




Travel & Tourism

ECONOMIC IMPACT 2016

INDIA



The survival of many fish species depends on migrations up and down rivers. A fish ladder provides a detour route for migrating fish past a particular obstruction on the river. Designs vary but in general all fish ladders contain a series of ascending pools that are reached by swimming against a stream of water. Fish leap through the cascade of rushing water, rest in a pool, and then repeat the process until they are out of the ladder.

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FOREWORD

The World Travel & Tourism Council (WTTC) is the global authority on the economic and social contribution of Travel & Tourism. WTTC promotes sustainable growth for the sector, working with governments and international institutions to create jobs, to drive exports and to generate prosperity.

For over 25 years, WTTC has been quantifying the economic impact of Travel & Tourism. This year, the 2016 Annual Economic Reports cover 184 countries and 24 regions of the world. Our 10 year forecasts provide a unique perspective on the sector's potential for long-term growth, and the continued vital contribution to the economic strength and social development of the world.

For the fifth successive year, the growth of the Travel & Tourism sector in 2015 (2.8%) outpaced that of the global economy (2.3%) and a number of other major sectors such as manufacturing and retail. In total, Travel & Tourism generated US \$7.2 trillion (9.8% of global GDP) and supported 284 million jobs, equivalent to 1 in 11 jobs in the global economy.

The outlook for Travel & Tourism in 2016 remains robust, despite economic fragilities and other sources of volatility in the wider market. The sector's GDP growth contribution is expected to accelerate and again outpace growth of the wider economy. Stronger growth in 2016 is likely to be underpinned by an improving global economy. The lowest oil prices in more than a decade will continue to boost demand through lower transport costs, whilst household finances and disposable income will benefit from reduced energy costs.

Through the last year, safety and security concerns have moved into the spotlight, and we have to assume that these issues will continue to cause difficulties in the years ahead. We note that the sector remains resilient and that governments are working hard to ensure the safety of tourists and to minimise the impact of security threats. Incidents such as the ones we observed with shock and sadness in recent months will not stop people travelling, as the world continues to go about its business.

There are other factors which are influencing the flow of travellers around the world. Notably, the strength of the US dollar relative to other currencies is shifting the price competitiveness of destinations and will affect who travels where this year. Undoubtedly new developments will emerge alongside these existing factors. Travel & Tourism is a key force for good, and it has proven in the past that it is strong and adaptable enough to face any challenges. It will continue to grow, to create jobs, and to bring economic and social benefits.

The Travel & Tourism sector is expected to grow faster than the wider economy and many other industries over the next decade. It is anticipated to support over 370 million jobs by 2026. Such strong growth will require tourism destinations across the world to provide environments that are conducive to business development. It will require effective coordination between public institutions and the private sector around the world.

WTTC is proud to contribute the evidence base required for public and private bodies to make the right decisions for the future growth of a sustainable Travel & Tourism sector.

David Scowsill
President & CEO



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THE ECONOMIC IMPACT OF TRAVEL & TOURISM MARCH 2016

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2016 ANNUAL RESEARCH: KEY FACTS¹

2016 forecast

GDP: DIRECT CONTRIBUTION

The direct contribution of Travel & Tourism to GDP was INR2,668.3bn (2.0% of total GDP) in 2015, and is forecast to rise by 7.1% in 2016, and to rise by 7.9% pa, from 2016-2026, to INR6,115.5bn (2.4% of total GDP) in 2026.

GDP: TOTAL CONTRIBUTION

The total contribution of Travel & Tourism to GDP was INR8,309.4bn (6.3% of GDP) in 2015, and is forecast to rise by 7.3% in 2016, and to rise by 7.5% pa to INR18,362.2bn (7.2% of GDP) in 2026.

EMPLOYMENT: DIRECT CONTRIBUTION

In 2015 Travel & Tourism directly supported 23,454,500 jobs (5.5% of total employment). This is expected to rise by 3.2% in 2016 and rise by 2.0% pa to 29,629,000 jobs (5.8% of total employment) in 2026.

EMPLOYMENT: TOTAL CONTRIBUTION

In 2015, the total contribution of Travel & Tourism to employment, including jobs indirectly supported by the industry, was 8.7% of total employment (37,315,000 jobs). This is expected to rise by 3.0% in 2016 to 38,441,000 jobs and rise by 1.9% pa to 46,422,000 jobs in 2026 (9.0% of total).

VISITOR EXPORTS

Visitor exports generated INR1,249.3bn (4.2% of total exports) in 2015. This is forecast to grow by 5.3% in 2016, and grow by 7.2% pa, from 2016-2026, to INR2,625.6bn in 2026 (3.8% of total).

INVESTMENT

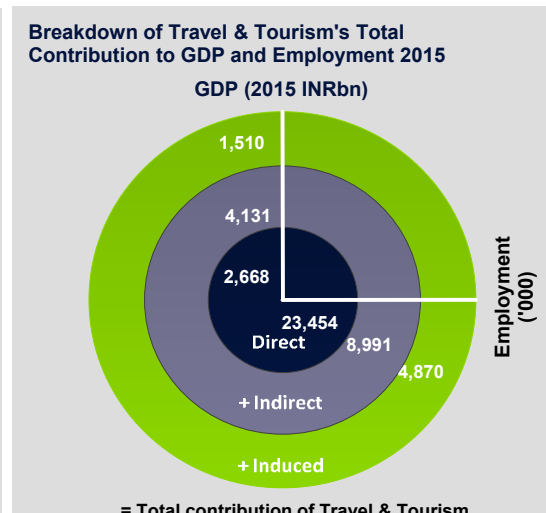
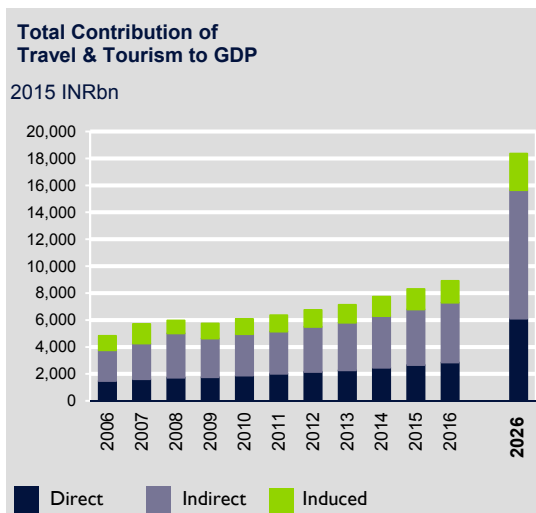
Travel & Tourism investment in 2015 was INR2,264.1bn, or 6.0% of total investment. It should rise by 4.8% in 2016, and rise by 6.3% pa over the next ten years to INR4,356.7bn in 2026 (6.0% of total).

