



WORLD
TRAVEL &
TOURISM
COUNCIL

TRAVEL & TOURISM
**ECONOMIC
IMPACT 2024**



PUERTO RICO



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		
– 2020 vs 2019 – -48.4% -\$5.0 trillion GDP loss	– 2023 vs 2022 – +23.2% +\$1.9 trillion GDP gain	– 2024 vs 2023 – +12.1% +\$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		
– 2020 vs 2019 – -69.5m (-20.8%) Lost Jobs	– 2023 vs 2022 – +27m (+9.1%) New jobs	– 2024 vs 2023 – +18m (+5.5%) New jobs



THE ECONOMIC IMPACT OF TRAVEL & TOURISM

MAY 2024

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Global Data

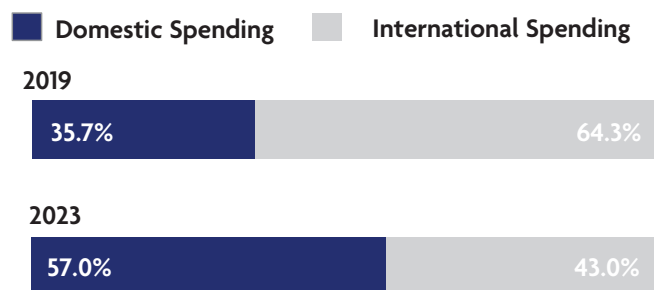
	 Total GDP contribution:		 Total Travel & Tourism jobs:	
2019	10.4% (of Total Economy) USD 10.33TN	Change in 2020: -48.4%	334 MN =10.5% (Share of Global Jobs)	Change in 2020: -69.5 MN -20.8%
2023	9.1% USD 9.90TN	Annual Change: +23.2% (-4.1% vs 2019) Economy Change YoY= 2.7%	330 MN =10.0%	Annual Change: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

Puerto Rico Key Data

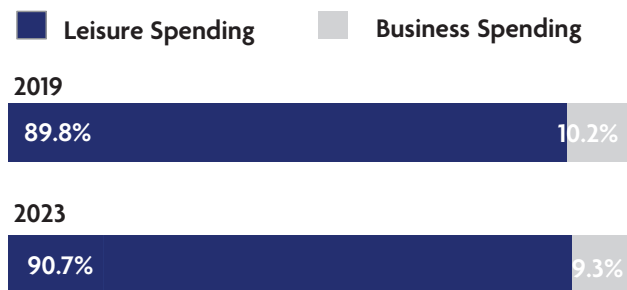
2019	5.6% (of Total Economy) USD 6.6BN	Change in 2020: -39.1%	109.3 (000s) =11.0% (Share of Total Jobs)	Change in 2020: -32.5%
2023	4.7% USD 5.4BN	Annual Change: +27.4% (-17.5% vs 2019) Economy Change: +0.3%	107.1 (000s) =9.7%	Annual Change: +9.1% (-2.1% vs 2019)
2024 (E)	5.1% USD 6.0BN	Annual Change: +10.4% (-9.0% vs 2019)	113.1 (000s) =10.5%	Annual Change: +5.7% (3.5% vs 2019)
2034 (F)	7.6% USD 9.3BN	CAGR (2024 - 2034): +4.5% Economy CAGR (2024 - 2034): +0.6%	177.7 (000s) =16.8%	New Jobs (2034 vs 2024): 64.6 (000s)

Puerto Rico Visitor Spending

2019	2023	2024 (E)	2034 (F)
 International Visitor Spending:			
USD4.7BN 5.6% of total exports	USD2.5BN Annual Change: 41.9% (-46.7% vs 2019)	USD3.2BN Annual Change: 28.2% (-31.7% vs 2019)	USD8.2BN 10.3% of total exports CAGR (2024 - 2034): 10.0%
 Domestic Visitor Spending:			
USD2.6BN	USD3.3BN Annual Change: 27.7% (27.0% vs 2019)	USD3.4BN Annual Change: 2.4% (30.1% vs 2019)	USD3.8BN CAGR (2024 - 2034): 1.1%



% share of total spending



% share of total spending

Inbound Arrivals³:

2019	2023
1. United States 89%	1. United States 84%
2. US Virgin Islands 0.15%	2. US Virgin Islands 0.1%
3. Sao Tome and Principe 0.0%	3. Austria 0.0%
4. Guinea 0.0%	4. Germany 0.0%
5. Belarus 0.0%	5. Republic of Congo 0.0%
Rest of world 11%	Rest of world 15%

Outbound Departures³:

2019	2023
1. Dominican Republic 56%	1. Dominican Republic 74%
2. US Virgin Islands 12%	2. Italy 4%
3. Mexico 7%	3. British Virgin Islands 4%
4. British Virgin Islands 6%	4. US Virgin Islands 3%
5. Colombia 4%	5. Colombia 2%
Rest of world 15%	Rest of world 12%

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.

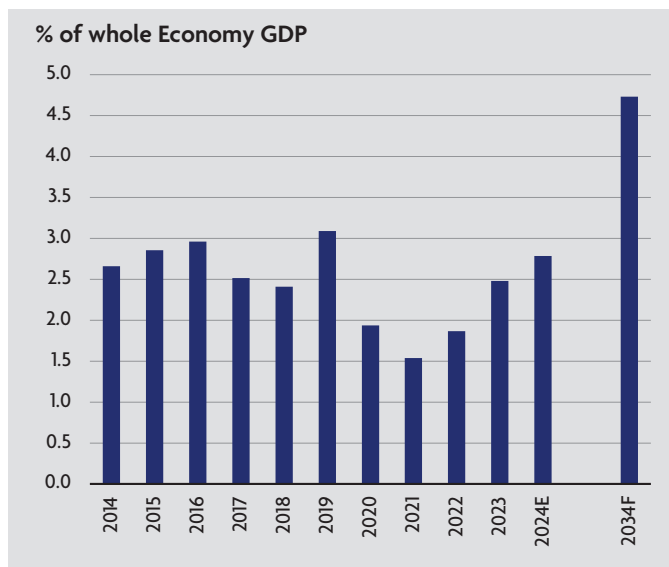
The 'induced' contribution measures the GDP and jobs supported by the spending of those who are directly or indirectly employed by the Travel & Tourism industry.

TRAVEL & TOURISM'S CONTRIBUTION TO GDP¹

The direct contribution of Travel & Tourism to GDP in 2023 was USD2.9bn (2.5% 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 6.0% pa to USD5.8bn (4.7% of GDP) from 2024 to 2034.

