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TRAVEL & TOURISM ECONOMIC IMPACT 2011

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Non-Executive Chairman
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WTTC Chairman (1994-1996)

PRESIDENT & CEO:

David Scowsill

14 February 2011

THE WORLD TRAVEL & TOURISM COUNCIL (WTTC), WHICH IS THE BUSINESS LEADERS' FORUM FOR TRAVEL & TOURISM, HAS SPENT MORE THAN 20 YEARS DEVELOPING ITS ECONOMIC IMPACT RESEARCH FOR THE BENEFIT OF PRIVATE AND PUBLIC SECTOR DECISION-MAKERS. THIS COMPREHENSIVE RESEARCH USES THE FRAMEWORK OF TOURISM SATELLITE ACCOUNTS.

Since full Tourism Satellite Accounts (TSAs) take considerable time and resources to develop, WTTC produces its economic impact research annually for 181 countries to provide, on a consistent basis, reliable and comparable information to assess Travel & Tourism's current and likely future contribution to economic activity and employment. Timeliness is one of the main strengths of our research – so it can inform and help drive urgent policy and investment decisions to support ongoing economic recovery and renewed job creation.

WTTC, in conjunction with its research partner Oxford Economics, has this year significantly enhanced its research in order to make it of even greater value to Travel & Tourism decision-makers. We have refined our methodology for estimating the direct economic contribution of Travel & Tourism to be fully consistent with the UN Statistics Division-approved *2008 Tourism Satellite Account: Recommended Methodological Framework* (TSA:RMF 2008).

While this has led to some changes in WTTC's estimates of the size of the Travel & Tourism industry from those in previous years' reports, these changes mean that our findings are also consistent with the increasing number of detailed TSAs being published by national statistical offices – and therefore even more useful in facilitating benchmarking and comparisons of the economic contribution of Travel & Tourism across countries.

Our latest research confirms the recovery in Travel & Tourism in 2010, with the industry's direct contribution to global GDP increasing by 3.3%, to US$1,770 billion. During 2011, this recovery is forecast to strengthen further– by 4.5% to US$1,850 billion, creating an additional 3 million direct industry jobs. Taking into account its wider economic impacts, Travel & Tourism's total economic contribution this year is expected to account for US$5,987 billion, 9.1% of global GDP and 258 million jobs.

While economic growth going forward faces many challenges – as both governments and the private sector in many developed economies seek to reduce their debts, and as the prices of oil and other commodities rise - the Travel & Tourism industry is still expected to be one of the world's fastest growing sectors. Emerging economies, in particular, are expected to be increasingly important engines of such growth, boosting both international travel and also generating increasingly vibrant domestic tourism sectors.

We are delighted that Travel & Tourism's role as a key pillar of economic growth is being increasingly recognised by governments in all regions of the world. This research clearly demonstrates the potential of Travel & Tourism to drive global economic recovery and generate employment, helping to ensure sustainable development and the alleviation of poverty by spreading the benefits more equitably across populations.

David Scowsill

Geoffrey J. W. Kent

David Scowsill
President & CEO
World Travel & Tourism Council

Geoffrey J W Kent
Chairman, World Travel & Tourism Council and
Chairman & CEO, Abercrombie & Kent

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THE ECONOMIC IMPACT OF TRAVEL & TOURISM

The Southeast Asia report includes ...

Brunei, Cambodia, Indonesia, Laos, Malaysia, Myanmar, Papua New Guinea, Philippines, Singapore, Thailand, Vietnam.

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SOUTH EAST ASIA

WORLD TRAVEL & TOURISM COUNCIL

2011 KEY FACTS

Average real growth pa 2011-21

GDP: Direct Contribution
The direct contribution of Travel &Tourism to GDP is expected to be USD86.9bn (4.2% of total GDP) in 2011, rising by 6.4% pa to USD161.7bn (4.4%) in 2021 (in constant 2011 prices). **6.4%**

GDP: Total Contribution
The total contribution of Travel &Tourism to GDP, including its wider economic impacts, is forecast to rise by 6.1% pa from USD223.5bn (10.9% of GDP) in 2011 to USD405.9bn (11.4%) by 2021. **6.1%**

Employment: Direct Contribution
Travel & Tourism is expected to support directly 8,928,000 jobs (3.1% of total employment) in 2011, rising by 3.1% pa to 12,080,000 jobs (3.6%) by 2021. **3.1%**

Employment: Total Contribution
The total contribution of Travel & Tourism to employment, including jobs indirectly supported by the industry, is forecast to rise by 2.6% pa from 25,854,000 jobs (9.1% of total employment) in 2011 to 33,439,000 jobs (9.9%) by 2021. **2.6%**

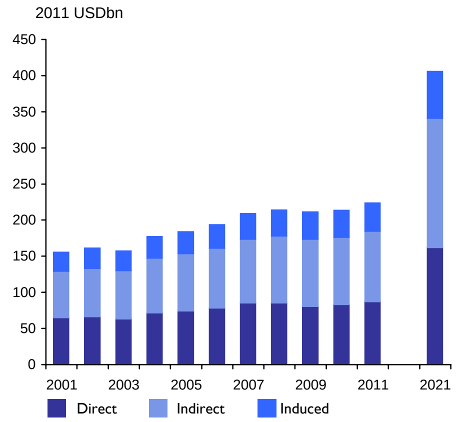
Visitor Exports
Travel & Tourism visitor exports are expected to generate USD76.1bn (5.6% of total exports) in 2011, growing by 8.2% pa (in nominal terms) to USD148.8bn (5.4%) in 2021. **6.9%**

