



WORLD
TRAVEL &
TOURISM
COUNCIL

TRAVEL & TOURISM
ECONOMIC IMPACT 2018
SOUTH AFRICA



ECONOMIC IMPACT 2018

“Inclusive growth and ensuring a future with quality jobs are the concerns of governments everywhere. Travel & Tourism, which already supports one in every ten jobs on the planet, is a dynamic engine of employment opportunity.”

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

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THE ECONOMIC IMPACT OF GLOBAL TRAVEL & TOURISM

10.4%

Travel & Tourism GDP as a percentage of global GDP.

4.6%

Direct Travel & Tourism GDP growth in 2017.

1/10

jobs are supported by Travel & Tourism. This is 9.9% of global employment.

1/5

of all global net jobs created in last decade have been within the Travel & Tourism sector.

As one of the world's largest economic sectors, Travel & Tourism creates jobs, drives exports, and generates prosperity across the world. In our annual analysis of the global economic impact of Travel & Tourism, the sector is shown to account for 10.4% of global GDP and 313 million jobs, or 9.9% of total employment, in 2017.

The right policy and investment decisions are only made with empirical evidence. For over 25 years, the World Travel & Tourism Council (WTTC) has been providing this evidence, quantifying the economic and employment impact of Travel & Tourism. Our 2018 Annual Economic Reports cover 185 countries and 25 regions of the world, providing the necessary data on 2017 performance as well as unique 10-year forecasts on the sector's potential.

2017 was one of the strongest years of GDP growth in a decade with robust consumer spending worldwide. This global growth transferred again into Travel & Tourism with the sector's direct growth of 4.6% outpacing the global economy for the seventh successive year. As in recent years, performance was particularly strong across Asia, but proving the sector's resilience, 2017 also saw countries such as Tunisia, Turkey and Egypt that had previously been devastated by the impacts of terrorist activity, recover strongly.

This power of resilience in Travel & Tourism will be much needed for the many established Travel & Tourism destinations that were severely impacted by natural disasters in 2017. While our data shows the extent of these impacts and rates of recovery over the decade ahead, beyond just numbers, WTTC and its Members are working hard to support local communities as they rebuild and recover.

Inclusive growth and ensuring a future with quality jobs are the concerns of governments everywhere. Travel & Tourism, which already supports one in every ten jobs on the planet, is a dynamic engine of employment opportunity. Over the past ten years, one in five of all jobs created across the world has been in the sector and, with the right regulatory conditions and government support, nearly 100 million new jobs could be created over the decade ahead.

Over the longer term, forecast growth of the Travel & Tourism sector will continue to be robust as millions more people are moved to travel to see the wonders of the world. Strong growth also requires strong management, and WTTC will also continue to take a leadership role with destinations to ensure that they are planning effectively and strategically for growth, accounting for the needs of all stakeholders and using the most advanced technologies in the process.

WTTC is proud to continue to provide the evidence base required in order to help both public and private bodies make the right decisions for the future growth of a sustainable Travel & Tourism sector, and for the millions of people who depend on it.



Gloria Guevara Manzo
President & CEO



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THE ECONOMIC IMPACT OF TRAVEL & TOURISM

MARCH 2018

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2018 FORECAST

GDP: DIRECT CONTRIBUTION

The direct contribution of Travel & Tourism to GDP was ZAR136.1bn (USD10.2bn), 2.9% of total GDP in 2017 and is forecast to rise by 2.4% in 2018, and to rise by 3.6% pa, from 2018-2028, to ZAR197.9bn (USD14.9bn), 3.3% of total GDP in 2028.

GDP: TOTAL CONTRIBUTION

The total contribution of Travel & Tourism to GDP was ZAR412.5bn (USD31.0bn), 8.9% of GDP in 2017, and is forecast to rise by 2.9% in 2018, and to rise by 3.5% pa to ZAR598.6bn (USD44.9bn), 10.1% of GDP in 2028.

EMPLOYMENT: DIRECT CONTRIBUTION

In 2017 Travel & Tourism directly supported 726,500 jobs (4.5% of total employment). This is expected to rise by 1.0% in 2018 and rise by 2.9% pa to 980,000 jobs (5.2% of total employment) in 2028.

EMPLOYMENT: TOTAL CONTRIBUTION

In 2017, the total contribution of Travel & Tourism to employment, including jobs indirectly supported by the industry was 9.5% of total employment (1,530,500 jobs). This is expected to rise by 3.3% in 2018 to 1,580,500 jobs and rise by 2.8% pa to 2,082,000 jobs in 2028 (11.1% of total).

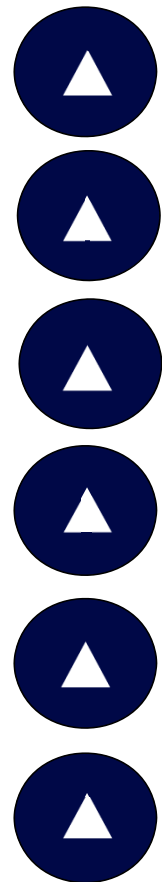
VISITOR EXPORTS

Visitor exports generated ZAR126.7bn (USD9.5bn), 9.2% of total exports in 2017. This is forecast to grow by 3.4% in 2018, and grow by 5.3% pa, from 2018-2028, to ZAR219.6bn (USD16.5bn) in 2028, 11.4% of total.

INVESTMENT

Travel & Tourism investment in 2017 was ZAR71.0bn, 8.2% of total investment (USD5.3bn). It should rise by 3.4% in 2018, and rise by 4.4% pa over the next ten years to ZAR112.7bn (USD8.5bn) in 2028, 10.1% of total.

¹All values are in constant 2017 prices & exchange rates

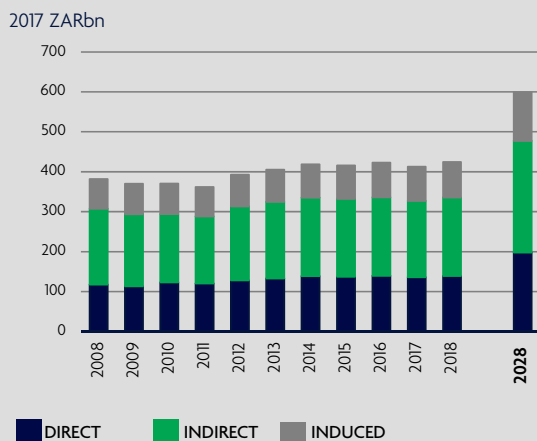


WORLD RANKING (OUT OF 185 COUNTRIES):

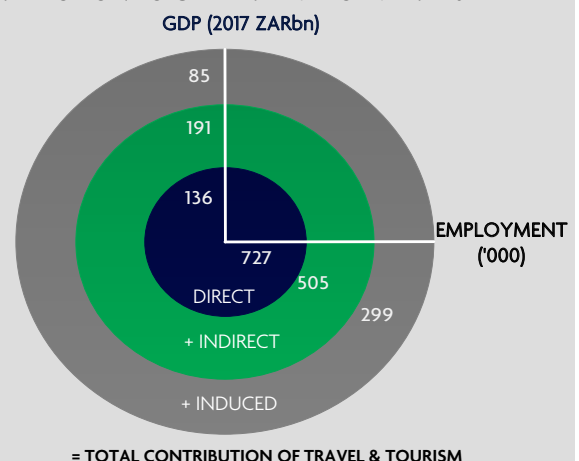
Relative importance of Travel & Tourism's total contribution to GDP

34 ABSOLUTE Size in 2017	107 RELATIVE SIZE Contribution to GDP in 2017	129 GROWTH 2018 forecast	121 LONG-TERM GROWTH Forecast 2018-2028
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TOTAL CONTRIBUTION OF TRAVEL & TOURISM TO GDP



BREAKDOWN OF TRAVEL & TOURISM'S TOTAL CONTRIBUTION TO GDP AND EMPLOYMENT 2017



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).

