



TRAVEL & TOURISM
**ECONOMIC
IMPACT 2021**

**GLOBAL ECONOMIC IMPACT
& TRENDS 2021**

JUNE 2021

ECONOMIC
IMPACT &

GLOBAL TRENDS

2021

185 + 25
countries world regions
analysed in this research

Travel & Tourism GDP (percentage of global GDP)

2019: **10.4%** 2020: **5.5%**

Total Travel & Tourism GDP change in 2020

-49.1%
-\$4.5 trillion GDP loss

Jobs supported by Travel & Tourism

2019: **334m** 2020: **272m**
1/10 of global employment 1/11 of global employment

2014-2019: **1/4** 2020: **-62m**
of all global net new jobs were created by Travel & Tourism Job losses

“The proactive action of some governments around the world has effectively enabled the sector to save millions of jobs and livelihoods at risk through retention schemes, without which the figures would be significantly worse. Yet, with the sector’s contribution to GDP plunging by almost 50% in 2020, the support from public leaders remains more crucial than ever.”

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The COVID-19 pandemic has taken a significant toll on communities across the world and has had a devastating effect on Travel & Tourism. For 30 years, the World Travel & Tourism Council (WTTTC) has been quantifying the economic impact of Travel & Tourism, highlighting the importance of the sector to the global economy. The 2021 annual research which covers **185 countries and economies, and 25 regions of the world**, reveals the full extent and significance of the COVID-19 crisis to the sector in 2020.

The effect of COVID-19 has emphasised the tremendous importance and positive contribution of Travel & Tourism. It enables socio-economic development, job creation, poverty reduction, driving prosperity and significant positive social impact, including providing unique opportunities to women, minorities, and youth. The benefits of Travel & Tourism spread far beyond its direct impacts in terms of GDP and employment; with indirect gains spreading through the entire ecosystem and the supply chain linkages to other sectors. In 2019, Travel & Tourism was one of the world's largest sectors, accounting for **10.4% of global GDP (USD 9.2 trillion), 10.6% of all jobs (334 million)**, and was responsible for creating **1 in 4 of all new jobs** across the world. Moreover, international visitor spending amounted to USD 1.7 trillion in 2019 (6.8% of total exports, 27.4% of global services exports).

As a result of COVID-19 and the ongoing restrictions to international mobility, the Travel & Tourism sector **suffered losses of almost USD 4.5 trillion**, with its global contribution to GDP declining by 49.1% compared to 2019 to reach only USD 4.7 trillion in 2020; relative to a 3.7% GDP decline of the global economy. Domestic visitor spending decreased by 45%, whilst international visitor spending fell by an unprecedented 69.4%.

In 2020, **62 million jobs were lost**, leaving just 272 million employed across the sector globally. This 18.5% decrease was felt across the entire Travel & Tourism ecosystem, with Small and Medium Sized Enterprises (SMEs), which make up 80% all global businesses in the sector, being particularly affected.

Women, youth, and minorities have been disproportionately affected during the pandemic, while the threat of employment destruction persists. Millions of the remaining 272 million jobs that are currently supported by government retention schemes and reduced hours, could be lost without a full recovery of the Travel & Tourism sector.

The proactive action of some governments around the world has effectively enabled the sector to save millions of jobs and livelihoods at risk through retention schemes; without which the figures would be significantly worse. Yet, with the sector's contribution to GDP plunging by almost 50% in 2020, the support from public leaders remains more crucial than ever.

While government support has been instrumental throughout this crisis, international coordination is more crucial than ever. **The swift recovery of the sector will only be possible if leaders and public officials have a coordinated response to the resumption of international travel**, including clear roadmaps, rules, and mobility protocols, providing certainty and restoring consumer confidence. We must learn to co-exist with the virus, managing the risk, offering a safe travel experience and easing the restrictions. This is all possible through a comprehensive solution including an aggressive global vaccination rollout, a comprehensive testing regime for all non-vaccinated travellers, the elimination of quarantines and continued health and hygiene protocols, including mask wearing. Our research shows that **if international mobility and travel is resumed by June this year, the 62 million jobs lost in 2020 could return before the end of 2022**, therefore powering global economic recovery.

WTTTC believes that effective policy and recommendations are made with reliable and accurate data, which is crucial for decision making. That is why WTTTC continues to engage with governments and the private sector to share information and provide data to enable leaders to build a clear path to recovery, which will enable the sector to once again support the millions of livelihoods including those affected by the pandemic.



Virginia Messina
Senior Vice-President of Advocacy
World Travel & Tourism Council

