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Insight Report

The Travel & Tourism Competitiveness Report 2017

Paving the way for a more sustainable and inclusive future

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Paving the way for a more sustainable and inclusive future

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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**

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Cheryl Martin
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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.

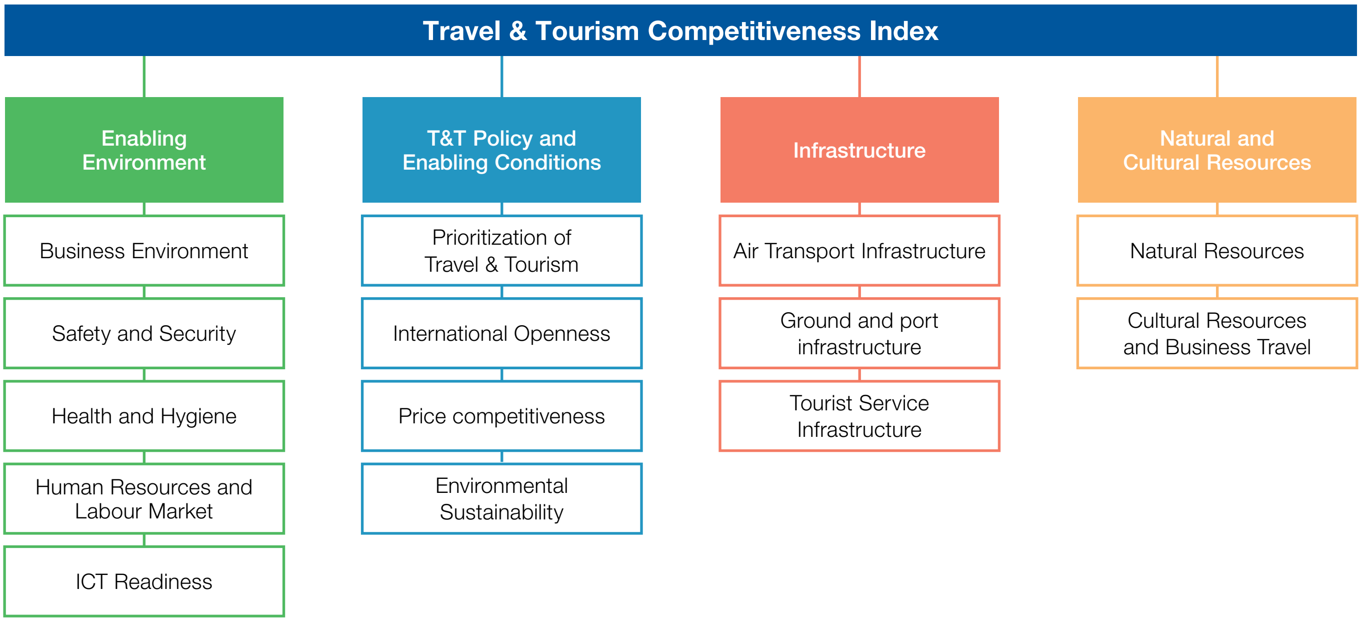
The **Americas** is the macro region with the second most improved performance at the aggregate level, with the United States (6th), Canada (9th), Mexico (22nd) and Brazil (27th) all ranking in the top 30. While the majority of the countries in the region rely on rich natural resources, vast differences 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

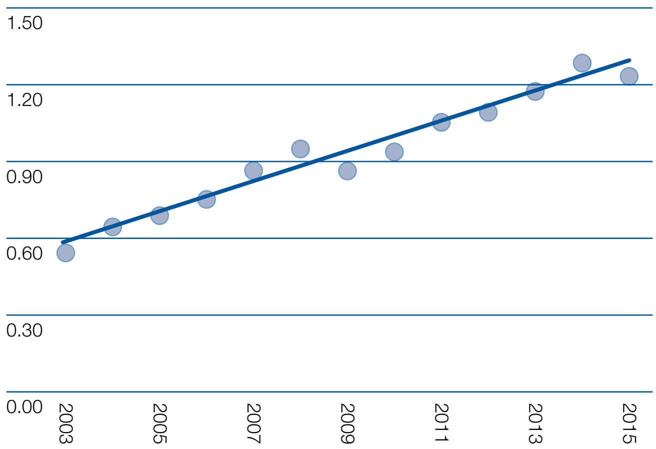
In 2017, the travel & tourism industry continues to make a real difference to the lives of millions of people by driving growth, creating jobs, reducing poverty and fostering development and tolerance. For the sixth consecutive year, industry growth outperforms that of the global economy, showcasing 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.

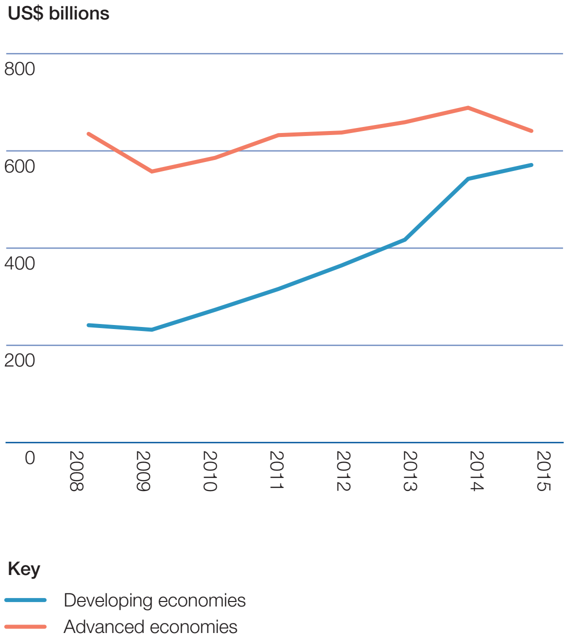
Build Bridges, Not Walls

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.

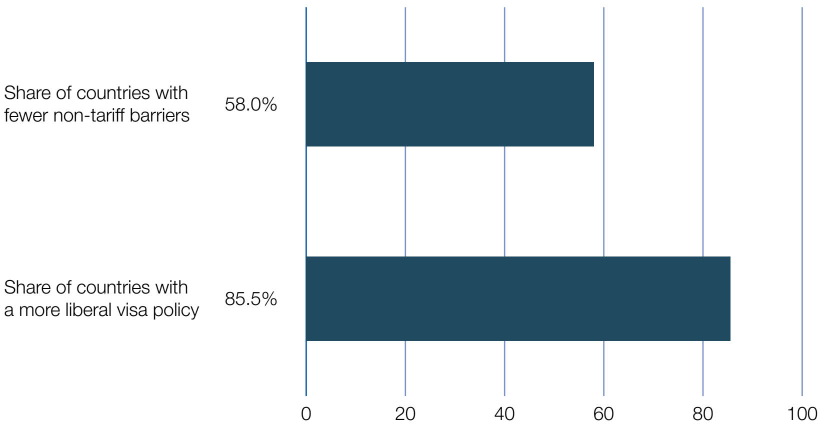
The World Economic Forum's 2017 *Digital Borders Report* presents a vision for the future of travel, where eligibility to travel is based on the individual rather than on the legacy system of the traveller's country of origin. In this digital age, technological solutions can and should be created and 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.

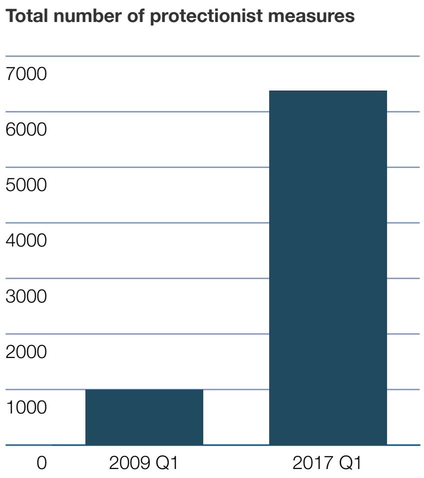
With 4.9 billion unique mobile (cell) phone users worldwide and an estimated 2.7 billion people on social media[7], digital services available via mobile platforms and social media are offering many more services and changing the way they are

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



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

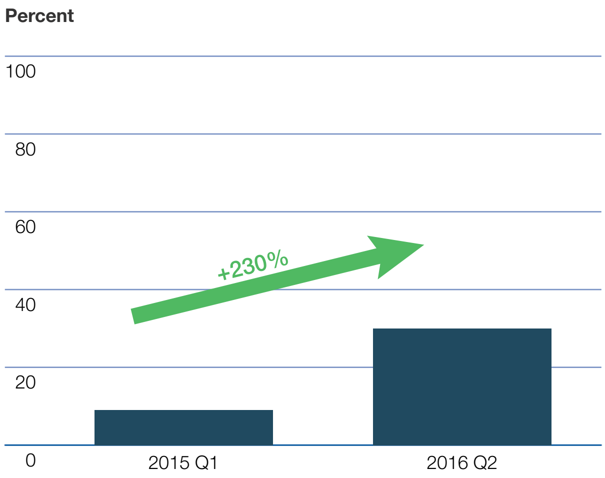
Figure 5b: Evolution in cumulative trade protectionist measures



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

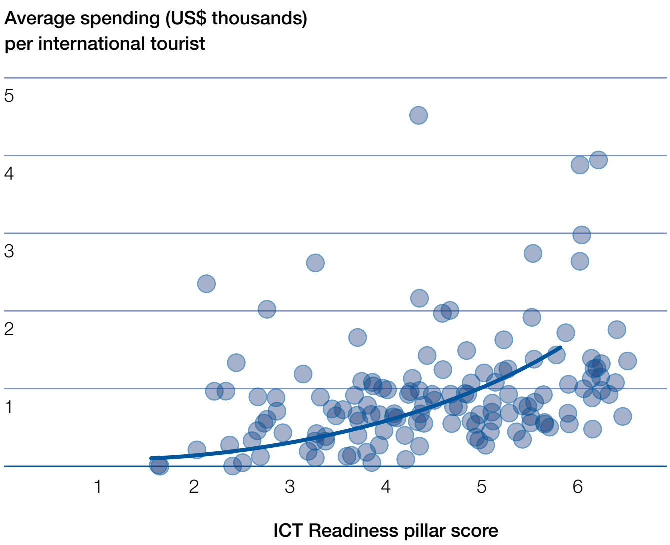
Despite growing global awareness of the importance of sustainability, and the fact that real progress has been made on some fronts, many aspects of the natural environment continue to degrade, causing a serious and quantifiable impact on the tourism sector. Though countries are increasingly committed 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.

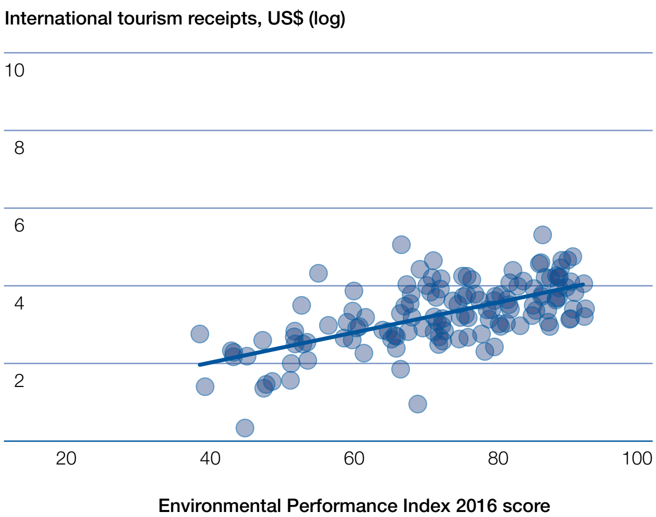
Given the close relationship between natural resources and a very large segment of the tourism industry, then, a lack of progress on fostering sustainability, both from a general and sectoral point of view, will reduce tourism development opportunities.

Figure 7: Correlation between ICT readiness and tourism receipts



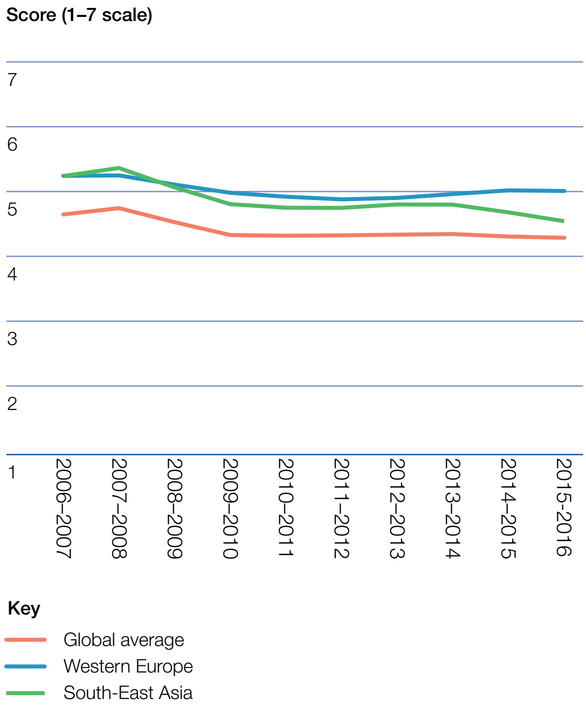
Source: Travel & Tourism Competitiveness Index 2017, authors' calculations based on World Economic Forum and World Tourism Organization (UNWTO) statistics, 2015.

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

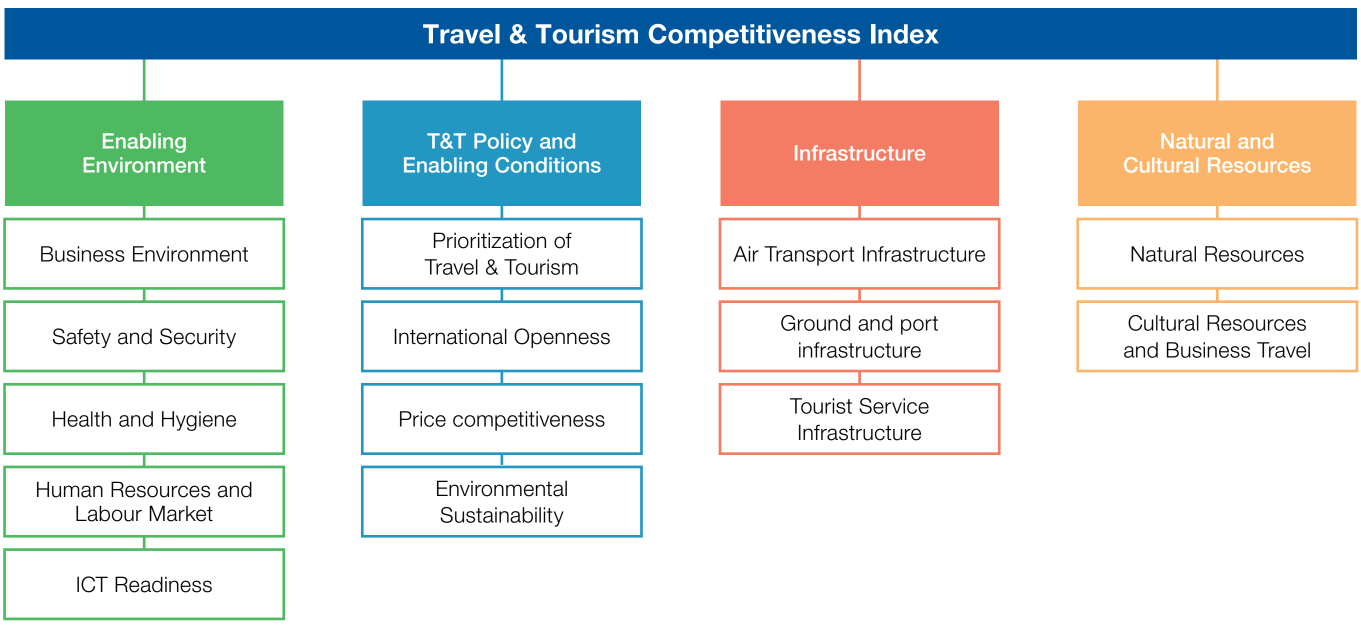
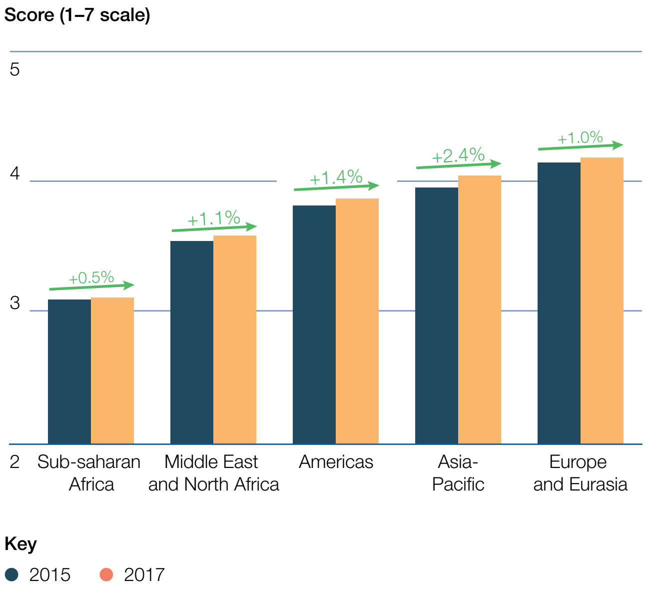


Figure 11: Travel & Tourism Competitiveness Index 2017 performance, by region



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.)*

		Enabling Environment				
Country/Economy	Global rank	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 competitive-ness	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 Competitive-ness	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 Competitive-ness	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

Country/Economy	Global rank	Enabling environment: 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 Competitive-ness	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

Country/Economy	Global rank	Enabling environment				
		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.)*

	T&T policy and enabling conditions				Infrastructure			Natural and cultural resources	
Country/Economy	Prioritization of T&T	International Openness	Price Competitive-ness	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.

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.

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.

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

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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.

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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

Rank	Economy	Score
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

Rank	Economy	Score
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 Infrastructure

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

Rank	Economy	Score
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

Rank	Economy	Score
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.

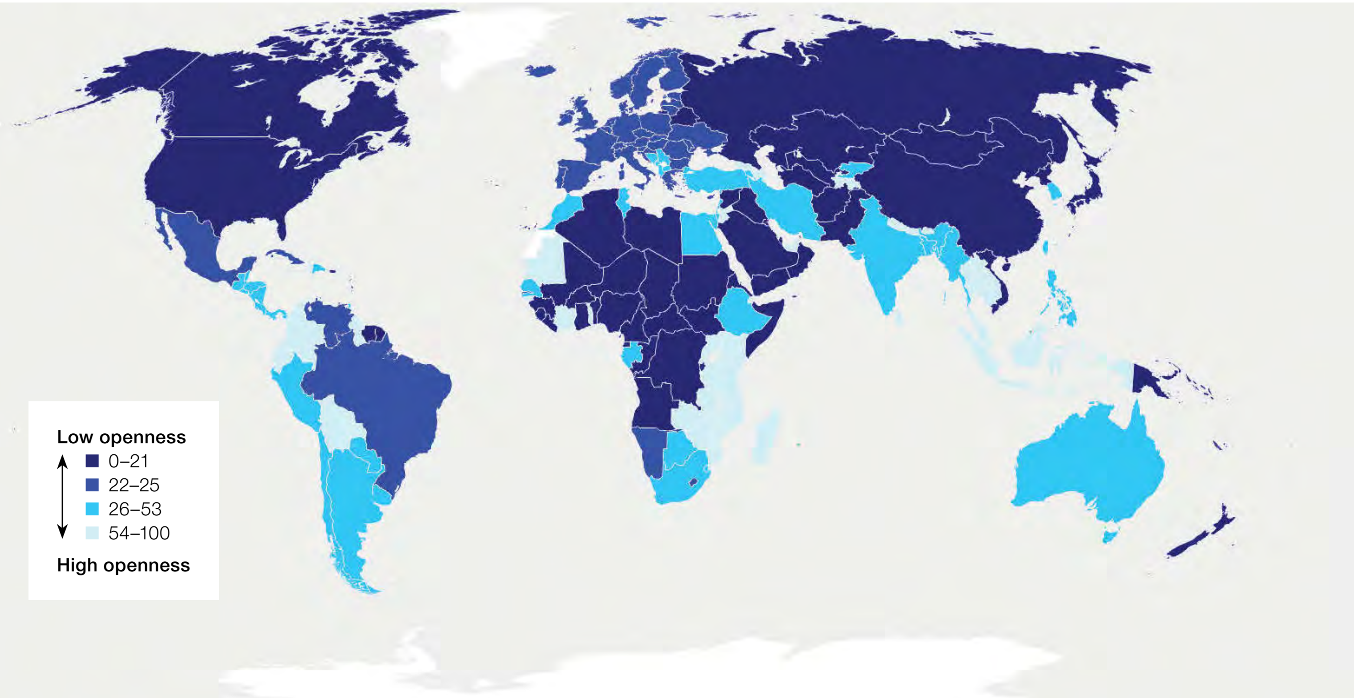
While our citizens' security must be preeminent, maintaining or growing barriers to visitation actually increases the risk over the long term. It may address the symptom but it does nothing to provide a cure. We would benefit instead from greater openness.

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.

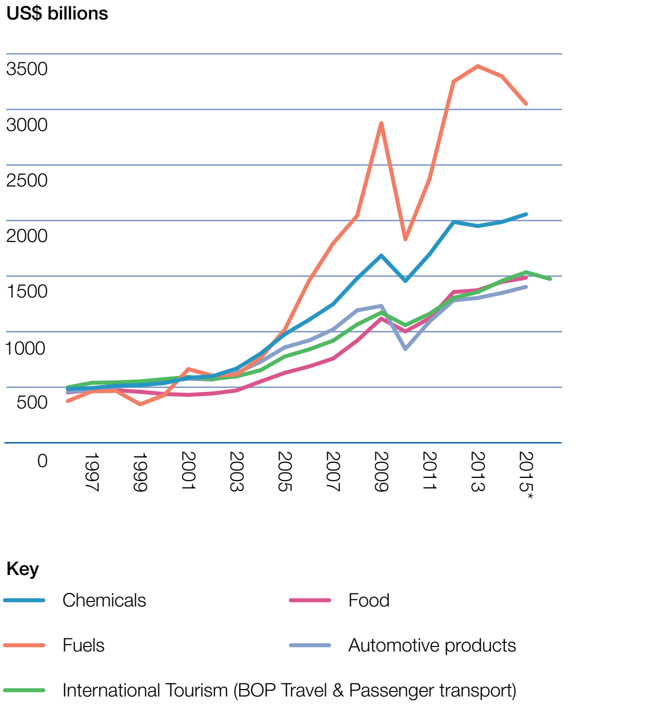
Yet, tourism's role in employment generation and entrepreneurship is often underestimated and undervalued in policy formulation and implementation.

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

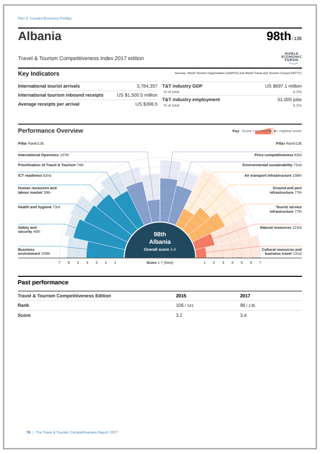
This section presents several key indicators summarizing the context and the situation of a country's economy and its T&T sector. It includes the number of international tourist arrivals per year, international tourists receipts (US$ millions), and the ratio between these two measures as of 2015. These 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.



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

Albania

98th / 136

Travel & Tourism Competitiveness Index 2017 edition

WORLD ECONOMIC FORUM

Key Indicators

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

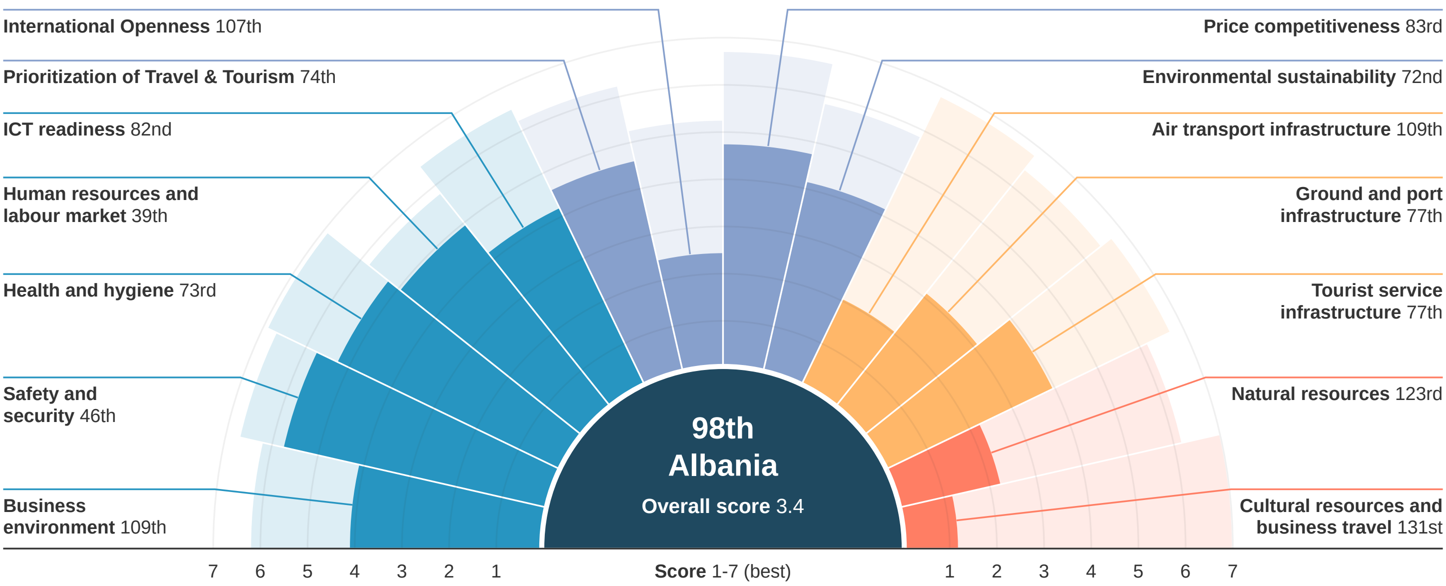
International tourist arrivals	3,784,357
International tourism inbound receipts	US $1,500.5 million
Average receipts per arrival	US $396.5

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

Key Score — Highest score

Pillar Rank/136



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

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)

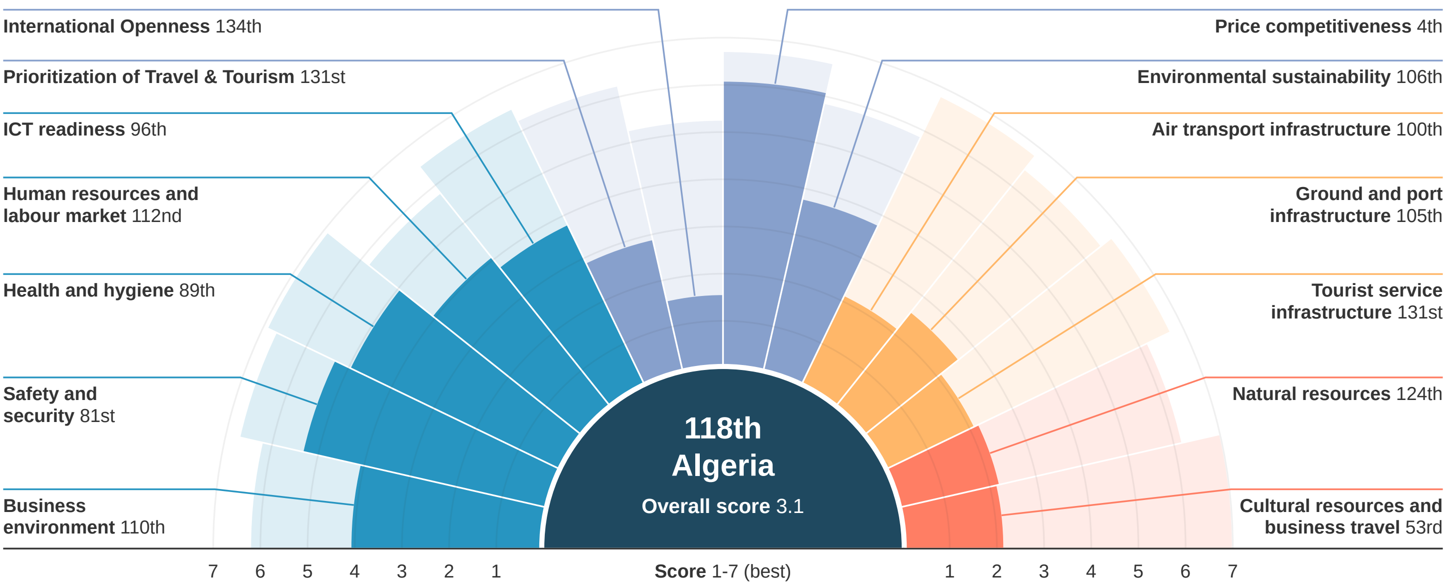
International tourist arrivals	1,710,000
International tourism inbound receipts	US $307.7 million
Average receipts per arrival	US $179.9

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

Key Score — Highest score

Pillar Rank/136



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

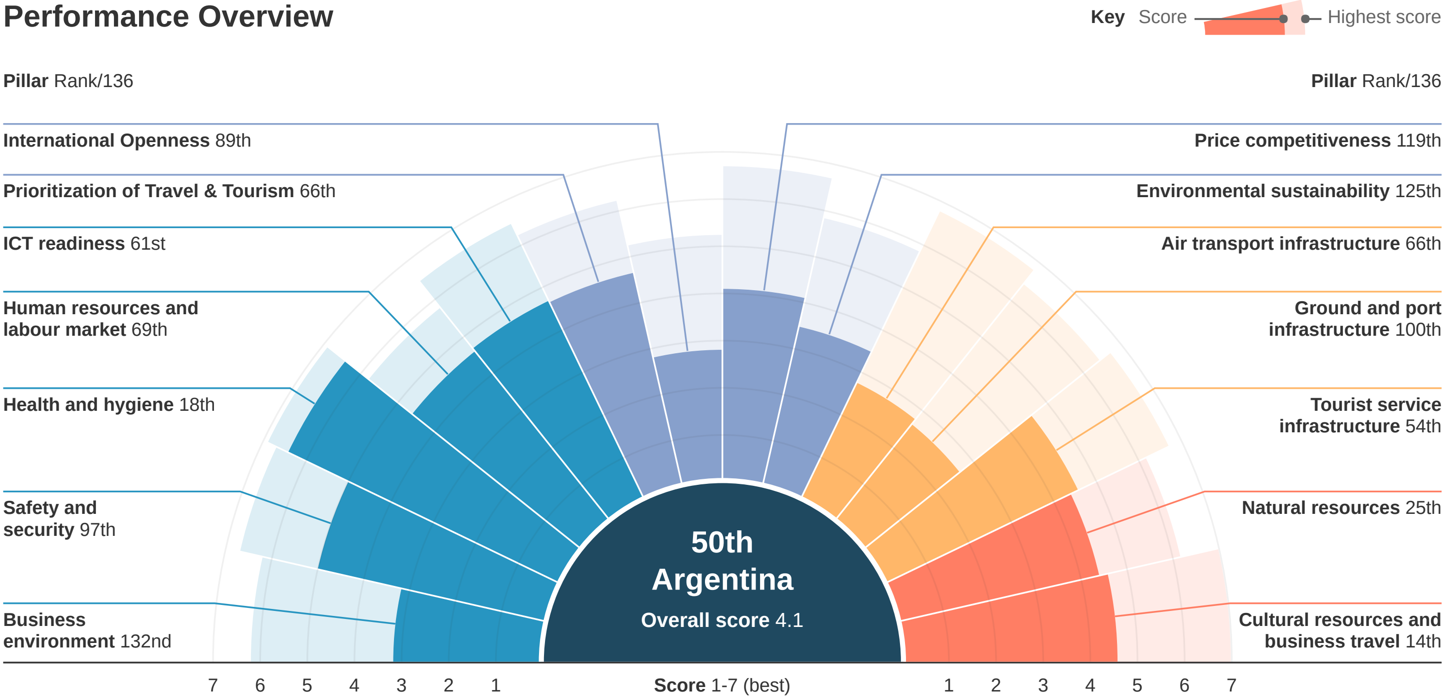
Travel & Tourism Competitiveness Index 2017 edition

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

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

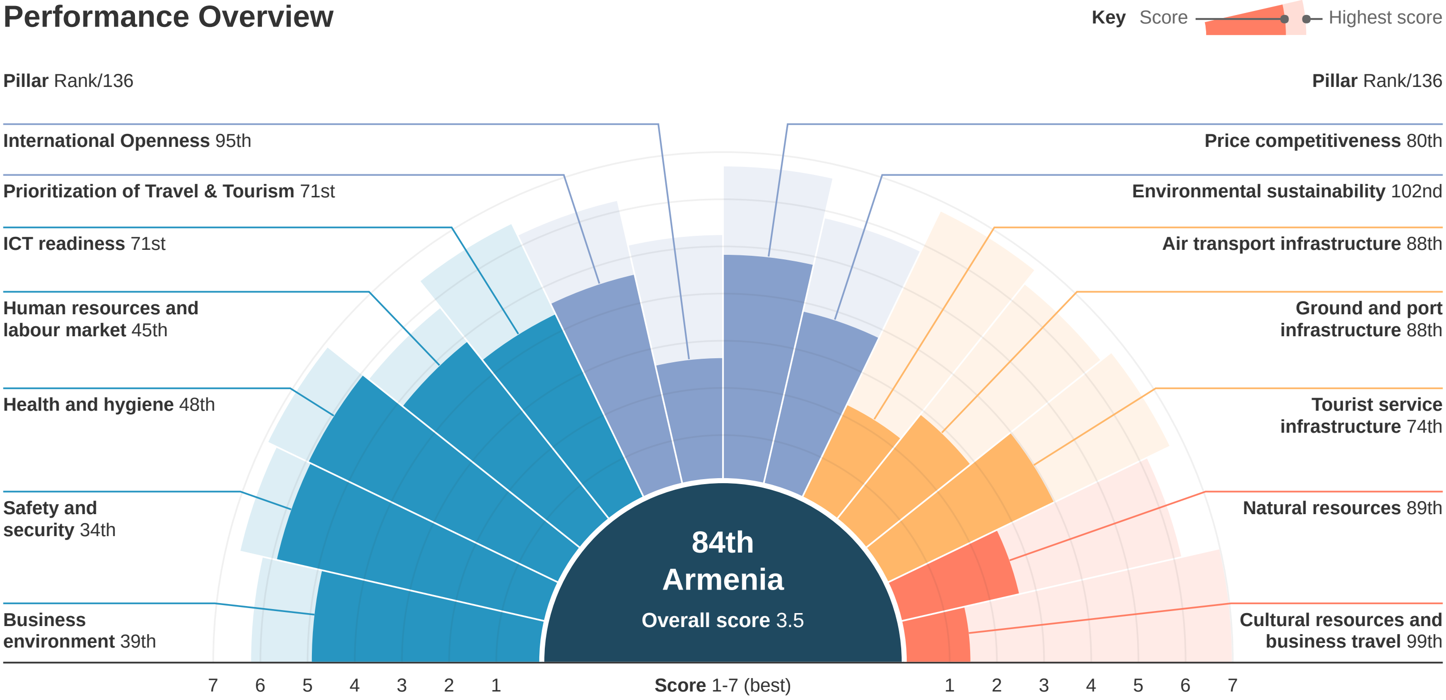
Key Indicators

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

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)

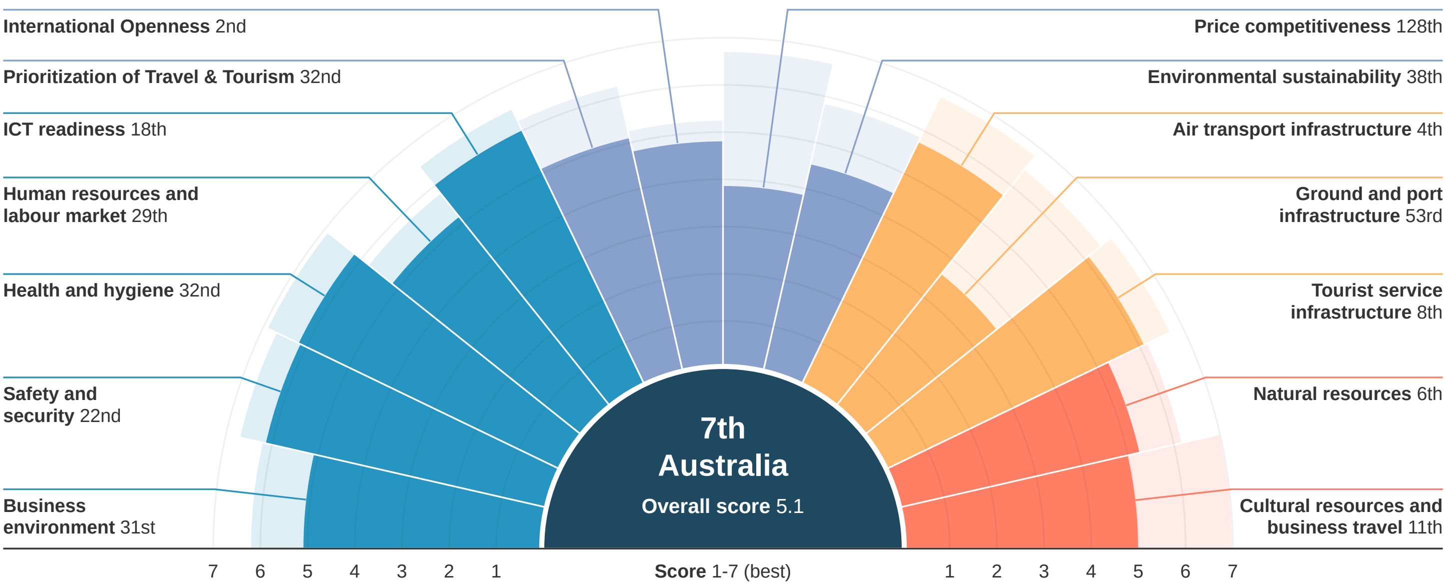
International tourist arrivals	7,444,400
International tourism inbound receipts	US $28,871.8 million
Average receipts per arrival	US $3,878.3

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

Key Score — Highest score

Pillar Rank/136



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

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

WORLD ECONOMIC FORUM

Key Indicators

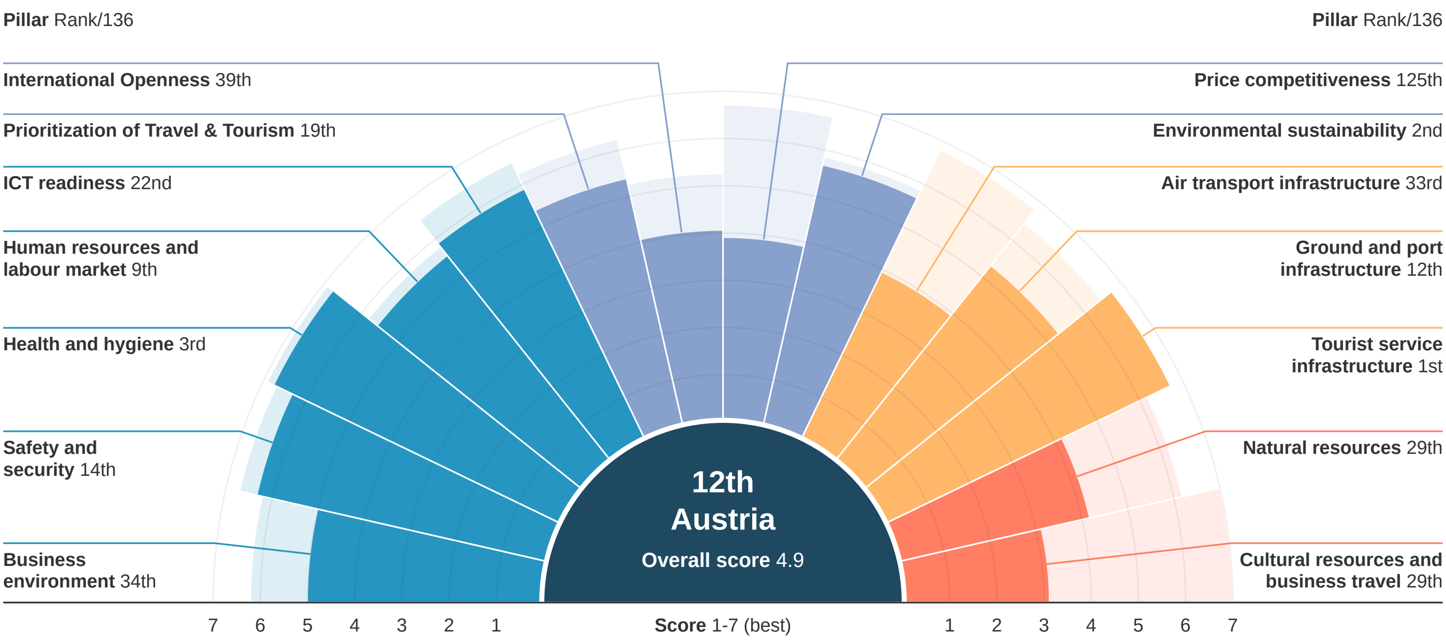
Sources: World Tourism Organization (UNWTO) and World Travel and Tourism Council (WTTC)

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

Key Score — Highest score



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

WORLD ECONOMIC FORUM

Key Indicators

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

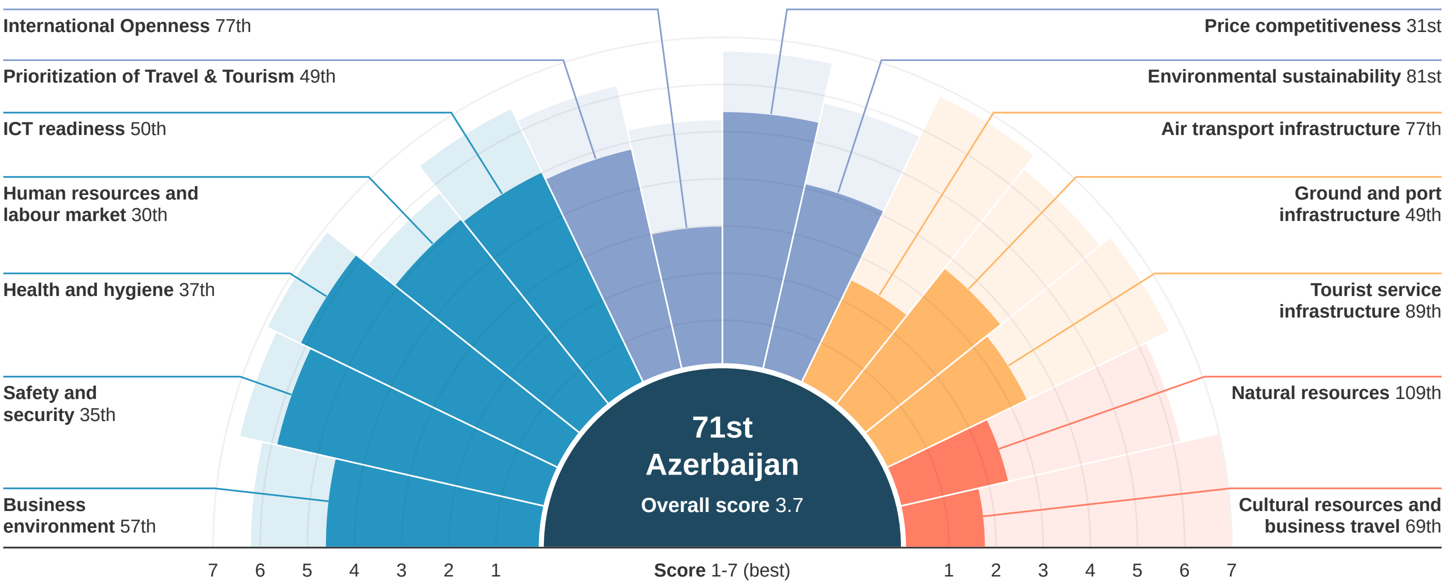
International tourist arrivals	1,921,925
International tourism inbound receipts	US $2,309.5 million
Average receipts per arrival	US $1,201.7

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

Key Score — Highest score

Pillar Rank/136



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

WORLD ECONOMIC FORUM

Key Indicators

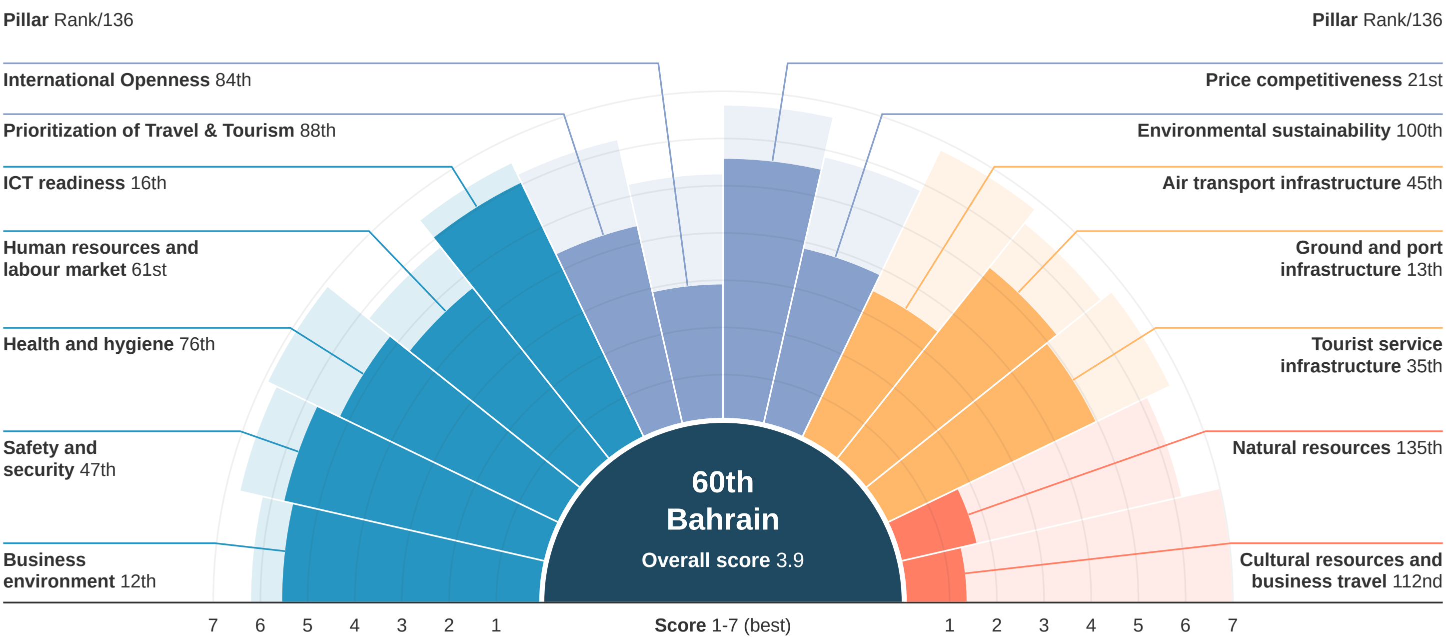
Sources: World Tourism Organization (UNWTO) and World Travel and Tourism Council (WTTC)

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

Key Score — Highest score



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

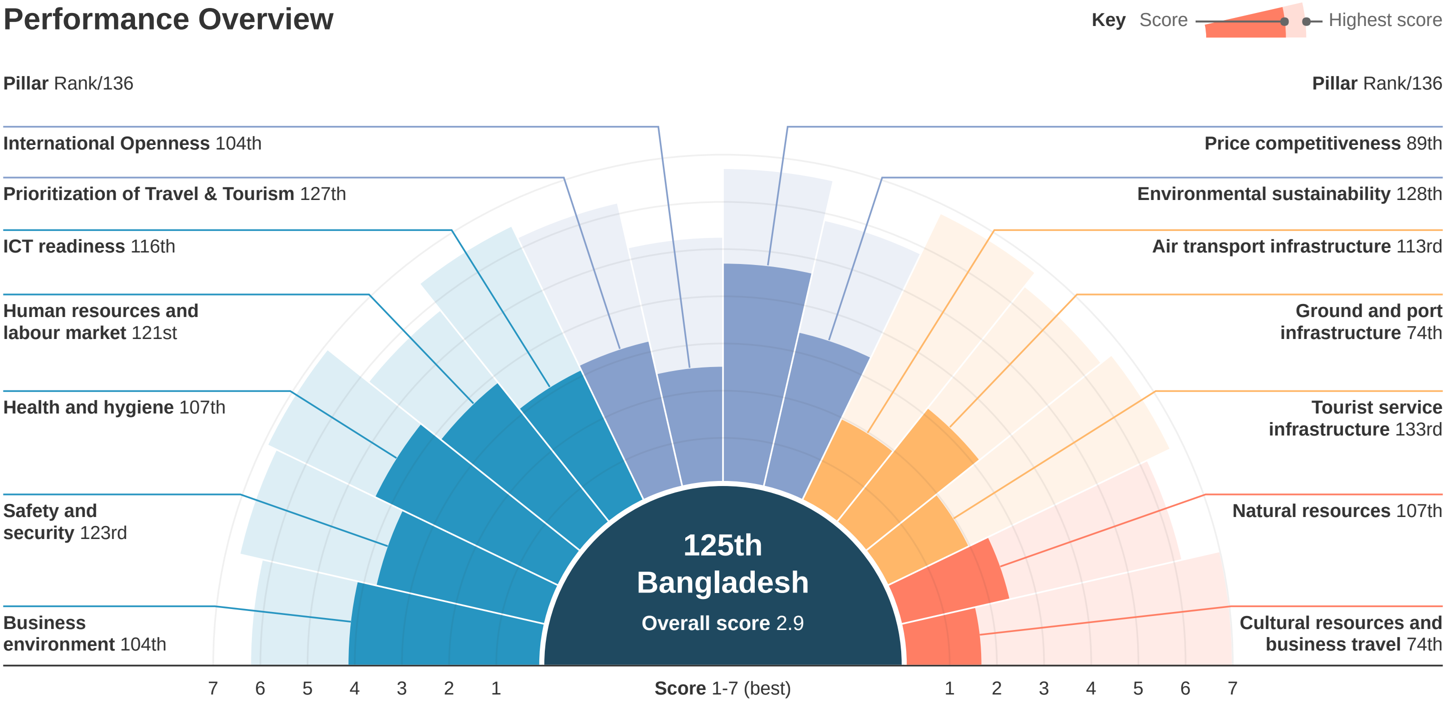
Key Indicators

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

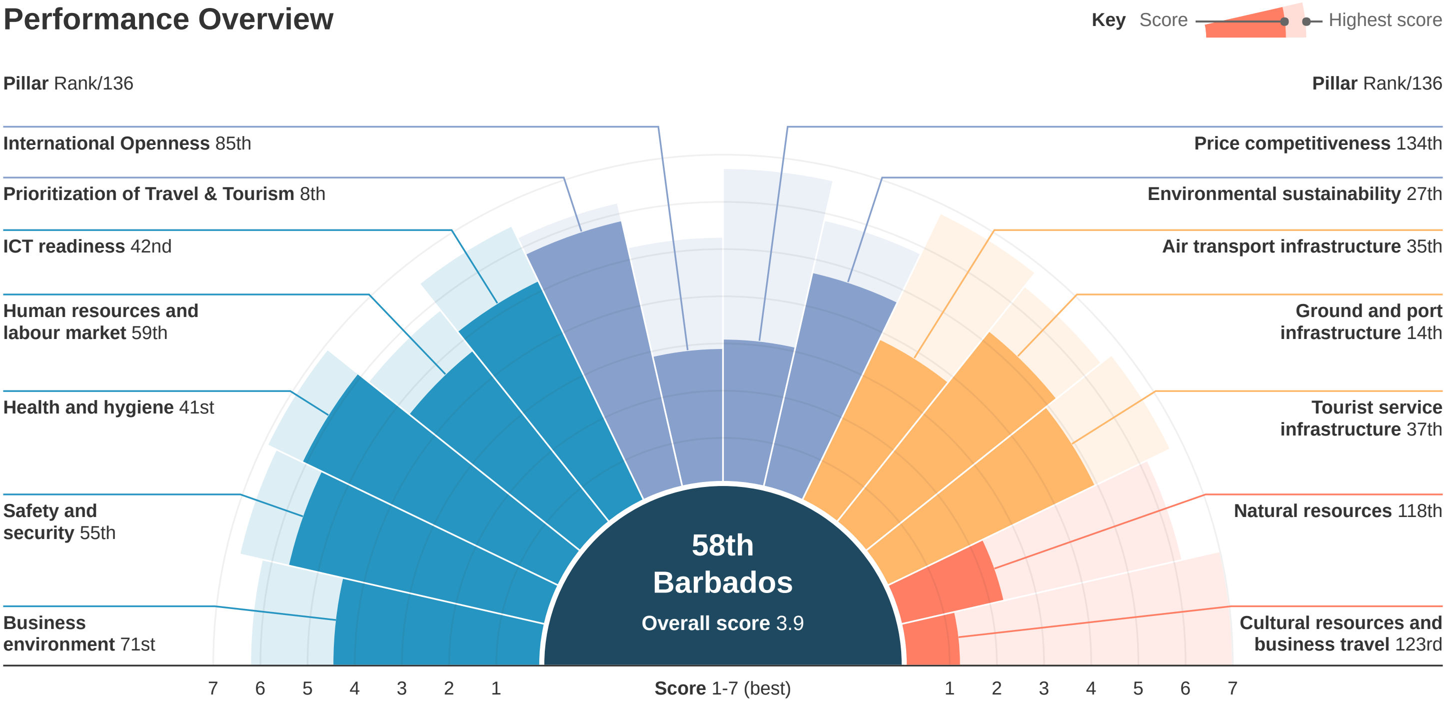
Key Indicators

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

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

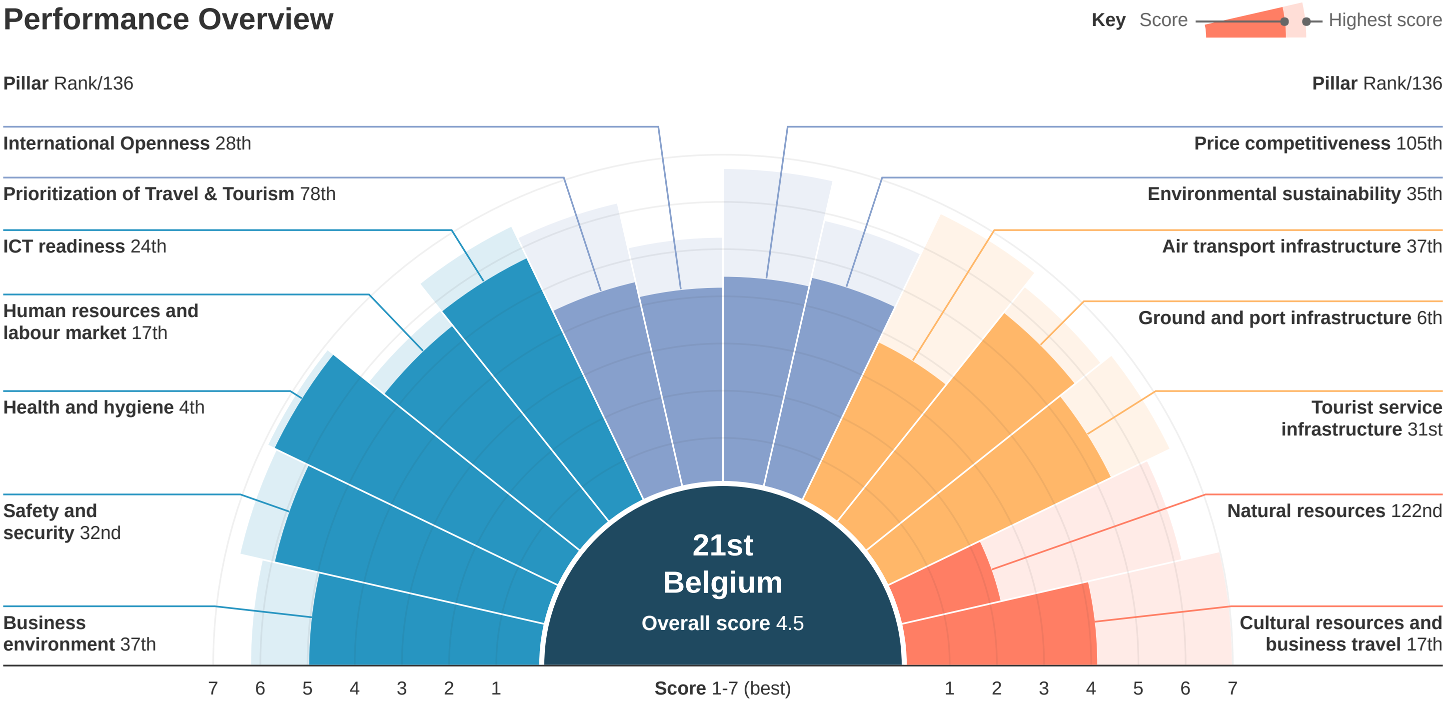
Key Indicators

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

WORLD ECONOMIC FORUM

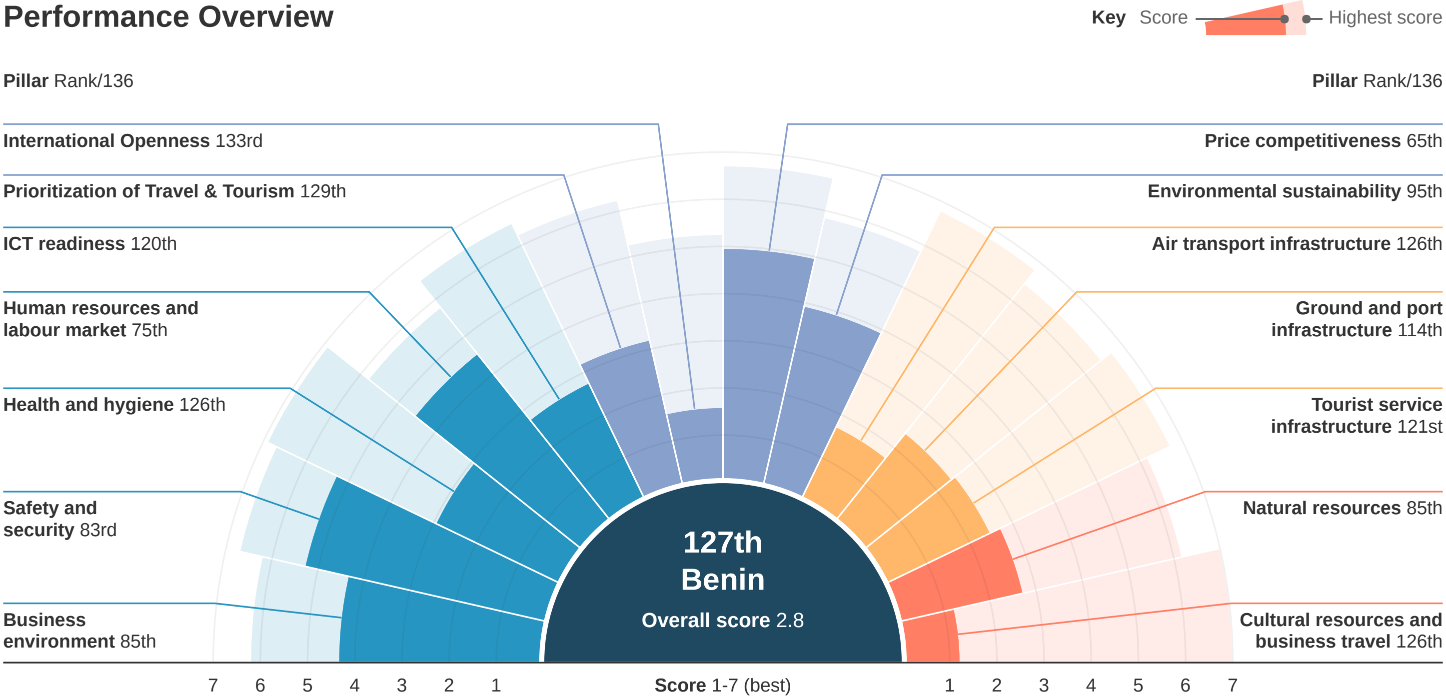
Key Indicators

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

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

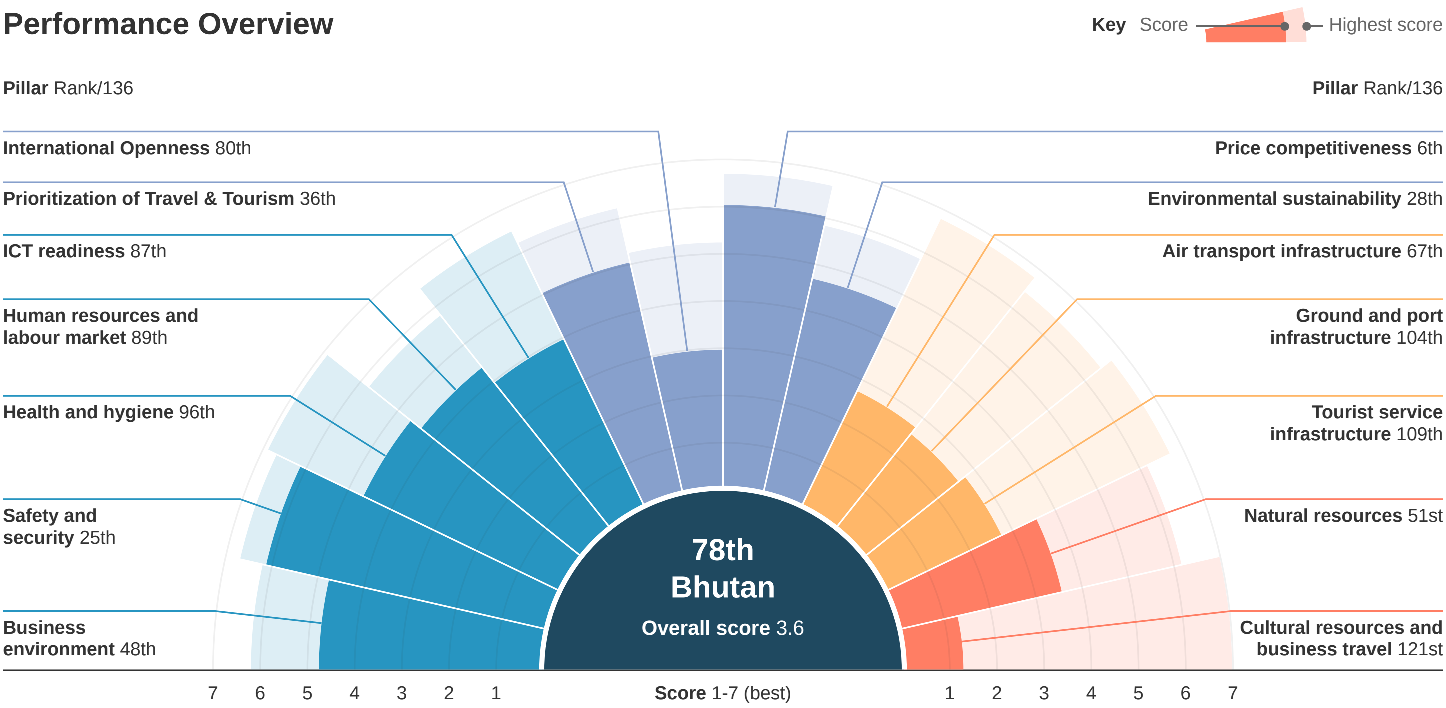
Key Indicators

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

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Travel & Tourism Competitiveness Index 2017 edition

