



# Travel & Tourism

ECONOMIC IMPACT 2015  
INDIA



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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.

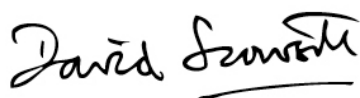
Travel & Tourism's impact on the economic and social development of a country can be enormous; opening it up for business, trade and capital investment, creating jobs and entrepreneurialism for the workforce and protecting heritage and cultural values. To fully understand its impact, however, governments, 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.

A handwritten signature in black ink that reads "David Scowsill".

**David Scowsill**  
President & CEO  
WTTC

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## 2015 ANNUAL RESEARCH: KEY FACTS<sup>1</sup>

2015 forecast

### GDP: DIRECT CONTRIBUTION

The direct contribution of Travel & Tourism to GDP was INR2,478.2bn (2.2% of total GDP) in 2014, and is forecast to rise by 7.6% in 2015, and to rise by 7.2% pa, from 2015-2025, to INR5,339.2bn (2.5% of total GDP) in 2025.



### GDP: TOTAL CONTRIBUTION

The total contribution of Travel & Tourism to GDP was INR7,642.5bn (6.7% of GDP) in 2014, and is forecast to rise by 7.5% in 2015, and to rise by 7.3% pa to INR16,587.2bn (7.6% of GDP) in 2025.



### EMPLOYMENT: DIRECT CONTRIBUTION

In 2014 Travel & Tourism directly supported 23,024,000 jobs (5.5% of total employment). This is expected to rise by 1.9% in 2015 and rise by 2.2% pa to 29,020,000 jobs (5.7% 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 8.7% of total employment (36,695,500 jobs). This is expected to rise by 1.8% in 2015 to 37,365,000 jobs and rise by 2.0% pa to 45,566,000 jobs in 2025 (9.0% of total).



### VISITOR EXPORTS

Visitor exports generated INR1,224.4bn (4.1% of total exports) in 2014. This is forecast to grow by 5.2% in 2015, and grow by 6.3% pa, from 2015-2025, to INR2,377.2bn in 2025 (4.2% of total).



### INVESTMENT

Travel & Tourism investment in 2014 was INR2,107.2bn, or 6.2% of total investment. It should rise by 9.3% in 2015, and rise by 6.5% pa over the next ten years to INR4,337.8bn in 2025 (6.9% of total).



<sup>1</sup>All values are in constant 2014 prices & exchange rates

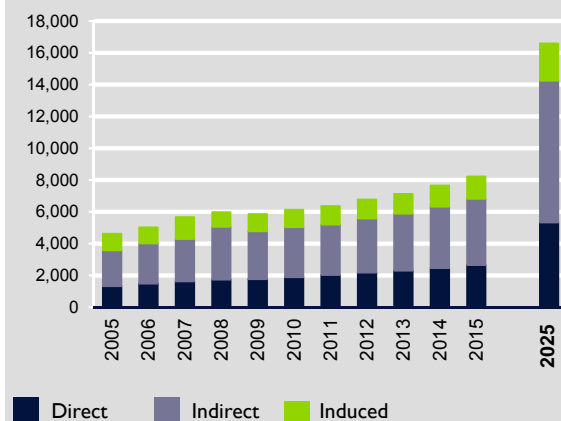
## WORLD RANKING (OUT OF 184 COUNTRIES):

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

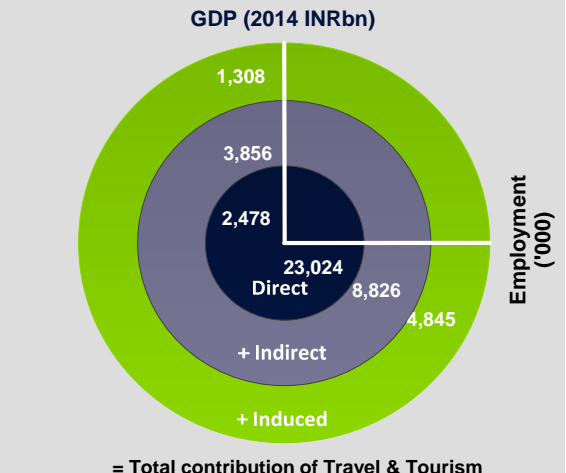
<b>12</b> ABSOLUTE Size in 2014	<b>130</b> RELATIVE SIZE Contribution to GDP in 2014	<b>9</b> GROWTH 2015 forecast	<b>4</b> LONG-TERM GROWTH Forecast 2015-2025
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Total Contribution of Travel & Tourism to GDP

2014 INRbn



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



# 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.

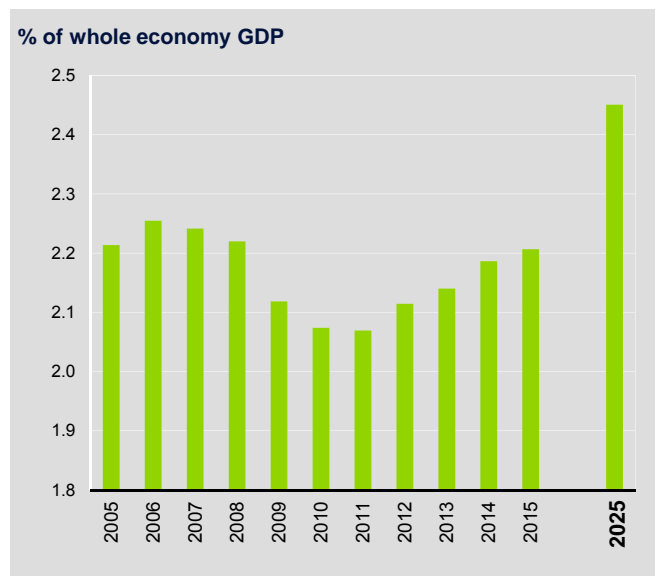
The 'induced' contribution measures the GDP and jobs supported by the spending of those who are directly or indirectly employed by the Travel & Tourism sector.

