



WORLD
TRAVEL &
TOURISM
COUNCIL

TRAVEL & TOURISM **ECONOMIC IMPACT 2024**



SRI LANKA



FOR THE WORLD

2024 to break all records

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

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

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

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

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

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

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

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

Julia Simpson
President & CEO
World Travel & Tourism Council

ECONOMIC IMPACT 2024

THE ECONOMIC IMPACT OF GLOBAL TRAVEL & TOURISM

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



THE ECONOMIC IMPACT OF TRAVEL & TOURISM

MAY 2024



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2024 Annual Research: Key Highlights¹



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

Sri Lanka Key Data

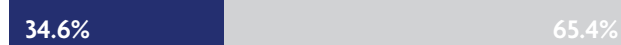
2019	9.9% (of Total Economy) LKR 3.43TN (USD 10.5BN) Change in 2020: -62.6%	0.89 MN =10.9% (Share of Total Jobs) Change in 2020: -23.2%
2023	7.8% LKR 2.41TN (USD 7.4BN) Annual Change: +45.4% (-29.9% vs 2019) Economy Change: -2.4%	0.87 MN =10.6% Annual Change: +5.3% (-2.2% vs 2019)
2024 (E)	9.4% LKR 3.12TN (USD 9.5BN) Annual Change: +29.4% (-9.2% vs 2019)	0.98 MN =11.8% Annual Change: +12.4% (9.9% vs 2019)
2034 (F)	11.7% LKR 5.93TN (USD 18.1BN) CAGR (2024 - 2034): +6.6% Economy CAGR (2024 - 2034): +4.4%	1.49 MN =17.8% New Jobs (2034 vs 2024): 0.51 MN

Sri Lanka Visitor Spending

2019	2023	2024 (E)	2024 (F)
 International Visitor Spending:			
LKR1.82TN (USD 5.6BN) 24.0% of total exports	LKR934.1BN (USD 2.9BN) Annual Change: 76.5% (-48.7% vs 2019)	LKR1.41TN (USD 4.3BN) Annual Change: 51.2% (-22.5% vs 2019)	LKR3.02TN (USD 9.2BN) 39.7% of total exports CAGR (2024 - 2034): 7.9%
 Domestic Visitor Spending:			
LKR964.8BN (USD 3.0BN)	LKR807.7BN (USD 2.5BN) Annual Change: 9.9% (-16.3% vs 2019)	LKR880.6BN (USD 2.7BN) Annual Change: 9.0% (-8.7% vs 2019)	LKR1.49TN (USD 4.6BN) CAGR (2024 - 2034): 5.4%

Domestic Spending International Spending

2019



2023



% share of total spending

Leisure Spending Business Spending

2019



2023



% share of total spending

Inbound Arrivals³:

2019	2023
1. India 19%	1. India 20%
2. United Kingdom 10%	2. Russian Federation 13%
3. China 9%	3. United Kingdom 9%
4. Germany 7%	4. Germany 7%
5. Australia 5%	5. China 5%
Rest of world 50%	Rest of world 46%

Outbound Departures³:

2019	2023
1. India 28%	1. India 32%
2. France 8%	2. Japan 8%
3. Kuwait 6%	3. France 8%
4. Singapore 6%	4. Saudi Arabia 7%
5. United Arab Emirates 5%	5. United Arab Emirates 6%
Rest of world 47%	Rest of world 40%

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>.

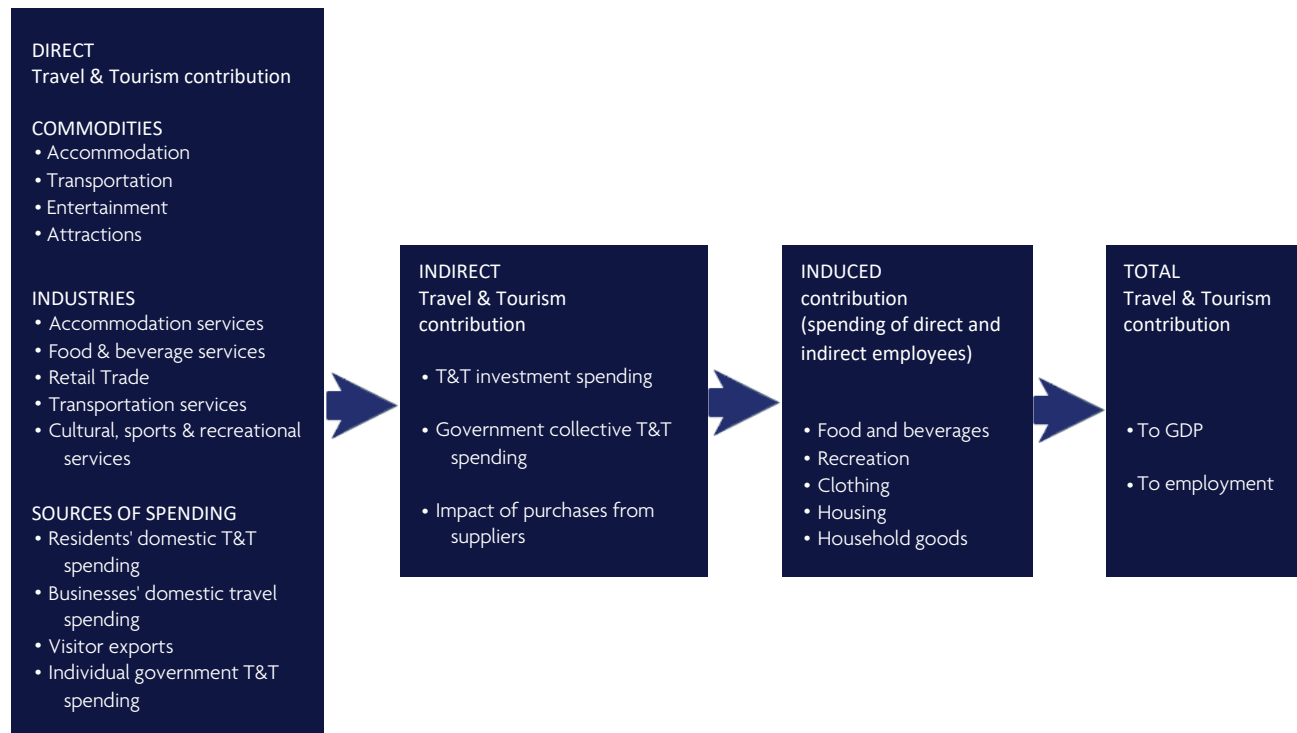
1. All values are in constant 2023 prices & exchange rates. As reported in March 2024.

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.

