

# The Travel & Tourism Competitiveness Report

## Measuring Travel and Tourism Competitiveness

**Jennifer Blanke, World Economic Forum**

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# Outline

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## The Travel & Tourism Competitiveness Index

- Development
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## Rankings



# The Travel & Tourism Competitiveness Report

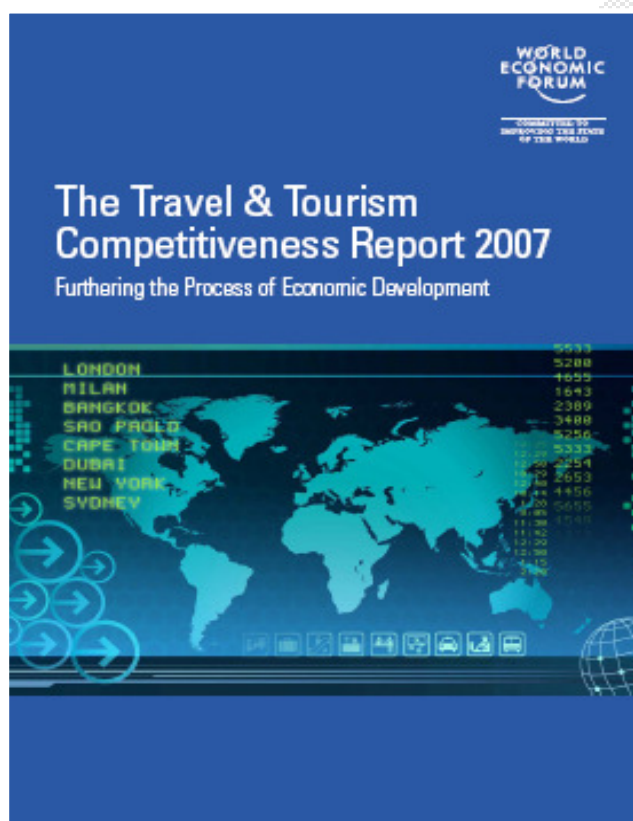


# The T&T Report Motivations

- Travel and tourism (T&T) is in many countries a critical sector impacting national prosperity and economic growth
- A cross-country analysis of the drivers of T&T competitiveness provides useful comparative information for making business decisions
- The analysis also provides a platform for dialogue between industry and policymakers to address the obstacles to T&T competitiveness

# The T&T Competitiveness Report 2007

## Structure & Content



### Part 1: Chapters

- Presentation and analysis of the rankings
- Selected issues of T&T competitiveness

### Part 2: Country profiles

- T&T indicators for 124 countries
- Overview of rankings and scores

### Part 3: Data tables

- Includes all index variables
- Country rankings per variable

# The T&T Competitiveness Report 2007

## Contributors & Partners

Type	Company	On the Panel...
Strategic Design Partner	Booz Allen Hamilton	Jürgen Ringbeck
Data Partners	IATA UN-WTO WTTC	Geoffrey Lipman Jean-Claude Baumgarten
Industry Partners	Carlson Group Visa International (Bombardier, Emirates Group, Qatar Airways, Royal Jordanian, Silversea Cruises, Swiss International Airlines)	Tom Polski John Elkins

# The T&T Competitiveness Report 2007

## Chapter Topics

- 1. Shaping the Government Agenda to Improve the T&T Competitiveness** (Booz Allen Hamilton)
- 2. Measures to Improve T&T Policy and Business Decision Making** (WTTC)
- 3. Tourism Competitiveness and the Development Agenda** (UNWTO)
- 4. Positives and Potentials of Travel & Tourism** (Carlson)
- 5. Electronic Payments: A Catalyst for Tourism and Economic Growth** (Visa International)
- 6. Investing in Air Transport Connectivity to Boost National Productivity and Economic Growth** (IATA)
- 7. Long-Haul Hubs and the Future of Air Transport** (Emirates Group)
- 8. Open Skies in the Middle East: How to Manage Competition in the High-Growth Air Transport Sector** (Royal Jordanian Airlines)
- 9. Driving Tourism Growth through Consumer-Centric Marketing** (Rosetta Marketing Group )



## The Travel and Tourism Competitiveness Index

# The T&T Index

## Development of the Index

- Work began to construct the TTCI in late 2005
- Since then, the World Economic Forum worked closely with our partners to ensure that the Index is as comprehensive and relevant as possible
- In coming years, we will continue to refine the TTCI to establish it as a useful tool for business & government
- The Travel & Tourism Index will be updated on a yearly basis to show evolution of performance over time