¹All values are in constant 2015 prices & exchange rates

WORLD RANKING (OUT OF 184 COUNTRIES):

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

12 ABSOLUTE Size in 2015	142 RELATIVE SIZE Contribution to GDP in 2015	2 GROWTH 2016 forecast	3 LONG-TERM GROWTH Forecast 2016-2026
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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 sector 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. WTTC recognises that Travel & Tourism's total contribution is much greater however, 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 industries. 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.

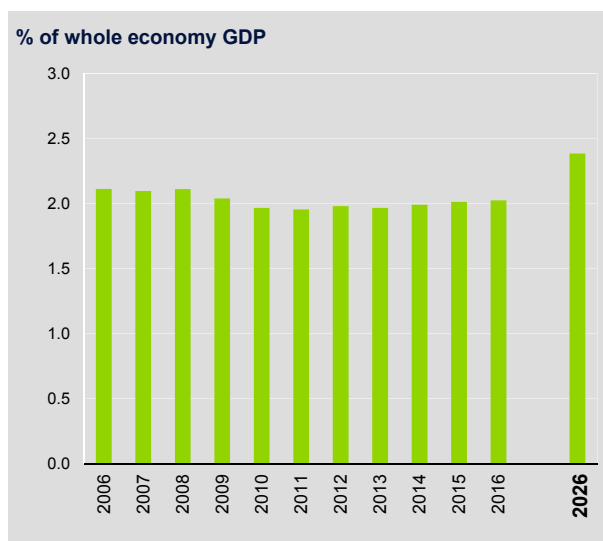
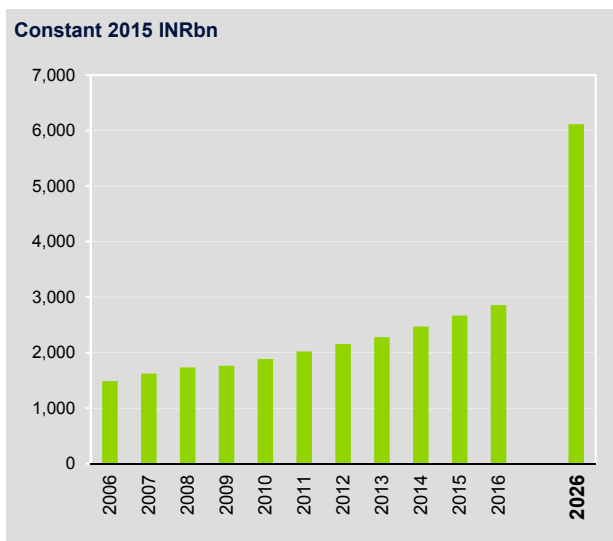
The 'induced' contribution measures the GDP and jobs supported by the spending of those who are directly or indirectly employed by the Travel & Tourism sector.

Travel & Tourism's contribution to GDP¹

The direct contribution of Travel & Tourism to GDP in 2015 was INR2,668.3bn (2.0% of GDP). This is forecast to rise by 7.1% to INR2,858.7bn in 2016. 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

The direct contribution of Travel & Tourism to GDP is expected to grow by 7.9% pa to INR6,115.5bn (2.4% of GDP) by 2026.

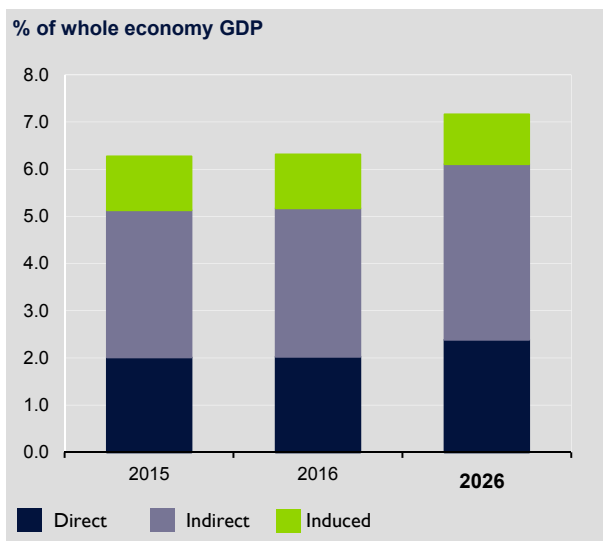
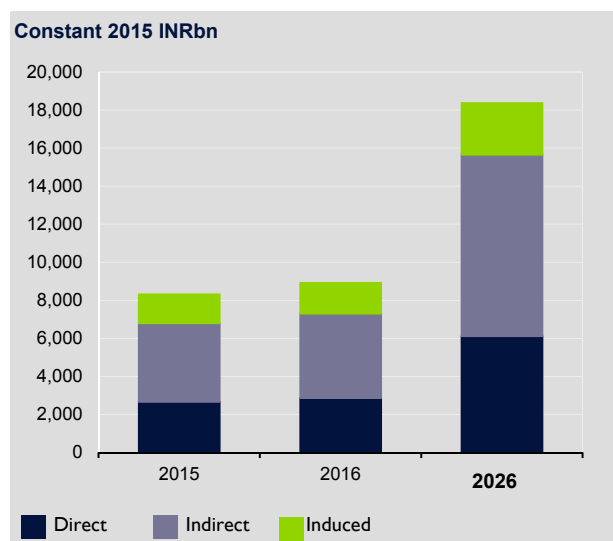
INDIA: DIRECT CONTRIBUTION OF TRAVEL & TOURISM TO GDP



The total contribution of Travel & Tourism to GDP (including wider effects from investment, the supply chain and induced income impacts, see page 2) was INR8,309.4bn in 2015 (6.3% of GDP) and is expected to grow by 7.3% to INR8,913.6bn (6.3% of GDP) in 2016.

It is forecast to rise by 7.5% pa to INR18,362.2bn by 2026 (7.2% of GDP).

