

Travel & Tourism

ECONOMIC IMPACT 2015
VENEZUELA



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Foreword

The World Travel & Tourism Council (WTTC) is the global authority on the economic and social contribution of Travel & Tourism. WTTC promotes sustainable growth for the sector, working with governments and international institutions to create jobs, to drive exports and to generate prosperity.

Travel & Tourism's impact on the economic and social development of a country can be enormous; opening it up for business, trade and capital investment, creating jobs and entrepreneurialism for the workforce and protecting heritage and cultural values. To fully understand its impact, however, governments, policy makers and businesses around the world require accurate and reliable data on the impact of the sector. Data is needed to help assess policies that govern future industry development and to provide knowledge to help guide successful and sustainable Travel & Tourism investment decisions.

For 25 years, WTTC has been quantifying the economic impact of Travel & Tourism. This year, the 2015 Annual Economic Reports cover 184 countries and 25 regions of the world, including, for the first time, the Pacific Alliance.

Travel & Tourism generated US\$7.6 trillion (10% of global GDP) and 277 million jobs (1 in 11 jobs) for the global economy in 2014. Recent years have seen Travel & Tourism growing at a faster rate than both the wider economy and other significant sectors such as automotive, financial services and health care. Last year was no exception. International tourist arrivals also surged, reaching nearly 1.14 billion and visitor spending more than matched that growth. Visitors from emerging economies now represent a 46% share of these international arrivals (up from 38% in 2000), proving the growth and increased opportunities for travel from those in these new markets.

The sector faces challenges every year and this year is likely to be no different. The weakness and potential volatility of many currencies against the US dollar and a deep recession in Russia, a key outbound market, will slow outbound spending in line with slower world trade overall in 2015. However, falling oil prices will bring significant improvements for net oil importers in 2015, easing upward pressure on living costs, increasing disposable household incomes and domestic consumer spending, and lowering air fares. As a result, Travel & Tourism expansion is forecast to continue at a stronger rate than last year, with the total contribution to GDP expected to increase by 3.7%. New destinations and investment opportunities will also continue to emerge as tourism becomes increasingly affordable across the developing world. This growth will require countries to adopt a concerted and coordinated approach to talent planning and development between their industry, governments and educational institutions to ensure they fulfil their potential in the years ahead.

WTTC is proud to continue to provide this clear and empirical data in order to help both public and private bodies make the right decisions for the future growth of a sustainable Travel & Tourism sector.



David Scowsill
President & CEO
WTTC

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The Economic Impact of Travel & Tourism 2015

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2015 ANNUAL RESEARCH: KEY FACTS¹

2015
forecast

GDP: DIRECT CONTRIBUTION

The direct contribution of Travel & Tourism to GDP was VEB120.5bn (3.1% of total GDP) in 2014, and is forecast to rise by 3.4% in 2015, and to rise by 4.3% pa, from 2015-2025, to VEB189.5bn (3.6% of total GDP) in 2025.

GDP: TOTAL CONTRIBUTION

The total contribution of Travel & Tourism to GDP was VEB337.9bn (8.6% of GDP) in 2014, and is forecast to rise by 3.9% in 2015, and to rise by 4.1% pa to VEB524.0bn (9.9% of GDP) in 2025.

EMPLOYMENT: DIRECT CONTRIBUTION

In 2014 Travel & Tourism directly supported 353,500 jobs (2.7% of total employment). This is expected to rise by 7.3% in 2015 and rise by 2.9% pa to 504,000 jobs (3.3% of total employment) in 2025.

EMPLOYMENT: TOTAL CONTRIBUTION

In 2014, the total contribution of Travel & Tourism to employment, including jobs indirectly supported by the industry, was 7.4% of total employment (967,000 jobs). This is expected to rise by 7.8% in 2015 to 1,043,000 jobs and rise by 2.6% pa to 1,343,000 jobs in 2025 (8.7% of total).

VISITOR EXPORTS

Visitor exports generated VEB9.1bn (1.6% of total exports) in 2014. This is forecast to grow by 8.0% in 2015, and grow by 7.3% pa, from 2015-2025, to VEB19.8bn in 2025 (2.2% of total).

INVESTMENT

Travel & Tourism investment in 2014 was VEB36.5bn, or 5.7% of total investment. It should rise by 5.8% in 2015, and rise by 4.7% pa over the next ten years to VEB61.2bn in 2025 (4.9% of total).

¹All values are in constant 2014 prices & exchange rates

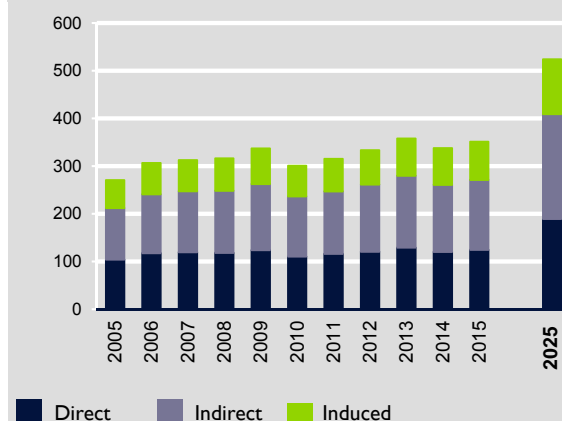
WORLD RANKING (OUT OF 184 COUNTRIES):

Relative importance of Travel & Tourism's total contribution to GDP

28 ABSOLUTE Size in 2014	107 RELATIVE SIZE Contribution to GDP in 2014	72 GROWTH 2015 forecast	95 LONG-TERM GROWTH Forecast 2015-2025
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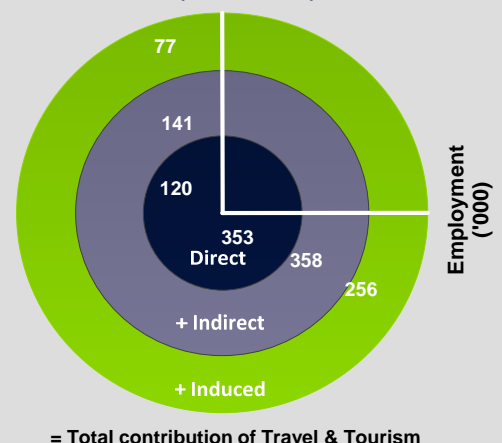
Total Contribution of
Travel & Tourism to GDP

2014 VEBbn



Breakdown of Travel & Tourism's Total
Contribution to GDP and Employment 2014

GDP (2014 VEBbn)



Defining the economic contribution of Travel & Tourism

Travel & Tourism is an important economic activity in most countries around the world. As well as its direct economic impact, the sector 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. WTTC recognises that Travel & Tourism's total contribution is much greater however, and aims to capture its indirect and induced impacts through its annual research.

