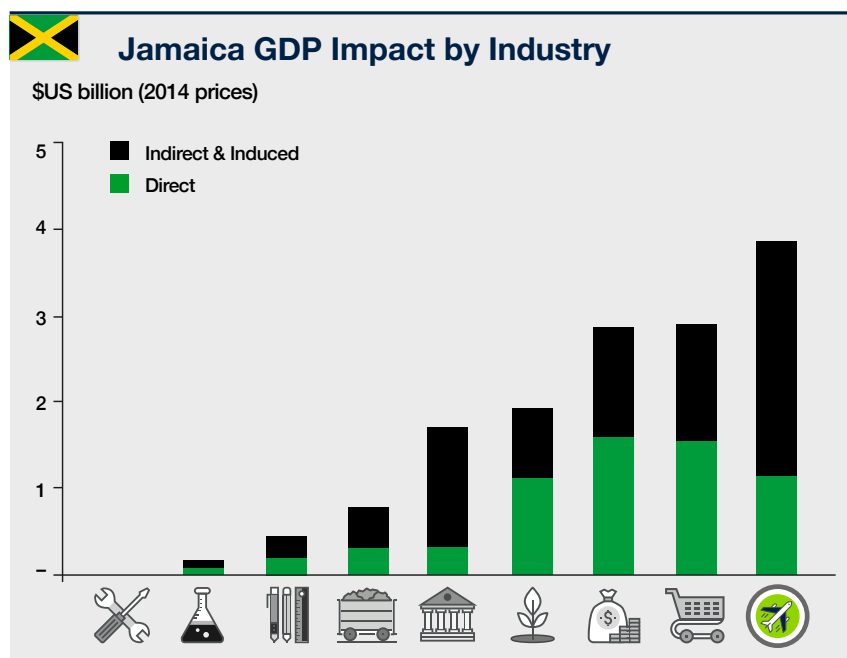




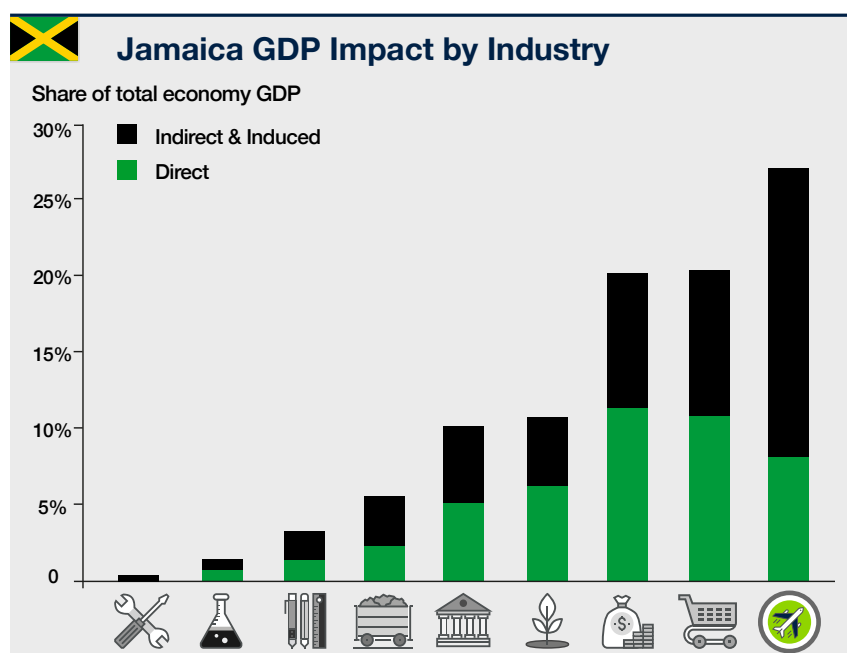
## How does Travel & Tourism compare to other sectors?