Investment
Travel & Tourism investment is estimated at USD45.4bn or 8.2% of total investment in 2011. It should rise by 7.8% pa to reach USD95.0bn (or 8.4%) of total investment in 2021. **7.8%**

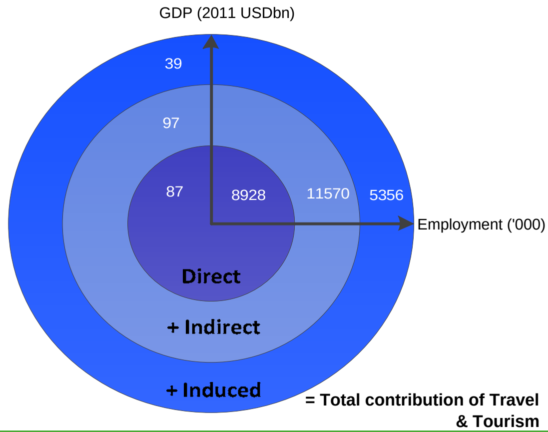
World ranking (out of 12 regions):
Relative importance of Travel & Tourism's total contribution to GDP

6	4	2
ABSOLUTE size	RELATIVE contribution to national economy	GROWTH forecast

Total Contribution of Travel & Tourism to GDP



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



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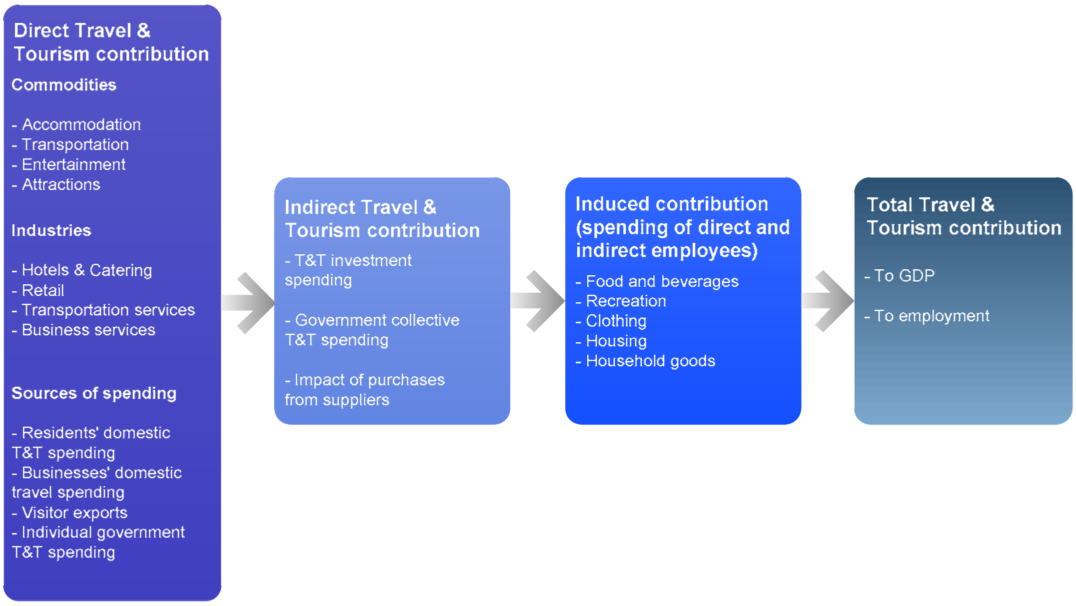
DEFINING THE ECONOMIC CONTRIBUTION OF TRAVEL & TOURISM

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.

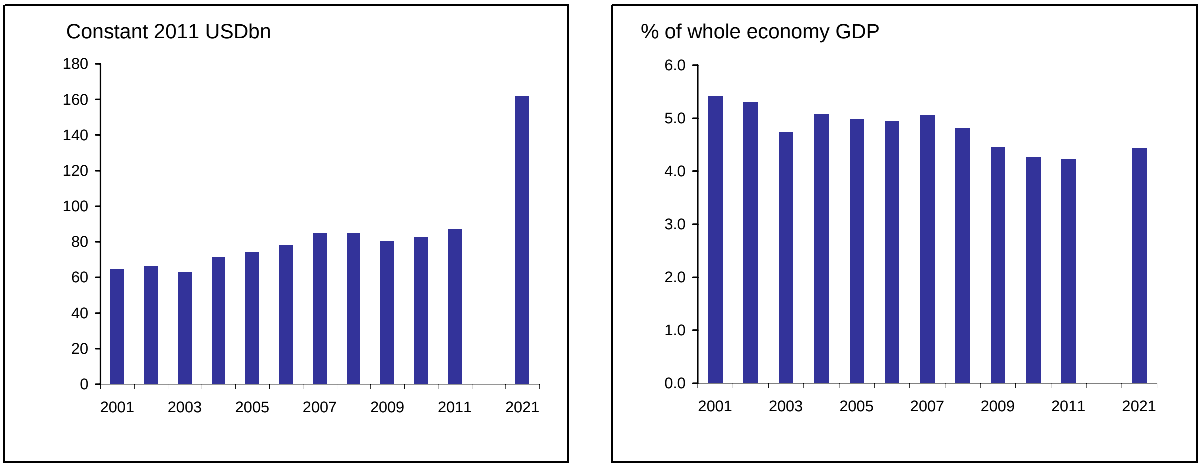
PLEASE NOTE THAT DUE TO CHANGES IN METHODOLOGY BETWEEN 2010 AND 2011, IT IS NOT POSSIBLE TO COMPARE FIGURES PUBLISHED BY WTTC IN 2011 WITH THE SERIES PUBLISHED IN PREVIOUS YEARS

