

The Authority on World Travel & Tourism

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# Tavel & Tourism

ECONOMIC IMPACT 2014 MONGOLIA

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## Foreword

The World Travel & Tourism Council (WTTC) has been investing in economic impact research for over 20 years in order to assess and quantify the value of Travel & Tourism's contribution to GDP and employment. We now produce reports and forecasts of the sector's impact in 184 countries and 24 geographic and economic regions in the world. Our 10-year forecasts provide unique information and seek to better equip both public and private bodies with empirical evidence for their policy making and investment decisions.

2013 proved to be another successful year for the Travel & Tourism industry. Our latest annual research, conducted in conjunction with our research partner Oxford Economics, shows Travel & Tourism's contribution to world GDP grew for the fourth consecutive year in 2013, helped especially by strong demand from international travellers. Visitor exports, the measure of money spent by these international tourists, rose by 3.9% at a global level year on year, to US\$1.3trillion, and by over 10% within South East Asia. It is clear that the growth in Travel & Tourism demand from emerging markets continues with pace, as large rising middle-classes, especially from Asia and Latin America, are willing and more able than ever to travel both within and beyond their borders.

In 2013, Travel & Tourism's total contribution to the global economy rose to 9.5% of global GDP (US \$7 trillion), not only outpacing the wider economy, but also growing faster than other significant sectors such as financial and business services, transport and manufacturing. In total, nearly 266 million jobs were supported by Travel & Tourism in 2013 - 1 in 11 of all jobs in the world. The sustained demand for Travel & Tourism, together with its ability to generate high levels of employment continues to prove the importance and value of the sector as a tool for economic development and job creation.

The outlook for Travel & Tourism in 2014 is also very positive, with Total Travel & Tourism GDP growth forecast to reach 4.3%. Much of this growth is being driven by higher consumer spending as the recovery from recession gathers pace and is becoming firmly established. Tourists are expected to spend more per trip and stay longer on their holidays in 2014, while long haul travel, especially among the European markets, is also expected to gain a greater share of international tourism demand. Profitability for travel companies should also start to edge up, bringing opportunities for further job creation in the process.

Travel & Tourism forecasts over the next ten years also look extremely favourable, with predicted growth rates of over 4% annually that continue to be higher than growth rates in other sectors. Capitalising on the opportunities for this Travel & Tourism growth will, of course, require destinations and regional authorities, particularly those in emerging markets, to create favourable business climates for investment in the infrastructure and human resource support necessary to facilitate a successful and sustainable tourism sector. At the national level, governments can also do much to implement more open visa regimes and to employ intelligent rather than punitive taxation policies. If the right steps are taken, Travel & Tourism can be a true force for good.

David Szowich

David Scowsill President & CEO WTTC

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Mongolia

## 2014 ANNUAL RESEARCH: KEY FACTS<sup>1</sup>

### **GDP: DIRECT CONTRIBUTION**

The direct contribution of Travel & Tourism to GDP was MNT423.8bn (2.5% of total GDP) in 2013, and is forecast to rise by 5.2% in 2014, and to rise by 6.3% pa, from 2014-2024, to MNT820.0bn (1.7% of total GDP) in 2024.

## **GDP: TOTAL CONTRIBUTION**

The total contribution of Travel & Tourism to GDP was MNT896.3bn (5.2% of GDP) in 2013, and is forecast to rise by 9.8% in 2014, and to rise by 5.7% pa to MNT1,709.7bn (3.6% of GDP) in 2024.

## **EMPLOYMENT: DIRECT CONTRIBUTION**

In 2013 Travel & Tourism directly supported 26,500 jobs (2.1% of total employment). This is expected to fall by 3.4% in 2014 and rise by 2.1% pa to 31,000 jobs (2.1% of total employment) in 2024.

## **EMPLOYMENT: TOTAL CONTRIBUTION**

In 2013, the total contribution of Travel & Tourism to employment, including jobs indirectly supported by the industry, was 4.5% of total employment (58,000 jobs). This is expected to fall by 0.5% in 2014 to 57,500 jobs and rise by 0.2% pa to 59,000 jobs in 2024 (3.9% of total).

