



WORLD
TRAVEL &
TOURISM
COUNCIL

TRAVEL & TOURISM CITY TRAVEL & TOURISM IMPACT 2017 NORTH AMERICA



CITY TRAVEL & TOURISM IMPACT

“As the world rapidly urbanises, so too is there a need to manage that growth with effective planning. A successful city is one where business, infrastructure, resources, and environment meet with quality jobs and effective government support.”

Gloria Guevara Manzo, President & CEO
World Travel & Tourism Council

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THE IMPORTANCE OF CITIES

54.5%
of the global population live in urban areas in 2016, and is predicted to increase to 60% by 2050.

1.8BN
international tourism arrivals per year expected by 2030, with particular growth in cities.

65
global cities analysed in the latest research from the World Travel & Tourism Council.

FOREWORD

For over 25 years, the World Travel & Tourism Council (WTTTC) has been quantifying the economic and employment impact of Travel & Tourism at the country and regional level. This data is a key source of information for decision-makers within governments, investment banks, academia, and multilateral organisations across the world and particularly within the 185 countries for which we provide detailed reports. It allows us to state with confidence the fact that Travel & Tourism is one of the largest sectors in the world, supporting more than 10% of global economic activity and 292 million jobs: 1 in 10 jobs worldwide¹.

Now, for the first time, WTTTC has produced research that looks at the economic and employment impact of Travel & Tourism in cities.

Future growth and success for the sector requires recognising and monitoring the trends that will drive future travel habits. According to the UN, the urban population of the world has grown rapidly from 746 million in 1950 to over four billion in 2016 and today, 54.5% of the world's population lives in urban areas. This proportion is expected to increase further to 60% by 2050, with nearly all of the increase concentrated in Asia and Africa. With international tourism arrivals set to rise to 1.8 billion a year by 2030, and billions more domestic travellers expected, the city share of these arrivals shows particular growth. Understanding the rate and concentration of city tourism compared to country tourism growth is an important need for policy makers.

Our research looks at 65 global cities, chosen for being among the top ranked for arrivals, and spending by visitors. Across all cities in our study, even despite being selected as key Travel & Tourism centres, there are enormously differing levels of importance. Travel & Tourism's share of city GDP in Cancún, for example, is as much as 49.1%, whereas in Los Angeles, with its much more diversified economy, the sector represents only 1.2% of its GDP. The difference in the share of employment is also just as marked, ranging from supporting 38.5% of all employment in Cancún to just 0.8% in Osaka. With highest levels of growth concentrated in Asia, this research importantly provides forecasts for how these figures may change over the decade ahead.

As the world rapidly urbanises, there is a need to manage that growth with effective planning. A successful city is one where business, infrastructure, resources, and environment meet with quality jobs and effective government support. Goal 11.4 of the UN Sustainable Development Goals calls out the need for cities to strengthen efforts to protect and safeguard the world's cultural and natural heritage. The role of Travel & Tourism in contributing to this Goal in cities cannot be underestimated, both in creating civic pride and jobs, and, on a pure financial basis, through the export revenue generated by international visitors.

Cities are growing increasingly large and influential and are accounting for a greater proportion of global tourism demand, WTTTC is proud to provide the evidence base to help public and private bodies make the correct decisions for the future growth of a sustainable Travel & Tourism sector.



Gloria Guevara Manzo
President & CEO

¹ WTTTC annual economic impact analysis <https://www.wtttc.org/research/economic-research/economic-impact-analysis/>

Golden Gate Bridge, San Francisco, California, USA

SUMMARY NORTH AMERICA

Study includes: Cancún, Chicago, Honolulu, Las Vegas, Los Angeles, Mexico City, New York City, Orlando, San Francisco, Toronto, Washington DC



CITY TRAVEL & TOURISM IN NORTH AMERICA

21%

of direct Travel & Tourism GDP in the region is contributed by the 11 focus cities.

24%

of all jobs in the region are contributed by the 11 focus cities.

North America is an established and thriving Travel & Tourism region, second only to the European Union in scale. The three countries that make up North America; Canada, Mexico and the United States, directly contribute \$608 billion to the region's economy, 2.9% of total economy GDP. Over 10 million jobs are directly created by the companies and organisations that drive this contribution. Together with the services that Travel & Tourism businesses use through their supply chains, in total, one in nine (11%) jobs in North America are supported by the sector.

The US, as the world's largest Travel & Tourism economy, clearly dominates these figures, representing 83% of the direct GDP impact in the region. In terms of jobs however, Mexico, which represents a much smaller 12.6% of GDP for the region, creates 40% of the jobs in the sector for the region. Canada's contribution at just 4.5% of the region's GDP and 5.4% of employment, pales in comparison.

This report covers the US cities of Chicago, Honolulu, Las Vegas, Orlando, Los Angeles, New York, Washington DC and San Francisco, Cancún and Mexico City in Mexico and Toronto in Canada. Collectively, these 11 cities directly contribute 21% of the region's Travel & Tourism GDP and 24% of all jobs.

Cities are major destinations within countries²

Large cities in the region are important gateways for travel to the wider country, even if their revenue only accounts for a small share of national GDP. Some of the largest North American cities by Travel & Tourism market size also make a significant contribution to that city's total GDP. This is especially true for those destinations in the region where there are more visitors for leisure than business purposes.