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1 2020 GLOBAL OVERVIEW

1.1 Travel & Tourism GDP



Figure 1: Economic Impact Timeline, 2000-2020

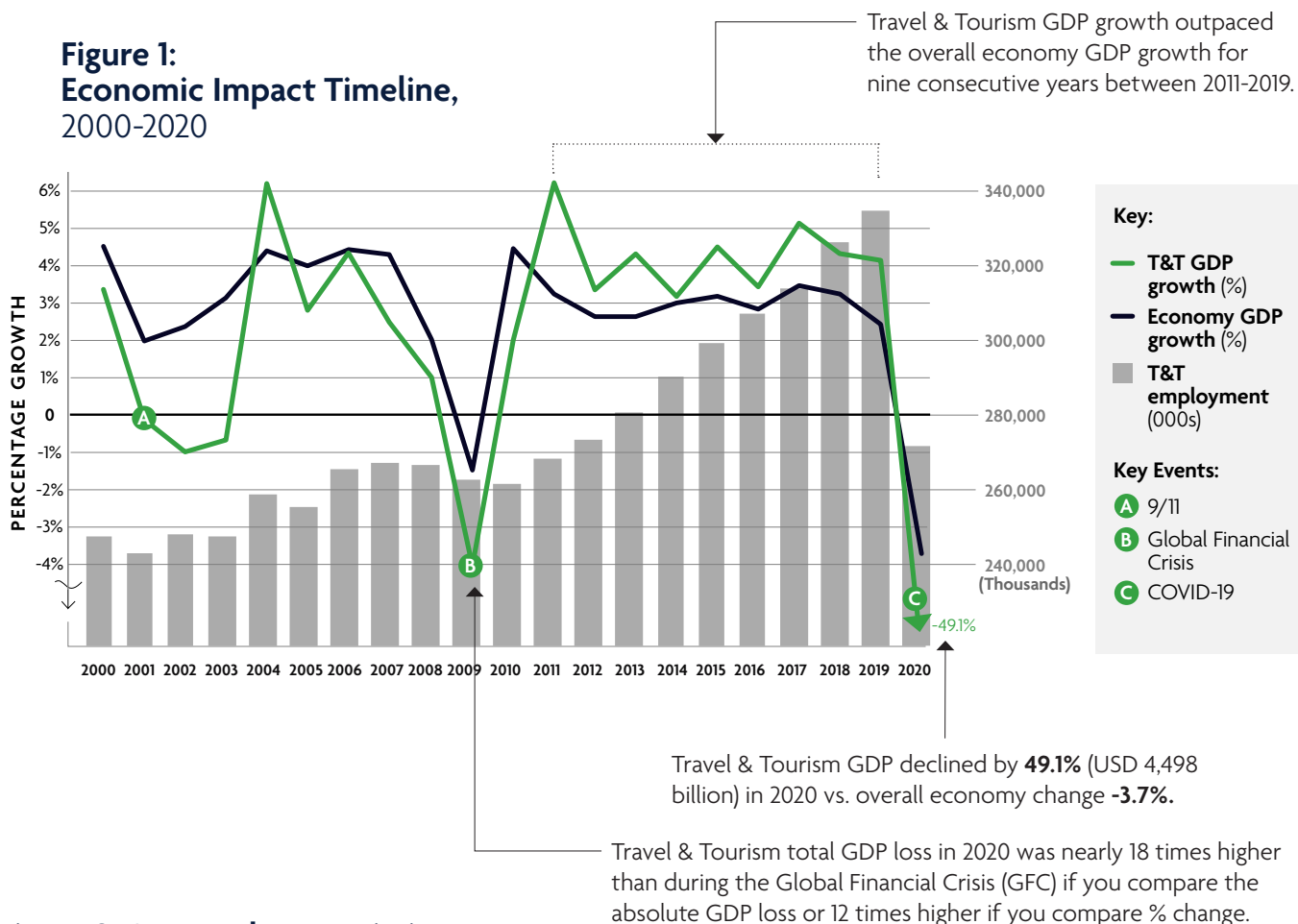
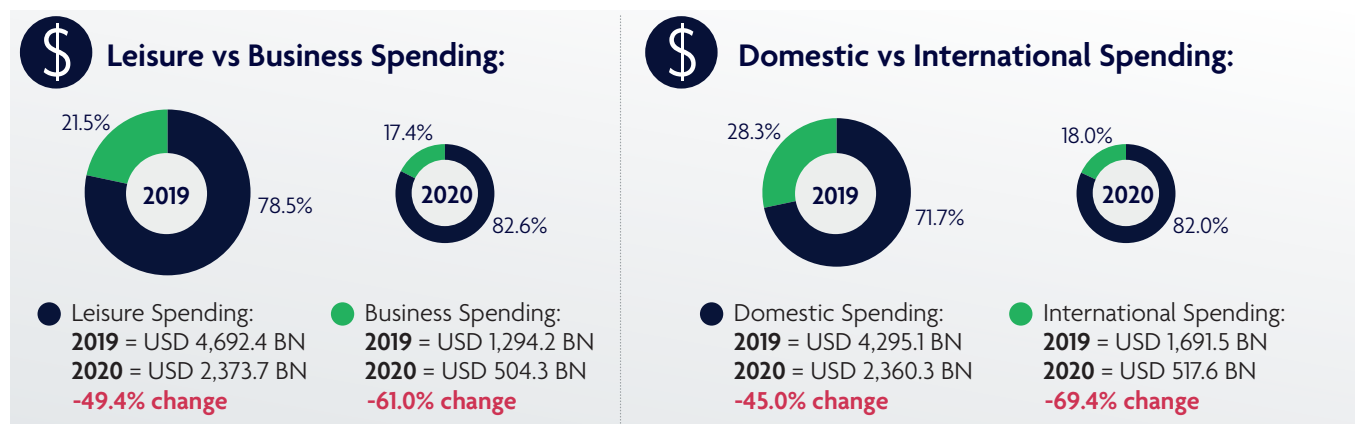


Figure 2: Sector characteristics



While domestic visitor spending decreased by **45%**, international visitor spending declined by an unprecedented **69.4%** due to ongoing travel restrictions. This led to domestic visitor spending gaining the share of overall Travel & Tourism spending from **72%** of the total in 2019 to **82%** in 2020. In parallel, leisure spending decreased by **49.4%**, a smaller decline than business spending which dropped by **61%**.

1.2 Travel & Tourism employment



Over the last decade, Travel & Tourism has been an important driver for job creation and a dynamic engine of employment opportunities. In 2019, the sector supported **334 million jobs (10.6% of all jobs)** and was responsible for creating **1 in 4 of all net new jobs** across the world between 2014-2019.

Prior to the pandemic, Travel & Tourism was one of the most diverse sectors globally, with:

- **Women accounting for 54% of Travel & Tourism's employment worldwide.**^{1,2}
- The sector having almost **twice as many women employers as other sectors.**³
- Travel & Tourism **employing a higher share of youth than the overall economy.** In fact, youth employment reached around 30% in Canada, the United States, and the UK, more than double that of the broader economy.

In 2020, 62 million jobs were lost, leaving just 272 million employed across the sector globally. This **18.5% decrease** was felt across the entire Travel & Tourism ecosystem, with Small and Medium Sized Enterprises (SMEs), which make up 80% of all global businesses in the sector, being particularly affected. Moreover, this decrease has disproportionately impacted SMEs, women, youth, and minorities. According to the UN Women report, **40% of all employed women work in the hardest hit sectors**, compared to 36.6% of employed men. What is more, outside of formal employment, women already did three times more unpaid work than men before the pandemic; a figure which has increased significantly in the pandemic.

The threat of employment destruction persists. **Millions of the remaining jobs, that are currently supported by government retention schemes and reduced hours, could be lost without a full recovery of the Travel & Tourism sector.**

1. Due to the lack of sex-disaggregated data on employment in the tourism sector as a whole, employment data on 'accommodation and food services' activities has been used as a proxy for tourism employment.

