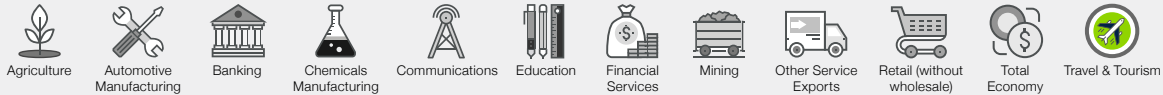


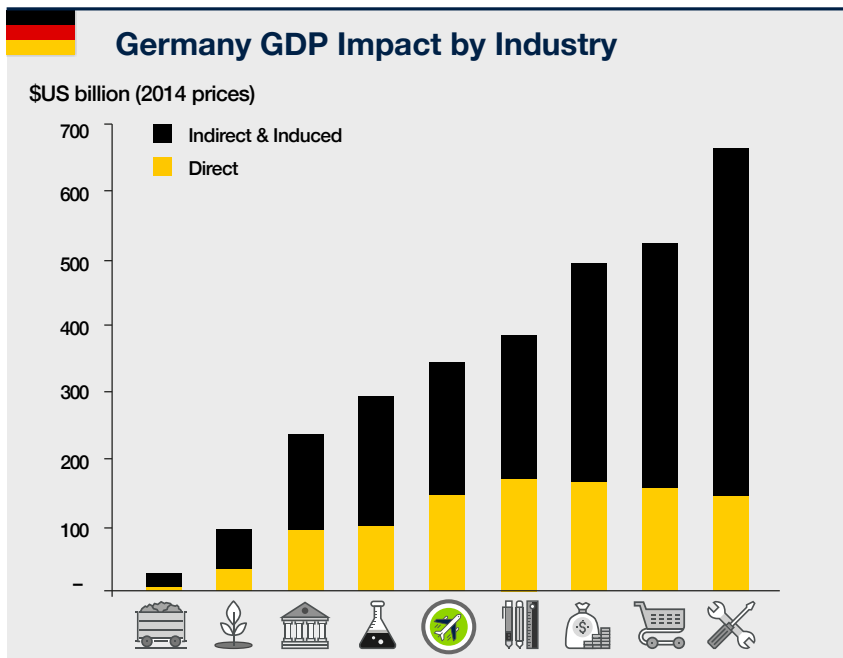


Germany

Neuschwanstein Castle in Hohenschwangau



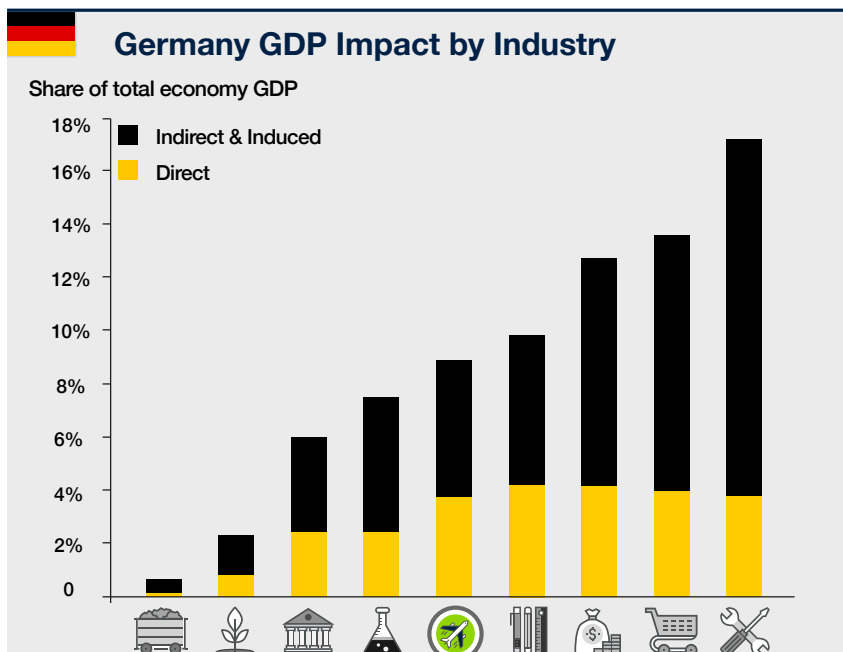
How does Travel & Tourism compare to other sectors?