DIRECT Travel & Tourism contribution

COMMODITIES

- Accommodation
- Transportation
- Entertainment
- Attractions

INDUSTRIES

- Accommodation services
- Food & beverage services
- Retail Trade
- Transportation services
- Cultural, sports & recreational services

SOURCES OF SPENDING

- Residents' domestic T&T spending
- Businesses' domestic travel spending
- Visitor exports
- Individual government T&T spending

INDIRECT Travel & Tourism contribution

- T&T investment spending
- Government collective T&T spending
- Impact of purchases from suppliers

INDUCED contribution (spending of direct and indirect employees)

- Food and beverages
- Recreation
- Clothing
- Housing
- Household goods

TOTAL Travel & Tourism contribution

- To GDP
- To employment

DIRECT CONTRIBUTION

The direct contribution of Travel & Tourism to GDP reflects the 'internal' spending on Travel & Tourism (total spending within a particular country 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 industries. This measure is consistent with the definition of Tourism GDP, specified in the 2008 Tourism Satellite Account: Recommended Methodological Framework (TSA: RMF 2008).

TOTAL CONTRIBUTION

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 sector.

Travel & Tourism's contribution to GDP¹

The direct contribution of Travel & Tourism to GDP in 2014 was VEB120.5bn (3.1% of GDP). This is forecast to rise by 3.4% to VEB124.6bn in 2015. 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

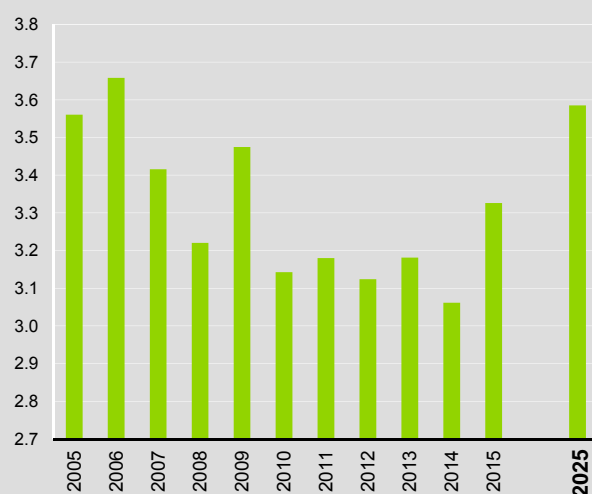
The direct contribution of Travel & Tourism to GDP is expected to grow by 4.3% pa to VEB189.5bn (3.6% of GDP) by 2025.

VENEZUELA: DIRECT CONTRIBUTION OF TRAVEL & TOURISM TO GDP

Constant 2014 VEBbn



% of whole economy GDP

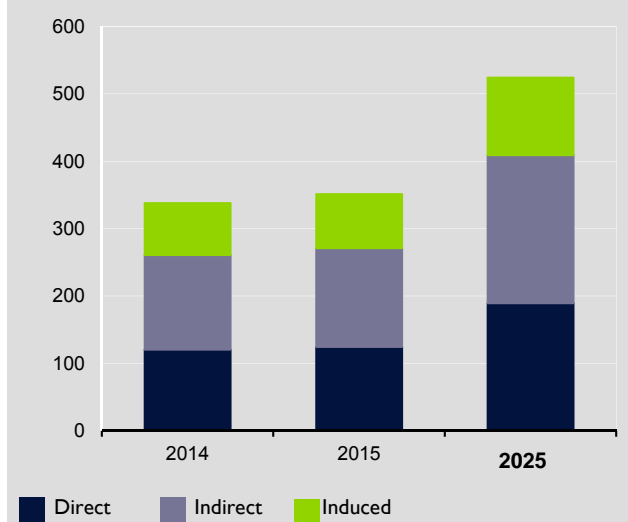


The total contribution of Travel & Tourism to GDP (including wider effects from investment, the supply chain and induced income impacts, see page 2) was VEB337.9bn in 2014 (8.6% of GDP) and is expected to grow by 3.9% to VEB351.3bn (9.4% of GDP) in 2015.

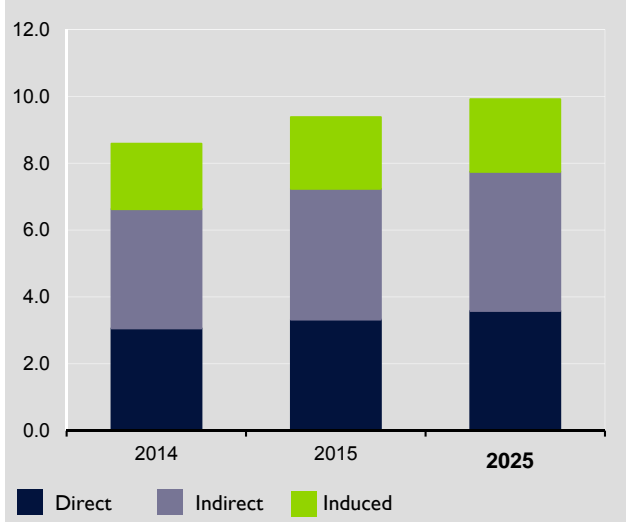
It is forecast to rise by 4.1% pa to VEB524.0bn by 2025 (9.9% of GDP).