The total contribution of Travel & Tourism includes its 'wider impacts' (ie the indirect and induced impacts) on the economy. The 'indirect' contribution includes the GDP and jobs supported by:

- Travel & Tourism investment spending – an important aspect of both current and future activity that includes investment activity such as the purchase of new aircraft and construction of new hotels;
- Government 'collective' spending, which helps Travel & Tourism activity in many different ways as it is made on behalf of the 'community at large' – eg tourism marketing and promotion, aviation, administration, security services, resort area security services, resort area sanitation services, etc;
- Domestic purchases of goods and services by the sectors dealing directly with tourists – including, for example, purchases of food and cleaning services by hotels, of fuel and catering services by airlines, and IT services by travel agents.

The 'induced' contribution measures the GDP and jobs supported by the spending of those who are directly or indirectly employed by the Travel & Tourism industry.

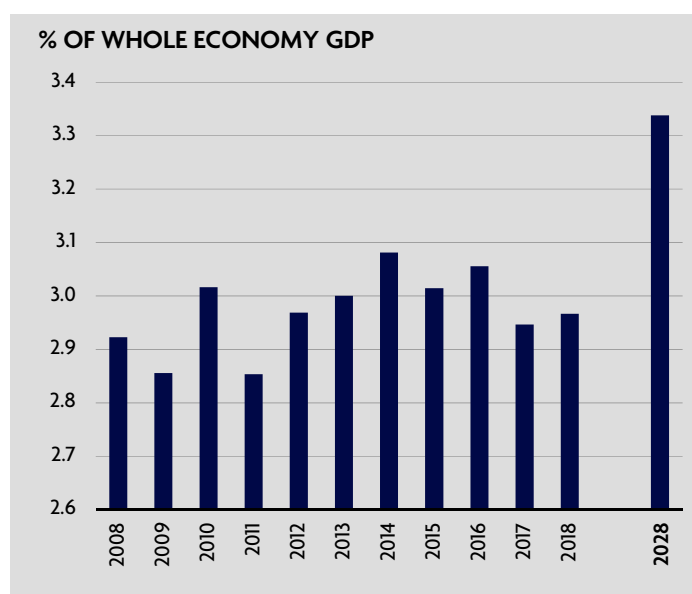
PLEASE NOTE THAT DUE TO CHANGES IN METHODOLOGY BETWEEN 2010 AND 2011, IT IS NOT POSSIBLE TO COMPARE FIGURES PUBLISHED BY WTTC FROM 2011 ONWARDS WITH THE SERIES PUBLISHED IN PREVIOUS YEARS.

TRAVEL & TOURISM'S CONTRIBUTION TO GDP¹

The direct contribution of Travel & Tourism to GDP in 2017 was ZAR136.1bn (2.9% of GDP). This is forecast to rise by 2.4% to ZAR139.3bn in 2018. 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 3.6% pa to ZAR197.9bn (3.3% of GDP) by 2028.

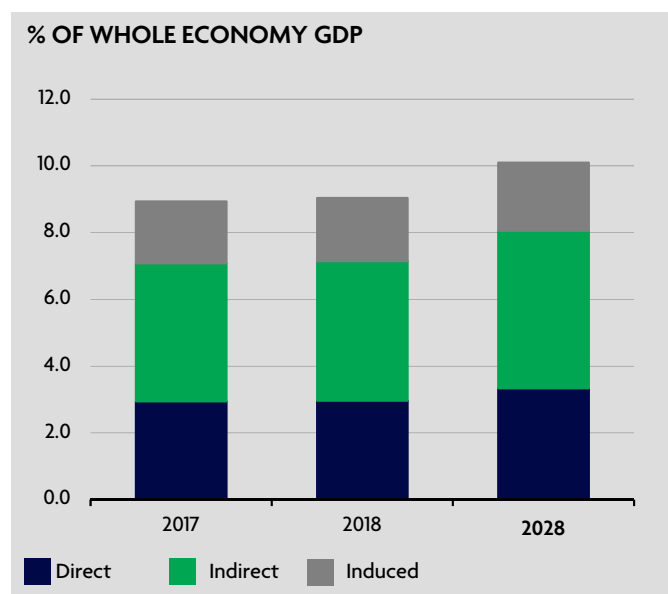
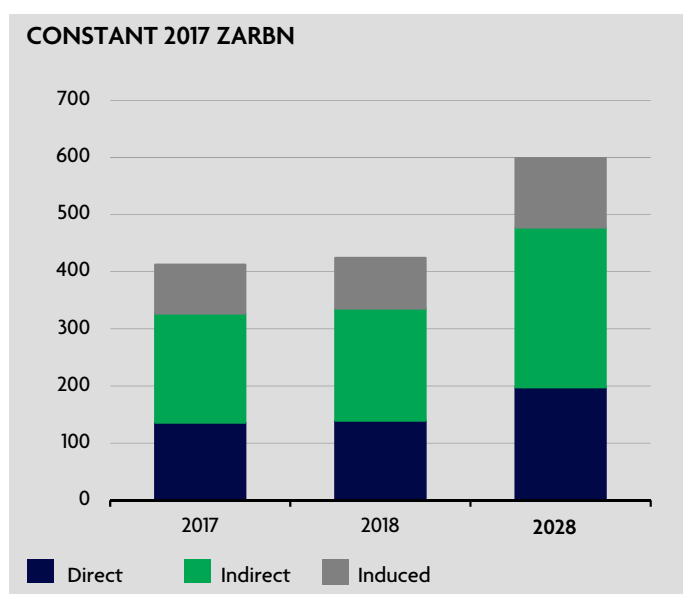
SOUTH AFRICA: DIRECT CONTRIBUTION OF TRAVEL & TOURISM TO GDP



The total contribution of Travel & Tourism to GDP (including wider effects from investment, the supply chain and induced income impacts, see page 2) was ZAR412.5bn in 2017 (8.9% of GDP) and is expected to grow by 2.9% to ZAR424.4bn (9.0% of GDP) in 2018.

