WORLD TRAVEL & TOURISM COUNCIL

Destination 2030: Global Cities' Readiness for Sustainable Tourism Growth

3rd November 2022

Urban Cleaning Association Conference, Portugal

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Head of Research

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Research

For over 30 years we have been quantifying the impact of Travel & Tourism in 185 countries in our annual **Economic Impact Research.**

CITY TRAVEL & TOURISM
ECONOMIC IMPACT

TRAVEL & TOURISM
SECTOR BENCHMARKING

TRAVEL & TOURISM
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World: Economic Impact 2022

Global Data

	Total GDP contribution:	Travel & Tourism GDP change:	Total Travel & Tourism jobs:	Change in Jobs[2]:
2019	10.3% USD 9,630 BN		333 MN = 1 in 10 jobs	
2020	5.3% USD 4,775 BN	-50.4% =USD -4,855 BN (Economy GDP = -3.3%)	271 MN = 1 in 12 jobs	-62.0MN = -18.6%
2021	6.1% USD 5,812 BN	+21.7% =USD 1,038 BN (Economy GDP = 5.8%)	289 MN = 1 in 11 jobs	+18.2MN = + 6.7%

Portugal: Economic Impact 2022

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Portugal Key Data

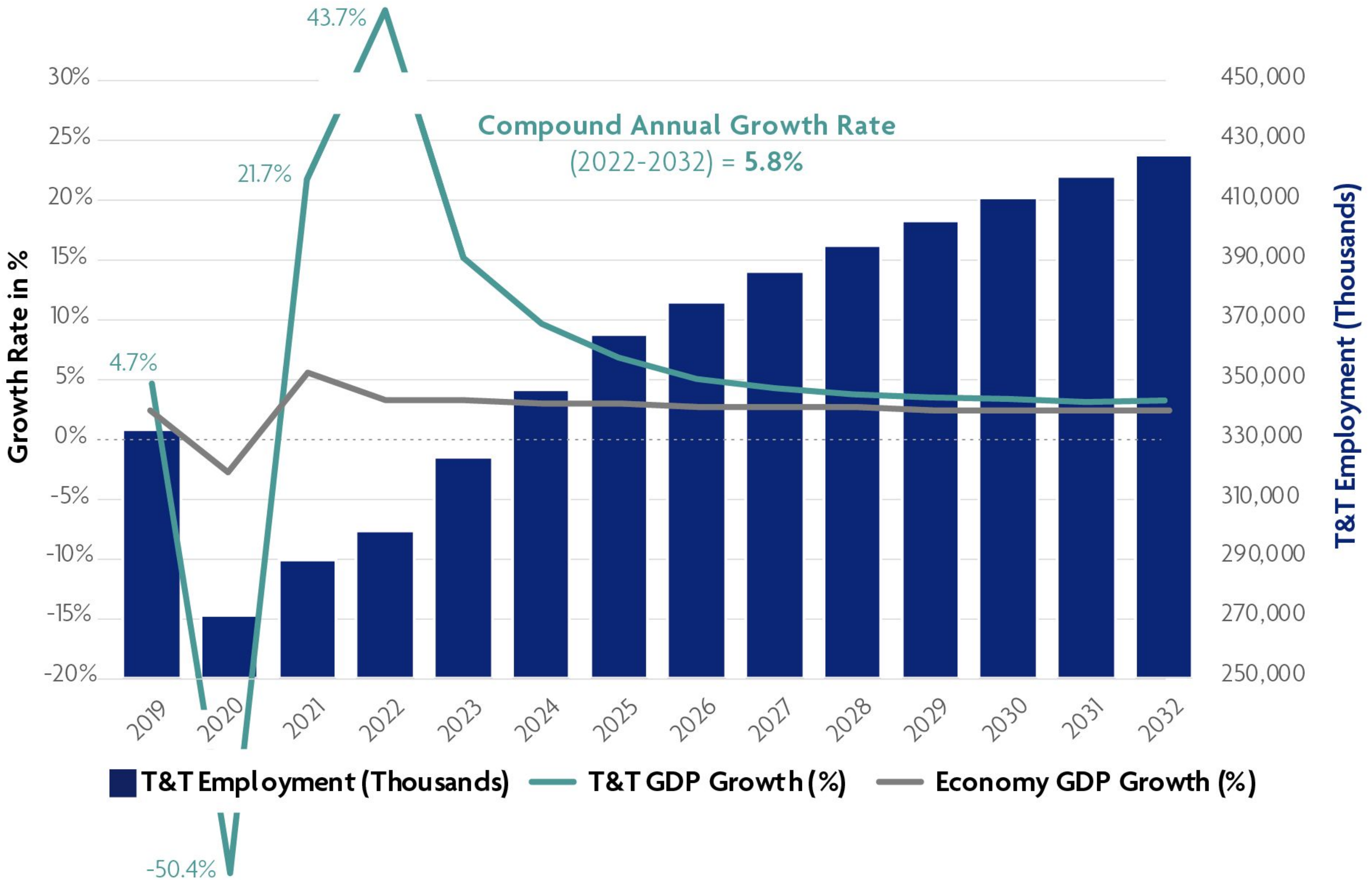
2019	2020	2021
Total contribution of Travel & Tourism to GDP:		
17.1% of Total Economy **EUR 37.6BN** (USD 41.4BN)	**8.7%** of Total Economy **EUR 17.4BN** (USD 19.2BN) Change: **-53.6%** Economy change: -8.5%	**10.9%** of Total Economy **EUR 23.1BN** (USD 25.5BN) Change: **+32.6%** Economy change: +5.0%
Total contribution of Travel & Tourism to Employment:		
1.01MN **21.3%** of total jobs	**0.85MN** **18.2%** of total jobs Change: **-15.6%**	**0.90MN** **18.9%** of total jobs Change: **+5.9%**

