

WORLD  
TRAVEL &  
TOURISM  
COUNCIL

# TRAVEL & TOURISM ECONOMIC IMPACT

Caribbean

# 2009



<b>CHAIRMAN:</b>	<b>Gilles Pélisson</b> CEO Accor	<b>Arthur de Haast</b> Global Chief Executive Officer Jones Lang LaSalle Hotels	<b>Fernando Pinto</b> CEO TAP Portugal	<b>Tim Zagat</b> Co-Founder, Co-Chair & CEO Zagat Survey LLC
<b>Geoffrey J W Kent</b> Chairman & CEO Abercrombie & Kent	<b>Charles Petrucci</b> President Global Travel Services American Express Company	<b>James Hogan</b> CEO Etihad Airways	<b>Wolfgang Prock-Schauer</b> Chief Executive Officer Jet Airways India Ltd	<b>Sarmad Zok</b> Chief Executive Officer Kingdom Hotel Investments
<b>VICE CHAIRMEN:</b>	<b>Christopher Rodrigues CBE</b> Chairman VisitBritain	<b>Raimund Hosch</b> President & CEO Messe Berlin GmbH	<b>Bob Puccini</b> CEO The Puccini Group	<b>HONORARY MEMBERS:</b>
<b>Edouard Ettedgui</b> Group Chief Executive Mandarin Oriental Hotel Group	<b>Jeffrey C Rutledge</b> President AIG Travel, Inc	<b>Miltos Kambourides</b> Managing Partner Dolphin Capital Partners	<b>Duan Qiang</b> Chairman Beijing Tourism Group	<b>André Jordan</b> Chairman André Jordan Group
<b>Maurice Flanagan CBE</b> Executive Vice Chairman Emirates Airline & Group	<b>Jyotsna Suri</b> Chairperson & Managing Director Bharat Hotels Ltd	<b>Larry Kellner</b> Chairman & CEO Continental Airlines	<b>David Radcliffe</b> Chief Executive Hogg Robinson Group	<b>Jonathan S Linen</b> Adviser to the Chairman American Express Company
<b>Michael Frenzel</b> Chairman of the Executive Board TUI AG	<b>Jonathan M Tisch</b> Chairman & CEO Loews Hotels	<b>Gary L Kessler</b> President & CEO Carey International Inc	<b>Jay Rasulo</b> Chairman Walt Disney Parks and Resorts	<b>Lord Marshall of Knightsbridge</b> Chairman Pirelli UK plc
<b>Mark Harms</b> Chairman & CEO Global Leisure Partners LLP	<b>Vincent A Wolfington</b> Chairman Global Alliance Advisors LLC Immediate Past Chairman, WTTC	<b>Dara Khosrowshahi</b> President & CEO Expedia Inc	<b>Marty Salfen</b> General Manager Global Travel & Transportation Industry IBM	<b>Sir Frank Moore, AO</b> Chairman FT Moore P/L
<b>Stephen P Holmes</b> Chairman & CEO Wyndham Worldwide	<b>Talal Al Bahar</b> Chairman & Managing Director IFA Hotels & Resorts	<b>Tom Klein</b> Group President Sabre Travel Network and Sabre Airline Executive Vice President Sabre Holdings	<b>Per Setterberg</b> CEO Global Refund Group	<b>Frank Olson</b> Chairman of the Board The Hertz Corporation
<b>Brett Tollman</b> President The Travel Corporation	<b>Mohammed Al Habbai</b> CEO Dubailand	<b>Sir Nigel Knowles</b> Joint CEO DLA Piper	<b>Joe Sita</b> CEO Nakheel Hotels	<b>Gérard Pélisson</b> Co-Chairman, Supervisory Board Accor
<b>EXECUTIVE COMMITTEE:</b>	<b>Eric Anderson</b> President & CEO Space Adventures	<b>Ali Kolaghassi</b> Vice Chairman & CEO Saraya Holdings	<b>David Stein</b> Chairman Franklyn Hotels & Resorts	<b>Carl Ruderman</b> Chairman Universal Media
<b>Philippe Bourguignon</b> Vice Chairman & CEO Revolution Places	<b>Giovanni Angelini</b> Executive Director Shangri-La Hotels & Resorts	<b>RK Krishna Kumar</b> Vice Chairman Taj Hotels, Resorts & Palaces	<b>Khalid bin Sulayem</b> Director General Dubai Department of Tourism and Commerce Marketing	<b>Tommaso Zanzotto</b> President TZ Associates Ltd
<b>Marilyn Carlson Nelson</b> Chairman Carlson	<b>Ted J Balestreri</b> Chairman & CEO Cannery Row Company	<b>Michael Latimer</b> President & CEO Oxford Properties Group	<b>Daniel Sullivan</b> President Collette Vacations	<b>CHAIRMAN EMERITUS:</b>
<b>Alex Christou</b> Managing Partner Accenture	<b>Simón P Barceló</b> Chairman & CEO Barceló Hotels & Resorts	<b>Jabu Mabuza</b> CEO Tsogo Sun Group	<b>Hiroshi Tagawa</b> President & CEO JTB Corp	<b>James D Robinson III</b> General Partner RRE Ventures WTTC Chairman (1990-1994)
<b>Jeff Clarke</b> President & CEO Travelport	<b>Raymond Bickson</b> Managing Director Taj Hotels, Resorts and Palaces	<b>André Martinez</b> Chairman, Global Lodging & Managing Director Morgan Stanley	<b>Yassin K Talhouni</b> CEO Zara Investment Holding Co Ltd	<b>IMMEDIATE PAST CHAIRMAN:</b>
<b>Andrew Cosslett</b> CEO InterContinental Hotels Group PLC	<b>Giorgio Boscolo</b> CEO Boscolo Group	<b>Khater Massaad</b> Chairman RAK Investment Authority	<b>Jaume Tàpies</b> President Relais & Châteaux	<b>Vincent A Wolfington</b> Chairman Global Alliance Advisors LLC WTTC Chairman (2004-2007)
<b>Gabriel Escarrer Jaume</b> Co-Vice Chairman & CEO Sol Meliá	<b>Rattawadee Bualert</b> President lebua Hotels & Resorts Co, Ltd	<b>Geoff Muirhead CBE</b> Group Chief Executive The Manchester Airports Group	<b>Robin Tauck</b> President R Tauck & Partners LLC	<b>FORMER CHAIRMEN:</b>
<b>Manuel Fernando Espírito Santo</b> Chairman Espirito Santo Tourism	<b>Gabriele Burgio</b> President & CEO NH Hoteles	<b>Christopher J Nassetta</b> President & CEO Hilton Hotels Corporation	<b>Kathleen Taylor</b> President & Chief Operating Officer Four Seasons Hotels & Resorts	<b>Sir Ian Prosser</b> Retired Chairman InterContinental Hotels Group plc WTTC Chairman (2001-2003)
<b>Edward P Gilligan</b> Vice Chairman American Express Company	<b>Chris J Cahill</b> Chief Operating Officer Fairmont Raffles Hotels International	<b>John M Noel</b> CEO Noel Group	<b>José Antonio Tazón</b> Chairman of the Board Amadeus IT Group SA	<b>Harvey Golub</b> Retired Chairman & CEO American Express Company WTTC Chairman (1996-2001)
<b>Pansy Ho</b> Managing Director Shun Tak Holdings Limited	<b>Jim Compton</b> Executive Vice President, Marketing Continental Airlines	<b>Chris O'Donnell</b> Chief Executive Officer Nakheel	<b>John Ueberroth</b> Chairman & CEO Preferred Hotel Group	<b>Robert H Burns</b> Chairman Robert H Burns Holdings Limited WTTC Chairman (1994-1996)
<b>Hubert Joly</b> President & CEO Carlson	<b>Tony Fernandes</b> Group Chief Executive Officer AirAsia	<b>Deepak Ohri</b> Chief Executive Officer lebua Hotels & Resorts Co, Ltd	<b>Matthew D Upchurch</b> CEO Virtuoso	<b>PRESIDENT &amp; CEO:</b>
<b>Richard R Kelley</b> Chairman Outrigger Enterprises Group	<b>Frank Fiskers</b> President & CEO Scandic Hotels	<b>Frits D van Paasschen</b> President & CEO Starwood Hotels & Resorts Worldwide Inc	<b>Willie Walsh</b> Chief Executive British Airways plc	<b>Jean-Claude Baumgarten</b>
<b>Gerald Lawless</b> Executive Chairman Jumeirah Group	<b>Mark P Frissora</b> Chairman and CEO The Hertz Corporation	<b>Jean Gabriel Pérès</b> President & CEO Mövenpick Hotels & Resorts	<b>Philip Wolf</b> CEO PhoCusWright, Inc	
<b>Manfredi Lefebvre d'Ovidio</b> Chairman Silversea Cruises	<b>Naresh Goyal</b> Chairman Jet Airways India Ltd	<b>Dionísio Pestana</b> Chairman Group Pestana	<b>Mei Yunxin</b> Vice Chairman Beijing Tourism Group	
<b>J W Marriott, Jr</b> Chairman & CEO Marriott International, Inc				
<b>Alan Parker CBE</b> Chief Executive Whitbread plc				



THE WORLD TRAVEL & TOURISM COUNCIL (WTTC), WHICH IS THE BUSINESS LEADERS' FORUM FOR TRAVEL & TOURISM, HAS SPENT 20 YEARS DEVELOPING ITS ECONOMIC IMPACT RESEARCH FOR THE BENEFIT OF TRAVEL & TOURISM DECISION-MAKERS – WHETHER IN THE PRIVATE OR PUBLIC SECTOR. THIS COMPREHENSIVE RESEARCH, WHICH DRAWS FROM MANY DIFFERENT SOURCES AND REPRESENTS A CONSIDERABLE INVESTMENT OVER TIME, USES THE FRAMEWORK OF TRAVEL & TOURISM SATELLITE ACCOUNTS (TSAS).

