74	Egypt	4.2
Middle East Average		4.0
99	Syria	3.8
100	Iran	3.7
World Average		3.7
112	Jordan	3.5
168	Türkiye	2.1
179	Lebanon	1.7

Travel & Tourism's Direct Contribution to Employment		2024 - 2034 % growth
19	Egypt	4.4
59	Saudi Arabia	3.0
78	Pakistan	2.6
Middle East Average		2.6
World Average		2.5
108	Jordan	2.2
111	Oman	2.2
121	Iran	2.1
127	Lebanon	1.9
130	Israel	1.9
161	Syria	1.4
179	Türkiye	1.0

Travel & Tourism Investment		2024 - 2034 % growth
9	Syria	9.9
14	Jordan	8.8
25	Oman	7.7
56	Pakistan	6.1
82	Saudi Arabia	5.2
84	Türkiye	5.1
World Average		5.1
Middle East Average		4.7
133	Israel	3.5
145	Iran	3.3
152	Egypt	3.0
185	Lebanon	0.4

Travel & Tourism's Total Contribution to GDP		2024 - 2034 % growth
23	Pakistan	5.7
32	Saudi Arabia	5.3
38	Oman	5.1
56	Egypt	4.7
58	Syria	4.6
Middle East Average		3.9
102	Iran	3.8
World Average		3.7
117	Israel	3.5
119	Jordan	3.4
160	Türkiye	2.4
169	Lebanon	2.0

Travel & Tourism's Total Contribution to Employment		2024 - 2034 % growth
26	Egypt	4.0
60	Saudi Arabia	3.1
63	Pakistan	3.1
World Average		2.6
95	Oman	2.6
Middle East Average		2.3
121	Jordan	2.1
137	Iran	1.8
141	Syria	1.7
149	Israel	1.6
163	Lebanon	1.4
167	Türkiye	1.2

Visitor Exports		2024 - 2034 % growth
25	Israel	7.4
39	Oman	6.6
65	Saudi Arabia	5.1
84	Egypt	4.6
World Average		4.5
93	Iran	4.3
Middle East Average		4.1
118	Jordan	3.6
128	Syria	3.2
176	Pakistan	1.7
177	Türkiye	1.7
185	Lebanon	0.9

SUMMARY TABLES: ESTIMATES & FORECASTS

Iran	2023	2023	2024E	2034F		
	USDbn ¹	% of total	Growth ²	USDbn ¹	% of total	Growth ³
Direct contribution to GDP	63.0	1.7	11.8	101.7	2.2	3.7
Total contribution to GDP	176.4	4.7	12.1	287.1	6.1	3.8
Direct contribution to employment ⁴	499.6	2.1	14.0	697.8	2.7	2.1
Total contribution to employment ⁴	1,598.4	6.6	14.4	2,184.6	8.3	1.8
Visitor exports	16.9	4.3	15.3	29.7	7.4	4.3
Domestic spending	117.6	3.1	10.8	182.9	3.9	3.4
Leisure spending	131.4	3.5	10.8	202.8	4.3	3.4
Business spending	3.1	0.1	37.4	9.7	0.2	8.6
Capital investment	18.6	2.0	13.9	29.2	2.8	3.3

¹2023 constant prices & exchange rates; ²2024 real growth adjusted for inflation (%); ³2024-2034 annualised real growth adjusted for inflation (%); ⁴000 jobs

Middle East	2023	2023	2024E	2034F		
	USDbn ¹	% of total	Growth ²	USDbn ¹	% of total	Growth ³
Direct contribution to GDP	178.3	2.6	9.9	289.7	3.0	4.0
Total contribution to GDP	459.9	6.7	10.2	743.6	7.8	3.9
Direct contribution to employment ⁴	3,105.9	3.9	6.7	4,277.1	4.5	2.6
Total contribution to employment ⁴	7,709.8	9.7	7.4	10,422.3	11.1	2.3
Visitor exports	179.8	10.7	10.1	297.3	13.4	4.1
Domestic spending	205.3	3.0	9.3	320.6	3.6	3.6
Leisure spending	338.5	5.0	8.7	522.4	5.5	3.6
Business spending	46.6	0.7	16.8	95.5	0.9	5.8
Capital investment	85.8	5.2	15.0	155.5	6.2	4.7