It is forecast to rise by 3.5% pa to ZAR598.6bn by 2028 (10.1% of GDP).

SOUTH AFRICA: TOTAL CONTRIBUTION OF TRAVEL & TOURISM TO GDP



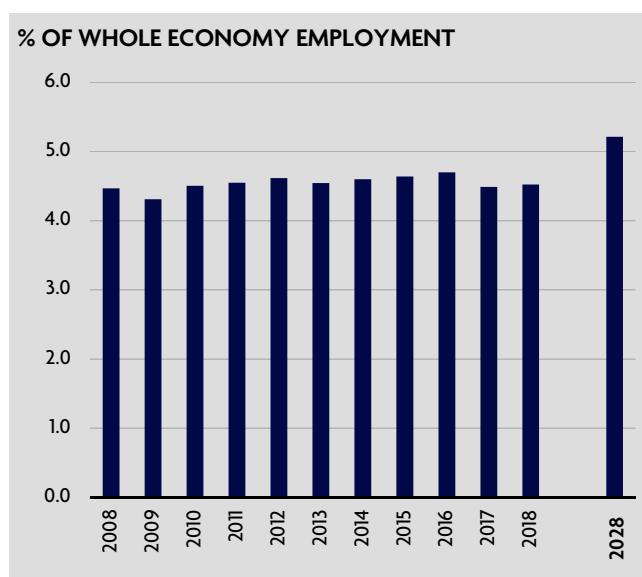
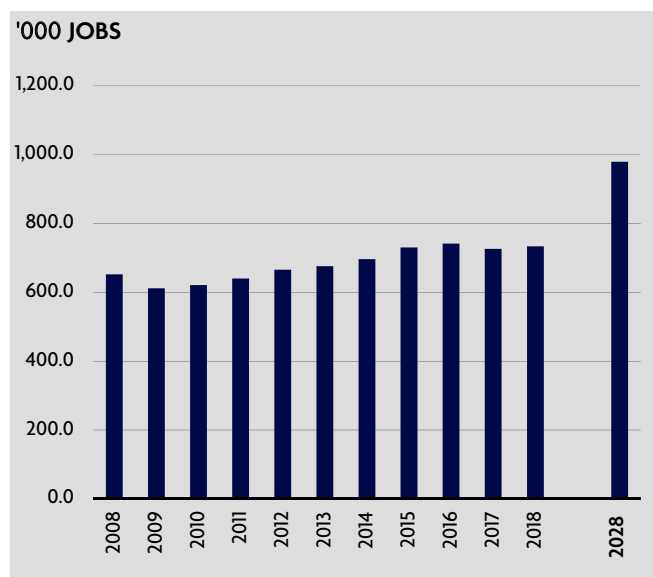
¹ All values are in constant 2017 prices & exchange rates

TRAVEL & TOURISM'S CONTRIBUTION TO EMPLOYMENT

Travel & Tourism generated 726,500 jobs directly in 2017 (4.5% of total employment) and this is forecast to grow by 1.0% in 2018 to 734,000 (4.5% 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 2028, Travel & Tourism will account for 980,000 jobs directly, an increase of 2.9% pa over the next ten years.

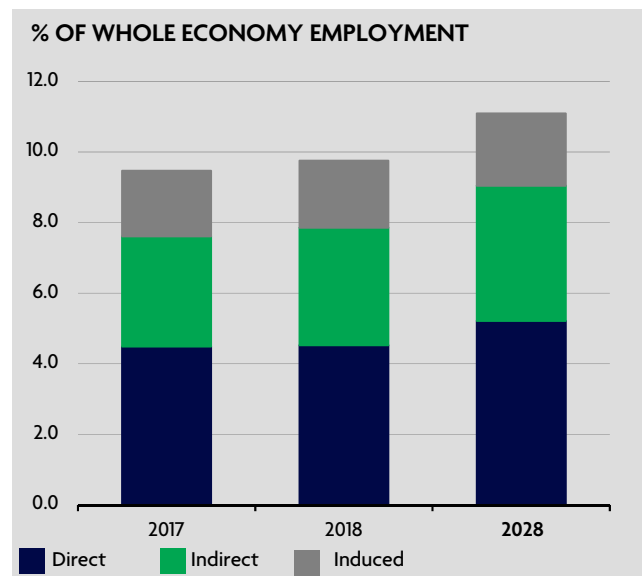
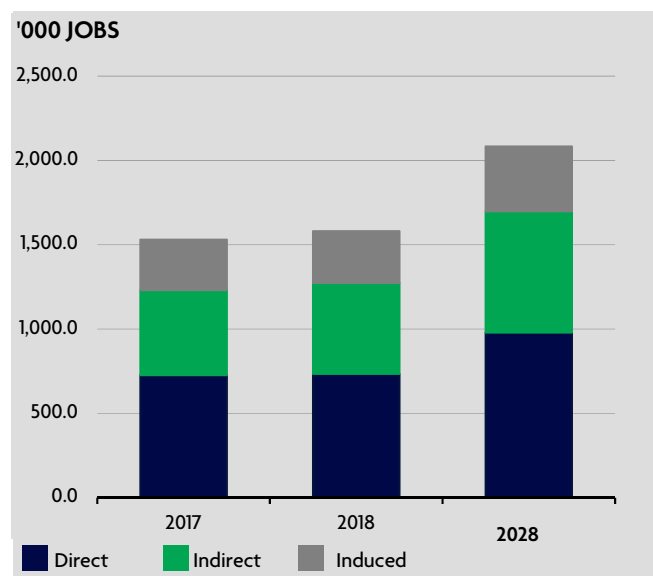
SOUTH AFRICA: DIRECT CONTRIBUTION OF TRAVEL & TOURISM TO EMPLOYMENT



The total contribution of Travel & Tourism to employment (including wider effects from investment, the supply chain and induced income impacts, see page 2) was 1,530,500 jobs in 2017 (9.5% of total employment). This is forecast to rise by 3.3% in 2018 to 1,580,500 jobs (9.7% of total employment).

By 2028, Travel & Tourism is forecast to support 2,082,000 jobs (11.1% of total employment), an increase of 2.8% pa over the period.