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

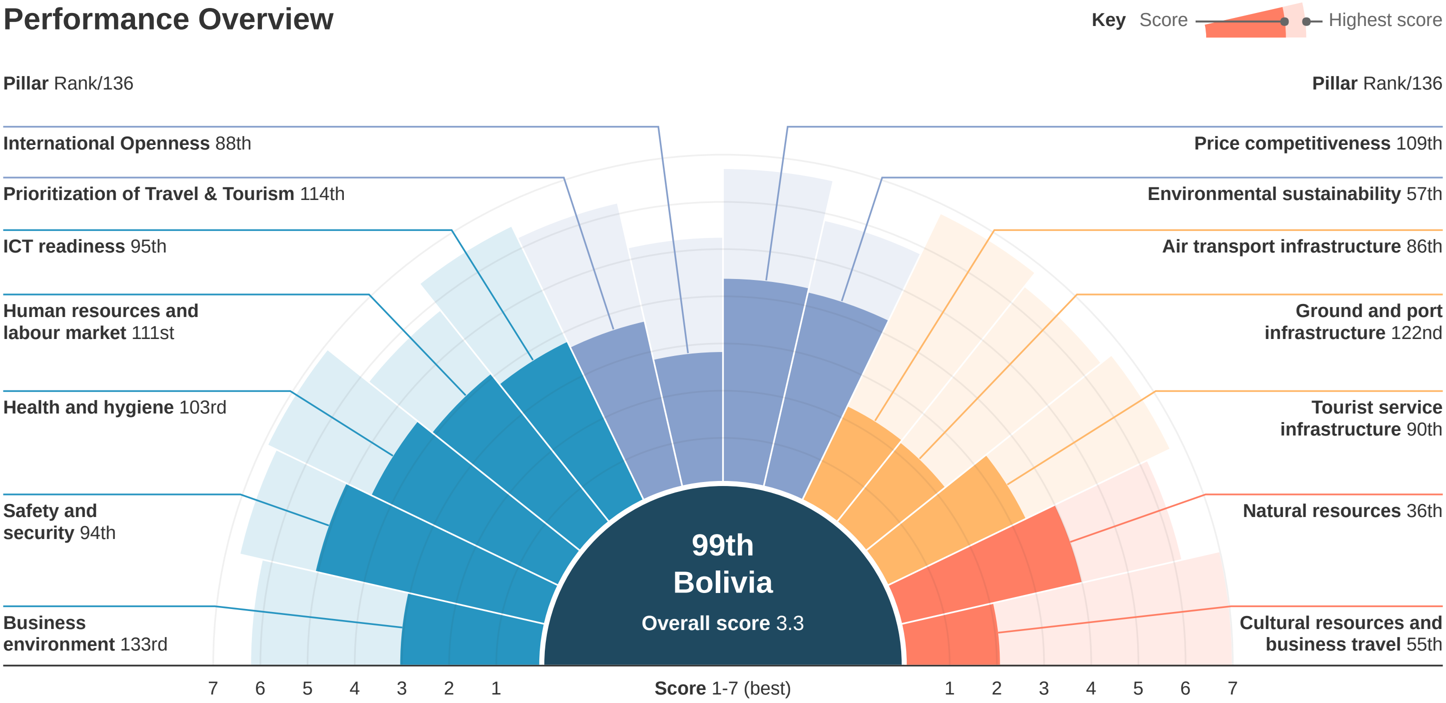
Key Indicators

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

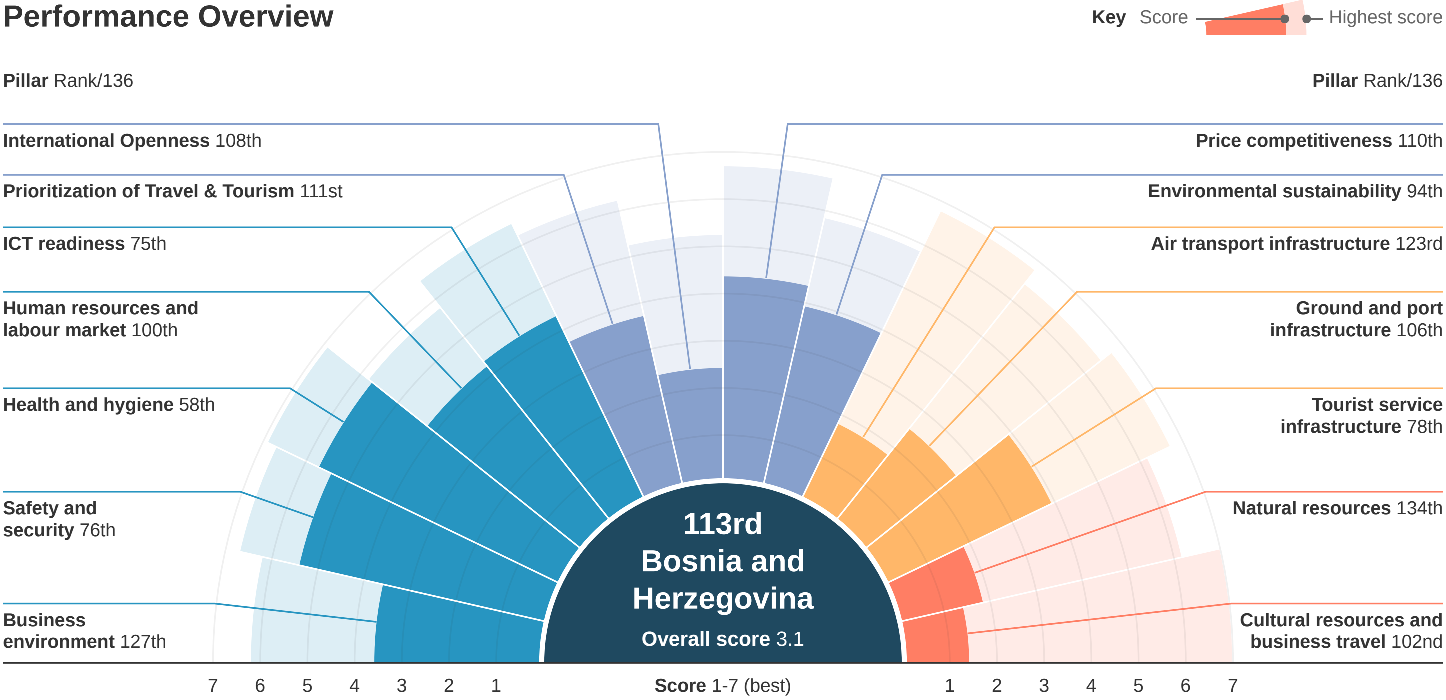
Key Indicators

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

WORLD ECONOMIC FORUM

Key Indicators

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

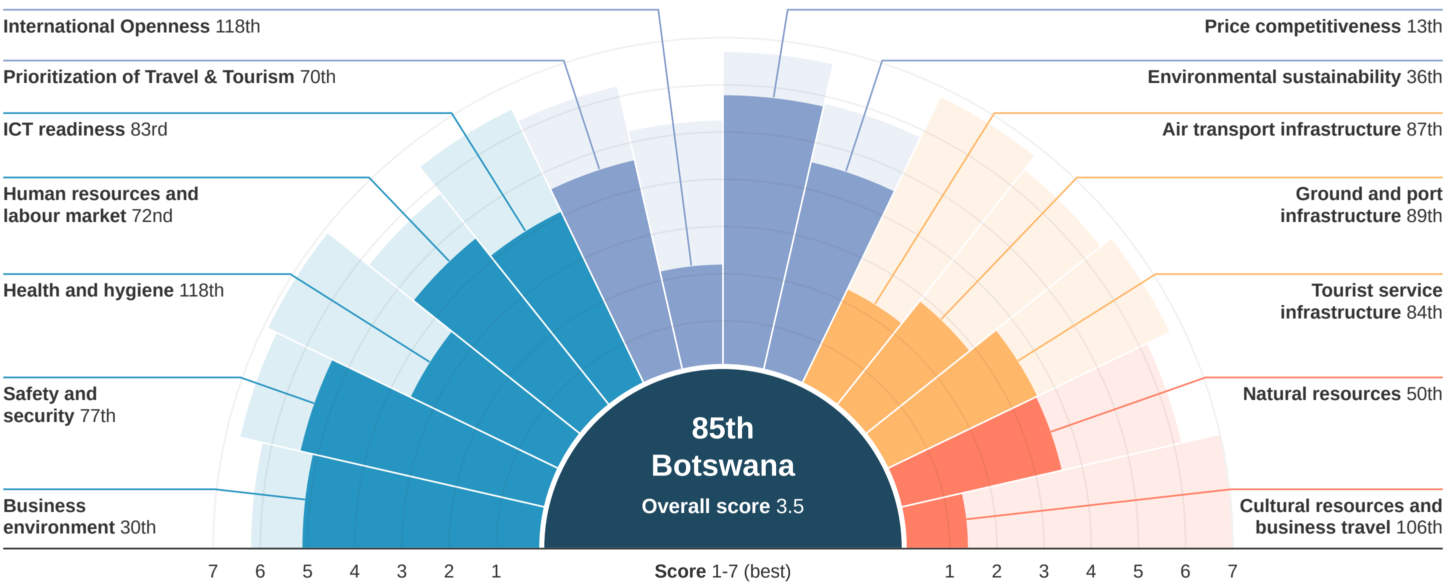
International tourist arrivals	1,528,000
International tourism inbound receipts	US $948.3 million
Average receipts per arrival	US $620.6

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

Key Score — Highest score

Pillar Rank/136



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

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

WORLD ECONOMIC FORUM

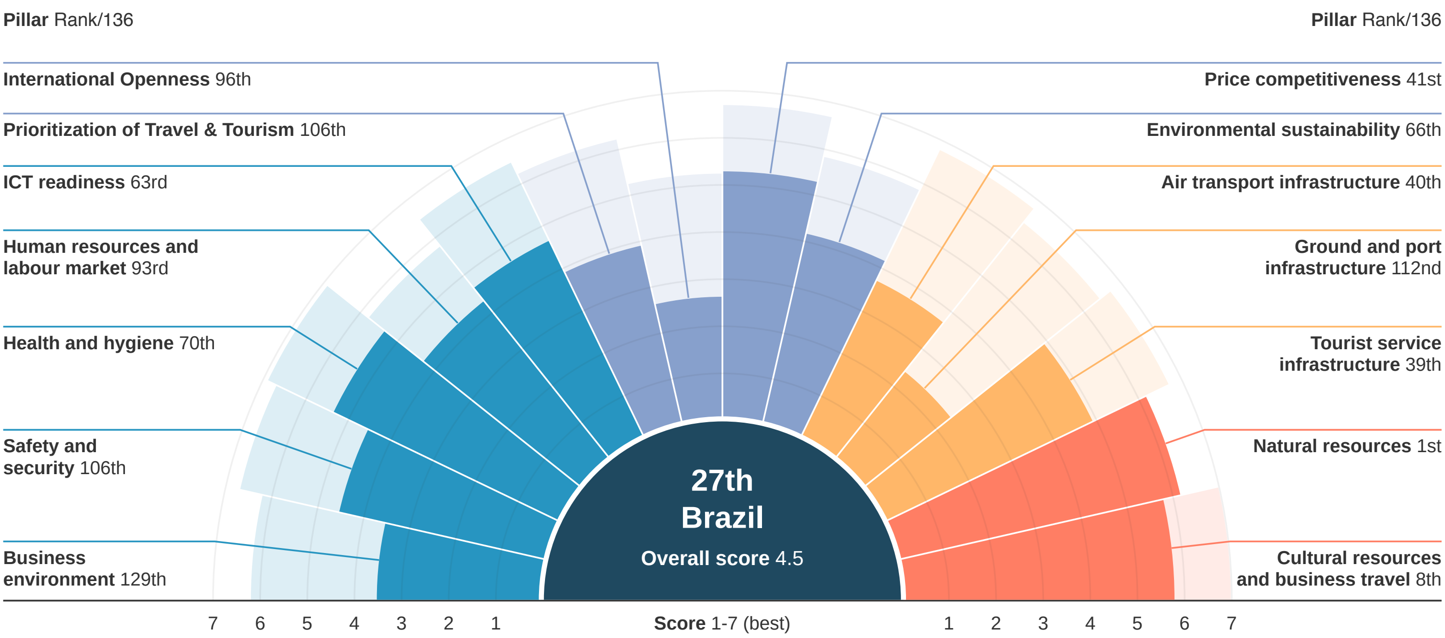
Key Indicators

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

Key Score — Highest score



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

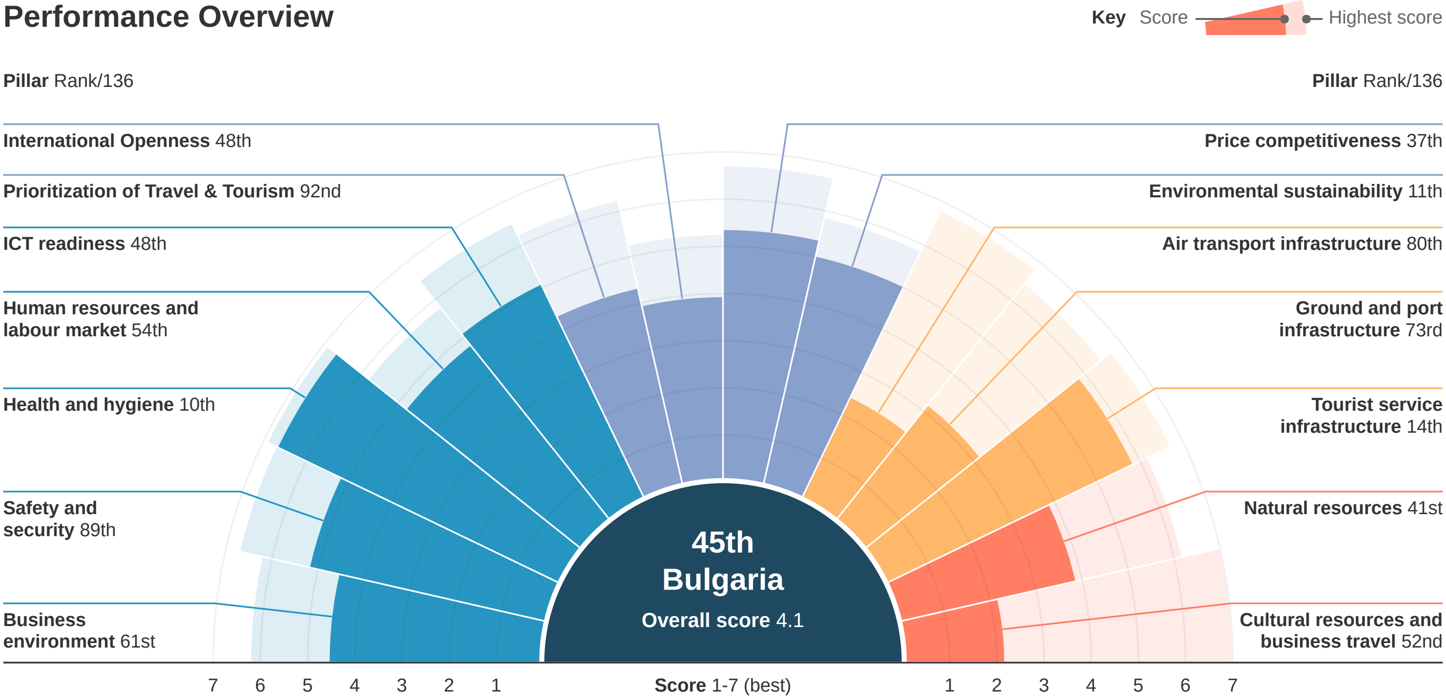
Travel & Tourism Competitiveness Index 2017 edition

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

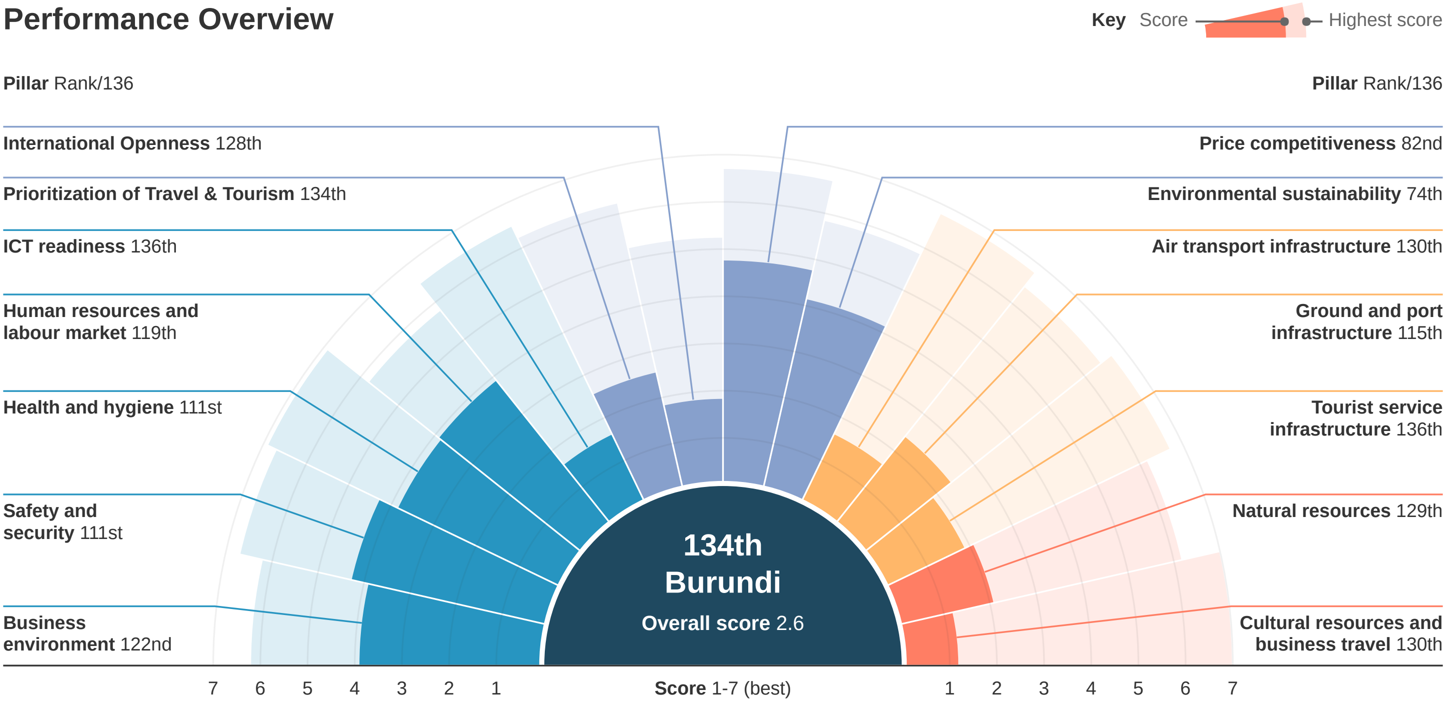
Key Indicators

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

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

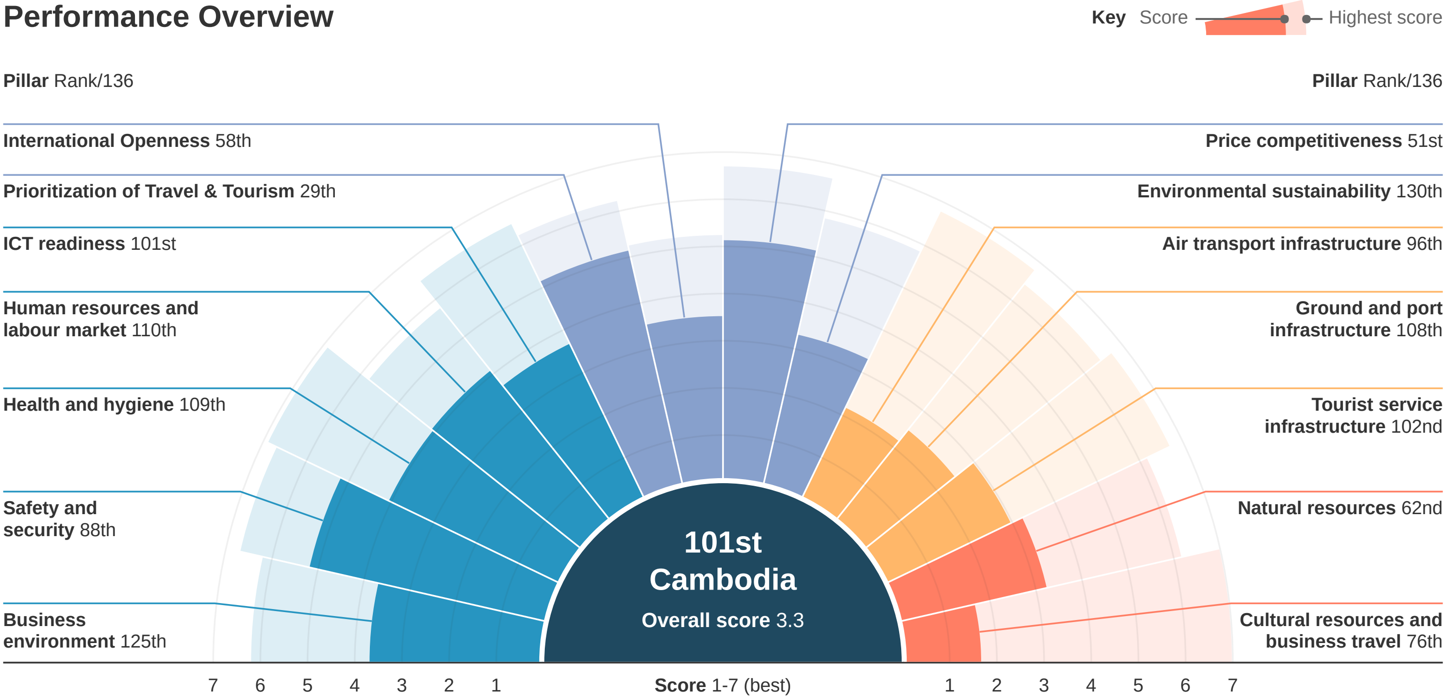
Key Indicators

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

WORLD ECONOMIC FORUM

Key Indicators

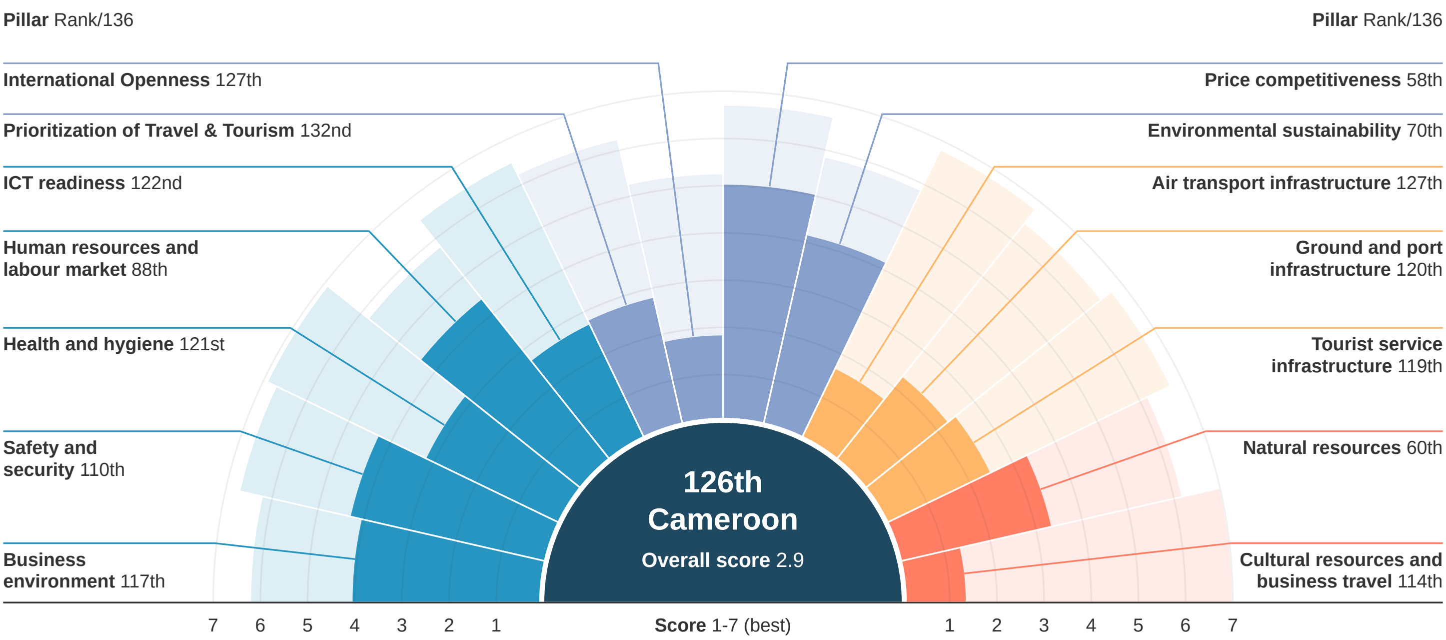
Sources: World Tourism Organization (UNWTO) and World Travel and Tourism Council (WTTC)

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

Key Score — Highest score



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

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)

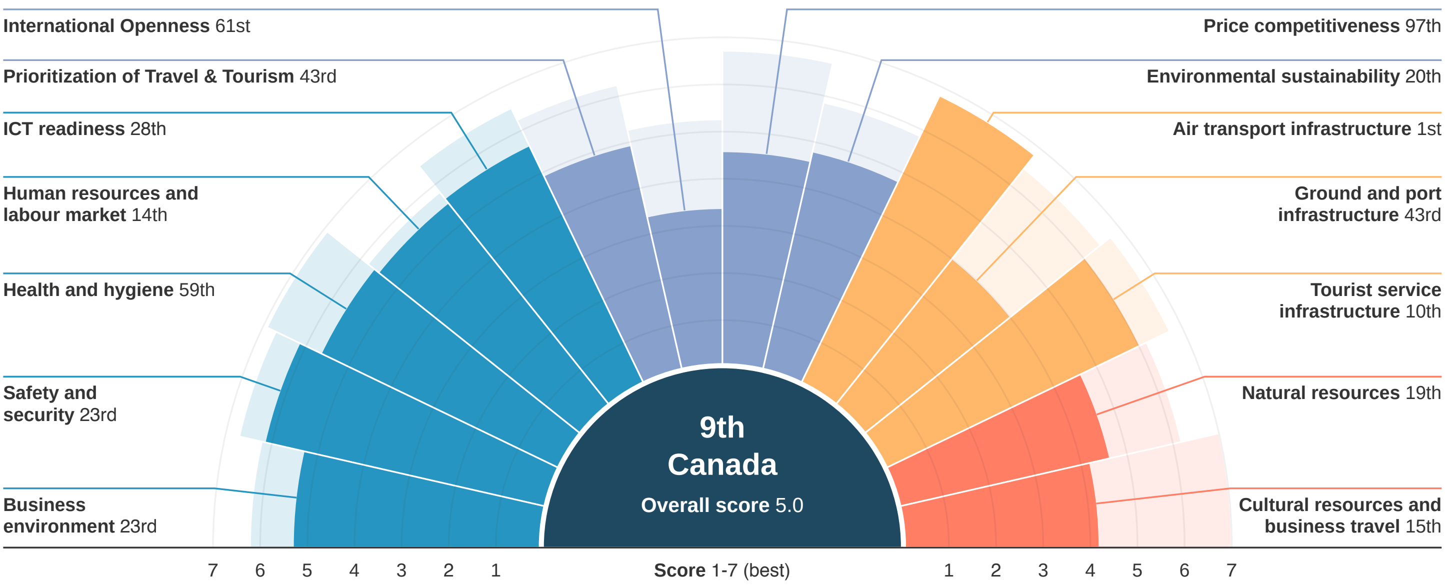
International tourist arrivals	17,977,285
International tourism inbound receipts	US $16,557.8 million
Average receipts per arrival	US $921.0

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

Key Score — Highest score

Pillar Rank/136



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

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

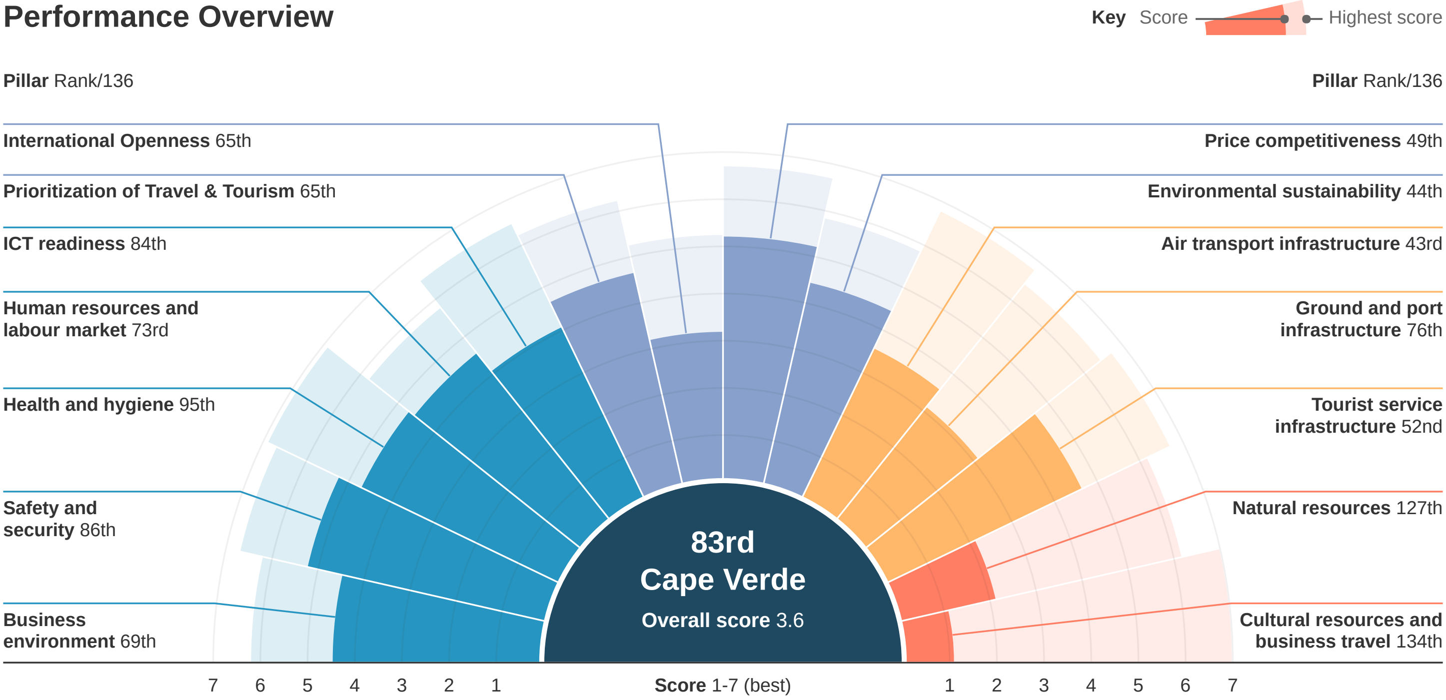
Travel & Tourism Competitiveness Index 2017 edition

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

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

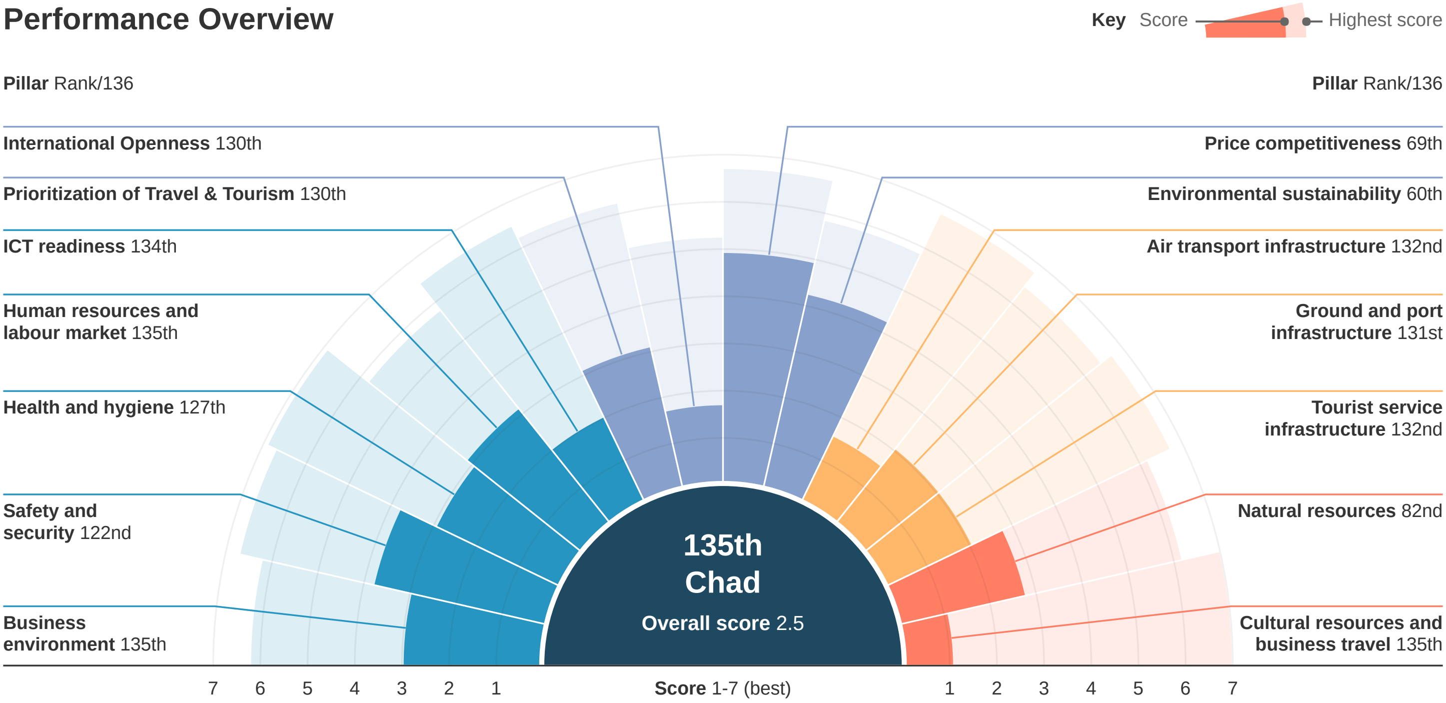
Travel & Tourism Competitiveness Index 2017 edition

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

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)

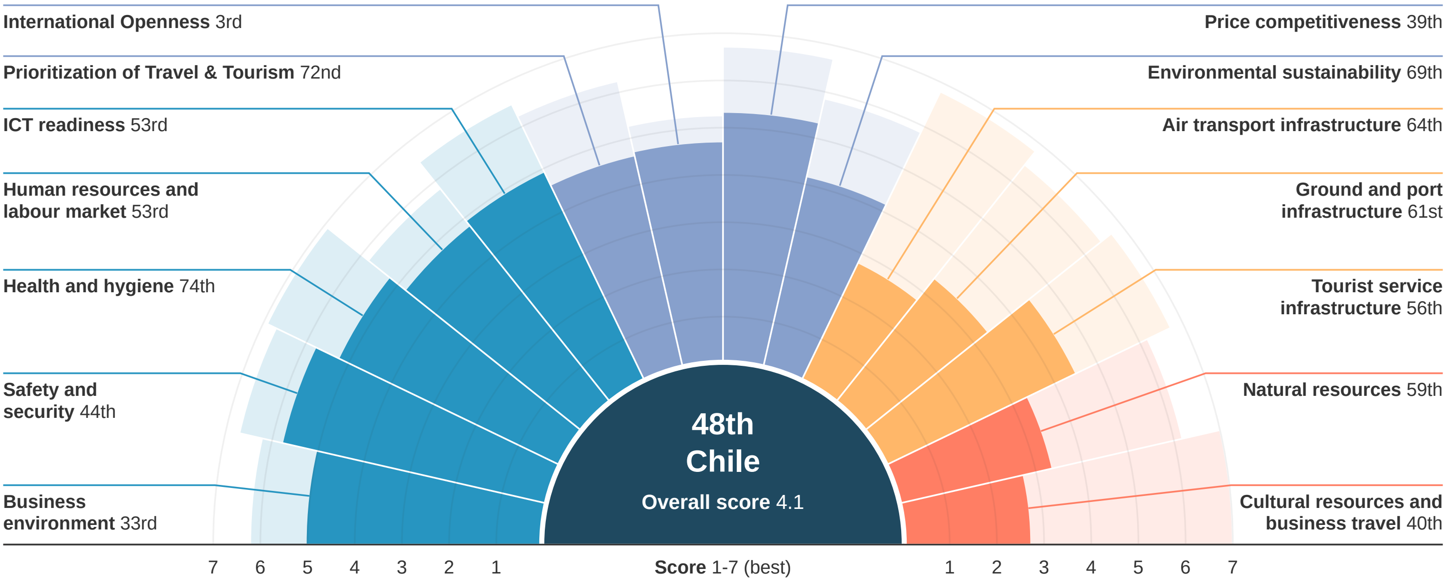
International tourist arrivals	4,478,336
International tourism inbound receipts	US $2,408.5 million
Average receipts per arrival	US $537.8

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

Key Score — Highest score

Pillar Rank/136



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

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

WORLD ECONOMIC FORUM

Key Indicators

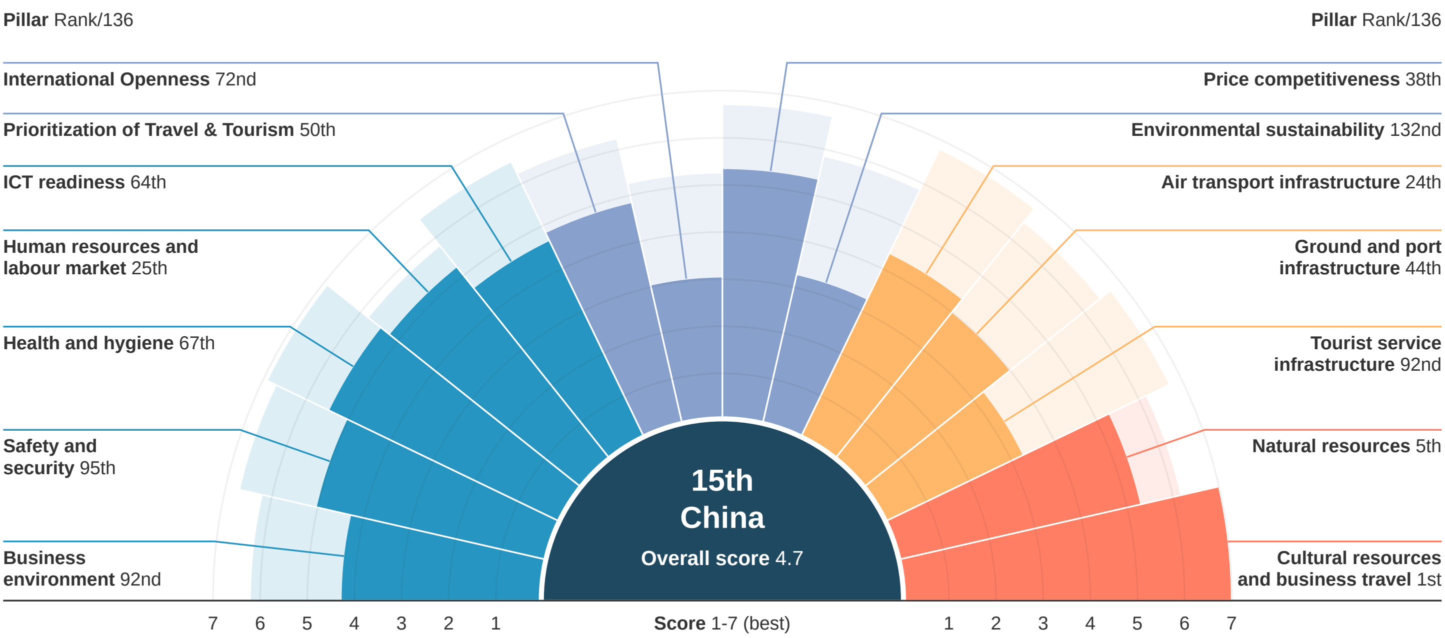
Sources: World Tourism Organization (UNWTO) and World Travel and Tourism Council (WTTC)

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

Key Score Highest score



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

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

WORLD ECONOMIC FORUM

Key Indicators

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

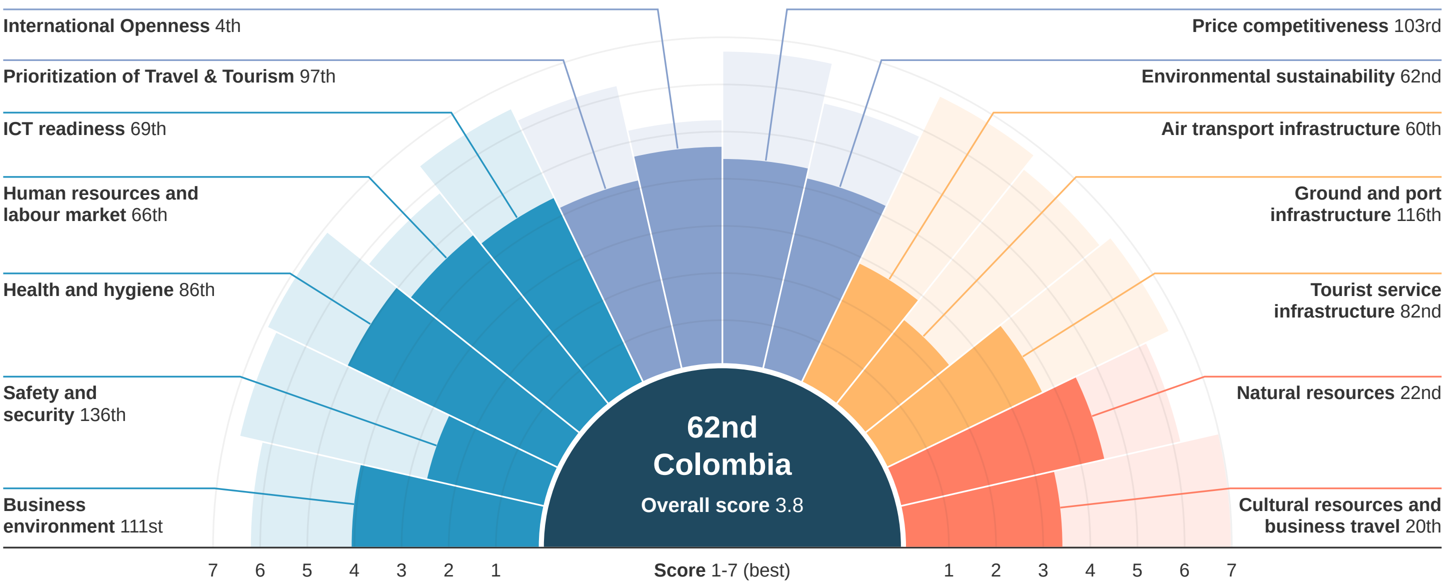
International tourist arrivals	2,978,180
International tourism inbound receipts	US $4,245.3 million
Average receipts per arrival	US $1,425.5

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

Key Score — Highest score

Pillar Rank/136



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

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

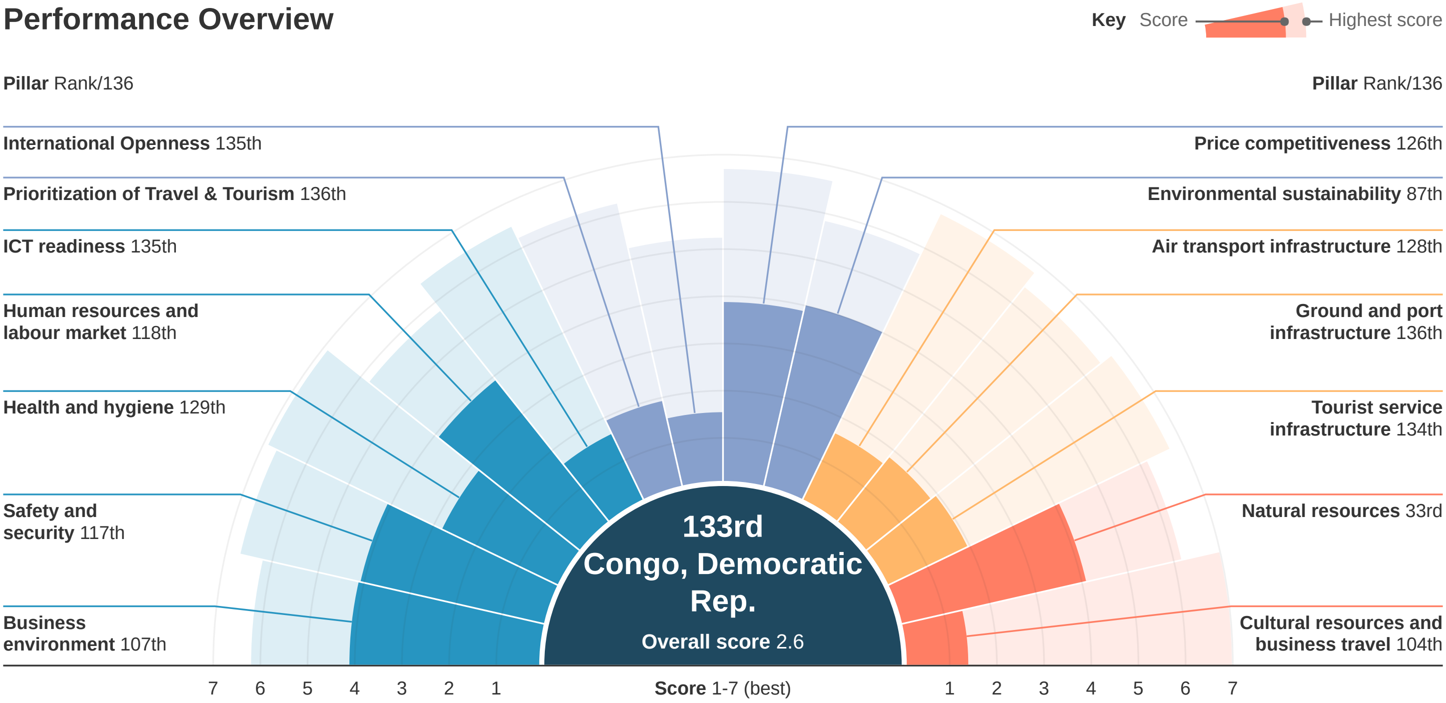
Key Indicators

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

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

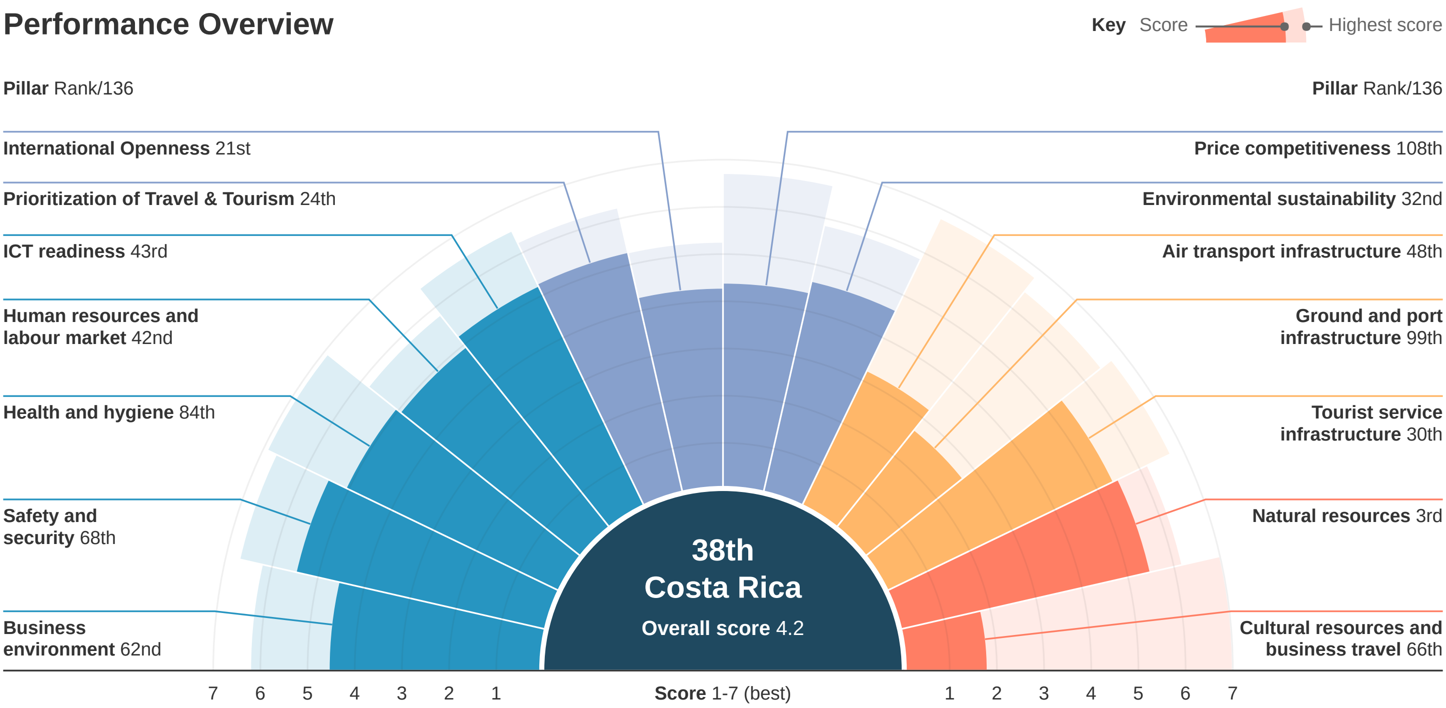
Travel & Tourism Competitiveness Index 2017 edition