# Travel & Tourism's contribution to GDP<sup>1</sup>

The direct contribution of Travel & Tourism to GDP in 2014 was INR2,478.2bn (2.2% of GDP). This is forecast to rise by 7.6% to INR2,667.5bn 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 7.2% pa to INR5,339.2bn (2.5% of GDP) by 2025.

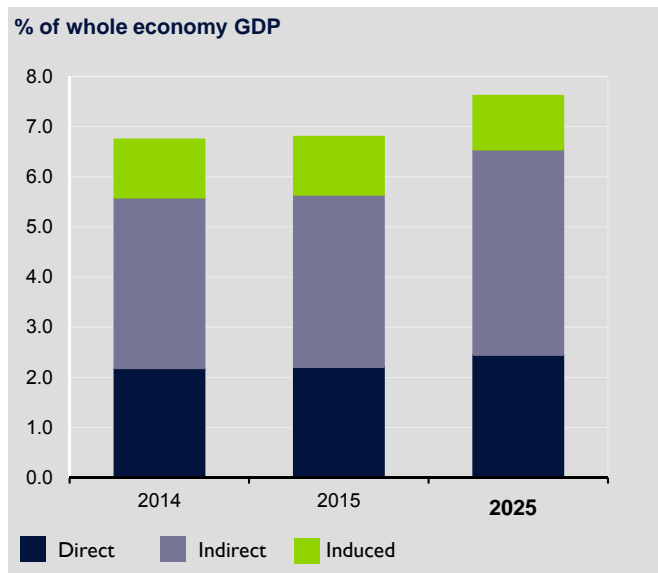
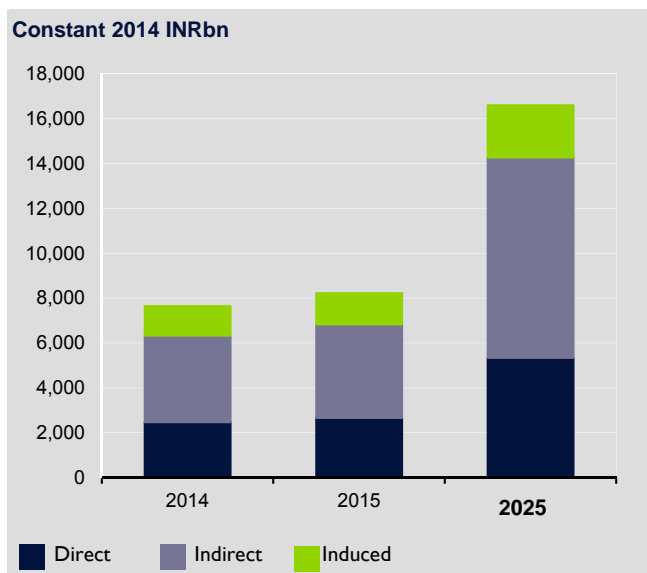
## INDIA: DIRECT CONTRIBUTION OF TRAVEL & TOURISM TO GDP



The total contribution of Travel & Tourism to GDP (including wider effects from investment, the supply chain and induced income impacts, see page 2) was INR7,642.5bn in 2014 (6.7% of GDP) and is expected to grow by 7.5% to INR8,218.0bn (6.8% of GDP) in 2015.

It is forecast to rise by 7.3% pa to INR16,587.2bn by 2025 (7.6% of GDP).

## INDIA: TOTAL CONTRIBUTION OF TRAVEL & TOURISM TO GDP



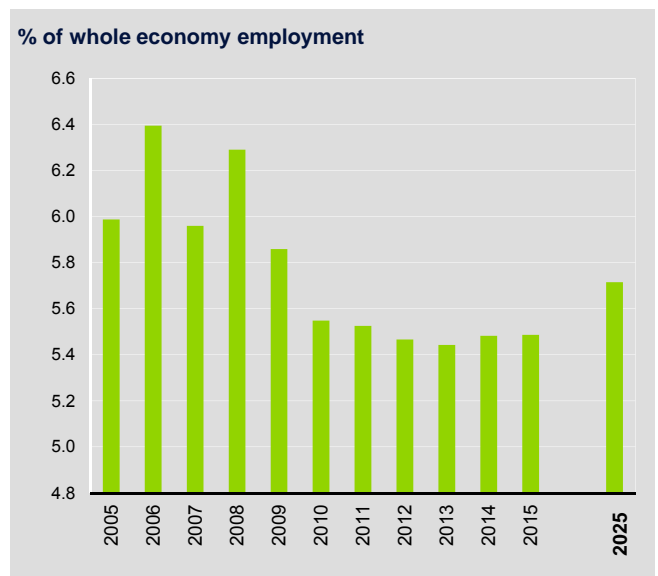
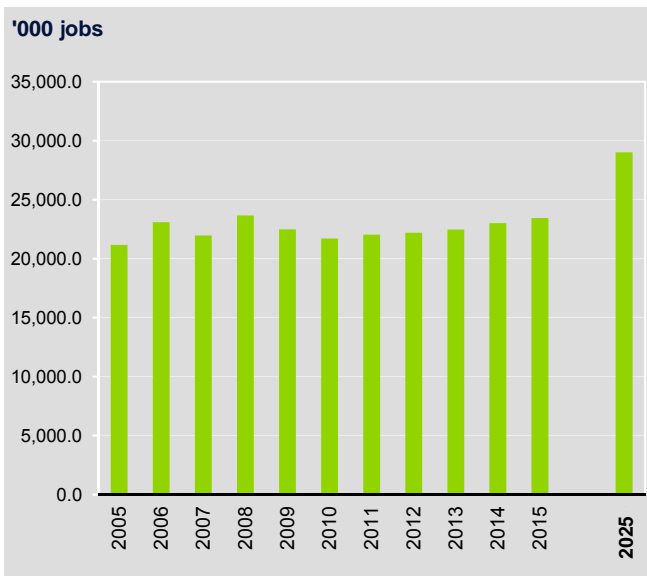
<sup>1</sup> All values are in constant 2014 prices & exchange rates

# Travel & Tourism's contribution to employment

Travel & Tourism generated 23,024,000 jobs directly in 2014 (5.5% of total employment) and this is forecast to grow by 1.9% in 2015 to 23,455,500 (5.5% 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 29,020,000 jobs directly, an increase of 2.2% pa over the next ten years.

