

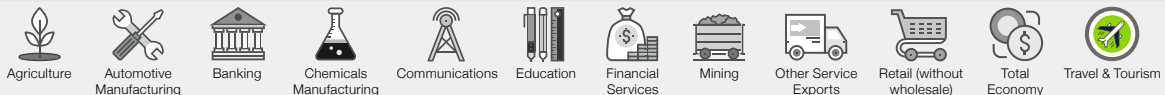


Benchmarking Travel & Tourism

How does Travel & Tourism compare to other sectors?

Global

Global Sector

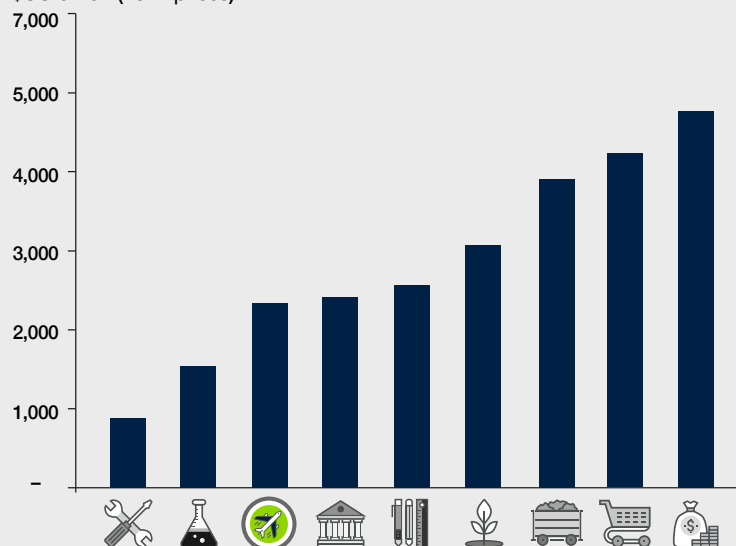


How does Travel & Tourism compare to other sectors?



Global GDP Impact by Industry

\$US billion (2014 prices)



GDP

Global Direct GDP

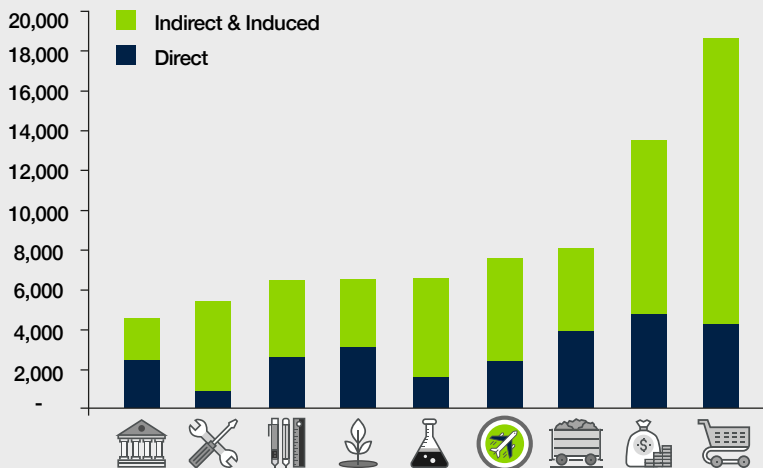
- At nearly **\$US 2.4 trillion** in 2014, Travel & Tourism direct industry GDP represents nearly **3.1%** of global GDP and is larger than the chemicals manufacturing and automotive manufacturing sectors.
- Travel & Tourism directly generates more than double the GDP of automotive manufacturing and is nearly **50%** larger than the global chemicals industry.
- Travel & Tourism is nearly equivalent to the size of the global banking and education sectors.

Industry	GDP (\$US billions)	% of Global GDP
Automotive Manufacturing	\$914	1.2%
Chemicals Manufacturing	\$1,590	2.1%
Travel & Tourism	\$2,365	3.1%
Banking	\$2,436	3.2%
Education	\$2,605	3.4%
Agriculture	\$3,111	4.0%
Mining	\$3,897	5.1%
Retail (without wholesale)	\$4,261	5.5%
Financial Services	\$4,796	6.2%
Total	\$77,085	100%



Global GDP Impact by Industry

\$US billion (2014 prices)



Global Total GDP Contribution

- At **\$US7.6 trillion** in 2014, the GDP impact of Travel & Tourism is larger than that of some of the largest manufacturing sectors—namely automotive and chemicals manufacturing.
- Travel & Tourism's total economic impact exceeds that of the agriculture sector and nearly equals that of the global mining sector.