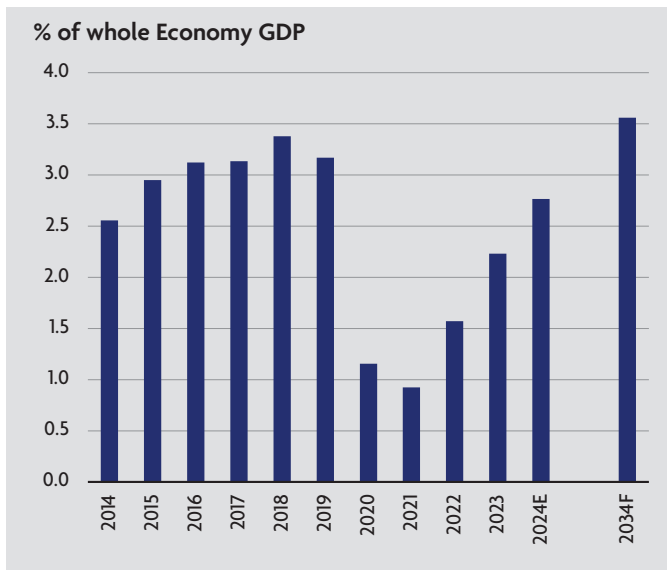
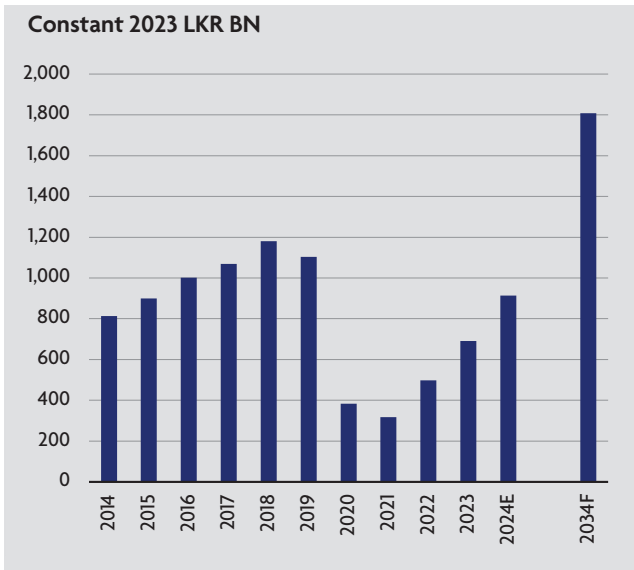
The 'induced' contribution measures the GDP and jobs supported by the spending of those who are directly or indirectly employed by the Travel & Tourism industry.

TRAVEL & TOURISM'S CONTRIBUTION TO GDP¹

The direct contribution of Travel & Tourism to GDP in 2023 was LKR690.3bn (2.2% of GDP). This primarily reflects the economic activity generated by industries such as hotels, travel agents, airlines and other passenger transportation services (excluding commuter services). But it also includes, for example, the activities of the restaurant and leisure industries directly supported by tourists.

The direct contribution of Travel & Tourism to GDP is expected to grow by 7.1% pa to LKR1,808.7bn (3.6% of GDP) from 2024 to 2034.

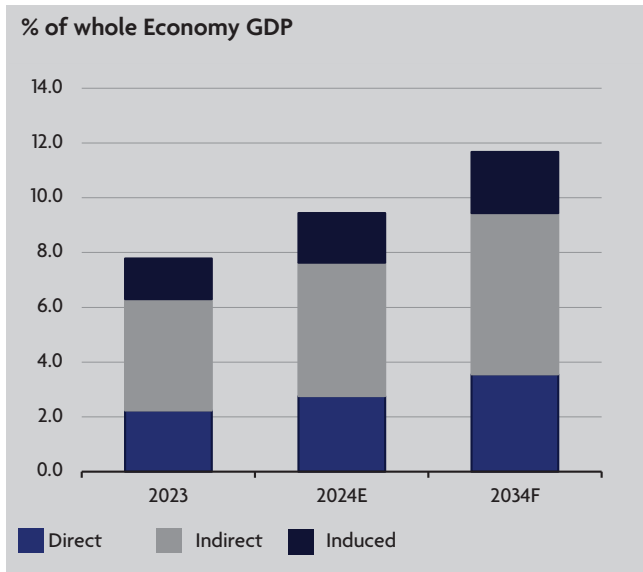
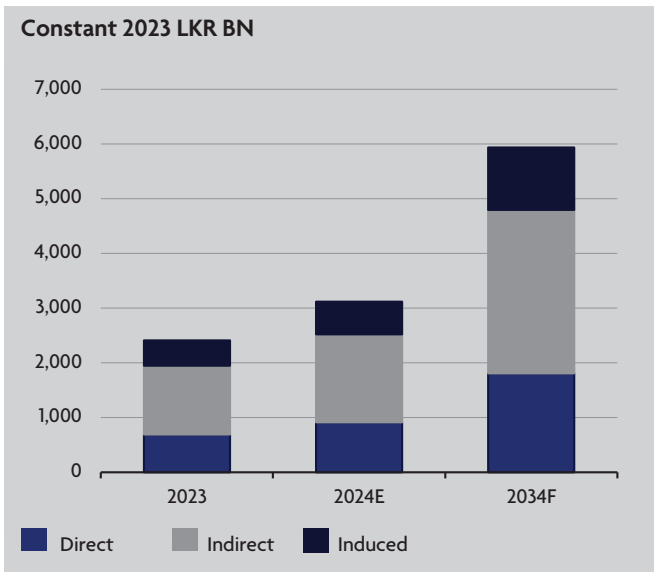
Sri Lanka: Direct Contribution of Travel & Tourism to GDP



The total contribution of Travel & Tourism to GDP (including wider effects from investment, the supply chain and induced income impacts, see page 3) was LKR2,408.5bn in 2023 (7.8% of GDP).

It is forecast to rise by 6.6% pa to LKR5,933.8bn from 2024 to 2034 (11.7% of GDP).

