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TRAVEL &  
TOURISM  
COUNCIL

# TRAVEL & TOURISM ECONOMIC IMPACT 2011

Greece



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<b>Hubert Joly</b> President, CEO & Director Carlson				14 February 2011



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

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

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

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

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

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

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

A handwritten signature in black ink that reads "David Scowsill".

**David Scowsill**  
President & CEO  
World Travel & Tourism Council

A handwritten signature in black ink that reads "Geoffrey J.W. Kent".

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

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## 2011 KEY FACTS

Average real growth pa  
2011-21

### GDP: Direct Contribution

The direct contribution of Travel & Tourism to GDP is expected to be EUR 12.6bn (5.6% of total GDP) in 2011, rising by 4.0% pa to EUR 18.7bn (6.7%) in 2021 (in constant 2011 prices).

4.0%

### GDP: Total Contribution

The total contribution of Travel & Tourism to GDP, including its wider economic impacts, is forecast to rise by 4.0% pa from EUR 35.3bn (15.8% of GDP) in 2011 to EUR 52.2bn (18.5%) by 2021.

4.0%

### Employment: Direct Contribution

Travel & Tourism is expected to support directly 332,000 jobs (8.0% of total employment) in 2011, rising by 1.9% pa to 400,000 jobs (9.2%) by 2021.

1.9%

### Employment: Total Contribution

The total contribution of Travel & Tourism to employment, including jobs indirectly supported by the industry, is forecast to rise by 2.1% pa from 768,000 jobs (18.4% of total employment) in 2011 to 944,000 jobs (21.7%) by 2021.

2.1%

### Visitor Exports

Travel & Tourism visitor exports are expected to generate EUR 11.7bn (22.8% of total exports) in 2011, growing by 7.9% pa (in nominal terms) to EUR 19.9bn (21.2%) in 2021.

5.6%

### Investment

Travel & Tourism investment is estimated at EUR 6.0bn or 14.3% of total investment in 2011. It should rise by 3.2% pa to reach EUR 8.1bn (or 14.6%) of total investment in 2021.

3.2%

### World ranking (out of 181 countries):

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

22

40

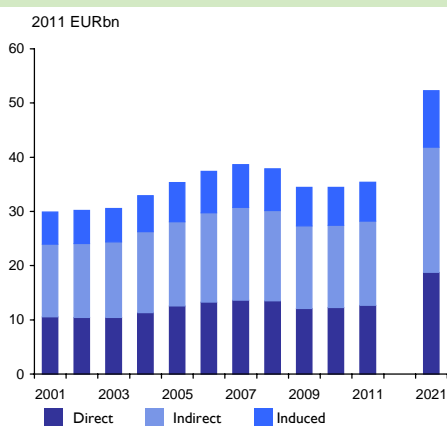
120

**ABSOLUTE**  
size

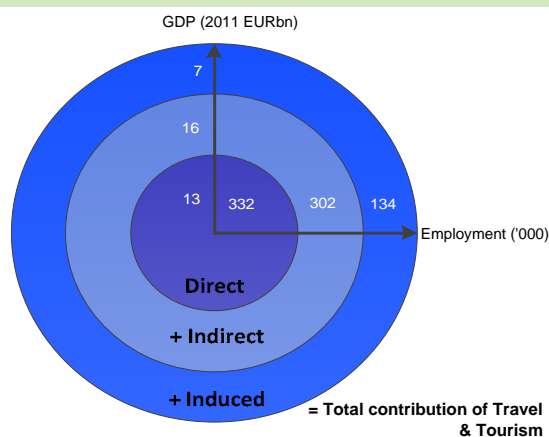
**RELATIVE**  
contribution to national economy

**GROWTH**  
forecast

Total Contribution of Travel & Tourism to GDP

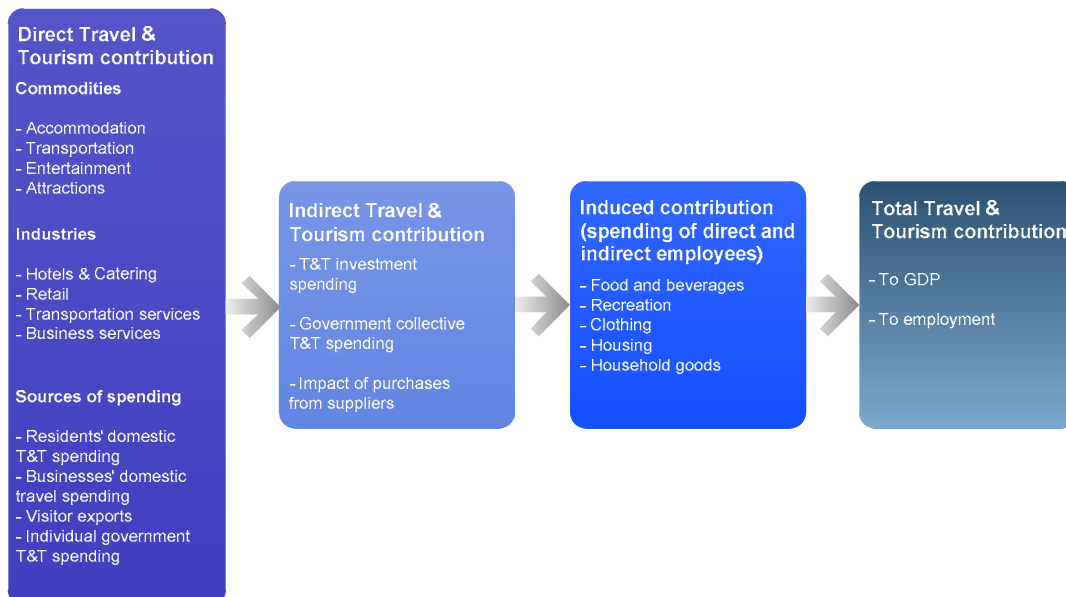


Breakdown of Travel & Tourism's Total Contribution to GDP and Employment 2011



# DEFINING THE ECONOMIC CONTRIBUTION OF TRAVEL & TOURISM

Travel & Tourism is an important economic activity in most countries around the world. As well as its direct economic impact, the industry has significant indirect and induced impacts. The UN Statistics Division-approved Tourism Satellite Accounting methodology (TSA:RMF 2008) quantifies only the direct contribution of Travel & Tourism. But WTTC recognises that Travel & Tourism's total contribution is much greater, and aims to capture its indirect and induced impacts through its annual research.



