



WORLD  
TRAVEL &  
TOURISM  
COUNCIL

# TRAVEL & TOURISM ECONOMIC IMPACT 2024



JORDAN



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

# THE ECONOMIC IMPACT OF TRAVEL & TOURISM

MAY 2024

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### Global Data

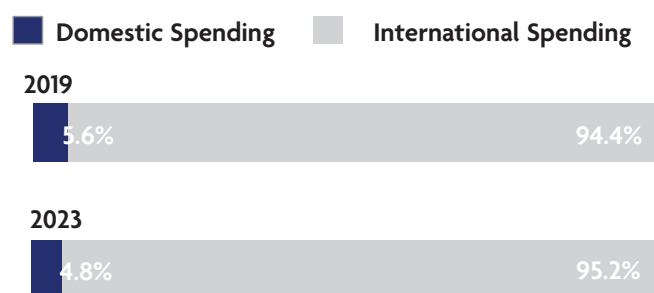
	 Total GDP contribution:		 Total Travel & Tourism jobs:	
2019	<b>10.4%</b> (of Total Economy) USD 10.33TN	Change in 2020: <b>-48.4%</b>	<b>334 MN</b> =10.5% (Share of Global Jobs)	Change in 2020: <b>-69.5 MN</b> -20.8%
2023	<b>9.1%</b> USD 9.90TN	Annual Change: <b>+23.2%</b> (-4.1% vs 2019) Economy Change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

### Jordan Key Data

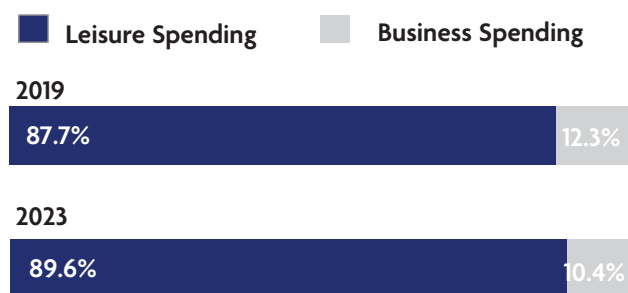
2019	<b>16.2%</b> (of Total Economy) JOD 5.3BN (USD 7.5BN)	Change in 2020: <b>-71.6%</b>	<b>254.1 (000s)</b> =18.4% (Share of Total Jobs)	Change in 2020: <b>-5.4%</b>
2023	<b>20.6%</b> JOD 7.2BN (USD 10.1BN)	Annual Change: <b>+28.3%</b> (34.2% vs 2019) Economy Change: +2.6%	<b>289.4 (000s)</b> =20.4%	Annual Change: <b>+7.3%</b> (13.9% vs 2019)
2024 (E)	<b>21.6%</b> JOD 7.7BN (USD 10.8BN)	Annual Change: <b>+7.4%</b> (44.2% vs 2019)	<b>303.3 (000s)</b> =21.0%	Annual Change: <b>+4.8%</b> (19.4% vs 2019)
2034 (F)	<b>25.2%</b> JOD 10.8BN (USD 15.2BN)	CAGR (2024 - 2034): <b>+3.4%</b> Economy CAGR (2024 - 2034): <b>+1.8%</b>	<b>374.1 (000s)</b> =22.5%	New Jobs (2034 vs 2024): <b>70.8 (000s)</b>

## Jordan Visitor Spending

2019	2023	2024 (E)	2034 (F)
<b>International Visitor Spending:</b>			
<b>JOD4.8BN</b> (USD 6.8BN) 40.2% of total exports	<b>JOD6.2BN</b> (USD 8.8BN) Annual Change: <b>28.1%</b> (29.6% vs 2019)	<b>JOD6.6BN</b> (USD 9.3BN) Annual Change: <b>5.4%</b> (36.6% vs 2019)	<b>JOD9.3BN</b> (USD 13.2BN) 46.4% of total exports CAGR (2024 - 2034): <b>3.6%</b>
<b>Domestic Visitor Spending:</b>			
<b>JOD286.3MN</b> (USD 403.2MN)	<b>JOD317.4MN</b> (USD 447.1MN) Annual Change: <b>14.7%</b> (10.9% vs 2019)	<b>JOD343.9MN</b> (USD 484.4MN) Annual Change: <b>8.4%</b> (20.2% vs 2019)	<b>JOD490.8MN</b> (USD 691.3MN) CAGR (2024 - 2034): <b>3.6%</b>



% share of total spending



% share of total spending

### Inbound Arrivals<sup>3</sup>:

2019	2023
1. Saudi Arabia 16%	1. Saudi Arabia 21%
2. Iraq 4%	2. Syria 5%
3. United States 3%	3. Israel 4%
4. Israel 3%	4. United States 3%
5. Syria 2%	5. Iraq 3%
<b>Rest of world 71%</b>	<b>Rest of world 64%</b>

### Outbound Departures<sup>3</sup>:

2019	2023
1. Saudi Arabia 32%	1. Saudi Arabia 41%
2. Türkiye 18%	2. Türkiye 15%
3. United Arab Emirates 10%	3. United Arab Emirates 9%
4. Egypt 8%	4. Egypt 6%
5. Syria 6%	5. Syria 5%
<b>Rest of world 26%</b>	<b>Rest of world 24%</b>

**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.

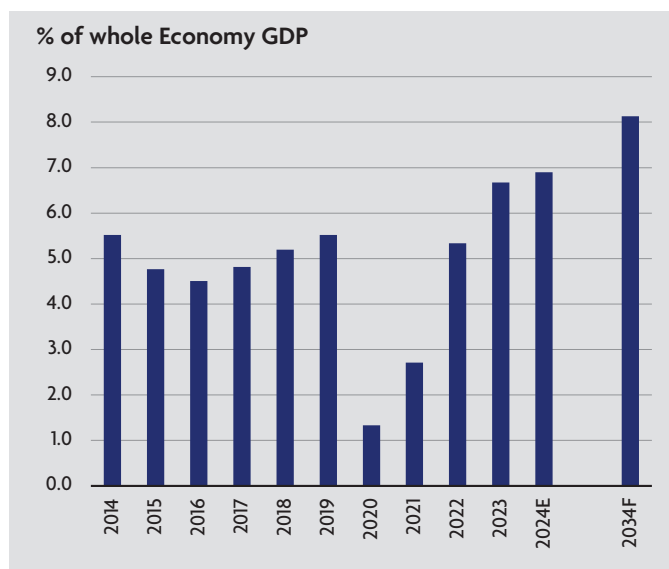
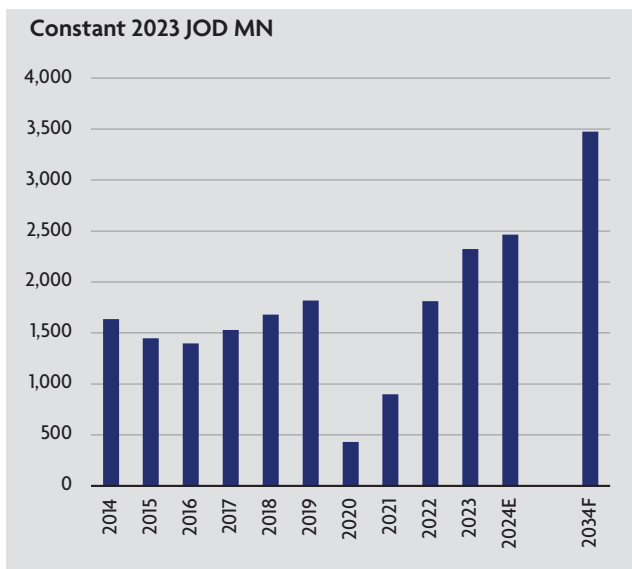
The 'induced' contribution measures the GDP and jobs supported by the spending of those who are directly or indirectly employed by the Travel & Tourism industry.

