



Travel & Tourism

ECONOMIC IMPACT 2013

SYRIA

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Contents

The Economic Impact of Travel & Tourism 2013

Foreword.....	i
2013 Annual Research: Key Facts	1
Defining the Economic Contribution of Travel & Tourism.....	2
Travel & Tourism's Contribution to GDP	3
Travel & Tourism's Contribution to Employment.....	4
Visitor Exports and Investment	5
Different Components of Travel & Tourism.....	6
Country Rankings: Absolute Contribution, 2012	7
Country Rankings: Relative Contribution, 2012	8
Country Rankings: Real Growth, 2013	9
Country Rankings: Long Term Growth, 2013-2023	10
Summary Tables: Estimates & Forecasts.....	11
The Economic Contribution of Travel & Tourism: Real 2012 Prices.....	12
The Economic Contribution of Travel & Tourism: Nominal Prices.....	13
The Economic Contribution of Travel & Tourism: Growth	14
Glossary.....	15
Methodological Note.....	16
Regions, Sub-regions, Countries	17

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Foreword

The World Travel & Tourism Council (WTTC) has been investing in economic impact research for over 20 years. This research assesses the Travel & Tourism industry's contribution to GDP and jobs for 184 countries and 24 regions and economic groups in the world. Our ten-year forecasts are unique in the information they provide to assist governments and private companies plan policy and investment decisions for the future.

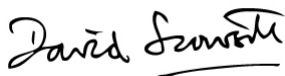
2012 demonstrated again the resilience of the Travel & Tourism industry in the face of continued economic turmoil, as economic growth slowed and was even negative in key global markets. The latest annual research from WTTC and our research partner Oxford Economics, shows that Travel & Tourism's contribution to GDP grew for the third consecutive year in 2012, and created more than 4 million new jobs. The strongest growth in 2012 was evident in international demand as appetite for travel beyond national borders, from leisure and business visitors, remains strong.

Travel & Tourism's importance to the wider economy continued to grow in 2012. Its total contribution comprised 9% of global GDP (US \$6.6 trillion) and generated over 260 million jobs – 1 in 11 of the world's total jobs. The industry outperformed the entire wider economy in 2012, growing faster than other notable industries such as manufacturing, financial services and retail.

With such resilience in demand and an ability to generate high employment, the importance of Travel & Tourism as a tool for economic development and job creation is clear. In total, the industry contributed to over 10% of all new jobs created in 2012. Less restrictive visa regimes and a reduction in punitive taxation levels would help the industry to contribute even more to broader economic development and better fulfil the clear demand for international travel.

While 2013 will present further challenges for the global economy and the Travel & Tourism industry, we remain optimistic that Travel & Tourism will continue to grow, outpace growth of the wider economy and remain a leading generator of jobs.

In the longer-term, demand from and within emerging markets will continue to rise in significance. Destinations need to be willing to invest in infrastructure suitable for new sources of demand to achieve the clear growth potential that exists. For example, we forecast that China will overtake the US by 2023 as the world's largest Travel & Tourism economy, measured in total GDP terms (2012 prices), and the size of the outbound market.



David Scowsill
President & CEO
World Travel & Tourism Council

2013 ANNUAL RESEARCH: KEY FACTS

2013
forecast

GDP: DIRECT CONTRIBUTION

The direct contribution of Travel & Tourism to GDP was SYP130.0bn (4.7% of total GDP) in 2012, and is forecast to fall by 5.9% in 2013, and to rise by 4.8% pa, from 2013-2023, to SYP195.2bn in 2023 (in constant 2012 prices).

GDP: TOTAL CONTRIBUTION

The total contribution of Travel & Tourism to GDP was SYP307.9bn (11.1% of GDP) in 2012, and is forecast to fall by 7.0% in 2013, and to rise by 4.8% pa to SYP458.1bn in 2023.

EMPLOYMENT: DIRECT CONTRIBUTION

In 2012 Travel & Tourism directly supported 200,500 jobs (4.0% of total employment). This is expected to fall by 11.3% in 2013 and rise by 4.0% pa to 264,000 jobs (3.4% of total employment) in 2023.

EMPLOYMENT: TOTAL CONTRIBUTION

In 2012, the total contribution of Travel & Tourism to employment, including jobs indirectly supported by the industry, was 9.7% of total employment (489,000 jobs). This is expected to fall by 12.4% in 2013 to 428,500 jobs and rise by 4.4% pa to 657,000 jobs in 2023 (8.4% of total).

VISITOR EXPORTS

Visitor exports generated SYP144.4bn (16.7% of total exports) in 2012. This is forecast to fall by 7.6% in 2013, and grow by 5.6% pa, from 2013-2023, to SYP229.0bn in 2023 (12.9% of total).

INVESTMENT

Travel & Tourism investment in 2012 was SYP21.0bn, or 4.3% of total investment. It should fall by 12.5% in 2013, and rise by 5.4% pa over the next ten years to SYP31.0bn in 2023 (4.0% of total).

WORLD RANKING (OUT OF 184 COUNTRIES):

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

78

ABSOLUTE

Size in 2012

69

RELATIVE SIZE

Contribution to GDP in 2012

183

GROWTH

2013 forecast

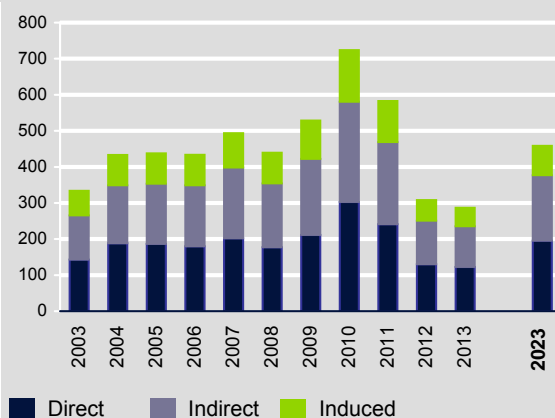
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LONG-TERM GROWTH

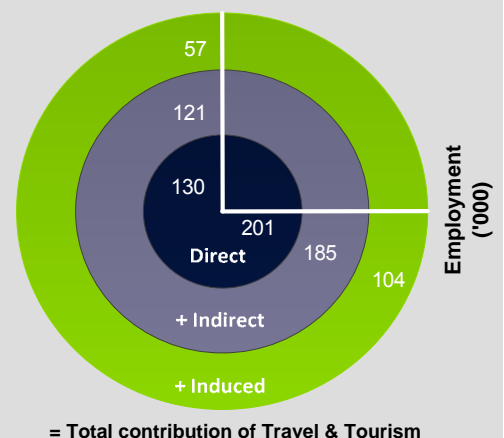
Forecast 2013-2023

Total Contribution of
Travel & Tourism to GDP

2012 SYPbn



Breakdown of Travel & Tourism's Total
Contribution to GDP and Employment 2012
GDP (2012 SYPbn)



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 Travel & Tourism contribution

COMMODITIES

- Accommodation
- Transportation
- Entertainment
- Attractions

INDUSTRIES

- Accommodation services
- Food & beverage services
- Retail Trade
- Transportation services
- Cultural, sports & recreational services

SOURCES OF SPENDING

- Residents' domestic T&T spending
- Businesses' domestic travel spending
- Visitor exports
- Individual government T&T spending

INDIRECT Travel & Tourism contribution

- T&T investment spending
- Government collective T&T spending
- Impact of purchases from suppliers

INDUCED contribution (spending of direct and indirect employees)

- Food and beverages
- Recreation
- Clothing
- Housing
- Household goods

TOTAL Travel & Tourism contribution

- To GDP
- To employment

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.

