WORLD TRAVEL & TOURISM COUNCIL

TRAVEL & TOURISM
ECONOMIC IMPACT 2018
IRAN

ECONOMIC IMPACT 2018

"Inclusive growth and ensuring a future with quality jobs are the concerns of governments everywhere. Travel & Tourism, which already supports one in every ten jobs on the planet, is a dynamic engine of employment opportunity."

Gloria Guevara Manzo, President & CEO
World Travel & Tourism Council

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THE ECONOMIC IMPACT OF GLOBAL TRAVEL & TOURISM

10.4%

Travel & Tourism GDP as a percentage of global GDP.

4.6%

Direct Travel & Tourism GDP growth in 2017.

1/10

jobs are supported by Travel & Tourism. This is 9.9% of global employment.

1/5

of all global net jobs created in last decade have been within the Travel & Tourism sector.

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As one of the world's largest economic sectors, Travel & Tourism creates jobs, drives exports, and generates prosperity across the world. In our annual analysis of the global economic impact of Travel & Tourism, the sector is shown to account for 10.4% of global GDP and 313 million jobs, or 9.9% of total employment, in 2017.

The right policy and investment decisions are only made with empirical evidence. For over 25 years, the World Travel & Tourism Council (WTTC) has been providing this evidence, quantifying the economic and employment impact of Travel & Tourism. Our 2018 Annual Economic Reports cover 185 countries and 25 regions of the world, providing the necessary data on 2017 performance as well as unique 10-year forecasts on the sector's potential.

2017 was one of the strongest years of GDP growth in a decade with robust consumer spending worldwide. This global growth transferred again into Travel & Tourism with the sector's direct growth of 4.6% outpacing the global economy for the seventh successive year. As in recent years, performance was particularly strong across Asia, but proving the sector's resilience, 2017 also saw countries such as Tunisia, Turkey and Egypt that had previously been devastated by the impacts of terrorist activity, recover strongly.

This power of resilience in Travel & Tourism will be much needed for the many established Travel & Tourism destinations that were severely impacted by natural disasters in 2017. While our data shows the extent of these impacts and rates of recovery over the decade ahead, beyond just numbers, WTTC and its Members are working hard to support local communities as they rebuild and recover.

Inclusive growth and ensuring a future with quality jobs are the concerns of governments everywhere. Travel & Tourism, which already supports one in every ten jobs on the planet, is a dynamic engine of employment opportunity. Over the past ten years, one in five of all jobs created across the world has been in the sector and, with the right regulatory conditions and government support, nearly 100 million new jobs could be created over the decade ahead.

Over the longer term, forecast growth of the Travel & Tourism sector will continue to be robust as millions more people are moved to travel to see the wonders of the world. Strong growth also requires strong management, and WTTC will also continue to take a leadership role with destinations to ensure that they are planning effectively and strategically for growth, accounting for the needs of all stakeholders and using the most advanced technologies in the process.

WTTC is proud to continue to provide the evidence base required in order to help both public and private bodies make the right decisions for the future growth of a sustainable Travel & Tourism sector, and for the millions of people who depend on it.

Gloria G.

Gloria Guevara Manzo
President & CEO

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THE ECONOMIC IMPACT OF TRAVEL & TOURISM

MARCH 2018

IRAN

2018 ANNUAL RESEARCH: KEY FACTS [1]

2018 FORECAST

GDP: DIRECT CONTRIBUTION

The direct contribution of Travel & Tourism to GDP was IRR391,923.0bn (USD11.8bn), 2.8% of total GDP in 2017 and is forecast to rise by 7.4% in 2018, and to rise by 2.5% pa, from 2018-2028, to IRR537,128.0bn (USD16.2bn), 2.7% of total GDP in 2028.

GDP: TOTAL CONTRIBUTION

The total contribution of Travel & Tourism to GDP was IRR1,018,310.0bn (USD30.7bn), 7.3% of GDP in 2017, and is forecast to rise by 6.7% in 2018, and to rise by 2.8% pa to IRR1,437,110.0bn (USD43.4bn), 7.1% of GDP in 2028.

EMPLOYMENT: DIRECT CONTRIBUTION

In 2017 Travel & Tourism directly supported 552,500 jobs (2.1% of total employment). This is expected to rise by 5.5% in 2018 and rise by 1.3% pa to 663,000 jobs (2.1% of total employment) in 2028.

EMPLOYMENT: TOTAL CONTRIBUTION

In 2017, the total contribution of Travel & Tourism to employment, including jobs indirectly supported by the industry was 6.1% of total employment (1,577,500 jobs). This is expected to rise by 4.9% in 2018 to 1,654,500 jobs and rise by 1.5% pa to 1,914,000 jobs in 2028 (6.1% of total).

VISITOR EXPORTS

Visitor exports generated IRR150,859.0bn (USD4.6bn), 3.9% of total exports in 2017. This is forecast to grow by 8.1% in 2018, and grow by 3.4% pa, from 2018-2028, to IRR227,860.0bn (USD6.9bn) in 2028, 3.0% of total.

INVESTMENT

Travel & Tourism investment in 2017 was IRR93,473.5bn, 3.3% of total investment (USD2.8bn). It should rise by 6.0% in 2018, and rise by 5.8% pa over the next ten years to IRR174,035.0bn (USD5.3bn) in 2028, 4.2% of total.

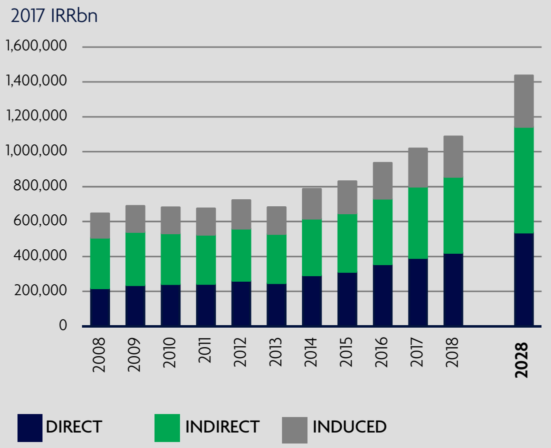
[1] All values are in constant 2017 prices & exchange rates

WORLD RANKING (OUT OF 185 COUNTRIES):

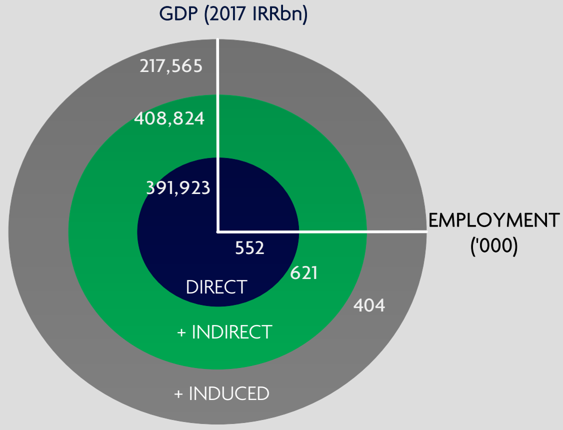
Relative importance of Travel & Tourism's total contribution to GDP