## **VISITOR EXPORTS**

Visitor exports generated MNT573.8bn (7.9% of total exports) in 2013. This is forecast to grow by 0.9% in 2014, and grow by 4.4% pa, from 2014-2024, to MNT891.2bn in 2024 (4.3% of total).

## **INVESTMENT**

200

Direct

Travel & Tourism investment in 2013 was MNT1,058.8bn, or 11.0% of total investment. It should rise by 7.8% in 2014, and rise by 7.3% pa over the next ten years to MNT2,302.5bn in 2024 (10.5% of total).

<sup>1</sup>All values are in constant 2013 prices & exchange rates

## WORLD RANKING (OUT OF 184 COUNTRIES):

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

2007 2008 2009 2010 2011 2011 2013 2013 2013

Indirect Induced

Relative importance of Travel	& Tourisin's total contribution	IO GDP		
<b>148</b> ABSOLUTE Size in 2013	<b>152</b> RELATIVE SIZE Contribution to GDP in 2013	<b>3</b> GROWTH 2014 forecast	36 LONG-TERM GROW Forecast 2014-2024	
Total Contribution of Travel & Tourism to GDP 2013 MNTbn		Breakdown of Travel & To Contribution to GDP and I GDP (201		
1,800 1,600 1,400 1,200 1,000 800 600 400		144 329 424 Dir	26 rect 21	Employment ('000)

2024

2014 forecast



+ Indirect

+ Induced



## 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 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 GDP<sup>1</sup>

The direct contribution of Travel & Tourism to GDP in 2013 was MNT423.8bn (2.5% of GDP). This is forecast to rise by 5.2% to MNT445.9bn in 2014. 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 6.3% pa to MNT820.0bn (1.7% of GDP) by 2024.

#### MONGOLIA: 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 MNT896.3bn in 2013 (5.2% of GDP) and is expected to grow by 9.8% to MNT984.3bn (5.0% of GDP) in 2014.

It is forecast to rise by 5.7% pa to MNT1,709.7bn by 2024 (3.6% of GDP).

#### MONGOLIA: TOTAL CONTRIBUTION OF TRAVEL & TOURISM TO GDP





<sup>1</sup> All values are in constant 2013 prices & exchange rates



## Travel & Tourism's contribution to employment

Travel & Tourism generated 26,500 jobs directly in 2013 (2.1% of total employment) and this is forecast to fall by 3.4% in 2014 to 25,500 (2.0% 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 2024, Travel & Tourism will account for 31,000 jobs directly, an increase of 2.1% pa over the next ten years.

#### MONGOLIA: 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 58,000 jobs in 2013 (4.5% of total employment). This is forecast to fall by 0.5% in 2014 to 57,500 jobs (4.4% of total employment).

By 2024, Travel & Tourism is forecast to support 59,000 jobs (3.9% of total employment), an increase of 0.2% pa over the period.







## Visitor Exports and Investment<sup>1</sup>

#### **VISITOR EXPORTS**

Visitor exports are a key component of the direct contribution of Travel & Tourism. In 2013, Mongolia generated MNT573.8bn in visitor exports. In 2014, this is expected to grow by 0.9%, and the country is expected to attract 456,000 international tourist arrivals.

By 2024, international tourist arrivals are forecast to total 696,000, generating expenditure of MNT891.2bn, an increase of 4.4% pa.

#### MONGOLIA: VISITOR EXPORTS AND INTERNATIONAL TOURIST ARRIVALS





#### INVESTMENT

Travel & Tourism is expected to have attracted capital investment of MNT1,058.8bn in 2013. This is expected to rise by 7.8% in 2014, and rise by 7.3% pa over the next ten years to MNT2,302.5bn in 2024.

Travel & Tourism's share of total national investment will fall from 10.5% in 2014 to 10.5% in 2024.







<sup>1</sup>All values are in constant 2013 prices & exchange rates



## Different components of Travel & Tourism<sup>1</sup>





Mongolia Travel & Tourism's Contribution to GDP: Domestic vs Foreign, 2013



Leisure travel spending (inbound and domestic) generated 83.0% of direct Travel & Tourism GDP in 2013 (MNT763.7bn) compared with 17.0% for business travel spending (MNT156.4bn).