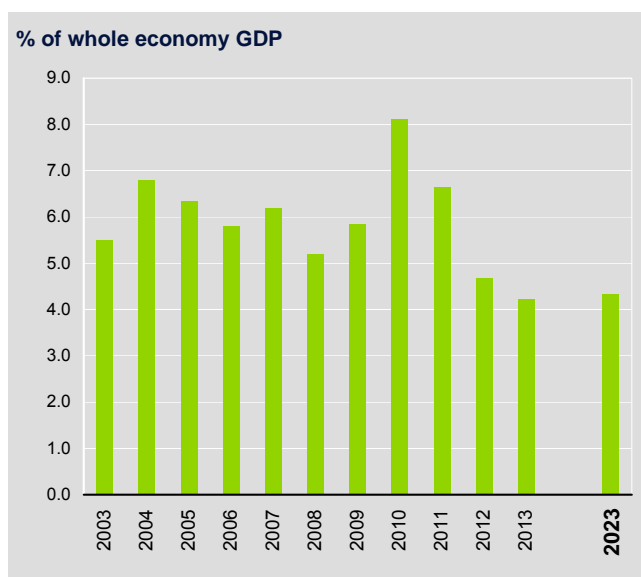
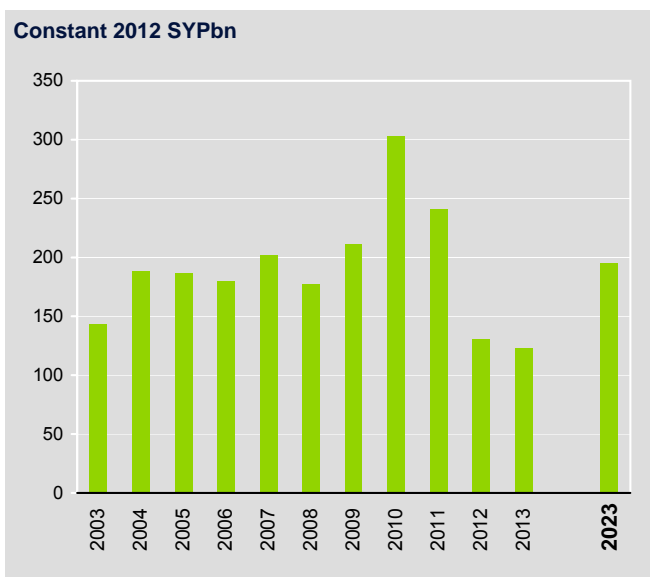
PLEASE NOTE THAT DUE TO CHANGES IN METHODOLOGY BETWEEN 2010 AND 2011, IT IS NOT POSSIBLE TO COMPARE FIGURES PUBLISHED BY WTTC FROM 2011 ONWARDS WITH THE SERIES PUBLISHED IN PREVIOUS YEARS.

Travel & Tourism's contribution to GDP¹

The direct contribution of Travel & Tourism to GDP in 2012 was SYP130.0bn (4.7% of GDP). This is forecast to fall by 5.9% to SYP122.3bn in 2013. 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 4.8% pa to SYP195.2bn (4.3% of GDP) by 2023.

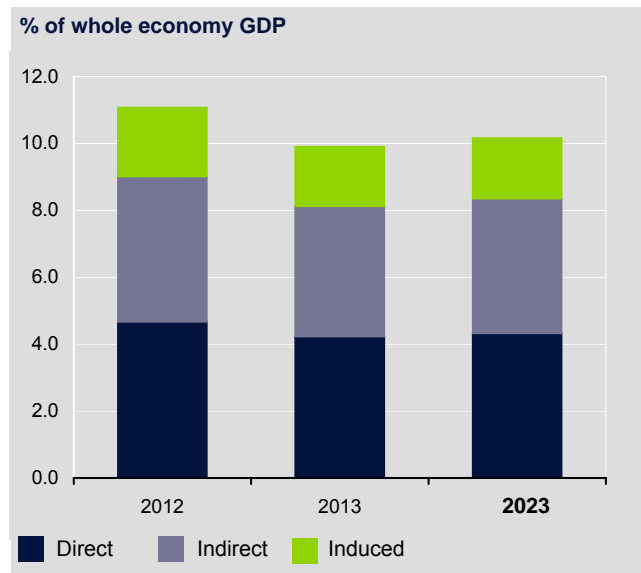
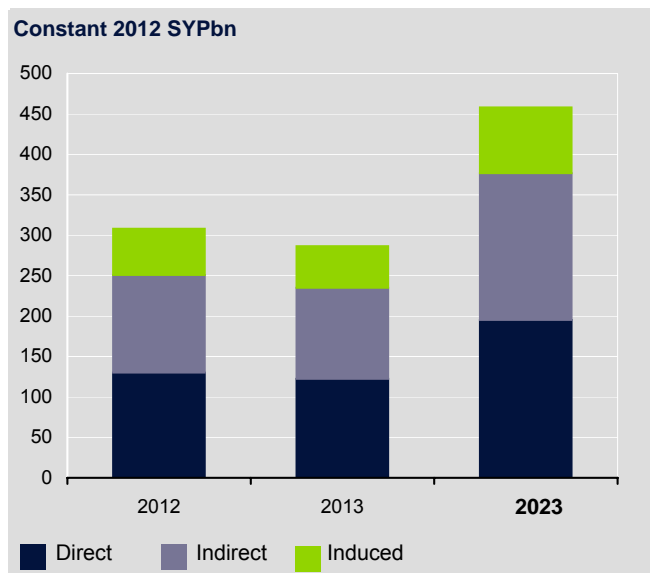
SYRIA: DIRECT CONTRIBUTION OF TRAVEL & TOURISM TO GDP



The total contribution of Travel & Tourism to GDP (including wider effects from investment, the supply chain and induced income impacts, see page 2) was SYP307.9bn in 2012 (11.1% of GDP) and is expected to grow by 7.0% to SYP286.4bn (9.9% of GDP) in 2013.