SOUTH AFRICA: TOTAL CONTRIBUTION OF TRAVEL & TOURISM TO EMPLOYMENT



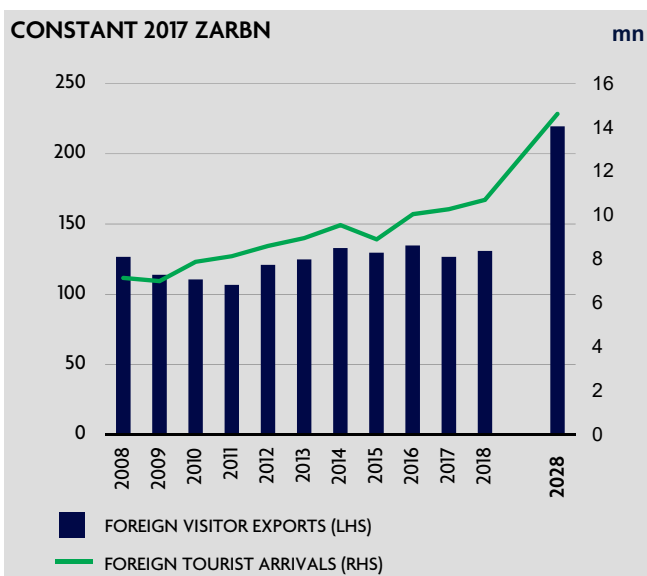
VISITOR EXPORTS AND INVESTMENT¹

VISITOR EXPORTS

Visitor exports are a key component of the direct contribution of Travel & Tourism. In 2017, South Africa generated ZAR126.7bn in visitor exports. In 2018, this is expected to grow by 3.4%, and the country is expected to attract 10,704,000 international tourist arrivals.

By 2028, international tourist arrivals are forecast to total 14,616,000, generating expenditure of ZAR219.6bn, an increase of 5.3% pa.

SOUTH AFRICA:VISITOR EXPORTS AND INTERNATIONAL TOURIST ARRIVALS

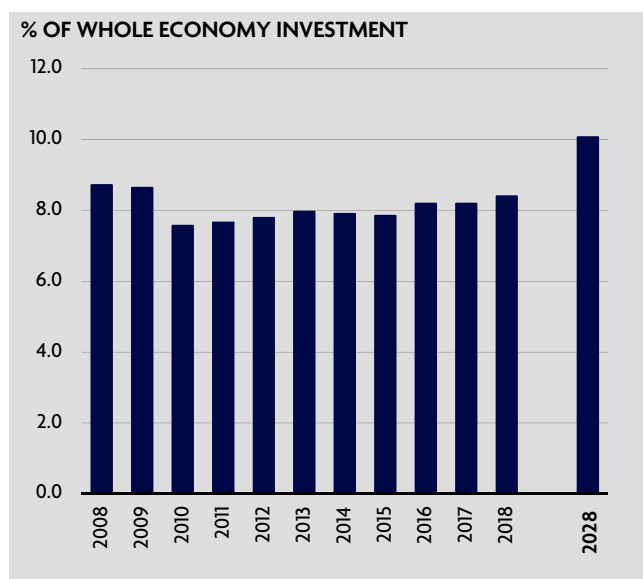


INVESTMENT

Travel & Tourism is expected to have attracted capital investment of ZAR71.0bn in 2017. This is expected to rise by 3.4% in 2018, and rise by 4.4% pa over the next ten years to ZAR112.7bn in 2028.

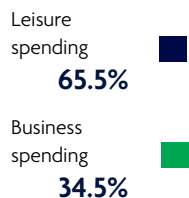
Travel & Tourism's share of total national investment will rise from 8.4% in 2018 to 10.1% in 2028.

SOUTH AFRICA:CAPITAL INVESTMENT IN TRAVEL & TOURISM



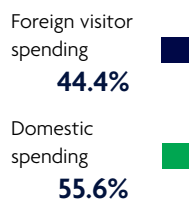
¹ All values are in constant 2017 prices & exchange rates

TRAVEL & TOURISM¹



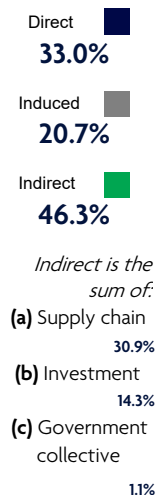
Leisure travel spending is expected to grow by 3.0% in 2018 to ZAR192.2bn, and rise by 4.3% pa to ZAR294.2bn in 2028.

Business travel spending is expected to grow by 0.9% in 2018 to ZAR99.2bn, and rise by 2.3% pa to ZAR124.9bn in 2028.



Domestic travel spending is expected to grow by 1.4% in 2018 to ZAR160.5bn, and rise by 2.2% pa to ZAR199.5bn in 2028.

Visitor exports are expected to grow by 3.4% in 2018 to ZAR130.9bn, and rise by 5.3% pa to ZAR219.6bn in 2028



The total contribution of Travel & Tourism to GDP is three times greater than its direct contribution.

¹ All values are in constant 2017 prices & exchange rates

COUNTRY RANKINGS: ABSOLUTE CONTRIBUTION, 2017

TRAVEL & TOURISM'S DIRECT CONTRIBUTION TO GDP		2017 (US\$bn)
World Average		21.5
39	South Africa	10.2
68	Kenya	2.8
84	Tanzania	2.0
Sub-Saharan Africa Average		1.0
116	Zambia	0.8
124	Botswana	0.7
125	Madagascar	0.7
132	Zimbabwe	0.5
138	Namibia	0.4
164	Lesotho	0.1
165	Swaziland	0.1

TRAVEL & TOURISM'S TOTAL CONTRIBUTION TO GDP		2017 (US\$bn)
World Average		62.9
34	South Africa	31.0
71	Kenya	7.4
89	Tanzania	4.7
Sub-Saharan Africa Average		2.8
115	Botswana	2.1
123	Zambia	1.8
124	Namibia	1.8
125	Madagascar	1.8
136	Zimbabwe	1.2
166	Lesotho	0.3
167	Swaziland	0.3

TRAVEL & TOURISM'S DIRECT CONTRIBUTION TO EMPLOYMENT		2017 '000 jobs
World Average		937.5
24	South Africa	726.6
37	Tanzania	445.8
38	Kenya	429.4
49	Madagascar	287.3
Sub-Saharan Africa Average		161.7
87	Zambia	115.4
119	Lesotho	43.2
135	Zimbabwe	27.4
138	Botswana	25.9
143	Namibia	22.8
163	Swaziland	8.6

TRAVEL & TOURISM'S TOTAL CONTRIBUTION TO EMPLOYMENT		2017 '000 jobs
World Average		2341.0
29	South Africa	1530.3
35	Kenya	1137.2
37	Tanzania	1092.7
45	Madagascar	797.0
Sub-Saharan Africa Average		409.6
89	Zambia	313.6
126	Namibia	98.2
129	Lesotho	94.3
139	Botswana	75.8
140	Zimbabwe	69.2
165	Swaziland	19.0

TRAVEL & TOURISM INVESTMENT		2017 (US\$bn)
28	South Africa	5.3
World Average		4.8
73	Kenya	0.8
90	Botswana	0.4
Sub-Saharan Africa Average		0.4
101	Tanzania	0.3
102	Madagascar	0.3
103	Namibia	0.3
130	Zambia	0.2
149	Zimbabwe	0.1
160	Lesotho	0.05
181	Swaziland	0.01

VISITOR EXPORTS		2017 (US\$bn)
37	South Africa	9.5
World Average		8.1
79	Tanzania	2.2
88	Kenya	1.9
107	Madagascar	1.0
115	Zambia	0.8
Sub-Saharan Africa Average		0.7
121	Botswana	0.7
144	Namibia	0.3
151	Zimbabwe	0.2
170	Lesotho	0.06
180	Swaziland	0.01

The tables on pages 7-10 provide brief extracts from the full WTTC Country League Table Rankings, highlighting comparisons with competing destinations as well as with the world and regional average. Averages in above tables are simple cross-country averages. The competing destinations selected are those that offer a similar tourism product and compete for tourists from the same set of origin markets. These tend to be, but are not exclusively, geographical neighbours.