VENEZUELA: TOTAL CONTRIBUTION OF TRAVEL & TOURISM TO GDP

Constant 2014 VEBbn



% of whole economy GDP



¹ All values are in constant 2014 prices & exchange rates

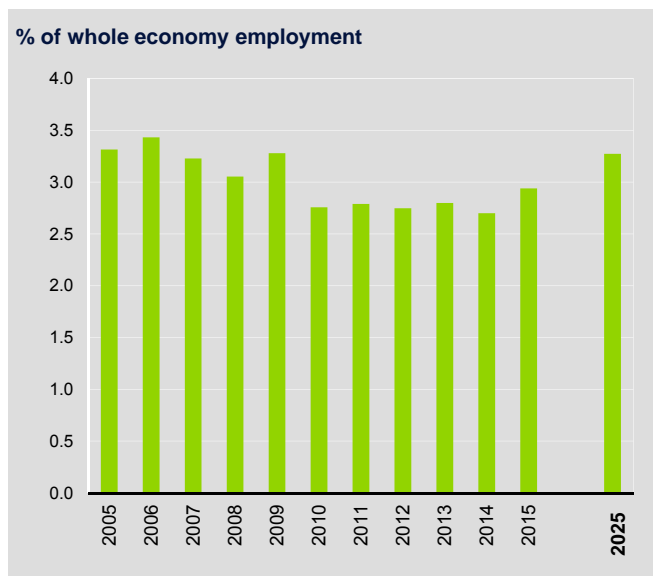
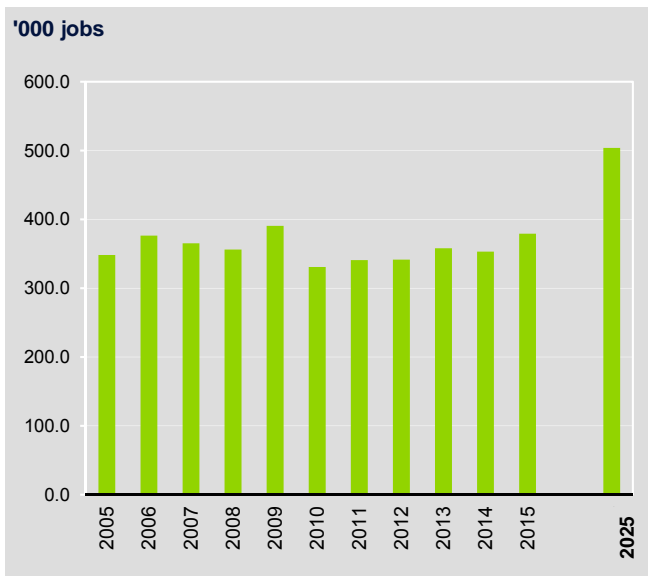
Travel & Tourism's contribution to employment

Travel & Tourism generated 353,500 jobs directly in 2014 (2.7% of total employment) and this is forecast to grow by 7.3% in 2015 to 379,500 (2.9% 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 2025, Travel & Tourism will account for 504,000 jobs directly, an increase of 2.9% pa over the next ten years.

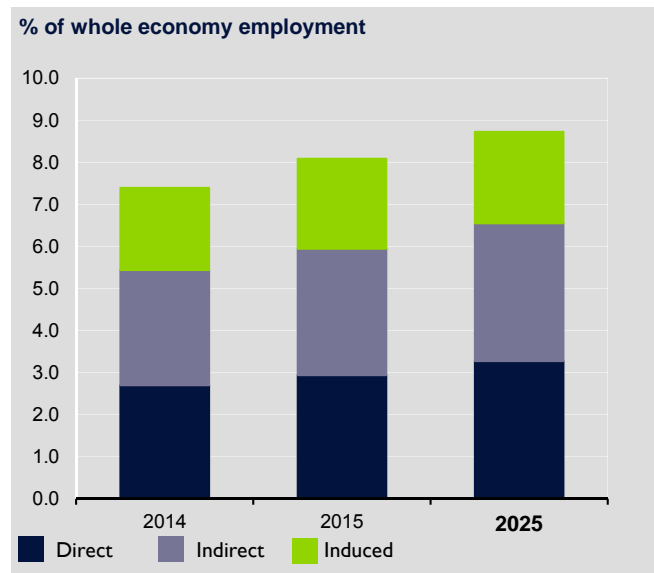
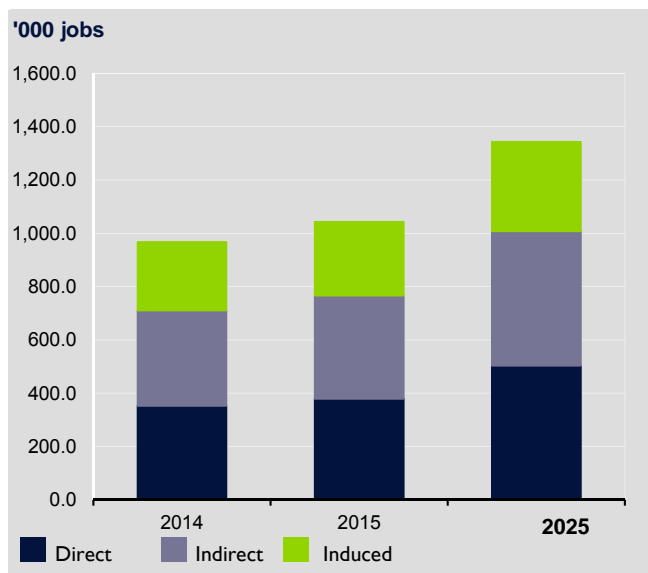
VENEZUELA: DIRECT CONTRIBUTION OF TRAVEL & TOURISM TO EMPLOYMENT



The total contribution of Travel & Tourism to employment (including wider effects from investment, the supply chain and induced income impacts, see page 2) was 967,000 jobs in 2014 (7.4% of total employment). This is forecast to rise by 7.8% in 2015 to 1,043,000 jobs (8.1% of total employment).

By 2025, Travel & Tourism is forecast to support 1,343,000 jobs (8.7% of total employment), an increase of 2.6% pa over the period.

VENEZUELA: TOTAL CONTRIBUTION OF TRAVEL & TOURISM TO EMPLOYMENT



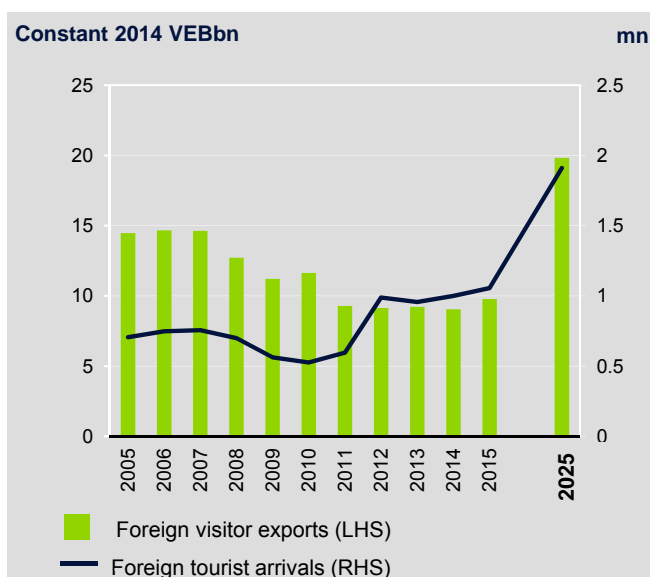
Visitor Exports and Investment¹

VISITOR EXPORTS

Money spent by foreign visitors to a country (or visitor exports) is a key component of the direct contribution of Travel & Tourism. In 2014, Venezuela generated VEB9.1bn in visitor exports. In 2015, this is expected to grow by 8.0%, and the country is expected to attract 1,056,000 international tourist arrivals.