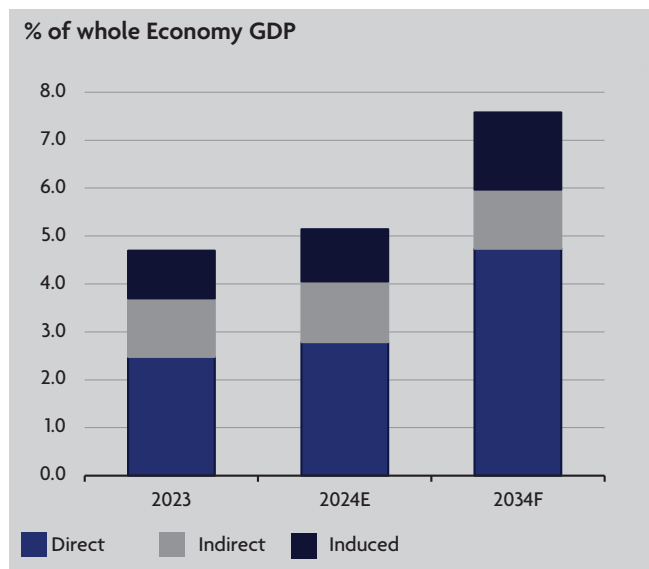
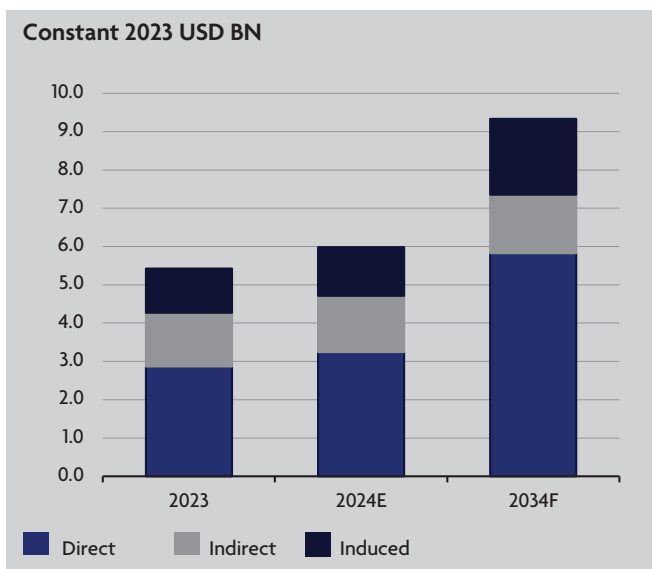
Puerto Rico: Direct Contribution of Travel & Tourism to GDP



The total contribution of Travel & Tourism to GDP (including wider effects from investment, the supply chain and induced income impacts, see page 3) was USD5.4bn in 2023 (4.7% of GDP).

It is forecast to rise by 4.5% pa to USD9.3bn from 2024 to 2034 (7.6% of GDP).

Puerto Rico: Total Contribution of Travel & Tourism to GDP



¹ All values are in constant 2023 prices & exchange rates

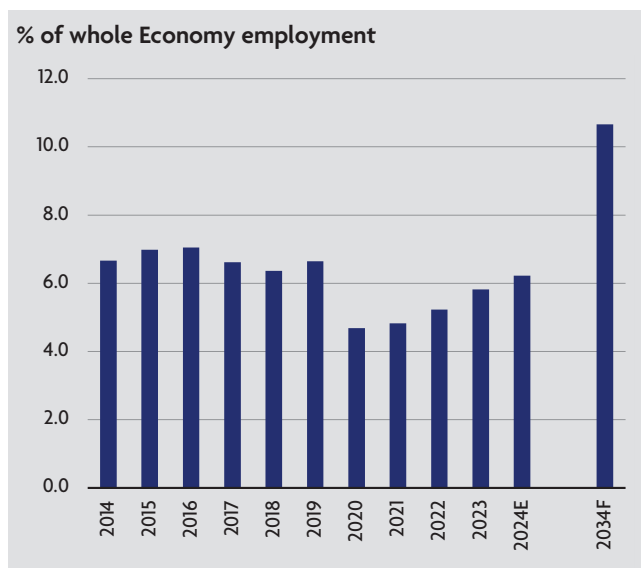
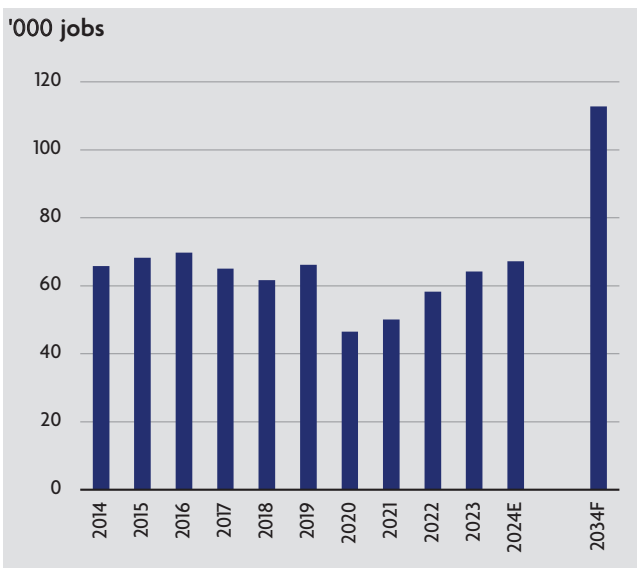
E - Estimate, F - Forecast

TRAVEL & TOURISM'S CONTRIBUTION TO EMPLOYMENT

Travel & Tourism generated 64,165 jobs directly in 2023 (5.8% 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 112,779 jobs directly (10.7% of total employment), an increase of 5.3% pa from 2024.

