WORLD TRAVEL & TOURISM COUNCIL

The Authority on World Travel & Tourism

Travel & Tourism

ECONOMIC IMPACT 2012

SOUTH EAST ASIA

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Foreword

For more than 20 years the World Travel & Tourism Council (WTTC) has been investing in economic impact research, which assesses the Travel & Tourism industry's contribution to GDP and jobs. Our ten-year forecasts are unique in the information they provide to assist governments and private companies plan for the future.

Travel & Tourism continues to be one of the world's largest industries. The total impact of the industry means that, in 2011, it contributed 9% of global GDP, or a value of over US$6 trillion, and accounted for 255 million jobs. Over the next ten years this industry is expected to grow by an average of 4% annually, taking it to 10% of global GDP, or some US$10 trillion. By 2022, it is anticipated that it will account for 328 million jobs, or 1 in every 10 jobs on the planet.

2011 was one of the most challenging years ever experienced by the global Travel & Tourism industry. However, our latest research suggests that, despite political upheaval, economic uncertainty and natural disasters, the industry's direct contribution to world GDP grew by nearly 3% to US$2 trillion and directly generated 1.2 million new jobs. This was supported by a 3% increase in visitor exports to US$1.2 trillion, with almost 3% growth in capital investment, which rose to over US$0.7 trillion.

Moreover, while the macroeconomic environment remains very challenging, our latest projections point to continuous growth in the contribution of Travel & Tourism to global GDP and employment. Rising household incomes in emerging economies – not only the BRICs (Brazil, Russia, India and China) but increasingly across the rest of Southeast Asia and Latin America – will continue to fuel increased leisure demand. Similarly, growing international trade – particularly from emerging markets – will sustain business travel demand. In developed economies, consumers are likely to remain cautious, especially in European countries where austerity programmes are being implemented.

This means that we expect growth in Travel & Tourism's direct contribution to GDP to remain stable at 3% in 2012. We expect the industry to generate directly over 2 million new jobs, with a 2% increase in visitor exports and 3.5% growth in investment over the year.

Rarely over the past 20 years have we been challenged by such economic and political uncertainty as we are seeing now. Our ongoing research underlines the importance of Travel & Tourism as a stabilising force globally – providing jobs, generating prosperity, and facilitating international trade and investment.

David Scowsill

David Scowsill
President & CEO
World Travel & Tourism Council

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The Economic Impact of Travel & Tourism 2012

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South East Asia

2012 ANNUAL RESEARCH: KEY FACTS

2012 forecast

GDP: DIRECT CONTRIBUTION

The direct contribution of Travel & Tourism to GDP was USD94.5bn (4.4% of total GDP) in 2011, and is forecast to rise by 4.3% in 2012, and to rise by 5.8% pa, from 2012-2022, to USD173.2bn in 2022 (in constant 2011 prices).

GDP: TOTAL CONTRIBUTION

The total contribution of Travel & Tourism to GDP was USD237.4bn (10.9% of GDP) in 2011, and is forecast to rise by 4.4% in 2012, and to rise by 5.8% pa to USD436.9bn in 2022.

EMPLOYMENT: DIRECT CONTRIBUTION

In 2011 Travel & Tourism directly supported 9,300,000 jobs (3.2% of total employment). This is expected to rise by 4.2% in 2012 and rise by 3.0% pa to 13,057,000 jobs (3.7% of total employment) in 2022.

EMPLOYMENT: TOTAL CONTRIBUTION

In 2011, the total contribution of Travel & Tourism to employment, including jobs indirectly supported by the industry, was 8.7% of total employment (25,457,000 jobs). This is expected to rise by 3.2% in 2012 to 26,262,500 jobs and rise by 2.6% pa to 33,996,000 jobs in 2022 (9.7% of total).

VISITOR EXPORTS

Visitor exports generated USD87.7bn (5.8% of total exports) in 2011. This is forecast to grow by 3.0% in 2012, and grow by 5.6% pa, from 2012-2022, to USD156.4bn in 2022 (5.2% of total).

INVESTMENT

Travel & Tourism investment in 2011 was USD44.1bn, or 7.6% of total investment. It should rise by 8.2% in 2012, and rise by 7.9% pa over the next ten years to USD102.4bn in 2022 (8.8% of total).

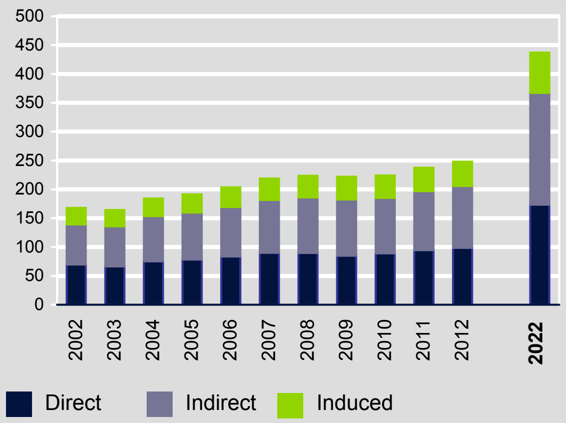
WORLD RANKING (OUT OF 12 REGIONS):

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

6 ABSOLUTE	3 RELATIVE	3 GROWTH	3 LONG-TERM GROWTH
Size in 2011	Contribution to GDP in 2011	2012 forecast	Forecast 2012-2022

Total Contribution of Travel & Tourism to GDP

2011 USDbn



Breakdown of Travel & Tourism's Total Contribution to GDP and Employment 2011

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 industry 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. But WTTC recognises that Travel & Tourism's total contribution is much greater, and aims to capture its indirect and induced impacts through its annual research.

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 sectors. 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 industry.