### GDP

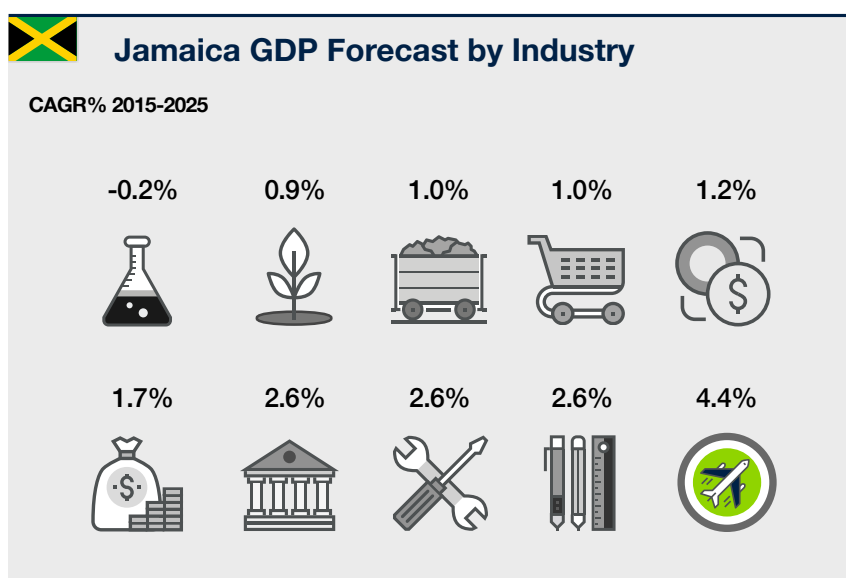
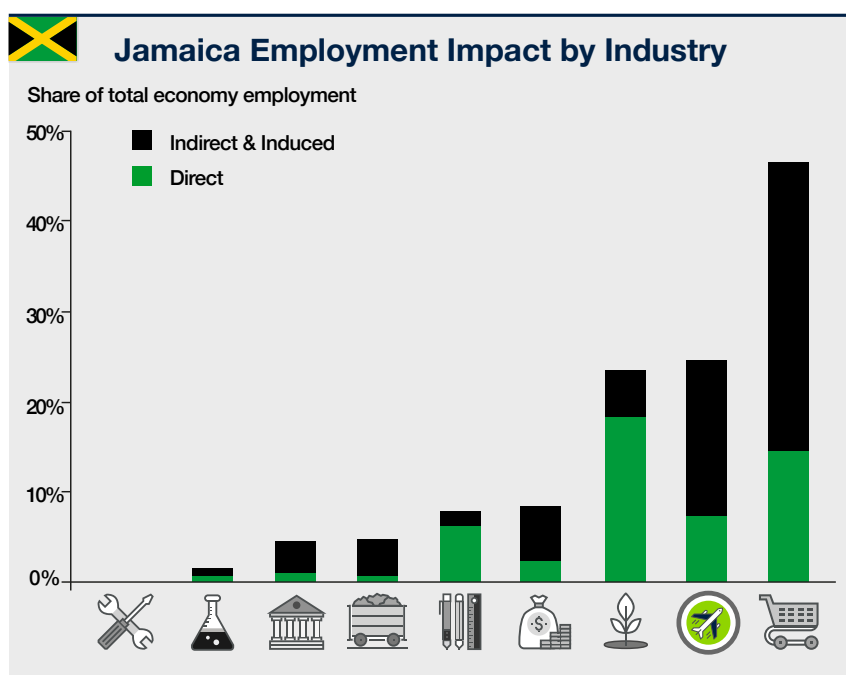
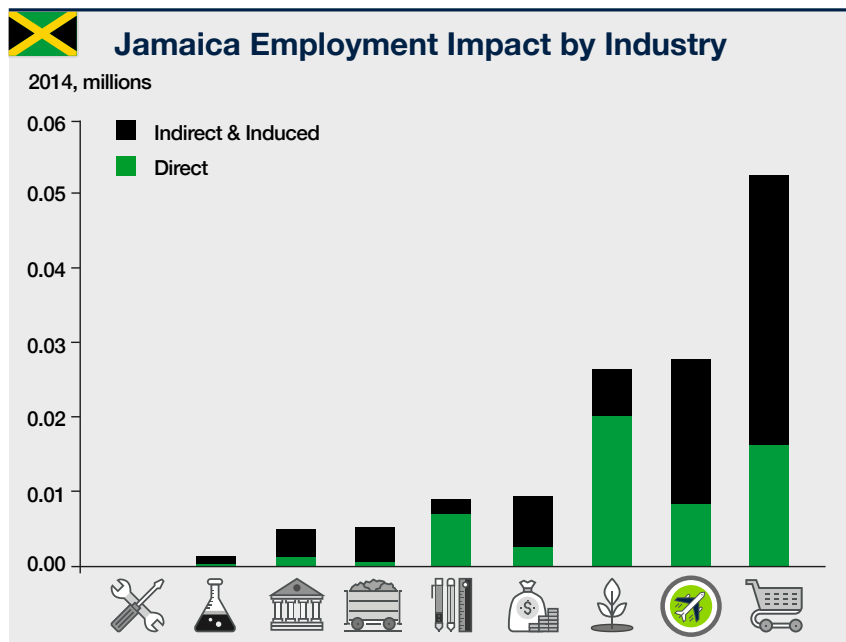
#### Size

