

# Direct GDP

## 2016

Absolute terms		2016
In which regions was the direct contribution (absolute terms) of Travel & Tourism to GDP greatest in 2016?		
Direct GDP	2016 constant US\$bn	
1 European Union	611.3	
2 North America	608.2	
3 North East Asia	448.4	
4 Latin America	121.0	
5 South East Asia	119.7	
6 South Asia	91.1	
7 Other Europe	85.2	
8 Middle East	81.4	
9 Oceania	51.9	
10 Sub Saharan Africa	40.1	
11 North Africa	26.3	
12 Caribbean	17.9	
13 Central Asia	3.4	

Relative terms		2016
In which regions was the direct contribution (relative terms) of Travel & Tourism to GDP greatest in 2016?		
Direct GDP	% of total GDP	
1 Caribbean	4.7	
2 South East Asia	4.7	
3 North Africa	4.4	
4 European Union	3.7	
5 Oceania	3.5	
6 Middle East	3.3	
7 Latin America	3.2	
8 South Asia	3.2	
9 North America	2.9	
10 Sub Saharan Africa	2.6	
11 Other Europe	2.6	
12 North East Asia	2.5	
13 Central Asia	1.6	

Fastest growing		2016
In which regions did the direct contribution of Travel & Tourism to GDP grow fastest in 2016?		
Direct GDP	real growth, %	
1 Central Asia	11.7	
2 South East Asia	8.3	
3 South Asia	7.9	
4 North East Asia	4.6	
5 Oceania	4.4	
6 Caribbean	3.2	
7 North America	3.1	
8 Middle East	2.7	
9 Sub Saharan Africa	2.4	
10 European Union	2.2	
11 Latin America	0.2	
12 Other Europe	-2.5	
13 North Africa	-4.8	

## 2027

Absolute terms		2027
In which regions will the direct contribution (absolute terms) of Travel & Tourism to GDP be greatest in 2027?		
Direct GDP	2016 constant US\$bn	
1 North America	859.0	
2 North East Asia	841.2	
3 European Union	786.9	
4 South East Asia	222.8	
5 South Asia	184.3	
6 Latin America	174.1	
7 Middle East	133.1	
8 Other Europe	124.5	
9 Oceania	72.0	
10 Sub Saharan Africa	66.9	
11 North Africa	39.9	
12 Caribbean	26.7	
13 Central Asia	5.6	

Relative terms		2027
In which regions will the direct contribution (relative terms) of Travel & Tourism to GDP be greatest in 2027?		
Direct GDP	% of total GDP	
1 Caribbean	5.7	
2 South East Asia	5.3	
3 North Africa	4.5	
4 European Union	4.1	
5 Oceania	3.6	
6 Latin America	3.5	
7 South Asia	3.4	
8 Middle East	3.3	
9 North America	3.3	
10 North East Asia	3.1	
11 Other Europe	3.0	
12 Sub Saharan Africa	2.7	
13 Central Asia	1.6	

Fastest growing		2027
In which regions will the direct contribution of Travel & Tourism to GDP grow fastest from 2017-2027?		
Direct GDP	annualised, %	
1 South Asia	6.6	
2 North East Asia	5.9	
3 South East Asia	5.7	
4 Sub Saharan Africa	4.8	
5 Central Asia	4.8	
6 Middle East	4.6	
7 North Africa	4.0	
8 Other Europe	3.7	
9 Caribbean	3.6	
10 Latin America	3.5	
11 North America	3.2	
12 Oceania	2.9	
13 European Union	2.3	

# Total GDP

## 2016

Absolute terms		2016
In which regions was the total contribution (absolute terms) of Travel & Tourism to GDP greatest in 2016?		
Total GDP	2016 constant US\$bn	
1 North America		1771.3
2 European Union		1682.9
3 North East Asia		1522.6
4 Latin America		328.2
5 South East Asia		301.1
6 Other Europe		278.5
7 South Asia		252.9
8 Middle East		227.1
9 Oceania		182.7
10 Sub Saharan Africa		108.0
11 North Africa		57.7
12 Caribbean		56.4
13 Central Asia		10.8

Relative terms		2016
In which regions was the total contribution (relative terms) of Travel & Tourism to GDP greatest in 2016?		
Total GDP	% of total GDP	
1 Caribbean		14.9
2 Oceania		12.2
3 South East Asia		11.8
4 European Union		10.2
5 North Africa		9.7
6 Middle East		9.1
7 South Asia		8.9
8 Latin America		8.8
9 Other Europe		8.4
10 North East Asia		8.4
11 North America		8.4
12 Sub Saharan Africa		7.1
13 Central Asia		5.2