COUNTRY RANKINGS: RELATIVE CONTRIBUTION, 2017

TRAVEL & TOURISM'S DIRECT CONTRIBUTION TO GDP		2017 % share
44	Madagascar	6.3
45	Lesotho	6.3
81	Botswana	3.8
85	Tanzania	3.8
89	Kenya	3.7
104	Swaziland	3.3
	World	3.2
106	Zambia	3.2
111	Zimbabwe	3.0
114	South Africa	2.9
120	Namibia	2.9
	Sub-Saharan Africa	2.7

TRAVEL & TOURISM'S DIRECT CONTRIBUTION TO EMPLOYMENT		2017 % share
51	Lesotho	6.2
59	Madagascar	5.0
72	South Africa	4.5
	World	3.8
103	Kenya	3.4
104	Tanzania	3.3
108	Namibia	3.2
121	Botswana	2.6
124	Swaziland	2.6
	Sub-Saharan Africa	2.3
154	Zambia	1.9
164	Zimbabwe	1.7

TRAVEL & TOURISM CONTRIBUTION TO TOTAL CAPITAL INVESTMENT		2017 % share
18	Madagascar	19.0
37	Namibia	12.0
56	Tanzania	8.7
61	Botswana	8.3
62	South Africa	8.2
74	Lesotho	7.3
88	Kenya	5.7
	Sub-Saharan Africa	5.2
101	Zimbabwe	4.7
	World	4.5
165	Swaziland	2.3
177	Zambia	1.7

TRAVEL & TOURISM'S TOTAL CONTRIBUTION TO GDP		2017 % share
48	Madagascar	16.6
58	Namibia	13.8
60	Lesotho	13.8
71	Botswana	11.5
	World	10.4
95	Kenya	9.7
103	Tanzania	9.0
107	South Africa	8.9
127	Zambia	7.3
	Sub-Saharan Africa	7.1
132	Zimbabwe	7.1
134	Swaziland	6.9

TRAVEL & TOURISM'S TOTAL CONTRIBUTION TO EMPLOYMENT		2017 % share
55	Namibia	14.0
57	Madagascar	13.9
59	Lesotho	13.5
	World	9.9
89	South Africa	9.5
98	Kenya	9.0
109	Tanzania	8.2
115	Botswana	7.6
	Sub-Saharan Africa	5.8
150	Swaziland	5.7
154	Zambia	5.3
167	Zimbabwe	4.4

VISITOR EXPORTS CONTRIBUTION TO EXPORTS		2017 % share
48	Madagascar	26.0
49	Tanzania	26.0
66	Kenya	18.1
86	Zambia	10.0
93	South Africa	9.2
	Sub-Saharan Africa	8.5
105	Botswana	7.4
	World	6.5
120	Namibia	6.2
127	Lesotho	5.5
135	Zimbabwe	4.7
181	Swaziland	0.4

COUNTRY RANKINGS: REAL GROWTH, 2018

TRAVEL & TOURISM'S DIRECT CONTRIBUTION TO GDP		2018 % growth
2	Tanzania	9.4
7	Namibia	8.0
26	Zambia	6.5
40	Botswana	5.8
52	Kenya	5.2
	Sub-Saharan Africa	4.2
	World	4.0
98	Zimbabwe	3.5
142	Madagascar	2.4
145	South Africa	2.4
163	Swaziland	1.7
164	Lesotho	1.7

TRAVEL & TOURISM'S DIRECT CONTRIBUTION TO EMPLOYMENT		2018 % growth
2	Tanzania	7.1
7	Namibia	6.5
23	Zambia	5.0
35	Botswana	4.3
43	Swaziland	4.0
57	Zimbabwe	3.4
	Sub-Saharan Africa	3.3
74	Kenya	2.8
	World	2.4
135	South Africa	1.0
159	Madagascar	-0.08
179	Lesotho	-2.0

TRAVEL & TOURISM INVESTMENT		2018 % growth
1	Lesotho	11.3
11	Tanzania	8.2
28	Kenya	7.1
	World	4.8
112	Swaziland	3.9
127	Namibia	3.4
131	South Africa	3.4
135	Botswana	3.3
	Sub-Saharan Africa	2.5
157	Madagascar	2.0
182	Zimbabwe	-4.41
183	Zambia	-6.07

TRAVEL & TOURISM'S TOTAL CONTRIBUTION TO GDP		2018 % growth
2	Tanzania	9.1
41	Kenya	5.5
42	Namibia	5.5
57	Zambia	5.0
61	Botswana	4.9
	World	4.0
	Sub-Saharan Africa	3.8
129	South Africa	2.9
142	Madagascar	2.6
148	Lesotho	2.3
155	Zimbabwe	2.1
169	Swaziland	1.6

TRAVEL & TOURISM'S TOTAL CONTRIBUTION TO EMPLOYMENT		2018 % growth
7	Tanzania	6.6
21	Namibia	4.9
44	Swaziland	3.7
52	Botswana	3.6
57	Zambia	3.4
64	South Africa	3.3
	Sub-Saharan Africa	3.2
71	Kenya	3.1
	World	3.0
161	Madagascar	0.07
172	Zimbabwe	-0.53
182	Lesotho	-2.2

VISITOR EXPORTS		2018 % growth
3	Namibia	10.6
6	Tanzania	9.5
27	Zambia	7.4
34	Swaziland	6.9
49	Lesotho	6.3
55	Zimbabwe	5.8
58	Botswana	5.7
66	Kenya	5.2
	Sub-Saharan Africa	4.2
	World	3.9
116	South Africa	3.4
147	Madagascar	2.0

COUNTRY RANKINGS: LONG TERM GROWTH, 2018 - 2028

TRAVEL & TOURISM'S DIRECT CONTRIBUTION TO GDP		2018 - 2028 % growth pa
2	Tanzania	7.2
6	Namibia	6.6
47	Kenya	5.2
54	Zambia	4.9
68	Botswana	4.5
	Sub-Saharan Africa	4.4
96	Madagascar	4.1
	World	3.8
122	South Africa	3.6
129	Lesotho	3.4
161	Zimbabwe	2.5
167	Swaziland	2.3

TRAVEL & TOURISM'S DIRECT CONTRIBUTION TO EMPLOYMENT		2018 - 2028 % growth pa
2	Tanzania	5.2
4	Zambia	4.8
6	Botswana	4.5
22	Namibia	3.6
	Sub-Saharan Africa	3.0
54	South Africa	2.9
75	Lesotho	2.7
76	Kenya	2.7
97	Swaziland	2.2
	World	2.2
124	Madagascar	1.8
139	Zimbabwe	1.5