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

WORLD ECONOMIC FORUM

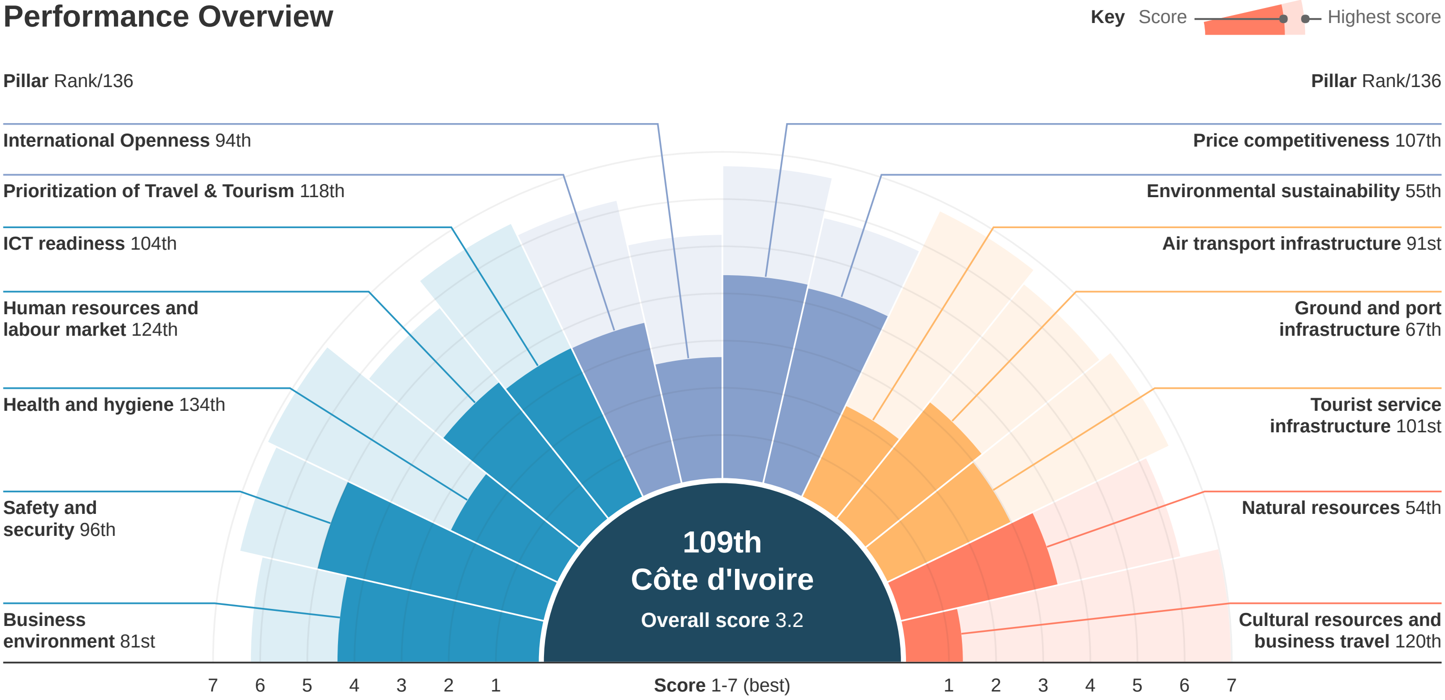
Key Indicators

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

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

WORLD ECONOMIC FORUM

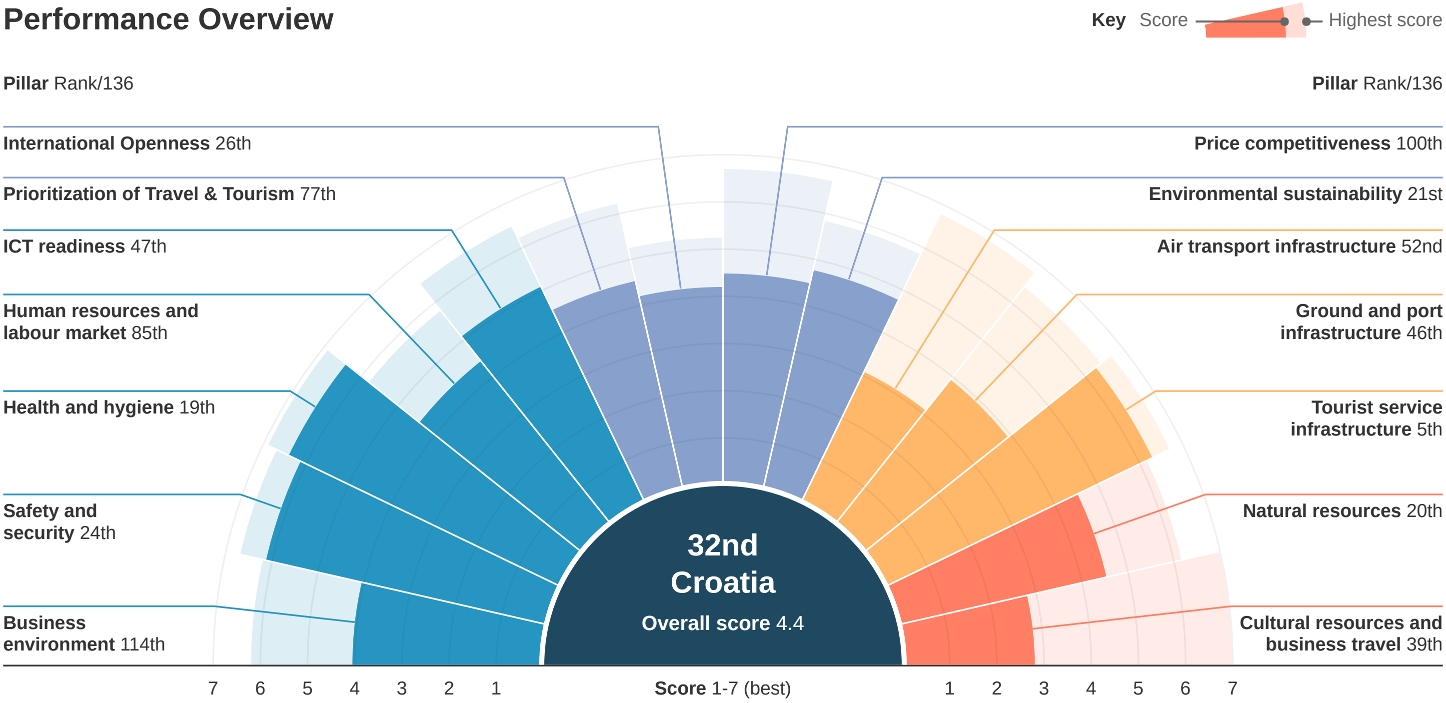
Key Indicators

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

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

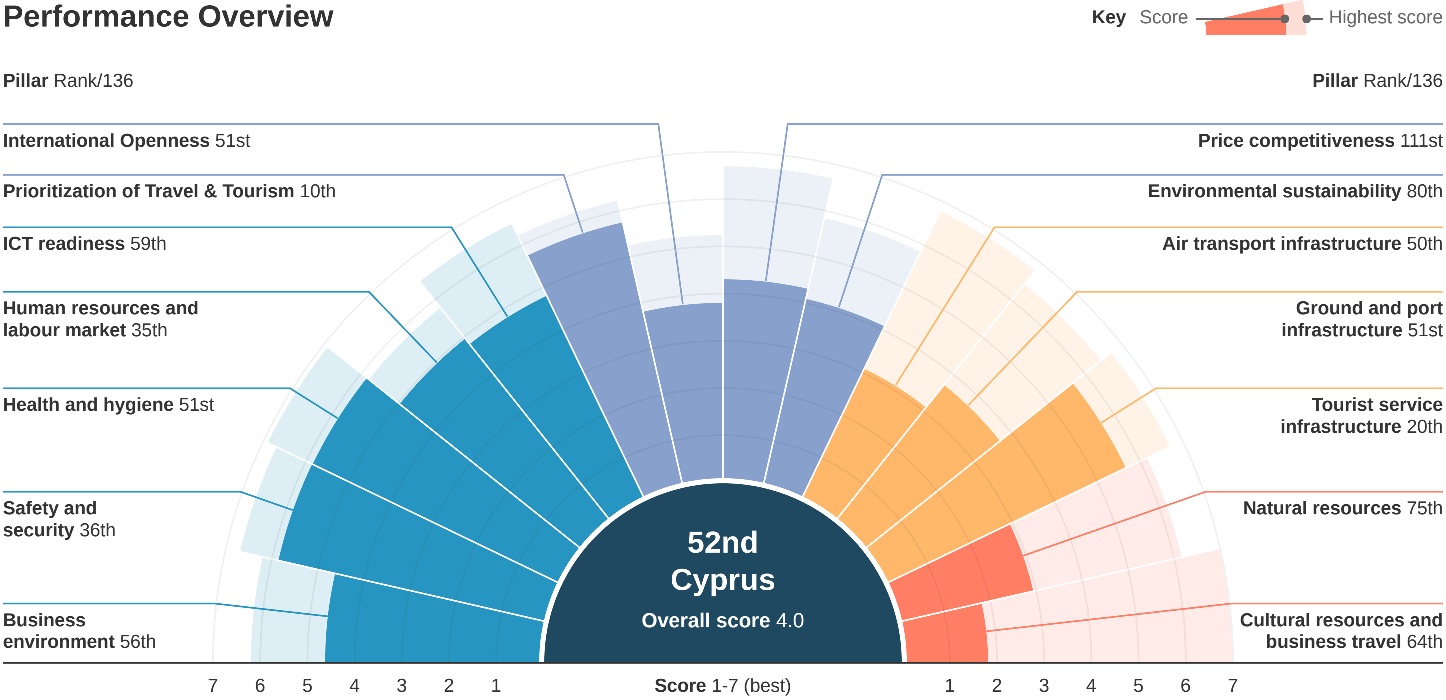
Key Indicators

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

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

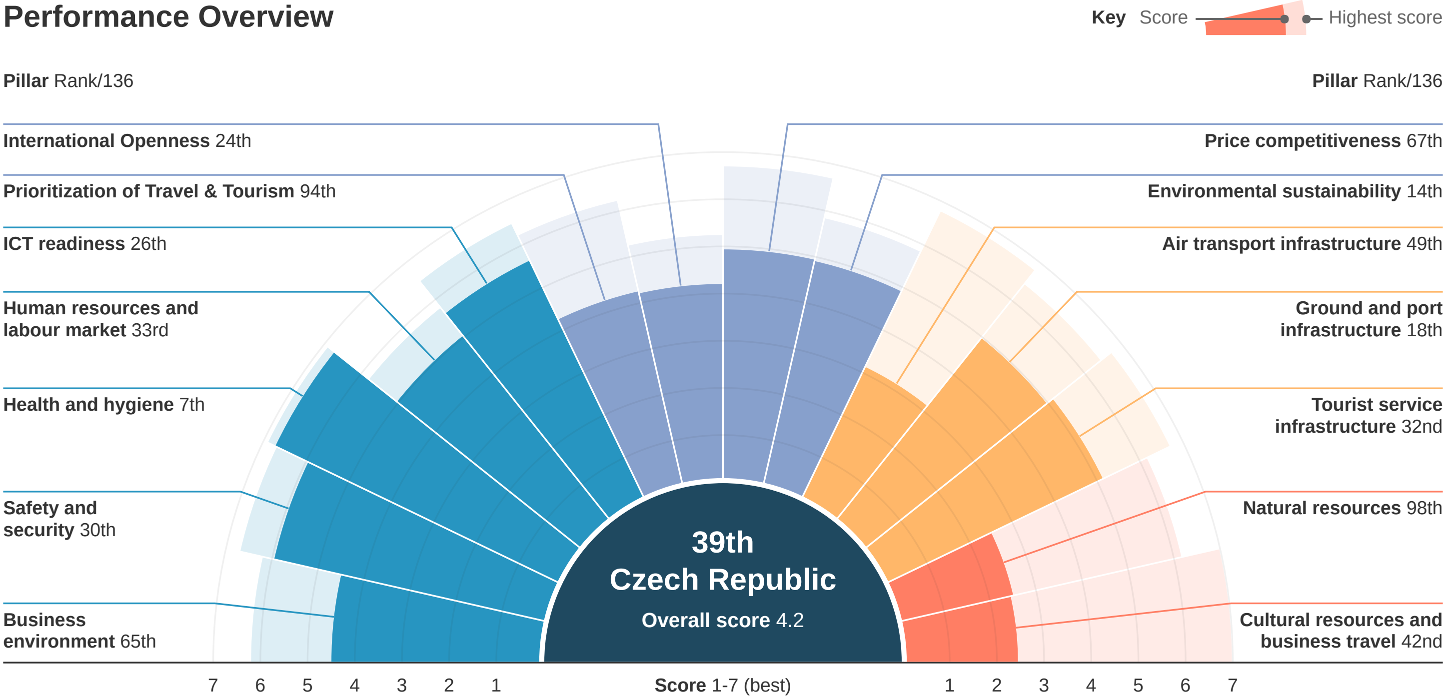
Travel & Tourism Competitiveness Index 2017 edition

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

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

WORLD ECONOMIC FORUM

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

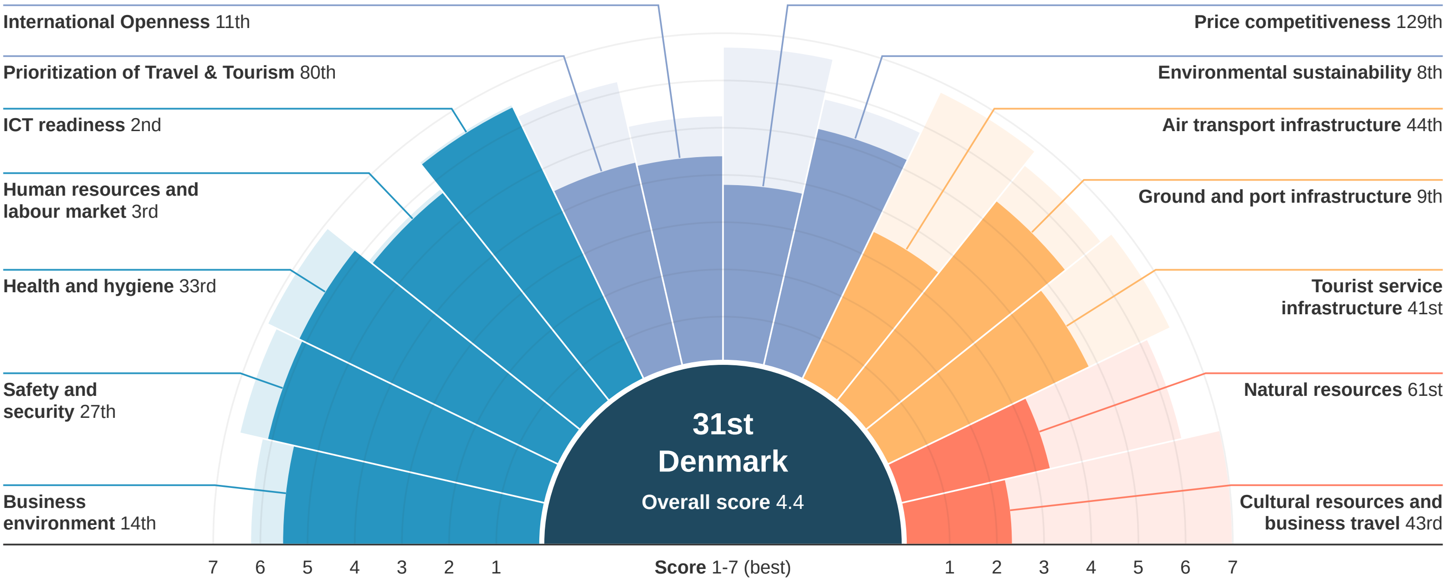
T&T industry GDP	US $6,024.1 million
% of total	2.0%
T&T industry employment	80,788 jobs
% of total	3.0%

Performance Overview

Key Score — Highest score

Pillar Rank/136

Pillar Rank/136



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

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

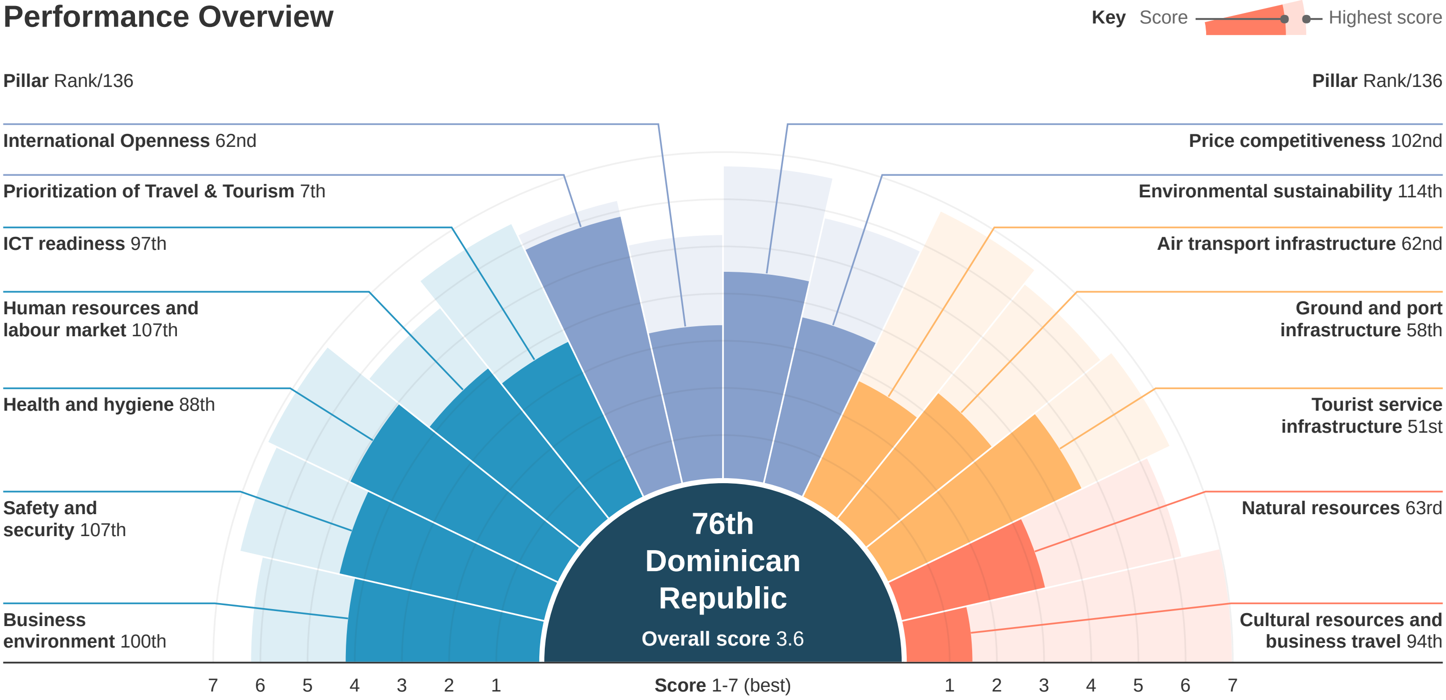
Key Indicators

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

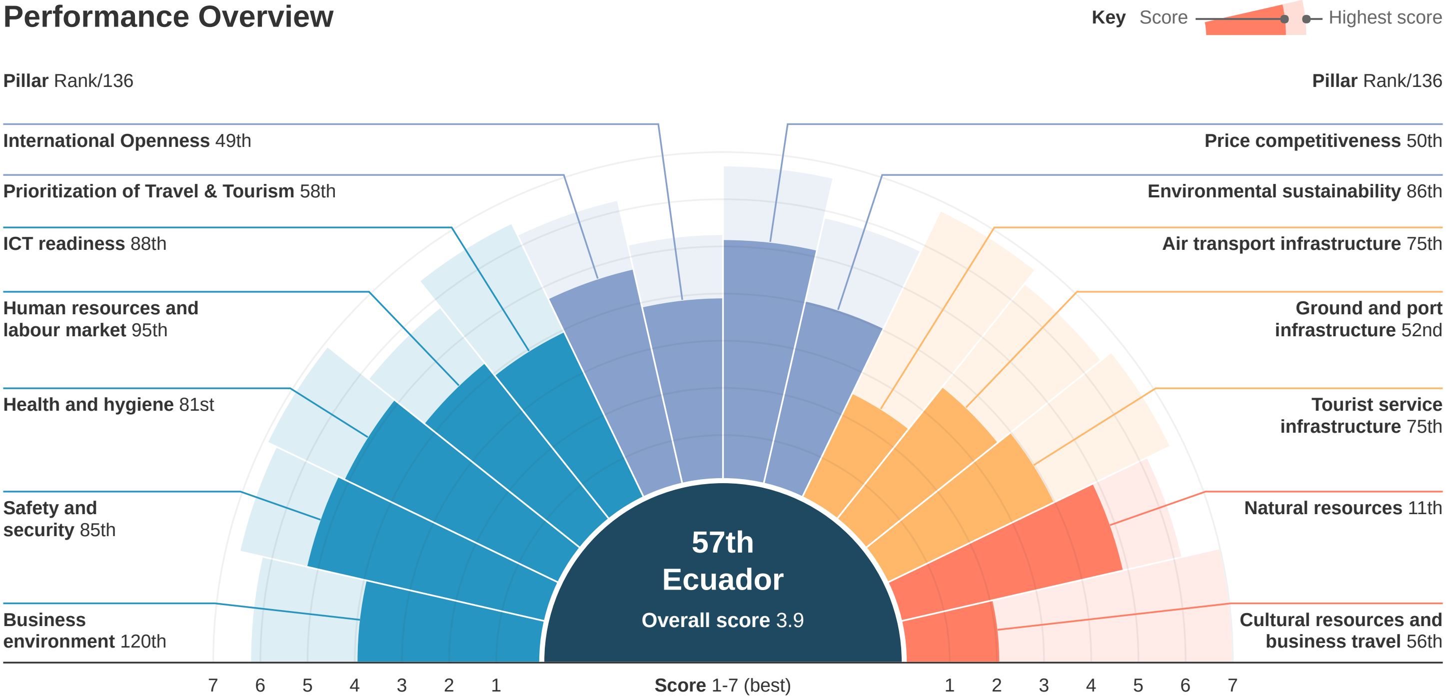
Key Indicators

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

WORLD ECONOMIC FORUM

Key Indicators

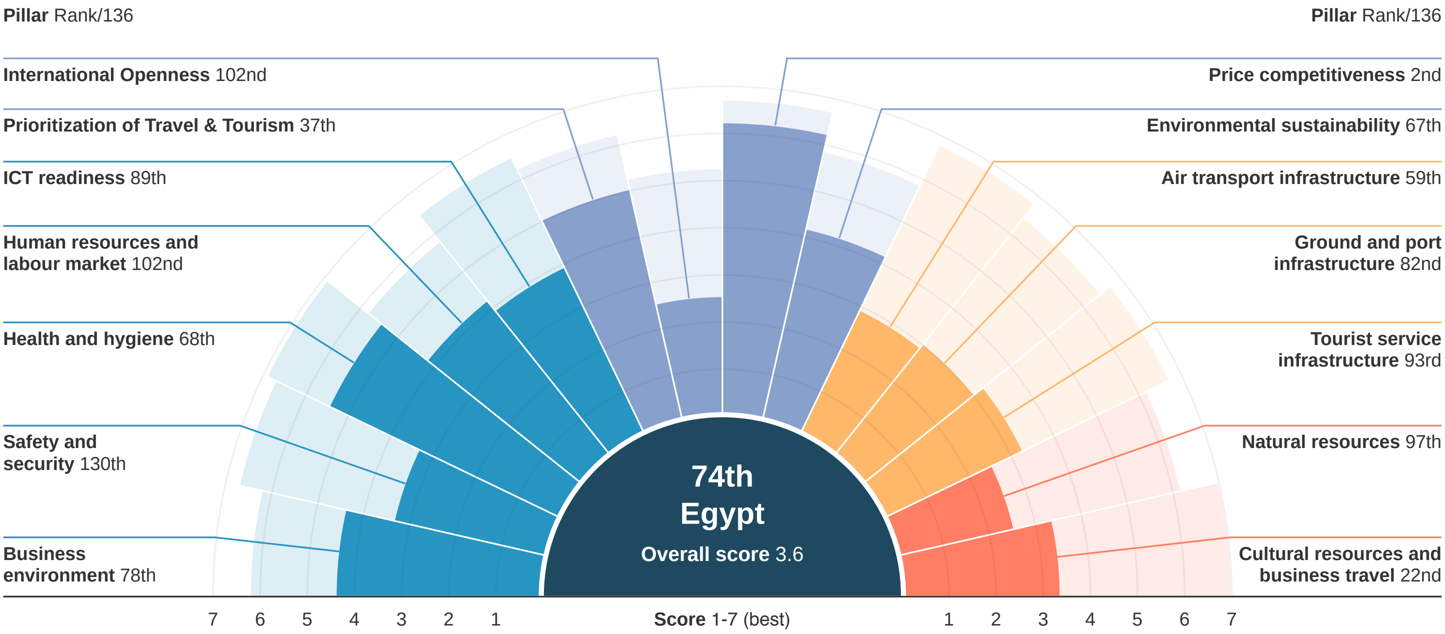
Sources: World Tourism Organization (UNWTO) and World Travel and Tourism Council (WTTC)

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

Key Score — Highest score



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

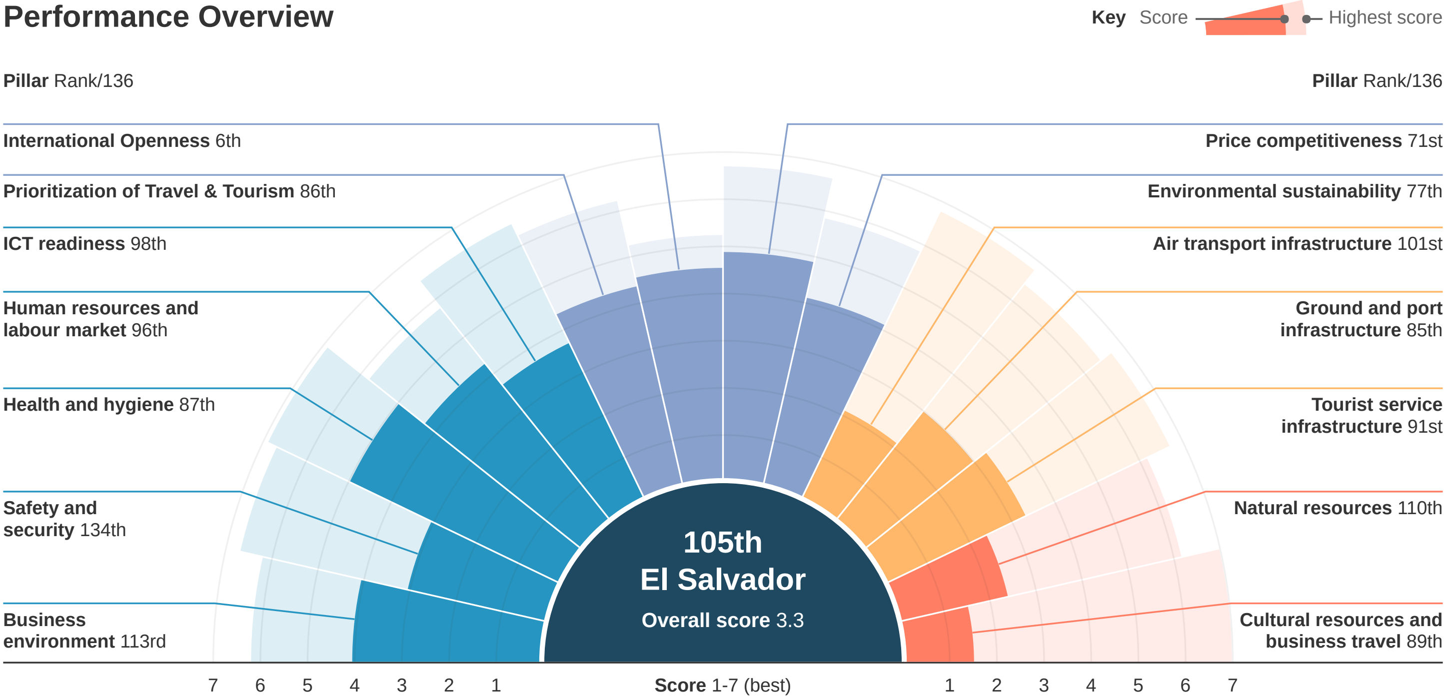
Travel & Tourism Competitiveness Index 2017 edition

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)

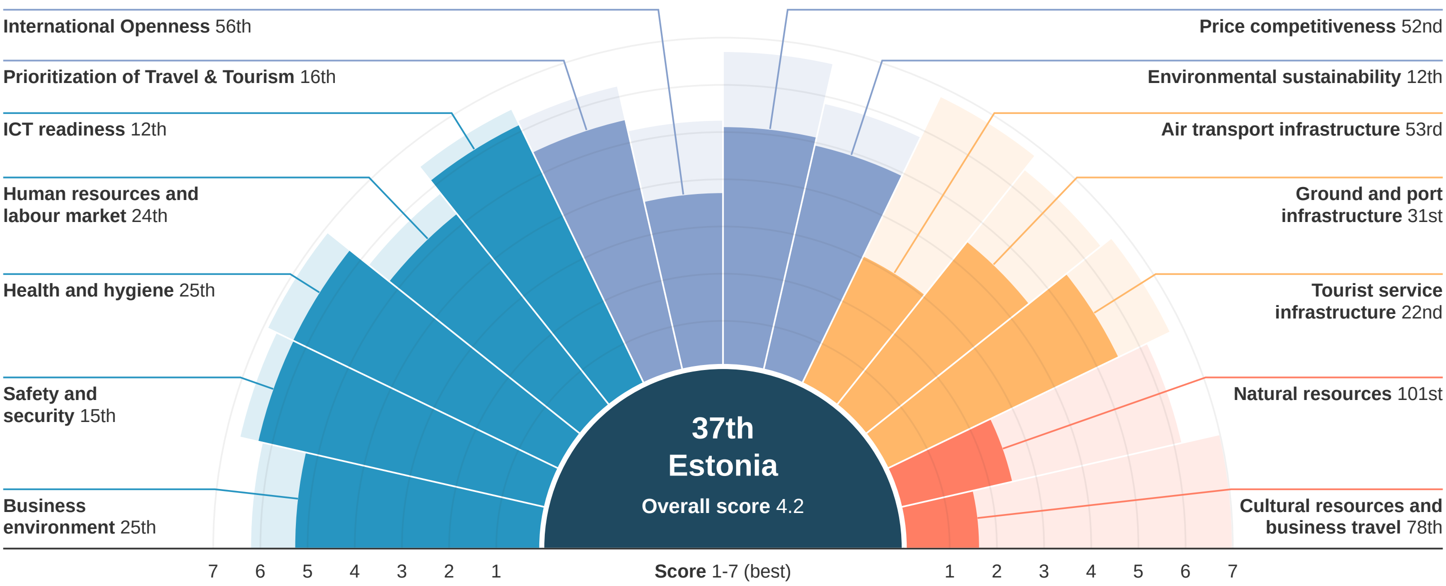
International tourist arrivals	2,988,731
International tourism inbound receipts	US $1,427.9 million
Average receipts per arrival	US $477.8

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

Key Score — Highest score

Pillar Rank/136



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

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)

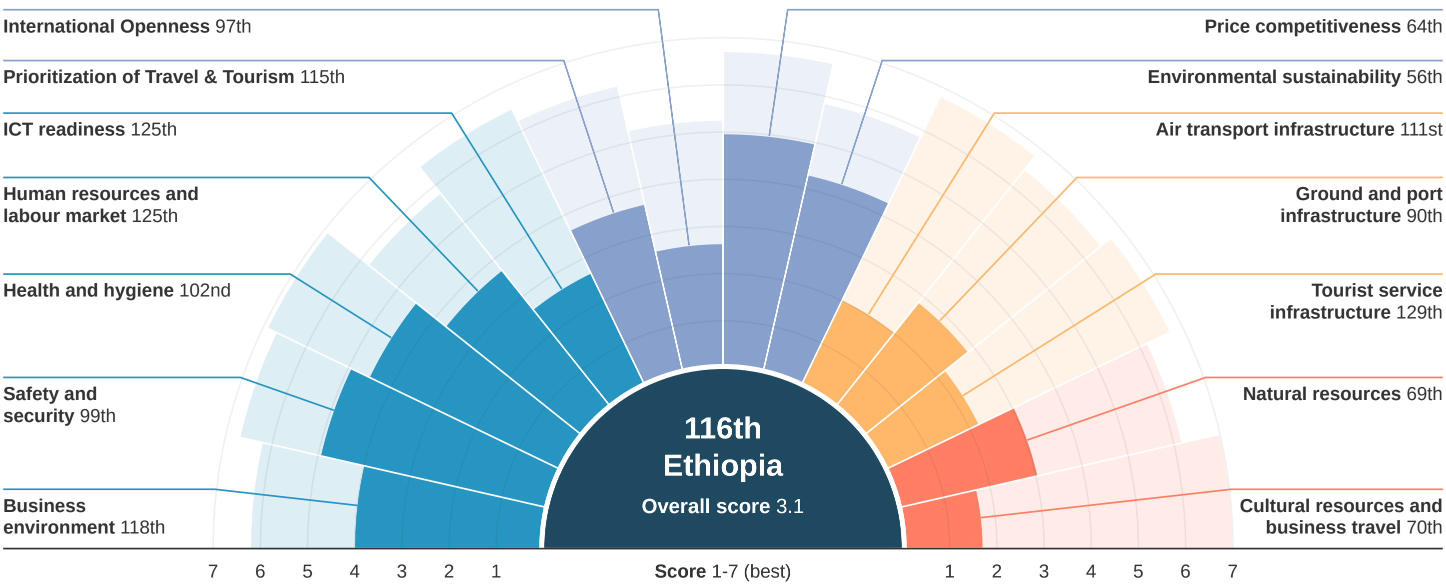
International tourist arrivals	864,000
International tourism inbound receipts	US $394.9 million
Average receipts per arrival	US $457.1

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

Key Score — Highest score

Pillar Rank/136



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

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

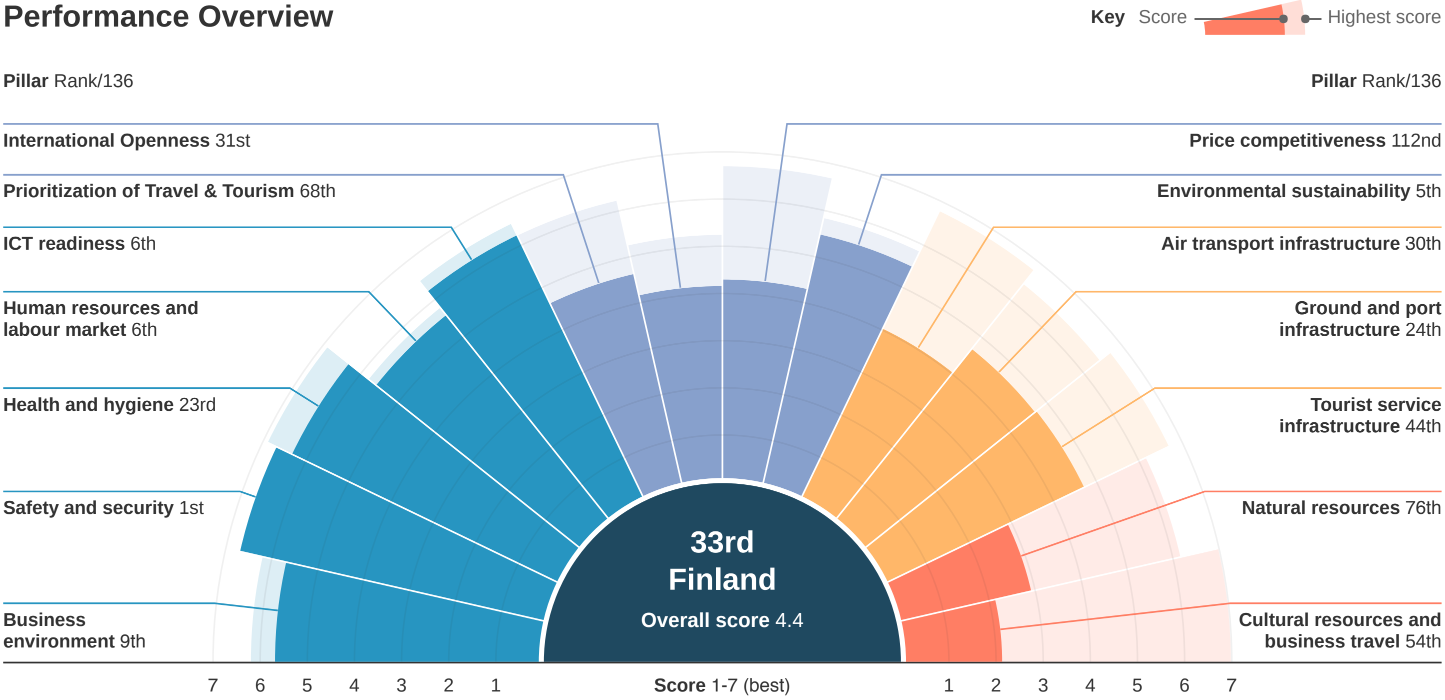
Key Indicators

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

WORLD ECONOMIC FORUM

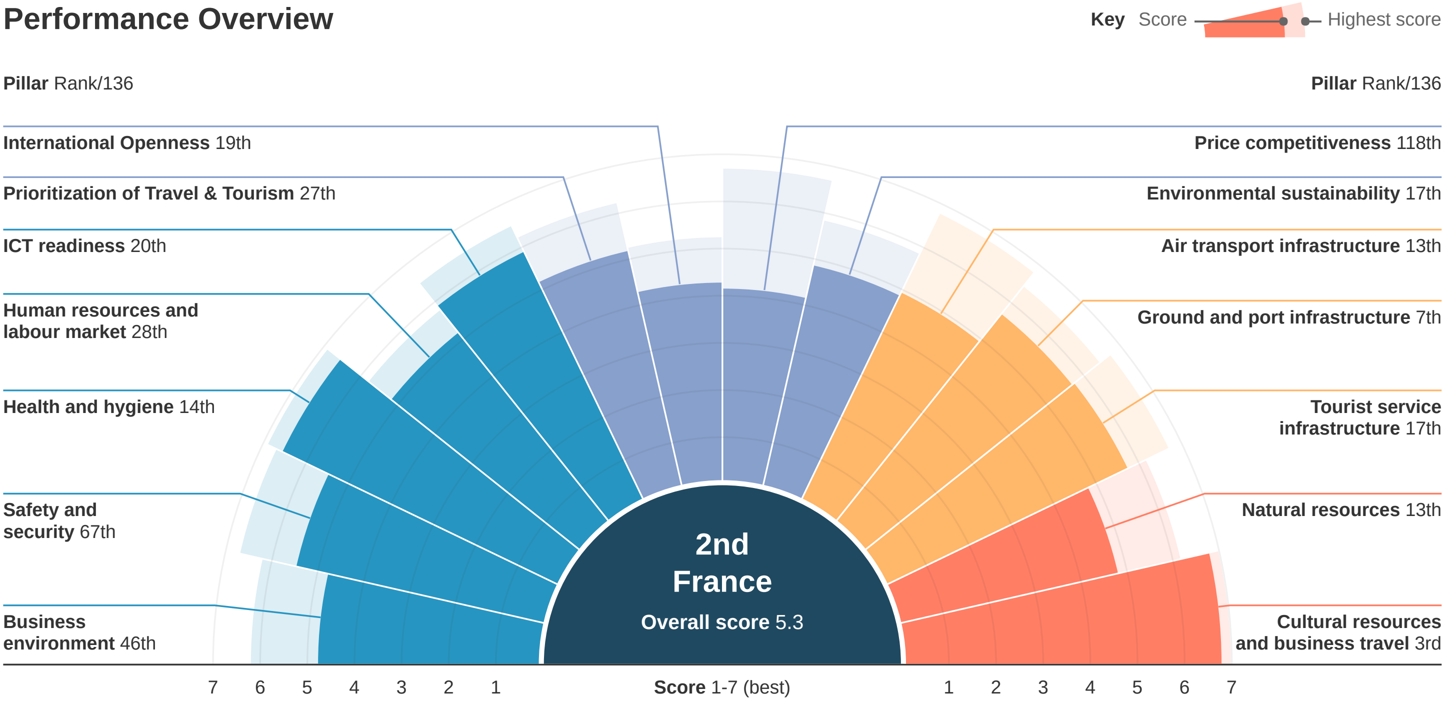
Key Indicators

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

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

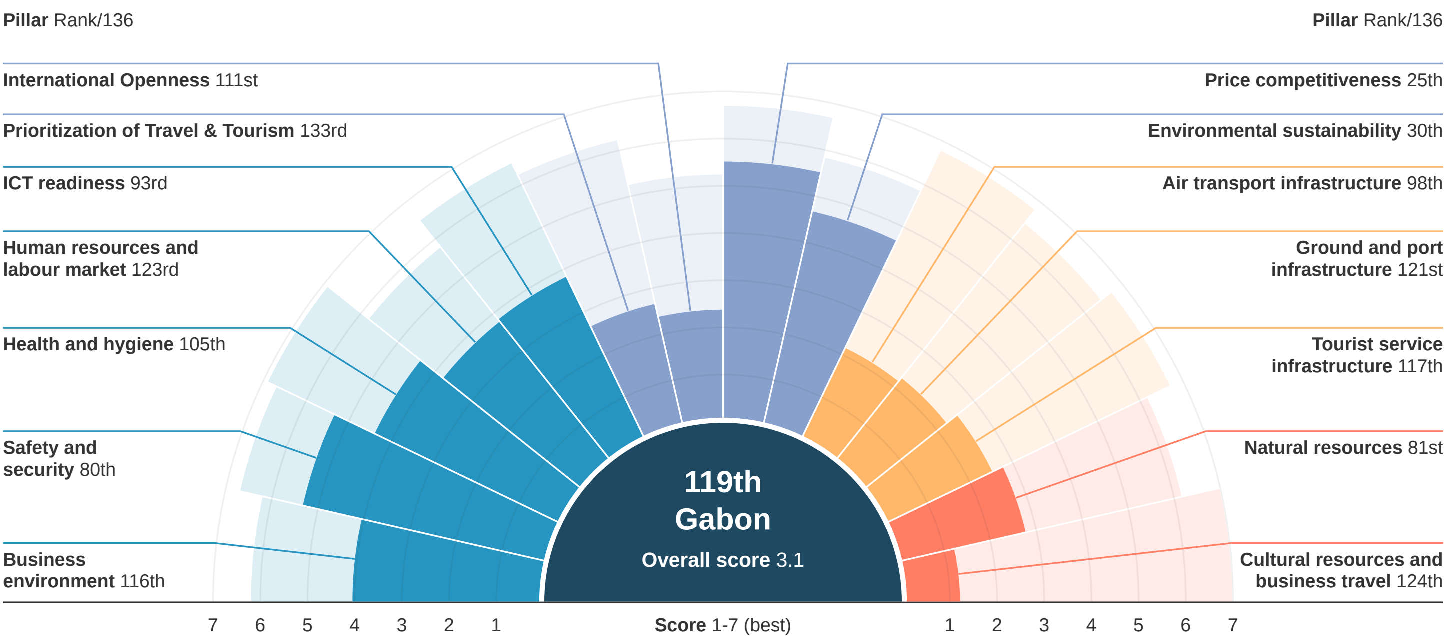
Sources: World Tourism Organization (UNWTO) and World Travel and Tourism Council (WTTC)

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

Key Score — Highest score



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

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

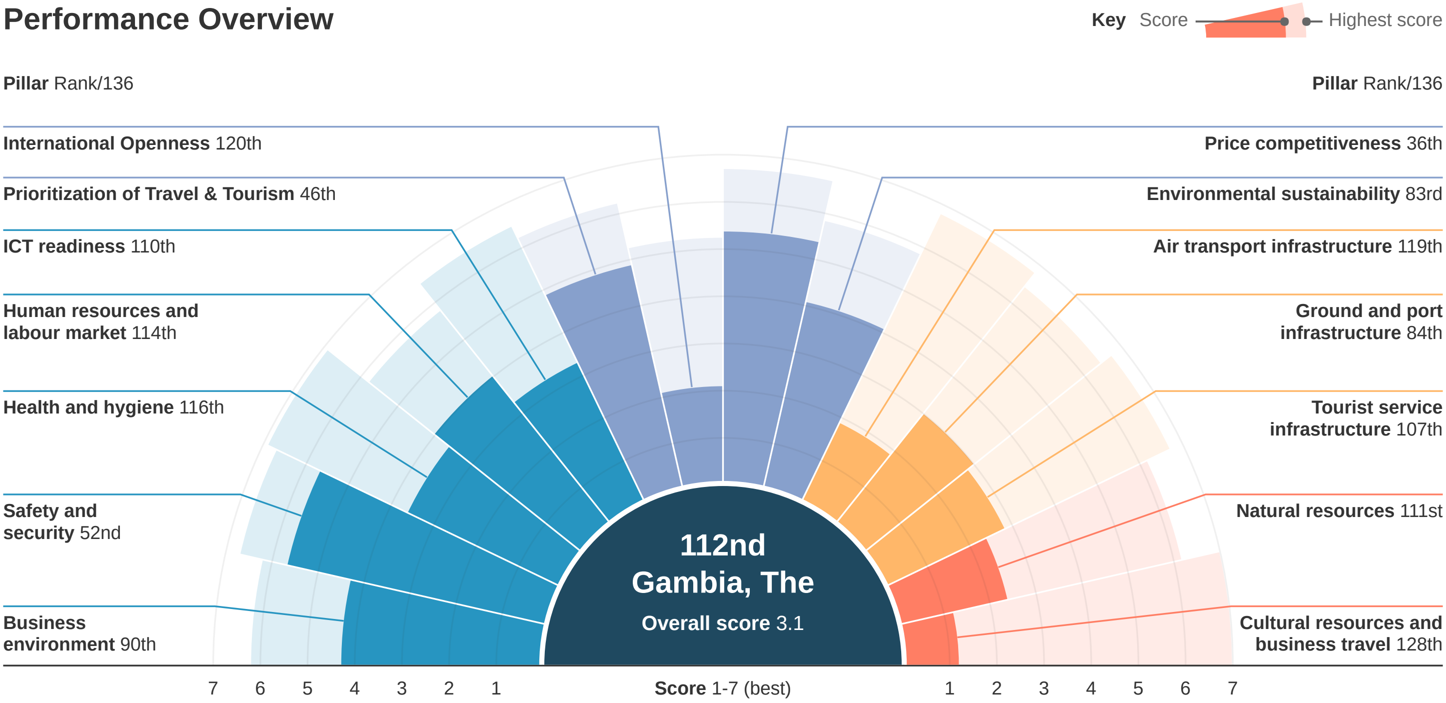
Key Indicators

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

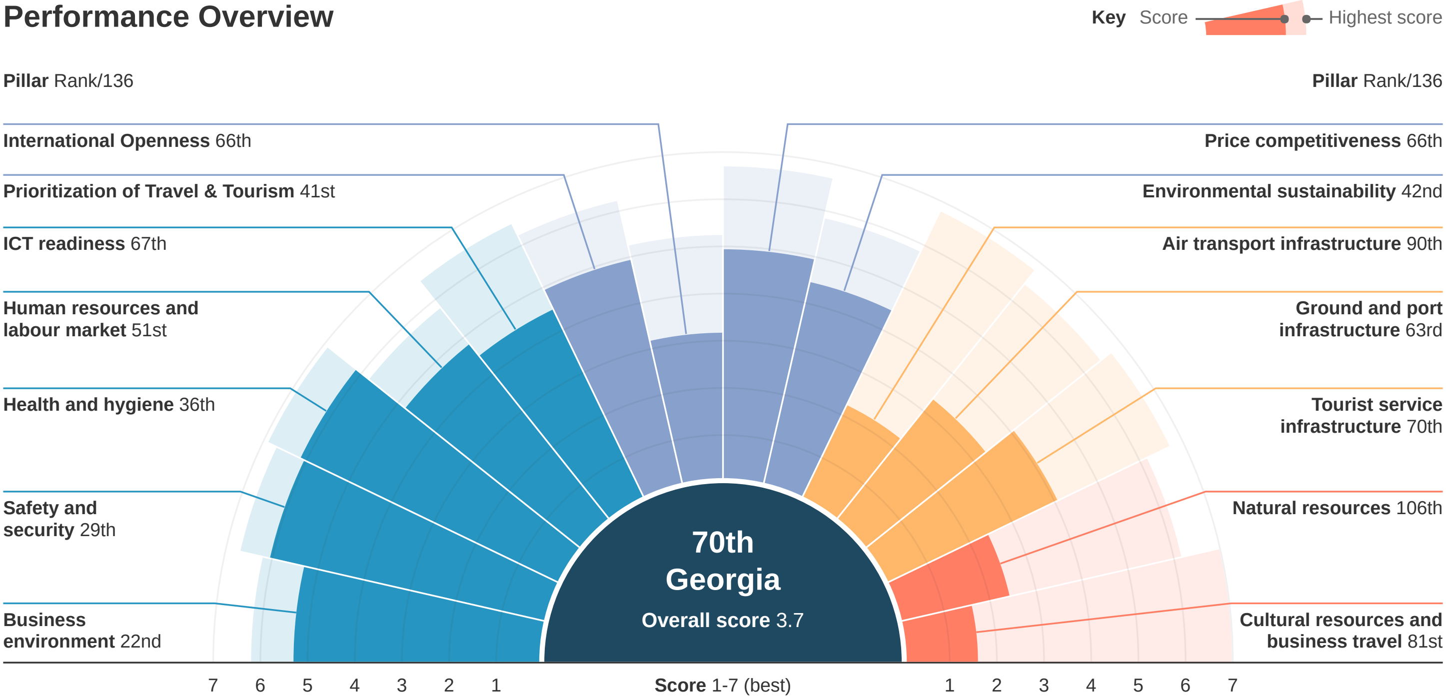
Key Indicators

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

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

WORLD ECONOMIC FORUM

Key Indicators

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

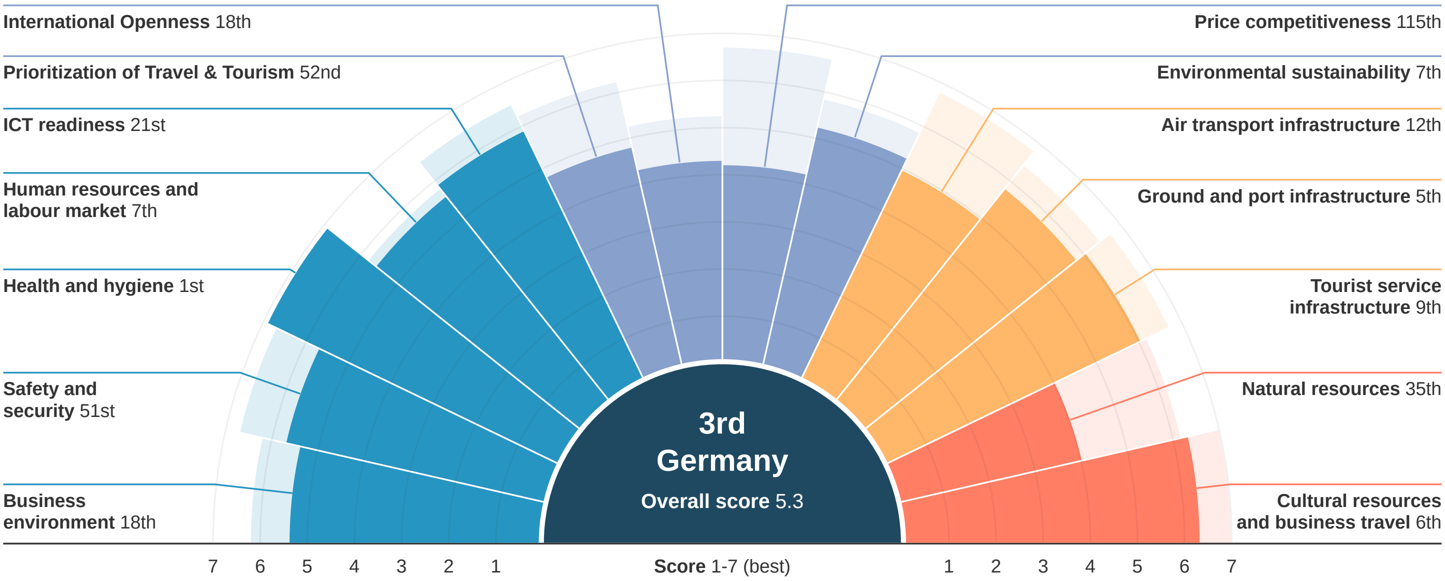
International tourist arrivals	34,971,458
International tourism inbound receipts	US $36,867.3 million
Average receipts per arrival	US $1,054.2

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

Key Score — Highest score

Pillar Rank/136



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

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

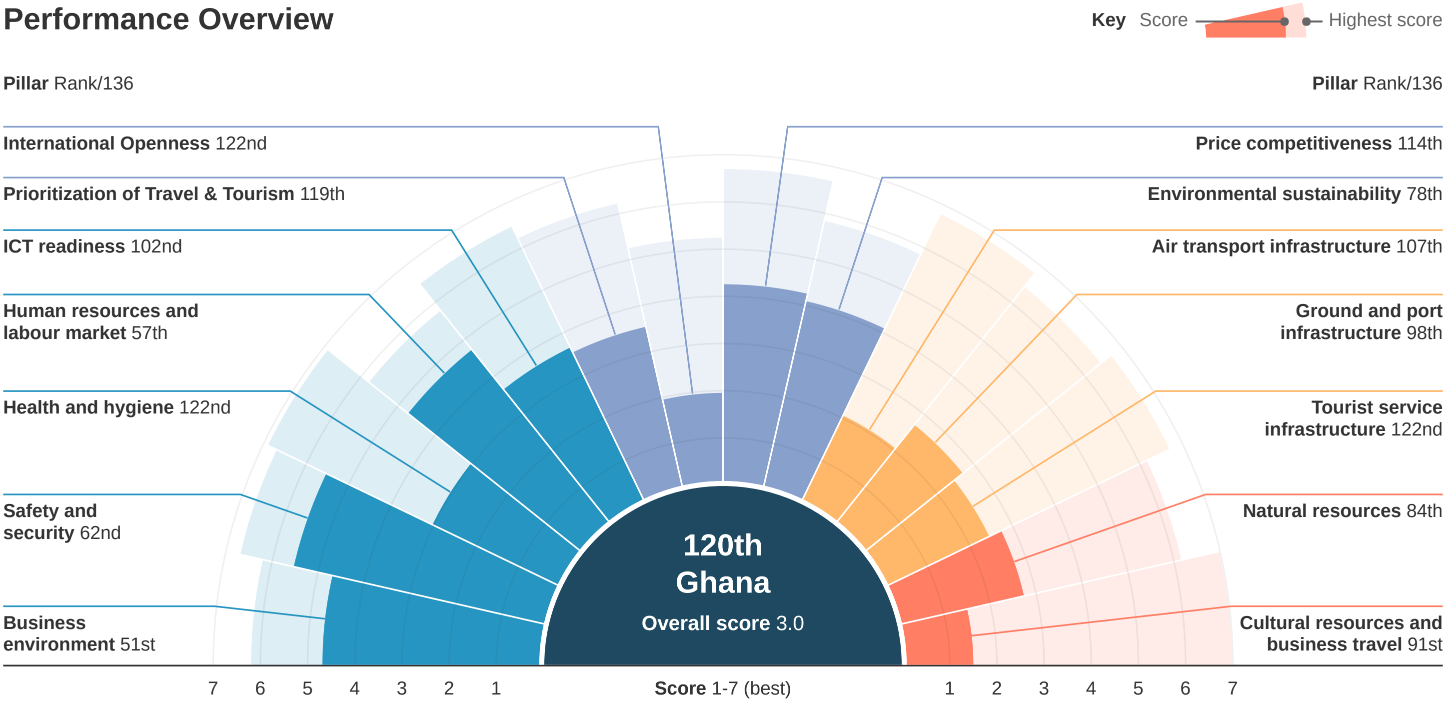
Key Indicators

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)

