WORLD ECONOMIC FORUM

COMMITTED TO IMPROVING THE STATE OF THE WORLD

Insight Report

# The Travel & Tourism Competitiveness Report 2017

## Paving the way for a more sustainable and inclusive future

WORLD ECONOMIC FORUM

COMMITTED TO IMPROVING THE STATE OF THE WORLD

Insight Report

# The Travel & Tourism Competitiveness Report 2017

## Paving the way for a more sustainable and inclusive future

*The Travel & Tourism Competitiveness Report 2017* is published by the World Economic Forum within the framework of the Economic Growth and Social Inclusion System Initiative and the Future of Mobility System Initiative.

**Professor Klaus Schwab**
Founder and Executive Chairman

**Cheryl Martin**
Head of Industries, Member of the Managing Board

**Richard Samans**
Head of the Centre for the Global Agenda,
Member of the Managing Board

**John Moavenzadeh**
Head of Mobility Industries and Systems,
Member of the Executive Committee

**Margareta Drzeniek-Hanouz**
Head of Global Competitiveness and Risks,
Member of the Executive Committee

## EDITORS

**Roberto Crotti,** Practice Lead, Global Competitiveness and Risks

**Tiffany Misrahi,** Community Lead, Aviation, Travel & Tourism Industries, Global Leadership Fellow

Copyediting: **Mike Fisher**
Design and layout: **Neil Weinberg**

A special thanks goes to the Global Competitiveness and Risks team. The terms *country* and *nation* as used in this report do not in all cases refer to a territorial entity that is a state as understood by international law and practice.

The terms cover well-defined, geographically self-contained economic areas that may not be states but for which statistical data are maintained on a separate and independent basis.

World Economic Forum
Geneva
Copyright© 2017
by the World Economic Forum

All rights reserved. No part of this publication may be reproduced, stored in a retrieval system, or transmitted, in any form or by any means, electronic, mechanical, photocopying, or otherwise without the prior permission of the World Economic Forum.

ISBN-13: 978-1-944835-08-8

## TERMS OF USE AND DISCLAIMER

*The Travel & Tourism Competitiveness Report 2017* (herein: *"Report"*) presents information and data that were compiled and/or collected by the World Economic Forum (all information and data referred herein as "Data"). Data in this *Report* is subject to change without notice.

The terms country and nation as used in this *Report* do not in all cases refer to a territorial entity that is a state as understood by international law and practice. The terms cover well-defined, geographically self-contained economic areas that may not be states but for which statistical data are maintained on a separate and independent basis.

Although the World Economic Forum takes every reasonable step to ensure that the Data thus compiled and/or collected is accurately reflected in this *Report,* the World Economic Forum, its agents, officers, and employees: (i) provide the Data "as is, as available" and without warranty of any kind, either express or implied, including, without limitation, warranties of merchantability, fitness for a particular purpose and non-infringement; (ii) make no representations, express or implied, as to the accuracy of the Data contained in this Report or its suitability for any particular purpose; (iii) accept no liability for any use of the said Data or reliance placed on it, in particular, for any interpretation, decisions, or actions based on the Data in this Report.

Other parties may have ownership interests in some of the Data contained in this *Report.* The World Economic Forum in no way represents or warrants that it owns or controls all rights in all Data, and the World Economic Forum will not be liable to users for any claims brought against users by third parties in connection with their use of any Data.

The World Economic Forum, its agents, officers, and employees do not endorse or in any respect warrant any third-party products or services by virtue of any Data, material, or content referred to or included in this *Report.*

Users shall not infringe upon the integrity of the Data and in particular shall refrain from any act of alteration of the Data that intentionally affects its nature or accuracy. If the Data is materially transformed by the user, this must be stated explicitly along with the required source citation.

For Data compiled by parties other than the World Economic Forum, as specified in the "Technical Notes and Sources" section of this *Report,* users must refer to these parties' terms of use, in particular concerning the attribution, distribution, and reproduction of the Data.

When Data for which the World Economic Forum is the source (herein "World Economic Forum"), as specified in the "Technical Notes and Sources" section of this Report, is distributed or reproduced, it must appear accurately and be attributed to the World Economic Forum. This source attribution requirement is attached to any use of Data, whether obtained directly from the World Economic Forum or from a user.

Users who make World Economic Forum Data available to other users through any type of distribution or download environment agree to make reasonable efforts to communicate and promote compliance by their end users with these terms.

Users who intend to sell World Economic Forum Data as part of a database or as a standalone product must first obtain the permission from the World Economic Forum (gcp@weforum.org).

# Contents


**Partner Institutes** ..... v

**Preface** ..... xi
by Cheryl Martin and Richard Samans, World Economic Forum

**Executive Summary** ..... xiii

PART 1: THE TRAVEL & TOURISM COMPETITIVENESS INDEX 2017

**The Travel & Tourism Competitiveness Index: Travel & Tourism as an Enabler of Inclusive and Sustainable Growth** ..... 3
by Roberto Crotti and Tiffany Misrahi, World Economic Forum

Appendix A: Adjustments to TTCI Methodology ..... 31
Appendix B: T&T Competitiveness Index 2017 Pillar Rankings ..... 33

PART 2: VIEWS FROM LEADERS IN TRAVEL & TOURISM

**Boomers to the Rescue** ..... 51
by Jack Forestell and Wayne Best, Visa

**Disrupting Travel for 2030: Building Bridges Not Walls** ..... 53
by Arne Sorenson, Marriott International

**A Security Gap: It is Time for Change** ..... 55
by Jürgen Stock, INTERPOL

**Tourism is a Tool for Tolerance, And We Need More of That** ..... 57
by Peter de Wilde, European Travel Commission

**The Perfect Trip** ..... 59
by Steve Singh, SAP

**Do More with Less: The Power of Innovation & Technology** ..... 61
by Enrique de la Madrid Cordero, Secretary of Tourism of Mexico

**A Generation at Stake** ..... 63
by Christopher J. Nassetta, Hilton Worldwide

**Tourism and Job Creation: Advancing the 2030 Development Agenda** ..... 65
by Taleb Rifai, World Tourism Organization

**Flying Towards a Sustainable Future** ..... 67
by Michael Gill, Air Transport Action Group

**India's Incredible Take-Off** ..... 69
by Ajay Singh, SpiceJet

**It's Your Right to Travel** ..... 71
by Tony Fernandes, AirAsia

PART 3: COUNTRY/ECONOMY PROFILES

**How to Read the Country/Economy Profiles** ..... 75

**Index of Countries/Economies** ..... 77

**Country/Economy Profiles** ..... 78

**TTCI Methodology and Data Sources** ..... 351

**About the Authors** ..... 363

**Acknowledgments** ..... 365

# Partner Institutes

The World Economic Forum's Global Competitiveness and Risks Team is pleased to acknowledge and thank the following organizations as valued Partner Institutes, without which the realization of *The Travel & Tourism Competitiveness Report 2017* would not have been feasible:

**Albania**
Institute for Contemporary Studies (ISB)
Artan Hoxha, President
Elira Jorgoni, Senior Expert
Endrit Kapaj, Expert

**Algeria**
Centre de Recherche en Economie Appliquée pour le Développement (CREAD)
Mohamed Yassine Ferfera, Director
Khaled Menna, Research Fellow

**Argentina**
IAE—Universidad Austral
Carlos Marcelo Belloni, Research Analyst
Eduardo Fracchia, Director of Academic Department of Economics

**Armenia**
Economy and Values Research Center
Manuk Hergnyan, Chairman
Sevak Hovhannisyan, Board Member and Senior Associate

**Australia**
Australian Industry Group
Colleen Dowling, Economics Research Coordinator
Julie Toth, Chief Economist
Innes Willox, Chief Executive

**Austria**
Austrian Institute of Economic Research (WIFO)
Christoph Badelt, Director
Gerhard Schwarz, Coordinator, Survey Department

**Azerbaijan**
Azerbaijan Marketing Society
Fuad Aliyev, Deputy Chairman
Ashraf Hajiyev, Consultant

**Bahrain**
Bahrain Economic Development Board
Khalid Al Rumaihi, Chief Executive
Nada Azmi, Manager, Competitiveness Observatory
Fatema Al Atbi, Junior Officer, Competitiveness Observatory

**Bangladesh**
Centre for Policy Dialogue (CPD)
Khondaker Golam Moazzem, Additional Research Director
Meherun Nesa, Research Associate
Mustafizur Rahman, Executive Director

**Barbados**
The Sir Arthur Lewis Institute of Social and Economic Studies
Don. D. Marshall, Director

**Belgium**
Vlerick Business School
Wim Moesen, Professor
Carine Peeters, Professor
Leo Sleuwaegen, Professor, Competence Centre Entrepreneurship, Governance and Strategy

**Benin**
Institut de Recherche Empirique en Economie Politique (IREEP)
Richard Houessou, Research Associate
Romaric Samson, Research Assistant
Léonard Wantchekon, Director

**Bhutan**
Bhutan Chamber of Commerce & Industry (BCCI)
Tshering Lhaden, NTM Desk Officer
Phub Tshering, Secretary General
Kesang Wangdi, Deputy Secretary General

**Bosnia and Herzegovina**
MIT Center, School of Economics and Business in Sarajevo, University of Sarajevo
Zlatko Lagumdzija, Professor
Zeljko Sain, Executive Director
Jasmina Selimovic, Assistant Director

**Botswana**
Botswana National Productivity Centre
Letsogile Batsetswe, Research Consultant and Statistician
Baeti Molake, Executive Director
Phumzile Thobokwe, Manager, Information and Research Services Department

**Brazil**
Fundação Dom Cabral, Innovation Center
Carlos Arruda, Professor and Director FDC Innovation and Entrepreneurship Center
Ana Burcharth, Associate Professor
Fernanda Bedê, Research Assistant

**Brunei Darussalam**
Energy and Industry Department at the Prime Minister's Office
Awang Adi Shamsul bin Haji Sabli, Permanent Secretary of Industry

University of Brunei Darussalam (UBD)
Datin Dayang Hajah Anita Binurul Zahrina binti Pehin Orang Kaya Laila Wijaya Dato Seri Setia Haji Awang Abdul Aziz, Vice-Chancelllor

**Bulgaria**
Center for Economic Development
Adriana Daganova, Expert, International Programmes and Projects
Anelia Damianova, Senior Expert

**Burundi**
Faculty of Economics and Management, Research Centre for Economic and Social Development (CURDES), National University of Burundi
Ferdinand Bararuzunza, Director of the Centre
Gilbert Niyongabo, Head of Department
Léonidas Ndayizeye, Dean of the Faculty

**Cambodia**
Nuppun Institute for Economic Research (NUPPUN)
Chakriya Heng, Administrative Assistant
Pisey Khin, Director
Chanthan Tha, Senior Research Assistant

**Cameroon**
Comité de Compétitivité (SELPI)
Lucien Sanzouango, Permanent Secretary
Guy Yakana, Expert Junior
Samuel Znoumsi, Expert Senior

**Canada**
The Conference Board of Canada
Michael R. Bloom, Vice President
Jessica Edge, Senior Research Associate
Natalie Verania, Marketing and Administrative Assistant

**Cape Verde**
Center for Applied Statistics and Econometrics Research – INOVE
Júlio Delgado, Director
Jerónimo Freire, Project Manager
José Mendes, Chief Executive Officer

**Chad**
Groupe de Recherches Alternatives et de Monitoring du Projet Pétrole-Tchad-Cameroun (GRAMP-TC)
Antoine Doudjidingao, Researcher
Gilbert Maoundonodji, Director
Celine Nénodji Mbaipeur, Programme Officer

**Chile**
School of Government, Universidad Adolfo Ibáñez
Ignacio Briones, Dean
Julio Guzman, Assistant Professor
Pamela Saavedra, Assistant

**China**
Institute of Economic System and Management
Chen Wei, Division Director and Professor
Li Xiaolin, Research Fellow
Li Zhenjing, Deputy Director and Professor

The China Center for Economic Statistics Research, Tianjin University of Finance and Economics
Bojuan Zhao, Professor
Lu Dong, Professor
Jian Wang, Associate Professor
Hongye Xiao, Professor
Huazhang Zheng, Associate Professor

**Colombia**
National Planning Department
Simon Gaviria, Director National Planning Department
Adriana Quiñones, Project Manager
Andres Felipe Trejos, Director of Enterprise Development

Colombian Private Council on Competitiveness
Rosario Córdoba, President
Rafael Puyana, Vice President

**Congo, Democratic Republic of**
Congo-Invest Consulting (CIC)
Teza Bila, Managing Director
Alphonse Mande, Project Coordinator
Daddy Nsiku, Project Coordinator

**Côte d'Ivoire**
Chamber of Commerce and Industry of Côte d'Ivoire
Marie-Gabrielle Boka Varlet, General Manager
Anzoumane Diabakate, Head of Communication
Jean-Rock Kouadio-Kirine, Head of Territories and sustainable development

**Croatia**
National Competitiveness Council
Jadranka Gable, Advisor
Kresimir Jurlin, Research Fellow

**Cyprus**
European University of Cyprus Research Center
Bambos Papageorgiou, Head of Socioeconomic & Academic Research

Bank of Cyprus Public Company Ltd
Maria Georgiadou, Consultant for Innovation & Entrepreneurship
Charis Pouangare, Director of Corporate Banking and SME

**Czech Republic**
CMC Graduate School of Business
Tomáš Janča, Executive Director

**Denmark**
Danish Technological Institute
Hanne Shapiro, Innovation Director, Division for Business and Society
Stig Yding Sørensen, Center Director, Center for Business and Policy Analysis

**Ecuador**
ESPAE Graduate School of Management, Escuela Superior Politécnica del Litoral (ESPOL)
Virginia Lasio, Director
Rafael Coello, Project Assistant
Sara Wong, Professor

**Egypt**
The Egyptian Center for Economic Studies (ECES)
Abla Abdel Latif, Executive Director and Director of Research
Mohsen Adel, Consultant
Maye Ehab, Economist

**Estonia**
Estonian Institute of Economic Research (EKI)
Marje Josing, Director
Enterprise Estonia (EAS)
Hanno Tomberg, Chairman of the Board

**Ethiopia**
African Institute of Management, Development and Governance
Tegegne Teka, Senior ExpertAdugna Girma, Operations Manager

**Finland**
ETLA—The Research Institute of the Finnish Economy
Markku Kotilainen, Research Director
Petri Rouvinen, Research Director
Vesa Vihriälä, Managing Director

**France**
HEC Paris, HEC Paris Executive Education
Inge Kerkloh-Devif, Executive Director, Global Business Development
Armelle Dufour, Project Director, Global Initiatives
Chloé Hayreaud, Project Manager, Global Business Development

**Gabon**
Confédération Patronale Gabonaise
Madeleine E. Berre, President
Regis Loussou Kiki, General Secretary
Gina Eyama Ondo, Assistant General Secretary

**Gambia, The**
Gambia Economic and Social Development Research Institute (GESDRI)
Makaireh A. Njie, Director

**Georgia**
Business Initiative for Reforms in Georgia
Tamara Janashia, Executive Director
Giga Makharadze, Founding Member of the Board of Directors
Mamuka Tsereteli, Founding Member of the Board of Directors

**Germany**
WHU—Otto Beisheim School of Management
Ralf Fendel, Professor, Chair of Monetary Economics
Michael Frenkel, Professor, Chair of Macroeconomics and International Economics

**Ghana**
Association of Ghana Industries (AGI)
James Asare-Adjei, President
John Defor, Senior Policy Officer
Seth Twum-Akwaboah, Chief Executive Officer

**Greece**
SEV Hellenic Federation of Enterprises
Michael Mitsopoulos, Senior Advisor, Macroeconomic Analysis and European Policy
Thanasis Printsipas, Associate Advisor, Macroeconomic Analysis and European Policy

**Guatemala**
FUNDESA
Felipe Bosch G., President of the Board of Directors
Juan Carlos Zapata, Chief Executive Officer

**Hong Kong SAR**
Hong Kong General Chamber of Commerce
Rocky Tung, Senior Economist

**Hungary**
KOPINT-TÁRKI Economic Research Ltd.
Éva Palócz, Chief Executive Officer
Peter Vakhal, Project Manager

**Iceland**
Innovation Center Iceland
Karl Fridriksson, Managing Director of Human Resources and Marketing
Tinna Jóhannsdóttir, Marketing Manager
Snaebjorn Kristjansson, Operational R&D Manager

**India**
Confederation of Indian Industry (CII)
Chandrajit Banerjee, Director General
Danish A. Hashim, Director, Economic Research
Marut Sen Gupta, Deputy Director General

**Indonesia**
Center for Industry, SME & Business Competition Studies, University of Trisakti
Ida Busnetty, Vice Director
Tulus Tambunan, Director

**Iran, Islamic Republic of**
Iran Chamber of Commerce, Industries, Mines and Agriculture, Department of Economic Affairs
Hamed Nikraftar, Project Manager
Farnaz Safdari, Research Associate
Homa Sharifi, Research Associate

**Ireland**
Department of Jobs, Enterprise and Innovation, Competitiveness Unit, Strategic Policy Division
Conor Hand, Economist, Senior Policy Analyst

Irish Business and Employers' Confederation (IBEC)
Fergal Obrien, Project Manager

School of Economics, University College Cork
Stephen Brosnan, Research Assistant
Eleanor Doyle, Head of School
Sean O'Connor, Research Assistant

**Israel**
Manufacturers Association of Israel (MAI)
Dan Catarivas, Foreign Trade & International Relations Director
Yehuda Segev, Managing Director
Shraga Brosh, President

**Italy**
SDA Bocconi School of Management
Paola Dubini, Associate Professor, Bocconi University
Francesco A. Saviozzi, SDA Professor, Strategic and Entrepreneurial Management Department

**Jamaica**
Mona School of Business & Management (MSBM), The University of the West Indies
Patricia Douce, Project Administrator
William Lawrence, Director, Professional Services Unit
Densil Williams, Executive Director and Professor

**Japan**
Keio University
Yoko Ishikura, Professor, Graduate School of Media Design
Heizo Takenaka, Director, Global Security Research Institute
Jiro Tamura, Professor of Law, Keio University

In cooperation with Keizai Doyukai (Japan Association of Corporate Executives)
Kiyohiko Ito, Managing Director, Keizai Doyukai
Satoko Okawa, Project Manager

**Jordan**
Ministry of Planning and International Cooperation
Imad Fakhouri, Minister
Mukhallad Omari, Director of Policies and Strategies

**Kazakhstan**
National Analytical Centre
Aktoty Aitzhanova, Chairperson
Assylan Akimbayev, Researcher and Analyst
Saule Gazizova, Head of Lab

**Kenya**
Institute for Development Studies, University of Nairobi
Paul Kamau, Senior Research Fellow
Dorothy McCormick, Research Professor
Winnie Mitullah, Director and Associate Research Professor

**Korea, Republic of**
Korea Development Institute
Joohoon Kim, Executive Director, Economic Information and Education Center
Youngho Jung, Chief, Public Opinion Analysis Unit
Seungjoo Lee, Senior Research Associate, Public Opinion Analysis Unit

**Kuwait**
Kuwait National Competitiveness Committee
Adel Al-Husainan, Committee Member
Fahed Al-Rashed, Committee Chairman
Sayer Al-Sayer, Committee Member

**Kyrgyz Republic**
Economic Policy Institute
Lola Abduhametova, Program Coordinator
Marat Tazabekov, Chairman

**Lao PDR**
Enterprise & Development Consultants Co., Ltd

**Latvia**
Stockholm School of Economics in Riga
Arnis Sauka, Head of the Centre for Sustainable Development

**Lebanon**
Bader Young Entrepreneurs Program
Fadi Bizri, Managing Director
Sandrine Hachem, Programs Manager

InfoPro, Research Department

**Lesotho**
Private Sector Foundation of Lesotho
Nthati Mapitsi, Researcher
Thabo Qhesi, Chief Executive Officer
Kutloano Sello, President, Researcher

**Lithuania**
Statistics Lithuania
Ona Grigiene, Deputy Head, Knowledge Economy and Special Surveys Statistics Division
Vilija Lapeniene, Director General
Gediminas Samuolis, Head, Knowledge Economy and Special Surveys Statistics Division

**Luxembourg**
Luxembourg Chamber of Commerce
Carlo Thelen, Chief Economist, Director General
Lynn Zoenen, Research Analyst
Ricarda Braun, Research Analyst

**Macedonia, FYR**
National Entrepreneurship and Competitiveness Council of the Republic of Macedonia – NECC of RM
Dejan Janevski, Project Coordinator
Viktorija Mitrikjeska, Administrative Officer

**Madagascar**
Centre of Economic Studies, University of Antananarivo
Ravelomanana Mamy Raoul, Director
Razato Rarijaona Simon, Executive Secretary

**Malawi**
Malawi Confederation of Chambers of Commerce and Industry
Hope Chavula, Manager, Head, Public Private Dialogue
Chancellor L. Kaferapanjira, Chief Executive Officer

**Malaysia**
Malaysia Productivity Corporation (MPC)
Zainon Bakar, Director
Mohd Razali Hussain, Director General
Abdul Latif Abu Seman, Deputy Director General

**Mali**
Groupe de Recherche en Economie Appliquée et Théorique (GREAT)
Massa Coulibaly, Executive Director

**Malta**
Competitive Malta
Matthew Castillo, Board Secretary
Margrith Lütschg-Emmenegger, President

**Mauritania**
Mauritania Bicom-Service Commercial
Oumou El Khairy Youssouf, Administrative Financial Director
Ousmane Samb, Technical and Marketing Director
Habib Sy, Analyst

**Mauritius**
Board of Investment, Mauritius
Manaesha Fowdar, Investment Executive, Competitiveness
Ken Poonoosamy, Managing Director

Business Mauritius
Raj Makoond, Director

**Mexico**
Center for Intellectual Capital and Competitiveness
Erika Ruiz Manzur, Executive Director
René Villarreal Arrambide, President and Chief Executive
Tania Guiot, Director

Instituto Mexicano para la Competitividad (IMCO)
Gabriela Alarcón, Research Director
Juan E. Pardinas, General Director
Mariana Tapia, Researcher

Ministry of the Economy
María del Rocío Ruiz Chávez, Undersecretary for Competitiveness and Standardization
Francisco Javier Anaya Rojas, Technical Secretary for Competitiveness
Daniel Zaga Szenker, Deputy General Director

**Moldova**
Academy of Economic Studies of Moldova (AESM)
Grigore Belostecinic, Rector Institute of Economic Research and European Studies (IERES)
Corneliu Gutu, Director

**Mongolia**
Open Society Forum (OSF), Mongolia
Oyunbadam Davaakhuu, Manager of Economic Policy Program
Erdenejargal Perenlei, Executive Director

**Montenegro**
Institute for Strategic Studies and Prognoses (ISSP)
Maja Drakic Grgur, Project Manager
Jadranka Kaludjerovic, Program Director
Veselin Vukotic, President

**Morocco**
Confédération Générale des Entreprises du Maroc (CGEM)
Meriem Bensalah Cheqroun, President
Si Mohamed Elkhatib, Project Head, Commission Climat des Affaires et Partenariat Public Privé
Ahmed Rahhou, President, Commission Climat des Affaires et Partenariat Public Privé

**Mozambique**
EconPolicy Research Group, Lda.
Peter Coughlin, Director
Mwikali Kieti, Project Coordinator

**Namibia**
Institute for Public Policy Research (IPPR)
Graham Hopwood, Executive Director
Leon Kufa, Research Associate
Lizaan van Wyk, Research Associate

**Nepal**
Competitiveness and Development Institute (CODE)
Ramesh Chandra Chitrakar, Professor, Country Coordinator and Project Director
Rabindra Mananda Bajracharya, Team Member
Menaka Shrestha, Team Member

**Netherlands**
INSCOPE: Research for Innovation, Erasmus University Rotterdam
Henk W. Volberda, Director and Professor

**New Zealand**
BusinessNZ
Phil O'Reilly, Chief Executive

**Nigeria**
Nigerian Economic Summit Group (NESG)
Olaoye Jaiyeola, Chief Executive Officer
Olajiire Onatade-Abati, Research Analyst
Wilson Erumebor, Research Analyst

**Norway**
BI Norwegian Business School
Marius Kristian Nordkvelde, Research Coordinator
Ole Jakob Ramsøy, Researcher
Torger Reve, Professor

**Oman**
The International Research Foundation
Azzan Qassim Al-Busaidi, Director General of Planning and Studies

**Pakistan**
Mishal Pakistan
Puruesh Chaudhary, Director Content
Amir Jahangir, Chief Executive Officer

**Paraguay**
Centro de Análisis y Difusión de Economia Paraguaya (CADEP)
Dionisio Borda, Research Member
Fernando Masi, Director
María Belén Servín, Research Member

**Peru**
Centro de Desarrollo Industrial (CDI), Sociedad Nacional de Industrias
Néstor Asto, Associate Consultant
Maria Elena Baraybar, Project Assistant
Luis Tenorio, Executive Director

**Philippines**
Makati Business Club (MBC)
Peter Angelo V. Perfecto, Executive Director
Anthony Patrick D. Chua, Special Services Unit Director
Mary Elizabeth A. Bautista, Programs Officer

Management Association of the Philippines (MAP)
Perry L. Pe, President
Arnold P. Salvador, Executive Director

**Poland**
Department of Financial Stability, National Bank of Poland
Piotr Boguszewski, Advisor
Jacek Osinski, Director

**Portugal**
PROFORUM, Associação para o Desenvolvimento da Engenharia
Ilídio António de Ayala Serôdio, President of the Board of Directors

Fórum de Administradores de Empresas (FAE)
Paulo Bandeira, General Director
Luis Filipe Pereira, President of the Board of Directors
Antonio Ramalho, Member of the Board of Directors

**Qatar**
Qatari Businessmen Association (QBA)
Sarah Abdallah, Deputy General Manager
Issa Abdul Salam Abu Issa, Secretary-General

Social and Economic Survey Research Institute (SESRI)
Hanan Abdul Rahim, Associate Director
Darwish Al-Emadi, Director
Raymond Carasig, Contracts and Grants Administrator

**Romania**
Association for Women Entrepreneurship Development (ADAF)
Cornelia Rotaru, President

**Russian Federation**
Eurasia Competitiveness Institute (ECI)
Katerina Marandi, Programme Manager
Alexey Prazdnichnykh, Managing Director

**Rwanda**
Private Sector Federation (PSF)
Benjamin Gasamagera, Chairman
Fiona Uwera, Head of Research and Policy Analysis

**Saudi Arabia**
Alfaisal University
Mohammed Kafaji, Assistant Professor

National Competitiveness Center (NCC)
Saud bin Khalid Al-Faisal, President
Khaldon Zuhdi Mahasen, Managing Director

**Senegal**
Centre de Recherches Economiques Appliquées (CREA), University of Dakar
Ahmadou Aly Mbaye, Director
Ndiack Fall, Deputy Director
Youssou Camara, Administrative Staff

**Serbia**
Foundation for the Advancement of Economics (FREN)
Aleksandar Radivojevic, Project Coordinator
Svetozar Tanaskovic, Researcher
Jelena Zarkovic Rakic, Director

**Singapore**
Economic Development Board
Thien Kwee Eng, Assistant Managing Director, Planning
Cheng Wai San, Director, Research & Statistics Unit
Teo Xinyu, Executive, Research & Statistics Unit

**Slovak Republic**
Business Alliance of Slovakia (PAS)
Peter Kremsky, Executive Director

**Slovenia**
Institute for Economic Research
Peter Stanovnik, Professor
Sonja Uršic, Senior Research Assistant

University of Ljubljana, Faculty of Economics
Mateja Drnovšek, Professor
Kaja Rangus, Teaching Assistant

**South Africa**
Business Leadership South Africa
Friede Dowie, General Manager
Thero Setiloane, Chief Executive Officer

Business Unity South Africa
Khanyisile Kweyama, Chief Executive Officer
Olivier Serrao, Director, Economic Policy

**Spain**
IESE Business School, International Center for Competitiveness
María Luisa Blázquez, Research Associate
Antoni Subirà, Professor

**Sri Lanka**
Institute of Policy Studies of Sri Lanka (IPS)
Raveen Ekanayake, Research Officer
Kithmina Hewage, Research Assistant
Saman Kelegama, Executive Director

**Sweden**
International University of Entrepreneurship and Technology Association (IUET)
Thomas Andersson, President
In partnership with Deloitte Sweden

**Switzerland**
University of St. Gallen, Executive School of Management, Technology and Law (ES-HSG)
Rubén Rodriguez Startz, Head of Project
Tobias Trütsch, Communications Manager

**Taiwan, China**
National Development Council
Shien-Quey Kao, Deputy Minister
Chung-Chung Shieh, Researcher, Economic Research Department
Minghuei Wu, Director, Economic Research Department

**Tajikistan**
Center of Sociological Research "Zerkalo"
Qahramon Baqozoda, Director

**Tanzania**
Policy Research for Development, REPOA
Cornel Jahari, Assistant Researcher
Blandina Kilama, Senior Researcher
Donald Mmari, Executive Director

**Thailand**
Chulalongkorn Business School, Chulalongkorn University
Pasu Decharin, Dean
Siri-on Setamanit, Assistant Dean

**Trinidad and Tobago**
Arthur Lok Jack Graduate School of Business
Miguel Carillo, Executive Director and Professor of Strategy
Nirmala Maharaj, Director, Internationalisation and Institutional Relations
Richard A Ramsawak, Deputy Director, Centre of Strategy and Competitiveness

The University of the West Indies, St. Augustine
Rolph Balgobin, NGC Distinguished Fellow, Department of Management Studies

**Tunisia**
Institut Arabe des Chefs d'Entreprises
Ahmed Bouzguenda, President
Majdi Hassen, Executive Counsellor

**Turkey**
TUSIAD Sabanci University Competitiveness Forum
Izak Atiyas, Director
Ozan Bakıs, Project Consultant
Sezen Ugurlu, Project Specialist

**Uganda**
Kabano Research and Development Centre
Robert Apunyo, Program Manager
Delius Asiimwe, Executive Director
Anna Namboonze, Research Associate

**Ukraine**
CASE Ukraine, Center for Social and Economic Research
Dmytro Boyarchuk, Executive Director
Vladimir Dubrovskiy, Leading Economist

**United Arab Emirates**
Federal Competitiveness and Statistics Authority
H.E. Abdulla Nasser Lootah, Director General

Department of Economic Development—Abu Dhabi, Competitiveness Office of Abu Dhabi
H.E. khaleefa Salem Al Mansouri, Undersecretary

Department of Economic Development—Dubai, Competitiveness Office
H.E. Khaled Ibrahim Al kassim, Director of Dubai Competitiveness Office

Zayed University
Mouawiya Al Awad, Director of Institute of Social and Economic Research

**United Kingdom**
LSE Enterprise Ltd
Adam Austerfield, Project Director
Elitsa Garnizova, Project Manager and Researcher
Robyn Klingler-Vidra, Senior Researcher

**Uruguay**
Universidad ORT Uruguay
Bruno Gili, Professor
Isidoro Hodara, Professor

**Venezuela**
CONAPRI—The Venezuelan Council for Investment Promotion
Litsay Guerrero, Economic Affairs and Investor Services Manager
Eduardo Porcarelli, Executive Director

**Vietnam**
Ho Chi Minh Institute for Development Studies (HIDS)
Tran Anh Tuan, Acting Director
Du Phuoc Tan, Head of Urban Management Studies Department
Trieu Thanh Son, Deputy Head of Research Management and Cooperation Department

**Yemen**
Yemeni Business Club (YBC)
Fathi Abdulwasa Hayel Saeed, Chairman
Mohammed Ismail Hamanah, Executive Director
Ghadeer Ahmed Almaqhafi, Project Coordinator

MARcon Marketing Consulting
Margret Arning, Managing Director

**Zambia**
Institute of Economic and Social Research (INESOR), University of Zambia
Patricia Funjika, Research Fellow
Jolly Kamwanga, Senior Research Fellow and Project Coordinator
Mubiana Macwan'gi, Director and Professor

**Zimbabwe**
Fulham Economics, Harare
A. M. Hawkins, Chairman

**Bolivia, Costa Rica, Dominican Republic, El Salvador, Honduras, Nicaragua, Panama**
INCAE Business School, Latin American Center for Competitiveness and Sustainable Development (CLACDS)
Ronald Arce, Researcher
Arturo Condo, Rector
Lawrence Pratt, Director

**Liberia and Sierra Leone**
FJP Development and Management Consultants
Omodele R. N. Jones, Chief Executive Officer

# Preface

**Cheryl Martin**
Head of Industries, Member of the Managing Board
World Economic Forum

**Richard Samans**
Head of the Centre for the Global Agenda, Member of the Managing Board
World Economic Forum

In the past decades travel & tourism and its enabling ecosystem have proven to be significant drivers of economic growth, contributing over 10% to global GDP and accounting for 1 in 10 jobs on the planet. The industry continues to be a force for good, providing unique opportunities for developing and emerging nations to move up the value chain.

The theme of this seventh edition of the *Travel & Tourism Competitiveness Report 2017: Paving the Way for a More Sustainable & Inclusive Future*, reflects the increasing focus on ensuring the industry's sustained growth in an uncertain security environment while preserving the natural environment and local communities on which it so richly depends. The goal of achieving a sustainable and inclusive travel & tourism industry is not new, and the industry has been proactive in its commitment to set targets. Yet, in light of the rise of sustainability on the global agenda through summits in Addis Ababa, New York and Paris, the industry must continue to strive to be a leader in addressing inclusiveness and sustainability both responsively and responsibly. Solutions will need to be both global and local, while ensuring full societal inclusion.

The World Economic Forum has, for the past 11 years, engaged key industry and thought leaders through its Aviation & Travel Industry Partner Community to carry out an in-depth analysis of the Travel and Tourism (T&T) competitiveness of economies around the world. The resulting *Travel & Tourism Competitiveness Report* provides a platform for multistakeholder dialogue with the objective of achieving a strong and sustainable T&T industry capable of contributing effectively to international economic development.

At the core of the *Report* is the seventh edition of the Travel & Tourism Competitiveness Index (TTCI). The aim of the TTCI, which covers 136 economies this year, is to provide a comprehensive strategic tool for measuring the set of factors and policies that enable the sustainable development of the travel & tourism sector, which in turn, contributes to the development and competitiveness of a country. By providing detailed assessments of the T&T environments of countries worldwide, the results can be used by all stakeholders to work together to improve the industry's competitiveness in their national economies. It also allows countries to track their progress over time in the various areas measured.

*The Travel & Tourism Competitiveness Report 2017* contains detailed profiles for each of the 136 economies featured in the study, as well as an extensive section of data tables with global rankings covering the 90 indicators included in the TTCI. In addition, it includes insightful contributions from a number of industry leaders.

The *Report* could not have been put together without the distinguished thinkers who have shared with us their knowledge and experience. We are grateful to our Data Partners: Deloitte, the International Air Transport Association (IATA), the International Union for Conservation of Nature (IUCN), the World Tourism Organization (UNWTO), the World Travel & Tourism Council (WTTC) and Bloom Consulting for helping us to design and develop the TTCI, and for providing much of the industry-relevant data used in its calculation. We thank our Industry Partners in this *Report*—namely ACCOR, Amadeus, AirAsia, Al Nippon Airways, Embraer, Emirates, Etihad Airways, Gulfstream, HNA, Hilton Worldwide, Iberostar Group, Intercontinental Hotel Group, Jet Airways, Jumeirah, Marriott International, SAP/Concur, SpiceJet, Swiss/Deutsche Lufthansa and VISA—for their support in this important endeavour. We also wish to thank the editors of the *Report*, Roberto Crotti and Tiffany Misrahi, for their energy and their dedication to the project. Appreciation goes to the Global Competitiveness and Risk team as well as to the Mobility team of the World Economic Forum. We would also like to convey our sincere gratitude to our network of 141 Partner Institutes worldwide, without whose hard work the annual administration of the Executive Opinion Survey and this *Report* would not be possible.

# Executive Summary

The 2017 edition of the *Travel & Tourism Competitiveness Report* features the latest iteration of the Travel & Tourism Competitiveness Index (TTCI). Published biennially, the TTCI benchmarks the T&T competitiveness of 136 economies. The TTCI measures "the set of factors and policies that enable the sustainable development of the Travel & Tourism (T&T) sector, which in turn, contributes to the development and competitiveness of a country." It comprises four sub-indexes, 14 pillars, and 90 individual indicators, distributed among the different pillars, as shown in the picture below.

Published under the theme "Paving the Way for a More Sustainable and Inclusive Future", the *Report* features 11 additional thought pieces authored by global leaders from industry, international organizations and governments on subjects ranging from security, employment and sustainability to tomorrow's consumers, digitalization and infrastructure. These chapters showcase the importance and resilience of travel & tourism.

## Travel & Tourism Competitiveness Index

The *Report* not only provides a platform for multistakeholder dialogue at the country level to formulate appropriate policies and actions. It also takes a global approach through the analysis of industry trends and offers the unique perspectives of global leaders from industry, international organizations and government on critical issues to address to ensure the long-term travel & tourism competitiveness.

## Results Overview

### Top 10

Spain tops the 2017 edition of the TTCI global rankings for the second time, followed by France (2nd), Germany (3rd), Japan (4th, gaining five places), the United Kingdom (5th), the United States (6th, losing two places), Australia (7th), Italy (8th), Canada (9th, up one) and Switzerland (10th, losing four places).

### Regional Results

**Europe and Eurasia** is once again the region with the strongest overall T&T competitiveness performance, with six economies in the top 10. It continues to lead the rankings thanks to its cultural richness, its excellent tourism service infrastructure, its international openness as well as its perceived safety, despite slightly declining security perceptions in Western and Southern Europe. Significant divides remain among sub-regions, including the prioritization of the sector, environmental sustainability policies and an enabling business environment.

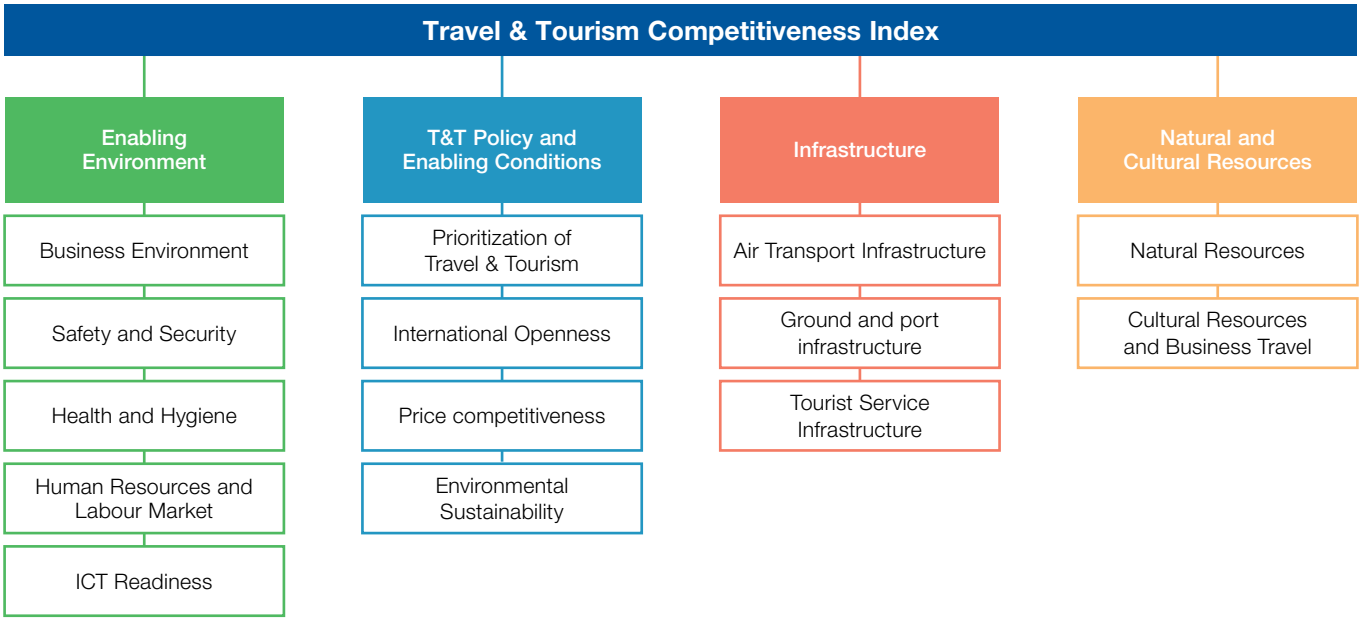
The **Americas** is the macro region with the second most improved performance at the aggregate level, with the United States (6th), Canada (9th), Mexico (22nd) and Brazil (27th) all ranking in the top 30. While the majority of the countries in the region rely on rich natural resources, vast differences remain across the region. While North America should enhance its price competitiveness, environmental sustainability and infrastructure; Central and South American nations should continue improving their safety and security, create more enabling environments for business and develop their infrastructure to enhance connectivity.

**Asia-Pacific** consists of some of the economies that have flourished most in recent years and five out of the 15 most-improved countries in the index: Japan (4th), Korea (19th), India (40th), Vietnam (67th) and Bhutan (78th). While East Asia and Australia boats world class infrastructure and are among the most ICT-ready economies globally, they are also relatively less price competitive than other areas in the region. Conversely, while South-East Asian and South Asian nations are more price-competitive destinations, infrastructure and ICT readiness lags for the most part. Improving regional visa policies could further enhance travel and tourism.

Despite significant headwinds, the **Middle East and North Africa,** led by the United Arab Emirates (29th), has improved its T&T competitiveness. Better ICT infrastructure, lower prices, partial improvements in international openness and some progress in nurturing cultural heritage have created better conditions to develop the T&T sector overall. Still, natural and cultural resources remain mostly underexploited, international openness is still limited and security perceptions remain the biggest hurdle.

**Sub-Saharan Africa** showcases South Africa (53rd), Mauritius (55th), Kenya (80th) and Namibia (82nd) as its four most T&T competitive economies. Despite sustained economic growth, T&T remains mostly untapped. Air connectivity and travel costs remain challenges as well as visa policies and infrastructure. While tourism in the region is mainly driven by natural tourism, there is significant room for improvement in protecting, valuing and communicating cultural richness.

### The T&T Competitiveness Index 2017 framework




## Key Findings

Four key findings emerge from the results of the 2017 TTCI in combination with other quantitative and qualitative analysis:

1. First, T&T competitiveness is improving, especially in developing countries, and particularly in the Asia-Pacific region. As the industry continues to grow, an increasing share of international visitors are coming from and travel to emerging and developing nations.
2. Second, in an increasingly protectionist context—one that is hindering global trade—the T&T industry continues building bridges rather than walls between people, as made apparent by increasing numbers of people travelling across borders and global trends toward adopting less restrictive visa policies.
3. Third, in light of the Fourth Industrial Revolution, connectivity has increasingly become a must-have for countries as they develop their digital strategy.
4. Finally, despite the growing awareness of the importance of the environment, the T&T sector faces the difficulties to develop sustainably as natural degradation proceeds on a number of fronts.

These findings are echoed in the *Eight Trends Driving Industry Transformation* section in chapter 1 of the *Report*.

## Data Presentation

The *Report* contains an extensive data section, which features individual scorecards for each of the 136 economies covered by the TTCI. These provide a complete snapshot of a country's performance in all the components of the TTCI, including the 90 individual indicators as well as additional key indicators, to offer a complete picture of a country's T&T's sector. In addition, the data tables reporting global rankings and scores for each of the indicators provide an overview of the global situation of the most relevant T&T measures available. Visit www.weforum.org/ttcr for additional material, interactive scorecards and rankings, and to download data.

# Part 1

# The Travel & Tourism Competitiveness Index 2017

# The Travel & Tourism Competitiveness Index: Travel & Tourism as an Enabler of Inclusive and Sustainable Growth

Roberto Crotti
Tiffany Misrahi
World Economic Forum

## Introduction

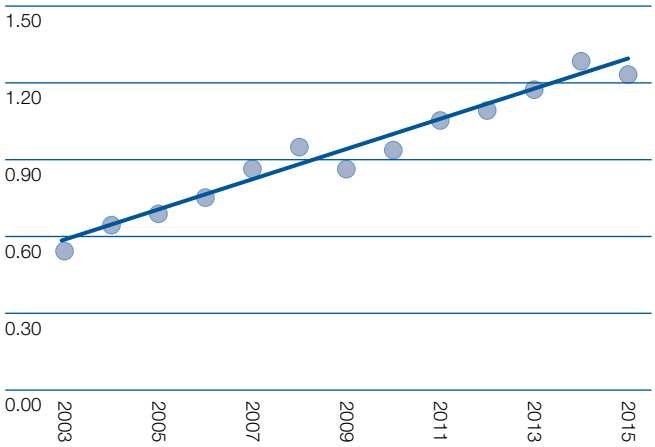
In 2017, the travel & tourism industry continues to make a real difference to the lives of millions of people by driving growth, creating jobs, reducing poverty and fostering development and tolerance. For the sixth consecutive year, industry growth outperforms that of the global economy, showcasing the industry's resilience in the face of global geopolitical uncertainty and economic volatility. The industry contributed US$7.6 trillion to the global economy (10.2% of global GDP) and generated 292 million jobs (1 in 10 jobs on the planet) in 2016.[1] International arrivals followed suit, reaching 1.2 billion in 2016, 46 million more than in 2015.[2] These promising figures are expected to continue increasing in the coming decade.

The theme of this year's *Travel & Tourism Competitiveness Report: Paving the Way for a More Sustainable and Inclusive Future*, highlights the travel and tourism industry's commitment to be a force for good in an era marked by jobless growth, growing concerns of a "green-less" future and mounting fears of isolationism and nativism. With a forecasted 1.8 billion international tourists by 2030, the industry has the potential to play a key role in creating high-quality employment opportunities, act as a vehicle to protect and restore our planet's biodiversity and help build bridges between people and cultures.

Research shows that for every 30 new tourists to a destination one new job is created; and already today, the travel and tourism industry has almost twice as many women employers as other sectors. Accounting for 30% of world services exports, and the largest export category in many developing countries, the industry is a tremendous employment generator. Yet research suggests that the industry's potential could be hindered—and 14 million jobs could be at risk—if governments and the private sector do not address the talent shortage in the industry.[3] If properly managed, the T&T sector can continue to be a contributor to inclusive growth, given the relatively low barriers required to provide services and start a business related to tourism.

The sector is also making large strides toward a larger focus on environmental sustainability. Since the 1980s, air traffic has doubled every 15 years—a trend that is expected to continue. In 2016, nearly 4 billion people travelled by plane, a number expected to reach 7.2 billion by 2035.[4] As such, resource efficiency, environmental protection and climate change are central to the industry's agenda and part of its triple bottom line. Further, sustainability has accelerated as a policy issue in the past decade as the planet remains under threat of existential climate change—and industry leaders have followed suit to set ambitious targets. They aim to move beyond carbon-neutral growth and, by 2050, halve net CO2 emissions compared to the 2005 baseline. At the same time, revenue generated through tourism is both an important incentive and a source of funding to protect the natural environment.

**Figure 1: Trend in global tourism receipts**




Sum of receipts to all countries for which data are available for the 13 years considered.

**Source:** Authors' calculations based on World Tourism Organization (UNWTO) statistics.

## Key Findings

Four key findings emerge from the results of the 2017 edition of the *Travel & Tourism Competitiveness Report.* First, T&T competitiveness is improving, especially in developing countries and particularly in the Asia-Pacific region. As the industry continues to grow, an increasing share of international visitors are coming from and travel to emerging and developing nations. Second, in an increasingly protectionist context—one that is hindering global trade—the T&T industry continues building bridges rather than walls between people, as made apparent by increasing numbers of people travelling across borders and global trends toward adopting less restrictive visa policies. Third, in light of the Fourth Industrial Revolution, connectivity has increasingly become a must-have for countries as they develop their digital strategy. Finally, despite the growing awareness of the importance of the natural environment to tourism growth, the T&T sector faces enormous difficulties in developing sustainably, as natural degradation proceeds on a number of fronts. These

findings are covered in greater detail in the *Eight Trends Driving Industry Transformation* section on page 24 of this chapter.

## The Rise of the South

The number of people on the move today is unprecedented, with international arrivals increasing from just 25 million in the 1950s to 1.2 billion in 2016. While, historically, the majority of travel was North to North, this reality is changing. Outbound travel from Africa, the Middle East and Asia-Pacific is expected to grow exponentially in the coming decade.

In fact, since the global financial crisis, tourist expenditures from developing nations have grown faster than that of expenditures from advanced economies- a trend on track to continue in the coming years (see Figure 2). Developing and emerging markets are not only becoming larger source markets, but they are also improving their T&T competitiveness in order to position themselves as more attractive destinations for developing the T&T sector.

The 2017 edition of the *Travel & Tourism Competitiveness Report* finds that several developing and emerging economies have significantly improved their performance scores from 2015, when the previous edition was published. Indeed, 12 of the top 15 most-improved countries are developing and emerging markets, with at least one country from each of the five geographical macro-regions represented in the Report.

These results echo World Travel and Tourism Council (WTTC) research, which forecasts that between 2016 and 2026, the 10 fastest growing destinations for leisure-travel spending will be India, followed by Angola, Uganda, Brunei, Thailand, China, Myanmar, Oman, Mozambique and Vietnam.[5]

These shifts suggest that developing and emerging countries are catching up, providing better conditions to develop their T&T competitiveness and, therefore, becoming better prepared to attract and welcome the millions of new tourists who will travel for the first time in the coming decade.

This growth in demand is here to stay. South-South tourism is on the rise, and will increasingly do so as these countries improve their competitiveness and develop their T&T sectors.

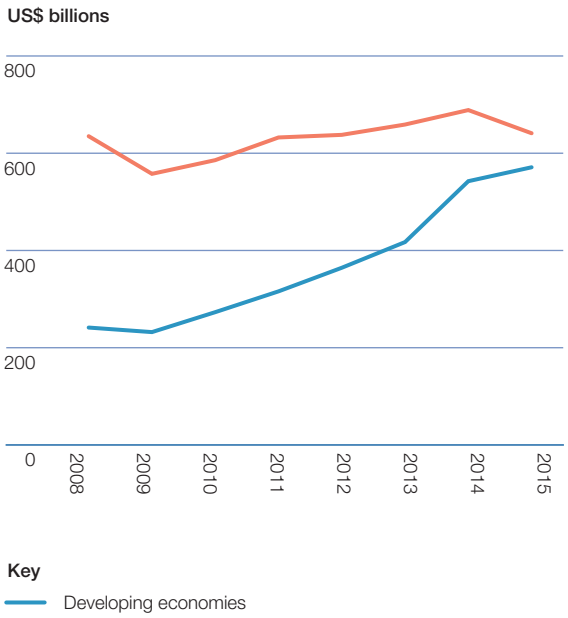
## Build Bridges, Not Walls

While nativist and protectionist rhetoric are on the front page of the news, the T&T industry, unlike global trade, remains, to date, relatively unharmed. Data reveals that while there has been a slump in merchandise imports, the number of people travelling only keeps rising (see Figure 4).

More and more, governments around the world are realizing that, for the most part, barriers to travel are not making people and countries safer, but are hindering economic growth, job creation and tolerance between countries. With a growing "wanderlust", there is a unique opportunity for many countries to benefit from the T&T industry while, at the same time, ensuring the security of borders and citizens.

This trend is sustained by diverging underlying policies in trade and tourism. In 2016, destinations worldwide required 58% of the world's population to obtain a visa prior to departure.[6] This is a significant improvement from 2008, when 77% of the world's population was made to apply for a traditional visa. In general, the great majority (approximately 85%) of countries have reduced, at least partially, the burden of obtaining a tourism visa in the past two years. This contrasts with the minimal progress made on trade policy. Only about half of the countries assessed by the Travel & Tourism Competitive Index (TTCI) improved their non-tariff trade barriers (see Figure 5a). Further, the total number of trade protectionist measures has actually increased since 2015 (see Figure 5b).

### Figure 2: Convergence in international tourism expenditures




Sum of receipts to all countries for which data are available for the 8 years considered.

**Source:** Authors' calculations based on World Tourism Organization (UNWTO) statistics.

### Figure 3: Most-improved countries in the Travel & Tourism Competitiveness Index 2017

| Country/Economy | Global rank 2017 | Change in performance score (%) since 2015 | Change in rank since 2015 |
|---|---|---|---|
| **Japan** | 4 | 6.18 | +5 |
| **Azerbaijan** | 71 | 5.98 | +13 |
| **Tajikistan** | 107 | 5.01 | +12 |
| **Vietnam** | 67 | 4.80 | +8 |
| **Israel** | 61 | 4.79 | +11 |
| **Algeria** | 118 | 4.68 | +5 |
| **Bhutan** | 78 | 4.52 | +9 |
| **Gabon** | 119 | 4.47 | +5 |
| **Korea, Rep.** | 19 | 4.33 | +10 |
| **Egypt** | 74 | 4.32 | +9 |
| **Peru** | 51 | 3.93 | +7 |
| **India** | 40 | 3.86 | +12 |
| **Mexico** | 22 | 3.86 | +8 |
| **Chad** | 135 | 3.83 | +6 |
| **Albania** | 98 | 3.81 | +8 |

### Figure 4: Trends in merchandise trade and international tourists arrivals

**Source:** Authors' calculations based on World Tourism Organization (UNWTO) statistics.

To continue supporting the expected growth in international travel in the coming decades, there is a related need to continue improving policy frameworks and innovate the way people move across international borders. While enabling more people to discover the world, it is imperative to balance the safety of national borders and citizens with enabling the movement of people, especially non-immigrants.

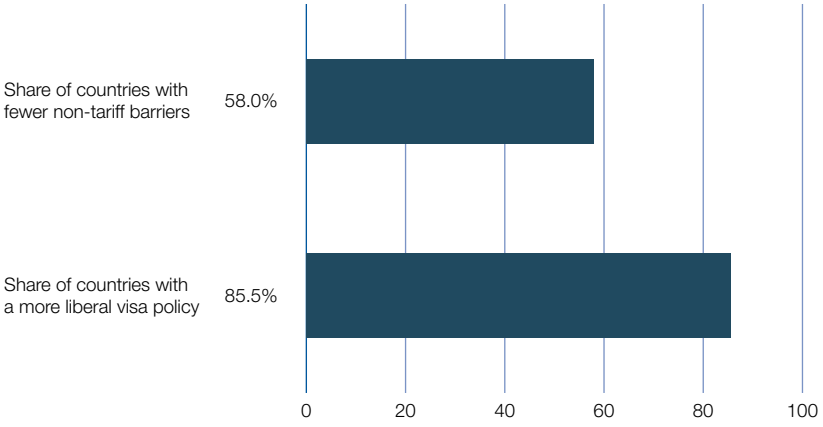
The World Economic Forum's 2017 *Digital Borders Report* presents a vision for the future of travel, where eligibility to travel is based on the individual rather than on the legacy system of the traveller's country of origin. In this digital age, technological solutions can and should be created and implemented to move the global system from one of physical to digital borders. In effect, "digital" needs to be integrated across the travel journey—from digital identification and authentication through biometrics to a frictionless airport transfer courtesy of digitally enabled security devices and the creation of a digital interface and individual profiles to increase accuracy, efficiency and security.

## Embracing the Fourth Industrial Revolution

As the Fourth Industrial Revolution expands, digital is increasingly becoming a basic requirement to be competitive across the T&T industry. Countries not integrating technology and enhancing their connectivity will be left behind. In recent years all countries have significantly increased their telecommunication infrastructure. Today, having a mobile phone signal is nearly ubiquitous, and the usage of mobile phones and internet services has boomed.

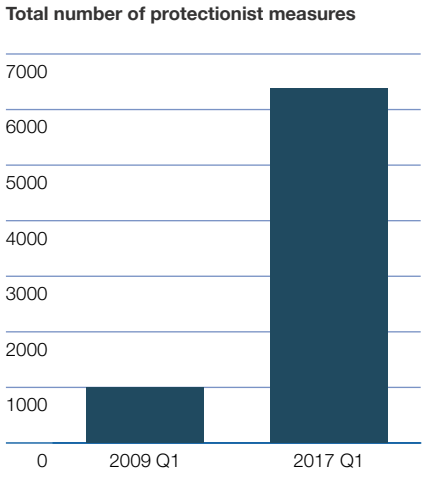
With 4.9 billion unique mobile (cell) phone users worldwide and an estimated 2.7 billion people on social media[7], digital services available via mobile platforms and social media are offering many more services and changing the way they are

### Figure 5a: Change in visa and trade policies since 2015




**Source:** World Economic Forum, Executive Opinion Survey (2013, 2014, 2015, 2016 editions).

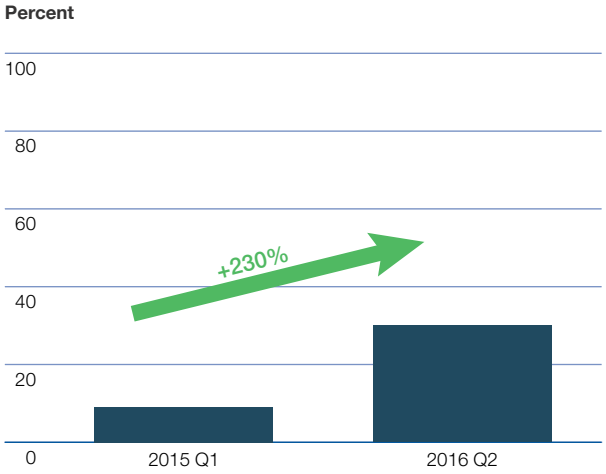
### Figure 5b: Evolution in cumulative trade protectionist measures




**Source:** Globaltradealert.org.

provided. While the internet already transformed the sector two decades ago, today a second revolution is taking place, with the rapid increase of services provided through mobile devices. In less than two years, the share of online booking has exploded, from 9% to almost 33% (see Figure 6).

### Figure 6: Mobile travel service bookings as a share of total online bookings worldwide




**Source:** Criteo, *Travel Flash Report 2016,* http://www.criteo.com/media/5717/criteo-travel-flash-report-october-2016.pdf.

As mobile technology becomes mainstream, the T&T sector has had to adapt. Indeed, mobile devices have enabled the customization of services well beyond what was previously possible as a result of an improvement in the capacity to understand individual preferences and behaviours. They have also enabled the traveller to have real-time access to information and constant access to services.

ICT readiness correlates directly to the amount of value that tourism can generate (see Figure 7). However, the meaning of being "ICT ready" continues to evolve rapidly, causing many organizations, companies and countries alike to spend time rethinking their "service delivery" to integrate constant connectivity into the experience.

At the same time, the growing number of connected citizens around the world provides a unique opportunity to benefit from the inclusive nature of the T&T industry. In effect, the internet has become a great mechanism to enable locals and travellers to connect directly without relying on intermediaries, hence business models have to change accordingly (as further discussed on page 24).

## Environmental Standards is a Win-Win

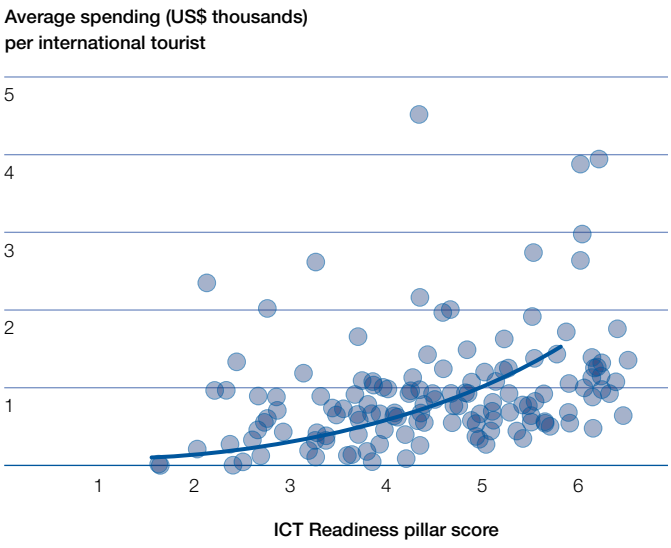
Despite growing global awareness of the importance of sustainability, and the fact that real progress has been made on some fronts, many aspects of the natural environment continue to degrade, causing a serious and quantifiable impact on the tourism sector. Though countries are increasingly committed to respecting international environmental standards, environmental performance benchmarking assessments[8] show that deforestation, overfishing, and air and water pollution continue to reduce the global natural capital.

Data reveals that the environmental strength of a country is directly related to tourism revenue (see Figure 8). Although this relationship is complex, and there is no evidence of direct causality, the more pristine the natural environment of a country, the more tourists are inclined to travel there, and the more they are willing to pay to access well-preserved areas. Consequently, as the natural capital depletes, destinations lose revenue.

Although tourism is often negatively impacted by the pollution caused by other human activity, it is important to recognize that processes, mechanisms and activities associated with tourism also damage the environment. Globally, there is little sign of improving T&T development standards (see Figure 9). In particular, the footprint of the sector has been reduced in the majority of countries of Northern and Western Europe while it has increased in most developing nations, especially in Asia.

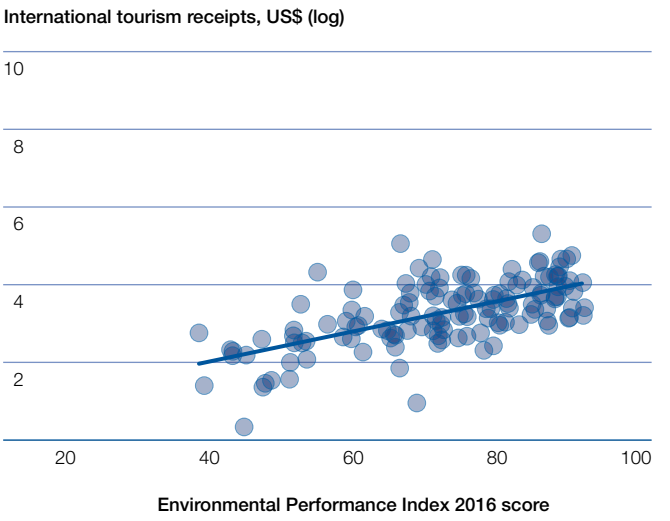
Given the close relationship between natural resources and a very large segment of the tourism industry, then, a lack of progress on fostering sustainability, both from a general and sectoral point of view, will reduce tourism development opportunities.

### Figure 7: Correlation between ICT readiness and tourism receipts



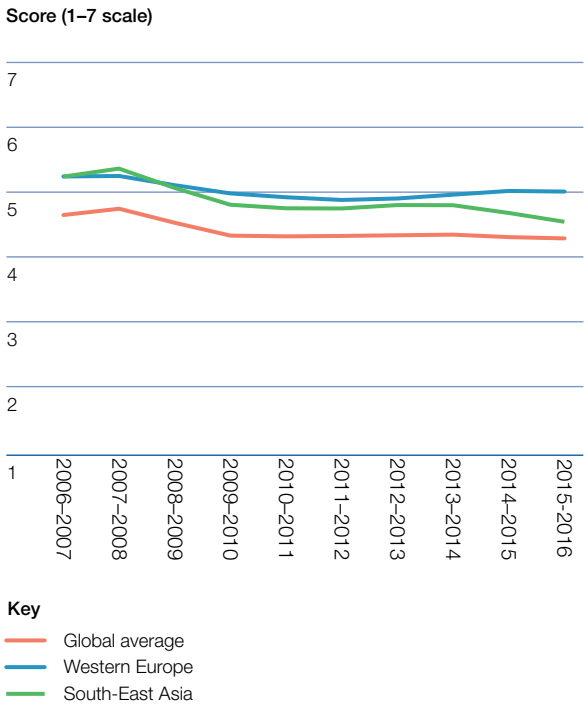

**Source:** Travel & Tourism Competitiveness Index 2017, authors' calculations based on World Economic Forum and World Tourism Organization (UNWTO) statistics, 2015.

### Figure 8: Correlation between selected countries' environmental performance and tourism receipts




**Sources:** Authors' calculations based on World Tourism Organization (UNWTO) statistics and Yale's Environmental Performance Index 2016.

### Figure 9: Trend in T&T environmental impact perceptions, by selected region




* Responses to the question: In your country, to what extent is the travel and tourism sector developed in an environmentally sustainable way? ( 1 = not at all, 7 = to a great extent).

**Source:** World Economic Forum, Executive Opinion Survey (2006–2016 editions).

## Benchmarking T&T Competitiveness: The Travel & Tourism Competitiveness Index

The *Report,* which analyses the performance of 136 economies through the Travel & Tourism Competitiveness Index (TTCI), provides unique insight into the strengths and areas for development of each country to enhance its industry competitiveness. It allows for cross-country comparison, for benchmarking countries' policy progress and for making investment decisions related to business and industry development. The *Report* not only provides a platform for multistakeholder dialogue at the country-level to formulate appropriate policies and actions. It also takes a global approach through the analysis of industry trends, and offers the unique perspectives of global leaders from industry, international organizations and government on critical issues to address to ensure the long-term travel & tourism competitiveness.

First compiled in 2007, the Travel & Tourism Competitiveness Index (TTCI) measures "the set of factors and policies that enable the sustainable development of the Travel & Tourism sector, which, in turn, contributes to the development and competitiveness of a country".

The index has been developed in the context of the World Economic Forum's Industry Programme for Aviation, Travel and Tourism, and in close collaboration with our data partners Bloom Consulting, Deloitte-STR Global, the International Air Transport Association (IATA), the International Union for Conservation of Nature (IUCN), the World Tourism Organization (UNWTO) and the World Travel & Tourism Council (WTTC). We would also like to acknowledge our partners in the industry community, namely AccorHotels, Amadeus, AirAsia, Emirates, Etihad Airways, Gulfstream, HNA, Hilton Worldwide, Iberostar Group, Intercontinental Hotel Group, Jet Airways, Jumeirah, Marriott International, SAP/Concur, SpiceJet, Swiss/Deutsche Lufthansa and VISA.

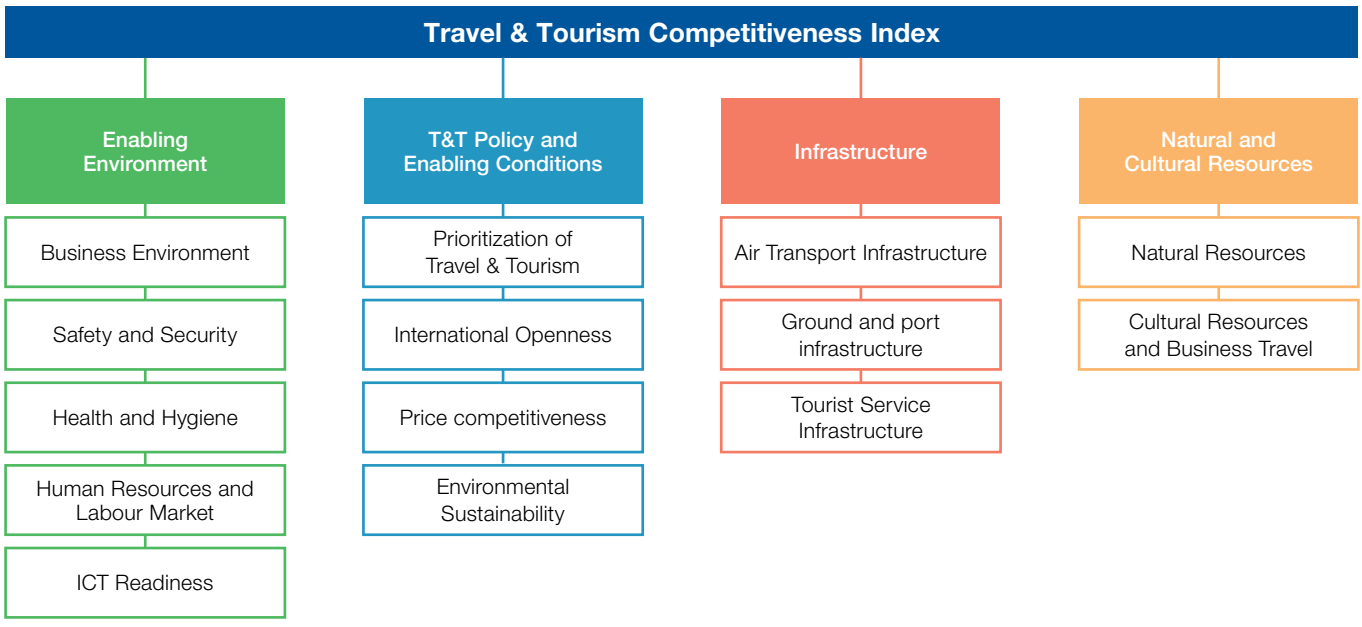
The T&T Competitiveness Index measures four broad factors of competitiveness. These factors are organized into subindexes, which are further divided into 14 pillars:

The **Enabling Environment** subindex, which captures the general settings necessary for operating in a country:

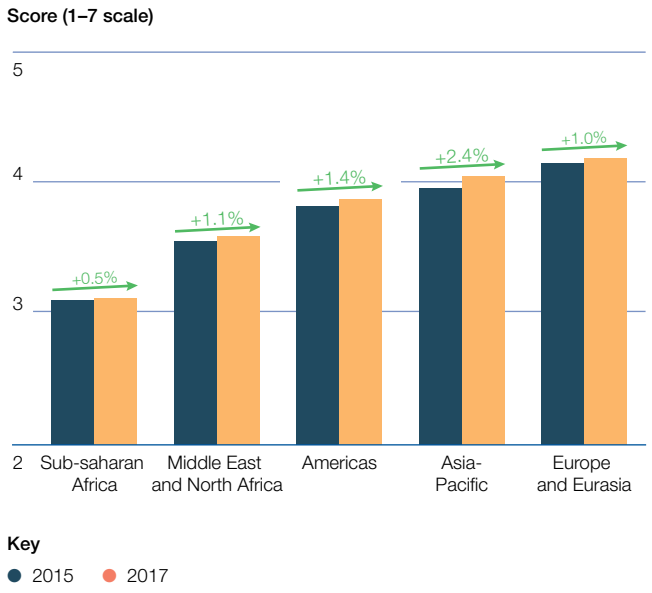
1. Business Environment
2. Safety and Security
3. Health and Hygiene
4. Human Resources and Labour Market
5. ICT Readiness

The **T&T Policy and Enabling Conditions** subindex, which captures specific policies or strategic aspects that impact the T&T industry more directly:

### Figure 10: The T&T Competitiveness Index 2017 framework



### Figure 11: Travel & Tourism Competitiveness Index 2017 performance, by region




**Sources:** World Economic Forum, Executive Opinion Survey (2006–2016 editions).

6. Prioritization of Travel and Tourism
7. International Openness
8. Price Competitiveness
9. Environmental Sustainability

The **Infrastructure** subindex, which captures the availability and quality of physical infrastructure of each economy:

10. Air Transport Infrastructure
11. Ground and Port Infrastructure
12. Tourist Service Infrastructure

The **Natural and Cultural Resources** subindex, which captures the principal "reasons to travel":

13. Natural Resources
14. Cultural Resources and Business Travel

Figure 10 summarizes the structure of the index. Further details of its composition can be found in Appendix A.

### Country Coverage

The 2017 *Report* covers 136 economies that account for over 98% of world GDP. Six new economies included in the current edition were not analysed in the previous *Report*: Benin; Bosnia and Herzegovina; Congo, Democratic Rep.; Ecuador and Ukraine. Ten that were covered in the 2015 *Report*—Angola, Burkina Faso, Guinea, Guyana, Haiti, Myanmar, Puerto Rico, Seychelles, Suriname, Swaziland—are not covered this time due to insufficient data.

## Index Results—The Travel & Tourism Competitiveness Index

### Rankings 2017

In 2017, Spain continues to lead the TTCI ranking, and Europe—with a total of six countries in the top 10—is once again the region with the most T&T-competitive economies and with highest T&T regional average competitiveness level. However Asia-Pacific is emerging as the most-improved region.

Given the importance of the regional dimension for tourism, the following sections present country performances in the context of five regional groups: Europe and Eurasia; the Americas (headed by the United States, 6th in the overall list); Asia-Pacific, including Central Asia (headed by Japan, 4th overall); the Middle East and North Africa (led by the United Arab Emirates, 29th); and Sub-Saharan Africa (topped by South Africa, 53rd). For each region, the performance of a few countries is outlined to give a sense of how the results can be interpreted at the national level. Table 1 displays the overall ranking[9] and Tables 2-5 show regional performance by pillar, including the best- and worst-performing countries on each pillar for each region.

*Europe and Eurasia*

Europe is once again the region with the strongest overall T&T competitiveness performance. It boasts six of the 10 most competitive countries in the T&T sector, and attracted 620 million of the 1.2 billion international visitors in 2016. While the region continues to improve, it does so at a slower rate than other less mature regions. Yet, to date, Europe remains the largest T&T market, almost twice as large as Asia-Pacific, the second largest and rapidly growing market.

While the number of arrivals continues to grow in Europe, international receipts started to decline in 2015, suggesting possible re-adjustments in the sector at the regional level. Different hypotheses can be put forward to explain this phenomenon. For instance, given the importance of intra-regional travel, lower spending may reflect lower purchasing power and more attention towards lower-cost travel solutions. At the international level, shifts in international arrivals from North America to Asia may entail shifting spending patterns. As these trends evolve, the continuous improvement of the sector's competitiveness will be essential in light of the industry's transformation, especially in the more mature destinations.

To date, strong health and hygiene conditions, cultural richness and safety are common T&T competitiveness advantages across the majority of European countries. Despite slightly declining security perceptions in Western and Southern Europe resulting from the recent terrorist attacks, the impact on international arrivals was only short term. Since the last edition of the *Report* in 2015, many European countries have reduced their attention to the T & T sector as suggested by indicatively lower T&T prioritization scores[10] At the same time, the region has improved on many factors, including ICT readiness and price competitiveness. These improvements have counterbalanced some of the less positive trends in public investment in the sector and security. Remarkably, despite recent terrorist attacks and increased fear of terrorism, tourism performance of countries such as France, Germany and Belgium have not declined significantly, confirming a strong resilience of the T&T sector to security shocks, in presence of strong institutions and sound T&T fundamentals.

While there are broad commonalities, large intra-regional diversity exists across the entire European continent. The strengths of a sub-region may be weaknesses of another. For instance, while Southern European countries tend to be characterized by stronger cultural and natural resources and tourism service infrastructure, their business environment, ground transport infrastructure and attention for environmental sustainability performance scores tend to be somewhat lower than those in Western and Northern Europe. These countries provide better enabling environments, including some of the

## Table 1: The Travel & Tourism Competitiveness Index 2017 Ranking

| Country/Economy | Rank | Score | Change since 2015 |
|---|---|---|---|
| Spain | 1 | 5.43 | 0 |
| France | 2 | 5.32 | 0 |
| Germany | 3 | 5.28 | 0 |
| Japan | 4 | 5.26 | 5 |
| United Kingdom | 5 | 5.20 | 0 |
| United States | 6 | 5.12 | –2 |
| Australia | 7 | 5.10 | 0 |
| Italy | 8 | 4.99 | 0 |
| Canada | 9 | 4.97 | 1 |
| Switzerland | 10 | 4.94 | –4 |
| Hong Kong SAR | 11 | 4.86 | 2 |
| Austria | 12 | 4.86 | 0 |
| Singapore | 13 | 4.85 | –2 |
| Portugal | 14 | 4.74 | 1 |
| China | 15 | 4.72 | 2 |
| New Zealand | 16 | 4.68 | 0 |
| Netherlands | 17 | 4.64 | –3 |
| Norway | 18 | 4.64 | 2 |
| Korea, Rep. | 19 | 4.57 | 10 |
| Sweden | 20 | 4.55 | 3 |
| Belgium | 21 | 4.54 | 0 |
| Mexico | 22 | 4.54 | 8 |
| Ireland | 23 | 4.53 | –4 |
| Greece | 24 | 4.51 | 7 |
| Iceland | 25 | 4.50 | –7 |
| Malaysia | 26 | 4.50 | –1 |
| Brazil | 27 | 4.49 | 1 |
| Luxembourg | 28 | 4.49 | –2 |
| United Arab Emirates | 29 | 4.49 | –5 |
| Taiwan, China | 30 | 4.47 | 2 |
| Denmark | 31 | 4.43 | –4 |
| Croatia | 32 | 4.42 | 1 |
| Finland | 33 | 4.40 | –11 |
| Thailand | 34 | 4.38 | 1 |
| Panama | 35 | 4.37 | –1 |
| Malta | 36 | 4.25 | 4 |
| Estonia | 37 | 4.23 | 1 |
| Costa Rica | 38 | 4.22 | 4 |
| Czech Republic | 39 | 4.22 | –2 |
| India | 40 | 4.18 | 12 |
| Slovenia | 41 | 4.18 | –2 |
| Indonesia | 42 | 4.16 | 8 |
| Russian Federation | 43 | 4.15 | 2 |
| Turkey | 44 | 4.14 | 0 |
| Bulgaria | 45 | 4.14 | 4 |
| Poland | 46 | 4.11 | 1 |
| Qatar | 47 | 4.08 | –4 |
| Chile | 48 | 4.06 | 3 |
| Hungary | 49 | 4.06 | –8 |
| Argentina | 50 | 4.05 | 7 |
| Peru | 51 | 4.04 | 7 |
| Cyprus | 52 | 4.02 | –16 |
| South Africa | 53 | 4.01 | –5 |
| Latvia | 54 | 3.97 | –1 |
| Mauritius | 55 | 3.92 | 1 |
| Lithuania | 56 | 3.91 | 3 |
| Ecuador | 57 | 3.91 | n/a |
| Barbados | 58 | 3.91 | –12 |
| Slovak Republic | 59 | 3.90 | 2 |
| Bahrain | 60 | 3.89 | 0 |
| Israel | 61 | 3.84 | 11 |
| Colombia | 62 | 3.83 | 6 |
| Saudi Arabia | 63 | 3.82 | 1 |
| Sri Lanka | 64 | 3.81 | –1 |
| Morocco | 65 | 3.81 | –3 |
| Oman | 66 | 3.78 | –1 |
| Vietnam | 67 | 3.78 | 8 |
| Romania | 68 | 3.78 | –2 |
| Jamaica | 69 | 3.71 | 7 |
| Georgia | 70 | 3.70 | 1 |
| Azerbaijan | 71 | 3.70 | 13 |
| Montenegro | 72 | 3.68 | –5 |
| Trinidad and Tobago | 73 | 3.67 | –4 |
| Egypt | 74 | 3.64 | 9 |
| Jordan | 75 | 3.63 | 2 |
| Dominican Republic | 76 | 3.62 | 5 |
| Uruguay | 77 | 3.61 | –4 |
| Bhutan | 78 | 3.61 | 9 |
| Philippines | 79 | 3.60 | –5 |
| Kenya | 80 | 3.59 | –2 |
| Kazakhstan | 81 | 3.59 | 4 |
| Namibia | 82 | 3.59 | –12 |
| Cape Verde | 83 | 3.55 | 3 |
| Armenia | 84 | 3.53 | 5 |
| Botswana | 85 | 3.52 | 3 |
| Guatemala | 86 | 3.51 | –6 |
| Tunisia | 87 | 3.50 | –8 |
| Ukraine | 88 | 3.50 | n/a |
| Macedonia, FYR | 89 | 3.49 | –7 |
| Honduras | 90 | 3.49 | 0 |
| Tanzania | 91 | 3.45 | 2 |
| Nicaragua | 92 | 3.44 | 0 |
| Iran, Islamic Rep. | 93 | 3.43 | 4 |
| Lao PDR | 94 | 3.40 | 2 |
| Serbia | 95 | 3.38 | 0 |
| Lebanon | 96 | 3.37 | –2 |
| Rwanda | 97 | 3.36 | 1 |
| Albania | 98 | 3.35 | 8 |
| Bolivia | 99 | 3.34 | 1 |
| Kuwait | 100 | 3.33 | 3 |
| Cambodia | 101 | 3.32 | 4 |
| Mongolia | 102 | 3.31 | –3 |
| Nepal | 103 | 3.28 | –1 |
| Venezuela | 104 | 3.28 | 6 |
| El Salvador | 105 | 3.28 | –14 |
| Uganda | 106 | 3.20 | 8 |
| Tajikistan | 107 | 3.18 | 12 |
| Zambia | 108 | 3.18 | –1 |
| Côte d'Ivoire | 109 | 3.16 | 8 |
| Paraguay | 110 | 3.15 | 3 |
| Senegal | 111 | 3.14 | 1 |
| Gambia, The | 112 | 3.12 | –3 |
| Bosnia and Herzegovina | 113 | 3.12 | n/a |
| Zimbabwe | 114 | 3.11 | 1 |
| Kyrgyz Republic | 115 | 3.10 | 1 |
| Ethiopia | 116 | 3.10 | 2 |
| Moldova | 117 | 3.09 | –6 |
| Algeria | 118 | 3.07 | 5 |
| Gabon | 119 | 3.06 | 5 |
| Ghana | 120 | 3.04 | 0 |
| Madagascar | 121 | 2.99 | 0 |
| Mozambique | 122 | 2.91 | 8 |
| Malawi | 123 | 2.91 | 3 |
| Pakistan | 124 | 2.89 | 1 |
| Bangladesh | 125 | 2.89 | 2 |
| Cameroon | 126 | 2.88 | –4 |
| Benin | 127 | 2.84 | n/a |
| Lesotho | 128 | 2.84 | 1 |
| Nigeria | 129 | 2.82 | 2 |
| Mali | 130 | 2.78 | –2 |
| Sierra Leone | 131 | 2.69 | 1 |
| Mauritania | 132 | 2.64 | 5 |
| Congo, Democratic Rep. | 133 | 2.64 | n/a |
| Burundi | 134 | 2.57 | 1 |
| Chad | 135 | 2.52 | 6 |
| Yemen | 136 | 2.44 | 2 |

## Table 2: The Travel & Tourism Competitiveness Index 2017: Europe and Eurasia

| | | Enabling Environment | | | | |
|---|---|---|---|---|---|---|
| Country/Economy | Global rank | Business environment | Safety and security | Health and hygiene | Human resource and labour market | ICT readiness |
| **SOUTHERN EUROPE** | | | | | | |
| **Spain** | 1 | 4.4 | 6.2 | 6.3 | 4.9 | 5.5 |
| **Italy** | 8 | 3.9 | 5.4 | 6.2 | 4.6 | 5.4 |
| **Portugal** | 14 | 4.6 | 6.3 | 6.3 | 5.2 | 5.2 |
| **Greece** | 24 | 4.1 | 5.6 | 6.6 | 4.8 | 4.9 |
| **Croatia** | 32 | 4.0 | 6.1 | 6.4 | 4.4 | 5.0 |
| **Malta** | 36 | 4.7 | 5.9 | 6.4 | 4.8 | 5.4 |
| **Turkey** | 44 | 4.5 | 4.1 | 5.4 | 4.3 | 4.3 |
| **Cyprus** | 52 | 4.6 | 5.8 | 5.8 | 4.9 | 4.8 |
| Southern Europe Average | | **4.4** | **5.7** | **6.2** | **4.7** | **5.1** |
| **WESTERN EUROPE** | | | | | | |
| **France** | 2 | 4.7 | 5.4 | 6.5 | 5.1 | 5.9 |
| **Germany** | 3 | 5.3 | 5.6 | 6.9 | 5.6 | 5.8 |
| **United Kingdom** | 5 | 5.9 | 5.3 | 5.8 | 5.5 | 6.2 |
| **Switzerland** | 10 | 6.0 | 6.4 | 6.5 | 5.7 | 6.4 |
| **Austria** | 12 | 5.0 | 6.3 | 6.7 | 5.5 | 5.8 |
| **Netherlands** | 17 | 5.5 | 6.1 | 6.2 | 5.5 | 6.1 |
| **Belgium** | 21 | 4.9 | 5.9 | 6.7 | 5.3 | 5.7 |
| **Ireland** | 23 | 5.5 | 6.1 | 5.7 | 5.5 | 5.7 |
| **Luxembourg** | 28 | 5.8 | 6.3 | 6.3 | 5.3 | 6.2 |
| **Czech Republic** | 39 | 4.5 | 5.9 | 6.7 | 5.0 | 5.6 |
| Western Europe Average | | **5.3** | **5.9** | **6.4** | **5.4** | **5.9** |
| **NORTHERN EUROPE** | | | | | | |
| **Norway** | 18 | 5.6 | 6.4 | 6.3 | 5.6 | 6.3 |
| **Sweden** | 20 | 5.5 | 6.2 | 6.1 | 5.5 | 6.3 |
| **Iceland** | 25 | 5.3 | 6.6 | 6.1 | 5.8 | 6.1 |
| **Denmark** | 31 | 5.5 | 6.1 | 6.1 | 5.7 | 6.4 |
| **Finland** | 33 | 5.6 | 6.7 | 6.3 | 5.6 | 6.2 |
| **Estonia** | 37 | 5.2 | 6.3 | 6.3 | 5.2 | 6.1 |
| **Latvia** | 54 | 4.6 | 5.8 | 6.4 | 5.0 | 5.3 |
| **Lithuania** | 56 | 4.6 | 5.7 | 6.8 | 5.0 | 5.5 |
| Northern Europe Average | | **5.2** | **6.2** | **6.3** | **5.4** | **6.0** |

Colors are determined by the relative position of each score in the global distribution of each pillar, taken individually.

most advanced ICT systems in the world, and better transport infrastructure, but have not developed their natural and cultural resources to the same extent. They also tend to be pricier destinations.

In the Balkans and Eastern Europe, price competitiveness is a strength, but the sub-region has not yet invested enough in air connectivity and cultural resources. At the same time, international openness tends to be weaker than in Western Europe. The Eurasian sub-region also faces issues relating to international openness and transport infrastructure. Yet this sub-region boasts more qualified and efficient human resources while, at the same time, providing more price competitive options, thanks to lower hotel prices and fuel costs.

Improvements in price competitiveness have occurred with different degrees of intensity, but have not been sufficient to harmonize prices region-wide. While Western Europe has made the greatest strides in improving this dimension, other sub-regions have followed suit—thus leaving average price competitiveness mostly unchanged. A similar dynamic has occurred- with the opposite trend effect- on ground infrastructure. Land travel has become slightly less efficient, on average, across all of the five Europe and Eurasia sub-regions. There has also been divergence at the sub-regional level for natural resources. While Southern Europe and Eurasia have become better at making use of their natural heritage, evidence indicates a decline in Western Europe.

**Spain** maintains the 1st place globally in the global T&T competitiveness index. Spain's success can be attributed to its unique offer of both cultural (2nd) and natural (9th) resources, combined with sound tourism service infrastructure (2nd), air transport connectivity (9th) and strong policy support (5th). Spain's T&T sector has not only benefited from the recent ease of its fiscal policy, but also from diverted tourism from security-troubled Middle East. These developments, however, do not

## Table 2: The Travel & Tourism Competitiveness Index 2017: Europe and Eurasia *(cont'd.)*

| Country/Economy | Global rank | Enabling Environment: Business environment | Safety and security | Health and hygiene | Human resource and labour market | ICT readiness |
|---|---|---|---|---|---|---|
| **BALKANS AND EASTERN EUROPE** | | | | | | |
| **Slovenia** | 41 | 4.3 | 6.2 | 6.0 | 4.9 | 5.2 |
| **Bulgaria** | 45 | 4.5 | 5.1 | 6.6 | 4.7 | 5.0 |
| **Poland** | 46 | 4.5 | 5.7 | 6.2 | 4.9 | 5.1 |
| **Hungary** | 49 | 4.2 | 5.7 | 6.6 | 4.7 | 4.9 |
| **Slovak Republic** | 59 | 4.0 | 5.6 | 6.5 | 4.7 | 5.4 |
| **Romania** | 68 | 4.4 | 5.8 | 6.1 | 4.4 | 4.7 |
| **Montenegro** | 72 | 4.4 | 5.4 | 5.8 | 4.5 | 4.8 |
| **Macedonia, FYR** | 89 | 4.8 | 5.6 | 6.0 | 4.4 | 4.6 |
| **Serbia** | 95 | 4.0 | 5.4 | 6.0 | 4.4 | 4.8 |
| **Albania** | 98 | 4.1 | 5.7 | 5.2 | 4.9 | 4.1 |
| **Bosnia and Herzegovina** | 113 | 3.5 | 5.4 | 5.7 | 4.2 | 4.3 |
| **Moldova** | 117 | 3.8 | 5.4 | 6.1 | 4.3 | 4.3 |
| **Balkans and Eastern Europe Average** | | **4.2** | **5.6** | **6.1** | **4.6** | **4.8** |
| **EURASIA** | | | | | | |
| **Russian Federation** | 43 | 4.1 | 4.3 | 6.7 | 4.8 | 5.0 |
| **Georgia** | 70 | 5.3 | 6.0 | 6.1 | 4.8 | 4.5 |
| **Azerbaijan** | 71 | 4.6 | 5.8 | 6.1 | 5.0 | 5.0 |
| **Kazakhstan** | 81 | 4.9 | 5.5 | 6.7 | 4.8 | 4.9 |
| **Armenia** | 84 | 4.9 | 5.9 | 5.9 | 4.8 | 4.3 |
| **Ukraine** | 88 | 3.7 | 3.5 | 6.6 | 4.9 | 4.2 |
| **Tajikistan** | 107 | 4.3 | 5.7 | 5.7 | 4.9 | 2.3 |
| **Kyrgyz Republic** | 115 | 4.4 | 5.0 | 5.8 | 4.4 | 3.6 |
| **Eurasia Average** | | **4.5** | **5.2** | **6.2** | **4.8** | **4.2** |

Colors are determined by the relative position of each score in the global distribution of each pillar, taken individually.

take anything away from Spain's ability to provide an excellent environment for the T&T sector to flourish. The challenge now is to continue to find ways to improve, given the sector's maturity. While Spain's ground transportation is ranked in the top 15 economies, it has started to show signs of initial decline, suggesting that upgrades and modernizations are expected. In addition, the business environment (75th) can be improved, as dealing with construction permits remains burdensome (104th), and there is room to improve international openness further (43rd, down two places).

**France** remains in 2nd position, withstanding the effects of the terrorist attacks of 2015 and 2016. Though this has led to lost ground (five places) on safety and security, international arrivals have remained stable. Cultural resources (3rd), ground transportation (7th) and air connectivity (13th) continue to drive France's T&T competitiveness. Declines in security and in the usage of natural resources (to 13th, down 5 places) have been more than compensated by a significant reduction in the prices of hotels and ticket taxes, which have led to an improvement in France's T&T price competitiveness by 21 places. France has improved its environmental sustainability (17th, up 6 places), by reducing the direct footprint of the sectoral activity on the environment and signing more environmental treaties. The business environment has also favoured investments in the sector, with lower construction costs (85th up 24 places), and more efficient private dispute settlements through the legal system (27th). While France may have lost T&T revenue over the past couple of years, it has continued to strengthen its T&T competitiveness fundamentals, making its T&T sector more resilient to shocks and primed to grow further in the future.

**Italy** sustains its 8th position globally despite its mixed performance. The country's travel and tourism competitiveness is driven by its exceptional cultural (5th) and natural resources (12th) and world-class tourism infrastructure (11th), which continue to attract international tourists. In fact, in 2015, international arrivals passed the 50 million mark for the first time. There have been improvements, too, in ground infrastructure (22nd, up 10 places); human resources are more qualified and easier to manage (67th, up 8); and prices are more competitive (124th, up 9 places). However, the prioritization of the T&T sector has dipped (75th, down 10 places), due to lower commitment from the government (74th) and weaker brand strategy (75th). Safety and security has also deteriorated (70th, down 22 places), driven by lower perceptions of the reliability of the police and greater fear of terrorism and crime. The business environment remains weak (121st), with virtually no progress on the slow administrative procedures regarding construction permits (114th), the inefficient legal framework (134th) and business taxation (125th). Going forward, it will important for Italy to continue reinforcing its competitiveness and sectoral productivity to bring about development and growth through its T&T sector.

**Greece** makes an impressive climb of 7 places to reach the 24th position in the global rankings. This performance is linked

## Table 2: The Travel & Tourism Competitiveness Index 2017: Europe and Eurasia *(cont'd.)*

| | T&T policy and enabling conditions | | | | Infrastructure | | | Natural and cultural resources | |
|---|---|---|---|---|---|---|---|---|---|
| Country/Economy | Prioritization of T&T | International openness | Price competitiveness | Environmental sustainability | Air transport infrastructure | Ground and port infrastructure | Tourist service infrastructure | Natural resources | Cultural resources & business travel |
| **SOUTHERN EUROPE** | | | | | | | | | |
| Spain | 5.9 | 3.9 | 4.5 | 4.6 | 5.0 | 5.2 | 6.7 | 4.9 | 6.9 |
| Italy | 4.5 | 4.1 | 3.9 | 4.5 | 4.4 | 4.7 | 6.0 | 4.8 | 6.5 |
| Portugal | 5.5 | 4.2 | 4.8 | 4.3 | 3.9 | 4.2 | 6.4 | 3.9 | 3.9 |
| Greece | 5.5 | 4.1 | 4.7 | 4.5 | 4.3 | 3.7 | 5.7 | 4.1 | 3.1 |
| Croatia | 4.5 | 4.2 | 4.4 | 4.7 | 3.0 | 3.9 | 6.3 | 4.5 | 2.8 |
| Malta | 6.2 | 4.0 | 4.4 | 4.1 | 3.9 | 4.5 | 5.5 | 3.1 | 1.5 |
| Turkey | 4.3 | 3.9 | 4.9 | 3.7 | 4.7 | 3.5 | 4.7 | 3.0 | 4.1 |
| Cyprus | 5.7 | 3.8 | 4.3 | 4.0 | 3.1 | 3.7 | 5.6 | 2.9 | 1.8 |
| Southern Europe Average | **5.3** | **4.0** | **4.5** | **4.3** | **4.0** | **4.2** | **5.9** | **3.9** | **3.8** |
| **WESTERN EUROPE** | | | | | | | | | |
| France | 5.1 | 4.2 | 4.1 | 4.8 | 4.9 | 5.6 | 5.7 | 4.8 | 6.7 |
| Germany | 4.8 | 4.3 | 4.2 | 5.2 | 4.9 | 5.8 | 6.0 | 4.0 | 6.3 |
| United Kingdom | 5.0 | 4.2 | 2.8 | 4.7 | 5.2 | 5.4 | 6.2 | 4.6 | 6.0 |
| Switzerland | 5.6 | 4.1 | 2.8 | 5.8 | 4.9 | 5.9 | 6.2 | 3.7 | 2.9 |
| Austria | 5.3 | 4.0 | 3.9 | 5.6 | 3.9 | 5.2 | 6.7 | 4.1 | 3.1 |
| Netherlands | 4.7 | 4.3 | 4.1 | 5.1 | 5.0 | 6.1 | 4.9 | 2.2 | 3.4 |
| Belgium | 4.5 | 4.1 | 4.4 | 4.6 | 3.7 | 5.7 | 5.3 | 2.2 | 4.1 |
| Ireland | 5.4 | 4.5 | 4.0 | 4.7 | 4.2 | 4.7 | 5.8 | 2.8 | 2.9 |
| Luxembourg | 4.8 | 4.3 | 4.6 | 5.5 | 3.6 | 5.5 | 5.9 | 2.7 | 1.7 |
| Czech Republic | 4.2 | 4.2 | 4.9 | 4.9 | 3.1 | 4.9 | 5.1 | 2.5 | 2.4 |
| Western Europe Average | **4.9** | **4.2** | **4.0** | **5.1** | **4.3** | **5.5** | **5.8** | **3.4** | **3.9** |
| **NORTHERN EUROPE** | | | | | | | | | |
| Norway | 5.2 | 4.0 | 3.7 | 5.6 | 5.3 | 3.5 | 5.4 | 4.1 | 2.2 |
| Sweden | 4.6 | 4.1 | 4.0 | 5.3 | 4.6 | 4.6 | 5.0 | 3.1 | 3.0 |
| Iceland | 6.0 | 4.4 | 3.6 | 4.8 | 4.7 | 4.0 | 5.8 | 3.5 | 1.5 |
| Denmark | 4.4 | 4.4 | 3.8 | 5.2 | 3.5 | 5.4 | 4.8 | 3.3 | 2.3 |
| Finland | 4.6 | 4.1 | 4.3 | 5.4 | 4.0 | 4.6 | 4.7 | 2.9 | 2.1 |
| Estonia | 5.5 | 3.7 | 5.1 | 4.9 | 3.0 | 4.4 | 5.5 | 2.4 | 1.6 |
| Latvia | 4.5 | 4.0 | 5.2 | 4.9 | 3.1 | 4.0 | 4.6 | 2.4 | 1.4 |
| Lithuania | 4.3 | 4.0 | 5.4 | 4.4 | 2.4 | 4.4 | 4.4 | 2.2 | 1.5 |
| Northern Europe Average | **4.9** | **4.1** | **4.4** | **5.1** | **3.8** | **4.4** | **5.0** | **3.0** | **1.9** |

Colors are determined by the relative position of each score in the global distribution of each pillar, taken individually.

to Greece's exceptional efforts to value its natural resources (32nd, up 14 places), both directly, via stronger digital demand (19th) and indirectly, through environmental protection (39th, up 22 places) and marketing activity (43rd, up 19 places). At the same time price, competitiveness has increased significantly (90th, up 23 places) thanks to declining cost of accommodation for international tourists, lower fuel cost and reduced ticket taxes and airport charges to incentivize tourism directly. These policies have contributed to generate more international arrivals, but have produced mixed results in terms of revenues. To not only increase arrivals, but revenues, Greece should focus on making its business environment (103rd) friendlier, with lower impediments to FDIs, reduced taxation on profits and enhanced efficiency of the legislative system. In today's tech-savvy world, Greece also needs to become more ICT ready (51st). To date, businesses still make little use of new technologies for business-to-business (98th) and business-to-customer (82nd) transactions. Improving its visa policies (73rd) is another measure that would impact revenues and international arrivals with little financial investment required.

**Finland** takes the 33rd position, down 11 positions from the previous edition. Despite the drop, Finland maintains its main competitive advantages: it remains the safest destination globally, notwithstanding rising concerns in most of Europe, including Finland, regarding terrorism. Finland continues to be one of the most environmentally sustainable countries (5th), with one of the strongest human resources and labour markets (6th), ICT readiness (6th) and efficient business environment (9th). Finland has also managed to make slight improvements to its price competitiveness (112th), thanks to lower hotel and fuel prices, but air connectivity options have declined significantly (30th, losing 7 places). Less available routes and operating airlines have impacted both arrivals (decreased by 6% decline in 2 years) as well as departures. At the same time, there has also

## Table 2: The Travel & Tourism Competitiveness Index 2017: Europe and Eurasia *(cont'd.)*

| | T&T policy and enabling conditions | | | | Infrastructure | | | Natural and cultural resources | |
|---|---|---|---|---|---|---|---|---|---|
| Country/Economy | Prioritization of T&T | International openness | Price competitiveness | Environmental sustainability | Air transport infrastructure | Ground and port infrastructure | Tourist service infrastructure | Natural resources | Cultural resources & business travel |
| **BALKANS AND EASTERN EUROPE** | | | | | | | | | |
| **Slovenia** | 4.8 | 3.7 | 4.6 | 5.1 | 2.5 | 4.8 | 5.4 | 3.8 | 1.5 |
| **Bulgaria** | 4.3 | 3.9 | 5.3 | 5.0 | 2.4 | 3.1 | 5.8 | 3.8 | 2.1 |
| **Poland** | 4.1 | 4.1 | 5.5 | 4.6 | 2.6 | 4.3 | 4.2 | 3.0 | 2.8 |
| **Hungary** | 4.9 | 4.2 | 4.7 | 4.7 | 3.0 | 4.4 | 4.4 | 2.6 | 2.3 |
| **Slovak Republic** | 4.1 | 3.9 | 5.0 | 4.8 | 1.7 | 4.2 | 4.3 | 3.4 | 1.5 |
| **Romania** | 3.8 | 3.9 | 4.7 | 4.4 | 2.4 | 2.8 | 4.4 | 3.0 | 2.3 |
| **Montenegro** | 4.6 | 2.4 | 4.8 | 4.3 | 3.0 | 3.2 | 5.4 | 2.6 | 1.1 |
| **Macedonia, FYR** | 4.3 | 2.6 | 5.2 | 3.7 | 2.2 | 3.3 | 4.0 | 2.1 | 1.4 |
| **Serbia** | 3.6 | 2.4 | 4.8 | 4.2 | 2.4 | 2.8 | 3.9 | 2.0 | 1.7 |
| **Albania** | 4.6 | 2.4 | 4.7 | 4.1 | 2.0 | 3.1 | 3.9 | 2.2 | 1.1 |
| **Bosnia and Herzegovina** | 3.7 | 2.4 | 4.3 | 3.9 | 1.8 | 2.5 | 3.9 | 1.8 | 1.4 |
| **Moldova** | 3.4 | 2.1 | 5.4 | 4.1 | 2.0 | 2.5 | 2.8 | 1.6 | 1.2 |
| **Balkans and Eastern Europe Average** | **4.2** | **3.2** | **4.9** | **4.4** | **2.3** | **3.4** | **4.4** | **2.7** | **1.7** |
| **EURASIA** | | | | | | | | | |
| **Russian Federation** | 4.2 | 2.2 | 5.8 | 4.1 | 4.5 | 3.0 | 4.5 | 3.8 | 3.2 |
| **Georgia** | 4.9 | 3.1 | 4.9 | 4.4 | 2.2 | 3.3 | 4.0 | 2.4 | 1.6 |
| **Azerbaijan** | 4.8 | 2.9 | 5.4 | 4.0 | 2.4 | 3.7 | 3.3 | 2.4 | 1.7 |
| **Kazakhstan** | 4.3 | 2.3 | 5.9 | 3.8 | 2.6 | 2.8 | 3.1 | 2.6 | 1.6 |
| **Armenia** | 4.6 | 2.6 | 4.8 | 3.8 | 2.2 | 2.9 | 3.9 | 2.6 | 1.4 |
| **Ukraine** | 4.3 | 2.9 | 5.2 | 3.9 | 2.4 | 3.0 | 4.0 | 2.3 | 2.1 |
| **Tajikistan** | 4.0 | 2.6 | 4.7 | 4.0 | 2.2 | 2.6 | 2.1 | 2.7 | 1.3 |
| **Kyrgyz Republic** | 3.6 | 2.3 | 5.5 | 3.7 | 1.9 | 2.1 | 2.2 | 2.4 | 1.6 |
| **Eurasia Average** | **4.3** | **2.6** | **5.3** | **4.0** | **2.5** | **2.9** | **3.4** | **2.6** | **1.8** |

Colors are determined by the relative position of each score in the global distribution of each pillar, taken individually.

been a decline in the attractiveness of Finland's natural resources (76th), with the number of searches relating to natural tourism activities decreasing (61st). This may be due to less effective marketing activity to attract tourists (76th), increased competition from other destinations and weaker demand from traditional source markets. Restoring air connectivity and developing a new proposition that better values the natural and cultural resources of the country would be important factors to improve the competitiveness of the T&T sector in Finland.

**Azerbaijan** (71st) is one of the most improved economies this year, rising 13 places in the global rankings. While Azerbaijan's international arrivals decreased in 2015 as a result of an economic slowdown in the region, the growth of international arrivals since 2010, and the country's investment in the sector, are consistent with the improvement in the rankings—and will certainly benefit the T&T sector going forward. Azerbaijan's liberalization of its visa regime has led to an improvement in the nation's openness (77th). At the same time the country has made efforts to enhance its natural and cultural resources by increasing the total size of protected areas (83rd) and actively promoting its oral and intangible cultural expressions (14th). Azerbaijan has become a cheaper destination thanks to a lowering of hotel prices (31st), and exchange rate fluctuations. Azerbaijan's relatively safe environment (35th), flexible labour market (20th) and positive health conditions (37th) contribute to its growing attractiveness as a tourist destination. However, the country's T&T competiveness could be enhanced even further by increasing air connectivity (currently ranked 77th), focusing on natural and cultural resources (109th and 69th, respectively) and developing and communicating entertainment and leisure attractions.

*Americas*

The Americas is the macro-region with the second most improved TTCI performance at the aggregate level, just behind Asia-Pacific. International tourist arrivals have boomed, growing from 170 million in 2013 to over 201 million in 2015. Of these, North and Central America welcome about 80% of these visitors and Latin America the remaining 20%.

The majority of the countries in the region rely on rich natural resources and good hospitality (tourist service infrastructure) to appeal to tourists, and they tend to be internationally open. It is clear that most of the governments in the region understand the strategic role tourism plays for development and job creation and consequently support the sector proactively.

Yet some shared difficulties remain. The ground infrastructure is, with few exceptions, underdeveloped, and cultural resources are not as valued as they could be. These are differentiating factors between North American nations and their Southern American counterparts. While ground infrastructure is relatively well developed in North and Central America, including the United States, Canada, Panama, Barbados and Jamaica, ground transportation continues to lag across South America. Even Chile, the top performer in South

## Table 3: The Travel & Tourism Competitiveness Index 2017: Americas

| | | Enabling environment | | | | |
|---|---|---|---|---|---|---|
| Country/Economy | Global rank | Business environment | Safety and security | Health and hygiene | Human resource and labour market | ICT readiness |
| **NORTH AND CENTRAL AMERICA** | | | | | | |
| **United States** | 6 | 5.4 | 5.2 | 5.7 | 5.5 | 6.0 |
| **Canada** | 9 | 5.3 | 6.1 | 5.6 | 5.5 | 5.6 |
| **Mexico** | 22 | 4.2 | 4.2 | 5.3 | 4.6 | 4.3 |
| **Panama** | 35 | 4.9 | 5.3 | 5.1 | 4.4 | 4.5 |
| **Costa Rica** | 38 | 4.5 | 5.4 | 5.0 | 4.9 | 5.2 |
| **Barbados** | 58 | 4.4 | 5.6 | 6.0 | 4.7 | 5.2 |
| **Jamaica** | 69 | 4.8 | 4.0 | 4.7 | 4.7 | 4.2 |
| **Trinidad and Tobago** | 73 | 4.4 | 4.1 | 5.1 | 4.5 | 4.8 |
| **Dominican Republic** | 76 | 4.2 | 4.5 | 4.9 | 4.1 | 3.7 |
| **Guatemala** | 86 | 4.4 | 3.7 | 4.6 | 4.1 | 3.8 |
| **Honduras** | 90 | 4.2 | 3.5 | 4.6 | 4.3 | 3.4 |
| **Nicaragua** | 92 | 3.5 | 5.4 | 4.6 | 4.2 | 3.3 |
| **El Salvador** | 105 | 4.0 | 3.0 | 4.9 | 4.2 | 3.7 |
| North and Central America Average | | **4.5** | **4.6** | **5.1** | **4.6** | **4.4** |
| **SOUTH AMERICA** | | | | | | |
| **Brazil** | 27 | 3.5 | 4.5 | 5.3 | 4.3 | 4.6 |
| **Chile** | 48 | 5.0 | 5.7 | 5.2 | 4.8 | 4.9 |
| **Argentina** | 50 | 3.1 | 5.0 | 6.4 | 4.6 | 4.7 |
| **Peru** | 51 | 4.3 | 4.5 | 4.8 | 4.7 | 4.2 |
| **Ecuador** | 57 | 3.9 | 5.2 | 5.1 | 4.2 | 3.9 |
| **Colombia** | 62 | 4.0 | 2.6 | 5.0 | 4.6 | 4.4 |
| **Uruguay** | 77 | 4.6 | 5.5 | 6.0 | 4.6 | 5.5 |
| **Bolivia** | 99 | 3.0 | 5.0 | 4.4 | 4.0 | 3.8 |
| **Venezuela** | 104 | 2.4 | 3.3 | 5.1 | 3.9 | 3.5 |
| **Paraguay** | 110 | 4.3 | 4.7 | 5.0 | 4.1 | 3.7 |
| South America Average | | **3.8** | **4.6** | **5.2** | **4.4** | **4.3** |

Colors are determined by the relative position of each score in the global distribution of each pillar, taken individually.

America on this indicator, has a performance lower than the North and Central America average.

While North and Central American nations outperform South American ones on infrastructure, the opposite is true for cultural resources. Numerous South American nations are taking advantage of their rich heritage to create a strong tourism value proposition consisting of natural resorts, entertainment and culture. On the other hand, Central American and Caribbean countries continue to rely too excessively on their natural resources and have not made much progress in developing other tourism segments or complementing their beach offer with other activities.

These trends are confirmed by shifts in performances across the region. Both North and South American nations are improving their natural resources, cultural resources and ICT readiness, leaving the gaps virtually unaltered. The quality and efficiency of ground transportation has also declined across most of the American continent, suggesting that there is little catch-up in progress. Similarly, progress on environmental policy has been mixed. Most countries are still lagging behind in terms of reducing natural degradation. Given the size and the importance of the natural environment for the T&T sector and for development at large, all countries should find a better balance between developing their T&T sectors and environmental protection.

The **United States** has the most T&T competitive economy in the Americas, ranking 6th globally, two places lower than in the previous edition. The country offers a very business-friendly environment (16th), with strong ICT readiness (19th) and qualified human resources (13th). The country's wide global connectivity though air transport (2nd) and exceptional tourist service infrastructure (3rd) enable tourists to access its vast natural (10th) and cultural (13th) resources, and enhance business travel. However, the nation's ranking has declined as a result of less appeal for American natural resources (down 7 places) and somewhat lower prioritization of the T&T sector (20th, down 3 places). Environmental sustainability performance remains poor (112th, down 1 place), with the country losing some ground on forestry and water management. At the same time, security concerns (84th) relating to terrorism threats, lack of improvement and maintenance of ground infrastructure (26th), and insufficient environmental sustainability (115th) need to be addressed. Investing in more modern ground infrastructure and improving environmental protection are, therefore, key to maximizing the development outcomes of the T&T sector in the United States.

## Table 3: The Travel & Tourism Competitiveness Index 2017: Americas *(cont'd.)*

| | T&T policy and enabling conditions | | | | Infrastructure | | | Natural and cultural resources | |
|---|---|---|---|---|---|---|---|---|---|
| Country/Economy | Prioritization of T&T | International Openness | Price Competitiveness | Environmental Sustainability | Air Transport Infrastructure | Ground and port infrastructure | Tourist Service Infrastructure | Natural Resources | Cultural Resources & Business Travel |
| **NORTH AND CENTRAL AMERICA** | | | | | | | | | |
| **United States** | 5.3 | 4.0 | 4.4 | 3.6 | 6.0 | 4.6 | 6.6 | 4.9 | 4.8 |
| **Canada** | 4.9 | 3.3 | 4.5 | 4.7 | 6.8 | 4.0 | 6.0 | 4.6 | 4.1 |
| **Mexico** | 5.1 | 3.7 | 4.9 | 3.6 | 3.7 | 3.2 | 4.7 | 5.6 | 5.3 |
| **Panama** | 5.1 | 4.4 | 5.2 | 4.6 | 4.7 | 4.2 | 4.9 | 4.6 | 1.7 |
| **Costa Rica** | 5.2 | 4.2 | 4.3 | 4.6 | 3.2 | 2.6 | 5.3 | 5.4 | 1.7 |
| **Barbados** | 5.8 | 2.8 | 3.0 | 4.7 | 3.8 | 5.2 | 4.9 | 2.3 | 1.2 |
| **Jamaica** | 5.9 | 4.0 | 4.0 | 3.6 | 2.4 | 4.4 | 4.6 | 3.0 | 1.4 |
| **Trinidad and Tobago** | 3.7 | 3.5 | 4.8 | 3.8 | 4.1 | 4.2 | 4.1 | 2.7 | 1.3 |
| **Dominican Republic** | 5.8 | 3.3 | 4.4 | 3.7 | 2.8 | 3.5 | 4.6 | 3.2 | 1.4 |
| **Guatemala** | 4.4 | 3.9 | 5.6 | 3.8 | 1.9 | 2.7 | 3.7 | 3.7 | 1.6 |
| **Honduras** | 5.0 | 4.2 | 4.7 | 4.3 | 2.2 | 3.0 | 3.7 | 3.5 | 1.5 |
| **Nicaragua** | 4.6 | 4.3 | 5.1 | 4.0 | 2.0 | 2.7 | 3.5 | 3.3 | 1.4 |
| **El Salvador** | 4.3 | 4.5 | 4.8 | 4.1 | 2.1 | 3.0 | 3.3 | 2.4 | 1.5 |
| North and Central America Average | **5.0** | **3.9** | **4.6** | **4.1** | **3.5** | **3.6** | **4.6** | **3.8** | **2.2** |
| **SOUTH AMERICA** | | | | | | | | | |
| **Brazil** | 3.9 | 2.6 | 5.3 | 4.1 | 3.7 | 2.4 | 4.9 | 6.1 | 5.7 |
| **Chile** | 4.6 | 4.7 | 5.3 | 4.1 | 2.7 | 3.3 | 4.4 | 3.3 | 2.7 |
| **Argentina** | 4.6 | 2.8 | 4.1 | 3.4 | 2.7 | 2.6 | 4.5 | 4.4 | 4.5 |
| **Peru** | 4.6 | 4.3 | 3.8 | 4.1 | 2.5 | 2.4 | 4.7 | 5.3 | 3.3 |
| **Ecuador** | 4.7 | 3.9 | 5.1 | 4.0 | 2.5 | 3.6 | 3.9 | 4.9 | 2.0 |
| **Colombia** | 4.1 | 4.6 | 4.4 | 4.2 | 2.8 | 2.3 | 3.7 | 4.5 | 3.4 |
| **Uruguay** | 5.3 | 2.7 | 4.0 | 3.9 | 2.1 | 2.8 | 4.4 | 2.5 | 1.8 |
| **Bolivia** | 3.6 | 2.8 | 4.3 | 4.2 | 2.2 | 2.2 | 3.3 | 4.0 | 2.0 |
| **Venezuela** | 3.4 | 2.2 | 5.5 | 3.7 | 2.0 | 2.0 | 3.1 | 4.6 | 2.2 |
| **Paraguay** | 4.9 | 2.5 | 5.0 | 3.8 | 1.6 | 2.1 | 3.3 | 2.3 | 1.4 |
| South America Average | **4.4** | **3.3** | **4.7** | **4.0** | **2.5** | **2.6** | **4.0** | **4.2** | **2.9** |

Colors are determined by the relative position of each score in the global distribution of each pillar, taken individually.

**Mexico** delivers a strong performance this year. It is one of the most-improved countries in the index, rising 8 positions to reach 22nd place in the global ranking as it continues to close the gap with the US and Canada. The government's prioritization of the T&T sector (30th) and the effective use of both natural (2nd) and cultural (10th) resources have paid off. To continue enhancing its competitiveness, however, Mexico should continue focusing on making the country safer (113th). While the country has significantly improved security in tourist areas, there are large discrepancies around the country, which may lead tourists not to select Mexico as a destination due to security concerns related to crime and violence. Environmental sustainability (116th) also requires more attention, as commitment to international treaties has not kept up with progress internationally (having signed only 22 of 32 of them), and a significant share of the local fauna species continues to be threatened (133rd). The new challenge for Mexico will be to develop further, while preserving the environment in some of its most famous and already mature destinations. At the same time Mexico will need to increase its value proposition as its price competitiveness is reducing as wages and prices (especially those related to accommodation) increase.

**Brazil** comes in 27th globally. The country is blessed with the largest and most diverse natural resources on the planet (1st). It also has very strong cultural resources (8th), from sports and entertainment to several heritage cultural sites and significant business travel. It has developed relatively good tourist service infrastructure (39th) and air connectivity (40th). In addition, price competitiveness has improved (41st), owing to lower fuel and hotels prices, providing incentives to travel more. However, over the past two years, the security and business context have worsened further (106th, down 2 places), counterbalancing the positive effects of increased price competitiveness. The business environment also continues to worsen (129th) due to inefficiency of the legal system, red tape and high taxes. Human resources also hinder the T&T businesses, as qualification of the labour force and customer care have declined. Overall, the T&T sector has not received much governmental support, with little investment (79th), and marketing activity (121st). Environmental policy should also be doing more to protect Brazil's biodiversity (66th). While some efforts have been made to reduce PM emissions (24th), and to curb deforestation, progress made in 2014 has been neutralized by resumption in logging activity in 2015. At the same time the stringency of environmental standards

has declined recently, suggesting that more has to be done to protect the assets that primarily drive tourists into the country.

**Argentina** took the 50th position globally, rising 7 places in the rankings. Already endowed with exceptional natural (25th) and cultural (14th) resources, Argentina has greatly benefitted from progress to its enabling environment. In particular, human resources and labour market (69th) have improved substantially, thanks to an increase in education enrolment, more flexibility in hiring and firing workers, and greater ease in finding employees with the right skillset. Its ICT-supporting capacity has also improved significantly: usage of broadband mobile services has doubled and the cellular signal now covers 98% of the country. The business environment, although still problematic (132nd), has also improved in some aspects, including the cost of starting a business and dealing with construction permits. Yet Argentina could better seize the momentum by investing more in the T&T sector. Today, less than 2.5% of the federal budget is allocated to travel and tourism, while taxes and charges levied on tickets and airport services are among the highest globally (130th). Changing these policies may have a swift and direct effect on boosting the industry. Other aspects that should be addressed include declining safety and security (97th) driven by higher homicide rates and higher terrorism fears; lack of progress on ground transportation infrastructure (100th) and environmental sustainability (125th). Greater institutional coordination to prioritize policy intervention related to these factors may result in not only a more conducive environment for attracting tourists, but also one that generates growth.

**Colombia** ranks 62nd globally, up six places in 2017. Colombia continues to gain appeal as a tourism destination, attracting almost 3 million international visitors in 2015. Its T&T performance has improved thanks mainly to further progress on its main competitive advantages. Its cultural resources (20th), natural resources (24th) and international openness (4th) scores have all increased significantly. In particular, cultural resources are now better leveraged, for example by increasing the number of oral and intangible cultural expressions that are featured in UNESCO lists (16th), and by growing online interest for cultural and entertainment activities (43rd). Combining the lively atmosphere with its rich natural environment makes Colombia a destination capable of attracting different types of tourists. The enormous T&T potential of Colombia is supported by a relatively efficient air transport infrastructure (60th), which connects all domestic cities and the main overseas markets effectively. However, in terms of ground transportation, recent investments have not yet turned into efficiency gains (116th) and may require more long time and additional efforts to modernize the nation's infrastructure. Further, little progress has been achieved in improving the business environment (111th), which is held back by high costs to obtain construction permits, an inefficient legal framework, and security (136th). As indicated by the improvement in the terrorism perception data, Colombia is safer than it used to be, attaining adequate levels of security especially in the main tourist areas. However, it will take longer before the peace process will drive down crime and terrorism fears in all areas of the country.

*Middle East and North Africa*

Despite significant headwinds, the Middle East has improved its T&T competitiveness. International arrivals continue to grow, reaching 72 million in 2015 compared to 68 million in 2013 and 62 million in 2011, when the region experienced its biggest drop in tourist arrivals.

## Table 4: The Travel & Tourism Competitiveness Index 2017: Middle East and North Africa

| | | Enabling environment | | | | |
|---|---|---|---|---|---|---|
| Country/Economy | Global rank | Business environment | Safety and security | Health and hygiene | Human resource and labour market | ICT readiness |
| **MIDDLE EAST** | | | | | | |
| **United Arab Emirates** | 29 | 5.9 | 6.6 | 5.4 | 5.2 | 6.1 |
| **Qatar** | 47 | 5.8 | 6.3 | 6.0 | 5.2 | 5.8 |
| **Bahrain** | 60 | 5.5 | 5.7 | 5.2 | 4.7 | 6.0 |
| **Israel** | 61 | 5.0 | 4.6 | 6.1 | 5.2 | 5.5 |
| **Saudi Arabia** | 63 | 5.2 | 5.5 | 5.6 | 4.6 | 5.6 |
| **Oman** | 66 | 5.1 | 6.5 | 5.4 | 4.1 | 5.1 |
| **Jordan** | 75 | 4.8 | 5.8 | 5.5 | 4.5 | 5.1 |
| **Iran, Islamic Rep.** | 93 | 4.3 | 5.2 | 4.7 | 4.1 | 3.8 |
| **Lebanon** | 96 | 4.2 | 3.6 | 5.9 | 3.8 | 4.3 |
| **Kuwait** | 100 | 4.6 | 5.7 | 5.4 | 4.3 | 5.5 |
| **Yemen** | 136 | 3.5 | 2.8 | 3.8 | 3.2 | 2.3 |
| **Middle East Average** | | 4.9 | 5.3 | 5.4 | 4.4 | 5.0 |
| **NORTH AFRICA** | | | | | | |
| **Morocco** | 65 | 4.7 | 6.1 | 4.6 | 3.9 | 4.3 |
| **Egypt** | 74 | 4.3 | 3.3 | 5.4 | 4.1 | 3.9 |
| **Tunisia** | 87 | 4.4 | 4.7 | 5.2 | 4.0 | 4.3 |
| **Algeria** | 118 | 4.0 | 5.3 | 4.9 | 4.0 | 3.7 |
| **North Africa Average** | | **4.4** | **4.8** | **5.0** | **4.0** | **4.0** |

Colors are determined by the relative position of each score in the global distribution of each pillar, taken individually.

Better ICT infrastructure, lower prices, partial improvements in international openness and some progress in nurturing cultural heritage have created better conditions to develop the T&T sector overall. Still, natural and cultural resources remain mostly underexploited and international openness is still limited.

To date, security perceptions remain the biggest hurdle for the T&T sector, preventing the region to achieve stronger growth. The terrorism incidence for 9 of the 15 countries in the region covered by this *Report* has increased in the 2013-2015 period. Similarly, perceptions related to terrorism have worsened for at least half of the countries in 2017 compared with two years ago, with the notable exceptions of Lebanon and Egypt, where perceptions have improved but still remain poor (128th and 133rd respectively).

There are large discrepancies in the region, making the Middle East and North Africa the least homogeneous region. For example, while some countries rank low on security indicators, countries such as Oman, the United Arab Emirates, and Qatar rank among the 10 safest economies globally, with little terrorism incidence. Similarly, there are stark differences on business environment, ICT readiness and the quality of infrastructure between the top five countries in the region (the United Arab Emirates, Qatar, Bahrain, Israel, and Saudi Arabia) that perform very well, and the other 10 less developed economies.

There are also significant variations in country performance across the region vis-à-vis the 2015 edition. Starting from different levels, Bahrain, Iran, Morocco and Algeria have all improved their security significantly, while Saudi Arabia has registered the largest regional improvement in health and hygiene. Similarly, while there are countries such as Egypt and Kuwait that have increased T&T sector prioritization, others, such as Qatar and Yemen, that have not.

Even within areas where there has been an overall improvement, there are substantial differences in the region. For instance, Egypt, Oman, and, to a lesser extent, Saudi Arabia have upgraded their cultural resources significantly more than the regional average, while Bahrain and Tunisia have proceeded faster towards openness compared to the other countries in the area. Hopefully the region can continue to improve—despite the international security context—to be in a better position once stability is restored.

The **United Arab Emirates,** ranked 29th globally, continues to be the most T&T competitive country in the region by far. Its performance continues to improve (rising 1.4% in score since 2015); the country welcomed 14.4 million international visitors in 2015, 4 million more than two years earlier. Despite these improvements, the country fell by a few positions in the rankings, due to exceptional performances of countries in other regions, in particular, South Korea and Greece. The United Arab Emirates continues to offer an outstanding business environment to invest in T&T activities (5th), with advanced ICT readiness (15th) and one of the best air transport infrastructures in the world (3rd), in terms of both connectivity and quality of the service. It is also one of the most secure destinations (2nd), and has a well-developed hospitality and entertainment infrastructure (27th). To improve its competitiveness further, the UAE should focus on becoming more open (75th), expanding its health facilities, and making better use of its natural resources (90th). While the UAE has significantly developed certain segments of cultural tourism, including international conferences and car racing, natural tourism remains an untapped resource for the country.

**Table 4: The Travel & Tourism Competitiveness Index 2017: Middle East and North Africa** *(cont'd.)*

| | T&T policy and enabling conditions | | | | Infrastructure | | | Natural and cultural resources | |
|---|---|---|---|---|---|---|---|---|---|
| Country/Economy | Prioritization of T&T | International Openness | Price Competitiveness | Environmental Sustainability | Air Transport Infrastructure | Ground and port infrastructure | Tourist Service Infrastructure | Natural Resources | Cultural Resources & Business Travel |
| **MIDDLE EAST** | | | | | | | | | |
| **United Arab Emirates** | 5.1 | 3.0 | 5.0 | 4.5 | 5.8 | 4.9 | 5.4 | 2.6 | 2.2 |
| **Qatar** | 4.5 | 2.0 | 5.7 | 4.1 | 4.3 | 4.7 | 5.0 | 1.8 | 1.6 |
| **Bahrain** | 4.3 | 2.9 | 5.5 | 3.8 | 3.5 | 5.2 | 4.9 | 1.7 | 1.3 |
| **Israel** | 4.6 | 2.5 | 3.1 | 3.9 | 3.2 | 4.2 | 5.4 | 2.6 | 2.0 |
| **Saudi Arabia** | 4.4 | 1.6 | 5.6 | 3.5 | 3.7 | 3.3 | 4.7 | 2.5 | 2.2 |
| **Oman** | 4.4 | 2.2 | 5.5 | 3.7 | 3.0 | 3.9 | 4.1 | 2.6 | 1.9 |
| **Jordan** | 5.3 | 3.3 | 4.8 | 4.0 | 2.6 | 3.0 | 4.1 | 2.3 | 1.3 |
| **Iran, Islamic Rep.** | 3.6 | 2.4 | 6.7 | 3.6 | 2.2 | 3.1 | 2.5 | 2.4 | 2.8 |
| **Lebanon** | 5.0 | 2.5 | 5.5 | 3.7 | 2.4 | 2.9 | 4.3 | 2.1 | 1.4 |
| **Kuwait** | 3.3 | 1.9 | 5.3 | 3.1 | 2.5 | 3.5 | 3.8 | 1.9 | 1.2 |
| **Yemen** | 2.4 | 1.3 | 5.9 | 2.8 | 1.5 | 2.0 | 2.2 | 1.9 | 1.3 |
| **Middle East Average** | **4.3** | **2.3** | **5.3** | **3.7** | **3.2** | **3.7** | **4.2** | **2.2** | **1.7** |
| **NORTH AFRICA** | | | | | | | | | |
| **Morocco** | 5.0 | 2.7 | 5.2 | 3.7 | 2.8 | 3.4 | 3.8 | 3.6 | 2.5 |
| **Egypt** | 5.0 | 2.5 | 6.2 | 4.1 | 2.9 | 3.0 | 3.2 | 2.5 | 3.3 |
| **Tunisia** | 4.8 | 3.0 | 5.9 | 3.9 | 2.3 | 2.7 | 4.1 | 2.5 | 1.5 |
| **Algeria** | 2.8 | 1.5 | 6.0 | 3.7 | 2.1 | 2.5 | 2.1 | 2.2 | 2.1 |
| **North Africa Average** | **4.4** | **2.4** | **5.8** | **3.9** | **2.5** | **2.9** | **3.3** | **2.7** | **2.4** |

Colors are determined by the relative position of each score in the global distribution of each pillar, taken individually.

**Israel** (61st) is one of the most improved economies this year, rising 11 places in the global rankings. Its performance can mostly be attributed to an improvement on contextual business conditions. The business environment (32nd, up 19 places) is becoming more open to competition and to foreign investment. Improvements in ground infrastructure (36th), especially ports, and in skills and labour regulations (21st) have also contributed to enhancing the business climate. The T&T sector is supported by sound tourism service infrastructure (26th) and widespread use of ICTs (32nd). Israel's cultural resources (57th), including its nine World Heritage Cultural sites and several international association events, are a primary motivation to visit the country. Israel could further develop its natural tourism (93rd) to offer a diversified value proposition to all types of tourist. The main issues hindering Israel's T&T development are the low level of security (103rd), especially related to terrorism risks, and the limited openness (99th), which is linked to efforts to limit threats to security.

**Egypt** ranks 74th in this edition, gaining nine positions compared with two years ago. Egypt is still on the road to recovery. In 2015, it welcomed about 9 million international tourists, a figure that is higher than pre-financial crisis level, but still about 5 million short of its 2010 peak before the Arab Spring. The country has put in place better conditions to resume the growth that almost doubled the size of the sector between 2000 and 2010. In fact, the main drivers of Egypt's performance have been greater increase in governmental support of the T&T sector (37th, up 32 places)—including the allocation of an impressive 6.8% of the total budget (22nd) to the sector—as well as the strengthening of cultural resources (22nd, up 19 places) to rebuild the country's image. At the same time, an increased digital presence has led to a growth in digital demand for the country's popular cultural resources. In addition, Egypt continues to be one of the world's most price-competitive destinations (2nd) and has eased its visa policy substantially (51st). Still, security concerns, and terrorism in particular, remain the largest challenge (130th) for Egypt's T&T sector. In the current context, Egypt is putting in place the right policies to enhance its competitiveness, which will certainly create translate into greater T&T development when the political situation stabilizes.

**Jordan** is ranked 75th, and the country's stable performance (up two places) should be lauded as a success given the regional context. Jordan has made remarkable strides in improving its ICT readiness (44th, up 21 places), through much broader use of mobile phone technologies, achieving the 5th and 19th highest mobile and broadband mobile subscriptions respectively. The nation has also managed to maintain a high level of security, ranking 38th globally, outperformed regionally only by the UAE, Oman, Qatar and Morocco. The impact of terrorism has been smaller compared to neighbouring countries, which has helped considerably in maintaining generally constant international tourism arrivals over the past four years. Jordan's T&T competitiveness is also driven by high government prioritization (22nd), including the 6th highest relative spending. The country's business environment (41st) supports the sector's development through low administrative burden to obtain construction permits, well-protected property rights and market concentration. To further develop its T&T competitiveness, the nation should upgrade its air and ground transport infrastructure (69th and 79th, respectively) and focus on its natural and cultural resources, which remain substantially under-valued (117th and 118th, respectively).

**Tunisia** falls eight places to take the 87th position on the 2017 index. Representing 14% of total exports for Tunisia, the T&T sector has great importance for the country's overall economy, and is consequently highly prioritized by the government (48th). Tunisia has traditionally attracted tourism with its beach resorts, modern accommodation infrastructure and attractive prices. Price competitiveness remains strong (9th), and the country's tourism sector infrastructure attains a fair performance (69th). However, natural resources (94th) are not sufficiently valued. To date, only one site appears on the UNESCO's World Heritage Site list, and the digital demand for tourism related to nature is low (59th), indicating an insufficient value proposition. Both ground (95th) and air infrastructure (85th, down 8 places) are less efficient than they should be, with fewer companies flying directly to Tunisia, which leads to lower international arrivals. Yet the main bottlenecks to development are low safety and security (102nd), with terrorism emerging as a destabilizing force (112nd), which in turn has led to high costs on business (125th), and an extremely rigid and uncompetitive labour market (136th). As a result, international arrivals have reached their lowest point in the past 13 years, with a drop of 2 million visitors compared to 2014.

*Sub-Saharan Africa*

Sub-Saharan Africa remains, on aggregate, the region where Travel & Tourism competitiveness is the least developed. Although regional performance has increased, it has improved less compared to other parts of the world. Southern Africa remains the strongest sub-region, followed by Eastern Africa and then Western Africa. Yet, on average, Eastern Africa is the most improved region, while Southern Africa has experienced a slight decline.

Considering the size and the rich cultural and natural resources, the 29 million tourists visiting the continent in 2015 is low. From a business perspective, the untapped potential of the region could be an opportunity with expected returns potentially higher than other already mature destinations.

Still, a number of conditions need to be in place to grow tourism, including the expansion of an African middle class. Despite sustained economic growth in the past decade, Africa has not seen the same kind of income increases enjoyed by Asian households. As a consequence, only a fraction of African people can afford to travel. While tourism in Europe and, more recently, Asia has been fuelled by intra-regional travel, data reveals that, on average, African tourists spend a tenth of what an overseas tourist would spend.

Air connectivity and travel cost are challenges linked to the regulatory framework. Although most African nations have signed onto the 1988 Yamoussoukro Declaration in an effort to reach a multilateral "open skies" agreement, almost thirty years later, air travel remains inefficient throughout the region. Stifled by concerns about different levels of development, protectionist fears linked to their national carriers, conflicts with competition regulations and lack of dispute settlement mechanism, mean that, to date, it is still difficult for any company to fly to new destinations. Airlines regularly need to lobby their governments to negotiate a bilateral treaty with the destination country, which can be a lengthy process. As a result, there is little competition and little connectivity. In fact, in some cases, it is faster for a passenger to fly through Europe rather than use an African hub.

The lack of competition in turn impacts the costs of tickets and airport and landing charges. Twenty of the 30 Sub-Saharan countries covered by the *Report* apply ticket taxes and airport charges above the world average.

The countries that have been more active in signing bilateral agreements—Ethiopia, Kenya and South Africa—have been able to create strong state-owned carriers. Some countries in West Africa rely on privately owned companies, while all other African countries still maintain unprofitable, inefficient and insecure publicly-owned national companies. Recently, the five countries with strong national carriers, private operators and small state-owned operators committed to a Single African Air Transport Market that should enter into force by the end of 2017. Air transport in particular, and transport infrastructure generally, remain, to date, the biggest challenges for travel & tourism development in Africa.

The lack in significant improvement in the use of natural resources is also hindering Africa's T&T competitiveness. While tourism in the region is mainly driven by natural tourism, there is ample room for improvement in protecting, valuing and communicating cultural richness. In several African countries, there are numerous cultural sites and intangible expressions that could be better leveraged and combined with the rich natural capital available; only South Africa performs above the world average. Natural resources are also unevenly protected, despite the importance of protecting the environment for African economies. On average, environmental performance is positive, but deforestation and habitat loss are becoming problematic in some countries. Ten African countries have lost at least 7% of their forests compared to 2000.

Lack of international openness is a further area that requires policy attention at the regional level. In addition to open-skies policies, in many cases visa policies are still very restrictive, especially in West Africa.

While regional analysis highlights some of the common trends, shared strengths and weaknesses, there are, as always, large variations at the country level. Compared to the 2015 edition of the TTCI, Tanzania, Uganda, Côte d'Ivoire, Gabon and Mozambique have all achieved a stronger performance, while Namibia and South Africa have lost some ground.

**South Africa** still leads the regional ranking, taking the 53rd place globally, though the country slipped 5 places since 2015. It continues to rely on cultural resources (19th), strong natural resources (23rd), and a conducive business environment (21st), characterized by minimal red tape and modest administrative burden. Although the labour market remains inefficient (118th), there has been some progress in this area: it ranked 135th two years ago. The country has also improved price competitiveness (43rd) by reducing tickets charges, taxes and hotel prices. Despite these improvements, South Africa's tourism competitiveness has deteriorated on two elements—safety and security (120th) and environmental sustainability (117th). Fears of terrorism and an increased sense of insecurity related to crime make tourists less light-hearted about travelling in the country. With 33 homicides per 100,000 people, South Africa has one of the worst homicide rates in the index, ranking 131st. With respect to environmental sustainability, deforestation and loss of habitat have proceeded at a rapid rate since 2000. The global interest and demand for South Africa's natural resources is increasing, but insufficient habitat preservation could prevent the country from benefitting from this growing source of tourist attraction. Another aspect that has contributed to a lower performance for South Africa this year is the reduced efforts made by the government to support the sector (59th). Although spending has remained unchanged, marketing campaigns have been perceived as effective (40th). To foster its tourism sector, South Africa could also implement more open visa policies (71st) and service trade agreements (91st).

**Namibia** is the 4th most T&T competitive nation in Sub-Saharan Africa, taking the 82nd place globally. Namibia's natural resources (40th), its business environment (38th), air transportation (58th) and price competitiveness (30th) sustain Namibia's competitiveness as the country slowly continues to increase international arrivals. Nonetheless, Namibia loses 12 positions this year, resulting partially from statistical adjustments such as the inclusion of previously unavailable deforestation figures, which have significantly reduced the sustainability performance of the country. Despite these adjustments, which make comparison more challenging, Namibia has lost a considerable portion of its forest since the early 2000s (127th) and its water resources have deteriorated. Similarly, the re-assessment of car rental services (72nd) and the diffusion of ATMs have resulted in a lower performance of Namibia's tourism service infrastructure (73rd). Beyond these changes, Namibia still needs to improve its health and hygiene (117th) and under-appreciated cultural resources (127th), and renew focus on its inadequately qualified human resources (106th), which remain the main bottlenecks toward a faster development of the T&T sector in the country.

**Tanzania** ranks 91st in 2017. It is home to one of the most impressive concentration of natural resources (8th) and wildlife globally, with its rich variety of landscapes, ranging from Mt. Kilimanjaro to its coastline and Zanzibar. Yet international arrivals have flattened since 2012, when the country welcomed 1 million international visitors. Tanzania is a price-competitive destination (34th) where the government plays an active role in promoting the T&T sector (45th). Still, there is enormous untapped potential. Cultural resources (86th) could be nurtured to better complement the natural and safari tourism offer. While there has been some progress in the country's infrastructure, particularly air (106th, up 10 places) and ground transport (102nd, up 18 places), it remains largely underdeveloped. Tourism service infrastructure (103rd) and, specifically, the hotel reception capacity, remain low (119th). Despite some improvements, Tanzania's business environment (102nd) is still characterized by slow and costly processes to start a business or obtain construction permits. Health and hygiene conditions (125th) are also improving very slowly. Similarly, the uptake of ICTs technologies is proceeding at a slower pace than in other countries (121st), with a particularly low increase in mobile broadband subscriptions. Despite its immense potential, Tanzania still has important gaps to fill to fully leverage the T&T sector as a mean to increase its living conditions.

**Côte d'Ivoire** ranks 109th on the index, rising eight places, which is an increase of almost 4%. International tourists' arrivals increased from 380,000 in 2013 to 1.4 million in 2015, and the country has bettered its scores on nine of the 14 pillars, with a remarkable improvement in international openness (94th) since implementing a visa liberalization policy. Although starting from a low level, Côte d'Ivoire has increased the level of its qualified labour force (122nd, up 16 places), and improved its safety and security (96th) as well as its ICT readiness (104th). Despite this directional improvement, the T&T sector is not yet very well

## Table 5: The Travel & Tourism Competitiveness Index 2017: Sub-Saharan Africa

| | | Enabling environment | | | | |
|---|---|---|---|---|---|---|
| Country/Economy | Global rank | Business environment | Safety and security | Health and hygiene | Human resource and labour market | ICT readiness |
| **SOUTHERN AFRICA** | | | | | | |
| South Africa | 53 | 5.3 | 3.9 | 3.8 | 4.6 | 4.4 |
| Namibia | 82 | 4.9 | 5.2 | 3.5 | 4.1 | 3.9 |
| Botswana | 85 | 5.1 | 5.3 | 3.5 | 4.5 | 4.1 |
| Zambia | 108 | 4.6 | 5.4 | 2.7 | 4.1 | 2.8 |
| Zimbabwe | 114 | 3.0 | 5.5 | 2.9 | 3.6 | 2.9 |
| Lesotho | 128 | 4.2 | 5.4 | 2.9 | 3.6 | 3.2 |
| Southern Africa Average | | **4.5** | **5.1** | **3.2** | **4.1** | **3.5** |
| **EASTERN AFRICA** | | | | | | |
| Mauritius | 55 | 5.2 | 5.9 | 5.3 | 4.8 | 4.5 |
| Kenya | 80 | 4.4 | 3.4 | 3.2 | 4.5 | 3.4 |
| Tanzania | 91 | 4.1 | 5.1 | 2.9 | 3.6 | 2.7 |
| Rwanda | 97 | 5.1 | 6.4 | 3.8 | 4.7 | 3.3 |
| Uganda | 106 | 4.3 | 4.6 | 2.8 | 4.0 | 2.8 |
| Ethiopia | 116 | 4.0 | 4.9 | 4.5 | 3.7 | 2.6 |
| Madagascar | 121 | 3.6 | 5.0 | 3.3 | 3.8 | 2.1 |
| Mozambique | 122 | 4.2 | 4.6 | 1.8 | 3.6 | 2.6 |
| Malawi | 123 | 4.2 | 5.4 | 3.0 | 4.2 | 2.5 |
| Congo, Democratic Rep. | 133 | 4.1 | 4.0 | 2.8 | 3.9 | 1.6 |
| Burundi | 134 | 3.9 | 4.2 | 3.8 | 3.9 | 1.6 |
| Eastern Africa Average | | **4.3** | **4.9** | **3.4** | **4.0** | **2.7** |
| **WESTERN AFRICA** | | | | | | |
| Cape Verde | 83 | 4.4 | 5.2 | 4.7 | 4.5 | 4.0 |
| Côte d'Ivoire | 109 | 4.3 | 5.0 | 2.6 | 3.7 | 3.5 |
| Senegal | 111 | 4.2 | 5.4 | 3.6 | 3.6 | 3.2 |
| Gambia, The | 112 | 4.2 | 5.6 | 3.6 | 4.0 | 3.3 |
| Gabon | 119 | 4.0 | 5.3 | 4.4 | 3.7 | 3.8 |
| Ghana | 120 | 4.6 | 5.5 | 3.0 | 4.7 | 3.6 |
| Cameroon | 126 | 4.0 | 4.3 | 3.1 | 4.4 | 2.7 |
| Benin | 127 | 4.3 | 5.2 | 2.9 | 4.5 | 2.7 |
| Nigeria | 129 | 4.3 | 3.1 | 2.7 | 3.6 | 3.2 |
| Mali | 130 | 4.1 | 3.6 | 2.6 | 3.1 | 2.4 |
| Sierra Leone | 131 | 4.2 | 5.1 | 2.3 | 4.2 | 2.3 |
| Mauritania | 132 | 3.4 | 4.2 | 3.7 | 2.6 | 2.2 |
| Chad | 135 | 2.9 | 3.7 | 2.9 | 3.1 | 2.0 |
| Western Africa Average | | **4.1** | **4.7** | **3.2** | **3.8** | **3.0** |

Colors are determined by the relative position of each score in the global distribution of each pillar, taken individually.

developed. Air transportation is still sub-optimal (91st), the offer of tourism services remains limited (101st) and the cultural resources, despite a significant influx of business tourism, are not strongly valued (120th). Health and hygiene conditions also contribute to the lower appeal of the country (134th), with a high incidence of malaria and HIV. To continue attracting more tourists, the country needs to develop a better offer, and should try to improve on health and hygiene, infrastructure and human resources. Price competitiveness should also be monitored; Côte d'Ivoire has become more expensive to visit this year due to increased airport and taxes charges.

**Mozambique** improves considerably, rising 8 places, and ranking 122nd. The strengths of Mozambique's T&T competitiveness continue to be its natural resources and its very open visa policy (8th). This year, the country rose in the rankings through improvements in ICT readiness (123rd, up 11 places), resulting from increased mobile phone usage, by reducing taxes and charges on air transport, and by placing more value on its natural resources. Although there is still no natural site on the UNESCO World Heritage Site list, Mozambique has slightly increased the surface of protected areas and has managed to improve the awareness of its

## Table 5: The Travel & Tourism Competitiveness Index 2017: Sub-Saharan Africa *(cont'd.)*

| | T&T policy and enabling conditions | | | | Infrastructure | | | Natural and cultural resources | |
|---|---|---|---|---|---|---|---|---|---|
| Country/Economy | Prioritization of T&T | International Openness | Price Competitiveness | Environmental Sustainability | Air Transport Infrastructure | Ground and port infrastructure | Tourist Service Infrastructure | Natural Resources | Cultural Resources & Business Travel |
| **SOUTHERN AFRICA** | | | | | | | | | |
| South Africa | 4.7 | 2.4 | 5.2 | 3.6 | 3.4 | 3.4 | 4.4 | 4.4 | 3.4 |
| Namibia | 4.6 | 2.7 | 5.4 | 3.9 | 3.0 | 3.2 | 4.0 | 3.8 | 1.2 |
| Botswana | 4.6 | 2.2 | 5.7 | 4.5 | 2.2 | 2.8 | 3.6 | 3.5 | 1.3 |
| Zambia | 3.9 | 2.9 | 4.8 | 4.6 | 1.9 | 2.3 | 2.6 | 3.7 | 1.3 |
| Zimbabwe | 3.9 | 2.9 | 5.1 | 4.1 | 1.9 | 2.4 | 2.8 | 3.6 | 1.5 |
| Lesotho | 4.7 | 1.7 | 5.0 | 4.7 | 1.3 | 1.9 | 2.5 | 2.1 | 1.0 |
| Southern Africa Average | **4.4** | **2.4** | **5.2** | **4.2** | **2.3** | **2.7** | **3.3** | **3.5** | **1.6** |
| **EASTERN AFRICA** | | | | | | | | | |
| Mauritius | 6.0 | 3.5 | 4.1 | 4.3 | 3.0 | 4.5 | 4.9 | 2.4 | 1.3 |
| Kenya | 5.3 | 3.0 | 4.8 | 4.7 | 2.5 | 3.1 | 3.2 | 4.7 | 1.6 |
| Tanzania | 4.8 | 3.2 | 5.4 | 4.2 | 2.0 | 2.6 | 2.9 | 4.9 | 1.5 |
| Rwanda | 4.3 | 2.9 | 4.8 | 4.8 | 1.9 | 3.5 | 2.4 | 2.7 | 1.3 |
| Uganda | 4.1 | 3.0 | 5.0 | 4.3 | 1.8 | 2.3 | 3.0 | 3.7 | 1.6 |
| Ethiopia | 3.6 | 2.6 | 4.9 | 4.2 | 2.0 | 2.8 | 2.2 | 3.0 | 1.7 |
| Madagascar | 4.4 | 3.0 | 5.0 | 3.6 | 1.8 | 2.0 | 2.7 | 3.1 | 1.4 |
| Mozambique | 4.0 | 3.1 | 4.6 | 4.2 | 1.8 | 2.1 | 2.8 | 2.9 | 1.3 |
| Malawi | 3.4 | 2.8 | 4.6 | 4.2 | 1.4 | 2.1 | 2.2 | 2.9 | 1.3 |
| Congo, Democratic Rep. | 1.9 | 1.5 | 3.8 | 4.0 | 1.6 | 1.8 | 1.9 | 4.1 | 1.4 |
| Burundi | 2.5 | 1.8 | 4.7 | 4.1 | 1.6 | 2.3 | 1.8 | 2.0 | 1.1 |
| Eastern Africa Average | **4.0** | **2.8** | **4.7** | **4.2** | **2.0** | **2.6** | **2.7** | **3.3** | **1.4** |
| **WESTERN AFRICA** | | | | | | | | | |
| Cape Verde | 4.6 | 3.2 | 5.2 | 4.4 | 3.5 | 3.1 | 4.6 | 2.1 | 1.1 |
| Côte d'Ivoire | 3.5 | 2.6 | 4.4 | 4.3 | 2.2 | 3.2 | 2.9 | 3.5 | 1.3 |
| Senegal | 3.3 | 2.5 | 3.7 | 4.3 | 2.0 | 2.9 | 3.1 | 3.4 | 1.4 |
| Gambia, The | 4.8 | 2.1 | 5.3 | 4.0 | 1.8 | 3.0 | 2.8 | 2.3 | 1.2 |
| Gabon | 2.6 | 2.3 | 5.5 | 4.6 | 2.1 | 2.2 | 2.5 | 2.7 | 1.2 |
| Ghana | 3.5 | 1.9 | 4.2 | 4.1 | 2.0 | 2.7 | 2.4 | 2.7 | 1.5 |
| Cameroon | 2.8 | 1.8 | 5.0 | 4.1 | 1.6 | 2.2 | 2.4 | 3.3 | 1.3 |
| Benin | 3.1 | 1.5 | 4.9 | 3.9 | 1.7 | 2.3 | 2.4 | 2.7 | 1.2 |
| Nigeria | 3.2 | 1.9 | 4.9 | 3.9 | 2.0 | 2.1 | 2.7 | 2.4 | 1.9 |
| Mali | 3.8 | 1.6 | 5.0 | 4.3 | 1.7 | 2.3 | 2.6 | 2.5 | 1.8 |
| Sierra Leone | 3.6 | 1.8 | 4.5 | 4.0 | 1.5 | 2.3 | 1.9 | 2.3 | 1.3 |
| Mauritania | 3.2 | 2.9 | 4.8 | 3.7 | 1.6 | 2.0 | 2.4 | 2.3 | 1.1 |
| Chad | 3.1 | 1.7 | 4.9 | 4.2 | 1.5 | 2.0 | 2.0 | 2.7 | 1.0 |
| Western Africa Average | **3.5** | **2.1** | **4.8** | **4.1** | **1.9** | **2.5** | **2.7** | **2.7** | **1.3** |

Colors are determined by the relative position of each score in the global distribution of each pillar, taken individually.

outstanding natural resources (73rd), ranging from safari parks to pristine beaches and islands. The country's environmental sustainability is positive (64th) and the amount of threatened species is low. However, there are looming sustainability risks, including the lack of water treatment systems and deforestation, resulting from illegal logging. Despite the climb in the ranking this year, the tourism potential in Mozambique remains largely untapped. Infrastructure (121st), human resources (129th), and health and hygiene conditions (136th) are all factors that require significant investments and would generate substantial returns for the tourism sector, but also for the country's overall competitiveness and productivity.

*Asia-Pacific*

With almost 280 million international tourist arrivals in 2015, the Asia-Pacific macro-region is second only to Europe in terms of T&T market size. It is the most dynamic area globally with the largest percentage growth in arrivals and the most significant improvements in T&T competitiveness performance, with the majority of countries in the region showing progress.

## Table 6: The Travel & Tourism Competitiveness Index 2017: Asia and the Pacific

| | | Enabling environment | | | | |
|---|---|---|---|---|---|---|
| Country/Economy | Global rank | Business environment | Safety and security | Health and hygiene | Human resource and labour market | ICT readiness |
| **EASTERN ASIA AND PACIFIC** | | | | | | |
| **Japan** | 4 | 5.3 | 6.1 | 6.4 | 5.2 | 6.1 |
| **Australia** | 7 | 5.1 | 6.1 | 6.1 | 5.1 | 6.0 |
| **Hong Kong SAR** | 11 | 6.2 | 6.5 | 6.6 | 5.4 | 6.5 |
| **China** | 15 | 4.2 | 5.0 | 5.4 | 5.2 | 4.6 |
| **New Zealand** | 16 | 5.6 | 6.3 | 5.7 | 5.5 | 6.0 |
| **Korea, Rep.** | 19 | 4.7 | 5.8 | 6.4 | 4.9 | 6.2 |
| **Taiwan, China** | 30 | 5.2 | 6.0 | 6.1 | 5.3 | 5.5 |
| **Mongolia** | 102 | 4.4 | 5.7 | 5.8 | 4.5 | 4.0 |
| Eastern Asia and Pacific | | **5.1** | **5.9** | **6.1** | **5.1** | **5.6** |
| **SOUTH-EAST ASIA** | | | | | | |
| **Singapore** | 13 | 6.1 | 6.5 | 5.5 | 5.6 | 6.1 |
| **Malaysia** | 26 | 5.4 | 5.8 | 5.2 | 5.2 | 5.2 |
| **Thailand** | 34 | 4.7 | 4.0 | 4.9 | 4.9 | 4.8 |
| **Indonesia** | 42 | 4.5 | 5.1 | 4.3 | 4.6 | 3.8 |
| **Sri Lanka** | 64 | 4.7 | 5.5 | 5.3 | 4.5 | 3.7 |
| **Vietnam** | 67 | 4.4 | 5.6 | 5.0 | 4.9 | 4.2 |
| **Philippines** | 79 | 4.3 | 3.6 | 4.8 | 4.8 | 4.0 |
| **Lao PDR** | 94 | 4.7 | 5.4 | 4.3 | 4.6 | 3.1 |
| **Cambodia** | 101 | 3.7 | 5.1 | 4.0 | 4.1 | 3.6 |
| South-East Asia Average | | **4.7** | **5.2** | **4.8** | **4.8** | **4.3** |
| **SOUTH ASIA** | | | | | | |
| **India** | 40 | 4.3 | 4.1 | 4.4 | 4.4 | 3.2 |
| **Bhutan** | 78 | 4.7 | 6.1 | 4.6 | 4.3 | 3.9 |
| **Nepal** | 103 | 4.1 | 4.8 | 5.0 | 4.2 | 2.6 |
| **Pakistan** | 124 | 3.9 | 3.1 | 4.5 | 3.1 | 2.5 |
| **Bangladesh** | 125 | 4.1 | 3.7 | 4.3 | 3.8 | 3.1 |
| South Asia Average | | **4.2** | **4.4** | **4.6** | **4.0** | **3.1** |

Colors are determined by the relative position of each score in the global distribution of each pillar, taken individually.

Asia-Pacific consists of some of the economies that have flourished most in recent years, thanks to the expansion of the middle class and an increasing affordability and willingness to travel, particularly intra-regionally. The region's economic development, which started decades ago, continues to positively impact the T&T sector. According to the World Travel & Tourism Council (WTTC), the sector will double in the coming decade, reaching almost 1.2 trillion in 2026 from its current 650 billion.[11]

For the most part, the region can rely on outstanding natural resources, a highly-qualified labour force and governments that understand the potential and support the sector. Yet, environmental sustainability, which is paramount to the continued growth of the industry, remains a concern across the region. Beyond these commonalities, the vast Asia-Pacific region can be divided into three sub-regions that share more common characteristics.

East Asia, the most developed part of Asia, and Australia share several strengths and have historically been the best performers in the region. The nations in this sub-region boast strong safety and health conditions, have world-class infrastructure and are among the most ICT-ready globally, especially Hong Kong and South Korea. They are able to attract tourists by balancing offers on the basis of their natural and cultural resources. Yet, these nations are some of the most expensive destinations in the region.

Conversely, countries in South-East Asia (ASEAN) offer competitive prices and take advantage of their natural resources to attract tourists. While cultural resources are available, to date they have been less valued than natural assets. ASEAN nations are also particularly inclined to prioritize tourism in their development agenda as most of them are ranked above the 50th position in this specific pillar. Still, a large infrastructure (air, road and tourism service infrastructure) and ICT readiness gap remains between the most advanced in the sub-region, especially Singapore, and to a less extent Malaysia and Thailand, versus the rest. In addition, a handful of countries in the area continue to have declining security perceptions resulting from political developments in recent years, leaving tourists with a sense of unpredictability.

The price competitiveness that favours South-East Asia also benefits countries in South Asia. Yet, South Asia remains less developed on almost all other fronts, in particular on infrastructure, ICT readiness and health and hygiene conditions.

## Table 6: The Travel & Tourism Competitiveness Index 2017: Asia and the Pacific *(cont'd.)*

| Country/Economy | T&T policy and enabling conditions | | | | Infrastructure | | | Natural and cultural resources | |
|---|---|---|---|---|---|---|---|---|---|
| | Prioritization of T&T | International Openness | Price Competitiveness | Environmental Sustainability | Air Transport Infrastructure | Ground and port infrastructure | Tourist Service Infrastructure | Natural Resources | Cultural Resources & Business Travel |
| **EASTERN ASIA AND PACIFIC** | | | | | | | | | |
| **Japan** | 5.4 | 4.4 | 4.6 | 4.4 | 4.6 | 5.4 | 5.3 | 4.3 | 6.5 |
| **Australia** | 5.1 | 4.8 | 3.8 | 4.5 | 5.7 | 3.6 | 6.1 | 5.2 | 5.0 |
| **Hong Kong SAR** | 5.8 | 3.9 | 4.2 | 4.3 | 5.5 | 6.4 | 4.4 | 3.5 | 3.0 |
| **China** | 4.8 | 3.0 | 5.3 | 3.2 | 4.3 | 4.0 | 3.2 | 5.3 | 6.9 |
| **New Zealand** | 5.6 | 4.5 | 4.4 | 4.7 | 4.7 | 3.7 | 5.7 | 4.5 | 2.3 |
| **Korea, Rep.** | 4.6 | 4.3 | 4.7 | 4.2 | 4.3 | 5.0 | 4.6 | 2.3 | 4.9 |
| **Taiwan, China** | 4.7 | 4.2 | 5.2 | 4.1 | 3.5 | 5.2 | 4.5 | 3.4 | 3.2 |
| **Mongolia** | 4.0 | 1.9 | 5.7 | 3.4 | 2.2 | 2.1 | 2.7 | 2.7 | 1.8 |
| Eastern Asia and Pacific | **5.0** | **3.9** | **4.7** | **4.1** | **4.4** | **4.4** | **4.6** | **3.9** | **4.2** |
| **SOUTH-EAST ASIA** | | | | | | | | | |
| **Singapore** | 6.0 | 5.2 | 4.7 | 4.3 | 5.3 | 6.3 | 5.4 | 2.4 | 3.1 |
| **Malaysia** | 4.7 | 4.1 | 6.1 | 3.5 | 4.5 | 4.4 | 4.7 | 4.1 | 2.9 |
| **Thailand** | 5.0 | 3.8 | 5.6 | 3.6 | 4.6 | 3.1 | 5.8 | 4.9 | 2.8 |
| **Indonesia** | 5.6 | 4.3 | 6.0 | 3.2 | 3.8 | 3.2 | 3.1 | 4.7 | 3.3 |
| **Sri Lanka** | 5.2 | 3.1 | 5.6 | 3.9 | 2.6 | 3.9 | 3.2 | 4.1 | 1.6 |
| **Vietnam** | 4.0 | 3.0 | 5.3 | 3.4 | 2.8 | 3.1 | 2.6 | 4.0 | 3.0 |
| **Philippines** | 4.8 | 3.4 | 5.5 | 3.6 | 2.7 | 2.5 | 3.4 | 4.0 | 1.9 |
| **Lao PDR** | 4.7 | 3.0 | 5.7 | 3.8 | 2.1 | 2.4 | 3.5 | 3.0 | 1.3 |
| **Cambodia** | 5.1 | 3.5 | 5.1 | 3.3 | 2.1 | 2.4 | 2.9 | 3.2 | 1.6 |
| South-East Asia Average | **5.0** | **3.7** | **5.5** | **3.6** | **3.4** | **3.5** | **3.9** | **3.8** | **2.4** |
| **SOUTH ASIA** | | | | | | | | | |
| **India** | 3.9 | 3.7 | 5.8 | 3.1 | 3.9 | 4.5 | 2.7 | 4.4 | 5.3 |
| **Bhutan** | 5.0 | 2.9 | 6.0 | 4.6 | 2.7 | 2.5 | 2.7 | 3.5 | 1.3 |
| **Nepal** | 4.8 | 2.8 | 5.6 | 3.4 | 2.0 | 1.9 | 2.3 | 4.2 | 1.3 |
| **Pakistan** | 3.4 | 2.2 | 5.4 | 3.1 | 2.1 | 3.0 | 2.3 | 2.2 | 1.9 |
| **Bangladesh** | 3.2 | 2.5 | 4.7 | 3.4 | 1.9 | 3.1 | 1.9 | 2.4 | 1.6 |
| South Asia Average | **4.1** | **2.8** | **5.5** | **3.5** | **2.5** | **3.0** | **2.4** | **3.3** | **2.3** |

Colors are determined by the relative position of each score in the global distribution of each pillar, taken individually.

While the countries in the Asia-Pacific region are at different development levels, the majority of nations have shown steady growth and have experienced improvements across a number of T&T competitiveness pillars, especially international openness, with many projects to create visa-free areas, price competitiveness and ICT readiness. Going forward, this trend is expected to continue, with Asia on its way to becoming a tourism powerhouse.

**Japan** leads the Asia-Pacific region, improving five positions to take the 4th place globally. International tourists continue to visit Japan for its unique cultural resources and for business travel (4th). Japan boasts some of the most developed ground transportation infrastructure systems and ICT networks globally (both 10th), which guarantee seamless internal connections and access to information and services online. Air connectivity is also well developed (18th), and provides high-quality service (24th). In addition, Japan is, overall, open to T&T activities, with relatively welcoming trade and investment agreements (35th), though it does have a tight visa policy (112th). Moreover, despite being an industrialized country, Japan does not neglect its T&T industry. It invests almost 4.5% of the federal budget on activities related to the sector and has put into place effective marketing campaigns (27th). Japan has also managed to become more cost-competitive (94th, up 25) thanks to a substantial reduction of fuel prices and air-ticket taxes, which has reduced considerably the cost of travelling in the country despite a slight increase in the average cost of accommodation. The improvement in price competitiveness has been the main driver of Japan's overall performance, combined with improvements in promoting cultural resources and preserving natural resources. Still, environmental sustainability remains the area where Japan has yet to achieve better results. High PM emissions (93rd), overfishing (71st) and increasing share of threatened fauna (129th) are serious concerns both for tourism and for Japan's overall sustainability and biodiversity.

The **Republic of Korea** is one of the five most-improved countries, gaining 10 places to reach the 19th position. Korea has improved in 8 of the 14 index pillars, with extraordinary improvements on international openness (14th, up 39 places) and price competitiveness (88th, up 21 places). International openness has improved due primarily to newly signed trade agreements that have facilitated international transactions and investments, while its price competitiveness performance has benefitted from lower fuel and hotel prices. Korea has also

upgraded certain aspects of its business environment (44th), such as the efficiency of the legal framework that has contributed further to the country's climb in the ranking. There have also been advancements in the management of water and forestry resources, which have enabled Korea to reach 63rd, up 27 places. These improvements support Korea's long-standing advantages including its cultural resources (12th), World-class ICT readiness (8th), and sound ground transport (17th). Korea still has space to improve its offering on the natural tourism segment (114th), with only 1 natural heritage site registered in UNESCO to date and very little international awareness of the country's natural resources. A focus on sustainability would enhance the country's T&T competitiveness, especially if combined with stronger protection of the environment, its fauna (117th) in particular, and reducing PM emissions (130th) and overfishing (84th).

**India** is also one of the most improved nations, gaining 12 places to reach the 40th position globally. The country has seen continued growth in international arrivals over the past 15 years, reaching the 8 million mark in 2015. India continues to charm international tourists with its vast cultural and natural resources (9th and 24th, respectively), and its price competitiveness advantage (10th). India continues to enrich its cultural resources, protecting more cultural sites and intangible expressions through UNESCO World Heritage lists, and via a greater digital presence. International openness (55th, up 14 places), through stronger visa policies implementing both visas on arrival and e-visas, has enabled India to rise through the ranks. The T&T sector benefited from improvements in the country's ground transport infrastructure, which has traditionally been a challenge (29th). Health conditions are improving, though they remain inadequate (104th). Similarly, ICT readiness (112th), security concerns (114th) and human resources (87th) are improving, but remain weak. While further improvements are needed across these dimensions, India is taking small but important steps in the right direction. The Indian T&T sector presents significant opportunities that are yet to be reaped, especially in the provision of tourist service infrastructure (110th), and in terms of additional accommodation capacity, entertainment facilities and related services.

**Indonesia** ranks 42nd, climbing eight places. The country has made the most of its globally recognized natural resources (14th) at very affordable prices (5th). To build on its assets, Indonesia has emphasized its cultural resources (23rd) and prioritized the T&T sector as an important driver of economic development. Currently representing 6% of the country's exports, the government recognizes the potential of T&T and is investing about 9% of its budget in the sector. Indonesia has further improved its international openness (17th, up 38 positions), becoming the country with the 2nd strongest visa policy. The country has further expanded the offer and promotion of its natural resources by increasing the size of protected areas and attracting more online interest on natural activities. Still, better protection of the environment (131st) remains a key risk factor for sustained development of the sector going forward. Being home of one of the most biodiverse habitat in the world, Indonesia must address deforestation (113th), insufficient treatment of wastewaters (109th) and augmenting species listed as threatened (127th). Indonesia should also focus on improving its tourism service infrastructure (96th), with the supply of hotel rooms still low (93rd). Combining development and environmental sustainability will be key for the future success of the sector and the wellbeing of Indonesian citizens.

**Vietnam** rose by eight places in 2017, ranking 67th globally. The main drivers of the country's T&T competitiveness are its natural resources (34th), cultural resources (30th) and price competitiveness (35th). Vietnam has made significant progress on its human resources and labour market pillar (37th, up 18 places) scores, thanks to a better-qualified labour force (53rd) and partially simplified regulation to hire foreign labour(75th).[12] Vietnam has also made exceptional improvement to its ICT capacity and usage (80th, up 17). Today over 94% of the national territory is covered by a 3G signal, and individual internet usage rose from 44% to 53%, indicating that penetration of information technologies is proceeding at a sustained pace. Linked to the country's increasing online presence, searches related to Vietnam's natural tourism are growing, increasing the appeal of its natural resources (improving six places). At the same time, continued economic development has led to expanding business travels (further increasing three places). Security and safety perception (57th) are also making Vietnam an increasingly attractive destination for developing its T&T sector. To continue enhancing the sector's competitiveness, Vietnam should focus on environmental sustainability (129th). Lax regulations (115th), high levels of emissions (128th), deforestation (103rd) and limited water treatment (107th), are depleting the environment and should be addressed, perhaps at a multilateral level, to build the foundation for a more sustainable development of the region.

## Eight Trends Driving Industry Transformation

The industry's ability to continue generating growth, creating jobs and enabling national development and regional integration is dependent on whether it recognizes and adapts to key trends and transformational issues that will affect the industry in the short, medium and long term.

This section provides an overview of key trends shaping the future of the industry:

### 1. Yesterday's Tourists aren't Tomorrow's

While, historically, travel was a luxury good, the lowering of travel barriers and falling costs has put travel within reach of millions. These factors, combined with the growth of disposable income, the rise of the middle class in many emerging markets and changing attitudes of people towards travel, have enabled the industry to flourish. While travel is still not accessible to everyone, more people than ever before are travelling today—with 1.24 billion international arrivals in 2016, compared to 25 million in the 1950s.

In previous decades, North America and Europe have dominated the travel markets, but this may not be the case for much longer. By 2030, most of the growth in international travel will come from Africa, Asia and the Middle East, which will enable further growth and job opportunities in these regions (see Figure 12). While markets in Europe and the Americas will continue to grow, the rate is incomparable to other regions.

Emerging markets will not only become larger source markets but also they will become more attractive destinations. Between 2016 and 2026, the top 10 fastest growing destinations for leisure travel spending are expected to be India, followed by Angola, Uganda, Brunei, Thailand, China, Myanmar, Oman, Mozambique and Vietnam.[13]

The global middle class is forecasted to grow by another three billion people between 2011 and 2031, the majority of

which will come from emerging markets, with China and India leading the way.[14] This newfound buying power will give the middle class greater access to travel. While travel is already booming in China, it is estimated that, at present, only 5% of Chinese nationals have passports. Similar trends are apparent in other emerging markets. What is clear, is that new consumers like the millennials, as well as older baby boomers are not only demanding, but looking for experiences, albeit very distinct ones.

Studies show that millennials are more tech-savvy and connected than any previous generation and are changing the way travel is consumed. In effect, millennials might take low-cost flights and go all out on activities and restaurants. Travellers today often look for experiences, whether it be an authentic local experience, an adventure or even and the opportunity to make a difference at the destination. In the next five to 10 years, this group will become the industry's core customer base. Millennials' spending on business flights is expected to account for 50% of global travel by 2020 and to maintain that share for the subsequent 15 years.[15] While millennials are on the rise, baby boomers are the most travelled generation to date and have more disposable income to be able to travel. Creating a strong value proposition for this group will be key to attracting them in the next decade. For more about demographic shifts, see "Boomers to the Rescue" on page 51.

### 2. New Travellers, Old System

The 21st century traveller has high expectations for efficiency and a low tolerance for barriers to global mobility. Unfortunately, the infrastructure and bureaucracy that travellers must navigate are decidedly 20th century. Barriers to mobility and inefficiencies are particularly notable when obtaining visas and at the airport. These obstacles, for the most part, aren't making us safer, but they are hindering growth, job creation and tolerance between cultures.

In 2015, tourist destinations worldwide required 61% of the world's population to obtain a visa prior to departure.[16] This is a significant improvement from 2008, when 77% of the world's population was made to apply for a traditional visa.

Travel barriers operate just like any other trade barriers, impeding growth and depressing job creation. Removing travel visas at the bilateral level would more than triple travel flows between countries.[17] A number of solutions, ranging from bilateral to regional agreements, have been implemented that support the reduction of travel barriers and enable economic growth and job creation. These include the Schengen agreement, the US Global Access Programme and even the APEC Business Travel card. Different regional agreements are also in the process of being negotiated for the Association of Southeast Asian Nations (ASEAN) community, the Pacific Alliance and the idea of an African passport has also been proposed by the African Union.

A comprehensive model for Smart Travel, one that includes Smart Visas, Smart Borders, Smart Security processes and Smart Infrastructure, will revolutionize the travel and tourism sector the way the smartphone has transformed the telecommunications and media industries, bringing job creation and growth along with it.

To achieve a Smart Travel approach, the travel industry must increasingly rely on technology and digitization to create a safe and seamless experience for passengers.[18] Effectively, innovations over the past decade have led to a significant increase in automated technology to facilitate travel and make it more secure. With the available technology, passengers today are able to book their flights and check in online, have their boarding passes on their smartphones, go through automated clearance gates and even validate their boarding passes electronically to board planes. Such technologies should be applied to continue to enhance border security and travel facilitation.

The private sector is taking a proactive role in engaging with national governments to highlight the economic case of travel facilitation and the security benefits of the implementation of technologically enabled solutions, while at the same time urging collaborative efforts among all relevant public and private stakeholders to achieve a fully integrated model to facilitate Smart Travel. See the "Disrupting Travel for 2030: Building Bridges Not Walls" chapter on page 53 for an exploration of this issue.

**Figure 12: Outlook for outbound tourism, by region**

| Region | 2015 Outbound Tourists (millions) | 2030 Expected Outbound Tourists (millions) | Percent Increase |
|---|---|---|---|
| **Global** | 1,180 | 1,809 | 53 |
| **Africa** | 35 | 90 | 157 |
| **Americas** | 199 | 265 | 33 |
| **Asia-Pacific** | 290 | 541 | 87 |
| **Europe** | 594 | 832 | 40 |
| **Middle East** | 36 | 81 | 125 |

**Source:** This source should be World Tourism Organization (UNWTO), 2016.

### 3. Geopolitical Insecurity is the New Normal

Technology has, and will, continue to revolutionize the way we live, work and connect with one another as new technologies blur the lines between the physical and digital spheres. At the same time, however, we are faced with a complex geopolitical landscape marked by a rise in physical and e-terrorism and a surge in populism and xenophobia. Together, they have the potential to reverse the growing freedoms acquired in previous decades by citizens to travel the world.

This new global landscape has significant implications for the movement of people across borders, and, specifically, the travel and tourism industry, which takes responsibility for safe travel through the skies of over 8 million people daily.

Despite air travel being one of the safest modes of transportation, with incredibly stringent security standards, measures following security shocks have often been implemented to soothe the public rather than to contribute to a more effective and secure environment. Airports around the world faced additional layers of security regulations following 9/11 that have cost the industry $7.4 billion between 2001 and 2010.[19] Clear opportunities to enhance safety and security of the entire travel value chain exist through data-sharing technologies and better collaboration between governments, international institutions and the private sector. A survey undertaken by Google in 2015 shows that contrary to traditional thinking, most travellers accept that their personal data will be shared in exchange for enhanced security and efficiency.

To support the expected growth in international travel in the next 14 years, there is a need to fundamentally rethink the policy framework and innovate the way people move across international borders. And while enabling more people to discover the world, it is imperative to ensure the safety of national borders and citizens. The importance of designing an inclusive new global framework is highlighted by the fact that the top 10 fastest growing destinations for leisure travel spending are all emerging markets.

The World Economic Forum's 2017 *Digital Borders Report* presents a vision for the future of travel, where eligibility to travel is based on the individual rather than on the legacy system of country of origin. In this digital age, technological solutions can and should be created and implemented to move the global system from one of physical to digital borders. In effect, "digital" needs to be integrated across the travel journey, from digital identification and authentication through biometrics to a frictionless airport transfer courtesy of digitally enabled security devices, and the creation of a digital interface and individual profiles to increase accuracy, efficiency and security.

To move from bilateral programmes to a global one, a number of areas need to be addressed, namely, the harmonization of intelligence and data-sharing, the global implementation of common standards set by the International Civil Aviation Organization (ICAO) and the shift to a secure digital process. In parallel, countries should expand their multilateral agreements and move towards a single application system for visas. These policy shifts require additional cooperation and collaboration among various government agencies, international organizations and travellers. Moreover, national administrations should reconsider the role of the traveller in the process and create an opportunity for travellers to be part of the solution.

The *Digital Borders Report* proposes a prototype that would combine and enable the customer's sharing of data and verified identity through a platform which, in turn, creates an effortless experience by connecting systems, facilitating passage and improving security. The prototype proposal entails the development of a data platform or virtual hub to be populated by multiple sources and allow customers to share data with other entities that require the information. By bringing together all necessary stakeholders to design, agree, test and implement a new framework and prototype, the goal is for the global community to not only understand but also witness the benefits of such an approach. See "A Security Gap: It's Time for Change" and "Tourism is a Tool for Tolerance, And We Need More of That" on pages 55 and 57 for two experts' thoughts on this issue.

### 4. The Fourth Industrial Revolution is Here to Stay

The aviation, travel and tourism industry has been at the forefront of digital disruption, changing the way people travel. But the revolution is not over. The industry needs to be ready for the new technological transformation ahead.

The way people experience, consume and share information has changed drastically from previous decades. Shifts in customer expectations, new technologies and industry trends are compelling the industry to adapt their business and operating models in their quest for enhanced customer preferences and operational performance.[20]

Service delivery has and will continue to evolve, largely resulting from new technologies as well as social and digital media, as mobile tools and digital infrastructure increasingly become central to the business. Indeed, there are 4.9 billion unique mobile (cell) phone users worldwide and an estimated 2.7 billion people on social media.[21] New entrants, especially digital natives including online travel aggregators (OTAs), are transforming the value chain. At the same time, the sharing economy is on the rise; Airbnb reported over one million hosts in 2015.

To remain competitive, the industry must complement its high-touch approach with high-tech applications. Today, consumers want to feel special and expect personalization of service and experience. While data analytics enable the sector to tailor its offerings to traveller preferences, it is important to ensure that increased automation does not lead to a disconnect between online and in-person exchanges.

According to our research,[22] over the next decade (2016 to 2025), digitalization in aviation, travel and tourism is expected to create up to $305 billion of value for the industry through increased profitability, migrate $100 billion of value from traditional players to new competitors, and generate benefits valued at $700 billion for customers and the wider society through reduced environmental footprint, improved safety and security, and cost and time savings for consumers. In addition, the research forecasts a net displacement of current jobs in the industry, partially offset by the creation of next-generation skilled jobs inside and outside the travel ecosystem.

It is essential to address the potential implications of digitalization on the industry workforce, as intelligent automation is forecasted to change the nature of some travel jobs and eradicate others altogether. The industry hopes that new employment opportunities could outpace eradication should industry growth forecasts be met. Platforms may also enable "liquid", flexible workforce models, which will redefine the employer-employee relationship and present regulatory challenges. A concerted effort across industry, government, educational institutions and civil society will be required to mitigate any negative impacts. For more discussion about digitalization and new technologies, see pages 59 and 61 for "The Perfect Trip" and "Do More with Less: The Power of Innovation & Technology."

### 5. Jobs, Jobs, Jobs—But Where is the Talent?

The travel & tourism sector accounts for one in 10 jobs on the planet,[23] and as one of the largest employers in the world, the industry has huge potential for job creation. In employment growth terms, the Travel & Tourism industry already outperforms a number of other industries, including the education, financial services and health care sectors.[24] Forecasts indicate T&T growth is expected to continue increasing over the next decade.

Research shows that for every 30 new tourists to a destination one new job is created. Today, the travel and tourism industry has almost twice as many women employers as other sectors. The travel and tourism industry offers employment opportunities for persons entering the labour market for the first time or without many options in other sectors. In addition to creating opportunities for high-skilled workers, the industry plays a key role in creating opportunities for low-skilled workers, minorities, migrants, youth, the long-term unemployed, and women who prefer part-time work due to family responsibilities.[25]

Accounting for 30% of world services exports, and the largest export category in many developing countries, the industry is a tremendous employment generator. Yet the

industry has difficulties in attracting top talent, for both technical and managerial positions. Different explanations have been provided for this, including lack of career attractiveness and advancement pathways, competition from other sectors and inadequate education supply, practice and training . Research has estimated that talent gaps and deficiencies in the industry could cost the global economy nearly 14 million jobs and $610 billion in GDP, with China, France, Italy, the Russian Federation and the United States projected to suffer the greatest GDP loss between 2014 and 2024.[26]

Given the importance of the sector globally, the cost of inaction will have striking consequences for the world economy both in terms of employment and GDP. To address these challenges, the private sector needs to collaborate closely with the public sector to update university and training programmes to ensure they keep up with market needs and technological advancements. See "A Generation at Stake" (page 63) and "Tourism and Job Creation- Advancing the 2030 Development Agenda" (page 65) to read what some experts think about the power of the industry to create employment opportunities,

### 6. Sustainability is a Must

Increasing numbers of globetrotters and the consequent growth of the travel and tourism industry have significant implications on passenger air transport traffic. Since the 1980s, air traffic has doubled every 15 years, a trend which is expected to continue. Nearly 4 billion people travelled by plane in 2016, a number which is expected to reach 7.2 billion by 2035.

While the economic benefits are clear, it is important to understand the repercussions on the environment and on local communities. Despite difficulties in measuring the net impact of tourism on the environment, growth in the number of global tourists does impact local environments and local communities. This must be mitigated to ensure the industry's long-term sustainability and contribute the fight against climate change.

Areas that need to be addressed include water usage, waste generation, energy consumption and the deterioration of natural and cultural world heritage sites. Research suggests that tourists tend to consume around three to four times more water per day than permanent residents.[27] The industry has made significant progress over the past decade in monitoring the impact of the industry and has developed solutions to counteract the negative environmental effects of the industry.

Given widespread targets to decrease carbon emissions, the industry is working to find solutions to reduce oil dependency. These include improving aircraft and airport operations, as well as aircraft design and material use, and considering alternative sources of energy. While implementation of global climate agreements are still a work in progress, the travel and tourism industry has taken active steps to reduce its impact on the environment, and plans to continue to do so while implementing better measurement tools.

In addition to bringing leaders from across the sector together to advance the dialogue on these issues, the aviation industry, through the International Air Transport Association (IATA), has set clear targets to reduce carbon emissions 50% (of 2005 levels) by 2050. In addition, the Air Transport Action Group, an independent coalition of industry organizations and companies, aims to reach a 1.5% average improvement in annual fuel efficiency between 2009 and 2020, while stabilizing net aviation emissions at 2020 levels through carbon neutral growth. While there are no common targets for the hospitality industry to date, individual companies are implementing measurement mechanisms to monitor and reduce energy, waste and water usage. See "Flying towards a Sustainable Future" on page 67 for a more detailed look at sustainability from the aviation industry's perspective.

### 7. Infrastructure is becoming a Bottleneck

The travel and tourism industry contributed 10.2% to global GDP in 2016, an increase for the sixth consecutive year. However, private and public infrastructure investments—airport development, accommodation room stock, road and rail, and communication technologies–have lagged behind, leading to significant bottlenecks. Such infrastructure is not only critical for the continued development of the travel and tourism industry, but also key in providing employment opportunities and regional development.

Tourists want to move quickly and seamlessly, and will choose alternative destinations when access is difficult. For passengers, airports are a means to an end and not a destination. Therefore, airports and borders need to become smarter and travel infrastructure leaner. Given changing consumer preferences and changing market demand characteristics, travel and tourism investments should continue to evolve to ensure they meet market needs.

This *Report* emphasizes the importance of infrastructure to a nation's travel and tourism competitiveness. As such, there is a need for dialogue between the public and private sectors, including airlines and airports, to ensure an integrated infrastructure strategy as well as alignment on issues such as investment, regulation, sustainability, security, safety and corruption. See "India's Incredible Take-Off" on page 69 for one perspective on airport infrastructure.

### 8. Let's Aspire to the 21st Century Regulatory Framework

Travel and tourism is vital to the globalized economy. If the industry meets its projections for annual employment growth of 4% over the coming decade, it will only be because of positive contributions from the dominant mode of international transport: aviation.

Yet, despite the importance of international aviation to the globalized economy, the industry has, historically, been segregated from broader international trade talks, allowing antiquated and protectionist sectoral restrictions to persist relatively unnoticed and unchallenged. While the industry has undergone a wave of liberalization with regard to market access, frequency, pricing and related services that have greatly benefited international travellers over the past two decades, restrictions on foreign investment in airlines remain largely unchanged from the strict regulatory regime installed in the middle of the previous century.

Under the nationality rule, most of the world's airlines are severely restricted in their ability to sell equity shares, seek investors, or to merge with other airlines. These restrictions, in turn, increase the cost of capital for airlines and deny them efficiencies of size and scope—leading to higher prices for travellers and reduced demand for travel services. Still, over the past 70 years, the aviation industry has evolved from a national transportation system to a complex global network, becoming a driver for economic growth and international trade. This has been fuelled by technological advances, globalization and the liberalization of the industry, notably in the US and EU, which has led to open skies agreements.

When air service agreements were first established in 1944, each state had its national flag carrier and international traffic

rights. Yet today there are three large global airlines alliances and, according to the 2014 World Airline Ranking, the top five airline groups account for 28% of the global market share. Geographical location has also been used as a competitive advantage in creating global hubs—such as in the United Arab Emirates—to connect the East and West.

While business models, technology and markets have evolved over the past 40 years, the governance of traffic rights and ownership models have remained without clear global oversight and jurisdiction, leading to international tensions. The industry and global community need to ensure that aviation remains a driver of economic growth. To do so, new international routes must follow a global governance framework respected by all players without jeopardizing national security considerations. "It's Your Right to Travel", on page 71, offers another look at these issues.

## Conclusion

The *T&T Competitiveness Report 2017* assessed the performance of 136 economies, based on the World Economic Forum's Travel & Tourism Competitiveness Index (TTCI). The TTCI remains the most comprehensive and unique tool designed to capture the complex phenomenon of T&T competitiveness. By highlighting both success factors and obstacles to T&T competitiveness in economies around the world, the TTCI can be used to identify the competitive strengths of individual economies as well as the barriers that impede the development of the sector. The index also allows economies to track their progress over time on those indicators of interest.

Four key findings emerge from the 2017 edition of the *Travel & Tourism Competitiveness Report.* First, T&T competitiveness is improving, especially in developing countries, and particularly in Asia-Pacific. As the industry continues to grow, an increasing share of international visitors are coming from and travel to emerging and developing nations. Second, in an increasingly protectionist context, that is hindering global trade, the T&T industry continues building bridges between people rather than walls, as made apparent by increasing number people travelling across borders and global tendency to adopt less restrictive visa policies. Third, in light of the Fourth Industrial Revolution, connectivity increasingly becomes a must-have for countries as they develop their digital strategy. Finally, despite the growing awareness of the importance of the environment, the T&T sector faces difficulties developing sustainably as natural degradation proceeds on a number of fronts.

We will continue to publish *The Travel & Tourism Competitiveness Report* on a biennial basis, providing a platform for dialogue between the business community and national policymakers working together to improve the T&T competitiveness of their respective economies—and, ultimately, improving prosperity of their citizens.

## Notes

1 World Travel & Tourism Council, *Travel & Tourism Economic Impact 2017 World Report,* 2017.

2 World Tourism Organization (UNWTO), *Sustained Growth in International Tourism Despite Challenges* [Press release], 17 January 2017.

3 World Travel & Tourism Council, *Global Talent Trends and Issues for the Travel & Tourism Sector-January 2016,* 2016.

4 International Air Transport Association (IATA), *IATA Forecasts Passenger Demand to Double Over 20 Years* [Press release], 18 October 2016, http://www.iata.org/pressroom/pr/Pages/2016-10-18-02.aspx.

5 World Travel & Tourism Council, *Economic Impact Research: New League Summary,* 2016, https://www.wttc.org/-/media/files/reports/economic%20impact%20research/2016%20documents/newleaguetablesummary156.pdf.

6 World Tourism Organization, *Visa Openness Report 2016,* 2016.

7 We Are Social, *Digital in 2017: Global Overview,* January 2017, http://wearesocial.com/blog/2017/01/digital-in-2017-global-overview.

8 Environmental Performance Index (EPI), *Key Findings from the 2016 Environmental Performance Index,* http://epi.yale.edu/chapter/key-findings.

9 These results are based on the same methodology used for the production of 2015 rankings. The methodology is described in full in Appendix A.

10 The tourists' service infrastructure also registers a decline in several countries, but it is mostly explained by statistical or methodological nuances rather than by a clear decline in actual performances.

11 This figure refers to the direct contribution of the T&T sector to GDP in the region. See: World Travel & Tourism Council, *Travel & Tourism Economic Impact 2017 Asia Pacific,* 2017, https://www.wttc.org/-/media/files/reports/economic-impact-research/regions-2016/asiapacific2016.pdf

12 Socialist Republic of Vietnam, decree 11/2016/ND-CP of 3, February 2016, http://www.itpc.gov.vn/investors/how_to_invest/law/Decree_No.11_2016/mldocument_view/?set_language=en.

13 World Travel & Tourism Council, *Economic Impact Research: New League Summary.*

14 Ernst & Young, *Hitting the Sweet Spot: The Growth of the Middle Class in Emerging Markets,* 2013.

15 Amadeus and Frost & Sullivan, *Future Traveller Tribes 2030: Building a More Rewarding Journey,* 2015.

16 World Tourism Organization, *Visa Openness Report 2016.*

17 Lawson, Robert A. and Saurav Roychoudhury, "Do Travel Visa Requirements Impede Tourist Travel?", *Journal of Economics and Finance,* vol. 40, issue 4, 2016.

18 World Economic Forum, *Smart Travel: Unlocking Economic Growth and Development through Travel Facilitation,* 2014.

19 International Air Transport Association, *The Impact of September 11, 2001 on Aviation,* 2012.

20 World Economic Forum, *Digital Transformation Initiative: Aviation, Travel and Tourism Industry,* 2017.

21 We Are Social, *Digital in 2017: Global Overview.*

22 World Economic Forum, *Digital Transformation Initiative: Aviation, Travel and Tourism Industry.*

23 World Travel & Tourism Council, *Travel & Tourism Economic Impact 2017 World Report.*

24 Ibid.

25 World Tourism Organization (UNWTO) & the International Labour Organization (ILO), *Measuring Employment in the Tourism Industries,* 2014.

26 World Travel & Tourism Council, *Global Talent Trends and Issues for the Travel & Tourism Sector-January 2016.*

27 European Environment Agency, *Water Resources Across Europe: Confronting Water Scarcity and Drought,* EEA Report No 2, 2009.

## References

Amadeus and Frost & Sullivan, *Future Traveller Tribes 2030: Building a More Rewarding Journey,* 2015.

Anderson Bradley and Johan Jooste, *Wildlife Poaching: Africa's Surging Trafficking Threat,* Africa Security Brief No. 28, The Africa Center for Strategic Studies, 2014, http://africacenter.org/wp-content/uploads/2014/04/AfricaBriefFinal_28.pdf.

Blanke, J. and T. Chiesa, "The Travel & Tourism Competitiveness Index: Assessing Key Factors Driving the Sector's Development", in *The Travel & Tourism Competitiveness Report 2007: Furthering the Process of Economic Development,* World Economic Forum, 2007, pp. 3–25.

——, "The Travel & Tourism Competitiveness Index 2008: Measuring Key Elements Driving the Sector's Development" in *The Travel & Tourism Competitiveness Report 2008: Balancing Economic Development and Environmental Sustainability,* World Economic Forum, 2008, pp. 3–26.

——, "The Travel & Tourism Competitiveness Index 2011: Assessing Industry Drivers in the Wake of the Crisis", in *The Travel & Tourism Competitiveness Report 2011: Beyond the Downturn, World Economic Forum,* 2011, pp. 3–33.

——, "The Travel & Tourism Competitiveness Index 2013: Assessing Industry Drivers in the Wake of the Crisis", in *The Travel & Tourism Competitiveness Report 2013: Reducing Barriers to Economic Growth and Job Creation,* World Economic Forum, 2013, pp. 3–27.

Blanke, J., T. Chiesa and E. Trujillo Herrera, "The Travel & Tourism Competitiveness Index 2009: Measuring Sectoral Drivers in a Downturn", in *The Travel & Tourism Competitiveness Report 2009: Managing in a Time of Turbulence,* World Economic Forum, 2009, pp. 3–37.

Burke, Lauretta, Katie Reytar, Mark Spalding and Allison Perry, *Reefs at Risk Revisited in the Coral Triangle,* World Resources Institute, 2012, www.wri.org/publication/reefs-risk-revisited-coral-triangle.

Criteo, *Travel Flash Report: The Who, What and Where of the Smartphone Traveler,* 2016, http://www.criteo.com/media/5717/criteo-travel-flash-report-october-2016.pdf

Crotti, R. and T. Misrahi, "The Travel & Tourism Competitiveness Index 2015: T&T as a Resilient Contribution to National Development", in *The Travel & Tourism Competitiveness Report 2015: Growing through Shocks,* World Economic Forum, 2015, pp. 3–46.

Culiuc, *Determinants of International Tourism,* (IMF Working Paper WP/14/82), International Monetary Fund (IMF), 2014.

Environmental Performance Index (EPI), *Key Findings from the 2016 Environmental Performance Index,* 2016, http://epi.yale.edu/chapter/key-findings.

Ernst & Young, *Hitting the Sweet Spot: The Growth of the Middle Class in Emerging Markets,* 2013.

European Environment Agency, *Water Resources Across Europe: Confronting Water Scarcity and Drought,* EEA Report No 2, 2009.

Evenett Simon J. and Johannes Fritz, *The Tide Turns? Trade, Protectionism, and Slowing Global Growth,* The Centre for Economic Policy Research, London: CEPR Press, 2016, accessed via Global Trade Alert, http://www.globaltradealert.org/.

Guggenheim, Jason and Stephen Kremser, Pranay Jhunjhunwala, Tom McCaleb, Antonio Alvarez Garcia-Mon and Lee McCabe, *Travel Goes Mobile,* The Boston Consulting Group, 2014, https://www.bcgperspectives.com/content/articles/transportation_travel_tourism_digital_economy_travel_goes_mobile

International Air Transport Association, *The Impact of September 11, 2001 on Aviation,* 2012.

Lawson, Robert A. and Saurav Roychoudhury, "Do Travel Visa Requirements Impede Tourist Travel?", *Journal of Economics and Finance,* vol. 40, issue 4, 2016.

Socialist Republic of Vietnam, decree 11/2016/ND-CP of 3, February 2016, http://www.itpc.gov.vn/investors/how_to_invest/law/Decree_No.11_2016/mldocument_view/?set_language=en.

United Nations Office on Drugs and Crime and the Latin America and the Caribbean Region of the World Bank, Report No. 37820, *Crime, Violence, and Development: Trends, Costs, and Policy Options in the Caribbean,* March 2007

We Are Social, *Digital in 2017: Global Overview,* January 2017, http://wearesocial.com/blog/2017/01/digital-in-2017-global-overview.

World Economic Forum, *Travel & Tourism Competitiveness Report 2015,* 2015.

——, *Strategic Infrastructure Steps to Prepare and Accelerate Public-Private Partnerships,* 2013, http://www3.weforum.org/docs/AF13/WEF_AF13_Strategic_Infrastructure_Initiative.pdf.

——, *The Global Competitiveness Report 2014–2015,* 2014a, http://www3.weforum.org/docs/WEF_GlobalCompetitivenessReport_2014-15.pdf

——, *Smart Travel: Unlocking Economic Growth and Development through Travel Facilitation,* 2014.

——, *Digital Transformation Initiative: Aviation, Travel and Tourism Industry,* 2017.

——, *Smart Travel Unlocking Economic Growth and Development through Travel Facilitation,* 2014b, http://www3.weforum.org/docs/GAC/2014/WEF_GAC_TravelTourism_SmartTravel_WhitePaper_2014.pdf

World Tourism Organization (UNWTO), *World Tourism Barometer, Volume 13,* 2015, https://wolfganghthome.files.wordpress.com/2015/02/unwto_barom15_01_january.pdf.

——, *Tourism Highlights, 2014 edition,* 2014, http://mkt.unwto.org/publication/unwto-tourism-highlights-2014-edition.

——, *Sustained Growth in International Tourism Despite Challenges* [Press release], 17 January 2017.

——, *Visa Openness Report 2016,* 2016.

World Tourism Organization (UNWTO) & the International Labour Organization (ILO), *Measuring Employment in the Tourism Industries,* 2014.

World Travel & Tourism Council, *Travel & Tourism Economic Impact 2017 World Report,* 2017.

——, *Travel & Tourism Economic Impact 2017 Asia Pacific,* 2017.

——, *Global Talent Trends and Issues for the Travel & Tourism Sector-January 2016,* 2016.

——, *Economic Impact Research: New League Summary,* 2016,

# Appendix A: Adjustments to TTCI Methodology

Following a thorough methodology review completed in 2015, the T&T Competitiveness Index (TTCI) has adopted the most complete and modern set of indicators globally available to measure tourism competitiveness.

However, measurements are constantly improving. As a consequence, the approach to calculating some of the indicators used in the TTCI has changed, resulting in some fluctuations in the figures. These changes do not modify the concepts or the overall methodology used to compute the T&T Competitiveness Index, yet they introduce some variability that does not accrue to actual country performance.

While insuring comparability, full transparency on the methodology is central to the soundness of the TTCI research framework. In order to communicate simply and effectively these measurement updates, the following table summarizes the changes introduced into the computation of the few modified indicators.

| Indicator | Summary of the change |
|---|---|
| **Country Brand Strategy** | This indicator continues to evaluate the accuracy of the strategy of the National Tourism Organization (NTO) using a formula that compares the most popular brandtags (as measured by the proprietary Digital Demand D2 tool) for a specific country to the brandtags most heavily promoted by that country's NTO. However, the updated methodology to compute this indicator no longer includes the "macro-economic" correlation variable. This correlation had assigned an economical value to each brandtag based on its digital appeal. In the new methodology this is now converted into a "digital" correlation. In addition, we have expanded our reach in terms of data gathering to include more brandtags and languages in the analysis. These changes on this particular indicator will impact each Country's CBS Rating score equally. |
| **Water stress** | Based on annual water withdrawal data, this indicator now estimates projected future country-level water stress for 2020 under a business-as-usual (BAU) scenario. Previously, it was simply a normalized (0–5) ratio of total annual water withdrawals to total available annual renewable supply. |
| **Forest cover change** | This indicator continues to measure the percentage change in forest cover since the year 2000, using satellite data. However, Yale/CIESIN researchers have added more precision by considering areas with cover tree of at least 30%. In the previous iteration, the indicator considered areas with at least 50% of forest cover. |
| **Transport efficiency** | The question underlying this indicator has become more detailed and precise. In the 2015 edition the question was: "In your country, to what extent does your national ground transport network (e.g. buses, trains, trucks, taxis, etc.) offer efficient transportation?" However, the 2017 edition averages the score across the two components of the following Executive Opinion Survey question: "In your country, how efficient (e.g. frequency, punctuality, speed, price) are the following transport services? a. Ground transportation (buses, subways, taxis) (1 = Extremely inefficient – among the worst in the world; 7 = Extremely efficient – among the best in the world) b. Train services (1 = Extremely inefficient – among the worst in the world; 7 = Extremely efficient – among the best in the world)." |
| **Environmental treaty ratifications** | The list of treaties has been expanded from 27 to 32 to include: The 2015 Paris Agreement; the 1998 Aarhus Convention; the 2003 Protocol on Pollutant Release and Transfer Registers; the 1992 Convention on the Protection and Use of Transboundary Watercourses and International Lakes; and the 1997 Convention on the Law of the Non-navigational Uses of International Watercourses. |
| **Quality of tourism infrastructure** | The question underlying this indicator has become more direct and specific. In the 2015 edition of the index the question was: "When senior executives visit your country for the first time for business purposes, how likely are you to recommend extending their trip for leisure purposes? (1 = very unlikely; 7 = very likely)". For the 2017 edition the question was changed to: "In your country, how do you assess the quality of tourism infrastructure (e.g. hotels, resorts, entertainment facilities) (1 = Very poor – among the worst in the world; 7 = Excellent – among the best in the world)?" |
| **Automated teller machines** | This indicator continues to measure the availability of Automatic Teller Machines (ATMs) in a country. However, the scope now includes all ATMs rather than ATMs accepting Visa cards. The denominator has also changed from total population to adult population. |
| **Attractiveness of natural assets** | The question underlying this indicator has become more direct and specific. The 2015 edition of the question was: "How would you assess the quality of the natural environment in your country? (1 = extremely poor; 7 = among the world's most pristine?" For the 2017 edition, the question was changed to: "To what extent do international tourists visit your country mainly for its natural assets (e.g. parks, beaches, mountains, wildlife, etc.) (1 = Not at all; 7 = To a great extent)?" |

# Appendix B:
# T&T Competitiveness Index 2017 Pillar Rankings

This appendix presents the detailed rankings and scores of the 14 pillars composing the T&T Competitiveness Index 2017 for all 136 economies covered this year. This complements the regional rankings presented earlier in the main chapter.

## The Travel & Tourism Competitiveness Index 2017, Overall Rank

| Rank | Economy | Score |
|---|---|---|
| 1 | Spain | 5.43 |
| 2 | France | 5.32 |
| 3 | Germany | 5.28 |
| 4 | Japan | 5.26 |
| 5 | United Kingdom | 5.20 |
| 6 | United States | 5.12 |
| 7 | Australia | 5.10 |
| 8 | Italy | 4.99 |
| 9 | Canada | 4.97 |
| 10 | Switzerland | 4.94 |
| 11 | Hong Kong SAR | 4.86 |
| 12 | Austria | 4.86 |
| 13 | Singapore | 4.85 |
| 14 | Portugal | 4.74 |
| 15 | China | 4.72 |
| 16 | New Zealand | 4.68 |
| 17 | Netherlands | 4.64 |
| 18 | Norway | 4.64 |
| 19 | Korea, Rep. | 4.57 |
| 20 | Sweden | 4.55 |
| 21 | Belgium | 4.54 |
| 22 | Mexico | 4.54 |
| 23 | Ireland | 4.53 |
| 24 | Greece | 4.51 |
| 25 | Iceland | 4.50 |
| 26 | Malaysia | 4.50 |
| 27 | Brazil | 4.49 |
| 28 | Luxembourg | 4.49 |
| 29 | United Arab Emirates | 4.49 |
| 30 | Taiwan, China | 4.47 |
| 31 | Denmark | 4.43 |
| 32 | Croatia | 4.42 |
| 33 | Finland | 4.40 |
| 34 | Thailand | 4.38 |
| 35 | Panama | 4.37 |
| 36 | Malta | 4.25 |
| 37 | Estonia | 4.23 |
| 38 | Costa Rica | 4.22 |
| 39 | Czech Republic | 4.22 |
| 40 | India | 4.18 |
| 41 | Slovenia | 4.18 |
| 42 | Indonesia | 4.16 |
| 43 | Russian Federation | 4.15 |
| 44 | Turkey | 4.14 |
| 45 | Bulgaria | 4.14 |
| 46 | Poland | 4.11 |
| 47 | Qatar | 4.08 |
| 48 | Chile | 4.06 |
| 49 | Hungary | 4.06 |
| 50 | Argentina | 4.05 |
| 51 | Peru | 4.04 |
| 52 | Cyprus | 4.02 |
| 53 | South Africa | 4.01 |
| 54 | Latvia | 3.97 |
| 55 | Mauritius | 3.92 |
| 56 | Lithuania | 3.91 |
| 57 | Ecuador | 3.91 |
| 58 | Barbados | 3.91 |
| 59 | Slovak Republic | 3.90 |
| 60 | Bahrain | 3.89 |
| 61 | Israel | 3.84 |
| 62 | Colombia | 3.83 |
| 63 | Saudi Arabia | 3.82 |
| 64 | Sri Lanka | 3.81 |
| 65 | Morocco | 3.81 |
| 66 | Oman | 3.78 |
| 67 | Vietnam | 3.78 |
| 68 | Romania | 3.78 |
| 69 | Jamaica | 3.71 |
| 70 | Georgia | 3.70 |
| 71 | Azerbaijan | 3.70 |
| 72 | Montenegro | 3.68 |
| 73 | Trinidad and Tobago | 3.67 |
| 74 | Egypt | 3.64 |
| 75 | Jordan | 3.63 |
| 76 | Dominican Republic | 3.62 |
| 77 | Uruguay | 3.61 |
| 78 | Bhutan | 3.61 |
| 79 | Philippines | 3.60 |
| 80 | Kenya | 3.59 |
| 81 | Kazakhstan | 3.59 |
| 82 | Namibia | 3.59 |
| 83 | Cape Verde | 3.55 |
| 84 | Armenia | 3.53 |
| 85 | Botswana | 3.52 |
| 86 | Guatemala | 3.51 |
| 87 | Tunisia | 3.50 |
| 88 | Ukraine | 3.50 |
| 89 | Macedonia, FYR | 3.49 |
| 90 | Honduras | 3.49 |
| 91 | Tanzania | 3.45 |
| 92 | Nicaragua | 3.44 |
| 93 | Iran, Islamic Rep. | 3.43 |
| 94 | Lao PDR | 3.40 |
| 95 | Serbia | 3.38 |
| 96 | Lebanon | 3.37 |
| 97 | Rwanda | 3.36 |
| 98 | Albania | 3.35 |
| 99 | Bolivia | 3.34 |
| 100 | Kuwait | 3.33 |
| 101 | Cambodia | 3.32 |
| 102 | Mongolia | 3.31 |
| 103 | Nepal | 3.28 |
| 104 | Venezuela | 3.28 |
| 105 | El Salvador | 3.28 |
| 106 | Uganda | 3.20 |
| 107 | Tajikistan | 3.18 |
| 108 | Zambia | 3.18 |
| 109 | Côte d'Ivoire | 3.16 |
| 110 | Paraguay | 3.15 |
| 111 | Senegal | 3.14 |
| 112 | Gambia, The | 3.12 |
| 113 | Bosnia and Herzegovina | 3.12 |
| 114 | Zimbabwe | 3.11 |
| 115 | Kyrgyz Republic | 3.10 |
| 116 | Ethiopia | 3.10 |
| 117 | Moldova | 3.09 |
| 118 | Algeria | 3.07 |
| 119 | Gabon | 3.06 |
| 120 | Ghana | 3.04 |
| 121 | Madagascar | 2.99 |
| 122 | Mozambique | 2.91 |
| 123 | Malawi | 2.91 |
| 124 | Pakistan | 2.89 |
| 125 | Bangladesh | 2.89 |
| 126 | Cameroon | 2.88 |
| 127 | Benin | 2.84 |
| 128 | Lesotho | 2.84 |
| 129 | Nigeria | 2.82 |
| 130 | Mali | 2.78 |
| 131 | Sierra Leone | 2.69 |
| 132 | Mauritania | 2.64 |
| 133 | Congo, Democratic Rep. | 2.64 |
| 134 | Burundi | 2.57 |
| 135 | Chad | 2.52 |
| 136 | Yemen | 2.44 |

## Pillar 1: Business Environment

| Rank | Economy | Score |
|---|---|---|
| 1 | Hong Kong SAR | 6.16 |
| 2 | Singapore | 6.07 |
| 3 | Switzerland | 6.00 |
| 4 | United Kingdom | 5.86 |
| 5 | United Arab Emirates | 5.85 |
| 6 | Qatar | 5.84 |
| 7 | Luxembourg | 5.80 |
| 8 | New Zealand | 5.65 |
| 9 | Finland | 5.65 |
| 10 | Norway | 5.56 |
| 11 | Ireland | 5.51 |
| 12 | Bahrain | 5.50 |
| 13 | Netherlands | 5.50 |
| 14 | Denmark | 5.48 |
| 15 | Sweden | 5.46 |
| 16 | United States | 5.44 |
| 17 | Malaysia | 5.41 |
| 18 | Germany | 5.34 |
| 19 | Iceland | 5.33 |
| 20 | Japan | 5.31 |
| 21 | South Africa | 5.28 |
| 22 | Georgia | 5.26 |
| 23 | Canada | 5.25 |
| 24 | Mauritius | 5.23 |
| 25 | Estonia | 5.23 |
| 26 | Saudi Arabia | 5.20 |
| 27 | Taiwan, China | 5.16 |
| 28 | Oman | 5.11 |
| 29 | Rwanda | 5.09 |
| 30 | Botswana | 5.07 |
| 31 | Australia | 5.05 |
| 32 | Israel | 5.01 |
| 33 | Chile | 4.98 |
| 34 | Austria | 4.96 |
| 35 | Panama | 4.94 |
| 36 | Kazakhstan | 4.93 |
| 37 | Belgium | 4.93 |
| 38 | Namibia | 4.90 |
| 39 | Armenia | 4.87 |
| 40 | Macedonia, FYR | 4.82 |
| 41 | Jordan | 4.82 |
| 42 | Jamaica | 4.77 |
| 43 | Malta | 4.75 |
| 44 | Korea, Rep. | 4.75 |
| 45 | Thailand | 4.74 |
| 46 | France | 4.74 |
| 47 | Lao PDR | 4.72 |
| 48 | Bhutan | 4.72 |
| 49 | Morocco | 4.69 |
| 50 | Sri Lanka | 4.69 |
| 51 | Ghana | 4.65 |
| 52 | Zambia | 4.63 |
| 53 | Lithuania | 4.63 |
| 54 | Portugal | 4.63 |
| 55 | Uruguay | 4.62 |
| 56 | Cyprus | 4.59 |
| 57 | Azerbaijan | 4.57 |
| 58 | Latvia | 4.56 |
| 59 | Kuwait | 4.56 |
| 60 | Indonesia | 4.54 |
| 61 | Bulgaria | 4.50 |
| 62 | Costa Rica | 4.50 |
| 63 | Turkey | 4.49 |
| 64 | Poland | 4.47 |
| 65 | Czech Republic | 4.46 |
| 66 | Tunisia | 4.45 |
| 67 | Guatemala | 4.45 |
| 68 | Vietnam | 4.45 |
| 69 | Cape Verde | 4.43 |
| 70 | Kenya | 4.43 |
| 71 | Barbados | 4.42 |
| 72 | Mongolia | 4.41 |
| 73 | Kyrgyz Republic | 4.40 |
| 74 | Trinidad and Tobago | 4.39 |
| 75 | Spain | 4.39 |
| 76 | Romania | 4.36 |
| 77 | Montenegro | 4.36 |
| 78 | Egypt | 4.34 |
| 79 | Iran, Islamic Rep. | 4.34 |
| 80 | Slovenia | 4.33 |
| 81 | Côte d'Ivoire | 4.32 |
| 82 | Philippines | 4.32 |
| 83 | Peru | 4.31 |
| 84 | Nigeria | 4.31 |
| 85 | Benin | 4.29 |
| 86 | Paraguay | 4.29 |
| 87 | Uganda | 4.28 |
| 88 | Tajikistan | 4.27 |
| 89 | India | 4.26 |
| 90 | Gambia, The | 4.25 |
| 91 | Senegal | 4.24 |
| 92 | China | 4.24 |
| 93 | Lesotho | 4.24 |
| 94 | Mozambique | 4.23 |
| 95 | Lebanon | 4.21 |
| 96 | Mexico | 4.18 |
| 97 | Honduras | 4.17 |
| 98 | Hungary | 4.17 |
| 99 | Malawi | 4.17 |
| 100 | Dominican Republic | 4.16 |
| 101 | Sierra Leone | 4.16 |
| 102 | Tanzania | 4.15 |
| 103 | Greece | 4.11 |
| 104 | Bangladesh | 4.10 |
| 105 | Russian Federation | 4.09 |
| 106 | Mali | 4.08 |
| 107 | Congo, Democratic Rep. | 4.08 |
| 108 | Nepal | 4.07 |
| 109 | Albania | 4.07 |
| 110 | Algeria | 4.03 |
| 111 | Colombia | 4.02 |
| 112 | Serbia | 4.02 |
| 113 | El Salvador | 4.02 |
| 114 | Croatia | 4.01 |
| 115 | Slovak Republic | 4.01 |
| 116 | Gabon | 4.01 |
| 117 | Cameroon | 4.01 |
| 118 | Ethiopia | 3.96 |
| 119 | Pakistan | 3.94 |
| 120 | Ecuador | 3.90 |
| 121 | Italy | 3.87 |
| 122 | Burundi | 3.86 |
| 123 | Moldova | 3.81 |
| 124 | Ukraine | 3.71 |
| 125 | Cambodia | 3.65 |
| 126 | Madagascar | 3.62 |
| 127 | Bosnia and Herzegovina | 3.55 |
| 128 | Yemen | 3.53 |
| 129 | Brazil | 3.49 |
| 130 | Nicaragua | 3.49 |
| 131 | Mauritania | 3.38 |
| 132 | Argentina | 3.14 |
| 133 | Bolivia | 3.00 |
| 134 | Zimbabwe | 2.98 |
| 135 | Chad | 2.93 |
| 136 | Venezuela | 2.43 |

## Pillar 2: Safety and Security

| Rank | Economy | Score |
|---|---|---|
| 1 | Finland | 6.65 |
| 2 | United Arab Emirates | 6.60 |
| 3 | Iceland | 6.57 |
| 4 | Oman | 6.49 |
| 5 | Hong Kong SAR | 6.47 |
| 6 | Singapore | 6.45 |
| 7 | Norway | 6.41 |
| 8 | Switzerland | 6.41 |
| 9 | Rwanda | 6.39 |
| 10 | Qatar | 6.33 |
| 11 | Portugal | 6.32 |
| 12 | Luxembourg | 6.32 |
| 13 | New Zealand | 6.31 |
| 14 | Austria | 6.28 |
| 15 | Estonia | 6.26 |
| 16 | Sweden | 6.22 |
| 17 | Slovenia | 6.20 |
| 18 | Spain | 6.16 |
| 19 | Netherlands | 6.14 |
| 20 | Morocco | 6.14 |
| 21 | Ireland | 6.11 |
| 22 | Australia | 6.10 |
| 23 | Canada | 6.10 |
| 24 | Croatia | 6.09 |
| 25 | Bhutan | 6.09 |
| 26 | Japan | 6.07 |
| 27 | Denmark | 6.05 |
| 28 | Taiwan, China | 6.02 |
| 29 | Georgia | 6.01 |
| 30 | Czech Republic | 5.92 |
| 31 | Malta | 5.92 |
| 32 | Belgium | 5.90 |
| 33 | Mauritius | 5.88 |
| 34 | Armenia | 5.86 |
| 35 | Azerbaijan | 5.85 |
| 36 | Cyprus | 5.82 |
| 37 | Korea, Rep. | 5.82 |
| 38 | Jordan | 5.78 |
| 39 | Romania | 5.78 |
| 40 | Latvia | 5.76 |
| 41 | Malaysia | 5.75 |
| 42 | Lithuania | 5.73 |
| 43 | Kuwait | 5.73 |
| 44 | Chile | 5.72 |
| 45 | Hungary | 5.72 |
| 46 | Albania | 5.71 |
| 47 | Bahrain | 5.70 |
| 48 | Poland | 5.70 |
| 49 | Tajikistan | 5.68 |
| 50 | Mongolia | 5.65 |
| 51 | Germany | 5.65 |
| 52 | Gambia, The | 5.63 |
| 53 | Greece | 5.63 |
| 54 | Slovak Republic | 5.61 |
| 55 | Barbados | 5.60 |
| 56 | Macedonia, FYR | 5.57 |
| 57 | Vietnam | 5.56 |
| 58 | Kazakhstan | 5.54 |
| 59 | Sri Lanka | 5.53 |
| 60 | Zimbabwe | 5.52 |
| 61 | Saudi Arabia | 5.51 |
| 62 | Ghana | 5.49 |
| 63 | Uruguay | 5.47 |
| 64 | Senegal | 5.45 |
| 65 | Nicaragua | 5.44 |
| 66 | Lao PDR | 5.44 |
| 67 | France | 5.43 |
| 68 | Costa Rica | 5.43 |
| 69 | Moldova | 5.42 |
| 70 | Italy | 5.41 |
| 71 | Lesotho | 5.41 |
| 72 | Serbia | 5.41 |
| 73 | Zambia | 5.40 |
| 74 | Malawi | 5.40 |
| 75 | Montenegro | 5.37 |
| 76 | Bosnia and Herzegovina | 5.37 |
| 77 | Botswana | 5.34 |
| 78 | United Kingdom | 5.34 |
| 79 | Panama | 5.31 |
| 80 | Gabon | 5.29 |
| 81 | Algeria | 5.28 |
| 82 | Namibia | 5.24 |
| 83 | Benin | 5.24 |
| 84 | United States | 5.23 |
| 85 | Ecuador | 5.20 |
| 86 | Cape Verde | 5.19 |
| 87 | Iran, Islamic Rep. | 5.17 |
| 88 | Cambodia | 5.15 |
| 89 | Bulgaria | 5.14 |
| 90 | Sierra Leone | 5.14 |
| 91 | Indonesia | 5.06 |
| 92 | Tanzania | 5.05 |
| 93 | Madagascar | 5.02 |
| 94 | Bolivia | 5.01 |
| 95 | China | 4.99 |
| 96 | Côte d'Ivoire | 4.97 |
| 97 | Argentina | 4.96 |
| 98 | Kyrgyz Republic | 4.96 |
| 99 | Ethiopia | 4.90 |
| 100 | Nepal | 4.85 |
| 101 | Paraguay | 4.69 |
| 102 | Tunisia | 4.68 |
| 103 | Israel | 4.62 |
| 104 | Uganda | 4.61 |
| 105 | Mozambique | 4.57 |
| 106 | Brazil | 4.50 |
| 107 | Dominican Republic | 4.50 |
| 108 | Peru | 4.49 |
| 109 | Russian Federation | 4.31 |
| 110 | Cameroon | 4.25 |
| 111 | Burundi | 4.23 |
| 112 | Mauritania | 4.21 |
| 113 | Mexico | 4.16 |
| 114 | India | 4.12 |
| 115 | Trinidad and Tobago | 4.09 |
| 116 | Turkey | 4.05 |
| 117 | Congo, Democratic Rep. | 4.04 |
| 118 | Thailand | 4.00 |
| 119 | Jamaica | 3.98 |
| 120 | South Africa | 3.93 |
| 121 | Guatemala | 3.74 |
| 122 | Chad | 3.74 |
| 123 | Bangladesh | 3.69 |
| 124 | Mali | 3.59 |
| 125 | Lebanon | 3.57 |
| 126 | Philippines | 3.56 |
| 127 | Ukraine | 3.51 |
| 128 | Honduras | 3.45 |
| 129 | Kenya | 3.45 |
| 130 | Egypt | 3.29 |
| 131 | Venezuela | 3.28 |
| 132 | Nigeria | 3.10 |
| 133 | Pakistan | 3.10 |
| 134 | El Salvador | 3.02 |
| 135 | Yemen | 2.80 |
| 136 | Colombia | 2.59 |

## Pillar 3: Health and Hygiene

| Rank | Economy | Score |
|---|---|---|
| 1 | Germany | 6.86 |
| 2 | Lithuania | 6.81 |
| 3 | Austria | 6.71 |
| 4 | Belgium | 6.71 |
| 5 | Russian Federation | 6.70 |
| 6 | Kazakhstan | 6.69 |
| 7 | Czech Republic | 6.69 |
| 8 | Ukraine | 6.63 |
| 9 | Hungary | 6.63 |
| 10 | Bulgaria | 6.63 |
| 11 | Greece | 6.57 |
| 12 | Hong Kong SAR | 6.56 |
| 13 | Switzerland | 6.53 |
| 14 | France | 6.52 |
| 15 | Slovak Republic | 6.50 |
| 16 | Latvia | 6.44 |
| 17 | Japan | 6.43 |
| 18 | Argentina | 6.38 |
| 19 | Croatia | 6.38 |
| 20 | Korea, Rep. | 6.35 |
| 21 | Malta | 6.35 |
| 22 | Norway | 6.31 |
| 23 | Finland | 6.29 |
| 24 | Spain | 6.28 |
| 25 | Estonia | 6.27 |
| 26 | Luxembourg | 6.27 |
| 27 | Portugal | 6.25 |
| 28 | Poland | 6.25 |
| 29 | Netherlands | 6.23 |
| 30 | Italy | 6.18 |
| 31 | Romania | 6.14 |
| 32 | Australia | 6.14 |
| 33 | Denmark | 6.13 |
| 34 | Moldova | 6.13 |
| 35 | Sweden | 6.11 |
| 36 | Georgia | 6.10 |
| 37 | Azerbaijan | 6.09 |
| 38 | Iceland | 6.07 |
| 39 | Israel | 6.06 |
| 40 | Taiwan, China | 6.05 |
| 41 | Barbados | 6.05 |
| 42 | Serbia | 6.04 |
| 43 | Slovenia | 6.03 |
| 44 | Macedonia, FYR | 5.99 |
| 45 | Uruguay | 5.97 |
| 46 | Qatar | 5.96 |
| 47 | Lebanon | 5.91 |
| 48 | Armenia | 5.91 |
| 49 | United Kingdom | 5.83 |
| 50 | Mongolia | 5.82 |
| 51 | Cyprus | 5.81 |
| 52 | Montenegro | 5.80 |
| 53 | Kyrgyz Republic | 5.76 |
| 54 | New Zealand | 5.72 |
| 55 | Ireland | 5.71 |
| 56 | United States | 5.71 |
| 57 | Tajikistan | 5.68 |
| 58 | Bosnia and Herzegovina | 5.66 |
| 59 | Canada | 5.59 |
| 60 | Saudi Arabia | 5.58 |
| 61 | Jordan | 5.54 |
| 62 | Singapore | 5.45 |
| 63 | United Arab Emirates | 5.44 |
| 64 | Turkey | 5.43 |
| 65 | Oman | 5.43 |
| 66 | Kuwait | 5.43 |
| 67 | China | 5.42 |
| 68 | Egypt | 5.40 |
| 69 | Mauritius | 5.34 |
| 70 | Brazil | 5.32 |
| 71 | Sri Lanka | 5.28 |
| 72 | Mexico | 5.26 |
| 73 | Albania | 5.22 |
| 74 | Chile | 5.19 |
| 75 | Tunisia | 5.18 |
| 76 | Bahrain | 5.17 |
| 77 | Malaysia | 5.16 |
| 78 | Panama | 5.14 |
| 79 | Trinidad and Tobago | 5.14 |
| 80 | Venezuela | 5.10 |
| 81 | Ecuador | 5.06 |
| 82 | Vietnam | 5.04 |
| 83 | Paraguay | 5.02 |
| 84 | Costa Rica | 5.01 |
| 85 | Nepal | 5.01 |
| 86 | Colombia | 4.99 |
| 87 | El Salvador | 4.94 |
| 88 | Dominican Republic | 4.93 |
| 89 | Algeria | 4.92 |
| 90 | Thailand | 4.90 |
| 91 | Peru | 4.80 |
| 92 | Philippines | 4.79 |
| 93 | Iran, Islamic Rep. | 4.72 |
| 94 | Jamaica | 4.68 |
| 95 | Cape Verde | 4.67 |
| 96 | Bhutan | 4.62 |
| 97 | Nicaragua | 4.60 |
| 98 | Guatemala | 4.58 |
| 99 | Morocco | 4.57 |
| 100 | Honduras | 4.55 |
| 101 | Pakistan | 4.53 |
| 102 | Ethiopia | 4.47 |
| 103 | Bolivia | 4.43 |
| 104 | India | 4.36 |
| 105 | Gabon | 4.35 |
| 106 | Lao PDR | 4.34 |
| 107 | Bangladesh | 4.34 |
| 108 | Indonesia | 4.30 |
| 109 | Cambodia | 4.02 |
| 110 | Yemen | 3.85 |
| 111 | Burundi | 3.80 |
| 112 | Rwanda | 3.79 |
| 113 | South Africa | 3.77 |
| 114 | Mauritania | 3.69 |
| 115 | Senegal | 3.63 |
| 116 | Gambia, The | 3.58 |
| 117 | Namibia | 3.52 |
| 118 | Botswana | 3.51 |
| 119 | Madagascar | 3.33 |
| 120 | Kenya | 3.17 |
| 121 | Cameroon | 3.14 |
| 122 | Ghana | 2.99 |
| 123 | Malawi | 2.97 |
| 124 | Lesotho | 2.94 |
| 125 | Tanzania | 2.93 |
| 126 | Benin | 2.90 |
| 127 | Chad | 2.89 |
| 128 | Zimbabwe | 2.88 |
| 129 | Congo, Democratic Rep. | 2.77 |
| 130 | Uganda | 2.75 |
| 131 | Zambia | 2.70 |
| 132 | Nigeria | 2.68 |
| 133 | Mali | 2.56 |
| 134 | Côte d'Ivoire | 2.56 |
| 135 | Sierra Leone | 2.34 |
| 136 | Mozambique | 1.83 |

## Pillar 4: Human Resources and Labour Market

| Rank | Economy | Score |
|---|---|---|
| 1 | Iceland | 5.76 |
| 2 | Switzerland | 5.74 |
| 3 | Denmark | 5.66 |
| 4 | Norway | 5.63 |
| 5 | Singapore | 5.62 |
| 6 | Finland | 5.55 |
| 7 | Germany | 5.55 |
| 8 | Sweden | 5.53 |
| 9 | Austria | 5.52 |
| 10 | New Zealand | 5.52 |
| 11 | Netherlands | 5.52 |
| 12 | United Kingdom | 5.50 |
| 13 | United States | 5.49 |
| 14 | Canada | 5.47 |
| 15 | Ireland | 5.45 |
| 16 | Hong Kong SAR | 5.43 |
| 17 | Belgium | 5.35 |
| 18 | Luxembourg | 5.35 |
| 19 | Taiwan, China | 5.31 |
| 20 | Japan | 5.25 |
| 21 | Israel | 5.24 |
| 22 | Malaysia | 5.22 |
| 23 | United Arab Emirates | 5.21 |
| 24 | Estonia | 5.20 |
| 25 | China | 5.19 |
| 26 | Qatar | 5.18 |
| 27 | Portugal | 5.16 |
| 28 | France | 5.14 |
| 29 | Australia | 5.13 |
| 30 | Azerbaijan | 5.04 |
| 31 | Lithuania | 5.02 |
| 32 | Latvia | 5.01 |
| 33 | Czech Republic | 5.00 |
| 34 | Spain | 4.94 |
| 35 | Cyprus | 4.92 |
| 36 | Tajikistan | 4.92 |
| 37 | Vietnam | 4.91 |
| 38 | Slovenia | 4.91 |
| 39 | Albania | 4.90 |
| 40 | Thailand | 4.90 |
| 41 | Ukraine | 4.89 |
| 42 | Costa Rica | 4.89 |
| 43 | Korea, Rep. | 4.89 |
| 44 | Poland | 4.87 |
| 45 | Armenia | 4.84 |
| 46 | Russian Federation | 4.83 |
| 47 | Kazakhstan | 4.82 |
| 48 | Mauritius | 4.80 |
| 49 | Greece | 4.80 |
| 50 | Philippines | 4.78 |
| 51 | Georgia | 4.78 |
| 52 | Malta | 4.76 |
| 53 | Chile | 4.76 |
| 54 | Bulgaria | 4.73 |
| 55 | Jamaica | 4.72 |
| 56 | Slovak Republic | 4.70 |
| 57 | Ghana | 4.70 |
| 58 | Rwanda | 4.67 |
| 59 | Barbados | 4.66 |
| 60 | Hungary | 4.66 |
| 61 | Bahrain | 4.66 |
| 62 | Peru | 4.65 |
| 63 | South Africa | 4.64 |
| 64 | Indonesia | 4.64 |
| 65 | Lao PDR | 4.63 |
| 66 | Colombia | 4.62 |
| 67 | Italy | 4.61 |
| 68 | Uruguay | 4.60 |
| 69 | Argentina | 4.58 |
| 70 | Mexico | 4.57 |
| 71 | Saudi Arabia | 4.56 |
| 72 | Botswana | 4.55 |
| 73 | Cape Verde | 4.53 |
| 74 | Jordan | 4.52 |
| 75 | Benin | 4.50 |
| 76 | Kenya | 4.49 |
| 77 | Trinidad and Tobago | 4.48 |
| 78 | Sri Lanka | 4.47 |
| 79 | Montenegro | 4.46 |
| 80 | Mongolia | 4.45 |
| 81 | Romania | 4.45 |
| 82 | Serbia | 4.43 |
| 83 | Macedonia, FYR | 4.42 |
| 84 | Panama | 4.39 |
| 85 | Croatia | 4.39 |
| 86 | Kyrgyz Republic | 4.37 |
| 87 | India | 4.37 |
| 88 | Cameroon | 4.35 |
| 89 | Bhutan | 4.34 |
| 90 | Moldova | 4.31 |
| 91 | Honduras | 4.30 |
| 92 | Kuwait | 4.30 |
| 93 | Brazil | 4.27 |
| 94 | Turkey | 4.26 |
| 95 | Ecuador | 4.25 |
| 96 | El Salvador | 4.25 |
| 97 | Malawi | 4.23 |
| 98 | Nicaragua | 4.22 |
| 99 | Nepal | 4.18 |
| 100 | Bosnia and Herzegovina | 4.17 |
| 101 | Sierra Leone | 4.16 |
| 102 | Egypt | 4.15 |
| 103 | Oman | 4.15 |
| 104 | Guatemala | 4.14 |
| 105 | Iran, Islamic Rep. | 4.13 |
| 106 | Namibia | 4.13 |
| 107 | Dominican Republic | 4.12 |
| 108 | Paraguay | 4.11 |
| 109 | Zambia | 4.09 |
| 110 | Cambodia | 4.06 |
| 111 | Bolivia | 4.04 |
| 112 | Algeria | 4.02 |
| 113 | Tunisia | 3.99 |
| 114 | Gambia, The | 3.98 |
| 115 | Uganda | 3.98 |
| 116 | Venezuela | 3.94 |
| 117 | Morocco | 3.92 |
| 118 | Congo, Democratic Rep. | 3.88 |
| 119 | Burundi | 3.86 |
| 120 | Lebanon | 3.81 |
| 121 | Bangladesh | 3.80 |
| 122 | Madagascar | 3.76 |
| 123 | Gabon | 3.75 |
| 124 | Côte d'Ivoire | 3.74 |
| 125 | Ethiopia | 3.67 |
| 126 | Nigeria | 3.63 |
| 127 | Zimbabwe | 3.63 |
| 128 | Lesotho | 3.62 |
| 129 | Mozambique | 3.62 |
| 130 | Senegal | 3.59 |
| 131 | Tanzania | 3.57 |
| 132 | Yemen | 3.19 |
| 133 | Mali | 3.11 |
| 134 | Pakistan | 3.11 |
| 135 | Chad | 3.09 |
| 136 | Mauritania | 2.56 |

## Pillar 5: ICT Readiness

| Rank | Economy | Score |
|---|---|---|
| 1 | Hong Kong SAR | 6.47 |
| 2 | Denmark | 6.41 |
| 3 | Switzerland | 6.35 |
| 4 | Sweden | 6.34 |
| 5 | Norway | 6.27 |
| 6 | Finland | 6.19 |
| 7 | United Kingdom | 6.19 |
| 8 | Korea, Rep. | 6.18 |
| 9 | Luxembourg | 6.16 |
| 10 | Japan | 6.14 |
| 11 | Iceland | 6.11 |
| 12 | Estonia | 6.10 |
| 13 | Netherlands | 6.09 |
| 14 | Singapore | 6.09 |
| 15 | United Arab Emirates | 6.09 |
| 16 | Bahrain | 6.01 |
| 17 | New Zealand | 5.99 |
| 18 | Australia | 5.97 |
| 19 | United States | 5.97 |
| 20 | France | 5.86 |
| 21 | Germany | 5.85 |
| 22 | Austria | 5.84 |
| 23 | Qatar | 5.82 |
| 24 | Belgium | 5.72 |
| 25 | Ireland | 5.65 |
| 26 | Czech Republic | 5.60 |
| 27 | Saudi Arabia | 5.60 |
| 28 | Canada | 5.59 |
| 29 | Spain | 5.50 |
| 30 | Taiwan, China | 5.49 |
| 31 | Kuwait | 5.48 |
| 32 | Israel | 5.47 |
| 33 | Lithuania | 5.46 |
| 34 | Uruguay | 5.45 |
| 35 | Malta | 5.43 |
| 36 | Slovak Republic | 5.37 |
| 37 | Italy | 5.37 |
| 38 | Latvia | 5.31 |
| 39 | Malaysia | 5.23 |
| 40 | Slovenia | 5.22 |
| 41 | Portugal | 5.22 |
| 42 | Barbados | 5.17 |
| 43 | Costa Rica | 5.17 |
| 44 | Jordan | 5.09 |
| 45 | Poland | 5.06 |
| 46 | Oman | 5.05 |
| 47 | Croatia | 5.05 |
| 48 | Bulgaria | 5.03 |
| 49 | Russian Federation | 4.98 |
| 50 | Azerbaijan | 4.97 |
| 51 | Greece | 4.92 |
| 52 | Kazakhstan | 4.91 |
| 53 | Chile | 4.88 |
| 54 | Hungary | 4.88 |
| 55 | Trinidad and Tobago | 4.83 |
| 56 | Montenegro | 4.83 |
| 57 | Serbia | 4.80 |
| 58 | Thailand | 4.79 |
| 59 | Cyprus | 4.77 |
| 60 | Romania | 4.70 |
| 61 | Argentina | 4.65 |
| 62 | Macedonia, FYR | 4.63 |
| 63 | Brazil | 4.62 |
| 64 | China | 4.61 |
| 65 | Mauritius | 4.54 |
| 66 | Panama | 4.53 |
| 67 | Georgia | 4.45 |
| 68 | South Africa | 4.43 |
| 69 | Colombia | 4.37 |
| 70 | Mexico | 4.34 |
| 71 | Armenia | 4.34 |
| 72 | Turkey | 4.31 |
| 73 | Tunisia | 4.30 |
| 74 | Moldova | 4.30 |
| 75 | Bosnia and Herzegovina | 4.29 |
| 76 | Lebanon | 4.29 |
| 77 | Morocco | 4.27 |
| 78 | Jamaica | 4.22 |
| 79 | Peru | 4.20 |
| 80 | Vietnam | 4.18 |
| 81 | Ukraine | 4.15 |
| 82 | Albania | 4.14 |
| 83 | Botswana | 4.06 |
| 84 | Cape Verde | 4.03 |
| 85 | Mongolia | 4.02 |
| 86 | Philippines | 3.96 |
| 87 | Bhutan | 3.93 |
| 88 | Ecuador | 3.91 |
| 89 | Egypt | 3.88 |
| 90 | Namibia | 3.88 |
| 91 | Indonesia | 3.81 |
| 92 | Guatemala | 3.80 |
| 93 | Gabon | 3.80 |
| 94 | Iran, Islamic Rep. | 3.79 |
| 95 | Bolivia | 3.75 |
| 96 | Algeria | 3.74 |
| 97 | Dominican Republic | 3.69 |
| 98 | El Salvador | 3.66 |
| 99 | Paraguay | 3.65 |
| 100 | Sri Lanka | 3.65 |
| 101 | Cambodia | 3.64 |
| 102 | Ghana | 3.62 |
| 103 | Kyrgyz Republic | 3.59 |
| 104 | Côte d'Ivoire | 3.54 |
| 105 | Venezuela | 3.50 |
| 106 | Kenya | 3.43 |
| 107 | Honduras | 3.38 |
| 108 | Nicaragua | 3.32 |
| 109 | Rwanda | 3.32 |
| 110 | Gambia, The | 3.26 |
| 111 | Senegal | 3.22 |
| 112 | India | 3.21 |
| 113 | Lesotho | 3.21 |
| 114 | Nigeria | 3.20 |
| 115 | Lao PDR | 3.14 |
| 116 | Bangladesh | 3.08 |
| 117 | Zimbabwe | 2.87 |
| 118 | Zambia | 2.81 |
| 119 | Uganda | 2.80 |
| 120 | Benin | 2.71 |
| 121 | Tanzania | 2.70 |
| 122 | Cameroon | 2.67 |
| 123 | Mozambique | 2.64 |
| 124 | Nepal | 2.61 |
| 125 | Ethiopia | 2.60 |
| 126 | Pakistan | 2.55 |
| 127 | Malawi | 2.45 |
| 128 | Mali | 2.39 |
| 129 | Tajikistan | 2.35 |
| 130 | Yemen | 2.32 |
| 131 | Sierra Leone | 2.28 |
| 132 | Mauritania | 2.16 |
| 133 | Madagascar | 2.07 |
| 134 | Chad | 1.97 |
| 135 | Congo, Democratic Rep. | 1.59 |
| 136 | Burundi | 1.57 |

## Pillar 6: Prioritization of Travel & Tourism

| Rank | Economy | Score |
|---|---|---|
| 1 | Malta | 6.18 |
| 2 | Singapore | 6.03 |
| 3 | Iceland | 6.03 |
| 4 | Mauritius | 5.96 |
| 5 | Spain | 5.91 |
| 6 | Jamaica | 5.90 |
| 7 | Dominican Republic | 5.84 |
| 8 | Barbados | 5.80 |
| 9 | Hong Kong SAR | 5.77 |
| 10 | Cyprus | 5.71 |
| 11 | New Zealand | 5.61 |
| 12 | Indonesia | 5.58 |
| 13 | Switzerland | 5.58 |
| 14 | Portugal | 5.53 |
| 15 | Greece | 5.47 |
| 16 | Estonia | 5.45 |
| 17 | Ireland | 5.41 |
| 18 | Japan | 5.36 |
| 19 | Austria | 5.33 |
| 20 | United States | 5.33 |
| 21 | Kenya | 5.31 |
| 22 | Jordan | 5.28 |
| 23 | Uruguay | 5.27 |
| 24 | Costa Rica | 5.22 |
| 25 | Norway | 5.21 |
| 26 | Sri Lanka | 5.16 |
| 27 | France | 5.14 |
| 28 | Panama | 5.12 |
| 29 | Cambodia | 5.10 |
| 30 | Mexico | 5.09 |
| 31 | United Arab Emirates | 5.07 |
| 32 | Australia | 5.06 |
| 33 | Lebanon | 5.05 |
| 34 | Thailand | 5.05 |
| 35 | Morocco | 5.03 |
| 36 | Bhutan | 5.00 |
| 37 | Egypt | 4.98 |
| 38 | United Kingdom | 4.98 |
| 39 | Honduras | 4.96 |
| 40 | Paraguay | 4.90 |
| 41 | Georgia | 4.90 |
| 42 | Hungary | 4.90 |
| 43 | Canada | 4.88 |
| 44 | Luxembourg | 4.84 |
| 45 | Tanzania | 4.84 |
| 46 | Gambia, The | 4.84 |
| 47 | Slovenia | 4.83 |
| 48 | Tunisia | 4.81 |
| 49 | Azerbaijan | 4.80 |
| 50 | China | 4.80 |
| 51 | Nepal | 4.79 |
| 52 | Germany | 4.76 |
| 53 | Philippines | 4.76 |
| 54 | Lao PDR | 4.75 |
| 55 | Malaysia | 4.74 |
| 56 | Taiwan, China | 4.72 |
| 57 | Netherlands | 4.71 |
| 58 | Ecuador | 4.69 |
| 59 | South Africa | 4.68 |
| 60 | Lesotho | 4.67 |
| 61 | Namibia | 4.64 |
| 62 | Montenegro | 4.64 |
| 63 | Korea, Rep. | 4.64 |
| 64 | Sweden | 4.62 |
| 65 | Cape Verde | 4.62 |
| 66 | Argentina | 4.61 |
| 67 | Nicaragua | 4.61 |
| 68 | Finland | 4.59 |
| 69 | Peru | 4.58 |
| 70 | Botswana | 4.58 |
| 71 | Armenia | 4.58 |
| 72 | Chile | 4.57 |
| 73 | Israel | 4.57 |
| 74 | Albania | 4.56 |
| 75 | Italy | 4.54 |
| 76 | Qatar | 4.53 |
| 77 | Croatia | 4.50 |
| 78 | Belgium | 4.47 |
| 79 | Latvia | 4.47 |
| 80 | Denmark | 4.44 |
| 81 | Oman | 4.43 |
| 82 | Guatemala | 4.43 |
| 83 | Saudi Arabia | 4.42 |
| 84 | Madagascar | 4.35 |
| 85 | Macedonia, FYR | 4.34 |
| 86 | El Salvador | 4.32 |
| 87 | Turkey | 4.32 |
| 88 | Bahrain | 4.32 |
| 89 | Rwanda | 4.30 |
| 90 | Ukraine | 4.29 |
| 91 | Lithuania | 4.27 |
| 92 | Bulgaria | 4.27 |
| 93 | Kazakhstan | 4.27 |
| 94 | Czech Republic | 4.21 |
| 95 | Russian Federation | 4.21 |
| 96 | Poland | 4.15 |
| 97 | Colombia | 4.13 |
| 98 | Slovak Republic | 4.08 |
| 99 | Uganda | 4.07 |
| 100 | Tajikistan | 4.03 |
| 101 | Vietnam | 4.03 |
| 102 | Mongolia | 3.98 |
| 103 | Mozambique | 3.97 |
| 104 | India | 3.92 |
| 105 | Zimbabwe | 3.88 |
| 106 | Brazil | 3.87 |
| 107 | Zambia | 3.86 |
| 108 | Romania | 3.81 |
| 109 | Mali | 3.75 |
| 110 | Trinidad and Tobago | 3.69 |
| 111 | Bosnia and Herzegovina | 3.68 |
| 112 | Kyrgyz Republic | 3.64 |
| 113 | Sierra Leone | 3.62 |
| 114 | Bolivia | 3.62 |
| 115 | Ethiopia | 3.61 |
| 116 | Serbia | 3.60 |
| 117 | Iran, Islamic Rep. | 3.55 |
| 118 | Côte d'Ivoire | 3.53 |
| 119 | Ghana | 3.50 |
| 120 | Moldova | 3.44 |
| 121 | Malawi | 3.40 |
| 122 | Pakistan | 3.40 |
| 123 | Venezuela | 3.40 |
| 124 | Senegal | 3.31 |
| 125 | Kuwait | 3.30 |
| 126 | Nigeria | 3.21 |
| 127 | Bangladesh | 3.18 |
| 128 | Mauritania | 3.17 |
| 129 | Benin | 3.14 |
| 130 | Chad | 3.06 |
| 131 | Algeria | 2.84 |
| 132 | Cameroon | 2.76 |
| 133 | Gabon | 2.62 |
| 134 | Burundi | 2.51 |
| 135 | Yemen | 2.44 |
| 136 | Congo, Democratic Rep. | 1.89 |