TRAVEL & TOURISM'S CONTRIBUTION TO GDP[1]

The direct contribution of Travel & Tourism to GDP is expected to be USD86.9bn in 2011 (4.2% of GDP). 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.

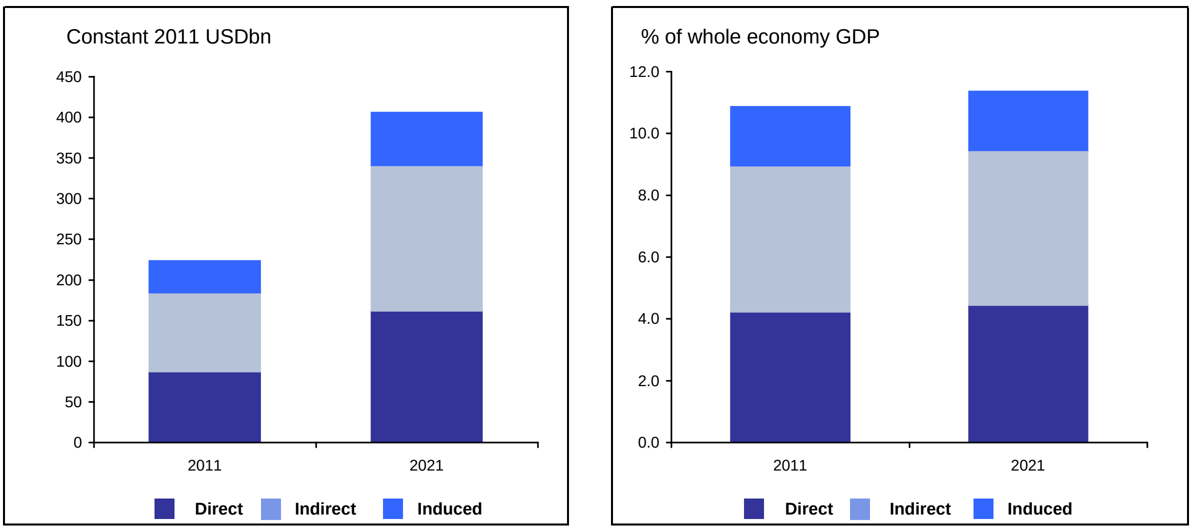
The direct contribution of Travel & Tourism to GDP is expected to grow by 6.4% per annum (pa) to USD161.7bn (4.4% of GDP) by 2021.

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) is expected to be USD223.5bn in 2011 (10.9% of GDP). It is forecast to rise by 6.1% pa from USD405.9bn by 2021 (11.4% of GDP).

South East Asia: Total Contribution of Travel & Tourism to GDP



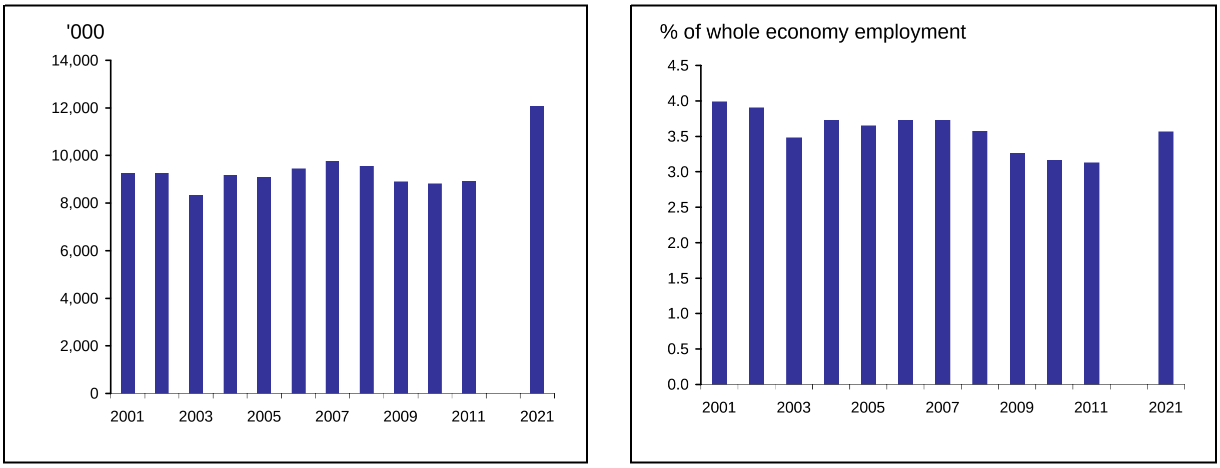
[1] All values are in constant 2011 prices & exchange rates

TRAVEL & TOURISM'S CONTRIBUTION TO EMPLOYMENT

Travel & Tourism is expected to generate 8,928,000 jobs directly in 2011 (3.1% 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.