It is forecast to rise by 4.8% pa to SYP458.1bn by 2023 (10.2% of GDP).

SYRIA: TOTAL CONTRIBUTION OF TRAVEL & TOURISM TO GDP



¹ All values are in constant 2012 prices & exchange rates

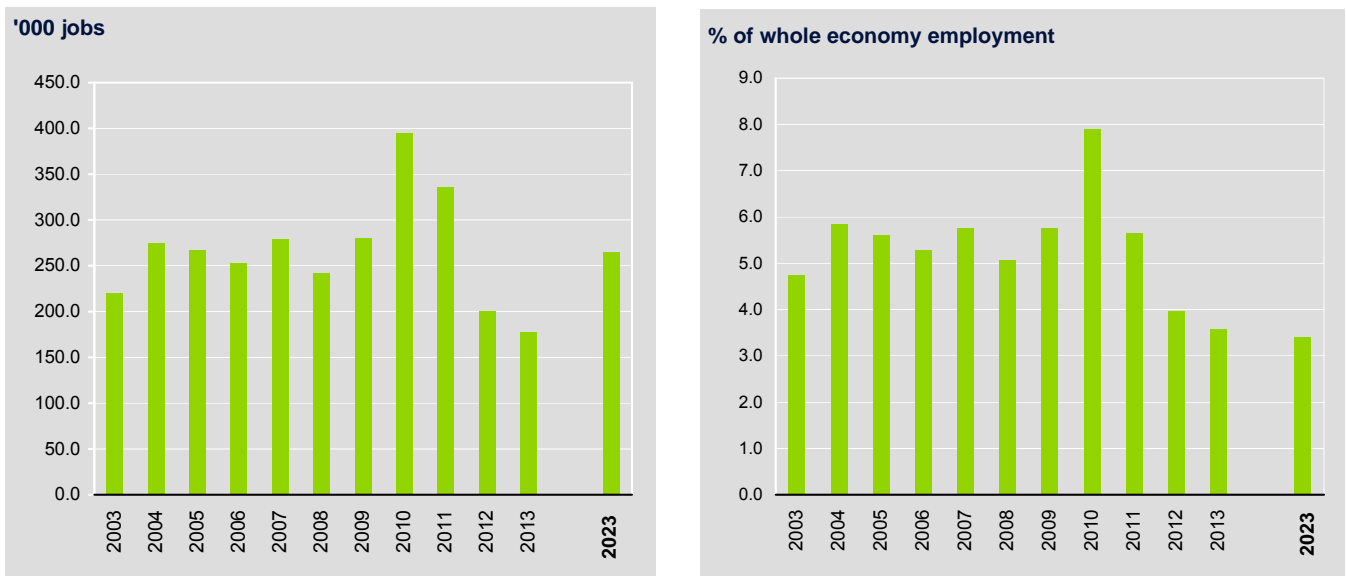
Travel & Tourism's contribution to employment

Travel & Tourism generated 200,500 jobs directly in 2012 (4.0% of total employment) and this is forecast to fall by 11.3% in 2013 to 178,000 (3.6% 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 2023, Travel & Tourism will account for 264,000 jobs directly, an increase of 4.0% pa over the next ten years.

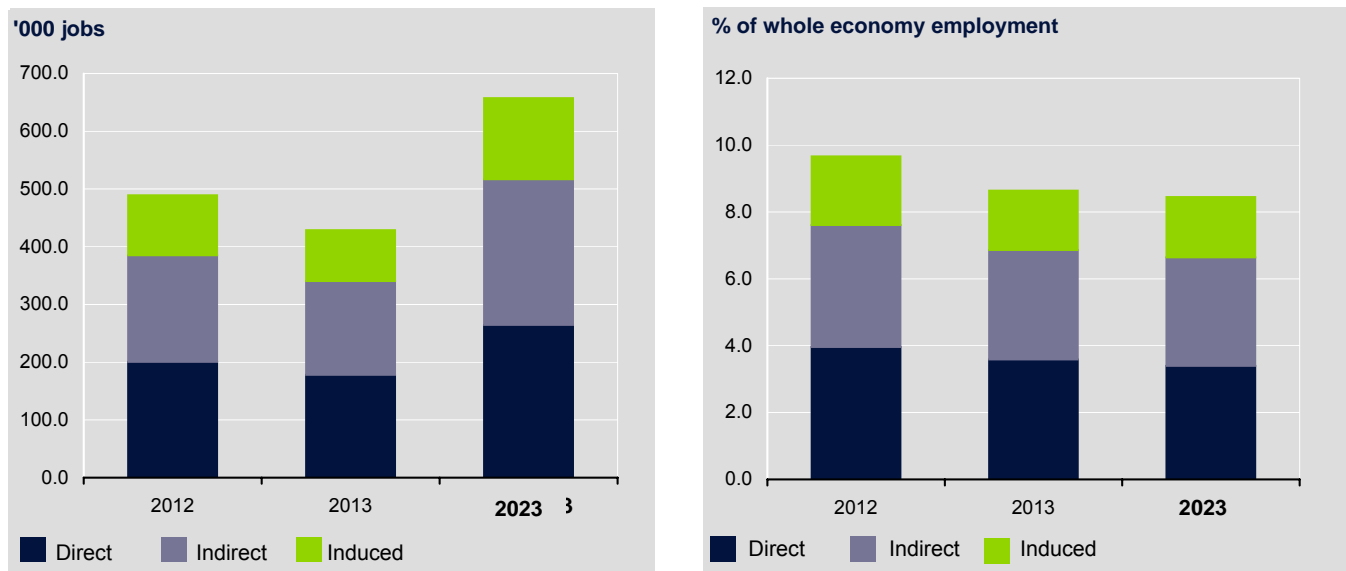
SYRIA: DIRECT CONTRIBUTION OF TRAVEL & TOURISM TO EMPLOYMENT



The total contribution of Travel & Tourism to employment (including wider effects from investment, the supply chain and induced income impacts, see page 2) was 489,000 jobs in 2012 (9.7% of total employment). This is forecast to fall by 12.4% in 2013 to 428,500 jobs (8.6% of total employment).

By 2023, Travel & Tourism is forecast to support 657,000 jobs (8.4% of total employment), an increase of 4.4% pa over the period.