## Pillar 7: International Openness

| Rank | Economy | Score |
|---|---|---|
| 1 | Singapore | 5.21 |
| 2 | Australia | 4.77 |
| 3 | Chile | 4.65 |
| 4 | Colombia | 4.64 |
| 5 | New Zealand | 4.52 |
| 6 | El Salvador | 4.51 |
| 7 | Ireland | 4.51 |
| 8 | Panama | 4.44 |
| 9 | Iceland | 4.40 |
| 10 | Japan | 4.38 |
| 11 | Denmark | 4.36 |
| 12 | Peru | 4.30 |
| 13 | Nicaragua | 4.29 |
| 14 | Korea, Rep. | 4.28 |
| 15 | Luxembourg | 4.27 |
| 16 | Netherlands | 4.27 |
| 17 | Indonesia | 4.27 |
| 18 | Germany | 4.26 |
| 19 | France | 4.24 |
| 20 | United Kingdom | 4.24 |
| 21 | Costa Rica | 4.23 |
| 22 | Portugal | 4.23 |
| 23 | Taiwan, China | 4.21 |
| 24 | Czech Republic | 4.17 |
| 25 | Hungary | 4.17 |
| 26 | Croatia | 4.16 |
| 27 | Honduras | 4.16 |
| 28 | Belgium | 4.15 |
| 29 | Italy | 4.13 |
| 30 | Switzerland | 4.13 |
| 31 | Finland | 4.12 |
| 32 | Greece | 4.11 |
| 33 | Poland | 4.10 |
| 34 | Sweden | 4.09 |
| 35 | Malaysia | 4.08 |
| 36 | Norway | 4.05 |
| 37 | Jamaica | 4.04 |
| 38 | United States | 4.02 |
| 39 | Austria | 4.01 |
| 40 | Lithuania | 4.01 |
| 41 | Latvia | 3.99 |
| 42 | Malta | 3.96 |
| 43 | Spain | 3.95 |
| 44 | Guatemala | 3.94 |
| 45 | Romania | 3.93 |
| 46 | Slovak Republic | 3.91 |
| 47 | Hong Kong SAR | 3.89 |
| 48 | Bulgaria | 3.89 |
| 49 | Ecuador | 3.86 |
| 50 | Turkey | 3.86 |
| 51 | Cyprus | 3.77 |
| 52 | Thailand | 3.76 |
| 53 | Mexico | 3.73 |
| 54 | Slovenia | 3.72 |
| 55 | India | 3.70 |
| 56 | Estonia | 3.67 |
| 57 | Trinidad and Tobago | 3.54 |
| 58 | Cambodia | 3.49 |
| 59 | Mauritius | 3.48 |
| 60 | Philippines | 3.37 |
| 61 | Canada | 3.32 |
| 62 | Dominican Republic | 3.29 |
| 63 | Jordan | 3.29 |
| 64 | Tanzania | 3.25 |
| 65 | Cape Verde | 3.15 |
| 66 | Georgia | 3.13 |
| 67 | Sri Lanka | 3.11 |
| 68 | Mozambique | 3.05 |
| 69 | Uganda | 3.03 |
| 70 | Kenya | 3.01 |
| 71 | Lao PDR | 3.00 |
| 72 | China | 3.00 |
| 73 | Vietnam | 2.99 |
| 74 | Madagascar | 2.97 |
| 75 | United Arab Emirates | 2.96 |
| 76 | Tunisia | 2.95 |
| 77 | Azerbaijan | 2.95 |
| 78 | Ukraine | 2.94 |
| 79 | Mauritania | 2.94 |
| 80 | Bhutan | 2.93 |
| 81 | Rwanda | 2.91 |
| 82 | Zimbabwe | 2.90 |
| 83 | Zambia | 2.90 |
| 84 | Bahrain | 2.87 |
| 85 | Barbados | 2.85 |
| 86 | Malawi | 2.83 |
| 87 | Nepal | 2.80 |
| 88 | Bolivia | 2.78 |
| 89 | Argentina | 2.77 |
| 90 | Uruguay | 2.75 |
| 91 | Morocco | 2.66 |
| 92 | Namibia | 2.66 |
| 93 | Macedonia, FYR | 2.64 |
| 94 | Côte d'Ivoire | 2.62 |
| 95 | Armenia | 2.60 |
| 96 | Brazil | 2.59 |
| 97 | Ethiopia | 2.59 |
| 98 | Tajikistan | 2.55 |
| 99 | Israel | 2.54 |
| 100 | Lebanon | 2.50 |
| 101 | Paraguay | 2.50 |
| 102 | Egypt | 2.49 |
| 103 | Senegal | 2.47 |
| 104 | Bangladesh | 2.47 |
| 105 | Montenegro | 2.44 |
| 106 | Serbia | 2.41 |
| 107 | Albania | 2.40 |
| 108 | Bosnia and Herzegovina | 2.39 |
| 109 | Iran, Islamic Rep. | 2.38 |
| 110 | South Africa | 2.38 |
| 111 | Gabon | 2.34 |
| 112 | Kyrgyz Republic | 2.30 |
| 113 | Kazakhstan | 2.27 |
| 114 | Pakistan | 2.25 |
| 115 | Russian Federation | 2.21 |
| 116 | Oman | 2.18 |
| 117 | Venezuela | 2.18 |
| 118 | Botswana | 2.16 |
| 119 | Moldova | 2.13 |
| 120 | Gambia, The | 2.06 |
| 121 | Qatar | 2.04 |
| 122 | Ghana | 1.92 |
| 123 | Kuwait | 1.90 |
| 124 | Nigeria | 1.89 |
| 125 | Mongolia | 1.88 |
| 126 | Sierra Leone | 1.84 |
| 127 | Cameroon | 1.80 |
| 128 | Burundi | 1.79 |
| 129 | Lesotho | 1.66 |
| 130 | Chad | 1.66 |
| 131 | Saudi Arabia | 1.61 |
| 132 | Mali | 1.59 |
| 133 | Benin | 1.54 |
| 134 | Algeria | 1.51 |
| 135 | Congo, Democratic Rep. | 1.51 |
| 136 | Yemen | 1.32 |

## Pillar 8: Price Competitiveness

| Rank | Economy | Score |
|---|---|---|
| 1 | Iran, Islamic Rep. | 6.66 |
| 2 | Egypt | 6.18 |
| 3 | Malaysia | 6.06 |
| 4 | Algeria | 6.03 |
| 5 | Indonesia | 6.00 |
| 6 | Bhutan | 6.00 |
| 7 | Yemen | 5.92 |
| 8 | Kazakhstan | 5.90 |
| 9 | Tunisia | 5.89 |
| 10 | India | 5.85 |
| 11 | Russian Federation | 5.75 |
| 12 | Qatar | 5.75 |
| 13 | Botswana | 5.74 |
| 14 | Lao PDR | 5.72 |
| 15 | Mongolia | 5.72 |
| 16 | Guatemala | 5.64 |
| 17 | Saudi Arabia | 5.62 |
| 18 | Thailand | 5.61 |
| 19 | Nepal | 5.58 |
| 20 | Sri Lanka | 5.55 |
| 21 | Bahrain | 5.53 |
| 22 | Philippines | 5.51 |
| 23 | Poland | 5.50 |
| 24 | Oman | 5.48 |
| 25 | Gabon | 5.48 |
| 26 | Venezuela | 5.47 |
| 27 | Lebanon | 5.47 |
| 28 | Kyrgyz Republic | 5.45 |
| 29 | Pakistan | 5.43 |
| 30 | Namibia | 5.38 |
| 31 | Azerbaijan | 5.38 |
| 32 | Moldova | 5.38 |
| 33 | Lithuania | 5.37 |
| 34 | Tanzania | 5.35 |
| 35 | Vietnam | 5.35 |
| 36 | Gambia, The | 5.34 |
| 37 | Bulgaria | 5.31 |
| 38 | China | 5.30 |
| 39 | Chile | 5.28 |
| 40 | Kuwait | 5.26 |
| 41 | Brazil | 5.25 |
| 42 | Latvia | 5.25 |
| 43 | South Africa | 5.25 |
| 44 | Macedonia, FYR | 5.20 |
| 45 | Ukraine | 5.19 |
| 46 | Taiwan, China | 5.19 |
| 47 | Morocco | 5.19 |
| 48 | Panama | 5.18 |
| 49 | Cape Verde | 5.17 |
| 50 | Ecuador | 5.10 |
| 51 | Cambodia | 5.10 |
| 52 | Estonia | 5.07 |
| 53 | Zimbabwe | 5.07 |
| 54 | Nicaragua | 5.05 |
| 55 | Madagascar | 5.03 |
| 56 | United Arab Emirates | 5.02 |
| 57 | Lesotho | 4.99 |
| 58 | Cameroon | 4.99 |
| 59 | Mali | 4.99 |
| 60 | Uganda | 4.97 |
| 61 | Paraguay | 4.96 |
| 62 | Slovak Republic | 4.95 |
| 63 | Mexico | 4.92 |
| 64 | Ethiopia | 4.92 |
| 65 | Benin | 4.91 |
| 66 | Georgia | 4.90 |
| 67 | Czech Republic | 4.90 |
| 68 | Nigeria | 4.88 |
| 69 | Chad | 4.88 |
| 70 | Turkey | 4.86 |
| 71 | El Salvador | 4.85 |
| 72 | Trinidad and Tobago | 4.83 |
| 73 | Portugal | 4.83 |
| 74 | Kenya | 4.83 |
| 75 | Mauritania | 4.83 |
| 76 | Serbia | 4.82 |
| 77 | Montenegro | 4.82 |
| 78 | Rwanda | 4.80 |
| 79 | Zambia | 4.80 |
| 80 | Armenia | 4.79 |
| 81 | Jordan | 4.78 |
| 82 | Burundi | 4.72 |
| 83 | Albania | 4.70 |
| 84 | Honduras | 4.69 |
| 85 | Romania | 4.68 |
| 86 | Tajikistan | 4.68 |
| 87 | Hungary | 4.66 |
| 88 | Korea, Rep. | 4.66 |
| 89 | Bangladesh | 4.66 |
| 90 | Greece | 4.66 |
| 91 | Singapore | 4.65 |
| 92 | Slovenia | 4.63 |
| 93 | Mozambique | 4.63 |
| 94 | Japan | 4.61 |
| 95 | Malawi | 4.58 |
| 96 | Luxembourg | 4.55 |
| 97 | Canada | 4.53 |
| 98 | Spain | 4.52 |
| 99 | Sierra Leone | 4.49 |
| 100 | Croatia | 4.45 |
| 101 | Malta | 4.44 |
| 102 | Dominican Republic | 4.43 |
| 103 | Colombia | 4.38 |
| 104 | New Zealand | 4.38 |
| 105 | Belgium | 4.38 |
| 106 | United States | 4.36 |
| 107 | Côte d'Ivoire | 4.35 |
| 108 | Costa Rica | 4.34 |
| 109 | Bolivia | 4.34 |
| 110 | Bosnia and Herzegovina | 4.33 |
| 111 | Cyprus | 4.27 |
| 112 | Finland | 4.26 |
| 113 | Hong Kong SAR | 4.23 |
| 114 | Ghana | 4.22 |
| 115 | Germany | 4.17 |
| 116 | Mauritius | 4.13 |
| 117 | Netherlands | 4.13 |
| 118 | France | 4.12 |
| 119 | Argentina | 4.06 |
| 120 | Sweden | 4.05 |
| 121 | Ireland | 4.03 |
| 122 | Jamaica | 3.97 |
| 123 | Uruguay | 3.97 |
| 124 | Italy | 3.88 |
| 125 | Austria | 3.86 |
| 126 | Congo, Democratic Rep. | 3.84 |
| 127 | Peru | 3.83 |
| 128 | Australia | 3.82 |
| 129 | Denmark | 3.75 |
| 130 | Senegal | 3.75 |
| 131 | Norway | 3.69 |
| 132 | Iceland | 3.58 |
| 133 | Israel | 3.13 |
| 134 | Barbados | 3.05 |
| 135 | United Kingdom | 2.83 |
| 136 | Switzerland | 2.81 |

## Pillar 9: Environmental Sustainability

| Rank | Economy | Score |
|---|---|---|
| 1 | Switzerland | 5.80 |
| 2 | Austria | 5.63 |
| 3 | Norway | 5.55 |
| 4 | Luxembourg | 5.48 |
| 5 | Finland | 5.45 |
| 6 | Sweden | 5.32 |
| 7 | Germany | 5.19 |
| 8 | Denmark | 5.17 |
| 9 | Netherlands | 5.10 |
| 10 | Slovenia | 5.07 |
| 11 | Bulgaria | 4.97 |
| 12 | Estonia | 4.90 |
| 13 | Latvia | 4.88 |
| 14 | Czech Republic | 4.87 |
| 15 | Iceland | 4.85 |
| 16 | Slovak Republic | 4.84 |
| 17 | France | 4.83 |
| 18 | Rwanda | 4.80 |
| 19 | New Zealand | 4.74 |
| 20 | Canada | 4.74 |
| 21 | Croatia | 4.73 |
| 22 | Lesotho | 4.71 |
| 23 | Hungary | 4.71 |
| 24 | United Kingdom | 4.70 |
| 25 | Ireland | 4.70 |
| 26 | Kenya | 4.68 |
| 27 | Barbados | 4.67 |
| 28 | Bhutan | 4.65 |
| 29 | Panama | 4.65 |
| 30 | Gabon | 4.64 |
| 31 | Spain | 4.63 |
| 32 | Costa Rica | 4.59 |
| 33 | Zambia | 4.58 |
| 34 | Poland | 4.58 |
| 35 | Belgium | 4.57 |
| 36 | Botswana | 4.53 |
| 37 | Italy | 4.49 |
| 38 | Australia | 4.49 |
| 39 | Greece | 4.48 |
| 40 | United Arab Emirates | 4.48 |
| 41 | Lithuania | 4.45 |
| 42 | Georgia | 4.42 |
| 43 | Romania | 4.41 |
| 44 | Cape Verde | 4.40 |
| 45 | Japan | 4.38 |
| 46 | Uganda | 4.35 |
| 47 | Portugal | 4.35 |
| 48 | Honduras | 4.33 |
| 49 | Montenegro | 4.33 |
| 50 | Mauritius | 4.33 |
| 51 | Singapore | 4.32 |
| 52 | Mali | 4.32 |
| 53 | Hong Kong SAR | 4.30 |
| 54 | Senegal | 4.28 |
| 55 | Côte d'Ivoire | 4.28 |
| 56 | Ethiopia | 4.25 |
| 57 | Bolivia | 4.25 |
| 58 | Tanzania | 4.22 |
| 59 | Malawi | 4.22 |
| 60 | Chad | 4.20 |
| 61 | Serbia | 4.18 |
| 62 | Colombia | 4.17 |
| 63 | Korea, Rep. | 4.17 |
| 64 | Mozambique | 4.15 |
| 65 | Qatar | 4.15 |
| 66 | Brazil | 4.13 |
| 67 | Egypt | 4.13 |
| 68 | Zimbabwe | 4.13 |
| 69 | Chile | 4.11 |
| 70 | Cameroon | 4.11 |
| 71 | Russian Federation | 4.11 |
| 72 | Albania | 4.11 |
| 73 | Peru | 4.10 |
| 74 | Burundi | 4.10 |
| 75 | Taiwan, China | 4.10 |
| 76 | Malta | 4.09 |
| 77 | El Salvador | 4.08 |
| 78 | Ghana | 4.06 |
| 79 | Moldova | 4.06 |
| 80 | Cyprus | 4.05 |
| 81 | Azerbaijan | 4.05 |
| 82 | Jordan | 4.04 |
| 83 | Gambia, The | 4.04 |
| 84 | Nicaragua | 4.03 |
| 85 | Tajikistan | 4.01 |
| 86 | Ecuador | 3.99 |
| 87 | Congo, Democratic Rep. | 3.97 |
| 88 | Sierra Leone | 3.97 |
| 89 | Tunisia | 3.93 |
| 90 | Uruguay | 3.93 |
| 91 | Israel | 3.93 |
| 92 | Namibia | 3.91 |
| 93 | Sri Lanka | 3.90 |
| 94 | Bosnia and Herzegovina | 3.89 |
| 95 | Benin | 3.88 |
| 96 | Nigeria | 3.87 |
| 97 | Ukraine | 3.86 |
| 98 | Lao PDR | 3.83 |
| 99 | Kazakhstan | 3.83 |
| 100 | Bahrain | 3.83 |
| 101 | Paraguay | 3.81 |
| 102 | Armenia | 3.77 |
| 103 | Trinidad and Tobago | 3.76 |
| 104 | Guatemala | 3.76 |
| 105 | Macedonia, FYR | 3.74 |
| 106 | Algeria | 3.73 |
| 107 | Morocco | 3.72 |
| 108 | Kyrgyz Republic | 3.72 |
| 109 | Oman | 3.71 |
| 110 | Lebanon | 3.70 |
| 111 | Mauritania | 3.69 |
| 112 | Turkey | 3.68 |
| 113 | Venezuela | 3.68 |
| 114 | Dominican Republic | 3.65 |
| 115 | United States | 3.65 |
| 116 | Mexico | 3.62 |
| 117 | South Africa | 3.62 |
| 118 | Philippines | 3.61 |
| 119 | Iran, Islamic Rep. | 3.61 |
| 120 | Madagascar | 3.60 |
| 121 | Jamaica | 3.57 |
| 122 | Thailand | 3.57 |
| 123 | Malaysia | 3.53 |
| 124 | Saudi Arabia | 3.48 |
| 125 | Argentina | 3.44 |
| 126 | Nepal | 3.43 |
| 127 | Mongolia | 3.41 |
| 128 | Bangladesh | 3.38 |
| 129 | Vietnam | 3.35 |
| 130 | Cambodia | 3.27 |
| 131 | Indonesia | 3.25 |
| 132 | China | 3.23 |
| 133 | Pakistan | 3.11 |
| 134 | India | 3.08 |
| 135 | Kuwait | 3.07 |
| 136 | Yemen | 2.78 |

## Pillar 10: Air Transport Infrastracture

| Rank | Economy | Score |
|---|---|---|
| 1 | Canada | 6.76 |
| 2 | United States | 5.96 |
| 3 | United Arab Emirates | 5.84 |
| 4 | Australia | 5.69 |
| 5 | Hong Kong SAR | 5.52 |
| 6 | Singapore | 5.29 |
| 7 | Norway | 5.28 |
| 8 | United Kingdom | 5.20 |
| 9 | Spain | 5.00 |
| 10 | Netherlands | 4.95 |
| 11 | Switzerland | 4.94 |
| 12 | Germany | 4.92 |
| 13 | France | 4.90 |
| 14 | Turkey | 4.74 |
| 15 | New Zealand | 4.70 |
| 16 | Panama | 4.69 |
| 17 | Iceland | 4.69 |
| 18 | Japan | 4.60 |
| 19 | Sweden | 4.59 |
| 20 | Thailand | 4.56 |
| 21 | Malaysia | 4.55 |
| 22 | Russian Federation | 4.51 |
| 23 | Italy | 4.36 |
| 24 | China | 4.31 |
| 25 | Qatar | 4.29 |
| 26 | Greece | 4.27 |
| 27 | Korea, Rep. | 4.27 |
| 28 | Ireland | 4.16 |
| 29 | Trinidad and Tobago | 4.08 |
| 30 | Finland | 3.99 |
| 31 | Portugal | 3.94 |
| 32 | India | 3.92 |
| 33 | Austria | 3.89 |
| 34 | Malta | 3.86 |
| 35 | Barbados | 3.80 |
| 36 | Indonesia | 3.77 |
| 37 | Belgium | 3.74 |
| 38 | Saudi Arabia | 3.73 |
| 39 | Mexico | 3.68 |
| 40 | Brazil | 3.68 |
| 41 | Luxembourg | 3.58 |
| 42 | Taiwan, China | 3.55 |
| 43 | Cape Verde | 3.53 |
| 44 | Denmark | 3.49 |
| 45 | Bahrain | 3.46 |
| 46 | South Africa | 3.41 |
| 47 | Israel | 3.23 |
| 48 | Costa Rica | 3.18 |
| 49 | Czech Republic | 3.10 |
| 50 | Cyprus | 3.05 |
| 51 | Latvia | 3.05 |
| 52 | Croatia | 3.05 |
| 53 | Estonia | 3.01 |
| 54 | Montenegro | 3.01 |
| 55 | Hungary | 3.00 |
| 56 | Mauritius | 3.00 |
| 57 | Oman | 2.99 |
| 58 | Namibia | 2.96 |
| 59 | Egypt | 2.87 |
| 60 | Colombia | 2.83 |
| 61 | Vietnam | 2.81 |
| 62 | Dominican Republic | 2.77 |
| 63 | Morocco | 2.77 |
| 64 | Chile | 2.74 |
| 65 | Philippines | 2.73 |
| 66 | Argentina | 2.72 |
| 67 | Bhutan | 2.71 |
| 68 | Sri Lanka | 2.62 |
| 69 | Jordan | 2.61 |
| 70 | Poland | 2.61 |
| 71 | Kazakhstan | 2.57 |
| 72 | Kenya | 2.53 |
| 73 | Peru | 2.52 |
| 74 | Kuwait | 2.50 |
| 75 | Ecuador | 2.46 |
| 76 | Slovenia | 2.46 |
| 77 | Azerbaijan | 2.43 |
| 78 | Lithuania | 2.40 |
| 79 | Ukraine | 2.40 |
| 80 | Bulgaria | 2.37 |
| 81 | Lebanon | 2.37 |
| 82 | Romania | 2.37 |
| 83 | Jamaica | 2.37 |
| 84 | Serbia | 2.35 |
| 85 | Tunisia | 2.34 |
| 86 | Bolivia | 2.23 |
| 87 | Botswana | 2.23 |
| 88 | Armenia | 2.20 |
| 89 | Iran, Islamic Rep. | 2.20 |
| 90 | Georgia | 2.20 |
| 91 | Côte d'Ivoire | 2.18 |
| 92 | Tajikistan | 2.18 |
| 93 | Macedonia, FYR | 2.18 |
| 94 | Honduras | 2.17 |
| 95 | Mongolia | 2.17 |
| 96 | Cambodia | 2.14 |
| 97 | Lao PDR | 2.13 |
| 98 | Gabon | 2.12 |
| 99 | Pakistan | 2.11 |
| 100 | Algeria | 2.08 |
| 101 | El Salvador | 2.07 |
| 102 | Uruguay | 2.06 |
| 103 | Venezuela | 2.05 |
| 104 | Senegal | 2.04 |
| 105 | Nepal | 2.03 |
| 106 | Tanzania | 2.03 |
| 107 | Ghana | 2.02 |
| 108 | Nigeria | 2.01 |
| 109 | Albania | 2.00 |
| 110 | Moldova | 1.98 |
| 111 | Ethiopia | 1.97 |
| 112 | Nicaragua | 1.95 |
| 113 | Bangladesh | 1.93 |
| 114 | Rwanda | 1.92 |
| 115 | Kyrgyz Republic | 1.87 |
| 116 | Zimbabwe | 1.87 |
| 117 | Zambia | 1.86 |
| 118 | Guatemala | 1.85 |
| 119 | Gambia, The | 1.85 |
| 120 | Madagascar | 1.84 |
| 121 | Uganda | 1.78 |
| 122 | Mozambique | 1.77 |
| 123 | Bosnia and Herzegovina | 1.76 |
| 124 | Slovak Republic | 1.75 |
| 125 | Mali | 1.70 |
| 126 | Benin | 1.67 |
| 127 | Cameroon | 1.63 |
| 128 | Congo, Democratic Rep. | 1.61 |
| 129 | Mauritania | 1.59 |
| 130 | Burundi | 1.58 |
| 131 | Paraguay | 1.57 |
| 132 | Chad | 1.53 |
| 133 | Yemen | 1.50 |
| 134 | Sierra Leone | 1.46 |
| 135 | Malawi | 1.43 |
| 136 | Lesotho | 1.30 |

## Pillar 11: Ground and Port Infrastructure

| Rank | Economy | Score |
|---|---|---|
| 1 | Hong Kong SAR | 6.40 |
| 2 | Singapore | 6.33 |
| 3 | Netherlands | 6.13 |
| 4 | Switzerland | 5.89 |
| 5 | Germany | 5.76 |
| 6 | Belgium | 5.70 |
| 7 | France | 5.65 |
| 8 | Luxembourg | 5.53 |
| 9 | Denmark | 5.44 |
| 10 | Japan | 5.40 |
| 11 | United Kingdom | 5.36 |
| 12 | Austria | 5.25 |
| 13 | Bahrain | 5.21 |
| 14 | Barbados | 5.19 |
| 15 | Spain | 5.19 |
| 16 | Taiwan, China | 5.16 |
| 17 | Korea, Rep. | 4.98 |
| 18 | Czech Republic | 4.94 |
| 19 | United Arab Emirates | 4.89 |
| 20 | Slovenia | 4.76 |
| 21 | Ireland | 4.70 |
| 22 | Italy | 4.67 |
| 23 | Qatar | 4.65 |
| 24 | Finland | 4.64 |
| 25 | Sweden | 4.59 |
| 26 | United States | 4.59 |
| 27 | Mauritius | 4.55 |
| 28 | Malta | 4.53 |
| 29 | India | 4.46 |
| 30 | Hungary | 4.45 |
| 31 | Estonia | 4.45 |
| 32 | Lithuania | 4.39 |
| 33 | Jamaica | 4.39 |
| 34 | Malaysia | 4.35 |
| 35 | Poland | 4.27 |
| 36 | Israel | 4.21 |
| 37 | Trinidad and Tobago | 4.21 |
| 38 | Slovak Republic | 4.19 |
| 39 | Portugal | 4.19 |
| 40 | Panama | 4.18 |
| 41 | Latvia | 4.05 |
| 42 | Iceland | 3.97 |
| 43 | Canada | 3.96 |
| 44 | China | 3.95 |
| 45 | Sri Lanka | 3.90 |
| 46 | Croatia | 3.89 |
| 47 | Oman | 3.88 |
| 48 | Greece | 3.75 |
| 49 | Azerbaijan | 3.71 |
| 50 | New Zealand | 3.68 |
| 51 | Cyprus | 3.67 |
| 52 | Ecuador | 3.60 |
| 53 | Australia | 3.57 |
| 54 | Turkey | 3.54 |
| 55 | Norway | 3.48 |
| 56 | Rwanda | 3.46 |
| 57 | Kuwait | 3.46 |
| 58 | Dominican Republic | 3.45 |
| 59 | South Africa | 3.40 |
| 60 | Morocco | 3.38 |
| 61 | Chile | 3.33 |
| 62 | Macedonia, FYR | 3.30 |
| 63 | Georgia | 3.28 |
| 64 | Saudi Arabia | 3.28 |
| 65 | Montenegro | 3.23 |
| 66 | Namibia | 3.20 |
| 67 | Côte d'Ivoire | 3.20 |
| 68 | Mexico | 3.20 |
| 69 | Indonesia | 3.20 |
| 70 | Kenya | 3.13 |
| 71 | Vietnam | 3.12 |
| 72 | Thailand | 3.11 |
| 73 | Bulgaria | 3.11 |
| 74 | Bangladesh | 3.11 |
| 75 | Iran, Islamic Rep. | 3.10 |
| 76 | Cape Verde | 3.07 |
| 77 | Albania | 3.06 |
| 78 | Russian Federation | 3.05 |
| 79 | Jordan | 3.04 |
| 80 | Pakistan | 3.03 |
| 81 | Ukraine | 3.01 |
| 82 | Egypt | 2.97 |
| 83 | Honduras | 2.97 |
| 84 | Gambia, The | 2.96 |
| 85 | El Salvador | 2.95 |
| 86 | Lebanon | 2.92 |
| 87 | Senegal | 2.90 |
| 88 | Armenia | 2.86 |
| 89 | Botswana | 2.84 |
| 90 | Ethiopia | 2.80 |
| 91 | Kazakhstan | 2.80 |
| 92 | Romania | 2.80 |
| 93 | Uruguay | 2.78 |
| 94 | Serbia | 2.77 |
| 95 | Tunisia | 2.71 |
| 96 | Nicaragua | 2.70 |
| 97 | Guatemala | 2.68 |
| 98 | Ghana | 2.66 |
| 99 | Costa Rica | 2.64 |
| 100 | Argentina | 2.60 |
| 101 | Tajikistan | 2.59 |
| 102 | Tanzania | 2.57 |
| 103 | Moldova | 2.55 |
| 104 | Bhutan | 2.54 |
| 105 | Algeria | 2.53 |
| 106 | Bosnia and Herzegovina | 2.48 |
| 107 | Philippines | 2.47 |
| 108 | Cambodia | 2.44 |
| 109 | Peru | 2.43 |
| 110 | Zimbabwe | 2.41 |
| 111 | Lao PDR | 2.39 |
| 112 | Brazil | 2.36 |
| 113 | Zambia | 2.35 |
| 114 | Benin | 2.34 |
| 115 | Burundi | 2.34 |
| 116 | Colombia | 2.32 |
| 117 | Uganda | 2.28 |
| 118 | Sierra Leone | 2.27 |
| 119 | Mali | 2.27 |
| 120 | Cameroon | 2.25 |
| 121 | Gabon | 2.22 |
| 122 | Bolivia | 2.18 |
| 123 | Mongolia | 2.13 |
| 124 | Mozambique | 2.12 |
| 125 | Paraguay | 2.10 |
| 126 | Nigeria | 2.07 |
| 127 | Malawi | 2.06 |
| 128 | Kyrgyz Republic | 2.05 |
| 129 | Yemen | 2.04 |
| 130 | Venezuela | 2.03 |
| 131 | Chad | 2.00 |
| 132 | Madagascar | 2.00 |
| 133 | Mauritania | 1.98 |
| 134 | Lesotho | 1.92 |
| 135 | Nepal | 1.91 |
| 136 | Congo, Democratic Rep. | 1.79 |

## Pillar 12: Tourist Service Infrastructure

| Rank | Economy | Score |
|---|---|---|
| 1 | Austria | 6.67 |
| 2 | Spain | 6.66 |
| 3 | United States | 6.59 |
| 4 | Portugal | 6.37 |
| 5 | Croatia | 6.26 |
| 6 | Switzerland | 6.20 |
| 7 | United Kingdom | 6.16 |
| 8 | Australia | 6.06 |
| 9 | Germany | 6.00 |
| 10 | Canada | 5.97 |
| 11 | Italy | 5.96 |
| 12 | Luxembourg | 5.91 |
| 13 | Iceland | 5.82 |
| 14 | Bulgaria | 5.80 |
| 15 | Ireland | 5.76 |
| 16 | Thailand | 5.76 |
| 17 | France | 5.70 |
| 18 | Greece | 5.70 |
| 19 | New Zealand | 5.69 |
| 20 | Cyprus | 5.63 |
| 21 | Malta | 5.50 |
| 22 | Estonia | 5.46 |
| 23 | Norway | 5.43 |
| 24 | Singapore | 5.42 |
| 25 | Slovenia | 5.40 |
| 26 | Israel | 5.40 |
| 27 | United Arab Emirates | 5.37 |
| 28 | Montenegro | 5.36 |
| 29 | Japan | 5.33 |
| 30 | Costa Rica | 5.33 |
| 31 | Belgium | 5.29 |
| 32 | Czech Republic | 5.10 |
| 33 | Qatar | 5.04 |
| 34 | Sweden | 5.04 |
| 35 | Bahrain | 4.93 |
| 36 | Mauritius | 4.93 |
| 37 | Barbados | 4.90 |
| 38 | Panama | 4.88 |
| 39 | Brazil | 4.88 |
| 40 | Netherlands | 4.86 |
| 41 | Denmark | 4.77 |
| 42 | Turkey | 4.74 |
| 43 | Mexico | 4.68 |
| 44 | Finland | 4.68 |
| 45 | Peru | 4.67 |
| 46 | Malaysia | 4.66 |
| 47 | Saudi Arabia | 4.65 |
| 48 | Latvia | 4.64 |
| 49 | Jamaica | 4.61 |
| 50 | Korea, Rep. | 4.60 |
| 51 | Dominican Republic | 4.60 |
| 52 | Cape Verde | 4.60 |
| 53 | Taiwan, China | 4.54 |
| 54 | Argentina | 4.53 |
| 55 | Russian Federation | 4.46 |
| 56 | Chile | 4.45 |
| 57 | Hungary | 4.44 |
| 58 | Lithuania | 4.42 |
| 59 | South Africa | 4.40 |
| 60 | Hong Kong SAR | 4.39 |
| 61 | Uruguay | 4.39 |
| 62 | Romania | 4.37 |
| 63 | Slovak Republic | 4.34 |
| 64 | Lebanon | 4.29 |
| 65 | Poland | 4.19 |
| 66 | Jordan | 4.14 |
| 67 | Oman | 4.10 |
| 68 | Trinidad and Tobago | 4.10 |
| 69 | Tunisia | 4.08 |
| 70 | Georgia | 4.03 |
| 71 | Ukraine | 4.00 |
| 72 | Macedonia, FYR | 3.99 |
| 73 | Namibia | 3.96 |
| 74 | Armenia | 3.94 |
| 75 | Ecuador | 3.94 |
| 76 | Serbia | 3.92 |
| 77 | Albania | 3.91 |
| 78 | Bosnia and Herzegovina | 3.89 |
| 79 | Kuwait | 3.84 |
| 80 | Morocco | 3.83 |
| 81 | Guatemala | 3.74 |
| 82 | Colombia | 3.69 |
| 83 | Honduras | 3.68 |
| 84 | Botswana | 3.55 |
| 85 | Nicaragua | 3.51 |
| 86 | Lao PDR | 3.47 |
| 87 | Philippines | 3.43 |
| 88 | Paraguay | 3.34 |
| 89 | Azerbaijan | 3.33 |
| 90 | Bolivia | 3.28 |
| 91 | El Salvador | 3.28 |
| 92 | China | 3.23 |
| 93 | Egypt | 3.22 |
| 94 | Sri Lanka | 3.22 |
| 95 | Kenya | 3.18 |
| 96 | Indonesia | 3.12 |
| 97 | Kazakhstan | 3.11 |
| 98 | Senegal | 3.11 |
| 99 | Venezuela | 3.10 |
| 100 | Uganda | 3.05 |
| 101 | Côte d'Ivoire | 2.95 |
| 102 | Cambodia | 2.93 |
| 103 | Tanzania | 2.85 |
| 104 | Mozambique | 2.83 |
| 105 | Moldova | 2.80 |
| 106 | Zimbabwe | 2.79 |
| 107 | Gambia, The | 2.79 |
| 108 | Nigeria | 2.72 |
| 109 | Bhutan | 2.71 |
| 110 | India | 2.70 |
| 111 | Mongolia | 2.69 |
| 112 | Madagascar | 2.69 |
| 113 | Vietnam | 2.65 |
| 114 | Zambia | 2.63 |
| 115 | Mali | 2.58 |
| 116 | Iran, Islamic Rep. | 2.53 |
| 117 | Gabon | 2.49 |
| 118 | Lesotho | 2.49 |
| 119 | Cameroon | 2.44 |
| 120 | Mauritania | 2.44 |
| 121 | Benin | 2.44 |
| 122 | Ghana | 2.42 |
| 123 | Rwanda | 2.35 |
| 124 | Nepal | 2.35 |
| 125 | Pakistan | 2.31 |
| 126 | Malawi | 2.22 |
| 127 | Yemen | 2.20 |
| 128 | Kyrgyz Republic | 2.20 |
| 129 | Ethiopia | 2.17 |
| 130 | Tajikistan | 2.12 |
| 131 | Algeria | 2.06 |
| 132 | Chad | 2.00 |
| 133 | Bangladesh | 1.93 |
| 134 | Congo, Democratic Rep. | 1.91 |
| 135 | Sierra Leone | 1.87 |
| 136 | Burundi | 1.84 |

## Pillar 13: Natural Resources

| Rank | Economy | Score |
|---|---|---|
| 1 | Brazil | 6.13 |
| 2 | Mexico | 5.63 |
| 3 | Costa Rica | 5.43 |
| 4 | Peru | 5.27 |
| 5 | China | 5.25 |
| 6 | Australia | 5.21 |
| 7 | Thailand | 4.95 |
| 8 | Tanzania | 4.93 |
| 9 | Spain | 4.91 |
| 10 | United States | 4.90 |
| 11 | Ecuador | 4.85 |
| 12 | Italy | 4.78 |
| 13 | France | 4.77 |
| 14 | Indonesia | 4.75 |
| 15 | Kenya | 4.73 |
| 16 | United Kingdom | 4.64 |
| 17 | Panama | 4.61 |
| 18 | Venezuela | 4.60 |
| 19 | Canada | 4.57 |
| 20 | Croatia | 4.50 |
| 21 | New Zealand | 4.48 |
| 22 | Colombia | 4.47 |
| 23 | South Africa | 4.41 |
| 24 | India | 4.39 |
| 25 | Argentina | 4.36 |
| 26 | Japan | 4.31 |
| 27 | Nepal | 4.21 |
| 28 | Malaysia | 4.14 |
| 29 | Austria | 4.11 |
| 30 | Norway | 4.10 |
| 31 | Sri Lanka | 4.06 |
| 32 | Greece | 4.06 |
| 33 | Congo, Democratic Rep. | 4.06 |
| 34 | Vietnam | 4.02 |
| 35 | Germany | 3.98 |
| 36 | Bolivia | 3.96 |
| 37 | Philippines | 3.95 |
| 38 | Portugal | 3.88 |
| 39 | Russian Federation | 3.85 |
| 40 | Namibia | 3.84 |
| 41 | Bulgaria | 3.82 |
| 42 | Slovenia | 3.78 |
| 43 | Switzerland | 3.74 |
| 44 | Uganda | 3.73 |
| 45 | Guatemala | 3.72 |
| 46 | Zambia | 3.69 |
| 47 | Morocco | 3.62 |
| 48 | Zimbabwe | 3.61 |
| 49 | Hong Kong SAR | 3.53 |
| 50 | Botswana | 3.52 |
| 51 | Bhutan | 3.52 |
| 52 | Iceland | 3.50 |
| 53 | Honduras | 3.48 |
| 54 | Côte d'Ivoire | 3.45 |
| 55 | Taiwan, China | 3.44 |
| 56 | Slovak Republic | 3.43 |
| 57 | Senegal | 3.38 |
| 58 | Nicaragua | 3.31 |
| 59 | Chile | 3.30 |
| 60 | Cameroon | 3.29 |
| 61 | Denmark | 3.27 |
| 62 | Cambodia | 3.20 |
| 63 | Dominican Republic | 3.16 |
| 64 | Malta | 3.08 |
| 65 | Sweden | 3.08 |
| 66 | Madagascar | 3.05 |
| 67 | Jamaica | 3.05 |
| 68 | Romania | 2.99 |
| 69 | Ethiopia | 2.99 |
| 70 | Turkey | 2.98 |
| 71 | Lao PDR | 2.98 |
| 72 | Poland | 2.98 |
| 73 | Mozambique | 2.93 |
| 74 | Malawi | 2.91 |
| 75 | Cyprus | 2.90 |
| 76 | Finland | 2.88 |
| 77 | Ireland | 2.84 |
| 78 | Rwanda | 2.75 |
| 79 | Mongolia | 2.75 |
| 80 | Tajikistan | 2.75 |
| 81 | Gabon | 2.74 |
| 82 | Chad | 2.73 |
| 83 | Trinidad and Tobago | 2.71 |
| 84 | Ghana | 2.70 |
| 85 | Benin | 2.67 |
| 86 | Luxembourg | 2.65 |
| 87 | Oman | 2.62 |
| 88 | Hungary | 2.61 |
| 89 | Armenia | 2.60 |
| 90 | Montenegro | 2.58 |
| 91 | United Arab Emirates | 2.57 |
| 92 | Kazakhstan | 2.55 |
| 93 | Israel | 2.55 |
| 94 | Tunisia | 2.55 |
| 95 | Mali | 2.53 |
| 96 | Uruguay | 2.53 |
| 97 | Egypt | 2.49 |
| 98 | Czech Republic | 2.47 |
| 99 | Saudi Arabia | 2.46 |
| 100 | Iran, Islamic Rep. | 2.45 |
| 101 | Estonia | 2.45 |
| 102 | Mauritius | 2.44 |
| 103 | Singapore | 2.42 |
| 104 | Kyrgyz Republic | 2.42 |
| 105 | Nigeria | 2.40 |
| 106 | Georgia | 2.39 |
| 107 | Bangladesh | 2.39 |
| 108 | Latvia | 2.38 |
| 109 | Azerbaijan | 2.38 |
| 110 | El Salvador | 2.35 |
| 111 | Gambia, The | 2.34 |
| 112 | Sierra Leone | 2.33 |
| 113 | Mauritania | 2.31 |
| 114 | Korea, Rep. | 2.29 |
| 115 | Ukraine | 2.26 |
| 116 | Paraguay | 2.26 |
| 117 | Jordan | 2.26 |
| 118 | Barbados | 2.26 |
| 119 | Netherlands | 2.25 |
| 120 | Pakistan | 2.24 |
| 121 | Lithuania | 2.23 |
| 122 | Belgium | 2.20 |
| 123 | Albania | 2.19 |
| 124 | Algeria | 2.16 |
| 125 | Macedonia, FYR | 2.14 |
| 126 | Lesotho | 2.09 |
| 127 | Cape Verde | 2.09 |
| 128 | Lebanon | 2.09 |
| 129 | Burundi | 2.04 |
| 130 | Serbia | 2.01 |
| 131 | Kuwait | 1.95 |
| 132 | Yemen | 1.86 |
| 133 | Qatar | 1.81 |
| 134 | Bosnia and Herzegovina | 1.81 |
| 135 | Bahrain | 1.67 |
| 136 | Moldova | 1.60 |

## Pillar 14: Cultural Resources and Business Travel

| Rank | Economy | Score |
|---|---|---|
| 1 | China | 6.94 |
| 2 | Spain | 6.85 |
| 3 | France | 6.75 |
| 4 | Japan | 6.53 |
| 5 | Italy | 6.46 |
| 6 | Germany | 6.28 |
| 7 | United Kingdom | 5.96 |
| 8 | Brazil | 5.75 |
| 9 | India | 5.28 |
| 10 | Mexico | 5.26 |
| 11 | Australia | 4.95 |
| 12 | Korea, Rep. | 4.95 |
| 13 | United States | 4.84 |
| 14 | Argentina | 4.54 |
| 15 | Canada | 4.14 |
| 16 | Turkey | 4.10 |
| 17 | Belgium | 4.09 |
| 18 | Portugal | 3.89 |
| 19 | South Africa | 3.38 |
| 20 | Colombia | 3.37 |
| 21 | Netherlands | 3.36 |
| 22 | Egypt | 3.31 |
| 23 | Indonesia | 3.28 |
| 24 | Peru | 3.28 |
| 25 | Russian Federation | 3.23 |
| 26 | Taiwan, China | 3.15 |
| 27 | Greece | 3.08 |
| 28 | Singapore | 3.07 |
| 29 | Austria | 3.06 |
| 30 | Vietnam | 3.02 |
| 31 | Hong Kong SAR | 2.98 |
| 32 | Sweden | 2.97 |
| 33 | Ireland | 2.91 |
| 34 | Malaysia | 2.88 |
| 35 | Switzerland | 2.87 |
| 36 | Poland | 2.84 |
| 37 | Thailand | 2.83 |
| 38 | Iran, Islamic Rep. | 2.78 |
| 39 | Croatia | 2.77 |
| 40 | Chile | 2.67 |
| 41 | Morocco | 2.50 |
| 42 | Czech Republic | 2.41 |
| 43 | Denmark | 2.28 |
| 44 | New Zealand | 2.28 |
| 45 | Hungary | 2.27 |
| 46 | Romania | 2.27 |
| 47 | Norway | 2.22 |
| 48 | Venezuela | 2.21 |
| 49 | Saudi Arabia | 2.19 |
| 50 | United Arab Emirates | 2.18 |
| 51 | Ukraine | 2.14 |
| 52 | Bulgaria | 2.12 |
| 53 | Algeria | 2.10 |
| 54 | Finland | 2.09 |
| 55 | Bolivia | 2.03 |
| 56 | Ecuador | 2.01 |
| 57 | Israel | 2.00 |
| 58 | Oman | 1.94 |
| 59 | Pakistan | 1.94 |
| 60 | Philippines | 1.92 |
| 61 | Nigeria | 1.91 |
| 62 | Mongolia | 1.83 |
| 63 | Uruguay | 1.82 |
| 64 | Cyprus | 1.78 |
| 65 | Mali | 1.75 |
| 66 | Costa Rica | 1.75 |
| 67 | Panama | 1.74 |
| 68 | Luxembourg | 1.74 |
| 69 | Azerbaijan | 1.73 |
| 70 | Ethiopia | 1.66 |
| 71 | Serbia | 1.65 |
| 72 | Sri Lanka | 1.65 |
| 73 | Guatemala | 1.65 |
| 74 | Bangladesh | 1.64 |
| 75 | Kazakhstan | 1.64 |
| 76 | Cambodia | 1.63 |
| 77 | Kenya | 1.63 |
| 78 | Estonia | 1.59 |
| 79 | Uganda | 1.58 |
| 80 | Qatar | 1.58 |
| 81 | Georgia | 1.56 |
| 82 | Kyrgyz Republic | 1.56 |
| 83 | Tunisia | 1.55 |
| 84 | Slovak Republic | 1.53 |
| 85 | Honduras | 1.52 |
| 86 | Tanzania | 1.50 |
| 87 | Lithuania | 1.50 |
| 88 | Malta | 1.49 |
| 89 | El Salvador | 1.48 |
| 90 | Iceland | 1.47 |
| 91 | Ghana | 1.47 |
| 92 | Slovenia | 1.46 |
| 93 | Zimbabwe | 1.45 |
| 94 | Dominican Republic | 1.45 |
| 95 | Paraguay | 1.44 |
| 96 | Senegal | 1.43 |
| 97 | Lebanon | 1.43 |
| 98 | Latvia | 1.41 |
| 99 | Armenia | 1.40 |
| 100 | Madagascar | 1.40 |
| 101 | Jamaica | 1.39 |
| 102 | Bosnia and Herzegovina | 1.37 |
| 103 | Nicaragua | 1.36 |
| 104 | Congo, Democratic Rep. | 1.36 |
| 105 | Macedonia, FYR | 1.35 |
| 106 | Botswana | 1.35 |
| 107 | Lao PDR | 1.35 |
| 108 | Tajikistan | 1.34 |
| 109 | Mauritius | 1.34 |
| 110 | Malawi | 1.34 |
| 111 | Yemen | 1.33 |
| 112 | Bahrain | 1.32 |
| 113 | Trinidad and Tobago | 1.31 |
| 114 | Cameroon | 1.30 |
| 115 | Rwanda | 1.29 |
| 116 | Sierra Leone | 1.29 |
| 117 | Nepal | 1.28 |
| 118 | Jordan | 1.28 |
| 119 | Zambia | 1.27 |
| 120 | Côte d'Ivoire | 1.26 |
| 121 | Bhutan | 1.25 |
| 122 | Mozambique | 1.25 |
| 123 | Barbados | 1.18 |
| 124 | Gabon | 1.18 |
| 125 | Kuwait | 1.18 |
| 126 | Benin | 1.17 |
| 127 | Namibia | 1.17 |
| 128 | Gambia, The | 1.16 |
| 129 | Moldova | 1.16 |
| 130 | Burundi | 1.15 |
| 131 | Albania | 1.14 |
| 132 | Montenegro | 1.11 |
| 133 | Mauritania | 1.08 |
| 134 | Cape Verde | 1.05 |
| 135 | Chad | 1.03 |
| 136 | Lesotho | 1.02 |

# Part 2

## Views from Leaders in Travel & Tourism

# Boomers to the Rescue

**Jack Forestell**
Head of Global Merchant Sales & Solutions, VISA

**Wayne Best**
Chief Economist, VISA

Internationalism is booming.

Yes, we know that pundits and pollsters are bearish on globalization. But tech-savvy seniors are racking up passport stamps like never before. Over the next decade, international travel will become more common and easily attainable due to three trends: an expanding global middle class, an ageing global population, and improved technology and infrastructure.

Our optimism is backed by data. We estimate that travel spending will reach an average of $5,305 a year per traveller by 2025[1]—and that does not include costs spent before a trip, such as for an airline ticket. We are seeing a rising "traveller class" that will spend a growing portion of its household income on cross-border travel. Tomorrow's travelling class will likely be much older and hail from the emerging markets—very different from today's typical international traveller.

In every region, populations are ageing, with senior citizens representing the fastest growing demographic globally. By 2025, seniors will account for 11% of the world's population. This shift is more pronounced in developed countries, where 22% of all citizens will be seniors versus 9% in emerging markets. For example, senior citizens will comprise 20% of Europe's population by 2025, up from 17% today. The rate of ageing is also strong in Asia and South America, where the percentage of over-65s will rise from 6% in 2004 to more than 10% in 2025.[2]

But what does this shift mean for the travel and tourism industry? Although seniors tend to have more time and financial resources than younger groups, they only travel half as much as the other age groups. At Visa, we re-examined why travel by seniors tends to drop off. We sampled 6 million people in 25 of the US cities that are most active when it comes to international travel.[3]

What did we find? First of all, we discovered that age is secondary to income in cross-border travel. One in five individuals with an annual income of $150,000 or more travel internationally at least once each year. As income levels fall, so does travel propensity, with health and ageing secondary compared to income. Those who have the financial means travel regardless of their age. Affluent seniors continue travelling abroad well into their seventies.

The improvements in internet connectivity globally continue to play an important role in adding peace of mind by simplifying trip planning, while improved transportation infrastructure makes the trip itself more enjoyable. But innovative companies are using digital platforms to further enhance the travel experience. They not only encourage greater spontaneity in travel, but also provide a broader array of personalized travel and tourism options. We continue to see new technologies and innovations being introduced globally, focusing on new ways to pay, including payment wearables and mobile phones, letting consumers swipe, dip, tap or click their way all around the globe.

We believe that globe-trotting baby boomers will remain a critical demographic for the global tourism industry for years to come, and that the global travel and tourism industry's ability to attract tech-savvy and affluent travellers over the age of 65 has the potential to emerge as a differentiator for countries and destinations.

## Table: Travel propensity (percentage)

| Visa cardholder age | Annual income: Under $50K | $50–$75K | $75–$100K | $100–$150K | $150K+ |
|---|---|---|---|---|---|
| Under 35 | 10 | 12 | 13 | 15 | 18 |
| 35-49 | 11 | 12 | 15 | 17 | 20 |
| 50-54 | 10 | 11 | 14 | 17 | 22 |
| 55-59 | 9 | 11 | 13 | 16 | 22 |
| 60-64 | 9 | 10 | 13 | 16 | 21 |
| 65-69 | 8 | 10 | 13 | 16 | 21 |
| 70-74 | 8 | 10 | 13 | 16 | 21 |
| 75-79 | 7 | 9 | 11 | 15 | 19 |
| 80+ | 4 | 5 | 7 | 8 | 11 |

Percentages measure the share of population, segmented by age and income that have travelled internationally in 2015.

**Source:** VisaNet, Transunion, Axciom, Visa Business and Economic Insights calculations.

## Notes

1 Visa, *Mapping the Future of Global Travel and Tourism,* 2016, https://usa.visa.com/partner-with-us/visa-performance-solutions/global-travel-and-tourism-insights.html.

2 Oxford Economics, *Global Economic Database,* April 2016.

3 Visa Business and Economic Insights, 2016.

# Disrupting Travel for 2030: Building Bridges Not Walls

Arne Sorenson
President and CEO, Marriott International

**"We build too many walls and not enough bridges."**
—Isaac Newton

The world is on the move. People from across the globe are traveling more than ever before. By 2030, a global population of 8.5 billion people will take nearly 2 billion international trips.[1] Most of the growth will come from outside of the United States—in Africa, Asia and the Middle East. Travel drives economic growth and job opportunities—it's good for my company's business—and it promotes peace and understanding across cultures.

But all this increased travel is taking place in an antiquated system built in the 1960s—and the strain on the system shows. Today, more than 1.2 billion international travellers go to great costs and lengths to obtain a visa, waste time waiting in lines, all with old-fashioned paper documents in hand. We face new challenges that can't be addressed by legacy systems. The real threats—like terrorism and disease—go beyond borders and the ability of any one country to control.

We cannot confront these modern challenges with medieval tactics like building walls to separate us. With modern technologies and the right tools, we can construct a new framework for the future of travel to keep us connected and make us all safer.

## Digital Authentication

The right to travel should be based on who you are, not where you were born or the colour of your passport. The current system is outdated; it's not just unfair, it's inefficient. Over the last decade, we've seen would-be terrorists traveling with passports from countries long seen as low risk.

We are beginning to move to a future where travel is facilitated by your digital identity, built with unique biometrics and "pushed" out to governments and companies, with permission, to ease travel. The private sector can—and already is—helping to build these capabilities, through innovative companies working on completely digital passports and visas. But we need to move faster.

Biometrics need to be regularly collected so that global citizens can travel and engage more seamlessly in countries around the world. India's ambitious countrywide biometric collection program passed the 1 billion mark in April 2016 and is beginning to serve as a model for other forward-thinking countries.[2]

Privacy is paramount and customers have the right to "own" their digital identity and decide which governments and companies to share it with; and in exchange for sharing more personal data, travellers will experience safer, more streamlined travel.

## Global Communication

Governments will also need to adopt new policies that enable greater information and data-sharing across national borders. Building these digital bridges will enable security agencies to integrate many disparate national systems and better protect their borders and citizens by allowing them to focus resources on the true threats. Many countries have already taken steps to increase information-sharing with trusted allies and partners. We need to build off of the success of existing bilateral and regional verified traveller programs (like the UK's Registered Traveller Service, https://www.gov.uk/registered-traveller, or TSA Pre-Check https://www.tsa.gov/precheck in the United States) to create a truly global system. Governments would have access to more and better information through a new integrated platform.

Such digital integration will also allow countries to use the data to assess a traveller's level of "risk," perhaps through a system similar to how a credit score assesses a borrower's financial risk. More accurate information will enable governments to more effectively pre-vet the majority of passengers and devote more resources to identify and vet travellers that require further investigation. According to INTERPOL, between 2002 and 2013 almost 40 million travel documents were reported as lost or stolen. False and stolen passports are often linked to asylum seekers, terrorists and criminals. Moving to a fully digital process built on biometrics will help to protect and verify a traveller's identity and significantly reduce the risk of stolen papers falling into the wrong hands.

Revolutionizing the way we travel beyond our national borders won't be easy. It will require governments working together with the best the private sector has to offer in order to build a secure, successful system that citizens will use and trust. But if we're going to get the world ready for 1.8 billion international travellers in a little over a decade, we'll need to disrupt the status quo and work together to erect smart bridges, not outdated walls.

## Notes

1 UNWTO, *International tourists to hit 1.8 billion by 2030*, http://media.unwto.org/en/press-release/2011-10-11/international-tourists-hit-18-billion-2030.

2 Estopace, Eden, "India's national biometric identification program gathers momentum", *Enterprise Innovation,* 17 October 2016, http://www.enterpriseinnovation.net/article/indias-national-biometric-identification-program-gathers-momentum-1466044055.

# A Security Gap: It is Time for Change

**Jürgen Stock**
Secretary General, INTERPOL

According to German philosopher Georg Wilhelm Friedrich Hegel, what we learn from history is that we learn nothing from history. Year after year, we see this play out in the travel industry: when it comes to keeping travellers safe, we keep making the same mistakes.

In 1993, when Ramzi Yousef carried out the first World Trade Center bombing, he did so after entering the United States on a stolen Iraqi passport. In 2004, Alan Jay Horowitz fled the US while on parole after having spent 13 years in jail on multiple counts of child sexual abuse. Years later, after travelling extensively through Asia, he was arrested in India in possession of a stolen British passport. We will never know how many children were sexually abused as a consequence of his ability to travel the world freely using that passport.

Time and again criminals, terrorists and fugitives rely on stolen and lost travel documents. And yet while we know how dangerous these documents can be in the wrong hands—the *9/11 Commission Report* said they are "as important as weapons" for terrorists—not enough is being done.

Today, when you travel, you have to throw away liquids, remove your belt and shoes, and pass through an X-ray scanner. Access gates are heavily guarded. Terminal entrances, fuel depots and luggage storage facilities are constantly monitored.

But another, even more simple step is often overlooked. In 2002, INTERPOL created the Global Repository of Stolen and Lost Travel Documents. With a simple swipe, authorities can see whether an individual is attempting to travel using a document that is not theirs. As simple as it is, this step is not systematically carried out in most airports—leaving a gaping, senseless hole in the security systems trusted by passengers worldwide.

The failure by countries to systematically screen identity documents leaves the air traffic industry alone to face this threat, leading to delays and disruption to passengers. While the situation is severe now, it risks becoming unmanageable, with passenger numbers forecast to reach nearly 2 billion by 2030.

So where does the solution lie? Around the world law enforcement and border agencies face budget cuts, yet are still expected to do more with less. At the same time, political considerations and interagency rivalries often prevent the most common sense solutions from being adopted, despite decades of innovation, a global digital revolution and the number of times the aviation industry has been a terror target.

It is time for change, and passengers should be at the centre of this.

In partnership with states, passengers should get joint control of their digital biometric record through advanced visa clearance systems, allowing them to "push" this virtual identity to authorities for pre-clearance. In doing so, the passenger helps join the information dots, allowing us to better focus on those individuals who pose a threat, while at the same time reducing disruption.

Enabling passengers to voluntarily participate in a biometric data sharing programme that would enable swift and more accurate identity checks will add another layer to aviation and border security.

To me, international borders are at a crossroads—and so is our global security. We can continue to ignore the associated risks, or we can bring about change on a grand scale, proving that technology and security systems can work for and with us.

Passengers can become part of the solution, mitigating the risks and ensuring borders are not an open door to threats, but a gateway to opportunity.

# Tourism is a Tool for Tolerance, And We Need More Of That

**Peter De Wilde**
President, European Travel Commission

In the tourism business, we deliver personal benefit with social impact. We facilitate the movement of hundreds of millions of people around the globe every year. Although there are many reasons for these journeys, each of them results in experiences of new places and new people. And that is a good thing. As former US President John F. Kennedy put it, "travel has become one of the great forces for peace and understanding in our time. As people move throughout the world and learn to know each other's customs and to appreciate the qualities of individuals of each nation, we are building a level of international understanding which can sharply improve the atmosphere for world peace."

Tourism fosters cross-cultural interaction. When organized in a sustainable way and in harmony with the interests of local communities, it reduces prejudice and promotes goodwill. It builds tolerance and understanding.

Recent events indicate that some countries are becoming more inward looking. The United Kingdom's vote to leave the European Union is a notable example of this, alongside the rise of protectionist rhetoric elsewhere. We therefore need tourism to grow now more than ever.

Terrorism activity in continental Europe has led policy-makers to focus on enhanced security measures at the expense of freedom to travel. And proposals to further liberalize travel within the Schengen Area have been put on ice. But this is the wrong choice for governments to make. In view of the above, you might even call it a short-sighted and therefore immoral choice.

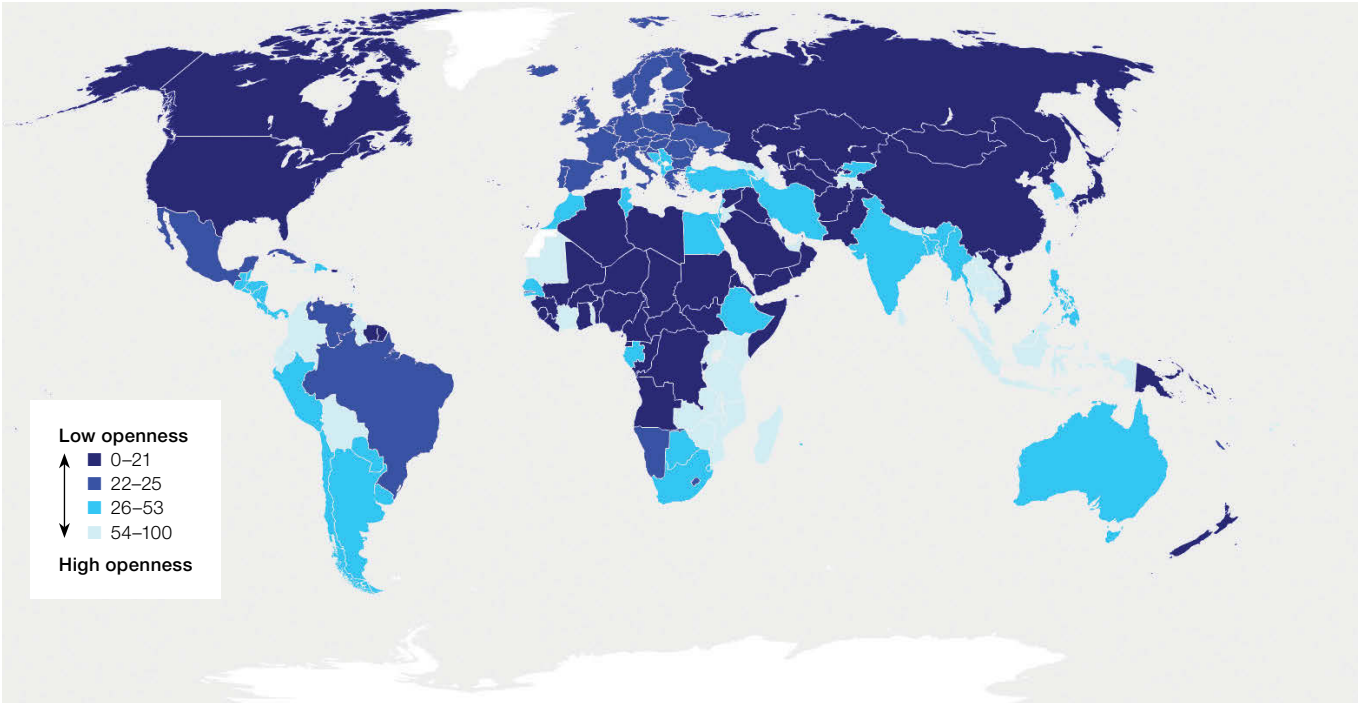
While our citizens' security must be preeminent, maintaining or growing barriers to visitation actually increases the risk over the long term. It may address the symptom but it does nothing to provide a cure. We would benefit instead from greater openness.

## Travel Barriers Impact Competitiveness

The UNWTO tells us that the share of tourists requiring a visa prior to travelling continues to decline and is at its lowest level ever. In 2016, 42% of the world population could travel without obtaining a traditional visa prior to departure, compared to only 23% in 2008.

While progress is being made, the vast majority of international travellers still require a visa before being able to travel. And although there is growth in the number who held an

Tourism Visa Openness Index 2016




**Source:** UNWTO, 2017.

e-visa or who obtained a visa on arrival, only one-in-five global travellers needed no visa at all to reach their destination last year. That is the same proportion that it was in 1980.

European and North American nations have some of the world's most restrictive visa regimes. By doing so, they are choosing to put in place barriers that reduce their competitiveness and limit tourism growth.

I believe that visa liberalization should be viewed as a tool for greater competitiveness rather than a barrier to growth. Nations can employ a variety of tools to boost their competitiveness such as improving the nature and longevity of whatever visas are issued, and reducing the administrative burden in applying for them.

Yet the single most impactful action that nations can take is to grow the number of countries with whom they have visa waiver agreements in order to reduce the number of tourists requiring any type of visa.

## The Economic and Social Prize

Improving Europe's competitiveness through visa liberalization would see the Continent grow its share of global tourism. In addition to the sociological bonus, there is a large economic prize on offer.

Research demonstrates that up to 84 million additional arrivals could be attracted to Europe over the next five years.[1] These visitors would spend up to €114 billion in our economies and help to generate an additional 615,000 jobs.

Economic growth at home can help generate economic opportunity, social cohesion and pride. It is something that governments should enthusiastically embrace. However let us remember that tourism is, first and foremost, a personal and social experience. The social benefit may be harder to quantify but it is nevertheless very real.

Now is a time when we need to build increased tolerance and understanding between people. Let us not respond to crises by increasing barriers to travel. Let us look instead to further stimulating travel and cultural exchange.

I encourage all nations to proactively commit to a programme of visa liberalization and I encourage you to reflect on the part that you can play in delivering on this ambition.

## Notes

1 European Trade Commission, *Improving the Visa Regimes of European Nations to Grow Tourism,* November 2015, http://www.etc-corporate.org/uploads/pdf/ETC%20Report%20-%20Improving%20the%20Visa%20Regimes%20of%20European%20Nations%20to%20Grow%20Tourism.pdf.

# The Perfect Trip


## Steve Singh

President of Business Networks and Applications, SAP


### Enabling the "Perfect Trip" through a Globally Connected Travel Platform

When Concur entered the travel business in 2006, we asked what the "Perfect Trip" would look like, and quickly realized that it's fundamentally about being connected. For travellers, that means seamless travel from planning the trip to boarding the plane to being reimbursed for expenses. For the business, it's about ensuring a clear and compliant approach for traveller safety, security and accountability.

We're a lot closer to the "Perfect Trip" today than we were back then. Today, you can go straight to your flight gate using an electronic boarding pass and bypass both taxi lines and hotel check-ins using apps. And in the US, you can speed through airport security and US customs by using TSA PreCheck and the Global Online Enrollment System (GOES) on your smartphone. That convenience even extends to travel between the US and Canada via the NEXUS program.

But when it comes to American travellers crossing international borders other than Canada, there's more to be done. What would it take to facilitate seamless, expedited travel to countries such as Japan, India or South Africa?

### Making the Case for an Open Platform Approach

One thing is clear: if we don't pursue smart, strategic ways to facilitate international travel, we're in for longer lines and increased risk. According to a 2014 study by the International Air Transport Association (IATA), the number of airline travelers will double by 2030—while our infrastructure will struggle to accommodate demand.[1]

The good news is, we don't have to trade security or compliance for convenience. Technology—specifically, an open-platform approach—can dramatically increase transparency for all involved in the travel process, while keeping travel secure. This approach will enhance data collection and extend important traveller context by giving travel constituents—vendors, airport security, even governments—the same access to high-value datasets.

In other words, if a person opts in to share their travel information, an open-platform approach will ensure that person's travel history, credentials and intent are shared from point to point, bridging geographies and disparate systems. Countries that might accept GOES credentials to expedite border crossings, for instance, would have visibility into a traveller's GOES information and other relevant context. And of course, the more entities agree to participate, the more robust and helpful the system will be.

And if we find a way to standardize that data across different jurisdictions to ensure all the necessary elements are in place for appropriate security checks, we will enhance security, compliance and convenience for all concerned.

### We Have the Technology—We Just Need to Build the Trust

To achieve all that, we don't have to start from scratch. We can adapt today's technology—biometrics, for example, facial recognition software that has proven to be more accurate than manual verification—to share a traveller's identity in a secure way, with whomever they choose.

But technology isn't the challenge—privacy is. To protect the individual's right to privacy, anyone who opts in should be able to make case-by-case decisions on with whom to share their data and how much data to share.

Earning the public's trust is vital, and transparency is a must. In order to standardize and collect data, we must commit to continuously building trust with travellers, travel vendors, airports, security teams—even governments. We can earn the trust of those who are accountable for security by being transparent and working with them to build a global standard for data. We can earn the trust of travellers by empowering them with control over who has access to their information.

At the end of the day, this must be a programme on which both travel and security professionals can rely. It wouldn't be easy, but I think it's an idea whose time has come.

### Notes

1 IATA. New IATA Passenger Forecast Reveals Fast-Growing Markets of the Future. 16 October 2014, http://www.iata.org/pressroom/pr/Pages/2014-10-16-01.aspx.

# Do More with Less: The Power of Innovation & Technology

**Enrique de la Madrid Cordero**
Secretary of Tourism of Mexico

We live in an era of fierce competition and slow economic growth—an era where having a buoyant travel and tourism industry, which fosters development, job creation and growth, can only be achieved through hard work and innovation.

Experience has shown that efforts shouldn't just be left to national organisms, like tourism ministries, boards or departments who often have budgetary constraints. Rather, local actors should join in in the development of new and innovative touristic products that will deliver value to both the travellers and the local community.

Today travellers want diverse and unique experiences, giving entrepreneurs the opportunity to create distinctive value propositions that will not only attract visitors, but will help transform their local economy. In Mexico, I have seen entrepreneurs successfully leverage our delicious cuisine, traditional Mayan handicrafts, colorful art and diverse sceneries to generate interests from tourists.

While tourism plays a critical role in nearly every country's economy, governmental budgets, both at the national and local level, don't measure up. The digital revolution has provided solutions to this challenge. In effect, the widespread access to the internet and the surge of social media and innovative online travel tools have made it much easier for a local product to have a regional or global impact.

New ideas and products can go viral in a matter of days, turning unknown destinations into global hotspots. And the best part of it is that most of these new channels can be employed without significant financial resources. All you need is creativity, talent and imagination.

Access to data, from the aggregate, to the segmented and even individual level, has enabled us to target our marketing efforts. Long gone are the days when we have one strategy for all; we can now appeal to the personal lifestyles and unique interests of people across the globe. By using big data, we can tailor our existing products and develop new ones to create a stronger emotional connection with travellers. We believe that through savvy marketing and an incredible experience, today's tourists will become tomorrow's ambassadors for our destination.

Yet to be able to seize these opportunities, we have to develop new capabilities in our industry—its institutions, companies and labor force—so we can keep up with the Fourth Industrial Revolution. So what can national entities and educational institutions do?

First, we must have the right infrastructure and service levels to deliver on the promise of better and personalized experiences—and this doesn't necessarily involve great sums of money. Tourism ministries and agencies should work with the service providers to adopt internationally recognized tourism standards, develop labour skills, remove bottlenecks and introduce policy changes.

And they should certainly help and participate in financing. First, by matching investors and developers, but also by designing special schemes with local or international development banks, and even venturing in public-private partnerships.

Governments should also identify their competitive advantages. Mexico, for instance, found a niche in medical tourism. We relied on our existing infrastructure but appealed to a whole new type of traveller, through policy adaption, promotional campaigns and alignment in economic incentives

Finally, and above all, governments need to be convinced of the value of tech-enabled and smart marketing initiatives. To me, it is the right path to grow our tourism industries. It enables us to promote sustainable economic growth and peaceful relations between all cultures, all without straining national budgets and risking financial stability.

# A Generation at Stake

**Christopher J. Nassetta**
President and CEO, Hilton Worldwide

Unemployment—and the lack of necessary skills for employment, particularly among youth under age 25—is one of the issues I hear about most as I speak with world leaders, hotel owners and employees in the thousands of communities where we operate. It's no surprise why: *The Economist* estimates that there may be as many as 290 million 15-to-24-year-olds not participating in the labour market. These 290 million bright minds—a group almost as large as the US population—could be making our communities stronger and bringing fresh solutions to the world's biggest challenges. By failing to invest the time, energy and resources needed to help these young people succeed, we're jeopardizing the future of the global economy.

This crisis has many roots. In some countries, the reasons are cultural—for instance, girls not receiving the same schooling or job opportunities. In others, they're tied to poor economic conditions or geopolitical issues like the refugee crisis.

There's also a real skills gap. Even in developed economies, where enrolment in upper secondary schools is often near 100%, nearly one in five students do not acquire a minimum level of basic skills needed to be gainfully employed. And McKinsey reports only 43% of employers can find enough skilled entry-level workers. Schooling and technical skills alone aren't enough; young people also need "soft skills" like communication, problem-solving and cross-cultural competencies to be successful.

One thing is certain: We are not investing nearly enough in creating opportunities for youth. A recent study by the International Youth Foundation (IYF) and the Center for Strategic and International Studies found multilateral agencies, bilateral donors, corporations and foundations allocated US$1.8 billion toward youth economic opportunity programs in developing countries in 2014. While that may sound like a lot, it's a drop in the bucket compared to other complex global issues. For example, IYF estimates water and sanitation programs received nearly US$13 billion in 2014, while agricultural development projects received US$12.65 billion.

The good news is we already have an important part of the solution. We know millions of young people are searching for jobs, and there are many sectors within the economy that are looking to hire. In fact, the travel and tourism industry—the largest employer in the world—is expected to generate 86 million new jobs by 2026. Having a strong base of passionate, driven, hard-working employees to fill those jobs is essential to our continued growth.

That's why companies across our industry are investing in training programs and partnerships with governments, NGOs and schools to ensure young people are prepared for and finding short-term jobs and longer-term career opportunities. In fact, Hilton has committed to helping at least one million young people by 2019 by connecting with them through our supply chain and volunteer programs, preparing them through our mentorship and training programs, or employing them directly. We're already halfway to this goal thanks to initiatives like our Youth in Hospitality Month, which this year reached more than 100,000 youth through projects in 74 countries.

But because this issue is bigger than any one company or industry, and because it's so multifaceted, we need to expand our response. This requires a broader commitment to helping young people become employable and employed. It also means sharing best practices and investing in research on what works so we can make faster and better progress. For example, we partner with IYF on The Global Youth Wellbeing Index, which summarizes data on youth wellbeing in key domains like education and employment to develop more effective solutions.[1] Finally, it means investing more government dollars in the public-private apprenticeship programs that have been so successful in getting young people ready for work. Right here in the Washington, DC area, for example, Virginia Governor Terry McAuliffe has launched an apprenticeship program as part of a comprehensive effort to help young Virginians join and succeed in the workforce. We need much more of this type of action.

As a father of six daughters, I see first-hand every day this generation's energy and fresh ideas. It's imperative that we work together to help youth advance. After all, we have a generation at stake, jobs to fill and economies to grow.

## Notes

1 http://www.youthindex.org/about/

Republished from the *Huffington Post*

# Tourism and Job Creation–Advancing the 2030 Development Agenda


## Taleb Rifai

Secretary General, World Tourism Organization (UNWTO)


### Jobs, Jobs, Jobs

According to the International Labour Organization (ILO), global unemployment reached 197.1 million in 2015 and by 2017 will surpass 200 million.

In these times of global uncertainty, equitable employment is essential to increasing social inclusion, peace and security. With 6% of the world's active population out of work, job creation must be at the forefront of our agendas and the potential of every economic sector to provide decent jobs should be utilized to its fullest.

One of the sectors with the highest such potential is travel and tourism, which continues to grow and stay resilient despite global challenges. Tourism provides 10% of the world's GDP, 7% of global trade and as many as one in every 11 jobs globally. In each of the six years following the global economic crisis of 2010, the number of international tourist arrivals around the world grew at 4% or above.

Beyond the direct impact, tourism reaches into many other sectors, such as construction, manufacturing and IT services, having a multiplier effect along the value chain. It is estimated that every job in the core tourism sector creates about 1.5 additional or indirect jobs in the tourism-related economy.

Because of this, tourism's contribution to recovery in recession-hit countries has been significant. For example in Spain, tourism—the country's top export sector—created 120,000 new jobs in 2015, providing direct or indirect employment to a total of 2.3 million people. Although the economic crisis led to a fall in total employment in the European Union (EU), this was not the case for the services sector, including the core tourism industries such as accommodation, which has had an average annual growth rate of 0.9 % since 2008.

Tourism is creating jobs for millions at a time when the failure to provide hope for a better future to people of all regions is one of our biggest global challenges. The sector's wide reach also stimulates entrepreneurship and growth of micro, small and medium-sized enterprises (MSMEs). MSMEs are the sector's main innovators and sources of economic diversification, as well as being major job creators across sectors.

With technology and innovation propelling the so-called 'collaborative economy', there are also many new employment opportunities in tourism that, if well regulated to safeguard quality, a level playing field and the rights of consumers and employees, can make a large contribution to job creation.

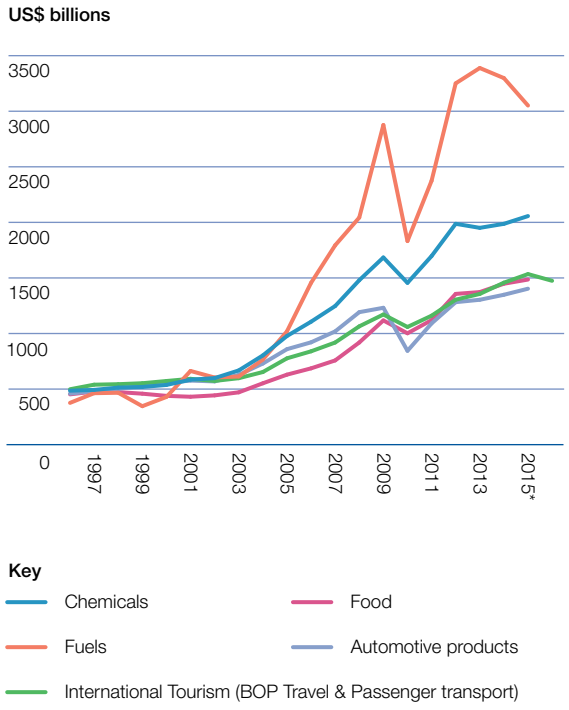
Yet, tourism's role in employment generation and entrepreneurship is often underestimated and undervalued in policy formulation and implementation.

### Placing People First

At the end of 2015, the global community agreed on a new sustainable development agenda for all—an agenda that will guide us to 2030. Tourism is included in this people-centred universal agenda as a target in three of the UN's 17 Sustainable Development Goals (SDGs), yet the sector can undoubtedly contribute to all 17 Goals, from marine resource conservation and poverty alleviation to gender equality and partnerships. In so doing, it can increase its contribution to an overarching aim of the SDGs and of the United Nations: enhancing social progress, peace and human rights.

Target 8.9 of SDG 8 sets as an objective "By 2030, devise and implement policies to promote sustainable tourism that creates jobs and promotes local culture and products". This explicit mention of tourism recognizes its transformational

Global international tourism exports (balance of payments in travel & passenger transport)




**Sources:** World Tourism Organization (UNWTO) and World Trade Organization (WTO).

* The decrease in the value of international tourism in 2015 in US$ reflects the devaluation of the US$ against many currencies, including the euro. In real terms, international tourism receipts grew by 4% in 2015.

potential on livelihoods and prosperity in rural communities, both through providing access to decent employment to those without it, and through reviving traditional local industries such as handicrafts.

Yet to take full advantage of tourism's capacity to create jobs, we must invest more in tourism education and training, build public policies that stimulate job creation and include MSMEs in the tourism value chain, and bring closer together the public sector, companies and educational institutions.

Today, the tourism sector is still suffering from a gap between education and skills and knowledge needs. The resulting shortages of labour with 'future-proof' skills continue to dent economies and harm job creation prospects. This gap can be bridged with policies that support more opportunities for appropriate industry experience, such as internships or scholarships, along with specialized education and training. Crucially, education institutions must work with industry and governments to address the sector's talent challenges.

We must also support policies that promote decent work in tourism, entrepreneurship, gender equality and youth employment, and strengthen the links between tourism and trade policies to promote the access of MSMEs to international markets and global value chains.

2017 has been declared by the United Nations as the International Year of Sustainable Tourism for Development 2017. This is a golden opportunity to advance the contribution of tourism to inclusive and sustainable growth, raising awareness of the need to create a Human Capital Pact for Tourism that maximizes the contribution of our sector to a more equitable society.

# Flying Towards a Sustainable Future

**Michael Gill**
Executive Director, Air Transport Action Group

It wasn't too long ago that air travel was a luxury reserved for a privileged few. How things have changed. This year, almost 4 billion of us travelled by plane—a number we predict will reach 7.2 billion by 2035.

And it's not just passenger numbers that are up. So too is the contribution the industry makes to global growth. In 2014, the aviation sector contributed $2.7 trillion to the world's economy—that's 3.5% of global GDP.

But this growth comes with responsibility: the environmental burden. We must find a way to balance all the positive benefits of growth with the need to reduce the environmental cost.

So what's being done? A lot, actually. In 2009, industry leaders committed to three global CO2 reduction goals in the short, medium and long term. The first one—an average annual 1.5% increase in fuel efficiency—is being surpassed. Achieving the second—carbon-neutral growth—came one step closer this year, thanks to the ground-breaking Carbon Offsetting and Reduction Scheme for International Aviation agreed this year by the world's governments, with much support from the industry.

The third—and perhaps most ambitious—goal is to halve net CO2 emissions by 2050, compared to 2005 levels. Progress on that, too, is already well underway. Thanks to new aircraft models and operational measures such as weight saving, a flight today will produce roughly half the emissions it would have done in 1990.

But there's still a lot of work to be done. And getting to where we want to be will require a helping hand from governments all over the world.

First, we must work together to commercialize the use of sustainable alternative fuels. The technology to produce these fuels—which can be up to 80% less carbon-intensive than traditional fossil-based jet fuel—already exists. The challenge is making it more affordable.

To get the alternative jet fuel sector get off the ground, governments must put in place the right policy framework. The industry has already made considerable progress, with sustainable alternative jet fuel being made available to all airlines flying out of Oslo Airport and United Airlines operating flights out of Los Angeles Airport using this fuel. On top of that, several airlines have made significant forward-purchase agreements to help kick-start the availability of this new energy source. By the end of the year, over 5,500 commercial flights will have taken off on sustainable alternative jet fuel. This is only the beginning. Real progress will require government engagement.

Governments should also focus on modernizing airspace management infrastructure. Currently, much of the world's airspace is being run using decades-old technology, creating too much fuel waste through needless delays and inefficient routing. It's a safe system, but there is significant scope for efficiency gains. Again, we already have the technology to do this, and projects such as the Single European Sky and the US NextGen are working towards this goal. To make a real difference, these projects need to be fully implemented and then replicated in other regions of the world. The efficiency gains would not only be good for the climate, they'd also reduce delays.

These are ambitious goals but they are attainable. If there's any sector that has proven it can innovate to achieve what was once thought impossible, it's the aviation industry.

# India's Incredible Take-Off

**Ajay Singh**
Chairman and Managing Director, SpiceJet

The Indian aviation story is one of cautious optimism, yet holding unparalleled promise. Indeed, India—with the fastest growing major economy in the world—is the ninth-largest civil aviation market by passengers with an estimated worth of US$20 billion. The aviation industry supports 8 million jobs in India, and with a growing domestic air traffic rate of over 20%, the number of passengers flying within the country will reach 100 million by 2017. This growth is five times more than the largest market, the US, and twice that of the second largest, China. India could very well reach its ambition of becoming the world's third-largest aviation market by 2020.

This golden age of industry expansion has been driven by ambitious low-cost carriers such as SpiceJet, which are building hubs in major cities, benefiting from foreign direct investment, taking advantage of technology interventions and increasing regional connectivity.

SpiceJet's success would not have been possible without a supportive policy framework, and India's newly announced civil aviation policy does just that. The policy has been designed to promote healthy competition, widen the customer base, enhance connectivity across the country, improve security features and significantly boost investments. Noteworthy features of the policy include an emphasis on air connectivity to unconnected and lesser connected cities and towns—where 50 new airports have been built and less viable routes have been funded to support balanced development across India. The widening of the open skies agreement will also support demand reciprocity with global jurisdictions.

India's enabling framework extends beyond civil aviation policy. For instance, the Make in India campaign emphasizes local production and modernization that will translate into creating world-class aviation hub airports besides maintenance, repair and overhaul (MRO) facilities. Similarly, the Skill India and Digital India policies will up-skill Indian human resource to global standards of best practice and work excellence.

Over the next two years, Indian carriers are expected to add over 100 aircraft to service continual double-digit growth. We learned the lessons from the self-defeating fall of a few airlines in the past, which compromised on basic fundamentals and resorted to profitless growth—it changed our business model. Route rationalization, optimum aircraft utilization and excellent on time performance (OTP) have now become the norm. Today, Indian airlines expect a collective operating profit of US$1.2 billion for the fiscal year 2016.

Provided India's 20% year-over-year growth continues, the existing capacity across major airports will be fully utilized in the next 3-5 years, leading to the saturation of the country's 30 largest airports in the coming 10 years. As a result, we will need to develop "second" airports in major cities.

To realize such an audacious vision, public-private partnerships will be necessary to create new airport infrastructure, including developing as many of the 350 dilapidated or underused airstrips across India into "no frills airports".

I am proud that SpiceJet is playing an all-inclusive and responsible role in these unprecedented and exciting times. I take this opportunity to invite global business leaders as well as business influencers to support, facilitate and become a part of this historic revolution.

As aptly articulated by Tony Tyler, former Director General and Chief Executive Officer of IATA: "The world is focused on Indian aviation—from manufacturers, tourism boards, airlines and global businesses to individual travellers, shippers and businessmen. If we can find common purpose among all stakeholders in Indian aviation, a bright future is at hand".

# It's Your Right to Travel

**Tony Fernandes**
Group CEO and Co-Founder, AirAsia

Mobility—the movement of people and goods—is both a fundamental right and a linchpin of the global economy. But without air travel, it can't happen. Making air travel accessible to all is therefore crucial, and airlines, airports, regulators, governments and relevant stakeholders have a duty to work together to make this a reality.

How do we do that? Simple: by making it affordable. Airlines have led the way in this, reducing the price of airfares by close to 40% since 2000 by being more efficient. This is due largely to improvements in aircraft technology as well as the rise of low-cost carriers (LCCs), especially in Asia-Pacific. In fact, within ASEAN, budget airlines now account for more than half of total capacity, allowing many people to fly for the first time.

Not everyone is playing their part, though. Airports remain islands of resistance in a sea of change. While airlines and aircraft manufacturers worked hard over the past decade to get air fares down, airport cost per passenger rose by more than 30% in the same period. Too many airports have also failed to realize that LCCs have different requirements from full-service carriers (FSCs). No-frills airlines need no-frills terminals for simple, fast and low-cost operations.

Yet operators approach airport design with a "one size fits all" mentality. They fail to understand that not every hotel is the Ritz and not every car is a Rolls-Royce. There's room for brands built on a volume proposition, such as Wal-Mart, Carrefour, and indeed LCCs. Designing for volume not only lowers cost but can also stimulate growth, increasing throughput for airports and allowing them to secure higher returns on capital.

## Monopolies Kill

There is, however, little to no pressure on airports to change their views or to charge competitive rates. Many airports are monopolies, which leads to higher charges and taxes that burden airlines with undue costs, pushing up the price of tickets.

For example, countries like Malaysia have a single airport operator that controls all but one of the major airports in the country. This lack of competition creates an environment where the airport operator can dictate charges for airlines and influence how much airport tax travelers have to pay.

This "take it or leave it" mentality makes air travel less accessible for most people, especially those that depend on LCCs. This in turn negatively impacts passenger traffic at monopoly airports, potentially lowering total airport tax and commercial revenues. It also hurts tourism and the aviation industry, which has an enormous knock-on effect on the economy more broadly.

A less obvious but equally significant outcome is reduced connectivity. Competitive airports attract airlines and encourage additional capacity and routes, while those that are not deter airlines. Better connectivity is good for attracting global companies, and countries with monopolistic airports stand to lose out to those with market-driven ones that can offer more destinations and higher frequencies.

Monopoly in air travel does not just stop with airport operators, but also includes airport system providers. Why make it compulsory for airlines to use one system when there are other cheaper, more superior alternatives out there? There also needs to be greater pricing transparency to ensure airports and airport system providers do not collude to set artificially high tariffs for airlines.

Some have argued that monopolies are necessary for airport operators to better leverage economies of scal e and allocate resources. In practice, the opposite is usually the case. The net effect of this is to hobble the economy, especially for trading nations that rely heavily on air linkages for tourism and trade.

## Rethink Aviation, Revise Policies

Governments have two options: dismantle monopolies and promote competition among airport operators or pursue policies that incentivize airport monopolies to operate more efficiently according to the needs of their clients, the airlines.

London is a great example of how places can benefit from increased competition. Since the BAA airport monopoly ended, airlines have been spoilt for choice in London, which has six airports, each managed by a different operator. The right incentives play an important role, too. Ryanair and Stansted Airport have a 10-year deal that guarantees lower airport costs, more efficient facilities and relevant incentives, while EasyJet has long-standing, mutually beneficial partnerships with Gatwick and Luton.

Monopolistic airlines do not work, neither do monopolistic airports. It's time we stopped pretending that a lack of competition delivers anything but monopoly profit, let alone any sort of real cost reduction. Only competition has the power to reduce inefficiencies and deliver what the market needs at the right price. If governments and other aviation stakeholders are serious about safeguarding mobility, it's time we kill monopolies—before monopolies kill us.

# Part 3

## Country Profiles

# How to Read the Country/Economy Profiles

This section presents two-page profiles for all of the 136 economies included in *The Travel & Tourism Competitiveness Report 2017.*

## LEFT-HAND PAGE

The left-hand page is divided into three sections:

### 1 Key indicators

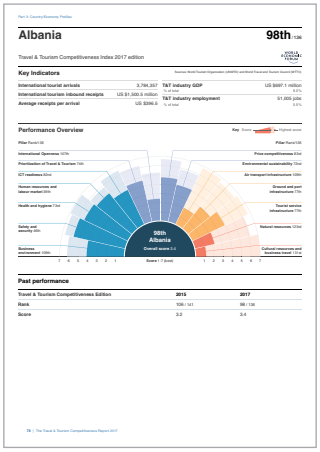
This section presents several key indicators summarizing the context and the situation of a country's economy and its T&T sector. It includes the number of international tourist arrivals per year, international tourists receipts (US$ millions), and the ratio between these two measures as of 2015. These data are provided by the UNWTO's *Yearbook of Tourism Statistics, Compendium of Tourism Statistics.* International tourism receipts are expenditures by international inbound visitors, including payments to national carriers for international transport. These receipts include any other prepayment made for goods or services received in the destination country. They also may include receipts from same-day visitors, except when these are important enough to justify separate classification. For some countries they do not include receipts for passenger transport items. These data are based on the Tourism Satellite Account (TSA) framework developed by the UNWTO, the Organisation for Economic Co-operation and Development (OECD), and Eurostat. The TSA makes estimates comparable across countries and with other internationally recognized macroeconomic aggregates and compilations. This section also includes T&T Industry GDP value, T&T industry value added as share of total economy, T&T Industry employment and T&T industry employment share in the total economy. These data are estimated by the World Travel & Touring Council (WTTC), using the TSA approach. WTTC estimates that current and projected future several trips to a given country during a given period will be counted as a new arrival each time. For more information regarding WTTC's TSA Research, along with details on the methodology and data, are available at http://www.wttc.org/eng/Tourism_Research/.

### 2 Performance Overview

This section presents the economy's performance on the overall Travel & Tourism Competitiveness Index (TTCI), the four main components (subindexes) and the 14 pillars. For selected economies, it also includes a brief explanation of the performance. The performance on the single indicators composing each pillar is shown on the right-hand side page of each Country Profile.

### 3 Evolution of the TTCI Over Time

This section shows the country's or economy's performance on the T&T Competitiveness Index over time.


Albania 98th

Travel & Tourism Competitiveness Index 2017 edition

Key Indicators

Performance Overview

Past performance

Albania 98th

Travel & Tourism Competitiveness Index 2017 edition

## RIGHT-HAND PAGE

### 4 The Travel & Tourism Competitiveness Index in detail

This page details the country's performance on each of the indicators that make up the composition of the TTCI. Indicators are organized by pillar. See the *Methodology and Data Source* section for details on the structure of the TTCI as well as for the methodology underpinning the index.

Indicators derived from the World Economic Forum's Executive Opinion Survey are always expressed as scores on a 1–7 scale, with 7 being the most desirable outcome. For these indicators, units are omitted for the sake of readability. For indicators that are not derived from the Survey, units are displayed next to the indicator name. A line depicts the evolution of this value since the 2015 edition of the *Report* (or the earliest period available).

# Index of Economies


| Economy | Page |
|---|---|
| Albania | 78 |
| Algeria | 80 |
| Argentina | 82 |
| Armenia | 84 |
| Australia | 86 |
| Austria | 88 |
| Azerbaijan | 90 |
| Bahrain | 92 |
| Bangladesh | 94 |
| Barbados | 96 |
| Belgium | 98 |
| Benin | 100 |
| Bhutan | 102 |
| Bolivia | 104 |
| Bosnia and Herzegovina | 106 |
| Botswana | 108 |
| Brazil | 110 |
| Bulgaria | 112 |
| Burundi | 114 |
| Cambodia | 116 |
| Cameroon | 118 |
| Canada | 120 |
| Cape Verde | 122 |
| Chad | 124 |
| Chile | 126 |
| China | 128 |
| Colombia | 130 |
| Congo, Democratic Rep. | 132 |
| Costa Rica | 134 |
| Côte d'Ivoire | 136 |
| Croatia | 138 |
| Cyprus | 140 |
| Czech Republic | 142 |
| Denmark | 144 |
| Dominican Republic | 146 |
| Ecuador | 148 |
| Egypt | 150 |
| El Salvador | 152 |
| Estonia | 154 |
| Ethiopia | 156 |
| Finland | 158 |
| France | 160 |
| Gabon | 162 |
| Gambia, The | 164 |
| Georgia | 166 |
| Germany | 168 |
| Ghana | 170 |
| Greece | 172 |
| Guatemala | 174 |
| Honduras | 176 |
| Hong Kong SAR | 178 |
| Hungary | 180 |
| Iceland | 182 |
| India | 184 |
| Indonesia | 186 |
| Iran, Islamic Rep. | 188 |
| Ireland | 190 |
| Israel | 192 |
| Italy | 194 |
| Jamaica | 196 |
| Japan | 198 |
| Jordan | 200 |
| Kazakhstan | 202 |
| Kenya | 204 |
| Korea, Rep. | 206 |
| Kuwait | 208 |
| Kyrgyz Republic | 210 |
| Lao PDR | 212 |
| Latvia | 214 |
| Lebanon | 216 |
| Lesotho | 218 |
| Lithuania | 220 |
| Luxembourg | 222 |
| Macedonia, FYR | 224 |
| Madagascar | 226 |
| Malawi | 228 |
| Malaysia | 230 |
| Mali | 232 |
| Malta | 234 |
| Mauritania | 236 |
| Mauritius | 238 |
| Mexico | 240 |
| Moldova | 242 |
| Mongolia | 244 |
| Montenegro | 246 |
| Morocco | 248 |
| Mozambique | 250 |
| Namibia | 252 |
| Nepal | 254 |
| Netherlands | 256 |
| New Zealand | 258 |
| Nicaragua | 260 |
| Nigeria | 262 |
| Norway | 264 |
| Oman | 266 |
| Pakistan | 268 |
| Panama | 270 |
| Paraguay | 272 |
| Peru | 274 |
| Philippines | 276 |
| Poland | 278 |
| Portugal | 280 |
| Qatar | 282 |
| Romania | 284 |
| Russian Federation | 286 |
| Rwanda | 288 |
| Saudi Arabia | 290 |
| Senegal | 292 |
| Serbia | 294 |
| Sierra Leone | 296 |
| Singapore | 298 |
| Slovak Republic | 300 |
| Slovenia | 302 |
| South Africa | 304 |
| Spain | 306 |
| Sri Lanka | 308 |
| Sweden | 310 |
| Switzerland | 312 |
| Taiwan, China | 314 |
| Tajikistan | 316 |
| Tanzania | 318 |
| Thailand | 320 |
| Trinidad and Tobago | 322 |
| Tunisia | 324 |
| Turkey | 326 |
| Uganda | 328 |
| Ukraine | 330 |
| United Arab Emirates | 332 |
| United Kingdom | 334 |
| United States | 336 |
| Uruguay | 338 |
| Venezuela | 340 |
| Vietnam | 342 |
| Yemen | 344 |
| Zambia | 346 |
| Zimbabwe | 348 |

# Albania

**98th** / 136

Travel & Tourism Competitiveness Index 2017 edition

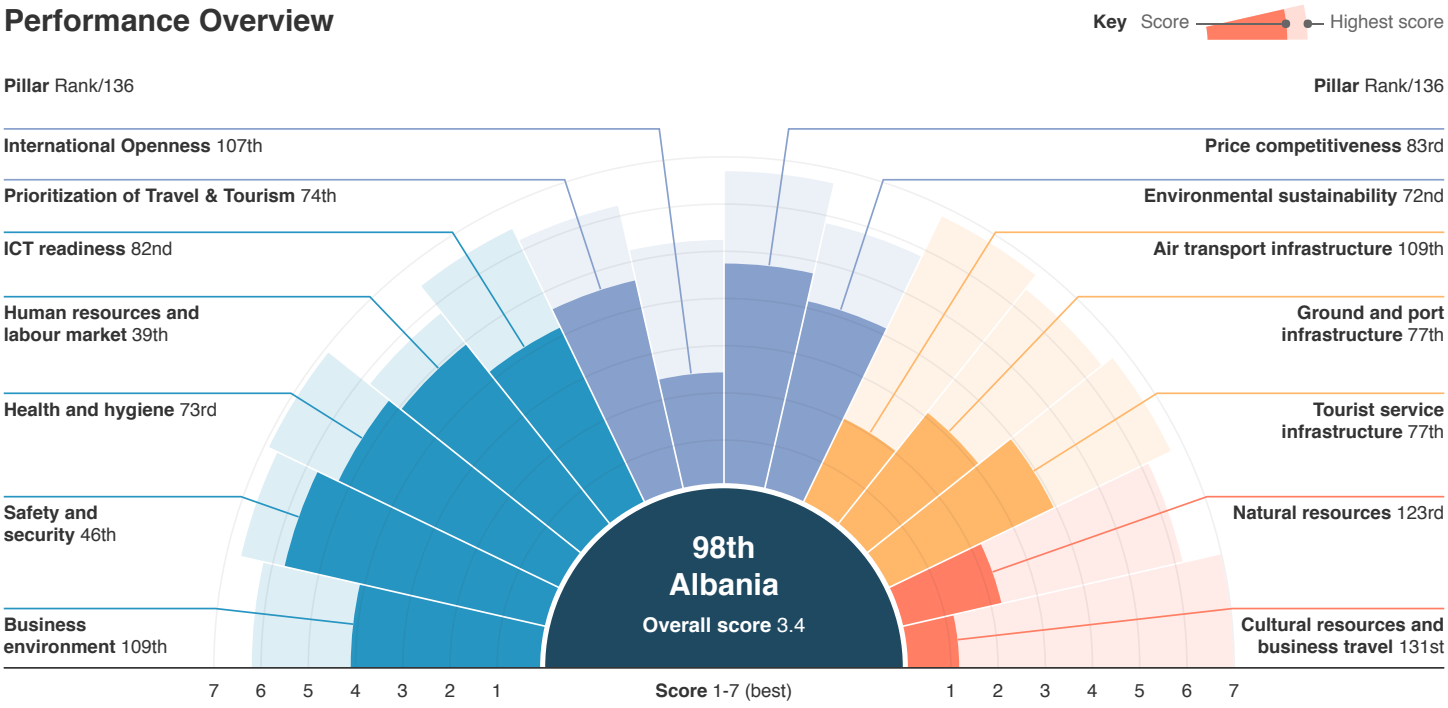
## Key Indicators

Sources: World Tourism Organization (UNWTO) and World Travel and Tourism Council (WTTC)

| | |
|---|---|
| **International tourist arrivals** | 3,784,357 |
| **International tourism inbound receipts** | US $1,500.5 million |
| **Average receipts per arrival** | US $396.5 |

| | |
|---|---|
| **T&T industry GDP** | US $697.1 million |
| % of total | 6.0% |
| **T&T industry employment** | 51,005 jobs |
| % of total | 5.5% |

## Performance Overview




## Past performance

| Travel & Tourism Competitiveness Edition | 2015 | 2017 |
|---|---|---|
| **Rank** | 106 / 141 | 98 / 136 |
| **Score** | 3.2 | 3.4 |

# Albania

**98th** / 136

## Travel & Tourism Competitiveness Index 2017 edition

WORLD ECONOMIC FORUM

| Index Component | Rank/136 | Score* |
|---|---|---|
| **Business environment** | 109 | 4.1 |
| Property rights | 117 | 3.5 |
| Business impact of rules on FDI | 59 | 4.8 |
| Efficiency of legal framework in settling disputes | 118 | 2.8 |
| Efficiency of legal framework in challenging regs | 108 | 2.8 |
| Time required to deal with construction permits days | 110 | 220 |
| Cost to deal with construction permits % construction cost | 89 | 3.3 |
| Extent of market dominance | 122 | 2.9 |
| Time to start a business days | 22 | 5.0 |
| Cost to start a business % GNI per capita | 79 | 10.1 |
| Effect of taxation on incentives to work | 114 | 3.1 |
| Effect of taxation on incentives to invest | 124 | 2.8 |
| Total tax rate % profits | 66 | 36.5 |
| **Safety and security** | 46 | 5.7 |
| Business costs of crime and violence | 65 | 4.8 |
| Reliability of police services | 45 | 5.0 |
| Business costs of terrorism | 56 | 5.4 |
| Index of terrorism incidence | 68 | 6.9 |
| Homicide rate /100,000 pop. | 79 | 4.0 |
| **Health and hygiene** | 73 | 5.2 |
| Physician density /1,000 pop | 83 | 1.1 |
| Access to improved sanitation % pop. | 61 | 93.2 |
| Access to improved drinking water % pop. | 77 | 95.1 |
| Hospital beds /10,000 pop. | 65 | 26.0 |
| HIV prevalence % adult pop. | 1 | <0.1 |
| Malaria incidence cases/100,000 pop. | 1 | S.L. |
| **Human resources and labour market** | 39 | 4.9 |
| Primary education enrollment rate net % | 63 | 95.5 |
| Secondary education enrollment rate gross % | 60 | 95.8 |
| Extent of staff training | 70 | 3.9 |
| Degree of customer orientation | 29 | 5.3 |
| Hiring and firing practices | 49 | 4.0 |
| Ease of finding skilled employees | 101 | 3.7 |
| Ease of hiring foreign labour | 1 | 5.6 |
| Pay and productivity | 40 | 4.4 |
| Female participation in the labor force ratio to men | 95 | 0.68 |
| **ICT readiness** | 82 | 4.1 |
| ICT use for biz-to-biz transactions | 112 | 4.0 |
| Internet use for biz-to-consumer transactions | 116 | 3.6 |
| Internet users % pop. | 60 | 63.3 |
| Fixed-broadband Internet subscriptions /100 pop. | 78 | 7.6 |
| Mobile-cellular telephone subscriptions /100 pop. | 89 | 106.4 |
| Mobile-broadband subscriptions /100 pop. | 85 | 40.6 |
| Mobile network coverage % pop. | 46 | 99.8 |
| Quality of electricity supply | 81 | 4.5 |
| **Prioritization of Travel & Tourism** | 74 | 4.6 |
| Government prioritization of travel and tourism industry | 61 | 5.0 |
| T&T government expenditure % government budget | 53 | 3.9 |
| Effectiveness of marketing and branding to attract tourists | 72 | 4.3 |
| Comprehensiveness of annual T&T data 0–120 (best) | 43 | 77 |
| Timeliness of providing monthly/quarterly T&T data 0–21 (best) | 70 | 18.0 |
| Country brand strategy rating 1–10 (best) | 106 | 63.2 |

| Index Component | Rank/136 | Score* |
|---|---|---|
| **International Openness** | 107 | 2.4 |
| Visa requirements 0–100 (best) | 71 | 25.0 |
| Openness of bilateral Air Service Agreements 0–38 (best) | 66 | 10.9 |
| Number of regional trade agreements in force number | 83 | 5.0 |
| **Price competitiveness** | 83 | 4.7 |
| Ticket taxes and airport charges 0–100 (best) | 72 | 73.7 |
| Hotel price index US$ | n/a | n/a |
| Purchasing power parity PPP $ | 26 | 0.4 |
| Fuel price levels US$ cents/litre | 121 | 171.0 |
| **Environmental sustainability** | 72 | 4.1 |
| Stringency of environmental regulations | 111 | 3.3 |
| Enforcement of environmental regulations | 106 | 3.2 |
| Sustainability of travel and tourism industry development | 74 | 4.3 |
| Particulate matter (2.5) concentration µg/m3 | 85 | 10.2 |
| Environmental treaty ratification 0–27 (best) | 20 | 26 |
| Baseline water stress 5–0 (best) | 80 | 2.4 |
| Threatened species % total species | 34 | 4.1 |
| Forest cover change % change | 64 | 0.1 |
| Wastewater treatment % | 80 | 5.1 |
| Costal shelf fishing pressure tonnes/km2 | 44 | 0.1 |
| **Air transport infrastructure** | 109 | 2.0 |
| Quality of air transport infrastructure | 68 | 4.4 |
| Available seat kilometres, domestic millions | 105 | 0.0 |
| Available seat kilometres, international millions | 124 | 19.2 |
| Aircraft departures /1,000 pop. | 103 | 0.7 |
| Airport density airports/million pop. | 100 | 0.6 |
| Number of operating airlines Number | 94 | 20.0 |
| **Ground and port infrastructure** | 77 | 3.1 |
| Quality of roads | 55 | 4.4 |
| Road density % total territorial area | 45 | - |
| Paved road density % total territorial area | 56 | - |
| Quality of railroad infrastructure | 102 | 1.4 |
| Railroad density km of roads/land area | 47 | 1.5 |
| Quality of port infrastructure | 62 | 4.2 |
| Ground transport efficiency | 110 | 2.6 |
| **Tourist service infrastructure** | 77 | 3.9 |
| Hotel rooms number/100 pop. | 63 | 0.5 |
| Quality of tourism infrastructure | 93 | 4.3 |
| Presence of major car rental companies | 51 | 6 |
| Automated teller machines number/thoudand adult pop. | 85 | 35.0 |
| **Natural resources** | 123 | 2.2 |
| Number of World Heritage natural sites number of sites | 86 | 0 |
| Total known species number of species | 103 | 395 |
| Total protected areas % total territorial area | 129 | 2.3 |
| Natural tourism digital demand 0–100 (best) | 79 | 9 |
| Attractiveness of natural assets | 68 | 5.1 |
| **Cultural resources and business travel** | 131 | 1.1 |
| Number of World Heritage cultural sites number of sites | 75 | 2 |
| Oral and intangible cultural heritage number of expressions | 71 | 1 |
| Sports stadiums number of large stadiums | 119 | 0.0 |
| Number of international association meetings 3-year average | 107 | 4.7 |
| Cultural and entertainment tourism digital demand 0–100 (best) | 122 | 1 |

* Scores are on a 1-to-7 scale unless indicated otherwise. For detailed definitions, sources, and periods, consult the interactive Country/Economy Profiles and Rankings at http://wef.ch/ttcr

# Algeria

**118th** / 136

Travel & Tourism Competitiveness Index 2017 edition

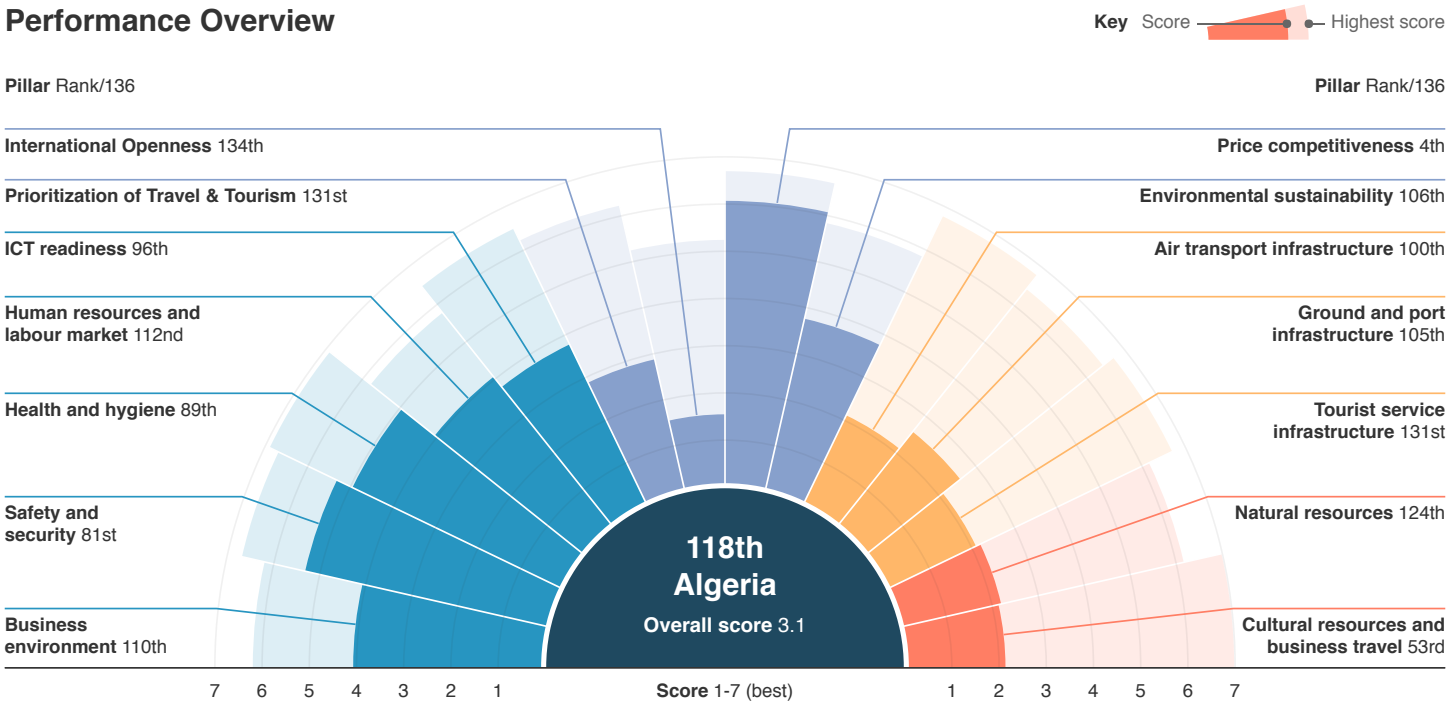
## Key Indicators

Sources: World Tourism Organization (UNWTO) and World Travel and Tourism Council (WTTC)

| | |
|---|---|
| **International tourist arrivals** | 1,710,000 |
| **International tourism inbound receipts** | US $307.7 million |
| **Average receipts per arrival** | US $179.9 |

| | |
|---|---|
| **T&T industry GDP** | US $5,887.4 million |
| % of total | 3.5% |
| **T&T industry employment** | 327,306 jobs |
| % of total | 3.0% |

## Performance Overview




## Past performance

| Travel & Tourism Competitiveness Edition | 2015 | 2017 |
|---|---|---|
| **Rank** | 123 / 141 | 118 / 136 |
| **Score** | 2.9 | 3.1 |

# Algeria

**118th** / 136

## Travel & Tourism Competitiveness Index 2017 edition

WORLD ECONOMIC FORUM

| Index Component | Rank/136 | Score* |
|---|---|---|
| **Business environment** | 110 | 4.0 |
| Property rights | 115 | 3.6 |
| Business impact of rules on FDI | 133 | 3.0 |
| Efficiency of legal framework in settling disputes | 65 | 3.6 |
| Efficiency of legal framework in challenging regs | 74 | 3.4 |
| Time required to deal with construction permits days | 59 | 130 |
| Cost to deal with construction permits % construction cost | 36 | 0.9 |
| Extent of market dominance | 86 | 3.4 |
| Time to start a business days | 98 | 20.0 |
| Cost to start a business % GNI per capita | 80 | 11.1 |
| Effect of taxation on incentives to work | 87 | 3.7 |
| Effect of taxation on incentives to invest | 90 | 3.4 |
| Total tax rate % profits | 130 | 65.6 |
| **Safety and security** | 81 | 5.3 |
| Business costs of crime and violence | 70 | 4.6 |
| Reliability of police services | 59 | 4.7 |
| Business costs of terrorism | 101 | 4.5 |
| Index of terrorism incidence | 108 | 5.8 |
| Homicide rate /100,000 pop. | 40 | 1.5 |
| **Health and hygiene** | 89 | 4.9 |
| Physician density /1,000 pop | 78 | 1.2 |
| Access to improved sanitation % pop. | 74 | 87.6 |
| Access to improved drinking water % pop. | 110 | 83.6 |
| Hospital beds /10,000 pop. | 87 | 17.0 |
| HIV prevalence % adult pop. | 1 | 0.1 |
| Malaria incidence cases/100,000 pop. | 79 | 0.1 |
| **Human resources and labour market** | 112 | 4.0 |
| Primary education enrollment rate net % | 43 | 97.1 |
| Secondary education enrollment rate gross % | 48 | 99.9 |
| Extent of staff training | 129 | 3.1 |
| Degree of customer orientation | 128 | 3.7 |
| Hiring and firing practices | 108 | 3.3 |
| Ease of finding skilled employees | 68 | 4.2 |
| Ease of hiring foreign labour | 127 | 3.1 |
| Pay and productivity | 120 | 3.3 |
| Female participation in the labor force ratio to men | 134 | 0.24 |
| **ICT readiness** | 96 | 3.7 |
| ICT use for biz-to-biz transactions | 130 | 3.6 |
| Internet use for biz-to-consumer transactions | 123 | 3.4 |
| Internet users % pop. | 94 | 38.2 |
| Fixed-broadband Internet subscriptions /100 pop. | 83 | 5.6 |
| Mobile-cellular telephone subscriptions /100 pop. | 88 | 106.4 |
| Mobile-broadband subscriptions /100 pop. | 88 | 40.2 |
| Mobile network coverage % pop. | 63 | 99.2 |
| Quality of electricity supply | 91 | 4.0 |
| **Prioritization of Travel & Tourism** | 131 | 2.8 |
| Government prioritization of travel and tourism industry | 127 | 3.1 |
| T&T government expenditure % government budget | 123 | 1.1 |
| Effectiveness of marketing and branding to attract tourists | 127 | 2.7 |
| Comprehensiveness of annual T&T data 0–120 (best) | 119 | 37 |
| Timeliness of providing monthly/quarterly T&T data 0–21 (best) | 118 | 3.0 |
| Country brand strategy rating 1–10 (best) | 118 | 58.5 |

| Index Component | Rank/136 | Score* |
|---|---|---|
| **International Openness** | 134 | 1.5 |
| Visa requirements 0–100 (best) | 132 | 2.0 |
| Openness of bilateral Air Service Agreements 0–38 (best) | 119 | 6.3 |
| Number of regional trade agreements in force number | 117 | 2.0 |
| **Price competitiveness** | 4 | 6.0 |
| Ticket taxes and airport charges 0–100 (best) | 38 | 83.3 |
| Hotel price index US$ | 66 | 134.1 |
| Purchasing power parity PPP $ | 5 | 0.3 |
| Fuel price levels US$ cents/litre | 3 | 16.0 |
| **Environmental sustainability** | 106 | 3.7 |
| Stringency of environmental regulations | 130 | 2.8 |
| Enforcement of environmental regulations | 121 | 2.9 |
| Sustainability of travel and tourism industry development | 123 | 3.1 |
| Particulate matter (2.5) concentration µg/m3 | 58 | 6.8 |
| Environmental treaty ratification 0–27 (best) | 90 | 19 |
| Baseline water stress 5–0 (best) | 98 | 3.4 |
| Threatened species % total species | 93 | 7.3 |
| Forest cover change % change | 83 | 0.1 |
| Wastewater treatment % | 46 | 45.1 |
| Costal shelf fishing pressure tonnes/km2 | 43 | 0.1 |
| **Air transport infrastructure** | 100 | 2.1 |
| Quality of air transport infrastructure | 115 | 3.2 |
| Available seat kilometres, domestic millions | 41 | 28.0 |
| Available seat kilometres, international millions | 67 | 163.7 |
| Aircraft departures /1,000 pop. | 88 | 1.7 |
| Airport density airports/million pop. | 55 | 1.2 |
| Number of operating airlines Number | 78 | 29.0 |
| **Ground and port infrastructure** | 105 | 2.5 |
| Quality of roads | 95 | 3.2 |
| Road density % total territorial area | 129 | - |
| Paved road density % total territorial area | 98 | - |
| Quality of railroad infrastructure | 54 | 3.0 |
| Railroad density km of roads/land area | 86 | 0.2 |
| Quality of port infrastructure | 103 | 3.2 |
| Ground transport efficiency | 85 | 3.1 |
| **Tourist service infrastructure** | 131 | 2.1 |
| Hotel rooms number/100 pop. | 111 | 0.1 |
| Quality of tourism infrastructure | 132 | 2.9 |
| Presence of major car rental companies | 113 | 2 |
| Automated teller machines number/thoudand adult pop. | 119 | 7.3 |
| **Natural resources** | 124 | 2.2 |
| Number of World Heritage natural sites number of sites | 78 | 1 |
| Total known species number of species | 83 | 439 |
| Total protected areas % total territorial area | 104 | 7.9 |
| Natural tourism digital demand 0–100 (best) | 99 | 4 |
| Attractiveness of natural assets | 109 | 4.0 |
| **Cultural resources and business travel** | 53 | 2.1 |
| Number of World Heritage cultural sites number of sites | 35 | 7 |
| Oral and intangible cultural heritage number of expressions | 25 | 6 |
| Sports stadiums number of large stadiums | 29 | 15.0 |
| Number of international association meetings 3-year average | 117 | 3.0 |
| Cultural and entertainment tourism digital demand 0–100 (best) | 92 | 4 |

* Scores are on a 1-to-7 scale unless indicated otherwise. For detailed definitions, sources, and periods, consult the interactive Country/Economy Profiles and Rankings at http://wef.ch/ttcr

# Argentina

**50th** / 136

Travel & Tourism Competitiveness Index 2017 edition

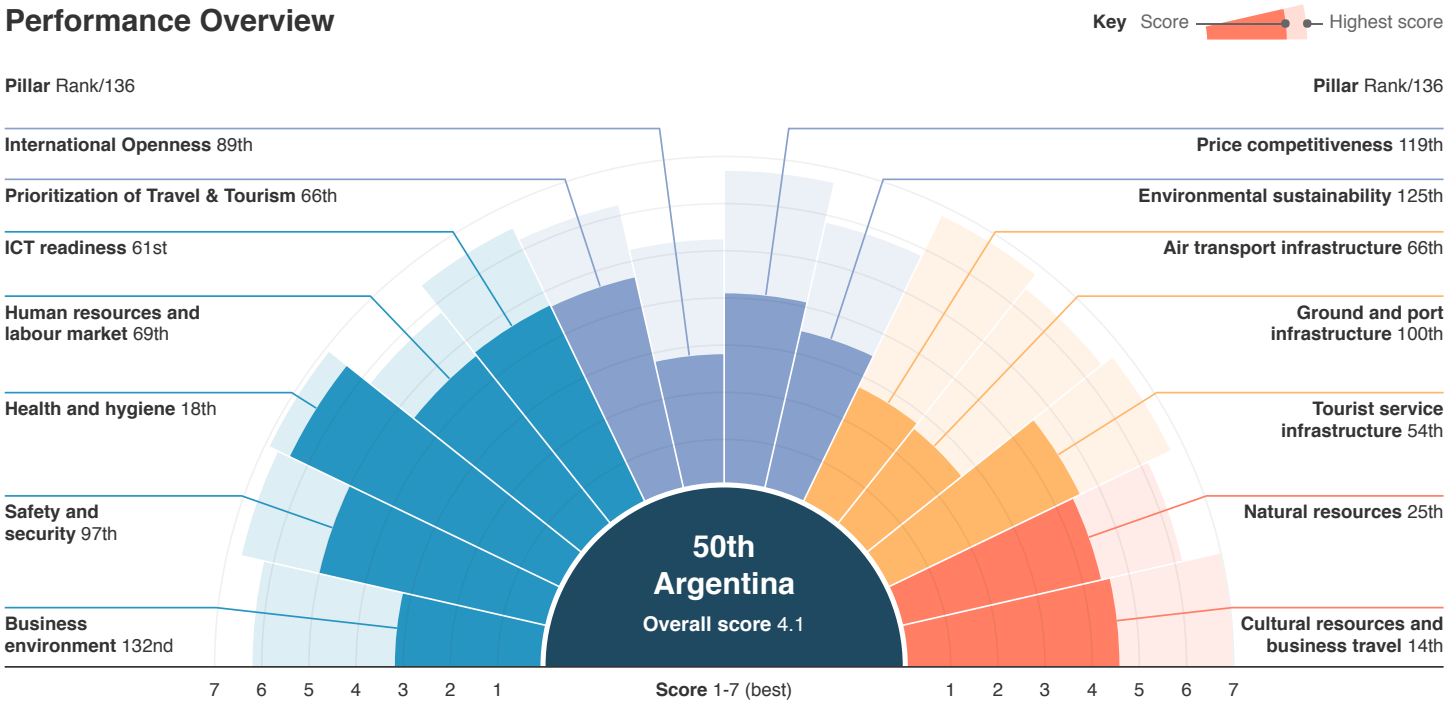
## Key Indicators

Sources: World Tourism Organization (UNWTO) and World Travel and Tourism Council (WTTC)

| | |
|---|---|
| **International tourist arrivals** | 5,736,384 |
| **International tourism inbound receipts** | US $4,400.2 million |
| **Average receipts per arrival** | US $767.1 |

| | |
|---|---|
| **T&T industry GDP** | US $22,152.2 million |
| % of total | 3.9% |
| **T&T industry employment** | 671,769 jobs |
| % of total | 3.7% |

## Performance Overview




Argentina took the 50th position globally, rising 7 places in the rankings. Already endowed with exceptional natural (25th) and cultural (14th) resources, Argentina has greatly benefitted from progress to its enabling environment. In particular, its human resources and labour market performance (69th) has improved substantially, thanks to an increase in education enrolment, more flexibility in hiring and firing workers, and greater ease in finding employees with the right skillset. Its ICT-supporting capacity has also improved significantly thanks to much-improved broadband mobile penetration. The business environment, although still problematic (132nd), has also improved in some aspects, including the cost of starting a business and dealing with construction permits. Yet Argentina could better seize the momentum by investing more in the T&T sector. Today, less than 2.5% of the federal budget is allocated to travel and tourism, while taxes and charges levied on tickets and airport services are among the highest globally (130th). Changing these policies may have a swift and direct effect on boosting the industry. Other aspects that should be addressed include declining safety and security (97th) lack of progress on ground transportation infrastructure (100th) and environmental sustainability (125th).

## Past performance

| Travel & Tourism Competitiveness Edition | 2015 | 2017 |
|---|---|---|
| **Rank** | 57 / 141 | 50 / 136 |
| **Score** | 3.9 | 4.1 |

# Argentina

**50th** / 136

## Travel & Tourism Competitiveness Index 2017 edition

WORLD ECONOMIC FORUM

| Index Component | Rank/136 | Score* |
|---|---|---|
| **Business environment** | 132 | 3.1 |
| Property rights | 123 | 3.2 |
| Business impact of rules on FDI | 124 | 3.5 |
| Efficiency of legal framework in settling disputes | 117 | 2.8 |
| Efficiency of legal framework in challenging regs | 118 | 2.7 |
| Time required to deal with construction permits days | 130 | 341 |
| Cost to deal with construction permits % construction cost | 82 | 2.8 |
| Extent of market dominance | 93 | 3.4 |
| Time to start a business days | 106 | 25.0 |
| Cost to start a business % GNI per capita | 77 | 9.3 |
| Effect of taxation on incentives to work | 129 | 2.7 |
| Effect of taxation on incentives to invest | 133 | 2.1 |
| Total tax rate % profits | 136 | 106.0 |
| **Safety and security** | 97 | 5.0 |
| Business costs of crime and violence | 113 | 3.5 |
| Reliability of police services | 120 | 3.0 |
| Business costs of terrorism | 51 | 5.5 |
| Index of terrorism incidence | 57 | 7.0 |
| Homicide rate /100,000 pop. | 98 | 7.6 |
| **Health and hygiene** | 18 | 6.4 |
| Physician density /1,000 pop | 13 | 3.9 |
| Access to improved sanitation % pop. | 46 | 96.4 |
| Access to improved drinking water % pop. | 53 | 99.1 |
| Hospital beds /10,000 pop. | 36 | 47.0 |
| HIV prevalence % adult pop. | 85 | 0.5 |
| Malaria incidence cases/100,000 pop. | 1 | 0.0 |
| **Human resources and labour market** | 69 | 4.6 |
| Primary education enrollment rate net % | 12 | 99.3 |
| Secondary education enrollment rate gross % | 29 | 106.8 |
| Extent of staff training | 79 | 3.8 |
| Degree of customer orientation | 103 | 4.2 |
| Hiring and firing practices | 129 | 2.4 |
| Ease of finding skilled employees | 51 | 4.4 |
| Ease of hiring foreign labour | 17 | 4.8 |
| Pay and productivity | 103 | 3.5 |
| Female participation in the labor force ratio to men | 93 | 0.69 |
| **ICT readiness** | 61 | 4.7 |
| ICT use for biz-to-biz transactions | 118 | 3.9 |
| Internet use for biz-to-consumer transactions | 72 | 4.4 |
| Internet users % pop. | 49 | 69.4 |
| Fixed-broadband Internet subscriptions /100 pop. | 54 | 16.3 |
| Mobile-cellular telephone subscriptions /100 pop. | 23 | 146.7 |
| Mobile-broadband subscriptions /100 pop. | 32 | 78.4 |
| Mobile network coverage % pop. | 91 | 98.0 |
| Quality of electricity supply | 117 | 2.7 |
| **Prioritization of Travel & Tourism** | 66 | 4.6 |
| Government prioritization of travel and tourism industry | 77 | 4.6 |
| T&T government expenditure % government budget | 90 | 2.5 |
| Effectiveness of marketing and branding to attract tourists | 79 | 4.1 |
| Comprehensiveness of annual T&T data 0–120 (best) | 10 | 101 |
| Timeliness of providing monthly/quarterly T&T data 0–21 (best) | 53 | 19.0 |
| Country brand strategy rating 1–10 (best) | 51 | 78.8 |

| Index Component | Rank/136 | Score* |
|---|---|---|
| **International Openness** | 89 | 2.8 |
| Visa requirements 0–100 (best) | 61 | 29.0 |
| Openness of bilateral Air Service Agreements 0–38 (best) | 24 | 16.1 |
| Number of regional trade agreements in force number | 83 | 5.0 |
| **Price competitiveness** | 119 | 4.1 |
| Ticket taxes and airport charges 0–100 (best) | 130 | 27.8 |
| Hotel price index US$ | 43 | 110.5 |
| Purchasing power parity PPP $ | 104 | 0.7 |
| Fuel price levels US$ cents/litre | 86 | 133.0 |
| **Environmental sustainability** | 125 | 3.4 |
| Stringency of environmental regulations | 99 | 3.4 |
| Enforcement of environmental regulations | 96 | 3.3 |
| Sustainability of travel and tourism industry development | 75 | 4.2 |
| Particulate matter (2.5) concentration μg/m3 | 28 | 4.7 |
| Environmental treaty ratification 0–27 (best) | 67 | 21 |
| Baseline water stress 5–0 (best) | 86 | 2.7 |
| Threatened species % total species | 100 | 7.7 |
| Forest cover change % change | 116 | 0.1 |
| Wastewater treatment % | 71 | 7.7 |
| Costal shelf fishing pressure tonnes/km2 | 93 | 1.1 |
| **Air transport infrastructure** | 66 | 2.7 |
| Quality of air transport infrastructure | 86 | 4.1 |
| Available seat kilometres, domestic millions | 21 | 308.1 |
| Available seat kilometres, international millions | 35 | 561.9 |
| Aircraft departures /1,000 pop. | 67 | 3.4 |
| Airport density airports/million pop. | 64 | 1.0 |
| Number of operating airlines Number | 54 | 40.0 |
| **Ground and port infrastructure** | 100 | 2.6 |
| Quality of roads | 102 | 3.1 |
| Road density % total territorial area | 117 | - |
| Paved road density % total territorial area | 106 | - |
| Quality of railroad infrastructure | 84 | 2.1 |
| Railroad density km of roads/land area | 54 | 0.9 |
| Quality of port infrastructure | 79 | 3.8 |
| Ground transport efficiency | 87 | 3.1 |
| **Tourist service infrastructure** | 54 | 4.5 |
| Hotel rooms number/100 pop. | 58 | 0.6 |
| Quality of tourism infrastructure | 78 | 4.5 |
| Presence of major car rental companies | 1 | 7 |
| Automated teller machines number/thoudand adult pop. | 41 | 59.4 |
| **Natural resources** | 25 | 4.4 |
| Number of World Heritage natural sites number of sites | 11 | 4 |
| Total known species number of species | 14 | 1539 |
| Total protected areas % total territorial area | 109 | 6.8 |
| Natural tourism digital demand 0–100 (best) | 44 | 23 |
| Attractiveness of natural assets | 28 | 5.9 |
| **Cultural resources and business travel** | 14 | 4.5 |
| Number of World Heritage cultural sites number of sites | 36 | 6 |
| Oral and intangible cultural heritage number of expressions | 56 | 2 |
| Sports stadiums number of large stadiums | 11 | 45.0 |
| Number of international association meetings 3-year average | 20 | 196.7 |
| Cultural and entertainment tourism digital demand 0–100 (best) | 12 | 51 |

* Scores are on a 1-to-7 scale unless indicated otherwise. For detailed definitions, sources, and periods, consult the interactive Country/Economy Profiles and Rankings at http://wef.ch/ttcr

# Armenia

**84th** / 136

Travel & Tourism Competitiveness Index 2017 edition

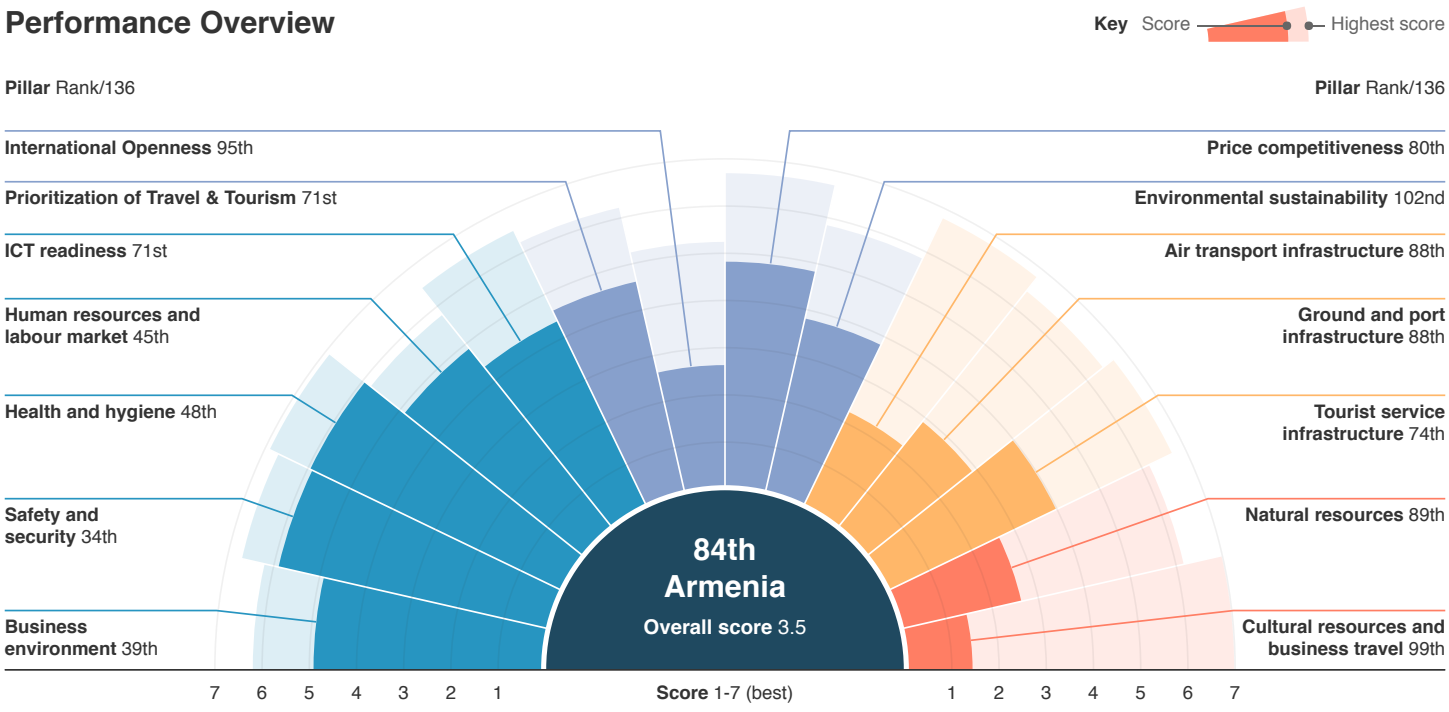
## Key Indicators

Sources: World Tourism Organization (UNWTO) and World Travel and Tourism Council (WTTC)

| | |
|---|---|
| **International tourist arrivals** | 1,191,910 |
| **International tourism inbound receipts** | US $935.8 million |
| **Average receipts per arrival** | US $785.1 |

| | |
|---|---|
| **T&T industry GDP** | US $383.1 million |
| % of total | 3.8% |
| **T&T industry employment** | 40,158 jobs |
| % of total | 3.3% |

## Performance Overview




## Past performance

| Travel & Tourism Competitiveness Edition | 2015 | 2017 |
|---|---|---|
| **Rank** | 89 / 141 | 84 / 136 |
| **Score** | 3.4 | 3.5 |

# Armenia

**84th** / 136

## Travel & Tourism Competitiveness Index 2017 edition

WORLD ECONOMIC FORUM

| Index Component | Rank/136 | Score* |
|---|---|---|
| **Business environment** | 39 | 4.9 |
| Property rights | 66 | 4.3 |
| Business impact of rules on FDI | 88 | 4.3 |
| Efficiency of legal framework in settling disputes | 66 | 3.6 |
| Efficiency of legal framework in challenging regs | 79 | 3.2 |
| Time required to deal with construction permits days | 16 | 84 |
| Cost to deal with construction permits % construction cost | 36 | 0.9 |
| Extent of market dominance | 51 | 3.9 |
| Time to start a business days | 13 | 4.0 |
| Cost to start a business % GNI per capita | 22 | 0.9 |
| Effect of taxation on incentives to work | 61 | 4.0 |
| Effect of taxation on incentives to invest | 46 | 3.9 |
| Total tax rate % profits | 9 | 18.5 |
| **Safety and security** | 34 | 5.9 |
| Business costs of crime and violence | 27 | 5.4 |
| Reliability of police services | 66 | 4.4 |
| Business costs of terrorism | 33 | 5.8 |
| Index of terrorism incidence | 57 | 7.0 |
| Homicide rate /100,000 pop. | 56 | 2.0 |
| **Health and hygiene** | 48 | 5.9 |
| Physician density /1,000 pop | 42 | 2.7 |
| Access to improved sanitation % pop. | 70 | 89.5 |
| Access to improved drinking water % pop. | 1 | 100.0 |
| Hospital beds /10,000 pop. | 42 | 39.0 |
| HIV prevalence % adult pop. | 1 | 0.2 |
| Malaria incidence cases/100,000 pop. | 1 | M.F. |
| **Human resources and labour market** | 45 | 4.8 |
| Primary education enrollment rate net % | 59 | 96.1 |
| Secondary education enrollment rate gross % | 79 | 88.5 |
| Extent of staff training | 107 | 3.5 |
| Degree of customer orientation | 52 | 4.9 |
| Hiring and firing practices | 19 | 4.6 |
| Ease of finding skilled employees | 123 | 3.5 |
| Ease of hiring foreign labour | 8 | 5.0 |
| Pay and productivity | 60 | 4.1 |
| Female participation in the labor force ratio to men | 81 | 0.77 |
| **ICT readiness** | 71 | 4.3 |
| ICT use for biz-to-biz transactions | 83 | 4.5 |
| Internet use for biz-to-consumer transactions | 68 | 4.5 |
| Internet users % pop. | 64 | 58.2 |
| Fixed-broadband Internet subscriptions /100 pop. | 72 | 9.6 |
| Mobile-cellular telephone subscriptions /100 pop. | 69 | 115.9 |
| Mobile-broadband subscriptions /100 pop. | 87 | 40.3 |
| Mobile network coverage % pop. | 1 | 100.0 |
| Quality of electricity supply | 71 | 4.8 |
| **Prioritization of Travel & Tourism** | 71 | 4.6 |
| Government prioritization of travel and tourism industry | 52 | 5.1 |
| T&T government expenditure % government budget | 56 | 3.8 |
| Effectiveness of marketing and branding to attract tourists | 95 | 3.8 |
| Comprehensiveness of annual T&T data 0–120 (best) | 52 | 74 |
| Timeliness of providing monthly/quarterly T&T data 0–21 (best) | 70 | 18.0 |
| Country brand strategy rating 1–10 (best) | 70 | 74.3 |

| Index Component | Rank/136 | Score* |
|---|---|---|
| **International Openness** | 95 | 2.6 |
| Visa requirements 0–100 (best) | 54 | 33.0 |
| Openness of bilateral Air Service Agreements 0–38 (best) | 106 | 7.5 |
| Number of regional trade agreements in force number | 66 | 9.0 |
| **Price competitiveness** | 80 | 4.8 |
| Ticket taxes and airport charges 0–100 (best) | 111 | 55.1 |
| Hotel price index US$ | n/a | n/a |
| Purchasing power parity PPP $ | 57 | 0.4 |
| Fuel price levels US$ cents/litre | 65 | 116.0 |
| **Environmental sustainability** | 102 | 3.8 |
| Stringency of environmental regulations | 97 | 3.5 |
| Enforcement of environmental regulations | 110 | 3.1 |
| Sustainability of travel and tourism industry development | 98 | 3.9 |
| Particulate matter (2.5) concentration μg/m3 | 108 | 11.8 |
| Environmental treaty ratification 0–27 (best) | 107 | 18 |
| Baseline water stress 5–0 (best) | 112 | 4.2 |
| Threatened species % total species | 72 | 6.3 |
| Forest cover change % change | 9 | 0.0 |
| Wastewater treatment % | 68 | 11.5 |
| Costal shelf fishing pressure tonnes/km2 | n/a | n/a |
| **Air transport infrastructure** | 88 | 2.2 |
| Quality of air transport infrastructure | 67 | 4.4 |
| Available seat kilometres, domestic millions | 105 | 0.0 |
| Available seat kilometres, international millions | 102 | 42.6 |
| Aircraft departures /1,000 pop. | 116 | 0.3 |
| Airport density airports/million pop. | 61 | 1.1 |
| Number of operating airlines Number | 66 | 33.0 |
| **Ground and port infrastructure** | 88 | 2.9 |
| Quality of roads | 80 | 3.8 |
| Road density % total territorial area | 75 | - |
| Paved road density % total territorial area | 55 | - |
| Quality of railroad infrastructure | 62 | 2.7 |
| Railroad density km of roads/land area | 28 | 2.8 |
| Quality of port infrastructure | 120 | 2.4 |
| Ground transport efficiency | 60 | 3.7 |
| **Tourist service infrastructure** | 74 | 3.9 |
| Hotel rooms number/100 pop. | 65 | 0.5 |
| Quality of tourism infrastructure | 90 | 4.3 |
| Presence of major car rental companies | 72 | 5 |
| Automated teller machines number/thoudand adult pop. | 48 | 58.3 |
| **Natural resources** | 89 | 2.6 |
| Number of World Heritage natural sites number of sites | 86 | 0 |
| Total known species number of species | 98 | 399 |
| Total protected areas % total territorial area | 37 | 24.8 |
| Natural tourism digital demand 0–100 (best) | 122 | 1 |
| Attractiveness of natural assets | 74 | 5.1 |
| **Cultural resources and business travel** | 99 | 1.4 |
| Number of World Heritage cultural sites number of sites | 61 | 3 |
| Oral and intangible cultural heritage number of expressions | 36 | 4 |
| Sports stadiums number of large stadiums | 113 | 1.0 |
| Number of international association meetings 3-year average | 107 | 4.7 |
| Cultural and entertainment tourism digital demand 0–100 (best) | 95 | 4 |

* Scores are on a 1-to-7 scale unless indicated otherwise. For detailed definitions, sources, and periods, consult the interactive Country/Economy Profiles and Rankings at http://wef.ch/ttcr

# Australia

**7th** / 136

Travel & Tourism Competitiveness Index 2017 edition

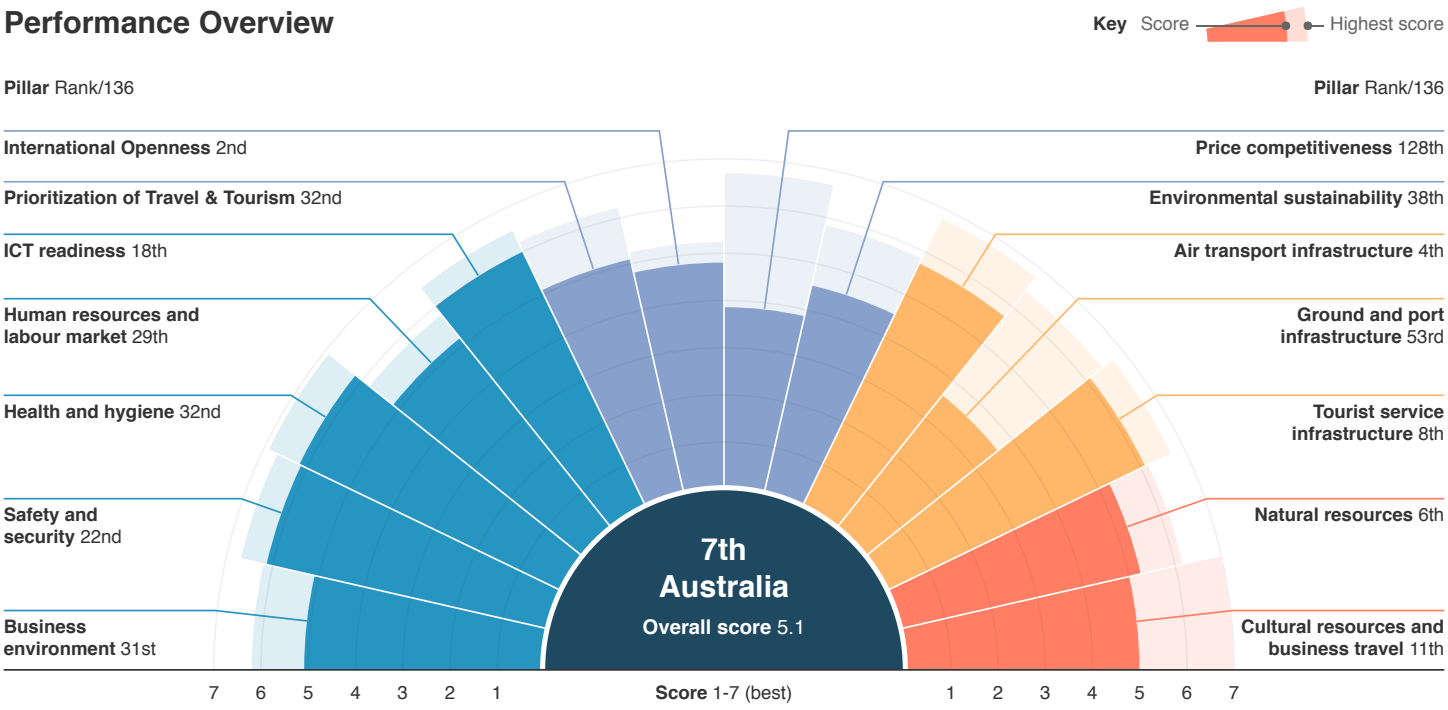
## Key Indicators

Sources: World Tourism Organization (UNWTO) and World Travel and Tourism Council (WTTC)

| | |
|---|---|
| **International tourist arrivals** | 7,444,400 |
| **International tourism inbound receipts** | US $28,871.8 million |
| **Average receipts per arrival** | US $3,878.3 |

| | |
|---|---|
| **T&T industry GDP** | US $34,571.9 million |
| % of total | 2.8% |
| **T&T industry employment** | 516,369 jobs |
| % of total | 4.4% |

## Performance Overview




## Past performance

| Travel & Tourism Competitiveness Edition | 2015 | 2017 |
|---|---|---|
| **Rank** | 7 / 141 | 7 / 136 |
| **Score** | 5.0 | 5.1 |

# Australia

**7th** / 136

## Travel & Tourism Competitiveness Index 2017 edition

WORLD ECONOMIC FORUM

| Index Component | Rank/136 | Score* |
|---|---|---|
| **Business environment** | 31 | 5.1 |
| Property rights | 15 | 5.9 |
| Business impact of rules on FDI | 49 | 4.8 |
| Efficiency of legal framework in settling disputes | 27 | 4.7 |
| Efficiency of legal framework in challenging regs | 28 | 4.4 |
| Time required to deal with construction permits days | 45 | 112 |
| Cost to deal with construction permits % construction cost | 18 | 0.5 |
| Extent of market dominance | 53 | 3.8 |
| Time to start a business days | 5 | 2.5 |
| Cost to start a business % GNI per capita | 17 | 0.7 |
| Effect of taxation on incentives to work | 109 | 3.3 |
| Effect of taxation on incentives to invest | 94 | 3.3 |
| Total tax rate % profits | 100 | 47.6 |
| **Safety and security** | 22 | 6.1 |
| Business costs of crime and violence | 45 | 5.1 |
| Reliability of police services | 11 | 6.3 |
| Business costs of terrorism | 55 | 5.4 |
| Index of terrorism incidence | 86 | 6.8 |
| Homicide rate /100,000 pop. | 29 | 1.0 |
| **Health and hygiene** | 32 | 6.1 |
| Physician density /1,000 pop | 28 | 3.3 |
| Access to improved sanitation % pop. | 1 | 100.0 |
| Access to improved drinking water % pop. | 1 | 100.0 |
| Hospital beds /10,000 pop. | 42 | 39.0 |
| HIV prevalence % adult pop. | 1 | 0.2 |
| Malaria incidence cases/100,000 pop. | 1 | M.F. |
| **Human resources and labour market** | 29 | 5.1 |
| Primary education enrollment rate net % | 44 | 97.0 |
| Secondary education enrollment rate gross % | 3 | 137.6 |
| Extent of staff training | 21 | 4.9 |
| Degree of customer orientation | 20 | 5.5 |
| Hiring and firing practices | 115 | 3.1 |
| Ease of finding skilled employees | 18 | 5.1 |
| Ease of hiring foreign labour | 128 | 3.0 |
| Pay and productivity | 26 | 4.7 |
| Female participation in the labor force ratio to men | 53 | 0.86 |
| **ICT readiness** | 18 | 6.0 |
| ICT use for biz-to-biz transactions | 26 | 5.5 |
| Internet use for biz-to-consumer transactions | 26 | 5.5 |
| Internet users % pop. | 22 | 84.6 |
| Fixed-broadband Internet subscriptions /100 pop. | 25 | 28.5 |
| Mobile-cellular telephone subscriptions /100 pop. | 38 | 132.8 |
| Mobile-broadband subscriptions /100 pop. | 13 | 112.8 |
| Mobile network coverage % pop. | 65 | 99.0 |
| Quality of electricity supply | 22 | 6.4 |
| **Prioritization of Travel & Tourism** | 32 | 5.1 |
| Government prioritization of travel and tourism industry | 19 | 5.8 |
| T&T government expenditure % government budget | 51 | 4.0 |
| Effectiveness of marketing and branding to attract tourists | 18 | 5.4 |
| Comprehensiveness of annual T&T data 0–120 (best) | 85 | 57 |
| Timeliness of providing monthly/quarterly T&T data 0–21 (best) | 9 | 21.0 |
| Country brand strategy rating 1–10 (best) | 71 | 74.0 |

| Index Component | Rank/136 | Score* |
|---|---|---|
| **International Openness** | 2 | 4.8 |
| Visa requirements 0–100 (best) | 36 | 50.0 |
| Openness of bilateral Air Service Agreements 0–38 (best) | 5 | 26.9 |
| Number of regional trade agreements in force number | 43 | 22.0 |
| **Price competitiveness** | 128 | 3.8 |
| Ticket taxes and airport charges 0–100 (best) | 94 | 63.2 |
| Hotel price index US$ | 70 | 137.0 |
| Purchasing power parity PPP $ | 135 | 1.2 |
| Fuel price levels US$ cents/litre | 82 | 128.0 |
| **Environmental sustainability** | 38 | 4.5 |
| Stringency of environmental regulations | 11 | 5.7 |
| Enforcement of environmental regulations | 10 | 5.7 |
| Sustainability of travel and tourism industry development | 16 | 5.2 |
| Particulate matter (2.5) concentration μg/m3 | 7 | 2.0 |
| Environmental treaty ratification 0–27 (best) | 31 | 24 |
| Baseline water stress 5–0 (best) | 95 | 3.3 |
| Threatened species % total species | 123 | 12.4 |
| Forest cover change % change | 93 | 0.1 |
| Wastewater treatment % | 7 | 95.0 |
| Costal shelf fishing pressure tonnes/km2 | 91 | 1.0 |
| **Air transport infrastructure** | 4 | 5.7 |
| Quality of air transport infrastructure | 37 | 5.3 |
| Available seat kilometres, domestic millions | 8 | 1738.1 |
| Available seat kilometres, international millions | 9 | 2782.1 |
| Aircraft departures /1,000 pop. | 16 | 27.7 |
| Airport density airports/million pop. | 11 | 6.0 |
| Number of operating airlines Number | 34 | 63.0 |
| **Ground and port infrastructure** | 53 | 3.6 |
| Quality of roads | 40 | 4.8 |
| Road density % total territorial area | 112 | - |
| Paved road density % total territorial area | 93 | - |
| Quality of railroad infrastructure | 36 | 4.0 |
| Railroad density km of roads/land area | 94 | 0.1 |
| Quality of port infrastructure | 36 | 4.9 |
| Ground transport efficiency | 32 | 4.5 |
| **Tourist service infrastructure** | 8 | 6.1 |
| Hotel rooms number/100 pop. | 33 | 1.0 |
| Quality of tourism infrastructure | 14 | 5.8 |
| Presence of major car rental companies | 1 | 7 |
| Automated teller machines number/thoudand adult pop. | 6 | 160.8 |
| **Natural resources** | 6 | 5.2 |
| Number of World Heritage natural sites number of sites | 1 | 14 |
| Total known species number of species | 21 | 1295 |
| Total protected areas % total territorial area | 80 | 14.6 |
| Natural tourism digital demand 0–100 (best) | 12 | 60 |
| Attractiveness of natural assets | 22 | 6.0 |
| **Cultural resources and business travel** | 11 | 5.0 |
| Number of World Heritage cultural sites number of sites | 47 | 5 |
| Oral and intangible cultural heritage number of expressions | 93 | 0 |
| Sports stadiums number of large stadiums | 6 | 81.0 |
| Number of international association meetings 3-year average | 15 | 256.3 |
| Cultural and entertainment tourism digital demand 0–100 (best) | 11 | 66 |

* Scores are on a 1-to-7 scale unless indicated otherwise. For detailed definitions, sources, and periods, consult the interactive Country/Economy Profiles and Rankings at http://wef.ch/ttcr

# Austria

**12th** / 136

Travel & Tourism Competitiveness Index 2017 edition

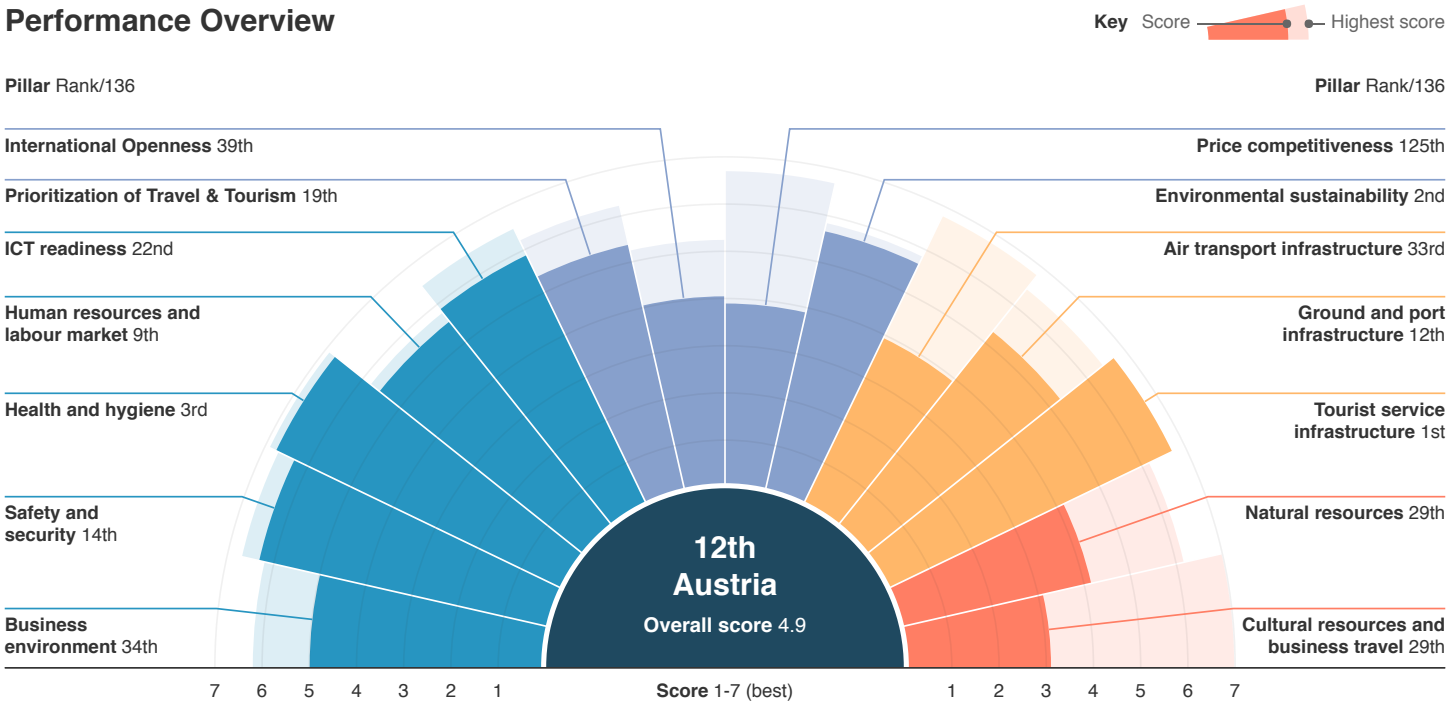
## Key Indicators

Sources: World Tourism Organization (UNWTO) and World Travel and Tourism Council (WTTC)

| | |
|---|---|
| **International tourist arrivals** | 26,718,945 |
| **International tourism inbound receipts** | US $18,218.0 million |
| **Average receipts per arrival** | US $681.8 |

| | |
|---|---|
| **T&T industry GDP** | US $20,458.0 million |
| % of total | 5.5% |
| **T&T industry employment** | 261,100 jobs |
| % of total | 6.1% |

## Performance Overview




## Past performance

| Travel & Tourism Competitiveness Edition | 2015 | 2017 |
|---|---|---|
| **Rank** | 12 / 141 | 12 / 136 |
| **Score** | 4.8 | 4.9 |

# Austria

**12th** / 136

## Travel & Tourism Competitiveness Index 2017 edition

WORLD ECONOMIC FORUM

| Index Component | Rank/136 | Score* |
|---|---|---|
| **Business environment** | 34 | 5.0 |
| Property rights | 13 | 5.9 |
| Business impact of rules on FDI | 21 | 5.4 |
| Efficiency of legal framework in settling disputes | 23 | 4.8 |
| Efficiency of legal framework in challenging regs | 24 | 4.6 |
| Time required to deal with construction permits days | 112 | 222 |
| Cost to deal with construction permits % construction cost | 54 | 1.3 |
| Extent of market dominance | 7 | 5.2 |
| Time to start a business days | 99 | 21.0 |
| Cost to start a business % GNI per capita | 7 | 0.3 |
| Effect of taxation on incentives to work | 131 | 2.7 |
| Effect of taxation on incentives to invest | 118 | 2.9 |
| Total tax rate % profits | 112 | 51.6 |
| **Safety and security** | 14 | 6.3 |
| Business costs of crime and violence | 22 | 5.5 |
| Reliability of police services | 17 | 6.2 |
| Business costs of terrorism | 35 | 5.8 |
| Index of terrorism incidence | 41 | 7.0 |
| Homicide rate /100,000 pop. | 6 | 0.5 |
| **Health and hygiene** | 3 | 6.7 |
| Physician density /1,000 pop | 25 | 3.4 |
| Access to improved sanitation % pop. | 1 | 100.0 |
| Access to improved drinking water % pop. | 1 | 100.0 |
| Hospital beds /10,000 pop. | 6 | 76.0 |
| HIV prevalence % adult pop. | 76 | 0.4 |
| Malaria incidence cases/100,000 pop. | 1 | S.L. |
| **Human resources and labour market** | 9 | 5.5 |
| Primary education enrollment rate net % | 26 | 98.1 |
| Secondary education enrollment rate gross % | 47 | 100.0 |
| Extent of staff training | 11 | 5.2 |
| Degree of customer orientation | 5 | 5.9 |
| Hiring and firing practices | n/a | n/a |
| Ease of finding skilled employees | 17 | 5.1 |
| Ease of hiring foreign labour | 77 | 3.9 |
| Pay and productivity | 32 | 4.6 |
| Female participation in the labor force ratio to men | 37 | 0.89 |
| **ICT readiness** | 22 | 5.8 |
| ICT use for biz-to-biz transactions | 17 | 5.8 |
| Internet use for biz-to-consumer transactions | 25 | 5.5 |
| Internet users % pop. | 23 | 83.9 |
| Fixed-broadband Internet subscriptions /100 pop. | 23 | 28.7 |
| Mobile-cellular telephone subscriptions /100 pop. | 17 | 157.4 |
| Mobile-broadband subscriptions /100 pop. | 44 | 70.5 |
| Mobile network coverage % pop. | 65 | 99.0 |
| Quality of electricity supply | 12 | 6.6 |
| **Prioritization of Travel & Tourism** | 19 | 5.3 |
| Government prioritization of travel and tourism industry | 21 | 5.7 |
| T&T government expenditure % government budget | 39 | 4.8 |
| Effectiveness of marketing and branding to attract tourists | 24 | 5.2 |
| Comprehensiveness of annual T&T data 0–120 (best) | 53 | 73 |
| Timeliness of providing monthly/quarterly T&T data 0–21 (best) | 28 | 20.0 |
| Country brand strategy rating 1–10 (best) | 11 | 87.6 |

| Index Component | Rank/136 | Score* |
|---|---|---|
| **International Openness** | 39 | 4.0 |
| Visa requirements 0–100 (best) | 73 | 24.0 |
| Openness of bilateral Air Service Agreements 0–38 (best) | 85 | 9.4 |
| Number of regional trade agreements in force number | 1 | 53.0 |
| **Price competitiveness** | 125 | 3.9 |
| Ticket taxes and airport charges 0–100 (best) | 122 | 44.5 |
| Hotel price index US$ | 46 | 112.6 |
| Purchasing power parity PPP $ | 118 | 0.9 |
| Fuel price levels US$ cents/litre | 103 | 155.0 |
| **Environmental sustainability** | 2 | 5.6 |
| Stringency of environmental regulations | 4 | 6.2 |
| Enforcement of environmental regulations | 3 | 6.1 |
| Sustainability of travel and tourism industry development | 14 | 5.3 |
| Particulate matter (2.5) concentration μg/m3 | 111 | 11.9 |
| Environmental treaty ratification 0–27 (best) | 26 | 25 |
| Baseline water stress 5–0 (best) | 27 | 0.4 |
| Threatened species % total species | 27 | 3.8 |
| Forest cover change % change | 63 | 0.0 |
| Wastewater treatment % | 9 | 94.3 |
| Costal shelf fishing pressure tonnes/km2 | n/a | n/a |
| **Air transport infrastructure** | 33 | 3.9 |
| Quality of air transport infrastructure | 35 | 5.3 |
| Available seat kilometres, domestic millions | 59 | 4.7 |
| Available seat kilometres, international millions | 40 | 478.1 |
| Aircraft departures /1,000 pop. | 21 | 17.7 |
| Airport density airports/million pop. | 62 | 1.1 |
| Number of operating airlines Number | 19 | 86.0 |
| **Ground and port infrastructure** | 12 | 5.2 |
| Quality of roads | 8 | 6.0 |
| Road density % total territorial area | 23 | - |
| Paved road density % total territorial area | 17 | - |
| Quality of railroad infrastructure | 12 | 5.3 |
| Railroad density km of roads/land area | 11 | 6.0 |
| Quality of port infrastructure | 74 | 3.9 |
| Ground transport efficiency | 8 | 5.6 |
| **Tourist service infrastructure** | 1 | 6.7 |
| Hotel rooms number/100 pop. | 5 | 3.4 |
| Quality of tourism infrastructure | 3 | 6.2 |
| Presence of major car rental companies | 1 | 7 |
| Automated teller machines number/thoudand adult pop. | 13 | 119.4 |
| **Natural resources** | 29 | 4.1 |
| Number of World Heritage natural sites number of sites | 86 | 0 |
| Total known species number of species | 91 | 416 |
| Total protected areas % total territorial area | 27 | 28.4 |
| Natural tourism digital demand 0–100 (best) | 3 | 88 |
| Attractiveness of natural assets | 8 | 6.3 |
| **Cultural resources and business travel** | 29 | 3.1 |
| Number of World Heritage cultural sites number of sites | 22 | 9 |
| Oral and intangible cultural heritage number of expressions | 36 | 4 |
| Sports stadiums number of large stadiums | 66 | 5.0 |
| Number of international association meetings 3-year average | 12 | 272.0 |
| Cultural and entertainment tourism digital demand 0–100 (best) | 41 | 16 |

* Scores are on a 1-to-7 scale unless indicated otherwise. For detailed definitions, sources, and periods, consult the interactive Country/Economy Profiles and Rankings at http://wef.ch/ttcr

# Azerbaijan

**71st** / 136

Travel & Tourism Competitiveness Index 2017 edition

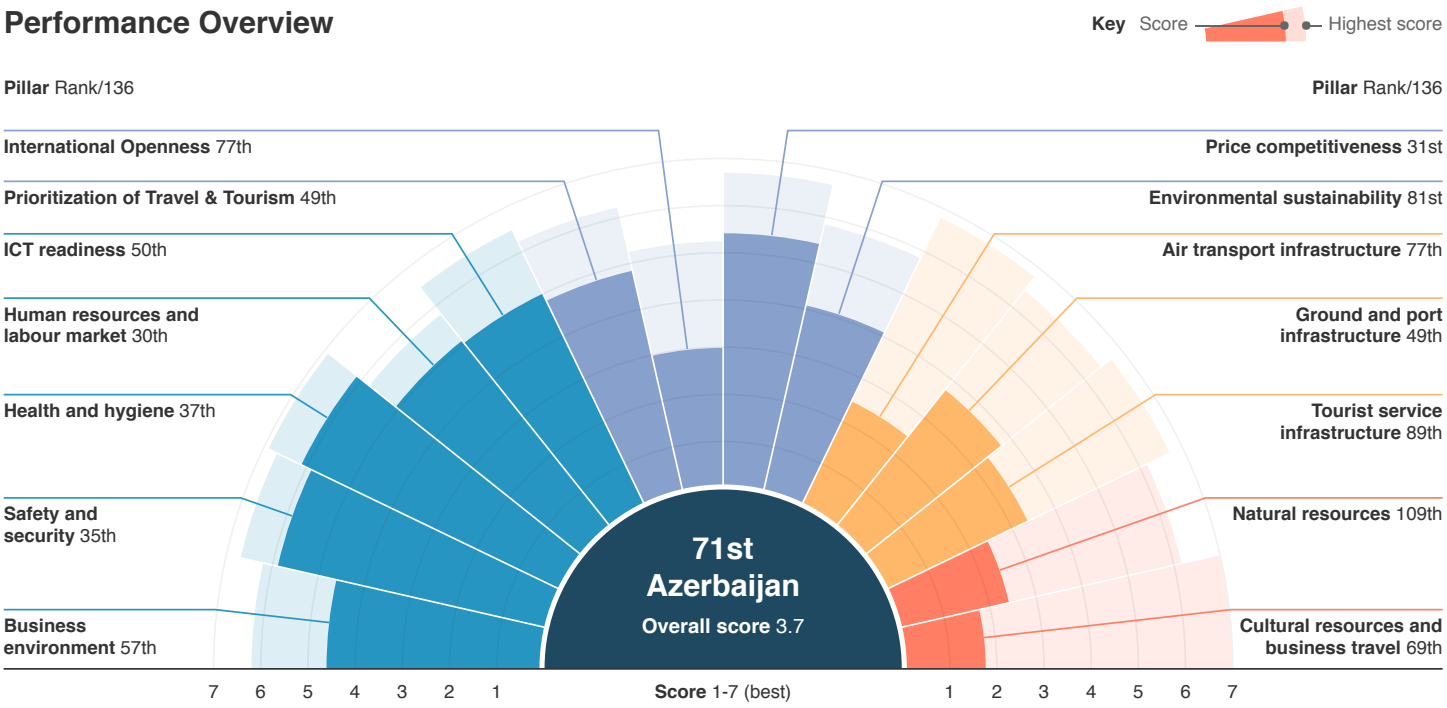
## Key Indicators

Sources: World Tourism Organization (UNWTO) and World Travel and Tourism Council (WTTC)

| | |
|---|---|
| **International tourist arrivals** | 1,921,925 |
| **International tourism inbound receipts** | US $2,309.5 million |
| **Average receipts per arrival** | US $1,201.7 |

| | |
|---|---|
| **T&T industry GDP** | US $1,504.9 million |
| % of total | 2.8% |
| **T&T industry employment** | 118,453 jobs |
| % of total | 2.6% |

## Performance Overview




Azerbaijan (71st) is one of the most improved economies this year, rising 13 places in the global rankings. While Azerbaijan's international arrivals decreased in 2015 as a result of an economic slowdown in the region, the growth of international arrivals since 2010 and the country's investment in the sector have increased and are consistent with the improvement in the rankings. Azerbaijan's liberalization of its visa regime has led to an improvement in the nation's openness (77th). At the same time the country has made efforts to enhance its natural and cultural resources by increasing the total size of protected areas (83rd) and actively promoting its oral and intangible cultural expressions (14th). Azerbaijan has become a cheaper destination thanks to a lowering of hotel prices (31st), and exchange rate fluctuations. Azerbaijan's relatively safe environment (35th), flexible labour market (20th) and positive health conditions (37th) contribute to its growing attractiveness as a tourist destination. However, the country's T&T competiveness could be enhanced even further by increasing air connectivity (currently ranked 77th), focusing on natural and cultural resources (109th and 69th, respectively) and developing and communicating entertainment and leisure attractions.

## Past performance

| Travel & Tourism Competitiveness Edition | 2015 | 2017 |
|---|---|---|
| **Rank** | 84 / 141 | 71 / 136 |
| **Score** | 3.5 | 3.7 |

# Azerbaijan

**71st**/136

Travel & Tourism Competitiveness Index 2017 edition

WORLD ECONOMIC FORUM

| Index Component | Rank/136 | Score* |
|---|---|---|
| **Business environment** | 57 | 4.6 |
| Property rights | 70 | 4.2 |
| Business impact of rules on FDI | 84 | 4.4 |
| Efficiency of legal framework in settling disputes | 43 | 4.2 |
| Efficiency of legal framework in challenging regs | 49 | 3.8 |
| Time required to deal with construction permits days | 103 | 203 |
| Cost to deal with construction permits % construction cost | 101 | 4.5 |
| Extent of market dominance | 73 | 3.6 |
| Time to start a business days | 7 | 3.0 |
| Cost to start a business % GNI per capita | 31 | 1.3 |
| Effect of taxation on incentives to work | 60 | 4.0 |
| Effect of taxation on incentives to invest | 49 | 3.9 |
| Total tax rate % profits | 78 | 39.8 |
| **Safety and security** | 35 | 5.8 |
| Business costs of crime and violence | 20 | 5.5 |
| Reliability of police services | 74 | 4.3 |
| Business costs of terrorism | 32 | 5.8 |
| Index of terrorism incidence | 54 | 7.0 |
| Homicide rate /100,000 pop. | 58 | 2.5 |
| **Health and hygiene** | 37 | 6.1 |
| Physician density /1,000 pop | 24 | 3.4 |
| Access to improved sanitation % pop. | 71 | 89.3 |
| Access to improved drinking water % pop. | 103 | 87.0 |
| Hospital beds /10,000 pop. | 36 | 47.0 |
| HIV prevalence % adult pop. | 1 | 0.1 |
| Malaria incidence cases/100,000 pop. | 1 | 0.0 |
| **Human resources and labour market** | 30 | 5.0 |
| Primary education enrollment rate net % | 75 | 94.1 |
| Secondary education enrollment rate gross % | 35 | 102.8 |
| Extent of staff training | 80 | 3.8 |
| Degree of customer orientation | 62 | 4.7 |
| Hiring and firing practices | 22 | 4.5 |
| Ease of finding skilled employees | 74 | 4.1 |
| Ease of hiring foreign labour | 37 | 4.4 |
| Pay and productivity | 34 | 4.5 |
| Female participation in the labor force ratio to men | 18 | 0.93 |
| **ICT readiness** | 50 | 5.0 |
| ICT use for biz-to-biz transactions | 47 | 4.9 |
| Internet use for biz-to-consumer transactions | 50 | 4.8 |
| Internet users % pop. | 33 | 77.0 |
| Fixed-broadband Internet subscriptions /100 pop. | 45 | 19.8 |
| Mobile-cellular telephone subscriptions /100 pop. | 78 | 111.3 |
| Mobile-broadband subscriptions /100 pop. | 58 | 60.9 |
| Mobile network coverage % pop. | 1 | 100.0 |
| Quality of electricity supply | 58 | 5.1 |
| **Prioritization of Travel & Tourism** | 49 | 4.8 |
| Government prioritization of travel and tourism industry | 30 | 5.6 |
| T&T government expenditure % government budget | 72 | 3.1 |
| Effectiveness of marketing and branding to attract tourists | 46 | 4.8 |
| Comprehensiveness of annual T&T data 0–120 (best) | 41 | 78 |
| Timeliness of providing monthly/quarterly T&T data 0–21 (best) | 88 | 16.5 |
| Country brand strategy rating 1–10 (best) | 64 | 75.2 |

| Index Component | Rank/136 | Score* |
|---|---|---|
| **International Openness** | 77 | 2.9 |
| Visa requirements 0–100 (best) | 26 | 56.0 |
| Openness of bilateral Air Service Agreements 0–38 (best) | 67 | 10.7 |
| Number of regional trade agreements in force number | 91 | 4.0 |
| **Price competitiveness** | 31 | 5.4 |
| Ticket taxes and airport charges 0–100 (best) | 107 | 56.0 |
| Hotel price index US$ | 31 | 96.9 |
| Purchasing power parity PPP $ | 9 | 0.3 |
| Fuel price levels US$ cents/litre | 23 | 77.0 |
| **Environmental sustainability** | 81 | 4.0 |
| Stringency of environmental regulations | 63 | 4.1 |
| Enforcement of environmental regulations | 53 | 4.1 |
| Sustainability of travel and tourism industry development | 54 | 4.5 |
| Particulate matter (2.5) concentration μg/m3 | 93 | 10.6 |
| Environmental treaty ratification 0–27 (best) | 90 | 19 |
| Baseline water stress 5–0 (best) | 111 | 4.1 |
| Threatened species % total species | 68 | 6.0 |
| Forest cover change % change | 8 | 0.0 |
| Wastewater treatment % | 70 | 9.7 |
| Costal shelf fishing pressure tonnes/km2 | n/a | n/a |
| **Air transport infrastructure** | 77 | 2.4 |
| Quality of air transport infrastructure | 36 | 5.3 |
| Available seat kilometres, domestic millions | 88 | 0.4 |
| Available seat kilometres, international millions | 80 | 95.9 |
| Aircraft departures /1,000 pop. | 83 | 1.9 |
| Airport density airports/million pop. | 72 | 0.9 |
| Number of operating airlines Number | 72 | 30.0 |
| **Ground and port infrastructure** | 49 | 3.7 |
| Quality of roads | 49 | 4.4 |
| Road density % total territorial area | 80 | - |
| Paved road density % total territorial area | 60 | - |
| Quality of railroad infrastructure | 29 | 4.2 |
| Railroad density km of roads/land area | 33 | 2.4 |
| Quality of port infrastructure | 59 | 4.3 |
| Ground transport efficiency | 22 | 4.9 |
| **Tourist service infrastructure** | 89 | 3.3 |
| Hotel rooms number/100 pop. | 97 | 0.2 |
| Quality of tourism infrastructure | 57 | 4.8 |
| Presence of major car rental companies | 85 | 4 |
| Automated teller machines number/thoudand adult pop. | 84 | 35.1 |
| **Natural resources** | 109 | 2.4 |
| Number of World Heritage natural sites number of sites | 86 | 0 |
| Total known species number of species | 78 | 467 |
| Total protected areas % total territorial area | 83 | 14.0 |
| Natural tourism digital demand 0–100 (best) | 129 | 1 |
| Attractiveness of natural assets | 73 | 5.1 |
| **Cultural resources and business travel** | 69 | 1.7 |
| Number of World Heritage cultural sites number of sites | 75 | 2 |
| Oral and intangible cultural heritage number of expressions | 14 | 10 |
| Sports stadiums number of large stadiums | 97 | 2.0 |
| Number of international association meetings 3-year average | 87 | 9.0 |
| Cultural and entertainment tourism digital demand 0–100 (best) | 113 | 2 |

* Scores are on a 1-to-7 scale unless indicated otherwise. For detailed definitions, sources, and periods, consult the interactive Country/Economy Profiles and Rankings at http://wef.ch/ttcr

# Bahrain

**60th** / 136

Travel & Tourism Competitiveness Index 2017 edition

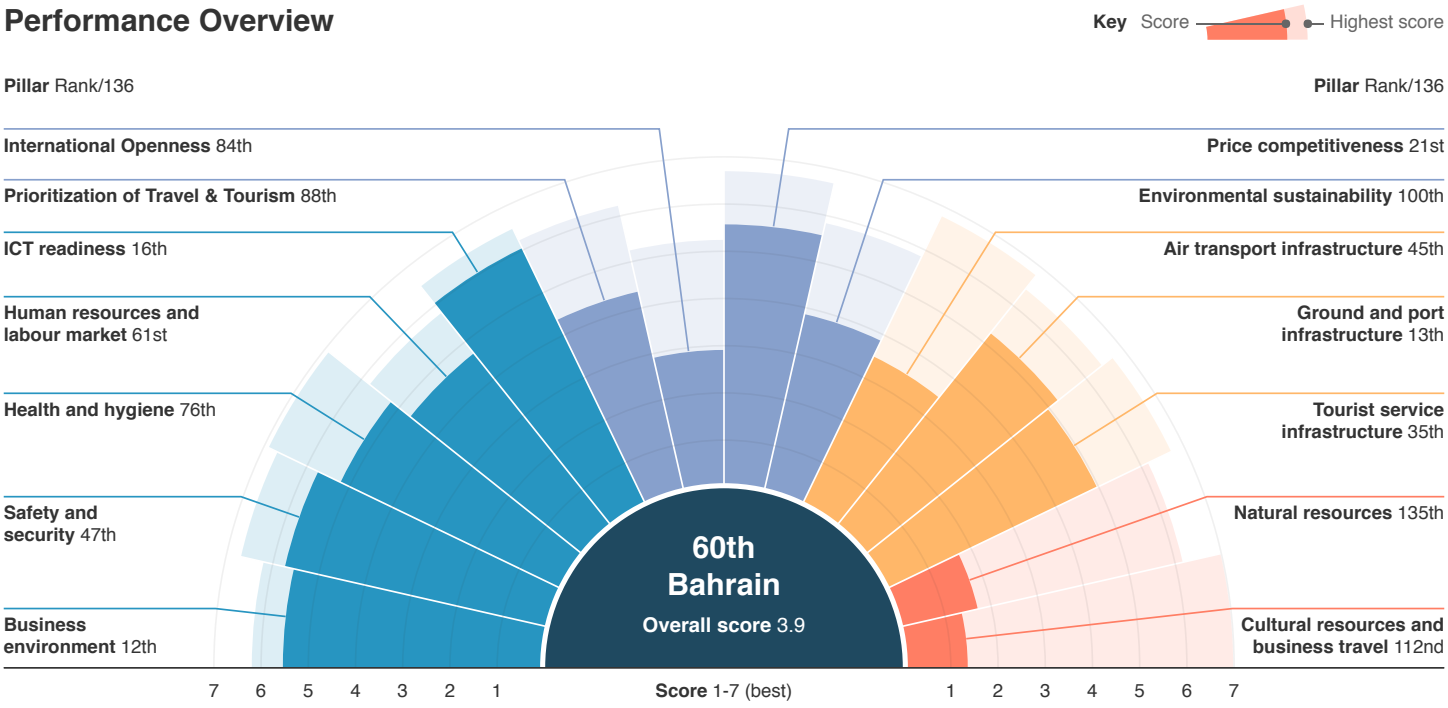
## Key Indicators

Sources: World Tourism Organization (UNWTO) and World Travel and Tourism Council (WTTC)

| | |
|---|---|
| **International tourist arrivals** | 1,200,000 |
| **International tourism inbound receipts** | US $1,197.0 million |
| **Average receipts per arrival** | US $997.5 |

| | |
|---|---|
| **T&T industry GDP** | US $1,237.0 million |
| % of total | 4.3% |
| **T&T industry employment** | 31,738 jobs |
| % of total | 4.2% |

## Performance Overview




## Past performance

| Travel & Tourism Competitiveness Edition | 2015 | 2017 |
|---|---|---|
| **Rank** | 60 / 141 | 60 / 136 |
| **Score** | 3.9 | 3.9 |

# Bahrain

**60th** / 136

## Travel & Tourism Competitiveness Index 2017 edition

WORLD ECONOMIC FORUM

| Index Component | Rank/136 | Score* |
|---|---|---|
| **Business environment** | 12 | 5.5 |
| Property rights | 26 | 5.5 |
| Business impact of rules on FDI | 18 | 5.5 |
| Efficiency of legal framework in settling disputes | 25 | 4.8 |
| Efficiency of legal framework in challenging regs | 21 | 4.7 |
| Time required to deal with construction permits days | 69 | 146 |
| Cost to deal with construction permits % construction cost | 74 | 2.2 |
| Extent of market dominance | 33 | 4.2 |
| Time to start a business days | 53 | 9.0 |
| Cost to start a business % GNI per capita | 28 | 1.2 |
| Effect of taxation on incentives to work | 7 | 5.3 |
| Effect of taxation on incentives to invest | 2 | 6.1 |
| Total tax rate % profits | 4 | 13.5 |
| **Safety and security** | 47 | 5.7 |
| Business costs of crime and violence | 31 | 5.4 |
| Reliability of police services | 33 | 5.7 |
| Business costs of terrorism | 93 | 4.8 |
| Index of terrorism incidence | 109 | 5.8 |
| Homicide rate /100,000 pop. | 6 | 0.5 |
| **Health and hygiene** | 76 | 5.2 |
| Physician density /1,000 pop | 89 | 0.9 |
| Access to improved sanitation % pop. | 22 | 99.2 |
| Access to improved drinking water % pop. | 1 | 100.0 |
| Hospital beds /10,000 pop. | 73 | 21.0 |
| HIV prevalence % adult pop. | 1 | <0.2 |
| Malaria incidence cases/100,000 pop. | 1 | S.L. |
| **Human resources and labour market** | 61 | 4.7 |
| Primary education enrollment rate net % | 117 | 86.4 |
| Secondary education enrollment rate gross % | 52 | 99.4 |
| Extent of staff training | 26 | 4.7 |
| Degree of customer orientation | 41 | 5.1 |
| Hiring and firing practices | 26 | 4.4 |
| Ease of finding skilled employees | 37 | 4.7 |
| Ease of hiring foreign labour | 10 | 4.9 |
| Pay and productivity | 22 | 4.7 |
| Female participation in the labor force ratio to men | 120 | 0.47 |
| **ICT readiness** | 16 | 6.0 |
| ICT use for biz-to-biz transactions | 36 | 5.3 |
| Internet use for biz-to-consumer transactions | 54 | 4.7 |
| Internet users % pop. | 5 | 93.5 |
| Fixed-broadband Internet subscriptions /100 pop. | 49 | 18.6 |
| Mobile-cellular telephone subscriptions /100 pop. | 4 | 185.3 |
| Mobile-broadband subscriptions /100 pop. | 4 | 131.8 |
| Mobile network coverage % pop. | 65 | 99.0 |
| Quality of electricity supply | 31 | 6.2 |
| **Prioritization of Travel & Tourism** | 88 | 4.3 |
| Government prioritization of travel and tourism industry | 37 | 5.4 |
| T&T government expenditure % government budget | 50 | 4.0 |
| Effectiveness of marketing and branding to attract tourists | 67 | 4.4 |
| Comprehensiveness of annual T&T data 0–120 (best) | 100 | 49 |
| Timeliness of providing monthly/quarterly T&T data 0–21 (best) | 118 | 3.0 |
| Country brand strategy rating 1–10 (best) | 40 | 79.7 |

| Index Component | Rank/136 | Score* |
|---|---|---|
| **International Openness** | 84 | 2.9 |
| Visa requirements 0–100 (best) | 40 | 48.0 |
| Openness of bilateral Air Service Agreements 0–38 (best) | 72 | 10.2 |
| Number of regional trade agreements in force number | 78 | 6.0 |
| **Price competitiveness** | 21 | 5.5 |
| Ticket taxes and airport charges 0–100 (best) | 17 | 91.7 |
| Hotel price index US$ | 93 | 199.9 |
| Purchasing power parity PPP $ | 78 | 0.5 |
| Fuel price levels US$ cents/litre | 4 | 17.0 |
| **Environmental sustainability** | 100 | 3.8 |
| Stringency of environmental regulations | 58 | 4.3 |
| Enforcement of environmental regulations | 52 | 4.2 |
| Sustainability of travel and tourism industry development | 71 | 4.3 |
| Particulate matter (2.5) concentration µg/m3 | 80 | 9.8 |
| Environmental treaty ratification 0–27 (best) | 115 | 17 |
| Baseline water stress 5–0 (best) | 124 | 5.0 |
| Threatened species % total species | 22 | 3.7 |
| Forest cover change % change | n/a | n/a |
| Wastewater treatment % | 24 | 72.7 |
| Costal shelf fishing pressure tonnes/km2 | 90 | 1.0 |
| **Air transport infrastructure** | 45 | 3.5 |
| Quality of air transport infrastructure | 46 | 4.9 |
| Available seat kilometres, domestic millions | 105 | 0.0 |
| Available seat kilometres, international millions | 66 | 164.3 |
| Aircraft departures /1,000 pop. | 8 | 41.7 |
| Airport density airports/million pop. | 84 | 0.8 |
| Number of operating airlines Number | 80 | 28.0 |
| **Ground and port infrastructure** | 13 | 5.2 |
| Quality of roads | 25 | 5.1 |
| Road density % total territorial area | 2 | - |
| Paved road density % total territorial area | 3 | - |
| Quality of railroad infrastructure | n/a | n/a |
| Railroad density km of roads/land area | n/a | n/a |
| Quality of port infrastructure | 30 | 5.1 |
| Ground transport efficiency | 69 | 3.6 |
| **Tourist service infrastructure** | 35 | 4.9 |
| Hotel rooms number/100 pop. | 36 | 1.0 |
| Quality of tourism infrastructure | 48 | 5.1 |
| Presence of major car rental companies | 1 | 7 |
| Automated teller machines number/thoudand adult pop. | 61 | 51.7 |
| **Natural resources** | 135 | 1.7 |
| Number of World Heritage natural sites number of sites | 86 | 0 |
| Total known species number of species | 131 | 242 |
| Total protected areas % total territorial area | 125 | 2.9 |
| Natural tourism digital demand 0–100 (best) | 107 | 3 |
| Attractiveness of natural assets | 126 | 3.5 |
| **Cultural resources and business travel** | 112 | 1.3 |
| Number of World Heritage cultural sites number of sites | 75 | 2 |
| Oral and intangible cultural heritage number of expressions | 93 | 0 |
| Sports stadiums number of large stadiums | 77 | 4.0 |
| Number of international association meetings 3-year average | 117 | 3.0 |
| Cultural and entertainment tourism digital demand 0–100 (best) | 85 | 6 |

* Scores are on a 1-to-7 scale unless indicated otherwise. For detailed definitions, sources, and periods, consult the interactive Country/Economy Profiles and Rankings at http://wef.ch/ttcr

# Bangladesh

**125th** / 136

Travel & Tourism Competitiveness Index 2017 edition

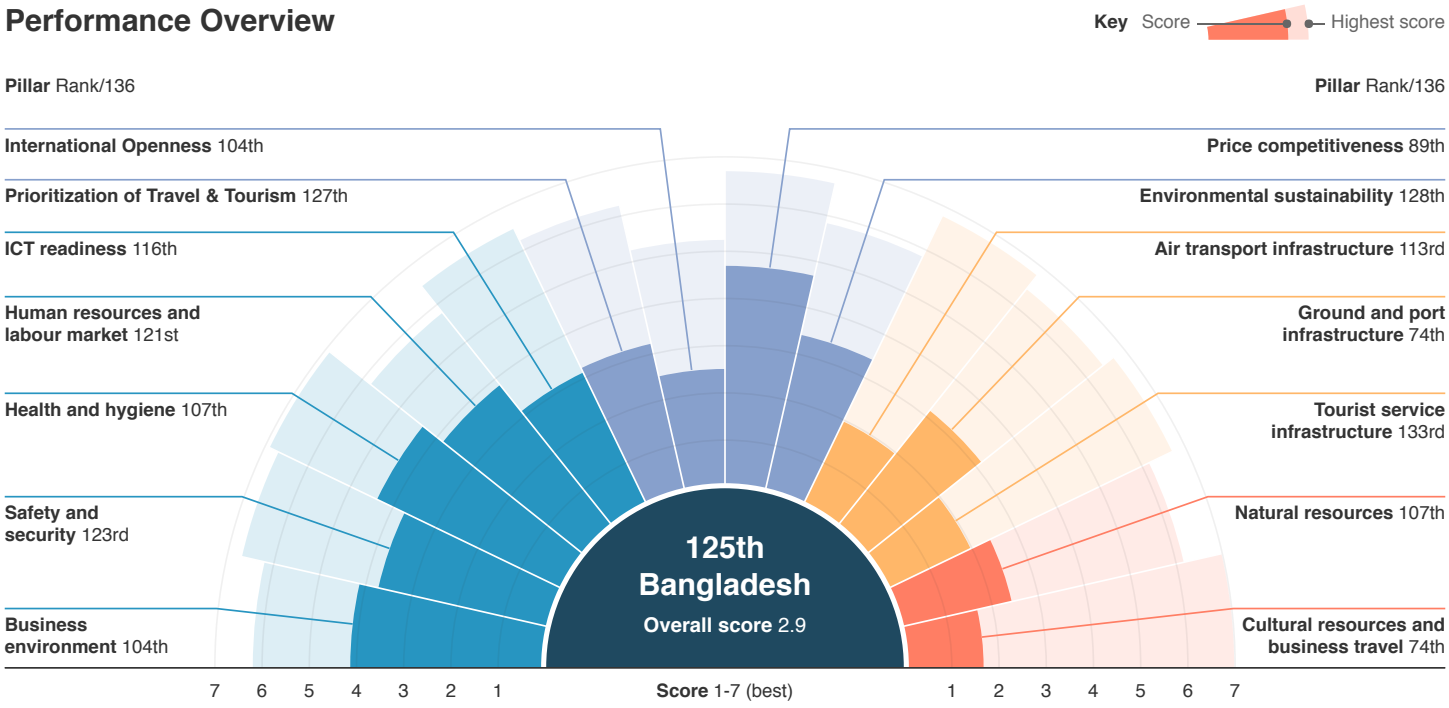
## Key Indicators

Sources: World Tourism Organization (UNWTO) and World Travel and Tourism Council (WTTC)

| | |
|---|---|
| **International tourist arrivals** | 125,000 |
| **International tourism inbound receipts** | US $148.4 million |
| **Average receipts per arrival** | US $1,187.2 |

| | |
|---|---|
| **T&T industry GDP** | US $5,193.0 million |
| % of total | 2.4% |
| **T&T industry employment** | 1,138,690 jobs |
| % of total | 2.0% |

## Performance Overview




## Past performance

| Travel & Tourism Competitiveness Edition | 2015 | 2017 |
|---|---|---|
| **Rank** | 127 / 141 | 125 / 136 |
| **Score** | 2.9 | 2.9 |

# Bangladesh

**125th** / 136

## Travel & Tourism Competitiveness Index 2017 edition

WORLD ECONOMIC FORUM

| Index Component | Rank/136 | Score* |
|---|---|---|
| **Business environment** | 104 | 4.1 |
| Property rights | 105 | 3.8 |
| Business impact of rules on FDI | 74 | 4.5 |
| Efficiency of legal framework in settling disputes | 116 | 2.8 |
| Efficiency of legal framework in challenging regs | 105 | 2.8 |
| Time required to deal with construction permits days | 125 | 269 |
| Cost to deal with construction permits % construction cost | 80 | 2.7 |
| Extent of market dominance | 120 | 3.0 |
| Time to start a business days | 96 | 19.5 |
| Cost to start a business % GNI per capita | 89 | 13.8 |
| Effect of taxation on incentives to work | 40 | 4.3 |
| Effect of taxation on incentives to invest | 60 | 3.7 |
| Total tax rate % profits | 56 | 34.4 |
| **Safety and security** | 123 | 3.7 |
| Business costs of crime and violence | 112 | 3.6 |
| Reliability of police services | 117 | 3.1 |
| Business costs of terrorism | 114 | 4.2 |
| Index of terrorism incidence | 126 | 1.0 |
| Homicide rate /100,000 pop. | 63 | 2.8 |
| **Health and hygiene** | 107 | 4.3 |
| Physician density /1,000 pop | 104 | 0.4 |
| Access to improved sanitation % pop. | 104 | 60.6 |
| Access to improved drinking water % pop. | 105 | 86.9 |
| Hospital beds /10,000 pop. | 122 | 6.0 |
| HIV prevalence % adult pop. | 1 | 0.1 |
| Malaria incidence cases/100,000 pop. | 106 | 440.0 |
| **Human resources and labour market** | 121 | 3.8 |
| Primary education enrollment rate net % | 98 | 90.5 |
| Secondary education enrollment rate gross % | 108 | 63.5 |
| Extent of staff training | 122 | 3.3 |
| Degree of customer orientation | 108 | 4.1 |
| Hiring and firing practices | 35 | 4.3 |
| Ease of finding skilled employees | 115 | 3.6 |
| Ease of hiring foreign labour | 107 | 3.6 |
| Pay and productivity | 81 | 3.7 |
| Female participation in the labor force ratio to men | 118 | 0.54 |
| **ICT readiness** | 116 | 3.1 |
| ICT use for biz-to-biz transactions | 120 | 3.9 |
| Internet use for biz-to-consumer transactions | 108 | 3.8 |
| Internet users % pop. | 125 | 14.4 |
| Fixed-broadband Internet subscriptions /100 pop. | 94 | 3.1 |
| Mobile-cellular telephone subscriptions /100 pop. | 118 | 81.9 |
| Mobile-broadband subscriptions /100 pop. | 115 | 15.7 |
| Mobile network coverage % pop. | 59 | 99.4 |
| Quality of electricity supply | 109 | 3.2 |
| **Prioritization of Travel & Tourism** | 127 | 3.2 |
| Government prioritization of travel and tourism industry | 111 | 3.7 |
| T&T government expenditure % government budget | 97 | 2.2 |
| Effectiveness of marketing and branding to attract tourists | 123 | 3.0 |
| Comprehensiveness of annual T&T data 0–120 (best) | 129 | 21 |
| Timeliness of providing monthly/quarterly T&T data 0–21 (best) | 118 | 3.0 |
| Country brand strategy rating 1–10 (best) | 97 | 68.4 |

| Index Component | Rank/136 | Score* |
|---|---|---|
| **International Openness** | 104 | 2.5 |
| Visa requirements 0–100 (best) | 46 | 42.0 |
| Openness of bilateral Air Service Agreements 0–38 (best) | 120 | 6.2 |
| Number of regional trade agreements in force number | 83 | 5.0 |
| **Price competitiveness** | 89 | 4.7 |
| Ticket taxes and airport charges 0–100 (best) | 118 | 46.6 |
| Hotel price index US$ | 85 | 166.1 |
| Purchasing power parity PPP $ | 33 | 0.4 |
| Fuel price levels US$ cents/litre | 30 | 90.0 |
| **Environmental sustainability** | 128 | 3.4 |
| Stringency of environmental regulations | 94 | 3.5 |
| Enforcement of environmental regulations | 120 | 3.0 |
| Sustainability of travel and tourism industry development | 124 | 3.1 |
| Particulate matter (2.5) concentration μg/m3 | 134 | 31.4 |
| Environmental treaty ratification 0–27 (best) | 79 | 20 |
| Baseline water stress 5–0 (best) | 17 | 0.3 |
| Threatened species % total species | 112 | 9.3 |
| Forest cover change % change | 43 | 0.0 |
| Wastewater treatment % | 111 | 0.0 |
| Costal shelf fishing pressure tonnes/km2 | 58 | 0.2 |
| **Air transport infrastructure** | 113 | 1.9 |
| Quality of air transport infrastructure | 113 | 3.2 |
| Available seat kilometres, domestic millions | 53 | 7.4 |
| Available seat kilometres, international millions | 56 | 257.4 |
| Aircraft departures /1,000 pop. | 121 | 0.2 |
| Airport density airports/million pop. | 134 | 0.1 |
| Number of operating airlines Number | 70 | 31.0 |
| **Ground and port infrastructure** | 74 | 3.1 |
| Quality of roads | 111 | 2.9 |
| Road density % total territorial area | 18 | - |
| Paved road density % total territorial area | 67 | - |
| Quality of railroad infrastructure | 68 | 2.7 |
| Railroad density km of roads/land area | 41 | 1.9 |
| Quality of port infrastructure | 88 | 3.5 |
| Ground transport efficiency | 112 | 2.5 |
| **Tourist service infrastructure** | 133 | 1.9 |
| Hotel rooms number/100 pop. | 135 | 0.0 |
| Quality of tourism infrastructure | 115 | 3.6 |
| Presence of major car rental companies | 129 | 1 |
| Automated teller machines number/thoudand adult pop. | 113 | 9.2 |
| **Natural resources** | 107 | 2.4 |
| Number of World Heritage natural sites number of sites | 46 | 1 |
| Total known species number of species | 47 | 784 |
| Total protected areas % total territorial area | 117 | 4.6 |
| Natural tourism digital demand 0–100 (best) | 115 | 2 |
| Attractiveness of natural assets | 116 | 3.9 |
| **Cultural resources and business travel** | 74 | 1.6 |
| Number of World Heritage cultural sites number of sites | 75 | 2 |
| Oral and intangible cultural heritage number of expressions | 43 | 3 |
| Sports stadiums number of large stadiums | 50 | 7.0 |
| Number of international association meetings 3-year average | 95 | 8.0 |
| Cultural and entertainment tourism digital demand 0–100 (best) | 76 | 7 |

* Scores are on a 1-to-7 scale unless indicated otherwise. For detailed definitions, sources, and periods, consult the interactive Country/Economy Profiles and Rankings at http://wef.ch/ttcr

# Barbados

**58th** / 136

Travel & Tourism Competitiveness Index 2017 edition

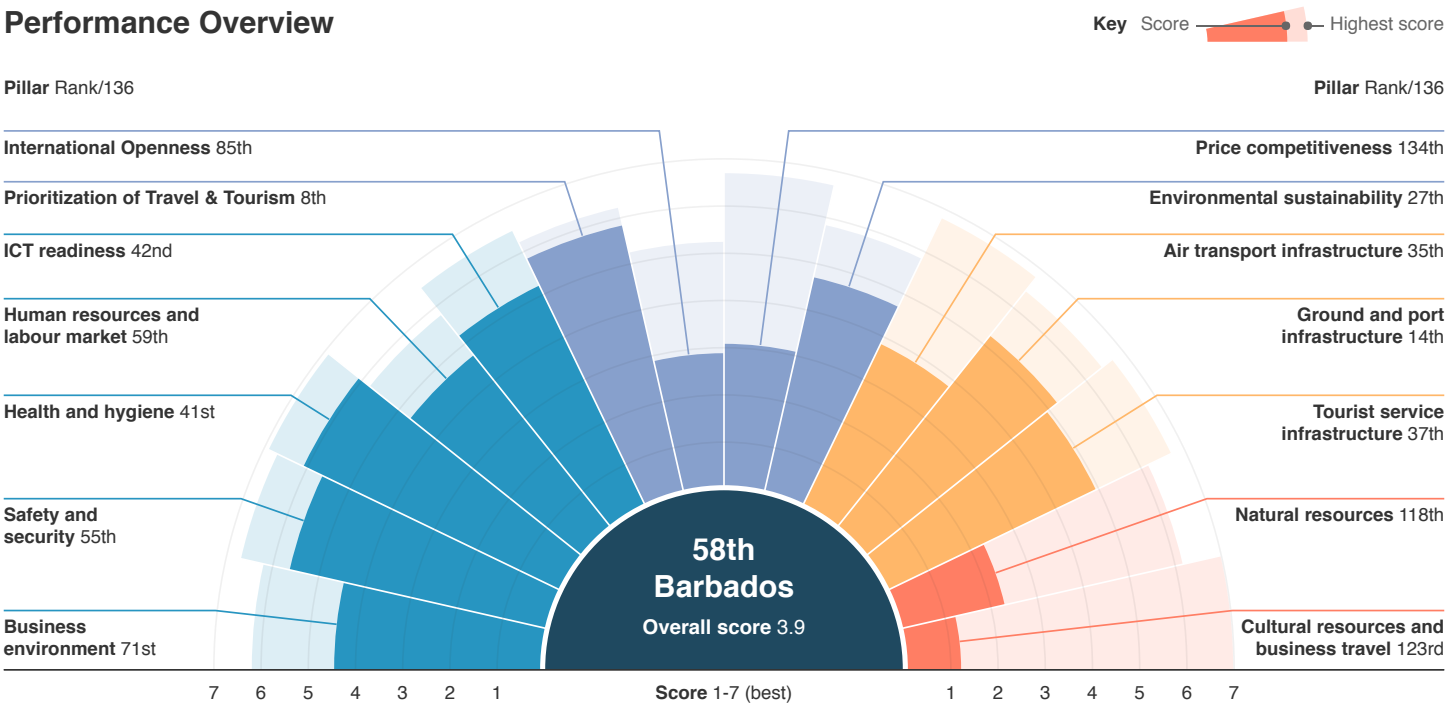
## Key Indicators

Sources: World Tourism Organization (UNWTO) and World Travel and Tourism Council (WTTC)

| | |
|---|---|
| **International tourist arrivals** | 587,800 |
| **International tourism inbound receipts** | US $956.9 million |
| **Average receipts per arrival** | US $1,627.9 |

| | |
|---|---|
| **T&T industry GDP** | US $528.6 million |
| % of total | 12.0% |
| **T&T industry employment** | 15,630 jobs |
| % of total | 12.3% |

## Performance Overview




## Past performance

| Travel & Tourism Competitiveness Edition | 2015 | 2017 |
|---|---|---|
| **Rank** | 46 / 141 | 58 / 136 |
| **Score** | 4.1 | 3.9 |

# Barbados

**58th** / 136

## Travel & Tourism Competitiveness Index 2017 edition

WORLD ECONOMIC FORUM

| Index Component | Rank/136 | Score* |
|---|---|---|
| **Business environment** | 71 | 4.4 |
| Property rights | 41 | 4.9 |
| Business impact of rules on FDI | 63 | 4.7 |
| Efficiency of legal framework in settling disputes | 67 | 3.6 |
| Efficiency of legal framework in challenging regs | 78 | 3.3 |
| Time required to deal with construction permits days | 134 | 442 |
| Cost to deal with construction permits % construction cost | 5 | 0.2 |
| Extent of market dominance | 113 | 3.1 |
| Time to start a business days | 84 | 15.0 |
| Cost to start a business % GNI per capita | 73 | 7.7 |
| Effect of taxation on incentives to work | 73 | 3.8 |
| Effect of taxation on incentives to invest | 84 | 3.4 |
| Total tax rate % profits | 59 | 34.7 |
| **Safety and security** | 55 | 5.6 |
| Business costs of crime and violence | 99 | 3.9 |
| Reliability of police services | 35 | 5.5 |
| Business costs of terrorism | 27 | 5.9 |
| Index of terrorism incidence | 1 | 7.0 |
| Homicide rate /100,000 pop. | 105 | 8.8 |
| **Health and hygiene** | 41 | 6.0 |
| Physician density /1,000 pop | 67 | 1.8 |
| Access to improved sanitation % pop. | 49 | 96.2 |
| Access to improved drinking water % pop. | 40 | 99.7 |
| Hospital beds /10,000 pop. | 18 | 62.0 |
| HIV prevalence % adult pop. | 102 | 0.9 |
| Malaria incidence cases/100,000 pop. | 1 | S.L. |
| **Human resources and labour market** | 59 | 4.7 |
| Primary education enrollment rate net % | 93 | 91.0 |
| Secondary education enrollment rate gross % | 22 | 109.3 |
| Extent of staff training | 46 | 4.2 |
| Degree of customer orientation | 109 | 4.1 |
| Hiring and firing practices | 101 | 3.3 |
| Ease of finding skilled employees | 47 | 4.5 |
| Ease of hiring foreign labour | 124 | 3.1 |
| Pay and productivity | 102 | 3.5 |
| Female participation in the labor force ratio to men | 21 | 0.93 |
| **ICT readiness** | 42 | 5.2 |
| ICT use for biz-to-biz transactions | 69 | 4.7 |
| Internet use for biz-to-consumer transactions | 80 | 4.3 |
| Internet users % pop. | 35 | 76.1 |
| Fixed-broadband Internet subscriptions /100 pop. | 32 | 27.2 |
| Mobile-cellular telephone subscriptions /100 pop. | 67 | 116.5 |
| Mobile-broadband subscriptions /100 pop. | 66 | 54.9 |
| Mobile network coverage % pop. | 1 | 100.0 |
| Quality of electricity supply | 33 | 6.0 |
| **Prioritization of Travel & Tourism** | 8 | 5.8 |
| Government prioritization of travel and tourism industry | 5 | 6.4 |
| T&T government expenditure % government budget | 4 | 16.2 |
| Effectiveness of marketing and branding to attract tourists | 22 | 5.3 |
| Comprehensiveness of annual T&T data 0–120 (best) | 121 | 36 |
| Timeliness of providing monthly/quarterly T&T data 0–21 (best) | 70 | 18.0 |
| Country brand strategy rating 1–10 (best) | 33 | 80.6 |

| Index Component | Rank/136 | Score* |
|---|---|---|
| **International Openness** | 85 | 2.8 |
| Visa requirements 0–100 (best) | 49 | 37.0 |
| Openness of bilateral Air Service Agreements 0–38 (best) | 26 | 15.6 |
| Number of regional trade agreements in force number | 91 | 4.0 |
| **Price competitiveness** | 134 | 3.0 |
| Ticket taxes and airport charges 0–100 (best) | 109 | 55.4 |
| Hotel price index US$ | 101 | 283.5 |
| Purchasing power parity PPP $ | 123 | 0.9 |
| Fuel price levels US$ cents/litre | 94 | 144.0 |
| **Environmental sustainability** | 27 | 4.7 |
| Stringency of environmental regulations | 68 | 4.0 |
| Enforcement of environmental regulations | 74 | 3.7 |
| Sustainability of travel and tourism industry development | 45 | 4.7 |
| Particulate matter (2.5) concentration μg/m3 | 3 | 1.4 |
| Environmental treaty ratification 0–27 (best) | 107 | 18 |
| Baseline water stress 5–0 (best) | 124 | 5.0 |
| Threatened species % total species | 2 | 2.5 |
| Forest cover change % change | 67 | 0.1 |
| Wastewater treatment % | n/a | n/a |
| Costal shelf fishing pressure tonnes/km2 | 1 | 0.0 |
| **Air transport infrastructure** | 35 | 3.8 |
| Quality of air transport infrastructure | 32 | 5.3 |
| Available seat kilometres, domestic millions | 105 | 0.0 |
| Available seat kilometres, international millions | 91 | 63.8 |
| Aircraft departures /1,000 pop. | n/a | n/a |
| Airport density airports/million pop. | 5 | 11.2 |
| Number of operating airlines Number | 114 | 14.0 |
| **Ground and port infrastructure** | 14 | 5.2 |
| Quality of roads | 48 | 4.5 |
| Road density % total territorial area | 5 | - |
| Paved road density % total territorial area | 5 | - |
| Quality of railroad infrastructure | n/a | n/a |
| Railroad density km of roads/land area | n/a | n/a |
| Quality of port infrastructure | 35 | 4.9 |
| Ground transport efficiency | 37 | 4.4 |
| **Tourist service infrastructure** | 37 | 4.9 |
| Hotel rooms number/100 pop. | 7 | 2.2 |
| Quality of tourism infrastructure | 36 | 5.3 |
| Presence of major car rental companies | 85 | 4 |
| Automated teller machines number/thoudand adult pop. | 75 | 42.6 |
| **Natural resources** | 118 | 2.3 |
| Number of World Heritage natural sites number of sites | 86 | 0 |
| Total known species number of species | 132 | 238 |
| Total protected areas % total territorial area | 135 | 0.2 |
| Natural tourism digital demand 0–100 (best) | 55 | 19 |
| Attractiveness of natural assets | 50 | 5.5 |
| **Cultural resources and business travel** | 123 | 1.2 |
| Number of World Heritage cultural sites number of sites | 97 | 1 |
| Oral and intangible cultural heritage number of expressions | 93 | 0 |
| Sports stadiums number of large stadiums | 119 | 0.0 |
| Number of international association meetings 3-year average | 107 | 4.7 |
| Cultural and entertainment tourism digital demand 0–100 (best) | 74 | 8 |

* Scores are on a 1-to-7 scale unless indicated otherwise. For detailed definitions, sources, and periods, consult the interactive Country/Economy Profiles and Rankings at http://wef.ch/ttcr

# Belgium

**21st** / 136

Travel & Tourism Competitiveness Index 2017 edition

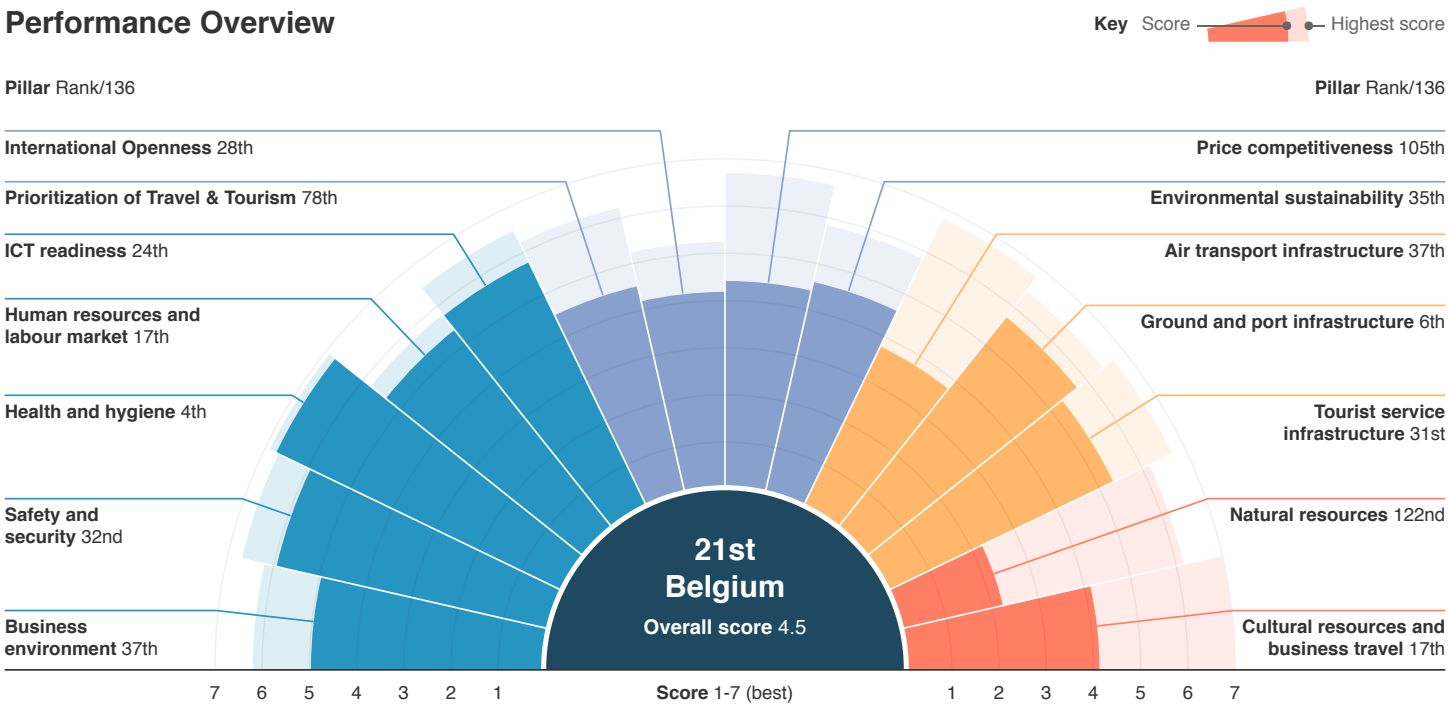
## Key Indicators

Sources: World Tourism Organization (UNWTO) and World Travel and Tourism Council (WTTC)

| | |
|---|---|
| **International tourist arrivals** | 8,354,753 |
| **International tourism inbound receipts** | US $11,968.2 million |
| **Average receipts per arrival** | US $1,432.5 |

| | |
|---|---|
| **T&T industry GDP** | US $11,157.1 million |
| % of total | 2.5% |
| **T&T industry employment** | 119,435 jobs |
| % of total | 2.6% |

## Performance Overview




## Past performance

| Travel & Tourism Competitiveness Edition | 2015 | 2017 |
|---|---|---|
| **Rank** | 21 / 141 | 21 / 136 |
| **Score** | 4.5 | 4.5 |

# Belgium

**21st**/136

## Travel & Tourism Competitiveness Index 2017 edition

WORLD ECONOMIC FORUM

| Index Component | Rank/136 | Score* |
|---|---|---|
| **Business environment** | 37 | 4.9 |
| Property rights | 21 | 5.7 |
| Business impact of rules on FDI | 16 | 5.5 |
| Efficiency of legal framework in settling disputes | 38 | 4.5 |
| Efficiency of legal framework in challenging regs | 23 | 4.6 |
| Time required to deal with construction permits days | 108 | 212 |
| Cost to deal with construction permits % construction cost | 43 | 1.0 |
| Extent of market dominance | 8 | 5.2 |
| Time to start a business days | 13 | 4.0 |
| Cost to start a business % GNI per capita | 58 | 5.0 |
| Effect of taxation on incentives to work | 130 | 2.7 |
| Effect of taxation on incentives to invest | 95 | 3.3 |
| Total tax rate % profits | 121 | 58.7 |
| **Safety and security** | 32 | 5.9 |
| Business costs of crime and violence | 48 | 5.1 |
| Reliability of police services | 26 | 5.9 |
| Business costs of terrorism | 86 | 4.8 |
| Index of terrorism incidence | 61 | 7.0 |
| Homicide rate /100,000 pop. | 50 | 1.8 |
| **Health and hygiene** | 4 | 6.7 |
| Physician density /1,000 pop | 14 | 3.8 |
| Access to improved sanitation % pop. | 19 | 99.5 |
| Access to improved drinking water % pop. | 1 | 100.0 |
| Hospital beds /10,000 pop. | 12 | 65.0 |
| HIV prevalence % adult pop. | 60 | 0.3 |
| Malaria incidence cases/100,000 pop. | 1 | S.L. |
| **Human resources and labour market** | 17 | 5.3 |
| Primary education enrollment rate net % | 18 | 98.8 |
| Secondary education enrollment rate gross % | 1 | 164.8 |
| Extent of staff training | 14 | 5.2 |
| Degree of customer orientation | 11 | 5.7 |
| Hiring and firing practices | 111 | 3.2 |
| Ease of finding skilled employees | 13 | 5.2 |
| Ease of hiring foreign labour | 67 | 4.1 |
| Pay and productivity | 23 | 4.7 |
| Female participation in the labor force ratio to men | 46 | 0.87 |
| **ICT readiness** | 24 | 5.7 |
| ICT use for biz-to-biz transactions | 19 | 5.7 |
| Internet use for biz-to-consumer transactions | 32 | 5.3 |
| Internet users % pop. | 19 | 85.1 |
| Fixed-broadband Internet subscriptions /100 pop. | 11 | 36.8 |
| Mobile-cellular telephone subscriptions /100 pop. | 72 | 115.7 |
| Mobile-broadband subscriptions /100 pop. | 52 | 66.6 |
| Mobile network coverage % pop. | 1 | 100.0 |
| Quality of electricity supply | 27 | 6.2 |
| **Prioritization of Travel & Tourism** | 78 | 4.5 |
| Government prioritization of travel and tourism industry | 78 | 4.6 |
| T&T government expenditure % government budget | 68 | 3.2 |
| Effectiveness of marketing and branding to attract tourists | 60 | 4.5 |
| Comprehensiveness of annual T&T data 0–120 (best) | 75 | 62 |
| Timeliness of providing monthly/quarterly T&T data 0–21 (best) | 70 | 18.0 |
| Country brand strategy rating 1–10 (best) | 90 | 71.7 |

| Index Component | Rank/136 | Score* |
|---|---|---|
| **International Openness** | 28 | 4.1 |
| Visa requirements 0–100 (best) | 73 | 24.0 |
| Openness of bilateral Air Service Agreements 0–38 (best) | 49 | 11.9 |
| Number of regional trade agreements in force number | 1 | 53.0 |
| **Price competitiveness** | 105 | 4.4 |
| Ticket taxes and airport charges 0–100 (best) | 33 | 85.5 |
| Hotel price index US$ | 42 | 109.7 |
| Purchasing power parity PPP $ | 120 | 0.9 |
| Fuel price levels US$ cents/litre | 119 | 169.0 |
| **Environmental sustainability** | 35 | 4.6 |
| Stringency of environmental regulations | 17 | 5.5 |
| Enforcement of environmental regulations | 22 | 5.2 |
| Sustainability of travel and tourism industry development | 34 | 4.9 |
| Particulate matter (2.5) concentration μg/m3 | 121 | 13.5 |
| Environmental treaty ratification 0–27 (best) | 20 | 26 |
| Baseline water stress 5–0 (best) | 100 | 3.5 |
| Threatened species % total species | 10 | 3.1 |
| Forest cover change % change | 94 | 0.1 |
| Wastewater treatment % | 15 | 89.8 |
| Costal shelf fishing pressure tonnes/km2 | 87 | 0.7 |
| **Air transport infrastructure** | 37 | 3.7 |
| Quality of air transport infrastructure | 19 | 5.7 |
| Available seat kilometres, domestic millions | 95 | 0.2 |
| Available seat kilometres, international millions | 31 | 695.8 |
| Aircraft departures /1,000 pop. | 30 | 12.3 |
| Airport density airports/million pop. | 112 | 0.5 |
| Number of operating airlines Number | 21 | 84.0 |
| **Ground and port infrastructure** | 6 | 5.7 |
| Quality of roads | 35 | 4.9 |
| Road density % total territorial area | 3 | - |
| Paved road density % total territorial area | 4 | - |
| Quality of railroad infrastructure | 17 | 4.9 |
| Railroad density km of roads/land area | 2 | 11.7 |
| Quality of port infrastructure | 6 | 6.3 |
| Ground transport efficiency | 34 | 4.5 |
| **Tourist service infrastructure** | 31 | 5.3 |
| Hotel rooms number/100 pop. | 53 | 0.7 |
| Quality of tourism infrastructure | 21 | 5.6 |
| Presence of major car rental companies | 1 | 7 |
| Automated teller machines number/thoudand adult pop. | 22 | 93.9 |
| **Natural resources** | 122 | 2.2 |
| Number of World Heritage natural sites number of sites | 86 | 0 |
| Total known species number of species | 112 | 353 |
| Total protected areas % total territorial area | 45 | 22.9 |
| Natural tourism digital demand 0–100 (best) | 74 | 11 |
| Attractiveness of natural assets | 135 | 2.7 |
| **Cultural resources and business travel** | 17 | 4.1 |
| Number of World Heritage cultural sites number of sites | 18 | 12 |
| Oral and intangible cultural heritage number of expressions | 8 | 13 |
| Sports stadiums number of large stadiums | 47 | 9.0 |
| Number of international association meetings 3-year average | 17 | 227.3 |
| Cultural and entertainment tourism digital demand 0–100 (best) | 16 | 44 |

* Scores are on a 1-to-7 scale unless indicated otherwise. For detailed definitions, sources, and periods, consult the interactive Country/Economy Profiles and Rankings at http://wef.ch/ttcr

# Benin

**127th** / 136

Travel & Tourism Competitiveness Index 2017 edition

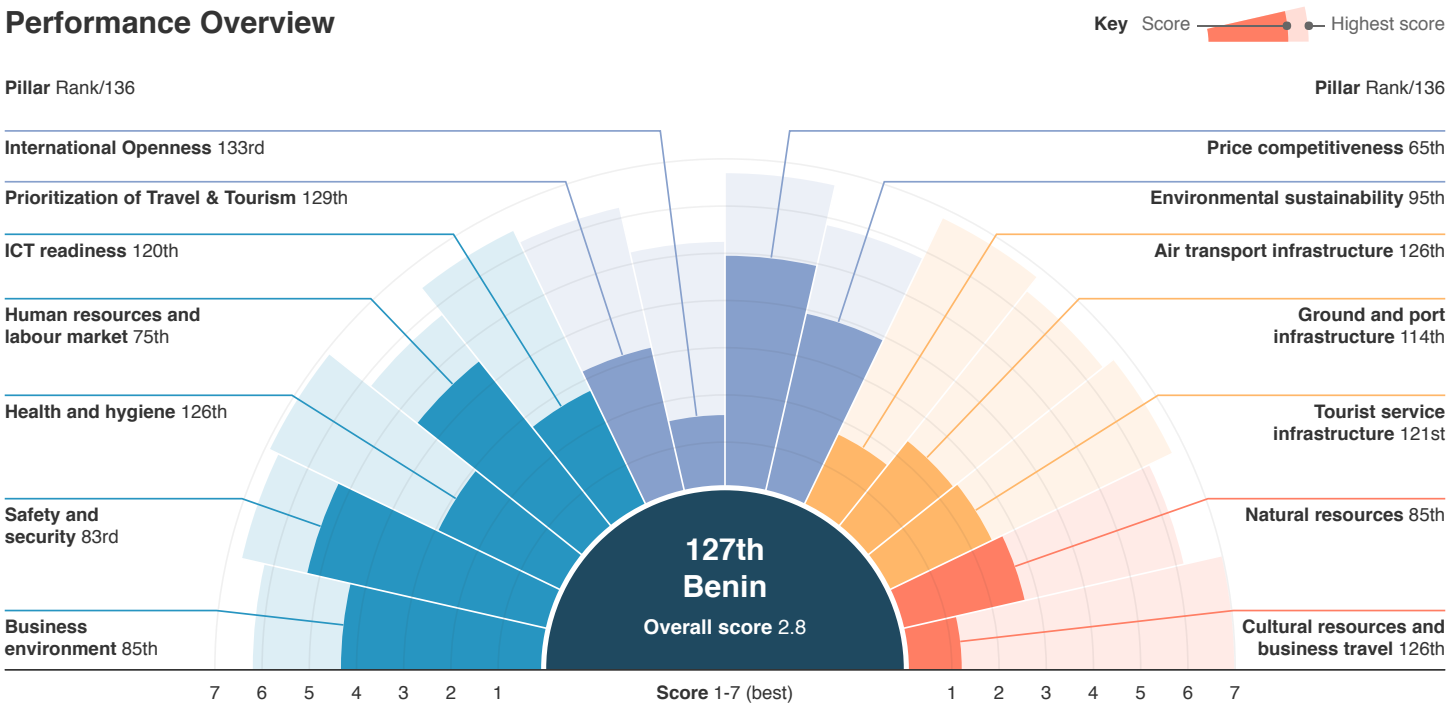
## Key Indicators

Sources: World Tourism Organization (UNWTO) and World Travel and Tourism Council (WTTC)

| | |
|---|---|
| **International tourist arrivals** | 255,000 |
| **International tourism inbound receipts** | US $154.0 million |
| **Average receipts per arrival** | US $603.9 |

| | |
|---|---|
| **T&T industry GDP** | US $204.6 million |
| % of total | 2.6% |
| **T&T industry employment** | 53,552 jobs |
| % of total | 2.2% |

## Performance Overview




## Past performance

| Travel & Tourism Competitiveness Edition | 2017 |
|---|---|
| **Rank** | 127 / 136 |
| **Score** | 2.8 |

# Benin

**127th** / 136

## Travel & Tourism Competitiveness Index 2017 edition

WORLD ECONOMIC FORUM

| Index Component | Rank/136 | Score* |
|---|---|---|
| **Business environment** | 85 | 4.3 |
| Property rights | 103 | 3.8 |
| Business impact of rules on FDI | 96 | 4.2 |
| Efficiency of legal framework in settling disputes | 75 | 3.5 |
| Efficiency of legal framework in challenging regs | 80 | 3.2 |
| Time required to deal with construction permits days | 21 | 88 |
| Cost to deal with construction permits % construction cost | 85 | 3.0 |
| Extent of market dominance | 81 | 3.5 |
| Time to start a business days | 46 | 8.0 |
| Cost to start a business % GNI per capita | 49 | 3.7 |
| Effect of taxation on incentives to work | 74 | 3.8 |
| Effect of taxation on incentives to invest | 126 | 2.7 |
| Total tax rate % profits | 118 | 57.4 |
| **Safety and security** | 83 | 5.2 |
| Business costs of crime and violence | 81 | 4.3 |
| Reliability of police services | 85 | 4.1 |
| Business costs of terrorism | 96 | 4.7 |
| Index of terrorism incidence | 1 | 7.0 |
| Homicide rate /100,000 pop. | 90 | 6.3 |
| **Health and hygiene** | 126 | 2.9 |
| Physician density /1,000 pop | 125 | 0.1 |
| Access to improved sanitation % pop. | 130 | 19.7 |
| Access to improved drinking water % pop. | 115 | 77.9 |
| Hospital beds /10,000 pop. | 125 | 5.0 |
| HIV prevalence % adult pop. | 106 | 1.1 |
| Malaria incidence cases/100,000 pop. | 130 | 29249.5 |
| **Human resources and labour market** | 75 | 4.5 |
| Primary education enrollment rate net % | 62 | 95.9 |
| Secondary education enrollment rate gross % | 113 | 56.8 |
| Extent of staff training | 121 | 3.4 |
| Degree of customer orientation | 66 | 4.7 |
| Hiring and firing practices | 80 | 3.6 |
| Ease of finding skilled employees | 27 | 4.8 |
| Ease of hiring foreign labour | 29 | 4.5 |
| Pay and productivity | 114 | 3.3 |
| Female participation in the labor force ratio to men | 8 | 0.97 |
| **ICT readiness** | 120 | 2.7 |
| ICT use for biz-to-biz transactions | 96 | 4.4 |
| Internet use for biz-to-consumer transactions | 103 | 3.9 |
| Internet users % pop. | 130 | 6.8 |
| Fixed-broadband Internet subscriptions /100 pop. | 110 | 0.7 |
| Mobile-cellular telephone subscriptions /100 pop. | 113 | 85.6 |
| Mobile-broadband subscriptions /100 pop. | 133 | 4.2 |
| Mobile network coverage % pop. | 65 | 99.0 |
| Quality of electricity supply | 132 | 1.7 |
| **Prioritization of Travel & Tourism** | 129 | 3.1 |
| Government prioritization of travel and tourism industry | 124 | 3.3 |
| T&T government expenditure % government budget | 69 | 3.2 |
| Effectiveness of marketing and branding to attract tourists | 126 | 2.7 |
| Comprehensiveness of annual T&T data 0–120 (best) | 87 | 56 |
| Timeliness of providing monthly/quarterly T&T data 0–21 (best) | 118 | 3.0 |
| Country brand strategy rating 1–10 (best) | 125 | 51.8 |

| Index Component | Rank/136 | Score* |
|---|---|---|
| **International Openness** | 133 | 1.5 |
| Visa requirements 0–100 (best) | 122 | 6.0 |
| Openness of bilateral Air Service Agreements 0–38 (best) | 127 | 4.4 |
| Number of regional trade agreements in force number | 102 | 3.0 |
| **Price competitiveness** | 65 | 4.9 |
| Ticket taxes and airport charges 0–100 (best) | 110 | 55.1 |
| Hotel price index US$ | n/a | n/a |
| Purchasing power parity PPP $ | 36 | 0.4 |
| Fuel price levels US$ cents/litre | 58 | 110.0 |
| **Environmental sustainability** | 95 | 3.9 |
| Stringency of environmental regulations | 122 | 3.0 |
| Enforcement of environmental regulations | 119 | 3.0 |
| Sustainability of travel and tourism industry development | 127 | 3.0 |
| Particulate matter (2.5) concentration μg/m3 | 71 | 8.9 |
| Environmental treaty ratification 0–27 (best) | 26 | 25 |
| Baseline water stress 5–0 (best) | 9 | 0.0 |
| Threatened species % total species | 12 | 3.3 |
| Forest cover change % change | 124 | 0.2 |
| Wastewater treatment % | 110 | 0.0 |
| Costal shelf fishing pressure tonnes/km2 | 26 | 0.0 |
| **Air transport infrastructure** | 126 | 1.7 |
| Quality of air transport infrastructure | 116 | 3.2 |
| Available seat kilometres, domestic millions | 105 | 0.0 |
| Available seat kilometres, international millions | 126 | 18.9 |
| Aircraft departures /1,000 pop. | 125 | 0.1 |
| Airport density airports/million pop. | 130 | 0.2 |
| Number of operating airlines Number | 103 | 18.0 |
| **Ground and port infrastructure** | 114 | 2.3 |
| Quality of roads | 112 | 2.9 |
| Road density % total territorial area | 98 | - |
| Paved road density % total territorial area | 118 | - |
| Quality of railroad infrastructure | 96 | 1.6 |
| Railroad density km of roads/land area | 62 | 0.7 |
| Quality of port infrastructure | 85 | 3.7 |
| Ground transport efficiency | 122 | 2.3 |
| **Tourist service infrastructure** | 121 | 2.4 |
| Hotel rooms number/100 pop. | 110 | 0.1 |
| Quality of tourism infrastructure | 112 | 3.7 |
| Presence of major car rental companies | 102 | 3 |
| Automated teller machines number/thoudand adult pop. | 127 | 4.3 |
| **Natural resources** | 85 | 2.7 |
| Number of World Heritage natural sites number of sites | 86 | 0 |
| Total known species number of species | 55 | 707 |
| Total protected areas % total territorial area | 28 | 28.1 |
| Natural tourism digital demand 0–100 (best) | 134 | 0 |
| Attractiveness of natural assets | 101 | 4.1 |
| **Cultural resources and business travel** | 126 | 1.2 |
| Number of World Heritage cultural sites number of sites | 97 | 1 |
| Oral and intangible cultural heritage number of expressions | 71 | 1 |
| Sports stadiums number of large stadiums | 97 | 2.0 |
| Number of international association meetings 3-year average | 121 | 2.3 |
| Cultural and entertainment tourism digital demand 0–100 (best) | 129 | 1 |

* Scores are on a 1-to-7 scale unless indicated otherwise. For detailed definitions, sources, and periods, consult the interactive Country/Economy Profiles and Rankings at http://wef.ch/ttcr

# Bhutan

**78th** / 136

Travel & Tourism Competitiveness Index 2017 edition

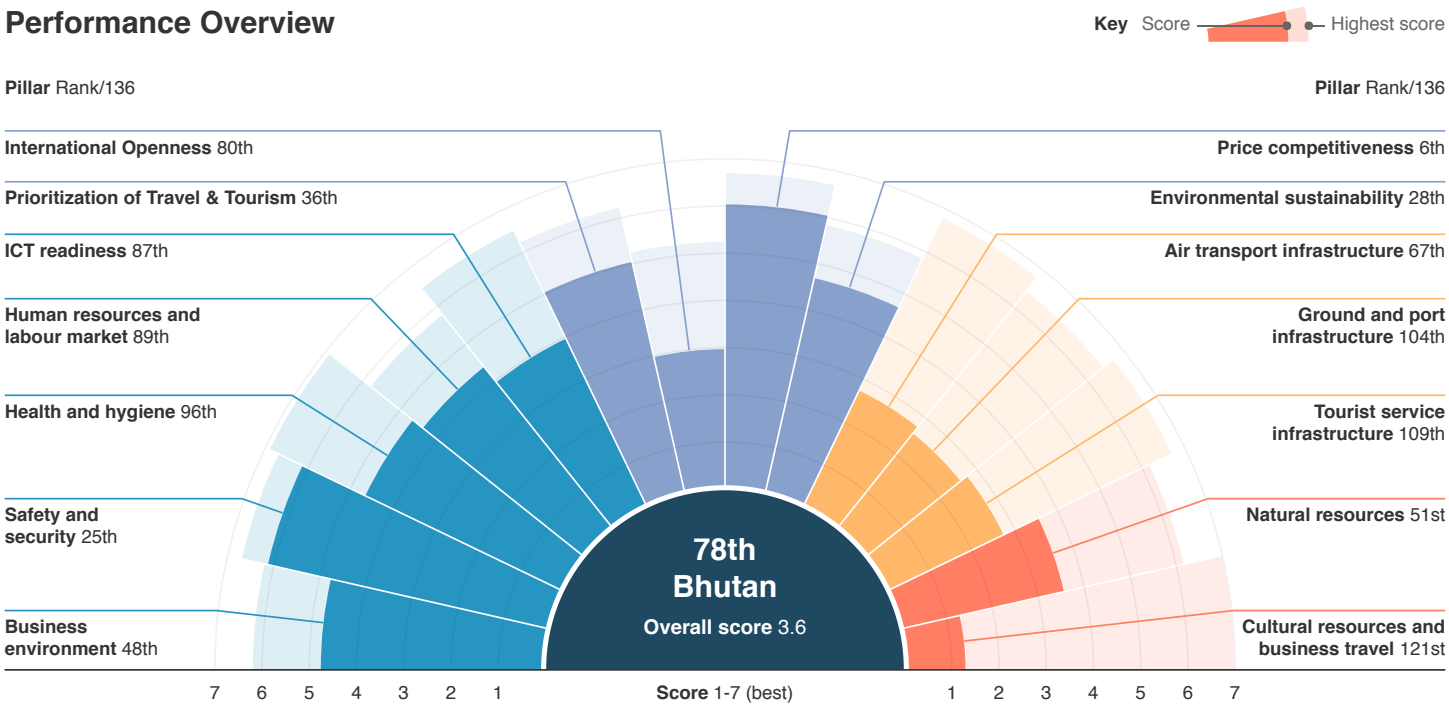
## Key Indicators

Sources: World Tourism Organization (UNWTO) and World Travel and Tourism Council (WTTC)

| | |
|---|---|
| **International tourist arrivals** | 155,121 |
| **International tourism inbound receipts** | US $71.2 million |
| **Average receipts per arrival** | US $458.7 |

| | |
|---|---|
| **T&T industry GDP** | US $0.0 million |
| % of total | 0.0% |
| **T&T industry employment** | 0 jobs |
| % of total | 0.0% |

## Performance Overview




## Past performance

| Travel & Tourism Competitiveness Edition | 2015 | 2017 |
|---|---|---|
| **Rank** | 87 / 141 | 78 / 136 |
| **Score** | 3.4 | 3.6 |

# Bhutan

**78th** / 136

## Travel & Tourism Competitiveness Index 2017 edition

WORLD ECONOMIC FORUM

| Index Component | Rank/136 | Score* |
|---|---|---|
| **Business environment** | 48 | 4.7 |
| Property rights | 44 | 4.7 |
| Business impact of rules on FDI | 123 | 3.5 |
| Efficiency of legal framework in settling disputes | 26 | 4.8 |
| Efficiency of legal framework in challenging regs | 39 | 4.0 |
| Time required to deal with construction permits days | 72 | 151 |
| Cost to deal with construction permits % construction cost | 53 | 1.2 |
| Extent of market dominance | 114 | 3.1 |
| Time to start a business days | 84 | 15.0 |
| Cost to start a business % GNI per capita | 50 | 3.8 |
| Effect of taxation on incentives to work | 32 | 4.4 |
| Effect of taxation on incentives to invest | 57 | 3.8 |
| Total tax rate % profits | 62 | 35.3 |
| **Safety and security** | 25 | 6.1 |
| Business costs of crime and violence | 18 | 5.7 |
| Reliability of police services | 34 | 5.5 |
| Business costs of terrorism | 44 | 5.7 |
| Index of terrorism incidence | 34 | 7.0 |
| Homicide rate /100,000 pop. | 59 | 2.7 |
| **Health and hygiene** | 96 | 4.6 |
| Physician density /1,000 pop | 107 | 0.3 |
| Access to improved sanitation % pop. | 108 | 50.4 |
| Access to improved drinking water % pop. | 1 | 100.0 |
| Hospital beds /10,000 pop. | 84 | 18.0 |
| HIV prevalence % adult pop. | 1 | 0.1 |
| Malaria incidence cases/100,000 pop. | 86 | 6.5 |
| **Human resources and labour market** | 89 | 4.3 |
| Primary education enrollment rate net % | 121 | 85.6 |
| Secondary education enrollment rate gross % | 88 | 84.2 |
| Extent of staff training | 66 | 3.9 |
| Degree of customer orientation | 89 | 4.4 |
| Hiring and firing practices | 46 | 4.0 |
| Ease of finding skilled employees | 114 | 3.6 |
| Ease of hiring foreign labour | 131 | 2.9 |
| Pay and productivity | 58 | 4.2 |
| Female participation in the labor force ratio to men | 70 | 0.80 |
| **ICT readiness** | 87 | 3.9 |
| ICT use for biz-to-biz transactions | 117 | 4.0 |
| Internet use for biz-to-consumer transactions | 118 | 3.6 |
| Internet users % pop. | 92 | 39.8 |
| Fixed-broadband Internet subscriptions /100 pop. | 90 | 3.6 |
| Mobile-cellular telephone subscriptions /100 pop. | 111 | 87.0 |
| Mobile-broadband subscriptions /100 pop. | 77 | 46.7 |
| Mobile network coverage % pop. | 91 | 98.0 |
| Quality of electricity supply | 41 | 5.8 |
| **Prioritization of Travel & Tourism** | 36 | 5.0 |
| Government prioritization of travel and tourism industry | 13 | 6.0 |
| T&T government expenditure % government budget | n/a | n/a |
| Effectiveness of marketing and branding to attract tourists | 37 | 4.9 |
| Comprehensiveness of annual T&T data 0–120 (best) | 104 | 47 |
| Timeliness of providing monthly/quarterly T&T data 0–21 (best) | 48 | 19.5 |
| Country brand strategy rating 1–10 (best) | 124 | 53.2 |

| Index Component | Rank/136 | Score* |
|---|---|---|
| **International Openness** | 80 | 2.9 |
| Visa requirements 0–100 (best) | 19 | 60.0 |
| Openness of bilateral Air Service Agreements 0–38 (best) | 77 | 10.0 |
| Number of regional trade agreements in force number | 102 | 3.0 |
| **Price competitiveness** | 6 | 6.0 |
| Ticket taxes and airport charges 0–100 (best) | 14 | 92.7 |
| Hotel price index US$ | n/a | n/a |
| Purchasing power parity PPP $ | 12 | 0.3 |
| Fuel price levels US$ cents/litre | 26 | 84.0 |
| **Environmental sustainability** | 28 | 4.6 |
| Stringency of environmental regulations | 15 | 5.6 |
| Enforcement of environmental regulations | 11 | 5.7 |
| Sustainability of travel and tourism industry development | 9 | 5.5 |
| Particulate matter (2.5) concentration µg/m3 | 116 | 12.0 |
| Environmental treaty ratification 0–27 (best) | 134 | 14 |
| Baseline water stress 5–0 (best) | 1 | 0.0 |
| Threatened species % total species | 81 | 6.5 |
| Forest cover change % change | 6 | 0.0 |
| Wastewater treatment % | 111 | 0.0 |
| Costal shelf fishing pressure tonnes/km2 | n/a | n/a |
| **Air transport infrastructure** | 67 | 2.7 |
| Quality of air transport infrastructure | 103 | 3.7 |
| Available seat kilometres, domestic millions | 103 | 0.0 |
| Available seat kilometres, international millions | 134 | 3.0 |
| Aircraft departures /1,000 pop. | 47 | 6.0 |
| Airport density airports/million pop. | 10 | 6.7 |
| Number of operating airlines Number | 135 | 2.0 |
| **Ground and port infrastructure** | 104 | 2.5 |
| Quality of roads | 79 | 3.8 |
| Road density % total territorial area | 69 | - |
| Paved road density % total territorial area | 83 | - |
| Quality of railroad infrastructure | n/a | n/a |
| Railroad density km of roads/land area | n/a | n/a |
| Quality of port infrastructure | 132 | 1.9 |
| Ground transport efficiency | 101 | 2.9 |
| **Tourist service infrastructure** | 109 | 2.7 |
| Hotel rooms number/100 pop. | 70 | 0.4 |
| Quality of tourism infrastructure | 62 | 4.7 |
| Presence of major car rental companies | 129 | 1 |
| Automated teller machines number/thoudand adult pop. | 99 | 22.2 |
| **Natural resources** | 51 | 3.5 |
| Number of World Heritage natural sites number of sites | 86 | 0 |
| Total known species number of species | 54 | 721 |
| Total protected areas % total territorial area | 3 | 47.3 |
| Natural tourism digital demand 0–100 (best) | 104 | 3 |
| Attractiveness of natural assets | 30 | 5.8 |
| **Cultural resources and business travel** | 121 | 1.3 |
| Number of World Heritage cultural sites number of sites | 126 | 0 |
| Oral and intangible cultural heritage number of expressions | 93 | 0 |
| Sports stadiums number of large stadiums | 66 | 5.0 |
| Number of international association meetings 3-year average | 128 | 0.7 |
| Cultural and entertainment tourism digital demand 0–100 (best) | 101 | 3 |

* Scores are on a 1-to-7 scale unless indicated otherwise. For detailed definitions, sources, and periods, consult the interactive Country/Economy Profiles and Rankings at http://wef.ch/ttcr

# Bolivia

**99th** / 136

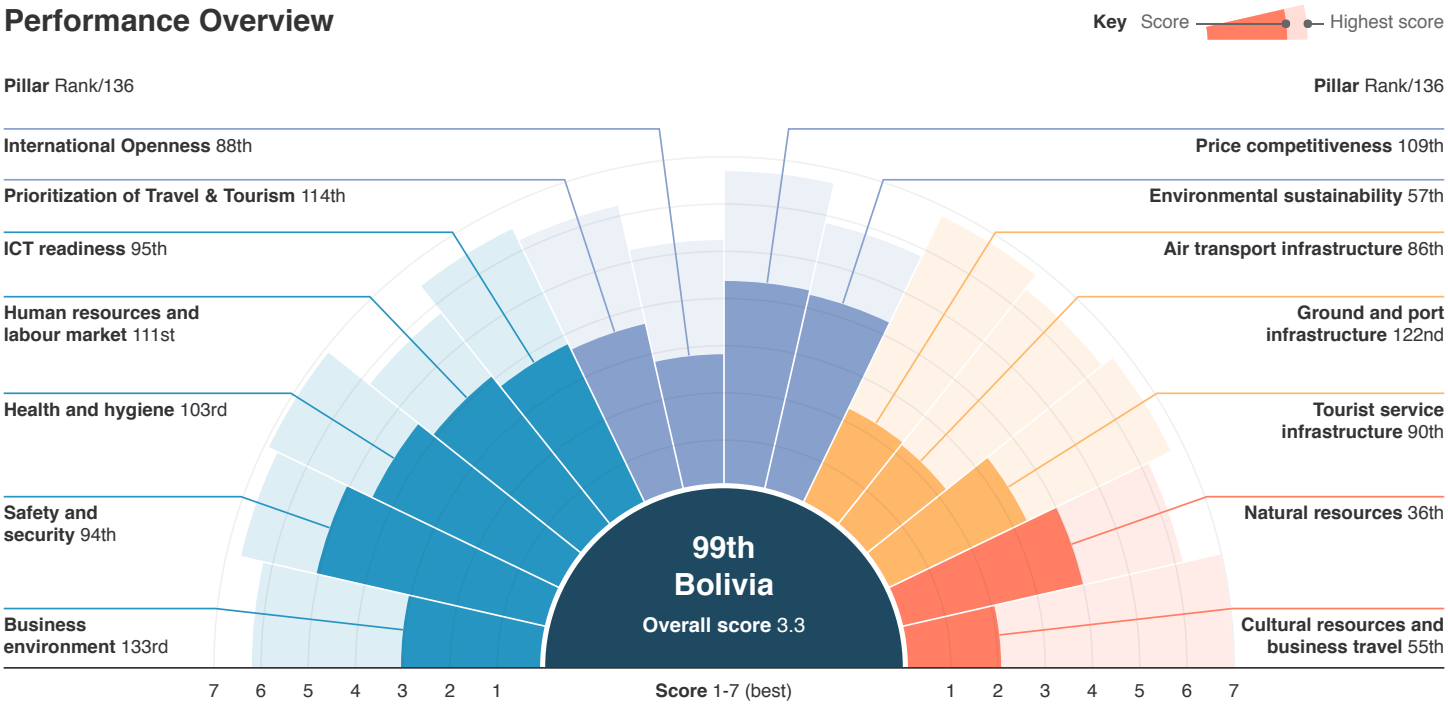
Travel & Tourism Competitiveness Index 2017 edition

## Key Indicators

Sources: World Tourism Organization (UNWTO) and World Travel and Tourism Council (WTTC)

| | |
|---|---|
| **International tourist arrivals** | 882,000 |
| **International tourism inbound receipts** | US $692.6 million |
| **Average receipts per arrival** | US $785.3 |
| **T&T industry GDP** | US $1,012.3 million |
| % of total | 2.8% |
| **T&T industry employment** | 116,771 jobs |
| % of total | 2.4% |

## Performance Overview




## Past performance

| Travel & Tourism Competitiveness Edition | 2015 | 2017 |
|---|---|---|
| **Rank** | 100 / 141 | 99 / 136 |
| **Score** | 3.3 | 3.3 |

# Bolivia

**99th** / 136

## Travel & Tourism Competitiveness Index 2017 edition

WORLD ECONOMIC FORUM

| Index Component | Rank/136 | Score* |
|---|---|---|
| **Business environment** | 133 | 3.0 |
| Property rights | 128 | 3.0 |
| Business impact of rules on FDI | 121 | 3.6 |
| Efficiency of legal framework in settling disputes | 130 | 2.3 |
| Efficiency of legal framework in challenging regs | 135 | 1.7 |
| Time required to deal with construction permits days | 128 | 322 |
| Cost to deal with construction permits % construction cost | 36 | 0.9 |
| Extent of market dominance | 103 | 3.3 |
| Time to start a business days | 124 | 45.0 |
| Cost to start a business % GNI per capita | 126 | 54.1 |
| Effect of taxation on incentives to work | 104 | 3.4 |
| Effect of taxation on incentives to invest | 102 | 3.2 |
| Total tax rate % profits | 135 | 83.7 |
| **Safety and security** | 94 | 5.0 |
| Business costs of crime and violence | 71 | 4.6 |
| Reliability of police services | 130 | 2.5 |
| Business costs of terrorism | 29 | 5.9 |
| Index of terrorism incidence | 1 | 7.0 |
| Homicide rate /100,000 pop. | 120 | 12.4 |
| **Health and hygiene** | 103 | 4.4 |
| Physician density /1,000 pop | 97 | 0.5 |
| Access to improved sanitation % pop. | 109 | 50.3 |
| Access to improved drinking water % pop. | 98 | 90.0 |
| Hospital beds /10,000 pop. | 105 | 11.0 |
| HIV prevalence % adult pop. | 60 | 0.3 |
| Malaria incidence cases/100,000 pop. | 98 | 100.4 |
| **Human resources and labour market** | 111 | 4.0 |
| Primary education enrollment rate net % | 109 | 88.5 |
| Secondary education enrollment rate gross % | 83 | 86.4 |
| Extent of staff training | 128 | 3.1 |
| Degree of customer orientation | 126 | 3.8 |
| Hiring and firing practices | 132 | 2.2 |
| Ease of finding skilled employees | 111 | 3.6 |
| Ease of hiring foreign labour | 84 | 3.8 |
| Pay and productivity | 127 | 3.1 |
| Female participation in the labor force ratio to men | 75 | 0.78 |
| **ICT readiness** | 95 | 3.8 |
| ICT use for biz-to-biz transactions | 124 | 3.7 |
| Internet use for biz-to-consumer transactions | 129 | 3.2 |
| Internet users % pop. | 87 | 45.1 |
| Fixed-broadband Internet subscriptions /100 pop. | 102 | 1.6 |
| Mobile-cellular telephone subscriptions /100 pop. | 105 | 92.2 |
| Mobile-broadband subscriptions /100 pop. | 99 | 33.8 |
| Mobile network coverage % pop. | 1 | 100.0 |
| Quality of electricity supply | 63 | 5.0 |
| **Prioritization of Travel & Tourism** | 114 | 3.6 |
| Government prioritization of travel and tourism industry | 115 | 3.6 |
| T&T government expenditure % government budget | 70 | 3.1 |
| Effectiveness of marketing and branding to attract tourists | 108 | 3.5 |
| Comprehensiveness of annual T&T data 0–120 (best) | 99 | 51 |
| Timeliness of providing monthly/quarterly T&T data 0–21 (best) | 109 | 9.0 |
| Country brand strategy rating 1–10 (best) | 113 | 61.3 |

| Index Component | Rank/136 | Score* |
|---|---|---|
| **International Openness** | 88 | 2.8 |
| Visa requirements 0–100 (best) | 31 | 53.0 |
| Openness of bilateral Air Service Agreements 0–38 (best) | 81 | 9.8 |
| Number of regional trade agreements in force number | 102 | 3.0 |
| **Price competitiveness** | 109 | 4.3 |
| Ticket taxes and airport charges 0–100 (best) | 135 | 3.8 |
| Hotel price index US$ | n/a | n/a |
| Purchasing power parity PPP $ | 64 | 0.4 |
| Fuel price levels US$ cents/litre | 12 | 54.0 |
| **Environmental sustainability** | 57 | 4.2 |
| Stringency of environmental regulations | 109 | 3.3 |
| Enforcement of environmental regulations | 102 | 3.3 |
| Sustainability of travel and tourism industry development | 116 | 3.4 |
| Particulate matter (2.5) concentration μg/m3 | 62 | 7.2 |
| Environmental treaty ratification 0–27 (best) | 67 | 21 |
| Baseline water stress 5–0 (best) | 28 | 0.4 |
| Threatened species % total species | 58 | 5.4 |
| Forest cover change % change | 69 | 0.1 |
| Wastewater treatment % | 88 | 3.5 |
| Costal shelf fishing pressure tonnes/km2 | n/a | n/a |
| **Air transport infrastructure** | 86 | 2.2 |
| Quality of air transport infrastructure | 95 | 3.9 |
| Available seat kilometres, domestic millions | 39 | 35.8 |
| Available seat kilometres, international millions | 96 | 51.7 |
| Aircraft departures /1,000 pop. | 71 | 2.8 |
| Airport density airports/million pop. | 32 | 2.0 |
| Number of operating airlines Number | 90 | 21.0 |
| **Ground and port infrastructure** | 122 | 2.2 |
| Quality of roads | 103 | 3.1 |
| Road density % total territorial area | 120 | - |
| Paved road density % total territorial area | 127 | - |
| Quality of railroad infrastructure | 89 | 1.9 |
| Railroad density km of roads/land area | 81 | 0.3 |
| Quality of port infrastructure | 124 | 2.2 |
| Ground transport efficiency | 100 | 2.9 |
| **Tourist service infrastructure** | 90 | 3.3 |
| Hotel rooms number/100 pop. | 86 | 0.3 |
| Quality of tourism infrastructure | 122 | 3.4 |
| Presence of major car rental companies | 72 | 5 |
| Automated teller machines number/thoudand adult pop. | 86 | 34.7 |
| **Natural resources** | 36 | 4.0 |
| Number of World Heritage natural sites number of sites | 46 | 1 |
| Total known species number of species | 8 | 2042 |
| Total protected areas % total territorial area | 36 | 24.8 |
| Natural tourism digital demand 0–100 (best) | 89 | 5 |
| Attractiveness of natural assets | 59 | 5.2 |
| **Cultural resources and business travel** | 55 | 2.0 |
| Number of World Heritage cultural sites number of sites | 36 | 6 |
| Oral and intangible cultural heritage number of expressions | 30 | 5 |
| Sports stadiums number of large stadiums | 38 | 11.0 |
| Number of international association meetings 3-year average | 71 | 19.3 |
| Cultural and entertainment tourism digital demand 0–100 (best) | 72 | 8 |

* Scores are on a 1-to-7 scale unless indicated otherwise. For detailed definitions, sources, and periods, consult the interactive Country/Economy Profiles and Rankings at http://wef.ch/ttcr

# Bosnia and Herzegovina

**113rd** / 136

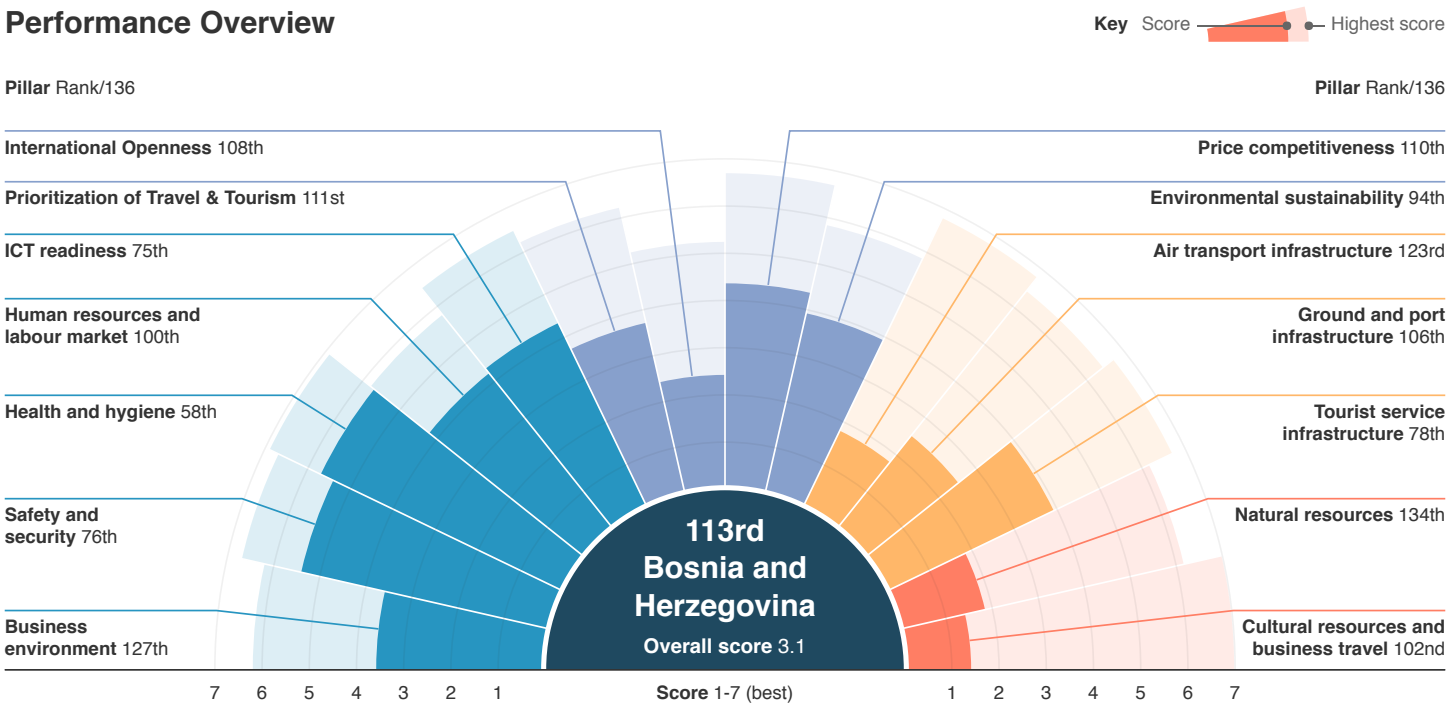
Travel & Tourism Competitiveness Index 2017 edition

## Key Indicators

Sources: World Tourism Organization (UNWTO) and World Travel and Tourism Council (WTTC)

| | |
|---|---|
| **International tourist arrivals** | 678,271 |
| **International tourism inbound receipts** | US $660.7 million |
| **Average receipts per arrival** | US $974.1 |
| **T&T industry GDP** | US $400.9 million |
| % of total | 2.7% |
| **T&T industry employment** | 21,933 jobs |
| % of total | 3.2% |

## Performance Overview




## Past performance

| Travel & Tourism Competitiveness Edition | 2017 |
|---|---|
| **Rank** | 113 / 136 |
| **Score** | 3.1 |

# Bosnia and Herzegovina

**113rd**/136

Travel & Tourism Competitiveness Index 2017 edition

WORLD ECONOMIC FORUM

| Index Component | Rank/136 | Score* |
|---|---|---|
| **Business environment** | 127 | 3.5 |
| Property rights | 126 | 3.1 |
| Business impact of rules on FDI | 125 | 3.4 |
| Efficiency of legal framework in settling disputes | 121 | 2.7 |
| Efficiency of legal framework in challenging regs | 122 | 2.6 |
| Time required to deal with construction permits days | 91 | 179 |
| Cost to deal with construction permits % construction cost | 130 | 18.5 |
| Extent of market dominance | 106 | 3.3 |
| Time to start a business days | 130 | 65.0 |
| Cost to start a business % GNI per capita | 88 | 13.5 |
| Effect of taxation on incentives to work | 127 | 2.7 |
| Effect of taxation on incentives to invest | 120 | 2.9 |
| Total tax rate % profits | 19 | 22.6 |
| **Safety and security** | 76 | 5.4 |
| Business costs of crime and violence | 94 | 4.0 |
| Reliability of police services | 88 | 4.0 |
| Business costs of terrorism | 72 | 5.2 |
| Index of terrorism incidence | 81 | 6.9 |
| Homicide rate /100,000 pop. | 36 | 1.3 |
| **Health and hygiene** | 58 | 5.7 |
| Physician density /1,000 pop | 63 | 1.9 |
| Access to improved sanitation % pop. | 56 | 94.8 |
| Access to improved drinking water % pop. | 36 | 99.9 |
| Hospital beds /10,000 pop. | 46 | 35.0 |
| HIV prevalence % adult pop. | 1 | <0.1 |
| Malaria incidence cases/100,000 pop. | 1 | M.F. |
| **Human resources and labour market** | 100 | 4.2 |
| Primary education enrollment rate net % | 35 | 97.5 |
| Secondary education enrollment rate gross % | 78 | 88.7 |
| Extent of staff training | 131 | 3.1 |
| Degree of customer orientation | 100 | 4.2 |
| Hiring and firing practices | 109 | 3.3 |
| Ease of finding skilled employees | 126 | 3.4 |
| Ease of hiring foreign labour | 117 | 3.4 |
| Pay and productivity | 128 | 3.1 |
| Female participation in the labor force ratio to men | 109 | 0.63 |
| **ICT readiness** | 75 | 4.3 |
| ICT use for biz-to-biz transactions | 105 | 4.1 |
| Internet use for biz-to-consumer transactions | 79 | 4.3 |
| Internet users % pop. | 57 | 65.1 |
| Fixed-broadband Internet subscriptions /100 pop. | 53 | 16.6 |
| Mobile-cellular telephone subscriptions /100 pop. | 108 | 90.2 |
| Mobile-broadband subscriptions /100 pop. | 100 | 33.5 |
| Mobile network coverage % pop. | 1 | 100.0 |
| Quality of electricity supply | 79 | 4.6 |
| **Prioritization of Travel & Tourism** | 111 | 3.7 |
| Government prioritization of travel and tourism industry | 123 | 3.3 |
| T&T government expenditure % government budget | 124 | 1.1 |
| Effectiveness of marketing and branding to attract tourists | 114 | 3.2 |
| Comprehensiveness of annual T&T data 0–120 (best) | 85 | 57 |
| Timeliness of providing monthly/quarterly T&T data 0–21 (best) | 53 | 19.0 |
| Country brand strategy rating 1–10 (best) | 91 | 71.7 |

| Index Component | Rank/136 | Score* |
|---|---|---|
| **International Openness** | 108 | 2.4 |
| Visa requirements 0–100 (best) | 68 | 27.0 |
| Openness of bilateral Air Service Agreements 0–38 (best) | 76 | 10.0 |
| Number of regional trade agreements in force number | 83 | 5.0 |
| **Price competitiveness** | 110 | 4.3 |
| Ticket taxes and airport charges 0–100 (best) | 114 | 50.0 |
| Hotel price index US$ | n/a | n/a |
| Purchasing power parity PPP $ | 52 | 0.4 |
| Fuel price levels US$ cents/litre | 102 | 154.0 |
| **Environmental sustainability** | 94 | 3.9 |
| Stringency of environmental regulations | 116 | 3.1 |
| Enforcement of environmental regulations | 103 | 3.3 |
| Sustainability of travel and tourism industry development | 120 | 3.2 |
| Particulate matter (2.5) concentration µg/m3 | 96 | 10.7 |
| Environmental treaty ratification 0–27 (best) | 125 | 16 |
| Baseline water stress 5–0 (best) | 21 | 0.3 |
| Threatened species % total species | 21 | 3.7 |
| Forest cover change % change | 11 | 0.0 |
| Wastewater treatment % | 111 | 0.0 |
| Costal shelf fishing pressure tonnes/km2 | 100 | 8.0 |
| **Air transport infrastructure** | 123 | 1.8 |
| Quality of air transport infrastructure | 131 | 2.6 |
| Available seat kilometres, domestic millions | 105 | 0.0 |
| Available seat kilometres, international millions | 127 | 13.2 |
| Aircraft departures /1,000 pop. | 129 | 0.0 |
| Airport density airports/million pop. | 33 | 2.0 |
| Number of operating airlines Number | 106 | 16.0 |
| **Ground and port infrastructure** | 106 | 2.5 |
| Quality of roads | 114 | 2.9 |
| Road density % total territorial area | 55 | - |
| Paved road density % total territorial area | 40 | - |
| Quality of railroad infrastructure | 85 | 2.0 |
| Railroad density km of roads/land area | 39 | 2.0 |
| Quality of port infrastructure | 127 | 2.2 |
| Ground transport efficiency | 99 | 2.9 |
| **Tourist service infrastructure** | 78 | 3.9 |
| Hotel rooms number/100 pop. | 77 | 0.4 |
| Quality of tourism infrastructure | 125 | 3.4 |
| Presence of major car rental companies | 1 | 7 |
| Automated teller machines number/thoudand adult pop. | 72 | 44.0 |
| **Natural resources** | 134 | 1.8 |
| Number of World Heritage natural sites number of sites | 86 | 0 |
| Total known species number of species | 107 | 381 |
| Total protected areas % total territorial area | 131 | 1.3 |
| Natural tourism digital demand 0–100 (best) | 117 | 2 |
| Attractiveness of natural assets | 114 | 4.0 |
| **Cultural resources and business travel** | 102 | 1.4 |
| Number of World Heritage cultural sites number of sites | 61 | 3 |
| Oral and intangible cultural heritage number of expressions | 71 | 1 |
| Sports stadiums number of large stadiums | 97 | 2.0 |
| Number of international association meetings 3-year average | 78 | 11.3 |
| Cultural and entertainment tourism digital demand 0–100 (best) | 77 | 7 |

* Scores are on a 1-to-7 scale unless indicated otherwise. For detailed definitions, sources, and periods, consult the interactive Country/Economy Profiles and Rankings at http://wef.ch/ttcr

# Botswana

**85th** / 136

Travel & Tourism Competitiveness Index 2017 edition

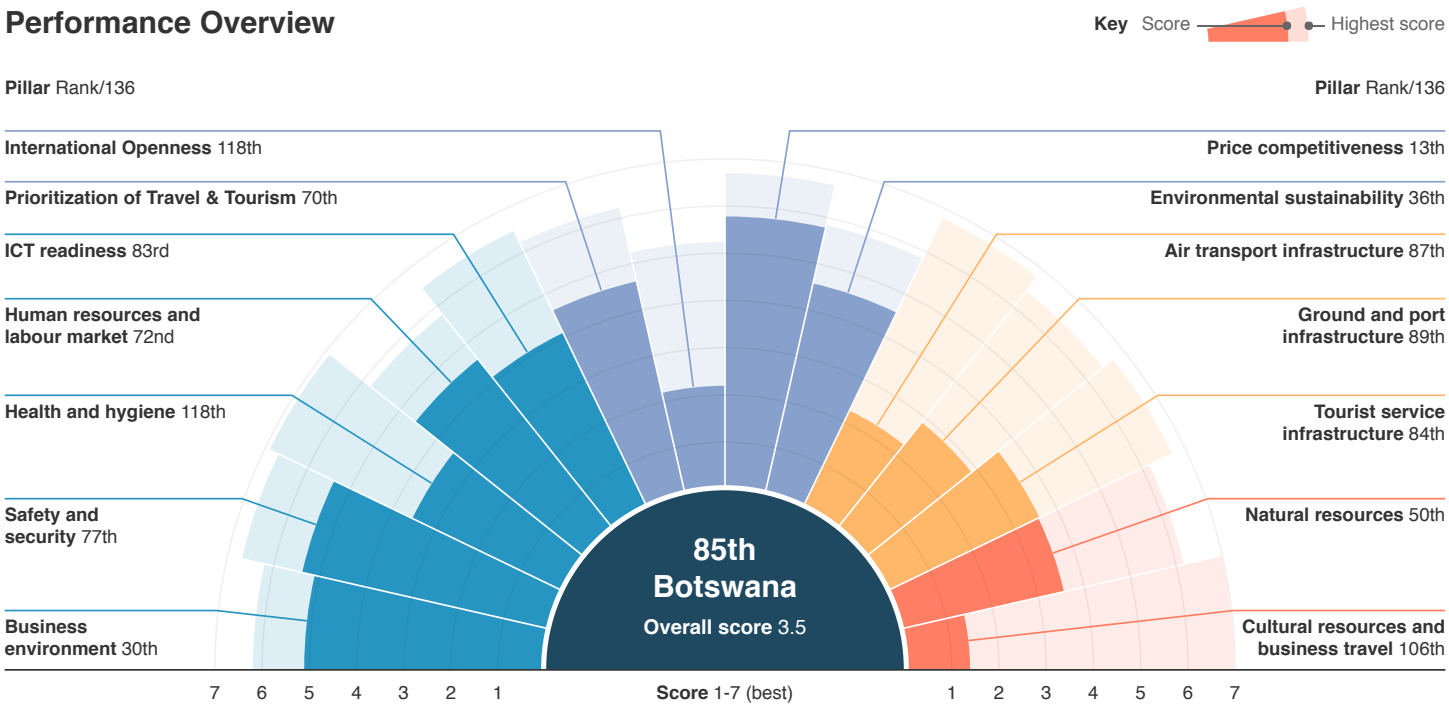
## Key Indicators

Sources: World Tourism Organization (UNWTO) and World Travel and Tourism Council (WTTC)

| | |
|---|---|
| **International tourist arrivals** | 1,528,000 |
| **International tourism inbound receipts** | US $948.3 million |
| **Average receipts per arrival** | US $620.6 |

| | |
|---|---|
| **T&T industry GDP** | US $619.1 million |
| % of total | 4.1% |
| **T&T industry employment** | 28,399 jobs |
| % of total | 3.0% |

## Performance Overview




## Past performance

| Travel & Tourism Competitiveness Edition | 2015 | 2017 |
|---|---|---|
| **Rank** | 88 / 141 | 85 / 136 |
| **Score** | 3.4 | 3.5 |

# Botswana

**85th** / 136

## Travel & Tourism Competitiveness Index 2017 edition

WORLD ECONOMIC FORUM

| Index Component | Rank/136 | Score* |
|---|---|---|
| **Business environment** | 30 | 5.1 |
| Property rights | 36 | 5.0 |
| Business impact of rules on FDI | 60 | 4.7 |
| Efficiency of legal framework in settling disputes | 29 | 4.7 |
| Efficiency of legal framework in challenging regs | 30 | 4.4 |
| Time required to deal with construction permits days | 33 | 100 |
| Cost to deal with construction permits % construction cost | 9 | 0.3 |
| Extent of market dominance | 107 | 3.2 |
| Time to start a business days | 125 | 48.0 |
| Cost to start a business % GNI per capita | 21 | 0.8 |
| Effect of taxation on incentives to work | 21 | 4.6 |
| Effect of taxation on incentives to invest | 25 | 4.5 |
| Total tax rate % profits | 25 | 25.1 |
| **Safety and security** | 77 | 5.3 |
| Business costs of crime and violence | 82 | 4.3 |
| Reliability of police services | 50 | 4.8 |
| Business costs of terrorism | 34 | 5.8 |
| Index of terrorism incidence | 1 | 7.0 |
| Homicide rate /100,000 pop. | 122 | 14.8 |
| **Health and hygiene** | 118 | 3.5 |
| Physician density /1,000 pop | 100 | 0.4 |
| Access to improved sanitation % pop. | 101 | 63.4 |
| Access to improved drinking water % pop. | 71 | 96.2 |
| Hospital beds /10,000 pop. | 84 | 18.0 |
| HIV prevalence % adult pop. | 136 | 25.2 |
| Malaria incidence cases/100,000 pop. | 95 | 45.0 |
| **Human resources and labour market** | 72 | 4.5 |
| Primary education enrollment rate net % | 93 | 91.0 |
| Secondary education enrollment rate gross % | 89 | 83.9 |
| Extent of staff training | 48 | 4.2 |
| Degree of customer orientation | 122 | 3.9 |
| Hiring and firing practices | 61 | 3.9 |
| Ease of finding skilled employees | 95 | 3.8 |
| Ease of hiring foreign labour | 120 | 3.2 |
| Pay and productivity | 98 | 3.6 |
| Female participation in the labor force ratio to men | 20 | 0.93 |
| **ICT readiness** | 83 | 4.1 |
| ICT use for biz-to-biz transactions | 79 | 4.5 |
| Internet use for biz-to-consumer transactions | 109 | 3.7 |
| Internet users % pop. | 98 | 27.5 |
| Fixed-broadband Internet subscriptions /100 pop. | 101 | 1.8 |
| Mobile-cellular telephone subscriptions /100 pop. | 8 | 169.0 |
| Mobile-broadband subscriptions /100 pop. | 47 | 67.6 |
| Mobile network coverage % pop. | 91 | 98.0 |
| Quality of electricity supply | 107 | 3.3 |
| **Prioritization of Travel & Tourism** | 70 | 4.6 |
| Government prioritization of travel and tourism industry | 29 | 5.6 |
| T&T government expenditure % government budget | 26 | 6.3 |
| Effectiveness of marketing and branding to attract tourists | 33 | 5.0 |
| Comprehensiveness of annual T&T data 0–120 (best) | 126 | 30 |
| Timeliness of providing monthly/quarterly T&T data 0–21 (best) | 129 | 0.0 |
| Country brand strategy rating 1–10 (best) | 46 | 79.3 |

| Index Component | Rank/136 | Score* |
|---|---|---|
| **International Openness** | 118 | 2.2 |
| Visa requirements 0–100 (best) | 59 | 31.0 |
| Openness of bilateral Air Service Agreements 0–38 (best) | 117 | 6.5 |
| Number of regional trade agreements in force number | 102 | 3.0 |
| **Price competitiveness** | 13 | 5.7 |
| Ticket taxes and airport charges 0–100 (best) | 2 | 98.5 |
| Hotel price index US$ | 23 | 87.8 |
| Purchasing power parity PPP $ | 54 | 0.4 |
| Fuel price levels US$ cents/litre | 51 | 107.0 |
| **Environmental sustainability** | 36 | 4.5 |
| Stringency of environmental regulations | 45 | 4.5 |
| Enforcement of environmental regulations | 35 | 4.6 |
| Sustainability of travel and tourism industry development | 22 | 5.1 |
| Particulate matter (2.5) concentration µg/m3 | 34 | 5.0 |
| Environmental treaty ratification 0–27 (best) | 115 | 17 |
| Baseline water stress 5–0 (best) | 73 | 2.0 |
| Threatened species % total species | 13 | 3.3 |
| Forest cover change % change | 32 | 0.0 |
| Wastewater treatment % | 99 | 0.9 |
| Costal shelf fishing pressure tonnes/km2 | n/a | n/a |
| **Air transport infrastructure** | 87 | 2.2 |
| Quality of air transport infrastructure | 88 | 4.0 |
| Available seat kilometres, domestic millions | 80 | 1.2 |
| Available seat kilometres, international millions | 132 | 6.6 |
| Aircraft departures /1,000 pop. | 65 | 3.7 |
| Airport density airports/million pop. | 22 | 3.1 |
| Number of operating airlines Number | 130 | 6.0 |
| **Ground and port infrastructure** | 89 | 2.8 |
| Quality of roads | 61 | 4.1 |
| Road density % total territorial area | 130 | - |
| Paved road density % total territorial area | 119 | - |
| Quality of railroad infrastructure | 47 | 3.2 |
| Railroad density km of roads/land area | 91 | 0.2 |
| Quality of port infrastructure | 107 | 3.0 |
| Ground transport efficiency | 56 | 3.8 |
| **Tourist service infrastructure** | 84 | 3.6 |
| Hotel rooms number/100 pop. | 76 | 0.4 |
| Quality of tourism infrastructure | 41 | 5.2 |
| Presence of major car rental companies | 85 | 4 |
| Automated teller machines number/thoudand adult pop. | 91 | 30.3 |
| **Natural resources** | 50 | 3.5 |
| Number of World Heritage natural sites number of sites | 46 | 1 |
| Total known species number of species | 53 | 731 |
| Total protected areas % total territorial area | 24 | 29.1 |
| Natural tourism digital demand 0–100 (best) | 68 | 12 |
| Attractiveness of natural assets | 18 | 6.1 |
| **Cultural resources and business travel** | 106 | 1.3 |
| Number of World Heritage cultural sites number of sites | 97 | 1 |
| Oral and intangible cultural heritage number of expressions | 71 | 1 |
| Sports stadiums number of large stadiums | 55 | 6.0 |
| Number of international association meetings 3-year average | 113 | 3.7 |
| Cultural and entertainment tourism digital demand 0–100 (best) | 116 | 2 |

* Scores are on a 1-to-7 scale unless indicated otherwise. For detailed definitions, sources, and periods, consult the interactive Country/Economy Profiles and Rankings at http://wef.ch/ttcr

# Brazil

**27th** / 136

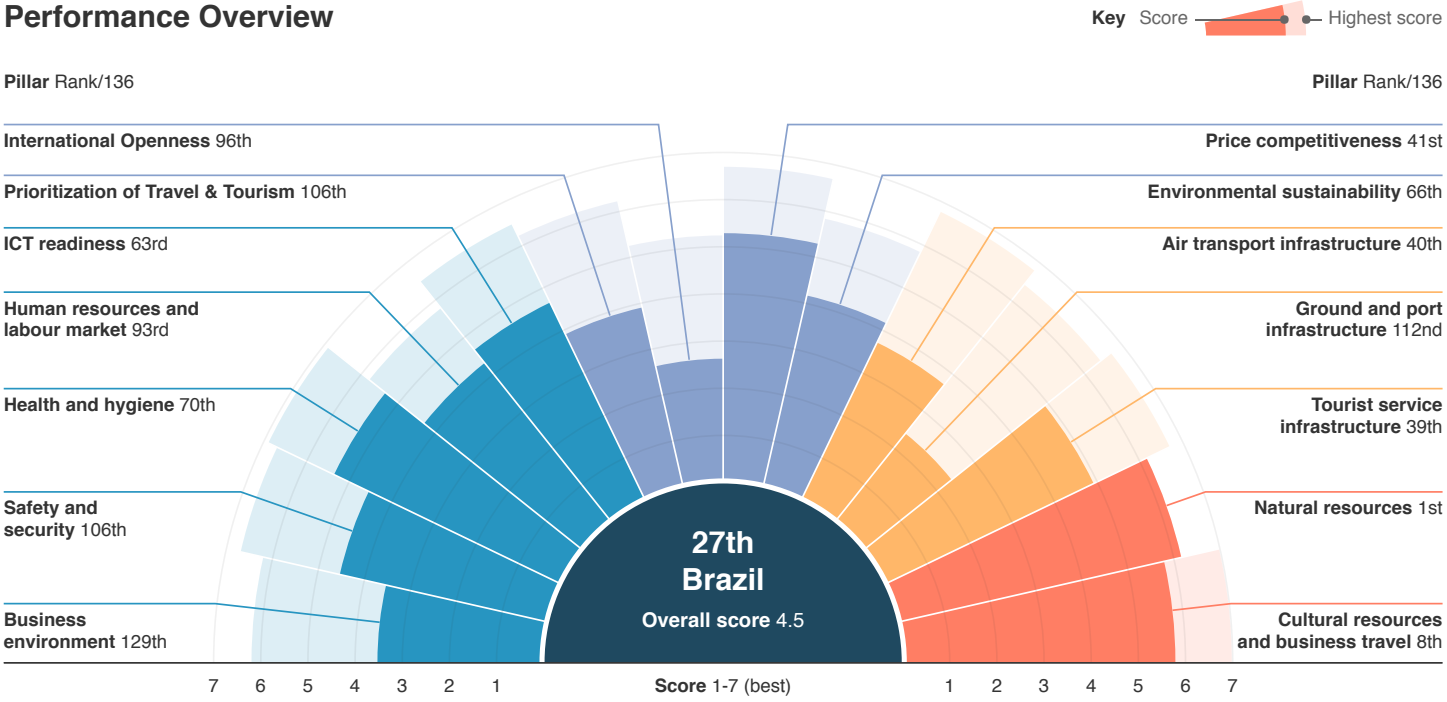
Travel & Tourism Competitiveness Index 2017 edition

## Key Indicators

Sources: World Tourism Organization (UNWTO) and World Travel and Tourism Council (WTTC)

| | |
|---|---|
| **International tourist arrivals** | 6,305,838 |
| **International tourism inbound receipts** | US $5,844.0 million |
| **Average receipts per arrival** | US $926.8 |
| **T&T industry GDP** | US $56,316.8 million |
| % of total | 3.3% |
| **T&T industry employment** | 2,624,670 jobs |
| % of total | 2.9% |

## Performance Overview




Brazil comes in 27th globally. The country is blessed with the largest and most diverse natural resources on the planet, very strong cultural resources (8th) and significant business travel. It has developed relatively good tourist service infrastructure (39th) and air connectivity (40th). In addition, price competitiveness has improved (41st), thanks to lower fuel and hotels prices. However, the security and business context have worsened further (106th, down 2 places), counterbalancing the positive effects of increased price competitiveness. The business environment also continues to worsen (129th) due to inefficiency of the legal system, red tape and high taxes.