¹2023 constant prices & exchange rates; ²2024 real growth adjusted for inflation (%); ³2024-2034 annualised real growth adjusted for inflation (%); ⁴000 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 (%); ⁴000 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

Iran (IRRbn, real 2023 prices)	2018	2019	2020	2021	2022	2023	2024E	2034F
1. Visitor exports	1,360,403	1,062,247	204,396	229,751	386,740	709,887	818,542	1,247,038
2. Domestic expenditure (includes government individual spending)	4,602,550	4,583,519	2,763,455	3,406,483	4,161,847	4,939,246	5,473,646	7,680,960
3. Internal tourism consumption (= 1 + 2)	5,962,952	5,645,766	2,967,851	3,636,234	4,548,587	5,649,132	6,292,188	8,927,998
4. Purchases by tourism providers, including imported goods (supply chain)	-3,212,250	-3,039,472	-1,593,222	-1,945,367	-2,425,152	-3,001,950	-3,333,721	-4,656,636
5. Direct contribution of Travel & Tourism to GDP (= 3 + 4)	2,750,702	2,606,294	1,374,630	1,690,867	2,123,435	2,647,182	2,958,467	4,271,362
Other final impacts (indirect & induced)	2,750,702	2,606,294	1,374,630	1,690,867	2,123,435	2,647,182	2,958,467	4,271,362
6 Domestic supply chain								
7. Capital investment	957,638	1,023,419	758,453	648,427	728,860	780,725	888,870	1,225,464
8. Government collective spending	394,193	368,368	259,692	298,905	343,666	320,720	341,434	413,384
9. Imported goods from indirect spending	-598,749	-583,903	-349,248	-339,852	-385,303	-426,153	-455,380	-466,196
10. Induced	1,508,237	1,451,805	778,155	935,068	1,189,831	1,439,552	1,613,707	2,342,812
11. Total contribution of Travel & Tourism to GDP (= 5 + 6 + 7 + 8 + 9 + 10)	7,762,723	7,472,277	4,196,313	4,924,283	6,123,925	7,409,210	8,305,565	12,058,187
Employment impacts ('000)								
12. Direct contribution of Travel & Tourism to employment	609.6	609.5	376.9	395.8	440.2	499.6	569.6	697.8
13. Total contribution of Travel & Tourism to employment	1,922.4	1,945.6	1,284.2	1,301.7	1,449.5	1,598.4	1,828.1	2,184.6
14. Other indicators								
Expenditure on outbound travel	2,405,123	3,208,592	592,671	677,315	991,495	1,488,948	2,211,926	4,212,365
Leisure spending	5,639,499	5,367,782	2,916,223	3,594,036	4,470,504	5,518,710	6,113,003	8,518,896
Business spending	323,453	277,985	51,628	42,198	78,083	130,423	179,185	409,101