Sri Lanka: Total Contribution of Travel & Tourism to GDP



¹ All values are in constant 2023 prices & exchange rates

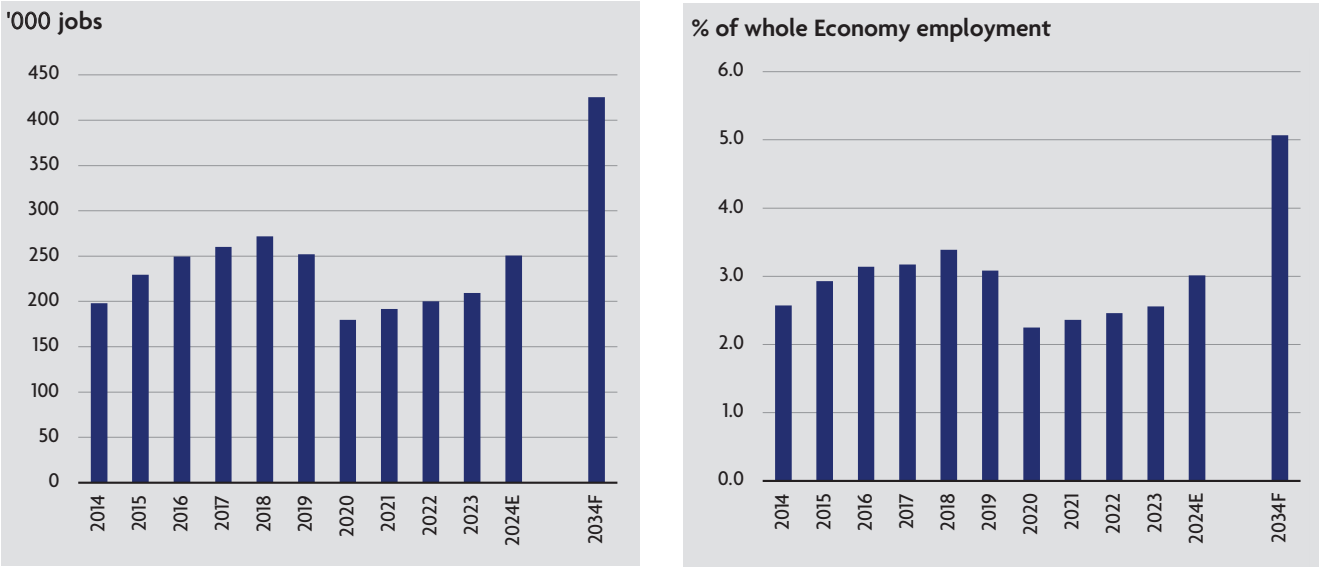
E - Estimate, F - Forecast

TRAVEL & TOURISM'S CONTRIBUTION TO EMPLOYMENT

Travel & Tourism generated 209,174 jobs directly in 2023 (2.6% 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 425,224 jobs directly (5.1% of total employment), an increase of 5.4% pa from 2024.

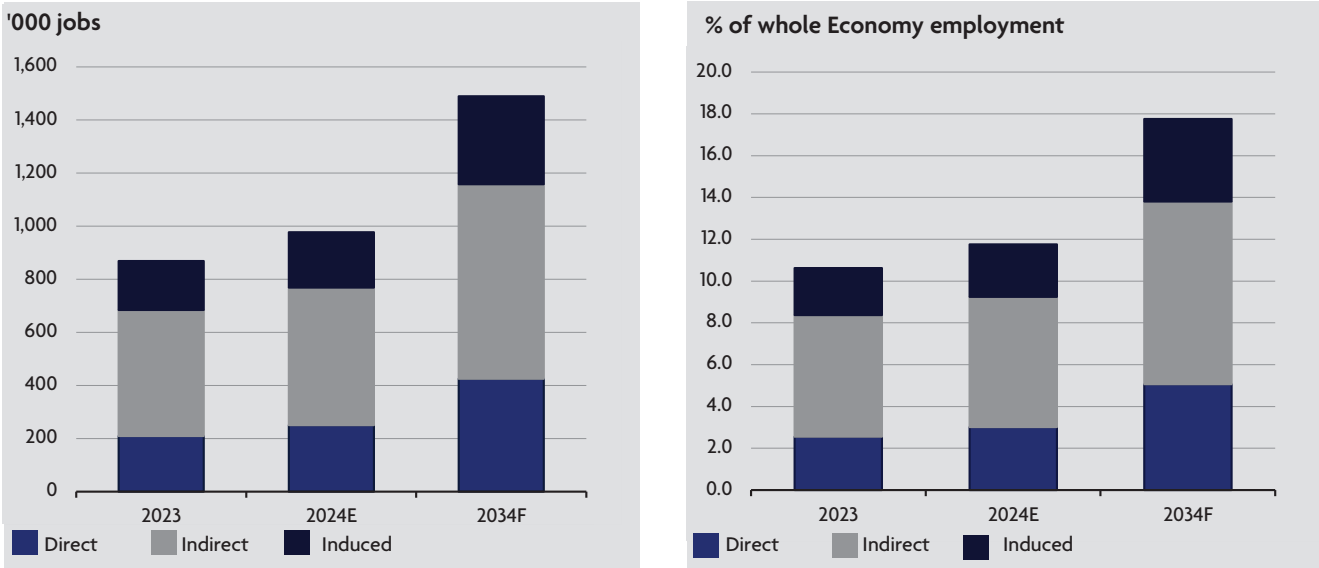
Sri Lanka: Direct Contribution of Travel & Tourism to Employment



The total contribution of Travel & Tourism to employment (including wider effects from investment, the supply chain and induced income impacts, see page 3) was 869,028 jobs in 2023 (10.6% of total employment).

By 2034, Travel & Tourism is forecast to support 1,489,069 jobs (17.8% of total employment), an increase of 4.3% pa since 2024.

Sri Lanka: Total Contribution of Travel & Tourism to Employment



E - Estimate, F - Forecast

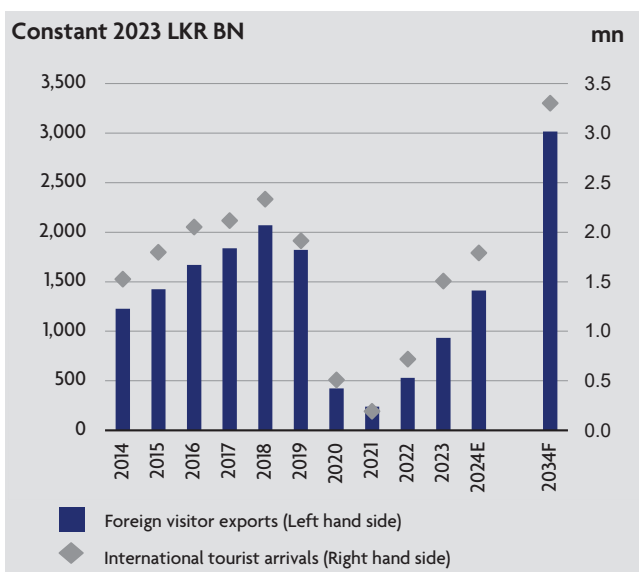
VISITOR EXPORTS AND INVESTMENT¹

VISITOR EXPORTS

Visitor exports are a key component of the direct contribution of Travel & Tourism. In 2023, Sri Lanka generated LKR934.1bn in visitor exports.

By 2034, international tourist arrivals are forecast to total 3,301,000, generating expenditure of LKR3,015.3bn, an increase of 7.9% pa since 2024.

Sri Lanka: Visitor Exports and International Tourist Arrivals

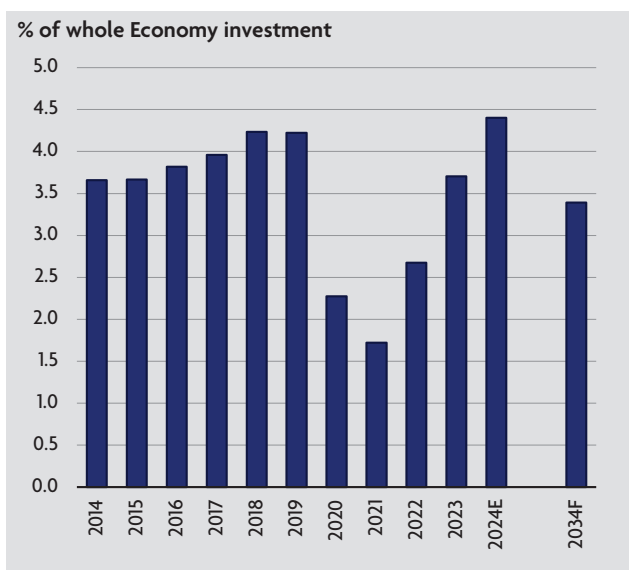
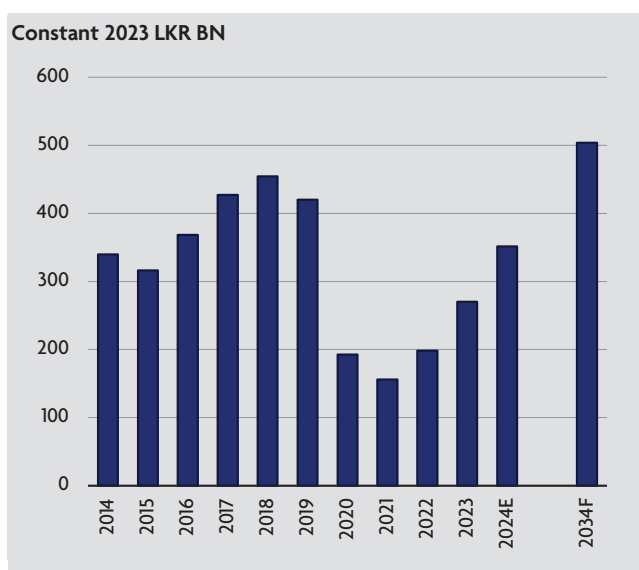