Fastest growing		2016
In which regions did the total contribution of Travel & Tourism to GDP grow fastest in 2016?		
Total GDP	real growth, %	
1 Central Asia		9.5
2 South Asia		7.9
3 South East Asia		7.7
4 North East Asia		5.7
5 Oceania		4.0
6 Caribbean		3.2
7 North America		2.9
8 Sub Saharan Africa		2.6
9 Middle East		2.6
10 European Union		2.3
11 Latin America		-0.2
12 Other Europe		-0.4
13 North Africa		-2.9

## 2027

Absolute terms		2027
In which regions will the total contribution (absolute terms) of Travel & Tourism to GDP be greatest in 2027?		
Total GDP	2016 constant US\$bn	
1 North East Asia		2836.5
2 North America		2460.8
3 European Union		2149.2
4 South East Asia		563.0
5 South Asia		508.9
6 Latin America		473.0
7 Other Europe		394.9
8 Middle East		381.9
9 Oceania		248.9
10 Sub Saharan Africa		178.5
11 North Africa		89.7
12 Caribbean		83.3
13 Central Asia		17.5

Relative terms		2027
In which regions will the total contribution (relative terms) of Travel & Tourism to GDP be greatest in 2027?		
Total GDP	% of total GDP	
1 Caribbean		17.7
2 South East Asia		13.5
3 Oceania		12.4
4 European Union		11.2
5 North East Asia		10.5
6 North Africa		10.0
7 Middle East		9.7
8 North America		9.6
9 Other Europe		9.6
10 South Asia		9.5
11 Latin America		9.4
12 Sub Saharan Africa		7.3
13 Central Asia		4.9

Fastest growing		2027
In which regions will the total contribution of Travel & Tourism to GDP grow fastest from 2017-2027?		
Total GDP	annualised, %	
1 South Asia		6.6
2 North East Asia		5.8
3 South East Asia		5.7
4 Sub Saharan Africa		4.8
5 Middle East		4.8
6 Central Asia		4.6
7 North Africa		4.3
8 Caribbean		3.6
9 Latin America		3.5
10 Other Europe		3.3
11 North America		3.1
12 Oceania		2.8
13 European Union		2.2

# Direct Employment

## 2016

Absolute terms		2016
In which regions was the direct contribution (absolute terms) of Travel & Tourism to employment greatest in 2016?		
T & T Direct Employment		'000 jobs
1 South Asia		28657.5
2 North East Asia		26017.8
3 European Union		11409.2
4 South East Asia		11155.8
5 North America		10088.5
6 Sub Saharan Africa		6171.1
7 Latin America		5925.1
8 Other Europe		2552.8
9 Middle East		2356.9
10 North Africa		2188.2
11 Oceania		918.9
12 Caribbean		725.5
13 Central Asia		573.6

Relative terms			2016
In which regions was the direct contribution (relative terms) of Travel & Tourism to employment greatest in 2016?			
T & T Direct Employment		% of total employment	
1 European Union		5.0	
2 South Asia		5.0	
3 Oceania		4.9	
4 North America		4.6	
5 Caribbean		4.2	
6 North Africa		4.0	
7 South East Asia		3.6	
8 Middle East		3.1	
9 North East Asia		2.9	
10 Latin America		2.9	
11 Sub Saharan Africa		2.4	
12 Central Asia		1.9	
13 Other Europe		1.8	

Fastest growing		2016
In which regions did the direct contribution of Travel & Tourism to employment grow fastest in 2016?		
T & T Direct Employment		growth, %
1 South East Asia		3.5
2 Other Europe		3.3
3 North America		3.0
4 South Asia		2.4
5 Caribbean		2.0
6 Middle East		2.0
7 European Union		1.9
8 Latin America		1.7
9 Oceania		1.6
10 North East Asia		1.4
11 Sub Saharan Africa		-0.8
12 Central Asia		-2.7
13 North Africa		-6.9

## 2027

Absolute terms		2027
In which regions will the direct contribution (absolute terms) of Travel & Tourism to employment be greatest in 2027?		
T & T Direct Employment		'000 jobs
1 South Asia		36062.8
2 North East Asia		30963.5
3 South East Asia		16087.3
4 European Union		13640.5
5 North America		12677.6
6 Sub Saharan Africa		8833.3
7 Latin America		7775.5
8 Other Europe		3368.6
9 Middle East		2985.7
10 North Africa		2784.2
11 Oceania		1029.3
12 Caribbean		945.3
13 Central Asia		932.5