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

The direct contribution of Travel & Tourism to GDP in 2023 was JOD2,324.7mn (6.7% 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 3.5% pa to JOD3,473.9mn (8.1% of GDP) from 2024 to 2034.

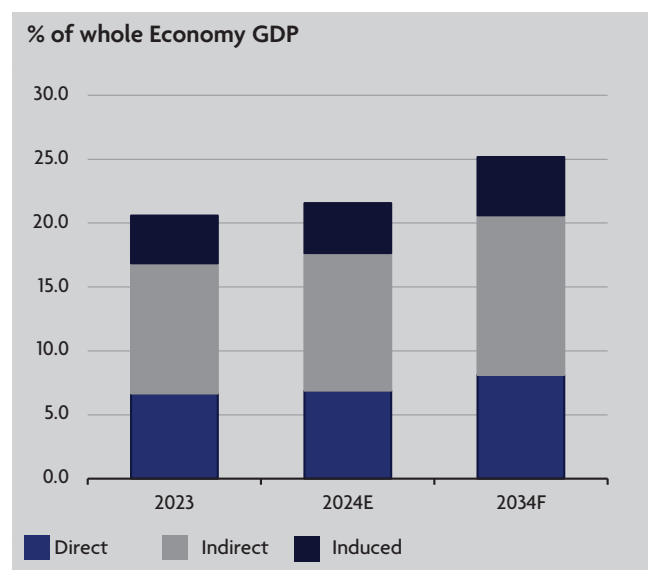
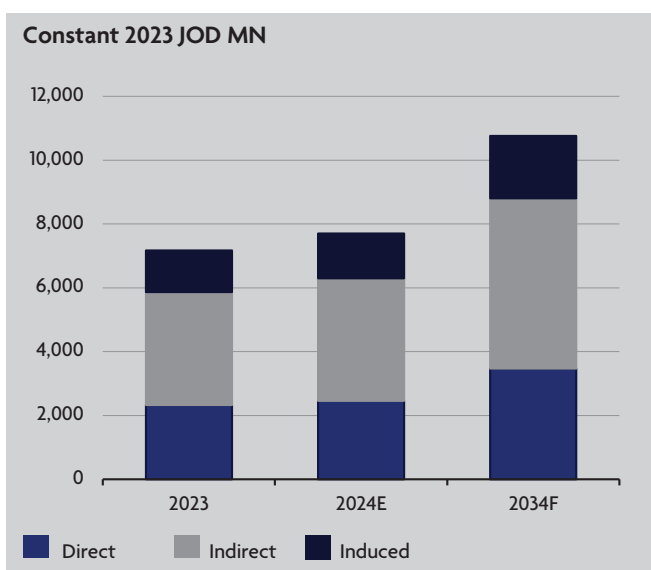
## Jordan: Direct Contribution of Travel & Tourism to GDP



The total contribution of Travel & Tourism to GDP (including wider effects from investment, the supply chain and induced income impacts, see page 3) was JOD7,165.1mn in 2023 (20.6% of GDP).

It is forecast to rise by 3.4% pa to JOD10,759.1mn from 2024 to 2034 (25.2% of GDP).

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



<sup>1</sup> All values are in constant 2023 prices & exchange rates

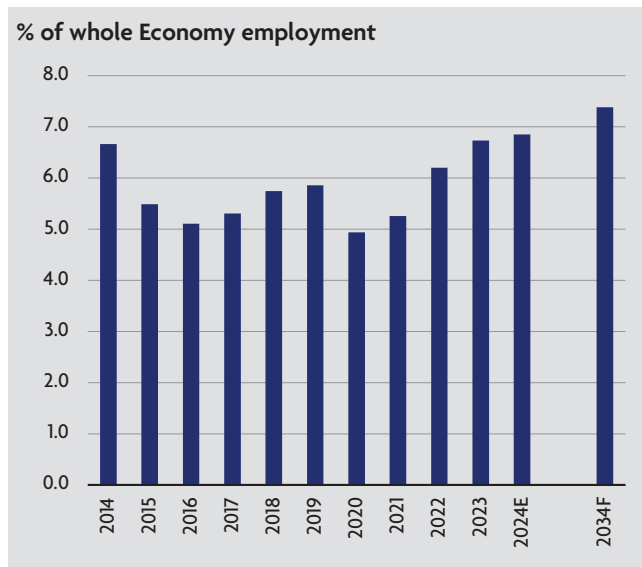
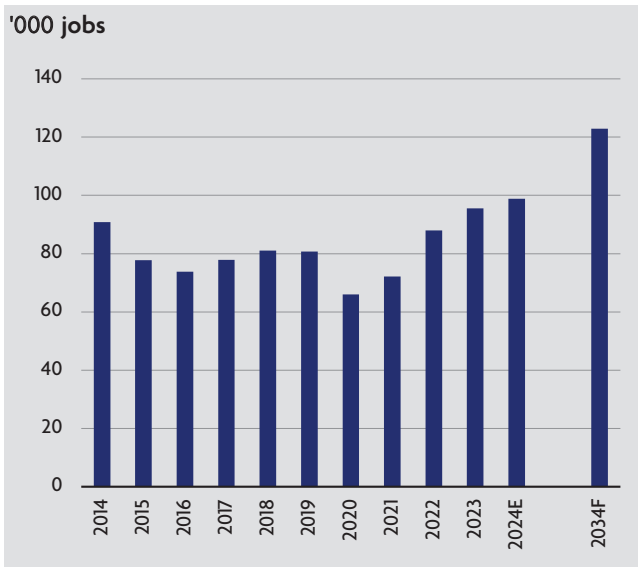
**E - Estimate, F - Forecast**

# TRAVEL & TOURISM'S CONTRIBUTION TO EMPLOYMENT

Travel & Tourism generated 95,543 jobs directly in 2023 (6.7% 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 122,907 jobs directly (7.4% of total employment), an increase of 2.2% pa from 2024.