INVESTMENT

Travel & Tourism is expected to have attracted capital investment of LKR270.3bn in 2023.

Travel & Tourism's share of total national investment is expected to be 3.4% in 2034.

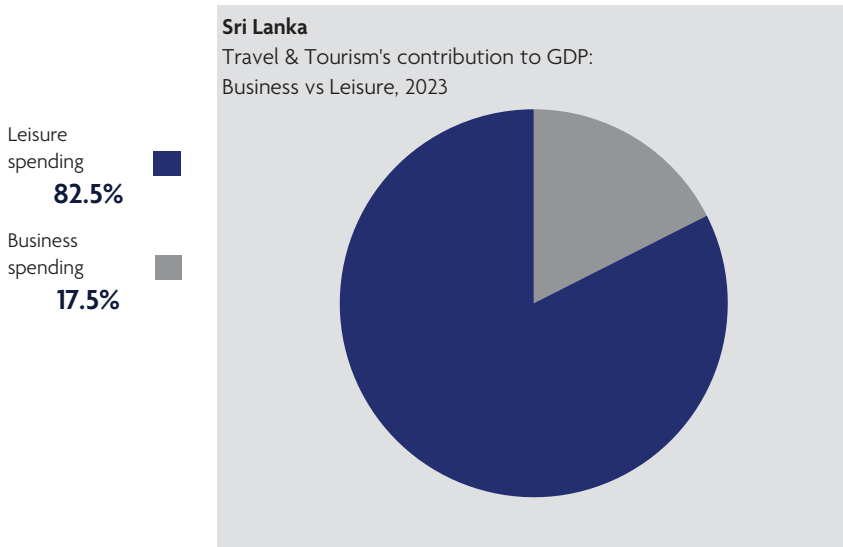
Sri Lanka: Capital Investment in Travel & Tourism



¹ All values are in constant 2023 prices & exchange rates

E - Estimate, F - Forecast

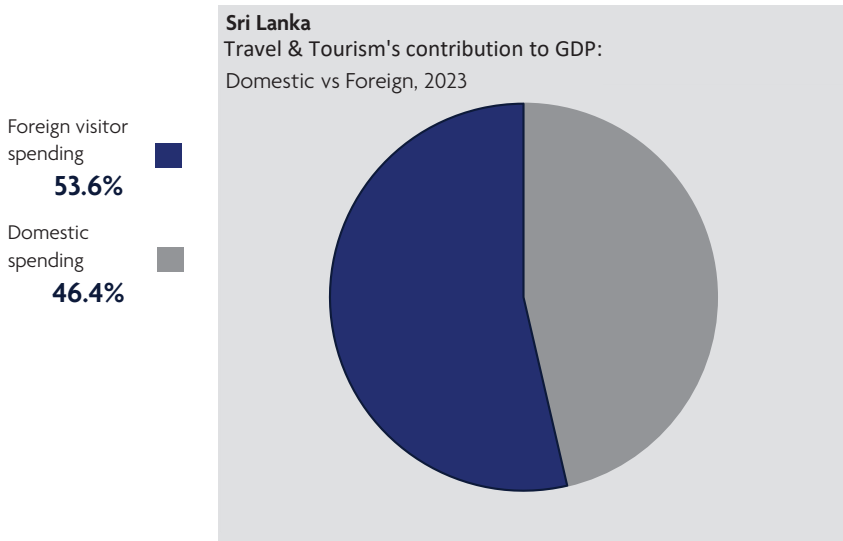
DIFFERENT COMPONENTS OF TRAVEL & TOURISM¹



Leisure travel spending (inbound and domestic) generated 82.5% of total internal spending in 2023 (LKR1,436.3bn) compared with 17.5% for business travel spending (LKR305.6bn).

Leisure travel spending is expected to rise by 6.4% pa to LKR3,509.3bn from 2024 to 2034.

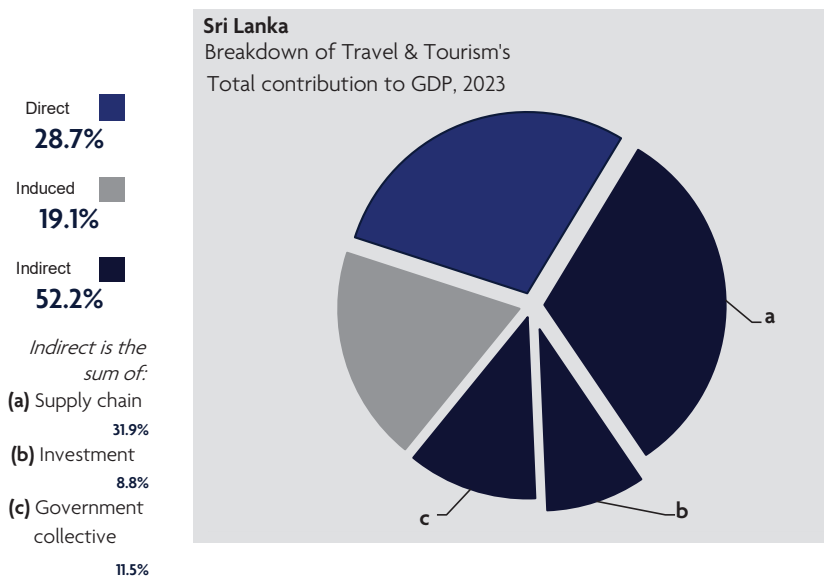
Business travel spending is expected to rise by 9.4% pa to LKR997.8bn from 2024 to 2034.



Domestic travel spending generated 46.4% (LKR807.7bn) of total internal spending in 2023 compared with 53.6% (LKR934.1bn) for visitor exports (ie foreign visitor spending or international tourism receipts).

Domestic travel spending is expected to rise by 5.4% pa to LKR1,491.9bn from 2024 to 2034.

Visitor exports are expected to rise by 7.9% pa to LKR3,015.3bn from 2024 to 2034.