Leisure travel spending is expected to grow by 3.0% in 2014 to MNT786.7bn, and rise by 5.7% pa to MNT1,375.2bn in 2024.

Business travel spending is expected to grow by 8.2% in 2014 to MNT169.2bn, and rise by 8.6% pa to MNT386.6bn in 2024.

Domestic travel spending generated 37.6% of direct Travel & Tourism GDP in 2013 compared with 62.4% for visitor exports (ie foreign visitor spending or international tourism receipts).

Domestic travel spending is expected to grow by 8.9% in 2014 to MNT376.9bn, and rise by 8.7% pa to MNT870.6bn in 2024.

Visitor exports are expected to grow by 0.9% in 2014 to MNT579.1bn, and rise by 4.4% pa to MNT891.2bn in 2024.

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.



37.6%



18.5% (b) Investment 11.3% (c) Government collective 6.9%



<sup>1</sup> All values are in constant 2013 prices & exchange rates

## Country rankings: Absolute contribution, 2013

	& Tourism's Direct bution to GDP	2013 (US\$bn)
2	China	241.8
	Asia Pacific Average	163.5
3	Japan	108.6
13	India	37.2
14	Thailand	34.9
16	Indonesia	27.1
18	Hong Kong	24.6
19	Malaysia	22.4
20	Macau	21.7
	World Average	18.0
44	Vietnam	7.1
140	Mongolia	0.3

	& Tourism's Direct bution to Employment	2013 '000 jobs
1	China	22779.8
2	India	22320.2
	Asia Pacific Average	15846.7
6	Indonesia	3042.5
7	Thailand	2562.9
8	Vietnam	1899.2
11	Japan	1447.2
19	Malaysia	880.8
	World Average	799.8
39	Hong Kong	346.1
64	Macau	165.3
133	Mongolia	26.3

	& Tourism I Investment	2013 (US\$bn)
2	China	117.0
	Asia Pacific Average	71.1
3	Japan	35.2
4	India	33.1
12	Indonesia	15.5
18	Thailand	7.5
22	Malaysia	6.6
23	Hong Kong	6.3
	World Average	4.2
34	Vietnam	3.9
44	Macau	2.9
72	Mongolia	0.7

	& Tourism's Total bution to GDP	2013 (US\$bn)
2	China	850.1
	Asia Pacific Average	504.2
3	Japan	339.9
13	India	113.2
16	Indonesia	80.8
17	Thailand	78.1
19	Hong Kong	59.8
	World Average	55.0
23	Malaysia	50.3
26	Масаи	43.3
52	Vietnam	14.8
148	Mongolia	0.6

	& Tourism's Total bution to Employment	2013 '000 jobs
1	China	64412.3
	Asia Pacific Average	36716.1
2	India	35438.5
4	Indonesia	9227.6
7	Thailand	6011.5
8	Japan	4496.9
10	Vietnam	4071.4
	World Average	2017.4
22	Malaysia	1857.5
44	Hong Kong	716.6
81	Macau	293.7
140	Mongolia	57.8

Visitor Export		2013 (US\$bn)
	Asia Pacific Average	91.1
4	China	52.2
6	Macau	47.0
7	Thailand	45.4
8	Hong Kong	44.4
13	Malaysia	21.9
20	India	19.0
27	Japan	15.1
32	Indonesia	10.3
	World Average	7.0
44	Vietnam	6.6
135	Mongolia	0.4

The tables on pages 7-10 provide 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.

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## Country rankings: Relative contribution, 2013

	& Tourism's Direct bution to GDP	2013 % share
2	Масаи	43.1
25	Thailand	9.0
27	Hong Kong	8.9
32	Malaysia	7.2
63	Vietnam	4.6
98	Indonesia	3.1
	World	2.9
	Asia Pacific	2.9
116	China	2.6
122	Mongolia	2.5
136	Japan	2.2
149	India	2.0

	& Tourism's Direct bution to Employment	2013 % share
1	Macau	47.1
22	Hong Kong	9.2
35	Malaysia	6.7
38	Thailand	6.6
56	India	4.9
84	Vietnam	3.7
	Asia Pacific	3.5
	World	3.4
106	China	3.0
113	Indonesia	2.7
132	Japan	2.3
144	Mongolia	2.1