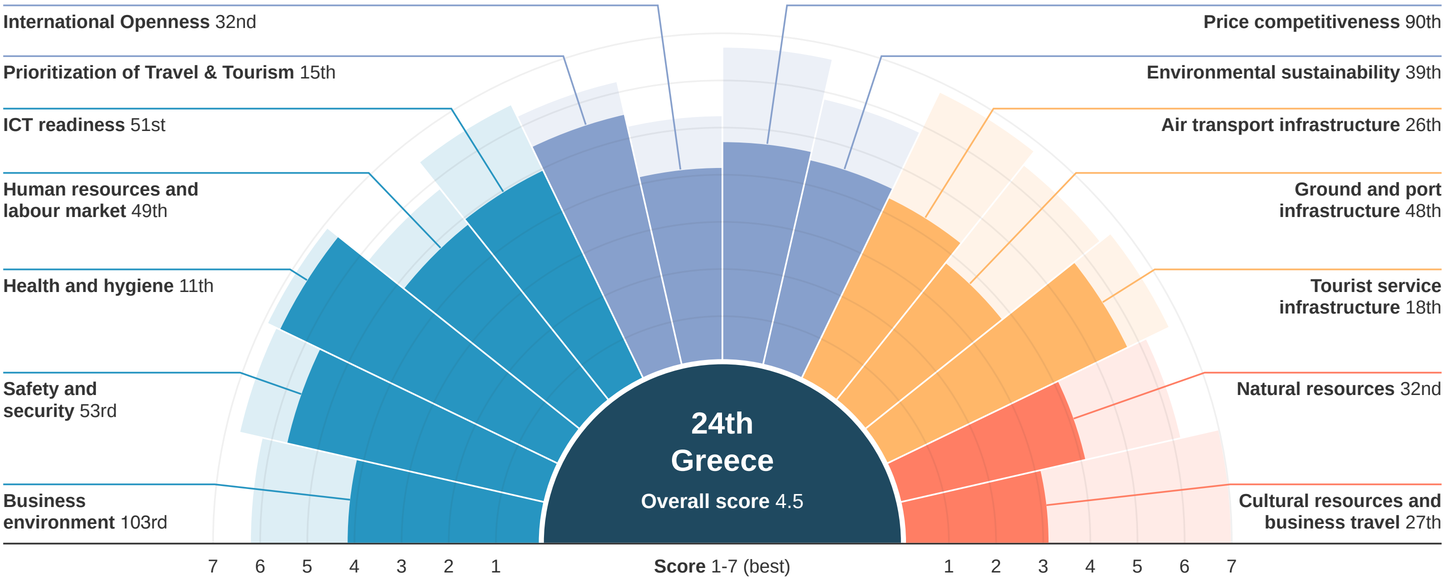
International tourist arrivals	23,599,455
International tourism inbound receipts	US $15,672.7 million
Average receipts per arrival	US $664.1

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

Key Score — Highest score

Pillar Rank/136



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

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

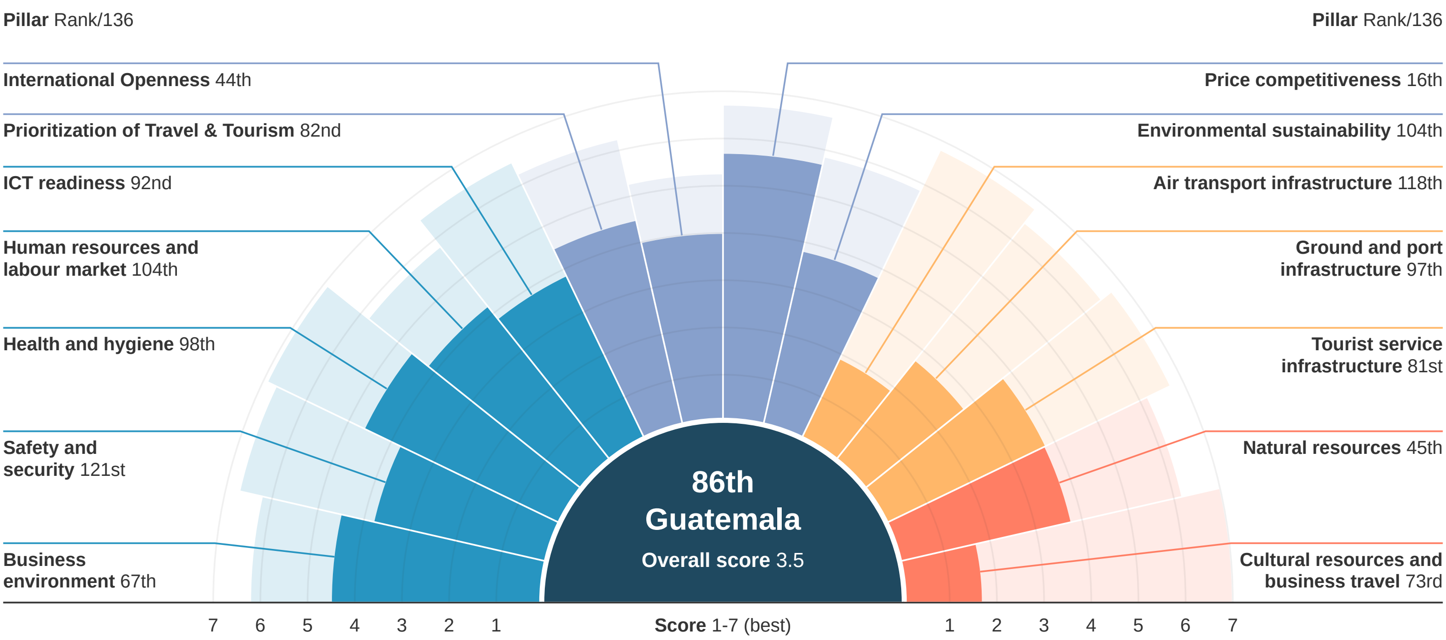
Sources: World Tourism Organization (UNWTO) and World Travel and Tourism Council (WTTC)

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

Key Score — Highest score



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

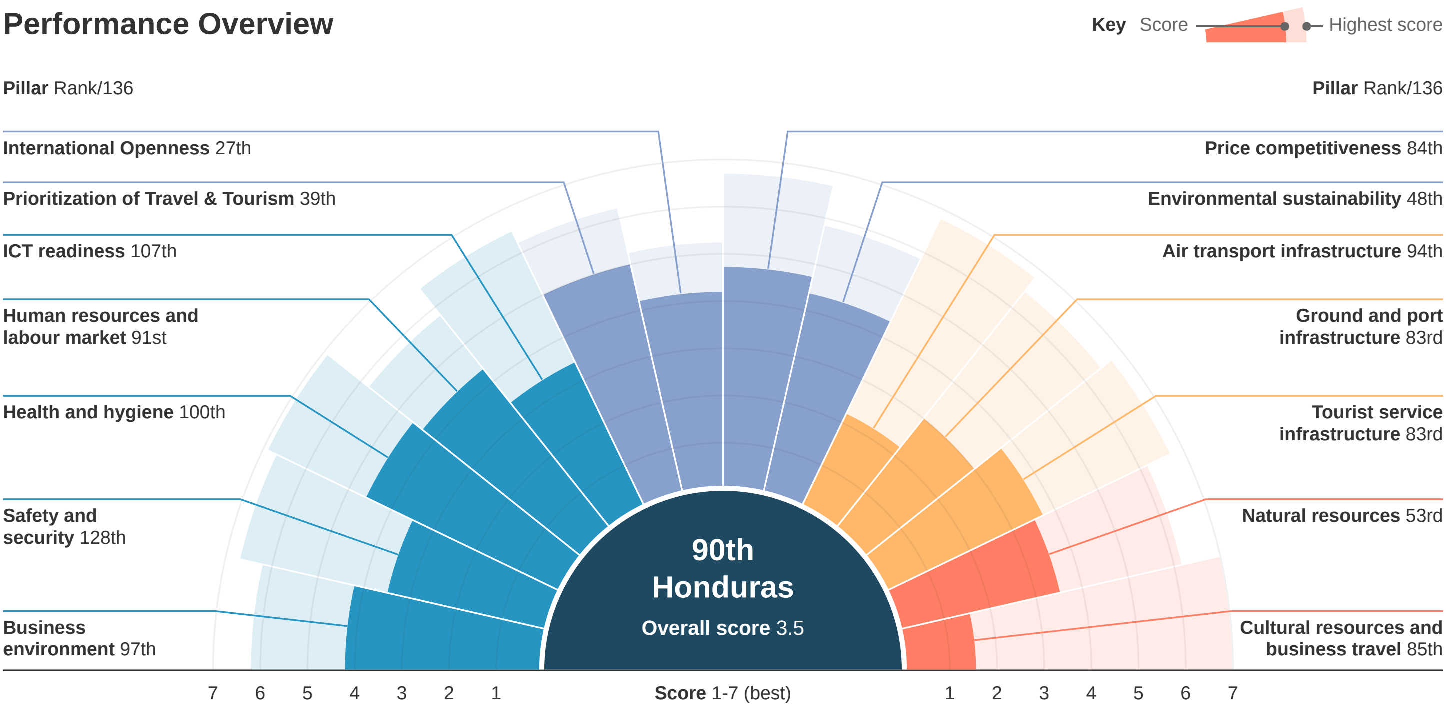
Travel & Tourism Competitiveness Index 2017 edition

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

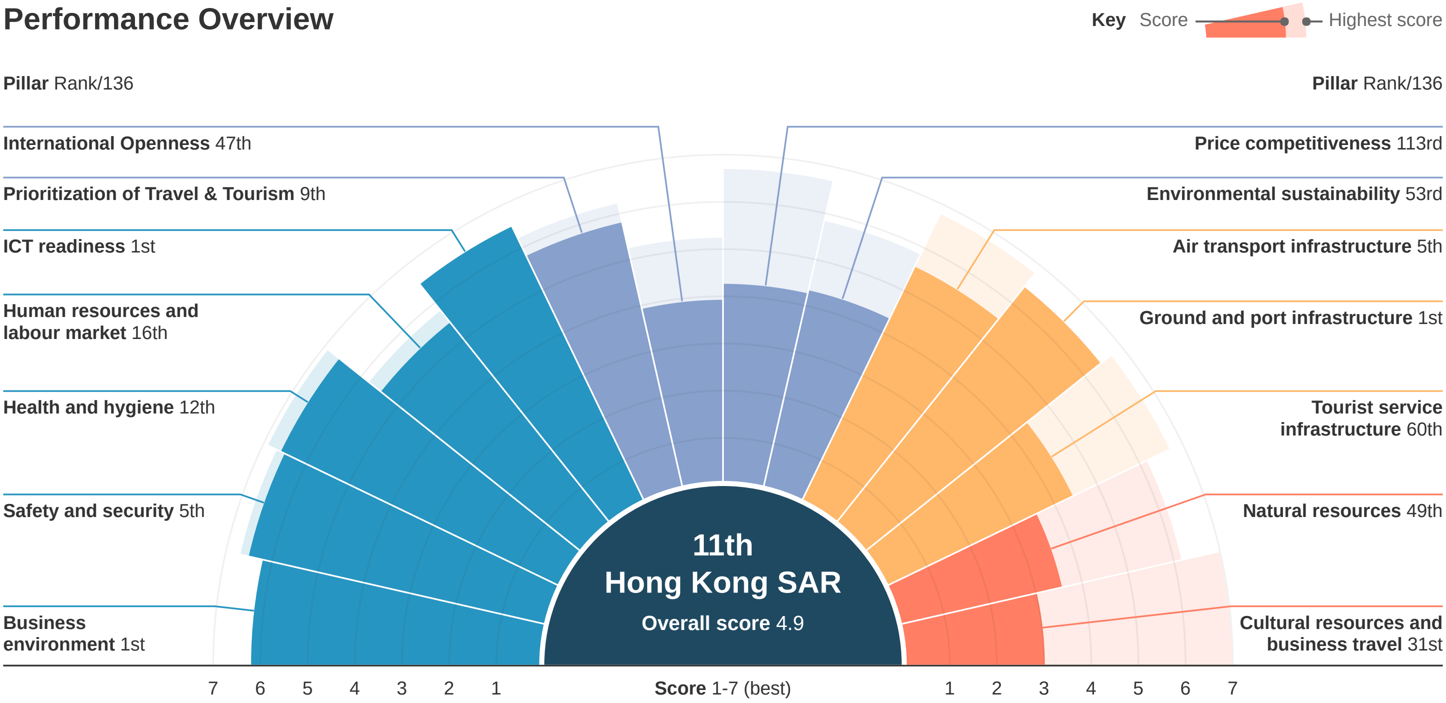
Travel & Tourism Competitiveness Index 2017 edition

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

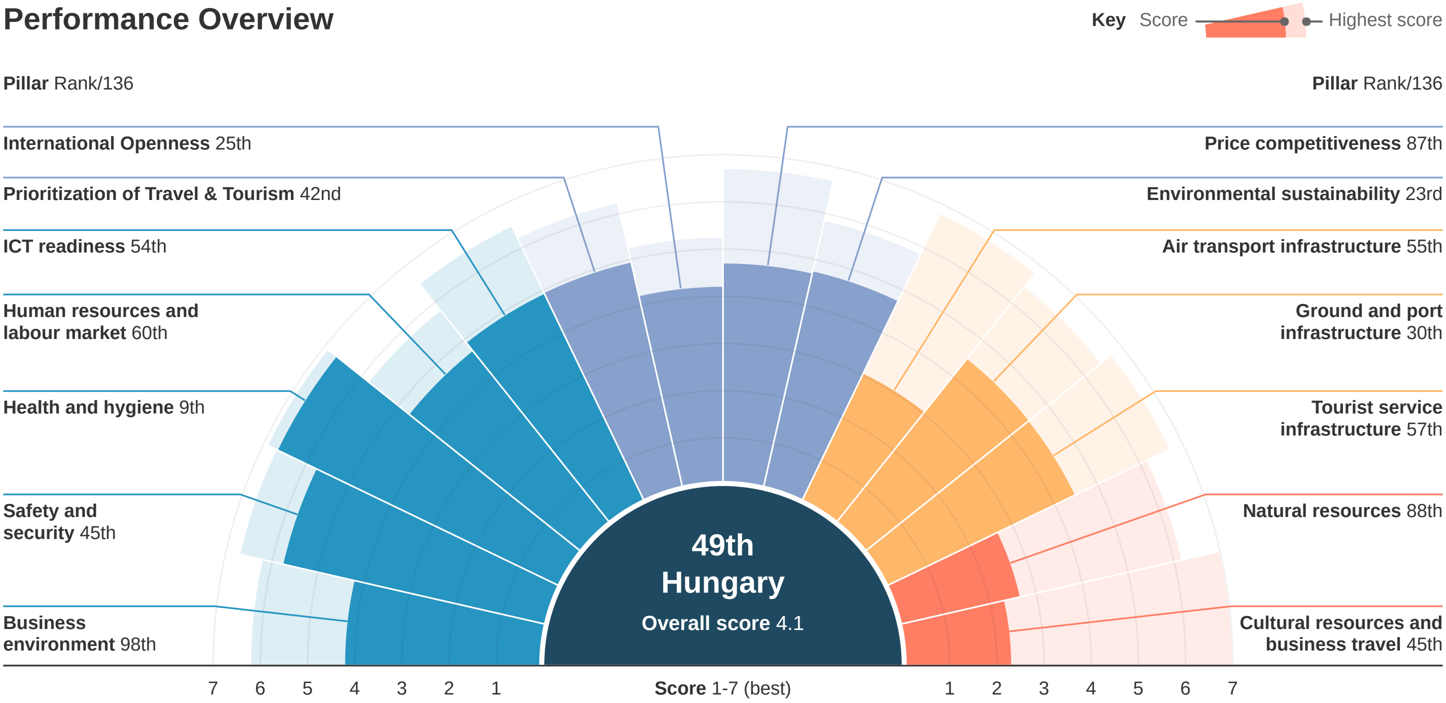
Travel & Tourism Competitiveness Index 2017 edition

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

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

WORLD ECONOMIC FORUM

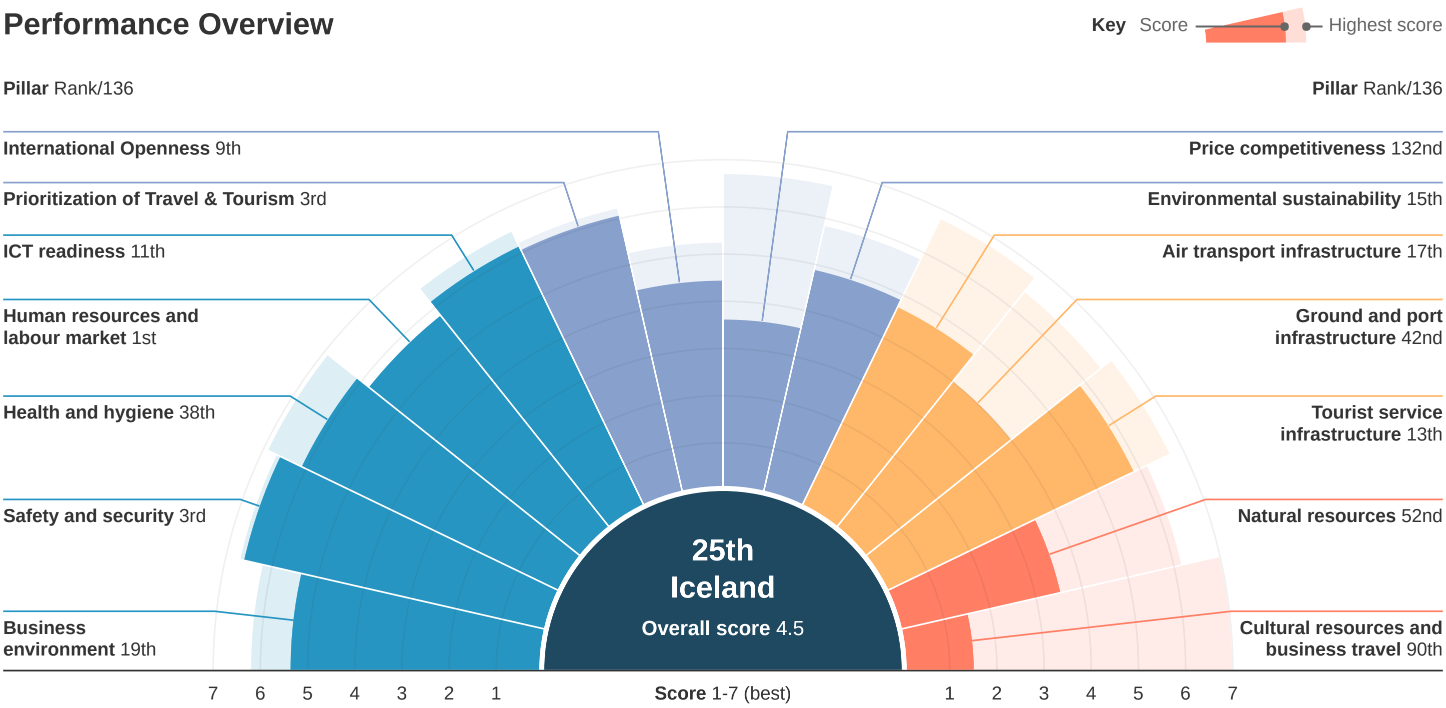
Key Indicators

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

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

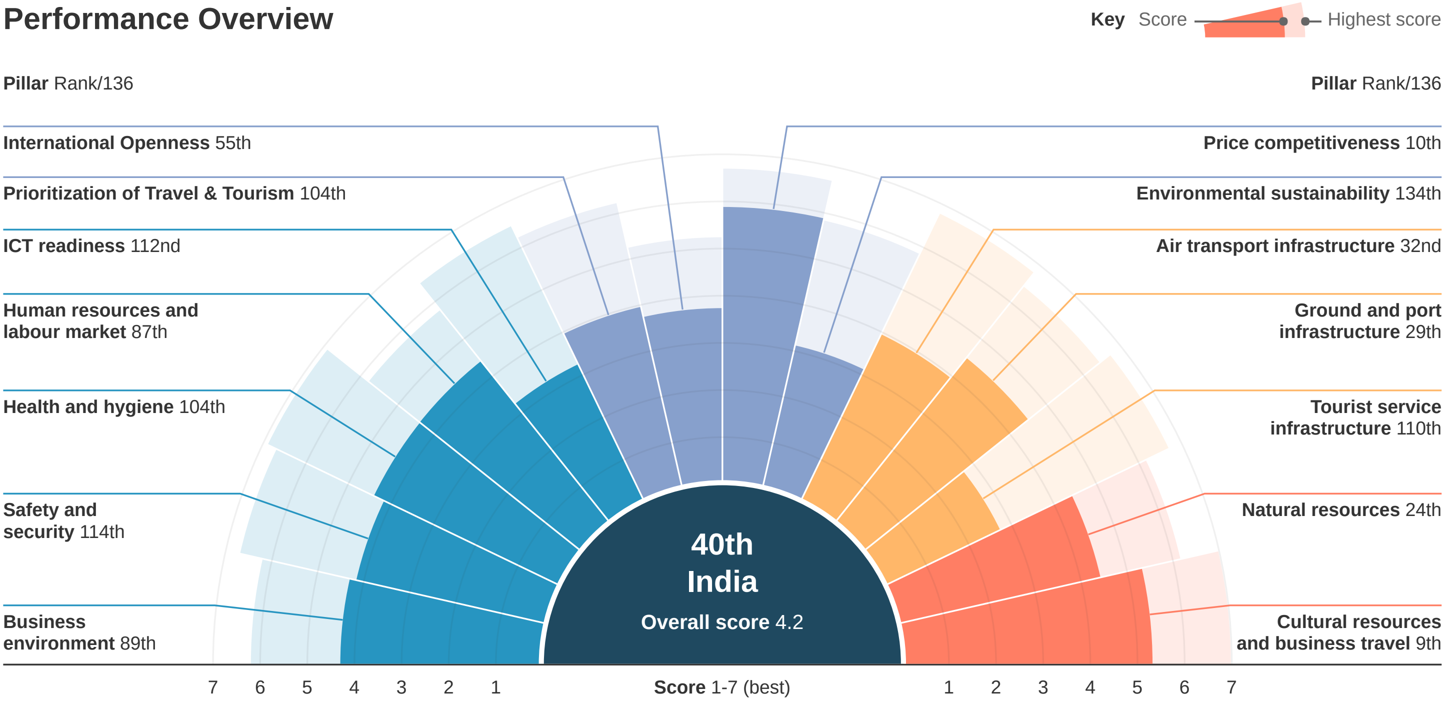
Travel & Tourism Competitiveness Index 2017 edition

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

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

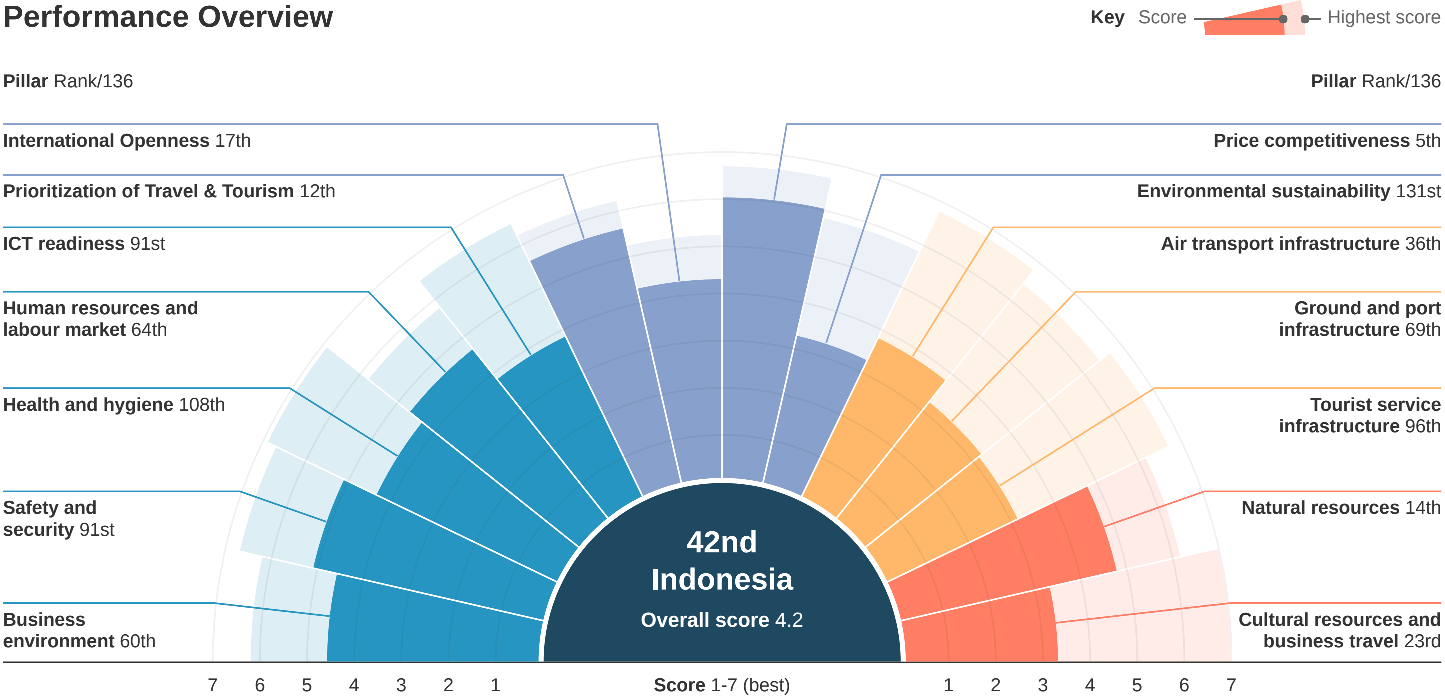
Key Indicators

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

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

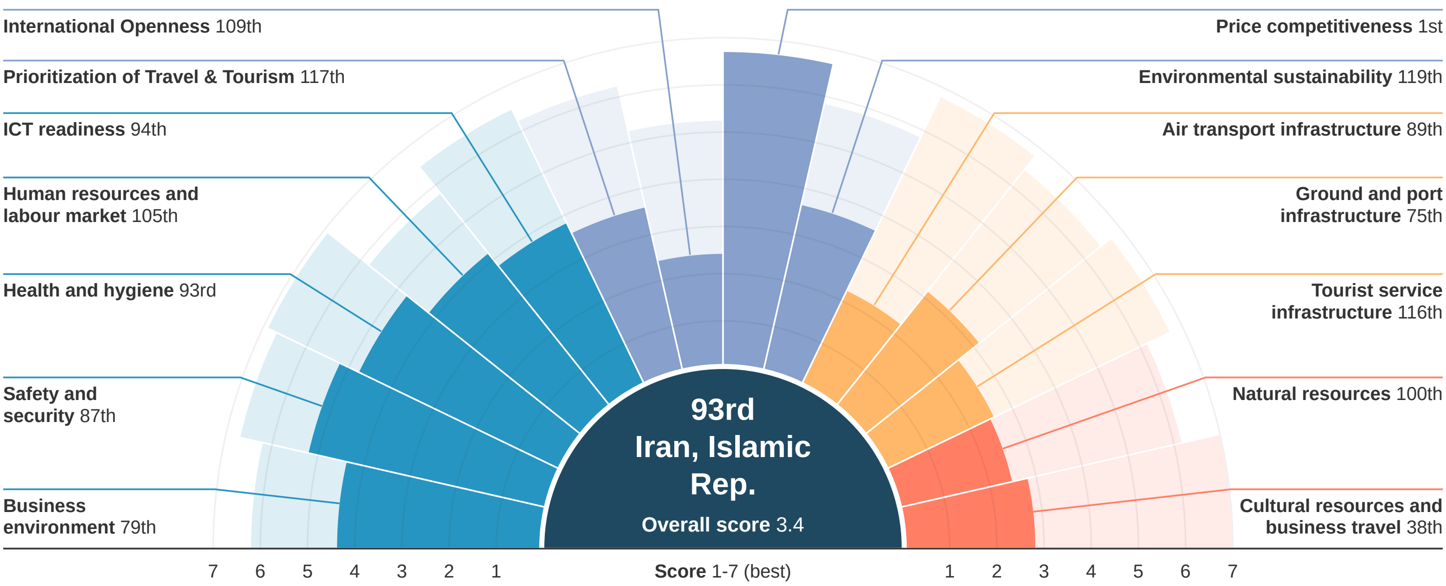
Sources: World Tourism Organization (UNWTO) and World Travel and Tourism Council (WTTC)

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

Key Score — Highest score



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

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

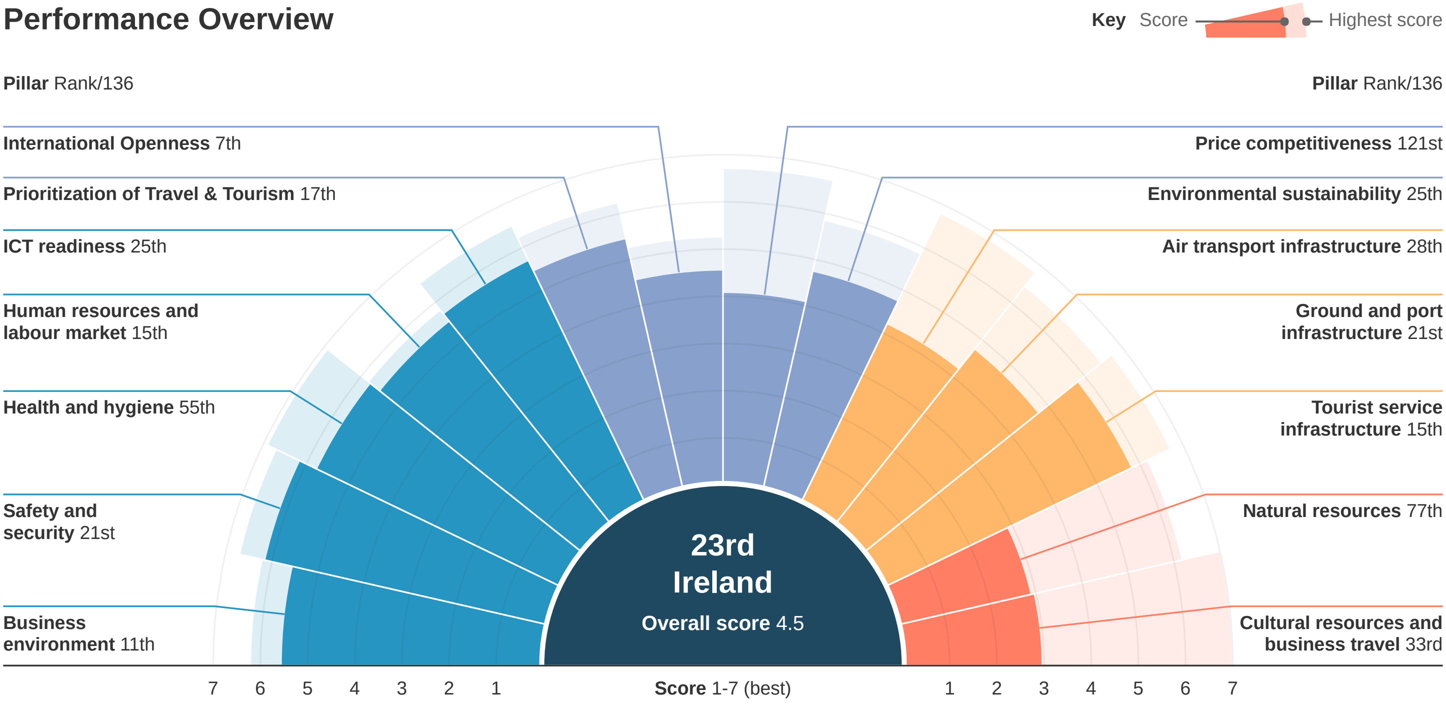
Travel & Tourism Competitiveness Index 2017 edition

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

WORLD ECONOMIC FORUM

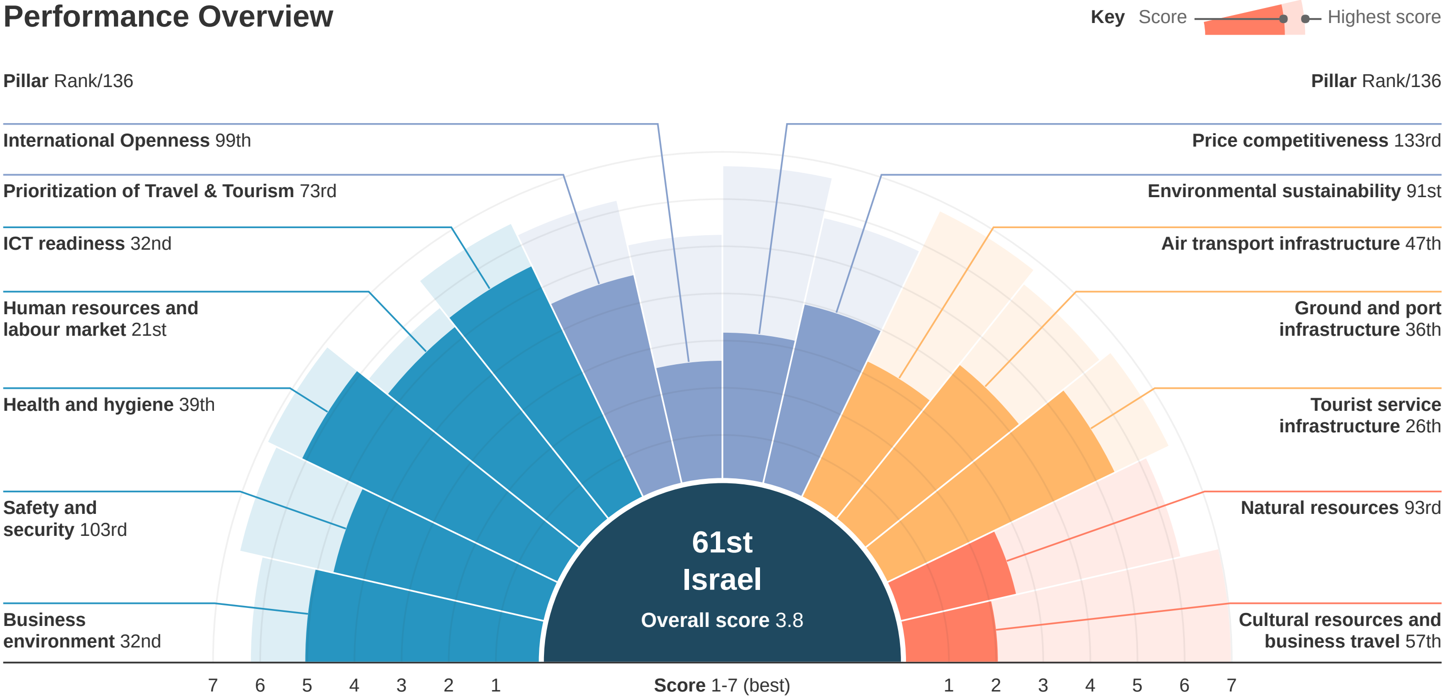
Key Indicators

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

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

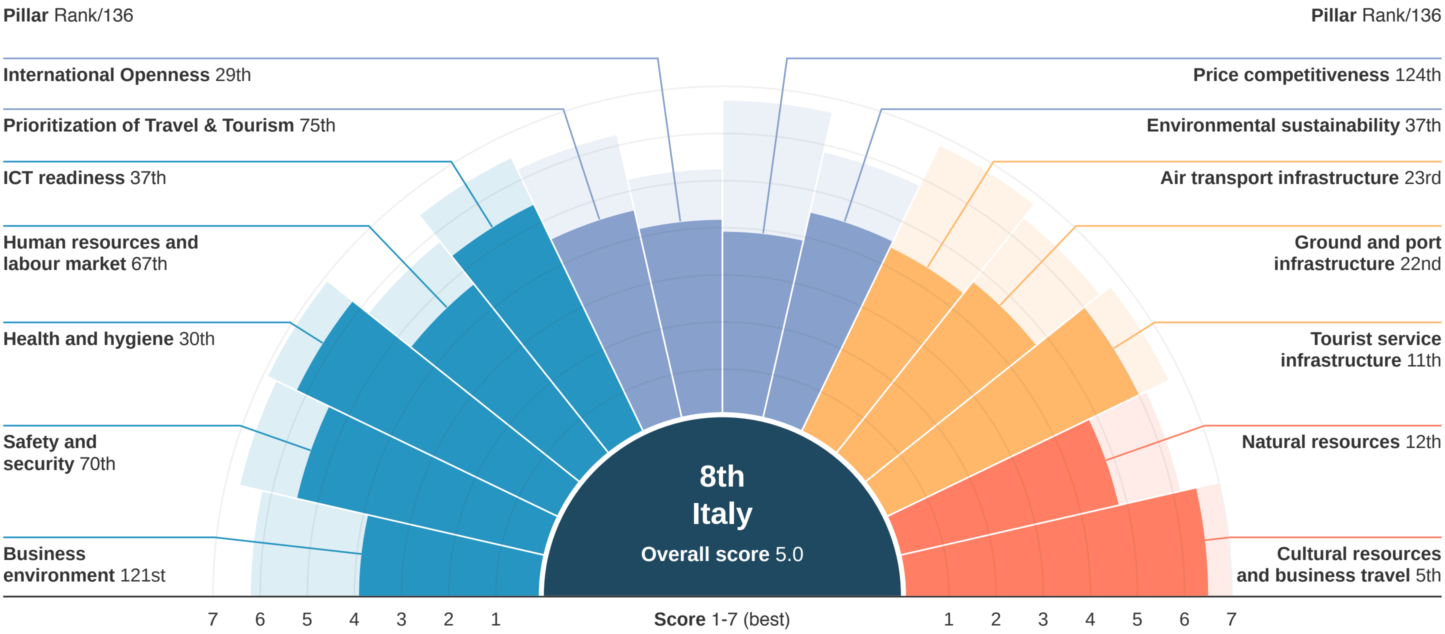
Sources: World Tourism Organization (UNWTO) and World Travel and Tourism Council (WTTC)

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

Key Score — Highest score



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

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

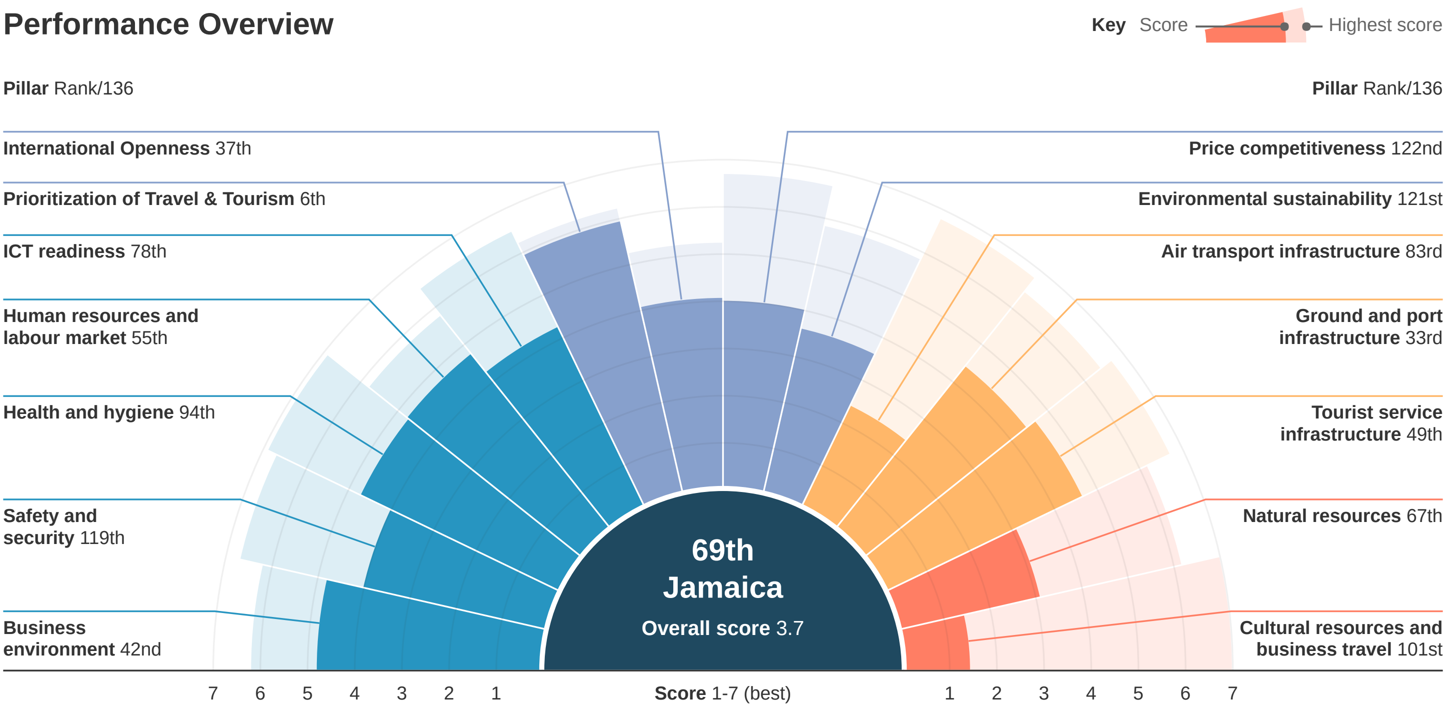
Key Indicators

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

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)

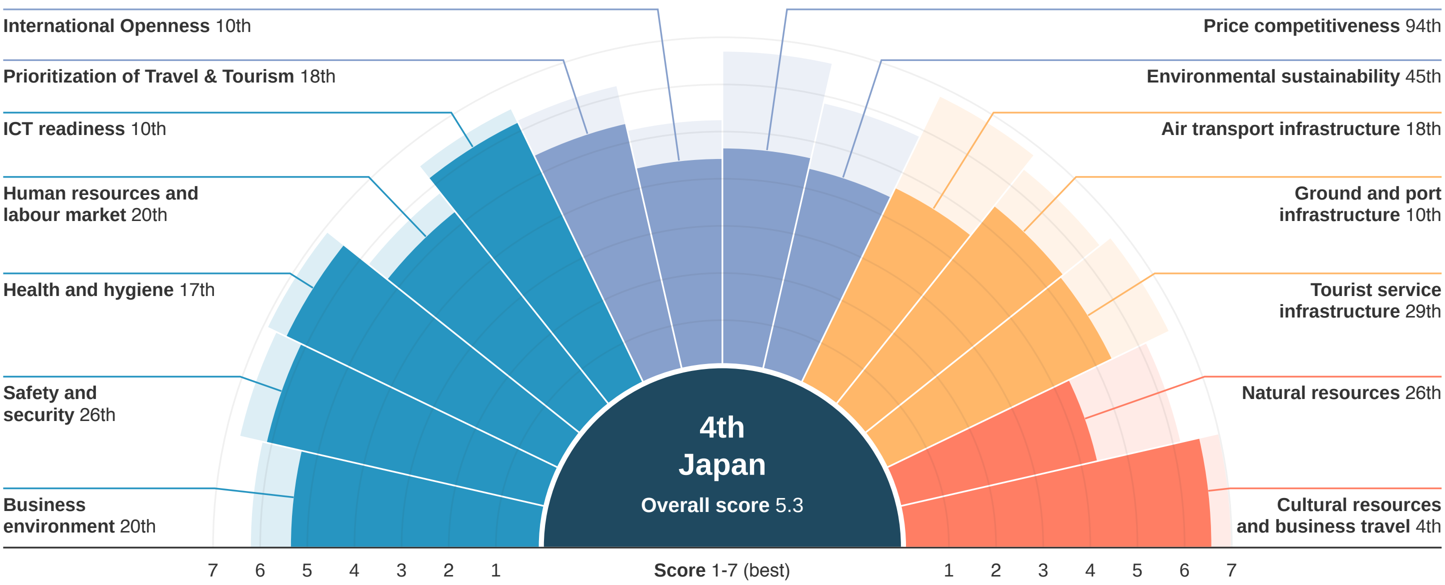
International tourist arrivals	19,737,409
International tourism inbound receipts	US $24,982.6 million
Average receipts per arrival	US $1,265.8

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

Key Score — Highest score

Pillar Rank/136 **Pillar** Rank/136



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

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

WORLD ECONOMIC FORUM

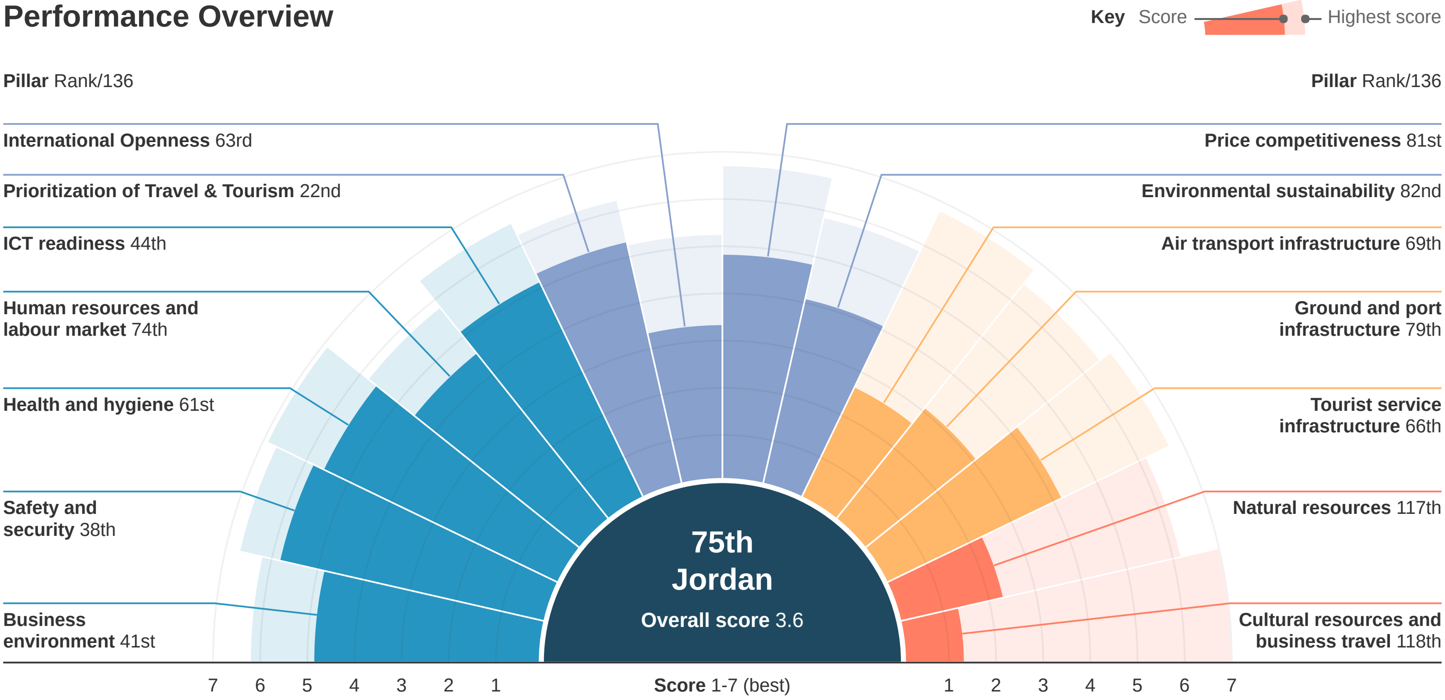
Key Indicators

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

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

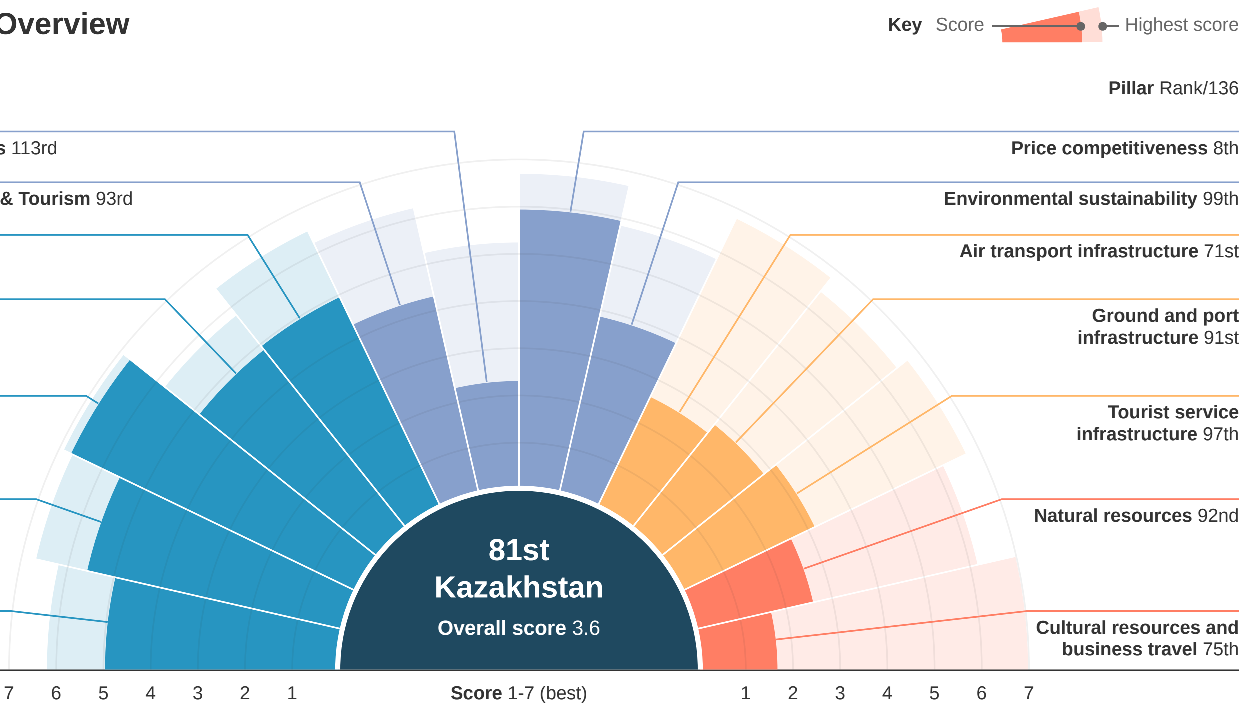
Key Indicators

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

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

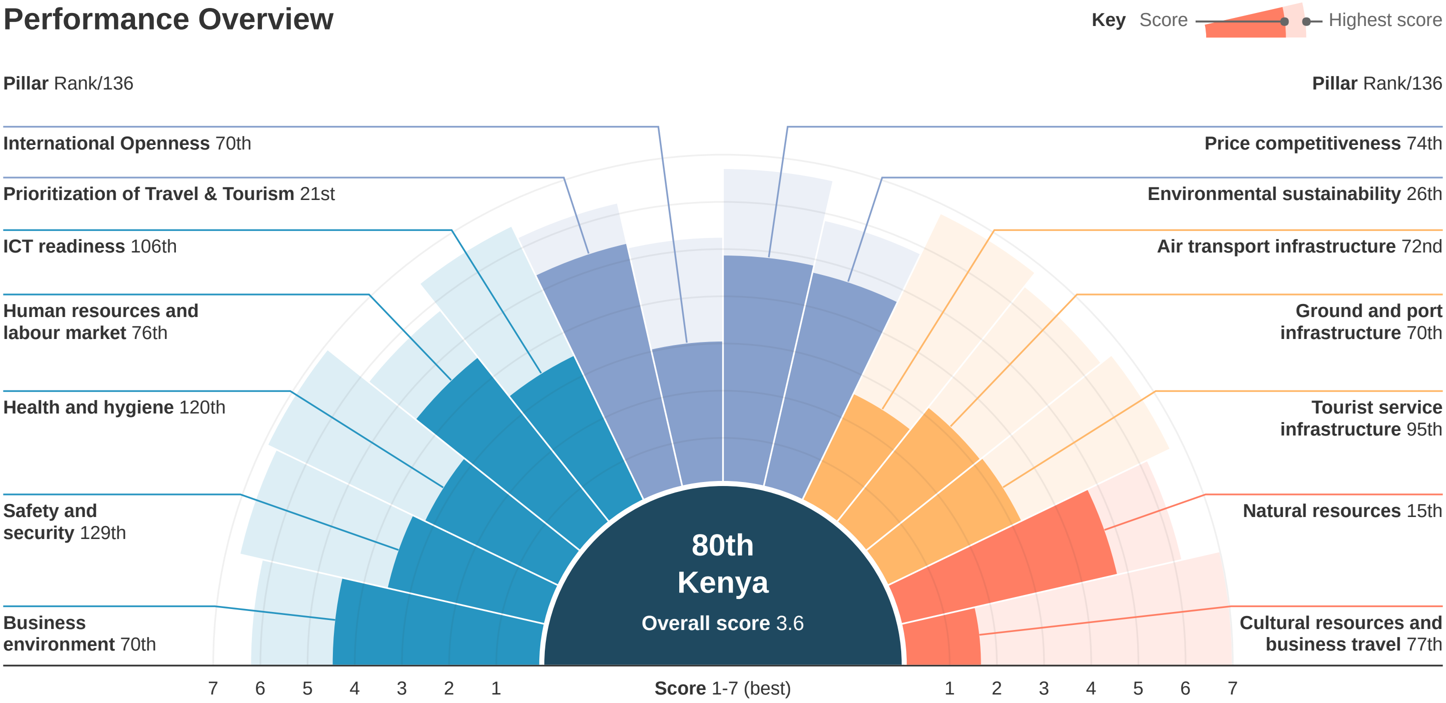
Travel & Tourism Competitiveness Index 2017 edition

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)

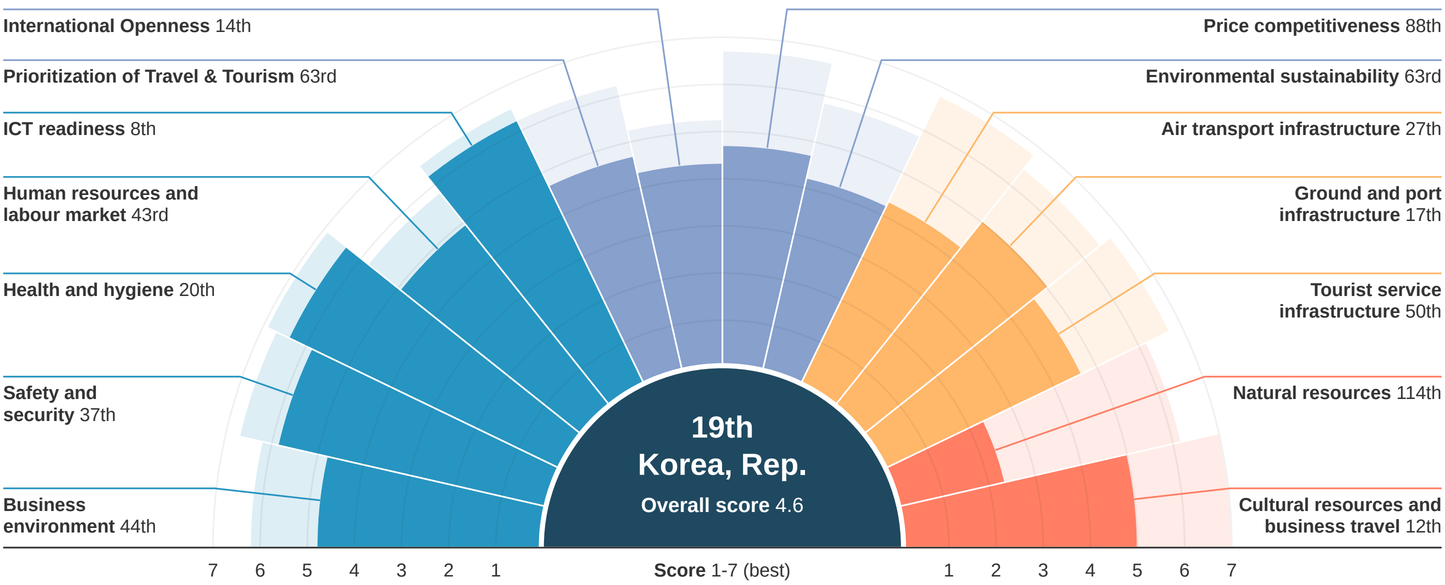
International tourist arrivals	13,231,651
International tourism inbound receipts	US $15,214.3 million
Average receipts per arrival	US $1,149.8