By 2025, international tourist arrivals are forecast to total 1,910,000, generating expenditure of VEB19.8bn, an increase of 7.3% pa.

VENEZUELA: VISITOR EXPORTS AND INTERNATIONAL TOURIST ARRIVALS

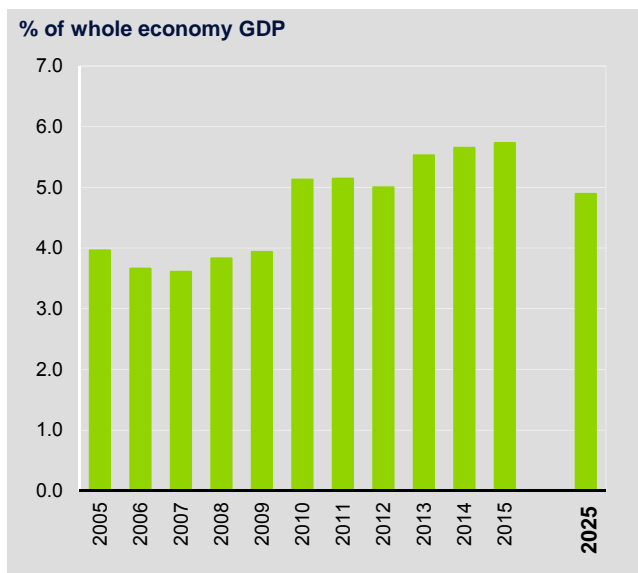
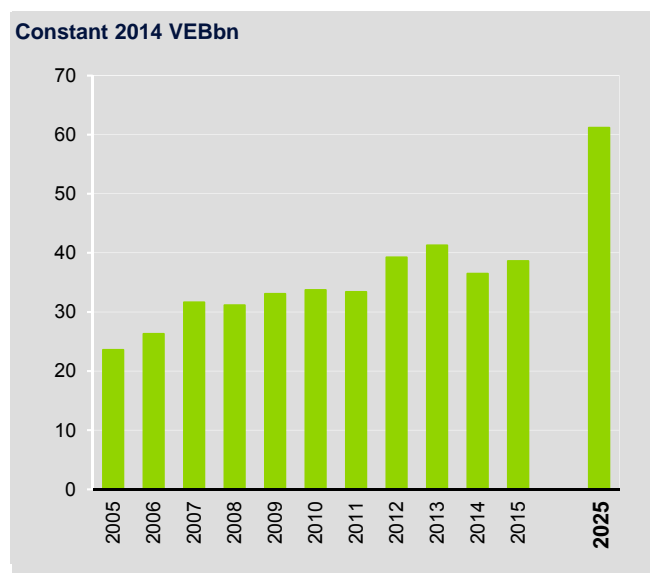


INVESTMENT

Travel & Tourism is expected to have attracted capital investment of VEB36.5bn in 2014. This is expected to rise by 5.8% in 2015, and rise by 4.7% pa over the next ten years to VEB61.2bn in 2025.

Travel & Tourism's share of total national investment will fall from 5.7% in 2015 to 4.9% in 2025.

VENEZUELA: CAPITAL INVESTMENT IN TRAVEL & TOURISM



¹ All values are in constant 2014 prices & exchange rates

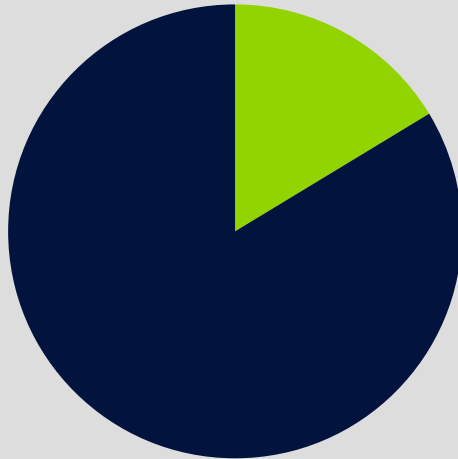
Different components of Travel & Tourism¹

Venezuela

Travel & Tourism's Contribution to GDP:
Business vs Leisure, 2014

Leisure spending **83.7%**

Business spending **16.3%**



Leisure travel spending (inbound and domestic) generated 83.7% of direct Travel & Tourism GDP in 2014 (VEB185.9bn) compared with 16.3% for business travel spending (VEB36.3bn).

Leisure travel spending is expected to grow by 2.6% in 2015 to VEB190.7bn, and rise by 3.9% pa to VEB280.9bn in 2025.

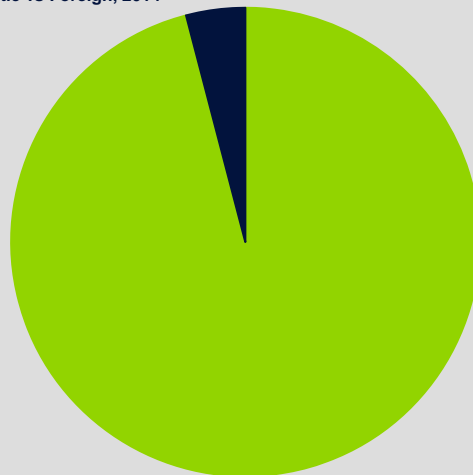
Business travel spending is expected to grow by 4.2% in 2015 to VEB37.8bn, and rise by 7.1% pa to VEB75.0bn in 2025.

Venezuela

Travel & Tourism's Contribution to GDP:
Domestic vs Foreign, 2014

Foreign visitor spending **4.1%**

Domestic spending **95.9%**



Domestic travel spending generated 95.9% of direct Travel & Tourism GDP in 2014 compared with 4.1% for visitor exports (ie foreign visitor spending or international tourism receipts).

Domestic travel spending is expected to grow by 2.6% in 2015 to VEB218.7bn, and rise by 4.4% pa to VEB336.0bn in 2025.

Visitor exports are expected to grow by 8.0% in 2015 to VEB9.8bn, and rise by 7.3% pa to VEB19.8bn in 2025.