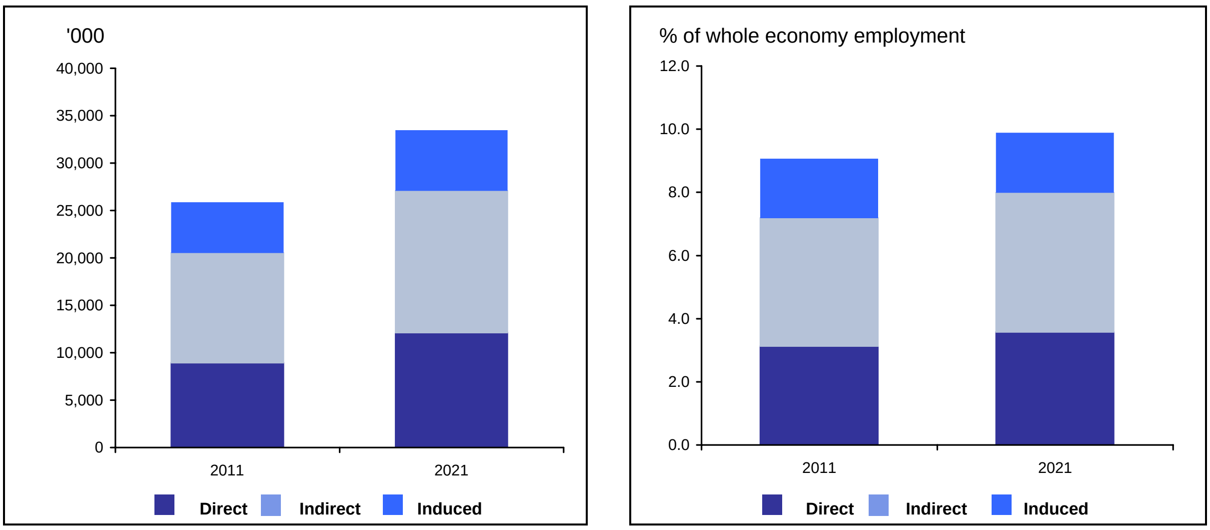
By 2021, Travel & Tourism will account for 12,080,000 jobs directly, an increase of 3,152,000 (35.3%) over the next ten years.

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) is expected to be 25,854,000 jobs in 2011 (9.1% of total employment). By 2021, Travel & Tourism is forecast to support 33,439,000 jobs (9.9% of total employment), an increase of 2.6% pa over the period.

South East Asia: Total Contribution of Travel & Tourism to Employment

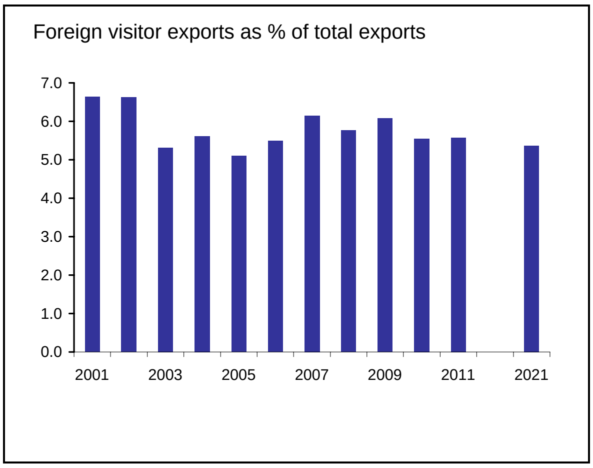


VISITOR EXPORTS[1]

Visitor exports are a key component of the direct contribution of Travel & Tourism. South East Asia is expected to attract 68,558,000 international tourist (overnight visitor) arrivals in 2011, generating USD76.1bn in visitor exports (foreign visitor spending, including spending on transportation).

By 2021, international tourist arrivals are forecast to total 103,852,000, an increase of 4.2% pa generating expenditure of USD148.8bn.