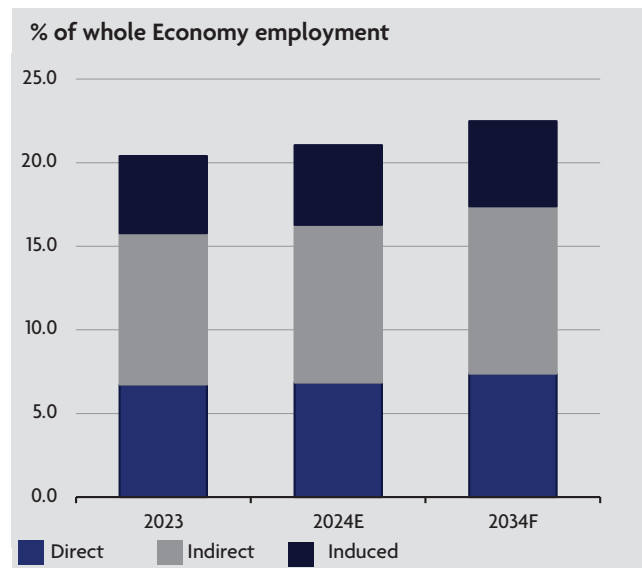
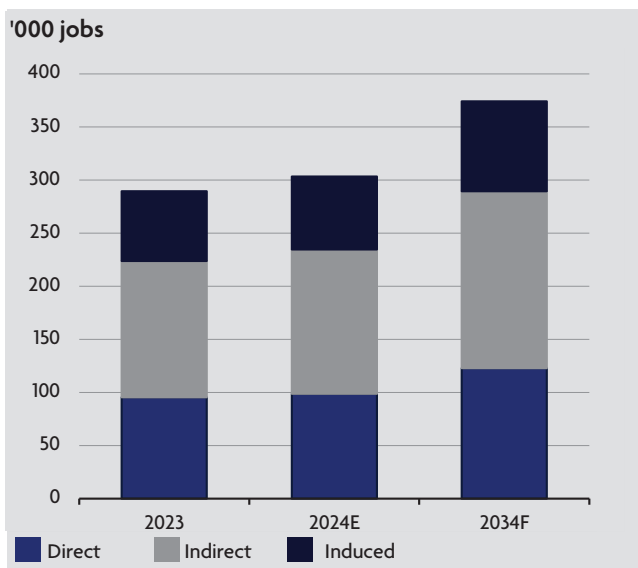
## Jordan: Direct Contribution of Travel & Tourism to Employment



The total contribution of Travel & Tourism to employment (including wider effects from investment, the supply chain and induced income impacts, see page 3) was 289,418 jobs in 2023 (20.4% of total employment).

By 2034, Travel & Tourism is forecast to support 374,056 jobs (22.5% of total employment), an increase of 2.1% pa since 2024.

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



E - Estimate, F - Forecast

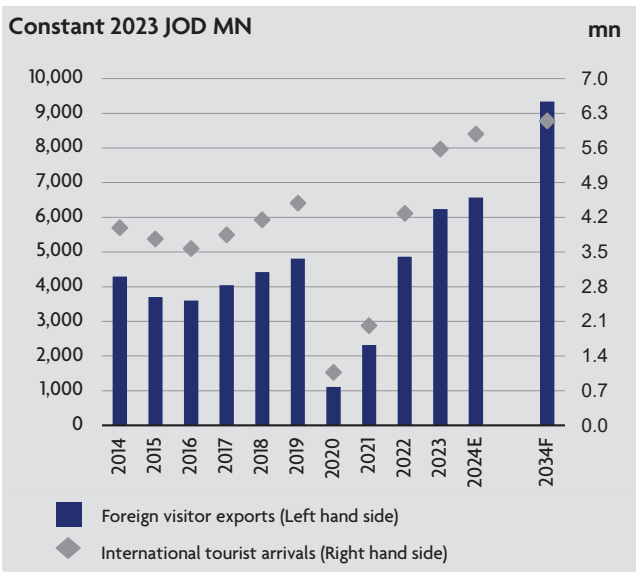
# VISITOR EXPORTS AND INVESTMENT<sup>1</sup>

## VISITOR EXPORTS

Visitor exports are a key component of the direct contribution of Travel & Tourism. In 2023, Jordan generated JOD6,234.4mn in visitor exports.

By 2034, international tourist arrivals are forecast to total 6,146,000, generating expenditure of JOD9,336.7mn, an increase of 3.6% pa since 2024.

### Jordan: Visitor Exports and International Tourist Arrivals

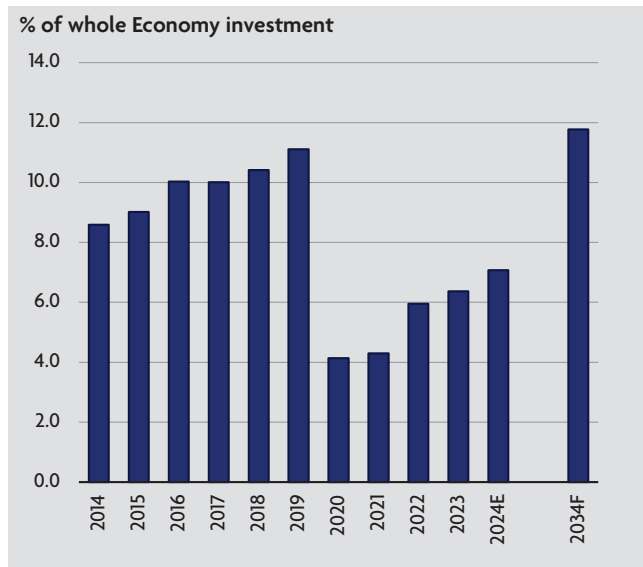
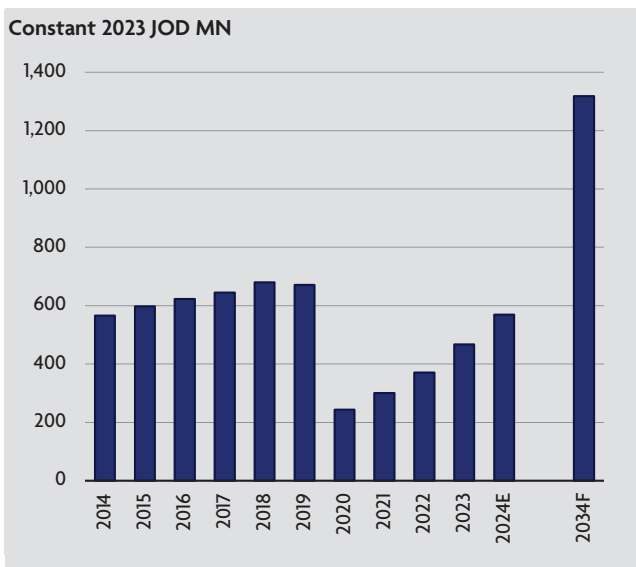


## INVESTMENT

Travel & Tourism is expected to have attracted capital investment of JOD466.9mn in 2023.

Travel & Tourism's share of total national investment is expected to be 11.8% in 2034.