Full TSAs take many years to develop, so WTTC's prime objective in producing these economic impact accounts is to provide on an annual basis consistent, reliable and comparable information to assess Travel & Tourism's current and likely future contribution to national economic activity and employment. And one of the main strengths of our research is that it is timely – so it can inform and help drive urgent policy-making and investment decisions. This is particularly important for emerging economies that do not have the detailed data necessary to develop full TSAs.

This 2009 research, produced with our partner Oxford Economics, assesses the economic impact of Travel & Tourism for 181 countries. It measures spending on Travel & Tourism by households, businesses, governments and foreign visitors, in order to capture fully the economic contribution of both domestic and international tourism, thereby quantifying Travel & Tourism's contribution to gross domestic product (GDP) and employment.

According to the latest annual research, Travel & Tourism employed over 225 million people around the world and generated 9.6% of global GDP in 2008. Despite occasional dips in the annual growth curve, the last decade has seen a rapid rise in Travel & Tourism. But, as is now widely recognised, it suffered a marked downturn in activity in the second half of 2008. Indeed, by the end of the year, many countries were experiencing a contraction in Travel & Tourism demand, and global recession was having an increasing impact on the industry's performance – even in emerging markets.

One of the big challenges is to try to understand when the world economy and Travel & Tourism demand will rebound. And there are no quick answers, nor magic solutions. Our current indicators suggest that the downturn will continue through 2009, as the deterioration in global economic conditions squeezes spending on Travel & Tourism by both households and businesses. International demand is likely to be under the most pressure, as world trade declines and more travellers cut costs by choosing to holiday in their home countries. And challenging conditions are forecast to continue into 2010.

Nevertheless, we remain extremely confident as to Travel & Tourism's longer-term future. Looking beyond the present economic crisis, the prospects for Travel & Tourism remain strong, led by renewed expansion in emerging countries – both as tourism destinations and as an increasing source of international and domestic visitors – not to mention the growing priority accorded by people in developed countries to leisure tourism.

On this positive note, and building on the success of our research over the past 20 years, we are delighted to welcome you to the 2009 edition of WTTC's *The Economic Impact of Travel & Tourism*.

A handwritten signature in black ink, appearing to read "Jean-Claude Baumgarten".

**Jean-Claude Baumgarten**  
President & CEO  
World Travel & Tourism Council

A handwritten signature in black ink, appearing to read "Geoffrey J. W. Kent".

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

# CONTENTS

## THE ECONOMIC IMPACT OF TRAVEL & TOURISM

Key Facts at a Glance	3
Summary Economic Impact and Real Growth	4
Travel & Tourism's Economic Impact	6
National, Regional and World Summary Tables	7
Concepts & Structure	8
Travel & Tourism Satellite Account	
Gross Domestic Product	10
Employment	11
Total Demand	12
Visitor & Other Exports	13
Satellite Account Tables	14
Ranking and Range	16
General Macroeconomic Indicators	16

**CARIBBEAN**

**KEY FACTS AT A GLANCE**

**THE 2009 TRAVEL & TOURISM ECONOMIC RESEARCH**

**2009**

**10-year  
trend**

**Gross Domestic Product (GDP)**

**14.5%**

The contribution of Travel & Tourism to Gross Domestic Product (GDP) is expected to rise from 14.5% (US\$39.9 bn) in 2009 to 14.8% (US\$72.5 bn) by 2019.



**Employment**

**11.9%**

The contribution of the Travel & Tourism Economy to employment is expected to rise from 2,052,000 jobs in 2009, 11.9% of total employment, or 1 in every 8.4 jobs to 2,544,000 jobs, 12.6% of total employment or 1 in every 7.9 jobs by 2019.



**Growth**

**-7.9%**

Real GDP growth for the Travel & Tourism Economy is expected to be -7.9% in 2009 and to average 3.4% per annum over the coming 10 years.



**Exports**

**18.6%**

Export earnings from international visitors and tourism goods are expected to generate 18.6% of total exports (US\$28.4 bn) in 2009, growing (nominal terms) to US\$53.4 bn (18.5% of total) in 2019.



**World ranking (out of 13 regions)**

**13**

**ABSOLUTE**

size

**1**

**RELATIVE**

contribution to national economy

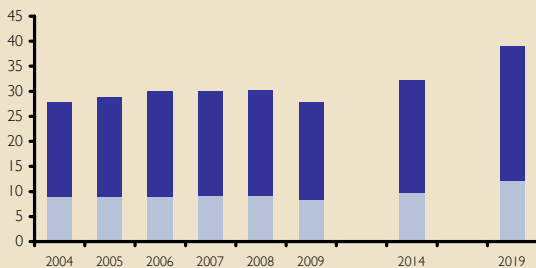
**11**

**GROWTH**

forecast

**CARIBBEAN**

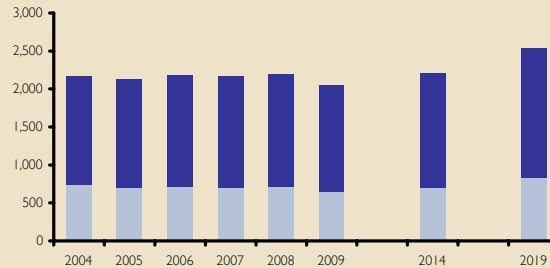
Travel & Tourism Gross Domestic Product  
(2000 constant US\$ bn)



Direct Industry T&T Economy as a whole

**CARIBBEAN**

Travel & Tourism Employment  
('000 jobs)



Direct Industry T&T Economy as a whole

THE WORLD TRAVEL & TOURISM COUNCIL (WTTC) IS THE BUSINESS LEADERS' FORUM FOR TRAVEL & TOURISM WORKING WITH GOVERNMENTS TO RAISE AWARENESS OF THE IMPORTANCE OF THE WORLD'S LARGEST GENERATOR OF WEALTH AND JOBS

© 2009 World Travel & Tourism Council

1-2 QUEEN VICTORIA TERRACE, SOVEREIGN COURT, LONDON E1W 3HA, UNITED KINGDOM

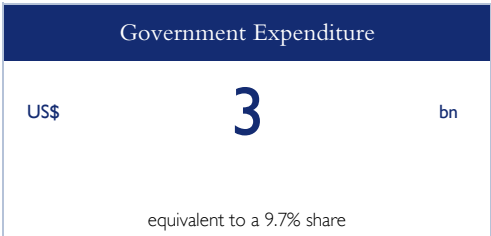
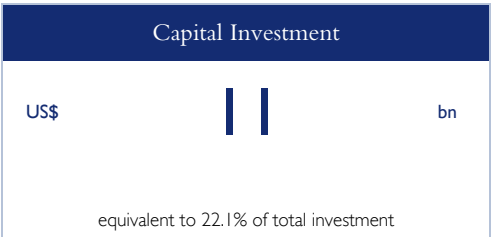
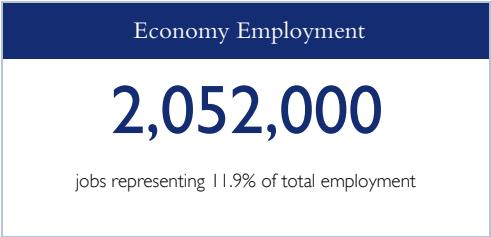
TEL: +44 (0) 20 7481 8007 or +44 (0) 207 481 8007 . FAX: +44 (0) 20 7488 1008 488 1008 . enquiries@wtcc.org . www.wtcc.org

# ECONOMIC IMPACT

IN 2009 CARIBBEAN'S TRAVEL & TOURISM IS EXPECTED TO GENERATE US\$40 BN OF ECONOMIC ACTIVITY (GDP). THE INDUSTRY'S DIRECT IMPACT INCLUDES:



HOWEVER, SINCE TRAVEL & TOURISM TOUCHES ALL SECTORS OF THE ECONOMY, ITS REAL IMPACT IS EVEN GREATER. CARIBBEAN'S TRAVEL & TOURISM ECONOMY DIRECTLY AND INDIRECTLY ACCOUNTS FOR:

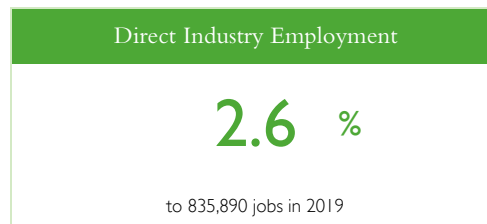
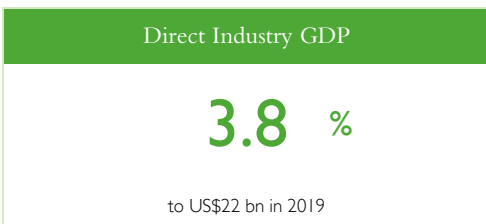


# REAL GROWTH

IN 2009, TRAVEL & TOURISM IN CARIBBEAN IS FORECAST TO SEE REAL DECLINE OF:



OVER THE NEXT TEN YEARS, CARIBBEAN'S TRAVEL & TOURISM IS EXPECTED TO ACHIEVE ANNUALISED REAL GROWTH OF:



# ECONOMIC IMPACT

TRAVEL & TOURISM (T&T) – ENCOMPASSING TRANSPORT, ACCOMMODATION, CATERING, RECREATION AND SERVICES FOR VISITORS – IS ONE OF THE WORLD'S HIGHEST PRIORITY INDUSTRIES AND EMPLOYERS.

## GDP

**Caribbean** – The Travel & Tourism Industry is expected to contribute directly 4.3% to Gross Domestic Product (GDP) in 2009 (US\$11.8 bn), rising in nominal terms to US\$22.4 bn (4.6% of total) by 2019.

The T&T Economy contribution (% of total) should rise from 14.5% (US\$39.9 bn) to 14.8% (US\$72.5 bn) in this same period.

**Americas** – The Travel & Tourism Industry is expected to post a direct GDP contribution of 3.4% in 2009, while the Travel & Tourism Economy contribution will be 9.3%.

**Worldwide** – In 2009, the Travel & Tourism Industry should contribute 3.2% directly to worldwide GDP. The broader Travel & Tourism Economy should contribute 9.4% to world GDP in 2009.

## GROWTH

**Caribbean** – The Travel & Tourism Economy is expected to grow by 3.4% per annum in real terms between 2010 and 2019.

**Americas** – The Travel & Tourism Economy is expected to post average annualised gains of 3.6% between 2010 and 2019.

**Worldwide** – Travel & Tourism is a high-growth activity, which is forecast to increase its total economic activity by 4% worldwide in real terms over the next ten years.

## EMPLOYMENT

**Caribbean** – Travel & Tourism Economy employment is estimated at 2,052,000 jobs in 2009, 11.9% of total employment, or 1 in every 8.4 jobs. By 2019, this should total 2,544,000 jobs, 12.6% of total employment or 1 in every 7.9 jobs.

The 649,000 T&T Direct Industry jobs account for 3.8% of total employment in 2007 and are forecast to total 836,000 jobs or 4.1% of the total by 2019.

**Americas** – The Travel & Tourism Industry is expected to generate directly 35,601,000 jobs in 2009 (416206000.0% of total employment), while the broader Travel & Tourism Economy will account for jobs (3.1% of total employment).

**Worldwide** – Travel & Tourism is human resource intensive, creating quality jobs across the full employment spectrum. In 2009, one in 13.1 jobs will be generated by the Travel & Tourism Economy. The Travel & Tourism Economy accounts for 7.6% of global employment.

Today there are 77.3 million Travel & Tourism Direct Industry jobs and 219.8 million jobs in the Travel & Tourism Economy, and these will rise to 97.8 million Travel & Tourism Direct Industry jobs and 275.7 million Travel & Tourism Economy jobs by 2019.

## DEMAND

**Caribbean** – In 2009, Travel & Tourism is expected to post US\$57.1 bn of economic activity (Total Demand), growing to US\$105.4 bn by 2019.

**Americas** – Travel & Tourism Demand is expected to reach US\$2,270.6 bn in 2009, growing to US\$4,183.8 bn in 2019.

**Worldwide** – In 2009, it is expected to post US\$7,340 bn of economic activity (Total Demand) and this is forecast to grow to US\$14,382 bn by 2019.

## VISITOR EXPORTS

**Caribbean** – Exports make up a very important share of Travel & Tourism's contribution to GDP.

Of Caribbean's total exports, Travel & Tourism is expected to generate 18.6% (US\$28.4 bn) in 2009, increasing to US\$53.4 bn (18.5% of total), in 2019.

**Americas** – Travel & Tourism exports are expected to represent .0% of total exports in 2009.

**Worldwide** – Travel & Tourism is a major exporter, with inbound visitors injecting foreign exchange directly into the economy.

## CAPITAL INVESTMENT

**Caribbean** – Travel & Tourism Capital Investment is estimated at US\$11.3 bn or 22.1% of total investment in year 2009. By 2019, this should reach US\$18.4 bn or 20.1% of total.

**Americas** – Travel & Tourism Capital Investment is estimated to total US\$.0 in 2009, or 11.3% of total regional capital investment.

**Worldwide** – Travel & Tourism is a catalyst for construction and manufacturing. In 2009, the public and private sectors combined are expected to spend US\$369.7 bn worldwide – 9.4% of total investment, rising to US\$2,589.7 bn or 9.3% of the total, in 2019.

## GOVERNMENT

**Caribbean** – Government Travel & Tourism operating expenditures in Caribbean in 2009 are expected to total US\$3.3 bn, or 9.7% of total government spending. In 2019, this spending is forecast to total US\$6.0 bn, or a 9.8% share.

**Americas** – Government Travel & Tourism operating expenditures are estimated to total US\$161.9 bn in 2009, or a 4.8% share.

**Worldwide** – Travel & Tourism is both a generator and receiver of government funds. Globally, in 2009, Travel & Tourism is expected to garner US\$3.3 bn of government expenditures, or 3.3% of total expenditures. By 2019, government spending on Travel & Tourism should US\$6.0 bn – 6.0% of total government expenditure.

# SUMMARY TABLES

## ESTIMATES AND FORECASTS

CARIBBEAN	2009			2019		
	US\$ bn	% of Total	Growth <sup>1</sup>	US\$ bn	% of Total	Growth <sup>2</sup>
Personal Travel & Tourism	11.3	6.1	-0.5	22.7	6.4	4.0
Business Travel	2.7	1.0	-5.9	5.0	1.0	3.3
Government Expenditures	3.3	9.7	0.7	6.0	9.8	3.3
Capital Investment	11.3	22.1	-3.8	18.4	20.1	2.2
Visitor Exports	24.2	15.9	-11.3	45.6	15.8	3.8
Other Exports	4.2	2.7	-5.4	7.8	2.7	2.8
T&T Demand	57.1	13.4	-6.5	105.4	13.6	3.4
Direct Industry GDP	11.8	4.3	-9.2	22.4	4.6	3.8
T&T Economy GDP	39.9	14.5	-7.9	72.5	14.8	3.4
Direct Industry Employment <sup>3</sup>	649.1	3.8	-8.7	835.9	4.1	2.6
T&T Economy Employment <sup>3</sup>	2,051.6	11.9	-6.7	2,544.2	12.6	2.2

<sup>1</sup>2009 real growth adjusted for inflation (%); <sup>2</sup>2010-2019 annualised real growth adjusted for inflation (%); <sup>3</sup>'000 jobs

AMERICAS	2009			2019		
	US\$ bn	% of Total	Growth <sup>1</sup>	US\$ bn	% of Total	Growth <sup>2</sup>
Personal Travel & Tourism	1,065.6	8.1	-4.6	1,844.7	8.9	3.3
Business Travel	234.3	1.2	-8.3	400.5	1.3	3.2
Government Expenditures	161.9	4.8	3.1	263.4	4.0	2.7
Capital Investment	369.7	10.7	-7.2	722.3	9.3	4.5
Visitor Exports	242.9	7.5	-4.3	475.0	6.2	4.6
Other Exports	196.2	6.0	-3.9	477.9	6.2	7.0
T&T Demand	2,270.6	9.8	-4.8	4,183.8	9.5	3.9
Direct Industry GDP	656.4	3.4	-4.1	1,124.6	3.1	3.2
T&T Economy GDP	1,818.0	9.3	-3.8	3,234.6	9.5	3.6
Direct Industry Employment <sup>3</sup>	12,900.8	3.1	-2.8	15,268.9	3.0	1.7
T&T Economy Employment <sup>3</sup>	35,601.1	8.6	-2.9	43,009.4	8.4	1.9