- Travel & Tourism generates a similar amount of money towards GDP in New York and Orlando. However, the cities differ notably in terms of the sector's percentage contribution to wider GDP. This is due to differences in the other economic sectors in each city, as well as variations in the purpose of travel to each one.
- New York attracts both leisure and business travellers, and the important financial and business services sector means that Travel & Tourism only generates a relatively small proportion of GDP (3.5%). The sector's contribution to employment is larger (6.7%) due to the more labour-intensive nature of the industry.
- Orlando is a large leisure destination in the USA, and Travel & Tourism is a vital sector for the city, accounting for 18.1% of GDP and 17.3% of total employment in 2016. Developments in visitor attractions have allowed the contribution to grow over the past decade and will allow continued growth to 2026.
- Similar developments in Las Vegas will allow continued improvement in the high contribution of Travel & Tourism to GDP and employment.
- Cancún is highly reliant on Travel & Tourism activity, with a high proportion of demand from the USA. However, the city only accounts for a small proportion of national activity.

² Travel & Tourism GDP is generated by spending from both international and domestic visitors and has been calculated to be consistent with estimates of the sector impact for countries and with other economic activity. Calculation in this report also allows direct comparison across cities relying on consistent methodology and definitions. Calculations for this report focus on 65 important global city destinations and estimate the GDP and employment directly generated by Travel & Tourism activity. Calculation is fully consistent with the WTTC annual economic impact analysis by country and also relies on inputs from Oxford Economics' Global City Travel (GCT) database.

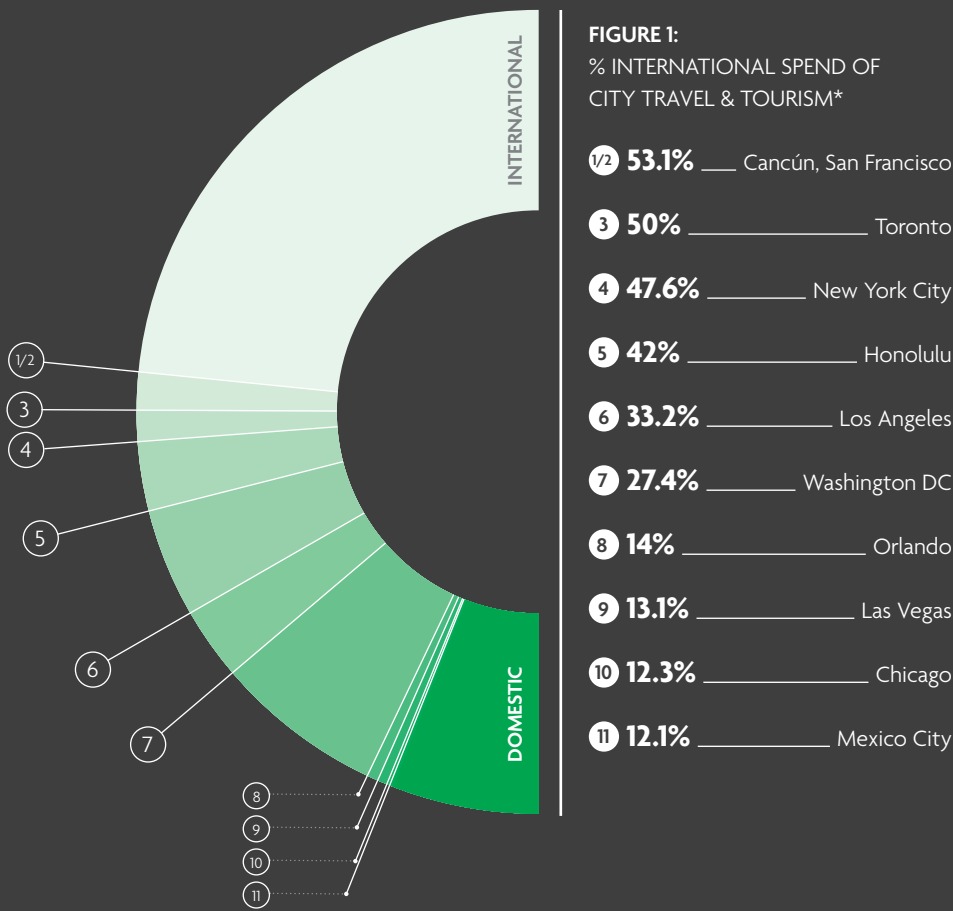


FIGURE 2: TOP NORTH AMERICAN CITY DESTINATIONS, 2016*

Tourism Market Size (Tourism GDP, US\$ bn)			Share of City GDP (City tourism GDP % of total city GDP)		Share of Country GDP (City tourism GDP % of country tourism GDP)	
1	New York	23.7	Cancún	49.1	Mexico City	25.3
2	Orlando	23.0	Las Vegas	18.2	Toronto	15.8
3	Las Vegas	19.5	Orlando	18.1	Cancún	5.8
4	Mexico City	19.4	Mexico City	8.0	New York	4.7
5	Los Angeles	11.4	Honolulu	6.3	Orlando	4.6
6	Chicago	8.2	San Francisco	5.3	Las Vegas	3.9
7	San Francisco	5.3	Chicago	4.5	Los Angeles	2.3
8	Cancún	4.4	New York	3.5	Chicago	1.6
9	Toronto	4.4	Washington DC	3.2	San Francisco	1.1
10	Washington DC	4.0	Toronto	1.5	Washington DC	0.8
11	Honolulu	4.0	Los Angeles	1.2	Honolulu	0.8

FIGURE 1:
% INTERNATIONAL SPEND OF
CITY TRAVEL & TOURISM*

1/2 **53.1%** — Cancún, San Francisco

3 **50%** — Toronto

4 **47.6%** — New York City

5 **42%** — Honolulu

6 **33.2%** — Los Angeles

7 **27.4%** — Washington DC

8 **14%** — Orlando

9 **13.1%** — Las Vegas

10 **12.3%** — Chicago

11 **12.1%** — Mexico City

Domestic demand is important for most of the North American cities included in this study. Mexico City has the greatest reliance on domestic demand, with 88% of tourism spend coming from Mexican travellers. Chicago, Las Vegas and Orlando all have a high reliance on the domestic US market which accounts for over 85% of Travel & Tourism activity in each city.