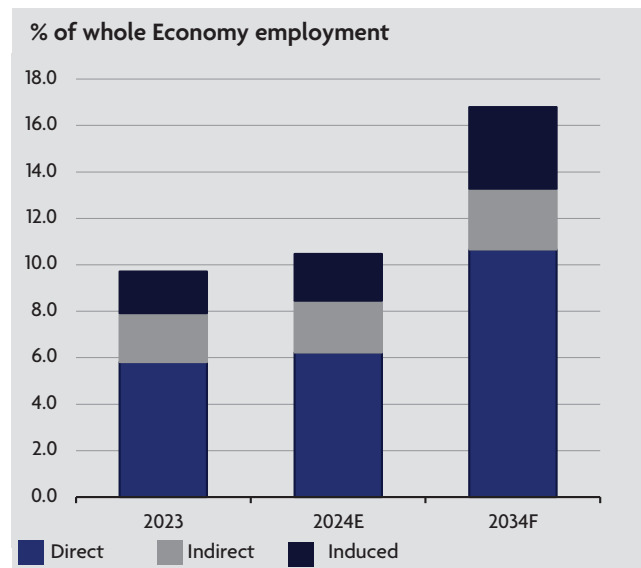
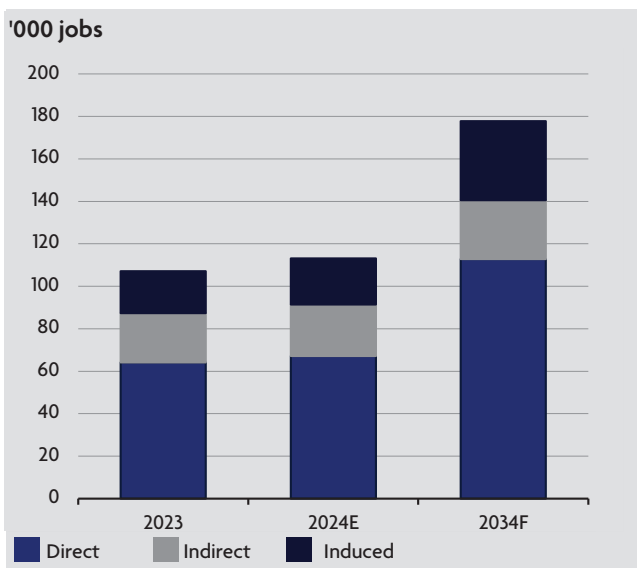
Puerto Rico: Direct Contribution of Travel & Tourism to Employment



The total contribution of Travel & Tourism to employment (including wider effects from investment, the supply chain and induced income impacts, see page 3) was 107,067 jobs in 2023 (9.7% of total employment).

By 2034, Travel & Tourism is forecast to support 177,699 jobs (16.8% of total employment), an increase of 4.6% pa since 2024.

Puerto Rico: Total Contribution of Travel & Tourism to Employment



E - Estimate, F - Forecast

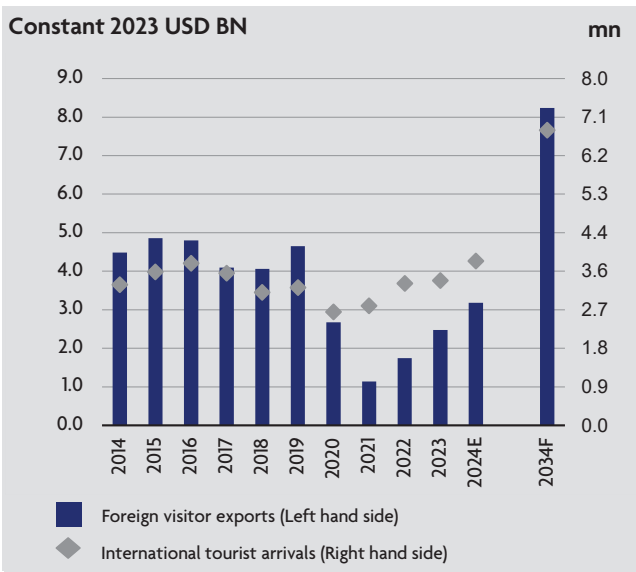
VISITOR EXPORTS AND INVESTMENT¹

VISITOR EXPORTS

Visitor exports are a key component of the direct contribution of Travel & Tourism. In 2023, Puerto Rico generated USD2.5bn in visitor exports.

By 2034, international tourist arrivals are forecast to total 6,808,000, generating expenditure of USD8.2bn, an increase of 10.0% pa since 2024.

Puerto Rico: Visitor Exports and International Tourist Arrivals

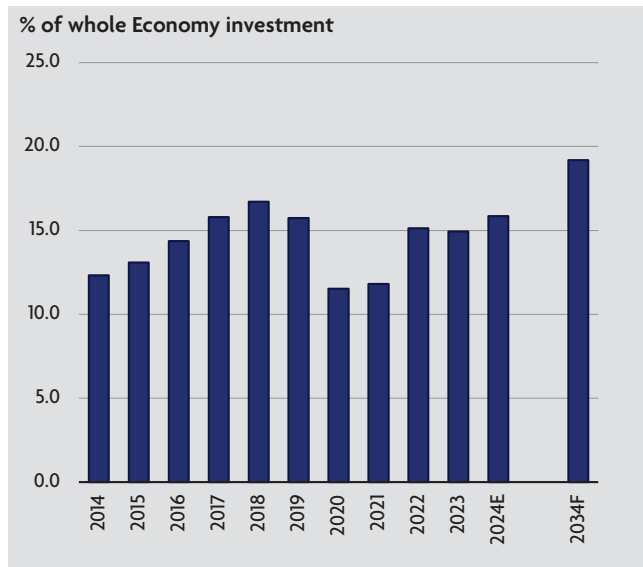
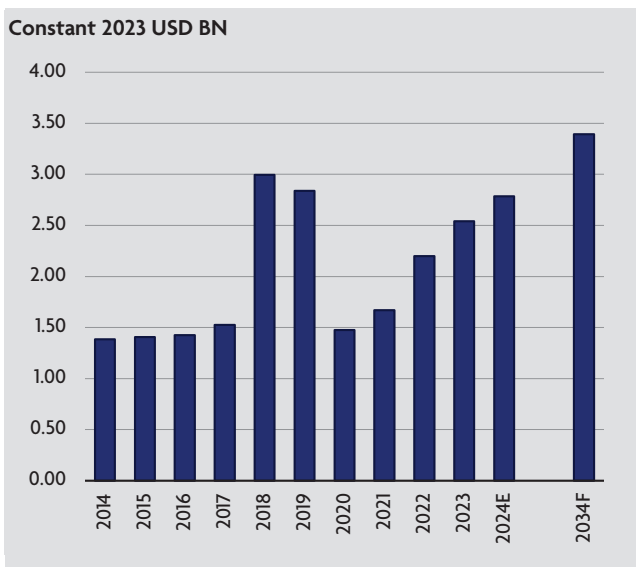


INVESTMENT

Travel & Tourism is expected to have attracted capital investment of USD2.5bn in 2023.

Travel & Tourism's share of total national investment is expected to be 19.2% in 2034.