## Direct Contribution

The direct contribution of Travel & Tourism to GDP reflects the 'internal' spending on Travel & Tourism (total spending within a particular country on Travel & Tourism by residents and non-residents for business and leisure purposes) as well as government 'individual' spending – spending by government on Travel & Tourism services directly linked to visitors, such as cultural (eg museums) or recreational (eg national parks).

The direct contribution of Travel & Tourism to GDP is calculated to be consistent with the output, as expressed in National Accounting, of tourism-characteristic sectors such as hotels, airlines, airports, travel agents and leisure and recreation services that deal directly with tourists.

The direct contribution of Travel & Tourism to GDP is calculated from total internal spending by 'netting out' the purchases made by the different tourism sectors. This measure is consistent with the definition of Tourism GDP, specified in the *2008 Tourism Satellite Account: Recommended Methodological Framework* (TSA: RMF 2008).

## Total Contribution

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

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

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

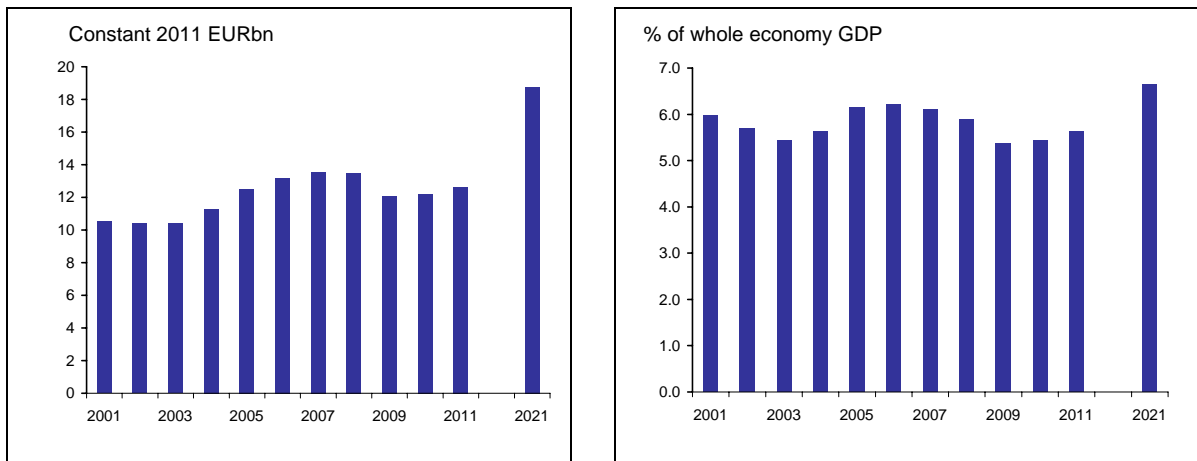
**PLEASE NOTE THAT DUE TO CHANGES IN METHODOLOGY BETWEEN 2010 AND 2011, IT IS NOT POSSIBLE TO COMPARE FIGURES PUBLISHED BY WTTC IN 2011 WITH THE SERIES PUBLISHED IN PREVIOUS YEARS**

# TRAVEL & TOURISM'S CONTRIBUTION TO GDP<sup>1</sup>

The direct contribution of Travel & Tourism to GDP is expected to be EUR12.6bn in 2011 (5.6% of GDP). This primarily reflects the economic activity generated by industries such as hotels, travel agents, airlines and other passenger transportation services (excluding commuter services). But it also includes, for example, the activities of the restaurant and leisure industries directly supported by tourists.

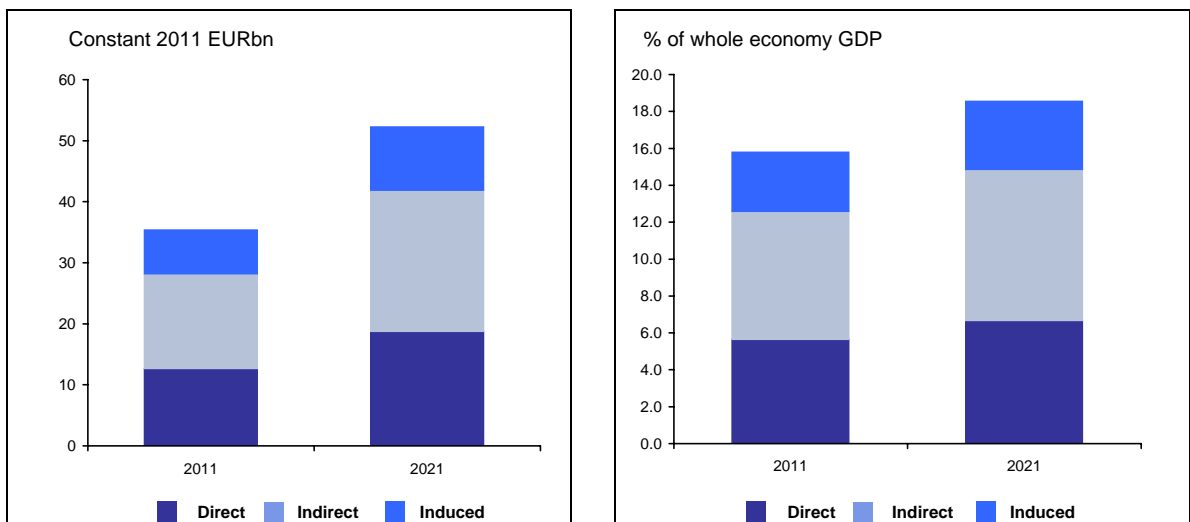
The direct contribution of Travel & Tourism to GDP is expected to grow by 4.0% per annum (pa) to EUR18.7bn (6.7% of GDP) by 2021.

