




WORLD
TRAVEL &
TOURISM
COUNCIL



TRAVEL & TOURISM
**ECONOMIC
IMPACT 2024**

SWITZERLAND



FOR E W O R D

2024 to break all records

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

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

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

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

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

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

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

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

Julia Simpson
President & CEO
World Travel & Tourism Council

ECONOMIC IMPACT 2024

THE ECONOMIC IMPACT OF GLOBAL TRAVEL & TOURISM

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

THE ECONOMIC IMPACT OF TRAVEL & TOURISM

MAY 2024

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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

Switzerland Key Data

2019	7.1% (of Total Economy) CHF 53.2BN (USD 59.2BN)	Change in 2020: -27.2%	453.2 (000s) =8.9% (Share of Total Jobs)	Change in 2020: -21.0%
2023	7.1% CHF 56.0BN (USD 62.4BN)	Annual Change: +12.4% (5.2% vs 2019) Economy Change: +0.7%	438.1 (000s) =8.3%	Annual Change: +4.7% (-3.3% vs 2019)
2024 (E)	7.2% CHF 57.9BN (USD 64.5BN)	Annual Change: +3.4% (8.8% vs 2019)	456.2 (000s) =8.6%	Annual Change: +4.1% (0.7% vs 2019)
2034 (F)	7.4% CHF 70.7BN (USD 78.7BN)	CAGR (2024 - 2034): +2.0% Economy CAGR (2024 - 2034): +1.7%	580.2 (000s) =10.4%	New Jobs (2034 vs 2024): 124.1 (000s)

Switzerland Visitor Spending

2019	2023	2024 (E)	2034 (F)
International Visitor Spending:			
CHF21.8BN (USD 24.3BN) 5.1% of total exports	CHF21.9BN (USD 24.4BN) Annual Change: 19.9% (0.5% vs 2019)	CHF22.6BN (USD 25.2BN) Annual Change: 3.1% (3.7% vs 2019)	CHF32.5BN (USD 36.2BN) 4.7% of total exports CAGR (2024 - 2034): 3.7%
Domestic Visitor Spending:			
CHF23.4BN (USD 26.0BN)	CHF25.7BN (USD 28.6BN) Annual Change: 3.8% (10.1% vs 2019)	CHF26.4BN (USD 29.4BN) Annual Change: 2.5% (12.9% vs 2019)	CHF31.1BN (USD 34.6BN) CAGR (2024 - 2034): 1.6%

Domestic Spending International Spending



% share of total spending

Leisure Spending Business Spending



% share of total spending

Inbound Arrivals³:

2019	2023
1. Germany 17%	1. Germany 17%
2. United States 11%	2. United States 15%
3. China 10%	3. France 8%
4. France 7%	4. United Kingdom 8%
5. United Kingdom 7%	5. Italy 5%
Rest of world 49%	Rest of world 48%

Outbound Departures³:

2019	2023
1. France 27%	1. France 29%
2. Germany 14%	2. Germany 13%
3. Italy 13%	3. Italy 12%
4. Spain 8%	4. Spain 8%
5. Austria 6%	5. Austria 6%
Rest of world 31%	Rest of world 31%

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.

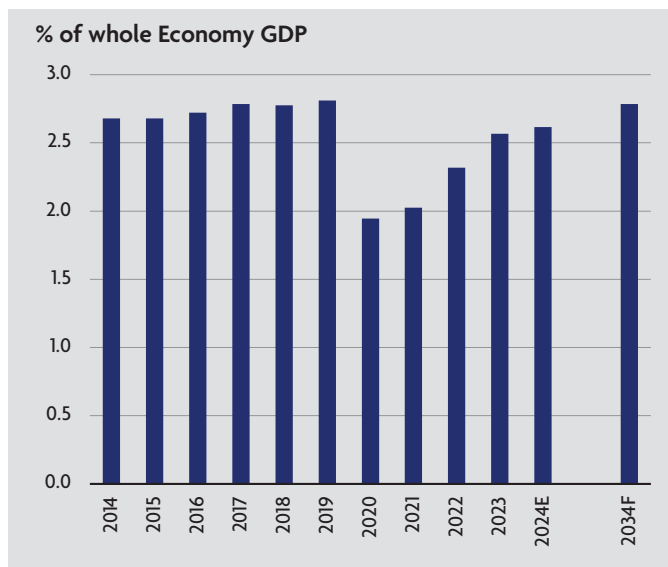
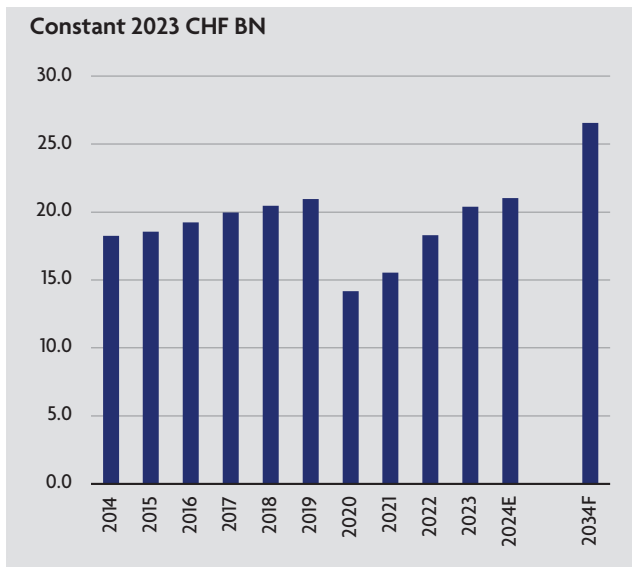
The 'induced' contribution measures the GDP and jobs supported by the spending of those who are directly or indirectly employed by the Travel & Tourism industry.

TRAVEL & TOURISM'S CONTRIBUTION TO GDP¹

The direct contribution of Travel & Tourism to GDP in 2023 was CHF20.4bn (2.6% 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 2.4% pa to CHF26.6bn (2.8% of GDP) from 2024 to 2034.