	& Tourism Investment bution to Total Capital Investment	2013 % share
1	Macau	42.4
44	Mongolia	11.0
48	Hong Kong	9.4
60	Vietnam	7.9
62	Malaysia	7.7
71	Thailand	7.0
78	India	6.2
92	Indonesia	5.3
	World	4.4
	Asia Pacific	3.8
134	Japan	3.3
148	China	2.8

	& Tourism's Total bution to GDP	2013 % share
2	Масаи	86.2
28	Hong Kong	21.8
35	Thailand	20.2
41	Malaysia	16.1
84	Vietnam	9.6
	World	9.5
92	China	9.2
93	Indonesia	9.2
	Asia Pacific	8.9
123	Japan	6.9
135	India	6.2
152	Mongolia	5.2

	& Tourism's Total bution to Employment	2013 % share
4	Масаи	83.8
32	Hong Kong	19.1
46	Thailand	15.4
50	Malaysia	14.1
	World	8.9
95	China	8.4
97	Indonesia	8.3
	Asia Pacific	8.2
105	Vietnam	7.9
111	India	7.7
118	Japan	7.1
154	Mongolia	4.5

Visitor Exports Contribution to Total Exports		2013 % share
2	Масаи	84.4
62	Thailand	16.0
85	Malaysia	8.5
93	Mongolia	7.9
99	Hong Kong	7.3
	World	5.4
119	Indonesia	5.0
	Asia Pacific	4.9
125	Vietnam	4.7
132	India	4.1
162	China	2.1
166	Japan	1.9

## Country rankings: Real growth, 2014

	& Tourism's Direct bution to GDP	2014 % growth
11	Vietnam	8.9
19	Indonesia	8.1
20	China	8.1
31	India	7.5
37	Malaysia	7.0
40	Macau	6.8
	Asia Pacific	5.2
69	Mongolia	5.2
86	Hong Kong	4.6
	World	4.3
155	Japan	2.4
182	Thailand	0.0

	& Tourism's Direct bution to Employment	2014 % growth
33	Vietnam	5.4
38	Malaysia	5.1
42	Hong Kong	4.8
60	Indonesia	3.9
105	India	2.5
	Asia Pacific	2.2
	World	2.2
131	China	1.7
132	Japan	1.7
144	Macau	1.0
177	Mongolia	-3.4
183	Thailand	-7.2

Travel Invest	& Tourism ment	2014 % growth
25	Macau	10.3
28	India	9.8
47	Mongolia	7.8
59	China	6.9
60	Vietnam	6.8
61	Thailand	6.7
	Asia Pacific	6.3
	World	5.7
87	Malaysia	5.1
102	Japan	4.4
120	Indonesia	3.4
163	Hong Kong	0.7

	& Tourism's Total bution to GDP	2014 % growth
3	Mongolia	9.8
10	Vietnam	8.9
17	China	8.3
25	Indonesia	7.5
28	India	7.3
30	Macau	7.2
35	Malaysia	6.8
	Asia Pacific	5.1
	World	4.3
107	Hong Kong	3.9
170	Japan	1.5
181	Thailand	0.1

	& Tourism's Total bution to Employment	2014 % growth
25	Vietnam	5.2
35	Malaysia	4.8
66	Hong Kong	3.8
76	Indonesia	3.2
89	India	2.7
96	China	2.6
	Asia Pacific	2.5
	World	2.5
113	Macau	2.1
147	Japan	0.8
163	Mongolia	-0.5
183	Thailand	-5.1

Visitor Exports		2014 % growth
1	Indonesia	14.2
5	Japan	12.9
18	Vietnam	9.8
21	Malaysia	9.5
	World	4.8
94	Hong Kong	4.8
	Asia Pacific	4.6
111	Macau	3.8
128	India	2.9
139	China	2.4
157	Mongolia	0.9
176	Thailand	-1.1