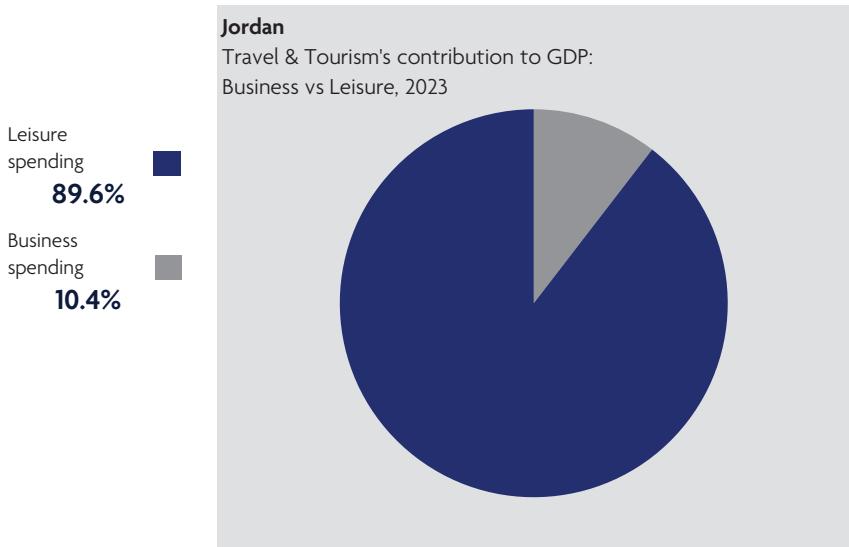
### Jordan: Capital Investment in Travel & Tourism



<sup>1</sup>All values are in constant 2023 prices & exchange rates

**E - Estimate, F - Forecast**

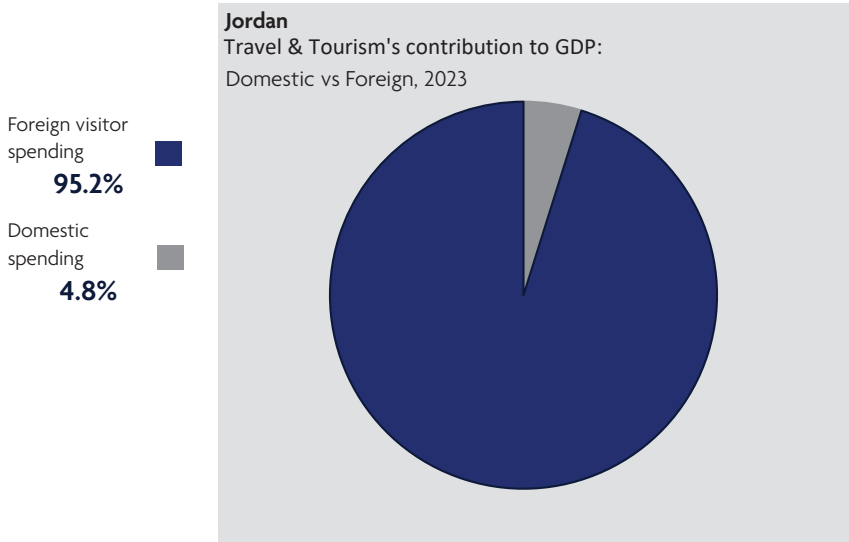
# DIFFERENT COMPONENTS OF TRAVEL & TOURISM<sup>1</sup>



Leisure travel spending (inbound and domestic) generated 89.6% of total internal spending in 2023 (JOD5,867.6mn) compared with 10.4% for business travel spending (JOD684.3mn).

Leisure travel spending is expected to rise by 3.5% pa to JOD8,744.0mn from 2024 to 2034.

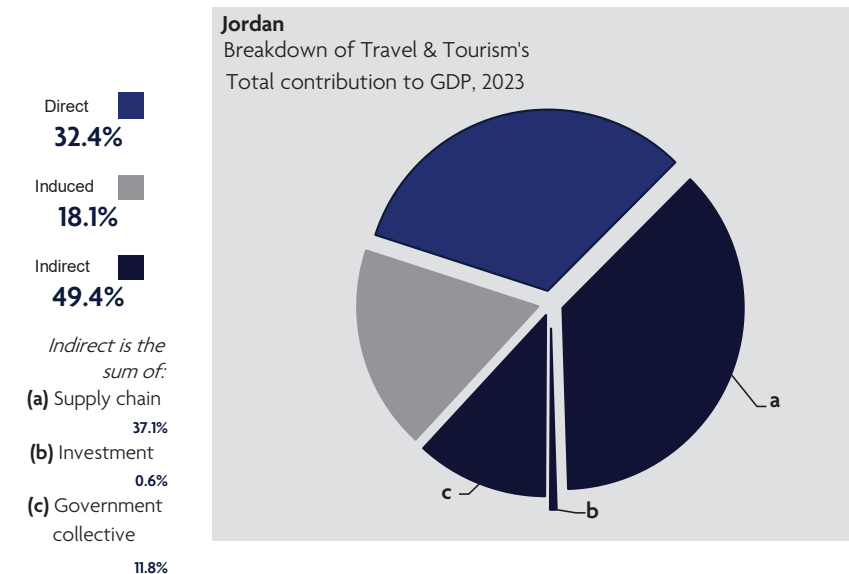
Business travel spending is expected to rise by 4.2% pa to JOD1,083.5mn from 2024 to 2034.



Domestic travel spending generated 4.8% (JOD317.4mn) of total internal spending in 2023 compared with 95.2% (JOD6,234.4mn) for visitor exports (ie foreign visitor spending or international tourism receipts).

Domestic travel spending is expected to rise by 3.6% pa to JOD490.8mn from 2024 to 2034.

Visitor exports are expected to rise by 3.6% pa to JOD9,336.7mn 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.**

<sup>1</sup> All values are in constant 2023 prices & exchange rates

# ECONOMY RANKINGS: ABSOLUTE CONTRIBUTION, 2023

Travel & Tourism's Direct Contribution to GDP		2023 (US\$bn)
14	Türkiye	49.4
30	Egypt	19.0
32	Greece	17.9
	<b>World Average</b>	<b>16.5</b>
	<b>Middle East Average</b>	13.7
50	Israel	7.1
71	Lebanon	3.4
72	Jordan	3.3
74	Tunisia	3.1
96	Cyprus	1.8
116	Malta	0.9
144	Syria	0.4

Travel & Tourism's Direct Contribution to Employment		2023 '000 jobs
12	Egypt	1,466.5
	<b>World Average</b>	<b>1,305.7</b>
20	Türkiye	1,062.8
49	Greece	275.8
70	Tunisia	168.6
96	Lebanon	101.2
100	Jordan	95.5
106	Israel	84.2
109	Syria	73.2
140	Malta	27.8
142	Cyprus	26.5
	<b>Middle East Average</b>	18.4