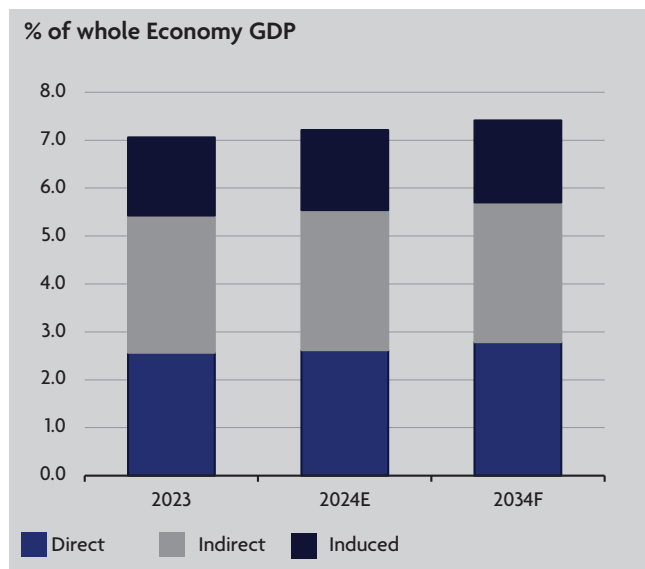
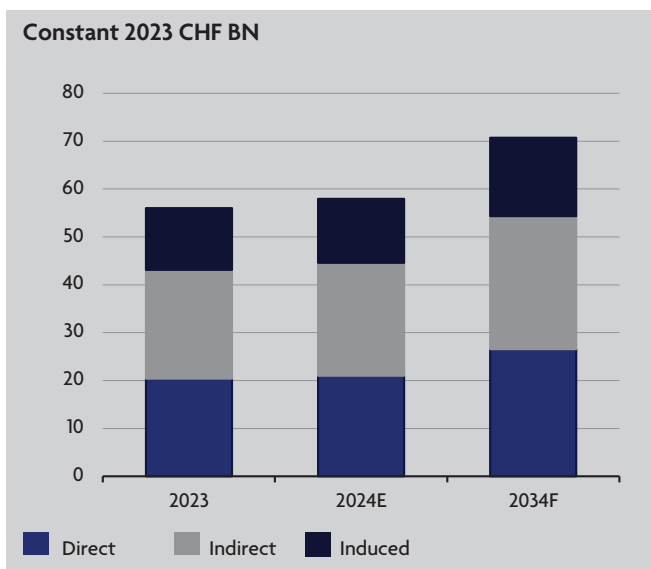
Switzerland: Direct Contribution of Travel & Tourism to GDP



The total contribution of Travel & Tourism to GDP (including wider effects from investment, the supply chain and induced income impacts, see page 3) was CHF56.0bn in 2023 (7.1% of GDP).

It is forecast to rise by 2.0% pa to CHF70.7bn from 2024 to 2034 (7.4% of GDP).

Switzerland: Total Contribution of Travel & Tourism to GDP



¹ All values are in constant 2023 prices & exchange rates

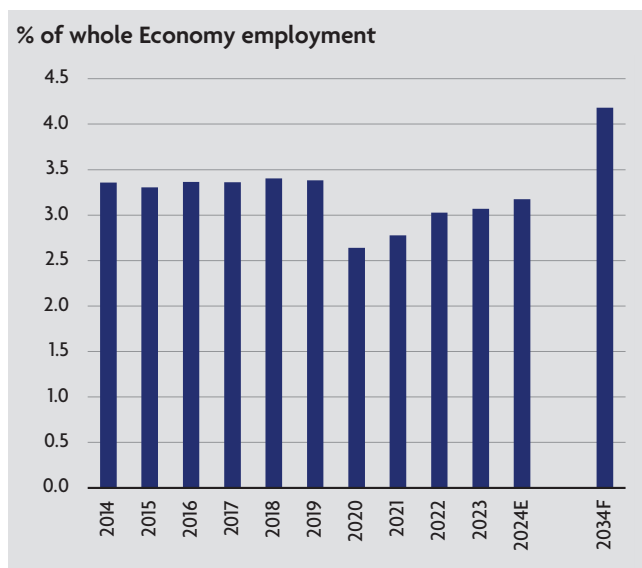
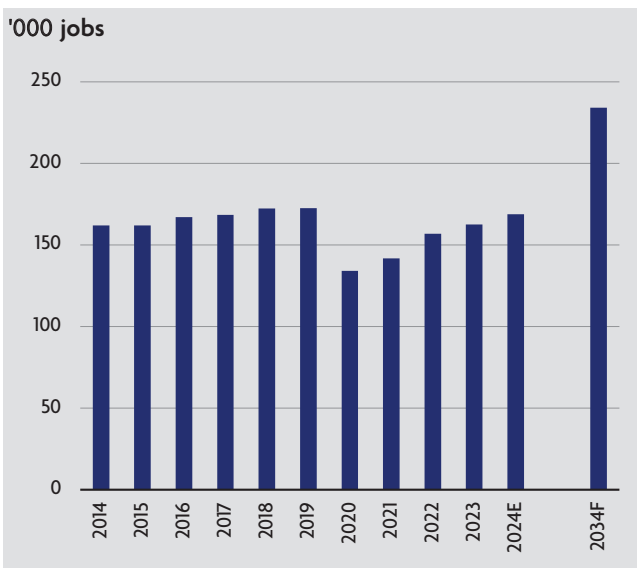
E - Estimate, F - Forecast

TRAVEL & TOURISM'S CONTRIBUTION TO EMPLOYMENT

Travel & Tourism generated 162,640 jobs directly in 2023 (3.1% of total employment). This includes employment by hotels, travel agents, airlines and other passenger transportation services (excluding commuter services). It also includes, for example, the activities of the restaurant and leisure industries directly supported by tourists.