<sup>1</sup>2009 real growth adjusted for inflation (%); <sup>2</sup>2010-2019 annualised real growth adjusted for inflation (%); <sup>3</sup>'000 jobs

WORLDWIDE	2009			2019		
	US\$ bn	% of Total	Growth <sup>1</sup>	US\$ bn	% of Total	Growth <sup>2</sup>
Personal Travel & Tourism	2,990	8.6	-2.9	5,575	8.9	3.8
Business Travel	745	1.3	-7.2	1,376	1.3	3.6
Government Expenditures	404	3.9	3.3	709	4.0	3.2
Capital Investment	1,220	9.4	-5.3	2,590	9.3	4.7
Visitor Exports	1,079	6.0	-4.5	2,131	5.0	4.7
Other Exports	901	5.0	-5.4	2,001	4.7	6.0
T&T Demand	7,340	9.6	-4.0	14,382	9.5	4.3
Direct Industry GDP	1,870	3.2	-3.5	3,396	3.1	3.6
T&T Economy GDP	5,474	9.4	-3.5	10,478	9.5	4.0
Direct Industry Employment <sup>3</sup>	77,276	2.7	-1.9	97,784	3.0	2.4
T&T Economy Employment <sup>3</sup>	219,810	7.6	-2.8	275,688	8.4	2.3

<sup>1</sup>2009 real growth adjusted for inflation (%); <sup>2</sup>2010-2019 annualised real growth adjusted for inflation (%); <sup>3</sup>'000 jobs

# CONCEPTS & STRUCTURE

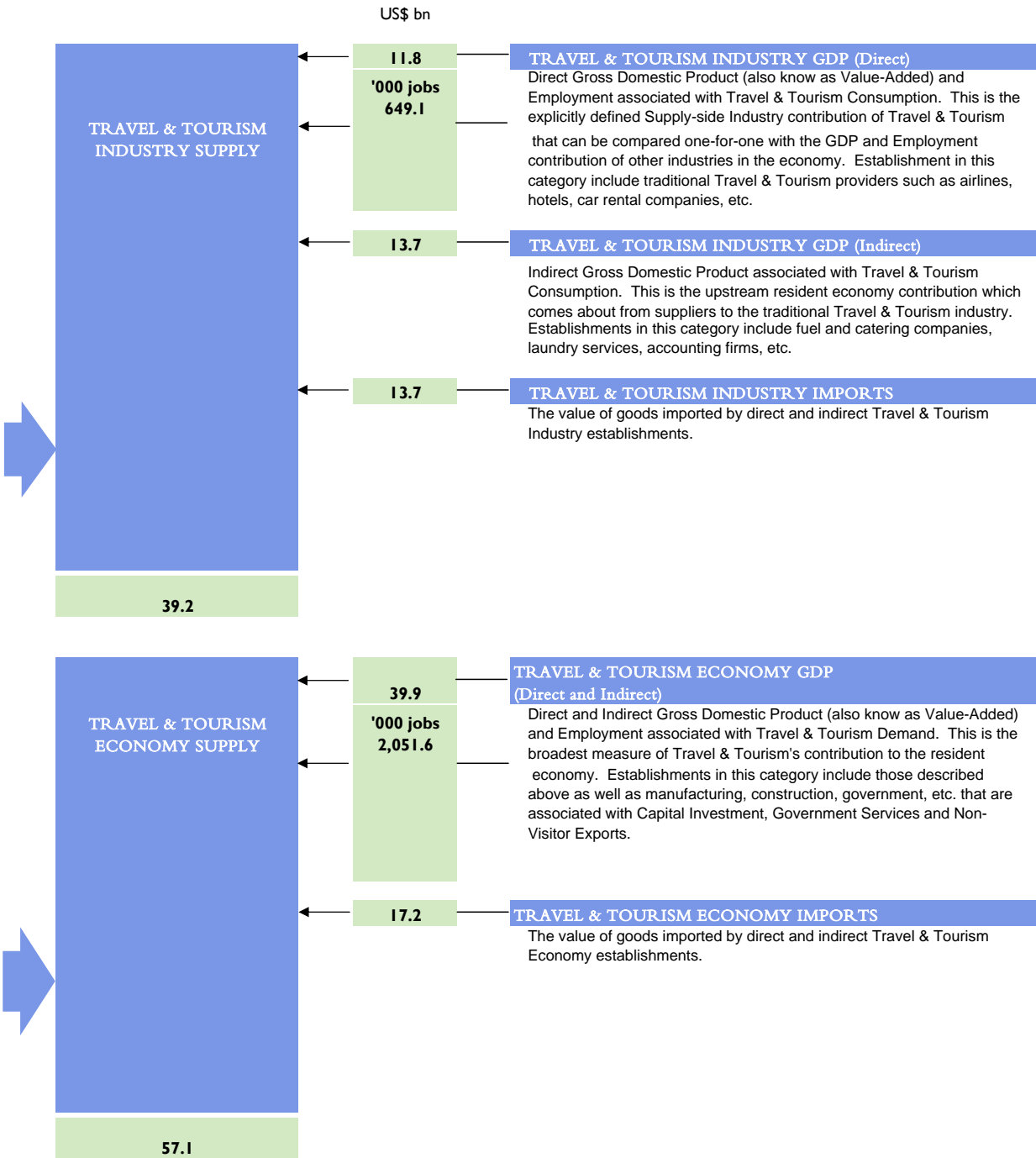
In order to quantify the economic impact of Travel & Tourism, we use the framework of a simulated Tourism Satellite Account. The Travel & Tourism Satellite Account is based on a 'demand-side' economic activity, because the industry does not produce or supply a homogeneous product or service as traditional industries (agriculture, electronics, steel, etc) do.

## DEMAND-SIDE ACCOUNTS



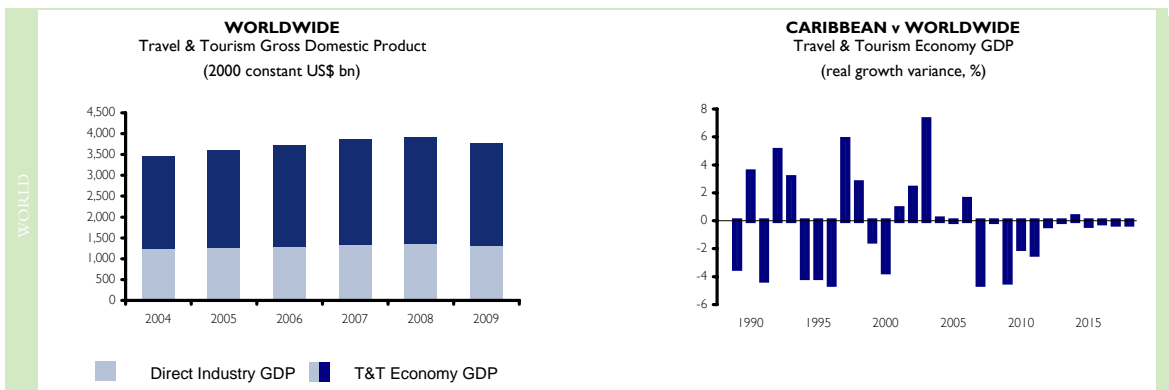
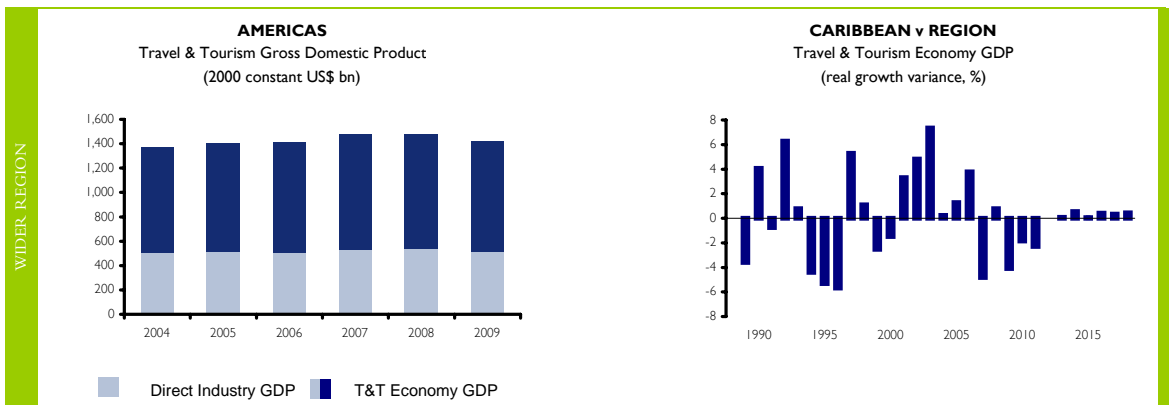
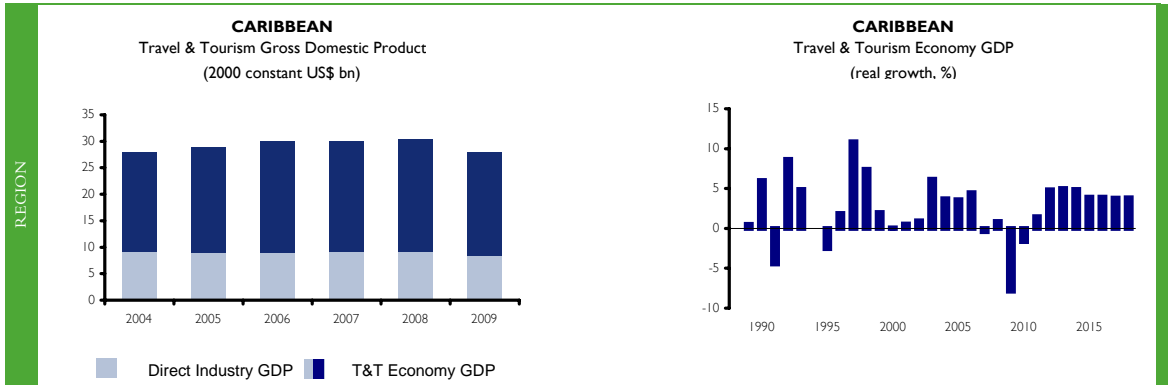
Instead, Travel & Tourism is an industrial activity defined by the diverse collection of products (durables and non-durables) and services (transportation, accommodation, food and beverage, entertainment, government services, etc) that are delivered to visitors. There are two basic aggregates of demand (Travel & Tourism Consumption and Total Demand) and, by employing input/output modelling separately (large arrows) to these two aggregates, the Satellite Account is able to produce two different and complementary aggregates of Travel & Tourism Supply: the Travel & Tourism Industry and the Travel & Tourism Economy. The first captures the explicitly defined production-side 'industry' contribution (ie direct impact only), for comparison with all other industries, while the second captures the broader 'economy-wide' impact, direct and indirect, of Travel & Tourism.