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

Key Score — Highest score

Pillar Rank/136



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

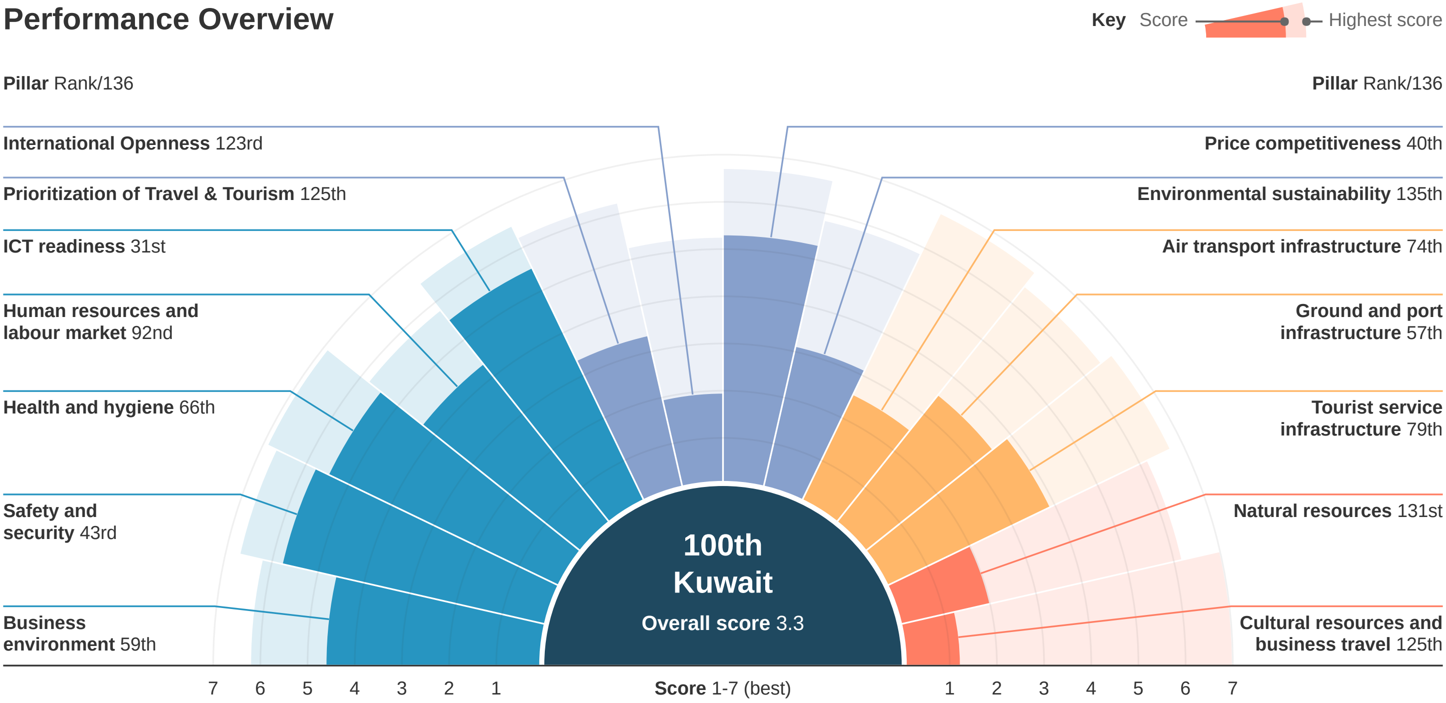
Key Indicators

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

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

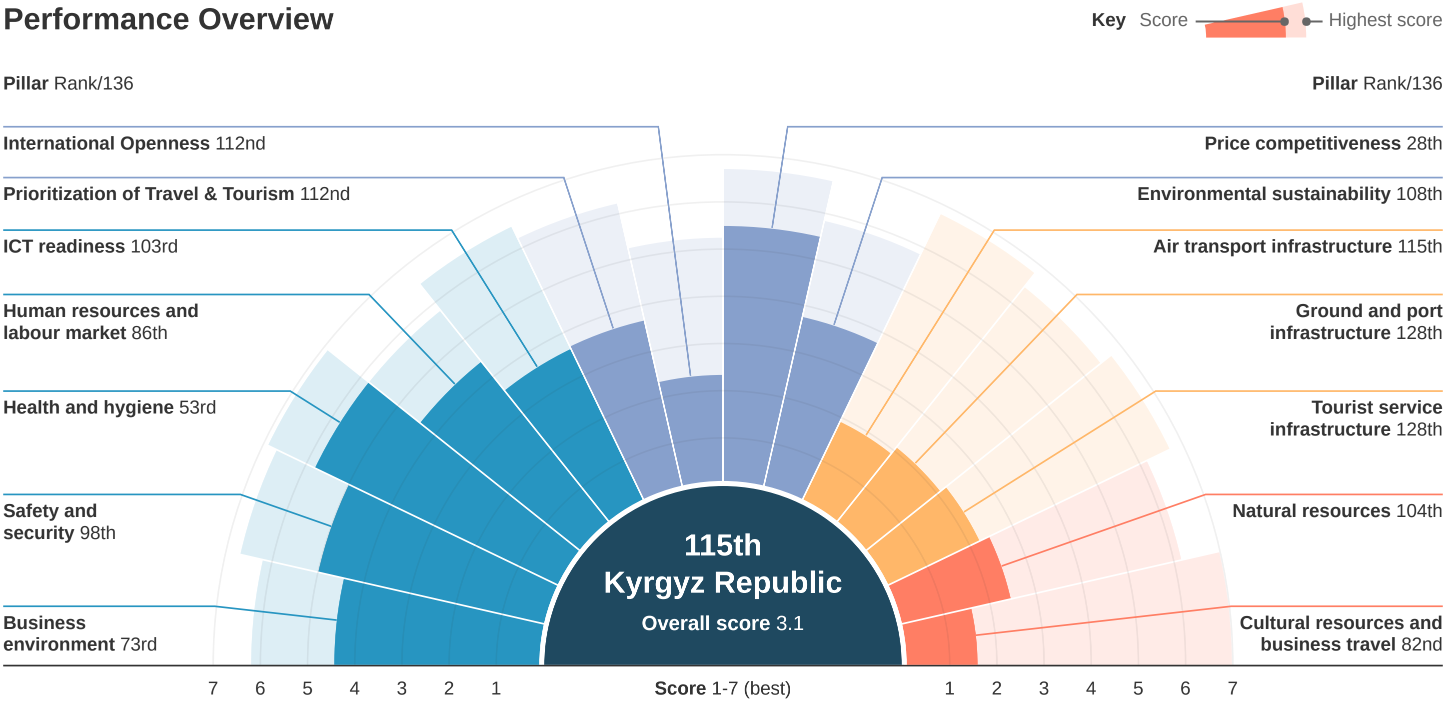
Key Indicators

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

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

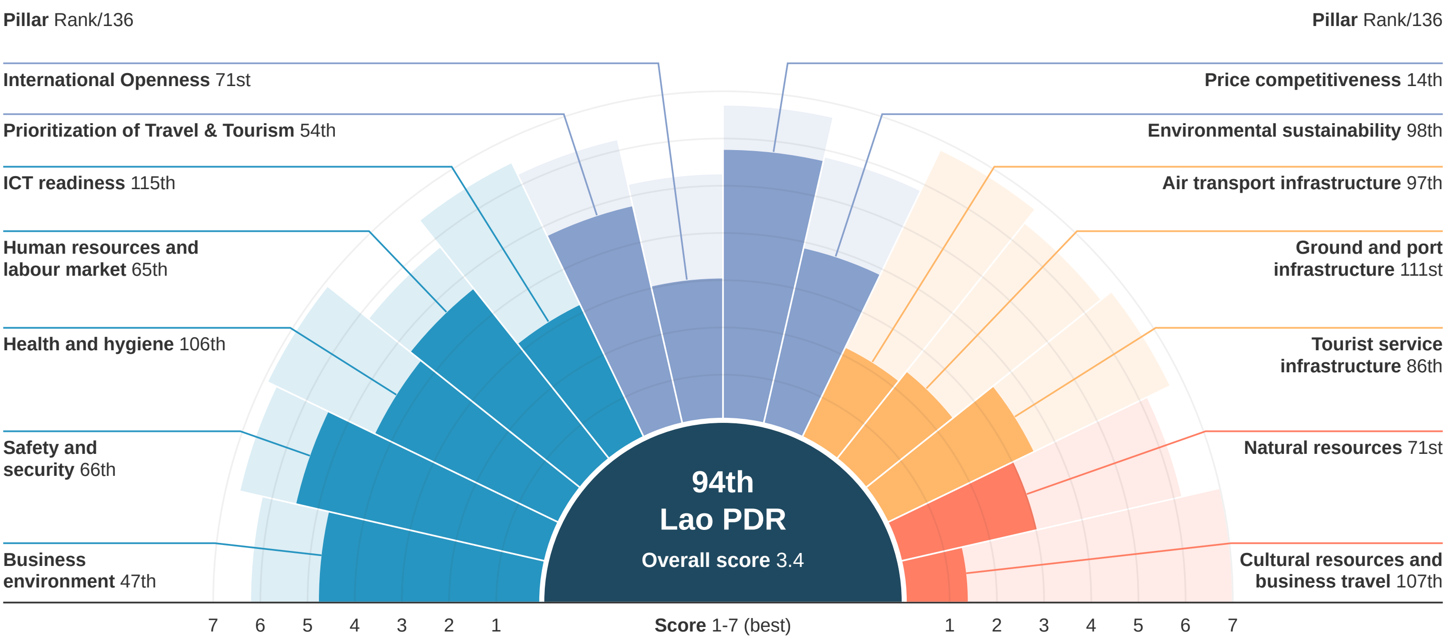
Key Indicators

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

Key Score — Highest score



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

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

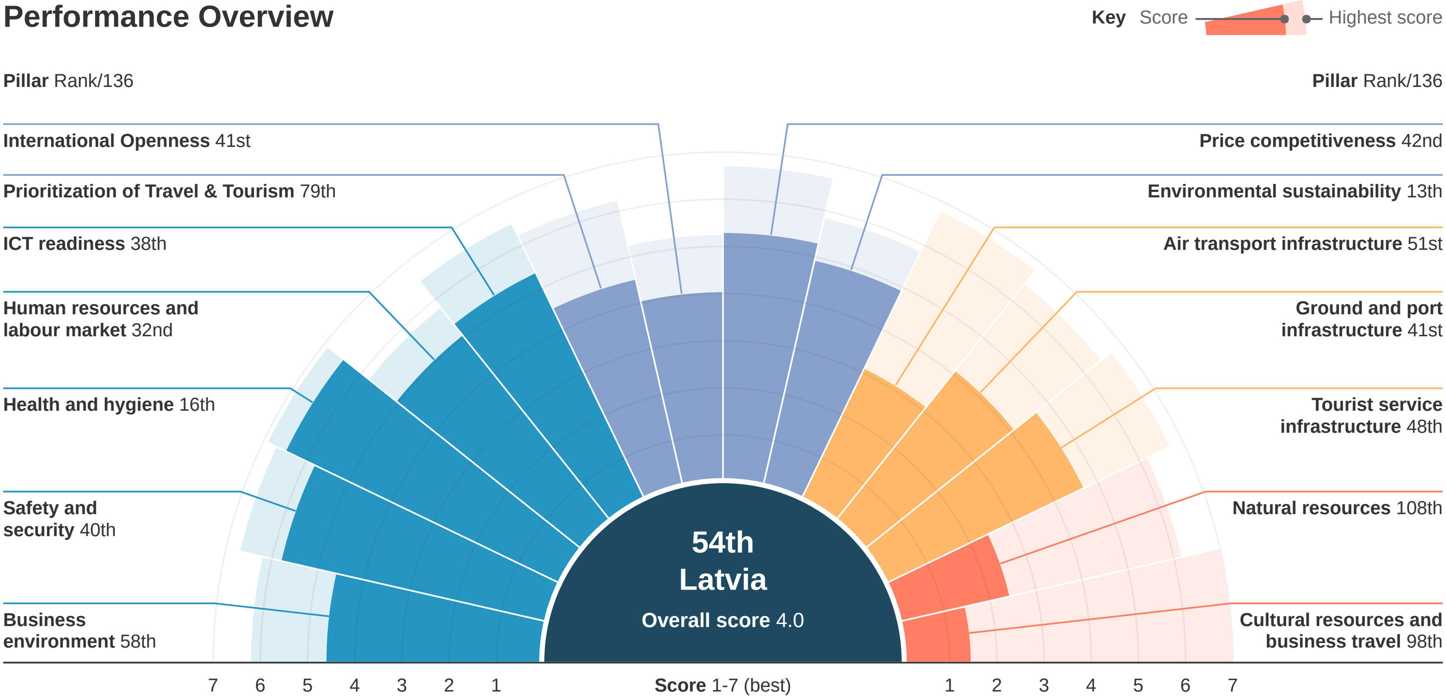
Key Indicators

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

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

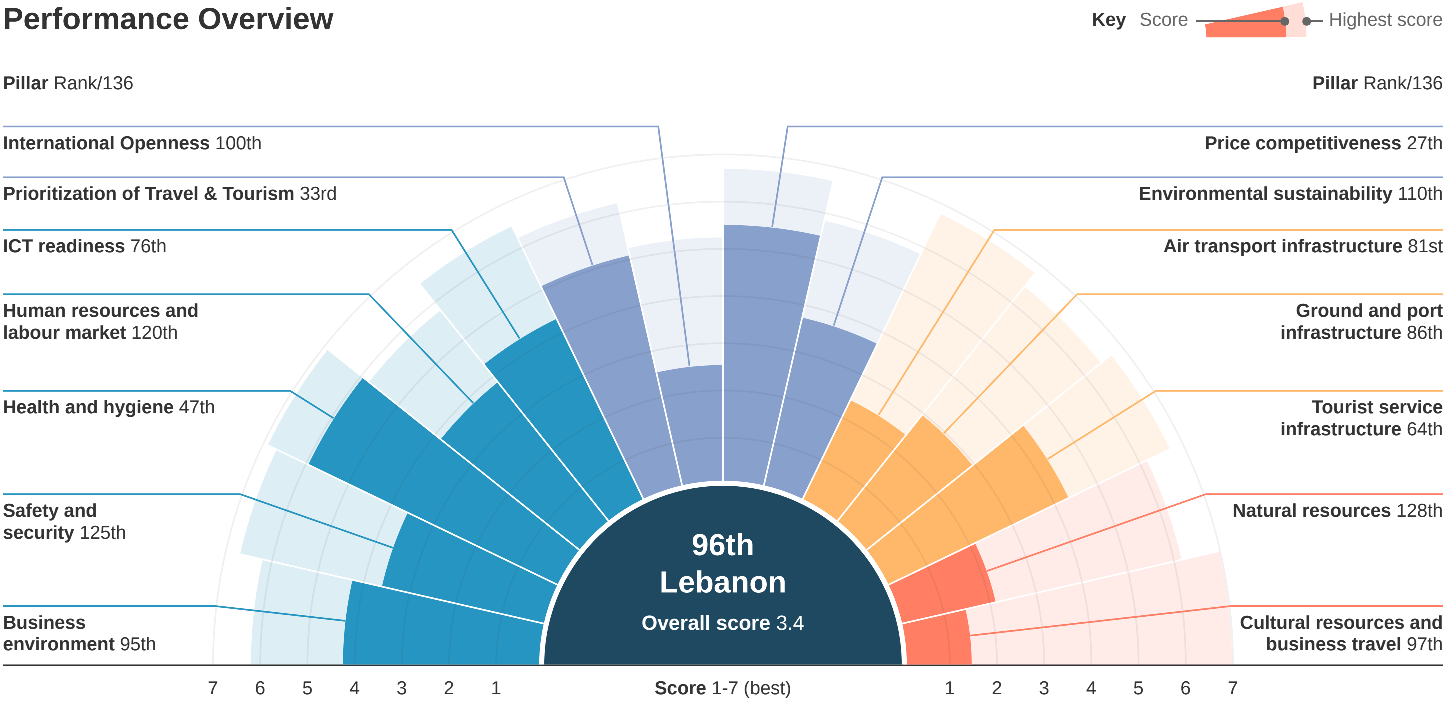
WORLD ECONOMIC FORUM

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)

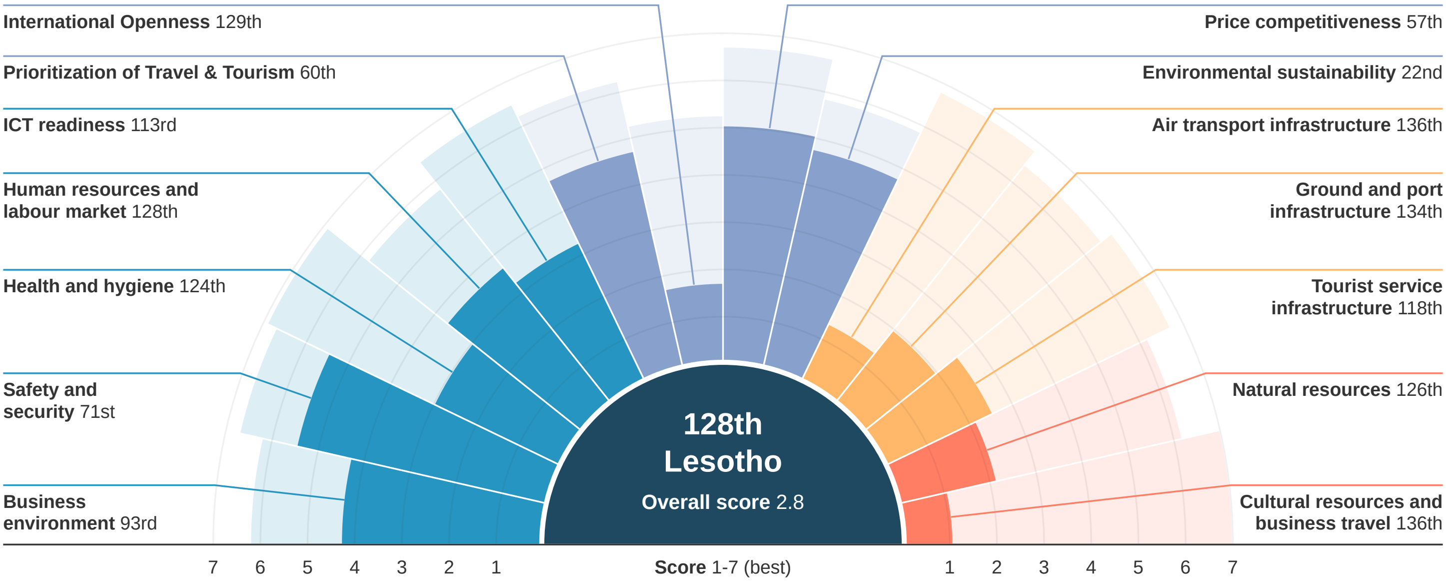
International tourist arrivals	320,000
International tourism inbound receipts	US $34.4 million
Average receipts per arrival	US $107.6

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

Key Score — Highest score

Pillar Rank/136



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

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

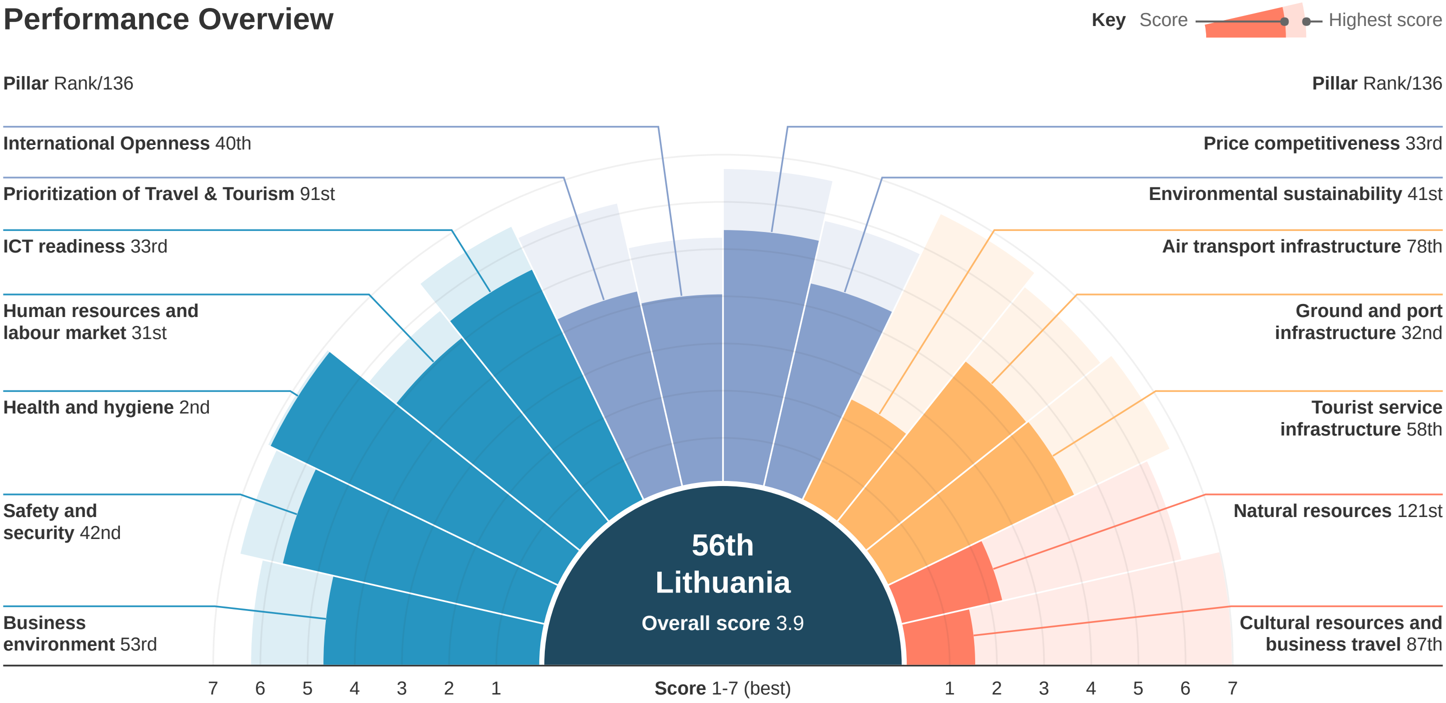
Travel & Tourism Competitiveness Index 2017 edition

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

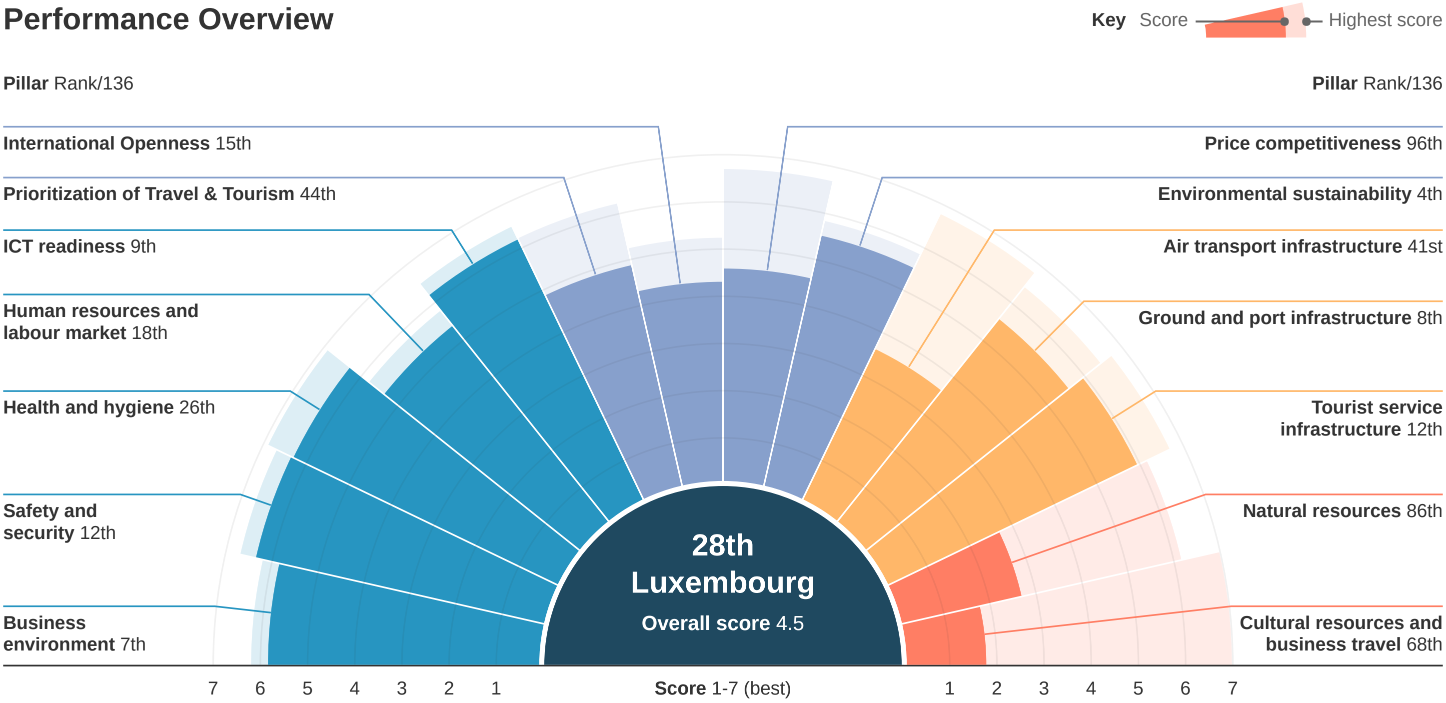
Key Indicators

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

International tourist arrivals	1,089,576
International tourism inbound receipts	US $4,296.5 million
Average receipts per arrival	US $3,943.3

T&T industry GDP	US $1,030.5 million
% of total	1.8%
T&T industry employment	6,084 jobs
% of total	2.5%

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

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

WORLD ECONOMIC FORUM

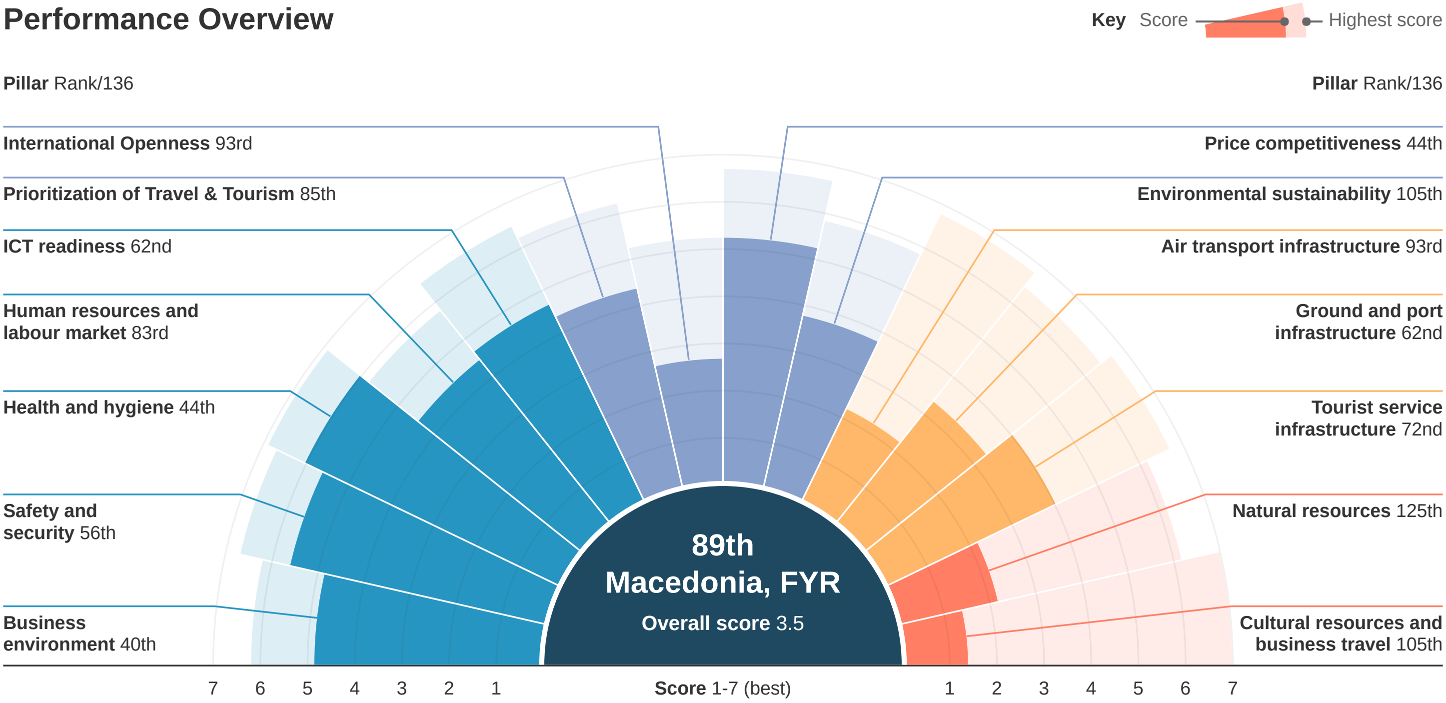
Key Indicators

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

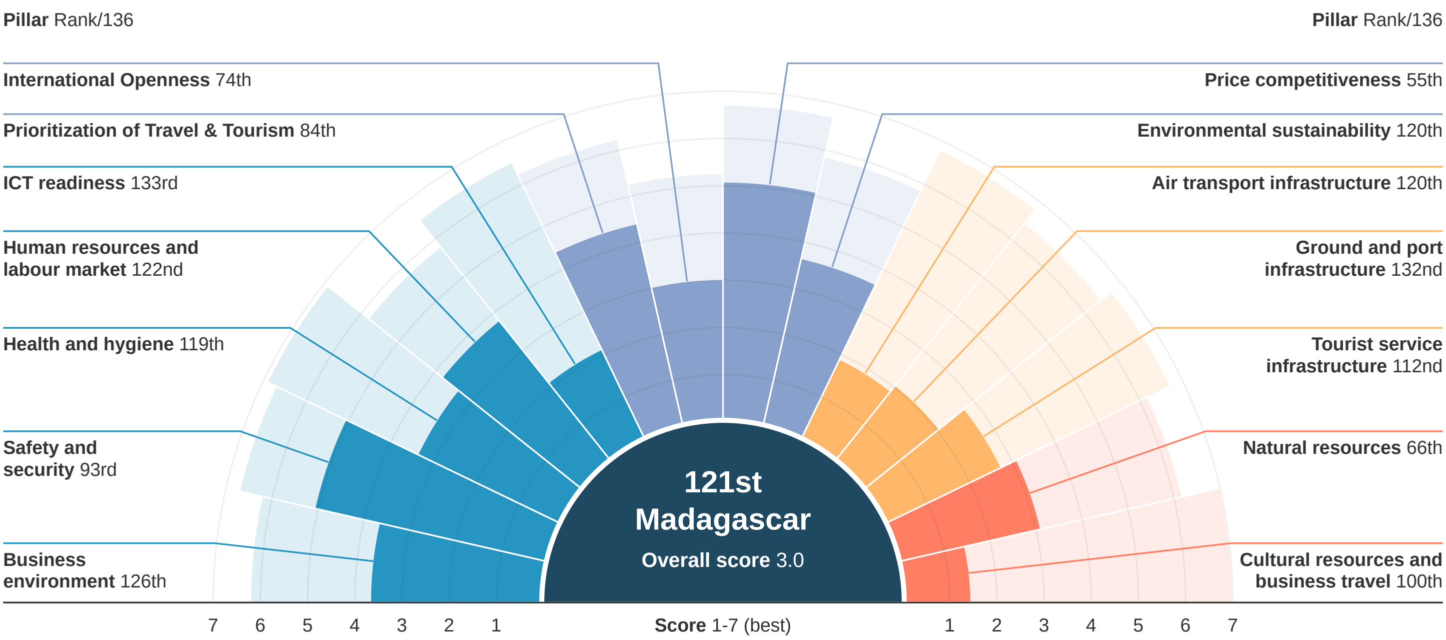
Sources: World Tourism Organization (UNWTO) and World Travel and Tourism Council (WTTC)

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

Key Score — Highest score



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

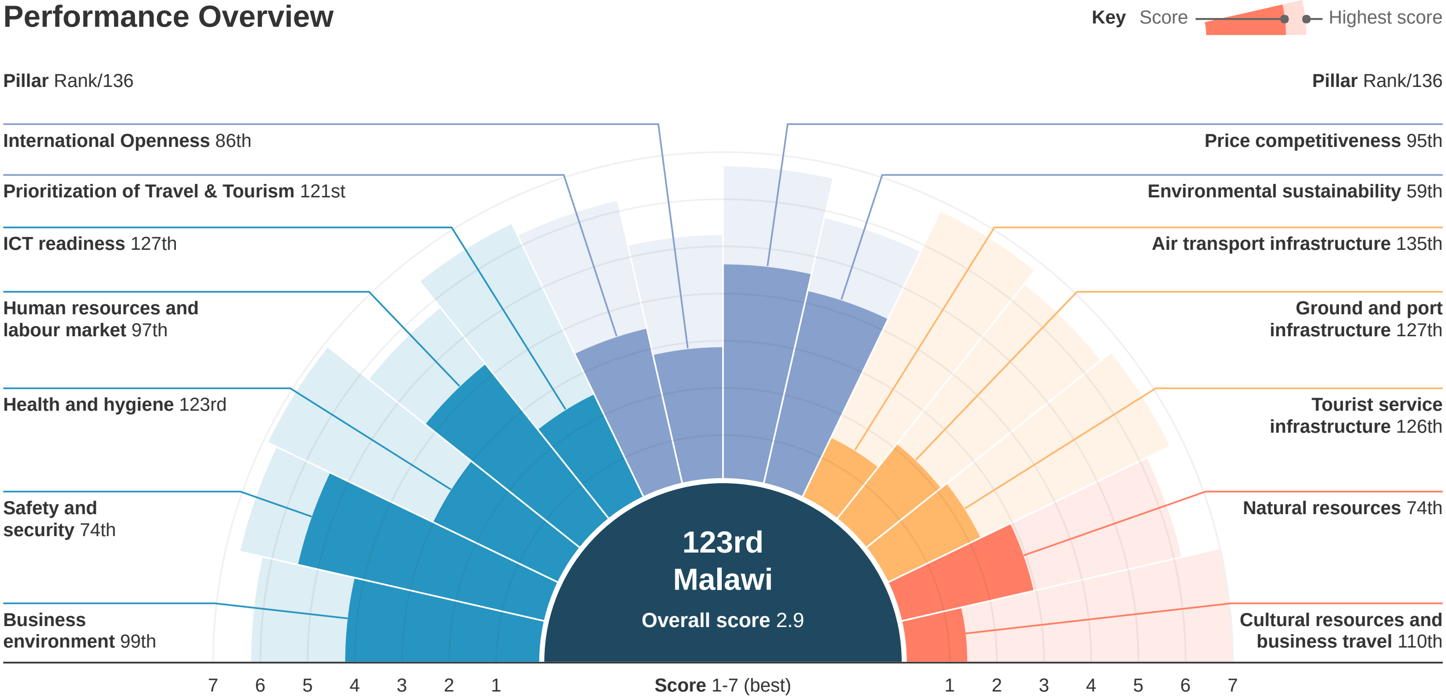
Key Indicators

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)

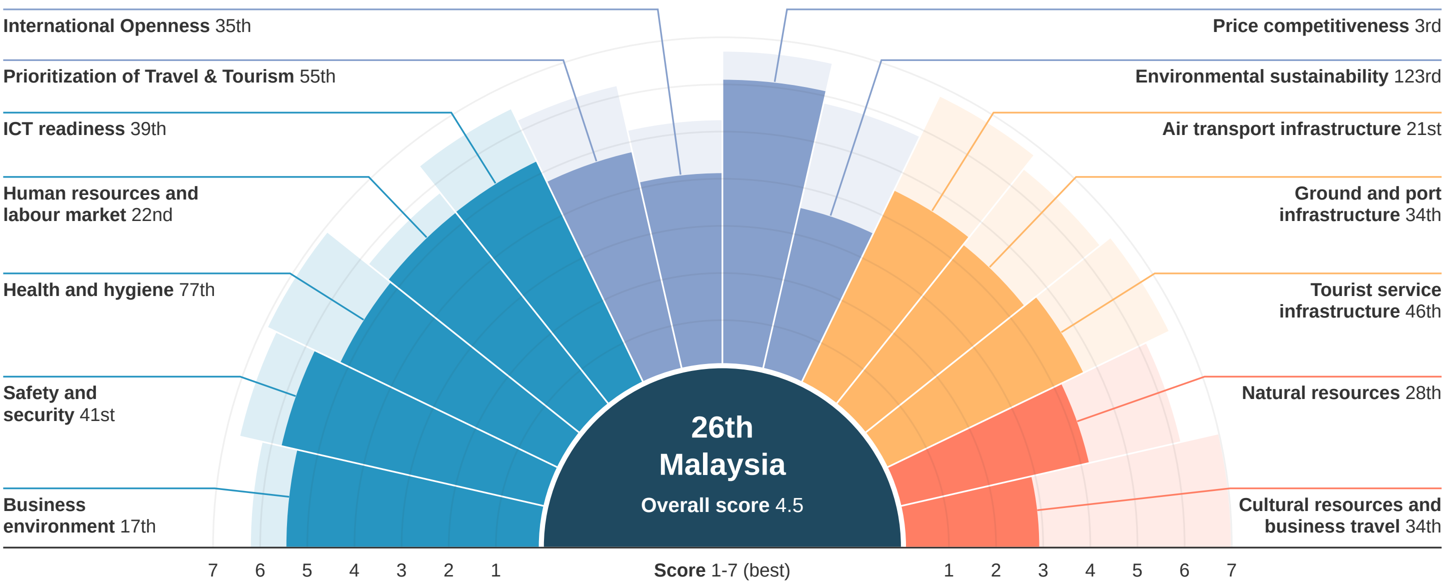
International tourist arrivals	25,721,251
International tourism inbound receipts	US $17,597.1 million
Average receipts per arrival	US $684.1

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

Key Score — Highest score

Pillar Rank/136



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

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

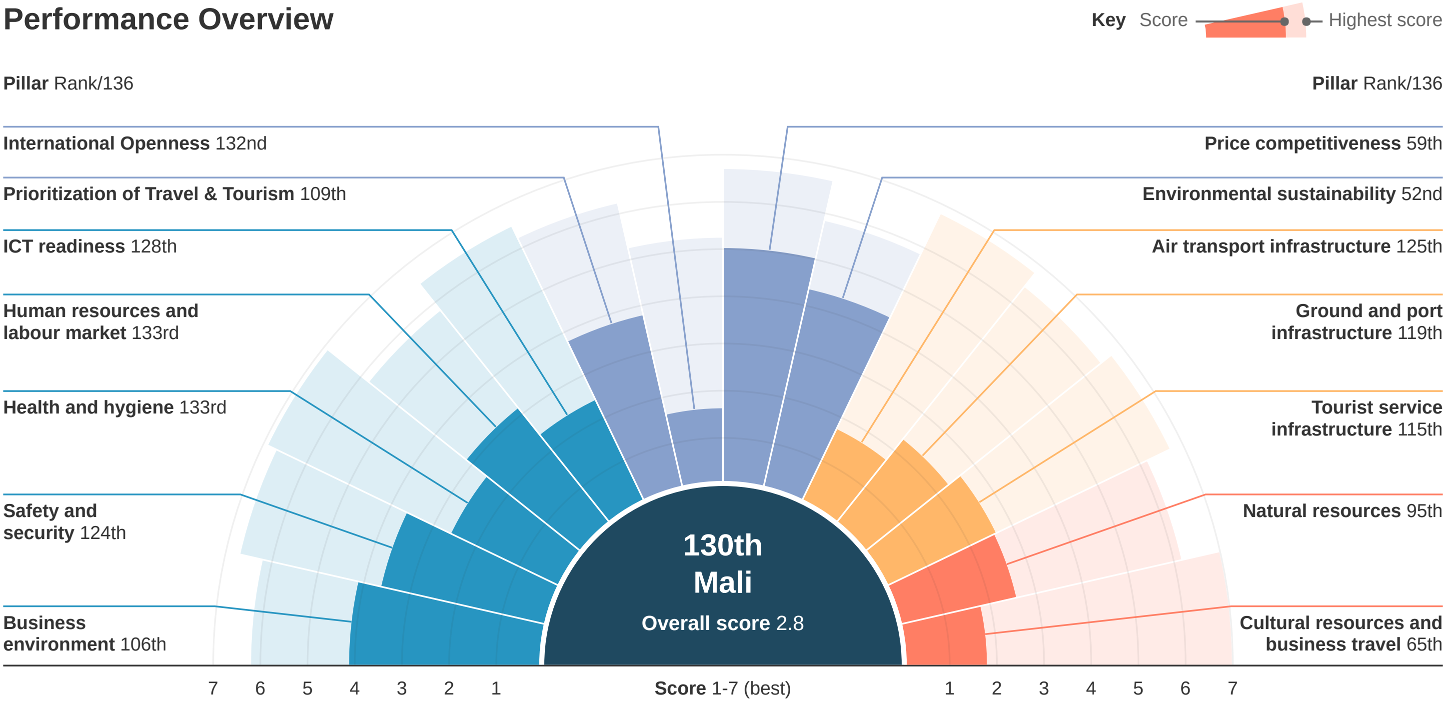
Travel & Tourism Competitiveness Index 2017 edition

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

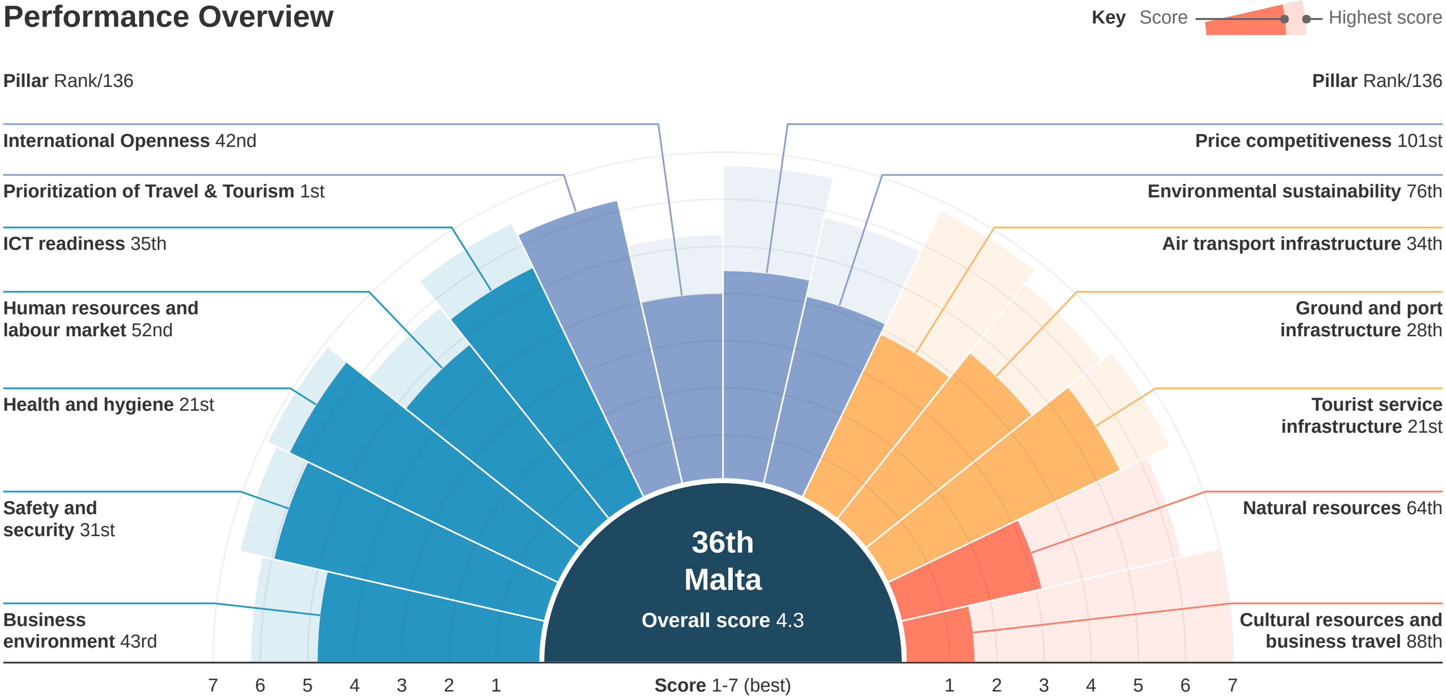
Travel & Tourism Competitiveness Index 2017 edition

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

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

WORLD ECONOMIC FORUM

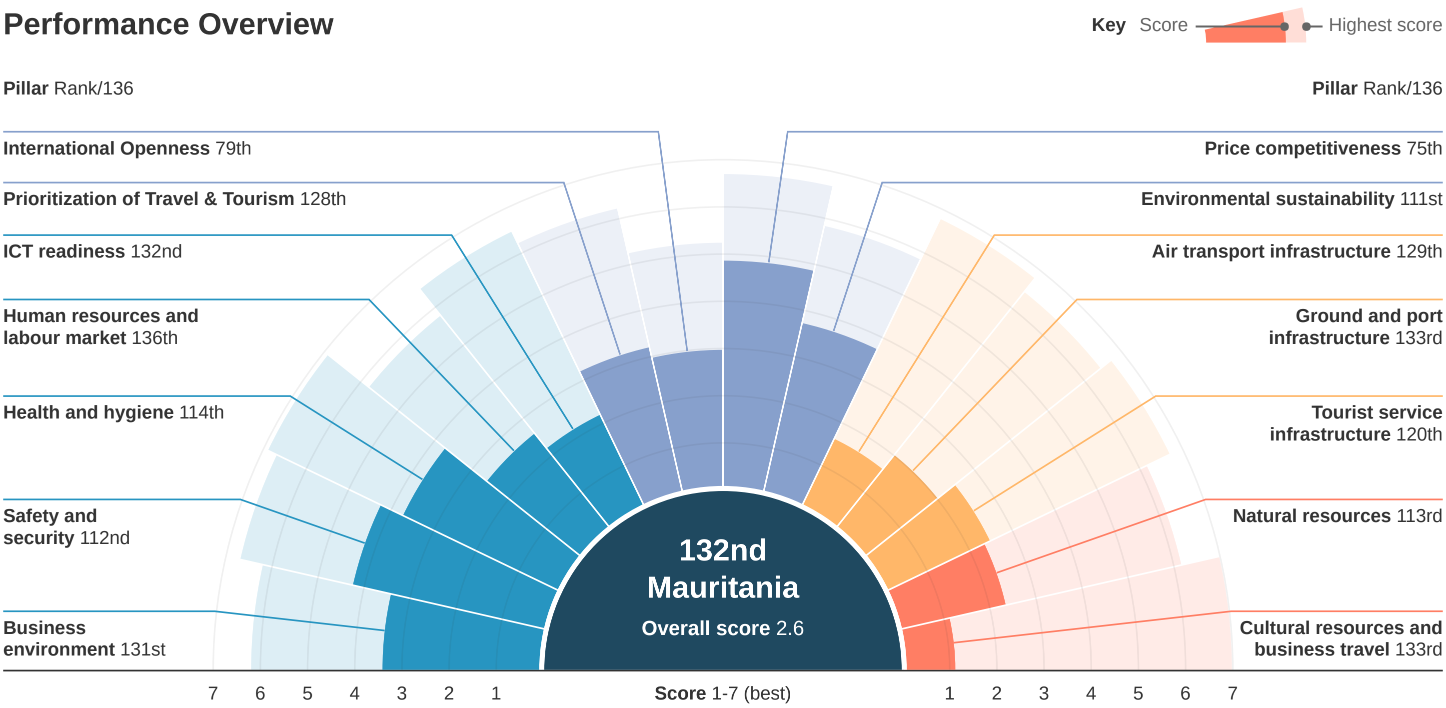
Key Indicators

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)

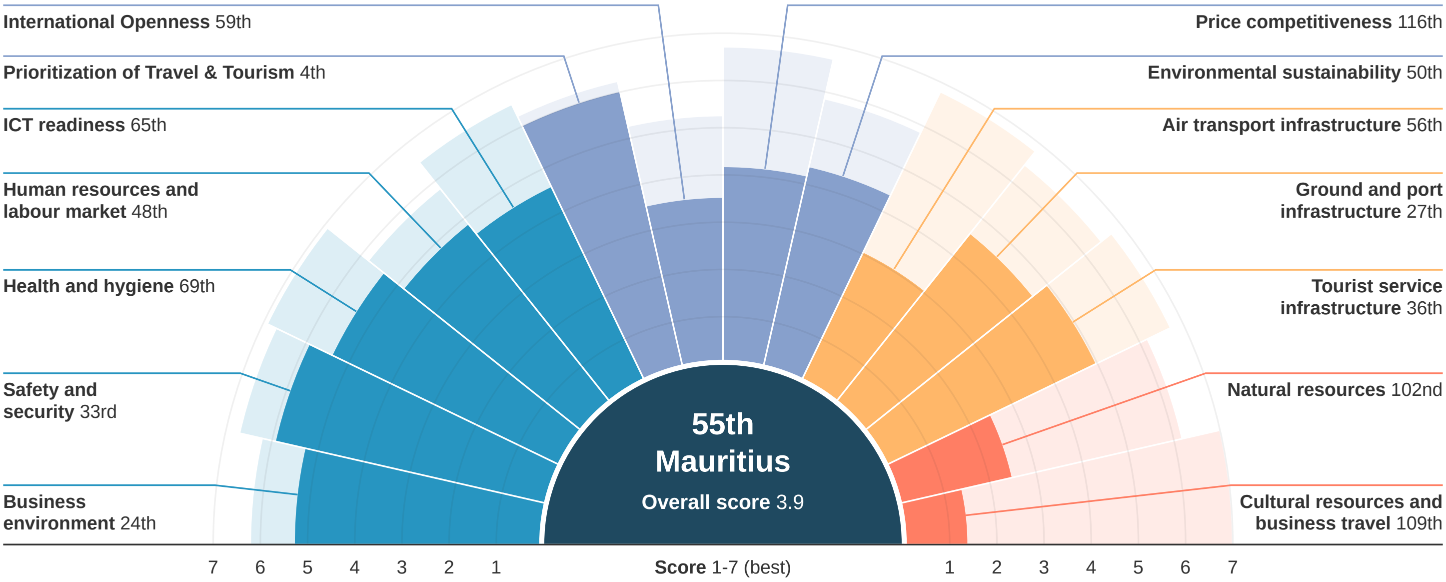
International tourist arrivals	1,151,252
International tourism inbound receipts	US $1,431.7 million
Average receipts per arrival	US $1,243.6