TRAVEL & TOURISM CONTRIBUTION TO TOTAL CAPITAL INVESTMENT		2018 - 2028 % growth pa
13	Tanzania	6.4
33	Swaziland	5.7
38	Namibia	5.5
62	Lesotho	4.7
	Sub-Saharan Africa	4.7
73	Botswana	4.5
82	South Africa	4.4
85	Kenya	4.4
	World	4.3
99	Madagascar	4.1
146	Zimbabwe	2.7
154	Zambia	2.4

TRAVEL & TOURISM'S TOTAL CONTRIBUTION TO GDP		2018 - 2028 % growth pa
2	Tanzania	7.1
34	Namibia	5.4
45	Kenya	5.1
70	Zambia	4.6
77	Botswana	4.5
	Sub-Saharan Africa	4.4
92	Madagascar	4.1
	World	3.8
117	Lesotho	3.6
121	South Africa	3.5
163	Zimbabwe	2.4
164	Swaziland	2.4

TRAVEL & TOURISM'S TOTAL CONTRIBUTION TO EMPLOYMENT		2018 - 2028 % growth pa
2	Tanzania	5.0
26	Zambia	3.3
	Sub-Saharan Africa	3.0
46	Namibia	2.9
54	South Africa	2.8
67	Botswana	2.6
72	Kenya	2.6
	World	2.5
89	Swaziland	2.2
100	Lesotho	1.9
105	Madagascar	1.8
116	Zimbabwe	1.7

VISITOR EXPORTS CONTRIBUTION TO TOTAL EXPORTS		2018 - 2028 % growth pa
10	Tanzania	6.5
29	Namibia	6.0
52	South Africa	5.3
70	Zimbabwe	4.8
	Sub-Saharan Africa	4.8
76	Kenya	4.7
85	Botswana	4.6
101	Zambia	4.3
	World	4.1
122	Lesotho	3.9
124	Madagascar	3.9
145	Swaziland	3.4

SUMMARY TABLES:

ESTIMATES & FORECASTS

SOUTH AFRICA	2017 USDbn ¹	2017 % of total	2018 Growth ²	USDbn ¹	2028 % of total	Growth ³
Direct contribution to GDP	10.2	2.9	2.4	14.9	3.3	3.6
Total contribution to GDP	31.0	8.9	2.9	44.9	10.1	3.5
Direct contribution to employment ⁴	727	4.5	1.0	980	5.2	2.9
Total contribution to employment ⁴	1,530	9.5	3.3	2,082	11.1	2.8
Visitor exports	9.5	9.2	3.4	16.5	11.4	5.3
Domestic spending	11.9	3.4	1.4	15.0	3.4	2.2
Leisure spending	14.0	1.9	3.0	22.1	2.3	4.3
Business spending	7.4	1.0	0.9	9.4	1.0	2.3
Capital investment	5.3	8.2	3.4	8.5	10.1	4.4

¹2017 constant prices & exchange rates; ²2018 real growth adjusted for inflation (%); ³2018-2028 annualised real growth adjusted for inflation (%); ⁴000 jobs

SUB-SAHARAN AFRICA	2017 USDbn ¹	2017 % of total	2018 Growth ²	USDbn ¹	2028 % of total	Growth ³
Direct contribution to GDP	43.7	2.7	4.2	70.3	2.7	4.4
Total contribution to GDP	116.9	7.1	3.8	186.8	7.2	4.4
Direct contribution to employment ⁴	6,789	2.3	3.3	9,405	2.3	3.0
Total contribution to employment ⁴	17,204	5.8	3.2	23,807	5.8	3.0
Visitor exports	30.2	8.5	4.2	50.3	8.0	4.8
Domestic spending	50.4	3.1	4.0	78.8	3.1	4.2
Leisure spending	50.7	1.7	4.3	82.1	1.7	4.5
Business spending	30.0	1.0	3.7	47.0	1.0	4.2
Capital investment	17.5	5.2	2.5	28.4	5.4	4.7

¹2017 constant prices & exchange rates; ²2018 real growth adjusted for inflation (%); ³2018-2028 annualised real growth adjusted for inflation (%); ⁴000 jobs

WORLDWIDE	2017 USDbn ¹	2017 % of total	2018 Growth ²	USDbn ¹	2028 % of total	Growth ³
Direct contribution to GDP	2,570.1	3.2	4.0	3,890.0	3.6	3.8
Total contribution to GDP	8,272.3	10.4	4.0	12,450.1	11.7	3.8
Direct contribution to employment ⁴	118,454	3.8	2.4	150,139	4.2	2.2
Total contribution to employment ⁴	313,221	9.9	3.0	413,556	11.6	2.5
Visitor exports	1,494.2	6.5	3.9	2,311.4	6.9	4.1
Domestic spending	3,970.5	5.0	4.1	6,051.5	5.8	3.9
Leisure spending	4,233.3	2.5	4.1	6,605.3	2.8	4.1
Business spending	1,230.6	0.7	3.8	1,756.1	0.8	3.2
Capital investment	882.4	4.5	4.8	1,408.3	5.1	4.3

¹2017 constant prices & exchange rates; ²2018 real growth adjusted for inflation (%); ³2018-2028 annualised real growth adjusted for inflation (%); ⁴000 jobs

% of total refers to each indicator's share of the relevant whole economy indicator such as GDP and employment. Visitor exports is shown relative to total exports of goods and services.

Domestic spending is expressed relative to whole economy GDP. For leisure and business spending, their direct contribution to Travel & Tourism GDP is calculated as a share of whole economy GDP (the sum of these shares equals the direct contribution). Investment is relative to whole economy investment.

THE ECONOMIC CONTRIBUTION OF TRAVEL & TOURISM: REAL 2017 PRICES

SOUTH AFRICA (ZARbn, real 2017 prices)	2012	2013	2014	2015	2016	2017	2018E	2028F
1. Visitor exports	121.0	124.9	133.0	129.6	134.7	126.7	130.9	219.6
2. Domestic expenditure (includes government individual spending)	152.0	155.2	159.0	158.6	157.8	158.3	160.5	199.5
3. Internal tourism consumption (= 1 + 2)	273.0	280.1	292.0	288.2	292.5	285.0	291.5	419.1
4. Purchases by tourism providers, including imported goods (supply chain)	-144.7	-147.3	-153.3	-150.8	-152.8	-148.9	-152.2	-221.2
5. Direct contribution of Travel & Tourism to GDP (= 3 + 4)	128.3	132.8	138.7	137.5	139.8	136.1	139.3	197.9
Other final impacts (indirect & induced)	130.9	128.7	134.6	131.4	133.5	130.0	133.1	189.1
6 Domestic supply chain								
7. Capital investment	64.7	71.9	73.3	73.1	73.2	71.0	73.4	112.7
8. Government collective spending	4.2	4.4	4.5	4.5	4.6	4.6	4.7	5.9
9. Imported goods from indirect spending	-14.5	-13.0	-15.8	-14.2	-15.0	-14.6	-14.9	-28.1
10. Induced	78.9	80.4	83.2	83.3	86.5	85.4	88.8	121.1
11. Total contribution of Travel & Tourism to GDP (= 5 + 6 + 7 + 8 + 9 + 10)	392.4	405.2	418.5	415.6	422.6	412.5	424.4	598.6
Employment impacts ('000)								
12. Direct contribution of Travel & Tourism to employment	666.1	676.0	696.8	730.6	742.0	726.6	733.9	979.7
13. Total contribution of Travel & Tourism to employment	1,431.0	1,446.0	1,492.9	1,543.4	1,541.9	1,530.3	1,580.4	2,082.2
Other indicators								
14. Expenditure on outbound travel	77.1	77.4	79.9	81.1	81.5	81.3	84.0	105.2