## SUPPLY-SIDE ACCOUNTS



## GROSS DOMESTIC PRODUCT

Caribbean's T&T Direct Industry is expected to contribute 4.3% to Gross Domestic Product (GDP) in 2009 (US\$11.8 bn), rising in nominal terms to US\$22.4 bn (4.6% of total) by 2019. The T&T Economy contribution (% of total) should rise from 14.5% (US\$39.9 bn) to 14.8% (US\$72.5 bn) in this same period.

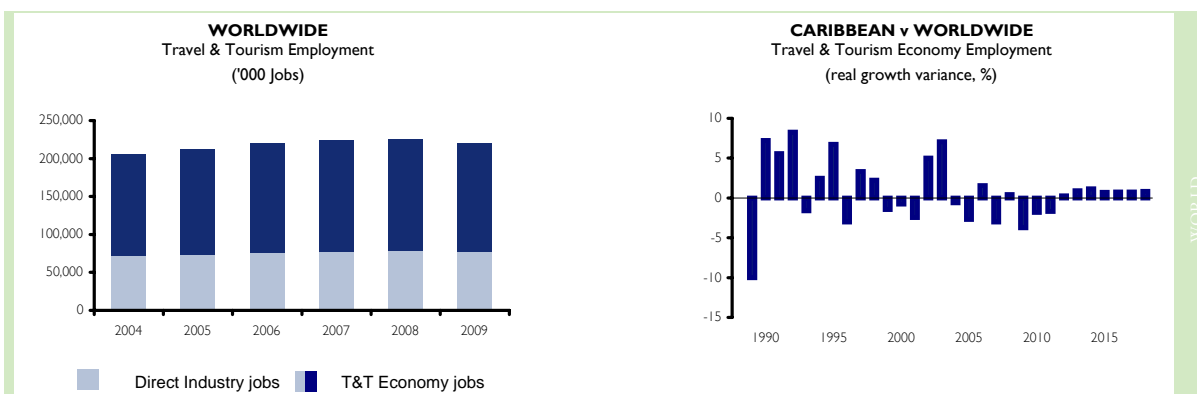
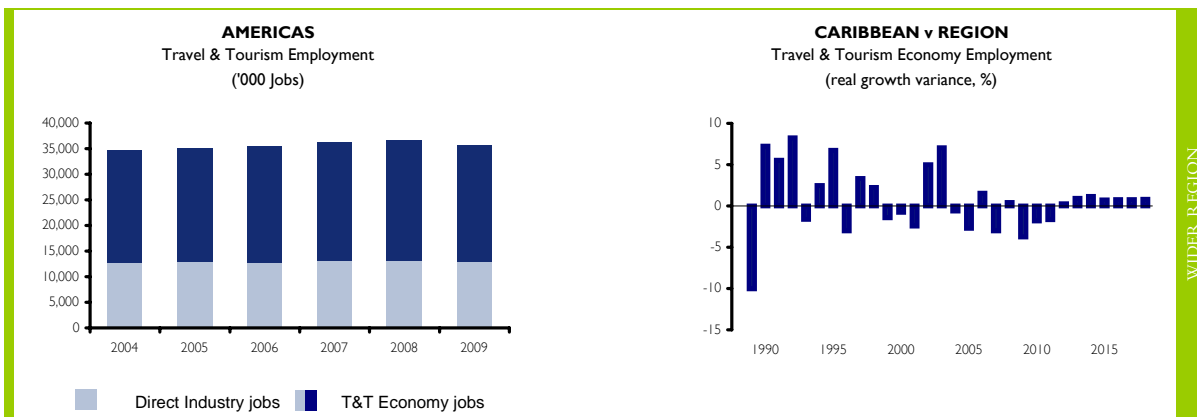
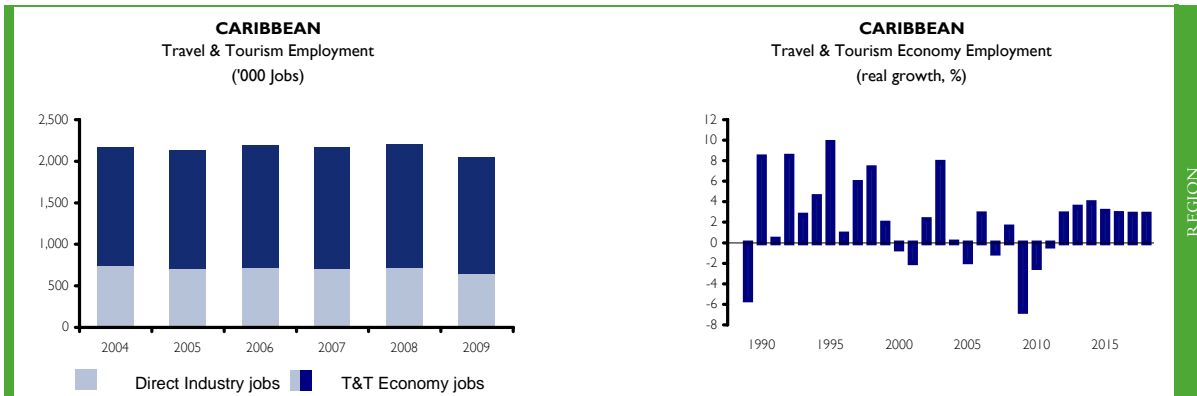


WTTC League Table Extract		2009
Travel & Tourism Economy GDP		% of total GDP
0	World	5,473.8
1	Caribbean	14.5
2	North Africa	11.3
3	Oceania	11.1
4	South East Asia	10.1
5	European Union	9.9
7	North America	9.7
11	Sub Saharan Africa	6.7
12	Latin America	6.6
13	South Asia	5.9

WTTC League Table Extract		10-Yr Real Growth
Travel & Tourism Economy GDP		Annualised, %
0	World	4.0
1	South Asia	7.2
4	South East Asia	5.1
5	North Africa	5.1
6	Sub Saharan Africa	4.6
7	Latin America	4.3
9	Oceania	3.9
10	North America	3.5
11	Caribbean	3.4
13	European Union	2.7

# EMPLOYMENT

Caribbean's 649,000 T&T Direct Industry jobs account for 3.8% of total employment in 2009 and are forecast to total 836,000 jobs or 4.1% of the total by 2019. The contribution of the Travel & Tourism Economy to employment is expected to rise from 2,052,000 jobs in 2009, 11.9% of total employment, or 1 in every 8.4 jobs to 2,544,000 jobs, 12.6% of total employment or 1 in every 7.9 jobs by 2019.