SYRIA: TOTAL CONTRIBUTION OF TRAVEL & TOURISM TO EMPLOYMENT



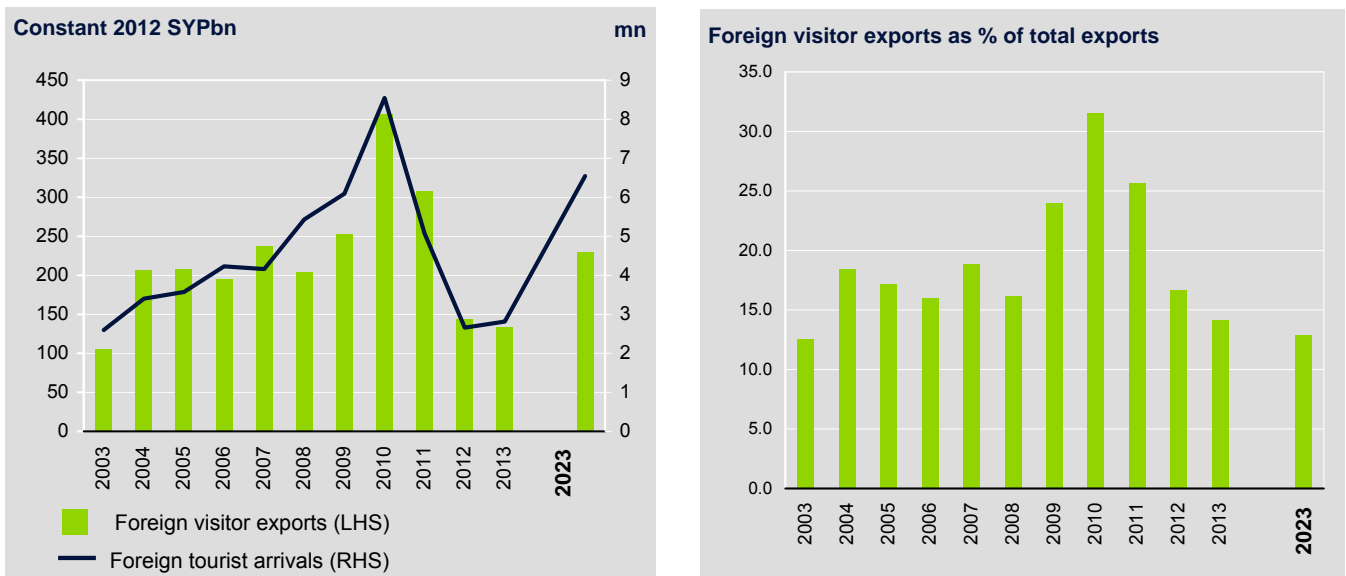
Visitor Exports and Investment¹

VISITOR EXPORTS

Visitor exports are a key component of the direct contribution of Travel & Tourism. In 2012, Syria generated SYP144.4bn in visitor exports. In 2013, this is expected to fall by 7.6%, and the country is expected to attract 2,814,000 international tourist arrivals.

By 2023, international tourist arrivals are forecast to total 6,543,000, generating expenditure of SYP229.0bn, an increase of 5.6% pa.

SYRIA: VISITOR EXPORTS AND INTERNATIONAL TOURIST ARRIVALS

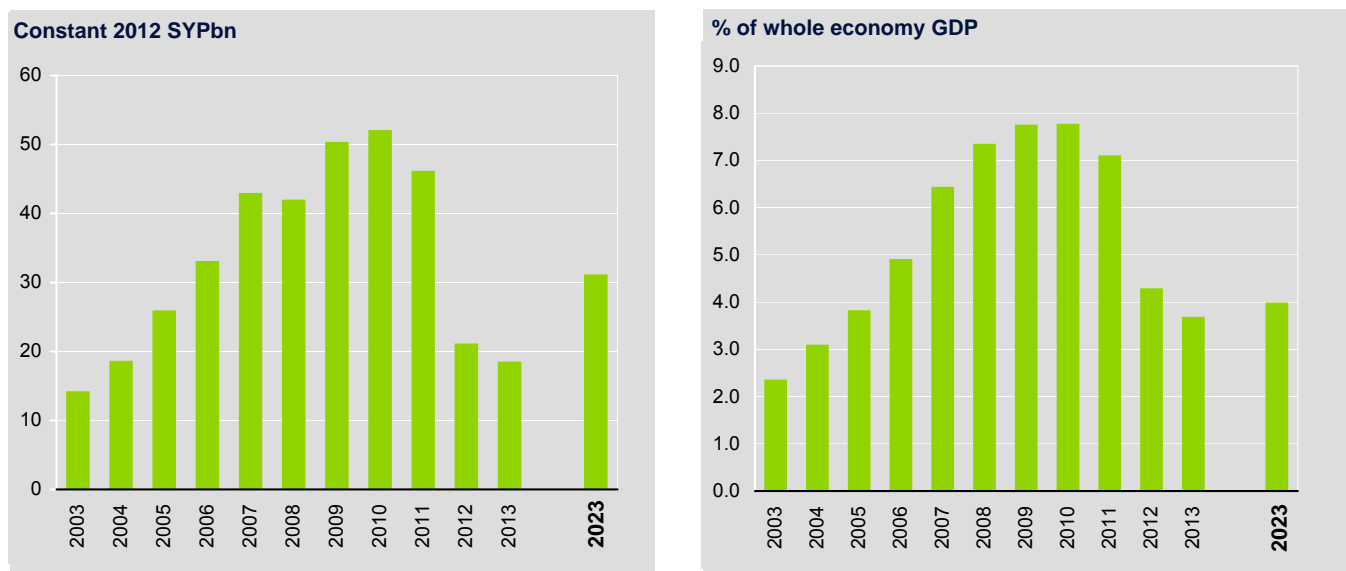


INVESTMENT

Travel & Tourism is expected to have attracted capital investment of SYP21.0bn in 2012. This is expected to fall by 12.5% in 2013, and rise by 5.4% pa over the next ten years to SYP31.0bn in 2023.

Travel & Tourism's share of total national investment will rise from 3.7% in 2013 to 4.0% in 2023.

SYRIA: CAPITAL INVESTMENT IN TRAVEL & TOURISM



¹ All values are in constant 2012 prices & exchange rates

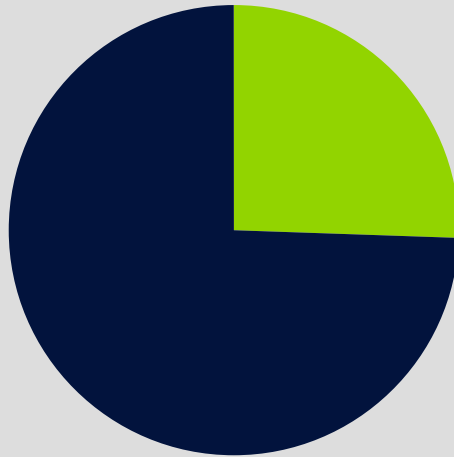
Different components of Travel & Tourism¹

Syria

Travel & Tourism's Contribution to GDP:
Business vs Leisure, 2012

Leisure spending **74.5%**

Business spending **25.5%**



Leisure travel spending (inbound and domestic) generated 74.5% of direct Travel & Tourism GDP in 2012 (SYP171.5bn) compared with 25.5% for business travel spending (SYP58.7bn).