Travel & Tourism Investment		2023 (US\$bn)
19	Türkiye	10.0
	<b>Middle East Average</b>	6.6
28	Egypt	5.6
	<b>World Average</b>	<b>5.5</b>
39	Israel	3.9
40	Greece	3.9
77	Tunisia	0.7
81	Jordan	0.7
82	Lebanon	0.7
84	Cyprus	0.6
109	Malta	0.3
169	Syria	0.04

Travel & Tourism's Total Contribution to GDP		2023 (US\$bn)
14	Türkiye	131.4
	<b>World Average</b>	<b>47.9</b>
28	Greece	45.9
	<b>Middle East Average</b>	35.4
39	Egypt	31.1
45	Israel	22.9
65	Lebanon	10.7
66	Jordan	10.1
82	Tunisia	6.7
100	Cyprus	4.0
111	Malta	2.8
151	Syria	0.8

Travel & Tourism's Total Contribution to Employment		2023 '000 jobs
15	Türkiye	3,227.3
19	Egypt	2,526.8
	<b>World Average</b>	<b>1,607.4</b>
48	Greece	814.7
76	Tunisia	402.1
83	Lebanon	369.0
96	Jordan	289.4
104	Israel	229.6
113	Syria	178.6
148	Cyprus	56.9
149	Malta	55.7
	<b>Middle East Average</b>	45.6

Visitor Exports		2023 (US\$bn)
4	Türkiye	71.0
21	Greece	24.1
33	Egypt	15.3
	<b>Middle East Average</b>	13.8
	<b>World Average</b>	<b>8.8</b>
45	Jordan	8.8
47	Lebanon	8.1
50	Israel	7.2
77	Cyprus	3.3
79	Tunisia	3.1
90	Malta	2.3
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
31	Greece	7.5
34	Jordan	6.7
35	Tunisia	6.1
37	Cyprus	5.9
51	Egypt	4.9
60	Türkiye	4.5
63	Malta	4.2
80	Syria	3.2
<b>World Average</b>		<b>2.8</b>
<b>Middle East Average</b>		<b>2.6</b>
131	Lebanon	2.1
164	Israel	1.4

Travel & Tourism's Total Contribution to GDP		2023 % share
26	Jordan	20.6
30	Greece	19.2
42	Malta	13.6
49	Tunisia	13.0
50	Cyprus	12.9
53	Türkiye	12.0
<b>World Average</b>		<b>9.1</b>
86	Egypt	8.0
101	Syria	7.1
<b>Middle East Average</b>		<b>6.7</b>
114	Lebanon	6.6
159	Israel	4.5

Travel & Tourism's Direct Contribution to Employment		2023 % share
27	Malta	9.4
41	Jordan	6.7
42	Greece	6.6
45	Lebanon	6.2
53	Cyprus	5.9
62	Egypt	5.0
67	Tunisia	4.7
<b>Middle East Average</b>		<b>3.9</b>
<b>World Average</b>		<b>3.7</b>
100	Türkiye	3.4
136	Syria	2.3
147	Israel	1.9

Travel & Tourism's Total Contribution to Employment		2023 % share
26	Lebanon	22.7
32	Jordan	20.4
33	Greece	19.4
37	Malta	18.9
60	Cyprus	12.7
69	Tunisia	11.3
86	Türkiye	10.2
<b>World Average</b>		<b>10.0</b>
<b>Middle East Average</b>		<b>9.7</b>
101	Egypt	8.7
146	Syria	5.6
152	Israel	5.3

Travel & Tourism Contribution to Total Capital Investment		2023 % share
24	Egypt	13.7
32	Greece	11.8
39	Lebanon	8.7
40	Cyprus	8.5
42	Tunisia	8.4
43	Malta	8.4
61	Jordan	6.4
<b>Middle East Average</b>		<b>5.2</b>
<b>World Average</b>		<b>3.6</b>
119	Israel	3.1
132	Türkiye	2.7
151	Syria	2.3

Visitor Exports Contribution to Exports		2023 % share
31	Jordan	39.9
48	Greece	22.8
49	Egypt	21.5
55	Türkiye	19.7
67	Tunisia	13.3
72	Cyprus	12.1
75	Lebanon	10.9
<b>Middle East Average</b>		<b>10.7</b>
91	Syria	8.3
100	Malta	6.7
<b>World Average</b>		<b>5.3</b>
133	Israel	4.0

# ECONOMY RANKINGS: REAL GROWTH, 2023

Travel & Tourism's Direct Contribution to GDP		2023 % growth
2	Lebanon	148.7
33	Syria	32.7
<b>Middle East Average</b>		29.4
44	Jordan	28.4
51	Egypt	24.9
52	Tunisia	24.9
<b>World Average</b>		<b>21.3</b>
78	Malta	16.8
100	Greece	13.2
107	Cyprus	12.1
130	Israel	8.9
151	Türkiye	6.2

Travel & Tourism's Direct Contribution to Employment		2023 % growth
<b>Middle East Average</b>		15.3
13	Lebanon	15.0
34	Tunisia	11.0
39	Egypt	10.5
<b>World Average</b>		<b>9.0</b>
63	Jordan	8.6
113	Israel	5.8
119	Syria	5.6
124	Cyprus	5.5
125	Greece	5.4
138	Türkiye	5.0
169	Malta	3.1

Travel & Tourism Investment		2023 % growth
2	Syria	65.9
5	Türkiye	45.3
21	Cyprus	27.2
28	Jordan	25.8
29	Malta	25.7
30	Tunisia	25.7
<b>Middle East Average</b>		17.0
76	Israel	16.2
88	Greece	14.7
<b>World Average</b>		<b>13.0</b>
101	Egypt	12.7
165	Lebanon	6.8

Travel & Tourism's Total Contribution to GDP		2023 % growth
3	Lebanon	114.2
28	Syria	31.9
40	Jordan	28.3
<b>Middle East Average</b>		25.3
51	Egypt	23.9
53	Tunisia	23.6
<b>World Average</b>		<b>23.2</b>
79	Malta	16.8
109	Greece	12.5
118	Cyprus	11.4
131	Türkiye	9.1
146	Israel	7.8

Travel & Tourism's Total Contribution to Employment		2023 % growth
14	Greece	14.6
<b>Middle East Average</b>		11.8
41	Egypt	9.6
47	Tunisia	9.2
<b>World Average</b>		<b>9.1</b>
79	Cyprus	7.5
84	Jordan	7.3
122	Türkiye	5.5
148	Syria	4.6
159	Israel	4.1
163	Malta	4.0
180	Lebanon	2.5

Visitor Exports		2023 % growth
5	Lebanon	341.8
28	Syria	76.6
<b>Middle East Average</b>		49.9
42	Tunisia	48.8
59	Egypt	38.5
<b>World Average</b>		<b>33.1</b>
76	Jordan	28.1
91	Israel	21.1
108	Malta	16.6
115	Cyprus	14.4
124	Greece	13.5
155	Türkiye	5.4

