

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

Department of Economic Development—Dubai, Competitiveness  
Office  
H.E. Khaled Ibrahim Al kassim, Director of Dubai Competitiveness  
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Bruno Gili, Professor  
Isidoro Hodara, Professor

### **Venezuela**

CONAPRI—The Venezuelan Council for Investment Promotion  
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Eduardo Porcarelli, Executive Director

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Lawrence Pratt, Director

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# Preface

## Cheryl Martin

Head of Industries, Member of the Managing Board  
World Economic Forum

## Richard Samans

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

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

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

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

At the core of the *Report* is the seventh edition of the Travel & Tourism Competitiveness Index (TTCI). The aim of the TTCI, which covers 136 economies this year, is to provide a comprehensive strategic tool for measuring the set of factors and policies that enable the sustainable development of the travel & tourism sector, which in turn, contributes to the

development and competitiveness of a country. By providing detailed assessments of the T&T environments of countries worldwide, the results can be used by all stakeholders to work together to improve the industry's competitiveness in their national economies. It also allows countries to track their progress over time in the various areas measured.

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

The *Report* could not have been put together without the distinguished thinkers who have shared with us their knowledge and experience. We are grateful to our Data Partners: Deloitte, the International Air Transport Association (IATA), the International Union for Conservation of Nature (IUCN), the World Tourism Organization (UNWTO), the World Travel & Tourism Council (WTTC) and Bloom Consulting for helping us to design and develop the TTCI, and for providing much of the industry-relevant data used in its calculation. We thank our Industry Partners in this *Report*—namely ACCOR, Amadeus, AirAsia, ANA, 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.

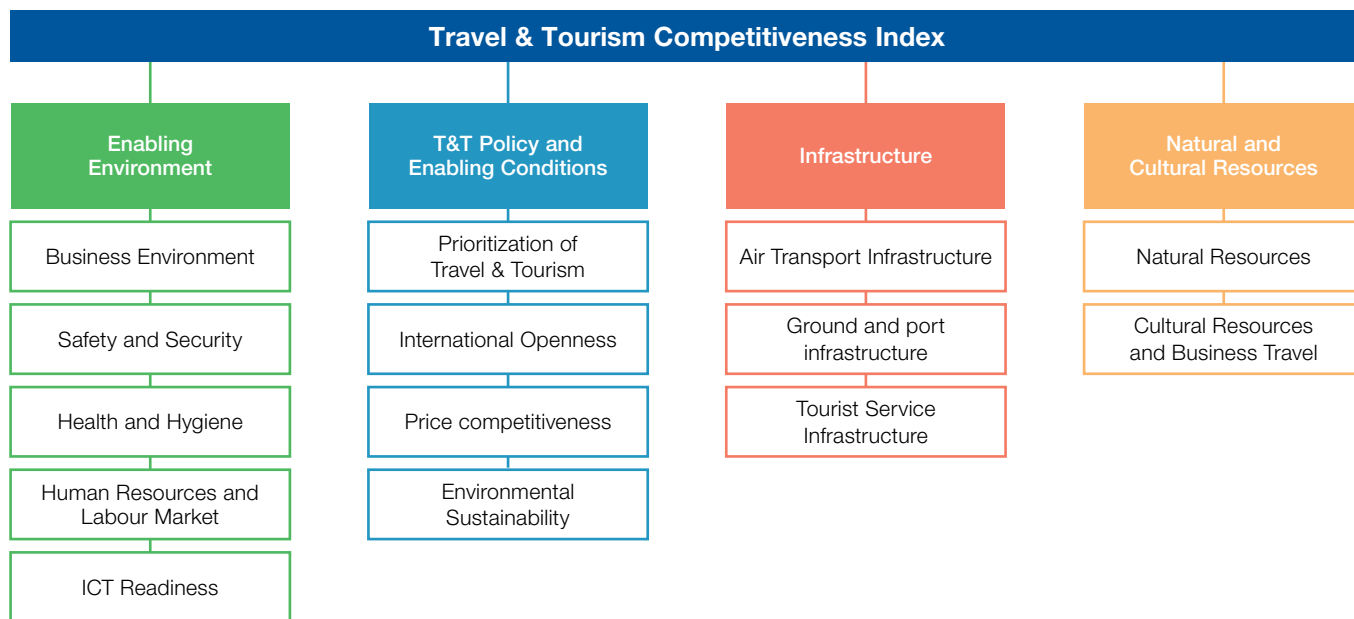
The **Americas** is the macro region with the second most improved performance at the aggregate level, with the United States (6th), Canada (9th), Mexico (22nd) and Brazil (27th) all ranking in the top 30. While the majority of the countries in the region rely on rich natural resources, vast differences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

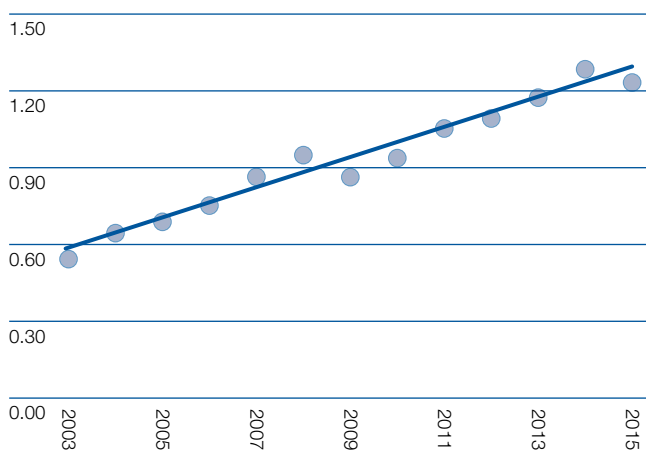
In 2017, the travel & tourism industry continues to make a real difference to the lives of millions of people by driving growth, creating jobs, reducing poverty and fostering development and tolerance. For the sixth consecutive year, industry growth outperforms that of the global economy, showcasing 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.<sup>1</sup> International arrivals followed suit, reaching 1.2 billion in 2016, 46 million more than in 2015.<sup>2</sup> 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.<sup>3</sup> 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.<sup>4</sup> 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

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.

growth and, by 2050, halve net CO<sub>2</sub> 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.

## 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.<sup>5</sup>

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.

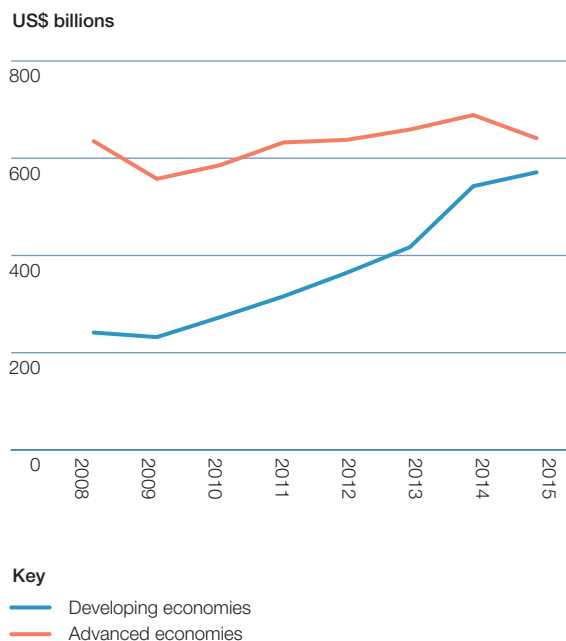
### Build Bridges, Not Walls

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.<sup>6</sup> 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.

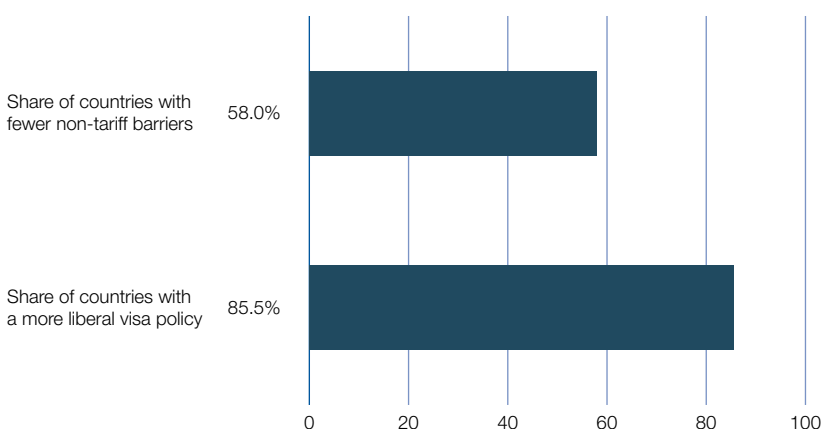
The World Economic Forum's 2017 *Digital Borders Report* presents a vision for the future of travel, where eligibility to travel is based on the individual rather than on the legacy system of the traveller's country of origin. In this digital age, technological solutions can and should be created and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

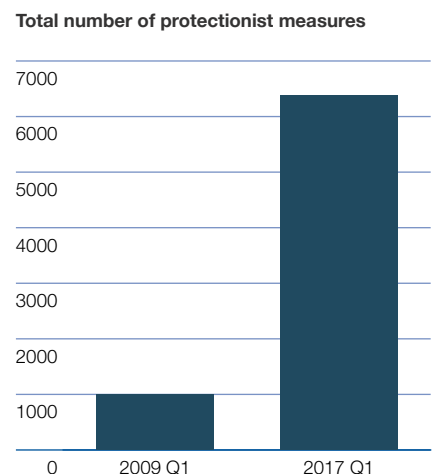
With 4.9 billion unique mobile (cell) phone users worldwide and an estimated 2.7 billion people on social media<sup>7</sup>, digital services available via mobile platforms and social media are offering many more services and changing the way they are

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



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

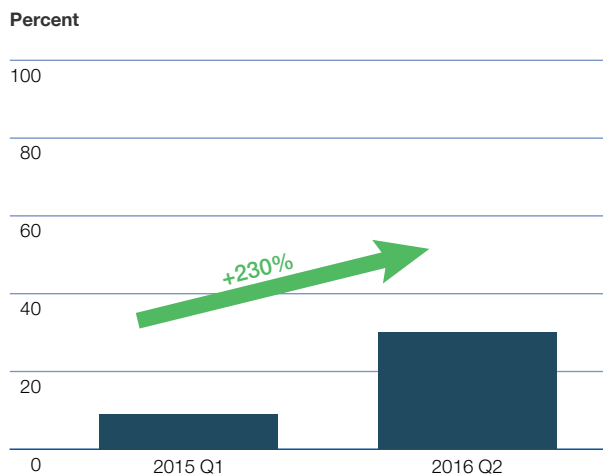
**Figure 5b: Evolution in cumulative trade protectionist measures**



**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**

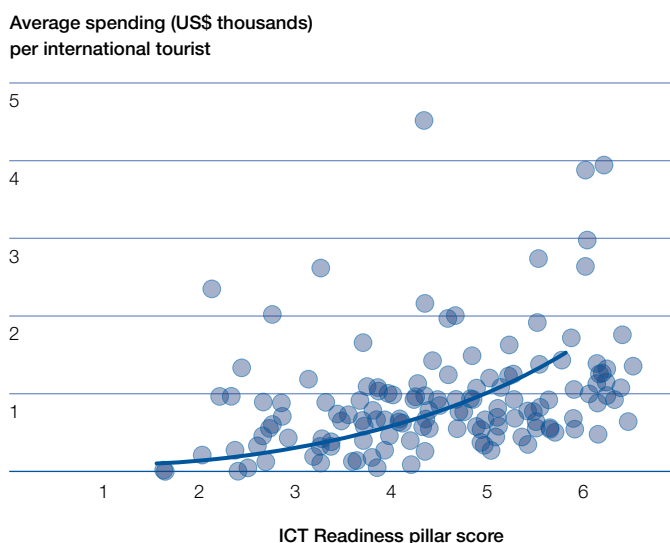


**Source:** Criteo, *Travel Flash Report 2016*, <http://www.criteo.com/media/5717/criteo-travel-flash-report-october-2016.pdf>.

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.

**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.

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**

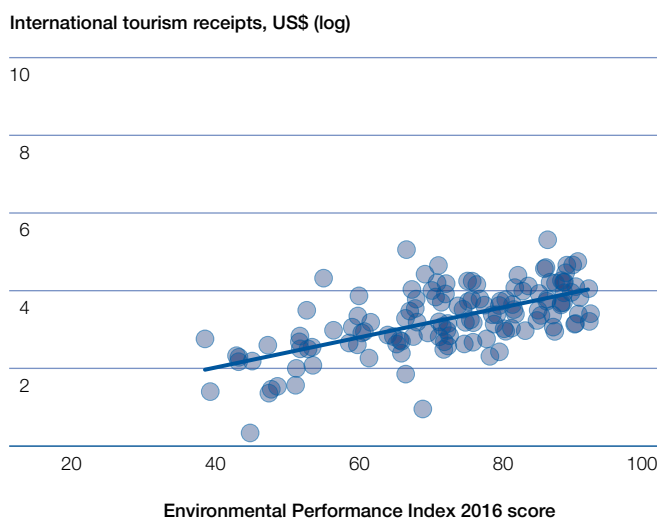
Despite growing global awareness of the importance of sustainability, and the fact that real progress has been made on some fronts, many aspects of the natural environment continue to degrade, causing a serious and quantifiable impact on the tourism sector. Though countries are increasingly committed to respecting international environmental standards, environmental performance benchmarking assessments<sup>8</sup> 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.

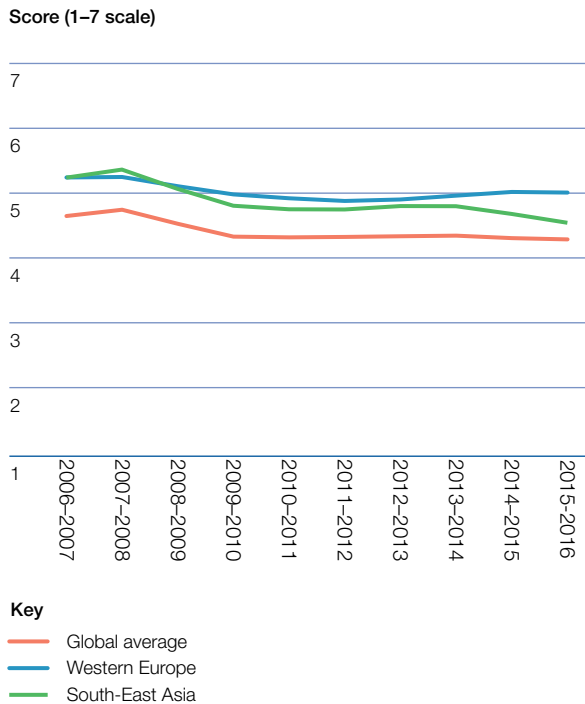
Given the close relationship between natural resources and a very large segment of the tourism industry, then, a lack of progress on fostering sustainability, both from a general and sectoral point of view, will reduce tourism development opportunities.

**Figure 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.

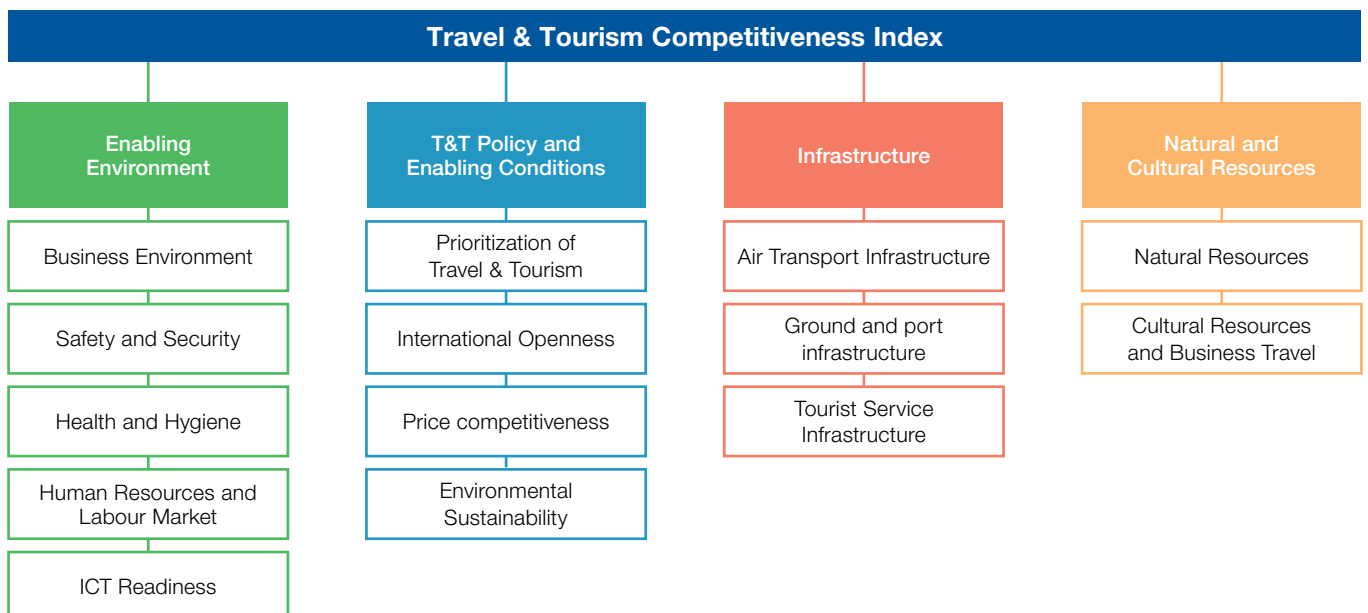
The T&T Competitiveness Index measures four broad factors of competitiveness. These factors are organized into subindexes, which are further divided into 14 pillars:

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

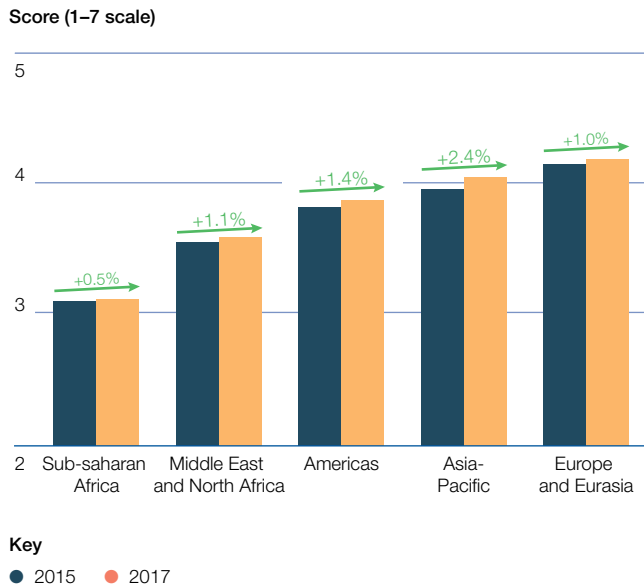
1. Business Environment
2. Safety and Security
3. Health and Hygiene
4. Human Resources and Labour Market
5. ICT Readiness

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<sup>9</sup> 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<sup>10</sup> 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 &amp; Tourism Competitiveness Index 2017 Ranking

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

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

Country/Economy	Global rank	Enabling Environment				
		Business environment	Safety and security	Health and hygiene	Human resource and labour market	ICT readiness
<b>SOUTHERN EUROPE</b>						
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
<b>Southern Europe Average</b>		<b>4.4</b>	<b>5.7</b>	<b>6.2</b>	<b>4.7</b>	<b>5.1</b>
<b>WESTERN EUROPE</b>						
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
<b>Western Europe Average</b>		<b>5.3</b>	<b>5.9</b>	<b>6.4</b>	<b>5.4</b>	<b>5.9</b>
<b>NORTHERN EUROPE</b>						
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
<b>Northern Europe Average</b>		<b>5.2</b>	<b>6.2</b>	<b>6.3</b>	<b>5.4</b>	<b>6.0</b>

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 &amp; Tourism Competitiveness Index 2017: Europe and Eurasia (cont'd.)

Country/Economy	Global rank	Enabling Environment				
		Business environment	Safety and security	Health and hygiene	Human resource and labour market	ICT readiness
<b>BALKANS AND EASTERN EUROPE</b>						
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
<b>Balkans and Eastern Europe Average</b>		<b>4.2</b>	<b>5.6</b>	<b>6.1</b>	<b>4.6</b>	<b>4.8</b>
<b>EURASIA</b>						
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
<b>Eurasia Average</b>		<b>4.5</b>	<b>5.2</b>	<b>6.2</b>	<b>4.8</b>	<b>4.2</b>

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.)**

Country/Economy	T&T policy and enabling conditions				Infrastructure			Natural and cultural resources	
	Prioritization of T&T	International openness	Price competitiveness	Environmental sustainability	Air transport infrastructure	Ground and port infrastructure	Tourist service infrastructure	Natural resources	Cultural resources & business travel
<b>SOUTHERN EUROPE</b>									
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
<b>Southern Europe Average</b>	<b>5.3</b>	<b>4.0</b>	<b>4.5</b>	<b>4.3</b>	<b>4.0</b>	<b>4.2</b>	<b>5.9</b>	<b>3.9</b>	<b>3.8</b>
<b>WESTERN EUROPE</b>									
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
<b>Western Europe Average</b>	<b>4.9</b>	<b>4.2</b>	<b>4.0</b>	<b>5.1</b>	<b>4.3</b>	<b>5.5</b>	<b>5.8</b>	<b>3.4</b>	<b>3.9</b>
<b>NORTHERN EUROPE</b>									
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
<b>Northern Europe Average</b>	<b>4.9</b>	<b>4.1</b>	<b>4.4</b>	<b>5.1</b>	<b>3.8</b>	<b>4.4</b>	<b>5.0</b>	<b>3.0</b>	<b>1.9</b>

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 &amp; Tourism Competitiveness Index 2017: Europe and Eurasia (cont'd.)

Country/Economy	T&T policy and enabling conditions				Infrastructure			Natural and cultural resources	
	Prioritization of T&T	International openness	Price competitiveness	Environmental sustainability	Air transport infrastructure	Ground and port infrastructure	Tourist service infrastructure	Natural resources	Cultural resources & business travel
<b>BALKANS AND EASTERN EUROPE</b>									
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
<b>Balkans and Eastern Europe Average</b>	<b>4.2</b>	<b>3.2</b>	<b>4.9</b>	<b>4.4</b>	<b>2.3</b>	<b>3.4</b>	<b>4.4</b>	<b>2.7</b>	<b>1.7</b>
<b>EURASIA</b>									
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
<b>Eurasia Average</b>	<b>4.3</b>	<b>2.6</b>	<b>5.3</b>	<b>4.0</b>	<b>2.5</b>	<b>2.9</b>	<b>3.4</b>	<b>2.6</b>	<b>1.8</b>

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

competitiveness 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 T&T 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 &amp; Tourism Competitiveness Index 2017: Americas

Country/Economy	Global rank	Enabling environment				
		Business environment	Safety and security	Health and hygiene	Human resource and labour market	ICT readiness
<b>NORTH AND CENTRAL AMERICA</b>						
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
<b>North and Central America Average</b>		<b>4.5</b>	<b>4.6</b>	<b>5.1</b>	<b>4.6</b>	<b>4.4</b>
<b>SOUTH AMERICA</b>						
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
<b>South America Average</b>		<b>3.8</b>	<b>4.6</b>	<b>5.2</b>	<b>4.4</b>	<b>4.3</b>

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 through 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.