35	126	19	146
ABSOLUTE	RELATIVE SIZE	GROWTH	LONG-TERM GROWTH
Size in 2017	Contribution to GDP in 2017	2018 forecast	Forecast 2018-2028

TOTAL CONTRIBUTION OF TRAVEL & TOURISM TO GDP



BREAKDOWN OF TRAVEL & TOURISM'S TOTAL CONTRIBUTION TO GDP AND EMPLOYMENT 2017



= TOTAL CONTRIBUTION OF TRAVEL & TOURISM

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
Travel & Tourism contribution

COMMODITIES
- Accommodation
- Transportation
- Entertainment
- Attractions

INDUSTRIES
- Accommodation services
- Food & beverage services
- Retail Trade
- Transportation services
- Cultural, sports & recreational services

SOURCES OF SPENDING
- Residents' domestic T&T spending
- Businesses' domestic travel spending
- Visitor exports
- Individual government T&T spending

→

INDIRECT
Travel & Tourism contribution

- T&T investment spending
- Government collective T&T spending
- Impact of purchases from suppliers

→

INDUCED
contribution (spending of direct and indirect employees)

- Food and beverages
- Recreation
- Clothing
- Housing
- Household goods

→

TOTAL
Travel & Tourism contribution

- To GDP
- To employment

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).

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.

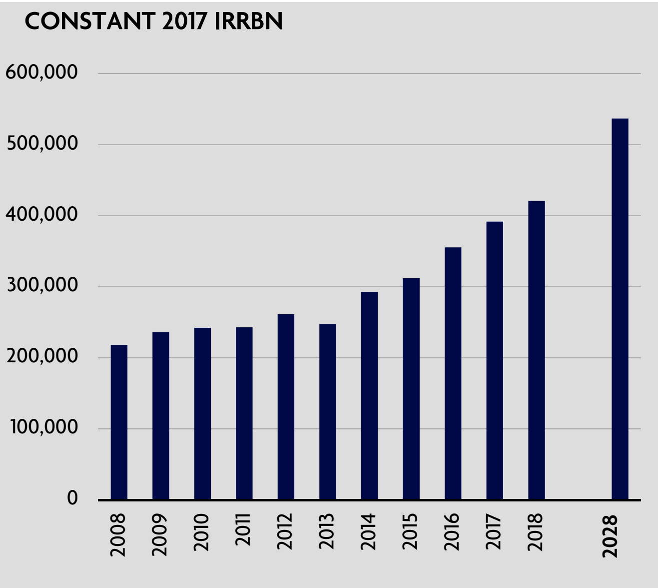
PLEASE NOTE THAT DUE TO CHANGES IN METHODOLOGY BETWEEN 2010 AND 2011, IT IS NOT POSSIBLE TO COMPARE FIGURES PUBLISHED BY WTTC FROM 2011 ONWARDS WITH THE SERIES PUBLISHED IN PREVIOUS YEARS.

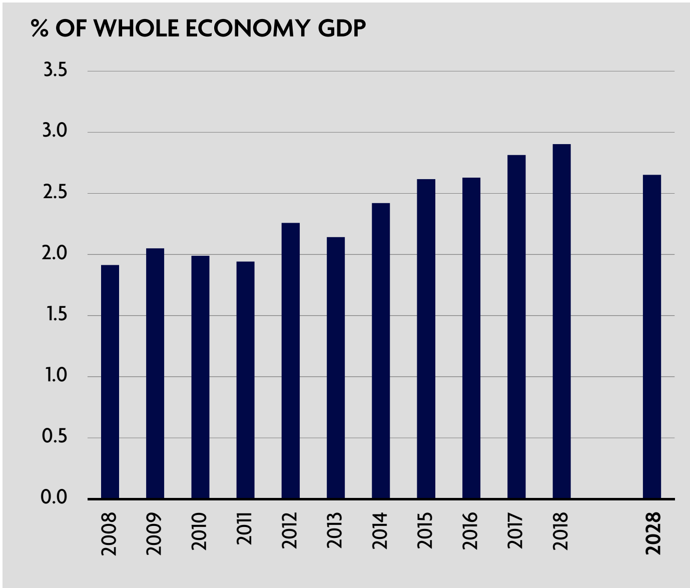
TRAVEL & TOURISM'S CONTRIBUTION TO GDP[1]

The direct contribution of Travel & Tourism to GDP in 2017 was IRR391,923.0bn (2.8% of GDP). This is forecast to rise by 7.4% to IRR420,904.0bn in 2018. 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 2.5% pa to IRR537,128.0bn (2.7% of GDP) by 2028.

IRAN: DIRECT CONTRIBUTION OF TRAVEL & TOURISM TO GDP

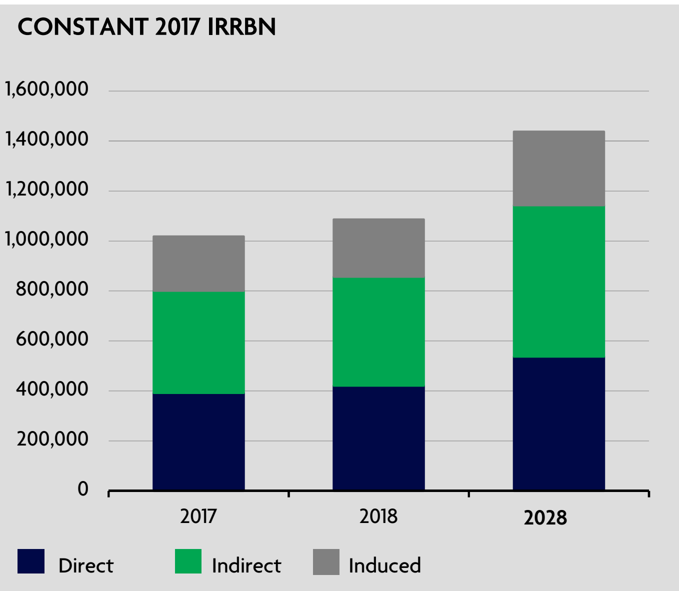


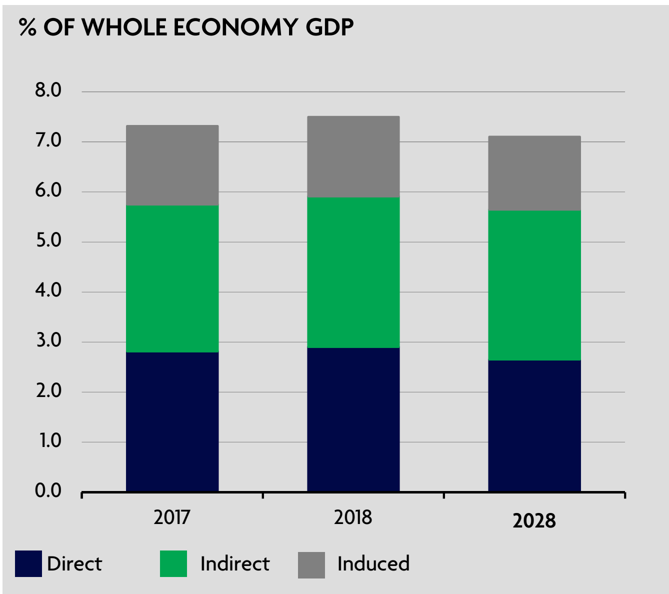


The total contribution of Travel & Tourism to GDP (including wider effects from investment, the supply chain and induced income impacts, see page 2) was IRR1,018,310.0bn in 2017 (7.3% of GDP) and is expected to grow by 6.7% to IRR1,086,450.0bn (7.5% of GDP) in 2018.