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

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

¹ All values are in constant 2023 prices & exchange rates

ECONOMY RANKINGS: ABSOLUTE CONTRIBUTION, 2023

Travel & Tourism's Direct Contribution to GDP		2023 (US\$bn)
10	India	79.6
22	Thailand	24.6
29	Malaysia	19.0
	World Average	16.5
	South Asia Average	15.6
76	Kenya	2.9
86	Tanzania	2.3
89	Sri Lanka	2.1
98	Maldives	1.7
103	Mauritius	1.5
137	Madagascar	0.5
139	Seychelles	0.4

Travel & Tourism's Direct Contribution to Employment		2023 '000 jobs
2	India	19,664.9
5	Thailand	5,215.2
16	Malaysia	1,327.7
	World Average	1,305.7
	South Asia Average	620.2
32	Kenya	517.6
41	Tanzania	341.0
60	Sri Lanka	209.2
62	Madagascar	207.7
108	Maldives	80.9
127	Mauritius	41.4
160	Seychelles	12.3

Travel & Tourism Investment		2023 (US\$bn)
5	India	43.8
	South Asia Average	8.3
	World Average	5.5
33	Malaysia	4.8
54	Thailand	2.1
56	Tanzania	2.1
73	Sri Lanka	0.8
75	Kenya	0.8
79	Maldives	0.7
98	Madagascar	0.4
142	Seychelles	0.1
146	Mauritius	0.1

Travel & Tourism's Total Contribution to GDP		2023 (US\$bn)
8	India	231.6
27	Thailand	53.5
	World Average	47.9
	South Asia Average	45.8
34	Malaysia	34.4
72	Tanzania	7.8
74	Kenya	7.5
77	Sri Lanka	7.4
96	Maldives	4.2
112	Mauritius	2.8
129	Madagascar	1.6
144	Seychelles	1.0

Travel & Tourism's Total Contribution to Employment		2023 '000 jobs
2	India	42,944.5
7	Thailand	7,608.9
21	Malaysia	2,295.0
	World Average	1,607.4
	South Asia Average	1,446.7
28	Kenya	1,546.6
32	Tanzania	1,415.6
44	Sri Lanka	869.0
47	Madagascar	828.0
109	Maldives	201.3
141	Mauritius	75.1
163	Seychelles	28.8

Visitor Exports		2023 (US\$bn)
12	Thailand	34.1
17	India	29.4
30	Malaysia	16.1
	World Average	8.8
	South Asia Average	6.6
62	Maldives	4.4
75	Tanzania	3.4
82	Sri Lanka	2.9
92	Mauritius	2.1
94	Kenya	1.9
112	Seychelles	1.0
125	Madagascar	0.7

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
6	Maldives	24.2
8	Seychelles	22.4
19	Mauritius	11.4
52	Thailand	4.8
54	Malaysia	4.7
89	Madagascar	2.9
91	Tanzania	2.8
	World Average	2.8
96	Kenya	2.8
120	Sri Lanka	2.2
121	India	2.2
	South Asia Average	2.1

Travel & Tourism's Direct Contribution to Employment		2023 % share
4	Maldives	30.9
9	Seychelles	22.5
17	Thailand	13.1
35	Malaysia	8.2
37	Mauritius	7.5
80	India	4.1
	World Average	3.7
	South Asia Average	3.5
118	Kenya	2.6
122	Sri Lanka	2.6
159	Tanzania	1.4
160	Madagascar	1.3

Travel & Tourism Contribution to Total Capital Investment		2023 % share
2	Seychelles	38.6
8	Maldives	25.2
22	Madagascar	14.8
62	Malaysia	6.3
63	Tanzania	6.2
91	India	4.2
	South Asia Average	4.0
99	Mauritius	4.0
101	Kenya	3.8
104	Sri Lanka	3.7
	World Average	3.6
164	Thailand	1.8

Travel & Tourism's Total Contribution to GDP		2023 % share
5	Maldives	58.9
8	Seychelles	52.1
27	Mauritius	20.4
61	Thailand	10.4
64	Madagascar	10.1
72	Tanzania	9.5
	World Average	9.1
82	Malaysia	8.6
91	Sri Lanka	7.8
105	Kenya	7.0
117	India	6.5
	South Asia Average	6.2

Travel & Tourism's Total Contribution to Employment		2023 % share
3	Maldives	76.8
9	Seychelles	52.7
35	Thailand	19.1
50	Malaysia	14.2
53	Mauritius	13.5
77	Sri Lanka	10.6
	World Average	10.0
99	India	8.9
	South Asia Average	8.1
114	Kenya	7.8
145	Tanzania	5.7
154	Madagascar	5.3

Visitor Exports Contribution to Exports		2023 % share
4	Maldives	81.1
16	Kenya	57.3
20	Mauritius	48.7
22	Seychelles	47.4
23	Tanzania	46.9
59	Madagascar	15.6
60	Sri Lanka	15.2
77	Thailand	10.2
106	Malaysia	6.0
	World Average	5.3
	South Asia Average	4.5
137	India	3.9

ECONOMY RANKINGS: REAL GROWTH, 2023

Travel & Tourism's Direct Contribution to GDP		2023 % growth
5	Malaysia	99.0
13	Thailand	64.3
23	Sri Lanka	38.6
27	Madagascar	36.8
46	Mauritius	27.2
59	Kenya	22.1
	World Average	21.3
70	India	18.6
74	Tanzania	18.1
	South Asia Average	17.7
135	Maldives	8.8
185	Seychelles	-30.2

Travel & Tourism's Direct Contribution to Employment		2023 % growth
8	Mauritius	16.8
24	Malaysia	12.5
38	India	10.6
	South Asia Average	10.0
53	Kenya	9.2
	World Average	9.0
58	Thailand	8.9
69	Madagascar	8.3
73	Maldives	8.0
101	Tanzania	6.5
106	Seychelles	6.2
145	Sri Lanka	4.4

Travel & Tourism Investment		2023 % growth
12	Sri Lanka	36.3
18	Mauritius	30.2
33	Seychelles	24.1
46	Madagascar	22.4
47	Thailand	22.2
55	Malaysia	21.2
72	India	16.9
	South Asia Average	16.3
	World Average	13.0
128	Kenya	9.6
152	Tanzania	7.7
160	Maldives	7.1

Travel & Tourism's Total Contribution to GDP		2023 % growth
5	Malaysia	97.8
12	Thailand	59.4
16	Sri Lanka	45.4
25	Madagascar	33.2
49	Mauritius	25.0
	World Average	23.2
63	Kenya	19.6
68	India	18.4
	South Asia Average	17.8
87	Tanzania	15.4
122	Maldives	10.6
185	Seychelles	-26.8

Travel & Tourism's Total Contribution to Employment		2023 % growth
8	Mauritius	15.7
28	Seychelles	11.3
31	Malaysia	10.8
39	India	9.7
	World Average	9.1
	South Asia Average	9.0
56	Maldives	8.6
83	Tanzania	7.4
99	Thailand	6.6
117	Kenya	5.7
127	Madagascar	5.4
129	Sri Lanka	5.3