Relative terms			2027
In which regions will the direct contribution (relative terms) of Travel & Tourism to employment be greatest in 2027?			
T & T Direct Employment		% of total employment	
1 European Union		5.8	
2 North America		5.2	
3 South Asia		5.2	
4 Caribbean		5.1	
5 Oceania		4.6	
6 South East Asia		4.4	
7 North Africa		4.2	
8 North East Asia		3.4	
9 Latin America		3.3	
10 Middle East		3.1	
11 Sub Saharan Africa		2.4	
12 Other Europe		2.4	
13 Central Asia		2.2	

Fastest growing		2027
In which regions will the direct contribution of Travel & Tourism to employment grow fastest from 2017-2027?		
T & T Direct Employment		annualised, %
1 Central Asia		4.7
2 South East Asia		3.3
3 Sub Saharan Africa		3.3
4 Other Europe		2.7
5 North Africa		2.7
6 Latin America		2.4
7 Caribbean		2.4
8 Middle East		2.2
9 North America		2.1
10 South Asia		2.1
11 North East Asia		1.7
12 European Union		1.5
13 Oceania		1.5

# Total Employment

## 2016

Absolute terms		2016
In which regions was the total contribution (absolute terms) of Travel & Tourism to employment greatest in 2016?		
Total Employment		'000 jobs
1 North East Asia		77048.4
2 South Asia		47998.2
3 South East Asia		30154.9
4 European Union		26585.0
5 North America		24239.9
6 Latin America		16108.3
7 Sub Saharan Africa		15770.6
8 Other Europe		9445.1
9 Middle East		5730.7
10 North Africa		4933.4
11 Oceania		2470.1
12 Caribbean		2319.4
13 Central Asia		1546.7

Relative terms		2016
In which regions was the total contribution (relative terms) of Travel & Tourism to employment greatest in 2016?		
Total Employment	% of total employment	
1 Caribbean		13.4
2 Oceania		13.2
3 European Union		11.6
4 North America		11.0
5 South East Asia		9.7
6 North Africa		9.0
7 North East Asia		8.7
8 South Asia		8.3
9 Latin America		7.8
10 Middle East		7.6
11 Other Europe		6.6
12 Sub Saharan Africa		6.0
13 Central Asia		5.1

Fastest growing		2016
In which regions did the total contribution of Travel & Tourism to employment grow fastest in 2016?		
Total Employment		growth, %
1 Other Europe		3.7
2 South East Asia		3.4
3 North America		3.2
4 North East Asia		2.8
5 Caribbean		2.4
6 South Asia		2.3
7 Middle East		2.0
8 Oceania		2.0
9 European Union		1.6
10 Latin America		1.3
11 Sub Saharan Africa		-0.7
12 Central Asia		-2.6
13 North Africa		-4.8

## 2027

Absolute terms		2027
In which regions will the total contribution (absolute terms) of Travel & Tourism to employment be greatest in 2027?		
Total Employment		'000 jobs
1 North East Asia		107946.0
2 South Asia		59972.5
3 South East Asia		42043.4
4 North America		30790.9
5 European Union		30767.5
6 Sub Saharan Africa		22361.3
7 Latin America		20838.4
8 Other Europe		11683.7
9 Middle East		7432.9
10 North Africa		6365.9
11 Caribbean		2950.8
12 Oceania		2874.7
13 Central Asia		2324.2

Relative terms		2027
In which regions will the total contribution (relative terms) of Travel & Tourism to employment be greatest in 2027?		
Total Employment	% of total employment	
1 Caribbean		15.8
2 European Union		13.1
3 Oceania		12.8
4 North America		12.7
5 North East Asia		12.0
6 South East Asia		11.4
7 North Africa		9.7
8 Latin America		8.7
9 South Asia		8.6
10 Other Europe		8.3
11 Middle East		7.7
12 Sub Saharan Africa		6.1
13 Central Asia		5.6

Fastest growing		2027
In which regions will the total contribution of Travel & Tourism to employment grow fastest from 2017-2027?		
Total Employment		annualised, %
1 Central Asia		3.9
2 North East Asia		3.3
3 Sub Saharan Africa		3.2
4 South East Asia		3.0
5 North Africa		2.9
6 Middle East		2.4
7 Latin America		2.3
8 North America		2.3
9 Caribbean		2.1
10 Other Europe		2.1
11 South Asia		2.0
12 Oceania		1.8
13 European Union		1.3