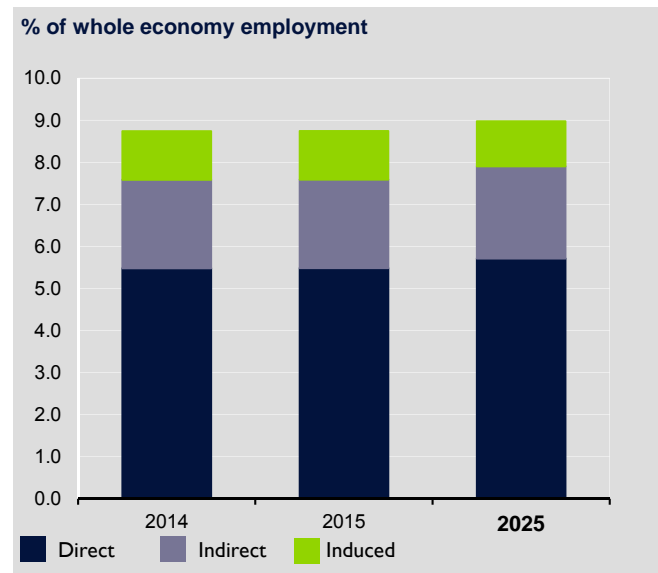
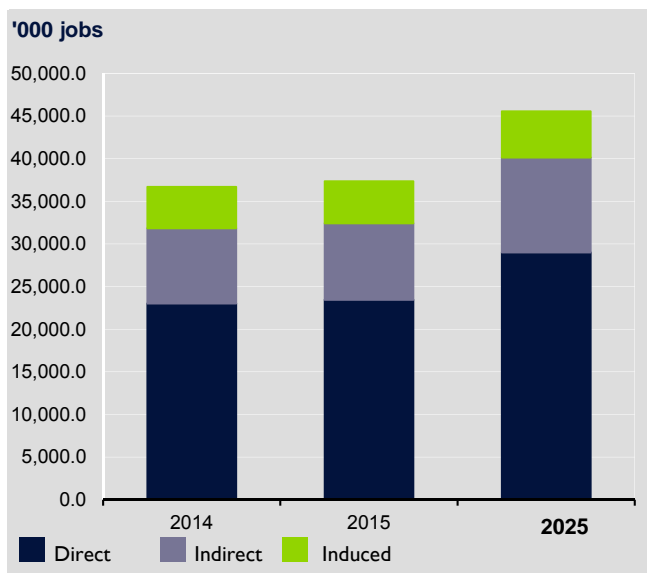
## INDIA: DIRECT CONTRIBUTION OF TRAVEL & TOURISM TO EMPLOYMENT



The total contribution of Travel & Tourism to employment (including wider effects from investment, the supply chain and induced income impacts, see page 2) was 36,695,500 jobs in 2014 (8.7% of total employment). This is forecast to rise by 1.8% in 2015 to 37,365,000 jobs (8.7% of total employment).

By 2025, Travel & Tourism is forecast to support 45,566,000 jobs (9.0% of total employment), an increase of 2.0% pa over the period.

## INDIA: TOTAL CONTRIBUTION OF TRAVEL & TOURISM TO EMPLOYMENT





# Visitor Exports and Investment<sup>1</sup>

## 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, India generated INR1,224.4bn in visitor exports. In 2015, this is expected to grow by 5.2%, and the country is expected to attract 7,757,000 international tourist arrivals.

By 2025, international tourist arrivals are forecast to total 15,291,000, generating expenditure of INR2,377.2bn, an increase of 6.3% pa.

## INDIA: VISITOR EXPORTS AND INTERNATIONAL TOURIST ARRIVALS

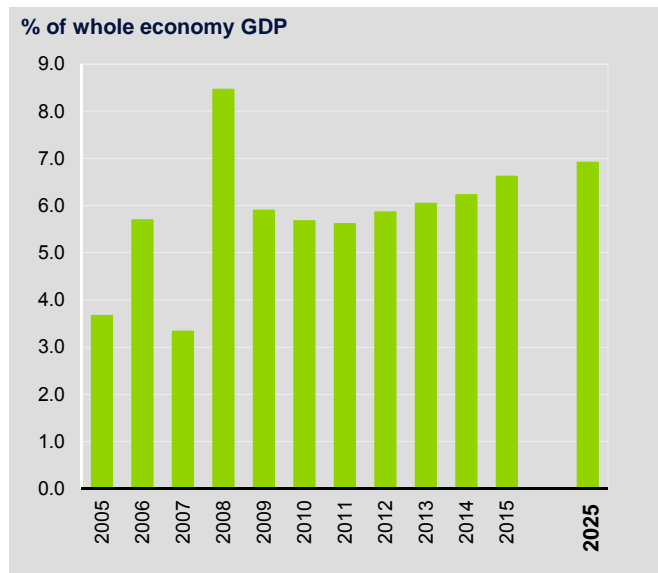
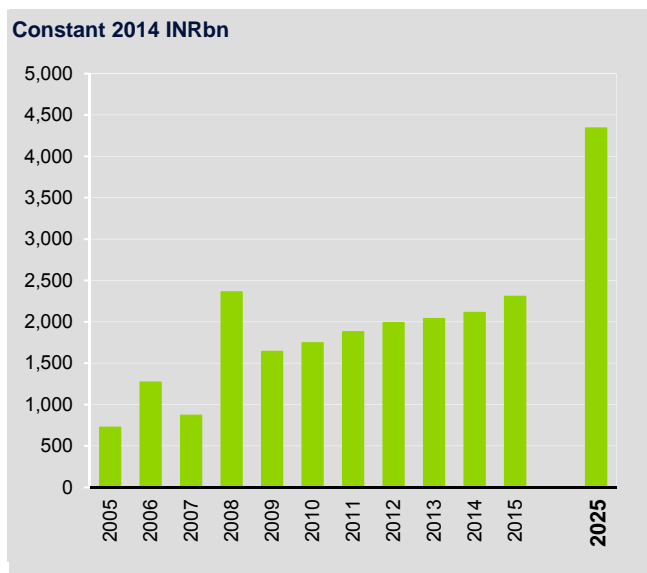


## INVESTMENT

Travel & Tourism is expected to have attracted capital investment of INR2,107.2bn in 2014. This is expected to rise by 9.3% in 2015, and rise by 6.5% pa over the next ten years to INR4,337.8bn in 2025.