2. UNWTO (2019), Global Report on Women in Tourism, 2nd Edition

3. UNWTO (2019), Global Report on Women in Tourism, 2nd Edition

1.3 Global Comparison

Figure 3: Regional Overview, 2019

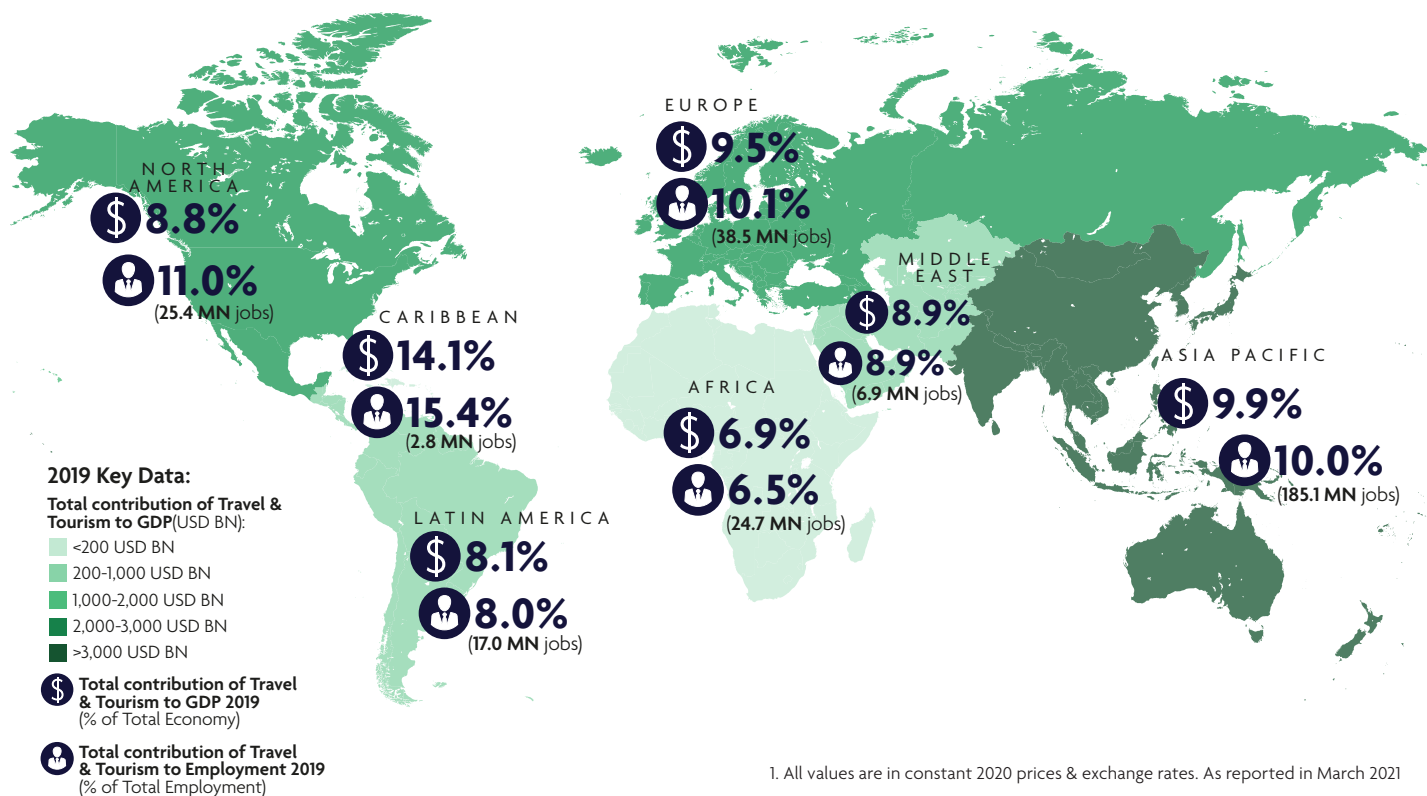


Figure 4: Regional Performance, 2020

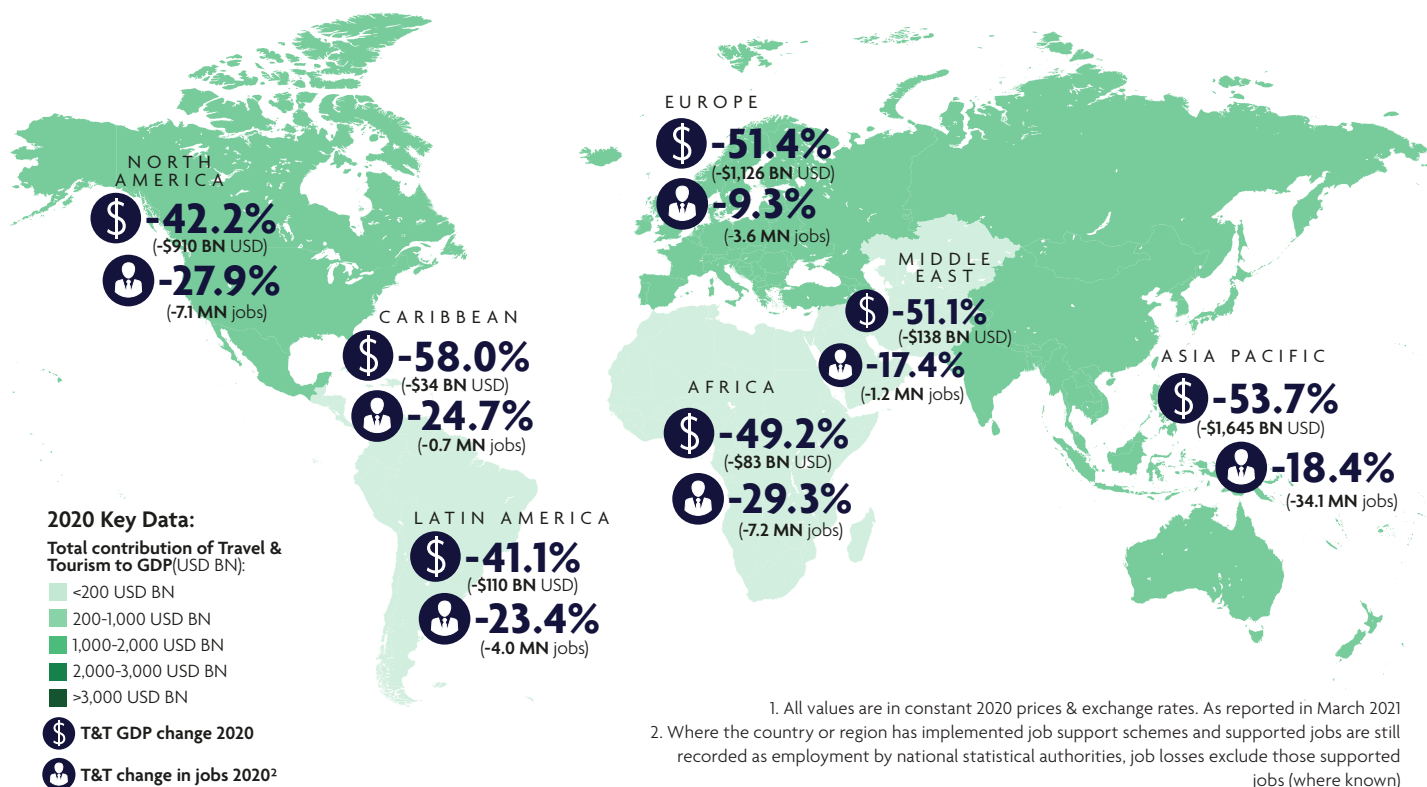


Figure 5: Sub-regional T&T GDP change, 2020 vs. 2019

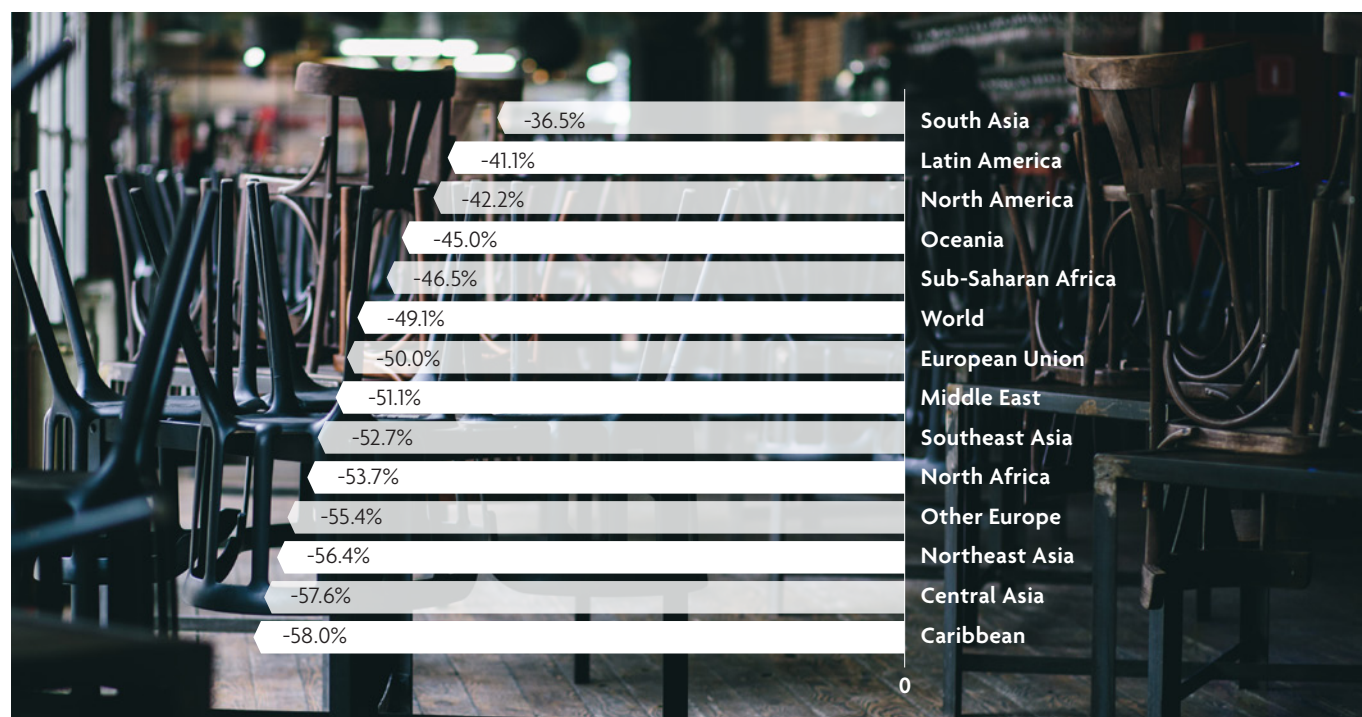


Figure 6: G20 Countries: Select Travel & Tourism Indicators

	T&T contribution to GDP (US\$ BN)		T&T % of GDP		T&T GDP change (%)	Share of Total T&T Spending 2020		T&T Spending Change 2020 (%)	
	2020	(2019)	2020	(2019)	2020	Domestic	International	Domestic	International
1 United States	1,103.7	1869.7	5.3	8.6	-41.0	93.9	6.1	-37.1	-76.7
2 China	667.2	1665.6	4.5	11.6	-59.9	88.0	12.0	-60.8	-66.3
3 Japan	234.9	373.0	4.7	7.1	-37.0	94.6	5.4	-30.3	-82.9
4 Germany	208.8	393.1	5.5	9.8	-46.9	88.4	11.6	-47.3	-57.9
5 Italy	132.2	269.8	7.0	13.1	-51.0	80.6	19.4	-49.6	-62.0
6 France	123.2	240.5	4.7	8.5	-48.8	67.1	32.9	-49.8	-52.9
7 India	121.9	191.3	4.7	6.9	-36.3	89.0	11.0	-30.7	-61.0
8 United Kingdom	115.0	305.0	4.2	10.1	-62.3	85.4	14.6	-63.2	-71.6
9 Mexico	91.2	175.6	8.5	15.0	-48.1	85.0	15.0	-48.0	-49.3
10 Australia	81.4	149.1	6.0	10.7	-45.4	91.0	9.0	-41.0	-77.2
11 Brazil	78.0	115.7	5.5	7.7	-32.6	94.4	5.6	-35.6	-39.1
12 Spain*	75.4	202.1	5.9	14.1	-62.7	63.2	36.8	-50.7	-78.2
13 Canada	52.4	111.6	3.2	6.4	-53.0	81.2	18.8	-51.0	-71.1
14 Saudi Arabia	48.5	79.2	7.1	9.8	-38.8	66.2	33.8	-30.9	-80.4
15 Russia	40.1	75.5	2.7	4.9	-47.0	82.5	17.5	-43.9	-69.6
16 South Korea	39.9	73.2	2.4	4.4	-45.5	67.9	32.1	-34.0	-68.0
17 Turkey	35.5	77.6	5.0	11.0	-54.2	47.2	52.8	-41.8	-65.2
18 Indonesia	34.5	64.7	3.2	5.9	-46.6	78.4	21.6	-35.2	-78.4
19 Argentina	24.3	38.9	6.5	9.4	-37.5	91.7	8.3	-35.1	-66.7
20 South Africa	11.1	22.1	3.7	6.9	-49.8	66.7	33.3	-42.8	-66.0

* Spain is included here as it is invited to G20 events as a permanent guest.



2

REGIONAL
HIGHLIGHTS

2.1 THE AMERICAS



Travel & Tourism
contribution to GDP:

2019

USD **2,482BN**

2020

USD **1,429BN**

-42.4%

Travel & Tourism GDP
change 2020 vs 2019



Contribution to
employment:

2019

45.2M jobs

2020

33.4M jobs