South East Asia: Visitor Exports and International Tourist Arrivals

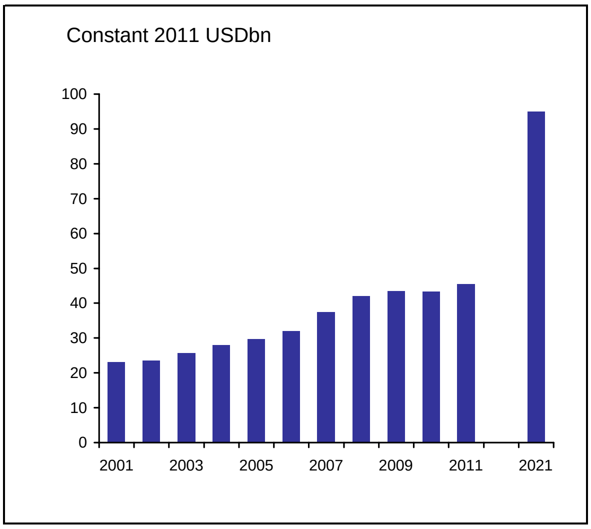


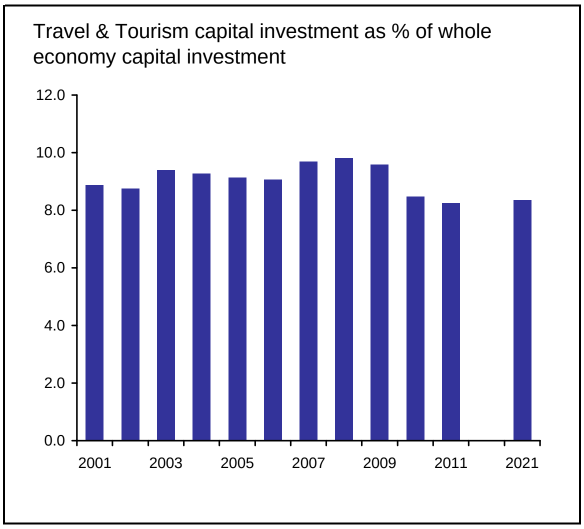
INVESTMENT

Travel & Tourism is expected to attract capital investment of USD45.4bn, rising by 7.8% pa to USD95.0bn.

This means that Travel & Tourism's share of total regional investment will rise from 8.2% in 2011 to 8.4% in 2021.

South East Asia: Capital Investment in Travel & Tourism

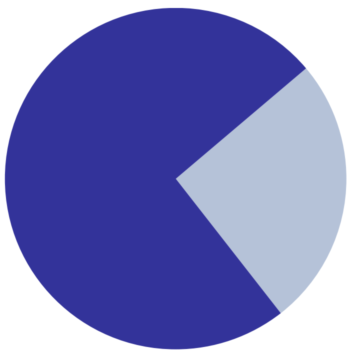




[1] All values are in constant 2011 prices & exchange rates

DIFFERENT COMPONENTS OF TRAVEL & TOURISM[1]

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

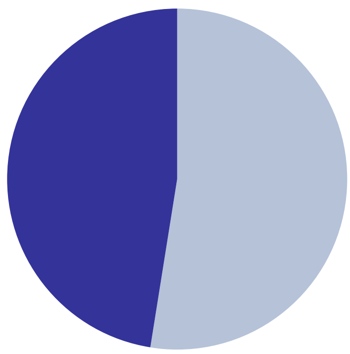


Leisure travel spending (inbound and domestic) is expected to generate 74.4% of direct Travel & Tourism GDP in 2011 compared with 25.6% for business travel spending.

Leisure travel spending is expected to total USD119.0bn in 2011, rising to USD267.3bn in 2021.

Business travel spending is expected to total USD41.0bn in 2011, rising to USD99.1bn in 2021.

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

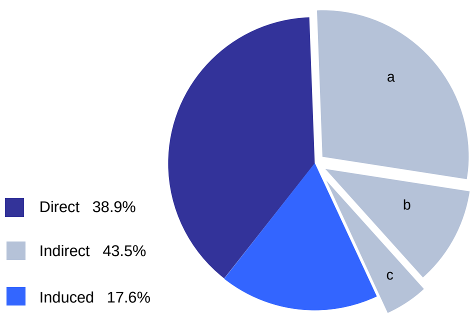


Domestic travel spending is expected to generate 52.5% of direct Travel & Tourism GDP in 2011 compared with 47.5% for visitor exports. (ie foreign visitor spending or international tourism receipts).

Domestic travel spending is expected to total USD84.0bn in 2011, rising to USD199.0bn in 2021.

Visitor exports are expected to total USD76.1bn in 2011, rising to USD167.4bn in 2021.

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



Indirect is the sum of:

a) Supply chain: 28.1%
b) Investment: 10.9%
c) Government collective: 4.6%

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, 2011

WTTC League Table Extract: Absolute Contribution

Travel & Tourism's Direct Contribution to GDP		2011 (US$bn)
1	North America	492.32
2	European Union	465.49
3	North East Asia	336.89
4	Latin America	121.13
5	Other Europe	88.97
6	**South East Asia**	**86.89**
7	Middle East	66.77
8	Oceania	54.37
9	South Asia	44.83
10	Sub Saharan Africa	39.74
11	North Africa	36.78
12	Caribbean	15.83

Travel & Tourism's Total Contribution to GDP		2011 (US$bn)
1	North America	1569.68
2	European Union	1248.03
3	North East Asia	1071.52
4	Latin America	329.62
5	Other Europe	287.29
6	**South East Asia**	**223.53**
7	Oceania	208.53
8	Middle East	159.48
9	South Asia	103.83
10	Sub Saharan Africa	93.30
11	North Africa	77.75
12	Caribbean	48.62

