The Authority on World Travel & Tourism
Promote Sustainable Growth

Create Prosperity & Jobs

Work with Government & Industry

Drive Exports & GDP Growth

Co-ordinate Global & Regional Action
Our Mission

The Authority on World Travel & Tourism

INSIGHT & OPINION

INFLUENCE & ACTION

Our Mission
2,600 million jobs
1 in 12 jobs
$6 trillion contribution
9% GDP

2011 Global Data
324 million jobs
1 in 10 jobs
$9 trillion contribution
9.6% GDP

2021 Global Forecast
2011 Industry Comparison

- Automotive: 8% GDP
- Travel & Tourism: 9% GDP
- Banking: 11% GDP
BRIC countries driving growth: India & China 9% p.a.

China outbound travellers: 58m -125m by 2021

2 billion new middle class consumers by 2030
Europe grows slower at 2.6% p.a.

Emerging European markets with faster growth at 6% p.a.

France, Italy, Germany, Spain, are slowest at 1 - 2% p.a.
Global Barriers to Growth
Visas remain a global barrier

UK outside Schengen agreement

US losses since 9/11: $606 billion

ACTION

Governments must improve technology, investment, & processes

Barriers to Growth - Visas
Taxation is destroying industry profitability

APD in UK, now Germany & Austria

Dutch & Irish cancelled their taxes

ACTIONS

Governments must understand the damage to jobs and GDP growth

Barriers to Growth - Taxation
Aviation at 2% carbon emissions unfairly victimised

Oil companies will make $169 billion @ $16 billion profit in 2011

Airlines only make a profit margin of 0.6%

ACTION

Governments must support development & production of biofuels

Barriers to Growth - Sustainability
Caribbean Barriers to Growth
Arrivals down from Europe – wider impact worse

T&T impact on employment, exports and GDP – not understood

Rising fuel prices impact air fares & hotels

ACTIONS
Governments must talk with one regional voice on a global platform
Tourism taxes will further dampen demand

Infrastructure development is key

Technology for visa waiver option

ACTIONS

Governments must invest to drive jobs and GDP growth

Barriers to Growth - Caribbean
Barriers to Growth - Caribbean

Golden Book at CARICOM

Work together – visas, taxation

Market together – internet, social

ACTION

Governments in the region must act with one voice, to compete effectively in T&T

Barriers to Growth - Caribbean
Acting with One Voice