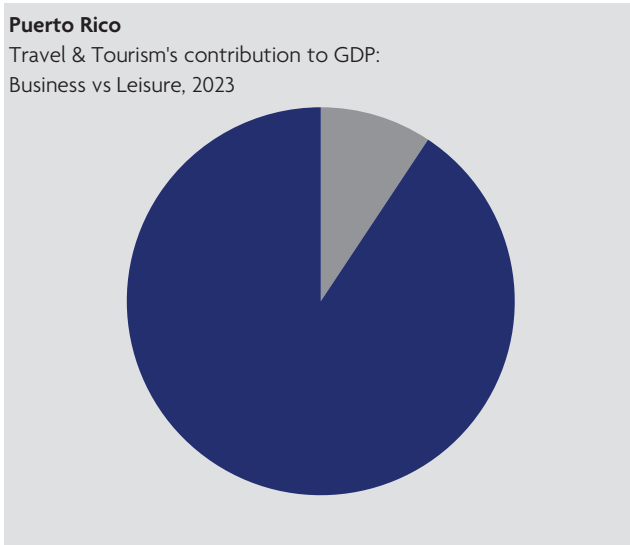
Puerto Rico: Capital Investment in Travel & Tourism



¹All values are in constant 2023 prices & exchange rates

E - Estimate, F - Forecast

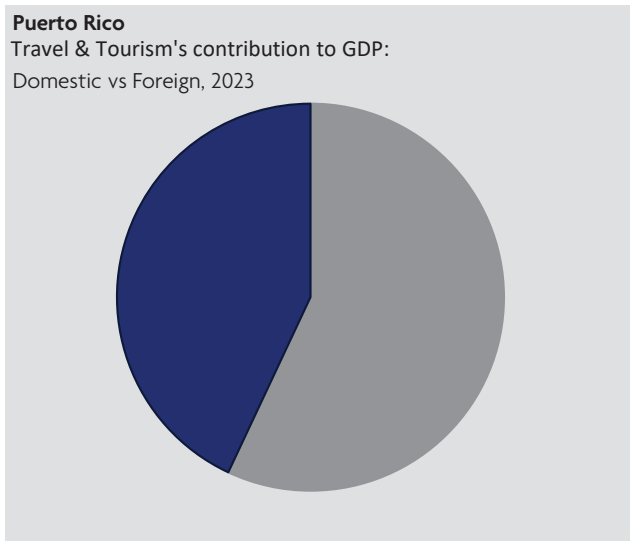
DIFFERENT COMPONENTS OF TRAVEL & TOURISM¹



Leisure travel spending (inbound and domestic) generated 90.7% of total internal spending in 2023 (USD5.2bn) compared with 9.3% for business travel spending (USD0.5bn).

Leisure travel spending is expected to rise by 6.3% pa to USD10.9bn from 2024 to 2034.

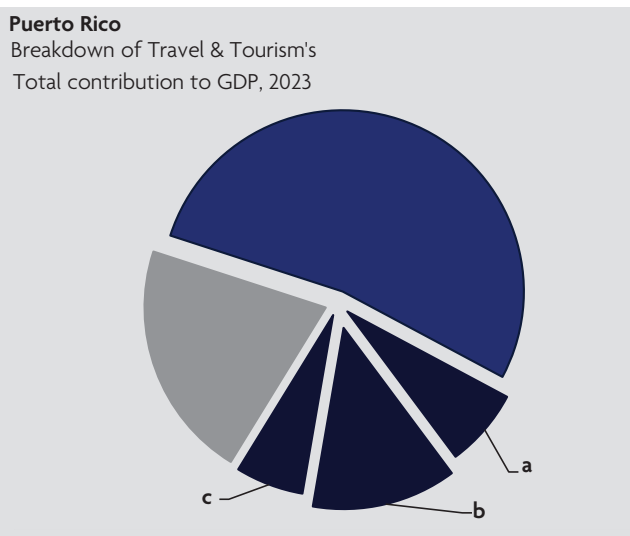
Business travel spending is expected to rise by 5.5% pa to USD1.0bn from 2024 to 2034.



Domestic travel spending generated 57.0% (USD3.3bn) of total internal spending in 2023 compared with 43.0% (USD2.5bn) for visitor exports (ie foreign visitor spending or international tourism receipts).

Domestic travel spending is expected to rise by 1.1% pa to USD3.8bn from 2024 to 2034.

Visitor exports are expected to rise by 10.0% pa to USD8.2bn 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 twice as large as 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)
4	Mexico	138.7
	World Average	16.5
49	Cuba	7.2
54	Dominican Republic	6.3
81	Puerto Rico	2.9
82	Bahamas	2.7
91	Jamaica	2.0
	Caribbean Average	1.3
118	Trinidad and Tobago	0.8
131	Barbados	0.5
133	Antigua and Barbuda	0.5
165	St Kitts and Nevis	0.1

Travel & Tourism's Direct Contribution to Employment		2023 '000 jobs
7	Mexico	3,602.0
	World Average	1,305.7
52	Dominican Republic	262.9
90	Jamaica	116.1
92	Cuba	111.0
115	Puerto Rico	64.2
122	Bahamas	53.1
152	Trinidad and Tobago	17.7
157	Barbados	14.5
162	Antigua and Barbuda	11.4
176	St Kitts and Nevis	4.4
	Caribbean Average	1.8

Travel & Tourism Investment		2023 (US\$bn)
15	Mexico	14.7
25	Cuba	6.2
	World Average	5.5
47	Puerto Rico	2.5
69	Dominican Republic	1.0
80	Bahamas	0.7
	Caribbean Average	0.6
91	Jamaica	0.5
115	Antigua and Barbuda	0.3
123	Trinidad and Tobago	0.2
136	Barbados	0.1
154	St Kitts and Nevis	0.08

Travel & Tourism's Total Contribution to GDP		2023 (US\$bn)
7	Mexico	261.6
	World Average	47.9
42	Cuba	28.5
52	Dominican Republic	18.7
86	Bahamas	5.8
87	Jamaica	5.7
90	Puerto Rico	5.4
	Caribbean Average	3.7
120	Trinidad and Tobago	2.2
130	Antigua and Barbuda	1.6
135	Barbados	1.4
166	St Kitts and Nevis	0.4

Travel & Tourism's Total Contribution to Employment		2023 '000 jobs
8	Mexico	7,332.7
	World Average	1,607.4
50	Dominican Republic	795.5
68	Cuba	476.1
84	Jamaica	367.5
124	Puerto Rico	107.1
129	Bahamas	97.2
153	Trinidad and Tobago	46.9
157	Barbados	38.1
159	Antigua and Barbuda	34.7
176	St Kitts and Nevis	12.0
	Caribbean Average	5.2

Visitor Exports		2023 (US\$bn)
13	Mexico	32.0
40	Dominican Republic	10.1
	World Average	8.8
58	Cuba	4.9
65	Jamaica	4.3
68	Bahamas	4.1
88	Puerto Rico	2.5
	Caribbean Average	1.8
110	Barbados	1.1
111	Antigua and Barbuda	1.1
129	Trinidad and Tobago	0.6
149	St Kitts and Nevis	0.3

The tables on pages 8-11 provide brief extracts from the full WTTC Economic League Table Rankings, highlighting comparisons with competing destinations as well as with the world and regional average. Averages are simple cross-economy averages. The competing destinations selected are those that offer a similar tourism product and compete for tourists from the same set of origin markets. These tend to be, but are not exclusively, geographical neighbours.