Venezuela

Breakdown of Travel & Tourism's Total Contribution to GDP, 2014

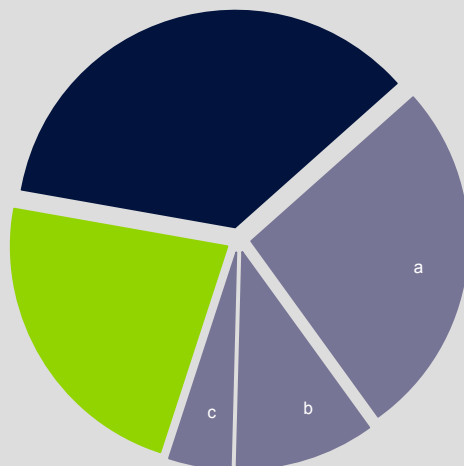
Direct **35.7%**

Induced **22.8%**

Indirect **41.6%**

Indirect is the sum of:

- (a) Supply chain **26.6%**
- (b) Investment **10.4%**
- (c) Government collective **4.6%**



The Travel & Tourism industry contributes to GDP and employment in many ways as detailed on page 2.

The total contribution of Travel & Tourism to GDP is its direct contribution.

¹ All values are in constant 2014 prices & exchange rates

Country rankings: Absolute contribution, 2014

Travel & Tourism's Direct Contribution to GDP	2014 (US\$bn)
8 Mexico	86.7
10 Brazil	77.4
22 Argentina	20.6
World Average	19.4
Americas Average	16.3
29 Venezuela	15.6
44 Chile	8.3
46 Peru	7.6
72 Costa Rica	2.4
80 Cuba	2.0
82 Guatemala	2.0
83 Ecuador	2.0

Travel & Tourism's Total Contribution to GDP	2014 (US\$bn)
9 Brazil	209.2
10 Mexico	189.0
World Average	58.3
22 Argentina	55.9
Americas Average	47.6
28 Venezuela	43.7
41 Chile	24.6
48 Peru	20.1
67 Cuba	8.2
77 Costa Rica	6.2
79 Ecuador	5.7
80 Guatemala	5.1

Travel & Tourism's Direct Contribution to Employment	2014 '000 jobs
4 Mexico	3692.4
6 Brazil	3140.7
World Average	827.0
26 Argentina	628.4
38 Peru	374.4
Americas Average	366.9
40 Venezuela	353.3
51 Chile	253.0
62 Guatemala	182.8
77 Ecuador	127.5
78 Cuba	124.4
89 Costa Rica	98.5

Travel & Tourism's Total Contribution to Employment	2014 '000 jobs
5 Brazil	8828.9
6 Mexico	7857.1
World Average	2076.6
26 Argentina	1686.1
33 Peru	1247.2
39 Venezuela	967.0
Americas Average	943.1
44 Chile	720.9
60 Cuba	494.6
61 Guatemala	488.8
72 Ecuador	369.5
94 Costa Rica	247.3

Travel & Tourism Capital Investment	2014 (US\$bn)
7 Brazil	25.3
19 Mexico	8.0
22 Argentina	6.3
27 Chile	5.7
Americas Average	4.9
30 Venezuela	4.7
World Average	4.5
49 Peru	2.7
61 Cuba	1.2
65 Ecuador	1.0
77 Guatemala	0.7
97 Costa Rica	0.4

Visitor Exports	2014 (US\$bn)
27 Mexico	16.4
World Average	7.5
42 Brazil	7.2
Americas Average	6.6
54 Argentina	5.3
57 Peru	4.0
61 Chile	3.1
65 Costa Rica	2.8
67 Cuba	2.7
92 Guatemala	1.6
94 Ecuador	1.4
103 Venezuela	1.2

The tables on pages 7-10 provide brief extracts from the full WTTC Country League Table Rankings, highlighting comparisons with competing destinations as well as with the world and regional average. Averages in above tables are simple cross-country 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.

Country rankings: Relative contribution, 2014

Travel & Tourism's Direct Contribution to GDP	2014 % share
38 Mexico	6.8
62 Costa Rica	4.8
80 Argentina	3.8
83 Peru	3.6
88 Brazil	3.5
94 Guatemala	3.4
97 Chile	3.2
World	3.1
103 Venezuela	3.1
Americas	2.9
124 Cuba	2.6
153 Ecuador	1.9

Travel & Tourism's Total Contribution to GDP	2014 % share
52 Mexico	14.8
64 Costa Rica	12.5
75 Argentina	10.4
77 Cuba	10.4
World	9.8
87 Peru	9.7
88 Brazil	9.6
89 Chile	9.6
103 Guatemala	8.8
107 Venezuela	8.6
Americas	8.4
151 Ecuador	5.5

Travel & Tourism's Direct Contribution to Employment	2014 % share
33 Mexico	7.4
62 Costa Rica	4.8
Americas	3.7
84 Argentina	3.6
World	3.6
100 Chile	3.2
103 Brazil	3.1
112 Guatemala	2.9
118 Venezuela	2.7
133 Cuba	2.4
135 Peru	2.4
160 Ecuador	1.7

Travel & Tourism's Total Contribution to Employment	2014 % share
46 Mexico	15.7
64 Costa Rica	12.0
86 Argentina	9.7
Americas	9.6
88 Cuba	9.6
World	9.4
93 Chile	9.1
96 Brazil	8.8
111 Peru	7.9
113 Guatemala	7.9
121 Venezuela	7.4
155 Ecuador	5.0

Travel & Tourism Investment Contribution to Total Capital Investment	2014 % share
28 Cuba	15.5
44 Chile	10.0
59 Guatemala	8.2
70 Argentina	7.0
74 Brazil	6.8
86 Venezuela	5.7
92 Peru	4.9
Americas	4.5
World	4.3
124 Ecuador	3.6
125 Costa Rica	3.6
142 Mexico	3.0

Visitor Exports Contribution to Total Exports	2014 % share
65 Cuba	15.9
69 Costa Rica	15.4
78 Guatemala	12.0
86 Peru	8.9
Americas	7.0
106 Argentina	6.7
World	5.7
122 Ecuador	5.1
136 Mexico	3.9
141 Chile	3.5
155 Brazil	2.7
167 Venezuela	1.6

Country rankings: Real growth, 2015

Travel & Tourism's Direct Contribution to GDP	2015 % growth
24 Mexico	6.2
56 Peru	4.9
64 Chile	4.4
79 Cuba	3.9
World	3.7
91 Venezuela	3.4
Americas	3.2
116 Guatemala	2.9
117 Costa Rica	2.8
157 Brazil	1.2
168 Argentina	-0.3
170 Ecuador	-0.4