With a 42.4% decline in Travel & Tourism GDP in 2020, Americas was the least affected major region globally. As a result, it remained the largest region in terms of its economic importance, accounting for **35% of global direct Travel & Tourism GDP**. While domestic spending dropped by 38.9%, international spending saw a significantly sharper decline at 72.1% due to travel restrictions. This led to domestic visitor spending growing its share of overall Travel & Tourism spending from 82% of the total in 2019 to 91% in 2020. Meanwhile, Travel & Tourism employment fell by 26%, equating to 11.8 million job losses.

Despite dropping by 41%, **the US remained the largest Travel & Tourism economy in the world** (See League Tables in chapter 4), and as such the country's recovery plays an important role in the rebound of the sector on a global level. In fact, the US Travel & Tourism sector is steadily moving towards recovery, in part due to the efforts of the Biden administration. The USD 14 billion allocated to airlines, as stipulated in the American Rescue Plan Act of 2021, coupled with the rapid pace of vaccine rollouts, presents opportunities for companies within the sector to regain losses and reinstate jobs. Meanwhile, Mexico remained the second largest Travel & Tourism economy in the region despite its Travel & Tourism GDP dropping by 48.1%.

While North America and Latin America performed better than most other sub-regions, declining by 42.2% and 41.1% in 2020 respectively, **the Caribbean region suffered disproportionately more with Travel & Tourism GDP dropping by 58%** due to its strong reliance on international tourism which decreased significantly. Within the Caribbean, some of the worst affected countries were St Kitts and Nevis which saw a steep decline of 72.3%, and St Lucia which experienced a decline of 71.7%. The Bahamas, UK Virgin Islands and St Vincent and the Grenadines all faced harsh losses, with declines of 68%, 67.6% and 67%, respectively, demonstrating the importance of international inbound travel to these economies. With Travel & Tourism accounting for a large share of the overall economy in many Caribbean countries (see Figure 7 below), the sector will play a key role in driving the socio-economic recovery of the region post COVID-19.