By 2034, Travel & Tourism will account for 234,238 jobs directly (4.2% of total employment), an increase of 3.3% pa from 2024.

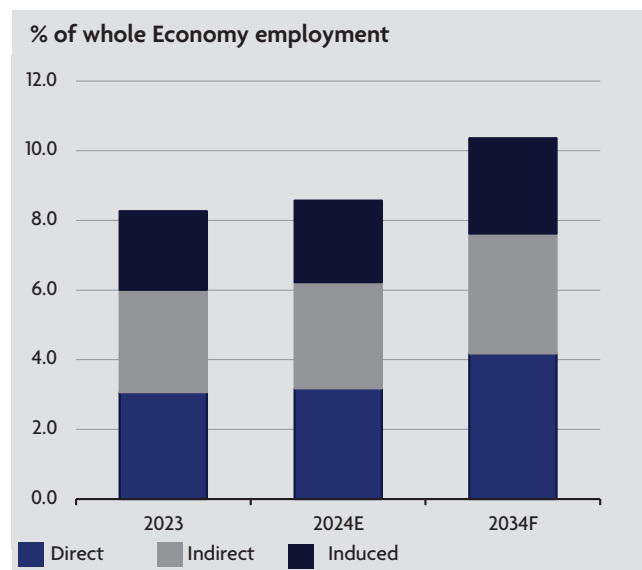
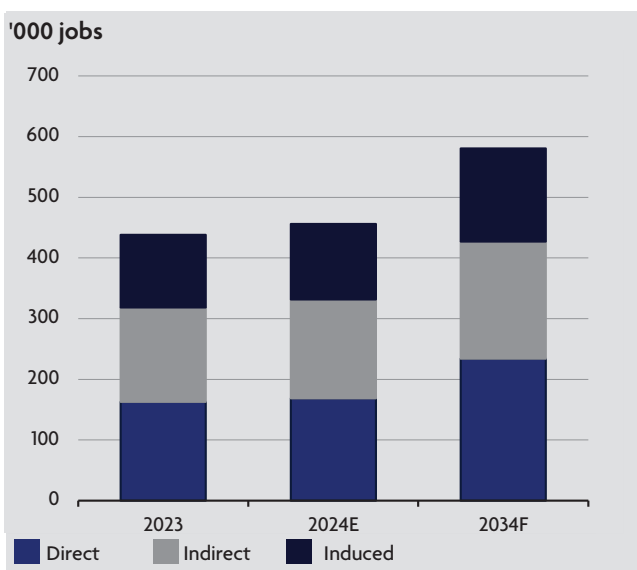
Switzerland: Direct Contribution of Travel & Tourism to Employment



The total contribution of Travel & Tourism to employment (including wider effects from investment, the supply chain and induced income impacts, see page 3) was 438,058 jobs in 2023 (8.3% of total employment).

By 2034, Travel & Tourism is forecast to support 580,212 jobs (10.4% of total employment), an increase of 2.4% pa since 2024.

Switzerland: Total Contribution of Travel & Tourism to Employment



E - Estimate, F - Forecast

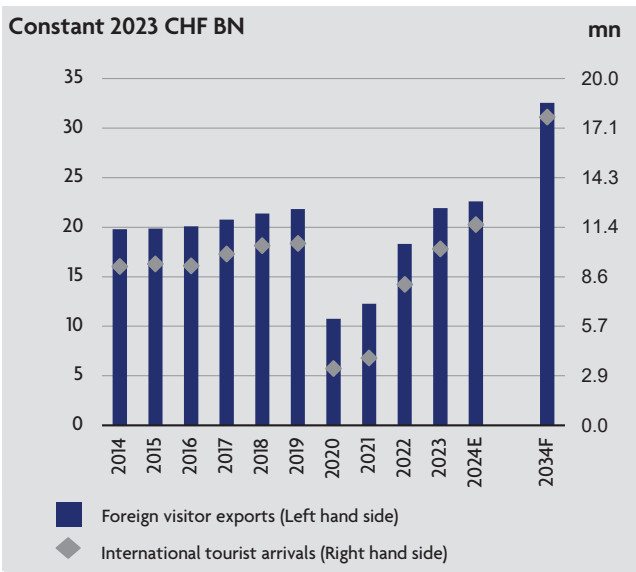
VISITOR EXPORTS AND INVESTMENT¹

VISITOR EXPORTS

Visitor exports are a key component of the direct contribution of Travel & Tourism. In 2023, Switzerland generated CHF21.9bn in visitor exports.

By 2034, international tourist arrivals are forecast to total 17,777,000, generating expenditure of CHF32.5bn, an increase of 3.7% pa since 2024.

Switzerland: Visitor Exports and International Tourist Arrivals

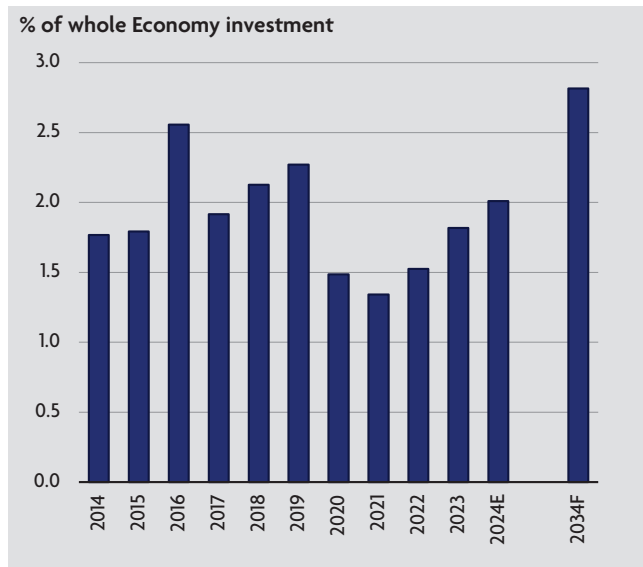
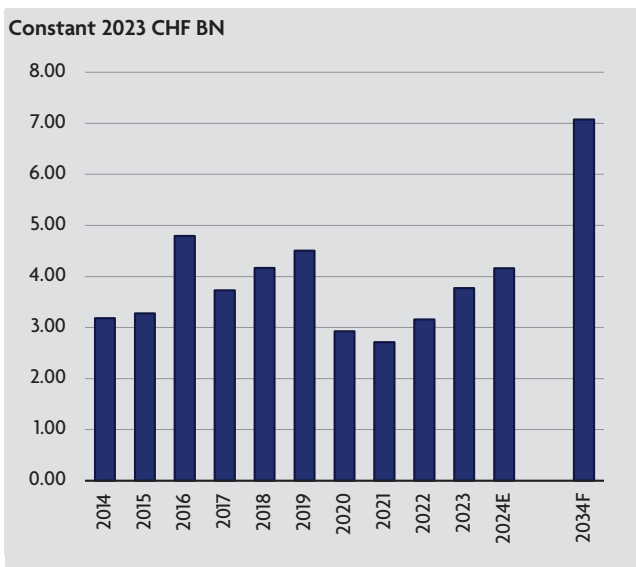