Similarly, human resources performance is low due to declining qualification of the labour force and customer care. Overall, the T&T sector has not received much governmental support, with little investment (79th), and marketing activity (121st). Environmental policy should also be doing more to protect Brazil's biodiversity (66th). While some efforts have been made to reduce PM emissions (24th), and to curb deforestation, progress made in 2014 has been neutralized by resumption in logging activity in 2015, and more has to be done to protect the assets that primarily drive tourists into the country.

## Past performance

| Travel & Tourism Competitiveness Edition | 2015 | 2017 |
|---|---|---|
| **Rank** | 28 / 141 | 27 / 136 |
| **Score** | 4.4 | 4.5 |

# Brazil

**27th** /136

## Travel & Tourism Competitiveness Index 2017 edition

WORLD ECONOMIC FORUM

| Index Component | Rank/136 | Score* |
|---|---|---|
| **Business environment** | 129 | 3.5 |
| Property rights | 78 | 4.1 |
| Business impact of rules on FDI | 103 | 4.1 |
| Efficiency of legal framework in settling disputes | 123 | 2.7 |
| Efficiency of legal framework in challenging regs | 106 | 2.8 |
| Time required to deal with construction permits days | 132 | 426 |
| Cost to deal with construction permits % construction cost | 14 | 0.4 |
| Extent of market dominance | 48 | 3.9 |
| Time to start a business days | 133 | 79.5 |
| Cost to start a business % GNI per capita | 60 | 5.2 |
| Effect of taxation on incentives to work | 136 | 2.2 |
| Effect of taxation on incentives to invest | 136 | 1.8 |
| Total tax rate % profits | 132 | 68.4 |
| **Safety and security** | 106 | 4.5 |
| Business costs of crime and violence | 127 | 2.7 |
| Reliability of police services | 109 | 3.4 |
| Business costs of terrorism | 10 | 6.2 |
| Index of terrorism incidence | 76 | 6.9 |
| Homicide rate /100,000 pop. | 127 | 24.6 |
| **Health and hygiene** | 70 | 5.3 |
| Physician density /1,000 pop | 66 | 1.9 |
| Access to improved sanitation % pop. | 80 | 82.8 |
| Access to improved drinking water % pop. | 59 | 98.1 |
| Hospital beds /10,000 pop. | 69 | 23.0 |
| HIV prevalence % adult pop. | 92 | 0.6 |
| Malaria incidence cases/100,000 pop. | 99 | 111.6 |
| **Human resources and labour market** | 93 | 4.3 |
| Primary education enrollment rate net % | 89 | 92.2 |
| Secondary education enrollment rate gross % | 39 | 102.0 |
| Extent of staff training | 61 | 4.0 |
| Degree of customer orientation | 94 | 4.3 |
| Hiring and firing practices | 133 | 1.9 |
| Ease of finding skilled employees | 107 | 3.7 |
| Ease of hiring foreign labour | 122 | 3.2 |
| Pay and productivity | 86 | 3.7 |
| Female participation in the labor force ratio to men | 86 | 0.74 |
| **ICT readiness** | 63 | 4.6 |
| ICT use for biz-to-biz transactions | 62 | 4.7 |
| Internet use for biz-to-consumer transactions | 41 | 5.0 |
| Internet users % pop. | 63 | 59.1 |
| Fixed-broadband Internet subscriptions /100 pop. | 62 | 12.2 |
| Mobile-cellular telephone subscriptions /100 pop. | 53 | 126.6 |
| Mobile-broadband subscriptions /100 pop. | 24 | 88.6 |
| Mobile network coverage % pop. | 116 | 92.1 |
| Quality of electricity supply | 90 | 4.1 |
| **Prioritization of Travel & Tourism** | 106 | 3.9 |
| Government prioritization of travel and tourism industry | 126 | 3.2 |
| T&T government expenditure % government budget | 79 | 2.9 |
| Effectiveness of marketing and branding to attract tourists | 121 | 3.1 |
| Comprehensiveness of annual T&T data 0–120 (best) | 104 | 47 |
| Timeliness of providing monthly/quarterly T&T data 0–21 (best) | 93 | 15.5 |
| Country brand strategy rating 1–10 (best) | 14 | 85.8 |

| Index Component | Rank/136 | Score* |
|---|---|---|
| **International Openness** | 96 | 2.6 |
| Visa requirements 0–100 (best) | 108 | 22.0 |
| Openness of bilateral Air Service Agreements 0–38 (best) | 30 | 14.4 |
| Number of regional trade agreements in force number | 78 | 6.0 |
| **Price competitiveness** | 41 | 5.3 |
| Ticket taxes and airport charges 0–100 (best) | 66 | 75.8 |
| Hotel price index US$ | 26 | 90.5 |
| Purchasing power parity PPP $ | 92 | 0.6 |
| Fuel price levels US$ cents/litre | 41 | 102.0 |
| **Environmental sustainability** | 66 | 4.1 |
| Stringency of environmental regulations | 37 | 4.7 |
| Enforcement of environmental regulations | 75 | 3.7 |
| Sustainability of travel and tourism industry development | 117 | 3.3 |
| Particulate matter (2.5) concentration μg/m3 | 24 | 4.4 |
| Environmental treaty ratification 0–27 (best) | 31 | 24 |
| Baseline water stress 5–0 (best) | 49 | 0.9 |
| Threatened species % total species | 106 | 8.7 |
| Forest cover change % change | 88 | 0.1 |
| Wastewater treatment % | 59 | 17.6 |
| Costal shelf fishing pressure tonnes/km2 | 57 | 0.2 |
| **Air transport infrastructure** | 40 | 3.7 |
| Quality of air transport infrastructure | 94 | 3.9 |
| Available seat kilometres, domestic millions | 3 | 2257.4 |
| Available seat kilometres, international millions | 19 | 1570.7 |
| Aircraft departures /1,000 pop. | 55 | 4.5 |
| Airport density airports/million pop. | 102 | 0.6 |
| Number of operating airlines Number | 38 | 58.0 |
| **Ground and port infrastructure** | 112 | 2.4 |
| Quality of roads | 109 | 3.0 |
| Road density % total territorial area | 92 | - |
| Paved road density % total territorial area | 113 | - |
| Quality of railroad infrastructure | 90 | 1.9 |
| Railroad density km of roads/land area | 77 | 0.4 |
| Quality of port infrastructure | 112 | 2.9 |
| Ground transport efficiency | 89 | 3.0 |
| **Tourist service infrastructure** | 39 | 4.9 |
| Hotel rooms number/100 pop. | 95 | 0.2 |
| Quality of tourism infrastructure | 104 | 3.9 |
| Presence of major car rental companies | 1 | 7 |
| Automated teller machines number/thoudand adult pop. | 9 | 129.3 |
| **Natural resources** | 1 | 6.1 |
| Number of World Heritage natural sites number of sites | 7 | 7 |
| Total known species number of species | 1 | 3287 |
| Total protected areas % total territorial area | 25 | 28.4 |
| Natural tourism digital demand 0–100 (best) | 4 | 86 |
| Attractiveness of natural assets | 60 | 5.2 |
| **Cultural resources and business travel** | 8 | 5.7 |
| Number of World Heritage cultural sites number of sites | 16 | 13 |
| Oral and intangible cultural heritage number of expressions | 18 | 8 |
| Sports stadiums number of large stadiums | 3 | 95.0 |
| Number of international association meetings 3-year average | 10 | 304.3 |
| Cultural and entertainment tourism digital demand 0–100 (best) | 10 | 66 |

* Scores are on a 1-to-7 scale unless indicated otherwise. For detailed definitions, sources, and periods, consult the interactive Country/Economy Profiles and Rankings at http://wef.ch/ttcr

# Bulgaria

**45th** / 136

Travel & Tourism Competitiveness Index 2017 edition

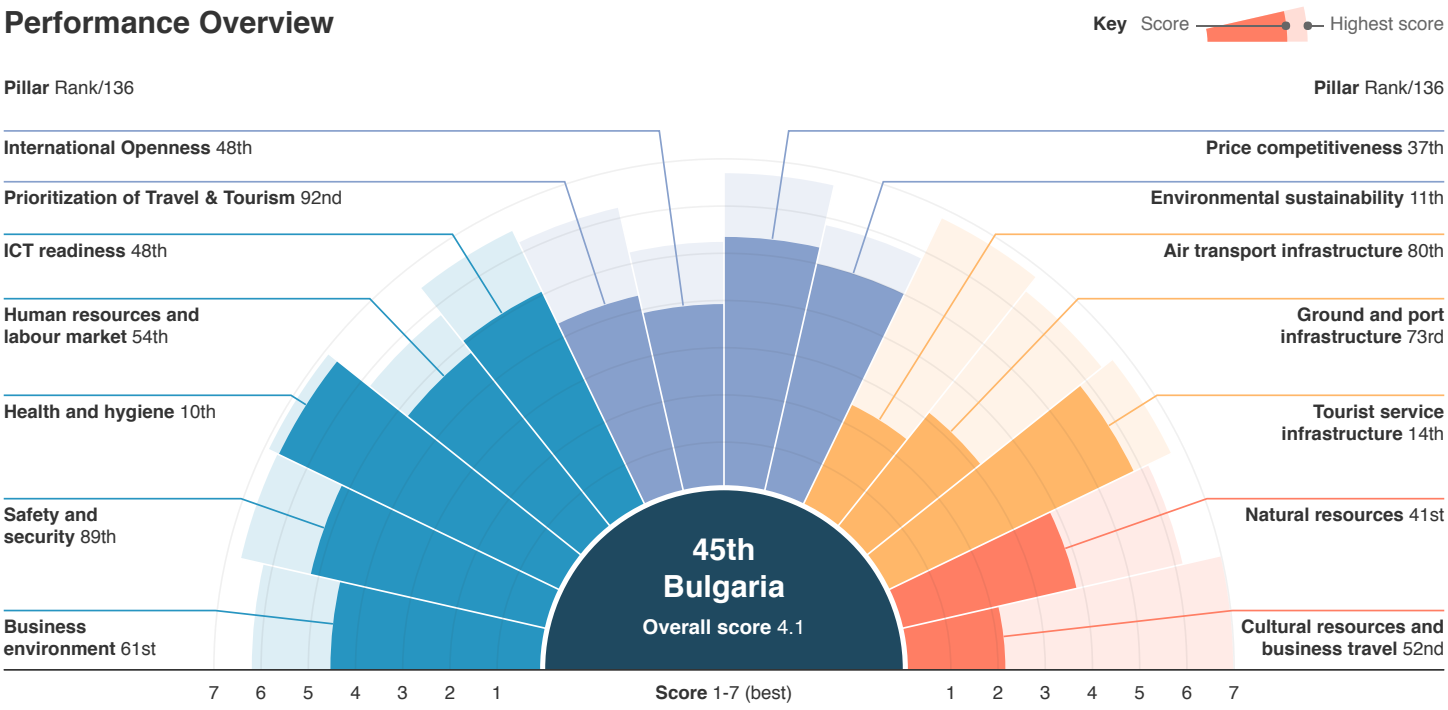
## Key Indicators

Sources: World Tourism Organization (UNWTO) and World Travel and Tourism Council (WTTC)

| | |
|---|---|
| **International tourist arrivals** | 7,099,000 |
| **International tourism inbound receipts** | US $3,146.2 million |
| **Average receipts per arrival** | US $443.2 |

| | |
|---|---|
| **T&T industry GDP** | US $1,617.0 million |
| % of total | 3.3% |
| **T&T industry employment** | 92,413 jobs |
| % of total | 3.1% |

## Performance Overview




## Past performance

| Travel & Tourism Competitiveness Edition | 2015 | 2017 |
|---|---|---|
| **Rank** | 49 / 141 | 45 / 136 |
| **Score** | 4.0 | 4.1 |

# Bulgaria

**45th** / 136

## Travel & Tourism Competitiveness Index 2017 edition

WORLD ECONOMIC FORUM

| Index Component | Rank/136 | Score* |
|---|---|---|
| **Business environment** | 61 | 4.5 |
| Property rights | 113 | 3.7 |
| Business impact of rules on FDI | 111 | 3.9 |
| Efficiency of legal framework in settling disputes | 93 | 3.1 |
| Efficiency of legal framework in challenging regs | 81 | 3.2 |
| Time required to deal with construction permits days | 39 | 105 |
| Cost to deal with construction permits % construction cost | 96 | 3.9 |
| Extent of market dominance | 57 | 3.8 |
| Time to start a business days | 103 | 23.0 |
| Cost to start a business % GNI per capita | 31 | 1.3 |
| Effect of taxation on incentives to work | 65 | 3.9 |
| Effect of taxation on incentives to invest | 40 | 4.0 |
| Total tax rate % profits | 28 | 27.0 |
| **Safety and security** | 89 | 5.1 |
| Business costs of crime and violence | 95 | 4.0 |
| Reliability of police services | 103 | 3.5 |
| Business costs of terrorism | 106 | 4.5 |
| Index of terrorism incidence | 65 | 7.0 |
| Homicide rate /100,000 pop. | 45 | 1.6 |
| **Health and hygiene** | 10 | 6.6 |
| Physician density /1,000 pop | 12 | 3.9 |
| Access to improved sanitation % pop. | 76 | 86.0 |
| Access to improved drinking water % pop. | 47 | 99.4 |
| Hospital beds /10,000 pop. | 14 | 64.0 |
| HIV prevalence % adult pop. | 1 | 0.1 |
| Malaria incidence cases/100,000 pop. | 1 | M.F. |
| **Human resources and labour market** | 54 | 4.7 |
| Primary education enrollment rate net % | 81 | 93.3 |
| Secondary education enrollment rate gross % | 54 | 99.0 |
| Extent of staff training | 100 | 3.5 |
| Degree of customer orientation | 72 | 4.6 |
| Hiring and firing practices | 59 | 3.9 |
| Ease of finding skilled employees | 124 | 3.4 |
| Ease of hiring foreign labour | 54 | 4.2 |
| Pay and productivity | 67 | 4.0 |
| Female participation in the labor force ratio to men | 34 | 0.89 |
| **ICT readiness** | 48 | 5.0 |
| ICT use for biz-to-biz transactions | 51 | 4.9 |
| Internet use for biz-to-consumer transactions | 40 | 5.0 |
| Internet users % pop. | 67 | 56.7 |
| Fixed-broadband Internet subscriptions /100 pop. | 41 | 22.7 |
| Mobile-cellular telephone subscriptions /100 pop. | 47 | 129.3 |
| Mobile-broadband subscriptions /100 pop. | 29 | 81.3 |
| Mobile network coverage % pop. | 30 | 100.0 |
| Quality of electricity supply | 78 | 4.6 |
| **Prioritization of Travel & Tourism** | 92 | 4.3 |
| Government prioritization of travel and tourism industry | 100 | 4.1 |
| T&T government expenditure % government budget | 65 | 3.3 |
| Effectiveness of marketing and branding to attract tourists | 96 | 3.7 |
| Comprehensiveness of annual T&T data 0–120 (best) | 48 | 76 |
| Timeliness of providing monthly/quarterly T&T data 0–21 (best) | 17 | 20.5 |
| Country brand strategy rating 1–10 (best) | 103 | 64.0 |

| Index Component | Rank/136 | Score* |
|---|---|---|
| **International Openness** | 48 | 3.9 |
| Visa requirements 0–100 (best) | 73 | 24.0 |
| Openness of bilateral Air Service Agreements 0–38 (best) | 108 | 7.3 |
| Number of regional trade agreements in force number | 1 | 53.0 |
| **Price competitiveness** | 37 | 5.3 |
| Ticket taxes and airport charges 0–100 (best) | 32 | 85.5 |
| Hotel price index US$ | 6 | 75.2 |
| Purchasing power parity PPP $ | 45 | 0.4 |
| Fuel price levels US$ cents/litre | 99 | 151.0 |
| **Environmental sustainability** | 11 | 5.0 |
| Stringency of environmental regulations | 90 | 3.6 |
| Enforcement of environmental regulations | 100 | 3.3 |
| Sustainability of travel and tourism industry development | 103 | 3.8 |
| Particulate matter (2.5) concentration µg/m3 | 106 | 11.7 |
| Environmental treaty ratification 0–27 (best) | 10 | 28 |
| Baseline water stress 5–0 (best) | 63 | 1.6 |
| Threatened species % total species | 69 | 6.0 |
| Forest cover change % change | 28 | 0.0 |
| Wastewater treatment % | 32 | 60.8 |
| Costal shelf fishing pressure tonnes/km2 | 4 | 0.0 |
| **Air transport infrastructure** | 80 | 2.4 |
| Quality of air transport infrastructure | 77 | 4.1 |
| Available seat kilometres, domestic millions | 73 | 1.8 |
| Available seat kilometres, international millions | 81 | 94.7 |
| Aircraft departures /1,000 pop. | 89 | 1.7 |
| Airport density airports/million pop. | 88 | 0.8 |
| Number of operating airlines Number | 46 | 49.0 |
| **Ground and port infrastructure** | 73 | 3.1 |
| Quality of roads | 93 | 3.4 |
| Road density % total territorial area | 94 | - |
| Paved road density % total territorial area | 65 | - |
| Quality of railroad infrastructure | 50 | 3.1 |
| Railroad density km of roads/land area | 23 | 3.6 |
| Quality of port infrastructure | 70 | 4.0 |
| Ground transport efficiency | 64 | 3.6 |
| **Tourist service infrastructure** | 14 | 5.8 |
| Hotel rooms number/100 pop. | 13 | 1.7 |
| Quality of tourism infrastructure | 96 | 4.3 |
| Presence of major car rental companies | 1 | 7 |
| Automated teller machines number/thoudand adult pop. | 24 | 90.7 |
| **Natural resources** | 41 | 3.8 |
| Number of World Heritage natural sites number of sites | 30 | 2 |
| Total known species number of species | 82 | 448 |
| Total protected areas % total territorial area | 5 | 40.5 |
| Natural tourism digital demand 0–100 (best) | 42 | 24 |
| Attractiveness of natural assets | 76 | 5.0 |
| **Cultural resources and business travel** | 52 | 2.1 |
| Number of World Heritage cultural sites number of sites | 30 | 7 |
| Oral and intangible cultural heritage number of expressions | 30 | 5 |
| Sports stadiums number of large stadiums | 38 | 11.0 |
| Number of international association meetings 3-year average | 56 | 41.7 |
| Cultural and entertainment tourism digital demand 0–100 (best) | 82 | 7 |

* Scores are on a 1-to-7 scale unless indicated otherwise. For detailed definitions, sources, and periods, consult the interactive Country/Economy Profiles and Rankings at http://wef.ch/ttcr

# Burundi

**134th** / 136

Travel & Tourism Competitiveness Index 2017 edition

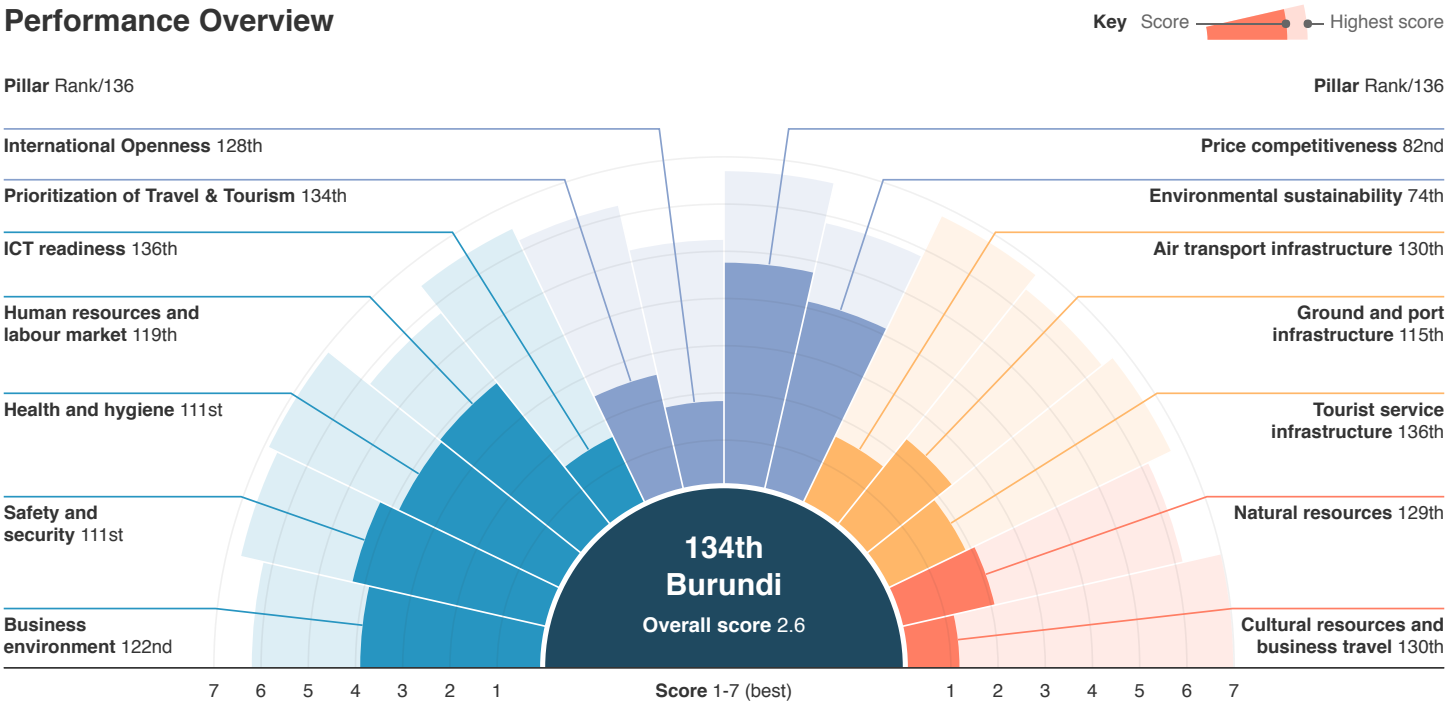
## Key Indicators

Sources: World Tourism Organization (UNWTO) and World Travel and Tourism Council (WTTC)

| | |
|---|---|
| **International tourist arrivals** | 131,000 |
| **International tourism inbound receipts** | US $2.2 million |
| **Average receipts per arrival** | US $16.6 |

| | |
|---|---|
| **T&T industry GDP** | US $68.9 million |
| % of total | 2.3% |
| **T&T industry employment** | 37,829 jobs |
| % of total | 1.9% |

## Performance Overview




## Past performance

| Travel & Tourism Competitiveness Edition | 2015 | 2017 |
|---|---|---|
| **Rank** | 135 / 141 | 134 / 136 |
| **Score** | 2.7 | 2.6 |

# Burundi

**134th** /136

## Travel & Tourism Competitiveness Index 2017 edition

WORLD ECONOMIC FORUM

| Index Component | Rank/136 | Score* |
|---|---|---|
| **Business environment** | 122 | 3.9 |
| Property rights | 133 | 2.8 |
| Business impact of rules on FDI | 130 | 3.2 |
| Efficiency of legal framework in settling disputes | 102 | 3.0 |
| Efficiency of legal framework in challenging regs | 112 | 2.7 |
| Time required to deal with construction permits days | 31 | 99 |
| Cost to deal with construction permits % construction cost | 124 | 10.4 |
| Extent of market dominance | 84 | 3.5 |
| Time to start a business days | 13 | 4.0 |
| Cost to start a business % GNI per capita | 91 | 13.9 |
| Effect of taxation on incentives to work | 106 | 3.4 |
| Effect of taxation on incentives to invest | 119 | 2.9 |
| Total tax rate % profits | 81 | 40.3 |
| **Safety and security** | 111 | 4.2 |
| Business costs of crime and violence | 117 | 3.3 |
| Reliability of police services | 134 | 2.2 |
| Business costs of terrorism | 107 | 4.4 |
| Index of terrorism incidence | 113 | 4.8 |
| Homicide rate /100,000 pop. | 79 | 4.0 |
| **Health and hygiene** | 111 | 3.8 |
| Physician density /1,000 pop | 132 | 0.0 |
| Access to improved sanitation % pop. | 110 | 48.0 |
| Access to improved drinking water % pop. | 119 | 75.9 |
| Hospital beds /10,000 pop. | 82 | 19.0 |
| HIV prevalence % adult pop. | 106 | 1.1 |
| Malaria incidence cases/100,000 pop. | 120 | 12942.8 |
| **Human resources and labour market** | 119 | 3.9 |
| Primary education enrollment rate net % | 74 | 94.2 |
| Secondary education enrollment rate gross % | 126 | 42.5 |
| Extent of staff training | 132 | 3.0 |
| Degree of customer orientation | 120 | 3.9 |
| Hiring and firing practices | 114 | 3.2 |
| Ease of finding skilled employees | 105 | 3.7 |
| Ease of hiring foreign labour | 114 | 3.4 |
| Pay and productivity | 132 | 2.9 |
| Female participation in the labor force ratio to men | 4 | 1.03 |
| **ICT readiness** | 136 | 1.6 |
| ICT use for biz-to-biz transactions | 135 | 3.1 |
| Internet use for biz-to-consumer transactions | 132 | 3.0 |
| Internet users % pop. | 132 | 4.9 |
| Fixed-broadband Internet subscriptions /100 pop. | 132 | 0.0 |
| Mobile-cellular telephone subscriptions /100 pop. | 132 | 46.2 |
| Mobile-broadband subscriptions /100 pop. | 129 | 7.6 |
| Mobile network coverage % pop. | 133 | 52.5 |
| Quality of electricity supply | 127 | 2.1 |
| **Prioritization of Travel & Tourism** | 134 | 2.5 |
| Government prioritization of travel and tourism industry | 116 | 3.5 |
| T&T government expenditure % government budget | 129 | 0.7 |
| Effectiveness of marketing and branding to attract tourists | 115 | 3.2 |
| Comprehensiveness of annual T&T data 0–120 (best) | 128 | 22 |
| Timeliness of providing monthly/quarterly T&T data 0–21 (best) | 129 | 0.0 |
| Country brand strategy rating 1–10 (best) | 130 | 34.5 |

| Index Component | Rank/136 | Score* |
|---|---|---|
| **International Openness** | 128 | 1.8 |
| Visa requirements 0–100 (best) | 129 | 3.0 |
| Openness of bilateral Air Service Agreements 0–38 (best) | 78 | 10.0 |
| Number of regional trade agreements in force number | 102 | 3.0 |
| **Price competitiveness** | 82 | 4.7 |
| Ticket taxes and airport charges 0–100 (best) | 95 | 62.9 |
| Hotel price index US$ | n/a | n/a |
| Purchasing power parity PPP $ | 40 | 0.4 |
| Fuel price levels US$ cents/litre | 93 | 143.0 |
| **Environmental sustainability** | 74 | 4.1 |
| Stringency of environmental regulations | 129 | 2.8 |
| Enforcement of environmental regulations | 130 | 2.7 |
| Sustainability of travel and tourism industry development | 131 | 2.8 |
| Particulate matter (2.5) concentration µg/m3 | 92 | 10.5 |
| Environmental treaty ratification 0–27 (best) | 115 | 17 |
| Baseline water stress 5–0 (best) | 1 | 0.0 |
| Threatened species % total species | 29 | 3.9 |
| Forest cover change % change | 39 | 0.0 |
| Wastewater treatment % | 111 | 0.0 |
| Costal shelf fishing pressure tonnes/km2 | n/a | n/a |
| **Air transport infrastructure** | 130 | 1.6 |
| Quality of air transport infrastructure | 132 | 2.6 |
| Available seat kilometres, domestic millions | 105 | 0.0 |
| Available seat kilometres, international millions | 135 | 1.8 |
| Aircraft departures /1,000 pop. | n/a | n/a |
| Airport density airports/million pop. | 90 | 0.7 |
| Number of operating airlines Number | 134 | 5.0 |
| **Ground and port infrastructure** | 115 | 2.3 |
| Quality of roads | 115 | 2.9 |
| Road density % total territorial area | 56 | - |
| Paved road density % total territorial area | 94 | - |
| Quality of railroad infrastructure | n/a | n/a |
| Railroad density km of roads/land area | n/a | n/a |
| Quality of port infrastructure | 121 | 2.3 |
| Ground transport efficiency | 125 | 2.3 |
| **Tourist service infrastructure** | 136 | 1.8 |
| Hotel rooms number/100 pop. | 136 | 0.0 |
| Quality of tourism infrastructure | 120 | 3.5 |
| Presence of major car rental companies | 129 | 1 |
| Automated teller machines number/thoudand adult pop. | 132 | 1.4 |
| **Natural resources** | 129 | 2.0 |
| Number of World Heritage natural sites number of sites | 86 | 0 |
| Total known species number of species | 50 | 763 |
| Total protected areas % total territorial area | 108 | 6.9 |
| Natural tourism digital demand 0–100 (best) | 136 | 0 |
| Attractiveness of natural assets | 128 | 3.3 |
| **Cultural resources and business travel** | 130 | 1.1 |
| Number of World Heritage cultural sites number of sites | 126 | 0 |
| Oral and intangible cultural heritage number of expressions | 71 | 1 |
| Sports stadiums number of large stadiums | 97 | 2.0 |
| Number of international association meetings 3-year average | 124 | 1.3 |
| Cultural and entertainment tourism digital demand 0–100 (best) | 132 | 1 |

* Scores are on a 1-to-7 scale unless indicated otherwise. For detailed definitions, sources, and periods, consult the interactive Country/Economy Profiles and Rankings at http://wef.ch/ttcr

# Cambodia

**101st** / 136

Travel & Tourism Competitiveness Index 2017 edition

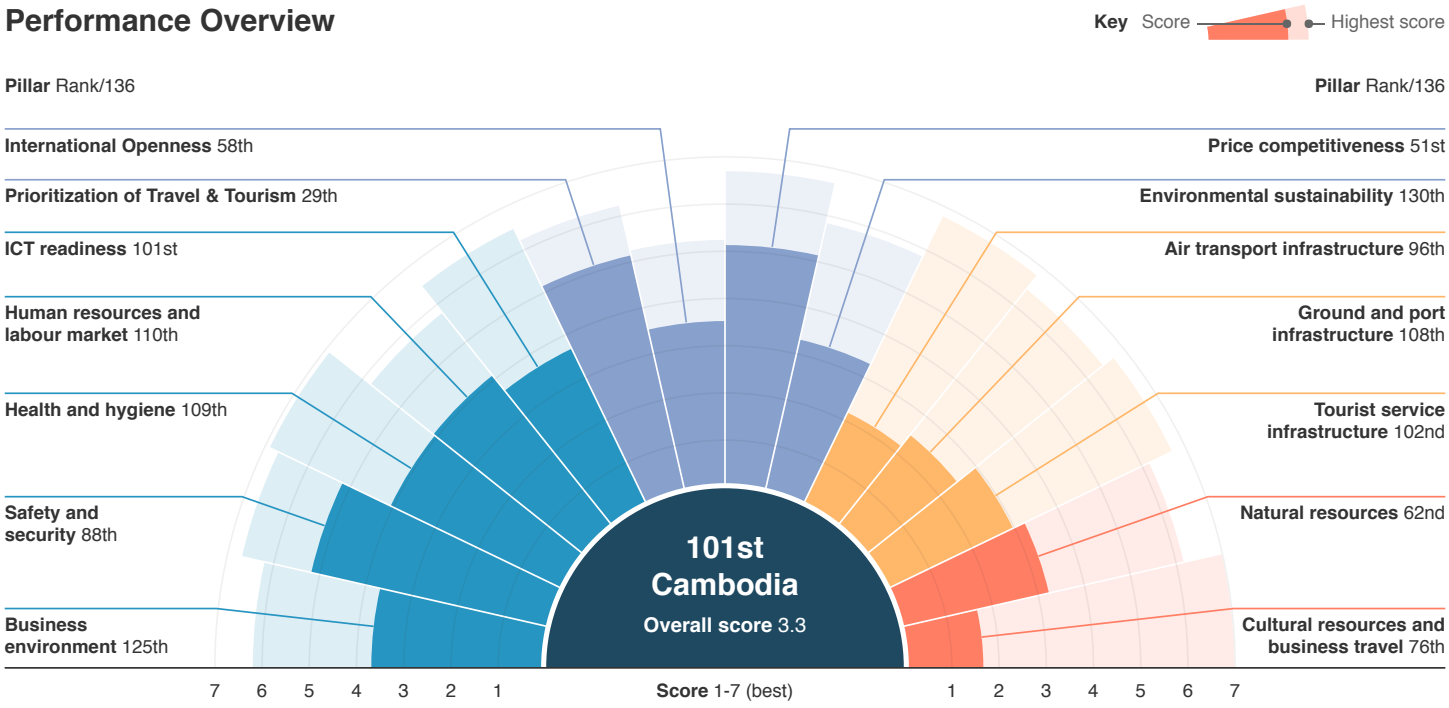
## Key Indicators

Sources: World Tourism Organization (UNWTO) and World Travel and Tourism Council (WTTC)

| | |
|---|---|
| **International tourist arrivals** | 4,775,231 |
| **International tourism inbound receipts** | US $3,130.3 million |
| **Average receipts per arrival** | US $655.5 |

| | |
|---|---|
| **T&T industry GDP** | US $2,437.1 million |
| % of total | 13.5% |
| **T&T industry employment** | 1,034,720 jobs |
| % of total | 12.1% |

## Performance Overview




## Past performance

| Travel & Tourism Competitiveness Edition | 2015 | 2017 |
|---|---|---|
| **Rank** | 105 / 141 | 101 / 136 |
| **Score** | 3.2 | 3.3 |

# Cambodia

**101st**/136

## Travel & Tourism Competitiveness Index 2017 edition

WORLD ECONOMIC FORUM

| Index Component | Rank/136 | Score* |
|---|---|---|
| **Business environment** | 125 | 3.7 |
| Property rights | 104 | 3.8 |
| Business impact of rules on FDI | 80 | 4.4 |
| Efficiency of legal framework in settling disputes | 113 | 2.9 |
| Efficiency of legal framework in challenging regs | 110 | 2.7 |
| Time required to deal with construction permits days | 136 | 652 |
| Cost to deal with construction permits % construction cost | 108 | 5.8 |
| Extent of market dominance | 77 | 3.6 |
| Time to start a business days | 135 | 99.0 |
| Cost to start a business % GNI per capita | 127 | 57.2 |
| Effect of taxation on incentives to work | 72 | 3.8 |
| Effect of taxation on incentives to invest | 61 | 3.7 |
| Total tax rate % profits | 15 | 21.0 |
| **Safety and security** | 88 | 5.1 |
| Business costs of crime and violence | 83 | 4.2 |
| Reliability of police services | 118 | 3.0 |
| Business costs of terrorism | 94 | 4.8 |
| Index of terrorism incidence | 42 | 7.0 |
| Homicide rate /100,000 pop. | 50 | 1.8 |
| **Health and hygiene** | 109 | 4.0 |
| Physician density /1,000 pop | 114 | 0.2 |
| Access to improved sanitation % pop. | 115 | 42.4 |
| Access to improved drinking water % pop. | 122 | 75.5 |
| Hospital beds /10,000 pop. | 116 | 7.0 |
| HIV prevalence % adult pop. | 92 | 0.6 |
| Malaria incidence cases/100,000 pop. | 107 | 502.3 |
| **Human resources and labour market** | 110 | 4.1 |
| Primary education enrollment rate net % | 107 | 88.6 |
| Secondary education enrollment rate gross % | 120 | 45.0 |
| Extent of staff training | 98 | 3.5 |
| Degree of customer orientation | 78 | 4.5 |
| Hiring and firing practices | 32 | 4.3 |
| Ease of finding skilled employees | 125 | 3.4 |
| Ease of hiring foreign labour | 49 | 4.2 |
| Pay and productivity | 63 | 4.0 |
| Female participation in the labor force ratio to men | 42 | 0.88 |
| **ICT readiness** | 101 | 3.6 |
| ICT use for biz-to-biz transactions | 76 | 4.5 |
| Internet use for biz-to-consumer transactions | 74 | 4.3 |
| Internet users % pop. | 115 | 19.0 |
| Fixed-broadband Internet subscriptions /100 pop. | 113 | 0.5 |
| Mobile-cellular telephone subscriptions /100 pop. | 37 | 133.0 |
| Mobile-broadband subscriptions /100 pop. | 81 | 42.8 |
| Mobile network coverage % pop. | 65 | 99.0 |
| Quality of electricity supply | 105 | 3.3 |
| **Prioritization of Travel & Tourism** | 29 | 5.1 |
| Government prioritization of travel and tourism industry | 65 | 4.9 |
| T&T government expenditure % government budget | 10 | 9.5 |
| Effectiveness of marketing and branding to attract tourists | 73 | 4.3 |
| Comprehensiveness of annual T&T data 0–120 (best) | 89 | 54 |
| Timeliness of providing monthly/quarterly T&T data 0–21 (best) | 28 | 20.0 |
| Country brand strategy rating 1–10 (best) | 119 | 57.7 |

| Index Component | Rank/136 | Score* |
|---|---|---|
| **International Openness** | 58 | 3.5 |
| Visa requirements 0–100 (best) | 5 | 72.0 |
| Openness of bilateral Air Service Agreements 0–38 (best) | 98 | 8.5 |
| Number of regional trade agreements in force number | 62 | 10.0 |
| **Price competitiveness** | 51 | 5.1 |
| Ticket taxes and airport charges 0–100 (best) | 71 | 74.2 |
| Hotel price index US$ | 58 | 126.1 |
| Purchasing power parity PPP $ | 20 | 0.3 |
| Fuel price levels US$ cents/litre | 79 | 124.0 |
| **Environmental sustainability** | 130 | 3.3 |
| Stringency of environmental regulations | 119 | 3.0 |
| Enforcement of environmental regulations | 125 | 2.9 |
| Sustainability of travel and tourism industry development | 96 | 3.9 |
| Particulate matter (2.5) concentration µg/m3 | 88 | 10.3 |
| Environmental treaty ratification 0–27 (best) | 90 | 19 |
| Baseline water stress 5–0 (best) | 32 | 0.5 |
| Threatened species % total species | 114 | 10.1 |
| Forest cover change % change | 122 | 0.2 |
| Wastewater treatment % | 111 | 0.0 |
| Costal shelf fishing pressure tonnes/km2 | 74 | 0.3 |
| **Air transport infrastructure** | 96 | 2.1 |
| Quality of air transport infrastructure | 98 | 3.9 |
| Available seat kilometres, domestic millions | 64 | 3.7 |
| Available seat kilometres, international millions | 82 | 92.0 |
| Aircraft departures /1,000 pop. | 99 | 0.8 |
| Airport density airports/million pop. | 76 | 0.9 |
| Number of operating airlines Number | 64 | 34.0 |
| **Ground and port infrastructure** | 108 | 2.4 |
| Quality of roads | 92 | 3.4 |
| Road density % total territorial area | 81 | - |
| Paved road density % total territorial area | 120 | - |
| Quality of railroad infrastructure | 94 | 1.6 |
| Railroad density km of roads/land area | 76 | 0.4 |
| Quality of port infrastructure | 76 | 3.9 |
| Ground transport efficiency | 129 | 2.2 |
| **Tourist service infrastructure** | 102 | 2.9 |
| Hotel rooms number/100 pop. | 72 | 0.4 |
| Quality of tourism infrastructure | 81 | 4.5 |
| Presence of major car rental companies | 102 | 3 |
| Automated teller machines number/thoudand adult pop. | 109 | 10.7 |
| **Natural resources** | 62 | 3.2 |
| Number of World Heritage natural sites number of sites | 86 | 0 |
| Total known species number of species | 51 | 736 |
| Total protected areas % total territorial area | 32 | 26.0 |
| Natural tourism digital demand 0–100 (best) | 47 | 22 |
| Attractiveness of natural assets | 58 | 5.3 |
| **Cultural resources and business travel** | 76 | 1.6 |
| Number of World Heritage cultural sites number of sites | 75 | 2 |
| Oral and intangible cultural heritage number of expressions | 36 | 4 |
| Sports stadiums number of large stadiums | 77 | 4.0 |
| Number of international association meetings 3-year average | 82 | 10.0 |
| Cultural and entertainment tourism digital demand 0–100 (best) | 64 | 10 |

* Scores are on a 1-to-7 scale unless indicated otherwise. For detailed definitions, sources, and periods, consult the interactive Country/Economy Profiles and Rankings at http://wef.ch/ttcr

# Cameroon

**126th** / 136

Travel & Tourism Competitiveness Index 2017 edition

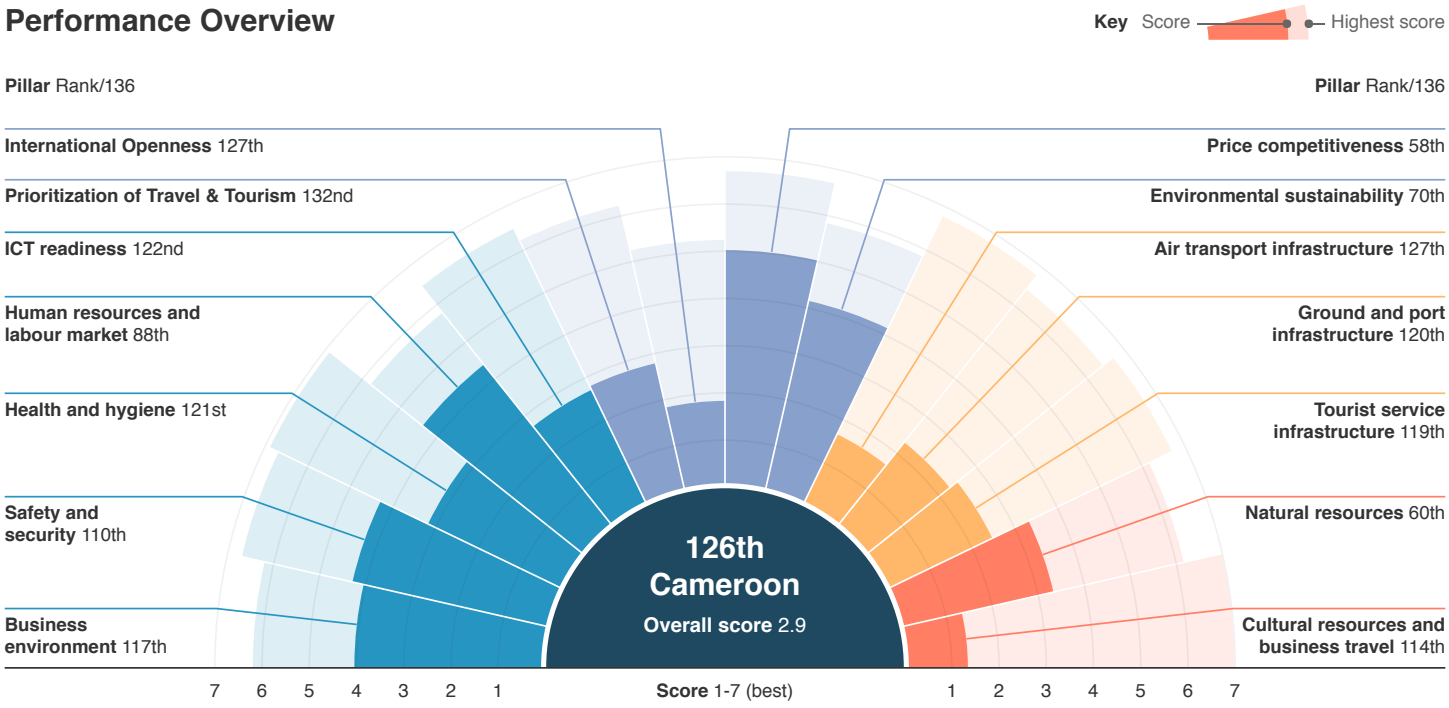
## Key Indicators

Sources: World Tourism Organization (UNWTO) and World Travel and Tourism Council (WTTC)

| | |
|---|---|
| **International tourist arrivals** | 812,000 |
| **International tourism inbound receipts** | US $450.0 million |
| **Average receipts per arrival** | US $554.2 |

| | |
|---|---|
| **T&T industry GDP** | US $899.1 million |
| % of total | 3.1% |
| **T&T industry employment** | 141,724 jobs |
| % of total | 2.7% |

## Performance Overview




## Past performance

| Travel & Tourism Competitiveness Edition | 2015 | 2017 |
|---|---|---|
| **Rank** | 122 / 141 | 126 / 136 |
| **Score** | 2.9 | 2.9 |

# Cameroon

**126th** / 136

## Travel & Tourism Competitiveness Index 2017 edition

WORLD ECONOMIC FORUM

| Index Component | Rank/136 | Score* |
|---|---|---|
| **Business environment** | 117 | 4.0 |
| Property rights | 83 | 4.1 |
| Business impact of rules on FDI | 83 | 4.4 |
| Efficiency of legal framework in settling disputes | 64 | 3.6 |
| Efficiency of legal framework in challenging regs | 70 | 3.4 |
| Time required to deal with construction permits days | 61 | 135 |
| Cost to deal with construction permits % construction cost | 128 | 14.1 |
| Extent of market dominance | 49 | 3.9 |
| Time to start a business days | 84 | 15.0 |
| Cost to start a business % GNI per capita | 116 | 32.0 |
| Effect of taxation on incentives to work | 33 | 4.4 |
| Effect of taxation on incentives to invest | 103 | 3.2 |
| Total tax rate % profits | 119 | 57.7 |
| **Safety and security** | 110 | 4.3 |
| Business costs of crime and violence | 101 | 3.9 |
| Reliability of police services | 68 | 4.3 |
| Business costs of terrorism | 122 | 3.6 |
| Index of terrorism incidence | 121 | 2.8 |
| Homicide rate /100,000 pop. | 59 | 2.7 |
| **Health and hygiene** | 121 | 3.1 |
| Physician density /1,000 pop | 124 | 0.1 |
| Access to improved sanitation % pop. | 112 | 45.8 |
| Access to improved drinking water % pop. | 121 | 75.6 |
| Hospital beds /10,000 pop. | 99 | 13.0 |
| HIV prevalence % adult pop. | 125 | 4.8 |
| Malaria incidence cases/100,000 pop. | 128 | 22834.0 |
| **Human resources and labour market** | 88 | 4.4 |
| Primary education enrollment rate net % | 90 | 92.0 |
| Secondary education enrollment rate gross % | 111 | 58.1 |
| Extent of staff training | 72 | 3.8 |
| Degree of customer orientation | 93 | 4.3 |
| Hiring and firing practices | 45 | 4.1 |
| Ease of finding skilled employees | 42 | 4.6 |
| Ease of hiring foreign labour | 48 | 4.3 |
| Pay and productivity | 113 | 3.4 |
| Female participation in the labor force ratio to men | 43 | 0.88 |
| **ICT readiness** | 122 | 2.7 |
| ICT use for biz-to-biz transactions | 93 | 4.4 |
| Internet use for biz-to-consumer transactions | 99 | 4.0 |
| Internet users % pop. | 111 | 20.7 |
| Fixed-broadband Internet subscriptions /100 pop. | 130 | 0.1 |
| Mobile-cellular telephone subscriptions /100 pop. | 125 | 71.8 |
| Mobile-broadband subscriptions /100 pop. | 132 | 4.3 |
| Mobile network coverage % pop. | 117 | 92.0 |
| Quality of electricity supply | 126 | 2.1 |
| **Prioritization of Travel & Tourism** | 132 | 2.8 |
| Government prioritization of travel and tourism industry | 121 | 3.4 |
| T&T government expenditure % government budget | 108 | 1.8 |
| Effectiveness of marketing and branding to attract tourists | 119 | 3.1 |
| Comprehensiveness of annual T&T data 0–120 (best) | 88 | 55 |
| Timeliness of providing monthly/quarterly T&T data 0–21 (best) | 129 | 0.0 |
| Country brand strategy rating 1–10 (best) | 132 | 33.3 |

| Index Component | Rank/136 | Score* |
|---|---|---|
| **International Openness** | 127 | 1.8 |
| Visa requirements 0–100 (best) | 129 | 3.0 |
| Openness of bilateral Air Service Agreements 0–38 (best) | 74 | 10.0 |
| Number of regional trade agreements in force number | 102 | 3.0 |
| **Price competitiveness** | 58 | 5.0 |
| Ticket taxes and airport charges 0–100 (best) | 96 | 62.5 |
| Hotel price index US$ | n/a | n/a |
| Purchasing power parity PPP $ | 46 | 0.4 |
| Fuel price levels US$ cents/litre | 64 | 114.0 |
| **Environmental sustainability** | 70 | 4.1 |
| Stringency of environmental regulations | 102 | 3.4 |
| Enforcement of environmental regulations | 76 | 3.7 |
| Sustainability of travel and tourism industry development | 110 | 3.6 |
| Particulate matter (2.5) concentration μg/m3 | 45 | 5.9 |
| Environmental treaty ratification 0–27 (best) | 54 | 22 |
| Baseline water stress 5–0 (best) | 14 | 0.0 |
| Threatened species % total species | 109 | 8.9 |
| Forest cover change % change | 29 | 0.0 |
| Wastewater treatment % | 111 | 0.0 |
| Costal shelf fishing pressure tonnes/km2 | 94 | 1.1 |
| **Air transport infrastructure** | 127 | 1.6 |
| Quality of air transport infrastructure | 128 | 2.7 |
| Available seat kilometres, domestic millions | 70 | 2.4 |
| Available seat kilometres, international millions | 95 | 54.0 |
| Aircraft departures /1,000 pop. | 120 | 0.2 |
| Airport density airports/million pop. | 115 | 0.4 |
| Number of operating airlines Number | 94 | 20.0 |
| **Ground and port infrastructure** | 120 | 2.2 |
| Quality of roads | 128 | 2.5 |
| Road density % total territorial area | 86 | - |
| Paved road density % total territorial area | 124 | - |
| Quality of railroad infrastructure | 78 | 2.4 |
| Railroad density km of roads/land area | 84 | 0.2 |
| Quality of port infrastructure | 110 | 3.0 |
| Ground transport efficiency | 108 | 2.7 |
| **Tourist service infrastructure** | 119 | 2.4 |
| Hotel rooms number/100 pop. | 107 | 0.1 |
| Quality of tourism infrastructure | 109 | 3.7 |
| Presence of major car rental companies | 102 | 3 |
| Automated teller machines number/thoudand adult pop. | 130 | 3.5 |
| **Natural resources** | 60 | 3.3 |
| Number of World Heritage natural sites number of sites | 30 | 2 |
| Total known species number of species | 16 | 1420 |
| Total protected areas % total territorial area | 93 | 10.9 |
| Natural tourism digital demand 0–100 (best) | 127 | 1 |
| Attractiveness of natural assets | 91 | 4.5 |
| **Cultural resources and business travel** | 114 | 1.3 |
| Number of World Heritage cultural sites number of sites | 126 | 0 |
| Oral and intangible cultural heritage number of expressions | 93 | 0 |
| Sports stadiums number of large stadiums | 55 | 6.0 |
| Number of international association meetings 3-year average | 113 | 3.7 |
| Cultural and entertainment tourism digital demand 0–100 (best) | 100 | 3 |

* Scores are on a 1-to-7 scale unless indicated otherwise. For detailed definitions, sources, and periods, consult the interactive Country/Economy Profiles and Rankings at http://wef.ch/ttcr

# Canada

**9th** / 136

Travel & Tourism Competitiveness Index 2017 edition

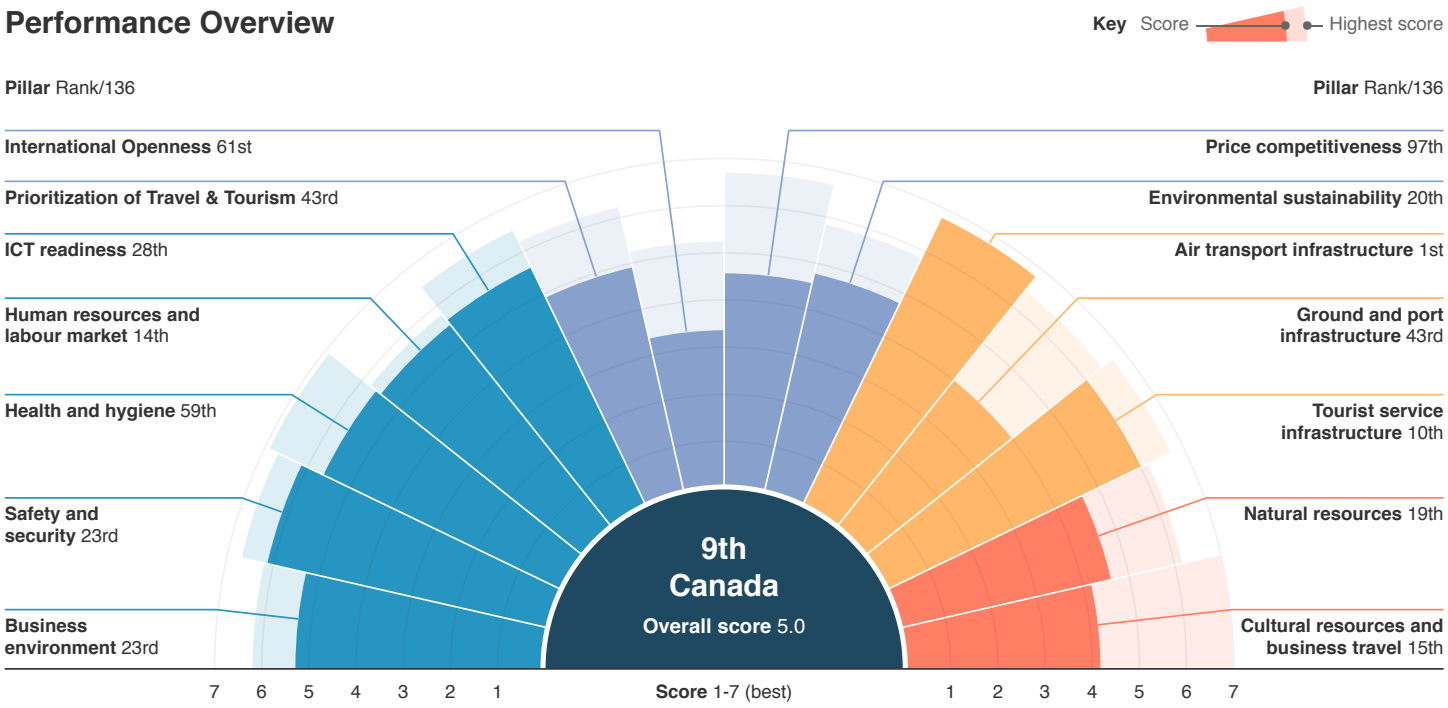
## Key Indicators

Sources: World Tourism Organization (UNWTO) and World Travel and Tourism Council (WTTC)

| | |
|---|---|
| **International tourist arrivals** | 17,977,285 |
| **International tourism inbound receipts** | US $16,557.8 million |
| **Average receipts per arrival** | US $921.0 |

| | |
|---|---|
| **T&T industry GDP** | US $28,498.4 million |
| % of total | 1.8% |
| **T&T industry employment** | 657,500 jobs |
| % of total | 3.7% |

## Performance Overview




Canada attains the 9th place, one position higher than the previous edition. Canada offers extremely good conditions to develop a T&T sector thanks to the most efficient air transport globally (1st), good tourism sector infrastructure (10th), human resources (14th) and a high level of security (23rd). In addition, Canada is technologically savvy (28th), is relatively more price competitive than most advanced economies (97th), and on average, puts into place adequate environmental policies (20th). These conditions enable the T&T sector to take advantage of Canada's rich natural resources (19th), cultural resources and business travel (15th). The improvement in the ranking this year has been driven mainly by a significant reduction of prices, better ICT use, and increased international openness. Yet, Canada could further improve on this dimension by easing its visa policy, which currently ranks 120th. In addition, Canada's performance on health is relatively low (59th), driven by lower capacity of hospital facilities compared to other developed economies. Further, Canada could improve its T&T policy by improving its marketing and branding activity, as well as by prioritizing the sector more (43rd and losing 7 places) in its development strategy.

## Past performance

| Travel & Tourism Competitiveness Edition | 2015 | 2017 |
|---|---|---|
| **Rank** | 10 / 141 | 9 / 136 |
| **Score** | 4.9 | 5.0 |

# Canada

**9th** / 136

## Travel & Tourism Competitiveness Index 2017 edition

WORLD ECONOMIC FORUM

| Index Component | Rank/136 | Score* |
|---|---|---|
| **Business environment** | 23 | 5.3 |
| Property rights | 14 | 5.9 |
| Business impact of rules on FDI | 48 | 4.9 |
| Efficiency of legal framework in settling disputes | 20 | 5.0 |
| Efficiency of legal framework in challenging regs | 19 | 4.8 |
| Time required to deal with construction permits days | 121 | 249 |
| Cost to deal with construction permits % construction cost | 54 | 1.3 |
| Extent of market dominance | 28 | 4.2 |
| Time to start a business days | 2 | 1.5 |
| Cost to start a business % GNI per capita | 10 | 0.4 |
| Effect of taxation on incentives to work | 31 | 4.4 |
| Effect of taxation on incentives to invest | 44 | 3.9 |
| Total tax rate % profits | 15 | 21.0 |
| **Safety and security** | 23 | 6.1 |
| Business costs of crime and violence | 36 | 5.3 |
| Reliability of police services | 10 | 6.3 |
| Business costs of terrorism | 67 | 5.3 |
| Index of terrorism incidence | 84 | 6.9 |
| Homicide rate /100,000 pop. | 40 | 1.5 |
| **Health and hygiene** | 59 | 5.6 |
| Physician density /1,000 pop | 59 | 2.1 |
| Access to improved sanitation % pop. | 16 | 99.8 |
| Access to improved drinking water % pop. | 38 | 99.8 |
| Hospital beds /10,000 pop. | 61 | 27.0 |
| HIV prevalence % adult pop. | 60 | 0.3 |
| Malaria incidence cases/100,000 pop. | 1 | S.L. |
| **Human resources and labour market** | 14 | 5.5 |
| Primary education enrollment rate net % | 10 | 99.5 |
| Secondary education enrollment rate gross % | 20 | 109.9 |
| Extent of staff training | 29 | 4.6 |
| Degree of customer orientation | 22 | 5.5 |
| Hiring and firing practices | 12 | 4.8 |
| Ease of finding skilled employees | 16 | 5.2 |
| Ease of hiring foreign labour | 93 | 3.7 |
| Pay and productivity | 13 | 4.9 |
| Female participation in the labor force ratio to men | 24 | 0.91 |
| **ICT readiness** | 28 | 5.6 |
| ICT use for biz-to-biz transactions | 23 | 5.6 |
| Internet use for biz-to-consumer transactions | 16 | 5.7 |
| Internet users % pop. | 14 | 88.5 |
| Fixed-broadband Internet subscriptions /100 pop. | 12 | 36.3 |
| Mobile-cellular telephone subscriptions /100 pop. | 115 | 83.0 |
| Mobile-broadband subscriptions /100 pop. | 57 | 61.4 |
| Mobile network coverage % pop. | 61 | 99.3 |
| Quality of electricity supply | 16 | 6.5 |
| **Prioritization of Travel & Tourism** | 43 | 4.9 |
| Government prioritization of travel and tourism industry | 56 | 5.0 |
| T&T government expenditure % government budget | 44 | 4.3 |
| Effectiveness of marketing and branding to attract tourists | 44 | 4.8 |
| Comprehensiveness of annual T&T data 0–120 (best) | 66 | 66 |
| Timeliness of providing monthly/quarterly T&T data 0–21 (best) | 53 | 19.0 |
| Country brand strategy rating 1–10 (best) | 54 | 77.8 |

| Index Component | Rank/136 | Score* |
|---|---|---|
| **International Openness** | 61 | 3.3 |
| Visa requirements 0–100 (best) | 120 | 10.0 |
| Openness of bilateral Air Service Agreements 0–38 (best) | 14 | 19.5 |
| Number of regional trade agreements in force number | 50 | 18.0 |
| **Price competitiveness** | 97 | 4.5 |
| Ticket taxes and airport charges 0–100 (best) | 68 | 74.9 |
| Hotel price index US$ | 47 | 112.7 |
| Purchasing power parity PPP $ | 124 | 1.0 |
| Fuel price levels US$ cents/litre | 65 | 116.0 |
| **Environmental sustainability** | 20 | 4.7 |
| Stringency of environmental regulations | 31 | 5.0 |
| Enforcement of environmental regulations | 26 | 5.0 |
| Sustainability of travel and tourism industry development | 29 | 5.0 |
| Particulate matter (2.5) concentration μg/m3 | 50 | 6.4 |
| Environmental treaty ratification 0–27 (best) | 90 | 19 |
| Baseline water stress 5–0 (best) | 53 | 1.0 |
| Threatened species % total species | 36 | 4.1 |
| Forest cover change % change | 86 | 0.1 |
| Wastewater treatment % | 29 | 69.8 |
| Costal shelf fishing pressure tonnes/km2 | 59 | 0.2 |
| **Air transport infrastructure** | 1 | 6.8 |
| Quality of air transport infrastructure | 16 | 5.8 |
| Available seat kilometres, domestic millions | 9 | 1237.3 |
| Available seat kilometres, international millions | 13 | 2358.4 |
| Aircraft departures /1,000 pop. | 9 | 36.9 |
| Airport density airports/million pop. | 6 | 8.8 |
| Number of operating airlines Number | 9 | 123.0 |
| **Ground and port infrastructure** | 43 | 4.0 |
| Quality of roads | 22 | 5.3 |
| Road density % total territorial area | 105 | - |
| Paved road density % total territorial area | 95 | - |
| Quality of railroad infrastructure | 18 | 4.8 |
| Railroad density km of roads/land area | 65 | 0.5 |
| Quality of port infrastructure | 19 | 5.4 |
| Ground transport efficiency | 26 | 4.8 |
| **Tourist service infrastructure** | 10 | 6.0 |
| Hotel rooms number/100 pop. | 23 | 1.2 |
| Quality of tourism infrastructure | 12 | 5.8 |
| Presence of major car rental companies | 51 | 6 |
| Automated teller machines number/thoudand adult pop. | 2 | 222.3 |
| **Natural resources** | 19 | 4.6 |
| Number of World Heritage natural sites number of sites | 4 | 10 |
| Total known species number of species | 49 | 773 |
| Total protected areas % total territorial area | 99 | 9.4 |
| Natural tourism digital demand 0–100 (best) | 21 | 47 |
| Attractiveness of natural assets | 12 | 6.1 |
| **Cultural resources and business travel** | 15 | 4.1 |
| Number of World Heritage cultural sites number of sites | 28 | 8 |
| Oral and intangible cultural heritage number of expressions | 93 | 0 |
| Sports stadiums number of large stadiums | 16 | 30.0 |
| Number of international association meetings 3-year average | 11 | 301.0 |
| Cultural and entertainment tourism digital demand 0–100 (best) | 22 | 29 |

* Scores are on a 1-to-7 scale unless indicated otherwise. For detailed definitions, sources, and periods, consult the interactive Country/Economy Profiles and Rankings at http://wef.ch/ttcr

# Cape Verde

**83rd** / 136

Travel & Tourism Competitiveness Index 2017 edition

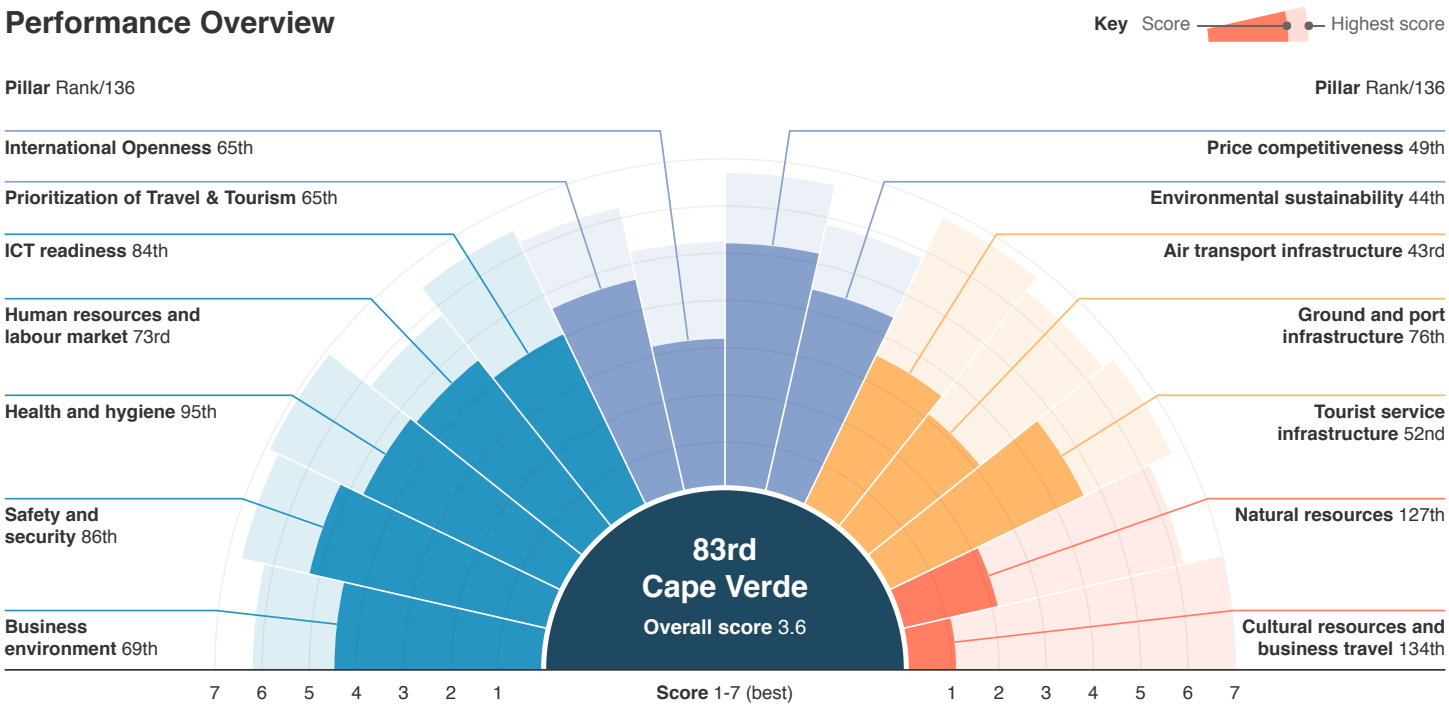
## Key Indicators

Sources: World Tourism Organization (UNWTO) and World Travel and Tourism Council (WTTC)

| | |
|---|---|
| **International tourist arrivals** | 519,722 |
| **International tourism inbound receipts** | US $351.3 million |
| **Average receipts per arrival** | US $675.9 |

| | |
|---|---|
| **T&T industry GDP** | US $275.5 million |
| % of total | 17.1% |
| **T&T industry employment** | 33,741 jobs |
| % of total | 15.0% |

## Performance Overview




## Past performance

| Travel & Tourism Competitiveness Edition | 2015 | 2017 |
|---|---|---|
| **Rank** | 86 / 141 | 83 / 136 |
| **Score** | 3.5 | 3.6 |

# Cape Verde

**83rd** /136

Travel & Tourism Competitiveness Index 2017 edition

WORLD ECONOMIC FORUM

| Index Component | Rank/136 | Score* |
|---|---|---|
| **Business environment** | 69 | 4.4 |
| Property rights | 69 | 4.3 |
| Business impact of rules on FDI | 70 | 4.6 |
| Efficiency of legal framework in settling disputes | 87 | 3.3 |
| Efficiency of legal framework in challenging regs | 75 | 3.4 |
| Time required to deal with construction permits days | 64 | 140 |
| Cost to deal with construction permits % construction cost | 97 | 4.1 |
| Extent of market dominance | 68 | 3.7 |
| Time to start a business days | 68 | 11.0 |
| Cost to start a business % GNI per capita | 95 | 14.7 |
| Effect of taxation on incentives to work | 85 | 3.7 |
| Effect of taxation on incentives to invest | 117 | 2.9 |
| Total tax rate % profits | 67 | 36.6 |
| **Safety and security** | 86 | 5.2 |
| Business costs of crime and violence | 93 | 4.1 |
| Reliability of police services | 76 | 4.3 |
| Business costs of terrorism | 69 | 5.2 |
| Index of terrorism incidence | 1 | 7.0 |
| Homicide rate /100,000 pop. | 115 | 10.6 |
| **Health and hygiene** | 95 | 4.7 |
| Physician density /1,000 pop | 105 | 0.3 |
| Access to improved sanitation % pop. | 94 | 72.2 |
| Access to improved drinking water % pop. | 90 | 91.7 |
| Hospital beds /10,000 pop. | 73 | 21.0 |
| HIV prevalence % adult pop. | 106 | 1.1 |
| Malaria incidence cases/100,000 pop. | 88 | 9.7 |
| **Human resources and labour market** | 73 | 4.5 |
| Primary education enrollment rate net % | 41 | 97.1 |
| Secondary education enrollment rate gross % | 66 | 92.9 |
| Extent of staff training | 111 | 3.4 |
| Degree of customer orientation | 124 | 3.8 |
| Hiring and firing practices | 83 | 3.6 |
| Ease of finding skilled employees | 56 | 4.4 |
| Ease of hiring foreign labour | 18 | 4.8 |
| Pay and productivity | 101 | 3.5 |
| Female participation in the labor force ratio to men | 99 | 0.65 |
| **ICT readiness** | 84 | 4.0 |
| ICT use for biz-to-biz transactions | 86 | 4.4 |
| Internet use for biz-to-consumer transactions | 85 | 4.1 |
| Internet users % pop. | 88 | 43.0 |
| Fixed-broadband Internet subscriptions /100 pop. | 92 | 3.3 |
| Mobile-cellular telephone subscriptions /100 pop. | 63 | 118.6 |
| Mobile-broadband subscriptions /100 pop. | 45 | 69.6 |
| Mobile network coverage % pop. | 89 | 98.8 |
| Quality of electricity supply | 106 | 3.3 |
| **Prioritization of Travel & Tourism** | 65 | 4.6 |
| Government prioritization of travel and tourism industry | 62 | 4.9 |
| T&T government expenditure % government budget | 25 | 6.3 |
| Effectiveness of marketing and branding to attract tourists | 68 | 4.4 |
| Comprehensiveness of annual T&T data 0–120 (best) | 110 | 42 |
| Timeliness of providing monthly/quarterly T&T data 0–21 (best) | 70 | 18.0 |
| Country brand strategy rating 1–10 (best) | 122 | 56.7 |

| Index Component | Rank/136 | Score* |
|---|---|---|
| **International Openness** | 65 | 3.2 |
| Visa requirements 0–100 (best) | 5 | 72.0 |
| Openness of bilateral Air Service Agreements 0–38 (best) | 50 | 11.7 |
| Number of regional trade agreements in force number | 127 | 1.0 |
| **Price competitiveness** | 49 | 5.2 |
| Ticket taxes and airport charges 0–100 (best) | 29 | 86.1 |
| Hotel price index US$ | n/a | n/a |
| Purchasing power parity PPP $ | 74 | 0.5 |
| Fuel price levels US$ cents/litre | 85 | 131.0 |
| **Environmental sustainability** | 44 | 4.4 |
| Stringency of environmental regulations | 81 | 3.8 |
| Enforcement of environmental regulations | 71 | 3.8 |
| Sustainability of travel and tourism industry development | 83 | 4.0 |
| Particulate matter (2.5) concentration μg/m3 | 9 | 2.5 |
| Environmental treaty ratification 0–27 (best) | 90 | 19 |
| Baseline water stress 5–0 (best) | n/a | n/a |
| Threatened species % total species | 107 | 8.8 |
| Forest cover change % change | 20 | 0.0 |
| Wastewater treatment % | 57 | 19.4 |
| Costal shelf fishing pressure tonnes/km2 | 8 | 0.0 |
| **Air transport infrastructure** | 43 | 3.5 |
| Quality of air transport infrastructure | 101 | 3.7 |
| Available seat kilometres, domestic millions | 74 | 1.7 |
| Available seat kilometres, international millions | 100 | 44.1 |
| Aircraft departures /1,000 pop. | 27 | 14.0 |
| Airport density airports/million pop. | 2 | 20.5 |
| Number of operating airlines Number | 103 | 18.0 |
| **Ground and port infrastructure** | 76 | 3.1 |
| Quality of roads | 65 | 4.1 |
| Road density % total territorial area | 73 | - |
| Paved road density % total territorial area | 64 | - |
| Quality of railroad infrastructure | 58 | 2.9 |
| Railroad density km of roads/land area | n/a | n/a |
| Quality of port infrastructure | 93 | 3.4 |
| Ground transport efficiency | 83 | 3.2 |
| **Tourist service infrastructure** | 52 | 4.6 |
| Hotel rooms number/100 pop. | 8 | 2.0 |
| Quality of tourism infrastructure | 60 | 4.7 |
| Presence of major car rental companies | 102 | 3 |
| Automated teller machines number/thoudand adult pop. | 69 | 47.7 |
| **Natural resources** | 127 | 2.1 |
| Number of World Heritage natural sites number of sites | 86 | 0 |
| Total known species number of species | 135 | 114 |
| Total protected areas % total territorial area | 128 | 2.6 |
| Natural tourism digital demand 0–100 (best) | 64 | 13 |
| Attractiveness of natural assets | 65 | 5.2 |
| **Cultural resources and business travel** | 134 | 1.1 |
| Number of World Heritage cultural sites number of sites | 97 | 1 |
| Oral and intangible cultural heritage number of expressions | 93 | 0 |
| Sports stadiums number of large stadiums | 119 | 0.0 |
| Number of international association meetings 3-year average | 124 | 1.3 |
| Cultural and entertainment tourism digital demand 0–100 (best) | 120 | 2 |

* Scores are on a 1-to-7 scale unless indicated otherwise. For detailed definitions, sources, and periods, consult the interactive Country/Economy Profiles and Rankings at http://wef.ch/ttcr

# Chad

**135th** / 136

Travel & Tourism Competitiveness Index 2017 edition

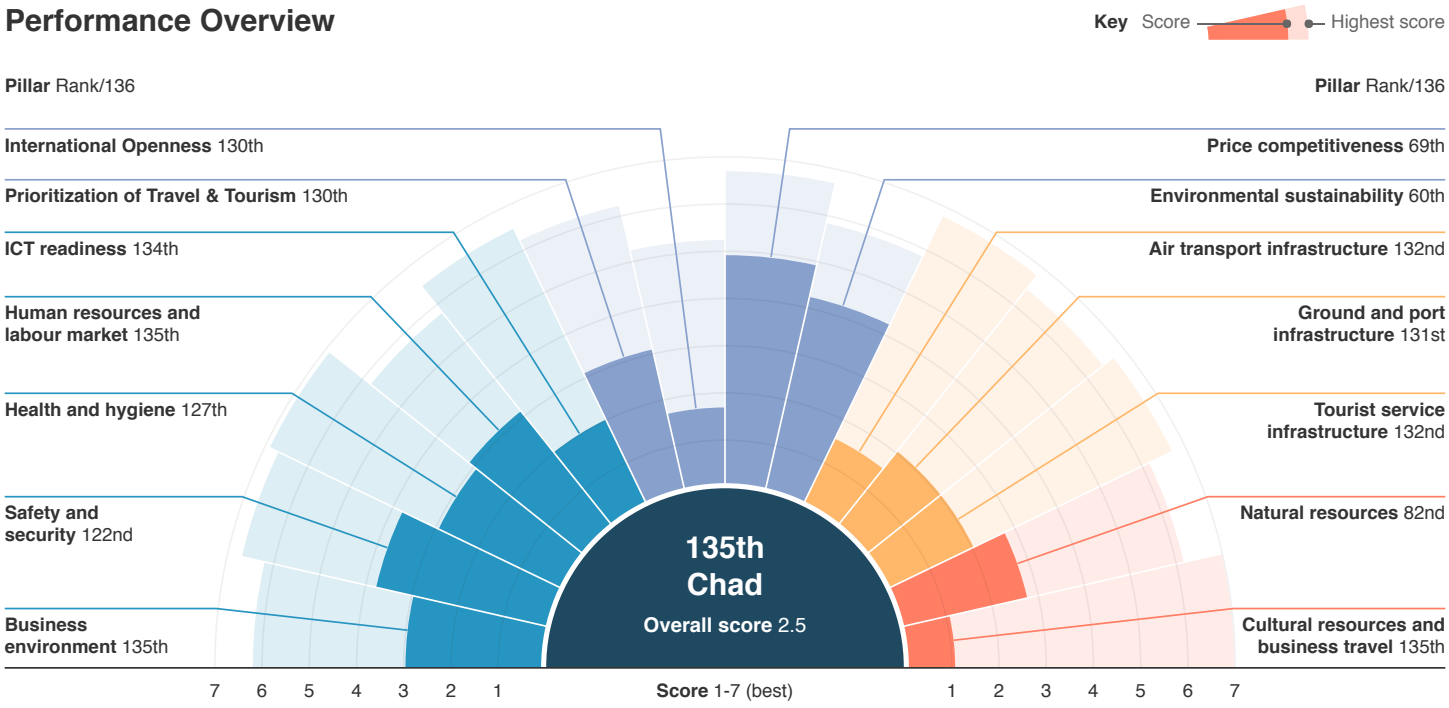
## Key Indicators

Sources: World Tourism Organization (UNWTO) and World Travel and Tourism Council (WTTC)

| | |
|---|---|
| **International tourist arrivals** | 120,000 |
| **International tourism inbound receipts** | US $25.2 million |
| **Average receipts per arrival** | US $210.2 |

| | |
|---|---|
| **T&T industry GDP** | US $156.2 million |
| % of total | 1.2% |
| **T&T industry employment** | 20,468 jobs |
| % of total | 0.9% |

## Performance Overview




## Past performance

| Travel & Tourism Competitiveness Edition | 2015 | 2017 |
|---|---|---|
| **Rank** | 141 / 141 | 135 / 136 |
| **Score** | 2.4 | 2.5 |

# Chad

**135th** / 136

## Travel & Tourism Competitiveness Index 2017 edition

WORLD ECONOMIC FORUM

| Index Component | Rank/136 | Score* |
|---|---|---|
| **Business environment** | 135 | 2.9 |
| Property rights | 131 | 3.0 |
| Business impact of rules on FDI | 127 | 3.2 |
| Efficiency of legal framework in settling disputes | 103 | 3.0 |
| Efficiency of legal framework in challenging regs | 113 | 2.7 |
| Time required to deal with construction permits days | 111 | 221 |
| Cost to deal with construction permits % construction cost | 119 | 8.1 |
| Extent of market dominance | 136 | 2.1 |
| Time to start a business days | 128 | 60.0 |
| Cost to start a business % GNI per capita | 136 | 159.8 |
| Effect of taxation on incentives to work | 97 | 3.6 |
| Effect of taxation on incentives to invest | 127 | 2.6 |
| Total tax rate % profits | 127 | 63.5 |
| **Safety and security** | 122 | 3.7 |
| Business costs of crime and violence | 121 | 3.0 |
| Reliability of police services | 122 | 2.9 |
| Business costs of terrorism | 134 | 2.6 |
| Index of terrorism incidence | 115 | 4.6 |
| Homicide rate /100,000 pop. | 107 | 9.2 |
| **Health and hygiene** | 127 | 2.9 |
| Physician density /1,000 pop | 130 | 0.0 |
| Access to improved sanitation % pop. | 135 | 12.1 |
| Access to improved drinking water % pop. | 136 | 50.8 |
| Hospital beds /10,000 pop. | 129 | 4.0 |
| HIV prevalence % adult pop. | 120 | 2.5 |
| Malaria incidence cases/100,000 pop. | 121 | 13983.9 |
| **Human resources and labour market** | 135 | 3.1 |
| Primary education enrollment rate net % | 129 | 79.1 |
| Secondary education enrollment rate gross % | 136 | 22.4 |
| Extent of staff training | 134 | 2.9 |
| Degree of customer orientation | 136 | 3.0 |
| Hiring and firing practices | 102 | 3.3 |
| Ease of finding skilled employees | 103 | 3.7 |
| Ease of hiring foreign labour | 110 | 3.5 |
| Pay and productivity | 134 | 2.5 |
| Female participation in the labor force ratio to men | 62 | 0.82 |
| **ICT readiness** | 134 | 2.0 |
| ICT use for biz-to-biz transactions | 136 | 3.0 |
| Internet use for biz-to-consumer transactions | 136 | 2.5 |
| Internet users % pop. | 135 | 2.7 |
| Fixed-broadband Internet subscriptions /100 pop. | 128 | 0.1 |
| Mobile-cellular telephone subscriptions /100 pop. | 135 | 40.2 |
| Mobile-broadband subscriptions /100 pop. | 136 | 1.4 |
| Mobile network coverage % pop. | 125 | 86.0 |
| Quality of electricity supply | 129 | 1.9 |
| **Prioritization of Travel & Tourism** | 130 | 3.1 |
| Government prioritization of travel and tourism industry | 128 | 3.1 |
| T&T government expenditure % government budget | 54 | 3.9 |
| Effectiveness of marketing and branding to attract tourists | 128 | 2.7 |
| Comprehensiveness of annual T&T data 0–120 (best) | 114 | 39 |
| Timeliness of providing monthly/quarterly T&T data 0–21 (best) | 118 | 3.0 |
| Country brand strategy rating 1–10 (best) | 128 | 47.6 |

| Index Component | Rank/136 | Score* |
|---|---|---|
| **International Openness** | 130 | 1.7 |
| Visa requirements 0–100 (best) | 127 | 4.0 |
| Openness of bilateral Air Service Agreements 0–38 (best) | 90 | 9.2 |
| Number of regional trade agreements in force number | 127 | 1.0 |
| **Price competitiveness** | 69 | 4.9 |
| Ticket taxes and airport charges 0–100 (best) | 117 | 47.1 |
| Hotel price index US$ | n/a | n/a |
| Purchasing power parity PPP $ | 29 | 0.4 |
| Fuel price levels US$ cents/litre | 39 | 99.0 |
| **Environmental sustainability** | 60 | 4.2 |
| Stringency of environmental regulations | 96 | 3.5 |
| Enforcement of environmental regulations | 77 | 3.6 |
| Sustainability of travel and tourism industry development | 129 | 2.9 |
| Particulate matter (2.5) concentration μg/m3 | 26 | 4.6 |
| Environmental treaty ratification 0–27 (best) | 107 | 18 |
| Baseline water stress 5–0 (best) | 40 | 0.6 |
| Threatened species % total species | 37 | 4.2 |
| Forest cover change % change | 68 | 0.1 |
| Wastewater treatment % | 111 | 0.0 |
| Costal shelf fishing pressure tonnes/km2 | n/a | n/a |
| **Air transport infrastructure** | 132 | 1.5 |
| Quality of air transport infrastructure | 123 | 2.9 |
| Available seat kilometres, domestic millions | 105 | 0.0 |
| Available seat kilometres, international millions | 128 | 12.4 |
| Aircraft departures /1,000 pop. | 132 | 0.0 |
| Airport density airports/million pop. | 121 | 0.3 |
| Number of operating airlines Number | 124 | 9.0 |
| **Ground and port infrastructure** | 131 | 2.0 |
| Quality of roads | 125 | 2.6 |
| Road density % total territorial area | 135 | - |
| Paved road density % total territorial area | 136 | - |
| Quality of railroad infrastructure | n/a | n/a |
| Railroad density km of roads/land area | n/a | n/a |
| Quality of port infrastructure | 129 | 2.0 |
| Ground transport efficiency | 123 | 2.3 |
| **Tourist service infrastructure** | 132 | 2.0 |
| Hotel rooms number/100 pop. | 131 | 0.0 |
| Quality of tourism infrastructure | 127 | 3.3 |
| Presence of major car rental companies | 113 | 2 |
| Automated teller machines number/thoudand adult pop. | 134 | 0.9 |
| **Natural resources** | 82 | 2.7 |
| Number of World Heritage natural sites number of sites | 44 | 2 |
| Total known species number of species | 58 | 667 |
| Total protected areas % total territorial area | 66 | 17.8 |
| Natural tourism digital demand 0–100 (best) | 124 | 1 |
| Attractiveness of natural assets | 118 | 3.9 |
| **Cultural resources and business travel** | 135 | 1.0 |
| Number of World Heritage cultural sites number of sites | 120 | 1 |
| Oral and intangible cultural heritage number of expressions | 93 | 0 |
| Sports stadiums number of large stadiums | 119 | 0.0 |
| Number of international association meetings 3-year average | 131 | 0.3 |
| Cultural and entertainment tourism digital demand 0–100 (best) | 125 | 1 |

* Scores are on a 1-to-7 scale unless indicated otherwise. For detailed definitions, sources, and periods, consult the interactive Country/Economy Profiles and Rankings at http://wef.ch/ttcr

# Chile

**48th** / 136

Travel & Tourism Competitiveness Index 2017 edition

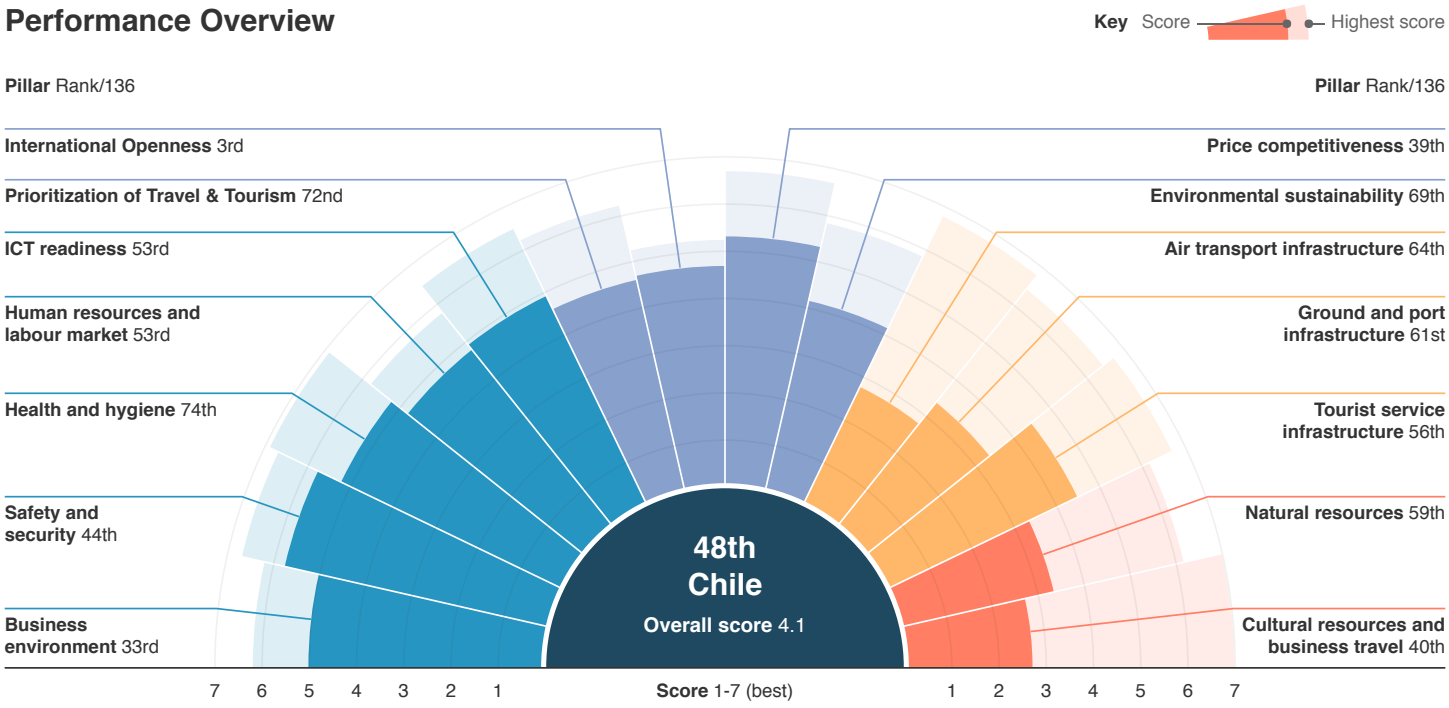
## Key Indicators

Sources: World Tourism Organization (UNWTO) and World Travel and Tourism Council (WTTC)

| | |
|---|---|
| **International tourist arrivals** | 4,478,336 |
| **International tourism inbound receipts** | US $2,408.5 million |
| **Average receipts per arrival** | US $537.8 |

| | |
|---|---|
| **T&T industry GDP** | US $8,043.7 million |
| % of total | 3.4% |
| **T&T industry employment** | 269,317 jobs |
| % of total | 3.4% |

## Performance Overview




## Past performance

| Travel & Tourism Competitiveness Edition | 2015 | 2017 |
|---|---|---|
| **Rank** | 51 / 141 | 48 / 136 |
| **Score** | 4.0 | 4.1 |

# Chile

**48th** / 136

## Travel & Tourism Competitiveness Index 2017 edition

WORLD ECONOMIC FORUM

| Index Component | Rank/136 | Score* |
|---|---|---|
| **Business environment** | 33 | 5.0 |
| Property rights | 33 | 5.3 |
| Business impact of rules on FDI | 20 | 5.4 |
| Efficiency of legal framework in settling disputes | 57 | 3.9 |
| Efficiency of legal framework in challenging regs | 47 | 3.8 |
| Time required to deal with construction permits days | 73 | 152 |
| Cost to deal with construction permits % construction cost | 24 | 0.6 |
| Extent of market dominance | 126 | 2.9 |
| Time to start a business days | 25 | 5.5 |
| Cost to start a business % GNI per capita | 17 | 0.7 |
| Effect of taxation on incentives to work | 13 | 5.1 |
| Effect of taxation on incentives to invest | 62 | 3.7 |
| Total tax rate % profits | 38 | 30.5 |
| **Safety and security** | 44 | 5.7 |
| Business costs of crime and violence | 85 | 4.2 |
| Reliability of police services | 25 | 5.9 |
| Business costs of terrorism | 65 | 5.3 |
| Index of terrorism incidence | 89 | 6.7 |
| Homicide rate /100,000 pop. | 73 | 3.6 |
| **Health and hygiene** | 74 | 5.2 |
| Physician density /1,000 pop | 87 | 1.0 |
| Access to improved sanitation % pop. | 25 | 99.1 |
| Access to improved drinking water % pop. | 54 | 99.0 |
| Hospital beds /10,000 pop. | 73 | 21.0 |
| HIV prevalence % adult pop. | 60 | 0.3 |
| Malaria incidence cases/100,000 pop. | 1 | S.L. |
| **Human resources and labour market** | 53 | 4.8 |
| Primary education enrollment rate net % | 72 | 94.3 |
| Secondary education enrollment rate gross % | 44 | 100.7 |
| Extent of staff training | 58 | 4.0 |
| Degree of customer orientation | 81 | 4.5 |
| Hiring and firing practices | 118 | 3.0 |
| Ease of finding skilled employees | 33 | 4.7 |
| Ease of hiring foreign labour | 15 | 4.8 |
| Pay and productivity | 51 | 4.3 |
| Female participation in the labor force ratio to men | 90 | 0.72 |
| **ICT readiness** | 53 | 4.9 |
| ICT use for biz-to-biz transactions | 33 | 5.3 |
| Internet use for biz-to-consumer transactions | 37 | 5.1 |
| Internet users % pop. | 59 | 64.3 |
| Fixed-broadband Internet subscriptions /100 pop. | 57 | 15.2 |
| Mobile-cellular telephone subscriptions /100 pop. | 45 | 129.5 |
| Mobile-broadband subscriptions /100 pop. | 62 | 56.1 |
| Mobile network coverage % pop. | 104 | 96.0 |
| Quality of electricity supply | 37 | 5.9 |
| **Prioritization of Travel & Tourism** | 72 | 4.6 |
| Government prioritization of travel and tourism industry | 108 | 3.9 |
| T&T government expenditure % government budget | 45 | 4.2 |
| Effectiveness of marketing and branding to attract tourists | 84 | 3.9 |
| Comprehensiveness of annual T&T data 0–120 (best) | 15 | 93 |
| Timeliness of providing monthly/quarterly T&T data 0–21 (best) | 9 | 21.0 |
| Country brand strategy rating 1–10 (best) | 88 | 72.0 |

| Index Component | Rank/136 | Score* |
|---|---|---|
| **International Openness** | 3 | 4.7 |
| Visa requirements 0–100 (best) | 54 | 33.0 |
| Openness of bilateral Air Service Agreements 0–38 (best) | 18 | 17.7 |
| Number of regional trade agreements in force number | 29 | 47.0 |
| **Price competitiveness** | 39 | 5.3 |
| Ticket taxes and airport charges 0–100 (best) | 3 | 97.4 |
| Hotel price index US$ | 50 | 122.2 |
| Purchasing power parity PPP $ | 100 | 0.6 |
| Fuel price levels US$ cents/litre | 55 | 109.0 |
| **Environmental sustainability** | 69 | 4.1 |
| Stringency of environmental regulations | 39 | 4.7 |
| Enforcement of environmental regulations | 34 | 4.7 |
| Sustainability of travel and tourism industry development | 68 | 4.3 |
| Particulate matter (2.5) concentration μg/m3 | 26 | 4.6 |
| Environmental treaty ratification 0–27 (best) | 54 | 22 |
| Baseline water stress 5–0 (best) | 105 | 3.7 |
| Threatened species % total species | 122 | 12.4 |
| Forest cover change % change | 90 | 0.1 |
| Wastewater treatment % | 17 | 84.5 |
| Costal shelf fishing pressure tonnes/km2 | 70 | 0.2 |
| **Air transport infrastructure** | 64 | 2.7 |
| Quality of air transport infrastructure | 47 | 4.9 |
| Available seat kilometres, domestic millions | 25 | 232.9 |
| Available seat kilometres, international millions | 46 | 404.8 |
| Aircraft departures /1,000 pop. | 46 | 6.5 |
| Airport density airports/million pop. | 66 | 1.0 |
| Number of operating airlines Number | 84 | 26.0 |
| **Ground and port infrastructure** | 61 | 3.3 |
| Quality of roads | 30 | 5.0 |
| Road density % total territorial area | 115 | - |
| Paved road density % total territorial area | 109 | - |
| Quality of railroad infrastructure | 76 | 2.4 |
| Railroad density km of roads/land area | 56 | 0.7 |
| Quality of port infrastructure | 34 | 4.9 |
| Ground transport efficiency | 68 | 3.6 |
| **Tourist service infrastructure** | 56 | 4.4 |
| Hotel rooms number/100 pop. | 62 | 0.6 |
| Quality of tourism infrastructure | 86 | 4.4 |
| Presence of major car rental companies | 1 | 7 |
| Automated teller machines number/thoudand adult pop. | 51 | 56.6 |
| **Natural resources** | 59 | 3.3 |
| Number of World Heritage natural sites number of sites | 86 | 0 |
| Total known species number of species | 59 | 645 |
| Total protected areas % total territorial area | 63 | 18.3 |
| Natural tourism digital demand 0–100 (best) | 38 | 33 |
| Attractiveness of natural assets | 11 | 6.2 |
| **Cultural resources and business travel** | 40 | 2.7 |
| Number of World Heritage cultural sites number of sites | 36 | 6 |
| Oral and intangible cultural heritage number of expressions | 56 | 2 |
| Sports stadiums number of large stadiums | 38 | 11.0 |
| Number of international association meetings 3-year average | 36 | 122.3 |
| Cultural and entertainment tourism digital demand 0–100 (best) | 26 | 27 |

* Scores are on a 1-to-7 scale unless indicated otherwise. For detailed definitions, sources, and periods, consult the interactive Country/Economy Profiles and Rankings at http://wef.ch/ttcr

# China

**15th** / 136

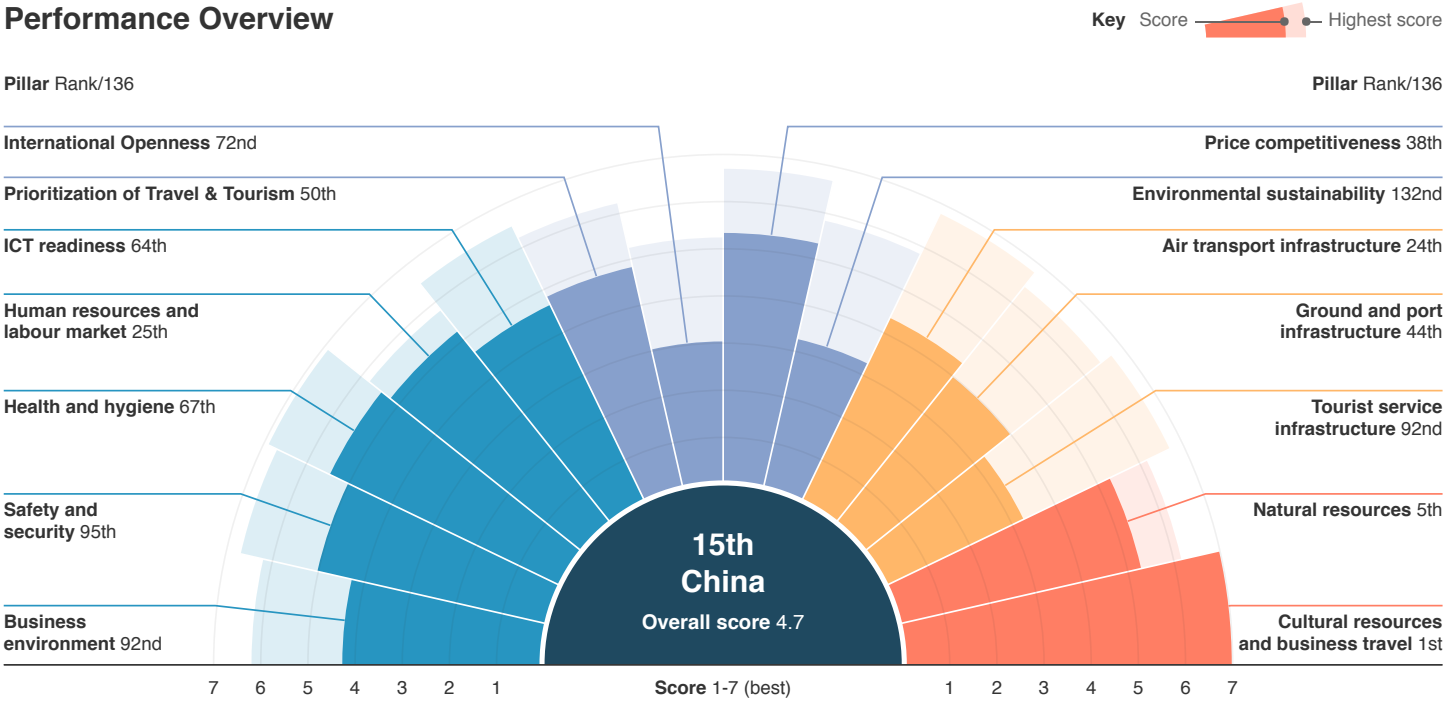
Travel & Tourism Competitiveness Index 2017 edition

## Key Indicators

Sources: World Tourism Organization (UNWTO) and World Travel and Tourism Council (WTTC)

| | |
|---|---|
| **International tourist arrivals** | 56,885,700 |
| **International tourism inbound receipts** | US $114,109.4 million |
| **Average receipts per arrival** | US $2,005.9 |
| **T&T industry GDP** | US $224,005.0 million |
| % of total | 2.1% |
| **T&T industry employment** | 22,489,600 jobs |
| % of total | 2.9% |

## Performance Overview




China continues to deliver a strong performance this year, rising 2 positions in the index to reach 15th place in the global ranking. Welcoming nearly 57 million tourists, China accounts for over 20% of international arrivals in the region. Although only 5% of its population holds a passport, it is also the largest source market in the region with 127.9 million departures in 2015. Already endowed with exceptional natural (5th) and cultural resources (1st), China has greatly benefited from increased international openness (up 24 positions), improved ICT readiness (72nd, but up 8 positions) and further investments in its ground and tourist service infrastructure (up 9 and 10 positions respectively). China's increased prioritization of its travel and tourism industry has also supported its rise. To continue to rise in the global rankings, China could further enhance its competitiveness by creating more accommodation capacity, beyond the larger cities, a more enabling environment for doing business (92nd), and address environmental sustainability (132nd) to ensure the preservation of its unique natural resources.

## Past performance

| Travel & Tourism Competitiveness Edition | 2015 | 2017 |
|---|---|---|
| **Rank** | 17 / 141 | 15 / 136 |
| **Score** | 4.5 | 4.7 |

# China

**15th** / 136

## Travel & Tourism Competitiveness Index 2017 edition

WORLD ECONOMIC FORUM

| Index Component | Rank/136 | Score* |
|---|---|---|
| **Business environment** | 92 | 4.2 |
| Property rights | 50 | 4.5 |
| Business impact of rules on FDI | 82 | 4.4 |
| Efficiency of legal framework in settling disputes | 46 | 4.1 |
| Efficiency of legal framework in challenging regs | 46 | 3.8 |
| Time required to deal with construction permits days | 119 | 244 |
| Cost to deal with construction permits % construction cost | 116 | 7.0 |
| Extent of market dominance | 23 | 4.4 |
| Time to start a business days | 116 | 28.9 |
| Cost to start a business % GNI per capita | 17 | 0.7 |
| Effect of taxation on incentives to work | 59 | 4.0 |
| Effect of taxation on incentives to invest | 32 | 4.1 |
| Total tax rate % profits | 131 | 68.0 |
| **Safety and security** | 95 | 5.0 |
| Business costs of crime and violence | 55 | 4.9 |
| Reliability of police services | 56 | 4.7 |
| Business costs of terrorism | 82 | 5.0 |
| Index of terrorism incidence | 118 | 3.5 |
| Homicide rate /100,000 pop. | 20 | 0.8 |
| **Health and hygiene** | 67 | 5.4 |
| Physician density /1,000 pop | 73 | 1.5 |
| Access to improved sanitation % pop. | 88 | 76.5 |
| Access to improved drinking water % pop. | 76 | 95.5 |
| Hospital beds /10,000 pop. | 44 | 38.0 |
| HIV prevalence % adult pop. | 1 | <0.1 |
| Malaria incidence cases/100,000 pop. | 75 | 0.0 |
| **Human resources and labour market** | 25 | 5.2 |
| Primary education enrollment rate net % | 1 | 100.0 |
| Secondary education enrollment rate gross % | 65 | 94.3 |
| Extent of staff training | 41 | 4.3 |
| Degree of customer orientation | 67 | 4.6 |
| Hiring and firing practices | 25 | 4.5 |
| Ease of finding skilled employees | 44 | 4.6 |
| Ease of hiring foreign labour | 39 | 4.4 |
| Pay and productivity | 27 | 4.6 |
| Female participation in the labor force ratio to men | 55 | 0.84 |
| **ICT readiness** | 64 | 4.6 |
| ICT use for biz-to-biz transactions | 45 | 5.0 |
| Internet use for biz-to-consumer transactions | 36 | 5.1 |
| Internet users % pop. | 76 | 50.3 |
| Fixed-broadband Internet subscriptions /100 pop. | 44 | 19.8 |
| Mobile-cellular telephone subscriptions /100 pop. | 106 | 92.2 |
| Mobile-broadband subscriptions /100 pop. | 64 | 55.5 |
| Mobile network coverage % pop. | 55 | 99.5 |
| Quality of electricity supply | 55 | 5.3 |
| **Prioritization of Travel & Tourism** | 50 | 4.8 |
| Government prioritization of travel and tourism industry | 57 | 5.0 |
| T&T government expenditure % government budget | 52 | 4.0 |
| Effectiveness of marketing and branding to attract tourists | 36 | 4.9 |
| Comprehensiveness of annual T&T data 0–120 (best) | 82 | 58 |
| Timeliness of providing monthly/quarterly T&T data 0–21 (best) | 88 | 16.5 |
| Country brand strategy rating 1–10 (best) | 26 | 82.6 |

| Index Component | Rank/136 | Score* |
|---|---|---|
| **International Openness** | 72 | 3.0 |
| Visa requirements 0–100 (best) | 129 | 3.0 |
| Openness of bilateral Air Service Agreements 0–38 (best) | 110 | 7.1 |
| Number of regional trade agreements in force number | 38 | 27.0 |
| **Price competitiveness** | 38 | 5.3 |
| Ticket taxes and airport charges 0–100 (best) | 58 | 78.7 |
| Hotel price index US$ | 12 | 81.2 |
| Purchasing power parity PPP $ | 93 | 0.6 |
| Fuel price levels US$ cents/litre | 55 | 109.0 |
| **Environmental sustainability** | 132 | 3.2 |
| Stringency of environmental regulations | 64 | 4.1 |
| Enforcement of environmental regulations | 67 | 3.8 |
| Sustainability of travel and tourism industry development | 63 | 4.4 |
| Particulate matter (2.5) concentration μg/m3 | 136 | 47.2 |
| Environmental treaty ratification 0–27 (best) | 43 | 23 |
| Baseline water stress 5–0 (best) | 94 | 3.2 |
| Threatened species % total species | 120 | 11.7 |
| Forest cover change % change | 52 | 0.0 |
| Wastewater treatment % | 55 | 27.9 |
| Costal shelf fishing pressure tonnes/km2 | 95 | 2.0 |
| **Air transport infrastructure** | 24 | 4.3 |
| Quality of air transport infrastructure | 49 | 4.8 |
| Available seat kilometres, domestic millions | 2 | 11208.6 |
| Available seat kilometres, international millions | 5 | 4489.1 |
| Aircraft departures /1,000 pop. | 73 | 2.6 |
| Airport density airports/million pop. | 125 | 0.3 |
| Number of operating airlines Number | 5 | 158.0 |
| **Ground and port infrastructure** | 44 | 4.0 |
| Quality of roads | 39 | 4.8 |
| Road density % total territorial area | 53 | - |
| Paved road density % total territorial area | 49 | - |
| Quality of railroad infrastructure | 14 | 5.1 |
| Railroad density km of roads/land area | 58 | 0.7 |
| Quality of port infrastructure | 43 | 4.6 |
| Ground transport efficiency | 25 | 4.8 |
| **Tourist service infrastructure** | 92 | 3.2 |
| Hotel rooms number/100 pop. | 116 | 0.1 |
| Quality of tourism infrastructure | 72 | 4.6 |
| Presence of major car rental companies | 102 | 3 |
| Automated teller machines number/thoudand adult pop. | 54 | 55.0 |
| **Natural resources** | 5 | 5.3 |
| Number of World Heritage natural sites number of sites | 2 | 13 |
| Total known species number of species | 6 | 2172 |
| Total protected areas % total territorial area | 69 | 17.0 |
| Natural tourism digital demand 0–100 (best) | 22 | 47 |
| Attractiveness of natural assets | 89 | 4.7 |
| **Cultural resources and business travel** | 1 | 6.9 |
| Number of World Heritage cultural sites number of sites | 5 | 37 |
| Oral and intangible cultural heritage number of expressions | 1 | 39 |
| Sports stadiums number of large stadiums | 2 | 141.0 |
| Number of international association meetings 3-year average | 7 | 387.3 |
| Cultural and entertainment tourism digital demand 0–100 (best) | 3 | 82 |

* Scores are on a 1-to-7 scale unless indicated otherwise. For detailed definitions, sources, and periods, consult the interactive Country/Economy Profiles and Rankings at http://wef.ch/ttcr

# Colombia

**62nd** / 136

Travel & Tourism Competitiveness Index 2017 edition

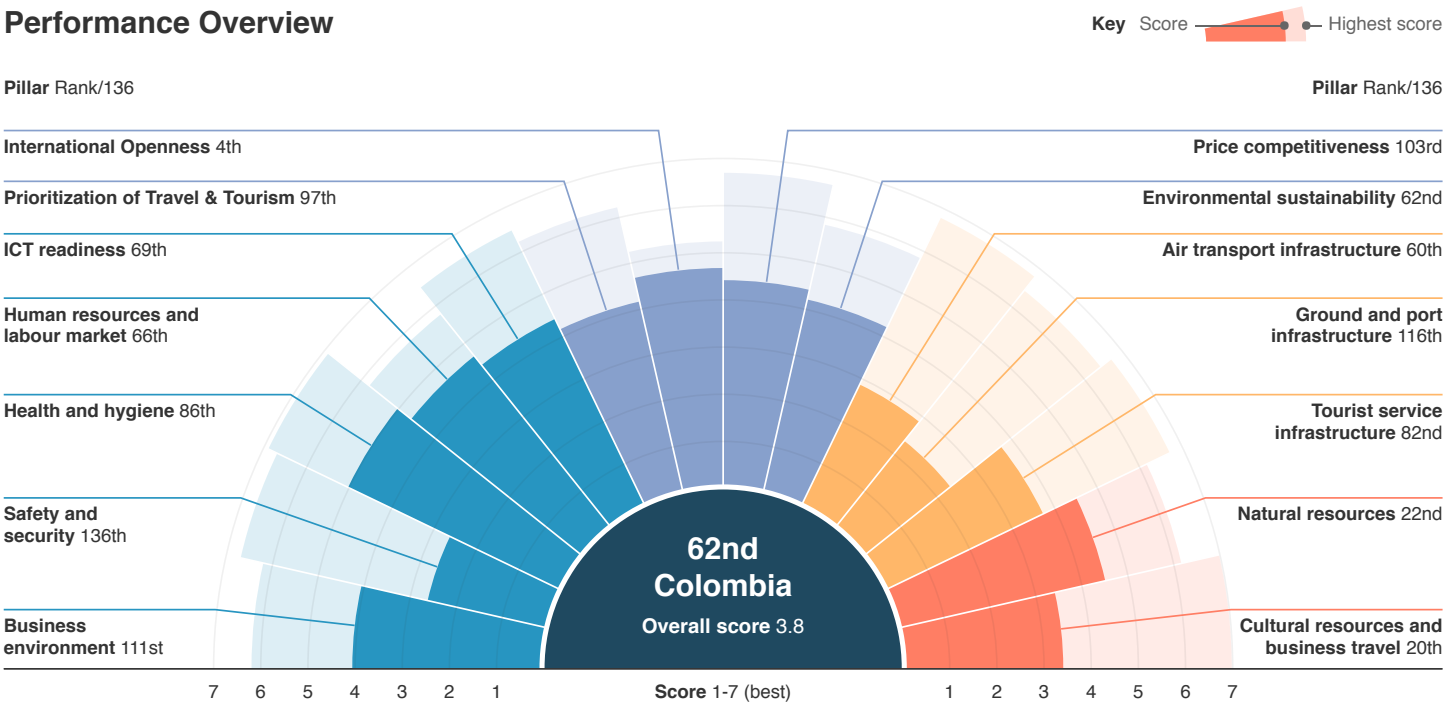
## Key Indicators

Sources: World Tourism Organization (UNWTO) and World Travel and Tourism Council (WTTC)

| | |
|---|---|
| **International tourist arrivals** | 2,978,180 |
| **International tourism inbound receipts** | US $4,245.3 million |
| **Average receipts per arrival** | US $1,425.5 |

| | |
|---|---|
| **T&T industry GDP** | US $5,880.3 million |
| % of total | 2.0% |
| **T&T industry employment** | 556,135 jobs |
| % of total | 2.5% |

## Performance Overview




Colombia ranks 62nd globally, up 6 places in 2017. Colombia continues to gain appeal as a tourism destination, attracting about 3 million international visitors per year. Its T&T performance has improved thanks mainly to further progress on its main competitive advantages: cultural resources (20th), natural resources (22nd) and international openness (4th). In particular, cultural resources are now better leveraged, for example by increasing the number of oral and intangible cultural expressions and by growing online interest for cultural and entertainment activities (43rd).. The T&T potential of Colombia is supported by a relatively efficient air transport infrastructure (60th), which connects all domestic cities and the main overseas markets effectively. However, in terms of ground transportation, recent investments have not yet turned into efficiency gains (116th) and need to be followed up.. Further, little progress has been achieved in improving the business environment (111th), and security (136th). As indicated by the improvement in the terrorism perception data, Colombia is safer than it used to be, attaining adequate levels of security especially in the main tourist areas. However, it will take longer before freedom from crime and terrorism fears are guaranteed everywhere.

## Past performance

| Travel & Tourism Competitiveness Edition | 2015 | 2017 |
|---|---|---|
| **Rank** | 68 / 141 | 62 / 136 |
| **Score** | 3.7 | 3.8 |

# Colombia

**62nd** /136

## Travel & Tourism Competitiveness Index 2017 edition

WORLD ECONOMIC FORUM

| Index Component | Rank/136 | Score* |
|---|---|---|
| **Business environment** | 111 | 4.0 |
| Property rights | 80 | 4.1 |
| Business impact of rules on FDI | 76 | 4.5 |
| Efficiency of legal framework in settling disputes | 109 | 2.9 |
| Efficiency of legal framework in challenging regs | 103 | 2.9 |
| Time required to deal with construction permits days | 12 | 73 |
| Cost to deal with construction permits % construction cost | 114 | 6.7 |
| Extent of market dominance | 95 | 3.4 |
| Time to start a business days | 53 | 9.0 |
| Cost to start a business % GNI per capita | 71 | 7.5 |
| Effect of taxation on incentives to work | 105 | 3.4 |
| Effect of taxation on incentives to invest | 128 | 2.6 |
| Total tax rate % profits | 133 | 69.8 |
| **Safety and security** | 136 | 2.6 |
| Business costs of crime and violence | 125 | 2.8 |
| Reliability of police services | 111 | 3.4 |
| Business costs of terrorism | 131 | 2.9 |
| Index of terrorism incidence | 126 | 1.0 |
| Homicide rate /100,000 pop. | 129 | 27.9 |
| **Health and hygiene** | 86 | 5.0 |
| Physician density /1,000 pop | 75 | 1.5 |
| Access to improved sanitation % pop. | 83 | 81.1 |
| Access to improved drinking water % pop. | 92 | 91.4 |
| Hospital beds /10,000 pop. | 94 | 15.0 |
| HIV prevalence % adult pop. | 76 | 0.4 |
| Malaria incidence cases/100,000 pop. | 101 | 165.3 |
| **Human resources and labour market** | 66 | 4.6 |
| Primary education enrollment rate net % | 97 | 90.6 |
| Secondary education enrollment rate gross % | 56 | 98.1 |
| Extent of staff training | 96 | 3.6 |
| Degree of customer orientation | 35 | 5.1 |
| Hiring and firing practices | 98 | 3.4 |
| Ease of finding skilled employees | 58 | 4.3 |
| Ease of hiring foreign labour | 44 | 4.3 |
| Pay and productivity | 85 | 3.7 |
| Female participation in the labor force ratio to men | 84 | 0.75 |
| **ICT readiness** | 69 | 4.4 |
| ICT use for biz-to-biz transactions | 72 | 4.6 |
| Internet use for biz-to-consumer transactions | 59 | 4.6 |
| Internet users % pop. | 68 | 55.9 |
| Fixed-broadband Internet subscriptions /100 pop. | 67 | 11.2 |
| Mobile-cellular telephone subscriptions /100 pop. | 71 | 115.7 |
| Mobile-broadband subscriptions /100 pop. | 84 | 41.0 |
| Mobile network coverage % pop. | 1 | 100.0 |
| Quality of electricity supply | 69 | 4.8 |
| **Prioritization of Travel & Tourism** | 97 | 4.1 |
| Government prioritization of travel and tourism industry | 96 | 4.2 |
| T&T government expenditure % government budget | 104 | 2.0 |
| Effectiveness of marketing and branding to attract tourists | 57 | 4.5 |
| Comprehensiveness of annual T&T data 0–120 (best) | 95 | 53 |
| Timeliness of providing monthly/quarterly T&T data 0–21 (best) | 53 | 19.0 |
| Country brand strategy rating 1–10 (best) | 110 | 62.7 |

| Index Component | Rank/136 | Score* |
|---|---|---|
| **International Openness** | 4 | 4.6 |
| Visa requirements 0–100 (best) | 14 | 67.0 |
| Openness of bilateral Air Service Agreements 0–38 (best) | 19 | 17.6 |
| Number of regional trade agreements in force number | 42 | 23.0 |
| **Price competitiveness** | 103 | 4.4 |
| Ticket taxes and airport charges 0–100 (best) | 134 | 8.9 |
| Hotel price index US$ | 22 | 87.5 |
| Purchasing power parity PPP $ | 62 | 0.4 |
| Fuel price levels US$ cents/litre | 46 | 104.0 |
| **Environmental sustainability** | 62 | 4.2 |
| Stringency of environmental regulations | 75 | 4.0 |
| Enforcement of environmental regulations | 81 | 3.6 |
| Sustainability of travel and tourism industry development | 94 | 3.9 |
| Particulate matter (2.5) concentration μg/m3 | 19 | 4.1 |
| Environmental treaty ratification 0–27 (best) | 107 | 18 |
| Baseline water stress 5–0 (best) | 19 | 0.3 |
| Threatened species % total species | 124 | 13.0 |
| Forest cover change % change | 42 | 0.0 |
| Wastewater treatment % | 66 | 12.2 |
| Costal shelf fishing pressure tonnes/km2 | 11 | 0.0 |
| **Air transport infrastructure** | 60 | 2.8 |
| Quality of air transport infrastructure | 76 | 4.2 |
| Available seat kilometres, domestic millions | 23 | 244.9 |
| Available seat kilometres, international millions | 45 | 408.7 |
| Aircraft departures /1,000 pop. | 43 | 7.5 |
| Airport density airports/million pop. | 49 | 1.4 |
| Number of operating airlines Number | 59 | 36.0 |
| **Ground and port infrastructure** | 116 | 2.3 |
| Quality of roads | 118 | 2.8 |
| Road density % total territorial area | 93 | - |
| Paved road density % total territorial area | 110 | - |
| Quality of railroad infrastructure | 101 | 1.4 |
| Railroad density km of roads/land area | 92 | 0.1 |
| Quality of port infrastructure | 83 | 3.7 |
| Ground transport efficiency | 114 | 2.5 |
| **Tourist service infrastructure** | 82 | 3.7 |
| Hotel rooms number/100 pop. | 71 | 0.4 |
| Quality of tourism infrastructure | 88 | 4.4 |
| Presence of major car rental companies | 72 | 5 |
| Automated teller machines number/thoudand adult pop. | 79 | 40.6 |
| **Natural resources** | 22 | 4.5 |
| Number of World Heritage natural sites number of sites | 30 | 2 |
| Total known species number of species | 2 | 3037 |
| Total protected areas % total territorial area | 41 | 23.1 |
| Natural tourism digital demand 0–100 (best) | 52 | 21 |
| Attractiveness of natural assets | 41 | 5.6 |
| **Cultural resources and business travel** | 20 | 3.4 |
| Number of World Heritage cultural sites number of sites | 36 | 6 |
| Oral and intangible cultural heritage number of expressions | 16 | 9 |
| Sports stadiums number of large stadiums | 20 | 22.0 |
| Number of international association meetings 3-year average | 27 | 149.3 |
| Cultural and entertainment tourism digital demand 0–100 (best) | 43 | 16 |

* Scores are on a 1-to-7 scale unless indicated otherwise. For detailed definitions, sources, and periods, consult the interactive Country/Economy Profiles and Rankings at http://wef.ch/ttcr

# Congo, Democratic Rep.

**133rd** / 136

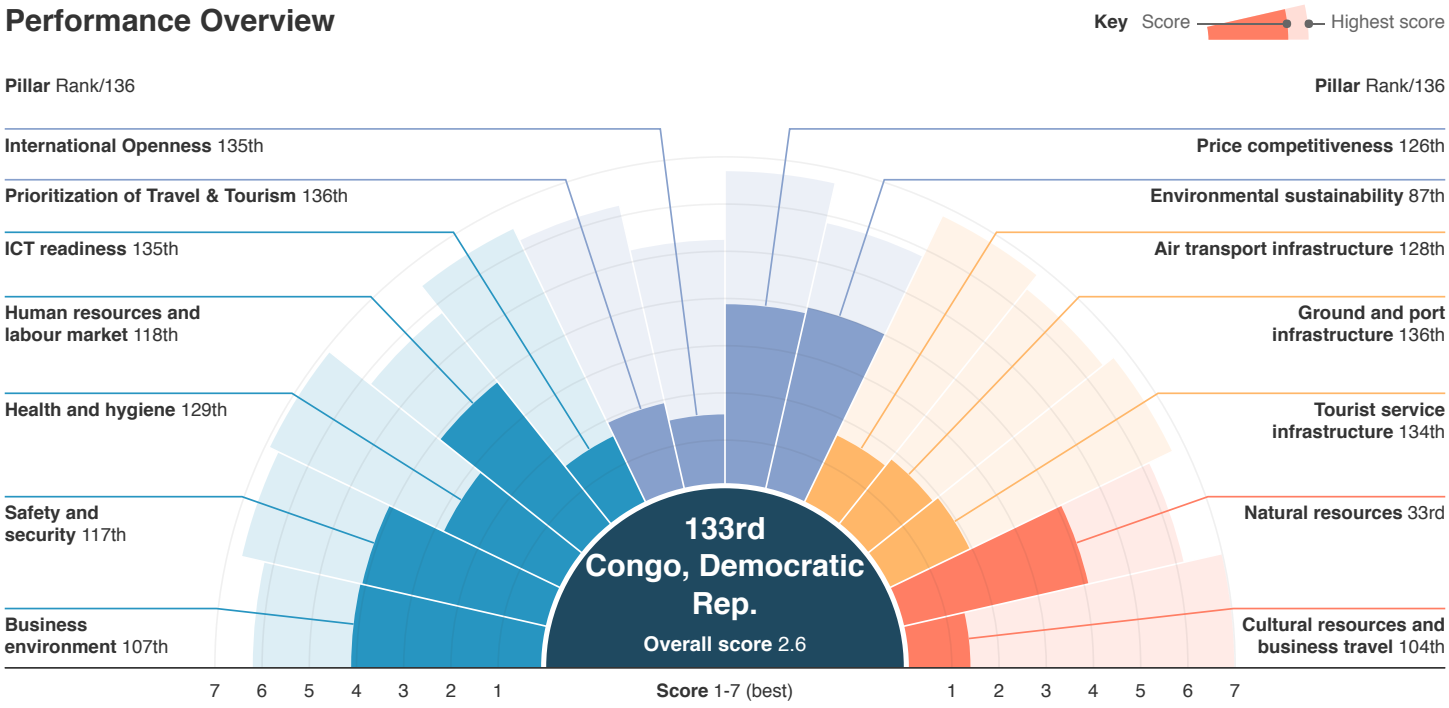
Travel & Tourism Competitiveness Index 2017 edition

## Key Indicators

Sources: World Tourism Organization (UNWTO) and World Travel and Tourism Council (WTTC)

| | |
|---|---|
| **International tourist arrivals** | 191,000 |
| **International tourism inbound receipts** | US $0.1 million |
| **Average receipts per arrival** | US $0.5 |
| **T&T industry GDP** | US $236.2 million |
| % of total | 0.6% |
| **T&T industry employment** | 78,319 jobs |
| % of total | 0.5% |

## Performance Overview




## Past performance

| Travel & Tourism Competitiveness Edition | 2017 |
|---|---|
| **Rank** | 133 / 136 |
| **Score** | 2.6 |

# Congo, Democratic Rep.

**133rd** /136

Travel & Tourism Competitiveness Index 2017 edition

WORLD ECONOMIC FORUM

| Index Component | Rank/136 | Score* |
|---|---|---|
| **Business environment** | 107 | 4.1 |
| Property rights | 112 | 3.7 |
| Business impact of rules on FDI | 65 | 4.7 |
| Efficiency of legal framework in settling disputes | 83 | 3.3 |
| Efficiency of legal framework in challenging regs | 119 | 2.6 |
| Time required to deal with construction permits days | 53 | 122 |
| Cost to deal with construction permits % construction cost | 111 | 6.2 |
| Extent of market dominance | 104 | 3.3 |
| Time to start a business days | 68 | 11.0 |
| Cost to start a business % GNI per capita | 113 | 29.3 |
| Effect of taxation on incentives to work | 22 | 4.6 |
| Effect of taxation on incentives to invest | 98 | 3.2 |
| Total tax rate % profits | 116 | 54.6 |
| **Safety and security** | 117 | 4.0 |
| Business costs of crime and violence | 88 | 4.2 |
| Reliability of police services | 99 | 3.7 |
| Business costs of terrorism | 59 | 5.4 |
| Index of terrorism incidence | 124 | 1.8 |
| Homicide rate /100,000 pop. | 121 | 12.5 |
| **Health and hygiene** | 129 | 2.8 |
| Physician density /1,000 pop | 119 | 0.1 |
| Access to improved sanitation % pop. | 125 | 28.7 |
| Access to improved drinking water % pop. | 133 | 52.4 |
| Hospital beds /10,000 pop. | 115 | 8.0 |
| HIV prevalence % adult pop. | 104 | 1.0 |
| Malaria incidence cases/100,000 pop. | 129 | 28046.0 |
| **Human resources and labour market** | 118 | 3.9 |
| Primary education enrollment rate net % | 112 | 87.0 |
| Secondary education enrollment rate gross % | 123 | 43.5 |
| Extent of staff training | 114 | 3.4 |
| Degree of customer orientation | 102 | 4.2 |
| Hiring and firing practices | 99 | 3.4 |
| Ease of finding skilled employees | 60 | 4.3 |
| Ease of hiring foreign labour | 81 | 3.9 |
| Pay and productivity | 135 | 2.4 |
| Female participation in the labor force ratio to men | 6 | 0.99 |
| **ICT readiness** | 135 | 1.6 |
| ICT use for biz-to-biz transactions | 133 | 3.5 |
| Internet use for biz-to-consumer transactions | 127 | 3.3 |
| Internet users % pop. | 134 | 3.8 |
| Fixed-broadband Internet subscriptions /100 pop. | 135 | 0.0 |
| Mobile-cellular telephone subscriptions /100 pop. | 130 | 53.0 |
| Mobile-broadband subscriptions /100 pop. | 127 | 8.5 |
| Mobile network coverage % pop. | 134 | 50.0 |
| Quality of electricity supply | 134 | 1.6 |
| **Prioritization of Travel & Tourism** | 136 | 1.9 |
| Government prioritization of travel and tourism industry | 135 | 2.4 |
| T&T government expenditure % government budget | 127 | 0.9 |
| Effectiveness of marketing and branding to attract tourists | 134 | 2.1 |
| Comprehensiveness of annual T&T data 0–120 (best) | 127 | 26 |
| Timeliness of providing monthly/quarterly T&T data 0–21 (best) | 129 | 0.0 |
| Country brand strategy rating 1–10 (best) | n/a | n/a |

| Index Component | Rank/136 | Score* |
|---|---|---|
| **International Openness** | 135 | 1.5 |
| Visa requirements 0–100 (best) | 134 | 1.0 |
| Openness of bilateral Air Service Agreements 0–38 (best) | 95 | 8.7 |
| Number of regional trade agreements in force number | 135 | 0.0 |
| **Price competitiveness** | 126 | 3.8 |
| Ticket taxes and airport charges 0–100 (best) | 120 | 45.7 |
| Hotel price index US$ | n/a | n/a |
| Purchasing power parity PPP $ | 98 | 0.6 |
| Fuel price levels US$ cents/litre | 117 | 167.0 |
| **Environmental sustainability** | 87 | 4.0 |
| Stringency of environmental regulations | 132 | 2.7 |
| Enforcement of environmental regulations | 99 | 3.3 |
| Sustainability of travel and tourism industry development | 132 | 2.8 |
| Particulate matter (2.5) concentration µg/m3 | 116 | 12.0 |
| Environmental treaty ratification 0–27 (best) | 79 | 20 |
| Baseline water stress 5–0 (best) | 8 | 0.0 |
| Threatened species % total species | 45 | 4.7 |
| Forest cover change % change | 46 | 0.0 |
| Wastewater treatment % | 111 | 0.0 |
| Costal shelf fishing pressure tonnes/km2 | 56 | 0.1 |
| **Air transport infrastructure** | 128 | 1.6 |
| Quality of air transport infrastructure | 125 | 2.8 |
| Available seat kilometres, domestic millions | 50 | 10.6 |
| Available seat kilometres, international millions | 103 | 33.9 |
| Aircraft departures /1,000 pop. | 123 | 0.2 |
| Airport density airports/million pop. | 106 | 0.5 |
| Number of operating airlines Number | 109 | 15.0 |
| **Ground and port infrastructure** | 136 | 1.8 |
| Quality of roads | 135 | 2.1 |
| Road density % total territorial area | 124 | - |
| Paved road density % total territorial area | 134 | - |
| Quality of railroad infrastructure | 97 | 1.5 |
| Railroad density km of roads/land area | 90 | 0.2 |
| Quality of port infrastructure | 122 | 2.3 |
| Ground transport efficiency | 131 | 2.1 |
| **Tourist service infrastructure** | 134 | 1.9 |
| Hotel rooms number/100 pop. | 132 | 0.0 |
| Quality of tourism infrastructure | 133 | 2.9 |
| Presence of major car rental companies | 113 | 2 |
| Automated teller machines number/thoudand adult pop. | 133 | 1.1 |
| **Natural resources** | 33 | 4.1 |
| Number of World Heritage natural sites number of sites | 9 | 5 |
| Total known species number of species | 11 | 1758 |
| Total protected areas % total territorial area | 87 | 12.1 |
| Natural tourism digital demand 0–100 (best) | 128 | 1 |
| Attractiveness of natural assets | 125 | 3.5 |
| **Cultural resources and business travel** | 104 | 1.4 |
| Number of World Heritage cultural sites number of sites | 126 | 0 |
| Oral and intangible cultural heritage number of expressions | 93 | 0 |
| Sports stadiums number of large stadiums | 50 | 7.0 |
| Number of international association meetings 3-year average | 124 | 1.3 |
| Cultural and entertainment tourism digital demand 0–100 (best) | n/a | n/a |

* Scores are on a 1-to-7 scale unless indicated otherwise. For detailed definitions, sources, and periods, consult the interactive Country/Economy Profiles and Rankings at http://wef.ch/ttcr

# Costa Rica

**38th** / 136

Travel & Tourism Competitiveness Index 2017 edition

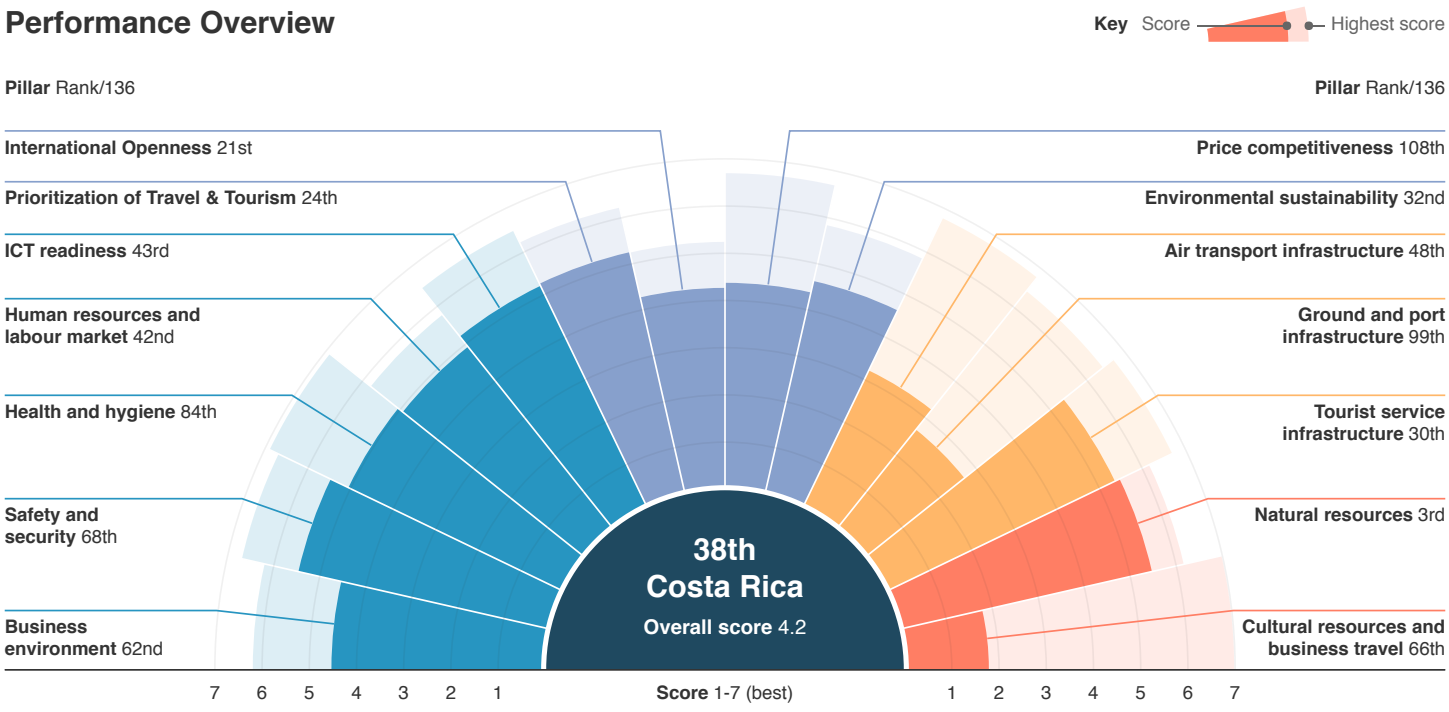
## Key Indicators

Sources: World Tourism Organization (UNWTO) and World Travel and Tourism Council (WTTC)

| | |
|---|---|
| **International tourist arrivals** | 2,660,257 |
| **International tourism inbound receipts** | US $3,265.6 million |
| **Average receipts per arrival** | US $1,227.6 |

| | |
|---|---|
| **T&T industry GDP** | US $2,489.1 million |
| % of total | 4.8% |
| **T&T industry employment** | 103,232 jobs |
| % of total | 4.9% |

## Performance Overview




## Past performance

| Travel & Tourism Competitiveness Edition | 2015 | 2017 |
|---|---|---|
| **Rank** | 42 / 141 | 38 / 136 |
| **Score** | 4.1 | 4.2 |

# Costa Rica

**38th** / 136

Travel & Tourism Competitiveness Index 2017 edition

WORLD ECONOMIC FORUM

| Index Component | Rank/136 | Score* |
|---|---|---|
| **Business environment** | 62 | 4.5 |
| Property rights | 48 | 4.6 |
| Business impact of rules on FDI | 44 | 5.0 |
| Efficiency of legal framework in settling disputes | 85 | 3.3 |
| Efficiency of legal framework in challenging regs | 43 | 3.9 |
| Time required to deal with construction permits days | 51 | 118 |
| Cost to deal with construction permits % construction cost | 63 | 1.7 |
| Extent of market dominance | 42 | 4.0 |
| Time to start a business days | 102 | 22.5 |
| Cost to start a business % GNI per capita | 76 | 9.1 |
| Effect of taxation on incentives to work | 67 | 3.9 |
| Effect of taxation on incentives to invest | 114 | 3.0 |
| Total tax rate % profits | 120 | 58.3 |
| **Safety and security** | 68 | 5.4 |
| Business costs of crime and violence | 84 | 4.2 |
| Reliability of police services | 62 | 4.5 |
| Business costs of terrorism | 23 | 5.9 |
| Index of terrorism incidence | 1 | 7.0 |
| Homicide rate /100,000 pop. | 112 | 10.0 |
| **Health and hygiene** | 84 | 5.0 |
| Physician density /1,000 pop | 85 | 1.1 |
| Access to improved sanitation % pop. | 58 | 94.5 |
| Access to improved drinking water % pop. | 62 | 97.8 |
| Hospital beds /10,000 pop. | 103 | 12.0 |
| HIV prevalence % adult pop. | 60 | 0.3 |
| Malaria incidence cases/100,000 pop. | 82 | 0.2 |
| **Human resources and labour market** | 42 | 4.9 |
| Primary education enrollment rate net % | 51 | 96.4 |
| Secondary education enrollment rate gross % | 11 | 123.1 |
| Extent of staff training | 39 | 4.4 |
| Degree of customer orientation | 45 | 5.0 |
| Hiring and firing practices | 38 | 4.2 |
| Ease of finding skilled employees | 21 | 5.1 |
| Ease of hiring foreign labour | 80 | 3.9 |
| Pay and productivity | 36 | 4.5 |
| Female participation in the labor force ratio to men | 107 | 0.64 |
| **ICT readiness** | 43 | 5.2 |
| ICT use for biz-to-biz transactions | 43 | 5.0 |
| Internet use for biz-to-consumer transactions | 52 | 4.8 |
| Internet users % pop. | 62 | 59.8 |
| Fixed-broadband Internet subscriptions /100 pop. | 66 | 11.2 |
| Mobile-cellular telephone subscriptions /100 pop. | 20 | 150.7 |
| Mobile-broadband subscriptions /100 pop. | 20 | 97.2 |
| Mobile network coverage % pop. | 65 | 99.0 |
| Quality of electricity supply | 44 | 5.6 |
| **Prioritization of Travel & Tourism** | 24 | 5.2 |
| Government prioritization of travel and tourism industry | 39 | 5.4 |
| T&T government expenditure % government budget | 27 | 6.3 |
| Effectiveness of marketing and branding to attract tourists | 13 | 5.5 |
| Comprehensiveness of annual T&T data 0–120 (best) | 75 | 62 |
| Timeliness of providing monthly/quarterly T&T data 0–21 (best) | 70 | 18.0 |
| Country brand strategy rating 1–10 (best) | 83 | 72.2 |

| Index Component | Rank/136 | Score* |
|---|---|---|
| **International Openness** | 21 | 4.2 |
| Visa requirements 0–100 (best) | 65 | 28.0 |
| Openness of bilateral Air Service Agreements 0–38 (best) | 11 | 23.1 |
| Number of regional trade agreements in force number | 41 | 24.0 |
| **Price competitiveness** | 108 | 4.3 |
| Ticket taxes and airport charges 0–100 (best) | 108 | 55.5 |
| Hotel price index US$ | 69 | 136.4 |
| Purchasing power parity PPP $ | 109 | 0.7 |
| Fuel price levels US$ cents/litre | 77 | 121.0 |
| **Environmental sustainability** | 32 | 4.6 |
| Stringency of environmental regulations | 28 | 5.1 |
| Enforcement of environmental regulations | 27 | 4.9 |
| Sustainability of travel and tourism industry development | 8 | 5.5 |
| Particulate matter (2.5) concentration µg/m3 | 28 | 4.7 |
| Environmental treaty ratification 0–27 (best) | 54 | 22 |
| Baseline water stress 5–0 (best) | 52 | 1.0 |
| Threatened species % total species | 97 | 7.6 |
| Forest cover change % change | 58 | 0.0 |
| Wastewater treatment % | 86 | 3.9 |
| Costal shelf fishing pressure tonnes/km2 | 19 | 0.0 |
| **Air transport infrastructure** | 48 | 3.2 |
| Quality of air transport infrastructure | 59 | 4.6 |
| Available seat kilometres, domestic millions | 82 | 1.0 |
| Available seat kilometres, international millions | 74 | 127.6 |
| Aircraft departures /1,000 pop. | 31 | 12.2 |
| Airport density airports/million pop. | 18 | 4.1 |
| Number of operating airlines Number | 68 | 32.0 |
| **Ground and port infrastructure** | 99 | 2.6 |
| Quality of roads | 123 | 2.7 |
| Road density % total territorial area | 39 | - |
| Paved road density % total territorial area | 59 | - |
| Quality of railroad infrastructure | 92 | 1.8 |
| Railroad density km of roads/land area | 55 | 0.8 |
| Quality of port infrastructure | 100 | 3.2 |
| Ground transport efficiency | 104 | 2.8 |
| **Tourist service infrastructure** | 30 | 5.3 |
| Hotel rooms number/100 pop. | 38 | 1.0 |
| Quality of tourism infrastructure | 26 | 5.6 |
| Presence of major car rental companies | 1 | 7 |
| Automated teller machines number/thoudand adult pop. | 26 | 77.1 |
| **Natural resources** | 3 | 5.4 |
| Number of World Heritage natural sites number of sites | 19 | 3 |
| Total known species number of species | 22 | 1269 |
| Total protected areas % total territorial area | 30 | 27.4 |
| Natural tourism digital demand 0–100 (best) | 2 | 93 |
| Attractiveness of natural assets | 2 | 6.6 |
| **Cultural resources and business travel** | 66 | 1.7 |
| Number of World Heritage cultural sites number of sites | 97 | 1 |
| Oral and intangible cultural heritage number of expressions | 71 | 1 |
| Sports stadiums number of large stadiums | 90 | 3.0 |
| Number of international association meetings 3-year average | 60 | 36.7 |
| Cultural and entertainment tourism digital demand 0–100 (best) | 33 | 21 |

* Scores are on a 1-to-7 scale unless indicated otherwise. For detailed definitions, sources, and periods, consult the interactive Country/Economy Profiles and Rankings at http://wef.ch/ttcr

# Côte d'Ivoire

**109th** / 136

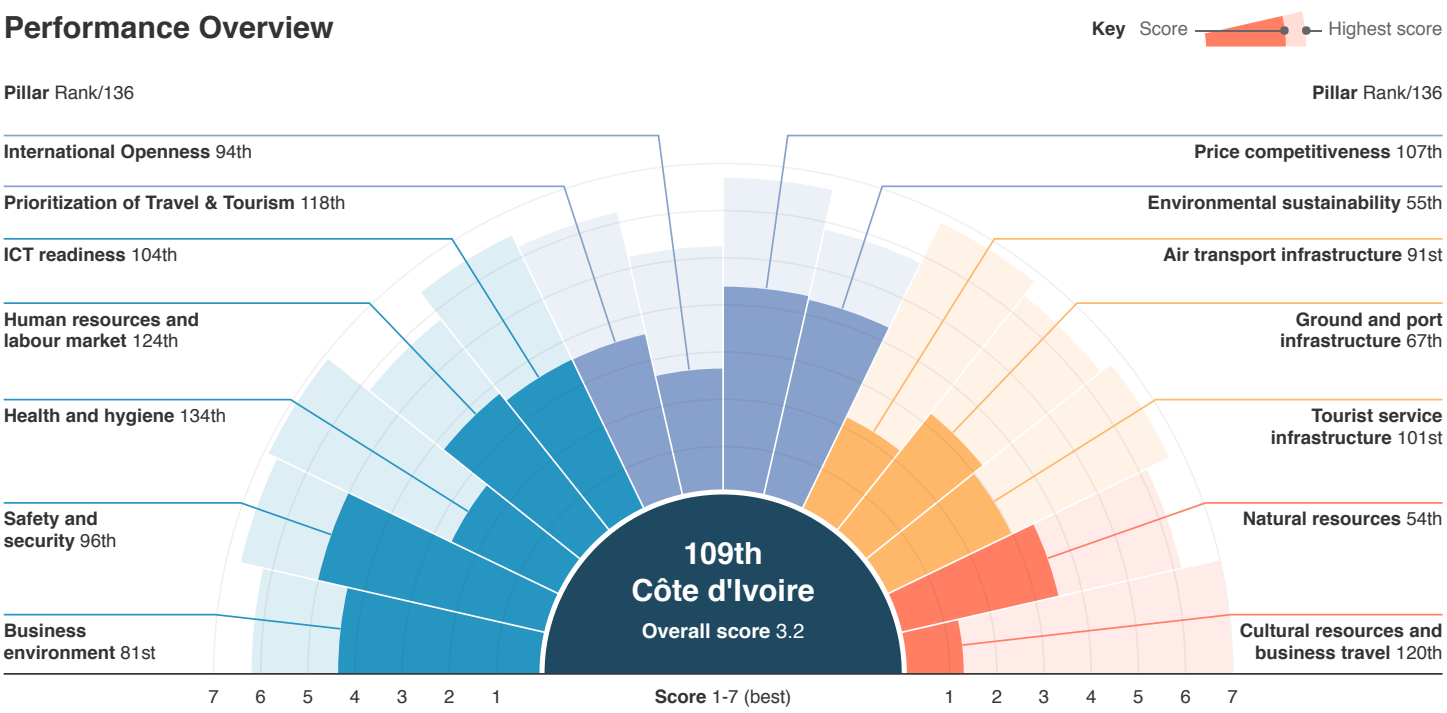
Travel & Tourism Competitiveness Index 2017 edition

## Key Indicators

Sources: World Tourism Organization (UNWTO) and World Travel and Tourism Council (WTTC)

| | |
|---|---|
| **International tourist arrivals** | 1,441,000 |
| **International tourism inbound receipts** | US $184.2 million |
| **Average receipts per arrival** | US $127.8 |
| **T&T industry GDP** | US $707.3 million |
| % of total | 2.3% |
| **T&T industry employment** | 100,813 jobs |
| % of total | 1.9% |

## Performance Overview




Côte d'Ivoire ranks 109th on the index, rising 8 places, an increase of almost 4%. The number of international tourists reached 1.4 million in 2015. The country has bettered its scores on nine of the 14 pillars, with a remarkable improvement in international openness (94th) since implementing a visa liberalization policy. Although starting from a low level, Côte d'Ivoire has increased the level of its qualified labour force (122nd, up 16 places), and improved its safety and security (96th) as well as its ICT readiness (104th). Despite this directional improvement, the T&T sector is not yet very well developed. Air transportation is still sub-optimal (91st), the offer of tourism services remains limited (101st) and the cultural resources, despite a significant influx of business tourism, are not strongly valued (120th). Health and hygiene conditions also contribute to the lower appeal of the country (134th), with a high incidence of malaria and HIV. To continue attracting more tourists, the country needs to develop a better offer, and should try to improve on health and hygiene, infrastructure and human resources. Price competitiveness should also be monitored; Côte d'Ivoire has become more expensive to visit this year due to increased airport and taxes charges.

## Past performance

| Travel & Tourism Competitiveness Edition | 2015 | 2017 |
|---|---|---|
| **Rank** | 117 / 141 | 109 / 136 |
| **Score** | 3.0 | 3.2 |

# Côte d'Ivoire

**109th** /136

## Travel & Tourism Competitiveness Index 2017 edition

WORLD ECONOMIC FORUM

| Index Component | Rank/136 | Score* |
|---|---|---|
| **Business environment** | 81 | 4.3 |
| Property rights | 71 | 4.2 |
| Business impact of rules on FDI | 57 | 4.8 |
| Efficiency of legal framework in settling disputes | 41 | 4.2 |
| Efficiency of legal framework in challenging regs | 62 | 3.6 |
| Time required to deal with construction permits days | 131 | 347 |
| Cost to deal with construction permits % construction cost | 36 | 0.9 |
| Extent of market dominance | 78 | 3.5 |
| Time to start a business days | 40 | 7.0 |
| Cost to start a business % GNI per capita | 102 | 18.9 |
| Effect of taxation on incentives to work | 28 | 4.4 |
| Effect of taxation on incentives to invest | 116 | 2.9 |
| Total tax rate % profits | 110 | 51.3 |
| **Safety and security** | 96 | 5.0 |
| Business costs of crime and violence | 104 | 3.8 |
| Reliability of police services | 86 | 4.1 |
| Business costs of terrorism | 83 | 4.9 |
| Index of terrorism incidence | 88 | 6.8 |
| Homicide rate /100,000 pop. | 116 | 11.4 |
| **Health and hygiene** | 134 | 2.6 |
| Physician density /1,000 pop | 116 | 0.1 |
| Access to improved sanitation % pop. | 128 | 22.5 |
| Access to improved drinking water % pop. | 111 | 81.9 |
| Hospital beds /10,000 pop. | 129 | 4.0 |
| HIV prevalence % adult pop. | 123 | 3.5 |
| Malaria incidence cases/100,000 pop. | 134 | 37459.8 |
| **Human resources and labour market** | 124 | 3.7 |
| Primary education enrollment rate net % | 127 | 79.3 |
| Secondary education enrollment rate gross % | 122 | 43.9 |
| Extent of staff training | 37 | 4.4 |
| Degree of customer orientation | 87 | 4.4 |
| Hiring and firing practices | 64 | 3.8 |
| Ease of finding skilled employees | 41 | 4.6 |
| Ease of hiring foreign labour | 34 | 4.4 |
| Pay and productivity | 80 | 3.8 |
| Female participation in the labor force ratio to men | 100 | 0.65 |
| **ICT readiness** | 104 | 3.5 |
| ICT use for biz-to-biz transactions | 97 | 4.4 |
| Internet use for biz-to-consumer transactions | 105 | 3.9 |
| Internet users % pop. | 109 | 21.0 |
| Fixed-broadband Internet subscriptions /100 pop. | 115 | 0.5 |
| Mobile-cellular telephone subscriptions /100 pop. | 61 | 119.3 |
| Mobile-broadband subscriptions /100 pop. | 86 | 40.4 |
| Mobile network coverage % pop. | 96 | 97.9 |
| Quality of electricity supply | 99 | 3.6 |
| **Prioritization of Travel & Tourism** | 118 | 3.5 |
| Government prioritization of travel and tourism industry | 70 | 4.7 |
| T&T government expenditure % government budget | 113 | 1.5 |
| Effectiveness of marketing and branding to attract tourists | 63 | 4.4 |
| Comprehensiveness of annual T&T data 0–120 (best) | 116 | 38 |
| Timeliness of providing monthly/quarterly T&T data 0–21 (best) | 129 | 0.0 |
| Country brand strategy rating 1–10 (best) | 108 | 62.9 |

| Index Component | Rank/136 | Score* |
|---|---|---|
| **International Openness** | 94 | 2.6 |
| Visa requirements 0–100 (best) | 31 | 53.0 |
| Openness of bilateral Air Service Agreements 0–38 (best) | 114 | 6.8 |
| Number of regional trade agreements in force number | 102 | 3.0 |
| **Price competitiveness** | 107 | 4.4 |
| Ticket taxes and airport charges 0–100 (best) | 128 | 32.7 |
| Hotel price index US$ | n/a | n/a |
| Purchasing power parity PPP $ | 51 | 0.4 |
| Fuel price levels US$ cents/litre | 71 | 117.0 |
| **Environmental sustainability** | 55 | 4.3 |
| Stringency of environmental regulations | 108 | 3.3 |
| Enforcement of environmental regulations | 111 | 3.1 |
| Sustainability of travel and tourism industry development | 73 | 4.3 |
| Particulate matter (2.5) concentration µg/m3 | 30 | 4.8 |
| Environmental treaty ratification 0–27 (best) | 20 | 26 |
| Baseline water stress 5–0 (best) | 15 | 0.0 |
| Threatened species % total species | 74 | 6.4 |
| Forest cover change % change | 112 | 0.1 |
| Wastewater treatment % | 101 | 0.6 |
| Costal shelf fishing pressure tonnes/km2 | 13 | 0.0 |
| **Air transport infrastructure** | 91 | 2.2 |
| Quality of air transport infrastructure | 38 | 5.2 |
| Available seat kilometres, domestic millions | 84 | 0.8 |
| Available seat kilometres, international millions | 98 | 50.6 |
| Aircraft departures /1,000 pop. | 117 | 0.3 |
| Airport density airports/million pop. | 110 | 0.5 |
| Number of operating airlines Number | 88 | 22.0 |
| **Ground and port infrastructure** | 67 | 3.2 |
| Quality of roads | 41 | 4.7 |
| Road density % total territorial area | 76 | - |
| Paved road density % total territorial area | 116 | - |
| Quality of railroad infrastructure | 67 | 2.7 |
| Railroad density km of roads/land area | 85 | 0.2 |
| Quality of port infrastructure | 28 | 5.2 |
| Ground transport efficiency | 105 | 2.8 |
| **Tourist service infrastructure** | 101 | 2.9 |
| Hotel rooms number/100 pop. | 104 | 0.1 |
| Quality of tourism infrastructure | 58 | 4.8 |
| Presence of major car rental companies | 85 | 4 |
| Automated teller machines number/thoudand adult pop. | 120 | 5.9 |
| **Natural resources** | 54 | 3.5 |
| Number of World Heritage natural sites number of sites | 19 | 3 |
| Total known species number of species | 31 | 1021 |
| Total protected areas % total territorial area | 44 | 22.9 |
| Natural tourism digital demand 0–100 (best) | 133 | 1 |
| Attractiveness of natural assets | 108 | 4.0 |
| **Cultural resources and business travel** | 120 | 1.3 |
| Number of World Heritage cultural sites number of sites | 97 | 1 |
| Oral and intangible cultural heritage number of expressions | 56 | 2 |
| Sports stadiums number of large stadiums | 97 | 2.0 |
| Number of international association meetings 3-year average | 101 | 6.3 |
| Cultural and entertainment tourism digital demand 0–100 (best) | 119 | 2 |

* Scores are on a 1-to-7 scale unless indicated otherwise. For detailed definitions, sources, and periods, consult the interactive Country/Economy Profiles and Rankings at http://wef.ch/ttcr

# Croatia

**32nd** / 136

Travel & Tourism Competitiveness Index 2017 edition

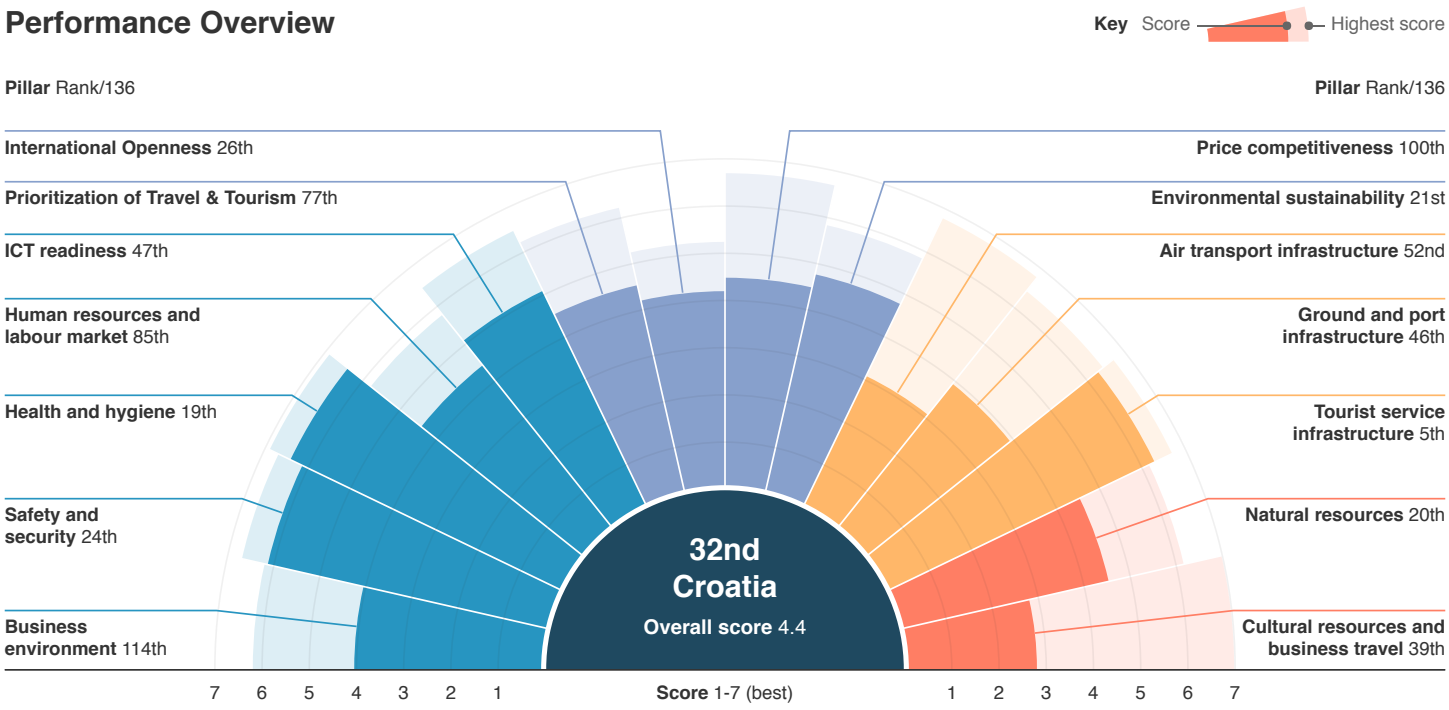
## Key Indicators

Sources: World Tourism Organization (UNWTO) and World Travel and Tourism Council (WTTC)

| | |
|---|---|
| **International tourist arrivals** | 12,683,179 |
| **International tourism inbound receipts** | US $8,833.3 million |
| **Average receipts per arrival** | US $696.5 |

| | |
|---|---|
| **T&T industry GDP** | US $4,932.7 million |
| % of total | 10.1% |
| **T&T industry employment** | 130,523 jobs |
| % of total | 9.8% |

## Performance Overview




## Past performance

| Travel & Tourism Competitiveness Edition | 2015 | 2017 |
|---|---|---|
| **Rank** | 33 / 141 | 32 / 136 |
| **Score** | 4.3 | 4.4 |

# Croatia

**32nd** / 136

## Travel & Tourism Competitiveness Index 2017 edition

WORLD ECONOMIC FORUM

| Index Component | Rank/136 | Score* |
|---|---|---|
| **Business environment** | 114 | 4.0 |
| Property rights | 107 | 3.8 |
| Business impact of rules on FDI | 108 | 3.9 |
| Efficiency of legal framework in settling disputes | 132 | 2.2 |
| Efficiency of legal framework in challenging regs | 129 | 2.4 |
| Time required to deal with construction permits days | 57 | 127 |
| Cost to deal with construction permits % construction cost | 120 | 8.3 |
| Extent of market dominance | 105 | 3.3 |
| Time to start a business days | 40 | 7.0 |
| Cost to start a business % GNI per capita | 69 | 7.3 |
| Effect of taxation on incentives to work | 132 | 2.7 |
| Effect of taxation on incentives to invest | 130 | 2.5 |
| Total tax rate % profits | 14 | 20.9 |
| **Safety and security** | 24 | 6.1 |
| Business costs of crime and violence | 19 | 5.6 |
| Reliability of police services | 49 | 4.9 |
| Business costs of terrorism | 13 | 6.2 |
| Index of terrorism incidence | 51 | 7.0 |
| Homicide rate /100,000 pop. | 20 | 0.8 |
| **Health and hygiene** | 19 | 6.4 |
| Physician density /1,000 pop | 34 | 3.0 |
| Access to improved sanitation % pop. | 44 | 97.0 |
| Access to improved drinking water % pop. | 43 | 99.6 |
| Hospital beds /10,000 pop. | 23 | 58.9 |
| HIV prevalence % adult pop. | 1 | <0.1 |
| Malaria incidence cases/100,000 pop. | 1 | M.F. |
| **Human resources and labour market** | 85 | 4.4 |
| Primary education enrollment rate net % | 106 | 88.7 |
| Secondary education enrollment rate gross % | 55 | 99.0 |
| Extent of staff training | 120 | 3.4 |
| Degree of customer orientation | 73 | 4.6 |
| Hiring and firing practices | 124 | 2.7 |
| Ease of finding skilled employees | 106 | 3.7 |
| Ease of hiring foreign labour | 126 | 3.1 |
| Pay and productivity | 66 | 4.0 |
| Female participation in the labor force ratio to men | 48 | 0.87 |
| **ICT readiness** | 47 | 5.0 |
| ICT use for biz-to-biz transactions | 81 | 4.5 |
| Internet use for biz-to-consumer transactions | 84 | 4.2 |
| Internet users % pop. | 47 | 69.8 |
| Fixed-broadband Internet subscriptions /100 pop. | 40 | 23.2 |
| Mobile-cellular telephone subscriptions /100 pop. | 92 | 103.8 |
| Mobile-broadband subscriptions /100 pop. | 37 | 73.1 |
| Mobile network coverage % pop. | 1 | 100.0 |
| Quality of electricity supply | 40 | 5.8 |
| **Prioritization of Travel & Tourism** | 77 | 4.5 |
| Government prioritization of travel and tourism industry | 46 | 5.2 |
| T&T government expenditure % government budget | 116 | 1.3 |
| Effectiveness of marketing and branding to attract tourists | 38 | 4.9 |
| Comprehensiveness of annual T&T data 0–120 (best) | 32 | 81 |
| Timeliness of providing monthly/quarterly T&T data 0–21 (best) | 28 | 20.0 |
| Country brand strategy rating 1–10 (best) | 105 | 63.8 |

| Index Component | Rank/136 | Score* |
|---|---|---|
| **International Openness** | 26 | 4.2 |
| Visa requirements 0–100 (best) | 73 | 24.0 |
| Openness of bilateral Air Service Agreements 0–38 (best) | 48 | 12.1 |
| Number of regional trade agreements in force number | 1 | 53.0 |
| **Price competitiveness** | 100 | 4.4 |
| Ticket taxes and airport charges 0–100 (best) | 77 | 70.5 |
| Hotel price index US$ | 77 | 144.5 |
| Purchasing power parity PPP $ | 88 | 0.5 |
| Fuel price levels US$ cents/litre | 107 | 159.0 |
| **Environmental sustainability** | 21 | 4.7 |
| Stringency of environmental regulations | 50 | 4.4 |
| Enforcement of environmental regulations | 55 | 4.1 |
| Sustainability of travel and tourism industry development | 84 | 4.0 |
| Particulate matter (2.5) concentration µg/m3 | 111 | 11.9 |
| Environmental treaty ratification 0–27 (best) | 15 | 27 |
| Baseline water stress 5–0 (best) | 22 | 0.3 |
| Threatened species % total species | 73 | 6.3 |
| Forest cover change % change | 26 | 0.0 |
| Wastewater treatment % | 44 | 50.2 |
| Costal shelf fishing pressure tonnes/km2 | 75 | 0.3 |
| **Air transport infrastructure** | 52 | 3.0 |
| Quality of air transport infrastructure | 78 | 4.1 |
| Available seat kilometres, domestic millions | 63 | 3.9 |
| Available seat kilometres, international millions | 83 | 91.1 |
| Aircraft departures /1,000 pop. | 49 | 6.0 |
| Airport density airports/million pop. | 21 | 3.2 |
| Number of operating airlines Number | 33 | 64.0 |
| **Ground and port infrastructure** | 46 | 3.9 |
| Quality of roads | 18 | 5.5 |
| Road density % total territorial area | 51 | - |
| Paved road density % total territorial area | 38 | - |
| Quality of railroad infrastructure | 64 | 2.7 |
| Railroad density km of roads/land area | 18 | 4.6 |
| Quality of port infrastructure | 45 | 4.6 |
| Ground transport efficiency | 57 | 3.8 |
| **Tourist service infrastructure** | 5 | 6.3 |
| Hotel rooms number/100 pop. | 11 | 1.9 |
| Quality of tourism infrastructure | 65 | 4.7 |
| Presence of major car rental companies | 1 | 7 |
| Automated teller machines number/thoudand adult pop. | 15 | 116.8 |
| **Natural resources** | 20 | 4.5 |
| Number of World Heritage natural sites number of sites | 46 | 1 |
| Total known species number of species | 87 | 426 |
| Total protected areas % total territorial area | 8 | 37.7 |
| Natural tourism digital demand 0–100 (best) | 8 | 76 |
| Attractiveness of natural assets | 20 | 6.1 |
| **Cultural resources and business travel** | 39 | 2.8 |
| Number of World Heritage cultural sites number of sites | 30 | 7 |
| Oral and intangible cultural heritage number of expressions | 5 | 15 |
| Sports stadiums number of large stadiums | 77 | 4.0 |
| Number of international association meetings 3-year average | 41 | 91.0 |
| Cultural and entertainment tourism digital demand 0–100 (best) | 36 | 18 |

* Scores are on a 1-to-7 scale unless indicated otherwise. For detailed definitions, sources, and periods, consult the interactive Country/Economy Profiles and Rankings at http://wef.ch/ttcr

# Cyprus

**52nd** / 136

Travel & Tourism Competitiveness Index 2017 edition

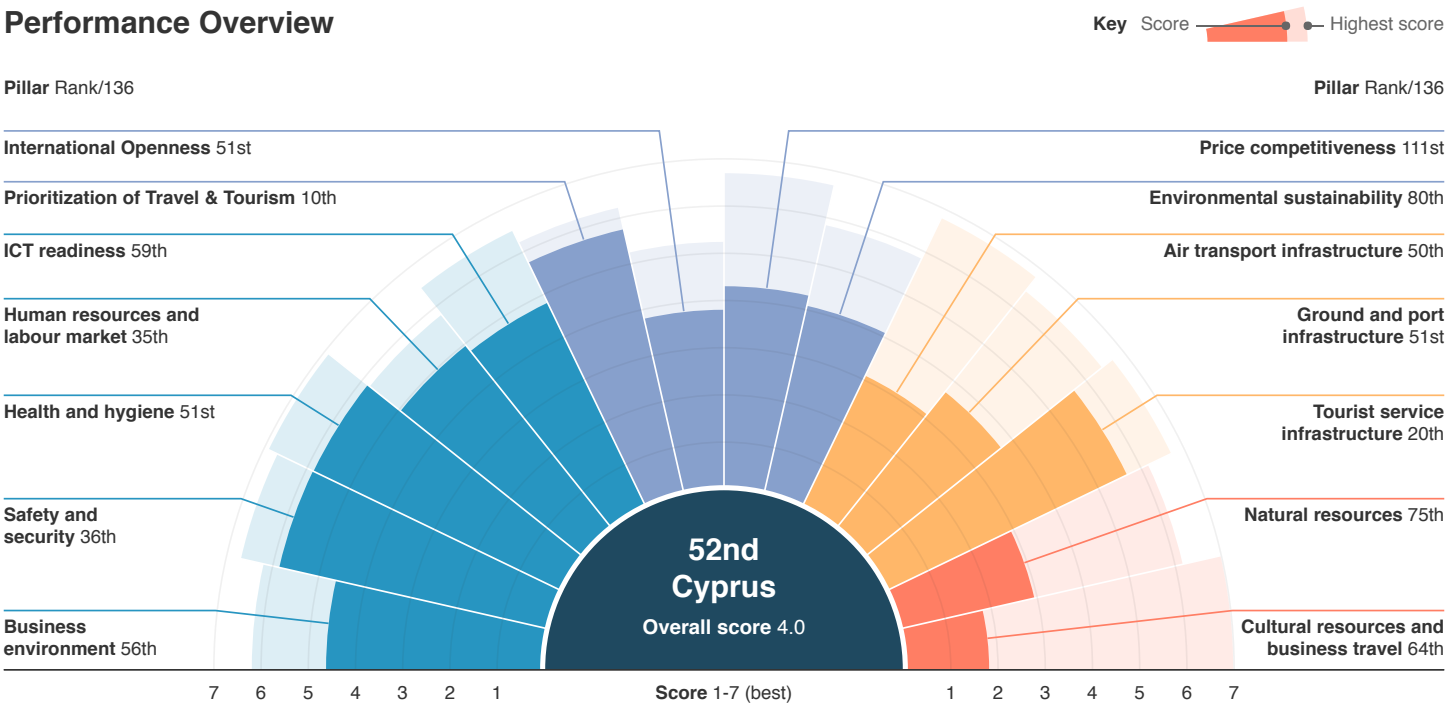
## Key Indicators

Sources: World Tourism Organization (UNWTO) and World Travel and Tourism Council (WTTC)

| | |
|---|---|
| **International tourist arrivals** | 2,659,400 |
| **International tourism inbound receipts** | US $2,487.3 million |
| **Average receipts per arrival** | US $935.3 |

| | |
|---|---|
| **T&T industry GDP** | US $1,230.9 million |
| % of total | 6.4% |
| **T&T industry employment** | 24,121 jobs |
| % of total | 6.6% |

## Performance Overview




## Past performance

| Travel & Tourism Competitiveness Edition | 2015 | 2017 |
|---|---|---|
| **Rank** | 36 / 141 | 52 / 136 |
| **Score** | 4.2 | 4.0 |

# Cyprus

**52nd** / 136

## Travel & Tourism Competitiveness Index 2017 edition

WORLD ECONOMIC FORUM

| Index Component | Rank/136 | Score* |
|---|---|---|
| **Business environment** | 56 | 4.6 |
| Property rights | 68 | 4.3 |
| Business impact of rules on FDI | 62 | 4.7 |
| Efficiency of legal framework in settling disputes | 96 | 3.1 |
| Efficiency of legal framework in challenging regs | 73 | 3.4 |
| Time required to deal with construction permits days | 135 | 507 |
| Cost to deal with construction permits % construction cost | 46 | 1.1 |
| Extent of market dominance | 41 | 4.0 |
| Time to start a business days | 29 | 6.0 |
| Cost to start a business % GNI per capita | 83 | 12.2 |
| Effect of taxation on incentives to work | 26 | 4.5 |
| Effect of taxation on incentives to invest | 19 | 4.6 |
| Total tax rate % profits | 22 | 24.7 |
| **Safety and security** | 36 | 5.8 |
| Business costs of crime and violence | 33 | 5.3 |
| Reliability of police services | 63 | 4.5 |
| Business costs of terrorism | 53 | 5.5 |
| Index of terrorism incidence | 83 | 6.9 |
| Homicide rate /100,000 pop. | 1 | 0.1 |
| **Health and hygiene** | 51 | 5.8 |
| Physician density /1,000 pop | 52 | 2.3 |
| Access to improved sanitation % pop. | 1 | 100.0 |
| Access to improved drinking water % pop. | 1 | 100.0 |
| Hospital beds /10,000 pop. | 46 | 35.0 |
| HIV prevalence % adult pop. | 1 | <0.1 |
| Malaria incidence cases/100,000 pop. | 1 | M.F. |
| **Human resources and labour market** | 35 | 4.9 |
| Primary education enrollment rate net % | 38 | 97.4 |
| Secondary education enrollment rate gross % | 49 | 99.8 |
| Extent of staff training | 81 | 3.7 |
| Degree of customer orientation | 63 | 4.7 |
| Hiring and firing practices | 72 | 3.7 |
| Ease of finding skilled employees | 31 | 4.8 |
| Ease of hiring foreign labour | 58 | 4.1 |
| Pay and productivity | 82 | 3.7 |
| Female participation in the labor force ratio to men | 51 | 0.86 |
| **ICT readiness** | 59 | 4.8 |
| ICT use for biz-to-biz transactions | 88 | 4.4 |
| Internet use for biz-to-consumer transactions | 98 | 4.0 |
| Internet users % pop. | 41 | 71.7 |
| Fixed-broadband Internet subscriptions /100 pop. | 42 | 22.4 |
| Mobile-cellular telephone subscriptions /100 pop. | 102 | 95.4 |
| Mobile-broadband subscriptions /100 pop. | 67 | 54.8 |
| Mobile network coverage % pop. | 34 | 100.0 |
| Quality of electricity supply | 53 | 5.3 |
| **Prioritization of Travel & Tourism** | 10 | 5.7 |
| Government prioritization of travel and tourism industry | 18 | 5.8 |
| T&T government expenditure % government budget | 11 | 9.3 |
| Effectiveness of marketing and branding to attract tourists | 75 | 4.2 |
| Comprehensiveness of annual T&T data 0–120 (best) | 6 | 104 |
| Timeliness of providing monthly/quarterly T&T data 0–21 (best) | 17 | 20.5 |
| Country brand strategy rating 1–10 (best) | 72 | 74.0 |

| Index Component | Rank/136 | Score* |
|---|---|---|
| **International Openness** | 51 | 3.8 |
| Visa requirements 0–100 (best) | 73 | 24.0 |
| Openness of bilateral Air Service Agreements 0–38 (best) | 124 | 5.1 |
| Number of regional trade agreements in force number | 1 | 53.0 |
| **Price competitiveness** | 111 | 4.3 |
| Ticket taxes and airport charges 0–100 (best) | 30 | 85.8 |
| Hotel price index US$ | 84 | 164.2 |
| Purchasing power parity PPP $ | 112 | 0.7 |
| Fuel price levels US$ cents/litre | 114 | 165.0 |
| **Environmental sustainability** | 80 | 4.0 |
| Stringency of environmental regulations | 70 | 4.0 |
| Enforcement of environmental regulations | 59 | 4.1 |
| Sustainability of travel and tourism industry development | 77 | 4.2 |
| Particulate matter (2.5) concentration µg/m3 | 80 | 9.8 |
| Environmental treaty ratification 0–27 (best) | 31 | 24 |
| Baseline water stress 5–0 (best) | 124 | 5.0 |
| Threatened species % total species | 42 | 4.5 |
| Forest cover change % change | 23 | 0.0 |
| Wastewater treatment % | 62 | 14.9 |
| Costal shelf fishing pressure tonnes/km2 | 23 | 0.0 |
| **Air transport infrastructure** | 50 | 3.1 |
| Quality of air transport infrastructure | 44 | 4.9 |
| Available seat kilometres, domestic millions | 104 | 0.0 |
| Available seat kilometres, international millions | 68 | 162.3 |
| Aircraft departures /1,000 pop. | 118 | 0.3 |
| Airport density airports/million pop. | 20 | 3.8 |
| Number of operating airlines Number | 36 | 61.0 |
| **Ground and port infrastructure** | 51 | 3.7 |
| Quality of roads | 34 | 4.9 |
| Road density % total territorial area | 24 | - |
| Paved road density % total territorial area | 24 | - |
| Quality of railroad infrastructure | 100 | 1.4 |
| Railroad density km of roads/land area | n/a | n/a |
| Quality of port infrastructure | 61 | 4.3 |
| Ground transport efficiency | 109 | 2.7 |
| **Tourist service infrastructure** | 20 | 5.6 |
| Hotel rooms number/100 pop. | 4 | 3.5 |
| Quality of tourism infrastructure | 42 | 5.2 |
| Presence of major car rental companies | 1 | 7 |
| Automated teller machines number/thoudand adult pop. | 58 | 53.1 |
| **Natural resources** | 75 | 2.9 |
| Number of World Heritage natural sites number of sites | 86 | 0 |
| Total known species number of species | 124 | 313 |
| Total protected areas % total territorial area | 62 | 18.4 |
| Natural tourism digital demand 0–100 (best) | 39 | 30 |
| Attractiveness of natural assets | 46 | 5.5 |
| **Cultural resources and business travel** | 64 | 1.8 |
| Number of World Heritage cultural sites number of sites | 61 | 3 |
| Oral and intangible cultural heritage number of expressions | 43 | 3 |
| Sports stadiums number of large stadiums | 55 | 6.0 |
| Number of international association meetings 3-year average | 61 | 32.3 |
| Cultural and entertainment tourism digital demand 0–100 (best) | 63 | 10 |

* Scores are on a 1-to-7 scale unless indicated otherwise. For detailed definitions, sources, and periods, consult the interactive Country/Economy Profiles and Rankings at http://wef.ch/ttcr

# Czech Republic

**39th** / 136

Travel & Tourism Competitiveness Index 2017 edition

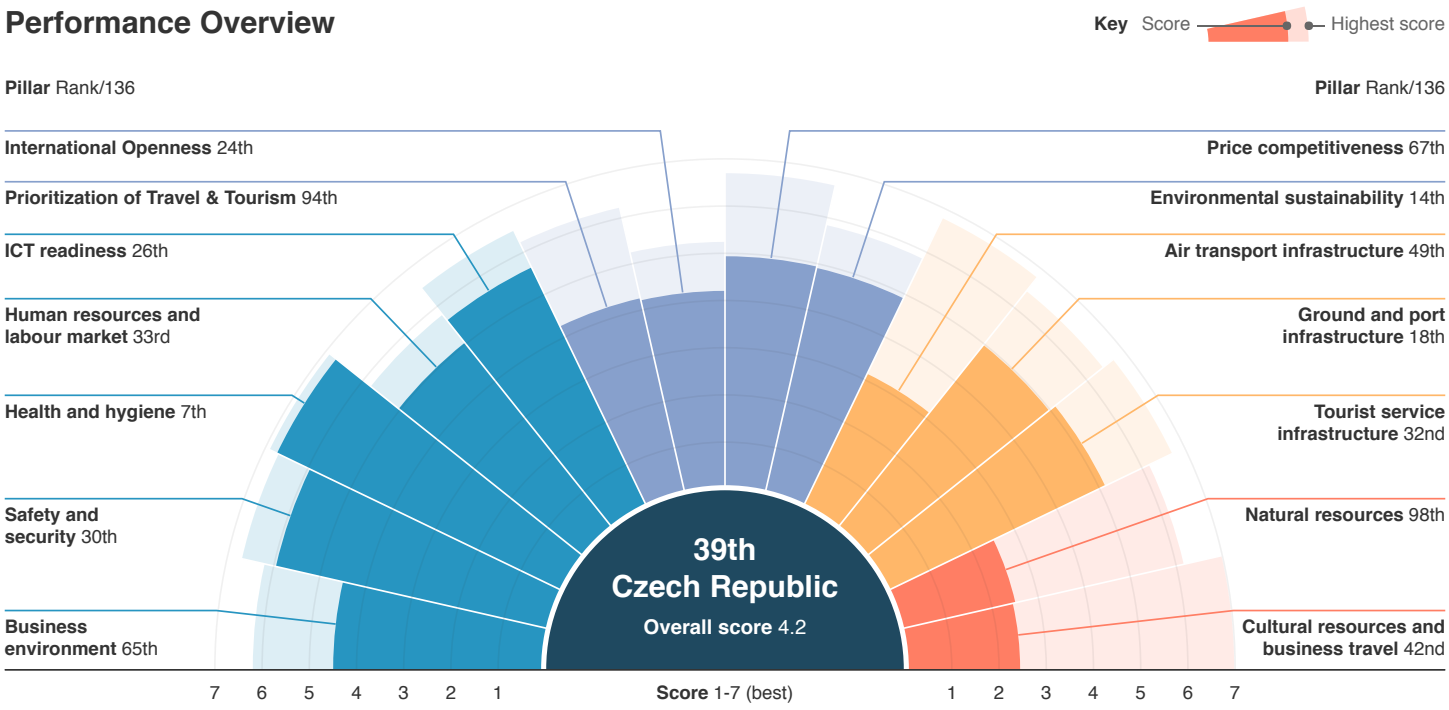
## Key Indicators

Sources: World Tourism Organization (UNWTO) and World Travel and Tourism Council (WTTC)

| | |
|---|---|
| **International tourist arrivals** | 11,148,000 |
| **International tourism inbound receipts** | US $6,048.3 million |
| **Average receipts per arrival** | US $542.5 |

| | |
|---|---|
| **T&T industry GDP** | US $4,612.3 million |
| % of total | 2.5% |
| **T&T industry employment** | 208,331 jobs |
| % of total | 4.1% |

## Performance Overview




## Past performance

| Travel & Tourism Competitiveness Edition | 2015 | 2017 |
|---|---|---|
| **Rank** | 37 / 141 | 39 / 136 |
| **Score** | 4.2 | 4.2 |

# Czech Republic

**39th** / 136

Travel & Tourism Competitiveness Index 2017 edition

WORLD ECONOMIC FORUM

| Index Component | Rank/136 | Score* |
|---|---|---|
| **Business environment** | 65 | 4.5 |
| Property rights | 51 | 4.5 |
| Business impact of rules on FDI | 26 | 5.3 |
| Efficiency of legal framework in settling disputes | 97 | 3.1 |
| Efficiency of legal framework in challenging regs | 92 | 3.1 |
| Time required to deal with construction permits days | 120 | 247 |
| Cost to deal with construction permits % construction cost | 9 | 0.3 |
| Extent of market dominance | 22 | 4.4 |
| Time to start a business days | 53 | 9.0 |
| Cost to start a business % GNI per capita | 61 | 5.7 |
| Effect of taxation on incentives to work | 108 | 3.3 |
| Effect of taxation on incentives to invest | 45 | 3.9 |
| Total tax rate % profits | 108 | 50.0 |
| **Safety and security** | 30 | 5.9 |
| Business costs of crime and violence | 38 | 5.3 |
| Reliability of police services | 61 | 4.5 |
| Business costs of terrorism | 22 | 6.0 |
| Index of terrorism incidence | 74 | 6.9 |
| Homicide rate /100,000 pop. | 12 | 0.7 |
| **Health and hygiene** | 7 | 6.7 |
| Physician density /1,000 pop | 20 | 3.5 |
| Access to improved sanitation % pop. | 25 | 99.1 |
| Access to improved drinking water % pop. | 1 | 100.0 |
| Hospital beds /10,000 pop. | 10 | 68.0 |
| HIV prevalence % adult pop. | 1 | <0.1 |
| Malaria incidence cases/100,000 pop. | 1 | S.L. |
| **Human resources and labour market** | 33 | 5.0 |
| Primary education enrollment rate net % | 25 | 98.1 |
| Secondary education enrollment rate gross % | 32 | 105.1 |
| Extent of staff training | 35 | 4.5 |
| Degree of customer orientation | 44 | 5.0 |
| Hiring and firing practices | 91 | 3.5 |
| Ease of finding skilled employees | 83 | 3.9 |
| Ease of hiring foreign labour | 69 | 4.1 |
| Pay and productivity | 21 | 4.7 |
| Female participation in the labor force ratio to men | 66 | 0.81 |
| **ICT readiness** | 26 | 5.6 |
| ICT use for biz-to-biz transactions | 31 | 5.4 |
| Internet use for biz-to-consumer transactions | 11 | 5.8 |
| Internet users % pop. | 26 | 81.3 |
| Fixed-broadband Internet subscriptions /100 pop. | 31 | 27.3 |
| Mobile-cellular telephone subscriptions /100 pop. | 57 | 123.2 |
| Mobile-broadband subscriptions /100 pop. | 39 | 72.0 |
| Mobile network coverage % pop. | 45 | 99.8 |
| Quality of electricity supply | 20 | 6.4 |
| **Prioritization of Travel & Tourism** | 94 | 4.2 |
| Government prioritization of travel and tourism industry | 90 | 4.4 |
| T&T government expenditure % government budget | 58 | 3.7 |
| Effectiveness of marketing and branding to attract tourists | 88 | 3.9 |
| Comprehensiveness of annual T&T data 0–120 (best) | 32 | 81 |
| Timeliness of providing monthly/quarterly T&T data 0–21 (best) | 70 | 18.0 |
| Country brand strategy rating 1–10 (best) | 126 | 51.7 |

| Index Component | Rank/136 | Score* |
|---|---|---|
| **International Openness** | 24 | 4.2 |
| Visa requirements 0–100 (best) | 73 | 24.0 |
| Openness of bilateral Air Service Agreements 0–38 (best) | 43 | 12.2 |
| Number of regional trade agreements in force number | 1 | 53.0 |
| **Price competitiveness** | 67 | 4.9 |
| Ticket taxes and airport charges 0–100 (best) | 62 | 77.7 |
| Hotel price index US$ | 19 | 85.3 |
| Purchasing power parity PPP $ | 89 | 0.5 |
| Fuel price levels US$ cents/litre | 109 | 160.0 |
| **Environmental sustainability** | 14 | 4.9 |
| Stringency of environmental regulations | 27 | 5.2 |
| Enforcement of environmental regulations | 39 | 4.4 |
| Sustainability of travel and tourism industry development | 44 | 4.7 |
| Particulate matter (2.5) concentration μg/m3 | 124 | 14.1 |
| Environmental treaty ratification 0–27 (best) | 26 | 25 |
| Baseline water stress 5–0 (best) | 64 | 1.7 |
| Threatened species % total species | 20 | 3.6 |
| Forest cover change % change | 77 | 0.1 |
| Wastewater treatment % | 31 | 63.0 |
| Costal shelf fishing pressure tonnes/km2 | n/a | n/a |
| **Air transport infrastructure** | 49 | 3.1 |
| Quality of air transport infrastructure | 31 | 5.3 |
| Available seat kilometres, domestic millions | 89 | 0.4 |
| Available seat kilometres, international millions | 61 | 212.6 |
| Aircraft departures /1,000 pop. | 52 | 5.3 |
| Airport density airports/million pop. | 95 | 0.6 |
| Number of operating airlines Number | 24 | 76.0 |
| **Ground and port infrastructure** | 18 | 4.9 |
| Quality of roads | 64 | 4.1 |
| Road density % total territorial area | 19 | - |
| Paved road density % total territorial area | 15 | - |
| Quality of railroad infrastructure | 22 | 4.6 |
| Railroad density km of roads/land area | 1 | 12.0 |
| Quality of port infrastructure | 95 | 3.4 |
| Ground transport efficiency | 23 | 4.9 |
| **Tourist service infrastructure** | 32 | 5.1 |
| Hotel rooms number/100 pop. | 20 | 1.3 |
| Quality of tourism infrastructure | 54 | 4.9 |
| Presence of major car rental companies | 1 | 7 |
| Automated teller machines number/thoudand adult pop. | 64 | 49.8 |
| **Natural resources** | 98 | 2.5 |
| Number of World Heritage natural sites number of sites | 86 | 0 |
| Total known species number of species | 105 | 386 |
| Total protected areas % total territorial area | 51 | 21.1 |
| Natural tourism digital demand 0–100 (best) | 58 | 14 |
| Attractiveness of natural assets | 117 | 3.9 |
| **Cultural resources and business travel** | 42 | 2.4 |
| Number of World Heritage cultural sites number of sites | 18 | 12 |
| Oral and intangible cultural heritage number of expressions | 30 | 5 |
| Sports stadiums number of large stadiums | 97 | 2.0 |
| Number of international association meetings 3-year average | 26 | 163.3 |
| Cultural and entertainment tourism digital demand 0–100 (best) | 84 | 6 |

* Scores are on a 1-to-7 scale unless indicated otherwise. For detailed definitions, sources, and periods, consult the interactive Country/Economy Profiles and Rankings at http://wef.ch/ttcr

# Denmark

**31st** / 136

Travel & Tourism Competitiveness Index 2017 edition

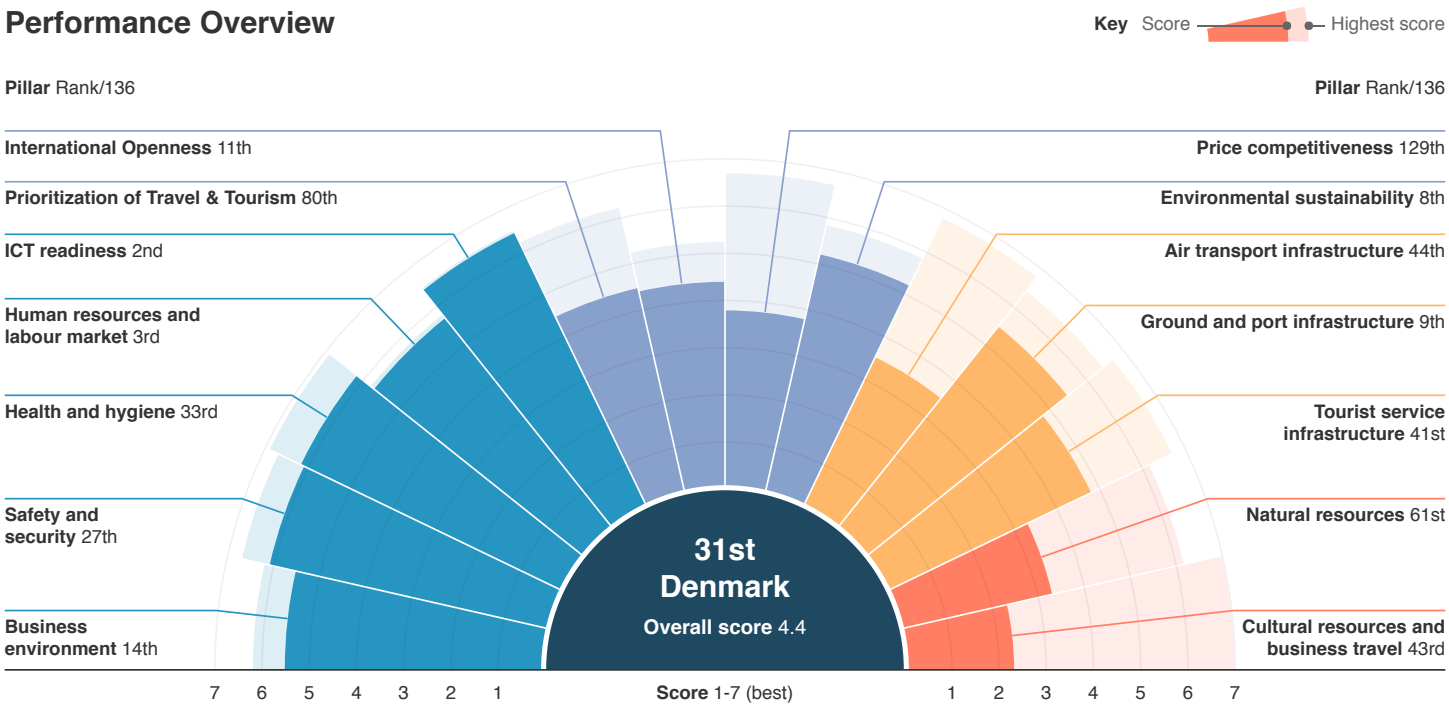
## Key Indicators

Sources: World Tourism Organization (UNWTO) and World Travel and Tourism Council (WTTC)

| | |
|---|---|
| **International tourist arrivals** | 10,424,000 |
| **International tourism inbound receipts** | US $6,684.1 million |
| **Average receipts per arrival** | US $641.2 |

| | |
|---|---|
| **T&T industry GDP** | US $6,024.1 million |
| % of total | 2.0% |
| **T&T industry employment** | 80,788 jobs |
| % of total | 3.0% |

## Performance Overview




## Past performance

| Travel & Tourism Competitiveness Edition | 2015 | 2017 |
|---|---|---|
| **Rank** | 27 / 141 | 31 / 136 |
| **Score** | 4.4 | 4.4 |

# Denmark

**31st**/136

## Travel & Tourism Competitiveness Index 2017 edition

WORLD ECONOMIC FORUM

| Index Component | Rank/136 | Score* |
|---|---|---|
| **Business environment** | 14 | 5.5 |
| Property rights | 18 | 5.8 |
| Business impact of rules on FDI | 19 | 5.4 |
| Efficiency of legal framework in settling disputes | 18 | 5.1 |
| Efficiency of legal framework in challenging regs | 34 | 4.2 |
| Time required to deal with construction permits days | 7 | 64 |
| Cost to deal with construction permits % construction cost | 66 | 1.8 |
| Extent of market dominance | 4 | 5.2 |
| Time to start a business days | 7 | 3.0 |
| Cost to start a business % GNI per capita | 4 | 0.2 |
| Effect of taxation on incentives to work | 124 | 2.9 |
| Effect of taxation on incentives to invest | 108 | 3.1 |
| Total tax rate % profits | 24 | 25.0 |
| **Safety and security** | 27 | 6.1 |
| Business costs of crime and violence | 28 | 5.4 |
| Reliability of police services | 24 | 6.0 |
| Business costs of terrorism | 75 | 5.1 |
| Index of terrorism incidence | 67 | 6.9 |
| Homicide rate /100,000 pop. | 29 | 1.0 |
| **Health and hygiene** | 33 | 6.1 |
| Physician density /1,000 pop | 22 | 3.5 |
| Access to improved sanitation % pop. | 18 | 99.6 |
| Access to improved drinking water % pop. | 1 | 100.0 |
| Hospital beds /10,000 pop. | 46 | 35.0 |
| HIV prevalence % adult pop. | 1 | 0.2 |
| Malaria incidence cases/100,000 pop. | 1 | S.L. |
| **Human resources and labour market** | 3 | 5.7 |
| Primary education enrollment rate net % | 28 | 98.1 |
| Secondary education enrollment rate gross % | 6 | 129.9 |
| Extent of staff training | 13 | 5.2 |
| Degree of customer orientation | 8 | 5.8 |
| Hiring and firing practices | 5 | 5.5 |
| Ease of finding skilled employees | 15 | 5.2 |
| Ease of hiring foreign labour | 60 | 4.1 |
| Pay and productivity | 11 | 5.0 |
| Female participation in the labor force ratio to men | 19 | 0.93 |
| **ICT readiness** | 2 | 6.4 |
| ICT use for biz-to-biz transactions | 11 | 5.8 |
| Internet use for biz-to-consumer transactions | 15 | 5.7 |
| Internet users % pop. | 4 | 96.3 |
| Fixed-broadband Internet subscriptions /100 pop. | 2 | 42.5 |
| Mobile-cellular telephone subscriptions /100 pop. | 49 | 128.3 |
| Mobile-broadband subscriptions /100 pop. | 9 | 116.8 |
| Mobile network coverage % pop. | 30 | 100.0 |
| Quality of electricity supply | 6 | 6.8 |
| **Prioritization of Travel & Tourism** | 80 | 4.4 |
| Government prioritization of travel and tourism industry | 88 | 4.4 |
| T&T government expenditure % government budget | 93 | 2.4 |
| Effectiveness of marketing and branding to attract tourists | 74 | 4.2 |
| Comprehensiveness of annual T&T data 0–120 (best) | 53 | 73 |
| Timeliness of providing monthly/quarterly T&T data 0–21 (best) | 28 | 20.0 |
| Country brand strategy rating 1–10 (best) | 66 | 75.0 |

| Index Component | Rank/136 | Score* |
|---|---|---|
| **International Openness** | 11 | 4.4 |
| Visa requirements 0–100 (best) | 73 | 24.0 |
| Openness of bilateral Air Service Agreements 0–38 (best) | 25 | 15.7 |
| Number of regional trade agreements in force number | 1 | 53.0 |
| **Price competitiveness** | 129 | 3.8 |
| Ticket taxes and airport charges 0–100 (best) | 56 | 79.0 |
| Hotel price index US$ | 79 | 145.9 |
| Purchasing power parity PPP $ | 133 | 1.1 |
| Fuel price levels US$ cents/litre | 126 | 180.0 |
| **Environmental sustainability** | 8 | 5.2 |
| Stringency of environmental regulations | 9 | 5.8 |
| Enforcement of environmental regulations | 7 | 6.0 |
| Sustainability of travel and tourism industry development | 40 | 4.8 |
| Particulate matter (2.5) concentration µg/m3 | 68 | 8.0 |
| Environmental treaty ratification 0–27 (best) | 1 | 30 |
| Baseline water stress 5–0 (best) | 30 | 0.4 |
| Threatened species % total species | 8 | 3.1 |
| Forest cover change % change | 99 | 0.1 |
| Wastewater treatment % | 13 | 91.6 |
| Costal shelf fishing pressure tonnes/km2 | 97 | 2.6 |
| **Air transport infrastructure** | 44 | 3.5 |
| Quality of air transport infrastructure | 17 | 5.8 |
| Available seat kilometres, domestic millions | 45 | 17.0 |
| Available seat kilometres, international millions | 39 | 491.6 |
| Aircraft departures /1,000 pop. | 76 | 2.5 |
| Airport density airports/million pop. | 36 | 1.8 |
| Number of operating airlines Number | 19 | 86.0 |
| **Ground and port infrastructure** | 9 | 5.4 |
| Quality of roads | 10 | 5.7 |
| Road density % total territorial area | 17 | - |
| Paved road density % total territorial area | 14 | - |
| Quality of railroad infrastructure | 20 | 4.7 |
| Railroad density km of roads/land area | 17 | 4.9 |
| Quality of port infrastructure | 9 | 5.7 |
| Ground transport efficiency | 19 | 5.0 |
| **Tourist service infrastructure** | 41 | 4.8 |
| Hotel rooms number/100 pop. | 45 | 0.8 |
| Quality of tourism infrastructure | 49 | 5.1 |
| Presence of major car rental companies | 1 | 7 |
| Automated teller machines number/thoudand adult pop. | 56 | 54.3 |
| **Natural resources** | 61 | 3.3 |
| Number of World Heritage natural sites number of sites | 19 | 3 |
| Total known species number of species | 111 | 358 |
| Total protected areas % total territorial area | 64 | 18.3 |
| Natural tourism digital demand 0–100 (best) | 72 | 12 |
| Attractiveness of natural assets | 84 | 4.9 |
| **Cultural resources and business travel** | 43 | 2.3 |
| Number of World Heritage cultural sites number of sites | 47 | 5 |
| Oral and intangible cultural heritage number of expressions | 93 | 0 |
| Sports stadiums number of large stadiums | 77 | 4.0 |
| Number of international association meetings 3-year average | 22 | 188.0 |
| Cultural and entertainment tourism digital demand 0–100 (best) | 59 | 11 |

* Scores are on a 1-to-7 scale unless indicated otherwise. For detailed definitions, sources, and periods, consult the interactive Country/Economy Profiles and Rankings at http://wef.ch/ttcr

# Dominican Republic

**76th** / 136

Travel & Tourism Competitiveness Index 2017 edition

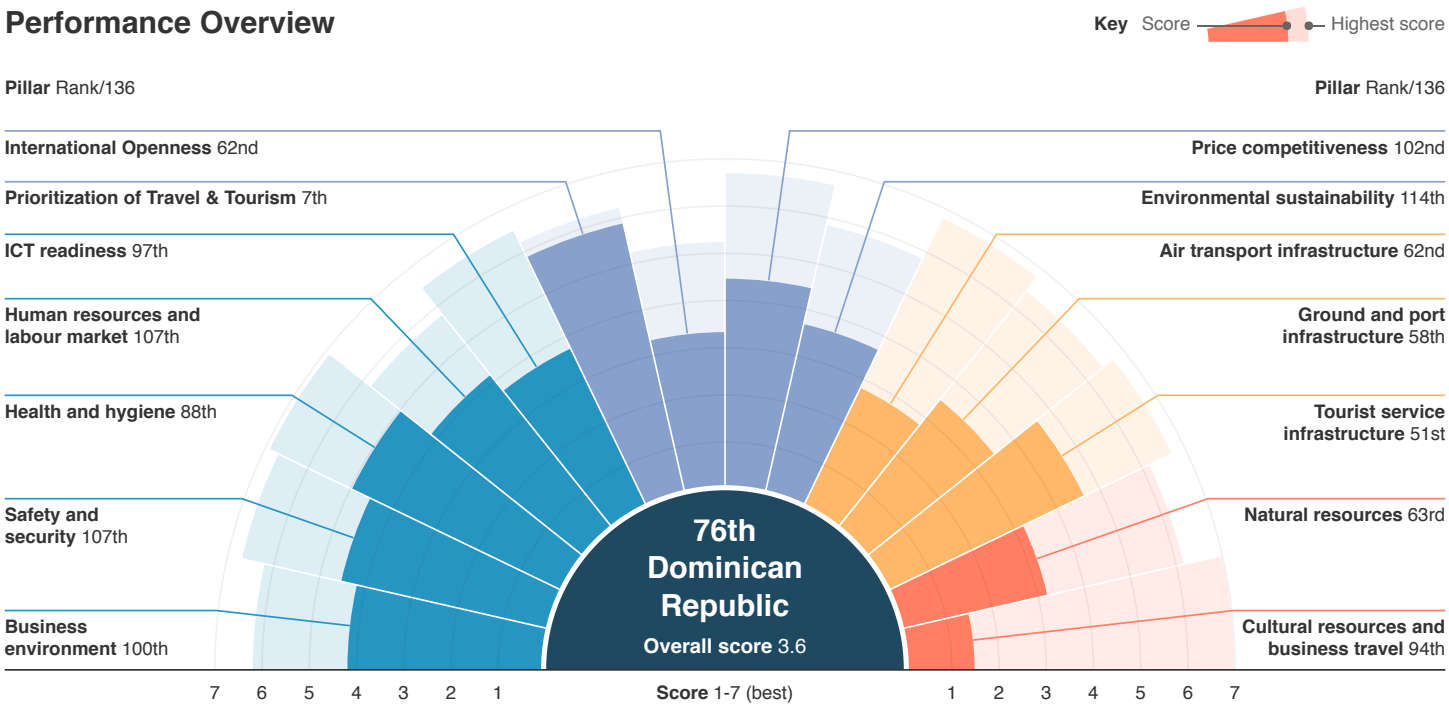
## Key Indicators

Sources: World Tourism Organization (UNWTO) and World Travel and Tourism Council (WTTC)

| | |
|---|---|
| **International tourist arrivals** | 5,599,859 |
| **International tourism inbound receipts** | US $6,115.9 million |
| **Average receipts per arrival** | US $1,092.2 |

| | |
|---|---|
| **T&T industry GDP** | US $3,404.7 million |
| % of total | 5.0% |
| **T&T industry employment** | 179,197 jobs |
| % of total | 4.5% |

## Performance Overview




## Past performance

| Travel & Tourism Competitiveness Edition | 2015 | 2017 |
|---|---|---|
| **Rank** | 81 / 141 | 76 / 136 |
| **Score** | 3.5 | 3.6 |

# Dominican Republic

**76th** / 136

## Travel & Tourism Competitiveness Index 2017 edition

WORLD ECONOMIC FORUM

| Index Component | Rank/136 | Score* |
|---|---|---|
| **Business environment** | 100 | 4.2 |
| Property rights | 89 | 4.0 |
| Business impact of rules on FDI | 42 | 5.0 |
| Efficiency of legal framework in settling disputes | 110 | 2.9 |
| Efficiency of legal framework in challenging regs | 126 | 2.5 |
| Time required to deal with construction permits days | 94 | 184 |
| Cost to deal with construction permits % construction cost | 63 | 1.7 |
| Extent of market dominance | 128 | 2.8 |
| Time to start a business days | 83 | 14.5 |
| Cost to start a business % GNI per capita | 97 | 16.3 |
| Effect of taxation on incentives to work | 68 | 3.9 |
| Effect of taxation on incentives to invest | 109 | 3.0 |
| Total tax rate % profits | 87 | 42.4 |
| **Safety and security** | 107 | 4.5 |
| Business costs of crime and violence | 120 | 3.1 |
| Reliability of police services | 131 | 2.4 |
| Business costs of terrorism | 36 | 5.8 |
| Index of terrorism incidence | 80 | 6.9 |
| Homicide rate /100,000 pop. | 125 | 17.4 |
| **Health and hygiene** | 88 | 4.9 |
| Physician density /1,000 pop | 74 | 1.5 |
| Access to improved sanitation % pop. | 79 | 84.0 |
| Access to improved drinking water % pop. | 109 | 84.7 |
| Hospital beds /10,000 pop. | 87 | 17.0 |
| HIV prevalence % adult pop. | 104 | 1.0 |
| Malaria incidence cases/100,000 pop. | 87 | 7.7 |
| **Human resources and labour market** | 107 | 4.1 |
| Primary education enrollment rate net % | 113 | 86.9 |
| Secondary education enrollment rate gross % | 95 | 77.8 |
| Extent of staff training | 104 | 3.5 |
| Degree of customer orientation | 98 | 4.3 |
| Hiring and firing practices | 105 | 3.3 |
| Ease of finding skilled employees | 82 | 3.9 |
| Ease of hiring foreign labour | 22 | 4.7 |
| Pay and productivity | 122 | 3.2 |
| Female participation in the labor force ratio to men | 94 | 0.69 |
| **ICT readiness** | 97 | 3.7 |
| ICT use for biz-to-biz transactions | 60 | 4.8 |
| Internet use for biz-to-consumer transactions | 73 | 4.3 |
| Internet users % pop. | 70 | 54.2 |
| Fixed-broadband Internet subscriptions /100 pop. | 80 | 6.4 |
| Mobile-cellular telephone subscriptions /100 pop. | 116 | 82.6 |
| Mobile-broadband subscriptions /100 pop. | 90 | 39.6 |
| Mobile network coverage % pop. | 87 | 98.8 |
| Quality of electricity supply | 121 | 2.4 |
| **Prioritization of Travel & Tourism** | 7 | 5.8 |
| Government prioritization of travel and tourism industry | 28 | 5.6 |
| T&T government expenditure % government budget | 1 | 22.0 |
| Effectiveness of marketing and branding to attract tourists | 21 | 5.3 |
| Comprehensiveness of annual T&T data 0–120 (best) | 32 | 81 |
| Timeliness of providing monthly/quarterly T&T data 0–21 (best) | 9 | 21.0 |
| Country brand strategy rating 1–10 (best) | 92 | 70.9 |

| Index Component | Rank/136 | Score* |
|---|---|---|
| **International Openness** | 62 | 3.3 |
| Visa requirements 0–100 (best) | 60 | 30.0 |
| Openness of bilateral Air Service Agreements 0–38 (best) | 12 | 23.0 |
| Number of regional trade agreements in force number | 71 | 7.0 |
| **Price competitiveness** | 102 | 4.4 |
| Ticket taxes and airport charges 0–100 (best) | 124 | 40.0 |
| Hotel price index US$ | 63 | 132.9 |
| Purchasing power parity PPP $ | 70 | 0.5 |
| Fuel price levels US$ cents/litre | 77 | 121.0 |
| **Environmental sustainability** | 114 | 3.7 |
| Stringency of environmental regulations | 98 | 3.4 |
| Enforcement of environmental regulations | 109 | 3.1 |
| Sustainability of travel and tourism industry development | 57 | 4.5 |
| Particulate matter (2.5) concentration µg/m3 | 16 | 3.9 |
| Environmental treaty ratification 0–27 (best) | 90 | 19 |
| Baseline water stress 5–0 (best) | 102 | 3.6 |
| Threatened species % total species | 130 | 15.9 |
| Forest cover change % change | 95 | 0.1 |
| Wastewater treatment % | 49 | 40.4 |
| Costal shelf fishing pressure tonnes/km2 | 14 | 0.0 |
| **Air transport infrastructure** | 62 | 2.8 |
| Quality of air transport infrastructure | 50 | 4.8 |
| Available seat kilometres, domestic millions | 105 | 0.0 |
| Available seat kilometres, international millions | 49 | 391.7 |
| Aircraft departures /1,000 pop. | 124 | 0.1 |
| Airport density airports/million pop. | 81 | 0.8 |
| Number of operating airlines Number | 32 | 65.0 |
| **Ground and port infrastructure** | 58 | 3.5 |
| Quality of roads | 53 | 4.4 |
| Road density % total territorial area | 74 | - |
| Paved road density % total territorial area | 73 | - |
| Quality of railroad infrastructure | n/a | n/a |
| Railroad density km of roads/land area | n/a | n/a |
| Quality of port infrastructure | 46 | 4.6 |
| Ground transport efficiency | 78 | 3.2 |
| **Tourist service infrastructure** | 51 | 4.6 |
| Hotel rooms number/100 pop. | 54 | 0.7 |
| Quality of tourism infrastructure | 13 | 5.8 |
| Presence of major car rental companies | 1 | 7 |
| Automated teller machines number/thoudand adult pop. | 87 | 33.4 |
| **Natural resources** | 63 | 3.2 |
| Number of World Heritage natural sites number of sites | 86 | 0 |
| Total known species number of species | 117 | 333 |
| Total protected areas % total territorial area | 42 | 22.9 |
| Natural tourism digital demand 0–100 (best) | 41 | 26 |
| Attractiveness of natural assets | 5 | 6.4 |
| **Cultural resources and business travel** | 94 | 1.4 |
| Number of World Heritage cultural sites number of sites | 97 | 1 |
| Oral and intangible cultural heritage number of expressions | 93 | 0 |
| Sports stadiums number of large stadiums | 97 | 2.0 |
| Number of international association meetings 3-year average | 64 | 30.3 |
| Cultural and entertainment tourism digital demand 0–100 (best) | 55 | 12 |

* Scores are on a 1-to-7 scale unless indicated otherwise. For detailed definitions, sources, and periods, consult the interactive Country/Economy Profiles and Rankings at http://wef.ch/ttcr

# Ecuador

**57th** / 136

Travel & Tourism Competitiveness Index 2017 edition

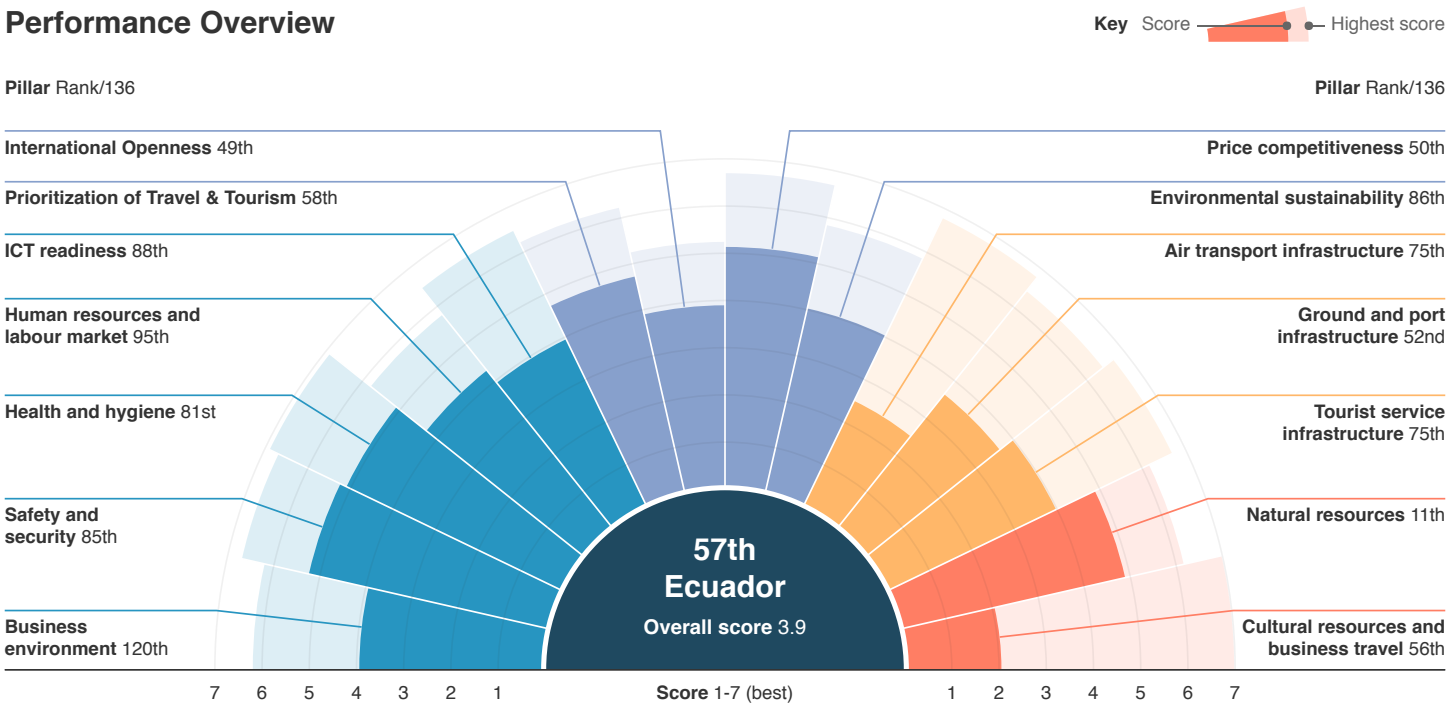
## Key Indicators

Sources: World Tourism Organization (UNWTO) and World Travel and Tourism Council (WTTC)

| | |
|---|---|
| **International tourist arrivals** | 1,544,463 |
| **International tourism inbound receipts** | US $1,551.4 million |
| **Average receipts per arrival** | US $1,004.5 |

| | |
|---|---|
| **T&T industry GDP** | US $2,124.3 million |
| % of total | 2.1% |
| **T&T industry employment** | 146,569 jobs |
| % of total | 1.9% |

## Performance Overview




## Past performance

| Travel & Tourism Competitiveness Edition | 2017 |
|---|---|
| **Rank** | 57 / 136 |
| **Score** | 3.9 |

# Ecuador

**57th** / 136

## Travel & Tourism Competitiveness Index 2017 edition

WORLD ECONOMIC FORUM

| Index Component | Rank/136 | Score* |
|---|---|---|
| **Business environment** | 120 | 3.9 |
| Property rights | 116 | 3.6 |
| Business impact of rules on FDI | 132 | 3.1 |
| Efficiency of legal framework in settling disputes | 105 | 3.0 |
| Efficiency of legal framework in challenging regs | 134 | 2.0 |
| Time required to deal with construction permits days | 48 | 114 |
| Cost to deal with construction permits % construction cost | 33 | 0.8 |
| Extent of market dominance | 119 | 3.0 |
| Time to start a business days | 126 | 48.5 |
| Cost to start a business % GNI per capita | 106 | 21.0 |
| Effect of taxation on incentives to work | 89 | 3.7 |
| Effect of taxation on incentives to invest | 132 | 2.5 |
| Total tax rate % profits | 44 | 32.5 |
| **Safety and security** | 85 | 5.2 |
| Business costs of crime and violence | 107 | 3.7 |
| Reliability of police services | 90 | 3.9 |
| Business costs of terrorism | 47 | 5.6 |
| Index of terrorism incidence | 54 | 7.0 |
| Homicide rate /100,000 pop. | 104 | 8.2 |
| **Health and hygiene** | 81 | 5.1 |
| Physician density /1,000 pop | 69 | 1.7 |
| Access to improved sanitation % pop. | 78 | 84.7 |
| Access to improved drinking water % pop. | 105 | 86.9 |
| Hospital beds /10,000 pop. | 92 | 16.0 |
| HIV prevalence % adult pop. | 60 | 0.3 |
| Malaria incidence cases/100,000 pop. | 85 | 2.5 |
| **Human resources and labour market** | 95 | 4.2 |
| Primary education enrollment rate net % | 91 | 91.3 |
| Secondary education enrollment rate gross % | 27 | 107.7 |
| Extent of staff training | 83 | 3.7 |
| Degree of customer orientation | 91 | 4.3 |
| Hiring and firing practices | 127 | 2.4 |
| Ease of finding skilled employees | 81 | 4.0 |
| Ease of hiring foreign labour | 83 | 3.9 |
| Pay and productivity | 75 | 3.8 |
| Female participation in the labor force ratio to men | 111 | 0.63 |
| **ICT readiness** | 88 | 3.9 |
| ICT use for biz-to-biz transactions | 78 | 4.5 |
| Internet use for biz-to-consumer transactions | 94 | 4.1 |
| Internet users % pop. | 79 | 48.9 |
| Fixed-broadband Internet subscriptions /100 pop. | 71 | 9.7 |
| Mobile-cellular telephone subscriptions /100 pop. | 120 | 79.8 |
| Mobile-broadband subscriptions /100 pop. | 98 | 35.1 |
| Mobile network coverage % pop. | 101 | 97.0 |
| Quality of electricity supply | 77 | 4.7 |
| **Prioritization of Travel & Tourism** | 58 | 4.7 |
| Government prioritization of travel and tourism industry | 59 | 5.0 |
| T&T government expenditure % government budget | 122 | 1.2 |
| Effectiveness of marketing and branding to attract tourists | 48 | 4.8 |
| Comprehensiveness of annual T&T data 0–120 (best) | 30 | 84 |
| Timeliness of providing monthly/quarterly T&T data 0–21 (best) | 9 | 21.0 |
| Country brand strategy rating 1–10 (best) | 21 | 83.4 |

| Index Component | Rank/136 | Score* |
|---|---|---|
| **International Openness** | 49 | 3.9 |
| Visa requirements 0–100 (best) | 1 | 89.0 |
| Openness of bilateral Air Service Agreements 0–38 (best) | 22 | 16.2 |
| Number of regional trade agreements in force number | 102 | 3.0 |
| **Price competitiveness** | 50 | 5.1 |
| Ticket taxes and airport charges 0–100 (best) | 129 | 32.6 |
| Hotel price index US$ | 34 | 101.4 |
| Purchasing power parity PPP $ | 90 | 0.5 |
| Fuel price levels US$ cents/litre | 9 | 29.0 |
| **Environmental sustainability** | 86 | 4.0 |
| Stringency of environmental regulations | 43 | 4.6 |
| Enforcement of environmental regulations | 45 | 4.3 |
| Sustainability of travel and tourism industry development | 66 | 4.4 |
| Particulate matter (2.5) concentration µg/m3 | 52 | 6.5 |
| Environmental treaty ratification 0–27 (best) | 54 | 22 |
| Baseline water stress 5–0 (best) | 75 | 2.1 |
| Threatened species % total species | 125 | 13.1 |
| Forest cover change % change | 38 | 0.0 |
| Wastewater treatment % | 111 | 0.0 |
| Costal shelf fishing pressure tonnes/km2 | 21 | 0.0 |
| **Air transport infrastructure** | 75 | 2.5 |
| Quality of air transport infrastructure | 39 | 5.1 |
| Available seat kilometres, domestic millions | 38 | 38.0 |
| Available seat kilometres, international millions | 73 | 129.0 |
| Aircraft departures /1,000 pop. | 63 | 3.9 |
| Airport density airports/million pop. | 50 | 1.4 |
| Number of operating airlines Number | 94 | 20.0 |
| **Ground and port infrastructure** | 52 | 3.6 |
| Quality of roads | 24 | 5.1 |
| Road density % total territorial area | 96 | - |
| Paved road density % total territorial area | 112 | - |
| Quality of railroad infrastructure | n/a | n/a |
| Railroad density km of roads/land area | n/a | n/a |
| Quality of port infrastructure | 40 | 4.7 |
| Ground transport efficiency | 79 | 3.2 |
| **Tourist service infrastructure** | 75 | 3.9 |
| Hotel rooms number/100 pop. | 66 | 0.5 |
| Quality of tourism infrastructure | 95 | 4.3 |
| Presence of major car rental companies | 51 | 6 |
| Automated teller machines number/thoudand adult pop. | 78 | 40.6 |
| **Natural resources** | 11 | 4.9 |
| Number of World Heritage natural sites number of sites | 30 | 2 |
| Total known species number of species | 5 | 2477 |
| Total protected areas % total territorial area | 33 | 25.8 |
| Natural tourism digital demand 0–100 (best) | 37 | 34 |
| Attractiveness of natural assets | 10 | 6.2 |
| **Cultural resources and business travel** | 56 | 2.0 |
| Number of World Heritage cultural sites number of sites | 61 | 3 |
| Oral and intangible cultural heritage number of expressions | 43 | 3 |
| Sports stadiums number of large stadiums | 43 | 10.0 |
| Number of international association meetings 3-year average | 55 | 45.0 |
| Cultural and entertainment tourism digital demand 0–100 (best) | 52 | 12 |

* Scores are on a 1-to-7 scale unless indicated otherwise. For detailed definitions, sources, and periods, consult the interactive Country/Economy Profiles and Rankings at http://wef.ch/ttcr

# Egypt

**74th** / 136

Travel & Tourism Competitiveness Index 2017 edition

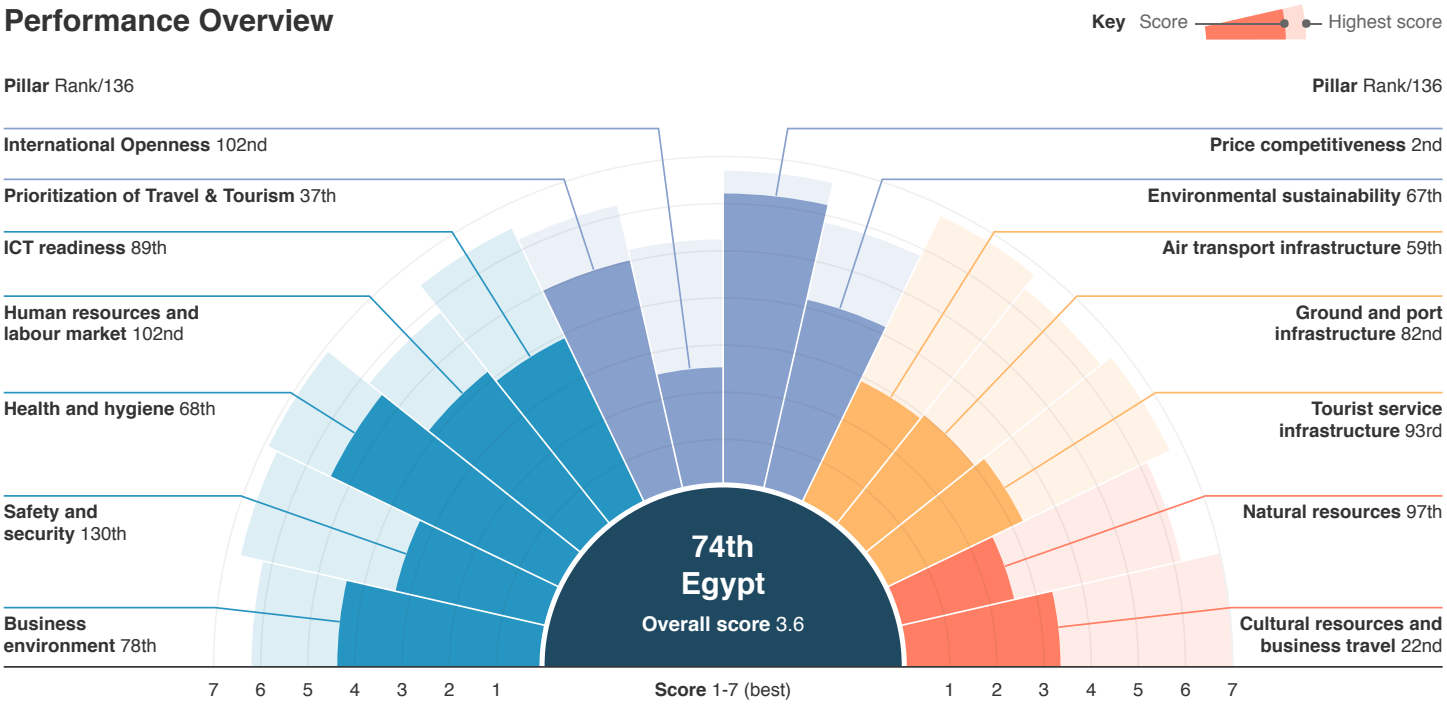
## Key Indicators

Sources: World Tourism Organization (UNWTO) and World Travel and Tourism Council (WTTC)

| | |
|---|---|
| **International tourist arrivals** | 9,139,104 |
| **International tourism inbound receipts** | US $6,065.1 million |
| **Average receipts per arrival** | US $663.6 |

| | |
|---|---|
| **T&T industry GDP** | US $14,482.8 million |
| % of total | 4.9% |
| **T&T industry employment** | 1,110,550 jobs |
| % of total | 4.4% |

## Performance Overview




Egypt ranks 74th in this edition, gaining nine positions compared with two years ago. Egypt is still on the road to recovery. In 2015, it welcomed about 9 million international tourists, a figure which is higher than pre-financial crisis level, but still about 5 million short of its 2010 peak before the Arab Spring. The country has put in place better conditions to resume the growth that almost doubled the size of the sector between 2000 and 2010. In fact, the main drivers of Egypt's performance have been greater increase in governmental support of the T&T sector (37th, up 32 places)-including the allocation of an impressive 6.8% of the total budget (22nd) to the sector-as well as the strengthening of cultural resources (22nd, up 19 places) to rebuild the country's image. At the same time, an increased digital presence has led to a growth in digital demand for the country's popular cultural resources. In addition, Egypt continues to be one of the world's most price-competitive destinations (2nd) and has eased its visa policy substantially (51st). Still, security concerns, and terrorism in particular, remain the largest challenge (130th) for Egypt's T&T sector.