Visitor Exports		2023 % growth
9	Malaysia	198.8
20	Thailand	100.3
29	Sri Lanka	76.5
60	Kenya	36.2
65	Madagascar	33.2
	World Average	33.1
69	India	32.3
	South Asia Average	31.8
77	Mauritius	28.0
80	Tanzania	24.6
141	Maldives	7.8
183	Seychelles	-32.7

ECONOMY RANKINGS:

LONG TERM GROWTH, 2024 - 2034

Travel & Tourism's Direct Contribution to GDP		2024 - 2034 % growth
4	Madagascar	9.1
5	India	7.5
South Asia Average		7.2
6	Thailand	7.1
7	Sri Lanka	7.1
33	Malaysia	5.3
63	Maldives	4.4
65	Tanzania	4.3
91	Kenya	3.9
93	Mauritius	3.9
World Average		3.7
155	Seychelles	2.4

Travel & Tourism's Direct Contribution to Employment		2024 - 2034 % growth
7	Sri Lanka	5.4
22	Tanzania	4.1
26	Malaysia	4.0
33	Madagascar	3.8
46	Maldives	3.5
48	India	3.4
South Asia Average		3.3
80	Kenya	2.6
World Average		2.5
92	Seychelles	2.4
105	Mauritius	2.2
136	Thailand	1.8

Travel & Tourism Investment		2024 - 2034 % growth
10	India	9.7
South Asia Average		9.3
31	Malaysia	7.4
33	Madagascar	7.3
49	Mauritius	6.5
71	Thailand	5.5
76	Kenya	5.3
World Average		5.1
86	Seychelles	5.1
126	Sri Lanka	3.7
135	Tanzania	3.5
159	Maldives	2.7

Travel & Tourism's Total Contribution to GDP		2024 - 2034 % growth
4	Madagascar	8.3
5	India	7.4
South Asia Average		7.1
10	Thailand	6.7
11	Sri Lanka	6.6
29	Malaysia	5.4
75	Tanzania	4.3
87	Maldives	4.1
90	Kenya	4.0
94	Mauritius	4.0
World Average		3.7
130	Seychelles	3.1

Travel & Tourism's Total Contribution to Employment		2024 - 2034 % growth
21	Sri Lanka	4.3
29	Mauritius	3.9
31	Tanzania	3.9
33	Malaysia	3.8
49	India	3.3
52	Madagascar	3.3
53	Kenya	3.3
South Asia Average		3.2
58	Maldives	3.2
62	Seychelles	3.1
83	Thailand	2.7
World Average		2.6

Visitor Exports		2024 - 2034 % growth
10	Madagascar	9.4
11	Thailand	9.3
18	Sri Lanka	7.9
57	Malaysia	5.5
South Asia Average		5.3
63	India	5.1
77	Maldives	4.7
World Average		4.5
95	Tanzania	4.2
113	Mauritius	3.7
150	Kenya	2.5
168	Seychelles	2.0

SUMMARY TABLES: ESTIMATES & FORECASTS

Sri Lanka	2023 USDbn ¹	2023 % of total	2024E Growth ²	USDbn ¹	2034F % of total	Growth ³
Direct contribution to GDP	2.1	2.2	32.3	5.5	3.6	7.1
Total contribution to GDP	7.4	7.8	29.4	18.1	11.7	6.6
Direct contribution to employment ⁴	209.2	2.6	19.8	425.2	5.1	5.4
Total contribution to employment ⁴	869.0	10.6	12.4	1,489.1	17.8	4.3
Visitor exports	2.9	15.2	51.2	9.2	39.7	7.9
Domestic spending	2.5	2.6	9.0	4.6	2.9	5.4
Leisure spending	4.4	4.6	31.3	10.7	6.9	6.4
Business spending	0.93	1.0	33.2	3.1	2.0	9.4
Capital investment	0.83	3.7	30.1	1.5	3.4	3.7

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

South Asia	2023 USDbn ¹	2023 % of total	2024E Growth ²	USDbn ¹	2034F % of total	Growth ³
Direct contribution to GDP	93.9	2.1	10.7	207.5	2.5	7.2
Total contribution to GDP	275.0	6.2	10.5	605.4	7.4	7.1
Direct contribution to employment ⁴	22,327.1	3.5	6.0	32,850.2	4.3	3.3
Total contribution to employment ⁴	52,080.9	8.1	5.2	75,151.0	9.8	3.2
Visitor exports	39.3	4.5	17.9	77.4	5.5	5.3
Domestic spending	202.9	4.5	9.3	456.6	5.5	7.5
Leisure spending	228.6	5.1	10.3	504.4	6.1	7.2
Business spending	13.6	0.3	17.3	29.5	0.4	6.3
Capital investment	49.7	4.0	12.4	136.0	6.1	9.3

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

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

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

% of total refers to each indicator's share of the relevant whole economy indicator such as GDP and employment. Visitor exports is shown relative to total exports of goods and services.

Domestic spending, as well as leisure and business spending, is expressed relative to whole economy GDP. Investment spending is expressed relative to whole economy investment.

E - Estimate, F - Forecast

THE ECONOMIC CONTRIBUTION OF TRAVEL & TOURISM: REAL 2023 PRICES

Sri Lanka (LKRbn, real 2023 prices)	2018	2019	2020	2021	2022	2023	2024E	2034F
1. Visitor exports	2,069.9	1,822.2	422.7	237.8	529.4	934.1	1,412.3	3,015.3
2. Domestic expenditure (includes government individual spending)	909.4	964.8	543.0	564.1	734.7	807.7	880.6	1,491.9
3. Internal tourism consumption (= 1 + 2)	2,979.3	2,787.0	965.7	801.9	1,264.0	1,741.9	2,292.9	4,507.2
4. Purchases by tourism providers, including imported goods (supply chain)	-1,799.2	-1,682.8	-581.5	-484.6	-766.0	-1,051.6	-1,379.5	-2,698.5
5. Direct contribution of Travel & Tourism to GDP (= 3 + 4)	1,180.1	1,104.2	384.2	317.3	498.1	690.3	913.4	1,808.7
Other final impacts (indirect & induced)	1,530.0	1,431.6	498.1	411.4	645.7	894.9	1,184.2	2,345.0
6 Domestic supply chain								
7. Capital investment	454.4	420.0	192.8	155.9	198.2	270.3	351.6	503.7
8. Government collective spending	117.8	122.9	86.1	70.1	145.1	289.4	316.3	548.2
9. Imported goods from indirect spending	-323.9	-301.1	-110.7	-95.3	-147.8	-197.0	-244.0	-406.8
10. Induced	699.7	657.0	233.3	197.1	316.8	460.7	596.3	1,135.0
11. Total contribution of Travel & Tourism to GDP (= 5 + 6 + 7 + 8 + 9 + 10)	3,658.0	3,434.6	1,283.8	1,056.5	1,656.2	2,408.5	3,117.8	5,933.8
Employment impacts ('000)								
12. Direct contribution of Travel & Tourism to employment	271.6	252.2	179.7	191.7	200.3	209.2	250.6	425.2
13. Total contribution of Travel & Tourism to employment	953.9	888.8	682.3	725.4	825.0	869.0	976.8	1,489.1
14. Other indicators								
Expenditure on outbound travel	732.1	721.2	231.9	83.9	550.1	651.9	711.6	1,289.3
Leisure spending	2,365.2	2,194.4	806.5	670.2	1,062.1	1,436.3	1,885.9	3,509.3
Business spending	614.1	592.6	159.3	131.7	201.9	305.6	407.0	997.8