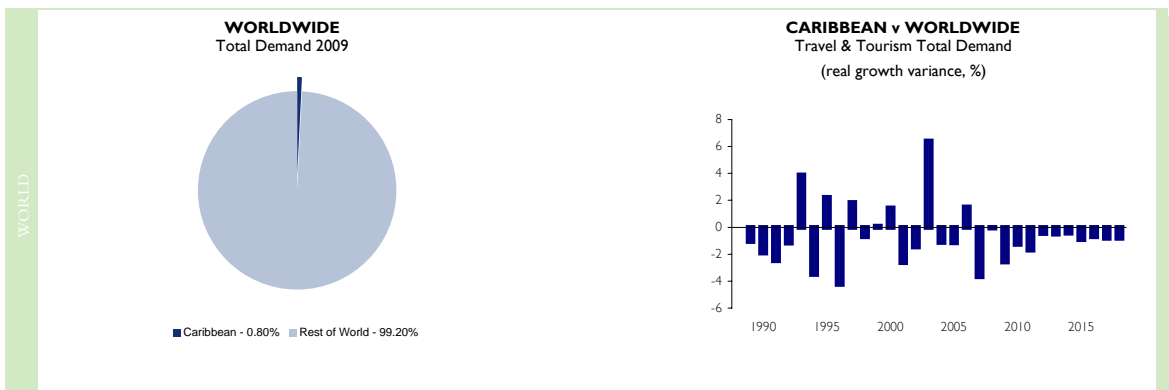
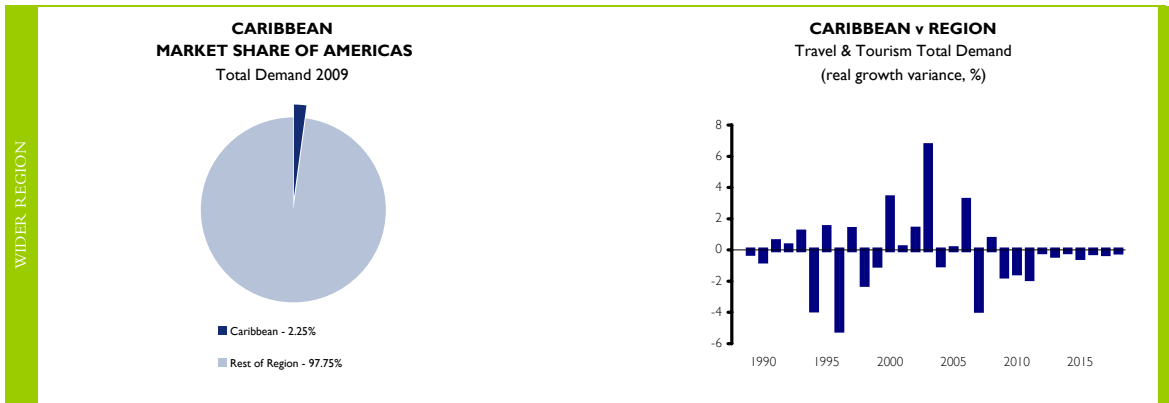
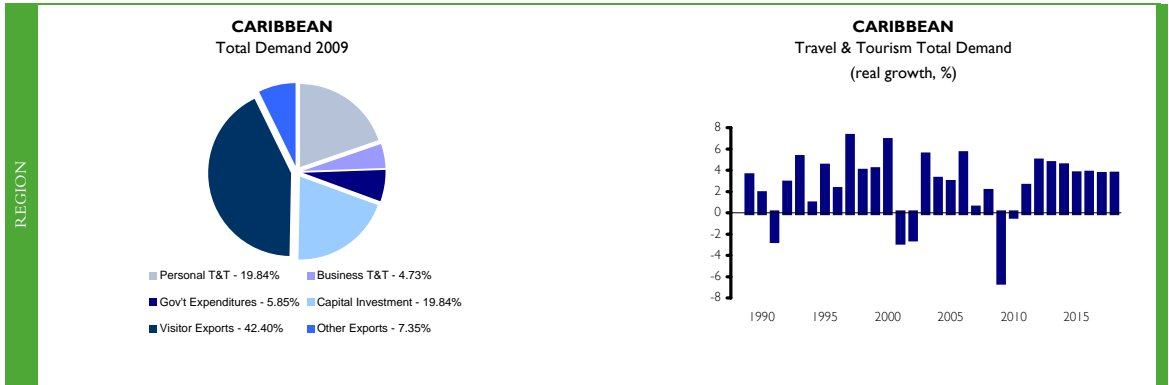


WTTC League Table Extract		2009
Travel & Tourism Economy Employment		% of total emp
0	World	7.4
1	Oceania	12.1
2	Caribbean	11.9
3	North Africa	11.2
4	European Union	10.4
5	North America	10.4
7	South East Asia	8.5
10	Latin America	6.4
12	South Asia	5.8
13	Sub Saharan Africa	4.6

WTTC League Table Extract		10-Yr Real Growth
Travel & Tourism Economy Employment		Annualised, %
0	World	1.6
3	Latin America	2.7
4	South Asia	2.5
5	North Africa	2.4
6	Sub Saharan Africa	2.3
7	Caribbean	2.2
9	South East Asia	1.8
10	Oceania	1.4
11	North America	1.4
12	European Union	1.1

## TOTAL DEMAND

Caribbean Travel & Tourism is expected to generate US\$57.1 bn of economic activity (Total Demand) in 2009, growing (nominal terms) to US\$105.4 bn by 2019. Total Demand is expected to decline by -6.5% in 2009 and by 3.4% per annum, in real terms, between 2010 and 2019. 2009 Total Demand represents 0.80% of world market share.

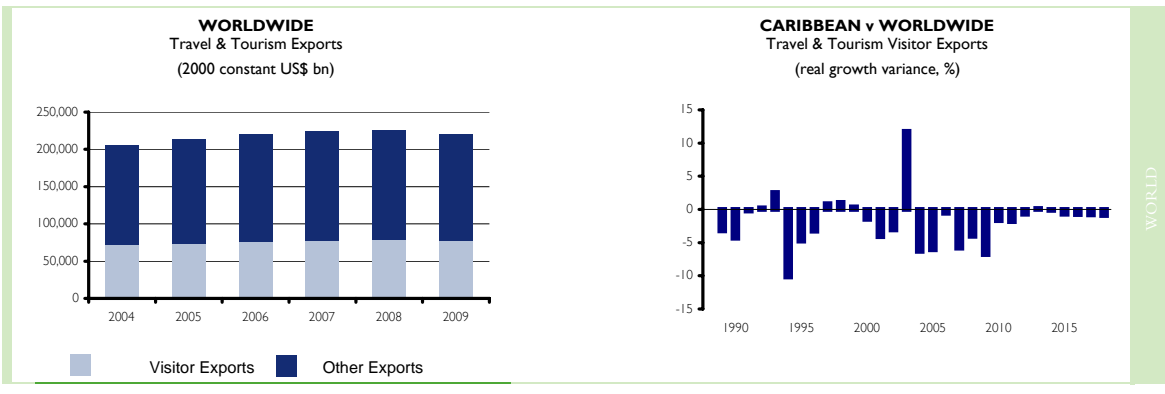
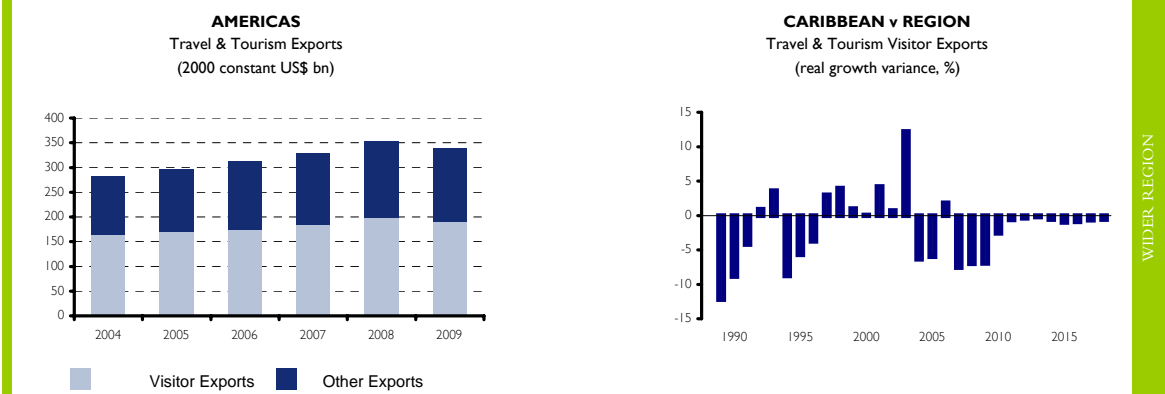
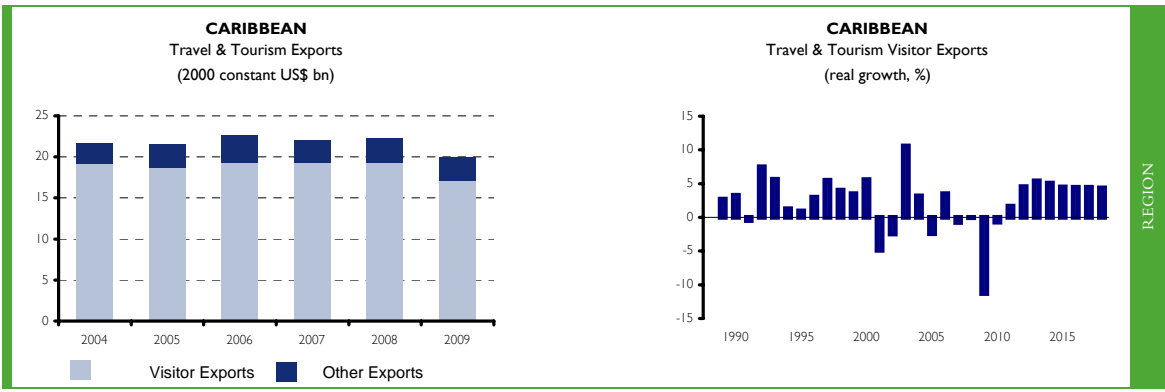