Global Total GDP Impact

- At **9.8%** of global GDP, Travel & Tourism generates more economic output than chemicals manufacturing (8.6%), agriculture (8.5%), education (8.4%), automotive manufacturing (7.0%), and banking (5.9%).
- Travel & Tourism contributes roughly the same share of global GDP as the global mining industry.
- Travel & Tourism generates about half what the global financial services industry contributes.



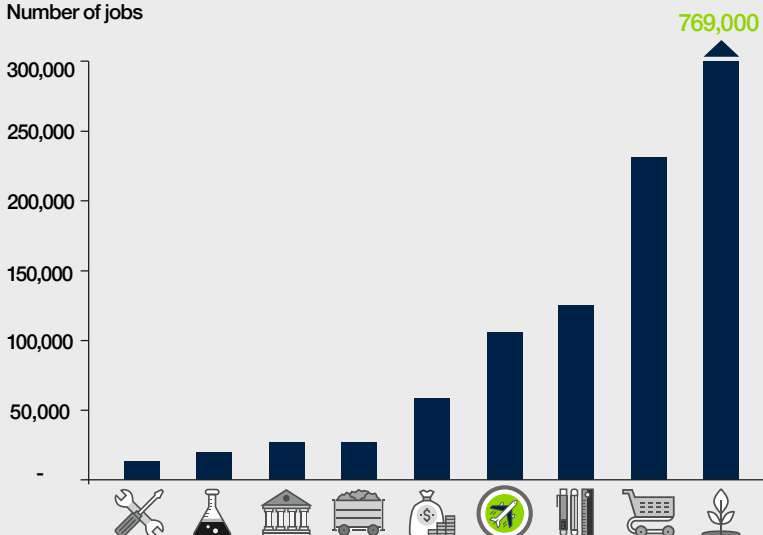
Global GDP Impact by Industry

Share of total economy GDP



Global Direct Employment by Industry in 2014

Number of jobs



Employment

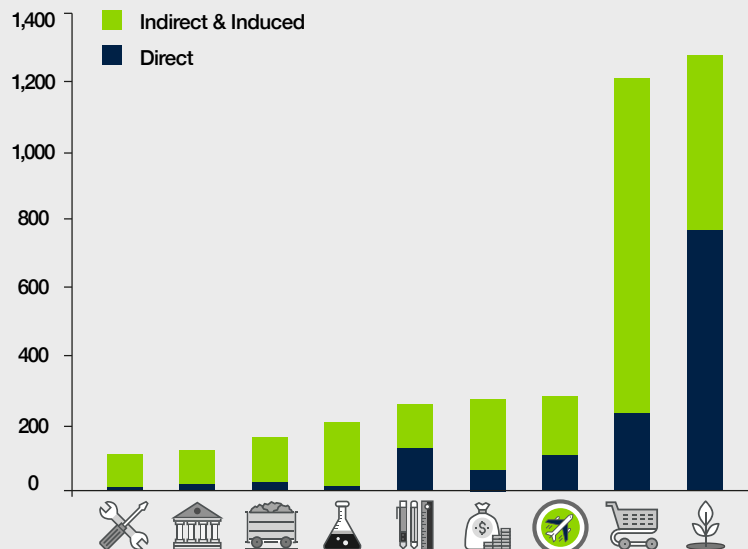
Global Direct Employment

- In terms of employment, the importance of Travel & Tourism is even more pronounced.
- With **105 million** people directly employed in 2014, Travel & Tourism directly employs:
 - 7 times more than automotive manufacturing
 - 5 times more than the global chemicals industry
 - 4 times more than the global banking industry
 - 4 times more than the global mining industry
 - 2 times more than the global financial services industry



Global Employment Impact by Industry

2014, millions



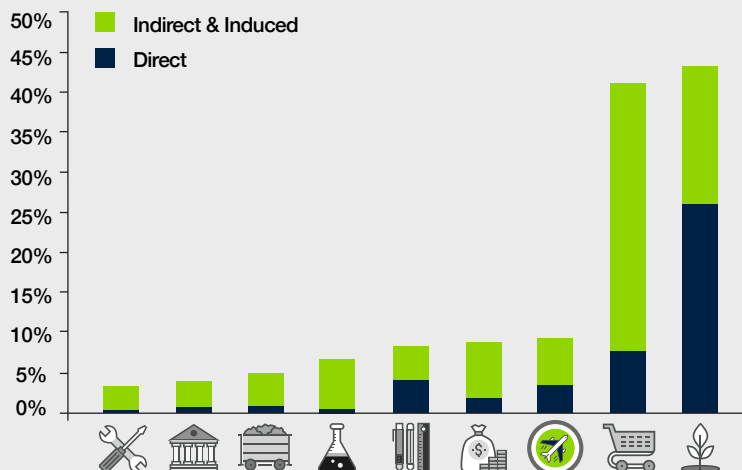
Global Total Employment

- With a total impact of **9.4%** of world employment, Travel & Tourism is one of the leading job creators in the world.
- Travel & Tourism sustained **277** million jobs in 2014. This exceeds the jobs impacts of every sector studied in this research except for the retail and agriculture sectors.