## Greece: Direct Contribution of Travel & Tourism to GDP



The total contribution of Travel & Tourism to GDP (including wider effects from investment, the supply chain and induced income impacts, see page 2) is expected to be EUR35.3bn in 2011 (15.8% of GDP). It is forecast to rise by 4.0% pa from EUR52.2bn by 2021 (18.5% of GDP).

## Greece: Total Contribution of Travel & Tourism to GDP



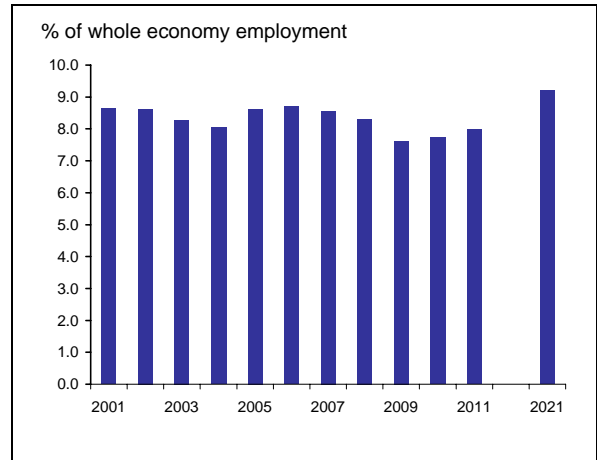
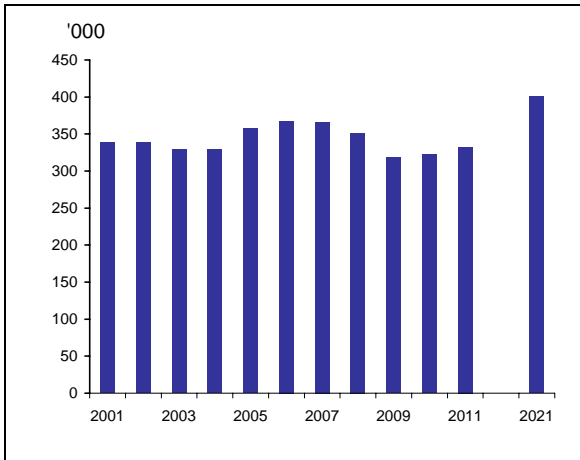
<sup>1</sup> All values are in constant 2011 prices & exchange rates

# TRAVEL & TOURISM'S CONTRIBUTION TO EMPLOYMENT

Travel & Tourism is expected to generate 332,000 jobs directly in 2011 (8.0% of total employment). This includes employment by hotels, travel agents, airlines and other passenger transportation services (excluding commuter services). It also includes, for example, the activities of the restaurant and leisure industries directly supported by tourists.

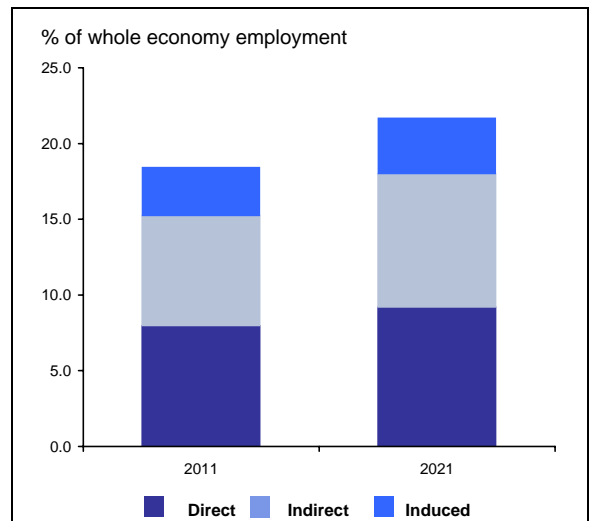
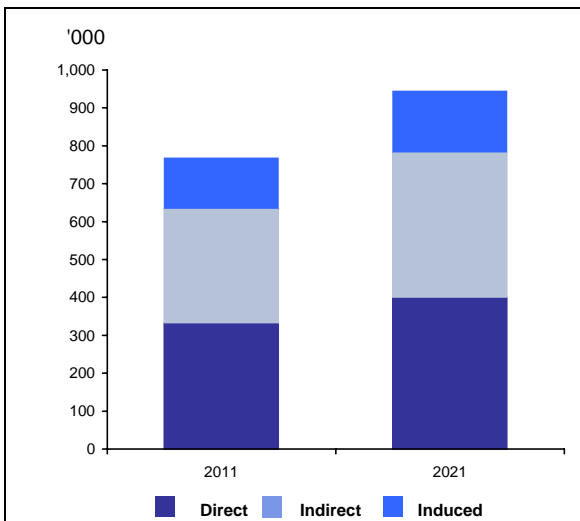
By 2021, Travel & Tourism will account for 400,000 jobs directly, an increase of 68,000 (20.5%) over the next ten years.

**Greece: Direct Contribution of Travel & Tourism to Employment**



The total contribution of Travel & Tourism to employment (including wider effects from investment, the supply chain and induced income impacts, see page 2) is expected to be 768,000 jobs in 2011 (18.4% of total employment). By 2021, Travel & Tourism is forecast to support 944,000 jobs (21.7% of total employment), an increase of 2.1% pa over the period.