GDP

Size

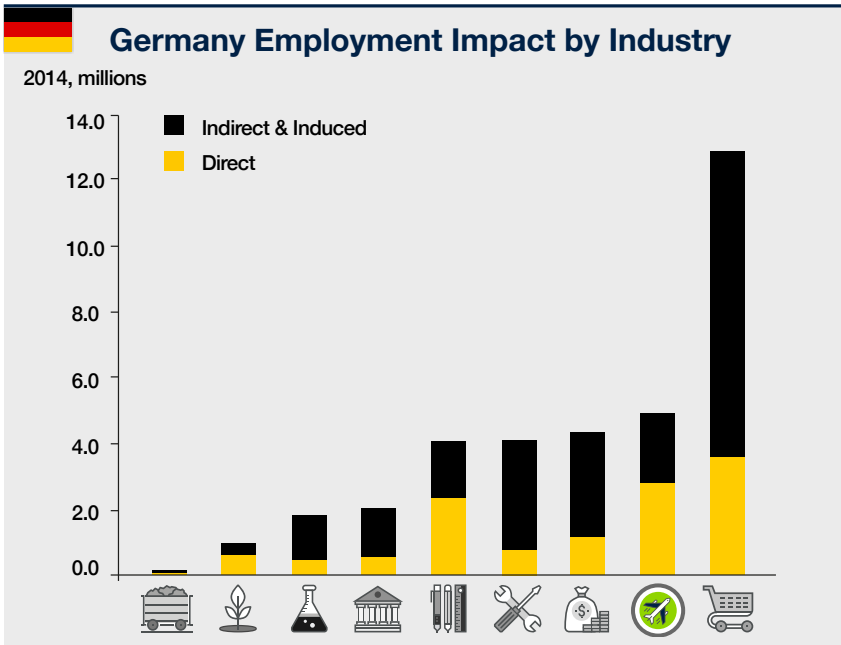
- Travel & Tourism generated a total impact of **\$US 343 billion** in Germany in 2014.
- Travel & Tourism's direct contribution to GDP impact is larger than that of the chemicals manufacturing, banking, agriculture, and mining sectors.
- In terms of its direct GDP, Travel & Tourism is **88%** of the direct impact of the education sector and **89%** of the direct impact of the financial services sector.



Share

- Travel & Tourism generated, either directly or indirectly, **8.9%** of GDP in Germany in 2014.
- This is larger than chemicals manufacturing's GDP impact at **7.5%** and is slightly less than education's GDP impact at **9.8%**.

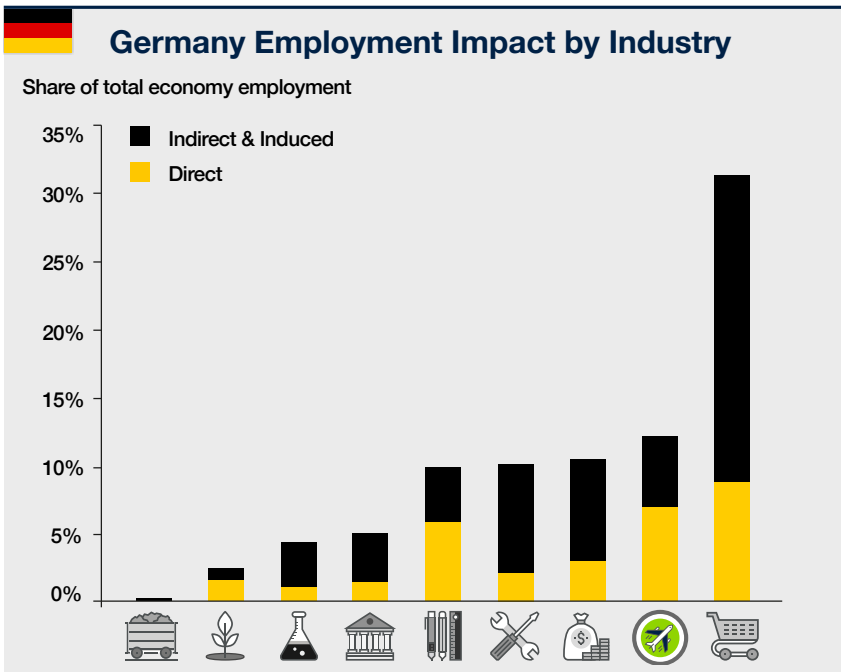




Employment

Employment Size

- Travel & Tourism sustained a total **5 million** direct, indirect, and induced jobs in Germany 2014.
- Travel & Tourism in Germany directly employs more people than every sector except for the retail sector.