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

Country/Economy	T&T policy and enabling conditions				Infrastructure			Natural and cultural resources	
	Prioritization of T&T	International Openness	Price Competitiveness	Environmental Sustainability	Air Transport Infrastructure	Ground and port infrastructure	Tourist Service Infrastructure	Natural Resources	Cultural Resources & Business Travel
<b>NORTH AND CENTRAL AMERICA</b>									
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
<b>SOUTH AMERICA</b>									
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 (22nd) 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**

Country/Economy	Global rank	Enabling environment				
		Business environment	Safety and security	Health and hygiene	Human resource and labour market	ICT readiness
<b>MIDDLE EAST</b>						
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
<b>Middle East Average</b>		<b>4.9</b>	<b>5.3</b>	<b>5.4</b>	<b>4.4</b>	<b>5.0</b>
<b>NORTH AFRICA</b>						
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
<b>North Africa Average</b>		<b>4.4</b>	<b>4.8</b>	<b>5.0</b>	<b>4.0</b>	<b>4.0</b>

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 (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.

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

Country/Economy	T&T policy and enabling conditions				Infrastructure			Natural and cultural resources	
	Prioritization of T&T	International Openness	Price Competitiveness	Environmental Sustainability	Air Transport Infrastructure	Ground and port infrastructure	Tourist Service Infrastructure	Natural Resources	Cultural Resources & Business Travel
<b>MIDDLE EAST</b>									
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
<b>Middle East Average</b>	<b>4.3</b>	<b>2.3</b>	<b>5.3</b>	<b>3.7</b>	<b>3.2</b>	<b>3.7</b>	<b>4.2</b>	<b>2.2</b>	<b>1.7</b>
<b>NORTH AFRICA</b>									
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
<b>North Africa Average</b>	<b>4.4</b>	<b>2.4</b>	<b>5.8</b>	<b>3.9</b>	<b>2.5</b>	<b>2.9</b>	<b>3.3</b>	<b>2.7</b>	<b>2.4</b>

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 TTCL, 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 &amp; 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
<b>SOUTHERN AFRICA</b>						
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
<b>Southern Africa Average</b>		<b>4.5</b>	<b>5.1</b>	<b>3.2</b>	<b>4.1</b>	<b>3.5</b>
<b>EASTERN AFRICA</b>						
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
<b>Eastern Africa Average</b>		<b>4.3</b>	<b>4.9</b>	<b>3.4</b>	<b>4.0</b>	<b>2.7</b>
<b>WESTERN AFRICA</b>						
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
<b>Western Africa Average</b>		<b>4.1</b>	<b>4.7</b>	<b>3.2</b>	<b>3.8</b>	<b>3.0</b>

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 &amp; Tourism Competitiveness Index 2017: Sub-Saharan Africa (cont'd.)

Country/Economy	T&T policy and enabling conditions				Infrastructure			Natural and cultural resources	
	Prioritization of T&T	International Openness	Price Competitiveness	Environmental Sustainability	Air Transport Infrastructure	Ground and port infrastructure	Tourist Service Infrastructure	Natural Resources	Cultural Resources & Business Travel
<b>SOUTHERN AFRICA</b>									
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
<b>Southern Africa Average</b>	<b>4.4</b>	<b>2.4</b>	<b>5.2</b>	<b>4.2</b>	<b>2.3</b>	<b>2.7</b>	<b>3.3</b>	<b>3.5</b>	<b>1.6</b>
<b>EASTERN AFRICA</b>									
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
<b>Eastern Africa Average</b>	<b>4.0</b>	<b>2.8</b>	<b>4.7</b>	<b>4.2</b>	<b>2.0</b>	<b>2.6</b>	<b>2.7</b>	<b>3.3</b>	<b>1.4</b>
<b>WESTERN AFRICA</b>									
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
<b>Western Africa Average</b>	<b>3.5</b>	<b>2.1</b>	<b>4.8</b>	<b>4.1</b>	<b>1.9</b>	<b>2.5</b>	<b>2.7</b>	<b>2.7</b>	<b>1.3</b>

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
<b>EASTERN ASIA AND PACIFIC</b>						
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
<b>Eastern Asia and Pacific</b>		<b>5.1</b>	<b>5.9</b>	<b>6.1</b>	<b>5.1</b>	<b>5.6</b>
<b>SOUTH-EAST ASIA</b>						
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
<b>South-East Asia Average</b>		<b>4.7</b>	<b>5.2</b>	<b>4.8</b>	<b>4.8</b>	<b>4.3</b>
<b>SOUTH ASIA</b>						
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
<b>South Asia Average</b>		<b>4.2</b>	<b>4.4</b>	<b>4.6</b>	<b>4.0</b>	<b>3.1</b>

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.<sup>11</sup>

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 &amp; Tourism Competitiveness Index 2017: Asia and the Pacific (cont'd.)

Country/Economy	T&T policy and enabling conditions				Infrastructure			Natural and cultural resources	
	Prioritization of T&T	International Openness	Price Competitiveness	Environmental Sustainability	Air Transport Infrastructure	Ground and port infrastructure	Tourist Service Infrastructure	Natural Resources	Cultural Resources & Business Travel
<b>EASTERN ASIA AND PACIFIC</b>									
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
<b>Eastern Asia and Pacific</b>	<b>5.0</b>	<b>3.9</b>	<b>4.7</b>	<b>4.1</b>	<b>4.4</b>	<b>4.4</b>	<b>4.6</b>	<b>3.9</b>	<b>4.2</b>
<b>SOUTH-EAST ASIA</b>									
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
<b>South-East Asia Average</b>	<b>5.0</b>	<b>3.7</b>	<b>5.5</b>	<b>3.6</b>	<b>3.4</b>	<b>3.5</b>	<b>3.9</b>	<b>3.8</b>	<b>2.4</b>
<b>SOUTH ASIA</b>									
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
<b>South Asia Average</b>	<b>4.1</b>	<b>2.8</b>	<b>5.5</b>	<b>3.5</b>	<b>2.5</b>	<b>3.0</b>	<b>2.4</b>	<b>3.3</b>	<b>2.3</b>

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).<sup>12</sup> 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.<sup>13</sup>

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.<sup>14</sup> 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 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.<sup>15</sup> 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.<sup>16</sup> 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.<sup>17</sup> 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.<sup>18</sup> Effectively, innovations over the past decade have led to a significant increase in automated technology to facilitate travel and make it

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

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

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

more secure. With the available technology, passengers today are able to book their flights and check in online, have their boarding passes on their smartphones, go through automated clearance gates and even validate their boarding passes electronically to board planes. Such technologies should be applied to continue to enhance border security and travel facilitation.

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

## 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.<sup>19</sup> 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.<sup>20</sup>

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.<sup>21</sup> 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,<sup>22</sup> 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,<sup>23</sup> 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.<sup>24</sup> 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.<sup>25</sup>

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.<sup>26</sup>

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.<sup>27</sup> 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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- 8 Environmental Performance Index (EPI), *Key Findings from the 2016 Environmental Performance Index*, <http://epi.yale.edu/chapter/key-findings>.
- 9 These results are based on the same methodology used for the production of 2015 rankings. The methodology is described in full in Appendix A.
- 10 The tourists’ service infrastructure also registers a decline in several countries, but it is mostly explained by statistical or methodological nuances rather than by a clear decline in actual performances.
- 11 This figure refers to the direct contribution of the T&T sector to GDP in the region. See: World Travel & Tourism Council, *Travel & Tourism Economic Impact 2017 Asia Pacific*, 2017, <https://www.wttc.org/-/media/files/reports/economic-impact-research/regions-2016/asiapacific2016.pdf>.
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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
<b>Country Brand Strategy</b>	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.
<b>Water stress</b>	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.
<b>Forest cover change</b>	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.
<b>Transport efficiency</b>	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)."
<b>Environmental treaty ratifications</b>	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.
<b>Quality of tourism infrastructure</b>	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)?"
<b>Automated teller machines</b>	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.
<b>Attractiveness of natural assets</b>	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	Rank	Economy	Score	Rank	Economy	Score
1	Spain	5.43	47	Qatar	4.08	93	Iran, Islamic Rep.	3.43
2	France	5.32	48	Chile	4.06	94	Lao PDR	3.40
3	Germany	5.28	49	Hungary	4.06	95	Serbia	3.38
4	Japan	5.26	50	Argentina	4.05	96	Lebanon	3.37
5	United Kingdom	5.20	51	Peru	4.04	97	Rwanda	3.36
6	United States	5.12	52	Cyprus	4.02	98	Albania	3.35
7	Australia	5.10	53	South Africa	4.01	99	Bolivia	3.34
8	Italy	4.99	54	Latvia	3.97	100	Kuwait	3.33
9	Canada	4.97	55	Mauritius	3.92	101	Cambodia	3.32
10	Switzerland	4.94	56	Lithuania	3.91	102	Mongolia	3.31
11	Hong Kong SAR	4.86	57	Ecuador	3.91	103	Nepal	3.28
12	Austria	4.86	58	Barbados	3.91	104	Venezuela	3.28
13	Singapore	4.85	59	Slovak Republic	3.90	105	El Salvador	3.28
14	Portugal	4.74	60	Bahrain	3.89	106	Uganda	3.20
15	China	4.72	61	Israel	3.84	107	Tajikistan	3.18
16	New Zealand	4.68	62	Colombia	3.83	108	Zambia	3.18
17	Netherlands	4.64	63	Saudi Arabia	3.82	109	Côte d'Ivoire	3.16
18	Norway	4.64	64	Sri Lanka	3.81	110	Paraguay	3.15
19	Korea, Rep.	4.57	65	Morocco	3.81	111	Senegal	3.14
20	Sweden	4.55	66	Oman	3.78	112	Gambia, The	3.12
21	Belgium	4.54	67	Vietnam	3.78	113	Bosnia and Herzegovina	3.12
22	Mexico	4.54	68	Romania	3.78	114	Zimbabwe	3.11
23	Ireland	4.53	69	Jamaica	3.71	115	Kyrgyz Republic	3.10
24	Greece	4.51	70	Georgia	3.70	116	Ethiopia	3.10
25	Iceland	4.50	71	Azerbaijan	3.70	117	Moldova	3.09
26	Malaysia	4.50	72	Montenegro	3.68	118	Algeria	3.07
27	Brazil	4.49	73	Trinidad and Tobago	3.67	119	Gabon	3.06
28	Luxembourg	4.49	74	Egypt	3.64	120	Ghana	3.04
29	United Arab Emirates	4.49	75	Jordan	3.63	121	Madagascar	2.99
30	Taiwan, China	4.47	76	Dominican Republic	3.62	122	Mozambique	2.91
31	Denmark	4.43	77	Uruguay	3.61	123	Malawi	2.91
32	Croatia	4.42	78	Bhutan	3.61	124	Pakistan	2.89
33	Finland	4.40	79	Philippines	3.60	125	Bangladesh	2.89
34	Thailand	4.38	80	Kenya	3.59	126	Cameroon	2.88
35	Panama	4.37	81	Kazakhstan	3.59	127	Benin	2.84
36	Malta	4.25	82	Namibia	3.59	128	Lesotho	2.84
37	Estonia	4.23	83	Cape Verde	3.55	129	Nigeria	2.82
38	Costa Rica	4.22	84	Armenia	3.53	130	Mali	2.78
39	Czech Republic	4.22	85	Botswana	3.52	131	Sierra Leone	2.69
40	India	4.18	86	Guatemala	3.51	132	Mauritania	2.64
41	Slovenia	4.18	87	Tunisia	3.50	133	Congo, Democratic Rep.	2.64
42	Indonesia	4.16	88	Ukraine	3.50	134	Burundi	2.57
43	Russian Federation	4.15	89	Macedonia, FYR	3.49	135	Chad	2.52
44	Turkey	4.14	90	Honduras	3.49	136	Yemen	2.44
45	Bulgaria	4.14	91	Tanzania	3.45			
46	Poland	4.11	92	Nicaragua	3.44			

## Pillar 1: Business Environment

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

## Pillar 2: Safety and Security

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

## Pillar 3: Health and Hygiene

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

## Pillar 4: Human Resources and Labour Market

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

## Pillar 5: ICT Readiness

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

## Pillar 6: Prioritization of Travel &amp; Tourism

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

## Pillar 7: International Openness

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



## Pillar 8: Price Competitiveness

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

## Pillar 9: Environmental Sustainability

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

## Pillar 10: Air Transport Infrastructure

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

## Pillar 11: Ground and Port Infrastructure

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

## Pillar 12: Tourist Service Infrastructure

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

## Pillar 13: Natural Resources

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

## Pillar 14: Cultural Resources and Business Travel

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





# 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<sup>1</sup>—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.<sup>2</sup>

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.<sup>3</sup>

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)**

		Annual income				
		Under \$50K	\$50-\$75K	\$75-\$100K	\$100-\$150K	\$150K+
Visa cardholder age	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, Axiom, 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.<sup>1</sup> 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.<sup>2</sup>

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.

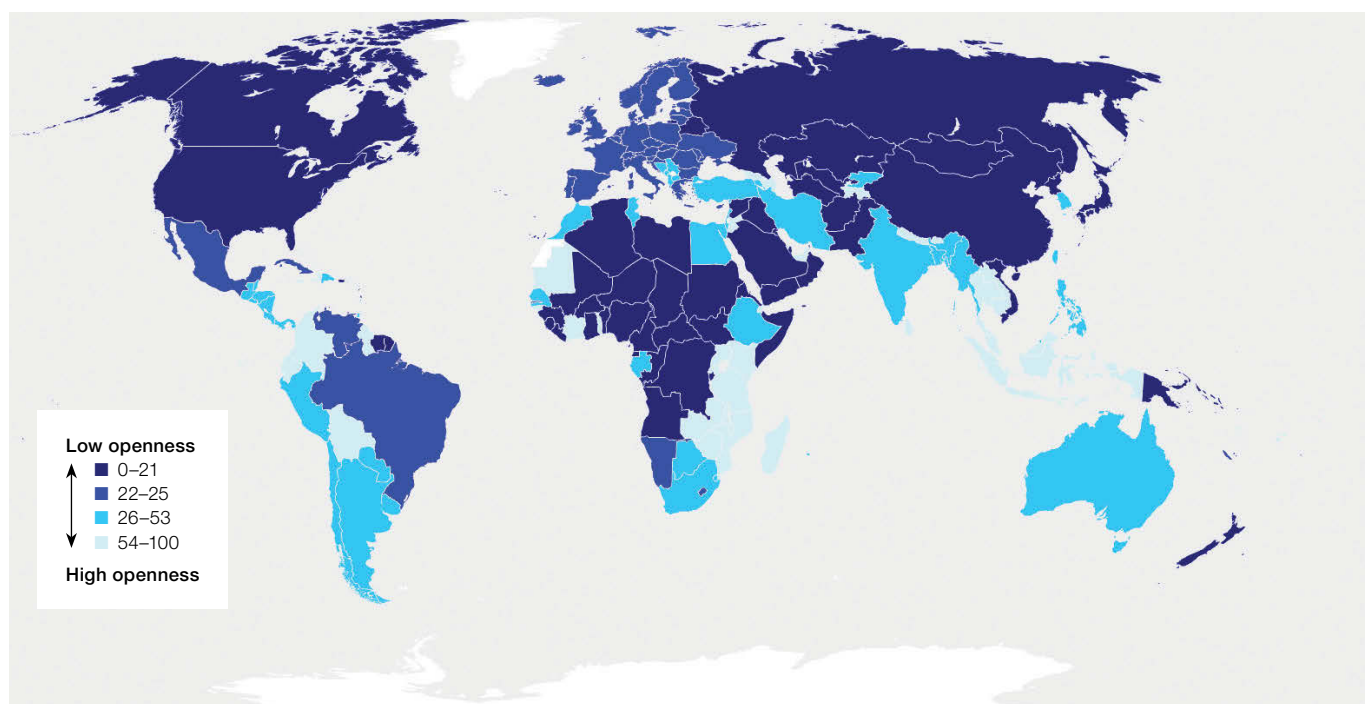
While our citizens’ security must be preeminent, maintaining or growing barriers to visitation actually increases the risk over the long term. It may address the symptom but it does nothing to provide a cure. We would benefit instead from greater openness.

## 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.<sup>1</sup>

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.<sup>1</sup>

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.<sup>1</sup> 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/>





# 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.

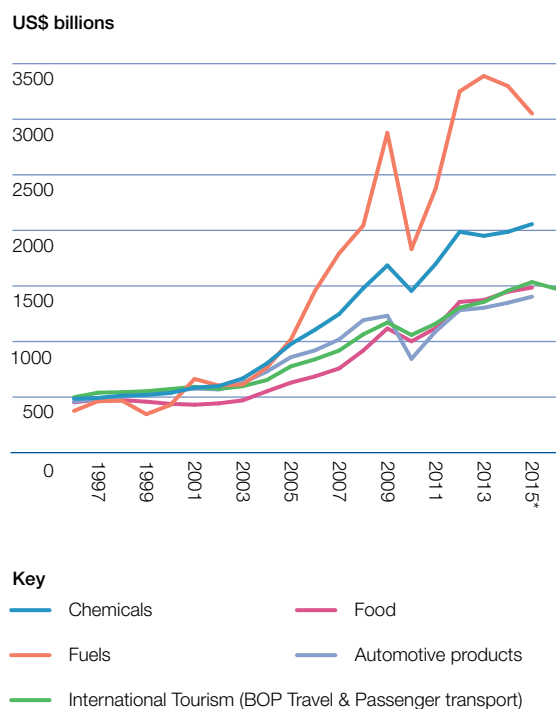
Yet, tourism’s role in employment generation and entrepreneurship is often underestimated and undervalued in policy formulation and implementation.

## 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 CO<sub>2</sub> 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 CO<sub>2</sub> 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 scale 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

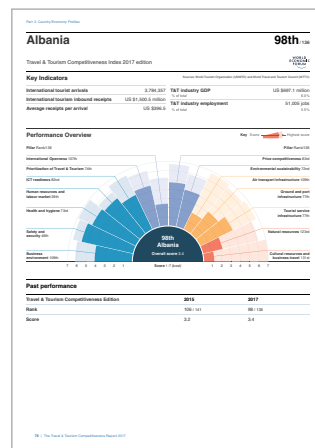
This section presents several key indicators summarizing the context and the situation of a country's economy and its T&T sector. It includes the number of international tourist arrivals per year, international tourists receipts (US\$ millions), and the ratio between these two measures as of 2015. These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



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# Albania

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Travel & Tourism Competitiveness Index 2017 edition



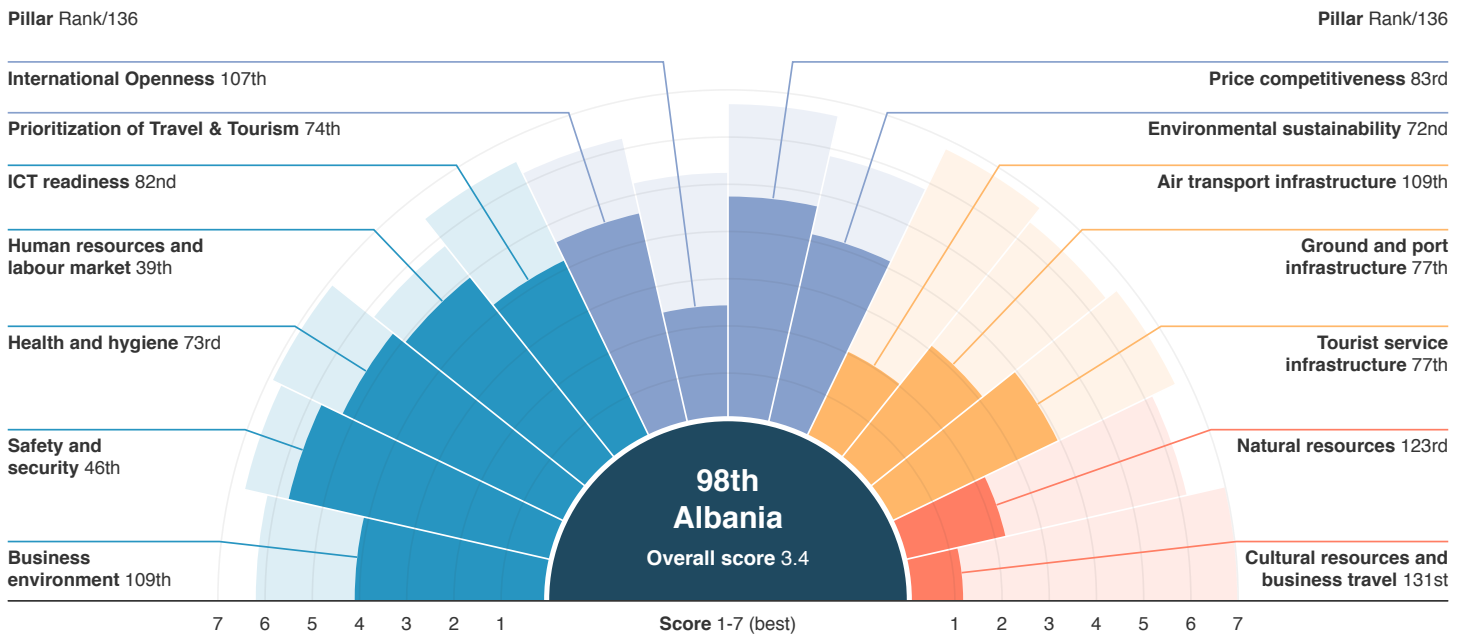
## Key Indicators

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

International tourist arrivals	3,784,357	T&T industry GDP	US \$697.1 million
International tourism inbound receipts	US \$1,500.5 million	% of total	6.0%
Average receipts per arrival	US \$396.5	T&T industry employment	51,005 jobs
		% of total	5.5%

## Performance Overview

Key Score Highest score



## Past performance

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

## Albania

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## Travel &amp; Tourism Competitiveness Index 2017 edition