## Country rankings: Long term growth, 2014 - 2024

	& Tourism's Direct bution to GDP	2014 - 2024 % growth pa
5	China	7.4
9	Thailand	6.7
11	India	6.4
12	Vietnam	6.3
13	Mongolia	6.3
	Asia Pacific	5.4
51	Indonesia	5.3
79	Macau	4.6
91	Malaysia	4.4
	World	4.2
146	Hong Kong	3.3
183	Japan	1.4

	& Tourism's Direct bution to Employment	2014 - 2024 % growth pa
8	Thailand	4.9
46	Malaysia	3.1
99	Mongolia	2.1
104	India	2.1
	World	2.0
	Asia Pacific	2.0
129	Indonesia	1.6
133	Vietnam	1.5
136	China	1.5
139	Macau	1.4
165	Japan	0.6
176	Hong Kong	-0.2

	& Tourism Investment bution to Capital Investment	2014 - 2024 % growth pa
2	China	8.4
8	Macau	7.5
11	Mongolia	7.3
13	Indonesia	6.9
22	Thailand	6.6
23	Vietnam	6.5
25	India	6.5
	Asia Pacific	6.4
44	Malaysia	5.7
	World	5.1
156	Hong Kong	2.5
182	Japan	0.9

Travel & Tourism's Total Contribution to GDP		2014 - 2024 % growth pa
3	China	7.7
8	India	7.0
13	Thailand	6.4
33	Vietnam	6.0
36	Mongolia	5.7
37	Indonesia	5.7
	Asia Pacific	5.6
72	Macau	4.8
83	Malaysia	4.5
	World	4.2
161	Hong Kong	2.9
184	Japan	1.0

	& Tourism's Total bution to Employment	2014 - 2024 % growth pa
8	Thailand	4.4
34	China	3.5
49	Malaysia	3.1
	Asia Pacific	2.7
	World	2.4
92	Macau	2.1
99	India	1.9
108	Indonesia	1.8
143	Vietnam	1.2
169	Japan	0.3
170	Mongolia	0.2
177	Hong Kong	-0.5

	Exports bution to Exports	2014 - 2024 % growth pa
11	Thailand	7.3
23	Vietnam	6.5
26	China	6.3
36	Indonesia	5.8
	Asia Pacific	4.8
86	Mongolia	4.4
90	India	4.3
	World	4.2
98	Malaysia	4.1
112	Japan	3.8
119	Масаи	3.6
130	Hong Kong	3.4

## Summary tables: Estimates & Forecasts

Mongolia	2013 MNTbn <sup>1</sup>	2013 % of total	2014 Growth <sup>2</sup>	MNTbn <sup>1</sup>	2024 % of total	Growth <sup>3</sup>
Direct contribution to GDP	423.8	2.5	5.2	820.0	1.7	6.3
Total contribution to GDP	896.3	5.2	9.8	1,709.7	3.6	5.7
Direct contribution to employment <sup>4</sup>	26	2.1	-3.4	31	2.1	2.1
Total contribution to employment <sup>4</sup>	58	4.5	-0.5	59	3.9	0.2
Visitor exports	573.8	7.9	0.9	891.2	4.3	4.4
Domestic spending	346.2	2.0	8.9	870.6	1.8	8.7
Leisure spending	763.7	2.0	3.0	1,375.2	1.3	5.7
Business spending	156.4	0.4	8.2	386.6	0.4	8.6
Capital investment	1,058.8	11.0	7.8	2,302.5	10.5	7.3

<sup>1</sup>2013 constant prices & exchange rates; <sup>2</sup>2014 real growth adjusted for inflation (%); <sup>3</sup>2014-2024 annualised real growth adjusted for inflation (%); <sup>4</sup>000 jobs

Asia Pacific	2013 US\$bn <sup>1</sup>	2013 % of total	2014 Growth <sup>2</sup>	US\$bn <sup>1</sup>	2024 % of total	Growth <sup>3</sup>
Direct contribution to GDP	654.1	2.9	5.2	1,170.1	3.0	5.4
Total contribution to GDP	2,017.0	8.9	5.1	3,689.5	9.7	5.6
Direct contribution to employment <sup>4</sup>	63,387	3.5	2.2	78,954	3.9	2.0
Total contribution to employment <sup>4</sup>	146,864	8.2	2.5	196,841	9.7	2.7
Visitor exports	364.4	4.9	4.6	607.3	4.2	4.8
Domestic spending	1,098.0	4.9	6.1	2,019.4	5.4	5.7
Leisure spending	1,113.9	2.2	5.4	2,031.1	2.3	5.6
Business spending	348.4	0.7	4.9	595.7	0.7	5.0
Capital investment	284.3	3.8	6.3	562.4	4.7	6.4