Travel & Tourism's Direct Contribution to Employment		2011 ('000)
1	South Asia	28436.7
2	North East Asia	25662.8
3	North America	9295.4
4	**South East Asia**	**8928.1**
5	European Union	7061.9
6	Latin America	5828.9
7	Sub Saharan Africa	4763.2
8	North Africa	3042.6
9	Other Europe	2646.8
10	Middle East	1831.1
11	Oceania	863.6
12	Caribbean	686.9

Travel & Tourism's Total Contribution to Employment		2011 ('000)
1	North East Asia	71839.8
2	South Asia	45595.3
3	**South East Asia**	**25853.7**
4	North America	22618.9
5	European Union	18382.2
6	Latin America	15952.3
7	Sub Saharan Africa	11579.7
8	Other Europe	9675.8
9	North Africa	6593.2
10	Middle East	4631.5
11	Oceania	2513.0
12	Caribbean	2166.9

Travel & Tourism Investment		2011 (US$bn)
1	North America	155.74
2	North East Asia	149.75
3	European Union	118.96
4	Latin America	46.31
5	**South East Asia**	**45.45**
6	South Asia	29.67
7	Middle East	27.32
8	Other Europe	26.82
9	Oceania	22.67
10	Sub Saharan Africa	13.15
11	North Africa	10.89
12	Caribbean	5.69

Visitor Exports		2011 (US$bn)
1	European Union	402.23
2	North America	207.84
3	North East Asia	142.62
4	Other Europe	88.45
5	**South East Asia**	**76.07**
6	Middle East	65.89
7	Oceania	51.85
8	Latin America	33.51
9	Sub Saharan Africa	27.92
10	Caribbean	26.23
11	North Africa	25.43
12	South Asia	18.07

The tables on pages 9-11 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, 2011

WTTC League Table Extract: Relative Contribution

Travel & Tourism's Direct Contribution to GDP		2011 % share
1	North Africa	5.83
2	Caribbean	4.61
3	**South East Asia**	**4.22**
4	Oceania	3.54
5	Middle East	3.38
6	Latin America	3.32
7	Sub Saharan Africa	3.12
8	European Union	2.92
9	North America	2.72
10	North East Asia	2.41
11	Other Europe	2.22
12	South Asia	2.09

Travel & Tourism's Total Contribution to GDP		2011 % share
1	Caribbean	14.17
2	Oceania	13.59
3	North Africa	12.32
4	**South East Asia**	**10.86**
5	Latin America	9.03
6	North America	8.69
7	Middle East	8.08
8	European Union	7.82
9	North East Asia	7.67
10	Sub Saharan Africa	7.33
11	Other Europe	7.17
12	South Asia	4.83

Travel & Tourism's Direct Contribution to Employment		2011 % share
1	North Africa	6.0
2	Oceania	5.9
3	North America	4.6
4	South Asia	4.3
5	Caribbean	4.0
6	European Union	3.2
7	Middle East	3.2
8	**South East Asia**	**3.1**
9	Latin America	3.0
10	North East Asia	2.9
11	Sub Saharan Africa	2.3
12	Other Europe	1.8

Travel & Tourism's Total Contribution to Employment		2011 % share
1	Oceania	17.2
2	North Africa	12.9
3	Caribbean	12.6
4	North America	11.1
5	**South East Asia**	**9.1**
6	European Union	8.4
7	Latin America	8.1
8	North East Asia	8.1
9	Middle East	8.0
10	South Asia	6.9
11	Other Europe	6.5
12	Sub Saharan Africa	5.6

Travel & Tourism Investment Contribution to Capital Investment		2011 % share
1	Caribbean	11.56
2	**South East Asia**	**8.24**
3	North Africa	7.30
4	Middle East	6.31
5	Latin America	6.05
6	Sub Saharan Africa	5.83
7	Oceania	5.62
8	North America	5.08
9	South Asia	4.58
10	European Union	3.98
11	North East Asia	3.33
12	Other Europe	3.16

Visitor Exports Contribution to Exports		2011 % share
1	Caribbean	16.69
2	Oceania	13.87
3	North Africa	10.69
4	North America	7.39
5	Sub Saharan Africa	6.79
6	Other Europe	6.24
7	Middle East	6.18
8	European Union	5.93
9	**South East Asia**	**5.58**
10	Latin America	4.91
11	South Asia	3.97
12	North East Asia	3.17

COUNTRY RANKINGS, 2011 - 2021

WTTC League Table Extract: 10-year Real Growth per annum

Travel & Tourism's Direct Contribution to GDP	2011 - 2021 (10-year real growth % pa)
1 South Asia	7.5
2 South East Asia	**6.4**
3 North East Asia	5.9
4 North Africa	5.4
5 Sub Saharan Africa	5.3
6 Latin America	4.7
7 Middle East	4.6
8 Other Europe	3.9
9 Caribbean	3.7
10 North America	3.7
11 Oceania	3.1
12 European Union	2.9

Travel & Tourism's Total Contribution to GDP	2011 - 2021 (10-year real growth % pa)
1 South Asia	8.1
2 South East Asia	**6.1**
3 North East Asia	5.9
4 North Africa	5.4
5 Sub Saharan Africa	5.3
6 Middle East	4.6
7 Latin America	4.5
8 Caribbean	3.8
9 Other Europe	3.8
10 North America	3.3
11 Oceania	2.9
12 European Union	2.4