88%
of tourism spend in Mexico
City comes from the domestic
market.

Only San Francisco, Toronto and Cancún rely on international demand for at least half of Travel & Tourism GDP. The US is a key source market for Toronto and Cancún.

With a large reliance on the US domestic market, it is unsurprising that growth rates across US cities over the past decade are broadly similar. The fact that the purpose of travel varies between those cities may help to explain any differences. The contribution of Travel & Tourism to GDP in Mexico City fell due to adverse conditions in Mexico's domestic economy.



\$23.7 BN
tourism GDP in New York,
making it the largest of the cities
studied. But this only represents
3.5% of the city's GDP.

FIGURE 3: TOURISM MARKET SIZE & GROWTH*

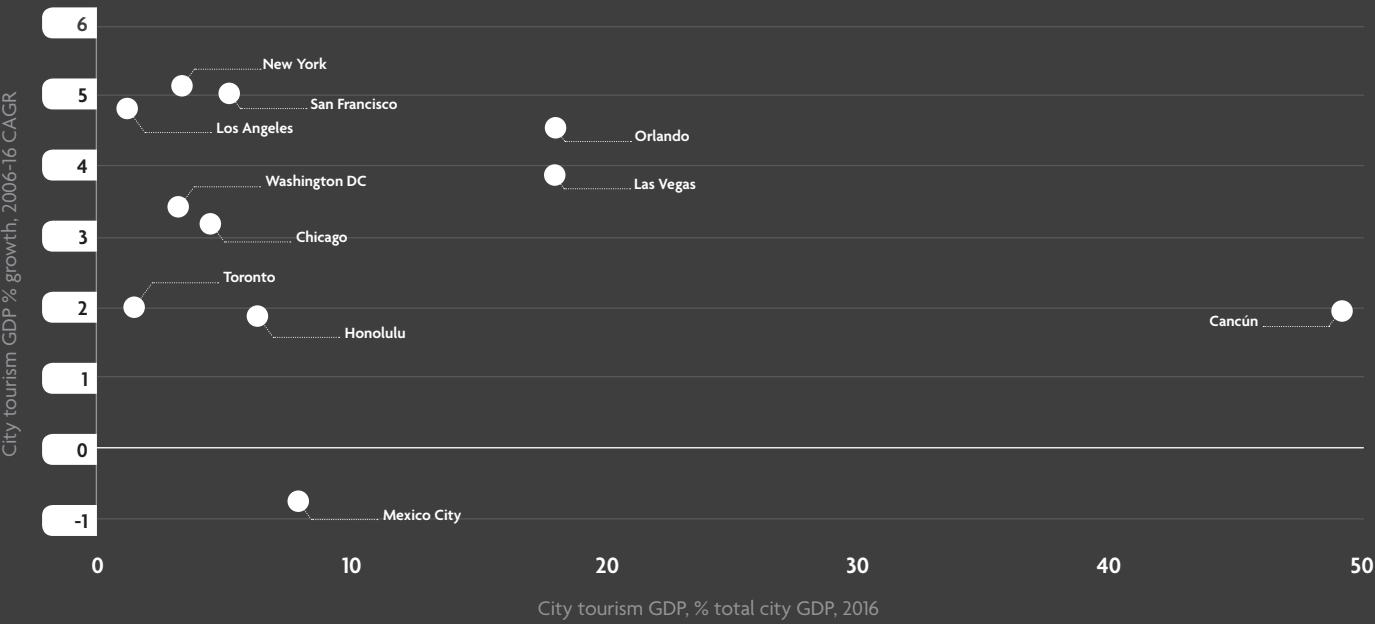


FIGURE 4: NORTH AMERICA CITIES SUMMARY*

	GDP Contribution (US\$ bn)			Employment Contribution (000s)		
	2006	2016	2026	2006	2016	2026
Cancún	3.7	4.4	7.3	905.9	790.1	990.9
% total	46.8	49.1	49.1	44.7	38.5	38.6
Chicago	6.0	8.2	13.8	129.7	145.7	189.8
% total	4.3	4.5	5.3	10.6	11.4	14.2
Honolulu	3.3	4.0	6.6	88.2	83.5	107.4
% total	7.2	6.3	7.1	19.9	17.7	21.3
Las Vegas	13.4	19.5	30.0	233.6	262.3	325.6
% total	14.6	18.2	18.7	20.4	21.3	23.6
Los Angeles	7.2	11.4	17.3	156.1	188.5	238.2
% total	1.3	1.2	1.9	3.9	4.1	4.9
Mexico City	20.8	19.4	34.9	905.9	790.1	990.9
% total	9.3	8.0	8.9	11.6	8.8	9.7
New York	14.5	23.7	37.6	233.6	291.1	367.8
% total	2.9	3.5	3.8	6.3	6.7	7.9
Orlando	14.8	23.0	38.8	208.9	268.1	349.1
% total	14.7	18.1	19.9	16.0	17.3	20.1
San Francisco	3.3	5.3	9.5	54.4	77.4	104.4
% total	4.6	5.3	6.3	7.8	8.4	10.4
Toronto	3.6	4.4	8.7	71.7	83.3	94.5
% total	1.6	1.5	1.7	2.6	2.6	2.7
Washington DC	2.9	4.0	6.7	44.5	46.7	60.2
% total	3.3	3.2	3.6	5.7	5.2	6.2

NEW YORK

T&T accounted for 3.5% of city GDP in 2016, higher than the 2.7% sector contribution to the USA

New York is one of the most visited cities worldwide, attracting large volumes of both foreign and domestic US visitors. Almost half of all tourism revenue is from international spending, relative to around 20% for the US as a whole.