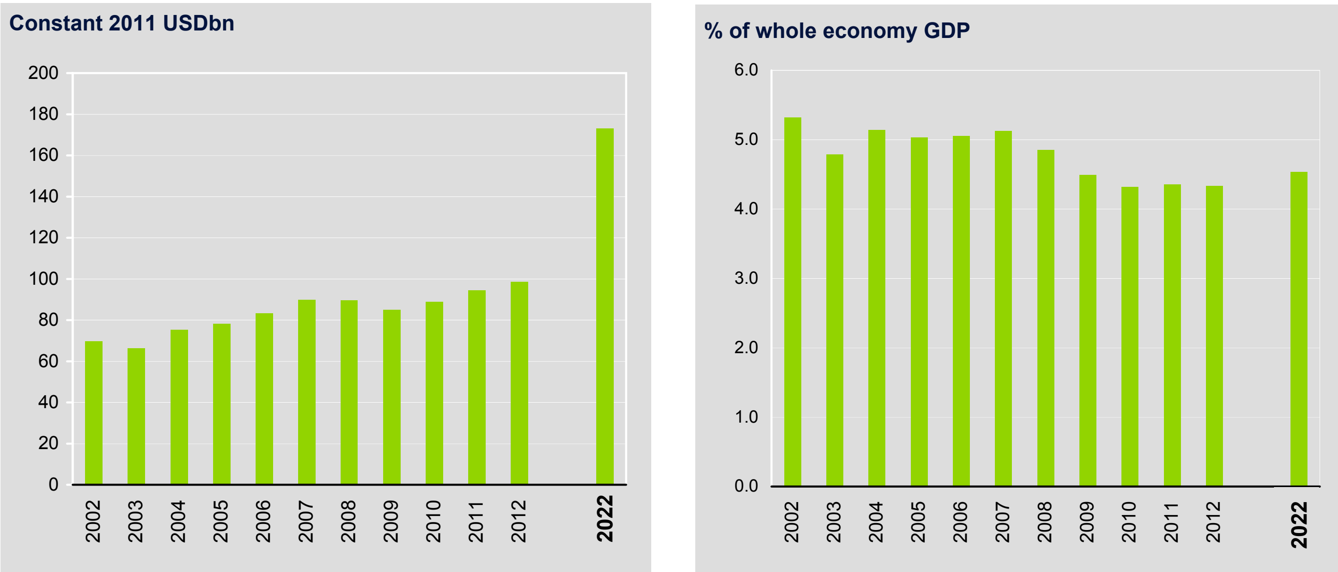
PLEASE NOTE THAT DUE TO CHANGES IN METHODOLOGY BETWEEN 2010 AND 2011, IT IS NOT POSSIBLE TO COMPARE FIGURES PUBLISHED BY WTTC FROM 2011 ONWARDS WITH THE SERIES PUBLISHED IN PREVIOUS YEARS.

Travel & Tourism's contribution to GDP[1]

The direct contribution of Travel & Tourism to GDP in 2011 was USD94.5bn (4.4% of GDP). This is forecast to rise by 4.3% to USD98.6bn in 2012.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 by tourists.

The direct contribution of Travel & Tourism to GDP is expected to grow by 5.8% pa to USD173.2bn (4.5% of GDP) by 2022.

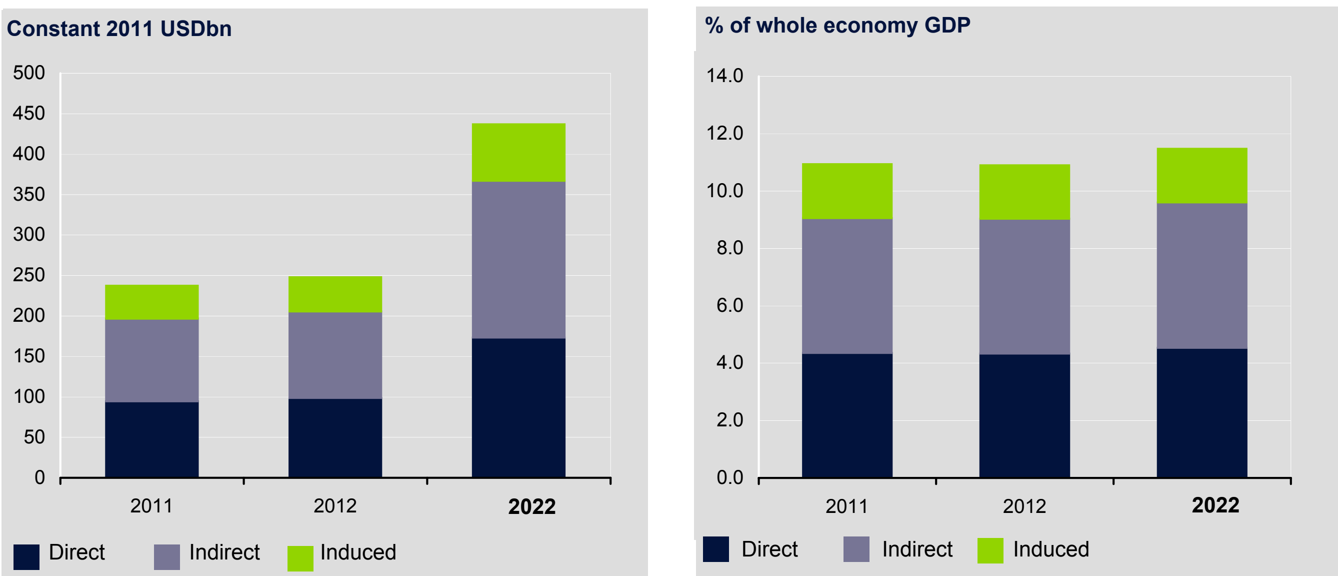
SOUTH EAST ASIA: DIRECT CONTRIBUTION OF TRAVEL & TOURISM TO GDP



The total contribution of Travel & Tourism to GDP (including wider effects from investment, the supply chain and induced income impacts, see page 2) was USD237.4bn in 2011 (10.9% of GDP) and is expected to grow by 4.4% to USD247.9bn (10.9% of GDP) in 2012.

It is forecast to rise by 5.8% pa to USD436.9bn by 2022 (11.5% of GDP).

SOUTH EAST ASIA: TOTAL CONTRIBUTION OF TRAVEL & TOURISM TO GDP



[1] All values are in constant 2011 prices & exchange rates

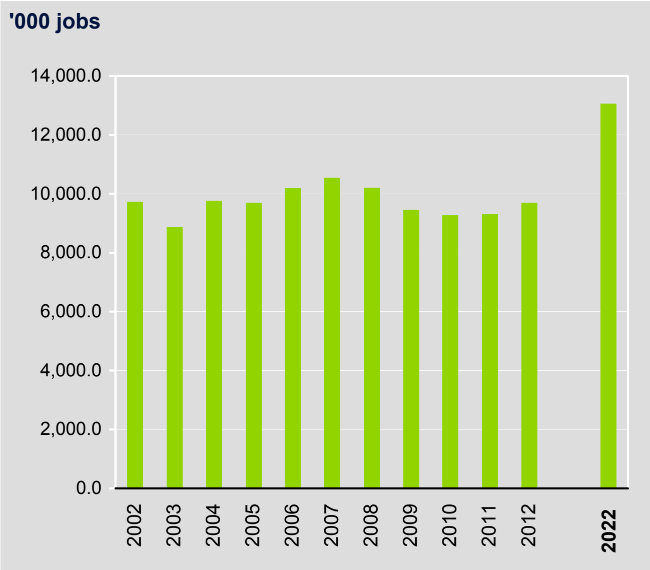
Travel & Tourism's contribution to employment