Figure 7: Top 10 Caribbean economies in terms of Travel & Tourism's relative contribution to GDP in 2019 and 2020

2019:

Rank	T&T % of total economy GDP
1 Aruba	69.2
2 St Lucia	68.1
3 US Virgin Islands	53.6
4 St Kitts and Nevis	52.0
5 The Bahamas	44.4
6 Anguilla	43.4
7 St Vincent and the Grenadines	41.7
8 Grenada	40.7
9 Antigua and Barbuda	40.5
10 UK Virgin Islands	38.6

2020:

Rank	T&T % of total economy GDP
1 Aruba	44.0
2 St Lucia	28.7
3 US Virgin Islands	27.1
4 Antigua and Barbuda	23.3
5 St Kitts and Nevis	22.0
6 The Bahamas	20.0
7 Barbados	17.9
8 Grenada	16.6
9 St Vincent and the Grenadines	16.4
10 Anguilla	15.7



2.2 AFRICA



Travel & Tourism
contribution to GDP:

2019

USD **169BN**

2020

USD **86BN**

-49.2%

Travel & Tourism GDP
change 2020 vs 2019



Contribution
to employment:

2019

24.7M jobs

2020

17.5M jobs

Travel & Tourism GDP in Africa dropped by 49.2% in 2020, in line with the global average. While domestic spending declined by 42.8%, international spending saw a steeper contraction at 66.8%. **In terms of employment losses, Africa suffered disproportionately more than other regions**, with jobs contracting by 29.3% (7.2 million).

Comparing the economic performance of sub-regions, Sub-Saharan Africa fared better than North Africa with Travel & Tourism GDP declining by 46.5% and 53.7% respectively.

The largest African economies in terms of Travel & Tourism contribution to GDP in 2020 remained unchanged compared with 2019 – Egypt (USD 14.4 billion), South Africa (USD 11.1 billion), and Nigeria (USD 11.0 billion) leading the rankings, despite witnessing Travel & Tourism GDP contractions of 55%, 49.8% and 39.3% respectively.

Prior to the pandemic, **Travel & Tourism revenues were instrumental in the restoration and expansion of natural parks and the protection of wildlife** in many African countries, and in supporting local communities' livelihoods through tourism projects. In the case of Rwanda, for instance, where Travel & Tourism GDP grew by a remarkable 25.3% in 2019, the government prioritised sustainable tourism, with real and tangible impacts both in terms of community development and conservation. In the area of conservation, high-value tourism permits generated over USD 18 million per year, contributing to the re-population of gorillas from a mere 254 in 1981 to 600 in the National Park today. With COVID-19 related restrictions keeping tourists away, the impact on local communities, the wildlife and the environment has been devastating. Therefore, the safe restart of international mobility is essential given the sector's potential to once again play a significant role in enhancing social impact.

2.3 ASIA-PACIFIC



Travel & Tourism
contribution to GDP:

2019

USD **3,061BN**

2020

USD **1,417BN**

-53.7%

Travel & Tourism GDP
change 2020 vs 2019



Contribution to
employment:

2019

185.1M jobs

2020

151M jobs

Asia-Pacific was the fastest growing region in 2019 with Travel & Tourism GDP growing by 7.4%. This was driven by the continued growth in middle income households, visa facilitation, improved connectivity, investment in infrastructure, and governmental prioritisation of the sector.

In 2020, however, due to COVID-19 related restrictions, it was the worst performing region, with the sector's contribution to GDP dropping by 53.7%. International spending was particularly affected, falling by 74.4% as many countries closed their borders to inbound tourists. Meanwhile, domestic spending witnessed a lower decline at 48.1%. In effect, domestic visitor spending grew its share of overall Travel & Tourism spending from 74% of the total in 2019 to 85% in 2020. Across the region, Travel & Tourism employment fell by 18.4%, equating to 34.1 million jobs. Despite this decline, **Asia-Pacific remains the largest region for the sector's employment in 2020, accounting for 55% (151 million) of all global Travel & Tourism jobs.**

The economic performance was uneven across sub-regions, with declines in Travel & Tourism GDP ranging from 36.5% in South Asia to 56.4% in Northeast Asia and 57.6% in Central Asia. While Travel & Tourism GDP declined by an unprecedented 59.9% in China, compared with the regional average fall of 53.7%, the country remained the second largest Travel & Tourism economy globally and first in the Asia-Pacific region, accounting for nearly half (47.1%) of the regional total GDP. Meanwhile, with Travel & Tourism GDP declining by 36.3% in 2020 (lower than regional and global average decline), India rose two places in global rankings from ninth to seventh position.

The decline in domestic visitor spending was lower than the global average of 45% in several countries in the Asia-Pacific region including, Thailand (-28%), Vietnam (-28.2%), Japan (-30.3%), New Zealand (-30.4%), India (-30.7%), Malaysia (-32.7%), South Korea (-34%), Indonesia (-35.2%), Philippines (-35.5%) and Singapore (-36.1%). In many of these countries, this is due to the initiatives and fiscal support provided by governments to stimulate people into booking domestic trips. The Thai government, for instance, announced a trio of domestic tourism packages worth 22.4 billion Baht (USD 722 million) in June 2020. The packages offered subsidised accommodation, food, attractions, and flights, with domestic tourists paying 60% of the actual costs. Health workers also received a 2,000 Baht (USD 65) subsidy to use on booking a holiday with a tour company. Another initiative was the Tourism Authority of Thailand's (TAT) two-month 'Amazing Thailand Grand Sale 2020 – Non-Stop Shopping' promotion with discounted flights, ground travel and hotel stays.

2.4 EUROPE



Travel & Tourism
contribution to GDP:

2019

USD **2,191BN**

2020

USD **1,065BN**

-51.4%

Travel & Tourism GDP
change 2020 vs 2019



Contribution
to employment:

2019

38.5M jobs

2020

34.9M jobs

Travel & Tourism GDP declined by 51.4% in 2020 due to ongoing mobility restrictions linked to COVID-19. While domestic spending declined by 48.4%, international spending fell at a sharper rate of 63.8%. The fall in international receipts, however, was below the average global decline of 69.4% - driven in part by some intra-European travel. As a result, **Europe remained the top region globally in terms of international visitor receipts.**

As in other regions, certain European governments helped **minimise the decline in domestic spending through stimulus initiatives.** Italy, for instance, implemented the 'Italy Cure' rescue plan in May 2020, which included a 'holiday bonus' of up to EUR 500 that low-income families could spend on tourism accommodation. Further support announced in August included grants for tourist activities open to the public in the historic centres of art cities, and EUR 15 million for tourism promotion. Visit Sicily launched the 'See Sicily' voucher scheme, offering tourists to the island a discount on flights, a free night's stay, a free tour, and entry to a cultural attraction.

Travel & Tourism employment fell by 9.3%, equating to 3.6 million jobs; however, the situation could have been far worse if it were not for the government's prompt action, which introduced job retention schemes to save millions of jobs under threat. In fact, **job protection schemes** were introduced in many European countries, including the largest Travel & Tourism economies such as France, Germany, Italy, Spain, and the United Kingdom, with different levels of support. The UK's Job Retention Scheme brought significant relief to millions of employees across the UK whose jobs have been sustained. The furlough scheme, as it is also known, has been in place since March 2020 and will end in September 2021. For most of this period, the grant covered 80% of wages up to GBP 2,500 (USD 3,500) for employees kept on payroll but with no work, as well as national insurance and pension contributions. Between March 2020 and mid-February 2021, 11.2 million jobs were furloughed across the UK, with GBP 53.8 billion paid out across the country. A similar scheme was also set up for the self-employed.