- Travel & Tourism generated a total impact of **\$US 4 billion** of Jamaica's GDP in 2014.
- Travel & Tourism total GDP impact is larger than that of all sectors studied for this research.
- In terms of its direct GDP, Travel & Tourism is larger than that of all sectors studied for this research except for the financial services and retail sectors.



#### Share

- Based on its direct, indirect, and induced GDP impact, Travel & Tourism generated **27.2%** of Jamaica's GDP in 2014.
- This is nearly three times the size of banking's GDP impact at **10.2%**.



## Employment

### Employment Size

- Travel & Tourism sustained a total of 277,000 direct, indirect, and induced jobs in Jamaica in 2014.
- Travel & Tourism in Jamaica directly employs more people than all sectors studied for this research except for the agriculture and retail sectors.
- Of note, Travel & Tourism directly supports more than three times as many jobs than the financial services sector in Jamaica.

### Employment Share

- Travel & Tourism generated, either directly or indirectly, **24.8%** of Jamaica's employment in 2014.
- For every job directly in the Travel & Tourism sector, another two jobs are created on an indirect or induced basis, making its linkages stronger than in the education, chemicals manufacturing, financial services, and retail sectors.

## Growth

### Growth Trends

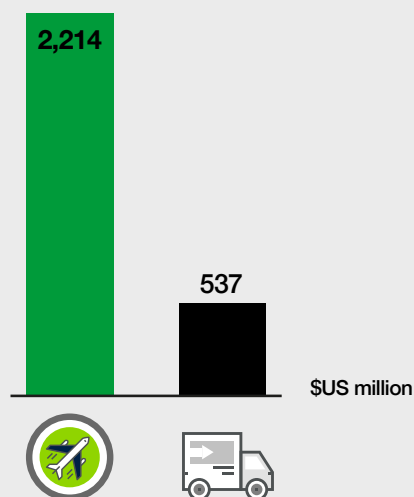
- Travel & Tourism direct industry GDP was flat between 1995 and 2014 while the total economy expanded **7%**.
- Other large industries contracted over this same period of time. Chemicals manufacturing contracted **35%**, and mining fell **38%**.
- Despite its significant contributions to the Jamaican economy, Travel & Tourism was outperformed by other industries due to ongoing crime and safety issues, along with lowered yields attributable to increasing price pressures.

### Growth Forecast

- Travel & Tourism GDP is expected to grow at an annual average of **4.4%** over the next decade.
- In comparison, the total economy is expected to expand **1.2%** per annum while financial services is forecast to grow **1.7%** per annum in real, inflation-adjusted terms.