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

Key Score — Highest score

Pillar Rank/136



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

WORLD ECONOMIC FORUM

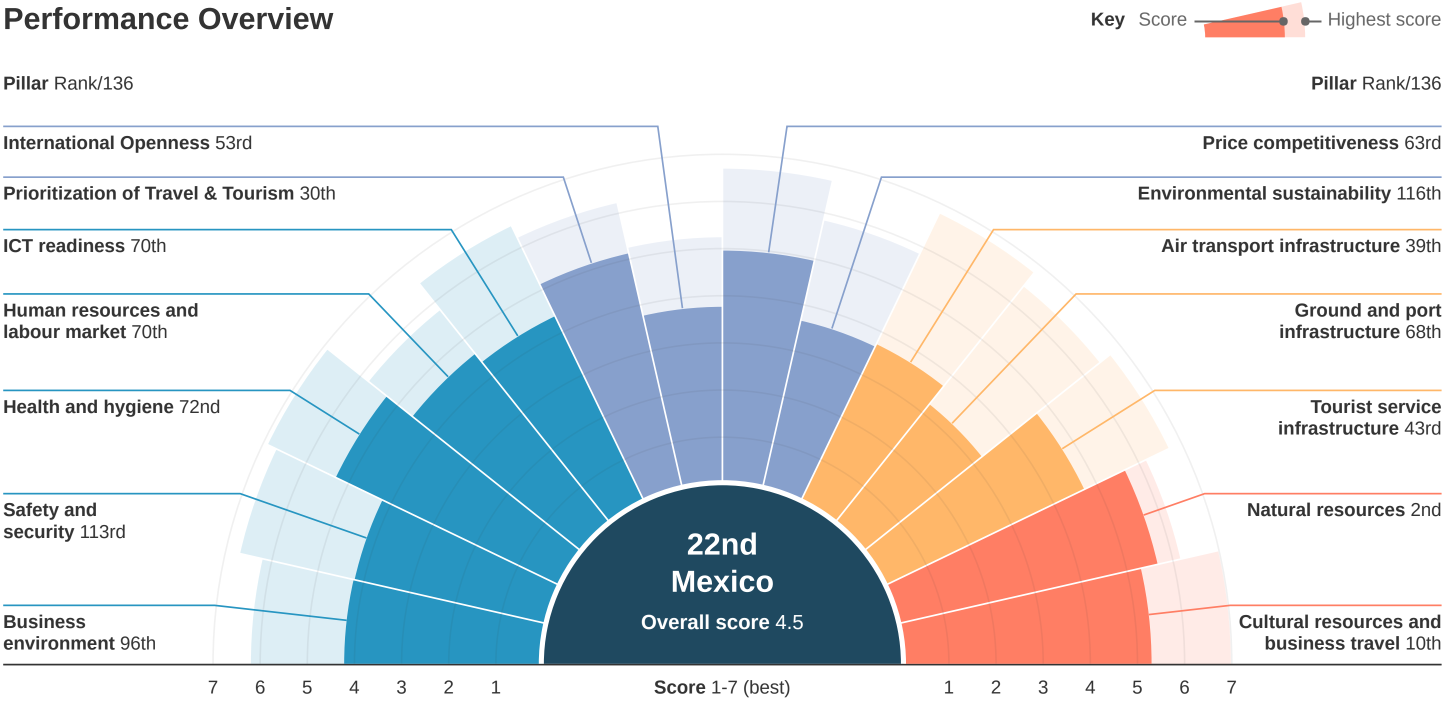
Key Indicators

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

WORLD ECONOMIC FORUM

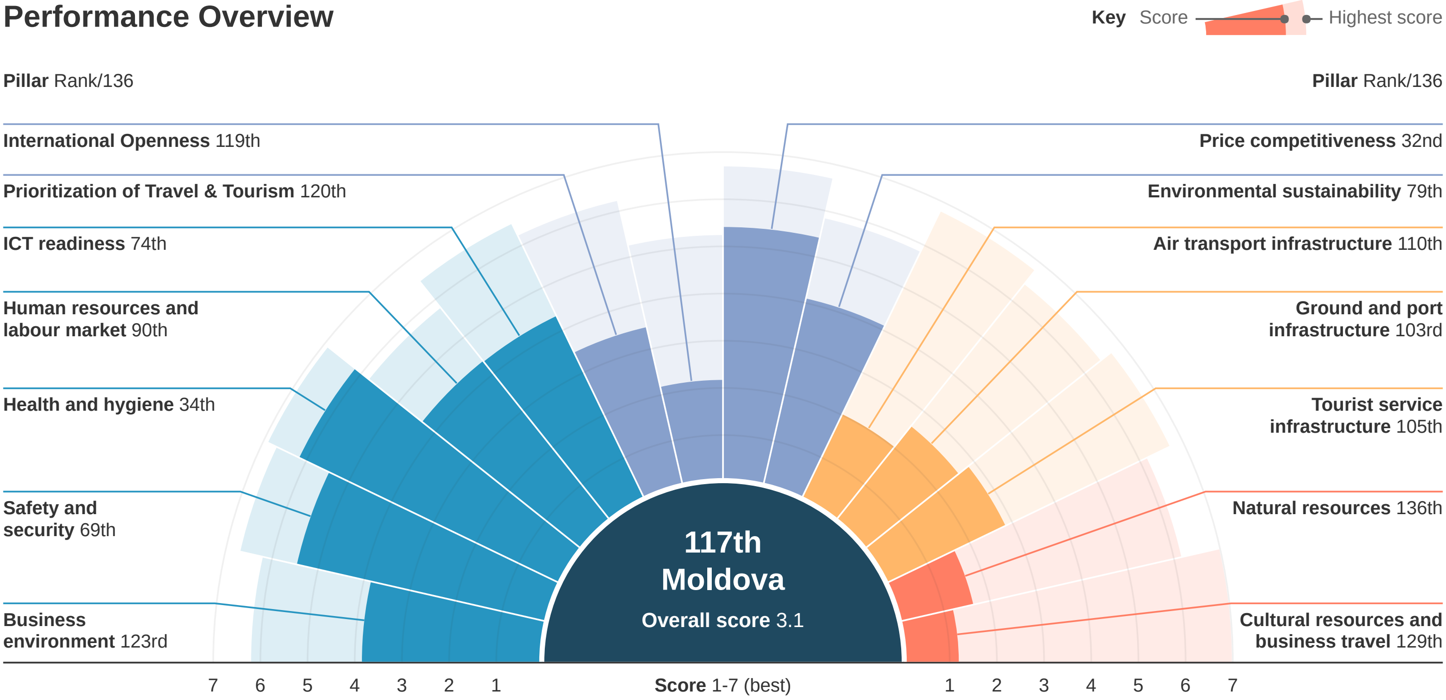
Key Indicators

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

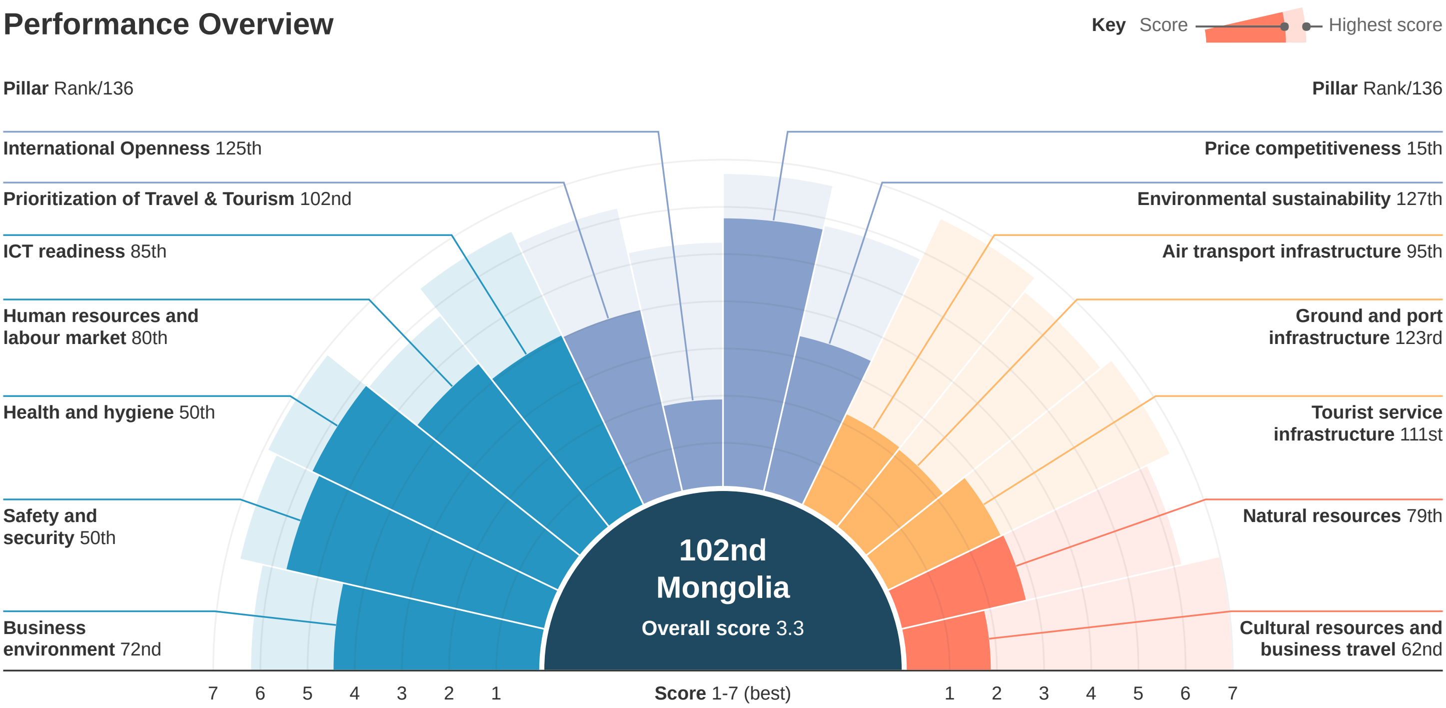
Key Indicators

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

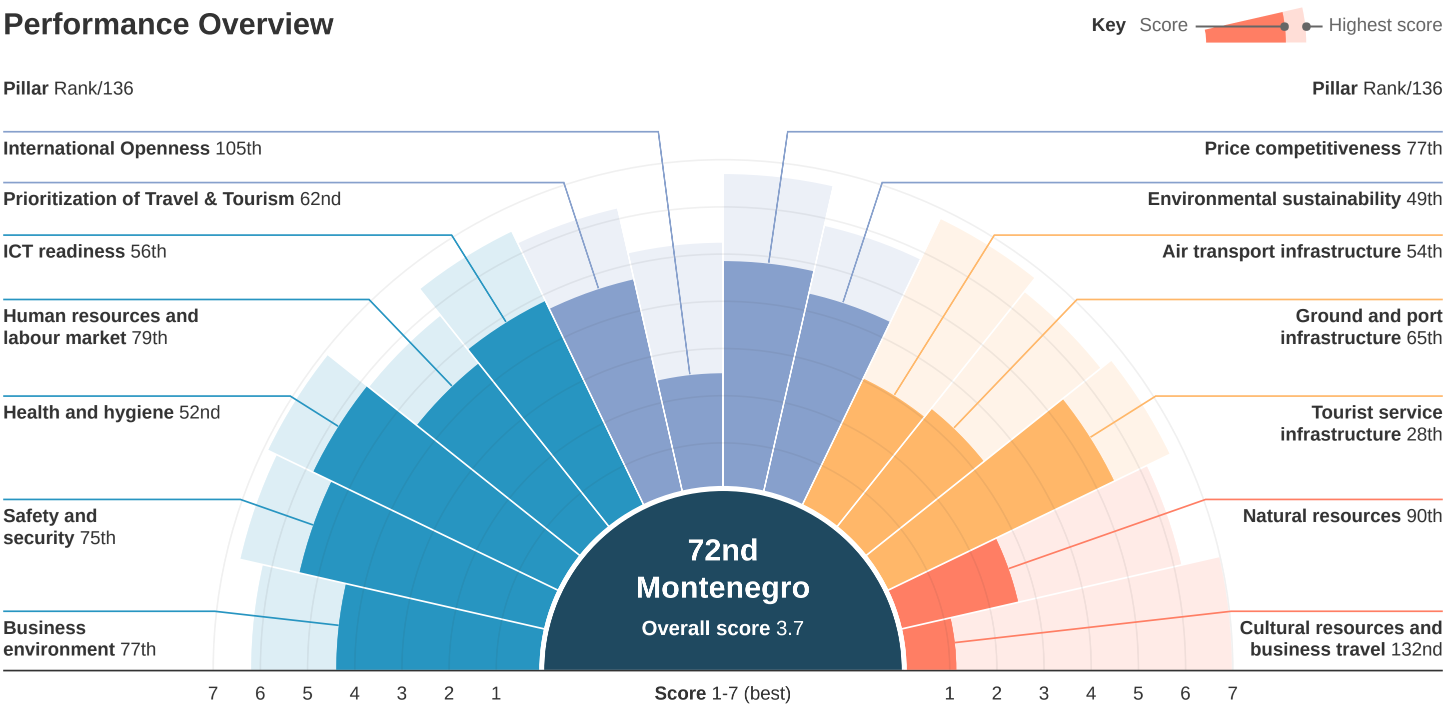
Travel & Tourism Competitiveness Index 2017 edition

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

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

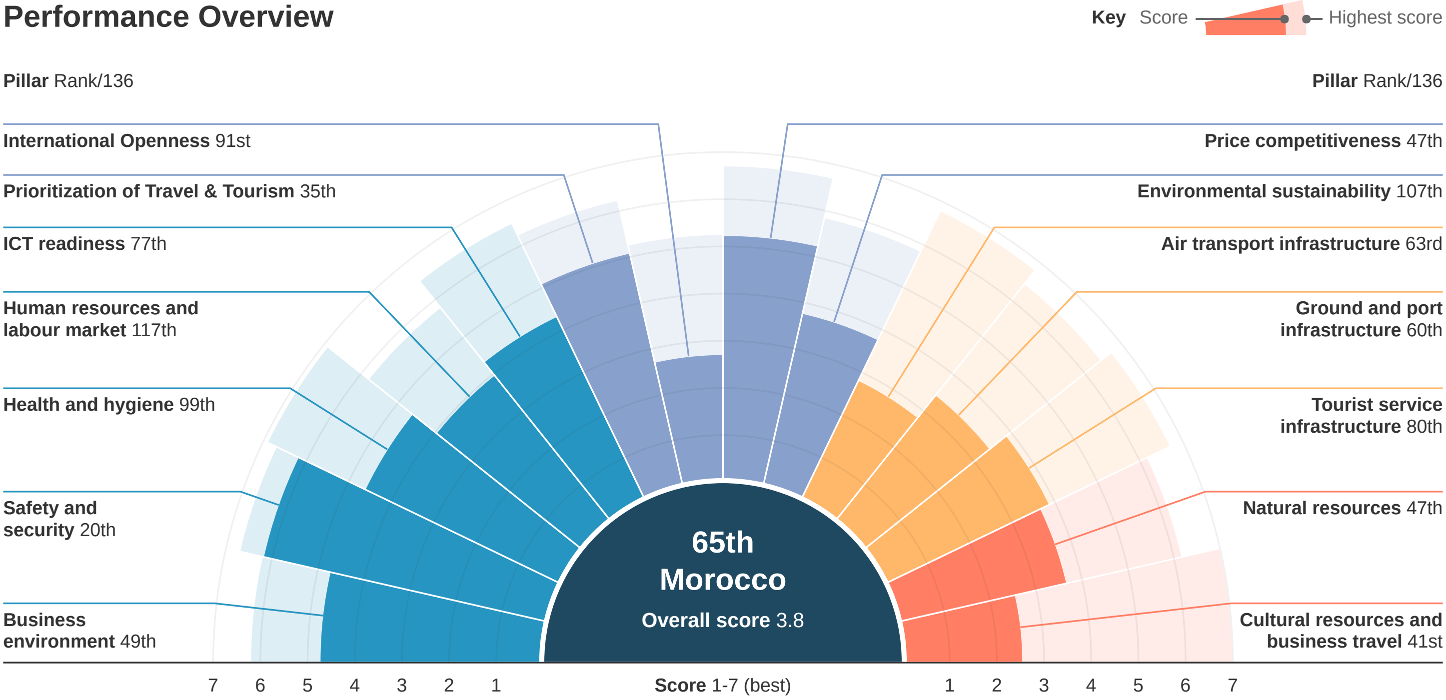
Travel & Tourism Competitiveness Index 2017 edition

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

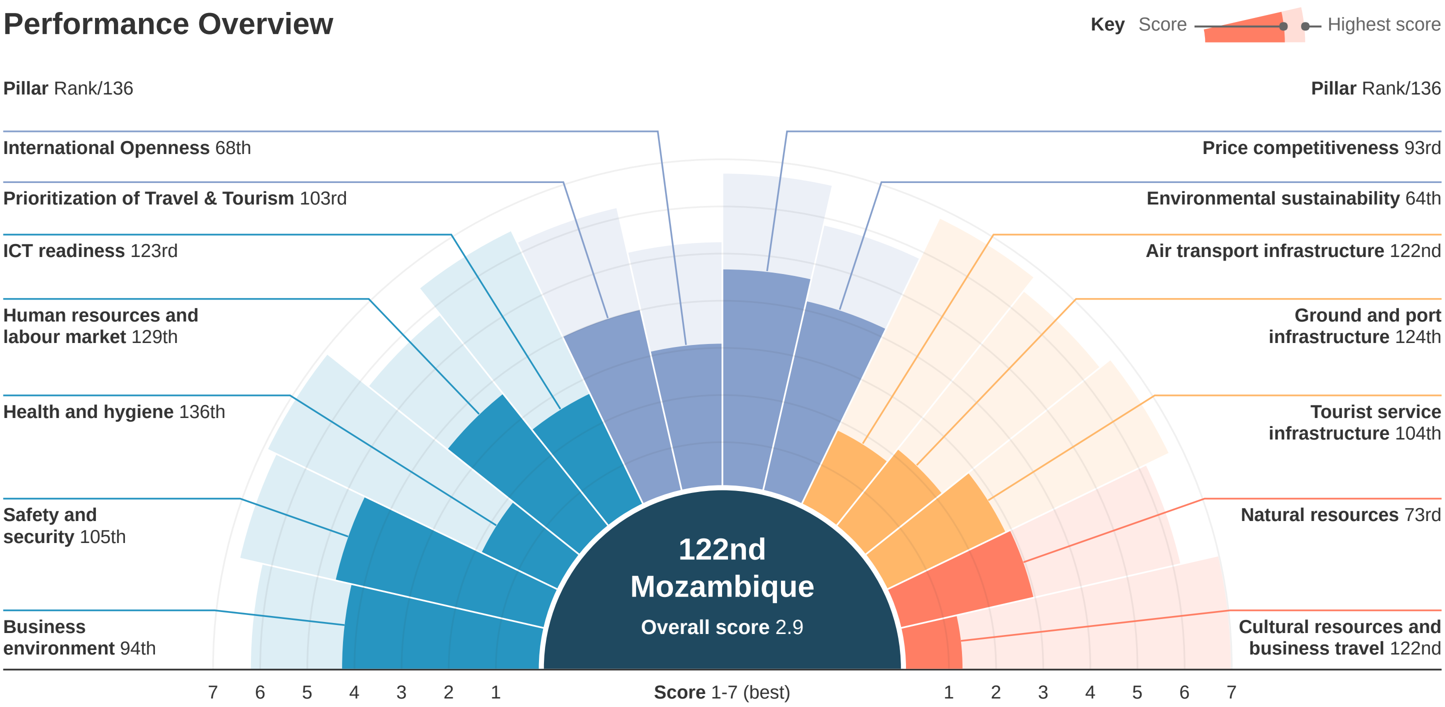
Key Indicators

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

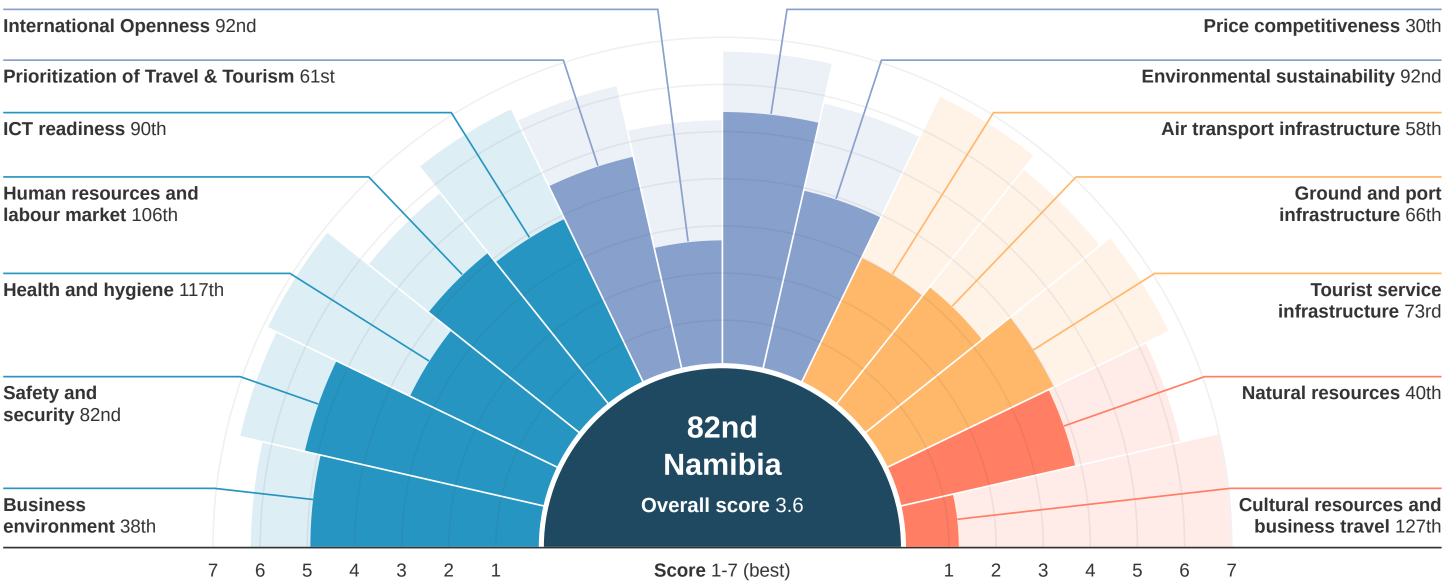
Travel & Tourism Competitiveness Index 2017 edition

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

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

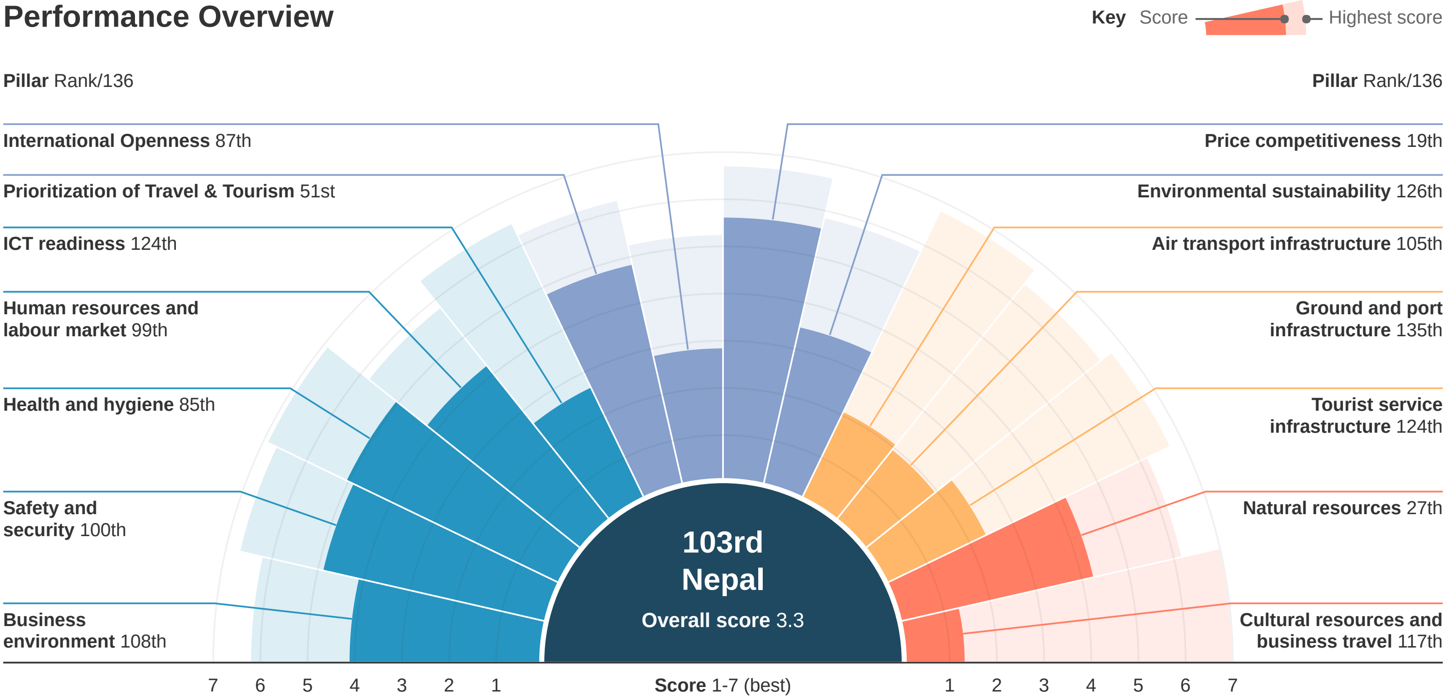
Travel & Tourism Competitiveness Index 2017 edition

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

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Travel & Tourism Competitiveness Index 2017 edition

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

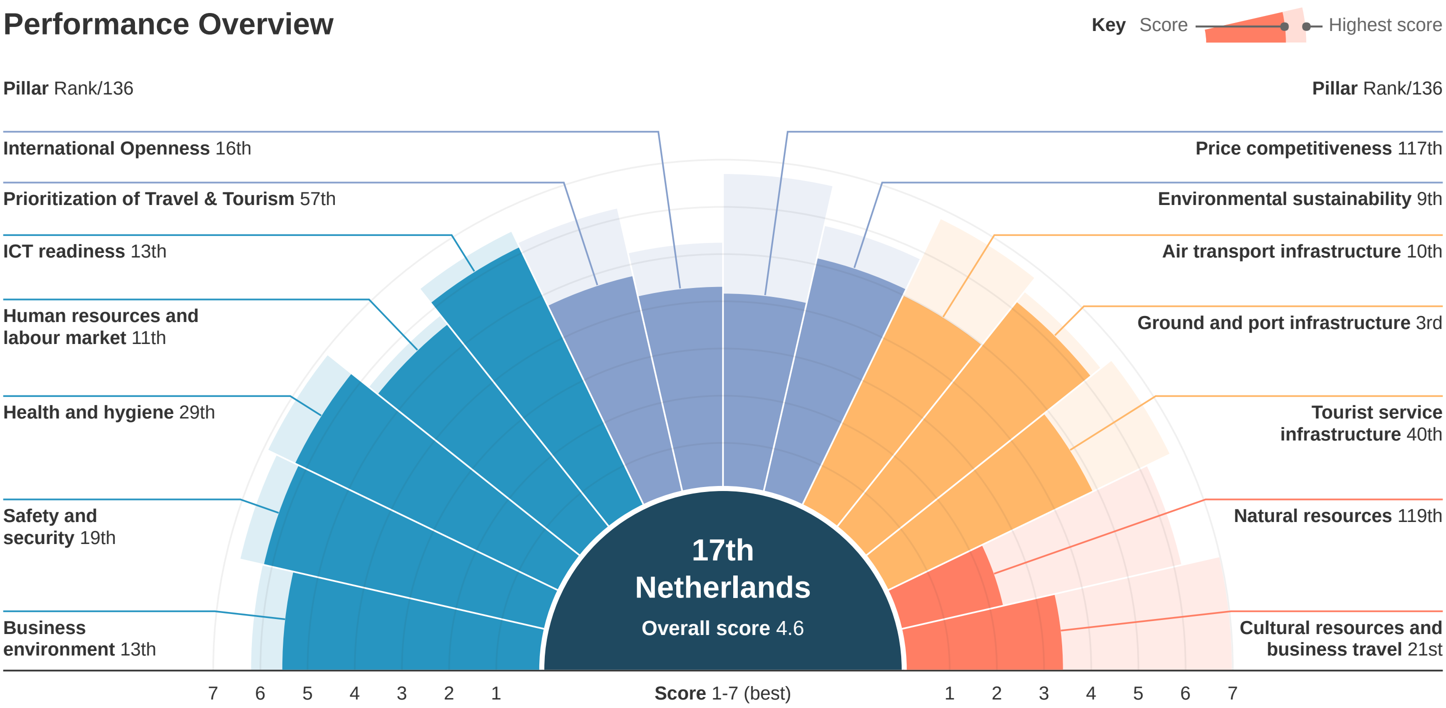
Travel & Tourism Competitiveness Index 2017 edition

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

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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

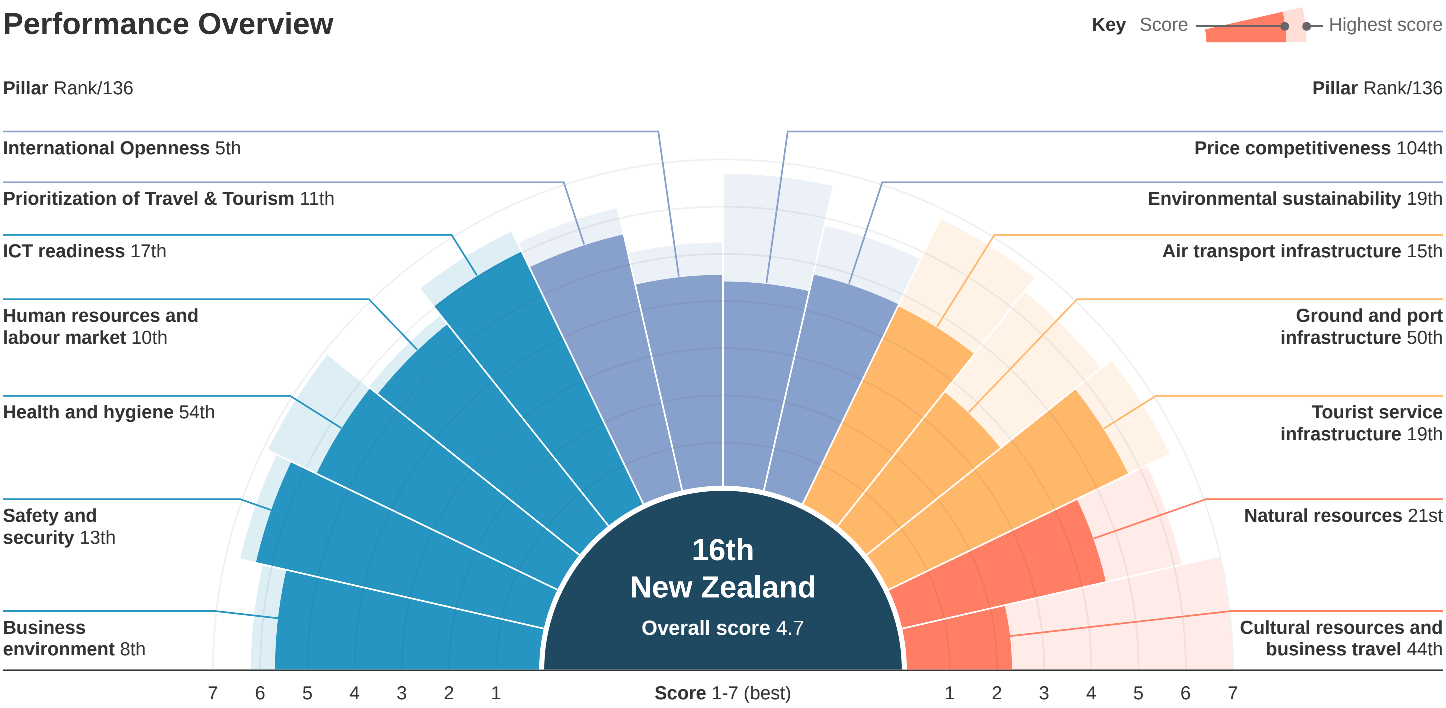
WORLD ECONOMIC FORUM

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

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Travel & Tourism Competitiveness Index 2017 edition

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

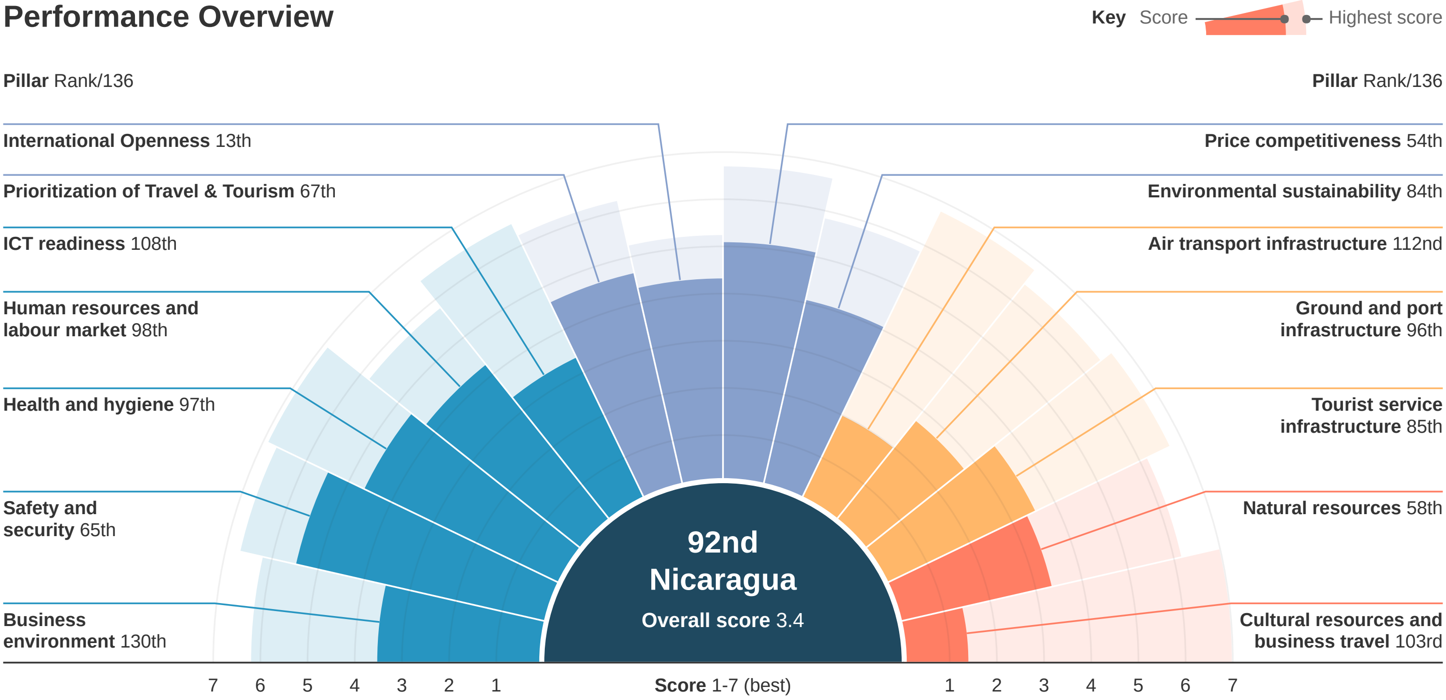
Travel & Tourism Competitiveness Index 2017 edition

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

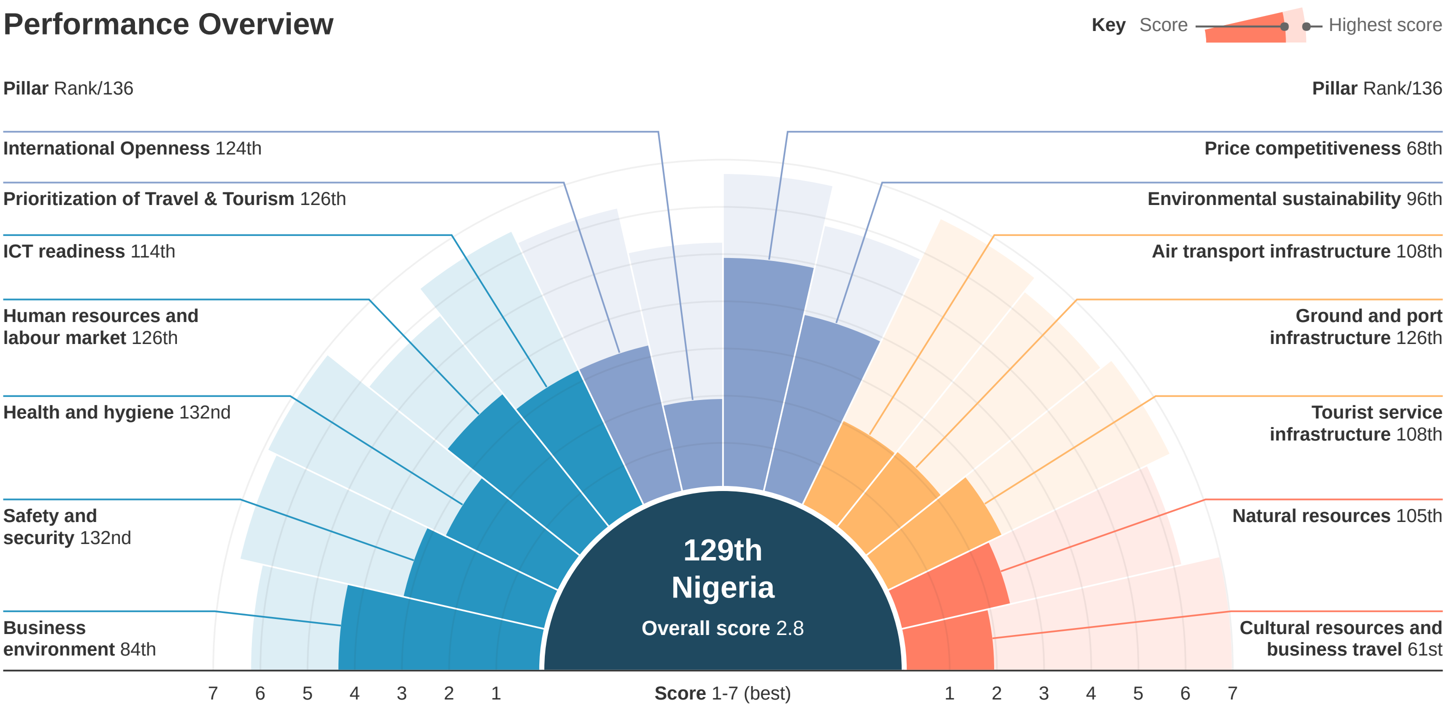
Travel & Tourism Competitiveness Index 2017 edition

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

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

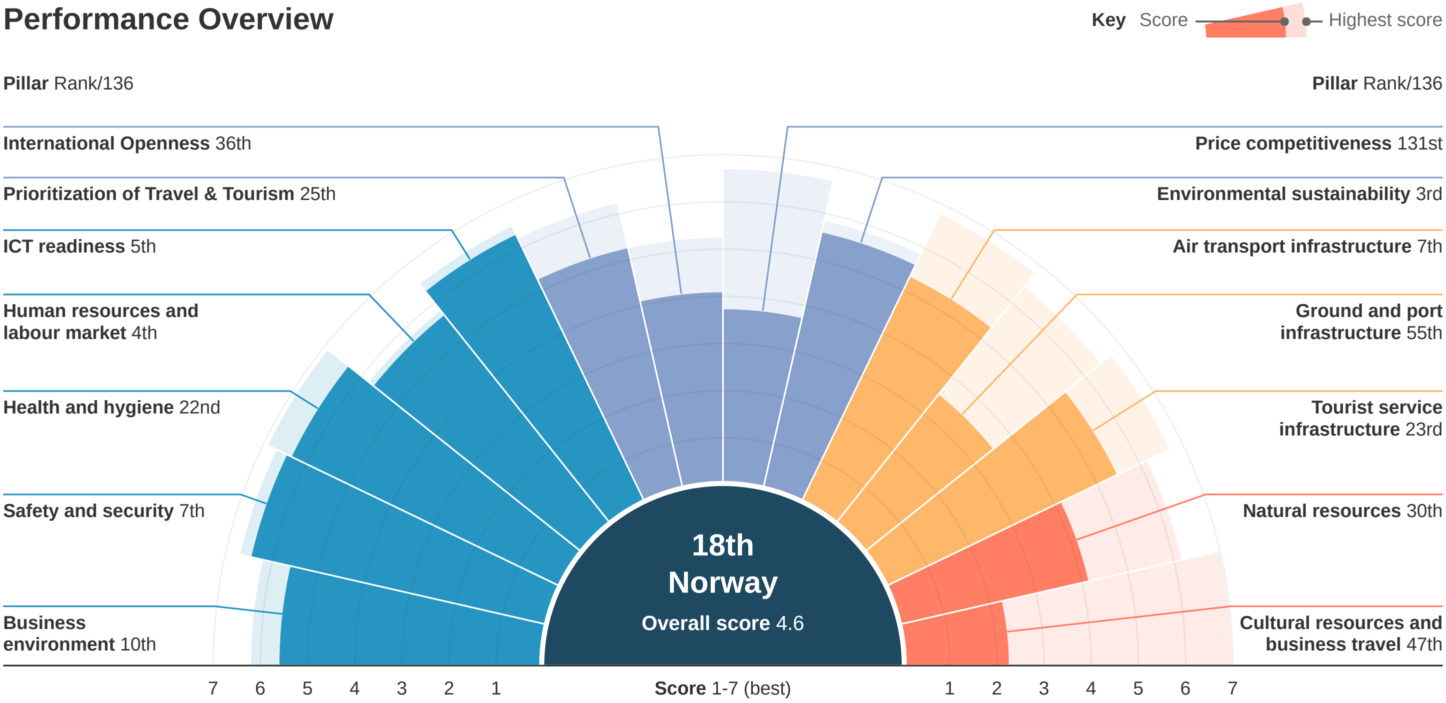
Key Indicators

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)

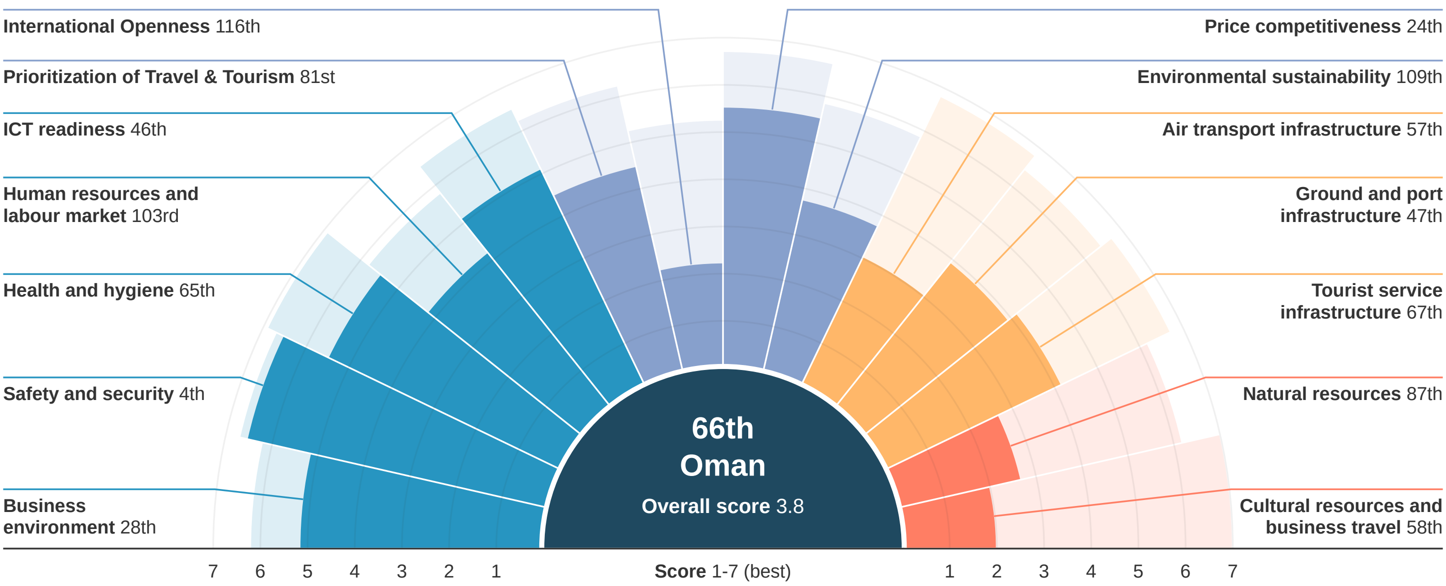
International tourist arrivals	1,897,000
International tourism inbound receipts	US $1,539.7 million
Average receipts per arrival	US $811.6

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

Key Score — Highest score

Pillar Rank/136



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

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

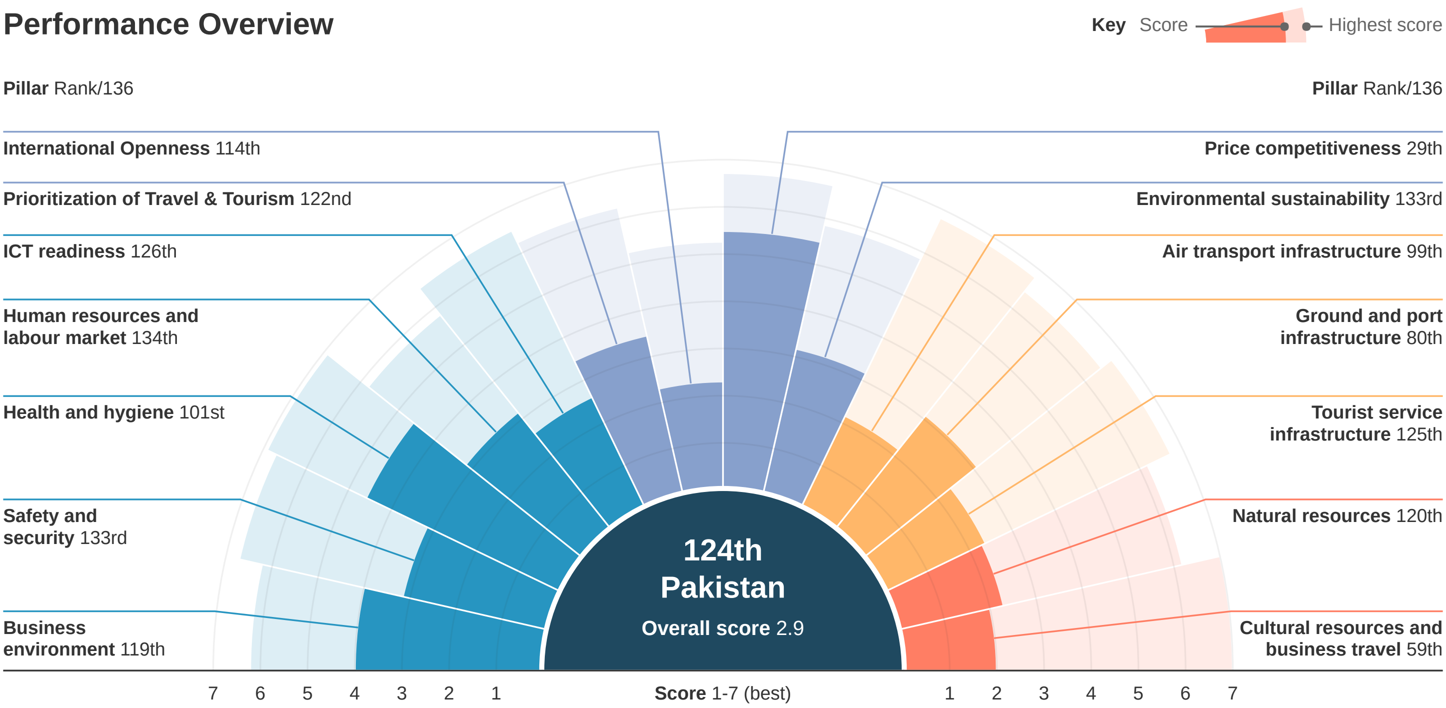
Key Indicators

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

WORLD ECONOMIC FORUM

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

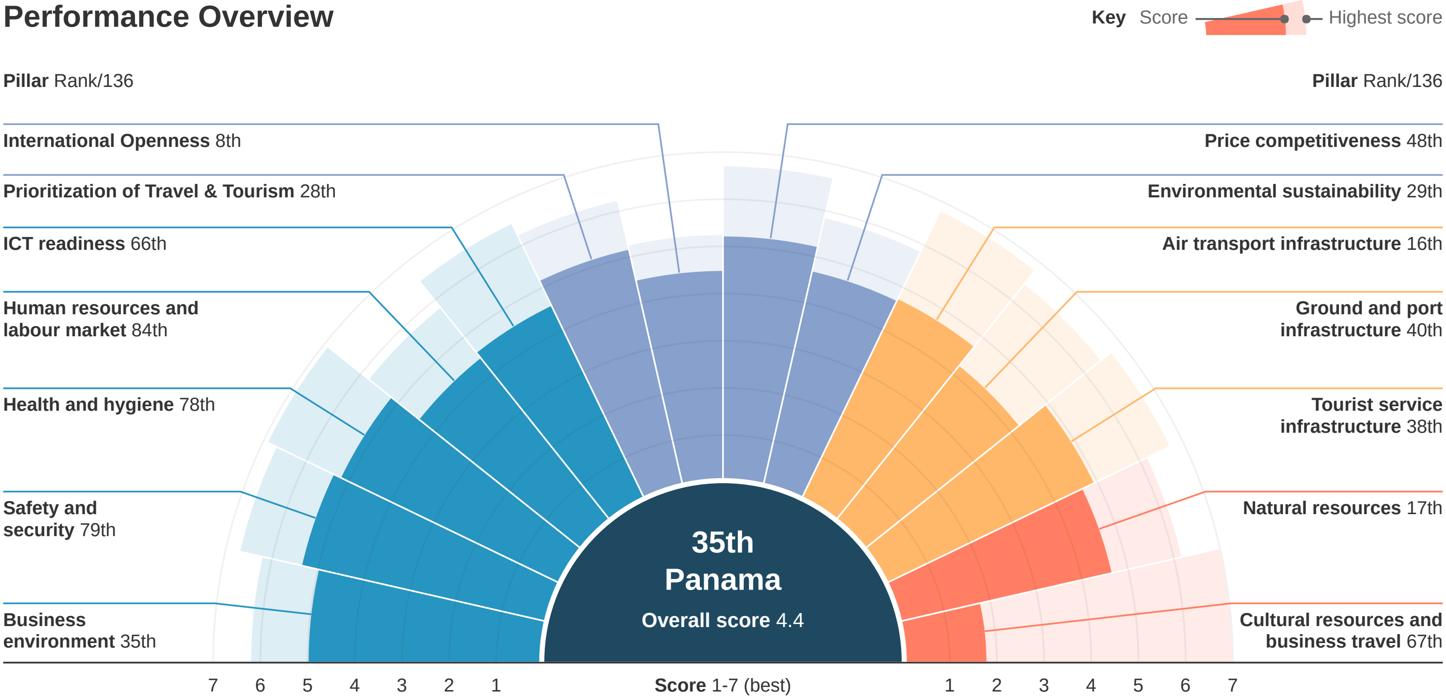
Travel & Tourism Competitiveness Index 2017 edition

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

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

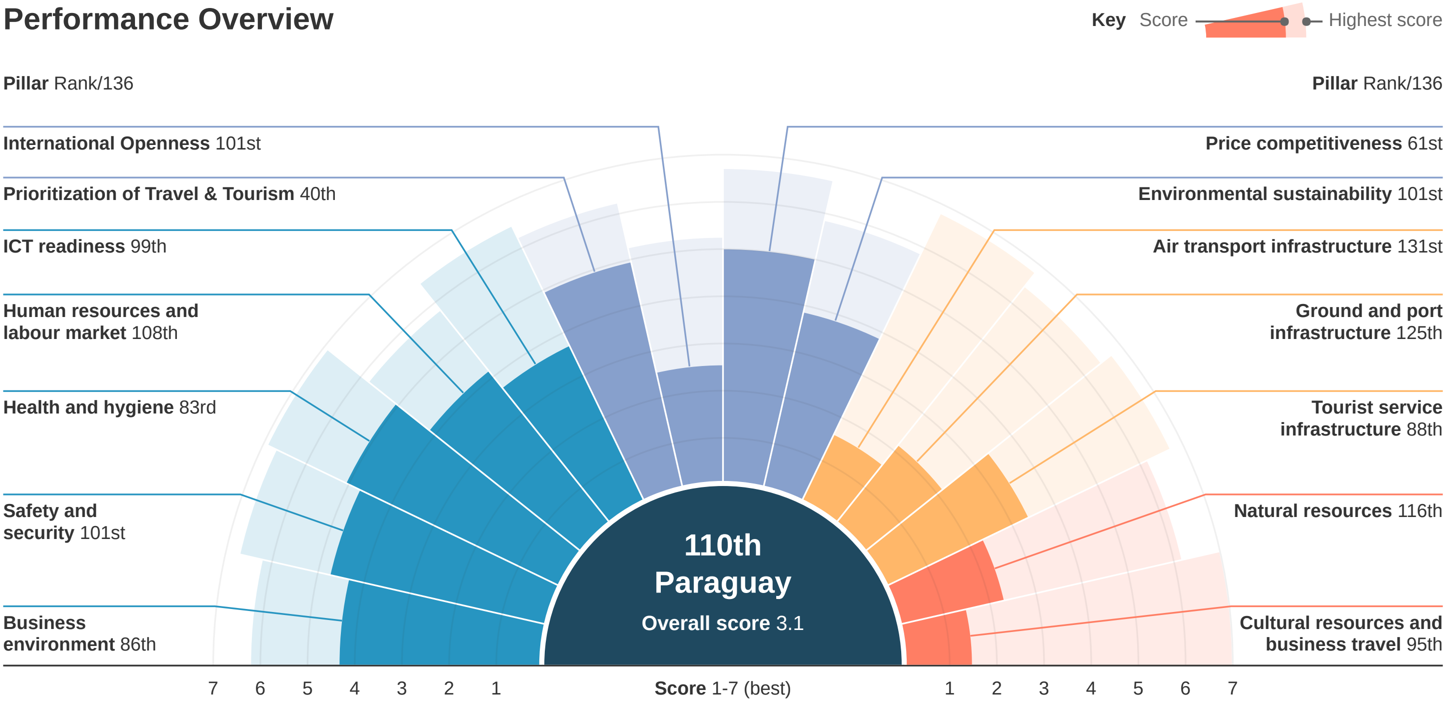
Travel & Tourism Competitiveness Index 2017 edition

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

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

WORLD ECONOMIC FORUM

Key Indicators

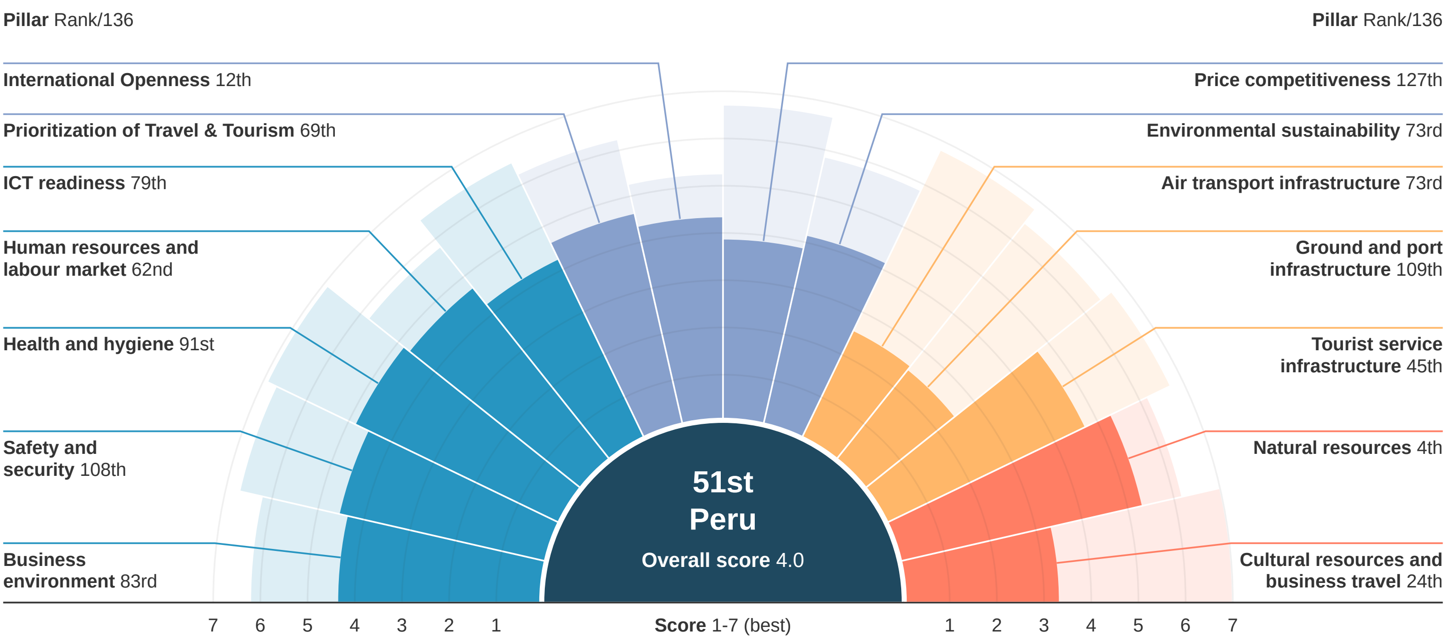
Sources: World Tourism Organization (UNWTO) and World Travel and Tourism Council (WTTC)