In terms of the global rankings (see League Tables below), some European countries improved while others fell in the rankings. Germany dropped one place from third to fourth position, following a 46.9% drop in the sector's contribution towards GDP. Meanwhile, Italy rose one place from sixth to fifth, despite experiencing a 51% fall in GDP contribution. Notably, France, one of the key destinations globally in terms of international visitor arrivals, rose one position from seventh to sixth, despite its contribution to GDP falling by almost half (48.8%). Meanwhile, the UK, which in 2019 ranked as the world's fifth biggest Travel & Tourism market, fell three places to number eight, sustaining a GDP fall of 62.3%. A combination of stringent lockdowns, continuing travel restrictions and damaging quarantines caused it to suffer the biggest collapse of the 10 largest Travel & Tourism markets. What is more, the Netherlands rose two places from 15th to 13th position following a 36.5% drop in Travel & Tourism GDP (below the regional and global average decline), while Switzerland joined the top 20 largest Travel & Tourism economies following a GDP decline of 35.4%.

While Spain was the top country in Europe and third worldwide for international visitor spending in 2019, it fell three places in 2020 and was overtaken by France, Germany, and Italy. In fact, international visitor spending experienced an unprecedented drop of 78.2%, in part due to restrictions in the country's key source markets such as the UK.

2.5 MIDDLE EAST



Travel & Tourism
contribution to GDP:

2019

USD **270BN**

2020

USD **132BN**

-51.1%

Travel & Tourism GDP
change 2020 vs 2019



Contribution to
employment:

2019

6.9M jobs

2020

5.7M jobs

The Middle East was the second fastest growing region in 2019, behind Asia-Pacific, with Travel & Tourism GDP growing by 3.2%. This growth was largely driven by Saudi Arabia, the region's largest country in terms of Travel & Tourism GDP. With growth reaching 11.7% in 2019, **Saudi Arabia was the fastest growing country not only in the Middle East but amongst all G20 economies in 2019**. This incredible growth was the result of an ambitious strategy 'Vision 2030' to drive the transformation of the Travel & Tourism sector, which included the launch of the tourism enabling country to welcome international leisure tourists.

However, regional Travel & Tourism contribution to GDP in the Middle East decreased significantly in 2020, dropping by 51.1%, compared to the average global decline of 49.1%. While domestic spending declined by 42.8%, international receipts saw a much steeper fall of 70.3%. The region, which was highly reliant on international tourism in 2019, saw international spending as a share of total Travel & Tourism spending decline from 62% of the total in 2019 to 46% in 2020. Meanwhile, domestic spending grew in share, from 38% of the total in 2019 to 54% in 2020.

In 2020, Travel & Tourism employment fell by 17.4%, equating to 1.2 million jobs. In Saudi Arabia, employment decreased by 10.1%, while the drop in the Kingdom's domestic travel spending was 30.9%. Across both indicators, the declines were less severe than in the rest of the Middle East. To minimise the effect of COVID-19, the Saudi government introduced several support and recovery measures that are likely to have helped. A subsidy worth SAR 9 billion (USD 2.4 billion) supported the salaries of Saudis in the private sector, including Travel & Tourism. Tourism fees were dropped, and training programmes in July 2020 were organised to coincide with a 'Saudi Summer Season' marketing campaign designed to stimulate domestic travel to ten destinations.

Meanwhile, in the UAE, Travel & Tourism GDP contracted by 60.3%, a steeper decline compared with regional and global average, mainly due to country's strong reliance on international spending which witnessed a significant drop.

3 KEY THEMES



3.1 To Recovery & Beyond: The Trends Ahead



While the road ahead may appear uncertain, we anticipate that the challenges along the way can be converted into opportunities in Travel & Tourism. The sector will pivot and adapt to ultimately return stronger. Through our report *To Recovery & Beyond*, we identified the trends already gaining traction and explored the shifts that may be required to sustain Travel & Tourism in the future.

From a demand perspective, COVID-19 is transforming traveller inclinations and behaviours toward **the familiar, predictable, trusted**, and even low risk. **Domestic and regional vacations, extensive research and planning, and the outdoors will reign in the short-term**, with tourism businesses and destinations already adapting accordingly. Proactive communication will be key to spur demand. Though the longevity of these shifts is still unknown, the Travel & Tourism sector has a unique opportunity to rethink and refresh prevailing business models, in partnership with local communities.

Health & safety are paramount in this new era. Personal experiences, the fear of changing entry regulations, concerns for physical distancing and having flexible cancellation policies will guide consumer behaviour in the short- to mid-term. Businesses will have to collaborate even more closely with their extended value chains, especially employees and suppliers, to ensure readiness and the implementation of likeminded protocols. In this context, trust, between travellers and employees, businesses and suppliers, and visitors and local communities, will be a leading engine in the recovery of the Travel & Tourism sector.

COVID-19 is proving to be a catalyst in the Travel & Tourism sector's quest for innovation and the integration of new technologies. Amid stay-at-home orders, digital adoption and consumption are on the rise, with consumers now expecting contactless technologies, among others, as a basic prerequisite for a safe and seamless travel experience. Cybersecurity is only becoming more important, particularly as remote work becomes the norm and as identities are digitised. **Time and time again, the disruption of the Travel & Tourism sector has led to a wave of innovation, followed by growth.** While digitisation and innovation offers tremendous opportunities for Travel & Tourism's growth, which should be embraced, precautions are needed to make sure employees and local communities are not left behind.

From widespread unemployment and anti-racism movements to the restoration of natural habitats, **the world has been reinvigorated to tackle social, environmental, and institutional sustainability.** In particular, heightened public awareness of wildlife markets and poaching has boosted advocacy for wildlife and biodiversity protections. Businesses and governments are facing growing scrutiny, not only of their environmental track record but also of their support for diversity and inclusion. This is the time for the Travel & Tourism sector to seize the moment and enact meaningful changes that will transform the world and make a lasting difference for future generations.

Ultimately, **greater cooperation and international coordination is essential for the sector's survival.** Multistakeholder collaboration will be needed to ease the burden on the traveller, with public-private-community partnerships as a key to success. Through this transition, individual competitive advantage should take a backseat to restoring travellers' overall sense of safety and comfort in Travel & Tourism.

In this new context, transparency in communications will become even more important. Although the recovery of Travel & Tourism has started domestically and regionally, **it is essential to re-open international travel as swiftly as possible to ensure the sector's recovery.** As the sector moves to full recovery, an international framework for testing and digital health passes will be key in the short to medium term.

Ultimately, such an approach will enable the sector to remain an architect of job creation with tremendous social benefits and impact that makes a lasting difference to the millions of people whose lives and livelihoods depend on it.

3.2 Be United & Clear In The Midst Of Chaos

Within a few months in 2020, COVID-19 altered our life in the way we interact, work, and connect with one another. Seemingly overnight, countries halted international travel with many going into lockdown. The impact on Travel & Tourism has been devastating, with 62 million jobs lost in 2020 in the sector and businesses around the world struggling to stay afloat.