Employment Share

- Travel & Tourism generated, either directly or indirectly, **11.7%** of Germany's employment in 2014.
- For every job directly in the Tourism sector, nearly one additional job is created on an indirect or induced basis.

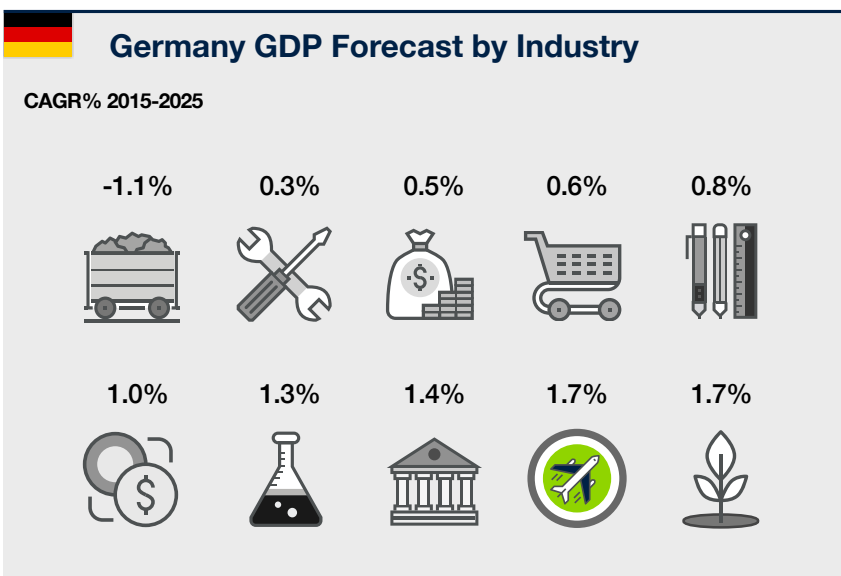
Growth

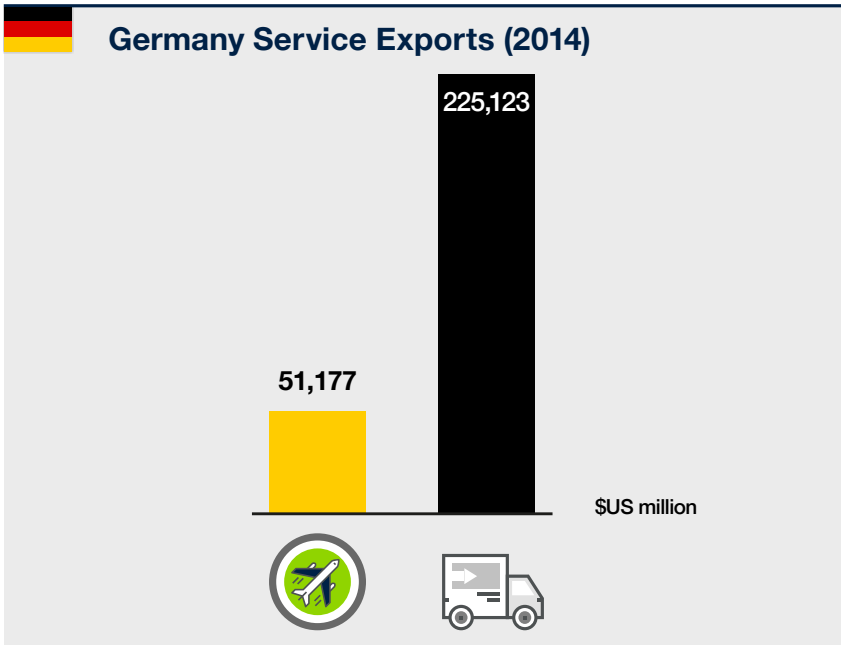
Growth Trends

- Travel & Tourism direct industry GDP expanded **21%** between 1995 and 2014 while the total economy expanded **27%**.
- The mining sector contracted **58%** during this time period.
- The education sector grew just **3%** over this 19-year period.
- The banking and agriculture sectors grew just **14%** and **2%**, respectively, over this 19-year period.