**Greece: Total Contribution of Travel & Tourism to Employment**



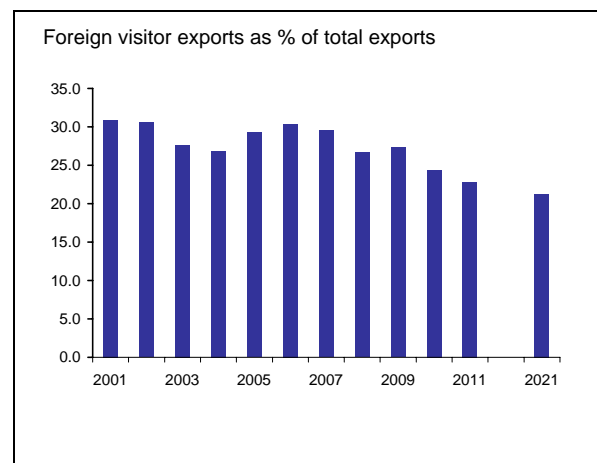
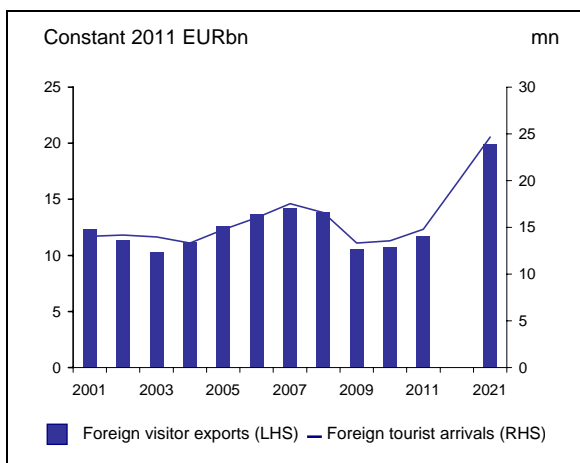


## VISITOR EXPORTS<sup>1</sup>

Visitor exports are a key component of the direct contribution of Travel & Tourism. Greece is expected to attract 14,808,000 international tourist (overnight visitor) arrivals in 2011, generating EUR11.7bn in visitor exports (foreign visitor spending, including spending on transportation).

By 2021, international tourist arrivals are forecast to total 24,647,000, an increase of 5.2% pa generating expenditure of EUR19.9bn.

**Greece: Visitor Exports and International Tourist Arrivals**

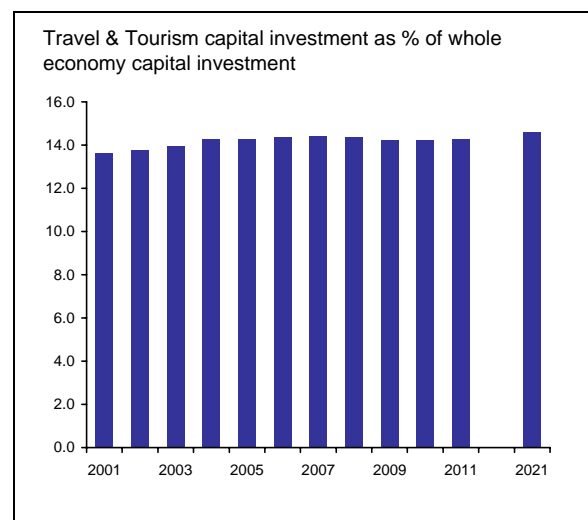
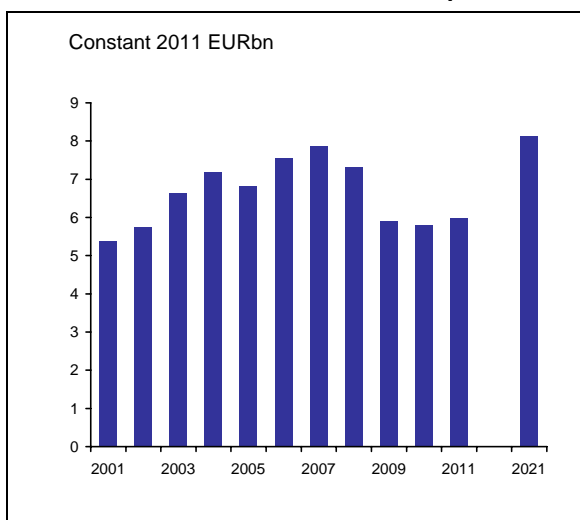


## INVESTMENT

Travel & Tourism is expected to attract capital investment of EUR6.0bn, rising by 3.2% pa to EUR8.1bn.

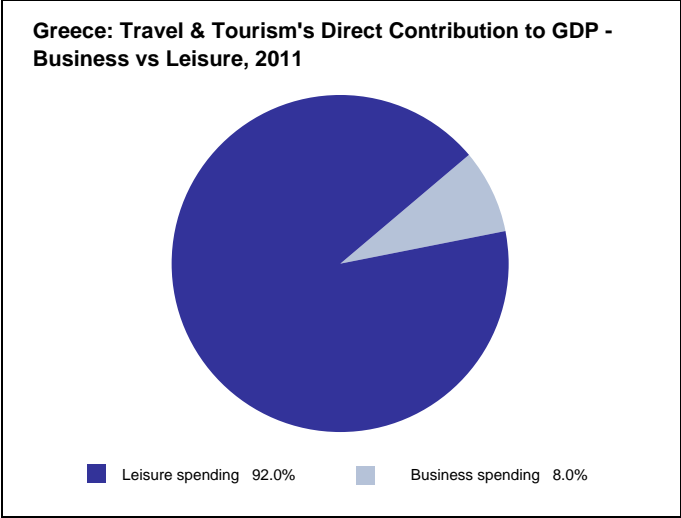
This means that Travel & Tourism's share of total national investment will rise from 14.3% in 2011 to 14.6% in 2021.

