

ICAO Air Transport Symposium

Helen Marano

Vice President Government & Industry Affairs
World Travel & Tourism Council

7 May 2013

WTTC – THE COUNCIL



BRITISH AIRWAYS



The Coca-Cola Company



TOSHIBA
Leading Innovation >>>



TRAVEL & TOURISM INDUSTRY

Travel is a way of life

Drives economy and creates jobs

Economic impact reports 184 countries

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The Authority on World Travel & Tourism



Travel
& Tourism
ECONOMIC IMPACT 2013
WORLD

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GLOBAL FIGURES 2013

\$7 trillion contribution

266 million jobs

1 in 11 jobs



UNWTO STATISTICS

1.087 billion international tourist arrivals in 2013

5% increase

Demand strongest in Asia Pacific, Africa, and Europe

4% - 4.5% growth projected for 2014

Current growth above long term projections

TRAVEL & TOURISM OUTLOOK FOR 2014

A photograph of a family walking along a sandy beach. In the foreground, a man's arm and hand are visible, holding the hand of a young boy in a pink shirt. Behind them, a young girl in a white shirt is also walking. The ocean waves are visible in the background.

4.3% growth in GDP contribution

5.8% investment growth, up from 2013

Emerging markets remain fastest growers

GLOBAL FIGURES 2024

\$11 trillion contribution

1 in 10 jobs

347 million jobs

Two thirds new jobs will be in Asia



CONNECTIVITY

A large commercial airplane is shown from a low angle, flying towards the viewer against a dramatic sunset sky with orange and blue hues. The plane is silhouetted against the bright light of the setting sun.

Direct responsibility for economic impact

Route openness a lever to accelerated growth

Connectivity underpins key investment decisions

CONNECTIVITY – OPENING OPPORTUNITIES

A background image of a city skyline at sunset or sunrise, with buildings silhouetted against a warm, orange and yellow sky. The water in the foreground reflects the city lights and the sky.

Economic opportunity and competitiveness

Integration of visitation, trade, and investment

Community development for social benefits

CONNECTIVITY AND TRADE

A person is silhouetted against a vibrant sunset sky, standing on a dark, elevated surface and looking out over a landscape. The sky is filled with warm orange and red hues, with rays of light emanating from the sun's position on the left. The overall mood is contemplative and expansive.

Heightened awareness needed that tourism is trade

T&T contributes 28% of service sector exports

Volume of trade supported by business travel was equivalent to 35% of global trade growth

TRAVEL AND TRADE LINKAGES



STRATEGIC PRIORITIES



Freedom to Travel



Policies for Growth



Tourism for Tomorrow

FREEDOM TO TRAVEL

A close-up photograph of a hand using a metal tool to peel a piece of chocolate from a bar. The chocolate is being peeled in a way that creates a thin, curved layer. The background is a soft, out-of-focus green and blue gradient.

Right of people to travel safely, securely, and efficiently

Smarter visa and border security policies

Governments work with private sector to make it easier

POLICIES FOR GROWTH

Taxes require constant monitoring

Some taxes have to be accepted, focus on intelligent taxation

Reinvestment in industry is key to evaluation of taxes

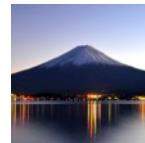
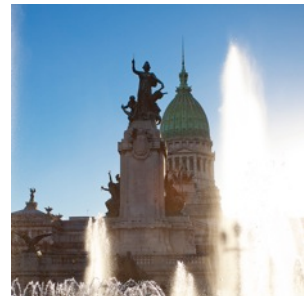
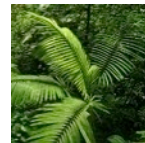
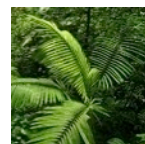
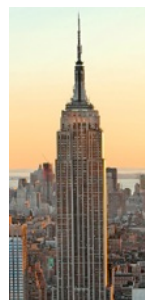
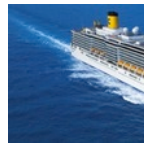
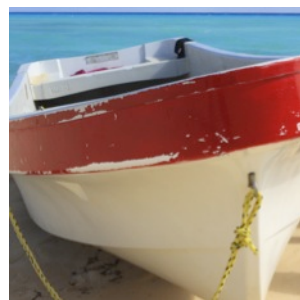
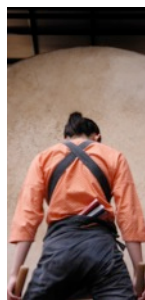
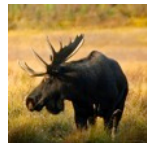
TOURISM FOR TOMORROW



By 2050 – 9 billion people – 3 billion in T&T middle class

We can encourage change into core business models

We are a Force for Good – but we need to work together



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