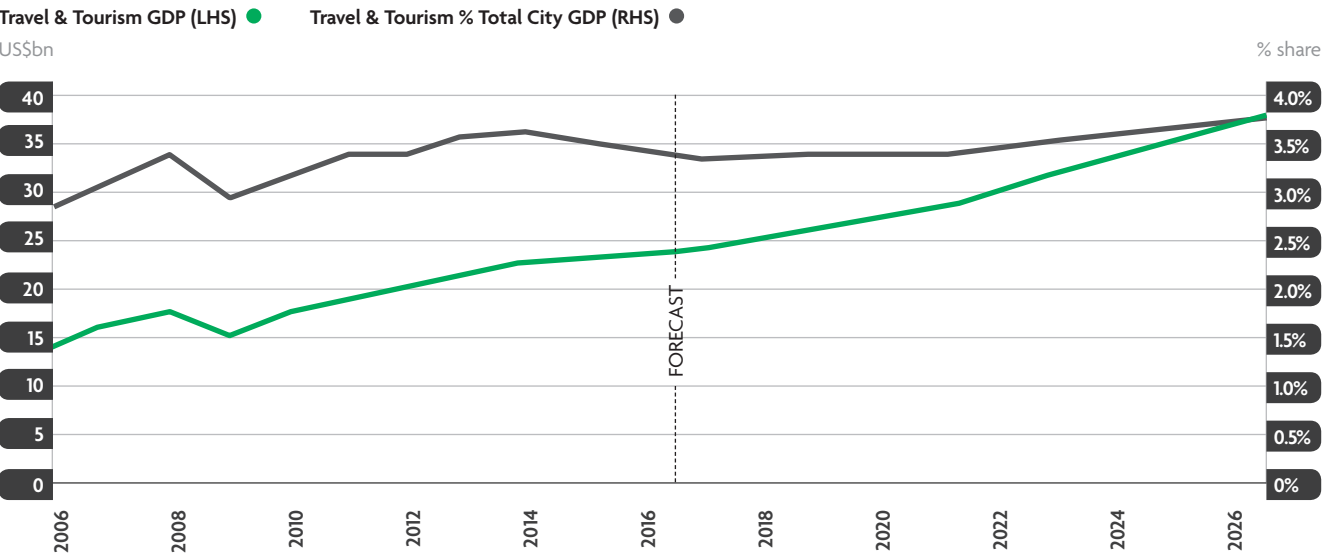
Tourism spending generated a GDP of \$24 billion in New York in 2016: only three other cities within this study saw a higher amount. Travel & Tourism generated 3.5% of GDP in the city; this is higher than the 2.7% contribution from the sector to USA's GDP as a whole.

In nominal US\$ terms, Travel & Tourism GDP has grown 5.0% over the past ten years. Growth moderated in 2015 and 2016 with a notable slowdown in international demand. US dollar strength adversely affected destination affordability in these years. The impact has been felt more in New York than for USA as a whole due to the importance of international demand to the city. The higher relative importance of the UK as a source market for New York exacerbated the impact as the dollar has been particularly strong against sterling.

The contribution of Travel & Tourism to employment is even higher at 6.7% as the sector's labour productivity is much lower than wider economic activity in the city. The share of employment is set to rise to 7.9% by 2026.

New York Summary					USA Summary			
Average growth					Average growth			
	2016	2026	2006-16	2016-26	2016	2026	2006-16	2016-26
T&T GDP (US\$ bn)	23.7	37.6	5.0%	4.7%	503.7	850.3	2.8%	5.4%
Total GDP (%)	3.5%	3.8%	-	-	2.7%	3.1%	-	-
T&T Employment (000)	291.1	367.8	2.2%	2.4%	5486	6905	-0.3%	2.3%
Total employment (%)	6.7%	7.9%	-	-	3.6%	4.3%	-	-

FIGURE 5: NEW YORK DIRECT TRAVEL & TOURISM GDP, 2006-26*



3.5%

Direct GDP contribution from Travel & Tourism

48%

Share of revenue from international spending

- Top source markets:
- UK 10%
 - China 8%
 - Canada 8%
 - Brazil 7%
 - France 6%



ORLANDO

Orlando is one of the largest tourism destinations within the US, generating a comparable amount of tourism spending and GDP to New York, but with a very different composition. Domestic leisure comprises a much higher proportion of tourism demand in Orlando, which is more reliant on domestic US demand than the average US destination: 86% of revenue is from domestic spending compared with 79% for the US as a whole.