Leisure travel spending is expected to fall by 12.9% in 2013 to SYP149.4bn, and rise by 5.8% pa to SYP261.8bn in 2023.

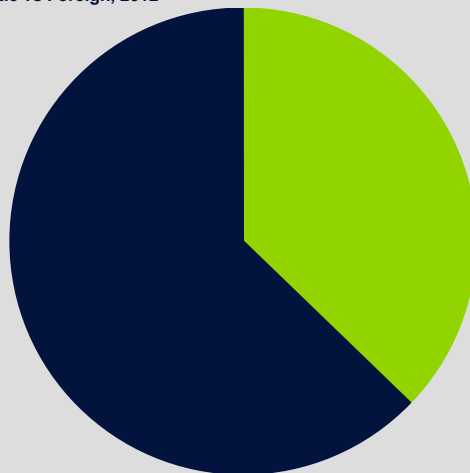
Business travel spending is expected to grow by 17.6% in 2013 to SYP69.0bn, and rise by 2.3% pa to SYP86.9bn in 2023.

Syria

Travel & Tourism's Contribution to GDP:
Domestic vs Foreign, 2012

Foreign visitor spending **62.7%**

Domestic spending **37.3%**



Domestic travel spending generated 37.3% of direct Travel & Tourism GDP in 2012 compared with 62.7% for visitor exports (ie foreign visitor spending or international tourism receipts).

Domestic travel spending is expected to fall by 1.0% in 2013 to SYP85.0bn, and rise by 3.5% pa to SYP119.6bn in 2023.

Visitor exports are expected to fall by 7.6% in 2013 to SYP133.4bn, and rise by 5.6% pa to SYP229.0bn in 2023.

Syria

Breakdown of Travel & Tourism's Total Contribution to GDP, 2012

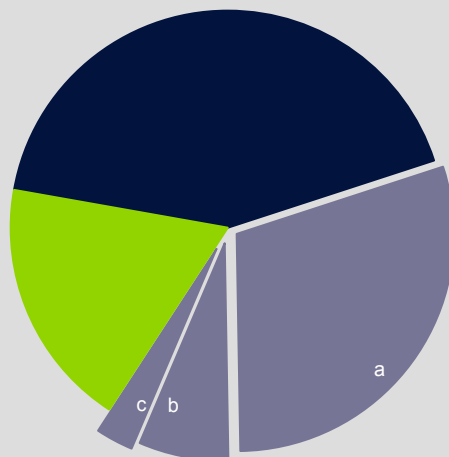
Direct **42.2%**

Induced **18.5%**

Indirect **39.2%**

Indirect is the sum of:

- (a) Supply chain **29.6%**
- (b) Investment **6.7%**
- (c) Government collective **2.9%**



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 twice as large as its direct contribution.

¹ All values are in constant 2012 prices & exchange rates

Country rankings: Absolute contribution, 2012

Travel & Tourism's Direct Contribution to GDP		2012 (US\$bn)
13	Turkey	32.2
	World Average	17.2
24	Egypt	17.1
26	Greece	15.4
31	Saudi Arabia	13.9
40	Morocco	8.5
56	Lebanon	4.1
63	Tunisia	3.2
74	Syria	2.1
80	Jordan	1.8
90	Cyprus	1.4

Travel & Tourism's Total Contribution to GDP		2012 (US\$bn)
14	Turkey	86.9
	World Average	52.3
27	Greece	38.9
30	Egypt	37.6
33	Saudi Arabia	33.4
46	Morocco	18.3
58	Lebanon	11.1
67	Tunisia	6.8
68	Jordan	6.7
78	Syria	5.0
82	Cyprus	4.5

Travel & Tourism's Direct Contribution to Employment		2012 '000 jobs
11	Egypt	1375.5
19	Morocco	828.8
	World Average	793.7
29	Turkey	516.4
38	Greece	330.6
52	Tunisia	217.0
55	Saudi Arabia	205.9
56	Syria	200.6
76	Lebanon	120.2
91	Jordan	86.8
133	Cyprus	26.1

Travel & Tourism's Total Contribution to Employment		2012 '000 jobs
12	Egypt	3106.6
20	Turkey	2053.6
	World Average	1975.7
22	Morocco	1810.9
43	Greece	688.8
56	Syria	489.1
60	Saudi Arabia	458.8
61	Tunisia	453.8
73	Jordan	333.3
74	Lebanon	322.5
128	Cyprus	77.4

Travel & Tourism Capital Investment		2012 (US\$bn)
12	Turkey	16.9
26	Saudi Arabia	5.5
28	Egypt	5.1
	World Average	4.2
32	Greece	4.0
40	Morocco	3.2
59	Lebanon	1.3
67	Tunisia	0.8
79	Jordan	0.6
93	Syria	0.3
94	Cyprus	0.3

Visitor Exports		2012 (US\$bn)
12	Turkey	28.1
24	Greece	16.1
32	Egypt	11.1
36	Saudi Arabia	9.2
37	Morocco	8.4
38	Lebanon	8.1
	World Average	6.8
53	Jordan	4.4
62	Tunisia	2.7
64	Cyprus	2.7
69	Syria	2.3

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 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: Relative contribution, 2012

Travel & Tourism's Direct Contribution to GDP	2012 % share
24 Lebanon	9.3
26 Morocco	8.7
32 Tunisia	7.3
36 Egypt	6.9
38 Greece	6.5
40 Cyprus	6.1
43 Jordan	5.9
World Average	5.2
64 Syria	4.7
76 Turkey	4.1
137 Saudi Arabia	2.2

Travel & Tourism's Total Contribution to GDP	2012 % share
25 Lebanon	25.1
28 Jordan	22.0
35 Cyprus	19.4
36 Morocco	18.7
40 Greece	16.4
49 Tunisia	15.1
51 Egypt	15.1
World Average	14.1
69 Syria	11.1
72 Turkey	10.9
153 Saudi Arabia	5.2

Travel & Tourism's Direct Contribution to Employment	2012 % share
23 Lebanon	9.0
24 Greece	8.8
30 Morocco	7.6
33 Cyprus	7.0
37 Tunisia	6.6
43 Egypt	5.9
World Average	5.4
52 Jordan	5.1
78 Syria	4.0
132 Saudi Arabia	2.3
141 Turkey	2.1

Travel & Tourism's Total Contribution to Employment	2012 % share
25 Lebanon	24.0
29 Cyprus	20.8
35 Jordan	19.4
38 Greece	18.3
41 Morocco	16.7
World Average	13.9
50 Tunisia	13.7
54 Egypt	13.3
81 Syria	9.7
95 Turkey	8.3
150 Saudi Arabia	5.1