Travel & Tourism's share of total national investment will rise from 6.6% in 2015 to 6.9% in 2025.

## INDIA: CAPITAL INVESTMENT IN TRAVEL & TOURISM

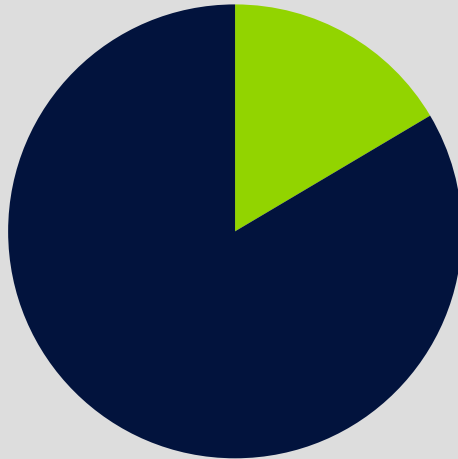


<sup>1</sup> All values are in constant 2014 prices & exchange rates

# Different components of Travel & Tourism<sup>1</sup>

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

Leisure spending **83.5%**  
Business spending **16.5%**



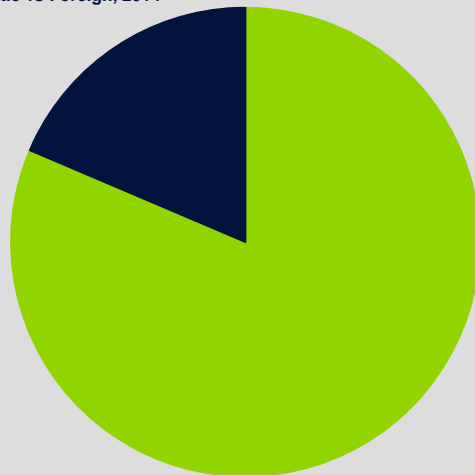
Leisure travel spending (inbound and domestic) generated 83.5% of direct Travel & Tourism GDP in 2014 (INR5,502.3bn) compared with 16.5% for business travel spending (INR1,085.1bn).

Leisure travel spending is expected to grow by 6.5% in 2015 to INR5,859.3bn, and rise by 7.1% pa to INR11,623.6bn in 2025.

Business travel spending is expected to grow by 7.4% in 2015 to INR1,165.8bn, and rise by 6.6% pa to INR2,202.2bn in 2025.

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

Foreign visitor spending **18.6%**  
Domestic spending **81.4%**



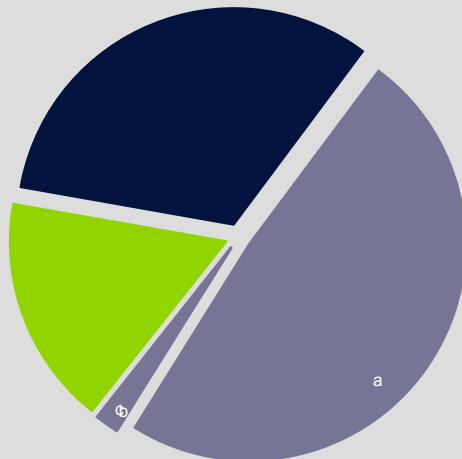
Domestic travel spending generated 81.4% of direct Travel & Tourism GDP in 2014 compared with 18.6% for visitor exports (ie foreign visitor spending or international tourism receipts).

Domestic travel spending is expected to grow by 7.0% in 2015 to INR5,737.5bn, and rise by 7.2% pa to INR11,448.7bn in 2025.

Visitor exports are expected to grow by 5.2% in 2015 to INR1,287.7bn, and rise by 6.3% pa to INR2,377.2bn in 2025.

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

Direct **32.4%**  
Induced **17.1%**  
Indirect **50.5%**  
*Indirect is the sum of:*  
(a) Supply chain **48.7%**  
(b) Investment **.1%**  
(c) Government collective **1.7%**



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 three times greater than its direct contribution.**

<sup>1</sup> All values are in constant 2014 prices & exchange rates

# Country rankings: Absolute contribution, 2014

Travel & Tourism's Direct Contribution to GDP	2014 (US\$bn)
2 China	263.0
<b>11 India</b>	<b>40.6</b>
14 Thailand	31.9
17 Indonesia	27.5
<b>Asia Pacific Average</b>	<b>21.7</b>
<b>World Average</b>	<b>19.4</b>
23 Malaysia	18.6
43 Vietnam	8.6
48 Pakistan	7.1
59 Bangladesh	3.8
63 Sri Lanka	3.5
74 Cambodia	2.3

Travel & Tourism's Total Contribution to GDP	2014 (US\$bn)
2 China	943.1
<b>12 India</b>	<b>125.2</b>
17 Indonesia	79.8
18 Thailand	72.2
<b>Asia Pacific Average</b>	<b>67.3</b>
<b>World Average</b>	<b>58.3</b>
26 Malaysia	49.2
51 Vietnam	17.3
52 Pakistan	17.2
65 Sri Lanka	8.2
68 Bangladesh	8.1
83 Cambodia	5.1