It is forecast to rise by 2.8% pa to IRR1,437,110.0bn by 2028 (7.1% of GDP).

IRAN:TOTAL CONTRIBUTION OF TRAVEL & TOURISM TO GDP





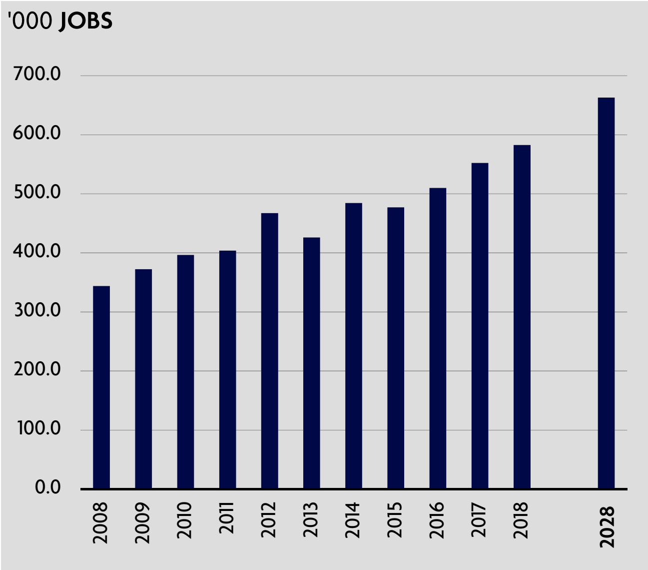
[1] All values are in constant 2017 prices & exchange rates

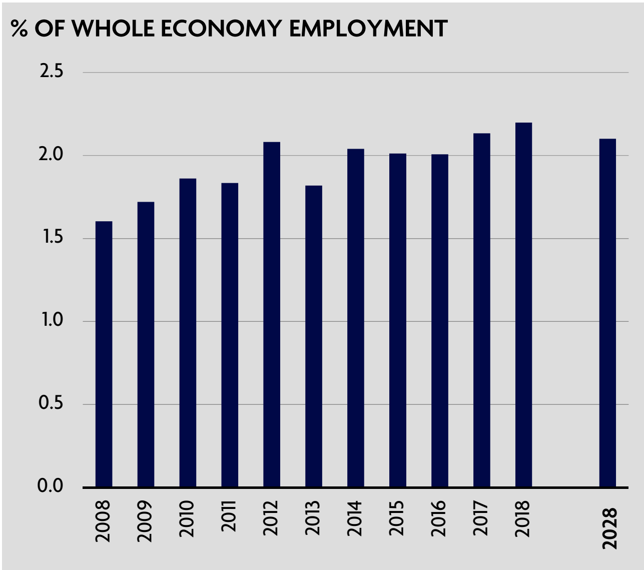
TRAVEL & TOURISM'S CONTRIBUTION TO EMPLOYMENT

Travel & Tourism generated 552,500 jobs directly in 2017 (2.1% of total employment) and this is forecast to grow by 5.5% in 2018 to 583,000 (2.2% 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 2028, Travel & Tourism will account for 663,000 jobs directly, an increase of 1.3% pa over the next ten years.

IRAN: DIRECT CONTRIBUTION OF TRAVEL & TOURISM TO EMPLOYMENT

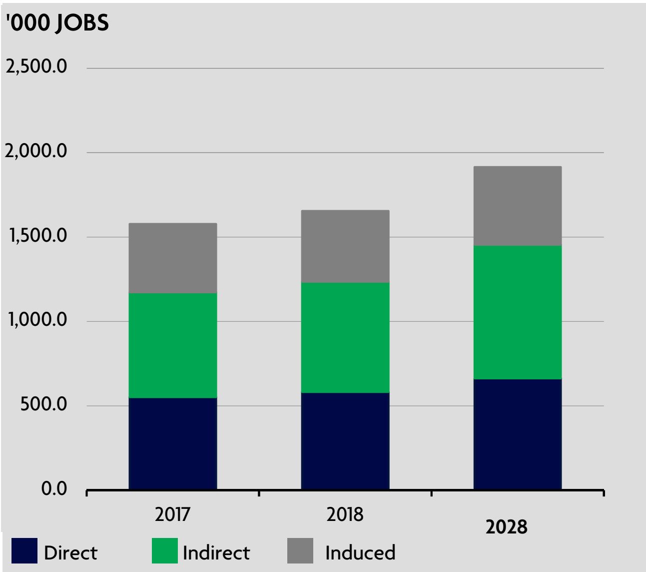


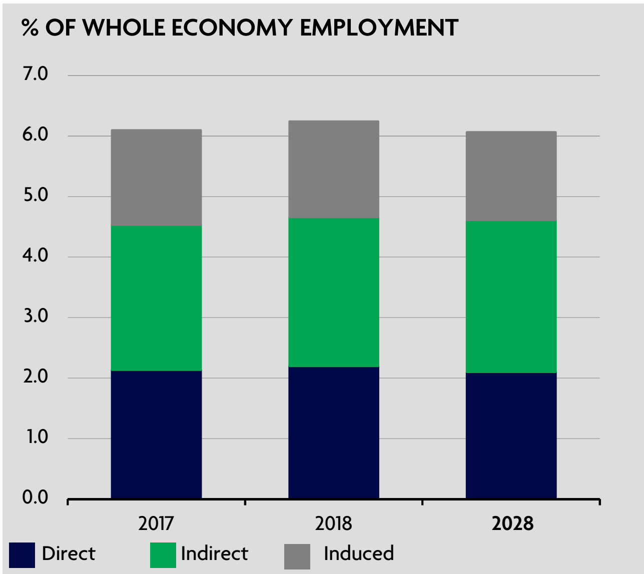


The total contribution of Travel & Tourism to employment (including wider effects from investment, the supply chain and induced income impacts, see page 2) was 1,577,500 jobs in 2017 (6.1% of total employment). This is forecast to rise by 4.9% in 2018 to 1,654,500 jobs (6.2% of total employment).

By 2028, Travel & Tourism is forecast to support 1,914,000 jobs (6.1% of total employment), an increase of 1.5% pa over the period.