INDIA: TOTAL CONTRIBUTION OF TRAVEL & TOURISM TO GDP



¹ All values are in constant 2015 prices & exchange rates

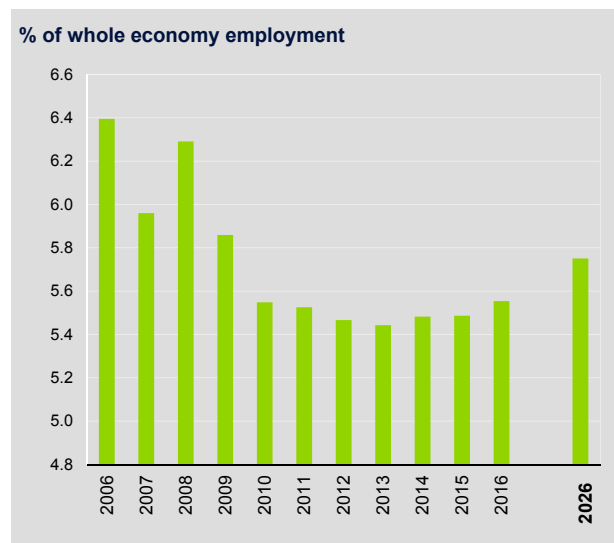
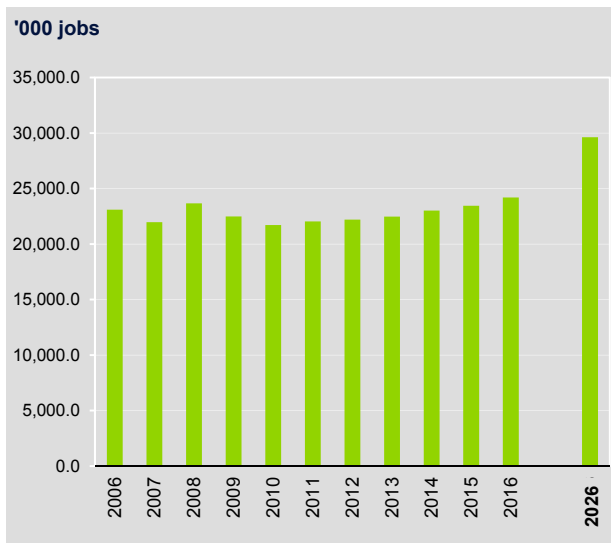
Travel & Tourism's contribution to employment

Travel & Tourism generated 23,454,500 jobs directly in 2015 (5.5% of total employment) and this is forecast to grow by 3.2% in 2016 to 24,197,500 (5.6% 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 2026, Travel & Tourism will account for 29,629,000 jobs directly, an increase of 2.0% pa over the next ten years.

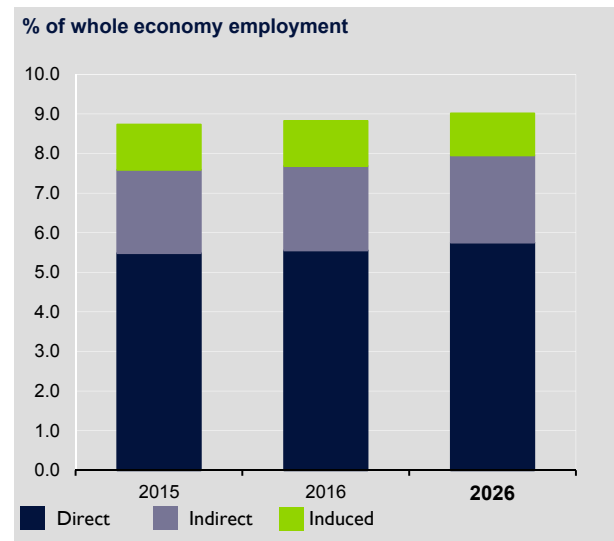
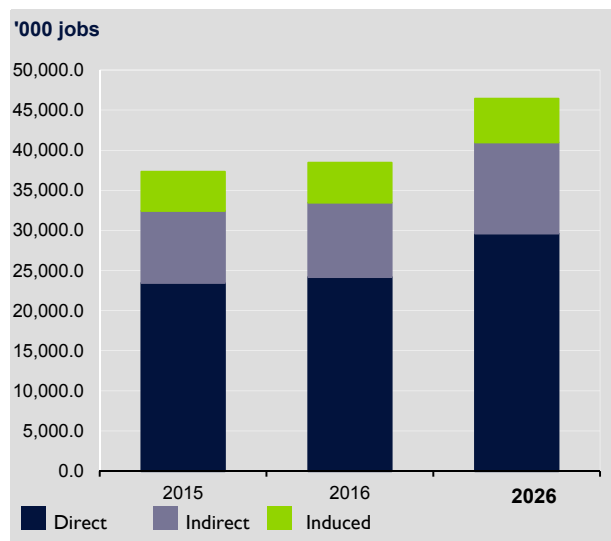
INDIA: DIRECT CONTRIBUTION OF TRAVEL & TOURISM TO EMPLOYMENT



The total contribution of Travel & Tourism to employment (including wider effects from investment, the supply chain and induced income impacts, see page 2) was 37,315,000 jobs in 2015 (8.7% of total employment). This is forecast to rise by 3.0% in 2016 to 38,441,000 jobs (8.8% of total employment).

By 2026, Travel & Tourism is forecast to support 46,422,000 jobs (9.0% of total employment), an increase of 1.9% pa over the period.

INDIA: TOTAL CONTRIBUTION OF TRAVEL & TOURISM TO EMPLOYMENT



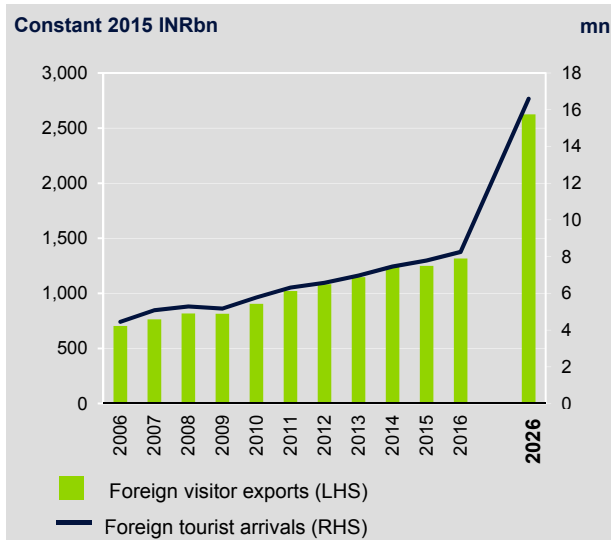
Visitor Exports and Investment¹

VISITOR EXPORTS

Money spent by foreign visitors to a country (or visitor exports) is a key component of the direct contribution of Travel & Tourism. In 2015, India generated INR1,249.3bn in visitor exports. In 2016, this is expected to grow by 5.3%, and the country is expected to attract 8,252,000 international tourist arrivals.

By 2026, international tourist arrivals are forecast to total 16,603,000, generating expenditure of INR2,625.6bn, an increase of 7.2% pa.