# ECONOMY RANKINGS: LONG TERM GROWTH, 2024 - 2034

Travel & Tourism's Direct Contribution to GDP		2024 - 2034 % growth
48	Israel	4.8
55	Malta	4.7
62	Cyprus	4.4
74	Egypt	4.2
<b>Middle East Average</b>		4.0
99	Syria	3.8
102	Tunisia	3.7
<b>World Average</b>		<b>3.7</b>
112	Jordan	3.5
144	Greece	2.6
168	Türkiye	2.1
179	Lebanon	1.7

Travel & Tourism's Direct Contribution to Employment		2024 - 2034 % growth
19	Egypt	4.4
54	Malta	3.2
60	Cyprus	3.0
<b>Middle East Average</b>		2.6
<b>World Average</b>		<b>2.5</b>
104	Greece	2.3
108	Jordan	2.2
127	Lebanon	1.9
130	Israel	1.9
132	Tunisia	1.9
161	Syria	1.4
179	Türkiye	1.0

Travel & Tourism Investment		2024 - 2034 % growth
9	Syria	9.9
14	Jordan	8.8
48	Greece	6.5
53	Malta	6.2
84	Türkiye	5.1
<b>World Average</b>		<b>5.1</b>
<b>Middle East Average</b>		4.7
125	Tunisia	3.8
131	Cyprus	3.6
133	Israel	3.5
152	Egypt	3.0
185	Lebanon	0.4

Travel & Tourism's Total Contribution to GDP		2024 - 2034 % growth
27	Malta	5.5
55	Cyprus	4.7
56	Egypt	4.7
58	Syria	4.6
<b>Middle East Average</b>		3.9
<b>World Average</b>		<b>3.7</b>
117	Israel	3.5
119	Jordan	3.4
123	Tunisia	3.3
138	Greece	2.9
160	Türkiye	2.4
169	Lebanon	2.0

Travel & Tourism's Total Contribution to Employment		2024 - 2034 % growth
26	Egypt	4.0
37	Malta	3.7
45	Cyprus	3.5
<b>World Average</b>		<b>2.6</b>
<b>Middle East Average</b>		2.3
120	Greece	2.1
121	Jordan	2.1
141	Syria	1.7
149	Israel	1.6
153	Tunisia	1.5
163	Lebanon	1.4
167	Türkiye	1.2

Visitor Exports		2024 - 2034 % growth
25	Israel	7.4
60	Tunisia	5.3
78	Malta	4.7
84	Egypt	4.6
<b>World Average</b>		<b>4.5</b>
<b>Middle East Average</b>		4.1
107	Cyprus	4.0
118	Jordan	3.6
128	Syria	3.2
132	Greece	3.1
177	Türkiye	1.7
185	Lebanon	0.9

# SUMMARY TABLES: ESTIMATES & FORECASTS

Jordan	2023	2023	2024E	2034F		
	USDmn <sup>1</sup>	% of total	Growth <sup>2</sup>	USDmn <sup>1</sup>	% of total	Growth <sup>3</sup>
Direct contribution to GDP	3,274.3	6.7	6.0	4,892.8	8.1	3.5
Total contribution to GDP	10,091.7	20.6	7.4	15,153.6	25.2	3.4
Direct contribution to employment <sup>4</sup>	95.5	6.7	3.4	122.9	7.4	2.2
Total contribution to employment <sup>4</sup>	289.4	20.4	4.8	374.1	22.5	2.1
Visitor exports	8,780.9	39.9	5.4	13,150.3	46.4	3.6
Domestic spending	447.1	0.91	8.4	691.3	1.1	3.6
Leisure spending	8,264.2	16.9	5.5	12,315.5	20.5	3.5
Business spending	963.8	2.0	5.4	1,526.1	2.5	4.2
Capital investment	657.6	6.4	21.9	1,857.0	11.8	8.8

<sup>1</sup>2023 constant prices & exchange rates; <sup>2</sup>2024 real growth adjusted for inflation (%); <sup>3</sup>2024-2034 annualised real growth adjusted for inflation (%); <sup>4</sup>'000 jobs

Middle East	2023	2023	2024E	2034F		
	USDbn <sup>1</sup>	% of total	Growth <sup>2</sup>	USDbn <sup>1</sup>	% of total	Growth <sup>3</sup>
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 <sup>4</sup>	3,105.9	3.9	6.7	4,277.1	4.5	2.6
Total contribution to employment <sup>4</sup>	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

<sup>1</sup>2023 constant prices & exchange rates; <sup>2</sup>2024 real growth adjusted for inflation (%); <sup>3</sup>2024-2034 annualised real growth adjusted for inflation (%); <sup>4</sup>'000 jobs

Worldwide	2023	2023	2024E	2034F		
	USDbn <sup>1</sup>	% of total	Growth <sup>2</sup>	USDbn <sup>1</sup>	% of total	Growth <sup>3</sup>
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 <sup>4</sup>	120,812.2	3.7	5.3	162,759.0	4.4	2.5
Total contribution to employment <sup>4</sup>	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

<sup>1</sup>2023 constant prices & exchange rates; <sup>2</sup>2024 real growth adjusted for inflation (%); <sup>3</sup>2024-2034 annualised real growth adjusted for inflation (%); <sup>4</sup>'000 jobs

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

## E - Estimate, F - Forecast

# THE ECONOMIC CONTRIBUTION OF TRAVEL & TOURISM: REAL 2023 PRICES

Jordan (JODmn, real 2023 prices)	2018	2019	2020	2021	2022	2023	2024E	2034F
1. Visitor exports	4,424.4	4,810.1	1,105.5	2,319.0	4,866.8	6,234.4	6,569.6	9,336.7
2. Domestic expenditure (includes government individual spending)	286.9	286.3	94.0	204.3	276.7	317.4	343.9	490.8
3. Internal tourism consumption (= 1 + 2)	4,711.3	5,096.4	1,199.5	2,523.3	5,143.5	6,551.8	6,913.5	9,827.5
4. Purchases by tourism providers, including imported goods (supply chain)	-3,030.8	-3,278.3	-768.4	-1,626.1	-3,332.4	-4,227.1	-4,449.8	-6,353.6
<b>5. Direct contribution of Travel &amp; Tourism to GDP</b> (= 3 + 4)	1,680.5	1,818.1	431.1	897.2	1,811.1	2,324.7	2,463.7	3,473.9
<b>Other final impacts (indirect &amp; induced)</b>	2,413.6	2,610.9	619.4	1,296.8	2,626.8	3,373.2	3,577.3	5,012.1
6 Domestic supply chain								
7. Capital investment	680.2	671.3	243.6	300.1	371.1	466.9	569.3	1,318.5
8. Government collective spending	456.9	470.5	315.8	505.5	756.4	898.2	988.7	1,471.4
9. Imported goods from indirect spending	-1,151.7	-1,201.7	-356.1	-581.6	-993.0	-1,198.1	-1,298.0	-2,469.1
10. Induced	904.4	968.6	261.0	519.7	1,013.6	1,300.2	1,396.8	1,952.3
<b>11. Total contribution of Travel &amp; Tourism to GDP</b> (= 5 + 6 + 7 + 8 + 9 + 10)	4,983.9	5,337.6	1,514.8	2,937.5	5,586.0	7,165.1	7,697.8	10,759
<b>Employment impacts ('000)</b>								
12. Direct contribution of Travel & Tourism to employment	81.0	80.7	66.0	72.1	88.0	95.5	98.8	122.9
<b>13. Total contribution of Travel &amp; Tourism to employment</b>	254.6	254.1	240.4	245.4	269.6	289.4	303.3	374.1
<b>14. Other indicators</b>								
Expenditure on outbound travel	1,051.1	1,094.4	285.8	681.6	1,084.5	1,173.1	1,238.0	1,684.9
Leisure spending	4,128.0	4,471.2	1,015.4	2,152.1	4,472.5	5,867.6	6,192.4	8,744.0
Business spending	583.3	625.2	184.1	371.2	671.0	684.3	721.1	1,083.5