INVESTMENT

Travel & Tourism is expected to have attracted capital investment of CHF3.8bn in 2023.

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

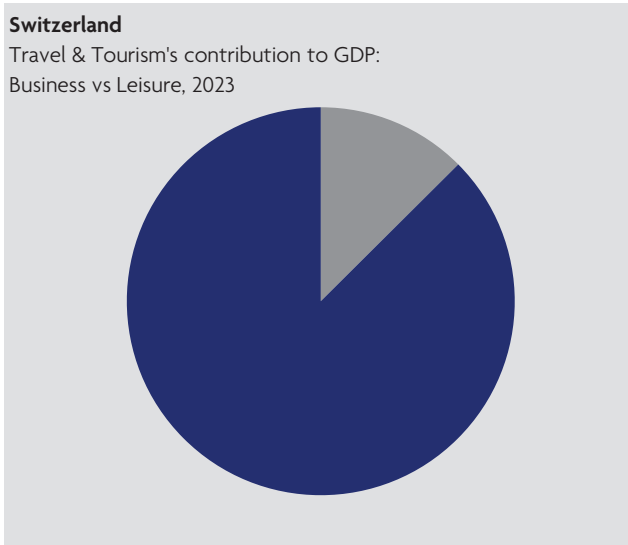
Switzerland: Capital Investment in Travel & Tourism



¹All values are in constant 2023 prices & exchange rates

E - Estimate, F - Forecast

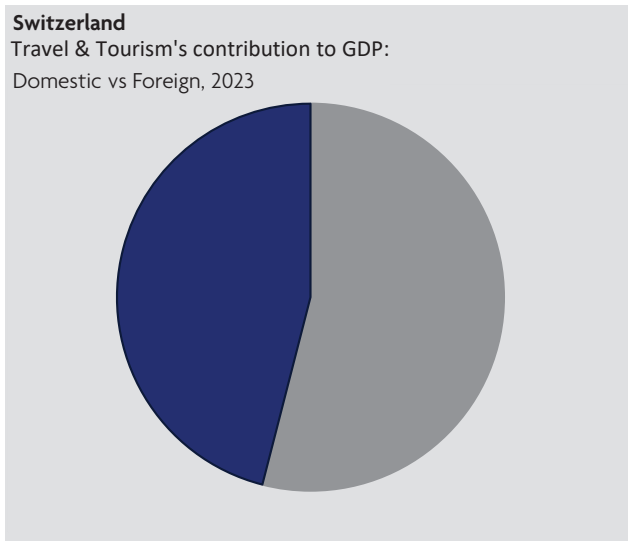
DIFFERENT COMPONENTS OF TRAVEL & TOURISM¹



Leisure travel spending (inbound and domestic) generated 87.5% of total internal spending in 2023 (CHF41.7bn) compared with 12.5% for business travel spending (CHF6.0bn).

Leisure travel spending is expected to rise by 2.1% pa to CHF50.6bn from 2024 to 2034.

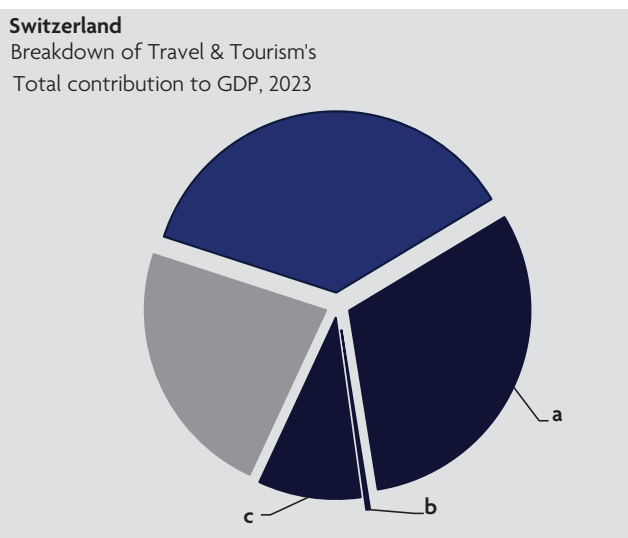
Business travel spending is expected to rise by 5.4% pa to CHF12.9bn from 2024 to 2034.



Domestic travel spending generated 54.0% (CHF25.7bn) of total internal spending in 2023 compared with 46.0% (CHF21.9bn) for visitor exports (ie foreign visitor spending or international tourism receipts).

Domestic travel spending is expected to rise by 1.6% pa to CHF31.1bn from 2024 to 2034.

Visitor exports are expected to rise by 3.7% pa to CHF32.5bn from 2024 to 2034.