**Greece: Capital Investment in Travel & Tourism**



<sup>1</sup> All values are in constant 2011 prices & exchange rates

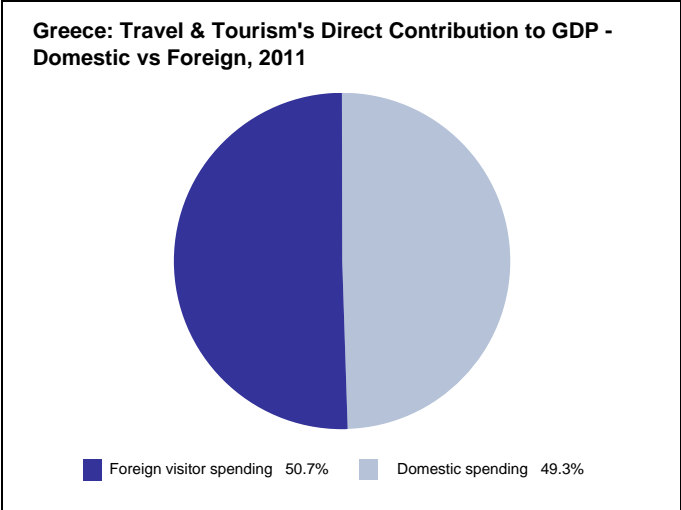
# DIFFERENT COMPONENTS OF TRAVEL & TOURISM<sup>1</sup>



Leisure travel spending (inbound and domestic) is expected to generate 92.0% of direct Travel & Tourism GDP in 2011 compared with 8.0% for business travel spending.

Leisure travel spending is expected to total EUR21.4bn in 2011, rising to EUR32.3bn in 2021.

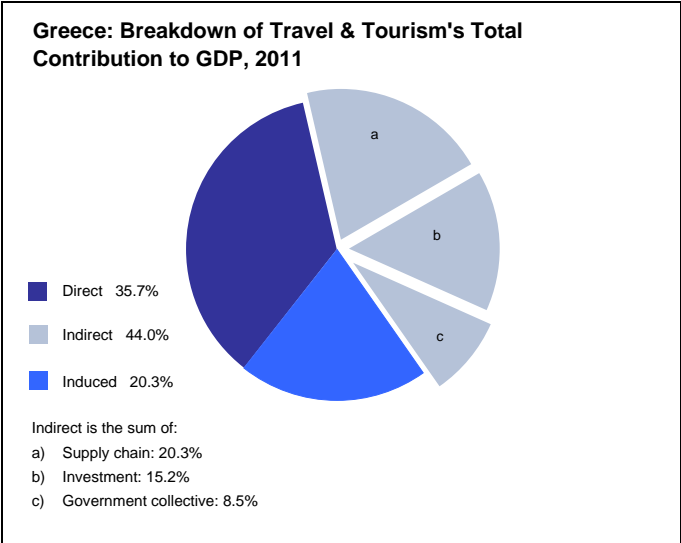
Business travel spending is expected to total EUR1.9bn in 2011, rising to EUR3.1bn in 2021.



Domestic travel spending is expected to generate 49.3% of direct Travel & Tourism GDP in 2011 compared with 50.7% for visitor exports. (ie foreign visitor spending or international tourism receipts).

Domestic travel spending is expected to total EUR11.4bn in 2011, rising to EUR14.8bn in 2021.

Visitor exports are expected to total EUR11.7bn in 2011, rising to EUR19.9bn in 2021.



The Travel & Tourism industry contributes to GDP and employment in many ways as detailed on page 2.

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

<sup>1</sup> All values are in constant 2011 prices & exchange rates

# COUNTRY RANKINGS, 2011

WTTC League Table Extract: Absolute Contribution

Travel & Tourism's Direct Contribution to GDP	
	2011 (US\$bn)
4 France	97.07
5 Spain	68.36
8 Italy	64.29
13 Turkey	29.17
22 Egypt	17.09
<b>World Average</b>	<b>15.68</b>
<b>26 Greece</b>	<b>15.68</b>
30 Portugal	11.39
56 Tunisia	3.86
82 Cyprus	1.37
96 Malta	1.02

Travel & Tourism's Total Contribution to GDP	
	2011 (US\$bn)
4 France	227.88
5 Spain	191.67
8 Italy	170.49
16 Turkey	71.48
<b>World Average</b>	<b>47.43</b>
<b>22 Greece</b>	<b>43.90</b>
26 Egypt	37.00
27 Portugal	31.88
62 Tunisia	7.98
76 Cyprus	4.15
105 Malta	2.00

Travel & Tourism's Direct Contribution to Employment	
	2011 ('000)
9 Egypt	1507.8
13 France	1148.7
18 Italy	853.4
<b>World Average</b>	<b>795.6</b>
29 Turkey	503.3
30 Spain	490.6
37 Portugal	347.2
<b>40 Greece</b>	<b>332.4</b>
46 Tunisia	245.9
127 Cyprus	27.0
132 Malta	22.6

Travel & Tourism's Total Contribution to Employment	
	2011 ('000)
12 Egypt	3350.6
15 France	2615.7
16 Spain	2344.4
18 Italy	2209.7
<b>World Average</b>	<b>2002.3</b>
22 Turkey	1873.5
37 Portugal	910.9
<b>40 Greece</b>	<b>767.9</b>
54 Tunisia	509.4
125 Cyprus	76.6
142 Malta	42.0

Travel & Tourism Investment	
	2011 (US\$bn)
8 Italy	15.75
9 Spain	15.69
10 France	15.33
17 Turkey	8.91
<b>20 Greece</b>	<b>7.41</b>
25 Egypt	4.98
31 Portugal	4.13
<b>World Average</b>	<b>3.60</b>
63 Tunisia	0.93
89 Cyprus	0.33
119 Malta	0.18

Visitor Exports	
	2011 (US\$bn)
3 Spain	57.59
4 France	53.98
6 Italy	42.84
12 Turkey	22.87
<b>22 Greece</b>	<b>14.76</b>
26 Portugal	13.26
27 Egypt	11.85
<b>World Average</b>	<b>6.44</b>
57 Tunisia	3.53
62 Cyprus	2.74
90 Malta	1.22

The tables on pages 9-11 provide provide brief extracts from the full WTTC Country League Table Rankings, highlighting comparisons with competing destinations as well as with the world average. The competing destinations selected are those that offer a similar tourism product and compete for tourists from the same set of origin markets. These tend to be, but are not exclusively, geographical neighbours.