E - Estimate, F - Forecast

THE ECONOMIC CONTRIBUTION OF TRAVEL & TOURISM: NOMINAL PRICES

Sri Lanka (LKRbn, nominal prices)	2018	2019	2020	2021	2022	2023	2024E	2034F
1. Visitor exports	910.0	832.1	199.3	121.7	403.1	934.1	1,542.8	4,536.5
2. Domestic expenditure (includes government individual spending)	399.8	440.6	256.1	288.6	559.5	807.7	962.0	2,244.5
3. Internal tourism consumption (= 1 + 2)	1,309.8	1,272.7	455.4	410.3	962.7	1,741.9	2,504.8	6,780.9
4. Purchases by tourism providers, including imported goods (supply chain)	-791.0	-768.4	-274.2	-247.9	-583.4	-1,051.6	-1,507.0	-4,059.8
5. Direct contribution of Travel & Tourism to GDP (= 3 + 4)	518.8	504.2	181.2	162.4	379.3	690.3	997.8	2,721.1
Relative contribution (% whole economy)	3.4	3.2	1.2	0.9	1.6	2.2	2.8	3.6
Other final impacts (indirect & induced)	672.6	653.8	234.9	210.5	491.8	894.9	1,293.6	3,528.0
6. Domestic supply chain								
7. Capital investment	199.8	191.8	90.9	79.8	151.0	270.3	384.1	757.9
8. Government collective spending	51.8	56.1	40.6	35.8	110.5	289.4	345.5	824.7
9. Imported goods from indirect spending	-142.4	-137.5	-52.2	-48.7	-112.5	-197.0	-266.5	-612.0
10. Induced	307.6	300.0	110.0	100.8	241.3	460.7	651.5	1,707.5
11. Total contribution of Travel & Tourism to GDP (= 5 + 6 + 7 + 8 + 9 + 10)	1,608.2	1,568.4	605.4	540.6	1,261.3	2,408.5	3,405.9	8,927.3
Relative contribution (% whole economy)	10.5	9.9	3.9	3.1	5.2	7.8	9.4	11.7
Employment impacts ('000)								
12. Direct contribution of Travel & Tourism to employment	271.6	252.2	179.7	191.7	200.3	209.2	250.6	425.2
Relative contribution (% whole economy)	3.4	3.1	2.2	2.4	2.5	2.6	3.0	5.1
13. Total contribution of Travel & Tourism to employment	953.9	888.8	682.3	725.4	825.0	869.0	976.8	1,489.1
Relative contribution (% whole economy)	11.9	10.9	8.5	8.9	10.1	10.6	11.8	17.8
14. Other indicators								
Expenditure on outbound travel	321.8	329.3	109.3	42.9	419.0	651.9	777.4	1,939.7
Leisure spending	1,039.8	1,002.1	380.3	342.9	808.9	1,436.3	2,060.2	5,279.7
Business spending	270.0	270.6	75.1	67.4	153.8	305.6	444.6	1,501.2

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)

Sri Lanka (USDbn, real 2023 prices)	2018	2019	2020	2021	2022	2023	2024E	2034F
1. Visitor exports	6.3	5.6	1.3	0.7	1.6	2.9	4.3	9.2
2. Domestic expenditure (includes government individual spending)	2.8	3.0	1.7	1.7	2.2	2.5	2.7	4.6
3. Internal tourism consumption (= 1 + 2)	9.1	8.5	3.0	2.5	3.9	5.3	7.0	13.8
4. Purchases by tourism providers, including imported goods (supply chain)	-5.5	-5.1	-1.8	-1.5	-2.3	-3.2	-4.2	-8.3
5. Direct contribution of Travel & Tourism to GDP (= 3 + 4)	3.6	3.4	1.2	1.0	1.5	2.1	2.8	5.5
Other final impacts (indirect & induced)	4.7	4.4	1.5	1.3	2.0	2.7	3.6	7.2
6 Domestic supply chain								
7. Capital investment	1.4	1.3	0.6	0.5	0.6	0.8	1.1	1.5
8. Government collective spending	0.4	0.4	0.3	0.2	0.4	0.9	1.0	1.7
9. Imported goods from indirect spending	-1.0	-0.9	-0.3	-0.3	-0.5	-0.6	-0.7	-1.2
10. Induced	2.1	2.0	0.7	0.6	1.0	1.4	1.8	3.5
11. Total contribution of Travel & Tourism to GDP (= 5 + 6 + 7 + 8 + 9 + 10)	11.2	10.5	3.9	3.2	5.1	7.4	9.5	18.1
Employment impacts ('000)								
12. Direct contribution of Travel & Tourism to employment	271.6	252.2	179.7	191.7	200.3	209.2	250.6	425.2
13. Total contribution of Travel & Tourism to employment	953.9	888.8	682.3	725.4	825.0	869.0	976.8	1,489.1
14. Other indicators								
Expenditure on outbound travel	2.2	2.2	0.7	0.3	1.7	2.0	2.2	3.9
Leisure spending	7.2	6.7	2.5	2.0	3.2	4.4	5.8	10.7
Business spending	1.9	1.8	0.5	0.4	0.6	0.9	1.2	3.1

E - Estimate, F - Forecast

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

Sri Lanka (USDbn, nominal prices)	2018	2019	2020	2021	2022	2023	2024E	2034F
1. Visitor exports	5.6	4.7	1.1	0.6	1.2	2.9	5.0	14.1
2. Domestic expenditure (includes government individual spending)	2.5	2.5	1.4	1.5	1.7	2.5	3.1	7.0
3. Internal tourism consumption (= 1 + 2)	8.1	7.1	2.5	2.1	3.0	5.3	8.1	21.0
4. Purchases by tourism providers, including imported goods (supply chain)	-4.9	-4.3	-1.5	-1.2	-1.8	-3.2	-4.9	-12.6
5. Direct contribution of Travel & Tourism to GDP (= 3 + 4) Relative contribution (% whole economy)	3.2 3.4	2.8 3.2	1.0 1.2	0.8 0.9	1.2 1.6	2.1 2.2	3.2 2.8	8.4 3.6
Other final impacts (indirect & induced)	4.1	3.7	1.3	1.1	1.5	2.7	4.2	10.9
6. Domestic supply chain								
7. Capital investment	1.2	1.1	0.5	0.4	0.5	0.8	1.2	2.3
8. Government collective spending	0.3	0.3	0.2	0.2	0.3	0.9	1.1	2.6
9. Imported goods from indirect spending	-0.9	-0.8	-0.3	-0.2	-0.3	-0.6	-0.9	-1.9
10. Induced	1.9	1.7	0.6	0.5	0.7	1.4	2.1	5.3
11. Total contribution of Travel & Tourism to GDP (= 5 + 6 + 7 + 8 + 9 + 10) Relative contribution (% whole economy)	9.9 10.5	8.8 9.9	3.3 3.9	2.7 3.1	3.9 5.2	7.4 7.8	11.1 9.4	27.7 11.7
Employment impacts ('000)								
12. Direct contribution of Travel & Tourism to employment Relative contribution (% whole economy)	271.6 3.4	252.2 3.1	179.7 2.2	191.7 2.4	200.3 2.5	209.2 2.6	250.6 3.0	425.2 5.1
13. Total contribution of Travel & Tourism to employment Relative contribution (% whole economy)	953.9 11.9	888.8 10.9	682.3 8.5	725.4 8.9	825.0 10.1	869.0 10.6	976.8 11.8	1,489.1 17.8
14. Other indicators								
Expenditure on outbound travel	2.0	1.8	0.6	0.2	1.3	2.0	2.5	6.0
Leisure spending	6.4	5.6	2.0	1.7	2.5	4.4	6.7	16.4
Business spending	1.7	1.5	0.4	0.3	0.5	0.9	1.4	4.7