E - Estimate, F - Forecast

# THE ECONOMIC CONTRIBUTION OF TRAVEL & TOURISM: NOMINAL PRICES

<b>Jordan</b> (JO Dmn, nominal prices)	<b>2018</b>	<b>2019</b>	<b>2020</b>	<b>2021</b>	<b>2022</b>	<b>2023</b>	<b>2024E</b>	<b>2034F</b>
1. Visitor exports	4,210.2	4,616.0	1,055.9	2,243.0	4,830.0	6,234.4	6,685.5	11,580
2. Domestic expenditure (includes government individual spending)	273.0	274.7	89.7	197.6	274.6	317.4	350.0	608.7
3. Internal tourism consumption (= 1 + 2)	4,483.3	4,890.7	1,145.6	2,440.6	5,104.7	6,551.8	7,035.5	12,189
4. Purchases by tourism providers, including imported goods (supply chain)	-2,884.1	-3,146.0	-733.9	-1,572.8	-3,307.3	-4,227.1	-4,528.3	-7,880.5
<b>5. Direct contribution of Travel &amp; Tourism to GDP</b> (= 3 + 4)	1,599.1	1,744.7	411.7	867.8	1,797.4	2,324.7	2,507.1	4,308.7
Relative contribution (% whole economy)	5.2	5.5	1.3	2.7	5.3	6.7	6.9	8.1
<b>Other final impacts (indirect &amp; induced)</b>	2,296.8	2,505.5	591.6	1,254.3	2,607.0	3,373.2	3,640.4	6,216.6
6. Domestic supply chain								
7. Capital investment	647.3	644.2	232.6	290.2	368.3	466.9	579.4	1,635.3
8. Government collective spending	434.8	451.5	301.6	488.9	750.6	898.2	1,006.1	1,825.0
9. Imported goods from indirect spending	-1,095.9	-1,153.2	-340.1	-562.6	-985.5	-1,198.1	-1,320.9	-3,062.5
10. Induced	860.6	929.5	249.3	502.7	1,006.0	1,300.2	1,421.5	2,421.5
<b>11. Total contribution of Travel &amp; Tourism to GDP</b> (= 5 + 6 + 7 + 8 + 9 + 10)	4,742.6	5,122.2	1,446.7	2,841.3	5,543.8	7,165.1	7,833.6	13,345
Relative contribution (% whole economy)	15.4	16.2	4.7	8.9	16.5	20.6	21.6	25.2
<b>Employment impacts ('000)</b>								
12. Direct contribution of Travel & Tourism to employment	81.0	80.7	66.0	72.1	88.0	95.5	98.8	122.9
Relative contribution (% whole economy)	5.7	5.9	4.9	5.3	6.2	6.7	6.9	7.4
<b>13. Total contribution of Travel &amp; Tourism to employment</b>	254.6	254.1	240.4	245.4	269.6	289.4	303.3	374.1
Relative contribution (% whole economy)	18.0	18.4	18.0	17.9	19.0	20.4	21.0	22.5
<b>14. Other indicators</b>								
Expenditure on outbound travel	1,000.2	1,050.2	273.0	659.2	1,076.3	1,173.1	1,259.8	2,089.8
Leisure spending	3,928.2	4,290.7	969.7	2,081.6	4,438.8	5,867.6	6,301.7	10,845
Business spending	555.1	599.9	175.9	359.0	665.9	684.3	733.8	1,343.9

## 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)

Jordan (USDmn, real 2023 prices)	2018	2019	2020	2021	2022	2023	2024E	2034F
1. Visitor exports	6,231.5	6,774.9	1,557.1	3,266.2	6,854.6	8,780.9	9,252.9	13,150
2. Domestic expenditure (includes government individual spending)	404.1	403.2	132.3	287.8	389.7	447.1	484.4	691.3
3. Internal tourism consumption (= 1 + 2)	6,635.6	7,178.0	1,689.4	3,553.9	7,244.3	9,228.0	9,737.3	13,842
4. Purchases by tourism providers, including imported goods (supply chain)	-4,268.8	-4,617.3	-1,082.3	-2,290.3	-4,693.5	-5,953.7	-6,267.4	-8,948.8
<b>5. Direct contribution of Travel &amp; Tourism to GDP</b> (= 3 + 4)	2,366.8	2,560.7	607.1	1,263.7	2,550.8	3,274.3	3,470.0	4,892.8
<b>Other final impacts (indirect &amp; induced)</b>	3,399.5	3,677.3	872.4	1,826.4	3,699.8	4,751.0	5,038.5	7,059.3
6 Domestic supply chain								
7. Capital investment	958.0	945.4	343.1	422.6	522.7	657.6	801.9	1,857.0
8. Government collective spending	643.6	662.7	444.8	711.9	1,065.3	1,265.1	1,392.5	2,072.4
9. Imported goods from indirect spending	-1,622.1	-1,692.5	-501.5	-819.2	-1,398.6	-1,687.5	-1,828.2	-3,477.7
10. Induced	1,273.7	1,364.2	367.6	732.0	1,427.6	1,831.2	1,967.4	2,749.7
<b>11. Total contribution of Travel &amp; Tourism to GDP</b> (= 5 + 6 + 7 + 8 + 9 + 10)	7,019.5	7,517.8	2,133.5	4,137.4	7,867.6	10,091.7	10,842	15,154
<b>Employment impacts ('000)</b>								
12. Direct contribution of Travel & Tourism to employment	81.0	80.7	66.0	72.1	88.0	95.5	98.8	122.9
<b>13. Total contribution of Travel &amp; Tourism to employment</b>	254.6	254.1	240.4	245.4	269.6	289.4	303.3	374.1
<b>14. Other indicators</b>								
Expenditure on outbound travel	1,480.5	1,541.4	402.6	959.9	1,527.5	1,652.3	1,743.7	2,373.1
Leisure spending	5,814.1	6,297.5	1,430.1	3,031.1	6,299.3	8,264.2	8,721.7	12,315
Business spending	821.6	880.5	259.4	522.8	945.0	963.8	1,015.6	1,526.1