# COUNTRY RANKINGS, 2011

WTTC League Table Extract: Relative Contribution

Travel & Tourism's Direct Contribution to GDP	
	2011 % share
14 Malta	12.99
25 Tunisia	8.25
32 Egypt	7.28
40 Cyprus	6.03
<b>46 Greece</b>	<b>5.64</b>
51 Portugal	5.26
52 Spain	5.13
<b>World Average</b>	<b>5.12</b>
70 Turkey	4.07
72 France	3.87
91 Italy	3.24

Travel & Tourism's Total Contribution to GDP	
	2011 % share
24 Malta	25.44
33 Cyprus	18.25
37 Tunisia	17.04
<b>40 Greece</b>	<b>15.79</b>
41 Egypt	15.77
49 Portugal	14.72
50 Spain	14.39
<b>World Average</b>	<b>13.87</b>
81 Turkey	9.98
86 France	9.10
90 Italy	8.59

Travel & Tourism's Direct Contribution to Employment	
	2011 % share
15 Malta	14.0
<b>24 Greece</b>	<b>8.0</b>
27 Tunisia	7.5
34 Portugal	7.0
36 Cyprus	6.9
42 Egypt	6.3
<b>World Average</b>	<b>5.2</b>
62 France	4.5
77 Italy	3.7
113 Spain	2.6
131 Turkey	2.2

Travel & Tourism's Total Contribution to Employment	
	2011 % share
22 Malta	26.1
31 Cyprus	19.6
<b>32 Greece</b>	<b>18.4</b>
33 Portugal	18.4
43 Tunisia	15.5
46 Egypt	13.9
<b>World Average</b>	<b>13.6</b>
53 Spain	12.7
74 France	10.2
80 Italy	9.7
93 Turkey	8.1

Travel & Tourism Investment Contribution to Capital Investment	
	2011 % share
23 Malta	15.97
<b>26 Greece</b>	<b>14.26</b>
33 Egypt	11.35
38 Portugal	10.50
56 Tunisia	8.44
<b>World Average</b>	<b>8.27</b>
71 Cyprus	7.02
78 Turkey	6.38
94 Spain	5.40
121 Italy	4.08
143 France	3.03

Visitor Exports Contribution to Exports	
	2011 % share
<b>43 Greece</b>	<b>22.78</b>
46 Egypt	21.58
48 Cyprus	20.64
51 Portugal	18.90
54 Malta	17.88
58 Tunisia	15.62
59 Spain	15.50
72 Turkey	12.61
97 France	8.13
98 Italy	8.08
<b>World Average</b>	<b>5.75</b>

# COUNTRY RANKINGS, 2011 - 2021

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

<b>Travel &amp; Tourism's Direct Contribution to GDP</b>	
<b>2011 - 2021</b>	
<b>(10-year real growth % pa)</b>	
50 Egypt	5.6
91 Cyprus	4.8
101 Malta	4.5
<b>World Average</b>	<b>4.4</b>
119 Turkey	4.2
<b>122 Greece</b>	<b>4.0</b>
156 Tunisia	2.9
161 Italy	2.6
162 Portugal	2.6
166 France	2.4
180 Spain	1.1

<b>Travel &amp; Tourism's Total Contribution to GDP</b>	
<b>2011 - 2021</b>	
<b>(10-year real growth % pa)</b>	
33 Egypt	5.9
98 Cyprus	4.5
105 Turkey	4.3
107 Malta	4.3
<b>World Average</b>	<b>4.1</b>
<b>120 Greece</b>	<b>4.0</b>
145 Tunisia	3.1
160 Portugal	2.4
169 Italy	2.0
177 France	1.6
179 Spain	1.1

<b>Travel &amp; Tourism's Direct Contribution to Employment</b>	
<b>2011 - 2021</b>	
<b>(10-year real growth % pa)</b>	
67 Egypt	2.8
71 Turkey	2.7
95 Malta	2.3
101 Cyprus	2.1
<b>World Average</b>	<b>1.9</b>
<b>116 Greece</b>	<b>1.9</b>
119 Portugal	1.8
127 Italy	1.6
139 France	1.4
153 Spain	0.8
168 Tunisia	0.0

<b>Travel &amp; Tourism's Total Contribution to Employment</b>	
<b>2011 - 2021</b>	
<b>(10-year real growth % pa)</b>	
51 Egypt	3.0
<b>World Average</b>	<b>2.2</b>
<b>94 Greece</b>	<b>2.1</b>
101 Malta	2.0
105 Cyprus	1.8
114 Turkey	1.7
118 Portugal	1.6
144 Italy	1.0
150 France	0.5
154 Spain	0.3
160 Tunisia	0.0

<b>Travel &amp; Tourism Investment</b>	
<b>2011 - 2021</b>	
<b>(10-year real growth % pa)</b>	
8 Egypt	7.8
22 Turkey	6.8
64 Cyprus	5.5
<b>World Average</b>	<b>5.4</b>
89 Spain	4.7
94 Malta	4.6
126 Portugal	3.8
<b>133 Greece</b>	<b>3.5</b>
144 Tunisia	3.0
150 France	2.9
168 Italy	1.7

<b>Visitor Exports</b>	
<b>2011 - 2021</b>	
<b>(10-year real growth % pa)</b>	
37 Egypt	6.2
<b>52 Greece</b>	<b>5.9</b>
87 Cyprus	4.9
93 Malta	4.7
<b>World Average</b>	<b>4.3</b>
141 Turkey	3.3
151 Portugal	2.7
154 France	2.5
156 Italy	2.5
163 Spain	2.2
172 Tunisia	1.7

