

WORLD  
TRAVEL &  
TOURISM  
COUNCIL

# Economic Impact Research 2021

## WTTC

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# Importance of measuring tourism performance and rankings



- WTTC believes that the right policy and planning decisions are best made with authoritative, reliable, and accessible data
- In this context, we continue to provide the evidence base required, helping both governments and private bodies to make the most effective decisions for the future growth of a sustainable Travel & Tourism sector
- Rankings can help **countries** identify gaps in performance and improve
- **Governments** look at our data, particularly how they compare with others and how they might attract future investment. It also informs their decision-making
- It enhances **sharing of best practices** across countries

# Economic Impact 2021



## GLOBAL DATA

 Total GDP contribution:

2019

**10.4%**

USD 9,170 BN

2020

**5.5%**

USD 4,671 BN

 Total Travel & Tourism jobs:

2019

**334MN**

= 1 in 10 jobs

2020

**272MN**

= 1 in 11 jobs

Total Travel & Tourism GDP change in 2020:

**-49.1%**

= USD -4,498 BN

Global economy GDP change:

**-3.7%**

1 in 4 net new jobs  
were created by Travel &  
Tourism during 2014-2019



Change in jobs in 2020<sup>2</sup>

**-61.6MN**

**-18.5%**

# Largest T&T Economies

## 2019 vs. 2020 rankings



Total contribution to GDP, US\$, real 2020 prices and exchange rates, billions		
Rank	Country/Economy	2019
1	United States	1,869.7
2	China	1,665.6
3	Germany	393.1
4	Japan	373.0
5	United Kingdom	305.0
6	Italy	269.8
7	France	240.5
8	Spain	202.1
9	India	191.3
10	Mexico	175.6
11	Australia	149.1
12	Brazil	115.7
13	Canada	111.6
14	Thailand	106.5
15	Netherlands	101.6
16	Philippines	90.0
17	Saudi Arabia	79.2
18	Turkey	77.6
19	Russia	75.5
20	South Korea	73.2

Total contribution to GDP, US\$, real 2020 prices and exchange rates, billions		
Rank	Country/Economy	2020
1	United States	1,103.7
2	China	667.2
3	Japan	234.9
4	Germany	208.8
5	Italy	132.2
6	France	123.2
7	India	121.9
8	United Kingdom	115.0
9	Mexico	91.2
10	Australia	81.4
11	Brazil	78.0
12	Spain	75.4
13	Netherlands	64.6
14	Philippines	52.8
15	Canada	52.4
16	Saudi Arabia	48.5
17	Thailand	41.7
18	Russia	40.1
19	South Korea	39.9
20	Switzerland	36.8

# Methodology



## WTTC data includes:

*All data includes time series from 1995*

### T&T Direct & Total GDP

- Growth trends
- Share of economy

### T&T Direct & Total Employment

- Growth trends
- Share of economy

### Also:

- International visitor spending
- Domestic spending
- Business & leisure spending
- Government spending
- T&T investment

- **Economic research** provides an impartial assessment of the sector's economic impact
- Estimates the economic impact of tourism for 185 countries and economies, summing to regional and world aggregates
- Not a Tourism Satellite Account (TSA), but complementary approach:
  - Consistent with TSA:RMF 2008
  - Consistent across countries & regions
  - Published TSAs are used as benchmarks where available (63 countries are included, representing 90% of global direct Travel & Tourism activity)

**The approach taken varies by country according to available data**



# Thank you

For more details visit [www.wttc.org](http://www.wttc.org)  
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