INDIA: VISITOR EXPORTS AND INTERNATIONAL TOURIST ARRIVALS

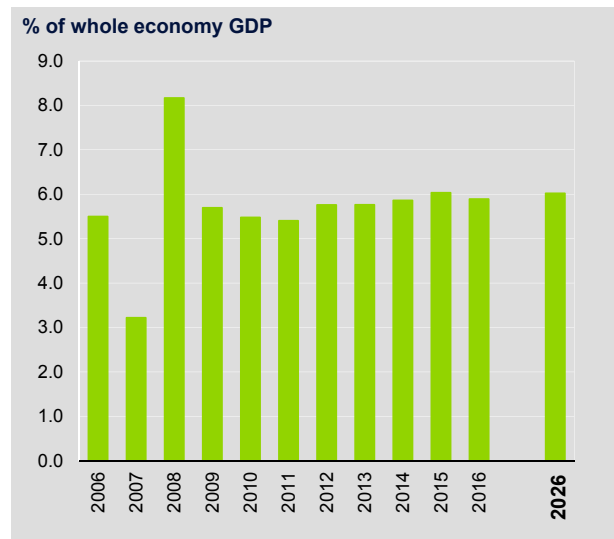
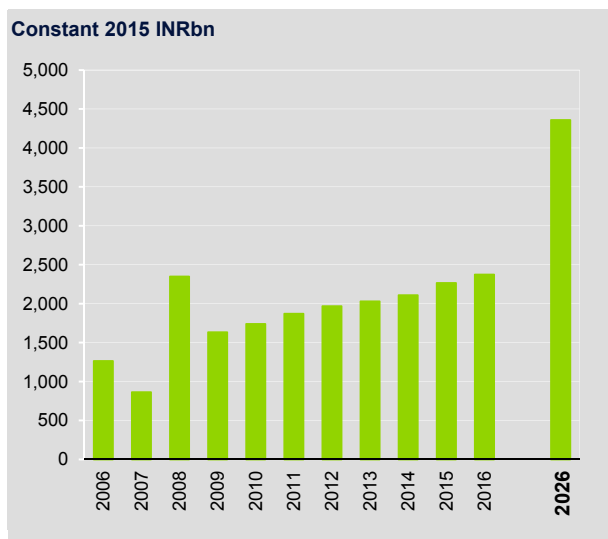


INVESTMENT

Travel & Tourism is expected to have attracted capital investment of INR2,264.1bn in 2015. This is expected to rise by 4.8% in 2016, and rise by 6.3% pa over the next ten years to INR4,356.7bn in 2026.

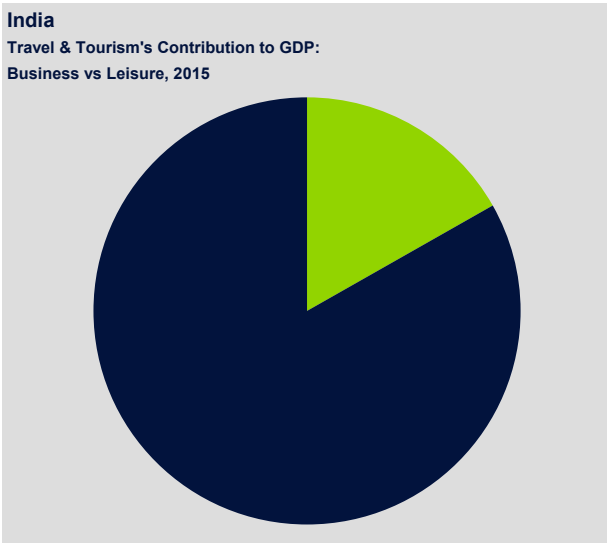
Travel & Tourism's share of total national investment will rise from 5.9% in 2016 to 6.0% in 2026.

INDIA: CAPITAL INVESTMENT IN TRAVEL & TOURISM



¹ All values are in constant 2015 prices & exchange rates

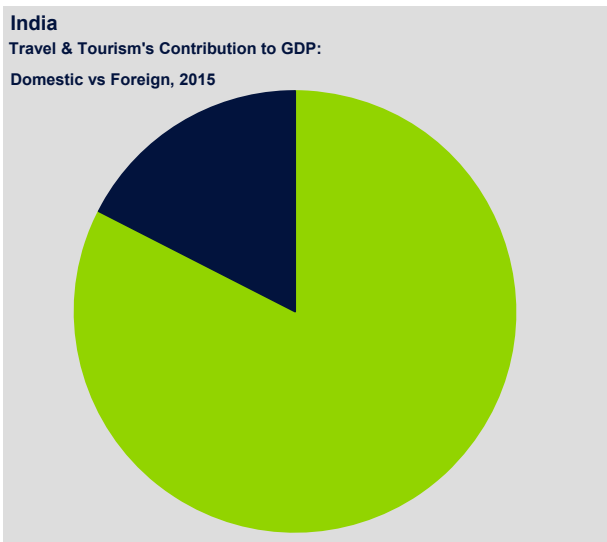
Different components of Travel & Tourism¹



Leisure travel spending (inbound and domestic) generated 83.2% of direct Travel & Tourism GDP in 2015 (INR5,945.5bn) compared with 16.8% for business travel spending (INR1,198.9bn).

Leisure travel spending is expected to grow by 5.9% in 2016 to INR6,297.5bn, and rise by 7.8% pa to INR13,320.8bn in 2026.

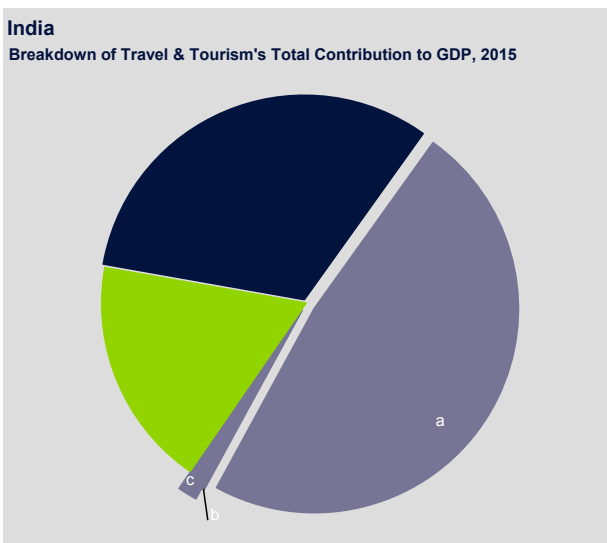
Business travel spending is expected to grow by 8.7% in 2016 to INR1,302.9bn, and rise by 7.2% pa to INR2,610.3bn in 2026.



Domestic travel spending generated 82.5% of direct Travel & Tourism GDP in 2015 compared with 17.5% for visitor exports (ie foreign visitor spending or international tourism receipts).

Domestic travel spending is expected to grow by 6.6% in 2016 to INR6,284.4bn, and rise by 7.8% pa to INR13,305.5bn in 2026.

Visitor exports are expected to grow by 5.3% in 2016 to INR1,315.9bn, and rise by 7.2% pa to INR2,625.6bn in 2026.



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 three times greater than its direct contribution.