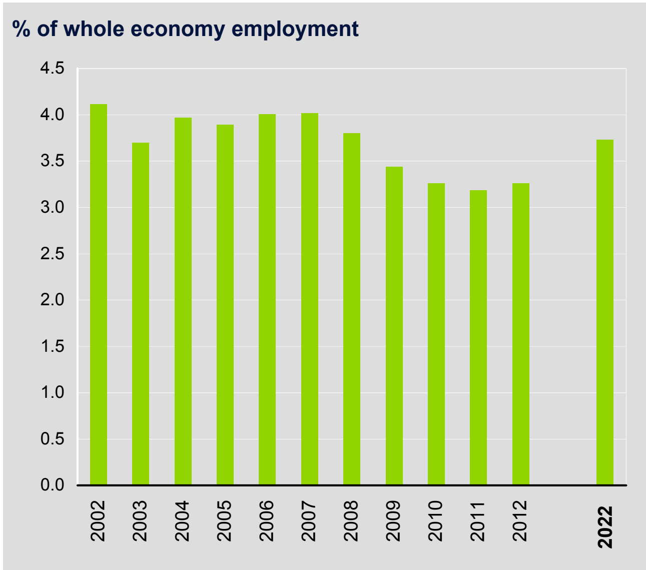
Travel & Tourism generated 9,300,000 jobs directly in 2011 (3.2% of total employment) and this is forecast to grow by 4.2% in 2012 to 9,691,000 (3.3% of total employment).

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 2022, Travel & Tourism will account for 13,057,000 jobs directly, an increase of 3.0% pa over the next ten years.

SOUTH EAST ASIA: DIRECT CONTRIBUTION OF TRAVEL & TOURISM TO EMPLOYMENT

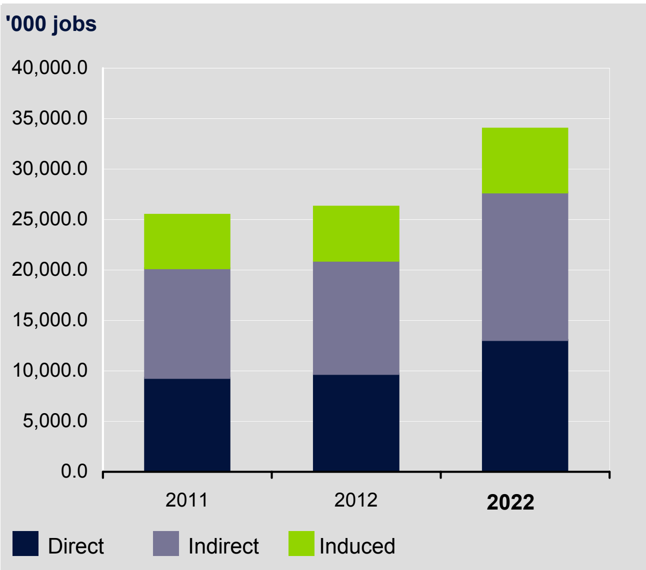


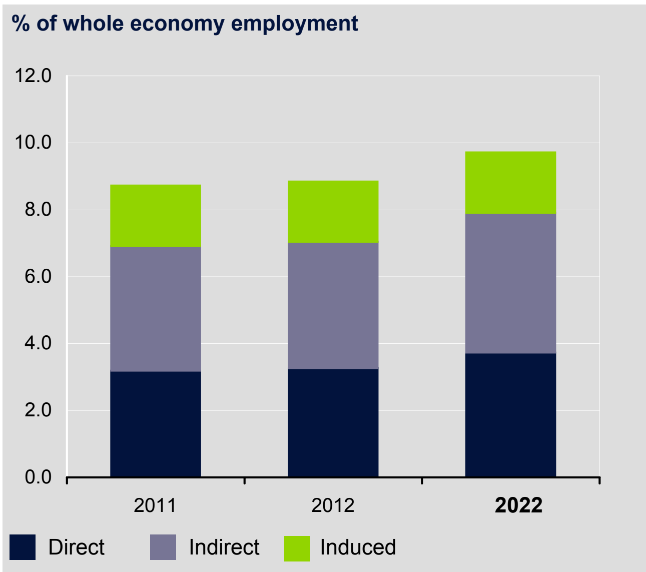


The total contribution of Travel & Tourism to employment (including wider effects from investment, the supply chain and induced income impacts, see page 2) was 25,457,000 jobs in 2011 (8.7% of total employment). This is forecast to rise by 3.2% in 2012 to 26,262,500 jobs (8.8% of total employment).

By 2022, Travel & Tourism is forecast to support 33,996,000 jobs (9.7% of total employment), an increase of 2.6% pa over the period.

SOUTH EAST ASIA: TOTAL CONTRIBUTION OF TRAVEL & TOURISM TO EMPLOYMENT





Visitor Exports and Investment[1]

VISITOR EXPORTS

Visitor exports are a key component of the direct contribution of Travel & Tourism. In 2011, South East Asia generated USD87.7bn in visitor exports. In 2012, this is expected to grow by 3.0%, and the region is expected to attract 76,565,000 international tourist arrivals.

By 2022, international tourist arrivals are forecast to total 115,513,000, generating expenditure of USD156.4bn, an increase of 5.6% pa.