Travel & Tourism's Direct Contribution to Employment	2014 '000 jobs
1 China	23160.0
<b>2 India</b>	<b>23024.1</b>
5 Indonesia	3325.8
8 Thailand	2210.2
<b>Asia Pacific Average</b>	<b>2000.0</b>
9 Vietnam	1963.5
11 Pakistan	1396.5
17 Cambodia	985.4
20 Bangladesh	903.5
<b>World Average</b>	<b>827.0</b>
24 Malaysia	724.3
41 Sri Lanka	351.9

Travel & Tourism's Total Contribution to Employment	2014 '000 jobs
1 China	66086.2
<b>2 India</b>	<b>36695.4</b>
4 Indonesia	9813.9
7 Thailand	5382.9
<b>Asia Pacific Average</b>	<b>4673.9</b>
12 Vietnam	4088.6
14 Pakistan	3480.0
20 Cambodia	2221.5
<b>World Average</b>	<b>2076.6</b>
23 Bangladesh	1984.1
24 Malaysia	1769.9
42 Sri Lanka	819.6

Travel & Tourism Capital Investment	2014 (US\$bn)
2 China	136.8
<b>4 India</b>	<b>34.5</b>
13 Indonesia	14.1
<b>Asia Pacific Average</b>	<b>9.5</b>
20 Thailand	7.2
25 Malaysia	5.9
32 Vietnam	4.6
<b>World Average</b>	<b>4.5</b>
47 Pakistan	2.8
68 Sri Lanka	0.9
73 Bangladesh	0.8
93 Cambodia	0.4

Visitor Exports	2014 (US\$bn)
3 China	60.8
10 Thailand	40.3
14 Malaysia	22.6
<b>18 India</b>	<b>20.1</b>
<b>Asia Pacific Average</b>	<b>12.4</b>
32 Indonesia	11.2
39 Vietnam	7.8
<b>World Average</b>	<b>7.5</b>
59 Sri Lanka	3.5
60 Cambodia	3.2
111 Pakistan	0.9
159 Bangladesh	0.1

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
16	Cambodia	13.5
25	Thailand	8.6
48	Malaysia	5.7
61	Sri Lanka	4.8
64	Vietnam	4.6
99	Indonesia	3.2
	<b>World</b>	<b>3.1</b>
	<b>Asia Pacific</b>	<b>3.0</b>
113	Pakistan	2.9
120	China	2.6
138	<b>India</b>	<b>2.2</b>
151	Bangladesh	1.9

Travel & Tourism's Total Contribution to GDP		2014 % share
17	Cambodia	29.9
38	Thailand	19.3
50	Malaysia	14.9
70	Sri Lanka	11.1
	<b>World</b>	<b>9.8</b>
93	China	9.4
94	Indonesia	9.3
95	Vietnam	9.3
	<b>Asia Pacific</b>	<b>9.2</b>
125	Pakistan	6.9
130	<b>India</b>	<b>6.7</b>
168	Bangladesh	4.1

Travel & Tourism's Direct Contribution to Employment		2014 % share
18	Cambodia	11.7
46	Thailand	5.8
49	<b>India</b>	<b>5.5</b>
52	Malaysia	5.3
72	Sri Lanka	4.3
82	Vietnam	3.7
	<b>Asia Pacific</b>	<b>3.7</b>
	<b>World</b>	<b>3.6</b>
109	China	3.0
114	Indonesia	2.9
129	Pakistan	2.4
165	Bangladesh	1.6

Travel & Tourism's Total Contribution to Employment		2014 % share
21	Cambodia	26.4
51	Thailand	14.1
56	Malaysia	13.0
80	Sri Lanka	10.0
	<b>World</b>	<b>9.4</b>
97	<b>India</b>	<b>8.7</b>
99	China	8.6
	<b>Asia Pacific</b>	<b>8.5</b>
104	Indonesia	8.4
116	Vietnam	7.7
136	Pakistan	6.0
172	Bangladesh	3.6

Travel & Tourism Investment Contribution to Total Capital Investment		2014 % share
27	Cambodia	15.6
45	Vietnam	10.0
54	Pakistan	9.2
63	Thailand	7.4
73	Malaysia	6.8
82	<b>India</b>	<b>6.2</b>
88	Indonesia	5.3
	<b>World</b>	<b>4.3</b>
111	Sri Lanka	4.1
	<b>Asia Pacific</b>	<b>3.7</b>
146	China	2.9
180	Bangladesh	1.4

Visitor Exports Contribution to Total Exports		2014 % share
36	Cambodia	32.7
52	Sri Lanka	21.3
72	Thailand	14.4
88	Malaysia	8.6
	<b>World</b>	<b>5.7</b>
117	Indonesia	5.6
	<b>Asia Pacific</b>	<b>5.2</b>
125	Vietnam	4.8
133	<b>India</b>	<b>4.1</b>
148	Pakistan	3.0
159	China	2.4
179	Bangladesh	0.3

# Country rankings: Real growth, 2015

Travel & Tourism's Direct Contribution to GDP	2015 % growth
3 Cambodia	8.4
6 Vietnam	7.9
<b>7 India</b>	<b>7.6</b>
16 China	6.7
26 Indonesia	6.0
32 Bangladesh	5.9
37 Malaysia	5.6
<b>Asia Pacific</b>	<b>5.1</b>
73 Pakistan	3.9
<b>World</b>	<b>3.7</b>
92 Thailand	3.4
156 Sri Lanka	1.3

Travel & Tourism's Total Contribution to GDP	2015 % growth
2 Cambodia	8.2
4 Vietnam	8.0
<b>9 India</b>	<b>7.5</b>
10 China	7.5
12 Indonesia	7.0
23 Bangladesh	6.0
<b>Asia Pacific</b>	<b>5.5</b>
39 Malaysia	5.3
42 Pakistan	5.2
<b>World</b>	<b>3.7</b>
96 Thailand	3.2
125 Sri Lanka	2.5