## Jamaica Service Exports (2014)



## Exports

### Tourism's Share of Exports

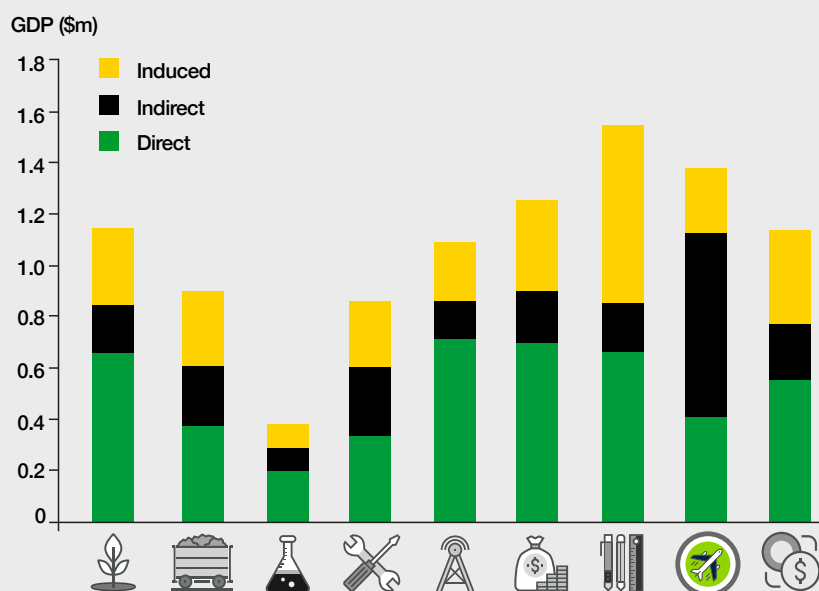
- Travel & Tourism is a significant source of export revenue for Jamaica.
- In 2014, visitor exports totalled **\$US 2.2 billion**. This was **80%** of all service exports and **53.6%** of all exports (including goods and services).

### Growth of Tourism Exports

- Between 2000 and 2014, Jamaica's Travel & Tourism exports expanded **40%**.
- Travel & Tourism exports outpaced total exports of goods and services, which grew **15%** between 2000 and 2014.



## Impact of \$1m spending – Jamaica



## Linkages

### Comparing the effect of \$1 million in spending

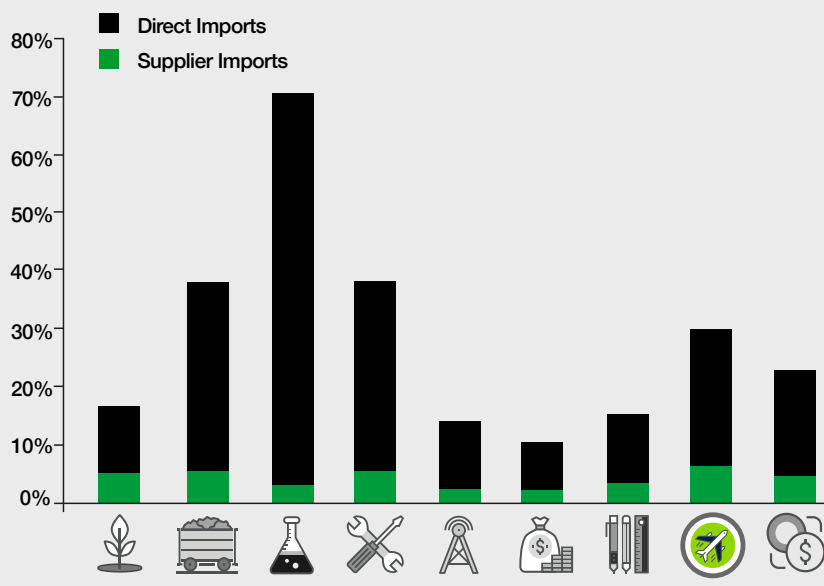
- Spending in a sector will have varying impacts on GDP, depending on the local value added and linkages to the rest of the economy.
- In Jamaica, **\$1 million** in Travel & Tourism spending (consumption) generates **\$1.4 million** in GDP. This impact is greater than all other sectors except for education.