IRAN:TOTAL CONTRIBUTION OF TRAVEL & TOURISM TO EMPLOYMENT





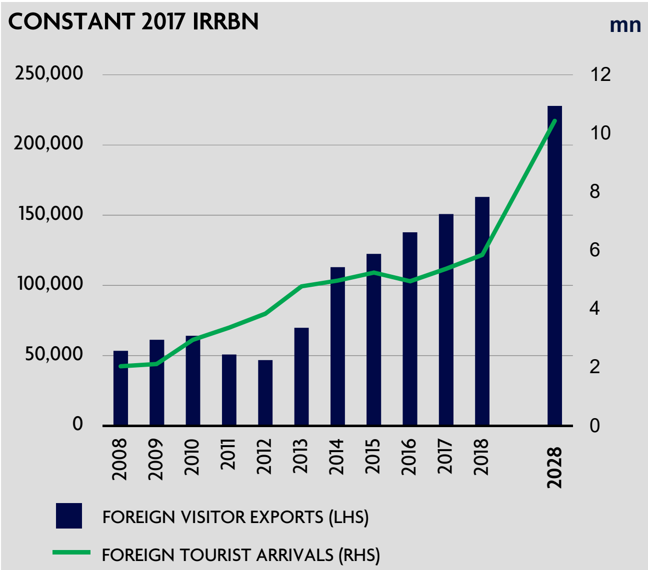
VISITOR EXPORTS AND INVESTMENT[1]

VISITOR EXPORTS

Visitor exports are a key component of the direct contribution of Travel & Tourism. In 2017, Iran generated IRR150,859.0bn in visitor exports. In 2018, this is expected to grow by 8.1%, and the country is expected to attract 5,843,000 international tourist arrivals.

By 2028, international tourist arrivals are forecast to total 10,425,000, generating expenditure of IRR227,860.0bn, an increase of 3.4% pa.

IRAN:VISITOR EXPORTS AND INTERNATIONAL TOURIST ARRIVALS

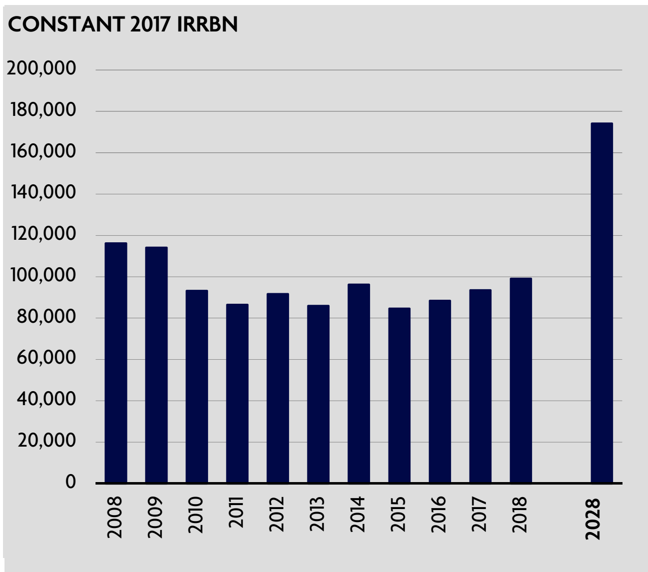


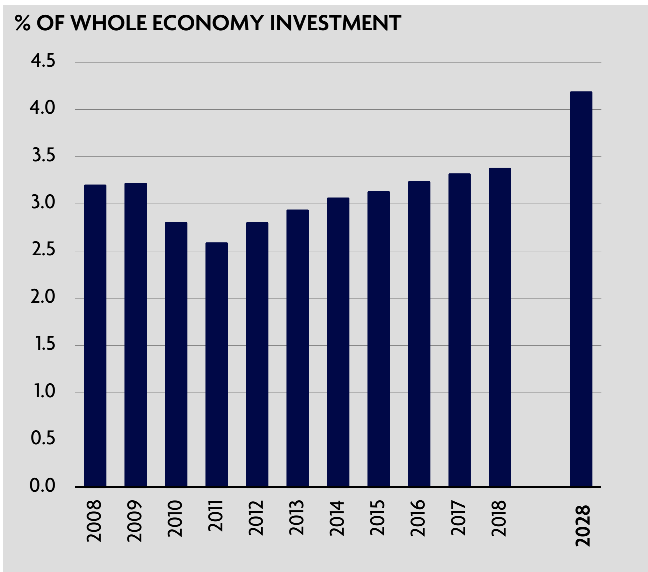
INVESTMENT

Travel & Tourism is expected to have attracted capital investment of IRR93,473.5bn in 2017. This is expected to rise by 6.0% in 2018, and rise by 5.8% pa over the next ten years to IRR174,035.0bn in 2028.

Travel & Tourism's share of total national investment will rise from 3.4% in 2018 to 4.2% in 2028.

IRAN:CAPITAL INVESTMENT IN TRAVEL & TOURISM





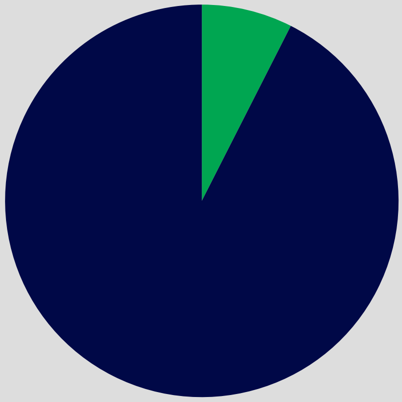
[1] All values are in constant 2017 prices & exchange rates

DIFFERENT COMPONENTS OF TRAVEL & TOURISM[1]

IRAN
TRAVEL & TOURISM'S CONTRIBUTION TO GDP: BUSINESS VS LEISURE, 2017

Leisure spending
92.5%

Business spending
7.5%



Leisure travel spending (inbound and domestic) generated 92.5% of direct Travel & Tourism GDP in 2017 (IRR641,931.0bn) compared with 7.5% for business travel spending (IRR51,825.7bn).

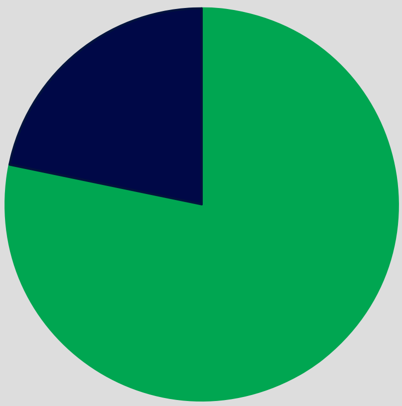
Leisure travel spending is expected to grow by 7.3% in 2018 to IRR688,498.0bn, and rise by 2.2% pa to IRR853,536.0bn in 2028.

Business travel spending is expected to grow by 9.1% in 2018 to IRR56,528.4bn, and rise by 6.3% pa to IRR103,836.0bn in 2028.

IRAN
TRAVEL & TOURISM'S CONTRIBUTION TO GDP: DOMESTIC VS FOREIGN, 2017

Foreign visitor spending
21.7%

Domestic spending
78.3%



Domestic travel spending generated 78.3% of direct Travel & Tourism GDP in 2017 compared with 21.7% for visitor exports (ie foreign visitor spending or international tourism receipts).