¹ All values are in constant 2015 prices & exchange rates

Country rankings: Absolute contribution, 2015

Travel & Tourism's Direct Contribution to GDP	2015 (US\$bn)
2 China	224.0
11 India	41.6
12 Thailand	36.4
16 Indonesia	28.2
Asia Pacific Average	19.9
World Average	18.5
31 Malaysia	13.0
32 Vietnam	12.7
47 Pakistan	7.4
52 Bangladesh	5.2
62 Sri Lanka	3.5
70 Cambodia	2.4

Travel & Tourism's Total Contribution to GDP	2015 (US\$bn)
2 China	853.8
12 India	129.5
15 Indonesia	82.4
16 Thailand	81.6
Asia Pacific Average	63.0
World Average	55.7
27 Malaysia	38.9
40 Vietnam	26.7
50 Pakistan	18.1
60 Bangladesh	10.3
67 Sri Lanka	8.2
80 Cambodia	5.4

Travel & Tourism's Direct Contribution to Employment	2015 '000 jobs
1 India	23454.4
2 China	22489.6
5 Indonesia	3468.4
7 Vietnam	2782.8
9 Thailand	2402.3
Asia Pacific Average	2037.4
11 Pakistan	1429.6
15 Bangladesh	1138.7
18 Cambodia	1034.7
World Average	845.8
31 Malaysia	574.2
43 Sri Lanka	344.9

Travel & Tourism's Total Contribution to Employment	2015 '000 jobs
1 China	65096.8
2 India	37315.1
4 Indonesia	10284.0
7 Vietnam	6035.5
8 Thailand	5869.7
Asia Pacific Average	4768.3
14 Pakistan	3638.4
19 Bangladesh	2346.2
21 Cambodia	2303.7
World Average	2123.0
26 Malaysia	1575.8
44 Sri Lanka	798.1

Travel & Tourism Capital Investment	2015 (US\$bn)
2 China	132.5
3 India	35.3
14 Indonesia	14.0
Asia Pacific Average	9.3
21 Thailand	6.6
27 Malaysia	5.3
29 Vietnam	5.2
World Average	4.3
41 Pakistan	3.2
67 Sri Lanka	0.9
70 Bangladesh	0.8
92 Cambodia	0.4

Visitor Exports	2015 (US\$bn)
3 China	61.2
4 Thailand	49.0
16 India	19.5
25 Malaysia	15.4
Asia Pacific Average	12.1
30 Indonesia	11.8
34 Vietnam	9.7
World Average	7.1
58 Sri Lanka	3.7
59 Cambodia	3.5
107 Pakistan	1.1
158 Bangladesh	0.1

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 and regional average. Averages in above tables are simple cross-country averages. 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, 2015

Travel & Tourism's Direct Contribution to GDP	2015 % share
16 Cambodia	13.5
24 Thailand	9.3
40 Vietnam	6.6
64 Sri Lanka	4.6
66 Malaysia	4.4
103 Indonesia	3.3
World	3.0
115 Pakistan	2.8
Asia Pacific	2.7
138 Bangladesh	2.4
149 China	2.1
153 India	2.0

Travel & Tourism's Total Contribution to GDP	2015 % share
19 Cambodia	29.9
34 Thailand	20.8
55 Vietnam	13.9
58 Malaysia	13.1
76 Sri Lanka	10.6
World	9.8
93 Indonesia	9.6
Asia Pacific	8.5
117 China	7.9
128 Pakistan	7.0
142 India	6.3
165 Bangladesh	4.7

Travel & Tourism's Direct Contribution to Employment	2015 % share
18 Cambodia	12.1
44 Thailand	6.3
52 India	5.5
58 Vietnam	5.2
75 Sri Lanka	4.2
76 Malaysia	4.2
Asia Pacific	3.7
World	3.6
111 Indonesia	2.9
114 China	2.9
132 Pakistan	2.4
150 Bangladesh	2.0

Travel & Tourism's Total Contribution to Employment	2015 % share
22 Cambodia	26.9
50 Thailand	15.4
65 Malaysia	11.4
70 Vietnam	11.2
87 Sri Lanka	9.7
World	9.5
99 India	8.7
100 Indonesia	8.7
Asia Pacific	8.6
103 China	8.4
138 Pakistan	6.2
166 Bangladesh	4.1

Travel & Tourism Investment Contribution to Total Capital Investment	2015 % share
27 Cambodia	15.3
46 Vietnam	10.4
51 Pakistan	9.3
75 Malaysia	6.9
76 Thailand	6.8
83 India	6.0
93 Indonesia	5.0
World	4.3
116 Sri Lanka	4.0
Asia Pacific	3.7
151 China	2.8
182 Bangladesh	1.2

Visitor Exports Contribution to Total Exports	2015 % share
38 Cambodia	32.6
57 Sri Lanka	20.7
64 Thailand	17.9
104 Malaysia	7.3
115 Indonesia	6.4
World	6.1
124 Vietnam	5.6
Asia Pacific	5.5
138 India	4.2
143 Pakistan	3.8
164 China	2.6
179 Bangladesh	0.4

Country rankings: Real growth, 2016

Travel & Tourism's Direct Contribution to GDP	2016 % growth
1 Malaysia	7.9
2 India	7.1
14 China	6.1
24 Indonesia	5.5
34 Bangladesh	5.2
35 Vietnam	5.2
Asia Pacific	5.0
47 Thailand	4.3
53 Cambodia	4.2
75 Sri Lanka	3.6
World	3.3
87 Pakistan	3.2

Travel & Tourism's Total Contribution to GDP	2016 % growth
2 India	7.3
3 Malaysia	6.9
10 China	6.3
11 Bangladesh	6.1
21 Indonesia	5.5
24 Vietnam	5.3
Asia Pacific	5.2
39 Sri Lanka	4.5
44 Pakistan	4.4
48 Cambodia	4.2
59 Thailand	4.0
World	3.5

Travel & Tourism's Direct Contribution to Employment	2016 % growth
5 Malaysia	6.2
38 India	3.2
50 Indonesia	2.6
Asia Pacific	2.2
76 Cambodia	2.0
World	1.9
83 Thailand	1.6
88 Bangladesh	1.5
98 China	1.3
115 Pakistan	0.8
118 Vietnam	0.7
126 Sri Lanka	0.4

Travel & Tourism's Total Contribution to Employment	2016 % growth
8 Malaysia	5.2
35 India	3.0
43 China	2.8
Asia Pacific	2.6
48 Indonesia	2.6
54 Bangladesh	2.3
World	2.2
65 Thailand	2.0
72 Pakistan	1.9
117 Cambodia	0.7
119 Vietnam	0.7
137 Sri Lanka	0.1