Travel & Tourism's Total Contribution to GDP	2015 % growth
22 Mexico	6.1
35 Chile	5.4
60 Peru	4.5
72 Venezuela	3.9
World	3.7
82 Cuba	3.7
Americas	3.3
95 Guatemala	3.2
109 Costa Rica	2.8
140 Brazil	1.9
161 Ecuador	1.0
164 Argentina	0.7

Travel & Tourism's Direct Contribution to Employment	2015 % growth
5 Venezuela	7.3
18 Mexico	5.6
59 Chile	3.3
66 Peru	2.9
Americas	2.7
77 Costa Rica	2.5
80 Brazil	2.5
84 Guatemala	2.3
World	2.0
99 Cuba	2.0
114 Argentina	1.3
158 Ecuador	-0.5

Travel & Tourism's Total Contribution to Employment	2015 % growth
3 Venezuela	7.8
10 Mexico	5.5
33 Chile	4.1
Americas	2.9
59 Brazil	2.8
66 Guatemala	2.6
World	2.6
75 Peru	2.4
96 Argentina	1.9
97 Costa Rica	1.9
107 Cuba	1.6
132 Ecuador	0.8

Travel & Tourism Investment	2015 % growth
24 Chile	9.1
54 Guatemala	6.3
59 Mexico	6.0
62 Venezuela	5.8
66 Brazil	5.6
World	4.8
Americas	4.8
102 Costa Rica	4.3
125 Cuba	2.9
127 Ecuador	2.9
142 Peru	2.0
163 Argentina	1.1

Visitor Exports	2015 % growth
6 Mexico	9.5
17 Venezuela	8.0
45 Peru	5.6
51 Brazil	5.3
61 Cuba	5.0
77 Chile	4.1
World	2.8
114 Guatemala	2.4
134 Costa Rica	1.5
Americas	1.4
175 Argentina	-4.6
178 Ecuador	-6.2

Country rankings: Long term growth, 2015 - 2025

Travel & Tourism's Direct Contribution to GDP	2015 - 2025 % growth pa
16 Peru	6.2
64 Costa Rica	4.7
79 Cuba	4.4
85 Venezuela	4.3
91 Mexico	4.2
World	3.9
Americas	3.8
114 Ecuador	3.8
123 Chile	3.6
134 Guatemala	3.3
139 Brazil	3.2
157 Argentina	2.7

Travel & Tourism's Total Contribution to GDP	2015 - 2025 % growth pa
22 Peru	6.1
69 Costa Rica	4.5
81 Cuba	4.3
89 Mexico	4.2
95 Venezuela	4.1
104 Ecuador	3.9
World	3.8
111 Chile	3.7
125 Guatemala	3.5
Americas	3.5
154 Argentina	2.8
162 Brazil	2.6

Travel & Tourism's Direct Contribution to Employment	2015 - 2025 % growth pa
26 Peru	3.6
41 Costa Rica	3.0
44 Argentina	3.0
49 Venezuela	2.9
55 Guatemala	2.8
58 Ecuador	2.7
91 Mexico	2.1
Americas	2.1
World	2.0
109 Chile	1.8
132 Brazil	1.4
147 Cuba	0.9

Travel & Tourism's Total Contribution to Employment	2015 - 2025 % growth pa
30 Peru	3.4
44 Guatemala	3.0
50 Costa Rica	2.8
53 Ecuador	2.7
56 Argentina	2.7
58 Venezuela	2.6
World	2.3
81 Mexico	2.1
Americas	2.0
106 Chile	1.7
135 Brazil	1.3
156 Cuba	0.6

Travel & Tourism Investment Contribution to Capital Investment	2015 - 2025 % growth pa
15 Mexico	6.5
20 Brazil	6.4
34 Costa Rica	5.9
59 Cuba	5.1
67 Peru	4.9
75 Venezuela	4.7
World	4.6
Americas	4.2
104 Ecuador	4.0
115 Guatemala	3.7
128 Chile	3.5
136 Argentina	3.3

Visitor Exports Contribution to Exports	2015 - 2025 % growth pa
2 Peru	8.4
6 Brazil	7.5
7 Venezuela	7.3
42 Mexico	5.5
50 Cuba	5.2
51 Costa Rica	5.1
72 Argentina	4.6
89 Ecuador	4.2
World	4.2
Americas	4.0
103 Guatemala	3.9
131 Chile	3.2

Summary tables: Estimates & Forecasts

Venezuela	2014 US\$mn ¹	2014 % of total	2015 Growth ²	US\$mn ¹	2025 % of total	Growth ³
Direct contribution to GDP	15,597.8	3.1	3.4	24,525.2	3.6	4.3
Total contribution to GDP	43,743.2	8.6	3.9	67,836.6	9.9	4.1
Direct contribution to employment ⁴	353.3	2.7	7.3	503.9	3.3	2.9
Total contribution to employment ⁴	967.0	7.4	7.8	1,342.9	8.7	2.6
Visitor exports	1,171.6	1.5	8.0	2,565.7	1.9	7.3
Domestic spending	27,593.2	5.4	2.6	43,498.8	6.4	4.4
Leisure spending	24,068.6	2.5	2.6	36,355.2	2.8	3.9
Business spending	4,696.1	0.5	4.2	9,709.3	0.8	7.1
Capital investment	4,721.3	5.7	5.8	7,916.3	4.9	4.7

¹2014 constant prices & exchange rates; ²2015 real growth adjusted for inflation (%); ³2015-2025 annualised real growth adjusted for inflation (%); ⁴'000 jobs

Americas	2014 US\$bn ¹	2014 % of total	2015 Growth ²	US\$bn ¹	2025 % of total	Growth ³
Direct contribution to GDP	734.0	2.9	3.2	1,098.5	3.2	3.8
Total contribution to GDP	2,141.2	8.4	3.3	3,109.1	9.2	3.5
Direct contribution to employment ⁴	16,509	3.7	2.7	20,763	4.1	2.1
Total contribution to employment ⁴	42,440	9.6	2.9	53,330	10.6	2.0
Visitor exports	298.3	7.0	1.4	447.8	6.3	4.0
Domestic spending	1,164.4	4.6	3.2	1,736.6	5.1	3.8
Leisure spending	1,094.1	2.1	2.8	1,683.1	2.4	4.1
Business spending	368.5	0.7	3.0	501.2	0.7	2.8
Capital investment	222.3	4.5	4.8	350.3	4.6	4.2

¹2014 constant prices & exchange rates; ²2015 real growth adjusted for inflation (%); ³2015-2025 annualised real growth adjusted for inflation (%); ⁴'000 jobs