E - Estimate, F - Forecast

THE ECONOMIC CONTRIBUTION OF TRAVEL & TOURISM: NOMINAL PRICES

Iran (IRRbn, nominal prices)	2018	2019	2020	2021	2022	2023	2024E	2034F
1. Visitor exports	213,047	215,912	60,352	106,045	267,758	709,887	941,324	2,776,759
2. Domestic expenditure (includes government individual spending)	720,787	931,646	815,963	1,572,310	2,881,438	4,939,246	6,294,695	17,103,068
3. Internal tourism consumption (= 1 + 2)	933,834	1,147,558	876,315	1,678,355	3,149,196	5,649,133	7,236,019	19,879,827
4. Purchases by tourism providers, including imported goods (supply chain)	-503,058	-617,803	-470,429	-897,912	-1,679,044	-3,001,950	-3,833,781	-10,368,856
5. Direct contribution of Travel & Tourism to GDP (= 3 + 4) Relative contribution (% whole economy)	430,776 2.0	529,755 1.9	405,886 1.0	780,444 1.2	1,470,152 1.4	2,647,183 1.7	3,402,238 1.9	9,510,971 2.2
Other final impacts (indirect & induced)	430,776	529,755	405,886	780,444	1,470,152	2,647,183	3,402,238	9,510,971
6. Domestic supply chain								
7. Capital investment	149,972	208,020	223,948	299,290	504,623	780,725	1,022,201	2,728,722
8. Government collective spending	61,733	74,874	76,679	137,964	237,936	320,720	392,649	920,475
9. Imported goods from indirect spending	-93,768	-118,684	-103,122	-156,863	-266,763	-426,153	-523,686	-1,038,072
10. Induced	236,199	295,094	229,765	431,594	823,775	1,439,552	1,855,764	5,216,702
11. Total contribution of Travel & Tourism to GDP (= 5 + 6 + 7 + 8 + 9 + 10) Relative contribution (% whole economy)	1,215,689 5.7	1,518,814 5.5	1,239,042 3.0	2,272,872 3.4	4,239,875 4.1	7,409,210 4.7	9,551,403 5.2	26,849,768 6.1
Employment impacts ('000)								
12. Direct contribution of Travel & Tourism to employment Relative contribution (% whole economy)	609.6 2.5	609.5 2.5	376.9 1.6	395.8 1.7	440.2 1.9	499.6 2.1	569.6 2.3	697.8 2.7
13. Total contribution of Travel & Tourism to employment Relative contribution (% whole economy)	1,922.4 8.0	1,945.6 8.0	1,284.2 5.5	1,301.7 5.6	1,449.5 6.1	1,598.4 6.6	1,828.1 7.5	2,184.6 8.3
14. Other indicators								
Expenditure on outbound travel	376,657	652,178	174,998	312,624	686,457	1,488,948	2,543,716	9,379,603
Leisure spending	883,180	1,091,055	861,071	1,658,878	3,095,136	5,518,710	7,029,955	18,968,886
Business spending	50,655	56,503	15,244	19,477	54,060	130,423	206,063	910,939

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)

Iran (USDbn, real 2023 prices)	2018	2019	2020	2021	2022	2023	2024E	2034F
1. Visitor exports	32.4	25.3	4.9	5.5	9.2	16.9	19.5	29.7
2. Domestic expenditure (includes government individual spending)	109.6	109.1	65.8	81.1	99.1	117.6	130.3	182.9
3. Internal tourism consumption (= 1 + 2)	142.0	134.4	70.7	86.6	108.3	134.5	149.8	212.6
4. Purchases by tourism providers, including imported goods (supply chain)	-76.5	-72.4	-37.9	-46.3	-57.7	-71.5	-79.4	-110.9
5. Direct contribution of Travel & Tourism to GDP (= 3 + 4)	65.5	62.1	32.7	40.3	50.6	63.0	70.4	101.7
Other final impacts (indirect & induced)	65.5	62.1	32.7	40.3	50.6	63.0	70.4	101.7
6 Domestic supply chain								
7. Capital investment	22.8	24.4	18.1	15.4	17.4	18.6	21.2	29.2
8. Government collective spending	9.4	8.8	6.2	7.1	8.2	7.6	8.1	9.8
9. Imported goods from indirect spending	-14.3	-13.9	-8.3	-8.1	-9.2	-10.1	-10.8	-11.1
10. Induced	35.9	34.6	18.5	22.3	28.3	34.3	38.4	55.8
11. Total contribution of Travel & Tourism to GDP (= 5 + 6 + 7 + 8 + 9 + 10)	184.8	177.9	99.9	117.2	145.8	176.4	197.8	287.1
Employment impacts ('000)								
12. Direct contribution of Travel & Tourism to employment	609.6	609.5	376.9	395.8	440.2	499.6	569.6	697.8
13. Total contribution of Travel & Tourism to employment	1,922.4	1,945.6	1,284.2	1,301.7	1,449.5	1,598.4	1,828.1	2,184.6
14. Other indicators								
Expenditure on outbound travel	57.3	76.4	14.1	16.1	23.6	35.5	52.7	100.3
Leisure spending	134.3	127.8	69.4	85.6	106.4	131.4	145.5	202.8
Business spending	7.7	6.6	1.2	1.0	1.9	3.1	4.3	9.7