Travel & Tourism Investment	2016 % growth
7 Pakistan	11.4
22 Thailand	8.0
23 Sri Lanka	7.9
26 Vietnam	7.7
37 Indonesia	7.0
50 Bangladesh	6.3
60 Cambodia	5.6
80 China	5.1
88 India	4.8
Asia Pacific	4.8
World	4.7
147 Malaysia	1.4

Visitor Exports	2016 % growth
1 Malaysia	12.3
17 Pakistan	6.6
38 India	5.3
44 Thailand	5.0
53 Bangladesh	4.3
Asia Pacific	4.1
88 Cambodia	3.1
World	3.0
114 Vietnam	2.2
117 China	2.1
126 Sri Lanka	1.7
137 Indonesia	1.0

Country rankings: Long term growth, 2016 - 2026

Travel & Tourism's Direct Contribution to GDP	2016 - 2026 % growth pa
4 India	7.9
7 China	7.4
9 Vietnam	7.2
11 Thailand	6.7
17 Sri Lanka	6.3
25 Cambodia	6.0
Asia Pacific	5.7
41 Bangladesh	5.6
52 Pakistan	5.3
56 Indonesia	5.3
88 Malaysia	4.5
World	4.2

Travel & Tourism's Total Contribution to GDP	2016 - 2026 % growth pa
3 India	7.5
5 Vietnam	7.2
8 China	7.0
15 Thailand	6.4
18 Bangladesh	6.4
22 Sri Lanka	6.3
24 Cambodia	6.1
33 Indonesia	5.8
Asia Pacific	5.6
45 Pakistan	5.5
62 Malaysia	5.1
World	4.0

Travel & Tourism's Direct Contribution to Employment	2016 - 2026 % growth pa
5 Thailand	5.1
13 Cambodia	4.2
49 Malaysia	3.3
69 Sri Lanka	2.6
81 Vietnam	2.4
91 Pakistan	2.3
World	2.1
Asia Pacific	2.1
96 India	2.0
128 China	1.6
130 Indonesia	1.6
162 Bangladesh	0.8

Travel & Tourism's Total Contribution to Employment	2016 - 2026 % growth pa
2 Thailand	4.6
21 Malaysia	3.7
37 China	3.5
58 Cambodia	2.9
Asia Pacific	2.8
World	2.5
77 Pakistan	2.4
85 Vietnam	2.3
99 Indonesia	2.0
102 India	1.9
103 Bangladesh	1.9
114 Sri Lanka	1.7

Travel & Tourism Investment Contribution to Capital Investment	2016 - 2026 % growth pa
3 Bangladesh	8.8
8 Pakistan	7.6
14 Malaysia	7.0
15 Indonesia	6.9
21 Thailand	6.6
22 Vietnam	6.5
24 Cambodia	6.3
29 India	6.3
34 China	6.1
Asia Pacific	5.4
54 Sri Lanka	5.2
World	4.5

Visitor Exports Contribution to Exports	2016 - 2026 % growth pa
9 Thailand	7.5
13 India	7.2
15 Bangladesh	7.1
16 Pakistan	6.9
17 Vietnam	6.8
20 Sri Lanka	6.7
22 Indonesia	6.6
53 Cambodia	5.5
78 Malaysia	4.8
Asia Pacific	4.7
World	4.3
184 China	0.3

Summary tables: Estimates & Forecasts

India	2015 US\$mn ¹	2015 % of total	2016 Growth ²	US\$mn ¹	2026 % of total	Growth ³
Direct contribution to GDP	41,582.4	2.0	7.1	95,302.5	2.4	7.9
Total contribution to GDP	129,493.0	6.3	7.3	286,154.0	7.2	7.5
Direct contribution to employment ⁴	23,454.4	5.5	3.2	29,628.9	5.8	2.0
Total contribution to employment ⁴	37,315.1	8.7	3.0	46,422.1	9.0	1.9
Visitor exports	19,469.3	4.5	5.3	40,917.4	4.6	7.2
Domestic spending	91,866.8	4.4	6.6	207,350.0	5.2	7.8
Leisure spending	92,653.2	1.7	5.9	207,589.0	2.0	7.8
Business spending	18,682.9	0.3	8.7	40,678.0	0.4	7.2
Capital investment	35,283.4	6.0	4.8	67,893.6	6.0	6.3

¹2015 constant prices & exchange rates; ²2016 real growth adjusted for inflation (%); ³2016-2026 annualised real growth adjusted for inflation (%); ⁴000 jobs

Asia Pacific	2015 US\$bn ¹	2015 % of total	2016 Growth ²	US\$bn ¹	2026 % of total	Growth ³
Direct contribution to GDP	635.9	2.7	5.0	1,162.0	3.1	5.7
Total contribution to GDP	2,016.8	8.5	5.2	3,645.6	9.7	5.6
Direct contribution to employment ⁴	65,197	3.7	2.2	81,693	4.2	2.1
Total contribution to employment ⁴	152,585	8.6	2.6	205,581	10.5	2.8
Visitor exports	386.0	5.5	4.1	633.4	5.8	4.7
Domestic spending	1,040.3	4.4	5.4	1,968.1	5.3	6.0
Leisure spending	1,111.6	2.0	4.9	2,024.6	2.4	5.7
Business spending	314.7	0.6	5.6	577.3	0.7	5.7
Capital investment	296.5	3.7	4.8	527.2	4.3	5.4

¹2015 constant prices & exchange rates; ²2016 real growth adjusted for inflation (%); ³2016-2026 annualised real growth adjusted for inflation (%); ⁴000 jobs

Worldwide	2015 US\$bn ¹	2015 % of total	2016 Growth ²	US\$bn ¹	2026 % of total	Growth ³
Direct contribution to GDP	2,229.8	3.0	3.3	3,469.1	3.4	4.2
Total contribution to GDP	7,170.3	9.8	3.5	10,986.5	10.8	4.0
Direct contribution to employment ⁴	107,833	3.6	1.9	135,884	4.0	2.1
Total contribution to employment ⁴	283,578	9.5	2.2	370,204	11.0	2.5
Visitor exports	1,308.9	6.1	3.0	2,056.0	6.2	4.3
Domestic spending	3,419.9	4.7	3.3	5,245.5	5.2	4.0
Leisure spending	3,621.9	2.3	3.0	5,645.8	2.6	4.2
Business spending	1,106.9	0.7	3.9	1,658.8	0.8	3.7
Capital investment	774.6	4.3	4.7	1,254.2	4.7	4.5

¹2015 constant prices & exchange rates; ²2016 real growth adjusted for inflation (%); ³2016-2026 annualised real growth adjusted for inflation (%); ⁴000 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 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 2015 prices