# Domestic Spending

## 2016

Absolute terms		2016
In which regions was domestic spending (absolute terms) on Travel & Tourism highest in 2016?		
Direct GDP	2016 constant US\$bn	
1 North America		978.1
2 European Union		938.2
3 North East Asia		817.5
4 South Asia		190.6
5 Latin America		181.8
6 Other Europe		113.5
7 South East Asia		108.7
8 Oceania		87.2
9 Middle East		70.8
10 Sub Saharan Africa		46.5
11 North Africa		24.9
12 Caribbean		12.2
13 Central Asia		4.6

Relative terms		2016
In which regions was domestic spending (relative terms) on Travel & Tourism highest in 2016?		
Direct GDP	% of total GDP	
1 South Asia		6.7
2 Oceania		5.8
3 European Union		5.7
4 Latin America		4.9
5 North America		4.6
6 North East Asia		4.5
7 South East Asia		4.3
8 North Africa		4.2
9 Other Europe		3.4
10 Caribbean		3.2
11 Sub Saharan Africa		3.1
12 Middle East		2.8
13 Central Asia		2.2

Fastest growing		2016
In which regions did domestic spending on Travel & Tourism to GDP grow fastest in 2016?		
Direct GDP	real growth, %	
1 South Asia		7.9
2 South East Asia		6.9
3 North East Asia		5.5
4 Central Asia		3.5
5 North America		3.1
6 Oceania		3.1
7 Middle East		2.7
8 North Africa		2.5
9 Sub Saharan Africa		2.1
10 European Union		1.9
11 Other Europe		1.0
12 Caribbean		-0.1
13 Latin America		-0.9

## 2027

Absolute terms		2027
In which regions will domestic spending (absolute terms) on Travel & Tourism highest in 2027?		
Direct GDP	2016 constant US\$bn	
1 North East Asia		1656.1
2 North America		1342.9
3 European Union		1110.7
4 South Asia		398.8
5 Latin America		243.4
6 South East Asia		177.3
7 Other Europe		139.8
8 Oceania		113.5
9 Middle East		103.9
10 Sub Saharan Africa		70.9
11 North Africa		33.5
12 Caribbean		15.6
13 Central Asia		7.6

Relative terms		2027
In which regions will domestic spending (relative terms) on Travel & Tourism highest in 2027?		
Direct GDP	% of total GDP	
1 South Asia		7.4
2 North East Asia		6.2
3 European Union		5.8
4 Oceania		5.8
5 North America		5.2
6 Latin America		4.9
7 South East Asia		4.4
8 North Africa		3.7
9 Other Europe		3.4
10 Caribbean		3.3
11 Sub Saharan Africa		2.9
12 Middle East		2.6
13 Central Asia		2.1

Fastest growing		2027
In which regions will domestic spending on Travel & Tourism to GDP grow between 2017 and 2027?		
Direct GDP	annualised, %	
1 South Asia		7.0
2 North East Asia		6.6
3 Central Asia		4.9
4 South East Asia		4.5
5 Sub Saharan Africa		4.0
6 Middle East		3.5
7 North America		2.9
8 Latin America		2.8
9 North Africa		2.8
10 Caribbean		2.4
11 Oceania		2.3
12 Other Europe		1.9
13 European Union		1.5

# Visitor Exports

## 2016

Absolute terms		2016
In which regions were visitor exports (absolute terms) greatest in 2016?		
Visitor Exports	2016 constant US\$bn	
1 European Union		418.5
2 North East Asia		257.2
3 North America		247.7
4 South East Asia		123.7
5 Middle East		83.2
6 Other Europe		80.5
7 Latin America		44.7
8 Oceania		39.8
9 South Asia		31.6
10 Caribbean		31.4
11 Sub Saharan Africa		27.8
12 North Africa		12.9
13 Central Asia		2.5

Relative terms		2016
In which regions were visitor exports (relative terms) the greatest in 2016?		
Visitor Exports	% of total exports	
1 Caribbean		20.7
2 Oceania		12.5
3 North Africa		10.7
4 South East Asia		8.6
5 Sub Saharan Africa		8.6
6 North America		8.0
7 Middle East		8.0
8 Latin America		7.3
9 Other Europe		7.0
10 South Asia		6.1
11 European Union		5.9
12 North East Asia		5.6
13 Central Asia		0.4

Fastest growing		2016
In which regions did visitor exports grow fastest in 2016?		
Visitor Exports	real growth, %	
1 Central Asia		28.6
2 South Asia		9.6
3 South East Asia		9.1
4 Oceania		7.3
5 Latin America		5.5
6 Caribbean		4.8
7 European Union		2.9
8 Middle East		2.6
9 Sub Saharan Africa		2.6
10 North America		1.8
11 North East Asia		1.6
12 Other Europe		-5.7
13 North Africa		-16.0