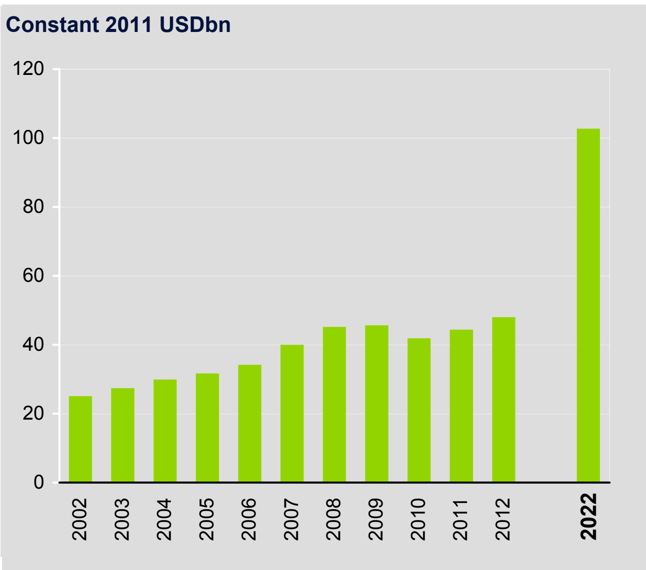
SOUTH EAST ASIA: VISITOR EXPORTS AND INTERNATIONAL TOURIST ARRIVALS

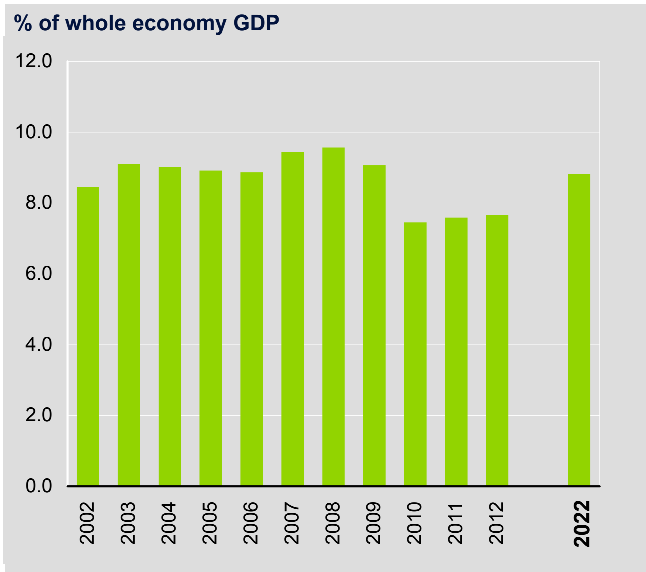
INVESTMENT

Travel & Tourism is expected to have attracted capital investment of USD44.1bn in 2011. This is expected to rise by 8.2% in 2012, and rise by 7.9% pa over the next ten years to USD102.4bn in 2022.

Travel & Tourism's share of total national investment will rise from 7.6% in 2012 to 8.8% in 2022.

SOUTH EAST ASIA: CAPITAL INVESTMENT IN TRAVEL & TOURISM

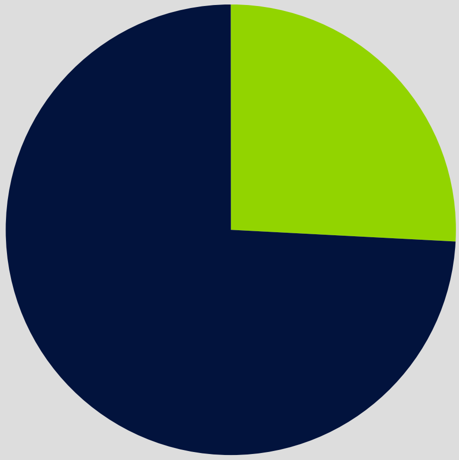




[1] All values are in constant 2011 prices & exchange rates

Different components of Travel & Tourism[1]

South East Asia
Travel & Tourism's Contribution to GDP: Business vs Leisure, 2011



Leisure spending
74.2%

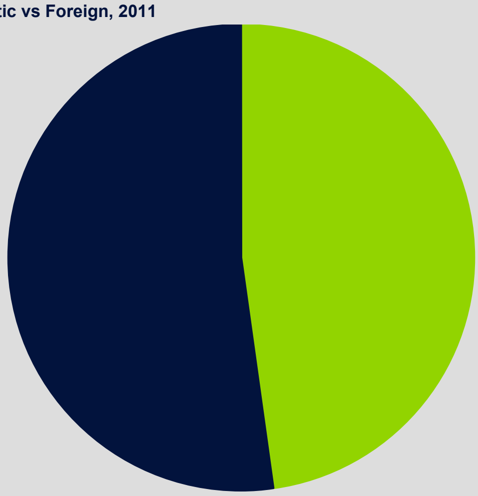
Business spending
25.7%

Leisure travel spending (inbound and domestic) generated 74.2% of direct Travel & Tourism GDP in 2011 (USD125.7bn) compared with 25.7% for business travel spending (USD43.5bn).

Leisure travel spending is expected to grow by 4.4% in 2012 to USD131.2bn, and rise by 5.6% pa to USD226.8bn in 2022.

Business travel spending is expected to grow by 4.7% in 2012 to USD45.6bn, and rise by 6.4% pa to USD84.6bn in 2022.

South East Asia
Travel & Tourism's Contribution to GDP: Domestic vs Foreign, 2011



Foreign visitor spending
52.3%

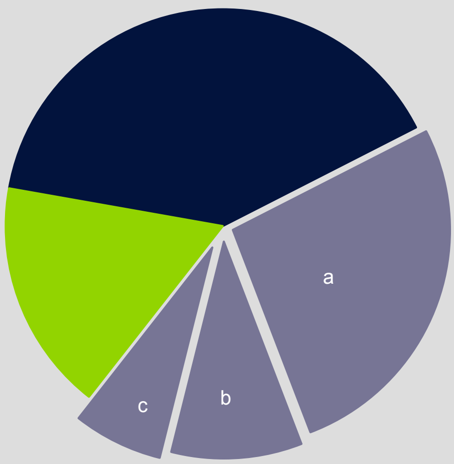
Domestic spending
47.7%

Domestic travel spending generated 47.7% of direct Travel & Tourism GDP in 2011 compared with 52.3% for visitor exports (ie foreign visitor spending or international tourism receipts).

Domestic travel spending is expected to grow by 6.0% in 2012 to USD84.7bn, and rise by 6.0% pa to USD152.1bn in 2022.

Visitor exports are expected to grow by 3.0% in 2012 to USD90.3bn, and rise by 5.6% pa to USD156.4bn in 2022.

South East Asia
Breakdown of Travel & Tourism's Total Contribution to GDP, 2011



Direct
39.8%

Induced
17.2%

Indirect
43.0%

Indirect is the sum of:
(a) Supply chain **26.6%**
(b) Investment **9.6%**
(c) Government collective **6.8%**

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 nearly three times greater than its direct contribution.

[1] All values are in constant 2011 prices & exchange rates

Country rankings: Absolute contribution, 2011

	Travel & Tourism's Direct Contribution to GDP	2011 (US$bn)
1	North America	516.7
2	European Union	508.1
3	North East Asia	365.2
4	Latin America	133.8
5	Other Europe	104.7
6	**South East Asia**	94.5
7	Middle East	71.8
8	South Asia	48.6
9	Oceania	45.5
10	North Africa	35.5
11	Sub Saharan Africa	33.5

	Travel & Tourism's Total Contribution to GDP	2011 (US$bn)
1	North America	1534.1
2	European Union	1393.1
3	North East Asia	1182.4
4	Latin America	364.3
5	Other Europe	326.9
6	**South East Asia**	237.4
7	Middle East	180.8
8	Oceania	179.4
9	South Asia	149.2
10	Sub Saharan Africa	88.4
11	North Africa	75.5

	Travel & Tourism's Direct Contribution to Employment	2011 '000 jobs
1	South Asia	28566.9
2	North East Asia	24661.3
3	**South East Asia**	9300.3
4	North America	8913.6
5	European Union	7280.6
6	Latin America	5579.9
7	Sub Saharan Africa	5264.6
8	North Africa	2756.6
9	Other Europe	2656.6
10	Middle East	1755.7
11	Oceania	681.0