Domestic travel spending is expected to grow by 7.2% in 2018 to IRR581,962.0bn, and rise by 2.3% pa to IRR729,513.0bn in 2028.

Visitor exports are expected to grow by 8.1% in 2018 to IRR163,064.0bn, and rise by 3.4% pa to IRR227,860.0bn in 2028.

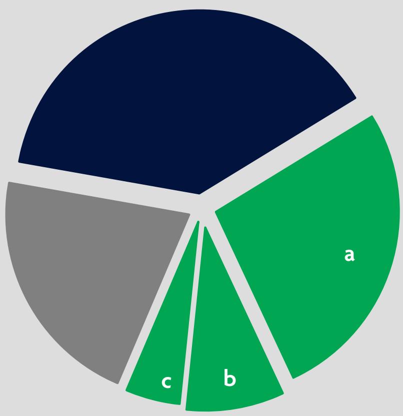
IRAN
BREAKDOWN OF TRAVEL & TOURISM'S TOTAL CONTRIBUTION TO GDP, 2017

Direct
38.5%

Induced
21.4%

Indirect
40.1%

Indirect is the sum of:
(a) Supply chain
26.8%
(b) Investment
8.6%
(c) Government collective
4.8%



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 nearly three times greater than its direct contribution.

[1] All values are in constant 2017 prices & exchange rates

COUNTRY RANKINGS: ABSOLUTE CONTRIBUTION,2017

	TRAVEL & TOURISM'S DIRECT CONTRIBUTION TO GDP	2017 (US$bn)
15	Turkey	32.0
19	Saudi Arabia	23.5
	World Average	21.5
35	Iran	11.8
38	Egypt	10.7
43	Pakistan	8.8
	Middle East Average	6.5
51	Israel	5.8
63	Lebanon	3.3
78	Oman	2.2
82	Jordan	2.0
106	Syria	1.1

	TRAVEL & TOURISM'S TOTAL CONTRIBUTION TO GDP	2017 (US$bn)
14	Turkey	98.4
19	Saudi Arabia	64.2
	World Average	62.9
35	Iran	30.7
42	Pakistan	22.3
44	Israel	21.1
45	Egypt	21.1
	Middle East Average	17.2
64	Lebanon	9.3
69	Jordan	7.6
92	Oman	4.6
113	Syria	2.4

	TRAVEL & TOURISM'S DIRECT CONTRIBUTION TO EMPLOYMENT	2017 '000 jobs
12	Pakistan	1492.8
18	Egypt	1099.0
	World Average	937.5
27	Saudi Arabia	643.8
30	Iran	552.3
35	Turkey	461.8
	Middle East Average	180.3
81	Lebanon	131.6
101	Jordan	80.5
105	Israel	73.7
106	Oman	72.7
108	Syria	69.7

	TRAVEL & TOURISM'S TOTAL CONTRIBUTION TO EMPLOYMENT	2017 '000 jobs
13	Pakistan	3894.0
21	Egypt	2425.4
	World Average	2341.0
22	Turkey	2093.6
27	Iran	1577.6
36	Saudi Arabia	1116.3
	Middle East Average	425.2
77	Lebanon	365.7
98	Israel	244.5
103	Jordan	213.3
109	Syria	170.7
114	Oman	140.0

	TRAVEL & TOURISM INVESTMENT	2017 (US$bn)
7	Saudi Arabia	24.2
10	Turkey	20.5
	World Average	4.8
37	Pakistan	3.9
	Middle East Average	3.4
42	Egypt	3.4
43	Israel	3.3
44	Iran	2.8
61	Lebanon	1.4
79	Jordan	0.8
81	Oman	0.7
148	Syria	0.1

	VISITOR EXPORTS	2017 (US$bn)
13	Turkey	31.3
31	Saudi Arabia	13.2
	World Average	8.1
41	Egypt	8.0
46	Israel	7.3
	Middle East Average	7.1
48	Lebanon	7.0
54	Jordan	5.2
57	Iran	4.6
75	Oman	2.7
101	Syria	1.2
108	Pakistan	0.9

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.

COUNTRY RANKINGS: RELATIVE CONTRIBUTION, 2017

	TRAVEL & TOURISM'S DIRECT CONTRIBUTION TO GDP	2017 % share
43	Lebanon	6.5
46	Syria	6.2
53	Egypt	5.6
63	Jordan	5.0
86	Turkey	3.8
95	Saudi Arabia	3.4
	Middle East	3.4
	World	3.2
107	Oman	3.2
116	Pakistan	2.9
123	Iran	2.8
169	Israel	1.7

	TRAVEL & TOURISM'S TOTAL CONTRIBUTION TO GDP	2017 % share
39	Jordan	18.7
41	Lebanon	18.4
59	Syria	13.8
70	Turkey	11.6
77	Egypt	11.0
	World	10.4
98	Saudi Arabia	9.4
	Middle East	8.9
125	Pakistan	7.4
126	Iran	7.3
141	Oman	6.6
148	Israel	6.0

	TRAVEL & TOURISM'S DIRECT CONTRIBUTION TO EMPLOYMENT	2017 % share
33	Jordan	7.3
46	Lebanon	6.4
55	Saudi Arabia	5.3
81	Egypt	3.9
	World	3.8
92	Syria	3.6
101	Oman	3.4
	Middle East	3.1
129	Pakistan	2.5
144	Iran	2.1
156	Israel	1.9
168	Turkey	1.6

	TRAVEL & TOURISM'S TOTAL CONTRIBUTION TO EMPLOYMENT	2017 % share
39	Jordan	19.2
41	Lebanon	17.9
	World	9.9
94	Saudi Arabia	9.1
103	Syria	8.9
106	Egypt	8.5
117	Turkey	7.4
	Middle East	7.4
127	Oman	6.6
128	Pakistan	6.5
130	Israel	6.4
137	Iran	6.1

	TRAVEL & TOURISM CONTRIBUTION TO TOTAL CAPITAL INVESTMENT	2017 % share
28	Saudi Arabia	15.6
38	Egypt	11.4
49	Lebanon	10.4
52	Jordan	9.6
53	Pakistan	9.1
64	Turkey	8.0
	Middle East	7.4
103	Israel	4.7
	World	4.5
112	Syria	4.2
138	Iran	3.3
150	Oman	2.8

	VISITOR EXPORTS CONTRIBUTION TO EXPORTS	2017 % share
24	Lebanon	48.5
34	Jordan	37.8
41	Egypt	31.6
63	Syria	18.9
73	Turkey	14.8
	Middle East	8.5
111	Israel	7.1
112	Oman	7.1
	World	6.5
123	Saudi Arabia	5.8
145	Iran	3.9
150	Pakistan	3.7

COUNTRY RANKINGS: REAL GROWTH, 2018

	TRAVEL & TOURISM'S DIRECT CONTRIBUTION TO GDP	2018 % growth
4	Jordan	8.8
12	Iran	7.4
33	Lebanon	6.2
37	Oman	6.0
38	Pakistan	5.9
57	Turkey	5.1
	Middle East	4.5
	World	4.0
85	Saudi Arabia	3.9
111	Egypt	3.2
113	Israel	3.2
155	Syria	2.1

