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GLOBAL TRAVEL AND TOURISM INDUSTRY - STATISTICS & FACTS

The purpose of scientific research is a comprehensive and reliable study of the global travel and tourism industry, its statistics and facts.

The travel and tourism industry is one of the world's largest industries with a global economic contribution (direct, indirect and induced) of over 7.6 trillion U.S. dollars in 2016. The direct economic impact of the industry, including accommodation, transportation, entertainment and attractions, was approximately 2.3 trillion U.S. dollars that year. A number of countries, such as France and the United States, are consistently popular tourism destinations, but other, less well-known countries are quickly emerging in order to reap the economic benefits of the industry.

Worldwide, the tourism industry has experienced steady growth almost every year. International tourist arrivals increased from 528 million in 2005 to 1.19 billion in 2015. Figures were forecasted to exceed 1.8 billion by 2030. Each year, Europe receives the most international tourist arrivals. It also produces the most travelers: with approximately 607 million outbound tourists in 2015, the region had more than double that of the second largest tourist origin, the Asia Pacific region.

In 2015, global international tourism revenue reached approximately 1.26 trillion U.S. dollars, having almost doubled since 2005. That year, China had the largest international tourism expenditure, followed by the United States and Germany. The leading city in international visitor spending was Dubai, where tourists spent more than 31.3 billion U.S. dollars in 2016.

Global travel & tourism industry

A highly valuable industry to the global economy, travel and tourism's contribution has steadily increased for over a decade. North America makes the largest contribution in this area, closely followed by the European Union and North East Asia. Due to their less developed tourism industries, regions such as North and Sub Saharan Africa make a much smaller impact.

However, according to the World Travel and Tourism Council (WTTC), some of the fastest-emerging tourism destinations can be found in Africa, including Namibia, Zambia and Angola. This is perhaps due to the realization of the benefits travel and tourism can provide for a country's economy, or maybe because of the growing popularity of less-traveled destinations among global tourists. This is not to say travelers are not still visiting well-established tourism destinations in their millions – the number of overseas visitors to the United States, for example, is still increasing each year and is expected to exceed 40 million by 2018.[2, c.8]

Dubai tourism

Dubai is the second largest and second most important and influential emirate of the United Arab Emirates after the capital, Abu Dhabi. Many may associate the Middle Eastern economy with the oil industry, but little of Dubai's revenue comes from oil. In fact, the most profitable industries in Dubai are tourism, real estate and financial services. The number of tourists in Dubai has increased year-on-year, reaching almost

15 million in 2016. This made Dubai the fourth most visited city destination worldwide after Bangkok, London, and Paris according to the MasterCard Global Destination Cities Index.

Dubai also ranked as the first leading city destination for international visitor spending – tourists spent over 28 billion U.S. dollars there in 2016. That year, Doha was the top feeder city for overnight visitors to Dubai, providing just over one million visitors. Tourists may have been attracted to Dubai to witness the tallest building in the world, the Burj Khalifa.

Despite Dubai's tourism success, by far the smallest share of global international tourist arrivals can be found in the Middle East. While still retaining the smallest tourism market in the world, international tourist arrivals in the Middle East are expected to triple to almost 150 million by 2030.

Travel and tourism

In 2015, the best ranked country in the Travel & Tourism Competitiveness Index was Spain with a score of 5.31 out of seven. The index was part of "The Travel & Tourism Competitiveness Report 2015: Growth through Shocks." The report assessed worldwide economies on their travel and tourism development efforts and the impact of this on job creation.

Travel and tourism's total contribution to global GDP reached 7.58 trillion U.S. dollars in 2014 - 3.85 trillion of this figure came from leisure spending. In that year, there were 973.8 million international tourist arrivals worldwide, over half of these visiting Europe. This number had increased by around 250 million since 2005 and was forecasted to almost double to 1.81 billion by 2030.

The United States ranked fourth out of 141 on the 2014 Travel & Tourism Competitiveness Index with a score of 5.12 out of seven. Travel and tourism's total contribution to GDP in the U.S. was 1.4 trillion U.S. dollars and, of its direct contribution, just under 80 percent came from domestic tourists. In the same year, the industry directly created 5.3 million jobs in the U.S.[2, c. 431]

International tourism

International tourism is a trillion-dollar market with increasing worldwide revenues. In 2009, the industry generated 851 billion U.S. dollars in revenues globally. This increased to approximately 1.2 trillion U.S. dollars in 2015. In recent years, total global outbound travel spending has increased annually and provisional figures suggest spending increased by six percent in 2014. The growth of travel and tourism is internationally significant due to the industry's economic impact. In 2016, travel and tourism's total contribution to the global economy was 7.61 trillion U.S. dollars, of which, 2.31 trillion U.S. dollars was a direct contribution.

The growth in global tourism spending could be attributed to the increased accessibility of international travel. Since 1995, the total number of international tourist arrivals has more than doubled. China, the country with the highest travel and tourism expenditure, has seen a large increase in outbound tourism. Between 2009 and 2015, the number of Chinese residents visiting the U.S. increased from around 520 thousand visitors to 2.59 million, this was forecasted to reach 5.72 million by 2021. Global expenditure by international Chinese tourists amounted to approximately 261.1 billion U.S. dollars in 2016. This equated to approximately 21.4 percent of the total international tourist spend that year.

According to a ranking by the World Travel and Tourism Council, the regions which benefit the most from travel and tourism are North America, the European Union and North East Asia. Travel and tourism contributed upwards of 1.5 trillion U.S. dollars to the economies of each of these regions in 2016. Comparatively, the contribution to the GDP of Latin America, the region which was ranked forth, was only 328.2 million U.S. dollars. The high travel and tourism spend in Europe and the U.S. could be generated by the high visitor spend in the regional major cities. In 2015, the two leading cities for international visitor spending worldwide were Dubai and London, with a visitor spend of 31.3 billion U.S. dollars and 19.76 billion U.S. dollars respectively.[2, c.532]

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