Travel & Tourism's Direct Contribution to Employment	2011 - 2021 (10-year real growth % pa)
1 South East Asia	**3.1**
2 North Africa	2.9
3 Latin America	2.7
4 Sub Saharan Africa	2.6
5 Caribbean	2.5
6 Middle East	2.4
7 South Asia	2.1
8 European Union	1.5
9 North America	1.5
10 North East Asia	1.4
11 Other Europe	1.0
12 Oceania	0.8

Travel & Tourism's Total Contribution to Employment	2011 - 2021 (10-year real growth % pa)
1 North Africa	2.9
2 Sub Saharan Africa	2.6
3 South East Asia	**2.6**
4 Middle East	2.5
5 Caribbean	2.5
6 South Asia	2.4
7 North East Asia	2.4
8 Latin America	2.3
9 North America	1.5
10 European Union	0.9
11 Oceania	0.8
12 Other Europe	0.6

Travel & Tourism Investment	2011 - 2021 (10-year real growth % pa)
1 South Asia	8.4
2 South East Asia	**7.8**
3 North East Asia	6.4
4 Latin America	6.0
5 North Africa	5.9
6 Other Europe	5.8
7 Middle East	5.4
8 North America	4.8
9 Sub Saharan Africa	4.6
10 Caribbean	3.9
11 Oceania	3.8
12 European Union	3.6

Visitor Exports	2011 - 2021 (10-year real growth % pa)
1 Latin America	7.5
2 South East Asia	**6.9**
3 South Asia	6.6
4 North Africa	5.7
5 Sub Saharan Africa	5.5
6 North East Asia	5.4
7 Middle East	4.6
8 Other Europe	4.0
9 North America	3.9
10 Caribbean	3.7
11 Oceania	3.5
12 European Union	3.3

SUMMARY TABLES

ESTIMATES AND FORECASTS

SOUTH EAST ASIA	2011 USDbn [1]	2011 % of total	2011 Growth[2]	2021 USDbn [1]	2021 % of total	2021 Growth[3]
Direct contribution to GDP	86.9	4.2	5.1	161.7	4.4	6.4
Total contribution to GDP	223.5	10.9	4.8	405.9	11.4	6.1
Direct contribution to employment[4]	8,928	3.1	1.2	12,080	3.6	3.1
Total contribution to employment[4]	25,854	9.1	1.1	33,439	9.9	2.6
Visitor exports	76.1	5.6	4.6	148.8	5.4	6.9
Domestic spending	82.4	4.0	5.0	148.4	4.3	6.0
Leisure spending	119.0	5.8	5.7	220.2	5.9	6.3
Business spending	41.0	2.0	2.4	79.5	2.2	6.9
Capital investment	45.4	8.2	4.9	95.0	8.4	7.8

[1]2011 constant prices & exchange rates; [2]2011 real growth adjusted for inflation (%); [3]2011-2021 annualised real growth adjusted for inflation (%); [4]'000 jobs

ASIA PACIFIC	2011 US$bn [1]	2011 % of total	2011 Growth[2]	2021 US$bn [1]	2021 % of total	2021 Growth[3]
Direct contribution to GDP	523.0	2.7	5.6	953.4	2.8	5.9
Total contribution to GDP	1,607.4	8.2	5.5	2,903.3	8.7	5.8
Direct contribution to employment[4]	63,891	3.5	3.6	77,502	3.7	1.9
Total contribution to employment[4]	145,802	7.9	3.8	184,709	8.9	2.4
Visitor exports	288.6	4.3	5.6	496.2	3.6	5.6
Domestic spending	833.8	4.2	5.7	1,559.1	4.7	6.1
Leisure spending	859.6	4.4	5.3	1,566.0	4.6	5.9
Business spending	278.2	1.4	6.6	515.5	1.5	6.1
Capital investment	247.5	4.1	7.1	482.0	4.1	6.7

[1]2011 constant prices & exchange rates; [2]2011 real growth adjusted for inflation (%); [3]2011-2021 annualised real growth adjusted for inflation (%); [4]'000 jobs

WORLDWIDE	2011 US$bn [1]	2011 % of total	2011 Growth[2]	2021 US$bn [1]	2021 % of total	2021 Growth[3]
Direct contribution to GDP	1,850	2.8	4.5	2,861	2.9	4.2
Total contribution to GDP	5,991.9	9.1	3.9	9,226.9	9.6	4.2
Direct contribution to employment[4]	99,048	3.4	3.0	120,427	3.6	2.0
Total contribution to employment[4]	258,592	8.8	3.2	323,826	9.7	2.3
Visitor exports	1,163	5.8	5.5	1,789	4.7	4.3
Domestic spending	2,637	4.0	3.8	4,128	4.3	4.3
Leisure spending	2,963	4.5	3.8	4,604	4.7	4.3
Business spending	899	1.4	6.1	1,402	1.5	4.3
Capital investment	651	4.5	4.6	1,124	4.6	5.4

[1]2011 constant prices & exchange rates; [2]2011 real growth adjusted for inflation (%); [3]2011-2021 annualised real growth adjusted for inflation (%); [4]'000 jobs