E - Estimate, F - Forecast

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

Iran (USDbn, nominal prices)	2018	2019	2020	2021	2022	2023	2024E	2034F
1. Visitor exports	5.2	5.1	1.4	2.5	6.4	16.9	22.4	56.0
2. Domestic expenditure (includes government individual spending)	17.6	22.2	19.4	37.4	68.6	117.6	149.9	344.9
3. Internal tourism consumption (= 1 + 2)	22.9	27.3	20.9	40.0	75.0	134.5	172.3	400.9
4. Purchases by tourism providers, including imported goods (supply chain)	-12.3	-14.7	-11.2	-21.4	-40.0	-71.5	-91.3	-209.1
5. Direct contribution of Travel & Tourism to GDP (= 3 + 4)	10.5	12.6	9.7	18.6	35.0	63.0	81.0	191.8
Relative contribution (% whole economy)	2.0	1.9	1.0	1.2	1.4	1.7	1.9	2.2
Other final impacts (indirect & induced)	10.5	12.6	9.7	18.6	35.0	63.0	81.0	191.8
6. Domestic supply chain								
7. Capital investment	3.7	5.0	5.3	7.1	12.0	18.6	24.3	55.0
8. Government collective spending	1.5	1.8	1.8	3.3	5.7	7.6	9.3	18.6
9. Imported goods from indirect spending	-2.3	-2.8	-2.5	-3.7	-6.4	-10.1	-12.5	-20.9
10. Induced	5.8	7.0	5.5	10.3	19.6	34.3	44.2	105.2
11. Total contribution of Travel & Tourism to GDP (= 5 + 6 + 7 + 8 + 9 + 10)	29.7	36.2	29.5	54.1	100.9	176.4	227.4	541.4
Relative contribution (% whole economy)	5.7	5.5	3.0	3.4	4.1	4.7	5.2	6.1
Employment impacts ('000)								
12. Direct contribution of Travel & Tourism to employment	609.6	609.5	376.9	395.8	440.2	499.6	569.6	697.8
Relative contribution (% whole economy)	2.5	2.5	1.6	1.7	1.9	2.1	2.3	2.7
13. Total contribution of Travel & Tourism to employment	1,922.4	1,945.6	1,284.2	1,301.7	1,449.5	1,598.4	1,828.1	2,184.6
Relative contribution (% whole economy)	8.0	8.0	5.5	5.6	6.1	6.6	7.5	8.3
14. Other indicators								
Expenditure on outbound travel	9.2	15.5	4.2	7.4	16.3	35.5	60.6	189.1
Leisure spending	21.6	26.0	20.5	39.5	73.7	131.4	167.4	382.5
Business spending	1.2	1.3	0.4	0.5	1.3	3.1	4.9	18.4

E - Estimate, F - Forecast

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

Iran Growth ¹ (%)	2018	2019	2020	2021	2022	2023	2024E	2034F ²
1. Visitor exports	8.6	-21.9	-80.8	12.4	68.3	83.6	15.3	4.3
2. Domestic expenditure (includes government individual spending)	-6.9	-0.4	-39.7	23.3	22.2	18.7	10.8	3.4
3. Internal tourism consumption (= 1 + 2)	-3.8	-5.3	-47.4	22.5	25.1	24.2	11.4	3.6
4. Purchases by tourism providers, including imported goods (supply chain)	-3.6	-5.4	-47.6	22.1	24.7	23.8	11.1	3.4
5. Direct contribution of Travel & Tourism to GDP (= 3 + 4)	-4.0	-5.2	-47.3	23.0	25.6	24.7	11.8	3.7
Other final impacts (indirect & induced)	-4.0	-5.2	-47.3	23.0	25.6	24.7	11.8	3.7
6. Domestic supply chain								
7. Capital investment	-7.0	6.9	-25.9	-14.5	12.4	7.1	13.9	3.3
8. Government collective spending	-13.1	-6.6	-29.5	15.1	15.0	-6.7	6.5	1.9
9. Imported goods from indirect spending	-3.5	-2.5	-40.2	-2.7	13.4	10.6	6.9	0.2
10. Induced	-5.1	-3.7	-46.4	20.2	27.2	21.0	12.1	3.8
11. Total contribution of Travel & Tourism to GDP (= 5 + 6 + 7 + 8 + 9 + 10)	-5.1	-3.7	-43.8	17.3	24.4	21.0	12.1	3.8
Employment impacts ('000)								
12. Direct contribution of Travel & Tourism to employment	18.3	0.0	-38.2	5.0	11.2	13.5	14.0	2.1
13. Total contribution of Travel & Tourism to employment	17.3	1.2	-34.0	1.4	11.4	10.3	14.4	1.8
14. Other indicators								
Expenditure on outbound travel	-31.1	33.4	-81.5	14.3	46.4	50.2	48.6	6.7
Leisure spending	-2.8	-4.8	-45.7	23.2	24.4	23.4	10.8	3.4
Business spending	-17.7	-14.1	-81.4	-18.3	85.0	67.0	37.4	8.6