## 2027

Absolute terms		2027
In which regions will visitor exports (absolute terms) be greatest in 2027?		
Visitor Exports	2016 constant US\$bn	
1 European Union		619.5
2 North East Asia		366.6
3 North America		365.4
4 South East Asia		245.5
5 Middle East		148.3
6 Other Europe		142.5
7 Latin America		82.0
8 Oceania		61.8
9 South Asia		60.5
10 Sub Saharan Africa		52.4
11 Caribbean		48.8
12 North Africa		23.6
13 Central Asia		4.1

Relative terms		2027
In which regions will visitor exports (relative terms) be greatest in 2027?		
Visitor Exports	% of total exports	
1 Caribbean		25.3
2 Oceania		13.2
3 South East Asia		10.8
4 Other Europe		9.3
5 Latin America		9.2
6 Sub Saharan Africa		8.5
7 North Africa		8.0
8 North America		7.9
9 South Asia		7.5
10 Middle East		7.0
11 European Union		6.6
12 North East Asia		5.3
13 Central Asia		0.4

Fastest growing		2027
In which regions will visitor exports grow fastest between 2017 and 2027?		
Visitor Exports	annualised, %	
1 South East Asia		6.2
2 South Asia		6.1
3 Sub Saharan Africa		5.9
4 North Africa		5.8
5 Latin America		5.8
6 Other Europe		5.5
7 Middle East		5.4
8 Central Asia		4.7
9 Oceania		4.0
10 Caribbean		4.0
11 North America		3.9
12 European Union		3.4
13 North East Asia		3.2

# Business Travel Spending

## 2016

Absolute terms		2016
In which regions was spending on business travel (absolute terms) highest in 2016?		
Direct GDP	2016 constant US\$bn	
1 North America		344.4
2 European Union		329.2
3 North East Asia		232.7
4 South East Asia		65.1
5 Latin America		40.1
6 Other Europe		34.0
7 Middle East		31.5
8 Sub Saharan Africa		28.0
9 Oceania		20.1
10 South Asia		15.1
11 North Africa		7.2
12 Caribbean		4.8
13 Central Asia		1.4

Relative terms		2016
In which regions was spending on business travel (relative terms) highest in 2016?		
Direct GDP	% of total GDP	
1 South East Asia		1.3
2 Sub Saharan Africa		1.0
3 European Union		0.9
4 North Africa		0.8
5 North America		0.8
6 Middle East		0.6
7 Latin America		0.6
8 North East Asia		0.5
9 Oceania		0.5
10 Caribbean		0.5
11 Other Europe		0.5
12 Central Asia		0.3
13 South Asia		0.2

Fastest growing		2016
In which regions did spending on business travel grow fastest in 2016?		
Direct GDP	real growth, %	
1 South Asia		7.8
2 South East Asia		7.5
3 Central Asia		6.0
4 Middle East		4.8
5 European Union		3.4
6 Sub Saharan Africa		3.4
7 North East Asia		3.4
8 North America		3.1
9 Caribbean		3.1
10 Oceania		2.4
11 Other Europe		-0.3
12 Latin America		-0.7
13 North Africa		-1.4

## 2027

Absolute terms		2027
In which regions will spending on business travel (absolute terms) be highest in 2027?		
Direct GDP	2016 constant US\$bn	
1 North East Asia		474.5
2 North America		429.8
3 European Union		420.3
4 South East Asia		108.1
5 Latin America		58.9
6 Other Europe		52.6
7 Middle East		52.2
8 Sub Saharan Africa		44.4
9 South Asia		30.2
10 Oceania		29.2
11 North Africa		10.4
12 Caribbean		6.8
13 Central Asia		2.5

Relative terms		2027
In which regions will spending on business (relative terms) be highest in 2027?		
Direct GDP	% of total GDP	
1 South East Asia		1.3
2 Sub Saharan Africa		1.0
3 European Union		1.0
4 North America		0.8
5 North Africa		0.8
6 North East Asia		0.7
7 Middle East		0.6
8 Latin America		0.6
9 Caribbean		0.6
10 Oceania		0.6
11 Other Europe		0.6
12 Central Asia		0.3
13 South Asia		0.2

Fastest growing		2027
In which regions will spending on business travel grow fastest between 2017 and 2027?		
Direct GDP	annualised, %	
1 North East Asia		6.9
2 South Asia		6.6
3 Central Asia		5.6
4 Middle East		4.8
5 Sub Saharan Africa		4.3
6 South East Asia		4.3
7 Other Europe		3.9
8 Latin America		3.6
9 North Africa		3.5
10 Caribbean		3.2
11 Oceania		3.1
12 European Union		2.1
13 North America		2.0