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

Key Score — Highest score



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

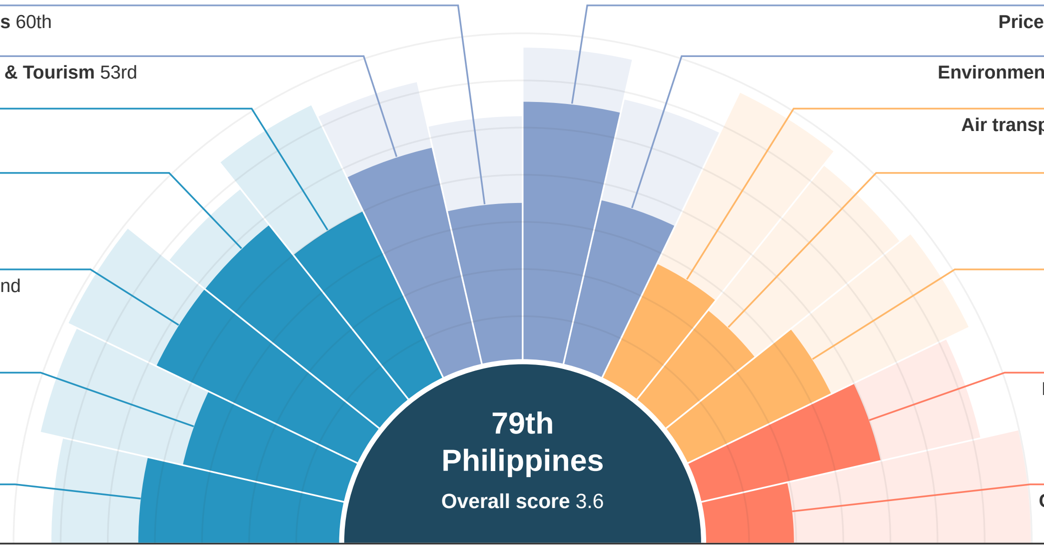
WORLD ECONOMIC FORUM

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

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

WORLD ECONOMIC FORUM

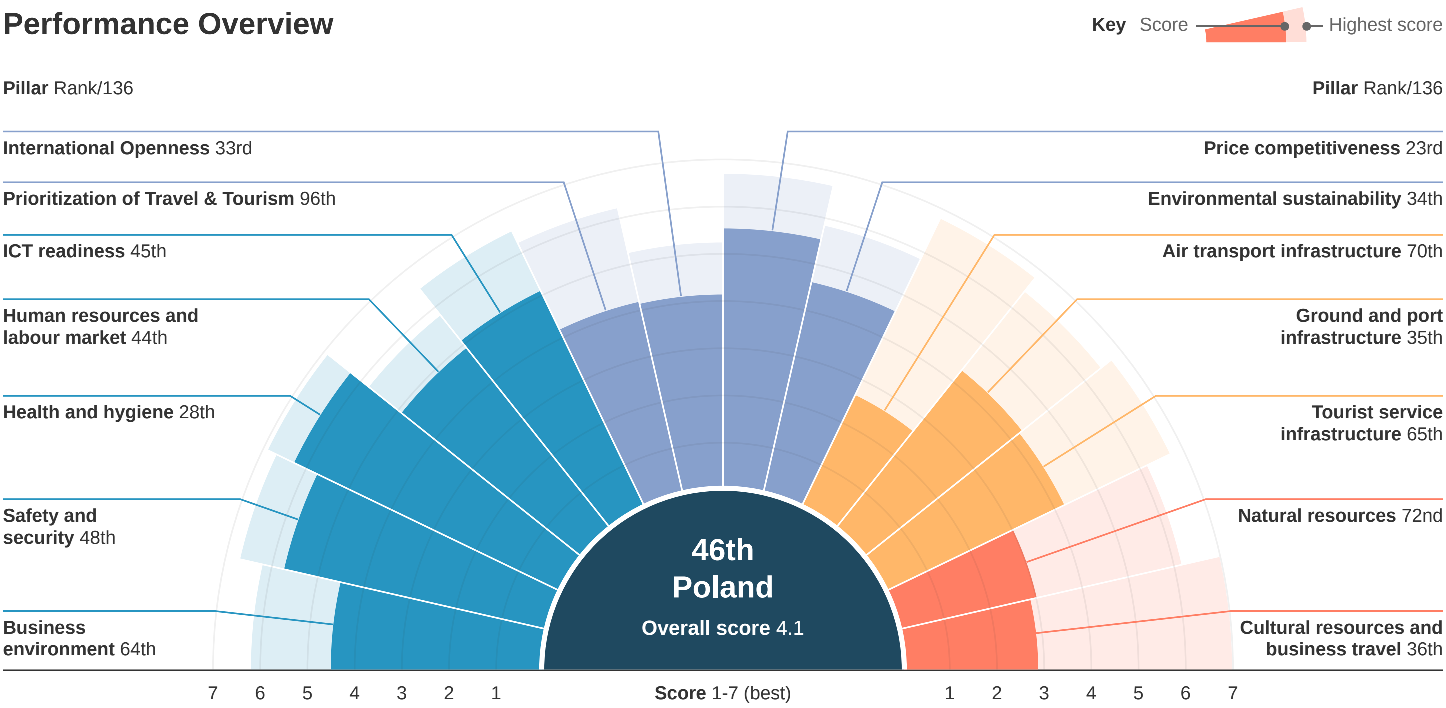
Key Indicators

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

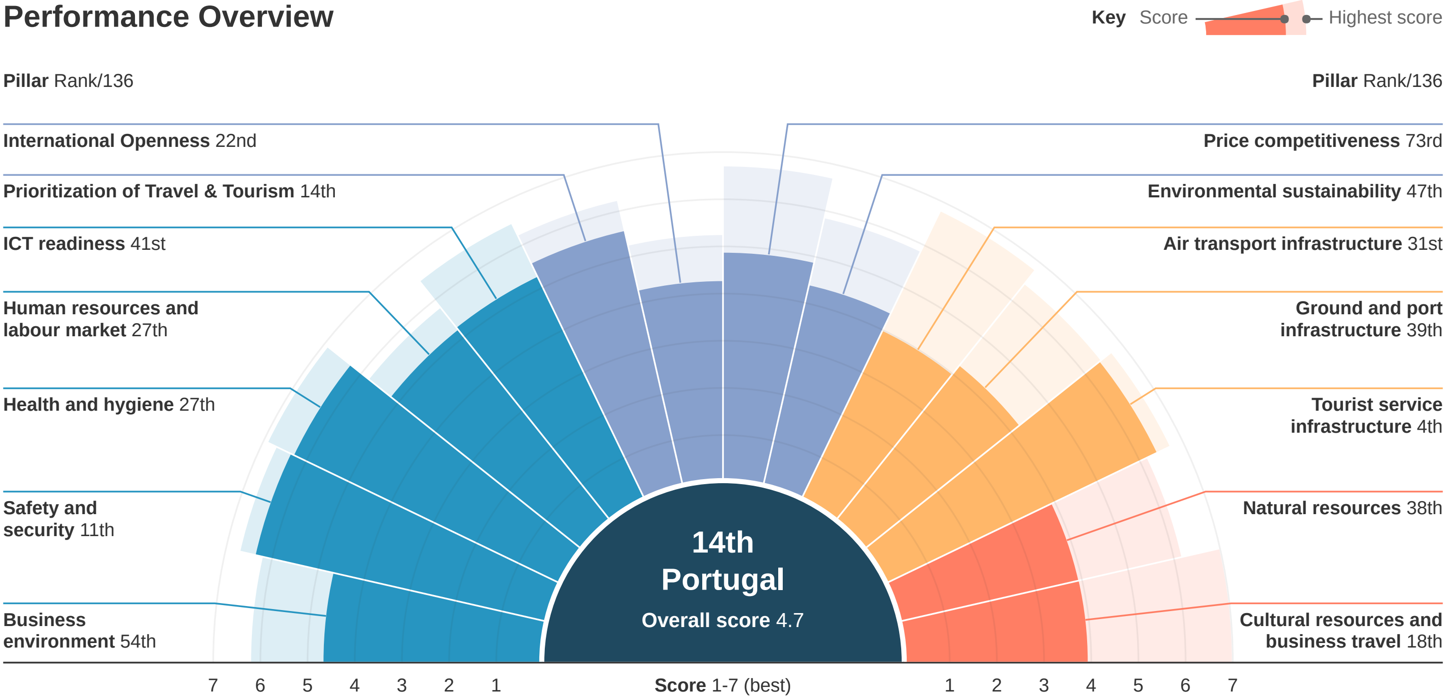
Key Indicators

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

WORLD ECONOMIC FORUM

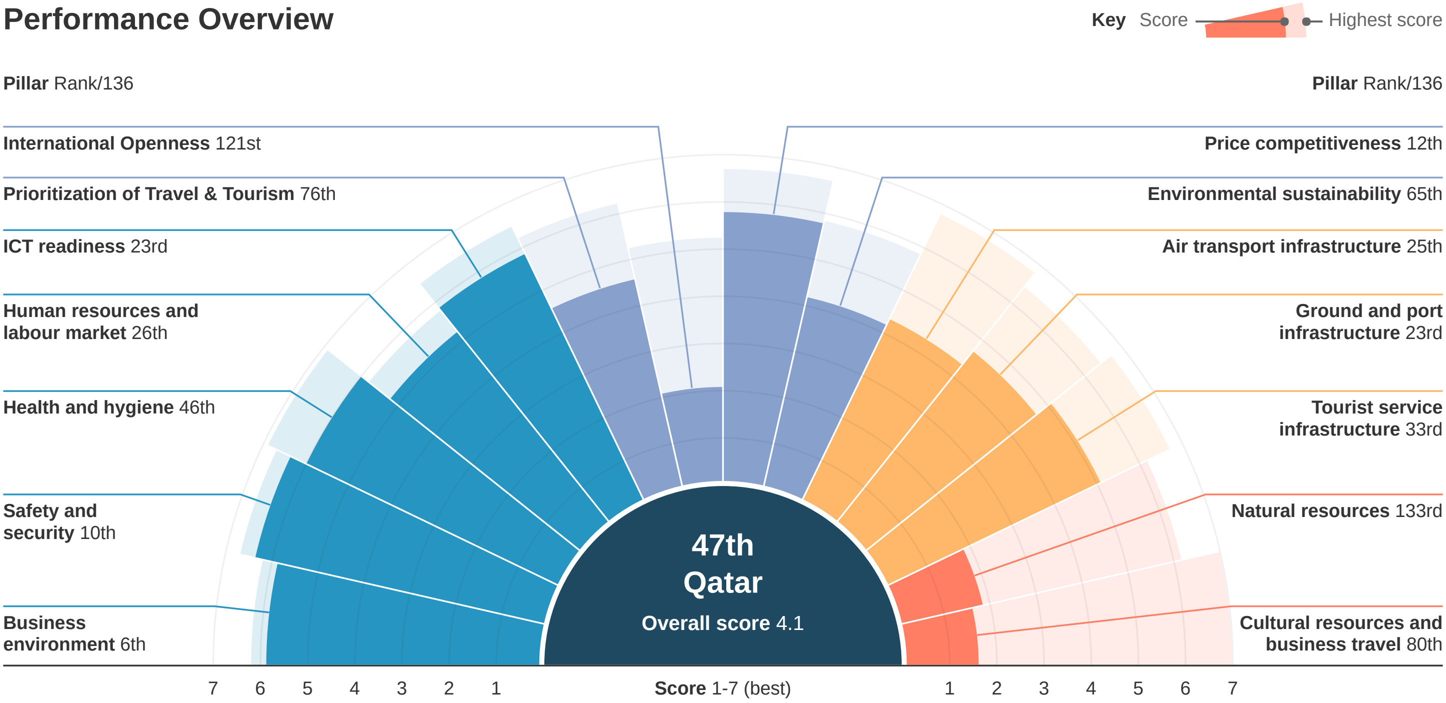
Key Indicators

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

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

WORLD ECONOMIC FORUM

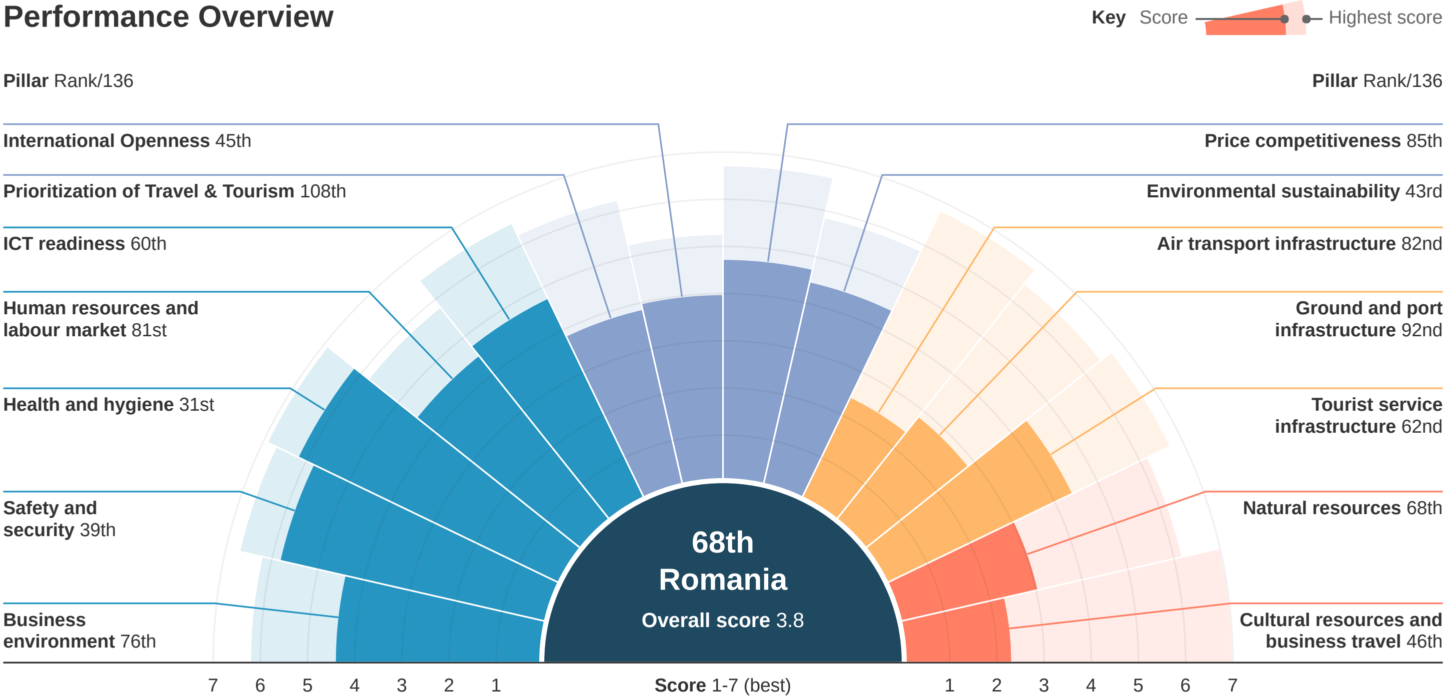
Key Indicators

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

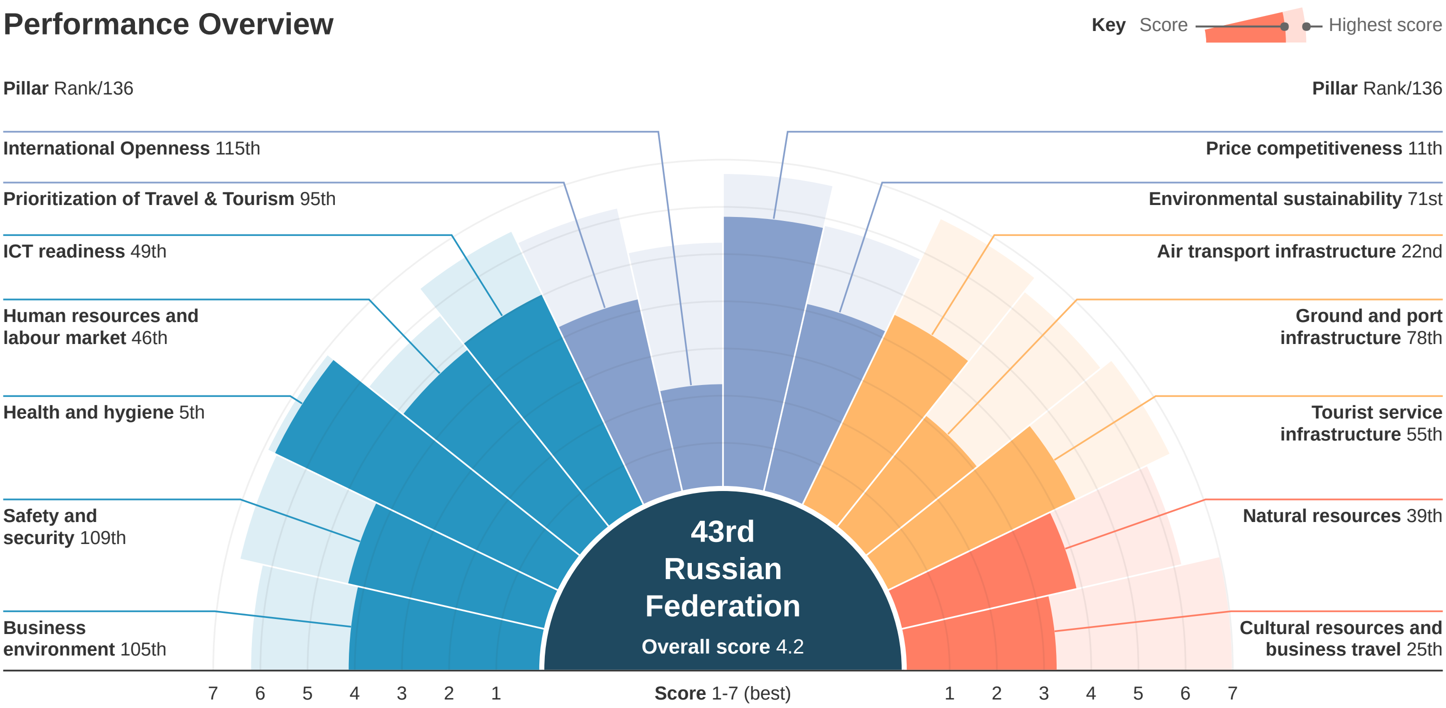
WORLD ECONOMIC FORUM

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

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

WORLD ECONOMIC FORUM

Key Indicators

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

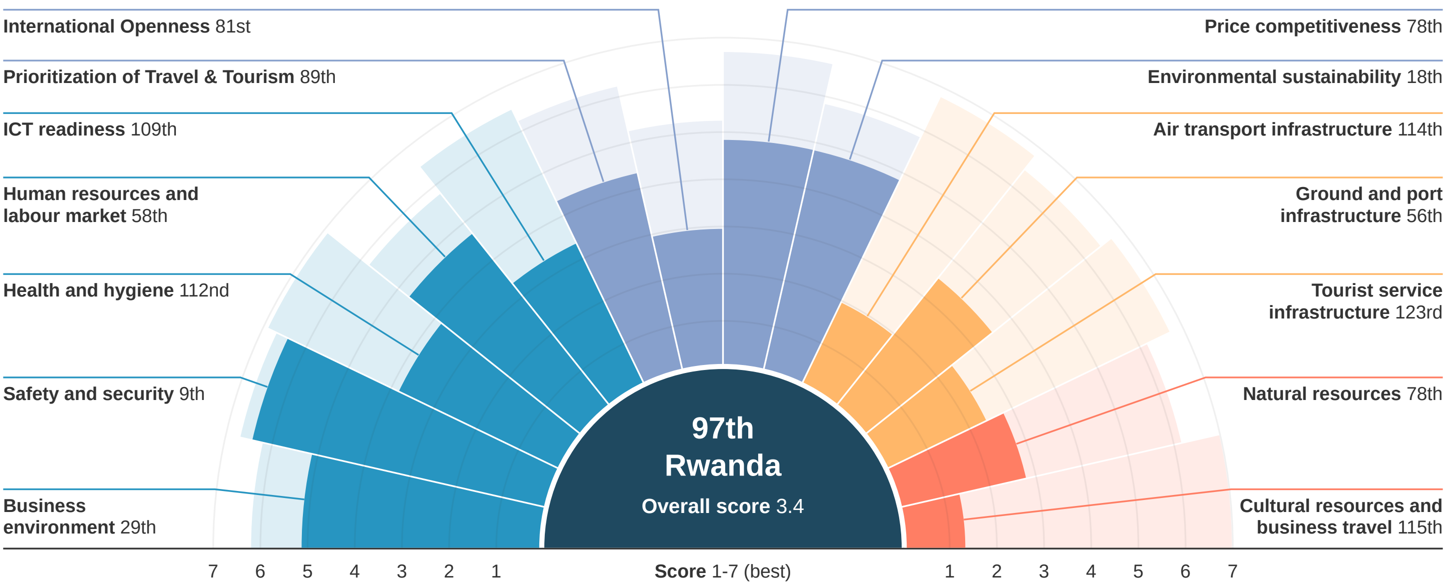
International tourist arrivals	987,000
International tourism inbound receipts	US $317.8 million
Average receipts per arrival	US $322.0

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

Key Score — Highest score

Pillar Rank/136



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

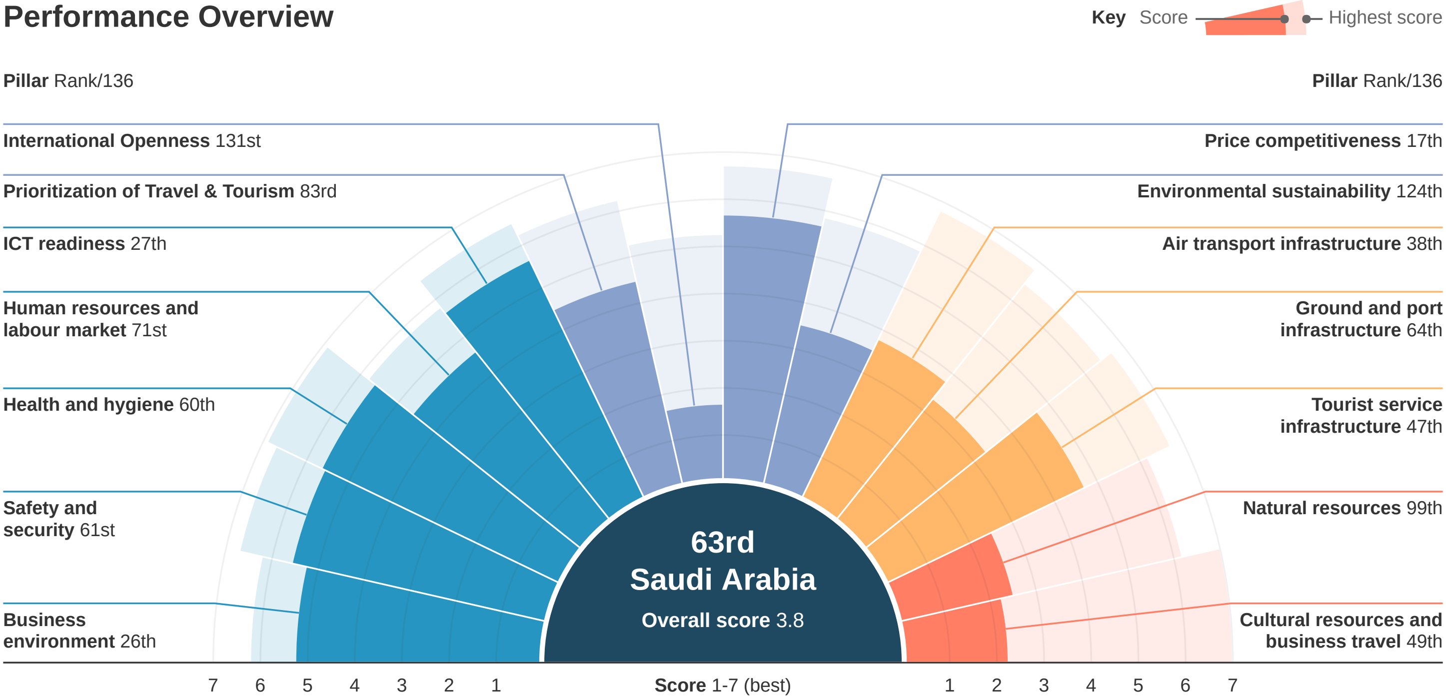
Key Indicators

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

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

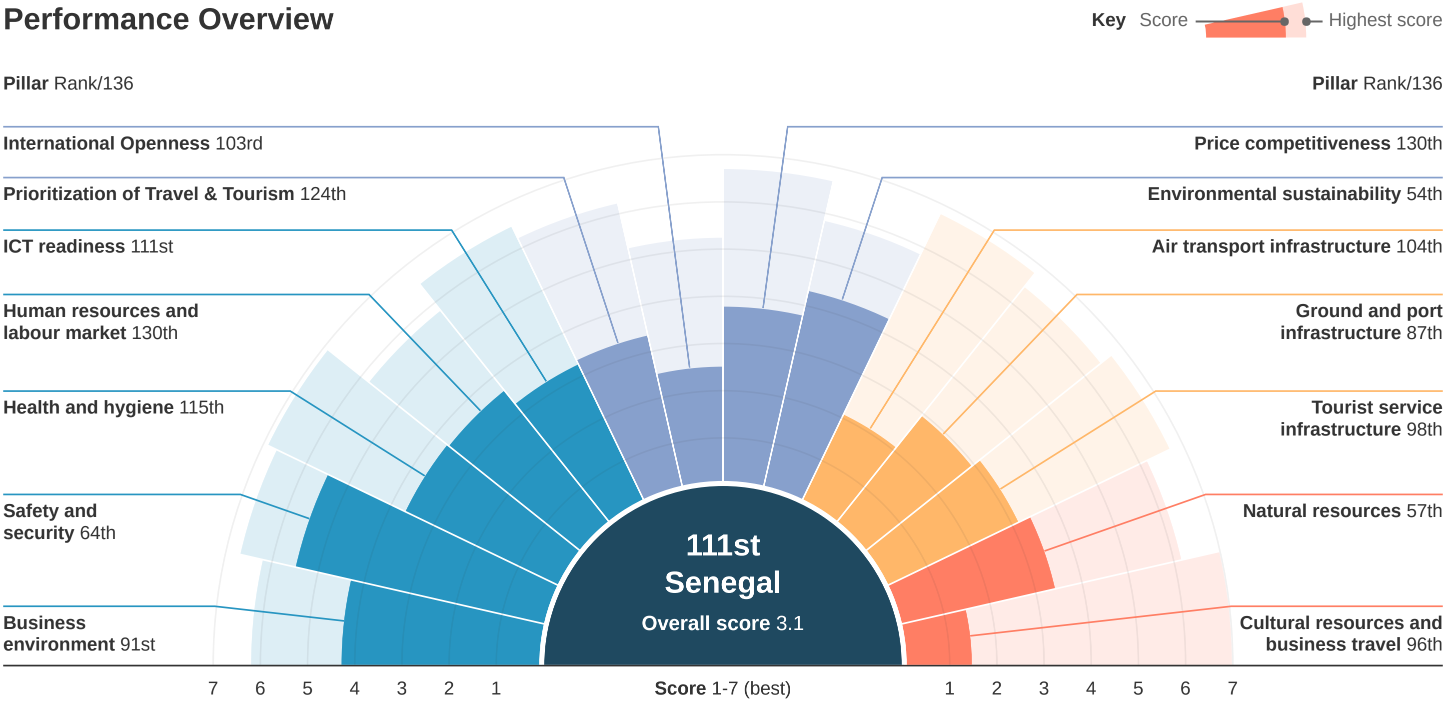
Travel & Tourism Competitiveness Index 2017 edition

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

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

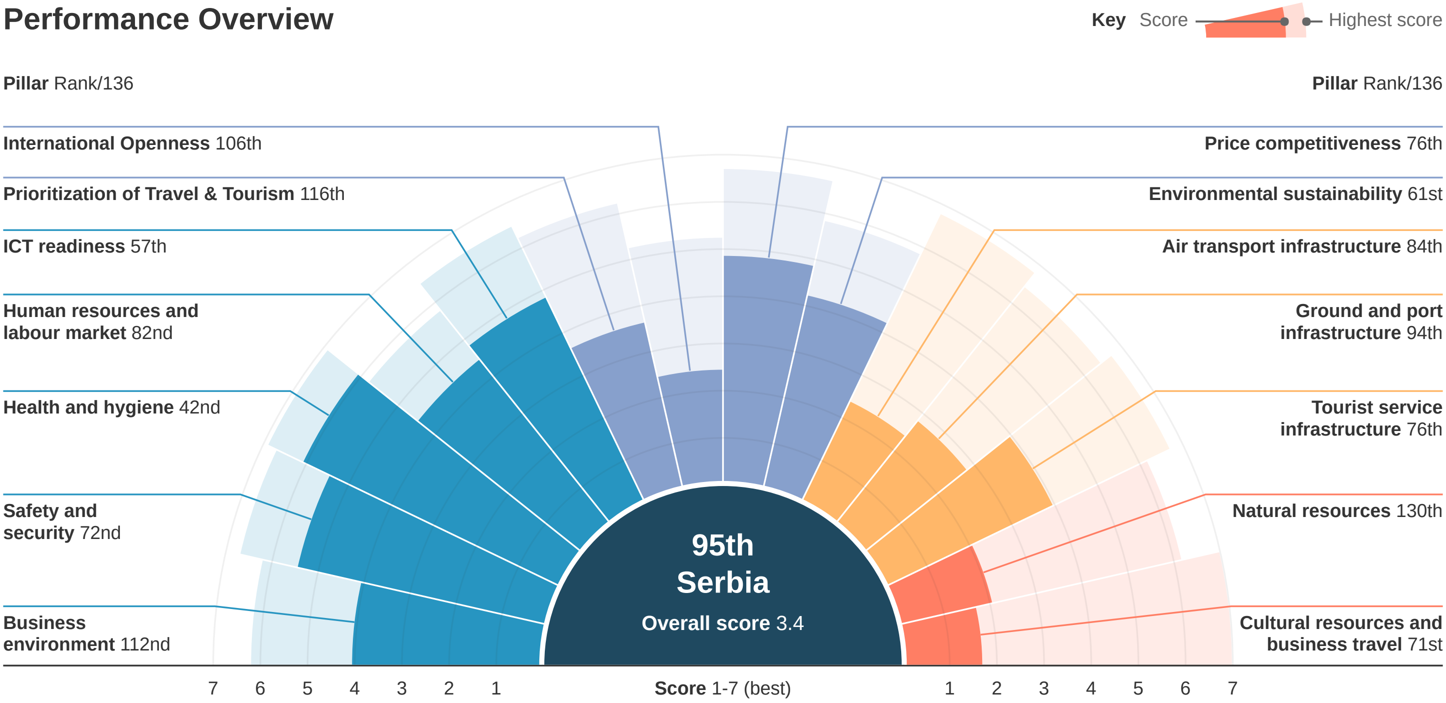
Key Indicators

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

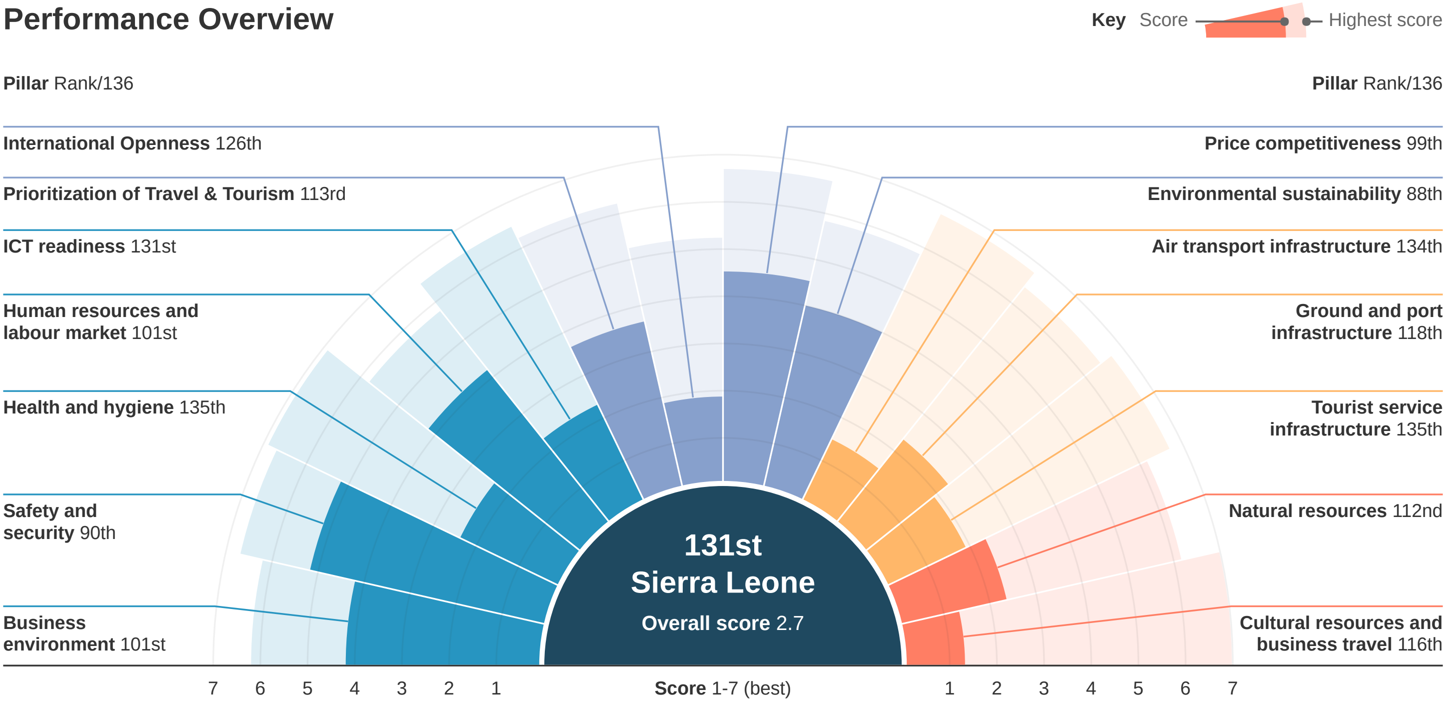
Travel & Tourism Competitiveness Index 2017 edition

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

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

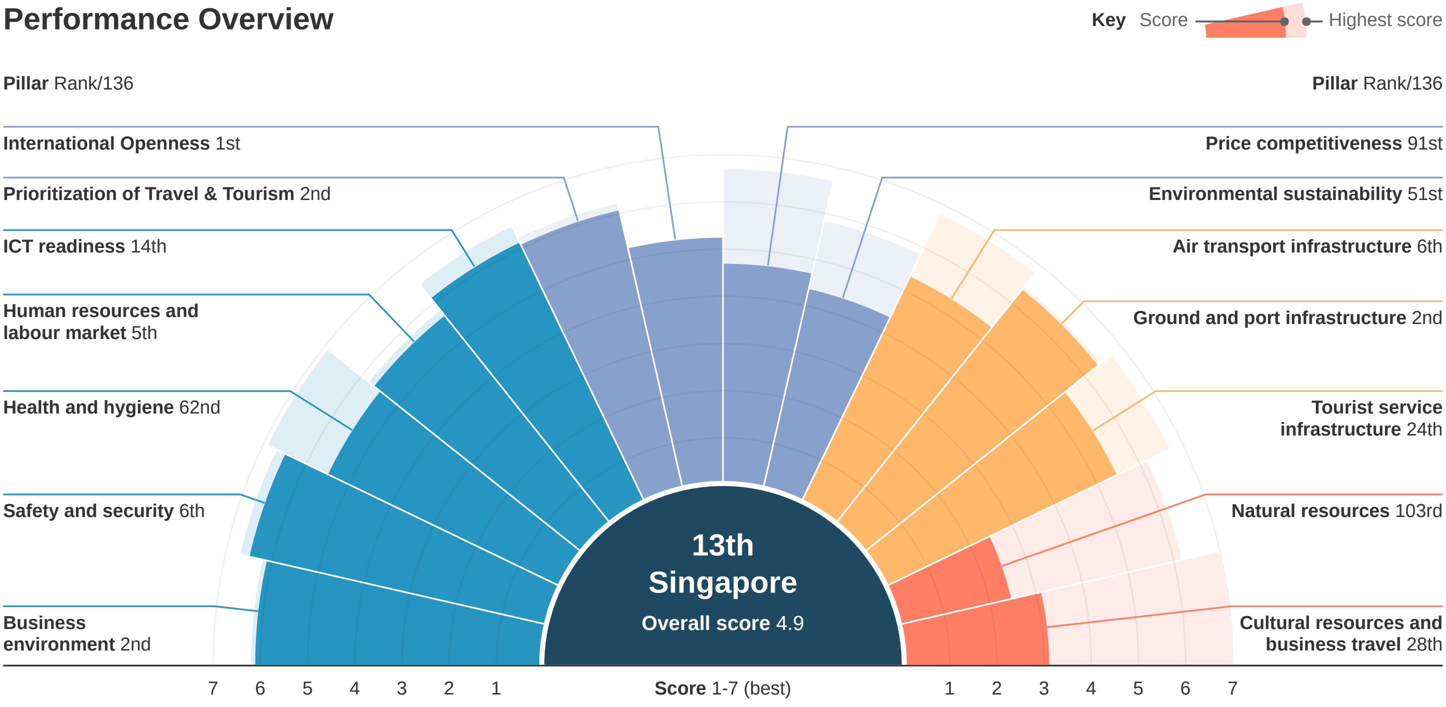
Travel & Tourism Competitiveness Index 2017 edition

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

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

WORLD ECONOMIC FORUM

Key Indicators

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

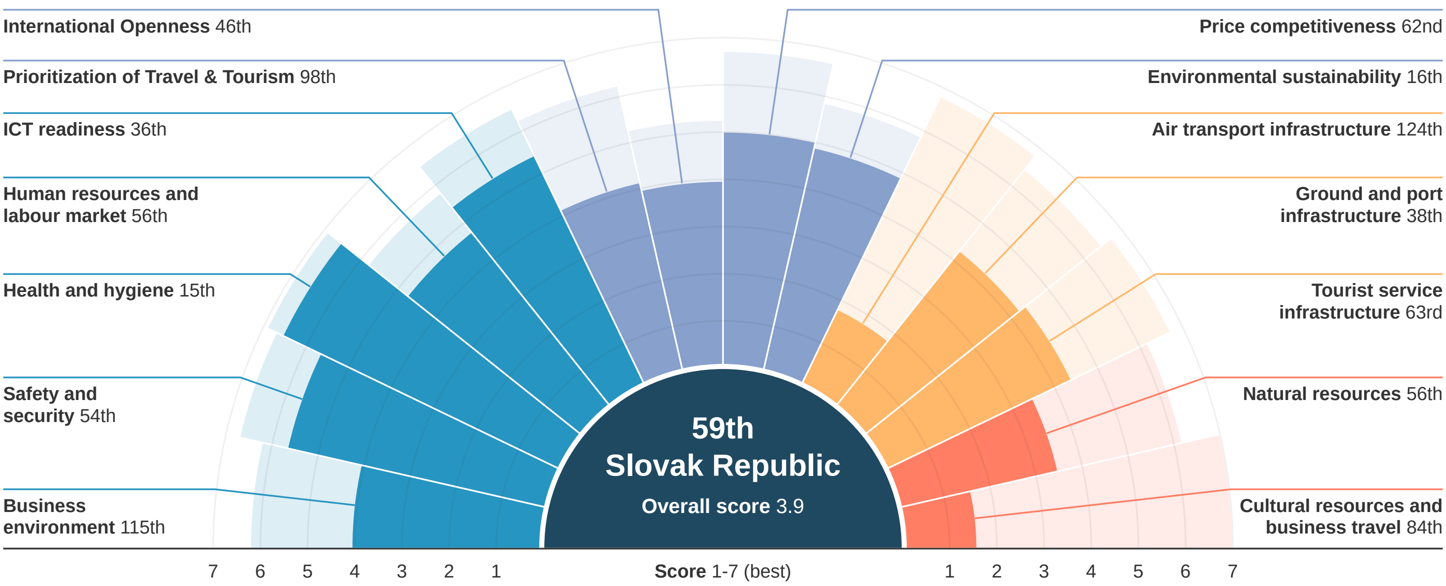
International tourist arrivals	6,816,000
International tourism inbound receipts	US $2,363.0 million
Average receipts per arrival	US $346.7

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

Key Score — Highest score

Pillar Rank/136



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

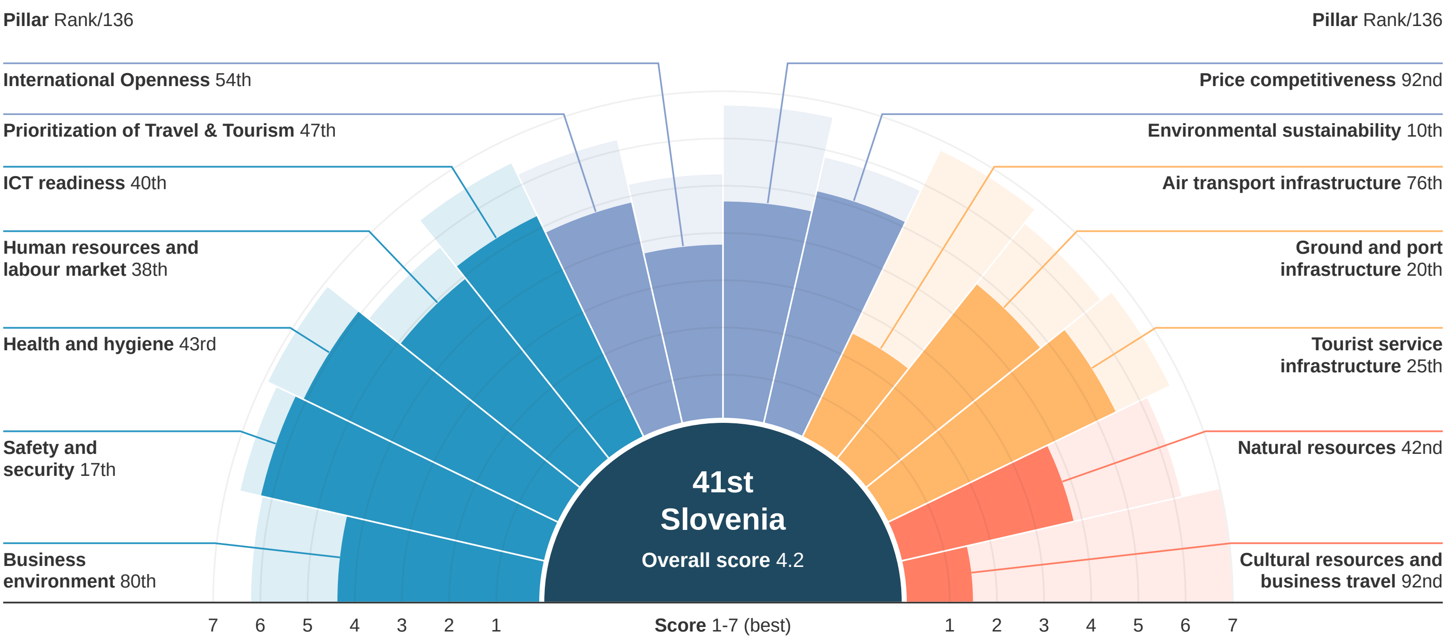
Sources: World Tourism Organization (UNWTO) and World Travel and Tourism Council (WTTC)

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

Key Score — Highest score



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

WORLD ECONOMIC FORUM

Key Indicators

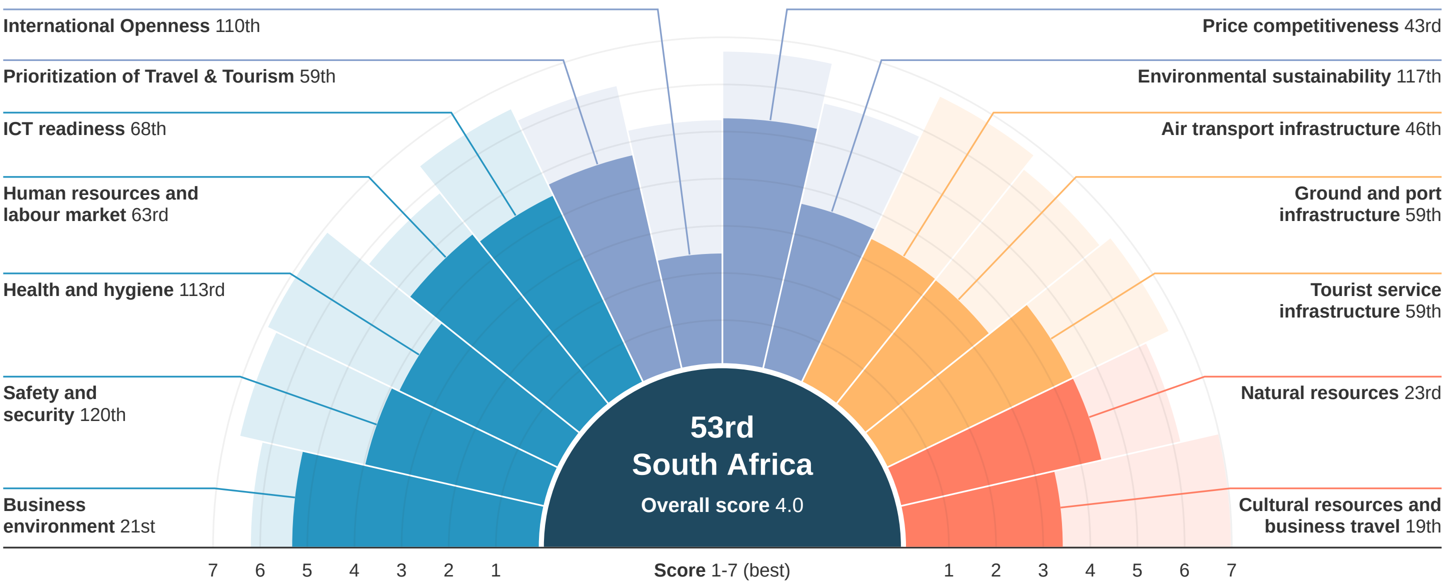
Sources: World Tourism Organization (UNWTO) and World Travel and Tourism Council (WTTC)

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

Key Score — Highest score



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

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

WORLD ECONOMIC FORUM

Key Indicators

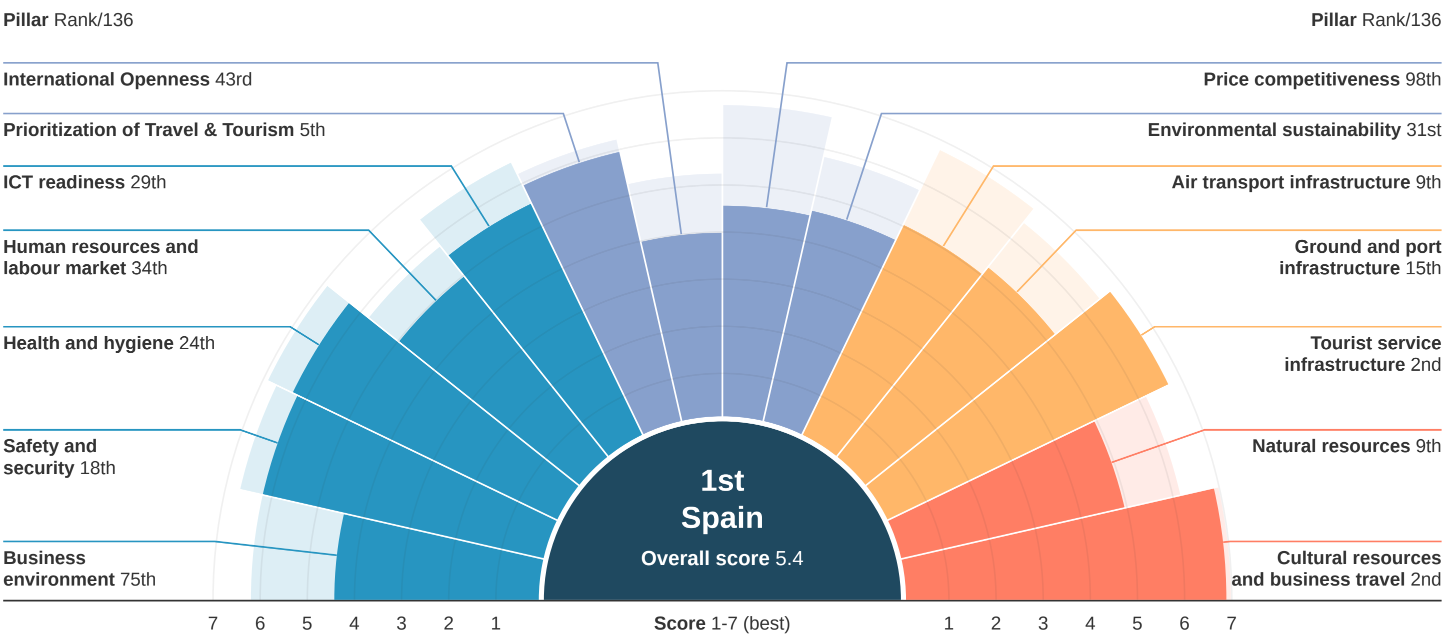
Sources: World Tourism Organization (UNWTO) and World Travel and Tourism Council (WTTC)

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

Key Score — Highest score



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

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

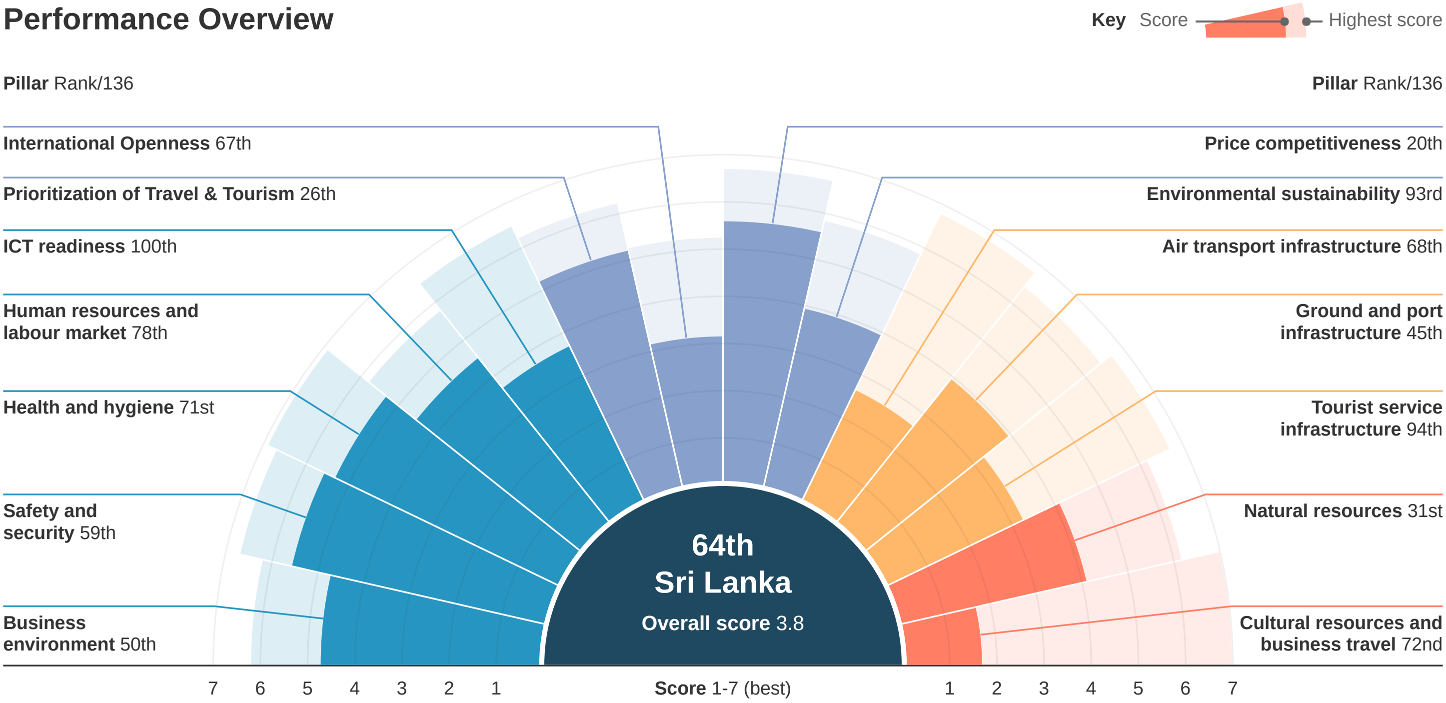
Travel & Tourism Competitiveness Index 2017 edition

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

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

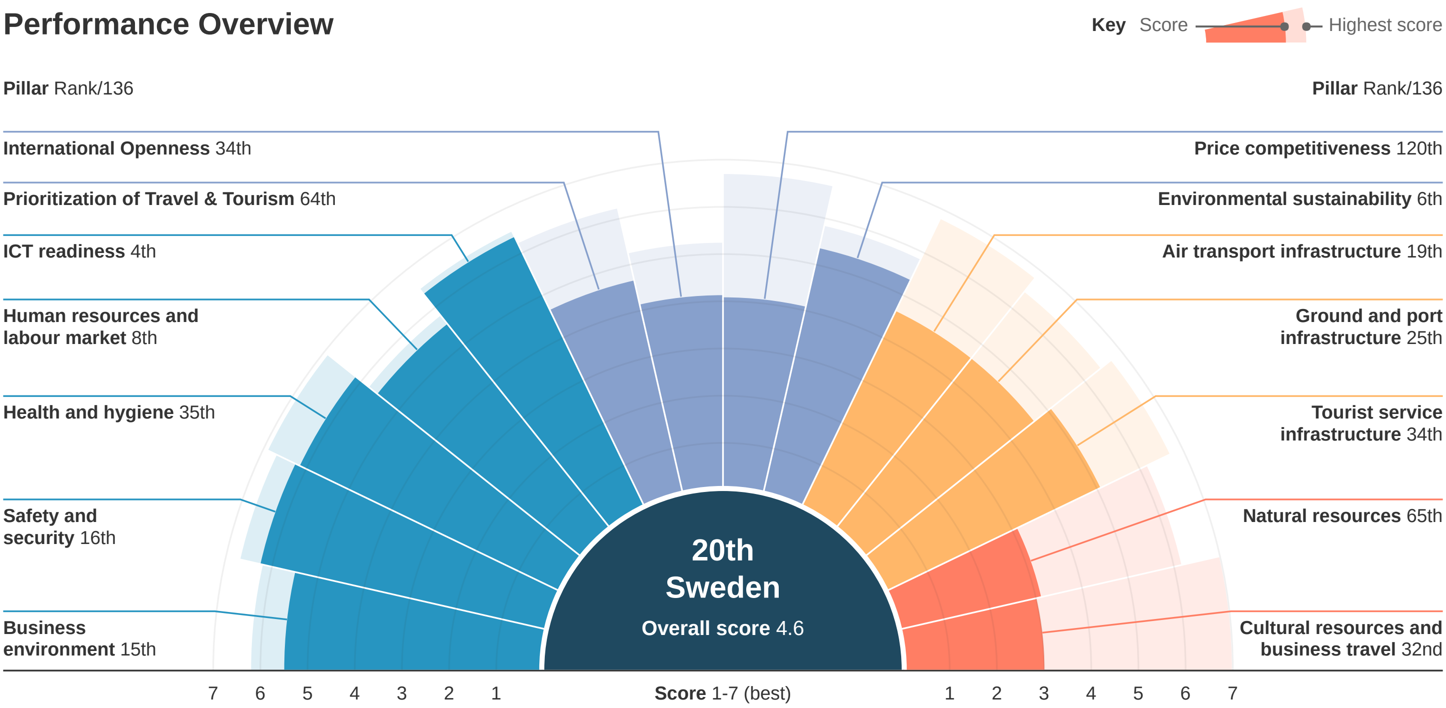
Key Indicators

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

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

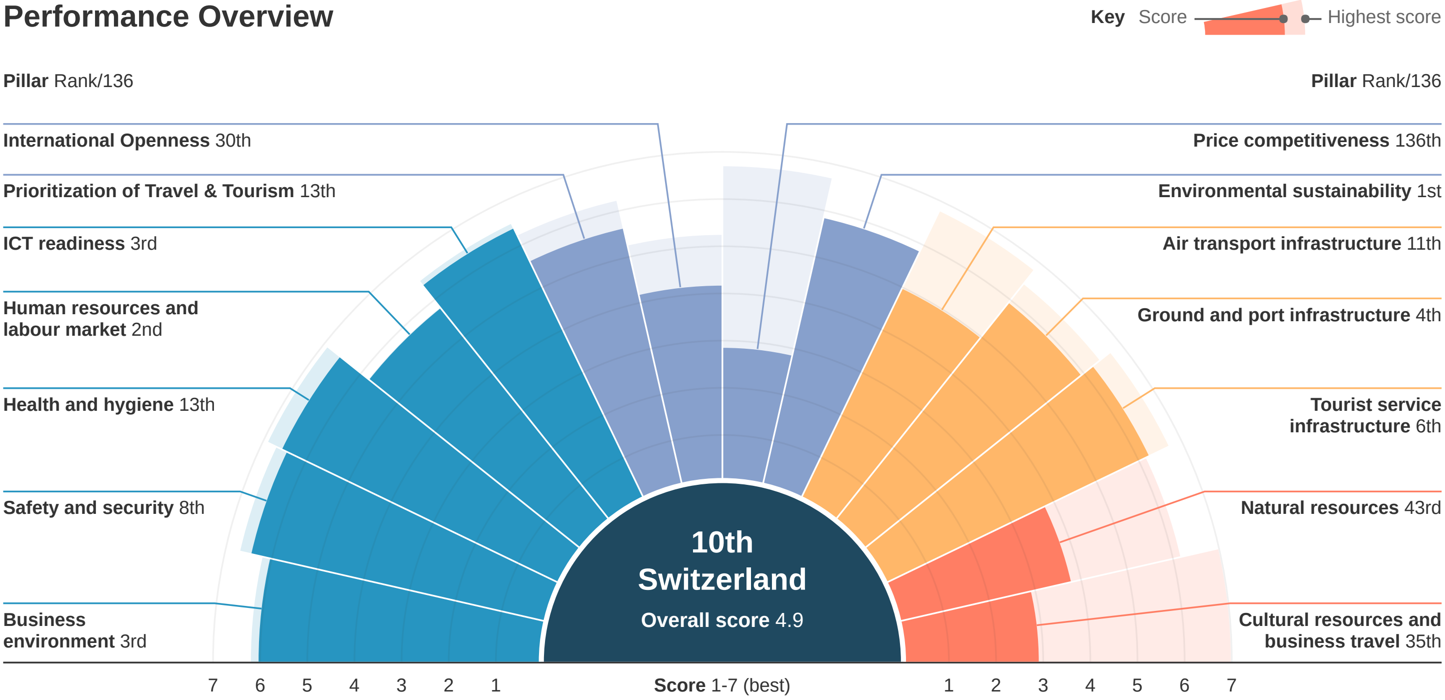
Key Indicators

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

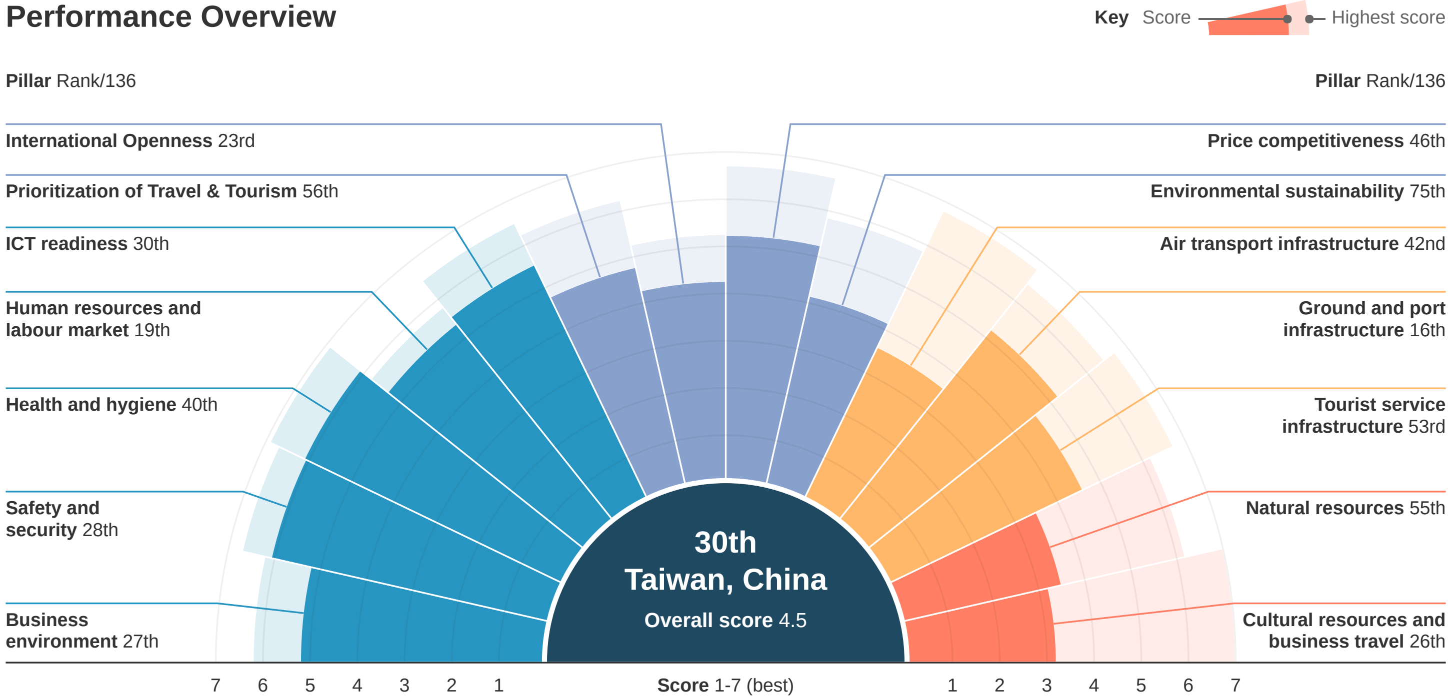
Key Indicators

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

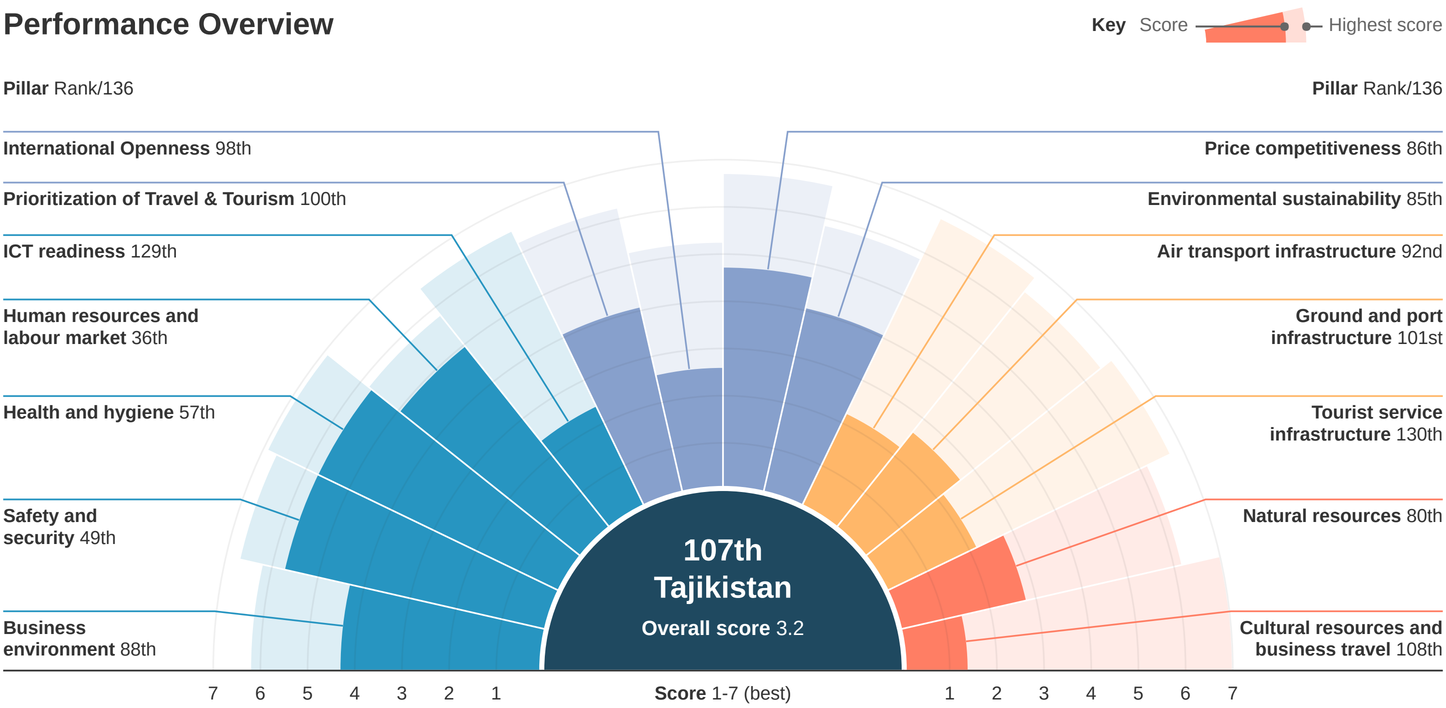
Travel & Tourism Competitiveness Index 2017 edition