ECONOMY RANKINGS: RELATIVE CONTRIBUTION, 2023

Travel & Tourism's Direct Contribution to GDP		2023 % share
3	Antigua and Barbuda	28.3
10	Bahamas	19.7
12	St Kitts and Nevis	13.4
17	Jamaica	11.7
27	Barbados	8.5
30	Mexico	7.6
49	Dominican Republic	5.1
	Caribbean Average	3.9
	World Average	2.8
95	Trinidad and Tobago	2.8
111	Puerto Rico	2.5
134	Cuba	2.0

Travel & Tourism's Direct Contribution to Employment		2023 % share
6	Antigua and Barbuda	29.1
8	Bahamas	24.0
10	St Kitts and Nevis	20.5
24	Barbados	11.4
29	Jamaica	9.2
48	Mexico	6.1
54	Puerto Rico	5.8
59	Dominican Republic	5.5
	Caribbean Average	5.3
	World Average	3.7
103	Trinidad and Tobago	3.1
141	Cuba	2.2

Travel & Tourism Contribution to Total Capital Investment		2023 % share
1	Antigua and Barbuda	39.0
10	Barbados	21.9
12	Bahamas	20.6
19	St Kitts and Nevis	15.6
20	Puerto Rico	14.9
25	Jamaica	13.6
26	Cuba	13.6
	Caribbean Average	10.3
44	Trinidad and Tobago	7.9
	World Average	3.6
112	Mexico	3.3
141	Dominican Republic	2.5

Travel & Tourism's Total Contribution to GDP		2023 % share
2	Antigua and Barbuda	87.1
10	Bahamas	41.9
11	St Kitts and Nevis	37.7
16	Jamaica	33.6
23	Barbados	22.3
34	Dominican Republic	15.3
38	Mexico	14.4
	Caribbean Average	11.4
	World Average	9.1
88	Cuba	7.9
98	Trinidad and Tobago	7.3
154	Puerto Rico	4.7

Travel & Tourism's Total Contribution to Employment		2023 % share
1	Antigua and Barbuda	88.6
7	St Kitts and Nevis	55.9
11	Bahamas	43.8
18	Barbados	29.9
20	Jamaica	29.1
40	Dominican Republic	16.6
	Caribbean Average	15.1
62	Mexico	12.5
	World Average	10.0
90	Puerto Rico	9.7
93	Cuba	9.4
106	Trinidad and Tobago	8.3

Visitor Exports Contribution to Exports		2023 % share
4	Antigua and Barbuda	89.9
9	Jamaica	77.8
13	Bahamas	69.3
15	St Kitts and Nevis	63.9
21	Barbados	53.2
29	Dominican Republic	42.0
	Caribbean Average	20.2
62	Cuba	14.9
	World Average	5.3
117	Mexico	4.9
126	Trinidad and Tobago	4.4
143	Puerto Rico	3.5

ECONOMY RANKINGS: REAL GROWTH, 2023

Travel & Tourism's Direct Contribution to GDP		2023 % growth
31	Puerto Rico	33.2
35	St Kitts and Nevis	31.4
	World Average	21.3
67	Antigua and Barbuda	19.1
75	Cuba	17.9
86	Jamaica	15.7
	Caribbean Average	14.6
103	Barbados	12.8
119	Bahamas	10.7
132	Trinidad and Tobago	8.8
134	Dominican Republic	8.8
170	Mexico	2.4

Travel & Tourism's Direct Contribution to Employment		2023 % growth
16	Barbados	13.9
29	Cuba	11.5
41	Jamaica	10.4
43	Puerto Rico	10.1
	World Average	9.0
65	Antigua and Barbuda	8.4
90	St Kitts and Nevis	7.1
	Caribbean Average	6.9
105	Dominican Republic	6.2
161	Trinidad and Tobago	3.5
176	Mexico	2.4
181	Bahamas	1.5

Travel & Tourism Investment		2023 % growth
20	Jamaica	29.3
36	Cuba	23.7
39	Antigua and Barbuda	23.3
	Caribbean Average	19.6
62	Trinidad and Tobago	19.0
66	Dominican Republic	18.0
83	Puerto Rico	15.5
	World Average	13.0
98	Barbados	12.9
134	Bahamas	9.2
157	St Kitts and Nevis	7.4
182	Mexico	2.6

Travel & Tourism's Total Contribution to GDP		2023 % growth
36	St Kitts and Nevis	28.9
43	Puerto Rico	27.4
	World Average	23.2
65	Antigua and Barbuda	19.3
71	Cuba	17.6
77	Jamaica	16.8
	Caribbean Average	14.5
101	Barbados	13.5
120	Bahamas	11.3
129	Trinidad and Tobago	9.4
134	Dominican Republic	9.0
171	Mexico	3.6

Travel & Tourism's Total Contribution to Employment		2023 % growth
15	Barbados	14.5
29	Cuba	11.2
	World Average	9.1
48	Puerto Rico	9.1
61	Jamaica	8.2
	Caribbean Average	7.4
87	Dominican Republic	6.9
120	Antigua and Barbuda	5.6
137	St Kitts and Nevis	5.1
162	Trinidad and Tobago	4.0
175	Mexico	2.8
184	Bahamas	2.0

Visitor Exports		2023 % growth
35	Cuba	62.3
51	Puerto Rico	41.9
	World Average	33.1
67	St Kitts and Nevis	32.9
85	Trinidad and Tobago	23.0
99	Antigua and Barbuda	19.1
	Caribbean Average	18.5
111	Jamaica	15.8
127	Barbados	12.7
132	Bahamas	10.4
134	Dominican Republic	10.2
177	Mexico	-8.5

ECONOMY RANKINGS: LONG TERM GROWTH, 2024 - 2034

Travel & Tourism's Direct Contribution to GDP		2024 - 2034 % growth
23	Puerto Rico	6.0
44	St Kitts and Nevis	4.9
61	Cuba	4.4
71	Barbados	4.2
80	Jamaica	4.1
81	Bahamas	4.1
	Caribbean Average	3.9
	World Average	3.7
110	Trinidad and Tobago	3.5
130	Mexico	3.1
131	Dominican Republic	3.1
139	Antigua and Barbuda	2.8