Index Component	Rank/136	Score*	Index Component	Rank/136	Score*
<b>Business environment</b>	109	4.1	<b>International Openness</b>	107	2.4
Property rights	117	3.5	Visa requirements 0–100 (best)	71	25.0
Business impact of rules on FDI	59	4.8	Openness of bilateral Air Service Agreements 0–38 (best)	66	10.9
Efficiency of legal framework in settling disputes	118	2.8	Number of regional trade agreements in force number	83	5.0
Efficiency of legal framework in challenging regs	108	2.8	<b>Price competitiveness</b>	83	4.7
Time required to deal with construction permits days	110	220	Ticket taxes and airport charges 0–100 (best)	72	73.7
Cost to deal with construction permits % construction cost	89	3.3	Hotel price index US\$	n/a	n/a
Extent of market dominance	122	2.9	Purchasing power parity PPP \$	26	0.4
Time to start a business days	22	5.0	Fuel price levels US\$ cents/litre	121	171.0
Cost to start a business % GNI per capita	79	10.1	<b>Environmental sustainability</b>	72	4.1
Effect of taxation on incentives to work	114	3.1	Stringency of environmental regulations	111	3.3
Effect of taxation on incentives to invest	124	2.8	Enforcement of environmental regulations	106	3.2
Total tax rate % profits	66	36.5	Sustainability of travel and tourism industry development	74	4.3
<b>Safety and security</b>	46	5.7	Particulate matter (2.5) concentration µg/m3	85	10.2
Business costs of crime and violence	65	4.8	Environmental treaty ratification 0–27 (best)	20	26
Reliability of police services	45	5.0	Baseline water stress 5–0 (best)	80	2.4
Business costs of terrorism	56	5.4	Threatened species % total species	34	4.1
Index of terrorism incidence	68	6.9	Forest cover change % change	64	0.1
Homicide rate /100,000 pop.	79	4.0	Wastewater treatment %	80	5.1
<b>Health and hygiene</b>	73	5.2	Costal shelf fishing pressure tonnes/km2	44	0.1
Physician density /1,000 pop	83	1.1	<b>Air transport infrastructure</b>	109	2.0
Access to improved sanitation % pop.	61	93.2	Quality of air transport infrastructure	68	4.4
Access to improved drinking water % pop.	77	95.1	Available seat kilometres, domestic millions	105	0.0
Hospital beds /10,000 pop.	65	26.0	Available seat kilometres, international millions	124	19.2
HIV prevalence % adult pop.	1	<0.1	Aircraft departures /1,000 pop.	103	0.7
Malaria incidence cases/100,000 pop.	1	S.L.	Airport density airports/million pop.	100	0.6
<b>Human resources and labour market</b>	39	4.9	Number of operating airlines Number	94	20.0
Primary education enrollment rate net %	63	95.5	<b>Ground and port infrastructure</b>	77	3.1
Secondary education enrollment rate gross %	60	95.8	Quality of roads	55	4.4
Extent of staff training	70	3.9	Road density % total territorial area	45	-
Degree of customer orientation	29	5.3	Paved road density % total territorial area	56	-
Hiring and firing practices	49	4.0	Quality of railroad infrastructure	102	1.4
Ease of finding skilled employees	101	3.7	Railroad density km of roads/land area	47	1.5
Ease of hiring foreign labour	1	5.6	Quality of port infrastructure	62	4.2
Pay and productivity	40	4.4	Ground transport efficiency	110	2.6
Female participation in the labor force ratio to men	95	0.68	<b>Tourist service infrastructure</b>	77	3.9
<b>ICT readiness</b>	82	4.1	Hotel rooms number/100 pop.	63	0.5
ICT use for biz-to-biz transactions	112	4.0	Quality of tourism infrastructure	93	4.3
Internet use for biz-to-consumer transactions	116	3.6	Presence of major car rental companies	51	6
Internet users % pop.	60	63.3	Automated teller machines number/thousand adult pop.	85	35.0
Fixed-broadband Internet subscriptions /100 pop.	78	7.6	<b>Natural resources</b>	123	2.2
Mobile-cellular telephone subscriptions /100 pop.	89	106.4	Number of World Heritage natural sites number of sites	86	0
Mobile-broadband subscriptions /100 pop.	85	40.6	Total known species number of species	103	395
Mobile network coverage % pop.	46	99.8	Total protected areas % total territorial area	129	2.3
Quality of electricity supply	81	4.5	Natural tourism digital demand 0–100 (best)	79	9
<b>Prioritization of Travel &amp; Tourism</b>	74	4.6	Attractiveness of natural assets	68	5.1
Government prioritization of travel and tourism industry	61	5.0	<b>Cultural resources and business travel</b>	131	1.1
T&T government expenditure % government budget	53	3.9	Number of World Heritage cultural sites number of sites	75	2
Effectiveness of marketing and branding to attract tourists	72	4.3	Oral and intangible cultural heritage number of expressions	71	1
Comprehensiveness of annual T&T data 0–120 (best)	43	77	Sports stadiums number of large stadiums	119	0.0
Timeliness of providing monthly/quarterly T&T data 0–21 (best)	70	18.0	Number of international association meetings 3-year average	107	4.7
Country brand strategy rating 1–10 (best)	106	63.2	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/tcr>

# Algeria

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Travel & Tourism Competitiveness Index 2017 edition



## Key Indicators

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

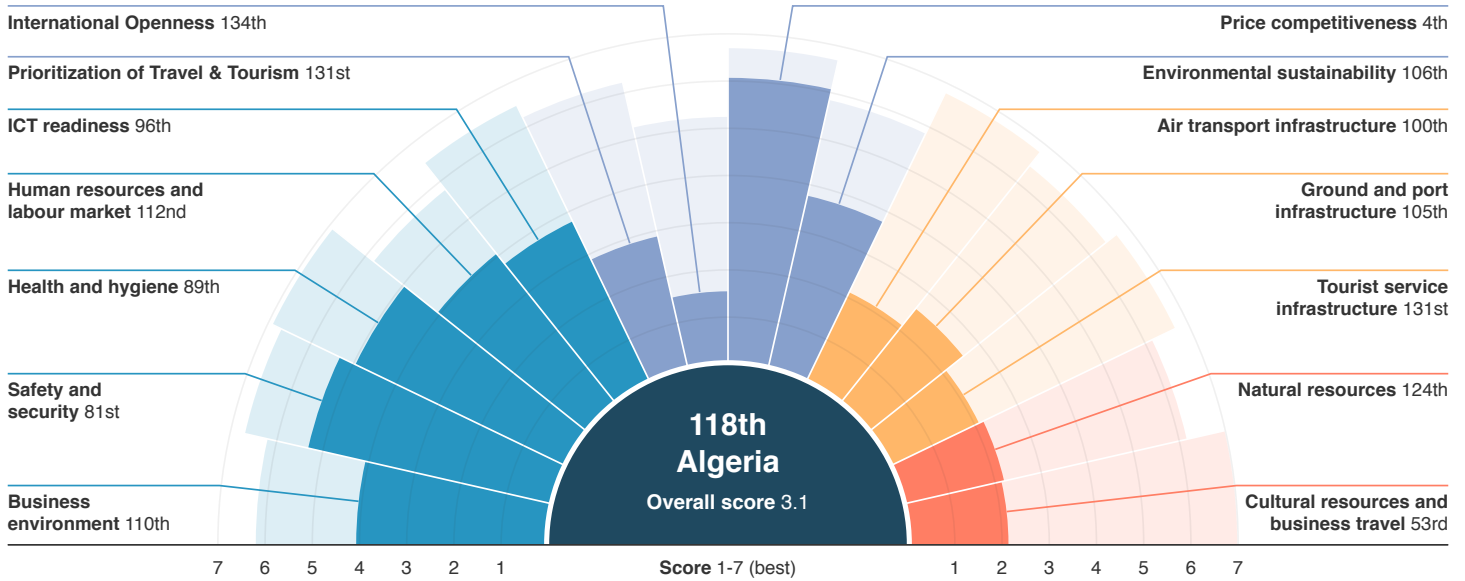
International tourist arrivals	1,710,000	T&T industry GDP	US \$5,887.4 million
International tourism inbound receipts	US \$307.7 million	% of total	3.5%
Average receipts per arrival	US \$179.9	T&T industry employment	327,306 jobs
		% of total	3.0%

## Performance Overview

Key Score Highest score

Pillar Rank/136

Pillar Rank/136



## Past performance

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



# Algeria

# 118th /136



## Travel & Tourism Competitiveness Index 2017 edition

Index Component	Rank/136	Score*	Index Component	Rank/136	Score*
<b>Business environment</b>	110	4.0	<b>International Openness</b>	134	1.5
Property rights	115	3.6	Visa requirements 0–100 (best)	132	2.0
Business impact of rules on FDI	133	3.0	Openness of bilateral Air Service Agreements 0–38 (best)	119	6.3
Efficiency of legal framework in settling disputes	65	3.6	Number of regional trade agreements in force number	117	2.0
Efficiency of legal framework in challenging regs	74	3.4	<b>Price competitiveness</b>	4	6.0
Time required to deal with construction permits days	59	130	Ticket taxes and airport charges 0–100 (best)	38	83.3
Cost to deal with construction permits % construction cost	36	0.9	Hotel price index US\$	66	134.1
Extent of market dominance	86	3.4	Purchasing power parity PPP \$	5	0.3
Time to start a business days	98	20.0	Fuel price levels US\$ cents/litre	3	16.0
Cost to start a business % GNI per capita	80	11.1	<b>Environmental sustainability</b>	106	3.7
Effect of taxation on incentives to work	87	3.7	Stringency of environmental regulations	130	2.8
Effect of taxation on incentives to invest	90	3.4	Enforcement of environmental regulations	121	2.9
Total tax rate % profits	130	65.6	Sustainability of travel and tourism industry development	123	3.1
<b>Safety and security</b>	81	5.3	Particulate matter (2.5) concentration µg/m3	58	6.8
Business costs of crime and violence	70	4.6	Environmental treaty ratification 0–27 (best)	90	19
Reliability of police services	59	4.7	Baseline water stress 5–0 (best)	98	3.4
Business costs of terrorism	101	4.5	Threatened species % total species	93	7.3
Index of terrorism incidence	108	5.8	Forest cover change % change	83	0.1
Homicide rate /100,000 pop.	40	1.5	Wastewater treatment %	46	45.1
<b>Health and hygiene</b>	89	4.9	Costal shelf fishing pressure tonnes/km2	43	0.1
Physician density /1,000 pop	78	1.2	<b>Air transport infrastructure</b>	100	2.1
Access to improved sanitation % pop.	74	87.6	Quality of air transport infrastructure	115	3.2
Access to improved drinking water % pop.	110	83.6	Available seat kilometres, domestic millions	41	28.0
Hospital beds /10,000 pop.	87	17.0	Available seat kilometres, international millions	67	163.7
HIV prevalence % adult pop.	1	0.1	Aircraft departures /1,000 pop.	88	1.7
Malaria incidence cases/100,000 pop.	79	0.1	Airport density airports/million pop.	55	1.2
<b>Human resources and labour market</b>	112	4.0	Number of operating airlines Number	78	29.0
Primary education enrollment rate net %	43	97.1	<b>Ground and port infrastructure</b>	105	2.5
Secondary education enrollment rate gross %	48	99.9	Quality of roads	95	3.2
Extent of staff training	129	3.1	Road density % total territorial area	129	-
Degree of customer orientation	128	3.7	Paved road density % total territorial area	98	-
Hiring and firing practices	108	3.3	Quality of railroad infrastructure	54	3.0
Ease of finding skilled employees	68	4.2	Railroad density km of roads/land area	86	0.2
Ease of hiring foreign labour	127	3.1	Quality of port infrastructure	103	3.2
Pay and productivity	120	3.3	Ground transport efficiency	85	3.1
Female participation in the labor force ratio to men	134	0.24	<b>Tourist service infrastructure</b>	131	2.1
<b>ICT readiness</b>	96	3.7	Hotel rooms number/100 pop.	111	0.1
ICT use for biz-to-biz transactions	130	3.6	Quality of tourism infrastructure	132	2.9
Internet use for biz-to-consumer transactions	123	3.4	Presence of major car rental companies	113	2
Internet users % pop.	94	38.2	Automated teller machines number/thousand adult pop.	119	7.3
Fixed-broadband Internet subscriptions /100 pop.	83	5.6	<b>Natural resources</b>	124	2.2
Mobile-cellular telephone subscriptions /100 pop.	88	106.4	Number of World Heritage natural sites number of sites	78	1
Mobile-broadband subscriptions /100 pop.	88	40.2	Total known species number of species	83	439
Mobile network coverage % pop.	63	99.2	Total protected areas % total territorial area	104	7.9
Quality of electricity supply	91	4.0	Natural tourism digital demand 0–100 (best)	99	4
<b>Prioritization of Travel &amp; Tourism</b>	131	2.8	Attractiveness of natural assets	109	4.0
Government prioritization of travel and tourism industry	127	3.1	<b>Cultural resources and business travel</b>	53	2.1
T&T government expenditure % government budget	123	1.1	Number of World Heritage cultural sites number of sites	35	7
Effectiveness of marketing and branding to attract tourists	127	2.7	Oral and intangible cultural heritage number of expressions	25	6
Comprehensiveness of annual T&T data 0–120 (best)	119	37	Sports stadiums number of large stadiums	29	15.0
Timeliness of providing monthly/quarterly T&T data 0–21 (best)	118	3.0	Number of international association meetings 3-year average	117	3.0
Country brand strategy rating 1–10 (best)	118	58.5	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/tcr>

# Argentina

50th / 136

Travel & Tourism Competitiveness Index 2017 edition



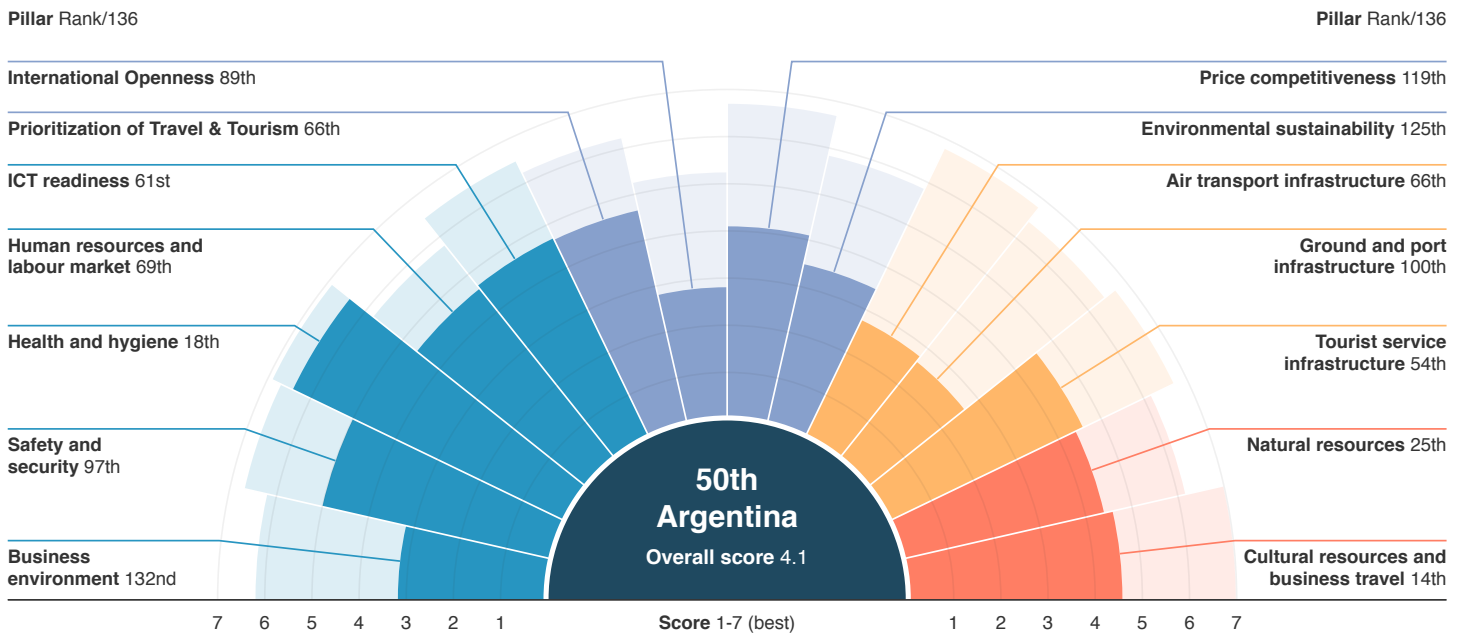
## Key Indicators

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

<b>International tourist arrivals</b>	5,736,384	<b>T&amp;T industry GDP</b>	US \$22,152.2 million
<b>International tourism inbound receipts</b>	US \$4,400.2 million	% of total	3.9%
<b>Average receipts per arrival</b>	US \$767.1	<b>T&amp;T industry employment</b>	671,769 jobs
		% of total	3.7%

## Performance Overview

Key Score Highest score



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*	Index Component	Rank/136	Score*
<b>Business environment</b>	132	3.1	<b>International Openness</b>	89	2.8
Property rights	123	3.2	Visa requirements 0–100 (best)	61	29.0
Business impact of rules on FDI	124	3.5	Openness of bilateral Air Service Agreements 0–38 (best)	24	16.1
Efficiency of legal framework in settling disputes	117	2.8	Number of regional trade agreements in force number	83	5.0
Efficiency of legal framework in challenging regs	118	2.7	<b>Price competitiveness</b>	119	4.1
Time required to deal with construction permits days	130	341	Ticket taxes and airport charges 0–100 (best)	130	27.8
Cost to deal with construction permits % construction cost	82	2.8	Hotel price index US\$	43	110.5
Extent of market dominance	93	3.4	Purchasing power parity PPP \$	104	0.7
Time to start a business days	106	25.0	Fuel price levels US\$ cents/litre	86	133.0
Cost to start a business % GNI per capita	77	9.3	<b>Environmental sustainability</b>	125	3.4
Effect of taxation on incentives to work	129	2.7	Stringency of environmental regulations	99	3.4
Effect of taxation on incentives to invest	133	2.1	Enforcement of environmental regulations	96	3.3
Total tax rate % profits	136	106.0	Sustainability of travel and tourism industry development	75	4.2
<b>Safety and security</b>	97	5.0	Particulate matter (2.5) concentration µg/m3	28	4.7
Business costs of crime and violence	113	3.5	Environmental treaty ratification 0–27 (best)	67	21
Reliability of police services	120	3.0	Baseline water stress 5–0 (best)	86	2.7
Business costs of terrorism	51	5.5	Threatened species % total species	100	7.7
Index of terrorism incidence	57	7.0	Forest cover change % change	116	0.1
Homicide rate /100,000 pop.	98	7.6	Wastewater treatment %	71	7.7
<b>Health and hygiene</b>	18	6.4	Costal shelf fishing pressure tonnes/km2	93	1.1
Physician density /1,000 pop	13	3.9	<b>Air transport infrastructure</b>	66	2.7
Access to improved sanitation % pop.	46	96.4	Quality of air transport infrastructure	86	4.1
Access to improved drinking water % pop.	53	99.1	Available seat kilometres, domestic millions	21	308.1
Hospital beds /10,000 pop.	36	47.0	Available seat kilometres, international millions	35	561.9
HIV prevalence % adult pop.	85	0.5	Aircraft departures /1,000 pop.	67	3.4
Malaria incidence cases/100,000 pop.	1	0.0	Airport density airports/million pop.	64	1.0
<b>Human resources and labour market</b>	69	4.6	Number of operating airlines Number	54	40.0
Primary education enrollment rate net %	12	99.3	<b>Ground and port infrastructure</b>	100	2.6
Secondary education enrollment rate gross %	29	106.8	Quality of roads	102	3.1
Extent of staff training	79	3.8	Road density % total territorial area	117	-
Degree of customer orientation	103	4.2	Paved road density % total territorial area	106	-
Hiring and firing practices	129	2.4	Quality of railroad infrastructure	84	2.1
Ease of finding skilled employees	51	4.4	Railroad density km of roads/land area	54	0.9
Ease of hiring foreign labour	17	4.8	Quality of port infrastructure	79	3.8
Pay and productivity	103	3.5	Ground transport efficiency	87	3.1
Female participation in the labor force ratio to men	93	0.69	<b>Tourist service infrastructure</b>	54	4.5
<b>ICT readiness</b>	61	4.7	Hotel rooms number/100 pop.	58	0.6
ICT use for biz-to-biz transactions	118	3.9	Quality of tourism infrastructure	78	4.5
Internet use for biz-to-consumer transactions	72	4.4	Presence of major car rental companies	1	7
Internet users % pop.	49	69.4	Automated teller machines number/thousand adult pop.	41	59.4
Fixed-broadband Internet subscriptions /100 pop.	54	16.3	<b>Natural resources</b>	25	4.4
Mobile-cellular telephone subscriptions /100 pop.	23	146.7	Number of World Heritage natural sites number of sites	11	4
Mobile-broadband subscriptions /100 pop.	32	78.4	Total known species number of species	14	1539
Mobile network coverage % pop.	91	98.0	Total protected areas % total territorial area	109	6.8
Quality of electricity supply	117	2.7	Natural tourism digital demand 0–100 (best)	44	23
<b>Prioritization of Travel &amp; Tourism</b>	66	4.6	Attractiveness of natural assets	28	5.9
Government prioritization of travel and tourism industry	77	4.6	<b>Cultural resources and business travel</b>	14	4.5
T&T government expenditure % government budget	90	2.5	Number of World Heritage cultural sites number of sites	36	6
Effectiveness of marketing and branding to attract tourists	79	4.1	Oral and intangible cultural heritage number of expressions	56	2
Comprehensiveness of annual T&T data 0–120 (best)	10	101	Sports stadiums number of large stadiums	11	45.0
Timeliness of providing monthly/quarterly T&T data 0–21 (best)	53	19.0	Number of international association meetings 3-year average	20	196.7
Country brand strategy rating 1–10 (best)	51	78.8	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/tcr>

# Armenia

84th / 136

Travel & Tourism Competitiveness Index 2017 edition



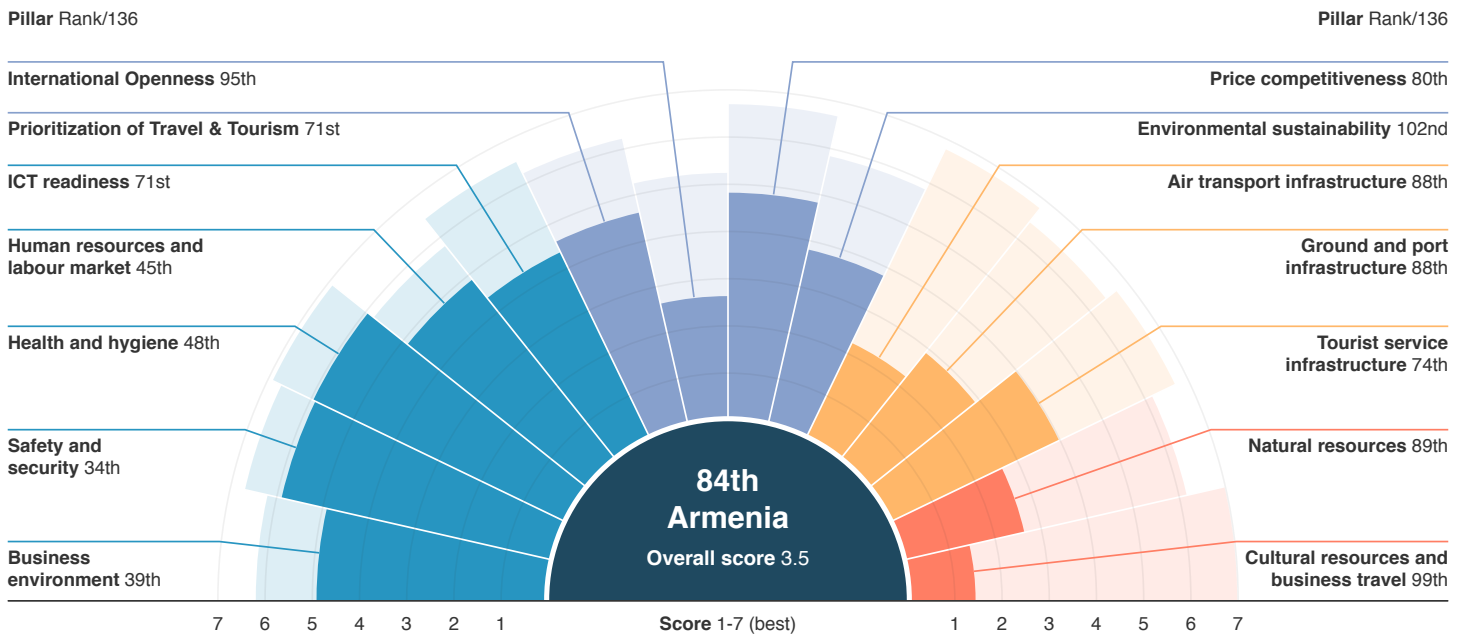
## Key Indicators

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

International tourist arrivals	1,191,910	T&T industry GDP	US \$383.1 million
International tourism inbound receipts	US \$935.8 million	% of total	3.8%
Average receipts per arrival	US \$785.1	T&T industry employment	40,158 jobs
		% of total	3.3%