THE ECONOMIC CONTRIBUTION OF TRAVEL & TOURISM

SOUTH EAST ASIA (USDbn, nominal prices)	2005	2006	2007	2008	2009	2010	2011E	2021F
1. Visitor exports	39.8	50.1	64.3	68.9	60.8	69.4	76.1	167.4
2. Domestic expenditure	45.4	50.9	60.2	68.8	61.8	74.2	82.4	195.5
3. Internal tourism consumption (= 1 + 2 + government individual spending)	85.8	101.7	125.4	138.8	123.8	145.0	160.0	366.4
4. Purchases by tourism providers, including imported goods (supply chain)	-40.3	-47.6	-58.1	-64.9	-56.6	-66.4	-73.1	-166.7
5. Direct contribution of Travel & Tourism to GDP (= 3 + 4)	45.5	54.2	67.3	73.8	67.2	78.5	86.9	199.7
Other final impacts (indirect & induced)								
6. Domestic supply chain	34.8	41.3	51.0	55.5	49.7	58.2	64.4	146.6
7. Capital investment	19.2	23.0	30.7	37.4	37.4	41.2	45.4	112.8
8. Government collective spending	4.1	5.2	6.1	7.1	8.0	9.5	10.5	24.3
9. Imported goods from indirect spending	-9.5	-12.3	-17.7	-20.0	-17.6	-20.8	-23.1	-58.2
10. Induced	18.2	22.2	27.9	30.9	31.2	35.6	39.4	86.6
11. Total contribution of Travel & Tourism to GDP (= 5 + 6 + 7 + 8 + 9 + 10)	112.3	133.5	165.3	184.8	175.9	202.2	223.5	511.8
Employment impacts ('000)								
12. Direct contribution of Travel & Tourism to employment	9,096.1	9,453.7	9,748.2	9,551.8	8,901.7	8,822.4	8,928.1	12,079.6
13. Total contribution of Travel & Tourism to employment	25,459.2	26,514.8	25,728.3	26,945.2	26,578.1	25,563.5	25,853.7	33,438.8
Other indicators								
14. Expenditure on outbound travel	28.6	33.1	39.9	47.7	46.7	50.9	59.9	155.1
15. International tourist (overnight visitor) arrivals ('000)	47,577	52,103	58,480	60,527	61,312	68,537	68,558	103,852

*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

SOUTH EAST ASIA GROWTH[1] (%)	2005	2006	2007	2008	2009	2010	2011E	2021F [2]
1. Visitor exports	-0.3	14.2	12.0	-1.7	-7.0	2.3	4.6	6.9
2. Domestic expenditure	9.7	-1.5	3.9	3.4	-7.4	4.9	5.0	6.0
3. Internal tourism consumption (= 1 + 2 + government individual spending)	4.8	5.9	8.0	0.8	-7.0	3.5	4.8	6.5
4. Purchases by tourism providers, including imported goods (supply chain)	5.7	5.4	6.9	1.8	-9.1	4.0	4.4	6.5
5. Travel & Tourism's direct contribution to GDP (= 3 + 4)	4.0	6.3	8.9	-0.2	-5.2	3.1	5.1	6.4
Other final impacts (indirect & induced)								
6. Domestic supply chain	4.1	5.8	8.2	-1.2	-6.6	3.5	5.1	6.4
7. Capital investment	6.0	8.1	17.1	11.6	2.4	-0.7	4.9	7.8
8. Government collective spending	4.4	9.5	4.1	7.6	13.2	3.3	4.5	5.0
9. Imported goods from indirect spending	6.9	17.9	28.6	2.8	-8.6	9.7	6.4	8.7
10. Induced	2.1	7.6	10.0	0.8	4.0	-0.5	4.4	5.1
11. Total contribution of Travel & Tourism to GDP (= 5 + 6 + 7 + 8 + 9 + 10)	3.8	5.8	8.2	1.9	-1.4	1.1	4.8	6.1
Employment impacts								
12. Direct contribution of Travel & Tourism to employment	-0.8	3.9	3.1	-2.0	-6.8	-0.9	1.2	3.1
13. Total contribution of Travel & Tourism to employment	0.6	4.1	-3.0	4.7	-1.4	-3.8	1.1	2.6
Other indicators								
14. Expenditure on outbound travel	0.6	4.9	6.9	8.6	1.9	-0.8	12.1	7.5
15. International tourist (overnight visitor) arrivals	4.5	9.5	12.2	3.5	1.3	11.8	0.0	4.2

[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.

The World Travel & Tourism Council is the forum for business leaders in the Travel & Tourism industry.

With the Chairs and Chief Executives of the 100 foremost Travel & Tourism companies as its Members, WTTC has a unique mandate and overview on all matters related to Travel & Tourism.

WTTC works to raise awareness of Travel & Tourism as one of the world's largest industries, supporting around 260 million jobs and forecast to generate over 9% of global GDP in 2011.

Together with its research partner, Oxford Economics, WTTC produces comprehensive reports on an annual basis – with updates whenever required – to quantify, compare and forecast the economic impact of Travel & Tourism on 181 economies around the world. It also publishes a World report highlighting global trends. To download one-page summaries, the full reports or spreadsheets, visit **www.wttc.org**

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