	TRAVEL & TOURISM'S TOTAL CONTRIBUTION TO GDP	2018 % growth
4	Jordan	8.1
19	Iran	6.7
28	Oman	6.3
38	Pakistan	5.8
50	Lebanon	5.2
	Middle East	4.3
84	Saudi Arabia	4.2
85	Turkey	4.1
	World	4.0
92	Israel	3.9
100	Egypt	3.8
170	Syria	1.4

	TRAVEL & TOURISM'S DIRECT CONTRIBUTION TO EMPLOYMENT	2018 % growth
1	Jordan	7.4
16	Iran	5.5
27	Lebanon	4.7
41	Egypt	4.0
54	Turkey	3.5
76	Pakistan	2.8
	World	2.4
	Middle East	2.4
97	Syria	2.2
115	Israel	1.6
122	Oman	1.5
173	Saudi Arabia	-1.0

	TRAVEL & TOURISM'S TOTAL CONTRIBUTION TO EMPLOYMENT	2018 % growth
3	Jordan	7.6
11	Lebanon	5.8
22	Iran	4.9
24	Egypt	4.7
45	Syria	3.7
62	Oman	3.3
	Middle East	3.1
68	Turkey	3.1
	World	3.0
79	Pakistan	2.6
99	Israel	2.2
146	Saudi Arabia	1

	TRAVEL & TOURISM INVESTMENT	2018 % growth
21	Syria	7.4
27	Israel	7.1
32	Egypt	6.8
63	Iran	6.0
	Middle East	5.4
80	Pakistan	5.2
83	Saudi Arabia	4.8
84	Jordan	4.8
	World	4.8
99	Oman	4.3
166	Turkey	1.2
171	Lebanon	0.5

	VISITOR EXPORTS	2018 % growth
9	Jordan	8.9
17	Iran	8.1
23	Lebanon	7.8
45	Oman	6.5
56	Turkey	5.7
80	Pakistan	4.7
86	Saudi Arabia	4.4
	Middle East	4.4
91	Egypt	4.1
	World	3.9
100	Syria	3.9
139	Israel	2.4

COUNTRY RANKINGS: LONG TERM GROWTH, 2018 - 2028

	TRAVEL & TOURISM'S DIRECT CONTRIBUTION TO GDP	2018 - 2028 % growth pa
17	Oman	5.9
23	Pakistan	5.8
31	Lebanon	5.6
53	Jordan	4.9
58	Israel	4.8
	Middle East	4.2
103	Turkey	4.0
104	Egypt	4.0
	World	3.8
116	Saudi Arabia	3.7
163	Iran	2.5
170	Syria	2.3

	TRAVEL & TOURISM'S TOTAL CONTRIBUTION TO GDP	2018 - 2028 % growth pa
18	Oman	5.9
35	Pakistan	5.4
42	Lebanon	5.2
47	Jordan	5.1
60	Saudi Arabia	4.8
67	Israel	4.7
	Middle East	4.6
75	Egypt	4.5
103	Turkey	3.8
	World	3.8
146	Iran	2.8
154	Syria	2.7

	TRAVEL & TOURISM'S DIRECT CONTRIBUTION TO EMPLOYMENT	2018 - 2028 % growth pa
20	Jordan	3.7
62	Turkey	2.8
68	Lebanon	2.8
69	Israel	2.7
71	Pakistan	2.7
80	Oman	2.6
90	Syria	2.3
	Middle East	2.2
	World	2.2
113	Egypt	1.9
130	Saudi Arabia	1.6
153	Iran	1.3

	TRAVEL & TOURISM'S TOTAL CONTRIBUTION TO EMPLOYMENT	2018 - 2028 % growth pa
10	Syria	3.8
11	Jordan	3.8
28	Oman	3.2
43	Saudi Arabia	3.0
73	Israel	2.5
	World	2.5
77	Lebanon	2.4
	Middle East	2.4
81	Turkey	2.4
83	Egypt	2.3
84	Pakistan	2.3
129	Iran	1.5

	TRAVEL & TOURISM CONTRIBUTION TO TOTAL CAPITAL INVESTMENT	2018 - 2028 % growth pa
7	Jordan	6.6
	Middle East	6.2
21	Saudi Arabia	6.0
23	Egypt	5.9
26	Iran	5.8
43	Syria	5.3
68	Israel	4.6
	World	4.3
97	Pakistan	4.1
107	Turkey	3.7
120	Lebanon	3.3
133	Oman	3.0

	VISITOR EXPORTS CONTRIBUTION TO TOTAL EXPORTS	2018 - 2028 % growth pa
6	Oman	6.9
12	Pakistan	6.4
24	Lebanon	6.0
	Middle East	5.3
50	Israel	5.3
69	Jordan	4.8
96	Turkey	4.4
	World	4.1
125	Saudi Arabia	3.9
129	Egypt	3.8
143	Iran	3.4
176	Syria	2.3

SUMMARY TABLES: ESTIMATES & FORECASTS

IRAN	2017 USDbn[1]	2017 % of total	2018 Growth[2]	2028 USDbn[1]	2028 % of total	2028 Growth[3]
Direct contribution to GDP	11.8	2.8	7.4	16.2	2.7	2.5
Total contribution to GDP	30.7	7.3	6.7	43.4	7.1	2.8
Direct contribution to employment[4]	552	2.1	5.5	663	2.1	1.3
Total contribution to employment[4]	1,578	6.1	4.9	1,914	6.1	1.5
Visitor exports	4.6	3.9	8.1	6.9	3.0	3.4
Domestic spending	16.4	3.9	7.2	22.0	3.6	2.3
Leisure spending	19.4	2.6	7.3	25.8	2.3	2.2
Business spending	1.6	0.2	9.1	3.1	0.3	6.3
Capital investment	2.8	3.3	6.0	5.3	4.2	5.8

[1]2017constant prices & exchange rates; [2]2018 real growth adjusted for inflation (%); [3]2018-2028 annualised real growth adjusted for inflation (%); [4]'000 jobs

MIDDLE EAST	2017 USDbn[1]	2017 % of total	2018 Growth[2]	2028 USDbn[1]	2028 % of total	2028 Growth[3]
Direct contribution to GDP	84.4	3.4	4.5	133.6	3.5	4.2
Total contribution to GDP	224.2	8.9	4.3	365.7	9.7	4.6
Direct contribution to employment[4]	2,344	3.1	2.4	2,975	3.1	2.2
Total contribution to employment[4]	5,528	7.4	3.1	7,215	7.6	2.4
Visitor exports	92.3	8.5	4.4	162.1	8.4	5.3
Domestic spending	69.7	2.8	4.0	98.8	2.6	3.1
Leisure spending	127.5	2.6	4.6	202.6	2.7	4.3
Business spending	34.5	0.7	2.7	58.2	0.8	5.1
Capital investment	44.2	7.4	5.4	85.1	9.9	6.2