THE ECONOMIC CONTRIBUTION OF TRAVEL & TOURISM: NOMINAL PRICES

SOUTH AFRICA (ZARbn, nominal prices)	2012	2013	2014	2015	2016	2017	2018E	2028F
1. Visitor exports	91.1	99.9	112.5	115.1	128.0	126.7	136.9	377.4
2. Domestic expenditure (includes government individual spending)	114.5	124.1	134.5	140.8	149.9	158.3	167.8	342.8
3. Internal tourism consumption (= 1 + 2)	205.6	224.0	246.9	256.0	277.9	285.0	304.7	720.2
4. Purchases by tourism providers, including imported goods (supply chain)	-109.0	-117.7	-129.6	-133.9	-145.1	-148.9	-159.1	-380.1
5. Direct contribution of Travel & Tourism to GDP (= 3 + 4)	96.6	106.2	117.3	122.1	132.8	136.1	145.7	340.1
Other final impacts (indirect & induced)	98.6	102.9	113.8	116.7	126.9	130.0	139.2	325.0
6. Domestic supply chain								
7. Capital investment	48.7	57.5	62.0	64.9	69.6	71.0	76.8	193.7
8. Government collective spending	3.1	3.5	3.8	4.0	4.3	4.6	4.9	10.1
9. Imported goods from indirect spending	-11.0	-10.4	-13.4	-12.6	-14.3	-14.6	-15.6	-48.3
10. Induced	59.4	64.3	70.4	74.0	82.2	85.4	92.8	208.1
11. Total contribution of Travel & Tourism to GDP (= 5 + 6 + 7 + 8 + 9 + 10)	295.6	323.9	353.9	369.1	401.5	412.5	443.7	1,028.8
Employment impacts ('000)								
12. Direct contribution of Travel & Tourism to employment	666.1	676.0	696.8	730.6	742.0	726.6	733.9	979.7
13. Total contribution of Travel & Tourism to employment	1,431.0	1,446.0	1,492.9	1,543.4	1,541.9	1,530.3	1,580.4	2,082.2
Other indicators								
14. Expenditure on outbound travel	58.1	61.8	67.6	72.0	77.5	81.3	87.8	180.8

*Concepts shown in this table align with the standard table totals as described in the *2008 Tourism Satellite Account: Recommended Methodological Framework* (TSA: RMF 2008) developed by the United Nations Statistical Division (UNSD), the Statistical Office of the European Communities (EUROSTAT), the Organisation for Economic Co-operation and Development (OECD) and the World Tourism Organization (UNWTO).

Historical data for concepts has been benchmarked to match reported TSA data where available.

THE ECONOMIC CONTRIBUTION OF TRAVEL & TOURISM: GROWTH

SOUTH AFRICA Growth ¹ (%)	2012	2013	2014	2015	2016	2017	2018E	2028F²
1. Visitor exports	13.3	3.3	6.5	-2.5	3.9	-6.0	3.4	5.3
2. Domestic expenditure (includes government individual spending)	5.8	2.1	2.4	-0.3	-0.5	0.3	1.4	2.2
3. Internal tourism consumption (= 1 + 2)	9.0	2.6	4.2	-1.3	1.5	-2.6	2.3	3.7
4. Purchases by tourism providers, including imported goods (supply chain)	11.5	1.8	4.1	-1.6	1.3	-2.5	2.2	3.8
5. Direct contribution of Travel & Tourism to GDP (= 3 + 4)	6.3	3.6	4.4	-0.9	1.7	-2.6	2.4	3.6
Other final impacts (indirect & induced)	9.8	-1.7	4.6	-2.4	1.7	-2.6	2.4	3.6
6. Domestic supply chain								
7. Capital investment	4.5	11.1	2.0	-0.2	0.2	-3.0	3.4	4.4
8. Government collective spending	4.6	4.4	2.7	0.4	1.3	1.5	1.1	2.3
9. Imported goods from indirect spending	-17.0	-10.6	21.6	-10.3	6.2	-2.7	1.8	6.5
10. Induced	7.5	2.0	3.5	0.2	3.8	-1.3	4.0	3.2
11. Total contribution of Travel & Tourism to GDP (= 5 + 6 + 7 + 8 + 9 + 10)	8.5	3.3	3.3	-0.7	1.7	-2.4	2.9	3.5
Employment impacts ('000)								
12. Direct contribution of Travel & Tourism to employment	4.0	1.5	3.1	4.9	1.6	-2.1	1.0	2.9
13. Total contribution of Travel & Tourism to employment	7.1	1.0	3.2	3.4	-0.1	-0.8	3.3	2.8
Other indicators								
14. Expenditure on outbound travel	-8.7	0.3	3.3	1.5	0.5	-0.3	3.3	2.3

¹2012-2017 real annual growth adjusted for inflation (%); ²2018-2028 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 Travel & Tourism. 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 sector plus its indirect and induced impacts (see below).

TOTAL CONTRIBUTION TO EMPLOYMENT

The number of jobs generated directly in the Travel & Tourism sector 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, but excluding international spending on education. 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

Spending by government on Travel & Tourism services directly linked to visitors, such as cultural services (eg museums) or recreational services (eg national parks).

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 industries directly involved in Travel & Tourism. 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:** 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 industries within Travel & Tourism as inputs to their final tourism output.

INDUCED CONTRIBUTION

The broader contribution to GDP and employment of spending by those who are directly or indirectly employed by Travel & Tourism.

OTHER INDICATORS

OUTBOUND EXPENDITURE

Spending outside the country by residents on all trips abroad. This is fully aligned with total outbound tourism expenditure in table 3 of the TSA: RMF 2008.

FOREIGN VISITOR ARRIVALS

The number of arrivals of foreign visitors, including same-day and overnight visitors (tourists) to the country.

METHODOLOGICAL NOTE

WTTC has an on-going commitment to align its economic impact research with the UN Statistics Division-approved 2008 Tourism Satellite Account: Recommended Methodological Framework (TSA:RMF 2008). This involves the benchmarking of country reports to official, published TSAs, including for countries which are reporting data for the first time, as well as existing countries reporting an additional year's data. New country TSAs incorporated this year include Bulgaria, Hungary, Portugal and Vietnam, bringing our total of countries in our benchmarking dataset to 58. Furthermore, we have sourced updated TSAs for 26 countries.