Travel & Tourism Investment Contribution to Total Capital Investment	2012 % share
31 Greece	13.8
34 Egypt	12.3
42 Morocco	10.7
44 Turkey	10.5
49 Lebanon	10.0
53 Cyprus	8.9
63 Tunisia	8.3
World Average	8.1
68 Jordan	7.5
102 Saudi Arabia	4.9
112 Syria	4.3

Visitor Exports Contribution to Total Exports	2012 % share
32 Jordan	31.9
33 Lebanon	31.1
35 Greece	29.1
37 Cyprus	27.5
41 Morocco	24.4
45 Egypt	21.7
60 Syria	16.7
World Average	16.6
66 Turkey	13.7
71 Tunisia	12.8
159 Saudi Arabia	2.2

Country rankings: Real growth, 2013

Travel & Tourism's Direct Contribution to GDP		2013 % growth
13	Saudi Arabia	8.2
29	Morocco	7.2
89	Turkey	3.8
	World Average	3.0
106	Egypt	2.8
115	Jordan	2.3
125	Lebanon	1.8
159	Greece	0.6
178	Cyprus	-1.5
180	Tunisia	-2.5
183	Syria	-5.9

Travel & Tourism's Total Contribution to GDP		2013 % growth
32	Saudi Arabia	6.7
34	Morocco	6.7
87	Turkey	3.7
	World Average	3.0
116	Jordan	2.3
117	Egypt	2.3
118	Lebanon	2.3
178	Cyprus	-1.4
180	Greece	-1.9
181	Tunisia	-2.4
183	Syria	-7.0

Travel & Tourism's Direct Contribution to Employment		2013 % growth
18	Saudi Arabia	14.4
66	Morocco	4.4
61	Turkey	3.6
112	Jordan	1.5
84	Egypt	1.4
	World Average	1.3
81	Greece	0.6
7	Cyprus	-0.8
94	Lebanon	-2.1
147	Tunisia	-2.1
17	Syria	-11.3

Travel & Tourism's Total Contribution to Employment		2013 % growth
2	Saudi Arabia	12.9
48	Morocco	3.7
77	Turkey	2.6
	World Average	1.7
102	Jordan	1.5
113	Egypt	0.9
148	Cyprus	-0.8
169	Lebanon	-1.8
170	Greece	-1.9
177	Tunisia	-2.2
183	Syria	-12.4

Travel & Tourism Investment		2013 % growth
69	Morocco	5.4
76	Turkey	4.9
	World Average	3.9
119	Lebanon	2.7
132	Saudi Arabia	1.7
135	Egypt	1.3
146	Jordan	0.7
177	Cyprus	-2.9
179	Tunisia	-3.2
182	Syria	-12.5
184	Greece	-21.1

Visitor Exports		2013 % growth
23	Morocco	8.0
41	Saudi Arabia	6.4
68	Egypt	4.9
92	Greece	2.9
	World Average	2.8
105	Turkey	2.2
106	Jordan	2.2
133	Lebanon	0.6
152	Cyprus	-0.6
173	Tunisia	-3.1
182	Syria	-7.6

Country rankings: Long term growth, 2013 - 2023

Travel & Tourism's Direct Contribution to GDP	2013 - 2023 % growth pa
27 Lebanon	5.8
37 Morocco	5.5
59 Egypt	5.0
70 Syria	4.8
73 Cyprus	4.7
World Average	4.2
107 Saudi Arabia	4.0
112 Jordan	3.9
114 Tunisia	3.9
129 Turkey	3.5
141 Greece	3.2

Travel & Tourism's Total Contribution to GDP	2013 - 2023 % growth pa
22 Lebanon	6.1
42 Morocco	5.5
53 Egypt	5.1
65 Syria	4.8
83 Cyprus	4.5
102 Jordan	4.3
World Average	4.2
111 Saudi Arabia	4.0
113 Tunisia	4.0
122 Turkey	3.7
139 Greece	3.3

Travel & Tourism's Direct Contribution to Employment	2013 - 2023 % growth pa
7 Cyprus	4.5
17 Syria	4.0
18 Saudi Arabia	3.9
61 Turkey	2.7
66 Morocco	2.7
81 Greece	2.4
84 Egypt	2.3
94 Lebanon	2.2
World Average	2.0
112 Jordan	1.8
147 Tunisia	1.1

Travel & Tourism's Total Contribution to Employment	2013 - 2023 % growth pa
8 Syria	4.4
10 Cyprus	4.3
17 Saudi Arabia	3.8
56 Greece	2.7
64 Morocco	2.5
World Average	2.5
77 Lebanon	2.3
82 Egypt	2.3
95 Jordan	2.1
115 Turkey	1.6
141 Tunisia	1.0

Travel & Tourism Investment Contribution to Capital Investment	2013 - 2023 % growth pa
28 Lebanon	6.4
42 Morocco	6.0
50 Turkey	5.7
61 Syria	5.4
66 Egypt	5.2
World Average	5.0
84 Cyprus	4.6
93 Jordan	4.5
107 Tunisia	4.2
117 Saudi Arabia	4.0
139 Greece	3.2

Visitor Exports Contribution to Exports	2013 - 2023 % growth pa
31 Morocco	6.0
37 Syria	5.6
41 Egypt	5.4
51 Saudi Arabia	5.2
65 Cyprus	4.9
76 Lebanon	4.5
78 Greece	4.4
World Average	4.0
105 Jordan	3.7
130 Tunisia	3.2
154 Turkey	2.5

Summary tables: Estimates & Forecasts

Syria	2012 SYPbn ¹	2012 % of total	2013 Growth ²	SYPbn ¹	2023 % of total	Growth ³
Direct contribution to GDP	130.0	4.7	-5.9	195.2	4.3	4.8
Total contribution to GDP	307.9	11.1	-7.0	458.1	10.2	4.8
Direct contribution to employment ⁴	201	4.0	-11.3	264	3.4	4.0
Total contribution to employment ⁴	489	9.7	-12.4	657	8.4	4.4
Visitor exports	144.4	16.7	-7.6	229.0	12.9	5.6
Domestic spending	85.8	3.1	-1.0	119.6	2.7	3.5
Leisure spending	171.5	3.5	-12.9	261.8	3.2	5.8
Business spending	58.7	1.2	17.6	86.9	1.1	2.3
Capital investment	21.0	4.3	-12.5	31.0	4.0	5.4

¹2012 constant prices & exchange rates; ²2013 real growth adjusted for inflation (%); ³2013-2023 annualised real growth adjusted for inflation (%); ⁴'000 jobs