## Past performance

| Travel & Tourism Competitiveness Edition | 2015 | 2017 |
|---|---|---|
| **Rank** | 83 / 141 | 74 / 136 |
| **Score** | 3.5 | 3.6 |

# Egypt

**74th** / 136

## Travel & Tourism Competitiveness Index 2017 edition

WORLD ECONOMIC FORUM

| Index Component | Rank/136 | Score* |
|---|---|---|
| **Business environment** | 78 | 4.3 |
| Property rights | 98 | 3.9 |
| Business impact of rules on FDI | 113 | 3.8 |
| Efficiency of legal framework in settling disputes | 79 | 3.4 |
| Efficiency of legal framework in challenging regs | 71 | 3.4 |
| Time required to deal with construction permits days | 68 | 145 |
| Cost to deal with construction permits % construction cost | 62 | 1.6 |
| Extent of market dominance | 101 | 3.3 |
| Time to start a business days | 29 | 6.0 |
| Cost to start a business % GNI per capita | 70 | 7.4 |
| Effect of taxation on incentives to work | 102 | 3.4 |
| Effect of taxation on incentives to invest | 82 | 3.4 |
| Total tax rate % profits | 90 | 43.5 |
| **Safety and security** | 130 | 3.3 |
| Business costs of crime and violence | 122 | 2.9 |
| Reliability of police services | 112 | 3.3 |
| Business costs of terrorism | 133 | 2.7 |
| Index of terrorism incidence | 126 | 1.0 |
| Homicide rate /100,000 pop. | 69 | 3.2 |
| **Health and hygiene** | 68 | 5.4 |
| Physician density /1,000 pop | 39 | 2.8 |
| Access to improved sanitation % pop. | 57 | 94.7 |
| Access to improved drinking water % pop. | 47 | 99.4 |
| Hospital beds /10,000 pop. | 125 | 5.0 |
| HIV prevalence % adult pop. | 1 | 0.1 |
| Malaria incidence cases/100,000 pop. | 1 | P.R. |
| **Human resources and labour market** | 102 | 4.1 |
| Primary education enrollment rate net % | 29 | 98.0 |
| Secondary education enrollment rate gross % | 85 | 86.1 |
| Extent of staff training | 135 | 2.7 |
| Degree of customer orientation | 55 | 4.9 |
| Hiring and firing practices | 60 | 3.9 |
| Ease of finding skilled employees | 85 | 3.9 |
| Ease of hiring foreign labour | 111 | 3.5 |
| Pay and productivity | 123 | 3.2 |
| Female participation in the labor force ratio to men | 131 | 0.31 |
| **ICT readiness** | 89 | 3.9 |
| ICT use for biz-to-biz transactions | 65 | 4.7 |
| Internet use for biz-to-consumer transactions | 95 | 4.0 |
| Internet users % pop. | 95 | 37.8 |
| Fixed-broadband Internet subscriptions /100 pop. | 86 | 4.5 |
| Mobile-cellular telephone subscriptions /100 pop. | 80 | 111.0 |
| Mobile-broadband subscriptions /100 pop. | 75 | 50.7 |
| Mobile network coverage % pop. | 46 | 99.8 |
| Quality of electricity supply | 101 | 3.5 |
| **Prioritization of Travel & Tourism** | 37 | 5.0 |
| Government prioritization of travel and tourism industry | 68 | 4.8 |
| T&T government expenditure % government budget | 22 | 6.8 |
| Effectiveness of marketing and branding to attract tourists | 109 | 3.5 |
| Comprehensiveness of annual T&T data 0–120 (best) | 28 | 85 |
| Timeliness of providing monthly/quarterly T&T data 0–21 (best) | 28 | 20.0 |
| Country brand strategy rating 1–10 (best) | 60 | 76.5 |

| Index Component | Rank/136 | Score* |
|---|---|---|
| **International Openness** | 102 | 2.5 |
| Visa requirements 0–100 (best) | 51 | 35.0 |
| Openness of bilateral Air Service Agreements 0–38 (best) | 113 | 7.0 |
| Number of regional trade agreements in force number | 71 | 7.0 |
| **Price competitiveness** | 2 | 6.2 |
| Ticket taxes and airport charges 0–100 (best) | 54 | 79.3 |
| Hotel price index US$ | 14 | 82.5 |
| Purchasing power parity PPP $ | 19 | 0.3 |
| Fuel price levels US$ cents/litre | 8 | 25.0 |
| **Environmental sustainability** | 67 | 4.1 |
| Stringency of environmental regulations | 134 | 2.5 |
| Enforcement of environmental regulations | 135 | 2.2 |
| Sustainability of travel and tourism industry development | 92 | 3.9 |
| Particulate matter (2.5) concentration μg/m3 | 125 | 14.9 |
| Environmental treaty ratification 0–27 (best) | 67 | 21 |
| Baseline water stress 5–0 (best) | 59 | 1.4 |
| Threatened species % total species | 86 | 6.6 |
| Forest cover change % change | 13 | 0.0 |
| Wastewater treatment % | 54 | 28.4 |
| Costal shelf fishing pressure tonnes/km2 | 29 | 0.0 |
| **Air transport infrastructure** | 59 | 2.9 |
| Quality of air transport infrastructure | 52 | 4.8 |
| Available seat kilometres, domestic millions | 42 | 25.3 |
| Available seat kilometres, international millions | 33 | 601.1 |
| Aircraft departures /1,000 pop. | 94 | 1.1 |
| Airport density airports/million pop. | 124 | 0.3 |
| Number of operating airlines Number | 31 | 68.0 |
| **Ground and port infrastructure** | 82 | 3.0 |
| Quality of roads | 105 | 3.0 |
| Road density % total territorial area | 99 | - |
| Paved road density % total territorial area | 68 | - |
| Quality of railroad infrastructure | 69 | 2.6 |
| Railroad density km of roads/land area | 66 | 0.5 |
| Quality of port infrastructure | 58 | 4.3 |
| Ground transport efficiency | 46 | 4.0 |
| **Tourist service infrastructure** | 93 | 3.2 |
| Hotel rooms number/100 pop. | 91 | 0.2 |
| Quality of tourism infrastructure | 39 | 5.3 |
| Presence of major car rental companies | 85 | 4 |
| Automated teller machines number/thoudand adult pop. | 106 | 12.7 |
| **Natural resources** | 97 | 2.5 |
| Number of World Heritage natural sites number of sites | 46 | 1 |
| Total known species number of species | 74 | 497 |
| Total protected areas % total territorial area | 90 | 11.2 |
| Natural tourism digital demand 0–100 (best) | 46 | 22 |
| Attractiveness of natural assets | 131 | 3.1 |
| **Cultural resources and business travel** | 22 | 3.3 |
| Number of World Heritage cultural sites number of sites | 36 | 6 |
| Oral and intangible cultural heritage number of expressions | 56 | 2 |
| Sports stadiums number of large stadiums | 22 | 20.0 |
| Number of international association meetings 3-year average | 72 | 18.0 |
| Cultural and entertainment tourism digital demand 0–100 (best) | 8 | 67 |

* Scores are on a 1-to-7 scale unless indicated otherwise. For detailed definitions, sources, and periods, consult the interactive Country/Economy Profiles and Rankings at http://wef.ch/ttcr

# El Salvador

**105th** / 136

Travel & Tourism Competitiveness Index 2017 edition

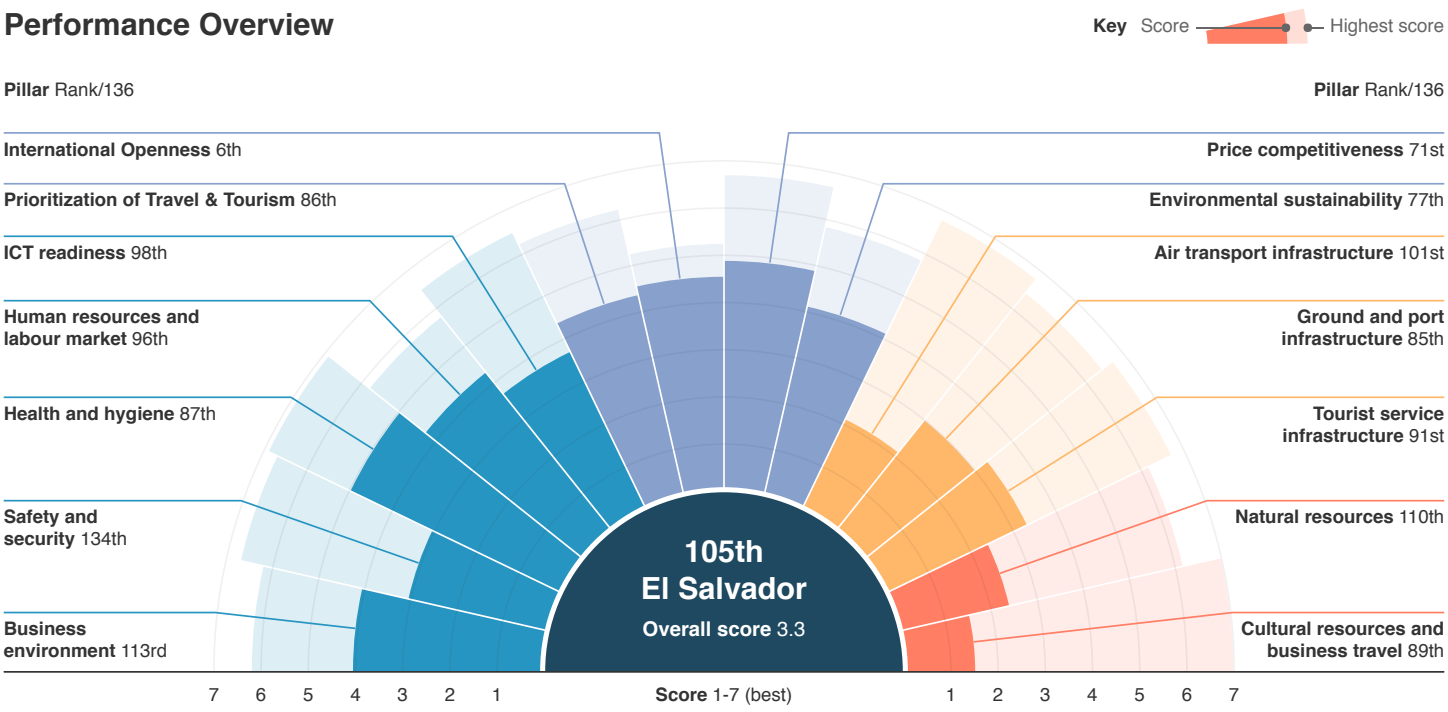
## Key Indicators

Sources: World Tourism Organization (UNWTO) and World Travel and Tourism Council (WTTC)

| | |
|---|---|
| **International tourist arrivals** | 1,401,598 |
| **International tourism inbound receipts** | US $817.1 million |
| **Average receipts per arrival** | US $583.0 |

| | |
|---|---|
| **T&T industry GDP** | US $1,113.8 million |
| % of total | 4.3% |
| **T&T industry employment** | 101,799 jobs |
| % of total | 3.8% |

## Performance Overview




## Past performance

| Travel & Tourism Competitiveness Edition | 2015 | 2017 |
|---|---|---|
| **Rank** | 91 / 141 | 105 / 136 |
| **Score** | 3.4 | 3.3 |

# El Salvador

**105th** / 136

Travel & Tourism Competitiveness Index 2017 edition

WORLD ECONOMIC FORUM

| Index Component | Rank/136 | Score* |
|---|---|---|
| **Business environment** | 113 | 4.0 |
| Property rights | 106 | 3.8 |
| Business impact of rules on FDI | 101 | 4.1 |
| Efficiency of legal framework in settling disputes | 125 | 2.6 |
| Efficiency of legal framework in challenging regs | 115 | 2.7 |
| Time required to deal with construction permits days | 43 | 111 |
| Cost to deal with construction permits % construction cost | 98 | 4.2 |
| Extent of market dominance | 117 | 3.0 |
| Time to start a business days | 90 | 15.5 |
| Cost to start a business % GNI per capita | 122 | 40.7 |
| Effect of taxation on incentives to work | 81 | 3.8 |
| Effect of taxation on incentives to invest | 106 | 3.1 |
| Total tax rate % profits | 74 | 38.8 |
| **Safety and security** | 134 | 3.0 |
| Business costs of crime and violence | 135 | 1.8 |
| Reliability of police services | 132 | 2.3 |
| Business costs of terrorism | 129 | 3.0 |
| Index of terrorism incidence | 1 | 7.0 |
| Homicide rate /100,000 pop. | 135 | 64.2 |
| **Health and hygiene** | 87 | 4.9 |
| Physician density /1,000 pop | 72 | 1.6 |
| Access to improved sanitation % pop. | 91 | 75.0 |
| Access to improved drinking water % pop. | 81 | 93.8 |
| Hospital beds /10,000 pop. | 105 | 11.0 |
| HIV prevalence % adult pop. | 85 | 0.5 |
| Malaria incidence cases/100,000 pop. | 81 | 0.2 |
| **Human resources and labour market** | 96 | 4.2 |
| Primary education enrollment rate net % | 82 | 93.1 |
| Secondary education enrollment rate gross % | 93 | 81.1 |
| Extent of staff training | 108 | 3.5 |
| Degree of customer orientation | 59 | 4.8 |
| Hiring and firing practices | 87 | 3.5 |
| Ease of finding skilled employees | 104 | 3.7 |
| Ease of hiring foreign labour | 63 | 4.1 |
| Pay and productivity | 126 | 3.1 |
| Female participation in the labor force ratio to men | 105 | 0.64 |
| **ICT readiness** | 98 | 3.7 |
| ICT use for biz-to-biz transactions | 102 | 4.2 |
| Internet use for biz-to-consumer transactions | 81 | 4.3 |
| Internet users % pop. | 100 | 26.9 |
| Fixed-broadband Internet subscriptions /100 pop. | 84 | 5.5 |
| Mobile-cellular telephone subscriptions /100 pop. | 25 | 145.3 |
| Mobile-broadband subscriptions /100 pop. | 110 | 19.9 |
| Mobile network coverage % pop. | 124 | 87.7 |
| Quality of electricity supply | 68 | 4.9 |
| **Prioritization of Travel & Tourism** | 86 | 4.3 |
| Government prioritization of travel and tourism industry | 107 | 3.9 |
| T&T government expenditure % government budget | 86 | 2.6 |
| Effectiveness of marketing and branding to attract tourists | 106 | 3.5 |
| Comprehensiveness of annual T&T data 0–120 (best) | 43 | 77 |
| Timeliness of providing monthly/quarterly T&T data 0–21 (best) | 70 | 18.0 |
| Country brand strategy rating 1–10 (best) | 12 | 87.1 |

| Index Component | Rank/136 | Score* |
|---|---|---|
| **International Openness** | 6 | 4.5 |
| Visa requirements 0–100 (best) | 42 | 46.0 |
| Openness of bilateral Air Service Agreements 0–38 (best) | 2 | 27.8 |
| Number of regional trade agreements in force number | 50 | 18.0 |
| **Price competitiveness** | 71 | 4.8 |
| Ticket taxes and airport charges 0–100 (best) | 119 | 46.1 |
| Hotel price index US$ | 30 | 96.0 |
| Purchasing power parity PPP $ | 79 | 0.5 |
| Fuel price levels US$ cents/litre | 41 | 102.0 |
| **Environmental sustainability** | 77 | 4.1 |
| Stringency of environmental regulations | 106 | 3.3 |
| Enforcement of environmental regulations | 118 | 3.0 |
| Sustainability of travel and tourism industry development | 115 | 3.4 |
| Particulate matter (2.5) concentration μg/m3 | 52 | 6.5 |
| Environmental treaty ratification 0–27 (best) | 125 | 16 |
| Baseline water stress 5–0 (best) | 37 | 0.5 |
| Threatened species % total species | 11 | 3.2 |
| Forest cover change % change | 75 | 0.1 |
| Wastewater treatment % | 98 | 1.0 |
| Costal shelf fishing pressure tonnes/km2 | 25 | 0.0 |
| **Air transport infrastructure** | 101 | 2.1 |
| Quality of air transport infrastructure | 74 | 4.3 |
| Available seat kilometres, domestic millions | 105 | 0.0 |
| Available seat kilometres, international millions | 79 | 101.6 |
| Aircraft departures /1,000 pop. | 54 | 4.7 |
| Airport density airports/million pop. | 127 | 0.2 |
| Number of operating airlines Number | 114 | 14.0 |
| **Ground and port infrastructure** | 85 | 3.0 |
| Quality of roads | 72 | 3.9 |
| Road density % total territorial area | 62 | - |
| Paved road density % total territorial area | 63 | - |
| Quality of railroad infrastructure | n/a | n/a |
| Railroad density km of roads/land area | n/a | n/a |
| Quality of port infrastructure | 90 | 3.5 |
| Ground transport efficiency | 117 | 2.4 |
| **Tourist service infrastructure** | 91 | 3.3 |
| Hotel rooms number/100 pop. | 102 | 0.2 |
| Quality of tourism infrastructure | 103 | 3.9 |
| Presence of major car rental companies | 72 | 5 |
| Automated teller machines number/thoudand adult pop. | 88 | 33.1 |
| **Natural resources** | 110 | 2.4 |
| Number of World Heritage natural sites number of sites | 86 | 0 |
| Total known species number of species | 57 | 688 |
| Total protected areas % total territorial area | 101 | 8.4 |
| Natural tourism digital demand 0–100 (best) | 69 | 12 |
| Attractiveness of natural assets | 107 | 4.1 |
| **Cultural resources and business travel** | 89 | 1.5 |
| Number of World Heritage cultural sites number of sites | 97 | 1 |
| Oral and intangible cultural heritage number of expressions | 93 | 0 |
| Sports stadiums number of large stadiums | 77 | 4.0 |
| Number of international association meetings 3-year average | 76 | 11.7 |
| Cultural and entertainment tourism digital demand 0–100 (best) | 48 | 14 |

* Scores are on a 1-to-7 scale unless indicated otherwise. For detailed definitions, sources, and periods, consult the interactive Country/Economy Profiles and Rankings at http://wef.ch/ttcr

# Estonia

**37th** / 136

Travel & Tourism Competitiveness Index 2017 edition

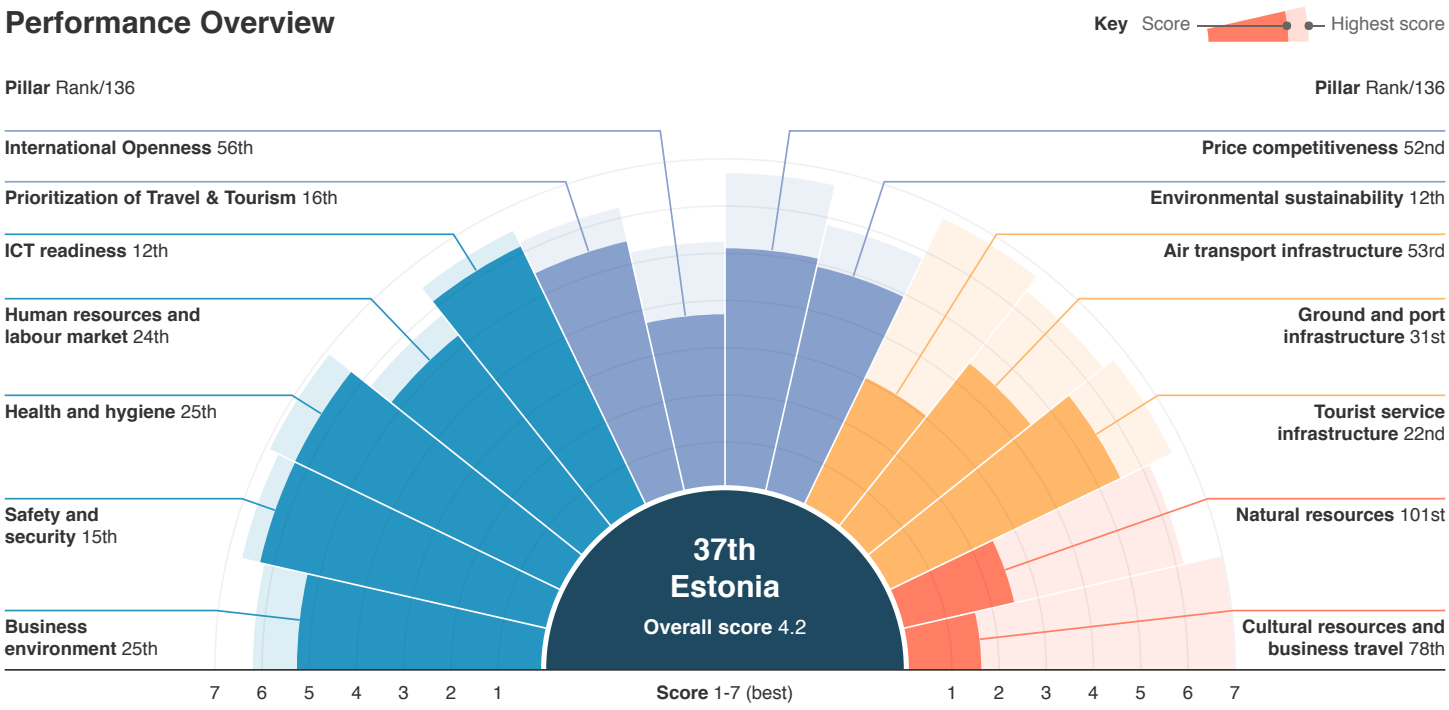
## Key Indicators

Sources: World Tourism Organization (UNWTO) and World Travel and Tourism Council (WTTC)

| | |
|---|---|
| **International tourist arrivals** | 2,988,731 |
| **International tourism inbound receipts** | US $1,427.9 million |
| **Average receipts per arrival** | US $477.8 |

| | |
|---|---|
| **T&T industry GDP** | US $875.2 million |
| % of total | 3.9% |
| **T&T industry employment** | 25,476 jobs |
| % of total | 4.1% |

## Performance Overview




## Past performance

| Travel & Tourism Competitiveness Edition | 2015 | 2017 |
|---|---|---|
| **Rank** | 38 / 141 | 37 / 136 |
| **Score** | 4.2 | 4.2 |

# Estonia

**37th** /136

## Travel & Tourism Competitiveness Index 2017 edition

WORLD ECONOMIC FORUM

| Index Component | Rank/136 | Score* |
|---|---|---|
| **Business environment** | 25 | 5.2 |
| Property rights | 25 | 5.5 |
| Business impact of rules on FDI | 9 | 5.7 |
| Efficiency of legal framework in settling disputes | 40 | 4.3 |
| Efficiency of legal framework in challenging regs | 26 | 4.5 |
| Time required to deal with construction permits days | 34 | 102 |
| Cost to deal with construction permits % construction cost | 5 | 0.2 |
| Extent of market dominance | 36 | 4.1 |
| Time to start a business days | 10 | 3.5 |
| Cost to start a business % GNI per capita | 28 | 1.2 |
| Effect of taxation on incentives to work | 55 | 4.0 |
| Effect of taxation on incentives to invest | 22 | 4.5 |
| Total tax rate % profits | 102 | 48.7 |
| **Safety and security** | 15 | 6.3 |
| Business costs of crime and violence | 21 | 5.5 |
| Reliability of police services | 20 | 6.1 |
| Business costs of terrorism | 12 | 6.2 |
| Index of terrorism incidence | 42 | 7.0 |
| Homicide rate /100,000 pop. | 67 | 3.1 |
| **Health and hygiene** | 25 | 6.3 |
| Physician density /1,000 pop | 29 | 3.2 |
| Access to improved sanitation % pop. | 42 | 97.2 |
| Access to improved drinking water % pop. | 43 | 99.6 |
| Hospital beds /10,000 pop. | 29 | 53.0 |
| HIV prevalence % adult pop. | 113 | 1.3 |
| Malaria incidence cases/100,000 pop. | 1 | S.L. |
| **Human resources and labour market** | 24 | 5.2 |
| Primary education enrollment rate net % | 69 | 94.7 |
| Secondary education enrollment rate gross % | 16 | 115.2 |
| Extent of staff training | 27 | 4.7 |
| Degree of customer orientation | 25 | 5.4 |
| Hiring and firing practices | 17 | 4.7 |
| Ease of finding skilled employees | 78 | 4.0 |
| Ease of hiring foreign labour | 106 | 3.6 |
| Pay and productivity | 12 | 5.0 |
| Female participation in the labor force ratio to men | 28 | 0.90 |
| **ICT readiness** | 12 | 6.1 |
| ICT use for biz-to-biz transactions | 16 | 5.8 |
| Internet use for biz-to-consumer transactions | 6 | 5.9 |
| Internet users % pop. | 15 | 88.4 |
| Fixed-broadband Internet subscriptions /100 pop. | 21 | 30.0 |
| Mobile-cellular telephone subscriptions /100 pop. | 21 | 148.7 |
| Mobile-broadband subscriptions /100 pop. | 12 | 112.9 |
| Mobile network coverage % pop. | 1 | 100.0 |
| Quality of electricity supply | 42 | 5.7 |
| **Prioritization of Travel & Tourism** | 16 | 5.5 |
| Government prioritization of travel and tourism industry | 64 | 4.9 |
| T&T government expenditure % government budget | 14 | 8.3 |
| Effectiveness of marketing and branding to attract tourists | 65 | 4.4 |
| Comprehensiveness of annual T&T data 0–120 (best) | 32 | 81 |
| Timeliness of providing monthly/quarterly T&T data 0–21 (best) | 28 | 20.0 |
| Country brand strategy rating 1–10 (best) | 15 | 85.6 |

| Index Component | Rank/136 | Score* |
|---|---|---|
| **International Openness** | 56 | 3.7 |
| Visa requirements 0–100 (best) | 73 | 24.0 |
| Openness of bilateral Air Service Agreements 0–38 (best) | 132 | 3.4 |
| Number of regional trade agreements in force number | 1 | 53.0 |
| **Price competitiveness** | 52 | 5.1 |
| Ticket taxes and airport charges 0–100 (best) | 19 | 91.0 |
| Hotel price index US$ | 21 | 86.8 |
| Purchasing power parity PPP $ | 101 | 0.6 |
| Fuel price levels US$ cents/litre | 99 | 151.0 |
| **Environmental sustainability** | 12 | 4.9 |
| Stringency of environmental regulations | 20 | 5.4 |
| Enforcement of environmental regulations | 19 | 5.3 |
| Sustainability of travel and tourism industry development | 15 | 5.3 |
| Particulate matter (2.5) concentration μg/m3 | 58 | 6.8 |
| Environmental treaty ratification 0–27 (best) | 15 | 27 |
| Baseline water stress 5–0 (best) | 90 | 3.0 |
| Threatened species % total species | 16 | 3.4 |
| Forest cover change % change | 105 | 0.1 |
| Wastewater treatment % | 26 | 71.9 |
| Costal shelf fishing pressure tonnes/km2 | 12 | 0.0 |
| **Air transport infrastructure** | 53 | 3.0 |
| Quality of air transport infrastructure | 64 | 4.5 |
| Available seat kilometres, domestic millions | 101 | 0.1 |
| Available seat kilometres, international millions | 112 | 29.0 |
| Aircraft departures /1,000 pop. | 35 | 10.6 |
| Airport density airports/million pop. | 15 | 4.5 |
| Number of operating airlines Number | 85 | 24.0 |
| **Ground and port infrastructure** | 31 | 4.4 |
| Quality of roads | 44 | 4.7 |
| Road density % total territorial area | 29 | - |
| Paved road density % total territorial area | 42 | - |
| Quality of railroad infrastructure | 33 | 4.0 |
| Railroad density km of roads/land area | 43 | 1.8 |
| Quality of port infrastructure | 14 | 5.6 |
| Ground transport efficiency | 15 | 5.0 |
| **Tourist service infrastructure** | 22 | 5.5 |
| Hotel rooms number/100 pop. | 24 | 1.2 |
| Quality of tourism infrastructure | 31 | 5.4 |
| Presence of major car rental companies | 1 | 7 |
| Automated teller machines number/thoudand adult pop. | 28 | 76.8 |
| **Natural resources** | 101 | 2.4 |
| Number of World Heritage natural sites number of sites | 86 | 0 |
| Total known species number of species | 121 | 324 |
| Total protected areas % total territorial area | 52 | 20.7 |
| Natural tourism digital demand 0–100 (best) | 110 | 2 |
| Attractiveness of natural assets | 82 | 4.9 |
| **Cultural resources and business travel** | 78 | 1.6 |
| Number of World Heritage cultural sites number of sites | 75 | 2 |
| Oral and intangible cultural heritage number of expressions | 36 | 4 |
| Sports stadiums number of large stadiums | 119 | 0.0 |
| Number of international association meetings 3-year average | 45 | 65.7 |
| Cultural and entertainment tourism digital demand 0–100 (best) | 110 | 2 |

* Scores are on a 1-to-7 scale unless indicated otherwise. For detailed definitions, sources, and periods, consult the interactive Country/Economy Profiles and Rankings at http://wef.ch/ttcr

# Ethiopia

**116th** / 136

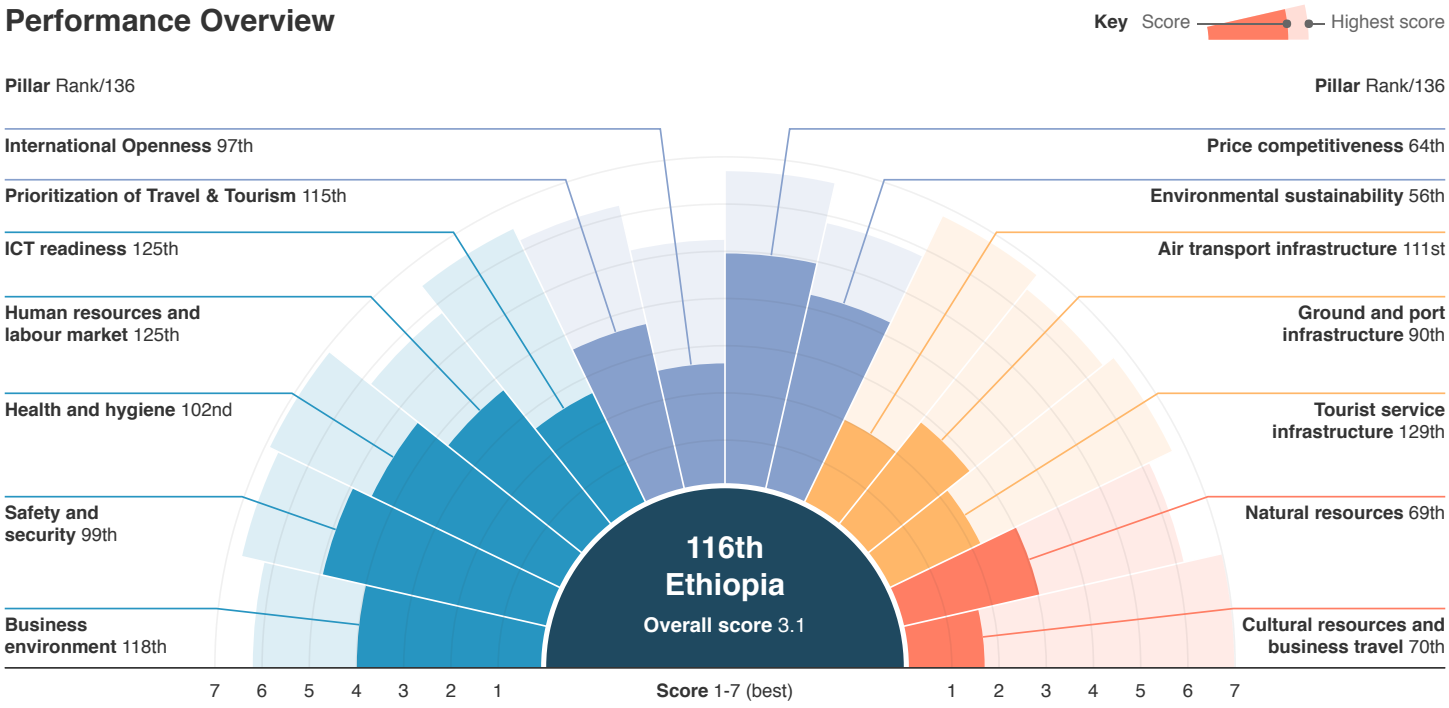
Travel & Tourism Competitiveness Index 2017 edition

## Key Indicators

Sources: World Tourism Organization (UNWTO) and World Travel and Tourism Council (WTTC)

| | |
|---|---|
| **International tourist arrivals** | 864,000 |
| **International tourism inbound receipts** | US $394.9 million |
| **Average receipts per arrival** | US $457.1 |
| **T&T industry GDP** | US $2,504.2 million |
| % of total | 4.1% |
| **T&T industry employment** | 1,013,860 jobs |
| % of total | 3.6% |

## Performance Overview




## Past performance

| Travel & Tourism Competitiveness Edition | 2015 | 2017 |
|---|---|---|
| **Rank** | 118 / 141 | 116 / 136 |
| **Score** | 3.0 | 3.1 |

# Ethiopia

**116th** / 136

## Travel & Tourism Competitiveness Index 2017 edition

WORLD ECONOMIC FORUM

| Index Component | Rank/136 | Score* |
|---|---|---|
| **Business environment** | 118 | 4.0 |
| Property rights | 88 | 4.0 |
| Business impact of rules on FDI | 116 | 3.7 |
| Efficiency of legal framework in settling disputes | 55 | 4.0 |
| Efficiency of legal framework in challenging regs | 53 | 3.7 |
| Time required to deal with construction permits days | 59 | 130 |
| Cost to deal with construction permits % construction cost | 131 | 18.7 |
| Extent of market dominance | 58 | 3.8 |
| Time to start a business days | 118 | 35.0 |
| Cost to start a business % GNI per capita | 131 | 69.3 |
| Effect of taxation on incentives to work | 49 | 4.2 |
| Effect of taxation on incentives to invest | 48 | 3.9 |
| Total tax rate % profits | 73 | 38.6 |
| **Safety and security** | 99 | 4.9 |
| Business costs of crime and violence | 90 | 4.1 |
| Reliability of police services | 91 | 3.9 |
| Business costs of terrorism | 115 | 4.2 |
| Index of terrorism incidence | 95 | 6.5 |
| Homicide rate /100,000 pop. | 103 | 8.0 |
| **Health and hygiene** | 102 | 4.5 |
| Physician density /1,000 pop | 133 | 0.0 |
| Access to improved sanitation % pop. | 126 | 28.0 |
| Access to improved drinking water % pop. | 130 | 57.3 |
| Hospital beds /10,000 pop. | 16 | 63.0 |
| HIV prevalence % adult pop. | 111 | 1.2 |
| Malaria incidence cases/100,000 pop. | 114 | 3919.2 |
| **Human resources and labour market** | 125 | 3.7 |
| Primary education enrollment rate net % | 120 | 85.8 |
| Secondary education enrollment rate gross % | 130 | 37.7 |
| Extent of staff training | 97 | 3.6 |
| Degree of customer orientation | 130 | 3.7 |
| Hiring and firing practices | 84 | 3.6 |
| Ease of finding skilled employees | 117 | 3.6 |
| Ease of hiring foreign labour | 102 | 3.7 |
| Pay and productivity | 77 | 3.8 |
| Female participation in the labor force ratio to men | 40 | 0.88 |
| **ICT readiness** | 125 | 2.6 |
| ICT use for biz-to-biz transactions | 129 | 3.6 |
| Internet use for biz-to-consumer transactions | 112 | 3.7 |
| Internet users % pop. | 126 | 11.6 |
| Fixed-broadband Internet subscriptions /100 pop. | 116 | 0.5 |
| Mobile-cellular telephone subscriptions /100 pop. | 134 | 42.8 |
| Mobile-broadband subscriptions /100 pop. | 134 | 3.7 |
| Mobile network coverage % pop. | 108 | 95.0 |
| Quality of electricity supply | 103 | 3.4 |
| **Prioritization of Travel & Tourism** | 115 | 3.6 |
| Government prioritization of travel and tourism industry | 106 | 3.9 |
| T&T government expenditure % government budget | 92 | 2.4 |
| Effectiveness of marketing and branding to attract tourists | 86 | 3.9 |
| Comprehensiveness of annual T&T data 0–120 (best) | 123 | 35 |
| Timeliness of providing monthly/quarterly T&T data 0–21 (best) | 106 | 10.5 |
| Country brand strategy rating 1–10 (best) | 117 | 58.7 |

| Index Component | Rank/136 | Score* |
|---|---|---|
| **International Openness** | 97 | 2.6 |
| Visa requirements 0–100 (best) | 44 | 44.0 |
| Openness of bilateral Air Service Agreements 0–38 (best) | 52 | 11.6 |
| Number of regional trade agreements in force number | 127 | 1.0 |
| **Price competitiveness** | 64 | 4.9 |
| Ticket taxes and airport charges 0–100 (best) | 55 | 79.1 |
| Hotel price index US$ | 94 | 200.9 |
| Purchasing power parity PPP $ | 39 | 0.4 |
| Fuel price levels US$ cents/litre | 29 | 89.0 |
| **Environmental sustainability** | 56 | 4.2 |
| Stringency of environmental regulations | 69 | 4.0 |
| Enforcement of environmental regulations | 73 | 3.7 |
| Sustainability of travel and tourism industry development | 107 | 3.7 |
| Particulate matter (2.5) concentration μg/m3 | 45 | 5.9 |
| Environmental treaty ratification 0–27 (best) | 125 | 16 |
| Baseline water stress 5–0 (best) | 44 | 0.7 |
| Threatened species % total species | 77 | 6.4 |
| Forest cover change % change | 31 | 0.0 |
| Wastewater treatment % | 111 | 0.0 |
| Costal shelf fishing pressure tonnes/km2 | n/a | n/a |
| **Air transport infrastructure** | 111 | 2.0 |
| Quality of air transport infrastructure | 104 | 3.7 |
| Available seat kilometres, domestic millions | 51 | 8.5 |
| Available seat kilometres, international millions | 52 | 333.1 |
| Aircraft departures /1,000 pop. | 98 | 0.8 |
| Airport density airports/million pop. | 75 | 0.9 |
| Number of operating airlines Number | 120 | 12.0 |
| **Ground and port infrastructure** | 90 | 2.8 |
| Quality of roads | 82 | 3.7 |
| Road density % total territorial area | 126 | - |
| Paved road density % total territorial area | 122 | - |
| Quality of railroad infrastructure | 46 | 3.4 |
| Railroad density km of roads/land area | 99 | 0.1 |
| Quality of port infrastructure | 89 | 3.5 |
| Ground transport efficiency | 71 | 3.5 |
| **Tourist service infrastructure** | 129 | 2.2 |
| Hotel rooms number/100 pop. | 130 | 0.0 |
| Quality of tourism infrastructure | 106 | 3.9 |
| Presence of major car rental companies | 113 | 2 |
| Automated teller machines number/thoudand adult pop. | 135 | 0.5 |
| **Natural resources** | 69 | 3.0 |
| Number of World Heritage natural sites number of sites | 46 | 1 |
| Total known species number of species | 26 | 1153 |
| Total protected areas % total territorial area | 60 | 18.4 |
| Natural tourism digital demand 0–100 (best) | 111 | 2 |
| Attractiveness of natural assets | 103 | 4.1 |
| **Cultural resources and business travel** | 70 | 1.7 |
| Number of World Heritage cultural sites number of sites | 28 | 8 |
| Oral and intangible cultural heritage number of expressions | 43 | 3 |
| Sports stadiums number of large stadiums | 55 | 6.0 |
| Number of international association meetings 3-year average | 85 | 9.7 |
| Cultural and entertainment tourism digital demand 0–100 (best) | 93 | 4 |

* Scores are on a 1-to-7 scale unless indicated otherwise. For detailed definitions, sources, and periods, consult the interactive Country/Economy Profiles and Rankings at http://wef.ch/ttcr

# Finland

**33rd** / 136

Travel & Tourism Competitiveness Index 2017 edition

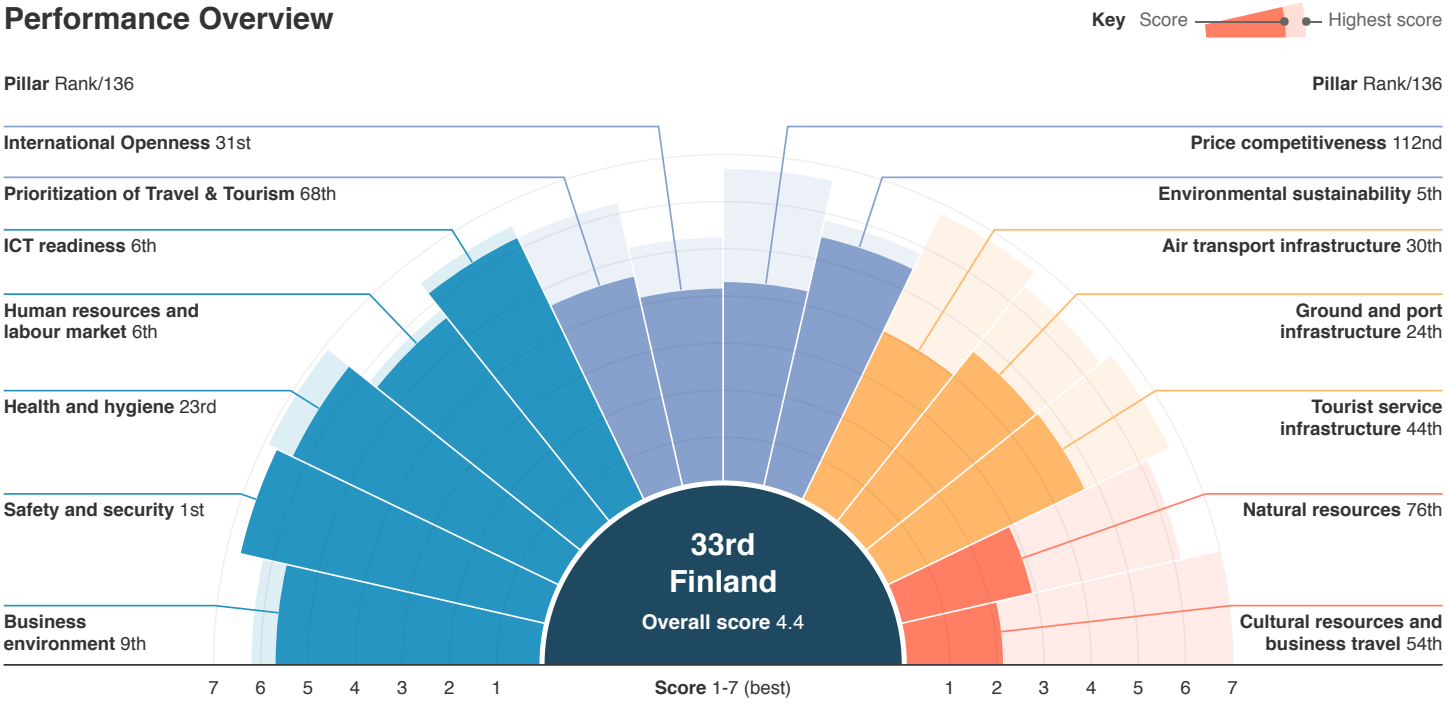
## Key Indicators

Sources: World Tourism Organization (UNWTO) and World Travel and Tourism Council (WTTC)

| | |
|---|---|
| **International tourist arrivals** | 2,622,039 |
| **International tourism inbound receipts** | US $2,559.4 million |
| **Average receipts per arrival** | US $976.1 |

| | |
|---|---|
| **T&T industry GDP** | US $4,735.3 million |
| % of total | 2.1% |
| **T&T industry employment** | 53,321 jobs |
| % of total | 2.1% |

## Performance Overview




Finland takes the 33rd position, 11 positions less than the previous edition. Finland maintains its main competitive advantages: it remains the safest destination globally, despite rising concerns in most Europe, including Finland, regarding terrorism. Finland continues to be one of the most environmentally sustainable countries (5th), one of the strongest human resources and labour markets (6th), ICT readiness (6th) and efficient business environment (9th). Though Finland has managed to make slight improvements to its price competitiveness (112th), thanks to lower hotel and fuel prices, air connectivity options have declined significantly (30th, losing 7 places). Less available routes and operating airlines have impacted both arrivals (decreased by 6% decline in 2 years) as well as departures. At the same time, there has also been a decline in the attractiveness of Finland's natural resources (76th), with the number of searches relating to natural tourism activities decreasing (61st). This may be due to less effective marketing activity to attract tourists (76th), increased competition from other destinations and weaker demand from traditional source markets. Restoring air connectivity and developing a new proposition that better values the natural and cultural resources of the country would be important factors to improve the competitiveness of the T&T sector.

## Past performance

| Travel & Tourism Competitiveness Edition | 2015 | 2017 |
|---|---|---|
| **Rank** | 22 / 141 | 33 / 136 |
| **Score** | 4.5 | 4.4 |

# Finland

**33rd** /136

## Travel & Tourism Competitiveness Index 2017 edition

WORLD ECONOMIC FORUM

| Index Component | Rank/136 | Score* |
|---|---|---|
| **Business environment** | 9 | 5.6 |
| Property rights | 2 | 6.5 |
| Business impact of rules on FDI | 5 | 6.0 |
| Efficiency of legal framework in settling disputes | 5 | 5.7 |
| Efficiency of legal framework in challenging regs | 2 | 5.8 |
| Time required to deal with construction permits days | 8 | 65 |
| Cost to deal with construction permits % construction cost | 36 | 0.9 |
| Extent of market dominance | 47 | 3.9 |
| Time to start a business days | 81 | 14.0 |
| Cost to start a business % GNI per capita | 24 | 1.0 |
| Effect of taxation on incentives to work | 110 | 3.3 |
| Effect of taxation on incentives to invest | 50 | 3.9 |
| Total tax rate % profits | 70 | 38.1 |
| **Safety and security** | 1 | 6.7 |
| Business costs of crime and violence | 4 | 6.4 |
| Reliability of police services | 1 | 6.8 |
| Business costs of terrorism | 3 | 6.4 |
| Index of terrorism incidence | 72 | 6.9 |
| Homicide rate /100,000 pop. | 45 | 1.6 |
| **Health and hygiene** | 23 | 6.3 |
| Physician density /1,000 pop | 36 | 2.9 |
| Access to improved sanitation % pop. | 38 | 97.6 |
| Access to improved drinking water % pop. | 1 | 100.0 |
| Hospital beds /10,000 pop. | 25 | 55.0 |
| HIV prevalence % adult pop. | 1 | 0.1 |
| Malaria incidence cases/100,000 pop. | 1 | S.L. |
| **Human resources and labour market** | 6 | 5.6 |
| Primary education enrollment rate net % | 7 | 99.6 |
| Secondary education enrollment rate gross % | 2 | 149.5 |
| Extent of staff training | 7 | 5.4 |
| Degree of customer orientation | 23 | 5.4 |
| Hiring and firing practices | 88 | 3.5 |
| Ease of finding skilled employees | 2 | 5.7 |
| Ease of hiring foreign labour | 78 | 3.9 |
| Pay and productivity | 18 | 4.8 |
| Female participation in the labor force ratio to men | 10 | 0.97 |
| **ICT readiness** | 6 | 6.2 |
| ICT use for biz-to-biz transactions | 9 | 5.9 |
| Internet use for biz-to-consumer transactions | 31 | 5.3 |
| Internet users % pop. | 8 | 92.7 |
| Fixed-broadband Internet subscriptions /100 pop. | 16 | 31.7 |
| Mobile-cellular telephone subscriptions /100 pop. | 35 | 135.4 |
| Mobile-broadband subscriptions /100 pop. | 1 | 144.0 |
| Mobile network coverage % pop. | 30 | 100.0 |
| Quality of electricity supply | 13 | 6.6 |
| **Prioritization of Travel & Tourism** | 68 | 4.6 |
| Government prioritization of travel and tourism industry | 86 | 4.5 |
| T&T government expenditure % government budget | 77 | 3.0 |
| Effectiveness of marketing and branding to attract tourists | 76 | 4.2 |
| Comprehensiveness of annual T&T data 0–120 (best) | 18 | 92 |
| Timeliness of providing monthly/quarterly T&T data 0–21 (best) | 53 | 19.0 |
| Country brand strategy rating 1–10 (best) | 69 | 74.7 |

| Index Component | Rank/136 | Score* |
|---|---|---|
| **International Openness** | 31 | 4.1 |
| Visa requirements 0–100 (best) | 73 | 24.0 |
| Openness of bilateral Air Service Agreements 0–38 (best) | 57 | 11.4 |
| Number of regional trade agreements in force number | 1 | 53.0 |
| **Price competitiveness** | 112 | 4.3 |
| Ticket taxes and airport charges 0–100 (best) | 23 | 90.2 |
| Hotel price index US$ | 41 | 108.4 |
| Purchasing power parity PPP $ | 129 | 1.0 |
| Fuel price levels US$ cents/litre | 124 | 178.0 |
| **Environmental sustainability** | 5 | 5.4 |
| Stringency of environmental regulations | 3 | 6.2 |
| Enforcement of environmental regulations | 1 | 6.2 |
| Sustainability of travel and tourism industry development | 4 | 5.7 |
| Particulate matter (2.5) concentration μg/m3 | 36 | 5.2 |
| Environmental treaty ratification 0–27 (best) | 1 | 30 |
| Baseline water stress 5–0 (best) | 60 | 1.5 |
| Threatened species % total species | 28 | 3.9 |
| Forest cover change % change | 110 | 0.1 |
| Wastewater treatment % | 19 | 83.7 |
| Costal shelf fishing pressure tonnes/km2 | 9 | 0.0 |
| **Air transport infrastructure** | 30 | 4.0 |
| Quality of air transport infrastructure | 5 | 6.2 |
| Available seat kilometres, domestic millions | 40 | 35.3 |
| Available seat kilometres, international millions | 43 | 418.8 |
| Aircraft departures /1,000 pop. | 22 | 17.6 |
| Airport density airports/million pop. | 17 | 4.1 |
| Number of operating airlines Number | 51 | 42.0 |
| **Ground and port infrastructure** | 24 | 4.6 |
| Quality of roads | 12 | 5.7 |
| Road density % total territorial area | 79 | - |
| Paved road density % total territorial area | 71 | - |
| Quality of railroad infrastructure | 6 | 5.7 |
| Railroad density km of roads/land area | 42 | 1.8 |
| Quality of port infrastructure | 7 | 6.2 |
| Ground transport efficiency | 5 | 5.9 |
| **Tourist service infrastructure** | 44 | 4.7 |
| Hotel rooms number/100 pop. | 34 | 1.0 |
| Quality of tourism infrastructure | 24 | 5.6 |
| Presence of major car rental companies | 51 | 6 |
| Automated teller machines number/thoudand adult pop. | 82 | 35.9 |
| **Natural resources** | 76 | 2.9 |
| Number of World Heritage natural sites number of sites | 46 | 1 |
| Total known species number of species | 118 | 331 |
| Total protected areas % total territorial area | 77 | 14.8 |
| Natural tourism digital demand 0–100 (best) | 61 | 14 |
| Attractiveness of natural assets | 32 | 5.7 |
| **Cultural resources and business travel** | 54 | 2.1 |
| Number of World Heritage cultural sites number of sites | 36 | 6 |
| Oral and intangible cultural heritage number of expressions | 93 | 0 |
| Sports stadiums number of large stadiums | 97 | 2.0 |
| Number of international association meetings 3-year average | 24 | 169.0 |
| Cultural and entertainment tourism digital demand 0–100 (best) | 69 | 9 |

* Scores are on a 1-to-7 scale unless indicated otherwise. For detailed definitions, sources, and periods, consult the interactive Country/Economy Profiles and Rankings at http://wef.ch/ttcr

# France

**2nd** / 136

Travel & Tourism Competitiveness Index 2017 edition

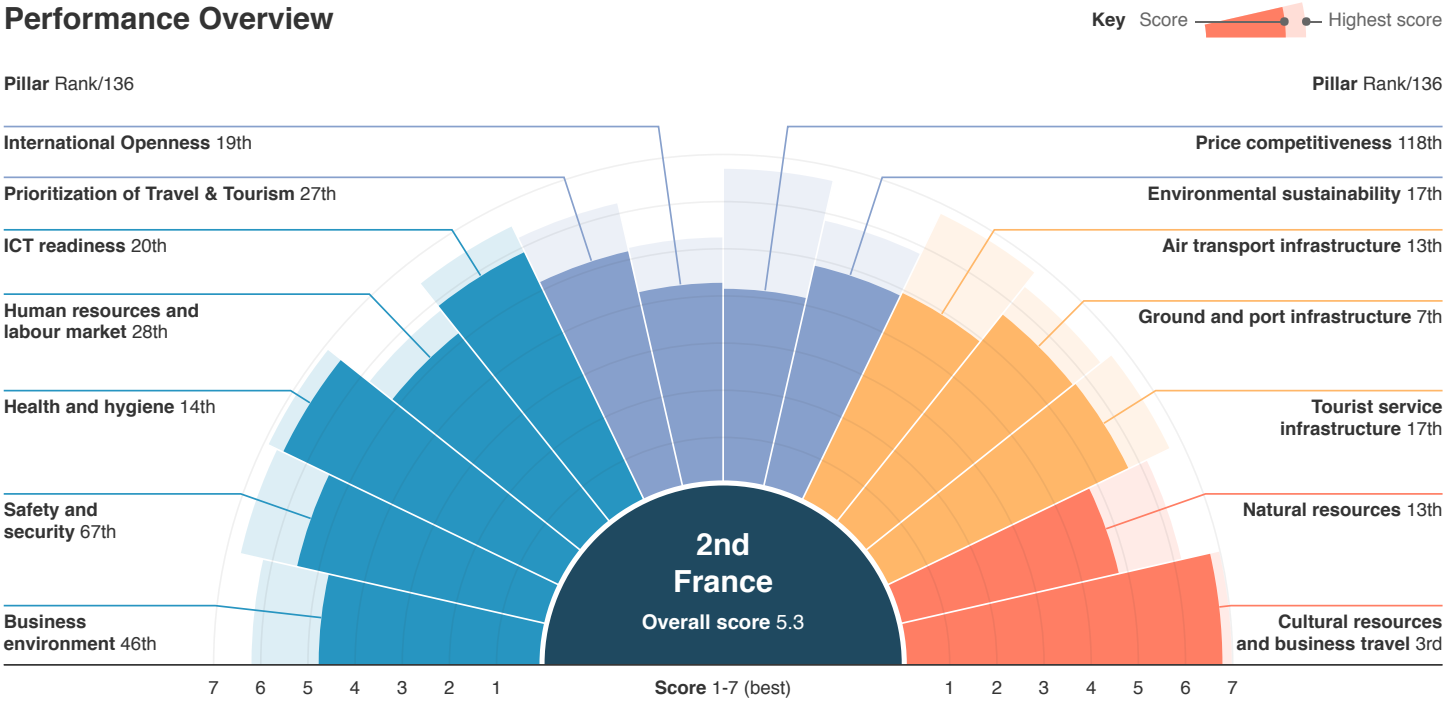
## Key Indicators

Sources: World Tourism Organization (UNWTO) and World Travel and Tourism Council (WTTC)

| | |
|---|---|
| **International tourist arrivals** | 84,451,621 |
| **International tourism inbound receipts** | US $45,920.0 million |
| **Average receipts per arrival** | US $543.7 |

| | |
|---|---|
| **T&T industry GDP** | US $89,156.5 million |
| % of total | 3.7% |
| **T&T industry employment** | 1,170,310 jobs |
| % of total | 4.2% |

## Performance Overview




France maintains its 2nd position, withstanding the effects of the terrorist attacks of 2015 and 2016. Though this has led to lost ground (5 places) on safety and security, international arrivals have remained stable. Cultural resources (3rd), ground transportation (7th) and air connectivity (13th) continue to drive France's T&T competitiveness. Declines in security and in the usage of natural resources (13th, down 5 places) have been more than compensated by a significant reduction in the prices of hotels and ticket taxes, which have led to an improvement in France's T&T price competitiveness by 21 places.

France has improved its environmental sustainability (17th, up 6 places), by reducing the direct footprint of the sectoral activity on the environment and signing more environmental treaties. The business environment has also favoured investments in the sector, with lower construction costs (85th up 24 places), and more efficient private dispute settlements through the legal system (27th). While France may have lost T&T revenue over the past couple of years, it has continued to strengthen its T&T competitiveness fundamentals, making its T&T sector more resilient to shocks and primed to grow further in the future.

## Past performance

| Travel & Tourism Competitiveness Edition | 2015 | 2017 |
|---|---|---|
| **Rank** | 2 / 141 | 2 / 136 |
| **Score** | 5.2 | 5.3 |

# France

**2nd** / 136

## Travel & Tourism Competitiveness Index 2017 edition

WORLD ECONOMIC FORUM

| Index Component | Rank/136 | Score* |
|---|---|---|
| **Business environment** | 46 | 4.7 |
| Property rights | 27 | 5.4 |
| Business impact of rules on FDI | 50 | 4.8 |
| Efficiency of legal framework in settling disputes | 22 | 4.9 |
| Efficiency of legal framework in challenging regs | 27 | 4.5 |
| Time required to deal with construction permits days | 93 | 183 |
| Cost to deal with construction permits % construction cost | 85 | 3.0 |
| Extent of market dominance | 24 | 4.3 |
| Time to start a business days | 10 | 3.5 |
| Cost to start a business % GNI per capita | 17 | 0.7 |
| Effect of taxation on incentives to work | 123 | 3.0 |
| Effect of taxation on incentives to invest | 122 | 2.8 |
| Total tax rate % profits | 126 | 62.8 |
| **Safety and security** | 67 | 5.4 |
| Business costs of crime and violence | 63 | 4.8 |
| Reliability of police services | 29 | 5.8 |
| Business costs of terrorism | 112 | 4.3 |
| Index of terrorism incidence | 110 | 5.5 |
| Homicide rate /100,000 pop. | 35 | 1.2 |
| **Health and hygiene** | 14 | 6.5 |
| Physician density /1,000 pop | 31 | 3.2 |
| Access to improved sanitation % pop. | 32 | 98.7 |
| Access to improved drinking water % pop. | 1 | 100.0 |
| Hospital beds /10,000 pop. | 14 | 64.0 |
| HIV prevalence % adult pop. | 76 | 0.4 |
| Malaria incidence cases/100,000 pop. | 1 | S.L. |
| **Human resources and labour market** | 28 | 5.1 |
| Primary education enrollment rate net % | 17 | 98.8 |
| Secondary education enrollment rate gross % | 19 | 110.6 |
| Extent of staff training | 24 | 4.8 |
| Degree of customer orientation | 30 | 5.3 |
| Hiring and firing practices | 125 | 2.6 |
| Ease of finding skilled employees | 14 | 5.2 |
| Ease of hiring foreign labour | 87 | 3.8 |
| Pay and productivity | 53 | 4.2 |
| Female participation in the labor force ratio to men | 31 | 0.90 |
| **ICT readiness** | 20 | 5.9 |
| ICT use for biz-to-biz transactions | 27 | 5.5 |
| Internet use for biz-to-consumer transactions | 9 | 5.8 |
| Internet users % pop. | 21 | 84.7 |
| Fixed-broadband Internet subscriptions /100 pop. | 4 | 41.3 |
| Mobile-cellular telephone subscriptions /100 pop. | 94 | 102.6 |
| Mobile-broadband subscriptions /100 pop. | 36 | 74.7 |
| Mobile network coverage % pop. | 65 | 99.0 |
| Quality of electricity supply | 7 | 6.7 |
| **Prioritization of Travel & Tourism** | 27 | 5.1 |
| Government prioritization of travel and tourism industry | 36 | 5.5 |
| T&T government expenditure % government budget | 76 | 3.0 |
| Effectiveness of marketing and branding to attract tourists | 19 | 5.3 |
| Comprehensiveness of annual T&T data 0–120 (best) | 15 | 93 |
| Timeliness of providing monthly/quarterly T&T data 0–21 (best) | 28 | 20.0 |
| Country brand strategy rating 1–10 (best) | 18 | 84.0 |

| Index Component | Rank/136 | Score* |
|---|---|---|
| **International Openness** | 19 | 4.2 |
| Visa requirements 0–100 (best) | 73 | 24.0 |
| Openness of bilateral Air Service Agreements 0–38 (best) | 38 | 13.6 |
| Number of regional trade agreements in force number | 1 | 53.0 |
| **Price competitiveness** | 118 | 4.1 |
| Ticket taxes and airport charges 0–100 (best) | 51 | 80.2 |
| Hotel price index US$ | 80 | 147.0 |
| Purchasing power parity PPP $ | 119 | 0.9 |
| Fuel price levels US$ cents/litre | 111 | 163.0 |
| **Environmental sustainability** | 17 | 4.8 |
| Stringency of environmental regulations | 29 | 5.1 |
| Enforcement of environmental regulations | 28 | 4.9 |
| Sustainability of travel and tourism industry development | 21 | 5.1 |
| Particulate matter (2.5) concentration μg/m3 | 77 | 9.7 |
| Environmental treaty ratification 0–27 (best) | 1 | 30 |
| Baseline water stress 5–0 (best) | 74 | 2.0 |
| Threatened species % total species | 50 | 5.0 |
| Forest cover change % change | 60 | 0.0 |
| Wastewater treatment % | 22 | 79.6 |
| Costal shelf fishing pressure tonnes/km2 | 99 | 6.8 |
| **Air transport infrastructure** | 13 | 4.9 |
| Quality of air transport infrastructure | 13 | 5.9 |
| Available seat kilometres, domestic millions | 18 | 338.9 |
| Available seat kilometres, international millions | 7 | 3561.9 |
| Aircraft departures /1,000 pop. | 39 | 9.1 |
| Airport density airports/million pop. | 58 | 1.1 |
| Number of operating airlines Number | 2 | 183.0 |
| **Ground and port infrastructure** | 7 | 5.6 |
| Quality of roads | 6 | 6.0 |
| Road density % total territorial area | 10 | - |
| Paved road density % total territorial area | 8 | - |
| Quality of railroad infrastructure | 4 | 5.8 |
| Railroad density km of roads/land area | 14 | 5.5 |
| Quality of port infrastructure | 23 | 5.3 |
| Ground transport efficiency | 14 | 5.1 |
| **Tourist service infrastructure** | 17 | 5.7 |
| Hotel rooms number/100 pop. | 37 | 1.0 |
| Quality of tourism infrastructure | 25 | 5.6 |
| Presence of major car rental companies | 1 | 7 |
| Automated teller machines number/thoudand adult pop. | 17 | 108.0 |
| **Natural resources** | 13 | 4.8 |
| Number of World Heritage natural sites number of sites | 16 | 4 |
| Total known species number of species | 69 | 518 |
| Total protected areas % total territorial area | 34 | 25.3 |
| Natural tourism digital demand 0–100 (best) | 7 | 78 |
| Attractiveness of natural assets | 48 | 5.5 |
| **Cultural resources and business travel** | 3 | 6.7 |
| Number of World Heritage cultural sites number of sites | 3 | 39 |
| Oral and intangible cultural heritage number of expressions | 5 | 15 |
| Sports stadiums number of large stadiums | 15 | 34.0 |
| Number of international association meetings 3-year average | 5 | 559.0 |
| Cultural and entertainment tourism digital demand 0–100 (best) | 1 | 92 |

* Scores are on a 1-to-7 scale unless indicated otherwise. For detailed definitions, sources, and periods, consult the interactive Country/Economy Profiles and Rankings at http://wef.ch/ttcr

# Gabon

**119th** / 136

Travel & Tourism Competitiveness Index 2017 edition

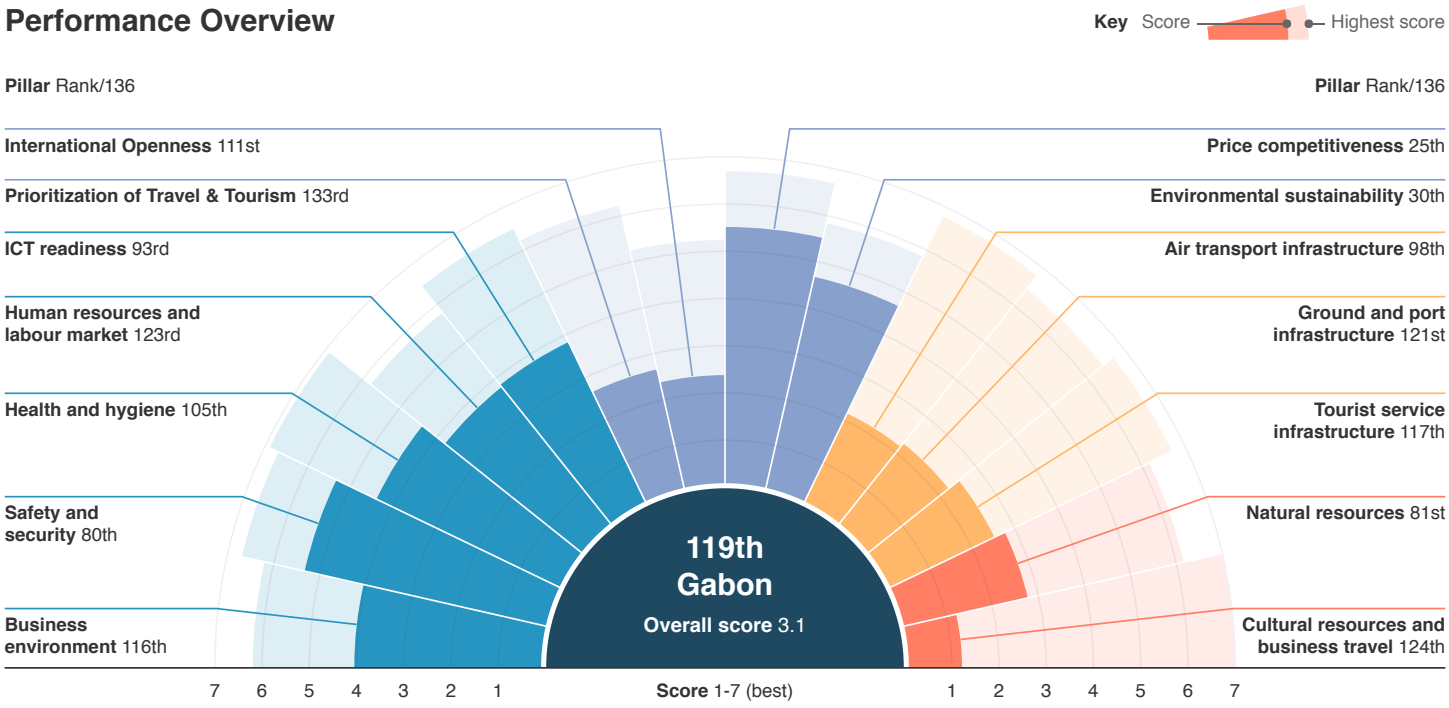
## Key Indicators

Sources: World Tourism Organization (UNWTO) and World Travel and Tourism Council (WTTC)

| | |
|---|---|
| **International tourist arrivals** | 187,332 |
| **International tourism inbound receipts** | US $9.0 million |
| **Average receipts per arrival** | US $48.0 |

| | |
|---|---|
| **T&T industry GDP** | US $142.3 million |
| % of total | 1.1% |
| **T&T industry employment** | 3,943 jobs |
| % of total | 1.0% |

## Performance Overview




## Past performance

| Travel & Tourism Competitiveness Edition | 2015 | 2017 |
|---|---|---|
| **Rank** | 124 / 141 | 119 / 136 |
| **Score** | 2.9 | 3.1 |

# Gabon

**119th** / 136

## Travel & Tourism Competitiveness Index 2017 edition

WORLD ECONOMIC FORUM

| Index Component | Rank/136 | Score* |
|---|---|---|
| **Business environment** | 116 | 4.0 |
| Property rights | 81 | 4.1 |
| Business impact of rules on FDI | 72 | 4.6 |
| Efficiency of legal framework in settling disputes | 82 | 3.4 |
| Efficiency of legal framework in challenging regs | 96 | 3.0 |
| Time required to deal with construction permits days | 129 | 329 |
| Cost to deal with construction permits % construction cost | 36 | 0.9 |
| Extent of market dominance | 129 | 2.8 |
| Time to start a business days | 127 | 50.0 |
| Cost to start a business % GNI per capita | 93 | 14.3 |
| Effect of taxation on incentives to work | 20 | 4.6 |
| Effect of taxation on incentives to invest | 63 | 3.7 |
| Total tax rate % profits | 97 | 45.2 |
| **Safety and security** | 80 | 5.3 |
| Business costs of crime and violence | 72 | 4.6 |
| Reliability of police services | 89 | 3.9 |
| Business costs of terrorism | 61 | 5.4 |
| Index of terrorism incidence | 1 | 7.0 |
| Homicide rate /100,000 pop. | 108 | 9.4 |
| **Health and hygiene** | 105 | 4.4 |
| Physician density /1,000 pop | 106 | 0.3 |
| Access to improved sanitation % pop. | 116 | 41.9 |
| Access to improved drinking water % pop. | 84 | 93.2 |
| Hospital beds /10,000 pop. | 16 | 63.0 |
| HIV prevalence % adult pop. | 124 | 3.9 |
| Malaria incidence cases/100,000 pop. | 123 | 20738.6 |
| **Human resources and labour market** | 123 | 3.7 |
| Primary education enrollment rate net % | 66 | 95.2 |
| Secondary education enrollment rate gross % | 116 | 53.3 |
| Extent of staff training | 82 | 3.7 |
| Degree of customer orientation | 116 | 3.9 |
| Hiring and firing practices | 95 | 3.4 |
| Ease of finding skilled employees | 120 | 3.5 |
| Ease of hiring foreign labour | 133 | 2.8 |
| Pay and productivity | 129 | 3.1 |
| Female participation in the labor force ratio to men | 91 | 0.70 |
| **ICT readiness** | 93 | 3.8 |
| ICT use for biz-to-biz transactions | 121 | 3.8 |
| Internet use for biz-to-consumer transactions | 121 | 3.5 |
| Internet users % pop. | 103 | 23.5 |
| Fixed-broadband Internet subscriptions /100 pop. | 112 | 0.6 |
| Mobile-cellular telephone subscriptions /100 pop. | 11 | 161.1 |
| Mobile-broadband subscriptions /100 pop. | 53 | 66.2 |
| Mobile network coverage % pop. | 98 | 97.0 |
| Quality of electricity supply | 113 | 2.9 |
| **Prioritization of Travel & Tourism** | 133 | 2.6 |
| Government prioritization of travel and tourism industry | 117 | 3.5 |
| T&T government expenditure % government budget | 55 | 3.8 |
| Effectiveness of marketing and branding to attract tourists | 130 | 2.6 |
| Comprehensiveness of annual T&T data 0–120 (best) | 136 | 0 |
| Timeliness of providing monthly/quarterly T&T data 0–21 (best) | 129 | 0.0 |
| Country brand strategy rating 1–10 (best) | 133 | 31.4 |

| Index Component | Rank/136 | Score* |
|---|---|---|
| **International Openness** | 111 | 2.3 |
| Visa requirements 0–100 (best) | 34 | 51.0 |
| Openness of bilateral Air Service Agreements 0–38 (best) | 125 | 4.7 |
| Number of regional trade agreements in force number | 127 | 1.0 |
| **Price competitiveness** | 25 | 5.5 |
| Ticket taxes and airport charges 0–100 (best) | 65 | 76.6 |
| Hotel price index US$ | n/a | n/a |
| Purchasing power parity PPP $ | 55 | 0.4 |
| Fuel price levels US$ cents/litre | 30 | 90.0 |
| **Environmental sustainability** | 30 | 4.6 |
| Stringency of environmental regulations | 82 | 3.7 |
| Enforcement of environmental regulations | 66 | 3.9 |
| Sustainability of travel and tourism industry development | 100 | 3.8 |
| Particulate matter (2.5) concentration µg/m3 | 44 | 5.8 |
| Environmental treaty ratification 0–27 (best) | 31 | 24 |
| Baseline water stress 5–0 (best) | 1 | 0.0 |
| Threatened species % total species | 15 | 3.4 |
| Forest cover change % change | 15 | 0.0 |
| Wastewater treatment % | 111 | 0.0 |
| Costal shelf fishing pressure tonnes/km2 | 53 | 0.1 |
| **Air transport infrastructure** | 98 | 2.1 |
| Quality of air transport infrastructure | 107 | 3.6 |
| Available seat kilometres, domestic millions | 87 | 0.5 |
| Available seat kilometres, international millions | 111 | 30.5 |
| Aircraft departures /1,000 pop. | 90 | 1.6 |
| Airport density airports/million pop. | 25 | 2.7 |
| Number of operating airlines Number | 109 | 15.0 |
| **Ground and port infrastructure** | 121 | 2.2 |
| Quality of roads | 119 | 2.8 |
| Road density % total territorial area | 133 | - |
| Paved road density % total territorial area | 133 | - |
| Quality of railroad infrastructure | n/a | n/a |
| Railroad density km of roads/land area | n/a | 0.3 |
| Quality of port infrastructure | 99 | 3.2 |
| Ground transport efficiency | 102 | 2.9 |
| **Tourist service infrastructure** | 117 | 2.5 |
| Hotel rooms number/100 pop. | 94 | 0.2 |
| Quality of tourism infrastructure | 128 | 3.3 |
| Presence of major car rental companies | 102 | 3 |
| Automated teller machines number/thoudand adult pop. | 104 | 14.4 |
| **Natural resources** | 81 | 2.7 |
| Number of World Heritage natural sites number of sites | 78 | 1 |
| Total known species number of species | 41 | 888 |
| Total protected areas % total territorial area | 54 | 20.5 |
| Natural tourism digital demand 0–100 (best) | 126 | 1 |
| Attractiveness of natural assets | 102 | 4.1 |
| **Cultural resources and business travel** | 124 | 1.2 |
| Number of World Heritage cultural sites number of sites | 120 | 1 |
| Oral and intangible cultural heritage number of expressions | 93 | 0 |
| Sports stadiums number of large stadiums | 77 | 4.0 |
| Number of international association meetings 3-year average | 122 | 2.0 |
| Cultural and entertainment tourism digital demand 0–100 (best) | 133 | 1 |

* Scores are on a 1-to-7 scale unless indicated otherwise. For detailed definitions, sources, and periods, consult the interactive Country/Economy Profiles and Rankings at http://wef.ch/ttcr

# Gambia, The

**112nd** / 136

Travel & Tourism Competitiveness Index 2017 edition

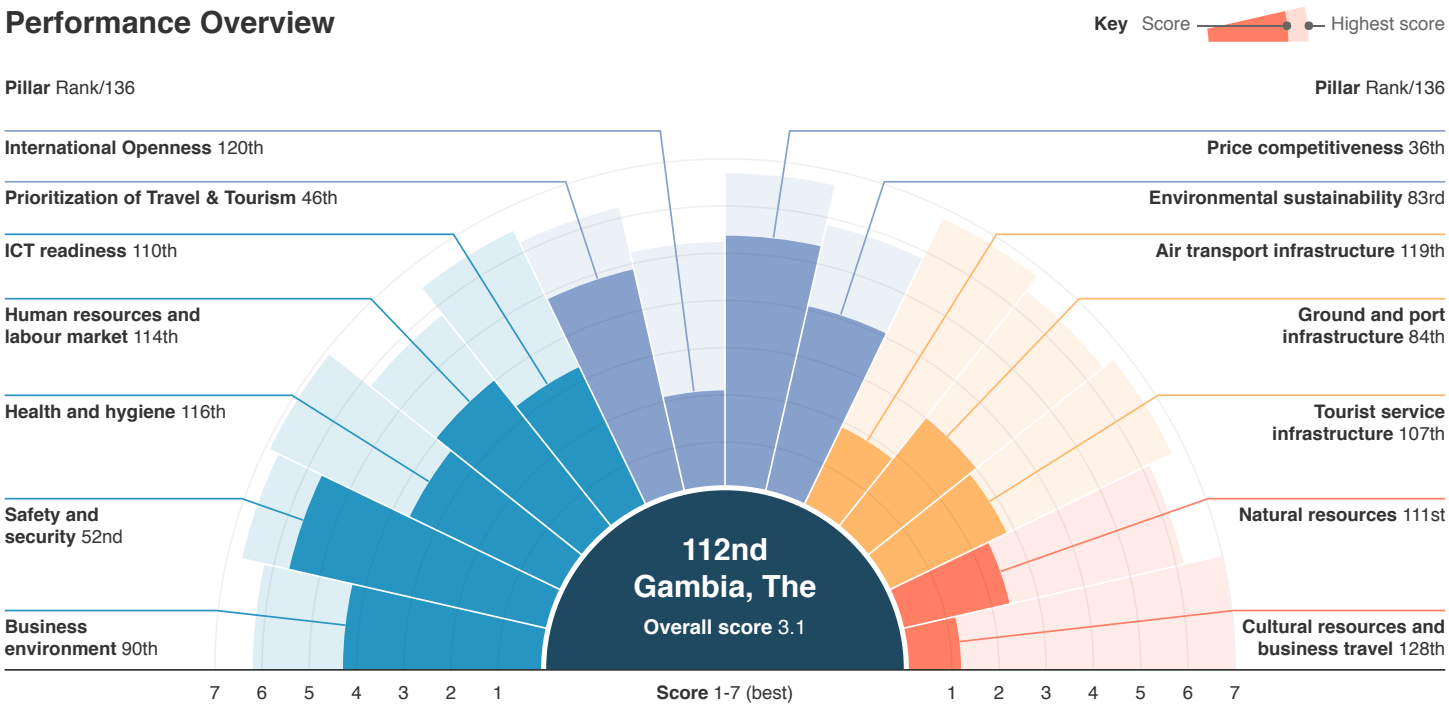
## Key Indicators

Sources: World Tourism Organization (UNWTO) and World Travel and Tourism Council (WTTC)

| | |
|---|---|
| **International tourist arrivals** | 135,000 |
| **International tourism inbound receipts** | US $120.0 million |
| **Average receipts per arrival** | US $888.9 |

| | |
|---|---|
| **T&T industry GDP** | US $69.2 million |
| % of total | 8.4% |
| **T&T industry employment** | 49,063 jobs |
| % of total | 6.9% |

## Performance Overview




## Past performance

| Travel & Tourism Competitiveness Edition | 2015 | 2017 |
|---|---|---|
| **Rank** | 109 / 141 | 112 / 136 |
| **Score** | 3.2 | 3.1 |

# Gambia, The

**112nd** /136

## Travel & Tourism Competitiveness Index 2017 edition

WORLD ECONOMIC FORUM

| Index Component | Rank/136 | Score* |
|---|---|---|
| **Business environment** | 90 | 4.2 |
| Property rights | 74 | 4.2 |
| Business impact of rules on FDI | 58 | 4.8 |
| Efficiency of legal framework in settling disputes | 45 | 4.2 |
| Efficiency of legal framework in challenging regs | 55 | 3.6 |
| Time required to deal with construction permits days | 67 | 144 |
| Cost to deal with construction permits % construction cost | 74 | 2.2 |
| Extent of market dominance | 52 | 3.9 |
| Time to start a business days | 106 | 25.0 |
| Cost to start a business % GNI per capita | 134 | 125.2 |
| Effect of taxation on incentives to work | 44 | 4.2 |
| Effect of taxation on incentives to invest | 70 | 3.6 |
| Total tax rate % profits | 110 | 51.3 |
| **Safety and security** | 52 | 5.6 |
| Business costs of crime and violence | 37 | 5.3 |
| Reliability of police services | 48 | 4.9 |
| Business costs of terrorism | 62 | 5.4 |
| Index of terrorism incidence | 1 | 7.0 |
| Homicide rate /100,000 pop. | 108 | 9.4 |
| **Health and hygiene** | 116 | 3.6 |
| Physician density /1,000 pop | 119 | 0.1 |
| Access to improved sanitation % pop. | 106 | 58.9 |
| Access to improved drinking water % pop. | 96 | 90.2 |
| Hospital beds /10,000 pop. | 105 | 11.0 |
| HIV prevalence % adult pop. | 119 | 1.8 |
| Malaria incidence cases/100,000 pop. | 127 | 22819.2 |
| **Human resources and labour market** | 114 | 4.0 |
| Primary education enrollment rate net % | 133 | 73.1 |
| Secondary education enrollment rate gross % | 112 | 57.5 |
| Extent of staff training | 86 | 3.7 |
| Degree of customer orientation | 61 | 4.7 |
| Hiring and firing practices | 51 | 4.0 |
| Ease of finding skilled employees | 71 | 4.1 |
| Ease of hiring foreign labour | 62 | 4.1 |
| Pay and productivity | 56 | 4.2 |
| Female participation in the labor force ratio to men | 41 | 0.88 |
| **ICT readiness** | 110 | 3.3 |
| ICT use for biz-to-biz transactions | 119 | 3.9 |
| Internet use for biz-to-consumer transactions | 124 | 3.4 |
| Internet users % pop. | 121 | 17.1 |
| Fixed-broadband Internet subscriptions /100 pop. | 121 | 0.2 |
| Mobile-cellular telephone subscriptions /100 pop. | 33 | 137.8 |
| Mobile-broadband subscriptions /100 pop. | 120 | 13.5 |
| Mobile network coverage % pop. | 104 | 96.0 |
| Quality of electricity supply | 100 | 3.5 |
| **Prioritization of Travel & Tourism** | 46 | 4.8 |
| Government prioritization of travel and tourism industry | 26 | 5.7 |
| T&T government expenditure % government budget | 9 | 9.9 |
| Effectiveness of marketing and branding to attract tourists | 47 | 4.8 |
| Comprehensiveness of annual T&T data 0–120 (best) | 131 | 18 |
| Timeliness of providing monthly/quarterly T&T data 0–21 (best) | 118 | 3.0 |
| Country brand strategy rating 1–10 (best) | 101 | 65.6 |

| Index Component | Rank/136 | Score* |
|---|---|---|
| **International Openness** | 120 | 2.1 |
| Visa requirements 0–100 (best) | 73 | 24.0 |
| Openness of bilateral Air Service Agreements 0–38 (best) | 88 | 9.3 |
| Number of regional trade agreements in force number | 127 | 1.0 |
| **Price competitiveness** | 36 | 5.3 |
| Ticket taxes and airport charges 0–100 (best) | 52 | 80.0 |
| Hotel price index US$ | n/a | n/a |
| Purchasing power parity PPP $ | 4 | 0.3 |
| Fuel price levels US$ cents/litre | 83 | 129.0 |
| **Environmental sustainability** | 83 | 4.0 |
| Stringency of environmental regulations | 65 | 4.1 |
| Enforcement of environmental regulations | 58 | 4.1 |
| Sustainability of travel and tourism industry development | 35 | 4.9 |
| Particulate matter (2.5) concentration µg/m3 | 19 | 4.1 |
| Environmental treaty ratification 0–27 (best) | 90 | 19 |
| Baseline water stress 5–0 (best) | 18 | 0.3 |
| Threatened species % total species | 17 | 3.4 |
| Forest cover change % change | 119 | 0.1 |
| Wastewater treatment % | 104 | 0.4 |
| Costal shelf fishing pressure tonnes/km2 | 77 | 0.3 |
| **Air transport infrastructure** | 119 | 1.8 |
| Quality of air transport infrastructure | 79 | 4.1 |
| Available seat kilometres, domestic millions | 105 | 0.0 |
| Available seat kilometres, international millions | 129 | 10.6 |
| Aircraft departures /1,000 pop. | 130 | 0.0 |
| Airport density airports/million pop. | 80 | 0.8 |
| Number of operating airlines Number | 122 | 10.0 |
| **Ground and port infrastructure** | 84 | 3.0 |
| Quality of roads | 73 | 3.9 |
| Road density % total territorial area | 64 | - |
| Paved road density % total territorial area | 87 | - |
| Quality of railroad infrastructure | 81 | 2.2 |
| Railroad density km of roads/land area | n/a | n/a |
| Quality of port infrastructure | 68 | 4.0 |
| Ground transport efficiency | 94 | 3.0 |
| **Tourist service infrastructure** | 107 | 2.8 |
| Hotel rooms number/100 pop. | 84 | 0.3 |
| Quality of tourism infrastructure | 52 | 5.0 |
| Presence of major car rental companies | 113 | 2 |
| Automated teller machines number/thoudand adult pop. | 105 | 13.2 |
| **Natural resources** | 111 | 2.3 |
| Number of World Heritage natural sites number of sites | 86 | 0 |
| Total known species number of species | 61 | 611 |
| Total protected areas % total territorial area | 119 | 4.2 |
| Natural tourism digital demand 0–100 (best) | 94 | 4 |
| Attractiveness of natural assets | 54 | 5.4 |
| **Cultural resources and business travel** | 128 | 1.2 |
| Number of World Heritage cultural sites number of sites | 75 | 2 |
| Oral and intangible cultural heritage number of expressions | 71 | 1 |
| Sports stadiums number of large stadiums | 113 | 1.0 |
| Number of international association meetings 3-year average | 123 | 1.7 |
| Cultural and entertainment tourism digital demand 0–100 (best) | 126 | 1 |

* Scores are on a 1-to-7 scale unless indicated otherwise. For detailed definitions, sources, and periods, consult the interactive Country/Economy Profiles and Rankings at http://wef.ch/ttcr

# Georgia

**70th** / 136

Travel & Tourism Competitiveness Index 2017 edition

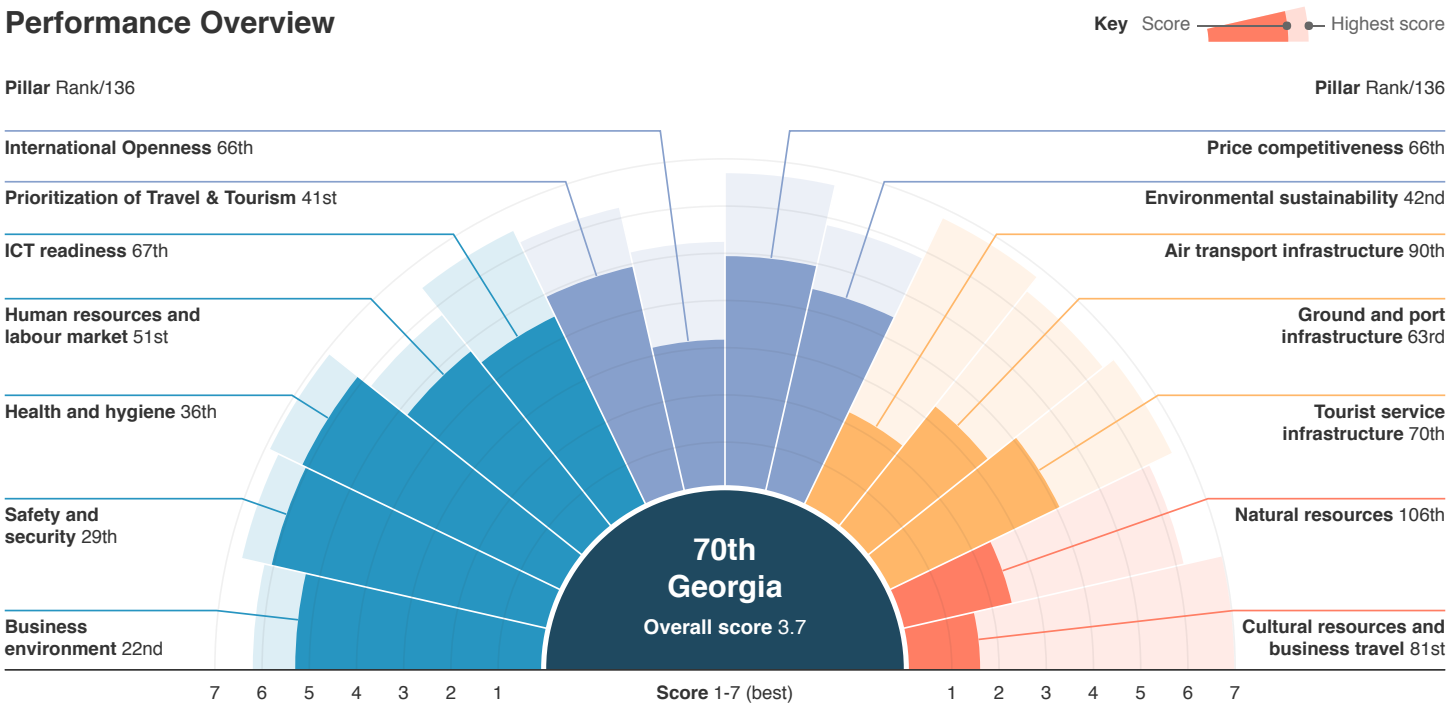
## Key Indicators

Sources: World Tourism Organization (UNWTO) and World Travel and Tourism Council (WTTC)

| | |
|---|---|
| **International tourist arrivals** | 2,281,971 |
| **International tourism inbound receipts** | US $1,935.9 million |
| **Average receipts per arrival** | US $848.4 |

| | |
|---|---|
| **T&T industry GDP** | US $966.3 million |
| % of total | 7.1% |
| **T&T industry employment** | 100,601 jobs |
| % of total | 5.8% |

## Performance Overview




## Past performance

| Travel & Tourism Competitiveness Edition | 2015 | 2017 |
|---|---|---|
| **Rank** | 71 / 141 | 70 / 136 |
| **Score** | 3.7 | 3.7 |

# Georgia

**70th** / 136

## Travel & Tourism Competitiveness Index 2017 edition

WORLD ECONOMIC FORUM

| Index Component | Rank/136 | Score* |
|---|---|---|
| **Business environment** | 22 | 5.3 |
| Property rights | 43 | 4.8 |
| Business impact of rules on FDI | 23 | 5.4 |
| Efficiency of legal framework in settling disputes | 53 | 4.0 |
| Efficiency of legal framework in challenging regs | 52 | 3.7 |
| Time required to deal with construction permits days | 2 | 48 |
| Cost to deal with construction permits % construction cost | 5 | 0.2 |
| Extent of market dominance | 75 | 3.6 |
| Time to start a business days | 7 | 3.0 |
| Cost to start a business % GNI per capita | 46 | 2.4 |
| Effect of taxation on incentives to work | 10 | 5.2 |
| Effect of taxation on incentives to invest | 11 | 5.1 |
| Total tax rate % profits | 8 | 16.4 |
| **Safety and security** | 29 | 6.0 |
| Business costs of crime and violence | 23 | 5.5 |
| Reliability of police services | 40 | 5.3 |
| Business costs of terrorism | 38 | 5.7 |
| Index of terrorism incidence | 66 | 7.0 |
| Homicide rate /100,000 pop. | 59 | 2.7 |
| **Health and hygiene** | 36 | 6.1 |
| Physician density /1,000 pop | 6 | 4.3 |
| Access to improved sanitation % pop. | 75 | 86.3 |
| Access to improved drinking water % pop. | 1 | 100.0 |
| Hospital beds /10,000 pop. | 65 | 26.0 |
| HIV prevalence % adult pop. | 60 | 0.3 |
| Malaria incidence cases/100,000 pop. | 1 | 0.0 |
| **Human resources and labour market** | 51 | 4.8 |
| Primary education enrollment rate net % | 16 | 99.0 |
| Secondary education enrollment rate gross % | 34 | 103.7 |
| Extent of staff training | 123 | 3.3 |
| Degree of customer orientation | 104 | 4.1 |
| Hiring and firing practices | 20 | 4.6 |
| Ease of finding skilled employees | 122 | 3.5 |
| Ease of hiring foreign labour | 6 | 5.1 |
| Pay and productivity | 73 | 3.9 |
| Female participation in the labor force ratio to men | 83 | 0.76 |
| **ICT readiness** | 67 | 4.5 |
| ICT use for biz-to-biz transactions | 99 | 4.3 |
| Internet use for biz-to-consumer transactions | 88 | 4.1 |
| Internet users % pop. | 83 | 47.6 |
| Fixed-broadband Internet subscriptions /100 pop. | 58 | 14.7 |
| Mobile-cellular telephone subscriptions /100 pop. | 48 | 129.0 |
| Mobile-broadband subscriptions /100 pop. | 76 | 50.5 |
| Mobile network coverage % pop. | 65 | 99.0 |
| Quality of electricity supply | 65 | 4.9 |
| **Prioritization of Travel & Tourism** | 41 | 4.9 |
| Government prioritization of travel and tourism industry | 20 | 5.8 |
| T&T government expenditure % government budget | 63 | 3.4 |
| Effectiveness of marketing and branding to attract tourists | 62 | 4.4 |
| Comprehensiveness of annual T&T data 0–120 (best) | 37 | 80 |
| Timeliness of providing monthly/quarterly T&T data 0–21 (best) | 9 | 21.0 |
| Country brand strategy rating 1–10 (best) | 78 | 73.2 |

| Index Component | Rank/136 | Score* |
|---|---|---|
| **International Openness** | 66 | 3.1 |
| Visa requirements 0–100 (best) | 21 | 59.0 |
| Openness of bilateral Air Service Agreements 0–38 (best) | 115 | 6.8 |
| Number of regional trade agreements in force number | 62 | 10.0 |
| **Price competitiveness** | 66 | 4.9 |
| Ticket taxes and airport charges 0–100 (best) | 86 | 66.1 |
| Hotel price index US$ | 60 | 126.8 |
| Purchasing power parity PPP $ | 47 | 0.4 |
| Fuel price levels US$ cents/litre | 79 | 124.0 |
| **Environmental sustainability** | 42 | 4.4 |
| Stringency of environmental regulations | 105 | 3.4 |
| Enforcement of environmental regulations | 88 | 3.4 |
| Sustainability of travel and tourism industry development | 64 | 4.4 |
| Particulate matter (2.5) concentration μg/m3 | 73 | 9.0 |
| Environmental treaty ratification 0–27 (best) | 90 | 19 |
| Baseline water stress 5–0 (best) | 77 | 2.2 |
| Threatened species % total species | 82 | 6.5 |
| Forest cover change % change | 3 | 0.0 |
| Wastewater treatment % | 111 | 0.0 |
| Costal shelf fishing pressure tonnes/km2 | 3 | 0.0 |
| **Air transport infrastructure** | 90 | 2.2 |
| Quality of air transport infrastructure | 87 | 4.0 |
| Available seat kilometres, domestic millions | 100 | 0.1 |
| Available seat kilometres, international millions | 99 | 46.0 |
| Aircraft departures /1,000 pop. | 95 | 1.1 |
| Airport density airports/million pop. | 46 | 1.5 |
| Number of operating airlines Number | 72 | 30.0 |
| **Ground and port infrastructure** | 63 | 3.3 |
| Quality of roads | 77 | 3.8 |
| Road density % total territorial area | 71 | - |
| Paved road density % total territorial area | 77 | - |
| Quality of railroad infrastructure | 38 | 3.9 |
| Railroad density km of roads/land area | 36 | 2.3 |
| Quality of port infrastructure | 71 | 4.0 |
| Ground transport efficiency | 48 | 4.0 |
| **Tourist service infrastructure** | 70 | 4.0 |
| Hotel rooms number/100 pop. | 55 | 0.6 |
| Quality of tourism infrastructure | 98 | 4.2 |
| Presence of major car rental companies | 72 | 5 |
| Automated teller machines number/thoudand adult pop. | 47 | 58.3 |
| **Natural resources** | 106 | 2.4 |
| Number of World Heritage natural sites number of sites | 86 | 0 |
| Total known species number of species | 101 | 397 |
| Total protected areas % total territorial area | 103 | 8.3 |
| Natural tourism digital demand 0–100 (best) | 82 | 8 |
| Attractiveness of natural assets | 47 | 5.5 |
| **Cultural resources and business travel** | 81 | 1.6 |
| Number of World Heritage cultural sites number of sites | 61 | 3 |
| Oral and intangible cultural heritage number of expressions | 43 | 3 |
| Sports stadiums number of large stadiums | 77 | 4.0 |
| Number of international association meetings 3-year average | 85 | 9.7 |
| Cultural and entertainment tourism digital demand 0–100 (best) | 71 | 8 |

* Scores are on a 1-to-7 scale unless indicated otherwise. For detailed definitions, sources, and periods, consult the interactive Country/Economy Profiles and Rankings at http://wef.ch/ttcr

# Germany

**3rd** / 136

Travel & Tourism Competitiveness Index 2017 edition

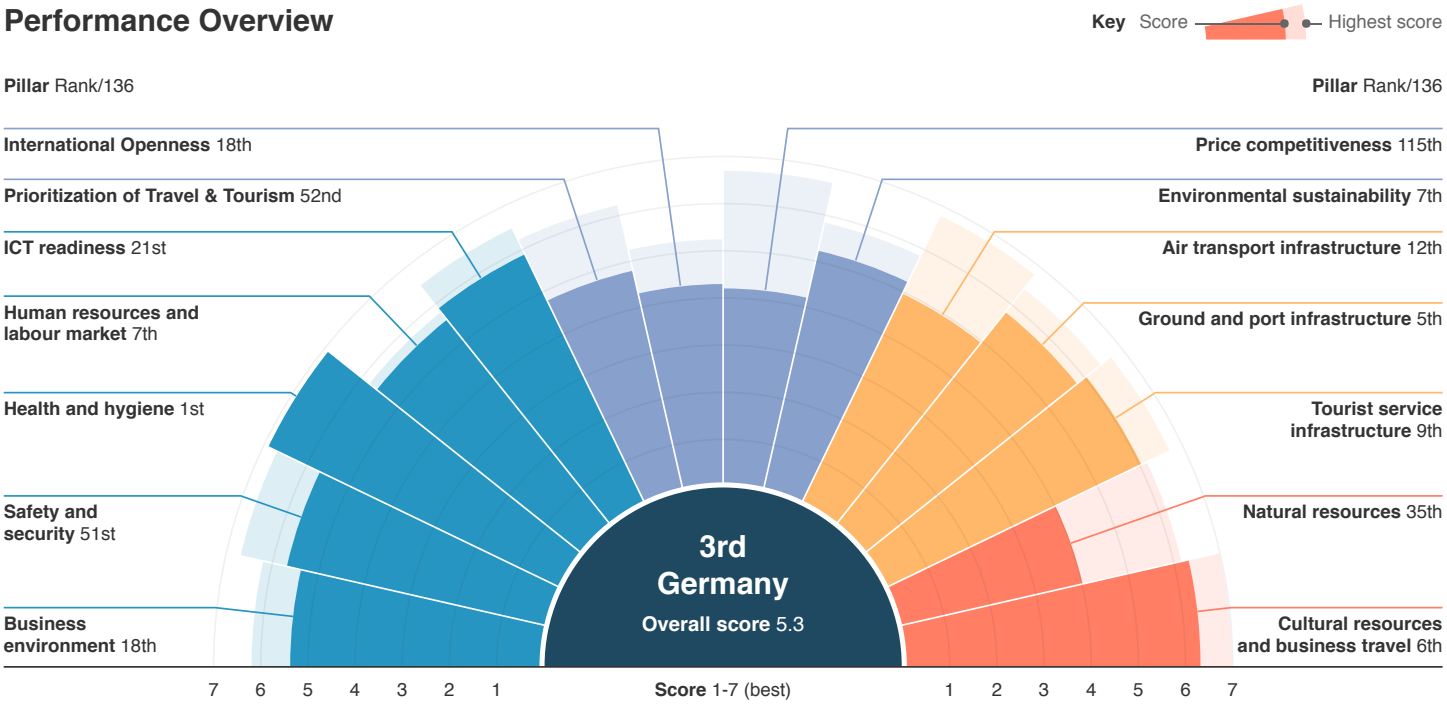
## Key Indicators

Sources: World Tourism Organization (UNWTO) and World Travel and Tourism Council (WTTC)

| | |
|---|---|
| **International tourist arrivals** | 34,971,458 |
| **International tourism inbound receipts** | US $36,867.3 million |
| **Average receipts per arrival** | US $1,054.2 |

| | |
|---|---|
| **T&T industry GDP** | US $130,746.0 million |
| % of total | 3.9% |
| **T&T industry employment** | 3,010,590 jobs |
| % of total | 7.0% |

## Performance Overview




Germany retains the 3rd place globally in the T&T competitiveness index. Germany's success can be attributed to its unique offer of cultural resource and business travel (6th), combined with sound and connectivity, tourist service infrastructure (9th) and a strong labour market (7th). Germany's decline in security (51st, down 31 positions) and in international openness (18, down 6 positions), have been compensated by a significant reduction in the prices of hotels and ticket taxes, which have led to an improvement in price competitiveness by 11 places. While Germany thrives on its cultural resources, its natural resources have experienced a sharp decline (35th, down 17 positions), despite the country's continued emphasis on environmental policy (7th, up 7 positions). The challenge now is to continue to find ways to improve and attract international visitors, given the sector's maturity, and overcome security fears. The government could enhance its prioritization of travel and tourism, which currently ranks 52nd globally, and find ways to develop more natural tourism niches.

## Past performance

| Travel & Tourism Competitiveness Edition | 2015 | 2017 |
|---|---|---|
| **Rank** | 3 / 141 | 3 / 136 |
| **Score** | 5.2 | 5.3 |

# Germany

**3rd** /136

## Travel & Tourism Competitiveness Index 2017 edition

WORLD ECONOMIC FORUM

| Index Component | Rank/136 | Score* |
|---|---|---|
| **Business environment** | 18 | 5.3 |
| Property rights | 17 | 5.8 |
| Business impact of rules on FDI | 51 | 4.8 |
| Efficiency of legal framework in settling disputes | 17 | 5.1 |
| Efficiency of legal framework in challenging regs | 15 | 5.0 |
| Time required to deal with construction permits days | 28 | 96 |
| Cost to deal with construction permits % construction cost | 46 | 1.1 |
| Extent of market dominance | 3 | 5.3 |
| Time to start a business days | 66 | 10.5 |
| Cost to start a business % GNI per capita | 38 | 1.9 |
| Effect of taxation on incentives to work | 91 | 3.7 |
| Effect of taxation on incentives to invest | 53 | 3.9 |
| Total tax rate % profits | 103 | 48.9 |
| **Safety and security** | 51 | 5.6 |
| Business costs of crime and violence | 62 | 4.8 |
| Reliability of police services | 39 | 5.3 |
| Business costs of terrorism | 84 | 4.9 |
| Index of terrorism incidence | 100 | 6.3 |
| Homicide rate /100,000 pop. | 23 | 0.9 |
| **Health and hygiene** | 1 | 6.9 |
| Physician density /1,000 pop | 11 | 3.9 |
| Access to improved sanitation % pop. | 22 | 99.2 |
| Access to improved drinking water % pop. | 1 | 100.0 |
| Hospital beds /10,000 pop. | 5 | 82.0 |
| HIV prevalence % adult pop. | 1 | 0.2 |
| Malaria incidence cases/100,000 pop. | 1 | S.L. |
| **Human resources and labour market** | 7 | 5.6 |
| Primary education enrollment rate net % | 19 | 98.7 |
| Secondary education enrollment rate gross % | 36 | 102.7 |
| Extent of staff training | 12 | 5.2 |
| Degree of customer orientation | 24 | 5.4 |
| Hiring and firing practices | n/a | n/a |
| Ease of finding skilled employees | 12 | 5.2 |
| Ease of hiring foreign labour | 64 | 4.1 |
| Pay and productivity | 10 | 5.0 |
| Female participation in the labor force ratio to men | 39 | 0.88 |
| **ICT readiness** | 21 | 5.8 |
| ICT use for biz-to-biz transactions | 14 | 5.8 |
| Internet use for biz-to-consumer transactions | 10 | 5.8 |
| Internet users % pop. | 17 | 87.6 |
| Fixed-broadband Internet subscriptions /100 pop. | 9 | 37.2 |
| Mobile-cellular telephone subscriptions /100 pop. | 66 | 116.7 |
| Mobile-broadband subscriptions /100 pop. | 42 | 70.8 |
| Mobile network coverage % pop. | 65 | 99.0 |
| Quality of electricity supply | 19 | 6.4 |
| **Prioritization of Travel & Tourism** | 52 | 4.8 |
| Government prioritization of travel and tourism industry | 80 | 4.6 |
| T&T government expenditure % government budget | 103 | 2.1 |
| Effectiveness of marketing and branding to attract tourists | 56 | 4.6 |
| Comprehensiveness of annual T&T data 0–120 (best) | 53 | 73 |
| Timeliness of providing monthly/quarterly T&T data 0–21 (best) | 17 | 20.5 |
| Country brand strategy rating 1–10 (best) | 2 | 95.6 |

| Index Component | Rank/136 | Score* |
|---|---|---|
| **International Openness** | 18 | 4.3 |
| Visa requirements 0–100 (best) | 73 | 24.0 |
| Openness of bilateral Air Service Agreements 0–38 (best) | 37 | 13.9 |
| Number of regional trade agreements in force number | 1 | 53.0 |
| **Price competitiveness** | 115 | 4.2 |
| Ticket taxes and airport charges 0–100 (best) | 90 | 64.5 |
| Hotel price index US$ | 48 | 114.1 |
| Purchasing power parity PPP $ | 117 | 0.9 |
| Fuel price levels US$ cents/litre | 106 | 158.0 |
| **Environmental sustainability** | 7 | 5.2 |
| Stringency of environmental regulations | 6 | 6.0 |
| Enforcement of environmental regulations | 8 | 5.7 |
| Sustainability of travel and tourism industry development | 27 | 5.0 |
| Particulate matter (2.5) concentration μg/m3 | 111 | 11.9 |
| Environmental treaty ratification 0–27 (best) | 1 | 30 |
| Baseline water stress 5–0 (best) | 66 | 1.8 |
| Threatened species % total species | 30 | 3.9 |
| Forest cover change % change | 50 | 0.0 |
| Wastewater treatment % | 5 | 95.3 |
| Costal shelf fishing pressure tonnes/km2 | 85 | 0.6 |
| **Air transport infrastructure** | 12 | 4.9 |
| Quality of air transport infrastructure | 12 | 5.9 |
| Available seat kilometres, domestic millions | 22 | 266.0 |
| Available seat kilometres, international millions | 4 | 4836.8 |
| Aircraft departures /1,000 pop. | 32 | 11.7 |
| Airport density airports/million pop. | 107 | 0.5 |
| Number of operating airlines Number | 3 | 172.0 |
| **Ground and port infrastructure** | 5 | 5.8 |
| Quality of roads | 16 | 5.6 |
| Road density % total territorial area | 13 | - |
| Paved road density % total territorial area | 11 | - |
| Quality of railroad infrastructure | 11 | 5.4 |
| Railroad density km of roads/land area | 4 | 9.4 |
| Quality of port infrastructure | 11 | 5.6 |
| Ground transport efficiency | 11 | 5.3 |
| **Tourist service infrastructure** | 9 | 6.0 |
| Hotel rooms number/100 pop. | 25 | 1.2 |
| Quality of tourism infrastructure | 19 | 5.7 |
| Presence of major car rental companies | 1 | 7 |
| Automated teller machines number/thoudand adult pop. | 14 | 118.2 |
| **Natural resources** | 35 | 4.0 |
| Number of World Heritage natural sites number of sites | 19 | 3 |
| Total known species number of species | 86 | 432 |
| Total protected areas % total territorial area | 9 | 37.4 |
| Natural tourism digital demand 0–100 (best) | 53 | 20 |
| Attractiveness of natural assets | 56 | 5.3 |
| **Cultural resources and business travel** | 6 | 6.3 |
| Number of World Heritage cultural sites number of sites | 4 | 38 |
| Oral and intangible cultural heritage number of expressions | 56 | 2 |
| Sports stadiums number of large stadiums | 8 | 69.0 |
| Number of international association meetings 3-year average | 2 | 714.7 |
| Cultural and entertainment tourism digital demand 0–100 (best) | 6 | 78 |

* Scores are on a 1-to-7 scale unless indicated otherwise. For detailed definitions, sources, and periods, consult the interactive Country/Economy Profiles and Rankings at http://wef.ch/ttcr

# Ghana

**120th** / 136

Travel & Tourism Competitiveness Index 2017 edition

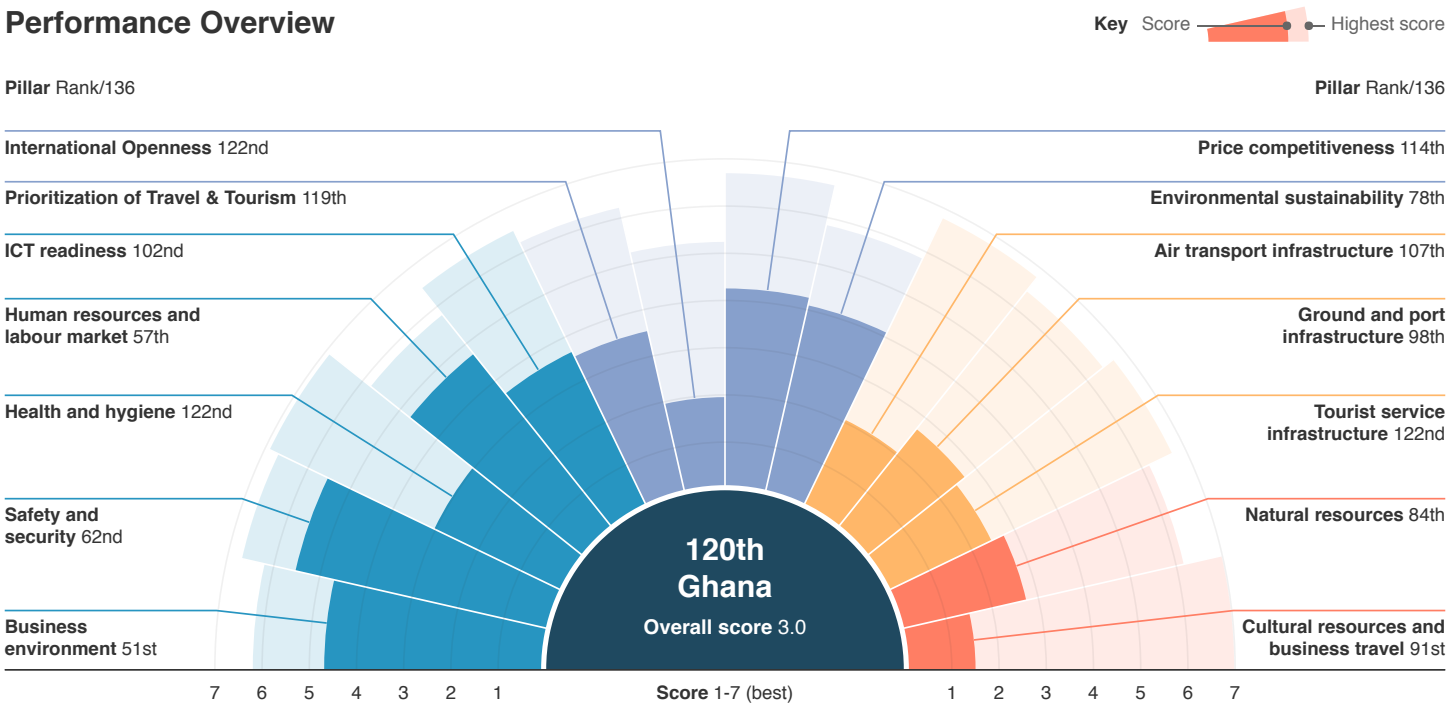
## Key Indicators

Sources: World Tourism Organization (UNWTO) and World Travel and Tourism Council (WTTC)

| | |
|---|---|
| **International tourist arrivals** | 897,000 |
| **International tourism inbound receipts** | US $818.8 million |
| **Average receipts per arrival** | US $912.8 |

| | |
|---|---|
| **T&T industry GDP** | US $1,189.4 million |
| % of total | 3.3% |
| **T&T industry employment** | 292,042 jobs |
| % of total | 2.6% |

## Performance Overview




## Past performance

| Travel & Tourism Competitiveness Edition | 2015 | 2017 |
|---|---|---|
| **Rank** | 120 / 141 | 120 / 136 |
| **Score** | 3.0 | 3.0 |

# Ghana

**120th** / 136

## Travel & Tourism Competitiveness Index 2017 edition

WORLD ECONOMIC FORUM

| Index Component | Rank/136 | Score* |
|---|---|---|
| **Business environment** | 51 | 4.6 |
| Property rights | 67 | 4.3 |
| Business impact of rules on FDI | 73 | 4.5 |
| Efficiency of legal framework in settling disputes | 44 | 4.2 |
| Efficiency of legal framework in challenging regs | 44 | 3.9 |
| Time required to deal with construction permits days | 88 | 170 |
| Cost to deal with construction permits % construction cost | 84 | 2.9 |
| Extent of market dominance | 50 | 3.9 |
| Time to start a business days | 81 | 14.0 |
| Cost to start a business % GNI per capita | 105 | 19.7 |
| Effect of taxation on incentives to work | 45 | 4.2 |
| Effect of taxation on incentives to invest | 78 | 3.4 |
| Total tax rate % profits | 46 | 32.7 |
| **Safety and security** | 62 | 5.5 |
| Business costs of crime and violence | 87 | 4.2 |
| Reliability of police services | 57 | 4.7 |
| Business costs of terrorism | 87 | 4.8 |
| Index of terrorism incidence | 49 | 7.0 |
| Homicide rate /100,000 pop. | 48 | 1.7 |
| **Health and hygiene** | 122 | 3.0 |
| Physician density /1,000 pop | 121 | 0.1 |
| Access to improved sanitation % pop. | 133 | 14.9 |
| Access to improved drinking water % pop. | 100 | 88.7 |
| Hospital beds /10,000 pop. | 110 | 9.0 |
| HIV prevalence % adult pop. | 116 | 1.5 |
| Malaria incidence cases/100,000 pop. | 131 | 30985.6 |
| **Human resources and labour market** | 57 | 4.7 |
| Primary education enrollment rate net % | 92 | 91.1 |
| Secondary education enrollment rate gross % | 101 | 71.0 |
| Extent of staff training | 63 | 4.0 |
| Degree of customer orientation | 92 | 4.3 |
| Hiring and firing practices | 29 | 4.4 |
| Ease of finding skilled employees | 52 | 4.4 |
| Ease of hiring foreign labour | 26 | 4.5 |
| Pay and productivity | 97 | 3.6 |
| Female participation in the labor force ratio to men | 7 | 0.97 |
| **ICT readiness** | 102 | 3.6 |
| ICT use for biz-to-biz transactions | 87 | 4.4 |
| Internet use for biz-to-consumer transactions | 91 | 4.1 |
| Internet users % pop. | 104 | 23.5 |
| Fixed-broadband Internet subscriptions /100 pop. | 118 | 0.3 |
| Mobile-cellular telephone subscriptions /100 pop. | 44 | 129.7 |
| Mobile-broadband subscriptions /100 pop. | 51 | 66.8 |
| Mobile network coverage % pop. | 102 | 96.8 |
| Quality of electricity supply | 124 | 2.2 |
| **Prioritization of Travel & Tourism** | 119 | 3.5 |
| Government prioritization of travel and tourism industry | 104 | 4.1 |
| T&T government expenditure % government budget | 64 | 3.4 |
| Effectiveness of marketing and branding to attract tourists | 97 | 3.7 |
| Comprehensiveness of annual T&T data 0–120 (best) | 132 | 17 |
| Timeliness of providing monthly/quarterly T&T data 0–21 (best) | 115 | 4.5 |
| Country brand strategy rating 1–10 (best) | 111 | 62.7 |

| Index Component | Rank/136 | Score* |
|---|---|---|
| **International Openness** | 122 | 1.9 |
| Visa requirements 0–100 (best) | 122 | 6.0 |
| Openness of bilateral Air Service Agreements 0–38 (best) | 47 | 12.2 |
| Number of regional trade agreements in force number | 117 | 2.0 |
| **Price competitiveness** | 114 | 4.2 |
| Ticket taxes and airport charges 0–100 (best) | 131 | 25.2 |
| Hotel price index US$ | 87 | 175.8 |
| Purchasing power parity PPP $ | 16 | 0.3 |
| Fuel price levels US$ cents/litre | 44 | 103.0 |
| **Environmental sustainability** | 78 | 4.1 |
| Stringency of environmental regulations | 95 | 3.5 |
| Enforcement of environmental regulations | 95 | 3.3 |
| Sustainability of travel and tourism industry development | 97 | 3.9 |
| Particulate matter (2.5) concentration μg/m3 | 68 | 8.0 |
| Environmental treaty ratification 0–27 (best) | 54 | 22 |
| Baseline water stress 5–0 (best) | 20 | 0.3 |
| Threatened species % total species | 48 | 5.0 |
| Forest cover change % change | 100 | 0.1 |
| Wastewater treatment % | 97 | 1.2 |
| Costal shelf fishing pressure tonnes/km2 | 47 | 0.1 |
| **Air transport infrastructure** | 107 | 2.0 |
| Quality of air transport infrastructure | 91 | 4.0 |
| Available seat kilometres, domestic millions | 55 | 5.8 |
| Available seat kilometres, international millions | 77 | 112.0 |
| Aircraft departures /1,000 pop. | 100 | 0.7 |
| Airport density airports/million pop. | 118 | 0.3 |
| Number of operating airlines Number | 80 | 28.0 |
| **Ground and port infrastructure** | 98 | 2.7 |
| Quality of roads | 85 | 3.5 |
| Road density % total territorial area | 54 | - |
| Paved road density % total territorial area | 89 | - |
| Quality of railroad infrastructure | n/a | n/a |
| Railroad density km of roads/land area | n/a | 0.4 |
| Quality of port infrastructure | 82 | 3.7 |
| Ground transport efficiency | 98 | 2.9 |
| **Tourist service infrastructure** | 122 | 2.4 |
| Hotel rooms number/100 pop. | 113 | 0.1 |
| Quality of tourism infrastructure | 87 | 4.4 |
| Presence of major car rental companies | 113 | 2 |
| Automated teller machines number/thoudand adult pop. | 116 | 8.2 |
| **Natural resources** | 84 | 2.7 |
| Number of World Heritage natural sites number of sites | 86 | 0 |
| Total known species number of species | 32 | 1020 |
| Total protected areas % total territorial area | 76 | 15.1 |
| Natural tourism digital demand 0–100 (best) | 92 | 5 |
| Attractiveness of natural assets | 92 | 4.5 |
| **Cultural resources and business travel** | 91 | 1.5 |
| Number of World Heritage cultural sites number of sites | 75 | 2 |
| Oral and intangible cultural heritage number of expressions | 93 | 0 |
| Sports stadiums number of large stadiums | 55 | 6.0 |
| Number of international association meetings 3-year average | 75 | 12.3 |
| Cultural and entertainment tourism digital demand 0–100 (best) | 73 | 8 |

* Scores are on a 1-to-7 scale unless indicated otherwise. For detailed definitions, sources, and periods, consult the interactive Country/Economy Profiles and Rankings at http://wef.ch/ttcr

# Greece

**24th** / 136

Travel & Tourism Competitiveness Index 2017 edition

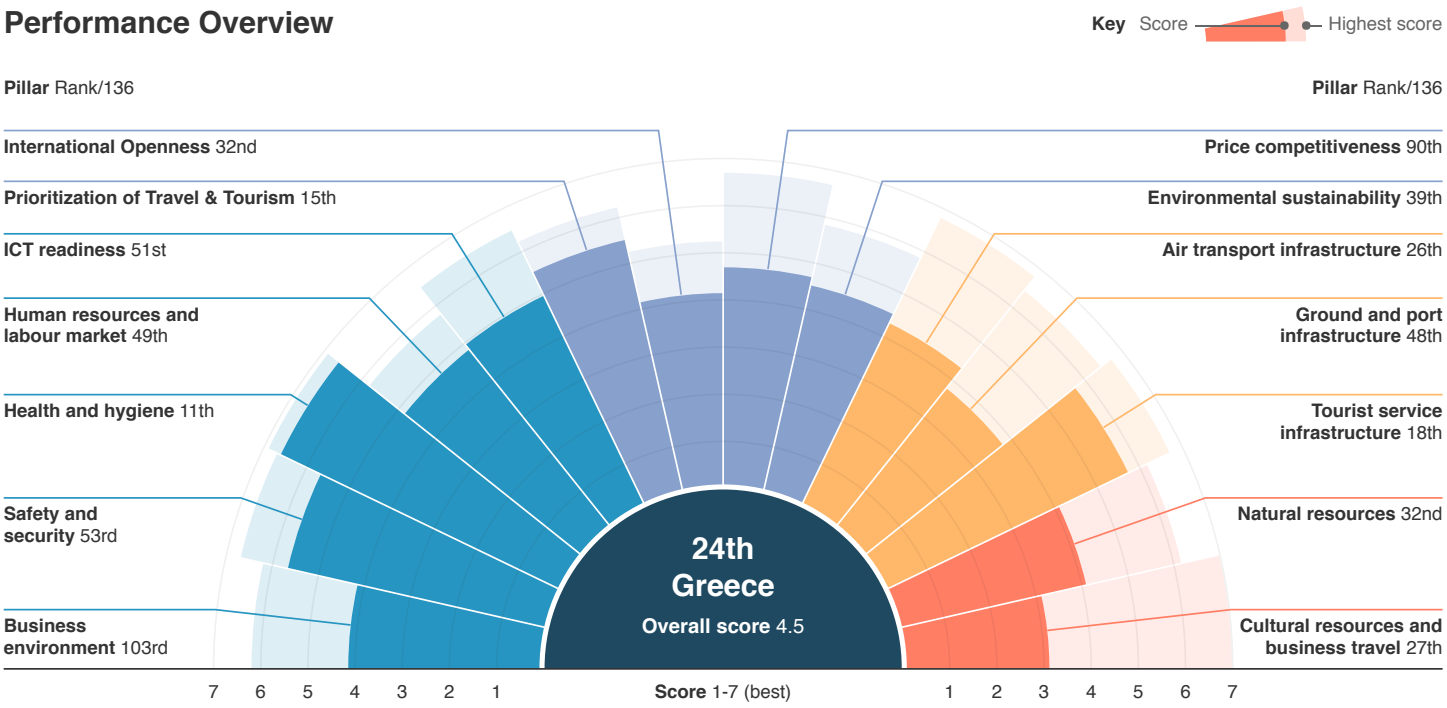
## Key Indicators

Sources: World Tourism Organization (UNWTO) and World Travel and Tourism Council (WTTC)

| | |
|---|---|
| **International tourist arrivals** | 23,599,455 |
| **International tourism inbound receipts** | US $15,672.7 million |
| **Average receipts per arrival** | US $664.1 |

| | |
|---|---|
| **T&T industry GDP** | US $14,704.1 million |
| % of total | 7.6% |
| **T&T industry employment** | 400,983 jobs |
| % of total | 11.3% |

## Performance Overview




Greece makes an impressive climb of 7 places to reach the 24th position in the global rankings. This performance is linked to Greece's exceptional efforts to value its natural resources (32nd, up 14 places), both directly, via stronger digital demand (19th) and indirectly, through environmental protection (39th, up 22 places) and marketing activity (43rd, up 19 places). At the same time, price, competitiveness has increased significantly (90th, up 23 places) thanks to declining cost of accommodation for international tourists, lower fuel cost and reduced ticket taxes and airport charges to incentivize tourism directly. These policies have contributed to generate more international arrivals, but have produced mixed results in terms of revenues. To increase arrivals and revenues, Greece should focus on making its business environment (103rd) friendlier, with lower impediments to FDIs, reduced taxation on profits and enhanced efficiency of the legislative system. In today's tech-savvy world, Greece also needs to become more ICT ready (51st). To date, businesses still make little use of new technologies for business-to-business (98th) and business-to-customer (82nd) transactions. Improving its visa policies (73rd) is another measure that would impact revenues and international arrivals with little financial investment required.

## Past performance

| Travel & Tourism Competitiveness Edition | 2015 | 2017 |
|---|---|---|
| **Rank** | 31 / 141 | 24 / 136 |
| **Score** | 4.4 | 4.5 |

# Greece

**24th** / 136

## Travel & Tourism Competitiveness Index 2017 edition

WORLD ECONOMIC FORUM

| Index Component | Rank/136 | Score* |
|---|---|---|
| **Business environment** | 103 | 4.1 |
| Property rights | 87 | 4.1 |
| Business impact of rules on FDI | 112 | 3.8 |
| Efficiency of legal framework in settling disputes | 128 | 2.4 |
| Efficiency of legal framework in challenging regs | 83 | 3.2 |
| Time required to deal with construction permits days | 55 | 124 |
| Cost to deal with construction permits % construction cost | 66 | 1.8 |
| Extent of market dominance | 61 | 3.8 |
| Time to start a business days | 77 | 13.0 |
| Cost to start a business % GNI per capita | 44 | 2.2 |
| Effect of taxation on incentives to work | 133 | 2.6 |
| Effect of taxation on incentives to invest | 134 | 2.1 |
| Total tax rate % profits | 109 | 50.7 |
| **Safety and security** | 53 | 5.6 |
| Business costs of crime and violence | 51 | 5.0 |
| Reliability of police services | 54 | 4.7 |
| Business costs of terrorism | 63 | 5.4 |
| Index of terrorism incidence | 105 | 6.1 |
| Homicide rate /100,000 pop. | 1 | 0.1 |
| **Health and hygiene** | 11 | 6.6 |
| Physician density /1,000 pop | 3 | 4.4 |
| Access to improved sanitation % pop. | 28 | 99.0 |
| Access to improved drinking water % pop. | 1 | 100.0 |
| Hospital beds /10,000 pop. | 33 | 48.0 |
| HIV prevalence % adult pop. | 1 | 0.2 |
| Malaria incidence cases/100,000 pop. | 1 | S.L. |
| **Human resources and labour market** | 49 | 4.8 |
| Primary education enrollment rate net % | 55 | 96.3 |
| Secondary education enrollment rate gross % | 30 | 106.5 |
| Extent of staff training | 74 | 3.8 |
| Degree of customer orientation | 46 | 5.0 |
| Hiring and firing practices | 96 | 3.4 |
| Ease of finding skilled employees | 40 | 4.6 |
| Ease of hiring foreign labour | 65 | 4.1 |
| Pay and productivity | 84 | 3.7 |
| Female participation in the labor force ratio to men | 77 | 0.78 |
| **ICT readiness** | 51 | 4.9 |
| ICT use for biz-to-biz transactions | 98 | 4.3 |
| Internet use for biz-to-consumer transactions | 82 | 4.2 |
| Internet users % pop. | 54 | 66.8 |
| Fixed-broadband Internet subscriptions /100 pop. | 19 | 30.9 |
| Mobile-cellular telephone subscriptions /100 pop. | 75 | 113.0 |
| Mobile-broadband subscriptions /100 pop. | 79 | 44.0 |
| Mobile network coverage % pop. | 36 | 99.9 |
| Quality of electricity supply | 54 | 5.3 |
| **Prioritization of Travel & Tourism** | 15 | 5.5 |
| Government prioritization of travel and tourism industry | 34 | 5.5 |
| T&T government expenditure % government budget | 17 | 8.0 |
| Effectiveness of marketing and branding to attract tourists | 43 | 4.8 |
| Comprehensiveness of annual T&T data 0–120 (best) | 37 | 80 |
| Timeliness of providing monthly/quarterly T&T data 0–21 (best) | 48 | 19.5 |
| Country brand strategy rating 1–10 (best) | 67 | 74.9 |

| Index Component | Rank/136 | Score* |
|---|---|---|
| **International Openness** | 32 | 4.1 |
| Visa requirements 0–100 (best) | 73 | 24.0 |
| Openness of bilateral Air Service Agreements 0–38 (best) | 60 | 11.2 |
| Number of regional trade agreements in force number | 1 | 53.0 |
| **Price competitiveness** | 90 | 4.7 |
| Ticket taxes and airport charges 0–100 (best) | 22 | 90.4 |
| Hotel price index US$ | 61 | 127.3 |
| Purchasing power parity PPP $ | 107 | 0.7 |
| Fuel price levels US$ cents/litre | 111 | 163.0 |
| **Environmental sustainability** | 39 | 4.5 |
| Stringency of environmental regulations | 49 | 4.4 |
| Enforcement of environmental regulations | 70 | 3.8 |
| Sustainability of travel and tourism industry development | 53 | 4.6 |
| Particulate matter (2.5) concentration μg/m3 | 75 | 9.1 |
| Environmental treaty ratification 0–27 (best) | 15 | 27 |
| Baseline water stress 5–0 (best) | 108 | 3.8 |
| Threatened species % total species | 88 | 6.9 |
| Forest cover change % change | 48 | 0.0 |
| Wastewater treatment % | 23 | 77.6 |
| Costal shelf fishing pressure tonnes/km2 | 55 | 0.1 |
| **Air transport infrastructure** | 26 | 4.3 |
| Quality of air transport infrastructure | 43 | 4.9 |
| Available seat kilometres, domestic millions | 37 | 54.4 |
| Available seat kilometres, international millions | 34 | 574.1 |
| Aircraft departures /1,000 pop. | 28 | 13.2 |
| Airport density airports/million pop. | 14 | 4.6 |
| Number of operating airlines Number | 16 | 94.0 |
| **Ground and port infrastructure** | 48 | 3.7 |
| Quality of roads | 58 | 4.3 |
| Road density % total territorial area | 37 | - |
| Paved road density % total territorial area | 32 | - |
| Quality of railroad infrastructure | 60 | 2.8 |
| Railroad density km of roads/land area | 45 | 1.7 |
| Quality of port infrastructure | 47 | 4.5 |
| Ground transport efficiency | 67 | 3.6 |
| **Tourist service infrastructure** | 18 | 5.7 |
| Hotel rooms number/100 pop. | 3 | 3.8 |
| Quality of tourism infrastructure | 44 | 5.1 |
| Presence of major car rental companies | 1 | 7 |
| Automated teller machines number/thoudand adult pop. | 43 | 59.1 |
| **Natural resources** | 32 | 4.1 |
| Number of World Heritage natural sites number of sites | 46 | 1 |
| Total known species number of species | 76 | 476 |
| Total protected areas % total territorial area | 12 | 34.9 |
| Natural tourism digital demand 0–100 (best) | 19 | 49 |
| Attractiveness of natural assets | 13 | 6.1 |
| **Cultural resources and business travel** | 27 | 3.1 |
| Number of World Heritage cultural sites number of sites | 10 | 17 |
| Oral and intangible cultural heritage number of expressions | 36 | 4 |
| Sports stadiums number of large stadiums | 36 | 12.0 |
| Number of international association meetings 3-year average | 28 | 149.0 |
| Cultural and entertainment tourism digital demand 0–100 (best) | 29 | 23 |

* Scores are on a 1-to-7 scale unless indicated otherwise. For detailed definitions, sources, and periods, consult the interactive Country/Economy Profiles and Rankings at http://wef.ch/ttcr

# Guatemala

**86th** / 136

Travel & Tourism Competitiveness Index 2017 edition

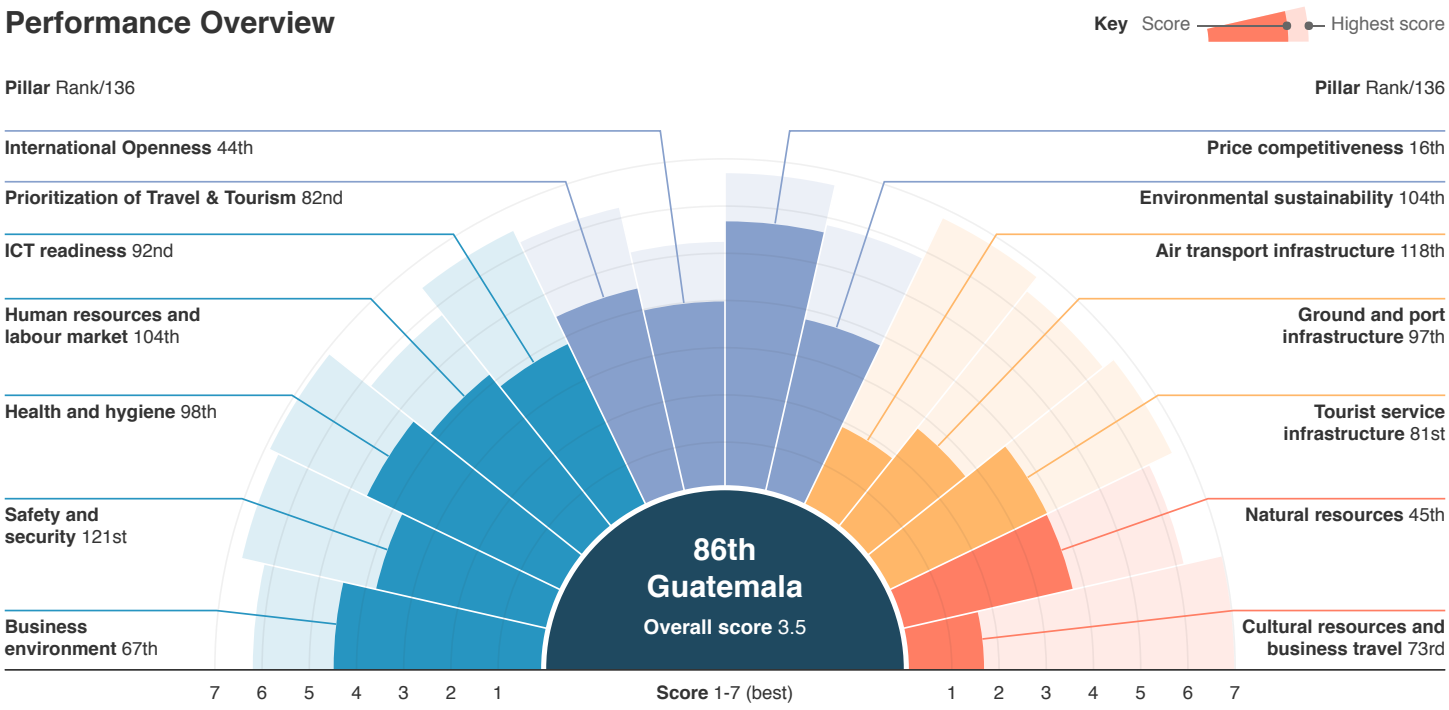
## Key Indicators

Sources: World Tourism Organization (UNWTO) and World Travel and Tourism Council (WTTC)

| | |
|---|---|
| **International tourist arrivals** | 1,463,696 |
| **International tourism inbound receipts** | US $1,579.7 million |
| **Average receipts per arrival** | US $1,079.3 |

| | |
|---|---|
| **T&T industry GDP** | US $2,099.2 million |
| % of total | 3.3% |
| **T&T industry employment** | 186,707 jobs |
| % of total | 2.9% |

## Performance Overview




## Past performance

| Travel & Tourism Competitiveness Edition | 2015 | 2017 |
|---|---|---|
| **Rank** | 80 / 141 | 86 / 136 |
| **Score** | 3.5 | 3.5 |

# Guatemala

**86th** / 136

## Travel & Tourism Competitiveness Index 2017 edition

WORLD ECONOMIC FORUM

| Index Component | Rank/136 | Score* |
|---|---|---|
| **Business environment** | 67 | 4.4 |
| Property rights | 64 | 4.3 |
| Business impact of rules on FDI | 24 | 5.4 |
| Efficiency of legal framework in settling disputes | 106 | 3.0 |
| Efficiency of legal framework in challenging regs | 86 | 3.1 |
| Time required to deal with construction permits days | 82 | 158 |
| Cost to deal with construction permits % construction cost | 115 | 6.8 |
| Extent of market dominance | 44 | 4.0 |
| Time to start a business days | 96 | 19.5 |
| Cost to start a business % GNI per capita | 111 | 24.1 |
| Effect of taxation on incentives to work | 29 | 4.4 |
| Effect of taxation on incentives to invest | 31 | 4.1 |
| Total tax rate % profits | 61 | 35.2 |
| **Safety and security** | 121 | 3.7 |
| Business costs of crime and violence | 133 | 2.4 |
| Reliability of police services | 126 | 2.7 |
| Business costs of terrorism | 110 | 4.3 |
| Index of terrorism incidence | 71 | 6.9 |
| Homicide rate /100,000 pop. | 130 | 31.2 |
| **Health and hygiene** | 98 | 4.6 |
| Physician density /1,000 pop | 88 | 0.9 |
| Access to improved sanitation % pop. | 99 | 63.9 |
| Access to improved drinking water % pop. | 88 | 92.8 |
| Hospital beds /10,000 pop. | 122 | 6.0 |
| HIV prevalence % adult pop. | 85 | 0.5 |
| Malaria incidence cases/100,000 pop. | 97 | 64.9 |
| **Human resources and labour market** | 104 | 4.1 |
| Primary education enrollment rate net % | 116 | 86.4 |
| Secondary education enrollment rate gross % | 107 | 63.5 |
| Extent of staff training | 40 | 4.4 |
| Degree of customer orientation | 28 | 5.3 |
| Hiring and firing practices | 40 | 4.1 |
| Ease of finding skilled employees | 62 | 4.3 |
| Ease of hiring foreign labour | 31 | 4.5 |
| Pay and productivity | 57 | 4.2 |
| Female participation in the labor force ratio to men | 119 | 0.51 |
| **ICT readiness** | 92 | 3.8 |
| ICT use for biz-to-biz transactions | 49 | 4.9 |
| Internet use for biz-to-consumer transactions | 63 | 4.6 |
| Internet users % pop. | 99 | 27.1 |
| Fixed-broadband Internet subscriptions /100 pop. | 97 | 2.8 |
| Mobile-cellular telephone subscriptions /100 pop. | 77 | 111.5 |
| Mobile-broadband subscriptions /100 pop. | 125 | 10.1 |
| Mobile network coverage % pop. | 1 | 100.0 |
| Quality of electricity supply | 43 | 5.7 |
| **Prioritization of Travel & Tourism** | 82 | 4.4 |
| Government prioritization of travel and tourism industry | 105 | 4.0 |
| T&T government expenditure % government budget | 40 | 4.7 |
| Effectiveness of marketing and branding to attract tourists | 110 | 3.4 |
| Comprehensiveness of annual T&T data 0–120 (best) | 79 | 61 |
| Timeliness of providing monthly/quarterly T&T data 0–21 (best) | 28 | 20.0 |
| Country brand strategy rating 1–10 (best) | 59 | 76.6 |

| Index Component | Rank/136 | Score* |
|---|---|---|
| **International Openness** | 44 | 3.9 |
| Visa requirements 0–100 (best) | 61 | 29.0 |
| Openness of bilateral Air Service Agreements 0–38 (best) | 7 | 24.8 |
| Number of regional trade agreements in force number | 53 | 17.0 |
| **Price competitiveness** | 16 | 5.6 |
| Ticket taxes and airport charges 0–100 (best) | 18 | 91.7 |
| Hotel price index US$ | 24 | 89.8 |
| Purchasing power parity PPP $ | 82 | 0.5 |
| Fuel price levels US$ cents/litre | 30 | 90.0 |
| **Environmental sustainability** | 104 | 3.8 |
| Stringency of environmental regulations | 84 | 3.7 |
| Enforcement of environmental regulations | 79 | 3.6 |
| Sustainability of travel and tourism industry development | 95 | 3.9 |
| Particulate matter (2.5) concentration μg/m3 | 54 | 6.6 |
| Environmental treaty ratification 0–27 (best) | 67 | 21 |
| Baseline water stress 5–0 (best) | 35 | 0.5 |
| Threatened species % total species | 116 | 10.1 |
| Forest cover change % change | 117 | 0.1 |
| Wastewater treatment % | 73 | 6.8 |
| Costal shelf fishing pressure tonnes/km2 | 24 | 0.0 |
| **Air transport infrastructure** | 118 | 1.9 |
| Quality of air transport infrastructure | 97 | 3.9 |
| Available seat kilometres, domestic millions | 83 | 0.8 |
| Available seat kilometres, international millions | 101 | 43.1 |
| Aircraft departures /1,000 pop. | 122 | 0.2 |
| Airport density airports/million pop. | 128 | 0.2 |
| Number of operating airlines Number | 90 | 21.0 |
| **Ground and port infrastructure** | 97 | 2.7 |
| Quality of roads | 91 | 3.4 |
| Road density % total territorial area | 101 | - |
| Paved road density % total territorial area | 85 | - |
| Quality of railroad infrastructure | n/a | n/a |
| Railroad density km of roads/land area | n/a | n/a |
| Quality of port infrastructure | 86 | 3.7 |
| Ground transport efficiency | 124 | 2.3 |
| **Tourist service infrastructure** | 81 | 3.7 |
| Hotel rooms number/100 pop. | 87 | 0.3 |
| Quality of tourism infrastructure | 89 | 4.4 |
| Presence of major car rental companies | 51 | 6 |
| Automated teller machines number/thoudand adult pop. | 83 | 35.8 |
| **Natural resources** | 45 | 3.7 |
| Number of World Heritage natural sites number of sites | 78 | 1 |
| Total known species number of species | 27 | 1067 |
| Total protected areas % total territorial area | 18 | 31.8 |
| Natural tourism digital demand 0–100 (best) | 48 | 21 |
| Attractiveness of natural assets | 43 | 5.6 |
| **Cultural resources and business travel** | 73 | 1.6 |
| Number of World Heritage cultural sites number of sites | 74 | 3 |
| Oral and intangible cultural heritage number of expressions | 43 | 3 |
| Sports stadiums number of large stadiums | 97 | 2.0 |
| Number of international association meetings 3-year average | 66 | 27.0 |
| Cultural and entertainment tourism digital demand 0–100 (best) | 49 | 13 |

* Scores are on a 1-to-7 scale unless indicated otherwise. For detailed definitions, sources, and periods, consult the interactive Country/Economy Profiles and Rankings at http://wef.ch/ttcr

# Honduras

**90th** / 136

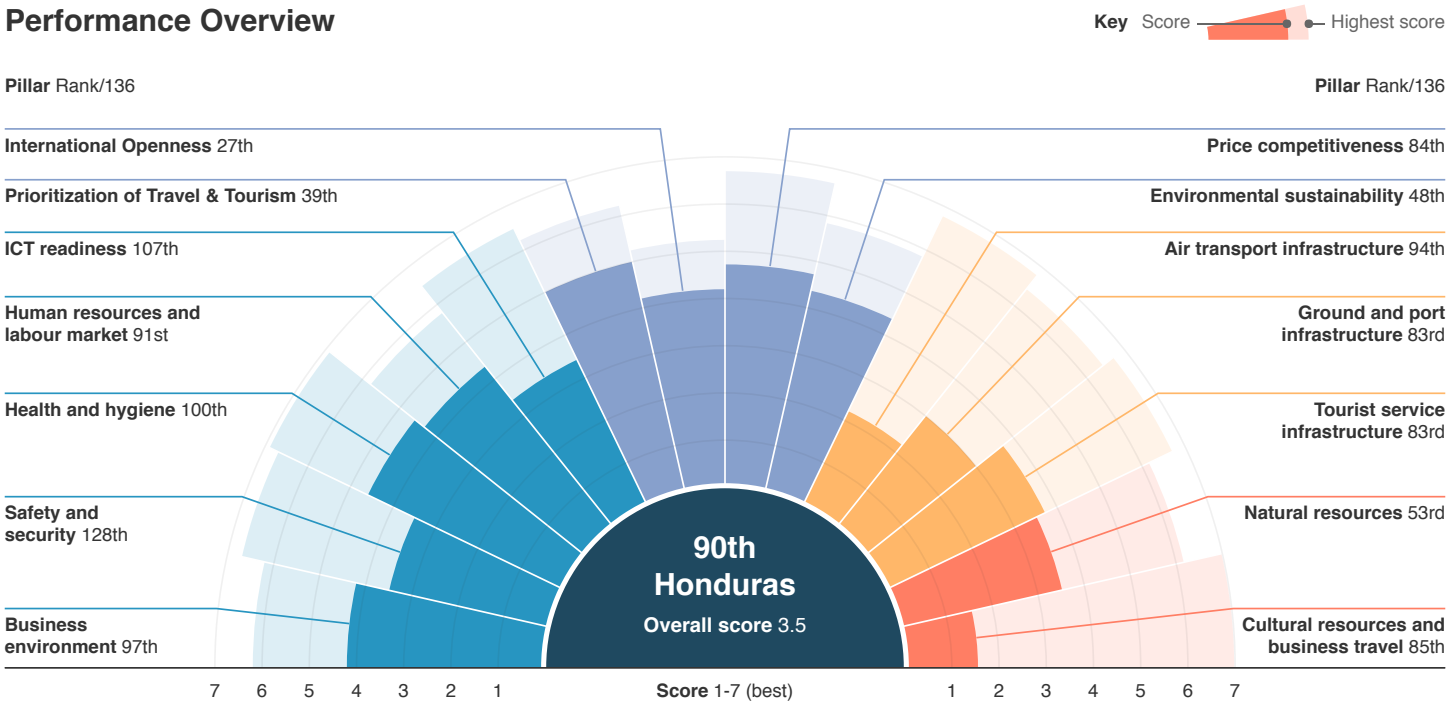
Travel & Tourism Competitiveness Index 2017 edition

## Key Indicators

Sources: World Tourism Organization (UNWTO) and World Travel and Tourism Council (WTTC)

| | |
|---|---|
| **International tourist arrivals** | 880,269 |
| **International tourism inbound receipts** | US $650.4 million |
| **Average receipts per arrival** | US $738.9 |
| **T&T industry GDP** | US $1,109.0 million |
| % of total | 5.5% |
| **T&T industry employment** | 156,699 jobs |
| % of total | 4.8% |

## Performance Overview




## Past performance

| Travel & Tourism Competitiveness Edition | 2015 | 2017 |
|---|---|---|
| **Rank** | 90 / 141 | 90 / 136 |
| **Score** | 3.4 | 3.5 |

# Honduras

**90th** / 136

## Travel & Tourism Competitiveness Index 2017 edition

WORLD ECONOMIC FORUM

| Index Component | Rank/136 | Score* |
|---|---|---|
| **Business environment** | 97 | 4.2 |
| Property rights | 96 | 4.0 |
| Business impact of rules on FDI | 53 | 4.8 |
| Efficiency of legal framework in settling disputes | 90 | 3.2 |
| Efficiency of legal framework in challenging regs | 100 | 3.0 |
| Time required to deal with construction permits days | 23 | 89 |
| Cost to deal with construction permits % construction cost | 109 | 6.0 |
| Extent of market dominance | 92 | 3.4 |
| Time to start a business days | 77 | 13.0 |
| Cost to start a business % GNI per capita | 123 | 41.1 |
| Effect of taxation on incentives to work | 95 | 3.6 |
| Effect of taxation on incentives to invest | 123 | 2.8 |
| Total tax rate % profits | 95 | 44.4 |
| **Safety and security** | 128 | 3.5 |
| Business costs of crime and violence | 132 | 2.4 |
| Reliability of police services | 129 | 2.5 |
| Business costs of terrorism | 108 | 4.4 |
| Index of terrorism incidence | 64 | 7.0 |
| Homicide rate /100,000 pop. | 136 | 74.6 |
| **Health and hygiene** | 100 | 4.6 |
| Physician density /1,000 pop | 103 | 0.4 |
| Access to improved sanitation % pop. | 81 | 82.6 |
| Access to improved drinking water % pop. | 94 | 91.2 |
| Hospital beds /10,000 pop. | 116 | 7.0 |
| HIV prevalence % adult pop. | 76 | 0.4 |
| Malaria incidence cases/100,000 pop. | 100 | 138.2 |
| **Human resources and labour market** | 91 | 4.3 |
| Primary education enrollment rate net % | 83 | 93.0 |
| Secondary education enrollment rate gross % | 102 | 70.8 |
| Extent of staff training | 50 | 4.2 |
| Degree of customer orientation | 65 | 4.7 |
| Hiring and firing practices | 54 | 3.9 |
| Ease of finding skilled employees | 70 | 4.2 |
| Ease of hiring foreign labour | 23 | 4.6 |
| Pay and productivity | 68 | 3.9 |
| Female participation in the labor force ratio to men | 117 | 0.57 |
| **ICT readiness** | 107 | 3.4 |
| ICT use for biz-to-biz transactions | 63 | 4.7 |
| Internet use for biz-to-consumer transactions | 77 | 4.3 |
| Internet users % pop. | 112 | 20.4 |
| Fixed-broadband Internet subscriptions /100 pop. | 99 | 2.3 |
| Mobile-cellular telephone subscriptions /100 pop. | 101 | 95.5 |
| Mobile-broadband subscriptions /100 pop. | 113 | 17.2 |
| Mobile network coverage % pop. | 44 | 99.9 |
| Quality of electricity supply | 97 | 3.7 |
| **Prioritization of Travel & Tourism** | 39 | 5.0 |
| Government prioritization of travel and tourism industry | 41 | 5.3 |
| T&T government expenditure % government budget | 48 | 4.1 |
| Effectiveness of marketing and branding to attract tourists | 52 | 4.7 |
| Comprehensiveness of annual T&T data 0–120 (best) | 61 | 71 |
| Timeliness of providing monthly/quarterly T&T data 0–21 (best) | 28 | 20.0 |
| Country brand strategy rating 1–10 (best) | 34 | 80.5 |

| Index Component | Rank/136 | Score* |
|---|---|---|
| **International Openness** | 27 | 4.2 |
| Visa requirements 0–100 (best) | 61 | 29.0 |
| Openness of bilateral Air Service Agreements 0–38 (best) | 6 | 26.6 |
| Number of regional trade agreements in force number | 48 | 19.0 |
| **Price competitiveness** | 84 | 4.7 |
| Ticket taxes and airport charges 0–100 (best) | 125 | 39.5 |
| Hotel price index US$ | 36 | 103.5 |
| Purchasing power parity PPP $ | 80 | 0.5 |
| Fuel price levels US$ cents/litre | 44 | 103.0 |
| **Environmental sustainability** | 48 | 4.3 |
| Stringency of environmental regulations | 62 | 4.2 |
| Enforcement of environmental regulations | 61 | 4.0 |
| Sustainability of travel and tourism industry development | 62 | 4.4 |
| Particulate matter (2.5) concentration μg/m3 | 48 | 6.0 |
| Environmental treaty ratification 0–27 (best) | 43 | 23 |
| Baseline water stress 5–0 (best) | 23 | 0.3 |
| Threatened species % total species | 92 | 7.3 |
| Forest cover change % change | 89 | 0.1 |
| Wastewater treatment % | 95 | 1.8 |
| Costal shelf fishing pressure tonnes/km2 | 17 | 0.0 |
| **Air transport infrastructure** | 94 | 2.2 |
| Quality of air transport infrastructure | 83 | 4.1 |
| Available seat kilometres, domestic millions | 77 | 1.3 |
| Available seat kilometres, international millions | 117 | 23.4 |
| Aircraft departures /1,000 pop. | 68 | 3.2 |
| Airport density airports/million pop. | 43 | 1.6 |
| Number of operating airlines Number | 101 | 19.0 |
| **Ground and port infrastructure** | 83 | 3.0 |
| Quality of roads | 75 | 3.8 |
| Road density % total territorial area | 102 | - |
| Paved road density % total territorial area | 103 | - |
| Quality of railroad infrastructure | n/a | n/a |
| Railroad density km of roads/land area | n/a | n/a |
| Quality of port infrastructure | 51 | 4.5 |
| Ground transport efficiency | 126 | 2.2 |
| **Tourist service infrastructure** | 83 | 3.7 |
| Hotel rooms number/100 pop. | 85 | 0.3 |
| Quality of tourism infrastructure | 66 | 4.7 |
| Presence of major car rental companies | 51 | 6 |
| Automated teller machines number/thoudand adult pop. | 94 | 24.6 |
| **Natural resources** | 53 | 3.5 |
| Number of World Heritage natural sites number of sites | 46 | 1 |
| Total known species number of species | 30 | 1032 |
| Total protected areas % total territorial area | 49 | 21.6 |
| Natural tourism digital demand 0–100 (best) | 75 | 11 |
| Attractiveness of natural assets | 26 | 5.9 |
| **Cultural resources and business travel** | 85 | 1.5 |
| Number of World Heritage cultural sites number of sites | 97 | 1 |
| Oral and intangible cultural heritage number of expressions | 71 | 1 |
| Sports stadiums number of large stadiums | 66 | 5.0 |
| Number of international association meetings 3-year average | 95 | 8.0 |
| Cultural and entertainment tourism digital demand 0–100 (best) | 53 | 12 |

* Scores are on a 1-to-7 scale unless indicated otherwise. For detailed definitions, sources, and periods, consult the interactive Country/Economy Profiles and Rankings at http://wef.ch/ttcr

# Hong Kong SAR

**11th** / 136

Travel & Tourism Competitiveness Index 2017 edition

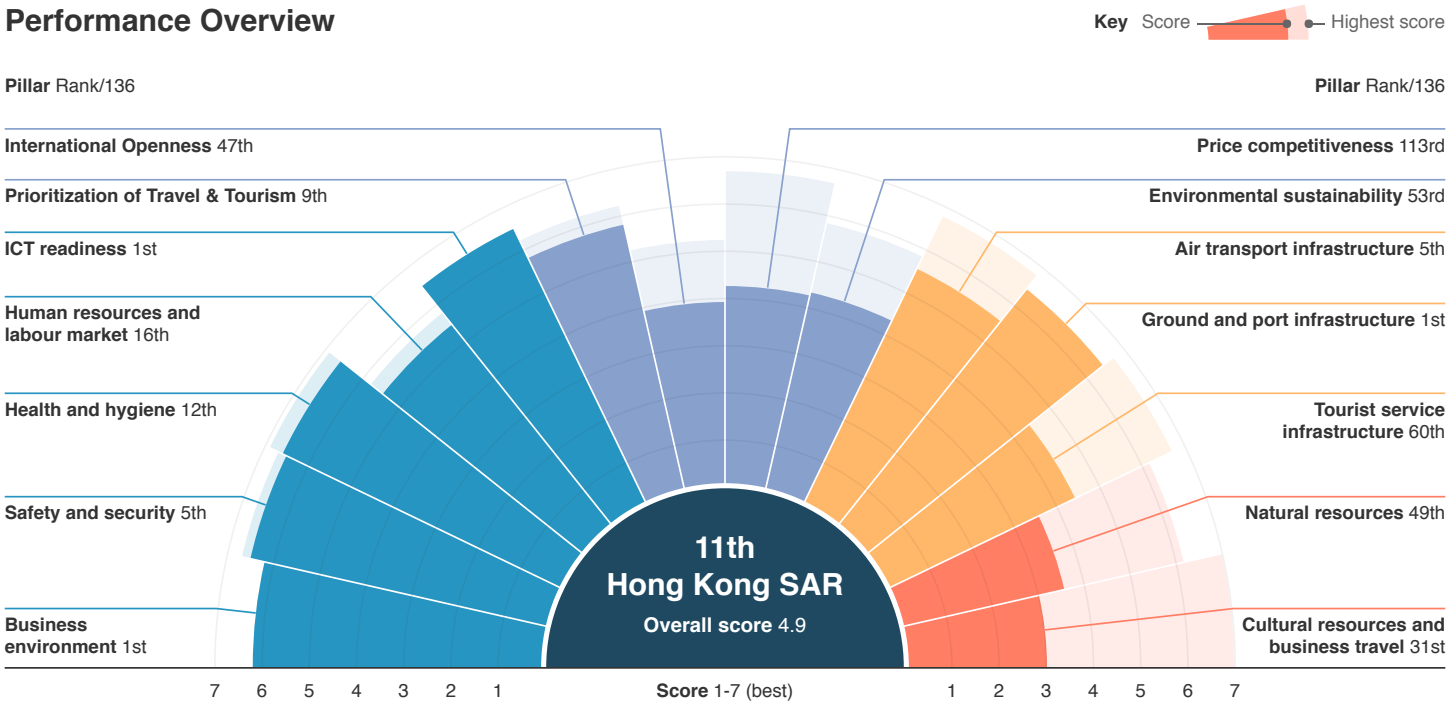
## Key Indicators

Sources: World Tourism Organization (UNWTO) and World Travel and Tourism Council (WTTC)

| | |
|---|---|
| **International tourist arrivals** | 26,686,026 |
| **International tourism inbound receipts** | US $36,150.2 million |
| **Average receipts per arrival** | US $1,354.6 |

| | |
|---|---|
| **T&T industry GDP** | US $25,020.7 million |
| % of total | 8.0% |
| **T&T industry employment** | 327,967 jobs |
| % of total | 8.6% |

## Performance Overview




## Past performance

| Travel & Tourism Competitiveness Edition | 2015 | 2017 |
|---|---|---|
| **Rank** | 13 / 141 | 11 / 136 |
| **Score** | 4.7 | 4.9 |

# Hong Kong SAR

**11th** / 136

## Travel & Tourism Competitiveness Index 2017 edition

WORLD ECONOMIC FORUM

| Index Component | Rank/136 | Score* |
|---|---|---|
| **Business environment** | 1 | 6.2 |
| Property rights | 7 | 6.2 |
| Business impact of rules on FDI | 2 | 6.4 |
| Efficiency of legal framework in settling disputes | 2 | 6.0 |
| Efficiency of legal framework in challenging regs | 3 | 5.6 |
| Time required to deal with construction permits days | 11 | 72 |
| Cost to deal with construction permits % construction cost | 27 | 0.7 |
| Extent of market dominance | 21 | 4.5 |
| Time to start a business days | 2 | 1.5 |
| Cost to start a business % GNI per capita | 13 | 0.6 |
| Effect of taxation on incentives to work | 4 | 5.9 |
| Effect of taxation on incentives to invest | 3 | 6.0 |
| Total tax rate % profits | 20 | 22.9 |
| **Safety and security** | 5 | 6.5 |
| Business costs of crime and violence | 9 | 6.1 |
| Reliability of police services | 15 | 6.2 |
| Business costs of terrorism | 11 | 6.2 |
| Index of terrorism incidence | 1 | 7.0 |
| Homicide rate /100,000 pop. | 23 | 0.9 |
| **Health and hygiene** | 12 | 6.6 |
| Physician density /1,000 pop | n/a | n/a |
| Access to improved sanitation % pop. | 28 | 99.0 |
| Access to improved drinking water % pop. | 1 | 100.0 |
| Hospital beds /10,000 pop. | 30 | 52.4 |
| HIV prevalence % adult pop. | 1 | 0.1 |
| Malaria incidence cases/100,000 pop. | 1 | M.F. |
| **Human resources and labour market** | 16 | 5.4 |
| Primary education enrollment rate net % | 70 | 94.6 |
| Secondary education enrollment rate gross % | 43 | 100.8 |
| Extent of staff training | 25 | 4.8 |
| Degree of customer orientation | 10 | 5.7 |
| Hiring and firing practices | 2 | 5.7 |
| Ease of finding skilled employees | 35 | 4.7 |
| Ease of hiring foreign labour | 47 | 4.3 |
| Pay and productivity | 3 | 5.5 |
| Female participation in the labor force ratio to men | 72 | 0.80 |
| **ICT readiness** | 1 | 6.5 |
| ICT use for biz-to-biz transactions | 20 | 5.7 |
| Internet use for biz-to-consumer transactions | 27 | 5.4 |
| Internet users % pop. | 20 | 84.9 |
| Fixed-broadband Internet subscriptions /100 pop. | 15 | 32.1 |
| Mobile-cellular telephone subscriptions /100 pop. | 2 | 228.7 |
| Mobile-broadband subscriptions /100 pop. | 16 | 107.2 |
| Mobile network coverage % pop. | 1 | 100.0 |
| Quality of electricity supply | 3 | 6.8 |
| **Prioritization of Travel & Tourism** | 9 | 5.8 |
| Government prioritization of travel and tourism industry | 11 | 6.1 |
| T&T government expenditure % government budget | 18 | 7.7 |
| Effectiveness of marketing and branding to attract tourists | 8 | 5.7 |
| Comprehensiveness of annual T&T data 0–120 (best) | 79 | 61 |
| Timeliness of providing monthly/quarterly T&T data 0–21 (best) | 28 | 20.0 |
| Country brand strategy rating 1–10 (best) | 17 | 84.8 |

| Index Component | Rank/136 | Score* |
|---|---|---|
| **International Openness** | 47 | 3.9 |
| Visa requirements 0–100 (best) | 3 | 80.0 |
| Openness of bilateral Air Service Agreements 0–38 (best) | 27 | 14.8 |
| Number of regional trade agreements in force number | 68 | 8.0 |
| **Price competitiveness** | 113 | 4.2 |
| Ticket taxes and airport charges 0–100 (best) | 27 | 86.8 |
| Hotel price index US$ | 91 | 184.5 |
| Purchasing power parity PPP $ | 111 | 0.7 |
| Fuel price levels US$ cents/litre | 105 | 156.0 |
| **Environmental sustainability** | 53 | 4.3 |
| Stringency of environmental regulations | 46 | 4.5 |
| Enforcement of environmental regulations | 37 | 4.5 |
| Sustainability of travel and tourism industry development | 30 | 4.9 |
| Particulate matter (2.5) concentration µg/m3 | 129 | 18.4 |
| Environmental treaty ratification 0–27 (best) | n/a | n/a |
| Baseline water stress 5–0 (best) | n/a | n/a |
| Threatened species % total species | 118 | 10.4 |
| Forest cover change % change | 5 | 0.0 |
| Wastewater treatment % | 14 | 90.9 |
| Costal shelf fishing pressure tonnes/km2 | 105 | 11.8 |
| **Air transport infrastructure** | 5 | 5.5 |
| Quality of air transport infrastructure | 3 | 6.6 |
| Available seat kilometres, domestic millions | 105 | 0.0 |
| Available seat kilometres, international millions | 10 | 2640.8 |
| Aircraft departures /1,000 pop. | 13 | 31.3 |
| Airport density airports/million pop. | 136 | 0.1 |
| Number of operating airlines Number | 17 | 90.0 |
| **Ground and port infrastructure** | 1 | 6.4 |
| Quality of roads | 3 | 6.2 |
| Road density % total territorial area | 11 | - |
| Paved road density % total territorial area | 9 | - |
| Quality of railroad infrastructure | 3 | 6.4 |
| Railroad density km of roads/land area | n/a | n/a |
| Quality of port infrastructure | 4 | 6.4 |
| Ground transport efficiency | 3 | 6.1 |
| **Tourist service infrastructure** | 60 | 4.4 |
| Hotel rooms number/100 pop. | 26 | 1.2 |
| Quality of tourism infrastructure | 9 | 5.9 |
| Presence of major car rental companies | 102 | 3 |
| Automated teller machines number/thoudand adult pop. | 65 | 49.8 |
| **Natural resources** | 49 | 3.5 |
| Number of World Heritage natural sites number of sites | n/a | n/a |
| Total known species number of species | 125 | 280 |
| Total protected areas % total territorial area | 4 | 41.8 |
| Natural tourism digital demand 0–100 (best) | 50 | 21 |
| Attractiveness of natural assets | 106 | 4.1 |
| **Cultural resources and business travel** | 31 | 3.0 |
| Number of World Heritage cultural sites number of sites | n/a | n/a |
| Oral and intangible cultural heritage number of expressions | n/a | n/a |
| Sports stadiums number of large stadiums | 77 | 4.0 |
| Number of international association meetings 3-year average | 38 | 106.7 |
| Cultural and entertainment tourism digital demand 0–100 (best) | 15 | 46 |

* Scores are on a 1-to-7 scale unless indicated otherwise. For detailed definitions, sources, and periods, consult the interactive Country/Economy Profiles and Rankings at http://wef.ch/ttcr

# Hungary

**49th** / 136

Travel & Tourism Competitiveness Index 2017 edition

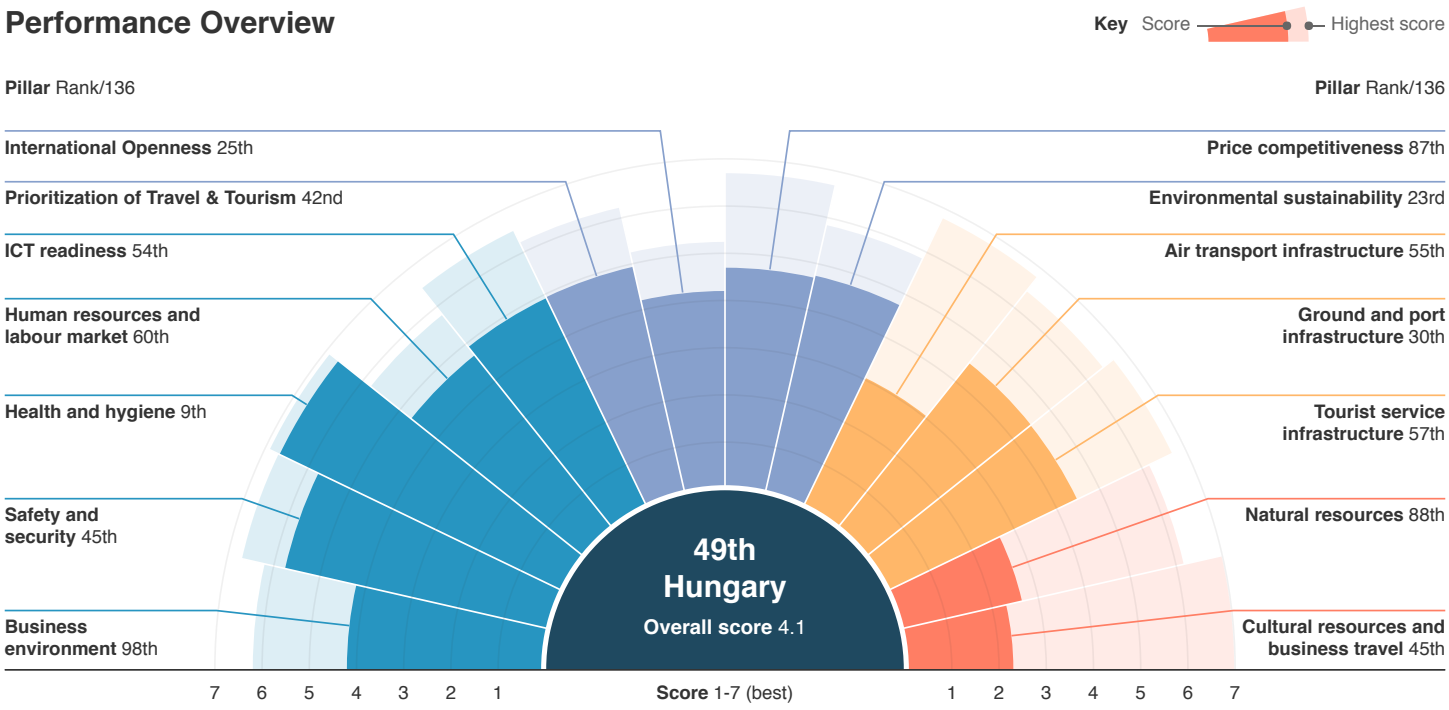
## Key Indicators

Sources: World Tourism Organization (UNWTO) and World Travel and Tourism Council (WTTC)

| | |
|---|---|
| **International tourist arrivals** | 14,316,000 |
| **International tourism inbound receipts** | US $5,343.6 million |
| **Average receipts per arrival** | US $373.3 |

| | |
|---|---|
| **T&T industry GDP** | US $4,778.6 million |
| % of total | 4.0% |
| **T&T industry employment** | 246,232 jobs |
| % of total | 5.8% |

## Performance Overview




## Past performance

| Travel & Tourism Competitiveness Edition | 2015 | 2017 |
|---|---|---|
| **Rank** | 41 / 141 | 49 / 136 |
| **Score** | 4.1 | 4.1 |

# Hungary

**49th** / 136

## Travel & Tourism Competitiveness Index 2017 edition

WORLD ECONOMIC FORUM

| Index Component | Rank/136 | Score* |
|---|---|---|
| **Business environment** | 98 | 4.2 |
| Property rights | 132 | 2.9 |
| Business impact of rules on FDI | 38 | 5.1 |
| Efficiency of legal framework in settling disputes | 112 | 2.9 |
| Efficiency of legal framework in challenging regs | 107 | 2.8 |
| Time required to deal with construction permits days | 101 | 202 |
| Cost to deal with construction permits % construction cost | 5 | 0.2 |
| Extent of market dominance | 111 | 3.1 |
| Time to start a business days | 40 | 7.0 |
| Cost to start a business % GNI per capita | 68 | 7.1 |
| Effect of taxation on incentives to work | 99 | 3.5 |
| Effect of taxation on incentives to invest | 38 | 4.0 |
| Total tax rate % profits | 98 | 46.5 |
| **Safety and security** | 45 | 5.7 |
| Business costs of crime and violence | 17 | 5.7 |
| Reliability of police services | 69 | 4.3 |
| Business costs of terrorism | 88 | 4.8 |
| Index of terrorism incidence | 42 | 7.0 |
| Homicide rate /100,000 pop. | 40 | 1.5 |
| **Health and hygiene** | 9 | 6.6 |
| Physician density /1,000 pop | 33 | 3.1 |
| Access to improved sanitation % pop. | 35 | 98.0 |
| Access to improved drinking water % pop. | 1 | 100.0 |
| Hospital beds /10,000 pop. | 7 | 72.0 |
| HIV prevalence % adult pop. | 1 | 0.1 |
| Malaria incidence cases/100,000 pop. | 1 | M.F. |
| **Human resources and labour market** | 60 | 4.7 |
| Primary education enrollment rate net % | 96 | 90.6 |
| Secondary education enrollment rate gross % | 31 | 105.2 |
| Extent of staff training | 113 | 3.4 |
| Degree of customer orientation | 71 | 4.6 |
| Hiring and firing practices | 30 | 4.4 |
| Ease of finding skilled employees | 131 | 3.2 |
| Ease of hiring foreign labour | 7 | 5.0 |
| Pay and productivity | 106 | 3.5 |
| Female participation in the labor force ratio to men | 60 | 0.82 |
| **ICT readiness** | 54 | 4.9 |
| ICT use for biz-to-biz transactions | 54 | 4.9 |
| Internet use for biz-to-consumer transactions | 62 | 4.6 |
| Internet users % pop. | 40 | 72.8 |
| Fixed-broadband Internet subscriptions /100 pop. | 30 | 27.4 |
| Mobile-cellular telephone subscriptions /100 pop. | 62 | 118.9 |
| Mobile-broadband subscriptions /100 pop. | 89 | 39.8 |
| Mobile network coverage % pop. | 65 | 99.0 |
| Quality of electricity supply | 72 | 4.8 |
| **Prioritization of Travel & Tourism** | 42 | 4.9 |
| Government prioritization of travel and tourism industry | 76 | 4.7 |
| T&T government expenditure % government budget | 32 | 5.3 |
| Effectiveness of marketing and branding to attract tourists | 91 | 3.8 |
| Comprehensiveness of annual T&T data 0–120 (best) | 4 | 109 |
| Timeliness of providing monthly/quarterly T&T data 0–21 (best) | 70 | 18.0 |
| Country brand strategy rating 1–10 (best) | 55 | 77.7 |

| Index Component | Rank/136 | Score* |
|---|---|---|
| **International Openness** | 25 | 4.2 |
| Visa requirements 0–100 (best) | 73 | 24.0 |
| Openness of bilateral Air Service Agreements 0–38 (best) | 45 | 12.2 |
| Number of regional trade agreements in force number | 1 | 53.0 |
| **Price competitiveness** | 87 | 4.7 |
| Ticket taxes and airport charges 0–100 (best) | 103 | 58.5 |
| Hotel price index US$ | 13 | 82.2 |
| Purchasing power parity PPP $ | 76 | 0.5 |
| Fuel price levels US$ cents/litre | 114 | 165.0 |
| **Environmental sustainability** | 23 | 4.7 |
| Stringency of environmental regulations | 73 | 4.0 |
| Enforcement of environmental regulations | 90 | 3.4 |
| Sustainability of travel and tourism industry development | 112 | 3.5 |
| Particulate matter (2.5) concentration μg/m3 | 120 | 13.4 |
| Environmental treaty ratification 0–27 (best) | 10 | 28 |
| Baseline water stress 5–0 (best) | 39 | 0.6 |
| Threatened species % total species | 41 | 4.4 |
| Forest cover change % change | 81 | 0.1 |
| Wastewater treatment % | 42 | 51.1 |
| Costal shelf fishing pressure tonnes/km2 | n/a | n/a |
| **Air transport infrastructure** | 55 | 3.0 |
| Quality of air transport infrastructure | 73 | 4.3 |
| Available seat kilometres, domestic millions | 105 | 0.0 |
| Available seat kilometres, international millions | 70 | 159.1 |
| Aircraft departures /1,000 pop. | 26 | 14.8 |
| Airport density airports/million pop. | 114 | 0.4 |
| Number of operating airlines Number | 42 | 56.0 |
| **Ground and port infrastructure** | 30 | 4.4 |
| Quality of roads | 68 | 4.1 |
| Road density % total territorial area | 7 | - |
| Paved road density % total territorial area | 31 | - |
| Quality of railroad infrastructure | 41 | 3.5 |
| Railroad density km of roads/land area | 6 | 8.5 |
| Quality of port infrastructure | 101 | 3.2 |
| Ground transport efficiency | 12 | 5.3 |
| **Tourist service infrastructure** | 57 | 4.4 |
| Hotel rooms number/100 pop. | 47 | 0.7 |
| Quality of tourism infrastructure | 70 | 4.6 |
| Presence of major car rental companies | 51 | 6 |
| Automated teller machines number/thoudand adult pop. | 49 | 58.0 |
| **Natural resources** | 88 | 2.6 |
| Number of World Heritage natural sites number of sites | 46 | 1 |
| Total known species number of species | 106 | 385 |
| Total protected areas % total territorial area | 46 | 22.6 |
| Natural tourism digital demand 0–100 (best) | 100 | 3 |
| Attractiveness of natural assets | 104 | 4.1 |
| **Cultural resources and business travel** | 45 | 2.3 |
| Number of World Heritage cultural sites number of sites | 30 | 7 |
| Oral and intangible cultural heritage number of expressions | 30 | 5 |
| Sports stadiums number of large stadiums | 77 | 4.0 |
| Number of international association meetings 3-year average | 35 | 126.3 |
| Cultural and entertainment tourism digital demand 0–100 (best) | 68 | 9 |

* Scores are on a 1-to-7 scale unless indicated otherwise. For detailed definitions, sources, and periods, consult the interactive Country/Economy Profiles and Rankings at http://wef.ch/ttcr

# Iceland

**25th** / 136

Travel & Tourism Competitiveness Index 2017 edition

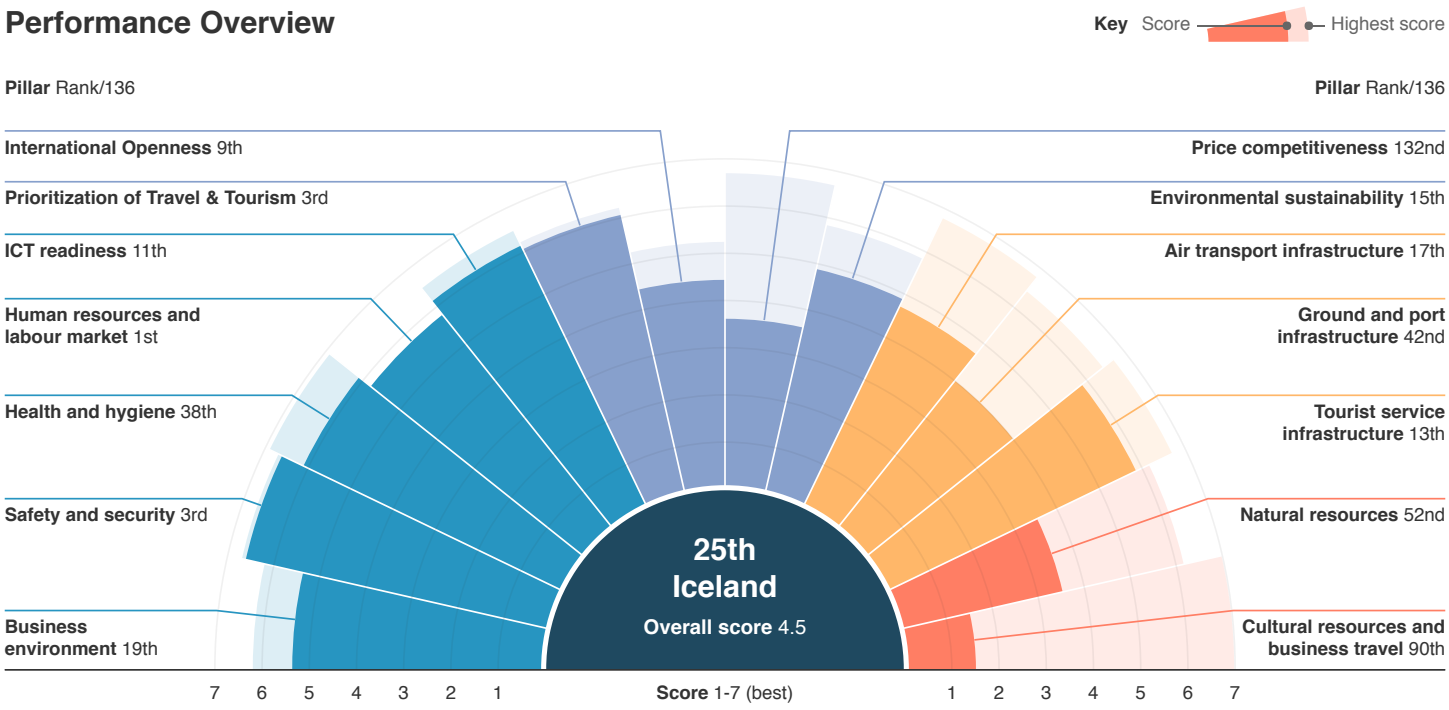
## Key Indicators

Sources: World Tourism Organization (UNWTO) and World Travel and Tourism Council (WTTC)

| | |
|---|---|
| **International tourist arrivals** | 1,289,140 |
| **International tourism inbound receipts** | US $1,617.1 million |
| **Average receipts per arrival** | US $1,254.4 |

| | |
|---|---|
| **T&T industry GDP** | US $1,312.9 million |
| % of total | 8.2% |
| **T&T industry employment** | 12,265 jobs |
| % of total | 6.7% |

## Performance Overview




## Past performance

| Travel & Tourism Competitiveness Edition | 2015 | 2017 |
|---|---|---|
| **Rank** | 18 / 141 | 25 / 136 |
| **Score** | 4.5 | 4.5 |

# Iceland

**25th** / 136

## Travel & Tourism Competitiveness Index 2017 edition

WORLD ECONOMIC FORUM

| Index Component | Rank/136 | Score* |
|---|---|---|
| **Business environment** | 19 | 5.3 |
| Property rights | 16 | 5.8 |
| Business impact of rules on FDI | 120 | 3.6 |
| Efficiency of legal framework in settling disputes | 16 | 5.2 |
| Efficiency of legal framework in challenging regs | 12 | 5.3 |
| Time required to deal with construction permits days | 16 | 84 |
| Cost to deal with construction permits % construction cost | 14 | 0.4 |
| Extent of market dominance | 62 | 3.8 |
| Time to start a business days | 10 | 3.5 |
| Cost to start a business % GNI per capita | 39 | 2.0 |
| Effect of taxation on incentives to work | 51 | 4.1 |
| Effect of taxation on incentives to invest | 37 | 4.1 |
| Total tax rate % profits | 36 | 30.1 |
| **Safety and security** | 3 | 6.6 |
| Business costs of crime and violence | 8 | 6.1 |
| Reliability of police services | 8 | 6.4 |
| Business costs of terrorism | 4 | 6.4 |
| Index of terrorism incidence | 34 | 7.0 |
| Homicide rate /100,000 pop. | 3 | 0.3 |
| **Health and hygiene** | 38 | 6.1 |
| Physician density /1,000 pop | 23 | 3.5 |
| Access to improved sanitation % pop. | 30 | 98.8 |
| Access to improved drinking water % pop. | 1 | 100.0 |
| Hospital beds /10,000 pop. | 55 | 32.0 |
| HIV prevalence % adult pop. | 1 | 0.2 |
| Malaria incidence cases/100,000 pop. | 1 | S.L. |
| **Human resources and labour market** | 1 | 5.8 |
| Primary education enrollment rate net % | 15 | 99.0 |
| Secondary education enrollment rate gross % | 12 | 118.6 |
| Extent of staff training | 17 | 5.1 |
| Degree of customer orientation | 15 | 5.6 |
| Hiring and firing practices | 4 | 5.6 |
| Ease of finding skilled employees | 3 | 5.5 |
| Ease of hiring foreign labour | 30 | 4.5 |
| Pay and productivity | 14 | 4.9 |
| Female participation in the labor force ratio to men | 12 | 0.95 |
| **ICT readiness** | 11 | 6.1 |
| ICT use for biz-to-biz transactions | 15 | 5.8 |
| Internet use for biz-to-consumer transactions | 20 | 5.6 |
| Internet users % pop. | 1 | 98.2 |
| Fixed-broadband Internet subscriptions /100 pop. | 10 | 37.0 |
| Mobile-cellular telephone subscriptions /100 pop. | 73 | 114.0 |
| Mobile-broadband subscriptions /100 pop. | 22 | 93.4 |
| Mobile network coverage % pop. | 65 | 99.0 |
| Quality of electricity supply | 8 | 6.7 |
| **Prioritization of Travel & Tourism** | 3 | 6.0 |
| Government prioritization of travel and tourism industry | 17 | 5.8 |
| T&T government expenditure % government budget | 8 | 10.3 |
| Effectiveness of marketing and branding to attract tourists | 4 | 6.0 |
| Comprehensiveness of annual T&T data 0–120 (best) | 50 | 75 |
| Timeliness of providing monthly/quarterly T&T data 0–21 (best) | 28 | 20.0 |
| Country brand strategy rating 1–10 (best) | 62 | 75.9 |

| Index Component | Rank/136 | Score* |
|---|---|---|
| **International Openness** | 9 | 4.4 |
| Visa requirements 0–100 (best) | 73 | 24.0 |
| Openness of bilateral Air Service Agreements 0–38 (best) | 21 | 16.4 |
| Number of regional trade agreements in force number | 31 | 40.0 |
| **Price competitiveness** | 132 | 3.6 |
| Ticket taxes and airport charges 0–100 (best) | 57 | 78.9 |
| Hotel price index US$ | n/a | n/a |
| Purchasing power parity PPP $ | 131 | 1.1 |
| Fuel price levels US$ cents/litre | 131 | 186.0 |
| **Environmental sustainability** | 15 | 4.8 |
| Stringency of environmental regulations | 23 | 5.3 |
| Enforcement of environmental regulations | 20 | 5.3 |
| Sustainability of travel and tourism industry development | 43 | 4.7 |
| Particulate matter (2.5) concentration µg/m3 | 5 | 1.5 |
| Environmental treaty ratification 0–27 (best) | 67 | 21 |
| Baseline water stress 5–0 (best) | 1 | 0.0 |
| Threatened species % total species | 103 | 8.2 |
| Forest cover change % change | n/a | n/a |
| Wastewater treatment % | 33 | 60.1 |
| Costal shelf fishing pressure tonnes/km2 | 76 | 0.3 |
| **Air transport infrastructure** | 17 | 4.7 |
| Quality of air transport infrastructure | 11 | 6.0 |
| Available seat kilometres, domestic millions | 72 | 2.2 |
| Available seat kilometres, international millions | 71 | 155.4 |
| Aircraft departures /1,000 pop. | 2 | 93.4 |
| Airport density airports/million pop. | 1 | 25.7 |
| Number of operating airlines Number | 90 | 21.0 |
| **Ground and port infrastructure** | 42 | 4.0 |
| Quality of roads | 38 | 4.8 |
| Road density % total territorial area | 108 | - |
| Paved road density % total territorial area | 90 | - |
| Quality of railroad infrastructure | 52 | 3.0 |
| Railroad density km of roads/land area | n/a | n/a |
| Quality of port infrastructure | 8 | 5.9 |
| Ground transport efficiency | 21 | 4.9 |
| **Tourist service infrastructure** | 13 | 5.8 |
| Hotel rooms number/100 pop. | 2 | 4.1 |
| Quality of tourism infrastructure | 50 | 5.1 |
| Presence of major car rental companies | 1 | 7 |
| Automated teller machines number/thoudand adult pop. | 31 | 71.5 |
| **Natural resources** | 52 | 3.5 |
| Number of World Heritage natural sites number of sites | 46 | 1 |
| Total known species number of species | 134 | 134 |
| Total protected areas % total territorial area | 72 | 16.7 |
| Natural tourism digital demand 0–100 (best) | 17 | 50 |
| Attractiveness of natural assets | 4 | 6.5 |
| **Cultural resources and business travel** | 90 | 1.5 |
| Number of World Heritage cultural sites number of sites | 97 | 1 |
| Oral and intangible cultural heritage number of expressions | 93 | 0 |
| Sports stadiums number of large stadiums | 119 | 0.0 |
| Number of international association meetings 3-year average | 59 | 38.7 |
| Cultural and entertainment tourism digital demand 0–100 (best) | 44 | 15 |

* Scores are on a 1-to-7 scale unless indicated otherwise. For detailed definitions, sources, and periods, consult the interactive Country/Economy Profiles and Rankings at http://wef.ch/ttcr

# India

**40th** / 136

Travel & Tourism Competitiveness Index 2017 edition

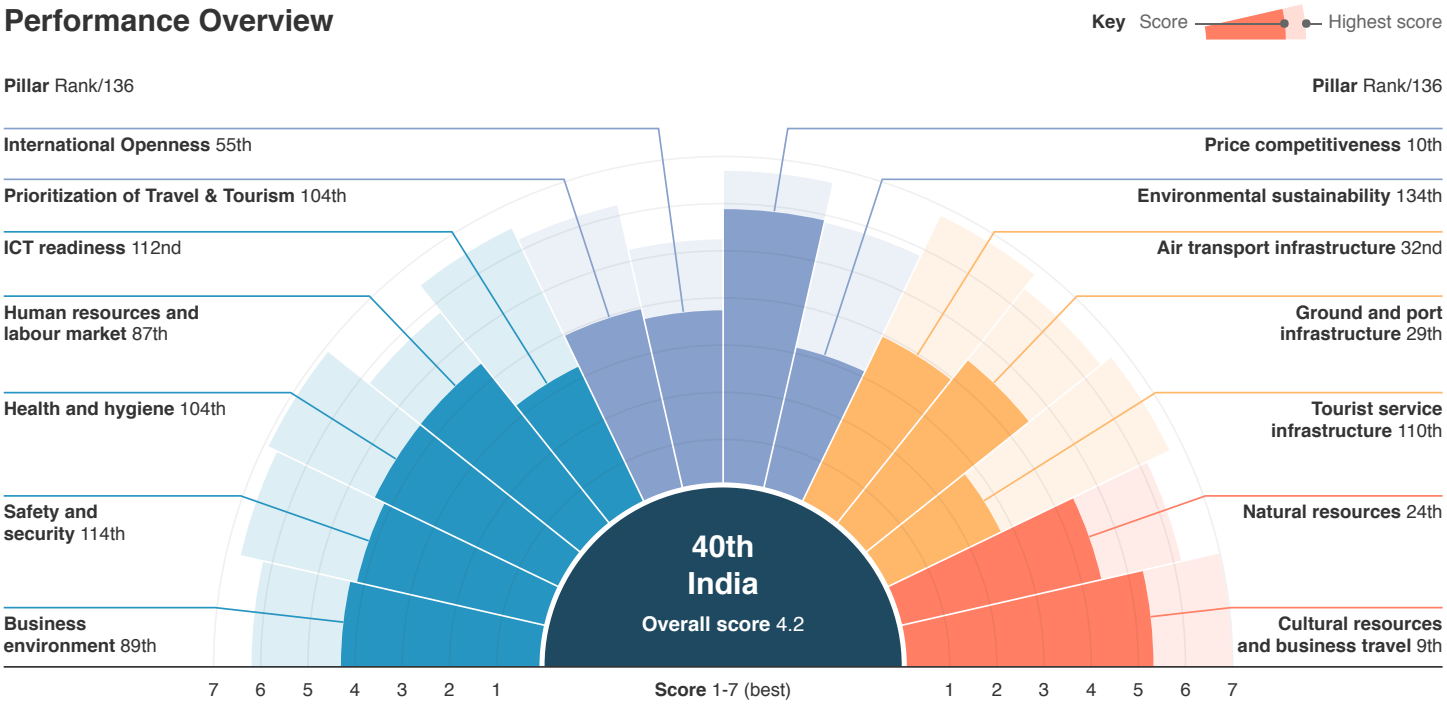
## Key Indicators

Sources: World Tourism Organization (UNWTO) and World Travel and Tourism Council (WTTC)

| | |
|---|---|
| **International tourist arrivals** | 8,027,133 |
| **International tourism inbound receipts** | US $21,012.7 million |
| **Average receipts per arrival** | US $2,617.7 |

| | |
|---|---|
| **T&T industry GDP** | US $41,582.4 million |
| % of total | 2.0% |
| **T&T industry employment** | 23,454,400 jobs |
| % of total | 5.5% |

## Performance Overview




India has improved 12 places to reach the 40th position globally. The country has seen continued growth in international arrivals over the past 15 years, reaching the 8 million mark in 2015. India continues to charm international tourists with its vast cultural and natural resources (9th and 24th, respectively), and its price competitiveness advantage (10th). India continues to enrich its cultural resources, protecting more cultural sites and intangible expressions through UNESCO World Heritage lists, and via a greater digital presence. International openness (55th, up 14 places), through stronger visa policies implementing both visas on arrival and e-visas, has enabled India to rise through the ranks. The T&T sector benefited from improvements in the country's ground transport infrastructure, which has traditionally been a challenge (29th). Health conditions are improving, though they remain inadequate (104th). Similarly, ICT readiness (112th), security concerns (114th) and human resources (87th) are improving, but remain weak. While further improvements are needed across these dimensions, India is taking small but important steps in the right direction. The Indian T&T sector presents significant opportunities that are yet to be reaped, especially in the provision of tourist service infrastructure (110th), and in terms of additional accommodation capacity and entertainment facilities.

## Past performance

| Travel & Tourism Competitiveness Edition | 2015 | 2017 |
|---|---|---|
| **Rank** | 52 / 141 | 40 / 136 |
| **Score** | 4.0 | 4.2 |

# India

**40th** / 136

## Travel & Tourism Competitiveness Index 2017 edition

WORLD ECONOMIC FORUM

| Index Component | Rank/136 | Score* |
|---|---|---|
| **Business environment** | 89 | 4.3 |
| Property rights | 99 | 3.9 |
| Business impact of rules on FDI | 71 | 4.6 |
| Efficiency of legal framework in settling disputes | 32 | 4.6 |
| Efficiency of legal framework in challenging regs | 29 | 4.4 |
| Time required to deal with construction permits days | 98 | 190 |
| Cost to deal with construction permits % construction cost | 134 | 25.9 |
| Extent of market dominance | 31 | 4.2 |
| Time to start a business days | 110 | 26.0 |
| Cost to start a business % GNI per capita | 89 | 13.8 |
| Effect of taxation on incentives to work | 36 | 4.4 |
| Effect of taxation on incentives to invest | 24 | 4.5 |
| Total tax rate % profits | 123 | 60.6 |
| **Safety and security** | 114 | 4.1 |
| Business costs of crime and violence | 80 | 4.4 |
| Reliability of police services | 53 | 4.7 |
| Business costs of terrorism | 120 | 4.0 |
| Index of terrorism incidence | 126 | 1.0 |
| Homicide rate /100,000 pop. | 69 | 3.2 |
| **Health and hygiene** | 104 | 4.4 |
| Physician density /1,000 pop | 94 | 0.7 |
| Access to improved sanitation % pop. | 119 | 39.6 |
| Access to improved drinking water % pop. | 80 | 94.1 |
| Hospital beds /10,000 pop. | 116 | 7.0 |
| HIV prevalence % adult pop. | 60 | 0.3 |
| Malaria incidence cases/100,000 pop. | 109 | 1312.4 |
| **Human resources and labour market** | 87 | 4.4 |
| Primary education enrollment rate net % | 100 | 90.0 |
| Secondary education enrollment rate gross % | 99 | 74.3 |
| Extent of staff training | 30 | 4.6 |
| Degree of customer orientation | 70 | 4.6 |
| Hiring and firing practices | 15 | 4.8 |
| Ease of finding skilled employees | 49 | 4.5 |
| Ease of hiring foreign labour | 57 | 4.2 |
| Pay and productivity | 33 | 4.5 |
| Female participation in the labor force ratio to men | 128 | 0.35 |
| **ICT readiness** | 112 | 3.2 |
| ICT use for biz-to-biz transactions | 84 | 4.5 |
| Internet use for biz-to-consumer transactions | 64 | 4.6 |
| Internet users % pop. | 101 | 26.0 |
| Fixed-broadband Internet subscriptions /100 pop. | 105 | 1.3 |
| Mobile-cellular telephone subscriptions /100 pop. | 121 | 78.1 |
| Mobile-broadband subscriptions /100 pop. | 126 | 9.4 |
| Mobile network coverage % pop. | 114 | 93.5 |
| Quality of electricity supply | 87 | 4.3 |
| **Prioritization of Travel & Tourism** | 104 | 3.9 |
| Government prioritization of travel and tourism industry | 102 | 4.1 |
| T&T government expenditure % government budget | 125 | 1.0 |
| Effectiveness of marketing and branding to attract tourists | 94 | 3.8 |
| Comprehensiveness of annual T&T data 0–120 (best) | 114 | 39 |
| Timeliness of providing monthly/quarterly T&T data 0–21 (best) | 3 | 22.0 |
| Country brand strategy rating 1–10 (best) | 81 | 72.6 |

| Index Component | Rank/136 | Score* |
|---|---|---|
| **International Openness** | 55 | 3.7 |
| Visa requirements 0–100 (best) | 49 | 37.0 |
| Openness of bilateral Air Service Agreements 0–38 (best) | 28 | 14.6 |
| Number of regional trade agreements in force number | 47 | 20.0 |
| **Price competitiveness** | 10 | 5.8 |
| Ticket taxes and airport charges 0–100 (best) | 25 | 88.0 |
| Hotel price index US$ | 16 | 84.5 |
| Purchasing power parity PPP $ | 1 | 0.3 |
| Fuel price levels US$ cents/litre | 35 | 91.0 |
| **Environmental sustainability** | 134 | 3.1 |
| Stringency of environmental regulations | 51 | 4.4 |
| Enforcement of environmental regulations | 43 | 4.4 |
| Sustainability of travel and tourism industry development | 78 | 4.2 |
| Particulate matter (2.5) concentration μg/m3 | 135 | 32.9 |
| Environmental treaty ratification 0–27 (best) | 31 | 24 |
| Baseline water stress 5–0 (best) | 106 | 3.7 |
| Threatened species % total species | 126 | 13.5 |
| Forest cover change % change | 34 | 0.0 |
| Wastewater treatment % | 93 | 2.2 |
| Costal shelf fishing pressure tonnes/km2 | 86 | 0.6 |
| **Air transport infrastructure** | 32 | 3.9 |
| Quality of air transport infrastructure | 63 | 4.5 |
| Available seat kilometres, domestic millions | 7 | 1763.4 |
| Available seat kilometres, international millions | 17 | 2013.8 |
| Aircraft departures /1,000 pop. | 108 | 0.6 |
| Airport density airports/million pop. | 133 | 0.2 |
| Number of operating airlines Number | 18 | 89.0 |
| **Ground and port infrastructure** | 29 | 4.5 |
| Quality of roads | 50 | 4.4 |
| Road density % total territorial area | 22 | - |
| Paved road density % total territorial area | 28 | - |
| Quality of railroad infrastructure | 23 | 4.5 |
| Railroad density km of roads/land area | 40 | 2.0 |
| Quality of port infrastructure | 48 | 4.5 |
| Ground transport efficiency | 28 | 4.7 |
| **Tourist service infrastructure** | 110 | 2.7 |
| Hotel rooms number/100 pop. | 133 | 0.0 |
| Quality of tourism infrastructure | 76 | 4.5 |
| Presence of major car rental companies | 102 | 3 |
| Automated teller machines number/thoudand adult pop. | 100 | 18.1 |
| **Natural resources** | 24 | 4.4 |
| Number of World Heritage natural sites number of sites | 6 | 8 |
| Total known species number of species | 10 | 1889 |
| Total protected areas % total territorial area | 115 | 5.3 |
| Natural tourism digital demand 0–100 (best) | 45 | 23 |
| Attractiveness of natural assets | 113 | 4.0 |
| **Cultural resources and business travel** | 9 | 5.3 |
| Number of World Heritage cultural sites number of sites | 6 | 28 |
| Oral and intangible cultural heritage number of expressions | 8 | 13 |
| Sports stadiums number of large stadiums | 5 | 87.0 |
| Number of international association meetings 3-year average | 30 | 140.7 |
| Cultural and entertainment tourism digital demand 0–100 (best) | 13 | 51 |

* Scores are on a 1-to-7 scale unless indicated otherwise. For detailed definitions, sources, and periods, consult the interactive Country/Economy Profiles and Rankings at http://wef.ch/ttcr

# Indonesia

**42nd** / 136

Travel & Tourism Competitiveness Index 2017 edition

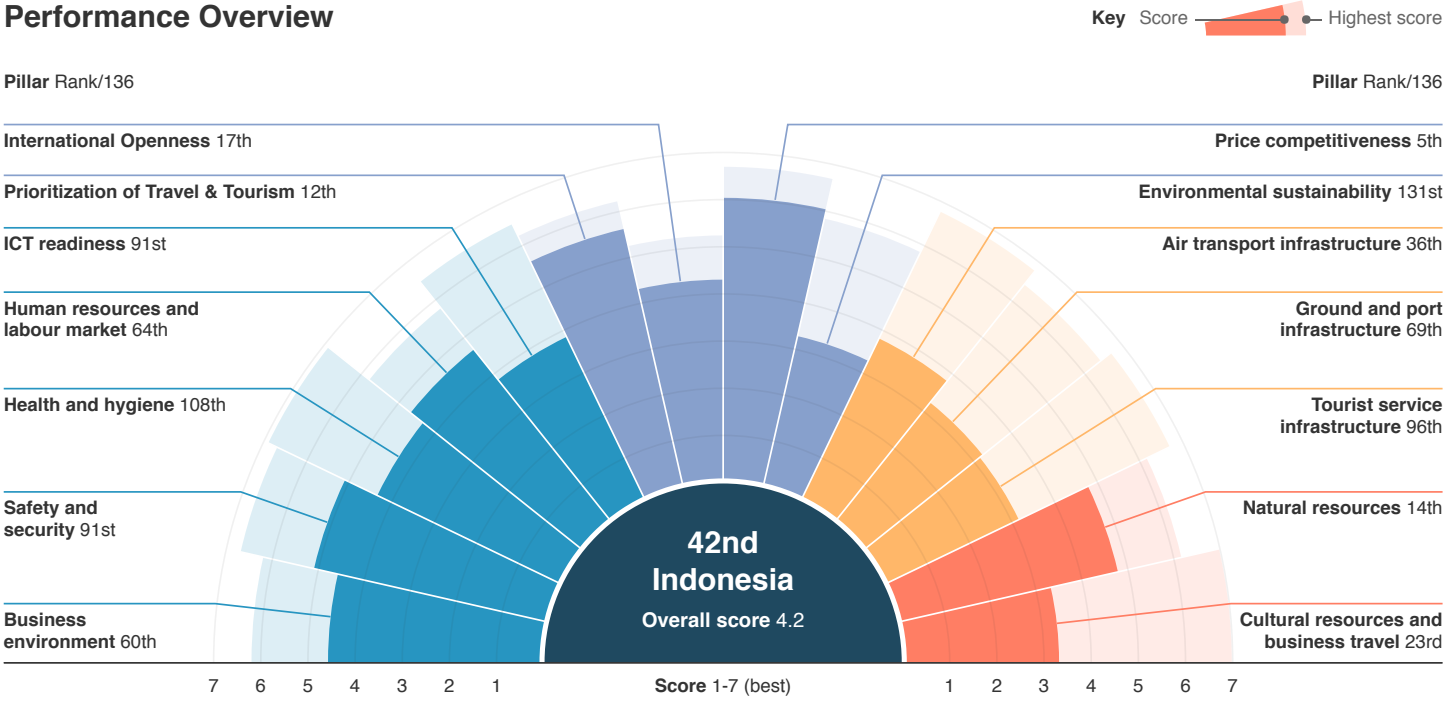
## Key Indicators

Sources: World Tourism Organization (UNWTO) and World Travel and Tourism Council (WTTC)

| | |
|---|---|
| **International tourist arrivals** | 10,406,759 |
| **International tourism inbound receipts** | US $10,761.0 million |
| **Average receipts per arrival** | US $1,034.0 |

| | |
|---|---|
| **T&T industry GDP** | US $28,208.9 million |
| % of total | 3.3% |
| **T&T industry employment** | 3,468,440 jobs |
| % of total | 2.9% |

## Performance Overview




Indonesia ranks 42nd, climbing eight places. The country has made the most of its globally recognized natural resources (14th) at very affordable prices (5th). To build on its assets, Indonesia has emphasized its cultural resources (23rd) and prioritized the T&T sector as an important driver of economic development. Currently representing 6% of the country's exports, the government recognizes the potential of T&T and is investing about 9% of its budget in the sector. Indonesia has further improved its international openness (17th, up 38 positions), becoming the country with the 2nd strongest visa policy. The country has further expanded the offer and promotion of its natural resources by increasing the size of protected areas and attracting more online interest on natural activities. Still, better protection of the environment (131st) remains a key risk factor for sustained development of the sector going forward. Being home of one of the most biodiverse habitat in the world, Indonesia must address deforestation (113th), insufficient treatment of wastewaters (109th) and augmenting species listed as threatened (127th). Indonesia should also focus on improving its tourism service infrastructure (96th), with the supply of hotel rooms still low (93rd).

## Past performance

| Travel & Tourism Competitiveness Edition | 2015 | 2017 |
|---|---|---|
| **Rank** | 50 / 141 | 42 / 136 |
| **Score** | 4.0 | 4.2 |

# Indonesia

**42nd** /136

## Travel & Tourism Competitiveness Index 2017 edition

WORLD ECONOMIC FORUM

| Index Component | Rank/136 | Score* |
|---|---|---|
| **Business environment** | 60 | 4.5 |
| Property rights | 60 | 4.4 |
| Business impact of rules on FDI | 91 | 4.3 |
| Efficiency of legal framework in settling disputes | 52 | 4.0 |
| Efficiency of legal framework in challenging regs | 42 | 3.9 |
| Time required to deal with construction permits days | 100 | 200 |
| Cost to deal with construction permits % construction cost | 103 | 5.1 |
| Extent of market dominance | 43 | 4.0 |
| Time to start a business days | 105 | 24.9 |
| Cost to start a business % GNI per capita | 103 | 19.4 |
| Effect of taxation on incentives to work | 42 | 4.2 |
| Effect of taxation on incentives to invest | 35 | 4.1 |
| Total tax rate % profits | 39 | 30.6 |
| **Safety and security** | 91 | 5.1 |
| Business costs of crime and violence | 100 | 3.9 |
| Reliability of police services | 70 | 4.3 |
| Business costs of terrorism | 113 | 4.2 |
| Index of terrorism incidence | 107 | 5.9 |
| Homicide rate /100,000 pop. | 6 | 0.5 |
| **Health and hygiene** | 108 | 4.3 |
| Physician density /1,000 pop | 109 | 0.2 |
| Access to improved sanitation % pop. | 103 | 60.8 |
| Access to improved drinking water % pop. | 102 | 87.4 |
| Hospital beds /10,000 pop. | 110 | 9.0 |
| HIV prevalence % adult pop. | 85 | 0.5 |
| Malaria incidence cases/100,000 pop. | 111 | 1611.3 |
| **Human resources and labour market** | 64 | 4.6 |
| Primary education enrollment rate net % | 103 | 89.7 |
| Secondary education enrollment rate gross % | 90 | 82.5 |
| Extent of staff training | 34 | 4.5 |
| Degree of customer orientation | 49 | 4.9 |
| Hiring and firing practices | 27 | 4.4 |
| Ease of finding skilled employees | 45 | 4.6 |
| Ease of hiring foreign labour | 59 | 4.1 |
| Pay and productivity | 29 | 4.6 |
| Female participation in the labor force ratio to men | 113 | 0.61 |
| **ICT readiness** | 91 | 3.8 |
| ICT use for biz-to-biz transactions | 58 | 4.8 |
| Internet use for biz-to-consumer transactions | 28 | 5.4 |
| Internet users % pop. | 106 | 22.0 |
| Fixed-broadband Internet subscriptions /100 pop. | 107 | 1.1 |
| Mobile-cellular telephone subscriptions /100 pop. | 40 | 132.3 |
| Mobile-broadband subscriptions /100 pop. | 82 | 42.0 |
| Mobile network coverage % pop. | 108 | 95.0 |
| Quality of electricity supply | 88 | 4.2 |
| **Prioritization of Travel & Tourism** | 12 | 5.6 |
| Government prioritization of travel and tourism industry | 67 | 4.8 |
| T&T government expenditure % government budget | 13 | 9.3 |
| Effectiveness of marketing and branding to attract tourists | 51 | 4.7 |
| Comprehensiveness of annual T&T data 0–120 (best) | 21 | 90 |
| Timeliness of providing monthly/quarterly T&T data 0–21 (best) | 28 | 20.0 |
| Country brand strategy rating 1–10 (best) | 47 | 79.1 |

| Index Component | Rank/136 | Score* |
|---|---|---|
| **International Openness** | 17 | 4.3 |
| Visa requirements 0–100 (best) | 2 | 86.0 |
| Openness of bilateral Air Service Agreements 0–38 (best) | 31 | 14.3 |
| Number of regional trade agreements in force number | 57 | 13.0 |
| **Price competitiveness** | 5 | 6.0 |
| Ticket taxes and airport charges 0–100 (best) | 42 | 81.2 |
| Hotel price index US$ | 7 | 76.0 |
| Purchasing power parity PPP $ | 8 | 0.3 |
| Fuel price levels US$ cents/litre | 13 | 62.0 |
| **Environmental sustainability** | 131 | 3.2 |
| Stringency of environmental regulations | 76 | 3.9 |
| Enforcement of environmental regulations | 60 | 4.0 |
| Sustainability of travel and tourism industry development | 60 | 4.5 |
| Particulate matter (2.5) concentration μg/m3 | 73 | 9.0 |
| Environmental treaty ratification 0–27 (best) | 67 | 21 |
| Baseline water stress 5–0 (best) | 88 | 2.8 |
| Threatened species % total species | 127 | 13.5 |
| Forest cover change % change | 113 | 0.1 |
| Wastewater treatment % | 109 | 0.0 |
| Costal shelf fishing pressure tonnes/km2 | 69 | 0.2 |
| **Air transport infrastructure** | 36 | 3.8 |
| Quality of air transport infrastructure | 62 | 4.5 |
| Available seat kilometres, domestic millions | 6 | 1839.4 |
| Available seat kilometres, international millions | 26 | 1030.5 |
| Aircraft departures /1,000 pop. | 77 | 2.5 |
| Airport density airports/million pop. | 91 | 0.7 |
| Number of operating airlines Number | 35 | 62.0 |
| **Ground and port infrastructure** | 69 | 3.2 |
| Quality of roads | 74 | 3.9 |
| Road density % total territorial area | 72 | - |
| Paved road density % total territorial area | 69 | - |
| Quality of railroad infrastructure | 39 | 3.8 |
| Railroad density km of roads/land area | 82 | 0.2 |
| Quality of port infrastructure | 75 | 3.9 |
| Ground transport efficiency | 45 | 4.0 |
| **Tourist service infrastructure** | 96 | 3.1 |
| Hotel rooms number/100 pop. | 93 | 0.2 |
| Quality of tourism infrastructure | 53 | 4.9 |
| Presence of major car rental companies | 113 | 2 |
| Automated teller machines number/thoudand adult pop. | 66 | 49.6 |
| **Natural resources** | 14 | 4.7 |
| Number of World Heritage natural sites number of sites | 11 | 4 |
| Total known species number of species | 4 | 2762 |
| Total protected areas % total territorial area | 79 | 14.7 |
| Natural tourism digital demand 0–100 (best) | 43 | 23 |
| Attractiveness of natural assets | 53 | 5.4 |
| **Cultural resources and business travel** | 23 | 3.3 |
| Number of World Heritage cultural sites number of sites | 55 | 4 |
| Oral and intangible cultural heritage number of expressions | 18 | 8 |
| Sports stadiums number of large stadiums | 16 | 30.0 |
| Number of international association meetings 3-year average | 39 | 100.3 |
| Cultural and entertainment tourism digital demand 0–100 (best) | 58 | 11 |

* Scores are on a 1-to-7 scale unless indicated otherwise. For detailed definitions, sources, and periods, consult the interactive Country/Economy Profiles and Rankings at http://wef.ch/ttcr

# Iran, Islamic Rep.

**93rd** / 136

Travel & Tourism Competitiveness Index 2017 edition

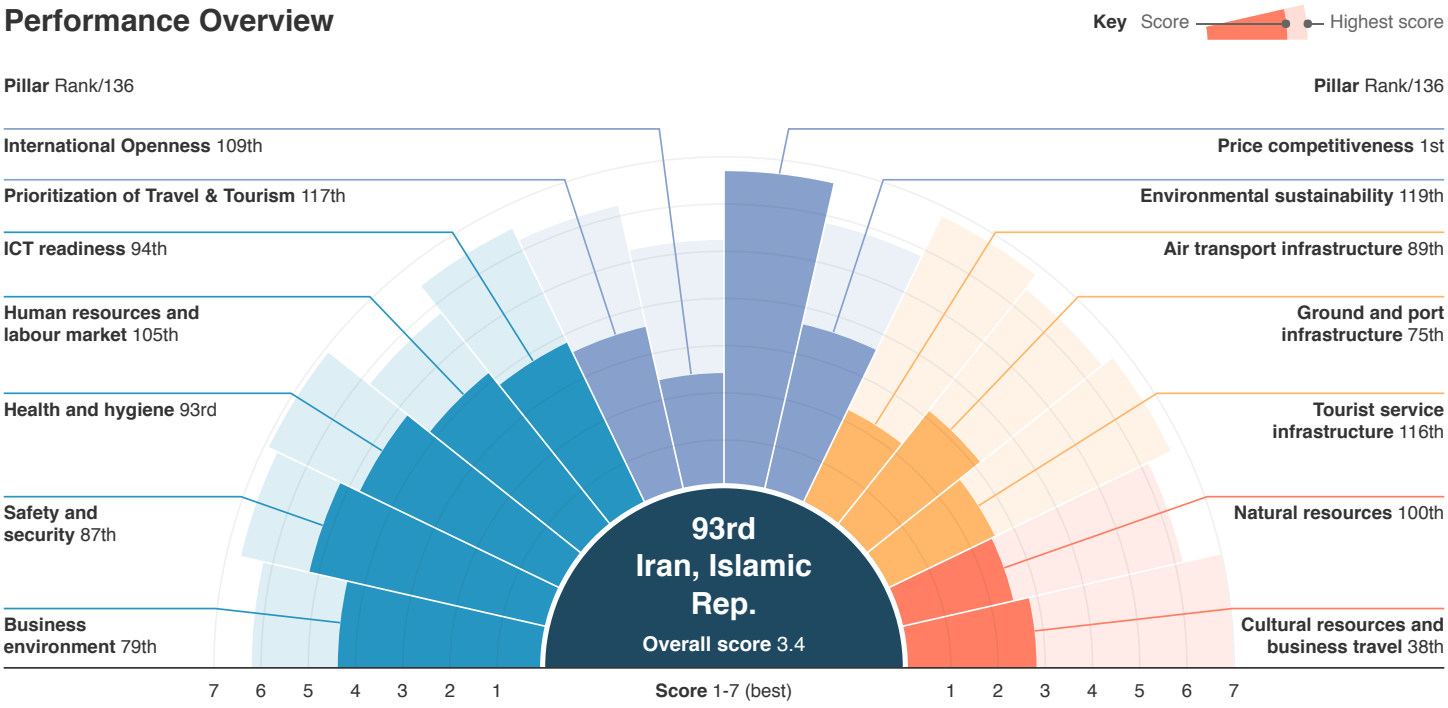
## Key Indicators

Sources: World Tourism Organization (UNWTO) and World Travel and Tourism Council (WTTC)

| | |
|---|---|
| **International tourist arrivals** | 5,237,000 |
| **International tourism inbound receipts** | US $3,483.0 million |
| **Average receipts per arrival** | US $665.1 |

| | |
|---|---|
| **T&T industry GDP** | US $10,145.7 million |
| % of total | 2.5% |
| **T&T industry employment** | 476,019 jobs |
| % of total | 1.9% |

## Performance Overview




## Past performance

| Travel & Tourism Competitiveness Edition | 2015 | 2017 |
|---|---|---|
| **Rank** | 97 / 141 | 93 / 136 |
| **Score** | 3.3 | 3.4 |

# Iran, Islamic Rep.

**93rd** /136

Travel & Tourism Competitiveness Index 2017 edition

WORLD ECONOMIC FORUM

| Index Component | Rank/136 | Score* |
|---|---|---|
| **Business environment** | 79 | 4.3 |
| Property rights | 102 | 3.9 |
| Business impact of rules on FDI | 131 | 3.2 |
| Efficiency of legal framework in settling disputes | 74 | 3.5 |
| Efficiency of legal framework in challenging regs | 95 | 3.0 |
| Time required to deal with construction permits days | 31 | 99 |
| Cost to deal with construction permits % construction cost | 63 | 1.7 |
| Extent of market dominance | 74 | 3.6 |
| Time to start a business days | 84 | 15.0 |
| Cost to start a business % GNI per capita | 26 | 1.1 |
| Effect of taxation on incentives to work | 77 | 3.8 |
| Effect of taxation on incentives to invest | 76 | 3.5 |
| Total tax rate % profits | 94 | 44.1 |
| **Safety and security** | 87 | 5.2 |
| Business costs of crime and violence | 78 | 4.4 |
| Reliability of police services | 72 | 4.3 |
| Business costs of terrorism | 104 | 4.5 |
| Index of terrorism incidence | 98 | 6.4 |
| Homicide rate /100,000 pop. | 84 | 4.8 |
| **Health and hygiene** | 93 | 4.7 |
| Physician density /1,000 pop | 91 | 0.9 |
| Access to improved sanitation % pop. | 69 | 90.0 |
| Access to improved drinking water % pop. | 71 | 96.2 |
| Hospital beds /10,000 pop. | 135 | 1.0 |
| HIV prevalence % adult pop. | 1 | 0.1 |
| Malaria incidence cases/100,000 pop. | 76 | 0.0 |
| **Human resources and labour market** | 105 | 4.1 |
| Primary education enrollment rate net % | 14 | 99.2 |
| Secondary education enrollment rate gross % | 77 | 89.2 |
| Extent of staff training | 119 | 3.4 |
| Degree of customer orientation | 125 | 3.8 |
| Hiring and firing practices | 75 | 3.6 |
| Ease of finding skilled employees | 92 | 3.9 |
| Ease of hiring foreign labour | 121 | 3.2 |
| Pay and productivity | 111 | 3.4 |
| Female participation in the labor force ratio to men | 135 | 0.22 |
| **ICT readiness** | 94 | 3.8 |
| ICT use for biz-to-biz transactions | 116 | 4.0 |
| Internet use for biz-to-consumer transactions | 106 | 3.8 |
| Internet users % pop. | 86 | 45.3 |
| Fixed-broadband Internet subscriptions /100 pop. | 68 | 10.9 |
| Mobile-cellular telephone subscriptions /100 pop. | 103 | 93.4 |
| Mobile-broadband subscriptions /100 pop. | 109 | 20.0 |
| Mobile network coverage % pop. | 112 | 94.2 |
| Quality of electricity supply | 62 | 5.0 |
| **Prioritization of Travel & Tourism** | 117 | 3.6 |
| Government prioritization of travel and tourism industry | 114 | 3.6 |
| T&T government expenditure % government budget | 78 | 3.0 |
| Effectiveness of marketing and branding to attract tourists | 112 | 3.4 |
| Comprehensiveness of annual T&T data 0–120 (best) | 125 | 34 |
| Timeliness of providing monthly/quarterly T&T data 0–21 (best) | 118 | 3.0 |
| Country brand strategy rating 1–10 (best) | 37 | 80.2 |

| Index Component | Rank/136 | Score* |
|---|---|---|
| **International Openness** | 109 | 2.4 |
| Visa requirements 0–100 (best) | 37 | 49.0 |
| Openness of bilateral Air Service Agreements 0–38 (best) | 123 | 5.2 |
| Number of regional trade agreements in force number | 117 | 2.0 |
| **Price competitiveness** | 1 | 6.7 |
| Ticket taxes and airport charges 0–100 (best) | 13 | 92.9 |
| Hotel price index US$ | n/a | n/a |
| Purchasing power parity PPP $ | 10 | 0.3 |
| Fuel price levels US$ cents/litre | 5 | 18.7 |
| **Environmental sustainability** | 119 | 3.6 |
| Stringency of environmental regulations | 93 | 3.5 |
| Enforcement of environmental regulations | 85 | 3.5 |
| Sustainability of travel and tourism industry development | 119 | 3.2 |
| Particulate matter (2.5) concentration μg/m3 | 84 | 10.1 |
| Environmental treaty ratification 0–27 (best) | 54 | 22 |
| Baseline water stress 5–0 (best) | 118 | 4.8 |
| Threatened species % total species | 91 | 7.2 |
| Forest cover change % change | 1 | 0.0 |
| Wastewater treatment % | 87 | 3.7 |
| Costal shelf fishing pressure tonnes/km2 | 61 | 0.2 |
| **Air transport infrastructure** | 89 | 2.2 |
| Quality of air transport infrastructure | 110 | 3.4 |
| Available seat kilometres, domestic millions | 32 | 100.0 |
| Available seat kilometres, international millions | 62 | 188.6 |
| Aircraft departures /1,000 pop. | 82 | 2.0 |
| Airport density airports/million pop. | 93 | 0.7 |
| Number of operating airlines Number | 57 | 38.0 |
| **Ground and port infrastructure** | 75 | 3.1 |
| Quality of roads | 67 | 4.1 |
| Road density % total territorial area | 109 | - |
| Paved road density % total territorial area | 75 | - |
| Quality of railroad infrastructure | 44 | 3.5 |
| Railroad density km of roads/land area | 68 | 0.5 |
| Quality of port infrastructure | 73 | 3.9 |
| Ground transport efficiency | 58 | 3.8 |
| **Tourist service infrastructure** | 116 | 2.5 |
| Hotel rooms number/100 pop. | 114 | 0.1 |
| Quality of tourism infrastructure | 124 | 3.4 |
| Presence of major car rental companies | 129 | 1 |
| Automated teller machines number/thoudand adult pop. | 50 | 56.6 |
| **Natural resources** | 100 | 2.4 |
| Number of World Heritage natural sites number of sites | 46 | 1 |
| Total known species number of species | 56 | 691 |
| Total protected areas % total territorial area | 106 | 7.3 |
| Natural tourism digital demand 0–100 (best) | 86 | 7 |
| Attractiveness of natural assets | 119 | 3.8 |
| **Cultural resources and business travel** | 38 | 2.8 |
| Number of World Heritage cultural sites number of sites | 9 | 20 |
| Oral and intangible cultural heritage number of expressions | 12 | 12 |
| Sports stadiums number of large stadiums | 33 | 13.0 |
| Number of international association meetings 3-year average | 99 | 7.0 |
| Cultural and entertainment tourism digital demand 0–100 (best) | 50 | 13 |

* Scores are on a 1-to-7 scale unless indicated otherwise. For detailed definitions, sources, and periods, consult the interactive Country/Economy Profiles and Rankings at http://wef.ch/ttcr

# Ireland

**23rd** / 136

Travel & Tourism Competitiveness Index 2017 edition

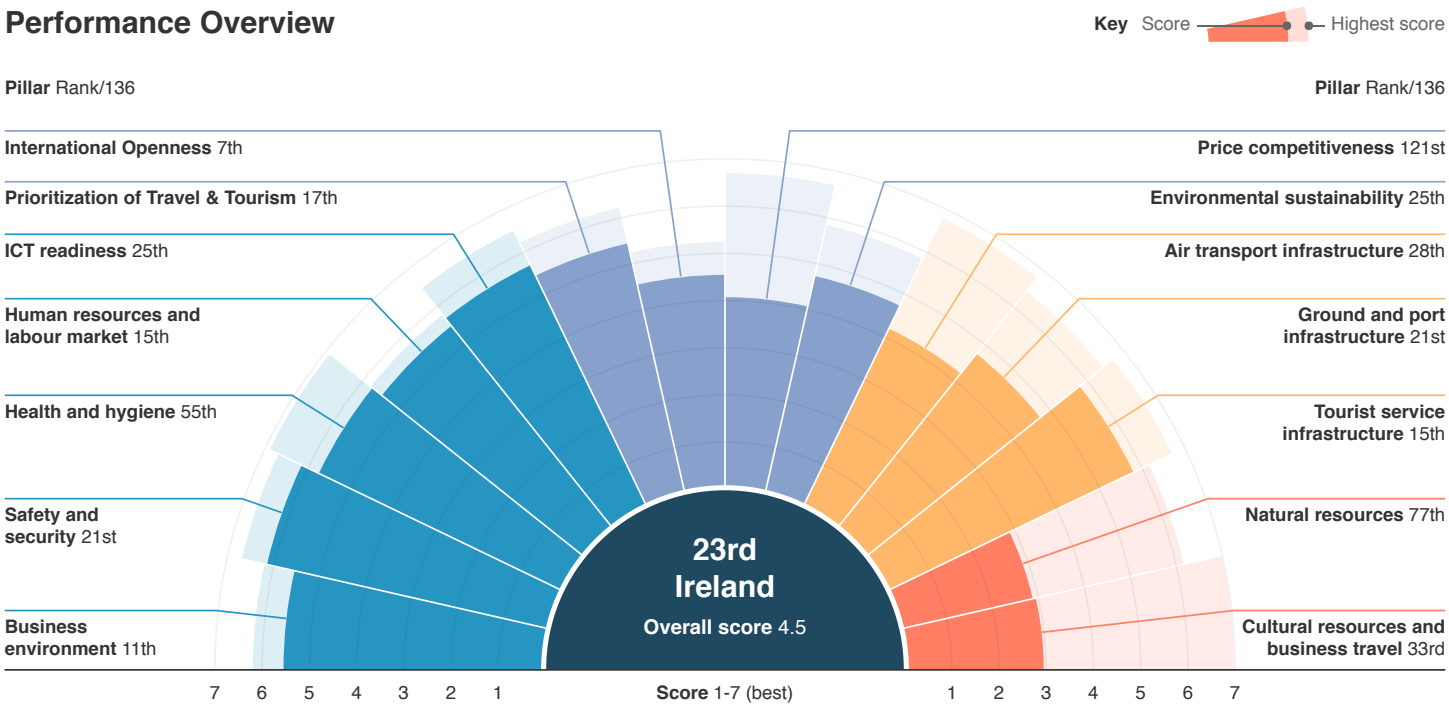
## Key Indicators

Sources: World Tourism Organization (UNWTO) and World Travel and Tourism Council (WTTC)

| | |
|---|---|
| **International tourist arrivals** | 9,528,000 |
| **International tourism inbound receipts** | US $4,793.0 million |
| **Average receipts per arrival** | US $503.0 |

| | |
|---|---|
| **T&T industry GDP** | US $5,006.1 million |
| % of total | 2.2% |
| **T&T industry employment** | 43,507 jobs |
| % of total | 2.2% |

## Performance Overview




## Past performance

| Travel & Tourism Competitiveness Edition | 2015 | 2017 |
|---|---|---|
| **Rank** | 19 / 141 | 23 / 136 |
| **Score** | 4.5 | 4.5 |

# Ireland

**23rd** /136

## Travel & Tourism Competitiveness Index 2017 edition

WORLD ECONOMIC FORUM

| Index Component | Rank/136 | Score* |
|---|---|---|
| **Business environment** | 11 | 5.5 |
| Property rights | 8 | 6.2 |
| Business impact of rules on FDI | 1 | 6.4 |
| Efficiency of legal framework in settling disputes | 30 | 4.7 |
| Efficiency of legal framework in challenging regs | 16 | 4.9 |
| Time required to deal with construction permits days | 71 | 150 |
| Cost to deal with construction permits % construction cost | 107 | 5.4 |
| Extent of market dominance | 20 | 4.6 |
| Time to start a business days | 22 | 5.0 |
| Cost to start a business % GNI per capita | 4 | 0.2 |
| Effect of taxation on incentives to work | 84 | 3.7 |
| Effect of taxation on incentives to invest | 16 | 4.7 |
| Total tax rate % profits | 26 | 26.0 |
| **Safety and security** | 21 | 6.1 |
| Business costs of crime and violence | 42 | 5.2 |
| Reliability of police services | 19 | 6.1 |
| Business costs of terrorism | 16 | 6.1 |
| Index of terrorism incidence | 101 | 6.3 |
| Homicide rate /100,000 pop. | 32 | 1.1 |
| **Health and hygiene** | 55 | 5.7 |
| Physician density /1,000 pop | 43 | 2.7 |
| Access to improved sanitation % pop. | 68 | 90.5 |
| Access to improved drinking water % pop. | 61 | 97.9 |
| Hospital beds /10,000 pop. | 57 | 29.0 |
| HIV prevalence % adult pop. | 60 | 0.3 |
| Malaria incidence cases/100,000 pop. | 1 | S.L. |
| **Human resources and labour market** | 15 | 5.5 |
| Primary education enrollment rate net % | 68 | 94.7 |
| Secondary education enrollment rate gross % | 10 | 127.2 |
| Extent of staff training | 23 | 4.8 |
| Degree of customer orientation | 21 | 5.5 |
| Hiring and firing practices | 14 | 4.8 |
| Ease of finding skilled employees | 4 | 5.5 |
| Ease of hiring foreign labour | 13 | 4.9 |
| Pay and productivity | 7 | 5.3 |
| Female participation in the labor force ratio to men | 67 | 0.81 |
| **ICT readiness** | 25 | 5.7 |
| ICT use for biz-to-biz transactions | 21 | 5.7 |
| Internet use for biz-to-consumer transactions | 30 | 5.3 |
| Internet users % pop. | 27 | 80.1 |
| Fixed-broadband Internet subscriptions /100 pop. | 27 | 27.7 |
| Mobile-cellular telephone subscriptions /100 pop. | 93 | 103.7 |
| Mobile-broadband subscriptions /100 pop. | 21 | 95.0 |
| Mobile network coverage % pop. | 65 | 99.0 |
| Quality of electricity supply | 18 | 6.5 |
| **Prioritization of Travel & Tourism** | 17 | 5.4 |
| Government prioritization of travel and tourism industry | 7 | 6.3 |
| T&T government expenditure % government budget | 49 | 4.1 |
| Effectiveness of marketing and branding to attract tourists | 3 | 6.2 |
| Comprehensiveness of annual T&T data 0–120 (best) | 66 | 66 |
| Timeliness of providing monthly/quarterly T&T data 0–21 (best) | 28 | 20.0 |
| Country brand strategy rating 1–10 (best) | 56 | 77.2 |

| Index Component | Rank/136 | Score* |
|---|---|---|
| **International Openness** | 7 | 4.5 |
| Visa requirements 0–100 (best) | 105 | 23.0 |
| Openness of bilateral Air Service Agreements 0–38 (best) | 16 | 18.7 |
| Number of regional trade agreements in force number | 1 | 53.0 |
| **Price competitiveness** | 121 | 4.0 |
| Ticket taxes and airport charges 0–100 (best) | 39 | 82.0 |
| Hotel price index US$ | 67 | 134.7 |
| Purchasing power parity PPP $ | 122 | 0.9 |
| Fuel price levels US$ cents/litre | 130 | 184.0 |
| **Environmental sustainability** | 25 | 4.7 |
| Stringency of environmental regulations | 26 | 5.2 |
| Enforcement of environmental regulations | 23 | 5.1 |
| Sustainability of travel and tourism industry development | 12 | 5.3 |
| Particulate matter (2.5) concentration μg/m3 | 13 | 3.5 |
| Environmental treaty ratification 0–27 (best) | 15 | 27 |
| Baseline water stress 5–0 (best) | 65 | 1.7 |
| Threatened species % total species | 55 | 5.3 |
| Forest cover change % change | 107 | 0.1 |
| Wastewater treatment % | 41 | 51.1 |
| Costal shelf fishing pressure tonnes/km2 | 67 | 0.2 |
| **Air transport infrastructure** | 28 | 4.2 |
| Quality of air transport infrastructure | 25 | 5.6 |
| Available seat kilometres, domestic millions | 85 | 0.7 |
| Available seat kilometres, international millions | 38 | 536.2 |
| Aircraft departures /1,000 pop. | 1 | 147.1 |
| Airport density airports/million pop. | 28 | 2.4 |
| Number of operating airlines Number | 49 | 44.0 |
| **Ground and port infrastructure** | 21 | 4.7 |
| Quality of roads | 32 | 5.0 |
| Road density % total territorial area | 25 | - |
| Paved road density % total territorial area | 19 | - |
| Quality of railroad infrastructure | 35 | 4.0 |
| Railroad density km of roads/land area | 30 | 2.7 |
| Quality of port infrastructure | 26 | 5.2 |
| Ground transport efficiency | 33 | 4.5 |
| **Tourist service infrastructure** | 15 | 5.8 |
| Hotel rooms number/100 pop. | 17 | 1.4 |
| Quality of tourism infrastructure | 27 | 5.6 |
| Presence of major car rental companies | 1 | 7 |
| Automated teller machines number/thoudand adult pop. | 25 | 84.8 |
| **Natural resources** | 77 | 2.8 |
| Number of World Heritage natural sites number of sites | 86 | 0 |
| Total known species number of species | 127 | 266 |
| Total protected areas % total territorial area | 81 | 14.4 |
| Natural tourism digital demand 0–100 (best) | 40 | 29 |
| Attractiveness of natural assets | 25 | 5.9 |
| **Cultural resources and business travel** | 33 | 2.9 |
| Number of World Heritage cultural sites number of sites | 75 | 2 |
| Oral and intangible cultural heritage number of expressions | 93 | 0 |
| Sports stadiums number of large stadiums | 21 | 21.0 |
| Number of international association meetings 3-year average | 33 | 132.0 |
| Cultural and entertainment tourism digital demand 0–100 (best) | 25 | 27 |

* Scores are on a 1-to-7 scale unless indicated otherwise. For detailed definitions, sources, and periods, consult the interactive Country/Economy Profiles and Rankings at http://wef.ch/ttcr

# Israel

**61st** / 136

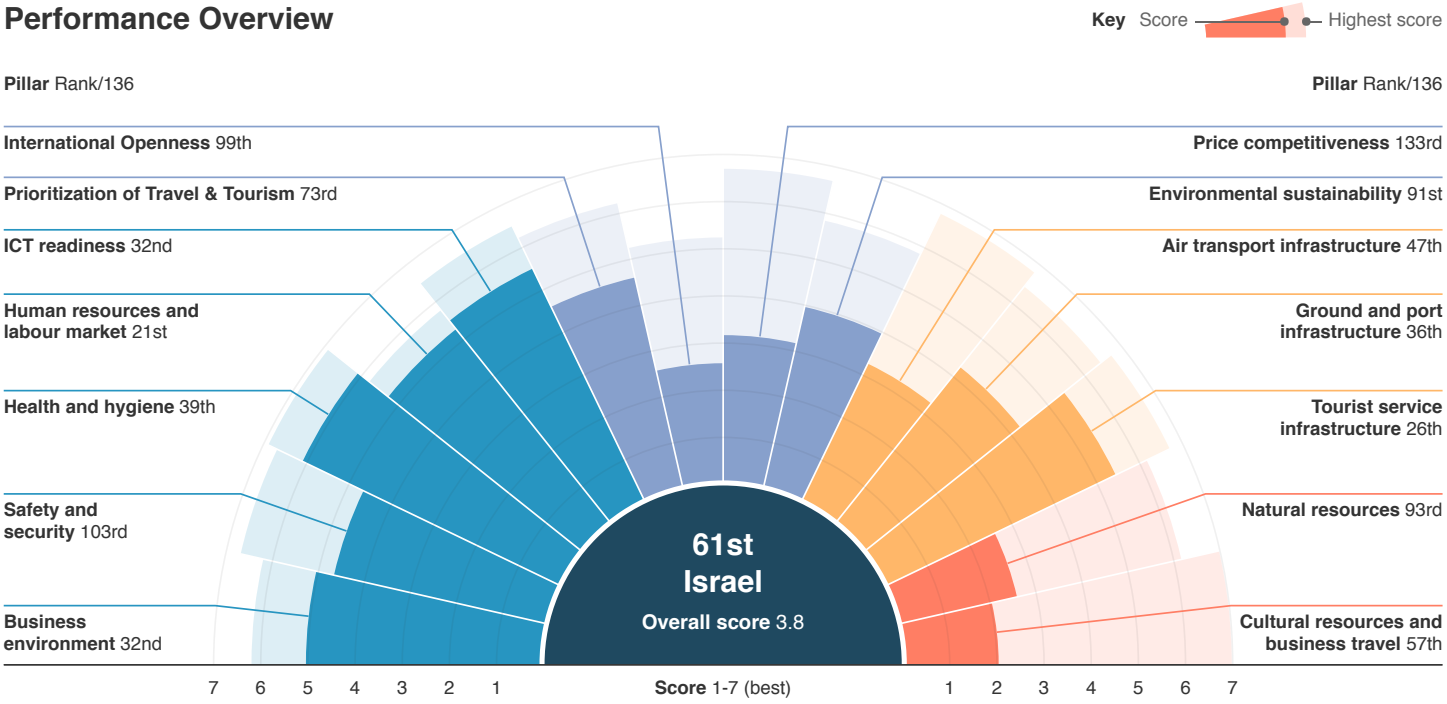
Travel & Tourism Competitiveness Index 2017 edition

## Key Indicators

Sources: World Tourism Organization (UNWTO) and World Travel and Tourism Council (WTTC)

| | |
|---|---|
| **International tourist arrivals** | 2,799,502 |
| **International tourism inbound receipts** | US $5,364.5 million |
| **Average receipts per arrival** | US $1,916.2 |
| **T&T industry GDP** | US $5,897.8 million |
| % of total | 2.0% |
| **T&T industry employment** | 85,707 jobs |
| % of total | 2.4% |

## Performance Overview




Israel (61st) is one of the most improved economies this year, rising 11 places in the global rankings. Its performance can be attributed mostly to an improvement in the contextual business conditions. The business environment (32nd, up 19 places) is becoming more open to competition and to foreign investment. Improvements in ground infrastructure (36th), especially ports, and in skills and labour regulations (21st) have also contributed to enhancing the business climate. The T&T sector is supported by sound tourism service infrastructure (26th) and widespread use of ICTs (32nd). Israel's cultural resources (57th), including its nine World Heritage Cultural sites and several international association events, are a primary motivation to visit the country. Israel could further develop its natural tourism (93rd) to offer a diversified value proposition to all types of tourist. The main issues hindering Israel's T&T development are the low level of security (103rd), especially related to terrorism risks, and the limited openness (99th), which is linked to efforts to limit threats to security.