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

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

¹ All values are in constant 2023 prices & exchange rates

ECONOMY RANKINGS: ABSOLUTE CONTRIBUTION, 2023

Travel & Tourism's Direct Contribution to GDP		2023 (US\$bn)
3	Germany	179.9
5	France	114.5
6	Italy	100.8
7	United Kingdom	93.5
9	Spain	91.7
14	Türkiye	49.4
18	Netherlands	37.5
19	Austria	29.2
24	Switzerland	22.7
32	Greece	17.9
World Average		16.5
Other Europe Average		13.3

Travel & Tourism's Total Contribution to GDP		2023 (US\$bn)
3	Germany	487.6
5	United Kingdom	295.2
6	France	264.7
9	Italy	231.3
10	Spain	227.9
14	Türkiye	131.4
17	Netherlands	106.5
22	Switzerland	62.4
26	Austria	54.3
World Average		47.9
28	Greece	45.9
Other Europe Average		38.4

Travel & Tourism's Direct Contribution to Employment		2023 '000 jobs
9	Germany	3,194.6
13	Italy	1,453.7
14	United Kingdom	1,418.6
15	France	1,393.3
World Average		1,305.7
20	Türkiye	1,062.8
21	Spain	941.7
23	Netherlands	822.3
48	Austria	285.4
49	Greece	275.8
73	Switzerland	162.6
Other Europe Average		16.2

Travel & Tourism's Total Contribution to Employment		2023 '000 jobs
9	Germany	6,185.0
13	United Kingdom	3,390.8
15	Türkiye	3,227.3
16	Italy	2,974.0
17	France	2,855.4
18	Spain	2,672.6
World Average		1,607.4
29	Netherlands	1,503.7
48	Greece	814.7
63	Austria	525.0
71	Switzerland	438.1
Other Europe Average		45.6

Travel & Tourism Investment		2023 (US\$bn)
3	France	50.4
6	Germany	39.1
8	Spain	23.0
9	United Kingdom	22.9
18	Italy	10.3
19	Türkiye	10.0
20	Netherlands	9.5
World Average		5.5
35	Austria	4.3
36	Switzerland	4.2
40	Greece	3.9
Other Europe Average		3.0

Visitor Exports		2023 (US\$bn)
2	Spain	98.3
3	France	71.8
4	Türkiye	71.0
7	Italy	55.3
8	United Kingdom	49.6
10	Germany	42.7
18	Austria	27.2
20	Switzerland	24.4
21	Greece	24.1
23	Netherlands	21.4
Other Europe Average		11.0
World Average		8.8

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
38	Spain	5.8
44	Austria	5.7
57	Italy	4.6
60	Türkiye	4.5
65	Germany	4.1
71	France	3.8
75	Netherlands	3.4
	World Average	2.8
92	United Kingdom	2.8
	Other Europe Average	2.7
106	Switzerland	2.6

Travel & Tourism's Total Contribution to GDP		2023 % share
30	Greece	19.2
36	Spain	14.5
53	Türkiye	12.0
57	Germany	11.0
58	Austria	10.6
60	Italy	10.5
71	Netherlands	9.6
	World Average	9.1
77	United Kingdom	8.8
79	France	8.8
	Other Europe Average	7.8
104	Switzerland	7.1

Travel & Tourism's Direct Contribution to Employment		2023 % share
32	Netherlands	8.4
39	Germany	7.0
42	Greece	6.6
47	Italy	6.2
50	Austria	6.0
69	France	4.6
73	Spain	4.5
85	United Kingdom	3.9
	World Average	3.7
100	Türkiye	3.4
105	Switzerland	3.1
	Other Europe Average	2.6

Travel & Tourism's Total Contribution to Employment		2023 % share
33	Greece	19.4
43	Netherlands	15.4
55	Germany	13.5
59	Spain	12.7
61	Italy	12.6
71	Austria	11.1
86	Türkiye	10.2
	World Average	10.0
92	France	9.4
94	United Kingdom	9.2
107	Switzerland	8.3
	Other Europe Average	7.3

Travel & Tourism Contribution to Total Capital Investment		2023 % share
32	Greece	11.8
47	Spain	7.6
57	France	6.7
92	Netherlands	4.2
98	Germany	4.0
103	United Kingdom	3.8
	World Average	3.6
109	Austria	3.5
132	Türkiye	2.7
	Other Europe Average	2.7
155	Italy	2.2
163	Switzerland	1.8

Visitor Exports Contribution to Exports		2023 % share
48	Greece	22.8
55	Türkiye	19.7
58	Spain	16.3
87	Austria	8.7
95	France	7.2
97	Italy	7.0
	Other Europe Average	6.2
	World Average	5.3
124	United Kingdom	4.7
127	Switzerland	4.4
159	Netherlands	2.3
163	Germany	2.0

ECONOMY RANKINGS: REAL GROWTH, 2023

Travel & Tourism's Direct Contribution to GDP		2023 % growth
25	United Kingdom	37.8
	World Average	21.3
	Other Europe Average	19.5
100	Greece	13.2
111	Austria	11.8
112	Switzerland	11.5
128	Spain	9.0
143	Germany	7.8
146	Italy	7.5
151	Türkiye	6.2
153	Netherlands	6.1
158	France	4.6

Travel & Tourism's Direct Contribution to Employment		2023 % growth
3	United Kingdom	37.8
	Other Europe Average	13.2
	World Average	9.0
61	Spain	8.7
80	Austria	7.5
94	Netherlands	6.7
111	Italy	5.8
125	Greece	5.4
127	France	5.4
136	Germany	5.1
138	Türkiye	5.0
157	Switzerland	3.7

Travel & Tourism Investment		2023 % growth
5	Türkiye	45.3
24	Netherlands	26.7
	Other Europe Average	24.1
61	Switzerland	19.4
69	Italy	17.6
88	Greece	14.7
93	United Kingdom	13.3
	World Average	13.0
148	Spain	8.0
161	Germany	7.1
171	Austria	6.2
184	France	1.2