# Leisure Travel Spending

## 2016

Absolute terms		2016
In which regions was spending (absolute terms) on leisure travel highest in 2016?		
Visitor Exports	2016 constant US\$bn	
1 European Union		1027.5
2 North America		881.5
3 North East Asia		842.0
4 South Asia		207.0
5 Latin America		186.4
6 South East Asia		167.3
7 Other Europe		160.0
8 Middle East		122.5
9 Oceania		106.9
10 Sub Saharan Africa		46.2
11 Caribbean		38.9
12 North Africa		30.6
13 Central Asia		5.7

Relative terms		2016
In which regions was spending (relative terms) on leisure travel highest in 2016?		
Visitor Exports	% of total exports	
1 Caribbean		4.1
2 North Africa		3.5
3 South East Asia		3.4
4 South Asia		3.0
5 Oceania		2.9
6 European Union		2.8
7 Latin America		2.6
8 Middle East		2.6
9 Other Europe		2.1
10 North America		2.0
11 North East Asia		1.9
12 Sub Saharan Africa		1.6
13 Central Asia		1.3

Fastest growing		2016
In which regions did spending on leisure travel grow fastest in 2016?		
Visitor Exports	real growth, %	
1 Central Asia		12.5
2 South East Asia		8.3
3 South Asia		8.2
4 North East Asia		4.9
5 Oceania		4.7
6 Caribbean		3.4
7 North America		2.7
8 Middle East		2.1
9 European Union		1.8
10 Sub Saharan Africa		1.7
11 Latin America		0.6
12 Other Europe		-2.2
13 North Africa		-5.5

## 2027

Absolute terms		2027
In which regions will spending (absolute terms) on leisure travel be greatest in 2027?		
Visitor Exports	2016 constant US\$bn	
1 North East Asia		1548.2
2 European Union		1312.5
3 North America		1278.5
4 South Asia		429.1
5 South East Asia		314.7
6 Latin America		266.5
7 Other Europe		229.7
8 Middle East		199.9
9 Oceania		146.2
10 Sub Saharan Africa		78.8
11 Caribbean		57.6
12 North Africa		46.8
13 Central Asia		9.2

Relative terms		2027
In which regions will spending (relative terms) on leisure travel be highest in 2027?		
Visitor Exports	% of total exports	
1 Caribbean		5.0
2 South East Asia		3.9
3 North Africa		3.6
4 South Asia		3.2
5 European Union		3.1
6 Oceania		2.9
7 Latin America		2.8
8 Middle East		2.7
9 North America		2.5
10 Other Europe		2.4
11 North East Asia		2.3
12 Sub Saharan Africa		1.7
13 Central Asia		1.2

Fastest growing		2027
In which regions will spending on leisure travel grow fastest between 2017 and 2027?		
Visitor Exports	annualised, %	
1 South Asia		6.9
2 South East Asia		5.9
3 North East Asia		5.6
4 Sub Saharan Africa		5.0
5 Central Asia		4.7
6 Middle East		4.5
7 North Africa		4.0
8 Caribbean		3.6
9 North America		3.5
10 Other Europe		3.5
11 Latin America		3.5
12 Oceania		2.8
13 European Union		2.2



# Investment

## 2016

Absolute terms		2016
In which regions was capital investment (absolute terms) in Travel & Tourism highest in 2016?		
Capital Investment	2016 constant US\$bn	
1 North East Asia		196.1
2 North America		180.3
3 European Union		159.6
4 Middle East		49.6
5 South East Asia		48.6
6 Latin America		42.0
7 South Asia		39.9
8 Other Europe		32.8
9 Oceania		20.2
10 Sub Saharan Africa		16.9
11 North Africa		11.6
12 Caribbean		6.8
13 Central Asia		2.2

Relative terms		2016
In which regions was capital investment (relative terms) in Travel & Tourism be highest in 2016?		
Capital Investment	% of total capital investment	
1 Caribbean		12.3
2 North Africa		7.3
3 Middle East		7.2
4 South East Asia		6.8
5 Latin America		6.0
6 Sub Saharan Africa		5.6
7 Oceania		5.5
8 South Asia		5.4
9 European Union		4.9
10 Other Europe		4.5
11 North America		4.3
12 Central Asia		4.3
13 North East Asia		3.1