Growth Forecast

- Travel & Tourism GDP is expected to grow at an annual average of **1.7%** over the next decade.
- In comparison, the total economy is expected to expand **1.0%** per annum in real, inflation-adjusted terms.
- The agriculture and banking sectors are expected to expand **1.7%** and **1.4%** per annum, respectively, in real, inflation-adjusted terms.





Exports

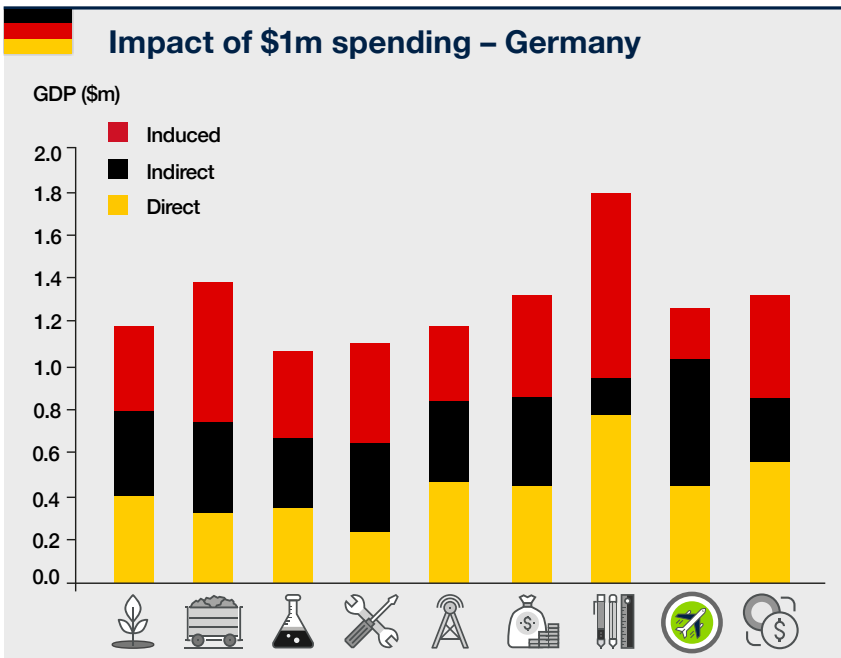
Tourism's Share of Exports

- Travel & Tourism is a significant source of export revenue for Germany.
- In 2014, visitor exports totalled **\$US51.2 billion**. This was **19%** of all service exports and **2.9%** of all exports (including goods and services).

Growth of Tourism Exports

- Between 2000 and 2014, Germany's Travel & Tourism exports expanded **129%**.
- Total exports of goods and services outpaced Travel & Tourism exports and grew **195%** between 2000 and 2014.