[1]2017constant prices & exchange rates; [2]2018 real growth adjusted for inflation (%); [3]2018-2028 annualised real growth adjusted for inflation (%); [4]'000 jobs

WORLDWIDE	2017 USDbn[1]	2017 % of total	2018 Growth[2]	2028 USDbn[1]	2028 % of total	2028 Growth[3]
Direct contribution to GDP	2,570.1	3.2	4.0	3,890.0	3.6	3.8
Total contribution to GDP	8,272.3	10.4	4.0	12,450.1	11.7	3.8
Direct contribution to employment[4]	118,454	3.8	2.4	150,139	4.2	2.2
Total contribution to employment[4]	313,221	9.9	3.0	413,556	11.6	2.5
Visitor exports	1,494.2	6.5	3.9	2,311.4	6.9	4.1
Domestic spending	3,970.5	5.0	4.1	6,051.5	5.8	3.9
Leisure spending	4,233.3	2.5	4.1	6,605.3	2.8	4.1
Business spending	1,230.6	0.7	3.8	1,756.1	0.8	3.2
Capital investment	882.4	4.5	4.8	1,408.3	5.1	4.3

[1]2017constant prices & exchange rates; [2]2018 real growth adjusted for inflation (%); [3]2018-2028 annualised real growth adjusted for inflation (%); [4]'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.

THE ECONOMIC CONTRIBUTION OF TRAVEL & TOURISM: REAL 2017 PRICES

IRAN (IRRbn, real 2017 prices)	2012	2013	2014	2015	2016	2017	2018E	2028F
1. Visitor exports	46,793	69,826	112,999	122,467	137,825	150,859	163,064	227,860
2. Domestic expenditure (includes government individual spending)	410,208	364,356	406,952	430,432	491,391	542,897	581,962	729,513
3. Internal tourism consumption (= 1 + 2)	457,001	434,182	519,951	552,899	629,216	693,756	745,026	957,373
4. Purchases by tourism providers, including imported goods (supply chain)	-195,596	-186,720	-227,470	-240,903	-273,698	-301,833	-324,122	-420,245
5. **Direct contribution of Travel & Tourism to GDP** (= 3 + 4)	261,405	247,462	292,481	311,996	355,518	391,923	420,904	537,128
Other final impacts (indirect & induced) 6 Domestic supply chain	185,573	175,675	207,635	221,489	252,385	278,229	298,803	381,311
7. Capital investment	91,630	85,921	96,189	84,623	88,386	93,474	99,044	174,035
8. Government collective spending	28,382	27,735	32,360	39,556	47,199	49,575	51,999	75,778
9. Imported goods from indirect spending	-6,992.8	-7,452.8	-11,821	-10,099.6	-11,381	-12,456	-13,595	-24,991
10. Induced	162,068	152,178	169,769	182,651	203,701	217,565	229,295	293,849
11. **Total contribution of Travel & Tourism to GDP (= 5 + 6 + 7 + 8 + 9 + 10)**	722,065	681,518	786,613	830,216	935,807	1,018,310	1,086,450	1,437,110
Employment impacts ('000) 12. Direct contribution of Travel & Tourism to employment	467.5	426.3	484.5	477.2	510.0	552.3	582.9	663.1
13. **Total contribution of Travel & Tourism to employment**	1,292.2	1,229.5	1,378.0	1,385.2	1,470.5	1,577.6	1,654.7	1,913.8
Other indicators 14. Expenditure on outbound travel	161,551	202,262	275,204	256,602	260,193	269,313	280,109	362,270

THE ECONOMIC CONTRIBUTION OF TRAVEL & TOURISM: NOMINAL PRICES

IRAN (IRRbn, nominal prices)	2012	2013	2014	2015	2016	2017	2018E	2028F
1. Visitor exports	29,684	60,049	107,710	117,235	134,058	150,859	170,922	497,053
2. Domestic expenditure (includes government individual spending)	260,219	313,341	387,903	412,045	477,961	542,897	610,006	1,591,360
3. Internal tourism consumption (= 1 + 2)	289,903	373,390	495,613	529,280	612,019	693,756	780,928	2,088,413
4. Purchases by tourism providers, including imported goods (supply chain)	-124,078	-160,576	-216,823	-230,611	-266,218	-301,833	-339,742	-916,723
5. **Direct contribution of Travel & Tourism to GDP** (= 3 + 4)	165,825	212,814	278,790	298,669	345,801	391,923	441,186	1,171,690
Other final impacts (indirect & induced) 6. Domestic supply chain	117,720	151,078	197,915	212,027	245,487	278,229	313,201	831,791
7. Capital investment	58,126	73,891	91,686	81,009	85,970	93,474	103,817	379,641
8. Government collective spending	18,005	23,851	30,845	37,867	45,908	49,575	54,505	165,301
9. Imported goods from indirect spending	-4,435.6	-6,409.4	-11,267	-9,668.0	-11,071	-12,454	-14,255	-54,523
10. Induced	102,809	130,871	161,823	174,849	198,134	217,565	240,344	641,002
11. **Total contribution of Travel & Tourism to GDP (= 5 + 6 + 7 + 8 + 9 + 10)**	458,049	586,096	749,793	794,751	910,230	1,018,310	1,138,800	3,134,910
Employment impacts ('000) 12. Direct contribution of Travel & Tourism to employment	467.5	426.3	484.5	477.2	510.0	552.3	582.9	663.1
13. **Total contribution of Travel & Tourism to employment**	1,292.2	1,229.5	1,378.0	1,385.2	1,470.5	1,577.6	1,654.7	1,913.8
Other indicators 14. Expenditure on outbound travel	102,481	173,942	262,322	245,640	253,081	269,313	293,607	790,254

*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

IRAN Growth[1] (%)	2012	2013	2014	2015	2016	2017	2018E	2028F[2]
1. Visitor exports	-7.7	49.2	61.8	8.4	12.5	9.5	8.1	3.4
2. Domestic expenditure (includes government individual spending)	9.7	-11.2	11.7	5.8	14.2	10.5	7.2	2.3
3. Internal tourism consumption (= 1 + 2)	7.7	-5.0	19.8	6.3	13.8	10.3	7.4	2.5
4. Purchases by tourism providers, including imported goods (supply chain)	7.7	-4.5	21.8	5.9	13.6	10.3	7.4	2.6
5. **Direct contribution of Travel & Tourism to GDP** (= 3 + 4)	7.6	-5.3	18.2	6.7	13.9	10.2	7.4	2.5
Other final impacts (indirect & induced) 6. Domestic supply chain	7.6	-5.3	18.2	6.7	13.9	10.2	7.4	2.5
7. Capital investment	6.0	-6.2	11.9	-12.0	4.4	5.8	6.0	5.8
8. Government collective spending	-8.8	-2.3	16.7	22.2	19.3	5.0	4.9	3.8
9. Imported goods from indirect spending	-14.2	6.6	58.6	-14.5	12.7	9.4	9.2	6.3
10. Induced	8.5	-6.1	11.6	7.6	11.5	6.8	5.4	2.5
11. **Total contribution of Travel & Tourism to GDP (= 5 + 6 + 7 + 8 + 9 + 10)**	7.1	-5.6	15.4	5.5	12.7	8.8	6.7	2.8
Employment impacts ('000) 12. Direct contribution of Travel & Tourism to employment	15.8	-8.8	13.6	-1.5	6.9	8.3	5.5	1.3
13. **Total contribution of Travel & Tourism to employment**	16.0	-4.9	12.1	0.5	6.2	7.3	4.9	1.5
Other indicators 14. Expenditure on outbound travel	-26.1	25.2	36.1	-6.8	1.4	3.5	4.0	2.6