Fastest growing		2016
In which regions did capital investment in Travel & Tourism grow fastest in 2016?		
Capital Investment	real growth, %	
1 Central Asia		7.8
2 North Africa		6.6
3 North East Asia		6.1
4 Oceania		5.4
5 Other Europe		5.0
6 Middle East		4.7
7 South East Asia		4.7
8 Caribbean		2.9
9 North America		2.2
10 European Union		2.0
11 Sub Saharan Africa		1.6
12 South Asia		-1.0
13 Latin America		-4.9

## 2027

Absolute terms		2027
In which regions will capital investment (absolute terms) in Travel & Tourism highest in 2027?		
Capital Investment	2016 constant US\$bn	
1 North East Asia		366.1
2 North America		265.3
3 European Union		217.5
4 Middle East		98.9
5 South East Asia		87.5
6 South Asia		74.6
7 Latin America		66.2
8 Other Europe		44.2
9 Sub Saharan Africa		27.4
10 Oceania		26.4
11 North Africa		19.7
12 Caribbean		9.8
13 Central Asia		3.4

Relative terms		2027
In which regions will capital investment (relative terms) in Travel & Tourism be highest in 2027?		
Capital Investment	% of total capital investment	
1 Caribbean		13.9
2 Middle East		9.1
3 North Africa		7.3
4 South East Asia		7.0
5 Latin America		6.3
6 Sub Saharan Africa		5.5
7 South Asia		5.5
8 Oceania		5.4
9 European Union		5.4
10 Other Europe		5.1
11 North America		4.7
12 North East Asia		4.0
13 Central Asia		3.9

Fastest growing		2027
In which regions will capital investment of Travel & Tourism grow fastest between 2017-2027?		
Capital Investment	annualised, %	
1 Middle East		6.4
2 South Asia		5.9
3 North East Asia		5.8
4 South East Asia		5.6
5 North Africa		4.9
6 Sub Saharan Africa		4.9
7 Latin America		4.3
8 Central Asia		4.1
9 North America		3.7
10 Caribbean		3.5
11 Other Europe		2.8
12 European Union		2.8
13 Oceania		2.5

# One-Year Increase

## 2016-2017

Strongest Growth		2016-2017
Which regions will show the strongest growth in the direct contribution of Travel & Tourism to GDP in 2017?		
Direct GDP	real growth, %	
1 South East Asia	7.3	
2 South Asia	6.6	
3 North East Asia	5.9	
4 Middle East	4.5	
5 Sub Saharan Africa	4.4	
6 Caribbean	4.0	
7 Oceania	3.9	
8 European Union	2.9	
9 Central Asia	2.9	
10 North America	2.7	
11 North Africa	2.6	
12 Other Europe	2.1	
13 Latin America	2.0	

Strongest Growth		2016-2017
Which regions will show the strongest growth in the direct contribution of Travel & Tourism to employment in 2017?		
T&T Direct Employment	growth, %	
1 South East Asia	4.1	
2 Sub Saharan Africa	3.8	
3 Caribbean	3.2	
4 Latin America	3.1	
5 Central Asia	2.9	
6 European Union	2.8	
7 South Asia	2.2	
8 Middle East	2.1	
9 North America	1.7	
10 North East Asia	1.0	
11 Other Europe	0.7	
12 North Africa	-2.9	
13 Oceania	-3.3	

Strongest Growth		2016-2017
Which regions will show the strongest growth in the total contribution of Travel & Tourism to GDP in 2017?		
Total GDP	real growth, %	
1 South East Asia	6.9	
2 South Asia	6.6	
3 North East Asia	5.7	
4 Middle East	5.2	
5 Caribbean	3.7	
6 Sub Saharan Africa	3.4	
7 Central Asia	3.4	
8 Oceania	3.4	
9 European Union	2.6	
10 North America	2.4	
11 Other Europe	2.1	
12 Latin America	2.1	
13 North Africa	2.0	

Strongest Growth		2016-2017
Which regions will show the strongest growth in the total contribution of Travel & Tourism to employment in 2017?		
T&T Total Employment	growth, %	
1 South East Asia	3.7	
2 Sub Saharan Africa	3.3	
3 Caribbean	3.1	
4 Middle East	2.7	
5 Latin America	2.7	
6 Central Asia	2.5	
7 European Union	2.2	
8 South Asia	2.0	
9 North East Asia	1.6	
10 North America	1.2	
11 Other Europe	0.4	
12 Oceania	-2.2	
13 North Africa	-2.6	