	Travel & Tourism's Total Contribution to Employment	2011 '000 jobs
1	North East Asia	69070.9
2	South Asia	47615.3
3	**South East Asia**	25457.0
4	North America	21581.5
5	European Union	18769.6
6	Latin America	15282.3
7	Sub Saharan Africa	12721.3
8	Other Europe	9607.8
9	North Africa	6029.5
10	Middle East	4528.2
11	Oceania	2042.7

	Travel & Tourism Capital Investment	2011 (US$bn)
1	North America	185.7
2	North East Asia	152.1
3	European Union	149.3
4	Latin America	48.5
5	**South East Asia**	44.1
6	Other Europe	38.1
7	Middle East	37.9
8	South Asia	30.3
9	Oceania	27.1
10	Sub Saharan Africa	13.3
11	North Africa	11.0

	Visitor Exports	2011 (US$bn)
1	European Union	423.3
2	North America	182.7
3	North East Asia	147.4
4	Other Europe	95.4
5	**South East Asia**	87.7
6	Middle East	70.1
7	Latin America	35.6
8	Oceania	33.0
9	Sub Saharan Africa	27.2
10	Caribbean	24.7
11	North Africa	22.9

The tables on pages 7-10 provide provide brief extracts from the full WTTC Country League Table Rankings, highlighting comparisons with competing destinations as well as with the world average.
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, 2011

Travel & Tourism's Direct Contribution to GDP		2011 % share
1	North Africa	5.8
2	Caribbean	4.5
3	**South East Asia**	4.4
4	Middle East	3.2
5	Latin America	3.2
6	European Union	2.9
7	North America	2.9
8	Oceania	2.7
9	Sub Saharan Africa	2.6
10	North East Asia	2.5
11	Other Europe	2.4

Travel & Tourism's Total Contribution to GDP		2011 % share
1	Caribbean	13.9
2	North Africa	12.4
3	**South East Asia**	10.9
4	Oceania	10.7
5	Latin America	8.6
6	North America	8.5
7	Middle East	8.1
8	North East Asia	8.0
9	European Union	7.9
10	Other Europe	7.6
11	Sub Saharan Africa	7.0

Travel & Tourism's Direct Contribution to Employment		2011 % share
1	North Africa	5.7
2	Oceania	4.7
3	North America	4.4
4	South Asia	4.4
5	Caribbean	3.8
6	European Union	3.3
7	**South East Asia**	3.2
8	Middle East	3.0
9	North East Asia	2.8
10	Latin America	2.8
11	Sub Saharan Africa	2.4

Travel & Tourism's Total Contribution to Employment		2011 % share
1	Oceania	14.0
2	North Africa	12.4
3	Caribbean	12.1
4	North America	10.6
5	**South East Asia**	8.7
6	European Union	8.5
7	North East Asia	8.0
8	Middle East	7.8
9	Latin America	7.7
10	South Asia	7.3
11	Other Europe	6.4

Travel & Tourism Investment Contribution to Total Capital Investment		2011 % share
1	Caribbean	11.8
2	Middle East	7.6
3	**South East Asia**	7.6
4	North Africa	7.3
5	North America	6.2
6	Oceania	6.2
7	Sub Saharan Africa	6.1
8	Latin America	5.6
9	South Asia	5.0
10	European Union	4.6
11	Other Europe	4.1

Visitor Exports Contribution to Total Exports		2011 % share
1	Caribbean	14.5
2	North Africa	11.2
3	Oceania	8.7
4	North America	6.1
5	Other Europe	5.9
6	**South East Asia**	5.8
7	Middle East	5.7
8	Sub Saharan Africa	5.6
9	European Union	5.6
10	Latin America	4.4
11	South Asia	4.1

Country rankings:
Real growth, 2012

Travel & Tourism's Direct Contribution to GDP		2012 % growth
1	North East Asia	6.7
2	South Asia	6.7
3	Latin America	6.5
4	Sub Saharan Africa	5.4
5	**South East Asia**	4.3
6	North Africa	3.6
7	Middle East	3.0
8	Other Europe	2.8
9	Caribbean	2.6
10	Oceania	1.9
11	North America	1.3

Travel & Tourism's Total Contribution to GDP		2012 % growth
1	South Asia	6.7
2	North East Asia	6.6
3	Latin America	5.7
4	Sub Saharan Africa	4.7
5	**South East Asia**	4.4
6	Other Europe	3.1
7	Middle East	3.1
8	North Africa	2.7
9	Oceania	2.4
10	Caribbean	2.0
11	North America	1.1

Travel & Tourism's Direct Contribution to Employment		2012 % growth
1	Latin America	5.1
2	**South East Asia**	4.2
3	North Africa	3.4
4	South Asia	3.0
5	Sub Saharan Africa	2.8
6	Other Europe	2.3
7	North East Asia	1.9
8	Caribbean	1.7
9	North America	0.0
10	European Union	-0.3
11	Middle East	-0.6

Travel & Tourism's Total Contribution to Employment		2012 % growth
1	Latin America	4.2
2	**South East Asia**	3.2
3	South Asia	2.8
4	Sub Saharan Africa	2.7
5	North Africa	2.5
6	North East Asia	2.1
7	Other Europe	1.7
8	Caribbean	0.9
9	North America	-0.2
10	Middle East	-0.6
11	Oceania	-0.9

Travel & Tourism Investment		2012 % growth
2	South Asia	11.5
4	Middle East	8.5
1	**South East Asia**	8.2
5	Oceania	6.8
9	Latin America	5.2
3	North East Asia	5.0
11	Other Europe	4.4
8	Sub Saharan Africa	3.1
6	North America	1.6
10	North Africa	0.6
7	Caribbean	-0.3

Visitor Exports		2012 % growth
1	North Africa	7.9
2	Sub Saharan Africa	6.6
3	Latin America	6.1
4	North East Asia	5.2
5	**South East Asia**	3.0
6	South Asia	2.8
7	Caribbean	2.3
8	Oceania	2.2
9	Other Europe	1.5
10	European Union	0.2
11	Middle East	0.1

WORLD TRAVEL & TOURISM COUNCIL

Country rankings: Long term growth, 2012 - 2022

	Travel & Tourism's Direct Contribution to GDP	2012 - 2022 % growth pa
1	South Asia	7.2
2	North East Asia	6.4
3	**South East Asia**	5.8
4	Sub Saharan Africa	5.0
5	North Africa	4.6
6	Latin America	4.6
7	Middle East	4.1
8	North America	3.3
9	Other Europe	3.2
10	Caribbean	3.1
11	Oceania	3.0