Travel & Tourism's Total Contribution to GDP		2023 % growth
21	United Kingdom	35.3
	World Average	23.2
	Other Europe Average	21.2
109	Greece	12.5
110	Switzerland	12.4
111	Austria	12.3
131	Türkiye	9.1
132	Spain	9.1
135	Germany	9.0
137	Netherlands	8.9
142	Italy	8.4
158	France	5.7

Travel & Tourism's Total Contribution to Employment		2023 % growth
3	United Kingdom	34.1
14	Greece	14.6
	Other Europe Average	12.4
44	Netherlands	9.2
	World Average	9.1
53	Spain	8.7
67	Austria	8.0
98	Italy	6.6
101	France	6.4
122	Türkiye	5.5
138	Germany	5.0
147	Switzerland	4.7

Visitor Exports		2023 % growth
	World Average	33.1
94	Switzerland	19.9
100	Italy	19.0
109	Austria	16.5
116	Spain	14.3
119	Germany	13.8
121	United Kingdom	13.6
124	Greece	13.5
	Other Europe Average	12.1
131	Netherlands	11.2
147	France	6.9
155	Türkiye	5.4

ECONOMY RANKINGS: LONG TERM GROWTH, 2024 - 2034

Travel & Tourism's Direct Contribution to GDP		2024 - 2034 % growth
World Average		3.7
121	Austria	3.3
144	Greece	2.6
150	Spain	2.5
Other Europe Average		2.5
156	Switzerland	2.4
164	Netherlands	2.1
168	Türkiye	2.1
169	France	2.1
171	Italy	2.0
173	United Kingdom	2.0
180	Germany	1.7

Travel & Tourism's Direct Contribution to Employment		2024 - 2034 % growth
50	Switzerland	3.3
World Average		2.5
88	Spain	2.4
95	United Kingdom	2.4
104	Greece	2.3
Other Europe Average		2.2
146	France	1.6
148	Italy	1.6
168	Austria	1.3
179	Türkiye	1.0
180	Netherlands	0.9
185	Germany	0.3

Travel & Tourism Investment		2024 - 2034 % growth
35	Netherlands	7.3
48	Greece	6.5
73	Switzerland	5.4
84	Türkiye	5.1
World Average		5.1
106	Austria	4.5
Other Europe Average		3.7
144	Italy	3.3
156	Spain	2.8
169	Germany	2.2
176	United Kingdom	1.8
180	France	1.3

Travel & Tourism's Total Contribution to GDP		2024 - 2034 % growth
World Average		3.7
127	Austria	3.2
138	Greece	2.9
154	Netherlands	2.6
Other Europe Average		2.5
159	Spain	2.4
160	Türkiye	2.4
170	United Kingdom	2.0
172	Switzerland	2.0
173	France	2.0
174	Italy	1.9
179	Germany	1.7

Travel & Tourism's Total Contribution to Employment		2024 - 2034 % growth
World Average		2.6
104	Switzerland	2.4
Other Europe Average		2.4
109	United Kingdom	2.3
113	Spain	2.3
120	Greece	2.1
154	France	1.5
155	Italy	1.5
167	Türkiye	1.2
170	Austria	1.2
171	Netherlands	1.2
185	Germany	0.2

Visitor Exports		2024 - 2034 % growth
79	Netherlands	4.6
World Average		4.5
89	Germany	4.4
112	Austria	3.8
114	Switzerland	3.7
129	France	3.2
130	Italy	3.2
Other Europe Average		3.1
132	Greece	3.1
144	Spain	2.7
160	United Kingdom	2.4
177	Türkiye	1.7

SUMMARY TABLES: ESTIMATES & FORECASTS

Switzerland	2023	2023	2024E	2034F		
	USDbn ¹	% of total	Growth ²	USDbn ¹	% of total	Growth ³
Direct contribution to GDP	22.7	2.6	3.1	29.6	2.8	2.4
Total contribution to GDP	62.4	7.1	3.4	78.7	7.4	2.0
Direct contribution to employment ⁴	162.6	3.1	3.9	234.2	4.2	3.3
Total contribution to employment ⁴	438.1	8.3	4.1	580.2	10.4	2.4
Visitor exports	24.4	4.4	3.1	36.2	4.7	3.7
Domestic spending	28.6	3.2	2.5	34.6	3.3	1.6
Leisure spending	46.4	5.2	-0.9	56.4	5.3	2.1
Business spending	6.7	0.8	28.2	14.4	1.4	5.4
Capital investment	4.2	1.8	10.4	7.9	2.8	5.4

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

Other Europe	2023	2023	2024E	2034F		
	USDbn ¹	% of total	Growth ²	USDbn ¹	% of total	Growth ³
Direct contribution to GDP	226.1	2.7	11.3	321.3	3.3	2.5
Total contribution to GDP	652.9	7.8	11.2	926.8	9.6	2.5
Direct contribution to employment ⁴	4,686.1	2.6	11.8	6,537.3	3.5	2.2
Total contribution to employment ⁴	13,170.2	7.3	10.7	18,496.8	10.0	2.4
Visitor exports	186.5	6.2	7.3	272.7	8.2	3.1
Domestic spending	329.0	3.9	14.0	458.9	4.6	2.0
Leisure spending	409.7	4.9	10.5	566.5	5.9	2.3
Business spending	105.8	1.3	15.5	165.1	1.6	3.1
Capital investment	50.6	2.7	10.8	80.5	3.7	3.7