Strongest Growth		2016-2017
Which regions will show the strongest growth in visitor exports in 2017?		
Visitor Exports	real growth, %	
1 South East Asia	8.5	
2 Sub Saharan Africa	6.1	
3 South Asia	5.6	
4 European Union	5.6	
5 Caribbean	5.3	
6 Oceania	5.3	
7 Middle East	5.1	
8 Latin America	4.9	
9 North East Asia	4.2	
10 Other Europe	3.8	
11 North Africa	3.6	
12 Central Asia	2.1	
13 North America	0.4	

Strongest Growth		2016-2017
Which regions will show the strongest growth in capital investment in 2017?		
Capital Investment	real growth, %	
1 Middle East	7.2	
2 North East Asia	6.0	
3 North Africa	5.4	
4 South Asia	5.0	
5 Central Asia	4.7	
6 South East Asia	4.0	
7 Latin America	3.5	
8 European Union	3.5	
9 North America	2.6	
10 Caribbean	2.5	
11 Oceania	2.0	
12 Other Europe	1.9	
13 Sub Saharan Africa	0.7	

# Long Term Growth

## 2017-2027

Largest Growth		2017-2027
Which regions will show the strongest growth in the direct contribution of Travel & Tourism to GDP between 2017 and 2027?		
Direct GDP	2016 constant US\$bn	
1 North East Asia	366.5	
2 North America	234.4	
3 European Union	158.1	
4 South East Asia	94.4	
5 South Asia	87.2	
6 Latin America	50.7	
7 Middle East	48.0	
8 Other Europe	37.5	
9 Sub Saharan Africa	25.1	
10 Oceania	18.0	
11 North Africa	12.9	
12 Caribbean	8.0	
13 Central Asia	2.1	

Largest Growth		2017-2027
Which regions will show the strongest growth in the direct contribution of Travel & Tourism to employment between 2017 and 2027?		
T&T Direct Employment	'000 jobs	
1 South Asia	6783.0	
2 North East Asia	4679.7	
3 South East Asia	4471.4	
4 Sub Saharan Africa	2425.7	
5 North America	2421.9	
6 European Union	1910.4	
7 Latin America	1664.5	
8 Other Europe	798.2	
9 North Africa	658.4	
10 Middle East	579.7	
11 Central Asia	342.3	
12 Caribbean	196.9	
13 Oceania	140.5	

Largest Growth		2017-2027
Which regions will show the strongest growth in the total contribution of Travel & Tourism to GDP between 2017 and 2027?		
Total GDP	2016 constant US\$bn	
1 North East Asia	1227.3	
2 North America	646.7	
3 European Union	422.2	
4 South East Asia	241.0	
5 South Asia	239.2	
6 Middle East	142.8	
7 Latin America	138.0	
8 Other Europe	110.4	
9 Sub Saharan Africa	66.8	
10 Oceania	60.0	
11 North Africa	30.9	
12 Caribbean	24.8	
13 Central Asia	6.3	

Largest Growth		2017-2027
Which regions will show the strongest growth in the total contribution of Travel & Tourism to employment between 2017 and 2027?		
T&T Total Employment	'000 jobs	
1 North East Asia	29677.5	
2 South Asia	10997.0	
3 South East Asia	10780.6	
4 North America	6268.3	
5 Sub Saharan Africa	6072.4	
6 Latin America	4296.1	
7 European Union	3605.3	
8 Other Europe	2200.4	
9 North Africa	1559.8	
10 Middle East	1545.9	
11 Central Asia	738.7	
12 Caribbean	559.9	
13 Oceania	459.8	

Largest Growth		2017-2027
Which regions will generate the strongest growth in visitor exports between 2017 and 2027?		
Visitor Exports	2016 constant US\$bn	
1 European Union	177.6	
2 North America	116.7	
3 South East Asia	111.2	
4 North East Asia	98.5	
5 Middle East	60.8	
6 Other Europe	59.0	
7 Latin America	35.1	
8 South Asia	27.2	
9 Sub Saharan Africa	22.9	
10 Oceania	20.0	
11 Caribbean	15.8	
12 North Africa	10.2	
13 Central Asia	1.5	

Largest Growth		2017-2027
Which regions will generate the strongest growth in capital investment between 2017 and 2027?		
Capital Investment	2016 constant US\$bn	
1 North East Asia	158.2	
2 North America	80.2	
3 European Union	52.3	
4 Middle East	45.8	
5 South East Asia	36.9	
6 South Asia	32.7	
7 Latin America	22.8	
8 Other Europe	10.8	
9 Sub Saharan Africa	10.4	
10 North Africa	7.5	
11 Oceania	5.8	
12 Caribbean	2.9	
13 Central Asia	1.1	