	Travel & Tourism's Total Contribution to GDP	2012 - 2022 % growth pa
1	South Asia	7.5
2	North East Asia	6.6
3	**South East Asia**	5.8
4	Sub Saharan Africa	5.0
5	North Africa	4.8
6	Latin America	4.7
7	Middle East	4.2
8	Other Europe	3.2
9	North America	3.2
10	Caribbean	3.1
11	Oceania	2.8

	Travel & Tourism's Direct Contribution to Employment	2012 - 2022 % growth pa
1	**South East Asia**	3.0
2	Latin America	2.5
3	Middle East	2.4
4	North Africa	2.3
5	Sub Saharan Africa	2.3
6	Caribbean	1.8
7	South Asia	1.7
8	North East Asia	1.5
9	North America	1.5
10	European Union	1.3
11	Oceania	1.0

	Travel & Tourism's Total Contribution to Employment	2012 - 2022 % growth pa
1	North East Asia	3.0
2	**South East Asia**	2.6
3	Middle East	2.5
4	Latin America	2.4
5	Sub Saharan Africa	2.4
6	North Africa	2.3
7	South Asia	1.9
8	North America	1.9
9	Caribbean	1.8
10	Oceania	1.3
11	European Union	1.0

	Travel & Tourism Investment Contribution to Capital Investment	2012 - 2022 % growth pa
1	**South East Asia**	7.9
2	South Asia	7.5
3	North East Asia	7.3
4	Latin America	6.9
5	North Africa	5.8
6	Middle East	4.8
7	North America	4.7
8	Other Europe	4.7
9	Sub Saharan Africa	4.3
10	Caribbean	3.6
11	European Union	3.5

	Visitor Exports Contribution to Exports	2012 - 2022 % growth pa
1	Latin America	6.7
2	**South East Asia**	5.6
3	South Asia	5.1
4	North Africa	5.0
5	North East Asia	4.8
6	Sub Saharan Africa	4.4
7	Middle East	3.7
8	Oceania	3.1
9	North America	2.9
10	Caribbean	2.8
11	Other Europe	2.8

Summary tables:
Estimates & Forecasts

South East Asia	2011 USDbn[1]	2011 % of total	2012 Growth[2]	USDbn[1]	2022 % of total	Growth[3]
Direct contribution to GDP	94.5	4.4	4.3	173.2	4.5	5.8
Total contribution to GDP	237.4	10.9	4.4	436.9	11.5	5.8
Direct contribution to employment[4]	9,300	3.2	4.2	13,057	3.7	3.0
Total contribution to employment[4]	25,457	8.7	3.2	33,996	9.7	2.6
Visitor exports	87.7	5.8	3.0	156.4	5.2	5.6
Domestic spending	79.9	3.7	6.0	152.1	4.1	6.0
Leisure spending	125.7	5.8	4.4	226.8	5.8	5.6
Business spending	43.5	2.0	4.7	84.6	2.3	6.4
Capital investment	44.1	7.6	8.2	102.4	8.8	7.9

[1]2011 constant prices & exchange rates; [2]2012 real growth adjusted for inflation (%); [3]2012-2022 annualised real growth adjusted for inflation (%); [4]'000 jobs

Asia Pacific	2011 US$bn[1]	2011 % of total	2012 Growth[2]	US$bn[1]	2022 % of total	Growth[3]
Direct contribution to GDP	553.7	2.6	5.9	1,066.7	2.9	6.2
Total contribution to GDP	1,748.4	8.4	5.9	3,395.5	9.5	6.3
Direct contribution to employment[4]	63,209	3.5	2.7	77,992	3.8	1.9
Total contribution to employment[4]	144,186	7.9	2.5	190,331	9.3	2.6
Visitor exports	288.8	4.2	4.0	485.6	3.4	4.9
Domestic spending	924.2	4.4	6.6	1,887.3	5.4	6.7
Leisure spending	919.1	4.4	6.2	1,822.4	5.1	6.4
Business spending	312.2	1.5	5.2	578.1	1.6	5.8
Capital investment	253.6	4.0	6.5	535.8	4.4	7.1

[1]2011 constant prices & exchange rates; [2]2012 real growth adjusted for inflation (%); [3]2012-2022 annualised real growth adjusted for inflation (%); [4]'000 jobs

Worldwide	2011 US$bn[1]	2011 % of total	2012 Growth[2]	US$bn[1]	2022 % of total	Growth[3]
Direct contribution to GDP	1,972.8	2.8	2.8	3,056.2	3.0	4.2
Total contribution to GDP	6,346.1	9.1	2.8	9,939.5	9.8	4.3
Direct contribution to employment[4]	98,031	3.3	2.3	120,470	3.6	1.9
Total contribution to employment[4]	254,941	8.7	2.0	327,922	9.8	2.3
Visitor exports	1,170.6	5.3	1.7	1,694.7	4.3	3.6
Domestic spending	2,791.2	4.0	3.5	4,547.6	4.6	4.6
Leisure spending	3,056.9	4.4	3.1	4,853.8	4.8	4.4
Business spending	968.4	1.4	2.5	1,476.2	1.5	4.0
Capital investment	743.0	4.9	3.5	1,320.4	5.1	5.6

[1]2011 constant prices & exchange rates; [2]2012 real growth adjusted for inflation (%); [3]2012-2022 annualised real growth adjusted for inflation (%); [4]'000 jobs

The economic contribution of Travel & Tourism: Real 2011 prices

South East Asia (USDbn, real 2011 prices)	2006	2007	2008	2009	2010	2011	2012E	2022F
1. Visitor exports	72.5	81.0	80.4	73.4	80.2	87.7	90.3	156.4
2. Domestic expenditure	76.3	78.4	80.1	76.6	77.6	79.9	84.7	152.1
3. Internal tourism consumption (= 1 + 2 + government individual spending)	150.0	160.6	161.8	151.5	159.3	169.2	176.8	311.4
4. Purchases by tourism providers, including imported goods (supply chain)	-66.6	-70.8	-72.1	-66.5	-70.4	-74.8	-78.2	-138.2
5. Direct contribution of Travel & Tourism to GDP (= 3 + 4)	83.4	89.8	89.7	85.0	88.9	94.5	98.6	173.2
Other final impacts (indirect & induced) 6. Domestic supply chain	57.8	62.3	61.7	58.6	61.2	65.0	67.9	119.3
7. Capital investment	33.9	39.7	44.9	45.3	41.6	44.1	47.7	102.4
8. Government collective spending	11.9	12.5	13.2	14.9	15.6	16.6	17.3	28.4
9. Imported goods from indirect spending	-17.8	-22.9	-23.7	-21.7	-22.2	-23.6	-26.0	-56.3
10. Induced	34.4	37.6	37.8	39.7	39.0	40.8	42.4	69.9
11. Total contribution of Travel & Tourism to GDP **(= 5 + 6 + 7 + 8 + 9 + 10)**	203.7	218.9	223.5	221.8	224.0	237.4	247.9	436.9
Employment impacts ('000) 12. Direct contribution of Travel & Tourism to employment	10,180.5	10,536.8	10,206.1	9,454.6	9,266.2	9,300.3	9,691.5	13,057.0
13. Total contribution of Travel & Tourism to employment	26,839.8	26,178.8	27,267.6	26,456.0	25,267.0	25,457.0	26,262.6	33,996.1
Other indicators **14.** Expenditure on outbound travel	41.6	44.9	49.8	46.9	48.2	49.7	53.2	109.5