### How much of T&T spending stays in the economy?

- When travellers spend money in a destination, not all of it remains in the economy as some goods and services need to be imported. This represents "leakage" to the economic value produced.
- In Jamaica, **30%** of Travel & Tourism spending leaks out of the economy through imports. The manufacturing industry requires imports amounting to **38%** of sales.



## Leakages per \$100 spend – Jamaica

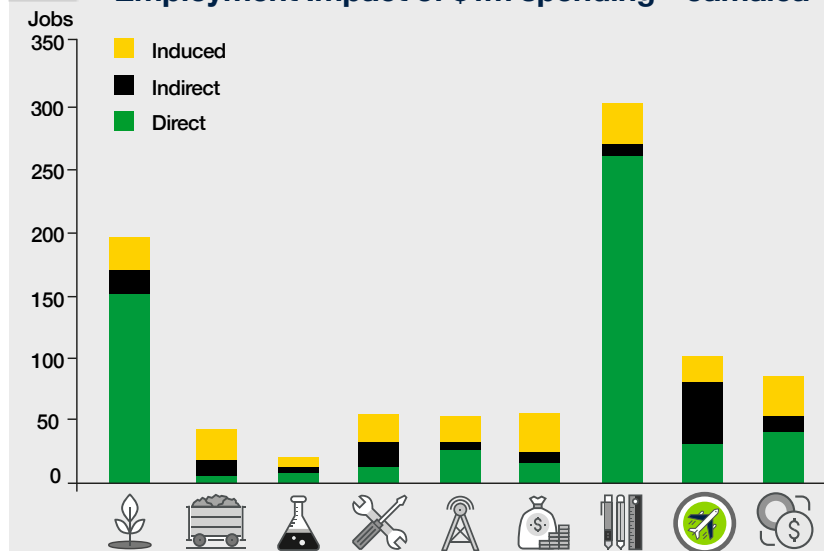


### Beneficiaries of Travel & Tourism

- Travel & Tourism is interconnected with the entire Jamaican economy. These links exist through the supply chain to the Tourism industry (indirect linkages) as well as through Tourism-earned incomes as they are spent across a variety of other sectors.
- In this sense, the Travel & Tourism sector has many "beneficiary" sectors across the whole spectrum of the economy.
- For every **\$US 1 million** in Travel & Tourism sales, **\$US 120,000** of GDP is generated in the wholesale and retail sector.
- The agricultural sector gains **\$US 54,000** for every **\$US 1 million** in spending on Travel & Tourism.



## Employment Impact of \$1m spending – Jamaica



## Employment Generation

### Travel & Tourism's employment potential

- For every **\$1 million** in Travel & Tourism spending, **99 jobs** are supported. (**30 direct**, **50 indirect**, and **19 induced**)
- This compares favourably to the average of the economy, which generates **83 jobs** per **\$1 million** in spending.
- Financial services*: **53 jobs** per **\$1 million**
- Manufacturing*: **10 jobs** per **\$1 million**
- Communications*: **51 jobs** per **\$1 million**
- Chemicals*: **20 jobs** per **\$1 million**
- Agriculture*: **196 jobs** per **\$1 million**

### GDP, 2014 (\$US billion, 2014 prices)

	Direct	Indirect + Induced	Total	% Total Economy
Agriculture	1.1	0.8	1.9	13.6%
Mining	0.3	0.5	0.8	5.6%
Chemicals Manufacturing	0.1	0.1	0.2	1.3%
Automotive Manufacturing	0.0	0.0	0.0	0.3%
Retails (without wholesale)	1.5	1.4	2.9	20.5%
Financial Services	1.6	1.3	2.9	20.2%
Banking	0.7	0.7	1.4	10.2%
Education	0.2	0.2	0.4	3.1%
Travel & Tourism	1.2	2.7	3.9	27.2%