Travel & Tourism's Direct Contribution to Employment	2015 % growth
9 Cambodia	6.0
52 Vietnam	3.6
56 Malaysia	3.5
83 Indonesia	2.3
85 Pakistan	2.3
91 Bangladesh	2.1
<b>World</b>	<b>2.0</b>
<b>103 India</b>	<b>1.9</b>
<b>Asia Pacific</b>	<b>1.8</b>
122 China	1.2
147 Thailand	0.2
171 Sri Lanka	-2.6

Travel & Tourism's Total Contribution to Employment	2015 % growth
22 Cambodia	4.5
44 Vietnam	3.6
47 Pakistan	3.5
50 Indonesia	3.3
51 China	3.3
54 Malaysia	3.1
<b>Asia Pacific</b>	<b>2.8</b>
<b>World</b>	<b>2.6</b>
81 Bangladesh	2.2
<b>98 India</b>	<b>1.8</b>
126 Thailand	1.0
172 Sri Lanka	-2.4

Travel & Tourism Investment	2015 % growth
12 Pakistan	10.4
<b>22 India</b>	<b>9.3</b>
26 Sri Lanka	8.3
32 China	7.8
41 Vietnam	7.1
<b>Asia Pacific</b>	<b>6.3</b>
64 Indonesia	5.7
65 Cambodia	5.6
73 Thailand	5.4
76 Malaysia	5.3
<b>World</b>	<b>4.8</b>
129 Bangladesh	2.7

Visitor Exports	2015 % growth
11 Cambodia	8.3
22 Vietnam	7.4
40 Malaysia	5.8
47 Indonesia	5.5
<b>56 India</b>	<b>5.2</b>
85 Bangladesh	3.7
91 Thailand	3.3
<b>Asia Pacific</b>	<b>3.0</b>
<b>World</b>	<b>2.8</b>
121 China	2.2
130 Pakistan	1.7
159 Sri Lanka	-1.6

# Country rankings: Long term growth, 2015 - 2025

Travel & Tourism's Direct Contribution to GDP	2015 - 2025 % growth pa
<b>5 India</b>	<b>7.2</b>
7 Thailand	6.7
11 Vietnam	6.6
15 Cambodia	6.3
22 Bangladesh	6.1
23 Sri Lanka	6.1
24 China	6.0
43 Indonesia	5.3
45 Pakistan	5.3
<b>Asia Pacific</b>	<b>4.9</b>
101 Malaysia	4.1
<b>World</b>	<b>3.9</b>

Travel & Tourism's Total Contribution to GDP	2015 - 2025 % growth pa
<b>4 India</b>	<b>7.3</b>
12 Bangladesh	6.5
13 Cambodia	6.5
15 Thailand	6.4
18 China	6.2
19 Vietnam	6.2
21 Sri Lanka	6.1
27 Indonesia	5.9
37 Pakistan	5.6
<b>Asia Pacific</b>	<b>5.0</b>
73 Malaysia	4.5
<b>World</b>	<b>3.8</b>

Travel & Tourism's Direct Contribution to Employment	2015 - 2025 % growth pa
7 Cambodia	4.6
8 Thailand	4.6
52 Malaysia	2.9
69 Sri Lanka	2.5
<b>89 India</b>	<b>2.2</b>
95 Pakistan	2.1
<b>World</b>	<b>2.0</b>
<b>Asia Pacific</b>	<b>2.0</b>
112 Vietnam	1.8
129 Bangladesh	1.4
131 Indonesia	1.4
135 China	1.3

Travel & Tourism's Total Contribution to Employment	2015 - 2025 % growth pa
10 Thailand	4.1
33 China	3.3
34 Cambodia	3.3
36 Malaysia	3.2
<b>Asia Pacific</b>	<b>2.6</b>
<b>World</b>	<b>2.3</b>
64 Pakistan	2.3
83 Bangladesh	2.1
<b>87 India</b>	<b>2.0</b>
105 Indonesia	1.8
113 Sri Lanka	1.7
131 Vietnam	1.3

Travel & Tourism Investment Contribution to Capital Investment	2015 - 2025 % growth pa
4 Bangladesh	7.8
5 Pakistan	7.7
11 Indonesia	7.1
14 China	6.6
<b>16 India</b>	<b>6.5</b>
19 Cambodia	6.4
21 Malaysia	6.3
26 Vietnam	6.2
32 Thailand	6.0
<b>Asia Pacific</b>	<b>5.7</b>
48 Sri Lanka	5.5
<b>World</b>	<b>4.6</b>

Visitor Exports Contribution to Exports	2015 - 2025 % growth pa
4 Thailand	7.7
11 Vietnam	6.8
19 Pakistan	6.6
21 Sri Lanka	6.3
<b>22 India</b>	<b>6.3</b>
27 Cambodia	6.0
35 Bangladesh	5.7
39 China	5.5
40 Indonesia	5.5
<b>Asia Pacific</b>	<b>4.7</b>
<b>World</b>	<b>4.2</b>
123 Malaysia	3.5

# Summary tables: Estimates & Forecasts

<b>India</b>	2014 US\$m <sup>1</sup>	2014 % of total	2015 Growth <sup>2</sup>	US\$m <sup>1</sup>	2025 % of total	Growth <sup>3</sup>
Direct contribution to GDP	40,602.0	2.2	7.6	87,474.5	2.5	7.2
Total contribution to GDP	125,211.0	6.7	7.5	271,758.0	7.6	7.3
Direct contribution to employment <sup>4</sup>	23,024.1	5.5	1.9	29,019.7	5.7	2.2
Total contribution to employment <sup>4</sup>	36,695.4	8.7	1.8	45,566.0	9.0	2.0
Visitor exports	20,060.1	4.2	5.2	38,946.6	4.2	6.3
Domestic spending	87,864.2	4.7	7.0	187,571.0	5.3	7.2
Leisure spending	90,146.5	1.8	6.5	190,437.0	2.1	7.1
Business spending	17,777.7	0.4	7.4	36,080.6	0.4	6.6
Capital investment	34,523.2	6.2	9.3	71,067.9	6.9	6.5

<sup>1</sup>2014 constant prices & exchange rates; <sup>2</sup>2015 real growth adjusted for inflation (%); <sup>3</sup>2015-2025 annualised real growth adjusted for inflation (%); <sup>4</sup>'000 jobs