## Past performance

| Travel & Tourism Competitiveness Edition | 2015 | 2017 |
|---|---|---|
| **Rank** | 72 / 141 | 61 / 136 |
| **Score** | 3.7 | 3.8 |

# Israel

**61st**/136

## Travel & Tourism Competitiveness Index 2017 edition

WORLD ECONOMIC FORUM

| Index Component | Rank/136 | Score* |
|---|---|---|
| **Business environment** | 32 | 5.0 |
| Property rights | 30 | 5.4 |
| Business impact of rules on FDI | 40 | 5.0 |
| Efficiency of legal framework in settling disputes | 37 | 4.5 |
| Efficiency of legal framework in challenging regs | 32 | 4.4 |
| Time required to deal with construction permits days | 107 | 209 |
| Cost to deal with construction permits % construction cost | 60 | 1.5 |
| Extent of market dominance | 82 | 3.5 |
| Time to start a business days | 74 | 12.0 |
| Cost to start a business % GNI per capita | 48 | 3.3 |
| Effect of taxation on incentives to work | 37 | 4.3 |
| Effect of taxation on incentives to invest | 36 | 4.1 |
| Total tax rate % profits | 30 | 28.1 |
| **Safety and security** | 103 | 4.6 |
| Business costs of crime and violence | 53 | 5.0 |
| Reliability of police services | 42 | 5.1 |
| Business costs of terrorism | 123 | 3.4 |
| Index of terrorism incidence | 120 | 3.0 |
| Homicide rate /100,000 pop. | 48 | 1.7 |
| **Health and hygiene** | 39 | 6.1 |
| Physician density /1,000 pop | 26 | 3.3 |
| Access to improved sanitation % pop. | 1 | 100.0 |
| Access to improved drinking water % pop. | 1 | 100.0 |
| Hospital beds /10,000 pop. | 53 | 33.0 |
| HIV prevalence % adult pop. | 1 | 0.2 |
| Malaria incidence cases/100,000 pop. | 1 | S.L. |
| **Human resources and labour market** | 21 | 5.2 |
| Primary education enrollment rate net % | 48 | 96.7 |
| Secondary education enrollment rate gross % | 40 | 101.9 |
| Extent of staff training | 28 | 4.6 |
| Degree of customer orientation | 53 | 4.9 |
| Hiring and firing practices | 21 | 4.5 |
| Ease of finding skilled employees | 6 | 5.4 |
| Ease of hiring foreign labour | 116 | 3.4 |
| Pay and productivity | 28 | 4.6 |
| Female participation in the labor force ratio to men | 29 | 0.90 |
| **ICT readiness** | 32 | 5.5 |
| ICT use for biz-to-biz transactions | 13 | 5.8 |
| Internet use for biz-to-consumer transactions | 23 | 5.6 |
| Internet users % pop. | 32 | 77.4 |
| Fixed-broadband Internet subscriptions /100 pop. | 29 | 27.4 |
| Mobile-cellular telephone subscriptions /100 pop. | 36 | 133.5 |
| Mobile-broadband subscriptions /100 pop. | 63 | 56.1 |
| Mobile network coverage % pop. | 65 | 99.0 |
| Quality of electricity supply | 28 | 6.2 |
| **Prioritization of Travel & Tourism** | 73 | 4.6 |
| Government prioritization of travel and tourism industry | 83 | 4.6 |
| T&T government expenditure % government budget | 101 | 2.1 |
| Effectiveness of marketing and branding to attract tourists | 92 | 3.8 |
| Comprehensiveness of annual T&T data 0–120 (best) | 6 | 104 |
| Timeliness of providing monthly/quarterly T&T data 0–21 (best) | 6 | 21.5 |
| Country brand strategy rating 1–10 (best) | 48 | 79.0 |

| Index Component | Rank/136 | Score* |
|---|---|---|
| **International Openness** | 99 | 2.5 |
| Visa requirements 0–100 (best) | 61 | 29.0 |
| Openness of bilateral Air Service Agreements 0–38 (best) | 79 | 9.9 |
| Number of regional trade agreements in force number | 71 | 7.0 |
| **Price competitiveness** | 133 | 3.1 |
| Ticket taxes and airport charges 0–100 (best) | 91 | 64.0 |
| Hotel price index US$ | 95 | 204.0 |
| Purchasing power parity PPP $ | 126 | 1.0 |
| Fuel price levels US$ cents/litre | 135 | 208.0 |
| **Environmental sustainability** | 91 | 3.9 |
| Stringency of environmental regulations | 41 | 4.7 |
| Enforcement of environmental regulations | 38 | 4.5 |
| Sustainability of travel and tourism industry development | 81 | 4.1 |
| Particulate matter (2.5) concentration μg/m3 | 103 | 11.6 |
| Environmental treaty ratification 0–27 (best) | 115 | 17 |
| Baseline water stress 5–0 (best) | 122 | 5.0 |
| Threatened species % total species | 90 | 7.1 |
| Forest cover change % change | 87 | 0.1 |
| Wastewater treatment % | 10 | 94.3 |
| Costal shelf fishing pressure tonnes/km2 | 52 | 0.1 |
| **Air transport infrastructure** | 47 | 3.2 |
| Quality of air transport infrastructure | 30 | 5.4 |
| Available seat kilometres, domestic millions | 61 | 4.3 |
| Available seat kilometres, international millions | 37 | 545.0 |
| Aircraft departures /1,000 pop. | 48 | 6.0 |
| Airport density airports/million pop. | 96 | 0.6 |
| Number of operating airlines Number | 28 | 70.0 |
| **Ground and port infrastructure** | 36 | 4.2 |
| Quality of roads | 33 | 4.9 |
| Road density % total territorial area | 38 | - |
| Paved road density % total territorial area | 29 | - |
| Quality of railroad infrastructure | 43 | 3.5 |
| Railroad density km of roads/land area | 15 | 5.4 |
| Quality of port infrastructure | 50 | 4.5 |
| Ground transport efficiency | 44 | 4.1 |
| **Tourist service infrastructure** | 26 | 5.4 |
| Hotel rooms number/100 pop. | 57 | 0.6 |
| Quality of tourism infrastructure | 56 | 4.8 |
| Presence of major car rental companies | 1 | 7 |
| Automated teller machines number/thoudand adult pop. | 11 | 126.1 |
| **Natural resources** | 93 | 2.6 |
| Number of World Heritage natural sites number of sites | 86 | 0 |
| Total known species number of species | 72 | 510 |
| Total protected areas % total territorial area | 55 | 19.9 |
| Natural tourism digital demand 0–100 (best) | 70 | 12 |
| Attractiveness of natural assets | 99 | 4.3 |
| **Cultural resources and business travel** | 57 | 2.0 |
| Number of World Heritage cultural sites number of sites | 22 | 9 |
| Oral and intangible cultural heritage number of expressions | 93 | 0 |
| Sports stadiums number of large stadiums | 55 | 6.0 |
| Number of international association meetings 3-year average | 58 | 39.3 |
| Cultural and entertainment tourism digital demand 0–100 (best) | 30 | 23 |

* Scores are on a 1-to-7 scale unless indicated otherwise. For detailed definitions, sources, and periods, consult the interactive Country/Economy Profiles and Rankings at http://wef.ch/ttcr

# Italy

**8th** / 136

Travel & Tourism Competitiveness Index 2017 edition

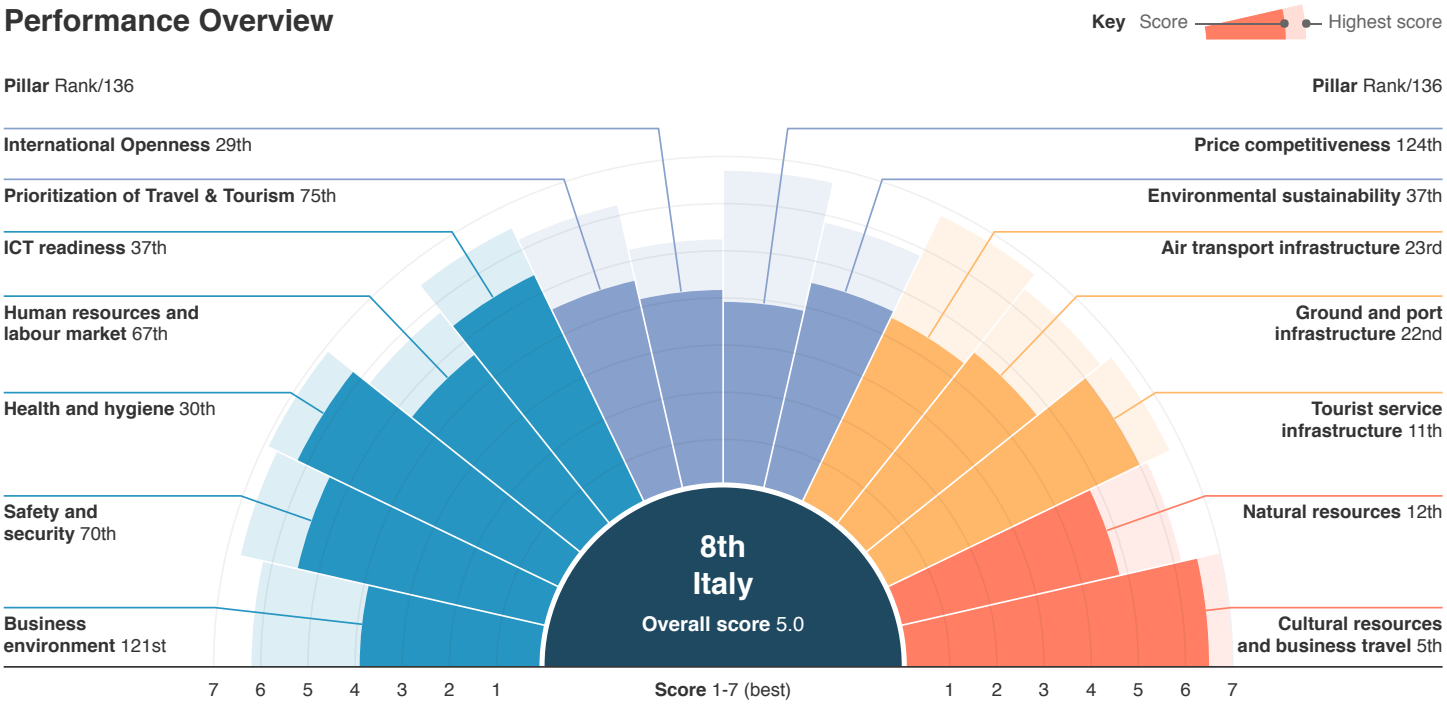
## Key Indicators

Sources: World Tourism Organization (UNWTO) and World Travel and Tourism Council (WTTC)

| | |
|---|---|
| **International tourist arrivals** | 50,731,770 |
| **International tourism inbound receipts** | US $39,449.2 million |
| **Average receipts per arrival** | US $777.6 |

| | |
|---|---|
| **T&T industry GDP** | US $76,286.3 million |
| % of total | 4.2% |
| **T&T industry employment** | 1,118,990 jobs |
| % of total | 5.0% |

## Performance Overview




Italy remains in 8th position globally. The country's travel and tourism competitiveness is driven by its exceptional cultural (5th) and natural resources (12th) and world-class tourism infrastructure (11th), which continue to attract international tourists. There have been improvements, too, in ground infrastructure (22nd, up 10 places). Human resources are more qualified and easier to manage (67th, up 8), and prices are more competitive (124th, up 9 places). However, the prioritization of the T&T sector has dipped (75th, down 10 places), due to lower commitment from the government (74th) and weaker brand strategy (75th). Safety and security has also deteriorated (70th, down 22 places), driven by lower perceptions of the reliability of the police and greater fear of terrorism and crime. The business environment remains weak (121st), with virtually no progress on the slow administrative procedures regarding construction permits (114th), the inefficient legal framework (134th) and business taxation (125th). Going forward, it will important for Italy to continue reinforcing its competitiveness and sectoral productivity to bring about development and growth through its T&T sector.

## Past performance

| Travel & Tourism Competitiveness Edition | 2015 | 2017 |
|---|---|---|
| **Rank** | 8 / 141 | 8 / 136 |
| **Score** | 5.0 | 5.0 |

# Italy

**8th** / 136

## Travel & Tourism Competitiveness Index 2017 edition

WORLD ECONOMIC FORUM

| Index Component | Rank/136 | Score* |
|---|---|---|
| **Business environment** | 121 | 3.9 |
| Property rights | 92 | 4.0 |
| Business impact of rules on FDI | 85 | 4.4 |
| Efficiency of legal framework in settling disputes | 134 | 2.2 |
| Efficiency of legal framework in challenging regs | 124 | 2.5 |
| Time required to deal with construction permits days | 114 | 228 |
| Cost to deal with construction permits % construction cost | 91 | 3.5 |
| Extent of market dominance | 14 | 5.0 |
| Time to start a business days | 37 | 6.5 |
| Cost to start a business % GNI per capita | 91 | 13.9 |
| Effect of taxation on incentives to work | 128 | 2.7 |
| Effect of taxation on incentives to invest | 135 | 1.9 |
| Total tax rate % profits | 125 | 62.0 |
| **Safety and security** | 70 | 5.4 |
| Business costs of crime and violence | 96 | 4.0 |
| Reliability of police services | 71 | 4.3 |
| Business costs of terrorism | 78 | 5.1 |
| Index of terrorism incidence | 87 | 6.8 |
| Homicide rate /100,000 pop. | 20 | 0.8 |
| **Health and hygiene** | 30 | 6.2 |
| Physician density /1,000 pop | 15 | 3.8 |
| Access to improved sanitation % pop. | 19 | 99.5 |
| Access to improved drinking water % pop. | 1 | 100.0 |
| Hospital beds /10,000 pop. | 50 | 34.0 |
| HIV prevalence % adult pop. | 60 | 0.3 |
| Malaria incidence cases/100,000 pop. | 1 | M.F. |
| **Human resources and labour market** | 67 | 4.6 |
| Primary education enrollment rate net % | 36 | 97.5 |
| Secondary education enrollment rate gross % | 37 | 102.6 |
| Extent of staff training | 115 | 3.4 |
| Degree of customer orientation | 48 | 4.9 |
| Hiring and firing practices | 120 | 2.8 |
| Ease of finding skilled employees | 43 | 4.6 |
| Ease of hiring foreign labour | 56 | 4.2 |
| Pay and productivity | 125 | 3.1 |
| Female participation in the labor force ratio to men | 88 | 0.74 |
| **ICT readiness** | 37 | 5.4 |
| ICT use for biz-to-biz transactions | 70 | 4.7 |
| Internet use for biz-to-consumer transactions | 55 | 4.7 |
| Internet users % pop. | 55 | 65.6 |
| Fixed-broadband Internet subscriptions /100 pop. | 37 | 24.4 |
| Mobile-cellular telephone subscriptions /100 pop. | 29 | 142.1 |
| Mobile-broadband subscriptions /100 pop. | 28 | 82.1 |
| Mobile network coverage % pop. | 1 | 100.0 |
| Quality of electricity supply | 38 | 5.9 |
| **Prioritization of Travel & Tourism** | 75 | 4.5 |
| Government prioritization of travel and tourism industry | 74 | 4.7 |
| T&T government expenditure % government budget | 61 | 3.6 |
| Effectiveness of marketing and branding to attract tourists | 104 | 3.6 |
| Comprehensiveness of annual T&T data 0–120 (best) | 22 | 89 |
| Timeliness of providing monthly/quarterly T&T data 0–21 (best) | 48 | 19.5 |
| Country brand strategy rating 1–10 (best) | 75 | 73.8 |

| Index Component | Rank/136 | Score* |
|---|---|---|
| **International Openness** | 29 | 4.1 |
| Visa requirements 0–100 (best) | 73 | 24.0 |
| Openness of bilateral Air Service Agreements 0–38 (best) | 51 | 11.6 |
| Number of regional trade agreements in force number | 1 | 53.0 |
| **Price competitiveness** | 124 | 3.9 |
| Ticket taxes and airport charges 0–100 (best) | 40 | 82.0 |
| Hotel price index US$ | 81 | 158.6 |
| Purchasing power parity PPP $ | 115 | 0.8 |
| Fuel price levels US$ cents/litre | 134 | 201.0 |
| **Environmental sustainability** | 37 | 4.5 |
| Stringency of environmental regulations | 53 | 4.3 |
| Enforcement of environmental regulations | 84 | 3.5 |
| Sustainability of travel and tourism industry development | 106 | 3.7 |
| Particulate matter (2.5) concentration μg/m3 | 108 | 11.8 |
| Environmental treaty ratification 0–27 (best) | 20 | 26 |
| Baseline water stress 5–0 (best) | 101 | 3.5 |
| Threatened species % total species | 80 | 6.5 |
| Forest cover change % change | 27 | 0.0 |
| Wastewater treatment % | 21 | 81.2 |
| Costal shelf fishing pressure tonnes/km2 | 36 | 0.1 |
| **Air transport infrastructure** | 23 | 4.4 |
| Quality of air transport infrastructure | 60 | 4.6 |
| Available seat kilometres, domestic millions | 15 | 427.5 |
| Available seat kilometres, international millions | 16 | 2026.9 |
| Aircraft departures /1,000 pop. | 61 | 4.1 |
| Airport density airports/million pop. | 71 | 1.0 |
| Number of operating airlines Number | 6 | 154.0 |
| **Ground and port infrastructure** | 22 | 4.7 |
| Quality of roads | 45 | 4.6 |
| Road density % total territorial area | 21 | - |
| Paved road density % total territorial area | 16 | - |
| Quality of railroad infrastructure | 31 | 4.1 |
| Railroad density km of roads/land area | 13 | 5.7 |
| Quality of port infrastructure | 56 | 4.4 |
| Ground transport efficiency | 51 | 4.0 |
| **Tourist service infrastructure** | 11 | 6.0 |
| Hotel rooms number/100 pop. | 12 | 1.8 |
| Quality of tourism infrastructure | 64 | 4.7 |
| Presence of major car rental companies | 1 | 7 |
| Automated teller machines number/thoudand adult pop. | 23 | 91.9 |
| **Natural resources** | 12 | 4.8 |
| Number of World Heritage natural sites number of sites | 11 | 4 |
| Total known species number of species | 71 | 511 |
| Total protected areas % total territorial area | 50 | 21.5 |
| Natural tourism digital demand 0–100 (best) | 6 | 84 |
| Attractiveness of natural assets | 57 | 5.3 |
| **Cultural resources and business travel** | 5 | 6.5 |
| Number of World Heritage cultural sites number of sites | 1 | 47 |
| Oral and intangible cultural heritage number of expressions | 22 | 7 |
| Sports stadiums number of large stadiums | 10 | 51.0 |
| Number of international association meetings 3-year average | 6 | 518.0 |
| Cultural and entertainment tourism digital demand 0–100 (best) | 7 | 71 |

* Scores are on a 1-to-7 scale unless indicated otherwise. For detailed definitions, sources, and periods, consult the interactive Country/Economy Profiles and Rankings at http://wef.ch/ttcr

# Jamaica

**69th** / 136

Travel & Tourism Competitiveness Index 2017 edition

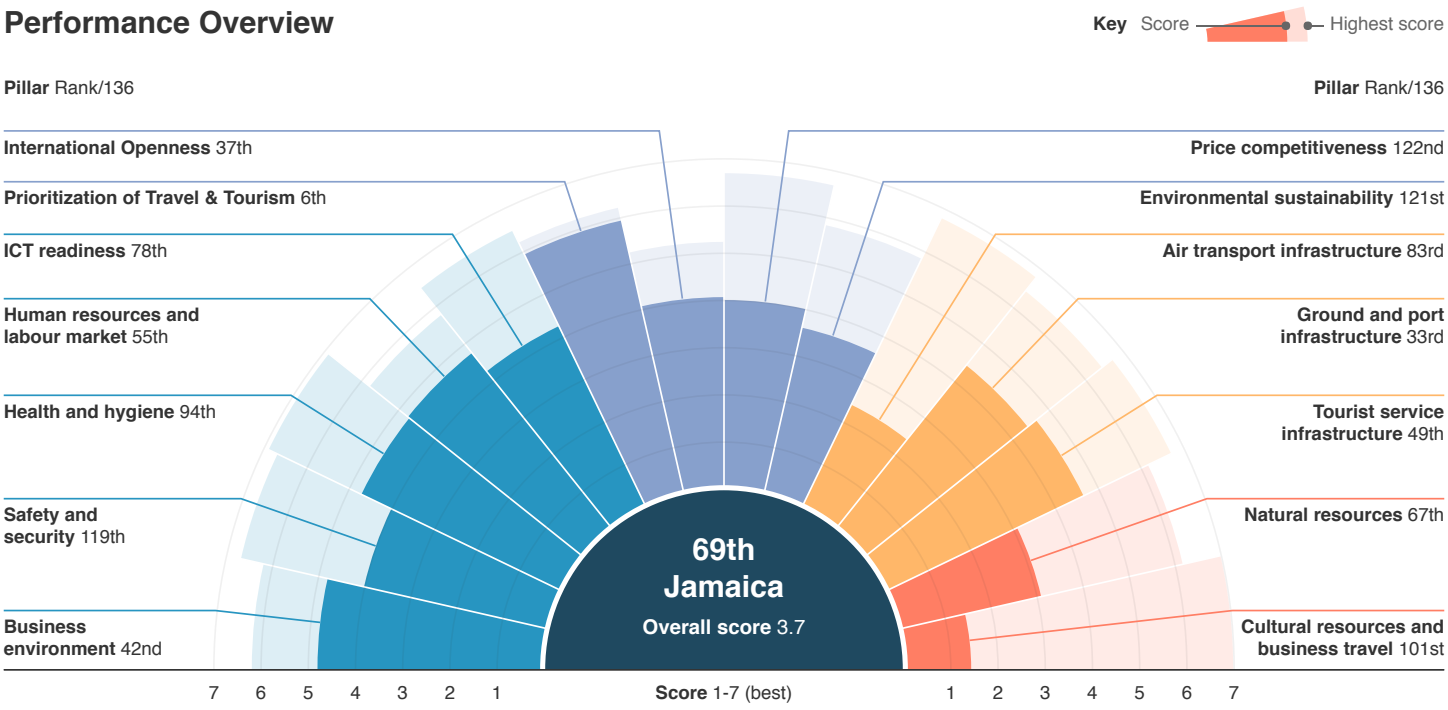
## Key Indicators

Sources: World Tourism Organization (UNWTO) and World Travel and Tourism Council (WTTC)

| | |
|---|---|
| **International tourist arrivals** | 2,123,042 |
| **International tourism inbound receipts** | US $2,400.6 million |
| **Average receipts per arrival** | US $1,130.7 |

| | |
|---|---|
| **T&T industry GDP** | US $1,259.2 million |
| % of total | 8.9% |
| **T&T industry employment** | 91,682 jobs |
| % of total | 8.0% |

## Performance Overview




## Past performance

| Travel & Tourism Competitiveness Edition | 2015 | 2017 |
|---|---|---|
| **Rank** | 76 / 141 | 69 / 136 |
| **Score** | 3.6 | 3.7 |

# Jamaica

**69th** / 136

## Travel & Tourism Competitiveness Index 2017 edition

WORLD ECONOMIC FORUM

| Index Component | Rank/136 | Score* |
|---|---|---|
| **Business environment** | 42 | 4.8 |
| Property rights | 45 | 4.7 |
| Business impact of rules on FDI | 22 | 5.4 |
| Efficiency of legal framework in settling disputes | 77 | 3.4 |
| Efficiency of legal framework in challenging regs | 72 | 3.4 |
| Time required to deal with construction permits days | 58 | 130 |
| Cost to deal with construction permits % construction cost | 33 | 0.8 |
| Extent of market dominance | 80 | 3.5 |
| Time to start a business days | 60 | 10.0 |
| Cost to start a business % GNI per capita | 53 | 4.3 |
| Effect of taxation on incentives to work | 56 | 4.0 |
| Effect of taxation on incentives to invest | 101 | 3.2 |
| Total tax rate % profits | 53 | 34.3 |
| **Safety and security** | 119 | 4.0 |
| Business costs of crime and violence | 134 | 2.3 |
| Reliability of police services | 94 | 3.8 |
| Business costs of terrorism | 70 | 5.2 |
| Index of terrorism incidence | 38 | 7.0 |
| Homicide rate /100,000 pop. | 132 | 36.1 |
| **Health and hygiene** | 94 | 4.7 |
| Physician density /1,000 pop | 98 | 0.4 |
| Access to improved sanitation % pop. | 82 | 81.8 |
| Access to improved drinking water % pop. | 81 | 93.8 |
| Hospital beds /10,000 pop. | 87 | 17.0 |
| HIV prevalence % adult pop. | 117 | 1.6 |
| Malaria incidence cases/100,000 pop. | 1 | M.F. |
| **Human resources and labour market** | 55 | 4.7 |
| Primary education enrollment rate net % | 30 | 98.0 |
| Secondary education enrollment rate gross % | 92 | 82.1 |
| Extent of staff training | 60 | 4.0 |
| Degree of customer orientation | 118 | 3.9 |
| Hiring and firing practices | 63 | 3.8 |
| Ease of finding skilled employees | 61 | 4.3 |
| Ease of hiring foreign labour | 32 | 4.4 |
| Pay and productivity | 90 | 3.7 |
| Female participation in the labor force ratio to men | 59 | 0.83 |
| **ICT readiness** | 78 | 4.2 |
| ICT use for biz-to-biz transactions | 59 | 4.8 |
| Internet use for biz-to-consumer transactions | 86 | 4.1 |
| Internet users % pop. | 89 | 42.2 |
| Fixed-broadband Internet subscriptions /100 pop. | 76 | 8.1 |
| Mobile-cellular telephone subscriptions /100 pop. | 76 | 111.5 |
| Mobile-broadband subscriptions /100 pop. | 69 | 53.5 |
| Mobile network coverage % pop. | 1 | 100.0 |
| Quality of electricity supply | 75 | 4.7 |
| **Prioritization of Travel & Tourism** | 6 | 5.9 |
| Government prioritization of travel and tourism industry | 4 | 6.4 |
| T&T government expenditure % government budget | 2 | 17.1 |
| Effectiveness of marketing and branding to attract tourists | 9 | 5.6 |
| Comprehensiveness of annual T&T data 0–120 (best) | 53 | 73 |
| Timeliness of providing monthly/quarterly T&T data 0–21 (best) | 70 | 18.0 |
| Country brand strategy rating 1–10 (best) | 98 | 67.7 |

| Index Component | Rank/136 | Score* |
|---|---|---|
| **International Openness** | 37 | 4.0 |
| Visa requirements 0–100 (best) | 5 | 72.0 |
| Openness of bilateral Air Service Agreements 0–38 (best) | 8 | 24.3 |
| Number of regional trade agreements in force number | 91 | 4.0 |
| **Price competitiveness** | 122 | 4.0 |
| Ticket taxes and airport charges 0–100 (best) | 106 | 56.8 |
| Hotel price index US$ | 100 | 244.1 |
| Purchasing power parity PPP $ | 95 | 0.6 |
| Fuel price levels US$ cents/litre | 50 | 106.0 |
| **Environmental sustainability** | 121 | 3.6 |
| Stringency of environmental regulations | 92 | 3.5 |
| Enforcement of environmental regulations | 94 | 3.3 |
| Sustainability of travel and tourism industry development | 39 | 4.8 |
| Particulate matter (2.5) concentration µg/m3 | 22 | 4.2 |
| Environmental treaty ratification 0–27 (best) | 90 | 19 |
| Baseline water stress 5–0 (best) | 124 | 5.0 |
| Threatened species % total species | 121 | 12.3 |
| Forest cover change % change | 59 | 0.0 |
| Wastewater treatment % | 77 | 5.5 |
| Costal shelf fishing pressure tonnes/km2 | 10 | 0.0 |
| **Air transport infrastructure** | 83 | 2.4 |
| Quality of air transport infrastructure | 41 | 5.0 |
| Available seat kilometres, domestic millions | 102 | 0.1 |
| Available seat kilometres, international millions | 72 | 132.9 |
| Aircraft departures /1,000 pop. | 112 | 0.4 |
| Airport density airports/million pop. | 51 | 1.3 |
| Number of operating airlines Number | 78 | 29.0 |
| **Ground and port infrastructure** | 33 | 4.4 |
| Quality of roads | 78 | 3.8 |
| Road density % total territorial area | 9 | - |
| Paved road density % total territorial area | 18 | - |
| Quality of railroad infrastructure | n/a | n/a |
| Railroad density km of roads/land area | n/a | n/a |
| Quality of port infrastructure | 41 | 4.7 |
| Ground transport efficiency | 106 | 2.7 |
| **Tourist service infrastructure** | 49 | 4.6 |
| Hotel rooms number/100 pop. | 41 | 0.9 |
| Quality of tourism infrastructure | 11 | 5.8 |
| Presence of major car rental companies | 51 | 6 |
| Automated teller machines number/thoudand adult pop. | 89 | 32.5 |
| **Natural resources** | 67 | 3.0 |
| Number of World Heritage natural sites number of sites | 78 | 1 |
| Total known species number of species | 129 | 252 |
| Total protected areas % total territorial area | 75 | 15.9 |
| Natural tourism digital demand 0–100 (best) | 33 | 36 |
| Attractiveness of natural assets | 39 | 5.7 |
| **Cultural resources and business travel** | 101 | 1.4 |
| Number of World Heritage cultural sites number of sites | 120 | 1 |
| Oral and intangible cultural heritage number of expressions | 71 | 1 |
| Sports stadiums number of large stadiums | 90 | 3.0 |
| Number of international association meetings 3-year average | 103 | 6.0 |
| Cultural and entertainment tourism digital demand 0–100 (best) | 62 | 10 |

* Scores are on a 1-to-7 scale unless indicated otherwise. For detailed definitions, sources, and periods, consult the interactive Country/Economy Profiles and Rankings at http://wef.ch/ttcr

# Japan

**4th** / 136

Travel & Tourism Competitiveness Index 2017 edition

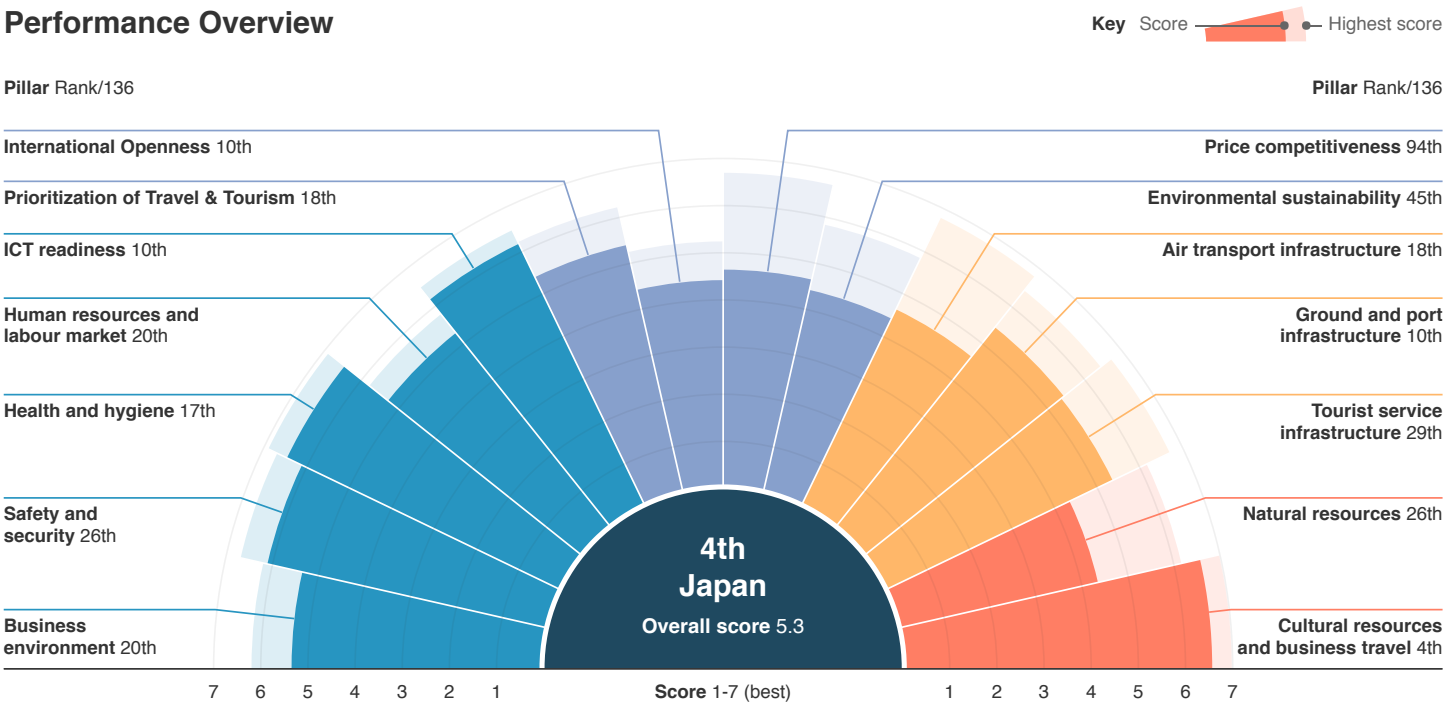
## Key Indicators

Sources: World Tourism Organization (UNWTO) and World Travel and Tourism Council (WTTC)

| | |
|---|---|
| **International tourist arrivals** | 19,737,409 |
| **International tourism inbound receipts** | US $24,982.6 million |
| **Average receipts per arrival** | US $1,265.8 |

| | |
|---|---|
| **T&T industry GDP** | US $106,659.0 million |
| % of total | 2.6% |
| **T&T industry employment** | 1,222,550 jobs |
| % of total | 1.9% |

## Performance Overview




Japan leads the Asia-Pacific region, improving 5 positions to take the 4th place globally. International tourists continue to visit Japan for its unique cultural resources and for business travel (4th). Japan boasts some of the most developed ground transportation infrastructure systems and ICT networks globally (both 10th), which guarantee seamless internal connections and access to information and services online. Air connectivity is also well developed (18th), and provides high-quality service (24th). In addition, Japan is, overall, open to T&T activities, with relatively welcoming trade and investment agreements (35th), though it does have a tight visa policy (112th). Moreover, it invests almost 4.5% of its budget on activities related to the sector and has put into place effective marketing campaigns (27th). Japan has also managed to become more cost-competitive (94th, up 25), thanks to a substantial reduction of fuel prices and air-ticket taxes. The improvement in price competitiveness has been the main driver of Japan's overall performance, combined with improvements in promoting cultural and natural resources. Still, environmental sustainability remains the area where Japan has yet to achieve better results. High PM emissions (93rd), overfishing (71st) and increasing share of threatened fauna (129th) are concerns both for tourism and the country's sustainability.

## Past performance

| Travel & Tourism Competitiveness Edition | 2015 | 2017 |
|---|---|---|
| **Rank** | 9 / 141 | 4 / 136 |
| **Score** | 4.9 | 5.3 |

# Japan

**4th** / 136

## Travel & Tourism Competitiveness Index 2017 edition

WORLD ECONOMIC FORUM

| Index Component | Rank/136 | Score* |
|---|---|---|
| **Business environment** | 20 | 5.3 |
| Property rights | 11 | 6.2 |
| Business impact of rules on FDI | 36 | 5.1 |
| Efficiency of legal framework in settling disputes | 15 | 5.3 |
| Efficiency of legal framework in challenging regs | 22 | 4.6 |
| Time required to deal with construction permits days | 99 | 197 |
| Cost to deal with construction permits % construction cost | 18 | 0.5 |
| Extent of market dominance | 1 | 5.9 |
| Time to start a business days | 72 | 11.2 |
| Cost to start a business % GNI per capita | 71 | 7.5 |
| Effect of taxation on incentives to work | 39 | 4.3 |
| Effect of taxation on incentives to invest | 51 | 3.9 |
| Total tax rate % profits | 103 | 48.9 |
| **Safety and security** | 26 | 6.1 |
| Business costs of crime and violence | 34 | 5.3 |
| Reliability of police services | 18 | 6.1 |
| Business costs of terrorism | 76 | 5.1 |
| Index of terrorism incidence | 78 | 6.9 |
| Homicide rate /100,000 pop. | 3 | 0.3 |
| **Health and hygiene** | 17 | 6.4 |
| Physician density /1,000 pop | 53 | 2.3 |
| Access to improved sanitation % pop. | 1 | 100.0 |
| Access to improved drinking water % pop. | 1 | 100.0 |
| Hospital beds /10,000 pop. | 1 | 137.0 |
| HIV prevalence % adult pop. | 1 | <0.1 |
| Malaria incidence cases/100,000 pop. | 1 | S.L. |
| **Human resources and labour market** | 20 | 5.2 |
| Primary education enrollment rate net % | 3 | 100.0 |
| Secondary education enrollment rate gross % | 41 | 101.8 |
| Extent of staff training | 10 | 5.3 |
| Degree of customer orientation | 1 | 6.2 |
| Hiring and firing practices | 112 | 3.2 |
| Ease of finding skilled employees | 30 | 4.8 |
| Ease of hiring foreign labour | 113 | 3.4 |
| Pay and productivity | 24 | 4.7 |
| Female participation in the labor force ratio to men | 76 | 0.78 |
| **ICT readiness** | 10 | 6.1 |
| ICT use for biz-to-biz transactions | 6 | 5.9 |
| Internet use for biz-to-consumer transactions | 8 | 5.9 |
| Internet users % pop. | 11 | 91.1 |
| Fixed-broadband Internet subscriptions /100 pop. | 20 | 30.7 |
| Mobile-cellular telephone subscriptions /100 pop. | 54 | 126.5 |
| Mobile-broadband subscriptions /100 pop. | 6 | 128.0 |
| Mobile network coverage % pop. | 36 | 99.9 |
| Quality of electricity supply | 15 | 6.5 |
| **Prioritization of Travel & Tourism** | 18 | 5.4 |
| Government prioritization of travel and tourism industry | 16 | 5.8 |
| T&T government expenditure % government budget | 42 | 4.4 |
| Effectiveness of marketing and branding to attract tourists | 27 | 5.1 |
| Comprehensiveness of annual T&T data 0–120 (best) | 9 | 102 |
| Timeliness of providing monthly/quarterly T&T data 0–21 (best) | 3 | 22.0 |
| Country brand strategy rating 1–10 (best) | 42 | 79.5 |

| Index Component | Rank/136 | Score* |
|---|---|---|
| **International Openness** | 10 | 4.4 |
| Visa requirements 0–100 (best) | 112 | 20.0 |
| Openness of bilateral Air Service Agreements 0–38 (best) | 10 | 23.6 |
| Number of regional trade agreements in force number | 35 | 29.0 |
| **Price competitiveness** | 94 | 4.6 |
| Ticket taxes and airport charges 0–100 (best) | 46 | 80.7 |
| Hotel price index US$ | 72 | 140.6 |
| Purchasing power parity PPP $ | 116 | 0.9 |
| Fuel price levels US$ cents/litre | 58 | 110.0 |
| **Environmental sustainability** | 45 | 4.4 |
| Stringency of environmental regulations | 8 | 5.8 |
| Enforcement of environmental regulations | 14 | 5.6 |
| Sustainability of travel and tourism industry development | 23 | 5.0 |
| Particulate matter (2.5) concentration μg/m3 | 93 | 10.6 |
| Environmental treaty ratification 0–27 (best) | 31 | 24 |
| Baseline water stress 5–0 (best) | 78 | 2.3 |
| Threatened species % total species | 129 | 14.4 |
| Forest cover change % change | 24 | 0.0 |
| Wastewater treatment % | 36 | 56.5 |
| Costal shelf fishing pressure tonnes/km2 | 71 | 0.2 |
| **Air transport infrastructure** | 18 | 4.6 |
| Quality of air transport infrastructure | 24 | 5.6 |
| Available seat kilometres, domestic millions | 4 | 2173.6 |
| Available seat kilometres, international millions | 6 | 3646.7 |
| Aircraft departures /1,000 pop. | 44 | 7.5 |
| Airport density airports/million pop. | 97 | 0.6 |
| Number of operating airlines Number | 15 | 100.0 |
| **Ground and port infrastructure** | 10 | 5.4 |
| Quality of roads | 5 | 6.1 |
| Road density % total territorial area | 35 | - |
| Paved road density % total territorial area | 34 | - |
| Quality of railroad infrastructure | 1 | 6.7 |
| Railroad density km of roads/land area | 16 | 5.3 |
| Quality of port infrastructure | 22 | 5.3 |
| Ground transport efficiency | 1 | 6.6 |
| **Tourist service infrastructure** | 29 | 5.3 |
| Hotel rooms number/100 pop. | 27 | 1.1 |
| Quality of tourism infrastructure | 38 | 5.3 |
| Presence of major car rental companies | 85 | 4 |
| Automated teller machines number/thoudand adult pop. | 10 | 127.5 |
| **Natural resources** | 26 | 4.3 |
| Number of World Heritage natural sites number of sites | 11 | 4 |
| Total known species number of species | 60 | 644 |
| Total protected areas % total territorial area | 56 | 19.4 |
| Natural tourism digital demand 0–100 (best) | 20 | 48 |
| Attractiveness of natural assets | 66 | 5.2 |
| **Cultural resources and business travel** | 4 | 6.5 |
| Number of World Heritage cultural sites number of sites | 11 | 16 |
| Oral and intangible cultural heritage number of expressions | 2 | 21 |
| Sports stadiums number of large stadiums | 4 | 90.0 |
| Number of international association meetings 3-year average | 8 | 362.3 |
| Cultural and entertainment tourism digital demand 0–100 (best) | 5 | 79 |

* Scores are on a 1-to-7 scale unless indicated otherwise. For detailed definitions, sources, and periods, consult the interactive Country/Economy Profiles and Rankings at http://wef.ch/ttcr

# Jordan

**75th** / 136

Travel & Tourism Competitiveness Index 2017 edition

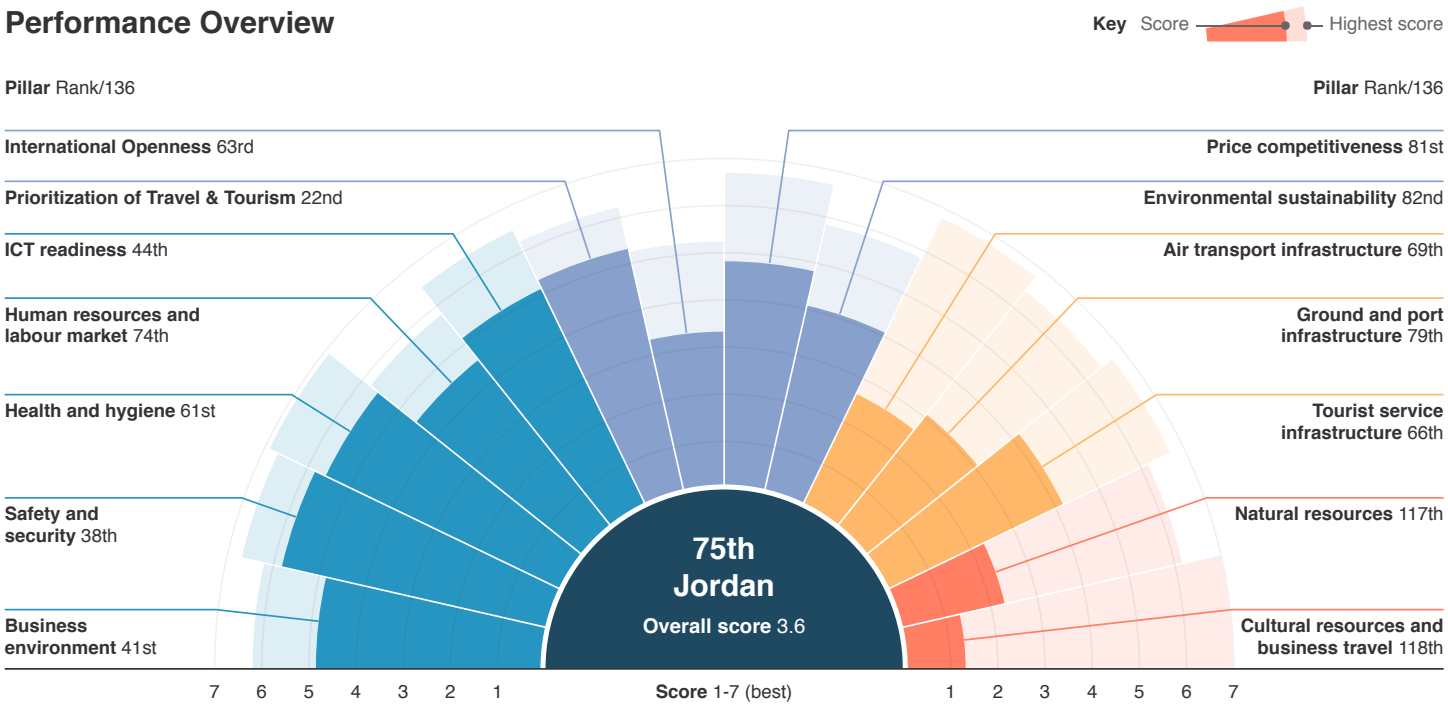
## Key Indicators

Sources: World Tourism Organization (UNWTO) and World Travel and Tourism Council (WTTC)

| | |
|---|---|
| **International tourist arrivals** | 3,761,072 |
| **International tourism inbound receipts** | US $4,064.9 million |
| **Average receipts per arrival** | US $1,080.8 |

| | |
|---|---|
| **T&T industry GDP** | US $2,036.9 million |
| % of total | 5.6% |
| **T&T industry employment** | 71,882 jobs |
| % of total | 4.5% |

## Performance Overview




Jordan is ranked 75th, and the country's stable performance (up two places) should be lauded as a success given the regional context. Jordan has made remarkable strides in improving its ICT readiness (44th, up 21 places), through much broader use of mobile phone technologies, achieving the 5th and 19th highest mobile and broadband mobile subscriptions respectively. The nation has also managed to maintain a high level of security, ranking 38th globally, outperformed regionally only by the UAE, Oman, Qatar and Morocco. The impact of terrorism has been smaller compared to neighbouring countries, which has helped considerably in maintaining generally constant international tourism arrivals over the past four years. Jordan's T&T competitiveness is also driven by high government prioritization (22nd), including the 6th highest relative spending. The country's business environment (41st) supports the sector's development through low administrative burden to obtain construction permits, well-protected property rights and market concentration. To further develop its T&T competitiveness, the nation should upgrade its air and ground transport infrastructure (69th and 79th, respectively) and focus on its natural and cultural resources, which remain substantially under-valued (117th and 118th, respectively).

## Past performance

| Travel & Tourism Competitiveness Edition | 2015 | 2017 |
|---|---|---|
| **Rank** | 77 / 141 | 75 / 136 |
| **Score** | 3.6 | 3.6 |

# Jordan

**75th** / 136

## Travel & Tourism Competitiveness Index 2017 edition

WORLD ECONOMIC FORUM

| Index Component | Rank/136 | Score* |
|---|---|---|
| **Business environment** | 41 | 4.8 |
| Property rights | 38 | 5.0 |
| Business impact of rules on FDI | 75 | 4.5 |
| Efficiency of legal framework in settling disputes | 34 | 4.5 |
| Efficiency of legal framework in challenging regs | 41 | 4.0 |
| Time required to deal with construction permits days | 6 | 63 |
| Cost to deal with construction permits % construction cost | 123 | 10.0 |
| Extent of market dominance | 26 | 4.3 |
| Time to start a business days | 74 | 12.0 |
| Cost to start a business % GNI per capita | 109 | 22.4 |
| Effect of taxation on incentives to work | 98 | 3.6 |
| Effect of taxation on incentives to invest | 72 | 3.6 |
| Total tax rate % profits | 29 | 27.6 |
| **Safety and security** | 38 | 5.8 |
| Business costs of crime and violence | 58 | 4.9 |
| Reliability of police services | 22 | 6.0 |
| Business costs of terrorism | 102 | 4.5 |
| Index of terrorism incidence | 85 | 6.9 |
| Homicide rate /100,000 pop. | 57 | 2.3 |
| **Health and hygiene** | 61 | 5.5 |
| Physician density /1,000 pop | 45 | 2.6 |
| Access to improved sanitation % pop. | 33 | 98.6 |
| Access to improved drinking water % pop. | 68 | 96.9 |
| Hospital beds /10,000 pop. | 84 | 18.0 |
| HIV prevalence % adult pop. | 1 | <0.2 |
| Malaria incidence cases/100,000 pop. | 1 | S.L. |
| **Human resources and labour market** | 74 | 4.5 |
| Primary education enrollment rate net % | 49 | 96.6 |
| Secondary education enrollment rate gross % | 91 | 82.5 |
| Extent of staff training | 42 | 4.3 |
| Degree of customer orientation | 56 | 4.9 |
| Hiring and firing practices | 33 | 4.3 |
| Ease of finding skilled employees | 36 | 4.7 |
| Ease of hiring foreign labour | 96 | 3.7 |
| Pay and productivity | 55 | 4.2 |
| Female participation in the labor force ratio to men | 136 | 0.22 |
| **ICT readiness** | 44 | 5.1 |
| ICT use for biz-to-biz transactions | 44 | 5.0 |
| Internet use for biz-to-consumer transactions | 61 | 4.6 |
| Internet users % pop. | 72 | 53.4 |
| Fixed-broadband Internet subscriptions /100 pop. | 88 | 4.2 |
| Mobile-cellular telephone subscriptions /100 pop. | 5 | 179.4 |
| Mobile-broadband subscriptions /100 pop. | 19 | 98.4 |
| Mobile network coverage % pop. | 65 | 99.0 |
| Quality of electricity supply | 49 | 5.5 |
| **Prioritization of Travel & Tourism** | 22 | 5.3 |
| Government prioritization of travel and tourism industry | 72 | 4.7 |
| T&T government expenditure % government budget | 6 | 10.7 |
| Effectiveness of marketing and branding to attract tourists | 70 | 4.3 |
| Comprehensiveness of annual T&T data 0–120 (best) | 26 | 87 |
| Timeliness of providing monthly/quarterly T&T data 0–21 (best) | 88 | 16.5 |
| Country brand strategy rating 1–10 (best) | 104 | 63.8 |

| Index Component | Rank/136 | Score* |
|---|---|---|
| **International Openness** | 63 | 3.3 |
| Visa requirements 0–100 (best) | 30 | 54.0 |
| Openness of bilateral Air Service Agreements 0–38 (best) | 56 | 11.4 |
| Number of regional trade agreements in force number | 62 | 10.0 |
| **Price competitiveness** | 81 | 4.8 |
| Ticket taxes and airport charges 0–100 (best) | 116 | 47.9 |
| Hotel price index US$ | 74 | 141.7 |
| Purchasing power parity PPP $ | 69 | 0.5 |
| Fuel price levels US$ cents/litre | 24 | 82.0 |
| **Environmental sustainability** | 82 | 4.0 |
| Stringency of environmental regulations | 56 | 4.3 |
| Enforcement of environmental regulations | 47 | 4.2 |
| Sustainability of travel and tourism industry development | 67 | 4.3 |
| Particulate matter (2.5) concentration μg/m3 | 98 | 11.0 |
| Environmental treaty ratification 0–27 (best) | 43 | 23 |
| Baseline water stress 5–0 (best) | 117 | 4.8 |
| Threatened species % total species | 71 | 6.2 |
| Forest cover change % change | 2 | 0.0 |
| Wastewater treatment % | 58 | 18.6 |
| Costal shelf fishing pressure tonnes/km2 | 31 | 0.0 |
| **Air transport infrastructure** | 69 | 2.6 |
| Quality of air transport infrastructure | 34 | 5.3 |
| Available seat kilometres, domestic millions | 86 | 0.6 |
| Available seat kilometres, international millions | 63 | 188.5 |
| Aircraft departures /1,000 pop. | 53 | 4.8 |
| Airport density airports/million pop. | 122 | 0.3 |
| Number of operating airlines Number | 56 | 39.0 |
| **Ground and port infrastructure** | 79 | 3.0 |
| Quality of roads | 56 | 4.3 |
| Road density % total territorial area | 119 | - |
| Paved road density % total territorial area | 81 | - |
| Quality of railroad infrastructure | 72 | 2.5 |
| Railroad density km of roads/land area | 63 | 0.6 |
| Quality of port infrastructure | 49 | 4.5 |
| Ground transport efficiency | 82 | 3.2 |
| **Tourist service infrastructure** | 66 | 4.1 |
| Hotel rooms number/100 pop. | 78 | 0.4 |
| Quality of tourism infrastructure | 51 | 5.0 |
| Presence of major car rental companies | 1 | 7 |
| Automated teller machines number/thoudand adult pop. | 90 | 32.5 |
| **Natural resources** | 117 | 2.3 |
| Number of World Heritage natural sites number of sites | 78 | 1 |
| Total known species number of species | 90 | 420 |
| Total protected areas % total territorial area | 130 | 2.1 |
| Natural tourism digital demand 0–100 (best) | 91 | 5 |
| Attractiveness of natural assets | 63 | 5.2 |
| **Cultural resources and business travel** | 118 | 1.3 |
| Number of World Heritage cultural sites number of sites | 53 | 5 |
| Oral and intangible cultural heritage number of expressions | 71 | 1 |
| Sports stadiums number of large stadiums | 119 | 0.0 |
| Number of international association meetings 3-year average | 87 | 9.0 |
| Cultural and entertainment tourism digital demand 0–100 (best) | 90 | 5 |

* Scores are on a 1-to-7 scale unless indicated otherwise. For detailed definitions, sources, and periods, consult the interactive Country/Economy Profiles and Rankings at http://wef.ch/ttcr

# Kazakhstan

**81st**/136

Travel & Tourism Competitiveness Index 2017 edition

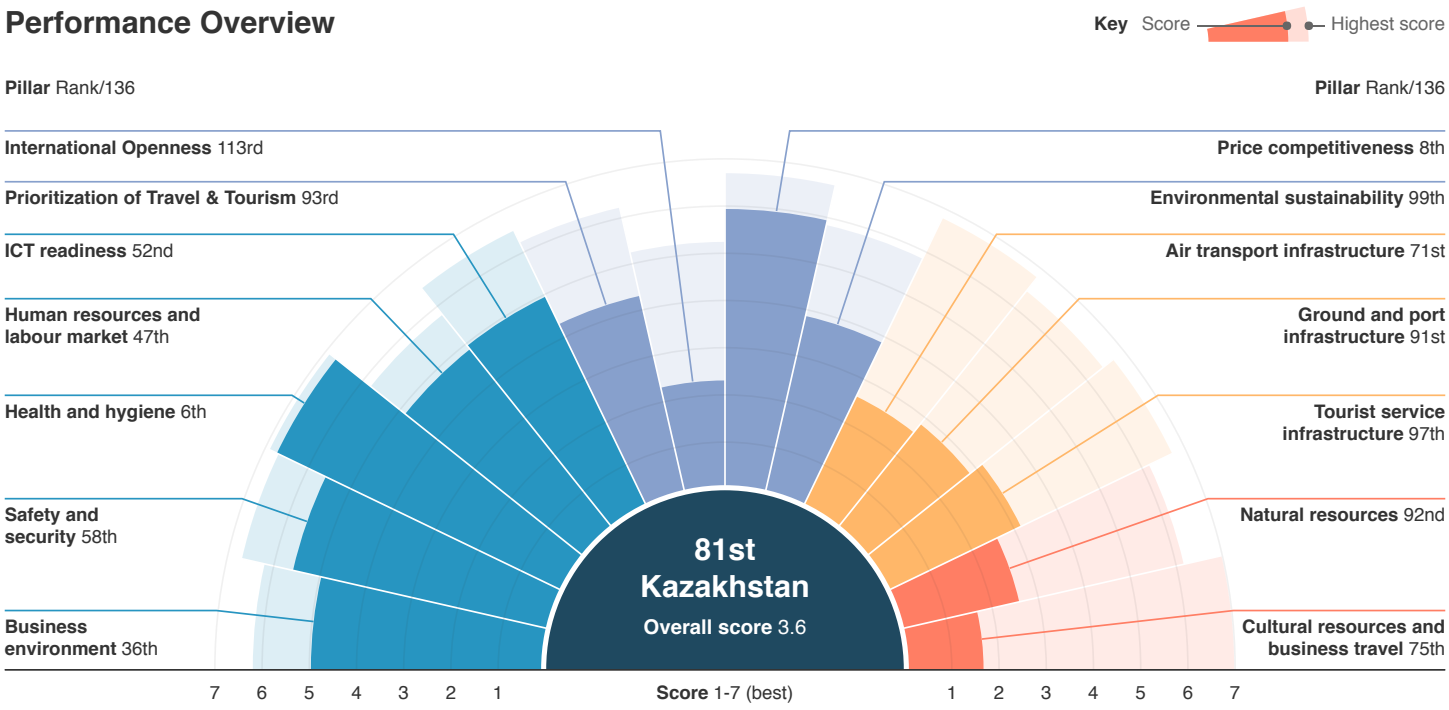
## Key Indicators

Sources: World Tourism Organization (UNWTO) and World Travel and Tourism Council (WTTC)

| | |
|---|---|
| **International tourist arrivals** | 4,559,500 |
| **International tourism inbound receipts** | US $1,533.6 million |
| **Average receipts per arrival** | US $336.4 |

| | |
|---|---|
| **T&T industry GDP** | US $3,077.5 million |
| % of total | 1.6% |
| **T&T industry employment** | 150,585 jobs |
| % of total | 1.7% |

## Performance Overview




## Past performance

| Travel & Tourism Competitiveness Edition | 2015 | 2017 |
|---|---|---|
| **Rank** | 85 / 141 | 81 / 136 |
| **Score** | 3.5 | 3.6 |

# Kazakhstan

**81st**/136

## Travel & Tourism Competitiveness Index 2017 edition

WORLD ECONOMIC FORUM

| Index Component | Rank/136 | Score* |
|---|---|---|
| **Business environment** | 36 | 4.9 |
| Property rights | 58 | 4.4 |
| Business impact of rules on FDI | 92 | 4.2 |
| Efficiency of legal framework in settling disputes | 47 | 4.1 |
| Efficiency of legal framework in challenging regs | 56 | 3.6 |
| Time required to deal with construction permits days | 10 | 68 |
| Cost to deal with construction permits % construction cost | 54 | 1.3 |
| Extent of market dominance | 69 | 3.7 |
| Time to start a business days | 53 | 9.0 |
| Cost to start a business % GNI per capita | 7 | 0.3 |
| Effect of taxation on incentives to work | 27 | 4.5 |
| Effect of taxation on incentives to invest | 55 | 3.8 |
| Total tax rate % profits | 34 | 29.2 |
| **Safety and security** | 58 | 5.5 |
| Business costs of crime and violence | 40 | 5.2 |
| Reliability of police services | 84 | 4.1 |
| Business costs of terrorism | 48 | 5.6 |
| Index of terrorism incidence | 60 | 7.0 |
| Homicide rate /100,000 pop. | 96 | 7.4 |
| **Health and hygiene** | 6 | 6.7 |
| Physician density /1,000 pop | 17 | 3.6 |
| Access to improved sanitation % pop. | 41 | 97.5 |
| Access to improved drinking water % pop. | 87 | 92.9 |
| Hospital beds /10,000 pop. | 7 | 72.0 |
| HIV prevalence % adult pop. | 1 | 0.2 |
| Malaria incidence cases/100,000 pop. | 1 | S.L. |
| **Human resources and labour market** | 47 | 4.8 |
| Primary education enrollment rate net % | 118 | 86.3 |
| Secondary education enrollment rate gross % | 23 | 109.1 |
| Extent of staff training | 68 | 3.9 |
| Degree of customer orientation | 88 | 4.4 |
| Hiring and firing practices | 31 | 4.4 |
| Ease of finding skilled employees | 66 | 4.2 |
| Ease of hiring foreign labour | 42 | 4.3 |
| Pay and productivity | 38 | 4.5 |
| Female participation in the labor force ratio to men | 27 | 0.90 |
| **ICT readiness** | 52 | 4.9 |
| ICT use for biz-to-biz transactions | 90 | 4.4 |
| Internet use for biz-to-consumer transactions | 53 | 4.7 |
| Internet users % pop. | 44 | 70.8 |
| Fixed-broadband Internet subscriptions /100 pop. | 59 | 13.7 |
| Mobile-cellular telephone subscriptions /100 pop. | 18 | 156.9 |
| Mobile-broadband subscriptions /100 pop. | 38 | 73.1 |
| Mobile network coverage % pop. | 103 | 96.6 |
| Quality of electricity supply | 80 | 4.5 |
| **Prioritization of Travel & Tourism** | 93 | 4.3 |
| Government prioritization of travel and tourism industry | 94 | 4.3 |
| T&T government expenditure % government budget | 46 | 4.2 |
| Effectiveness of marketing and branding to attract tourists | 102 | 3.6 |
| Comprehensiveness of annual T&T data 0–120 (best) | 59 | 72 |
| Timeliness of providing monthly/quarterly T&T data 0–21 (best) | 88 | 16.5 |
| Country brand strategy rating 1–10 (best) | 102 | 64.7 |

| Index Component | Rank/136 | Score* |
|---|---|---|
| **International Openness** | 113 | 2.3 |
| Visa requirements 0–100 (best) | 114 | 18.0 |
| Openness of bilateral Air Service Agreements 0–38 (best) | 121 | 6.0 |
| Number of regional trade agreements in force number | 62 | 10.0 |
| **Price competitiveness** | 8 | 5.9 |
| Ticket taxes and airport charges 0–100 (best) | 24 | 90.0 |
| Hotel price index US$ | 25 | 90.2 |
| Purchasing power parity PPP $ | 60 | 0.4 |
| Fuel price levels US$ cents/litre | 14 | 64.0 |
| **Environmental sustainability** | 99 | 3.8 |
| Stringency of environmental regulations | 85 | 3.7 |
| Enforcement of environmental regulations | 80 | 3.6 |
| Sustainability of travel and tourism industry development | 93 | 3.9 |
| Particulate matter (2.5) concentration µg/m3 | 58 | 6.8 |
| Environmental treaty ratification 0–27 (best) | 107 | 18 |
| Baseline water stress 5–0 (best) | 115 | 4.7 |
| Threatened species % total species | 95 | 7.4 |
| Forest cover change % change | 19 | 0.0 |
| Wastewater treatment % | 60 | 15.6 |
| Costal shelf fishing pressure tonnes/km2 | n/a | n/a |
| **Air transport infrastructure** | 71 | 2.6 |
| Quality of air transport infrastructure | 89 | 4.0 |
| Available seat kilometres, domestic millions | 30 | 117.8 |
| Available seat kilometres, international millions | 65 | 164.6 |
| Aircraft departures /1,000 pop. | 60 | 4.1 |
| Airport density airports/million pop. | 30 | 2.1 |
| Number of operating airlines Number | 61 | 35.0 |
| **Ground and port infrastructure** | 91 | 2.8 |
| Quality of roads | 106 | 3.0 |
| Road density % total territorial area | 132 | - |
| Paved road density % total territorial area | 104 | - |
| Quality of railroad infrastructure | 26 | 4.3 |
| Railroad density km of roads/land area | 64 | 0.5 |
| Quality of port infrastructure | 105 | 3.1 |
| Ground transport efficiency | 49 | 4.0 |
| **Tourist service infrastructure** | 97 | 3.1 |
| Hotel rooms number/100 pop. | 82 | 0.3 |
| Quality of tourism infrastructure | 121 | 3.5 |
| Presence of major car rental companies | 113 | 2 |
| Automated teller machines number/thoudand adult pop. | 30 | 72.0 |
| **Natural resources** | 92 | 2.6 |
| Number of World Heritage natural sites number of sites | 30 | 2 |
| Total known species number of species | 62 | 610 |
| Total protected areas % total territorial area | 123 | 3.3 |
| Natural tourism digital demand 0–100 (best) | 118 | 2 |
| Attractiveness of natural assets | 97 | 4.3 |
| **Cultural resources and business travel** | 75 | 1.6 |
| Number of World Heritage cultural sites number of sites | 61 | 3 |
| Oral and intangible cultural heritage number of expressions | 22 | 7 |
| Sports stadiums number of large stadiums | 90 | 3.0 |
| Number of international association meetings 3-year average | 87 | 9.0 |
| Cultural and entertainment tourism digital demand 0–100 (best) | 105 | 3 |

* Scores are on a 1-to-7 scale unless indicated otherwise. For detailed definitions, sources, and periods, consult the interactive Country/Economy Profiles and Rankings at http://wef.ch/ttcr

# Kenya

**80th** / 136

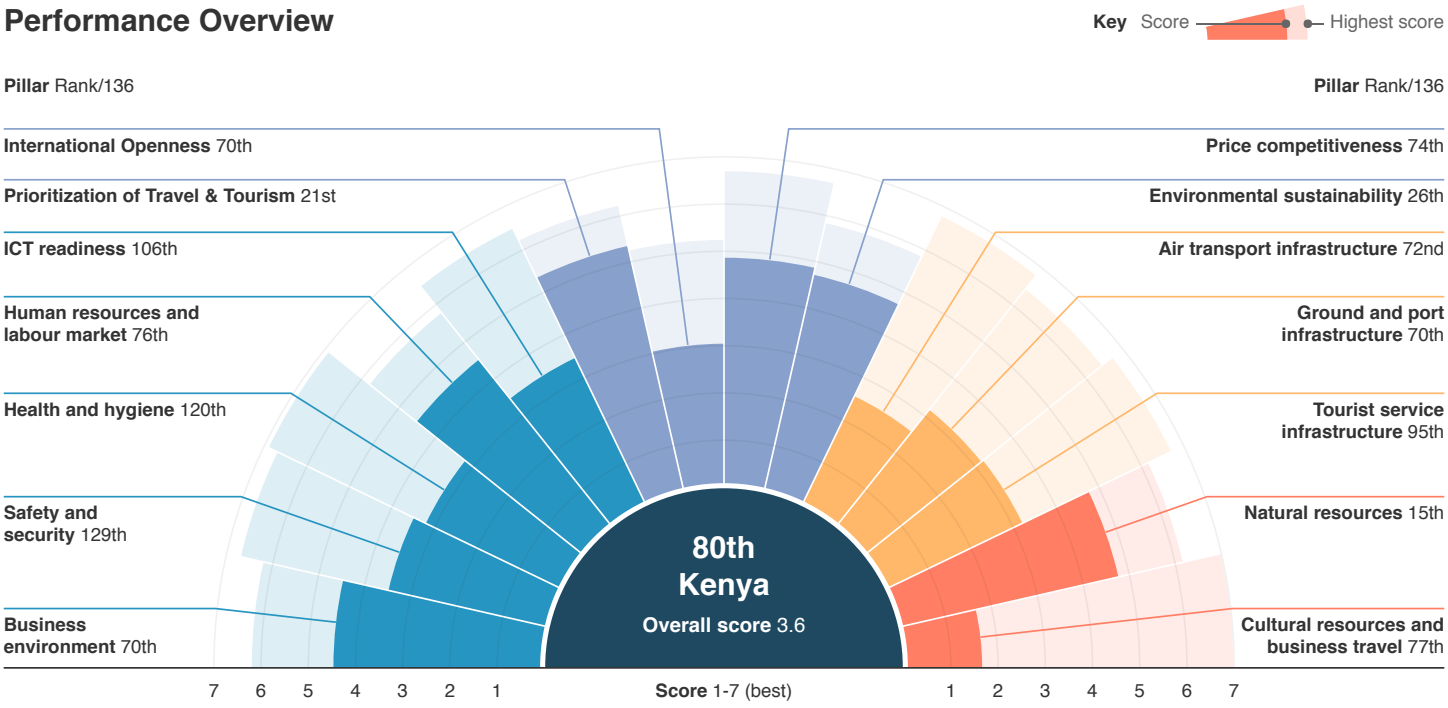
Travel & Tourism Competitiveness Index 2017 edition

## Key Indicators

Sources: World Tourism Organization (UNWTO) and World Travel and Tourism Council (WTTC)

| | |
|---|---|
| **International tourist arrivals** | 1,114,100 |
| **International tourism inbound receipts** | US $723.0 million |
| **Average receipts per arrival** | US $649.0 |
| **T&T industry GDP** | US $2,296.0 million |
| % of total | 3.8% |
| **T&T industry employment** | 592,300 jobs |
| % of total | 3.5% |

## Performance Overview




## Past performance

| Travel & Tourism Competitiveness Edition | 2015 | 2017 |
|---|---|---|
| **Rank** | 78 / 141 | 80 / 136 |
| **Score** | 3.6 | 3.6 |

# Kenya

**80th** / 136

## Travel & Tourism Competitiveness Index 2017 edition

WORLD ECONOMIC FORUM

| Index Component | Rank/136 | Score* |
|---|---|---|
| **Business environment** | 70 | 4.4 |
| Property rights | 59 | 4.4 |
| Business impact of rules on FDI | 86 | 4.4 |
| Efficiency of legal framework in settling disputes | 56 | 3.9 |
| Efficiency of legal framework in challenging regs | 50 | 3.8 |
| Time required to deal with construction permits days | 83 | 160 |
| Cost to deal with construction permits % construction cost | 112 | 6.3 |
| Extent of market dominance | 60 | 3.8 |
| Time to start a business days | 100 | 22.0 |
| Cost to start a business % GNI per capita | 107 | 21.1 |
| Effect of taxation on incentives to work | 69 | 3.9 |
| Effect of taxation on incentives to invest | 69 | 3.6 |
| Total tax rate % profits | 69 | 37.4 |
| **Safety and security** | 129 | 3.4 |
| Business costs of crime and violence | 126 | 2.8 |
| Reliability of police services | 92 | 3.9 |
| Business costs of terrorism | 135 | 2.6 |
| Index of terrorism incidence | 123 | 1.9 |
| Homicide rate /100,000 pop. | 88 | 5.9 |
| **Health and hygiene** | 120 | 3.2 |
| Physician density /1,000 pop | 110 | 0.2 |
| Access to improved sanitation % pop. | 123 | 30.1 |
| Access to improved drinking water % pop. | 127 | 63.2 |
| Hospital beds /10,000 pop. | 98 | 14.0 |
| HIV prevalence % adult pop. | 126 | 5.3 |
| Malaria incidence cases/100,000 pop. | 122 | 14488.4 |
| **Human resources and labour market** | 76 | 4.5 |
| Primary education enrollment rate net % | 122 | 84.9 |
| Secondary education enrollment rate gross % | 104 | 67.6 |
| Extent of staff training | 43 | 4.3 |
| Degree of customer orientation | 58 | 4.8 |
| Hiring and firing practices | 43 | 4.1 |
| Ease of finding skilled employees | 26 | 4.9 |
| Ease of hiring foreign labour | 73 | 4.0 |
| Pay and productivity | 72 | 3.9 |
| Female participation in the labor force ratio to men | 50 | 0.86 |
| **ICT readiness** | 106 | 3.4 |
| ICT use for biz-to-biz transactions | 35 | 5.3 |
| Internet use for biz-to-consumer transactions | 47 | 4.9 |
| Internet users % pop. | 85 | 45.6 |
| Fixed-broadband Internet subscriptions /100 pop. | 117 | 0.3 |
| Mobile-cellular telephone subscriptions /100 pop. | 119 | 80.7 |
| Mobile-broadband subscriptions /100 pop. | 116 | 15.5 |
| Mobile network coverage % pop. | 117 | 92.0 |
| Quality of electricity supply | 95 | 3.9 |
| **Prioritization of Travel & Tourism** | 21 | 5.3 |
| Government prioritization of travel and tourism industry | 31 | 5.6 |
| T&T government expenditure % government budget | 21 | 7.1 |
| Effectiveness of marketing and branding to attract tourists | 25 | 5.2 |
| Comprehensiveness of annual T&T data 0–120 (best) | 98 | 52 |
| Timeliness of providing monthly/quarterly T&T data 0–21 (best) | 86 | 17.5 |
| Country brand strategy rating 1–10 (best) | 44 | 79.4 |

| Index Component | Rank/136 | Score* |
|---|---|---|
| **International Openness** | 70 | 3.0 |
| Visa requirements 0–100 (best) | 12 | 70.0 |
| Openness of bilateral Air Service Agreements 0–38 (best) | 104 | 7.7 |
| Number of regional trade agreements in force number | 102 | 3.0 |
| **Price competitiveness** | 74 | 4.8 |
| Ticket taxes and airport charges 0–100 (best) | 93 | 63.4 |
| Hotel price index US$ | 75 | 143.2 |
| Purchasing power parity PPP $ | 67 | 0.4 |
| Fuel price levels US$ cents/litre | 51 | 107.0 |
| **Environmental sustainability** | 26 | 4.7 |
| Stringency of environmental regulations | 61 | 4.2 |
| Enforcement of environmental regulations | 50 | 4.2 |
| Sustainability of travel and tourism industry development | 19 | 5.2 |
| Particulate matter (2.5) concentration μg/m3 | 23 | 4.3 |
| Environmental treaty ratification 0–27 (best) | 43 | 23 |
| Baseline water stress 5–0 (best) | 29 | 0.4 |
| Threatened species % total species | 53 | 5.2 |
| Forest cover change % change | 92 | 0.1 |
| Wastewater treatment % | 90 | 3.2 |
| Costal shelf fishing pressure tonnes/km2 | 7 | 0.0 |
| **Air transport infrastructure** | 72 | 2.5 |
| Quality of air transport infrastructure | 48 | 4.8 |
| Available seat kilometres, domestic millions | 46 | 14.4 |
| Available seat kilometres, international millions | 58 | 254.2 |
| Aircraft departures /1,000 pop. | 86 | 1.8 |
| Airport density airports/million pop. | 42 | 1.6 |
| Number of operating airlines Number | 68 | 32.0 |
| **Ground and port infrastructure** | 70 | 3.1 |
| Quality of roads | 60 | 4.2 |
| Road density % total territorial area | 70 | - |
| Paved road density % total territorial area | 114 | - |
| Quality of railroad infrastructure | 59 | 2.8 |
| Railroad density km of roads/land area | 78 | 0.3 |
| Quality of port infrastructure | 64 | 4.2 |
| Ground transport efficiency | 61 | 3.7 |
| **Tourist service infrastructure** | 95 | 3.2 |
| Hotel rooms number/100 pop. | 122 | 0.1 |
| Quality of tourism infrastructure | 15 | 5.7 |
| Presence of major car rental companies | 85 | 4 |
| Automated teller machines number/thoudand adult pop. | 111 | 10.2 |
| **Natural resources** | 15 | 4.7 |
| Number of World Heritage natural sites number of sites | 19 | 3 |
| Total known species number of species | 15 | 1538 |
| Total protected areas % total territorial area | 86 | 12.4 |
| Natural tourism digital demand 0–100 (best) | 16 | 50 |
| Attractiveness of natural assets | 7 | 6.3 |
| **Cultural resources and business travel** | 77 | 1.6 |
| Number of World Heritage cultural sites number of sites | 61 | 3 |
| Oral and intangible cultural heritage number of expressions | 56 | 2 |
| Sports stadiums number of large stadiums | 66 | 5.0 |
| Number of international association meetings 3-year average | 67 | 26.0 |
| Cultural and entertainment tourism digital demand 0–100 (best) | 67 | 9 |

* Scores are on a 1-to-7 scale unless indicated otherwise. For detailed definitions, sources, and periods, consult the interactive Country/Economy Profiles and Rankings at http://wef.ch/ttcr

# Korea, Rep.

**19th** / 136

Travel & Tourism Competitiveness Index 2017 edition

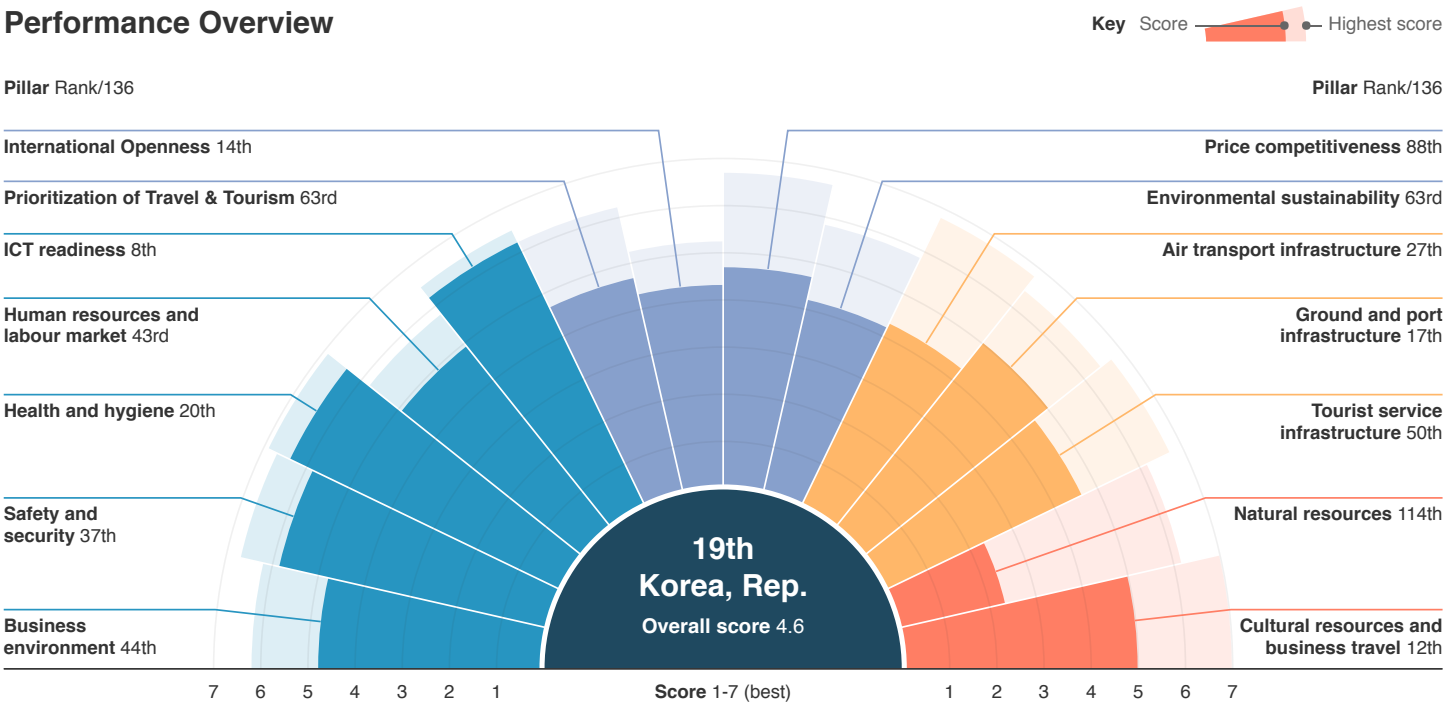
## Key Indicators

Sources: World Tourism Organization (UNWTO) and World Travel and Tourism Council (WTTC)

| | |
|---|---|
| **International tourist arrivals** | 13,231,651 |
| **International tourism inbound receipts** | US $15,214.3 million |
| **Average receipts per arrival** | US $1,149.8 |

| | |
|---|---|
| **T&T industry GDP** | US $24,187.6 million |
| % of total | 1.8% |
| **T&T industry employment** | 561,196 jobs |
| % of total | 2.2% |

## Performance Overview




The Republic of Korea is one the most-improved countries, gaining 10 places to reach the 19th position. Korea has improved in 8 of the 14 index pillars, with extraordinary improvements on international openness (14th, up 39 places) and price competitiveness (88th, up 21 places). International openness has improved due, primarily, to newly signed trade agreements, while its price competitiveness performance has benefitted from lower fuel and hotel prices. Korea has also upgraded certain aspects of its business environment (44th), such as the efficiency of the legal framework. There have also been advancements in the management of water and forestry resources, which have enabled Korea to reach 63rd, up 27 places. These improvements support Korea's long-standing advantages including its cultural resources (12th), World-class ICT readiness (8th), and sound ground transport (17th). Korea still has space to improve its offering on the natural tourism segment (114th), with only 1 natural heritage site registered in UNESCO to date and very little international awareness of the country's natural resources. A focus on sustainability would enhance the country's T&T competitiveness, especially if combined with stronger protection of the environment, its fauna (117th) in particular, and reducing PM emissions (130th) and overfishing (84th).

## Past performance

| Travel & Tourism Competitiveness Edition | 2015 | 2017 |
|---|---|---|
| **Rank** | 29 / 141 | 19 / 136 |
| **Score** | 4.4 | 4.6 |

# Korea, Rep.

**19th** / 136

Travel & Tourism Competitiveness Index 2017 edition

WORLD ECONOMIC FORUM

| Index Component | Rank/136 | Score* |
|---|---|---|
| **Business environment** | 44 | 4.7 |
| Property rights | 42 | 4.9 |
| Business impact of rules on FDI | 97 | 4.2 |
| Efficiency of legal framework in settling disputes | 50 | 4.0 |
| Efficiency of legal framework in challenging regs | 58 | 3.6 |
| Time required to deal with construction permits days | 1 | 28 |
| Cost to deal with construction permits % construction cost | 99 | 4.3 |
| Extent of market dominance | 91 | 3.4 |
| Time to start a business days | 13 | 4.0 |
| Cost to start a business % GNI per capita | 94 | 14.6 |
| Effect of taxation on incentives to work | 63 | 3.9 |
| Effect of taxation on incentives to invest | 59 | 3.7 |
| Total tax rate % profits | 49 | 33.1 |
| **Safety and security** | 37 | 5.8 |
| Business costs of crime and violence | 54 | 4.9 |
| Reliability of police services | 41 | 5.3 |
| Business costs of terrorism | 80 | 5.0 |
| Index of terrorism incidence | 38 | 7.0 |
| Homicide rate /100,000 pop. | 12 | 0.7 |
| **Health and hygiene** | 20 | 6.4 |
| Physician density /1,000 pop | 55 | 2.1 |
| Access to improved sanitation % pop. | 1 | 100.0 |
| Access to improved drinking water % pop. | 65 | 97.6 |
| Hospital beds /10,000 pop. | 2 | 103.0 |
| HIV prevalence % adult pop. | 1 | <0.1 |
| Malaria incidence cases/100,000 pop. | 84 | 0.8 |
| **Human resources and labour market** | 43 | 4.9 |
| Primary education enrollment rate net % | 53 | 96.3 |
| Secondary education enrollment rate gross % | 57 | 97.7 |
| Extent of staff training | 38 | 4.4 |
| Degree of customer orientation | 27 | 5.3 |
| Hiring and firing practices | 110 | 3.3 |
| Ease of finding skilled employees | 29 | 4.8 |
| Ease of hiring foreign labour | 119 | 3.2 |
| Pay and productivity | 16 | 4.8 |
| Female participation in the labor force ratio to men | 89 | 0.73 |
| **ICT readiness** | 8 | 6.2 |
| ICT use for biz-to-biz transactions | 39 | 5.2 |
| Internet use for biz-to-consumer transactions | 5 | 5.9 |
| Internet users % pop. | 13 | 89.6 |
| Fixed-broadband Internet subscriptions /100 pop. | 5 | 40.2 |
| Mobile-cellular telephone subscriptions /100 pop. | 64 | 118.5 |
| Mobile-broadband subscriptions /100 pop. | 15 | 109.7 |
| Mobile network coverage % pop. | 36 | 99.9 |
| Quality of electricity supply | 29 | 6.2 |
| **Prioritization of Travel & Tourism** | 63 | 4.6 |
| Government prioritization of travel and tourism industry | 44 | 5.3 |
| T&T government expenditure % government budget | 87 | 2.6 |
| Effectiveness of marketing and branding to attract tourists | 59 | 4.5 |
| Comprehensiveness of annual T&T data 0–120 (best) | 95 | 53 |
| Timeliness of providing monthly/quarterly T&T data 0–21 (best) | 17 | 20.5 |
| Country brand strategy rating 1–10 (best) | 52 | 78.7 |

| Index Component | Rank/136 | Score* |
|---|---|---|
| **International Openness** | 14 | 4.3 |
| Visa requirements 0–100 (best) | 56 | 32.0 |
| Openness of bilateral Air Service Agreements 0–38 (best) | 29 | 14.5 |
| Number of regional trade agreements in force number | 34 | 32.0 |
| **Price competitiveness** | 88 | 4.7 |
| Ticket taxes and airport charges 0–100 (best) | 15 | 92.6 |
| Hotel price index US$ | 76 | 143.8 |
| Purchasing power parity PPP $ | 114 | 0.8 |
| Fuel price levels US$ cents/litre | 88 | 137.0 |
| **Environmental sustainability** | 63 | 4.2 |
| Stringency of environmental regulations | 47 | 4.5 |
| Enforcement of environmental regulations | 51 | 4.2 |
| Sustainability of travel and tourism industry development | 82 | 4.1 |
| Particulate matter (2.5) concentration μg/m3 | 130 | 19.5 |
| Environmental treaty ratification 0–27 (best) | 31 | 24 |
| Baseline water stress 5–0 (best) | 82 | 2.5 |
| Threatened species % total species | 117 | 10.3 |
| Forest cover change % change | 35 | 0.0 |
| Wastewater treatment % | 20 | 82.4 |
| Costal shelf fishing pressure tonnes/km2 | 84 | 0.5 |
| **Air transport infrastructure** | 27 | 4.3 |
| Quality of air transport infrastructure | 21 | 5.7 |
| Available seat kilometres, domestic millions | 27 | 197.1 |
| Available seat kilometres, international millions | 14 | 2248.2 |
| Aircraft departures /1,000 pop. | 42 | 7.8 |
| Airport density airports/million pop. | 119 | 0.3 |
| Number of operating airlines Number | 24 | 76.0 |
| **Ground and port infrastructure** | 17 | 5.0 |
| Quality of roads | 14 | 5.6 |
| Road density % total territorial area | 34 | - |
| Paved road density % total territorial area | 27 | - |
| Quality of railroad infrastructure | 9 | 5.5 |
| Railroad density km of roads/land area | 22 | 3.6 |
| Quality of port infrastructure | 27 | 5.2 |
| Ground transport efficiency | 7 | 5.6 |
| **Tourist service infrastructure** | 50 | 4.6 |
| Hotel rooms number/100 pop. | 98 | 0.2 |
| Quality of tourism infrastructure | 77 | 4.5 |
| Presence of major car rental companies | 72 | 5 |
| Automated teller machines number/thoudand adult pop. | 1 | 290.7 |
| **Natural resources** | 114 | 2.3 |
| Number of World Heritage natural sites number of sites | 46 | 1 |
| Total known species number of species | 79 | 458 |
| Total protected areas % total territorial area | 105 | 7.6 |
| Natural tourism digital demand 0–100 (best) | 81 | 9 |
| Attractiveness of natural assets | 124 | 3.6 |
| **Cultural resources and business travel** | 12 | 4.9 |
| Number of World Heritage cultural sites number of sites | 20 | 11 |
| Oral and intangible cultural heritage number of expressions | 2 | 21 |
| Sports stadiums number of large stadiums | 9 | 68.0 |
| Number of international association meetings 3-year average | 13 | 266.0 |
| Cultural and entertainment tourism digital demand 0–100 (best) | 38 | 17 |

* Scores are on a 1-to-7 scale unless indicated otherwise. For detailed definitions, sources, and periods, consult the interactive Country/Economy Profiles and Rankings at http://wef.ch/ttcr

# Kuwait

**100th** / 136

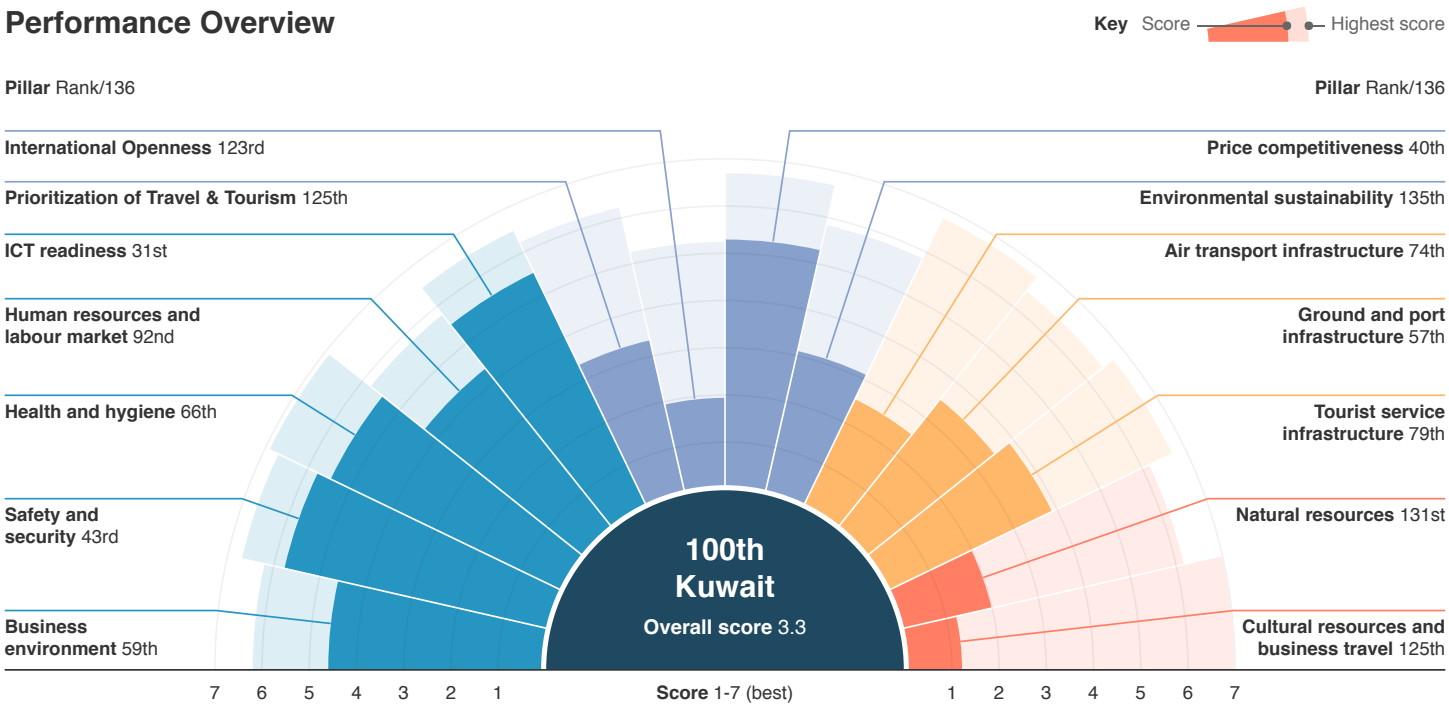
Travel & Tourism Competitiveness Index 2017 edition

## Key Indicators

Sources: World Tourism Organization (UNWTO) and World Travel and Tourism Council (WTTC)

| | |
|---|---|
| **International tourist arrivals** | 182,000 |
| **International tourism inbound receipts** | US $498.6 million |
| **Average receipts per arrival** | US $2,739.5 |
| **T&T industry GDP** | US $2,599.8 million |
| % of total | 2.1% |
| **T&T industry employment** | 54,357 jobs |
| % of total | 2.0% |

## Performance Overview




## Past performance

| Travel & Tourism Competitiveness Edition | 2015 | 2017 |
|---|---|---|
| **Rank** | 103 / 141 | 100 / 136 |
| **Score** | 3.3 | 3.3 |

# Kuwait

**100th** / 136

## Travel & Tourism Competitiveness Index 2017 edition

WORLD ECONOMIC FORUM

| Index Component | Rank/136 | Score* |
|---|---|---|
| **Business environment** | 59 | 4.6 |
| Property rights | 55 | 4.4 |
| Business impact of rules on FDI | 129 | 3.2 |
| Efficiency of legal framework in settling disputes | 39 | 4.4 |
| Efficiency of legal framework in challenging regs | 35 | 4.1 |
| Time required to deal with construction permits days | 109 | 216 |
| Cost to deal with construction permits % construction cost | 27 | 0.7 |
| Extent of market dominance | 94 | 3.4 |
| Time to start a business days | 129 | 61.0 |
| Cost to start a business % GNI per capita | 47 | 2.8 |
| Effect of taxation on incentives to work | 35 | 4.4 |
| Effect of taxation on incentives to invest | 14 | 4.8 |
| Total tax rate % profits | 2 | 13.0 |
| **Safety and security** | 43 | 5.7 |
| Business costs of crime and violence | 32 | 5.3 |
| Reliability of police services | 44 | 5.1 |
| Business costs of terrorism | 66 | 5.3 |
| Index of terrorism incidence | 103 | 6.2 |
| Homicide rate /100,000 pop. | 50 | 1.8 |
| **Health and hygiene** | 66 | 5.4 |
| Physician density /1,000 pop | 68 | 1.8 |
| Access to improved sanitation % pop. | 1 | 100.0 |
| Access to improved drinking water % pop. | 54 | 99.0 |
| Hospital beds /10,000 pop. | 71 | 22.0 |
| HIV prevalence % adult pop. | 1 | <0.2 |
| Malaria incidence cases/100,000 pop. | 1 | S.L. |
| **Human resources and labour market** | 92 | 4.3 |
| Primary education enrollment rate net % | 87 | 92.9 |
| Secondary education enrollment rate gross % | 64 | 95.0 |
| Extent of staff training | 78 | 3.8 |
| Degree of customer orientation | 96 | 4.3 |
| Hiring and firing practices | 55 | 3.9 |
| Ease of finding skilled employees | 93 | 3.8 |
| Ease of hiring foreign labour | 103 | 3.7 |
| Pay and productivity | 108 | 3.5 |
| Female participation in the labor force ratio to men | 115 | 0.58 |
| **ICT readiness** | 31 | 5.5 |
| ICT use for biz-to-biz transactions | 71 | 4.6 |
| Internet use for biz-to-consumer transactions | 56 | 4.7 |
| Internet users % pop. | 25 | 82.1 |
| Fixed-broadband Internet subscriptions /100 pop. | 104 | 1.5 |
| Mobile-cellular telephone subscriptions /100 pop. | 1 | 231.8 |
| Mobile-broadband subscriptions /100 pop. | 3 | 140.2 |
| Mobile network coverage % pop. | 64 | 99.1 |
| Quality of electricity supply | 47 | 5.5 |
| **Prioritization of Travel & Tourism** | 125 | 3.3 |
| Government prioritization of travel and tourism industry | 133 | 2.7 |
| T&T government expenditure % government budget | 121 | 1.2 |
| Effectiveness of marketing and branding to attract tourists | 133 | 2.4 |
| Comprehensiveness of annual T&T data 0–120 (best) | 111 | 41 |
| Timeliness of providing monthly/quarterly T&T data 0–21 (best) | 106 | 10.5 |
| Country brand strategy rating 1–10 (best) | 10 | 87.9 |

| Index Component | Rank/136 | Score* |
|---|---|---|
| **International Openness** | 123 | 1.9 |
| Visa requirements 0–100 (best) | 118 | 14.0 |
| Openness of bilateral Air Service Agreements 0–38 (best) | 112 | 7.0 |
| Number of regional trade agreements in force number | 91 | 4.0 |
| **Price competitiveness** | 40 | 5.3 |
| Ticket taxes and airport charges 0–100 (best) | 59 | 78.6 |
| Hotel price index US$ | 98 | 227.7 |
| Purchasing power parity PPP $ | 48 | 0.4 |
| Fuel price levels US$ cents/litre | 6 | 19.0 |
| **Environmental sustainability** | 135 | 3.1 |
| Stringency of environmental regulations | 104 | 3.4 |
| Enforcement of environmental regulations | 105 | 3.2 |
| Sustainability of travel and tourism industry development | 133 | 2.6 |
| Particulate matter (2.5) concentration μg/m3 | 127 | 15.6 |
| Environmental treaty ratification 0–27 (best) | 125 | 16 |
| Baseline water stress 5–0 (best) | 124 | 5.0 |
| Threatened species % total species | 52 | 5.2 |
| Forest cover change % change | n/a | n/a |
| Wastewater treatment % | 48 | 43.1 |
| Costal shelf fishing pressure tonnes/km2 | 78 | 0.3 |
| **Air transport infrastructure** | 74 | 2.5 |
| Quality of air transport infrastructure | 105 | 3.6 |
| Available seat kilometres, domestic millions | 105 | 0.0 |
| Available seat kilometres, international millions | 54 | 288.7 |
| Aircraft departures /1,000 pop. | 41 | 7.8 |
| Airport density airports/million pop. | 126 | 0.3 |
| Number of operating airlines Number | 47 | 45.0 |
| **Ground and port infrastructure** | 57 | 3.5 |
| Quality of roads | 52 | 4.4 |
| Road density % total territorial area | 58 | - |
| Paved road density % total territorial area | 43 | - |
| Quality of railroad infrastructure | n/a | n/a |
| Railroad density km of roads/land area | n/a | n/a |
| Quality of port infrastructure | 67 | 4.1 |
| Ground transport efficiency | 88 | 3.1 |
| **Tourist service infrastructure** | 79 | 3.8 |
| Hotel rooms number/100 pop. | 99 | 0.2 |
| Quality of tourism infrastructure | 130 | 3.2 |
| Presence of major car rental companies | 1 | 7 |
| Automated teller machines number/thoudand adult pop. | 46 | 58.5 |
| **Natural resources** | 131 | 1.9 |
| Number of World Heritage natural sites number of sites | 86 | 0 |
| Total known species number of species | 120 | 328 |
| Total protected areas % total territorial area | 60 | 18.4 |
| Natural tourism digital demand 0–100 (best) | 109 | 2 |
| Attractiveness of natural assets | 134 | 2.7 |
| **Cultural resources and business travel** | 125 | 1.2 |
| Number of World Heritage cultural sites number of sites | 126 | 0 |
| Oral and intangible cultural heritage number of expressions | 93 | 0 |
| Sports stadiums number of large stadiums | 97 | 2.0 |
| Number of international association meetings 3-year average | 113 | 3.7 |
| Cultural and entertainment tourism digital demand 0–100 (best) | 91 | 5 |

* Scores are on a 1-to-7 scale unless indicated otherwise. For detailed definitions, sources, and periods, consult the interactive Country/Economy Profiles and Rankings at http://wef.ch/ttcr

# Kyrgyz Republic

**115th** / 136

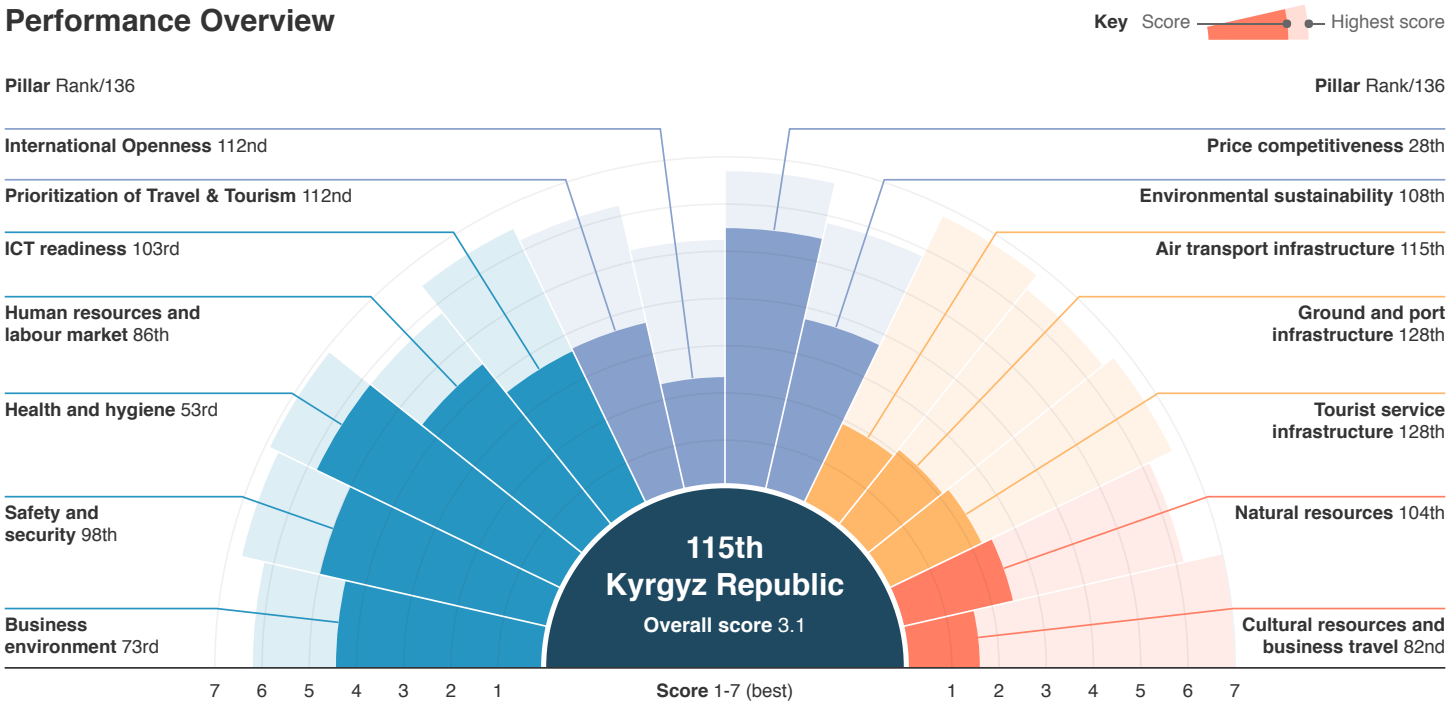
Travel & Tourism Competitiveness Index 2017 edition

## Key Indicators

Sources: World Tourism Organization (UNWTO) and World Travel and Tourism Council (WTTC)

| | |
|---|---|
| **International tourist arrivals** | 3,051,000 |
| **International tourism inbound receipts** | US $425.6 million |
| **Average receipts per arrival** | US $139.5 |
| **T&T industry GDP** | US $93.3 million |
| % of total | 1.3% |
| **T&T industry employment** | 30,517 jobs |
| % of total | 1.3% |

## Performance Overview




## Past performance

| Travel & Tourism Competitiveness Edition | 2015 | 2017 |
|---|---|---|
| **Rank** | 116 / 141 | 115 / 136 |
| **Score** | 3.1 | 3.1 |

# Kyrgyz Republic

**115th** / 136

Travel & Tourism Competitiveness Index 2017 edition

WORLD ECONOMIC FORUM

| Index Component | Rank/136 | Score* |
|---|---|---|
| **Business environment** | 73 | 4.4 |
| Property rights | 118 | 3.5 |
| Business impact of rules on FDI | 114 | 3.7 |
| Efficiency of legal framework in settling disputes | 101 | 3.0 |
| Efficiency of legal framework in challenging regs | 87 | 3.1 |
| Time required to deal with construction permits days | 66 | 142 |
| Cost to deal with construction permits % construction cost | 66 | 1.8 |
| Extent of market dominance | 83 | 3.5 |
| Time to start a business days | 60 | 10.0 |
| Cost to start a business % GNI per capita | 39 | 2.0 |
| Effect of taxation on incentives to work | 70 | 3.9 |
| Effect of taxation on incentives to invest | 68 | 3.6 |
| Total tax rate % profits | 33 | 29.0 |
| **Safety and security** | 98 | 5.0 |
| Business costs of crime and violence | 97 | 4.0 |
| Reliability of police services | 114 | 3.2 |
| Business costs of terrorism | 116 | 4.2 |
| Index of terrorism incidence | 63 | 7.0 |
| Homicide rate /100,000 pop. | 75 | 3.7 |
| **Health and hygiene** | 53 | 5.8 |
| Physician density /1,000 pop | 60 | 2.0 |
| Access to improved sanitation % pop. | 60 | 93.3 |
| Access to improved drinking water % pop. | 98 | 90.0 |
| Hospital beds /10,000 pop. | 33 | 48.0 |
| HIV prevalence % adult pop. | 60 | 0.3 |
| Malaria incidence cases/100,000 pop. | 1 | 0.0 |
| **Human resources and labour market** | 86 | 4.4 |
| Primary education enrollment rate net % | 104 | 89.7 |
| Secondary education enrollment rate gross % | 74 | 90.8 |
| Extent of staff training | 110 | 3.5 |
| Degree of customer orientation | 99 | 4.3 |
| Hiring and firing practices | 66 | 3.8 |
| Ease of finding skilled employees | 108 | 3.6 |
| Ease of hiring foreign labour | 70 | 4.1 |
| Pay and productivity | 54 | 4.2 |
| Female participation in the labor force ratio to men | 98 | 0.66 |
| **ICT readiness** | 103 | 3.6 |
| ICT use for biz-to-biz transactions | 132 | 3.5 |
| Internet use for biz-to-consumer transactions | 100 | 4.0 |
| Internet users % pop. | 96 | 30.2 |
| Fixed-broadband Internet subscriptions /100 pop. | 89 | 3.7 |
| Mobile-cellular telephone subscriptions /100 pop. | 39 | 132.8 |
| Mobile-broadband subscriptions /100 pop. | 103 | 31.0 |
| Mobile network coverage % pop. | 97 | 97.8 |
| Quality of electricity supply | 108 | 3.2 |
| **Prioritization of Travel & Tourism** | 112 | 3.6 |
| Government prioritization of travel and tourism industry | 91 | 4.4 |
| T&T government expenditure % government budget | 106 | 1.9 |
| Effectiveness of marketing and branding to attract tourists | 99 | 3.6 |
| Comprehensiveness of annual T&T data 0–120 (best) | 89 | 54 |
| Timeliness of providing monthly/quarterly T&T data 0–21 (best) | 109 | 9.0 |
| Country brand strategy rating 1–10 (best) | 116 | 58.9 |

| Index Component | Rank/136 | Score* |
|---|---|---|
| **International Openness** | 112 | 2.3 |
| Visa requirements 0–100 (best) | 56 | 32.0 |
| Openness of bilateral Air Service Agreements 0–38 (best) | 133 | 2.6 |
| Number of regional trade agreements in force number | 66 | 9.0 |
| **Price competitiveness** | 28 | 5.5 |
| Ticket taxes and airport charges 0–100 (best) | 98 | 61.7 |
| Hotel price index US$ | n/a | n/a |
| Purchasing power parity PPP $ | 14 | 0.3 |
| Fuel price levels US$ cents/litre | 22 | 76.0 |
| **Environmental sustainability** | 108 | 3.7 |
| Stringency of environmental regulations | 127 | 2.9 |
| Enforcement of environmental regulations | 113 | 3.1 |
| Sustainability of travel and tourism industry development | 101 | 3.8 |
| Particulate matter (2.5) concentration μg/m3 | 54 | 6.6 |
| Environmental treaty ratification 0–27 (best) | 115 | 17 |
| Baseline water stress 5–0 (best) | 119 | 4.9 |
| Threatened species % total species | 59 | 5.4 |
| Forest cover change % change | 4 | 0.0 |
| Wastewater treatment % | 83 | 4.2 |
| Costal shelf fishing pressure tonnes/km2 | n/a | n/a |
| **Air transport infrastructure** | 115 | 1.9 |
| Quality of air transport infrastructure | 124 | 2.9 |
| Available seat kilometres, domestic millions | 62 | 4.2 |
| Available seat kilometres, international millions | 89 | 69.7 |
| Aircraft departures /1,000 pop. | 70 | 2.8 |
| Airport density airports/million pop. | 73 | 0.9 |
| Number of operating airlines Number | 90 | 21.0 |
| **Ground and port infrastructure** | 128 | 2.1 |
| Quality of roads | 129 | 2.5 |
| Road density % total territorial area | 97 | - |
| Paved road density % total territorial area | 70 | - |
| Quality of railroad infrastructure | 77 | 2.4 |
| Railroad density km of roads/land area | 83 | 0.2 |
| Quality of port infrastructure | 133 | 1.5 |
| Ground transport efficiency | 91 | 3.0 |
| **Tourist service infrastructure** | 128 | 2.2 |
| Hotel rooms number/100 pop. | 123 | 0.1 |
| Quality of tourism infrastructure | 111 | 3.7 |
| Presence of major car rental companies | 129 | 1 |
| Automated teller machines number/thoudand adult pop. | 93 | 24.7 |
| **Natural resources** | 104 | 2.4 |
| Number of World Heritage natural sites number of sites | 46 | 1 |
| Total known species number of species | 96 | 404 |
| Total protected areas % total territorial area | 107 | 6.9 |
| Natural tourism digital demand 0–100 (best) | 120 | 1 |
| Attractiveness of natural assets | 71 | 5.1 |
| **Cultural resources and business travel** | 82 | 1.6 |
| Number of World Heritage cultural sites number of sites | 75 | 2 |
| Oral and intangible cultural heritage number of expressions | 18 | 8 |
| Sports stadiums number of large stadiums | 97 | 2.0 |
| Number of international association meetings 3-year average | 128 | 0.7 |
| Cultural and entertainment tourism digital demand 0–100 (best) | 131 | 1 |

* Scores are on a 1-to-7 scale unless indicated otherwise. For detailed definitions, sources, and periods, consult the interactive Country/Economy Profiles and Rankings at http://wef.ch/ttcr

# Lao PDR

**94th** / 136

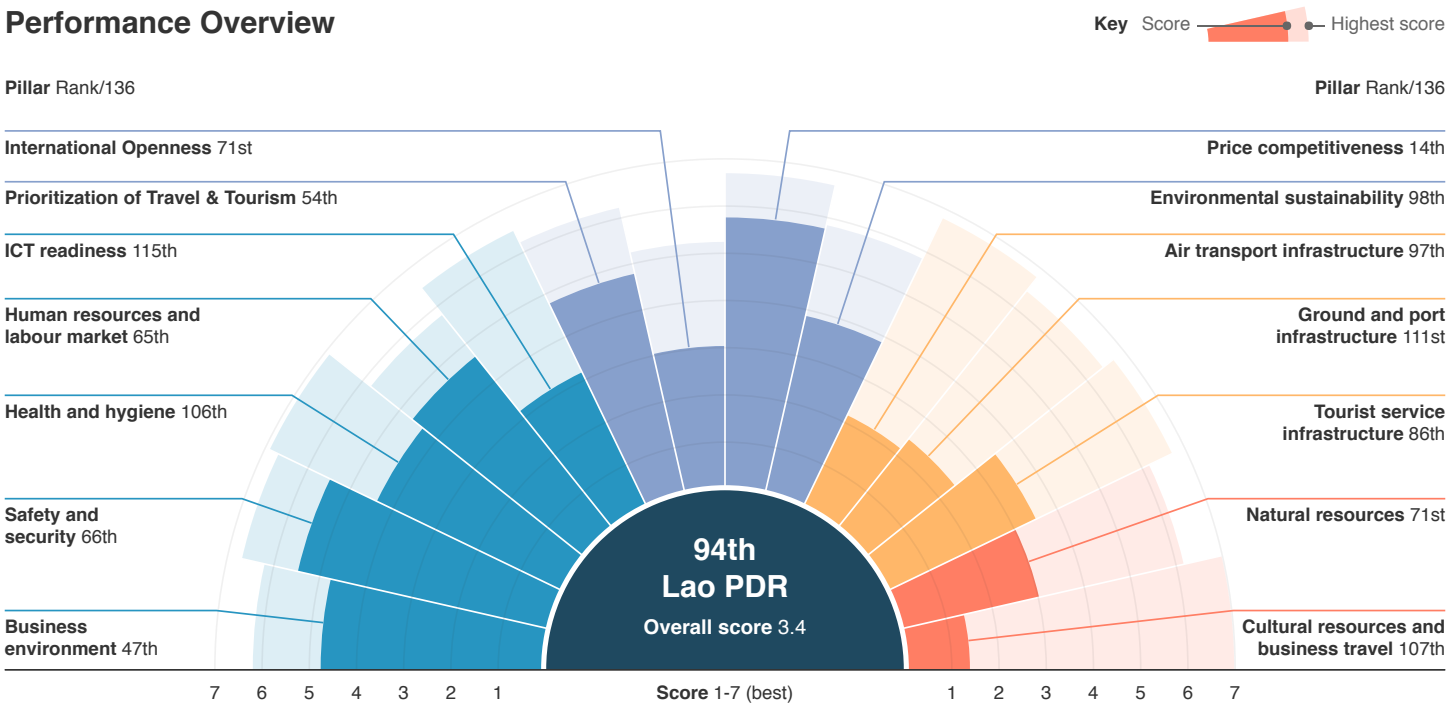
Travel & Tourism Competitiveness Index 2017 edition

## Key Indicators

Sources: World Tourism Organization (UNWTO) and World Travel and Tourism Council (WTTC)

| | |
|---|---|
| **International tourist arrivals** | 3,543,327 |
| **International tourism inbound receipts** | US $679.4 million |
| **Average receipts per arrival** | US $191.7 |
| **T&T industry GDP** | US $570.8 million |
| % of total | 4.6% |
| **T&T industry employment** | 122,909 jobs |
| % of total | 3.9% |

## Performance Overview




## Past performance

| Travel & Tourism Competitiveness Edition | 2015 | 2017 |
|---|---|---|
| **Rank** | 96 / 141 | 94 / 136 |
| **Score** | 3.3 | 3.4 |

# Lao PDR

**94th** / 136

## Travel & Tourism Competitiveness Index 2017 edition

WORLD ECONOMIC FORUM

| Index Component | Rank/136 | Score* |
|---|---|---|
| **Business environment** | 47 | 4.7 |
| Property rights | 110 | 3.8 |
| Business impact of rules on FDI | 110 | 3.9 |
| Efficiency of legal framework in settling disputes | 48 | 4.1 |
| Efficiency of legal framework in challenging regs | 51 | 3.7 |
| Time required to deal with construction permits days | 15 | 83 |
| Cost to deal with construction permits % construction cost | 18 | 0.5 |
| Extent of market dominance | 32 | 4.2 |
| Time to start a business days | 132 | 67.0 |
| Cost to start a business % GNI per capita | 55 | 4.6 |
| Effect of taxation on incentives to work | 16 | 4.8 |
| Effect of taxation on incentives to invest | 42 | 4.0 |
| Total tax rate % profits | 27 | 26.2 |
| **Safety and security** | 66 | 5.4 |
| Business costs of crime and violence | 56 | 4.9 |
| Reliability of police services | 65 | 4.4 |
| Business costs of terrorism | 81 | 5.0 |
| Index of terrorism incidence | 42 | 7.0 |
| Homicide rate /100,000 pop. | 95 | 7.3 |
| **Health and hygiene** | 106 | 4.3 |
| Physician density /1,000 pop | 112 | 0.2 |
| Access to improved sanitation % pop. | 96 | 70.9 |
| Access to improved drinking water % pop. | 120 | 75.7 |
| Hospital beds /10,000 pop. | 94 | 15.0 |
| HIV prevalence % adult pop. | 60 | 0.3 |
| Malaria incidence cases/100,000 pop. | 110 | 1390.3 |
| **Human resources and labour market** | 65 | 4.6 |
| Primary education enrollment rate net % | 88 | 92.7 |
| Secondary education enrollment rate gross % | 109 | 61.7 |
| Extent of staff training | 73 | 3.8 |
| Degree of customer orientation | 75 | 4.6 |
| Hiring and firing practices | 50 | 4.0 |
| Ease of finding skilled employees | 84 | 3.9 |
| Ease of hiring foreign labour | 41 | 4.3 |
| Pay and productivity | 35 | 4.5 |
| Female participation in the labor force ratio to men | 3 | 1.03 |
| **ICT readiness** | 115 | 3.1 |
| ICT use for biz-to-biz transactions | 101 | 4.2 |
| Internet use for biz-to-consumer transactions | 90 | 4.1 |
| Internet users % pop. | 117 | 18.2 |
| Fixed-broadband Internet subscriptions /100 pop. | 114 | 0.5 |
| Mobile-cellular telephone subscriptions /100 pop. | 129 | 53.1 |
| Mobile-broadband subscriptions /100 pop. | 118 | 14.2 |
| Mobile network coverage % pop. | 91 | 98.0 |
| Quality of electricity supply | 76 | 4.7 |
| **Prioritization of Travel & Tourism** | 54 | 4.7 |
| Government prioritization of travel and tourism industry | 87 | 4.5 |
| T&T government expenditure % government budget | 15 | 8.1 |
| Effectiveness of marketing and branding to attract tourists | 55 | 4.6 |
| Comprehensiveness of annual T&T data 0–120 (best) | 82 | 58 |
| Timeliness of providing monthly/quarterly T&T data 0–21 (best) | 97 | 13.5 |
| Country brand strategy rating 1–10 (best) | 121 | 57.3 |

| Index Component | Rank/136 | Score* |
|---|---|---|
| **International Openness** | 71 | 3.0 |
| Visa requirements 0–100 (best) | 18 | 64.0 |
| Openness of bilateral Air Service Agreements 0–38 (best) | 134 | 0.6 |
| Number of regional trade agreements in force number | 58 | 12.0 |
| **Price competitiveness** | 14 | 5.7 |
| Ticket taxes and airport charges 0–100 (best) | 20 | 90.9 |
| Hotel price index US$ | n/a | n/a |
| Purchasing power parity PPP $ | 13 | 0.3 |
| Fuel price levels US$ cents/litre | 54 | 108.0 |
| **Environmental sustainability** | 98 | 3.8 |
| Stringency of environmental regulations | 74 | 4.0 |
| Enforcement of environmental regulations | 65 | 3.9 |
| Sustainability of travel and tourism industry development | 51 | 4.6 |
| Particulate matter (2.5) concentration μg/m3 | 131 | 20.1 |
| Environmental treaty ratification 0–27 (best) | 90 | 19 |
| Baseline water stress 5–0 (best) | 16 | 0.0 |
| Threatened species % total species | 96 | 7.4 |
| Forest cover change % change | 96 | 0.1 |
| Wastewater treatment % | 111 | 0.0 |
| Costal shelf fishing pressure tonnes/km2 | n/a | n/a |
| **Air transport infrastructure** | 97 | 2.1 |
| Quality of air transport infrastructure | 99 | 3.8 |
| Available seat kilometres, domestic millions | 65 | 3.4 |
| Available seat kilometres, international millions | 122 | 19.7 |
| Aircraft departures /1,000 pop. | 92 | 1.4 |
| Airport density airports/million pop. | 23 | 3.0 |
| Number of operating airlines Number | 124 | 9.0 |
| **Ground and port infrastructure** | 111 | 2.4 |
| Quality of roads | 90 | 3.4 |
| Road density % total territorial area | 87 | - |
| Paved road density % total territorial area | 101 | - |
| Quality of railroad infrastructure | n/a | n/a |
| Railroad density km of roads/land area | n/a | n/a |
| Quality of port infrastructure | 130 | 2.0 |
| Ground transport efficiency | 107 | 2.7 |
| **Tourist service infrastructure** | 86 | 3.5 |
| Hotel rooms number/100 pop. | 49 | 0.7 |
| Quality of tourism infrastructure | 84 | 4.4 |
| Presence of major car rental companies | 85 | 4 |
| Automated teller machines number/thoudand adult pop. | 101 | 17.4 |
| **Natural resources** | 71 | 3.0 |
| Number of World Heritage natural sites number of sites | 86 | 0 |
| Total known species number of species | 33 | 1008 |
| Total protected areas % total territorial area | 73 | 16.7 |
| Natural tourism digital demand 0–100 (best) | 90 | 5 |
| Attractiveness of natural assets | 35 | 5.7 |
| **Cultural resources and business travel** | 107 | 1.3 |
| Number of World Heritage cultural sites number of sites | 75 | 2 |
| Oral and intangible cultural heritage number of expressions | 93 | 0 |
| Sports stadiums number of large stadiums | 90 | 3.0 |
| Number of international association meetings 3-year average | 113 | 3.7 |
| Cultural and entertainment tourism digital demand 0–100 (best) | 65 | 10 |

* Scores are on a 1-to-7 scale unless indicated otherwise. For detailed definitions, sources, and periods, consult the interactive Country/Economy Profiles and Rankings at http://wef.ch/ttcr

# Latvia

**54th** / 136

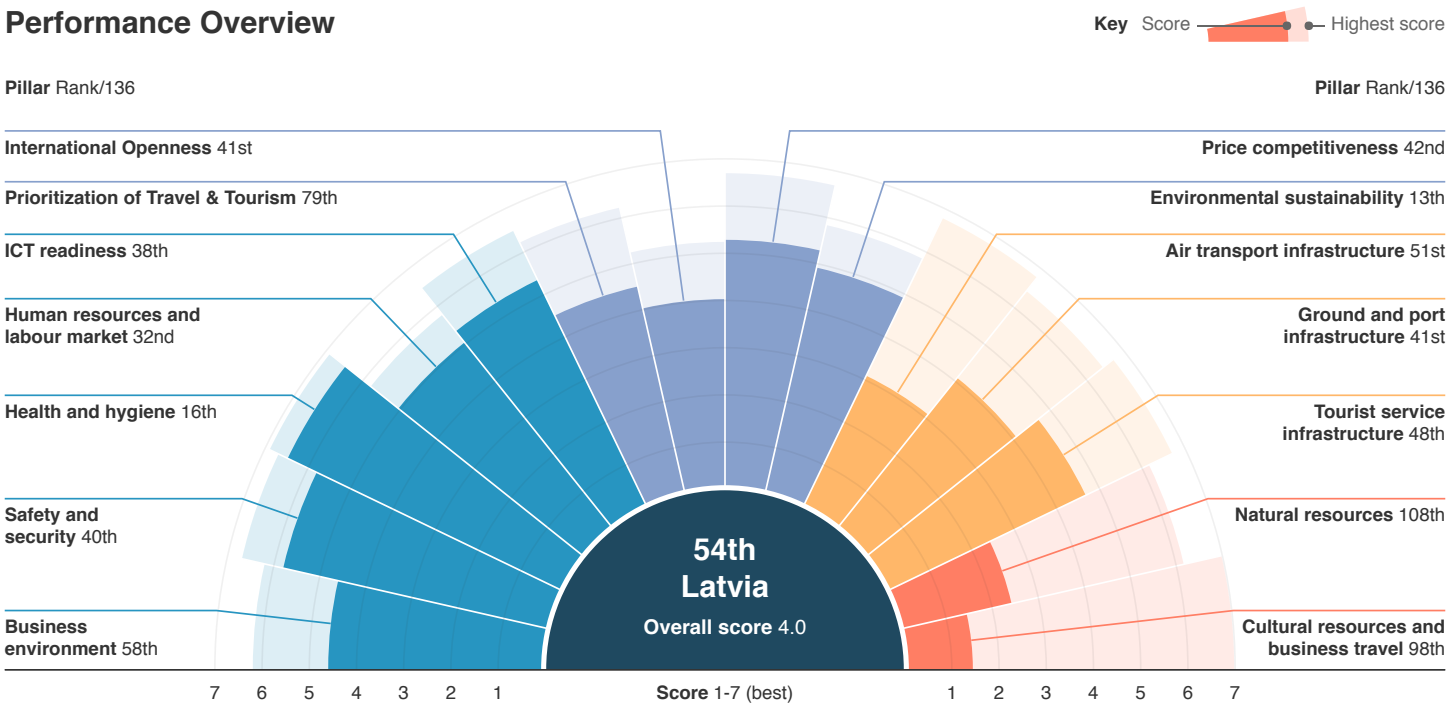
Travel & Tourism Competitiveness Index 2017 edition

## Key Indicators

Sources: World Tourism Organization (UNWTO) and World Travel and Tourism Council (WTTC)

| | |
|---|---|
| **International tourist arrivals** | 2,023,500 |
| **International tourism inbound receipts** | US $895.6 million |
| **Average receipts per arrival** | US $442.6 |
| **T&T industry GDP** | US $1,116.4 million |
| % of total | 4.1% |
| **T&T industry employment** | 36,570 jobs |
| % of total | 4.1% |

## Performance Overview




## Past performance

| Travel & Tourism Competitiveness Edition | 2015 | 2017 |
|---|---|---|
| **Rank** | 53 / 141 | 54 / 136 |
| **Score** | 4.0 | 4.0 |

# Latvia

**54th** / 136

## Travel & Tourism Competitiveness Index 2017 edition

WORLD ECONOMIC FORUM

| Index Component | Rank/136 | Score* |
|---|---|---|
| **Business environment** | 58 | 4.6 |
| Property rights | 56 | 4.4 |
| Business impact of rules on FDI | 43 | 5.0 |
| Efficiency of legal framework in settling disputes | 114 | 2.9 |
| Efficiency of legal framework in challenging regs | 97 | 3.0 |
| Time required to deal with construction permits days | 70 | 147 |
| Cost to deal with construction permits % construction cost | 9 | 0.3 |
| Extent of market dominance | 65 | 3.7 |
| Time to start a business days | 25 | 5.5 |
| Cost to start a business % GNI per capita | 33 | 1.5 |
| Effect of taxation on incentives to work | 112 | 3.2 |
| Effect of taxation on incentives to invest | 96 | 3.3 |
| Total tax rate % profits | 64 | 35.9 |
| **Safety and security** | 40 | 5.8 |
| Business costs of crime and violence | 35 | 5.3 |
| Reliability of police services | 80 | 4.2 |
| Business costs of terrorism | 25 | 5.9 |
| Index of terrorism incidence | 1 | 7.0 |
| Homicide rate /100,000 pop. | 76 | 3.9 |
| **Health and hygiene** | 16 | 6.4 |
| Physician density /1,000 pop | 18 | 3.6 |
| Access to improved sanitation % pop. | 73 | 87.8 |
| Access to improved drinking water % pop. | 50 | 99.3 |
| Hospital beds /10,000 pop. | 22 | 59.0 |
| HIV prevalence % adult pop. | 98 | 0.7 |
| Malaria incidence cases/100,000 pop. | 1 | S.L. |
| **Human resources and labour market** | 32 | 5.0 |
| Primary education enrollment rate net % | 52 | 96.4 |
| Secondary education enrollment rate gross % | 15 | 115.4 |
| Extent of staff training | 55 | 4.1 |
| Degree of customer orientation | 50 | 4.9 |
| Hiring and firing practices | 65 | 3.8 |
| Ease of finding skilled employees | 96 | 3.8 |
| Ease of hiring foreign labour | 71 | 4.0 |
| Pay and productivity | 49 | 4.3 |
| Female participation in the labor force ratio to men | 22 | 0.92 |
| **ICT readiness** | 38 | 5.3 |
| ICT use for biz-to-biz transactions | 42 | 5.1 |
| Internet use for biz-to-consumer transactions | 19 | 5.6 |
| Internet users % pop. | 28 | 79.2 |
| Fixed-broadband Internet subscriptions /100 pop. | 36 | 24.8 |
| Mobile-cellular telephone subscriptions /100 pop. | 50 | 127.5 |
| Mobile-broadband subscriptions /100 pop. | 50 | 67.0 |
| Mobile network coverage % pop. | 87 | 98.8 |
| Quality of electricity supply | 51 | 5.4 |
| **Prioritization of Travel & Tourism** | 79 | 4.5 |
| Government prioritization of travel and tourism industry | 99 | 4.2 |
| T&T government expenditure % government budget | 71 | 3.1 |
| Effectiveness of marketing and branding to attract tourists | 89 | 3.8 |
| Comprehensiveness of annual T&T data 0–120 (best) | 11 | 100 |
| Timeliness of providing monthly/quarterly T&T data 0–21 (best) | 48 | 19.5 |
| Country brand strategy rating 1–10 (best) | 87 | 72.0 |

| Index Component | Rank/136 | Score* |
|---|---|---|
| **International Openness** | 41 | 4.0 |
| Visa requirements 0–100 (best) | 73 | 24.0 |
| Openness of bilateral Air Service Agreements 0–38 (best) | 92 | 9.1 |
| Number of regional trade agreements in force number | 1 | 53.0 |
| **Price competitiveness** | 42 | 5.2 |
| Ticket taxes and airport charges 0–100 (best) | 16 | 92.5 |
| Hotel price index US$ | 5 | 73.4 |
| Purchasing power parity PPP $ | 94 | 0.6 |
| Fuel price levels US$ cents/litre | 96 | 149.0 |
| **Environmental sustainability** | 13 | 4.9 |
| Stringency of environmental regulations | 40 | 4.7 |
| Enforcement of environmental regulations | 40 | 4.4 |
| Sustainability of travel and tourism industry development | 31 | 4.9 |
| Particulate matter (2.5) concentration μg/m3 | 71 | 8.9 |
| Environmental treaty ratification 0–27 (best) | 31 | 24 |
| Baseline water stress 5–0 (best) | 42 | 0.7 |
| Threatened species % total species | 18 | 3.5 |
| Forest cover change % change | 118 | 0.1 |
| Wastewater treatment % | 11 | 94.2 |
| Costal shelf fishing pressure tonnes/km2 | 20 | 0.0 |
| **Air transport infrastructure** | 51 | 3.1 |
| Quality of air transport infrastructure | 40 | 5.1 |
| Available seat kilometres, domestic millions | 105 | 0.0 |
| Available seat kilometres, international millions | 87 | 76.0 |
| Aircraft departures /1,000 pop. | 19 | 20.9 |
| Airport density airports/million pop. | 89 | 0.8 |
| Number of operating airlines Number | 88 | 22.0 |
| **Ground and port infrastructure** | 41 | 4.0 |
| Quality of roads | 94 | 3.2 |
| Road density % total territorial area | 36 | - |
| Paved road density % total territorial area | 26 | - |
| Quality of railroad infrastructure | 32 | 4.1 |
| Railroad density km of roads/land area | 27 | 2.9 |
| Quality of port infrastructure | 32 | 5.1 |
| Ground transport efficiency | 31 | 4.6 |
| **Tourist service infrastructure** | 48 | 4.6 |
| Hotel rooms number/100 pop. | 56 | 0.6 |
| Quality of tourism infrastructure | 61 | 4.7 |
| Presence of major car rental companies | 1 | 7 |
| Automated teller machines number/thoudand adult pop. | 37 | 63.2 |
| **Natural resources** | 108 | 2.4 |
| Number of World Heritage natural sites number of sites | 86 | 0 |
| Total known species number of species | 115 | 343 |
| Total protected areas % total territorial area | 65 | 18.2 |
| Natural tourism digital demand 0–100 (best) | 114 | 2 |
| Attractiveness of natural assets | 85 | 4.9 |
| **Cultural resources and business travel** | 98 | 1.4 |
| Number of World Heritage cultural sites number of sites | 75 | 2 |
| Oral and intangible cultural heritage number of expressions | 56 | 2 |
| Sports stadiums number of large stadiums | 119 | 0.0 |
| Number of international association meetings 3-year average | 51 | 51.3 |
| Cultural and entertainment tourism digital demand 0–100 (best) | 114 | 2 |

* Scores are on a 1-to-7 scale unless indicated otherwise. For detailed definitions, sources, and periods, consult the interactive Country/Economy Profiles and Rankings at http://wef.ch/ttcr

# Lebanon

**96th** / 136

Travel & Tourism Competitiveness Index 2017 edition

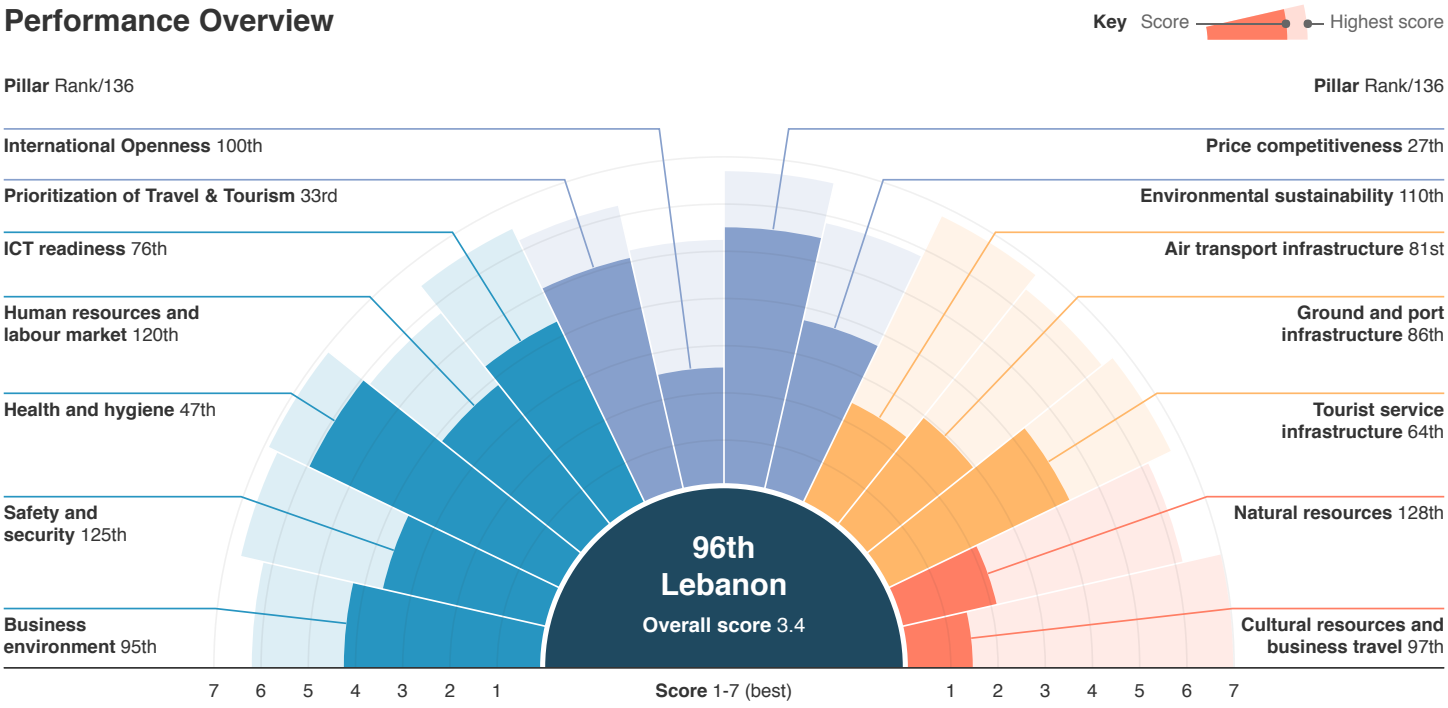
## Key Indicators

Sources: World Tourism Organization (UNWTO) and World Travel and Tourism Council (WTTC)

| | |
|---|---|
| **International tourist arrivals** | 1,517,927 |
| **International tourism inbound receipts** | US $6,857.3 million |
| **Average receipts per arrival** | US $4,517.5 |

| | |
|---|---|
| **T&T industry GDP** | US $3,606.3 million |
| % of total | 8.1% |
| **T&T industry employment** | 120,894 jobs |
| % of total | 7.9% |

## Performance Overview




## Past performance

| Travel & Tourism Competitiveness Edition | 2015 | 2017 |
|---|---|---|
| **Rank** | 94 / 141 | 96 / 136 |
| **Score** | 3.3 | 3.4 |

# Lebanon

**96th** / 136

## Travel & Tourism Competitiveness Index 2017 edition

WORLD ECONOMIC FORUM

| Index Component | Rank/136 | Score* |
|---|---|---|
| **Business environment** | 95 | 4.2 |
| Property rights | 65 | 4.3 |
| Business impact of rules on FDI | 81 | 4.4 |
| Efficiency of legal framework in settling disputes | 91 | 3.2 |
| Efficiency of legal framework in challenging regs | 104 | 2.9 |
| Time required to deal with construction permits days | 118 | 244 |
| Cost to deal with construction permits % construction cost | 102 | 4.9 |
| Extent of market dominance | 55 | 3.8 |
| Time to start a business days | 84 | 15.0 |
| Cost to start a business % GNI per capita | 121 | 40.6 |
| Effect of taxation on incentives to work | 34 | 4.4 |
| Effect of taxation on incentives to invest | 52 | 3.9 |
| Total tax rate % profits | 37 | 30.3 |
| **Safety and security** | 125 | 3.6 |
| Business costs of crime and violence | 102 | 3.9 |
| Reliability of police services | 104 | 3.5 |
| Business costs of terrorism | 128 | 3.0 |
| Index of terrorism incidence | 125 | 1.1 |
| Homicide rate /100,000 pop. | 81 | 4.3 |
| **Health and hygiene** | 47 | 5.9 |
| Physician density /1,000 pop | 30 | 3.2 |
| Access to improved sanitation % pop. | 84 | 80.7 |
| Access to improved drinking water % pop. | 54 | 99.0 |
| Hospital beds /10,000 pop. | 46 | 35.0 |
| HIV prevalence % adult pop. | 1 | 0.1 |
| Malaria incidence cases/100,000 pop. | 1 | S.L. |
| **Human resources and labour market** | 120 | 3.8 |
| Primary education enrollment rate net % | 125 | 81.8 |
| Secondary education enrollment rate gross % | 110 | 61.2 |
| Extent of staff training | 84 | 3.7 |
| Degree of customer orientation | 43 | 5.0 |
| Hiring and firing practices | 57 | 3.9 |
| Ease of finding skilled employees | 34 | 4.7 |
| Ease of hiring foreign labour | 89 | 3.8 |
| Pay and productivity | 59 | 4.1 |
| Female participation in the labor force ratio to men | 129 | 0.35 |
| **ICT readiness** | 76 | 4.3 |
| ICT use for biz-to-biz transactions | 113 | 4.0 |
| Internet use for biz-to-consumer transactions | 113 | 3.7 |
| Internet users % pop. | 38 | 74.0 |
| Fixed-broadband Internet subscriptions /100 pop. | 35 | 25.4 |
| Mobile-cellular telephone subscriptions /100 pop. | 107 | 92.2 |
| Mobile-broadband subscriptions /100 pop. | 60 | 57.7 |
| Mobile network coverage % pop. | 55 | 99.5 |
| Quality of electricity supply | 133 | 1.7 |
| **Prioritization of Travel & Tourism** | 33 | 5.0 |
| Government prioritization of travel and tourism industry | 95 | 4.3 |
| T&T government expenditure % government budget | 12 | 9.3 |
| Effectiveness of marketing and branding to attract tourists | 90 | 3.8 |
| Comprehensiveness of annual T&T data 0–120 (best) | 100 | 49 |
| Timeliness of providing monthly/quarterly T&T data 0–21 (best) | 87 | 17.0 |
| Country brand strategy rating 1–10 (best) | 24 | 82.8 |

| Index Component | Rank/136 | Score* |
|---|---|---|
| **International Openness** | 100 | 2.5 |
| Visa requirements 0–100 (best) | 48 | 39.0 |
| Openness of bilateral Air Service Agreements 0–38 (best) | 83 | 9.8 |
| Number of regional trade agreements in force number | 102 | 3.0 |
| **Price competitiveness** | 27 | 5.5 |
| Ticket taxes and airport charges 0–100 (best) | 1 | 100.0 |
| Hotel price index US$ | 78 | 145.2 |
| Purchasing power parity PPP $ | 96 | 0.6 |
| Fuel price levels US$ cents/litre | 20 | 73.0 |
| **Environmental sustainability** | 110 | 3.7 |
| Stringency of environmental regulations | 135 | 2.4 |
| Enforcement of environmental regulations | 134 | 2.5 |
| Sustainability of travel and tourism industry development | 105 | 3.7 |
| Particulate matter (2.5) concentration μg/m3 | 102 | 11.4 |
| Environmental treaty ratification 0–27 (best) | 90 | 19 |
| Baseline water stress 5–0 (best) | 116 | 4.7 |
| Threatened species % total species | 66 | 5.9 |
| Forest cover change % change | 51 | 0.0 |
| Wastewater treatment % | 37 | 54.7 |
| Costal shelf fishing pressure tonnes/km2 | 48 | 0.1 |
| **Air transport infrastructure** | 81 | 2.4 |
| Quality of air transport infrastructure | 82 | 4.1 |
| Available seat kilometres, domestic millions | 105 | 0.0 |
| Available seat kilometres, international millions | 69 | 161.3 |
| Aircraft departures /1,000 pop. | 59 | 4.2 |
| Airport density airports/million pop. | 131 | 0.2 |
| Number of operating airlines Number | 47 | 45.0 |
| **Ground and port infrastructure** | 86 | 2.9 |
| Quality of roads | 122 | 2.8 |
| Road density % total territorial area | 43 | - |
| Paved road density % total territorial area | 35 | - |
| Quality of railroad infrastructure | n/a | n/a |
| Railroad density km of roads/land area | n/a | n/a |
| Quality of port infrastructure | 80 | 3.8 |
| Ground transport efficiency | 132 | 2.1 |
| **Tourist service infrastructure** | 64 | 4.3 |
| Hotel rooms number/100 pop. | 61 | 0.6 |
| Quality of tourism infrastructure | 43 | 5.2 |
| Presence of major car rental companies | 51 | 6 |
| Automated teller machines number/thoudand adult pop. | 71 | 44.3 |
| **Natural resources** | 128 | 2.1 |
| Number of World Heritage natural sites number of sites | 86 | 0 |
| Total known species number of species | 108 | 374 |
| Total protected areas % total territorial area | 127 | 2.7 |
| Natural tourism digital demand 0–100 (best) | 85 | 7 |
| Attractiveness of natural assets | 86 | 4.8 |
| **Cultural resources and business travel** | 97 | 1.4 |
| Number of World Heritage cultural sites number of sites | 47 | 5 |
| Oral and intangible cultural heritage number of expressions | 71 | 1 |
| Sports stadiums number of large stadiums | 77 | 4.0 |
| Number of international association meetings 3-year average | 107 | 4.7 |
| Cultural and entertainment tourism digital demand 0–100 (best) | 89 | 6 |

* Scores are on a 1-to-7 scale unless indicated otherwise. For detailed definitions, sources, and periods, consult the interactive Country/Economy Profiles and Rankings at http://wef.ch/ttcr

# Lesotho

**128th** / 136

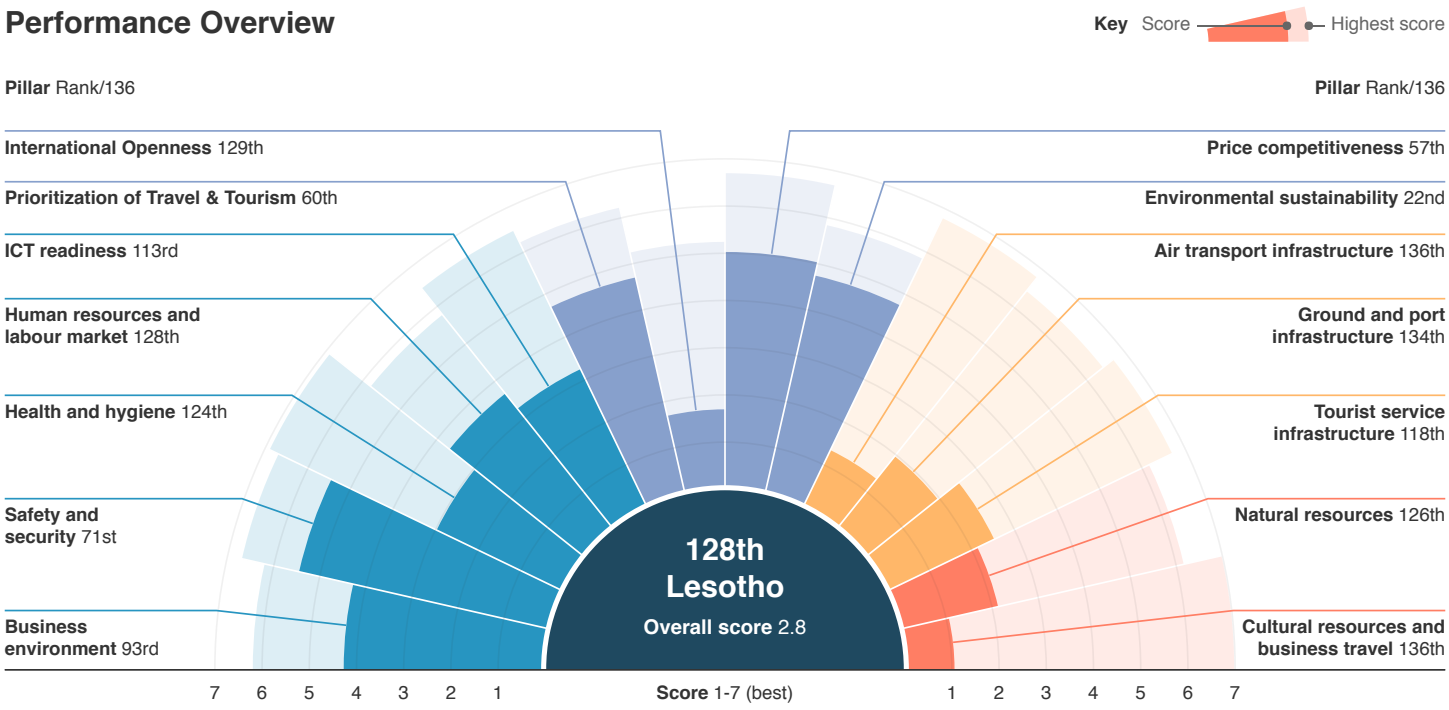
Travel & Tourism Competitiveness Index 2017 edition

## Key Indicators

Sources: World Tourism Organization (UNWTO) and World Travel and Tourism Council (WTTC)

| | |
|---|---|
| **International tourist arrivals** | 320,000 |
| **International tourism inbound receipts** | US $34.4 million |
| **Average receipts per arrival** | US $107.6 |
| **T&T industry GDP** | US $114.9 million |
| % of total | 5.8% |
| **T&T industry employment** | 34,402 jobs |
| % of total | 5.1% |

## Performance Overview




## Past performance

| Travel & Tourism Competitiveness Edition | 2015 | 2017 |
|---|---|---|
| **Rank** | 129 / 141 | 128 / 136 |
| **Score** | 2.8 | 2.8 |

# Lesotho

**128th** / 136

## Travel & Tourism Competitiveness Index 2017 edition

WORLD ECONOMIC FORUM

| Index Component | Rank/136 | Score* |
|---|---|---|
| **Business environment** | 93 | 4.2 |
| Property rights | 75 | 4.2 |
| Business impact of rules on FDI | 107 | 3.9 |
| Efficiency of legal framework in settling disputes | 68 | 3.6 |
| Efficiency of legal framework in challenging regs | 64 | 3.5 |
| Time required to deal with construction permits days | 91 | 179 |
| Cost to deal with construction permits % construction cost | 126 | 11.8 |
| Extent of market dominance | 85 | 3.5 |
| Time to start a business days | 117 | 29.0 |
| Cost to start a business % GNI per capita | 75 | 8.1 |
| Effect of taxation on incentives to work | 93 | 3.6 |
| Effect of taxation on incentives to invest | 65 | 3.6 |
| Total tax rate % profits | 5 | 13.6 |
| **Safety and security** | 71 | 5.4 |
| Business costs of crime and violence | 2 | 6.4 |
| Reliability of police services | 32 | 5.7 |
| Business costs of terrorism | 1 | 6.7 |
| Index of terrorism incidence | 49 | 7.0 |
| Homicide rate /100,000 pop. | 133 | 38.0 |
| **Health and hygiene** | 124 | 2.9 |
| Physician density /1,000 pop | 128 | 0.0 |
| Access to improved sanitation % pop. | 122 | 30.3 |
| Access to improved drinking water % pop. | 112 | 81.8 |
| Hospital beds /10,000 pop. | 99 | 13.0 |
| HIV prevalence % adult pop. | 135 | 23.4 |
| Malaria incidence cases/100,000 pop. | 1 | S.L. |
| **Human resources and labour market** | 128 | 3.6 |
| Primary education enrollment rate net % | 126 | 80.2 |
| Secondary education enrollment rate gross % | 115 | 53.8 |
| Extent of staff training | 105 | 3.5 |
| Degree of customer orientation | 133 | 3.5 |
| Hiring and firing practices | 76 | 3.6 |
| Ease of finding skilled employees | 112 | 3.6 |
| Ease of hiring foreign labour | 108 | 3.6 |
| Pay and productivity | 94 | 3.6 |
| Female participation in the labor force ratio to men | 69 | 0.81 |
| **ICT readiness** | 113 | 3.2 |
| ICT use for biz-to-biz transactions | 134 | 3.3 |
| Internet use for biz-to-consumer transactions | 128 | 3.2 |
| Internet users % pop. | 123 | 16.1 |
| Fixed-broadband Internet subscriptions /100 pop. | 127 | 0.1 |
| Mobile-cellular telephone subscriptions /100 pop. | 95 | 100.9 |
| Mobile-broadband subscriptions /100 pop. | 93 | 39.2 |
| Mobile network coverage % pop. | 98 | 97.0 |
| Quality of electricity supply | 104 | 3.4 |
| **Prioritization of Travel & Tourism** | 60 | 4.7 |
| Government prioritization of travel and tourism industry | 3 | 6.5 |
| T&T government expenditure % government budget | 118 | 1.3 |
| Effectiveness of marketing and branding to attract tourists | 15 | 5.5 |
| Comprehensiveness of annual T&T data 0–120 (best) | 104 | 47 |
| Timeliness of providing monthly/quarterly T&T data 0–21 (best) | 106 | 10.5 |
| Country brand strategy rating 1–10 (best) | 16 | 84.9 |

| Index Component | Rank/136 | Score* |
|---|---|---|
| **International Openness** | 129 | 1.7 |
| Visa requirements 0–100 (best) | 110 | 21.0 |
| Openness of bilateral Air Service Agreements 0–38 (best) | 135 | 0.2 |
| Number of regional trade agreements in force number | 91 | 4.0 |
| **Price competitiveness** | 57 | 5.0 |
| Ticket taxes and airport charges 0–100 (best) | 105 | 57.0 |
| Hotel price index US$ | n/a | n/a |
| Purchasing power parity PPP $ | 31 | 0.4 |
| Fuel price levels US$ cents/litre | 51 | 107.0 |
| **Environmental sustainability** | 22 | 4.7 |
| Stringency of environmental regulations | 34 | 4.8 |
| Enforcement of environmental regulations | 36 | 4.6 |
| Sustainability of travel and tourism industry development | 20 | 5.1 |
| Particulate matter (2.5) concentration µg/m3 | 49 | 6.3 |
| Environmental treaty ratification 0–27 (best) | 115 | 17 |
| Baseline water stress 5–0 (best) | 57 | 1.3 |
| Threatened species % total species | 7 | 3.0 |
| Forest cover change % change | 14 | 0.0 |
| Wastewater treatment % | 105 | 0.3 |
| Costal shelf fishing pressure tonnes/km2 | n/a | n/a |
| **Air transport infrastructure** | 136 | 1.3 |
| Quality of air transport infrastructure | 136 | 1.0 |
| Available seat kilometres, domestic millions | 105 | 0.0 |
| Available seat kilometres, international millions | 136 | 0.3 |
| Aircraft departures /1,000 pop. | n/a | n/a |
| Airport density airports/million pop. | 40 | 1.7 |
| Number of operating airlines Number | 136 | 1.0 |
| **Ground and port infrastructure** | 134 | 1.9 |
| Quality of roads | 98 | 3.2 |
| Road density % total territorial area | 89 | - |
| Paved road density % total territorial area | 99 | - |
| Quality of railroad infrastructure | 104 | 1.0 |
| Railroad density km of roads/land area | n/a | n/a |
| Quality of port infrastructure | n/a | n/a |
| Ground transport efficiency | 134 | 2.0 |
| **Tourist service infrastructure** | 118 | 2.5 |
| Hotel rooms number/100 pop. | 109 | 0.1 |
| Quality of tourism infrastructure | 85 | 4.4 |
| Presence of major car rental companies | 113 | 2 |
| Automated teller machines number/thoudand adult pop. | 108 | 11.2 |
| **Natural resources** | 126 | 2.1 |
| Number of World Heritage natural sites number of sites | 78 | 1 |
| Total known species number of species | 119 | 329 |
| Total protected areas % total territorial area | 134 | 0.5 |
| Natural tourism digital demand 0–100 (best) | 123 | 1 |
| Attractiveness of natural assets | 72 | 5.1 |
| **Cultural resources and business travel** | 136 | 1.0 |
| Number of World Heritage cultural sites number of sites | 120 | 1 |
| Oral and intangible cultural heritage number of expressions | 93 | 0 |
| Sports stadiums number of large stadiums | 119 | 0.0 |
| Number of international association meetings 3-year average | 131 | 0.3 |
| Cultural and entertainment tourism digital demand 0–100 (best) | 134 | 1 |

* Scores are on a 1-to-7 scale unless indicated otherwise. For detailed definitions, sources, and periods, consult the interactive Country/Economy Profiles and Rankings at http://wef.ch/ttcr

# Lithuania

**56th** / 136

Travel & Tourism Competitiveness Index 2017 edition

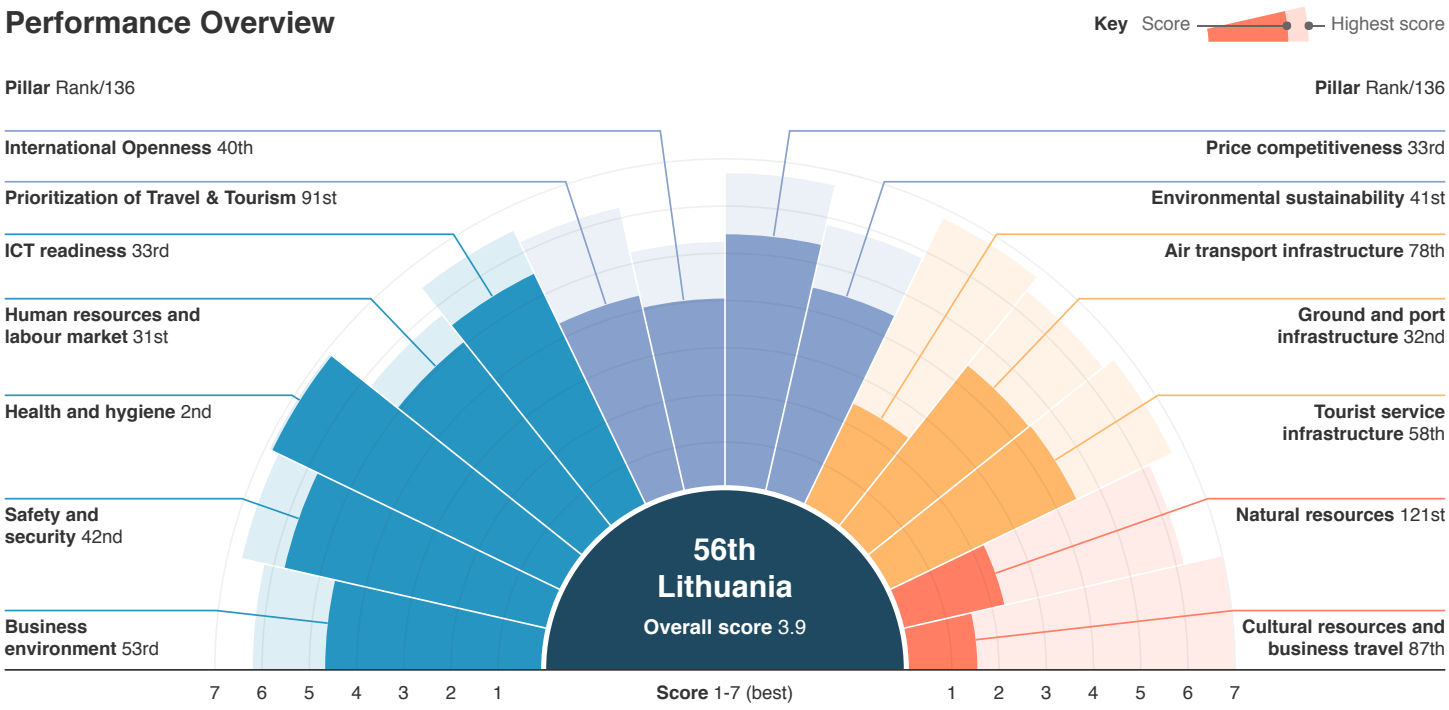
## Key Indicators

Sources: World Tourism Organization (UNWTO) and World Travel and Tourism Council (WTTC)

| | |
|---|---|
| **International tourist arrivals** | 2,071,300 |
| **International tourism inbound receipts** | US $1,154.6 million |
| **Average receipts per arrival** | US $557.4 |

| | |
|---|---|
| **T&T industry GDP** | US $674.4 million |
| % of total | 1.7% |
| **T&T industry employment** | 22,553 jobs |
| % of total | 1.7% |

## Performance Overview




## Past performance

| Travel & Tourism Competitiveness Edition | 2015 | 2017 |
|---|---|---|
| **Rank** | 59 / 141 | 56 / 136 |
| **Score** | 3.9 | 3.9 |

# Lithuania

**56th** / 136

## Travel & Tourism Competitiveness Index 2017 edition

WORLD ECONOMIC FORUM

| Index Component | Rank/136 | Score* |
|---|---|---|
| **Business environment** | 53 | 4.6 |
| Property rights | 57 | 4.4 |
| Business impact of rules on FDI | 66 | 4.6 |
| Efficiency of legal framework in settling disputes | 59 | 3.8 |
| Efficiency of legal framework in challenging regs | 98 | 3.0 |
| Time required to deal with construction permits days | 35 | 103 |
| Cost to deal with construction permits % construction cost | 9 | 0.3 |
| Extent of market dominance | 76 | 3.6 |
| Time to start a business days | 25 | 5.5 |
| Cost to start a business % GNI per capita | 13 | 0.6 |
| Effect of taxation on incentives to work | 119 | 3.1 |
| Effect of taxation on incentives to invest | 66 | 3.6 |
| Total tax rate % profits | 88 | 42.7 |
| **Safety and security** | 42 | 5.7 |
| Business costs of crime and violence | 46 | 5.1 |
| Reliability of police services | 55 | 4.7 |
| Business costs of terrorism | 45 | 5.6 |
| Index of terrorism incidence | 1 | 7.0 |
| Homicide rate /100,000 pop. | 86 | 5.5 |
| **Health and hygiene** | 2 | 6.8 |
| Physician density /1,000 pop | 7 | 4.1 |
| Access to improved sanitation % pop. | 64 | 92.4 |
| Access to improved drinking water % pop. | 70 | 96.6 |
| Hospital beds /10,000 pop. | 9 | 70.0 |
| HIV prevalence % adult pop. | 1 | 0.1 |
| Malaria incidence cases/100,000 pop. | 1 | S.L. |
| **Human resources and labour market** | 31 | 5.0 |
| Primary education enrollment rate net % | 32 | 97.9 |
| Secondary education enrollment rate gross % | 28 | 106.8 |
| Extent of staff training | 33 | 4.5 |
| Degree of customer orientation | 31 | 5.2 |
| Hiring and firing practices | 113 | 3.2 |
| Ease of finding skilled employees | 109 | 3.6 |
| Ease of hiring foreign labour | 115 | 3.4 |
| Pay and productivity | 46 | 4.4 |
| Female participation in the labor force ratio to men | 16 | 0.94 |
| **ICT readiness** | 33 | 5.5 |
| ICT use for biz-to-biz transactions | 34 | 5.3 |
| Internet use for biz-to-consumer transactions | 14 | 5.7 |
| Internet users % pop. | 42 | 71.4 |
| Fixed-broadband Internet subscriptions /100 pop. | 26 | 27.8 |
| Mobile-cellular telephone subscriptions /100 pop. | 32 | 139.5 |
| Mobile-broadband subscriptions /100 pop. | 46 | 69.5 |
| Mobile network coverage % pop. | 1 | 100.0 |
| Quality of electricity supply | 45 | 5.6 |
| **Prioritization of Travel & Tourism** | 91 | 4.3 |
| Government prioritization of travel and tourism industry | 112 | 3.6 |
| T&T government expenditure % government budget | 73 | 3.1 |
| Effectiveness of marketing and branding to attract tourists | 113 | 3.4 |
| Comprehensiveness of annual T&T data 0–120 (best) | 2 | 113 |
| Timeliness of providing monthly/quarterly T&T data 0–21 (best) | 70 | 18.0 |
| Country brand strategy rating 1–10 (best) | 94 | 70.2 |

| Index Component | Rank/136 | Score* |
|---|---|---|
| **International Openness** | 40 | 4.0 |
| Visa requirements 0–100 (best) | 73 | 24.0 |
| Openness of bilateral Air Service Agreements 0–38 (best) | 87 | 9.4 |
| Number of regional trade agreements in force number | 1 | 53.0 |
| **Price competitiveness** | 33 | 5.4 |
| Ticket taxes and airport charges 0–100 (best) | 8 | 95.0 |
| Hotel price index US$ | 1 | 68.2 |
| Purchasing power parity PPP $ | 83 | 0.5 |
| Fuel price levels US$ cents/litre | 98 | 150.0 |
| **Environmental sustainability** | 41 | 4.4 |
| Stringency of environmental regulations | 32 | 4.9 |
| Enforcement of environmental regulations | 31 | 4.7 |
| Sustainability of travel and tourism industry development | 85 | 4.0 |
| Particulate matter (2.5) concentration µg/m3 | 77 | 9.7 |
| Environmental treaty ratification 0–27 (best) | 26 | 25 |
| Baseline water stress 5–0 (best) | 71 | 1.9 |
| Threatened species % total species | 24 | 3.8 |
| Forest cover change % change | 102 | 0.1 |
| Wastewater treatment % | 45 | 46.8 |
| Costal shelf fishing pressure tonnes/km2 | 32 | 0.0 |
| **Air transport infrastructure** | 78 | 2.4 |
| Quality of air transport infrastructure | 69 | 4.4 |
| Available seat kilometres, domestic millions | 105 | 0.0 |
| Available seat kilometres, international millions | 92 | 62.8 |
| Aircraft departures /1,000 pop. | 58 | 4.2 |
| Airport density airports/million pop. | 44 | 1.5 |
| Number of operating airlines Number | 72 | 30.0 |
| **Ground and port infrastructure** | 32 | 4.4 |
| Quality of roads | 36 | 4.9 |
| Road density % total territorial area | 30 | - |
| Paved road density % total territorial area | 41 | - |
| Quality of railroad infrastructure | 24 | 4.5 |
| Railroad density km of roads/land area | 32 | 2.7 |
| Quality of port infrastructure | 33 | 4.9 |
| Ground transport efficiency | 29 | 4.7 |
| **Tourist service infrastructure** | 58 | 4.4 |
| Hotel rooms number/100 pop. | 67 | 0.5 |
| Quality of tourism infrastructure | 55 | 4.8 |
| Presence of major car rental companies | 1 | 7 |
| Automated teller machines number/thoudand adult pop. | 62 | 51.7 |
| **Natural resources** | 121 | 2.2 |
| Number of World Heritage natural sites number of sites | 86 | 0 |
| Total known species number of species | 122 | 319 |
| Total protected areas % total territorial area | 71 | 16.8 |
| Natural tourism digital demand 0–100 (best) | 119 | 1 |
| Attractiveness of natural assets | 95 | 4.4 |
| **Cultural resources and business travel** | 87 | 1.5 |
| Number of World Heritage cultural sites number of sites | 55 | 4 |
| Oral and intangible cultural heritage number of expressions | 43 | 3 |
| Sports stadiums number of large stadiums | 119 | 0.0 |
| Number of international association meetings 3-year average | 53 | 50.0 |
| Cultural and entertainment tourism digital demand 0–100 (best) | 108 | 3 |

* Scores are on a 1-to-7 scale unless indicated otherwise. For detailed definitions, sources, and periods, consult the interactive Country/Economy Profiles and Rankings at http://wef.ch/ttcr

# Luxembourg

**28th** / 136

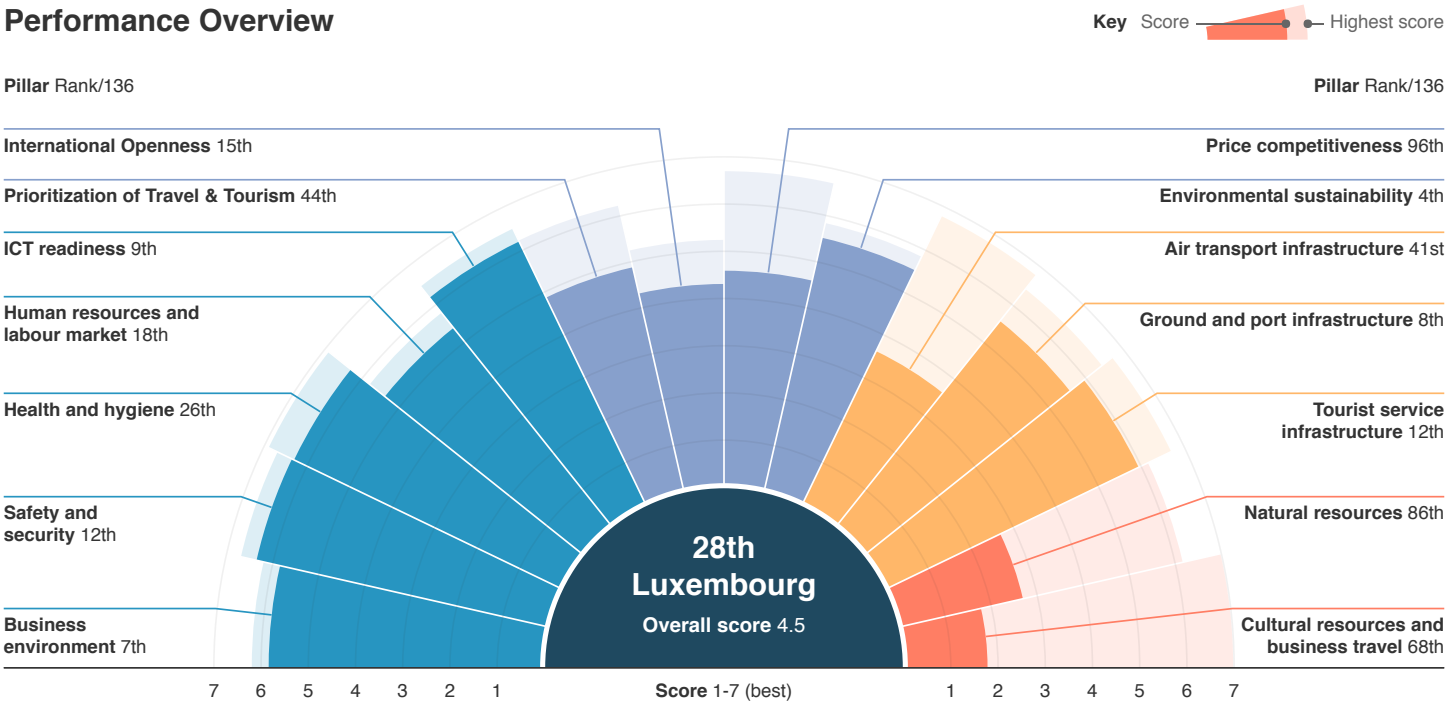
Travel & Tourism Competitiveness Index 2017 edition

## Key Indicators

Sources: World Tourism Organization (UNWTO) and World Travel and Tourism Council (WTTC)

| | | | |
|---|---|---|---|
| **International tourist arrivals** | 1,089,576 | **T&T industry GDP** | US $1,030.5 million |
| | | % of total | 1.8% |
| **International tourism inbound receipts** | US $4,296.5 million | **T&T industry employment** | 6,084 jobs |
| | | % of total | 2.5% |
| **Average receipts per arrival** | US $3,943.3 | | |

## Performance Overview




## Past performance

| Travel & Tourism Competitiveness Edition | 2015 | 2017 |
|---|---|---|
| **Rank** | 26 / 141 | 28 / 136 |
| **Score** | 4.4 | 4.5 |

# Luxembourg

**28th** / 136

## Travel & Tourism Competitiveness Index 2017 edition

WORLD ECONOMIC FORUM

| Index Component | Rank/136 | Score* |
|---|---|---|
| **Business environment** | 7 | 5.8 |
| Property rights | 4 | 6.3 |
| Business impact of rules on FDI | 7 | 5.9 |
| Efficiency of legal framework in settling disputes | 14 | 5.4 |
| Efficiency of legal framework in challenging regs | 7 | 5.4 |
| Time required to deal with construction permits days | 80 | 157 |
| Cost to deal with construction permits % construction cost | 27 | 0.7 |
| Extent of market dominance | 17 | 4.7 |
| Time to start a business days | 91 | 16.5 |
| Cost to start a business % GNI per capita | 36 | 1.7 |
| Effect of taxation on incentives to work | 8 | 5.2 |
| Effect of taxation on incentives to invest | 6 | 5.4 |
| Total tax rate % profits | 13 | 20.8 |
| **Safety and security** | 12 | 6.3 |
| Business costs of crime and violence | 13 | 5.8 |
| Reliability of police services | 13 | 6.2 |
| Business costs of terrorism | 41 | 5.7 |
| Index of terrorism incidence | 1 | 7.0 |
| Homicide rate /100,000 pop. | 12 | 0.7 |
| **Health and hygiene** | 26 | 6.3 |
| Physician density /1,000 pop | 37 | 2.9 |
| Access to improved sanitation % pop. | 38 | 97.6 |
| Access to improved drinking water % pop. | 1 | 100.0 |
| Hospital beds /10,000 pop. | 27 | 54.0 |
| HIV prevalence % adult pop. | 60 | 0.3 |
| Malaria incidence cases/100,000 pop. | 1 | S.L. |
| **Human resources and labour market** | 18 | 5.3 |
| Primary education enrollment rate net % | 84 | 93.0 |
| Secondary education enrollment rate gross % | 38 | 102.3 |
| Extent of staff training | 5 | 5.4 |
| Degree of customer orientation | 12 | 5.7 |
| Hiring and firing practices | 53 | 3.9 |
| Ease of finding skilled employees | 57 | 4.4 |
| Ease of hiring foreign labour | 2 | 5.5 |
| Pay and productivity | 20 | 4.8 |
| Female participation in the labor force ratio to men | 57 | 0.83 |
| **ICT readiness** | 9 | 6.2 |
| ICT use for biz-to-biz transactions | 10 | 5.9 |
| Internet use for biz-to-consumer transactions | 18 | 5.6 |
| Internet users % pop. | 2 | 97.3 |
| Fixed-broadband Internet subscriptions /100 pop. | 14 | 35.9 |
| Mobile-cellular telephone subscriptions /100 pop. | 22 | 148.5 |
| Mobile-broadband subscriptions /100 pop. | 30 | 80.9 |
| Mobile network coverage % pop. | 65 | 99.0 |
| Quality of electricity supply | 14 | 6.6 |
| **Prioritization of Travel & Tourism** | 44 | 4.8 |
| Government prioritization of travel and tourism industry | 43 | 5.3 |
| T&T government expenditure % government budget | 81 | 2.8 |
| Effectiveness of marketing and branding to attract tourists | 35 | 5.0 |
| Comprehensiveness of annual T&T data 0–120 (best) | 59 | 72 |
| Timeliness of providing monthly/quarterly T&T data 0–21 (best) | 97 | 13.5 |
| Country brand strategy rating 1–10 (best) | 3 | 94.4 |

| Index Component | Rank/136 | Score* |
|---|---|---|
| **International Openness** | 15 | 4.3 |
| Visa requirements 0–100 (best) | 73 | 24.0 |
| Openness of bilateral Air Service Agreements 0–38 (best) | 33 | 14.1 |
| Number of regional trade agreements in force number | 1 | 53.0 |
| **Price competitiveness** | 96 | 4.6 |
| Ticket taxes and airport charges 0–100 (best) | 12 | 93.4 |
| Hotel price index US$ | 52 | 122.5 |
| Purchasing power parity PPP $ | 125 | 1.0 |
| Fuel price levels US$ cents/litre | 90 | 139.0 |
| **Environmental sustainability** | 4 | 5.5 |
| Stringency of environmental regulations | 14 | 5.6 |
| Enforcement of environmental regulations | 12 | 5.6 |
| Sustainability of travel and tourism industry development | 17 | 5.2 |
| Particulate matter (2.5) concentration µg/m3 | 83 | 10.0 |
| Environmental treaty ratification 0–27 (best) | 10 | 28 |
| Baseline water stress 5–0 (best) | 87 | 2.8 |
| Threatened species % total species | 1 | 1.6 |
| Forest cover change % change | 65 | 0.1 |
| Wastewater treatment % | 3 | 96.8 |
| Costal shelf fishing pressure tonnes/km2 | n/a | n/a |
| **Air transport infrastructure** | 41 | 3.6 |
| Quality of air transport infrastructure | 27 | 5.5 |
| Available seat kilometres, domestic millions | 105 | 0.0 |
| Available seat kilometres, international millions | 108 | 32.6 |
| Aircraft departures /1,000 pop. | 3 | 85.3 |
| Airport density airports/million pop. | 35 | 1.9 |
| Number of operating airlines Number | 94 | 20.0 |
| **Ground and port infrastructure** | 8 | 5.5 |
| Quality of roads | 15 | 5.6 |
| Road density % total territorial area | 8 | - |
| Paved road density % total territorial area | 7 | - |
| Quality of railroad infrastructure | 16 | 5.1 |
| Railroad density km of roads/land area | 3 | 10.6 |
| Quality of port infrastructure | 53 | 4.4 |
| Ground transport efficiency | 20 | 5.0 |
| **Tourist service infrastructure** | 12 | 5.9 |
| Hotel rooms number/100 pop. | 18 | 1.3 |
| Quality of tourism infrastructure | 37 | 5.3 |
| Presence of major car rental companies | 1 | 7 |
| Automated teller machines number/thoudand adult pop. | 18 | 106.3 |
| **Natural resources** | 86 | 2.7 |
| Number of World Heritage natural sites number of sites | 86 | 0 |
| Total known species number of species | 128 | 255 |
| Total protected areas % total territorial area | 13 | 34.6 |
| Natural tourism digital demand 0–100 (best) | 102 | 3 |
| Attractiveness of natural assets | 94 | 4.5 |
| **Cultural resources and business travel** | 68 | 1.7 |
| Number of World Heritage cultural sites number of sites | 97 | 1 |
| Oral and intangible cultural heritage number of expressions | 71 | 1 |
| Sports stadiums number of large stadiums | 119 | 0.0 |
| Number of international association meetings 3-year average | 65 | 29.0 |
| Cultural and entertainment tourism digital demand 0–100 (best) | 21 | 29 |

* Scores are on a 1-to-7 scale unless indicated otherwise. For detailed definitions, sources, and periods, consult the interactive Country/Economy Profiles and Rankings at http://wef.ch/ttcr

# Macedonia, FYR

**89th** / 136

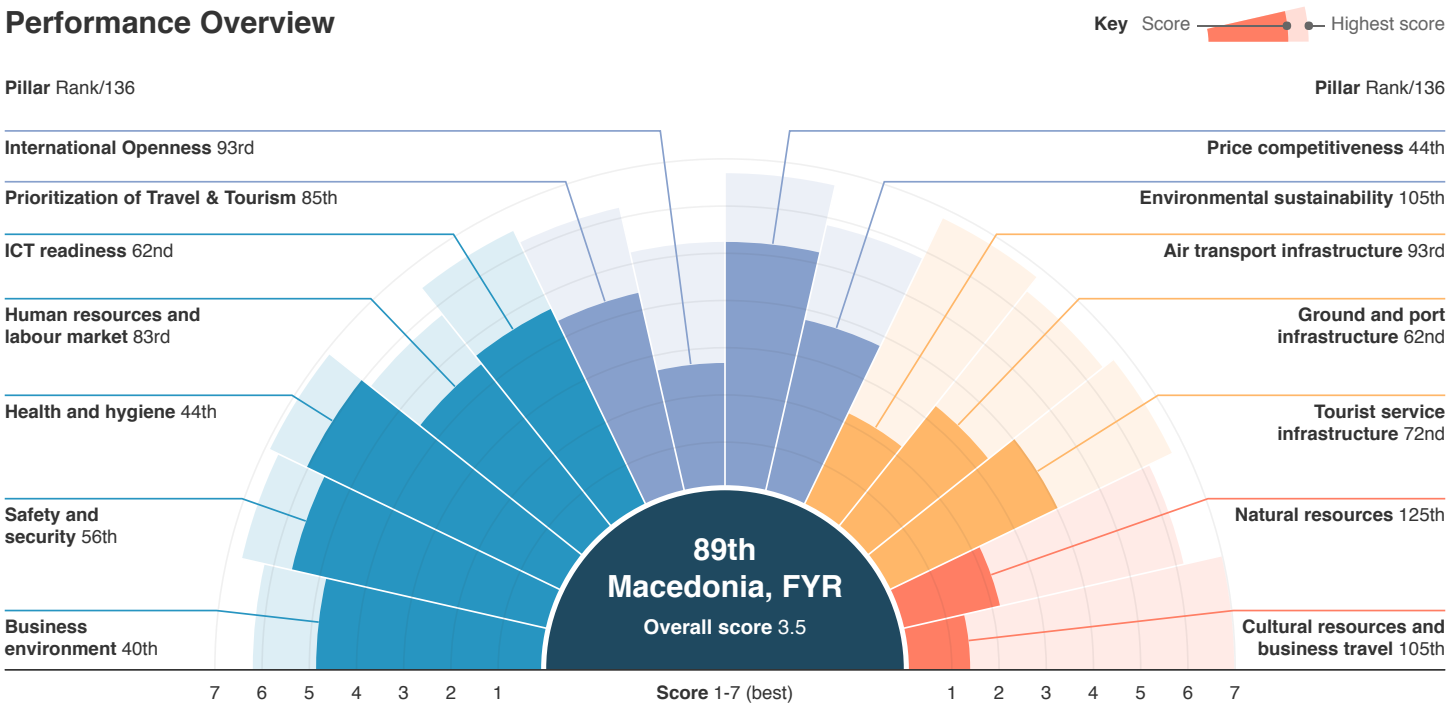
Travel & Tourism Competitiveness Index 2017 edition

## Key Indicators

Sources: World Tourism Organization (UNWTO) and World Travel and Tourism Council (WTTC)

| | |
|---|---|
| **International tourist arrivals** | 485,530 |
| **International tourism inbound receipts** | US $266.8 million |
| **Average receipts per arrival** | US $549.5 |
| **T&T industry GDP** | US $150.3 million |
| % of total | 1.5% |
| **T&T industry employment** | 9,916 jobs |
| % of total | 1.4% |

## Performance Overview




## Past performance

| Travel & Tourism Competitiveness Edition | 2015 | 2017 |
|---|---|---|
| **Rank** | 82 / 141 | 89 / 136 |
| **Score** | 3.5 | 3.5 |

# Macedonia, FYR

**89th** / 136

Travel & Tourism Competitiveness Index 2017 edition

WORLD ECONOMIC FORUM

| Index Component | Rank/136 | Score* |
|---|---|---|
| **Business environment** | 40 | 4.8 |
| Property rights | 86 | 4.1 |
| Business impact of rules on FDI | 32 | 5.1 |
| Efficiency of legal framework in settling disputes | 78 | 3.4 |
| Efficiency of legal framework in challenging regs | 91 | 3.1 |
| Time required to deal with construction permits days | 23 | 89 |
| Cost to deal with construction permits % construction cost | 103 | 5.1 |
| Extent of market dominance | 67 | 3.7 |
| Time to start a business days | 4 | 2.0 |
| Cost to start a business % GNI per capita | 2 | 0.1 |
| Effect of taxation on incentives to work | 50 | 4.1 |
| Effect of taxation on incentives to invest | 21 | 4.6 |
| Total tax rate % profits | 2 | 13.0 |
| **Safety and security** | 56 | 5.6 |
| Business costs of crime and violence | 76 | 4.4 |
| Reliability of police services | 47 | 5.0 |
| Business costs of terrorism | 92 | 4.8 |
| Index of terrorism incidence | 73 | 6.9 |
| Homicide rate /100,000 pop. | 45 | 1.6 |
| **Health and hygiene** | 44 | 6.0 |
| Physician density /1,000 pop | 44 | 2.6 |
| Access to improved sanitation % pop. | 67 | 90.9 |
| Access to improved drinking water % pop. | 47 | 99.4 |
| Hospital beds /10,000 pop. | 40 | 45.0 |
| HIV prevalence % adult pop. | 1 | <0.1 |
| Malaria incidence cases/100,000 pop. | 1 | M.F. |
| **Human resources and labour market** | 83 | 4.4 |
| Primary education enrollment rate net % | 110 | 88.3 |
| Secondary education enrollment rate gross % | 94 | 78.6 |
| Extent of staff training | 87 | 3.7 |
| Degree of customer orientation | 57 | 4.8 |
| Hiring and firing practices | 39 | 4.2 |
| Ease of finding skilled employees | 76 | 4.0 |
| Ease of hiring foreign labour | 36 | 4.4 |
| Pay and productivity | 48 | 4.3 |
| Female participation in the labor force ratio to men | 97 | 0.67 |
| **ICT readiness** | 62 | 4.6 |
| ICT use for biz-to-biz transactions | 80 | 4.5 |
| Internet use for biz-to-consumer transactions | 70 | 4.4 |
| Internet users % pop. | 45 | 70.4 |
| Fixed-broadband Internet subscriptions /100 pop. | 52 | 17.2 |
| Mobile-cellular telephone subscriptions /100 pop. | 97 | 98.8 |
| Mobile-broadband subscriptions /100 pop. | 68 | 53.5 |
| Mobile network coverage % pop. | 51 | 99.7 |
| Quality of electricity supply | 66 | 4.9 |
| **Prioritization of Travel & Tourism** | 85 | 4.3 |
| Government prioritization of travel and tourism industry | 58 | 5.0 |
| T&T government expenditure % government budget | 117 | 1.3 |
| Effectiveness of marketing and branding to attract tourists | 41 | 4.9 |
| Comprehensiveness of annual T&T data 0–120 (best) | 75 | 62 |
| Timeliness of providing monthly/quarterly T&T data 0–21 (best) | 17 | 20.5 |
| Country brand strategy rating 1–10 (best) | 112 | 61.8 |

| Index Component | Rank/136 | Score* |
|---|---|---|
| **International Openness** | 93 | 2.6 |
| Visa requirements 0–100 (best) | 43 | 45.0 |
| Openness of bilateral Air Service Agreements 0–38 (best) | 109 | 7.1 |
| Number of regional trade agreements in force number | 78 | 6.0 |
| **Price competitiveness** | 44 | 5.2 |
| Ticket taxes and airport charges 0–100 (best) | 64 | 76.6 |
| Hotel price index US$ | n/a | n/a |
| Purchasing power parity PPP $ | 24 | 0.3 |
| Fuel price levels US$ cents/litre | 81 | 127.0 |
| **Environmental sustainability** | 105 | 3.7 |
| Stringency of environmental regulations | 86 | 3.7 |
| Enforcement of environmental regulations | 82 | 3.5 |
| Sustainability of travel and tourism industry development | 90 | 3.9 |
| Particulate matter (2.5) concentration µg/m3 | 103 | 11.6 |
| Environmental treaty ratification 0–27 (best) | 90 | 19 |
| Baseline water stress 5–0 (best) | 110 | 3.9 |
| Threatened species % total species | 47 | 4.8 |
| Forest cover change % change | 47 | 0.0 |
| Wastewater treatment % | 82 | 4.4 |
| Costal shelf fishing pressure tonnes/km2 | n/a | n/a |
| **Air transport infrastructure** | 93 | 2.2 |
| Quality of air transport infrastructure | 51 | 4.8 |
| Available seat kilometres, domestic millions | 105 | 0.0 |
| Available seat kilometres, international millions | 121 | 20.2 |
| Aircraft departures /1,000 pop. | 105 | 0.7 |
| Airport density airports/million pop. | 41 | 1.7 |
| Number of operating airlines Number | 109 | 15.0 |
| **Ground and port infrastructure** | 62 | 3.3 |
| Quality of roads | 81 | 3.7 |
| Road density % total territorial area | 48 | - |
| Paved road density % total territorial area | 50 | - |
| Quality of railroad infrastructure | 63 | 2.7 |
| Railroad density km of roads/land area | 31 | 2.7 |
| Quality of port infrastructure | 78 | 3.8 |
| Ground transport efficiency | 52 | 3.9 |
| **Tourist service infrastructure** | 72 | 4.0 |
| Hotel rooms number/100 pop. | 73 | 0.4 |
| Quality of tourism infrastructure | 101 | 4.1 |
| Presence of major car rental companies | 51 | 6 |
| Automated teller machines number/thoudand adult pop. | 55 | 54.5 |
| **Natural resources** | 125 | 2.1 |
| Number of World Heritage natural sites number of sites | 78 | 1 |
| Total known species number of species | 92 | 415 |
| Total protected areas % total territorial area | 97 | 9.7 |
| Natural tourism digital demand 0–100 (best) | 132 | 1 |
| Attractiveness of natural assets | 115 | 4.0 |
| **Cultural resources and business travel** | 105 | 1.4 |
| Number of World Heritage cultural sites number of sites | 120 | 1 |
| Oral and intangible cultural heritage number of expressions | 43 | 3 |
| Sports stadiums number of large stadiums | 90 | 3.0 |
| Number of international association meetings 3-year average | 78 | 11.3 |
| Cultural and entertainment tourism digital demand 0–100 (best) | 127 | 1 |

* Scores are on a 1-to-7 scale unless indicated otherwise. For detailed definitions, sources, and periods, consult the interactive Country/Economy Profiles and Rankings at http://wef.ch/ttcr

# Madagascar

**121st**/136

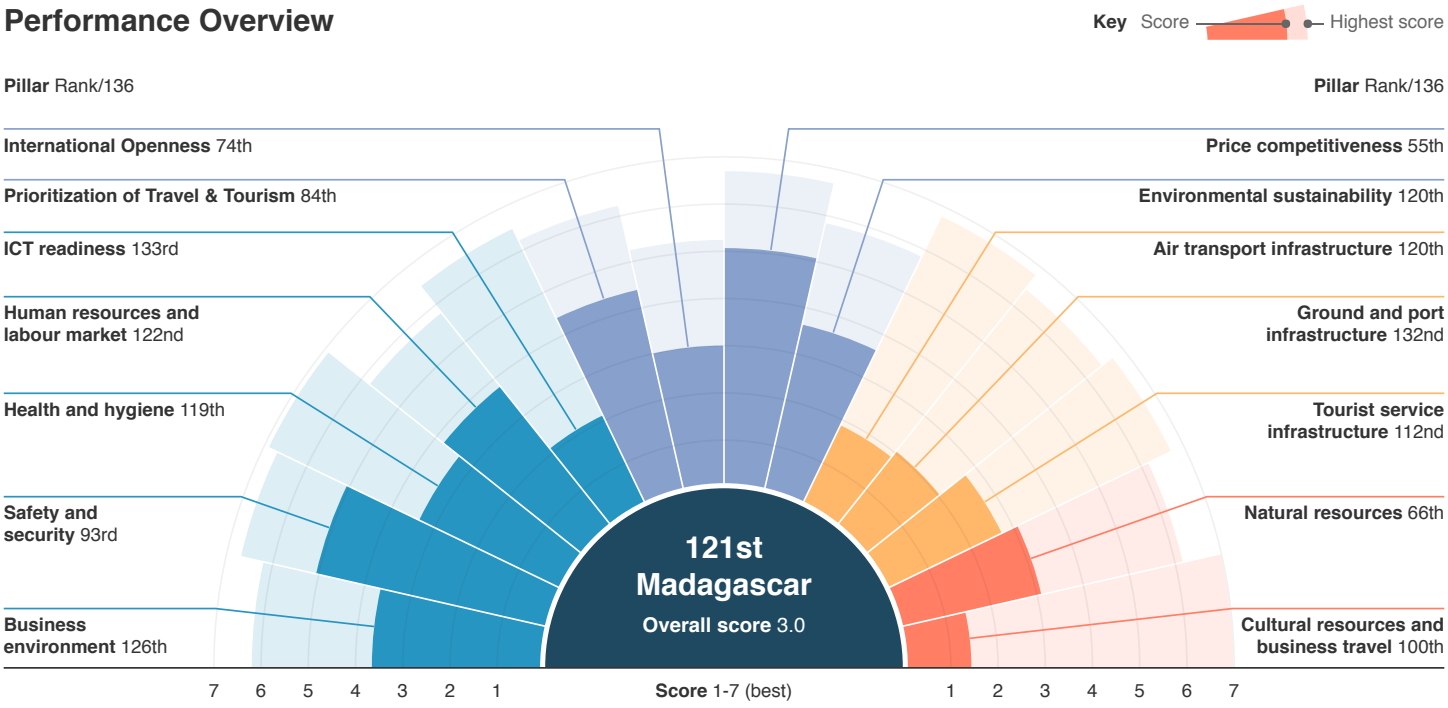
Travel & Tourism Competitiveness Index 2017 edition

## Key Indicators

Sources: World Tourism Organization (UNWTO) and World Travel and Tourism Council (WTTC)

| | |
|---|---|
| **International tourist arrivals** | 244,321 |
| **International tourism inbound receipts** | US $574.0 million |
| **Average receipts per arrival** | US $2,349.4 |
| **T&T industry GDP** | US $548.0 million |
| % of total | 4.8% |
| **T&T industry employment** | 208,360 jobs |
| % of total | 3.8% |

## Performance Overview




## Past performance

| Travel & Tourism Competitiveness Edition | 2015 | 2017 |
|---|---|---|
| **Rank** | 121 / 141 | 121 / 136 |
| **Score** | 3.0 | 3.0 |

# Madagascar

**121st**/136

## Travel & Tourism Competitiveness Index 2017 edition

WORLD ECONOMIC FORUM

| Index Component | Rank/136 | Score* |
|---|---|---|
| **Business environment** | 126 | 3.6 |
| Property rights | 125 | 3.2 |
| Business impact of rules on FDI | 104 | 4.0 |
| Efficiency of legal framework in settling disputes | 120 | 2.7 |
| Efficiency of legal framework in challenging regs | 127 | 2.5 |
| Time required to deal with construction permits days | 96 | 185 |
| Cost to deal with construction permits % construction cost | 135 | 28.2 |
| Extent of market dominance | 121 | 3.0 |
| Time to start a business days | 68 | 11.0 |
| Cost to start a business % GNI per capita | 120 | 40.4 |
| Effect of taxation on incentives to work | 57 | 4.0 |
| Effect of taxation on incentives to invest | 97 | 3.3 |
| Total tax rate % profits | 70 | 38.1 |
| **Safety and security** | 93 | 5.0 |
| Business costs of crime and violence | 109 | 3.6 |
| Reliability of police services | 121 | 2.9 |
| Business costs of terrorism | 95 | 4.8 |
| Index of terrorism incidence | 79 | 6.9 |
| Homicide rate /100,000 pop. | 10 | 0.6 |
| **Health and hygiene** | 119 | 3.3 |
| Physician density /1,000 pop | 115 | 0.2 |
| Access to improved sanitation % pop. | 136 | 12.0 |
| Access to improved drinking water % pop. | 134 | 51.5 |
| Hospital beds /10,000 pop. | 134 | 2.0 |
| HIV prevalence % adult pop. | 60 | 0.3 |
| Malaria incidence cases/100,000 pop. | 115 | 5090.8 |
| **Human resources and labour market** | 122 | 3.8 |
| Primary education enrollment rate net % | 131 | 77.1 |
| Secondary education enrollment rate gross % | 129 | 38.4 |
| Extent of staff training | 94 | 3.6 |
| Degree of customer orientation | 77 | 4.5 |
| Hiring and firing practices | 68 | 3.7 |
| Ease of finding skilled employees | 67 | 4.2 |
| Ease of hiring foreign labour | 72 | 4.0 |
| Pay and productivity | 109 | 3.5 |
| Female participation in the labor force ratio to men | 11 | 0.95 |
| **ICT readiness** | 133 | 2.1 |
| ICT use for biz-to-biz transactions | 85 | 4.5 |
| Internet use for biz-to-consumer transactions | 92 | 4.1 |
| Internet users % pop. | 133 | 4.2 |
| Fixed-broadband Internet subscriptions /100 pop. | 126 | 0.1 |
| Mobile-cellular telephone subscriptions /100 pop. | 133 | 44.1 |
| Mobile-broadband subscriptions /100 pop. | 121 | 13.2 |
| Mobile network coverage % pop. | 130 | 75.0 |
| Quality of electricity supply | 128 | 1.9 |
| **Prioritization of Travel & Tourism** | 84 | 4.4 |
| Government prioritization of travel and tourism industry | 97 | 4.2 |
| T&T government expenditure % government budget | 28 | 5.8 |
| Effectiveness of marketing and branding to attract tourists | 83 | 3.9 |
| Comprehensiveness of annual T&T data 0–120 (best) | 123 | 35 |
| Timeliness of providing monthly/quarterly T&T data 0–21 (best) | 94 | 15.0 |
| Country brand strategy rating 1–10 (best) | 93 | 70.5 |

| Index Component | Rank/136 | Score* |
|---|---|---|
| **International Openness** | 74 | 3.0 |
| Visa requirements 0–100 (best) | 12 | 70.0 |
| Openness of bilateral Air Service Agreements 0–38 (best) | 94 | 9.1 |
| Number of regional trade agreements in force number | 127 | 1.0 |
| **Price competitiveness** | 55 | 5.0 |
| Ticket taxes and airport charges 0–100 (best) | 112 | 54.8 |
| Hotel price index US$ | n/a | n/a |
| Purchasing power parity PPP $ | 3 | 0.3 |
| Fuel price levels US$ cents/litre | 55 | 109.0 |
| **Environmental sustainability** | 120 | 3.6 |
| Stringency of environmental regulations | 121 | 3.0 |
| Enforcement of environmental regulations | 115 | 3.0 |
| Sustainability of travel and tourism industry development | 91 | 3.9 |
| Particulate matter (2.5) concentration µg/m3 | 6 | 1.8 |
| Environmental treaty ratification 0–27 (best) | 54 | 22 |
| Baseline water stress 5–0 (best) | 56 | 1.2 |
| Threatened species % total species | 136 | 37.2 |
| Forest cover change % change | 114 | 0.1 |
| Wastewater treatment % | 111 | 0.0 |
| Costal shelf fishing pressure tonnes/km2 | 16 | 0.0 |
| **Air transport infrastructure** | 120 | 1.8 |
| Quality of air transport infrastructure | 120 | 3.2 |
| Available seat kilometres, domestic millions | 60 | 4.5 |
| Available seat kilometres, international millions | 104 | 33.9 |
| Aircraft departures /1,000 pop. | 110 | 0.4 |
| Airport density airports/million pop. | 37 | 1.8 |
| Number of operating airlines Number | 117 | 13.0 |
| **Ground and port infrastructure** | 132 | 2.0 |
| Quality of roads | 136 | 2.0 |
| Road density % total territorial area | 127 | - |
| Paved road density % total territorial area | 125 | - |
| Quality of railroad infrastructure | n/a | n/a |
| Railroad density km of roads/land area | n/a | 0.1 |
| Quality of port infrastructure | 92 | 3.5 |
| Ground transport efficiency | 121 | 2.4 |
| **Tourist service infrastructure** | 112 | 2.7 |
| Hotel rooms number/100 pop. | 117 | 0.1 |
| Quality of tourism infrastructure | 102 | 4.0 |
| Presence of major car rental companies | 85 | 4 |
| Automated teller machines number/thoudand adult pop. | 131 | 2.0 |
| **Natural resources** | 66 | 3.1 |
| Number of World Heritage natural sites number of sites | 30 | 2 |
| Total known species number of species | 46 | 796 |
| Total protected areas % total territorial area | 116 | 5.0 |
| Natural tourism digital demand 0–100 (best) | 65 | 13 |
| Attractiveness of natural assets | 61 | 5.2 |
| **Cultural resources and business travel** | 100 | 1.4 |
| Number of World Heritage cultural sites number of sites | 97 | 1 |
| Oral and intangible cultural heritage number of expressions | 71 | 1 |
| Sports stadiums number of large stadiums | 66 | 5.0 |
| Number of international association meetings 3-year average | 128 | 0.7 |
| Cultural and entertainment tourism digital demand 0–100 (best) | 78 | 7 |

* Scores are on a 1-to-7 scale unless indicated otherwise. For detailed definitions, sources, and periods, consult the interactive Country/Economy Profiles and Rankings at http://wef.ch/ttcr

# Malawi

**123rd** / 136

Travel & Tourism Competitiveness Index 2017 edition

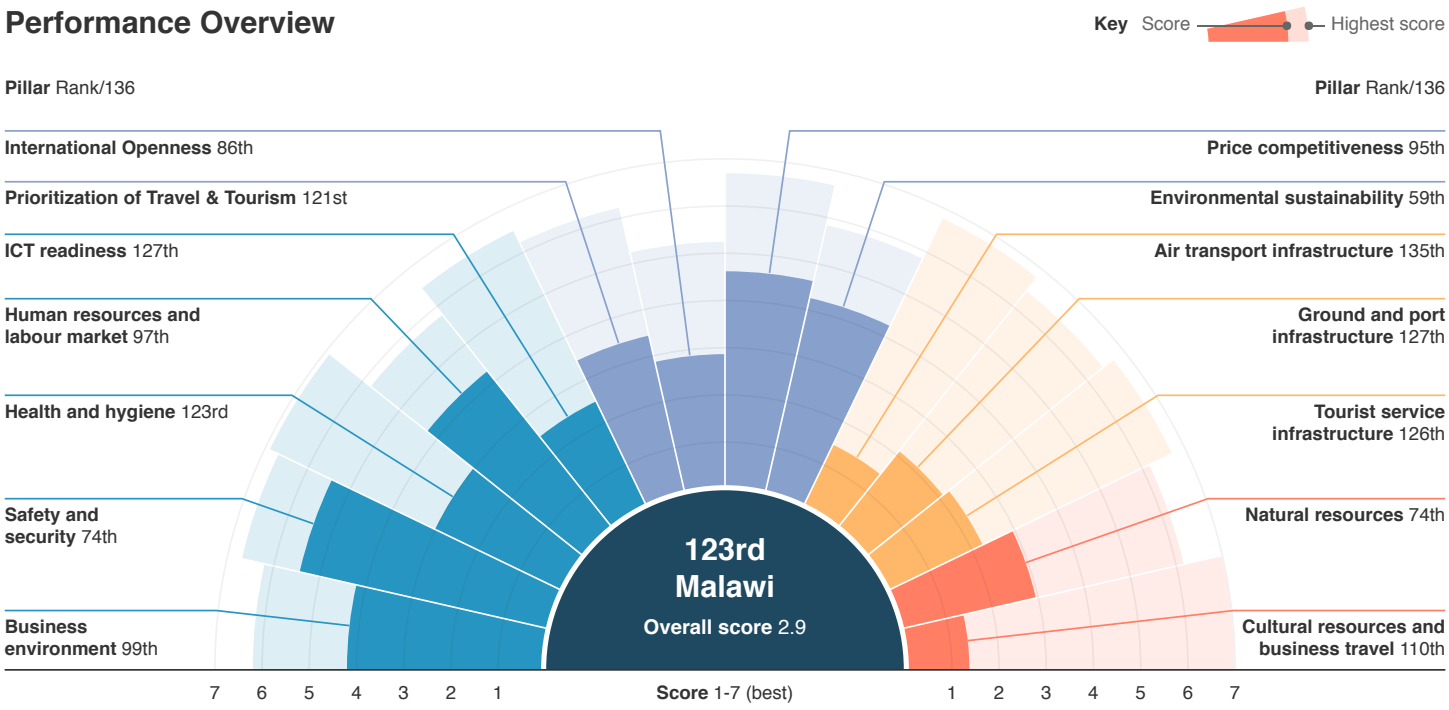
## Key Indicators

Sources: World Tourism Organization (UNWTO) and World Travel and Tourism Council (WTTC)

| | |
|---|---|
| **International tourist arrivals** | 805,000 |
| **International tourism inbound receipts** | US $36.8 million |
| **Average receipts per arrival** | US $45.7 |

| | |
|---|---|
| **T&T industry GDP** | US $230.7 million |
| % of total | 3.4% |
| **T&T industry employment** | 205,034 jobs |
| % of total | 2.8% |

## Performance Overview




## Past performance

| Travel & Tourism Competitiveness Edition | 2015 | 2017 |
|---|---|---|
| **Rank** | 126 / 141 | 123 / 136 |
| **Score** | 2.9 | 2.9 |

# Malawi

**123rd** / 136

## Travel & Tourism Competitiveness Index 2017 edition

WORLD ECONOMIC FORUM

| Index Component | Rank/136 | Score* |
|---|---|---|
| **Business environment** | 99 | 4.2 |
| Property rights | 94 | 4.0 |
| Business impact of rules on FDI | 64 | 4.7 |
| Efficiency of legal framework in settling disputes | 98 | 3.1 |
| Efficiency of legal framework in challenging regs | 77 | 3.3 |
| Time required to deal with construction permits days | 75 | 153 |
| Cost to deal with construction permits % construction cost | 43 | 1.0 |
| Extent of market dominance | 123 | 2.9 |
| Time to start a business days | 120 | 37.0 |
| Cost to start a business % GNI per capita | 124 | 42.2 |
| Effect of taxation on incentives to work | 96 | 3.6 |
| Effect of taxation on incentives to invest | 115 | 2.9 |
| Total tax rate % profits | 57 | 34.5 |
| **Safety and security** | 74 | 5.4 |
| Business costs of crime and violence | 118 | 3.3 |
| Reliability of police services | 95 | 3.8 |
| Business costs of terrorism | 8 | 6.2 |
| Index of terrorism incidence | 1 | 7.0 |
| Homicide rate /100,000 pop. | 50 | 1.8 |
| **Health and hygiene** | 123 | 3.0 |
| Physician density /1,000 pop | 135 | 0.0 |
| Access to improved sanitation % pop. | 117 | 41.0 |
| Access to improved drinking water % pop. | 96 | 90.2 |
| Hospital beds /10,000 pop. | 99 | 13.0 |
| HIV prevalence % adult pop. | 129 | 10.0 |
| Malaria incidence cases/100,000 pop. | 124 | 20964.0 |
| **Human resources and labour market** | 97 | 4.2 |
| Primary education enrollment rate net % | 37 | 97.5 |
| Secondary education enrollment rate gross % | 124 | 43.4 |
| Extent of staff training | 64 | 3.9 |
| Degree of customer orientation | 114 | 4.0 |
| Hiring and firing practices | 71 | 3.7 |
| Ease of finding skilled employees | 102 | 3.7 |
| Ease of hiring foreign labour | 94 | 3.7 |
| Pay and productivity | 99 | 3.6 |
| Female participation in the labor force ratio to men | 5 | 1.01 |
| **ICT readiness** | 127 | 2.5 |
| ICT use for biz-to-biz transactions | 127 | 3.6 |
| Internet use for biz-to-consumer transactions | 131 | 3.1 |
| Internet users % pop. | 128 | 9.3 |
| Fixed-broadband Internet subscriptions /100 pop. | 131 | 0.0 |
| Mobile-cellular telephone subscriptions /100 pop. | 136 | 37.9 |
| Mobile-broadband subscriptions /100 pop. | 114 | 16.2 |
| Mobile network coverage % pop. | 108 | 95.0 |
| Quality of electricity supply | 123 | 2.3 |
| **Prioritization of Travel & Tourism** | 121 | 3.4 |
| Government prioritization of travel and tourism industry | 103 | 4.1 |
| T&T government expenditure % government budget | 115 | 1.4 |
| Effectiveness of marketing and branding to attract tourists | 122 | 3.0 |
| Comprehensiveness of annual T&T data 0–120 (best) | 108 | 43 |
| Timeliness of providing monthly/quarterly T&T data 0–21 (best) | 118 | 3.0 |
| Country brand strategy rating 1–10 (best) | 50 | 78.8 |

| Index Component | Rank/136 | Score* |
|---|---|---|
| **International Openness** | 86 | 2.8 |
| Visa requirements 0–100 (best) | 23 | 58.0 |
| Openness of bilateral Air Service Agreements 0–38 (best) | 80 | 9.9 |
| Number of regional trade agreements in force number | 117 | 2.0 |
| **Price competitiveness** | 95 | 4.6 |
| Ticket taxes and airport charges 0–100 (best) | 78 | 69.3 |
| Hotel price index US$ | n/a | n/a |
| Purchasing power parity PPP $ | 11 | 0.3 |
| Fuel price levels US$ cents/litre | 126 | 180.0 |
| **Environmental sustainability** | 59 | 4.2 |
| Stringency of environmental regulations | 123 | 3.0 |
| Enforcement of environmental regulations | 123 | 2.9 |
| Sustainability of travel and tourism industry development | 118 | 3.3 |
| Particulate matter (2.5) concentration μg/m3 | 32 | 4.9 |
| Environmental treaty ratification 0–27 (best) | 90 | 19 |
| Baseline water stress 5–0 (best) | 1 | 0.0 |
| Threatened species % total species | 23 | 3.8 |
| Forest cover change % change | 84 | 0.1 |
| Wastewater treatment % | 111 | 0.0 |
| Costal shelf fishing pressure tonnes/km2 | n/a | n/a |
| **Air transport infrastructure** | 135 | 1.4 |
| Quality of air transport infrastructure | 134 | 2.4 |
| Available seat kilometres, domestic millions | 105 | 0.0 |
| Available seat kilometres, international millions | 131 | 8.4 |
| Aircraft departures /1,000 pop. | 126 | 0.1 |
| Airport density airports/million pop. | 92 | 0.7 |
| Number of operating airlines Number | 130 | 6.0 |
| **Ground and port infrastructure** | 127 | 2.1 |
| Quality of roads | 110 | 2.9 |
| Road density % total territorial area | 106 | - |
| Paved road density % total territorial area | 102 | - |
| Quality of railroad infrastructure | 91 | 1.8 |
| Railroad density km of roads/land area | 60 | 0.7 |
| Quality of port infrastructure | 128 | 2.2 |
| Ground transport efficiency | 119 | 2.4 |
| **Tourist service infrastructure** | 126 | 2.2 |
| Hotel rooms number/100 pop. | 100 | 0.2 |
| Quality of tourism infrastructure | 118 | 3.5 |
| Presence of major car rental companies | 113 | 2 |
| Automated teller machines number/thoudand adult pop. | 125 | 4.9 |
| **Natural resources** | 74 | 2.9 |
| Number of World Heritage natural sites number of sites | 46 | 1 |
| Total known species number of species | 38 | 906 |
| Total protected areas % total territorial area | 70 | 16.8 |
| Natural tourism digital demand 0–100 (best) | 106 | 3 |
| Attractiveness of natural assets | 90 | 4.7 |
| **Cultural resources and business travel** | 110 | 1.3 |
| Number of World Heritage cultural sites number of sites | 97 | 1 |
| Oral and intangible cultural heritage number of expressions | 43 | 3 |
| Sports stadiums number of large stadiums | 97 | 2.0 |
| Number of international association meetings 3-year average | 119 | 2.7 |
| Cultural and entertainment tourism digital demand 0–100 (best) | 97 | 4 |

* Scores are on a 1-to-7 scale unless indicated otherwise. For detailed definitions, sources, and periods, consult the interactive Country/Economy Profiles and Rankings at http://wef.ch/ttcr

# Malaysia

**26th** / 136

Travel & Tourism Competitiveness Index 2017 edition

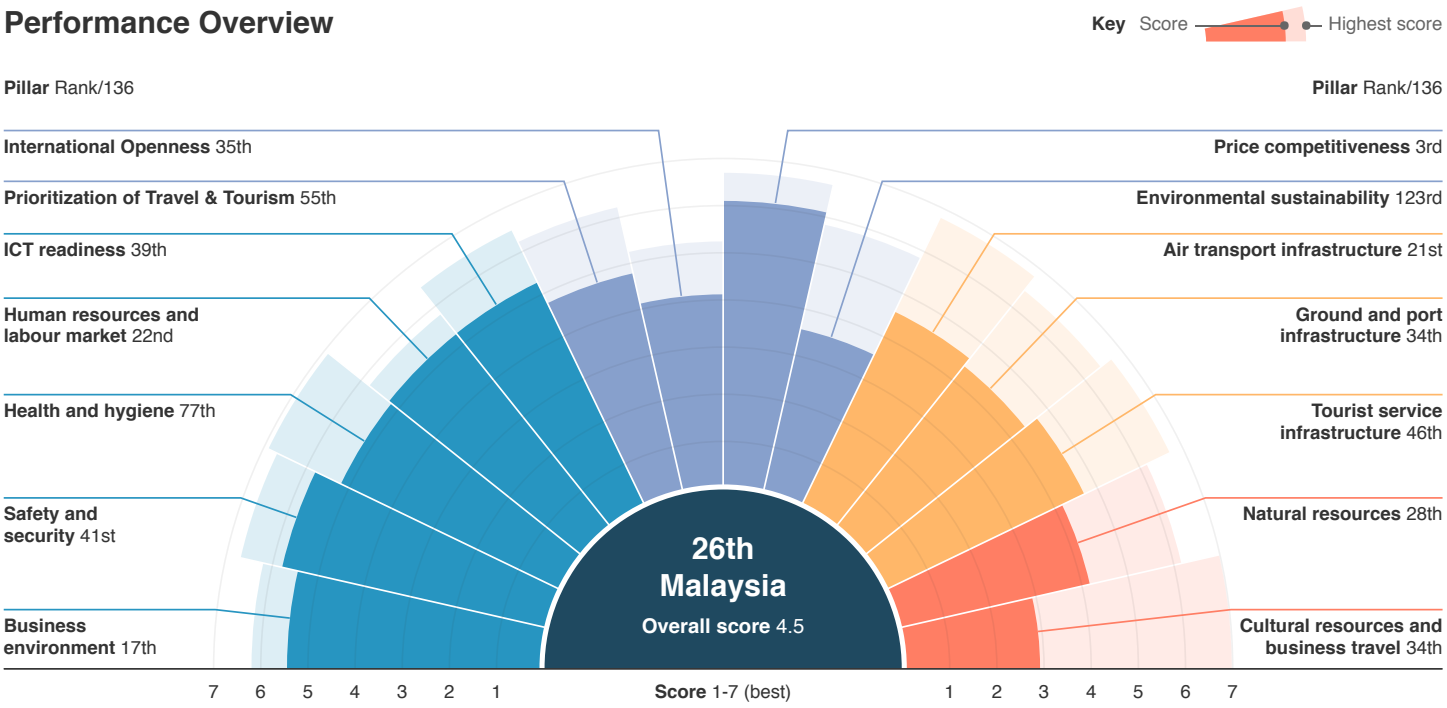
## Key Indicators

Sources: World Tourism Organization (UNWTO) and World Travel and Tourism Council (WTTC)

| | |
|---|---|
| **International tourist arrivals** | 25,721,251 |
| **International tourism inbound receipts** | US $17,597.1 million |
| **Average receipts per arrival** | US $684.1 |

| | |
|---|---|
| **T&T industry GDP** | US $13,004.3 million |
| % of total | 4.4% |
| **T&T industry employment** | 574,182 jobs |
| % of total | 4.2% |

## Performance Overview




Malaysia continues to deliver a strong performance, ranking 26th. While it dropped 1 position in the rankings, Malaysia effectively improved its travel and tourism competiveness in absolute terms, rising from 4.41 in 2015 to 4.50 in the current edition of the report. Malaysia remains an attractive destination thanks to its price competitiveness (3rd), its strong air connectivity (21st) and beautiful natural resources (28th). The country also offers a conducive enabling environment for doing business (17th), which is supported by a strong human resources and labour market (22nd, up 8 positions). Malaysia has also improved in ICT readiness (39th, up 15 positions), tourism service infrastructure (46th, up 22 positions) and increased international openness (35th, up 11 positions). Yet, cultural resources and business travel (34th, down 7 positions) and in the business environment have slightly declined). To further enhance its competitiveness, the government could further prioritize the travel and tourism industry (55th) and invest in the development of its cultural resources and business travel, while addressing environmental sustainability (123rd) and preserving its beautiful natural environment.