Worldwide	2014 US\$bn ¹	2014 % of total	2015 Growth ²	US\$bn ¹	2025 % of total	Growth ³
Direct contribution to GDP	2,364.8	3.1	3.7	3,593.2	3.3	3.9
Total contribution to GDP	7,580.9	9.8	3.7	11,381.9	10.5	3.8
Direct contribution to employment ⁴	105,408	3.6	2.0	130,694	3.9	2.0
Total contribution to employment ⁴	276,845	9.4	2.6	356,911	10.7	2.3
Visitor exports	1,383.8	5.7	2.8	2,140.1	5.6	4.2
Domestic spending	3,642.1	4.7	3.7	5,465.0	5.0	3.8
Leisure spending	3,850.2	2.3	3.3	5,928.8	2.5	4.1
Business spending	1,175.7	0.7	4.0	1,679.0	0.7	3.2
Capital investment	814.4	4.3	4.8	1,336.4	4.9	4.6

¹2014 constant prices & exchange rates; ²2015 real growth adjusted for inflation (%); ³2015-2025 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 Domestic spending is expressed relative to whole economy GDP. For leisure and business spending, their direct contribution to Travel & Tourism GDP is calculated as a share of whole economy GDP (the sum of these shares equals the direct contribution). Investment is relative to whole economy investment.

The economic contribution of Travel & Tourism: Real 2014 prices

Venezuela (VEBbn, real 2014 prices)	2009	2010	2011	2012	2013	2014	2015E	2025F
1. Visitor exports	11.2	11.6	9.3	9.1	9.2	9.1	9.8	19.8
2. Domestic expenditure (includes government individual spending)	215.8	191.9	205.0	213.7	231.2	213.2	218.7	336.0
3. Internal tourism consumption (= 1 + 2)	227.0	203.5	214.3	222.8	240.4	222.2	228.5	355.9
4. Purchases by tourism providers, including imported goods (supply chain)	-103.0	-93.0	-97.9	-102.1	-110.8	-101.7	-103.9	-166.4
5. Direct contribution of Travel & Tourism to GDP (= 3 + 4)	124.0	110.6	116.4	120.7	129.5	120.5	124.6	189.5
Other final impacts (indirect & induced)	94.7	84.4	88.8	92.1	98.9	92.0	95.1	144.6
6. Domestic supply chain								
7. Capital investment	33.0	33.7	33.4	39.2	41.2	36.5	38.6	61.2
8. Government collective spending	15.0	12.1	13.0	14.6	15.8	15.9	16.2	22.7
9. Imported goods from indirect spending	-4.2	-4.1	-4.4	-5.0	-5.3	-3.9	-3.3	-8.7
10. Induced	74.6	64.3	68.1	71.7	77.9	76.9	80.1	114.8
11. Total contribution of Travel & Tourism to GDP (= 5 + 6 + 7 + 8 + 9 + 10)	337.1	300.9	315.2	333.3	358.0	337.9	351.3	524.0
Employment impacts ('000)								
12. Direct contribution of Travel & Tourism to employment	390.7	330.9	341.0	341.6	358.1	353.3	379.3	503.9
13. Total contribution of Travel & Tourism to employment	1,050.7	864.9	900.2	916.7	963.7	967.0	1,042.8	1,342.9
Other indicators								
14. Expenditure on outbound travel	22.6	29.8	29.4	27.9	29.6	27.4	24.0	44.4

The economic contribution of Travel & Tourism: Nominal prices

Venezuela (VEBbn, nominal prices)	2009	2010	2011	2012	2013	2014	2015E	2025F
1. Visitor exports	2.2	3.4	3.4	3.9	5.4	9.1	17.3	138.7
2. Domestic expenditure (includes government individual spending)	42.8	55.5	76.0	90.5	135.7	213.2	387.7	2,351.8
3. Internal tourism consumption (= 1 + 2)	45.0	58.8	79.5	94.3	141.1	222.2	405.0	2,490.5
4. Purchases by tourism providers, including imported goods (supply chain)	-20.4	-26.9	-36.3	-43.2	-65.1	-101.7	-184.2	-1,164.5
5. Direct contribution of Travel & Tourism to GDP (= 3 + 4)	24.6	32.0	43.2	51.1	76.0	120.5	220.9	1,326.0
Other final impacts (indirect & induced)	18.8	24.4	32.9	39.0	58.0	92.0	168.6	1,012.1
6. Domestic supply chain								
7. Capital investment	6.5	9.7	12.4	16.6	24.2	36.5	68.4	428.0
8. Government collective spending	3.0	3.5	4.8	6.2	9.2	15.9	28.8	158.9
9. Imported goods from indirect spending	-0.8	-1.2	-1.6	-2.1	-3.1	-3.9	-5.9	-60.8
10. Induced	14.8	18.6	25.3	30.4	45.7	76.9	141.9	803.4
11. Total contribution of Travel & Tourism to GDP (= 5 + 6 + 7 + 8 + 9 + 10)	66.8	87.0	117.0	141.1	210.1	337.9	622.6	3,667.7
Employment impacts ('000)								
12. Direct contribution of Travel & Tourism to employment	390.7	330.9	341.0	341.6	358.1	353.3	379.3	503.9
13. Total contribution of Travel & Tourism to employment	1,050.7	864.9	900.2	916.7	963.7	967.0	1,042.8	1,342.9
Other indicators								
14. Expenditure on outbound travel	4.5	8.6	10.9	11.8	17.4	27.4	42.6	310.4

*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 the World Tourism Organization (UNWTO).

Historical data for concepts has been benchmarked to match reported TSA data where available.

The economic contribution of Travel & Tourism: Growth

Venezuela	2009	2010	2011	2012	2013	2014	2015E	2025F ²
Growth ¹ (%)								
1. Visitor exports	-11.8	3.7	-20.2	-1.5	0.8	-1.8	8.0	7.3
2. Domestic expenditure (includes government individual spending)	4.7	-11.1	6.8	4.2	8.2	-7.8	2.6	4.4
3. Internal tourism consumption (= 1 + 2)	3.8	-10.4	5.3	4.0	7.9	-7.5	2.8	4.5
4. Purchases by tourism providers, including imported goods (supply chain)	2.6	-9.7	5.3	4.3	8.5	-8.2	2.2	4.8
5. Direct contribution of Travel & Tourism to GDP (= 3 + 4)	4.7	-10.8	5.2	3.7	7.3	-7.0	3.4	4.3
Other final impacts (indirect & induced)	4.7	-10.8	5.2	3.7	7.3	-7.0	3.4	4.3
6. Domestic supply chain								
7. Capital investment	6.2	2.0	-1.0	17.5	5.2	-11.6	5.8	4.7
8. Government collective spending	12.6	-19.1	7.2	12.1	8.0	1.2	1.8	3.4
9. Imported goods from indirect spending	5.1	-11.7	5.5	5.0	7.4	-6.5	2.8	4.3
10. Induced	9.6	-13.8	6.0	5.3	8.7	-1.3	4.1	3.7
11. Total contribution of Travel & Tourism to GDP (= 5 + 6 + 7 + 8 + 9 + 10)	6.5	-10.7	4.8	5.7	7.4	-5.6	3.9	4.1
Employment impacts ('000)								
12. Direct contribution of Travel & Tourism to employment	9.7	-15.3	3.1	0.2	4.8	-1.3	7.3	2.9
13. Total contribution of Travel & Tourism to employment	12.2	-17.7	4.1	1.8	5.1	0.3	7.8	2.6
Other indicators								
14. Expenditure on outbound travel	-17.9	32.2	-1.5	-4.9	5.9	-7.3	-12.3	6.3