## Performance Overview

Key Score Highest score



## 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*	Index Component	Rank/136	Score*
<b>Business environment</b>	39	4.9	<b>International Openness</b>	95	2.6
Property rights	66	4.3	Visa requirements 0–100 (best)	54	33.0
Business impact of rules on FDI	88	4.3	Openness of bilateral Air Service Agreements 0–38 (best)	106	7.5
Efficiency of legal framework in settling disputes	66	3.6	Number of regional trade agreements in force number	66	9.0
Efficiency of legal framework in challenging regs	79	3.2	<b>Price competitiveness</b>	80	4.8
Time required to deal with construction permits days	16	84	Ticket taxes and airport charges 0–100 (best)	111	55.1
Cost to deal with construction permits % construction cost	36	0.9	Hotel price index US\$	n/a	n/a
Extent of market dominance	51	3.9	Purchasing power parity PPP \$	57	0.4
Time to start a business days	13	4.0	Fuel price levels US\$ cents/litre	65	116.0
Cost to start a business % GNI per capita	22	0.9	<b>Environmental sustainability</b>	102	3.8
Effect of taxation on incentives to work	61	4.0	Stringency of environmental regulations	97	3.5
Effect of taxation on incentives to invest	46	3.9	Enforcement of environmental regulations	110	3.1
Total tax rate % profits	9	18.5	Sustainability of travel and tourism industry development	98	3.9
<b>Safety and security</b>	34	5.9	Particulate matter (2.5) concentration µg/m3	108	11.8
Business costs of crime and violence	27	5.4	Environmental treaty ratification 0–27 (best)	107	18
Reliability of police services	66	4.4	Baseline water stress 5–0 (best)	112	4.2
Business costs of terrorism	33	5.8	Threatened species % total species	72	6.3
Index of terrorism incidence	57	7.0	Forest cover change % change	9	0.0
Homicide rate /100,000 pop.	56	2.0	Wastewater treatment %	68	11.5
<b>Health and hygiene</b>	48	5.9	Costal shelf fishing pressure tonnes/km2	n/a	n/a
Physician density /1,000 pop	42	2.7	<b>Air transport infrastructure</b>	88	2.2
Access to improved sanitation % pop.	70	89.5	Quality of air transport infrastructure	67	4.4
Access to improved drinking water % pop.	1	100.0	Available seat kilometres, domestic millions	105	0.0
Hospital beds /10,000 pop.	42	39.0	Available seat kilometres, international millions	102	42.6
HIV prevalence % adult pop.	1	0.2	Aircraft departures /1,000 pop.	116	0.3
Malaria incidence cases/100,000 pop.	1	M.F.	Airport density airports/million pop.	61	1.1
<b>Human resources and labour market</b>	45	4.8	Number of operating airlines Number	66	33.0
Primary education enrollment rate net %	59	96.1	<b>Ground and port infrastructure</b>	88	2.9
Secondary education enrollment rate gross %	79	88.5	Quality of roads	80	3.8
Extent of staff training	107	3.5	Road density % total territorial area	75	-
Degree of customer orientation	52	4.9	Paved road density % total territorial area	55	-
Hiring and firing practices	19	4.6	Quality of railroad infrastructure	62	2.7
Ease of finding skilled employees	123	3.5	Railroad density km of roads/land area	28	2.8
Ease of hiring foreign labour	8	5.0	Quality of port infrastructure	120	2.4
Pay and productivity	60	4.1	Ground transport efficiency	60	3.7
Female participation in the labor force ratio to men	81	0.77	<b>Tourist service infrastructure</b>	74	3.9
<b>ICT readiness</b>	71	4.3	Hotel rooms number/100 pop.	65	0.5
ICT use for biz-to-biz transactions	83	4.5	Quality of tourism infrastructure	90	4.3
Internet use for biz-to-consumer transactions	68	4.5	Presence of major car rental companies	72	5
Internet users % pop.	64	58.2	Automated teller machines number/thousand adult pop.	48	58.3
Fixed-broadband Internet subscriptions /100 pop.	72	9.6	<b>Natural resources</b>	89	2.6
Mobile-cellular telephone subscriptions /100 pop.	69	115.9	Number of World Heritage natural sites number of sites	86	0
Mobile-broadband subscriptions /100 pop.	87	40.3	Total known species number of species	98	399
Mobile network coverage % pop.	1	100.0	Total protected areas % total territorial area	37	24.8
Quality of electricity supply	71	4.8	Natural tourism digital demand 0–100 (best)	122	1
<b>Prioritization of Travel &amp; Tourism</b>	71	4.6	Attractiveness of natural assets	74	5.1
Government prioritization of travel and tourism industry	52	5.1	<b>Cultural resources and business travel</b>	99	1.4
T&T government expenditure % government budget	56	3.8	Number of World Heritage cultural sites number of sites	61	3
Effectiveness of marketing and branding to attract tourists	95	3.8	Oral and intangible cultural heritage number of expressions	36	4
Comprehensiveness of annual T&T data 0–120 (best)	52	74	Sports stadiums number of large stadiums	113	1.0
Timeliness of providing monthly/quarterly T&T data 0–21 (best)	70	18.0	Number of international association meetings 3-year average	107	4.7
Country brand strategy rating 1–10 (best)	70	74.3	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/tcr>

# Australia

7th / 136

Travel & Tourism Competitiveness Index 2017 edition



## Key Indicators

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

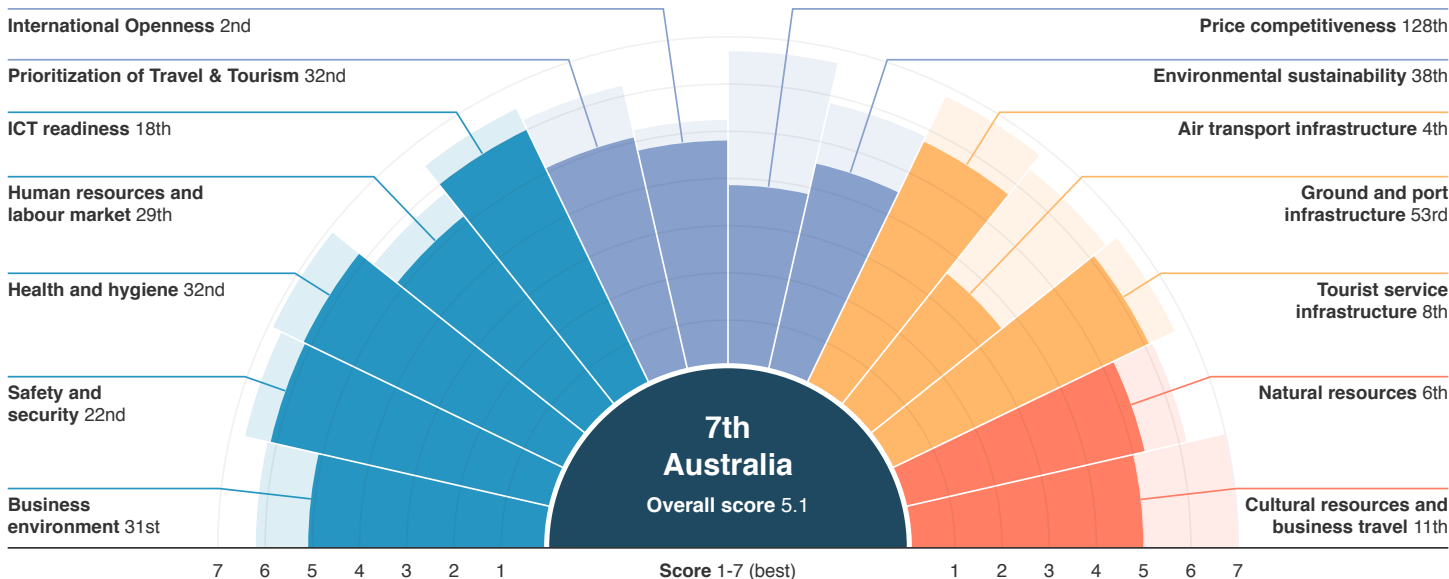
<b>International tourist arrivals</b>	7,444,400	<b>T&amp;T industry GDP</b>	US \$34,571.9 million
<b>International tourism inbound receipts</b>	US \$28,871.8 million	% of total	2.8%
<b>Average receipts per arrival</b>	US \$3,878.3	<b>T&amp;T industry employment</b>	516,369 jobs
		% of total	4.4%

## Performance Overview

Key Score Highest score

Pillar Rank/136

Pillar Rank/136



## Past performance

Travel & Tourism Competitiveness Edition	2015	2017
<b>Rank</b>	7 / 141	7 / 136
<b>Score</b>	5.0	5.1

# Australia

7th / 136



## Travel & Tourism Competitiveness Index 2017 edition

Index Component	Rank/136	Score*	Index Component	Rank/136	Score*
<b>Business environment</b>	31	5.1	<b>International Openness</b>	2	4.8
Property rights	15	5.9	Visa requirements 0–100 (best)	36	50.0
Business impact of rules on FDI	49	4.8	Openness of bilateral Air Service Agreements 0–38 (best)	5	26.9
Efficiency of legal framework in settling disputes	27	4.7	Number of regional trade agreements in force number	43	22.0
Efficiency of legal framework in challenging regs	28	4.4	<b>Price competitiveness</b>	128	3.8
Time required to deal with construction permits days	45	112	Ticket taxes and airport charges 0–100 (best)	94	63.2
Cost to deal with construction permits % construction cost	18	0.5	Hotel price index US\$	70	137.0
Extent of market dominance	53	3.8	Purchasing power parity PPP \$	135	1.2
Time to start a business days	5	2.5	Fuel price levels US\$ cents/litre	82	128.0
Cost to start a business % GNI per capita	17	0.7	<b>Environmental sustainability</b>	38	4.5
Effect of taxation on incentives to work	109	3.3	Stringency of environmental regulations	11	5.7
Effect of taxation on incentives to invest	94	3.3	Enforcement of environmental regulations	10	5.7
Total tax rate % profits	100	47.6	Sustainability of travel and tourism industry development	16	5.2
<b>Safety and security</b>	22	6.1	Particulate matter (2.5) concentration µg/m3	7	2.0
Business costs of crime and violence	45	5.1	Environmental treaty ratification 0–27 (best)	31	24
Reliability of police services	11	6.3	Baseline water stress 5–0 (best)	95	3.3
Business costs of terrorism	55	5.4	Threatened species % total species	123	12.4
Index of terrorism incidence	86	6.8	Forest cover change % change	93	0.1
Homicide rate /100,000 pop.	29	1.0	Wastewater treatment %	7	95.0
<b>Health and hygiene</b>	32	6.1	Costal shelf fishing pressure tonnes/km2	91	1.0
Physician density /1,000 pop	28	3.3	<b>Air transport infrastructure</b>	4	5.7
Access to improved sanitation % pop.	1	100.0	Quality of air transport infrastructure	37	5.3
Access to improved drinking water % pop.	1	100.0	Available seat kilometres, domestic millions	8	1738.1
Hospital beds /10,000 pop.	42	39.0	Available seat kilometres, international millions	9	2782.1
HIV prevalence % adult pop.	1	0.2	Aircraft departures /1,000 pop.	16	27.7
Malaria incidence cases/100,000 pop.	1	M.F.	Airport density airports/million pop.	11	6.0
<b>Human resources and labour market</b>	29	5.1	Number of operating airlines Number	34	63.0
Primary education enrollment rate net %	44	97.0	<b>Ground and port infrastructure</b>	53	3.6
Secondary education enrollment rate gross %	3	137.6	Quality of roads	40	4.8
Extent of staff training	21	4.9	Road density % total territorial area	112	-
Degree of customer orientation	20	5.5	Paved road density % total territorial area	93	-
Hiring and firing practices	115	3.1	Quality of railroad infrastructure	36	4.0
Ease of finding skilled employees	18	5.1	Railroad density km of roads/land area	94	0.1
Ease of hiring foreign labour	128	3.0	Quality of port infrastructure	36	4.9
Pay and productivity	26	4.7	Ground transport efficiency	32	4.5
Female participation in the labor force ratio to men	53	0.86	<b>Tourist service infrastructure</b>	8	6.1
<b>ICT readiness</b>	18	6.0	Hotel rooms number/100 pop.	33	1.0
ICT use for biz-to-biz transactions	26	5.5	Quality of tourism infrastructure	14	5.8
Internet use for biz-to-consumer transactions	26	5.5	Presence of major car rental companies	1	7
Internet users % pop.	22	84.6	Automated teller machines number/thousand adult pop.	6	160.8
Fixed-broadband Internet subscriptions /100 pop.	25	28.5	<b>Natural resources</b>	6	5.2
Mobile-cellular telephone subscriptions /100 pop.	38	132.8	Number of World Heritage natural sites number of sites	1	14
Mobile-broadband subscriptions /100 pop.	13	112.8	Total known species number of species	21	1295
Mobile network coverage % pop.	65	99.0	Total protected areas % total territorial area	80	14.6
Quality of electricity supply	22	6.4	Natural tourism digital demand 0–100 (best)	12	60
<b>Prioritization of Travel &amp; Tourism</b>	32	5.1	Attractiveness of natural assets	22	6.0
Government prioritization of travel and tourism industry	19	5.8	<b>Cultural resources and business travel</b>	11	5.0
T&T government expenditure % government budget	51	4.0	Number of World Heritage cultural sites number of sites	47	5
Effectiveness of marketing and branding to attract tourists	18	5.4	Oral and intangible cultural heritage number of expressions	93	0
Comprehensiveness of annual T&T data 0–120 (best)	85	57	Sports stadiums number of large stadiums	6	81.0
Timeliness of providing monthly/quarterly T&T data 0–21 (best)	9	21.0	Number of international association meetings 3-year average	15	256.3
Country brand strategy rating 1–10 (best)	71	74.0	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/tcr>

# Austria

12th / 136

Travel & Tourism Competitiveness Index 2017 edition



## Key Indicators

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

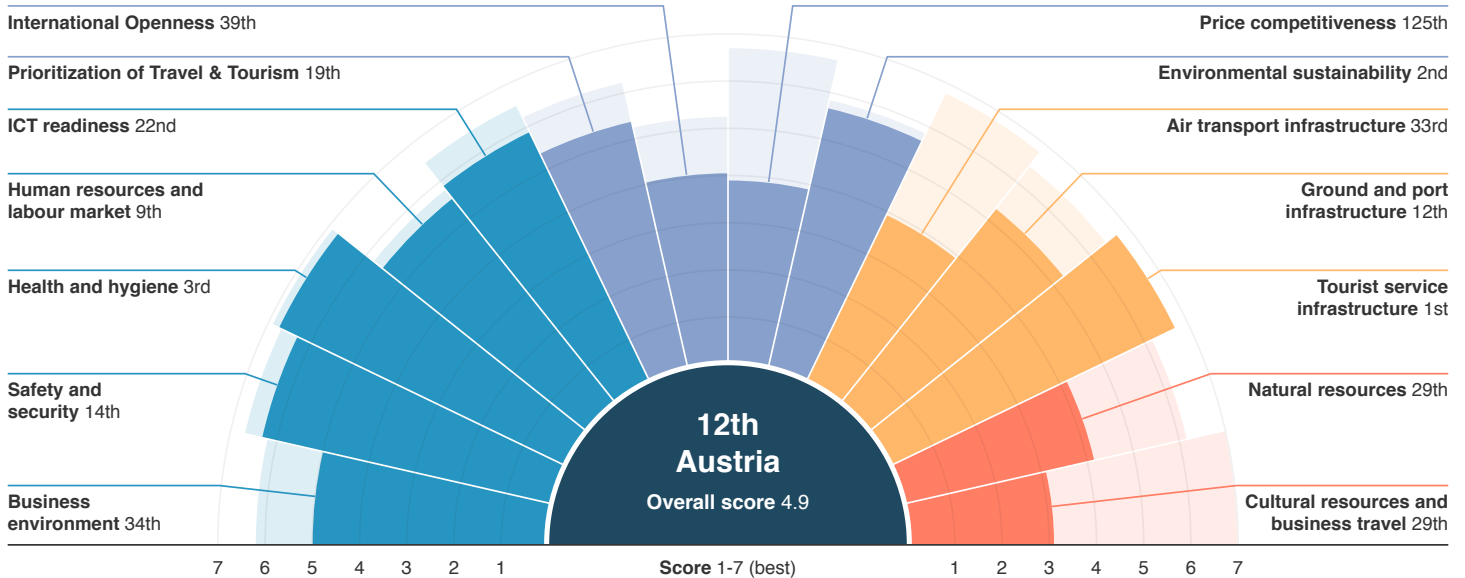
International tourist arrivals	26,718,945	T&T industry GDP	US \$20,458.0 million
International tourism inbound receipts	US \$18,218.0 million	% of total	5.5%
Average receipts per arrival	US \$681.8	T&T industry employment	261,100 jobs
		% of total	6.1%

## Performance Overview

Key Score Highest score

Pillar Rank/136

Pillar Rank/136



## Past performance

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



## Austria

12th / 136



## Travel &amp; Tourism Competitiveness Index 2017 edition

Index Component	Rank/136	Score*	Index Component	Rank/136	Score*
<b>Business environment</b>	34	5.0	<b>International Openness</b>	39	4.0
Property rights	13	5.9	Visa requirements 0–100 (best)	73	24.0
Business impact of rules on FDI	21	5.4	Openness of bilateral Air Service Agreements 0–38 (best)	85	9.4
Efficiency of legal framework in settling disputes	23	4.8	Number of regional trade agreements in force number	1	53.0
Efficiency of legal framework in challenging regs	24	4.6	<b>Price competitiveness</b>	125	3.9
Time required to deal with construction permits days	112	222	Ticket taxes and airport charges 0–100 (best)	122	44.5
Cost to deal with construction permits % construction cost	54	1.3	Hotel price index US\$	46	112.6
Extent of market dominance	7	5.2	Purchasing power parity PPP \$	118	0.9
Time to start a business days	99	21.0	Fuel price levels US\$ cents/litre	103	155.0
Cost to start a business % GNI per capita	7	0.3	<b>Environmental sustainability</b>	2	5.6
Effect of taxation on incentives to work	131	2.7	Stringency of environmental regulations	4	6.2
Effect of taxation on incentives to invest	118	2.9	Enforcement of environmental regulations	3	6.1
Total tax rate % profits	112	51.6	Sustainability of travel and tourism industry development	14	5.3
<b>Safety and security</b>	14	6.3	Particulate matter (2.5) concentration µg/m3	111	11.9
Business costs of crime and violence	22	5.5	Environmental treaty ratification 0–27 (best)	26	25
Reliability of police services	17	6.2	Baseline water stress 5–0 (best)	27	0.4
Business costs of terrorism	35	5.8	Threatened species % total species	27	3.8
Index of terrorism incidence	41	7.0	Forest cover change % change	63	0.0
Homicide rate /100,000 pop.	6	0.5	Wastewater treatment %	9	94.3
<b>Health and hygiene</b>	3	6.7	Costal shelf fishing pressure tonnes/km2	n/a	n/a
Physician density /1,000 pop	25	3.4	<b>Air transport infrastructure</b>	33	3.9
Access to improved sanitation % pop.	1	100.0	Quality of air transport infrastructure	35	5.3
Access to improved drinking water % pop.	1	100.0	Available seat kilometres, domestic millions	59	4.7
Hospital beds /10,000 pop.	6	76.0	Available seat kilometres, international millions	40	478.1
HIV prevalence % adult pop.	76	0.4	Aircraft departures /1,000 pop.	21	17.7
Malaria incidence cases/100,000 pop.	1	S.L.	Airport density airports/million pop.	62	1.1
<b>Human resources and labour market</b>	9	5.5	Number of operating airlines Number	19	86.0
Primary education enrollment rate net %	26	98.1	<b>Ground and port infrastructure</b>	12	5.2
Secondary education enrollment rate gross %	47	100.0	Quality of roads	8	6.0
Extent of staff training	11	5.2	Road density % total territorial area	23	-
Degree of customer orientation	5	5.9	Paved road density % total territorial area	17	-
Hiring and firing practices	n/a	n/a	Quality of railroad infrastructure	12	5.3
Ease of finding skilled employees	17	5.1	Railroad density km of roads/land area	11	6.0
Ease of hiring foreign labour	77	3.9	Quality of port infrastructure	74	3.9
Pay and productivity	32	4.6	Ground transport efficiency	8	5.6
Female participation in the labor force ratio to men	37	0.89	<b>Tourist service infrastructure</b>	1	6.7
<b>ICT readiness</b>	22	5.8	Hotel rooms number/100 pop.	5	3.4
ICT use for biz-to-biz transactions	17	5.8	Quality of tourism infrastructure	3	6.2
Internet use for biz-to-consumer transactions	25	5.5	Presence of major car rental companies	1	7
Internet users % pop.	23	83.9	Automated teller machines number/thousand adult pop.	13	119.4
Fixed-broadband Internet subscriptions /100 pop.	23	28.7	<b>Natural resources</b>	29	4.1
Mobile-cellular telephone subscriptions /100 pop.	17	157.4	Number of World Heritage natural sites number of sites	86	0
Mobile-broadband subscriptions /100 pop.	44	70.5	Total known species number of species	91	416
Mobile network coverage % pop.	65	99.0	Total protected areas % total territorial area	27	28.4
Quality of electricity supply	12	6.6	Natural tourism digital demand 0–100 (best)	3	88
<b>Prioritization of Travel &amp; Tourism</b>	19	5.3	Attractiveness of natural assets	8	6.3
Government prioritization of travel and tourism industry	21	5.7	<b>Cultural resources and business travel</b>	29	3.1
T&T government expenditure % government budget	39	4.8	Number of World Heritage cultural sites number of sites	22	9
Effectiveness of marketing and branding to attract tourists	24	5.2	Oral and intangible cultural heritage number of expressions	36	4
Comprehensiveness of annual T&T data 0–120 (best)	53	73	Sports stadiums number of large stadiums	66	5.0
Timeliness of providing monthly/quarterly T&T data 0–21 (best)	28	20.0	Number of international association meetings 3-year average	12	272.0
Country brand strategy rating 1–10 (best)	11	87.6	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/tcr>

# Azerbaijan

71st / 136

Travel & Tourism Competitiveness Index 2017 edition



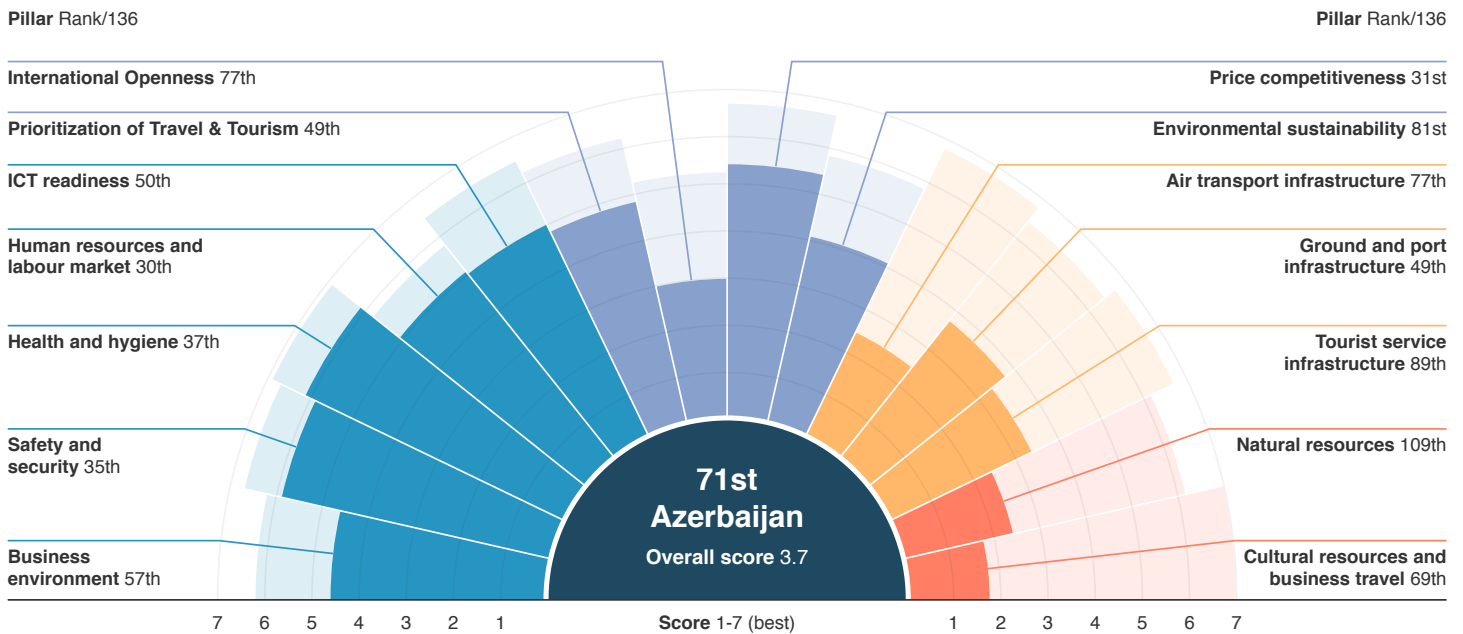
## Key Indicators

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

International tourist arrivals	1,921,925	T&T industry GDP	US \$1,504.9 million
International tourism inbound receipts	US \$2,309.5 million	% of total	2.8%
Average receipts per arrival	US \$1,201.7	T&T industry employment	118,453 jobs
		% of total	2.6%