## Past performance

| Travel & Tourism Competitiveness Edition | 2015 | 2017 |
|---|---|---|
| **Rank** | 25 / 141 | 26 / 136 |
| **Score** | 4.4 | 4.5 |

# Malaysia

**26th** /136

## Travel & Tourism Competitiveness Index 2017 edition

WORLD ECONOMIC FORUM

| Index Component | Rank/136 | Score* |
|---|---|---|
| **Business environment** | 17 | 5.4 |
| Property rights | 31 | 5.3 |
| Business impact of rules on FDI | 41 | 5.0 |
| Efficiency of legal framework in settling disputes | 19 | 5.1 |
| Efficiency of legal framework in challenging regs | 17 | 4.9 |
| Time required to deal with construction permits days | 13 | 79 |
| Cost to deal with construction permits % construction cost | 58 | 1.4 |
| Extent of market dominance | 16 | 4.7 |
| Time to start a business days | 93 | 18.0 |
| Cost to start a business % GNI per capita | 63 | 6.2 |
| Effect of taxation on incentives to work | 12 | 5.1 |
| Effect of taxation on incentives to invest | 13 | 4.9 |
| Total tax rate % profits | 80 | 40.0 |
| **Safety and security** | 41 | 5.8 |
| Business costs of crime and violence | 59 | 4.8 |
| Reliability of police services | 38 | 5.4 |
| Business costs of terrorism | 77 | 5.1 |
| Index of terrorism incidence | 90 | 6.7 |
| Homicide rate /100,000 pop. | 54 | 1.9 |
| **Health and hygiene** | 77 | 5.2 |
| Physician density /1,000 pop | 79 | 1.2 |
| Access to improved sanitation % pop. | 50 | 96.0 |
| Access to improved drinking water % pop. | 58 | 98.2 |
| Hospital beds /10,000 pop. | 82 | 19.0 |
| HIV prevalence % adult pop. | 85 | 0.5 |
| Malaria incidence cases/100,000 pop. | 89 | 11.0 |
| **Human resources and labour market** | 22 | 5.2 |
| Primary education enrollment rate net % | 27 | 98.1 |
| Secondary education enrollment rate gross % | 96 | 77.6 |
| Extent of staff training | 9 | 5.3 |
| Degree of customer orientation | 18 | 5.6 |
| Hiring and firing practices | 10 | 5.1 |
| Ease of finding skilled employees | 10 | 5.3 |
| Ease of hiring foreign labour | 24 | 4.6 |
| Pay and productivity | 6 | 5.3 |
| Female participation in the labor force ratio to men | 102 | 0.65 |
| **ICT readiness** | 39 | 5.2 |
| ICT use for biz-to-biz transactions | 22 | 5.6 |
| Internet use for biz-to-consumer transactions | 13 | 5.7 |
| Internet users % pop. | 43 | 71.1 |
| Fixed-broadband Internet subscriptions /100 pop. | 70 | 10.0 |
| Mobile-cellular telephone subscriptions /100 pop. | 27 | 143.9 |
| Mobile-broadband subscriptions /100 pop. | 23 | 90.6 |
| Mobile network coverage % pop. | 104 | 96.0 |
| Quality of electricity supply | 39 | 5.8 |
| **Prioritization of Travel & Tourism** | 55 | 4.7 |
| Government prioritization of travel and tourism industry | 24 | 5.7 |
| T&T government expenditure % government budget | 109 | 1.8 |
| Effectiveness of marketing and branding to attract tourists | 7 | 5.7 |
| Comprehensiveness of annual T&T data 0–120 (best) | 95 | 53 |
| Timeliness of providing monthly/quarterly T&T data 0–21 (best) | 53 | 19.0 |
| Country brand strategy rating 1–10 (best) | 85 | 72.1 |

| Index Component | Rank/136 | Score* |
|---|---|---|
| **International Openness** | 35 | 4.1 |
| Visa requirements 0–100 (best) | 25 | 57.0 |
| Openness of bilateral Air Service Agreements 0–38 (best) | 44 | 12.2 |
| Number of regional trade agreements in force number | 43 | 22.0 |
| **Price competitiveness** | 3 | 6.1 |
| Ticket taxes and airport charges 0–100 (best) | 7 | 95.0 |
| Hotel price index US$ | 18 | 85.2 |
| Purchasing power parity PPP $ | 32 | 0.4 |
| Fuel price levels US$ cents/litre | 16 | 65.0 |
| **Environmental sustainability** | 123 | 3.5 |
| Stringency of environmental regulations | 25 | 5.2 |
| Enforcement of environmental regulations | 24 | 5.1 |
| Sustainability of travel and tourism industry development | 6 | 5.5 |
| Particulate matter (2.5) concentration μg/m3 | 111 | 11.9 |
| Environmental treaty ratification 0–27 (best) | 79 | 20 |
| Baseline water stress 5–0 (best) | 50 | 1.0 |
| Threatened species % total species | 128 | 13.6 |
| Forest cover change % change | 125 | 0.2 |
| Wastewater treatment % | 56 | 19.6 |
| Costal shelf fishing pressure tonnes/km2 | 92 | 1.1 |
| **Air transport infrastructure** | 21 | 4.5 |
| Quality of air transport infrastructure | 20 | 5.7 |
| Available seat kilometres, domestic millions | 14 | 456.5 |
| Available seat kilometres, international millions | 21 | 1480.7 |
| Aircraft departures /1,000 pop. | 24 | 15.7 |
| Airport density airports/million pop. | 45 | 1.5 |
| Number of operating airlines Number | 23 | 78.0 |
| **Ground and port infrastructure** | 34 | 4.4 |
| Quality of roads | 20 | 5.5 |
| Road density % total territorial area | 46 | - |
| Paved road density % total territorial area | 36 | - |
| Quality of railroad infrastructure | 15 | 5.1 |
| Railroad density km of roads/land area | 59 | 0.7 |
| Quality of port infrastructure | 17 | 5.4 |
| Ground transport efficiency | 27 | 4.8 |
| **Tourist service infrastructure** | 46 | 4.7 |
| Hotel rooms number/100 pop. | 35 | 1.0 |
| Quality of tourism infrastructure | 16 | 5.7 |
| Presence of major car rental companies | 72 | 5 |
| Automated teller machines number/thoudand adult pop. | 60 | 51.9 |
| **Natural resources** | 28 | 4.1 |
| Number of World Heritage natural sites number of sites | 30 | 2 |
| Total known species number of species | 22 | 1269 |
| Total protected areas % total territorial area | 59 | 18.4 |
| Natural tourism digital demand 0–100 (best) | 31 | 36 |
| Attractiveness of natural assets | 37 | 5.7 |
| **Cultural resources and business travel** | 34 | 2.9 |
| Number of World Heritage cultural sites number of sites | 75 | 2 |
| Oral and intangible cultural heritage number of expressions | 71 | 1 |
| Sports stadiums number of large stadiums | 19 | 23.0 |
| Number of international association meetings 3-year average | 34 | 129.3 |
| Cultural and entertainment tourism digital demand 0–100 (best) | 35 | 19 |

* Scores are on a 1-to-7 scale unless indicated otherwise. For detailed definitions, sources, and periods, consult the interactive Country/Economy Profiles and Rankings at http://wef.ch/ttcr

# Mali

**130th** / 136

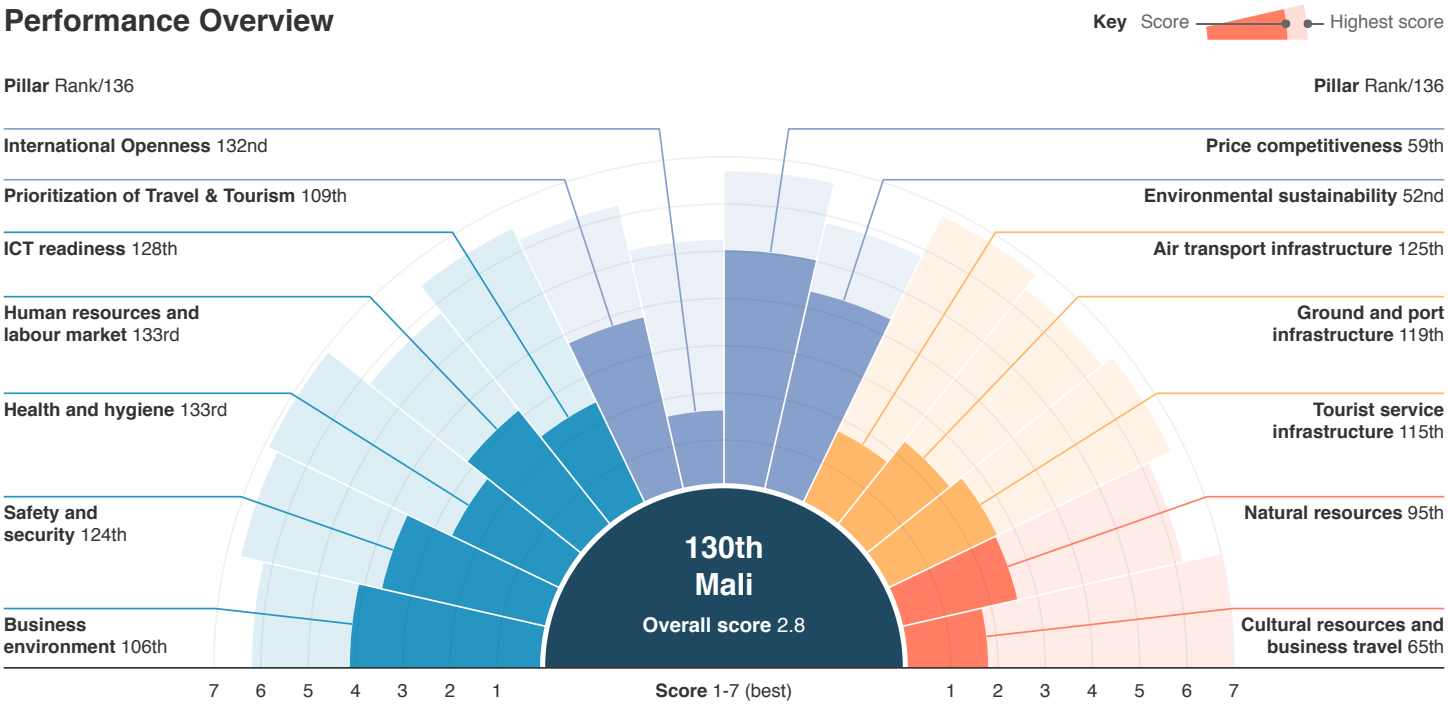
Travel & Tourism Competitiveness Index 2017 edition

## Key Indicators

Sources: World Tourism Organization (UNWTO) and World Travel and Tourism Council (WTTC)

| | |
|---|---|
| **International tourist arrivals** | 159,000 |
| **International tourism inbound receipts** | US $212.0 million |
| **Average receipts per arrival** | US $1,333.1 |
| **T&T industry GDP** | US $441.4 million |
| % of total | 4.2% |
| **T&T industry employment** | 78,335 jobs |
| % of total | 2.3% |

## Performance Overview




## Past performance

| Travel & Tourism Competitiveness Edition | 2015 | 2017 |
|---|---|---|
| **Rank** | 128 / 141 | 130 / 136 |
| **Score** | 2.9 | 2.8 |

# Mali

**130th** / 136

## Travel & Tourism Competitiveness Index 2017 edition

WORLD ECONOMIC FORUM

| Index Component | Rank/136 | Score* |
|---|---|---|
| **Business environment** | 106 | 4.1 |
| Property rights | 111 | 3.7 |
| Business impact of rules on FDI | 118 | 3.6 |
| Efficiency of legal framework in settling disputes | 61 | 3.7 |
| Efficiency of legal framework in challenging regs | 67 | 3.5 |
| Time required to deal with construction permits days | 55 | 124 |
| Cost to deal with construction permits % construction cost | 113 | 6.5 |
| Extent of market dominance | 37 | 4.1 |
| Time to start a business days | 50 | 8.5 |
| Cost to start a business % GNI per capita | 128 | 61.0 |
| Effect of taxation on incentives to work | 78 | 3.8 |
| Effect of taxation on incentives to invest | 79 | 3.4 |
| Total tax rate % profits | 101 | 48.3 |
| **Safety and security** | 124 | 3.6 |
| Business costs of crime and violence | 111 | 3.6 |
| Reliability of police services | 101 | 3.6 |
| Business costs of terrorism | 124 | 3.2 |
| Index of terrorism incidence | 122 | 2.0 |
| Homicide rate /100,000 pop. | 114 | 10.2 |
| **Health and hygiene** | 133 | 2.6 |
| Physician density /1,000 pop | 122 | 0.1 |
| Access to improved sanitation % pop. | 127 | 24.7 |
| Access to improved drinking water % pop. | 116 | 77.0 |
| Hospital beds /10,000 pop. | 135 | 1.0 |
| HIV prevalence % adult pop. | 114 | 1.4 |
| Malaria incidence cases/100,000 pop. | 136 | 42725.0 |
| **Human resources and labour market** | 133 | 3.1 |
| Primary education enrollment rate net % | 136 | 55.7 |
| Secondary education enrollment rate gross % | 127 | 41.3 |
| Extent of staff training | 109 | 3.5 |
| Degree of customer orientation | 106 | 4.1 |
| Hiring and firing practices | 52 | 3.9 |
| Ease of finding skilled employees | 59 | 4.3 |
| Ease of hiring foreign labour | 52 | 4.2 |
| Pay and productivity | 118 | 3.3 |
| Female participation in the labor force ratio to men | 112 | 0.62 |
| **ICT readiness** | 128 | 2.4 |
| ICT use for biz-to-biz transactions | 108 | 4.1 |
| Internet use for biz-to-consumer transactions | 126 | 3.3 |
| Internet users % pop. | 127 | 10.3 |
| Fixed-broadband Internet subscriptions /100 pop. | 133 | 0.0 |
| Mobile-cellular telephone subscriptions /100 pop. | 31 | 139.6 |
| Mobile-broadband subscriptions /100 pop. | 111 | 18.8 |
| Mobile network coverage % pop. | 135 | 20.0 |
| Quality of electricity supply | 115 | 2.8 |
| **Prioritization of Travel & Tourism** | 109 | 3.8 |
| Government prioritization of travel and tourism industry | 69 | 4.8 |
| T&T government expenditure % government budget | 111 | 1.7 |
| Effectiveness of marketing and branding to attract tourists | 54 | 4.6 |
| Comprehensiveness of annual T&T data 0–120 (best) | 89 | 54 |
| Timeliness of providing monthly/quarterly T&T data 0–21 (best) | 118 | 3.0 |
| Country brand strategy rating 1–10 (best) | 109 | 62.8 |

| Index Component | Rank/136 | Score* |
|---|---|---|
| **International Openness** | 132 | 1.6 |
| Visa requirements 0–100 (best) | 122 | 6.0 |
| Openness of bilateral Air Service Agreements 0–38 (best) | 118 | 6.4 |
| Number of regional trade agreements in force number | 117 | 2.0 |
| **Price competitiveness** | 59 | 5.0 |
| Ticket taxes and airport charges 0–100 (best) | 83 | 67.3 |
| Hotel price index US$ | n/a | n/a |
| Purchasing power parity PPP $ | 30 | 0.4 |
| Fuel price levels US$ cents/litre | 83 | 129.0 |
| **Environmental sustainability** | 52 | 4.3 |
| Stringency of environmental regulations | 114 | 3.2 |
| Enforcement of environmental regulations | 107 | 3.2 |
| Sustainability of travel and tourism industry development | 52 | 4.6 |
| Particulate matter (2.5) concentration µg/m3 | 19 | 4.1 |
| Environmental treaty ratification 0–27 (best) | 79 | 20 |
| Baseline water stress 5–0 (best) | 24 | 0.4 |
| Threatened species % total species | 25 | 3.8 |
| Forest cover change % change | 98 | 0.1 |
| Wastewater treatment % | 111 | 0.0 |
| Costal shelf fishing pressure tonnes/km2 | n/a | n/a |
| **Air transport infrastructure** | 125 | 1.7 |
| Quality of air transport infrastructure | 109 | 3.5 |
| Available seat kilometres, domestic millions | 105 | 0.0 |
| Available seat kilometres, international millions | 105 | 33.8 |
| Aircraft departures /1,000 pop. | 128 | 0.0 |
| Airport density airports/million pop. | 135 | 0.1 |
| Number of operating airlines Number | 106 | 16.0 |
| **Ground and port infrastructure** | 119 | 2.3 |
| Quality of roads | 96 | 3.2 |
| Road density % total territorial area | 123 | - |
| Paved road density % total territorial area | 131 | - |
| Quality of railroad infrastructure | 80 | 2.2 |
| Railroad density km of roads/land area | 100 | 0.1 |
| Quality of port infrastructure | 123 | 2.3 |
| Ground transport efficiency | 84 | 3.1 |
| **Tourist service infrastructure** | 115 | 2.6 |
| Hotel rooms number/100 pop. | 124 | 0.1 |
| Quality of tourism infrastructure | 75 | 4.5 |
| Presence of major car rental companies | 102 | 3 |
| Automated teller machines number/thoudand adult pop. | 128 | 4.3 |
| **Natural resources** | 95 | 2.5 |
| Number of World Heritage natural sites number of sites | 78 | 1 |
| Total known species number of species | 52 | 733 |
| Total protected areas % total territorial area | 102 | 8.4 |
| Natural tourism digital demand 0–100 (best) | 125 | 1 |
| Attractiveness of natural assets | 75 | 5.0 |
| **Cultural resources and business travel** | 65 | 1.8 |
| Number of World Heritage cultural sites number of sites | 59 | 4 |
| Oral and intangible cultural heritage number of expressions | 18 | 8 |
| Sports stadiums number of large stadiums | 66 | 5.0 |
| Number of international association meetings 3-year average | 131 | 0.3 |
| Cultural and entertainment tourism digital demand 0–100 (best) | 99 | 4 |

* Scores are on a 1-to-7 scale unless indicated otherwise. For detailed definitions, sources, and periods, consult the interactive Country/Economy Profiles and Rankings at http://wef.ch/ttcr

# Malta

**36th** / 136

Travel & Tourism Competitiveness Index 2017 edition

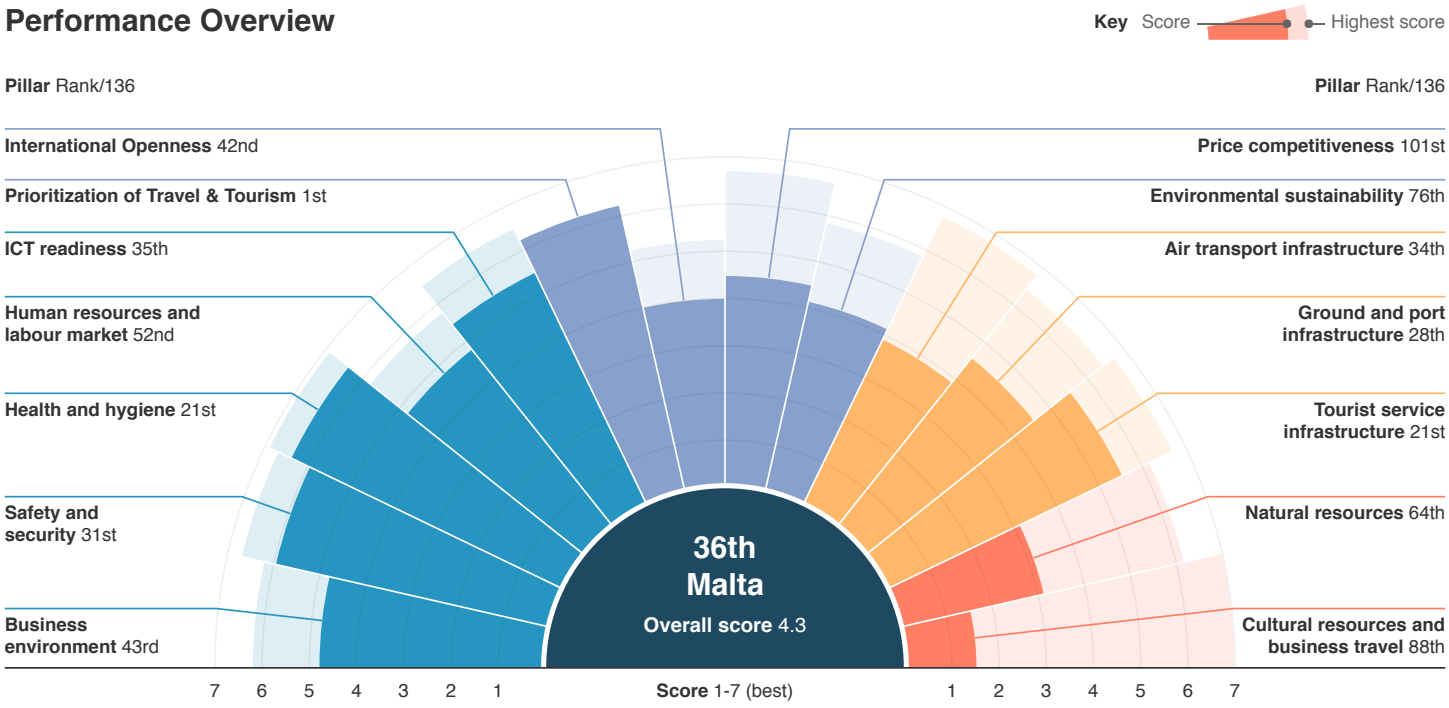
## Key Indicators

Sources: World Tourism Organization (UNWTO) and World Travel and Tourism Council (WTTC)

| | |
|---|---|
| **International tourist arrivals** | 1,783,366 |
| **International tourism inbound receipts** | US $1,372.0 million |
| **Average receipts per arrival** | US $769.3 |

| | |
|---|---|
| **T&T industry GDP** | US $1,397.4 million |
| % of total | 15.1% |
| **T&T industry employment** | 29,207 jobs |
| % of total | 16.5% |

## Performance Overview




## Past performance

| Travel & Tourism Competitiveness Edition | 2015 | 2017 |
|---|---|---|
| **Rank** | 40 / 141 | 36 / 136 |
| **Score** | 4.2 | 4.3 |

# Malta

**36th** / 136

## Travel & Tourism Competitiveness Index 2017 edition

WORLD ECONOMIC FORUM

| Index Component | Rank/136 | Score* |
|---|---|---|
| **Business environment** | 43 | 4.7 |
| Property rights | 37 | 5.0 |
| Business impact of rules on FDI | 25 | 5.4 |
| Efficiency of legal framework in settling disputes | 72 | 3.5 |
| Efficiency of legal framework in challenging regs | 45 | 3.8 |
| Time required to deal with construction permits days | 87 | 167 |
| Cost to deal with construction permits % construction cost | 78 | 2.5 |
| Extent of market dominance | 40 | 4.0 |
| Time to start a business days | 110 | 26.0 |
| Cost to start a business % GNI per capita | 85 | 12.3 |
| Effect of taxation on incentives to work | 24 | 4.5 |
| Effect of taxation on incentives to invest | 17 | 4.7 |
| Total tax rate % profits | 91 | 43.8 |
| **Safety and security** | 31 | 5.9 |
| Business costs of crime and violence | 25 | 5.4 |
| Reliability of police services | 46 | 5.0 |
| Business costs of terrorism | 58 | 5.4 |
| Index of terrorism incidence | 42 | 7.0 |
| Homicide rate /100,000 pop. | 38 | 1.4 |
| **Health and hygiene** | 21 | 6.4 |
| Physician density /1,000 pop | 21 | 3.5 |
| Access to improved sanitation % pop. | 1 | 100.0 |
| Access to improved drinking water % pop. | 1 | 100.0 |
| Hospital beds /10,000 pop. | 33 | 48.0 |
| HIV prevalence % adult pop. | 1 | 0.1 |
| Malaria incidence cases/100,000 pop. | 1 | S.L. |
| **Human resources and labour market** | 52 | 4.8 |
| Primary education enrollment rate net % | 24 | 98.3 |
| Secondary education enrollment rate gross % | 86 | 85.8 |
| Extent of staff training | 36 | 4.4 |
| Degree of customer orientation | 80 | 4.5 |
| Hiring and firing practices | 58 | 3.9 |
| Ease of finding skilled employees | 64 | 4.3 |
| Ease of hiring foreign labour | 25 | 4.6 |
| Pay and productivity | 44 | 4.4 |
| Female participation in the labor force ratio to men | 108 | 0.63 |
| **ICT readiness** | 35 | 5.4 |
| ICT use for biz-to-biz transactions | 30 | 5.4 |
| Internet use for biz-to-consumer transactions | 60 | 4.6 |
| Internet users % pop. | 34 | 76.2 |
| Fixed-broadband Internet subscriptions /100 pop. | 8 | 37.8 |
| Mobile-cellular telephone subscriptions /100 pop. | 46 | 129.3 |
| Mobile-broadband subscriptions /100 pop. | 56 | 62.6 |
| Mobile network coverage % pop. | 1 | 100.0 |
| Quality of electricity supply | 73 | 4.8 |
| **Prioritization of Travel & Tourism** | 1 | 6.2 |
| Government prioritization of travel and tourism industry | 6 | 6.4 |
| T&T government expenditure % government budget | 5 | 11.5 |
| Effectiveness of marketing and branding to attract tourists | 10 | 5.6 |
| Comprehensiveness of annual T&T data 0–120 (best) | 23 | 88 |
| Timeliness of providing monthly/quarterly T&T data 0–21 (best) | 28 | 20.0 |
| Country brand strategy rating 1–10 (best) | 31 | 81.1 |

| Index Component | Rank/136 | Score* |
|---|---|---|
| **International Openness** | 42 | 4.0 |
| Visa requirements 0–100 (best) | 73 | 24.0 |
| Openness of bilateral Air Service Agreements 0–38 (best) | 97 | 8.5 |
| Number of regional trade agreements in force number | 1 | 53.0 |
| **Price competitiveness** | 101 | 4.4 |
| Ticket taxes and airport charges 0–100 (best) | 36 | 84.8 |
| Hotel price index US$ | 71 | 140.1 |
| Purchasing power parity PPP $ | 108 | 0.7 |
| Fuel price levels US$ cents/litre | 120 | 170.0 |
| **Environmental sustainability** | 76 | 4.1 |
| Stringency of environmental regulations | 89 | 3.6 |
| Enforcement of environmental regulations | 101 | 3.3 |
| Sustainability of travel and tourism industry development | 49 | 4.6 |
| Particulate matter (2.5) concentration µg/m3 | 40 | 5.6 |
| Environmental treaty ratification 0–27 (best) | 43 | 23 |
| Baseline water stress 5–0 (best) | 124 | 5.0 |
| Threatened species % total species | 5 | 3.0 |
| Forest cover change % change | 108 | 0.1 |
| Wastewater treatment % | 30 | 68.5 |
| Costal shelf fishing pressure tonnes/km2 | 37 | 0.1 |
| **Air transport infrastructure** | 34 | 3.9 |
| Quality of air transport infrastructure | 26 | 5.6 |
| Available seat kilometres, domestic millions | 105 | 0.0 |
| Available seat kilometres, international millions | 86 | 83.4 |
| Aircraft departures /1,000 pop. | 12 | 31.6 |
| Airport density airports/million pop. | 27 | 2.4 |
| Number of operating airlines Number | 61 | 35.0 |
| **Ground and port infrastructure** | 28 | 4.5 |
| Quality of roads | 99 | 3.2 |
| Road density % total territorial area | 1 | - |
| Paved road density % total territorial area | 1 | - |
| Quality of railroad infrastructure | 42 | 3.5 |
| Railroad density km of roads/land area | n/a | n/a |
| Quality of port infrastructure | 25 | 5.3 |
| Ground transport efficiency | 65 | 3.6 |
| **Tourist service infrastructure** | 21 | 5.5 |
| Hotel rooms number/100 pop. | 1 | 4.3 |
| Quality of tourism infrastructure | 34 | 5.3 |
| Presence of major car rental companies | 51 | 6 |
| Automated teller machines number/thoudand adult pop. | 52 | 56.3 |
| **Natural resources** | 64 | 3.1 |
| Number of World Heritage natural sites number of sites | 86 | 0 |
| Total known species number of species | 133 | 231 |
| Total protected areas % total territorial area | 40 | 23.1 |
| Natural tourism digital demand 0–100 (best) | 25 | 44 |
| Attractiveness of natural assets | 79 | 5.0 |
| **Cultural resources and business travel** | 88 | 1.5 |
| Number of World Heritage cultural sites number of sites | 61 | 3 |
| Oral and intangible cultural heritage number of expressions | 93 | 0 |
| Sports stadiums number of large stadiums | 119 | 0.0 |
| Number of international association meetings 3-year average | 62 | 31.0 |
| Cultural and entertainment tourism digital demand 0–100 (best) | 42 | 16 |

* Scores are on a 1-to-7 scale unless indicated otherwise. For detailed definitions, sources, and periods, consult the interactive Country/Economy Profiles and Rankings at http://wef.ch/ttcr

# Mauritania

**132nd** / 136

Travel & Tourism Competitiveness Index 2017 edition

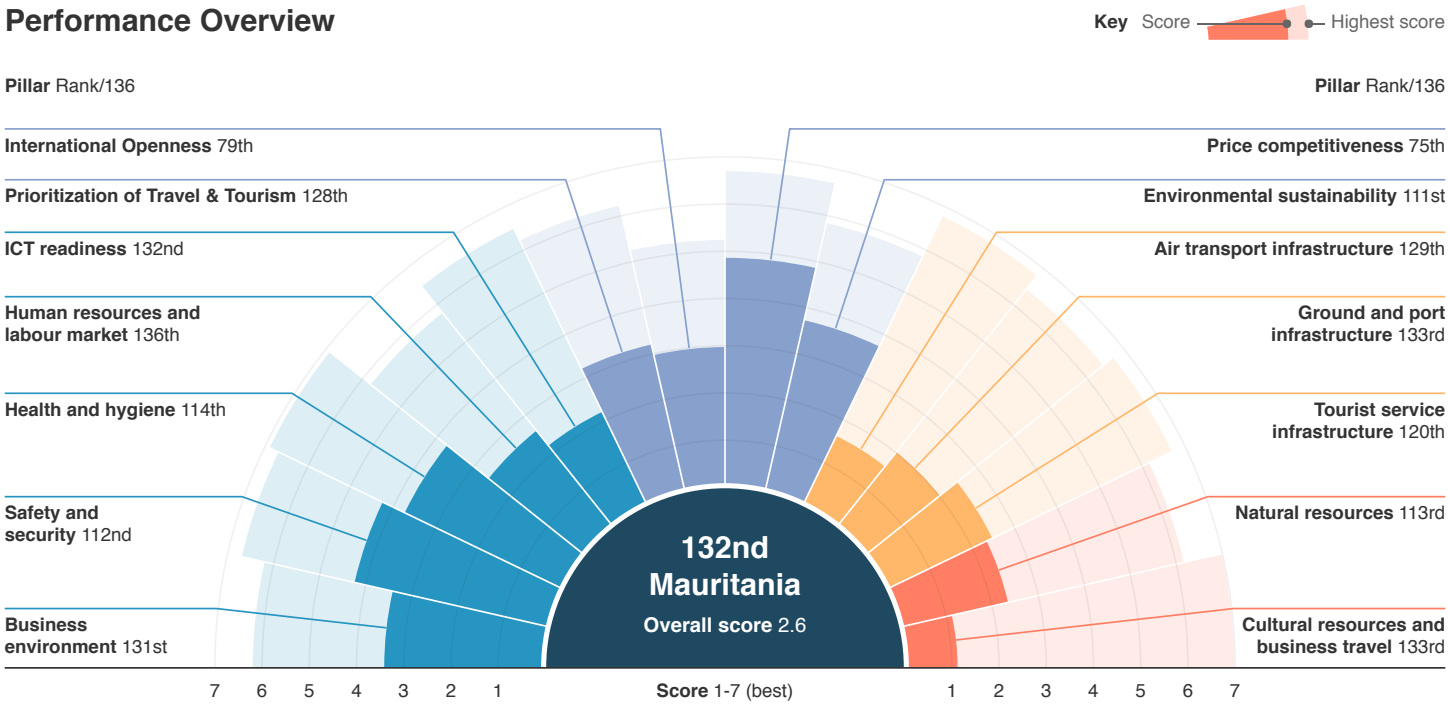
## Key Indicators

Sources: World Tourism Organization (UNWTO) and World Travel and Tourism Council (WTTC)

| | |
|---|---|
| **International tourist arrivals** | 30,000 |
| **International tourism inbound receipts** | US $29.0 million |
| **Average receipts per arrival** | US $965.2 |

| | |
|---|---|
| **T&T industry GDP** | US $0.0 million |
| % of total | 0.0% |
| **T&T industry employment** | 0 jobs |
| % of total | 0.0% |

## Performance Overview




## Past performance

| Travel & Tourism Competitiveness Edition | 2015 | 2017 |
|---|---|---|
| **Rank** | 137 / 141 | 132 / 136 |
| **Score** | 2.6 | 2.6 |

# Mauritania

**132nd** / 136

## Travel & Tourism Competitiveness Index 2017 edition

WORLD ECONOMIC FORUM

| Index Component | Rank/136 | Score* |
|---|---|---|
| **Business environment** | 131 | 3.4 |
| Property rights | 134 | 2.7 |
| Business impact of rules on FDI | 134 | 2.7 |
| Efficiency of legal framework in settling disputes | 129 | 2.4 |
| Efficiency of legal framework in challenging regs | 130 | 2.3 |
| Time required to deal with construction permits days | 38 | 104 |
| Cost to deal with construction permits % construction cost | 99 | 4.3 |
| Extent of market dominance | 135 | 2.1 |
| Time to start a business days | 46 | 8.0 |
| Cost to start a business % GNI per capita | 103 | 19.4 |
| Effect of taxation on incentives to work | 80 | 3.8 |
| Effect of taxation on incentives to invest | 129 | 2.5 |
| Total tax rate % profits | 134 | 71.3 |
| **Safety and security** | 112 | 4.2 |
| Business costs of crime and violence | 115 | 3.4 |
| Reliability of police services | 135 | 2.1 |
| Business costs of terrorism | 127 | 3.2 |
| Index of terrorism incidence | 1 | 7.0 |
| Homicide rate /100,000 pop. | 116 | 11.4 |
| **Health and hygiene** | 114 | 3.7 |
| Physician density /1,000 pop | 117 | 0.1 |
| Access to improved sanitation % pop. | 118 | 40.0 |
| Access to improved drinking water % pop. | 129 | 57.9 |
| Hospital beds /10,000 pop. | 129 | 4.0 |
| HIV prevalence % adult pop. | 98 | 0.7 |
| Malaria incidence cases/100,000 pop. | 113 | 1813.8 |
| **Human resources and labour market** | 136 | 2.6 |
| Primary education enrollment rate net % | 128 | 79.2 |
| Secondary education enrollment rate gross % | 134 | 30.6 |
| Extent of staff training | 136 | 2.2 |
| Degree of customer orientation | 135 | 3.1 |
| Hiring and firing practices | 67 | 3.8 |
| Ease of finding skilled employees | 134 | 2.8 |
| Ease of hiring foreign labour | 95 | 3.7 |
| Pay and productivity | 136 | 2.1 |
| Female participation in the labor force ratio to men | 122 | 0.46 |
| **ICT readiness** | 132 | 2.2 |
| ICT use for biz-to-biz transactions | 111 | 4.0 |
| Internet use for biz-to-consumer transactions | 134 | 2.9 |
| Internet users % pop. | 124 | 15.2 |
| Fixed-broadband Internet subscriptions /100 pop. | 119 | 0.2 |
| Mobile-cellular telephone subscriptions /100 pop. | 110 | 89.3 |
| Mobile-broadband subscriptions /100 pop. | 107 | 23.1 |
| Mobile network coverage % pop. | 132 | 62.0 |
| Quality of electricity supply | 120 | 2.4 |
| **Prioritization of Travel & Tourism** | 128 | 3.2 |
| Government prioritization of travel and tourism industry | 101 | 4.1 |
| T&T government expenditure % government budget | n/a | n/a |
| Effectiveness of marketing and branding to attract tourists | 85 | 3.9 |
| Comprehensiveness of annual T&T data 0–120 (best) | 135 | 8 |
| Timeliness of providing monthly/quarterly T&T data 0–21 (best) | 118 | 3.0 |
| Country brand strategy rating 1–10 (best) | 131 | 34.1 |

| Index Component | Rank/136 | Score* |
|---|---|---|
| **International Openness** | 79 | 2.9 |
| Visa requirements 0–100 (best) | 8 | 71.0 |
| Openness of bilateral Air Service Agreements 0–38 (best) | 91 | 9.2 |
| Number of regional trade agreements in force number | 135 | 0.0 |
| **Price competitiveness** | 75 | 4.8 |
| Ticket taxes and airport charges 0–100 (best) | 97 | 61.9 |
| Hotel price index US$ | n/a | n/a |
| Purchasing power parity PPP $ | 27 | 0.4 |
| Fuel price levels US$ cents/litre | 87 | 135.0 |
| **Environmental sustainability** | 111 | 3.7 |
| Stringency of environmental regulations | 128 | 2.8 |
| Enforcement of environmental regulations | 128 | 2.7 |
| Sustainability of travel and tourism industry development | 109 | 3.7 |
| Particulate matter (2.5) concentration μg/m3 | 10 | 2.9 |
| Environmental treaty ratification 0–27 (best) | 67 | 21 |
| Baseline water stress 5–0 (best) | 34 | 0.5 |
| Threatened species % total species | 63 | 5.8 |
| Forest cover change % change | 128 | 1.0 |
| Wastewater treatment % | 111 | 0.0 |
| Costal shelf fishing pressure tonnes/km2 | 54 | 0.1 |
| **Air transport infrastructure** | 129 | 1.6 |
| Quality of air transport infrastructure | 133 | 2.4 |
| Available seat kilometres, domestic millions | 81 | 1.0 |
| Available seat kilometres, international millions | 130 | 10.5 |
| Aircraft departures /1,000 pop. | 96 | 1.1 |
| Airport density airports/million pop. | 53 | 1.2 |
| Number of operating airlines Number | 122 | 10.0 |
| **Ground and port infrastructure** | 133 | 2.0 |
| Quality of roads | 133 | 2.3 |
| Road density % total territorial area | 136 | - |
| Paved road density % total territorial area | 132 | - |
| Quality of railroad infrastructure | 87 | 2.0 |
| Railroad density km of roads/land area | 97 | 0.1 |
| Quality of port infrastructure | 113 | 2.9 |
| Ground transport efficiency | 127 | 2.2 |
| **Tourist service infrastructure** | 120 | 2.4 |
| Hotel rooms number/100 pop. | 120 | 0.1 |
| Quality of tourism infrastructure | 108 | 3.7 |
| Presence of major car rental companies | 102 | 3 |
| Automated teller machines number/thoudand adult pop. | 117 | 7.7 |
| **Natural resources** | 113 | 2.3 |
| Number of World Heritage natural sites number of sites | 46 | 1 |
| Total known species number of species | 64 | 590 |
| Total protected areas % total territorial area | 132 | 1.0 |
| Natural tourism digital demand 0–100 (best) | 131 | 1 |
| Attractiveness of natural assets | 88 | 4.7 |
| **Cultural resources and business travel** | 133 | 1.1 |
| Number of World Heritage cultural sites number of sites | 97 | 1 |
| Oral and intangible cultural heritage number of expressions | 71 | 1 |
| Sports stadiums number of large stadiums | 119 | 0.0 |
| Number of international association meetings 3-year average | 127 | 1.0 |
| Cultural and entertainment tourism digital demand 0–100 (best) | 135 | 0 |

* Scores are on a 1-to-7 scale unless indicated otherwise. For detailed definitions, sources, and periods, consult the interactive Country/Economy Profiles and Rankings at http://wef.ch/ttcr

# Mauritius

**55th** / 136

Travel & Tourism Competitiveness Index 2017 edition

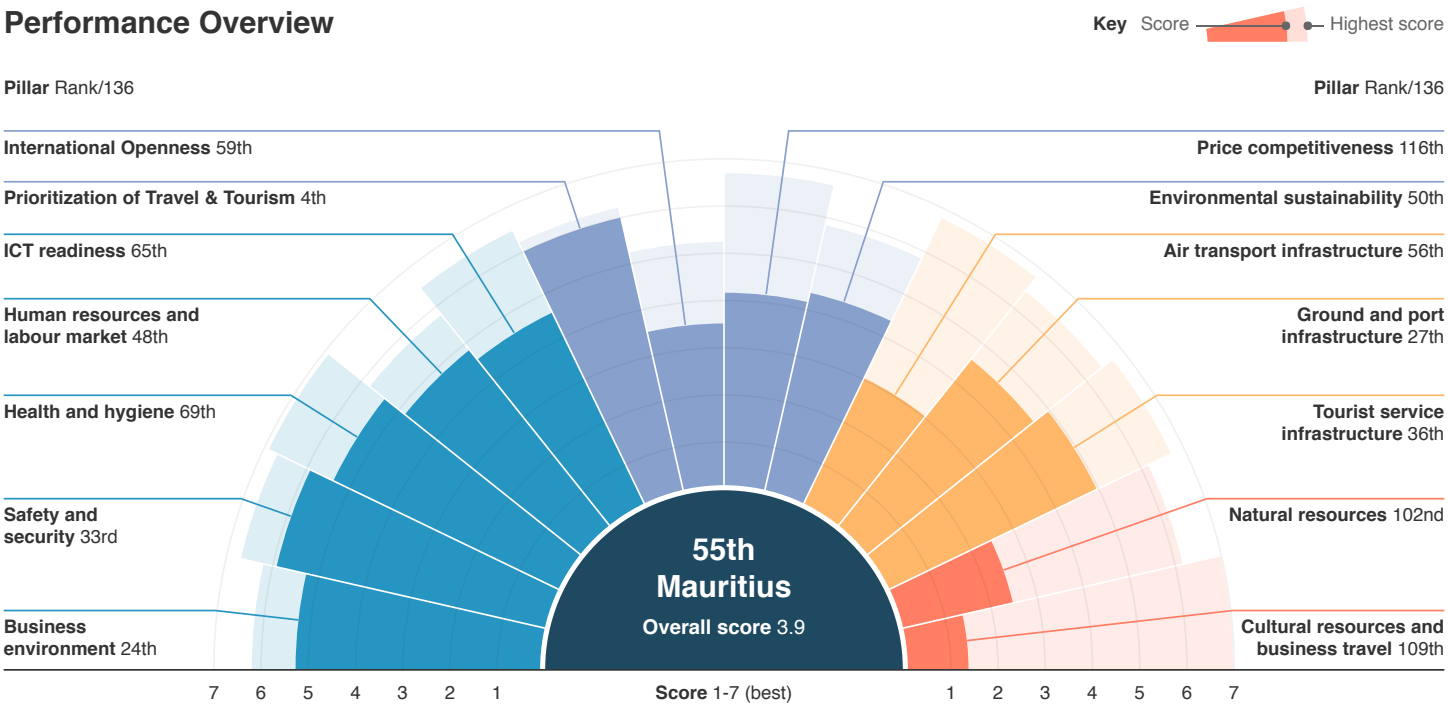
## Key Indicators

Sources: World Tourism Organization (UNWTO) and World Travel and Tourism Council (WTTC)

| | |
|---|---|
| **International tourist arrivals** | 1,151,252 |
| **International tourism inbound receipts** | US $1,431.7 million |
| **Average receipts per arrival** | US $1,243.6 |

| | |
|---|---|
| **T&T industry GDP** | US $1,321.0 million |
| % of total | 11.6% |
| **T&T industry employment** | 58,641 jobs |
| % of total | 11.1% |

## Performance Overview




## Past performance

| Travel & Tourism Competitiveness Edition | 2015 | 2017 |
|---|---|---|
| **Rank** | 56 / 141 | 55 / 136 |
| **Score** | 3.9 | 3.9 |

# Mauritius

**55th** / 136

## Travel & Tourism Competitiveness Index 2017 edition

WORLD ECONOMIC FORUM

| Index Component | Rank/136 | Score* |
|---|---|---|
| **Business environment** | 24 | 5.2 |
| Property rights | 39 | 5.0 |
| Business impact of rules on FDI | 37 | 5.1 |
| Efficiency of legal framework in settling disputes | 28 | 4.7 |
| Efficiency of legal framework in challenging regs | 31 | 4.4 |
| Time required to deal with construction permits days | 77 | 156 |
| Cost to deal with construction permits % construction cost | 24 | 0.6 |
| Extent of market dominance | 100 | 3.3 |
| Time to start a business days | 29 | 6.0 |
| Cost to start a business % GNI per capita | 37 | 1.8 |
| Effect of taxation on incentives to work | 14 | 5.0 |
| Effect of taxation on incentives to invest | 8 | 5.3 |
| Total tax rate % profits | 17 | 21.8 |
| **Safety and security** | 33 | 5.9 |
| Business costs of crime and violence | 43 | 5.2 |
| Reliability of police services | 52 | 4.8 |
| Business costs of terrorism | 28 | 5.9 |
| Index of terrorism incidence | 1 | 7.0 |
| Homicide rate /100,000 pop. | 59 | 2.7 |
| **Health and hygiene** | 69 | 5.3 |
| Physician density /1,000 pop | 86 | 1.1 |
| Access to improved sanitation % pop. | 62 | 93.1 |
| Access to improved drinking water % pop. | 36 | 99.9 |
| Hospital beds /10,000 pop. | 50 | 34.0 |
| HIV prevalence % adult pop. | 102 | 0.9 |
| Malaria incidence cases/100,000 pop. | 1 | M.F. |
| **Human resources and labour market** | 48 | 4.8 |
| Primary education enrollment rate net % | 58 | 96.2 |
| Secondary education enrollment rate gross % | 62 | 95.7 |
| Extent of staff training | 32 | 4.6 |
| Degree of customer orientation | 32 | 5.1 |
| Hiring and firing practices | 37 | 4.3 |
| Ease of finding skilled employees | 80 | 4.0 |
| Ease of hiring foreign labour | 82 | 3.9 |
| Pay and productivity | 50 | 4.3 |
| Female participation in the labor force ratio to men | 106 | 0.64 |
| **ICT readiness** | 65 | 4.5 |
| ICT use for biz-to-biz transactions | 61 | 4.8 |
| Internet use for biz-to-consumer transactions | 102 | 3.9 |
| Internet users % pop. | 77 | 50.1 |
| Fixed-broadband Internet subscriptions /100 pop. | 55 | 15.7 |
| Mobile-cellular telephone subscriptions /100 pop. | 30 | 140.6 |
| Mobile-broadband subscriptions /100 pop. | 96 | 37.0 |
| Mobile network coverage % pop. | 65 | 99.0 |
| Quality of electricity supply | 50 | 5.4 |
| **Prioritization of Travel & Tourism** | 4 | 6.0 |
| Government prioritization of travel and tourism industry | 9 | 6.2 |
| T&T government expenditure % government budget | 3 | 16.6 |
| Effectiveness of marketing and branding to attract tourists | 14 | 5.5 |
| Comprehensiveness of annual T&T data 0–120 (best) | 62 | 69 |
| Timeliness of providing monthly/quarterly T&T data 0–21 (best) | 6 | 21.5 |
| Country brand strategy rating 1–10 (best) | 80 | 72.7 |

| Index Component | Rank/136 | Score* |
|---|---|---|
| **International Openness** | 59 | 3.5 |
| Visa requirements 0–100 (best) | 3 | 80.0 |
| Openness of bilateral Air Service Agreements 0–38 (best) | 68 | 10.5 |
| Number of regional trade agreements in force number | 83 | 5.0 |
| **Price competitiveness** | 116 | 4.1 |
| Ticket taxes and airport charges 0–100 (best) | 115 | 48.6 |
| Hotel price index US$ | 90 | 180.7 |
| Purchasing power parity PPP $ | 71 | 0.5 |
| Fuel price levels US$ cents/litre | 89 | 138.0 |
| **Environmental sustainability** | 50 | 4.3 |
| Stringency of environmental regulations | 60 | 4.2 |
| Enforcement of environmental regulations | 63 | 4.0 |
| Sustainability of travel and tourism industry development | 26 | 5.0 |
| Particulate matter (2.5) concentration μg/m3 | 1 | 0.6 |
| Environmental treaty ratification 0–27 (best) | 43 | 23 |
| Baseline water stress 5–0 (best) | n/a | n/a |
| Threatened species % total species | 132 | 17.7 |
| Forest cover change % change | 54 | 0.0 |
| Wastewater treatment % | 83 | 4.2 |
| Costal shelf fishing pressure tonnes/km2 | 2 | 0.0 |
| **Air transport infrastructure** | 56 | 3.0 |
| Quality of air transport infrastructure | 53 | 4.8 |
| Available seat kilometres, domestic millions | 71 | 2.2 |
| Available seat kilometres, international millions | 64 | 178.8 |
| Aircraft departures /1,000 pop. | 36 | 10.0 |
| Airport density airports/million pop. | 19 | 4.0 |
| Number of operating airlines Number | 94 | 20.0 |
| **Ground and port infrastructure** | 27 | 4.5 |
| Quality of roads | 43 | 4.7 |
| Road density % total territorial area | 32 | - |
| Paved road density % total territorial area | 22 | - |
| Quality of railroad infrastructure | n/a | n/a |
| Railroad density km of roads/land area | n/a | n/a |
| Quality of port infrastructure | 63 | 4.2 |
| Ground transport efficiency | 38 | 4.4 |
| **Tourist service infrastructure** | 36 | 4.9 |
| Hotel rooms number/100 pop. | 32 | 1.1 |
| Quality of tourism infrastructure | 8 | 6.0 |
| Presence of major car rental companies | 51 | 6 |
| Automated teller machines number/thoudand adult pop. | 70 | 44.8 |
| **Natural resources** | 102 | 2.4 |
| Number of World Heritage natural sites number of sites | 86 | 0 |
| Total known species number of species | 136 | 96 |
| Total protected areas % total territorial area | 118 | 4.5 |
| Natural tourism digital demand 0–100 (best) | 51 | 21 |
| Attractiveness of natural assets | 17 | 6.1 |
| **Cultural resources and business travel** | 109 | 1.3 |
| Number of World Heritage cultural sites number of sites | 75 | 2 |
| Oral and intangible cultural heritage number of expressions | 56 | 2 |
| Sports stadiums number of large stadiums | 119 | 0.0 |
| Number of international association meetings 3-year average | 97 | 7.7 |
| Cultural and entertainment tourism digital demand 0–100 (best) | 70 | 9 |

* Scores are on a 1-to-7 scale unless indicated otherwise. For detailed definitions, sources, and periods, consult the interactive Country/Economy Profiles and Rankings at http://wef.ch/ttcr

# Mexico

**22nd** / 136

Travel & Tourism Competitiveness Index 2017 edition

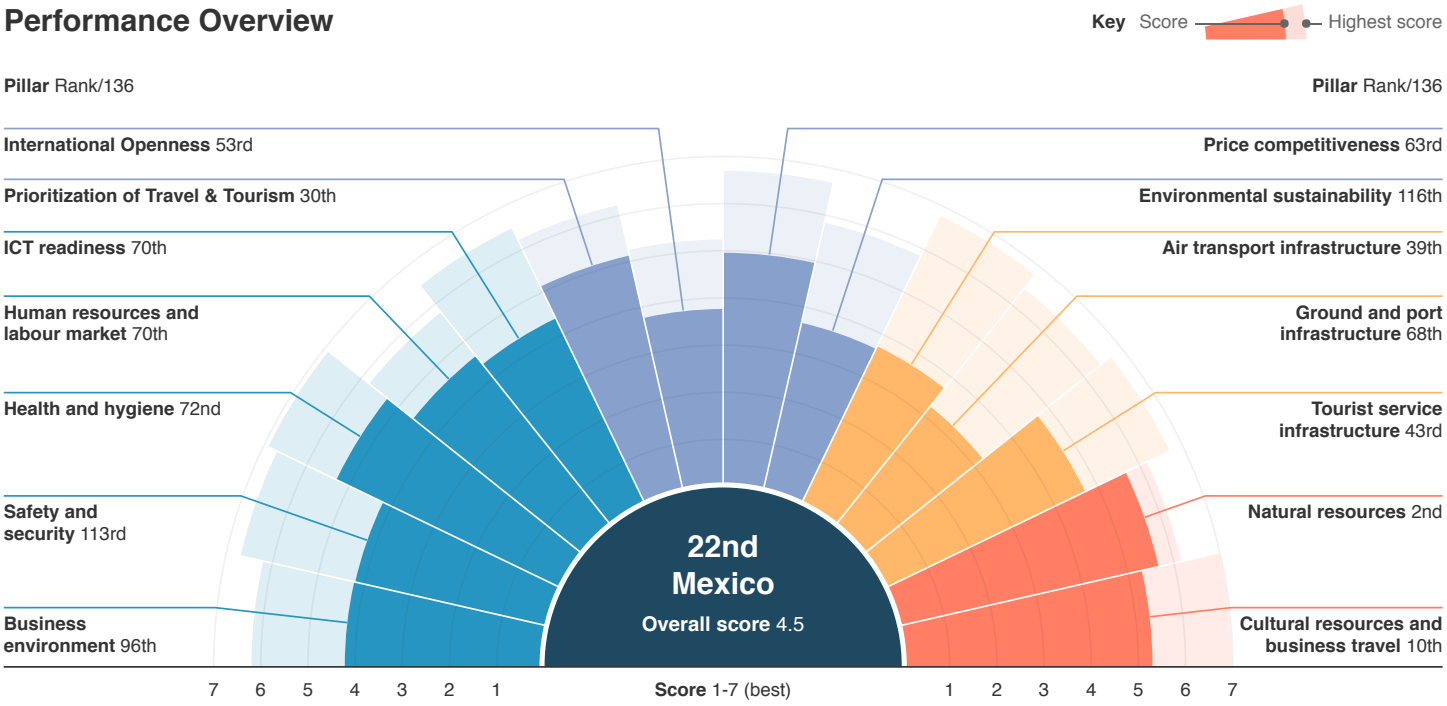
## Key Indicators

Sources: World Tourism Organization (UNWTO) and World Travel and Tourism Council (WTTC)

| | |
|---|---|
| **International tourist arrivals** | 32,093,323 |
| **International tourism inbound receipts** | US $17,733.7 million |
| **Average receipts per arrival** | US $552.6 |

| | |
|---|---|
| **T&T industry GDP** | US $79,673.9 million |
| % of total | 7.0% |
| **T&T industry employment** | 3,768,030 jobs |
| % of total | 7.5% |

## Performance Overview




Mexico is one of the most-improved countries in the index, rising 8 positions to reach 22nd place in the global ranking as it continues to close the gap with the regional leaders. The government's prioritization of the T&T sector (30th) and the effective use of both natural (2nd) and cultural (10th) resources have paid off. To continue enhancing its competitiveness, however, Mexico should continue focusing on making the country safer (113th). While the country has significantly improved security in tourist areas, there are large discrepancies around the country, which may lead tourists not to select Mexico as a destination due to security concerns related to crime and violence. Environmental sustainability (116th) also requires more attention, as commitment to international treaties has not kept up with progress internationally (having signed only 22 of 32 of them), and a significant share of the local fauna species continues to be threatened (133rd). The new challenge for Mexico will be to develop further, while preserving the environment in some of its most famous destinations and increasing its value proposition now that prices and wages are increasing.

## Past performance

| Travel & Tourism Competitiveness Edition | 2015 | 2017 |
|---|---|---|
| **Rank** | 30 / 141 | 22 / 136 |
| **Score** | 4.4 | 4.5 |

# Mexico

**22nd** /136

## Travel & Tourism Competitiveness Index 2017 edition

WORLD ECONOMIC FORUM

| Index Component | Rank/136 | Score* |
|---|---|---|
| **Business environment** | 96 | 4.2 |
| Property rights | 82 | 4.1 |
| Business impact of rules on FDI | 30 | 5.2 |
| Efficiency of legal framework in settling disputes | 111 | 2.9 |
| Efficiency of legal framework in challenging regs | 102 | 3.0 |
| Time required to deal with construction permits days | 20 | 86 |
| Cost to deal with construction permits % construction cost | 122 | 9.8 |
| Extent of market dominance | 87 | 3.4 |
| Time to start a business days | 49 | 8.4 |
| Cost to start a business % GNI per capita | 100 | 17.8 |
| Effect of taxation on incentives to work | 90 | 3.7 |
| Effect of taxation on incentives to invest | 87 | 3.4 |
| Total tax rate % profits | 115 | 52.0 |
| **Safety and security** | 113 | 4.2 |
| Business costs of crime and violence | 128 | 2.7 |
| Reliability of police services | 128 | 2.5 |
| Business costs of terrorism | 90 | 4.8 |
| Index of terrorism incidence | 104 | 6.2 |
| Homicide rate /100,000 pop. | 123 | 15.7 |
| **Health and hygiene** | 72 | 5.3 |
| Physician density /1,000 pop | 58 | 2.1 |
| Access to improved sanitation % pop. | 77 | 85.2 |
| Access to improved drinking water % pop. | 74 | 96.1 |
| Hospital beds /10,000 pop. | 94 | 15.0 |
| HIV prevalence % adult pop. | 1 | 0.2 |
| Malaria incidence cases/100,000 pop. | 83 | 0.4 |
| **Human resources and labour market** | 70 | 4.6 |
| Primary education enrollment rate net % | 67 | 95.1 |
| Secondary education enrollment rate gross % | 75 | 90.5 |
| Extent of staff training | 71 | 3.9 |
| Degree of customer orientation | 54 | 4.9 |
| Hiring and firing practices | 89 | 3.5 |
| Ease of finding skilled employees | 55 | 4.4 |
| Ease of hiring foreign labour | 40 | 4.3 |
| Pay and productivity | 78 | 3.8 |
| Female participation in the labor force ratio to men | 114 | 0.59 |
| **ICT readiness** | 70 | 4.3 |
| ICT use for biz-to-biz transactions | 53 | 4.9 |
| Internet use for biz-to-consumer transactions | 69 | 4.5 |
| Internet users % pop. | 65 | 57.4 |
| Fixed-broadband Internet subscriptions /100 pop. | 65 | 11.6 |
| Mobile-cellular telephone subscriptions /100 pop. | 112 | 86.0 |
| Mobile-broadband subscriptions /100 pop. | 74 | 50.8 |
| Mobile network coverage % pop. | 36 | 99.9 |
| Quality of electricity supply | 67 | 4.9 |
| **Prioritization of Travel & Tourism** | 30 | 5.1 |
| Government prioritization of travel and tourism industry | 42 | 5.3 |
| T&T government expenditure % government budget | 38 | 4.8 |
| Effectiveness of marketing and branding to attract tourists | 34 | 5.0 |
| Comprehensiveness of annual T&T data 0–120 (best) | 43 | 77 |
| Timeliness of providing monthly/quarterly T&T data 0–21 (best) | 9 | 21.0 |
| Country brand strategy rating 1–10 (best) | 77 | 73.6 |

| Index Component | Rank/136 | Score* |
|---|---|---|
| **International Openness** | 53 | 3.7 |
| Visa requirements 0–100 (best) | 105 | 23.0 |
| Openness of bilateral Air Service Agreements 0–38 (best) | 36 | 14.0 |
| Number of regional trade agreements in force number | 40 | 26.0 |
| **Price competitiveness** | 63 | 4.9 |
| Ticket taxes and airport charges 0–100 (best) | 89 | 64.8 |
| Hotel price index US$ | 54 | 123.6 |
| Purchasing power parity PPP $ | 87 | 0.5 |
| Fuel price levels US$ cents/litre | 41 | 102.0 |
| **Environmental sustainability** | 116 | 3.6 |
| Stringency of environmental regulations | 71 | 4.0 |
| Enforcement of environmental regulations | 87 | 3.5 |
| Sustainability of travel and tourism industry development | 69 | 4.3 |
| Particulate matter (2.5) concentration μg/m3 | 85 | 10.2 |
| Environmental treaty ratification 0–27 (best) | 54 | 22 |
| Baseline water stress 5–0 (best) | 104 | 3.7 |
| Threatened species % total species | 133 | 19.0 |
| Forest cover change % change | 61 | 0.0 |
| Wastewater treatment % | 50 | 39.7 |
| Costal shelf fishing pressure tonnes/km2 | 49 | 0.1 |
| **Air transport infrastructure** | 39 | 3.7 |
| Quality of air transport infrastructure | 61 | 4.6 |
| Available seat kilometres, domestic millions | 10 | 884.1 |
| Available seat kilometres, international millions | 25 | 1226.7 |
| Aircraft departures /1,000 pop. | 64 | 3.8 |
| Airport density airports/million pop. | 103 | 0.6 |
| Number of operating airlines Number | 30 | 69.0 |
| **Ground and port infrastructure** | 68 | 3.2 |
| Quality of roads | 57 | 4.3 |
| Road density % total territorial area | 88 | - |
| Paved road density % total territorial area | 82 | - |
| Quality of railroad infrastructure | 56 | 2.9 |
| Railroad density km of roads/land area | 49 | 1.4 |
| Quality of port infrastructure | 57 | 4.4 |
| Ground transport efficiency | 70 | 3.5 |
| **Tourist service infrastructure** | 43 | 4.7 |
| Hotel rooms number/100 pop. | 59 | 0.6 |
| Quality of tourism infrastructure | 22 | 5.6 |
| Presence of major car rental companies | 1 | 7 |
| Automated teller machines number/thoudand adult pop. | 67 | 49.0 |
| **Natural resources** | 2 | 5.6 |
| Number of World Heritage natural sites number of sites | 8 | 7 |
| Total known species number of species | 9 | 1988 |
| Total protected areas % total territorial area | 85 | 12.9 |
| Natural tourism digital demand 0–100 (best) | 11 | 60 |
| Attractiveness of natural assets | 16 | 6.1 |
| **Cultural resources and business travel** | 10 | 5.3 |
| Number of World Heritage cultural sites number of sites | 6 | 28 |
| Oral and intangible cultural heritage number of expressions | 16 | 9 |
| Sports stadiums number of large stadiums | 12 | 44.0 |
| Number of international association meetings 3-year average | 23 | 186.7 |
| Cultural and entertainment tourism digital demand 0–100 (best) | 14 | 50 |

* Scores are on a 1-to-7 scale unless indicated otherwise. For detailed definitions, sources, and periods, consult the interactive Country/Economy Profiles and Rankings at http://wef.ch/ttcr

# Moldova

**117th** / 136

Travel & Tourism Competitiveness Index 2017 edition

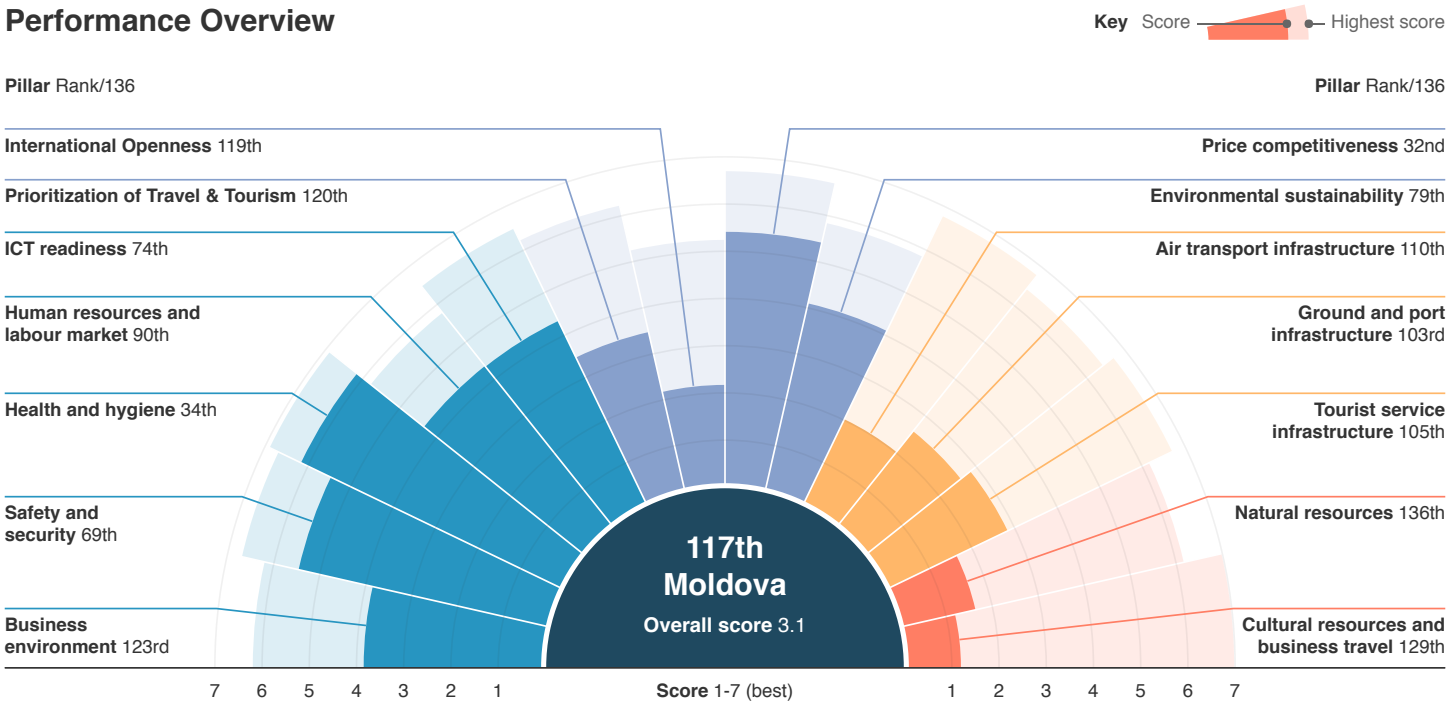
## Key Indicators

Sources: World Tourism Organization (UNWTO) and World Travel and Tourism Council (WTTC)

| | |
|---|---|
| **International tourist arrivals** | 94,381 |
| **International tourism inbound receipts** | US $204.1 million |
| **Average receipts per arrival** | US $2,162.5 |

| | |
|---|---|
| **T&T industry GDP** | US $60.1 million |
| % of total | 1.0% |
| **T&T industry employment** | 9,502 jobs |
| % of total | 0.8% |

## Performance Overview




## Past performance

| Travel & Tourism Competitiveness Edition | 2015 | 2017 |
|---|---|---|
| **Rank** | 111 / 141 | 117 / 136 |
| **Score** | 3.2 | 3.1 |

# Moldova

**117th** / 136

## Travel & Tourism Competitiveness Index 2017 edition

WORLD ECONOMIC FORUM

| Index Component | Rank/136 | Score* |
|---|---|---|
| **Business environment** | 123 | 3.8 |
| Property rights | 127 | 3.1 |
| Business impact of rules on FDI | 98 | 4.2 |
| Efficiency of legal framework in settling disputes | 133 | 2.2 |
| Efficiency of legal framework in challenging regs | 132 | 2.1 |
| Time required to deal with construction permits days | 126 | 276 |
| Cost to deal with construction permits % construction cost | 27 | 0.7 |
| Extent of market dominance | 125 | 2.9 |
| Time to start a business days | 29 | 6.0 |
| Cost to start a business % GNI per capita | 63 | 6.2 |
| Effect of taxation on incentives to work | 107 | 3.3 |
| Effect of taxation on incentives to invest | 85 | 3.4 |
| Total tax rate % profits | 82 | 40.4 |
| **Safety and security** | 69 | 5.4 |
| Business costs of crime and violence | 60 | 4.8 |
| Reliability of police services | 115 | 3.2 |
| Business costs of terrorism | 50 | 5.5 |
| Index of terrorism incidence | 1 | 7.0 |
| Homicide rate /100,000 pop. | 69 | 3.2 |
| **Health and hygiene** | 34 | 6.1 |
| Physician density /1,000 pop | 35 | 3.0 |
| Access to improved sanitation % pop. | 89 | 76.4 |
| Access to improved drinking water % pop. | 101 | 88.4 |
| Hospital beds /10,000 pop. | 18 | 62.0 |
| HIV prevalence % adult pop. | 92 | 0.6 |
| Malaria incidence cases/100,000 pop. | 1 | S.L. |
| **Human resources and labour market** | 90 | 4.3 |
| Primary education enrollment rate net % | 115 | 86.8 |
| Secondary education enrollment rate gross % | 84 | 86.1 |
| Extent of staff training | 126 | 3.1 |
| Degree of customer orientation | 110 | 4.1 |
| Hiring and firing practices | 104 | 3.3 |
| Ease of finding skilled employees | 129 | 3.3 |
| Ease of hiring foreign labour | 101 | 3.7 |
| Pay and productivity | 74 | 3.9 |
| Female participation in the labor force ratio to men | 32 | 0.89 |
| **ICT readiness** | 74 | 4.3 |
| ICT use for biz-to-biz transactions | 106 | 4.1 |
| Internet use for biz-to-consumer transactions | 83 | 4.2 |
| Internet users % pop. | 78 | 49.8 |
| Fixed-broadband Internet subscriptions /100 pop. | 56 | 15.5 |
| Mobile-cellular telephone subscriptions /100 pop. | 85 | 108.0 |
| Mobile-broadband subscriptions /100 pop. | 72 | 51.9 |
| Mobile network coverage % pop. | 65 | 99.0 |
| Quality of electricity supply | 86 | 4.3 |
| **Prioritization of Travel & Tourism** | 120 | 3.4 |
| Government prioritization of travel and tourism industry | 125 | 3.2 |
| T&T government expenditure % government budget | 67 | 3.2 |
| Effectiveness of marketing and branding to attract tourists | 124 | 2.8 |
| Comprehensiveness of annual T&T data 0–120 (best) | 43 | 77 |
| Timeliness of providing monthly/quarterly T&T data 0–21 (best) | 70 | 18.0 |
| Country brand strategy rating 1–10 (best) | 134 | 30.4 |

| Index Component | Rank/136 | Score* |
|---|---|---|
| **International Openness** | 119 | 2.1 |
| Visa requirements 0–100 (best) | 110 | 21.0 |
| Openness of bilateral Air Service Agreements 0–38 (best) | 126 | 4.6 |
| Number of regional trade agreements in force number | 68 | 8.0 |
| **Price competitiveness** | 32 | 5.4 |
| Ticket taxes and airport charges 0–100 (best) | 43 | 81.0 |
| Hotel price index US$ | n/a | n/a |
| Purchasing power parity PPP $ | 34 | 0.4 |
| Fuel price levels US$ cents/litre | 65 | 116.0 |
| **Environmental sustainability** | 79 | 4.1 |
| Stringency of environmental regulations | 120 | 3.0 |
| Enforcement of environmental regulations | 124 | 2.9 |
| Sustainability of travel and tourism industry development | 121 | 3.1 |
| Particulate matter (2.5) concentration μg/m3 | 108 | 11.8 |
| Environmental treaty ratification 0–27 (best) | 54 | 22 |
| Baseline water stress 5–0 (best) | 81 | 2.4 |
| Threatened species % total species | 61 | 5.6 |
| Forest cover change % change | 16 | 0.0 |
| Wastewater treatment % | 64 | 14.0 |
| Costal shelf fishing pressure tonnes/km2 | n/a | n/a |
| **Air transport infrastructure** | 110 | 2.0 |
| Quality of air transport infrastructure | 93 | 3.9 |
| Available seat kilometres, domestic millions | 105 | 0.0 |
| Available seat kilometres, international millions | 107 | 32.8 |
| Aircraft departures /1,000 pop. | 78 | 2.5 |
| Airport density airports/million pop. | 98 | 0.6 |
| Number of operating airlines Number | 101 | 19.0 |
| **Ground and port infrastructure** | 103 | 2.5 |
| Quality of roads | 130 | 2.5 |
| Road density % total territorial area | 59 | - |
| Paved road density % total territorial area | 47 | - |
| Quality of railroad infrastructure | 66 | 2.7 |
| Railroad density km of roads/land area | 25 | 3.4 |
| Quality of port infrastructure | 125 | 2.2 |
| Ground transport efficiency | 81 | 3.2 |
| **Tourist service infrastructure** | 105 | 2.8 |
| Hotel rooms number/100 pop. | 118 | 0.1 |
| Quality of tourism infrastructure | 131 | 2.9 |
| Presence of major car rental companies | 85 | 4 |
| Automated teller machines number/thoudand adult pop. | 81 | 36.5 |
| **Natural resources** | 136 | 1.6 |
| Number of World Heritage natural sites number of sites | 86 | 0 |
| Total known species number of species | 122 | 319 |
| Total protected areas % total territorial area | 122 | 3.8 |
| Natural tourism digital demand 0–100 (best) | 130 | 1 |
| Attractiveness of natural assets | 132 | 2.9 |
| **Cultural resources and business travel** | 129 | 1.2 |
| Number of World Heritage cultural sites number of sites | 97 | 1 |
| Oral and intangible cultural heritage number of expressions | 56 | 2 |
| Sports stadiums number of large stadiums | 119 | 0.0 |
| Number of international association meetings 3-year average | 119 | 2.7 |
| Cultural and entertainment tourism digital demand 0–100 (best) | 128 | 1 |

* Scores are on a 1-to-7 scale unless indicated otherwise. For detailed definitions, sources, and periods, consult the interactive Country/Economy Profiles and Rankings at http://wef.ch/ttcr

# Mongolia

**102nd** / 136

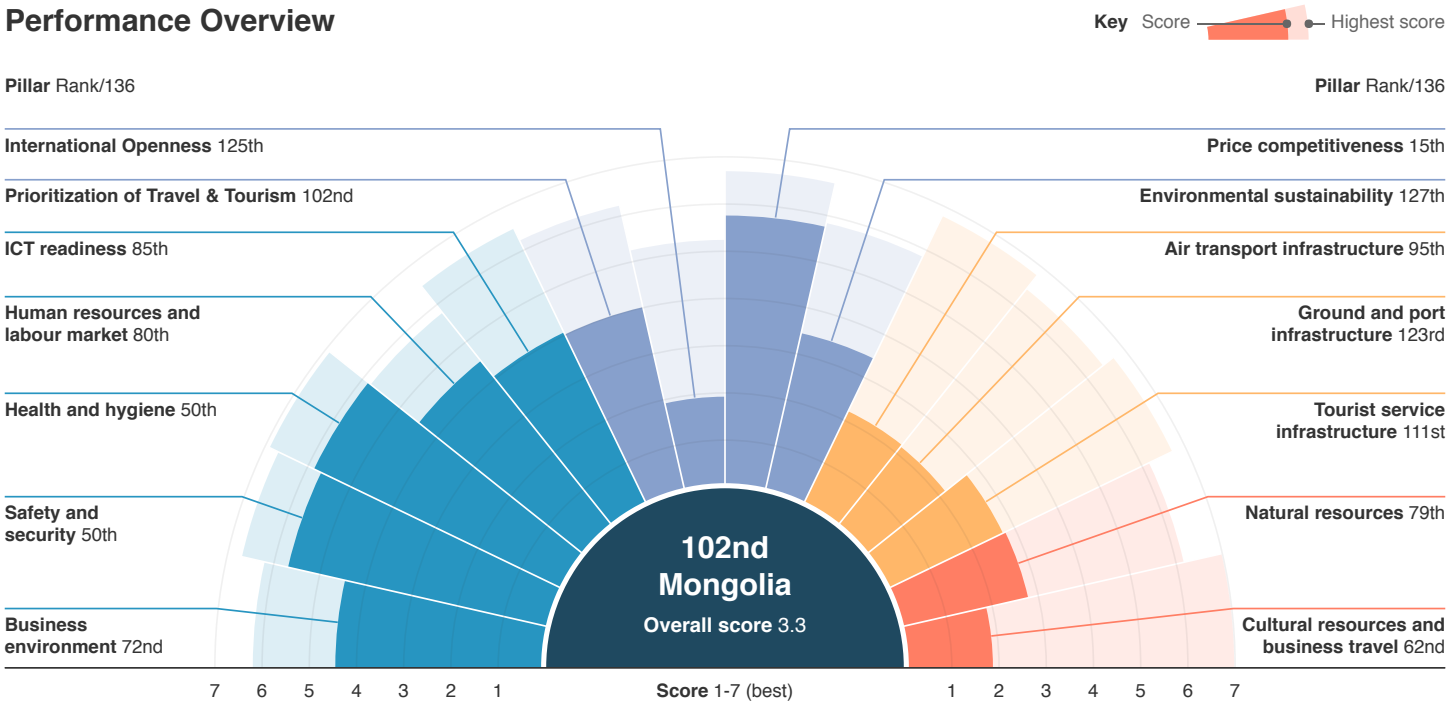
Travel & Tourism Competitiveness Index 2017 edition

## Key Indicators

Sources: World Tourism Organization (UNWTO) and World Travel and Tourism Council (WTTC)

| | |
|---|---|
| **International tourist arrivals** | 386,204 |
| **International tourism inbound receipts** | US $245.6 million |
| **Average receipts per arrival** | US $635.9 |
| **T&T industry GDP** | US $312.7 million |
| % of total | 2.5% |
| **T&T industry employment** | 25,249 jobs |
| % of total | 2.2% |

## Performance Overview




## Past performance

| Travel & Tourism Competitiveness Edition | 2015 | 2017 |
|---|---|---|
| **Rank** | 99 / 141 | 102 / 136 |
| **Score** | 3.3 | 3.3 |

# Mongolia

**102nd** / 136

## Travel & Tourism Competitiveness Index 2017 edition

WORLD ECONOMIC FORUM

| Index Component | Rank/136 | Score* |
|---|---|---|
| **Business environment** | 72 | 4.4 |
| Property rights | 108 | 3.8 |
| Business impact of rules on FDI | 119 | 3.6 |
| Efficiency of legal framework in settling disputes | 88 | 3.2 |
| Efficiency of legal framework in challenging regs | 66 | 3.5 |
| Time required to deal with construction permits days | 62 | 137 |
| Cost to deal with construction permits % construction cost | 1 | 0.1 |
| Extent of market dominance | 134 | 2.3 |
| Time to start a business days | 29 | 6.0 |
| Cost to start a business % GNI per capita | 33 | 1.5 |
| Effect of taxation on incentives to work | 113 | 3.2 |
| Effect of taxation on incentives to invest | 67 | 3.6 |
| Total tax rate % profits | 22 | 24.7 |
| **Safety and security** | 50 | 5.7 |
| Business costs of crime and violence | 44 | 5.2 |
| Reliability of police services | 82 | 4.2 |
| Business costs of terrorism | 19 | 6.1 |
| Index of terrorism incidence | 1 | 7.0 |
| Homicide rate /100,000 pop. | 97 | 7.5 |
| **Health and hygiene** | 50 | 5.8 |
| Physician density /1,000 pop | 38 | 2.8 |
| Access to improved sanitation % pop. | 105 | 59.7 |
| Access to improved drinking water % pop. | 126 | 64.4 |
| Hospital beds /10,000 pop. | 10 | 68.0 |
| HIV prevalence % adult pop. | 1 | <0.1 |
| Malaria incidence cases/100,000 pop. | 1 | S.L. |
| **Human resources and labour market** | 80 | 4.5 |
| Primary education enrollment rate net % | 50 | 96.5 |
| Secondary education enrollment rate gross % | 73 | 91.5 |
| Extent of staff training | 95 | 3.6 |
| Degree of customer orientation | 111 | 4.0 |
| Hiring and firing practices | 56 | 3.9 |
| Ease of finding skilled employees | 136 | 2.7 |
| Ease of hiring foreign labour | 132 | 2.9 |
| Pay and productivity | 93 | 3.6 |
| Female participation in the labor force ratio to men | 56 | 0.84 |
| **ICT readiness** | 85 | 4.0 |
| ICT use for biz-to-biz transactions | 50 | 4.9 |
| Internet use for biz-to-consumer transactions | 71 | 4.4 |
| Internet users % pop. | 108 | 21.4 |
| Fixed-broadband Internet subscriptions /100 pop. | 79 | 7.1 |
| Mobile-cellular telephone subscriptions /100 pop. | 91 | 105.0 |
| Mobile-broadband subscriptions /100 pop. | 35 | 76.0 |
| Mobile network coverage % pop. | 65 | 99.0 |
| Quality of electricity supply | 96 | 3.8 |
| **Prioritization of Travel & Tourism** | 102 | 4.0 |
| Government prioritization of travel and tourism industry | 92 | 4.4 |
| T&T government expenditure % government budget | 46 | 4.2 |
| Effectiveness of marketing and branding to attract tourists | 129 | 2.6 |
| Comprehensiveness of annual T&T data 0–120 (best) | 129 | 21 |
| Timeliness of providing monthly/quarterly T&T data 0–21 (best) | 53 | 19.0 |
| Country brand strategy rating 1–10 (best) | 95 | 69.7 |

| Index Component | Rank/136 | Score* |
|---|---|---|
| **International Openness** | 125 | 1.9 |
| Visa requirements 0–100 (best) | 114 | 18.0 |
| Openness of bilateral Air Service Agreements 0–38 (best) | 107 | 7.3 |
| Number of regional trade agreements in force number | 117 | 2.0 |
| **Price competitiveness** | 15 | 5.7 |
| Ticket taxes and airport charges 0–100 (best) | 35 | 85.2 |
| Hotel price index US$ | n/a | n/a |
| Purchasing power parity PPP $ | 15 | 0.3 |
| Fuel price levels US$ cents/litre | 37 | 96.0 |
| **Environmental sustainability** | 127 | 3.4 |
| Stringency of environmental regulations | 133 | 2.7 |
| Enforcement of environmental regulations | 127 | 2.7 |
| Sustainability of travel and tourism industry development | 122 | 3.1 |
| Particulate matter (2.5) concentration μg/m3 | 15 | 3.7 |
| Environmental treaty ratification 0–27 (best) | 79 | 20 |
| Baseline water stress 5–0 (best) | 103 | 3.7 |
| Threatened species % total species | 94 | 7.3 |
| Forest cover change % change | 104 | 0.1 |
| Wastewater treatment % | 89 | 3.3 |
| Costal shelf fishing pressure tonnes/km2 | n/a | n/a |
| **Air transport infrastructure** | 95 | 2.2 |
| Quality of air transport infrastructure | 122 | 3.1 |
| Available seat kilometres, domestic millions | 69 | 2.4 |
| Available seat kilometres, international millions | 116 | 24.3 |
| Aircraft departures /1,000 pop. | 85 | 1.8 |
| Airport density airports/million pop. | 16 | 4.2 |
| Number of operating airlines Number | 124 | 9.0 |
| **Ground and port infrastructure** | 123 | 2.1 |
| Quality of roads | 107 | 3.0 |
| Road density % total territorial area | 134 | - |
| Paved road density % total territorial area | 135 | - |
| Quality of railroad infrastructure | 65 | 2.7 |
| Railroad density km of roads/land area | 95 | 0.1 |
| Quality of port infrastructure | 135 | 1.3 |
| Ground transport efficiency | 72 | 3.4 |
| **Tourist service infrastructure** | 111 | 2.7 |
| Hotel rooms number/100 pop. | 92 | 0.2 |
| Quality of tourism infrastructure | 134 | 2.8 |
| Presence of major car rental companies | 113 | 2 |
| Automated teller machines number/thoudand adult pop. | 45 | 58.8 |
| **Natural resources** | 79 | 2.7 |
| Number of World Heritage natural sites number of sites | 46 | 1 |
| Total known species number of species | 73 | 505 |
| Total protected areas % total territorial area | 67 | 17.2 |
| Natural tourism digital demand 0–100 (best) | 95 | 4 |
| Attractiveness of natural assets | 81 | 5.0 |
| **Cultural resources and business travel** | 62 | 1.8 |
| Number of World Heritage cultural sites number of sites | 61 | 3 |
| Oral and intangible cultural heritage number of expressions | 8 | 13 |
| Sports stadiums number of large stadiums | 119 | 0.0 |
| Number of international association meetings 3-year average | 104 | 5.3 |
| Cultural and entertainment tourism digital demand 0–100 (best) | 102 | 3 |

* Scores are on a 1-to-7 scale unless indicated otherwise. For detailed definitions, sources, and periods, consult the interactive Country/Economy Profiles and Rankings at http://wef.ch/ttcr

# Montenegro

**72nd** / 136

Travel & Tourism Competitiveness Index 2017 edition

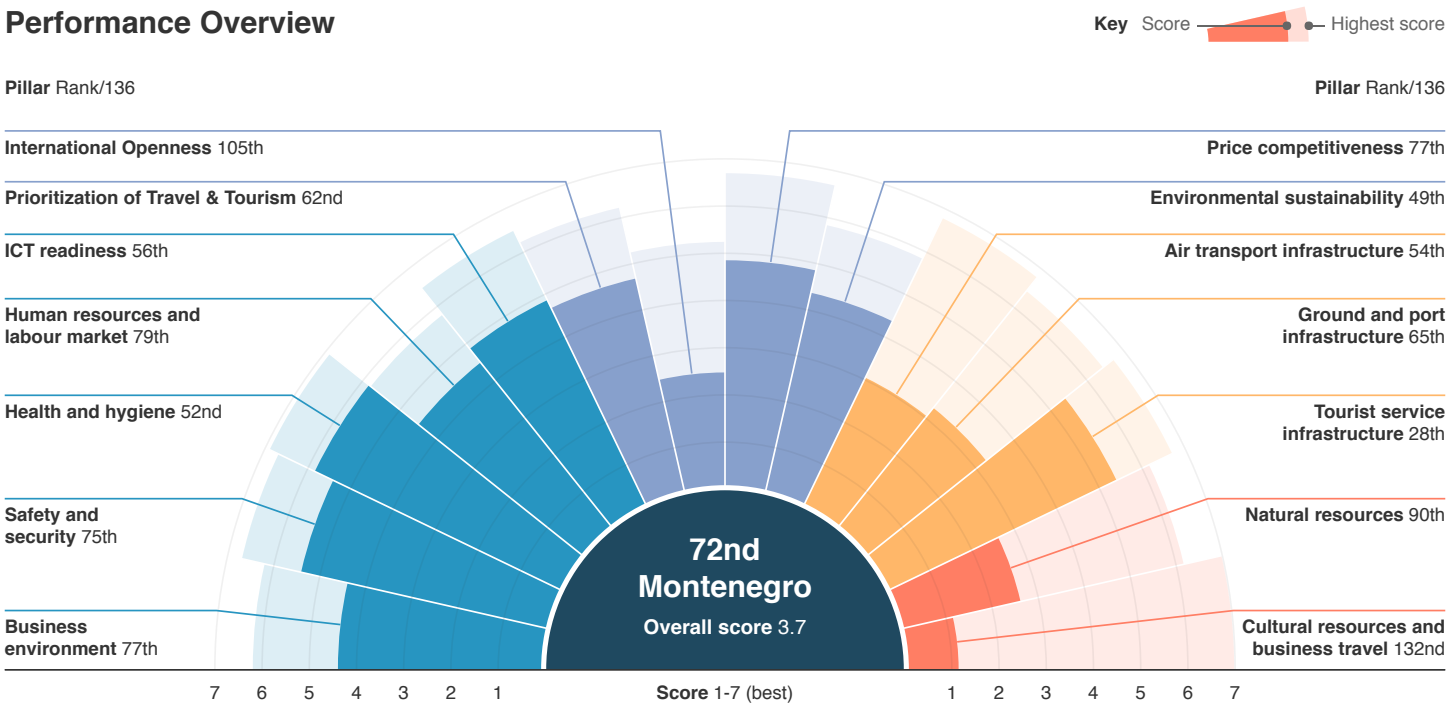
## Key Indicators

Sources: World Tourism Organization (UNWTO) and World Travel and Tourism Council (WTTC)

| | |
|---|---|
| **International tourist arrivals** | 1,559,924 |
| **International tourism inbound receipts** | US $902.0 million |
| **Average receipts per arrival** | US $578.2 |

| | |
|---|---|
| **T&T industry GDP** | US $450.2 million |
| % of total | 11.3% |
| **T&T industry employment** | 18,541 jobs |
| % of total | 10.3% |

## Performance Overview




## Past performance

| Travel & Tourism Competitiveness Edition | 2015 | 2017 |
|---|---|---|
| **Rank** | 67 / 141 | 72 / 136 |
| **Score** | 3.8 | 3.7 |

# Montenegro

**72nd** / 136

## Travel & Tourism Competitiveness Index 2017 edition

WORLD ECONOMIC FORUM

| Index Component | Rank/136 | Score* |
|---|---|---|
| **Business environment** | 77 | 4.4 |
| Property rights | 101 | 3.9 |
| Business impact of rules on FDI | 95 | 4.2 |
| Efficiency of legal framework in settling disputes | 73 | 3.5 |
| Efficiency of legal framework in challenging regs | 76 | 3.3 |
| Time required to deal with construction permits days | 73 | 152 |
| Cost to deal with construction permits % construction cost | 125 | 11.3 |
| Extent of market dominance | 88 | 3.4 |
| Time to start a business days | 60 | 10.0 |
| Cost to start a business % GNI per capita | 33 | 1.5 |
| Effect of taxation on incentives to work | 76 | 3.8 |
| Effect of taxation on incentives to invest | 47 | 3.9 |
| Total tax rate % profits | 18 | 22.2 |
| **Safety and security** | 75 | 5.4 |
| Business costs of crime and violence | 77 | 4.4 |
| Reliability of police services | 97 | 3.7 |
| Business costs of terrorism | 68 | 5.3 |
| Index of terrorism incidence | 52 | 7.0 |
| Homicide rate /100,000 pop. | 69 | 3.2 |
| **Health and hygiene** | 52 | 5.8 |
| Physician density /1,000 pop | 57 | 2.1 |
| Access to improved sanitation % pop. | 51 | 95.9 |
| Access to improved drinking water % pop. | 40 | 99.7 |
| Hospital beds /10,000 pop. | 41 | 40.0 |
| HIV prevalence % adult pop. | 1 | 0.0 |
| Malaria incidence cases/100,000 pop. | 1 | M.F. |
| **Human resources and labour market** | 79 | 4.5 |
| Primary education enrollment rate net % | 85 | 92.9 |
| Secondary education enrollment rate gross % | 76 | 90.3 |
| Extent of staff training | 117 | 3.4 |
| Degree of customer orientation | 101 | 4.2 |
| Hiring and firing practices | 82 | 3.6 |
| Ease of finding skilled employees | 119 | 3.5 |
| Ease of hiring foreign labour | 97 | 3.7 |
| Pay and productivity | 83 | 3.7 |
| Female participation in the labor force ratio to men | 74 | 0.79 |
| **ICT readiness** | 56 | 4.8 |
| ICT use for biz-to-biz transactions | 91 | 4.4 |
| Internet use for biz-to-consumer transactions | 87 | 4.1 |
| Internet users % pop. | 52 | 68.1 |
| Fixed-broadband Internet subscriptions /100 pop. | 50 | 18.1 |
| Mobile-cellular telephone subscriptions /100 pop. | 10 | 162.2 |
| Mobile-broadband subscriptions /100 pop. | 59 | 58.2 |
| Mobile network coverage % pop. | 55 | 99.5 |
| Quality of electricity supply | 92 | 4.0 |
| **Prioritization of Travel & Tourism** | 62 | 4.6 |
| Government prioritization of travel and tourism industry | 15 | 5.8 |
| T&T government expenditure % government budget | 85 | 2.6 |
| Effectiveness of marketing and branding to attract tourists | 53 | 4.7 |
| Comprehensiveness of annual T&T data 0–120 (best) | 82 | 58 |
| Timeliness of providing monthly/quarterly T&T data 0–21 (best) | 28 | 20.0 |
| Country brand strategy rating 1–10 (best) | 99 | 66.2 |

| Index Component | Rank/136 | Score* |
|---|---|---|
| **International Openness** | 105 | 2.4 |
| Visa requirements 0–100 (best) | 65 | 28.0 |
| Openness of bilateral Air Service Agreements 0–38 (best) | n/a | n/a |
| Number of regional trade agreements in force number | 71 | 7.0 |
| **Price competitiveness** | 77 | 4.8 |
| Ticket taxes and airport charges 0–100 (best) | 75 | 73.0 |
| Hotel price index US$ | n/a | n/a |
| Purchasing power parity PPP $ | 56 | 0.4 |
| Fuel price levels US$ cents/litre | 96 | 149.0 |
| **Environmental sustainability** | 49 | 4.3 |
| Stringency of environmental regulations | 77 | 3.9 |
| Enforcement of environmental regulations | 83 | 3.5 |
| Sustainability of travel and tourism industry development | 80 | 4.1 |
| Particulate matter (2.5) concentration µg/m3 | 77 | 9.7 |
| Environmental treaty ratification 0–27 (best) | 43 | 23 |
| Baseline water stress 5–0 (best) | 47 | 0.8 |
| Threatened species % total species | 56 | 5.3 |
| Forest cover change % change | 25 | 0.0 |
| Wastewater treatment % | 74 | 6.7 |
| Costal shelf fishing pressure tonnes/km2 | 62 | 0.2 |
| **Air transport infrastructure** | 54 | 3.0 |
| Quality of air transport infrastructure | 81 | 4.1 |
| Available seat kilometres, domestic millions | 105 | 0.0 |
| Available seat kilometres, international millions | 120 | 20.4 |
| Aircraft departures /1,000 pop. | 34 | 11.0 |
| Airport density airports/million pop. | 12 | 5.0 |
| Number of operating airlines Number | 86 | 23.0 |
| **Ground and port infrastructure** | 65 | 3.2 |
| Quality of roads | 101 | 3.2 |
| Road density % total territorial area | 47 | - |
| Paved road density % total territorial area | 39 | - |
| Quality of railroad infrastructure | 57 | 2.9 |
| Railroad density km of roads/land area | n/a | n/a |
| Quality of port infrastructure | 69 | 4.0 |
| Ground transport efficiency | 74 | 3.3 |
| **Tourist service infrastructure** | 28 | 5.4 |
| Hotel rooms number/100 pop. | 6 | 2.4 |
| Quality of tourism infrastructure | 99 | 4.1 |
| Presence of major car rental companies | 51 | 6 |
| Automated teller machines number/thoudand adult pop. | 32 | 70.8 |
| **Natural resources** | 90 | 2.6 |
| Number of World Heritage natural sites number of sites | 46 | 1 |
| Total known species number of species | 93 | 414 |
| Total protected areas % total territorial area | 120 | 4.1 |
| Natural tourism digital demand 0–100 (best) | 67 | 13 |
| Attractiveness of natural assets | 55 | 5.4 |
| **Cultural resources and business travel** | 132 | 1.1 |
| Number of World Heritage cultural sites number of sites | 75 | 2 |
| Oral and intangible cultural heritage number of expressions | 93 | 0 |
| Sports stadiums number of large stadiums | 119 | 0.0 |
| Number of international association meetings 3-year average | 101 | 6.3 |
| Cultural and entertainment tourism digital demand 0–100 (best) | 112 | 2 |

* Scores are on a 1-to-7 scale unless indicated otherwise. For detailed definitions, sources, and periods, consult the interactive Country/Economy Profiles and Rankings at http://wef.ch/ttcr

# Morocco

**65th** / 136

Travel & Tourism Competitiveness Index 2017 edition

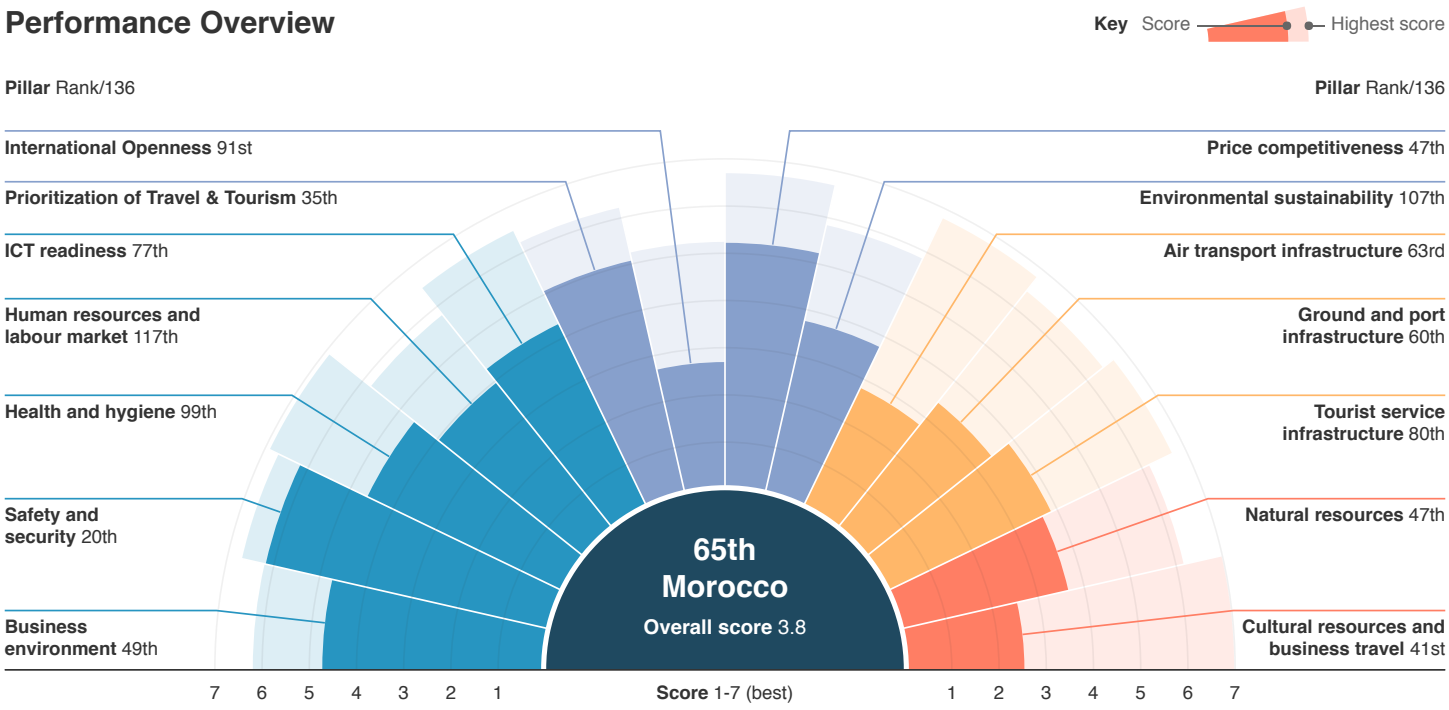
## Key Indicators

Sources: World Tourism Organization (UNWTO) and World Travel and Tourism Council (WTTC)

| | |
|---|---|
| **International tourist arrivals** | 10,176,762 |
| **International tourism inbound receipts** | US $5,852.8 million |
| **Average receipts per arrival** | US $575.1 |

| | |
|---|---|
| **T&T industry GDP** | US $7,735.4 million |
| % of total | 7.7% |
| **T&T industry employment** | 731,525 jobs |
| % of total | 6.8% |

## Performance Overview




## Past performance

| Travel & Tourism Competitiveness Edition | 2015 | 2017 |
|---|---|---|
| **Rank** | 62 / 141 | 65 / 136 |
| **Score** | 3.8 | 3.8 |

# Morocco

**65th** / 136

## Travel & Tourism Competitiveness Index 2017 edition

WORLD ECONOMIC FORUM

| Index Component | Rank/136 | Score* |
|---|---|---|
| **Business environment** | 49 | 4.7 |
| Property rights | 46 | 4.7 |
| Business impact of rules on FDI | 39 | 5.0 |
| Efficiency of legal framework in settling disputes | 69 | 3.6 |
| Efficiency of legal framework in challenging regs | 63 | 3.6 |
| Time required to deal with construction permits days | 22 | 89 |
| Cost to deal with construction permits % construction cost | 91 | 3.5 |
| Extent of market dominance | 64 | 3.7 |
| Time to start a business days | 58 | 9.5 |
| Cost to start a business % GNI per capita | 74 | 7.9 |
| Effect of taxation on incentives to work | 53 | 4.1 |
| Effect of taxation on incentives to invest | 34 | 4.1 |
| Total tax rate % profits | 107 | 49.3 |
| **Safety and security** | 20 | 6.1 |
| Business costs of crime and violence | 29 | 5.4 |
| Reliability of police services | 28 | 5.8 |
| Business costs of terrorism | 43 | 5.7 |
| Index of terrorism incidence | 34 | 7.0 |
| Homicide rate /100,000 pop. | 29 | 1.0 |
| **Health and hygiene** | 99 | 4.6 |
| Physician density /1,000 pop | 96 | 0.6 |
| Access to improved sanitation % pop. | 87 | 76.7 |
| Access to improved drinking water % pop. | 108 | 85.4 |
| Hospital beds /10,000 pop. | 110 | 9.0 |
| HIV prevalence % adult pop. | 1 | 0.1 |
| Malaria incidence cases/100,000 pop. | 1 | M.F. |
| **Human resources and labour market** | 117 | 3.9 |
| Primary education enrollment rate net % | 22 | 98.4 |
| Secondary education enrollment rate gross % | 103 | 69.1 |
| Extent of staff training | 124 | 3.2 |
| Degree of customer orientation | 74 | 4.6 |
| Hiring and firing practices | 100 | 3.3 |
| Ease of finding skilled employees | 98 | 3.8 |
| Ease of hiring foreign labour | 104 | 3.6 |
| Pay and productivity | 112 | 3.4 |
| Female participation in the labor force ratio to men | 130 | 0.34 |
| **ICT readiness** | 77 | 4.3 |
| ICT use for biz-to-biz transactions | 94 | 4.4 |
| Internet use for biz-to-consumer transactions | 75 | 4.3 |
| Internet users % pop. | 66 | 57.1 |
| Fixed-broadband Internet subscriptions /100 pop. | 91 | 3.4 |
| Mobile-cellular telephone subscriptions /100 pop. | 52 | 126.9 |
| Mobile-broadband subscriptions /100 pop. | 91 | 39.3 |
| Mobile network coverage % pop. | 62 | 99.2 |
| Quality of electricity supply | 52 | 5.3 |
| **Prioritization of Travel & Tourism** | 35 | 5.0 |
| Government prioritization of travel and tourism industry | 35 | 5.5 |
| T&T government expenditure % government budget | 59 | 3.7 |
| Effectiveness of marketing and branding to attract tourists | 42 | 4.8 |
| Comprehensiveness of annual T&T data 0–120 (best) | 37 | 80 |
| Timeliness of providing monthly/quarterly T&T data 0–21 (best) | 17 | 20.5 |
| Country brand strategy rating 1–10 (best) | 36 | 80.3 |

| Index Component | Rank/136 | Score* |
|---|---|---|
| **International Openness** | 91 | 2.7 |
| Visa requirements 0–100 (best) | 56 | 32.0 |
| Openness of bilateral Air Service Agreements 0–38 (best) | 75 | 10.0 |
| Number of regional trade agreements in force number | 68 | 8.0 |
| **Price competitiveness** | 47 | 5.2 |
| Ticket taxes and airport charges 0–100 (best) | 82 | 67.9 |
| Hotel price index US$ | 37 | 105.3 |
| Purchasing power parity PPP $ | 35 | 0.4 |
| Fuel price levels US$ cents/litre | 60 | 111.0 |
| **Environmental sustainability** | 107 | 3.7 |
| Stringency of environmental regulations | 87 | 3.7 |
| Enforcement of environmental regulations | 72 | 3.7 |
| Sustainability of travel and tourism industry development | 61 | 4.5 |
| Particulate matter (2.5) concentration µg/m3 | 50 | 6.4 |
| Environmental treaty ratification 0–27 (best) | 31 | 24 |
| Baseline water stress 5–0 (best) | 113 | 4.2 |
| Threatened species % total species | 101 | 7.8 |
| Forest cover change % change | 56 | 0.0 |
| Wastewater treatment % | 79 | 5.4 |
| Costal shelf fishing pressure tonnes/km2 | 88 | 0.7 |
| **Air transport infrastructure** | 63 | 2.8 |
| Quality of air transport infrastructure | 55 | 4.7 |
| Available seat kilometres, domestic millions | 52 | 8.4 |
| Available seat kilometres, international millions | 42 | 455.2 |
| Aircraft departures /1,000 pop. | 81 | 2.2 |
| Airport density airports/million pop. | 83 | 0.8 |
| Number of operating airlines Number | 42 | 56.0 |
| **Ground and port infrastructure** | 60 | 3.4 |
| Quality of roads | 54 | 4.4 |
| Road density % total territorial area | 104 | - |
| Paved road density % total territorial area | 78 | - |
| Quality of railroad infrastructure | 37 | 3.9 |
| Railroad density km of roads/land area | 70 | 0.5 |
| Quality of port infrastructure | 38 | 4.8 |
| Ground transport efficiency | 59 | 3.8 |
| **Tourist service infrastructure** | 80 | 3.8 |
| Hotel rooms number/100 pop. | 81 | 0.3 |
| Quality of tourism infrastructure | 47 | 5.1 |
| Presence of major car rental companies | 51 | 6 |
| Automated teller machines number/thoudand adult pop. | 92 | 25.8 |
| **Natural resources** | 47 | 3.6 |
| Number of World Heritage natural sites number of sites | 86 | 0 |
| Total known species number of species | 77 | 474 |
| Total protected areas % total territorial area | 14 | 33.6 |
| Natural tourism digital demand 0–100 (best) | 24 | 45 |
| Attractiveness of natural assets | 42 | 5.6 |
| **Cultural resources and business travel** | 41 | 2.5 |
| Number of World Heritage cultural sites number of sites | 22 | 9 |
| Oral and intangible cultural heritage number of expressions | 25 | 6 |
| Sports stadiums number of large stadiums | 31 | 14.0 |
| Number of international association meetings 3-year average | 57 | 40.0 |
| Cultural and entertainment tourism digital demand 0–100 (best) | 39 | 16 |

* Scores are on a 1-to-7 scale unless indicated otherwise. For detailed definitions, sources, and periods, consult the interactive Country/Economy Profiles and Rankings at http://wef.ch/ttcr

# Mozambique

**122nd** / 136

Travel & Tourism Competitiveness Index 2017 edition

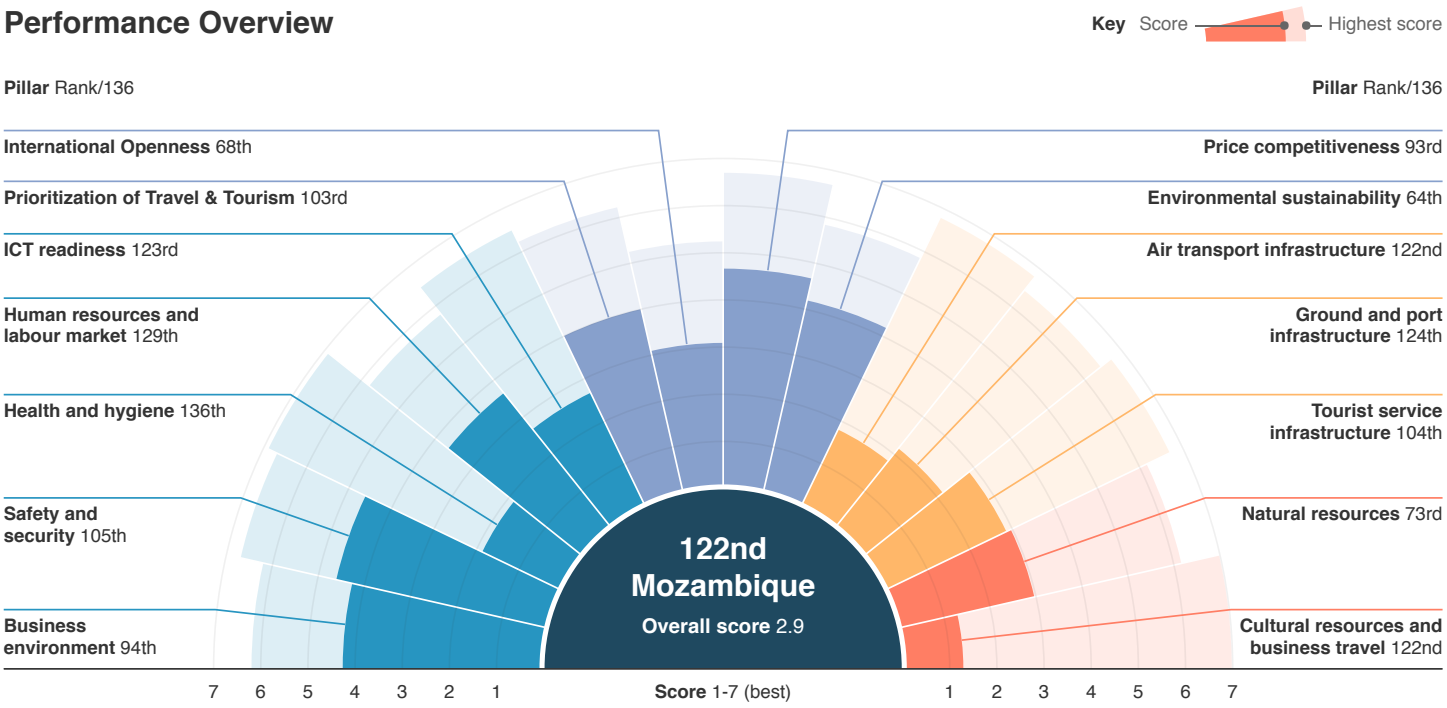
## Key Indicators

Sources: World Tourism Organization (UNWTO) and World Travel and Tourism Council (WTTC)

| | |
|---|---|
| **International tourist arrivals** | 1,552,000 |
| **International tourism inbound receipts** | US $192.8 million |
| **Average receipts per arrival** | US $124.2 |

| | |
|---|---|
| **T&T industry GDP** | US $469.7 million |
| % of total | 3.0% |
| **T&T industry employment** | 280,408 jobs |
| % of total | 2.4% |

## Performance Overview




Mozambique improves considerably, rising 8 places, and ranking 122nd. The strengths of Mozambique's T&T competitiveness continue to be its natural resources and its very open visa policy (8th). This year, the country rose in the rankings through improvements in ICT readiness (123rd, up 11 places), resulting from increased mobile phone usage, by reducing taxes and charges on air transport, and by placing more value on its natural resources. Although there is still no natural site on the UNESCO World Heritage Site list, Mozambique has slightly increased the surface of protected areas and has managed to improve the awareness of its outstanding natural resources (73rd), ranging from safari parks to pristine beaches and islands. The country's environmental sustainability is positive (64th) and the amount of threatened species is low. However, there are looming sustainability risks, including the lack of water treatment systems and deforestation, resulting from illegal logging. Despite the climb in the ranking this year, the tourism potential in Mozambique remains largely untapped. Infrastructure (121st), human resources (129th), and health and hygiene conditions (136th) are all factors that require significant investments and would generate substantial returns for the tourism sector, but also for the country's overall competitiveness and productivity.

## Past performance

| Travel & Tourism Competitiveness Edition | 2015 | 2017 |
|---|---|---|
| **Rank** | 130 / 141 | 122 / 136 |
| **Score** | 2.8 | 2.9 |

# Mozambique

**122nd** / 136

Travel & Tourism Competitiveness Index 2017 edition

WORLD ECONOMIC FORUM

| Index Component | Rank/136 | Score* |
|---|---|---|
| **Business environment** | 94 | 4.2 |
| Property rights | 114 | 3.6 |
| Business impact of rules on FDI | 79 | 4.4 |
| Efficiency of legal framework in settling disputes | 100 | 3.0 |
| Efficiency of legal framework in challenging regs | 121 | 2.6 |
| Time required to deal with construction permits days | 43 | 111 |
| Cost to deal with construction permits % construction cost | 91 | 3.5 |
| Extent of market dominance | 118 | 3.0 |
| Time to start a business days | 95 | 19.0 |
| Cost to start a business % GNI per capita | 101 | 18.0 |
| Effect of taxation on incentives to work | 62 | 4.0 |
| Effect of taxation on incentives to invest | 81 | 3.4 |
| Total tax rate % profits | 65 | 36.1 |
| **Safety and security** | 105 | 4.6 |
| Business costs of crime and violence | 116 | 3.3 |
| Reliability of police services | 125 | 2.8 |
| Business costs of terrorism | 111 | 4.3 |
| Index of terrorism incidence | 106 | 6.0 |
| Homicide rate /100,000 pop. | 73 | 3.6 |
| **Health and hygiene** | 136 | 1.8 |
| Physician density /1,000 pop | 129 | 0.0 |
| Access to improved sanitation % pop. | 129 | 20.5 |
| Access to improved drinking water % pop. | 135 | 51.1 |
| Hospital beds /10,000 pop. | 116 | 7.0 |
| HIV prevalence % adult pop. | 130 | 10.6 |
| Malaria incidence cases/100,000 pop. | 133 | 34170.7 |
| **Human resources and labour market** | 129 | 3.6 |
| Primary education enrollment rate net % | 105 | 89.1 |
| Secondary education enrollment rate gross % | 132 | 32.4 |
| Extent of staff training | 130 | 3.1 |
| Degree of customer orientation | 132 | 3.6 |
| Hiring and firing practices | 93 | 3.5 |
| Ease of finding skilled employees | 127 | 3.3 |
| Ease of hiring foreign labour | 118 | 3.3 |
| Pay and productivity | 131 | 2.9 |
| Female participation in the labor force ratio to men | 1 | 1.11 |
| **ICT readiness** | 123 | 2.6 |
| ICT use for biz-to-biz transactions | 109 | 4.0 |
| Internet use for biz-to-consumer transactions | 120 | 3.5 |
| Internet users % pop. | 129 | 9.0 |
| Fixed-broadband Internet subscriptions /100 pop. | 124 | 0.2 |
| Mobile-cellular telephone subscriptions /100 pop. | 124 | 74.2 |
| Mobile-broadband subscriptions /100 pop. | 78 | 44.9 |
| Mobile network coverage % pop. | 129 | 78.0 |
| Quality of electricity supply | 116 | 2.8 |
| **Prioritization of Travel & Tourism** | 103 | 4.0 |
| Government prioritization of travel and tourism industry | 109 | 3.8 |
| T&T government expenditure % government budget | 89 | 2.5 |
| Effectiveness of marketing and branding to attract tourists | 100 | 3.6 |
| Comprehensiveness of annual T&T data 0–120 (best) | 37 | 80 |
| Timeliness of providing monthly/quarterly T&T data 0–21 (best) | 104 | 12.0 |
| Country brand strategy rating 1–10 (best) | 84 | 72.2 |

| Index Component | Rank/136 | Score* |
|---|---|---|
| **International Openness** | 68 | 3.1 |
| Visa requirements 0–100 (best) | 8 | 71.0 |
| Openness of bilateral Air Service Agreements 0–38 (best) | 89 | 9.2 |
| Number of regional trade agreements in force number | 117 | 2.0 |
| **Price competitiveness** | 93 | 4.6 |
| Ticket taxes and airport charges 0–100 (best) | 88 | 64.9 |
| Hotel price index US$ | 83 | 164.1 |
| Purchasing power parity PPP $ | 66 | 0.4 |
| Fuel price levels US$ cents/litre | 75 | 120.0 |
| **Environmental sustainability** | 64 | 4.2 |
| Stringency of environmental regulations | 118 | 3.0 |
| Enforcement of environmental regulations | 122 | 2.9 |
| Sustainability of travel and tourism industry development | 114 | 3.5 |
| Particulate matter (2.5) concentration μg/m3 | 11 | 3.4 |
| Environmental treaty ratification 0–27 (best) | 67 | 21 |
| Baseline water stress 5–0 (best) | 33 | 0.5 |
| Threatened species % total species | 49 | 5.0 |
| Forest cover change % change | 85 | 0.1 |
| Wastewater treatment % | 111 | 0.0 |
| Costal shelf fishing pressure tonnes/km2 | 22 | 0.0 |
| **Air transport infrastructure** | 122 | 1.8 |
| Quality of air transport infrastructure | 112 | 3.4 |
| Available seat kilometres, domestic millions | 43 | 18.6 |
| Available seat kilometres, international millions | 119 | 21.5 |
| Aircraft departures /1,000 pop. | 102 | 0.7 |
| Airport density airports/million pop. | 54 | 1.2 |
| Number of operating airlines Number | 129 | 8.0 |
| **Ground and port infrastructure** | 124 | 2.1 |
| Quality of roads | 131 | 2.4 |
| Road density % total territorial area | 131 | - |
| Paved road density % total territorial area | 130 | - |
| Quality of railroad infrastructure | n/a | n/a |
| Railroad density km of roads/land area | n/a | 0.4 |
| Quality of port infrastructure | 91 | 3.5 |
| Ground transport efficiency | 118 | 2.4 |
| **Tourist service infrastructure** | 104 | 2.8 |
| Hotel rooms number/100 pop. | 115 | 0.1 |
| Quality of tourism infrastructure | 97 | 4.3 |
| Presence of major car rental companies | 85 | 4 |
| Automated teller machines number/thoudand adult pop. | 114 | 9.1 |
| **Natural resources** | 73 | 2.9 |
| Number of World Heritage natural sites number of sites | 86 | 0 |
| Total known species number of species | 35 | 979 |
| Total protected areas % total territorial area | 67 | 17.2 |
| Natural tourism digital demand 0–100 (best) | 78 | 10 |
| Attractiveness of natural assets | 67 | 5.1 |
| **Cultural resources and business travel** | 122 | 1.3 |
| Number of World Heritage cultural sites number of sites | 97 | 1 |
| Oral and intangible cultural heritage number of expressions | 56 | 2 |
| Sports stadiums number of large stadiums | 97 | 2.0 |
| Number of international association meetings 3-year average | 106 | 5.0 |
| Cultural and entertainment tourism digital demand 0–100 (best) | 121 | 2 |

* Scores are on a 1-to-7 scale unless indicated otherwise. For detailed definitions, sources, and periods, consult the interactive Country/Economy Profiles and Rankings at http://wef.ch/ttcr

# Namibia

**82nd** / 136

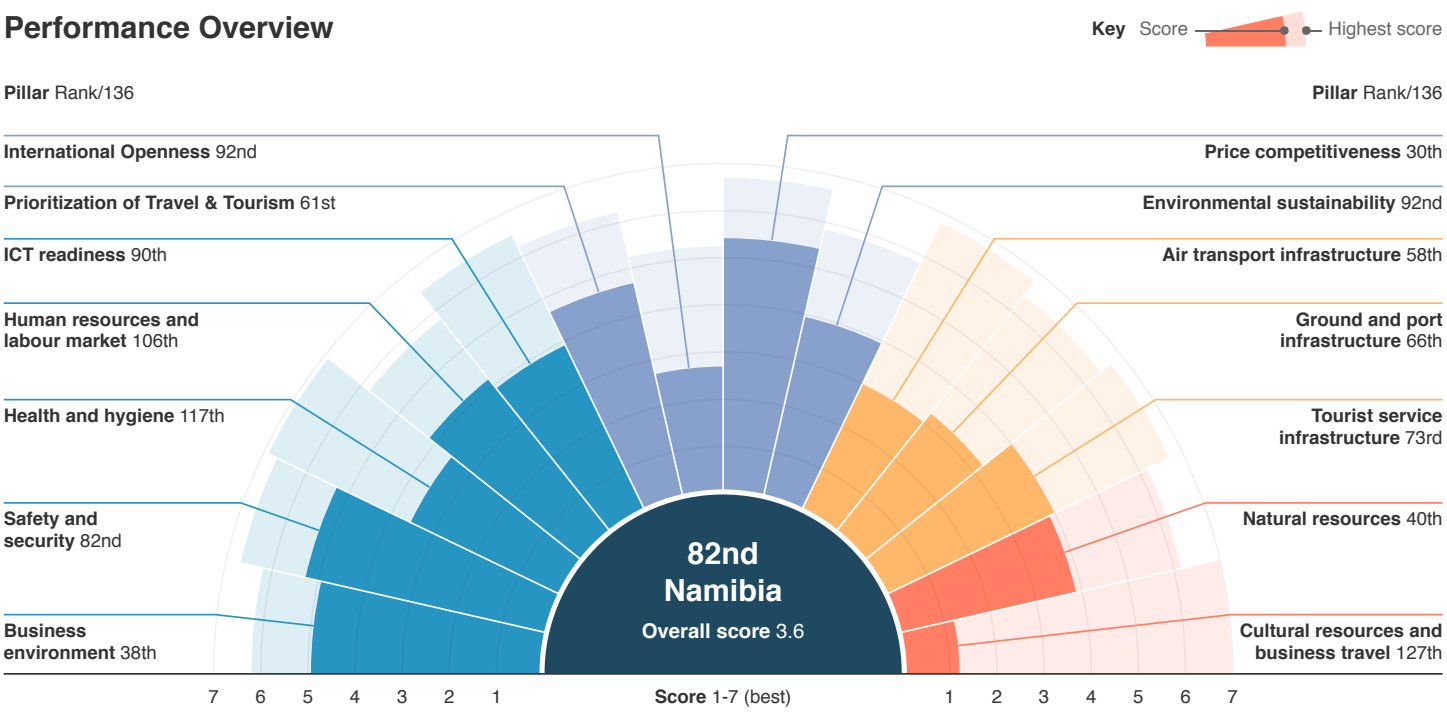
Travel & Tourism Competitiveness Index 2017 edition

## Key Indicators

Sources: World Tourism Organization (UNWTO) and World Travel and Tourism Council (WTTC)

| | |
|---|---|
| **International tourist arrivals** | 1,388,000 |
| **International tourism inbound receipts** | US $378.0 million |
| **Average receipts per arrival** | US $272.3 |
| **T&T industry GDP** | US $373.9 million |
| % of total | 3.0% |
| **T&T industry employment** | 28,792 jobs |
| % of total | 3.6% |

## Performance Overview




Namibia is the 4th most T&T competitive nation in Sub-Saharan Africa, taking the 82nd place globally. Namibia's natural resources (40th), its business environment (38th), air transportation (58th) and price competitiveness (30th) sustain Namibia's competitiveness as the country slowly continues to increase international arrivals. Nonetheless, Namibia loses 12 positions this year, resulting partially from statistical adjustments such as the inclusion of previously unavailable deforestation figures, which have significantly reduced the sustainability performance of the country. Despite these adjustments, which make comparison more challenging, Namibia has lost a considerable portion of its forest since the early 2000s (127th) and its water resources have deteriorated. Similarly, the re-assessment of car rental services (72nd) and the diffusion of ATMs has resulted in a lower performance of Namibia's tourism service infrastructure (73rd). Beyond these changes, Namibia still needs to improve its health and hygiene (117th) and under-appreciated cultural resources (127th), and renew focus on its inadequately qualified human resources (106th), which remain the main bottlenecks toward a faster development of the T&T sector in the country.

## Past performance

| Travel & Tourism Competitiveness Edition | 2015 | 2017 |
|---|---|---|
| **Rank** | 70 / 141 | 82 / 136 |
| **Score** | 3.7 | 3.6 |

# Namibia

**82nd** / 136

## Travel & Tourism Competitiveness Index 2017 edition

WORLD ECONOMIC FORUM

| Index Component | Rank/136 | Score* |
|---|---|---|
| **Business environment** | 38 | 4.9 |
| Property rights | 34 | 5.2 |
| Business impact of rules on FDI | 77 | 4.5 |
| Efficiency of legal framework in settling disputes | 33 | 4.6 |
| Efficiency of legal framework in challenging regs | 25 | 4.5 |
| Time required to deal with construction permits days | 62 | 137 |
| Cost to deal with construction permits % construction cost | 18 | 0.5 |
| Extent of market dominance | 90 | 3.4 |
| Time to start a business days | 131 | 66.0 |
| Cost to start a business % GNI per capita | 81 | 11.5 |
| Effect of taxation on incentives to work | 30 | 4.4 |
| Effect of taxation on incentives to invest | 29 | 4.2 |
| Total tax rate % profits | 12 | 20.7 |
| **Safety and security** | 82 | 5.2 |
| Business costs of crime and violence | 89 | 4.2 |
| Reliability of police services | 64 | 4.4 |
| Business costs of terrorism | 14 | 6.2 |
| Index of terrorism incidence | 1 | 7.0 |
| Homicide rate /100,000 pop. | 124 | 16.9 |
| **Health and hygiene** | 117 | 3.5 |
| Physician density /1,000 pop | 102 | 0.4 |
| Access to improved sanitation % pop. | 121 | 34.4 |
| Access to improved drinking water % pop. | 95 | 91.0 |
| Hospital beds /10,000 pop. | 61 | 27.0 |
| HIV prevalence % adult pop. | 132 | 16.0 |
| Malaria incidence cases/100,000 pop. | 104 | 370.4 |
| **Human resources and labour market** | 106 | 4.1 |
| Primary education enrollment rate net % | 102 | 89.7 |
| Secondary education enrollment rate gross % | 106 | 64.8 |
| Extent of staff training | 44 | 4.3 |
| Degree of customer orientation | 129 | 3.7 |
| Hiring and firing practices | 85 | 3.6 |
| Ease of finding skilled employees | 116 | 3.6 |
| Ease of hiring foreign labour | 130 | 3.0 |
| Pay and productivity | 88 | 3.7 |
| Female participation in the labor force ratio to men | 36 | 0.89 |
| **ICT readiness** | 90 | 3.9 |
| ICT use for biz-to-biz transactions | 48 | 4.9 |
| Internet use for biz-to-consumer transactions | 97 | 4.0 |
| Internet users % pop. | 105 | 22.3 |
| Fixed-broadband Internet subscriptions /100 pop. | 95 | 2.9 |
| Mobile-cellular telephone subscriptions /100 pop. | 87 | 106.6 |
| Mobile-broadband subscriptions /100 pop. | 97 | 35.8 |
| Mobile network coverage % pop. | 1 | 100.0 |
| Quality of electricity supply | 46 | 5.5 |
| **Prioritization of Travel & Tourism** | 61 | 4.6 |
| Government prioritization of travel and tourism industry | 33 | 5.5 |
| T&T government expenditure % government budget | 66 | 3.2 |
| Effectiveness of marketing and branding to attract tourists | 26 | 5.2 |
| Comprehensiveness of annual T&T data 0–120 (best) | 89 | 54 |
| Timeliness of providing monthly/quarterly T&T data 0–21 (best) | 97 | 13.5 |
| Country brand strategy rating 1–10 (best) | 73 | 74.0 |

| Index Component | Rank/136 | Score* |
|---|---|---|
| **International Openness** | 92 | 2.7 |
| Visa requirements 0–100 (best) | 73 | 24.0 |
| Openness of bilateral Air Service Agreements 0–38 (best) | 17 | 17.9 |
| Number of regional trade agreements in force number | 102 | 3.0 |
| **Price competitiveness** | 30 | 5.4 |
| Ticket taxes and airport charges 0–100 (best) | 73 | 73.6 |
| Hotel price index US$ | 3 | 71.5 |
| Purchasing power parity PPP $ | 68 | 0.4 |
| Fuel price levels US$ cents/litre | 63 | 112.0 |
| **Environmental sustainability** | 92 | 3.9 |
| Stringency of environmental regulations | 36 | 4.8 |
| Enforcement of environmental regulations | 33 | 4.7 |
| Sustainability of travel and tourism industry development | 10 | 5.5 |
| Particulate matter (2.5) concentration μg/m3 | 34 | 5.0 |
| Environmental treaty ratification 0–27 (best) | 54 | 22 |
| Baseline water stress 5–0 (best) | 79 | 2.4 |
| Threatened species % total species | 60 | 5.5 |
| Forest cover change % change | 127 | 0.3 |
| Wastewater treatment % | 76 | 6.3 |
| Costal shelf fishing pressure tonnes/km2 | 50 | 0.1 |
| **Air transport infrastructure** | 58 | 3.0 |
| Quality of air transport infrastructure | 57 | 4.6 |
| Available seat kilometres, domestic millions | 78 | 1.3 |
| Available seat kilometres, international millions | 106 | 33.8 |
| Aircraft departures /1,000 pop. | 56 | 4.3 |
| Airport density airports/million pop. | 7 | 7.0 |
| Number of operating airlines Number | 124 | 9.0 |
| **Ground and port infrastructure** | 66 | 3.2 |
| Quality of roads | 23 | 5.2 |
| Road density % total territorial area | 125 | - |
| Paved road density % total territorial area | 129 | - |
| Quality of railroad infrastructure | n/a | n/a |
| Railroad density km of roads/land area | n/a | 0.3 |
| Quality of port infrastructure | 24 | 5.3 |
| Ground transport efficiency | 73 | 3.4 |
| **Tourist service infrastructure** | 73 | 4.0 |
| Hotel rooms number/100 pop. | 96 | 0.2 |
| Quality of tourism infrastructure | 28 | 5.5 |
| Presence of major car rental companies | 72 | 5 |
| Automated teller machines number/thoudand adult pop. | 57 | 53.7 |
| **Natural resources** | 40 | 3.8 |
| Number of World Heritage natural sites number of sites | 46 | 1 |
| Total known species number of species | 43 | 843 |
| Total protected areas % total territorial area | 6 | 37.9 |
| Natural tourism digital demand 0–100 (best) | 62 | 13 |
| Attractiveness of natural assets | 13 | 6.1 |
| **Cultural resources and business travel** | 127 | 1.2 |
| Number of World Heritage cultural sites number of sites | 97 | 1 |
| Oral and intangible cultural heritage number of expressions | 71 | 1 |
| Sports stadiums number of large stadiums | 113 | 1.0 |
| Number of international association meetings 3-year average | 107 | 4.7 |
| Cultural and entertainment tourism digital demand 0–100 (best) | 111 | 2 |

* Scores are on a 1-to-7 scale unless indicated otherwise. For detailed definitions, sources, and periods, consult the interactive Country/Economy Profiles and Rankings at http://wef.ch/ttcr

# Nepal

**103rd** / 136

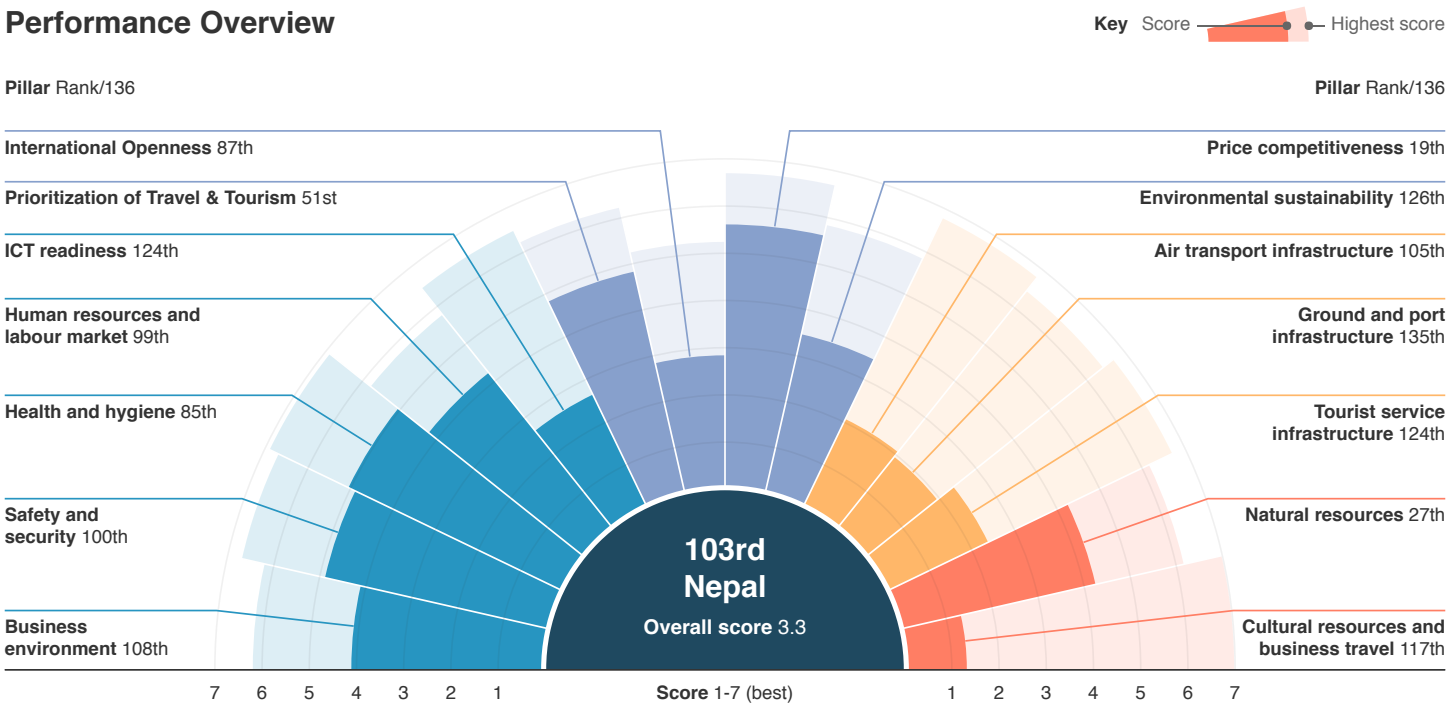
Travel & Tourism Competitiveness Index 2017 edition

## Key Indicators

Sources: World Tourism Organization (UNWTO) and World Travel and Tourism Council (WTTC)

| | |
|---|---|
| **International tourist arrivals** | 538,970 |
| **International tourism inbound receipts** | US $481.3 million |
| **Average receipts per arrival** | US $892.9 |
| **T&T industry GDP** | US $804.9 million |
| % of total | 4.0% |
| **T&T industry employment** | 426,395 jobs |
| % of total | 3.2% |

## Performance Overview




## Past performance

| Travel & Tourism Competitiveness Edition | 2015 | 2017 |
|---|---|---|
| **Rank** | 102 / 141 | 103 / 136 |
| **Score** | 3.3 | 3.3 |

# Nepal

**103rd** /136

## Travel & Tourism Competitiveness Index 2017 edition

WORLD ECONOMIC FORUM

| Index Component | Rank/136 | Score* |
|---|---|---|
| **Business environment** | 108 | 4.1 |
| Property rights | 84 | 4.1 |
| Business impact of rules on FDI | 115 | 3.7 |
| Efficiency of legal framework in settling disputes | 95 | 3.1 |
| Efficiency of legal framework in challenging regs | 85 | 3.1 |
| Time required to deal with construction permits days | 18 | 86 |
| Cost to deal with construction permits % construction cost | 127 | 13.2 |
| Extent of market dominance | 131 | 2.7 |
| Time to start a business days | 92 | 17.0 |
| Cost to start a business % GNI per capita | 112 | 26.1 |
| Effect of taxation on incentives to work | 64 | 3.9 |
| Effect of taxation on incentives to invest | 54 | 3.9 |
| Total tax rate % profits | 35 | 29.5 |
| **Safety and security** | 100 | 4.8 |
| Business costs of crime and violence | 91 | 4.1 |
| Reliability of police services | 93 | 3.8 |
| Business costs of terrorism | 109 | 4.4 |
| Index of terrorism incidence | 111 | 5.4 |
| Homicide rate /100,000 pop. | 64 | 2.9 |
| **Health and hygiene** | 85 | 5.0 |
| Physician density /1,000 pop | 108 | 0.2 |
| Access to improved sanitation % pop. | 112 | 45.8 |
| Access to improved drinking water % pop. | 91 | 91.6 |
| Hospital beds /10,000 pop. | 31 | 50.0 |
| HIV prevalence % adult pop. | 1 | 0.2 |
| Malaria incidence cases/100,000 pop. | 96 | 49.7 |
| **Human resources and labour market** | 99 | 4.2 |
| Primary education enrollment rate net % | 47 | 96.9 |
| Secondary education enrollment rate gross % | 105 | 67.2 |
| Extent of staff training | 127 | 3.1 |
| Degree of customer orientation | 113 | 4.0 |
| Hiring and firing practices | 121 | 2.8 |
| Ease of finding skilled employees | 113 | 3.6 |
| Ease of hiring foreign labour | 123 | 3.2 |
| Pay and productivity | 115 | 3.3 |
| Female participation in the labor force ratio to men | 17 | 0.94 |
| **ICT readiness** | 124 | 2.6 |
| ICT use for biz-to-biz transactions | 126 | 3.6 |
| Internet use for biz-to-consumer transactions | 125 | 3.4 |
| Internet users % pop. | 120 | 17.6 |
| Fixed-broadband Internet subscriptions /100 pop. | 108 | 1.1 |
| Mobile-cellular telephone subscriptions /100 pop. | 99 | 96.7 |
| Mobile-broadband subscriptions /100 pop. | 105 | 26.4 |
| Mobile network coverage % pop. | 128 | 82.0 |
| Quality of electricity supply | 130 | 1.8 |
| **Prioritization of Travel & Tourism** | 51 | 4.8 |
| Government prioritization of travel and tourism industry | 49 | 5.2 |
| T&T government expenditure % government budget | 34 | 5.2 |
| Effectiveness of marketing and branding to attract tourists | 93 | 3.8 |
| Comprehensiveness of annual T&T data 0–120 (best) | 100 | 49 |
| Timeliness of providing monthly/quarterly T&T data 0–21 (best) | 48 | 19.5 |
| Country brand strategy rating 1–10 (best) | 27 | 82.6 |

| Index Component | Rank/136 | Score* |
|---|---|---|
| **International Openness** | 87 | 2.8 |
| Visa requirements 0–100 (best) | 8 | 71.0 |
| Openness of bilateral Air Service Agreements 0–38 (best) | 131 | 3.8 |
| Number of regional trade agreements in force number | 102 | 3.0 |
| **Price competitiveness** | 19 | 5.6 |
| Ticket taxes and airport charges 0–100 (best) | 49 | 80.2 |
| Hotel price index US$ | n/a | n/a |
| Purchasing power parity PPP $ | 7 | 0.3 |
| Fuel price levels US$ cents/litre | 46 | 104.0 |
| **Environmental sustainability** | 126 | 3.4 |
| Stringency of environmental regulations | 112 | 3.2 |
| Enforcement of environmental regulations | 104 | 3.2 |
| Sustainability of travel and tourism industry development | 79 | 4.1 |
| Particulate matter (2.5) concentration µg/m3 | 133 | 30.4 |
| Environmental treaty ratification 0–27 (best) | 125 | 16 |
| Baseline water stress 5–0 (best) | 76 | 2.2 |
| Threatened species % total species | 79 | 6.4 |
| Forest cover change % change | 10 | 0.0 |
| Wastewater treatment % | 111 | 0.0 |
| Costal shelf fishing pressure tonnes/km2 | n/a | n/a |
| **Air transport infrastructure** | 105 | 2.0 |
| Quality of air transport infrastructure | 129 | 2.6 |
| Available seat kilometres, domestic millions | 57 | 5.4 |
| Available seat kilometres, international millions | 78 | 102.7 |
| Aircraft departures /1,000 pop. | 104 | 0.7 |
| Airport density airports/million pop. | 29 | 2.3 |
| Number of operating airlines Number | 72 | 30.0 |
| **Ground and port infrastructure** | 135 | 1.9 |
| Quality of roads | 116 | 2.8 |
| Road density % total territorial area | 95 | - |
| Paved road density % total territorial area | 84 | - |
| Quality of railroad infrastructure | n/a | n/a |
| Railroad density km of roads/land area | n/a | n/a |
| Quality of port infrastructure | 134 | 1.3 |
| Ground transport efficiency | 133 | 2.0 |
| **Tourist service infrastructure** | 124 | 2.3 |
| Hotel rooms number/100 pop. | 126 | 0.0 |
| Quality of tourism infrastructure | 94 | 4.3 |
| Presence of major car rental companies | 113 | 2 |
| Automated teller machines number/thoudand adult pop. | 115 | 8.9 |
| **Natural resources** | 27 | 4.2 |
| Number of World Heritage natural sites number of sites | 30 | 2 |
| Total known species number of species | 29 | 1055 |
| Total protected areas % total territorial area | 43 | 22.9 |
| Natural tourism digital demand 0–100 (best) | 29 | 40 |
| Attractiveness of natural assets | 27 | 5.9 |
| **Cultural resources and business travel** | 117 | 1.3 |
| Number of World Heritage cultural sites number of sites | 75 | 2 |
| Oral and intangible cultural heritage number of expressions | 93 | 0 |
| Sports stadiums number of large stadiums | 119 | 0.0 |
| Number of international association meetings 3-year average | 98 | 7.3 |
| Cultural and entertainment tourism digital demand 0–100 (best) | 57 | 11 |

* Scores are on a 1-to-7 scale unless indicated otherwise. For detailed definitions, sources, and periods, consult the interactive Country/Economy Profiles and Rankings at http://wef.ch/ttcr

# Netherlands

**17th** / 136

Travel & Tourism Competitiveness Index 2017 edition

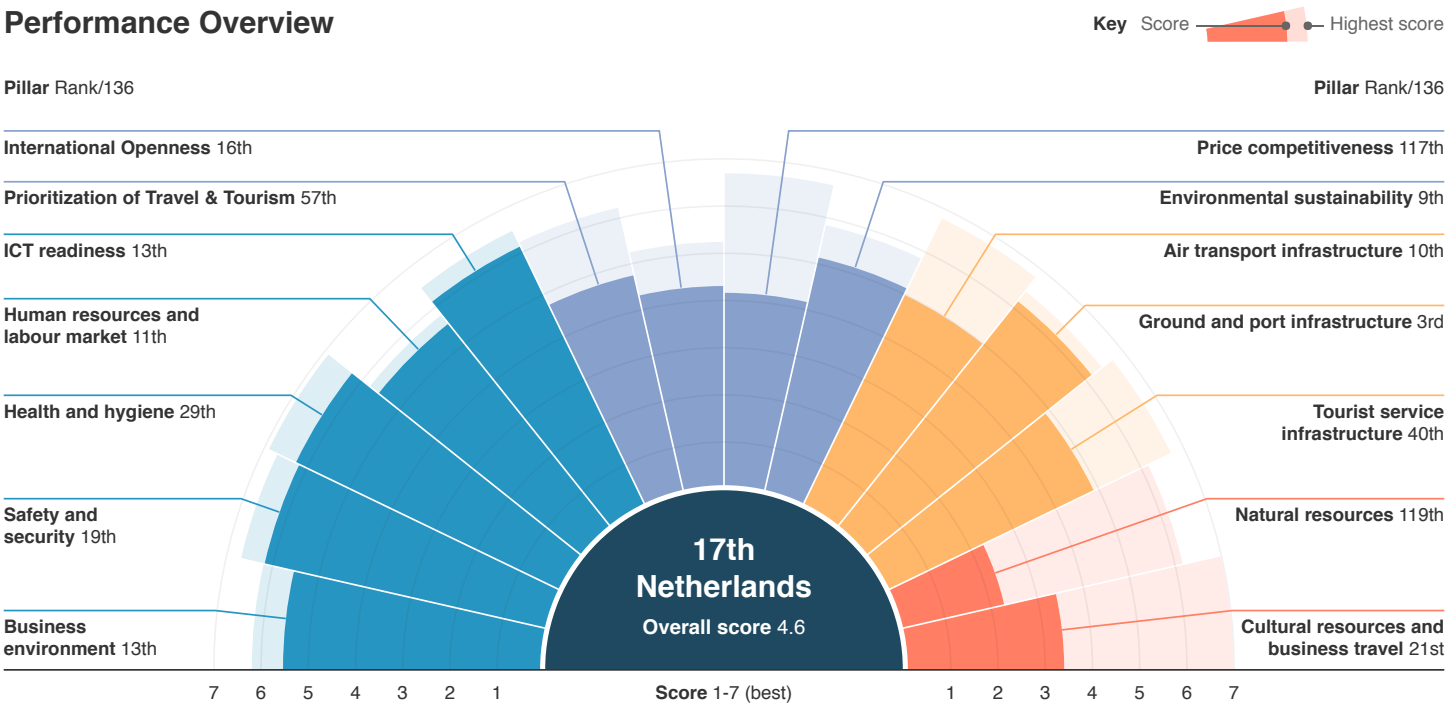
## Key Indicators

Sources: World Tourism Organization (UNWTO) and World Travel and Tourism Council (WTTC)

| | |
|---|---|
| **International tourist arrivals** | 15,007,000 |
| **International tourism inbound receipts** | US $13,210.9 million |
| **Average receipts per arrival** | US $880.3 |

| | |
|---|---|
| **T&T industry GDP** | US $13,861.0 million |
| % of total | 1.8% |
| **T&T industry employment** | 434,833 jobs |
| % of total | 6.0% |

## Performance Overview




## Past performance

| Travel & Tourism Competitiveness Edition | 2015 | 2017 |
|---|---|---|
| **Rank** | 14 / 141 | 17 / 136 |
| **Score** | 4.7 | 4.6 |

# Netherlands

**17th** / 136

## Travel & Tourism Competitiveness Index 2017 edition

WORLD ECONOMIC FORUM

| Index Component | Rank/136 | Score* |
|---|---|---|
| **Business environment** | 13 | 5.5 |
| Property rights | 9 | 6.2 |
| Business impact of rules on FDI | 13 | 5.6 |
| Efficiency of legal framework in settling disputes | 12 | 5.5 |
| Efficiency of legal framework in challenging regs | 5 | 5.5 |
| Time required to deal with construction permits days | 84 | 161 |
| Cost to deal with construction permits % construction cost | 95 | 3.7 |
| Extent of market dominance | 9 | 5.1 |
| Time to start a business days | 13 | 4.0 |
| Cost to start a business % GNI per capita | 54 | 4.5 |
| Effect of taxation on incentives to work | 79 | 3.8 |
| Effect of taxation on incentives to invest | 20 | 4.6 |
| Total tax rate % profits | 82 | 40.4 |
| **Safety and security** | 19 | 6.1 |
| Business costs of crime and violence | 41 | 5.2 |
| Reliability of police services | 14 | 6.2 |
| Business costs of terrorism | 57 | 5.4 |
| Index of terrorism incidence | 52 | 7.0 |
| Homicide rate /100,000 pop. | 12 | 0.7 |
| **Health and hygiene** | 29 | 6.2 |
| Physician density /1,000 pop | 32 | 3.1 |
| Access to improved sanitation % pop. | 37 | 97.7 |
| Access to improved drinking water % pop. | 1 | 100.0 |
| Hospital beds /10,000 pop. | 36 | 47.0 |
| HIV prevalence % adult pop. | 1 | 0.2 |
| Malaria incidence cases/100,000 pop. | 1 | M.F. |
| **Human resources and labour market** | 11 | 5.5 |
| Primary education enrollment rate net % | 6 | 99.6 |
| Secondary education enrollment rate gross % | 5 | 132.3 |
| Extent of staff training | 6 | 5.4 |
| Degree of customer orientation | 17 | 5.6 |
| Hiring and firing practices | 48 | 4.0 |
| Ease of finding skilled employees | 8 | 5.3 |
| Ease of hiring foreign labour | 28 | 4.5 |
| Pay and productivity | 25 | 4.7 |
| Female participation in the labor force ratio to men | 44 | 0.87 |
| **ICT readiness** | 13 | 6.1 |
| ICT use for biz-to-biz transactions | 5 | 6.0 |
| Internet use for biz-to-consumer transactions | 4 | 6.1 |
| Internet users % pop. | 6 | 93.1 |
| Fixed-broadband Internet subscriptions /100 pop. | 3 | 41.7 |
| Mobile-cellular telephone subscriptions /100 pop. | 56 | 123.5 |
| Mobile-broadband subscriptions /100 pop. | 43 | 70.5 |
| Mobile network coverage % pop. | 1 | 100.0 |
| Quality of electricity supply | 5 | 6.8 |
| **Prioritization of Travel & Tourism** | 57 | 4.7 |
| Government prioritization of travel and tourism industry | 71 | 4.7 |
| T&T government expenditure % government budget | 96 | 2.2 |
| Effectiveness of marketing and branding to attract tourists | 28 | 5.1 |
| Comprehensiveness of annual T&T data 0–120 (best) | 70 | 65 |
| Timeliness of providing monthly/quarterly T&T data 0–21 (best) | 70 | 18.0 |
| Country brand strategy rating 1–10 (best) | 6 | 89.9 |

| Index Component | Rank/136 | Score* |
|---|---|---|
| **International Openness** | 16 | 4.3 |
| Visa requirements 0–100 (best) | 73 | 24.0 |
| Openness of bilateral Air Service Agreements 0–38 (best) | 34 | 14.1 |
| Number of regional trade agreements in force number | 1 | 53.0 |
| **Price competitiveness** | 117 | 4.1 |
| Ticket taxes and airport charges 0–100 (best) | 50 | 80.2 |
| Hotel price index US$ | 55 | 124.0 |
| Purchasing power parity PPP $ | 121 | 0.9 |
| Fuel price levels US$ cents/litre | 126 | 180.0 |
| **Environmental sustainability** | 9 | 5.1 |
| Stringency of environmental regulations | 10 | 5.8 |
| Enforcement of environmental regulations | 13 | 5.6 |
| Sustainability of travel and tourism industry development | 32 | 4.9 |
| Particulate matter (2.5) concentration µg/m3 | 106 | 11.7 |
| Environmental treaty ratification 0–27 (best) | 7 | 29 |
| Baseline water stress 5–0 (best) | 68 | 1.8 |
| Threatened species % total species | 19 | 3.6 |
| Forest cover change % change | 37 | 0.0 |
| Wastewater treatment % | 2 | 99.3 |
| Costal shelf fishing pressure tonnes/km2 | 106 | 12.3 |
| **Air transport infrastructure** | 10 | 5.0 |
| Quality of air transport infrastructure | 4 | 6.5 |
| Available seat kilometres, domestic millions | 94 | 0.2 |
| Available seat kilometres, international millions | 18 | 1880.7 |
| Aircraft departures /1,000 pop. | 20 | 18.0 |
| Airport density airports/million pop. | 120 | 0.3 |
| Number of operating airlines Number | 11 | 115.0 |
| **Ground and port infrastructure** | 3 | 6.1 |
| Quality of roads | 4 | 6.1 |
| Road density % total territorial area | 6 | - |
| Paved road density % total territorial area | 6 | - |
| Quality of railroad infrastructure | 7 | 5.6 |
| Railroad density km of roads/land area | 8 | 7.3 |
| Quality of port infrastructure | 1 | 6.8 |
| Ground transport efficiency | 6 | 5.6 |
| **Tourist service infrastructure** | 40 | 4.9 |
| Hotel rooms number/100 pop. | 52 | 0.7 |
| Quality of tourism infrastructure | 10 | 5.9 |
| Presence of major car rental companies | 1 | 7 |
| Automated teller machines number/thoudand adult pop. | 63 | 50.6 |
| **Natural resources** | 119 | 2.2 |
| Number of World Heritage natural sites number of sites | 46 | 1 |
| Total known species number of species | 109 | 365 |
| Total protected areas % total territorial area | 88 | 11.6 |
| Natural tourism digital demand 0–100 (best) | 76 | 10 |
| Attractiveness of natural assets | 130 | 3.1 |
| **Cultural resources and business travel** | 21 | 3.4 |
| Number of World Heritage cultural sites number of sites | 22 | 9 |
| Oral and intangible cultural heritage number of expressions | 93 | 0 |
| Sports stadiums number of large stadiums | 38 | 11.0 |
| Number of international association meetings 3-year average | 9 | 329.7 |
| Cultural and entertainment tourism digital demand 0–100 (best) | 37 | 18 |

* Scores are on a 1-to-7 scale unless indicated otherwise. For detailed definitions, sources, and periods, consult the interactive Country/Economy Profiles and Rankings at http://wef.ch/ttcr

# New Zealand

**16th** / 136

Travel & Tourism Competitiveness Index 2017 edition

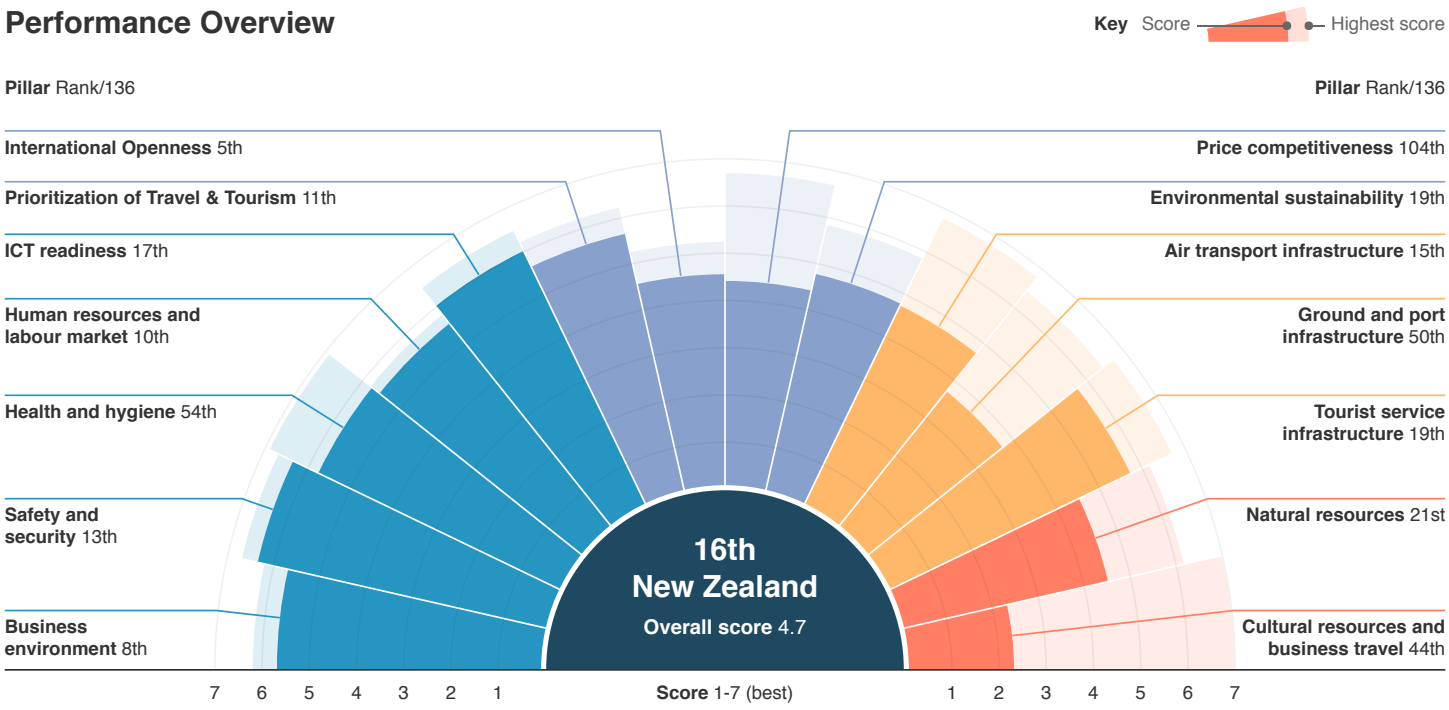
## Key Indicators

Sources: World Tourism Organization (UNWTO) and World Travel and Tourism Council (WTTC)

| | |
|---|---|
| **International tourist arrivals** | 3,039,000 |
| **International tourism inbound receipts** | US $9,049.7 million |
| **Average receipts per arrival** | US $2,977.8 |

| | |
|---|---|
| **T&T industry GDP** | US $8,639.7 million |
| % of total | 5.1% |
| **T&T industry employment** | 208,544 jobs |
| % of total | 8.8% |

## Performance Overview




## Past performance

| Travel & Tourism Competitiveness Edition | 2015 | 2017 |
|---|---|---|
| **Rank** | 16 / 141 | 16 / 136 |
| **Score** | 4.6 | 4.7 |

# New Zealand

**16th** / 136

Travel & Tourism Competitiveness Index 2017 edition

WORLD ECONOMIC FORUM

| Index Component | Rank/136 | Score* |
|---|---|---|
| **Business environment** | 8 | 5.6 |
| Property rights | 12 | 6.2 |
| Business impact of rules on FDI | 45 | 4.9 |
| Efficiency of legal framework in settling disputes | 8 | 5.6 |
| Efficiency of legal framework in challenging regs | 4 | 5.5 |
| Time required to deal with construction permits days | 25 | 93 |
| Cost to deal with construction permits % construction cost | 74 | 2.2 |
| Extent of market dominance | 25 | 4.3 |
| Time to start a business days | 1 | 0.5 |
| Cost to start a business % GNI per capita | 7 | 0.3 |
| Effect of taxation on incentives to work | 15 | 4.8 |
| Effect of taxation on incentives to invest | 15 | 4.7 |
| Total tax rate % profits | 53 | 34.3 |
| **Safety and security** | 13 | 6.3 |
| Business costs of crime and violence | 30 | 5.4 |
| Reliability of police services | 2 | 6.6 |
| Business costs of terrorism | 39 | 5.7 |
| Index of terrorism incidence | 34 | 7.0 |
| Homicide rate /100,000 pop. | 23 | 0.9 |
| **Health and hygiene** | 54 | 5.7 |
| Physician density /1,000 pop | 41 | 2.7 |
| Access to improved sanitation % pop. | 1 | 100.0 |
| Access to improved drinking water % pop. | 1 | 100.0 |
| Hospital beds /10,000 pop. | 69 | 23.0 |
| HIV prevalence % adult pop. | 1 | 0.1 |
| Malaria incidence cases/100,000 pop. | 1 | S.L. |
| **Human resources and labour market** | 10 | 5.5 |
| Primary education enrollment rate net % | 22 | 98.4 |
| Secondary education enrollment rate gross % | 13 | 117.5 |
| Extent of staff training | 18 | 5.0 |
| Degree of customer orientation | 9 | 5.7 |
| Hiring and firing practices | 18 | 4.6 |
| Ease of finding skilled employees | 22 | 5.0 |
| Ease of hiring foreign labour | 45 | 4.3 |
| Pay and productivity | 9 | 5.1 |
| Female participation in the labor force ratio to men | 38 | 0.89 |
| **ICT readiness** | 17 | 6.0 |
| ICT use for biz-to-biz transactions | 25 | 5.6 |
| Internet use for biz-to-consumer transactions | 24 | 5.6 |
| Internet users % pop. | 16 | 88.2 |
| Fixed-broadband Internet subscriptions /100 pop. | 17 | 31.6 |
| Mobile-cellular telephone subscriptions /100 pop. | 59 | 121.8 |
| Mobile-broadband subscriptions /100 pop. | 11 | 114.2 |
| Mobile network coverage % pop. | 91 | 98.0 |
| Quality of electricity supply | 24 | 6.3 |
| **Prioritization of Travel & Tourism** | 11 | 5.6 |
| Government prioritization of travel and tourism industry | 2 | 6.5 |
| T&T government expenditure % government budget | 62 | 3.4 |
| Effectiveness of marketing and branding to attract tourists | 2 | 6.2 |
| Comprehensiveness of annual T&T data 0–120 (best) | 23 | 88 |
| Timeliness of providing monthly/quarterly T&T data 0–21 (best) | 28 | 20.0 |
| Country brand strategy rating 1–10 (best) | 7 | 89.1 |

| Index Component | Rank/136 | Score* |
|---|---|---|
| **International Openness** | 5 | 4.5 |
| Visa requirements 0–100 (best) | 117 | 16.0 |
| Openness of bilateral Air Service Agreements 0–38 (best) | 1 | 35.6 |
| Number of regional trade agreements in force number | 45 | 21.0 |
| **Price competitiveness** | 104 | 4.4 |
| Ticket taxes and airport charges 0–100 (best) | 84 | 67.0 |
| Hotel price index US$ | 49 | 115.6 |
| Purchasing power parity PPP $ | 128 | 1.0 |
| Fuel price levels US$ cents/litre | 60 | 111.0 |
| **Environmental sustainability** | 19 | 4.7 |
| Stringency of environmental regulations | 12 | 5.6 |
| Enforcement of environmental regulations | 15 | 5.6 |
| Sustainability of travel and tourism industry development | 2 | 5.8 |
| Particulate matter (2.5) concentration µg/m3 | 2 | 1.2 |
| Environmental treaty ratification 0–27 (best) | 43 | 23 |
| Baseline water stress 5–0 (best) | 41 | 0.6 |
| Threatened species % total species | 135 | 28.9 |
| Forest cover change % change | 91 | 0.1 |
| Wastewater treatment % | 27 | 70.2 |
| Costal shelf fishing pressure tonnes/km2 | 39 | 0.1 |
| **Air transport infrastructure** | 15 | 4.7 |
| Quality of air transport infrastructure | 23 | 5.7 |
| Available seat kilometres, domestic millions | 29 | 140.9 |
| Available seat kilometres, international millions | 32 | 622.2 |
| Aircraft departures /1,000 pop. | 6 | 45.8 |
| Airport density airports/million pop. | 9 | 6.8 |
| Number of operating airlines Number | 83 | 27.0 |
| **Ground and port infrastructure** | 50 | 3.7 |
| Quality of roads | 46 | 4.5 |
| Road density % total territorial area | 60 | - |
| Paved road density % total territorial area | 57 | - |
| Quality of railroad infrastructure | 45 | 3.4 |
| Railroad density km of roads/land area | 48 | 1.5 |
| Quality of port infrastructure | 21 | 5.3 |
| Ground transport efficiency | 50 | 4.0 |
| **Tourist service infrastructure** | 19 | 5.7 |
| Hotel rooms number/100 pop. | 10 | 1.9 |
| Quality of tourism infrastructure | 30 | 5.4 |
| Presence of major car rental companies | 51 | 6 |
| Automated teller machines number/thoudand adult pop. | 33 | 70.7 |
| **Natural resources** | 21 | 4.5 |
| Number of World Heritage natural sites number of sites | 28 | 3 |
| Total known species number of species | 125 | 280 |
| Total protected areas % total territorial area | 15 | 32.5 |
| Natural tourism digital demand 0–100 (best) | 14 | 57 |
| Attractiveness of natural assets | 1 | 6.8 |
| **Cultural resources and business travel** | 44 | 2.3 |
| Number of World Heritage cultural sites number of sites | 120 | 1 |
| Oral and intangible cultural heritage number of expressions | 93 | 0 |
| Sports stadiums number of large stadiums | 25 | 17.0 |
| Number of international association meetings 3-year average | 54 | 48.0 |
| Cultural and entertainment tourism digital demand 0–100 (best) | 31 | 22 |

* Scores are on a 1-to-7 scale unless indicated otherwise. For detailed definitions, sources, and periods, consult the interactive Country/Economy Profiles and Rankings at http://wef.ch/ttcr

# Nicaragua

**92nd** / 136

Travel & Tourism Competitiveness Index 2017 edition

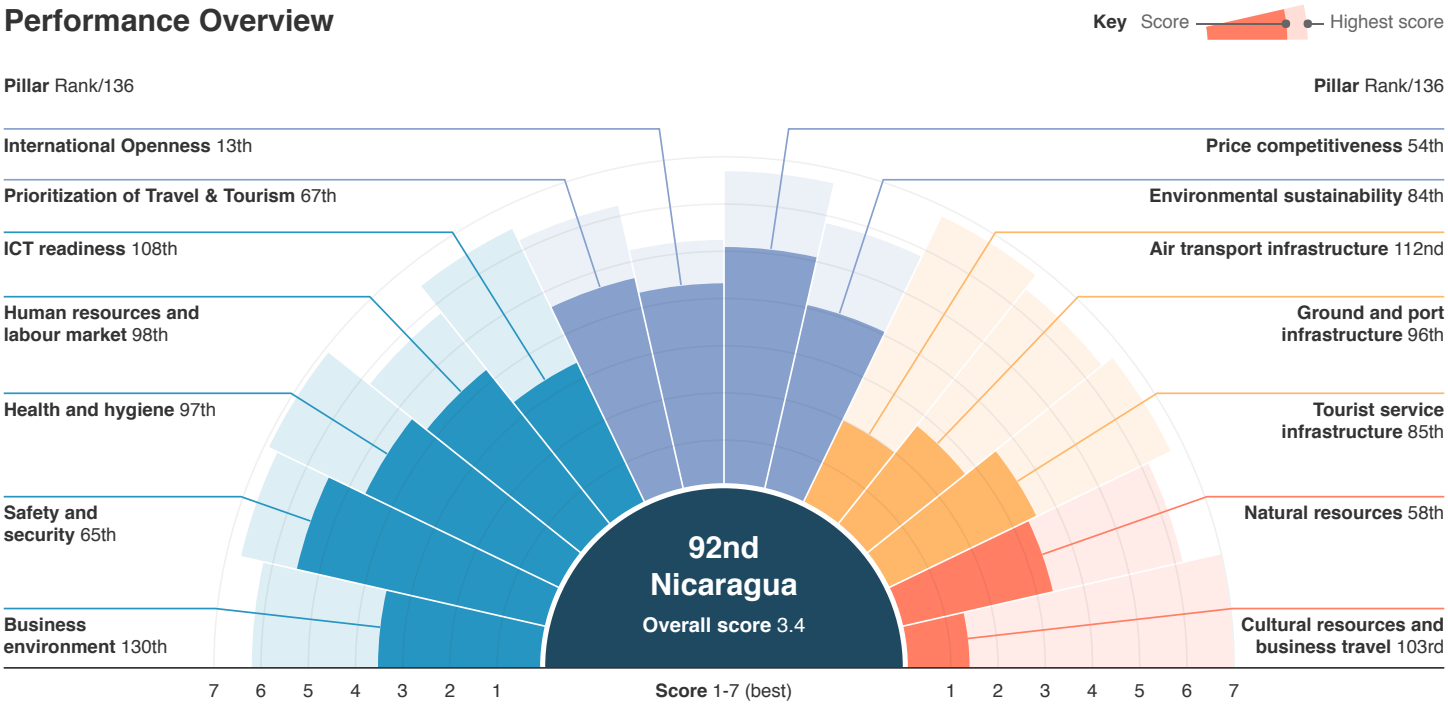
## Key Indicators

Sources: World Tourism Organization (UNWTO) and World Travel and Tourism Council (WTTC)

| | |
|---|---|
| **International tourist arrivals** | 1,386,481 |
| **International tourism inbound receipts** | US $528.6 million |
| **Average receipts per arrival** | US $381.3 |

| | |
|---|---|
| **T&T industry GDP** | US $616.6 million |
| % of total | 5.0% |
| **T&T industry employment** | 97,203 jobs |
| % of total | 3.8% |

## Performance Overview




## Past performance

| Travel & Tourism Competitiveness Edition | 2015 | 2017 |
|---|---|---|
| **Rank** | 92 / 141 | 92 / 136 |
| **Score** | 3.4 | 3.4 |

# Nicaragua

**92nd** / 136

## Travel & Tourism Competitiveness Index 2017 edition

WORLD ECONOMIC FORUM

| Index Component | Rank/136 | Score* |
|---|---|---|
| **Business environment** | 130 | 3.5 |
| Property rights | 122 | 3.2 |
| Business impact of rules on FDI | 55 | 4.8 |
| Efficiency of legal framework in settling disputes | 115 | 2.9 |
| Efficiency of legal framework in challenging regs | 133 | 2.1 |
| Time required to deal with construction permits days | 106 | 207 |
| Cost to deal with construction permits % construction cost | 87 | 3.1 |
| Extent of market dominance | 133 | 2.7 |
| Time to start a business days | 77 | 13.0 |
| Cost to start a business % GNI per capita | 130 | 68.0 |
| Effect of taxation on incentives to work | 116 | 3.1 |
| Effect of taxation on incentives to invest | 110 | 3.0 |
| Total tax rate % profits | 124 | 60.8 |
| **Safety and security** | 65 | 5.4 |
| Business costs of crime and violence | 49 | 5.1 |
| Reliability of police services | 98 | 3.7 |
| Business costs of terrorism | 6 | 6.3 |
| Index of terrorism incidence | 77 | 6.9 |
| Homicide rate /100,000 pop. | 118 | 11.5 |
| **Health and hygiene** | 97 | 4.6 |
| Physician density /1,000 pop | 90 | 0.9 |
| Access to improved sanitation % pop. | 97 | 67.9 |
| Access to improved drinking water % pop. | 103 | 87.0 |
| Hospital beds /10,000 pop. | 110 | 9.0 |
| HIV prevalence % adult pop. | 60 | 0.3 |
| Malaria incidence cases/100,000 pop. | 94 | 39.9 |
| **Human resources and labour market** | 98 | 4.2 |
| Primary education enrollment rate net % | 45 | 97.0 |
| Secondary education enrollment rate gross % | 100 | 74.2 |
| Extent of staff training | 102 | 3.5 |
| Degree of customer orientation | 131 | 3.6 |
| Hiring and firing practices | 36 | 4.3 |
| Ease of finding skilled employees | 132 | 3.2 |
| Ease of hiring foreign labour | 14 | 4.9 |
| Pay and productivity | 110 | 3.4 |
| Female participation in the labor force ratio to men | 110 | 0.63 |
| **ICT readiness** | 108 | 3.3 |
| ICT use for biz-to-biz transactions | 115 | 4.0 |
| Internet use for biz-to-consumer transactions | 122 | 3.4 |
| Internet users % pop. | 113 | 19.7 |
| Fixed-broadband Internet subscriptions /100 pop. | 100 | 1.9 |
| Mobile-cellular telephone subscriptions /100 pop. | 68 | 116.1 |
| Mobile-broadband subscriptions /100 pop. | 130 | 7.2 |
| Mobile network coverage % pop. | 1 | 100.0 |
| Quality of electricity supply | 94 | 4.0 |
| **Prioritization of Travel & Tourism** | 67 | 4.6 |
| Government prioritization of travel and tourism industry | 55 | 5.1 |
| T&T government expenditure % government budget | 99 | 2.2 |
| Effectiveness of marketing and branding to attract tourists | 61 | 4.5 |
| Comprehensiveness of annual T&T data 0–120 (best) | 15 | 93 |
| Timeliness of providing monthly/quarterly T&T data 0–21 (best) | 70 | 18.0 |
| Country brand strategy rating 1–10 (best) | 74 | 73.9 |

| Index Component | Rank/136 | Score* |
|---|---|---|
| **International Openness** | 13 | 4.3 |
| Visa requirements 0–100 (best) | 45 | 43.0 |
| Openness of bilateral Air Service Agreements 0–38 (best) | 4 | 26.9 |
| Number of regional trade agreements in force number | 54 | 16.0 |
| **Price competitiveness** | 54 | 5.1 |
| Ticket taxes and airport charges 0–100 (best) | 102 | 58.9 |
| Hotel price index US$ | 38 | 107.0 |
| Purchasing power parity PPP $ | 53 | 0.4 |
| Fuel price levels US$ cents/litre | 46 | 104.0 |
| **Environmental sustainability** | 84 | 4.0 |
| Stringency of environmental regulations | 88 | 3.7 |
| Enforcement of environmental regulations | 97 | 3.3 |
| Sustainability of travel and tourism industry development | 70 | 4.3 |
| Particulate matter (2.5) concentration μg/m3 | 11 | 3.4 |
| Environmental treaty ratification 0–27 (best) | 107 | 18 |
| Baseline water stress 5–0 (best) | 26 | 0.4 |
| Threatened species % total species | 14 | 3.4 |
| Forest cover change % change | 115 | 0.1 |
| Wastewater treatment % | 111 | 0.0 |
| Costal shelf fishing pressure tonnes/km2 | 45 | 0.1 |
| **Air transport infrastructure** | 112 | 2.0 |
| Quality of air transport infrastructure | 108 | 3.6 |
| Available seat kilometres, domestic millions | 105 | 0.0 |
| Available seat kilometres, international millions | 118 | 22.7 |
| Aircraft departures /1,000 pop. | n/a | n/a |
| Airport density airports/million pop. | 105 | 0.6 |
| Number of operating airlines Number | 106 | 16.0 |
| **Ground and port infrastructure** | 96 | 2.7 |
| Quality of roads | 83 | 3.6 |
| Road density % total territorial area | 91 | - |
| Paved road density % total territorial area | 111 | - |
| Quality of railroad infrastructure | n/a | n/a |
| Railroad density km of roads/land area | n/a | n/a |
| Quality of port infrastructure | 114 | 2.8 |
| Ground transport efficiency | 90 | 3.0 |
| **Tourist service infrastructure** | 85 | 3.5 |
| Hotel rooms number/100 pop. | 89 | 0.2 |
| Quality of tourism infrastructure | 105 | 3.9 |
| Presence of major car rental companies | 1 | 7 |
| Automated teller machines number/thoudand adult pop. | 107 | 11.4 |
| **Natural resources** | 58 | 3.3 |
| Number of World Heritage natural sites number of sites | 86 | 0 |
| Total known species number of species | 36 | 948 |
| Total protected areas % total territorial area | 10 | 37.1 |
| Natural tourism digital demand 0–100 (best) | 54 | 20 |
| Attractiveness of natural assets | 112 | 4.0 |
| **Cultural resources and business travel** | 103 | 1.4 |
| Number of World Heritage cultural sites number of sites | 75 | 2 |
| Oral and intangible cultural heritage number of expressions | 56 | 2 |
| Sports stadiums number of large stadiums | 113 | 1.0 |
| Number of international association meetings 3-year average | 93 | 8.3 |
| Cultural and entertainment tourism digital demand 0–100 (best) | 75 | 7 |

* Scores are on a 1-to-7 scale unless indicated otherwise. For detailed definitions, sources, and periods, consult the interactive Country/Economy Profiles and Rankings at http://wef.ch/ttcr

# Nigeria

**129th** / 136

Travel & Tourism Competitiveness Index 2017 edition

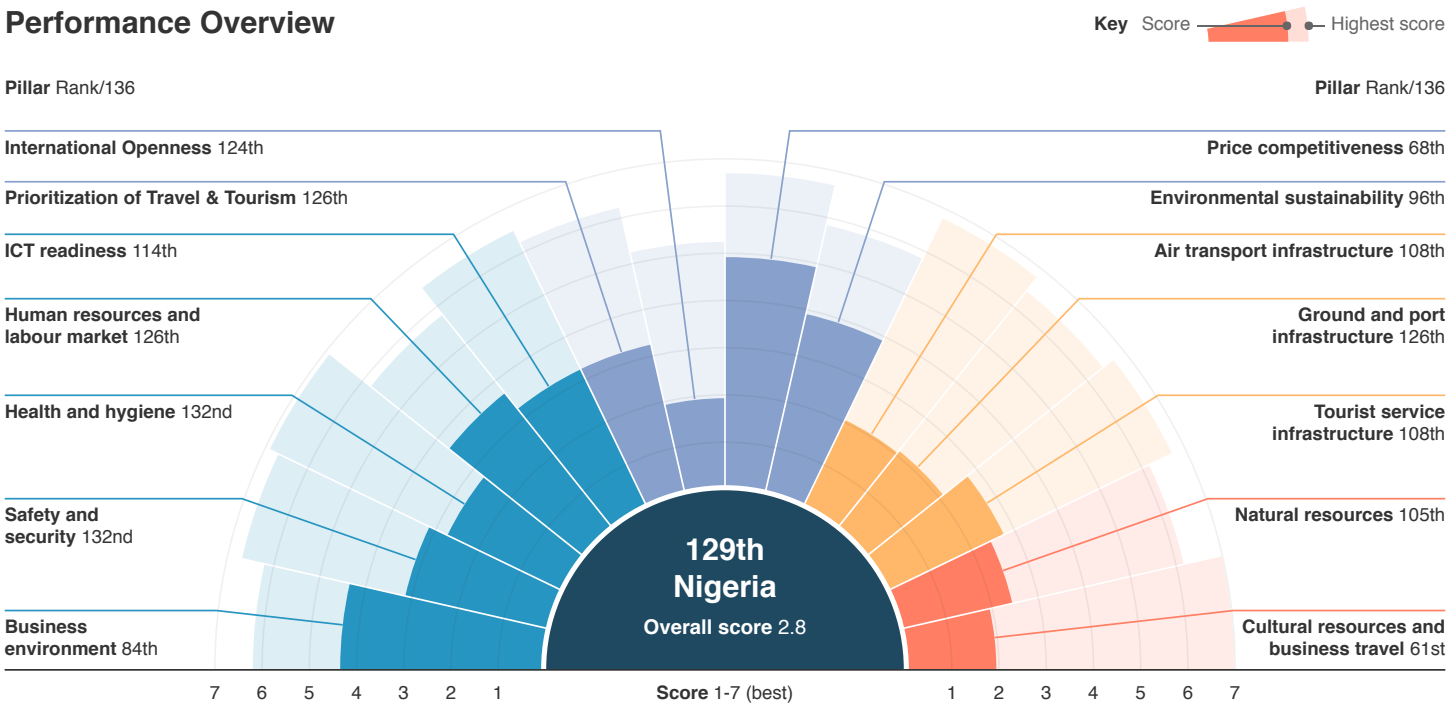
## Key Indicators

Sources: World Tourism Organization (UNWTO) and World Travel and Tourism Council (WTTC)

| | |
|---|---|
| **International tourist arrivals** | 1,255,000 |
| **International tourism inbound receipts** | US $403.9 million |
| **Average receipts per arrival** | US $321.8 |

| | |
|---|---|
| **T&T industry GDP** | US $8,282.8 million |
| % of total | 1.7% |
| **T&T industry employment** | 650,836 jobs |
| % of total | 1.6% |

## Performance Overview




## Past performance

| Travel & Tourism Competitiveness Edition | 2015 | 2017 |
|---|---|---|
| **Rank** | 131 / 141 | 129 / 136 |
| **Score** | 2.8 | 2.8 |

# Nigeria

**129th** / 136

## Travel & Tourism Competitiveness Index 2017 edition

WORLD ECONOMIC FORUM

| Index Component | Rank/136 | Score* |
|---|---|---|
| **Business environment** | 84 | 4.3 |
| Property rights | 93 | 4.0 |
| Business impact of rules on FDI | 33 | 5.1 |
| Efficiency of legal framework in settling disputes | 84 | 3.3 |
| Efficiency of legal framework in challenging regs | 84 | 3.2 |
| Time required to deal with construction permits days | 41 | 106 |
| Cost to deal with construction permits % construction cost | 132 | 23.6 |
| Extent of market dominance | 66 | 3.7 |
| Time to start a business days | 108 | 25.2 |
| Cost to start a business % GNI per capita | 115 | 31.0 |
| Effect of taxation on incentives to work | 11 | 5.1 |
| Effect of taxation on incentives to invest | 26 | 4.2 |
| Total tax rate % profits | 53 | 34.3 |
| **Safety and security** | 132 | 3.1 |
| Business costs of crime and violence | 119 | 3.1 |
| Reliability of police services | 119 | 3.0 |
| Business costs of terrorism | 130 | 3.0 |
| Index of terrorism incidence | 126 | 1.0 |
| Homicide rate /100,000 pop. | 113 | 10.1 |
| **Health and hygiene** | 132 | 2.7 |
| Physician density /1,000 pop | 99 | 0.4 |
| Access to improved sanitation % pop. | 124 | 29.0 |
| Access to improved drinking water % pop. | 124 | 68.5 |
| Hospital beds /10,000 pop. | 125 | 5.0 |
| HIV prevalence % adult pop. | 122 | 3.2 |
| Malaria incidence cases/100,000 pop. | 132 | 33243.9 |
| **Human resources and labour market** | 126 | 3.6 |
| Primary education enrollment rate net % | 135 | 63.8 |
| Secondary education enrollment rate gross % | 114 | 55.7 |
| Extent of staff training | 67 | 3.9 |
| Degree of customer orientation | 121 | 3.9 |
| Hiring and firing practices | 16 | 4.8 |
| Ease of finding skilled employees | 91 | 3.9 |
| Ease of hiring foreign labour | 27 | 4.5 |
| Pay and productivity | 70 | 3.9 |
| Female participation in the labor force ratio to men | 82 | 0.76 |
| **ICT readiness** | 114 | 3.2 |
| ICT use for biz-to-biz transactions | 75 | 4.6 |
| Internet use for biz-to-consumer transactions | 76 | 4.3 |
| Internet users % pop. | 84 | 47.4 |
| Fixed-broadband Internet subscriptions /100 pop. | 134 | 0.0 |
| Mobile-cellular telephone subscriptions /100 pop. | 117 | 82.2 |
| Mobile-broadband subscriptions /100 pop. | 108 | 21.0 |
| Mobile network coverage % pop. | 60 | 99.4 |
| Quality of electricity supply | 135 | 1.4 |
| **Prioritization of Travel & Tourism** | 126 | 3.2 |
| Government prioritization of travel and tourism industry | 129 | 3.1 |
| T&T government expenditure % government budget | 133 | 0.3 |
| Effectiveness of marketing and branding to attract tourists | 132 | 2.4 |
| Comprehensiveness of annual T&T data 0–120 (best) | 89 | 54 |
| Timeliness of providing monthly/quarterly T&T data 0–21 (best) | 109 | 9.0 |
| Country brand strategy rating 1–10 (best) | 29 | 81.6 |

| Index Component | Rank/136 | Score* |
|---|---|---|
| **International Openness** | 124 | 1.9 |
| Visa requirements 0–100 (best) | 127 | 4.0 |
| Openness of bilateral Air Service Agreements 0–38 (best) | 41 | 12.4 |
| Number of regional trade agreements in force number | 117 | 2.0 |
| **Price competitiveness** | 68 | 4.9 |
| Ticket taxes and airport charges 0–100 (best) | 69 | 74.7 |
| Hotel price index US$ | 92 | 191.0 |
| Purchasing power parity PPP $ | 63 | 0.4 |
| Fuel price levels US$ cents/litre | 26 | 84.0 |
| **Environmental sustainability** | 96 | 3.9 |
| Stringency of environmental regulations | 131 | 2.8 |
| Enforcement of environmental regulations | 131 | 2.6 |
| Sustainability of travel and tourism industry development | 134 | 2.5 |
| Particulate matter (2.5) concentration μg/m3 | 70 | 8.5 |
| Environmental treaty ratification 0–27 (best) | 67 | 21 |
| Baseline water stress 5–0 (best) | 31 | 0.4 |
| Threatened species % total species | 54 | 5.2 |
| Forest cover change % change | 55 | 0.0 |
| Wastewater treatment % | 106 | 0.2 |
| Costal shelf fishing pressure tonnes/km2 | 79 | 0.3 |
| **Air transport infrastructure** | 108 | 2.0 |
| Quality of air transport infrastructure | 117 | 3.2 |
| Available seat kilometres, domestic millions | 36 | 61.0 |
| Available seat kilometres, international millions | 57 | 255.6 |
| Aircraft departures /1,000 pop. | 115 | 0.3 |
| Airport density airports/million pop. | 129 | 0.2 |
| Number of operating airlines Number | 59 | 36.0 |
| **Ground and port infrastructure** | 126 | 2.1 |
| Quality of roads | 124 | 2.6 |
| Road density % total territorial area | 83 | - |
| Paved road density % total territorial area | 105 | - |
| Quality of railroad infrastructure | 99 | 1.5 |
| Railroad density km of roads/land area | 75 | 0.4 |
| Quality of port infrastructure | 115 | 2.8 |
| Ground transport efficiency | 130 | 2.1 |
| **Tourist service infrastructure** | 108 | 2.7 |
| Hotel rooms number/100 pop. | 101 | 0.2 |
| Quality of tourism infrastructure | 126 | 3.3 |
| Presence of major car rental companies | 85 | 4 |
| Automated teller machines number/thoudand adult pop. | 103 | 16.1 |
| **Natural resources** | 105 | 2.4 |
| Number of World Heritage natural sites number of sites | 86 | 0 |
| Total known species number of species | 24 | 1248 |
| Total protected areas % total territorial area | 82 | 14.2 |
| Natural tourism digital demand 0–100 (best) | 101 | 3 |
| Attractiveness of natural assets | 136 | 2.5 |
| **Cultural resources and business travel** | 61 | 1.9 |
| Number of World Heritage cultural sites number of sites | 75 | 2 |
| Oral and intangible cultural heritage number of expressions | 36 | 4 |
| Sports stadiums number of large stadiums | 33 | 13.0 |
| Number of international association meetings 3-year average | 82 | 10.0 |
| Cultural and entertainment tourism digital demand 0–100 (best) | 83 | 7 |

* Scores are on a 1-to-7 scale unless indicated otherwise. For detailed definitions, sources, and periods, consult the interactive Country/Economy Profiles and Rankings at http://wef.ch/ttcr

# Norway

**18th** / 136

Travel & Tourism Competitiveness Index 2017 edition

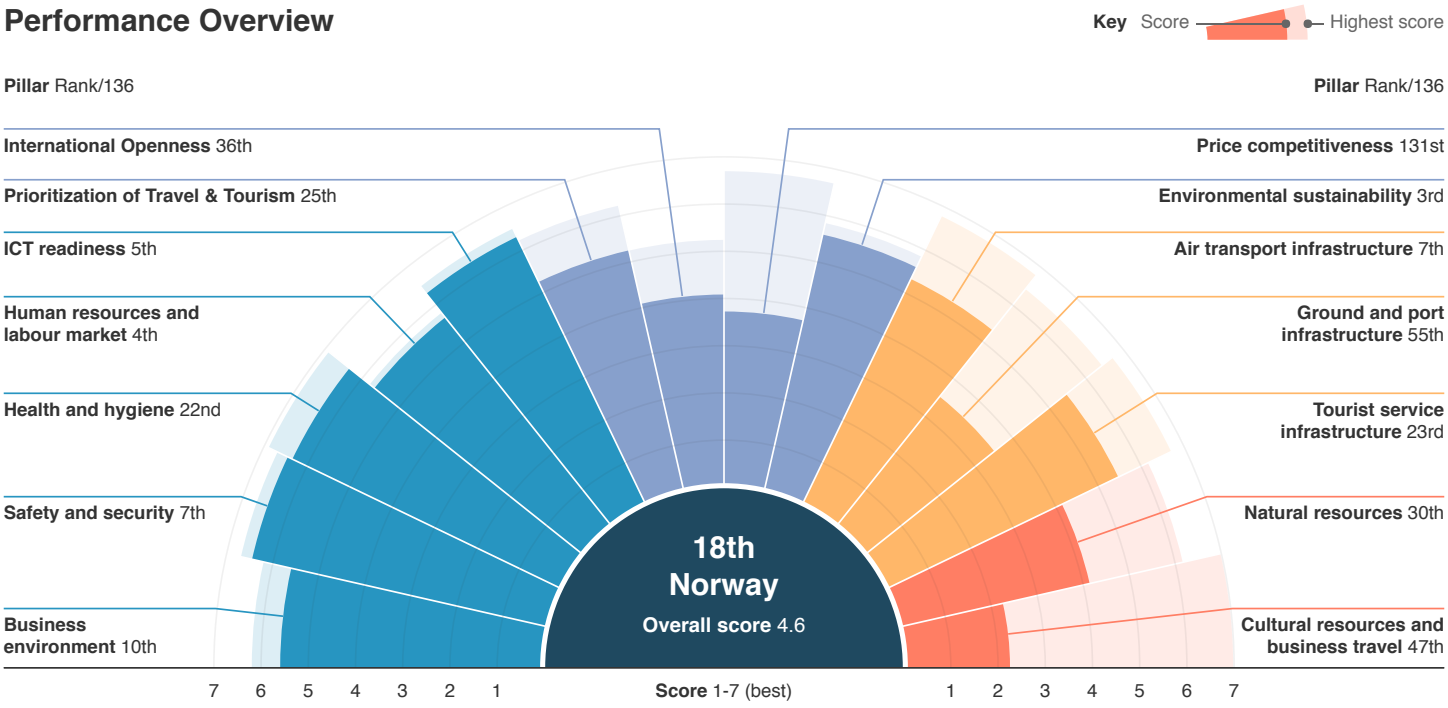
## Key Indicators

Sources: World Tourism Organization (UNWTO) and World Travel and Tourism Council (WTTC)

| | |
|---|---|
| **International tourist arrivals** | 5,361,000 |
| **International tourism inbound receipts** | US $4,951.8 million |
| **Average receipts per arrival** | US $923.7 |

| | |
|---|---|
| **T&T industry GDP** | US $12,514.9 million |
| % of total | 3.2% |
| **T&T industry employment** | 144,658 jobs |
| % of total | 5.5% |

## Performance Overview




## Past performance

| Travel & Tourism Competitiveness Edition | 2015 | 2017 |
|---|---|---|
| **Rank** | 20 / 141 | 18 / 136 |
| **Score** | 4.5 | 4.6 |

# Norway

**18th** /136

## Travel & Tourism Competitiveness Index 2017 edition

WORLD ECONOMIC FORUM

| Index Component | Rank/136 | Score* |
|---|---|---|
| **Business environment** | 10 | 5.6 |
| Property rights | 10 | 6.2 |
| Business impact of rules on FDI | 29 | 5.2 |
| Efficiency of legal framework in settling disputes | 7 | 5.6 |
| Efficiency of legal framework in challenging regs | 6 | 5.4 |
| Time required to deal with construction permits days | 42 | 111 |
| Cost to deal with construction permits % construction cost | 24 | 0.6 |
| Extent of market dominance | 18 | 4.7 |
| Time to start a business days | 13 | 4.0 |
| Cost to start a business % GNI per capita | 22 | 0.9 |
| Effect of taxation on incentives to work | 54 | 4.1 |
| Effect of taxation on incentives to invest | 58 | 3.8 |
| Total tax rate % profits | 76 | 39.5 |
| **Safety and security** | 7 | 6.4 |
| Business costs of crime and violence | 11 | 5.8 |
| Reliability of police services | 5 | 6.5 |
| Business costs of terrorism | 30 | 5.8 |
| Index of terrorism incidence | 1 | 7.0 |
| Homicide rate /100,000 pop. | 10 | 0.6 |
| **Health and hygiene** | 22 | 6.3 |
| Physician density /1,000 pop | 5 | 4.3 |
| Access to improved sanitation % pop. | 34 | 98.1 |
| Access to improved drinking water % pop. | 1 | 100.0 |
| Hospital beds /10,000 pop. | 53 | 33.0 |
| HIV prevalence % adult pop. | 1 | 0.2 |
| Malaria incidence cases/100,000 pop. | 1 | S.L. |
| **Human resources and labour market** | 4 | 5.6 |
| Primary education enrollment rate net % | 5 | 99.8 |
| Secondary education enrollment rate gross % | 17 | 113.0 |
| Extent of staff training | 2 | 5.5 |
| Degree of customer orientation | 16 | 5.6 |
| Hiring and firing practices | 78 | 3.6 |
| Ease of finding skilled employees | 1 | 5.8 |
| Ease of hiring foreign labour | 46 | 4.3 |
| Pay and productivity | 15 | 4.9 |
| Female participation in the labor force ratio to men | 14 | 0.95 |
| **ICT readiness** | 5 | 6.3 |
| ICT use for biz-to-biz transactions | 1 | 6.1 |
| Internet use for biz-to-consumer transactions | 7 | 5.9 |
| Internet users % pop. | 3 | 96.8 |
| Fixed-broadband Internet subscriptions /100 pop. | 6 | 39.7 |
| Mobile-cellular telephone subscriptions /100 pop. | 79 | 111.1 |
| Mobile-broadband subscriptions /100 pop. | 18 | 100.2 |
| Mobile network coverage % pop. | 1 | 100.0 |
| Quality of electricity supply | 9 | 6.7 |
| **Prioritization of Travel & Tourism** | 25 | 5.2 |
| Government prioritization of travel and tourism industry | 60 | 5.0 |
| T&T government expenditure % government budget | 30 | 5.7 |
| Effectiveness of marketing and branding to attract tourists | 50 | 4.7 |
| Comprehensiveness of annual T&T data 0–120 (best) | 62 | 69 |
| Timeliness of providing monthly/quarterly T&T data 0–21 (best) | 53 | 19.0 |
| Country brand strategy rating 1–10 (best) | 4 | 92.8 |

| Index Component | Rank/136 | Score* |
|---|---|---|
| **International Openness** | 36 | 4.0 |
| Visa requirements 0–100 (best) | 73 | 24.0 |
| Openness of bilateral Air Service Agreements 0–38 (best) | 73 | 10.1 |
| Number of regional trade agreements in force number | 33 | 37.0 |
| **Price competitiveness** | 131 | 3.7 |
| Ticket taxes and airport charges 0–100 (best) | 31 | 85.5 |
| Hotel price index US$ | 57 | 126.0 |
| Purchasing power parity PPP $ | 134 | 1.2 |
| Fuel price levels US$ cents/litre | 136 | 211.0 |
| **Environmental sustainability** | 3 | 5.6 |
| Stringency of environmental regulations | 5 | 6.1 |
| Enforcement of environmental regulations | 6 | 6.0 |
| Sustainability of travel and tourism industry development | 13 | 5.3 |
| Particulate matter (2.5) concentration µg/m3 | 14 | 3.6 |
| Environmental treaty ratification 0–27 (best) | 1 | 30 |
| Baseline water stress 5–0 (best) | 36 | 0.5 |
| Threatened species % total species | 57 | 5.3 |
| Forest cover change % change | 44 | 0.0 |
| Wastewater treatment % | 18 | 83.8 |
| Costal shelf fishing pressure tonnes/km2 | 64 | 0.2 |
| **Air transport infrastructure** | 7 | 5.3 |
| Quality of air transport infrastructure | 15 | 5.8 |
| Available seat kilometres, domestic millions | 26 | 209.7 |
| Available seat kilometres, international millions | 47 | 401.3 |
| Aircraft departures /1,000 pop. | 5 | 55.3 |
| Airport density airports/million pop. | 4 | 12.4 |
| Number of operating airlines Number | 38 | 58.0 |
| **Ground and port infrastructure** | 55 | 3.5 |
| Quality of roads | 66 | 4.1 |
| Road density % total territorial area | 77 | - |
| Paved road density % total territorial area | 62 | - |
| Quality of railroad infrastructure | n/a | n/a |
| Railroad density km of roads/land area | n/a | 1.1 |
| Quality of port infrastructure | 18 | 5.4 |
| Ground transport efficiency | 30 | 4.7 |
| **Tourist service infrastructure** | 23 | 5.4 |
| Hotel rooms number/100 pop. | 15 | 1.6 |
| Quality of tourism infrastructure | 45 | 5.1 |
| Presence of major car rental companies | 1 | 7 |
| Automated teller machines number/thoudand adult pop. | 68 | 48.6 |
| **Natural resources** | 30 | 4.1 |
| Number of World Heritage natural sites number of sites | 46 | 1 |
| Total known species number of species | 116 | 337 |
| Total protected areas % total territorial area | 23 | 29.2 |
| Natural tourism digital demand 0–100 (best) | 10 | 61 |
| Attractiveness of natural assets | 3 | 6.5 |
| **Cultural resources and business travel** | 47 | 2.2 |
| Number of World Heritage cultural sites number of sites | 30 | 7 |
| Oral and intangible cultural heritage number of expressions | 71 | 1 |
| Sports stadiums number of large stadiums | 55 | 6.0 |
| Number of international association meetings 3-year average | 32 | 136.7 |
| Cultural and entertainment tourism digital demand 0–100 (best) | 60 | 11 |

* Scores are on a 1-to-7 scale unless indicated otherwise. For detailed definitions, sources, and periods, consult the interactive Country/Economy Profiles and Rankings at http://wef.ch/ttcr

# Oman

**66th** / 136

Travel & Tourism Competitiveness Index 2017 edition

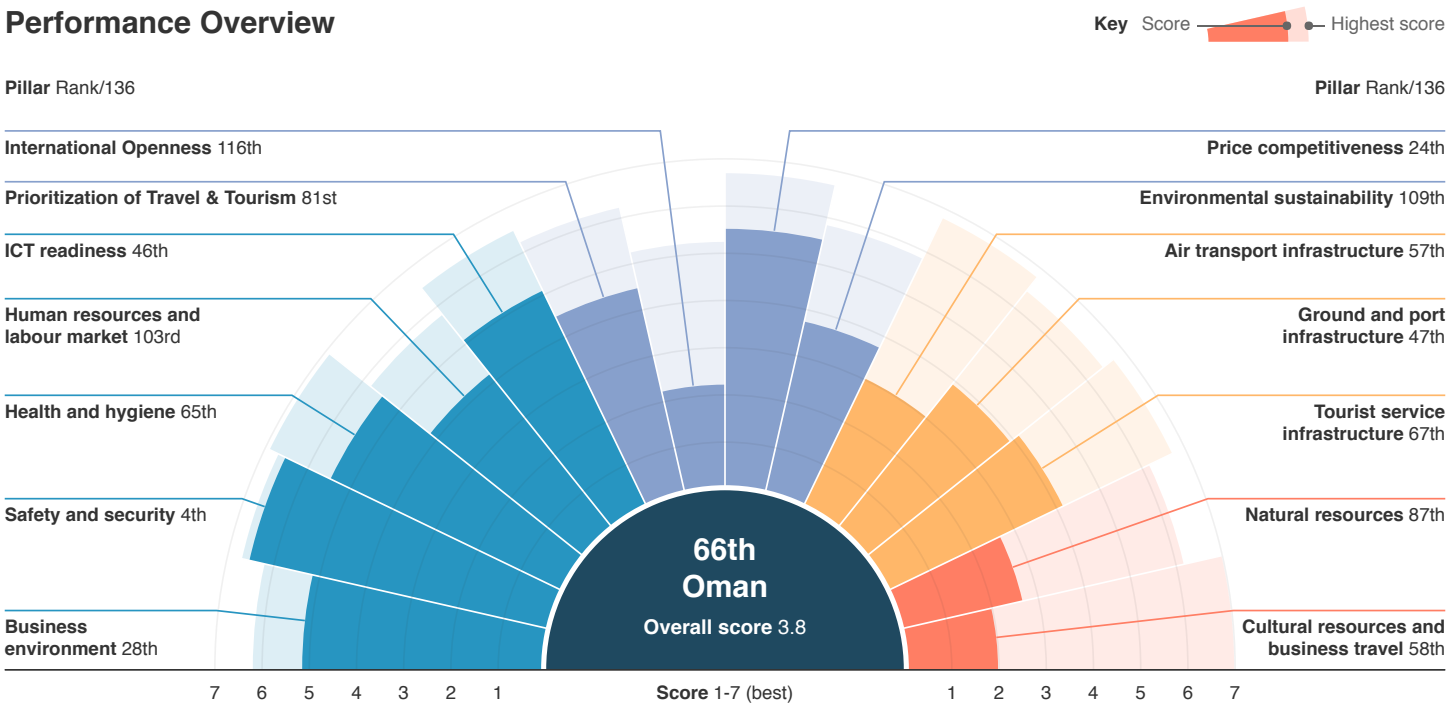
## Key Indicators

Sources: World Tourism Organization (UNWTO) and World Travel and Tourism Council (WTTC)

| | |
|---|---|
| **International tourist arrivals** | 1,897,000 |
| **International tourism inbound receipts** | US $1,539.7 million |
| **Average receipts per arrival** | US $811.6 |

| | |
|---|---|
| **T&T industry GDP** | US $1,812.5 million |
| % of total | 2.5% |
| **T&T industry employment** | 53,251 jobs |
| % of total | 2.7% |

## Performance Overview




## Past performance

| Travel & Tourism Competitiveness Edition | 2015 | 2017 |
|---|---|---|
| **Rank** | 65 / 141 | 66 / 136 |
| **Score** | 3.8 | 3.8 |

# Oman

**66th** / 136

## Travel & Tourism Competitiveness Index 2017 edition

WORLD ECONOMIC FORUM

| Index Component | Rank/136 | Score* |
|---|---|---|
| **Business environment** | 28 | 5.1 |
| Property rights | 28 | 5.4 |
| Business impact of rules on FDI | 100 | 4.1 |
| Efficiency of legal framework in settling disputes | 31 | 4.6 |
| Efficiency of legal framework in challenging regs | 37 | 4.1 |
| Time required to deal with construction permits days | 80 | 157 |
| Cost to deal with construction permits % construction cost | 46 | 1.1 |
| Extent of market dominance | 108 | 3.2 |
| Time to start a business days | 29 | 6.0 |
| Cost to start a business % GNI per capita | 51 | 4.0 |
| Effect of taxation on incentives to work | 6 | 5.3 |
| Effect of taxation on incentives to invest | 9 | 5.2 |
| Total tax rate % profits | 21 | 23.9 |
| **Safety and security** | 4 | 6.5 |
| Business costs of crime and violence | 6 | 6.3 |
| Reliability of police services | 12 | 6.3 |
| Business costs of terrorism | 18 | 6.1 |
| Index of terrorism incidence | 1 | 7.0 |
| Homicide rate /100,000 pop. | 32 | 1.1 |
| **Health and hygiene** | 65 | 5.4 |
| Physician density /1,000 pop | 51 | 2.4 |
| Access to improved sanitation % pop. | 45 | 96.7 |
| Access to improved drinking water % pop. | 83 | 93.4 |
| Hospital beds /10,000 pop. | 87 | 17.0 |
| HIV prevalence % adult pop. | 1 | 0.2 |
| Malaria incidence cases/100,000 pop. | 1 | P.R. |
| **Human resources and labour market** | 103 | 4.1 |
| Primary education enrollment rate net % | 71 | 94.5 |
| Secondary education enrollment rate gross % | 33 | 104.2 |
| Extent of staff training | 49 | 4.2 |
| Degree of customer orientation | 86 | 4.4 |
| Hiring and firing practices | 117 | 3.1 |
| Ease of finding skilled employees | 118 | 3.5 |
| Ease of hiring foreign labour | 129 | 3.0 |
| Pay and productivity | 76 | 3.8 |
| Female participation in the labor force ratio to men | 126 | 0.36 |
| **ICT readiness** | 46 | 5.1 |
| ICT use for biz-to-biz transactions | 89 | 4.4 |
| Internet use for biz-to-consumer transactions | 104 | 3.9 |
| Internet users % pop. | 37 | 74.2 |
| Fixed-broadband Internet subscriptions /100 pop. | 82 | 5.6 |
| Mobile-cellular telephone subscriptions /100 pop. | 14 | 159.9 |
| Mobile-broadband subscriptions /100 pop. | 33 | 78.3 |
| Mobile network coverage % pop. | 65 | 99.0 |
| Quality of electricity supply | 26 | 6.2 |
| **Prioritization of Travel & Tourism** | 81 | 4.4 |
| Government prioritization of travel and tourism industry | 27 | 5.6 |
| T&T government expenditure % government budget | 119 | 1.3 |
| Effectiveness of marketing and branding to attract tourists | 58 | 4.5 |
| Comprehensiveness of annual T&T data 0–120 (best) | 53 | 73 |
| Timeliness of providing monthly/quarterly T&T data 0–21 (best) | 102 | 13.0 |
| Country brand strategy rating 1–10 (best) | 53 | 78.3 |

| Index Component | Rank/136 | Score* |
|---|---|---|
| **International Openness** | 116 | 2.2 |
| Visa requirements 0–100 (best) | 112 | 20.0 |
| Openness of bilateral Air Service Agreements 0–38 (best) | 102 | 7.8 |
| Number of regional trade agreements in force number | 78 | 6.0 |
| **Price competitiveness** | 24 | 5.5 |
| Ticket taxes and airport charges 0–100 (best) | 41 | 81.6 |
| Hotel price index US$ | 86 | 175.4 |
| Purchasing power parity PPP $ | 44 | 0.4 |
| Fuel price levels US$ cents/litre | 10 | 38.0 |
| **Environmental sustainability** | 109 | 3.7 |
| Stringency of environmental regulations | 30 | 5.0 |
| Enforcement of environmental regulations | 25 | 5.1 |
| Sustainability of travel and tourism industry development | 58 | 4.5 |
| Particulate matter (2.5) concentration μg/m3 | 67 | 7.8 |
| Environmental treaty ratification 0–27 (best) | 67 | 21 |
| Baseline water stress 5–0 (best) | 121 | 5.0 |
| Threatened species % total species | 62 | 5.7 |
| Forest cover change % change | n/a | n/a |
| Wastewater treatment % | 78 | 5.4 |
| Costal shelf fishing pressure tonnes/km2 | 35 | 0.1 |
| **Air transport infrastructure** | 57 | 3.0 |
| Quality of air transport infrastructure | 54 | 4.7 |
| Available seat kilometres, domestic millions | 47 | 13.7 |
| Available seat kilometres, international millions | 55 | 260.0 |
| Aircraft departures /1,000 pop. | 29 | 12.6 |
| Airport density airports/million pop. | 39 | 1.7 |
| Number of operating airlines Number | 64 | 34.0 |
| **Ground and port infrastructure** | 47 | 3.9 |
| Quality of roads | 19 | 5.5 |
| Road density % total territorial area | 82 | - |
| Paved road density % total territorial area | 74 | - |
| Quality of railroad infrastructure | n/a | n/a |
| Railroad density km of roads/land area | n/a | n/a |
| Quality of port infrastructure | 44 | 4.6 |
| Ground transport efficiency | 54 | 3.9 |
| **Tourist service infrastructure** | 67 | 4.1 |
| Hotel rooms number/100 pop. | 79 | 0.3 |
| Quality of tourism infrastructure | 82 | 4.4 |
| Presence of major car rental companies | 1 | 7 |
| Automated teller machines number/thoudand adult pop. | 76 | 42.2 |
| **Natural resources** | 87 | 2.6 |
| Number of World Heritage natural sites number of sites | 86 | 0 |
| Total known species number of species | 95 | 406 |
| Total protected areas % total territorial area | 95 | 10.7 |
| Natural tourism digital demand 0–100 (best) | 66 | 13 |
| Attractiveness of natural assets | 24 | 6.0 |
| **Cultural resources and business travel** | 58 | 1.9 |
| Number of World Heritage cultural sites number of sites | 55 | 4 |
| Oral and intangible cultural heritage number of expressions | 8 | 13 |
| Sports stadiums number of large stadiums | 97 | 2.0 |
| Number of international association meetings 3-year average | 82 | 10.0 |
| Cultural and entertainment tourism digital demand 0–100 (best) | 106 | 3 |

* Scores are on a 1-to-7 scale unless indicated otherwise. For detailed definitions, sources, and periods, consult the interactive Country/Economy Profiles and Rankings at http://wef.ch/ttcr

# Pakistan

**124th** / 136

Travel & Tourism Competitiveness Index 2017 edition

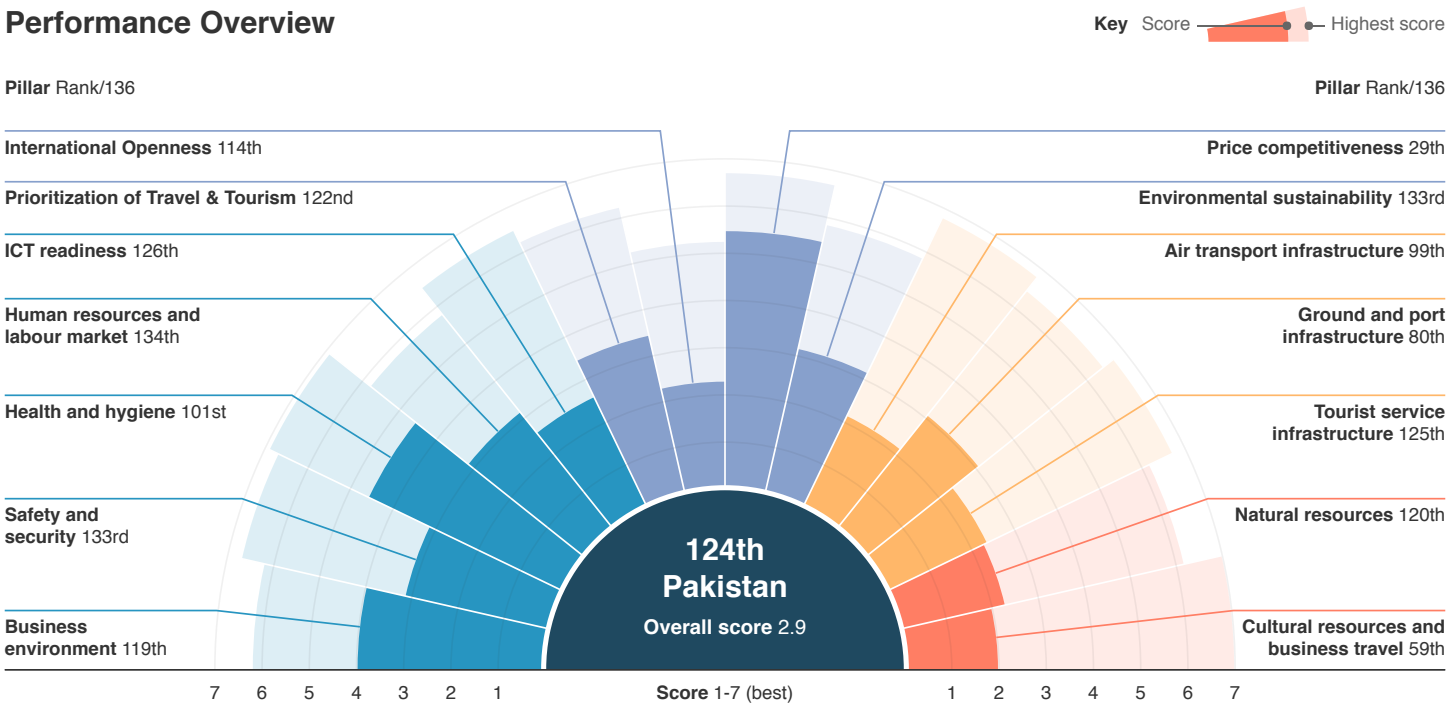
## Key Indicators

Sources: World Tourism Organization (UNWTO) and World Travel and Tourism Council (WTTC)

| | |
|---|---|
| **International tourist arrivals** | 965,498 |
| **International tourism inbound receipts** | US $317.0 million |
| **Average receipts per arrival** | US $328.3 |

| | |
|---|---|
| **T&T industry GDP** | US $7,362.0 million |
| % of total | 2.8% |
| **T&T industry employment** | 1,429,580 jobs |
| % of total | 2.4% |

## Performance Overview




## Past performance

| Travel & Tourism Competitiveness Edition | 2015 | 2017 |
|---|---|---|
| **Rank** | 125 / 141 | 124 / 136 |
| **Score** | 2.9 | 2.9 |

# Pakistan

**124th** / 136

## Travel & Tourism Competitiveness Index 2017 edition

| Index Component | Rank/136 | Score* |
|---|---|---|
| **Business environment** | 119 | 3.9 |
| Property rights | 120 | 3.5 |
| Business impact of rules on FDI | 105 | 4.0 |
| Efficiency of legal framework in settling disputes | 107 | 3.0 |
| Efficiency of legal framework in challenging regs | 99 | 3.0 |
| Time required to deal with construction permits days | 124 | 264 |
| Cost to deal with construction permits % construction cost | 116 | 7.0 |
| Extent of market dominance | 96 | 3.4 |
| Time to start a business days | 93 | 18.0 |
| Cost to start a business % GNI per capita | 86 | 12.4 |
| Effect of taxation on incentives to work | 83 | 3.7 |
| Effect of taxation on incentives to invest | 83 | 3.4 |
| Total tax rate % profits | 51 | 33.3 |
| **Safety and security** | 133 | 3.1 |
| Business costs of crime and violence | 123 | 2.9 |
| Reliability of police services | 116 | 3.1 |
| Business costs of terrorism | 132 | 2.7 |
| Index of terrorism incidence | 126 | 1.0 |
| Homicide rate /100,000 pop. | 99 | 7.8 |
| **Health and hygiene** | 101 | 4.5 |
| Physician density /1,000 pop | 92 | 0.8 |
| Access to improved sanitation % pop. | 100 | 63.5 |
| Access to improved drinking water % pop. | 92 | 91.4 |
| Hospital beds /10,000 pop. | 122 | 6.0 |
| HIV prevalence % adult pop. | 1 | 0.1 |
| Malaria incidence cases/100,000 pop. | 108 | 810.6 |
| **Human resources and labour market** | 134 | 3.1 |
| Primary education enrollment rate net % | 132 | 73.8 |
| Secondary education enrollment rate gross % | 121 | 44.5 |
| Extent of staff training | 118 | 3.4 |
| Degree of customer orientation | 112 | 4.0 |
| Hiring and firing practices | 62 | 3.8 |
| Ease of finding skilled employees | 100 | 3.7 |
| Ease of hiring foreign labour | 76 | 3.9 |
| Pay and productivity | 95 | 3.6 |
| Female participation in the labor force ratio to men | 132 | 0.30 |
| **ICT readiness** | 126 | 2.5 |
| ICT use for biz-to-biz transactions | 125 | 3.7 |
| Internet use for biz-to-consumer transactions | 115 | 3.7 |
| Internet users % pop. | 118 | 18.0 |
| Fixed-broadband Internet subscriptions /100 pop. | 109 | 1.0 |
| Mobile-cellular telephone subscriptions /100 pop. | 128 | 66.9 |
| Mobile-broadband subscriptions /100 pop. | 122 | 13.0 |
| Mobile network coverage % pop. | 125 | 86.0 |
| Quality of electricity supply | 119 | 2.4 |
| **Prioritization of Travel & Tourism** | 122 | 3.4 |
| Government prioritization of travel and tourism industry | 132 | 2.8 |
| T&T government expenditure % government budget | 105 | 2.0 |
| Effectiveness of marketing and branding to attract tourists | 125 | 2.8 |
| Comprehensiveness of annual T&T data 0–120 (best) | 132 | 17 |
| Timeliness of providing monthly/quarterly T&T data 0–21 (best) | 95 | 14.0 |
| Country brand strategy rating 1–10 (best) | 30 | 81.2 |

| Index Component | Rank/136 | Score* |
|---|---|---|
| **International Openness** | 114 | 2.2 |
| Visa requirements 0–100 (best) | 135 | 0.0 |
| Openness of bilateral Air Service Agreements 0–38 (best) | 64 | 11.0 |
| Number of regional trade agreements in force number | 61 | 11.0 |
| **Price competitiveness** | 29 | 5.4 |
| Ticket taxes and airport charges 0–100 (best) | 79 | 69.3 |
| Hotel price index US$ | 28 | 94.3 |
| Purchasing power parity PPP $ | 6 | 0.3 |
| Fuel price levels US$ cents/litre | 40 | 101.0 |
| **Environmental sustainability** | 133 | 3.1 |
| Stringency of environmental regulations | 107 | 3.3 |
| Enforcement of environmental regulations | 108 | 3.2 |
| Sustainability of travel and tourism industry development | 128 | 3.0 |
| Particulate matter (2.5) concentration μg/m3 | 132 | 28.5 |
| Environmental treaty ratification 0–27 (best) | 54 | 22 |
| Baseline water stress 5–0 (best) | 114 | 4.3 |
| Threatened species % total species | 89 | 7.0 |
| Forest cover change % change | 12 | 0.0 |
| Wastewater treatment % | 108 | 0.1 |
| Costal shelf fishing pressure tonnes/km2 | 72 | 0.3 |
| **Air transport infrastructure** | 99 | 2.1 |
| Quality of air transport infrastructure | 90 | 4.0 |
| Available seat kilometres, domestic millions | 33 | 74.7 |
| Available seat kilometres, international millions | 50 | 379.3 |
| Aircraft departures /1,000 pop. | 114 | 0.3 |
| Airport density airports/million pop. | 123 | 0.3 |
| Number of operating airlines Number | 86 | 23.0 |
| **Ground and port infrastructure** | 80 | 3.0 |
| Quality of roads | 76 | 3.8 |
| Road density % total territorial area | 63 | - |
| Paved road density % total territorial area | 58 | - |
| Quality of railroad infrastructure | 49 | 3.1 |
| Railroad density km of roads/land area | 53 | 1.0 |
| Quality of port infrastructure | 84 | 3.7 |
| Ground transport efficiency | 75 | 3.3 |
| **Tourist service infrastructure** | 125 | 2.3 |
| Hotel rooms number/100 pop. | 129 | 0.0 |
| Quality of tourism infrastructure | 123 | 3.4 |
| Presence of major car rental companies | 102 | 3 |
| Automated teller machines number/thoudand adult pop. | 118 | 7.3 |
| **Natural resources** | 120 | 2.2 |
| Number of World Heritage natural sites number of sites | 86 | 0 |
| Total known species number of species | 45 | 819 |
| Total protected areas % total territorial area | 94 | 10.8 |
| Natural tourism digital demand 0–100 (best) | 103 | 3 |
| Attractiveness of natural assets | 127 | 3.5 |
| **Cultural resources and business travel** | 59 | 1.9 |
| Number of World Heritage cultural sites number of sites | 36 | 6 |
| Oral and intangible cultural heritage number of expressions | 43 | 3 |
| Sports stadiums number of large stadiums | 36 | 12.0 |
| Number of international association meetings 3-year average | 112 | 4.0 |
| Cultural and entertainment tourism digital demand 0–100 (best) | 61 | 11 |

* Scores are on a 1-to-7 scale unless indicated otherwise. For detailed definitions, sources, and periods, consult the interactive Country/Economy Profiles and Rankings at http://wef.ch/ttcr

# Panama

**35th** / 136

Travel & Tourism Competitiveness Index 2017 edition

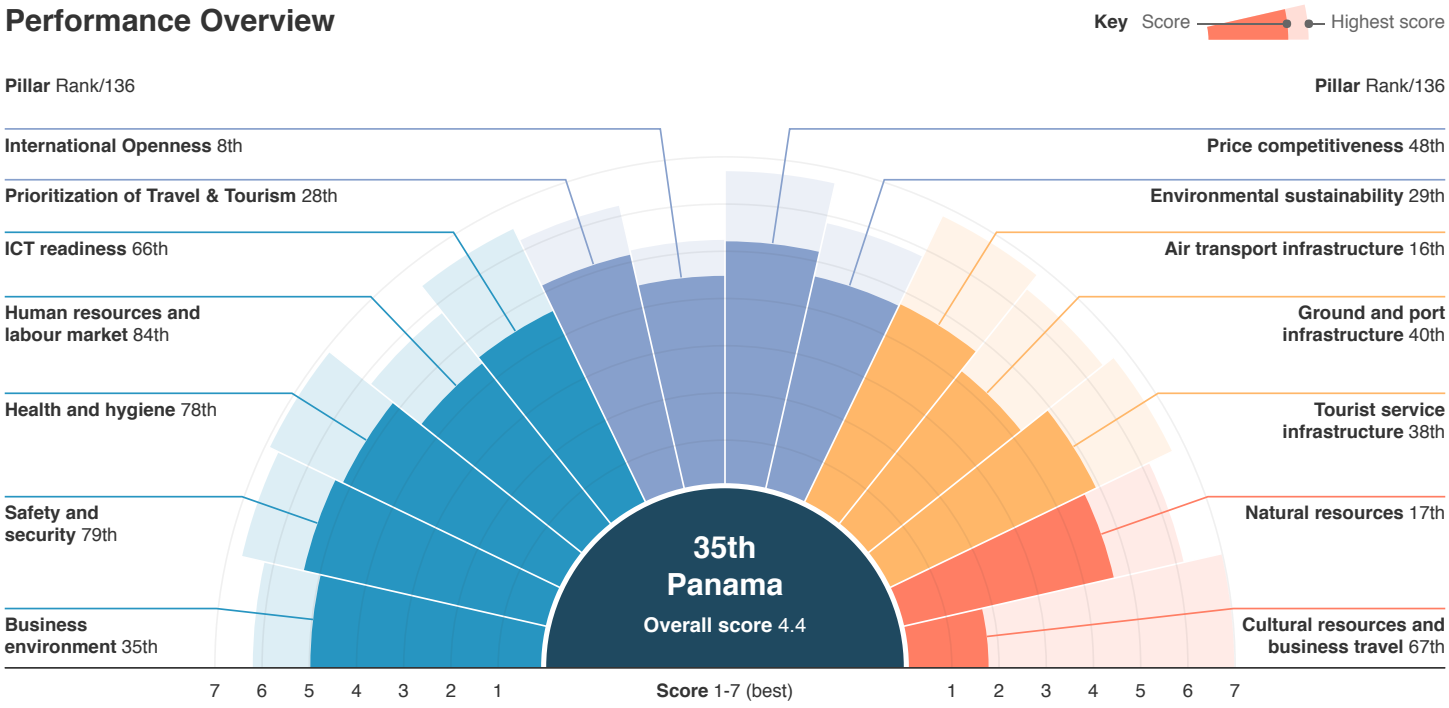
## Key Indicators

Sources: World Tourism Organization (UNWTO) and World Travel and Tourism Council (WTTC)

| | |
|---|---|
| **International tourist arrivals** | 2,109,374 |
| **International tourism inbound receipts** | US $4,152.6 million |
| **Average receipts per arrival** | US $1,968.7 |

| | |
|---|---|
| **T&T industry GDP** | US $3,859.7 million |
| % of total | 8.1% |
| **T&T industry employment** | 155,472 jobs |
| % of total | 8.6% |

## Performance Overview




## Past performance

| Travel & Tourism Competitiveness Edition | 2015 | 2017 |
|---|---|---|
| **Rank** | 34 / 141 | 35 / 136 |
| **Score** | 4.3 | 4.4 |

# Panama

**35th** / 136

## Travel & Tourism Competitiveness Index 2017 edition

WORLD ECONOMIC FORUM

| Index Component | Rank/136 | Score* |
|---|---|---|
| **Business environment** | 35 | 4.9 |
| Property rights | 40 | 4.9 |
| Business impact of rules on FDI | 10 | 5.7 |
| Efficiency of legal framework in settling disputes | 99 | 3.0 |
| Efficiency of legal framework in challenging regs | 93 | 3.0 |
| Time required to deal with construction permits days | 29 | 98 |
| Cost to deal with construction permits % construction cost | 69 | 2.0 |
| Extent of market dominance | 35 | 4.2 |
| Time to start a business days | 29 | 6.0 |
| Cost to start a business % GNI per capita | 62 | 5.8 |
| Effect of taxation on incentives to work | 19 | 4.6 |
| Effect of taxation on incentives to invest | 12 | 5.0 |
| Total tax rate % profits | 68 | 37.2 |
| **Safety and security** | 79 | 5.3 |
| Business costs of crime and violence | 73 | 4.5 |
| Reliability of police services | 58 | 4.7 |
| Business costs of terrorism | 21 | 6.0 |
| Index of terrorism incidence | 1 | 7.0 |
| Homicide rate /100,000 pop. | 125 | 17.4 |
| **Health and hygiene** | 78 | 5.1 |
| Physician density /1,000 pop | 71 | 1.6 |
| Access to improved sanitation % pop. | 91 | 75.0 |
| Access to improved drinking water % pop. | 79 | 94.7 |
| Hospital beds /10,000 pop. | 71 | 22.0 |
| HIV prevalence % adult pop. | 92 | 0.6 |
| Malaria incidence cases/100,000 pop. | 91 | 21.5 |
| **Human resources and labour market** | 84 | 4.4 |
| Primary education enrollment rate net % | 61 | 95.9 |
| Secondary education enrollment rate gross % | 98 | 75.5 |
| Extent of staff training | 45 | 4.2 |
| Degree of customer orientation | 79 | 4.5 |
| Hiring and firing practices | 92 | 3.5 |
| Ease of finding skilled employees | 87 | 3.9 |
| Ease of hiring foreign labour | 74 | 4.0 |
| Pay and productivity | 64 | 4.0 |
| Female participation in the labor force ratio to men | 101 | 0.65 |
| **ICT readiness** | 66 | 4.5 |
| ICT use for biz-to-biz transactions | 37 | 5.2 |
| Internet use for biz-to-consumer transactions | 45 | 4.9 |
| Internet users % pop. | 75 | 51.2 |
| Fixed-broadband Internet subscriptions /100 pop. | 77 | 7.9 |
| Mobile-cellular telephone subscriptions /100 pop. | 7 | 174.2 |
| Mobile-broadband subscriptions /100 pop. | 102 | 32.7 |
| Mobile network coverage % pop. | 104 | 96.0 |
| Quality of electricity supply | 56 | 5.2 |
| **Prioritization of Travel & Tourism** | 28 | 5.1 |
| Government prioritization of travel and tourism industry | 45 | 5.3 |
| T&T government expenditure % government budget | 37 | 5.0 |
| Effectiveness of marketing and branding to attract tourists | 31 | 5.1 |
| Comprehensiveness of annual T&T data 0–120 (best) | 70 | 65 |
| Timeliness of providing monthly/quarterly T&T data 0–21 (best) | 53 | 19.0 |
| Country brand strategy rating 1–10 (best) | 22 | 83.2 |

| Index Component | Rank/136 | Score* |
|---|---|---|
| **International Openness** | 8 | 4.4 |
| Visa requirements 0–100 (best) | 51 | 35.0 |
| Openness of bilateral Air Service Agreements 0–38 (best) | 15 | 19.3 |
| Number of regional trade agreements in force number | 35 | 29.0 |
| **Price competitiveness** | 48 | 5.2 |
| Ticket taxes and airport charges 0–100 (best) | 81 | 68.6 |
| Hotel price index US$ | 32 | 98.6 |
| Purchasing power parity PPP $ | 99 | 0.6 |
| Fuel price levels US$ cents/litre | 28 | 85.0 |
| **Environmental sustainability** | 29 | 4.6 |
| Stringency of environmental regulations | 66 | 4.1 |
| Enforcement of environmental regulations | 68 | 3.8 |
| Sustainability of travel and tourism industry development | 38 | 4.8 |
| Particulate matter (2.5) concentration µg/m3 | 8 | 2.1 |
| Environmental treaty ratification 0–27 (best) | 31 | 24 |
| Baseline water stress 5–0 (best) | 11 | 0.0 |
| Threatened species % total species | 87 | 6.7 |
| Forest cover change % change | 66 | 0.1 |
| Wastewater treatment % | 65 | 13.3 |
| Costal shelf fishing pressure tonnes/km2 | 42 | 0.1 |
| **Air transport infrastructure** | 16 | 4.7 |
| Quality of air transport infrastructure | 6 | 6.2 |
| Available seat kilometres, domestic millions | 67 | 2.8 |
| Available seat kilometres, international millions | 44 | 414.8 |
| Aircraft departures /1,000 pop. | 10 | 33.8 |
| Airport density airports/million pop. | 8 | 6.9 |
| Number of operating airlines Number | 72 | 30.0 |
| **Ground and port infrastructure** | 40 | 4.2 |
| Quality of roads | 47 | 4.5 |
| Road density % total territorial area | 85 | - |
| Paved road density % total territorial area | 80 | - |
| Quality of railroad infrastructure | 27 | 4.2 |
| Railroad density km of roads/land area | n/a | n/a |
| Quality of port infrastructure | 5 | 6.3 |
| Ground transport efficiency | 40 | 4.3 |
| **Tourist service infrastructure** | 38 | 4.9 |
| Hotel rooms number/100 pop. | 48 | 0.7 |
| Quality of tourism infrastructure | 29 | 5.4 |
| Presence of major car rental companies | 1 | 7 |
| Automated teller machines number/thoudand adult pop. | 40 | 60.8 |
| **Natural resources** | 17 | 4.6 |
| Number of World Heritage natural sites number of sites | 19 | 3 |
| Total known species number of species | 19 | 1324 |
| Total protected areas % total territorial area | 53 | 20.6 |
| Natural tourism digital demand 0–100 (best) | 18 | 49 |
| Attractiveness of natural assets | 52 | 5.5 |
| **Cultural resources and business travel** | 67 | 1.7 |
| Number of World Heritage cultural sites number of sites | 75 | 2 |
| Oral and intangible cultural heritage number of expressions | 93 | 0 |
| Sports stadiums number of large stadiums | 66 | 5.0 |
| Number of international association meetings 3-year average | 52 | 50.3 |
| Cultural and entertainment tourism digital demand 0–100 (best) | 40 | 16 |

* Scores are on a 1-to-7 scale unless indicated otherwise. For detailed definitions, sources, and periods, consult the interactive Country/Economy Profiles and Rankings at http://wef.ch/ttcr

# Paraguay

**110th** / 136

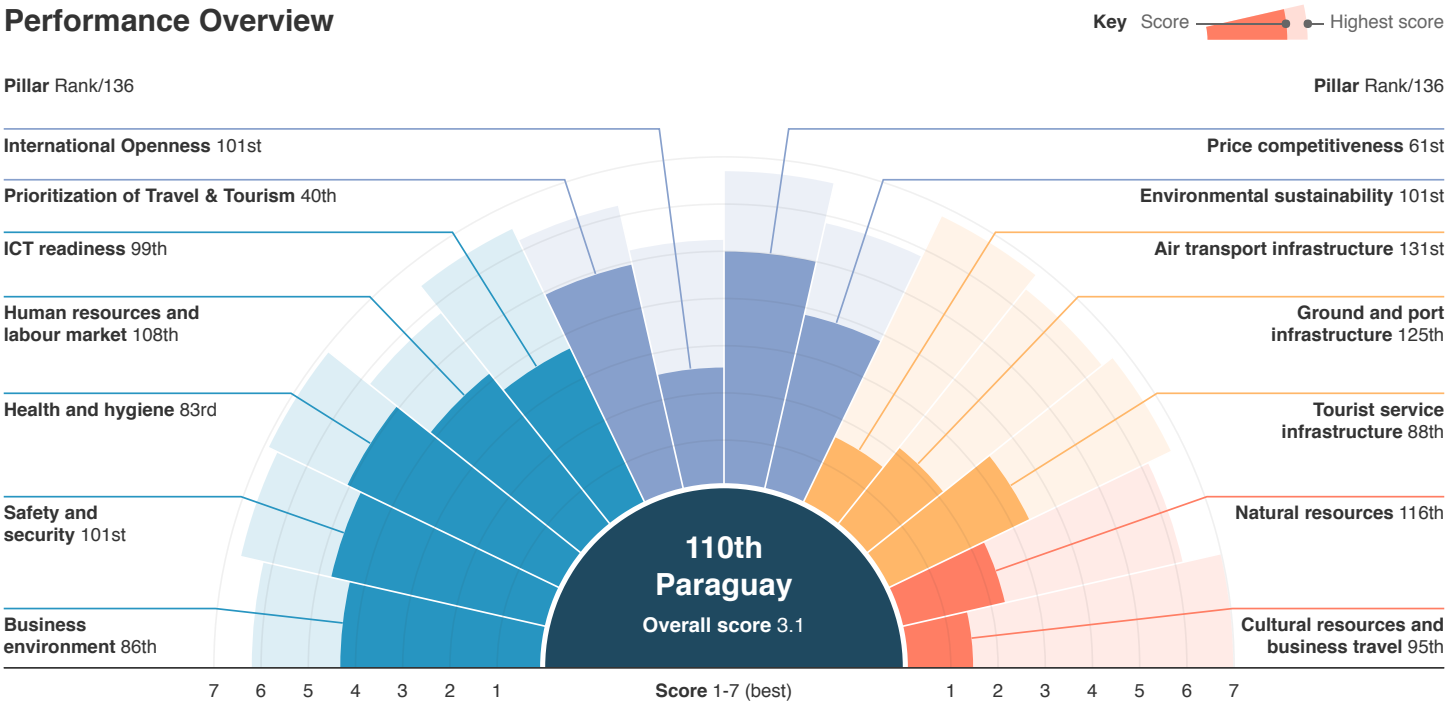
Travel & Tourism Competitiveness Index 2017 edition

## Key Indicators

Sources: World Tourism Organization (UNWTO) and World Travel and Tourism Council (WTTC)

| | |
|---|---|
| **International tourist arrivals** | 1,214,613 |
| **International tourism inbound receipts** | US $483.7 million |
| **Average receipts per arrival** | US $398.2 |
| **T&T industry GDP** | US $573.2 million |
| % of total | 1.8% |
| **T&T industry employment** | 45,706 jobs |
| % of total | 1.4% |

## Performance Overview




## Past performance

| Travel & Tourism Competitiveness Edition | 2015 | 2017 |
|---|---|---|
| **Rank** | 113 / 141 | 110 / 136 |
| **Score** | 3.1 | 3.1 |

# Paraguay

**110th** /136

## Travel & Tourism Competitiveness Index 2017 edition

WORLD ECONOMIC FORUM

| Index Component | Rank/136 | Score* |
|---|---|---|
| **Business environment** | 86 | 4.3 |
| Property rights | 109 | 3.8 |
| Business impact of rules on FDI | 27 | 5.2 |
| Efficiency of legal framework in settling disputes | 131 | 2.3 |
| Efficiency of legal framework in challenging regs | 128 | 2.5 |
| Time required to deal with construction permits days | 52 | 120 |
| Cost to deal with construction permits % construction cost | 27 | 0.7 |
| Extent of market dominance | 109 | 3.2 |
| Time to start a business days | 118 | 35.0 |
| Cost to start a business % GNI per capita | 119 | 39.8 |
| Effect of taxation on incentives to work | 25 | 4.5 |
| Effect of taxation on incentives to invest | 10 | 5.2 |
| Total tax rate % profits | 60 | 35.0 |
| **Safety and security** | 101 | 4.7 |
| Business costs of crime and violence | 105 | 3.8 |
| Reliability of police services | 123 | 2.8 |
| Business costs of terrorism | 97 | 4.7 |
| Index of terrorism incidence | 97 | 6.5 |
| Homicide rate /100,000 pop. | 105 | 8.8 |
| **Health and hygiene** | 83 | 5.0 |
| Physician density /1,000 pop | 76 | 1.2 |
| Access to improved sanitation % pop. | 72 | 88.6 |
| Access to improved drinking water % pop. | 60 | 98.0 |
| Hospital beds /10,000 pop. | 99 | 13.0 |
| HIV prevalence % adult pop. | 76 | 0.4 |
| Malaria incidence cases/100,000 pop. | 1 | 0.0 |
| **Human resources and labour market** | 108 | 4.1 |
| Primary education enrollment rate net % | 108 | 88.5 |
| Secondary education enrollment rate gross % | 97 | 76.6 |
| Extent of staff training | 116 | 3.4 |
| Degree of customer orientation | 90 | 4.4 |
| Hiring and firing practices | 103 | 3.3 |
| Ease of finding skilled employees | 133 | 3.0 |
| Ease of hiring foreign labour | 4 | 5.2 |
| Pay and productivity | 124 | 3.2 |
| Female participation in the labor force ratio to men | 92 | 0.70 |
| **ICT readiness** | 99 | 3.7 |
| ICT use for biz-to-biz transactions | 122 | 3.8 |
| Internet use for biz-to-consumer transactions | 111 | 3.7 |
| Internet users % pop. | 82 | 48.4 |
| Fixed-broadband Internet subscriptions /100 pop. | 93 | 3.1 |
| Mobile-cellular telephone subscriptions /100 pop. | 90 | 105.4 |
| Mobile-broadband subscriptions /100 pop. | 92 | 39.2 |
| Mobile network coverage % pop. | 51 | 99.7 |
| Quality of electricity supply | 114 | 2.9 |
| **Prioritization of Travel & Tourism** | 40 | 4.9 |
| Government prioritization of travel and tourism industry | 119 | 3.5 |
| T&T government expenditure % government budget | 16 | 8.0 |
| Effectiveness of marketing and branding to attract tourists | 117 | 3.1 |
| Comprehensiveness of annual T&T data 0–120 (best) | 70 | 65 |
| Timeliness of providing monthly/quarterly T&T data 0–21 (best) | 70 | 18.0 |
| Country brand strategy rating 1–10 (best) | 1 | 98.8 |

| Index Component | Rank/136 | Score* |
|---|---|---|
| **International Openness** | 101 | 2.5 |
| Visa requirements 0–100 (best) | 69 | 26.0 |
| Openness of bilateral Air Service Agreements 0–38 (best) | 42 | 12.4 |
| Number of regional trade agreements in force number | 83 | 5.0 |
| **Price competitiveness** | 61 | 5.0 |
| Ticket taxes and airport charges 0–100 (best) | 87 | 65.9 |
| Hotel price index US$ | n/a | n/a |
| Purchasing power parity PPP $ | 65 | 0.4 |
| Fuel price levels US$ cents/litre | 65 | 116.0 |
| **Environmental sustainability** | 101 | 3.8 |
| Stringency of environmental regulations | 126 | 2.9 |
| Enforcement of environmental regulations | 129 | 2.7 |
| Sustainability of travel and tourism industry development | 113 | 3.5 |
| Particulate matter (2.5) concentration µg/m3 | 17 | 4.0 |
| Environmental treaty ratification 0–27 (best) | 107 | 18 |
| Baseline water stress 5–0 (best) | 12 | 0.0 |
| Threatened species % total species | 31 | 4.0 |
| Forest cover change % change | 123 | 0.2 |
| Wastewater treatment % | 100 | 0.7 |
| Costal shelf fishing pressure tonnes/km2 | n/a | n/a |
| **Air transport infrastructure** | 131 | 1.6 |
| Quality of air transport infrastructure | 130 | 2.6 |
| Available seat kilometres, domestic millions | 90 | 0.4 |
| Available seat kilometres, international millions | 115 | 25.9 |
| Aircraft departures /1,000 pop. | 106 | 0.6 |
| Airport density airports/million pop. | 108 | 0.5 |
| Number of operating airlines Number | 117 | 13.0 |
| **Ground and port infrastructure** | 125 | 2.1 |
| Quality of roads | 134 | 2.2 |
| Road density % total territorial area | 122 | - |
| Paved road density % total territorial area | 121 | - |
| Quality of railroad infrastructure | n/a | n/a |
| Railroad density km of roads/land area | n/a | n/a |
| Quality of port infrastructure | 106 | 3.1 |
| Ground transport efficiency | 135 | 1.9 |
| **Tourist service infrastructure** | 88 | 3.3 |
| Hotel rooms number/100 pop. | 90 | 0.2 |
| Quality of tourism infrastructure | 119 | 3.5 |
| Presence of major car rental companies | 51 | 6 |
| Automated teller machines number/thoudand adult pop. | 98 | 23.3 |
| **Natural resources** | 116 | 2.3 |
| Number of World Heritage natural sites number of sites | 86 | 0 |
| Total known species number of species | 37 | 933 |
| Total protected areas % total territorial area | 112 | 6.5 |
| Natural tourism digital demand 0–100 (best) | 113 | 2 |
| Attractiveness of natural assets | 121 | 3.8 |
| **Cultural resources and business travel** | 95 | 1.4 |
| Number of World Heritage cultural sites number of sites | 97 | 1 |
| Oral and intangible cultural heritage number of expressions | 93 | 0 |
| Sports stadiums number of large stadiums | 66 | 5.0 |
| Number of international association meetings 3-year average | 68 | 25.7 |
| Cultural and entertainment tourism digital demand 0–100 (best) | 86 | 6 |

* Scores are on a 1-to-7 scale unless indicated otherwise. For detailed definitions, sources, and periods, consult the interactive Country/Economy Profiles and Rankings at http://wef.ch/ttcr

# Peru

**51st** / 136

Travel & Tourism Competitiveness Index 2017 edition

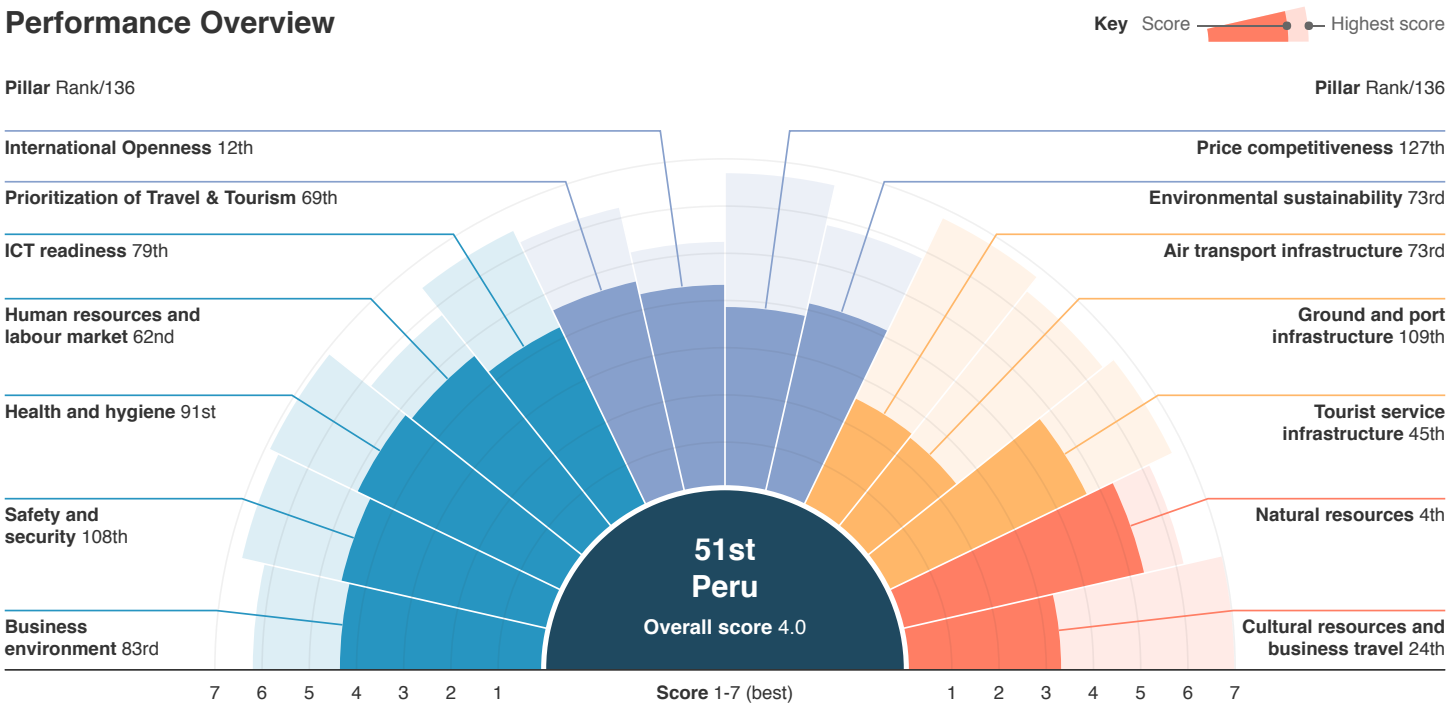
## Key Indicators

Sources: World Tourism Organization (UNWTO) and World Travel and Tourism Council (WTTC)

| | |
|---|---|
| **International tourist arrivals** | 3,455,709 |
| **International tourism inbound receipts** | US $3,319.7 million |
| **Average receipts per arrival** | US $960.7 |

| | |
|---|---|
| **T&T industry GDP** | US $7,375.6 million |
| % of total | 3.8% |
| **T&T industry employment** | 390,655 jobs |
| % of total | 2.5% |

## Performance Overview




## Past performance

| Travel & Tourism Competitiveness Edition | 2015 | 2017 |
|---|---|---|
| **Rank** | 58 / 141 | 51 / 136 |
| **Score** | 3.9 | 4.0 |

# Peru

**51st**/136

## Travel & Tourism Competitiveness Index 2017 edition

WORLD ECONOMIC FORUM

| Index Component | Rank/136 | Score* |
|---|---|---|
| **Business environment** | 83 | 4.3 |
| Property rights | 90 | 4.0 |
| Business impact of rules on FDI | 28 | 5.2 |
| Efficiency of legal framework in settling disputes | 127 | 2.4 |
| Efficiency of legal framework in challenging regs | 109 | 2.8 |
| Time required to deal with construction permits days | 90 | 174 |
| Cost to deal with construction permits % construction cost | 18 | 0.5 |
| Extent of market dominance | 97 | 3.4 |
| Time to start a business days | 110 | 26.0 |
| Cost to start a business % GNI per capita | 78 | 9.9 |
| Effect of taxation on incentives to work | 100 | 3.5 |
| Effect of taxation on incentives to invest | 64 | 3.6 |
| Total tax rate % profits | 63 | 35.6 |
| **Safety and security** | 108 | 4.5 |
| Business costs of crime and violence | 124 | 2.8 |
| Reliability of police services | 127 | 2.6 |
| Business costs of terrorism | 105 | 4.5 |
| Index of terrorism incidence | 93 | 6.6 |
| Homicide rate /100,000 pop. | 91 | 6.7 |
| **Health and hygiene** | 91 | 4.8 |
| Physician density /1,000 pop | 84 | 1.1 |
| Access to improved sanitation % pop. | 90 | 76.2 |
| Access to improved drinking water % pop. | 107 | 86.7 |
| Hospital beds /10,000 pop. | 94 | 15.0 |
| HIV prevalence % adult pop. | 76 | 0.4 |
| Malaria incidence cases/100,000 pop. | 103 | 306.7 |
| **Human resources and labour market** | 62 | 4.7 |
| Primary education enrollment rate net % | 76 | 94.1 |
| Secondary education enrollment rate gross % | 61 | 95.7 |
| Extent of staff training | 85 | 3.7 |
| Degree of customer orientation | 51 | 4.9 |
| Hiring and firing practices | 126 | 2.5 |
| Ease of finding skilled employees | 79 | 4.0 |
| Ease of hiring foreign labour | 38 | 4.4 |
| Pay and productivity | 79 | 3.8 |
| Female participation in the labor force ratio to men | 65 | 0.81 |
| **ICT readiness** | 79 | 4.2 |
| ICT use for biz-to-biz transactions | 77 | 4.5 |
| Internet use for biz-to-consumer transactions | 78 | 4.3 |
| Internet users % pop. | 90 | 40.9 |
| Fixed-broadband Internet subscriptions /100 pop. | 81 | 6.4 |
| Mobile-cellular telephone subscriptions /100 pop. | 83 | 109.9 |
| Mobile-broadband subscriptions /100 pop. | 65 | 55.0 |
| Mobile network coverage % pop. | 1 | 100.0 |
| Quality of electricity supply | 64 | 4.9 |
| **Prioritization of Travel & Tourism** | 69 | 4.6 |
| Government prioritization of travel and tourism industry | 84 | 4.6 |
| T&T government expenditure % government budget | 82 | 2.7 |
| Effectiveness of marketing and branding to attract tourists | 39 | 4.9 |
| Comprehensiveness of annual T&T data 0–120 (best) | 70 | 65 |
| Timeliness of providing monthly/quarterly T&T data 0–21 (best) | 53 | 19.0 |
| Country brand strategy rating 1–10 (best) | 58 | 76.6 |

| Index Component | Rank/136 | Score* |
|---|---|---|
| **International Openness** | 12 | 4.3 |
| Visa requirements 0–100 (best) | 53 | 34.0 |
| Openness of bilateral Air Service Agreements 0–38 (best) | 20 | 17.1 |
| Number of regional trade agreements in force number | 35 | 29.0 |
| **Price competitiveness** | 127 | 3.8 |
| Ticket taxes and airport charges 0–100 (best) | 136 | 0.0 |
| Hotel price index US$ | 65 | 133.0 |
| Purchasing power parity PPP $ | 77 | 0.5 |
| Fuel price levels US$ cents/litre | 71 | 117.0 |
| **Environmental sustainability** | 73 | 4.1 |
| Stringency of environmental regulations | 55 | 4.3 |
| Enforcement of environmental regulations | 64 | 4.0 |
| Sustainability of travel and tourism industry development | 59 | 4.5 |
| Particulate matter (2.5) concentration μg/m3 | 63 | 7.4 |
| Environmental treaty ratification 0–27 (best) | 54 | 22 |
| Baseline water stress 5–0 (best) | 97 | 3.3 |
| Threatened species % total species | 115 | 10.1 |
| Forest cover change % change | 33 | 0.0 |
| Wastewater treatment % | 51 | 34.6 |
| Costal shelf fishing pressure tonnes/km2 | 41 | 0.1 |
| **Air transport infrastructure** | 73 | 2.5 |
| Quality of air transport infrastructure | 80 | 4.1 |
| Available seat kilometres, domestic millions | 28 | 155.4 |
| Available seat kilometres, international millions | 48 | 393.6 |
| Aircraft departures /1,000 pop. | 62 | 4.0 |
| Airport density airports/million pop. | 77 | 0.9 |
| Number of operating airlines Number | 66 | 33.0 |
| **Ground and port infrastructure** | 109 | 2.4 |
| Quality of roads | 108 | 3.0 |
| Road density % total territorial area | 107 | - |
| Paved road density % total territorial area | 117 | - |
| Quality of railroad infrastructure | 88 | 1.9 |
| Railroad density km of roads/land area | 89 | 0.2 |
| Quality of port infrastructure | 87 | 3.6 |
| Ground transport efficiency | 103 | 2.8 |
| **Tourist service infrastructure** | 45 | 4.7 |
| Hotel rooms number/100 pop. | 44 | 0.8 |
| Quality of tourism infrastructure | 71 | 4.6 |
| Presence of major car rental companies | 1 | 7 |
| Automated teller machines number/thoudand adult pop. | 53 | 55.5 |
| **Natural resources** | 4 | 5.3 |
| Number of World Heritage natural sites number of sites | 19 | 3 |
| Total known species number of species | 3 | 2824 |
| Total protected areas % total territorial area | 19 | 31.4 |
| Natural tourism digital demand 0–100 (best) | 26 | 43 |
| Attractiveness of natural assets | 34 | 5.7 |
| **Cultural resources and business travel** | 24 | 3.3 |
| Number of World Heritage cultural sites number of sites | 22 | 9 |
| Oral and intangible cultural heritage number of expressions | 14 | 10 |
| Sports stadiums number of large stadiums | 23 | 18.0 |
| Number of international association meetings 3-year average | 40 | 94.7 |
| Cultural and entertainment tourism digital demand 0–100 (best) | 27 | 26 |

* Scores are on a 1-to-7 scale unless indicated otherwise. For detailed definitions, sources, and periods, consult the interactive Country/Economy Profiles and Rankings at http://wef.ch/ttcr

# Philippines

**79th** / 136

Travel & Tourism Competitiveness Index 2017 edition

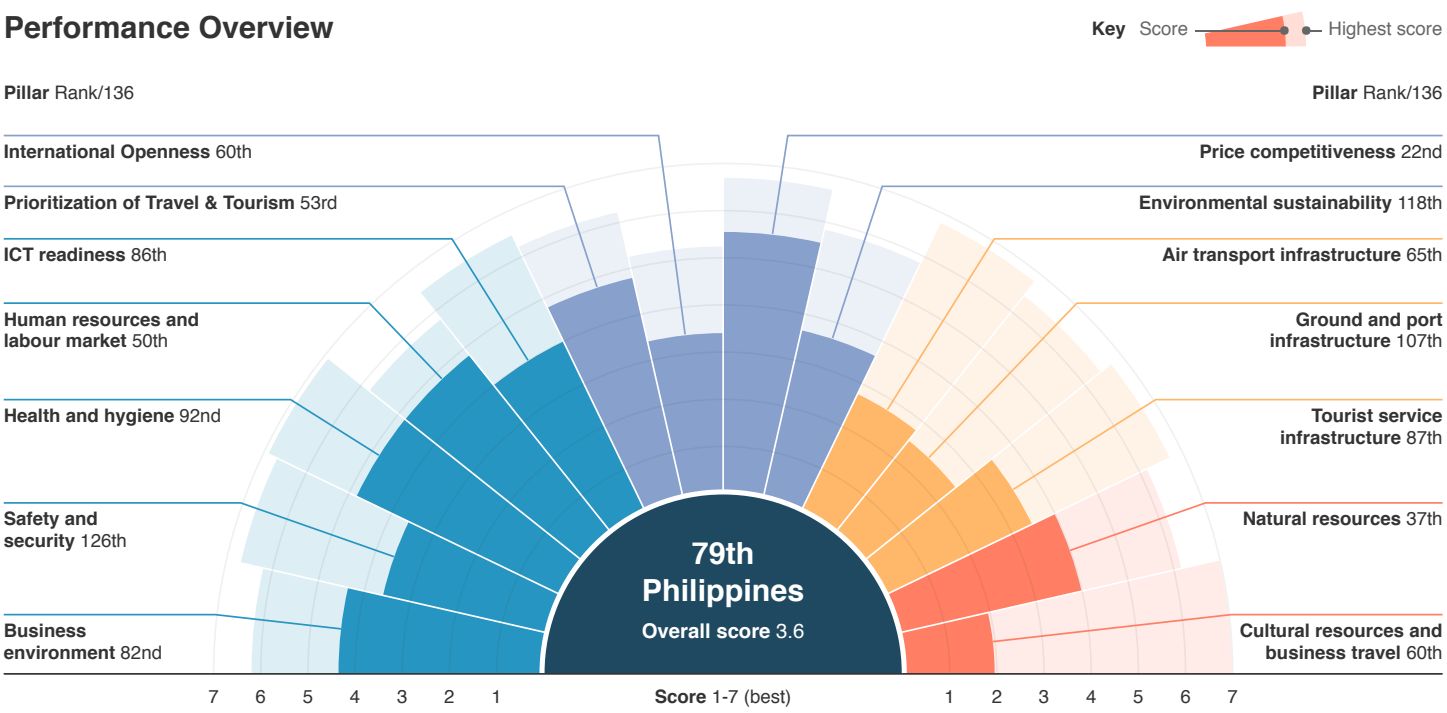
## Key Indicators

Sources: World Tourism Organization (UNWTO) and World Travel and Tourism Council (WTTC)

| | |
|---|---|
| **International tourist arrivals** | 5,360,682 |
| **International tourism inbound receipts** | US $5,276.3 million |
| **Average receipts per arrival** | US $984.3 |

| | |
|---|---|
| **T&T industry GDP** | US $12,493.8 million |
| % of total | 4.2% |
| **T&T industry employment** | 1,264,670 jobs |
| % of total | 3.3% |

## Performance Overview




Philippines is ranked 79th in this edition of the report, losing 5 places since the last assessment. The T&T sector continues to develop on the back of the country's rich natural resources (37th) and high price competitiveness (22nd), and arrivals have continued to grow so far. Yet this country attains a lower competitiveness performance this year due to a more restrictive visa policy that reduces its openness performance (60th), a reduction of the government budget dedicated to the development of the T&T sector by almost half, and reduced efficiency of ground transport (107th, losing 14 places). These factors may not have had their full effect yet, and may reduce tourism activity in the future. In addition, security concerns remain high (126th) and diminished protection of property rights, less effective judicial system and stricter rules on FDIs have reduced the conduciveness of the business environment (82nd). At the same time, environmental policy has improved but remains low (118th), risking to undermine natural resources, the main asset for attracting tourists in the country. Although the Philippines' T&T potential remains high, there are several areas where policy interventions could help to regain competitiveness.