¹2009-2014 real annual growth adjusted for inflation (%); ²2015-2025 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.

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.

Foreign visitor arrivals – the number of arrivals of foreign visitors, including same-day and overnight visitors (tourists) to the country.



Methodological note

WTTC has an on-going 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 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 country TSAs incorporated this year include France, Germany, Japan, Malaysia, Mexico, Oman, Qatar and Saudi Arabia.

In addition to producing data on 184 countries, WTTC also produces reports on 24 other regions, sub-regions and economic and geographic groups. This year, there are 8 reports for special economic and geographic groups with Pacific Alliance being included for the first time. Please also note that from this year, the report for Sudan no longer includes data on South Sudan.

ECONOMIC AND GEOGRAPHIC GROUPS

APEC (ASIA-PACIFIC ECONOMIC COOPERATION)

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

THE COMMONWEALTH

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

FORMER NETHERLANDS ANTILLES

Bonaire, Curacao, Sint Maarten, Saba and Sint Eustatius.

G20

Argentina, Australia, Brazil, Canada, China, European Union, France*, Germany*, India, Indonesia, Italy*, Japan, Mexico, Russian Federation, Saudi Arabia, South Africa, South Korea, Turkey, UK*, USA.

META (MEDITERRANEAN TRAVEL ASSOCIATION)

Albania, Algeria, Bosnia Herzegovina, Croatia, Cyprus, Egypt, France, Greece, Israel, Italy, Jordan, Lebanon, Libya, Macedonia, Malta, Montenegro, Morocco, Portugal, Serbia, Slovenia, Spain, Syria, Tunisia, Turkey.

OAS (ORGANIZATION OF AMERICAN STATES)

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

OECD (ORGANISATION FOR ECONOMIC CO-OPERATION AND DEVELOPMENT)

Australia, Austria, Belgium, Canada, Chile, Czech Republic, Denmark, Estonia, Finland, France, Germany, Greece, Hungary, Iceland, Ireland, Israel, Italy, Japan, South Korea, Luxembourg, Mexico, Netherlands, New Zealand, Norway, Poland, Portugal, Slovak Republic, Slovenia, Spain, Sweden, Switzerland, Turkey, UK, USA.

OTHER OCEANIA

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

PACIFIC ALLIANCE

Chile, Colombia, Mexico, Peru.

SADC (SOUTHERN AFRICAN DEVELOPMENT COMMUNITY)

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

*included in European Union



Economic impact reports: Regions, sub-regions and countries

WORLD											
REGION	SUB-REGION	COUNTRY	REGION	SUB-REGION	COUNTRY	REGION	SUB-REGION	COUNTRY	REGION	SUB-REGION	COUNTRY
AFRICA	NORTH AFRICA	Algeria	AMERICAS	CARIBBEAN	Anguilla	ASIA-PACIFIC	NORTHEAST ASIA	Japan	EUROPE	EUROPEAN UNION	Lithuania
		Egypt			Antigua & Barbuda			China			Luxembourg
		Libya			Aruba			Hong Kong			Malta
		Morocco			Bahamas			South Korea			Netherlands
		Tunisia			Barbados			Macau			Poland
	SUB-SAHARAN	Angola			Bermuda		OCEANIA	Taiwan			Portugal
		Benin			Cayman Islands			Mongolia			Romania
		Botswana			Cuba			Australia			Slovakia
		Burkina Faso			Former Netherlands Antilles			New Zealand			Slovenia
		Burundi			Dominica			Fiji			Spain
		Cameroon			Dominican Republic			Kiribati			Sweden
		Cape Verde			Grenada		SOUTH ASIA	Other Oceania			UK
		Central African Republic			Guadeloupe			Papua New Guinea		OTHER EUROPE	Albania
		Chad			Haiti			Solomon Islands			Armenia
		Comoros			Jamaica			Tonga			Azerbaijan
		Democratic Republic of Congo			Martinique			Vanuatu			Belarus
		Ethiopia			Puerto Rico		SOUTHEAST ASIA	Bangladesh			Bosnia Herzegovina
		Gabon			St Kitts & Nevis			India			Georgia
		Gambia			St Lucia			Maldives			Iceland
		Ghana			St Vincent & the Grenadines			Nepal			Kazakhstan
		Guinea			Trinidad & Tobago			Pakistan			Kyrgyzstan
		Ivory Coast			US Virgin Islands			Sri Lanka			Macedonia
		Kenya		LATIN AMERICA	Brunei	Moldova					
		Lesotho			Cambodia	Montenegro					
		Madagascar			Indonesia	Norway					
		Malawi			Laos	Russian Federation					
		Mali			Malaysia	Serbia					
		Mauritius			Myanmar	Switzerland					
		Mozambique			Philippines	Turkey					
		Namibia			Singapore	Ukraine					
		Niger			Thailand	Uzbekistan					
		Nigeria			Vietnam	MIDDLE EAST	Bahrain				
		Republic of Congo			Austria		Iran				
		Reunion			Belgium		Iraq				
		Rwanda			Bulgaria		Israel				
		Sao Tome & Principe			Croatia		Jordan				
		Senegal			Cyprus		Kuwait				
		Seychelles			Czech Republic		Lebanon				
		Sierra Leone			Denmark		Oman				
		South Africa			Estonia		Qatar				
		Sudan		Finland	Saudi Arabia						
		Swaziland		France	Syria						
		Tanzania		Germany	UAE						
		Togo		Greece	Yemen						
		Uganda		Hungary							
		Zambia		Ireland							
		Zimbabwe		Italy							
				Latvia							

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