<sup>1</sup>2013 constant prices & exchange rates;<sup>2</sup>2014 real growth adjusted for inflation (%);<sup>3</sup>2014-2024 annualised real growth adjusted for inflation (%);<sup>4</sup>000 jobs

Worldwide	2013 US\$bn <sup>1</sup>	2013 % of total	2014 Growth <sup>2</sup>	US\$bn <sup>1</sup>	2024 % of total	Growth <sup>3</sup>
Direct contribution to GDP	2,155.5	2.9	4.3	3,379.3	3.1	4.2
Total contribution to GDP	6,989.7	9.5	4.3	10,962.8	10.3	4.2
Direct contribution to employment <sup>4</sup>	100,893	3.4	2.2	126,255	3.7	2.0
Total contribution to employment <sup>4</sup>	265,835	8.9	2.5	346,839	10.2	2.4
Visitor exports	1,295.9	5.4	4.8	2,052.4	5.2	4.2
Domestic spending	3,220.6	4.4	4.2	5,057.1	4.8	4.2
Leisure spending	3,412.8	2.2	4.3	5,451.2	2.4	4.4
Business spending	1,103.7	0.7	4.7	1,661.1	0.7	3.7
Capital investment	753.8	4.4	5.7	1,308.5	4.9	5.1

<sup>1</sup>2013 constant prices & exchange rates; <sup>2</sup>2014 real growth adjusted for inflation (%); <sup>3</sup>2014-2024 annualised real growth adjusted for inflation (%); <sup>4</sup>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

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## The economic contribution of Travel & Tourism: Real 2013 prices

Мс	ngolia								
(M	NTbn, real 2013 prices)	2008	2009	2010	2011	2012	2013	2014E	2024F
1.	Visitor exports	534.1	595.8	532.1	405.8	702.3	573.8	579.1	891.2
2.	Domestic expenditure (includes government individual spending)	296.6	290.5	305.4	290.0	310.0	346.2	376.9	870.6
3.	Internal tourism consumption (= 1 + 2)	830.8	886.4	837.4	695.8	1012.4	920.1	956.0	1761.8
4.	Purchases by tourism providers, including imported goods (supply chain)	-413.0	-426.6	-398.9	-336.7	-553.0	-496.3	-510.0	-941.8
5.	Direct contribution of Travel & Tourism to GDP (= 3 + 4)	417.8	459.7	438.6	359.1	459.3	423.8	445.9	820.0
6.	Other final impacts (indirect & induced) Domestic supply chain	218.5	240.4	229.4	187.8	240.2	221.7	233.2	428.9
7.	Capital investment	407.4	626.4	572.3	887.5	995.9	1,058.8	1,141.4	2,302.5
8.	Government collective spending	60.4	57.6	57.2	68.6	77.3	82.6	87.9	222.7
9.	Imported goods from indirect spending	-354.7	-370.5	-456.8	-891.7	-990.3	-1,034.4	-1,087.7	-2,360.4
10.	Induced	146.4	210.3	168.8	101.9	139.2	143.9	163.5	296.0
11.	Total contribution of Travel & Tourism to GDP (= 5 + 6 + 7 + 8 + 9 + 10)	895.8	1,223.9	1,009.5	713.2	921.6	896.3	984.3	1,709.7
12.	Employment impacts ('000) Direct contribution of Travel & Tourism to employment	33.6	36.1	34.0	23.4	30.5	26.3	25.4	31.5
13.	Total contribution of Travel & Tourism to employment	76.0	101.7	82.3	48.7	64.4	57.8	57.5	58.7
14	Other indicators Expenditure on outbound travel	419.4	507.3	510.6	548.9	532.9	607.1	654.8	1,186.2