## Past performance

| Travel & Tourism Competitiveness Edition | 2015 | 2017 |
|---|---|---|
| **Rank** | 74 / 141 | 79 / 136 |
| **Score** | 3.6 | 3.6 |

# Philippines

**79th** / 136

## Travel & Tourism Competitiveness Index 2017 edition

WORLD ECONOMIC FORUM

| Index Component | Rank/136 | Score* |
|---|---|---|
| **Business environment** | 82 | 4.3 |
| Property rights | 79 | 4.1 |
| Business impact of rules on FDI | 99 | 4.2 |
| Efficiency of legal framework in settling disputes | 108 | 3.0 |
| Efficiency of legal framework in challenging regs | 82 | 3.2 |
| Time required to deal with construction permits days | 29 | 98 |
| Cost to deal with construction permits % construction cost | 46 | 1.1 |
| Extent of market dominance | 112 | 3.1 |
| Time to start a business days | 115 | 28.0 |
| Cost to start a business % GNI per capita | 96 | 15.8 |
| Effect of taxation on incentives to work | 47 | 4.2 |
| Effect of taxation on incentives to invest | 91 | 3.3 |
| Total tax rate % profits | 89 | 42.9 |
| **Safety and security** | 126 | 3.6 |
| Business costs of crime and violence | 108 | 3.7 |
| Reliability of police services | 108 | 3.5 |
| Business costs of terrorism | 118 | 4.1 |
| Index of terrorism incidence | 126 | 1.0 |
| Homicide rate /100,000 pop. | 111 | 9.9 |
| **Health and hygiene** | 92 | 4.8 |
| Physician density /1,000 pop | 82 | 1.2 |
| Access to improved sanitation % pop. | 93 | 73.9 |
| Access to improved drinking water % pop. | 89 | 91.8 |
| Hospital beds /10,000 pop. | 109 | 10.0 |
| HIV prevalence % adult pop. | 1 | 0.1 |
| Malaria incidence cases/100,000 pop. | 90 | 16.1 |
| **Human resources and labour market** | 50 | 4.8 |
| Primary education enrollment rate net % | 60 | 96.0 |
| Secondary education enrollment rate gross % | 80 | 88.4 |
| Extent of staff training | 31 | 4.6 |
| Degree of customer orientation | 42 | 5.0 |
| Hiring and firing practices | 73 | 3.7 |
| Ease of finding skilled employees | 48 | 4.5 |
| Ease of hiring foreign labour | 90 | 3.7 |
| Pay and productivity | 37 | 4.5 |
| Female participation in the labor force ratio to men | 103 | 0.65 |
| **ICT readiness** | 86 | 4.0 |
| ICT use for biz-to-biz transactions | 66 | 4.7 |
| Internet use for biz-to-consumer transactions | 65 | 4.6 |
| Internet users % pop. | 91 | 40.7 |
| Fixed-broadband Internet subscriptions /100 pop. | 85 | 4.8 |
| Mobile-cellular telephone subscriptions /100 pop. | 70 | 115.8 |
| Mobile-broadband subscriptions /100 pop. | 83 | 41.6 |
| Mobile network coverage % pop. | 65 | 99.0 |
| Quality of electricity supply | 93 | 4.0 |
| **Prioritization of Travel & Tourism** | 53 | 4.8 |
| Government prioritization of travel and tourism industry | 48 | 5.2 |
| T&T government expenditure % government budget | 74 | 3.1 |
| Effectiveness of marketing and branding to attract tourists | 49 | 4.8 |
| Comprehensiveness of annual T&T data 0–120 (best) | 53 | 73 |
| Timeliness of providing monthly/quarterly T&T data 0–21 (best) | 53 | 19.0 |
| Country brand strategy rating 1–10 (best) | 57 | 76.9 |

| Index Component | Rank/136 | Score* |
|---|---|---|
| **International Openness** | 60 | 3.4 |
| Visa requirements 0–100 (best) | 41 | 47.0 |
| Openness of bilateral Air Service Agreements 0–38 (best) | 61 | 11.2 |
| Number of regional trade agreements in force number | 56 | 14.0 |
| **Price competitiveness** | 22 | 5.5 |
| Ticket taxes and airport charges 0–100 (best) | 53 | 79.4 |
| Hotel price index US$ | 45 | 110.8 |
| Purchasing power parity PPP $ | 49 | 0.4 |
| Fuel price levels US$ cents/litre | 24 | 82.0 |
| **Environmental sustainability** | 118 | 3.6 |
| Stringency of environmental regulations | 83 | 3.7 |
| Enforcement of environmental regulations | 92 | 3.4 |
| Sustainability of travel and tourism industry development | 76 | 4.2 |
| Particulate matter (2.5) concentration μg/m3 | 41 | 5.7 |
| Environmental treaty ratification 0–27 (best) | 43 | 23 |
| Baseline water stress 5–0 (best) | 84 | 2.6 |
| Threatened species % total species | 134 | 20.0 |
| Forest cover change % change | 49 | 0.0 |
| Wastewater treatment % | 91 | 2.6 |
| Costal shelf fishing pressure tonnes/km2 | 66 | 0.2 |
| **Air transport infrastructure** | 65 | 2.7 |
| Quality of air transport infrastructure | 114 | 3.2 |
| Available seat kilometres, domestic millions | 19 | 329.0 |
| Available seat kilometres, international millions | 28 | 878.9 |
| Aircraft departures /1,000 pop. | 72 | 2.8 |
| Airport density airports/million pop. | 74 | 0.9 |
| Number of operating airlines Number | 49 | 44.0 |
| **Ground and port infrastructure** | 107 | 2.5 |
| Quality of roads | 104 | 3.1 |
| Road density % total territorial area | 42 | - |
| Paved road density % total territorial area | 72 | - |
| Quality of railroad infrastructure | 86 | 2.0 |
| Railroad density km of roads/land area | 88 | 0.2 |
| Quality of port infrastructure | 111 | 2.9 |
| Ground transport efficiency | 120 | 2.4 |
| **Tourist service infrastructure** | 87 | 3.4 |
| Hotel rooms number/100 pop. | 125 | 0.1 |
| Quality of tourism infrastructure | 83 | 4.4 |
| Presence of major car rental companies | 51 | 6 |
| Automated teller machines number/thoudand adult pop. | 95 | 23.7 |
| **Natural resources** | 37 | 4.0 |
| Number of World Heritage natural sites number of sites | 19 | 3 |
| Total known species number of species | 39 | 897 |
| Total protected areas % total territorial area | 91 | 11.0 |
| Natural tourism digital demand 0–100 (best) | 34 | 36 |
| Attractiveness of natural assets | 36 | 5.7 |
| **Cultural resources and business travel** | 60 | 1.9 |
| Number of World Heritage cultural sites number of sites | 61 | 3 |
| Oral and intangible cultural heritage number of expressions | 43 | 3 |
| Sports stadiums number of large stadiums | 97 | 2.0 |
| Number of international association meetings 3-year average | 48 | 56.7 |
| Cultural and entertainment tourism digital demand 0–100 (best) | 34 | 20 |

* Scores are on a 1-to-7 scale unless indicated otherwise. For detailed definitions, sources, and periods, consult the interactive Country/Economy Profiles and Rankings at http://wef.ch/ttcr

# Poland

**46th** / 136

Travel & Tourism Competitiveness Index 2017 edition

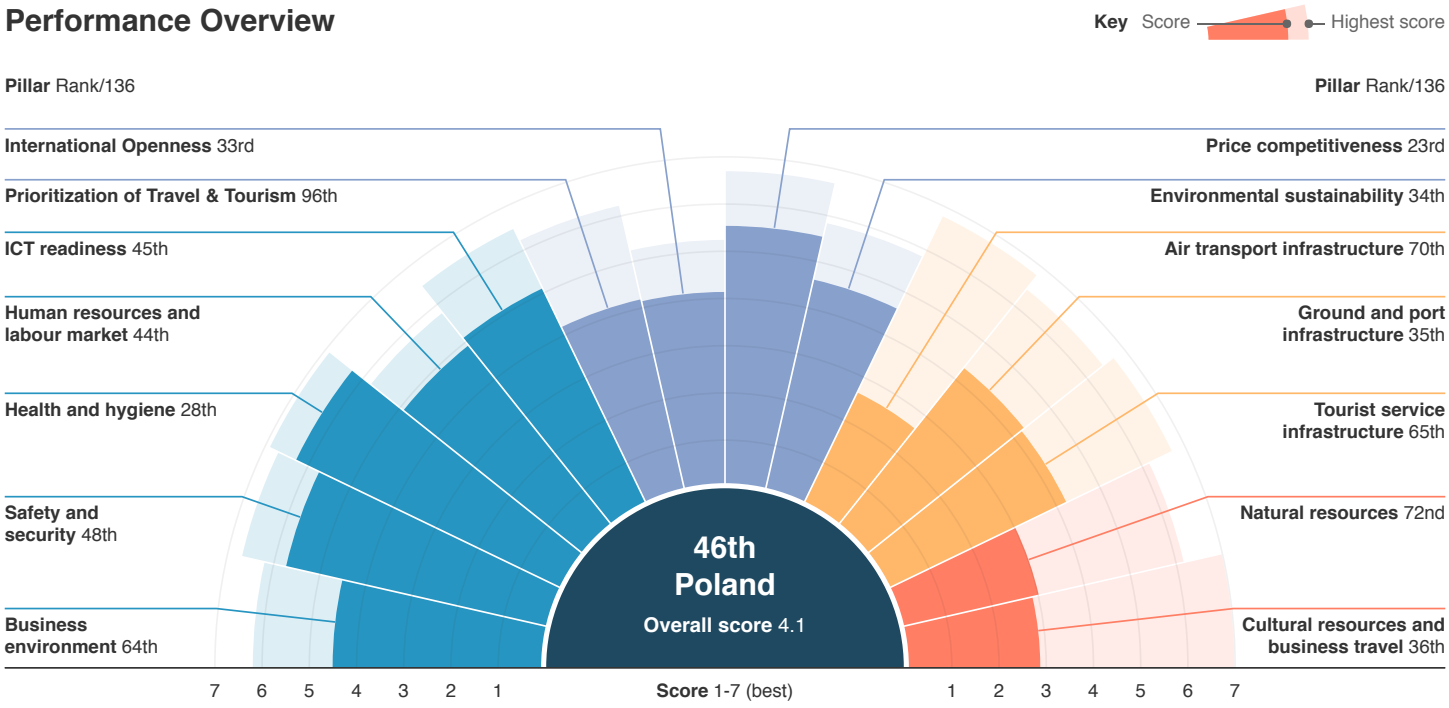
## Key Indicators

Sources: World Tourism Organization (UNWTO) and World Travel and Tourism Council (WTTC)

| | |
|---|---|
| **International tourist arrivals** | 16,728,000 |
| **International tourism inbound receipts** | US $9,728.0 million |
| **Average receipts per arrival** | US $581.5 |

| | |
|---|---|
| **T&T industry GDP** | US $7,999.1 million |
| % of total | 1.7% |
| **T&T industry employment** | 275,365 jobs |
| % of total | 1.7% |

## Performance Overview




## Past performance

| Travel & Tourism Competitiveness Edition | 2015 | 2017 |
|---|---|---|
| **Rank** | 47 / 141 | 46 / 136 |
| **Score** | 4.1 | 4.1 |

# Poland

**46th** / 136

## Travel & Tourism Competitiveness Index 2017 edition

WORLD ECONOMIC FORUM

| Index Component | Rank/136 | Score* |
|---|---|---|
| **Business environment** | 64 | 4.5 |
| Property rights | 73 | 4.2 |
| Business impact of rules on FDI | 67 | 4.6 |
| Efficiency of legal framework in settling disputes | 71 | 3.5 |
| Efficiency of legal framework in challenging regs | 101 | 3.0 |
| Time required to deal with construction permits days | 75 | 153 |
| Cost to deal with construction permits % construction cost | 9 | 0.3 |
| Extent of market dominance | 15 | 4.7 |
| Time to start a business days | 120 | 37.0 |
| Cost to start a business % GNI per capita | 82 | 12.1 |
| Effect of taxation on incentives to work | 125 | 2.9 |
| Effect of taxation on incentives to invest | 93 | 3.3 |
| Total tax rate % profits | 82 | 40.4 |
| **Safety and security** | 48 | 5.7 |
| Business costs of crime and violence | 50 | 5.0 |
| Reliability of police services | 83 | 4.1 |
| Business costs of terrorism | 54 | 5.5 |
| Index of terrorism incidence | 1 | 7.0 |
| Homicide rate /100,000 pop. | 12 | 0.7 |
| **Health and hygiene** | 28 | 6.2 |
| Physician density /1,000 pop | 54 | 2.2 |
| Access to improved sanitation % pop. | 42 | 97.2 |
| Access to improved drinking water % pop. | 57 | 98.3 |
| Hospital beds /10,000 pop. | 12 | 65.0 |
| HIV prevalence % adult pop. | 1 | 0.1 |
| Malaria incidence cases/100,000 pop. | 1 | M.F. |
| **Human resources and labour market** | 44 | 4.9 |
| Primary education enrollment rate net % | 46 | 96.9 |
| Secondary education enrollment rate gross % | 24 | 108.7 |
| Extent of staff training | 62 | 4.0 |
| Degree of customer orientation | 34 | 5.1 |
| Hiring and firing practices | 86 | 3.5 |
| Ease of finding skilled employees | 54 | 4.4 |
| Ease of hiring foreign labour | 109 | 3.6 |
| Pay and productivity | 61 | 4.1 |
| Female participation in the labor force ratio to men | 61 | 0.82 |
| **ICT readiness** | 45 | 5.1 |
| ICT use for biz-to-biz transactions | 67 | 4.7 |
| Internet use for biz-to-consumer transactions | 39 | 5.1 |
| Internet users % pop. | 53 | 68.0 |
| Fixed-broadband Internet subscriptions /100 pop. | 47 | 19.0 |
| Mobile-cellular telephone subscriptions /100 pop. | 28 | 142.7 |
| Mobile-broadband subscriptions /100 pop. | 61 | 57.4 |
| Mobile network coverage % pop. | 1 | 100.0 |
| Quality of electricity supply | 48 | 5.5 |
| **Prioritization of Travel & Tourism** | 96 | 4.1 |
| Government prioritization of travel and tourism industry | 130 | 3.0 |
| T&T government expenditure % government budget | 83 | 2.7 |
| Effectiveness of marketing and branding to attract tourists | 105 | 3.5 |
| Comprehensiveness of annual T&T data 0–120 (best) | 13 | 97 |
| Timeliness of providing monthly/quarterly T&T data 0–21 (best) | 88 | 16.5 |
| Country brand strategy rating 1–10 (best) | 32 | 81.1 |

| Index Component | Rank/136 | Score* |
|---|---|---|
| **International Openness** | 33 | 4.1 |
| Visa requirements 0–100 (best) | 73 | 24.0 |
| Openness of bilateral Air Service Agreements 0–38 (best) | 62 | 11.1 |
| Number of regional trade agreements in force number | 1 | 53.0 |
| **Price competitiveness** | 23 | 5.5 |
| Ticket taxes and airport charges 0–100 (best) | 4 | 96.4 |
| Hotel price index US$ | 2 | 69.2 |
| Purchasing power parity PPP $ | 75 | 0.5 |
| Fuel price levels US$ cents/litre | 90 | 139.0 |
| **Environmental sustainability** | 34 | 4.6 |
| Stringency of environmental regulations | 48 | 4.5 |
| Enforcement of environmental regulations | 69 | 3.8 |
| Sustainability of travel and tourism industry development | 65 | 4.4 |
| Particulate matter (2.5) concentration µg/m3 | 119 | 13.3 |
| Environmental treaty ratification 0–27 (best) | 10 | 28 |
| Baseline water stress 5–0 (best) | 69 | 1.8 |
| Threatened species % total species | 40 | 4.3 |
| Forest cover change % change | 78 | 0.1 |
| Wastewater treatment % | 35 | 57.2 |
| Costal shelf fishing pressure tonnes/km2 | 40 | 0.1 |
| **Air transport infrastructure** | 70 | 2.6 |
| Quality of air transport infrastructure | 72 | 4.3 |
| Available seat kilometres, domestic millions | 48 | 12.3 |
| Available seat kilometres, international millions | 51 | 369.2 |
| Aircraft departures /1,000 pop. | 84 | 1.9 |
| Airport density airports/million pop. | 104 | 0.6 |
| Number of operating airlines Number | 41 | 57.0 |
| **Ground and port infrastructure** | 35 | 4.3 |
| Quality of roads | 71 | 4.0 |
| Road density % total territorial area | 26 | - |
| Paved road density % total territorial area | 25 | - |
| Quality of railroad infrastructure | n/a | n/a |
| Railroad density km of roads/land area | n/a | 6.1 |
| Quality of port infrastructure | 66 | 4.1 |
| Ground transport efficiency | 41 | 4.3 |
| **Tourist service infrastructure** | 65 | 4.2 |
| Hotel rooms number/100 pop. | 75 | 0.4 |
| Quality of tourism infrastructure | 79 | 4.5 |
| Presence of major car rental companies | 51 | 6 |
| Automated teller machines number/thoudand adult pop. | 36 | 63.6 |
| **Natural resources** | 72 | 3.0 |
| Number of World Heritage natural sites number of sites | 46 | 1 |
| Total known species number of species | 102 | 396 |
| Total protected areas % total territorial area | 22 | 30.0 |
| Natural tourism digital demand 0–100 (best) | 71 | 12 |
| Attractiveness of natural assets | 96 | 4.3 |
| **Cultural resources and business travel** | 36 | 2.8 |
| Number of World Heritage cultural sites number of sites | 16 | 13 |
| Oral and intangible cultural heritage number of expressions | 93 | 0 |
| Sports stadiums number of large stadiums | 33 | 13.0 |
| Number of international association meetings 3-year average | 21 | 191.3 |
| Cultural and entertainment tourism digital demand 0–100 (best) | 47 | 14 |

* Scores are on a 1-to-7 scale unless indicated otherwise. For detailed definitions, sources, and periods, consult the interactive Country/Economy Profiles and Rankings at http://wef.ch/ttcr

# Portugal

**14th** / 136

Travel & Tourism Competitiveness Index 2017 edition

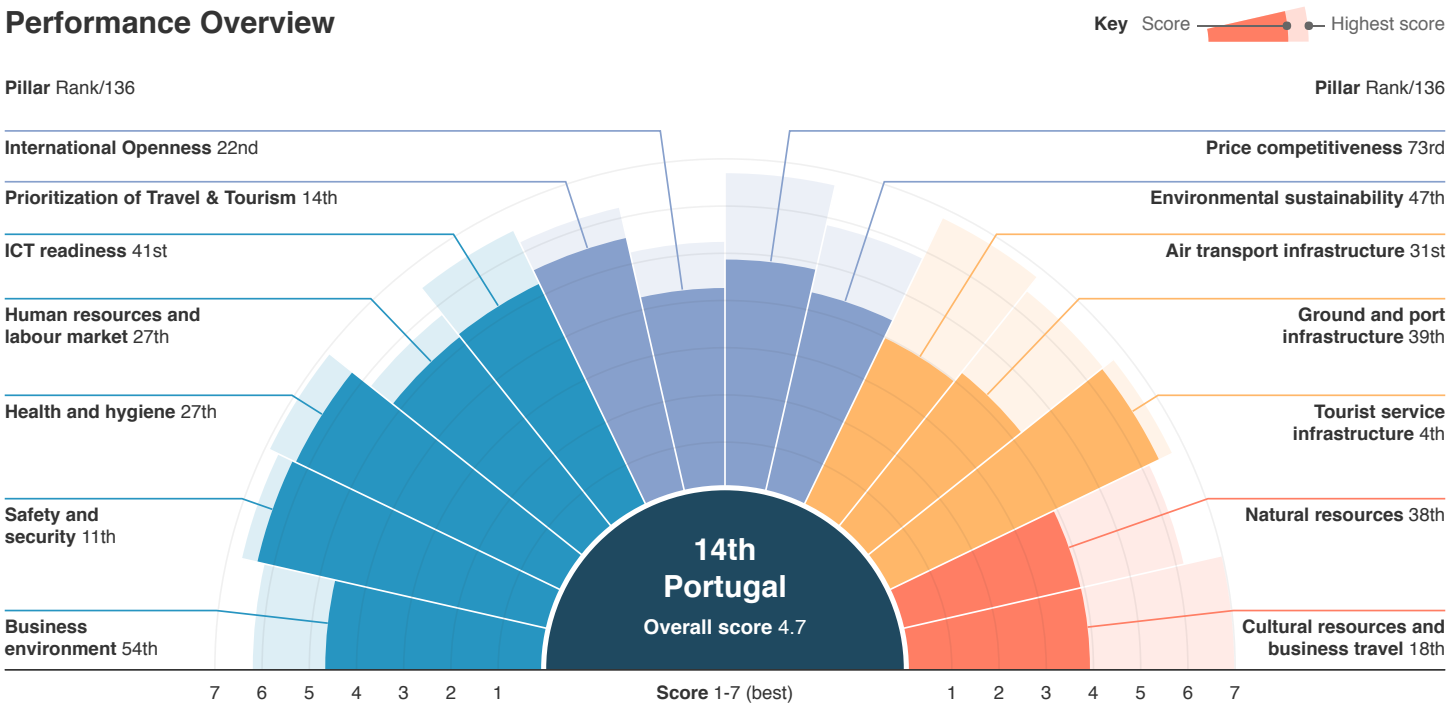
## Key Indicators

Sources: World Tourism Organization (UNWTO) and World Travel and Tourism Council (WTTC)

| | |
|---|---|
| **International tourist arrivals** | 10,140,199 |
| **International tourism inbound receipts** | US $12,705.0 million |
| **Average receipts per arrival** | US $1,252.9 |

| | |
|---|---|
| **T&T industry GDP** | US $12,562.7 million |
| % of total | 6.4% |
| **T&T industry employment** | 362,797 jobs |
| % of total | 7.9% |

## Performance Overview




## Past performance

| Travel & Tourism Competitiveness Edition | 2015 | 2017 |
|---|---|---|
| **Rank** | 15 / 141 | 14 / 136 |
| **Score** | 4.6 | 4.7 |

# Portugal

**14th** / 136

## Travel & Tourism Competitiveness Index 2017 edition

WORLD ECONOMIC FORUM

| Index Component | Rank/136 | Score* |
|---|---|---|
| **Business environment** | 54 | 4.6 |
| Property rights | 52 | 4.5 |
| Business impact of rules on FDI | 15 | 5.5 |
| Efficiency of legal framework in settling disputes | 124 | 2.7 |
| Efficiency of legal framework in challenging regs | 89 | 3.1 |
| Time required to deal with construction permits days | 46 | 113 |
| Cost to deal with construction permits % construction cost | 54 | 1.3 |
| Extent of market dominance | 38 | 4.1 |
| Time to start a business days | 20 | 4.5 |
| Cost to start a business % GNI per capita | 42 | 2.1 |
| Effect of taxation on incentives to work | 126 | 2.9 |
| Effect of taxation on incentives to invest | 111 | 3.0 |
| Total tax rate % profits | 78 | 39.8 |
| **Safety and security** | 11 | 6.3 |
| Business costs of crime and violence | 10 | 5.9 |
| Reliability of police services | 31 | 5.7 |
| Business costs of terrorism | 15 | 6.1 |
| Index of terrorism incidence | 1 | 7.0 |
| Homicide rate /100,000 pop. | 23 | 0.9 |
| **Health and hygiene** | 27 | 6.3 |
| Physician density /1,000 pop | 8 | 4.1 |
| Access to improved sanitation % pop. | 17 | 99.7 |
| Access to improved drinking water % pop. | 1 | 100.0 |
| Hospital beds /10,000 pop. | 50 | 34.0 |
| HIV prevalence % adult pop. | 98 | 0.7 |
| Malaria incidence cases/100,000 pop. | 1 | M.F. |
| **Human resources and labour market** | 27 | 5.2 |
| Primary education enrollment rate net % | 20 | 98.6 |
| Secondary education enrollment rate gross % | 14 | 116.4 |
| Extent of staff training | 57 | 4.0 |
| Degree of customer orientation | 33 | 5.1 |
| Hiring and firing practices | 116 | 3.1 |
| Ease of finding skilled employees | 25 | 4.9 |
| Ease of hiring foreign labour | 9 | 5.0 |
| Pay and productivity | 65 | 4.0 |
| Female participation in the labor force ratio to men | 25 | 0.91 |
| **ICT readiness** | 41 | 5.2 |
| ICT use for biz-to-biz transactions | 29 | 5.5 |
| Internet use for biz-to-consumer transactions | 38 | 5.1 |
| Internet users % pop. | 51 | 68.6 |
| Fixed-broadband Internet subscriptions /100 pop. | 22 | 29.6 |
| Mobile-cellular telephone subscriptions /100 pop. | 82 | 110.4 |
| Mobile-broadband subscriptions /100 pop. | 70 | 52.0 |
| Mobile network coverage % pop. | 46 | 99.8 |
| Quality of electricity supply | 32 | 6.1 |
| **Prioritization of Travel & Tourism** | 14 | 5.5 |
| Government prioritization of travel and tourism industry | 23 | 5.7 |
| T&T government expenditure % government budget | 24 | 6.3 |
| Effectiveness of marketing and branding to attract tourists | 17 | 5.4 |
| Comprehensiveness of annual T&T data 0–120 (best) | 75 | 62 |
| Timeliness of providing monthly/quarterly T&T data 0–21 (best) | 17 | 20.5 |
| Country brand strategy rating 1–10 (best) | 9 | 88.3 |

| Index Component | Rank/136 | Score* |
|---|---|---|
| **International Openness** | 22 | 4.2 |
| Visa requirements 0–100 (best) | 73 | 24.0 |
| Openness of bilateral Air Service Agreements 0–38 (best) | 39 | 13.3 |
| Number of regional trade agreements in force number | 1 | 53.0 |
| **Price competitiveness** | 73 | 4.8 |
| Ticket taxes and airport charges 0–100 (best) | 9 | 94.5 |
| Hotel price index US$ | 44 | 110.8 |
| Purchasing power parity PPP $ | 103 | 0.7 |
| Fuel price levels US$ cents/litre | 113 | 164.0 |
| **Environmental sustainability** | 47 | 4.3 |
| Stringency of environmental regulations | 24 | 5.3 |
| Enforcement of environmental regulations | 30 | 4.7 |
| Sustainability of travel and tourism industry development | 18 | 5.2 |
| Particulate matter (2.5) concentration μg/m3 | 38 | 5.4 |
| Environmental treaty ratification 0–27 (best) | 7 | 29 |
| Baseline water stress 5–0 (best) | 92 | 3.1 |
| Threatened species % total species | 83 | 6.6 |
| Forest cover change % change | 126 | 0.2 |
| Wastewater treatment % | 40 | 54.1 |
| Costal shelf fishing pressure tonnes/km2 | 30 | 0.0 |
| **Air transport infrastructure** | 31 | 3.9 |
| Quality of air transport infrastructure | 28 | 5.4 |
| Available seat kilometres, domestic millions | 34 | 71.2 |
| Available seat kilometres, international millions | 30 | 770.4 |
| Aircraft departures /1,000 pop. | 25 | 15.0 |
| Airport density airports/million pop. | 31 | 2.1 |
| Number of operating airlines Number | 28 | 70.0 |
| **Ground and port infrastructure** | 39 | 4.2 |
| Quality of roads | 9 | 5.9 |
| Road density % total territorial area | 78 | - |
| Paved road density % total territorial area | 61 | - |
| Quality of railroad infrastructure | 28 | 4.2 |
| Railroad density km of roads/land area | 29 | 2.8 |
| Quality of port infrastructure | 29 | 5.1 |
| Ground transport efficiency | 24 | 4.9 |
| **Tourist service infrastructure** | 4 | 6.4 |
| Hotel rooms number/100 pop. | 19 | 1.3 |
| Quality of tourism infrastructure | 7 | 6.0 |
| Presence of major car rental companies | 1 | 7 |
| Automated teller machines number/thoudand adult pop. | 4 | 177.7 |
| **Natural resources** | 38 | 3.9 |
| Number of World Heritage natural sites number of sites | 46 | 1 |
| Total known species number of species | 89 | 424 |
| Total protected areas % total territorial area | 47 | 22.1 |
| Natural tourism digital demand 0–100 (best) | 13 | 60 |
| Attractiveness of natural assets | 15 | 6.1 |
| **Cultural resources and business travel** | 18 | 3.9 |
| Number of World Heritage cultural sites number of sites | 14 | 14 |
| Oral and intangible cultural heritage number of expressions | 25 | 6 |
| Sports stadiums number of large stadiums | 25 | 17.0 |
| Number of international association meetings 3-year average | 14 | 259.3 |
| Cultural and entertainment tourism digital demand 0–100 (best) | 23 | 28 |

* Scores are on a 1-to-7 scale unless indicated otherwise. For detailed definitions, sources, and periods, consult the interactive Country/Economy Profiles and Rankings at http://wef.ch/ttcr

# Qatar

**47th** / 136

Travel & Tourism Competitiveness Index 2017 edition

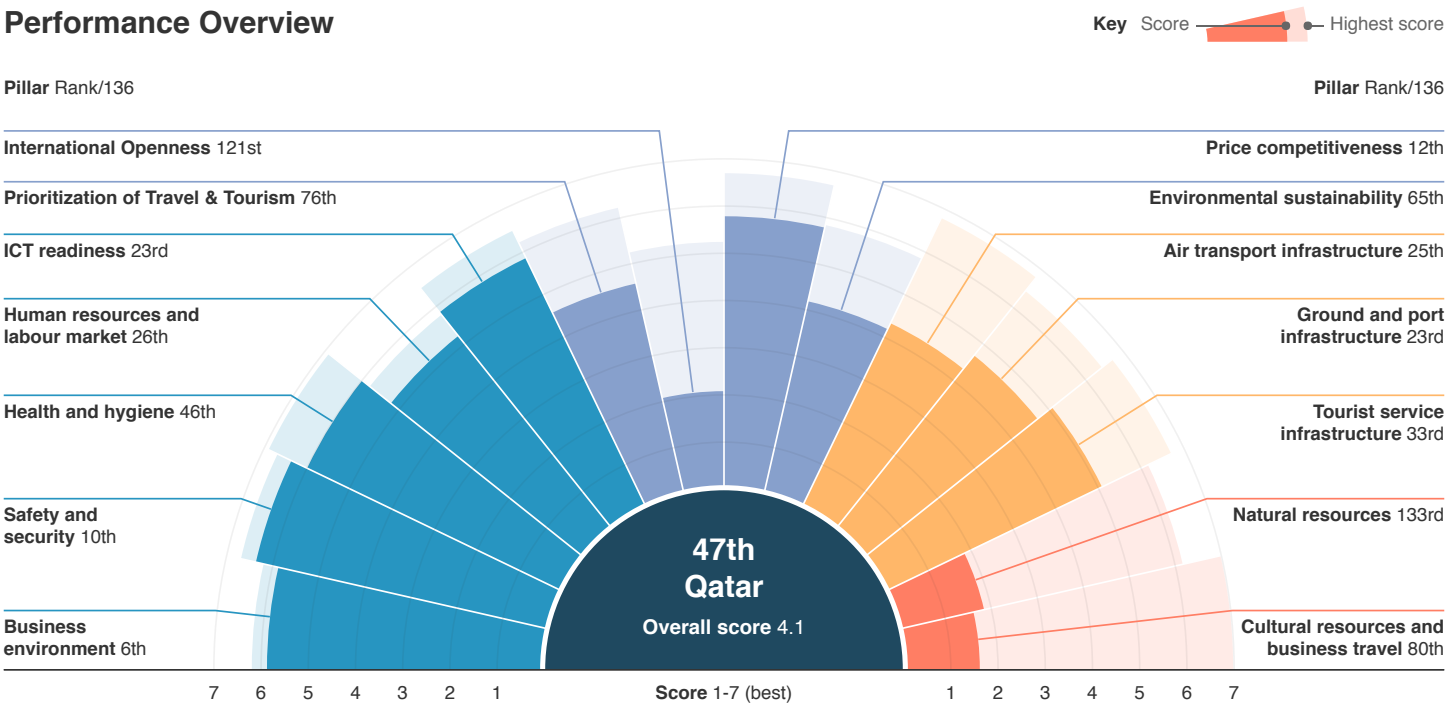
## Key Indicators

Sources: World Tourism Organization (UNWTO) and World Travel and Tourism Council (WTTC)

| | |
|---|---|
| **International tourist arrivals** | 2,929,630 |
| **International tourism inbound receipts** | US $5,035.4 million |
| **Average receipts per arrival** | US $1,718.8 |

| | |
|---|---|
| **T&T industry GDP** | US $5,174.3 million |
| % of total | 2.8% |
| **T&T industry employment** | 79,284 jobs |
| % of total | 4.7% |

## Performance Overview




## Past performance

| Travel & Tourism Competitiveness Edition | 2015 | 2017 |
|---|---|---|
| **Rank** | 43 / 141 | 47 / 136 |
| **Score** | 4.1 | 4.1 |

# Qatar

**47th** / 136

## Travel & Tourism Competitiveness Index 2017 edition

WORLD ECONOMIC FORUM

| Index Component | Rank/136 | Score* |
|---|---|---|
| **Business environment** | 6 | 5.8 |
| Property rights | 19 | 5.8 |
| Business impact of rules on FDI | 69 | 4.6 |
| Efficiency of legal framework in settling disputes | 13 | 5.5 |
| Efficiency of legal framework in challenging regs | 8 | 5.4 |
| Time required to deal with construction permits days | 5 | 58 |
| Cost to deal with construction permits % construction cost | 69 | 2.0 |
| Extent of market dominance | 11 | 5.1 |
| Time to start a business days | 50 | 8.5 |
| Cost to start a business % GNI per capita | 63 | 6.2 |
| Effect of taxation on incentives to work | 1 | 6.3 |
| Effect of taxation on incentives to invest | 4 | 5.9 |
| Total tax rate % profits | 1 | 11.3 |
| **Safety and security** | 10 | 6.3 |
| Business costs of crime and violence | 3 | 6.4 |
| Reliability of police services | 9 | 6.3 |
| Business costs of terrorism | 17 | 6.1 |
| Index of terrorism incidence | 38 | 7.0 |
| Homicide rate /100,000 pop. | 94 | 7.2 |
| **Health and hygiene** | 46 | 6.0 |
| Physician density /1,000 pop | 1 | 7.7 |
| Access to improved sanitation % pop. | 35 | 98.0 |
| Access to improved drinking water % pop. | 1 | 100.0 |
| Hospital beds /10,000 pop. | 103 | 12.0 |
| HIV prevalence % adult pop. | 1 | <0.1 |
| Malaria incidence cases/100,000 pop. | 1 | S.L. |
| **Human resources and labour market** | 26 | 5.2 |
| Primary education enrollment rate net % | 99 | 90.2 |
| Secondary education enrollment rate gross % | 21 | 109.4 |
| Extent of staff training | 8 | 5.4 |
| Degree of customer orientation | 14 | 5.6 |
| Hiring and firing practices | 8 | 5.1 |
| Ease of finding skilled employees | 11 | 5.2 |
| Ease of hiring foreign labour | 11 | 4.9 |
| Pay and productivity | 4 | 5.4 |
| Female participation in the labor force ratio to men | 116 | 0.57 |
| **ICT readiness** | 23 | 5.8 |
| ICT use for biz-to-biz transactions | 18 | 5.8 |
| Internet use for biz-to-consumer transactions | 29 | 5.4 |
| Internet users % pop. | 7 | 92.9 |
| Fixed-broadband Internet subscriptions /100 pop. | 69 | 10.1 |
| Mobile-cellular telephone subscriptions /100 pop. | 15 | 159.1 |
| Mobile-broadband subscriptions /100 pop. | 8 | 120.5 |
| Mobile network coverage % pop. | 1 | 100.0 |
| Quality of electricity supply | 21 | 6.4 |
| **Prioritization of Travel & Tourism** | 76 | 4.5 |
| Government prioritization of travel and tourism industry | 22 | 5.7 |
| T&T government expenditure % government budget | 128 | 0.7 |
| Effectiveness of marketing and branding to attract tourists | 30 | 5.1 |
| Comprehensiveness of annual T&T data 0–120 (best) | 119 | 37 |
| Timeliness of providing monthly/quarterly T&T data 0–21 (best) | 28 | 20.0 |
| Country brand strategy rating 1–10 (best) | 41 | 79.6 |

| Index Component | Rank/136 | Score* |
|---|---|---|
| **International Openness** | 121 | 2.0 |
| Visa requirements 0–100 (best) | 119 | 12.0 |
| Openness of bilateral Air Service Agreements 0–38 (best) | 70 | 10.2 |
| Number of regional trade agreements in force number | 91 | 4.0 |
| **Price competitiveness** | 12 | 5.7 |
| Ticket taxes and airport charges 0–100 (best) | 11 | 94.0 |
| Hotel price index US$ | 68 | 134.8 |
| Purchasing power parity PPP $ | 86 | 0.5 |
| Fuel price levels US$ cents/litre | 11 | 41.0 |
| **Environmental sustainability** | 65 | 4.1 |
| Stringency of environmental regulations | 22 | 5.3 |
| Enforcement of environmental regulations | 17 | 5.5 |
| Sustainability of travel and tourism industry development | 33 | 4.9 |
| Particulate matter (2.5) concentration µg/m3 | 121 | 13.5 |
| Environmental treaty ratification 0–27 (best) | 107 | 18 |
| Baseline water stress 5–0 (best) | 124 | 5.0 |
| Threatened species % total species | 32 | 4.0 |
| Forest cover change % change | n/a | n/a |
| Wastewater treatment % | 28 | 70.0 |
| Costal shelf fishing pressure tonnes/km2 | 27 | 0.0 |
| **Air transport infrastructure** | 25 | 4.3 |
| Quality of air transport infrastructure | 7 | 6.2 |
| Available seat kilometres, domestic millions | 105 | 0.0 |
| Available seat kilometres, international millions | 22 | 1404.8 |
| Aircraft departures /1,000 pop. | 4 | 76.3 |
| Airport density airports/million pop. | 113 | 0.5 |
| Number of operating airlines Number | 70 | 31.0 |
| **Ground and port infrastructure** | 23 | 4.7 |
| Quality of roads | 26 | 5.1 |
| Road density % total territorial area | 40 | - |
| Paved road density % total territorial area | 33 | - |
| Quality of railroad infrastructure | n/a | n/a |
| Railroad density km of roads/land area | n/a | n/a |
| Quality of port infrastructure | 15 | 5.5 |
| Ground transport efficiency | 42 | 4.2 |
| **Tourist service infrastructure** | 33 | 5.0 |
| Hotel rooms number/100 pop. | 40 | 0.9 |
| Quality of tourism infrastructure | 33 | 5.3 |
| Presence of major car rental companies | 1 | 7 |
| Automated teller machines number/thoudand adult pop. | 38 | 61.4 |
| **Natural resources** | 133 | 1.8 |
| Number of World Heritage natural sites number of sites | 86 | 0 |
| Total known species number of species | 130 | 250 |
| Total protected areas % total territorial area | 124 | 3.2 |
| Natural tourism digital demand 0–100 (best) | 93 | 4 |
| Attractiveness of natural assets | 111 | 4.0 |
| **Cultural resources and business travel** | 80 | 1.6 |
| Number of World Heritage cultural sites number of sites | 97 | 1 |
| Oral and intangible cultural heritage number of expressions | 43 | 3 |
| Sports stadiums number of large stadiums | 66 | 5.0 |
| Number of international association meetings 3-year average | 69 | 22.3 |
| Cultural and entertainment tourism digital demand 0–100 (best) | 88 | 6 |

* Scores are on a 1-to-7 scale unless indicated otherwise. For detailed definitions, sources, and periods, consult the interactive Country/Economy Profiles and Rankings at http://wef.ch/ttcr

# Romania

**68th** / 136

Travel & Tourism Competitiveness Index 2017 edition

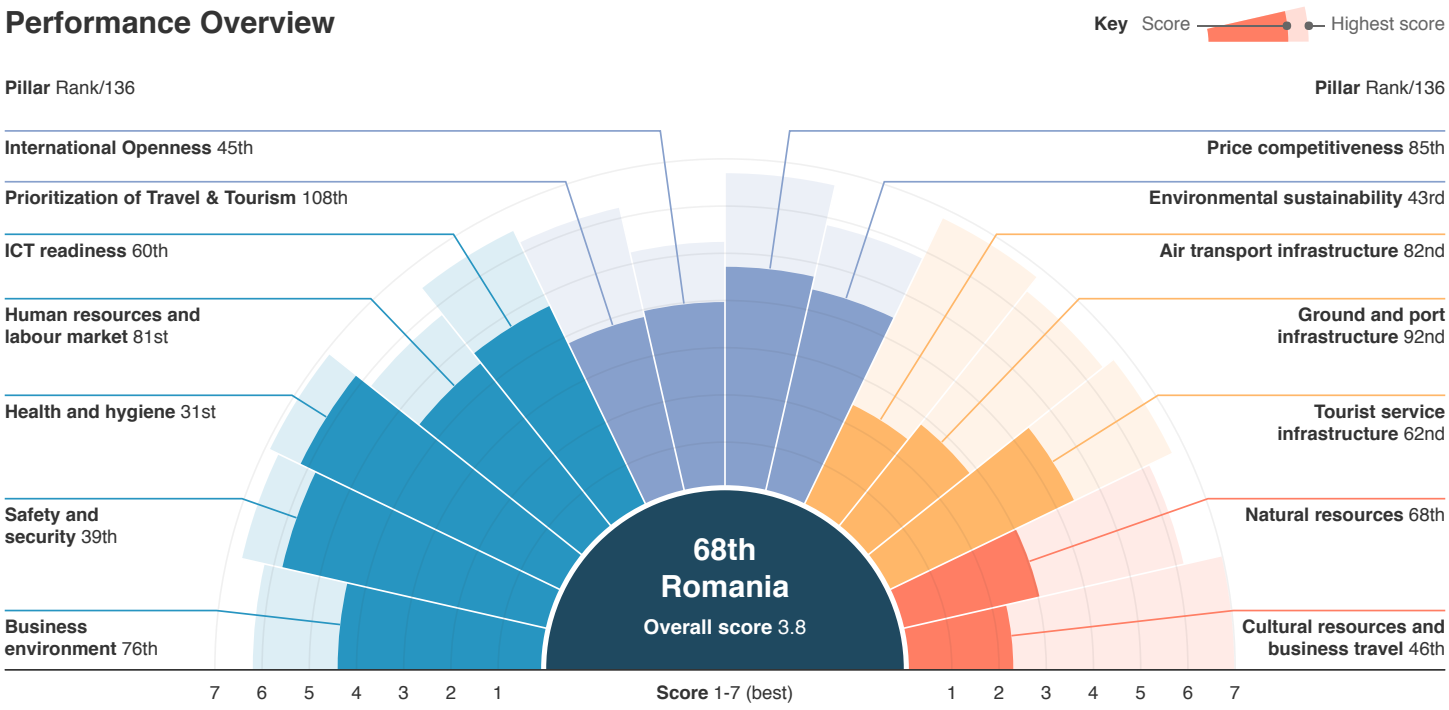
## Key Indicators

Sources: World Tourism Organization (UNWTO) and World Travel and Tourism Council (WTTC)

| | |
|---|---|
| **International tourist arrivals** | 2,234,520 |
| **International tourism inbound receipts** | US $1,712.0 million |
| **Average receipts per arrival** | US $766.1 |

| | |
|---|---|
| **T&T industry GDP** | US $2,318.9 million |
| % of total | 1.3% |
| **T&T industry employment** | 189,769 jobs |
| % of total | 2.2% |

## Performance Overview




## Past performance

| Travel & Tourism Competitiveness Edition | 2015 | 2017 |
|---|---|---|
| **Rank** | 66 / 141 | 68 / 136 |
| **Score** | 3.8 | 3.8 |

# Romania

**68th** / 136

## Travel & Tourism Competitiveness Index 2017 edition

WORLD ECONOMIC FORUM

| Index Component | Rank/136 | Score* |
|---|---|---|
| **Business environment** | 76 | 4.4 |
| Property rights | 97 | 3.9 |
| Business impact of rules on FDI | 34 | 5.1 |
| Efficiency of legal framework in settling disputes | 92 | 3.2 |
| Efficiency of legal framework in challenging regs | 120 | 2.6 |
| Time required to deal with construction permits days | 89 | 171 |
| Cost to deal with construction permits % construction cost | 69 | 2.0 |
| Extent of market dominance | 63 | 3.8 |
| Time to start a business days | 74 | 12.0 |
| Cost to start a business % GNI per capita | 39 | 2.0 |
| Effect of taxation on incentives to work | 117 | 3.1 |
| Effect of taxation on incentives to invest | 125 | 2.7 |
| Total tax rate % profits | 72 | 38.4 |
| **Safety and security** | 39 | 5.8 |
| Business costs of crime and violence | 39 | 5.3 |
| Reliability of police services | 79 | 4.2 |
| Business costs of terrorism | 40 | 5.7 |
| Index of terrorism incidence | 1 | 7.0 |
| Homicide rate /100,000 pop. | 40 | 1.5 |
| **Health and hygiene** | 31 | 6.1 |
| Physician density /1,000 pop | 50 | 2.4 |
| Access to improved sanitation % pop. | 85 | 79.1 |
| Access to improved drinking water % pop. | 1 | 100.0 |
| Hospital beds /10,000 pop. | 20 | 61.0 |
| HIV prevalence % adult pop. | 1 | 0.1 |
| Malaria incidence cases/100,000 pop. | 1 | M.F. |
| **Human resources and labour market** | 81 | 4.4 |
| Primary education enrollment rate net % | 114 | 86.9 |
| Secondary education enrollment rate gross % | 69 | 92.3 |
| Extent of staff training | 101 | 3.5 |
| Degree of customer orientation | 68 | 4.6 |
| Hiring and firing practices | 79 | 3.6 |
| Ease of finding skilled employees | 130 | 3.3 |
| Ease of hiring foreign labour | 21 | 4.7 |
| Pay and productivity | 87 | 3.7 |
| Female participation in the labor force ratio to men | 80 | 0.77 |
| **ICT readiness** | 60 | 4.7 |
| ICT use for biz-to-biz transactions | 74 | 4.6 |
| Internet use for biz-to-consumer transactions | 43 | 5.0 |
| Internet users % pop. | 69 | 55.8 |
| Fixed-broadband Internet subscriptions /100 pop. | 46 | 19.8 |
| Mobile-cellular telephone subscriptions /100 pop. | 86 | 107.1 |
| Mobile-broadband subscriptions /100 pop. | 54 | 63.7 |
| Mobile network coverage % pop. | 36 | 99.9 |
| Quality of electricity supply | 74 | 4.7 |
| **Prioritization of Travel & Tourism** | 108 | 3.8 |
| Government prioritization of travel and tourism industry | 131 | 3.0 |
| T&T government expenditure % government budget | 107 | 1.8 |
| Effectiveness of marketing and branding to attract tourists | 131 | 2.4 |
| Comprehensiveness of annual T&T data 0–120 (best) | 50 | 75 |
| Timeliness of providing monthly/quarterly T&T data 0–21 (best) | 17 | 20.5 |
| Country brand strategy rating 1–10 (best) | 35 | 80.4 |

| Index Component | Rank/136 | Score* |
|---|---|---|
| **International Openness** | 45 | 3.9 |
| Visa requirements 0–100 (best) | 73 | 24.0 |
| Openness of bilateral Air Service Agreements 0–38 (best) | 101 | 8.0 |
| Number of regional trade agreements in force number | 1 | 53.0 |
| **Price competitiveness** | 85 | 4.7 |
| Ticket taxes and airport charges 0–100 (best) | 104 | 57.2 |
| Hotel price index US$ | 10 | 79.4 |
| Purchasing power parity PPP $ | 59 | 0.4 |
| Fuel price levels US$ cents/litre | 121 | 171.0 |
| **Environmental sustainability** | 43 | 4.4 |
| Stringency of environmental regulations | 79 | 3.8 |
| Enforcement of environmental regulations | 98 | 3.3 |
| Sustainability of travel and tourism industry development | 130 | 2.8 |
| Particulate matter (2.5) concentration μg/m3 | 111 | 11.9 |
| Environmental treaty ratification 0–27 (best) | 26 | 25 |
| Baseline water stress 5–0 (best) | 58 | 1.3 |
| Threatened species % total species | 70 | 6.2 |
| Forest cover change % change | 40 | 0.0 |
| Wastewater treatment % | 61 | 15.4 |
| Costal shelf fishing pressure tonnes/km2 | 5 | 0.0 |
| **Air transport infrastructure** | 82 | 2.4 |
| Quality of air transport infrastructure | 100 | 3.7 |
| Available seat kilometres, domestic millions | 58 | 5.2 |
| Available seat kilometres, international millions | 60 | 213.1 |
| Aircraft departures /1,000 pop. | 79 | 2.3 |
| Airport density airports/million pop. | 52 | 1.3 |
| Number of operating airlines Number | 51 | 42.0 |
| **Ground and port infrastructure** | 92 | 2.8 |
| Quality of roads | 126 | 2.6 |
| Road density % total territorial area | 52 | - |
| Paved road density % total territorial area | 54 | - |
| Quality of railroad infrastructure | 75 | 2.4 |
| Railroad density km of roads/land area | 20 | 4.5 |
| Quality of port infrastructure | 96 | 3.4 |
| Ground transport efficiency | 96 | 2.9 |
| **Tourist service infrastructure** | 62 | 4.4 |
| Hotel rooms number/100 pop. | 51 | 0.7 |
| Quality of tourism infrastructure | 129 | 3.2 |
| Presence of major car rental companies | 1 | 7 |
| Automated teller machines number/thoudand adult pop. | 35 | 64.8 |
| **Natural resources** | 68 | 3.0 |
| Number of World Heritage natural sites number of sites | 46 | 1 |
| Total known species number of species | 83 | 439 |
| Total protected areas % total territorial area | 38 | 23.8 |
| Natural tourism digital demand 0–100 (best) | 77 | 10 |
| Attractiveness of natural assets | 62 | 5.2 |
| **Cultural resources and business travel** | 46 | 2.3 |
| Number of World Heritage cultural sites number of sites | 36 | 6 |
| Oral and intangible cultural heritage number of expressions | 25 | 6 |
| Sports stadiums number of large stadiums | 43 | 10.0 |
| Number of international association meetings 3-year average | 44 | 73.7 |
| Cultural and entertainment tourism digital demand 0–100 (best) | 80 | 7 |

* Scores are on a 1-to-7 scale unless indicated otherwise. For detailed definitions, sources, and periods, consult the interactive Country/Economy Profiles and Rankings at http://wef.ch/ttcr

# Russian Federation

**43rd** / 136

Travel & Tourism Competitiveness Index 2017 edition

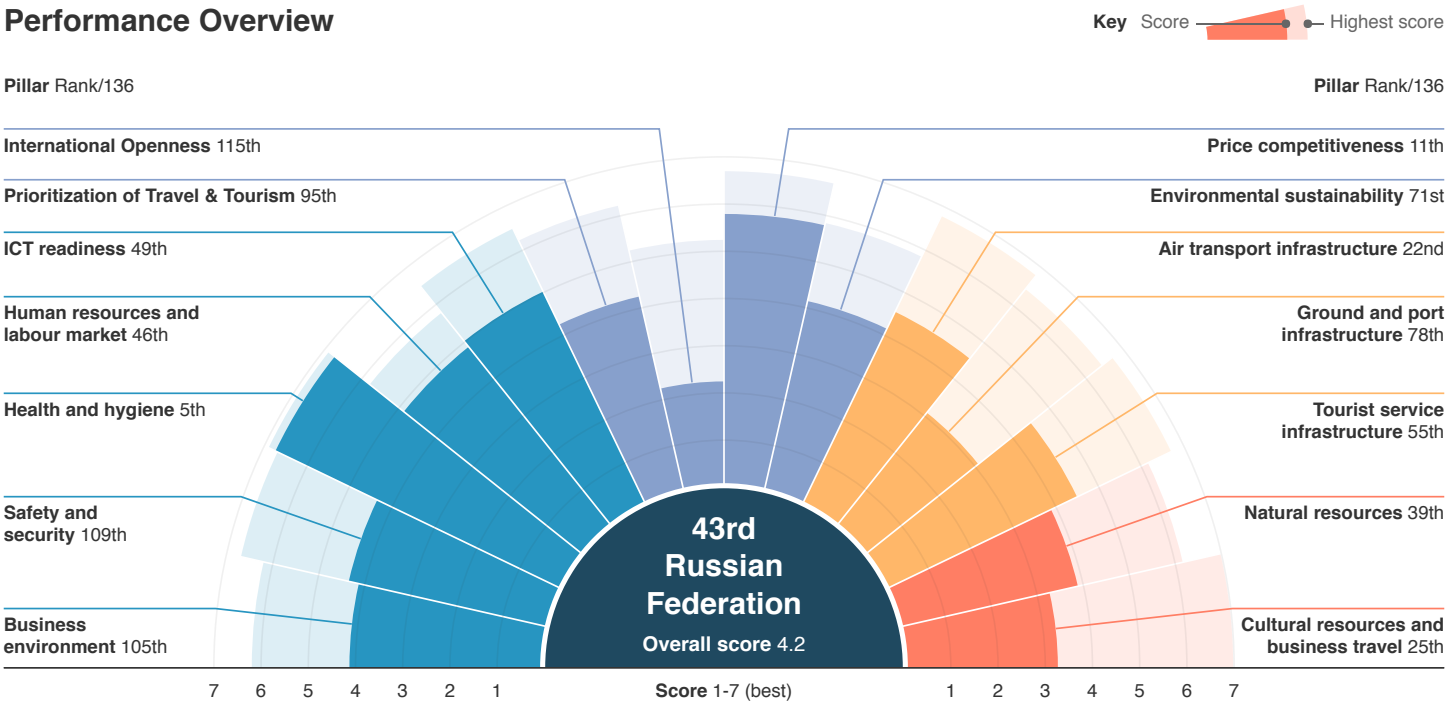
## Key Indicators

Sources: World Tourism Organization (UNWTO) and World Travel and Tourism Council (WTTC)

| | |
|---|---|
| **International tourist arrivals** | 31,346,486 |
| **International tourism inbound receipts** | US $8,465.0 million |
| **Average receipts per arrival** | US $270.0 |

| | |
|---|---|
| **T&T industry GDP** | US $17,855.8 million |
| % of total | 1.5% |
| **T&T industry employment** | 973,503 jobs |
| % of total | 1.4% |

## Performance Overview




## Past performance

| Travel & Tourism Competitiveness Edition | 2015 | 2017 |
|---|---|---|
| **Rank** | 45 / 141 | 43 / 136 |
| **Score** | 4.1 | 4.2 |

# Russian Federation

**43rd** / 136

Travel & Tourism Competitiveness Index 2017 edition

WORLD ECONOMIC FORUM

| Index Component | Rank/136 | Score* |
|---|---|---|
| **Business environment** | 105 | 4.1 |
| Property rights | 121 | 3.5 |
| Business impact of rules on FDI | 122 | 3.5 |
| Efficiency of legal framework in settling disputes | 80 | 3.4 |
| Efficiency of legal framework in challenging regs | 90 | 3.1 |
| Time required to deal with construction permits days | 116 | 239 |
| Cost to deal with construction permits % construction cost | 58 | 1.4 |
| Extent of market dominance | 59 | 3.8 |
| Time to start a business days | 59 | 9.8 |
| Cost to start a business % GNI per capita | 24 | 1.0 |
| Effect of taxation on incentives to work | 103 | 3.4 |
| Effect of taxation on incentives to invest | 104 | 3.1 |
| Total tax rate % profits | 99 | 47.4 |
| **Safety and security** | 109 | 4.3 |
| Business costs of crime and violence | 74 | 4.5 |
| Reliability of police services | 107 | 3.5 |
| Business costs of terrorism | 100 | 4.6 |
| Index of terrorism incidence | 119 | 3.4 |
| Homicide rate /100,000 pop. | 110 | 9.5 |
| **Health and hygiene** | 5 | 6.7 |
| Physician density /1,000 pop | 4 | 4.3 |
| Access to improved sanitation % pop. | 94 | 72.2 |
| Access to improved drinking water % pop. | 68 | 96.9 |
| Hospital beds /10,000 pop. | 3 | 97.0 |
| HIV prevalence % adult pop. | 106 | 1.1 |
| Malaria incidence cases/100,000 pop. | 1 | S.L. |
| **Human resources and labour market** | 46 | 4.8 |
| Primary education enrollment rate net % | 65 | 95.2 |
| Secondary education enrollment rate gross % | 45 | 100.6 |
| Extent of staff training | 76 | 3.8 |
| Degree of customer orientation | 84 | 4.5 |
| Hiring and firing practices | 44 | 4.1 |
| Ease of finding skilled employees | 94 | 3.8 |
| Ease of hiring foreign labour | 86 | 3.8 |
| Pay and productivity | 41 | 4.4 |
| Female participation in the labor force ratio to men | 49 | 0.86 |
| **ICT readiness** | 49 | 5.0 |
| ICT use for biz-to-biz transactions | 68 | 4.7 |
| Internet use for biz-to-consumer transactions | 33 | 5.3 |
| Internet users % pop. | 46 | 70.1 |
| Fixed-broadband Internet subscriptions /100 pop. | 48 | 18.9 |
| Mobile-cellular telephone subscriptions /100 pop. | 13 | 160.0 |
| Mobile-broadband subscriptions /100 pop. | 41 | 71.2 |
| Mobile network coverage % pop. | 122 | 89.0 |
| Quality of electricity supply | 61 | 5.0 |
| **Prioritization of Travel & Tourism** | 95 | 4.2 |
| Government prioritization of travel and tourism industry | 89 | 4.4 |
| T&T government expenditure % government budget | 84 | 2.7 |
| Effectiveness of marketing and branding to attract tourists | 81 | 4.0 |
| Comprehensiveness of annual T&T data 0–120 (best) | 64 | 68 |
| Timeliness of providing monthly/quarterly T&T data 0–21 (best) | 97 | 13.5 |
| Country brand strategy rating 1–10 (best) | 63 | 75.3 |

| Index Component | Rank/136 | Score* |
|---|---|---|
| **International Openness** | 115 | 2.2 |
| Visa requirements 0–100 (best) | 120 | 10.0 |
| Openness of bilateral Air Service Agreements 0–38 (best) | 122 | 5.7 |
| Number of regional trade agreements in force number | 58 | 12.0 |
| **Price competitiveness** | 11 | 5.8 |
| Ticket taxes and airport charges 0–100 (best) | 61 | 77.9 |
| Hotel price index US$ | 11 | 79.9 |
| Purchasing power parity PPP $ | 38 | 0.4 |
| Fuel price levels US$ cents/litre | 21 | 75.0 |
| **Environmental sustainability** | 71 | 4.1 |
| Stringency of environmental regulations | 91 | 3.6 |
| Enforcement of environmental regulations | 89 | 3.4 |
| Sustainability of travel and tourism industry development | 86 | 4.0 |
| Particulate matter (2.5) concentration µg/m3 | 75 | 9.1 |
| Environmental treaty ratification 0–27 (best) | 79 | 20 |
| Baseline water stress 5–0 (best) | 61 | 1.6 |
| Threatened species % total species | 110 | 9.0 |
| Forest cover change % change | 70 | 0.1 |
| Wastewater treatment % | 25 | 72.7 |
| Costal shelf fishing pressure tonnes/km2 | 96 | 2.3 |
| **Air transport infrastructure** | 22 | 4.5 |
| Quality of air transport infrastructure | 65 | 4.4 |
| Available seat kilometres, domestic millions | 5 | 2014.3 |
| Available seat kilometres, international millions | 20 | 1567.1 |
| Aircraft departures /1,000 pop. | 51 | 5.3 |
| Airport density airports/million pop. | 48 | 1.5 |
| Number of operating airlines Number | 8 | 135.0 |
| **Ground and port infrastructure** | 78 | 3.0 |
| Quality of roads | 121 | 2.8 |
| Road density % total territorial area | 118 | - |
| Paved road density % total territorial area | 88 | - |
| Quality of railroad infrastructure | 25 | 4.4 |
| Railroad density km of roads/land area | 67 | 0.5 |
| Quality of port infrastructure | 72 | 4.0 |
| Ground transport efficiency | 35 | 4.4 |
| **Tourist service infrastructure** | 55 | 4.5 |
| Hotel rooms number/100 pop. | 83 | 0.3 |
| Quality of tourism infrastructure | 116 | 3.6 |
| Presence of major car rental companies | 72 | 5 |
| Automated teller machines number/thoudand adult pop. | 3 | 184.7 |
| **Natural resources** | 39 | 3.8 |
| Number of World Heritage natural sites number of sites | 4 | 10 |
| Total known species number of species | 34 | 989 |
| Total protected areas % total territorial area | 89 | 11.4 |
| Natural tourism digital demand 0–100 (best) | 73 | 11 |
| Attractiveness of natural assets | 98 | 4.3 |
| **Cultural resources and business travel** | 25 | 3.2 |
| Number of World Heritage cultural sites number of sites | 11 | 16 |
| Oral and intangible cultural heritage number of expressions | 93 | 0 |
| Sports stadiums number of large stadiums | 16 | 30.0 |
| Number of international association meetings 3-year average | 42 | 90.7 |
| Cultural and entertainment tourism digital demand 0–100 (best) | 32 | 22 |

* Scores are on a 1-to-7 scale unless indicated otherwise. For detailed definitions, sources, and periods, consult the interactive Country/Economy Profiles and Rankings at http://wef.ch/ttcr

# Rwanda

**97th** / 136

Travel & Tourism Competitiveness Index 2017 edition

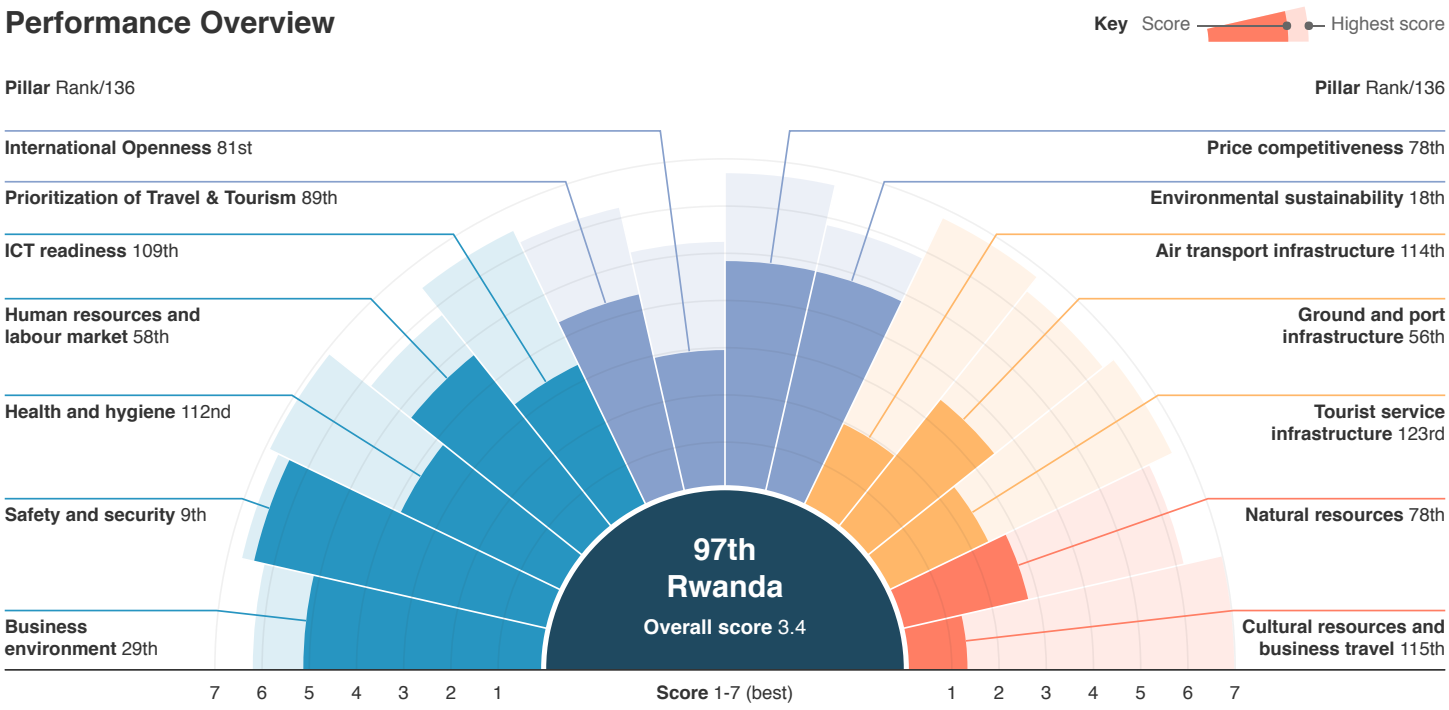
## Key Indicators

Sources: World Tourism Organization (UNWTO) and World Travel and Tourism Council (WTTC)

| | |
|---|---|
| **International tourist arrivals** | 987,000 |
| **International tourism inbound receipts** | US $317.8 million |
| **Average receipts per arrival** | US $322.0 |

| | |
|---|---|
| **T&T industry GDP** | US $261.3 million |
| % of total | 3.1% |
| **T&T industry employment** | 59,036 jobs |
| % of total | 2.6% |

## Performance Overview




## Past performance

| Travel & Tourism Competitiveness Edition | 2015 | 2017 |
|---|---|---|
| **Rank** | 98 / 141 | 97 / 136 |
| **Score** | 3.3 | 3.4 |

# Rwanda

**97th** / 136

## Travel & Tourism Competitiveness Index 2017 edition

WORLD ECONOMIC FORUM

| Index Component | Rank/136 | Score* |
|---|---|---|
| **Business environment** | 29 | 5.1 |
| Property rights | 22 | 5.7 |
| Business impact of rules on FDI | 8 | 5.7 |
| Efficiency of legal framework in settling disputes | 11 | 5.5 |
| Efficiency of legal framework in challenging regs | 14 | 5.1 |
| Time required to deal with construction permits days | 46 | 113 |
| Cost to deal with construction permits % construction cost | 136 | 42.4 |
| Extent of market dominance | 34 | 4.2 |
| Time to start a business days | 13 | 4.0 |
| Cost to start a business % GNI per capita | 125 | 48.5 |
| Effect of taxation on incentives to work | 9 | 5.2 |
| Effect of taxation on incentives to invest | 28 | 4.2 |
| Total tax rate % profits | 48 | 33.0 |
| **Safety and security** | 9 | 6.4 |
| Business costs of crime and violence | 5 | 6.3 |
| Reliability of police services | 6 | 6.4 |
| Business costs of terrorism | 9 | 6.2 |
| Index of terrorism incidence | 91 | 6.7 |
| Homicide rate /100,000 pop. | 85 | 4.9 |
| **Health and hygiene** | 112 | 3.8 |
| Physician density /1,000 pop | 127 | 0.1 |
| Access to improved sanitation % pop. | 102 | 61.6 |
| Access to improved drinking water % pop. | 118 | 76.1 |
| Hospital beds /10,000 pop. | 92 | 16.0 |
| HIV prevalence % adult pop. | 121 | 2.8 |
| Malaria incidence cases/100,000 pop. | 118 | 11462.3 |
| **Human resources and labour market** | 58 | 4.7 |
| Primary education enrollment rate net % | 56 | 96.2 |
| Secondary education enrollment rate gross % | 128 | 39.1 |
| Extent of staff training | 54 | 4.1 |
| Degree of customer orientation | 37 | 5.1 |
| Hiring and firing practices | 13 | 4.8 |
| Ease of finding skilled employees | 69 | 4.2 |
| Ease of hiring foreign labour | 5 | 5.1 |
| Pay and productivity | 45 | 4.4 |
| Female participation in the labor force ratio to men | 2 | 1.05 |
| **ICT readiness** | 109 | 3.3 |
| ICT use for biz-to-biz transactions | 55 | 4.9 |
| Internet use for biz-to-consumer transactions | 93 | 4.1 |
| Internet users % pop. | 118 | 18.0 |
| Fixed-broadband Internet subscriptions /100 pop. | 123 | 0.2 |
| Mobile-cellular telephone subscriptions /100 pop. | 126 | 70.5 |
| Mobile-broadband subscriptions /100 pop. | 106 | 25.9 |
| Mobile network coverage % pop. | 34 | 100.0 |
| Quality of electricity supply | 89 | 4.2 |
| **Prioritization of Travel & Tourism** | 89 | 4.3 |
| Government prioritization of travel and tourism industry | 8 | 6.3 |
| T&T government expenditure % government budget | 112 | 1.7 |
| Effectiveness of marketing and branding to attract tourists | 6 | 5.9 |
| Comprehensiveness of annual T&T data 0–120 (best) | 113 | 40 |
| Timeliness of providing monthly/quarterly T&T data 0–21 (best) | 129 | 0.0 |
| Country brand strategy rating 1–10 (best) | 76 | 73.7 |

| Index Component | Rank/136 | Score* |
|---|---|---|
| **International Openness** | 81 | 2.9 |
| Visa requirements 0–100 (best) | 26 | 56.0 |
| Openness of bilateral Air Service Agreements 0–38 (best) | 63 | 11.1 |
| Number of regional trade agreements in force number | 102 | 3.0 |
| **Price competitiveness** | 78 | 4.8 |
| Ticket taxes and airport charges 0–100 (best) | 85 | 66.8 |
| Hotel price index US$ | n/a | n/a |
| Purchasing power parity PPP $ | 50 | 0.4 |
| Fuel price levels US$ cents/litre | 92 | 141.0 |
| **Environmental sustainability** | 18 | 4.8 |
| Stringency of environmental regulations | 7 | 5.9 |
| Enforcement of environmental regulations | 5 | 6.0 |
| Sustainability of travel and tourism industry development | 3 | 5.8 |
| Particulate matter (2.5) concentration μg/m3 | 88 | 10.3 |
| Environmental treaty ratification 0–27 (best) | 115 | 17 |
| Baseline water stress 5–0 (best) | 1 | 0.0 |
| Threatened species % total species | 51 | 5.1 |
| Forest cover change % change | 45 | 0.0 |
| Wastewater treatment % | 111 | 0.0 |
| Costal shelf fishing pressure tonnes/km2 | n/a | n/a |
| **Air transport infrastructure** | 114 | 1.9 |
| Quality of air transport infrastructure | 56 | 4.6 |
| Available seat kilometres, domestic millions | 98 | 0.2 |
| Available seat kilometres, international millions | 113 | 27.1 |
| Aircraft departures /1,000 pop. | 93 | 1.1 |
| Airport density airports/million pop. | 101 | 0.6 |
| Number of operating airlines Number | 130 | 6.0 |
| **Ground and port infrastructure** | 56 | 3.5 |
| Quality of roads | 31 | 5.0 |
| Road density % total territorial area | 49 | - |
| Paved road density % total territorial area | 76 | - |
| Quality of railroad infrastructure | 70 | 2.6 |
| Railroad density km of roads/land area | n/a | n/a |
| Quality of port infrastructure | 102 | 3.2 |
| Ground transport efficiency | 36 | 4.4 |
| **Tourist service infrastructure** | 123 | 2.4 |
| Hotel rooms number/100 pop. | 121 | 0.1 |
| Quality of tourism infrastructure | 40 | 5.2 |
| Presence of major car rental companies | 129 | 1 |
| Automated teller machines number/thoudand adult pop. | 123 | 5.3 |
| **Natural resources** | 78 | 2.7 |
| Number of World Heritage natural sites number of sites | 86 | 0 |
| Total known species number of species | 42 | 863 |
| Total protected areas % total territorial area | 98 | 9.4 |
| Natural tourism digital demand 0–100 (best) | 105 | 3 |
| Attractiveness of natural assets | 21 | 6.1 |
| **Cultural resources and business travel** | 115 | 1.3 |
| Number of World Heritage cultural sites number of sites | 126 | 0 |
| Oral and intangible cultural heritage number of expressions | 93 | 0 |
| Sports stadiums number of large stadiums | 55 | 6.0 |
| Number of international association meetings 3-year average | 90 | 8.7 |
| Cultural and entertainment tourism digital demand 0–100 (best) | 118 | 2 |

* Scores are on a 1-to-7 scale unless indicated otherwise. For detailed definitions, sources, and periods, consult the interactive Country/Economy Profiles and Rankings at http://wef.ch/ttcr

# Saudi Arabia

**63rd** / 136

Travel & Tourism Competitiveness Index 2017 edition

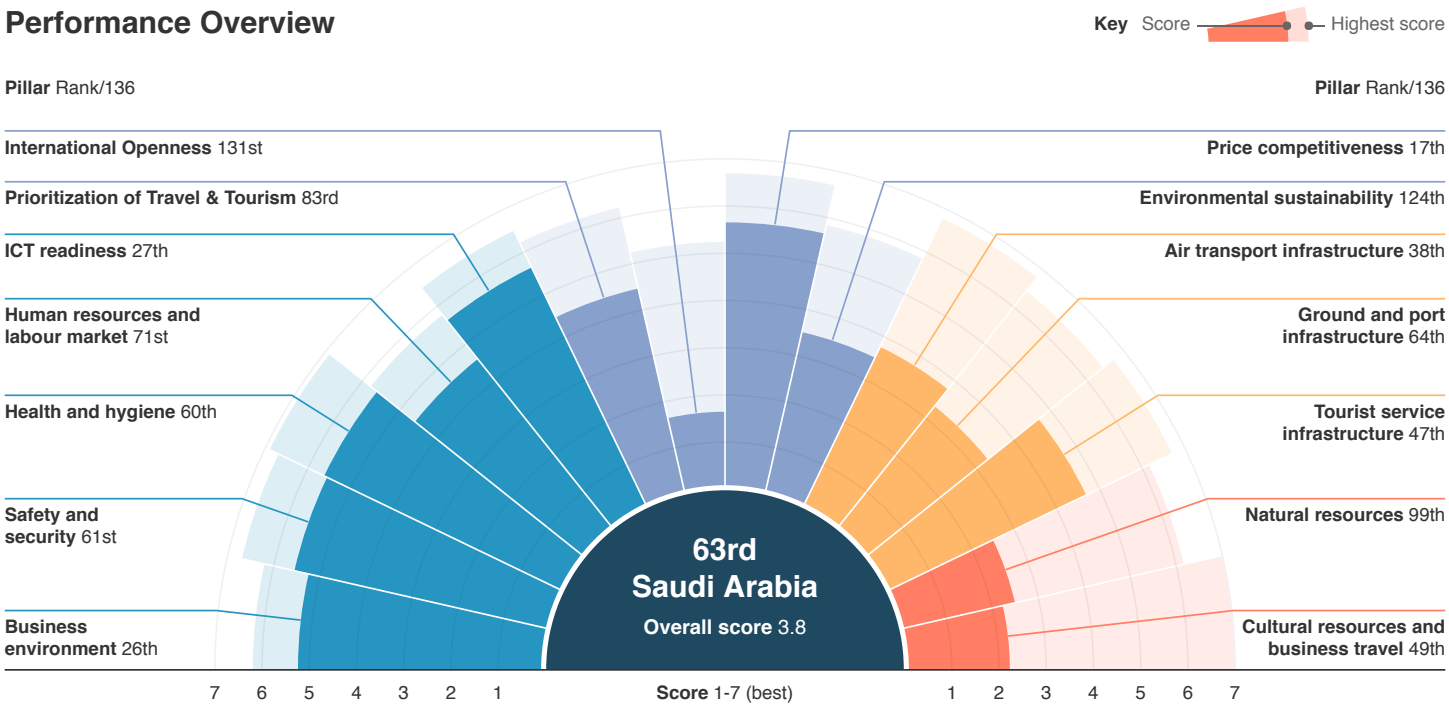
## Key Indicators

Sources: World Tourism Organization (UNWTO) and World Travel and Tourism Council (WTTC)

| | |
|---|---|
| **International tourist arrivals** | 17,994,225 |
| **International tourism inbound receipts** | US $10,129.7 million |
| **Average receipts per arrival** | US $562.9 |

| | |
|---|---|
| **T&T industry GDP** | US $15,891.7 million |
| % of total | 2.5% |
| **T&T industry employment** | 727,579 jobs |
| % of total | 6.4% |

## Performance Overview




## Past performance

| Travel & Tourism Competitiveness Edition | 2015 | 2017 |
|---|---|---|
| **Rank** | 64 / 141 | 63 / 136 |
| **Score** | 3.8 | 3.8 |

# Saudi Arabia

**63rd** /136

## Travel & Tourism Competitiveness Index 2017 edition

WORLD ECONOMIC FORUM

| Index Component | Rank/136 | Score* |
|---|---|---|
| **Business environment** | 26 | 5.2 |
| Property rights | 32 | 5.3 |
| Business impact of rules on FDI | 117 | 3.6 |
| Efficiency of legal framework in settling disputes | 24 | 4.8 |
| Efficiency of legal framework in challenging regs | 33 | 4.3 |
| Time required to deal with construction permits days | 40 | 106 |
| Cost to deal with construction permits % construction cost | 18 | 0.5 |
| Extent of market dominance | 29 | 4.2 |
| Time to start a business days | 84 | 15.0 |
| Cost to start a business % GNI per capita | 52 | 4.1 |
| Effect of taxation on incentives to work | 18 | 4.7 |
| Effect of taxation on incentives to invest | 18 | 4.7 |
| Total tax rate % profits | 6 | 15.7 |
| **Safety and security** | 61 | 5.5 |
| Business costs of crime and violence | 15 | 5.7 |
| Reliability of police services | 27 | 5.8 |
| Business costs of terrorism | 52 | 5.5 |
| Index of terrorism incidence | 116 | 4.4 |
| Homicide rate /100,000 pop. | 89 | 6.2 |
| **Health and hygiene** | 60 | 5.6 |
| Physician density /1,000 pop | 48 | 2.5 |
| Access to improved sanitation % pop. | 1 | 100.0 |
| Access to improved drinking water % pop. | 67 | 97.0 |
| Hospital beds /10,000 pop. | 73 | 21.0 |
| HIV prevalence % adult pop. | 1 | <0.2 |
| Malaria incidence cases/100,000 pop. | 80 | 0.2 |
| **Human resources and labour market** | 71 | 4.6 |
| Primary education enrollment rate net % | 34 | 97.6 |
| Secondary education enrollment rate gross % | 25 | 108.3 |
| Extent of staff training | 56 | 4.1 |
| Degree of customer orientation | 64 | 4.7 |
| Hiring and firing practices | 23 | 4.5 |
| Ease of finding skilled employees | 73 | 4.1 |
| Ease of hiring foreign labour | 105 | 3.6 |
| Pay and productivity | 39 | 4.5 |
| Female participation in the labor force ratio to men | 133 | 0.26 |
| **ICT readiness** | 27 | 5.6 |
| ICT use for biz-to-biz transactions | 38 | 5.2 |
| Internet use for biz-to-consumer transactions | 58 | 4.6 |
| Internet users % pop. | 48 | 69.6 |
| Fixed-broadband Internet subscriptions /100 pop. | 63 | 11.9 |
| Mobile-cellular telephone subscriptions /100 pop. | 6 | 176.6 |
| Mobile-broadband subscriptions /100 pop. | 14 | 111.7 |
| Mobile network coverage % pop. | 58 | 99.4 |
| Quality of electricity supply | 30 | 6.2 |
| **Prioritization of Travel & Tourism** | 83 | 4.4 |
| Government prioritization of travel and tourism industry | 82 | 4.6 |
| T&T government expenditure % government budget | 126 | 1.0 |
| Effectiveness of marketing and branding to attract tourists | 87 | 3.9 |
| Comprehensiveness of annual T&T data 0–120 (best) | 1 | 116 |
| Timeliness of providing monthly/quarterly T&T data 0–21 (best) | 70 | 18.0 |
| Country brand strategy rating 1–10 (best) | 45 | 79.4 |

| Index Component | Rank/136 | Score* |
|---|---|---|
| **International Openness** | 131 | 1.6 |
| Visa requirements 0–100 (best) | 135 | 0.0 |
| Openness of bilateral Air Service Agreements 0–38 (best) | 116 | 6.8 |
| Number of regional trade agreements in force number | 91 | 4.0 |
| **Price competitiveness** | 17 | 5.6 |
| Ticket taxes and airport charges 0–100 (best) | 26 | 87.5 |
| Hotel price index US$ | 97 | 206.5 |
| Purchasing power parity PPP $ | 43 | 0.4 |
| Fuel price levels US$ cents/litre | 2 | 7.0 |
| **Environmental sustainability** | 124 | 3.5 |
| Stringency of environmental regulations | 57 | 4.3 |
| Enforcement of environmental regulations | 49 | 4.2 |
| Sustainability of travel and tourism industry development | 87 | 4.0 |
| Particulate matter (2.5) concentration µg/m3 | 85 | 10.2 |
| Environmental treaty ratification 0–27 (best) | 90 | 19 |
| Baseline water stress 5–0 (best) | 123 | 5.0 |
| Threatened species % total species | 67 | 6.0 |
| Forest cover change % change | n/a | n/a |
| Wastewater treatment % | 39 | 54.6 |
| Costal shelf fishing pressure tonnes/km2 | 104 | 10.0 |
| **Air transport infrastructure** | 38 | 3.7 |
| Quality of air transport infrastructure | 45 | 4.9 |
| Available seat kilometres, domestic millions | 17 | 344.3 |
| Available seat kilometres, international millions | 24 | 1235.4 |
| Aircraft departures /1,000 pop. | 45 | 7.4 |
| Airport density airports/million pop. | 68 | 1.0 |
| Number of operating airlines Number | 27 | 72.0 |
| **Ground and port infrastructure** | 64 | 3.3 |
| Quality of roads | 37 | 4.9 |
| Road density % total territorial area | 114 | - |
| Paved road density % total territorial area | 115 | - |
| Quality of railroad infrastructure | 53 | 3.0 |
| Railroad density km of roads/land area | 98 | 0.1 |
| Quality of port infrastructure | 42 | 4.6 |
| Ground transport efficiency | 63 | 3.7 |
| **Tourist service infrastructure** | 47 | 4.7 |
| Hotel rooms number/100 pop. | 28 | 1.1 |
| Quality of tourism infrastructure | 92 | 4.3 |
| Presence of major car rental companies | 72 | 5 |
| Automated teller machines number/thoudand adult pop. | 29 | 74.0 |
| **Natural resources** | 99 | 2.5 |
| Number of World Heritage natural sites number of sites | 86 | 0 |
| Total known species number of species | 75 | 487 |
| Total protected areas % total territorial area | 21 | 31.3 |
| Natural tourism digital demand 0–100 (best) | 112 | 2 |
| Attractiveness of natural assets | 129 | 3.2 |
| **Cultural resources and business travel** | 49 | 2.2 |
| Number of World Heritage cultural sites number of sites | 55 | 4 |
| Oral and intangible cultural heritage number of expressions | 30 | 5 |
| Sports stadiums number of large stadiums | 23 | 18.0 |
| Number of international association meetings 3-year average | 90 | 8.7 |
| Cultural and entertainment tourism digital demand 0–100 (best) | 79 | 7 |

* Scores are on a 1-to-7 scale unless indicated otherwise. For detailed definitions, sources, and periods, consult the interactive Country/Economy Profiles and Rankings at http://wef.ch/ttcr

# Senegal

**111st** / 136

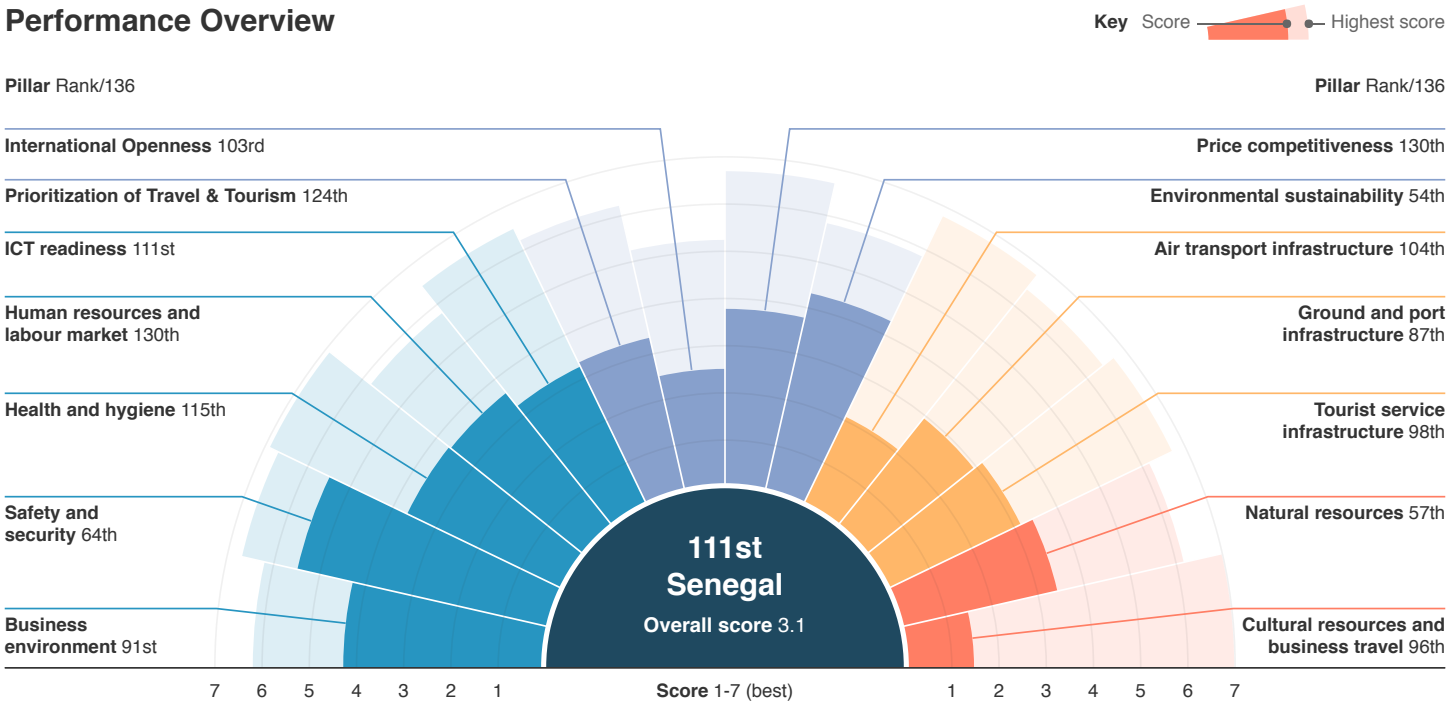
Travel & Tourism Competitiveness Index 2017 edition

## Key Indicators

Sources: World Tourism Organization (UNWTO) and World Travel and Tourism Council (WTTC)

| | |
|---|---|
| **International tourist arrivals** | 1,006,600 |
| **International tourism inbound receipts** | US $423.0 million |
| **Average receipts per arrival** | US $420.2 |
| **T&T industry GDP** | US $756.6 million |
| % of total | 5.5% |
| **T&T industry employment** | 274,451 jobs |
| % of total | 4.7% |

## Performance Overview




## Past performance

| Travel & Tourism Competitiveness Edition | 2015 | 2017 |
|---|---|---|
| **Rank** | 112 / 141 | 111 / 136 |
| **Score** | 3.1 | 3.1 |

# Senegal

**111st**/136

## Travel & Tourism Competitiveness Index 2017 edition

WORLD ECONOMIC FORUM

| Index Component | Rank/136 | Score* |
|---|---|---|
| **Business environment** | 91 | 4.2 |
| Property rights | 76 | 4.2 |
| Business impact of rules on FDI | 89 | 4.3 |
| Efficiency of legal framework in settling disputes | 35 | 4.5 |
| Efficiency of legal framework in challenging regs | 38 | 4.1 |
| Time required to deal with construction permits days | 101 | 202 |
| Cost to deal with construction permits % construction cost | 118 | 7.6 |
| Extent of market dominance | 45 | 3.9 |
| Time to start a business days | 29 | 6.0 |
| Cost to start a business % GNI per capita | 129 | 62.7 |
| Effect of taxation on incentives to work | 43 | 4.2 |
| Effect of taxation on incentives to invest | 89 | 3.4 |
| Total tax rate % profits | 96 | 45.1 |
| **Safety and security** | 64 | 5.4 |
| Business costs of crime and violence | 68 | 4.7 |
| Reliability of police services | 43 | 5.1 |
| Business costs of terrorism | 89 | 4.8 |
| Index of terrorism incidence | 82 | 6.9 |
| Homicide rate /100,000 pop. | 101 | 7.9 |
| **Health and hygiene** | 115 | 3.6 |
| Physician density /1,000 pop | 125 | 0.1 |
| Access to improved sanitation % pop. | 111 | 47.6 |
| Access to improved drinking water % pop. | 114 | 78.5 |
| Hospital beds /10,000 pop. | 133 | 3.0 |
| HIV prevalence % adult pop. | 85 | 0.5 |
| Malaria incidence cases/100,000 pop. | 119 | 12267.8 |
| **Human resources and labour market** | 130 | 3.6 |
| Primary education enrollment rate net % | 134 | 71.5 |
| Secondary education enrollment rate gross % | 117 | 49.6 |
| Extent of staff training | 89 | 3.7 |
| Degree of customer orientation | 76 | 4.5 |
| Hiring and firing practices | 77 | 3.6 |
| Ease of finding skilled employees | 28 | 4.8 |
| Ease of hiring foreign labour | 19 | 4.7 |
| Pay and productivity | 89 | 3.7 |
| Female participation in the labor force ratio to men | 104 | 0.65 |
| **ICT readiness** | 111 | 3.2 |
| ICT use for biz-to-biz transactions | 73 | 4.6 |
| Internet use for biz-to-consumer transactions | 67 | 4.6 |
| Internet users % pop. | 107 | 21.7 |
| Fixed-broadband Internet subscriptions /100 pop. | 111 | 0.7 |
| Mobile-cellular telephone subscriptions /100 pop. | 96 | 99.9 |
| Mobile-broadband subscriptions /100 pop. | 104 | 26.4 |
| Mobile network coverage % pop. | 117 | 92.0 |
| Quality of electricity supply | 110 | 3.2 |
| **Prioritization of Travel & Tourism** | 124 | 3.3 |
| Government prioritization of travel and tourism industry | 93 | 4.3 |
| T&T government expenditure % government budget | 57 | 3.8 |
| Effectiveness of marketing and branding to attract tourists | 98 | 3.7 |
| Comprehensiveness of annual T&T data 0–120 (best) | 111 | 41 |
| Timeliness of providing monthly/quarterly T&T data 0–21 (best) | 129 | 0.0 |
| Country brand strategy rating 1–10 (best) | 129 | 39.9 |

| Index Component | Rank/136 | Score* |
|---|---|---|
| **International Openness** | 103 | 2.5 |
| Visa requirements 0–100 (best) | 47 | 41.0 |
| Openness of bilateral Air Service Agreements 0–38 (best) | 84 | 9.6 |
| Number of regional trade agreements in force number | 117 | 2.0 |
| **Price competitiveness** | 130 | 3.7 |
| Ticket taxes and airport charges 0–100 (best) | 132 | 17.3 |
| Hotel price index US$ | n/a | n/a |
| Purchasing power parity PPP $ | 37 | 0.4 |
| Fuel price levels US$ cents/litre | 99 | 151.0 |
| **Environmental sustainability** | 54 | 4.3 |
| Stringency of environmental regulations | 80 | 3.8 |
| Enforcement of environmental regulations | 78 | 3.6 |
| Sustainability of travel and tourism industry development | 89 | 4.0 |
| Particulate matter (2.5) concentration µg/m3 | 17 | 4.0 |
| Environmental treaty ratification 0–27 (best) | 43 | 23 |
| Baseline water stress 5–0 (best) | 38 | 0.5 |
| Threatened species % total species | 43 | 4.5 |
| Forest cover change % change | 71 | 0.1 |
| Wastewater treatment % | 102 | 0.5 |
| Costal shelf fishing pressure tonnes/km2 | 82 | 0.4 |
| **Air transport infrastructure** | 104 | 2.0 |
| Quality of air transport infrastructure | 84 | 4.1 |
| Available seat kilometres, domestic millions | 91 | 0.2 |
| Available seat kilometres, international millions | 85 | 87.2 |
| Aircraft departures /1,000 pop. | 119 | 0.2 |
| Airport density airports/million pop. | 111 | 0.5 |
| Number of operating airlines Number | 72 | 30.0 |
| **Ground and port infrastructure** | 87 | 2.9 |
| Quality of roads | 70 | 4.0 |
| Road density % total territorial area | 121 | - |
| Paved road density % total territorial area | 107 | - |
| Quality of railroad infrastructure | 82 | 2.2 |
| Railroad density km of roads/land area | 71 | 0.5 |
| Quality of port infrastructure | 54 | 4.4 |
| Ground transport efficiency | 80 | 3.2 |
| **Tourist service infrastructure** | 98 | 3.1 |
| Hotel rooms number/100 pop. | 112 | 0.1 |
| Quality of tourism infrastructure | 63 | 4.7 |
| Presence of major car rental companies | 72 | 5 |
| Automated teller machines number/thoudand adult pop. | 126 | 4.8 |
| **Natural resources** | 57 | 3.4 |
| Number of World Heritage natural sites number of sites | 30 | 2 |
| Total known species number of species | 48 | 778 |
| Total protected areas % total territorial area | 35 | 25.2 |
| Natural tourism digital demand 0–100 (best) | 87 | 6 |
| Attractiveness of natural assets | 80 | 5.0 |
| **Cultural resources and business travel** | 96 | 1.4 |
| Number of World Heritage cultural sites number of sites | 47 | 5 |
| Oral and intangible cultural heritage number of expressions | 56 | 2 |
| Sports stadiums number of large stadiums | 90 | 3.0 |
| Number of international association meetings 3-year average | 81 | 10.7 |
| Cultural and entertainment tourism digital demand 0–100 (best) | 96 | 4 |

* Scores are on a 1-to-7 scale unless indicated otherwise. For detailed definitions, sources, and periods, consult the interactive Country/Economy Profiles and Rankings at http://wef.ch/ttcr

# Serbia

**95th** / 136

Travel & Tourism Competitiveness Index 2017 edition

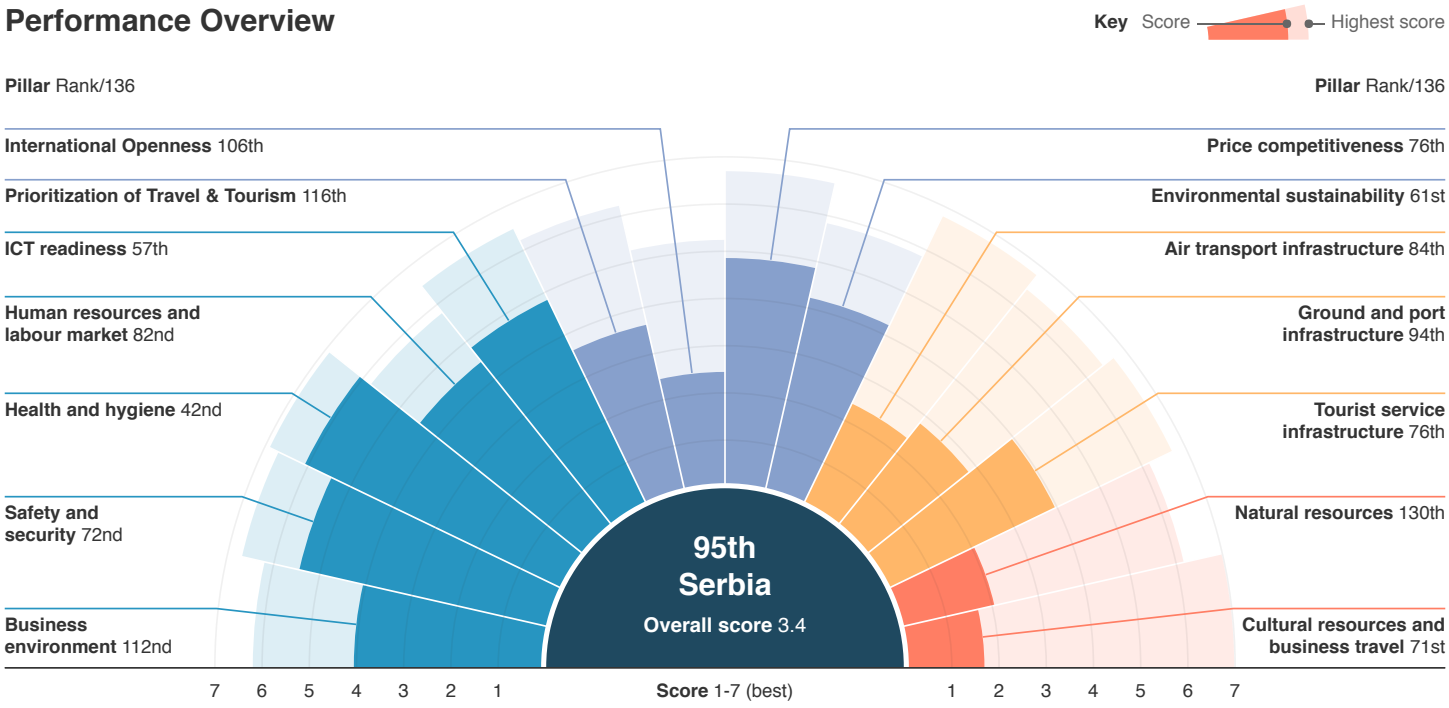
## Key Indicators

Sources: World Tourism Organization (UNWTO) and World Travel and Tourism Council (WTTC)

| | |
|---|---|
| **International tourist arrivals** | 1,132,221 |
| **International tourism inbound receipts** | US $1,048.4 million |
| **Average receipts per arrival** | US $926.0 |

| | |
|---|---|
| **T&T industry GDP** | US $808.4 million |
| % of total | 2.2% |
| **T&T industry employment** | 36,766 jobs |
| % of total | 2.2% |

## Performance Overview




## Past performance

| Travel & Tourism Competitiveness Edition | 2015 | 2017 |
|---|---|---|
| **Rank** | 95 / 141 | 95 / 136 |
| **Score** | 3.3 | 3.4 |

# Serbia

**95th** / 136

## Travel & Tourism Competitiveness Index 2017 edition

WORLD ECONOMIC FORUM

| Index Component | Rank/136 | Score* |
|---|---|---|
| **Business environment** | 112 | 4.0 |
| Property rights | 124 | 3.2 |
| Business impact of rules on FDI | 102 | 4.1 |
| Efficiency of legal framework in settling disputes | 122 | 2.7 |
| Efficiency of legal framework in challenging regs | 114 | 2.7 |
| Time required to deal with construction permits days | 77 | 156 |
| Cost to deal with construction permits % construction cost | 88 | 3.2 |
| Extent of market dominance | 127 | 2.9 |
| Time to start a business days | 40 | 7.0 |
| Cost to start a business % GNI per capita | 66 | 6.5 |
| Effect of taxation on incentives to work | 121 | 3.0 |
| Effect of taxation on incentives to invest | 105 | 3.1 |
| Total tax rate % profits | 77 | 39.7 |
| **Safety and security** | 72 | 5.4 |
| Business costs of crime and violence | 79 | 4.4 |
| Reliability of police services | 96 | 3.7 |
| Business costs of terrorism | 74 | 5.1 |
| Index of terrorism incidence | 1 | 7.0 |
| Homicide rate /100,000 pop. | 36 | 1.3 |
| **Health and hygiene** | 42 | 6.0 |
| Physician density /1,000 pop | 56 | 2.1 |
| Access to improved sanitation % pop. | 46 | 96.4 |
| Access to improved drinking water % pop. | 51 | 99.2 |
| Hospital beds /10,000 pop. | 27 | 54.0 |
| HIV prevalence % adult pop. | 1 | <0.1 |
| Malaria incidence cases/100,000 pop. | 1 | M.F. |
| **Human resources and labour market** | 82 | 4.4 |
| Primary education enrollment rate net % | 54 | 96.3 |
| Secondary education enrollment rate gross % | 59 | 96.7 |
| Extent of staff training | 125 | 3.2 |
| Degree of customer orientation | 117 | 3.9 |
| Hiring and firing practices | 81 | 3.6 |
| Ease of finding skilled employees | 121 | 3.5 |
| Ease of hiring foreign labour | 88 | 3.8 |
| Pay and productivity | 105 | 3.5 |
| Female participation in the labor force ratio to men | 79 | 0.77 |
| **ICT readiness** | 57 | 4.8 |
| ICT use for biz-to-biz transactions | 95 | 4.4 |
| Internet use for biz-to-consumer transactions | 89 | 4.1 |
| Internet users % pop. | 56 | 65.3 |
| Fixed-broadband Internet subscriptions /100 pop. | 51 | 17.4 |
| Mobile-cellular telephone subscriptions /100 pop. | 60 | 120.5 |
| Mobile-broadband subscriptions /100 pop. | 40 | 71.8 |
| Mobile network coverage % pop. | 50 | 99.8 |
| Quality of electricity supply | 70 | 4.8 |
| **Prioritization of Travel & Tourism** | 116 | 3.6 |
| Government prioritization of travel and tourism industry | 110 | 3.7 |
| T&T government expenditure % government budget | 131 | 0.5 |
| Effectiveness of marketing and branding to attract tourists | 107 | 3.5 |
| Comprehensiveness of annual T&T data 0–120 (best) | 66 | 66 |
| Timeliness of providing monthly/quarterly T&T data 0–21 (best) | 17 | 20.5 |
| Country brand strategy rating 1–10 (best) | 127 | 50.3 |

| Index Component | Rank/136 | Score* |
|---|---|---|
| **International Openness** | 106 | 2.4 |
| Visa requirements 0–100 (best) | 69 | 26.0 |
| Openness of bilateral Air Service Agreements 0–38 (best) | 96 | 8.7 |
| Number of regional trade agreements in force number | 71 | 7.0 |
| **Price competitiveness** | 76 | 4.8 |
| Ticket taxes and airport charges 0–100 (best) | 92 | 63.7 |
| Hotel price index US$ | 17 | 84.8 |
| Purchasing power parity PPP $ | 42 | 0.4 |
| Fuel price levels US$ cents/litre | 116 | 166.0 |
| **Environmental sustainability** | 61 | 4.2 |
| Stringency of environmental regulations | 101 | 3.4 |
| Enforcement of environmental regulations | 126 | 2.9 |
| Sustainability of travel and tourism industry development | 111 | 3.5 |
| Particulate matter (2.5) concentration μg/m3 | 103 | 11.6 |
| Environmental treaty ratification 0–27 (best) | 54 | 22 |
| Baseline water stress 5–0 (best) | 46 | 0.8 |
| Threatened species % total species | 44 | 4.7 |
| Forest cover change % change | 17 | 0.0 |
| Wastewater treatment % | 75 | 6.4 |
| Costal shelf fishing pressure tonnes/km2 | 62 | 0.2 |
| **Air transport infrastructure** | 84 | 2.4 |
| Quality of air transport infrastructure | 92 | 3.9 |
| Available seat kilometres, domestic millions | 105 | 0.0 |
| Available seat kilometres, international millions | 88 | 75.7 |
| Aircraft departures /1,000 pop. | 57 | 4.2 |
| Airport density airports/million pop. | 87 | 0.8 |
| Number of operating airlines Number | 51 | 42.0 |
| **Ground and port infrastructure** | 94 | 2.8 |
| Quality of roads | 113 | 2.9 |
| Road density % total territorial area | 50 | - |
| Paved road density % total territorial area | 46 | - |
| Quality of railroad infrastructure | 83 | 2.1 |
| Railroad density km of roads/land area | 21 | 4.3 |
| Quality of port infrastructure | 116 | 2.7 |
| Ground transport efficiency | 86 | 3.1 |
| **Tourist service infrastructure** | 76 | 3.9 |
| Hotel rooms number/100 pop. | 80 | 0.3 |
| Quality of tourism infrastructure | 114 | 3.6 |
| Presence of major car rental companies | 1 | 7 |
| Automated teller machines number/thoudand adult pop. | 73 | 44.0 |
| **Natural resources** | 130 | 2.0 |
| Number of World Heritage natural sites number of sites | 86 | 0 |
| Total known species number of species | 87 | 426 |
| Total protected areas % total territorial area | 110 | 6.8 |
| Natural tourism digital demand 0–100 (best) | 116 | 2 |
| Attractiveness of natural assets | 100 | 4.2 |
| **Cultural resources and business travel** | 71 | 1.7 |
| Number of World Heritage cultural sites number of sites | 47 | 5 |
| Oral and intangible cultural heritage number of expressions | 71 | 1 |
| Sports stadiums number of large stadiums | 66 | 5.0 |
| Number of international association meetings 3-year average | 46 | 65.0 |
| Cultural and entertainment tourism digital demand 0–100 (best) | 117 | 2 |

* Scores are on a 1-to-7 scale unless indicated otherwise. For detailed definitions, sources, and periods, consult the interactive Country/Economy Profiles and Rankings at http://wef.ch/ttcr

# Sierra Leone

**131st**/136

Travel & Tourism Competitiveness Index 2017 edition

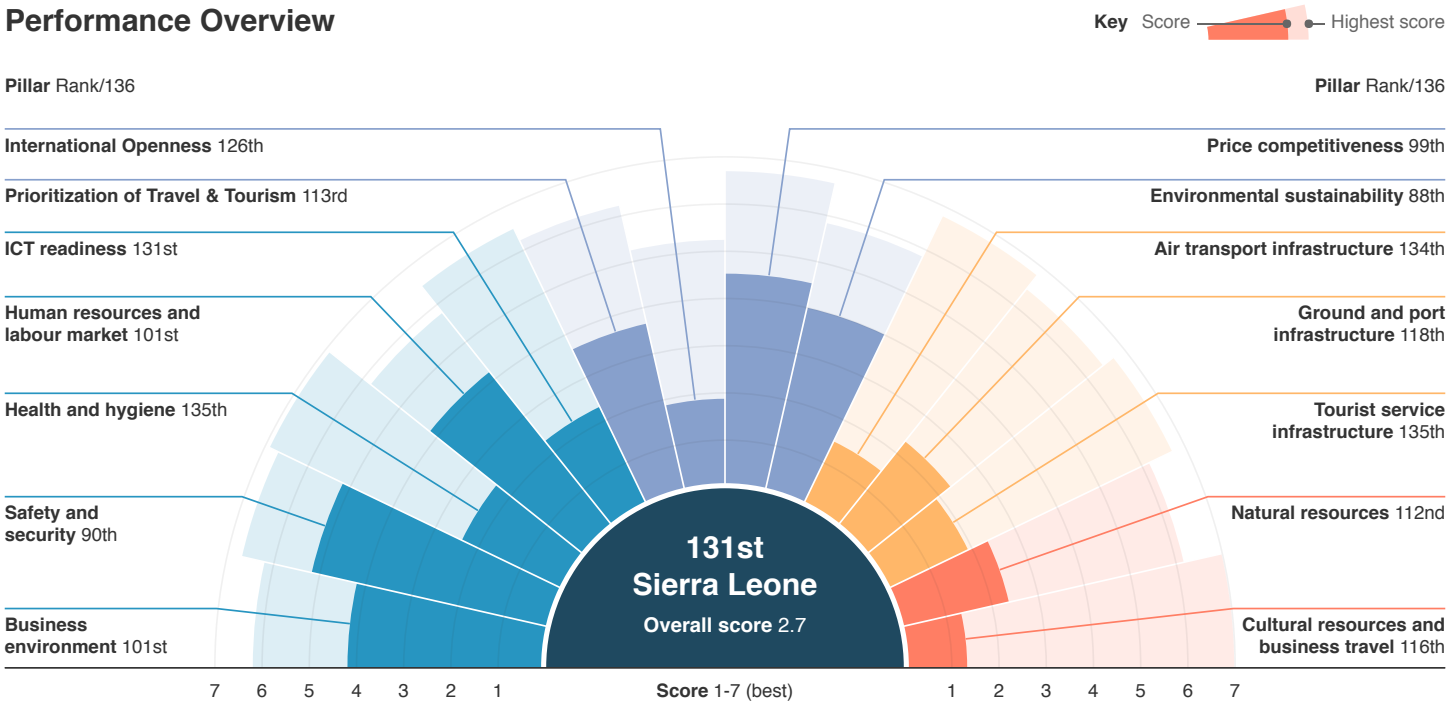
## Key Indicators

Sources: World Tourism Organization (UNWTO) and World Travel and Tourism Council (WTTC)

| | |
|---|---|
| **International tourist arrivals** | 23,798 |
| **International tourism inbound receipts** | US $23.0 million |
| **Average receipts per arrival** | US $966.5 |

| | |
|---|---|
| **T&T industry GDP** | US $81.1 million |
| % of total | 1.8% |
| **T&T industry employment** | 18,866 jobs |
| % of total | 1.7% |

## Performance Overview




## Past performance

| Travel & Tourism Competitiveness Edition | 2015 | 2017 |
|---|---|---|
| **Rank** | 132 / 141 | 131 / 136 |
| **Score** | 2.8 | 2.7 |

# Sierra Leone

**131st**/136

Travel & Tourism Competitiveness Index 2017 edition

WORLD ECONOMIC FORUM

| Index Component | Rank/136 | Score* |
|---|---|---|
| **Business environment** | 101 | 4.2 |
| Property rights | 119 | 3.5 |
| Business impact of rules on FDI | 78 | 4.5 |
| Efficiency of legal framework in settling disputes | 86 | 3.3 |
| Efficiency of legal framework in challenging regs | 123 | 2.5 |
| Time required to deal with construction permits days | 85 | 166 |
| Cost to deal with construction permits % construction cost | 82 | 2.8 |
| Extent of market dominance | 124 | 2.9 |
| Time to start a business days | 60 | 10.0 |
| Cost to start a business % GNI per capita | 114 | 30.3 |
| Effect of taxation on incentives to work | 88 | 3.7 |
| Effect of taxation on incentives to invest | 88 | 3.4 |
| Total tax rate % profits | 41 | 31.0 |
| **Safety and security** | 90 | 5.1 |
| Business costs of crime and violence | 103 | 3.8 |
| Reliability of police services | 105 | 3.5 |
| Business costs of terrorism | 99 | 4.7 |
| Index of terrorism incidence | 1 | 7.0 |
| Homicide rate /100,000 pop. | 54 | 1.9 |
| **Health and hygiene** | 135 | 2.3 |
| Physician density /1,000 pop | 134 | 0.0 |
| Access to improved sanitation % pop. | 134 | 13.3 |
| Access to improved drinking water % pop. | 128 | 62.6 |
| Hospital beds /10,000 pop. | 129 | 4.0 |
| HIV prevalence % adult pop. | 114 | 1.4 |
| Malaria incidence cases/100,000 pop. | 135 | 39584.4 |
| **Human resources and labour market** | 101 | 4.2 |
| Primary education enrollment rate net % | 13 | 99.2 |
| Secondary education enrollment rate gross % | 125 | 43.3 |
| Extent of staff training | 103 | 3.5 |
| Degree of customer orientation | 119 | 3.9 |
| Hiring and firing practices | 74 | 3.7 |
| Ease of finding skilled employees | 128 | 3.3 |
| Ease of hiring foreign labour | 33 | 4.4 |
| Pay and productivity | 119 | 3.3 |
| Female participation in the labor force ratio to men | 9 | 0.97 |
| **ICT readiness** | 131 | 2.3 |
| ICT use for biz-to-biz transactions | 131 | 3.5 |
| Internet use for biz-to-consumer transactions | 135 | 2.8 |
| Internet users % pop. | 136 | 2.5 |
| Fixed-broadband Internet subscriptions /100 pop. | n/a | n/a |
| Mobile-cellular telephone subscriptions /100 pop. | 109 | 89.5 |
| Mobile-broadband subscriptions /100 pop. | 117 | 15.2 |
| Mobile network coverage % pop. | 131 | 70.0 |
| Quality of electricity supply | 125 | 2.2 |
| **Prioritization of Travel & Tourism** | 113 | 3.6 |
| Government prioritization of travel and tourism industry | 120 | 3.4 |
| T&T government expenditure % government budget | 91 | 2.4 |
| Effectiveness of marketing and branding to attract tourists | 118 | 3.1 |
| Comprehensiveness of annual T&T data 0–120 (best) | 65 | 67 |
| Timeliness of providing monthly/quarterly T&T data 0–21 (best) | 109 | 9.0 |
| Country brand strategy rating 1–10 (best) | 86 | 72.1 |

| Index Component | Rank/136 | Score* |
|---|---|---|
| **International Openness** | 126 | 1.8 |
| Visa requirements 0–100 (best) | 126 | 5.0 |
| Openness of bilateral Air Service Agreements 0–38 (best) | 46 | 12.2 |
| Number of regional trade agreements in force number | 127 | 1.0 |
| **Price competitiveness** | 99 | 4.5 |
| Ticket taxes and airport charges 0–100 (best) | 127 | 34.5 |
| Hotel price index US$ | n/a | n/a |
| Purchasing power parity PPP $ | 58 | 0.4 |
| Fuel price levels US$ cents/litre | 46 | 104.0 |
| **Environmental sustainability** | 88 | 4.0 |
| Stringency of environmental regulations | 125 | 2.9 |
| Enforcement of environmental regulations | 117 | 3.0 |
| Sustainability of travel and tourism industry development | 125 | 3.0 |
| Particulate matter (2.5) concentration µg/m3 | 24 | 4.4 |
| Environmental treaty ratification 0–27 (best) | 79 | 20 |
| Baseline water stress 5–0 (best) | 13 | 0.0 |
| Threatened species % total species | 46 | 4.8 |
| Forest cover change % change | 101 | 0.1 |
| Wastewater treatment % | 111 | 0.0 |
| Costal shelf fishing pressure tonnes/km2 | 51 | 0.1 |
| **Air transport infrastructure** | 134 | 1.5 |
| Quality of air transport infrastructure | 126 | 2.7 |
| Available seat kilometres, domestic millions | 105 | 0.0 |
| Available seat kilometres, international millions | 133 | 6.6 |
| Aircraft departures /1,000 pop. | 113 | 0.4 |
| Airport density airports/million pop. | 116 | 0.4 |
| Number of operating airlines Number | 130 | 6.0 |
| **Ground and port infrastructure** | 118 | 2.3 |
| Quality of roads | 120 | 2.8 |
| Road density % total territorial area | 100 | - |
| Paved road density % total territorial area | 123 | - |
| Quality of railroad infrastructure | 93 | 1.7 |
| Railroad density km of roads/land area | n/a | n/a |
| Quality of port infrastructure | 109 | 3.0 |
| Ground transport efficiency | 111 | 2.5 |
| **Tourist service infrastructure** | 135 | 1.9 |
| Hotel rooms number/100 pop. | 128 | 0.0 |
| Quality of tourism infrastructure | 117 | 3.5 |
| Presence of major car rental companies | 129 | 1 |
| Automated teller machines number/thoudand adult pop. | 136 | 0.4 |
| **Natural resources** | 112 | 2.3 |
| Number of World Heritage natural sites number of sites | 86 | 0 |
| Total known species number of species | 44 | 833 |
| Total protected areas % total territorial area | 92 | 10.9 |
| Natural tourism digital demand 0–100 (best) | 121 | 1 |
| Attractiveness of natural assets | 110 | 4.0 |
| **Cultural resources and business travel** | 116 | 1.3 |
| Number of World Heritage cultural sites number of sites | 126 | 0 |
| Oral and intangible cultural heritage number of expressions | 93 | 0 |
| Sports stadiums number of large stadiums | 50 | 7.0 |
| Number of international association meetings 3-year average | 131 | 0.3 |
| Cultural and entertainment tourism digital demand 0–100 (best) | 123 | 1 |

* Scores are on a 1-to-7 scale unless indicated otherwise. For detailed definitions, sources, and periods, consult the interactive Country/Economy Profiles and Rankings at http://wef.ch/ttcr

# Singapore

**13th** / 136

Travel & Tourism Competitiveness Index 2017 edition

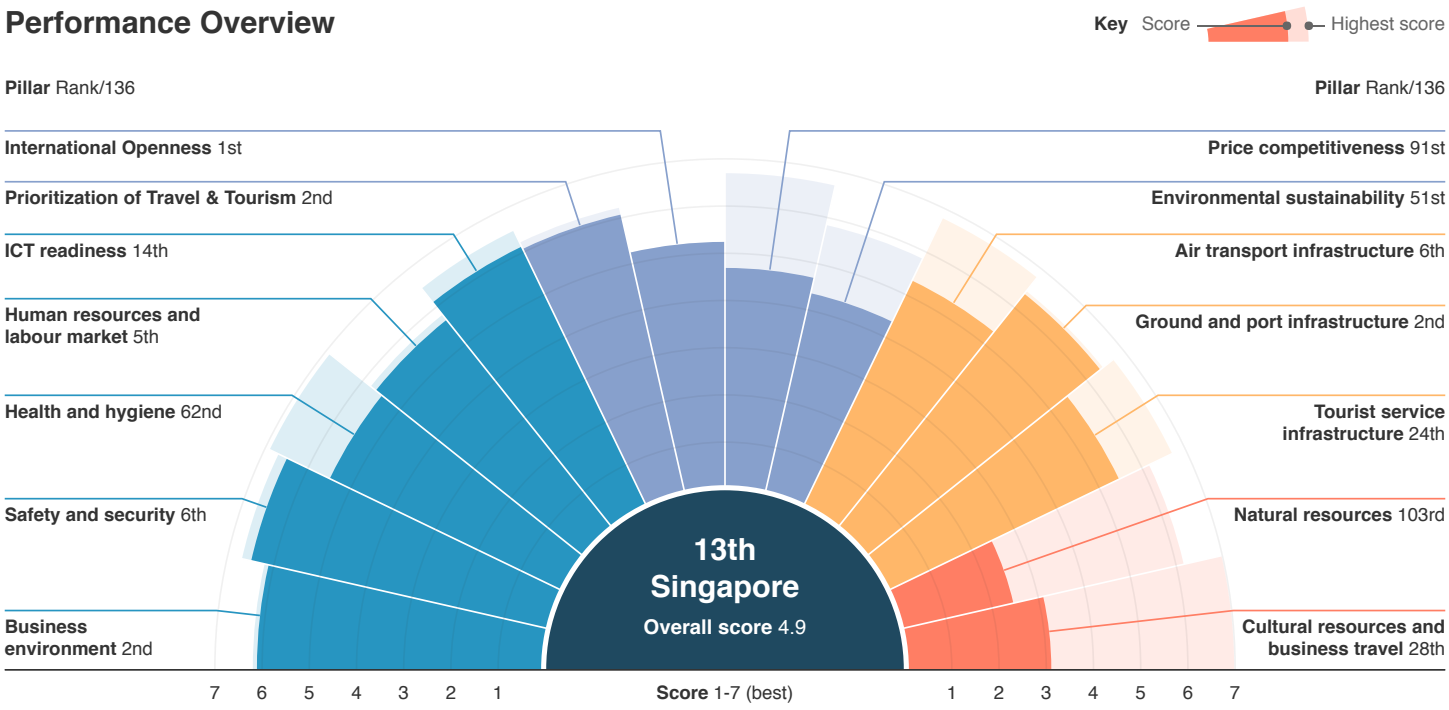
## Key Indicators

Sources: World Tourism Organization (UNWTO) and World Travel and Tourism Council (WTTC)

| | |
|---|---|
| **International tourist arrivals** | 12,051,929 |
| **International tourism inbound receipts** | US $16,743.4 million |
| **Average receipts per arrival** | US $1,389.3 |

| | |
|---|---|
| **T&T industry GDP** | US $13,936.4 million |
| % of total | 4.8% |
| **T&T industry employment** | 158,381 jobs |
| % of total | 4.3% |

## Performance Overview




## Past performance

| Travel & Tourism Competitiveness Edition | 2015 | 2017 |
|---|---|---|
| **Rank** | 11 / 141 | 13 / 136 |
| **Score** | 4.9 | 4.9 |

# Singapore

**13th** / 136

## Travel & Tourism Competitiveness Index 2017 edition

WORLD ECONOMIC FORUM

| Index Component | Rank/136 | Score* |
|---|---|---|
| **Business environment** | 2 | 6.1 |
| Property rights | 5 | 6.3 |
| Business impact of rules on FDI | 3 | 6.1 |
| Efficiency of legal framework in settling disputes | 1 | 6.2 |
| Efficiency of legal framework in challenging regs | 11 | 5.3 |
| Time required to deal with construction permits days | 2 | 48 |
| Cost to deal with construction permits % construction cost | 110 | 6.1 |
| Extent of market dominance | 13 | 5.1 |
| Time to start a business days | 5 | 2.5 |
| Cost to start a business % GNI per capita | 13 | 0.6 |
| Effect of taxation on incentives to work | 3 | 6.1 |
| Effect of taxation on incentives to invest | 5 | 5.9 |
| Total tax rate % profits | 11 | 19.1 |
| **Safety and security** | 6 | 6.5 |
| Business costs of crime and violence | 7 | 6.2 |
| Reliability of police services | 4 | 6.5 |
| Business costs of terrorism | 46 | 5.6 |
| Index of terrorism incidence | 1 | 7.0 |
| Homicide rate /100,000 pop. | 3 | 0.3 |
| **Health and hygiene** | 62 | 5.5 |
| Physician density /1,000 pop | 61 | 1.9 |
| Access to improved sanitation % pop. | 1 | 100.0 |
| Access to improved drinking water % pop. | 1 | 100.0 |
| Hospital beds /10,000 pop. | 79 | 20.0 |
| HIV prevalence % adult pop. | 1 | 0.1 |
| Malaria incidence cases/100,000 pop. | 1 | M.F. |
| **Human resources and labour market** | 5 | 5.6 |
| Primary education enrollment rate net % | 1 | 100.0 |
| Secondary education enrollment rate gross % | 26 | 108.1 |
| Extent of staff training | 3 | 5.5 |
| Degree of customer orientation | 6 | 5.8 |
| Hiring and firing practices | 3 | 5.6 |
| Ease of finding skilled employees | 19 | 5.1 |
| Ease of hiring foreign labour | 98 | 3.7 |
| Pay and productivity | 2 | 5.5 |
| Female participation in the labor force ratio to men | 71 | 0.80 |
| **ICT readiness** | 14 | 6.1 |
| ICT use for biz-to-biz transactions | 8 | 5.9 |
| Internet use for biz-to-consumer transactions | 22 | 5.6 |
| Internet users % pop. | 24 | 82.1 |
| Fixed-broadband Internet subscriptions /100 pop. | 33 | 26.4 |
| Mobile-cellular telephone subscriptions /100 pop. | 24 | 146.5 |
| Mobile-broadband subscriptions /100 pop. | 2 | 143.2 |
| Mobile network coverage % pop. | 1 | 100.0 |
| Quality of electricity supply | 2 | 6.8 |
| **Prioritization of Travel & Tourism** | 2 | 6.0 |
| Government prioritization of travel and tourism industry | 10 | 6.2 |
| T&T government expenditure % government budget | 7 | 10.3 |
| Effectiveness of marketing and branding to attract tourists | 5 | 6.0 |
| Comprehensiveness of annual T&T data 0–120 (best) | 89 | 54 |
| Timeliness of providing monthly/quarterly T&T data 0–21 (best) | 28 | 20.0 |
| Country brand strategy rating 1–10 (best) | 38 | 79.7 |

| Index Component | Rank/136 | Score* |
|---|---|---|
| **International Openness** | 1 | 5.2 |
| Visa requirements 0–100 (best) | 16 | 65.0 |
| Openness of bilateral Air Service Agreements 0–38 (best) | 23 | 16.1 |
| Number of regional trade agreements in force number | 30 | 41.0 |
| **Price competitiveness** | 91 | 4.7 |
| Ticket taxes and airport charges 0–100 (best) | 10 | 94.4 |
| Hotel price index US$ | 96 | 205.0 |
| Purchasing power parity PPP $ | 102 | 0.6 |
| Fuel price levels US$ cents/litre | 65 | 116.0 |
| **Environmental sustainability** | 51 | 4.3 |
| Stringency of environmental regulations | 13 | 5.6 |
| Enforcement of environmental regulations | 9 | 5.7 |
| Sustainability of travel and tourism industry development | 5 | 5.7 |
| Particulate matter (2.5) concentration µg/m3 | 39 | 5.5 |
| Environmental treaty ratification 0–27 (best) | 115 | 17 |
| Baseline water stress 5–0 (best) | 124 | 5.0 |
| Threatened species % total species | 85 | 6.6 |
| Forest cover change % change | 62 | 0.0 |
| Wastewater treatment % | 1 | 100.0 |
| Costal shelf fishing pressure tonnes/km2 | 103 | 9.6 |
| **Air transport infrastructure** | 6 | 5.3 |
| Quality of air transport infrastructure | 1 | 6.9 |
| Available seat kilometres, domestic millions | 105 | 0.0 |
| Available seat kilometres, international millions | 12 | 2363.7 |
| Aircraft departures /1,000 pop. | 11 | 32.0 |
| Airport density airports/million pop. | 132 | 0.2 |
| Number of operating airlines Number | 26 | 73.0 |
| **Ground and port infrastructure** | 2 | 6.3 |
| Quality of roads | 2 | 6.3 |
| Road density % total territorial area | 4 | - |
| Paved road density % total territorial area | 2 | - |
| Quality of railroad infrastructure | 5 | 5.7 |
| Railroad density km of roads/land area | n/a | n/a |
| Quality of port infrastructure | 2 | 6.7 |
| Ground transport efficiency | 4 | 5.9 |
| **Tourist service infrastructure** | 24 | 5.4 |
| Hotel rooms number/100 pop. | 29 | 1.1 |
| Quality of tourism infrastructure | 2 | 6.4 |
| Presence of major car rental companies | 1 | 7 |
| Automated teller machines number/thoudand adult pop. | 42 | 59.3 |
| **Natural resources** | 103 | 2.4 |
| Number of World Heritage natural sites number of sites | 86 | 0 |
| Total known species number of species | 80 | 453 |
| Total protected areas % total territorial area | 113 | 5.8 |
| Natural tourism digital demand 0–100 (best) | 36 | 34 |
| Attractiveness of natural assets | 120 | 3.8 |
| **Cultural resources and business travel** | 28 | 3.1 |
| Number of World Heritage cultural sites number of sites | 97 | 1 |
| Oral and intangible cultural heritage number of expressions | 93 | 0 |
| Sports stadiums number of large stadiums | 97 | 2.0 |
| Number of international association meetings 3-year average | 25 | 164.3 |
| Cultural and entertainment tourism digital demand 0–100 (best) | 9 | 67 |

* Scores are on a 1-to-7 scale unless indicated otherwise. For detailed definitions, sources, and periods, consult the interactive Country/Economy Profiles and Rankings at http://wef.ch/ttcr

# Slovak Republic

**59th** / 136

Travel & Tourism Competitiveness Index 2017 edition

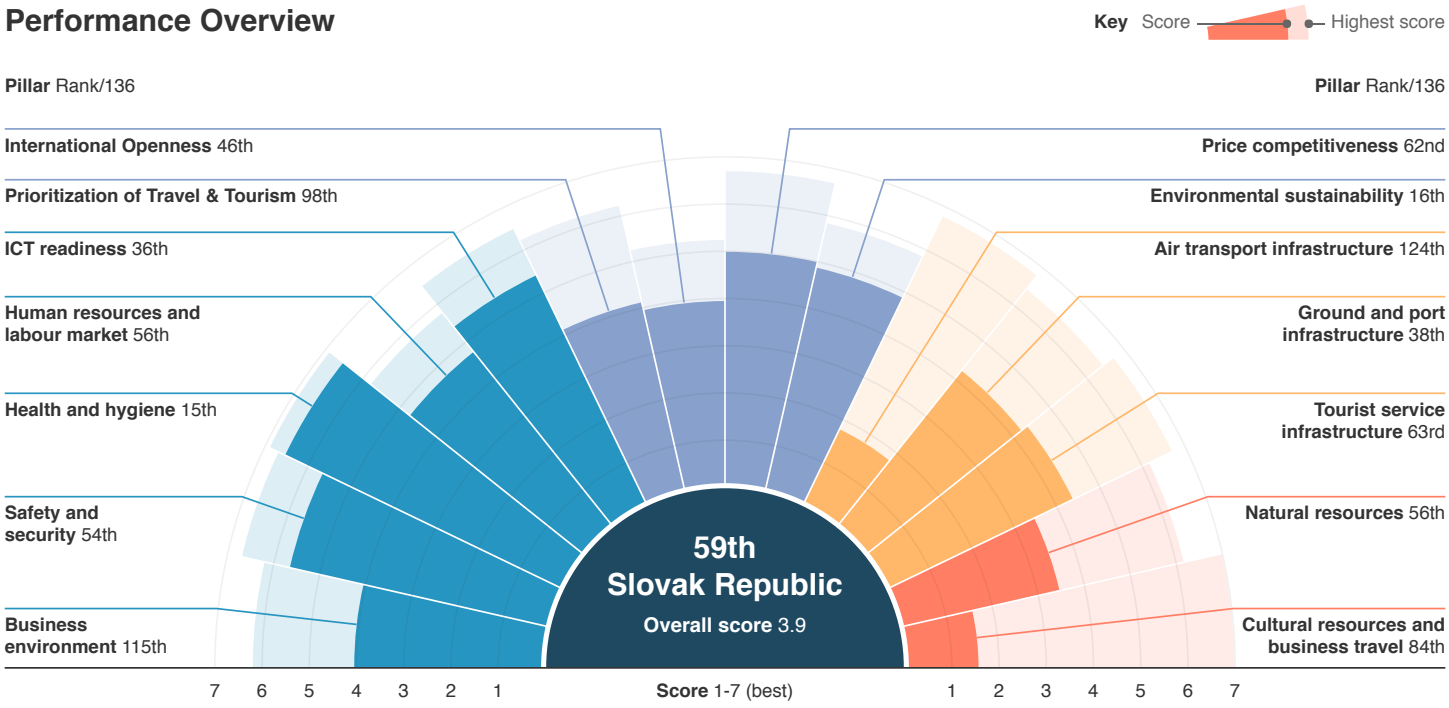
## Key Indicators

Sources: World Tourism Organization (UNWTO) and World Travel and Tourism Council (WTTC)

| | |
|---|---|
| **International tourist arrivals** | 6,816,000 |
| **International tourism inbound receipts** | US $2,363.0 million |
| **Average receipts per arrival** | US $346.7 |

| | |
|---|---|
| **T&T industry GDP** | US $2,034.6 million |
| % of total | 2.4% |
| **T&T industry employment** | 58,876 jobs |
| % of total | 2.5% |

## Performance Overview




## Past performance

| Travel & Tourism Competitiveness Edition | 2015 | 2017 |
|---|---|---|
| **Rank** | 61 / 141 | 59 / 136 |
| **Score** | 3.8 | 3.9 |

# Slovak Republic

**59th** / 136

Travel & Tourism Competitiveness Index 2017 edition

WORLD ECONOMIC FORUM

| Index Component | Rank/136 | Score* |
|---|---|---|
| **Business environment** | 115 | 4.0 |
| Property rights | 77 | 4.2 |
| Business impact of rules on FDI | 17 | 5.5 |
| Efficiency of legal framework in settling disputes | 135 | 2.1 |
| Efficiency of legal framework in challenging regs | 131 | 2.3 |
| Time required to deal with construction permits days | 127 | 286 |
| Cost to deal with construction permits % construction cost | 1 | 0.1 |
| Extent of market dominance | 79 | 3.5 |
| Time to start a business days | 73 | 11.5 |
| Cost to start a business % GNI per capita | 28 | 1.2 |
| Effect of taxation on incentives to work | 134 | 2.5 |
| Effect of taxation on incentives to invest | 92 | 3.3 |
| Total tax rate % profits | 112 | 51.6 |
| **Safety and security** | 54 | 5.6 |
| Business costs of crime and violence | 61 | 4.8 |
| Reliability of police services | 100 | 3.6 |
| Business costs of terrorism | 31 | 5.8 |
| Index of terrorism incidence | 1 | 7.0 |
| Homicide rate /100,000 pop. | 32 | 1.1 |
| **Health and hygiene** | 15 | 6.5 |
| Physician density /1,000 pop | 27 | 3.3 |
| Access to improved sanitation % pop. | 30 | 98.8 |
| Access to improved drinking water % pop. | 1 | 100.0 |
| Hospital beds /10,000 pop. | 21 | 60.0 |
| HIV prevalence % adult pop. | 1 | 0.1 |
| Malaria incidence cases/100,000 pop. | 1 | S.L. |
| **Human resources and labour market** | 56 | 4.7 |
| Primary education enrollment rate net % | 77 | 94.0 |
| Secondary education enrollment rate gross % | 71 | 91.9 |
| Extent of staff training | 65 | 3.9 |
| Degree of customer orientation | 60 | 4.7 |
| Hiring and firing practices | 119 | 2.9 |
| Ease of finding skilled employees | 110 | 3.6 |
| Ease of hiring foreign labour | 66 | 4.1 |
| Pay and productivity | 43 | 4.4 |
| Female participation in the labor force ratio to men | 64 | 0.81 |
| **ICT readiness** | 36 | 5.4 |
| ICT use for biz-to-biz transactions | 32 | 5.3 |
| Internet use for biz-to-consumer transactions | 21 | 5.6 |
| Internet users % pop. | 31 | 77.6 |
| Fixed-broadband Internet subscriptions /100 pop. | 39 | 23.3 |
| Mobile-cellular telephone subscriptions /100 pop. | 58 | 122.3 |
| Mobile-broadband subscriptions /100 pop. | 48 | 67.5 |
| Mobile network coverage % pop. | 1 | 100.0 |
| Quality of electricity supply | 34 | 6.0 |
| **Prioritization of Travel & Tourism** | 98 | 4.1 |
| Government prioritization of travel and tourism industry | 118 | 3.5 |
| T&T government expenditure % government budget | 98 | 2.2 |
| Effectiveness of marketing and branding to attract tourists | 116 | 3.1 |
| Comprehensiveness of annual T&T data 0–120 (best) | 28 | 85 |
| Timeliness of providing monthly/quarterly T&T data 0–21 (best) | 53 | 19.0 |
| Country brand strategy rating 1–10 (best) | 39 | 79.7 |

| Index Component | Rank/136 | Score* |
|---|---|---|
| **International Openness** | 46 | 3.9 |
| Visa requirements 0–100 (best) | 73 | 24.0 |
| Openness of bilateral Air Service Agreements 0–38 (best) | 105 | 7.7 |
| Number of regional trade agreements in force number | 1 | 53.0 |
| **Price competitiveness** | 62 | 5.0 |
| Ticket taxes and airport charges 0–100 (best) | 63 | 77.4 |
| Hotel price index US$ | 4 | 71.8 |
| Purchasing power parity PPP $ | 91 | 0.6 |
| Fuel price levels US$ cents/litre | 110 | 161.0 |
| **Environmental sustainability** | 16 | 4.8 |
| Stringency of environmental regulations | 33 | 4.9 |
| Enforcement of environmental regulations | 56 | 4.1 |
| Sustainability of travel and tourism industry development | 104 | 3.7 |
| Particulate matter (2.5) concentration μg/m3 | 118 | 12.7 |
| Environmental treaty ratification 0–27 (best) | 20 | 26 |
| Baseline water stress 5–0 (best) | 48 | 0.8 |
| Threatened species % total species | 32 | 4.0 |
| Forest cover change % change | 76 | 0.1 |
| Wastewater treatment % | 38 | 54.7 |
| Costal shelf fishing pressure tonnes/km2 | n/a | n/a |
| **Air transport infrastructure** | 124 | 1.7 |
| Quality of air transport infrastructure | 111 | 3.4 |
| Available seat kilometres, domestic millions | 97 | 0.2 |
| Available seat kilometres, international millions | 114 | 26.4 |
| Aircraft departures /1,000 pop. | 131 | 0.0 |
| Airport density airports/million pop. | 63 | 1.0 |
| Number of operating airlines Number | 121 | 11.0 |
| **Ground and port infrastructure** | 38 | 4.2 |
| Quality of roads | 63 | 4.1 |
| Road density % total territorial area | 33 | - |
| Paved road density % total territorial area | 23 | - |
| Quality of railroad infrastructure | 21 | 4.6 |
| Railroad density km of roads/land area | 7 | 7.4 |
| Quality of port infrastructure | 108 | 3.0 |
| Ground transport efficiency | 39 | 4.4 |
| **Tourist service infrastructure** | 63 | 4.3 |
| Hotel rooms number/100 pop. | 46 | 0.7 |
| Quality of tourism infrastructure | 100 | 4.1 |
| Presence of major car rental companies | 51 | 6 |
| Automated teller machines number/thoudand adult pop. | 44 | 58.8 |
| **Natural resources** | 56 | 3.4 |
| Number of World Heritage natural sites number of sites | 30 | 2 |
| Total known species number of species | 97 | 400 |
| Total protected areas % total territorial area | 11 | 36.6 |
| Natural tourism digital demand 0–100 (best) | 88 | 5 |
| Attractiveness of natural assets | 70 | 5.1 |
| **Cultural resources and business travel** | 84 | 1.5 |
| Number of World Heritage cultural sites number of sites | 47 | 5 |
| Oral and intangible cultural heritage number of expressions | 36 | 4 |
| Sports stadiums number of large stadiums | 113 | 1.0 |
| Number of international association meetings 3-year average | 63 | 30.7 |
| Cultural and entertainment tourism digital demand 0–100 (best) | 107 | 3 |

* Scores are on a 1-to-7 scale unless indicated otherwise. For detailed definitions, sources, and periods, consult the interactive Country/Economy Profiles and Rankings at http://wef.ch/ttcr

# Slovenia

**41st** / 136

Travel & Tourism Competitiveness Index 2017 edition

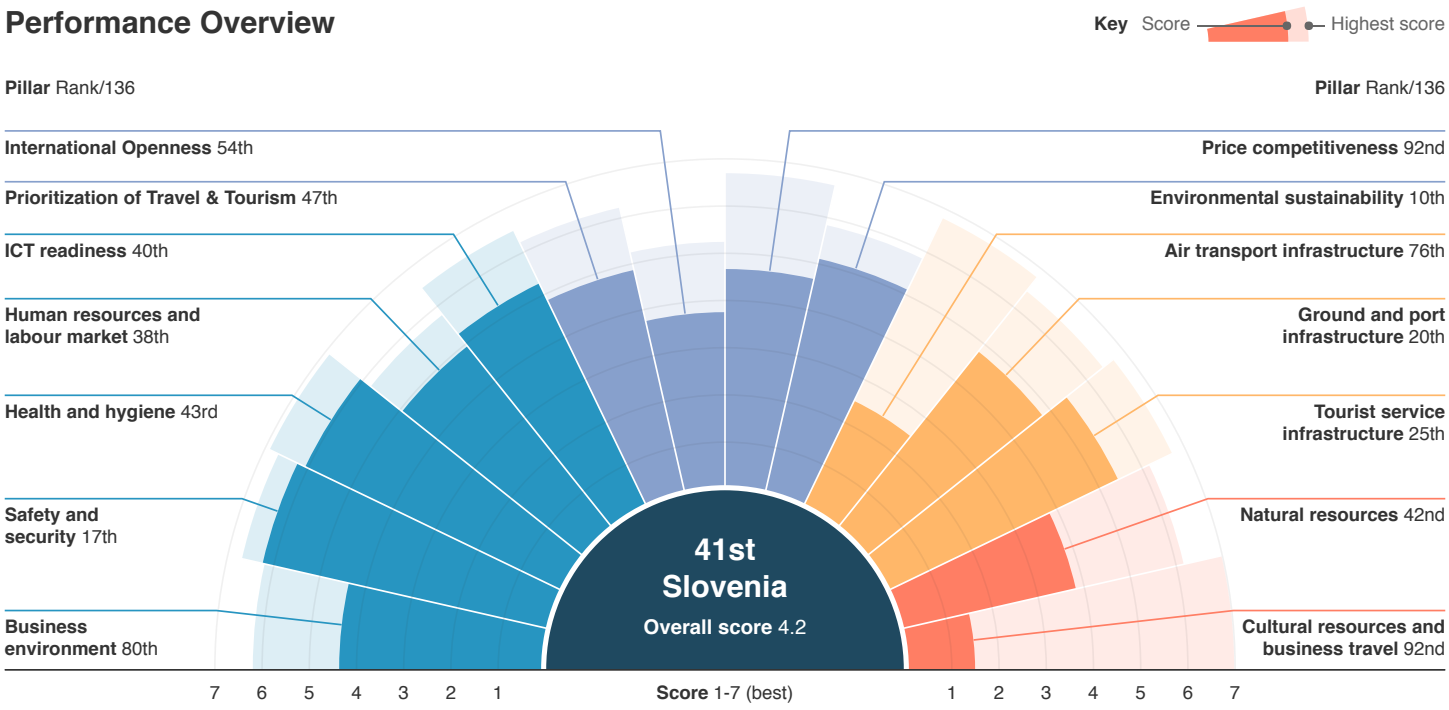
## Key Indicators

Sources: World Tourism Organization (UNWTO) and World Travel and Tourism Council (WTTC)

| | |
|---|---|
| **International tourist arrivals** | 2,706,781 |
| **International tourism inbound receipts** | US $2,504.4 million |
| **Average receipts per arrival** | US $925.2 |

| | |
|---|---|
| **T&T industry GDP** | US $1,509.4 million |
| % of total | 3.6% |
| **T&T industry employment** | 32,382 jobs |
| % of total | 4.0% |

## Performance Overview




## Past performance

| Travel & Tourism Competitiveness Edition | 2015 | 2017 |
|---|---|---|
| **Rank** | 39 / 141 | 41 / 136 |
| **Score** | 4.2 | 4.2 |

# Slovenia

**41st**/136

## Travel & Tourism Competitiveness Index 2017 edition

WORLD ECONOMIC FORUM

| Index Component | Rank/136 | Score* |
|---|---|---|
| **Business environment** | 80 | 4.3 |
| Property rights | 63 | 4.4 |
| Business impact of rules on FDI | 106 | 3.9 |
| Efficiency of legal framework in settling disputes | 89 | 3.2 |
| Efficiency of legal framework in challenging regs | 88 | 3.1 |
| Time required to deal with construction permits days | 113 | 225 |
| Cost to deal with construction permits % construction cost | 80 | 2.7 |
| Extent of market dominance | 27 | 4.3 |
| Time to start a business days | 40 | 7.0 |
| Cost to start a business % GNI per capita | 1 | 0.0 |
| Effect of taxation on incentives to work | 135 | 2.2 |
| Effect of taxation on incentives to invest | 121 | 2.8 |
| Total tax rate % profits | 41 | 31.0 |
| **Safety and security** | 17 | 6.2 |
| Business costs of crime and violence | 14 | 5.8 |
| Reliability of police services | 36 | 5.5 |
| Business costs of terrorism | 24 | 5.9 |
| Index of terrorism incidence | 1 | 7.0 |
| Homicide rate /100,000 pop. | 12 | 0.7 |
| **Health and hygiene** | 43 | 6.0 |
| Physician density /1,000 pop | 47 | 2.5 |
| Access to improved sanitation % pop. | 25 | 99.1 |
| Access to improved drinking water % pop. | 46 | 99.5 |
| Hospital beds /10,000 pop. | 39 | 45.5 |
| HIV prevalence % adult pop. | 1 | 0.1 |
| Malaria incidence cases/100,000 pop. | 1 | M.F. |
| **Human resources and labour market** | 38 | 4.9 |
| Primary education enrollment rate net % | 33 | 97.7 |
| Secondary education enrollment rate gross % | 18 | 110.7 |
| Extent of staff training | 47 | 4.2 |
| Degree of customer orientation | 40 | 5.1 |
| Hiring and firing practices | 128 | 2.4 |
| Ease of finding skilled employees | 46 | 4.6 |
| Ease of hiring foreign labour | 99 | 3.7 |
| Pay and productivity | 69 | 3.9 |
| Female participation in the labor force ratio to men | 26 | 0.91 |
| **ICT readiness** | 40 | 5.2 |
| ICT use for biz-to-biz transactions | 40 | 5.1 |
| Internet use for biz-to-consumer transactions | 48 | 4.9 |
| Internet users % pop. | 39 | 73.1 |
| Fixed-broadband Internet subscriptions /100 pop. | 28 | 27.6 |
| Mobile-cellular telephone subscriptions /100 pop. | 74 | 113.2 |
| Mobile-broadband subscriptions /100 pop. | 71 | 52.0 |
| Mobile network coverage % pop. | 51 | 99.7 |
| Quality of electricity supply | 23 | 6.3 |
| **Prioritization of Travel & Tourism** | 47 | 4.8 |
| Government prioritization of travel and tourism industry | 98 | 4.2 |
| T&T government expenditure % government budget | 43 | 4.3 |
| Effectiveness of marketing and branding to attract tourists | 82 | 4.0 |
| Comprehensiveness of annual T&T data 0–120 (best) | 6 | 104 |
| Timeliness of providing monthly/quarterly T&T data 0–21 (best) | 17 | 20.5 |
| Country brand strategy rating 1–10 (best) | 25 | 82.8 |

| Index Component | Rank/136 | Score* |
|---|---|---|
| **International Openness** | 54 | 3.7 |
| Visa requirements 0–100 (best) | 73 | 24.0 |
| Openness of bilateral Air Service Agreements 0–38 (best) | 128 | 4.2 |
| Number of regional trade agreements in force number | 1 | 53.0 |
| **Price competitiveness** | 92 | 4.6 |
| Ticket taxes and airport charges 0–100 (best) | 74 | 73.4 |
| Hotel price index US$ | 20 | 85.7 |
| Purchasing power parity PPP $ | 105 | 0.7 |
| Fuel price levels US$ cents/litre | 118 | 168.0 |
| **Environmental sustainability** | 10 | 5.1 |
| Stringency of environmental regulations | 18 | 5.4 |
| Enforcement of environmental regulations | 29 | 4.8 |
| Sustainability of travel and tourism industry development | 46 | 4.7 |
| Particulate matter (2.5) concentration μg/m3 | 100 | 11.3 |
| Environmental treaty ratification 0–27 (best) | 15 | 27 |
| Baseline water stress 5–0 (best) | 25 | 0.4 |
| Threatened species % total species | 38 | 4.3 |
| Forest cover change % change | 21 | 0.0 |
| Wastewater treatment % | 34 | 59.8 |
| Costal shelf fishing pressure tonnes/km2 | 81 | 0.4 |
| **Air transport infrastructure** | 76 | 2.5 |
| Quality of air transport infrastructure | 70 | 4.3 |
| Available seat kilometres, domestic millions | 105 | 0.0 |
| Available seat kilometres, international millions | 123 | 19.3 |
| Aircraft departures /1,000 pop. | 38 | 9.2 |
| Airport density airports/million pop. | 34 | 2.0 |
| Number of operating airlines Number | 114 | 14.0 |
| **Ground and port infrastructure** | 20 | 4.8 |
| Quality of roads | 51 | 4.4 |
| Road density % total territorial area | 12 | - |
| Paved road density % total territorial area | 10 | - |
| Quality of railroad infrastructure | 55 | 3.0 |
| Railroad density km of roads/land area | 12 | 6.0 |
| Quality of port infrastructure | 31 | 5.1 |
| Ground transport efficiency | 47 | 4.0 |
| **Tourist service infrastructure** | 25 | 5.4 |
| Hotel rooms number/100 pop. | 31 | 1.1 |
| Quality of tourism infrastructure | 68 | 4.6 |
| Presence of major car rental companies | 1 | 7 |
| Automated teller machines number/thoudand adult pop. | 20 | 95.8 |
| **Natural resources** | 42 | 3.8 |
| Number of World Heritage natural sites number of sites | 46 | 1 |
| Total known species number of species | 98 | 399 |
| Total protected areas % total territorial area | 2 | 53.6 |
| Natural tourism digital demand 0–100 (best) | 56 | 17 |
| Attractiveness of natural assets | 44 | 5.5 |
| **Cultural resources and business travel** | 92 | 1.5 |
| Number of World Heritage cultural sites number of sites | 75 | 2 |
| Oral and intangible cultural heritage number of expressions | 71 | 1 |
| Sports stadiums number of large stadiums | 113 | 1.0 |
| Number of international association meetings 3-year average | 47 | 58.7 |
| Cultural and entertainment tourism digital demand 0–100 (best) | 98 | 4 |

* Scores are on a 1-to-7 scale unless indicated otherwise. For detailed definitions, sources, and periods, consult the interactive Country/Economy Profiles and Rankings at http://wef.ch/ttcr

# South Africa

**53rd** / 136

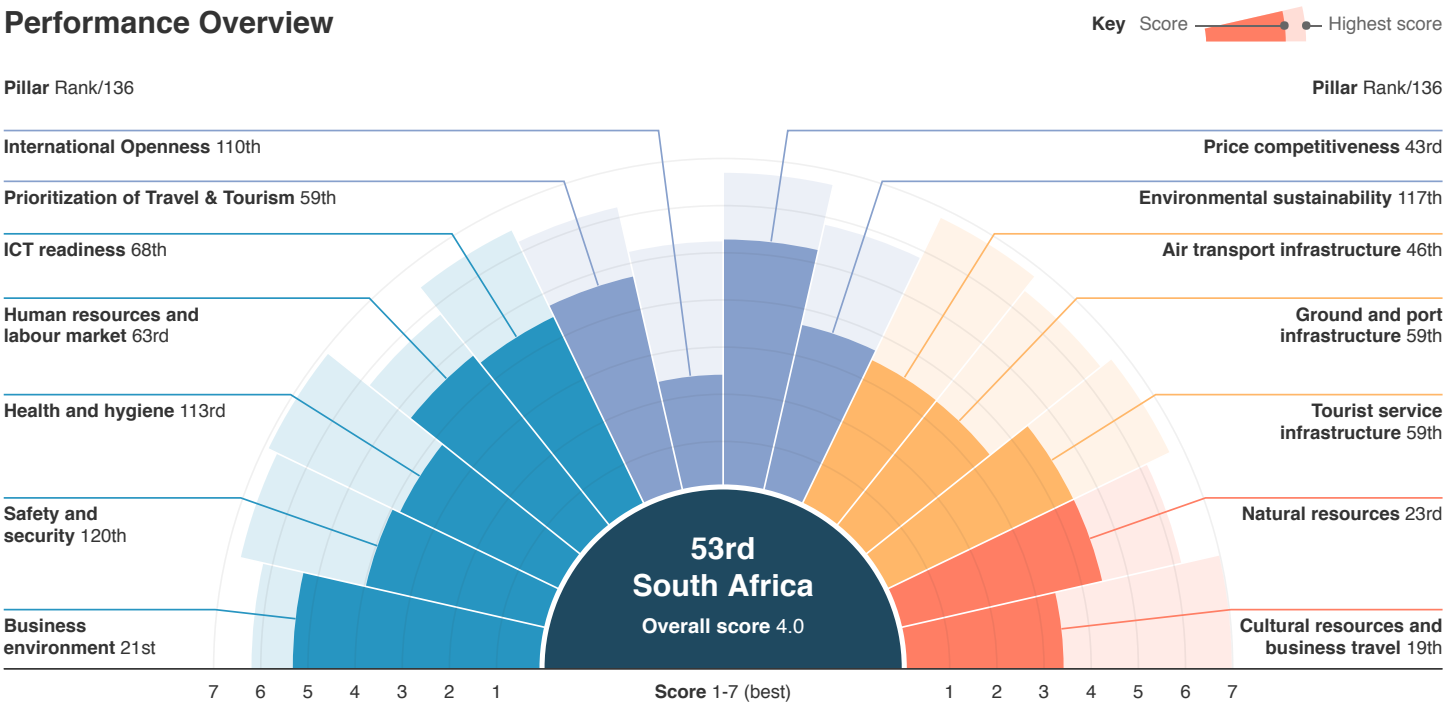
Travel & Tourism Competitiveness Index 2017 edition

## Key Indicators

Sources: World Tourism Organization (UNWTO) and World Travel and Tourism Council (WTTC)

| | |
|---|---|
| **International tourist arrivals** | 8,903,773 |
| **International tourism inbound receipts** | US $8,234.7 million |
| **Average receipts per arrival** | US $924.9 |
| **T&T industry GDP** | US $9,339.9 million |
| % of total | 3.0% |
| **T&T industry employment** | 702,824 jobs |
| % of total | 4.5% |

## Performance Overview




South Africa still leads the Sub-Saharan Africa regional ranking, taking the 53rd place globally, though the country slipped 5 places since 2015. It continues to rely on cultural resources (19th), strong natural resources (23rd), and a conducive business environment (21st), characterized by minimal red tape and modest administrative burden. Although the labour market remains inefficient (118th), there has been some progress in this area. The country has also improved price competitiveness (43rd) by reducing tickets charges, taxes and hotel prices. Despite these improvements, South Africa's tourism competitiveness has deteriorated on two elements-safety and security (120th) and environmental sustainability (117th).With 33 homicides per 100,000 people, South Africa has one of the worst homicide rates in the index, ranking 131st. With respect to environmental sustainability, deforestation and loss of habitat have proceeded at a rapid rate since 2000.. Another aspect that has contributed to a lower performance for South Africa this year is the reduced efforts made by the government to support the sector (59th). Although spending has remained unchanged, marketing campaigns have been less effective (40th). To foster its tourism sector, South Africa could also implement more open visa policies (71st) and service trade agreements (91st).

## Past performance

| Travel & Tourism Competitiveness Edition | 2015 | 2017 |
|---|---|---|
| **Rank** | 48 / 141 | 53 / 136 |
| **Score** | 4.1 | 4.0 |

# South Africa

**53rd** / 136

Travel & Tourism Competitiveness Index 2017 edition

WORLD ECONOMIC FORUM

| Index Component | Rank/136 | Score* |
|---|---|---|
| **Business environment** | 21 | 5.3 |
| Property rights | 29 | 5.4 |
| Business impact of rules on FDI | 61 | 4.7 |
| Efficiency of legal framework in settling disputes | 9 | 5.6 |
| Efficiency of legal framework in challenging regs | 10 | 5.3 |
| Time required to deal with construction permits days | 65 | 141 |
| Cost to deal with construction permits % construction cost | 36 | 0.9 |
| Extent of market dominance | 30 | 4.2 |
| Time to start a business days | 123 | 43.0 |
| Cost to start a business % GNI per capita | 4 | 0.2 |
| Effect of taxation on incentives to work | 58 | 4.0 |
| Effect of taxation on incentives to invest | 39 | 4.0 |
| Total tax rate % profits | 31 | 28.8 |
| **Safety and security** | 120 | 3.9 |
| Business costs of crime and violence | 131 | 2.4 |
| Reliability of police services | 113 | 3.3 |
| Business costs of terrorism | 64 | 5.3 |
| Index of terrorism incidence | 94 | 6.5 |
| Homicide rate /100,000 pop. | 131 | 33.0 |
| **Health and hygiene** | 113 | 3.8 |
| Physician density /1,000 pop | 93 | 0.8 |
| Access to improved sanitation % pop. | 98 | 66.4 |
| Access to improved drinking water % pop. | 84 | 93.2 |
| Hospital beds /10,000 pop. | 60 | 28.0 |
| HIV prevalence % adult pop. | 134 | 18.9 |
| Malaria incidence cases/100,000 pop. | 93 | 35.2 |
| **Human resources and labour market** | 63 | 4.6 |
| Primary education enrollment rate net % | 42 | 97.1 |
| Secondary education enrollment rate gross % | 70 | 92.0 |
| Extent of staff training | 19 | 5.0 |
| Degree of customer orientation | 36 | 5.1 |
| Hiring and firing practices | 131 | 2.3 |
| Ease of finding skilled employees | 99 | 3.8 |
| Ease of hiring foreign labour | 134 | 2.6 |
| Pay and productivity | 96 | 3.6 |
| Female participation in the labor force ratio to men | 68 | 0.81 |
| **ICT readiness** | 68 | 4.4 |
| ICT use for biz-to-biz transactions | 28 | 5.5 |
| Internet use for biz-to-consumer transactions | 51 | 4.8 |
| Internet users % pop. | 74 | 51.9 |
| Fixed-broadband Internet subscriptions /100 pop. | 98 | 2.6 |
| Mobile-cellular telephone subscriptions /100 pop. | 9 | 164.5 |
| Mobile-broadband subscriptions /100 pop. | 49 | 67.3 |
| Mobile network coverage % pop. | 36 | 99.9 |
| Quality of electricity supply | 111 | 3.0 |
| **Prioritization of Travel & Tourism** | 59 | 4.7 |
| Government prioritization of travel and tourism industry | 40 | 5.3 |
| T&T government expenditure % government budget | 130 | 0.6 |
| Effectiveness of marketing and branding to attract tourists | 40 | 4.9 |
| Comprehensiveness of annual T&T data 0–120 (best) | 48 | 76 |
| Timeliness of providing monthly/quarterly T&T data 0–21 (best) | 53 | 19.0 |
| Country brand strategy rating 1–10 (best) | 5 | 90.3 |

| Index Component | Rank/136 | Score* |
|---|---|---|
| **International Openness** | 110 | 2.4 |
| Visa requirements 0–100 (best) | 71 | 25.0 |
| Openness of bilateral Air Service Agreements 0–38 (best) | 54 | 11.6 |
| Number of regional trade agreements in force number | 91 | 4.0 |
| **Price competitiveness** | 43 | 5.2 |
| Ticket taxes and airport charges 0–100 (best) | 80 | 68.8 |
| Hotel price index US$ | 8 | 78.3 |
| Purchasing power parity PPP $ | 61 | 0.4 |
| Fuel price levels US$ cents/litre | 71 | 117.0 |
| **Environmental sustainability** | 117 | 3.6 |
| Stringency of environmental regulations | 42 | 4.7 |
| Enforcement of environmental regulations | 54 | 4.1 |
| Sustainability of travel and tourism industry development | 28 | 5.0 |
| Particulate matter (2.5) concentration μg/m3 | 41 | 5.7 |
| Environmental treaty ratification 0–27 (best) | 31 | 24 |
| Baseline water stress 5–0 (best) | 91 | 3.0 |
| Threatened species % total species | 102 | 7.9 |
| Forest cover change % change | 121 | 0.2 |
| Wastewater treatment % | 52 | 32.5 |
| Costal shelf fishing pressure tonnes/km2 | 101 | 8.3 |
| **Air transport infrastructure** | 46 | 3.4 |
| Quality of air transport infrastructure | 10 | 6.0 |
| Available seat kilometres, domestic millions | 20 | 324.8 |
| Available seat kilometres, international millions | 29 | 866.9 |
| Aircraft departures /1,000 pop. | 66 | 3.6 |
| Airport density airports/million pop. | 79 | 0.8 |
| Number of operating airlines Number | 44 | 55.0 |
| **Ground and port infrastructure** | 59 | 3.4 |
| Quality of roads | 29 | 5.0 |
| Road density % total territorial area | 66 | - |
| Paved road density % total territorial area | 91 | - |
| Quality of railroad infrastructure | n/a | n/a |
| Railroad density km of roads/land area | n/a | 1.7 |
| Quality of port infrastructure | 37 | 4.9 |
| Ground transport efficiency | 66 | 3.6 |
| **Tourist service infrastructure** | 59 | 4.4 |
| Hotel rooms number/100 pop. | 108 | 0.1 |
| Quality of tourism infrastructure | 6 | 6.0 |
| Presence of major car rental companies | 51 | 6 |
| Automated teller machines number/thoudand adult pop. | 34 | 66.2 |
| **Natural resources** | 23 | 4.4 |
| Number of World Heritage natural sites number of sites | 16 | 4 |
| Total known species number of species | 25 | 1174 |
| Total protected areas % total territorial area | 100 | 8.8 |
| Natural tourism digital demand 0–100 (best) | 28 | 40 |
| Attractiveness of natural assets | 6 | 6.4 |
| **Cultural resources and business travel** | 19 | 3.4 |
| Number of World Heritage cultural sites number of sites | 53 | 5 |
| Oral and intangible cultural heritage number of expressions | 93 | 0 |
| Sports stadiums number of large stadiums | 13 | 42.0 |
| Number of international association meetings 3-year average | 37 | 120.0 |
| Cultural and entertainment tourism digital demand 0–100 (best) | 46 | 14 |

* Scores are on a 1-to-7 scale unless indicated otherwise. For detailed definitions, sources, and periods, consult the interactive Country/Economy Profiles and Rankings at http://wef.ch/ttcr

# Spain

**1st** / 136

Travel & Tourism Competitiveness Index 2017 edition

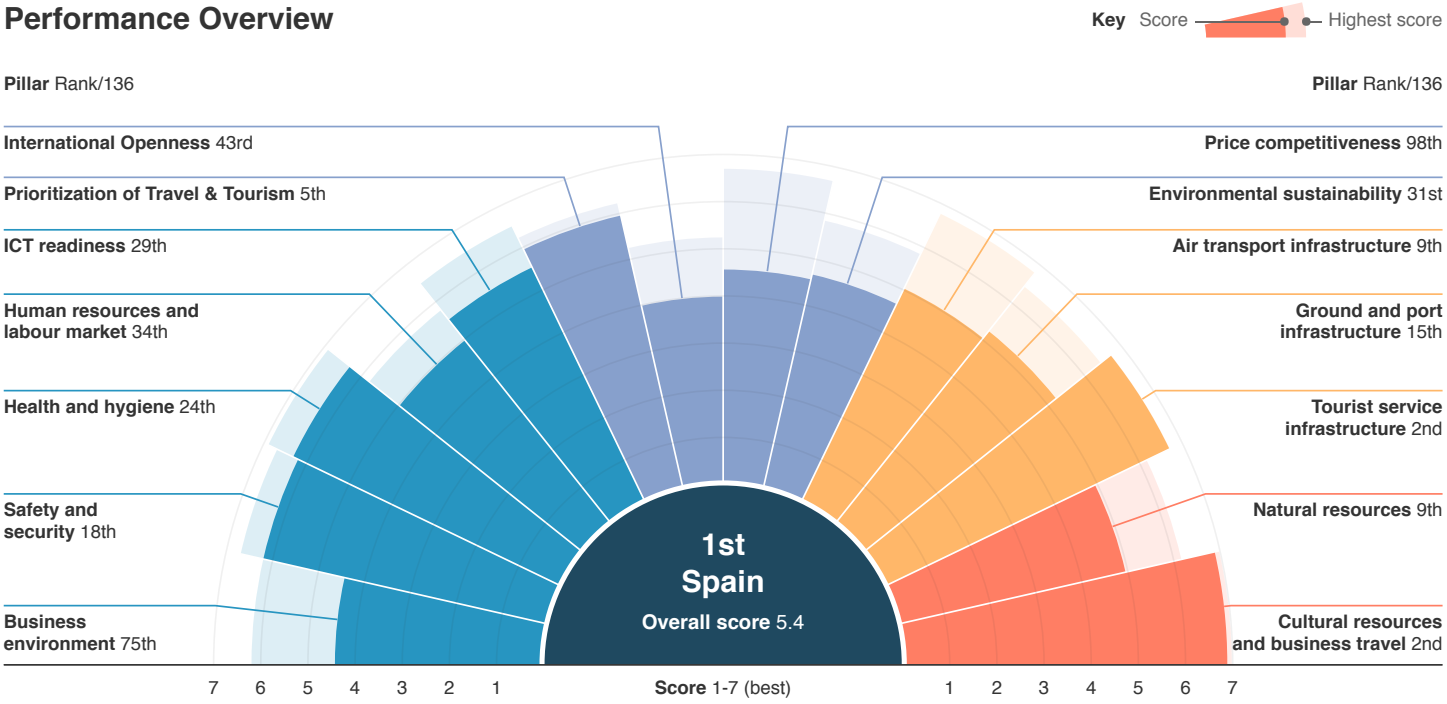
## Key Indicators

Sources: World Tourism Organization (UNWTO) and World Travel and Tourism Council (WTTC)

| | |
|---|---|
| **International tourist arrivals** | 68,521,255 |
| **International tourism inbound receipts** | US $56,468.0 million |
| **Average receipts per arrival** | US $824.1 |

| | |
|---|---|
| **T&T industry GDP** | US $68,843.9 million |
| % of total | 5.8% |
| **T&T industry employment** | 937,262 jobs |
| % of total | 5.2% |

## Performance Overview




Spain attains the 1st place globally in the global T&T competitiveness index for the second time. Spain's success can be attributed to its unique offer of both cultural (2nd) and natural (9th) resources, combined with sound tourism service infrastructure (2nd), air transport connectivity (9th) and strong policy support (5th). Spain's T&T sector has benefited from the recent ease of its fiscal policy, and by the redirected tourism from Middle East and parts of Western Europe, affected by security concerns. These developments, however, do not take anything away from Spain's ability to provide an excellent environment for the T&T sector to flourish. The challenge now is to continue to find ways to improve, given the sector's maturity. While Spain's ground transportation is ranked in the top 15 economies, it has started to show signs of initial decline, suggesting that upgrades and modernizations are expected. In addition, the business environment (75th) can be improved, as dealing with construction permits remains burdensome (104th), and there is room to increase international openness further (43rd, down two places).

## Past performance

| Travel & Tourism Competitiveness Edition | 2015 | 2017 |
|---|---|---|
| **Rank** | 1 / 141 | 1 / 136 |
| **Score** | 5.3 | 5.4 |

# Spain

**1st** /136

## Travel & Tourism Competitiveness Index 2017 edition

WORLD ECONOMIC FORUM

| Index Component | Rank/136 | Score* |
|---|---|---|
| **Business environment** | 75 | 4.4 |
| Property rights | 47 | 4.7 |
| Business impact of rules on FDI | 54 | 4.8 |
| Efficiency of legal framework in settling disputes | 76 | 3.5 |
| Efficiency of legal framework in challenging regs | 60 | 3.6 |
| Time required to deal with construction permits days | 104 | 205 |
| Cost to deal with construction permits % construction cost | 105 | 5.2 |
| Extent of market dominance | 39 | 4.1 |
| Time to start a business days | 77 | 13.0 |
| Cost to start a business % GNI per capita | 58 | 5.0 |
| Effect of taxation on incentives to work | 101 | 3.5 |
| Effect of taxation on incentives to invest | 80 | 3.4 |
| Total tax rate % profits | 105 | 49.0 |
| **Safety and security** | 18 | 6.2 |
| Business costs of crime and violence | 26 | 5.4 |
| Reliability of police services | 16 | 6.2 |
| Business costs of terrorism | 60 | 5.4 |
| Index of terrorism incidence | 70 | 6.9 |
| Homicide rate /100,000 pop. | 12 | 0.7 |
| **Health and hygiene** | 24 | 6.3 |
| Physician density /1,000 pop | 2 | 4.9 |
| Access to improved sanitation % pop. | 14 | 99.9 |
| Access to improved drinking water % pop. | 1 | 100.0 |
| Hospital beds /10,000 pop. | 56 | 31.0 |
| HIV prevalence % adult pop. | 76 | 0.4 |
| Malaria incidence cases/100,000 pop. | 1 | M.F. |
| **Human resources and labour market** | 34 | 4.9 |
| Primary education enrollment rate net % | 11 | 99.4 |
| Secondary education enrollment rate gross % | 7 | 129.8 |
| Extent of staff training | 91 | 3.7 |
| Degree of customer orientation | 47 | 4.9 |
| Hiring and firing practices | 107 | 3.3 |
| Ease of finding skilled employees | 39 | 4.6 |
| Ease of hiring foreign labour | 43 | 4.3 |
| Pay and productivity | 100 | 3.6 |
| Female participation in the labor force ratio to men | 52 | 0.86 |
| **ICT readiness** | 29 | 5.5 |
| ICT use for biz-to-biz transactions | 46 | 5.0 |
| Internet use for biz-to-consumer transactions | 44 | 5.0 |
| Internet users % pop. | 29 | 78.7 |
| Fixed-broadband Internet subscriptions /100 pop. | 24 | 28.7 |
| Mobile-cellular telephone subscriptions /100 pop. | 84 | 108.2 |
| Mobile-broadband subscriptions /100 pop. | 27 | 82.7 |
| Mobile network coverage % pop. | 46 | 99.8 |
| Quality of electricity supply | 25 | 6.2 |
| **Prioritization of Travel & Tourism** | 5 | 5.9 |
| Government prioritization of travel and tourism industry | 12 | 6.1 |
| T&T government expenditure % government budget | 23 | 6.5 |
| Effectiveness of marketing and branding to attract tourists | 11 | 5.6 |
| Comprehensiveness of annual T&T data 0–120 (best) | 2 | 113 |
| Timeliness of providing monthly/quarterly T&T data 0–21 (best) | 6 | 21.5 |
| Country brand strategy rating 1–10 (best) | 13 | 87.0 |

| Index Component | Rank/136 | Score* |
|---|---|---|
| **International Openness** | 43 | 3.9 |
| Visa requirements 0–100 (best) | 73 | 24.0 |
| Openness of bilateral Air Service Agreements 0–38 (best) | 100 | 8.3 |
| Number of regional trade agreements in force number | 1 | 53.0 |
| **Price competitiveness** | 98 | 4.5 |
| Ticket taxes and airport charges 0–100 (best) | 44 | 81.0 |
| Hotel price index US$ | 51 | 122.3 |
| Purchasing power parity PPP $ | 113 | 0.7 |
| Fuel price levels US$ cents/litre | 103 | 155.0 |
| **Environmental sustainability** | 31 | 4.6 |
| Stringency of environmental regulations | 35 | 4.8 |
| Enforcement of environmental regulations | 32 | 4.7 |
| Sustainability of travel and tourism industry development | 36 | 4.8 |
| Particulate matter (2.5) concentration μg/m3 | 54 | 6.6 |
| Environmental treaty ratification 0–27 (best) | 7 | 29 |
| Baseline water stress 5–0 (best) | 107 | 3.8 |
| Threatened species % total species | 98 | 7.6 |
| Forest cover change % change | 82 | 0.1 |
| Wastewater treatment % | 8 | 94.5 |
| Costal shelf fishing pressure tonnes/km2 | 73 | 0.3 |
| **Air transport infrastructure** | 9 | 5.0 |
| Quality of air transport infrastructure | 14 | 5.8 |
| Available seat kilometres, domestic millions | 12 | 514.6 |
| Available seat kilometres, international millions | 8 | 3244.0 |
| Aircraft departures /1,000 pop. | 33 | 11.6 |
| Airport density airports/million pop. | 59 | 1.1 |
| Number of operating airlines Number | 7 | 141.0 |
| **Ground and port infrastructure** | 15 | 5.2 |
| Quality of roads | 17 | 5.5 |
| Road density % total territorial area | 27 | - |
| Paved road density % total territorial area | 20 | - |
| Quality of railroad infrastructure | 8 | 5.6 |
| Railroad density km of roads/land area | 26 | 3.3 |
| Quality of port infrastructure | 16 | 5.5 |
| Ground transport efficiency | 13 | 5.3 |
| **Tourist service infrastructure** | 2 | 6.7 |
| Hotel rooms number/100 pop. | 9 | 2.0 |
| Quality of tourism infrastructure | 4 | 6.1 |
| Presence of major car rental companies | 1 | 7 |
| Automated teller machines number/thoudand adult pop. | 12 | 119.6 |
| **Natural resources** | 9 | 4.9 |
| Number of World Heritage natural sites number of sites | 11 | 4 |
| Total known species number of species | 68 | 540 |
| Total protected areas % total territorial area | 29 | 28.0 |
| Natural tourism digital demand 0–100 (best) | 9 | 67 |
| Attractiveness of natural assets | 23 | 6.0 |
| **Cultural resources and business travel** | 2 | 6.8 |
| Number of World Heritage cultural sites number of sites | 2 | 41 |
| Oral and intangible cultural heritage number of expressions | 4 | 16 |
| Sports stadiums number of large stadiums | 14 | 36.0 |
| Number of international association meetings 3-year average | 4 | 571.7 |
| Cultural and entertainment tourism digital demand 0–100 (best) | 2 | 83 |

* Scores are on a 1-to-7 scale unless indicated otherwise. For detailed definitions, sources, and periods, consult the interactive Country/Economy Profiles and Rankings at http://wef.ch/ttcr

# Sri Lanka

**64th** / 136

Travel & Tourism Competitiveness Index 2017 edition

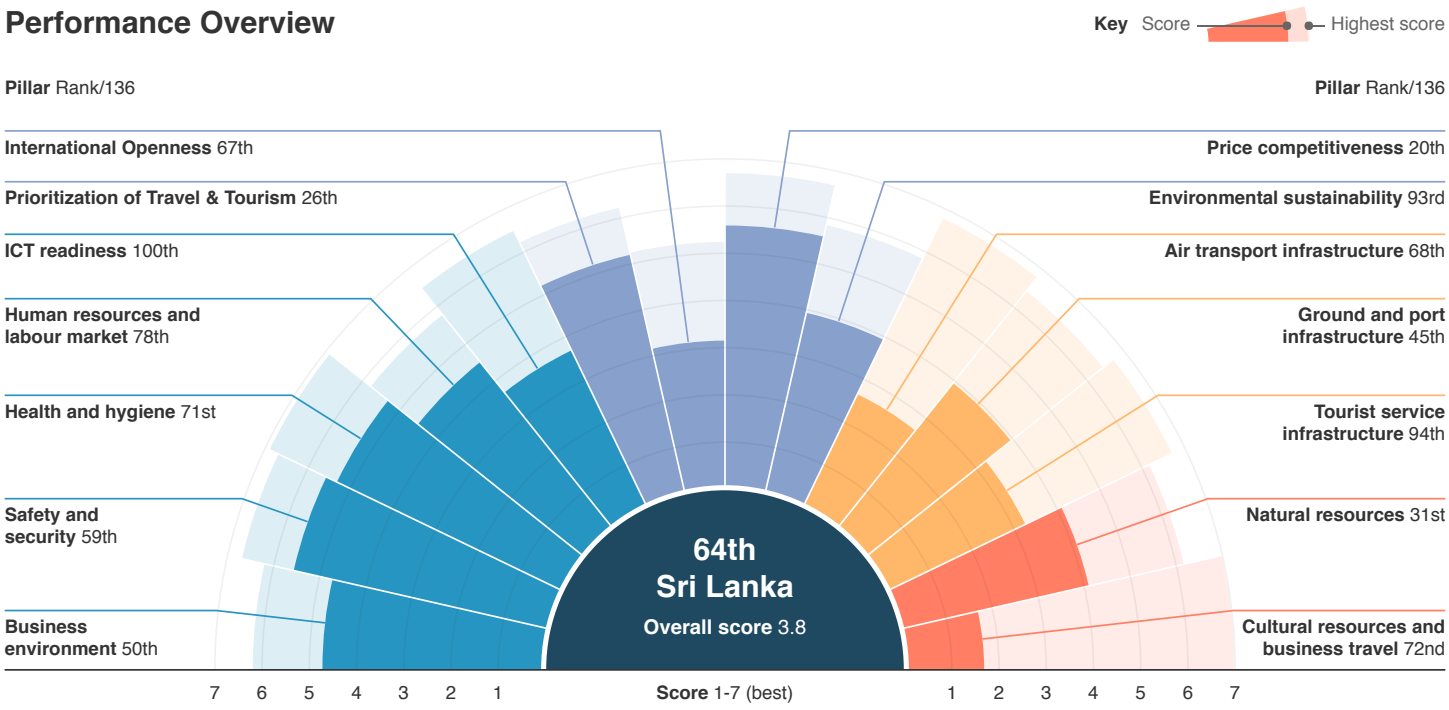
## Key Indicators

Sources: World Tourism Organization (UNWTO) and World Travel and Tourism Council (WTTC)

| | |
|---|---|
| **International tourist arrivals** | 1,798,380 |
| **International tourism inbound receipts** | US $2,980.7 million |
| **Average receipts per arrival** | US $1,657.4 |

| | |
|---|---|
| **T&T industry GDP** | US $3,546.9 million |
| % of total | 4.6% |
| **T&T industry employment** | 344,852 jobs |
| % of total | 4.2% |

## Performance Overview




## Past performance

| Travel & Tourism Competitiveness Edition | 2015 | 2017 |
|---|---|---|
| **Rank** | 63 / 141 | 64 / 136 |
| **Score** | 3.8 | 3.8 |

# Sri Lanka

**64th** / 136

## Travel & Tourism Competitiveness Index 2017 edition

WORLD ECONOMIC FORUM

| Index Component | Rank/136 | Score* |
|---|---|---|
| **Business environment** | 50 | 4.7 |
| Property rights | 61 | 4.4 |
| Business impact of rules on FDI | 68 | 4.6 |
| Efficiency of legal framework in settling disputes | 42 | 4.2 |
| Efficiency of legal framework in challenging regs | 48 | 3.8 |
| Time required to deal with construction permits days | 49 | 115 |
| Cost to deal with construction permits % construction cost | 14 | 0.4 |
| Extent of market dominance | 56 | 3.8 |
| Time to start a business days | 53 | 9.0 |
| Cost to start a business % GNI per capita | 83 | 12.2 |
| Effect of taxation on incentives to work | 46 | 4.2 |
| Effect of taxation on incentives to invest | 41 | 4.0 |
| Total tax rate % profits | 117 | 55.2 |
| **Safety and security** | 59 | 5.5 |
| Business costs of crime and violence | 52 | 5.0 |
| Reliability of police services | 78 | 4.2 |
| Business costs of terrorism | 49 | 5.5 |
| Index of terrorism incidence | 99 | 6.3 |
| Homicide rate /100,000 pop. | 64 | 2.9 |
| **Health and hygiene** | 71 | 5.3 |
| Physician density /1,000 pop | 95 | 0.7 |
| Access to improved sanitation % pop. | 53 | 95.1 |
| Access to improved drinking water % pop. | 75 | 95.6 |
| Hospital beds /10,000 pop. | 45 | 36.0 |
| HIV prevalence % adult pop. | 1 | 0.1 |
| Malaria incidence cases/100,000 pop. | 1 | 0.0 |
| **Human resources and labour market** | 78 | 4.5 |
| Primary education enrollment rate net % | 40 | 97.2 |
| Secondary education enrollment rate gross % | 51 | 99.7 |
| Extent of staff training | 51 | 4.2 |
| Degree of customer orientation | 38 | 5.1 |
| Hiring and firing practices | 97 | 3.4 |
| Ease of finding skilled employees | 50 | 4.5 |
| Ease of hiring foreign labour | 125 | 3.1 |
| Pay and productivity | 47 | 4.3 |
| Female participation in the labor force ratio to men | 124 | 0.41 |
| **ICT readiness** | 100 | 3.7 |
| ICT use for biz-to-biz transactions | 56 | 4.9 |
| Internet use for biz-to-consumer transactions | 57 | 4.7 |
| Internet users % pop. | 97 | 30.0 |
| Fixed-broadband Internet subscriptions /100 pop. | 96 | 2.9 |
| Mobile-cellular telephone subscriptions /100 pop. | 81 | 110.6 |
| Mobile-broadband subscriptions /100 pop. | 123 | 13.0 |
| Mobile network coverage % pop. | 86 | 99.0 |
| Quality of electricity supply | 82 | 4.4 |
| **Prioritization of Travel & Tourism** | 26 | 5.2 |
| Government prioritization of travel and tourism industry | 25 | 5.7 |
| T&T government expenditure % government budget | 41 | 4.5 |
| Effectiveness of marketing and branding to attract tourists | 45 | 4.8 |
| Comprehensiveness of annual T&T data 0–120 (best) | 43 | 77 |
| Timeliness of providing monthly/quarterly T&T data 0–21 (best) | 3 | 22.0 |
| Country brand strategy rating 1–10 (best) | 43 | 79.5 |

| Index Component | Rank/136 | Score* |
|---|---|---|
| **International Openness** | 67 | 3.1 |
| Visa requirements 0–100 (best) | 16 | 65.0 |
| Openness of bilateral Air Service Agreements 0–38 (best) | 99 | 8.4 |
| Number of regional trade agreements in force number | 78 | 6.0 |
| **Price competitiveness** | 20 | 5.6 |
| Ticket taxes and airport charges 0–100 (best) | 45 | 80.7 |
| Hotel price index US$ | 40 | 108.4 |
| Purchasing power parity PPP $ | 22 | 0.3 |
| Fuel price levels US$ cents/litre | 30 | 90.0 |
| **Environmental sustainability** | 93 | 3.9 |
| Stringency of environmental regulations | 44 | 4.5 |
| Enforcement of environmental regulations | 42 | 4.4 |
| Sustainability of travel and tourism industry development | 42 | 4.7 |
| Particulate matter (2.5) concentration µg/m3 | 97 | 10.9 |
| Environmental treaty ratification 0–27 (best) | 79 | 20 |
| Baseline water stress 5–0 (best) | 85 | 2.7 |
| Threatened species % total species | 131 | 16.9 |
| Forest cover change % change | 36 | 0.0 |
| Wastewater treatment % | 111 | 0.0 |
| Costal shelf fishing pressure tonnes/km2 | 6 | 0.0 |
| **Air transport infrastructure** | 68 | 2.6 |
| Quality of air transport infrastructure | 58 | 4.6 |
| Available seat kilometres, domestic millions | 96 | 0.2 |
| Available seat kilometres, international millions | 53 | 318.4 |
| Aircraft departures /1,000 pop. | 91 | 1.5 |
| Airport density airports/million pop. | 24 | 2.9 |
| Number of operating airlines Number | 80 | 28.0 |
| **Ground and port infrastructure** | 45 | 3.9 |
| Quality of roads | 42 | 4.7 |
| Road density % total territorial area | 14 | - |
| Paved road density % total territorial area | 53 | - |
| Quality of railroad infrastructure | 40 | 3.6 |
| Railroad density km of roads/land area | 37 | 2.2 |
| Quality of port infrastructure | 60 | 4.3 |
| Ground transport efficiency | 76 | 3.3 |
| **Tourist service infrastructure** | 94 | 3.2 |
| Hotel rooms number/100 pop. | 106 | 0.1 |
| Quality of tourism infrastructure | 35 | 5.3 |
| Presence of major car rental companies | 85 | 4 |
| Automated teller machines number/thoudand adult pop. | 102 | 17.1 |
| **Natural resources** | 31 | 4.1 |
| Number of World Heritage natural sites number of sites | 30 | 2 |
| Total known species number of species | 63 | 598 |
| Total protected areas % total territorial area | 39 | 23.2 |
| Natural tourism digital demand 0–100 (best) | 15 | 53 |
| Attractiveness of natural assets | 38 | 5.7 |
| **Cultural resources and business travel** | 72 | 1.6 |
| Number of World Heritage cultural sites number of sites | 36 | 6 |
| Oral and intangible cultural heritage number of expressions | 93 | 0 |
| Sports stadiums number of large stadiums | 55 | 6.0 |
| Number of international association meetings 3-year average | 69 | 22.3 |
| Cultural and entertainment tourism digital demand 0–100 (best) | 56 | 11 |

* Scores are on a 1-to-7 scale unless indicated otherwise. For detailed definitions, sources, and periods, consult the interactive Country/Economy Profiles and Rankings at http://wef.ch/ttcr

# Sweden

**20th** / 136

Travel & Tourism Competitiveness Index 2017 edition

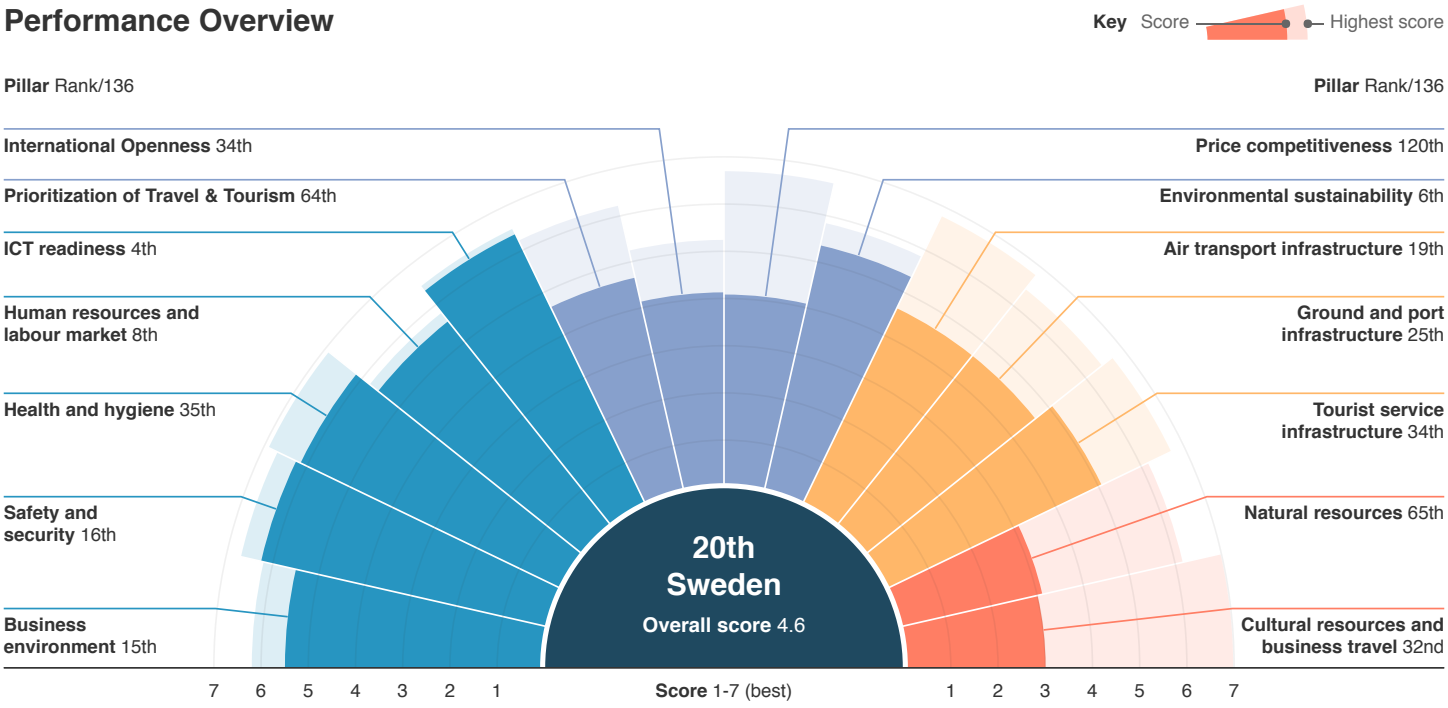
## Key Indicators

Sources: World Tourism Organization (UNWTO) and World Travel and Tourism Council (WTTC)

| | |
|---|---|
| **International tourist arrivals** | 10,522,000 |
| **International tourism inbound receipts** | US $11,322.1 million |
| **Average receipts per arrival** | US $1,076.0 |

| | |
|---|---|
| **T&T industry GDP** | US $12,147.0 million |
| % of total | 2.5% |
| **T&T industry employment** | 179,767 jobs |
| % of total | 3.7% |

## Performance Overview




## Past performance

| Travel & Tourism Competitiveness Edition | 2015 | 2017 |
|---|---|---|
| **Rank** | 23 / 141 | 20 / 136 |
| **Score** | 4.5 | 4.6 |

# Sweden

**20th** / 136

## Travel & Tourism Competitiveness Index 2017 edition

WORLD ECONOMIC FORUM

| Index Component | Rank/136 | Score* |
|---|---|---|
| **Business environment** | 15 | 5.5 |
| Property rights | 3 | 6.3 |
| Business impact of rules on FDI | 4 | 6.0 |
| Efficiency of legal framework in settling disputes | 4 | 5.7 |
| Efficiency of legal framework in challenging regs | 13 | 5.2 |
| Time required to deal with construction permits days | 50 | 116 |
| Cost to deal with construction permits % construction cost | 72 | 2.1 |
| Extent of market dominance | 19 | 4.7 |
| Time to start a business days | 40 | 7.0 |
| Cost to start a business % GNI per capita | 11 | 0.5 |
| Effect of taxation on incentives to work | 118 | 3.1 |
| Effect of taxation on incentives to invest | 74 | 3.6 |
| Total tax rate % profits | 106 | 49.1 |
| **Safety and security** | 16 | 6.2 |
| Business costs of crime and violence | 12 | 5.8 |
| Reliability of police services | 30 | 5.7 |
| Business costs of terrorism | 20 | 6.0 |
| Index of terrorism incidence | 92 | 6.6 |
| Homicide rate /100,000 pop. | 23 | 0.9 |
| **Health and hygiene** | 35 | 6.1 |
| Physician density /1,000 pop | 10 | 3.9 |
| Access to improved sanitation % pop. | 21 | 99.3 |
| Access to improved drinking water % pop. | 1 | 100.0 |
| Hospital beds /10,000 pop. | 61 | 27.0 |
| HIV prevalence % adult pop. | 1 | 0.2 |
| Malaria incidence cases/100,000 pop. | 1 | S.L. |
| **Human resources and labour market** | 8 | 5.5 |
| Primary education enrollment rate net % | 9 | 99.5 |
| Secondary education enrollment rate gross % | 4 | 132.9 |
| Extent of staff training | 4 | 5.5 |
| Degree of customer orientation | 2 | 6.0 |
| Hiring and firing practices | 106 | 3.3 |
| Ease of finding skilled employees | 20 | 5.1 |
| Ease of hiring foreign labour | 55 | 4.2 |
| Pay and productivity | 31 | 4.6 |
| Female participation in the labor force ratio to men | 13 | 0.95 |
| **ICT readiness** | 4 | 6.3 |
| ICT use for biz-to-biz transactions | 4 | 6.0 |
| Internet use for biz-to-consumer transactions | 3 | 6.2 |
| Internet users % pop. | 12 | 90.6 |
| Fixed-broadband Internet subscriptions /100 pop. | 13 | 36.1 |
| Mobile-cellular telephone subscriptions /100 pop. | 42 | 130.4 |
| Mobile-broadband subscriptions /100 pop. | 7 | 122.1 |
| Mobile network coverage % pop. | 30 | 100.0 |
| Quality of electricity supply | 4 | 6.8 |
| **Prioritization of Travel & Tourism** | 64 | 4.6 |
| Government prioritization of travel and tourism industry | 75 | 4.7 |
| T&T government expenditure % government budget | 95 | 2.2 |
| Effectiveness of marketing and branding to attract tourists | 64 | 4.4 |
| Comprehensiveness of annual T&T data 0–120 (best) | 26 | 87 |
| Timeliness of providing monthly/quarterly T&T data 0–21 (best) | 53 | 19.0 |
| Country brand strategy rating 1–10 (best) | 28 | 81.8 |

| Index Component | Rank/136 | Score* |
|---|---|---|
| **International Openness** | 34 | 4.1 |
| Visa requirements 0–100 (best) | 73 | 24.0 |
| Openness of bilateral Air Service Agreements 0–38 (best) | 65 | 10.9 |
| Number of regional trade agreements in force number | 1 | 53.0 |
| **Price competitiveness** | 120 | 4.0 |
| Ticket taxes and airport charges 0–100 (best) | 21 | 90.7 |
| Hotel price index US$ | 62 | 129.8 |
| Purchasing power parity PPP $ | 132 | 1.1 |
| Fuel price levels US$ cents/litre | 129 | 182.0 |
| **Environmental sustainability** | 6 | 5.3 |
| Stringency of environmental regulations | 2 | 6.2 |
| Enforcement of environmental regulations | 4 | 6.1 |
| Sustainability of travel and tourism industry development | 7 | 5.5 |
| Particulate matter (2.5) concentration µg/m3 | 41 | 5.7 |
| Environmental treaty ratification 0–27 (best) | 1 | 30 |
| Baseline water stress 5–0 (best) | 62 | 1.6 |
| Threatened species % total species | 6 | 3.0 |
| Forest cover change % change | 111 | 0.1 |
| Wastewater treatment % | 12 | 93.2 |
| Costal shelf fishing pressure tonnes/km2 | 34 | 0.0 |
| **Air transport infrastructure** | 19 | 4.6 |
| Quality of air transport infrastructure | 22 | 5.7 |
| Available seat kilometres, domestic millions | 31 | 105.0 |
| Available seat kilometres, international millions | 41 | 466.2 |
| Aircraft departures /1,000 pop. | 18 | 21.2 |
| Airport density airports/million pop. | 13 | 4.6 |
| Number of operating airlines Number | 22 | 82.0 |
| **Ground and port infrastructure** | 25 | 4.6 |
| Quality of roads | 21 | 5.3 |
| Road density % total territorial area | 28 | - |
| Paved road density % total territorial area | 48 | - |
| Quality of railroad infrastructure | 30 | 4.1 |
| Railroad density km of roads/land area | 38 | 2.2 |
| Quality of port infrastructure | 13 | 5.6 |
| Ground transport efficiency | 16 | 5.0 |
| **Tourist service infrastructure** | 34 | 5.0 |
| Hotel rooms number/100 pop. | 22 | 1.2 |
| Quality of tourism infrastructure | 32 | 5.4 |
| Presence of major car rental companies | 1 | 7 |
| Automated teller machines number/thoudand adult pop. | 80 | 40.2 |
| **Natural resources** | 65 | 3.1 |
| Number of World Heritage natural sites number of sites | 44 | 2 |
| Total known species number of species | 110 | 362 |
| Total protected areas % total territorial area | 78 | 14.8 |
| Natural tourism digital demand 0–100 (best) | 49 | 21 |
| Attractiveness of natural assets | 45 | 5.5 |
| **Cultural resources and business travel** | 32 | 3.0 |
| Number of World Heritage cultural sites number of sites | 15 | 14 |
| Oral and intangible cultural heritage number of expressions | 93 | 0 |
| Sports stadiums number of large stadiums | 43 | 10.0 |
| Number of international association meetings 3-year average | 16 | 243.3 |
| Cultural and entertainment tourism digital demand 0–100 (best) | 45 | 14 |

* Scores are on a 1-to-7 scale unless indicated otherwise. For detailed definitions, sources, and periods, consult the interactive Country/Economy Profiles and Rankings at http://wef.ch/ttcr

# Switzerland

**10th** / 136

Travel & Tourism Competitiveness Index 2017 edition

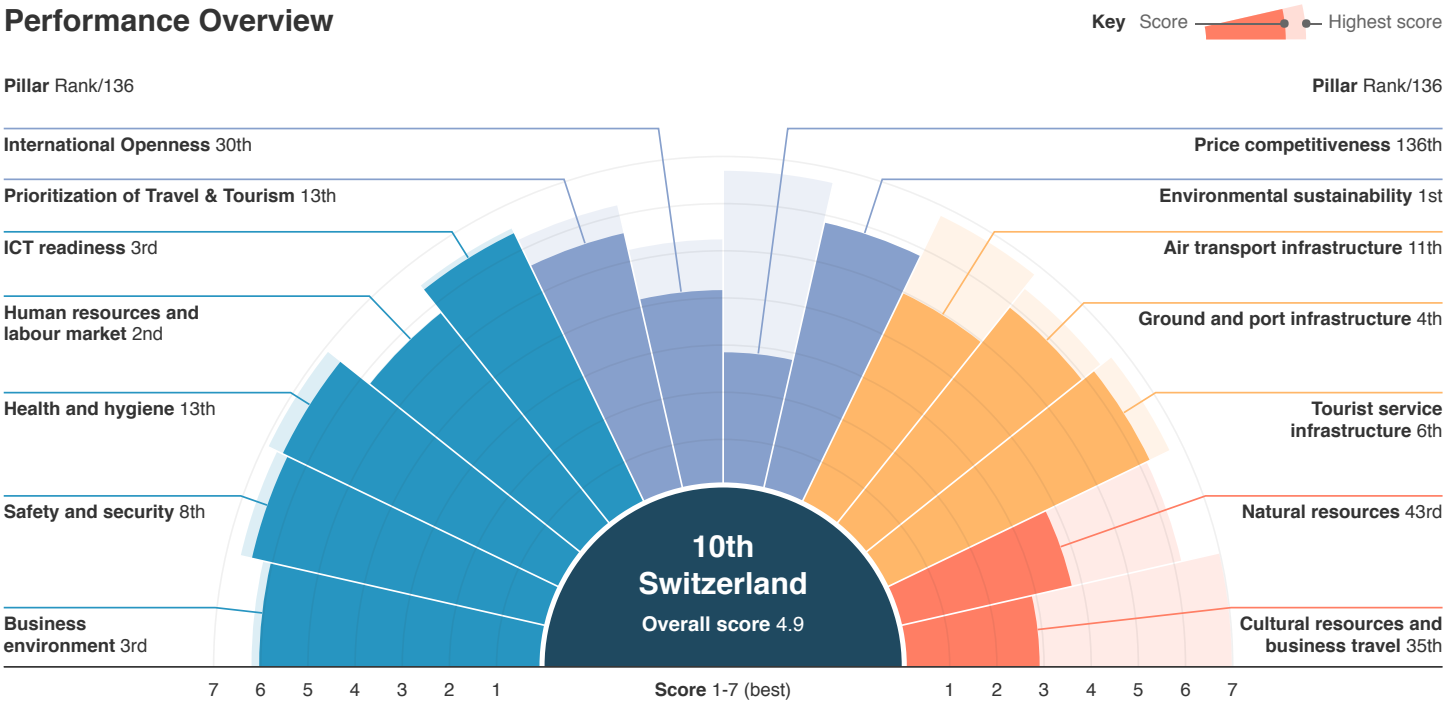
## Key Indicators

Sources: World Tourism Organization (UNWTO) and World Travel and Tourism Council (WTTC)

| | |
|---|---|
| **International tourist arrivals** | 9,304,633 |
| **International tourism inbound receipts** | US $16,361.1 million |
| **Average receipts per arrival** | US $1,758.4 |

| | |
|---|---|
| **T&T industry GDP** | US $13,844.2 million |
| % of total | 2.1% |
| **T&T industry employment** | 141,798 jobs |
| % of total | 2.8% |

## Performance Overview




Switzerland attains the 10th position globally in 2017, and continues to provide a great environment for developing T&T, thanks to high safety and security standards (8th), sound business environment (3rd), qualified human resource (2nd) and advanced ICT readiness (3rd). The country's physical infrastructure-including the ground transport (4th), the air transport (11th) and the tourism service infrastructure (6th)-is also extremely well developed. However, Switzerland's overall score has dropped 4 places from 2015, mainly due to a poorer performance on its natural resources pillar (43rd), and, to a lesser extent, cultural resources (35th). Despite having the best environmental sustainability (1st) performance, Switzerland's scores on protected areas and natural tourism digital demand have declined.

This may be related to diminished effectiveness of its marketing to attract tourists (29th), and the fact that Switzerland remains a premium (expensive) destination (136th), despite rising affordability compared with two years ago. In addition, Switzerland has been affected by a statistical adjustment to the protected areas indicator. Moreover, Switzerland's competitiveness has been partially reduced by greater difficulties in hiring foreign labour (61st) compared to previous years, and by a lack of progress on openness 30th. Going forward, Switzerland could regain competitiveness by better positioning and valuing its natural and cultural resources, and by easing its tourism visa policy.

## Past performance

| Travel & Tourism Competitiveness Edition | 2015 | 2017 |
|---|---|---|
| **Rank** | 6 / 141 | 10 / 136 |
| **Score** | 5.0 | 4.9 |

# Switzerland

**10th** / 136

## Travel & Tourism Competitiveness Index 2017 edition

WORLD ECONOMIC FORUM

| Index Component | Rank/136 | Score* |
|---|---|---|
| **Business environment** | 3 | 6.0 |
| Property rights | 1 | 6.5 |
| Business impact of rules on FDI | 12 | 5.6 |
| Efficiency of legal framework in settling disputes | 3 | 5.8 |
| Efficiency of legal framework in challenging regs | 1 | 5.8 |
| Time required to deal with construction permits days | 77 | 156 |
| Cost to deal with construction permits % construction cost | 27 | 0.7 |
| Extent of market dominance | 2 | 5.8 |
| Time to start a business days | 60 | 10.0 |
| Cost to start a business % GNI per capita | 45 | 2.3 |
| Effect of taxation on incentives to work | 5 | 5.4 |
| Effect of taxation on incentives to invest | 7 | 5.3 |
| Total tax rate % profits | 31 | 28.8 |
| **Safety and security** | 8 | 6.4 |
| Business costs of crime and violence | 16 | 5.7 |
| Reliability of police services | 3 | 6.6 |
| Business costs of terrorism | 26 | 5.9 |
| Index of terrorism incidence | 42 | 7.0 |
| Homicide rate /100,000 pop. | 6 | 0.5 |
| **Health and hygiene** | 13 | 6.5 |
| Physician density /1,000 pop | 9 | 4.0 |
| Access to improved sanitation % pop. | 14 | 99.9 |
| Access to improved drinking water % pop. | 1 | 100.0 |
| Hospital beds /10,000 pop. | 31 | 50.0 |
| HIV prevalence % adult pop. | 76 | 0.4 |
| Malaria incidence cases/100,000 pop. | 1 | S.L. |
| **Human resources and labour market** | 2 | 5.7 |
| Primary education enrollment rate net % | 78 | 93.8 |
| Secondary education enrollment rate gross % | 50 | 99.8 |
| Extent of staff training | 1 | 5.7 |
| Degree of customer orientation | 3 | 6.0 |
| Hiring and firing practices | 1 | 5.8 |
| Ease of finding skilled employees | 7 | 5.4 |
| Ease of hiring foreign labour | 61 | 4.1 |
| Pay and productivity | 1 | 5.6 |
| Female participation in the labor force ratio to men | 33 | 0.89 |
| **ICT readiness** | 3 | 6.4 |
| ICT use for biz-to-biz transactions | 2 | 6.1 |
| Internet use for biz-to-consumer transactions | 12 | 5.8 |
| Internet users % pop. | 18 | 87.5 |
| Fixed-broadband Internet subscriptions /100 pop. | 1 | 45.1 |
| Mobile-cellular telephone subscriptions /100 pop. | 34 | 136.5 |
| Mobile-broadband subscriptions /100 pop. | 17 | 102.0 |
| Mobile network coverage % pop. | 1 | 100.0 |
| Quality of electricity supply | 1 | 6.9 |
| **Prioritization of Travel & Tourism** | 13 | 5.6 |
| Government prioritization of travel and tourism industry | 32 | 5.5 |
| T&T government expenditure % government budget | 20 | 7.3 |
| Effectiveness of marketing and branding to attract tourists | 29 | 5.1 |
| Comprehensiveness of annual T&T data 0–120 (best) | 32 | 81 |
| Timeliness of providing monthly/quarterly T&T data 0–21 (best) | 28 | 20.0 |
| Country brand strategy rating 1–10 (best) | 23 | 83.2 |

| Index Component | Rank/136 | Score* |
|---|---|---|
| **International Openness** | 30 | 4.1 |
| Visa requirements 0–100 (best) | 73 | 24.0 |
| Openness of bilateral Air Service Agreements 0–38 (best) | 53 | 11.6 |
| Number of regional trade agreements in force number | 31 | 40.0 |
| **Price competitiveness** | 136 | 2.8 |
| Ticket taxes and airport charges 0–100 (best) | 76 | 70.9 |
| Hotel price index US$ | 99 | 242.7 |
| Purchasing power parity PPP $ | 136 | 1.3 |
| Fuel price levels US$ cents/litre | 125 | 179.0 |
| **Environmental sustainability** | 1 | 5.8 |
| Stringency of environmental regulations | 1 | 6.2 |
| Enforcement of environmental regulations | 2 | 6.2 |
| Sustainability of travel and tourism industry development | 11 | 5.4 |
| Particulate matter (2.5) concentration μg/m3 | 100 | 11.3 |
| Environmental treaty ratification 0–27 (best) | 20 | 26 |
| Baseline water stress 5–0 (best) | 55 | 1.1 |
| Threatened species % total species | 9 | 3.1 |
| Forest cover change % change | 22 | 0.0 |
| Wastewater treatment % | 6 | 95.2 |
| Costal shelf fishing pressure tonnes/km2 | n/a | n/a |
| **Air transport infrastructure** | 11 | 4.9 |
| Quality of air transport infrastructure | 8 | 6.1 |
| Available seat kilometres, domestic millions | 56 | 5.6 |
| Available seat kilometres, international millions | 27 | 999.3 |
| Aircraft departures /1,000 pop. | 14 | 30.0 |
| Airport density airports/million pop. | 69 | 1.0 |
| Number of operating airlines Number | 14 | 102.0 |
| **Ground and port infrastructure** | 4 | 5.9 |
| Quality of roads | 7 | 6.0 |
| Road density % total territorial area | 15 | - |
| Paved road density % total territorial area | 12 | - |
| Quality of railroad infrastructure | 2 | 6.6 |
| Railroad density km of roads/land area | 5 | 8.7 |
| Quality of port infrastructure | 55 | 4.4 |
| Ground transport efficiency | 2 | 6.4 |
| **Tourist service infrastructure** | 6 | 6.2 |
| Hotel rooms number/100 pop. | 14 | 1.7 |
| Quality of tourism infrastructure | 18 | 5.7 |
| Presence of major car rental companies | 1 | 7 |
| Automated teller machines number/thoudand adult pop. | 19 | 97.5 |
| **Natural resources** | 43 | 3.7 |
| Number of World Heritage natural sites number of sites | 19 | 3 |
| Total known species number of species | 104 | 390 |
| Total protected areas % total territorial area | 96 | 9.9 |
| Natural tourism digital demand 0–100 (best) | 30 | 38 |
| Attractiveness of natural assets | 9 | 6.3 |
| **Cultural resources and business travel** | 35 | 2.9 |
| Number of World Heritage cultural sites number of sites | 22 | 9 |
| Oral and intangible cultural heritage number of expressions | 71 | 1 |
| Sports stadiums number of large stadiums | 55 | 6.0 |
| Number of international association meetings 3-year average | 19 | 221.3 |
| Cultural and entertainment tourism digital demand 0–100 (best) | 28 | 24 |

* Scores are on a 1-to-7 scale unless indicated otherwise. For detailed definitions, sources, and periods, consult the interactive Country/Economy Profiles and Rankings at http://wef.ch/ttcr

# Taiwan, China

**30th** / 136

Travel & Tourism Competitiveness Index 2017 edition

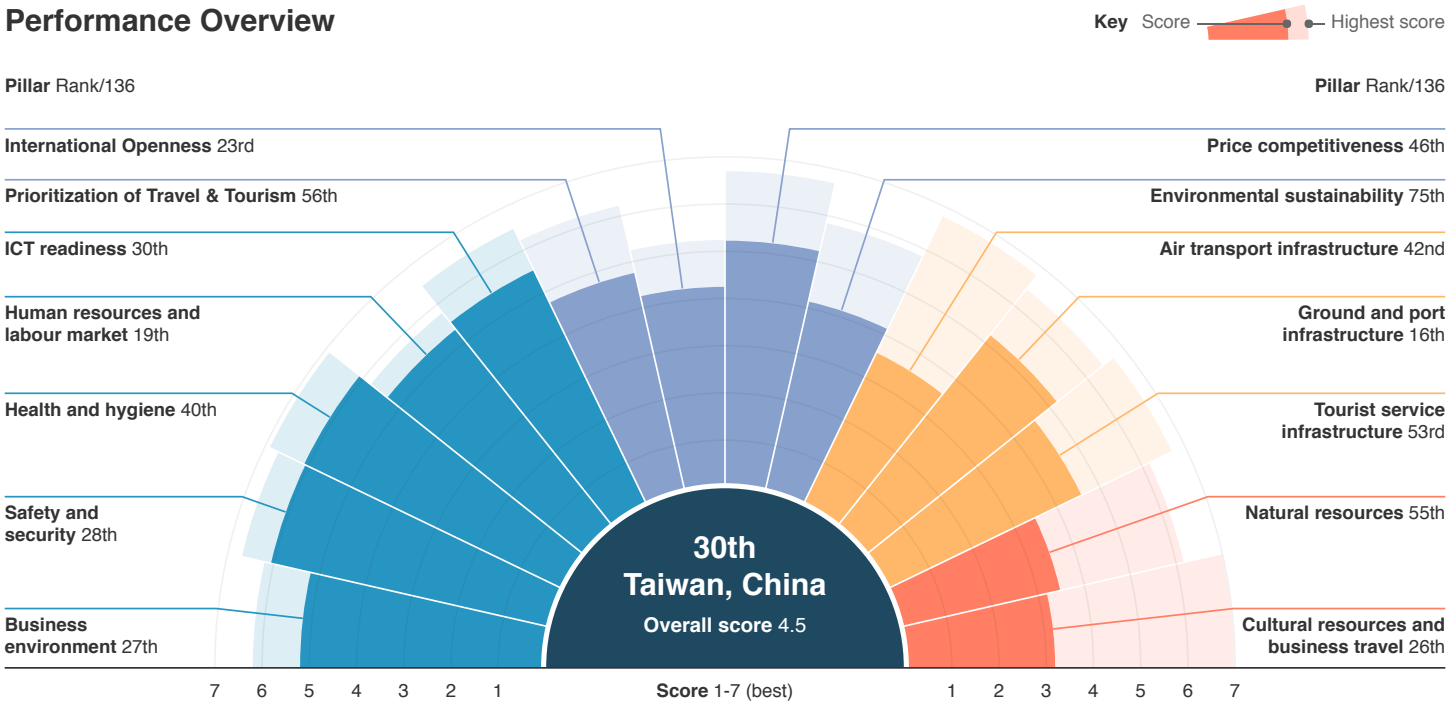
## Key Indicators

Sources: World Tourism Organization (UNWTO) and World Travel and Tourism Council (WTTC)

| | |
|---|---|
| **International tourist arrivals** | 10,439,785 |
| **International tourism inbound receipts** | US $14,387.0 million |
| **Average receipts per arrival** | US $1,378.1 |

| | |
|---|---|
| **T&T industry GDP** | US $9,501.3 million |
| % of total | 1.8% |
| **T&T industry employment** | 259,005 jobs |
| % of total | 2.3% |

## Performance Overview




## Past performance

| Travel & Tourism Competitiveness Edition | 2015 | 2017 |
|---|---|---|
| **Rank** | 32 / 141 | 30 / 136 |
| **Score** | 4.4 | 4.5 |

# Taiwan, China

**30th** / 136

## Travel & Tourism Competitiveness Index 2017 edition

WORLD ECONOMIC FORUM

| Index Component | Rank/136 | Score* |
|---|---|---|
| **Business environment** | 27 | 5.2 |
| Property rights | 24 | 5.6 |
| Business impact of rules on FDI | 87 | 4.4 |
| Efficiency of legal framework in settling disputes | 63 | 3.7 |
| Efficiency of legal framework in challenging regs | 59 | 3.6 |
| Time required to deal with construction permits days | 25 | 93 |
| Cost to deal with construction permits % construction cost | 14 | 0.4 |
| Extent of market dominance | 5 | 5.2 |
| Time to start a business days | 60 | 10.0 |
| Cost to start a business % GNI per capita | 42 | 2.1 |
| Effect of taxation on incentives to work | 17 | 4.7 |
| Effect of taxation on incentives to invest | 30 | 4.2 |
| Total tax rate % profits | 57 | 34.5 |
| **Safety and security** | 28 | 6.0 |
| Business costs of crime and violence | 24 | 5.5 |
| Reliability of police services | 37 | 5.5 |
| Business costs of terrorism | 42 | 5.7 |
| Index of terrorism incidence | 42 | 7.0 |
| Homicide rate /100,000 pop. | 66 | 3.0 |
| **Health and hygiene** | 40 | 6.1 |
| Physician density /1,000 pop | 65 | 1.9 |
| Access to improved sanitation % pop. | 1 | 100.0 |
| Access to improved drinking water % pop. | 38 | 99.8 |
| Hospital beds /10,000 pop. | 24 | 56.8 |
| HIV prevalence % adult pop. | 59 | 0.2 |
| Malaria incidence cases/100,000 pop. | 1 | M.F. |
| **Human resources and labour market** | 19 | 5.3 |
| Primary education enrollment rate net % | 8 | 99.5 |
| Secondary education enrollment rate gross % | 42 | 101.2 |
| Extent of staff training | 22 | 4.8 |
| Degree of customer orientation | 4 | 5.9 |
| Hiring and firing practices | 11 | 4.8 |
| Ease of finding skilled employees | 24 | 5.0 |
| Ease of hiring foreign labour | 112 | 3.5 |
| Pay and productivity | 17 | 4.8 |
| Female participation in the labor force ratio to men | 85 | 0.75 |
| **ICT readiness** | 30 | 5.5 |
| ICT use for biz-to-biz transactions | 24 | 5.6 |
| Internet use for biz-to-consumer transactions | 42 | 5.0 |
| Internet users % pop. | 30 | 78.0 |
| Fixed-broadband Internet subscriptions /100 pop. | 38 | 24.3 |
| Mobile-cellular telephone subscriptions /100 pop. | 51 | 127.3 |
| Mobile-broadband subscriptions /100 pop. | 31 | 80.2 |
| Mobile network coverage % pop. | 1 | 100.0 |
| Quality of electricity supply | 35 | 6.0 |
| **Prioritization of Travel & Tourism** | 56 | 4.7 |
| Government prioritization of travel and tourism industry | 38 | 5.4 |
| T&T government expenditure % government budget | 110 | 1.7 |
| Effectiveness of marketing and branding to attract tourists | 23 | 5.3 |
| Comprehensiveness of annual T&T data 0–120 (best) | 31 | 82 |
| Timeliness of providing monthly/quarterly T&T data 0–21 (best) | 28 | 20.0 |
| Country brand strategy rating 1–10 (best) | 96 | 69.0 |

| Index Component | Rank/136 | Score* |
|---|---|---|
| **International Openness** | 23 | 4.2 |
| Visa requirements 0–100 (best) | 37 | 49.0 |
| Openness of bilateral Air Service Agreements 0–38 (best) | 3 | 27.5 |
| Number of regional trade agreements in force number | 58 | 12.0 |
| **Price competitiveness** | 46 | 5.2 |
| Ticket taxes and airport charges 0–100 (best) | 34 | 85.3 |
| Hotel price index US$ | 89 | 176.6 |
| Purchasing power parity PPP $ | 73 | 0.5 |
| Fuel price levels US$ cents/litre | 19 | 71.8 |
| **Environmental sustainability** | 75 | 4.1 |
| Stringency of environmental regulations | 38 | 4.7 |
| Enforcement of environmental regulations | 46 | 4.3 |
| Sustainability of travel and tourism industry development | 47 | 4.7 |
| Particulate matter (2.5) concentration µg/m3 | 123 | 14.0 |
| Environmental treaty ratification 0–27 (best) | n/a | n/a |
| Baseline water stress 5–0 (best) | 72 | 2.0 |
| Threatened species % total species | 107 | 8.8 |
| Forest cover change % change | 18 | 0.0 |
| Wastewater treatment % | 72 | 7.1 |
| Costal shelf fishing pressure tonnes/km2 | 46 | 0.1 |
| **Air transport infrastructure** | 42 | 3.5 |
| Quality of air transport infrastructure | 33 | 5.3 |
| Available seat kilometres, domestic millions | 49 | 11.0 |
| Available seat kilometres, international millions | 23 | 1253.6 |
| Aircraft departures /1,000 pop. | 37 | 9.7 |
| Airport density airports/million pop. | 109 | 0.5 |
| Number of operating airlines Number | 38 | 58.0 |
| **Ground and port infrastructure** | 16 | 5.2 |
| Quality of roads | 11 | 5.7 |
| Road density % total territorial area | 31 | - |
| Paved road density % total territorial area | 21 | - |
| Quality of railroad infrastructure | 10 | 5.4 |
| Railroad density km of roads/land area | 19 | 4.6 |
| Quality of port infrastructure | 20 | 5.3 |
| Ground transport efficiency | 10 | 5.4 |
| **Tourist service infrastructure** | 53 | 4.5 |
| Hotel rooms number/100 pop. | 50 | 0.7 |
| Quality of tourism infrastructure | 46 | 5.1 |
| Presence of major car rental companies | 113 | 2 |
| Automated teller machines number/thoudand adult pop. | 7 | 143.0 |
| **Natural resources** | 55 | 3.4 |
| Number of World Heritage natural sites number of sites | n/a | n/a |
| Total known species number of species | 70 | 513 |
| Total protected areas % total territorial area | 20 | 31.3 |
| Natural tourism digital demand 0–100 (best) | 63 | 13 |
| Attractiveness of natural assets | 87 | 4.8 |
| **Cultural resources and business travel** | 26 | 3.2 |
| Number of World Heritage cultural sites number of sites | n/a | n/a |
| Oral and intangible cultural heritage number of expressions | n/a | n/a |
| Sports stadiums number of large stadiums | 38 | 11.0 |
| Number of international association meetings 3-year average | 31 | 140.0 |
| Cultural and entertainment tourism digital demand 0–100 (best) | 19 | 31 |

* Scores are on a 1-to-7 scale unless indicated otherwise. For detailed definitions, sources, and periods, consult the interactive Country/Economy Profiles and Rankings at http://wef.ch/ttcr

# Tajikistan

**107th** / 136

Travel & Tourism Competitiveness Index 2017 edition

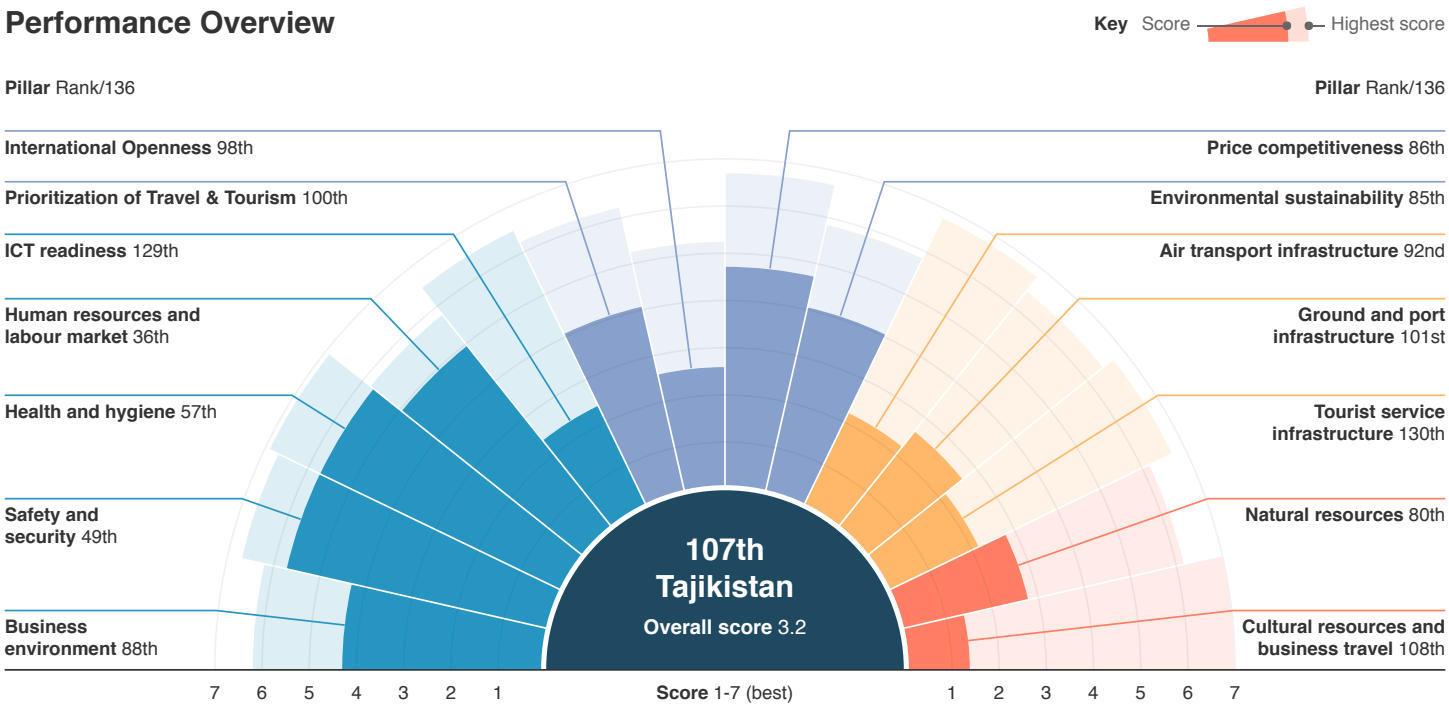
## Key Indicators

Sources: World Tourism Organization (UNWTO) and World Travel and Tourism Council (WTTC)

| | |
|---|---|
| **International tourist arrivals** | 413,834 |
| **International tourism inbound receipts** | US $1.0 million |
| **Average receipts per arrival** | US $2.4 |

| | |
|---|---|
| **T&T industry GDP** | US $0.0 million |
| % of total | 0.0% |
| **T&T industry employment** | 0 jobs |
| % of total | 0.0% |

## Performance Overview




## Past performance

| Travel & Tourism Competitiveness Edition | 2015 | 2017 |
|---|---|---|
| **Rank** | 119 / 141 | 107 / 136 |
| **Score** | 3.0 | 3.2 |

# Tajikistan

**107th** /136

## Travel & Tourism Competitiveness Index 2017 edition

WORLD ECONOMIC FORUM

| Index Component | Rank/136 | Score* |
|---|---|---|
| **Business environment** | 88 | 4.3 |
| Property rights | 54 | 4.5 |
| Business impact of rules on FDI | 109 | 3.9 |
| Efficiency of legal framework in settling disputes | 36 | 4.5 |
| Efficiency of legal framework in challenging regs | 40 | 4.0 |
| Time required to deal with construction permits days | 117 | 242 |
| Cost to deal with construction permits % construction cost | 72 | 2.1 |
| Extent of market dominance | 46 | 3.9 |
| Time to start a business days | 100 | 22.0 |
| Cost to start a business % GNI per capita | 99 | 16.8 |
| Effect of taxation on incentives to work | 38 | 4.3 |
| Effect of taxation on incentives to invest | 77 | 3.5 |
| Total tax rate % profits | 129 | 65.2 |
| **Safety and security** | 49 | 5.7 |
| Business costs of crime and violence | 57 | 4.9 |
| Reliability of police services | 51 | 4.8 |
| Business costs of terrorism | 79 | 5.0 |
| Index of terrorism incidence | 75 | 6.9 |
| Homicide rate /100,000 pop. | 38 | 1.4 |
| **Health and hygiene** | 57 | 5.7 |
| Physician density /1,000 pop | 64 | 1.9 |
| Access to improved sanitation % pop. | 54 | 95.0 |
| Access to improved drinking water % pop. | 123 | 73.8 |
| Hospital beds /10,000 pop. | 25 | 55.0 |
| HIV prevalence % adult pop. | 76 | 0.4 |
| Malaria incidence cases/100,000 pop. | 78 | 0.1 |
| **Human resources and labour market** | 36 | 4.9 |
| Primary education enrollment rate net % | 39 | 97.3 |
| Secondary education enrollment rate gross % | 82 | 87.9 |
| Extent of staff training | 59 | 4.0 |
| Degree of customer orientation | 69 | 4.6 |
| Hiring and firing practices | 24 | 4.5 |
| Ease of finding skilled employees | 86 | 3.9 |
| Ease of hiring foreign labour | 35 | 4.4 |
| Pay and productivity | 30 | 4.6 |
| Female participation in the labor force ratio to men | 78 | 0.77 |
| **ICT readiness** | 129 | 2.3 |
| ICT use for biz-to-biz transactions | 114 | 4.0 |
| Internet use for biz-to-consumer transactions | 110 | 3.7 |
| Internet users % pop. | 116 | 19.0 |
| Fixed-broadband Internet subscriptions /100 pop. | 129 | 0.1 |
| Mobile-cellular telephone subscriptions /100 pop. | 98 | 98.6 |
| Mobile-broadband subscriptions /100 pop. | 124 | 12.1 |
| Mobile network coverage % pop. | 136 | 0.0 |
| Quality of electricity supply | 98 | 3.7 |
| **Prioritization of Travel & Tourism** | 100 | 4.0 |
| Government prioritization of travel and tourism industry | 51 | 5.2 |
| T&T government expenditure % government budget | n/a | n/a |
| Effectiveness of marketing and branding to attract tourists | 71 | 4.3 |
| Comprehensiveness of annual T&T data 0–120 (best) | 70 | 65 |
| Timeliness of providing monthly/quarterly T&T data 0–21 (best) | 109 | 9.0 |
| Country brand strategy rating 1–10 (best) | 135 | 29.0 |

| Index Component | Rank/136 | Score* |
|---|---|---|
| **International Openness** | 98 | 2.6 |
| Visa requirements 0–100 (best) | 28 | 55.0 |
| Openness of bilateral Air Service Agreements 0–38 (best) | 130 | 4.0 |
| Number of regional trade agreements in force number | 91 | 4.0 |
| **Price competitiveness** | 86 | 4.7 |
| Ticket taxes and airport charges 0–100 (best) | 123 | 44.2 |
| Hotel price index US$ | n/a | n/a |
| Purchasing power parity PPP $ | 17 | 0.3 |
| Fuel price levels US$ cents/litre | 74 | 118.0 |
| **Environmental sustainability** | 85 | 4.0 |
| Stringency of environmental regulations | 54 | 4.3 |
| Enforcement of environmental regulations | 41 | 4.4 |
| Sustainability of travel and tourism industry development | 48 | 4.6 |
| Particulate matter (2.5) concentration µg/m3 | 93 | 10.6 |
| Environmental treaty ratification 0–27 (best) | 132 | 15 |
| Baseline water stress 5–0 (best) | 96 | 3.3 |
| Threatened species % total species | 64 | 5.8 |
| Forest cover change % change | 7 | 0.0 |
| Wastewater treatment % | 92 | 2.3 |
| Costal shelf fishing pressure tonnes/km2 | n/a | n/a |
| **Air transport infrastructure** | 92 | 2.2 |
| Quality of air transport infrastructure | 71 | 4.3 |
| Available seat kilometres, domestic millions | 93 | 0.2 |
| Available seat kilometres, international millions | 90 | 66.7 |
| Aircraft departures /1,000 pop. | 101 | 0.7 |
| Airport density airports/million pop. | 38 | 1.8 |
| Number of operating airlines Number | 94 | 20.0 |
| **Ground and port infrastructure** | 101 | 2.6 |
| Quality of roads | 69 | 4.1 |
| Road density % total territorial area | 90 | - |
| Paved road density % total territorial area | 66 | - |
| Quality of railroad infrastructure | n/a | n/a |
| Railroad density km of roads/land area | n/a | 0.4 |
| Quality of port infrastructure | 131 | 2.0 |
| Ground transport efficiency | 43 | 4.1 |
| **Tourist service infrastructure** | 130 | 2.1 |
| Hotel rooms number/100 pop. | 134 | 0.0 |
| Quality of tourism infrastructure | 91 | 4.3 |
| Presence of major car rental companies | 129 | 1 |
| Automated teller machines number/thoudand adult pop. | 110 | 10.4 |
| **Natural resources** | 80 | 2.7 |
| Number of World Heritage natural sites number of sites | 46 | 1 |
| Total known species number of species | 100 | 398 |
| Total protected areas % total territorial area | 48 | 21.9 |
| Natural tourism digital demand 0–100 (best) | 135 | 0 |
| Attractiveness of natural assets | 78 | 5.0 |
| **Cultural resources and business travel** | 108 | 1.3 |
| Number of World Heritage cultural sites number of sites | 97 | 1 |
| Oral and intangible cultural heritage number of expressions | 43 | 3 |
| Sports stadiums number of large stadiums | 77 | 4.0 |
| Number of international association meetings 3-year average | 135 | 0.0 |
| Cultural and entertainment tourism digital demand 0–100 (best) | 130 | 1 |

* Scores are on a 1-to-7 scale unless indicated otherwise. For detailed definitions, sources, and periods, consult the interactive Country/Economy Profiles and Rankings at http://wef.ch/ttcr

# Tanzania

**91st** / 136

Travel & Tourism Competitiveness Index 2017 edition

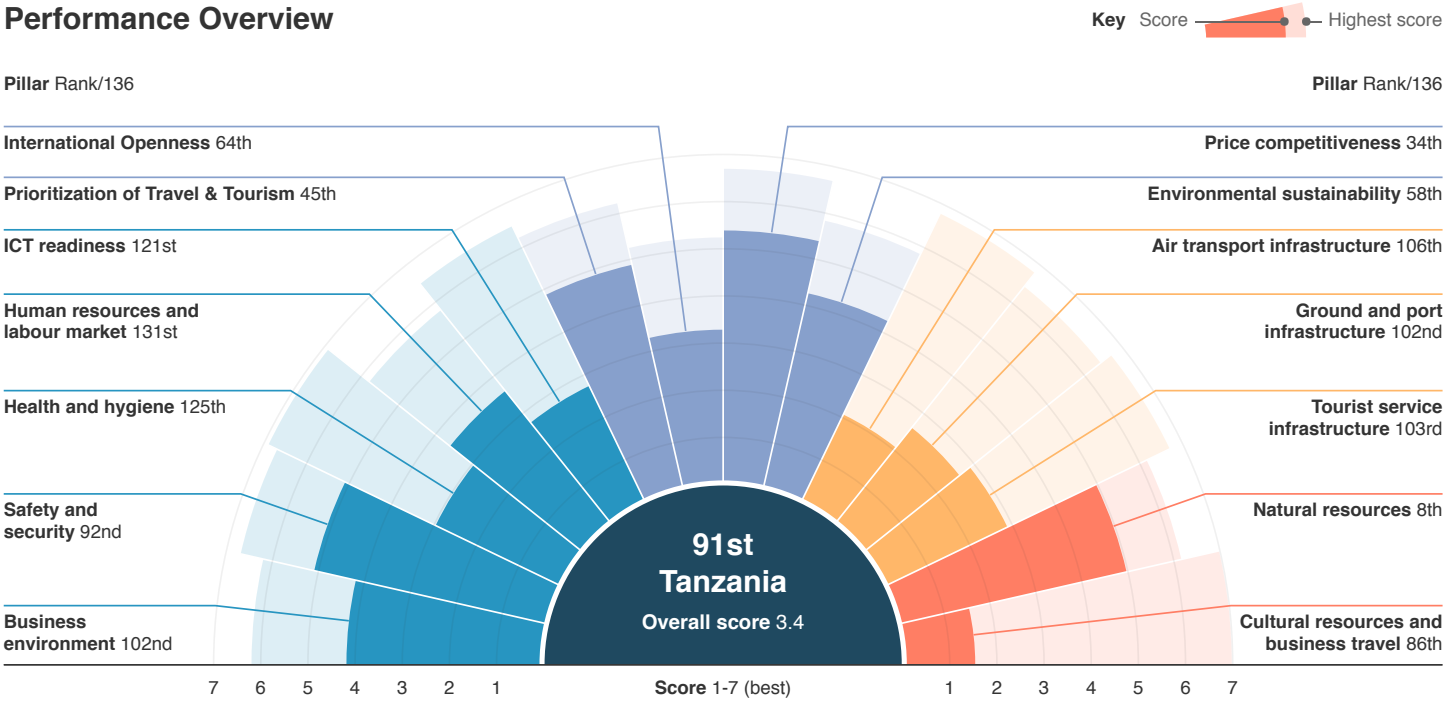
## Key Indicators

Sources: World Tourism Organization (UNWTO) and World Travel and Tourism Council (WTTC)

| | |
|---|---|
| **International tourist arrivals** | 1,104,000 |
| **International tourism inbound receipts** | US $2,230.6 million |
| **Average receipts per arrival** | US $2,020.5 |

| | |
|---|---|
| **T&T industry GDP** | US $1,906.1 million |
| % of total | 4.1% |
| **T&T industry employment** | 386,427 jobs |
| % of total | 3.4% |

## Performance Overview




Tanzania ranks 91st in 2017. It is home to one of the most impressive concentration of natural resources (8th) and wildlife globally, with its rich variety of landscapes. Yet international arrivals have flattened since 2012, when the country welcomed 1 million international visitors. Tanzania is a price-competitive destination (34th) where the government plays an active role in promoting the T&T sector (45th). Still, the sector has untapped potential. Cultural resources (86th) could be nurtured to better complement the natural and safari tourism offer. While there has been some progress in the country's infrastructure, particularly air (106th, up 10 places) and ground transport (102nd, up 18 places), it remains largely underdeveloped. Tourism service infrastructure (103rd) and, specifically, the hotel reception capacity, remain low (119th). Despite some improvements, Tanzania's business environment (102nd) is still characterized by slow and costly processes to start a business or obtain construction permits. Health and hygiene conditions (125th) are also improving very slowly. Similarly, the uptake of ICTs technologies is proceeding at a slower pace than in other countries (121st), with a particularly low increase in mobile broadband subscriptions.