Travel & Tourism's Direct Contribution to Employment		2024 - 2034 % growth
8	Puerto Rico	5.3
53	St Kitts and Nevis	3.2
66	Jamaica	2.8
79	Barbados	2.6
83	Bahamas	2.5
	World Average	2.5
	Caribbean Average	2.3
101	Cuba	2.3
113	Mexico	2.1
155	Antigua and Barbuda	1.5
171	Trinidad and Tobago	1.2
173	Dominican Republic	1.0

Travel & Tourism Investment		2024 - 2034 % growth
18	Cuba	8.3
	Caribbean Average	6.0
83	Jamaica	5.2
	World Average	5.1
89	Bahamas	4.9
90	Dominican Republic	4.9
109	Barbados	4.4
111	St Kitts and Nevis	4.4
122	Trinidad and Tobago	3.9
154	Antigua and Barbuda	2.9
167	Mexico	2.3
171	Puerto Rico	2.0

Travel & Tourism's Total Contribution to GDP		2024 - 2034 % growth
41	Cuba	5.0
54	St Kitts and Nevis	4.8
65	Puerto Rico	4.5
78	Barbados	4.3
84	Bahamas	4.1
	Caribbean Average	4.1
93	Jamaica	4.0
	World Average	3.7
121	Dominican Republic	3.4
124	Trinidad and Tobago	3.3
136	Mexico	3.0
151	Antigua and Barbuda	2.6

Travel & Tourism's Total Contribution to Employment		2024 - 2034 % growth
14	Puerto Rico	4.6
66	St Kitts and Nevis	3.0
69	Cuba	2.9
80	Jamaica	2.7
86	Barbados	2.7
94	Bahamas	2.6
	World Average	2.6
	Caribbean Average	2.2
127	Mexico	2.1
160	Dominican Republic	1.4
161	Trinidad and Tobago	1.4
173	Antigua and Barbuda	1.1

Visitor Exports		2024 - 2034 % growth
9	Puerto Rico	10.0
24	Cuba	7.5
37	Mexico	6.7
45	Trinidad and Tobago	6.2
67	St Kitts and Nevis	5.1
	Caribbean Average	4.7
	World Average	4.5
91	Jamaica	4.3
96	Bahamas	4.2
103	Barbados	4.1
137	Antigua and Barbuda	2.9
145	Dominican Republic	2.7

SUMMARY TABLES: ESTIMATES & FORECASTS

Puerto Rico	2023	2023	2024E	2034F		
	USDbn ¹	% of total	Growth ²	USDbn ¹	% of total	Growth ³
Direct contribution to GDP	2.9	2.5	13.2	5.8	4.7	6.0
Total contribution to GDP	5.4	4.7	10.4	9.3	7.6	4.5
Direct contribution to employment ⁴	64.2	5.8	4.7	112.8	10.7	5.3
Total contribution to employment ⁴	107.1	9.7	5.7	177.7	16.8	4.6
Visitor exports	2.5	3.5	28.2	8.2	10.3	10.0
Domestic spending	3.3	2.8	2.4	3.8	3.0	1.1
Leisure spending	5.2	4.5	13.5	10.9	8.9	6.3
Business spending	0.54	0.5	13.8	1.0	0.9	5.5
Capital investment	2.5	14.9	9.7	3.4	19.2	2.0

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

Caribbean	2023	2023	2024E	2034F		
	USDbn ¹	% of total	Growth ²	USDbn ¹	% of total	Growth ³
Direct contribution to GDP	29.3	3.9	7.5	46.4	4.4	3.9
Total contribution to GDP	84.9	11.4	7.4	136.1	13.6	4.1
Direct contribution to employment ⁴	973.4	5.3	4.7	1,282.9	6.4	2.3
Total contribution to employment ⁴	2,754.4	15.1	5.3	3,610.2	18.0	2.2
Visitor exports	41.4	20.2	8.8	70.9	28.6	4.7
Domestic spending	21.4	2.9	4.5	28.0	2.9	2.3
Leisure spending	56.8	7.6	7.0	89.1	8.4	3.9
Business spending	6.0	0.8	10.4	9.8	0.9	4.0
Capital investment	13.2	10.3	9.1	25.7	15.8	6.0

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

Puerto Rico (USDbn, real 2023 prices)	2018	2019	2020	2021	2022	2023	2024E	2034F
1. Visitor exports	4.1	4.7	2.7	1.1	1.7	2.5	3.2	8.2
2. Domestic expenditure (includes government individual spending)	2.1	2.6	1.7	2.3	2.6	3.3	3.4	3.8
3. Internal tourism consumption (= 1 + 2)	6.1	7.2	4.4	3.5	4.3	5.8	6.5	12.0
4. Purchases by tourism providers, including imported goods (supply chain)	-3.3	-3.6	-2.2	-1.7	-2.2	-2.9	-3.3	-6.2
5. Direct contribution of Travel & Tourism to GDP (= 3 + 4)	2.8	3.6	2.2	1.7	2.1	2.9	3.2	5.8
Other final impacts (indirect & induced)								
6 Domestic supply chain	1.2	1.4	0.9	0.7	0.9	1.1	1.3	2.1
7. Capital investment	3.0	2.8	1.5	1.7	2.2	2.5	2.8	3.4
8. Government collective spending	0.4	0.3	0.3	0.3	0.3	0.3	0.4	0.5
9. Imported goods from indirect spending	-3.1	-3.1	-1.6	-1.6	-2.2	-2.6	-2.9	-4.4
10. Induced	1.2	1.4	0.8	0.7	0.9	1.2	1.3	2.0
11. Total contribution of Travel & Tourism to GDP (= 5 + 6 + 7 + 8 + 9 + 10)	5.4	6.6	4.0	3.5	4.3	5.4	6.0	9.3
Employment impacts ('000)								
12. Direct contribution of Travel & Tourism to employment	61.6	66.2	46.5	50.1	58.3	64.2	67.2	112.8
13. Total contribution of Travel & Tourism to employment	101.9	109.3	73.7	85.5	98.2	107.1	113.1	177.7
14. Other indicators								
Expenditure on outbound travel	1.1	1.2	1.1	1.0	0.9	1.1	1.2	1.5
Leisure spending	5.5	6.5	4.1	3.1	3.9	5.2	5.9	10.9
Business spending	0.6	0.7	0.2	0.3	0.4	0.5	0.6	1.0