### Employment, 2014

	Direct, '000s	Indirect + Induced, '000s	Total, '000s	% Total Economy
Agriculture	206	60	266	23.7%
Mining	7	45	52	4.6%
Chemicals Manufacturing	5	10	15	1.3%
Automotive Manufacturing	1	2	3	0.3%
Retails (without wholesale)	164	362	526	46.8%
Financial Services	26	67	93	8.3%
Banking	11	38	49	4.4%
Education	70	19	88	7.8%
Travel & Tourism	82	195	277	24.7%

# Methodology

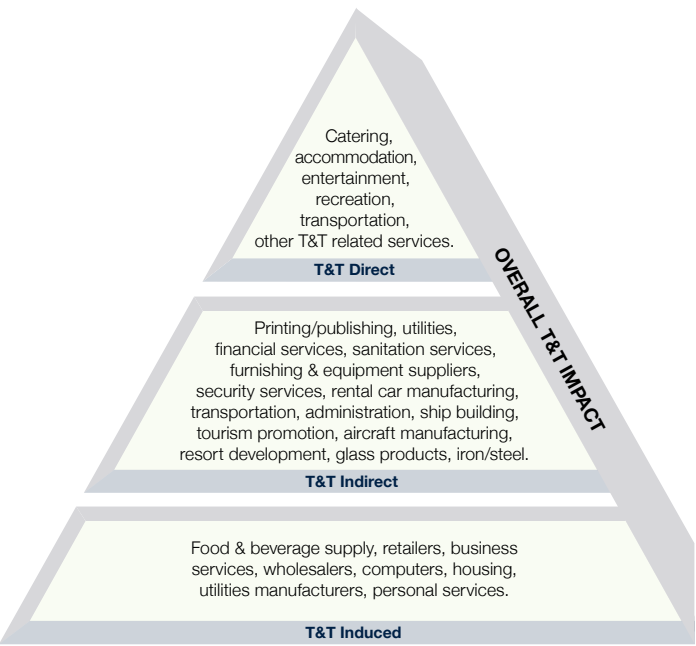
The World Travel & Tourism Council (WTTC) has spearheaded global analysis of the economic importance of the sector for over 20 years. This research has established the contribution of Travel & Tourism on an ongoing basis to over 180 countries in absolute size, share of the economy, and growth.

Around the world, WTTC research is referenced as the authoritative source of the role of Travel & Tourism in generating GDP, employment, exports, and investment.'

WTTC is now releasing new research on the role that Travel & Tourism plays in the world economy in comparison to other economic sectors.

The results of these comparisons provide new perspectives on the relative significance of Travel & Tourism as well as some of its unique advantages in driving current and future global economic growth.

This updated WTTC research benchmarks Travel & Tourism against an assortment of other sectors for 26 countries and for each world region.



The following metrics are analysed by sector for each country and region:

- *GDP* (size and share of total)
- *Employment contribution* (size and share of total)
- *Historic growth*
- *Expected growth*

The following sectors have been analysed in comparison to Travel & Tourism. They were selected as having a similar breadth and global presence as Travel & Tourism.

**Agriculture:** includes agriculture, forestry, and fishing.

**Mining:** includes the extraction of oil, natural gas, coal, metals, and related services.

**Chemicals manufacturing:** includes drugs & medicines, manufacture of basic pharmaceutical products and pharmaceutical preparations, plastics, rubber, paint, polishes, ink, perfumes, cosmetics, soap, cleaning materials, fertilizer, pesticides, other chemicals.

**Automotive manufacturing:** includes motor vehicles and parts & accessories.

**Retail (without wholesale):** includes all retail trade (i.e., Retail trade, except of motor vehicles & retail codes to motor vehicles and motorcycles).