World Economic Impact Timeline: 2019-2032

2022-2032 key facts:

126 million new jobs

+5.8%
Average Annual Growth
(T&T GDP)
Vs
+2.7%
Global Economy GDP
average annual growth rate



Staff Shortages – key issue for the sector

WTTC report discusses how staff shortages are impacting the T&T sector

T&T labour shortages in Q3 2022		
EU	1.19 mn	(1 in 9 unfilled jobs)
US	412,000	(1 in 15 unfilled jobs)
Italy	250,000	(1 in 6 unfilled jobs)
Spain	137,000	(1 in 8 unfilled jobs)
UK	128,000	(1 in 14 unfilled jobs)
France	71,000	(1 in 19 unfilled jobs)
Portugal	49,000	(1 in 10 unfilled jobs)

With the easing of restrictions, employment demand is outstripping the available labour supply.

Recommendations to governments and businesses

1. Facilitate Labour Mobility
2. Facilitate Flexible and Remote Work
3. Enable Decent Work and Provide Competitive Employee Benefits
4. Develop and Support a Skilled Workforce
5. Promote Opportunities within the Sector
6. Strengthen Collaboration at all Levels
7. Adopt Technological and Digital Solutions

Destination 2030

63 cities 75 indicators

- Assessment of global cities' readiness for sustainable tourism growth
- Indicators integrated within eight pillars
- Five city typologies/categories were defined in terms of distinctive contexts, challenges, and opportunities
- Recommendations for cities looking to sustainably grow the sector

Readiness Index Indicators

Scale

- Total Overnight Visitor Arrivals
- Total Air Passengers
- International Air Passengers as Share of Total
- Airline Seat Capacity
- Number of Destinations Served by Airport
- Volume of Visitor Attractions
- Largest venue square footage
- Number of Sports Arenas
- Number of Mega Events
- Total Hotel Meeting Space
- Number of Hotel Rooms
- Number of Shared Home Rental Listings

Concentration

- Visitor Arrivals / Population
- Number of Attractions / Visitor Arrivals
- Seasonality of Airline Seats
- Visitors per Square km
- Hotel Occupancy
- Seasonality of Hotel Occupancy
- Home Rental Occupancy
- Home Rental Inventory as percent of total lodging inventory
- Dispersal of Tourism
- Growth in Visitor Arrivals vs. Accommodation Stock
- Share of Negative Visitor Attractions Reviews

Leisure

- Leisure Travel Spend (% of total spend)
- Volume of 3 plus star Visitor Attraction Ratings
- Price competiveness and hotel ADR value
- World Heritage status
- Seasonality of Airport Arrivals
- Cruise Passenger Arrivals
- Presence of luxury brands / retail availability

Business

- Business Travel Spend (% of total spend)
- Volume of business travellers
- GDP per Capita
- Size of Workforce
- Corporate Presence
- Office square footage
- Largest venue square footage
- Gender balance