Middle East	2012 US\$bn ¹	2012 % of total	2013 Growth ²	US\$bn ¹	2023 % of total	Growth ³
Direct contribution to GDP	76.6	3.0	4.2	128.1	3.3	4.8
Total contribution to GDP	194.9	7.7	3.9	324.5	8.5	4.8
Direct contribution to employment ⁴	1,670	2.6	2.5	2,399	2.7	3.4
Total contribution to employment ⁴	4,411	6.8	2.2	6,330	7.2	3.5
Visitor exports	78.1	5.3	3.1	125.5	5.4	4.5
Domestic spending	61.9	2.5	7.1	104.7	2.7	4.7
Leisure spending	104.6	2.2	4.1	173.9	2.5	4.8
Business spending	35.7	0.8	5.7	56.4	0.8	4.1
Capital investment	41.1	7.2	8.5	71.5	7.4	4.8

¹2012 constant prices & exchange rates; ²2013 real growth adjusted for inflation (%); ³2013-2023 annualised real growth adjusted for inflation (%); ⁴'000 jobs

Worldwide	2012 US\$bn ¹	2012 % of total	2013 Growth ²	US\$bn ¹	2023 % of total	Growth ³
Direct contribution to GDP	2,056.6	2.9	3.1	3,249.2	3.1	4.4
Total contribution to GDP	6,630.4	9.3	3.2	10,507.1	10.0	4.4
Direct contribution to employment ⁴	101,118	3.4	1.2	125,288	3.7	2.0
Total contribution to employment ⁴	261,394	8.7	1.7	337,819	9.9	2.4
Visitor exports	1,243.0	5.4	3.1	1,934.8	4.8	4.2
Domestic spending	2,996.3	4.2	3.2	4,831.2	4.7	4.6
Leisure spending	3,222.1	2.2	3.2	5,196.0	2.3	4.6
Business spending	1,017.4	0.7	3.1	1,572.8	0.7	4.1
Capital investment	764.7	4.7	4.2	1,341.4	4.9	5.3

¹2012 constant prices & exchange rates; ²2013 real growth adjusted for inflation (%); ³2013-2023 annualised real growth adjusted for inflation (%); ⁴'000 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 2012 prices

Syria (SYPbn, real 2012 prices)	2007	2008	2009	2010	2011	2012	2013E	2023F
1. Visitor exports	237.9	203.9	252.5	406.7	308.3	144.4	133.4	229.0
2. Domestic expenditure (includes government individual spending)	112.3	103.8	114.9	119.3	112.1	85.8	85.0	119.6
3. Internal tourism consumption (= 1 + 2)	350.2	307.7	367.3	526.0	420.3	230.2	218.4	348.7
4. Purchases by tourism providers, including imported goods (supply chain)	-148.2	-130.6	-156.0	-223.3	-179.3	-100.2	-96.1	-153.5
5. Direct contribution of Travel & Tourism to GDP (= 3 + 4)	202.0	177.1	211.4	302.7	241.0	130.0	122.3	195.2
Other final impacts (indirect & induced)	143.4	125.7	150.1	214.9	171.1	92.3	86.8	138.6
6. Domestic supply chain								
7. Capital investment	42.8	41.9	50.2	51.9	46.0	21.0	18.4	31.0
8. Government collective spending	10.9	10.4	11.8	12.3	12.0	9.1	9.4	15.4
9. Imported goods from indirect spending	-1.0	-1.2	-1.3	-1.4	-1.6	-1.6	-1.9	-3.4
10. Induced	95.3	85.4	106.4	143.3	114.0	57.1	51.4	81.4
11. Total contribution of Travel & Tourism to GDP (= 5 + 6 + 7 + 8 + 9 + 10)	493.4	439.4	528.6	723.7	582.5	307.9	286.4	458.1
Employment impacts ('000)								
12. Direct contribution of Travel & Tourism to employment	278.8	242.0	279.6	395.2	336.1	200.6	178.0	264.4
13. Total contribution of Travel & Tourism to employment	686.9	599.0	696.9	946.4	838.0	489.1	428.5	657.2
Other indicators								
14. Expenditure on outbound travel	19.1	27.1	30.7	58.5	43.5	28.5	28.5	35.9

The economic contribution of Travel & Tourism: Nominal prices

Syria (SYPbn, nominal prices)	2007	2008	2009	2010	2011	2012	2013E	2023F
1. Visitor exports	146.9	145.9	175.7	292.3	232.1	144.4	134.7	325.8
2. Domestic expenditure (includes government individual spending)	69.4	74.3	79.9	85.7	84.4	85.8	85.8	170.2
3. Internal tourism consumption (= 1 + 2)	216.3	220.2	255.6	378.1	316.5	230.2	1.4	496.0
4. Purchases by tourism providers, including imported goods (supply chain)	-91.5	-93.5	-108.5	-160.5	-135.0	-100.2	122.1	-218.3
5. Direct contribution of Travel & Tourism to GDP (= 3 + 4)	124.7	126.8	147.1	217.6	181.5	130.0	123.5	277.6
Other final impacts (indirect & induced)	88.6	90.0	104.4	154.5	128.8	92.3	87.7	197.1
6. Domestic supply chain								
7. Capital investment	26.5	30.0	35.0	37.3	34.7	21.0	18.6	44.1
8. Government collective spending	6.7	7.5	8.2	8.8	9.0	9.1	9.5	21.9
9. Imported goods from indirect spending	-0.6	-0.9	-0.9	-1.0	-1.2	-1.6	-2.0	-4.8
10. Induced	58.9	61.2	74.0	103.0	85.9	57.1	51.9	115.7
11. Total contribution of Travel & Tourism to GDP (= 5 + 6 + 7 + 8 + 9 + 10)	304.7	314.4	367.8	520.2	438.6	307.9	289.3	651.7
Employment impacts ('000)								
12. Direct contribution of Travel & Tourism to employment	278.8	242.0	279.6	395.2	336.1	200.6	178.0	264.4
13. Total contribution of Travel & Tourism to employment	686.9	599.0	696.9	946.4	838.0	489.1	428.5	657.2
Other indicators								
14. Expenditure on outbound travel	11.8	19.4	21.3	42.1	32.8	28.5	28.8	51.1