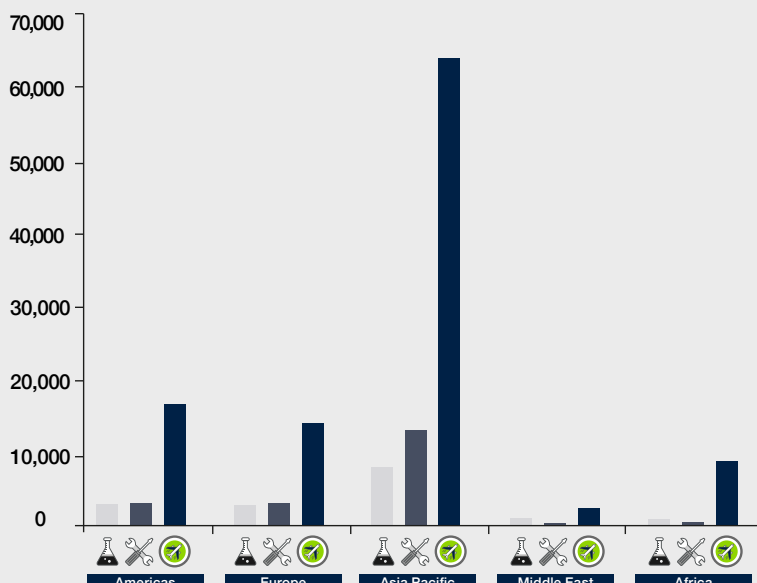
Global Employment Impact by Industry

Share of total economy employment



Direct Employment in 2014

(000s)