WTTC League Table Extract		2009
Travel & Tourism Total Demand		Real Growth %
0	World	2.1
1	South Asia	0.9
2	Oceania	-1.3
3	Latin America	-2.1
4	Sub Saharan Africa	-2.5
8	North Africa	-3.4
9	South East Asia	-3.8
10	European Union	-4.1
12	North America	-5.1
13	Caribbean	-6.5

WTTC League Table Extract		10-Yr Real Growth
Travel & Tourism Total Demand		Annualised, %
0	World	4.3
1	South Asia	7.6
2	South East Asia	6.0
5	North Africa	5.3
6	Latin America	4.7
7	Sub Saharan Africa	4.5
9	Oceania	4.2
10	North America	3.9
11	Caribbean	3.4
13	European Union	3.2

# VISITOR & OTHER EXPORT EARNINGS

Visitor Exports play an important development role for the resident Travel & Tourism Economy. Caribbean's Travel & Tourism is expected to generate 18.6% of total exports (US\$28.4 bn) in 2009, growing (nominal terms) to US\$53.4 bn (18.5% of total) in 2019.



WTTC League Table Extract		2009
Travel & Tourism Visitor Exports		% of total exports
0	World	6.0
1	Caribbean	15.9
2	Oceania	14.4
3	North Africa	13.2
4	Sub Saharan Africa	7.6
5	North America	7.5
8	South East Asia	6.1
9	European Union	6.1
11	Latin America	5.1
12	South Asia	4.4

WTTC League Table Extract		10-Yr Real Growth
Travel & Tourism Visitor Exports		Annualised, %
0	World	4.7
2	South Asia	5.9
3	Latin America	5.7
4	South East Asia	5.5
5	North Africa	4.8
7	Sub Saharan Africa	4.6
8	North America	4.5
9	Oceania	4.3
12	Caribbean	3.8
13	European Union	3.7

# SATELLITE ACCOUNT TABLES

## CARIBBEAN

Travel & Tourism - US\$ bn	2004	2005	2006	2007	2008E	2009F	2019F
Personal Travel & Tourism	7.6	8.4	8.9	10.1	11.0	11.3	22.7
Business Travel & Tourism	1.9	2.0	2.2	2.5	2.8	2.7	5.0
Corporate	1.7	1.8	1.9	2.2	2.4	2.4	4.4
Government	0.2	0.2	0.3	0.3	0.3	0.3	0.6
Government Expenditures - Individual	0.6	0.7	0.8	0.8	0.9	1.0	1.8
Visitor Exports	20.5	22.0	23.4	24.4	26.1	24.2	45.6
Travel & Tourism Consumption	30.6	33.1	35.2	37.8	40.9	39.2	75.1
Government Expenditures - Collective	1.4	1.7	1.8	2.0	2.3	2.4	4.2
Capital Investment	6.8	8.5	9.5	10.3	11.3	11.3	18.4
Other Exports	2.9	3.6	4.4	3.8	4.5	4.2	7.8
Travel & Tourism Demand	41.7	46.9	51.0	53.8	58.9	57.1	105.4
Travel & Tourism Direct Industry							
Employment ('000)	739.2	702.0	715.6	701.6	710.9	649.1	835.9
Gross Domestic Product	9.7	10.5	11.0	11.8	12.5	11.8	22.4
Travel & Tourism Economy							
Employment ('000)	2,167.2	2,126.8	2,187.2	2,165.2	2,198.5	2,051.6	2,544.2
Gross Domestic Product	29.9	34.2	36.8	38.4	41.7	39.9	72.5

Travel & Tourism Accounts as % of National Accounts	2004	2005	2006	2007	2008E	2009F	2019F
Personal Travel & Tourism	6.2	5.9	5.9	6.0	6.1	6.1	6.4
Government Expenditures	8.5	8.8	9.0	9.3	9.6	9.7	9.8
Capital Investment	19.1	21.2	22.0	22.0	22.5	22.1	20.1
Visitor & Other Exports	20.1	19.8	19.3	18.9	19.3	18.6	18.5
Travel & Tourism Imports	11.2	10.6	10.6	10.8	11.0	11.3	11.6
Travel & Tourism Direct Industry							
Employment	4.7	4.4	4.4	4.2	4.2	3.8	4.1
Gross Domestic Product	5.1	4.9	4.7	4.7	4.7	4.3	4.6
Travel & Tourism Economy							
Employment	13.8	13.3	13.4	12.9	12.9	11.9	12.6
Gross Domestic Product	16	15.9	15.9	15.4	15.6	14.5	14.8

Travel & Tourism Real Growth (per annum except 2019 = 10-year annualised)	2004	2005	2006	2007	2008E	2009F	2019F
Personal Travel & Tourism	6	2.0	3.0	6.9	3.2	-0.5	4.0
Business Travel & Tourism	6	-3.9	5.3	9.2	2.1	-5.9	3.3
Government Expenditures	0	7.5	5.4	2.7	4.7	0.7	3.3
Capital Investment	0	16.1	8.6	2.4	2.4	-3.8	2.2
Visitor Exports	3	-2.4	3.5	-0.7	0.0	-11.3	3.8
Other Exports	5	14.1	17.7	-17.0	9.5	-5.4	2.8
Travel & Tourism Consumption	4	-1.2	3.5	1.8	1.1	-7.8	3.8
Travel & Tourism Demand	3.2	2.9	5.6	0.5	2.0	-6.5	3.4
Travel & Tourism Direct Industry							
Employment	-0.4	-5.0	1.9	-2.0	1.3	-8.7	2.6
Gross Domestic Product	5.1	-2.0	1.5	1.7	-0.6	-9.2	3.8
Travel & Tourism Economy							
Employment	0.1	-1.9	2.8	-1.0	1.5	-6.7	2.2
Gross Domestic Product	3.7	3.6	4.5	-0.4	0.9	-7.9	3.4

E - Estimate; F - Forecast

# SATELLITE ACCOUNT TABLES

## CARIBBEAN

Travel & Tourism - US\$ bn	2004	2005	2006	2007	2008E	2009F	2019F
Personal Travel & Tourism	7.6	8.4	8.9	10.1	11.0	11.3	22.7
Business Travel & Tourism	1.9	2.0	2.2	2.5	2.8	2.7	5.0
Corporate	1.7	1.8	1.9	2.2	2.4	2.4	4.4
Government	0.2	0.2	0.3	0.3	0.3	0.3	0.6
Government Expenditures - Individual	0.6	0.7	0.8	0.8	0.9	1.0	1.8
Visitor Exports	20.5	22.0	23.4	24.4	26.1	24.2	45.6
Travel & Tourism Consumption	30.6	33.1	35.2	37.8	40.9	39.2	75.1
Government Expenditures - Collective	1.4	1.7	1.8	2.0	2.3	2.4	4.2
Capital Investment	6.8	8.5	9.5	10.3	11.3	11.3	18.4
Other Exports	2.9	3.6	4.4	3.8	4.5	4.2	7.8
Travel & Tourism Demand	41.7	46.9	51.0	53.8	58.9	57.1	105.4
Travel & Tourism Direct Industry							
Employment ('000)	739.2	702.0	715.6	701.6	710.9	649.1	835.9
Gross Domestic Product	9.7	10.5	11.0	11.8	12.5	11.8	22.4
Travel & Tourism Economy							
Employment ('000)	2,167.2	2,126.8	2,187.2	2,165.2	2,198.5	2,051.6	2,544.2
Gross Domestic Product	29.9	34.2	36.8	38.4	41.7	39.9	72.5