## Performance Overview

Key Score Highest score



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 competitiveness 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

Index Component	Rank/136	Score*	Index Component	Rank/136	Score*
<b>Business environment</b>	57	4.6	<b>International Openness</b>	77	2.9
Property rights	70	4.2	Visa requirements 0–100 (best)	26	56.0
Business impact of rules on FDI	84	4.4	Openness of bilateral Air Service Agreements 0–38 (best)	67	10.7
Efficiency of legal framework in settling disputes	43	4.2	Number of regional trade agreements in force number	91	4.0
Efficiency of legal framework in challenging regs	49	3.8	<b>Price competitiveness</b>	31	5.4
Time required to deal with construction permits days	103	203	Ticket taxes and airport charges 0–100 (best)	107	56.0
Cost to deal with construction permits % construction cost	101	4.5	Hotel price index US\$	31	96.9
Extent of market dominance	73	3.6	Purchasing power parity PPP \$	9	0.3
Time to start a business days	7	3.0	Fuel price levels US\$ cents/litre	23	77.0
Cost to start a business % GNI per capita	31	1.3	<b>Environmental sustainability</b>	81	4.0
Effect of taxation on incentives to work	60	4.0	Stringency of environmental regulations	63	4.1
Effect of taxation on incentives to invest	49	3.9	Enforcement of environmental regulations	53	4.1
Total tax rate % profits	78	39.8	Sustainability of travel and tourism industry development	54	4.5
<b>Safety and security</b>	35	5.8	Particulate matter (2.5) concentration µg/m3	93	10.6
Business costs of crime and violence	20	5.5	Environmental treaty ratification 0–27 (best)	90	19
Reliability of police services	74	4.3	Baseline water stress 5–0 (best)	111	4.1
Business costs of terrorism	32	5.8	Threatened species % total species	68	6.0
Index of terrorism incidence	54	7.0	Forest cover change % change	8	0.0
Homicide rate /100,000 pop.	58	2.5	Wastewater treatment %	70	9.7
<b>Health and hygiene</b>	37	6.1	Costal shelf fishing pressure tonnes/km2	n/a	n/a
Physician density /1,000 pop	24	3.4	<b>Air transport infrastructure</b>	77	2.4
Access to improved sanitation % pop.	71	89.3	Quality of air transport infrastructure	36	5.3
Access to improved drinking water % pop.	103	87.0	Available seat kilometres, domestic millions	88	0.4
Hospital beds /10,000 pop.	36	47.0	Available seat kilometres, international millions	80	95.9
HIV prevalence % adult pop.	1	0.1	Aircraft departures /1,000 pop.	83	1.9
Malaria incidence cases/100,000 pop.	1	0.0	Airport density airports/million pop.	72	0.9
<b>Human resources and labour market</b>	30	5.0	Number of operating airlines Number	72	30.0
Primary education enrollment rate net %	75	94.1	<b>Ground and port infrastructure</b>	49	3.7
Secondary education enrollment rate gross %	35	102.8	Quality of roads	49	4.4
Extent of staff training	80	3.8	Road density % total territorial area	80	-
Degree of customer orientation	62	4.7	Paved road density % total territorial area	60	-
Hiring and firing practices	22	4.5	Quality of railroad infrastructure	29	4.2
Ease of finding skilled employees	74	4.1	Railroad density km of roads/land area	33	2.4
Ease of hiring foreign labour	37	4.4	Quality of port infrastructure	59	4.3
Pay and productivity	34	4.5	Ground transport efficiency	22	4.9
Female participation in the labor force ratio to men	18	0.93	<b>Tourist service infrastructure</b>	89	3.3
<b>ICT readiness</b>	50	5.0	Hotel rooms number/100 pop.	97	0.2
ICT use for biz-to-biz transactions	47	4.9	Quality of tourism infrastructure	57	4.8
Internet use for biz-to-consumer transactions	50	4.8	Presence of major car rental companies	85	4
Internet users % pop.	33	77.0	Automated teller machines number/thousand adult pop.	84	35.1
Fixed-broadband Internet subscriptions /100 pop.	45	19.8	<b>Natural resources</b>	109	2.4
Mobile-cellular telephone subscriptions /100 pop.	78	111.3	Number of World Heritage natural sites number of sites	86	0
Mobile-broadband subscriptions /100 pop.	58	60.9	Total known species number of species	78	467
Mobile network coverage % pop.	1	100.0	Total protected areas % total territorial area	83	14.0
Quality of electricity supply	58	5.1	Natural tourism digital demand 0–100 (best)	129	1
<b>Prioritization of Travel &amp; Tourism</b>	49	4.8	Attractiveness of natural assets	73	5.1
Government prioritization of travel and tourism industry	30	5.6	<b>Cultural resources and business travel</b>	69	1.7
T&T government expenditure % government budget	72	3.1	Number of World Heritage cultural sites number of sites	75	2
Effectiveness of marketing and branding to attract tourists	46	4.8	Oral and intangible cultural heritage number of expressions	14	10
Comprehensiveness of annual T&T data 0–120 (best)	41	78	Sports stadiums number of large stadiums	97	2.0
Timeliness of providing monthly/quarterly T&T data 0–21 (best)	88	16.5	Number of international association meetings 3-year average	87	9.0
Country brand strategy rating 1–10 (best)	64	75.2	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/tcr>

# Bahrain

60th / 136

Travel & Tourism Competitiveness Index 2017 edition



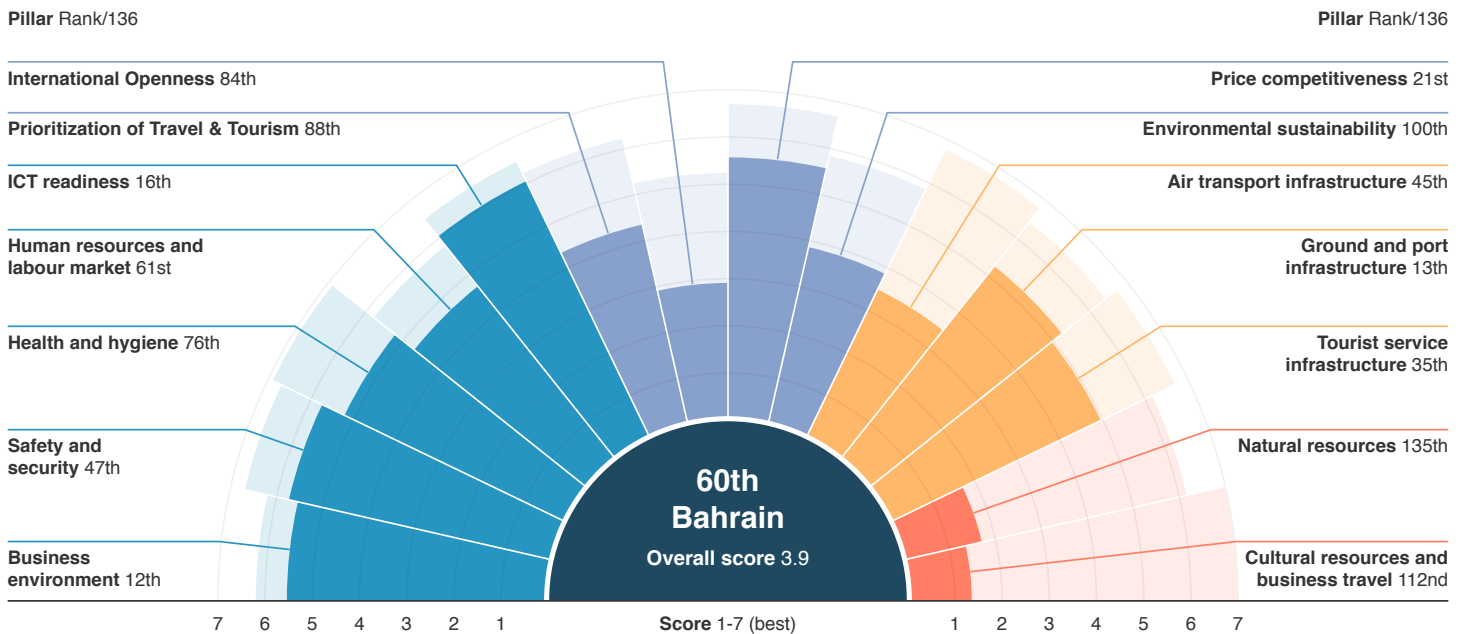
## Key Indicators

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

<b>International tourist arrivals</b>	1,200,000	<b>T&amp;T industry GDP</b>	US \$1,237.0 million
<b>International tourism inbound receipts</b>	US \$1,197.0 million	% of total	4.3%
<b>Average receipts per arrival</b>	US \$997.5	<b>T&amp;T industry employment</b>	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



Index Component	Rank/136	Score*	Index Component	Rank/136	Score*
<b>Business environment</b>	12	5.5	<b>International Openness</b>	84	2.9
Property rights	26	5.5	Visa requirements 0–100 (best)	40	48.0
Business impact of rules on FDI	18	5.5	Openness of bilateral Air Service Agreements 0–38 (best)	72	10.2
Efficiency of legal framework in settling disputes	25	4.8	Number of regional trade agreements in force number	78	6.0
Efficiency of legal framework in challenging regs	21	4.7	<b>Price competitiveness</b>	21	5.5
Time required to deal with construction permits days	69	146	Ticket taxes and airport charges 0–100 (best)	17	91.7
Cost to deal with construction permits % construction cost	74	2.2	Hotel price index US\$	93	199.9
Extent of market dominance	33	4.2	Purchasing power parity PPP \$	78	0.5
Time to start a business days	53	9.0	Fuel price levels US\$ cents/litre	4	17.0
Cost to start a business % GNI per capita	28	1.2	<b>Environmental sustainability</b>	100	3.8
Effect of taxation on incentives to work	7	5.3	Stringency of environmental regulations	58	4.3
Effect of taxation on incentives to invest	2	6.1	Enforcement of environmental regulations	52	4.2
Total tax rate % profits	4	13.5	Sustainability of travel and tourism industry development	71	4.3
<b>Safety and security</b>	47	5.7	Particulate matter (2.5) concentration µg/m3	80	9.8
Business costs of crime and violence	31	5.4	Environmental treaty ratification 0–27 (best)	115	17
Reliability of police services	33	5.7	Baseline water stress 5–0 (best)	124	5.0
Business costs of terrorism	93	4.8	Threatened species % total species	22	3.7
Index of terrorism incidence	109	5.8	Forest cover change % change	n/a	n/a
Homicide rate /100,000 pop.	6	0.5	Wastewater treatment %	24	72.7
<b>Health and hygiene</b>	76	5.2	Costal shelf fishing pressure tonnes/km2	90	1.0
Physician density /1,000 pop	89	0.9	<b>Air transport infrastructure</b>	45	3.5
Access to improved sanitation % pop.	22	99.2	Quality of air transport infrastructure	46	4.9
Access to improved drinking water % pop.	1	100.0	Available seat kilometres, domestic millions	105	0.0
Hospital beds /10,000 pop.	73	21.0	Available seat kilometres, international millions	66	164.3
HIV prevalence % adult pop.	1	<0.2	Aircraft departures /1,000 pop.	8	41.7
Malaria incidence cases/100,000 pop.	1	S.L.	Airport density airports/million pop.	84	0.8
<b>Human resources and labour market</b>	61	4.7	Number of operating airlines Number	80	28.0
Primary education enrollment rate net %	117	86.4	<b>Ground and port infrastructure</b>	13	5.2
Secondary education enrollment rate gross %	52	99.4	Quality of roads	25	5.1
Extent of staff training	26	4.7	Road density % total territorial area	2	-
Degree of customer orientation	41	5.1	Paved road density % total territorial area	3	-
Hiring and firing practices	26	4.4	Quality of railroad infrastructure	n/a	n/a
Ease of finding skilled employees	37	4.7	Railroad density km of roads/land area	n/a	n/a
Ease of hiring foreign labour	10	4.9	Quality of port infrastructure	30	5.1
Pay and productivity	22	4.7	Ground transport efficiency	69	3.6
Female participation in the labor force ratio to men	120	0.47	<b>Tourist service infrastructure</b>	35	4.9
<b>ICT readiness</b>	16	6.0	Hotel rooms number/100 pop.	36	1.0
ICT use for biz-to-biz transactions	36	5.3	Quality of tourism infrastructure	48	5.1
Internet use for biz-to-consumer transactions	54	4.7	Presence of major car rental companies	1	7
Internet users % pop.	5	93.5	Automated teller machines number/thousand adult pop.	61	51.7
Fixed-broadband Internet subscriptions /100 pop.	49	18.6	<b>Natural resources</b>	135	1.7
Mobile-cellular telephone subscriptions /100 pop.	4	185.3	Number of World Heritage natural sites number of sites	86	0
Mobile-broadband subscriptions /100 pop.	4	131.8	Total known species number of species	131	242
Mobile network coverage % pop.	65	99.0	Total protected areas % total territorial area	125	2.9
Quality of electricity supply	31	6.2	Natural tourism digital demand 0–100 (best)	107	3
<b>Prioritization of Travel &amp; Tourism</b>	88	4.3	Attractiveness of natural assets	126	3.5
Government prioritization of travel and tourism industry	37	5.4	<b>Cultural resources and business travel</b>	112	1.3
T&T government expenditure % government budget	50	4.0	Number of World Heritage cultural sites number of sites	75	2
Effectiveness of marketing and branding to attract tourists	67	4.4	Oral and intangible cultural heritage number of expressions	93	0
Comprehensiveness of annual T&T data 0–120 (best)	100	49	Sports stadiums number of large stadiums	77	4.0
Timeliness of providing monthly/quarterly T&T data 0–21 (best)	118	3.0	Number of international association meetings 3-year average	117	3.0
Country brand strategy rating 1–10 (best)	40	79.7	Cultural and entertainment tourism digital demand 0–100 (best)	85	6

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# Bangladesh

125th / 136

Travel & Tourism Competitiveness Index 2017 edition



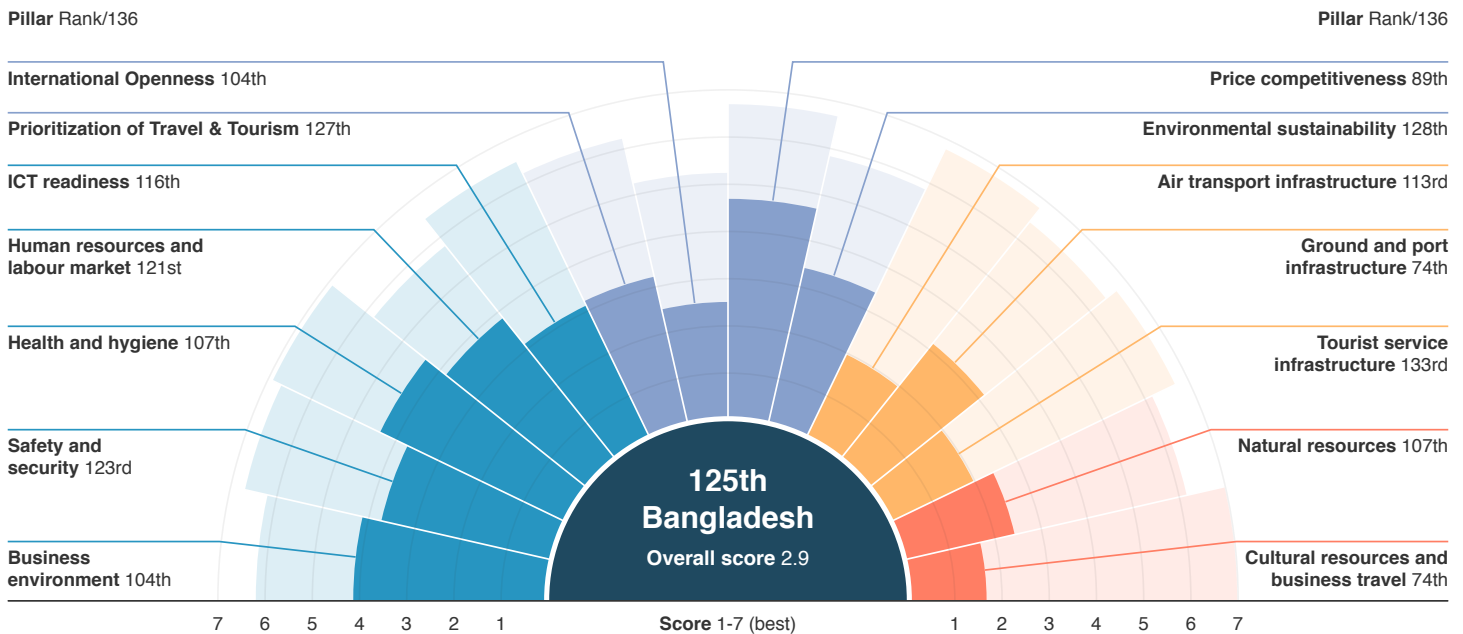
## Key Indicators

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

International tourist arrivals	125,000	T&T industry GDP	US \$5,193.0 million
International tourism inbound receipts	US \$148.4 million	% of total	2.4%
Average receipts per arrival	US \$1,187.2	T&T industry employment	1,138,690 jobs
		% of total	2.0%

## Performance Overview

Key Score Highest score



## 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



Index Component	Rank/136	Score*	Index Component	Rank/136	Score*
<b>Business environment</b>	104	4.1	<b>International Openness</b>	104	2.5
Property rights	105	3.8	Visa requirements 0–100 (best)	46	42.0
Business impact of rules on FDI	74	4.5	Openness of bilateral Air Service Agreements 0–38 (best)	120	6.2
Efficiency of legal framework in settling disputes	116	2.8	Number of regional trade agreements in force number	83	5.0
Efficiency of legal framework in challenging regs	105	2.8	<b>Price competitiveness</b>	89	4.7
Time required to deal with construction permits days	125	269	Ticket taxes and airport charges 0–100 (best)	118	46.6
Cost to deal with construction permits % construction cost	80	2.7	Hotel price index US\$	85	166.1
Extent of market dominance	120	3.0	Purchasing power parity PPP \$	33	0.4
Time to start a business days	96	19.5	Fuel price levels US\$ cents/litre	30	90.0
Cost to start a business % GNI per capita	89	13.8	<b>Environmental sustainability</b>	128	3.4
Effect of taxation on incentives to work	40	4.3	Stringency of environmental regulations	94	3.5
Effect of taxation on incentives to invest	60	3.7	Enforcement of environmental regulations	120	3.0
Total tax rate % profits	56	34.4	Sustainability of travel and tourism industry development	124	3.1
<b>Safety and security</b>	123	3.7	Particulate matter (2.5) concentration µg/m3	134	31.4
Business costs of crime and violence	112	3.6	Environmental treaty ratification 0–27 (best)	79	20
Reliability of police services	117	3.1	Baseline water stress 5–0 (best)	17	0.3
Business costs of terrorism	114	4.2	Threatened species % total species	112	9.3
Index of terrorism incidence	126	1.0	Forest cover change % change	43	0.0
Homicide rate /100,000 pop.	63	2.8	Wastewater treatment %	111	0.0
<b>Health and hygiene</b>	107	4.3	Costal shelf fishing pressure tonnes/km2	58	0.2
Physician density /1,000 pop	104	0.4	<b>Air transport infrastructure</b>	113	1.9
Access to improved sanitation % pop.	104	60.6	Quality of air transport infrastructure	113	3.2
Access to improved drinking water % pop.	105	86.9	Available seat kilometres, domestic millions	53	7.4
Hospital beds /10,000 pop.	122	6.0	Available seat kilometres, international millions	56	257.4
HIV prevalence % adult pop.	1	0.1	Aircraft departures /1,000 pop.	121	0.2
Malaria incidence cases/100,000 pop.	106	440.0	Airport density airports/million pop.	134	0.1
<b>Human resources and labour market</b>	121	3.8	Number of operating airlines Number	70	31.0
Primary education enrollment rate net %	98	90.5	<b>Ground and port infrastructure</b>	74	3.1
Secondary education enrollment rate gross %	108	63.5	Quality of roads	111	2.9
Extent of staff training	122	3.3	Road density % total territorial area	18	-
Degree of customer orientation	108	4.1	Paved road density % total territorial area	67	-
Hiring and firing practices	35	4.3	Quality of railroad infrastructure	68	2.7
Ease of finding skilled employees	115	3.6	Railroad density km of roads/land area	41	1.9
Ease of hiring foreign labour	107	3.6	Quality of port infrastructure	88	3.5
Pay and productivity	81	3.7	Ground transport efficiency	112	2.5
Female participation in the labor force ratio to men	118	0.54	<b>Tourist service infrastructure</b>	133	1.9
<b>ICT readiness</b>	116	3.1	Hotel rooms number/100 pop.	135	0.0
ICT use for biz-to-biz transactions	120	3.9	Quality of tourism infrastructure	115	3.6
Internet use for biz-to-consumer transactions	108	3.8	Presence of major car rental companies	129	1
Internet users % pop.	125	14.4	Automated teller machines number/thousand adult pop.	113	9.2
Fixed-broadband Internet subscriptions /100 pop.	94	3.1	<b>Natural resources</b>	107	2.4
Mobile-cellular telephone subscriptions /100 pop.	118	81.9	Number of World Heritage natural sites number of sites	46	1
Mobile-broadband subscriptions /100 pop.	115	15.7	Total known species number of species	47	784
Mobile network coverage % pop.	59	99.4	Total protected areas % total territorial area	117	4.6
Quality of electricity supply	109	3.2	Natural tourism digital demand 0–100 (best)	115	2
<b>Prioritization of Travel &amp; Tourism</b>	127	3.2	Attractiveness of natural assets	116	3.9
Government prioritization of travel and tourism industry	111	3.7	<b>Cultural resources and business travel</b>	74	1.6
T&T government expenditure % government budget	97	2.2	Number of World Heritage cultural sites number of sites	75	2
Effectiveness of marketing and branding to attract tourists	123	3.0	Oral and intangible cultural heritage number of expressions	43	3
Comprehensiveness of annual T&T data 0–120 (best)	129	21	Sports stadiums number of large stadiums	50	7.0
Timeliness of providing monthly/quarterly T&T data 0–21 (best)	118	3.0	Number of international association meetings 3-year average	95	8.0
Country brand strategy rating 1–10 (best)	97	68.4	Cultural and entertainment tourism digital demand 0–100 (best)	76	7