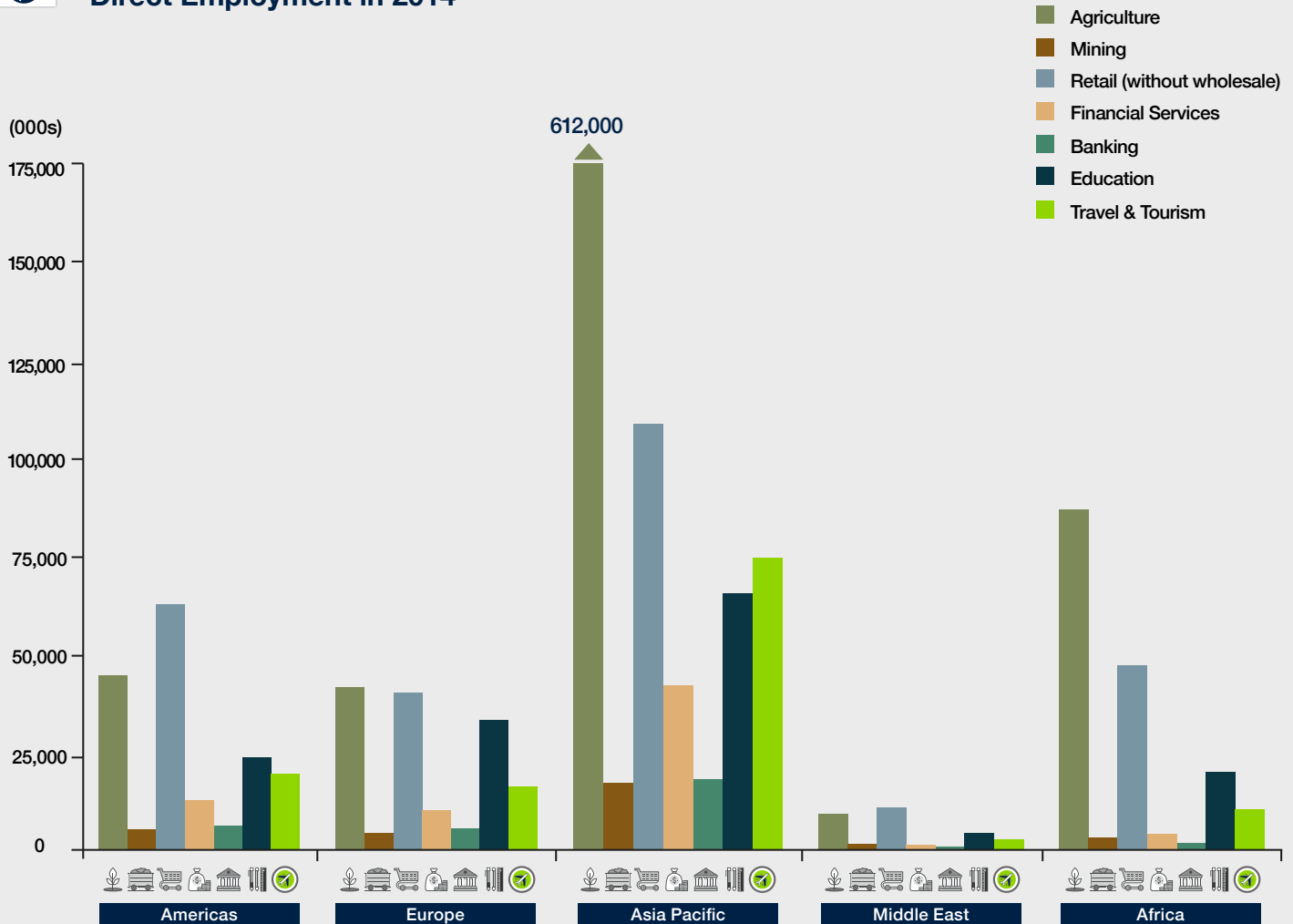


Regional Employment

- Travel & Tourism directly sustains more jobs than the automotive and chemicals manufacturing industries combined across every region of the world.
- Travel & Tourism employment in Europe – reaching **14 million** in 2014 – exceeds auto manufacturing by a factor of nearly **5**.
- In Asia, there are more than eight times as many Travel & Tourism jobs as auto manufacturing jobs and nearly five times as many chemicals manufacturing jobs.

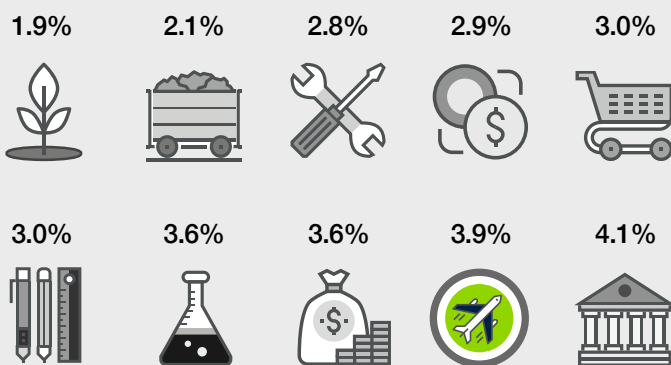


Direct Employment in 2014



World GDP Forecast by Industry

CAGR% 2015-2025



- In every region of the world, Travel & Tourism directly sustains more jobs than the financial services, banking, mining and education sectors.

World GDP Growth

- The Oxford Economics global industry model projects Travel & Tourism direct industry GDP to grow **3.9%** per annum (compound annual growth) over the next decade.
- This is greater growth than forecast for every sector studied in this research except for retail. Travel & Tourism will outpace the total global economy, which Oxford Economics expects to grow **2.9%** per annum through 2025.

Methodology

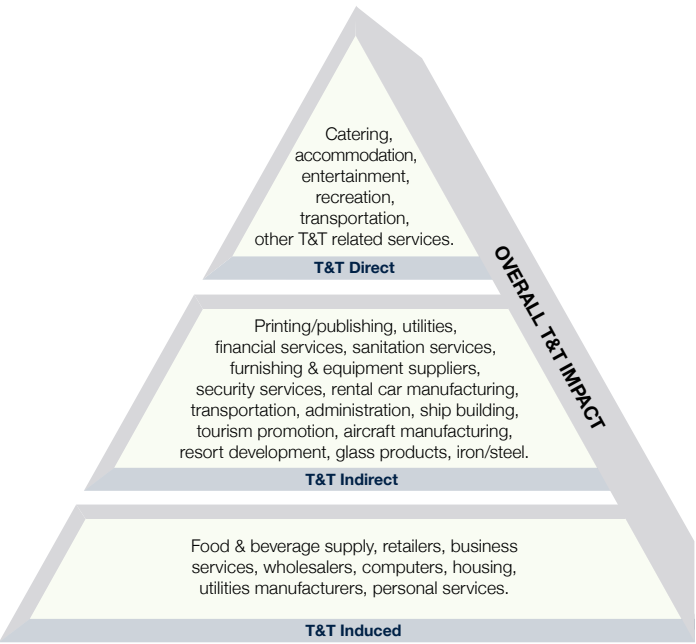
The World Travel & Tourism Council (WTTC) has spearheaded global analysis of the economic importance of the sector for over 20 years. This research has established the contribution of Travel & Tourism on an ongoing basis to over 180 countries in absolute size, share of the economy, and growth.

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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