E - Estimate, F - Forecast

THE ECONOMIC CONTRIBUTION OF TRAVEL & TOURISM: NOMINAL PRICES

Puerto Rico (USDbn, nominal prices)	2018	2019	2020	2021	2022	2023	2024E	2034F
1. Visitor exports	3.5	4.2	2.4	1.1	1.7	2.5	3.2	9.8
2. Domestic expenditure (includes government individual spending)	1.8	2.3	1.6	2.2	2.5	3.3	3.4	4.5
3. Internal tourism consumption (= 1 + 2)	5.3	6.5	4.0	3.3	4.2	5.8	6.7	14.3
4. Purchases by tourism providers, including imported goods (supply chain)	-2.9	-3.2	-2.0	-1.6	-2.1	-2.9	-3.4	-7.4
5. Direct contribution of Travel & Tourism to GDP (= 3 + 4)	2.4	3.2	2.0	1.6	2.1	2.9	3.3	7.0
Relative contribution (% whole economy)	2.4	3.1	1.9	1.5	1.9	2.5	2.8	4.7
Other final impacts (indirect & induced)								
6. Domestic supply chain	1.1	1.3	0.8	0.6	0.8	1.1	1.3	2.5
7. Capital investment	2.6	2.5	1.3	1.6	2.1	2.5	2.8	4.1
8. Government collective spending	0.3	0.3	0.3	0.2	0.3	0.3	0.4	0.6
9. Imported goods from indirect spending	-2.7	-2.7	-1.5	-1.5	-2.1	-2.6	-3.0	-5.3
10. Induced	1.0	1.2	0.7	0.7	0.9	1.2	1.3	2.4
11. Total contribution of Travel & Tourism to GDP (= 5 + 6 + 7 + 8 + 9 + 10)	4.7	5.9	3.7	3.3	4.1	5.4	6.1	11.2
Relative contribution (% whole economy)	4.7	5.6	3.6	3.1	3.7	4.7	5.1	7.6
Employment impacts ('000)								
12. Direct contribution of Travel & Tourism to employment	61.6	66.2	46.5	50.1	58.3	64.2	67.2	112.8
Relative contribution (% whole economy)	6.4	6.6	4.7	4.8	5.2	5.8	6.2	10.7
13. Total contribution of Travel & Tourism to employment	101.9	109.3	73.7	85.5	98.2	107.1	113.1	177.7
Relative contribution (% whole economy)	10.5	11.0	7.4	8.2	8.8	9.7	10.5	16.8
14. Other indicators								
Expenditure on outbound travel	1.0	1.1	1.0	0.9	0.8	1.1	1.2	1.8
Leisure spending	4.8	5.8	3.8	2.9	3.8	5.2	6.0	13.1
Business spending	0.5	0.7	0.2	0.3	0.4	0.5	0.6	1.3

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

Puerto Rico Growth ¹ (%)	2018	2019	2020	2021	2022	2023	2024E	2034F²
1. Visitor exports	-0.9	14.7	-42.5	-57.4	53.1	41.9	28.2	10.0
2. Domestic expenditure (includes government individual spending)	-10.2	25.7	-34.4	36.8	10.8	27.7	2.4	1.1
3. Internal tourism consumption (= 1 + 2)	-4.3	18.4	-39.6	-20.8	24.7	33.4	13.5	6.2
4. Purchases by tourism providers, including imported goods (supply chain)	-0.5	8.2	-39.1	-21.2	25.6	33.6	13.9	6.4
5. Direct contribution of Travel & Tourism to GDP (= 3 + 4)	-8.4	30.5	-40.1	-20.5	23.9	33.2	13.2	6.0
Other final impacts (indirect & induced)	-4.3	18.4	-39.6	-20.8	24.7	30.9	12.3	5.2
6. Domestic supply chain								
7. Capital investment	96.2	-5.2	-48.0	13.0	31.7	15.5	9.7	2.0
8. Government collective spending	-12.8	-0.9	-20.5	-4.0	20.1	9.9	3.0	2.7
9. Imported goods from indirect spending	49.4	0.8	-47.9	-1.4	36.2	20.7	12.6	4.2
10. Induced	2.3	20.7	-42.1	-11.4	24.0	29.5	10.4	4.5
11. Total contribution of Travel & Tourism to GDP (= 5 + 6 + 7 + 8 + 9 + 10)	2.3	20.7	-39.1	-12.9	21.9	27.4	10.4	4.5
Employment impacts ('000)								
12. Direct contribution of Travel & Tourism to employment	-5.2	7.4	-29.7	7.7	16.3	10.1	4.7	5.3
13. Total contribution of Travel & Tourism to employment	3.8	7.2	-32.5	16.0	14.8	9.1	5.7	4.6
14. Other indicators								
Expenditure on outbound travel	-10.9	12.3	-12.3	-8.2	-13.0	25.8	11.8	2.3
Leisure spending	-5.0	17.9	-36.3	-24.5	24.5	34.3	13.5	6.3
Business spending	3.6	23.1	-68.3	44.7	27.2	25.3	13.8	5.5

E - Estimate, F - Forecast

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

GLOSSARY

KEY DEFINITIONS

TRAVEL & TOURISM

Relates to the activity of travellers on trips outside their usual environment with a duration of less than one year. Economic activity related to all aspects of such trips is measured within the research.

ECONOMIES

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

DIRECT CONTRIBUTION TO GDP

GDP generated by industries that deal directly with tourists, including hotels, travel agents, airlines and other passenger transport services, as well as the activities of restaurant and leisure industries that deal directly with tourists. It is equivalent to total internal Travel & Tourism spending (see below) within a country less the purchases made by those industries (including imports). In terms of the UN's Tourism Satellite Account methodology it is consistent with total GDP calculated in table 6 of the TSA: RMF 2008.

DIRECT CONTRIBUTION TO EMPLOYMENT

The number of direct jobs within Travel & Tourism. This is consistent with total employment calculated in table 7 of the TSA: RMF 2008.

TOTAL CONTRIBUTION TO GDP

GDP generated directly by the Travel & Tourism sector plus its indirect and induced impacts (see below).

TOTAL CONTRIBUTION TO EMPLOYMENT

The number of jobs generated directly in the Travel & Tourism sector plus the indirect and induced contributions (see below).

DIRECT SPENDING IMPACTS

VISITOR EXPORTS

Spending within the country by international tourists for both business and leisure trips, including spending on transport, but excluding international spending on education. This is consistent with total inbound tourism expenditure in table 1 of the TSA: RMF 2008.