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

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

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

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

E - Estimate, F - Forecast

THE ECONOMIC CONTRIBUTION OF TRAVEL & TOURISM: REAL 2023 PRICES

Switzerland (CHFbn, real 2023 prices)	2018	2019	2020	2021	2022	2023	2024E	2034F
1. Visitor exports	21.4	21.8	10.8	12.3	18.3	21.9	22.6	32.5
2. Domestic expenditure (includes government individual spending)	23.0	23.4	21.8	24.2	24.8	25.7	26.4	31.1
3. Internal tourism consumption (= 1 + 2)	44.4	45.2	32.6	36.5	43.1	47.7	49.0	63.6
4. Purchases by tourism providers, including imported goods (supply chain)	-23.9	-24.2	-18.4	-20.9	-24.8	-27.3	-28.0	-37.0
5. Direct contribution of Travel & Tourism to GDP (= 3 + 4)	20.5	21.0	14.2	15.6	18.3	20.4	21.0	26.6
Other final impacts (indirect & induced)	18.8	19.0	14.7	16.7	19.6	21.9	22.5	28.5
6 Domestic supply chain								
7. Capital investment	4.2	4.5	2.9	2.7	3.2	3.8	4.2	7.1
8. Government collective spending	5.1	5.2	4.4	4.6	5.1	5.4	5.4	6.6
9. Imported goods from indirect spending	-8.3	-8.7	-5.9	-6.3	-7.6	-8.3	-8.6	-14.3
10. Induced	12.1	12.3	8.4	9.5	11.3	12.9	13.4	16.3
11. Total contribution of Travel & Tourism to GDP (= 5 + 6 + 7 + 8 + 9 + 10)	52.2	53.2	38.8	42.7	49.9	56.0	57.9	70.7
Employment impacts ('000)								
12. Direct contribution of Travel & Tourism to employment	172.4	172.5	134.1	141.7	156.8	162.6	168.9	234.2
13. Total contribution of Travel & Tourism to employment	448.4	453.2	357.9	380.6	418.6	438.1	456.2	580.2
14. Other indicators								
Expenditure on outbound travel	21.5	21.6	10.3	11.5	17.4	22.4	23.3	32.9
Leisure spending	36.7	37.4	29.3	32.0	38.0	41.7	41.3	50.6
Business spending	7.7	7.8	3.3	4.5	5.1	6.0	7.7	12.9

E - Estimate, F - Forecast

THE ECONOMIC CONTRIBUTION OF TRAVEL & TOURISM: NOMINAL PRICES

Switzerland (CHFbn, nominal prices)	2018	2019	2020	2021	2022	2023	2024E	2034F
1. Visitor exports	20.6	21.0	10.3	11.9	18.1	21.9	22.8	36.6
2. Domestic expenditure (includes government individual spending)	22.2	22.5	20.8	23.4	24.6	25.7	26.6	35.0
3. Internal tourism consumption (= 1 + 2)	42.7	43.5	31.1	35.2	42.7	47.7	49.4	71.6
4. Purchases by tourism providers, including imported goods (supply chain)	-23.0	-23.3	-17.6	-20.2	-24.6	-27.3	-28.2	-41.7
5. Direct contribution of Travel & Tourism to GDP (= 3 + 4)	19.7	20.2	13.5	15.0	18.1	20.4	21.2	29.9
Relative contribution (% whole economy)	2.8	2.8	1.9	2.0	2.3	2.6	2.6	2.8
Other final impacts (indirect & induced)	18.1	18.3	14.1	16.1	19.4	21.9	22.7	32.1
6. Domestic supply chain								
7. Capital investment	4.0	4.3	2.8	2.6	3.1	3.8	4.2	8.0
8. Government collective spending	4.9	5.0	4.2	4.4	5.1	5.4	5.5	7.4
9. Imported goods from indirect spending	-8.0	-8.4	-5.6	-6.1	-7.5	-8.3	-8.7	-16.1
10. Induced	11.6	11.8	8.0	9.2	11.2	12.9	13.5	18.4
11. Total contribution of Travel & Tourism to GDP (= 5 + 6 + 7 + 8 + 9 + 10)	50.3	51.2	37.0	41.3	49.4	56.0	58.4	79.6
Relative contribution (% whole economy)	7.1	7.1	5.3	5.6	6.3	7.1	7.2	7.4
Employment impacts ('000)								
12. Direct contribution of Travel & Tourism to employment	172.4	172.5	134.1	141.7	156.8	162.6	168.9	234.2
Relative contribution (% whole economy)	3.4	3.4	2.6	2.8	3.0	3.1	3.2	4.2
13. Total contribution of Travel & Tourism to employment	448.4	453.2	357.9	380.6	418.6	438.1	456.2	580.2
Relative contribution (% whole economy)	8.9	8.9	7.1	7.5	8.1	8.3	8.6	10.4
14. Other indicators								
Expenditure on outbound travel	20.7	20.8	9.9	11.2	17.3	22.4	23.5	37.0
Leisure spending	35.4	35.9	27.9	30.9	37.6	41.7	41.6	57.0
Business spending	7.4	7.5	3.2	4.3	5.1	6.0	7.7	14.6

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)

Switzerland (USDbn, real 2023 prices)	2018	2019	2020	2021	2022	2023	2024E	2034F
1. Visitor exports	23.8	24.3	12.0	13.7	20.4	24.4	25.2	36.2
2. Domestic expenditure (includes government individual spending)	25.6	26.0	24.3	26.9	27.6	28.6	29.4	34.6
3. Internal tourism consumption (= 1 + 2)	49.4	50.3	36.3	40.6	47.9	53.0	54.5	70.8
4. Purchases by tourism providers, including imported goods (supply chain)	-26.6	-27.0	-20.5	-23.3	-27.6	-30.4	-31.1	-41.2
5. Direct contribution of Travel & Tourism to GDP (= 3 + 4)	22.8	23.3	15.8	17.3	20.3	22.7	23.4	29.6
Other final impacts (indirect & induced)								
6 Domestic supply chain	20.9	21.1	16.4	18.6	21.8	24.3	25.1	31.7
7. Capital investment	4.6	5.0	3.3	3.0	3.5	4.2	4.6	7.9
8. Government collective spending	5.7	5.8	4.9	5.1	5.7	6.0	6.1	7.3
9. Imported goods from indirect spending	-9.2	-9.7	-6.6	-7.0	-8.5	-9.2	-9.6	-15.9
10. Induced	13.4	13.7	9.4	10.6	12.6	14.4	14.9	18.2
11. Total contribution of Travel & Tourism to GDP (= 5 + 6 + 7 + 8 + 9 + 10)	58.1	59.2	43.1	47.6	55.5	62.4	64.5	78.7
Employment impacts ('000)								
12. Direct contribution of Travel & Tourism to employment	172.4	172.5	134.1	141.7	156.8	162.6	168.9	234.2
13. Total contribution of Travel & Tourism to employment	448.4	453.2	357.9	380.6	418.6	438.1	456.2	580.2
14. Other indicators								
Expenditure on outbound travel	24.0	24.1	11.5	12.9	19.4	24.9	26.0	36.6
Leisure spending	40.9	41.6	32.6	35.6	42.3	46.4	46.0	56.4
Business spending	8.5	8.7	3.7	5.0	5.7	6.7	8.5	14.4