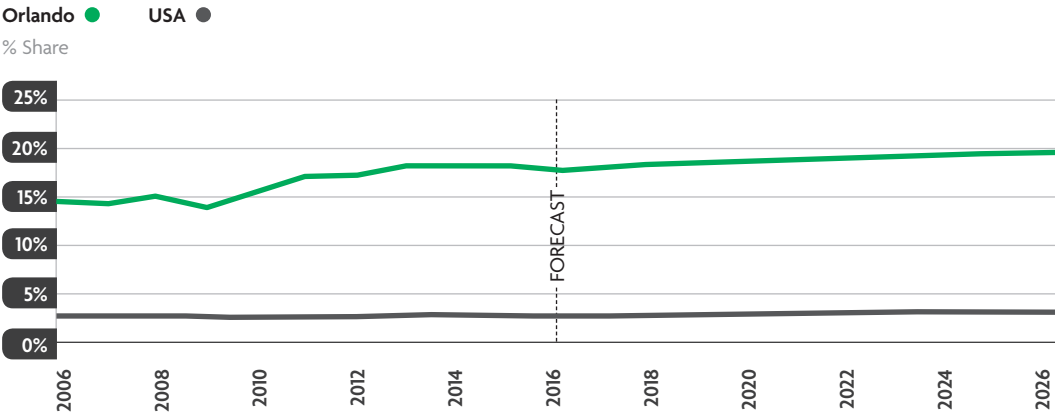
The comparable levels of tourism spending between Orlando and New York rely on very different visitor volumes and spending patterns. Tourism spending in New York in 2016 was 3% higher than in Orlando, despite the Big Apple welcoming 10 million fewer overnight visitors. This is due to the significant New York City day visitor market.

Average spending per trip is much higher in Orlando, due to a higher proportion of overnight leisure visitors who typically stay longer. Visitors on overnight trips spent an average of 4.3 nights in Orlando in 2016 compared with 2.9 nights in New York. High ticket items such as theme parks may also contribute to higher spending per visitor in Orlando.

Demand growth has outpaced the rest of the US on average over the past ten years. Orlando has taken a greater share of US Travel & Tourism activity while the sector has grown in importance for the city. In 2006, tourism directly generated 15% of GDP and 16% of employment within the city. These ratios have increased over the past ten years, and by 2026 around 20% of GDP and employment should be directly generated by the sector.

In 2016, tourism spending in New York was just 3% higher than Orlando, but the former hosted 65% more visitors

FIGURE 6: TOURISM SHARE OF TOTAL GDP, 2006-26*



18.1%

Direct GDP contribution from Travel & Tourism

20%

Direct GDP and jobs forecast by 2026

14%

Share of revenue from international spending

86%

of revenue in Orlando is from domestic spending

Orlando Summary					USA Summary			
Average growth					Average growth			
	2016	2026	2006-16	2016-26	2016	2026	2006-16	2016-26
T&T GDP (US\$ bn)	23.0	38.8	4.5%	5.3%	503.7	850.3	2.8%	5.4%
Total GDP (%)	18.1%	19.9%	-	-	2.7%	3.1%	-	-
T&T Employment (000)	268.1	349.1	2.5%	2.7%	5486	6905	-0.3%	2.3%
Total employment (%)	17.3%	20.1%	-	-	3.6%	4.3%	-	-

LAS VEGAS

Relatively slower T&T growth is predicted in line with the source markets on which it relies

Tourism directly generates a large proportion of economic activity in Las Vegas, with one in five jobs in the city directly within the sector. It is the third largest of all the US cities in this study in terms of tourism spending and GDP contribution.

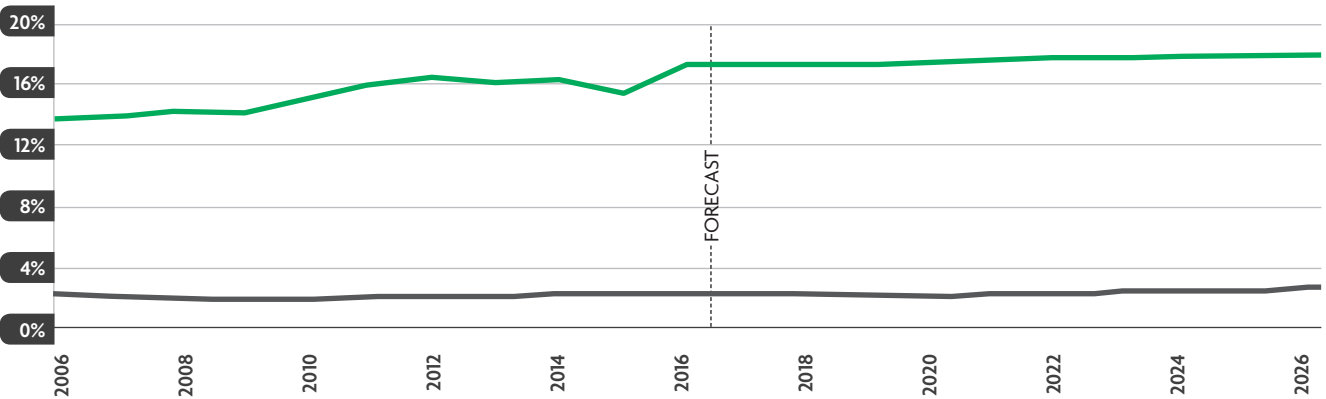
The economic contribution of the tourism sector as a share of total economic activity in Las Vegas is comparable to that in Orlando, with a similar high dependence on domestic US tourism. Las Vegas attracts a greater number of visitors on overnight trips than both New York and Orlando but average spending and average length of stay is lower.

Travel to Las Vegas has evolved broadly in line with trends for the wider country over most of the past decade, but there has been some additional volatility. There was a notable spike in tourism spending in 2016 following a weak 2015 and we do not expect the 2016 growth to be repeated in coming years. Given the large available capacity, there is some scope to increase the share of international demand to drive faster growth. The largest international source markets for Las Vegas are relatively slow growing and an increased share of demand from emerging markets would aid more rapid growth.

Tourism will continue to drive economic activity and will remain an important sector for the city. The share of GDP and employment directly generated by the tourism sector should continue to edge up.