E - Estimate, F - Forecast

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

Jordan (USDmn, nominal prices)	2018	2019	2020	2021	2022	2023	2024E	2034F
1. Visitor exports	5,929.9	6,501.4	1,487.1	3,159.2	6,802.9	8,780.9	9,416.1	16,311
2. Domestic expenditure (includes government individual spending)	384.6	386.9	126.4	278.3	386.8	447.1	493.0	857.4
3. Internal tourism consumption (= 1 + 2)	6,314.4	6,888.3	1,613.5	3,437.5	7,189.7	9,228.0	9,909.1	17,168
4. Purchases by tourism providers, including imported goods (supply chain)	-4,062.2	-4,430.9	-1,033.7	-2,215.3	-4,658.1	-5,953.7	-6,377.9	-11,099
<b>5. Direct contribution of Travel &amp; Tourism to GDP</b> (= 3 + 4)	2,252.3	2,457.3	579.9	1,222.3	2,531.6	3,274.3	3,531.2	6,068.6
Relative contribution (% whole economy)	5.2	5.5	1.3	2.7	5.3	6.7	6.9	8.1
<b>Other final impacts (indirect &amp; induced)</b>	3,234.9	3,528.9	833.2	1,766.6	3,671.9	4,751.0	5,127.4	8,755.8
6. Domestic supply chain								
7. Capital investment	911.7	907.3	327.6	408.8	518.7	657.6	816.0	2,303.3
8. Government collective spending	612.4	635.9	424.8	688.6	1,057.2	1,265.1	1,417.1	2,570.5
9. Imported goods from indirect spending	-1,543.6	-1,624.2	-479.0	-792.4	-1,388.1	-1,687.5	-1,860.4	-4,313.4
10. Induced	1,212.1	1,309.1	351.1	708.0	1,416.9	1,831.2	2,002.1	3,410.6
<b>11. Total contribution of Travel &amp; Tourism to GDP</b> (= 5 + 6 + 7 + 8 + 9 + 10)	6,679.7	7,214.3	2,037.7	4,001.8	7,808.2	10,091.7	11,033	18,795
Relative contribution (% whole economy)	15.4	16.2	4.7	8.9	16.5	20.6	21.6	25.2
<b>Employment impacts ('000)</b>								
12. Direct contribution of Travel & Tourism to employment	81.0	80.7	66.0	72.1	88.0	95.5	98.8	122.9
Relative contribution (% whole economy)	5.7	5.9	4.9	5.3	6.2	6.7	6.9	7.4
<b>13. Total contribution of Travel &amp; Tourism to employment</b>	254.6	254.1	240.4	245.4	269.6	289.4	303.3	374.1
Relative contribution (% whole economy)	18.0	18.4	18.0	17.9	19.0	20.4	21.0	22.5
<b>14. Other indicators</b>								
Expenditure on outbound travel	1,408.8	1,479.2	384.5	928.5	1,515.9	1,652.3	1,774.4	2,943.3
Leisure spending	5,532.6	6,043.3	1,365.8	2,931.8	6,251.8	8,264.2	8,875.6	15,275
Business spending	781.8	845.0	247.7	505.7	937.9	963.8	1,033.5	1,892.8

## 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

Jordan Growth <sup>1</sup> (%)	2018	2019	2020	2021	2022	2023	2024E	2034F <sup>2</sup>
1. Visitor exports	9.6	8.7	-77.0	109.8	109.9	28.1	5.4	3.6
2. Domestic expenditure (includes government individual spending)	10.2	-0.2	-67.2	117.4	35.4	14.7	8.4	3.6
3. Internal tourism consumption (= 1 + 2)	9.6	8.2	-76.5	110.4	103.8	27.4	5.5	3.6
4. Purchases by tourism providers, including imported goods (supply chain)	9.4	8.2	-76.6	111.6	104.9	26.8	5.3	3.6
<b>5. Direct contribution of Travel &amp; Tourism to GDP</b> (= 3 + 4)	10.0	8.2	-76.3	108.1	101.9	28.4	6.0	3.5
<b>Other final impacts (indirect &amp; induced)</b>	9.5	8.2	-76.3	109.4	102.6	28.4	6.1	3.4
6. Domestic supply chain								
7. Capital investment	5.5	-1.3	-63.7	23.2	23.7	25.8	21.9	8.8
8. Government collective spending	1.4	3.0	-32.9	60.1	49.6	18.8	10.1	4.1
9. Imported goods from indirect spending	8.5	4.3	-70.4	63.4	70.7	20.7	8.3	6.6
10. Induced	8.3	7.1	-73.0	99.1	95.0	28.3	7.4	3.4
<b>11. Total contribution of Travel &amp; Tourism to GDP</b> (= 5 + 6 + 7 + 8 + 9 + 10)	8.3	7.1	-71.6	93.9	90.2	28.3	7.4	3.4
<b>Employment impacts ('000)</b>								
12. Direct contribution of Travel & Tourism to employment	4.1	-0.4	-18.1	9.3	21.9	8.6	3.4	2.2
<b>13. Total contribution of Travel &amp; Tourism to employment</b>	2.6	-0.2	-5.4	2.0	9.9	7.3	4.8	2.1
<b>14. Other indicators</b>								
Expenditure on outbound travel	-2.3	4.1	-73.9	138.4	59.1	8.2	5.5	3.1
Leisure spending	8.9	8.3	-77.3	112.0	107.8	31.2	5.5	3.5
Business spending	14.7	7.2	-70.5	101.6	80.8	2.0	5.4	4.2

**E - Estimate, F - Forecast**

<sup>1</sup>2018-2024 real annual growth adjusted for inflation (%); <sup>2</sup>2024-2034 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.

### COMMONWEALTH<sup>1</sup>

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 Union<sup>2</sup>, Argentina, Australia, Brazil, Canada, China, European Union, France<sup>3</sup>, Germany<sup>3</sup>, India, Indonesia, Italy<sup>3</sup>, Japan, Mexico, Russian Federation, Saudi Arabia, South Africa<sup>4</sup>, South Korea, Türkiye, UK, USA.

### GCC (GULF COOPERATION COUNCIL)

Bahrain, Kuwait, Oman, Qatar, Saudi Arabia, UAE.

### OAS (ORGANIZATION OF AMERICAN STATES)

Antigua and Barbuda, Argentina, Bahamas, Barbados, Belize, Bolivia, Brazil, Canada, Chile, Colombia, Costa Rica, Cuba, Dominican Republic, Dominica, Ecuador, El Salvador, Grenada, Guatemala, Guyana, Haiti, Honduras, Jamaica, Mexico, Nicaragua<sup>5</sup>, 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 COOPERATION<sup>6</sup>

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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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)



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

Together with Oxford Economics, WTTC produces annual research that shows Travel & Tourism to be one of the world's largest sectors, supporting 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, WTTC produces a world report highlighting global trends and 27 further reports that focus on regions, sub-regions and economic and geographic groups.

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