# SUMMARY TABLES

## ESTIMATES AND FORECASTS

GREECE	2011			2021		
	EURbn <sup>1</sup>	% of total	Growth <sup>2</sup>	EURbn <sup>1</sup>	% of total	Growth <sup>3</sup>
Direct contribution to GDP	12.6	5.6	3.5	18.7	6.7	4.0
Total contribution to GDP	35.3	15.8	2.6	52.2	18.5	4.0
Direct contribution to employment <sup>4</sup>	332	8.0	3.2	400	9.2	1.9
Total contribution to employment <sup>4</sup>	768	18.4	2.9	944	21.7	2.1
Visitor exports	11.7	22.8	7.5	19.9	21.2	5.9
Domestic spending	11.3	5.1	0.1	14.8	5.2	2.7
Leisure spending	21.4	9.6	4.3	32.3	11.5	4.2
Business spending	1.9	0.8	4.5	3.1	1.1	5.2
Capital investment	6.0	14.3	2.3	8.1	14.6	3.5

<sup>1</sup>2011 constant prices & exchange rates; <sup>2</sup>2011 real growth adjusted for inflation (%); <sup>3</sup>2011-2021 annualised real growth adjusted for inflation (%); <sup>4</sup>000 jobs

EUROPE	2011			2021		
	US\$bn <sup>1</sup>	% of total	Growth <sup>2</sup>	US\$bn <sup>1</sup>	% of total	Growth <sup>3</sup>
Direct contribution to GDP	554.5	2.8	2.7	748.2	2.9	3.0
Total contribution to GDP	1,535.3	7.7	1.8	1,999.9	7.8	2.6
Direct contribution to employment <sup>4</sup>	9,709	2.6	1.3	11,153	3.0	1.4
Total contribution to employment <sup>4</sup>	28,058	7.7	0.3	30,338	8.1	0.8
Visitor exports	487.2	6.0	5.9	683.1	5.0	3.4
Domestic spending	654.2	3.3	0.7	879.8	3.4	2.9
Leisure spending	914.1	4.6	2.6	1,246.0	4.8	3.1
Business spending	249.0	1.2	3.8	342.6	1.3	3.2
Capital investment	144.1	3.8	4.6	214.2	3.9	3.9

<sup>1</sup>2011 constant prices & exchange rates; <sup>2</sup>2011 real growth adjusted for inflation (%); <sup>3</sup>2011-2021 annualised real growth adjusted for inflation (%); <sup>4</sup>000 jobs

WORLDWIDE	2011			2021		
	US\$bn <sup>1</sup>	% of total	Growth <sup>2</sup>	US\$bn <sup>1</sup>	% of total	Growth <sup>3</sup>
Direct contribution to GDP	1,850	2.8	4.5	2,861	2.9	4.2
Total contribution to GDP	5,991.9	9.1	3.9	9,226.9	9.6	4.2
Direct contribution to employment <sup>4</sup>	99,048	3.4	3.0	120,427	3.6	2.0
Total contribution to employment <sup>4</sup>	258,592	8.8	3.2	323,826	9.7	2.3
Visitor exports	1,163	5.7	5.5	1,789	4.7	4.3
Domestic spending	2,637	4.0	3.8	4,128	4.3	4.3
Leisure spending	2,963	4.5	3.8	4,604	4.7	4.3
Business spending	899	1.4	6.1	1,402	1.5	4.3
Capital investment	651	4.5	4.6	1,124	4.6	5.4

<sup>1</sup>2011 constant prices & exchange rates; <sup>2</sup>2011 real growth adjusted for inflation (%); <sup>3</sup>2011-2021 annualised real growth adjusted for inflation (%); <sup>4</sup>000 jobs

# THE ECONOMIC CONTRIBUTION OF TRAVEL & TOURISM

<b>GREECE (EURbn, nominal prices)</b>	<b>2005</b>	<b>2006</b>	<b>2007</b>	<b>2008</b>	<b>2009</b>	<b>2010</b>	<b>2011E</b>	<b>2021F</b>
1. Visitor exports	10.9	12.2	13.0	13.0	10.2	10.7	11.9	25.4
2. Domestic expenditure	8.6	9.4	10.1	10.7	10.6	11.1	11.3	18.3
3. Internal tourism consumption (= 1 + 2 + government individual spending)	19.5	21.6	23.1	23.8	20.9	21.8	23.3	43.8
4. Purchases by tourism providers, including imported goods (supply chain)	-8.7	-9.8	-10.7	-11.1	-9.3	-9.8	-10.6	-20.7
<b>5. Direct contribution of Travel &amp; Tourism to GDP</b> (= 3 + 4)	10.8	11.8	12.4	12.7	11.5	11.9	12.6	23.3
<b>Other final impacts (indirect &amp; induced)</b>								
6. Domestic supply chain	6.7	7.3	7.8	7.9	7.2	7.5	8.0	15.0
7. Capital investment	5.9	6.7	7.2	6.8	5.6	5.6	6.0	10.1
8. Government collective spending	2.3	2.4	2.7	2.8	3.2	3.3	3.3	5.2
9. Imported goods from indirect spending	-1.4	-1.7	-1.9	-2.0	-1.5	-1.6	-1.7	-1.7
10. Induced	6.2	6.8	7.3	7.3	6.8	6.9	7.2	12.9
<b>11. Total contribution of Travel &amp; Tourism to GDP</b> (= 5 + 6 + 7 + 8 + 9 + 10)	30.5	33.3	35.4	35.6	32.9	33.6	35.3	65.0
<b>Employment impacts ('000)</b>								
<b>12. Direct contribution of Travel &amp; Tourism to employment</b>	357.7	367.5	366.3	351.4	318.1	322.0	332.4	400.4
<b>13. Total contribution of Travel &amp; Tourism to employment</b>	837.7	866.7	867.6	817.1	741.5	746.2	767.9	943.9
<b>Other indicators</b>								
14. Expenditure on outbound travel	1.7	1.7	1.7	1.7	1.6	1.5	1.6	2.2