Las Vegas Summary					USA Summary			
Average growth					Average growth			
	2016	2026	2006-16	2016-26	2016	2026	2006-16	2016-26
T&T GDP (US\$ bn)	19.5	30.0	3.9%	4.4%	503.7	850.3	2.8%	5.4%
Total GDP (%)	18.2%	18.7%	-	-	2.7%	3.1%	-	-
T&T Employment (000)	262.3	325.6	1.2%	2.2%	5486	6905	-0.3%	2.3%
Total employment (%)	21.3%	23.6%	-	-	3.6%	4.3%	-	-

FIGURE 7: TOURISM SHARE OF TOTAL GDP, 2006-26*
Las Vegas ● USA ●
% Share



18.2%
Direct GDP contribution from Travel & Tourism

13%
Share of revenue from international spending

- Top source markets:
- Canada 24%
 - Mexico 22%
 - UK 13%
 - Australia 7%
 - Japan 4%

Cancún has the highest reliance on Travel & Tourism out of the 65 cities within the study as the sector directly generates almost half of all GDP for the city. The sector also directly generates a high proportion of jobs (38.5%).

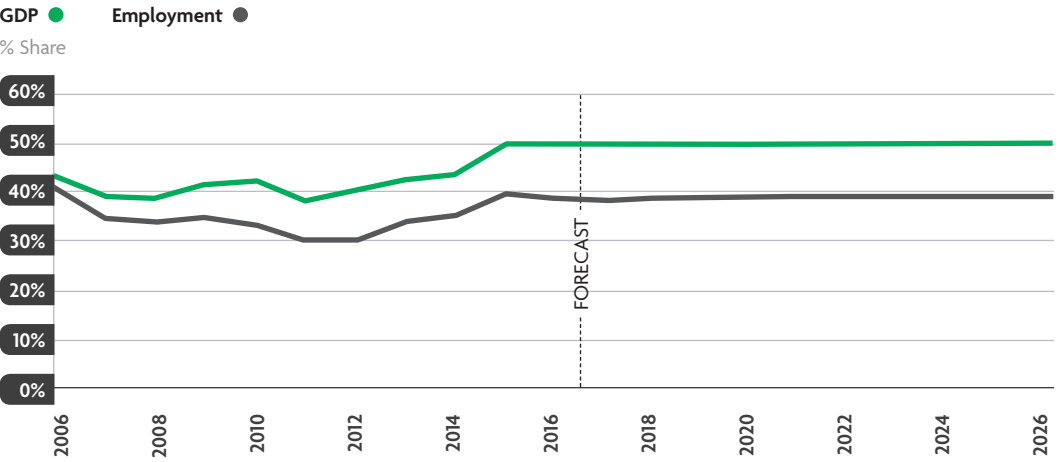
The importance of the tourism sector has grown over time, and notably in the past five years, as Cancún has attracted an increasing share of both foreign and domestic travel to Mexico. For much of the past ten years the sector accounted for just over 40% of city GDP, but the share has increased considerably. Tourism demand and spending has continued to grow while other economic activity has dropped. Further growth in tourism demand over the next ten years should be sufficient

to maintain this contribution to GDP. Over half of all tourism spending comes from foreign visitors, although this proportion has fallen from a high of 60% over time as domestic spending also rose. International travel demand is expected to outpace domestic demand once again over the coming years and foreign visitors will remain crucial for Cancún.

The US remains the largest international source market for Cancún, providing 63% of foreign visitors to the city, although this importance has faded slightly over time. Canadian visitors now comprise a larger share of inbound travel than in previous years, while travel from South American markets, and notably from Argentina, has increased rapidly.

The highest reliance on the sector of all cities studied, with 49.1% of city GDP directly generated by T&T

FIGURE 8: CANCÚN TOURISM SHARE OF ECONOMIC ACTIVITY, 2006-26*



49.1% Direct GDP contribution from Travel & Tourism

53% Share of revenue from international spending

38.5% Jobs in Cancún supported by Travel & Tourism

63% Inbound tourism is from the USA

Cancún Summary					Mexico Summary			
Average growth					Average growth			
	2016	2026	2006-16	2016-26	2016	2026	2006-16	2016-26
T&T GDP (US\$ bn)	4.4	7.3	1.9%	5.1%	76.7	133.0	1.3%	5.7%
Total GDP (%)	49.1%	49.1%	-	-	7.4%	7.8%	-	-
T&T Employment (000)	790.1	990.9	-1.4%	2.3%	4059.3	4904.3	0.9%	1.9%
Total employment (%)	38.5%	38.6%	-	-	7.9%	8.5%	-	-



CANCÚN



MEXICO CITY

Due to its size, Mexico City accounts for a large share of economic activity within the country and is an important tourism destination. The city generates 25% of total Mexican GDP and attracts a larger proportion of national tourism activity, including business travel demand associated with activity in other sectors.

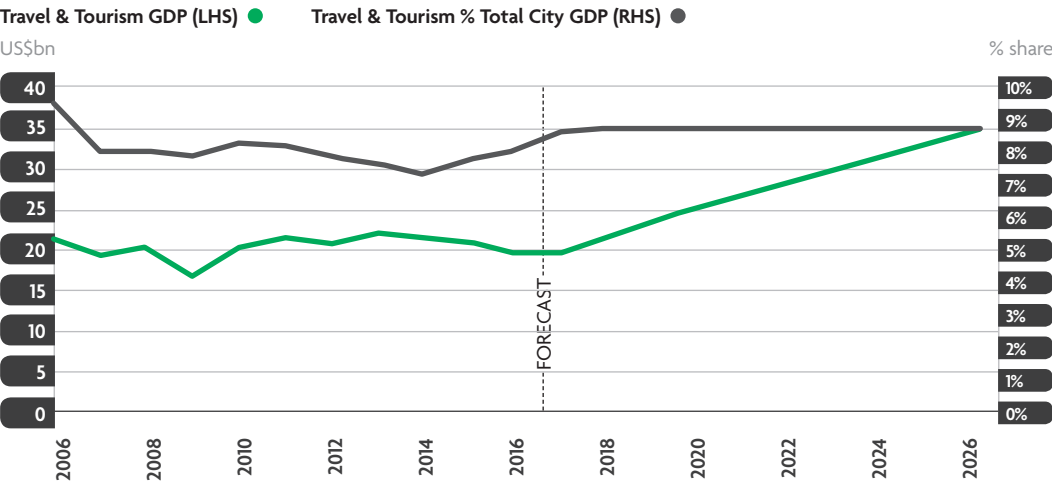
However, Mexico City has lost share of national travel demand over the past ten years, with some falls in the important domestic demand. Over 88% of tourism spending within Mexico City is from domestic Mexican travellers. Mexican travel spending has fallen, denominated in US\$, over the past years, but spending in