India (INRbn, real 2015 prices)	2010	2011	2012	2013	2014	2015	2016E	2026F
1. Visitor exports	905.6	1021.2	1082.9	1146.3	1248.1	1249.3	1315.9	2625.6
2. Domestic expenditure (includes government individual spending)	4119.3	4383.8	4679.9	4972.9	5342.9	5895.0	6284.4	13,306
3. Internal tourism consumption (= 1 + 2)	5024.9	5405.1	5762.7	6119.2	6591.0	7144.3	7600.3	15,931
4. Purchases by tourism providers, including imported goods (supply chain)	-3,138.5	-3,382.1	-3,604.8	-3,838.6	-4,120.5	-4,476.0	-4,741.6	-9,815.7
5. Direct contribution of Travel & Tourism to GDP (= 3 + 4)	1,886.4	2,023.0	2,158.0	2,280.6	2,470.5	2,668.3	2,858.7	6,115.5
Other final impacts (indirect & induced)	2,888.4	3,097.5	3,304.2	3,491.9	3,782.7	4,085.6	4,377.1	9,363.7
6. Domestic supply chain								
7. Capital investment	1,738.7	1,869.3	1,967.1	2,027.7	2,106.8	2,264.1	2,373.0	4,356.7
8. Government collective spending	90.7	97.7	104.3	115.9	126.3	129.3	144.9	259.5
9. Imported goods from indirect spending	-1,640.6	-1,931.7	-2,032.4	-2,105.1	-2,182.1	-2,347.6	-2,449.8	-4,437.5
10. Induced	1,121.9	1,206.6	1,247.5	1,320.3	1,431.4	1,509.7	1,609.7	2,704.3
11. Total contribution of Travel & Tourism to GDP (= 5 + 6 + 7 + 8 + 9 + 10)	6,085.4	6,362.4	6,748.6	7,131.2	7,735.6	8,309.4	8,913.6	18,362
Employment impacts ('000)								
12. Direct contribution of Travel & Tourism to employment	21,718	22,046	22,203	22,471	23,022	23,454	24,197	29,629
13. Total contribution of Travel & Tourism to employment	33,931	34,854	35,255	35,736	36,693	37,315	38,441	46,422
Other indicators								
14. Expenditure on outbound travel	643.6	803.6	748.1	742.8	930.1	1,019.6	1,087.3	2,038.7

The economic contribution of Travel & Tourism: Nominal prices

India (INRbn, nominal prices)	2010	2011	2012	2013	2014	2015	2016E	2026F
1. Visitor exports	687.2	844.1	963.4	1,089.3	1,237.7	1,249.3	1,413.0	4,503.4
2. Domestic expenditure (includes government individual spending)	3,125.8	3,623.4	4,163.4	4,725.4	5,298.6	5,895.0	6,747.9	22,821
3. Internal tourism consumption (= 1 + 2)	3,813.0	4,467.5	5,126.8	5,814.7	6,536.4	7,144.3	8,160.9	27,324
4. Purchases by tourism providers, including imported goods (supply chain)	-2,381.6	-2,795.4	-3,206.9	-3,647.6	-4,086.4	-4,476.0	-5,091.3	-16,835
5. Direct contribution of Travel & Tourism to GDP (= 3 + 4)	1,431.4	1,672.1	1,919.8	2,167.1	2,450.0	2,668.3	3,069.6	10,489
Other final impacts (indirect & induced)	2,191.8	2,560.2	2,939.5	3,318.1	3,751.4	4,085.6	4,700.0	16,060
6. Domestic supply chain								
7. Capital investment	1,319.4	1,545.1	1,750.0	1,926.8	2,089.4	2,264.1	2,548.0	7,472.4
8. Government collective spending	68.8	80.7	92.8	110.1	125.2	129.3	155.6	445.2
9. Imported goods from indirect spending	-1,244.9	-1,596.6	-1,808.1	-2,000.3	-2,164.0	-2,347.6	-2,630.5	-7,610.9
10. Induced	851.3	997.3	1,109.8	1,254.6	1,419.6	1,509.7	1,728.4	4,638.3
11. Total contribution of Travel & Tourism to GDP (= 5 + 6 + 7 + 8 + 9 + 10)	4,617.8	5,258.8	6,003.9	6,776.3	7,671.5	8,309.4	9,571.0	31,494
Employment impacts ('000)								
12. Direct contribution of Travel & Tourism to employment	21,718	22,046	22,203	22,471	23,022	23,454	24,197	29,629
13. Total contribution of Travel & Tourism to employment	33,931	34,854	35,255	35,736	36,693	37,315	38,441	46,422
Other indicators								
14. Expenditure on outbound travel	488.4	664.2	665.5	705.9	922.4	1,019.6	1,167.5	3,496.7

*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

India	2010	2011	2012	2013	2014	2015	2016E	2026F ²
Growth¹ (%)								
1. Visitor exports	11.2	12.8	6.0	5.9	8.9	0.1	5.3	7.2
2. Domestic expenditure (includes government individual spending)	5.6	6.4	6.8	6.3	7.4	10.3	6.6	7.8
3. Internal tourism consumption (= 1 + 2)	6.6	7.6	6.6	6.2	7.7	8.4	6.4	7.7
4. Purchases by tourism providers, including imported goods (supply chain)	6.3	7.8	6.6	6.5	7.3	8.6	5.9	7.5
5. Direct contribution of Travel & Tourism to GDP (= 3 + 4)	7.0	7.2	6.7	5.7	8.3	8.0	7.1	7.9
Other final impacts (indirect & induced)								
6. Domestic supply chain	7.0	7.2	6.7	5.7	8.3	8.0	7.1	7.9
7. Capital investment	6.5	7.5	5.2	3.1	3.9	7.5	4.8	6.3
8. Government collective spending	7.9	7.7	6.8	11.1	9.0	2.4	12.0	6.0
9. Imported goods from indirect spending	6.8	14.3	5.7	4.3	5.1	7.7	5.3	6.7
10. Induced	1.8	7.6	3.4	5.8	8.4	5.5	6.6	5.3
11. Total contribution of Travel & Tourism to GDP (= 5 + 6 + 7 + 8 + 9 + 10)	6.0	4.6	6.1	5.7	8.5	7.4	7.3	7.5
Employment impacts ('000)								
12. Direct contribution of Travel & Tourism to employment	-3.5	1.5	0.7	1.2	2.5	1.9	3.2	2.0
13. Total contribution of Travel & Tourism to employment	-2.1	2.7	1.2	1.4	2.7	1.7	3.0	1.9
Other indicators								
14. Expenditure on outbound travel	0.1	24.9	-6.9	-0.7	25.2	9.6	6.6	6.5

¹2009-2014 real annual growth adjusted for inflation (%); ²2015-2025 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 Travel & Tourism. 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 sector plus its indirect and induced impacts (see below).