**Financial Services:** includes financial and insurance activities.

**Banking:** includes all banking activities and related services.

**Education:** includes all levels of educational services.

The analysis examines the economic value of industries on three levels.

**Direct:** this includes only those employees and the related value added for the relevant sector. In the case of Travel & Tourism, we only count the value added of the accommodation, recreation, transportation, and other related sectors.

**Indirect:** this measures the supply chain impact (also called inter-industry linkages) for each sector.

**Induced:** this measures the impacts of incomes earned directly and indirectly as they are spent in the local economy.

The sum of direct, indirect, and induced impacts equals the total economic impact of a sector.



# Data Sources & Methodology

## GDP & Employment:

- Main data sources for comparative sectors:
  - United Nations International Labour Organization;
  - OECD;
  - CEIC Data Manager;
  - Eurostat (European Commission);
  - UK Office for National Statistics (ONS);
  - Oxford Economics Cities and Regions Forecasting Service;
  - UNESCO;
  - Groningen Growth and Development Centre;
  - UN World Input-Output Database (WIOD);
  - Oxford Economics Global Industry Model;
  - Oxford Economics Global Economic Model;
  - Oxford Economics UK Regional Model; and
  - Various country-specific National Statistics Office websites
- Travel & Tourism GDP and employment figures are drawn from Oxford Economics analysis for WTTC using the Tourism Satellite Account framework.

## Exports

- Main data sources:
  - World Trade Organization (WTO)
  - IMFBOPA
  - Oxford Economics.
- Total exports, total service exports and total goods/merchandise exports are sourced originally to national accounts and central bank balance of payments data.

- Service exports taken from IMFBOPA database for all countries where possible.
- 2000 figures taken from above, 2014 estimated using 2013 shares of total and applied to totals for 2014.
- All currency figures are stated in 2014 US dollars.

## Linkages

- Main data sources: OECD, National Statistical Offices, Oxford Economics
- Input-output tables for all countries were sourced from either the OECD or, when not available, National Statistical Offices. From the input-output tables, multiplier matrices were developed for each economy, detailing the flow of spending in an economy that occurs as a consequence of spending in a given industry.
- For each of the comparator sectors, a spending shock of \$1 million was simulated, with the resulting spending impacts in every industry in the economy recorded.
- These spending outcomes were translated into gross value added (GVA) using the GVA/output ratios available in the input-output tables, and employment, using productivity level data developed from the GDP and employment figures derived elsewhere in the study.
- Travel & Tourism multipliers are drawn from Oxford Economics / WTTC ongoing Tourism Satellite Account analysis.
- Global and regional multipliers were calculated as the weighted average of all relevant nations, with weightings assigned according to sector GDP.

# About WTTC & Oxford Economics



- The World Travel & Tourism Council (WTTC) is the forum for business leaders in the Travel & Tourism industry. With Chief Executives of some one hundred of the world's leading Travel & Tourism companies as its Members, WTTC has a unique mandate and overview on all matters related to Travel & Tourism.
- WTTC works to raise awareness of Travel & Tourism as one of the world's largest industries, supporting 260 million jobs and generating 9 per cent of world GDP in 2012.
- WTTC advocates partnership between the public and private sectors, delivering results that match the needs of economies, local and regional authorities and local communities with those of business.
- Oxford Economics is one of the world's leading providers of economic analysis, forecasts and consulting advice. Founded in 1981 as a joint venture with Oxford University's business college, Oxford Economics enjoys a reputation for high quality, quantitative analysis and evidence-based advice.
- For this, it draws on its own staff of over 70 highly-experienced professional economists; a dedicated data analysis team; global modelling tools, and a range of partner institutions in Europe, the US and in the United Nations Project Link. Oxford Economics has offices in New York, Philadelphia, San Francisco, Chicago, London, Oxford, Belfast, Dubai, and Singapore.

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