[1]2012-2017 real annual growth adjusted for inflation (%); [2]2018-2028 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 the benchmarking of country reports to official, published TSAs, including for countries which are reporting data for the first time, as well as existing countries reporting an additional year's data. New country TSAs incorporated this year include Bulgaria, Hungary, Portugal and Vietnam, bringing our total of countries in our benchmarking dataset to 58. Furthermore, we have sourced updated TSAs for 26 countries.

WTTC coverage includes data on 185 countries and reports on 25 other regions, sub-regions and economic and geographic groups. This year, there are 10 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.

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.

GCC (GULF COOPERATION COUNCIL)
Bahrain, Kuwait, Oman, Qatar, Saudi Arabia, UAE.

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.

(OIC) ORGANISATION FOR ISLAMIC COOPERATION**
Albania, Algeria, Azerbaijan, Bahrain, Bangladesh, Benin, Brunei Darussalam, Burkina Faso, Cameroon, Chad, Comoros, Egypt, Gabon, Gambia, Guinea, Guyana, Indonesia, Iran, Iraq, Ivory Coast, Jordan, Kazakhstan, Kuwait, Kyrgyzstan, Lebanon, Libya, Malaysia, Maldives, Mali, Morocco, Mozambique, Niger, Nigeria, Oman, Pakistan, Qatar, Saudi Arabia, Senegal, Sierra Leone, Sudan, Suriname, Syria, Tajikistan, Togo, Tunisia, Turkey, UAE, Uganda, Uzbekistan, Yemen.

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
** no data for Afghanistan, Djibouti, Guinea-Bissau, Mauritania, Palestine, Somalia or Turkmenistan

ECONOMIC IMPACT REPORTS

REGIONS, SUB REGIONS &COUNTRIES

WORLD

REGION	SUB REGION	COUNTRY
AFRICA	NORTH AFRICA	Algeria
		Egypt
		Libya
		Morocco
		Tunisia
	SUB-SAHARAN	Angola
		Benin
		Botswana
		Burkina Faso
		Burundi
		Cameroon
		Cape Verde
		Central African Republic
		Chad
		Comoros
		Congo
		Cote d'Ivoire
		Democratic Republic of Congo
		Ethiopia
		Gabon
		Gambia
		Ghana
		Guinea
		Kenya
		Lesotho
		Madagascar
		Malawi
		Mali
		Mauritius
		Mozambique
		Namibia
		Niger
		Nigeria
		Reunion
		Rwanda
		Sao Tome and Principe
		Senegal
		Seychelles
		Sierra Leone
		South Africa
		Sudan and South Sudan
		Swaziland
		Tanzania
		Togo
		Uganda
		Zambia
		Zimbabwe

REGION	SUB REGION	COUNTRY
AMERICAS	CARIBBEAN	Anguilla
		Antigua and Barbuda
		Aruba
		Bahamas
		Barbados
		Bermuda
		British Virgin Islands
		Cayman Islands
		Cuba
		Dominica
		Dominican Republic
		Former Netherland Antillies
		Grenada
		Guadeloupe
		Haiti
		Jamaica
		Martinique
		Puerto Rico
		St Kitts and Nevis
		St Lucia
		St Vincent and the Grenadines
		Trinidad and Tobago
		US Virgin Islands
	LATIN AMERICA	Argentina
		Belize
		Bolivia
		Brazil
		Chile
		Colombia
		Costa Rica
		Ecuador
		El Salvador
		Guatemala
		Guyana
		Honduras
		Nicaragua
		Panama
		Paraguay
		Peru
		Suriname
		Uruguay
		Venezuela
	NORTH AMERICA	Canada
		Mexico
		USA

REGION	SUB REGION	COUNTRY
ASIA-PACIFIC	NORTHEAST ASIA	China
		Hong Kong
		Japan
		South Korea
		Macau
		Mongolia
		Taiwan
	CENTRAL ASIA	Kazakhstan
		Kyrgyzstan
		Tajikistan
		Uzbekistan
	OCEANIA	Australia
		Fiji
		Kiribati
		New Zealand
		Papua New Guinea
		Solomon Islands
		Tonga
		Vanuatu
		Other Oceanic States
	SOUTH ASIA	Bangladesh
		India
		Maldives
		Nepal
		Pakistan
		Sri Lanka
	SOUTHEAST ASIA (ASEAN)	Brunei Darussalam
		Cambodia
		Indonesia
		Laos
		Malaysia
		Myanmar
		Philippines
		Singapore
		Thailand
		Vietnam
EUROPE	EUROPEAN UNION	Austria
		Belgium
		Bulgaria
		Croatia
		Cyprus
		Czech Republic
		Denmark
		Estonia
		Finland
		France
		Germany
		Greece

REGION	SUB-REGION	COUNTRY
EUROPE	EUROPEAN UNION	Hungary
		Ireland
		Italy
		Latvia
		Lithuania
		Luxembourg
		Malta
		Netherlands
		Poland
		Portugal
		Romania
		Slovakia
		Slovenia
		Spain
		Sweden
		UK
	OTHER EUROPE	Albania
		Armenia
		Azerbaijan
		Belarus
		Bosnia and Herzegovina
		Georgia
		Iceland
		Macedonia
		Moldova
		Montenegro
		Norway
		Russian Federation
		Serbia
		Switzerland
		Turkey
		Ukraine
MIDDLE EAST		Bahrain
		Iran
		Iraq
		Israel
		Jordan
		Kuwait
		Lebanon
		Oman
		Qatar
		Saudi Arabia
		Syria
		United Arab Emirates
		Yemen

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Assisting WTTC to Provide Tools for Analysis, Benchmarking, Forecasting and Planning.

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Contributing data to the WTTC Economic Impact Model

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ForwardKeys analyses more than 17m flight booking transactions a day, drawing data from all the major global air reservation systems and selected airlines and tour operators. This information is enhanced with further independent data sets, including flight search and official government statistics, plus data science to paint a picture of who is travelling where and when. ForwardKeys' analytics are used by traveller-focussed businesses worldwide to monitor and anticipate traveller arrivals from a particular origin market at a specific time. This analysis enables parties to anticipate the impact of events, better manage their staffing levels, fine tune supply requirements, adjust and measure the effectiveness of their marketing efforts and anticipate future market trends.

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