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

ACKNOWLEDGEMENTS

EDITORS

Nejc Jus

Director of Research
World Travel & Tourism Council

Jonathan Mitcham

Senior Research Analyst
World Travel & Tourism Council

Chok Tsering

Research Analyst
World Travel & Tourism Council

DESIGN

World Travel & Tourism Council

IMAGES

Cover, P3-4: James Wheeler, Unsplash
P2: Hert Niks, Unsplash

Contributing data to the WTTC Economic Impact Model:



STR is part of the CoStar Group (NASDAQ: CSGP) which is a leading provider of online real estate marketplaces, information, and analytics in the property markets. Founded in 1987, CoStar Group conducts expansive, ongoing research to produce and maintain the largest and most comprehensive database of real estate information. CoStar is the global leader in commercial real estate information, analytics, and news, enabling clients to analyse, interpret and gain unmatched insight on property values, market conditions and availabilities.

STR provides premium data benchmarking, analytics, and marketplace insights for the global hospitality industry.

To learn more, visit: [STR.com](https://www.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.

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)



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

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

Together with Oxford Economics, WTTTC produces annual research that shows Travel & Tourism to be one of the world's largest sectors, supporting 330 million jobs and generating 9.1% of global GDP in 2023. Comprehensive reports quantify, compare and forecast the economic impact of Travel & Tourism on 185 economies around the world. In addition to individual country fact sheets, and fuller country reports, WTTTC produces a world report highlighting global trends and 27 further reports that focus on regions, sub-regions and economic and geographic groups.

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



Assisting WTTTC to Provide Tools for Analysis, Benchmarking, Forecasting and Planning.

Oxford Economics is a leader in global forecasting and quantitative analysis. Our worldwide client base comprises more than 2,000 international corporations, financial institutions, government organisations, and universities.

Headquartered in Oxford, with offices around the world, we employ close to 600 staff, including over 425 economists and analysts. Our best-in-class global economic and industry models and analytical tools give us an unmatched ability to forecast external market trends and assess their economic, social and business impact.

For more information, visit: OxfordEconomics.com



WORLD
TRAVEL &
TOURISM
COUNCIL



WTTC STRATEGIC PARTNERS



GLOBAL  rescue

وزارة السياحة
Ministry of Tourism
Kingdom of Saudi Arabia 

© World Travel & Tourism Council: Travel & Tourism Economic Impact 2024. All rights reserved.

The copyright laws of the United Kingdom allow certain uses of this content without our (i.e. the copyright owner's) permission. You are permitted to use limited extracts of this content, provided such use is fair and when such use is for non-commercial research, private study, review or news reporting. The following acknowledgment must also be used, whenever our content is used relying on this "fair dealing" exception: "Source: World Travel and Tourism Council: Travel & Tourism Economic Impact 2024. All rights reserved."

If your use of the content would not fall under the "fair dealing" exception described above, you are permitted to use this content in whole or in part for non-commercial or commercial use provided you comply with the Attribution, Non-Commercial 4.0 International Creative Commons Licence. In particular, the content is not amended and the following acknowledgment is used, whenever our content is used: "Source: World Travel and Tourism Council: Travel & Tourism Economic Impact 2024. All rights reserved. Licensed under the Attribution, Non-Commercial 4.0 International Creative Commons Licence." You may not apply legal terms or technological measures that legally restrict others from doing anything this license permits.