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# Barbados

58th / 136

Travel & Tourism Competitiveness Index 2017 edition



## Key Indicators

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

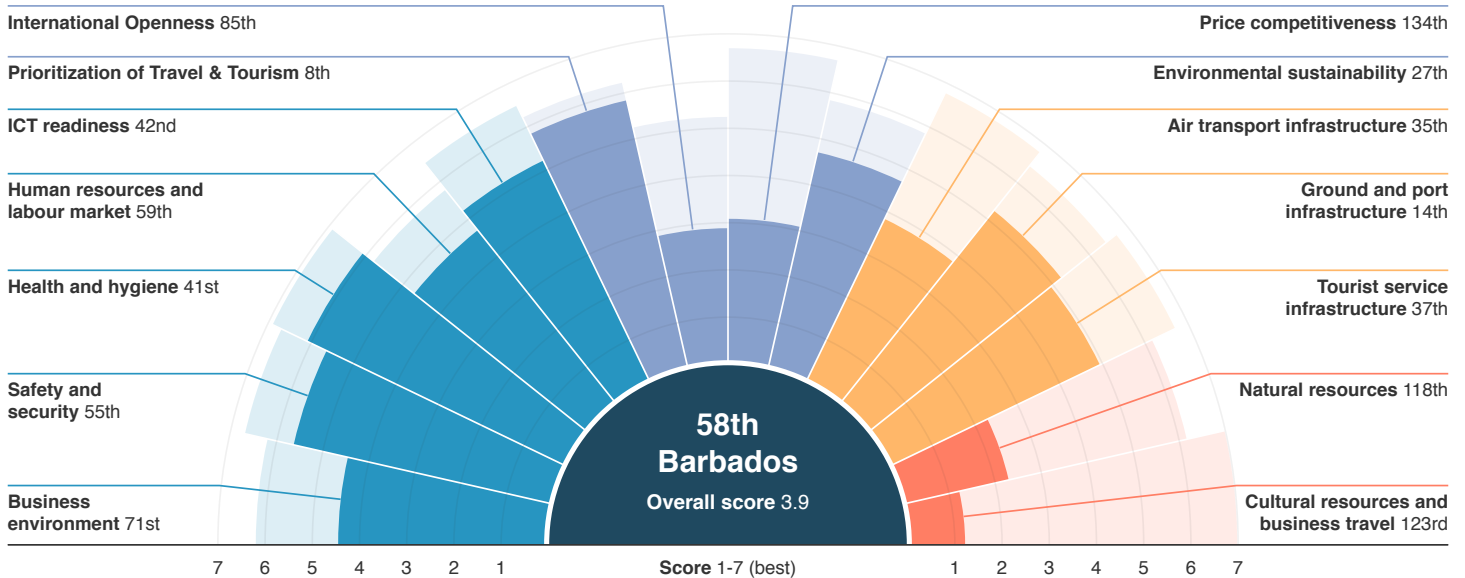
International tourist arrivals	587,800	T&T industry GDP	US \$528.6 million
International tourism inbound receipts	US \$956.9 million	% of total	12.0%
Average receipts per arrival	US \$1,627.9	T&T industry employment	15,630 jobs
		% of total	12.3%

## Performance Overview

Key Score Highest score

Pillar Rank/136

Pillar Rank/136



## 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*	Index Component	Rank/136	Score*
<b>Business environment</b>	71	4.4	<b>International Openness</b>	85	2.8
Property rights	41	4.9	Visa requirements 0–100 (best)	49	37.0
Business impact of rules on FDI	63	4.7	Openness of bilateral Air Service Agreements 0–38 (best)	26	15.6
Efficiency of legal framework in settling disputes	67	3.6	Number of regional trade agreements in force number	91	4.0
Efficiency of legal framework in challenging regs	78	3.3	<b>Price competitiveness</b>	134	3.0
Time required to deal with construction permits days	134	442	Ticket taxes and airport charges 0–100 (best)	109	55.4
Cost to deal with construction permits % construction cost	5	0.2	Hotel price index US\$	101	283.5
Extent of market dominance	113	3.1	Purchasing power parity PPP \$	123	0.9
Time to start a business days	84	15.0	Fuel price levels US\$ cents/litre	94	144.0
Cost to start a business % GNI per capita	73	7.7	<b>Environmental sustainability</b>	27	4.7
Effect of taxation on incentives to work	73	3.8	Stringency of environmental regulations	68	4.0
Effect of taxation on incentives to invest	84	3.4	Enforcement of environmental regulations	74	3.7
Total tax rate % profits	59	34.7	Sustainability of travel and tourism industry development	45	4.7
<b>Safety and security</b>	55	5.6	Particulate matter (2.5) concentration µg/m3	3	1.4
Business costs of crime and violence	99	3.9	Environmental treaty ratification 0–27 (best)	107	18
Reliability of police services	35	5.5	Baseline water stress 5–0 (best)	124	5.0
Business costs of terrorism	27	5.9	Threatened species % total species	2	2.5
Index of terrorism incidence	1	7.0	Forest cover change % change	67	0.1
Homicide rate /100,000 pop.	105	8.8	Wastewater treatment %	n/a	n/a
<b>Health and hygiene</b>	41	6.0	Costal shelf fishing pressure tonnes/km2	1	0.0
Physician density /1,000 pop	67	1.8	<b>Air transport infrastructure</b>	35	3.8
Access to improved sanitation % pop.	49	96.2	Quality of air transport infrastructure	32	5.3
Access to improved drinking water % pop.	40	99.7	Available seat kilometres, domestic millions	105	0.0
Hospital beds /10,000 pop.	18	62.0	Available seat kilometres, international millions	91	63.8
HIV prevalence % adult pop.	102	0.9	Aircraft departures /1,000 pop.	n/a	n/a
Malaria incidence cases/100,000 pop.	1	S.L.	Airport density airports/million pop.	5	11.2
<b>Human resources and labour market</b>	59	4.7	Number of operating airlines Number	114	14.0
Primary education enrollment rate net %	93	91.0	<b>Ground and port infrastructure</b>	14	5.2
Secondary education enrollment rate gross %	22	109.3	Quality of roads	48	4.5
Extent of staff training	46	4.2	Road density % total territorial area	5	-
Degree of customer orientation	109	4.1	Paved road density % total territorial area	5	-
Hiring and firing practices	101	3.3	Quality of railroad infrastructure	n/a	n/a
Ease of finding skilled employees	47	4.5	Railroad density km of roads/land area	n/a	n/a
Ease of hiring foreign labour	124	3.1	Quality of port infrastructure	35	4.9
Pay and productivity	102	3.5	Ground transport efficiency	37	4.4
Female participation in the labor force ratio to men	21	0.93	<b>Tourist service infrastructure</b>	37	4.9
<b>ICT readiness</b>	42	5.2	Hotel rooms number/100 pop.	7	2.2
ICT use for biz-to-biz transactions	69	4.7	Quality of tourism infrastructure	36	5.3
Internet use for biz-to-consumer transactions	80	4.3	Presence of major car rental companies	85	4
Internet users % pop.	35	76.1	Automated teller machines number/thousand adult pop.	75	42.6
Fixed-broadband Internet subscriptions /100 pop.	32	27.2	<b>Natural resources</b>	118	2.3
Mobile-cellular telephone subscriptions /100 pop.	67	116.5	Number of World Heritage natural sites number of sites	86	0
Mobile-broadband subscriptions /100 pop.	66	54.9	Total known species number of species	132	238
Mobile network coverage % pop.	1	100.0	Total protected areas % total territorial area	135	0.2
Quality of electricity supply	33	6.0	Natural tourism digital demand 0–100 (best)	55	19
<b>Prioritization of Travel &amp; Tourism</b>	8	5.8	Attractiveness of natural assets	50	5.5
Government prioritization of travel and tourism industry	5	6.4	<b>Cultural resources and business travel</b>	123	1.2
T&T government expenditure % government budget	4	16.2	Number of World Heritage cultural sites number of sites	97	1
Effectiveness of marketing and branding to attract tourists	22	5.3	Oral and intangible cultural heritage number of expressions	93	0
Comprehensiveness of annual T&T data 0–120 (best)	121	36	Sports stadiums number of large stadiums	119	0.0
Timeliness of providing monthly/quarterly T&T data 0–21 (best)	70	18.0	Number of international association meetings 3-year average	107	4.7
Country brand strategy rating 1–10 (best)	33	80.6	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/tcr>

# Belgium

21st / 136

Travel & Tourism Competitiveness Index 2017 edition



## Key Indicators

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

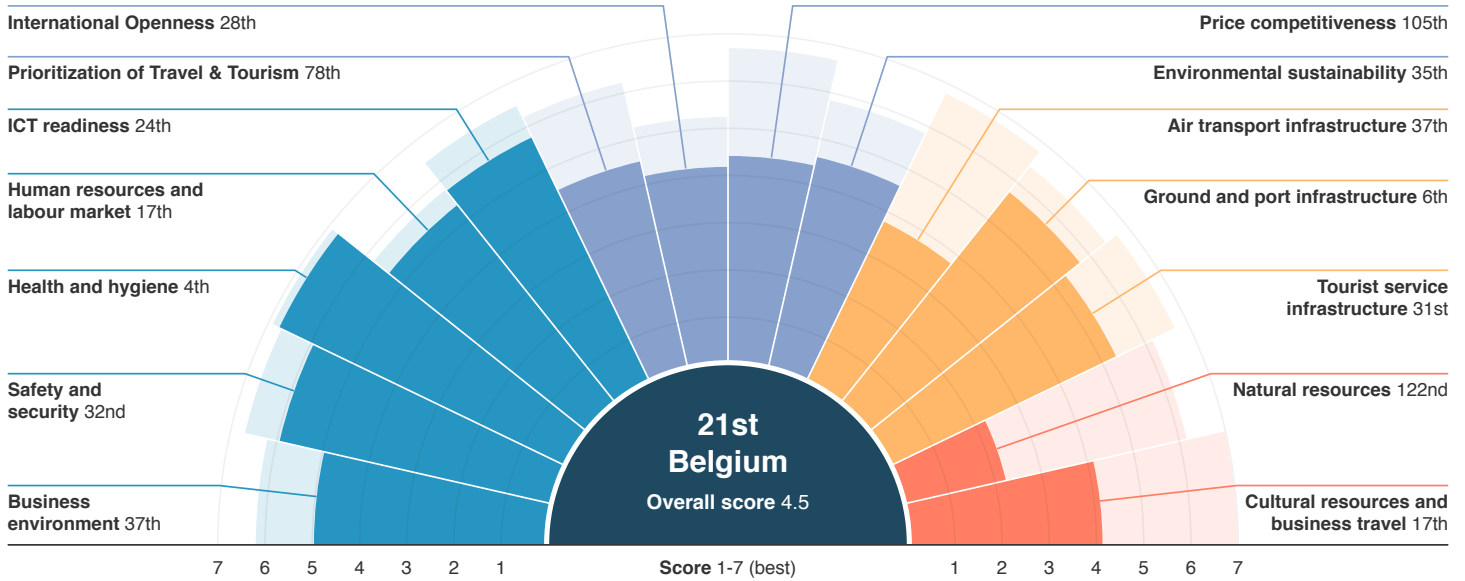
<b>International tourist arrivals</b>	8,354,753	<b>T&amp;T industry GDP</b>	US \$11,157.1 million
<b>International tourism inbound receipts</b>	US \$11,968.2 million	% of total	2.5%
<b>Average receipts per arrival</b>	US \$1,432.5	<b>T&amp;T industry employment</b>	119,435 jobs
		% of total	2.6%

## Performance Overview

Key Score Highest score

Pillar Rank/136

Pillar Rank/136



## 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

Index Component	Rank/136	Score*	Index Component	Rank/136	Score*
<b>Business environment</b>	37	4.9	<b>International Openness</b>	28	4.1
Property rights	21	5.7	Visa requirements 0–100 (best)	73	24.0
Business impact of rules on FDI	16	5.5	Openness of bilateral Air Service Agreements 0–38 (best)	49	11.9
Efficiency of legal framework in settling disputes	38	4.5	Number of regional trade agreements in force number	1	53.0
Efficiency of legal framework in challenging regs	23	4.6	<b>Price competitiveness</b>	105	4.4
Time required to deal with construction permits days	108	212	Ticket taxes and airport charges 0–100 (best)	33	85.5
Cost to deal with construction permits % construction cost	43	1.0	Hotel price index US\$	42	109.7
Extent of market dominance	8	5.2	Purchasing power parity PPP \$	120	0.9
Time to start a business days	13	4.0	Fuel price levels US\$ cents/litre	119	169.0
Cost to start a business % GNI per capita	58	5.0	<b>Environmental sustainability</b>	35	4.6
Effect of taxation on incentives to work	130	2.7	Stringency of environmental regulations	17	5.5
Effect of taxation on incentives to invest	95	3.3	Enforcement of environmental regulations	22	5.2
Total tax rate % profits	121	58.7	Sustainability of travel and tourism industry development	34	4.9
<b>Safety and security</b>	32	5.9	Particulate matter (2.5) concentration µg/m3	121	13.5
Business costs of crime and violence	48	5.1	Environmental treaty ratification 0–27 (best)	20	26
Reliability of police services	26	5.9	Baseline water stress 5–0 (best)	100	3.5
Business costs of terrorism	86	4.8	Threatened species % total species	10	3.1
Index of terrorism incidence	61	7.0	Forest cover change % change	94	0.1
Homicide rate /100,000 pop.	50	1.8	Wastewater treatment %	15	89.8
<b>Health and hygiene</b>	4	6.7	Costal shelf fishing pressure tonnes/km2	87	0.7
Physician density /1,000 pop	14	3.8	<b>Air transport infrastructure</b>	37	3.7
Access to improved sanitation % pop.	19	99.5	Quality of air transport infrastructure	19	5.7
Access to improved drinking water % pop.	1	100.0	Available seat kilometres, domestic millions	95	0.2
Hospital beds /10,000 pop.	12	65.0	Available seat kilometres, international millions	31	695.8
HIV prevalence % adult pop.	60	0.3	Aircraft departures /1,000 pop.	30	12.3
Malaria incidence cases/100,000 pop.	1	S.L.	Airport density airports/million pop.	112	0.5
<b>Human resources and labour market</b>	17	5.3	Number of operating airlines Number	21	84.0
Primary education enrollment rate net %	18	98.8	<b>Ground and port infrastructure</b>	6	5.7
Secondary education enrollment rate gross %	1	164.8	Quality of roads	35	4.9
Extent of staff training	14	5.2	Road density % total territorial area	3	-
Degree of customer orientation	11	5.7	Paved road density % total territorial area	4	-
Hiring and firing practices	111	3.2	Quality of railroad infrastructure	17	4.9
Ease of finding skilled employees	13	5.2	Railroad density km of roads/land area	2	11.7
Ease of hiring foreign labour	67	4.1	Quality of port infrastructure	6	6.3
Pay and productivity	23	4.7	Ground transport efficiency	34	4.5
Female participation in the labor force ratio to men	46	0.87	<b>Tourist service infrastructure</b>	31	5.3
<b>ICT readiness</b>	24	5.7	Hotel rooms number/100 pop.	53	0.7
ICT use for biz-to-biz transactions	19	5.7	Quality of tourism infrastructure	21	5.6
Internet use for biz-to-consumer transactions	32	5.3	Presence of major car rental companies	1	7
Internet users % pop.	19	85.1	Automated teller machines number/thousand adult pop.	22	93.9
Fixed-broadband Internet subscriptions /100 pop.	11	36.8	<b>Natural resources</b>	122	2.2
Mobile-cellular telephone subscriptions /100 pop.	72	115.7	Number of World Heritage natural sites number of sites	86	0
Mobile-broadband subscriptions /100 pop.	52	66.6	Total known species number of species	112	353
Mobile network coverage % pop.	1	100.0	Total protected areas % total territorial area	45	22.9
Quality of electricity supply	27	6.2	Natural tourism digital demand 0–100 (best)	74	11
<b>Prioritization of Travel &amp; Tourism</b>	78	4.5	Attractiveness of natural assets	135	2.7
Government prioritization of travel and tourism industry	78	4.6	<b>Cultural resources and business travel</b>	17	4.1
T&T government expenditure % government budget	68	3.2	Number of World Heritage cultural sites number of sites	18	12
Effectiveness of marketing and branding to attract tourists	60	4.5	Oral and intangible cultural heritage number of expressions	8	13
Comprehensiveness of annual T&T data 0–120 (best)	75	62	Sports stadiums number of large stadiums	47	9.0
Timeliness of providing monthly/quarterly T&T data 0–21 (best)	70	18.0	Number of international association meetings 3-year average	17	227.3
Country brand strategy rating 1–10 (best)	90	71.7	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/tcr>

# Benin

127th / 136

Travel & Tourism Competitiveness Index 2017 edition



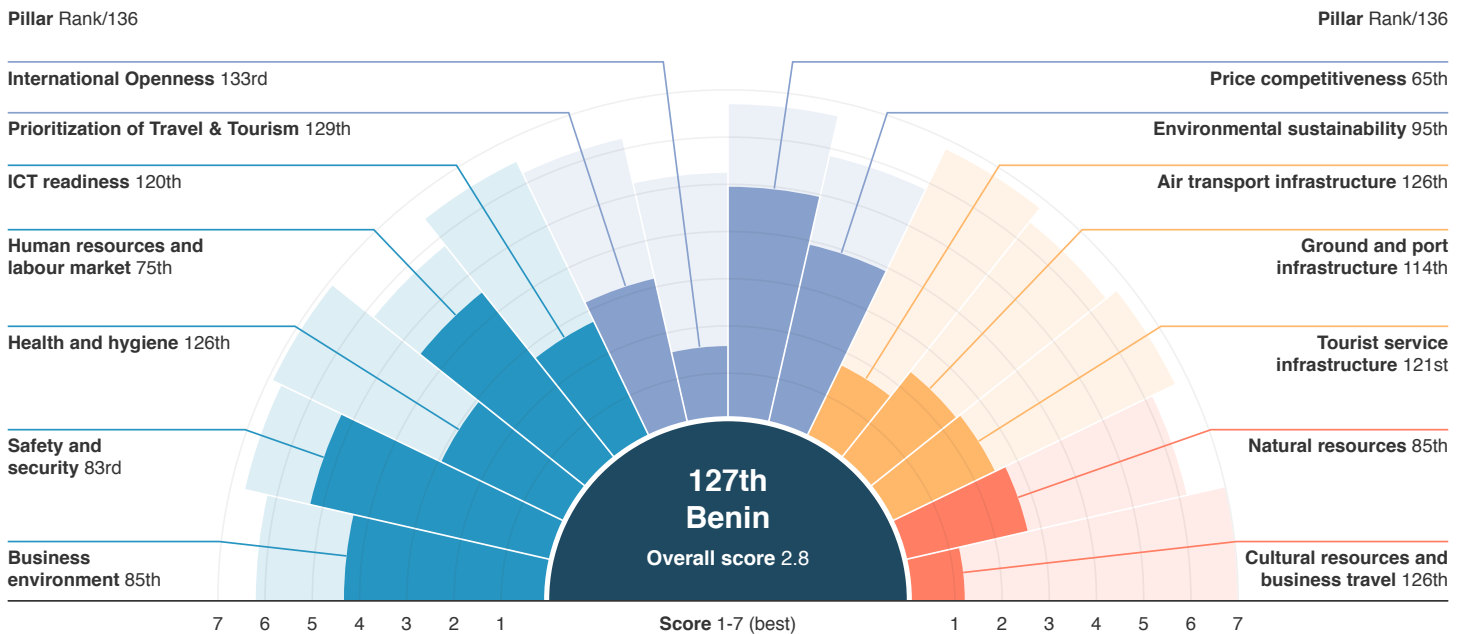
## Key Indicators

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

International tourist arrivals	255,000	T&T industry GDP	US \$204.6 million
International tourism inbound receipts	US \$154.0 million	% of total	2.6%
Average receipts per arrival	US \$603.9	T&T industry employment	53,552 jobs
		% of total	2.2%

## Performance Overview

Key Score Highest score



## Past performance

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

## Benin

127th / 136



## Travel &amp; Tourism Competitiveness Index 2017 edition

Index Component	Rank/136	Score*	Index Component	Rank/136	Score*
<b>Business environment</b>	85	4.3	<b>International Openness</b>	133	1.5
Property rights	103	3.8	Visa requirements 0–100 (best)	122	6.0
Business impact of rules on FDI	96	4.2	Openness of bilateral Air Service Agreements 0–38 (best)	127	4.4
Efficiency of legal framework in settling disputes	75	3.5	Number of regional trade agreements in force number	102	3.0
Efficiency of legal framework in challenging regs	80	3.2	<b>Price competitiveness</b>	65	4.9
Time required to deal with construction permits days	21	88	Ticket taxes and airport charges 0–100 (best)	110	55.1
Cost to deal with construction permits % construction cost	85	3.0	Hotel price index US\$	n/a	n/a
Extent of market dominance	81	3.5	Purchasing power parity PPP \$	36	0.4
Time to start a business days	46	8.0	Fuel price levels US\$ cents/litre	58	110.0
Cost to start a business % GNI per capita	49	3.7	<b>Environmental sustainability</b>	95	3.9
Effect of taxation on incentives to work	74	3.8	Stringency of environmental regulations	122	3.0
Effect of taxation on incentives to invest	126	2.7	Enforcement of environmental regulations	119	3.0
Total tax rate % profits	118	57.4	Sustainability of travel and tourism industry development	127	3.0
<b>Safety and security</b>	83	5.2	Particulate matter (2.5) concentration µg/m3	71	8.9
Business costs of crime and violence	81	4.3	Environmental treaty ratification 0–27 (best)	26	25
Reliability of police services	85	4.1	Baseline water stress 5–0 (best)	9	0.0
Business costs of terrorism	96	4.7	Threatened species % total species	12	3.3
Index of terrorism incidence	1	7.0	Forest cover change % change	124	0.2
Homicide rate /100,000 pop.	90	6.3	Wastewater treatment %	110	0.0
<b>Health and hygiene</b>	126	2.9	Costal shelf fishing pressure tonnes/km2	26	0.0
Physician density /1,000 pop	125	0.1	<b>Air transport infrastructure</b>	126	1.7
Access to improved sanitation % pop.	130	19.7	Quality of air transport infrastructure	116	3.2
Access to improved drinking water % pop.	115	77.9	Available seat kilometres, domestic millions	105	0.0
Hospital beds /10,000 pop.	125	5.0	Available seat kilometres, international millions	126	18.9
HIV prevalence % adult pop.	106	1.1	Aircraft departures /1,000 pop.	125	0.1
Malaria incidence cases/100,000 pop.	130	29249.5	Airport density airports/million pop.	130	0.2
<b>Human resources and labour market</b>	75	4.5	Number of operating airlines Number	103	18.0
Primary education enrollment rate net %	62	95.9	<b>Ground and port infrastructure</b>	114	2.3
Secondary education enrollment rate gross %	113	56.8	Quality of roads	112	2.9
Extent of staff training	121	3.4	Road density % total territorial area	98	-
Degree of customer orientation	66	4.7	Paved road density % total territorial area	118	-
Hiring and firing practices	80	3.6	Quality of railroad infrastructure	96	1.6
Ease of finding skilled employees	27	4.8	Railroad density km of roads/land area	62	0.7
Ease of hiring foreign labour	29	4.5	Quality of port infrastructure	85	3.7
Pay and productivity	114	3.3	Ground transport efficiency	122	2.3
Female participation in the labor force ratio to men	8	0.97	<b>Tourist service infrastructure</b>	121	2.4
<b>ICT readiness</b>	120	2.7	Hotel rooms number/100 pop.	110	0.1
ICT use for biz-to-biz transactions	96	4.4	Quality of tourism infrastructure	112	3.7
Internet use for biz-to-consumer transactions	103	3.9	Presence of major car rental companies	102	3
Internet users % pop.	130	6.8	Automated teller machines number/thousand adult pop.	127	4.3
Fixed-broadband Internet subscriptions /100 pop.	110	0.7	<b>Natural resources</b>	85	2.7
Mobile-cellular telephone subscriptions /100 pop.	113	85.6	Number of World Heritage natural sites number of sites	86	0
Mobile-broadband subscriptions /100 pop.	133	4.2	Total known species number of species	55	707
Mobile network coverage % pop.	65	99.0	Total protected areas % total territorial area	28	28.1
Quality of electricity supply	132	1.7	Natural tourism digital demand 0–100 (best)	134	0
<b>Prioritization of Travel &amp; Tourism</b>	129	3.1	Attractiveness of natural assets	101	4.1
Government prioritization of travel and tourism industry	124	3.3	<b>Cultural resources and business travel</b>	126	1.2
T&T government expenditure % government budget	69	3.2	Number of World Heritage cultural sites number of sites	97	1
Effectiveness of marketing and branding to attract tourists	126	2.7	Oral and intangible cultural heritage number of expressions	71	1
Comprehensiveness of annual T&T data 0–120 (best)	87	56	Sports stadiums number of large stadiums	97	2.0
Timeliness of providing monthly/quarterly T&T data 0–21 (best)	118	3.0	Number of international association meetings 3-year average	121	2.3
Country brand strategy rating 1–10 (best)	125	51.8	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/tcr>