Environmental Readiness

- Protected areas
- Renewables being used
- Number of sustainable hotels
- Temperature Extremes
- Air quality index
- Water availability and quality
- Risk Level of a natural disaster
- Does the city have an emission goal?
- Carbon emission production

Urban Readiness

- Cost of Living
- Availability of workforce
- Well-being survey of citizens
- Infrastructure Index
- Digital Security Index
- Business friendliness
- Traffic Congestion
- Disability Readiness
- Travel & Tourism employment
- Travel & Tourism Employment Growth
- Travel & Tourism supply chain

Safety and Security

- COVID-19 vaccination levels
- Overall safety
- LGBTQ+ safety
- Personal Security Index
- Healthcare Index
- Family Friendliness
- Women's safety
- Social and Political Stability
- Day/Nighttime safety

Policy Prioritisation

- Economic Openness Index
- Does the City have a Tourism Strategy Plan?
- Economic Development Plan
- Sustainable Tourism Growth Plan
- Tourism Flows Management Policy
- Home Rental Policy
- Small Business Incentives / Entrepreneurial Accessibility
- Tourism Development Tax Legislation
- Emergency Planning
- Visa policy at country level

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METHODOLOGY

COMPREHENSIVE + MANAGEABLE TOOL

75

DATA POINTS

4725

INDEXED OUTCOMES
ACROSS 63 CITIES CREATE
DESTINATION PILLARS AND FIVE TYPOLOGIES

LEVELS OF CITY READINESS

CITY TYPOLOGIES

EMERGING PERFORMERS

MATURE PERFORMERS

BALANCED DYNAMICS

DAWNING DEVELOPERS

MANAGING MOMENTUM

LEVELS OF CITY READINESS

CITY TYPOLOGIES

DAWNING DEVELOPERS

- Emerging tourism infrastructure
- Historically placed less emphasis on Travel & Tourism
- Gradual tourism growth but have lower levels of concentration
- Clean slate in planning long-term tourism development with opportunities ahead

EMERGING PERFORMERS

- Growing tourism momentum, enabled by emerging tourism infrastructure
- Opportunities for strategic development.
- Smaller scale – should visitor arrivals outpace scale & capacity, may experience pressures such as overcrowding.

BALANCED DYNAMICS

- Established tourism infrastructure
- Potential for further Travel & Tourism growth, across both leisure and business segments
- Balanced scale and concentration.

MATURE PERFORMERS

- Strong leisure and/or business travel dynamics
- Established tourism infrastructure
- Need to proactively consider potential pressures & opportunities for diversification to avoid strains linked to growth

MANAGING MOMENTUM

- Historically high growth momentum
- Established tourism infrastructure.
- Already feeling the pressures of balancing scale & concentration

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OUTCOMES

Key Considerations To Enhance Destination Readiness

- PUBLIC–PRIVATE COMMUNITY ENGAGEMENT
- COMMUNICATION & OUTREACH
- LEVERAGING TECHNOLOGY
- SUSTAINABILITY AT THE CORE
- STRATEGIC PLANNING

Case studies

Vancouver

- Zero Waste 2040 strategy
- In 2022, the city introduced a ban on plastic shopping bags
- Focus on cleanliness (parks, streets, etc.)

Milan

- The first major city to enforce a city-wide food waste policy
- Three food waste hubs launched in 2019 with the aim of halving waste by 2030

Loulé, Lagos and Faro

- Recyclable waste collection

Copenhagen

- Aim to be the world’s first carbon neutral capital by 2025
- Circular Copenhagen: Resource and Waste Management Plan 2024 – recycle 70% of municipal waste by 2024

Singapore

- The National Environment Agency has developed a range of initiatives and programmes to curb waste growth

Ljubljana

- Green mobility, waste management, sustainable urban planning

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READINESS CHECK

SCALE

CONCENTRATION

LEISURE

BUSINESS

ENVIRONMENTAL

READINESS

URBAN READINESS

SAFETY AND SECURITY

POLICY PRIORITIZATION

WTTC and JLL have developed a readiness check designed to support destinations in assessing where they are related to the readiness typologies.

22nd GLOBAL SUMMIT
WORLD TRAVEL & TOURISM COUNCIL
Riyadh, Kingdom of Saudi Arabia
28 Nov – 1 Dec 2022

01/11/2022

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Thank you

For more details visit www.wttc.org
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