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

WORLD ECONOMIC FORUM

Key Indicators

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

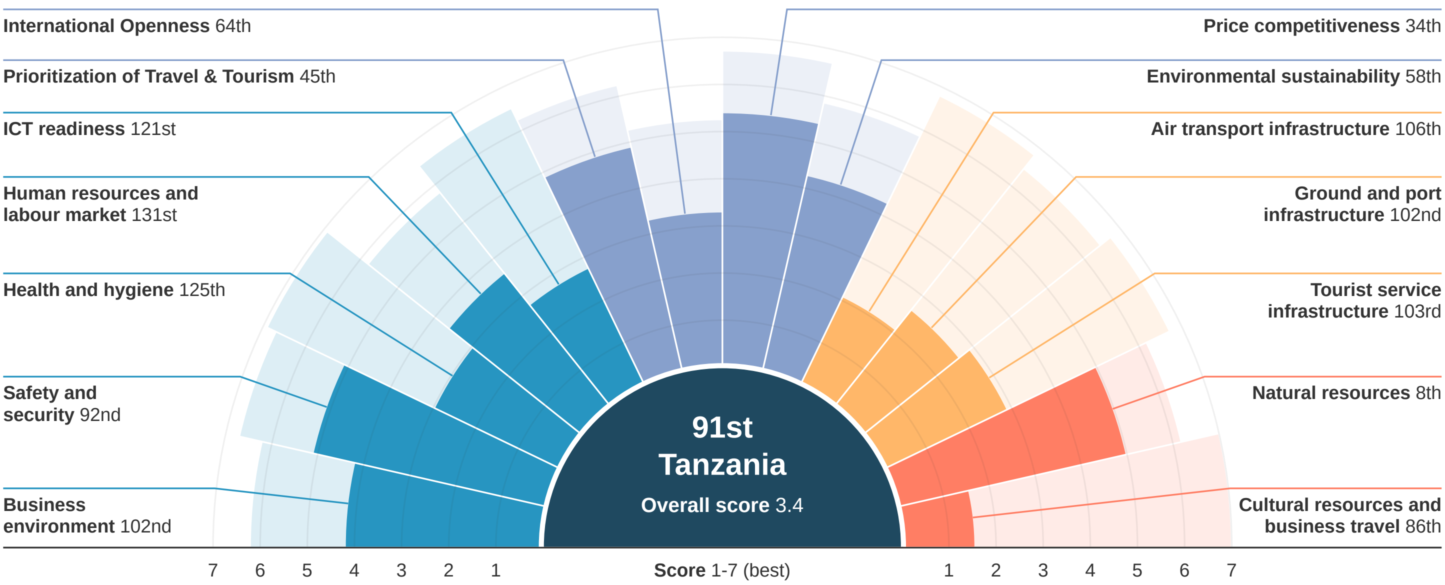
International tourist arrivals	1,104,000
International tourism inbound receipts	US $2,230.6 million
Average receipts per arrival	US $2,020.5

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

Key Score — Highest score

Pillar Rank/136



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

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

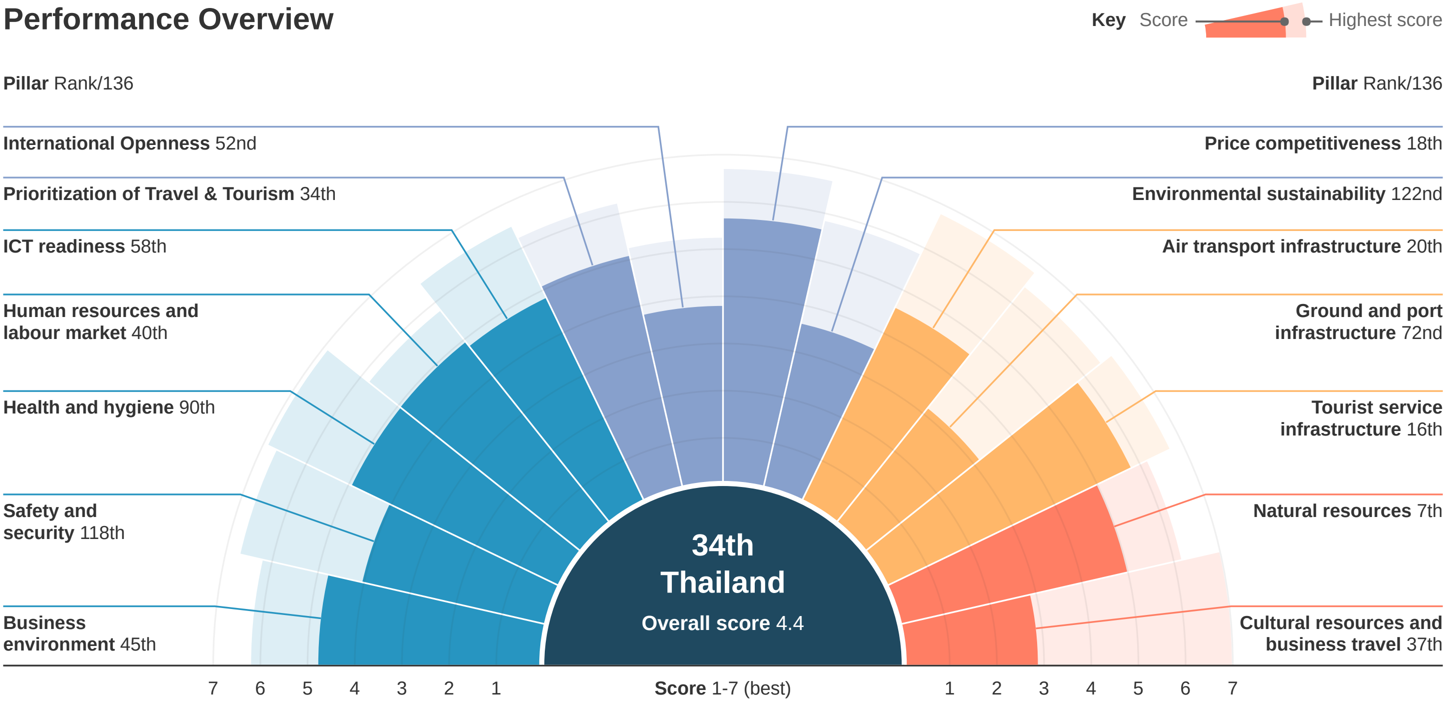
Key Indicators

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

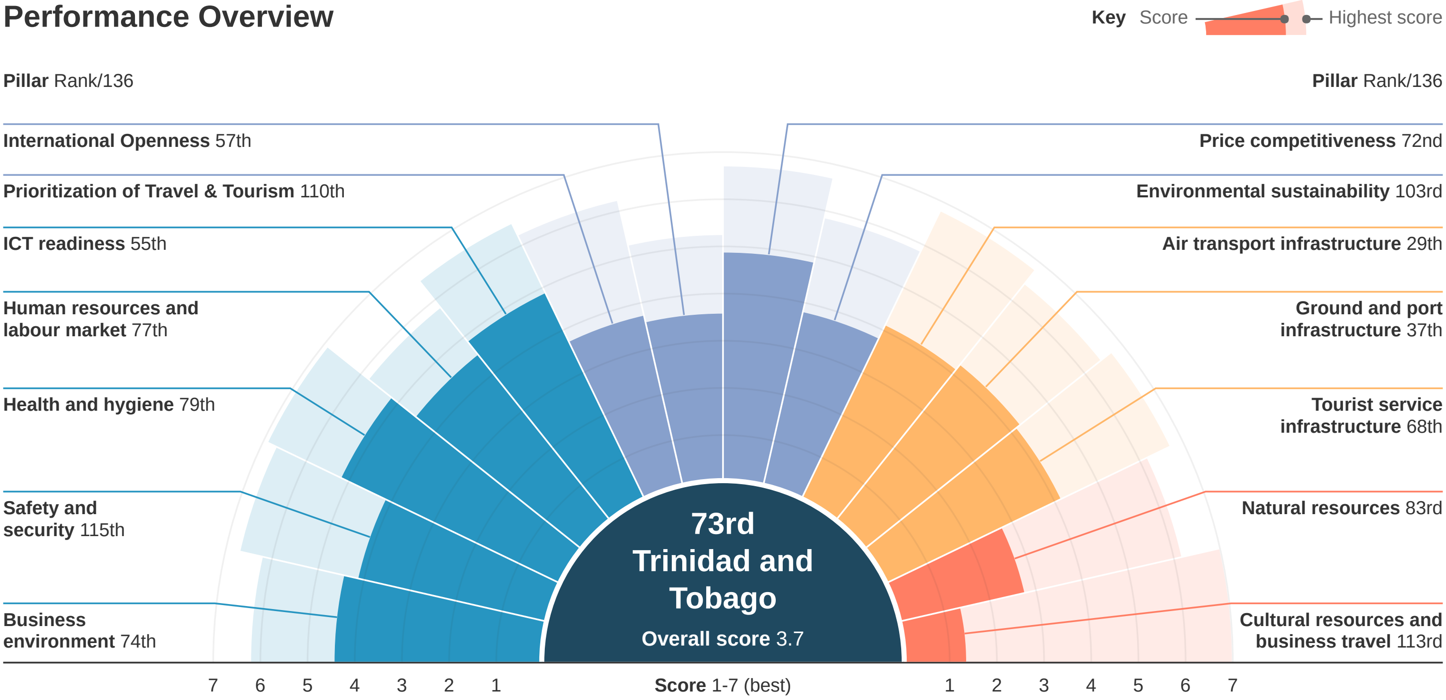
Travel & Tourism Competitiveness Index 2017 edition

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

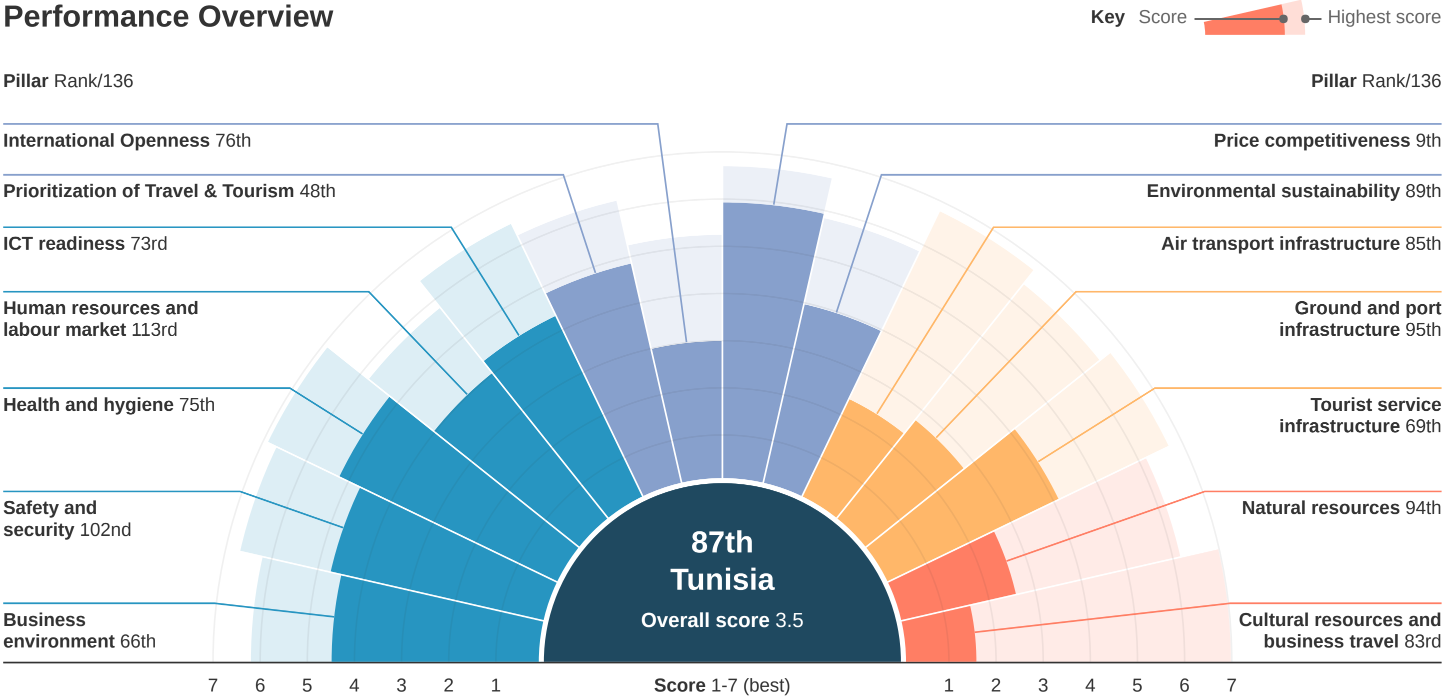
Key Indicators

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

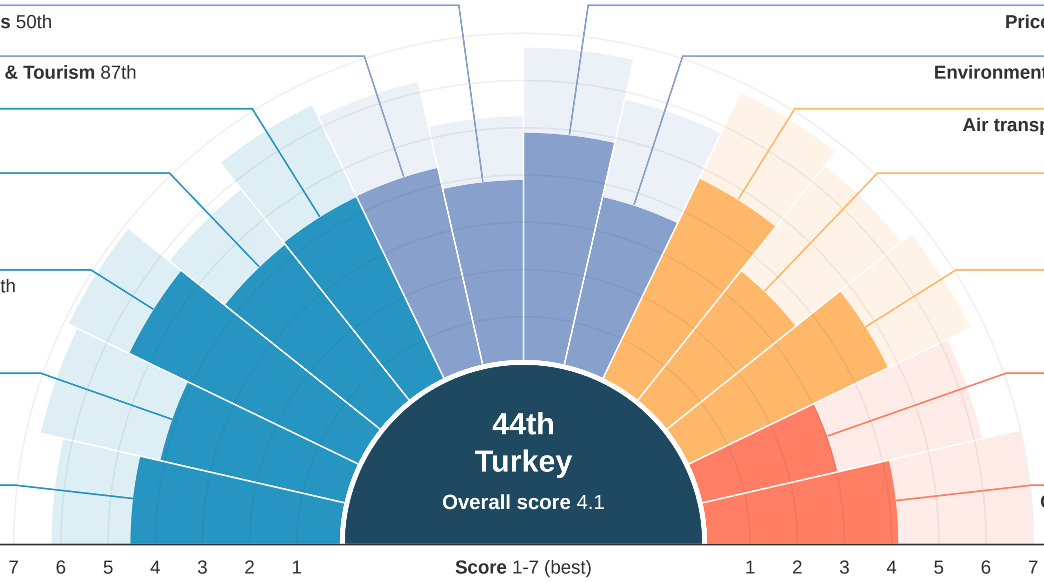
T&T industry GDP	US $35,897.8 million
% of total	5.0%
T&T industry employment	599,870 jobs
% of total	2.3%

Performance Overview

Key Score — Highest score

Pillar Rank/136

Pillar	Rank/136
International Openness	50th
Prioritization of Travel & Tourism	87th
ICT readiness	72nd
Human resources and labour market	94th
Health and hygiene	64th
Safety and security	116th
Business environment	63rd
Price competitiveness	70th
Environmental sustainability	112nd
Air transport infrastructure	14th
Ground and port infrastructure	54th
Tourist service infrastructure	42nd
Natural resources	70th
Cultural resources and business travel	16th



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

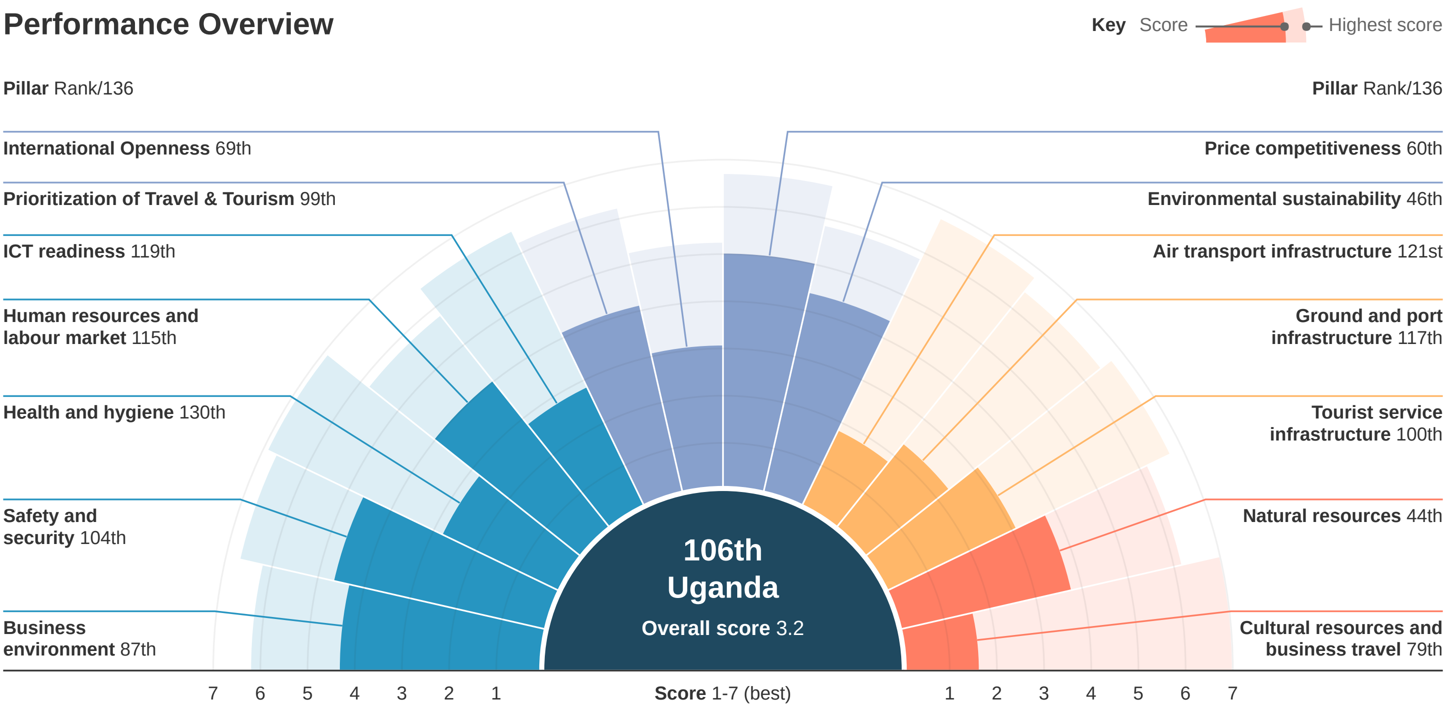
Key Indicators

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

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

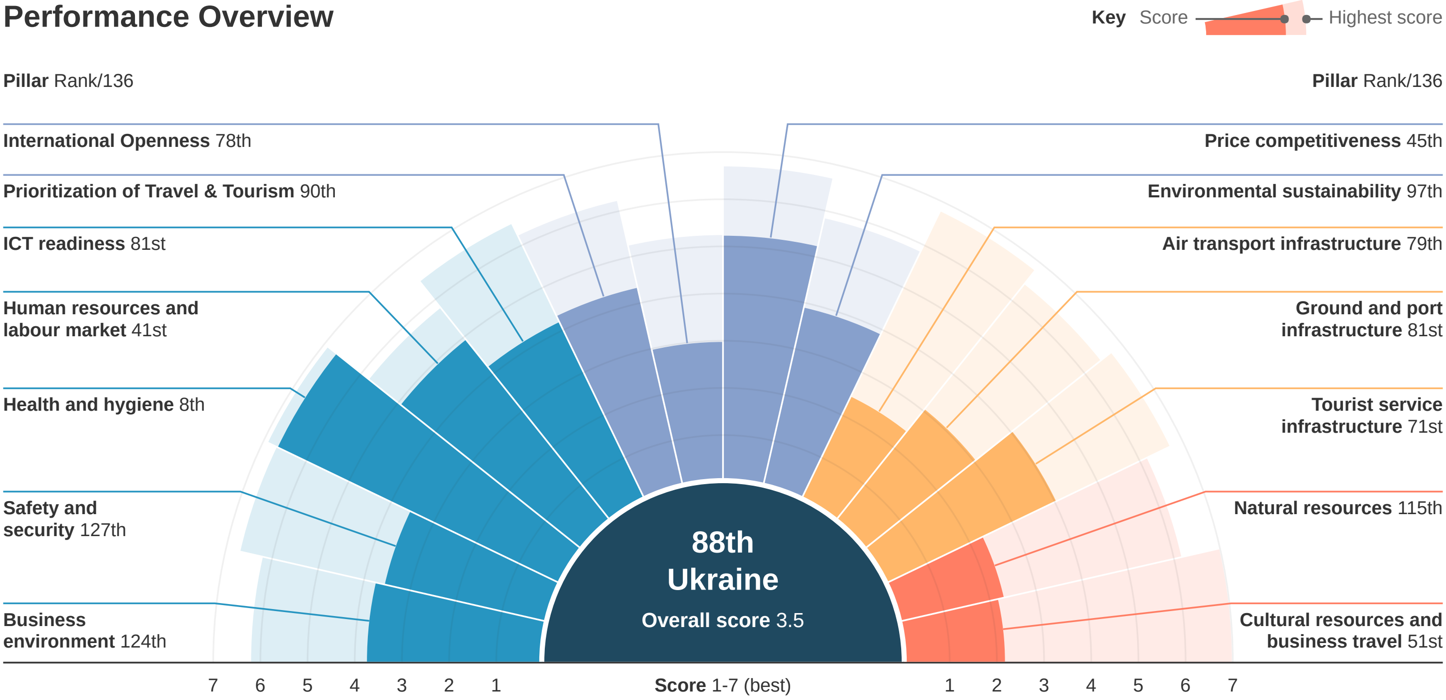
Key Indicators

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

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

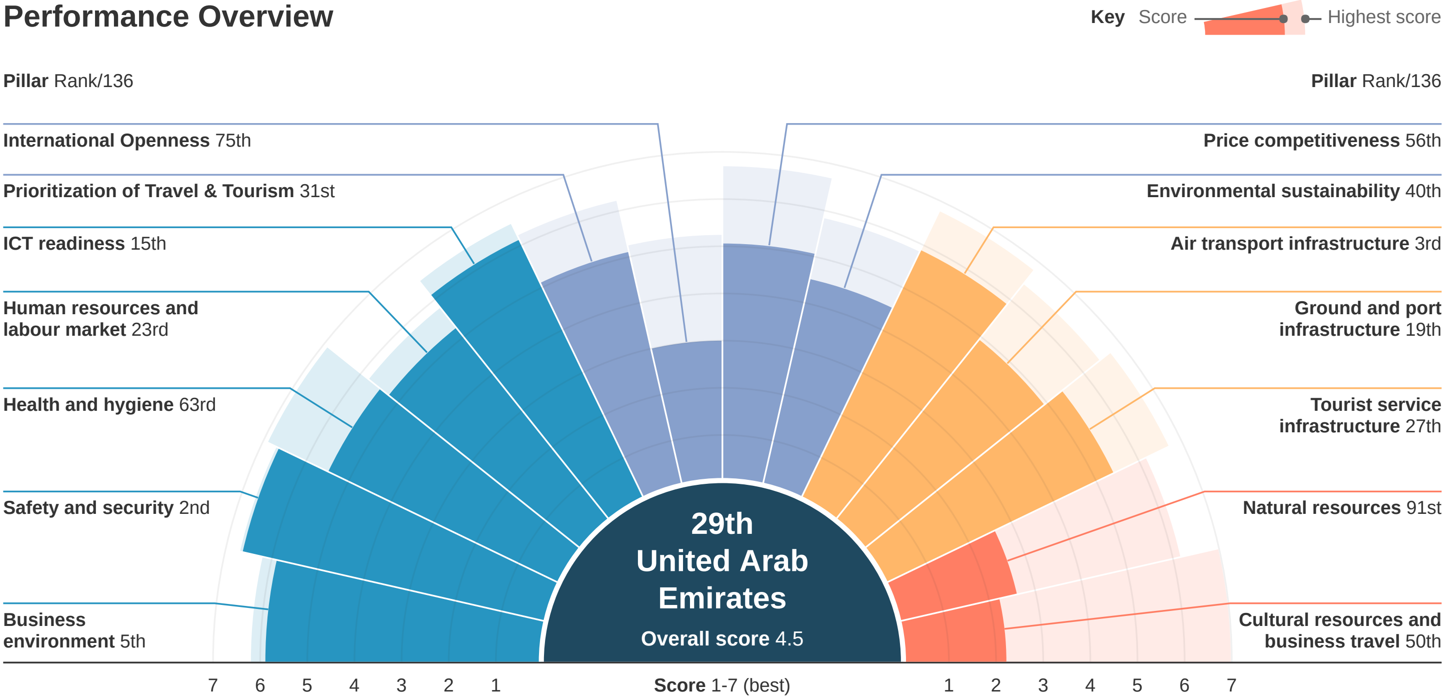
Travel & Tourism Competitiveness Index 2017 edition

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

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

WORLD ECONOMIC FORUM

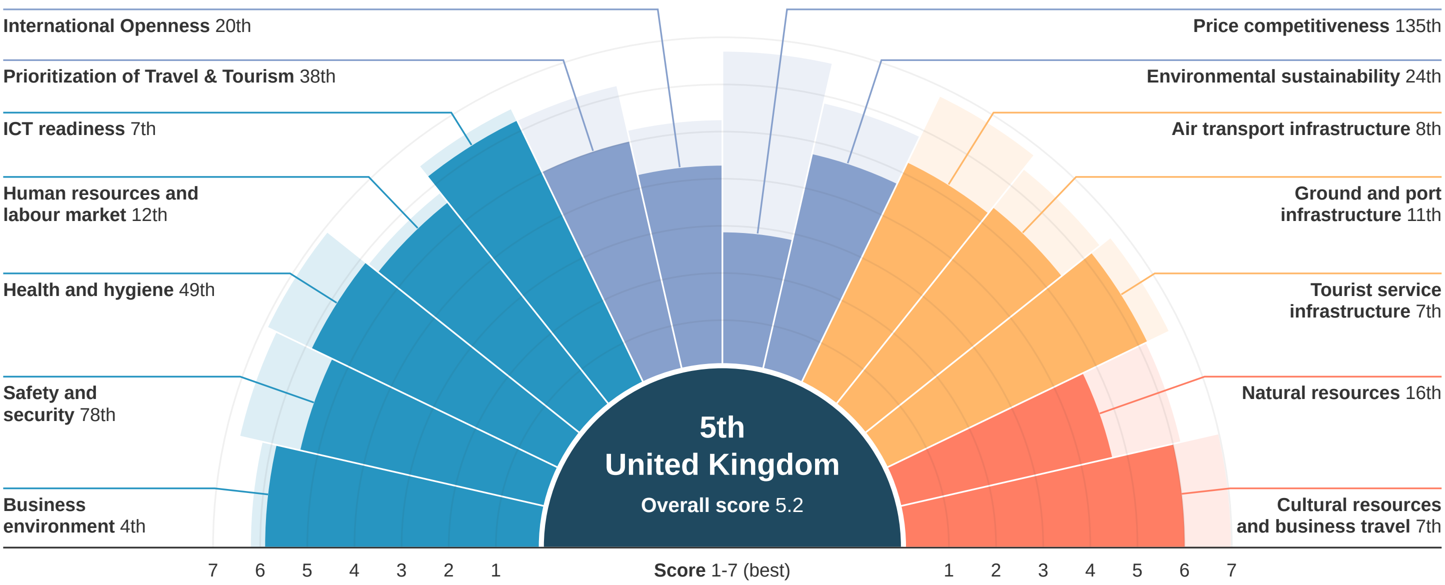
Key Indicators

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

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

WORLD ECONOMIC FORUM

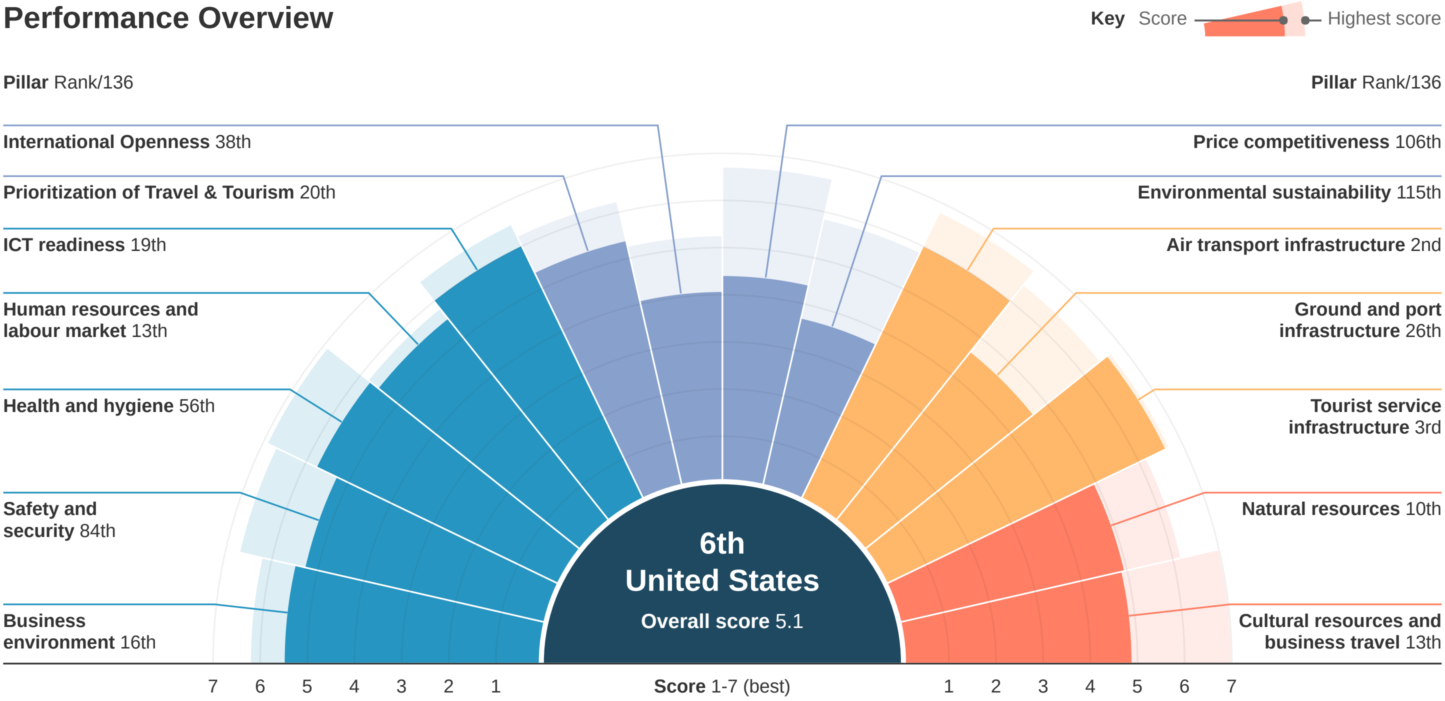
Key Indicators

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

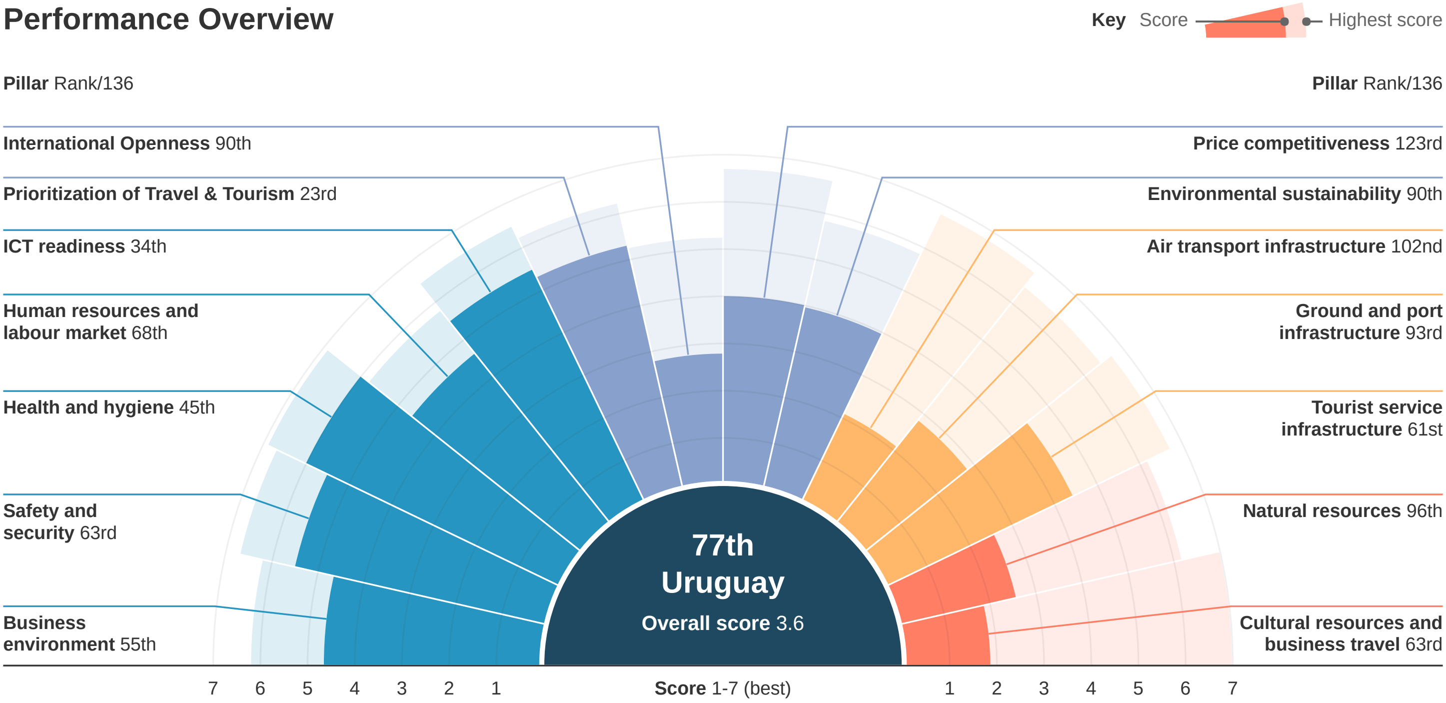
WORLD ECONOMIC FORUM

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

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

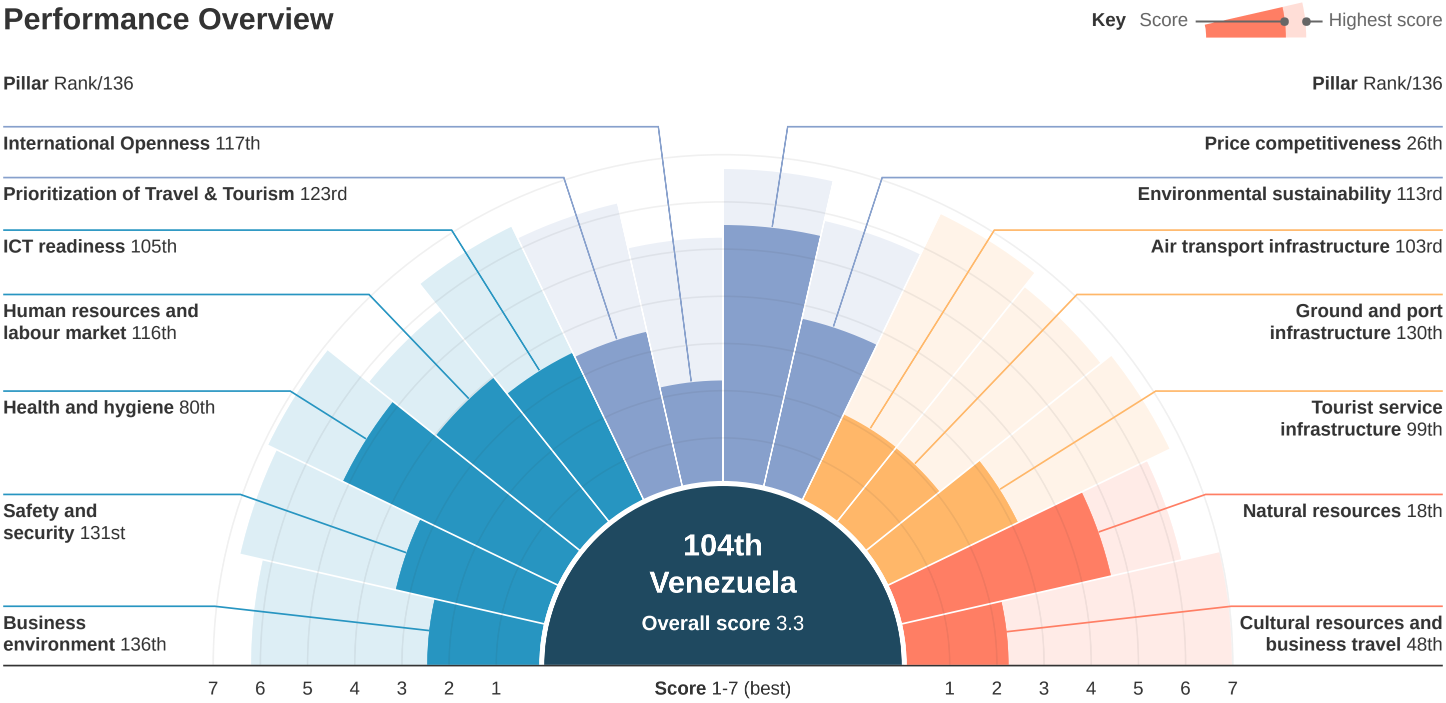
Travel & Tourism Competitiveness Index 2017 edition

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

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

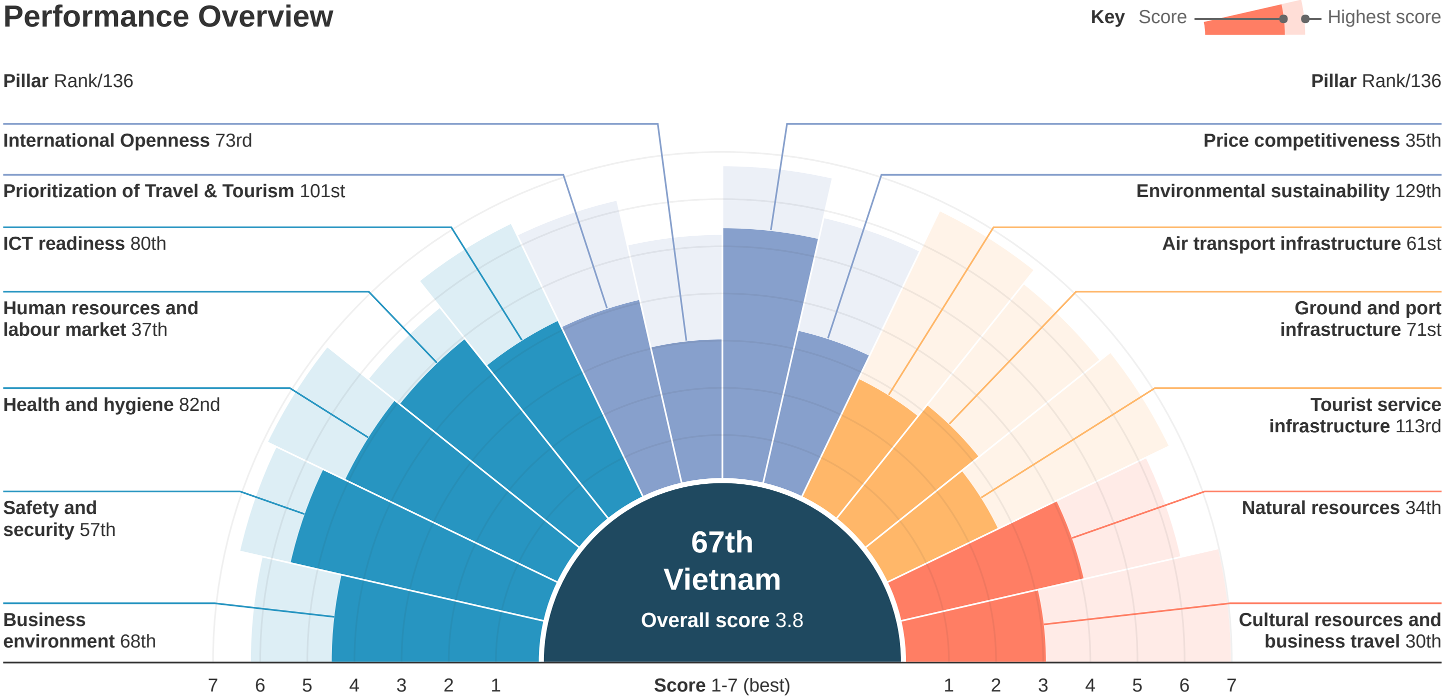
Key Indicators

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

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

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Travel & Tourism Competitiveness Index 2017 edition

Key Indicators

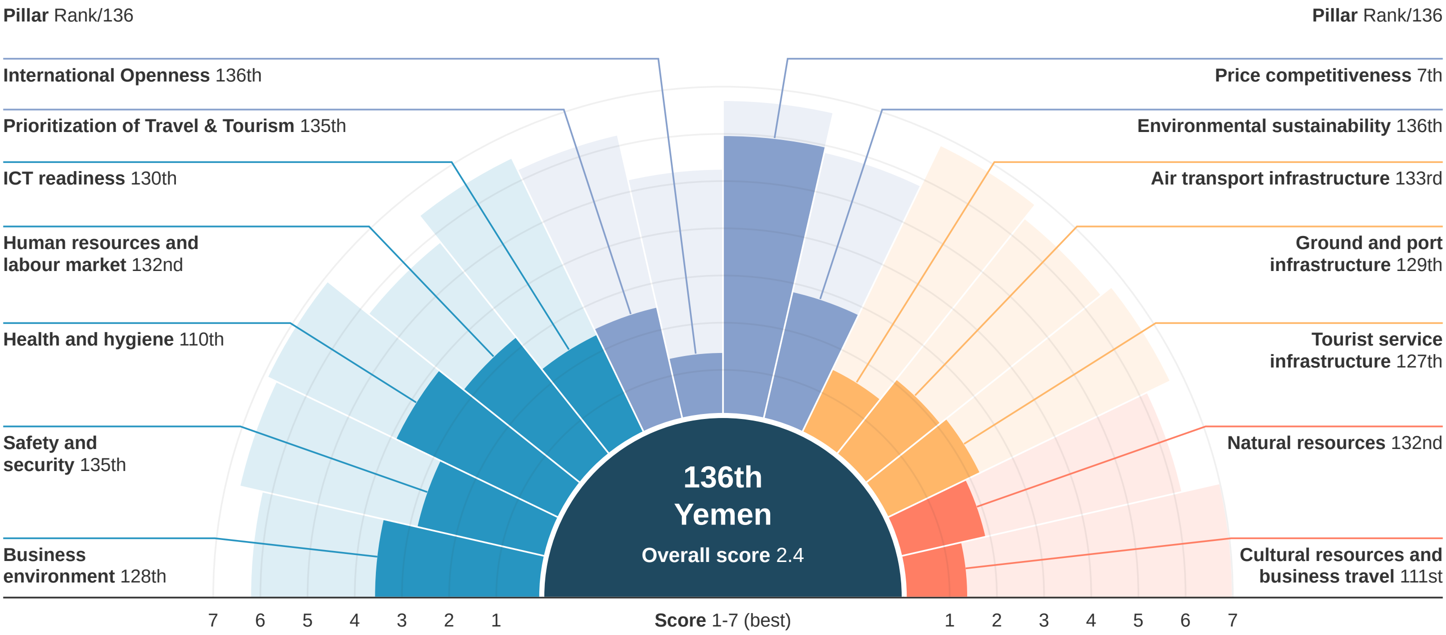
Sources: World Tourism Organization (UNWTO) and World Travel and Tourism Council (WTTC)

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

Key Score — Highest score



Past performance

Travel & Tourism Competitiveness Edition	2015	2017
Rank	138 / 141	136 / 136
Score	2.6	2.4

Yemen

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Travel & Tourism Competitiveness Index 2017 edition

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

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Travel & Tourism Competitiveness Index 2017 edition

WORLD ECONOMIC FORUM

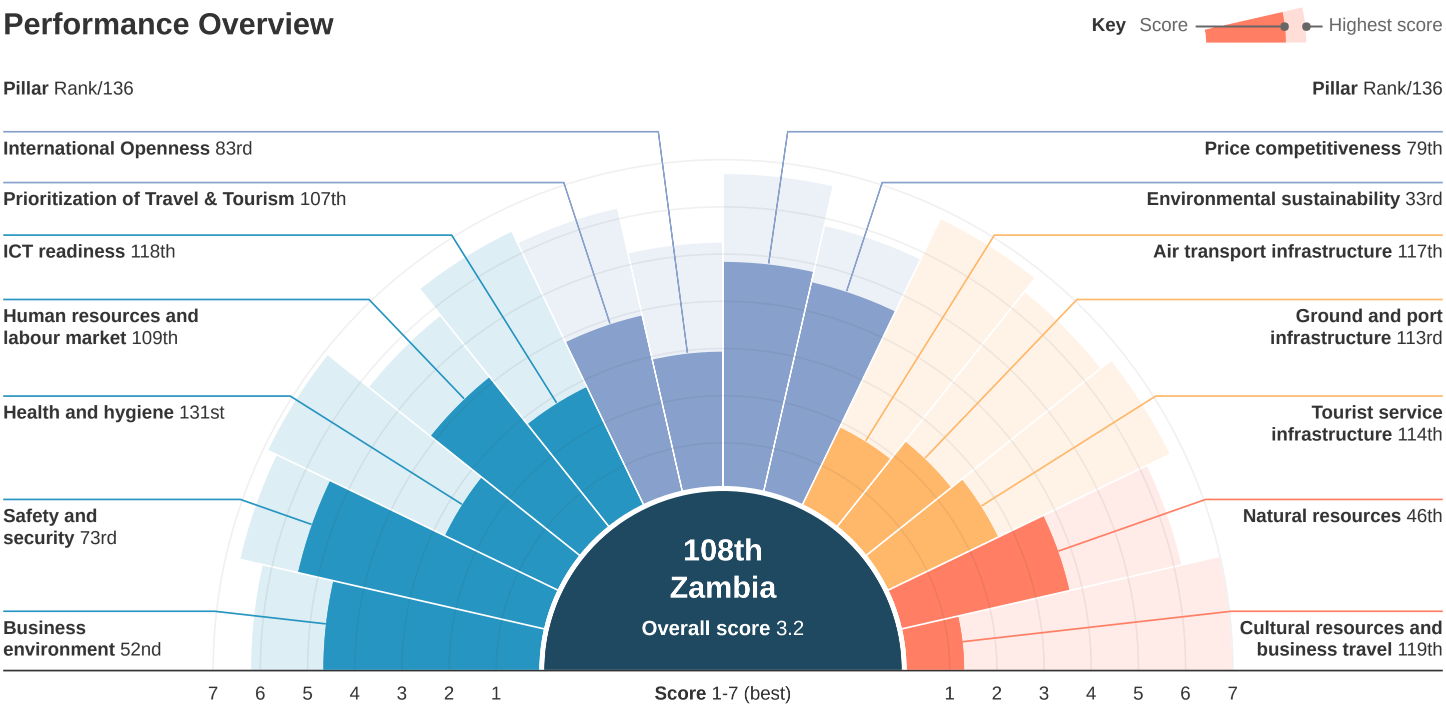
Key Indicators

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

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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

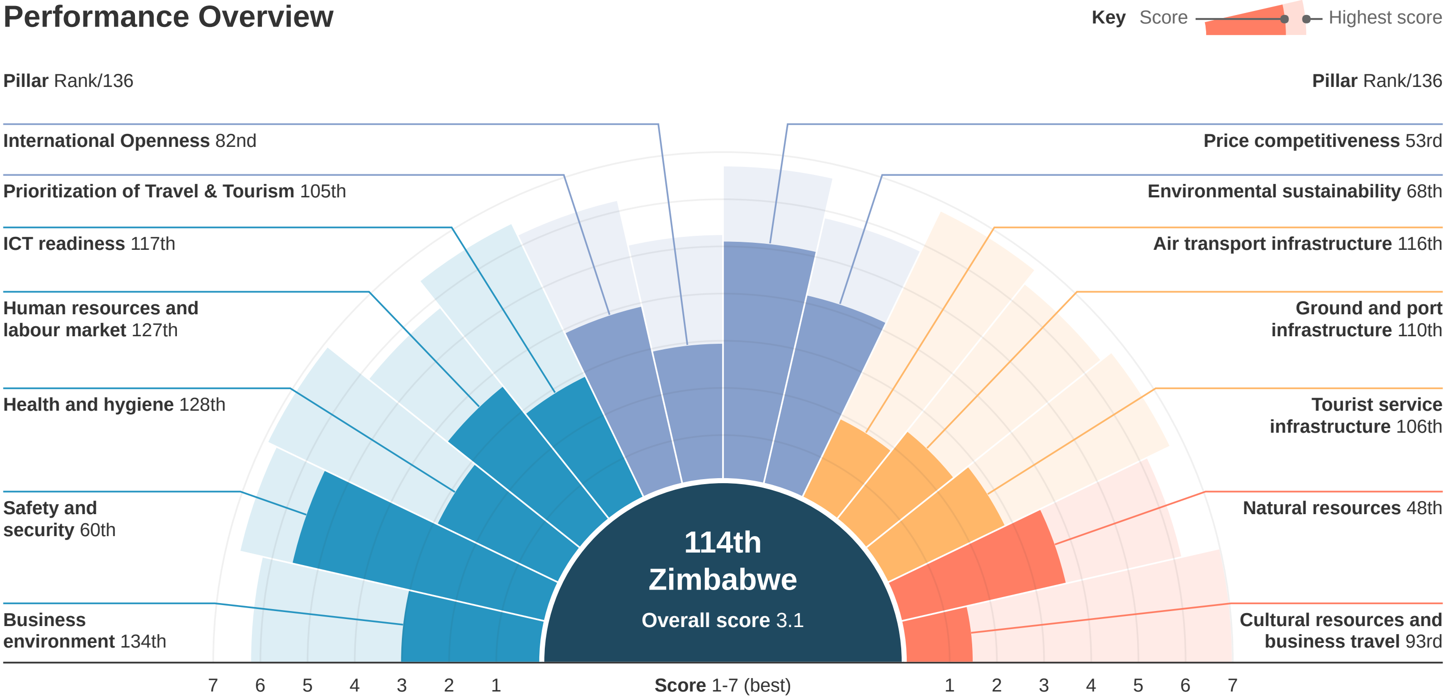
Travel & Tourism Competitiveness Index 2017 edition

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

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.

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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.

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Bloom Consulting
Countries Regions and Cities

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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.

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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.

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Emirates

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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.

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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.

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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.

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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