<b>Asia Pacific</b>	2014 US\$bn <sup>1</sup>	2014 % of total	2015 Growth <sup>2</sup>	US\$bn <sup>1</sup>	2025 % of total	Growth <sup>3</sup>
Direct contribution to GDP	694.1	3.0	5.1	1,177.1	3.2	4.9
Total contribution to GDP	2,153.9	9.2	5.5	3,709.7	10.1	5.0
Direct contribution to employment <sup>4</sup>	64,001	3.7	1.8	79,075	4.0	2.0
Total contribution to employment <sup>4</sup>	149,566	8.5	2.8	199,583	10.2	2.6
Visitor exports	397.8	5.2	3.0	646.9	5.2	4.7
Domestic spending	1,162.7	5.0	5.8	2,000.1	5.5	5.0
Leisure spending	1,206.4	2.2	4.7	2,087.6	2.5	5.2
Business spending	354.2	0.7	6.6	559.5	0.7	4.0
Capital investment	303.5	3.7	6.3	560.2	4.7	5.7

<sup>1</sup>2014 constant prices & exchange rates; <sup>2</sup>2015 real growth adjusted for inflation (%); <sup>3</sup>2015-2025 annualised real growth adjusted for inflation (%); <sup>4</sup>'000 jobs

<b>Worldwide</b>	2014 US\$bn <sup>1</sup>	2014 % of total	2015 Growth <sup>2</sup>	US\$bn <sup>1</sup>	2025 % of total	Growth <sup>3</sup>
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 <sup>4</sup>	105,408	3.6	2.0	130,694	3.9	2.0
Total contribution to employment <sup>4</sup>	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

<sup>1</sup>2014 constant prices & exchange rates; <sup>2</sup>2015 real growth adjusted for inflation (%); <sup>3</sup>2015-2025 annualised real growth adjusted for inflation (%); <sup>4</sup>'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

India (INRbn, real 2014 prices)	2009	2010	2011	2012	2013	2014	2015E	2025F
1. Visitor exports	817.1	907.6	1024.7	1092.4	1149.8	1224.4	1287.7	2377.2
2. Domestic expenditure (includes government individual spending)	3923.0	4137.5	4407.7	4734.2	4992.5	5362.9	5737.5	11,449
3. Internal tourism consumption (= 1 + 2)	4740.1	5045.0	5432.4	5826.6	6142.3	6587.3	7025.1	13,826
4. Purchases by tourism providers, including imported goods (supply chain)	-2,962.3	-3,146.4	-3,391.9	-3,637.9	-3,834.9	-4,109.1	-4,357.7	-8,486.7
5. Direct contribution of Travel & Tourism to GDP (= 3 + 4)	1,777.8	1,898.6	2,040.5	2,188.7	2,307.4	2,478.2	2,667.5	5,339.2
<b>Other final impacts (indirect &amp; induced)</b>	2,721.7	2,906.7	3,124.0	3,350.8	3,532.5	3,794.1	4,083.8	8,174.0
6. Domestic supply chain								
7. Capital investment	1,637.8	1,742.5	1,875.6	1,984.6	2,034.6	2,107.2	2,302.4	4,337.8
8. Government collective spending	89.7	96.3	102.6	112.3	120.2	128.7	132.4	242.4
9. Imported goods from indirect spending	-1,436.9	-1,589.5	-1,931.9	-2,045.6	-2,098.5	-2,173.5	-2,359.1	-3,832.3
10. Induced	1,069.9	1,071.2	1,150.8	1,185.7	1,228.4	1,307.8	1,391.0	2,326.2
11. Total contribution of Travel & Tourism to GDP (= 5 + 6 + 7 + 8 + 9 + 10)	5,860.1	6,125.7	6,361.7	6,776.3	7,124.6	7,642.5	8,218.0	16,587
<b>Employment impacts ('000)</b>								
12. Direct contribution of Travel & Tourism to employment	22,496	21,718	22,046	22,203	22,471	23,024	23,455	29,020
13. Total contribution of Travel & Tourism to employment	34,667	33,931	34,854	35,255	35,736	36,695	37,365	45,566
<b>Other indicators</b>								
14. Expenditure on outbound travel	645.0	645.0	806.4	754.7	745.1	897.7	942.7	1,675.8



# The economic contribution of Travel & Tourism: Nominal prices

<b>India</b> <b>(INRbn, nominal prices)</b>	2009	2010	2011	2012	2013	2014	2015E	2025F
1. Visitor exports	563.0	687.2	844.1	963.4	1,089.3	1,224.4	1,364.8	4,160.3
2. Domestic expenditure (includes government individual spending)	2,702.9	3,132.8	3,630.9	4,174.9	4,729.7	5,362.9	6,081.0	20,037
3. Internal tourism consumption (= 1 + 2)	3,265.9	3,820.0	4,475.0	5,138.3	5,819.0	6,587.3	7,445.8	24,197
4. Purchases by tourism providers, including imported goods (supply chain)	-2,041.0	-2,382.4	-2,794.1	-3,208.2	-3,633.1	-4,109.1	-4,618.6	-14,853
5. <b>Direct contribution of Travel &amp; Tourism to GDP</b> (= 3 + 4)	1,224.9	1,437.6	1,680.9	1,930.1	2,186.0	2,478.2	2,827.2	9,344.1
<b>Other final impacts (indirect &amp; induced)</b>	1,875.3	2,200.9	2,573.4	2,954.9	3,346.6	3,794.0	4,328.3	14,306
6. Domestic supply chain								
7. Capital investment	1,128.5	1,319.4	1,545.1	1,750.2	1,927.5	2,107.2	2,440.2	7,591.6
8. Government collective spending	61.8	72.9	84.5	99.0	113.9	128.7	140.3	424.2
9. Imported goods from indirect spending	-990.0	-1,203.5	-1,591.4	-1,804.0	-1,988.1	-2,173.5	-2,500.3	-6,706.9
10. Induced	737.2	811.0	948.0	1,045.6	1,163.8	1,307.8	1,474.3	4,071.1
11. <b>Total contribution of Travel &amp; Tourism to GDP</b> (= 5 + 6 + 7 + 8 + 9 + 10)	4,037.6	4,638.3	5,240.5	5,975.8	6,749.7	7,642.5	8,710.0	29,030
<b>Employment impacts ('000)</b>								
12. Direct contribution of Travel & Tourism to employment	22,496	21,718	22,046	22,203	22,471	23,024	23,455	29,020
13. <b>Total contribution of Travel &amp; Tourism to employment</b>	34,667	33,931	34,854	35,255	35,736	36,695	37,365	45,566
<b>Other indicators</b>								
14. Expenditure on outbound travel	444.4	488.4	664.2	665.5	705.9	897.7	999.1	2,932.9