## The T&T Index

### Definition: What are we trying to measure?

- Definition of T&T competitiveness for constructing the index:

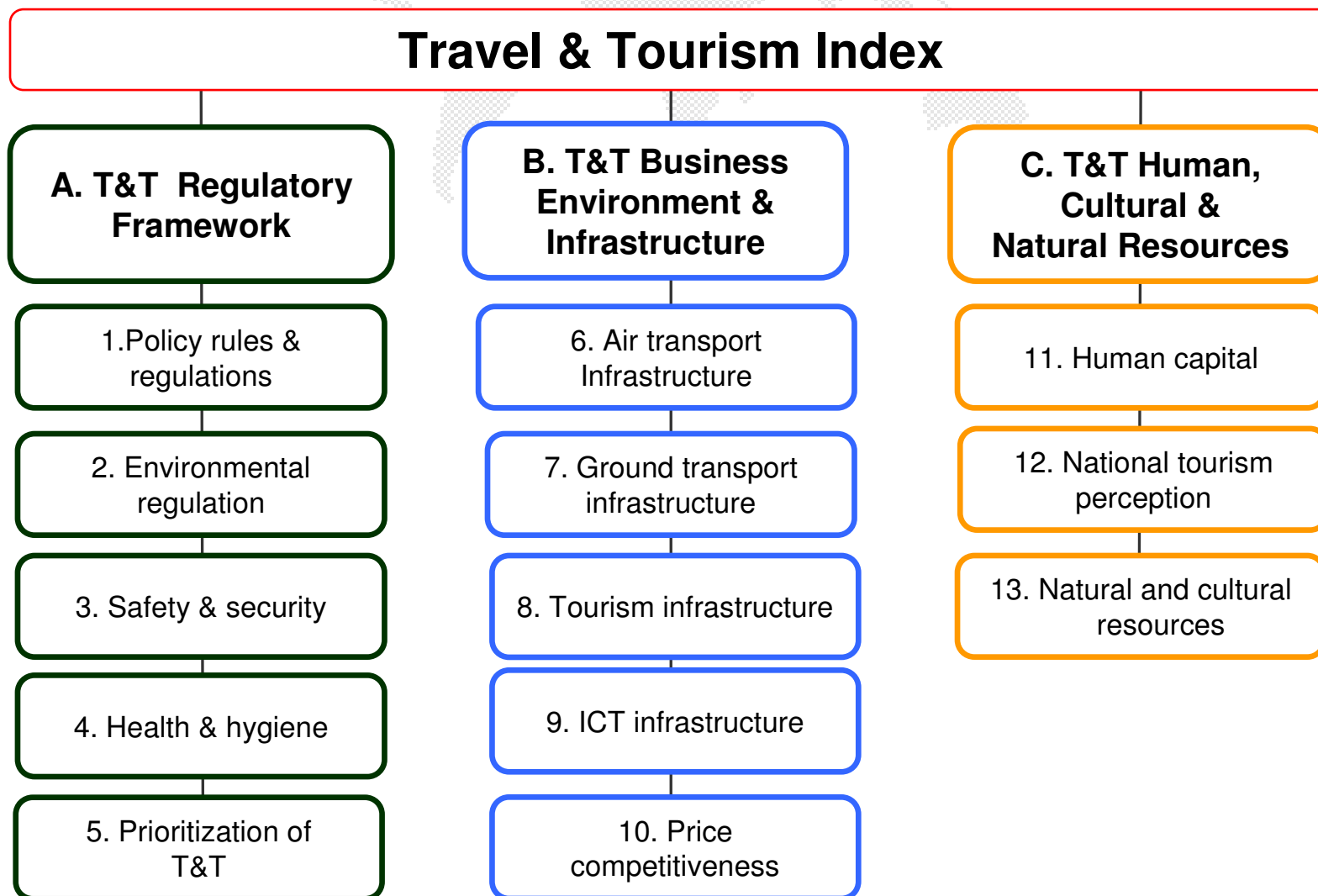
**The factors and policies  
that make it attractive to  
develop the T&T sector  
in different countries**