The economic contribution of Travel & Tourism: Nominal prices

South East Asia (USDbn, nominal prices)	2006	2007	2008	2009	2010	2011	2012E	2022F
1. Visitor exports	49.7	63.8	68.3	59.8	73.2	87.7	91.7	184.5
2. Domestic expenditure	49.5	57.5	64.9	60.4	71.1	79.9	86.8	193.8
3. Internal tourism consumption (= 1 + 2 + government individual spending)	99.9	122.2	134.2	121.3	145.6	169.2	180.3	382.0
4. Purchases by tourism providers, including imported goods (supply chain)	-44.4	-54.0	-59.9	-53.3	-64.3	-74.8	-79.7	-168.7
5. Direct contribution of Travel & Tourism to GDP (= 3 + 4)	55.5	68.2	74.3	68.0	81.3	94.5	100.5	213.3
Other final impacts (indirect & induced) 6. Domestic supply chain	38.5	47.4	51.3	46.9	56.0	65.0	69.2	146.5
7. Capital investment	23.0	30.6	37.3	36.3	37.7	44.1	48.8	124.5
8. Government collective spending	7.8	9.3	10.8	11.8	14.2	16.6	17.7	34.4
9. Imported goods from indirect spending	-12.2	-17.6	-19.9	-17.5	-19.9	-23.6	-26.5	-66.6
10. Induced	22.5	28.2	30.9	31.5	35.7	40.8	43.3	88.0
11. Total contribution of Travel & Tourism to GDP (= 5 + 6 + 7 + 8 + 9 + 10)	135.1	166.1	184.7	177.0	204.9	237.4	253.0	540.0
Employment impacts ('000) 12. Direct contribution of Travel & Tourism to employment	10,180.5	10,536.8	10,206.1	9,454.6	9,266.2	9,300.3	9,691.5	13,057.0
13. Total contribution of Travel & Tourism to employment	26,839.8	26,178.8	27,267.6	26,456.0	25,267.0	25,457.0	26,262.6	33,996.1
Other indicators **14.** Expenditure on outbound travel	28.4	34.6	41.6	38.0	43.6	49.7	54.2	133.3

*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

South East Asia Growth[1] (%)	2006	2007	2008	2009	2010	2011	2012E	2022F
1. Visitor exports	12.9	11.7	-0.8	-8.7	9.2	9.4	3.0	5.6
2. Domestic expenditure	1.2	2.7	2.1	-4.3	1.3	3.0	6.0	6.0
3. Internal tourism consumption (= 1 + 2 + government individual spending)	6.6	7.1	0.7	-6.4	5.1	6.3	4.5	5.8
4. Purchases by tourism providers, including imported goods (supply chain)	6.6	6.8	1.0	-6.8	5.3	6.2	4.5	5.8
5. Direct contribution of Travel & Tourism to GDP (= 3 + 4)	6.8	7.6	-0.2	-5.2	4.6	6.2	4.3	5.8
Other final impacts (indirect & induced) 6. Domestic supply chain	6.8	7.6	-0.8	-5.1	4.5	6.2	4.4	5.8
7. Capital investment	8.0	17.1	13.1	1.1	-8.3	6.0	8.2	7.9
8. Government collective spending	8.9	5.5	5.6	12.7	4.7	6.3	4.6	5.0
9. Imported goods from indirect spending	18.8	29.0	3.4	-8.6	2.6	5.9	10.3	8.0
10. Induced	8.4	9.2	0.5	5.1	-1.8	4.8	3.8	5.1
11. Total contribution of Travel & Tourism to GDP (= 5 + 6 + 7 + 8 + 9 + 10)	6.5	7.5	2.1	-0.8	1.0	6.0	4.4	5.8
Employment impacts ('000) 12. Direct contribution of Travel & Tourism to employment	5.0	3.5	-3.1	-7.4	-2.0	0.4	4.2	3.0
13. Total contribution of Travel & Tourism to employment	5.3	-2.5	4.2	-3.0	-4.5	0.8	3.2	2.6
Other indicators **14.** Expenditure on outbound travel	4.8	7.8	10.9	-5.9	2.8	3.1	7.0	7.5

[1]2005-2011 real annual growth adjusted for inflation (%); [2]2011-2021 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 the Travel & Tourism industry. 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 industry plus its indirect and induced impacts (see below). Total contribution to employment – the number of jobs generated directly in the Travel & Tourism industry 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. 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 – government spending on individual non-market services for which beneficiaries can be separately identified. These social transfers are directly comparable to consumer spending and, in certain cases, may represent public provision of consumer services. For example, it includes provision of services in national parks and museums.

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 sectors directly involved in the Travel & Tourism industry. 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 – general 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 sectors of the Travel & Tourism industry 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

In 2011, WTTC refined its methodology for estimating the direct contribution of Travel & Tourism to be fully consistent with the UN Statistics Division-approved 2008 *Tourism Satellite Account: Recommended Methodological Framework* (TSA:RMF 2008). Some further revisions to the research have been made in 2012 as part of WTTC's ongoing commitment to align the research with the TSA:RMF 2008. This has involved further benchmarking of country reports to official, published TSAs, including for countries which are reporting data for the first time as well as updates to earlier years. As part of the alignment process we are now also able to isolate and exclude international travel flows related to education.

In addition to 181 individual country reports, one world report and 17 covering world regions and sub-regions, we also provide reports with combined results for special economic groupings including, for the first time in 2012, the G20 and SADC.

Special economic groups

G20

Argentina, Australia, Brazil, Canada, China, European Union, France, Germany, India, Indonesia, Italy, Japan, Mexico, Russia, Saudi Arabia, South Africa, South Korea,Turkey, UK, USA.

SADC (Southern African Development Community)

Angola, Botswana, Democratic Republic of Congo (DRC), Lesotho, Madagascar, Malawi, Mauritius, Mozambique, Namibia, Seychelles, South Africa, Swaziland, United Republic of Tanzania, Zambia, Zimbabwe.

BRIC

Brazil, Russia, India, China.

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.

