

GDP GROWTH OF TRAVEL & TOURISM SECTOR BY REGIONS

Europe and Eurasia remains the most competitive region when it comes to Travel & Tourism. The region is home to six of the top 10 scoring economies. It has some of the best cultural resources in the world and leading infrastructure, especially for ground, port and tourist service infrastructure. The region also has the world's best enabling environment and Travel & Tourism prioritization. Despite its maturity, the region was also the most improved region since 2017, with the greatest average improvement resulting from price competitiveness, air transport infrastructure and ICT readiness. While Western, Southern and Northern Europe remains the competitive core of the region, the Balkans and Eastern Europe and Eurasia subregions showed the highest average TTCI score growth.

Asia-Pacific is the second-most competitive region in terms of Travel & Tourism. Japan (4th) leads the region in overall score, while Bangladesh (120th) had the greatest improvement. The region boasts the best combination of natural and cultural resources, including the highest regional performance for the Cultural Resources and Business Travel subindex. AsiaPacific boasts the world's most impressive air transport infrastructure and is clearly investing in its ground, port and tourist service infrastructure, in which it showed the greatest regional improvement. Eastern Asia-Pacific remains by far the most competitive subregion in AsiaPacific, while South Asia is the most improved since 2017.

The Americas is the third-highest scoring region on the TTCI, with the United States holding its position as the region's top scoring economy and Bolivia (99th to 90th) showing the most improvement. Countries in the Americas often rely on their natural assets to generate tourism but are often challenged by lower scores for enabling environments. In particular, the region suffers from the lowest average scores for business environment and safety and security, with the latter mostly due to crime rates. The Americas improved most on ICT readiness and price competitiveness, with South America leading in overall TTCI growth.

The Middle East and North Africa has the third-best improvement in average TTCI scores since 2017. The United Arab Emirates (33rd) is the only regional economy to make it into the top 25 %, while Egypt (65th) is the most improved since the last edition of the index. The more developed Arab Gulf States and Israel (57th) score well for enabling environment and infrastructure pillars, while North Africa does better on natural and cultural resources. Overall, the region is very price competitive, but has challenges with terrorism-related safety and security and

international openness. These might be just some of the underlying reasons why the region scores lowest for the Natural and Cultural Resources subindex.

Sub-Saharan Africa outpaces the global average for growth in tourism receipts and arrivals, with the island nation of Mauritius (54th) outscoring last year's top performer South Africa (61st) to rank as top scorer in the region. Due to historically lower levels of economic development, the region continues to face difficulties in health and hygiene, overall infrastructure and the effective selling of cultural and business travel. In the face of this, however, Sub-Saharan Africa shows great untapped potential for natural tourism, which can be better utilized with more development and investment. Some of the region's greatest improvements came from areas where it traditionally has trailed, including ICT readiness, international openness and price competitiveness. Lesotho (128th to 124th) had the greatest growth in score since 2017; however, it was the average growth in the economies of Western Africa that generated the most subregional improvement. Travel & Tourism's contribution to regional economies shows the GDP growth.

WTTC looks at the economic impact of Travel & Tourism across 185 countries, in terms of the major indicators of GDP contribution, employment, visitor exports, and government expenditure investment. This allows for comparisons across countries, now and over the next ten years. the most contribution to GDP belongs to India, which can managed the third place in 2029.

The world's fastest growing countries in terms of Travel & Tourism GDP are dominated by emerging and developing economies. This showcases the sector's ability to spread its benefits widely across the world and the opportunities that tourism brings as a tool for development. In effect, Ethiopia (+48,6 %), Ecuador (+21,6 %), St Kitts and Nevis (+16,8 %), Egypt (+16,5 %) and Turkey (+15,0 %) led the world for Travel & Tourism GDP growth in 2018.