# Bhutan

78th / 136

Travel & Tourism Competitiveness Index 2017 edition



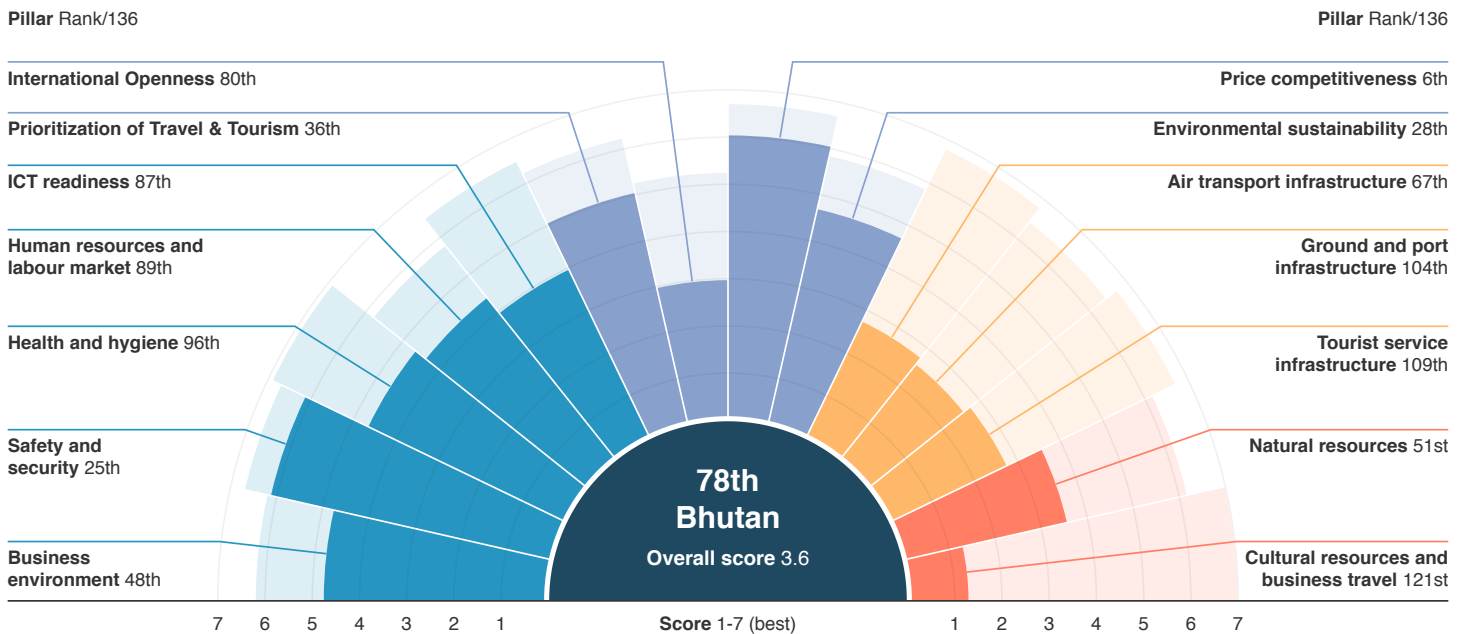
## Key Indicators

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

International tourist arrivals	155,121	T&T industry GDP	US \$0.0 million
International tourism inbound receipts	US \$71.2 million	% of total	0.0%
Average receipts per arrival	US \$458.7	T&T industry employment	0 jobs
		% of total	0.0%

## Performance Overview

Key Score Highest score



## Past performance

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

# Bhutan

# 78th /136



## Travel & Tourism Competitiveness Index 2017 edition

Index Component	Rank/136	Score*	Index Component	Rank/136	Score*
<b>Business environment</b>	48	4.7	<b>International Openness</b>	80	2.9
Property rights	44	4.7	Visa requirements 0–100 (best)	19	60.0
Business impact of rules on FDI	123	3.5	Openness of bilateral Air Service Agreements 0–38 (best)	77	10.0
Efficiency of legal framework in settling disputes	26	4.8	Number of regional trade agreements in force number	102	3.0
Efficiency of legal framework in challenging regs	39	4.0	<b>Price competitiveness</b>	6	6.0
Time required to deal with construction permits days	72	15.1	Ticket taxes and airport charges 0–100 (best)	14	92.7
Cost to deal with construction permits % construction cost	53	1.2	Hotel price index US\$	n/a	n/a
Extent of market dominance	114	3.1	Purchasing power parity PPP \$	12	0.3
Time to start a business days	84	15.0	Fuel price levels US\$ cents/litre	26	84.0
Cost to start a business % GNI per capita	50	3.8	<b>Environmental sustainability</b>	28	4.6
Effect of taxation on incentives to work	32	4.4	Stringency of environmental regulations	15	5.6
Effect of taxation on incentives to invest	57	3.8	Enforcement of environmental regulations	11	5.7
Total tax rate % profits	62	35.3	Sustainability of travel and tourism industry development	9	5.5
<b>Safety and security</b>	25	6.1	Particulate matter (2.5) concentration µg/m3	116	12.0
Business costs of crime and violence	18	5.7	Environmental treaty ratification 0–27 (best)	134	14
Reliability of police services	34	5.5	Baseline water stress 5–0 (best)	1	0.0
Business costs of terrorism	44	5.7	Threatened species % total species	81	6.5
Index of terrorism incidence	34	7.0	Forest cover change % change	6	0.0
Homicide rate /100,000 pop.	59	2.7	Wastewater treatment %	111	0.0
<b>Health and hygiene</b>	96	4.6	Costal shelf fishing pressure tonnes/km2	n/a	n/a
Physician density /1,000 pop	107	0.3	<b>Air transport infrastructure</b>	67	2.7
Access to improved sanitation % pop.	108	50.4	Quality of air transport infrastructure	103	3.7
Access to improved drinking water % pop.	1	100.0	Available seat kilometres, domestic millions	103	0.0
Hospital beds /10,000 pop.	84	18.0	Available seat kilometres, international millions	134	3.0
HIV prevalence % adult pop.	1	0.1	Aircraft departures /1,000 pop.	47	6.0
Malaria incidence cases/100,000 pop.	86	6.5	Airport density airports/million pop.	10	6.7
<b>Human resources and labour market</b>	89	4.3	Number of operating airlines Number	135	2.0
Primary education enrollment rate net %	121	85.6	<b>Ground and port infrastructure</b>	104	2.5
Secondary education enrollment rate gross %	88	84.2	Quality of roads	79	3.8
Extent of staff training	66	3.9	Road density % total territorial area	69	-
Degree of customer orientation	89	4.4	Paved road density % total territorial area	83	-
Hiring and firing practices	46	4.0	Quality of railroad infrastructure	n/a	n/a
Ease of finding skilled employees	114	3.6	Railroad density km of roads/land area	n/a	n/a
Ease of hiring foreign labour	131	2.9	Quality of port infrastructure	132	1.9
Pay and productivity	58	4.2	Ground transport efficiency	101	2.9
Female participation in the labor force ratio to men	70	0.80	<b>Tourist service infrastructure</b>	109	2.7
<b>ICT readiness</b>	87	3.9	Hotel rooms number/100 pop.	70	0.4
ICT use for biz-to-biz transactions	117	4.0	Quality of tourism infrastructure	62	4.7
Internet use for biz-to-consumer transactions	118	3.6	Presence of major car rental companies	129	1
Internet users % pop.	92	39.8	Automated teller machines number/thousand adult pop.	99	22.2
Fixed-broadband Internet subscriptions /100 pop.	90	3.6	<b>Natural resources</b>	51	3.5
Mobile-cellular telephone subscriptions /100 pop.	111	87.0	Number of World Heritage natural sites number of sites	86	0
Mobile-broadband subscriptions /100 pop.	77	46.7	Total known species number of species	54	721
Mobile network coverage % pop.	91	98.0	Total protected areas % total territorial area	3	47.3
Quality of electricity supply	41	5.8	Natural tourism digital demand 0–100 (best)	104	3
<b>Prioritization of Travel &amp; Tourism</b>	36	5.0	Attractiveness of natural assets	30	5.8
Government prioritization of travel and tourism industry	13	6.0	<b>Cultural resources and business travel</b>	121	1.3
T&T government expenditure % government budget	n/a	n/a	Number of World Heritage cultural sites number of sites	126	0
Effectiveness of marketing and branding to attract tourists	37	4.9	Oral and intangible cultural heritage number of expressions	93	0
Comprehensiveness of annual T&T data 0–120 (best)	104	4.7	Sports stadiums number of large stadiums	66	5.0
Timeliness of providing monthly/quarterly T&T data 0–21 (best)	48	19.5	Number of international association meetings 3-year average	128	0.7
Country brand strategy rating 1–10 (best)	124	53.2	Cultural and entertainment tourism digital demand 0–100 (best)	101	3

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# Bolivia

99th / 136

Travel & Tourism Competitiveness Index 2017 edition



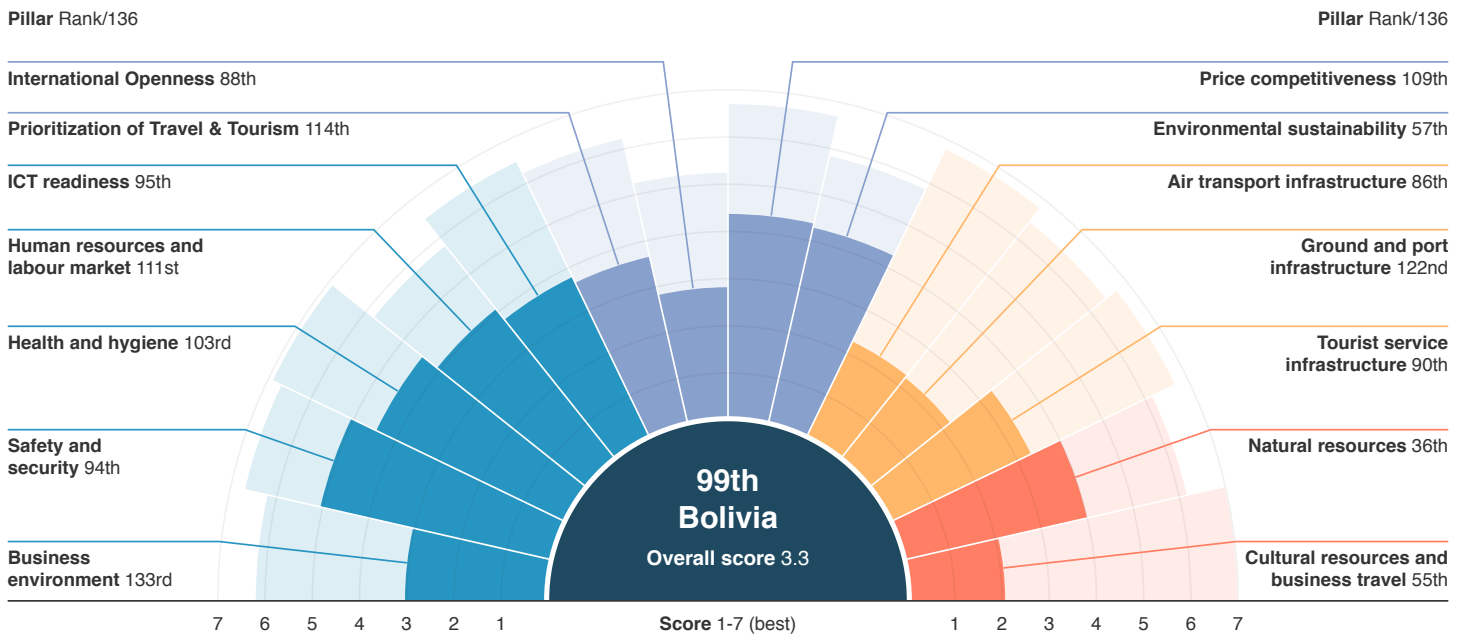
## Key Indicators

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

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

## Performance Overview

Key Score Highest score



## 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

Index Component	Rank/136	Score*	Index Component	Rank/136	Score*
<b>Business environment</b>	133	3.0	<b>International Openness</b>	88	2.8
Property rights	128	3.0	Visa requirements 0–100 (best)	31	53.0
Business impact of rules on FDI	121	3.6	Openness of bilateral Air Service Agreements 0–38 (best)	81	9.8
Efficiency of legal framework in settling disputes	130	2.3	Number of regional trade agreements in force number	102	3.0
Efficiency of legal framework in challenging regs	135	1.7	<b>Price competitiveness</b>	109	4.3
Time required to deal with construction permits days	128	322	Ticket taxes and airport charges 0–100 (best)	135	3.8
Cost to deal with construction permits % construction cost	36	0.9	Hotel price index US\$	n/a	n/a
Extent of market dominance	103	3.3	Purchasing power parity PPP \$	64	0.4
Time to start a business days	124	45.0	Fuel price levels US\$ cents/litre	12	54.0
Cost to start a business % GNI per capita	126	54.1	<b>Environmental sustainability</b>	57	4.2
Effect of taxation on incentives to work	104	3.4	Stringency of environmental regulations	109	3.3
Effect of taxation on incentives to invest	102	3.2	Enforcement of environmental regulations	102	3.3
Total tax rate % profits	135	83.7	Sustainability of travel and tourism industry development	116	3.4
<b>Safety and security</b>	94	5.0	Particulate matter (2.5) concentration µg/m3	62	7.2
Business costs of crime and violence	71	4.6	Environmental treaty ratification 0–27 (best)	67	21
Reliability of police services	130	2.5	Baseline water stress 5–0 (best)	28	0.4
Business costs of terrorism	29	5.9	Threatened species % total species	58	5.4
Index of terrorism incidence	1	7.0	Forest cover change % change	69	0.1
Homicide rate /100,000 pop.	120	12.4	Wastewater treatment %	88	3.5
<b>Health and hygiene</b>	103	4.4	Costal shelf fishing pressure tonnes/km2	n/a	n/a
Physician density /1,000 pop	97	0.5	<b>Air transport infrastructure</b>	86	2.2
Access to improved sanitation % pop.	109	50.3	Quality of air transport infrastructure	95	3.9
Access to improved drinking water % pop.	98	90.0	Available seat kilometres, domestic millions	39	35.8
Hospital beds /10,000 pop.	105	11.0	Available seat kilometres, international millions	96	51.7
HIV prevalence % adult pop.	60	0.3	Aircraft departures /1,000 pop.	71	2.8
Malaria incidence cases/100,000 pop.	98	100.4	Airport density airports/million pop.	32	2.0
<b>Human resources and labour market</b>	111	4.0	Number of operating airlines Number	90	21.0
Primary education enrollment rate net %	109	88.5	<b>Ground and port infrastructure</b>	122	2.2
Secondary education enrollment rate gross %	83	86.4	Quality of roads	103	3.1
Extent of staff training	128	3.1	Road density % total territorial area	120	-
Degree of customer orientation	126	3.8	Paved road density % total territorial area	127	-
Hiring and firing practices	132	2.2	Quality of railroad infrastructure	89	1.9
Ease of finding skilled employees	111	3.6	Railroad density km of roads/land area	81	0.3
Ease of hiring foreign labour	84	3.8	Quality of port infrastructure	124	2.2
Pay and productivity	127	3.1	Ground transport efficiency	100	2.9
Female participation in the labor force ratio to men	75	0.78	<b>Tourist service infrastructure</b>	90	3.3
<b>ICT readiness</b>	95	3.8	Hotel rooms number/100 pop.	86	0.3
ICT use for biz-to-biz transactions	124	3.7	Quality of tourism infrastructure	122	3.4
Internet use for biz-to-consumer transactions	129	3.2	Presence of major car rental companies	72	5
Internet users % pop.	87	45.1	Automated teller machines number/thousand adult pop.	86	34.7
Fixed-broadband Internet subscriptions /100 pop.	102	1.6	<b>Natural resources</b>	36	4.0
Mobile-cellular telephone subscriptions /100 pop.	105	92.2	Number of World Heritage natural sites number of sites	46	1
Mobile-broadband subscriptions /100 pop.	99	33.8	Total known species number of species	8	2042
Mobile network coverage % pop.	1	100.0	Total protected areas % total territorial area	36	24.8
Quality of electricity supply	63	5.0	Natural tourism digital demand 0–100 (best)	89	5
<b>Prioritization of Travel &amp; Tourism</b>	114	3.6	Attractiveness of natural assets	59	5.2
Government prioritization of travel and tourism industry	115	3.6	<b>Cultural resources and business travel</b>	55	2.0
T&T government expenditure % government budget	70	3.1	Number of World Heritage cultural sites number of sites	36	6
Effectiveness of marketing and branding to attract tourists	108	3.5	Oral and intangible cultural heritage number of expressions	30	5
Comprehensiveness of annual T&T data 0–120 (best)	99	51	Sports stadiums number of large stadiums	38	11.0
Timeliness of providing monthly/quarterly T&T data 0–21 (best)	109	9.0	Number of international association meetings 3-year average	71	19.3
Country brand strategy rating 1–10 (best)	113	61.3	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/tcr>

# Bosnia and Herzegovina

113rd / 136

Travel & Tourism Competitiveness Index 2017 edition



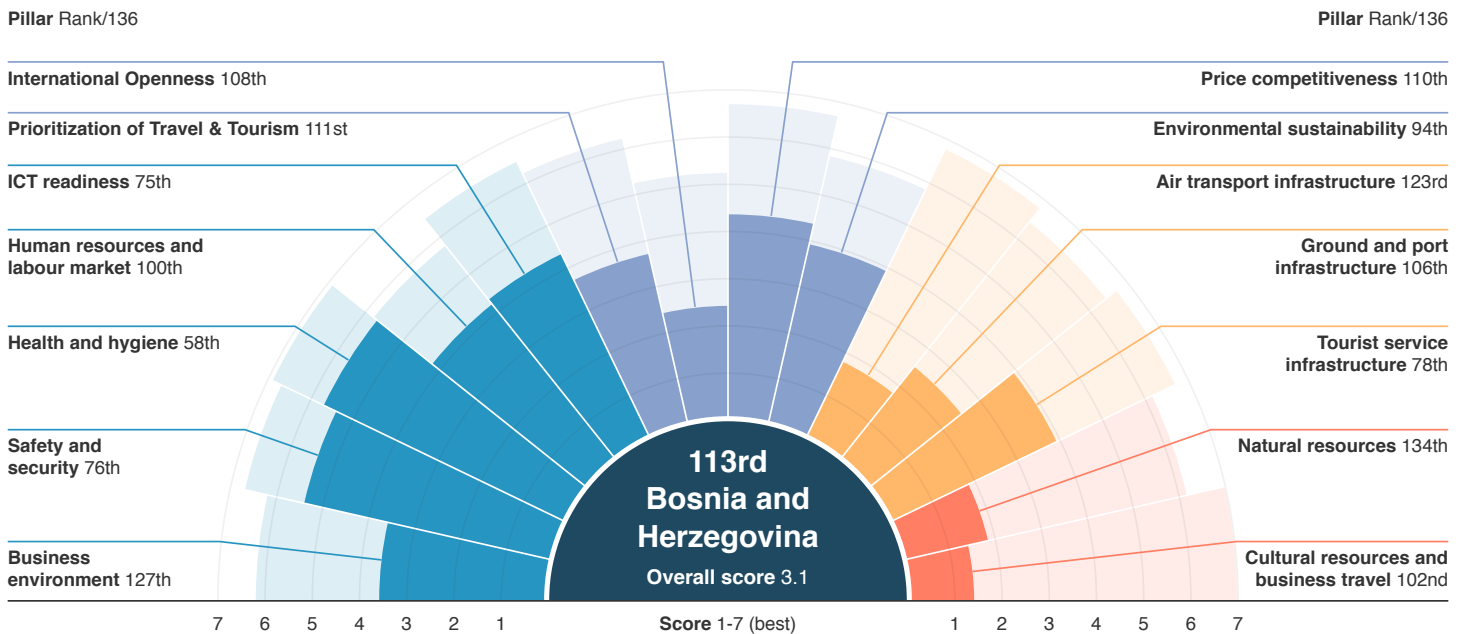
## Key Indicators

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

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

## Performance Overview

Key Score Highest score



## Past performance

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

# Bosnia and Herzegovina

# 113rd /136

## Travel & Tourism Competitiveness Index 2017 edition



Index Component	Rank/136	Score*	Index Component	Rank/136	Score*
<b>Business environment</b>	127	3.5	<b>International Openness</b>	108	2.4
Property rights	126	3.1	Visa requirements 0–100 (best)	68	27.0
Business impact of rules on FDI	125	3.4	Openness of bilateral Air Service Agreements 0–38 (best)	76	10.0
Efficiency of legal framework in settling disputes	121	2.7	Number of regional trade agreements in force number	83	5.0
Efficiency of legal framework in challenging regs	122	2.6	<b>Price competitiveness</b>	110	4.3
Time required to deal with construction permits days	91	179	Ticket taxes and airport charges 0–100 (best)	114	50.0
Cost to deal with construction permits % construction cost	130	18.5	Hotel price index US\$	n/a	n/a
Extent of market dominance	106	3.3	Purchasing power parity PPP \$	52	0.4
Time to start a business days	130	65.0	Fuel price levels US\$ cents/litre	102	154.0
Cost to start a business % GNI per capita	88	13.5	<b>Environmental sustainability</b>	94	3.9
Effect of taxation on incentives to work	127	2.7	Stringency of environmental regulations	116	3.1
Effect of taxation on incentives to invest	120	2.9	Enforcement of environmental regulations	103	3.3
Total tax rate % profits	19	22.6	Sustainability of travel and tourism industry development	120	3.2
<b>Safety and security</b>	76	5.4	Particulate matter (2.5) concentration µg/m3	96	10.7
Business costs of crime and violence	94	4.0	Environmental treaty ratification 0–27 (best)	125	16
Reliability of police services	88	4.0	Baseline water stress 5–0 (best)	21	0.3
Business costs of terrorism	72	5.2	Threatened species % total species	21	3.7
Index of terrorism incidence	81	6.9	Forest cover change % change	11	0.0
Homicide rate /100,000 pop.	36	1.3	Wastewater treatment %	111	0.0
<b>Health and hygiene</b>	58	5.7	Costal shelf fishing pressure tonnes/km2	100	8.0
Physician density /1,000 pop	63	1.9	<b>Air transport infrastructure</b>	123	1.8
Access to improved sanitation % pop.	56	94.8	Quality of air transport infrastructure	131	2.6
Access to improved drinking water % pop.	36	99.9	Available seat kilometres, domestic millions	105	0.0
Hospital beds /10,000 pop.	46	35.0	Available seat kilometres, international millions	127	13.2
HIV prevalence % adult pop.	1	<0.1	Aircraft departures /1,000 pop.	129	0.0
Malaria incidence cases/100,000 pop.	1	M.F.	Airport density airports/million pop.	33	2.0
<b>Human resources and labour market</b>	100	4.2	Number of operating airlines Number	106	16.0
Primary education enrollment rate net %	35	97.5	<b>Ground and port infrastructure</b>	106	2.5
Secondary education enrollment rate gross %	78	88.7	Quality of roads	114	2.9
Extent of staff training	131	3.1	Road density % total territorial area	55	-
Degree of customer orientation	100	4.2	Paved road density % total territorial area	40	-
Hiring and firing practices	109	3.3	Quality of railroad infrastructure	85	2.0
Ease of finding skilled employees	126	3.4	Railroad density km of roads/land area	39	2.0
Ease of hiring foreign labour	117	3.4	Quality of port infrastructure	127	2.2
Pay and productivity	128	3.1	Ground transport efficiency	99	2.9
Female participation in the labor force ratio to men	109	0.63	<b>Tourist service infrastructure</b>	78	3.9
<b>ICT readiness</b>	75	4.3	Hotel rooms number/100 pop.	77	0.4
ICT use for biz-to-biz transactions	105	4.1	Quality of tourism infrastructure	125	3.4
Internet use for biz-to-consumer transactions	79	4.3	Presence of major car rental companies	1	7
Internet users % pop.	57	65.1	Automated teller machines number/thousand adult pop.	72	44.0
Fixed-broadband Internet subscriptions /100 pop.	53	16.6	<b>Natural resources</b>	134	1.8
Mobile-cellular telephone subscriptions /100 pop.	108	90.2	Number of World Heritage natural sites number of sites	86	0
Mobile-broadband subscriptions /100 pop.	100	33.5	Total known species number of species	107	381
Mobile network coverage % pop.	1	100.0	Total protected areas % total territorial area	131	1.3
Quality of electricity supply	79	4.6	Natural tourism digital demand 0–100 (best)	117	2
<b>Prioritization of Travel &amp; Tourism</b>	111	3.7	Attractiveness of natural assets	114	4.0
Government prioritization of travel and tourism industry	123	3.3	<b>Cultural resources and business travel</b>	102	1.4
T&T government expenditure % government budget	124	1.1	Number of World Heritage cultural sites number of sites	61	3
Effectiveness of marketing and branding to attract tourists	114	3.2	Oral and intangible cultural heritage number of expressions	71	1
Comprehensiveness of annual T&T data 0–120 (best)	85	57	Sports stadiums number of large stadiums	97	2.0
Timeliness of providing monthly/quarterly T&T data 0–21 (best)	53	19.0	Number of international association meetings 3-year average	78	11.3
Country brand strategy rating 1–10 (best)	91	71.7	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/tcr>