## The economic contribution of Travel & Tourism: Nominal prices

Mongolia								
(MNTbn, nominal prices)	2008	2009	2010	2011	2012	2013	2014E	2024F
1. Visitor exports	316.5	359.5	385.4	322.6	641.9	573.8	623.2	1,448.4
2. (includes government individual spending)	175.8	175.3	221.2	230.5	283.3	346.2	405.7	1,415.0
3. Internal tourism consumption (= 1 + 2)	492.3	534.8	606.5	553.1	925.3	920.1	1,028.9	2,863.4
<ol> <li>Purchases by tourism providers, including imported goods (supply chain)</li> </ol>	-244.7	-257.4	-288.9	-267.7	-505.5	-496.3	-548.9	-1,530.7
5. Direct contribution of Travel & Tourism to GDP (= 3 + 4)	247.6	277.4	317.6	285.5	419.8	423.8	480.0	1,332.8
Other final impacts (indirect & induced) 6. Domestic supply chain	129.5	145.1	166.1	149.3	219.6	221.7	251.0	697.0
7. Capital investment	241.4	378.0	414.5	705.5	910.2	1,058.8	1,228.4	3,742.1
8. Government collective spending	35.8	34.8	41.4	54.6	70.6	82.6	94.6	362.0
9. Imported goods from indirect spending	-210.2	-223.6	-330.8	-708.9	-905.1	-1,034.4	-1,170.7	-3,836.2
10. Induced	86.8	126.9	122.3	81.0	127.2	143.9	176.0	481.0
11. Total contribution of Travel & Tourism to GDP (= 5 + 6 + 7 + 8 + 9 + 10)	530.8	738.5	731.1	566.9	842.3	896.3	1,059.4	2,778.7
<ul><li>Employment impacts ('000)</li><li>12. Direct contribution of Travel &amp; Tourism to employment</li></ul>	33.6	36.1	34.0	23.4	30.5	26.3	25.4	31.5
<ul><li>13. Total contribution of Travel &amp; Tourism to employment</li></ul>	76.0	101.7	82.3	48.7	64.4	57.8	57.5	58.7
Other indicators 14. Expenditure on outbound travel	248.5	306.1	369.8	436.4	487.0	607.1	704.7	1,927.8

\*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

Mongol	lia								
Growth	1 <sup>1</sup> (%)	2008	2009	2010	2011	2012	2013	2014E	2024F <sup>2</sup>
1. Visit	itor exports	-37.1	11.5	-10.7	-23.7	73.1	-18.3	0.9	4.4
2.	nestic expenditure udes government individual spending)	1.6	-2.1	5.1	-5.0	6.9	11.7	8.9	8.7
3. Inte (= 1 ·	ernal tourism consumption + 2 )	-27.1	6.6	-5.5	-16.7	45.3	-9.0	3.9	6.3
incl	rchases by tourism providers, luding imported goods ply chain)	-26.1	3.3	-6.5	-15.6	64.2	-10.3	2.8	6.3
	ect contribution of vel & Tourism to GDP + 4)	-28.3	10.0	-4.6	-18.1	27.9	-7.7	5.2	6.3
(inc	ner final impacts direct & induced) mestic supply chain	-28.3	10.0	-4.6	-18.1	27.9	-7.7	5.2	6.3
7. Cap	pital investment	77.8	53.8	-8.6	55.1	12.2	6.3	7.8	7.3
8. Gov	vernment collective spending	28.0	-4.7	-0.7	20.0	12.6	6.8	6.5	9.7
9. Imp	ported goods from indirect spending	1.8	5.7	9.5	48.1	14.5	1.9	5.3	7.9
10. Indu	uced	-22.5	43.6	-19.7	-39.6	36.6	3.4	13.6	6.1
Trav	al contribution of vel & Tourism to GDP + 6 + 7 + 8 + 9 + 10)	-18.9	36.6	-17.5	-29.3	29.2	-2.7	9.8	5.7
12. Dire	ployment impacts ('000) ect contribution of Travel & Tourism to ployment	-32.9	7.6	-5.9	-31.1	30.4	-13.8	-3.4	2.1
	al contribution of Travel & Tourism employment	-24.6	33.8	-19.1	-40.8	32.3	-10.2	-0.5	0.2
	ner indicators	-13.1	20.9	0.6	7.5	-2.9	13.9	7.8	6.1

<sup>1</sup>2008-2013 real annual growth adjusted for inflation (%); <sup>2</sup>2014-2024 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 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 (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 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** 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 sector 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 makes small revisions annually, 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 to existing countries reporting an additional year's data. New country TSAs incorporated this year were Iceland, Serbia, UAE and the UK. In addition to producing reports on 184 countries, we also produce a world report and reports on 23 other geographic regions, sub-regions and economic and geographic groups. This year there are 7 reports for special 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.