# The T&T Index

## Data sources

- Quantitative data from publicly available sources, T&T institutions and industry experts (Booz Allen, IATA, ICAO, WTO, WTTC, etc.)
- Qualitative data from the Forum's Executive Opinion Survey:
  - Carried out among CEOs and top business leaders in all countries: the people making the investment decisions in their respective economies
  - Provides unique data on many qualitative institutional and business environment issues
  - Eight specific questions on T&T have been added to the Survey for the purposes of this study

# The T&T Competitiveness Index Structure



# The T&T Index

## Components and variables (1/3)

### A. T&T Regulatory Framework

1. Policy rules and regulations

2. Environmental regulation

3. Safety and Security

4. Health and Hygiene

5. Prioritization of T&T

### Examples of variables

- Foreign ownership restrictions
- Openness of air service agreements
- Visitor visa requirements
- Sustainable development of T&T industry
- Costs of crime and violence
- Access to improved sanitation
- Effectiveness of marketing and branding to attract inbound tourists
- Prioritization by government of the T&T industry

# The T&T Index

## Components and variables (2/3)

### B. T&T Business Environment and Infrastructure

6. Air transport infrastructure

7. Ground transport infrastructure

8. Tourism infrastructure

9. ICT infrastructure

10. Price Competitiveness

## Examples of variables

- Air transport infrastructure quality
- Quality of airline connections to overseas markets
- Quality of roads, railroads, ports, etc.
- Hotel concentration
- Presence of top international car rental companies in a country
- Internet use for business transactions in country
- Airport taxes and charges
- PPP conversion factor

# The T&T Index

## Components and variables (3/3)

### C. T&T Human, Cultural & Natural Resources

11. Human capital

12. National tourism  
perception

13. Natural and cultural  
resources

### Examples of variables

- Educational attainment rates
- Extent of staff training
- Attitude towards tourists
- Tourism openness
- Recommendation to extend business trips for tourism
- Nationally protected land areas
- Environmental damage
- Number of World Heritage sites

# The T&T Index Results (1/3)

## Top 20 rankings

Country	Rank
Switzerland	1
Austria	2
Germany	3
Iceland	4
United States	5
Hong Kong	6
Canada	7
Singapore	8
Luxembourg	9
United Kingdom	10

Country	Rank
Denmark	11
France	12
Australia	13
New Zealand	14
Spain	15
Finland	16
Sweden	17
UAE	18
Netherlands	19
Cyprus	20

## The T&T Index Results (2/3)

### Asian top ten

Country	Rank
Hong Kong	6
Singapore	8
Japan	25
Taiwan	30
Malaysia	31
Korea	42
Thailand	43
Indonesia	60
India	65
China	71

### LAC top ten

Country	Rank
Barbados	29
Costa Rica	41
Chile	45
Mexico	49
Dominican Rep.	50
Panama	55
Uruguay	56
Brazil	59
Argentina	64
Guatemala	69

# The T&T Index Results (3/3)

## MENA ranking

Country	Rank
UAE	18
Israel	32
Tunisia	34
Qatar	36
Jordan	46
Bahrain	47
Morocco	57
Egypt	58
Kuwait	67
Algeria	93

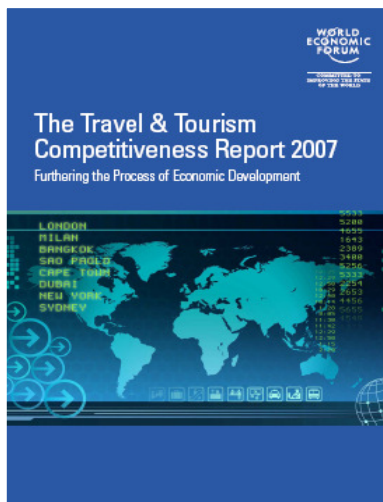
## Sub-Saharan African top ten

Country	Rank
Mauritius	39
South Africa	62
Botswana	70
Namibia	73
Tanzania	80
Gambia	84
Mauritania	92
Zambia	94
Kenya	98
Uganda	101

# The T&T Index

## How to obtain the full report

See our website for further information and to download the Report:



**[www.weforum.org](http://www.weforum.org)**



## Introduction of the Panel Members

- Jean-Claude Baumgarten (WTTC)
- John Elkins (Visa International)
- Geoffrey Lipman (UN-WTO)
- John Moavenzahdeh (World Economic Forum)
- Tom Polski (Carlson)
- Jürgen Ringbeck (Booz Allen Hamilton)