Mexico City has fallen by a greater amount. Tourism spending, GDP and employment within Mexico City have fallen on average over the same period. The contribution to GDP and employment has therefore fallen on average and particularly in the years to 2014.

The share of GDP directly generated by Travel & Tourism is 8.0% - higher than for Mexico as a whole. Weakness in wider economic activity means that the Travel & Tourism share has increased in the past two years and it remains a very important sector for the city. One in nine employees within the city were directly employed by the tourism sector in 2016.

Dependent on domestic travel which accounts for 90% of visitor spend, but average visitor spend has fallen

FIGURE 9: MEXICO CITY DIRECT T&T GDP, 2006-26*



	Mexico City Summary				Mexico Summary			
	Average growth				Average growth			
	2016	2026	2006-16	2016-26	2016	2026	2006-16	2016-26
T&T GDP (US\$ bn)	19.4	34.9	-0.7%	6.0%	76.7	133.0	1.3%	5.7%
Total GDP (%)	8.0%	8.9%	-	-	7.4%	7.8%	-	-
T&T Employment (000)	790.1	990.9	-1.4%	2.3%	4059.3	4904.3	0.9%	1.9%
Total employment (%)	8.8%	9.7%	-	-	7.9%	8.5%	-	-

8%

Direct GDP contribution from Travel & Tourism

9%

Share of revenue from international spending

88%

Inbound tourism spend is from domestic travel

1/9

Jobs in Mexico City are directly supported by T&T

25%

Mexico City economic contribution to Mexico GDP



TORONTO

Strong forecast growth in the next decade would see T&T's contribution in Toronto double to \$US8.7 billion

Toronto, the only Canadian city amongst the 65 cities in our full study, is a driver of the country's tourism economy. Hosting a major airport and hub for the flag-carrier, Air Canada, a full half of all tourism revenue is from international spending, relative to nearly 22% for the entire country. The US is a key source market for city, representing nearly half of international spend.

Travel & Tourism generated US\$4.4 billion in Toronto in 2016, a relatively small amount on both the regional and the global scale, yet representing 15.8% of the entire country's GDP – a share that is second only to Mexico City for the 11 North American cities in the study. Given the diversity of Toronto's economy, the \$4.4 billion generates just

1.5% of GDP for the city, and is a slightly smaller proportion than the 1.8% contribution that the sector makes to Canada's GDP.

Employment from Travel & Tourism in Toronto represents 15.3% of all sector employment in Canada yet only 2.6% of total employment in Toronto – a lower share than the 3.0% share of sector employment sector in Canada. The share of employment is set to rise marginally to 2.7% by 2026.

The expectations for Travel & Tourism GDP growth in Toronto over the next ten years is strong at 7.0%, nearly doubling from its current contribution to US\$8.7 billion.

FIGURE 10: TORONTO DIRECT T&T GDP, 2006-26*



1.5%

Direct GDP contribution from Travel & Tourism

15.8%

Sector GDP contribution to Canadian economy

22%

of Travel & Tourism spending in Canada

50%

Share of revenue from international spending

15.3%

of Travel & Tourism jobs supported are in Toronto

	Toronto Summary				Canada Summary			
	Average growth				Average growth			
	2016	2026	2006-16	2016-26	2016	2026	2006-16	2016-26
T&T GDP (US\$ bn)	4.4	8.7	2.0%	7.0%	27.9	54.8	1.7%	7.0%
Total GDP (%)	1.5%	1.7%	-	-	1.8%	2.0%	-	-
T&T Employment (000)	83.3	94.5	1.5%	1.3%	543.4	612.1	1.0%	1.2%
Total employment (%)	2.6%	2.7%	-	-	3.0%	3.2%	-	-

City and Metro Definitions

A wide geographic definition of cities has been used in this study to include metros or greater city areas rather than measuring just the urban core. The bulk of the reliable and consistent economic data across cities is available for this broader definition. Hence, to ensure consistent estimates of economic contribution this definition was adopted.

Consistent definitions across cities have been used in all cases to ensure comparability. In the instances where travel data are only reported for a narrow city centre definition or for a wider geographic area, estimates are based on multipliers using all available sector or industry data. City travel data are collated in Oxford Economics’ GCT database using a narrow definition of the city in many cases, consistent with widespread reporting. GCT data used in this study have been adjusted accordingly. Further details are in the methodology appendix.

GVA Methodology

Calculation of economic impact reconciles two methodologies for cities consistent with the country level economic impacts estimated as part of the WTTC annual economic research. Results from the two methodologies are used as cross-checks to refine assumptions and derive a final combined estimate.

Supply-side: Sectoral output by city is the starting point for analysis. Tourism ratios consistent with country level estimates are imposed to understand the proportion of output generated by tourism activity.