### 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.

#### **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.

#### **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.

\*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
		Algeria			Anguilla			Japan			Lithuania
	H	Egypt			Antigua & Barbuda		NORTHEAST ASIA	China			Luxembourg
	NORTH AFRICA	Libya			Aruba		ST 4	Hong Kong		7	Malta
	24	Morocco			Bahamas		НЕА	South Korea			Netherlands
		Tunisia			Barbados		ORT	Macau		EUROPEAN UNION	Poland
		Angola			Bermuda		ž	Taiwan		D N	Portugal
	-	Benin			Cayman Islands			Mongolia Australia		PEA	Romania
	-	Botswana Burkina Faso			Cuba			New Zealand		URO	Slovakia
		Burundi			Former Netherlands			Fiji		Ē	Slovenia
		Cameroon			Antilles			Kiribati			Spain
		Cape Verde		z	Dominica		OCEANIA	Other Oceania			Sweden
		Central African		CARIBBEAN	Dominican Republic		CE	Papua			UK
		Republic		RIB	Grenada		U	New Guinea			Albania
		Chad		CA	Guadeloupe	U		Solomon Islands			Armenia
		Comoros Democratic			Haiti	ASIA-PACIFIC		Tonga			
		Republic of Congo			Jamaica	A-PA		Vanuatu	H		Azerbaijan
		Ethiopia			Martinique	ASI/	-	Bangladesh India	EUROPE		Belarus
	N	Gabon			Puerto Rico		SOUTH ASIA	Maldives	ŭ	OTHER EUROPE	Bosnia Herzegovina
		Gambia	AMERICAS		St Kitts & Nevis			Nepal			Georgia
		Ghana			St Lucia			Pakistan			Iceland
		Guinea			St Vincent & the Grenadines			Sri Lanka			Kazakhstan
		Ivory Coast			Trinidad &		SOUTHEAST ASIA	Brunei			Kyrgyzstan
AFRICA		Kenya Lesotho			Tobago UK Virgin Islands			Cambodia			Macedonia
AFF		Madagascar			US Virgin Islands			Indonesia			Moldova
	SUB-SAHARAN	Malawi	4		Argentina			Laos			Montenegro
	SAH	Mali			Belize			Malaysia			Norway
	ÜB.	Mauritius			Bolivia			Myanmar			Russian
	S S	Mozambique			Brazil			Philippines			Federation
		Namibia			Chile			Singapore			Serbia
		Niger			Colombia			Thailand			Switzerland
		Nigeria			Costa Rica			Vietnam			Turkey
		Republic of Congo		<	El Salvador			Austria			Ukraine
		Reunion		LATIN AMERICA	Ecuador			Belgium			Uzbekistan
		Rwanda Sao Tome &		AME	Guatemala			Bulgaria Croatia			Bahrain
		Principe		VIIN	Guyana			Cyprus			Iran
		Senegal		Ľ	Honduras			Czech Republic			Iraq
		Seychelles			Nicaragua		NOIN	Denmark			Israel
		Sierra Leone			Panama	DE	5	Estonia	L.		Jordan
		South Africa			Paraguay	EUROPE	PEAI	Finland	EAS		Kuwait
		Sudan			Peru	ш	EUROPEAN UNION	France	MIDDLE EAST		Lebanon
		Swaziland			Suriname		E	Germany	ШM		Oman
		Tanzania			Uruguay			Greece			Qatar
		Тодо			Venezuela			Hungary			Saudi Arabia
		Uganda		тX	Canada			Ireland			Syria
		Zambia		NORTH AMERICA	Mexico			Italy			UAE
		Zimbabwe		AA	USA			Latvia			Yemen



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