Linkages

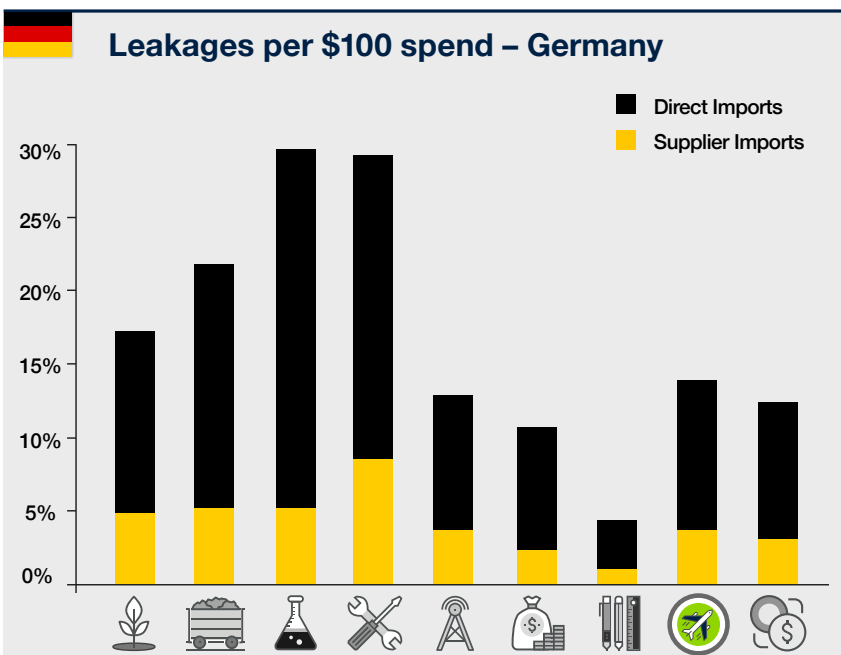


Comparing the effect of \$1 million in spending

- Spending in a sector will have varying impacts on GDP, depending on the local value added and linkages to the rest of the economy.
- In Germany, \$1 million in Travel & Tourism spending (consumption) generates **\$1.3 million** in GDP. This impact of spending is greater than the communications, automobile manufacturing, and chemicals sectors.

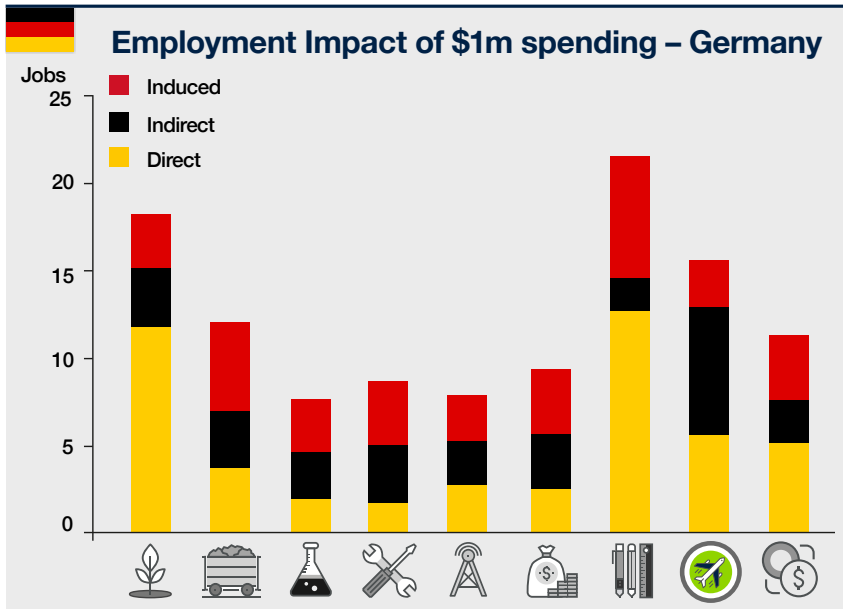
How much of T&T spending stays in the economy?

- When travellers spend money in a destination, not all of it remains in the economy as some goods and services need to be imported. This represents "leakage" to the economic value produced.
- In Germany, **14%** of Travel & Tourism spending leaks out of the economy through imports. The automobile and chemicals industries requires imports amounting to **30%** and **29%** of sales, respectively.



Beneficiaries of Travel & Tourism

- Travel & Tourism is interconnected with the entire German economy. These links exist through the supply chain to the Tourism industry (indirect linkages) as well as through Tourism-earned incomes as they are spent across a variety of other sectors.
- In this sense, the Travel & Tourism sector has many "beneficiary" sectors across the whole spectrum of the economy.
- The wholesale and retail sector gains **\$US 105,000** for every **\$US 1 million** in spending on Travel & Tourism.
- For every **\$US 1 million** in Travel & Tourism sales, **\$US 158,000** of GDP is generated in the real estate sector.