TOTAL CONTRIBUTION TO EMPLOYMENT

The number of jobs generated directly in the Travel & Tourism sector 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 services (eg museums) or recreational services (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 industries directly involved in Travel & Tourism. 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:** 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 industries within Travel & Tourism 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.

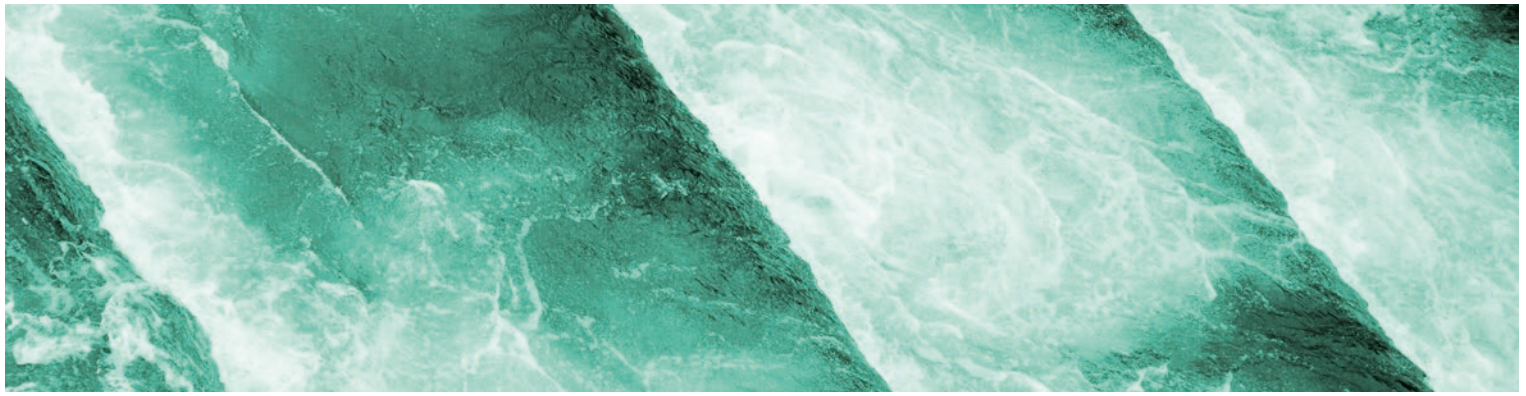
OTHER INDICATORS

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). This involves benchmarking of country reports to official, published TSAs. This year the Ecuador TSA was integrated for the first time, alongside new data for Austria, Bermuda, Canada, Czech Rep, Ecuador, France, Lithuania, Malaysia, New Zealand, Nicaragua, Qatar, South Africa, Switzerland, UK, and the USA.

In addition to producing data on 184 countries, WTTC also produces reports on 24 other regions, sub-regions and economic and geographic groups. This year, there are 8 reports for special economic and geographic groups.

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.

THE COMMONWEALTH

Anguilla, Antigua and Barbuda, Australia, Bahamas, Bangladesh, Barbados, Belize, Bermuda, Botswana, Brunei, Cameroon, Canada, Cayman Islands, Cyprus, Dominica, 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.

FORMER NETHERLANDS ANTILLES

Bonaire, Curacao, Sint Maarten, Saba and Sint Eustatius.

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 (MEDITERRANEAN TRAVEL ASSOCIATION)

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

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.

PACIFIC ALLIANCE

Chile, Colombia, Mexico, Peru.

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.

*included in European Union

ECONOMIC IMPACT REPORTS:

REGIONS, SUB REGIONS & 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			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		Other Oceania	UK			
		Central African Republic			Guadeloupe		Papua New Guinea	OTHER EUROPE		Albania	
		Chad			Haiti		Solomon Islands			Armenia	
		Comoros			Jamaica		Tonga			Azerbaijan	
		Democratic Republic of Congo			Martinique		Vanuatu			Belarus	
		Ethiopia			Puerto Rico		Bangladesh			Bosnia Herzegovina	
		Gabon			St Kitts & Nevis		India			Georgia	
		Gambia			St Lucia		Maldives			Iceland	
		Ghana			St Vincent & the Grenadines		Nepal			Kazakhstan	
		Guinea			Trinidad & Tobago		Pakistan			Kyrgyzstan	
		Ivory Coast			US Virgin Islands		Sri Lanka			Macedonia	
		Kenya			LATIN AMERICA		SOUTHEAST ASIA (ASEAN)	Brunei		Moldova	
		Lesotho						Argentina		Cambodia	Montenegro
		Madagascar						Belize		Indonesia	Norway
		Malawi						Bolivia		Laos	Russian Federation
		Mali						Brazil		Malaysia	Serbia
		Mauritius						Chile		Myanmar	Switzerland
		Mozambique						Colombia		Philippines	Turkey
		Namibia						Costa Rica		Singapore	Ukraine
		Niger						Costa Rica		Thailand	Uzbekistan
		Nigeria		El Salvador				Vietnam		MIDDLE EAST	Bahrain
		Republic of Congo		Ecuador			Austria	Iran			
		Reunion		Ecuador			Belgium	Iraq			
		Rwanda		Guatemala			Bulgaria	Israel			
		Sao Tome & Principe		Guyana			Croatia	Jordan			
		Senegal		Honduras			Cyprus	Kuwait			
		Seychelles		Nicaragua			Czech Republic	Lebanon			
		Sierra Leone		Panama			Denmark	Oman			
		South Africa		Paraguay			Estonia	Qatar			
		Sudan		Peru	Finland		Saudi Arabia				
	Swaziland	Suriname		France	Syria						
	Tanzania	Uruguay		Germany	UAE						
	Togo	Venezuela		Greece	Yemen						
	Uganda	NORTH AMERICA		EUROPEAN UNION	Hungary						
	Zambia				Canada		Ireland				
	Zimbabwe				Mexico		Italy				
	USA	Latvia									



The World Travel & Tourism Council is the global authority on the economic and social contribution of Travel & Tourism.

WTTTC promotes sustainable growth for the sector, working with governments and international institutions to create jobs, to drive exports and to generate prosperity. Council Members are the Chairs, Presidents and Chief Executives of the world's leading, private sector Travel & Tourism businesses.

Together with its research partner, Oxford Economics, WTTTC produces annual research that shows Travel & Tourism to be one of the world's largest sectors, supporting 285 million jobs and generating 9.8% of global GDP in 2015. Comprehensive reports quantify, compare and forecast the economic impact of Travel & Tourism on 184 economies around the world. In addition to the individual country reports, WTTTC produces a world report highlighting global trends and 24 further reports that focus on regions, sub-regions and economic and geographic groups. To download reports or data, please visit www.wtttc.org



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TRAVEL PAYS

HOW MONEY TRAVELS





THE AUTHORITY ON WORLD TRAVEL & TOURISM

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