*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

Syria Growth ¹ (%)	2007	2008	2009	2010	2011	2012	2013E	2023F ²
1. Visitor exports	21.5	-14.3	23.8	61.1	-24.2	-53.2	-7.6	5.6
2. Domestic expenditure (includes government individual spending)	-3.8	-7.6	10.6	3.9	-6.1	-23.4	-1.0	3.5
3. Internal tourism consumption (= 1 + 2)	12.1	-12.1	19.4	43.1	-20.1	-45.2	-5.1	4.8
4. Purchases by tourism providers, including imported goods (supply chain)	11.6	-11.9	19.4	43.1	-19.7	-44.1	-4.1	4.8
5. Direct contribution of Travel & Tourism to GDP (= 3 + 4)	12.4	-12.3	19.3	43.2	-20.4	-46.1	-5.9	4.8
Other final impacts (indirect & induced)	12.4	-12.3	19.3	43.2	-20.4	-46.1	-5.9	4.8
6. Domestic supply chain								
7. Capital investment	29.9	-2.3	20.0	3.4	-11.4	-54.4	-12.5	5.4
8. Government collective spending	14.2	-4.0	13.5	3.7	-2.5	-23.6	3.4	5.0
9. Imported goods from indirect spending	12.2	-11.5	18.8	39.9	-19.1	-44.0	-4.5	4.8
10. Induced	12.3	-10.4	24.5	34.7	-20.4	-49.9	-10.0	4.7
11. Total contribution of Travel & Tourism to GDP (= 5 + 6 + 7 + 8 + 9 + 10)	13.8	-11.0	20.3	36.9	-19.5	-47.1	-7.0	4.8
Employment impacts ('000)								
12. Direct contribution of Travel & Tourism to employment	10.2	-13.2	15.5	41.3	-15.0	-40.3	-11.3	4.0
13. Total contribution of Travel & Tourism to employment	11.0	-12.8	16.3	35.8	-11.5	-41.6	-12.4	4.4
Other indicators								
14. Expenditure on outbound travel	34.3	42.1	13.2	90.7	-25.6	-34.6	0.2	2.3

¹2007-2012 real annual growth adjusted for inflation (%); ²2013-2023 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, 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 (eg museums) or recreational (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 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.

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) and has made small revisions to the research both this year and in 2012, following a full refinement in 2011. This has involved further 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 were Jordan, Italy and Sweden. As part of the alignment process in 2012, international travel expenditure inflows and outflows related to education were excluded from the data. Three new countries have been added in 2013 (Georgia, Iraq and Uzbekistan), bringing the total countries covered to 184 country reports. Additionally, we also produce a world report and reports on 17 world regions and sub-regions. This year there are 7 reports for special economic and geographic groups, including, for the first time, the Organization of American States (OAS) and the Commonwealth.

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.

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.

MEDITERRANEAN

Albania, Algeria, Bosnia Herzegovina, Croatia, Cyprus, Egypt, France, Greece, Israel, Italy, Lebanon, Libya, Malta, Montenegro, Morocco, Serbia, Slovenia, Spain, Syria, Tunisia, Turkey, Jordan, Macedonia, Portugal.

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.

OTHER OCEANIA

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

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.

THE COMMONWEALTH

Anguilla, Antigua and Barbuda, Australia, Bahamas, Bangladesh, Barbados, Belize, Bermuda, Botswana, Brunei, Cameroon, Canada, Cayman Islands, Cyprus, Dominica, Gambia, Ghana, Grenada, Guyana, India, Jamaica, Kenya, Kiribati, Lesotho, Malawi, Malaysia, Maldives, Malta, Mauritius, Mozambique, Namibia, Nigeria, New Zealand, Pakistan, Papua New Guinea, Rwanda, South Africa, Seychelles, Sierra Leone, Singapore, Solomon Islands, Sri Lanka, St Kitts and Nevis, St Lucia, St Vincent and the Grenadines, Swaziland, Tanzania, Tonga, Trinidad and Tobago, Uganda, UK, British Virgin Islands, Vanuatu, Zambia.

*included in European Union

Economic impact reports:

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

Every trip that is taken helps to boost our global economy by trillions of dollars and supports 260 million jobs worldwide. That's almost 1 in 11 of all the jobs on our planet. So, thanks for playing your part in Travel & Tourism – one of the world's greatest industries.

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Jonathan M Tisch
Chairman & CEO

LOS ANGELES WORLD AIRPORTS
Gina Marie Lindsey
Executive Director

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YANG Weimin
CEO

SOUTH AFRICAN AIRWAYS
Sizakele Mzimela
CEO

SPRING INTERNATIONAL
TRAVEL SERVICES
YU Wan
Vice-President

STARWOOD HOTELS & RESORTS
WORLDWIDE
Frits D van Paasschen
President & CEO

TAJ HOTELS RESORTS & PALACES
Raymond Bickson
Managing Director & CEO

TAP PORTUGAL
Fernando Pinto
CEO

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Alexander Pleshakov
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TRAVEL LEADERS
Michael Batt
Chairman & CEO

UNITED AIRLINES
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Jim Compton
Executive Vice President & Chief Revenue Officer

VALUE RETAIL
Desiree Bollier
CEO

VIRTUOSO
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CEO

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Andy Payne
CEO

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Co-Founder, Co-Chair & CEO

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Senior Partner & Managing Director
Dr Daniel Stelter
Senior Partner & Managing Director

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Group Vice President, Strategic Partnership Marketing

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Vice Chairman & Partner, Deloitte & Touche LLP

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President & Chief Operating Officer

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Global Consumer Leader

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Atsutoshi Nishida
Chairman of the Board

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Mario Ferreira
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Kevin Wallace
President & CEO

MAKEMYTRIP.COM
Deep Kalra
Founder & Chief Executive

NORTHERN CAUCACUS RESORTS
Alexey Anatolyevich
Director General

ROTANA HOTEL MANAGEMENT
CORPORATION
Selim El Zyr
President & CEO

SHKP HOTELS
Ricco De Blank
CEO

SWAIN TOURS
Ian Swain
President

TREND OPERADORA LTDA
Luis Paulo Luppa
CEO

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Gérard Pélisson
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Adviser to Chairman

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TOSCANA VILLE & CASTELLI
Tommaso Zanzotto
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Carl Ruderman
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CHAIRMAN EMERITUS

RRE VENTURES
James D Robinson III
General Partner
WTTC Chairman (1990-1994)

IMMEDIATE PAST CHAIRMAN

ABERCROMBIE & KENT
Geoffrey J W Kent
Founder, Chairman & CEO
WTTC Chairman (2007-2012)

FORMER CHAIRMEN

GLOBAL ALLIANCE ADVISORS LLC
Vincent A Wolfington
Chairman

WTTC Chairman (2004-2007)
INTERCONTINENTAL HOTELS GROUP
Sir Ian Prosser
Retired Chairman
WTTC Chairman (2001-2003)

AMERICAN EXPRESS
Harvey Golub
Retired Chairman & CEO
WTTC Chairman (1996-2001)

ROBERT H BURNS HOLDINGS
Robert H Burns
Chairman
WTTC Chairman (1994-1996)

IMMEDIATE PAST PRESIDENT

CREWE ASSOCIATES
Jean-Claude Baumgarten
Chairman & MD

Notes

This image shows a full page of blank, lined paper. It features approximately 20 evenly spaced horizontal grey lines across the entire width of the page, typical of notebook or primary writing paper. There are no margins, text, or other markings present.

Notes

This image shows a full page of blank, lined paper. It features approximately 28 evenly spaced horizontal grey lines across its entire width, providing a template for handwriting practice or general note-taking. The margins are consistent on all sides.



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