## Past performance

| Travel & Tourism Competitiveness Edition | 2015 | 2017 |
|---|---|---|
| **Rank** | 93 / 141 | 91 / 136 |
| **Score** | 3.4 | 3.4 |

# Tanzania

**91st**/136

Travel & Tourism Competitiveness Index 2017 edition

WORLD ECONOMIC FORUM

| Index Component | Rank/136 | Score* |
|---|---|---|
| **Business environment** | 102 | 4.1 |
| Property rights | 100 | 3.9 |
| Business impact of rules on FDI | 93 | 4.2 |
| Efficiency of legal framework in settling disputes | 51 | 4.0 |
| Efficiency of legal framework in challenging regs | 54 | 3.7 |
| Time required to deal with construction permits days | 104 | 205 |
| Cost to deal with construction permits % construction cost | 106 | 5.3 |
| Extent of market dominance | 89 | 3.4 |
| Time to start a business days | 110 | 26.0 |
| Cost to start a business % GNI per capita | 108 | 21.5 |
| Effect of taxation on incentives to work | 115 | 3.1 |
| Effect of taxation on incentives to invest | 100 | 3.2 |
| Total tax rate % profits | 92 | 43.9 |
| **Safety and security** | 92 | 5.1 |
| Business costs of crime and violence | 86 | 4.2 |
| Reliability of police services | 75 | 4.3 |
| Business costs of terrorism | 98 | 4.7 |
| Index of terrorism incidence | 102 | 6.3 |
| Homicide rate /100,000 pop. | 101 | 7.9 |
| **Health and hygiene** | 125 | 2.9 |
| Physician density /1,000 pop | 131 | 0.0 |
| Access to improved sanitation % pop. | 132 | 15.6 |
| Access to improved drinking water % pop. | 131 | 55.6 |
| Hospital beds /10,000 pop. | 116 | 7.0 |
| HIV prevalence % adult pop. | 126 | 5.3 |
| Malaria incidence cases/100,000 pop. | 117 | 10999.1 |
| **Human resources and labour market** | 131 | 3.6 |
| Primary education enrollment rate net % | 130 | 78.0 |
| Secondary education enrollment rate gross % | 133 | 32.3 |
| Extent of staff training | 106 | 3.5 |
| Degree of customer orientation | 105 | 4.1 |
| Hiring and firing practices | 69 | 3.7 |
| Ease of finding skilled employees | 72 | 4.1 |
| Ease of hiring foreign labour | 92 | 3.7 |
| Pay and productivity | 107 | 3.5 |
| Female participation in the labor force ratio to men | 30 | 0.90 |
| **ICT readiness** | 121 | 2.7 |
| ICT use for biz-to-biz transactions | 100 | 4.3 |
| Internet use for biz-to-consumer transactions | 107 | 3.8 |
| Internet users % pop. | 131 | 5.4 |
| Fixed-broadband Internet subscriptions /100 pop. | 120 | 0.2 |
| Mobile-cellular telephone subscriptions /100 pop. | 122 | 75.9 |
| Mobile-broadband subscriptions /100 pop. | 135 | 3.2 |
| Mobile network coverage % pop. | 108 | 95.0 |
| Quality of electricity supply | 112 | 2.9 |
| **Prioritization of Travel & Tourism** | 45 | 4.8 |
| Government prioritization of travel and tourism industry | 85 | 4.6 |
| T&T government expenditure % government budget | 29 | 5.7 |
| Effectiveness of marketing and branding to attract tourists | 69 | 4.4 |
| Comprehensiveness of annual T&T data 0–120 (best) | 121 | 36 |
| Timeliness of providing monthly/quarterly T&T data 0–21 (best) | 53 | 19.0 |
| Country brand strategy rating 1–10 (best) | 8 | 89.0 |

| Index Component | Rank/136 | Score* |
|---|---|---|
| **International Openness** | 64 | 3.2 |
| Visa requirements 0–100 (best) | 15 | 66.0 |
| Openness of bilateral Air Service Agreements 0–38 (best) | 55 | 11.4 |
| Number of regional trade agreements in force number | 83 | 5.0 |
| **Price competitiveness** | 34 | 5.4 |
| Ticket taxes and airport charges 0–100 (best) | 5 | 95.3 |
| Hotel price index US$ | 73 | 141.3 |
| Purchasing power parity PPP $ | 18 | 0.3 |
| Fuel price levels US$ cents/litre | 75 | 120.0 |
| **Environmental sustainability** | 58 | 4.2 |
| Stringency of environmental regulations | 59 | 4.3 |
| Enforcement of environmental regulations | 48 | 4.2 |
| Sustainability of travel and tourism industry development | 50 | 4.6 |
| Particulate matter (2.5) concentration μg/m3 | 37 | 5.3 |
| Environmental treaty ratification 0–27 (best) | 67 | 21 |
| Baseline water stress 5–0 (best) | 51 | 1.0 |
| Threatened species % total species | 111 | 9.0 |
| Forest cover change % change | 80 | 0.1 |
| Wastewater treatment % | 96 | 1.4 |
| Costal shelf fishing pressure tonnes/km2 | 15 | 0.0 |
| **Air transport infrastructure** | 106 | 2.0 |
| Quality of air transport infrastructure | 121 | 3.2 |
| Available seat kilometres, domestic millions | 44 | 17.1 |
| Available seat kilometres, international millions | 84 | 90.3 |
| Aircraft departures /1,000 pop. | 109 | 0.5 |
| Airport density airports/million pop. | 57 | 1.1 |
| Number of operating airlines Number | 61 | 35.0 |
| **Ground and port infrastructure** | 102 | 2.6 |
| Quality of roads | 89 | 3.4 |
| Road density % total territorial area | 116 | - |
| Paved road density % total territorial area | 128 | - |
| Quality of railroad infrastructure | 73 | 2.5 |
| Railroad density km of roads/land area | 69 | 0.5 |
| Quality of port infrastructure | 97 | 3.4 |
| Ground transport efficiency | 92 | 3.0 |
| **Tourist service infrastructure** | 103 | 2.9 |
| Hotel rooms number/100 pop. | 119 | 0.1 |
| Quality of tourism infrastructure | 69 | 4.6 |
| Presence of major car rental companies | 85 | 4 |
| Automated teller machines number/thoudand adult pop. | 121 | 5.7 |
| **Natural resources** | 8 | 4.9 |
| Number of World Heritage natural sites number of sites | 16 | 4 |
| Total known species number of species | 12 | 1636 |
| Total protected areas % total territorial area | 17 | 32.0 |
| Natural tourism digital demand 0–100 (best) | 35 | 35 |
| Attractiveness of natural assets | 64 | 5.2 |
| **Cultural resources and business travel** | 86 | 1.5 |
| Number of World Heritage cultural sites number of sites | 59 | 4 |
| Oral and intangible cultural heritage number of expressions | 93 | 0 |
| Sports stadiums number of large stadiums | 47 | 9.0 |
| Number of international association meetings 3-year average | 74 | 12.7 |
| Cultural and entertainment tourism digital demand 0–100 (best) | 109 | 2 |

* Scores are on a 1-to-7 scale unless indicated otherwise. For detailed definitions, sources, and periods, consult the interactive Country/Economy Profiles and Rankings at http://wef.ch/ttcr

# Thailand

**34th** / 136

Travel & Tourism Competitiveness Index 2017 edition

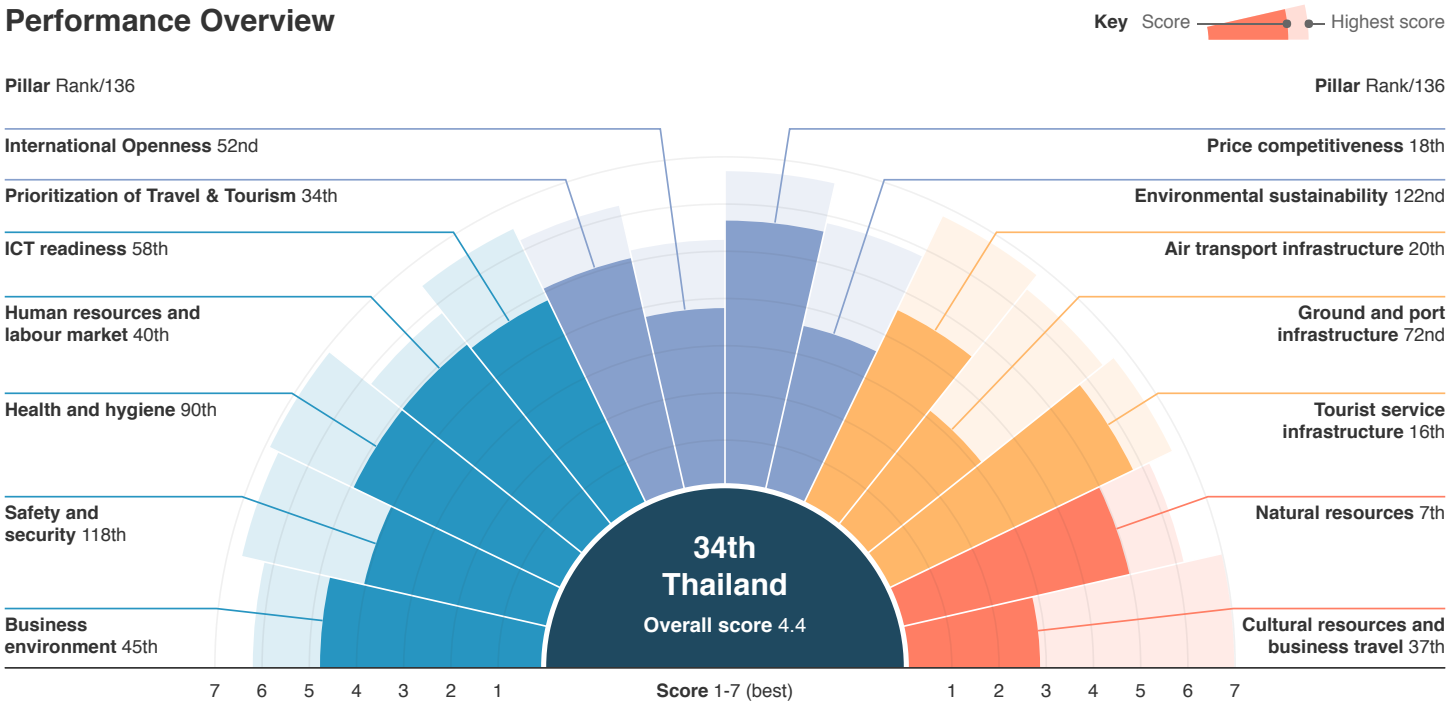
## Key Indicators

Sources: World Tourism Organization (UNWTO) and World Travel and Tourism Council (WTTC)

| | |
|---|---|
| **International tourist arrivals** | 29,923,185 |
| **International tourism inbound receipts** | US $44,552.7 million |
| **Average receipts per arrival** | US $1,488.9 |

| | |
|---|---|
| **T&T industry GDP** | US $36,407.1 million |
| % of total | 9.3% |
| **T&T industry employment** | 2,402,320 jobs |
| % of total | 6.3% |

## Performance Overview




## Past performance

| Travel & Tourism Competitiveness Edition | 2015 | 2017 |
|---|---|---|
| **Rank** | 35 / 141 | 34 / 136 |
| **Score** | 4.3 | 4.4 |

# Thailand

**34th** / 136

## Travel & Tourism Competitiveness Index 2017 edition

WORLD ECONOMIC FORUM

| Index Component | Rank/136 | Score* |
|---|---|---|
| **Business environment** | 45 | 4.7 |
| Property rights | 91 | 4.0 |
| Business impact of rules on FDI | 56 | 4.8 |
| Efficiency of legal framework in settling disputes | 54 | 4.0 |
| Efficiency of legal framework in challenging regs | 61 | 3.6 |
| Time required to deal with construction permits days | 35 | 103 |
| Cost to deal with construction permits % construction cost | 1 | 0.1 |
| Extent of market dominance | 102 | 3.3 |
| Time to start a business days | 109 | 25.5 |
| Cost to start a business % GNI per capita | 67 | 6.6 |
| Effect of taxation on incentives to work | 48 | 4.2 |
| Effect of taxation on incentives to invest | 43 | 4.0 |
| Total tax rate % profits | 45 | 32.6 |
| **Safety and security** | 118 | 4.0 |
| Business costs of crime and violence | 98 | 4.0 |
| Reliability of police services | 60 | 4.6 |
| Business costs of terrorism | 119 | 4.0 |
| Index of terrorism incidence | 126 | 1.0 |
| Homicide rate /100,000 pop. | 76 | 3.9 |
| **Health and hygiene** | 90 | 4.9 |
| Physician density /1,000 pop | 101 | 0.4 |
| Access to improved sanitation % pop. | 63 | 93.0 |
| Access to improved drinking water % pop. | 62 | 97.8 |
| Hospital beds /10,000 pop. | 73 | 21.0 |
| HIV prevalence % adult pop. | 106 | 1.1 |
| Malaria incidence cases/100,000 pop. | 102 | 187.5 |
| **Human resources and labour market** | 40 | 4.9 |
| Primary education enrollment rate net % | 95 | 90.8 |
| Secondary education enrollment rate gross % | 8 | 129.0 |
| Extent of staff training | 53 | 4.1 |
| Degree of customer orientation | 26 | 5.4 |
| Hiring and firing practices | 28 | 4.4 |
| Ease of finding skilled employees | 88 | 3.9 |
| Ease of hiring foreign labour | 50 | 4.2 |
| Pay and productivity | 52 | 4.3 |
| Female participation in the labor force ratio to men | 63 | 0.81 |
| **ICT readiness** | 58 | 4.8 |
| ICT use for biz-to-biz transactions | 41 | 5.1 |
| Internet use for biz-to-consumer transactions | 34 | 5.2 |
| Internet users % pop. | 93 | 39.3 |
| Fixed-broadband Internet subscriptions /100 pop. | 73 | 9.2 |
| Mobile-cellular telephone subscriptions /100 pop. | 19 | 152.7 |
| Mobile-broadband subscriptions /100 pop. | 25 | 88.6 |
| Mobile network coverage % pop. | 98 | 97.0 |
| Quality of electricity supply | 60 | 5.1 |
| **Prioritization of Travel & Tourism** | 34 | 5.0 |
| Government prioritization of travel and tourism industry | 14 | 5.9 |
| T&T government expenditure % government budget | 80 | 2.8 |
| Effectiveness of marketing and branding to attract tourists | 20 | 5.3 |
| Comprehensiveness of annual T&T data 0–120 (best) | 41 | 78 |
| Timeliness of providing monthly/quarterly T&T data 0–21 (best) | 9 | 21.0 |
| Country brand strategy rating 1–10 (best) | 68 | 74.7 |

| Index Component | Rank/136 | Score* |
|---|---|---|
| **International Openness** | 52 | 3.8 |
| Visa requirements 0–100 (best) | 21 | 59.0 |
| Openness of bilateral Air Service Agreements 0–38 (best) | 82 | 9.8 |
| Number of regional trade agreements in force number | 50 | 18.0 |
| **Price competitiveness** | 18 | 5.6 |
| Ticket taxes and airport charges 0–100 (best) | 37 | 83.8 |
| Hotel price index US$ | 35 | 102.0 |
| Purchasing power parity PPP $ | 28 | 0.4 |
| Fuel price levels US$ cents/litre | 30 | 90.0 |
| **Environmental sustainability** | 122 | 3.6 |
| Stringency of environmental regulations | 100 | 3.4 |
| Enforcement of environmental regulations | 93 | 3.4 |
| Sustainability of travel and tourism industry development | 55 | 4.5 |
| Particulate matter (2.5) concentration μg/m3 | 126 | 15.5 |
| Environmental treaty ratification 0–27 (best) | 90 | 19 |
| Baseline water stress 5–0 (best) | 67 | 1.8 |
| Threatened species % total species | 104 | 8.3 |
| Forest cover change % change | 79 | 0.1 |
| Wastewater treatment % | 67 | 11.5 |
| Costal shelf fishing pressure tonnes/km2 | 89 | 0.8 |
| **Air transport infrastructure** | 20 | 4.6 |
| Quality of air transport infrastructure | 42 | 5.0 |
| Available seat kilometres, domestic millions | 13 | 474.8 |
| Available seat kilometres, international millions | 11 | 2425.8 |
| Aircraft departures /1,000 pop. | 50 | 5.6 |
| Airport density airports/million pop. | 67 | 1.0 |
| Number of operating airlines Number | 10 | 122.0 |
| **Ground and port infrastructure** | 72 | 3.1 |
| Quality of roads | 59 | 4.2 |
| Road density % total territorial area | 61 | - |
| Paved road density % total territorial area | 45 | - |
| Quality of railroad infrastructure | 74 | 2.5 |
| Railroad density km of roads/land area | 52 | 1.0 |
| Quality of port infrastructure | 65 | 4.2 |
| Ground transport efficiency | 93 | 3.0 |
| **Tourist service infrastructure** | 16 | 5.8 |
| Hotel rooms number/100 pop. | 39 | 1.0 |
| Quality of tourism infrastructure | 17 | 5.7 |
| Presence of major car rental companies | 1 | 7 |
| Automated teller machines number/thoudand adult pop. | 16 | 111.9 |
| **Natural resources** | 7 | 4.9 |
| Number of World Heritage natural sites number of sites | 30 | 2 |
| Total known species number of species | 18 | 1378 |
| Total protected areas % total territorial area | 57 | 18.8 |
| Natural tourism digital demand 0–100 (best) | 1 | 97 |
| Attractiveness of natural assets | 19 | 6.1 |
| **Cultural resources and business travel** | 37 | 2.8 |
| Number of World Heritage cultural sites number of sites | 61 | 3 |
| Oral and intangible cultural heritage number of expressions | 93 | 0 |
| Sports stadiums number of large stadiums | 43 | 10.0 |
| Number of international association meetings 3-year average | 28 | 149.0 |
| Cultural and entertainment tourism digital demand 0–100 (best) | 17 | 40 |

* Scores are on a 1-to-7 scale unless indicated otherwise. For detailed definitions, sources, and periods, consult the interactive Country/Economy Profiles and Rankings at http://wef.ch/ttcr

# Trinidad and Tobago

**73rd** / 136

Travel & Tourism Competitiveness Index 2017 edition

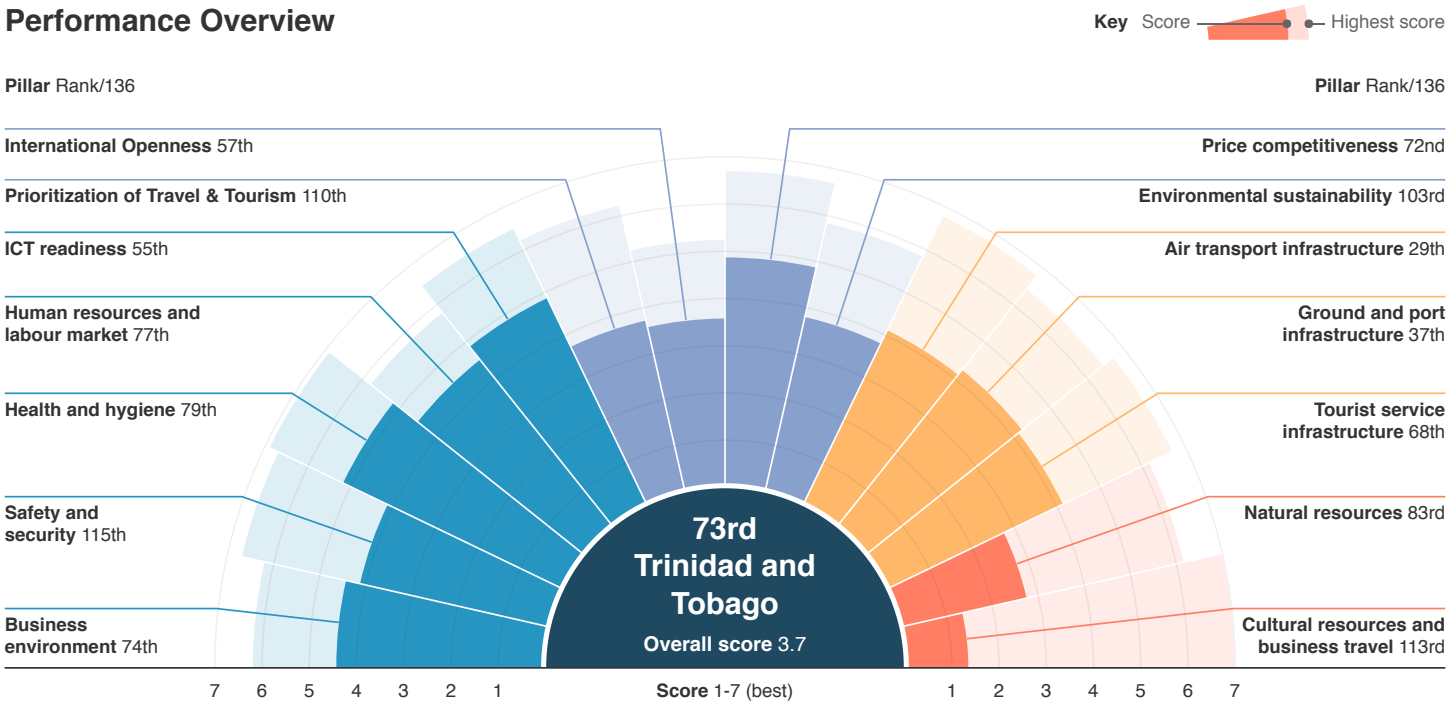
## Key Indicators

Sources: World Tourism Organization (UNWTO) and World Travel and Tourism Council (WTTC)

| | |
|---|---|
| **International tourist arrivals** | 439,749 |
| **International tourism inbound receipts** | US $471.6 million |
| **Average receipts per arrival** | US $1,072.4 |

| | |
|---|---|
| **T&T industry GDP** | US $842.8 million |
| % of total | 3.2% |
| **T&T industry employment** | 29,391 jobs |
| % of total | 4.6% |

## Performance Overview




## Past performance

| Travel & Tourism Competitiveness Edition | 2015 | 2017 |
|---|---|---|
| **Rank** | 69 / 141 | 73 / 136 |
| **Score** | 3.7 | 3.7 |

# Trinidad and Tobago

**73rd** /136

Travel & Tourism Competitiveness Index 2017 edition

WORLD ECONOMIC FORUM

| Index Component | Rank/136 | Score* |
|---|---|---|
| **Business environment** | 74 | 4.4 |
| Property rights | 85 | 4.1 |
| Business impact of rules on FDI | 52 | 4.8 |
| Efficiency of legal framework in settling disputes | 104 | 3.0 |
| Efficiency of legal framework in challenging regs | 94 | 3.0 |
| Time required to deal with construction permits days | 123 | 253 |
| Cost to deal with construction permits % construction cost | 1 | 0.1 |
| Extent of market dominance | 116 | 3.1 |
| Time to start a business days | 66 | 10.5 |
| Cost to start a business % GNI per capita | 13 | 0.6 |
| Effect of taxation on incentives to work | 71 | 3.8 |
| Effect of taxation on incentives to invest | 33 | 4.1 |
| Total tax rate % profits | 43 | 32.2 |
| **Safety and security** | 115 | 4.1 |
| Business costs of crime and violence | 130 | 2.5 |
| Reliability of police services | 124 | 2.8 |
| Business costs of terrorism | 73 | 5.2 |
| Index of terrorism incidence | 59 | 7.0 |
| Homicide rate /100,000 pop. | 128 | 25.9 |
| **Health and hygiene** | 79 | 5.1 |
| Physician density /1,000 pop | 81 | 1.2 |
| Access to improved sanitation % pop. | 66 | 91.5 |
| Access to improved drinking water % pop. | 77 | 95.1 |
| Hospital beds /10,000 pop. | 61 | 27.0 |
| HIV prevalence % adult pop. | 118 | 1.7 |
| Malaria incidence cases/100,000 pop. | 1 | M.F. |
| **Human resources and labour market** | 77 | 4.5 |
| Primary education enrollment rate net % | 64 | 95.2 |
| Secondary education enrollment rate gross % | 87 | 85.5 |
| Extent of staff training | 52 | 4.1 |
| Degree of customer orientation | 134 | 3.3 |
| Hiring and firing practices | 70 | 3.7 |
| Ease of finding skilled employees | 65 | 4.3 |
| Ease of hiring foreign labour | 91 | 3.7 |
| Pay and productivity | 71 | 3.9 |
| Female participation in the labor force ratio to men | 87 | 0.74 |
| **ICT readiness** | 55 | 4.8 |
| ICT use for biz-to-biz transactions | 92 | 4.4 |
| Internet use for biz-to-consumer transactions | 96 | 4.0 |
| Internet users % pop. | 50 | 69.2 |
| Fixed-broadband Internet subscriptions /100 pop. | 43 | 20.0 |
| Mobile-cellular telephone subscriptions /100 pop. | 16 | 157.7 |
| Mobile-broadband subscriptions /100 pop. | 101 | 32.9 |
| Mobile network coverage % pop. | 1 | 100.0 |
| Quality of electricity supply | 57 | 5.2 |
| **Prioritization of Travel & Tourism** | 110 | 3.7 |
| Government prioritization of travel and tourism industry | 113 | 3.6 |
| T&T government expenditure % government budget | 102 | 2.1 |
| Effectiveness of marketing and branding to attract tourists | 120 | 3.1 |
| Comprehensiveness of annual T&T data 0–120 (best) | 103 | 48 |
| Timeliness of providing monthly/quarterly T&T data 0–21 (best) | 102 | 13.0 |
| Country brand strategy rating 1–10 (best) | 61 | 76.4 |

| Index Component | Rank/136 | Score* |
|---|---|---|
| **International Openness** | 57 | 3.5 |
| Visa requirements 0–100 (best) | 33 | 52.0 |
| Openness of bilateral Air Service Agreements 0–38 (best) | 13 | 21.6 |
| Number of regional trade agreements in force number | 83 | 5.0 |
| **Price competitiveness** | 72 | 4.8 |
| Ticket taxes and airport charges 0–100 (best) | 126 | 35.1 |
| Hotel price index US$ | 82 | 160.6 |
| Purchasing power parity PPP $ | 85 | 0.5 |
| Fuel price levels US$ cents/litre | 7 | 24.0 |
| **Environmental sustainability** | 103 | 3.8 |
| Stringency of environmental regulations | 124 | 3.0 |
| Enforcement of environmental regulations | 132 | 2.5 |
| Sustainability of travel and tourism industry development | 126 | 3.0 |
| Particulate matter (2.5) concentration μg/m3 | 3 | 1.4 |
| Environmental treaty ratification 0–27 (best) | 79 | 20 |
| Baseline water stress 5–0 (best) | 124 | 5.0 |
| Threatened species % total species | 3 | 2.9 |
| Forest cover change % change | 57 | 0.0 |
| Wastewater treatment % | 81 | 5.0 |
| Costal shelf fishing pressure tonnes/km2 | 18 | 0.0 |
| **Air transport infrastructure** | 29 | 4.1 |
| Quality of air transport infrastructure | 75 | 4.3 |
| Available seat kilometres, domestic millions | 75 | 1.7 |
| Available seat kilometres, international millions | 93 | 62.6 |
| Aircraft departures /1,000 pop. | 17 | 25.8 |
| Airport density airports/million pop. | 3 | 17.4 |
| Number of operating airlines Number | 117 | 13.0 |
| **Ground and port infrastructure** | 37 | 4.2 |
| Quality of roads | 62 | 4.1 |
| Road density % total territorial area | 20 | - |
| Paved road density % total territorial area | 30 | - |
| Quality of railroad infrastructure | n/a | n/a |
| Railroad density km of roads/land area | n/a | n/a |
| Quality of port infrastructure | 81 | 3.8 |
| Ground transport efficiency | 62 | 3.7 |
| **Tourist service infrastructure** | 68 | 4.1 |
| Hotel rooms number/100 pop. | 60 | 0.6 |
| Quality of tourism infrastructure | 110 | 3.7 |
| Presence of major car rental companies | 1 | 7 |
| Automated teller machines number/thoudand adult pop. | 77 | 40.8 |
| **Natural resources** | 83 | 2.7 |
| Number of World Heritage natural sites number of sites | 86 | 0 |
| Total known species number of species | 67 | 555 |
| Total protected areas % total territorial area | 16 | 32.5 |
| Natural tourism digital demand 0–100 (best) | 80 | 9 |
| Attractiveness of natural assets | 123 | 3.6 |
| **Cultural resources and business travel** | 113 | 1.3 |
| Number of World Heritage cultural sites number of sites | 126 | 0 |
| Oral and intangible cultural heritage number of expressions | 93 | 0 |
| Sports stadiums number of large stadiums | 77 | 4.0 |
| Number of international association meetings 3-year average | 90 | 8.7 |
| Cultural and entertainment tourism digital demand 0–100 (best) | 81 | 7 |

* Scores are on a 1-to-7 scale unless indicated otherwise. For detailed definitions, sources, and periods, consult the interactive Country/Economy Profiles and Rankings at http://wef.ch/ttcr

# Tunisia

**87th** / 136

Travel & Tourism Competitiveness Index 2017 edition

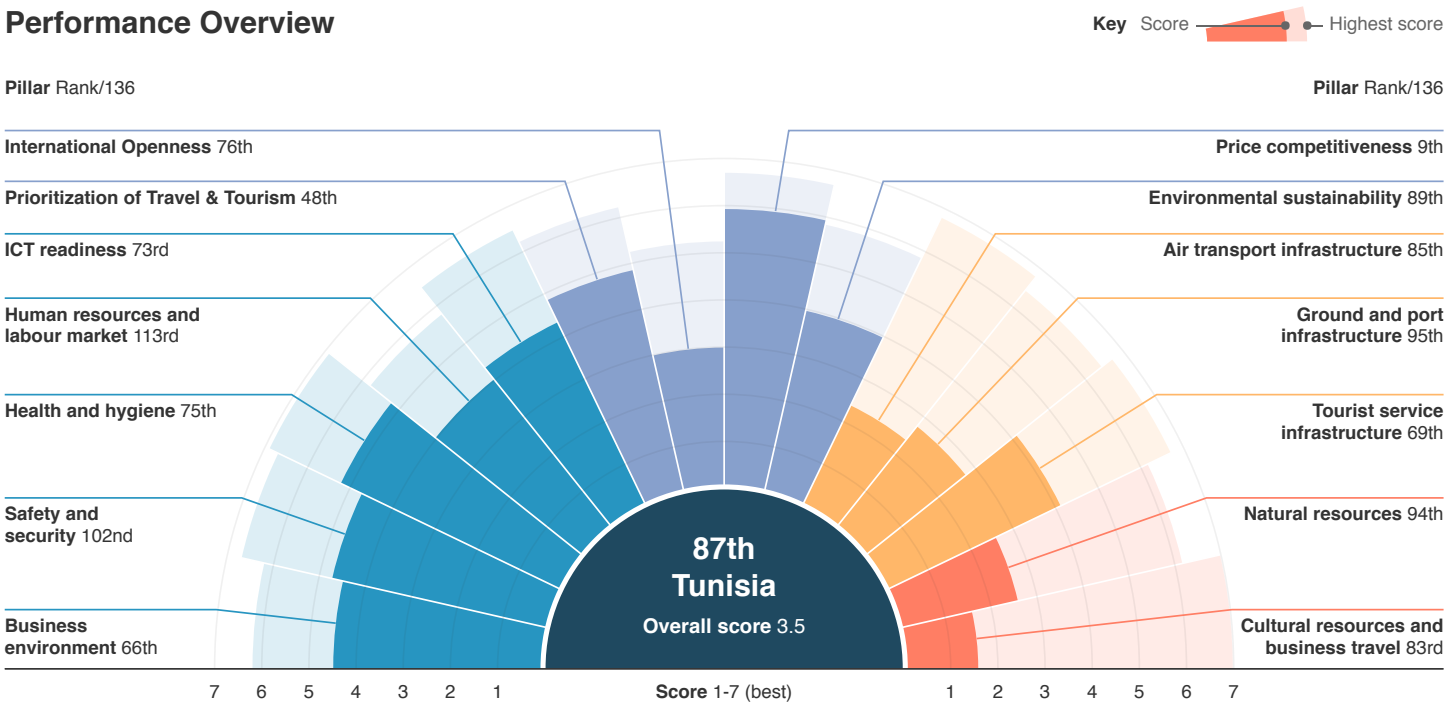
## Key Indicators

Sources: World Tourism Organization (UNWTO) and World Travel and Tourism Council (WTTC)

| | |
|---|---|
| **International tourist arrivals** | 5,359,309 |
| **International tourism inbound receipts** | US $1,380.8 million |
| **Average receipts per arrival** | US $257.7 |

| | |
|---|---|
| **T&T industry GDP** | US $2,524.5 million |
| % of total | 5.8% |
| **T&T industry employment** | 185,290 jobs |
| % of total | 5.3% |

## Performance Overview




Tunisia falls 8 places to take the 87th position on the 2017 index. Representing 14% of total exports for Tunisia, the T&T sector has great importance for the country's economy, and is consequently highly prioritized by the government (48th). Tunisia has traditionally attracted tourism with its beach resorts, modern accommodation infrastructure and attractive prices. Price competitiveness remains strong (9th), and the country's tourism sector infrastructure attains a fair performance (69th). However, natural resources (94th) are not sufficiently valued. To date, only one site appears on the UNESCO's World Heritage Site list, and the digital demand for tourism related to nature is low (59th), indicating an insufficient value proposition. Both ground (95th) and air infrastructure (85th, down 8 places) are less efficient than they should be, with fewer companies flying directly to Tunisia. Yet the main bottlenecks to development are low safety and security (102nd), with terrorism emerging as a destabilizing force (112nd), which in turn has led to high costs on business (125th), and the rigid and uncompetitive labour market (136th).

## Past performance

| Travel & Tourism Competitiveness Edition | 2015 | 2017 |
|---|---|---|
| **Rank** | 79 / 141 | 87 / 136 |
| **Score** | 3.5 | 3.5 |

# Tunisia

**87th** / 136

## Travel & Tourism Competitiveness Index 2017 edition

WORLD ECONOMIC FORUM

| Index Component | Rank/136 | Score* |
|---|---|---|
| **Business environment** | 66 | 4.4 |
| Property rights | 49 | 4.5 |
| Business impact of rules on FDI | 90 | 4.3 |
| Efficiency of legal framework in settling disputes | 62 | 3.7 |
| Efficiency of legal framework in challenging regs | 65 | 3.5 |
| Time required to deal with construction permits days | 25 | 93 |
| Cost to deal with construction permits % construction cost | 78 | 2.5 |
| Extent of market dominance | 99 | 3.3 |
| Time to start a business days | 68 | 11.0 |
| Cost to start a business % GNI per capita | 57 | 4.7 |
| Effect of taxation on incentives to work | 82 | 3.8 |
| Effect of taxation on incentives to invest | 56 | 3.8 |
| Total tax rate % profits | 122 | 60.2 |
| **Safety and security** | 102 | 4.7 |
| Business costs of crime and violence | 92 | 4.1 |
| Reliability of police services | 73 | 4.3 |
| Business costs of terrorism | 125 | 3.2 |
| Index of terrorism incidence | 112 | 5.3 |
| Homicide rate /100,000 pop. | 67 | 3.1 |
| **Health and hygiene** | 75 | 5.2 |
| Physician density /1,000 pop | 77 | 1.2 |
| Access to improved sanitation % pop. | 65 | 91.6 |
| Access to improved drinking water % pop. | 64 | 97.7 |
| Hospital beds /10,000 pop. | 73 | 21.0 |
| HIV prevalence % adult pop. | 1 | 0.1 |
| Malaria incidence cases/100,000 pop. | 1 | S.L. |
| **Human resources and labour market** | 113 | 4.0 |
| Primary education enrollment rate net % | 21 | 98.6 |
| Secondary education enrollment rate gross % | 81 | 88.2 |
| Extent of staff training | 112 | 3.4 |
| Degree of customer orientation | 95 | 4.3 |
| Hiring and firing practices | 122 | 2.8 |
| Ease of finding skilled employees | 75 | 4.1 |
| Ease of hiring foreign labour | 135 | 2.4 |
| Pay and productivity | 130 | 3.0 |
| Female participation in the labor force ratio to men | 125 | 0.36 |
| **ICT readiness** | 73 | 4.3 |
| ICT use for biz-to-biz transactions | 110 | 4.0 |
| Internet use for biz-to-consumer transactions | 119 | 3.5 |
| Internet users % pop. | 81 | 48.5 |
| Fixed-broadband Internet subscriptions /100 pop. | 87 | 4.3 |
| Mobile-cellular telephone subscriptions /100 pop. | 43 | 129.9 |
| Mobile-broadband subscriptions /100 pop. | 55 | 62.6 |
| Mobile network coverage % pop. | 65 | 99.0 |
| Quality of electricity supply | 59 | 5.1 |
| **Prioritization of Travel & Tourism** | 48 | 4.8 |
| Government prioritization of travel and tourism industry | 54 | 5.1 |
| T&T government expenditure % government budget | 19 | 7.4 |
| Effectiveness of marketing and branding to attract tourists | 101 | 3.6 |
| Comprehensiveness of annual T&T data 0–120 (best) | 81 | 60 |
| Timeliness of providing monthly/quarterly T&T data 0–21 (best) | 9 | 21.0 |
| Country brand strategy rating 1–10 (best) | 120 | 57.7 |

| Index Component | Rank/136 | Score* |
|---|---|---|
| **International Openness** | 76 | 3.0 |
| Visa requirements 0–100 (best) | 37 | 49.0 |
| Openness of bilateral Air Service Agreements 0–38 (best) | 71 | 10.2 |
| Number of regional trade agreements in force number | 71 | 7.0 |
| **Price competitiveness** | 9 | 5.9 |
| Ticket taxes and airport charges 0–100 (best) | 48 | 80.3 |
| Hotel price index US$ | 9 | 78.9 |
| Purchasing power parity PPP $ | 21 | 0.3 |
| Fuel price levels US$ cents/litre | 17 | 68.0 |
| **Environmental sustainability** | 89 | 3.9 |
| Stringency of environmental regulations | 103 | 3.4 |
| Enforcement of environmental regulations | 112 | 3.1 |
| Sustainability of travel and tourism industry development | 99 | 3.9 |
| Particulate matter (2.5) concentration μg/m3 | 54 | 6.6 |
| Environmental treaty ratification 0–27 (best) | 67 | 21 |
| Baseline water stress 5–0 (best) | 99 | 3.5 |
| Threatened species % total species | 75 | 6.4 |
| Forest cover change % change | 74 | 0.1 |
| Wastewater treatment % | 47 | 44.1 |
| Costal shelf fishing pressure tonnes/km2 | 65 | 0.2 |
| **Air transport infrastructure** | 85 | 2.3 |
| Quality of air transport infrastructure | 96 | 3.9 |
| Available seat kilometres, domestic millions | 76 | 1.6 |
| Available seat kilometres, international millions | 75 | 123.0 |
| Aircraft departures /1,000 pop. | 69 | 3.2 |
| Airport density airports/million pop. | 60 | 1.1 |
| Number of operating airlines Number | 54 | 40.0 |
| **Ground and port infrastructure** | 95 | 2.7 |
| Quality of roads | 86 | 3.5 |
| Road density % total territorial area | 111 | - |
| Paved road density % total territorial area | 79 | - |
| Quality of railroad infrastructure | 61 | 2.8 |
| Railroad density km of roads/land area | 34 | 2.3 |
| Quality of port infrastructure | 98 | 3.3 |
| Ground transport efficiency | 97 | 2.9 |
| **Tourist service infrastructure** | 69 | 4.1 |
| Hotel rooms number/100 pop. | 30 | 1.1 |
| Quality of tourism infrastructure | 80 | 4.5 |
| Presence of major car rental companies | 72 | 5 |
| Automated teller machines number/thoudand adult pop. | 97 | 23.3 |
| **Natural resources** | 94 | 2.5 |
| Number of World Heritage natural sites number of sites | 46 | 1 |
| Total known species number of species | 94 | 407 |
| Total protected areas % total territorial area | 114 | 5.4 |
| Natural tourism digital demand 0–100 (best) | 59 | 14 |
| Attractiveness of natural assets | 83 | 4.9 |
| **Cultural resources and business travel** | 83 | 1.5 |
| Number of World Heritage cultural sites number of sites | 30 | 7 |
| Oral and intangible cultural heritage number of expressions | 93 | 0 |
| Sports stadiums number of large stadiums | 55 | 6.0 |
| Number of international association meetings 3-year average | 73 | 17.0 |
| Cultural and entertainment tourism digital demand 0–100 (best) | 87 | 6 |

* Scores are on a 1-to-7 scale unless indicated otherwise. For detailed definitions, sources, and periods, consult the interactive Country/Economy Profiles and Rankings at http://wef.ch/ttcr

# Turkey

**44th** / 136

Travel & Tourism Competitiveness Index 2017 edition

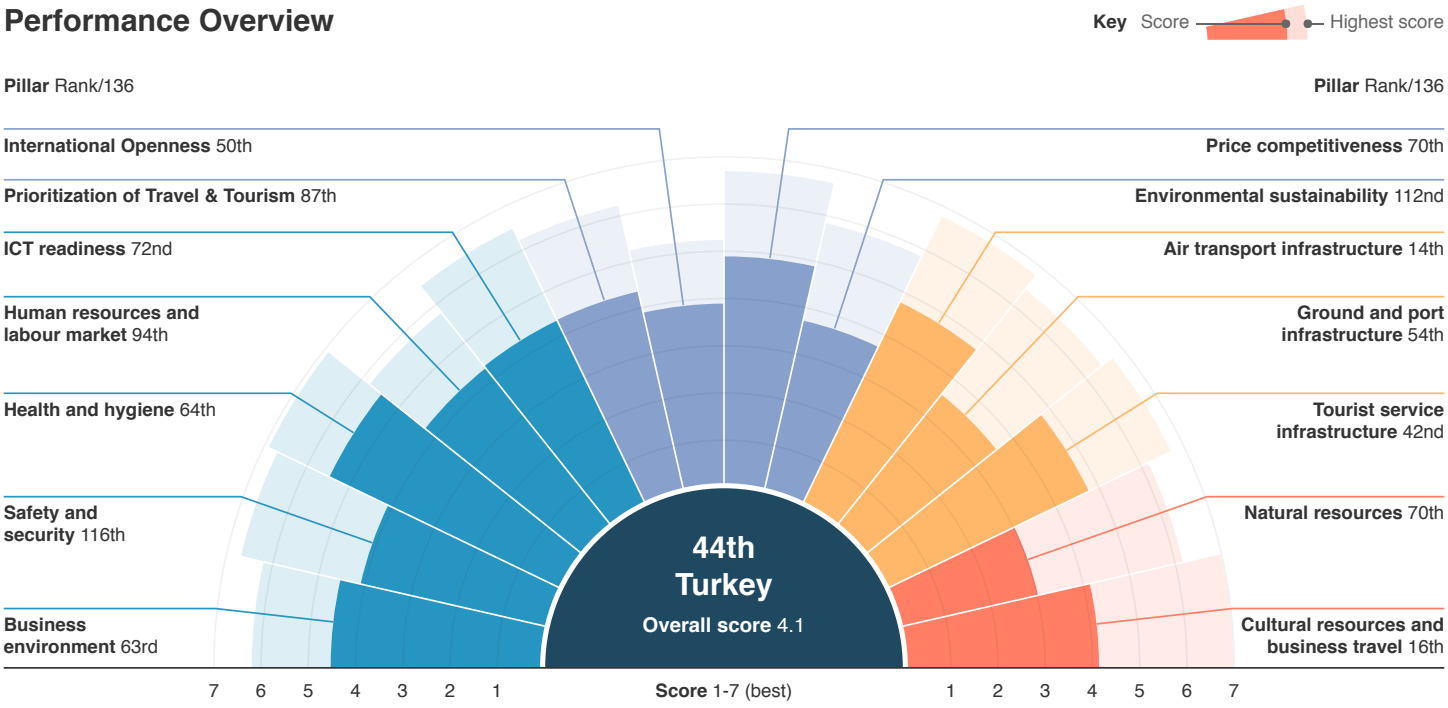
## Key Indicators

Sources: World Tourism Organization (UNWTO) and World Travel and Tourism Council (WTTC)

| | |
|---|---|
| **International tourist arrivals** | 39,478,000 |
| **International tourism inbound receipts** | US $26,616.0 million |
| **Average receipts per arrival** | US $674.2 |

| | |
|---|---|
| **T&T industry GDP** | US $35,897.8 million |
| % of total | 5.0% |
| **T&T industry employment** | 599,870 jobs |
| % of total | 2.3% |

## Performance Overview




## Past performance

| Travel & Tourism Competitiveness Edition | 2015 | 2017 |
|---|---|---|
| **Rank** | 44 / 141 | 44 / 136 |
| **Score** | 4.1 | 4.1 |

# Turkey

**44th** / 136

## Travel & Tourism Competitiveness Index 2017 edition

WORLD ECONOMIC FORUM

| Index Component | Rank/136 | Score* |
|---|---|---|
| **Business environment** | 63 | 4.5 |
| Property rights | 62 | 4.4 |
| Business impact of rules on FDI | 47 | 4.9 |
| Efficiency of legal framework in settling disputes | 94 | 3.1 |
| Efficiency of legal framework in challenging regs | 116 | 2.7 |
| Time required to deal with construction permits days | 35 | 103 |
| Cost to deal with construction permits % construction cost | 91 | 3.5 |
| Extent of market dominance | 54 | 3.8 |
| Time to start a business days | 37 | 6.5 |
| Cost to start a business % GNI per capita | 98 | 16.4 |
| Effect of taxation on incentives to work | 66 | 3.9 |
| Effect of taxation on incentives to invest | 71 | 3.6 |
| Total tax rate % profits | 85 | 41.1 |
| **Safety and security** | 116 | 4.1 |
| Business costs of crime and violence | 75 | 4.5 |
| Reliability of police services | 67 | 4.3 |
| Business costs of terrorism | 117 | 4.1 |
| Index of terrorism incidence | 126 | 1.0 |
| Homicide rate /100,000 pop. | 81 | 4.3 |
| **Health and hygiene** | 64 | 5.4 |
| Physician density /1,000 pop | 70 | 1.7 |
| Access to improved sanitation % pop. | 55 | 94.9 |
| Access to improved drinking water % pop. | 1 | 100.0 |
| Hospital beds /10,000 pop. | 67 | 25.0 |
| HIV prevalence % adult pop. | 1 | <0.1 |
| Malaria incidence cases/100,000 pop. | 77 | 0.1 |
| **Human resources and labour market** | 94 | 4.3 |
| Primary education enrollment rate net % | 85 | 92.9 |
| Secondary education enrollment rate gross % | 46 | 100.3 |
| Extent of staff training | 99 | 3.5 |
| Degree of customer orientation | 39 | 5.1 |
| Hiring and firing practices | 90 | 3.5 |
| Ease of finding skilled employees | 90 | 3.9 |
| Ease of hiring foreign labour | 85 | 3.8 |
| Pay and productivity | 92 | 3.7 |
| Female participation in the labor force ratio to men | 123 | 0.44 |
| **ICT readiness** | 72 | 4.3 |
| ICT use for biz-to-biz transactions | 52 | 4.9 |
| Internet use for biz-to-consumer transactions | 46 | 4.9 |
| Internet users % pop. | 71 | 53.7 |
| Fixed-broadband Internet subscriptions /100 pop. | 61 | 12.4 |
| Mobile-cellular telephone subscriptions /100 pop. | 100 | 96.0 |
| Mobile-broadband subscriptions /100 pop. | 73 | 50.9 |
| Mobile network coverage % pop. | 90 | 98.5 |
| Quality of electricity supply | 83 | 4.4 |
| **Prioritization of Travel & Tourism** | 87 | 4.3 |
| Government prioritization of travel and tourism industry | 66 | 4.8 |
| T&T government expenditure % government budget | 132 | 0.5 |
| Effectiveness of marketing and branding to attract tourists | 66 | 4.4 |
| Comprehensiveness of annual T&T data 0–120 (best) | 5 | 105 |
| Timeliness of providing monthly/quarterly T&T data 0–21 (best) | 17 | 20.5 |
| Country brand strategy rating 1–10 (best) | 115 | 60.9 |

| Index Component | Rank/136 | Score* |
|---|---|---|
| **International Openness** | 50 | 3.9 |
| Visa requirements 0–100 (best) | 34 | 51.0 |
| Openness of bilateral Air Service Agreements 0–38 (best) | 58 | 11.3 |
| Number of regional trade agreements in force number | 45 | 21.0 |
| **Price competitiveness** | 70 | 4.9 |
| Ticket taxes and airport charges 0–100 (best) | 28 | 86.6 |
| Hotel price index US$ | 27 | 90.7 |
| Purchasing power parity PPP $ | 72 | 0.5 |
| Fuel price levels US$ cents/litre | 132 | 190.0 |
| **Environmental sustainability** | 112 | 3.7 |
| Stringency of environmental regulations | 78 | 3.8 |
| Enforcement of environmental regulations | 86 | 3.5 |
| Sustainability of travel and tourism industry development | 41 | 4.8 |
| Particulate matter (2.5) concentration µg/m3 | 90 | 10.4 |
| Environmental treaty ratification 0–27 (best) | 125 | 16 |
| Baseline water stress 5–0 (best) | 109 | 3.8 |
| Threatened species % total species | 105 | 8.7 |
| Forest cover change % change | 41 | 0.0 |
| Wastewater treatment % | 53 | 31.6 |
| Costal shelf fishing pressure tonnes/km2 | 80 | 0.3 |
| **Air transport infrastructure** | 14 | 4.7 |
| Quality of air transport infrastructure | 29 | 5.4 |
| Available seat kilometres, domestic millions | 11 | 673.0 |
| Available seat kilometres, international millions | 15 | 2051.6 |
| Aircraft departures /1,000 pop. | 40 | 9.0 |
| Airport density airports/million pop. | 78 | 0.9 |
| Number of operating airlines Number | 12 | 107.0 |
| **Ground and port infrastructure** | 54 | 3.5 |
| Quality of roads | 28 | 5.0 |
| Road density % total territorial area | 65 | - |
| Paved road density % total territorial area | 51 | - |
| Quality of railroad infrastructure | 51 | 3.0 |
| Railroad density km of roads/land area | 50 | 1.3 |
| Quality of port infrastructure | 52 | 4.5 |
| Ground transport efficiency | 55 | 3.9 |
| **Tourist service infrastructure** | 42 | 4.7 |
| Hotel rooms number/100 pop. | 64 | 0.5 |
| Quality of tourism infrastructure | 20 | 5.6 |
| Presence of major car rental companies | 51 | 6 |
| Automated teller machines number/thoudand adult pop. | 27 | 77.1 |
| **Natural resources** | 70 | 3.0 |
| Number of World Heritage natural sites number of sites | 46 | 1 |
| Total known species number of species | 65 | 577 |
| Total protected areas % total territorial area | 135 | 0.2 |
| Natural tourism digital demand 0–100 (best) | 27 | 42 |
| Attractiveness of natural assets | 69 | 5.1 |
| **Cultural resources and business travel** | 16 | 4.1 |
| Number of World Heritage cultural sites number of sites | 13 | 15 |
| Oral and intangible cultural heritage number of expressions | 5 | 15 |
| Sports stadiums number of large stadiums | 29 | 15.0 |
| Number of international association meetings 3-year average | 18 | 224.7 |
| Cultural and entertainment tourism digital demand 0–100 (best) | 24 | 28 |

* Scores are on a 1-to-7 scale unless indicated otherwise. For detailed definitions, sources, and periods, consult the interactive Country/Economy Profiles and Rankings at http://wef.ch/ttcr

# Uganda

**106th** / 136

Travel & Tourism Competitiveness Index 2017 edition

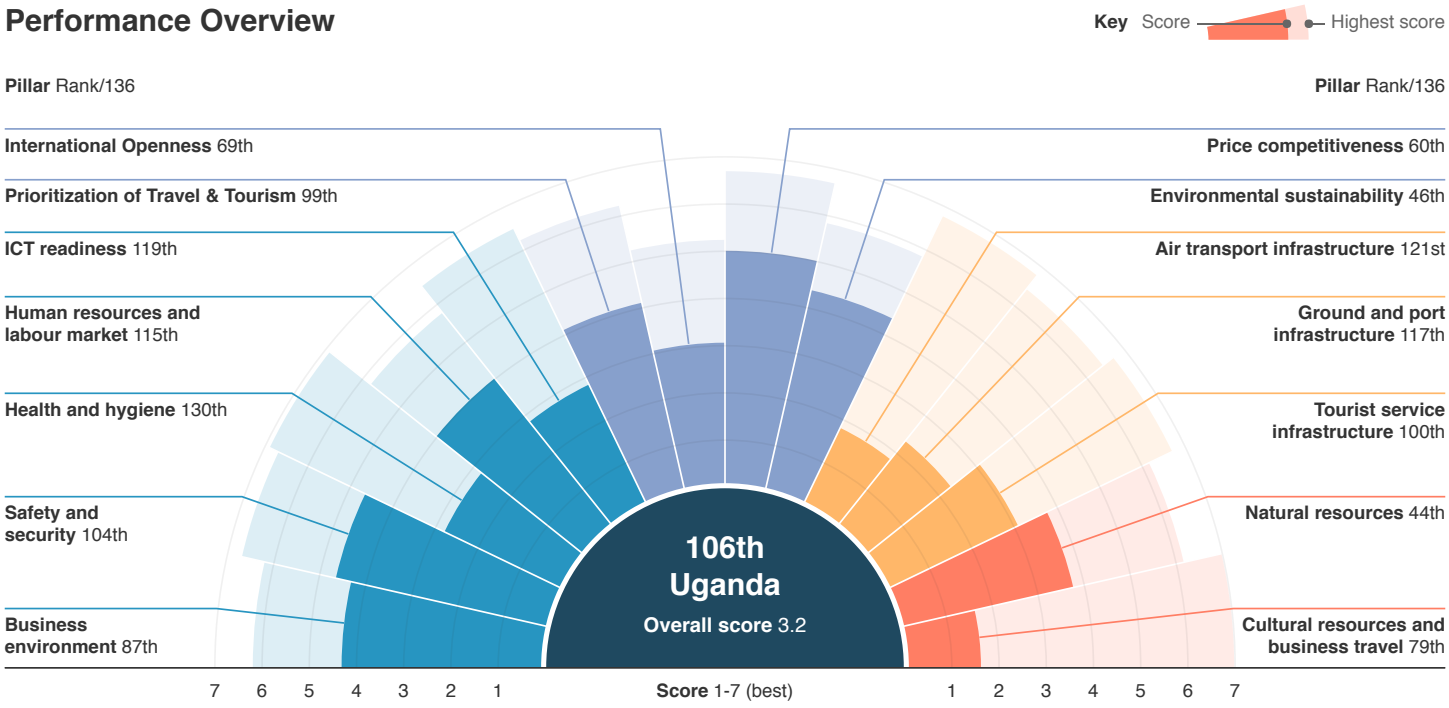
## Key Indicators

Sources: World Tourism Organization (UNWTO) and World Travel and Tourism Council (WTTC)

| | |
|---|---|
| **International tourist arrivals** | 1,303,000 |
| **International tourism inbound receipts** | US $1,149.0 million |
| **Average receipts per arrival** | US $881.8 |

| | |
|---|---|
| **T&T industry GDP** | US $920.0 million |
| % of total | 3.7% |
| **T&T industry employment** | 464,305 jobs |
| % of total | 3.1% |

## Performance Overview




## Past performance

| Travel & Tourism Competitiveness Edition | 2015 | 2017 |
|---|---|---|
| **Rank** | 114 / 141 | 106 / 136 |
| **Score** | 3.1 | 3.2 |

# Uganda

**106th** / 136

## Travel & Tourism Competitiveness Index 2017 edition

WORLD ECONOMIC FORUM

| Index Component | Rank/136 | Score* |
|---|---|---|
| **Business environment** | 87 | 4.3 |
| Property rights | 72 | 4.2 |
| Business impact of rules on FDI | 31 | 5.2 |
| Efficiency of legal framework in settling disputes | 58 | 3.8 |
| Efficiency of legal framework in challenging regs | 69 | 3.5 |
| Time required to deal with construction permits days | 53 | 122 |
| Cost to deal with construction permits % construction cost | 121 | 9.0 |
| Extent of market dominance | 115 | 3.1 |
| Time to start a business days | 110 | 26.0 |
| Cost to start a business % GNI per capita | 118 | 37.1 |
| Effect of taxation on incentives to work | 92 | 3.7 |
| Effect of taxation on incentives to invest | 112 | 3.0 |
| Total tax rate % profits | 52 | 33.5 |
| **Safety and security** | 104 | 4.6 |
| Business costs of crime and violence | 110 | 3.6 |
| Reliability of police services | 87 | 4.0 |
| Business costs of terrorism | 121 | 3.7 |
| Index of terrorism incidence | 96 | 6.5 |
| Homicide rate /100,000 pop. | 119 | 11.8 |
| **Health and hygiene** | 130 | 2.8 |
| Physician density /1,000 pop | 118 | 0.1 |
| Access to improved sanitation % pop. | 131 | 19.1 |
| Access to improved drinking water % pop. | 113 | 79.0 |
| Hospital beds /10,000 pop. | 125 | 5.0 |
| HIV prevalence % adult pop. | 128 | 7.3 |
| Malaria incidence cases/100,000 pop. | 126 | 21438.2 |
| **Human resources and labour market** | 115 | 4.0 |
| Primary education enrollment rate net % | 124 | 84.4 |
| Secondary education enrollment rate gross % | 135 | 26.1 |
| Extent of staff training | 93 | 3.6 |
| Degree of customer orientation | 85 | 4.4 |
| Hiring and firing practices | 41 | 4.1 |
| Ease of finding skilled employees | 63 | 4.3 |
| Ease of hiring foreign labour | 16 | 4.8 |
| Pay and productivity | 104 | 3.5 |
| Female participation in the labor force ratio to men | 15 | 0.95 |
| **ICT readiness** | 119 | 2.8 |
| ICT use for biz-to-biz transactions | 82 | 4.5 |
| Internet use for biz-to-consumer transactions | 117 | 3.6 |
| Internet users % pop. | 114 | 19.2 |
| Fixed-broadband Internet subscriptions /100 pop. | 122 | 0.2 |
| Mobile-cellular telephone subscriptions /100 pop. | 131 | 50.4 |
| Mobile-broadband subscriptions /100 pop. | 112 | 18.3 |
| Mobile network coverage % pop. | 120 | 91.0 |
| Quality of electricity supply | 102 | 3.4 |
| **Prioritization of Travel & Tourism** | 99 | 4.1 |
| Government prioritization of travel and tourism industry | 81 | 4.6 |
| T&T government expenditure % government budget | 94 | 2.3 |
| Effectiveness of marketing and branding to attract tourists | 78 | 4.1 |
| Comprehensiveness of annual T&T data 0–120 (best) | 107 | 44 |
| Timeliness of providing monthly/quarterly T&T data 0–21 (best) | 97 | 13.5 |
| Country brand strategy rating 1–10 (best) | 89 | 71.9 |

| Index Component | Rank/136 | Score* |
|---|---|---|
| **International Openness** | 69 | 3.0 |
| Visa requirements 0–100 (best) | 8 | 71.0 |
| Openness of bilateral Air Service Agreements 0–38 (best) | 103 | 7.8 |
| Number of regional trade agreements in force number | 102 | 3.0 |
| **Price competitiveness** | 60 | 5.0 |
| Ticket taxes and airport charges 0–100 (best) | 101 | 59.5 |
| Hotel price index US$ | n/a | n/a |
| Purchasing power parity PPP $ | 41 | 0.4 |
| Fuel price levels US$ cents/litre | 60 | 111.0 |
| **Environmental sustainability** | 46 | 4.3 |
| Stringency of environmental regulations | 113 | 3.2 |
| Enforcement of environmental regulations | 114 | 3.1 |
| Sustainability of travel and tourism industry development | 72 | 4.3 |
| Particulate matter (2.5) concentration µg/m3 | 66 | 7.7 |
| Environmental treaty ratification 0–27 (best) | 90 | 19 |
| Baseline water stress 5–0 (best) | 10 | 0.0 |
| Threatened species % total species | 35 | 4.1 |
| Forest cover change % change | 72 | 0.1 |
| Wastewater treatment % | 103 | 0.4 |
| Costal shelf fishing pressure tonnes/km2 | n/a | n/a |
| **Air transport infrastructure** | 121 | 1.8 |
| Quality of air transport infrastructure | 118 | 3.2 |
| Available seat kilometres, domestic millions | 99 | 0.2 |
| Available seat kilometres, international millions | 97 | 50.8 |
| Aircraft departures /1,000 pop. | 127 | 0.1 |
| Airport density airports/million pop. | 85 | 0.8 |
| Number of operating airlines Number | 94 | 20.0 |
| **Ground and port infrastructure** | 117 | 2.3 |
| Quality of roads | 87 | 3.5 |
| Road density % total territorial area | 67 | - |
| Paved road density % total territorial area | 86 | - |
| Quality of railroad infrastructure | 95 | 1.6 |
| Railroad density km of roads/land area | 96 | 0.1 |
| Quality of port infrastructure | 119 | 2.5 |
| Ground transport efficiency | 115 | 2.5 |
| **Tourist service infrastructure** | 100 | 3.0 |
| Hotel rooms number/100 pop. | 43 | 0.9 |
| Quality of tourism infrastructure | 73 | 4.6 |
| Presence of major car rental companies | 113 | 2 |
| Automated teller machines number/thoudand adult pop. | 129 | 4.2 |
| **Natural resources** | 44 | 3.7 |
| Number of World Heritage natural sites number of sites | 30 | 2 |
| Total known species number of species | 17 | 1389 |
| Total protected areas % total territorial area | 74 | 16.0 |
| Natural tourism digital demand 0–100 (best) | 84 | 7 |
| Attractiveness of natural assets | 33 | 5.7 |
| **Cultural resources and business travel** | 79 | 1.6 |
| Number of World Heritage cultural sites number of sites | 97 | 1 |
| Oral and intangible cultural heritage number of expressions | 25 | 6 |
| Sports stadiums number of large stadiums | 77 | 4.0 |
| Number of international association meetings 3-year average | 93 | 8.3 |
| Cultural and entertainment tourism digital demand 0–100 (best) | 104 | 3 |

* Scores are on a 1-to-7 scale unless indicated otherwise. For detailed definitions, sources, and periods, consult the interactive Country/Economy Profiles and Rankings at http://wef.ch/ttcr

# Ukraine

**88th** / 136

Travel & Tourism Competitiveness Index 2017 edition

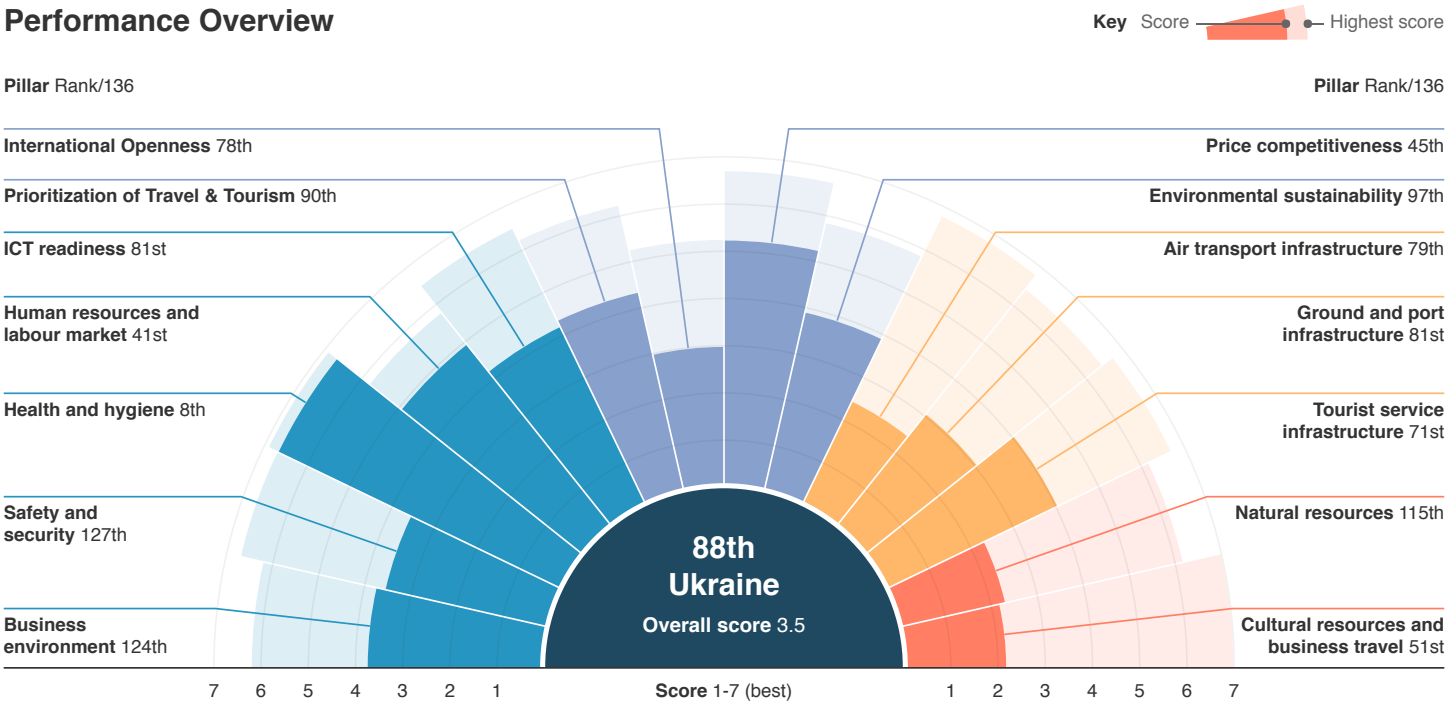
## Key Indicators

Sources: World Tourism Organization (UNWTO) and World Travel and Tourism Council (WTTC)

| | |
|---|---|
| **International tourist arrivals** | 12,428,286 |
| **International tourism inbound receipts** | US $1,082.0 million |
| **Average receipts per arrival** | US $87.1 |

| | |
|---|---|
| **T&T industry GDP** | US $1,304.8 million |
| % of total | 1.4% |
| **T&T industry employment** | 214,364 jobs |
| % of total | 1.2% |

## Performance Overview




## Past performance

| Travel & Tourism Competitiveness Edition | 2017 |
|---|---|
| **Rank** | 88 / 136 |
| **Score** | 3.5 |

# Ukraine

**88th** / 136

## Travel & Tourism Competitiveness Index 2017 edition

WORLD ECONOMIC FORUM

| Index Component | Rank/136 | Score* |
|---|---|---|
| **Business environment** | 124 | 3.7 |
| Property rights | 129 | 3.0 |
| Business impact of rules on FDI | 128 | 3.2 |
| Efficiency of legal framework in settling disputes | 119 | 2.8 |
| Efficiency of legal framework in challenging regs | 125 | 2.5 |
| Time required to deal with construction permits days | 9 | 67 |
| Cost to deal with construction permits % construction cost | 129 | 15.2 |
| Extent of market dominance | 98 | 3.4 |
| Time to start a business days | 22 | 5.0 |
| Cost to start a business % GNI per capita | 11 | 0.5 |
| Effect of taxation on incentives to work | 122 | 3.0 |
| Effect of taxation on incentives to invest | 131 | 2.5 |
| Total tax rate % profits | 114 | 51.9 |
| **Safety and security** | 127 | 3.5 |
| Business costs of crime and violence | 114 | 3.5 |
| Reliability of police services | 102 | 3.5 |
| Business costs of terrorism | 126 | 3.2 |
| Index of terrorism incidence | 126 | 1.0 |
| Homicide rate /100,000 pop. | 83 | 4.4 |
| **Health and hygiene** | 8 | 6.6 |
| Physician density /1,000 pop | 19 | 3.5 |
| Access to improved sanitation % pop. | 51 | 95.9 |
| Access to improved drinking water % pop. | 71 | 96.2 |
| Hospital beds /10,000 pop. | 4 | 90.0 |
| HIV prevalence % adult pop. | 111 | 1.2 |
| Malaria incidence cases/100,000 pop. | 1 | S.L. |
| **Human resources and labour market** | 41 | 4.9 |
| Primary education enrollment rate net % | 57 | 96.2 |
| Secondary education enrollment rate gross % | 53 | 99.2 |
| Extent of staff training | 92 | 3.7 |
| Degree of customer orientation | 82 | 4.5 |
| Hiring and firing practices | 47 | 4.0 |
| Ease of finding skilled employees | 38 | 4.7 |
| Ease of hiring foreign labour | 79 | 3.9 |
| Pay and productivity | 42 | 4.4 |
| Female participation in the labor force ratio to men | 58 | 0.83 |
| **ICT readiness** | 81 | 4.2 |
| ICT use for biz-to-biz transactions | 104 | 4.2 |
| Internet use for biz-to-consumer transactions | 35 | 5.1 |
| Internet users % pop. | 80 | 48.9 |
| Fixed-broadband Internet subscriptions /100 pop. | 64 | 11.8 |
| Mobile-cellular telephone subscriptions /100 pop. | 26 | 144.0 |
| Mobile-broadband subscriptions /100 pop. | 128 | 8.1 |
| Mobile network coverage % pop. | 36 | 99.9 |
| Quality of electricity supply | 85 | 4.4 |
| **Prioritization of Travel & Tourism** | 90 | 4.3 |
| Government prioritization of travel and tourism industry | 122 | 3.4 |
| T&T government expenditure % government budget | 36 | 5.1 |
| Effectiveness of marketing and branding to attract tourists | 103 | 3.6 |
| Comprehensiveness of annual T&T data 0–120 (best) | 18 | 92 |
| Timeliness of providing monthly/quarterly T&T data 0–21 (best) | 104 | 12.0 |
| Country brand strategy rating 1–10 (best) | 65 | 75.2 |

| Index Component | Rank/136 | Score* |
|---|---|---|
| **International Openness** | 78 | 2.9 |
| Visa requirements 0–100 (best) | 105 | 23.0 |
| Openness of bilateral Air Service Agreements 0–38 (best) | 111 | 7.0 |
| Number of regional trade agreements in force number | 48 | 19.0 |
| **Price competitiveness** | 45 | 5.2 |
| Ticket taxes and airport charges 0–100 (best) | 99 | 61.2 |
| Hotel price index US$ | 29 | 95.4 |
| Purchasing power parity PPP $ | 2 | 0.3 |
| Fuel price levels US$ cents/litre | 65 | 116.0 |
| **Environmental sustainability** | 97 | 3.9 |
| Stringency of environmental regulations | 110 | 3.3 |
| Enforcement of environmental regulations | 116 | 3.0 |
| Sustainability of travel and tourism industry development | 108 | 3.7 |
| Particulate matter (2.5) concentration μg/m3 | 90 | 10.4 |
| Environmental treaty ratification 0–27 (best) | 43 | 23 |
| Baseline water stress 5–0 (best) | 89 | 2.9 |
| Threatened species % total species | 78 | 6.4 |
| Forest cover change % change | 73 | 0.1 |
| Wastewater treatment % | 63 | 14.1 |
| Costal shelf fishing pressure tonnes/km2 | 28 | 0.0 |
| **Air transport infrastructure** | 79 | 2.4 |
| Quality of air transport infrastructure | 102 | 3.7 |
| Available seat kilometres, domestic millions | 54 | 7.0 |
| Available seat kilometres, international millions | 59 | 242.5 |
| Aircraft departures /1,000 pop. | 97 | 1.0 |
| Airport density airports/million pop. | 117 | 0.3 |
| Number of operating airlines Number | 37 | 60.0 |
| **Ground and port infrastructure** | 81 | 3.0 |
| Quality of roads | 132 | 2.4 |
| Road density % total territorial area | 68 | - |
| Paved road density % total territorial area | 52 | - |
| Quality of railroad infrastructure | 34 | 4.0 |
| Railroad density km of roads/land area | 24 | 3.6 |
| Quality of port infrastructure | 94 | 3.4 |
| Ground transport efficiency | 53 | 3.9 |
| **Tourist service infrastructure** | 71 | 4.0 |
| Hotel rooms number/100 pop. | 103 | 0.2 |
| Quality of tourism infrastructure | 107 | 3.9 |
| Presence of major car rental companies | 72 | 5 |
| Automated teller machines number/thoudand adult pop. | 21 | 94.6 |
| **Natural resources** | 115 | 2.3 |
| Number of World Heritage natural sites number of sites | 46 | 1 |
| Total known species number of species | 81 | 450 |
| Total protected areas % total territorial area | 121 | 4.0 |
| Natural tourism digital demand 0–100 (best) | 83 | 7 |
| Attractiveness of natural assets | 105 | 4.1 |
| **Cultural resources and business travel** | 51 | 2.1 |
| Number of World Heritage cultural sites number of sites | 36 | 6 |
| Oral and intangible cultural heritage number of expressions | 56 | 2 |
| Sports stadiums number of large stadiums | 25 | 17.0 |
| Number of international association meetings 3-year average | 78 | 11.3 |
| Cultural and entertainment tourism digital demand 0–100 (best) | 51 | 12 |

* Scores are on a 1-to-7 scale unless indicated otherwise. For detailed definitions, sources, and periods, consult the interactive Country/Economy Profiles and Rankings at http://wef.ch/ttcr

# United Arab Emirates

**29th** / 136

Travel & Tourism Competitiveness Index 2017 edition

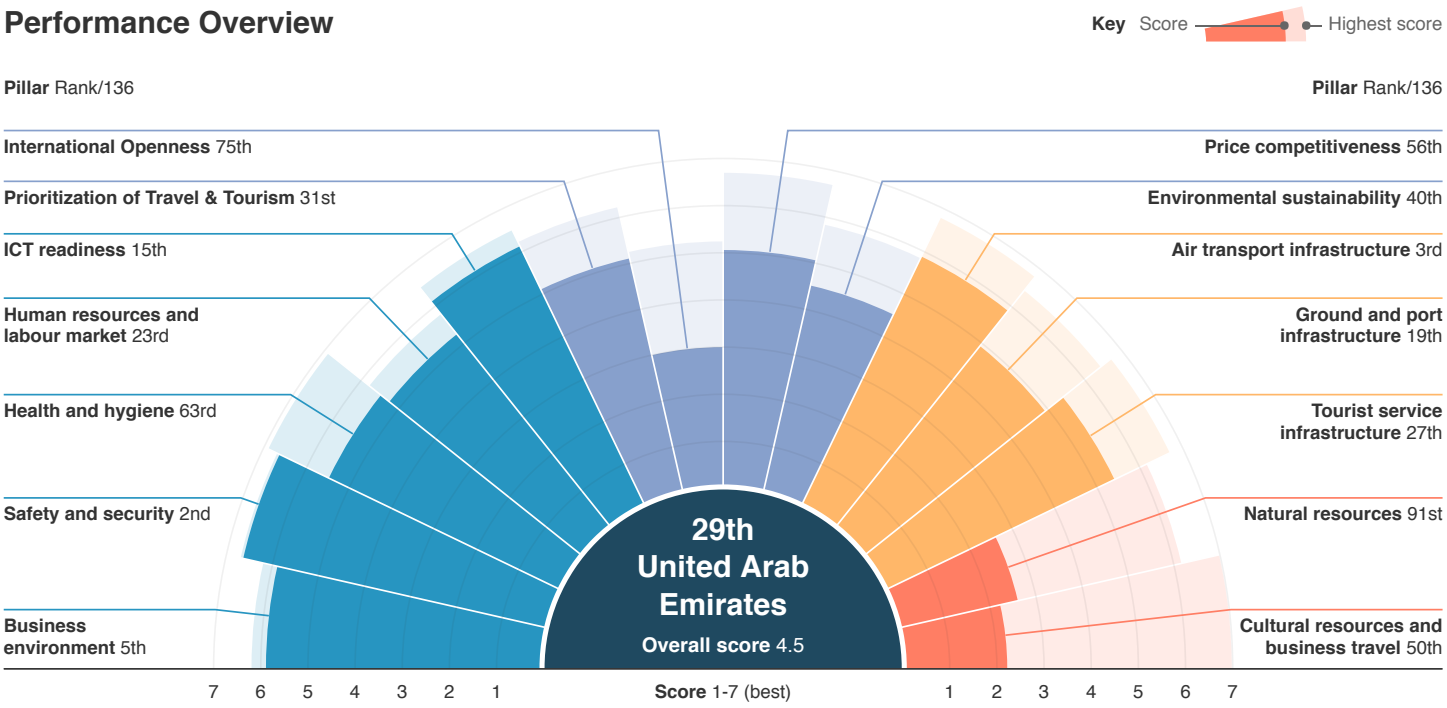
## Key Indicators

Sources: World Tourism Organization (UNWTO) and World Travel and Tourism Council (WTTC)

| | |
|---|---|
| **International tourist arrivals** | 14,200,000 |
| **International tourism inbound receipts** | US $16,038.1 million |
| **Average receipts per arrival** | US $1,129.4 |

| | |
|---|---|
| **T&T industry GDP** | US $17,661.5 million |
| % of total | 4.2% |
| **T&T industry employment** | 329,772 jobs |
| % of total | 5.7% |

## Performance Overview




Ranking 29th, the United Arab Emirates continues to be the most T&T competitive country by far in the Middle East and North Africa region. Its performance continues to improve (rising 1.4% in score since 2015); the country welcomed 14.4 million international visitors in 2015, 4 million more than two years earlier. Despite these improvements, the country fell by a few positions in the rankings, due to exceptional performances of countries in other regions, including South Korea and Greece. The United Arab Emirates continues to offer an outstanding business environment to invest in T&T activities (5th), with advanced ICT readiness (15th) and one of the best air transport infrastructures in the world (3rd), in terms of both connectivity and quality of the service. It is also one of the most secure destinations (2nd), and has a well-developed hospitality and entertainment infrastructure (27th). To improve its competitiveness further, the UAE should focus on becoming more open (75th), expanding its health facilities, and making better use of its natural resources (91st). While the UAE has significantly developed certain segments of cultural tourism, including international conferences and car racing, natural tourism remains an untapped resource for the country.

## Past performance

| Travel & Tourism Competitiveness Edition | 2015 | 2017 |
|---|---|---|
| **Rank** | 24 / 141 | 29 / 136 |
| **Score** | 4.4 | 4.5 |

# United Arab Emirates

**29th** / 136

Travel & Tourism Competitiveness Index 2017 edition

WORLD ECONOMIC FORUM

| Index Component | Rank/136 | Score* |
|---|---|---|
| **Business environment** | 5 | 5.9 |
| Property rights | 20 | 5.7 |
| Business impact of rules on FDI | 14 | 5.5 |
| Efficiency of legal framework in settling disputes | 10 | 5.5 |
| Efficiency of legal framework in challenging regs | 20 | 4.7 |
| Time required to deal with construction permits days | 4 | 49 |
| Cost to deal with construction permits % construction cost | 77 | 2.3 |
| Extent of market dominance | 10 | 5.1 |
| Time to start a business days | 46 | 8.0 |
| Cost to start a business % GNI per capita | 87 | 13.0 |
| Effect of taxation on incentives to work | 2 | 6.2 |
| Effect of taxation on incentives to invest | 1 | 6.2 |
| Total tax rate % profits | 7 | 15.9 |
| **Safety and security** | 2 | 6.6 |
| Business costs of crime and violence | 1 | 6.4 |
| Reliability of police services | 7 | 6.4 |
| Business costs of terrorism | 7 | 6.3 |
| Index of terrorism incidence | 54 | 7.0 |
| Homicide rate /100,000 pop. | 12 | 0.7 |
| **Health and hygiene** | 63 | 5.4 |
| Physician density /1,000 pop | 46 | 2.5 |
| Access to improved sanitation % pop. | 38 | 97.6 |
| Access to improved drinking water % pop. | 43 | 99.6 |
| Hospital beds /10,000 pop. | 105 | 11.0 |
| HIV prevalence % adult pop. | 1 | <0.2 |
| Malaria incidence cases/100,000 pop. | 1 | M.F. |
| **Human resources and labour market** | 23 | 5.2 |
| Primary education enrollment rate net % | 80 | 93.4 |
| Secondary education enrollment rate gross % | 68 | 92.3 |
| Extent of staff training | 16 | 5.1 |
| Degree of customer orientation | 7 | 5.8 |
| Hiring and firing practices | 6 | 5.3 |
| Ease of finding skilled employees | 9 | 5.3 |
| Ease of hiring foreign labour | 3 | 5.4 |
| Pay and productivity | 5 | 5.3 |
| Female participation in the labor force ratio to men | 121 | 0.46 |
| **ICT readiness** | 15 | 6.1 |
| ICT use for biz-to-biz transactions | 7 | 5.9 |
| Internet use for biz-to-consumer transactions | 17 | 5.6 |
| Internet users % pop. | 10 | 91.2 |
| Fixed-broadband Internet subscriptions /100 pop. | 60 | 12.9 |
| Mobile-cellular telephone subscriptions /100 pop. | 3 | 187.3 |
| Mobile-broadband subscriptions /100 pop. | 5 | 130.9 |
| Mobile network coverage % pop. | 1 | 100.0 |
| Quality of electricity supply | 10 | 6.7 |
| **Prioritization of Travel & Tourism** | 31 | 5.1 |
| Government prioritization of travel and tourism industry | 1 | 6.6 |
| T&T government expenditure % government budget | 31 | 5.5 |
| Effectiveness of marketing and branding to attract tourists | 1 | 6.6 |
| Comprehensiveness of annual T&T data 0–120 (best) | 134 | 9 |
| Timeliness of providing monthly/quarterly T&T data 0–21 (best) | 95 | 14.0 |
| Country brand strategy rating 1–10 (best) | 114 | 60.9 |

| Index Component | Rank/136 | Score* |
|---|---|---|
| **International Openness** | 75 | 3.0 |
| Visa requirements 0–100 (best) | 28 | 55.0 |
| Openness of bilateral Air Service Agreements 0–38 (best) | 59 | 11.3 |
| Number of regional trade agreements in force number | 91 | 4.0 |
| **Price competitiveness** | 56 | 5.0 |
| Ticket taxes and airport charges 0–100 (best) | 60 | 78.4 |
| Hotel price index US$ | 88 | 176.4 |
| Purchasing power parity PPP $ | 97 | 0.6 |
| Fuel price levels US$ cents/litre | 14 | 64.0 |
| **Environmental sustainability** | 40 | 4.5 |
| Stringency of environmental regulations | 16 | 5.5 |
| Enforcement of environmental regulations | 16 | 5.5 |
| Sustainability of travel and tourism industry development | 1 | 6.3 |
| Particulate matter (2.5) concentration μg/m3 | 99 | 11.2 |
| Environmental treaty ratification 0–27 (best) | 79 | 20 |
| Baseline water stress 5–0 (best) | 124 | 5.0 |
| Threatened species % total species | 65 | 5.8 |
| Forest cover change % change | n/a | n/a |
| Wastewater treatment % | 16 | 87.1 |
| Costal shelf fishing pressure tonnes/km2 | 33 | 0.0 |
| **Air transport infrastructure** | 3 | 5.8 |
| Quality of air transport infrastructure | 2 | 6.7 |
| Available seat kilometres, domestic millions | 92 | 0.2 |
| Available seat kilometres, international millions | 3 | 5461.6 |
| Aircraft departures /1,000 pop. | 7 | 43.4 |
| Airport density airports/million pop. | 65 | 1.0 |
| Number of operating airlines Number | 13 | 106.0 |
| **Ground and port infrastructure** | 19 | 4.9 |
| Quality of roads | 1 | 6.5 |
| Road density % total territorial area | 128 | - |
| Paved road density % total territorial area | 92 | - |
| Quality of railroad infrastructure | n/a | n/a |
| Railroad density km of roads/land area | n/a | n/a |
| Quality of port infrastructure | 3 | 6.4 |
| Ground transport efficiency | 9 | 5.5 |
| **Tourist service infrastructure** | 27 | 5.4 |
| Hotel rooms number/100 pop. | 42 | 0.9 |
| Quality of tourism infrastructure | 1 | 6.7 |
| Presence of major car rental companies | 1 | 7 |
| Automated teller machines number/thoudand adult pop. | 39 | 60.9 |
| **Natural resources** | 91 | 2.6 |
| Number of World Heritage natural sites number of sites | 86 | 0 |
| Total known species number of species | 114 | 346 |
| Total protected areas % total territorial area | 58 | 18.6 |
| Natural tourism digital demand 0–100 (best) | 98 | 4 |
| Attractiveness of natural assets | 40 | 5.6 |
| **Cultural resources and business travel** | 50 | 2.2 |
| Number of World Heritage cultural sites number of sites | 97 | 1 |
| Oral and intangible cultural heritage number of expressions | 22 | 7 |
| Sports stadiums number of large stadiums | 47 | 9.0 |
| Number of international association meetings 3-year average | 43 | 84.7 |
| Cultural and entertainment tourism digital demand 0–100 (best) | 94 | 4 |

* Scores are on a 1-to-7 scale unless indicated otherwise. For detailed definitions, sources, and periods, consult the interactive Country/Economy Profiles and Rankings at http://wef.ch/ttcr

# United Kingdom

**5th** / 136

Travel & Tourism Competitiveness Index 2017 edition

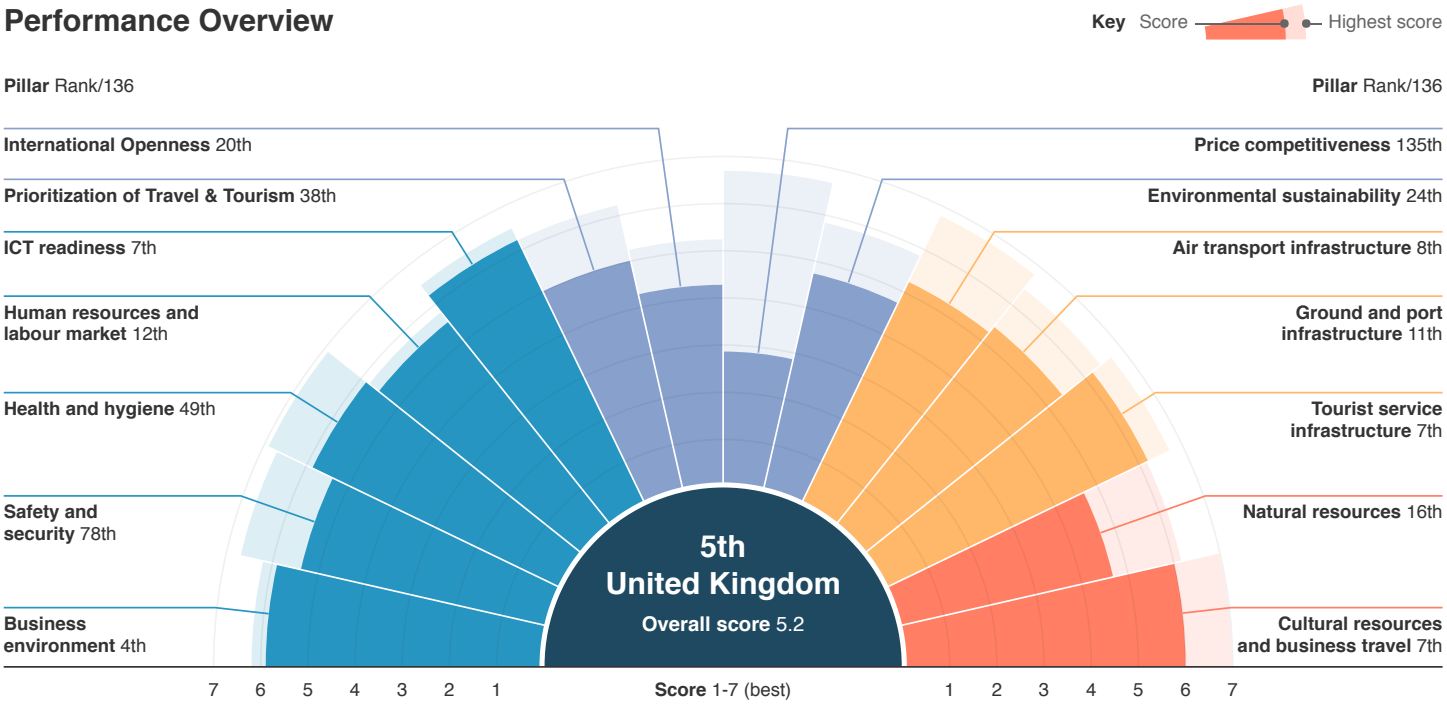
## Key Indicators

Sources: World Tourism Organization (UNWTO) and World Travel and Tourism Council (WTTC)

| | |
|---|---|
| **International tourist arrivals** | 34,435,840 |
| **International tourism inbound receipts** | US $45,463.6 million |
| **Average receipts per arrival** | US $1,320.2 |

| | |
|---|---|
| **T&T industry GDP** | US $103,740.0 million |
| % of total | 3.7% |
| **T&T industry employment** | 1,791,220 jobs |
| % of total | 5.3% |

## Performance Overview




The United Kingdom retains the 5th place globally in the T&T competitiveness index. Welcoming over 34 million international visitors, the United Kingdom remains one of the most visited nations in Europe and Eurasia. Its success can be attributed its excellent cultural resources (7th) and its world class infrastructure as well as its enabling business environment (4th) and strong labour market (12th). The United Kingdom's decline in security (78, down 15 positions) and in international openness (20, down 9 positions) could have a larger impact going forward and both need to be addressed. At the same time, the United Kingdom has improved its tourist service infrastructure significantly (7th, up 30 positions) and its price competitiveness slightly (up 5 positions). While the United Kingdom thrives on its cultural resources and business travel, more attention should be dedicated to its natural resources (16, declining 7 positions) and its environmental sustainability (24, down 7 positions). The challenge now is to maintain and further improve its strong T&T environment. The government could enhance its prioritization of travel and tourism, which currently ranks 38th globally, paying particular attention to the challenges posed by declining security and international openness.

## Past performance

| Travel & Tourism Competitiveness Edition | 2015 | 2017 |
|---|---|---|
| **Rank** | 5 / 141 | 5 / 136 |
| **Score** | 5.1 | 5.2 |

# United Kingdom

**5th** / 136

## Travel & Tourism Competitiveness Index 2017 edition

WORLD ECONOMIC FORUM

| Index Component | Rank/136 | Score* |
|---|---|---|
| **Business environment** | 4 | 5.9 |
| Property rights | 6 | 6.3 |
| Business impact of rules on FDI | 6 | 6.0 |
| Efficiency of legal framework in settling disputes | 6 | 5.7 |
| Efficiency of legal framework in challenging regs | 9 | 5.3 |
| Time required to deal with construction permits days | 18 | 86 |
| Cost to deal with construction permits % construction cost | 46 | 1.1 |
| Extent of market dominance | 12 | 5.1 |
| Time to start a business days | 20 | 4.5 |
| Cost to start a business % GNI per capita | 2 | 0.1 |
| Effect of taxation on incentives to work | 41 | 4.2 |
| Effect of taxation on incentives to invest | 23 | 4.5 |
| Total tax rate % profits | 40 | 30.9 |
| **Safety and security** | 78 | 5.3 |
| Business costs of crime and violence | 47 | 5.1 |
| Reliability of police services | 21 | 6.1 |
| Business costs of terrorism | 91 | 4.8 |
| Index of terrorism incidence | 117 | 3.9 |
| Homicide rate /100,000 pop. | 23 | 0.9 |
| **Health and hygiene** | 49 | 5.8 |
| Physician density /1,000 pop | 40 | 2.8 |
| Access to improved sanitation % pop. | 22 | 99.2 |
| Access to improved drinking water % pop. | 1 | 100.0 |
| Hospital beds /10,000 pop. | 57 | 29.0 |
| HIV prevalence % adult pop. | 60 | 0.3 |
| Malaria incidence cases/100,000 pop. | 1 | S.L. |
| **Human resources and labour market** | 12 | 5.5 |
| Primary education enrollment rate net % | 4 | 99.8 |
| Secondary education enrollment rate gross % | 9 | 127.8 |
| Extent of staff training | 20 | 4.9 |
| Degree of customer orientation | 19 | 5.6 |
| Hiring and firing practices | 9 | 5.1 |
| Ease of finding skilled employees | 23 | 5.0 |
| Ease of hiring foreign labour | 68 | 4.1 |
| Pay and productivity | 19 | 4.8 |
| Female participation in the labor force ratio to men | 47 | 0.87 |
| **ICT readiness** | 7 | 6.2 |
| ICT use for biz-to-biz transactions | 3 | 6.0 |
| Internet use for biz-to-consumer transactions | 1 | 6.4 |
| Internet users % pop. | 9 | 92.0 |
| Fixed-broadband Internet subscriptions /100 pop. | 7 | 38.6 |
| Mobile-cellular telephone subscriptions /100 pop. | 55 | 124.1 |
| Mobile-broadband subscriptions /100 pop. | 26 | 87.5 |
| Mobile network coverage % pop. | 54 | 99.6 |
| Quality of electricity supply | 11 | 6.7 |
| **Prioritization of Travel & Tourism** | 38 | 5.0 |
| Government prioritization of travel and tourism industry | 47 | 5.2 |
| T&T government expenditure % government budget | 75 | 3.0 |
| Effectiveness of marketing and branding to attract tourists | 12 | 5.6 |
| Comprehensiveness of annual T&T data 0–120 (best) | 14 | 94 |
| Timeliness of providing monthly/quarterly T&T data 0–21 (best) | 53 | 19.0 |
| Country brand strategy rating 1–10 (best) | 79 | 73.2 |

| Index Component | Rank/136 | Score* |
|---|---|---|
| **International Openness** | 20 | 4.2 |
| Visa requirements 0–100 (best) | 108 | 22.0 |
| Openness of bilateral Air Service Agreements 0–38 (best) | 32 | 14.3 |
| Number of regional trade agreements in force number | 1 | 53.0 |
| **Price competitiveness** | 135 | 2.8 |
| Ticket taxes and airport charges 0–100 (best) | 133 | 14.4 |
| Hotel price index US$ | 59 | 126.2 |
| Purchasing power parity PPP $ | 130 | 1.1 |
| Fuel price levels US$ cents/litre | 133 | 199.0 |
| **Environmental sustainability** | 24 | 4.7 |
| Stringency of environmental regulations | 19 | 5.4 |
| Enforcement of environmental regulations | 21 | 5.3 |
| Sustainability of travel and tourism industry development | 37 | 4.8 |
| Particulate matter (2.5) concentration μg/m3 | 65 | 7.6 |
| Environmental treaty ratification 0–27 (best) | 10 | 28 |
| Baseline water stress 5–0 (best) | 83 | 2.6 |
| Threatened species % total species | 39 | 4.3 |
| Forest cover change % change | 97 | 0.1 |
| Wastewater treatment % | 4 | 96.3 |
| Costal shelf fishing pressure tonnes/km2 | 102 | 8.7 |
| **Air transport infrastructure** | 8 | 5.2 |
| Quality of air transport infrastructure | 18 | 5.8 |
| Available seat kilometres, domestic millions | 24 | 238.3 |
| Available seat kilometres, international millions | 2 | 6195.1 |
| Aircraft departures /1,000 pop. | 23 | 16.9 |
| Airport density airports/million pop. | 56 | 1.2 |
| Number of operating airlines Number | 3 | 172.0 |
| **Ground and port infrastructure** | 11 | 5.4 |
| Quality of roads | 27 | 5.1 |
| Road density % total territorial area | 16 | - |
| Paved road density % total territorial area | 13 | - |
| Quality of railroad infrastructure | 19 | 4.8 |
| Railroad density km of roads/land area | 9 | 6.1 |
| Quality of port infrastructure | 12 | 5.6 |
| Ground transport efficiency | 18 | 5.0 |
| **Tourist service infrastructure** | 7 | 6.2 |
| Hotel rooms number/100 pop. | 21 | 1.2 |
| Quality of tourism infrastructure | 23 | 5.6 |
| Presence of major car rental companies | 1 | 7 |
| Automated teller machines number/thoudand adult pop. | 8 | 129.8 |
| **Natural resources** | 16 | 4.6 |
| Number of World Heritage natural sites number of sites | 10 | 5 |
| Total known species number of species | 113 | 351 |
| Total protected areas % total territorial area | 26 | 28.4 |
| Natural tourism digital demand 0–100 (best) | 5 | 85 |
| Attractiveness of natural assets | 122 | 3.7 |
| **Cultural resources and business travel** | 7 | 6.0 |
| Number of World Heritage cultural sites number of sites | 8 | 26 |
| Oral and intangible cultural heritage number of expressions | 93 | 0 |
| Sports stadiums number of large stadiums | 6 | 81.0 |
| Number of international association meetings 3-year average | 3 | 599.0 |
| Cultural and entertainment tourism digital demand 0–100 (best) | 4 | 79 |

* Scores are on a 1-to-7 scale unless indicated otherwise. For detailed definitions, sources, and periods, consult the interactive Country/Economy Profiles and Rankings at http://wef.ch/ttcr

# United States

**6th** / 136

Travel & Tourism Competitiveness Index 2017 edition

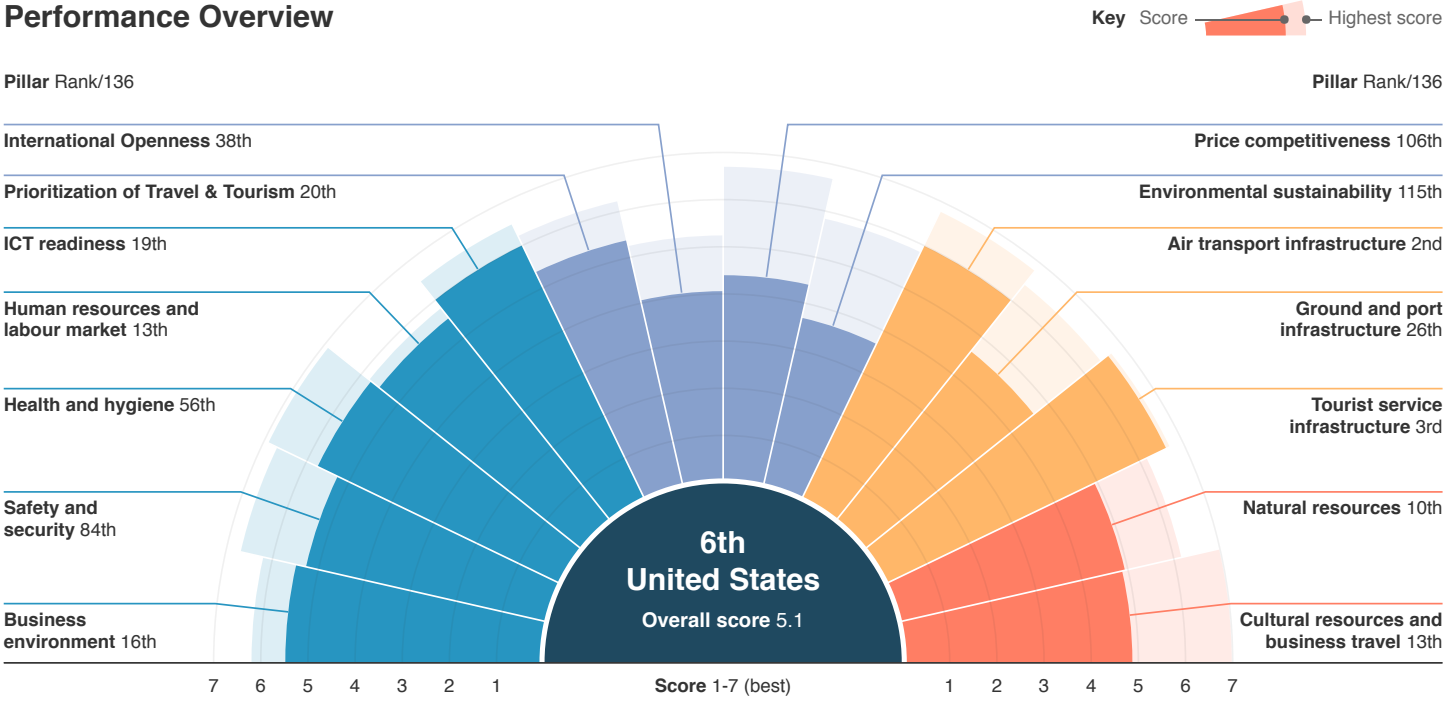
## Key Indicators

Sources: World Tourism Organization (UNWTO) and World Travel and Tourism Council (WTTC)

| | |
|---|---|
| **International tourist arrivals** | 77,510,282 |
| **International tourism inbound receipts** | US $204,523.0 million |
| **Average receipts per arrival** | US $2,638.7 |

| | |
|---|---|
| **T&T industry GDP** | US $487,967.0 million |
| % of total | 2.7% |
| **T&T industry employment** | 5,633,170 jobs |
| % of total | 3.8% |

## Performance Overview




The United States has the most T&T competitive economy in the Americas and ranks 6th globally, two places lower than in the previous edition. The country offers a very business-friendly environment (16th), with strong ICT readiness (19th) and qualified human resources (13th). The country's strong global connectivity though air transport (2nd) and exceptional tourist service infrastructure (3rd) enable tourists to access its vast natural (10th) and cultural (13th) resources, and enhance business travel. However, the nation's ranking has declined as a result of less appeal for American natural resources (down 7 places) and somewhat lower prioritization of the T&T sector (20th, down 3 places).

Environmental sustainability performance remains poor (115th, down 1 place), with the country losing some ground on forestry and water management. At the same time, security concerns (84th) relating to terrorism threats, lack of improvement and maintenance of ground infrastructure (26th), and insufficient environmental sustainability need to be addressed. Investing in more modern ground infrastructure and improving environmental protection are, therefore, key to maximizing the development outcomes of the T&T sector in the United States.

## Past performance

| Travel & Tourism Competitiveness Edition | 2015 | 2017 |
|---|---|---|
| **Rank** | 4 / 141 | 6 / 136 |
| **Score** | 5.1 | 5.1 |

# United States

**6th** / 136

## Travel & Tourism Competitiveness Index 2017 edition

WORLD ECONOMIC FORUM

| Index Component | Rank/136 | Score* |
|---|---|---|
| **Business environment** | 16 | 5.4 |
| Property rights | 23 | 5.6 |
| Business impact of rules on FDI | 46 | 4.9 |
| Efficiency of legal framework in settling disputes | 21 | 5.0 |
| Efficiency of legal framework in challenging regs | 18 | 4.9 |
| Time required to deal with construction permits days | 14 | 81 |
| Cost to deal with construction permits % construction cost | 43 | 1.0 |
| Extent of market dominance | 6 | 5.2 |
| Time to start a business days | 28 | 5.6 |
| Cost to start a business % GNI per capita | 26 | 1.1 |
| Effect of taxation on incentives to work | 23 | 4.5 |
| Effect of taxation on incentives to invest | 27 | 4.2 |
| Total tax rate % profits | 93 | 44.0 |
| **Safety and security** | 84 | 5.2 |
| Business costs of crime and violence | 69 | 4.6 |
| Reliability of police services | 23 | 6.0 |
| Business costs of terrorism | 103 | 4.5 |
| Index of terrorism incidence | 114 | 4.6 |
| Homicide rate /100,000 pop. | 76 | 3.9 |
| **Health and hygiene** | 56 | 5.7 |
| Physician density /1,000 pop | 49 | 2.5 |
| Access to improved sanitation % pop. | 1 | 100.0 |
| Access to improved drinking water % pop. | 51 | 99.2 |
| Hospital beds /10,000 pop. | 57 | 29.0 |
| HIV prevalence % adult pop. | 92 | 0.6 |
| Malaria incidence cases/100,000 pop. | 1 | M.F. |
| **Human resources and labour market** | 13 | 5.5 |
| Primary education enrollment rate net % | 79 | 93.8 |
| Secondary education enrollment rate gross % | 58 | 97.6 |
| Extent of staff training | 15 | 5.1 |
| Degree of customer orientation | 13 | 5.6 |
| Hiring and firing practices | 7 | 5.1 |
| Ease of finding skilled employees | 5 | 5.4 |
| Ease of hiring foreign labour | 53 | 4.2 |
| Pay and productivity | 8 | 5.2 |
| Female participation in the labor force ratio to men | 54 | 0.86 |
| **ICT readiness** | 19 | 6.0 |
| ICT use for biz-to-biz transactions | 12 | 5.8 |
| Internet use for biz-to-consumer transactions | 2 | 6.4 |
| Internet users % pop. | 36 | 74.5 |
| Fixed-broadband Internet subscriptions /100 pop. | 18 | 31.0 |
| Mobile-cellular telephone subscriptions /100 pop. | 65 | 117.6 |
| Mobile-broadband subscriptions /100 pop. | 10 | 115.5 |
| Mobile network coverage % pop. | 36 | 99.9 |
| Quality of electricity supply | 17 | 6.5 |
| **Prioritization of Travel & Tourism** | 20 | 5.3 |
| Government prioritization of travel and tourism industry | 50 | 5.2 |
| T&T government expenditure % government budget | 33 | 5.2 |
| Effectiveness of marketing and branding to attract tourists | 16 | 5.4 |
| Comprehensiveness of annual T&T data 0–120 (best) | 18 | 92 |
| Timeliness of providing monthly/quarterly T&T data 0–21 (best) | 53 | 19.0 |
| Country brand strategy rating 1–10 (best) | 19 | 83.8 |

| Index Component | Rank/136 | Score* |
|---|---|---|
| **International Openness** | 38 | 4.0 |
| Visa requirements 0–100 (best) | 122 | 6.0 |
| Openness of bilateral Air Service Agreements 0–38 (best) | 9 | 24.2 |
| Number of regional trade agreements in force number | 38 | 27.0 |
| **Price competitiveness** | 106 | 4.4 |
| Ticket taxes and airport charges 0–100 (best) | 100 | 60.7 |
| Hotel price index US$ | 56 | 124.0 |
| Purchasing power parity PPP $ | 127 | 1.0 |
| Fuel price levels US$ cents/litre | 38 | 97.0 |
| **Environmental sustainability** | 115 | 3.6 |
| Stringency of environmental regulations | 21 | 5.3 |
| Enforcement of environmental regulations | 18 | 5.4 |
| Sustainability of travel and tourism industry development | 25 | 5.0 |
| Particulate matter (2.5) concentration μg/m3 | 58 | 6.8 |
| Environmental treaty ratification 0–27 (best) | 132 | 15 |
| Baseline water stress 5–0 (best) | 93 | 3.2 |
| Threatened species % total species | 119 | 10.9 |
| Forest cover change % change | 109 | 0.1 |
| Wastewater treatment % | 43 | 50.4 |
| Costal shelf fishing pressure tonnes/km2 | 98 | 3.3 |
| **Air transport infrastructure** | 2 | 6.0 |
| Quality of air transport infrastructure | 9 | 6.1 |
| Available seat kilometres, domestic millions | 1 | 22812.2 |
| Available seat kilometres, international millions | 1 | 12994.4 |
| Aircraft departures /1,000 pop. | 15 | 29.5 |
| Airport density airports/million pop. | 26 | 2.5 |
| Number of operating airlines Number | 1 | 220.0 |
| **Ground and port infrastructure** | 26 | 4.6 |
| Quality of roads | 13 | 5.6 |
| Road density % total territorial area | 41 | - |
| Paved road density % total territorial area | 37 | - |
| Quality of railroad infrastructure | 13 | 5.1 |
| Railroad density km of roads/land area | 35 | 2.3 |
| Quality of port infrastructure | 10 | 5.7 |
| Ground transport efficiency | 17 | 5.0 |
| **Tourist service infrastructure** | 3 | 6.6 |
| Hotel rooms number/100 pop. | 16 | 1.6 |
| Quality of tourism infrastructure | 5 | 6.1 |
| Presence of major car rental companies | 1 | 7 |
| Automated teller machines number/thoudand adult pop. | 5 | 173.1 |
| **Natural resources** | 10 | 4.9 |
| Number of World Heritage natural sites number of sites | 3 | 13 |
| Total known species number of species | 13 | 1572 |
| Total protected areas % total territorial area | 84 | 13.9 |
| Natural tourism digital demand 0–100 (best) | 32 | 36 |
| Attractiveness of natural assets | 49 | 5.5 |
| **Cultural resources and business travel** | 13 | 4.8 |
| Number of World Heritage cultural sites number of sites | 21 | 11 |
| Oral and intangible cultural heritage number of expressions | 93 | 0 |
| Sports stadiums number of large stadiums | 1 | 367.0 |
| Number of international association meetings 3-year average | 1 | 926.0 |
| Cultural and entertainment tourism digital demand 0–100 (best) | 18 | 34 |

* Scores are on a 1-to-7 scale unless indicated otherwise. For detailed definitions, sources, and periods, consult the interactive Country/Economy Profiles and Rankings at http://wef.ch/ttcr

# Uruguay

**77th** / 136

Travel & Tourism Competitiveness Index 2017 edition

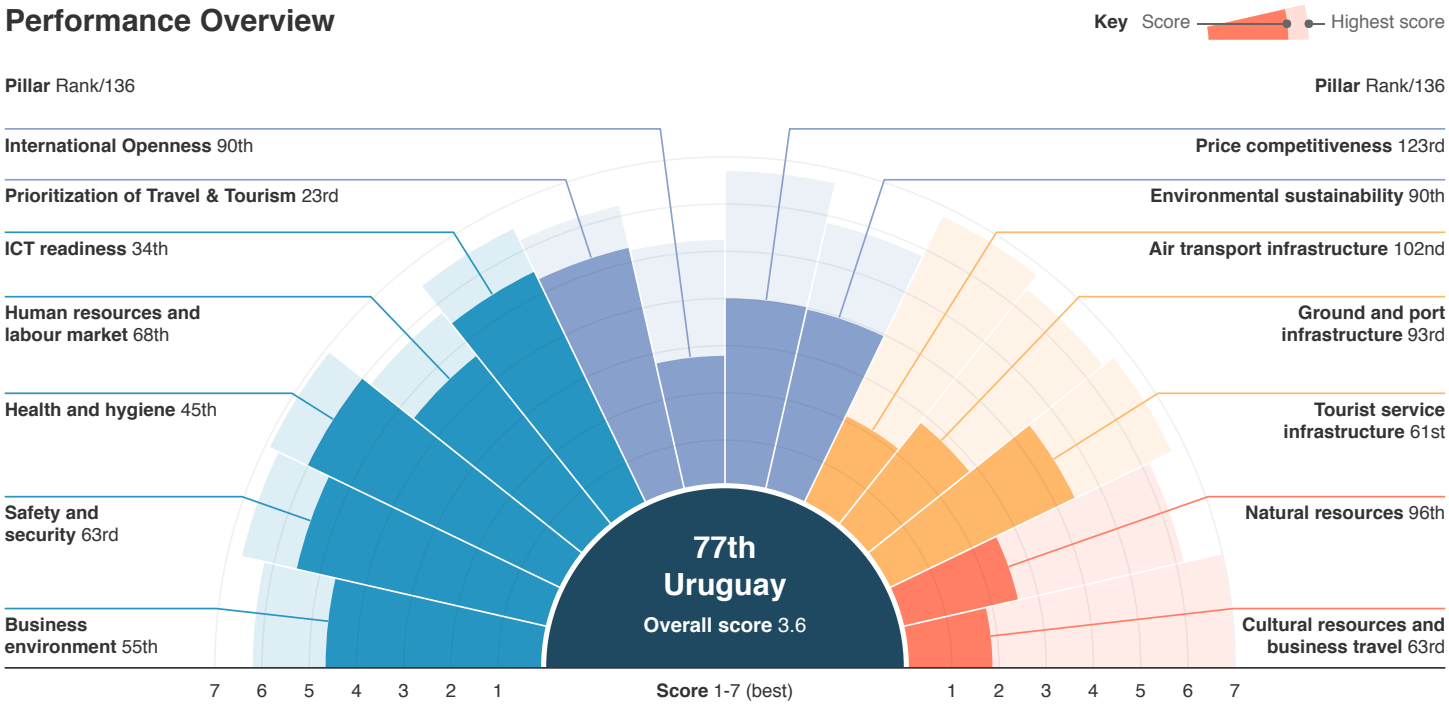
## Key Indicators

Sources: World Tourism Organization (UNWTO) and World Travel and Tourism Council (WTTC)

| | |
|---|---|
| **International tourist arrivals** | 2,773,105 |
| **International tourism inbound receipts** | US $1,776.2 million |
| **Average receipts per arrival** | US $640.5 |

| | |
|---|---|
| **T&T industry GDP** | US $1,522.1 million |
| % of total | 2.8% |
| **T&T industry employment** | 45,365 jobs |
| % of total | 2.8% |

## Performance Overview




## Past performance

| Travel & Tourism Competitiveness Edition | 2015 | 2017 |
|---|---|---|
| **Rank** | 73 / 141 | 77 / 136 |
| **Score** | 3.7 | 3.6 |

# Uruguay

**77th** / 136

## Travel & Tourism Competitiveness Index 2017 edition

WORLD ECONOMIC FORUM

| Index Component | Rank/136 | Score* |
|---|---|---|
| **Business environment** | 55 | 4.6 |
| Property rights | 35 | 5.2 |
| Business impact of rules on FDI | 11 | 5.7 |
| Efficiency of legal framework in settling disputes | 60 | 3.7 |
| Efficiency of legal framework in challenging regs | 36 | 4.1 |
| Time required to deal with construction permits days | 122 | 251 |
| Cost to deal with construction permits % construction cost | 46 | 1.1 |
| Extent of market dominance | 70 | 3.7 |
| Time to start a business days | 37 | 6.5 |
| Cost to start a business % GNI per capita | 110 | 22.5 |
| Effect of taxation on incentives to work | 120 | 3.0 |
| Effect of taxation on incentives to invest | 75 | 3.5 |
| Total tax rate % profits | 86 | 41.8 |
| **Safety and security** | 63 | 5.5 |
| Business costs of crime and violence | 106 | 3.7 |
| Reliability of police services | 77 | 4.2 |
| Business costs of terrorism | 2 | 6.5 |
| Index of terrorism incidence | 1 | 7.0 |
| Homicide rate /100,000 pop. | 99 | 7.8 |
| **Health and hygiene** | 45 | 6.0 |
| Physician density /1,000 pop | 16 | 3.7 |
| Access to improved sanitation % pop. | 46 | 96.4 |
| Access to improved drinking water % pop. | 40 | 99.7 |
| Hospital beds /10,000 pop. | 67 | 25.0 |
| HIV prevalence % adult pop. | 98 | 0.7 |
| Malaria incidence cases/100,000 pop. | 1 | S.L. |
| **Human resources and labour market** | 68 | 4.6 |
| Primary education enrollment rate net % | 73 | 94.2 |
| Secondary education enrollment rate gross % | 63 | 95.1 |
| Extent of staff training | 77 | 3.8 |
| Degree of customer orientation | 83 | 4.5 |
| Hiring and firing practices | 123 | 2.8 |
| Ease of finding skilled employees | 77 | 4.0 |
| Ease of hiring foreign labour | 20 | 4.7 |
| Pay and productivity | 117 | 3.3 |
| Female participation in the labor force ratio to men | 73 | 0.79 |
| **ICT readiness** | 34 | 5.5 |
| ICT use for biz-to-biz transactions | 64 | 4.7 |
| Internet use for biz-to-consumer transactions | 66 | 4.6 |
| Internet users % pop. | 58 | 64.6 |
| Fixed-broadband Internet subscriptions /100 pop. | 34 | 26.3 |
| Mobile-cellular telephone subscriptions /100 pop. | 12 | 160.2 |
| Mobile-broadband subscriptions /100 pop. | 34 | 77.7 |
| Mobile network coverage % pop. | 1 | 100.0 |
| Quality of electricity supply | 36 | 5.9 |
| **Prioritization of Travel & Tourism** | 23 | 5.3 |
| Government prioritization of travel and tourism industry | 53 | 5.1 |
| T&T government expenditure % government budget | 35 | 5.2 |
| Effectiveness of marketing and branding to attract tourists | 32 | 5.1 |
| Comprehensiveness of annual T&T data 0–120 (best) | 12 | 98 |
| Timeliness of providing monthly/quarterly T&T data 0–21 (best) | 1 | 22.5 |
| Country brand strategy rating 1–10 (best) | 49 | 78.8 |

| Index Component | Rank/136 | Score* |
|---|---|---|
| **International Openness** | 90 | 2.7 |
| Visa requirements 0–100 (best) | 65 | 28.0 |
| Openness of bilateral Air Service Agreements 0–38 (best) | 35 | 14.1 |
| Number of regional trade agreements in force number | 71 | 7.0 |
| **Price competitiveness** | 123 | 4.0 |
| Ticket taxes and airport charges 0–100 (best) | 121 | 45.0 |
| Hotel price index US$ | 39 | 107.1 |
| Purchasing power parity PPP $ | 110 | 0.7 |
| Fuel price levels US$ cents/litre | 123 | 172.0 |
| **Environmental sustainability** | 90 | 3.9 |
| Stringency of environmental regulations | 52 | 4.4 |
| Enforcement of environmental regulations | 44 | 4.3 |
| Sustainability of travel and tourism industry development | 24 | 5.0 |
| Particulate matter (2.5) concentration µg/m3 | 45 | 5.9 |
| Environmental treaty ratification 0–27 (best) | 31 | 24 |
| Baseline water stress 5–0 (best) | 43 | 0.7 |
| Threatened species % total species | 84 | 6.6 |
| Forest cover change % change | 120 | 0.2 |
| Wastewater treatment % | 94 | 2.1 |
| Costal shelf fishing pressure tonnes/km2 | 83 | 0.4 |
| **Air transport infrastructure** | 102 | 2.1 |
| Quality of air transport infrastructure | 66 | 4.4 |
| Available seat kilometres, domestic millions | 105 | 0.0 |
| Available seat kilometres, international millions | 94 | 61.1 |
| Aircraft departures /1,000 pop. | 74 | 2.6 |
| Airport density airports/million pop. | 99 | 0.6 |
| Number of operating airlines Number | 109 | 15.0 |
| **Ground and port infrastructure** | 93 | 2.8 |
| Quality of roads | 97 | 3.2 |
| Road density % total territorial area | 57 | - |
| Paved road density % total territorial area | 96 | - |
| Quality of railroad infrastructure | 103 | 1.2 |
| Railroad density km of roads/land area | 44 | 1.7 |
| Quality of port infrastructure | 39 | 4.8 |
| Ground transport efficiency | 113 | 2.5 |
| **Tourist service infrastructure** | 61 | 4.4 |
| Hotel rooms number/100 pop. | 69 | 0.5 |
| Quality of tourism infrastructure | 59 | 4.7 |
| Presence of major car rental companies | 1 | 7 |
| Automated teller machines number/thoudand adult pop. | 59 | 52.0 |
| **Natural resources** | 96 | 2.5 |
| Number of World Heritage natural sites number of sites | 86 | 0 |
| Total known species number of species | 66 | 559 |
| Total protected areas % total territorial area | 126 | 2.7 |
| Natural tourism digital demand 0–100 (best) | 60 | 14 |
| Attractiveness of natural assets | 29 | 5.9 |
| **Cultural resources and business travel** | 63 | 1.8 |
| Number of World Heritage cultural sites number of sites | 75 | 2 |
| Oral and intangible cultural heritage number of expressions | 56 | 2 |
| Sports stadiums number of large stadiums | 50 | 7.0 |
| Number of international association meetings 3-year average | 48 | 56.7 |
| Cultural and entertainment tourism digital demand 0–100 (best) | 66 | 9 |

* Scores are on a 1-to-7 scale unless indicated otherwise. For detailed definitions, sources, and periods, consult the interactive Country/Economy Profiles and Rankings at http://wef.ch/ttcr

# Venezuela

**104th** / 136

Travel & Tourism Competitiveness Index 2017 edition

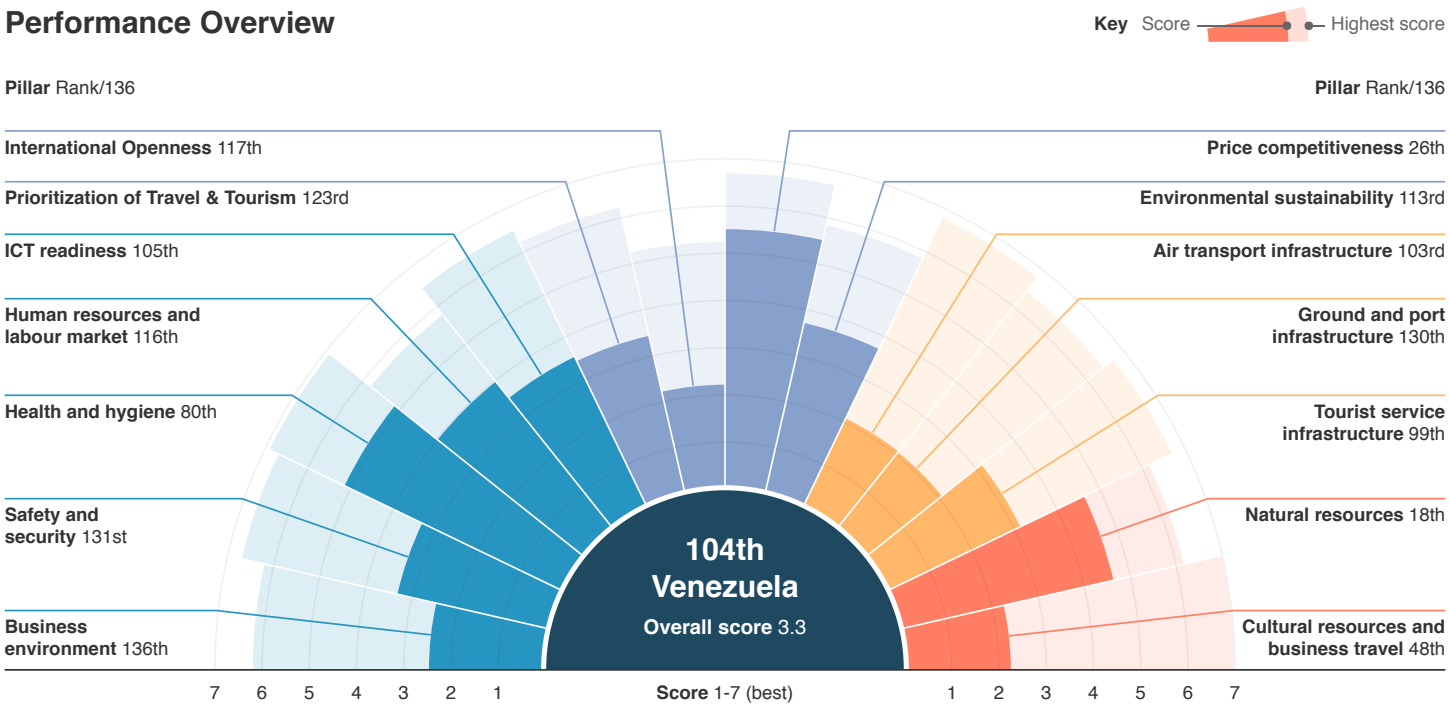
## Key Indicators

Sources: World Tourism Organization (UNWTO) and World Travel and Tourism Council (WTTC)

| | |
|---|---|
| **International tourist arrivals** | 789,000 |
| **International tourism inbound receipts** | US $575.0 million |
| **Average receipts per arrival** | US $728.8 |

| | |
|---|---|
| **T&T industry GDP** | US $18,902.1 million |
| % of total | 3.0% |
| **T&T industry employment** | 338,880 jobs |
| % of total | 2.6% |

## Performance Overview




## Past performance

| Travel & Tourism Competitiveness Edition | 2015 | 2017 |
|---|---|---|
| **Rank** | 110 / 141 | 104 / 136 |
| **Score** | 3.2 | 3.3 |

# Venezuela

**104th** / 136

## Travel & Tourism Competitiveness Index 2017 edition

WORLD ECONOMIC FORUM

| Index Component | Rank/136 | Score* |
|---|---|---|
| **Business environment** | 136 | 2.4 |
| Property rights | 136 | 1.6 |
| Business impact of rules on FDI | 135 | 2.7 |
| Efficiency of legal framework in settling disputes | 136 | 1.6 |
| Efficiency of legal framework in challenging regs | 136 | 1.2 |
| Time required to deal with construction permits days | 133 | 434 |
| Cost to deal with construction permits % construction cost | 60 | 1.5 |
| Extent of market dominance | 132 | 2.7 |
| Time to start a business days | 136 | 230.0 |
| Cost to start a business % GNI per capita | 135 | 136.4 |
| Effect of taxation on incentives to work | 94 | 3.6 |
| Effect of taxation on incentives to invest | 99 | 3.2 |
| Total tax rate % profits | 128 | 64.7 |
| **Safety and security** | 131 | 3.3 |
| Business costs of crime and violence | 136 | 1.6 |
| Reliability of police services | 136 | 1.9 |
| Business costs of terrorism | 85 | 4.9 |
| Index of terrorism incidence | 68 | 6.9 |
| Homicide rate /100,000 pop. | 134 | 62.0 |
| **Health and hygiene** | 80 | 5.1 |
| Physician density /1,000 pop | 62 | 1.9 |
| Access to improved sanitation % pop. | 59 | 94.4 |
| Access to improved drinking water % pop. | 86 | 93.1 |
| Hospital beds /10,000 pop. | 110 | 9.0 |
| HIV prevalence % adult pop. | 92 | 0.6 |
| Malaria incidence cases/100,000 pop. | 105 | 430.1 |
| **Human resources and labour market** | 116 | 3.9 |
| Primary education enrollment rate net % | 101 | 89.9 |
| Secondary education enrollment rate gross % | 72 | 91.6 |
| Extent of staff training | 90 | 3.7 |
| Degree of customer orientation | 127 | 3.8 |
| Hiring and firing practices | 134 | 1.4 |
| Ease of finding skilled employees | 97 | 3.8 |
| Ease of hiring foreign labour | 100 | 3.7 |
| Pay and productivity | 133 | 2.7 |
| Female participation in the labor force ratio to men | 96 | 0.68 |
| **ICT readiness** | 105 | 3.5 |
| ICT use for biz-to-biz transactions | 128 | 3.6 |
| Internet use for biz-to-consumer transactions | 101 | 3.9 |
| Internet users % pop. | 61 | 61.9 |
| Fixed-broadband Internet subscriptions /100 pop. | 74 | 8.2 |
| Mobile-cellular telephone subscriptions /100 pop. | 104 | 93.0 |
| Mobile-broadband subscriptions /100 pop. | 80 | 43.0 |
| Mobile network coverage % pop. | 121 | 90.0 |
| Quality of electricity supply | 131 | 1.8 |
| **Prioritization of Travel & Tourism** | 123 | 3.4 |
| Government prioritization of travel and tourism industry | 134 | 2.5 |
| T&T government expenditure % government budget | 60 | 3.6 |
| Effectiveness of marketing and branding to attract tourists | 136 | 1.6 |
| Comprehensiveness of annual T&T data 0–120 (best) | 23 | 88 |
| Timeliness of providing monthly/quarterly T&T data 0–21 (best) | 115 | 4.5 |
| Country brand strategy rating 1–10 (best) | 20 | 83.7 |

| Index Component | Rank/136 | Score* |
|---|---|---|
| **International Openness** | 117 | 2.2 |
| Visa requirements 0–100 (best) | 73 | 24.0 |
| Openness of bilateral Air Service Agreements 0–38 (best) | 86 | 9.4 |
| Number of regional trade agreements in force number | 102 | 3.0 |
| **Price competitiveness** | 26 | 5.5 |
| Ticket taxes and airport charges 0–100 (best) | 113 | 53.5 |
| Hotel price index US$ | 33 | 100.7 |
| Purchasing power parity PPP $ | 106 | 0.7 |
| Fuel price levels US$ cents/litre | 1 | 0.8 |
| **Environmental sustainability** | 113 | 3.7 |
| Stringency of environmental regulations | 117 | 3.1 |
| Enforcement of environmental regulations | 133 | 2.5 |
| Sustainability of travel and tourism industry development | 135 | 2.2 |
| Particulate matter (2.5) concentration µg/m3 | 32 | 4.9 |
| Environmental treaty ratification 0–27 (best) | 125 | 16 |
| Baseline water stress 5–0 (best) | 70 | 1.9 |
| Threatened species % total species | 99 | 7.7 |
| Forest cover change % change | 30 | 0.0 |
| Wastewater treatment % | 69 | 10.9 |
| Costal shelf fishing pressure tonnes/km2 | 60 | 0.2 |
| **Air transport infrastructure** | 103 | 2.0 |
| Quality of air transport infrastructure | 127 | 2.7 |
| Available seat kilometres, domestic millions | 35 | 64.5 |
| Available seat kilometres, international millions | 76 | 115.0 |
| Aircraft departures /1,000 pop. | 75 | 2.6 |
| Airport density airports/million pop. | 82 | 0.8 |
| Number of operating airlines Number | 57 | 38.0 |
| **Ground and port infrastructure** | 130 | 2.0 |
| Quality of roads | 117 | 2.8 |
| Road density % total territorial area | 113 | - |
| Paved road density % total territorial area | 100 | - |
| Quality of railroad infrastructure | 98 | 1.5 |
| Railroad density km of roads/land area | 101 | 0.0 |
| Quality of port infrastructure | 117 | 2.6 |
| Ground transport efficiency | 128 | 2.2 |
| **Tourist service infrastructure** | 99 | 3.1 |
| Hotel rooms number/100 pop. | 68 | 0.5 |
| Quality of tourism infrastructure | 135 | 2.5 |
| Presence of major car rental companies | 85 | 4 |
| Automated teller machines number/thoudand adult pop. | 74 | 43.7 |
| **Natural resources** | 18 | 4.6 |
| Number of World Heritage natural sites number of sites | 46 | 1 |
| Total known species number of species | 7 | 2074 |
| Total protected areas % total territorial area | 1 | 53.9 |
| Natural tourism digital demand 0–100 (best) | 57 | 17 |
| Attractiveness of natural assets | 93 | 4.5 |
| **Cultural resources and business travel** | 48 | 2.2 |
| Number of World Heritage cultural sites number of sites | 75 | 2 |
| Oral and intangible cultural heritage number of expressions | 30 | 5 |
| Sports stadiums number of large stadiums | 25 | 17.0 |
| Number of international association meetings 3-year average | 76 | 11.7 |
| Cultural and entertainment tourism digital demand 0–100 (best) | 54 | 12 |

* Scores are on a 1-to-7 scale unless indicated otherwise. For detailed definitions, sources, and periods, consult the interactive Country/Economy Profiles and Rankings at http://wef.ch/ttcr

# Vietnam

**67th** / 136

Travel & Tourism Competitiveness Index 2017 edition

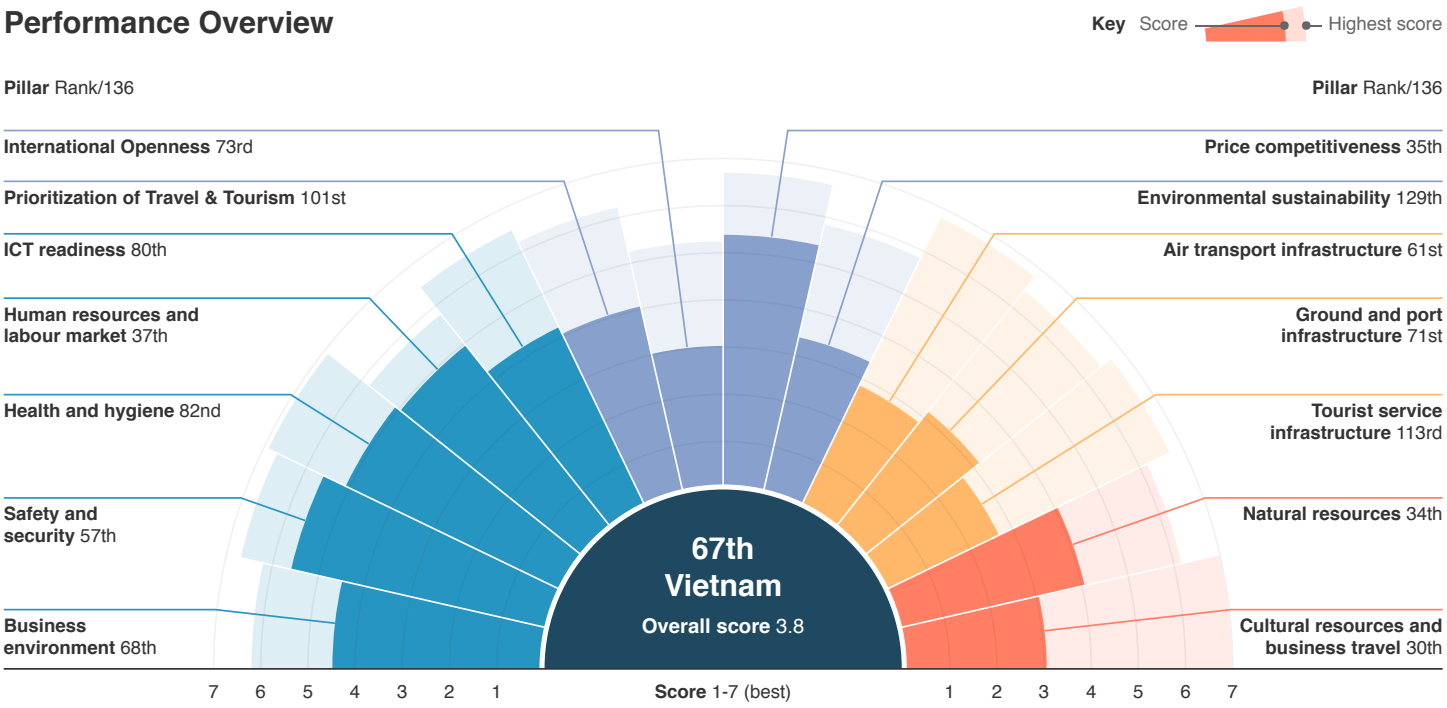
## Key Indicators

Sources: World Tourism Organization (UNWTO) and World Travel and Tourism Council (WTTC)

| | |
|---|---|
| **International tourist arrivals** | 7,943,600 |
| **International tourism inbound receipts** | US $7,350.0 million |
| **Average receipts per arrival** | US $925.3 |

| | |
|---|---|
| **T&T industry GDP** | US $12,741.8 million |
| % of total | 6.6% |
| **T&T industry employment** | 2,782,810 jobs |
| % of total | 5.2% |

## Performance Overview




Vietnam rose by eight places in 2017, ranking 67th globally. The main drivers of the country's T&T competitiveness are its natural resources (34th), cultural resources (30th) and price competitiveness (35th). Vietnam has made significant progress on its human resources and labour market pillar (37th, up 18 places) scores, thanks to a better-qualified labour force (53rd) and partially simplified regulation to hire foreign labour (75th). Vietnam has also made exceptional improvement to its ICT capacity and usage (80th, up 17).. Linked to the country's increasing online presence, searches related to Vietnam's natural tourism are growing, increasing the appeal of its natural resources (improving 6 places). At the same time, continued economic development has led to expanding business travels (further increasing 3 places). Security and safety perception (57th) are also making Vietnam an increasingly attractive destination for developing its T&T sector. To continue enhancing the sector's competitiveness, Vietnam should focus on environmental sustainability (129th). Lax regulations (115th), high levels of emissions (128th), deforestation (103rd) and limited water treatment (107th), are depleting the environment and should be addressed, perhaps at a multilateral level, to build the foundation for a more sustainable development of the region.

## Past performance

| Travel & Tourism Competitiveness Edition | 2015 | 2017 |
|---|---|---|
| **Rank** | 75 / 141 | 67 / 136 |
| **Score** | 3.6 | 3.8 |

# Vietnam

**67th** / 136

## Travel & Tourism Competitiveness Index 2017 edition

WORLD ECONOMIC FORUM

| Index Component | Rank/136 | Score* |
|---|---|---|
| **Business environment** | 68 | 4.4 |
| Property rights | 95 | 4.0 |
| Business impact of rules on FDI | 94 | 4.2 |
| Efficiency of legal framework in settling disputes | 70 | 3.5 |
| Efficiency of legal framework in challenging regs | 68 | 3.5 |
| Time required to deal with construction permits days | 85 | 166 |
| Cost to deal with construction permits % construction cost | 33 | 0.8 |
| Extent of market dominance | 71 | 3.6 |
| Time to start a business days | 104 | 24.0 |
| Cost to start a business % GNI per capita | 55 | 4.6 |
| Effect of taxation on incentives to work | 75 | 3.8 |
| Effect of taxation on incentives to invest | 73 | 3.6 |
| Total tax rate % profits | 75 | 39.4 |
| **Safety and security** | 57 | 5.6 |
| Business costs of crime and violence | 67 | 4.7 |
| Reliability of police services | 81 | 4.2 |
| Business costs of terrorism | 71 | 5.2 |
| Index of terrorism incidence | 1 | 7.0 |
| Homicide rate /100,000 pop. | 40 | 1.5 |
| **Health and hygiene** | 82 | 5.0 |
| Physician density /1,000 pop | 80 | 1.2 |
| Access to improved sanitation % pop. | 86 | 78.0 |
| Access to improved drinking water % pop. | 65 | 97.6 |
| Hospital beds /10,000 pop. | 79 | 20.0 |
| HIV prevalence % adult pop. | 85 | 0.5 |
| Malaria incidence cases/100,000 pop. | 92 | 24.9 |
| **Human resources and labour market** | 37 | 4.9 |
| Primary education enrollment rate net % | 31 | 98.0 |
| Secondary education enrollment rate gross % | 67 | 92.5 |
| Extent of staff training | 69 | 3.9 |
| Degree of customer orientation | 107 | 4.1 |
| Hiring and firing practices | 42 | 4.1 |
| Ease of finding skilled employees | 89 | 3.9 |
| Ease of hiring foreign labour | 75 | 4.0 |
| Pay and productivity | 62 | 4.0 |
| Female participation in the labor force ratio to men | 23 | 0.92 |
| **ICT readiness** | 80 | 4.2 |
| ICT use for biz-to-biz transactions | 57 | 4.8 |
| Internet use for biz-to-consumer transactions | 49 | 4.9 |
| Internet users % pop. | 73 | 52.7 |
| Fixed-broadband Internet subscriptions /100 pop. | 75 | 8.1 |
| Mobile-cellular telephone subscriptions /100 pop. | 41 | 130.6 |
| Mobile-broadband subscriptions /100 pop. | 95 | 39.0 |
| Mobile network coverage % pop. | 113 | 94.0 |
| Quality of electricity supply | 84 | 4.4 |
| **Prioritization of Travel & Tourism** | 101 | 4.0 |
| Government prioritization of travel and tourism industry | 79 | 4.6 |
| T&T government expenditure % government budget | 114 | 1.5 |
| Effectiveness of marketing and branding to attract tourists | 80 | 4.0 |
| Comprehensiveness of annual T&T data 0–120 (best) | 116 | 38 |
| Timeliness of providing monthly/quarterly T&T data 0–21 (best) | 1 | 22.5 |
| Country brand strategy rating 1–10 (best) | 107 | 63.0 |

| Index Component | Rank/136 | Score* |
|---|---|---|
| **International Openness** | 73 | 3.0 |
| Visa requirements 0–100 (best) | 116 | 17.0 |
| Openness of bilateral Air Service Agreements 0–38 (best) | 40 | 13.1 |
| Number of regional trade agreements in force number | 54 | 16.0 |
| **Price competitiveness** | 35 | 5.3 |
| Ticket taxes and airport charges 0–100 (best) | 70 | 74.4 |
| Hotel price index US$ | 53 | 122.6 |
| Purchasing power parity PPP $ | 25 | 0.3 |
| Fuel price levels US$ cents/litre | 35 | 91.0 |
| **Environmental sustainability** | 129 | 3.4 |
| Stringency of environmental regulations | 115 | 3.1 |
| Enforcement of environmental regulations | 91 | 3.4 |
| Sustainability of travel and tourism industry development | 102 | 3.8 |
| Particulate matter (2.5) concentration μg/m3 | 128 | 17.4 |
| Environmental treaty ratification 0–27 (best) | 79 | 20 |
| Baseline water stress 5–0 (best) | 54 | 1.0 |
| Threatened species % total species | 113 | 10.1 |
| Forest cover change % change | 103 | 0.1 |
| Wastewater treatment % | 107 | 0.2 |
| Costal shelf fishing pressure tonnes/km2 | 68 | 0.2 |
| **Air transport infrastructure** | 61 | 2.8 |
| Quality of air transport infrastructure | 85 | 4.1 |
| Available seat kilometres, domestic millions | 16 | 407.4 |
| Available seat kilometres, international millions | 36 | 545.1 |
| Aircraft departures /1,000 pop. | 80 | 2.2 |
| Airport density airports/million pop. | 94 | 0.7 |
| Number of operating airlines Number | 45 | 53.0 |
| **Ground and port infrastructure** | 71 | 3.1 |
| Quality of roads | 88 | 3.5 |
| Road density % total territorial area | 44 | - |
| Paved road density % total territorial area | 44 | - |
| Quality of railroad infrastructure | 48 | 3.1 |
| Railroad density km of roads/land area | 57 | 0.7 |
| Quality of port infrastructure | 77 | 3.8 |
| Ground transport efficiency | 77 | 3.3 |
| **Tourist service infrastructure** | 113 | 2.6 |
| Hotel rooms number/100 pop. | 74 | 0.4 |
| Quality of tourism infrastructure | 113 | 3.6 |
| Presence of major car rental companies | 113 | 2 |
| Automated teller machines number/thoudand adult pop. | 96 | 23.6 |
| **Natural resources** | 34 | 4.0 |
| Number of World Heritage natural sites number of sites | 28 | 3 |
| Total known species number of species | 20 | 1313 |
| Total protected areas % total territorial area | 111 | 6.5 |
| Natural tourism digital demand 0–100 (best) | 23 | 47 |
| Attractiveness of natural assets | 77 | 5.0 |
| **Cultural resources and business travel** | 30 | 3.0 |
| Number of World Heritage cultural sites number of sites | 46 | 6 |
| Oral and intangible cultural heritage number of expressions | 13 | 11 |
| Sports stadiums number of large stadiums | 31 | 14.0 |
| Number of international association meetings 3-year average | 50 | 51.7 |
| Cultural and entertainment tourism digital demand 0–100 (best) | 20 | 31 |

* Scores are on a 1-to-7 scale unless indicated otherwise. For detailed definitions, sources, and periods, consult the interactive Country/Economy Profiles and Rankings at http://wef.ch/ttcr

# Yemen

**136th** / 136

Travel & Tourism Competitiveness Index 2017 edition

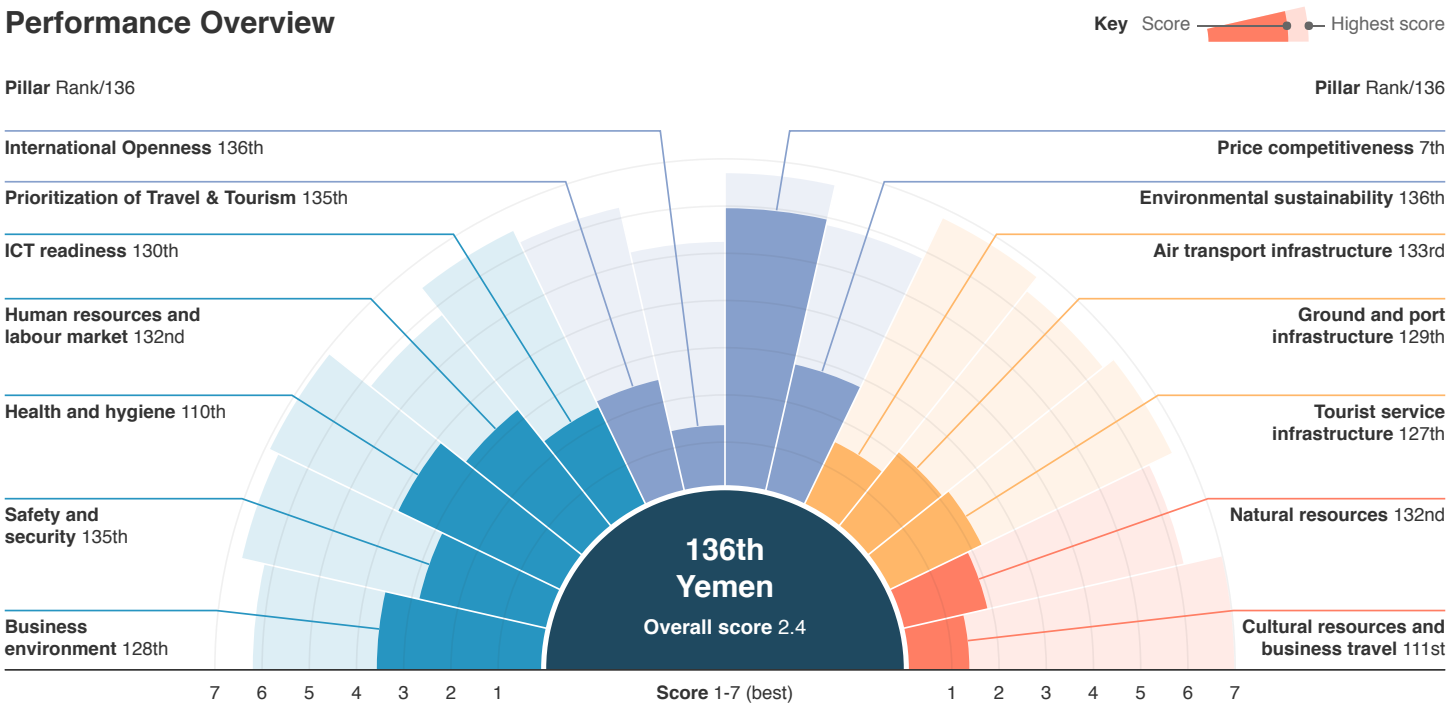
## Key Indicators

Sources: World Tourism Organization (UNWTO) and World Travel and Tourism Council (WTTC)

| | |
|---|---|
| **International tourist arrivals** | 366,700 |
| **International tourism inbound receipts** | US $100.0 million |
| **Average receipts per arrival** | US $272.7 |

| | |
|---|---|
| **T&T industry GDP** | US $1,560.2 million |
| % of total | 4.4% |
| **T&T industry employment** | 183,424 jobs |
| % of total | 2.9% |

## Performance Overview




## Past performance

| Travel & Tourism Competitiveness Edition | 2015 | 2017 |
|---|---|---|
| **Rank** | 138 / 141 | 136 / 136 |
| **Score** | 2.6 | 2.4 |

# Yemen

**136th** / 136

## Travel & Tourism Competitiveness Index 2017 edition

WORLD ECONOMIC FORUM

| Index Component | Rank/136 | Score* |
|---|---|---|
| **Business environment** | 128 | 3.5 |
| Property rights | 130 | 3.0 |
| Business impact of rules on FDI | 126 | 3.3 |
| Efficiency of legal framework in settling disputes | 126 | 2.6 |
| Efficiency of legal framework in challenging regs | 117 | 2.7 |
| Time required to deal with construction permits days | 94 | 184 |
| Cost to deal with construction permits % construction cost | 46 | 1.1 |
| Extent of market dominance | 130 | 2.7 |
| Time to start a business days | 122 | 40.0 |
| Cost to start a business % GNI per capita | 132 | 82.2 |
| Effect of taxation on incentives to work | 111 | 3.2 |
| Effect of taxation on incentives to invest | 107 | 3.1 |
| Total tax rate % profits | 49 | 33.1 |
| **Safety and security** | 135 | 2.8 |
| Business costs of crime and violence | 129 | 2.6 |
| Reliability of police services | 133 | 2.2 |
| Business costs of terrorism | 136 | 2.1 |
| Index of terrorism incidence | 126 | 1.0 |
| Homicide rate /100,000 pop. | 91 | 6.7 |
| **Health and hygiene** | 110 | 3.8 |
| Physician density /1,000 pop | 111 | 0.2 |
| Access to improved sanitation % pop. | 107 | 53.3 |
| Access to improved drinking water % pop. | 132 | 54.9 |
| Hospital beds /10,000 pop. | 116 | 7.0 |
| HIV prevalence % adult pop. | 1 | 0.1 |
| Malaria incidence cases/100,000 pop. | 112 | 1756.8 |
| **Human resources and labour market** | 132 | 3.2 |
| Primary education enrollment rate net % | 123 | 84.8 |
| Secondary education enrollment rate gross % | 118 | 48.6 |
| Extent of staff training | 133 | 3.0 |
| Degree of customer orientation | 123 | 3.9 |
| Hiring and firing practices | 94 | 3.4 |
| Ease of finding skilled employees | 135 | 2.7 |
| Ease of hiring foreign labour | 51 | 4.2 |
| Pay and productivity | 116 | 3.3 |
| Female participation in the labor force ratio to men | 127 | 0.36 |
| **ICT readiness** | 130 | 2.3 |
| ICT use for biz-to-biz transactions | 123 | 3.7 |
| Internet use for biz-to-consumer transactions | 133 | 2.9 |
| Internet users % pop. | 102 | 25.1 |
| Fixed-broadband Internet subscriptions /100 pop. | 103 | 1.5 |
| Mobile-cellular telephone subscriptions /100 pop. | 127 | 68.0 |
| Mobile-broadband subscriptions /100 pop. | 131 | 5.9 |
| Mobile network coverage % pop. | 127 | 84.0 |
| Quality of electricity supply | 136 | 1.2 |
| **Prioritization of Travel & Tourism** | 135 | 2.4 |
| Government prioritization of travel and tourism industry | 136 | 2.2 |
| T&T government expenditure % government budget | 120 | 1.2 |
| Effectiveness of marketing and branding to attract tourists | 135 | 1.7 |
| Comprehensiveness of annual T&T data 0–120 (best) | 116 | 38 |
| Timeliness of providing monthly/quarterly T&T data 0–21 (best) | 118 | 3.0 |
| Country brand strategy rating 1–10 (best) | 123 | 56.4 |

| Index Component | Rank/136 | Score* |
|---|---|---|
| **International Openness** | 136 | 1.3 |
| Visa requirements 0–100 (best) | 132 | 2.0 |
| Openness of bilateral Air Service Agreements 0–38 (best) | 129 | 4.0 |
| Number of regional trade agreements in force number | 127 | 1.0 |
| **Price competitiveness** | 7 | 5.9 |
| Ticket taxes and airport charges 0–100 (best) | 6 | 95.1 |
| Hotel price index US$ | n/a | n/a |
| Purchasing power parity PPP $ | 81 | 0.5 |
| Fuel price levels US$ cents/litre | 18 | 70.0 |
| **Environmental sustainability** | 136 | 2.8 |
| Stringency of environmental regulations | 136 | 1.7 |
| Enforcement of environmental regulations | 136 | 1.8 |
| Sustainability of travel and tourism industry development | 136 | 2.0 |
| Particulate matter (2.5) concentration μg/m3 | 80 | 9.8 |
| Environmental treaty ratification 0–27 (best) | 90 | 19 |
| Baseline water stress 5–0 (best) | 120 | 5.0 |
| Threatened species % total species | 76 | 6.4 |
| Forest cover change % change | n/a | n/a |
| Wastewater treatment % | 111 | 0.0 |
| Costal shelf fishing pressure tonnes/km2 | 38 | 0.1 |
| **Air transport infrastructure** | 133 | 1.5 |
| Quality of air transport infrastructure | 135 | 2.2 |
| Available seat kilometres, domestic millions | 66 | 3.0 |
| Available seat kilometres, international millions | 110 | 31.5 |
| Aircraft departures /1,000 pop. | 111 | 0.4 |
| Airport density airports/million pop. | 70 | 1.0 |
| Number of operating airlines Number | 124 | 9.0 |
| **Ground and port infrastructure** | 129 | 2.0 |
| Quality of roads | 127 | 2.5 |
| Road density % total territorial area | 103 | - |
| Paved road density % total territorial area | 126 | - |
| Quality of railroad infrastructure | n/a | n/a |
| Railroad density km of roads/land area | n/a | n/a |
| Quality of port infrastructure | 118 | 2.6 |
| Ground transport efficiency | 136 | 1.8 |
| **Tourist service infrastructure** | 127 | 2.2 |
| Hotel rooms number/100 pop. | 105 | 0.1 |
| Quality of tourism infrastructure | 136 | 1.8 |
| Presence of major car rental companies | 85 | 4 |
| Automated teller machines number/thoudand adult pop. | 124 | 4.9 |
| **Natural resources** | 132 | 1.9 |
| Number of World Heritage natural sites number of sites | 46 | 1 |
| Total known species number of species | 85 | 438 |
| Total protected areas % total territorial area | 133 | 0.8 |
| Natural tourism digital demand 0–100 (best) | 108 | 2 |
| Attractiveness of natural assets | 133 | 2.8 |
| **Cultural resources and business travel** | 111 | 1.3 |
| Number of World Heritage cultural sites number of sites | 61 | 3 |
| Oral and intangible cultural heritage number of expressions | 71 | 1 |
| Sports stadiums number of large stadiums | 66 | 5.0 |
| Number of international association meetings 3-year average | 135 | 0.0 |
| Cultural and entertainment tourism digital demand 0–100 (best) | 115 | 2 |

* Scores are on a 1-to-7 scale unless indicated otherwise. For detailed definitions, sources, and periods, consult the interactive Country/Economy Profiles and Rankings at http://wef.ch/ttcr

# Zambia

**108th** / 136

Travel & Tourism Competitiveness Index 2017 edition

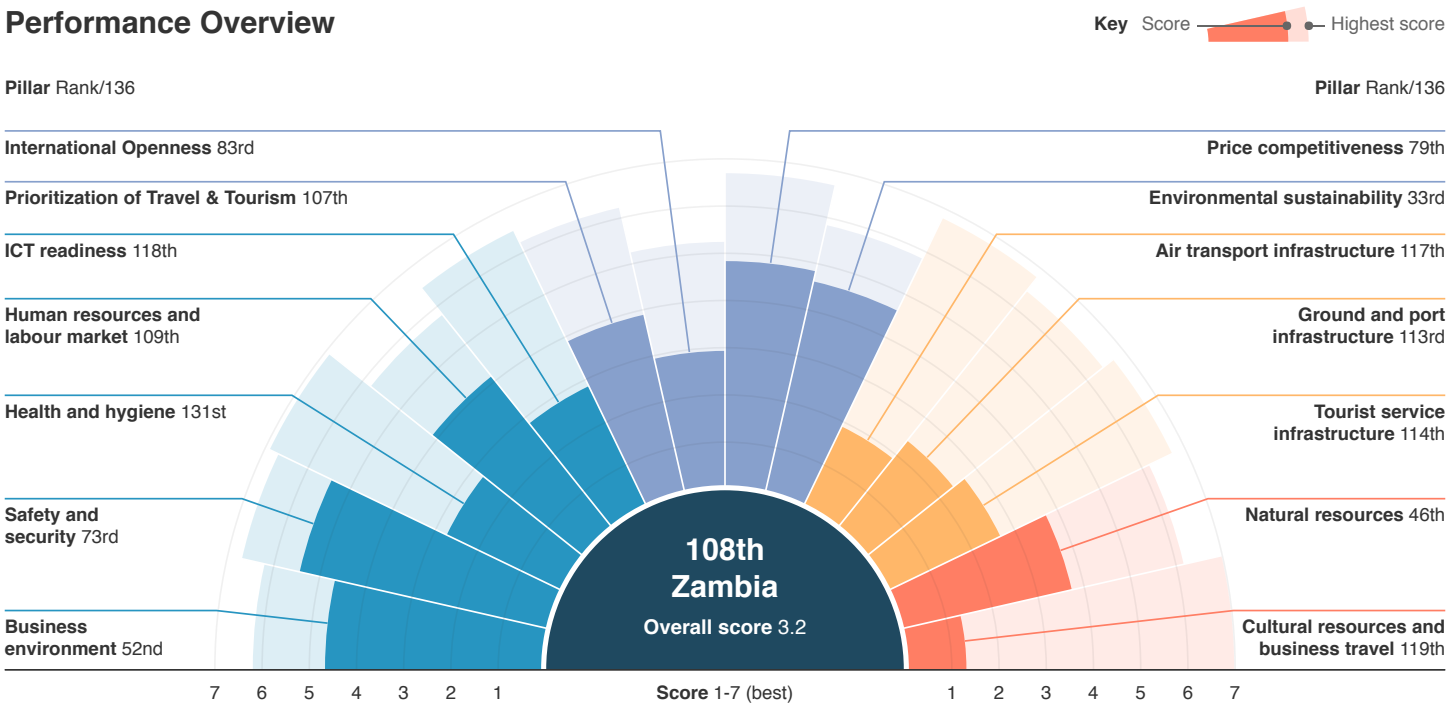
## Key Indicators

Sources: World Tourism Organization (UNWTO) and World Travel and Tourism Council (WTTC)

| | |
|---|---|
| **International tourist arrivals** | 932,000 |
| **International tourism inbound receipts** | US $660.1 million |
| **Average receipts per arrival** | US $708.3 |

| | |
|---|---|
| **T&T industry GDP** | US $627.3 million |
| % of total | 3.0% |
| **T&T industry employment** | 94,213 jobs |
| % of total | 1.7% |

## Performance Overview




## Past performance

| Travel & Tourism Competitiveness Edition | 2015 | 2017 |
|---|---|---|
| **Rank** | 107 / 141 | 108 / 136 |
| **Score** | 3.2 | 3.2 |

# Zambia

**108th** / 136

## Travel & Tourism Competitiveness Index 2017 edition

WORLD ECONOMIC FORUM

| Index Component | Rank/136 | Score* |
|---|---|---|
| **Business environment** | 52 | 4.6 |
| Property rights | 53 | 4.5 |
| Business impact of rules on FDI | 35 | 5.1 |
| Efficiency of legal framework in settling disputes | 49 | 4.1 |
| Efficiency of legal framework in challenging regs | 57 | 3.6 |
| Time required to deal with construction permits days | 97 | 189 |
| Cost to deal with construction permits % construction cost | 89 | 3.3 |
| Extent of market dominance | 72 | 3.6 |
| Time to start a business days | 50 | 8.5 |
| Cost to start a business % GNI per capita | 117 | 33.7 |
| Effect of taxation on incentives to work | 86 | 3.7 |
| Effect of taxation on incentives to invest | 86 | 3.4 |
| Total tax rate % profits | 10 | 18.6 |
| **Safety and security** | 73 | 5.4 |
| Business costs of crime and violence | 66 | 4.7 |
| Reliability of police services | 110 | 3.4 |
| Business costs of terrorism | 37 | 5.8 |
| Index of terrorism incidence | 1 | 7.0 |
| Homicide rate /100,000 pop. | 87 | 5.8 |
| **Health and hygiene** | 131 | 2.7 |
| Physician density /1,000 pop | 113 | 0.2 |
| Access to improved sanitation % pop. | 114 | 43.9 |
| Access to improved drinking water % pop. | 125 | 65.4 |
| Hospital beds /10,000 pop. | 79 | 20.0 |
| HIV prevalence % adult pop. | 131 | 12.4 |
| Malaria incidence cases/100,000 pop. | 125 | 20990.6 |
| **Human resources and labour market** | 109 | 4.1 |
| Primary education enrollment rate net % | 111 | 87.4 |
| Secondary education enrollment rate gross % | 131 | 37.0 |
| Extent of staff training | 75 | 3.8 |
| Degree of customer orientation | 97 | 4.3 |
| Hiring and firing practices | 34 | 4.3 |
| Ease of finding skilled employees | 32 | 4.8 |
| Ease of hiring foreign labour | 12 | 4.9 |
| Pay and productivity | 91 | 3.7 |
| Female participation in the labor force ratio to men | 45 | 0.87 |
| **ICT readiness** | 118 | 2.8 |
| ICT use for biz-to-biz transactions | 103 | 4.2 |
| Internet use for biz-to-consumer transactions | 114 | 3.7 |
| Internet users % pop. | 109 | 21.0 |
| Fixed-broadband Internet subscriptions /100 pop. | 125 | 0.2 |
| Mobile-cellular telephone subscriptions /100 pop. | 123 | 74.5 |
| Mobile-broadband subscriptions /100 pop. | 119 | 13.8 |
| Mobile network coverage % pop. | 115 | 93.0 |
| Quality of electricity supply | 118 | 2.5 |
| **Prioritization of Travel & Tourism** | 107 | 3.9 |
| Government prioritization of travel and tourism industry | 63 | 4.9 |
| T&T government expenditure % government budget | 100 | 2.1 |
| Effectiveness of marketing and branding to attract tourists | 77 | 4.1 |
| Comprehensiveness of annual T&T data 0–120 (best) | 108 | 43 |
| Timeliness of providing monthly/quarterly T&T data 0–21 (best) | 115 | 4.5 |
| Country brand strategy rating 1–10 (best) | 82 | 72.5 |

| Index Component | Rank/136 | Score* |
|---|---|---|
| **International Openness** | 83 | 2.9 |
| Visa requirements 0–100 (best) | 19 | 60.0 |
| Openness of bilateral Air Service Agreements 0–38 (best) | 69 | 10.4 |
| Number of regional trade agreements in force number | 117 | 2.0 |
| **Price competitiveness** | 79 | 4.8 |
| Ticket taxes and airport charges 0–100 (best) | 67 | 75.2 |
| Hotel price index US$ | 64 | 132.9 |
| Purchasing power parity PPP $ | 23 | 0.3 |
| Fuel price levels US$ cents/litre | 107 | 159.0 |
| **Environmental sustainability** | 33 | 4.6 |
| Stringency of environmental regulations | 72 | 4.0 |
| Enforcement of environmental regulations | 57 | 4.1 |
| Sustainability of travel and tourism industry development | 56 | 4.5 |
| Particulate matter (2.5) concentration µg/m3 | 64 | 7.5 |
| Environmental treaty ratification 0–27 (best) | 115 | 17 |
| Baseline water stress 5–0 (best) | 1 | 0.0 |
| Threatened species % total species | 4 | 2.9 |
| Forest cover change % change | 53 | 0.0 |
| Wastewater treatment % | 83 | 4.2 |
| Costal shelf fishing pressure tonnes/km2 | n/a | n/a |
| **Air transport infrastructure** | 117 | 1.9 |
| Quality of air transport infrastructure | 119 | 3.2 |
| Available seat kilometres, domestic millions | 79 | 1.3 |
| Available seat kilometres, international millions | 109 | 31.7 |
| Aircraft departures /1,000 pop. | 107 | 0.6 |
| Airport density airports/million pop. | 47 | 1.5 |
| Number of operating airlines Number | 105 | 17.0 |
| **Ground and port infrastructure** | 113 | 2.3 |
| Quality of roads | 84 | 3.5 |
| Road density % total territorial area | 110 | - |
| Paved road density % total territorial area | 108 | - |
| Quality of railroad infrastructure | 71 | 2.6 |
| Railroad density km of roads/land area | 87 | 0.2 |
| Quality of port infrastructure | 126 | 2.2 |
| Ground transport efficiency | 95 | 2.9 |
| **Tourist service infrastructure** | 114 | 2.6 |
| Hotel rooms number/100 pop. | 88 | 0.3 |
| Quality of tourism infrastructure | 67 | 4.7 |
| Presence of major car rental companies | 113 | 2 |
| Automated teller machines number/thoudand adult pop. | 112 | 9.6 |
| **Natural resources** | 46 | 3.7 |
| Number of World Heritage natural sites number of sites | 46 | 1 |
| Total known species number of species | 28 | 1057 |
| Total protected areas % total territorial area | 7 | 37.9 |
| Natural tourism digital demand 0–100 (best) | 96 | 4 |
| Attractiveness of natural assets | 51 | 5.5 |
| **Cultural resources and business travel** | 119 | 1.3 |
| Number of World Heritage cultural sites number of sites | 126 | 0 |
| Oral and intangible cultural heritage number of expressions | 56 | 2 |
| Sports stadiums number of large stadiums | 90 | 3.0 |
| Number of international association meetings 3-year average | 100 | 6.7 |
| Cultural and entertainment tourism digital demand 0–100 (best) | 124 | 1 |

* Scores are on a 1-to-7 scale unless indicated otherwise. For detailed definitions, sources, and periods, consult the interactive Country/Economy Profiles and Rankings at http://wef.ch/ttcr

# Zimbabwe

**114th** / 136

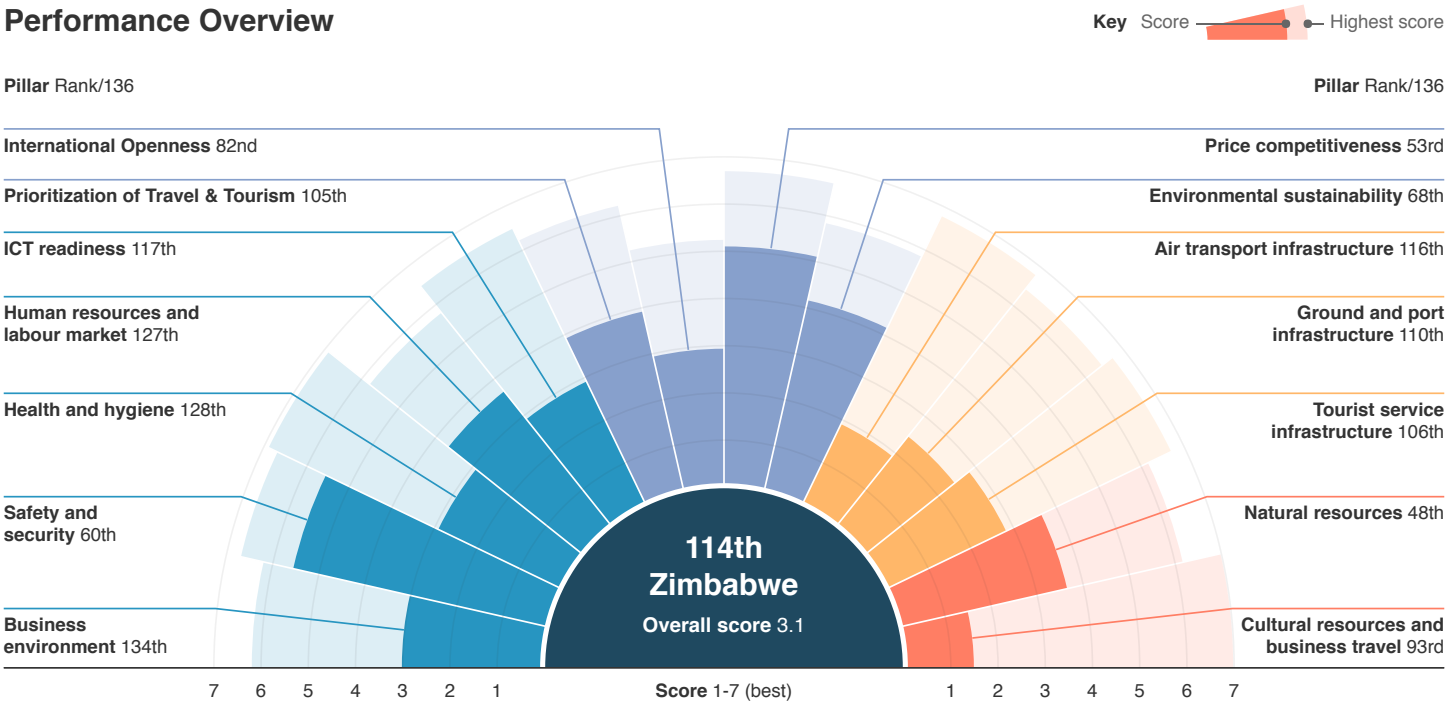
Travel & Tourism Competitiveness Index 2017 edition

## Key Indicators

Sources: World Tourism Organization (UNWTO) and World Travel and Tourism Council (WTTC)

| | |
|---|---|
| **International tourist arrivals** | 2,056,588 |
| **International tourism inbound receipts** | US $886.0 million |
| **Average receipts per arrival** | US $430.8 |
| **T&T industry GDP** | US $703.0 million |
| % of total | 5.2% |
| **T&T industry employment** | 180,028 jobs |
| % of total | 3.1% |

## Performance Overview




## Past performance

| Travel & Tourism Competitiveness Edition | 2015 | 2017 |
|---|---|---|
| **Rank** | 115 / 141 | 114 / 136 |
| **Score** | 3.1 | 3.1 |

# Zimbabwe

**114th** /136

## Travel & Tourism Competitiveness Index 2017 edition

WORLD ECONOMIC FORUM

| Index Component | Rank/136 | Score* |
|---|---|---|
| **Business environment** | 134 | 3.0 |
| Property rights | 135 | 2.6 |
| Business impact of rules on FDI | 136 | 2.2 |
| Efficiency of legal framework in settling disputes | 81 | 3.4 |
| Efficiency of legal framework in challenging regs | 111 | 2.7 |
| Time required to deal with construction permits days | 115 | 238 |
| Cost to deal with construction permits % construction cost | 133 | 25.4 |
| Extent of market dominance | 110 | 3.2 |
| Time to start a business days | 134 | 91.0 |
| Cost to start a business % GNI per capita | 133 | 119.2 |
| Effect of taxation on incentives to work | 52 | 4.1 |
| Effect of taxation on incentives to invest | 113 | 3.0 |
| Total tax rate % profits | 47 | 32.8 |
| **Safety and security** | 60 | 5.5 |
| Business costs of crime and violence | 64 | 4.8 |
| Reliability of police services | 106 | 3.5 |
| Business costs of terrorism | 5 | 6.4 |
| Index of terrorism incidence | 62 | 7.0 |
| Homicide rate /100,000 pop. | 91 | 6.7 |
| **Health and hygiene** | 128 | 2.9 |
| Physician density /1,000 pop | 122 | 0.1 |
| Access to improved sanitation % pop. | 120 | 36.8 |
| Access to improved drinking water % pop. | 117 | 76.9 |
| Hospital beds /10,000 pop. | 87 | 17.0 |
| HIV prevalence % adult pop. | 133 | 16.7 |
| Malaria incidence cases/100,000 pop. | 116 | 6559.2 |
| **Human resources and labour market** | 127 | 3.6 |
| Primary education enrollment rate net % | 119 | 85.9 |
| Secondary education enrollment rate gross % | 119 | 47.6 |
| Extent of staff training | 88 | 3.7 |
| Degree of customer orientation | 115 | 4.0 |
| Hiring and firing practices | 130 | 2.3 |
| Ease of finding skilled employees | 53 | 4.4 |
| Ease of hiring foreign labour | 136 | 2.3 |
| Pay and productivity | 121 | 3.3 |
| Female participation in the labor force ratio to men | 35 | 0.89 |
| **ICT readiness** | 117 | 2.9 |
| ICT use for biz-to-biz transactions | 107 | 4.1 |
| Internet use for biz-to-consumer transactions | 130 | 3.2 |
| Internet users % pop. | 122 | 16.4 |
| Fixed-broadband Internet subscriptions /100 pop. | 106 | 1.1 |
| Mobile-cellular telephone subscriptions /100 pop. | 114 | 84.8 |
| Mobile-broadband subscriptions /100 pop. | 94 | 39.0 |
| Mobile network coverage % pop. | 123 | 88.7 |
| Quality of electricity supply | 122 | 2.3 |
| **Prioritization of Travel & Tourism** | 105 | 3.9 |
| Government prioritization of travel and tourism industry | 73 | 4.7 |
| T&T government expenditure % government budget | 88 | 2.6 |
| Effectiveness of marketing and branding to attract tourists | 111 | 3.4 |
| Comprehensiveness of annual T&T data 0–120 (best) | 66 | 66 |
| Timeliness of providing monthly/quarterly T&T data 0–21 (best) | 109 | 9.0 |
| Country brand strategy rating 1–10 (best) | 100 | 65.7 |

| Index Component | Rank/136 | Score* |
|---|---|---|
| **International Openness** | 82 | 2.9 |
| Visa requirements 0–100 (best) | 23 | 58.0 |
| Openness of bilateral Air Service Agreements 0–38 (best) | 93 | 9.1 |
| Number of regional trade agreements in force number | 91 | 4.0 |
| **Price competitiveness** | 53 | 5.1 |
| Ticket taxes and airport charges 0–100 (best) | 47 | 80.5 |
| Hotel price index US$ | 15 | 83.0 |
| Purchasing power parity PPP $ | 84 | 0.5 |
| Fuel price levels US$ cents/litre | 95 | 148.0 |
| **Environmental sustainability** | 68 | 4.1 |
| Stringency of environmental regulations | 67 | 4.1 |
| Enforcement of environmental regulations | 62 | 4.0 |
| Sustainability of travel and tourism industry development | 88 | 4.0 |
| Particulate matter (2.5) concentration µg/m3 | 30 | 4.8 |
| Environmental treaty ratification 0–27 (best) | 115 | 17 |
| Baseline water stress 5–0 (best) | 45 | 0.7 |
| Threatened species % total species | 26 | 3.8 |
| Forest cover change % change | 106 | 0.1 |
| Wastewater treatment % | 111 | 0.0 |
| Costal shelf fishing pressure tonnes/km2 | n/a | n/a |
| **Air transport infrastructure** | 116 | 1.9 |
| Quality of air transport infrastructure | 106 | 3.6 |
| Available seat kilometres, domestic millions | 68 | 2.4 |
| Available seat kilometres, international millions | 125 | 19.1 |
| Aircraft departures /1,000 pop. | 87 | 1.7 |
| Airport density airports/million pop. | 86 | 0.8 |
| Number of operating airlines Number | 109 | 15.0 |
| **Ground and port infrastructure** | 110 | 2.4 |
| Quality of roads | 100 | 3.2 |
| Road density % total territorial area | 84 | - |
| Paved road density % total territorial area | 97 | - |
| Quality of railroad infrastructure | 79 | 2.3 |
| Railroad density km of roads/land area | 61 | 0.7 |
| Quality of port infrastructure | 104 | 3.2 |
| Ground transport efficiency | 116 | 2.5 |
| **Tourist service infrastructure** | 106 | 2.8 |
| Hotel rooms number/100 pop. | 127 | 0.0 |
| Quality of tourism infrastructure | 74 | 4.5 |
| Presence of major car rental companies | 85 | 4 |
| Automated teller machines number/thoudand adult pop. | 122 | 5.3 |
| **Natural resources** | 48 | 3.6 |
| Number of World Heritage natural sites number of sites | 30 | 2 |
| Total known species number of species | 40 | 889 |
| Total protected areas % total territorial area | 31 | 26.6 |
| Natural tourism digital demand 0–100 (best) | 97 | 4 |
| Attractiveness of natural assets | 31 | 5.8 |
| **Cultural resources and business travel** | 93 | 1.5 |
| Number of World Heritage cultural sites number of sites | 61 | 3 |
| Oral and intangible cultural heritage number of expressions | 71 | 1 |
| Sports stadiums number of large stadiums | 50 | 7.0 |
| Number of international association meetings 3-year average | 104 | 5.3 |
| Cultural and entertainment tourism digital demand 0–100 (best) | 103 | 3 |

* Scores are on a 1-to-7 scale unless indicated otherwise. For detailed definitions, sources, and periods, consult the interactive Country/Economy Profiles and Rankings at http://wef.ch/ttcr

# TTCI Methodology and Data Sources: Composition of the TTCI 2017

This section provides details about the construction of the 2017 edition of the Travel & Tourism Competitiveness Index (TTCI).

The TTCI structure (detailed below) is composed of 14 pillars organized into four subindexes: **A) Enabling Environment** (5 pillars): 1. Business Environment, 2. Safety and Security, 3. Health and Hygiene, 4. Human Resources and Labour Market, 5. ICT Readiness; **B) T&T Policy and Enabling Conditions** (4 pillars): 6. Prioritization of Travel & Tourism, 7. International Openness, 8. Price Competitiveness, 9. Environmental sustainability; **C) Infrastructure** (3 pillars): 10. Air Transport Infrastructure, 11. Ground and Port Infrastructure, 12. Tourist Service Infrastructure; and **D) Natural and Cultural Resources** (2 pillars): 13. Natural Resources and 14. Cultural Resources and Business Travel.

These 14 pillars are calculated on the basis of data derived from the Executive Opinion Survey (Survey) and quantitative data from other sources.

The Survey data is derived from responses to the World Economic Forum's Executive Opinion Survey and range in value from 1 to 7. Hard data were collected from various sources, which are described in the Technical Notes and Sources section at the end of the *Report.* All of the data used in the calculation of the TTCI can be found in the Data Tables section of the *Report.*

Hard data indicators used in the TTCI are normalized to a 1-to-7 scale in order to align them with the Executive Opinion Survey's results.[1]

Each of the pillars has been calculated as an un-weighted average of the individual component variables.

The subindexes are then calculated as un-weighted averages of the included pillars. The Human Resources and Labour Market pillar is the un-weighted average of its two subpillars: Qualification of the labour force and Labour market.

The overall TTCI is then the un-weighted average of the three subindexes. The indicators that make up each pillar and subpillar are described below.

Indicators not derived from the Survey are identified by an asterisk on the following pages.

## Subindex A: Enabling Environment

### Pillar 1: Business Environment

1.01 Property rights
1.02 Impact of rules on FDI
1.03 Efficiency of legal framework in settling disputes[2]
1.04 Efficiency of legal framework in challenging regulations[2]
1.05 Time required to deal with construction permits[*2]
1.06 Cost to deal with construction permits[*2]
1.07 Extent of market dominance
1.08 Time required to start a business[*2]
1.09 Cost to start a business[*2]
1.10 Extent and effect of taxation on incentives to work[2]
1.11 Extent and effect of taxation on incentives to invest[2]
1.12 Total tax rate*

### Pillar 2: Safety and Security

2.01 Business costs of crime and violence
2.02 Reliability of police services
2.03 Business costs of terrorism
2.04 Index of terrorism incidence*
2.05 Homicide rate*

### Pillar 3: Health and Hygiene

3.01 Physician density*
3.02 Access to improved sanitation[*2]
3.03 Access to improved drinking water[*2]
3.04 Hospital beds*
3.05 HIV prevalence*
3.06 Malaria incidence*

### Pillar 4: Human Resources and Labour Market

Qualification of the labour force

4.01 Primary education enrolment rate*
4.02 Secondary education enrolment rate*
4.03 Extent of staff training
4.04 Treatment of customers

Labour market

4.05 Hiring and firing practices
4.06 Ease of finding skilled employees
4.07 Ease of hiring foreign labour
4.08 Pay and productivity
4.09 Female labour force participation*

### Pillar 5: ICT Readiness

5.01 ICT use for business-to-business transactions[2]
5.02 Internet use for business-to-consumer transactions[2]
5.03 Individuals using the internet*
5.04 Broadband internet subscribers*
5.05 Mobile telephone subscriptions*

5.06 Mobile broadband subscriptions*
5.07 Mobile network coverage*
5.08 Quality of electricity supply

## Subindex B: T&T Policy and Enabling Conditions

### Pillar 6: Prioritization of Travel & Tourism

6.01 Government prioritization of the T&T industry
6.02 T&T government expenditure*
6.03 Effectiveness of marketing to attract tourists
6.04 Comprehensiveness of annual T&T data[*2]
6.05 Timeliness of providing monthly/quarterly T&T data[*2]
6.06 Country Brand Strategy rating*

### Pillar 7: International Openness

7.01 Visa requirements*
7.02 Openness of bilateral Air Service Agreements*
7.03 Number of regional trade agreements in force*

### Pillar 8: Price Competitiveness

8.01 Ticket taxes and airport charges*
8.02 Hotel price index*
8.03 Purchasing power parity*
8.04 Fuel price levels*

### Pillar 9: Environmental Sustainability

9.01 Stringency of environmental regulations[2]
9.02 Enforcement of environmental regulations[2]
9.03 Sustainability of travel and tourism industry development
9.04 Particulate matter (2.5) concentration*
9.05 Number of environmental treaty ratifications*
9.06 Baseline water stress*
9.07 Threatened species*
9.08 Forest cover change*
9.09 Wastewater treatment*
9.10 Coastal shelf fishing pressure*

## Subindex C: Infrastructure

### Pillar 10: Air Transport Infrastructure

10.01 Quality of air transport infrastructure
10.02 Available seat kilometres, domestic[*3]
10.03 Available seat kilometres, international[*3]
10.04 Aircraft departures*
10.05 Airport density*
10.06 Number of operating airlines*

### Pillar 11: Ground and Port Infrastructure

11.01 Quality of roads
11.02 Road density[*2]
11.03 Paved road density[*2]
11.04 Quality of railroad infrastructure[2]
11.05 Railroad density[*2]
11.06 Quality of port infrastructure
11.07 Ground transport efficiency

### Pillar 12: Tourist Service Infrastructure

12.01 Hotel rooms*
12.02 Quality of tourism infrastructure
12.03 Presence of major car rental companies*
12.04 Automated teller machines per adult population*

## Subindex D: Natural and Cultural Resources

### Pillar 13: Natural Resources

13.01 Number of World Heritage natural sites*
13.02 Total known species*
13.03 Total protected areas*
13.04 Natural tourism digital demand*
13.05 Attractiveness of natural assets

### Pillar 14: Cultural Resources and Business Travel

14.01 Number of World Heritage cultural sites[*3]
14.02 Number of oral and intangible cultural heritage expressions[*3]
14.03 Number of sports stadiums*
14.04 Number of international association meetings*
14.05 Cultural and entertainment tourism digital demand*

## Notes

1 The standard formula for converting each hard data indicator to the 1-to-7 scale is

$$6 \times \left( \frac{\text{country score} - \text{sample minimum}}{\text{sample maximum} - \text{sample minimum}} \right) + 1$$

The *sample minimum* and *sample maximum* are the lowest and highest scores of the overall sample, respectively. For those hard data indicators for which a higher value indicates a worse outcome (e.g. fuel price levels), we rely on a normalization formula that, in addition to converting the series to a 1-to-7 scale, reverses it, so that 1 and 7 still correspond to the worst and best, respectively:

$$-6 \times \left( \frac{\text{country score} - \text{sample minimum}}{\text{sample maximum} - \text{sample minimum}} \right) + 7$$

In some instances, adjustments were made to account for extreme outliers in the data.

2 These indicators are combined applying a simple average aggregation to form one single indicator. Consequently, they are implicitly weighted by a factor of 0.5.

3 Indicators 10.02, *Available seat kilometers, domestic,* and 10.03, *Available seat kilometers, international,* are summed to form a single indicator. Similarly, indicators 14.01, *Number of World Heritage cultural sites,* and 14.02, *Number of oral and intangible cultural heritage expressions,* are summed to form a single indicator.

# TTCI Methodology and Data Sources: Data Definition and Sources

This section complements the data tables by providing full descriptions and sources of all the indicators used for the calculation of the Travel & Tourism Competitiveness Index 2017 (TTCI).

The number next to the indicator corresponds to the number of the data table that shows the ranks and scores for all countries/economies on this particular indicator. The data used in this *Report* include data derived from the Executive Opinion Survey as well as statistical data from other organizations. In the case of indicators derived from the Executive Opinion Survey (the Survey), the full question and associated answers are provided. For more details on Survey indicators, refer to Chapter 1.3 of The Global Competitiveness Report 2016–2017.

For indicators sourced from other organizations or national sources, because of space limitations it is not possible to reproduce in this *Report* all the additional information associated with specific data points. The data used in the computation of the TTCI 2017 represent the most recent and/or best data available at the time when they were collected. It is possible that data were updated or revised subsequently. Throughout the statistical tables in this publication, "n/a" denotes that the value is not available, or that available data are unreasonably outdated or do not come from a reliable source.

## PILLAR 1: BUSINESS ENVIRONMENT

**1.01 Property rights**

In your country, how strong is the protection of property rights, including financial assets? (1 = extremely weak, 7 = extremely strong) | 2015–2016 weighted average

Source: World Economic Forum, Executive Opinion Survey

**1.02 Impact of rules on FDI**

In your country, to what extent do rules and regulations encourage or discourage foreign direct investment (FDI)? (1 = strongly discourage FDI, 7 = strongly encourage FDI) | 2015–2016 weighted average

Source: World Economic Forum, Executive Opinion Survey

**1.03 Efficiency of legal framework in settling disputes**

In your country, how efficient is the legal framework for private businesses in settling disputes? (1 = extremely inefficient, 7 = extremely efficient) | 2015–2016 weighted average

Source: World Economic Forum, Executive Opinion Survey

**1.04 Efficiency of legal framework in challenging regulations (rule of law next year)**

In your country, how easy is it for private businesses to challenge government actions and/or regulations through the legal system? (1 = extremely difficulty, 7 = extremely easy) | 2015–2016 weighted average

Source: World Economic Forum, Executive Opinion Survey

**1.05 Time required to deal with construction permits**

Total number of days required to deal with procedures necessary to build a warehouse | 2016

This indicator measures the median duration (in number of days) that local experts indicate is necessary in practice for a business to build a warehouse. The duration takes into account the following procedures: obtaining and submitting all relevant project-specific documents (for example, building plans, site maps and certificates of urbanism) to the authorities; hiring external third-party supervisors, engineers or inspectors; obtaining all necessary clearances, licenses, permits and certificates; submitting all required notifications; and requesting and receiving all necessary inspections as well as all procedures for obtaining connections for water and sewerage. For further details, visit http://www.doingbusiness.org/methodology.

Source: World Bank/International Finance Corporation, *Doing Business 2017 Equal Opportunity for All*

**1.06 Cost to deal with construction permits**

Cost is recorded as a percentage of the warehouse value | 2016

This indicator measures the cost associated with the procedures necessary for a business to build a warehouse (respect to its value). This cost is related to the following procedures: obtaining and submitting all relevant project-specific documents (for example, building plans, site maps and certificates of urbanism) to the authorities; hiring external third-party supervisors, engineers or inspectors; obtaining all necessary clearances, licenses, permits and certificates; submitting all required notifications; and requesting and receiving all necessary inspections as well as all procedures for obtaining connections for water and sewerage. For further details, visit http://www.doingbusiness.org/methodology.

Source: World Bank/International Finance Corporation, *Doing Business 2017 Equal Opportunity for All*

**1.07 Extent of market dominance**

In your country, how would you characterize corporate activity? (1 = dominated by a few business groups, 7 = spread among many firms) | 2015–2016 weighted average

Source: World Economic Forum, Executive Opinion Survey

**1.08 Time required to start a business**

Number of days required to start a business | 2016

This indicator measures the median duration that incorporation lawyers indicate is necessary to complete a procedure with minimum follow-up with government agencies and no extra payments. For further details, visit http://www.doingbusiness.org/methodology.

Source: World Bank/International Finance Corporation, *Doing Business 2017 Equal Opportunity for All*

### 1.09 Cost to start a business

Cost to start a business as a percentage of the economy's income (GNI) per capita | 2016

This indicator measures all official fees and fees for legal or professional services if such services are required by law. For further details, visit http://www.doingbusiness.org/methodology.

Source: World Bank/International Finance Corporation, *Doing Business 2017 Equal Opportunity for All*

### 1.10 Extent and effect of taxation on incentives to work

In your country, to what extent do taxes reduce the incentive to work? (1 = significantly reduce the incentive to work, 7 = does not reduce incentive to work at all) | 2015–2016 weighted average

Source: World Economic Forum, Executive Opinion Survey

### 1.11 Extent and effect of taxation on incentives to invest

In your country, to what extent do taxes reduce the incentive to invest? (1 = significantly reduce the incentive to invest, 7 = do not reduce the incentive to invest at all) | 2015–2016 weighted average

Source: World Economic Forum, Executive Opinion Survey

### 1.12 Total tax rate

A combination of profit tax (% of profits), labour tax and contribution (% of profits) and other taxes (% of profits) | 2016

The total tax rate measures the amount of taxes and mandatory contributions payable by a medium-size company, expressed as a share of commercial profits. The total amount of taxes is the sum of five different types of taxes and contributions payable after accounting for deductions and exemptions: profit or corporate income tax, social contributions and labour taxes paid by the employer, property taxes, turnover taxes and other small taxes. For more details about the methodology employed and the assumptions made to compute this indicator, visit http://www.doingbusiness.org/methodology.

Source: World Bank/International Finance Corporation, *Doing Business 2017 Equal Opportunity for All*

### 1.12a Labour and contributions tax rate

Amount of taxes and mandatory contributions on labour paid by the business as a percentage of commercial profits | 2016

Source: World Bank/International Finance Corporation, *Doing Business 2017 Equal Opportunity for All*

### 1.12b Profit tax rate

Amount of taxes on profits paid by the business as a percentage of commercial profit | 2016

Source: World Bank/International Finance Corporation, *Doing Business 2017 Equal Opportunity for All*

### 1.12c Other taxes rate

Amount of taxes and mandatory contributions paid by the business as a percentage of commercial profit that are not already included in the categories of profit or labour taxes | 2016

Source: World Bank/International Finance Corporation, *Doing Business 2017 Equal Opportunity for All*

## PILLAR 2: SAFETY AND SECURITY

### 2.01 Business costs of crime and violence

In your country, to what extent does the incidence of crime and violence impose costs on businesses? (1 = to a great extent, 7 = not at all) | 2015–2016 weighted average

Source: World Economic Forum, Executive Opinion Survey

### 2.02 Reliability of police services

In your country, to what extent can police services be relied upon to enforce law and order? (1 = cannot be relied upon at all, 7 = can be completely relied upon) | 2015–2016 weighted average

Source: World Economic Forum, Executive Opinion Survey

### 2.03 Business costs of terrorism

In your country, to what extent does the threat of terrorism impose costs on businesses? (1 = to a great extent, 7 = not at all) | 2015–2016 weighted average

Source: World Economic Forum, Executive Opinion Survey

### 2.04 Index of terrorism incidence

Simple average of the number of terrorism-related casualties (injuries and fatalities) and the number of terrorist attacks, each normalized on a scale of 1 to 7 | 2013–2015 total

This index has been created on the basis of data contained in the START Database (National Consortium for the Study of Terrorism and Responses to Terrorism). It is the average of the total number of "terrorism attacks" during the 2010–2012 period and the total number of "terrorism casualties" (fatalities plus injured people) over the same period. Prior to aggregation, both totals were transformed on a scale ranging from 1 (most attacks/casualties) to 7 (no attack/casualty) using a min-max formula. On both measures, economies whose terrorism incidence is above the 95th percentile are assigned a transformed score of 1.

Source: World Economic Forum's calculations based on data from National Consortium for the Study of Terrorism and Responses to Terrorism (START), Global Terrorism Database. Retrieved from http://www.start.umd.edu/gtd on January 17, 2017.

### 2.05 Homicide rate

Number of homicide cases per 100,000 population | 2014 or most recent

The United Nations Office on Drugs and Crime (UNODC) collects statistics on homicide occurrences worldwide, pooling information from national sources as well as other international institutions such as Interpol, Eurostat, the Organization of American States, UNICEF and the World Health Organization (WHO).
Note: Higher value means worse outcome.

Source: United Nations Office on Drugs and Crime (UNODC)

## PILLAR 3: HEALTH AND HYGIENE

### 3.01 Physician density

Physician density per 1,000 population | 2012 or most recent

This indicator measures the number of physicians in the country per 1,000 population. Physicians include generalist medical practitioners and specialist medical practitioners.

Source: The World Health Organization, Global Health Observatory Data Repository

### 3.02 Access to improved sanitation

Access to adequate sanitation as a percentage of total population | 2015 or most recent

This indicator refers to the percentage of the population with at least adequate access to excreta disposal facilities that can effectively prevent human, animal and insect contact with excreta. Improved facilities range from simple but protected pit latrines to flush toilets with a sewerage connection. To be effective, facilities must be correctly constructed and properly maintained.

Source: The World Health Organization, Global Health Observatory Data Repository

### 3.03 Access to improved drinking water

Access to safe drinking water as a percentage of total population | 2015 or most recent

This indicator refers to the percentage of the population with reasonable access to an adequate amount of water from an improved source, such as a household connection, public standpipe, borehole, protected well or spring and rainwater collection. Unimproved sources include vendors, tanker trucks and unprotected wells and springs. "Reasonable access" is defined as the availability of at least 20 litres per person per day from a source within one kilometre of the dwelling.

Source: The World Health Organization, Global Health Observatory Data Repository

### 3.04 Hospital beds

Hospital beds per 10,000 population | 2011 or most recent

Hospital beds include inpatient beds available in public, private, general and specialized hospitals and rehabilitation centres. In most cases, beds for both acute and chronic care are included.

Source: The World Bank, World Development Indicators, 2014 Edition (retrieved on November 2016)

### 3.05 HIV prevalence

HIV prevalence as a percentage of adults aged 15–49 years | 2014 or most recent

HIV prevalence refers to the percentage of people aged 15–49 who are infected with HIV at a particular point in time, no matter when infection occurred.

Source: The World Bank, World Development Indicators database (accessed May 18, 2015, and May 19, 2016); UNAIDS, *UNAIDS Global Report on the Global AIDS Epidemic* (2008, 2010, 2012, and 2013 editions); UNAIDS, *IUNAIDS Gap Report 2014*; national sources

### 3.06 Malaria incidence

Estimated number of malaria cases per 100,000 population | 2012 or most recent

This indicator refers to the estimated number of new cases of malaria in the economy per 100,000 population. M.F. and S.L. indicate respectively that the World Health Organization (WHO) has declared the area malaria-free (M.F.) or that it has included it in the supplementary list (S.L.) of areas where malaria has never existed or has disappeared without specific measures. Hong Kong SAR and Puerto Rico have been considered malaria-free (M.F.) following the assessment by the US Centers for Disease Control and Prevention (CDC).

Source: The World Health Organization, *World Malaria Report* 2012 and 2015 editions; United States Centers for Disease Control and Prevention (CDC), Malaria Information and Prophylaxis information (accessed July 29, 2016). NOTE: For economies that were declared free of malaria by the World Health Organization (WHO) (except in the case of Hong Kong SAR, for which malaria assessment by CDC), that are included in the WHO's supplementary list of areas where malaria has never existed or has disappeared without specific measures, or that are currently in the prevention of reintroduction phase as identified by the WHO, this indicator is excluded from the calculation of the GCI. In the Country/Economy profiles of these economies, the following abbreviations are used: *M.F.* for malaria-free economies; *P.R.* indicates prevention of reintroduction phase; and *S.L.* means the economy is on the WHO's supplementary list.

## PILLAR 4: HUMAN RESOURCES AND LABOUR MARKET

### 4.01 Primary education enrolment rate

Net primary education enrolment rate | 2015 or most recent

The reported value corresponds to the ratio of children of official school age (as defined by the national education system) who are enrolled in school to the population of the corresponding official school age. Primary education (ISCED level 1) provides children with basic reading, writing and mathematics skills along with an elementary understanding of such subjects as history, geography, natural science, social science, art and music.

Source: UNESCO Institute for Statistics, Data Centre (accessed December, 2016); Organisation for Economic Co-operation and Development (OECD), Education at a Glance 2015; UNICEF; national sources

### 4.02 Secondary education enrolment rate

Gross secondary education enrolment rate | 2015 or most recent

The reported value corresponds to the ratio of total secondary enrolment, regardless of age, to the population of the age group that officially corresponds to the secondary education level. Secondary education (ISCED levels 2 and 3) completes the provision of basic education that began at the primary level and aims to lay the foundations for lifelong learning and human development by offering more subject- or skills-oriented instruction using more specialized teachers.

Source: UNESCO Institute for Statistics, Data Centre (accessed December, 2016); national sources

### 4.03 Extent of staff training

In your country, to what extent do companies invest in training and employee development? (1 = not at all, 7 = to a great extent) | 2015–2016 weighted average

Source: World Economic Forum, Executive Opinion Survey

### 4.04 Treatment of customers

In your country, how well do companies treat customers? (1 = indifferent to customer satisfaction, 7 = highly responsive to customers and seek customer retention) | 2015–2016 weighted average

Source: World Economic Forum, Executive Opinion Survey

### 4.05 Hiring and firing practices

In your country, how would you characterize the hiring and firing of workers? (1 = heavily impeded by regulations, 7 = extremely flexible) | 2015–2016 weighted average

Source: World Economic Forum, Executive Opinion Survey

### 4.06 Ease of finding skilled employees

In your country, to what extent can companies find people with the skills required to fill their vacancies? (1 = not at all, 7 = to a great extent) | 2015–2016 weighted average

Source: World Economic Forum, Executive Opinion Survey

### 4.07 Ease of hiring foreign labour

In your country, how restrictive are regulations related to the hiring of foreign labour? (1 = highly restrictive, 7 = not restrictive at all) | 2015–2016 weighted average

Source: World Economic Forum, Executive Opinion Survey

### 4.08 Pay and productivity

In your country, to what extent is pay related to worker productivity? (1 = not related to worker productivity, 7 = strongly related to worker productivity) | 2015–2016 weighted average

Source: World Economic Forum, Executive Opinion Survey

### 4.09 Female labour force participation

Ratio of women to men in the labour force | 2015 or most recent

This indicator is the percentage of women aged 15–64 participating in the labour force divided by the percentage of men aged 15–64 participating in the labour force.

Source: International Labour Organization, Key Indicators of the Labour Markets, 8th Edition; national sources

## PILLAR 5: ICT READINESS

### 5.01 ICT use for business-to-business transactions

In your country, to what extent do businesses use ICTs for transactions with other businesses? (1 = not at all, 7 = to a great extent) | 2015–2016 weighted average

Source: World Economic Forum, Executive Opinion Survey

### 5.02 Internet use for business-to-consumer transactions

In your country, to what extent do businesses use the internet for selling their goods and services to consumers? (1 = not at all, 7 = to a great extent) | 2015–2016 weighted average

Source: World Economic Forum, Executive Opinion Survey

### 5.03 Individuals using the internet

Percentage of individuals using the internet | 2015 or most recent

Internet users are people using the internet from any device (including mobile phones) in the last 12 months. Data are based on surveys generally carried out by national statistical offices or estimated based on the number of internet subscriptions.

Source: International Telecommunication Union, World Telecommunication Indicators 2016, December update

### 5.04 Broadband internet subscribers

Fixed broadband internet subscriptions per 100 population | 2015 or most recent

This refers to total fixed (wired) broadband internet subscriptions (that is, subscriptions to high-speed access to the public Internet—a TCP/IP connection—at downstream speeds equal to or greater than 256 kb/s).

Source: International Telecommunication Union, World Telecommunication Indicators 2016, December update

### 5.05 Mobile telephone subscriptions

Number of mobile telephone subscriptions per 100 population | 2015 or most recent

A mobile telephone subscription refers to a subscription to a public mobile telephone service that provides access to the public switched telephone network (PSTN) using cellular technology, including the number of pre-paid SIM cards active during the past three months. This includes both analogue and digital cellular systems (IMT-2000, Third Generation, 3G) and 4G subscriptions, but excludes mobile broadband subscriptions via data cards or USB modems. Subscriptions to public mobile data services, private trunked mobile radio, telepoint or radio paging and telemetry services are also excluded. It includes all mobile cellular subscriptions that offer voice communications.

Source: International Telecommunication Union, World Telecommunication Indicators 2016, December update

### 5.06 Mobile broadband subscriptions

Mobile broadband subscriptions per 100 population | 2015 or most recent

Mobile broadband subscriptions refers to active SIM cards or, on CDMA networks, connections accessing the internet at consistent broadband speeds of over 512 kb/s, including cellular technologies such as HSPA, EV-DO and above. This includes connections being used in any type of device able to access mobile broadband networks, including smartphones, USB modems, mobile hotspots and other mobile-broadband connected devices.

Source: International Telecommunication Union, World Telecommunication Indicators 2016, December update

### 5.07 Mobile network coverage

Percentage of total population covered by a mobile network signal | 2015 or most recent

This indicator measures the percentage of inhabitants who are within range of a mobile cellular signal, irrespective of whether or not they are subscribers. This is calculated by dividing the number of inhabitants within range of a mobile cellular signal by the total population. Note that this is not the same as the mobile subscription density or penetration.

Source: International Telecommunication Union, World Telecommunication Indicators 2016, December update

### 5.08 Quality of electricity supply

In your country, how reliable is the electricity supply (lack of interruptions and lack of voltage fluctuations)? (1 = extremely unreliable, 7 = extremely reliable) | 2015–2016 weighted average

Source: World Economic Forum, Executive Opinion Survey

## PILLAR 6: PRIORITIZATION OF TRAVEL & TOURISM

### 6.01 Government prioritization of travel and tourism industry

How high of a priority is the development of the travel & tourism (T&T) industry for the government of your country? (1 = not a priority at all, 7 = a top priority) | 2015–2016 weighted average

Source: World Economic Forum, Executive Opinion Survey

### 6.02 T&T government expenditure

T&T government expenditure as a percentage of total government budget | 2015 or most recent

This indicator includes expenditures (transfers or subsidies) made by government agencies to provide T&T services such as cultural (e.g. art museums), recreational (e.g. national parks), clearance (e.g. immigration/customs) and so on to visitors.

Source: World Travel & Tourism Council, Tourism Satellite Account Research 2016

### 6.03 Effectiveness of marketing and branding to attract tourists

How effective is your country's marketing and branding campaigns at attracting tourists? (1 = not effective at all, 7 = extremely effective) | 2015–2016 weighted average

Source: World Economic Forum, Executive Opinion Survey

### 6.04 Comprehensiveness of annual T&T data

Number of data available (0 = no data, 120 = all selected indicators are available) | 2012–2016

This indicator shows how many of the yearly data provided by national administrations on 30 different concepts from the UNWTO Compendium of Tourism Statistics are available. It covers 2012 through 2016. The scores range from a minimum of 0 to a maximum of 120, where 120 can be obtained by a country providing data for all the 30 concepts in all of the four years taken into consideration.

Source: World Tourism Organization (UNWTO)

### 6.05 Timeliness of providing monthly/quarterly T&T data

Number of latest data available (0 = no data, 22.5 = data reported for all the periods considered) | 2015–2016

This indicator shows the availability of two key T&T indicators (international tourist arrivals and tourism receipts) on a monthly or quarterly basis, covering the period from October 2014 to November 2016. The UNWTO has calculated the score of each country based on the data included in the latest available UNWTO World Tourism Barometer by adding the number of months for which data on the international tourist arrivals are available to the number of months for which data on international tourism receipts are available. Half weight has been applied to the lower of the two scores, so the scores range from a minimum of 0 to a maximum of 22.5

Source: World Tourism Organization (UNWTO)

### 6.06 Country Brand Strategy rating

This indicator evaluates the accuracy of the strategy of National Tourism Organizations (NTO) by a formula that compares the most popular brandtags (as measured by the proprietary Digital Demand D2 tool) for a specific country to the brandtags most heavily promoted by that country's NTO. A country brand receives a higher rating if that country's NTO focuses its strategic and promotional positioning on the tourism-related brandtags with the highest demand (as measured by total online searches) from international tourists. A poor rating can suggest either the inappropriate promotion of the least popular brandtags (as measured by total online searches) by an NTO or the lack of focus on the brandtags in highest demand.

Source: Bloom Consulting Country Brand Ranking, Tourism Edition. Available at http://www.bloom-consulting.com/pdf/rankings/Bloom_Consulting_Country_Brand_Ranking_Tourism.pdf

## PILLAR 7: INTERNATIONAL OPENNESS

### 7.01 Visa requirements

Visa requirements for entry in the destination country for a tourism visit of a limited duration for visitors from worldwide source markets (100 = no visa required for visitors from all source markets, 0 = traditional visa required for visitors from every source market) | 2016

This indicator measures to what extent a destination country is facilitating inbound tourism through its visa policy, distinguishing whether the country can be visited without a visa, a visa can be obtained on arrival or an electronic visa is available. It is calculated as a percentage of the world population that is exempt from a visa or is eligible for visa on arrival or electronic visa when visiting the destination country, where: A) the population of source markets that can visit the destination country without a visa is fully counted (i.e. weight 1); B) the population of source markets that can obtain a visa on arrival when entering the destination country is weighted by 0.7; and C) the population of source markets that can use an electronic visa is weighted by 0.5. The indicator is consistent with the *UNWTO Visa Openness Report 2015* that can be downloaded from http://rcm.unwto.org/content/facilitation-tourist-travel.

Source: World Tourism Organization (UNWTO)

### 7.02 Openness of bilateral Air Service Agreements

Index measuring the average openness of air service agreements (0 = most restricted, 38 = most liberal) | 2011

This index measures the weighted average openness of all bilateral Air Service Agreements (ASAs) concluded by International Civil Aviation Organization (ICAO) signatories as registered in ICAO's World's Air Services Agreements (WASA) database (2010 update). The weights are the bilateral scheduled passenger traffic taking place under each ASA. Regulatory data come from ICAO's WASA database and traffic data were obtained from IATA.

Source: World Trade Organization, based on ICAO and IATA data

### 7.03 Number of regional trade agreements in force

Number of goods (RTAs) and services (EIAs) notifications | 2016

This indicator assess the level of openness of a country to foreign goods and services as measured by the sum of the number of Regional Trade Agreements (RTA) and the number of Economic Integration Agreements (EIA) in force to the WTO. Members entering into RTAs are required to notify RTA to the WTO, either under Article XXIV of the GATT 1994 or the Enabling Clause (for RTAs covering trade in goods), or under Article V of the GATS (for RTAs covering trade in services). In a case of an RTA covering both goods and services, two notifications are required. The notification should be made following ratification of the RTA and before the application of preferential treatment between the parties.

Source: World Trade Organization; Regional Trade Agreements Information System (RTA-IS) available at http://rtais.wto.org/UI/PublicMaintainRTAHome.aspx

## PILLAR 8: PRICE COMPETITIVENESS

### 8.01 Ticket taxes and airport charges

Index of relative cost of access (ticket taxes and airport charges) to international air transport services (0 = highest cost, 100 = lowest cost) | 2016 or most recent

This index measures the relative cost of access to international air transport services based on the level of airport charges, passenger ticket taxes and value-added taxation. It reflects the costs associated with a narrow-body and a wide-body passenger plane arrival and departure at the major international airports in each country. Charges include landing, terminal navigation and passenger and security charges as listed in the IATA Airport and Air Navigation Charges manual. Ticket taxes applicable to international travel were applied as described in the IATA List of Ticket and Airport Taxes and Fees manual. Per-passenger charges were calculated by applying a 75% load factor to a typical seating configuration of each type of aircraft. Value-added taxes (VATs) were calculated based on an average ticket price for each country, applied to half of the departing passengers, because the VAT is normally charged only on itineraries originating in the country concerned. A higher score indicates a lower level of charges and taxes.

Source: International Air Transport Association, SRS Analyser

### 8.02 Hotel price index

Average room rates calculated for first-class branded hotels for calendar year (US dollars) | 2016 or most recent

This index measures the average price, in US dollars, of first-class hotel accommodation in each country. The index is calculated by using the average room rate achieved by first-class hotels in each country over a 12-month period from October 2015 through October 2016, to mitigate the impact of any seasonality fluctuations. Data may refer to the 2015 period where the 2016 update is not available.

Source: Deloitte–STR Global and Smith Travel Research Inc.

### 8.03 Purchasing power parity

Ratio of purchasing power parity (PPP) conversion factor to official exchange rate | 2015 or most recent available

The World Bank defines the purchasing power parity (PPP) conversion factor as the number of units of a country's currency required to buy the same amount of goods and services in the domestic market as a US dollar would buy in the United States. Official exchange rate refers to the exchange rate determined by national authorities or to the rate determined in the legally sanctioned exchange market. It is calculated as an annual average based on monthly averages (local currency units relative to the US dollar). The variable shown is the PPP conversion factor to market exchange rate ratio as reported by the World Bank's World Development Indicator database.

Source: The World Bank, World Development Indicators (retrieved December 2016)

### 8.04 Fuel price levels

Retail diesel fuel prices expressed as US cents per litre | 2014 or most recent available

This indicator refers to the pump prices of the most widely sold grade diesel fuel.

Source: The World Bank, World Development Indicators (retrieved December 2016)

## PILLAR 9: ENVIRONMENTAL SUSTAINABILITY

### 9.01 Stringency of environmental regulations

How would you assess the stringency of your country's environmental regulations? (1 = very lax, among the worst in the world; 7 = among the world's most stringent) | 2015–2016 weighted average

Source: World Economic Forum, Executive Opinion Survey

### 9.02 Enforcement of environmental regulations

In your country, how would you assess the enforcement of environmental regulations? (1 = very lax, among the worst in the world; 7 = among the world's most rigorous) | 2015–2016 weighted average

Source: World Economic Forum, Executive Opinion Survey

### 9.03 Sustainability of travel and tourism industry development

How effective is your government's efforts to ensure that the Travel & Tourism sector is being developed in a sustainable way? (1 = very ineffective, development of the sector does not take into account issues related to environmental protection and sustainable development; 7 = very effective, issues related to environmental protection and sustainable development are at the core of the government's strategy) | 2015–2016 weighted average

Source: World Economic Forum, Executive Opinion Survey

### 9.04 Particulate matter (2.5) concentration

Population-weighted exposure to PM2.5 (micro-grams per cubic meter) | 2014

These data were derived from a model that was parameterized by data on Aerosol Optical Depth (AOD) from NASA's MODIS, SeaWiFS, and MISR satellite instruments, and the GEOS-Chem chemical transport model. The model covered all areas south of 70 degree north Latitude and north of 70 degree south latitude. van Donkelaar et al. estimated annual global surface PM2.5 concentrations at a 10 x 10 km spatial resolution. For more details, refer to: http://epi.yale.edu/sites/default/files/Yale%20EPI%20Metadata_2016.pdf

Source: Yale Center for Environmental Law & Policy (YCELP) and the Center for International Earth Science Information Network (CIESIN) at Columbia University, Environmental Performance Index 2016, available at http://epi.yale.edu/epi/issue-rankings

### 9.05 Environmental treaty ratifications

Total number of ratified environmental treaties (0-32 scale, where 32 is best) | 2016

This indicator measures the total number of international treaties from a set of 27 for which a state is a participant. A state is acknowledged as a participant whenever is status for each treaty appears as Ratified, Accession, or In Force. The treaties included are: the International Convention for the Regulation of Whaling, 1948 Washington; the International Convention for the Prevention of Pollution of the Sea by Oil, 1954, as amended in 1962 and 1969, 1954 London; the Convention on Wetlands of International Importance especially as Waterfowl Habitat, 1971 Ramsar; the Convention Concerning the Protection of the World Cultural and Natural Heritage, 1972 Paris; the Convention on the Prevention of Marine Pollution by Dumping of Wastes and Other Matter, 1972 London, Mexico City, Moscow, Washington; the Convention on International Trade in Endangered Species of Wild Fauna and Flora, 1973 Washington; the International Convention for the Prevention of Pollution from Ships (MARPOL) as modified by the Protocol of 1978, London; the Convention on the Conservation of Migratory Species of Wild Animals, 1979 Bonn; the United Nations Convention on the Law of the Sea, 1982 Montego Bay; the Convention on the Protection of the Ozone Layer, 1985 Vienna; the Protocol on Substances that Deplete the Ozone Layer, 1987 Montreal; the Convention on the Control of Transboundary Movements of Hazardous Wastes and their Disposal, 1989 Basel; the International Convention on Oil Pollution Preparedness, Response and Co-operation, 1990 London; the United Nations Framework Convention on Climate Change, 1992 New York; the Convention on Biological Diversity, 1992 Rio de Janeiro; the Convention on the Protection and Use of Transboundary Watercourses and International Lakes, 1992; the International Convention to Combat Desertification in Those countries Experiencing Serious Drought and/or Desertification, particularly Africa, 1994 Paris; the Agreement relating to the Implementation of Part XI of the United Nations Convention on the Law of the Sea of 10 December 1982, 1994 New York; the Agreement relating to the Provisions of the United Nations Convention on the Law of the Sea relating to the Conservation and Management of Straddling Fish Stocks and Highly Migratory Fish Stocks, 1995 New York; the Kyoto Protocol to the United Nations Framework Convention on the Climate Change, Kyoto 1997; the Convention on the Law of the Non-navigational Uses of International Watercourses, 1997; the Rotterdam Convention on the Prior Informed Consent Procedure for Certain Hazardous Chemicals and Pesticides in International Trade, 1998 Rotterdam; the Convention on Access to Information, Public Participation in Decision-Making and Access to Justice in Environmental Matters, 1998; the Cartagena Protocol of Biosafety to the Convention on Biological Diversity, 2000 Montreal; the Protocol on Preparedness, Response and co-operation to Pollution Incidents by Hazardous and Noxious Substances, 2000 London; the Stockholm Convention on Persistent Organic Pollutants, 2001 Stockholm; the International Treaty on Plant Genetic Resources for Food and Agriculture, 2001 Rome; the Protocol on Pollutant Release and Transfer Registers 2003; the International Tropical Timber Agreement, 2006 Geneva; the Supplementary Protocol on Liability and Redress to the Cartagena Protocol on Biosafety, 2010 Nagoya - Kuala Lumpur; the Protocol on Access to Genetic Resources and their Fair and Equitable Sharing of Benefits Arising from their Utilization to the Convention on Biological Diversity, Nagoya 2010; the Convention on Mercury, Minamata, 2013; and the Paris Agreement 2015.

Source: The International Union for Conservation of Nature (IUCN), Environmental Law Centre ELIS Treaty Database

### 9.06 Baseline water stress

Normalized (0–5) projected water stress | 2014

Based on annual water withdrawal data, this indicator estimates projected future country-level water stress for 2020 under a business-as-usual (BAU) scenario. For more details, see Luck, M., M. Landis, and F. Gassert, "Aqueduct Water Stress Projections: Decadal Projections of Water Supply and Demand Using CMIP5 GCMs," Technical note (Washington, DC: World Resources Institute, April 2015), http://www.wri.org/publication/aqueduct-water-stress-projections.

Source: World Resources Institute, Aqueduct

### 9.07 Threatened species

Threatened species as a percentage of total species (mammals, birds and amphibians) | 2016

This indicator measures the total number of Critically Endangered, Endangered and Vulnerable species as a percentage of total known species for mammals, birds and amphibians.

Source: The International Union for Conservation of Nature (IUCN), Red List of Threatened Species 2016

### 9.08 Forest cover change

Forest loss in > 30% tree cover since 2000 | 2014

This indicator measures the loss in the sum of annual tree cover between 2000 and 2014 in areas with greater than 30% tree cover, divided by 2000 forest extent. It factors in areas of tree cover loss across a range of causes including anthropogenic deforestation, natural and anthropogenic forest fires, clearing trees for agriculture, logging, plantation harvesting, and tree mortality due to natural causes. For more information refer to: http://epi.yale.edu/sites/default/files/Yale%20EPI%20Metadata_2016.pdf

Source: Yale Center for Environmental Law & Policy (YCELP) and the Center for International Earth Science Information Network (CIESIN) at Columbia University, Environmental Performance Index 2016, available at http://epi.yale.edu/epi/issue-rankings

### 9.09 Wastewater treatment

Percentage of wastewater that receives treatment weighted by connection to wastewater treatment rate | 2015

This indicator measures the percentage of wastewater that is treated before it is released back into ecosystems. Wastewater treatment performance is measured by volume of wastewater that is treated over time. Performance metrics are established by public or privately-owned, operated utilities for a municipal area. A number of datasets were collated to compute this indicator: A source-type hierarchy was used to find a value for each data point: 1) Country-level statistical data and reports; 2) OECD and EuroStat values were then used ("population connected to a wastewater treatment plant") and; 3) United Nations Statistics Division's "Population connected to wastewater treatment" variable; 4) percentage of wastewater treated to secondary and tertiary treatment levels from the Global Water Intelligence and the Pinsent-Masons Water Yearbook; 5) FAO-AQUASTAT values ("Total volume of wastewater treated" / "Total volume of wastewater collected"*100) for a given year, country. For more information refer to: http://epi.yale.edu/sites/default/files/Yale%20EPI%20Metadata_2016.pdf

Source: Yale Center for Environmental Law & Policy (YCELP) and the Center for International Earth Science Information Network (CIESIN) at Columbia University, Environmental Performance Index 2016, available at http://epi.yale.edu/epi/issue-rankings

### 9.10 Costal shelf fishing pressure

Trawling catch per exclusive economic zone (EEZ) (tonnes per square kilometre) | 2006 or most recent

This indicator assesses the total catch from trawling and dredging equipment divided by the total area of each country's exclusive economic zone (EEZ). Ocean ecosystems are significantly affected by the way in which aquatic species are harvested. Bottom or benthic trawling and dredging fishing techniques leave widespread, lasting damage on the sea beds and the ecosystem. This indicator is derived from the Sea Around Us spatial database, which is based on several major data sources such as the FAO capture fisheries and its regional bodies, the International Council for the Exploration of the Seas (ICES) STATLANT database (www.ices.int/fish/statlant.htm), the Northwest Atlantic Fisheries Organization (NAFO; www.nafo.ca/) as well as data provided from the Canadian, United States and other governments. The catches in each spatial cell are associated with the appropriate fishing gear code to determine the catch from trawling and dredging gears. This total metric tonnes of catch is divided to the area of EEZ.

Source: Yale Center for Environmental Law & Policy (YCELP) and the Center for International Earth Science Information Network (CIESIN) at Columbia University, Environmental Performance Index 2014, available at http://epi.yale.edu/epi/issue-rankings

## PILLAR 10: AIR TRANSPORT INFRASTRUCTURE

### 10.01 Quality of air transport infrastructure

How would you assess the quality of air transport infrastructure in your country? (1 = extremely underdeveloped, among the worst in the world; 7 = extensive and efficient, among the best in the world) | 2015–2016 weighted average

Source: World Economic Forum, Executive Opinion Survey

### 10.02 Available seat kilometres, domestic

Scheduled available domestic seat kilometres originating in country per week (year average) | 2015

This indicator measures an airline's passenger-carrying capacity. It is composed of the number of seats available on each domestic flight multiplied by the flight distance in kilometres. The final value represents the weekly average for the year (Jan–Dec), taking into account flights scheduled beforehand by airline companies.

Source: International Air Transport Association, SRS Analyser

### 10.03 Available seat kilometres, international

Scheduled available international seat kilometres originating in country per week (year average) | 2015

This indicator measures an airline's passenger-carrying capacity. It is composed of the number of seats available on each international flight multiplied by the flight distance in kilometres. The final value represents the weekly average for the year (Jan–Dec), taking into account flights scheduled beforehand by airline companies.

Source: International Air Transport Association, SRS Analyser

### 10.04 Aircraft departures

Number of aircraft departures per 1,000 population | 2015 or most recent

Aircraft departures are the number of domestic and international take-offs of air carriers registered in the country.

Source: World Bank, World Development Indicators (accessed December 2016)

### 10.05 Airport density

Number of airports with at least one scheduled flight per million of urban population | 2015 or most recent

Urban population refers to people living in urban areas as defined by national statistical offices. It is calculated using World Bank population estimates and urban ratios from the United Nations World Urbanization Prospects.

Source: Author's calculation based on International Air Transport Association, SRS Analyser and World Bank, World Development Indicators (accessed 3 December 2016)

### 10.06 Number of operating airlines

Number of airlines with scheduled flights originating in country | 2015

Source: International Air Transport Association, SRS Analyser

## PILLAR 11: GROUND AND PORT INFRASTRUCTURE

### 11.01 Quality of roads

How would you assess the quality of roads in your country? (1 = extremely underdeveloped, among the worst in the world; 7 = extensive and efficient, among the best in the world) | 2015–2016 weighted average

Source: World Economic Forum, Executive Opinion Survey

### 11.02 Quality of railroad infrastructure

How would you assess the quality of railroad infrastructure in your country? (1 = extremely underdeveloped, among the worst in the world; 7 = extensive and efficient, among the best in the world) | 2015–2016 weighted average

Source: World Economic Forum, Executive Opinion Survey

### 11.03 Quality of port infrastructure

How would you assess the quality of seaport infrastructure in your country? (1 = extremely underdeveloped, among the worst in the world; 7 = extensive and efficient, among the best in the world | For landlocked countries, please assess access to seaports (1 = extremely underdeveloped, among the worst in the world; 7 = extensive and efficient, among the best in the world) | 2015–2016 weighted average

Source: World Economic Forum, Executive Opinion Survey

### 11.04 Ground transport efficiency

Average score across the two components of the following Executive Opinion Survey questions: In your country, how efficient (i.e. frequency, punctuality, speed, price) are the following transport services? a. Ground transportation (buses, subways, taxis) (1 = extremely inefficient, among the worst in the world; 7 = extremely efficient, among the best in the world) b. Train services (1 = extremely inefficient, among the worst in the world; 7 = extremely efficient, among the best in the world)? | 2015–2016 weighted average

Source: World Economic Forum, Executive Opinion Survey

### 11.05 Railroad density

Kilometres of railroad per 100 square kilometres of land | 2014 or most recent available

Railroad density is the ratio of the length of the country's total railroad network to the country's land area. Rail lines are the length of railway routes available for train service, irrespective of the number of parallel tracks.

Source: The World Bank, World Development Indicators (retrieved on December 2016)

### 11.06 Road density

Kilometres of road per 100 square kilometres of land | 2014 or most recent available

Road density is the ratio of the length of the country's total road network to the country's land area. The road network includes all roads in the country: motorways, highways, main or national roads, secondary or regional roads and other urban and rural roads.

Source: IRF Geneva, World Road Statistics WRS

### 11.07 Paved road density (km/surface area)

Kilometres of paved road per 100 square kilometres of land | 2014 or most recent available

Road density is the ratio of the length of the country's total paved road network to the country's land area. Paved roads are those surfaced with crushed stone (macadam) and hydrocarbon binder or bituminized agents, with concrete, or with cobblestones, as a percentage of all the country's roads, measured in length.

Source: IRF Geneva, World Road Statistics WRS

## PILLAR 12: TOURIST SERVICE INFRASTRUCTURE

### 12.01 Hotel rooms

Number of hotel rooms per 100 population | 2015 or most recent

Source: World Tourism Organization (UNWTO)

### 12.02 Quality of tourism infrastructure

In your country, how do you assess the quality of tourism infrastructure (e.g. hotels, resorts, entertainment facilities)? (1 = very poor, among the worst in the world; 7 = excellent, among the best in the world) | 2015–2016 weighted average

Source: World Economic Forum, Executive Opinion Survey

### 12.03 Presence of major car rental companies

Index of presence of major car rental companies (1 = no company is present, 7 = all seven considered companies are present) | 2016

This indicator measures the presence of seven major car rental companies: Avis, Budget, Europcar, Hertz, National Car Rental, Sixt and Thrifty. For each country we count how many of these companies operate via an online research.

Source: Author's calculation based on the individual rental car websites

### 12.04 ATMs per adult population

Number of automated teller machines (ATMs) per 100,000 adult population | 2014

Source: The World Bank, World Development Indicators (retrieved on December 2016)

## PILLAR 13: NATURAL RESOURCES

### 13.01 Number of World Heritage natural sites

Number of World Heritage natural sites in the country | 2016

World Heritage natural sites are those properties that the World Heritage Committee considers as having outstanding universal value.

Source: UNESCO World Heritage List, available at http://whc.unesco.org/en/list/

### 13.02 Total known species

Total known species of mammals, birds and amphibians in the country | 2016

This indicator measures the total known species of mammals, birds and amphibians.

Source: The International Union for Conservation of Nature (IUCN), Red List Threatened Species

### 13.03 Total protected areas

Total hectares of terrestrial and marine areas under protection as a share of country's total territorial area | 2014

A terrestrial area includes total land area and inland waters. Marine areas, also known as territorial seas, are defined by the 1982 United Nations Convention on the Law of the Sea as belts of coastal waters extending at most twelve nautical miles from the baseline (usually the mean low-water mark) of a coastal state. Protected areas (marine, terrestrial or freshwater), as defined by the International Union for Conservation of Nature (IUCN), are clearly defined geographical spaces, recognized, dedicated and managed, through legal or other effective means to achieve the long-term conservation of nature with associated ecosystem services and cultural values. Only protected areas that are nationally designated are included in this indicator. The status designated is attributed to a protected area when the corresponding authority, according to national legislation or common practice (e.g. by means of an executive decree or the like), officially endorses a document of designation. The designation must be made for the purpose of biodiversity conservation, not single species protection or fortuitous de facto protection arising because of some other activity (e.g. military).

Source: United Nations Statistics Division, available at: http://mdgs.un.org/unsd/mdg/Default.aspx

### 13.04 Natural tourism digital demand

Number of online searches index (0–100 scale, where 100 is best) | 2016

This indicator measures the total online search volume related to the following nature-related brandtags: Beaches, Adventure and Extreme, Diving, Fishing, Hiking, Surfing, Water Sports, Winter Sports, Animal Watching, Protected Areas and Sustainable and Rural Tourism. The calculation is based on the proprietary D2 tool which assesses the attractiveness of each country by analyzing online tourism-related search data across the relevant brandtags, each comprising destination-specific keywords correlated to tourist activities and attractions. A total of 3,818,000 keywords were analyzed across nine languages: English, Spanish, French, Italian, German, Portuguese, Russian, Japanese and Chinese.

Source: Bloom Consulting based on Country Brand Ranking, Tourism Edition. Available at http://www.bloom-consulting.com/pdf/rankings/Bloom_Consulting_Country_Brand_Ranking_Tourism.pdf

### 13.05 Attractiveness of natural assets

To what extent do international tourists visit your country mainly for its natural assets (i.e. parks, beaches, mountains, wildlife, etc.)? (1 = not at all; 7 = to a great extent)| 2015–2016 weighted average

Source: World Economic Forum, Executive Opinion Survey

## PILLAR 14: CULTURAL RESOURCES AND BUSINESS TRAVEL

### 14.01 Number of World Heritage cultural sites

Number of World Heritage cultural sites in the country | 2016

World Heritage cultural sites are those properties that the World Heritage Committee considers as having outstanding universal value.

Source: UNESCO World Heritage List, available at http://whc.unesco.org/en/list/

### 14.02 Oral and intangible cultural heritage expressions

Number of oral and intangible heritage practices and expressions | 2016

Intangible cultural heritage practices are those practices, representations, expressions, knowledge, skills—as well as the instruments, objects, artifacts and cultural spaces associated therewith—that communities, groups and, in some cases, individuals recognize as part of their cultural heritage. This intangible cultural heritage, transmitted from generation to generation, is constantly recreated by communities and groups in response to their environment and their interaction with nature and their history, and provides them with a sense of identity and continuity, thus promoting respect for cultural diversity and human creativity. The Intergovernmental Committee for the Safeguarding of the Intangible Cultural Heritage evaluates annually nominations proposed by States Parties to the Convention for the Safeguarding of the Intangible Cultural Heritage and decides whether or not to inscribe those cultural practices and expressions of intangible heritage on the Convention's Lists. For more details about the criteria for inscription, please visit http://www.unesco.org/culture/ich/index.php?lg=en&pg=00174.

Source: UNESCO World Heritage List, available at http://www.unesco.org/culture/ich/index.php?lg=en&pg=00011

### 14.03 Number of large sports stadiums

Total number of sports stadiums with a capacity larger than 20,000 million seats | 2016

The count of stadiums with a capacity of 20,000 seats or larger is a proxy for the ability of the country to host significant sports or entertainment events (i.e. concerts, shows).

Source: Author's calculation based on Worldstadiums.com

### 14.04 Number of international association meetings

Number of international association meeting held in the country annually | 2013-2015

This indicator measures the average number of international associations meetings held annually in each country between 2013 and 2015. These figures are based on the ICCA Association Database, which includes meetings organized by international associations, matching the following criteria: a) take place on a regular basis, b) rotate between a minimum of three countries and, c) have at least 50 participants.

Source: The International Congress and Convention Association (ICCA)

### 14.05 Cultural and entertainment tourism digital demand

Number of online searches index (0–100 scale, where 100 is best) | 2016

This indicator measures the total online search volume related to the following cultural brandtags: Historical Sites, Local People, Local Traditions, Museums, Performing Arts, UNESCO, City Tourism, Religious Tourism, Local Gastronomy, Entertainment Parks, Leisure Activities, Nightlife and Special Events. The calculation is based on the proprietary D2 tool which assesses the attractiveness of each country by analyzing online tourism-related search data across the relevant brandtags, each comprising destination-specific keywords correlated to tourist activities and attractions. A total of 3,818,000 keywords were analyzed across nine languages: English, Spanish, French, Italian, German, Portuguese, Russian, Japanese and Chinese.

Source: Bloom Consulting based on Country Brand Ranking, Tourism Edition. Available at http://www.bloom-consulting.com/pdf/rankings/Bloom_Consulting_Country_Brand_Ranking_Tourism.pdf

# About the Authors

## Roberto Crotti

Roberto Crotti is an Economist with the Global Competitiveness and Risk Team at the World Economic Forum. His responsibilities include competitiveness research, policy briefs and management of country benchmarking tools. He is responsible for competitiveness assessment of Africa and CIS countries, as well as industry analysis of the travel & tourism sector. His main areas of expertise are applied quantitative methods for policy evaluation, economic growth and development economics. Prior to joining the Forum, he worked in the private consulting sector. Mr Crotti holds a MA in Economics from Boston University and he is currently pursuing his doctorate in Development Economics at the Graduate Institute of International Studies (Geneva).

## Tiffany Misrahi

Tiffany is Community Lead and Head of the Aviation, Travel & Tourism Industry at the World Economic Forum. She has a background in international development and tourism, having worked at the International Trade Centre where she collaborated on the development and implementation of its Tourism-led Poverty Reduction Programme. At the World Economic Forum, she has developed expertise in the mobility and a passion for travel & tourism in particular. She is currently working with key government and industry leaders in developing strategies and implementing innovative projects in the fields of T&T competitiveness, the future of travel and tourism industries, travel facilitation and security in travel and tourism. Ms Misrahi has a BSc in International Business from Warwick University and a Master in Development Management from the London School of Economics and Political Science. She is currently part of the Global Leadership Fellows Programme at the World Economic Forum.

The World Economic Forum would like to thank the following organizations for their invaluable support of this *Report.*

AccorHotels is a world-leading travel & lifestyle group and digital innovator offering unique experiences in more than 4,000 hotels, resorts and residences, as well as in over 2,500 of the finest private homes around the globe. Benefiting from dual expertise as an investor and operator through its HotelServices and HotelInvest divisions, AccorHotels operates in 95 countries. Its portfolio comprises internationally acclaimed luxury brands including Raffles, Fairmont, Sofitel Legend, SO Sofitel, Sofitel, onefinestay, MGallery by Sofitel, Pullman, and Swissôtel; as well as the popular midscale and boutique brands of Novotel, Mercure, Mama Shelter and Adagio; the in-demand economy brands including ibis, ibis Styles, ibis budget and the regional brands Grand Mercure, The Sebel and hotelF1.

With an unmatched collection of brands and rich history spanning close to five decades, AccorHotels, along with its global team of more than 240,000 dedicated women and men, has a purposeful and heartfelt mission: to make every guest Feel Welcome. Guests enjoy access to one of the world's most rewarding hotel loyalty programs - Le Club AccorHotels.

AccorHotels is active in its local communities and committed to sustainable development and solidarity through PLANET 21, a comprehensive program that brings together employees, guests and partners to drive sustainable growth.

Accor SA is publicly listed with shares trading on the Euronext Paris exchange (ISIN code: FR0000120404) and the OTC marketplace (Code: ACRFY) in the United States.

AirAsia, the leading and largest low-cost carrier in Asia, services the most extensive network with over 120 destinations. Within 15 years of operations, AirAsia has carried over 330 million guests and grown its fleet from just two aircraft to over 170. The airline is proud to be a truly ASEAN (Association of South East Asian Nations) airline with established operations based in Malaysia, Indonesia, Thailand, Philippines, India and Japan, servicing a network stretching across all ASEAN countries and beyond. AirAsia was named the World's Best Low Cost Airline in the annual World Airline Survey by Skytrax for eight consecutive years from 2009–2016. AirAsia is the first airline globally to collaborate with INTERPOL to implement the I-Checkit system to screen the passports of all its prospective passengers against information contained in the world police body's Stolen and Lost Travel Documents (SLTD) database.

Amadeus provides the technology which keeps the travel sector moving - from initial search to making a booking, from pricing to ticketing, from managing reservations to managing check-in and departure processes.

Our products and solutions help to improve the business performance of our customers; travel agencies, corporations, airlines, ground handlers, hotels, railways, car rental companies, airports, cruise lines and ferry operators. The Amadeus group employs around 14,000 people worldwide, across central sites in Madrid (corporate headquarters), Nice (development) and Erding (operations), as well as over 70 local Amadeus Commercial Organisations globally and has a presence in more than 190 countries. The group operates a transaction-based business model. Amadeus is listed on the Spanish Stock Exchange under the symbol "AMS.MC" and is a component of the IBEX 35 index.

To find out more about Amadeus please visit www.amadeus.com, and www.amadeus.com/blog for more on the travel industry.

## Bloom Consulting

Countries Regions and Cities

Bloom Consulting is an international consulting firm that specializes in Nation Branding and City Branding. Today, the firm's headquarters are based in Madrid, Spain. Since 2003, Bloom Consulting has developed strategies for more than 50 destinations across Africa, Asia, Europe, Latin America and the U.S.A. The company works with political leaders and ministers with a clear objective in mind: to manage the Country Brand as a strategic asset from an economic and political point of view. Bloom Consulting annually publishes the Bloom Consulting Country Brand Ranking© for Trade and Tourism. The Ranking analyzes the brand performance of 180 countries and territories worldwide.

Digital Demand - D2© is an intelligence software that gathers and analyzes the total amount of "searches" performed by global citizens towards any Country,Region or City.Digital Demand data allows destinations to measure their real interest, appeal and reputation in five dimensions: Export, Investment, Tourism, Talent or Prominence (Public Diplomacy). Every year, Digital Demand – D2© publishes the www.digitalcountryindex.com to reveal which countries are most searched online for these dimensions.

## Deloitte.

As a leading professional services provider to the international travel, hospitality and leisure industry, Deloitte acts for owners, operators, developers, lenders and investors. Our clients have access to a fully integrated and sector-focused team, whose experience and knowledge of the travel, hospitality and leisure industry and the business imperatives facing our clients enables us to provide real insight in a timely manner.

Through our unique global network of over 244,400 professionals at member firms in 150 countries and territories, we are able to work locally and globally to deliver services in audit, tax, consulting, financial advisory, risk advisory, and related services. In addition to auditing a number of the largest global travel, hospitality and leisure businesses, our commercial, financial and tax advisory teams have helped clients to acquire or sell a wide range of trophy assets, large portfolios and strategic investments in the sector. We also advise on debt raising, new development, business planning and corporate strategy.

Deloitte is at the forefront of providing solutions that maximise value for our clients and ensure competitive advantage in what is an increasingly fast-changing and often volatile market. www.deloitte.co.uk/THL

## Emirates

Emirates is the world's largest international airline. From its hub in Dubai, Emirates connects people and economies around the globe, by inspiring travel and facilitating trade across 154 destinations in 83 countries. On board its modern and efficient fleet of 250 aircraft, Emirates offers award-winning comfort and service, delivered by friendly cabin crew representing over 130 nationalities. Today, Emirates operates the world's largest fleets of the iconic A380 and popular Boeing 777s, and has an order book for another 230 more of these modern jets. Through its global operations and order book, Emirates has a direct economic impact in the markets it serves, and supports hundreds of thousands of jobs in the aviation and tourism supply chain.

## ETIHAD AIRWAYS

Etihad Aviation Group (EAG) is a diversified global aviation and travel group comprising four business divisions–Etihad Airways, the national airline of the United Arab Emirates, Etihad Airways Engineering, Hala Group and Airline Equity Partners. The group has minority investments in seven airlines: airberlin, Air Serbia, Air Seychelles, Alitalia, Jet Airways, Virgin Australia, and Swiss-based Darwin Airline, trading as Etihad Regional.

From its Abu Dhabi base, Etihad Airways flies to, or has announced plans to serve, over 110 passenger and cargo destinations in the Middle East, Africa, Europe, Asia, Australia and the Americas. The airline has a fleet of more than 120 Airbus and Boeing aircraft, with 204 aircraft on firm order, including 71 Boeing 787s, 25 Boeing 777Xs, 62 Airbus A350s and 10 Airbus A380s.

## HNA 海航集团

HNA Group was established in 1993 and has a history of over 20 years. It grew and prospered against the backdrop of the reform and opening up in China. It developed from a local aviation transportation operator to a corporate group encompassing pillar industries of aviation, holdings, finance, tourism and logistics. Its business outreach has expanded from Hainan Island—the South Sea Pearl—to the globe. It has assets valued at RMB 600 billion, and has 24 listed companies. It has revenues of around RMB 190 billion in 2015 and provides nearly 200,000 jobs worldwide. After 20 years' endeavor, HNA Group has emerged among the Top 4 in China's aviation industry and ranks 353th among Fortune 500 in 2016.

Grupo Iberostar is a 100% family-owned multinational company, firmly positioned at the forefront of the tourism sector. For the past 60 years, Grupo Iberostar has worked rigorously to offer its customers unique and memorable experiences, based on an outstanding service in the world's finest destinations and innovation through the responsible development of new concepts, always striving for mutual benefit with its stakeholders.

Grupo Iberostar is currently present in 28 countries, focusing its main business activity on the hospitality industry through Iberostar Hotels & Resorts, with 100 hotels in the world's finest locations, winners of numerous awards and acclaimed by guests as the best in their categories. In addition to its hotel division, Grupo Iberostar develops top quality homes that include five star facilities through Iberostar Golf, Villas & Condos, and also meets all travellers' needs with its IberoService, W2M and Almundo.com brands. The Iberostar Foundation enables the Group to contribute to the sustainable development of the places in which the company operates. For more information please visit www.grupoiberostar.com

Gulfstream Aerospace Corporation, a wholly owned subsidiary of General Dynamics (NYSE: GD), designs, develops, manufactures, markets, services and supports the world's most technologically advanced business-jet aircraft. Gulfstream has produced more than 2,500 aircraft for customers around the world since 1958. Gulfstream offers a comprehensive fleet of aircraft comprising the Gulfstream G280, G500, G550, G600, G650 and G650ER.

Hilton is a leading global hospitality company, with a portfolio of 14 world-class brands comprising nearly 4,900 properties with more than 796,000 rooms in 104 countries and territories. Hilton is dedicated to fulfilling its mission to be the world's most hospitable company by delivering exceptional experiences—every hotel, every guest, every time. The company's portfolio includes Hilton Hotels & Resorts, Waldorf Astoria Hotels & Resorts, Conrad Hotels & Resorts, Canopy by Hilton, Curio - A Collection by Hilton, DoubleTree by Hilton, Tapestry Collection by Hilton, Embassy Suites by Hilton, Hilton Garden Inn, Hampton by Hilton, Tru by Hilton, Homewood Suites by Hilton, Home2 Suites by Hilton and Hilton Grand Vacations. The company also manages an award-winning customer loyalty program, Hilton HHonors®. Visit news.hiltonworldwide.com for more information and connect with Hilton on Facebook, Twitter, LinkedIn, Instagram and YouTube.

The International Air Transport Association (IATA), founded in April 1945, is the prime vehicle for inter-airline cooperation in promoting safe, reliable, secure, and economical air services. The International Air Transport Association (IATA) is the global trade association for the airline industry. Our 265 member airlines comprise 83% of total air traffic.

IHG® (InterContinental Hotels Group) [LON:IHG, NYSE:IHG (ADRs)] is a global organisation with a broad portfolio of hotel brands, including InterContinental® Hotels & Resorts, Kimpton® Hotels & Restaurants, HUALUXE® Hotels and Resorts, Crowne Plaza® Hotels & Resorts, Hotel Indigo®, EVEN® Hotels, Holiday Inn® Hotels & Resorts, Holiday Inn Express®, Staybridge Suites® and Candlewood Suites®.

IHG franchises, leases, manages or owns nearly 5,100 hotels and more than 750,000 guest rooms in almost 100 countries, with nearly 1,500 hotels in its development pipeline. IHG also manages IHG® Rewards Club, the world's first and largest hotel loyalty programme, with nearly 99 million members worldwide. InterContinental Hotels Group PLC is the Group's holding company and is incorporated in Great Britain and registered in England and Wales. More than 350,000 people work across IHG's hotels and corporate offices globally.

Visit www.ihg.com for hotel information and reservations and www.ihgrewardsclub.com for more on IHG Rewards Club. For our latest news, visit: www.ihg.com/media and follow us on social media at: www.twitter.com/ihg, www.facebook.com/ihg and www.youtube.com/ihgplc.

IUCN is a membership Union uniquely composed of both government and civil society organisations. It provides public, private and non-governmental organisations with the knowledge and tools that enable human progress, economic development and nature conservation to take place together.

Created in 1948, IUCN is now the world's largest and most diverse environmental network, harnessing the knowledge, resources and reach of more than 1,300 Member organisations and some 16,000 experts. It is a leading provider of conservation data, assessments and analysis. Its broad membership enables IUCN to fill the role of incubator and trusted repository of best practices, tools and international standards.

IUCN provides a neutral space in which diverse stakeholders including governments, NGOs, scientists, businesses, local communities, indigenous peoples organisations and others can work together to forge and implement solutions to environmental challenges and achieve sustainable development.

Working with many partners and supporters, IUCN implements a large and diverse portfolio of conservation projects worldwide. Combining the latest science with the traditional knowledge of local communities, these projects work to reverse habitat loss, restore ecosystems and improve people's well-being.

Jet Airways is India's premier international airline that took to the skies in 1993 and operates flights to 67 destinations, including India and overseas. Jet Airways' robust domestic India network across 47 cities, spans the length and breadth of the country covering metro cities, state capitals and emerging destinations. Beyond India, Jet Airways operates flights to 20 key international destinations in South East Asia, South Asia, Middle East, Europe and North America. The Jet Airways Group currently operates a fleet of 117 aircraft, comprising Boeing 777-300 ERs, Airbus A330-200/300, Next Generation Boeing 737s and ATR 72-500/600s. With an average age of 7.33 years, this is one of the youngest fleets in the region. Experience ultimate luxury in private suites in First Class, fully-flat beds in Premiere and extra comfort in Economy with Jet Airways signature Indian hospitality.

Jumeirah Group, the global luxury hotel company and a member of Dubai Holding, operates a world-class portfolio of hotels and resorts, including the flagship Burj Al Arab. Jumeirah Hotels & Resorts are regarded as among the most luxurious and innovative in the world and have won numerous international travel and tourism awards. The company manages properties in Dubai and Abu Dhabi, UAE, and Kuwait in the Middle East; Baku, Frankfurt, Istanbul, London and Mallorca (Spain) in Europe; the Maldives and Shanghai in Asia. Jumeirah Group also runs the luxury serviced residences brand Jumeirah Living, with properties in London and Dubai; the new contemporary lifestyle hotel brand Venu; the wellness brand Talise; Jumeirah Restaurants; Wild Wadi Waterpark; The Emirates Academy of Hospitality Management; and Sirius, its global loyalty programme. Future openings include luxury and lifestyle hotels in China, India, Indonesia, Jordan, Oman, Russia and the UAE.

Marriott International, Inc. (NASDAQ: MAR) is the world's largest hotel company based in Bethesda, Maryland, USA, with more than 5,700 properties in over 110 countries. Marriott operates and franchises hotels and licenses vacation ownership resorts. The company's 30 leading brands include: Bulgari®, The Ritz-Carlton® and The Ritz-Carlton Reserve®, St. Regis®, W®, EDITION®, JW Marriott®, The Luxury Collection®, Marriott Hotels®, Westin®, Le Méridien®, Renaissance® Hotels, Sheraton®, Delta Hotels by MarriottSM, Marriott Executive Apartments®, Marriott Vacation Club®, Autograph Collection® Hotels, Tribute Portfolio™, Design Hotels™, Gaylord Hotels®, Courtyard®, Four Points® by Sheraton, SpringHill Suites®, Fairfield Inn & Suites®, Residence Inn®, TownePlace Suites®, AC Hotels by Marriott®, Aloft®, Element®, Moxy® Hotels, and Protea Hotels by Marriott®. The company also operates award-winning loyalty programs: Marriott Rewards®, which includes The Ritz-Carlton Rewards®, and Starwood Preferred Guest®. For more information, please visit our website at www.marriott.com, and for the latest company news, visit www.marriottnewscenter.com and @MarriottIntl.

As market leader in enterprise application software, SAP (NYSE: SAP) helps companies of all sizes and industries run better. From back office to boardroom, warehouse to storefront, desktop to mobile device—SAP empowers people and organizations to work together more efficiently and use business insight more effectively to stay ahead of the competition. SAP applications and services enable approximately 320,000 business and public sector customers to operate profitably, adapt continuously, and grow sustainably. For more information, visit www.sap.com.

SpiceJet is an Indian airline which commenced its operations in May 2005. The airline carried 14.2 million passengers in 2016, making flying more affordable for more Indians than any other. SpiceJet operates 336 average daily flights to 45 destinations, including 39 domestic and 6 international ones among the neighboring Asian countries. SpiceJet has been consistently profitable and achieved the highest passenger load factor in India since April 2015, recording 90% plus month on month. The airline connects its destinations with a fleet of 32 Boeing 737NG aircraft and 17 Bombardier Q-400s, with a majority of the airline's fleet offering SpiceMax, the most spacious economy class seating in India. SpiceJet has confirmed an order of 205 Boeing aircrafts in January 2017.

2016 perched SpiceJet high on the global pedestal, with the brand having received multiple honors and recognitions including the 'World Travel Leaders Award' at the WTM London, 'Best Check- in Initiative' award by Future Travel Experience global awards in Las Vegas, 'Best Employee Engagement' amongst 104 corporate entries at the 4th DMA, Best Transportation brand as well as the Best Airline Brand in India by Brand Trust Report.

SpiceJet, headquartered in Gurgaon is a listed company on the Bombay Stock Exchange (BSE). The company's current growth and strategy are derived from a deep understanding of economic stimuli and customer needs, and the ability to translate them into customer-desired offerings through cutting-edge products, enhanced connectivity, stellar on-time performance, and superior technical knowledge and expertise. Known for its path-breaking innovations in operational efficiency, customer experience and pricing strategies, SpiceJet, in sync with its corporate vision, today stands tall as India's favorite airline, offering the best value proposition, thereby fulfilling everyone's dream of flying.

Swiss International Air Lines (SWISS) is the airline of Switzerland, serving 100 destinations in 44 countries from Zurich and Geneva and carrying more than 16 million passengers a year with its 95-aircraft fleet. The company's Swiss WorldCargo division provides a comprehensive range of airport-to-airport airfreight services for high-value and care-intensive logistic solutions to around 130 destinations in over 80 countries. As the airline of Switzerland, SWISS embodies the country's traditional values, and is committed to delivering the highest product and service quality. With its workforce of 8,564 personnel, SWISS generated total operating income of CHF 5 billion in 2015. SWISS is part of the Lufthansa Group, and is also a member of Star Alliance, the world's biggest airline grouping.

Visa Inc. (NYSE: V) is a global payments technology company that connects consumers, businesses, financial institutions and governments in more than 200 countries and territories to fast, secure and reliable electronic payments. We operate one of the world's most advanced processing networks—VisaNet—that is capable of handling more than 65,000 transaction messages a second, with fraud protection for consumers and assured payment for merchants. Visa is not a bank and does not issue cards, extend credit or set rates and fees for consumers. Visa's innovations, however, enable its financial institution customers to offer consumers more choices: pay now with debit, pay ahead of time with prepaid or pay later with credit products. For more information, visit usa.visa.com/about-visa.html, visacorporate.tumblr.comand @VisaNews

The World Tourism Organization (UNWTO; www.UNWTO.org) is the United Nations agency responsible for the promotion of responsible, sustainable and universally accessible tourism. As the leading international organization in the field of tourism, UNWTO promotes tourism as a driver of economic growth, inclusive development and environmental sustainability and offers leadership and support to the sector in advancing knowledge and tourism policies worldwide. UNWTO encourages the implementation of the Global Code of Ethics for Tourism, to maximize tourism's socio-economic contribution while minimizing its possible negative impacts, and is committed to promoting tourism as an instrument in achieving the Sustainable Development Goals (SDGs), geared towards reducing poverty and fostering sustainable development worldwide. UNWTO's membership includes 157 countries, 6 Associate Members and more than 500 Affiliate Members.

The World Travel & Tourism Council is the global authority on the economic and social contribution of Travel & Tourism. WTTC promotes sustainable growth for the Travel & Tourism sector, working with governments and international institutions to create jobs, to drive exports and to generate prosperity. Council Members are the Chairs, Presidents and Chief Executives of the world's leading private sector Travel & Tourism businesses.

WTTC produces annual research that shows Travel & Tourism to be one of the world's largest sectors, supporting over 294 million jobs and generating 10.2% of global GDP in 2016. Comprehensive reports quantify, compare and forecast the economic impact of Travel & Tourism on 185 economies around the world. In addition to the individual country reports, WTTC produces a world report highlighting global trends and 24 further reports that focus on regions, sub-regions and economic and geographic groups.

WORLD ECONOMIC FORUM

COMMITTED TO IMPROVING THE STATE OF THE WORLD

The World Economic Forum, committed to improving the state of the world, is the International Organization for Public-Private Cooperation.

The Forum engages the foremost political, business and other leaders of society to shape global, regional and industry agendas.

World Economic Forum
91-93 route de la Capite
CH-1223 Cologny/Geneva
Switzerland

Tel +41 (0) 22 869 1212
Fax +41 (0) 22 786 2744

contact@weforum.org
www.weforum.org