Employment Generation

Travel & Tourism's employment potential

- For every **\$1 million** in Travel & Tourism spending, **16 jobs** are supported. (**6 direct**, **7 indirect**, and **3 induced**)
- The average of the German economy also generates **11 jobs per \$1 million** in spending.
- *Financial services*: **9 jobs per \$1 million**
- *Automobile manufacturing*: **9 jobs per \$1 million**
- *Communications*: **8 jobs per \$1 million**
- *Agriculture*: **18 jobs per \$1 million**
- *Education*: **21 job per \$1 million**

GDP, 2014 (\$US billion, 2014 prices)				
	Direct	Indirect + Induced	Total	% Total Economy
Agriculture	32	59	91	2.4%
Mining	6	20	27	0.7%
Chemicals Manufacturing	97	195	291	7.5%
Automotive Manufacturing	144	517	662	17.1%
Retails (without wholesale)	154	370	524	13.5%
Financial Services	163	328	491	12.7%
Banking	96	138	233	6.0%
Education	164	217	381	9.8%
Travel & Tourism	145	198	343	8.9%

Employment, 2014				
	Direct, '000s	Indirect + Induced, '000s	Total, '000s	% Total Economy
Agriculture	637	350	988	2.3%
Mining	61	139	200	0.5%
Chemicals Manufacturing	463	1,369	1,832	4.3%
Automotive Manufacturing	840	3,297	4,138	9.7%
Retails (without wholesale)	3,610	9,252	12,861	30.2%
Financial Services	1,204	3,127	4,331	10.2%
Banking	566	1,460	2,027	4.8%
Education	2,393	1,651	4,043	9.5%
Travel & Tourism	2,842	2,140	4,982	11.7%

Methodology

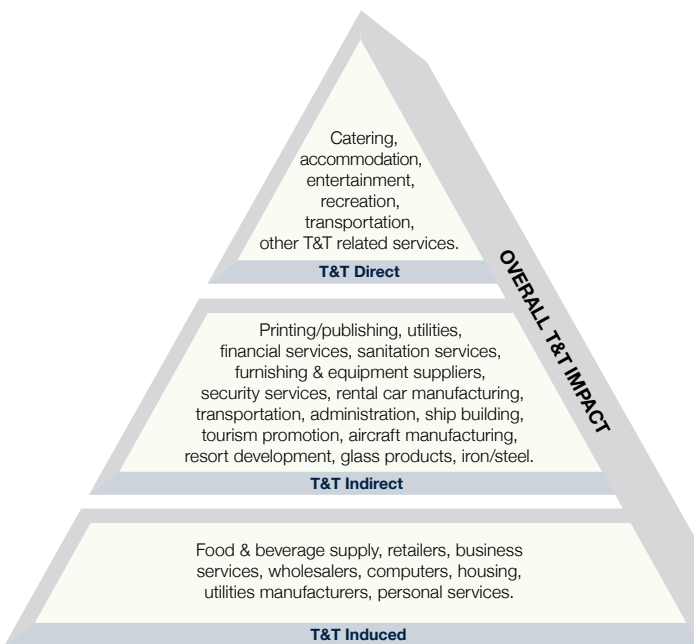
The World Travel & Tourism Council (WTTC) has spearheaded global analysis of the economic importance of the sector for over 20 years. This research has established the contribution of Travel & Tourism on an ongoing basis to over 180 countries in absolute size, share of the economy, and growth.

Around the world, WTTC research is referenced as the authoritative source of the role of Travel & Tourism in generating GDP, employment, exports, and investment.'

WTTC is now releasing new research on the role that Travel & Tourism plays in the world economy in comparison to other economic sectors.

The results of these comparisons provide new perspectives on the relative significance of Travel & Tourism as well as some of its unique advantages in driving current and future global economic growth.

This updated WTTC research benchmarks Travel & Tourism against an assortment of other sectors for 26 countries and for each world region.



The following metrics are analysed by sector for each country and region:

- *GDP* (size and share of total)
- *Employment contribution* (size and share of total)
- *Historic growth*
- *Expected growth*

The following sectors have been analysed in comparison to Travel & Tourism. They were selected as having a similar breadth and global presence as Travel & Tourism.

Agriculture: includes agriculture, forestry, and fishing.

Mining: includes the extraction of oil, natural gas, coal, metals, and related services.