DOMESTIC TRAVEL & TOURISM SPENDING

Spending within a country by that country's residents for both business and leisure trips. Multi-use consumer durables are not included since they are not purchased solely for tourism purposes. This is consistent with total domestic tourism expenditure in table 2 of the TSA: RMF 2008. Outbound spending by residents abroad is not included here, but is separately identified according to the TSA: RMF 2008 (see below).

GOVERNMENT INDIVIDUAL SPENDING

Spending by government on Travel & Tourism services directly linked to visitors, such as cultural services (eg museums) or recreational services (eg national parks).

INTERNAL TOURISM CONSUMPTION

Total revenue generated within a country by industries that deal directly with tourists including visitor exports, domestic spending and government individual spending. This does not include spending abroad by residents. This is consistent with total internal tourism expenditure in table 4 of the TSA: RMF 2008.

BUSINESS TRAVEL & TOURISM SPENDING

Spending on business travel within a country by residents and international visitors.

LEISURE TRAVEL & TOURISM SPENDING

Spending on leisure travel within a country by residents and international visitors.

INDIRECT AND INDUCED IMPACTS

INDIRECT CONTRIBUTION

The contribution to GDP and jobs of the following three factors:

- **CAPITAL INVESTMENT:** Includes capital investment spending by all industries directly involved in Travel & Tourism. This also constitutes investment spending by other industries on specific tourism assets such as new visitor accommodation and passenger transport equipment, as well as restaurants and leisure facilities for specific tourism use. This is consistent with total tourism gross fixed capital formation in table 8 of the TSA: RMF 2008.
- **GOVERNMENT COLLECTIVE SPENDING:** Government spending in support of general tourism activity. This can include national as well as regional and local government spending. For example, it includes tourism promotion, visitor information services, administrative services and other public services. This is consistent with total collective tourism consumption in table 9 of TSA: RMF 2008.
- **SUPPLY-CHAIN EFFECTS:** Purchases of domestic goods and services directly by different industries within Travel & Tourism as inputs to their final tourism output.

INDUCED CONTRIBUTION

The broader contribution to GDP and employment of spending by those who are directly or indirectly employed by Travel & Tourism.

OTHER INDICATORS

OUTBOUND EXPENDITURE

Spending outside the country by residents on all trips abroad. This is fully aligned with total outbound tourism expenditure in table 3 of the TSA: RMF 2008.

INTERNATIONAL TOURIST ARRIVALS

The number of arrivals of international overnight visitors (tourists) to the country.

METHODOLOGICAL NOTE

WTTC has an ongoing commitment to align its economic impact research with the UN Statistics Division-approved 2008 Tourism Satellite Account: Recommended Methodological Framework (TSA:RMF 2008). This involves the benchmarking of country reports to official, published TSAs, including for countries which are reporting data for the first time, as well as existing countries reporting an additional year's data. New TSAs incorporated this year include Aruba, Kenya, Namibia, North Macedonia, Papua New Guinea and Uganda, bringing our total of countries and economies in our benchmarking dataset to 72. Our TSA benchmarked countries cover around 90% of global direct T&T GDP.

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

ECONOMIC AND GEOGRAPHIC GROUPS

APEC (ASIA-PACIFIC ECONOMIC COOPERATION)

Australia, Brunei Darussalam, Canada, Chile, China, Hong Kong SAR China, Indonesia, Japan, South Korea, Malaysia, Mexico, New Zealand, Papua New Guinea, Peru, Philippines, Russian Federation, Singapore, Taiwan China, Thailand, USA, Vietnam.

COMMONWEALTH¹

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

G7

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

G20

African Union², Argentina, Australia, Brazil, Canada, China, European Union, France³, Germany³, India, Indonesia, Italy³, Japan, Mexico, Russian Federation, Saudi Arabia, South Africa⁴, South Korea, Türkiye, UK, USA.

GCC (GULF COOPERATION COUNCIL)

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

OAS (ORGANIZATION OF AMERICAN STATES)

Antigua and Barbuda, Argentina, Bahamas, Barbados, Belize, Bolivia, Brazil, Canada, Chile, Colombia, Costa Rica, Cuba, Dominican Republic, Dominica, Ecuador, El Salvador, Grenada, Guatemala, Guyana, Haiti, Honduras, Jamaica, Mexico, Nicaragua⁵, Panama, Paraguay, Peru, St Kitts and Nevis, St Lucia, St Vincent and the Grenadines, Suriname, Trinidad and Tobago, USA, Uruguay, Venezuela.

OECD (ORGANISATION FOR ECONOMIC CO-OPERATION AND DEVELOPMENT)

Australia, Austria, Belgium, Canada, Chile, Colombia, Costa Rica, Czechia, Denmark, Estonia, Finland, France, Germany, Greece, Hungary, Iceland, Ireland, Israel, Italy, Japan, South Korea, Latvia, Lithuania, Luxembourg, Mexico, Netherlands, New Zealand, Norway, Poland, Portugal, Slovakia, Slovenia, Spain, Sweden, Switzerland, Türkiye, UK, USA.

(OIC) ORGANISATION OF ISLAMIC COOPERATION⁶

Albania, Algeria, Azerbaijan, Bahrain, Bangladesh, Benin, Brunei, Burkina Faso, Cameroon, Chad, Comoros, Côte d'Ivoire, Egypt, Gabon, Gambia, Guinea, Guyana, Indonesia, Iran, Iraq, Jordan, Kazakhstan, Kuwait, Kyrgyzstan, Lebanon, Libya, Malaysia, Maldives, Mali, Morocco, Mozambique, Niger, Nigeria, Oman, Pakistan, Qatar, Saudi Arabia, Senegal, Sierra Leone, Sudan, Suriname, Syria, Tajikistan, Togo, Tunisia, Türkiye, UAE, Uganda, Uzbekistan, Yemen.

OTHER OCEANIA

American Samoa, Cook Islands, French Polynesia, Guam, Marshall Islands, Micronesia (Federated States of), Nauru, New Caledonia, Niue, Northern Mariana Islands, Palau, Samoa, Tuvalu.

PACIFIC ALLIANCE

Chile, Colombia, Mexico, Peru.

SADC (SOUTHERN AFRICAN DEVELOPMENT COMMUNITY)

Angola, Botswana, Comoros, Democratic Republic of Congo (DRC), Eswatini, Lesotho, Madagascar, Malawi, Mauritius, Mozambique, Namibia, Seychelles, South Africa, Tanzania, Zambia, Zimbabwe.

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

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

3 Included in European Union

4 Included in African Union

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

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

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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.

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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وزارة السياحة
Ministry of Tourism
Kingdom of Saudi Arabia 

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