WTTC coverage includes data on 185 countries and reports on 25 other regions, sub-regions and economic and geographic groups. This year, there are 10 reports for special economic and geographic groups.

ECONOMIC AND GEOGRAPHIC GROUPS

APEC (ASIA-PACIFIC ECONOMIC COOPERATION)

Australia, Brunei, Canada, Chile, China, Hong Kong, Indonesia, Japan, South Korea, Malaysia, Mexico, New Zealand, Papua New Guinea, Peru, Philippines, Russian Federation, Singapore, Taiwan, Thailand, USA, Vietnam.

FORMER NETHERLANDS ANTILLES

Bonaire, Curacao, Sint Maarten, Saba and Sint Eustatius.

G20

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

GCC (GULF COOPERATION COUNCIL)

Bahrain, Kuwait, Oman, Qatar, Saudi Arabia, UAE.

OAS (ORGANIZATION OF AMERICAN STATES)

Argentina, Antigua and Barbuda, Bahamas, Barbados, Belize, Bolivia, Brazil, Canada, Chile, Colombia, Costa Rica, Cuba, Dominican Republic, Dominica, Ecuador, El Salvador, Grenada, Guatemala, Guyana, Haiti, Honduras, Jamaica, Mexico, St Kitts and Nevis, Nicaragua, Panama, Paraguay, Peru, St Lucia, St Vincent and the Grenadines, Suriname, Trinidad and Tobago, USA, Uruguay.

OECD (ORGANISATION FOR ECONOMIC CO-OPERATION AND DEVELOPMENT)

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

(OIC) ORGANISATION FOR ISLAMIC COOPERATION**

Albania, Algeria, Azerbaijan, Bahrain, Bangladesh, Benin, Brunei Darussalam, Burkina Faso, Cameroon, Chad, Comoros, Egypt, Gabon, Gambia, Guinea, Guyana, Indonesia, Iran, Iraq, Ivory Coast, Jordan, Kazakhstan, Kuwait, Kyrgyzstan, Lebanon, Libya, Malaysia, Maldives, Mali, Morocco, Mozambique, Niger, Nigeria, Oman, Pakistan, Qatar, Saudi Arabia, Senegal, Sierra Leone, Sudan, Suriname, Syria, Tajikistan, Togo, Tunisia, Turkey, UAE, Uganda, Uzbekistan, Yemen.

OTHER OCEANIA

American Samoa, Cook Islands, French Polynesia, Guam, Marshall Islands, Micronesia (Federated States of), New Caledonia, Niue, Northern Mariana Islands, Palau, Samoa, Tuvalu.

PACIFIC ALLIANCE

Chile, Colombia, Mexico, Peru.

SADC (SOUTHERN AFRICAN DEVELOPMENT COMMUNITY)

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

* included in European Union

** no data for Afghanistan, Djibouti, Guinea-Bissau, Mauritania, Palestine, Somalia or Turkmenistan

ECONOMIC IMPACT REPORTS

REGIONS, SUB REGIONS & COUNTRIES

WORLD												
REGION	SUB-REGION	COUNTRY	REGION	SUB-REGION	COUNTRY	REGION	SUB-REGION	COUNTRY	REGION	SUB-REGION	COUNTRY	
AFRICA	NORTH AFRICA	Algeria	AMERICAS	CARIBBEAN	Anguilla	ASIA-PACIFIC	NORTHEAST ASIA	China	EUROPE	EUROPEAN UNION	Hungary	
		Egypt			Antigua and Barbuda			Hong Kong			Ireland	
		Libya			Aruba			Japan			Italy	
		Morocco			Bahamas			South Korea			Latvia	
		Tunisia			Barbados			Macau			Lithuania	
	SUB-SAHARAN	Angola			Bermuda		CENTRAL ASIA	Mongolia			Luxembourg	
		Benin			British Virgin Islands			Taiwan			Malta	
		Botswana			Cayman Islands			Kazakhstan			Netherlands	
		Burkina Faso			Cuba			Kyrgyzstan			Poland	
		Burundi			Dominica			Tajikistan			Portugal	
		Cameroon			Dominican Republic		OCEANIA	Uzbekistan			Romania	
		Cape Verde			Former Netherland Antillies			Australia			Slovakia	
		Central African Republic			Grenada			Fiji			Slovenia	
		Chad			Guadeloupe			Kiribati			Spain	
		Comoros			Haiti			New Zealand			Sweden	
		Congo			Jamaica			Papua New Guinea			UK	
		Cote d'Ivoire			Martinique			Solomon Islands			OTHER EUROPE	Albania
		Democratic Republic of Congo			Puerto Rico			Tonga				Armenia
		Ethiopia			St Kitts and Nevis			Vanuatu				Azerbaijan
		Gabon			St Lucia			Other Oceanic States				Belarus
		Gambia			St Vincent and the Grenadines			Bangladesh				Bosnia and Herzegovina
		Ghana		LATIN AMERICA	India			Georgia				
		Guinea			Maldives			Iceland				
		Kenya			Nepal			Macedonia				
		Lesotho			Pakistan			Moldova				
		Madagascar			Sri Lanka			Montenegro				
		Malawi			SOUTHEAST ASIA (ASEAN)		Brunei Darussalam	Norway				
		Mali					Cambodia	Russian Federation				
		Mauritius					Indonesia	Serbia				
		Mozambique					Laos	Switzerland				
		Namibia					Malaysia	Turkey				
		Niger					Myanmar	Ukraine				
		Nigeria					Philippines	MIDDLE EAST		Bahrain		
		Reunion					Singapore			Iran		
		Rwanda					Thailand			Iraq		
		Sao Tome and Principe					Vietnam			Israel		
		Senegal		EUROPEAN UNION			Austria			Jordan		
		Seychelles					Belgium			Kuwait		
	Sierra Leone	Bulgaria					Lebanon					
	South Africa	Croatia					Oman					
	Sudan and South Sudan	Cyprus					Qatar					
	Swaziland	Czech Republic					Saudi Arabia					
	Tanzania	Denmark					Syria					
	Togo	Estonia					United Arab Emirates					
	Uganda	Finland					Yemen					
	Zambia	France										
	Zimbabwe	Germany										
		Greece										



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



Assisting WTTC to Provide Tools for Analysis, Benchmarking, Forecasting and Planning.

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Contributing data to the WTTC Economic Impact Model



STR is the source for premium hotel data benchmarking, analytics and marketplace insights. STR provides data that is reliable, confidential, accurate and actionable, and their comprehensive solutions empower clients to strategize and compete within their markets. The company's range of products includes data-driven solutions, thorough analytics and unrivalled marketplace insights, all built to fuel business growth and help clients make better operational and financial decisions. STR maintains a presence in 15 countries and collects data for over 59,000 hotels across 180 countries.



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