\*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

<b>GREECE GROWTH<sup>1</sup> (%)</b>	<b>2005</b>	<b>2006</b>	<b>2007</b>	<b>2008</b>	<b>2009</b>	<b>2010</b>	<b>2011E</b>	<b>2021F<sup>2</sup></b>
1. Visitor exports	13.9	9.2	6.7	-0.3	-24.0	1.3	7.5	5.9
2. Domestic expenditure	5.6	6.1	4.5	3.9	-2.3	1.8	0.1	2.7
3. Internal tourism consumption (= 1 + 2 + government individual spending)	9.5	7.6	5.6	1.8	-12.9	1.6	3.3	4.2
4. Purchases by tourism providers, including imported goods (supply chain)	7.3	10.2	8.3	4.1	-19.4	2.0	3.7	4.5
<b>5. Travel &amp; Tourism's direct contribution to GDP</b> (= 3 + 4)	<b>11.0</b>	<b>5.6</b>	<b>2.8</b>	<b>-0.7</b>	<b>-10.5</b>	<b>1.0</b>	<b>3.5</b>	<b>4.0</b>
<b>Other final impacts (indirect &amp; induced)</b>								
6. Domestic supply chain	11.2	5.9	3.1	-0.4	-10.2	1.3	3.7	4.3
7. Capital investment	-4.4	11.6	7.0	-5.0	-19.8	-2.6	2.3	3.5
8. Government collective spending	3.1	1.4	6.4	2.9	2.4	0.0	-0.7	1.2
9. Imported goods from indirect spending	0.3	-21.1	-21.8	-53.0	264.2	-3.8	-1.8	10.2
10. Induced	7.8	6.6	3.0	-2.0	-8.4	-0.8	1.8	3.8
<b>11. Total contribution of Travel &amp; Tourism to GDP</b> (= 5 + 6 + 7 + 8 + 9 + 10)	<b>7.2</b>	<b>5.9</b>	<b>3.3</b>	<b>-2.0</b>	<b>-9.1</b>	<b>0.0</b>	<b>2.6</b>	<b>4.0</b>
<b>Employment impacts</b>								
<b>12. Direct contribution of Travel &amp; Tourism to employment</b>	<b>8.7</b>	<b>2.7</b>	<b>-0.3</b>	<b>-4.1</b>	<b>-9.5</b>	<b>1.3</b>	<b>3.2</b>	<b>1.9</b>
<b>13. Total contribution of Travel &amp; Tourism to employment</b>	<b>6.9</b>	<b>3.5</b>	<b>0.1</b>	<b>-5.8</b>	<b>-9.3</b>	<b>0.6</b>	<b>2.9</b>	<b>2.1</b>
<b>Other indicators</b>								
14. Expenditure on outbound travel	1.8	-3.4	0.4	-0.8	-7.9	-10.1	0.4	1.6

<sup>1</sup>2005-2011 real annual growth adjusted for inflation (%); <sup>2</sup>2011-2021 annualised real growth adjusted for inflation (%)



# GLOSSARY

## KEY DEFINITIONS

**Travel & Tourism** – relates to the activity of travellers on trips outside their usual environment with a duration of less than one year. Economic activity related to all aspects of such trips is measured within the research.

**Direct contribution to GDP** – GDP generated by industries that deal directly with tourists, including hotels, travel agents, airlines and other passenger transport services, as well as the activities of restaurant and leisure industries that deal directly with tourists. It is equivalent to total internal Travel & Tourism spending (see below) within a country less the purchases made by those industries (including imports). In terms of the UN's Tourism Satellite Account methodology it is consistent with total GDP calculated in table 6 of the TSA: RMF 2008.

**Direct contribution to employment** – the number of direct jobs within the Travel & Tourism industry. This is consistent with total employment calculated in table 7 of the TSA: RMF 2008.

**Total contribution to GDP** – GDP generated directly by the Travel & Tourism industry plus its indirect and induced impacts (see below).

**Total contribution to employment** – the number of jobs generated directly in the Travel & Tourism industry plus the indirect and induced contributions (see below).

## DIRECT SPENDING IMPACTS

**Visitor exports** – spending within the country by international tourists for both business and leisure trips, including spending on transport. This is consistent with total inbound tourism expenditure in table 1 of the TSA: RMF 2008.

**Domestic Travel & Tourism spending** – spending within a country by that country's residents for both business and leisure trips. Multi-use consumer durables are not included since they are not purchased solely for tourism purposes. This is consistent with total domestic tourism expenditure in table 2 of the TSA: RMF 2008. Outbound spending by residents abroad is not included here, but is separately identified according to the TSA: RMF 2008 (see below).

**Government individual spending** – government spending on individual non-market services for which beneficiaries can be separately identified. These social transfers are directly comparable to consumer spending and, in certain cases, may represent public provision of consumer services. For example, it includes provision of services in national parks and museums.

**Internal tourism consumption** – total revenue generated within a country by industries that deal directly with tourists including visitor exports, domestic spending and government individual spending. This does not include spending abroad by residents. This is consistent with total internal tourism expenditure in table 4 of the TSA: RMF 2008.

**Business Travel & Tourism spending** – spending on business travel within a country by residents and international visitors.

**Leisure Travel & Tourism spending** – spending on leisure travel within a country by residents and international visitors.

## INDIRECT AND INDUCED IMPACTS

**Indirect contribution** – the contribution to GDP and jobs of the following three factors:

- **Capital investment** – includes capital investment spending by all sectors directly involved in the Travel & Tourism industry. This also constitutes investment spending by other industries on specific tourism assets such as new visitor accommodation and passenger transport equipment, as well as restaurants and leisure facilities for specific tourism use. This is consistent with total tourism gross fixed capital formation in table 8 of the TSA: RMF 2008.
- **Government collective spending** – general government spending in support of general tourism activity. This can include national as well as regional and local government spending. For example, it includes tourism promotion, visitor information services, administrative services and other public services. This is consistent with total collective tourism consumption in table 9 of TSA: RMF 2008.
- **Supply-chain effects** – purchases of domestic goods and services directly by different sectors of the Travel & Tourism industry as inputs to their final tourism output.

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

## OTHER INDICATORS

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

**Foreign visitor arrivals** – the number of arrivals of foreign visitors, including same-day and overnight visitors (tourists) to the country.



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

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