As we start seeing the light at the end of the tunnel and work to accelerate the resumption of international travel, **it is essential to rebuild trust**. While the pent-up demand is significant, **changing restrictions have affected consumer confidence to book**. A significant challenge in the last year for travellers has been the ever-changing and patchwork approach to travel policies. This has led to significant confusion for travellers who feel lost in a sea of information and misinformation.

To support the sector's recovery, there is a need for a coordinated, consistent, and transparent approach to enable safe travel. In this context, **WTTC, alongside its Members, governments, health experts and other industry associations, worked together to develop harmonised and effective Safe Travels protocols** for 11 industries across the Travel & Tourism sector to accelerate the recovery. The Safe Travels protocols highlight the importance of taking a risk-based approach to policies which should be re-evaluated and adapted to protect staff and travellers alike. Moreover, when more effective, suitable, less disruptive, and scientifically supported measures become available, these should be implemented at the earliest opportunity, with defunct measures being removed.

Having harmonised and clear health & hygiene protocols supports the sector in rebuilding traveller confidence, by providing travellers with the assurances of a safe, secure, and seamless experience. Indeed, if every destination or company has different standards, travellers will find it difficult to keep up. In fact, more than 55% of North American leisure travellers said that reassurance that the property is "doing extra sanitising" would be the most likely factor to persuade them to book a future vacation.

Ultimately, for travellers to have peace of mind, they will need to trust travel operators and feel that they have all the information they need to make a decision for themselves. As we look to the future, let's not compete on health and hygiene, but rather align and elevate the whole sector to turn wanderlust into reality for millions of travellers.



3.3

Building Back Better: Sustainably & Inclusively



While COVID-19 devastated the Travel & Tourism sector, it also emphasised the urgency of “building back better” on solid foundations, with sustainability and stewardship – a responsibility to take care of the planet and its inhabitants – front and centre. There has been **growing awareness around climate, environmental and social issues**, from sustainable destination development to waste management, climate neutrality, inclusivity, and mental wellbeing across the world. It is increasingly clear that we should respond with the same urgency and vigour to the climate crisis as we are to COVID-19, not only on ethical grounds, but also because **the travellers of tomorrow will demand it**.

In this context, WTTC worked closely with its Members to strengthen and advance its sustainability agenda. A key milestone was the establishment of a Member-driven Sustainability Committee and Sustainability Taskforce, comprised of CEOs and sustainability experts respectively, to identify joint priorities and develop associated workstreams. The resulting Sustainability Strategy focuses on three core pillars, notably climate, environment, and social issues, with an emphasis on evidence to drive meaningful action.

WTTC continues to leverage its **strategic partnerships with key organisations such as Harvard, UNEP, and UNFCCC** to advance issues ranging from sustainability leadership to plastics waste management and illegal wildlife trade, amongst others. Focusing on the impact on people, WTTC also launched guidelines on key social issues such as diversity & inclusion and mental health, which have had a particular salience during the COVID-19 pandemic.

As the sector comes together to build back better, WTTC is committed to supporting countries, destinations, and communities in recovering from the impacts of COVID-19, while fulfilling the sector’s potential as a vital tool in achieving a long-term sustainable and inclusive future.



3.4

Uniting The World For Recovery

The pandemic has had a devastating effect on Travel & Tourism, with its contribution to global GDP dropping by 49.1% last year, compared to the overall global economy which dropped by just 3.7%. Since the beginning of the pandemic, WTTC has been leading the private sector to rebuild global consumer confidence and encourage the return of Safe Travels.

Throughout this crisis, WTTC has worked closely with **over 150 governments worldwide as well as the EU, G7, G20, OECD and APEC**. WTTC engaged on these international platforms to seek commitment from leaders to develop and implement a consistent framework to reopen international travel safely and fully. WTTC has been calling for leadership and strong international coordination to save the Travel & Tourism sector, safely reopen borders, allow international mobility, reduce the economic and social consequences of COVID-19, to ultimately recover the 62 million jobs lost and enable global economic recovery.

In a historic first, the G20 Tourism Ministers' meeting under the Saudi Presidency welcomed more than 45 CEOs, many of whom were WTTC Members, who shared their perspective on how to save the embattled Travel & Tourism sector and recover millions of jobs impacted. G20 Tourism Ministers, under both the Saudi and Italian Presidencies, welcomed public-private collaboration to accelerate the recovery.

WTTC has been repeatedly calling for public-private collaboration in the coordinated response, ensuring all measures put the traveller at the heart of their actions. These include a seamless traveller journey with enhanced health, safety and security standards enabled through technology, such as the use of digital health passes, implementing health and hygiene protocols, as well as ongoing support packages for the tourism sector.

Travel & Tourism is a tremendously resilient sector and a fundamental part of our life. The current trends are encouraging. However, there is a need for clear rules and agreements amongst countries to safely restore international mobility and protect a sector which will be instrumental in powering the global economic recovery.



3.5 A Safe & Seamless Traveller Experience



The Coronavirus pandemic introduced new traveller expectations for more hygienic, touchless, and digital experiences as well as new requirements from governments for proof of a travellers COVID-19 status and a greater focus on infrastructure relating to health and safety. In this context, **WTTC's Safe & Seamless Traveller Journey (SSTJ) programme** evolved to include initiatives such as COVID-19 testing, digital health passes for travel and risk-based frameworks for safe international mobility.

The SSTJ testing initiative focuses on the evaluation and promotion of rapid, low cost, and accessible tests for travellers. Given that **it will take several years to vaccinate the world's population, testing for travel will need to co-exist alongside vaccination** for some time. Unfortunately, some of these tests, particularly Polymerase Chain Reaction (PCR) tests, are cost prohibitive, time consuming and are medical instruments not designed for use in an international travel context. WTTC therefore advocates for the use of rapid and less intrusive testing solutions, such as antigen or molecular tests, or new approaches to testing, such as home-based tests, which provide a better and cheaper alternative to test international travellers, while still being highly effective and accurate.

Global interoperability of digital health passes for travel that capture and demonstrate an individual's COVID-19 test, vaccination or recovery status with strong user data privacy is key. WTTC champions this approach as it will enable travellers to prove, securely and easily, that they are not infected with COVID-19 at border crossing points, in turn enabling the safe and efficient return of international travel.

WTTC recognises that the effects of the pandemic vary across the world, with cases still rising and falling, and variants of concern emerging. Research from the European Centre for Disease Prevention & Control (ECDC) found the prevalence of the virus in the traveller population to be approximately 1%, showcasing that **the majority of new cases are caused by local community transmission rather than imported cases**. On this basis, WTTC developed a traveller focussed approach to journey risk assessment, that accounts for the risk presented by an individual rather than a whole country or region. Through targeted risk assessment, the use of interoperable digital health passes for travel and COVID-19 testing for those that have not been vaccinated, WTTC believes that a safe, seamless, secure, and efficient experiences can be offered to all travellers, both during and after the pandemic.

4 LEAGUE TABLES

WTTC assesses the economic impact of Travel & Tourism across **185 countries and economies**, in terms of the major indicators of GDP contribution, employment, visitor exports, domestic visitor spending and capital investment.

The league tables below highlight a selection of results from the latest data, showing the countries which are performing the best.