E - Estimate, F - Forecast

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

Switzerland (USDbn, nominal prices)	2018	2019	2020	2021	2022	2023	2024E	2034F
1. Visitor exports	21.0	21.1	10.9	13.0	19.0	24.4	26.1	49.7
2. Domestic expenditure (includes government individual spending)	22.7	22.6	22.2	25.6	25.7	28.6	30.5	47.4
3. Internal tourism consumption (= 1 + 2)	43.7	43.7	33.1	38.6	44.7	53.0	56.6	97.1
4. Purchases by tourism providers, including imported goods (supply chain)	-23.6	-23.5	-18.7	-22.1	-25.7	-30.4	-32.3	-56.5
5. Direct contribution of Travel & Tourism to GDP (= 3 + 4)	20.1	20.3	14.4	16.4	19.0	22.7	24.3	40.5
Relative contribution (% whole economy)	2.8	2.8	1.9	2.0	2.3	2.6	2.6	2.8
Other final impacts (indirect & induced)	18.5	18.4	15.0	17.6	20.3	24.3	26.0	43.5
6. Domestic supply chain								
7. Capital investment	4.1	4.4	3.0	2.9	3.3	4.2	4.8	10.8
8. Government collective spending	5.0	5.0	4.5	4.9	5.3	6.0	6.3	10.1
9. Imported goods from indirect spending	-8.2	-8.4	-6.0	-6.6	-7.9	-9.2	-9.9	-21.9
10. Induced	11.9	11.9	8.6	10.0	11.7	14.4	15.4	24.9
11. Total contribution of Travel & Tourism to GDP (= 5 + 6 + 7 + 8 + 9 + 10)	51.4	51.5	39.4	45.2	51.8	62.4	66.9	107.9
Relative contribution (% whole economy)	7.1	7.1	5.3	5.6	6.3	7.1	7.2	7.4
Employment impacts ('000)								
12. Direct contribution of Travel & Tourism to employment	172.4	172.5	134.1	141.7	156.8	162.6	168.9	234.2
Relative contribution (% whole economy)	3.4	3.4	2.6	2.8	3.0	3.1	3.2	4.2
13. Total contribution of Travel & Tourism to employment	448.4	453.2	357.9	380.6	418.6	438.1	456.2	580.2
Relative contribution (% whole economy)	8.9	8.9	7.1	7.5	8.1	8.3	8.6	10.4
14. Other indicators								
Expenditure on outbound travel	21.2	20.9	10.5	12.2	18.1	24.9	27.0	50.2
Leisure spending	36.2	36.2	29.8	33.8	39.4	46.4	47.8	77.3
Business spending	7.5	7.6	3.4	4.7	5.3	6.7	8.9	19.8

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

Switzerland	2018	2019	2020	2021	2022	2023	2024E	2034F ²
Growth ¹ (%)								
1. Visitor exports	2.9	2.1	-50.6	13.9	49.1	19.9	3.1	3.7
2. Domestic expenditure (includes government individual spending)	2.2	1.6	-6.7	10.9	2.5	3.8	2.5	1.6
3. Internal tourism consumption (= 1 + 2)	2.6	1.8	-27.9	11.9	18.2	10.6	2.8	2.6
4. Purchases by tourism providers, including imported goods (supply chain)	2.6	1.3	-24.0	13.6	18.6	10.0	2.5	2.8
5. Direct contribution of Travel & Tourism to GDP (= 3 + 4)	2.5	2.4	-32.4	9.7	17.6	11.5	3.1	2.4
Other final impacts (indirect & induced)	2.5	1.2	-22.4	13.2	17.6	11.5	3.1	2.4
6. Domestic supply chain								
7. Capital investment	11.9	8.1	-35.1	-7.2	16.4	19.4	10.4	5.4
8. Government collective spending	1.1	2.4	-15.5	4.3	12.1	4.6	1.1	2.0
9. Imported goods from indirect spending	6.5	4.6	-32.3	6.4	21.6	8.8	3.7	5.3
10. Induced	2.4	2.0	-31.4	12.6	19.0	14.6	3.4	2.0
11. Total contribution of Travel & Tourism to GDP (= 5 + 6 + 7 + 8 + 9 + 10)	2.4	2.0	-27.2	10.3	16.7	12.4	3.4	2.0
Employment impacts ('000)								
12. Direct contribution of Travel & Tourism to employment	2.3	0.1	-22.3	5.7	10.7	3.7	3.9	3.3
13. Total contribution of Travel & Tourism to employment	1.6	1.1	-21.0	6.3	10.0	4.7	4.1	2.4
14. Other indicators								
Expenditure on outbound travel	-1.8	0.4	-52.2	11.9	50.9	28.4	4.3	3.5
Leisure spending	2.0	1.7	-21.7	9.3	18.7	9.8	-0.9	2.1
Business spending	5.5	2.4	-57.6	35.0	14.1	16.8	28.2	5.4

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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EDITORS

Nejc Jus

Director of Research
World Travel & Tourism Council

Jonathan Mitcham

Senior Research Analyst
World Travel & Tourism Council

Chok Tsering

Research Analyst
World Travel & Tourism Council

DESIGN

World Travel & Tourism Council

IMAGES

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P2: Hert Niks, Unsplash

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

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