OECD (Organisation for Economic Co-operation and Development)

Australia, Austria, Belgium, Canada, Czech Republic, Denmark, Finland, France, Germany, Greece, Hungary, Iceland, Ireland, Italy, Japan, South Korea, Luxembourg, Mexico, Netherlands, New Zealand, Norway, Poland, Portugal, Slovakia, Spain, Sweden, Switzerland, Turkey, UK, USA.

Economic impact reports: Regions, sub-regions and countries

WORLD

REGION	SUB-REGION	COUNTRY
AFRICA	NORTH AFRICA	Algeria
		Egypt
		Libya
		Morocco
		Tunisia
	SUB-SAHARAN	Angola
		Benin
		Botswana
		Burkina Faso
		Burundi
		Cameroon
		Cape Verde
		Central African Republic
		Chad
		Comoros
		Democratic Republic of Congo
		Ethiopia
		Gabon
		Gambia
		Ghana
		Guinea
		Ivory Coast
		Kenya
		Lesotho
		Madagascar
		Malawi
		Mali
		Mauritius
		Mozambique
		Namibia
		Niger
		Nigeria
		Republic of Congo
		Reunion
		Rwanda
		Sao Tome & Principe
		Senegal
		Seychelles
		Sierra Leone
		South Africa
		Sudan
		Swaziland
		Tanzania
		Togo
		Uganda
		Zambia
		Zimbabwe

REGION	SUB-REGION	COUNTRY
AMERICAS	CARIBBEAN	Anguilla
		Antigua & Barbuda
		Aruba
		Bahamas
		Barbados
		Bermuda
		Cayman Islands
		Cuba
		Former Netherlands Antilles
		Dominica
		Dominican Republic
		Grenada
		Guadeloupe
		Haiti
		Jamaica
		Martinique
		Puerto Rico
		St Kitts & Nevis
		St Lucia
		St Vincent & the Grenadines
		Trinidad & Tobago
		UK Virgin Islands
		US Virgin Islands
	LATIN AMERICA	Argentina
		Belize
		Bolivia
		Brazil
		Chile
		Colombia
		Costa Rica
		El Salvador
		Ecuador
		Guatemala
		Guyana
		Honduras
		Nicaragua
		Panama
		Paraguay
		Peru
		Suriname
		Uruguay
		Venezuela
	NORTH AMERICA	Canada
		Mexico
		USA

REGION	SUB-REGION	COUNTRY
ASIA	NORTHEAST ASIA	Japan
		China
		Hong Kong
		South Korea
		Macau
		Taiwan
		Mongolia
	OCEANIA	Australia
		New Zealand
		Fiji
		Kiribati
		Other Oceania
		Solomon Islands
		Tonga
		Vanuatu
	SOUTH ASIA	Bangladesh
		India
		Nepal
		Pakistan
		Sri Lanka
		Maldives
	SOUTHEAST ASIA	Brunei
		Cambodia
		Indonesia
		Laos
		Malaysia
		Myanmar
		Papua New Guinea
		Philippines
		Singapore
		Thailand
		Vietnam
EUROPE	EUROPEAN UNION	Austria
		Belgium
		Bulgaria
		Cyprus
		Czech Republic
		Denmark
		Estonia
		Finland
		France
		Germany
		Greece
		Hungary
		Ireland
		Italy
		Latvia

REGION	SUB-REGION	COUNTRY
EUROPE	EUROPEAN UNION	Lithuania
		Luxembourg
		Malta
		Netherlands
		Poland
		Portugal
		Romania
		Slovakia
		Slovenia
		Spain
		Sweden
		UK
	OTHER EUROPE	Albania
		Armenia
		Azerbaijan
		Belarus
		Bosnia Herzegovina
		Croatia
		Iceland
		Kazakhstan
		Kyrgyzstan
		Macedonia
		Moldova
		Montenegro
		Norway
		Russia
		Serbia
		Switzerland
		Turkey
		Ukraine
MIDDLE EAST		Bahrain
		Iran
		Israel
		Jordan
		Kuwait
		Lebanon
		Oman
		Qatar
		Saudi Arabia
		Syria
		UAE
		Yemen

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PAN PACIFIC HOTEL GROUP
Patrick Imbardelli
President & CEO

PHOCUSWRIGHT
Philip C Wolf
President & CEO

QUNAR
Chenchao Zhuang
Co-Founder & CEO

RADISSON EDWARDIAN HOTELS
Jasminder Singh
Chairman & CEO

REED TRAVEL EXHIBITIONS
Richard Mortimore
Managing Director

RELAIS & CHÂTEAUX
Jaume Tàpies
President

R TAUCK & PARTNERS
Robin Tauck
President

S-GROUP CAPITAL MANAGEMENT
Vladimir Yakushev
Managing Partner

SHANGRI-LA INTERNATIONAL HOTEL MANAGEMENT
Greg Dogan
President & CEO

SOUTH AFRICAN AIRWAYS
Sizakele Mzimela
CEO

SPENCER STUART
Jerry Noonan
Co-leader, Global Hospitality & Leisure Practice

STARWOOD HOTELS & RESORTS WORLDWIDE, INC
Frits D van Paasschen
President & CEO

TAJ HOTELS RESORTS & PALACES
Raymond Bickson
Managing Director & CEO

TAP PORTUGAL
Fernando Pinto
CEO

TRANSAERO AIRLINES
Alexander Pleshakov
CEO

UNITED AIRLINES
Jeff Smisek
President & CEO

Jim Compton
Executive Vice President & CEO

VIRTUOSO
Matthew D Upchurch CTC
CEO

WILDERNESS SAFARIS
Andy Payne
CEO

ZAGAT SURVEY LLC
Tim Zagat
Co-Founder, Co-Chair & CEO

INDUSTRY PARTNERS

DELOITTE
Adam Weissenberg
Global Segment Lead - Travel Hospitality and Leisure

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Mario Ferreira
CEO

HONORARY MEMBERS

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Gérard Pélisson
Co-Chairman, Supervisory Board

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Jonathan S Linen
Adviser to Chairman

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André Jordan
Chairman

FT MOORE P/L
Sir Frank Moore, AO
Chairman

THE HERTZ CORPORATION
Frank Olsen
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Lord Colin Marshall of Knightsbridge
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RRE VENTURES
James D Robinson III
General Partner
WTTC Chairman (1990-1994)

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Vincent A Wolfington
Chairman
WTTC Chairman (2004-2007)

FORMER CHAIRMEN

INTERCONTINENTAL HOTELS GROUP PLC
Sir Ian Prosser
Retired Chairman
WTTC Chairman (2001-2003)

AIG INC
Harvey Golub
Non-Executive Chairman
WTTC Chairman (1996-2001)

ROBERT H BURNS HOLDINGS LTD
Robert H Burns
Chairman
WTTC Chairman (1994-1996)

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