Chemicals manufacturing: includes drugs & medicines, manufacture of basic pharmaceutical products and pharmaceutical preparations, plastics, rubber, paint, polishes, ink, perfumes, cosmetics, soap, cleaning materials, fertilizer, pesticides, other chemicals.

Automotive manufacturing: includes motor vehicles and parts & accessories.

Retail (without wholesale): includes all retail trade (i.e., Retail trade, except of motor vehicles & retail codes to motor vehicles and motorcycles).

Financial Services: includes financial and insurance activities.

Banking: includes all banking activities and related services.

Education: includes all levels of educational services.

The analysis examines the economic value of industries on three levels.

Direct: this includes only those employees and the related value added for the relevant sector. In the case of Travel & Tourism, we only count the value added of the accommodation, recreation, transportation, and other related sectors.

Indirect: this measures the supply chain impact (also called inter-industry linkages) for each sector.

Induced: this measures the impacts of incomes earned directly and indirectly as they are spent in the local economy.

The sum of direct, indirect, and induced impacts equals the total economic impact of a sector.



Data Sources & Methodology

GDP & Employment:

- Main data sources for comparative sectors:
 - United Nations International Labour Organization;
 - OECD;
 - CEIC Data Manager;
 - Eurostat (European Commission);
 - UK Office for National Statistics (ONS);
 - Oxford Economics Cities and Regions Forecasting Service;
 - UNESCO;
 - Groningen Growth and Development Centre;
 - UN World Input-Output Database (WIOD);
 - Oxford Economics Global Industry Model;
 - Oxford Economics Global Economic Model;
 - Oxford Economics UK Regional Model; and
 - Various country-specific National Statistics Office websites
- Travel & Tourism GDP and employment figures are drawn from Oxford Economics analysis for WTTC using the Tourism Satellite Account framework.

Exports

- Main data sources:
 - World Trade Organization (WTO)
 - IMFBOPA
 - Oxford Economics.
- Total exports, total service exports and total goods/merchandise exports are sourced originally to national accounts and central bank balance of payments data.

- Service exports taken from IMFBOPA database for all countries where possible.
- 2000 figures taken from above, 2014 estimated using 2013 shares of total and applied to totals for 2014.
- All currency figures are stated in 2014 US dollars.

Linkages

- Main data sources: OECD, National Statistical Offices, Oxford Economics
- Input-output tables for all countries were sourced from either the OECD or, when not available, National Statistical Offices. From the input-output tables, multiplier matrices were developed for each economy, detailing the flow of spending in an economy that occurs as a consequence of spending in a given industry.
- For each of the comparator sectors, a spending shock of \$1 million was simulated, with the resulting spending impacts in every industry in the economy recorded.
- These spending outcomes were translated into gross value added (GVA) using the GVA/output ratios available in the input-output tables, and employment, using productivity level data developed from the GDP and employment figures derived elsewhere in the study.
- Travel & Tourism multipliers are drawn from Oxford Economics / WTTC ongoing Tourism Satellite Account analysis.
- Global and regional multipliers were calculated as the weighted average of all relevant nations, with weightings assigned according to sector GDP.

About WTTC & Oxford Economics



- The World Travel & Tourism Council (WTTC) is the forum for business leaders in the Travel & Tourism industry. With Chief Executives of some one hundred of the world's leading Travel & Tourism companies as its Members, WTTC has a unique mandate and overview on all matters related to Travel & Tourism.
- WTTC works to raise awareness of Travel & Tourism as one of the world's largest industries, supporting 260 million jobs and generating 9 per cent of world GDP in 2012.
- WTTC advocates partnership between the public and private sectors, delivering results that match the needs of economies, local and regional authorities and local communities with those of business.
- Oxford Economics is one of the world's leading providers of economic analysis, forecasts and consulting advice. Founded in 1981 as a joint venture with Oxford University's business college, Oxford Economics enjoys a reputation for high quality, quantitative analysis and evidence-based advice.
- For this, it draws on its own staff of over 70 highly-experienced professional economists; a dedicated data analysis team; global modelling tools, and a range of partner institutions in Europe, the US and in the United Nations Project Link. Oxford Economics has offices in New York, Philadelphia, San Francisco, Chicago, London, Oxford, Belfast, Dubai, and Singapore.

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