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

Sri Lanka Growth ¹ (%)	2018	2019	2020	2021	2022	2023	2024E	2034F ²
1. Visitor exports	12.7	-12.0	-76.8	-43.7	122.6	76.5	51.2	7.9
2. Domestic expenditure (includes government individual spending)	5.4	6.1	-43.7	3.9	30.2	9.9	9.0	5.4
3. Internal tourism consumption (= 1 + 2)	10.4	-6.5	-65.3	-17.0	57.6	37.8	31.6	7.0
4. Purchases by tourism providers, including imported goods (supply chain)	10.4	-6.5	-65.4	-16.7	58.1	37.3	31.2	6.9
5. Direct contribution of Travel & Tourism to GDP (= 3 + 4)	10.3	-6.4	-65.2	-17.4	56.9	38.6	32.3	7.1
Other final impacts (indirect & induced)	10.3	-6.4	-65.2	-17.4	56.9	38.6	32.3	7.1
6. Domestic supply chain								
7. Capital investment	6.4	-7.6	-54.1	-19.2	27.2	36.3	30.1	3.7
8. Government collective spending	10.8	4.4	-30.0	-18.6	107.2	99.4	9.3	5.7
9. Imported goods from indirect spending	9.2	-7.0	-63.2	-14.0	55.1	33.4	23.8	5.2
10. Induced	9.8	-6.1	-64.5	-15.5	60.8	45.4	29.4	6.6
11. Total contribution of Travel & Tourism to GDP (= 5 + 6 + 7 + 8 + 9 + 10)	9.8	-6.1	-62.6	-17.7	56.8	45.4	29.4	6.6
Employment impacts ('000)								
12. Direct contribution of Travel & Tourism to employment	4.4	-7.2	-28.7	6.7	4.5	4.4	19.8	5.4
13. Total contribution of Travel & Tourism to employment	3.9	-6.8	-23.2	6.3	13.7	5.3	12.4	4.3
14. Other indicators								
Expenditure on outbound travel	2.6	-1.5	-67.8	-63.8	555.8	18.5	9.2	6.1
Leisure spending	10.4	-7.2	-63.2	-16.9	58.5	35.2	31.3	6.4
Business spending	10.2	-3.5	-73.1	-17.3	53.3	51.3	33.2	9.4

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

ECONOMIC IMPACT REPORTS

REGIONS, SUB REGIONS & COUNTRIES/ECONOMIES

WORLD											
REGION	SUB REGION	COUNTRY & ECONOMY	REGION	SUB REGION	COUNTRY & ECONOMY	REGION	SUB REGION	COUNTRY & ECONOMY	REGION	SUB-REGION	COUNTRY & ECONOMY
AFRICA	NORTH AFRICA	Algeria	AMERICAS	CARIBBEAN	Anguilla	ASIA-PACIFIC	NORTHEAST ASIA	China	EUROPE	EUROPEAN UNION	Hungary
		Egypt			Antigua and Barbuda			Hong Kong SAR, China			Ireland
		Libya			Aruba			Japan			Italy
		Morocco			Bahamas			South Korea			Latvia
		Tunisia			Barbados			Macau SAR, China			Lithuania
		Angola			Bermuda		CENTRAL ASIA	Mongolia			Luxembourg
	SUB-SAHARAN	Benin			British Virgin Islands			Taiwan, China			Malta
		Botswana			Cayman Islands			Kazakhstan		OTHER EUROPE	Netherlands
		Burkina Faso			Cuba		OCEANIA	Kyrgyzstan			Poland
		Burundi			Curaçao ¹			Tajikistan			Portugal
		Cameroon			Dominica			Uzbekistan			Romania
		Cabo Verde			Dominican Republic		SOUTH ASIA	Australia			Slovakia
		Central African Republic			Grenada			Fiji			Slovenia
		Chad			Guadeloupe			Kiribati			Spain
		Comoros			Haiti		SOUTHEAST ASIA (ASEAN)	New Zealand			Sweden
		Congo			Jamaica			Papua New Guinea			Albania
		Côte d'Ivoire			Martinique			Solomon Islands			Armenia
		Democratic Republic of Congo			Puerto Rico			Tonga			Azerbaijan
		Eswatini			St Kitts and Nevis			Vanuatu			Belarus
		Ethiopia			St Lucia			Other Oceanic States			Bosnia and Herzegovina
		Gabon			St Vincent and the Grenadines		EUROPEAN UNION	Bangladesh			Georgia
		Gambia			Trinidad and Tobago			India			Iceland
		Ghana			US Virgin Islands			Maldives			Moldova
		Guinea		CENTRAL AND SOUTH AMERICA ²	Argentina			Nepal			Montenegro
		Kenya			Belize		MIDDLE EAST	Pakistan			North Macedonia
		Lesotho			Bolivia			Sri Lanka			Norway
		Madagascar			Brazil			Brunei Darussalam			Russian Federation
		Malawi			Chile			Cambodia			Serbia
		Malawi			Colombia			Indonesia			Switzerland
		Mali			Costa Rica			Laos			Türkiye
		Mauritius			Ecuador			Malaysia			UK
		Mozambique			El Salvador			Myanmar			Ukraine
		Namibia			Guatemala			Philippines			Bahrain
		Niger			Guyana			Singapore			Iran
		Nigeria			Honduras			Thailand			Iraq
		Réunion			Nicaragua			Vietnam			Israel
		Rwanda			Panama			Austria			Jordan
		Sao Tome and Principe			Paraguay			Belgium			Kuwait
		Senegal			Peru			Bulgaria			Lebanon
		Seychelles			Suriname			Croatia			Oman
		Sierra Leone			Uruguay			Cyprus			Qatar
		South Africa			Venezuela			Czechia			Saudi Arabia
		Sudan		NORTH AMERICA	Canada			Denmark			Syria
		Tanzania			Mexico			Estonia			United Arab Emirates
		Togo			USA			Finland			Yemen
		Uganda						France			
		Zambia						Germany			
		Zimbabwe						Greece			

1 Referred to as Former Netherlands Antilles in previous WTTC reports.

2 Referred to as Latin America in previous WTTC reports.

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