As an example, if a city has a high concentration of activity in the hotels and restaurants sector then it is fair to assume that a large proportion of this activity is generated by tourist spending. This city will therefore have a large economic contribution from tourism.

Demand-side: Tourism spend for each city as a destination is calculated first according to GCT definitions of cities which quantifies arrivals, overnights average spending and total tourism revenue. Where necessary, this is grossed-up to the wider metro definition for consistency. A ratio of GVA to Gross Output is then applied, consistent with the WTTC annual economic research and the industrial structure for the country and the city.

Employment Methodology

Tourism employment by city is derived from the Travel & Tourism GVA and labour productivity.

Labour productivity for tourism characteristic sectors is estimated for the cities and the countries. A productivity multiplier is derived for the city relative to the country according to this sectoral detail and is then applied to country labour productivity from WTTC’s annual economic research.

METHODOLOGY



The World Travel & Tourism Council is the global authority on the economic and social contribution of Travel & Tourism.

WTTC promotes sustainable growth for the Travel & Tourism sector, working with governments and international institutions to create jobs, to drive exports and to generate prosperity. Council Members are the Chairs, Presidents and Chief Executives of the world’s leading private sector Travel & Tourism businesses.

Together with Oxford Economics, WTTC produces annual research that shows Travel & Tourism to be one of the world’s largest sectors, supporting over 292 million jobs and generating 10.2% of global GDP in 2016. Comprehensive reports quantify, compare and forecast the economic impact of Travel & Tourism on 185 economies around the world. In addition to the individual country reports, WTTC produces a world report highlighting the global economic impact and issues, and 24 further reports that focus on regions, sub-regions and economic and geographic groups.

To download reports or data, please visit www.wttc.org



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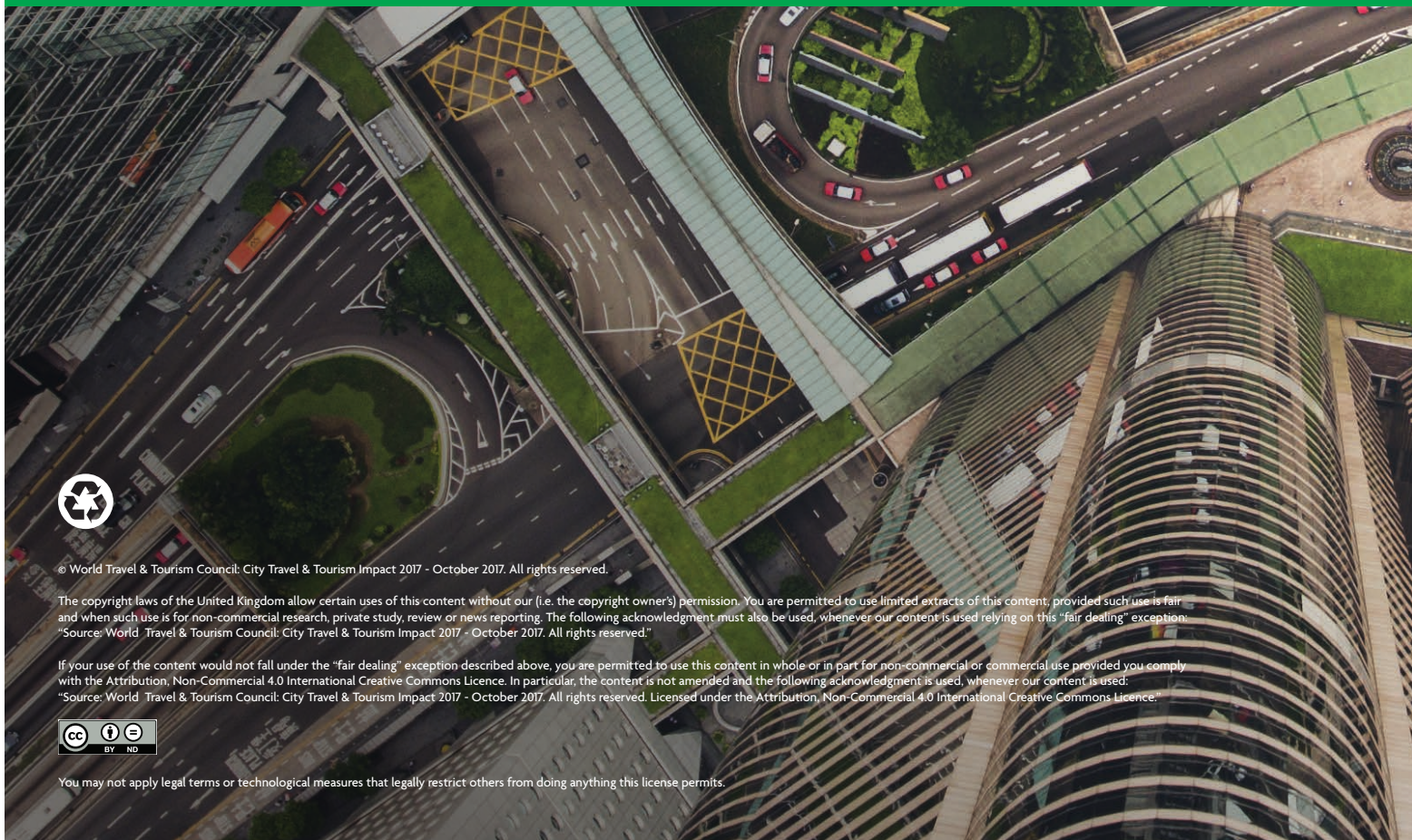
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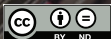
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