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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



Schweiz	1	51750
Norwegen	100	55350
Schweden	100	11100
Kanada	100	98760
Japan	100	0590



Our Mission

I N S I G H T & O P I N I O N I N F L U E N C E & A C T I O N

Our Mission



# Global Insight





**2 6 0** million jobs

1 in 12 jobs

**\$ 6** trillion contribution



2011 Global Data



3

2

4

million jobs

1 in 10 jobs

\$

9

trillion  
contribution



2021 Global Forecast





**8%**  
GDP

Automotive

**9%**  
GDP

Travel & Tourism

**11%**  
GDP

Banking



2011 Industry Comparison



3.3%

2010

4.5%

?

2011



Global Performance



BRIC countries driving growth: India & China 9% p.a.

China outbound travellers: 58m -125m by 2021

2 billion new middle class consumers by 2030



Emerging Markets



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.



Europe



# 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

**ACTION**

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

**ACTION**

Governments must talk with  
one regional voice on a  
global platform

Barriers to Growth - Caribbean

Tourism taxes will further dampen demand

Infrastructure development is key

Technology for visa waiver option

**ACTION**

Governments must invest to drive jobs and GDP growth

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