\*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

India	2009	2010	2011	2012	2013	2014	2015E	2025F <sup>2</sup>
<b>Growth<sup>1</sup> (%)</b>								
1. Visitor exports	-0.5	11.1	12.9	6.6	5.3	6.5	5.2	6.3
2. Domestic expenditure (includes government individual spending)	2.3	5.5	6.5	7.4	5.5	7.4	7.0	7.2
3. Internal tourism consumption (= 1 + 2)	1.8	6.4	7.7	7.3	5.4	7.2	6.6	7.0
4. Purchases by tourism providers, including imported goods (supply chain)	1.8	6.2	7.8	7.3	5.4	7.2	6.0	6.9
5. <b>Direct contribution of Travel &amp; Tourism to GDP</b> (= 3 + 4)	1.8	6.8	7.5	7.3	5.4	7.4	7.6	7.2
<b>Other final impacts (indirect &amp; induced)</b>								
6. Domestic supply chain	1.8	6.8	7.5	7.3	5.4	7.4	7.6	7.2
7. Capital investment	-30.5	6.4	7.6	5.8	2.5	3.6	9.3	6.5
8. Government collective spending	16.3	7.3	6.6	9.4	7.0	7.1	2.9	6.2
9. Imported goods from indirect spending	-12.1	9.1	16.1	6.4	3.6	5.0	8.1	5.8
10. Induced	17.1	0.1	7.4	3.0	3.6	6.5	6.4	5.3
11. <b>Total contribution of Travel &amp; Tourism to GDP</b> (= 5 + 6 + 7 + 8 + 9 + 10)	-2.0	4.5	3.9	6.5	5.1	7.3	7.5	7.3
<b>Employment impacts ('000)</b>								
12. Direct contribution of Travel & Tourism to employment	-5.0	-3.5	1.5	0.7	1.2	2.5	1.9	2.2
13. <b>Total contribution of Travel &amp; Tourism to employment</b>	-5.6	-2.1	2.7	1.2	1.4	2.7	1.8	2.0
<b>Other indicators</b>								
14. Expenditure on outbound travel	3.6	0.0	25.0	-6.4	-1.3	20.5	5.0	5.9

<sup>1</sup>2009-2014 real annual growth adjusted for inflation (%); <sup>2</sup>2015-2025 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			Mongolia	Portugal
		Benin			Cayman Islands						Australia	Romania
		Botswana			Cuba						New Zealand	Slovakia
		Burkina Faso			Former Netherlands Antilles						Fiji	Slovenia
		Burundi			Dominica						Kiribati	Spain
		Cameroon			Dominican Republic		Other Oceania				Sweden	
		Cape Verde			Grenada		Papua New Guinea				UK	
		Central African Republic			Guadeloupe		Solomon Islands				OTHER EUROPE	Albania
		Chad			Haiti		Tonga					Armenia
		Comoros			Jamaica		Vanuatu					Azerbaijan
		Democratic Republic of Congo			Martinique		Bangladesh	Belarus				
		Ethiopia			Puerto Rico		India	Bosnia Herzegovina				
		Gabon			St Kitts & Nevis		Maldives	Georgia				
		Gambia			St Lucia		Nepal	Iceland				
		Ghana			St Vincent & the Grenadines		Pakistan	Kazakhstan				
		Guinea			Trinidad & Tobago		Sri Lanka	Kyrgyzstan				
		Ivory Coast			UK Virgin Islands		Brunei	Macedonia				
		Kenya			US Virgin Islands		Cambodia	Moldova				
		Lesotho			Argentina		Indonesia	Montenegro				
		Madagascar			Belize		Laos	Norway				
		Malawi			Bolivia		Malaysia	Russian Federation				
		Mali			Brazil		Myanmar	Serbia				
		Mauritius			Chile		Philippines	Switzerland				
		Mozambique			Colombia		Singapore	Turkey				
		Namibia			Costa Rica		Thailand	Ukraine				
		Niger			Chile		Vietnam	Uzbekistan				
		Nigeria			Colombia		EUROPEAN UNION	MIDDLE EAST		Bahrain		
		Republic of Congo			Costa Rica					Austria	Iran	
		Reunion		El Salvador	Belgium					Iraq		
		Rwanda		Ecuador	Bulgaria					Israel		
		Sao Tome & Principe		Ecuador	Croatia					Jordan		
		Senegal		Guatemala	Cyprus					Kuwait		
		Seychelles		Guyana	Czech Republic					Lebanon		
		Sierra Leone		Honduras	Denmark					Oman		
		South Africa		Nicaragua	Estonia					Qatar		
		Sudan		Panama	Finland					Saudi Arabia		
		Swaziland		Paraguay	France					Syria		
		Tanzania		Peru	Germany					UAE		
		Togo		Suriname	Greece					Yemen		
		Uganda		Uruguay	Hungary							
		Zambia		Venezuela	Ireland							
		Zimbabwe		Canada	Italy							
				Mexico	Latvia							
				USA								

**THE WORLD TRAVEL & TOURISM COUNCIL IS  
THE GLOBAL AUTHORITY ON THE ECONOMIC AND  
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