AU	HJ	WWE	PLD	EER	QRT	OPY
1,822 (-35)	20,369 (+580)	890 (-20)	6,350 (-200)	10,985 (+580)	665 (-15)	6,800 (-115)
MBC	LJH	MJB	PON	NFR		
3,605 (+210)	9,542 (-128)	2,609 (+35)	7,654			
SDV						

4.1 Travel & Tourism total contribution to GDP, 2019 and 2020

Total contribution to GDP (in USD, real 2020 prices and exchange rates, billions):

2019	USD bn	2020	USD bn
1 United States	1,869.7	1 United States	1,103.7
2 China	1,665.6	2 China	667.2
3 Germany	393.1	3 Japan	234.9
4 Japan	373.0	4 Germany	208.8
5 United Kingdom	305.0	5 Italy	132.2
6 Italy	269.8	6 France	123.2
7 France	240.5	7 India	121.9
8 Spain	202.1	8 United Kingdom	115.0
9 India	191.3	9 Mexico	91.2
10 Mexico	175.6	10 Australia	81.4
11 Australia	149.1	11 Brazil	78.0
12 Brazil	115.7	12 Spain	75.4
13 Canada	111.6	13 Netherlands	64.6
14 Thailand	106.5	14 Philippines	52.8
15 Netherlands	101.6	15 Canada	52.4
16 Philippines	90.0	16 Saudi Arabia	48.5
17 Saudi Arabia	79.2	17 Thailand	41.7
18 Turkey	77.6	18 Russia	40.1
19 Russia	75.5	19 South Korea	39.9
20 South Korea	73.2	20 Switzerland	36.8

4.2 Domestic visitor spending, 2019 and 2020

Domestic T&T expenditure (in USD, real 2020 prices and exchange rates, billions):

2019	USD bn	2020	USD bn
1 United States	1,026.0	1 United States	645.6
2 China	836.2	2 China	328.0
3 Germany	323.4	3 Germany	170.5
4 Japan	212.6	4 Japan	148.3
5 United Kingdom	205.5	5 India	97.1
6 Italy	163.0	6 Italy	82.1
7 India	140.1	7 United Kingdom	75.6
8 France	131.8	8 Mexico	68.2
9 Mexico	131.0	9 France	66.2
10 Australia	80.9	10 Brazil	48.8
11 Brazil	75.7	11 Australia	47.7
12 Spain	68.4	12 Netherlands	43.4
13 Netherlands	65.8	13 Philippines	41.5
14 Philippines	64.4	14 Spain	33.7
15 Canada	61.6	15 Canada	30.2
16 Russia	37.9	16 Switzerland	22.3
17 Switzerland	27.4	17 Russia	21.3
18 Thailand	27.3	18 Thailand	19.6
19 South Korea	26.8	19 South Korea	17.7
20 Iran	25.1	20 Argentina	16.1

4.3 Visitor exports (international visitor spending), 2019 and 2020

Visitor exports (in USD, real 2020 prices and exchange rates, billions):

2019		USD bn	2020		USD bn
1	United States	181.2	1	China	44.6
2	China	132.3	2	United States	42.2
3	Spain	89.8	3	France	32.5
4	France	69.0	4	Germany	22.5
5	Thailand	63.2	5	Italy	19.8
6	Germany	53.4	6	Spain	19.6
7	Italy	52.1	7	Thailand	14.9
8	Japan	49.1	8	Austria	13.5
9	United Kingdom	45.7	9	Turkey	13.5
10	United Arab Emirates	39.0	10	United Arab Emirates	13.2
11	Turkey	38.8	11	United Kingdom	13.0
12	Hong Kong	35.9	12	Mexico	12.0
13	Macau	35.3	13	India	12.0
14	India	30.8	14	Netherlands	11.9
15	Saudi Arabia	30.4	15	Portugal	9.4
16	South Korea	26.0	16	Qatar	8.8
17	Austria	26.0	17	Switzerland	8.5
18	Singapore	26.0	18	Japan	8.4
19	Portugal	25.7	19	South Korea	8.3
20	Netherlands	25.0	20	Canada	7.0

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.

INTERNATIONAL TOURIST ARRIVALS

The number of arrivals of international overnight visitors (tourists) to the country.

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			Mongolia			Luxembourg
	Benin	British Virgin Islands			Taiwan, China		Malta				
	Botswana	Cayman Islands			Kazakhstan		Netherlands				
	Burkina Faso	Cuba			Kyrgyzstan		Poland				
	Burundi	Dominica			Tajikistan		Portugal				
	Cameroon	Dominican Republic			Uzbekistan		Romania				
	Cape Verde	Former Netherland Antillies			Australia		Slovakia				
	Central African Republic	Grenada			Fiji		Slovenia				
	Chad	Guadeloupe			Kiribati		Spain				
	Comoros	Haiti			New Zealand		Sweden				
	Congo	Jamaica			Papua New Guinea		Albania				
	Cote 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			Bangladesh		Georgia				
	Gambia	Trinidad and Tobago			India		Iceland				
	Ghana	US Virgin Islands			Maldives		Moldova				
	Guinea	Argentina			Nepal		Montenegro				
	Kenya	Belize			Pakistan		North Macedonia				
	Lesotho	Bolivia			Sri Lanka		Norway				
	Madagascar	Brazil			Brunei Darussalam		Russian Federation				
	Malawi	Chile			Cambodia		Serbia				
	Mali	Colombia			Indonesia		Switzerland				
	Mauritius	Costa Rica			Laos		Turkey				
	Mozambique	Ecuador			Malaysia		UK				
	Namibia	El Salvador			Myanmar		Ukraine				
	Niger	Guatemala			Philippines		Bahrain				
	Nigeria	Guyana			Singapore		Iran				
	Reunion	Honduras			Thailand		Iraq				
	Rwanda	Nicaragua			Vietnam		Israel				
	Sao Tome and Principe	Panama			Austria		Jordan				
	Senegal	Paraguay			Belgium		Kuwait				
	Seychelles	Panama			Bulgaria		Lebanon				
	Sierra Leone	Paraguay			Croatia		Oman				
	South Africa	Peru			Cyprus		Qatar				
	Sudan	Suriname			Czech Republic		Saudi Arabia				
	Tanzania	Uruguay			Denmark		Syria				
	Togo	Venezuela			Estonia		United Arab Emirates				
	Uganda	Canada			Finland		Yemen				
	Zambia	Mexico			France						
	Zimbabwe	USA			Germany						
					Greece						

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The World Travel & Tourism Council is the global authority on the economic and social contribution of Travel & Tourism.



WTTC promotes sustainable growth for the Travel & Tourism sector, working with governments and international institutions to create jobs, to drive exports and to generate prosperity. Council Members are the Chairs, Presidents and Chief Executives of the world's leading private sector Travel & Tourism businesses.

Together with Oxford Economics, WTTC produces annual research that shows Travel & Tourism to be one of the world's largest sectors, supporting 334 million jobs and generating 10.4% of global GDP in 2019. Comprehensive reports quantify, compare and forecast the economic impact of Travel & Tourism on 185 economies around the world. In addition to individual country fact sheets, and fuller country reports, WTTC produces a world report highlighting global trends and 25 further reports that focus on regions, sub-regions and economic and geographic groups.

To download reports or data, please visit:
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