Travel & Tourism 2000 Constant US\$ bn	2004	2005	2006	2007	2008E	2009F	2019F
Personal Travel & Tourism	6.8	7.0	7.2	7.7	7.9	7.9	11.7
Business Travel & Tourism	1.8	1.7	1.8	1.9	2.0	1.9	2.6
Government Expenditures - Individual	0.5	0.6	0.6	0.6	0.7	0.7	0.9
Visitor Exports	19.2	18.7	19.4	19.2	19.2	17.0	24.8
Travel & Tourism Consumption	28.3	28.0	28.9	29.5	29.8	27.5	40.0
Government Expenditures - Collective	1.3	1.4	1.5	1.5	1.6	1.6	2.2
Capital Investment	6.2	7.2	7.8	8.0	8.2	7.9	9.9
Other Exports	2.5	2.8	3.3	2.8	3.0	2.9	3.8
Travel & Tourism Demand	38.3	39.4	41.6	41.8	42.6	39.9	55.8
Gross Domestic Product							
Travel & Tourism Industry	9.1	8.9	9.0	9.2	9.1	8.3	12.1
Travel & Tourism Economy	28	28.8	30.1	30.0	30.3	27.9	38.9

E - Estimate; F - Forecast

### Methodological Note

2008 provided a clear demonstration of the complex environment in which Travel & Tourism operates, confirming the critical importance of timely information for policy- and decision-makers. And developments in 2009 will no doubt serve to reinforce this argument. This explains why the economic impact research developed by WTTC and its partner Oxford Economics, which was designed to adapt to the changing needs of the Travel & Tourism industry and government leaders in the light of the fast-changing operating environment, is therefore an essential tool – whether for private- or public-sector decision-makers.

This comprehensive and comparative measure of the economic impact of Travel & Tourism developed by WTTC, which is highlighted in the Executive Summary and in the accompanying 181 individual country reports, is based on simulated Tourism Satellite Account (TSA) methodology. The methodology is analogous to that used for the production of national income accounts, following the key concepts of Tourism Satellite Accounting contained in the latest (2008) United Nations' *Recommended Methodological Framework* (RMF).

The RMF's Tourism Direct Gross Domestic Product (TDGDP) measure is broadly equivalent to the Travel & Tourism Direct Industry measures given by WTTC/Oxford Economics. Adding to this direct industry measure the value-added created indirectly in the industry's supply chain, plus investment and collective government and non-visitor export spending, one arrives at the broadest measure of the economic impact of Travel & Tourism – Travel & Tourism Economy GDP.

## RANKING AND RANGE

Year 2009 country rankings for Caribbean within world countries' list

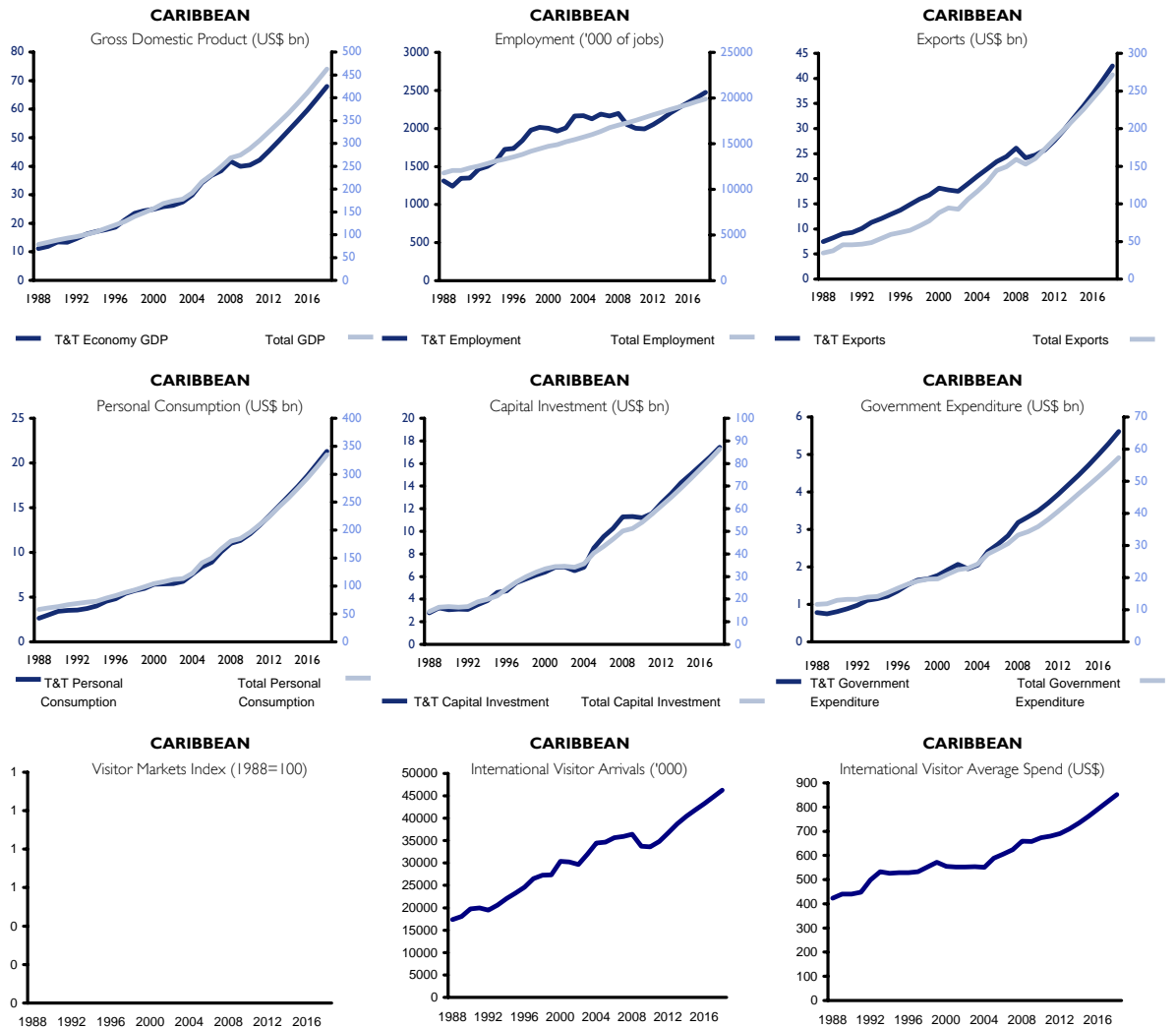
Caribbean	2009			2019		
	Absolute Size	Relative Size	Growth <sup>1</sup>	Absolute Size	Relative Size	Growth <sup>2</sup>
Personal Travel & Tourism	13	8	7	13	9	9
Business Travel	13	---	9	13	---	10
Government Expenditures	10	1	12	12	1	10
Capital Investment	13	1	7	13	1	13
Visitor Exports	11	1	13	12	1	12
Other Exports	13	10	9	13	10	13
Travel & Tourism Demand	13	---	13	13	---	11
Direct Industry GDP	13	3	13	13	2	9
T&T Economy GDP	13	1	12	13	1	11
Direct Industry Employment	13	4	13	12	3	5
T&T Economy Employment	12	2	11	12	1	7

<sup>1</sup>2009 real growth adjusted for inflation (%); <sup>2</sup>2010-2019 annualised real growth adjusted for inflation (%)

Total 181 countries or 13 regions (largest/highest/best is number 1; smallest/lowest/worst is number 176 or 13; 0 is aggregate region no ranking)

## GENERAL MACROECONOMIC INDICATORS

The following charts illustrate how Travel & Tourism growth follows or varies from general macroeconomic growth for various indicators. The bottom three charts illustrate information related to international visitor arrivals.





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

With Chairs and Chief Executives of the world's foremost 100 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, employing over 225 million people and generating 9.6% of global GDP in 2008.

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 an Executive Summary highlighting global trends. To download one-page summaries, the full reports or spreadsheets, visit [www.wttc.org](http://www.wttc.org)



Assisting WTTC to provide tools for analysis, benchmarking, forecasting and planning

Over the last 25 years Oxford Economics has built a diverse and loyal client base of over 300 organisations worldwide, including international organisations, governments, central banks, and both large and small businesses. Headquartered in Oxford, England, with offices in London, Belfast, Philadelphia and Basel, Oxford Economics employs over 50 full-time, highly qualified, economists and data specialists, while maintaining links with a network of economists in universities worldwide.

For more information please take advantage of a free trial on our website, [www.oxfordeconomics.com](http://www.oxfordeconomics.com), or contact John Gaster, Oxford Economics, Abbey House, 121 St Aldates, Oxford, OX1 1HB, UK. Tel: +44 (0) 1865 268900; email: [jrgaster@oxfordeconomics.com](mailto:jrgaster@oxfordeconomics.com)



1-2 QUEEN VICTORIA TERRACE  
SOVEREIGN COURT  
LONDON E1W 3HA, UK

TEL: +44 (0) 20 7481 8007  
FAX: +44 (0) 20 7488 1008  
EMAIL: [enquiries@wttc.org](mailto:enquiries@wttc.org)

[www.wttc.org](http://www.wttc.org)