# Botswana

85th / 136

Travel & Tourism Competitiveness Index 2017 edition



## Key Indicators

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

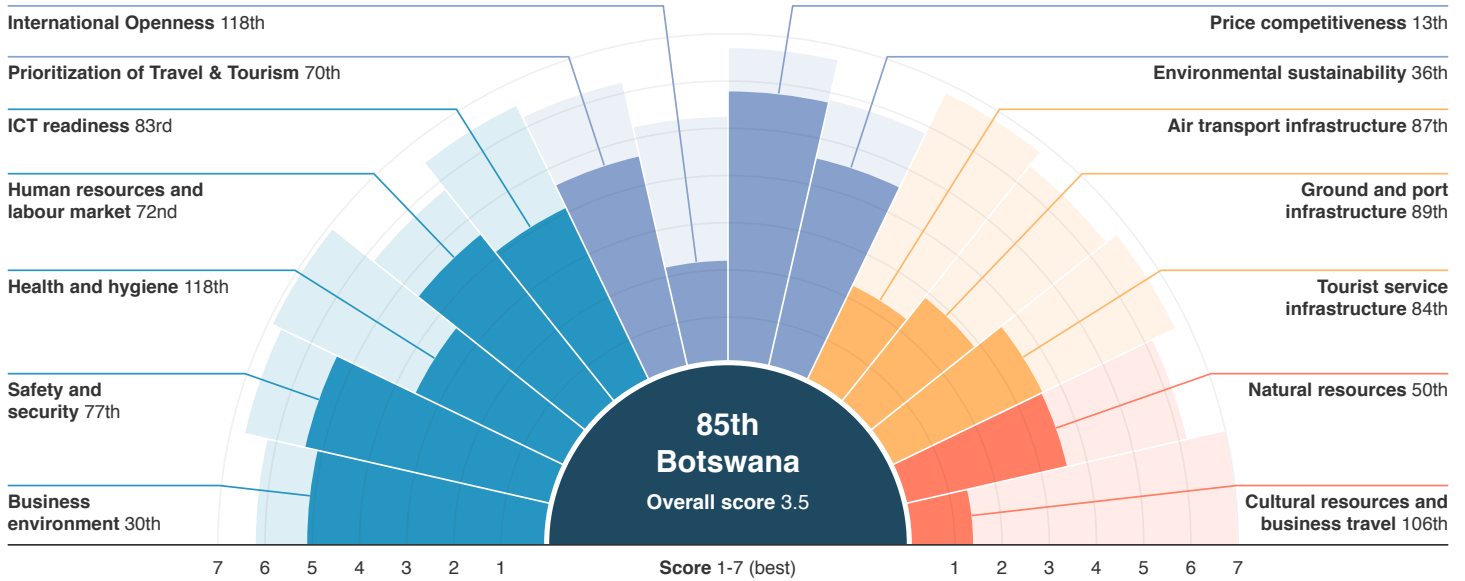
<b>International tourist arrivals</b>	1,528,000	<b>T&amp;T industry GDP</b>	US \$619.1 million
<b>International tourism inbound receipts</b>	US \$948.3 million	% of total	4.1%
<b>Average receipts per arrival</b>	US \$620.6	<b>T&amp;T industry employment</b>	28,399 jobs
		% of total	3.0%

## Performance Overview

Key Score Highest score

Pillar Rank/136

Pillar Rank/136



## Past performance

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

# Botswana

# 85th / 136

## Travel & Tourism Competitiveness Index 2017 edition



Index Component	Rank/136	Score*	Index Component	Rank/136	Score*
<b>Business environment</b>	30	5.1	<b>International Openness</b>	118	2.2
Property rights	36	5.0	Visa requirements 0–100 (best)	59	31.0
Business impact of rules on FDI	60	4.7	Openness of bilateral Air Service Agreements 0–38 (best)	117	6.5
Efficiency of legal framework in settling disputes	29	4.7	Number of regional trade agreements in force number	102	3.0
Efficiency of legal framework in challenging regs	30	4.4	<b>Price competitiveness</b>	13	5.7
Time required to deal with construction permits days	33	100	Ticket taxes and airport charges 0–100 (best)	2	98.5
Cost to deal with construction permits % construction cost	9	0.3	Hotel price index US\$	23	87.8
Extent of market dominance	107	3.2	Purchasing power parity PPP \$	54	0.4
Time to start a business days	125	48.0	Fuel price levels US\$ cents/litre	51	107.0
Cost to start a business % GNI per capita	21	0.8	<b>Environmental sustainability</b>	36	4.5
Effect of taxation on incentives to work	21	4.6	Stringency of environmental regulations	45	4.5
Effect of taxation on incentives to invest	25	4.5	Enforcement of environmental regulations	35	4.6
Total tax rate % profits	25	25.1	Sustainability of travel and tourism industry development	22	5.1
<b>Safety and security</b>	77	5.3	Particulate matter (2.5) concentration µg/m3	34	5.0
Business costs of crime and violence	82	4.3	Environmental treaty ratification 0–27 (best)	115	17
Reliability of police services	50	4.8	Baseline water stress 5–0 (best)	73	2.0
Business costs of terrorism	34	5.8	Threatened species % total species	13	3.3
Index of terrorism incidence	1	7.0	Forest cover change % change	32	0.0
Homicide rate /100,000 pop.	122	14.8	Wastewater treatment %	99	0.9
<b>Health and hygiene</b>	118	3.5	Costal shelf fishing pressure tonnes/km2	n/a	n/a
Physician density /1,000 pop	100	0.4	<b>Air transport infrastructure</b>	87	2.2
Access to improved sanitation % pop.	101	63.4	Quality of air transport infrastructure	88	4.0
Access to improved drinking water % pop.	71	96.2	Available seat kilometres, domestic millions	80	1.2
Hospital beds /10,000 pop.	84	18.0	Available seat kilometres, international millions	132	6.6
HIV prevalence % adult pop.	136	25.2	Aircraft departures /1,000 pop.	65	3.7
Malaria incidence cases/100,000 pop.	95	45.0	Airport density airports/million pop.	22	3.1
<b>Human resources and labour market</b>	72	4.5	Number of operating airlines Number	130	6.0
Primary education enrollment rate net %	93	91.0	<b>Ground and port infrastructure</b>	89	2.8
Secondary education enrollment rate gross %	89	83.9	Quality of roads	61	4.1
Extent of staff training	48	4.2	Road density % total territorial area	130	-
Degree of customer orientation	122	3.9	Paved road density % total territorial area	119	-
Hiring and firing practices	61	3.9	Quality of railroad infrastructure	47	3.2
Ease of finding skilled employees	95	3.8	Railroad density km of roads/land area	91	0.2
Ease of hiring foreign labour	120	3.2	Quality of port infrastructure	107	3.0
Pay and productivity	98	3.6	Ground transport efficiency	56	3.8
Female participation in the labor force ratio to men	20	0.93	<b>Tourist service infrastructure</b>	84	3.6
<b>ICT readiness</b>	83	4.1	Hotel rooms number/100 pop.	76	0.4
ICT use for biz-to-biz transactions	79	4.5	Quality of tourism infrastructure	41	5.2
Internet use for biz-to-consumer transactions	109	3.7	Presence of major car rental companies	85	4
Internet users % pop.	98	27.5	Automated teller machines number/thousand adult pop.	91	30.3
Fixed-broadband Internet subscriptions /100 pop.	101	1.8	<b>Natural resources</b>	50	3.5
Mobile-cellular telephone subscriptions /100 pop.	8	169.0	Number of World Heritage natural sites number of sites	46	1
Mobile-broadband subscriptions /100 pop.	47	67.6	Total known species number of species	53	731
Mobile network coverage % pop.	91	98.0	Total protected areas % total territorial area	24	29.1
Quality of electricity supply	107	3.3	Natural tourism digital demand 0–100 (best)	68	12
<b>Prioritization of Travel &amp; Tourism</b>	70	4.6	Attractiveness of natural assets	18	6.1
Government prioritization of travel and tourism industry	29	5.6	<b>Cultural resources and business travel</b>	106	1.3
T&T government expenditure % government budget	26	6.3	Number of World Heritage cultural sites number of sites	97	1
Effectiveness of marketing and branding to attract tourists	33	5.0	Oral and intangible cultural heritage number of expressions	71	1
Comprehensiveness of annual T&T data 0–120 (best)	126	30	Sports stadiums number of large stadiums	55	6.0
Timeliness of providing monthly/quarterly T&T data 0–21 (best)	129	0.0	Number of international association meetings 3-year average	113	3.7
Country brand strategy rating 1–10 (best)	46	79.3	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/tcr>

# Brazil

27th / 136

Travel & Tourism Competitiveness Index 2017 edition



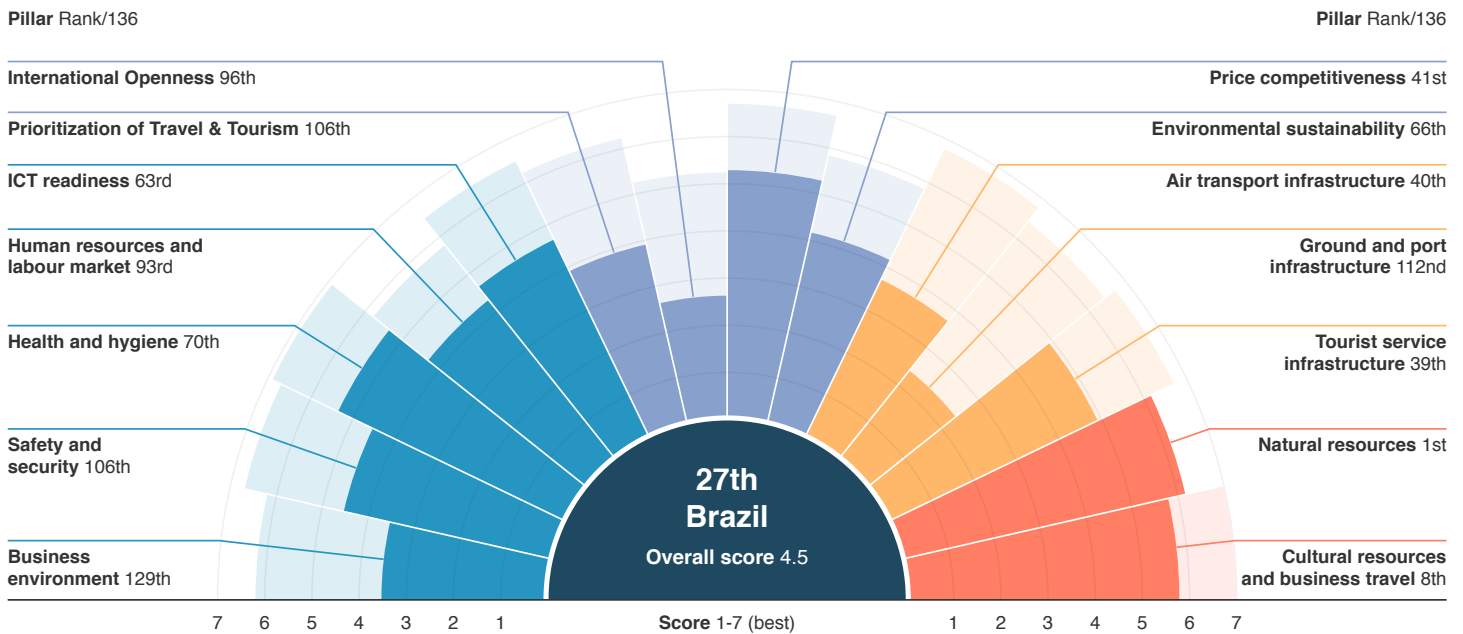
## Key Indicators

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

<b>International tourist arrivals</b>	6,305,838	<b>T&amp;T industry GDP</b>	US \$56,316.8 million
<b>International tourism inbound receipts</b>	US \$5,844.0 million	% of total	3.3%
<b>Average receipts per arrival</b>	US \$926.8	<b>T&amp;T industry employment</b>	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

Index Component	Rank/136	Score*	Index Component	Rank/136	Score*
<b>Business environment</b>	129	3.5	<b>International Openness</b>	96	2.6
Property rights	78	4.1	Visa requirements 0–100 (best)	108	22.0
Business impact of rules on FDI	103	4.1	Openness of bilateral Air Service Agreements 0–38 (best)	30	14.4
Efficiency of legal framework in settling disputes	123	2.7	Number of regional trade agreements in force number	78	6.0
Efficiency of legal framework in challenging regs	106	2.8	<b>Price competitiveness</b>	41	5.3
Time required to deal with construction permits days	132	426	Ticket taxes and airport charges 0–100 (best)	66	75.8
Cost to deal with construction permits % construction cost	14	0.4	Hotel price index US\$	26	90.5
Extent of market dominance	48	3.9	Purchasing power parity PPP \$	92	0.6
Time to start a business days	133	79.5	Fuel price levels US\$ cents/litre	41	102.0
Cost to start a business % GNI per capita	60	5.2	<b>Environmental sustainability</b>	66	4.1
Effect of taxation on incentives to work	136	2.2	Stringency of environmental regulations	37	4.7
Effect of taxation on incentives to invest	136	1.8	Enforcement of environmental regulations	75	3.7
Total tax rate % profits	132	68.4	Sustainability of travel and tourism industry development	117	3.3
<b>Safety and security</b>	106	4.5	Particulate matter (2.5) concentration µg/m3	24	4.4
Business costs of crime and violence	127	2.7	Environmental treaty ratification 0–27 (best)	31	24
Reliability of police services	109	3.4	Baseline water stress 5–0 (best)	49	0.9
Business costs of terrorism	10	6.2	Threatened species % total species	106	8.7
Index of terrorism incidence	76	6.9	Forest cover change % change	88	0.1
Homicide rate /100,000 pop.	127	24.6	Wastewater treatment %	59	17.6
<b>Health and hygiene</b>	70	5.3	Costal shelf fishing pressure tonnes/km2	57	0.2
Physician density /1,000 pop	66	1.9	<b>Air transport infrastructure</b>	40	3.7
Access to improved sanitation % pop.	80	82.8	Quality of air transport infrastructure	94	3.9
Access to improved drinking water % pop.	59	98.1	Available seat kilometres, domestic millions	3	2257.4
Hospital beds /10,000 pop.	69	23.0	Available seat kilometres, international millions	19	1570.7
HIV prevalence % adult pop.	92	0.6	Aircraft departures /1,000 pop.	55	4.5
Malaria incidence cases/100,000 pop.	99	111.6	Airport density airports/million pop.	102	0.6
<b>Human resources and labour market</b>	93	4.3	Number of operating airlines Number	38	58.0
Primary education enrollment rate net %	89	92.2	<b>Ground and port infrastructure</b>	112	2.4
Secondary education enrollment rate gross %	39	102.0	Quality of roads	109	3.0
Extent of staff training	61	4.0	Road density % total territorial area	92	-
Degree of customer orientation	94	4.3	Paved road density % total territorial area	113	-
Hiring and firing practices	133	1.9	Quality of railroad infrastructure	90	1.9
Ease of finding skilled employees	107	3.7	Railroad density km of roads/land area	77	0.4
Ease of hiring foreign labour	122	3.2	Quality of port infrastructure	112	2.9
Pay and productivity	86	3.7	Ground transport efficiency	89	3.0
Female participation in the labor force ratio to men	86	0.74	<b>Tourist service infrastructure</b>	39	4.9
<b>ICT readiness</b>	63	4.6	Hotel rooms number/100 pop.	95	0.2
ICT use for biz-to-biz transactions	62	4.7	Quality of tourism infrastructure	104	3.9
Internet use for biz-to-consumer transactions	41	5.0	Presence of major car rental companies	1	7
Internet users % pop.	63	59.1	Automated teller machines number/thousand adult pop.	9	129.3
Fixed-broadband Internet subscriptions /100 pop.	62	12.2	<b>Natural resources</b>	1	6.1
Mobile-cellular telephone subscriptions /100 pop.	53	126.6	Number of World Heritage natural sites number of sites	7	7
Mobile-broadband subscriptions /100 pop.	24	88.6	Total known species number of species	1	3287
Mobile network coverage % pop.	116	92.1	Total protected areas % total territorial area	25	28.4
Quality of electricity supply	90	4.1	Natural tourism digital demand 0–100 (best)	4	86
<b>Prioritization of Travel &amp; Tourism</b>	106	3.9	Attractiveness of natural assets	60	5.2
Government prioritization of travel and tourism industry	126	3.2	<b>Cultural resources and business travel</b>	8	5.7
T&T government expenditure % government budget	79	2.9	Number of World Heritage cultural sites number of sites	16	13
Effectiveness of marketing and branding to attract tourists	121	3.1	Oral and intangible cultural heritage number of expressions	18	8
Comprehensiveness of annual T&T data 0–120 (best)	104	4.7	Sports stadiums number of large stadiums	3	95.0
Timeliness of providing monthly/quarterly T&T data 0–21 (best)	93	15.5	Number of international association meetings 3-year average	10	304.3
Country brand strategy rating 1–10 (best)	14	85.8	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/tcr>

# Bulgaria

45th / 136

Travel & Tourism Competitiveness Index 2017 edition



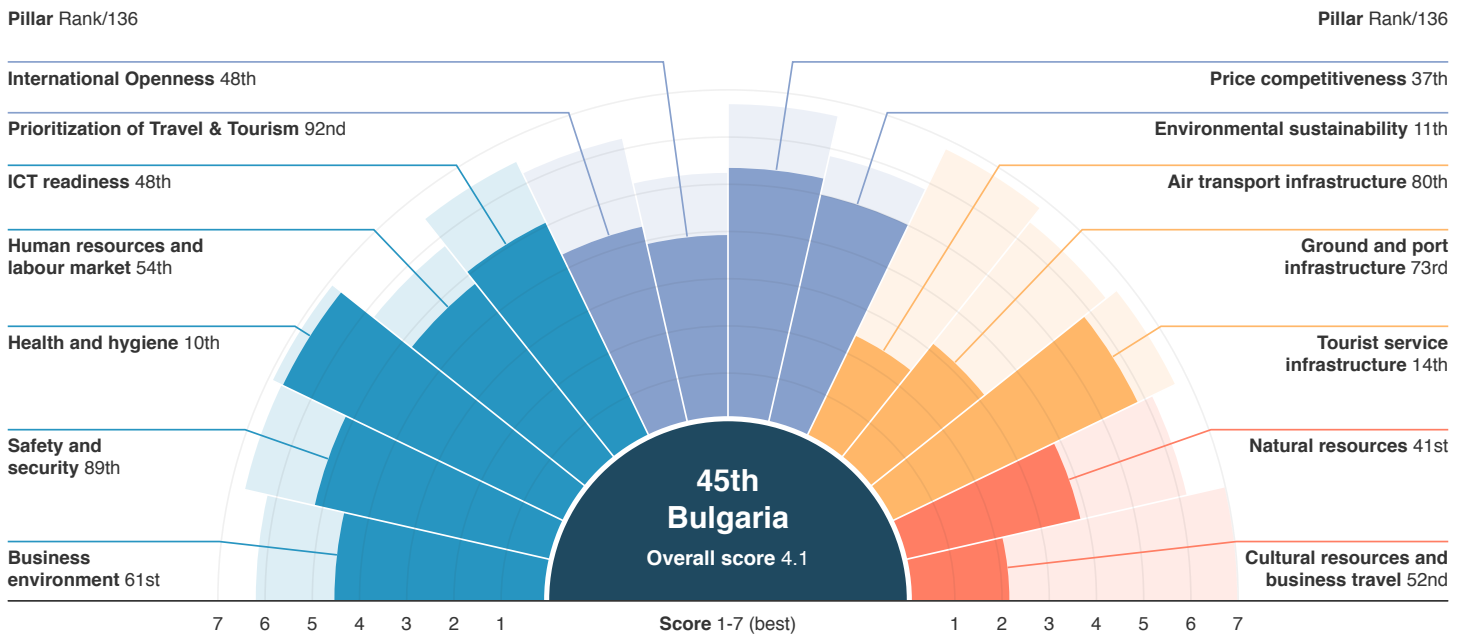
## Key Indicators

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

<b>International tourist arrivals</b>	7,099,000	<b>T&amp;T industry GDP</b>	US \$1,617.0 million
<b>International tourism inbound receipts</b>	US \$3,146.2 million	% of total	3.3%
<b>Average receipts per arrival</b>	US \$443.2	<b>T&amp;T industry employment</b>	92,413 jobs
		% of total	3.1%

## Performance Overview

Key Score Highest score



## 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



Index Component	Rank/136	Score*	Index Component	Rank/136	Score*
<b>Business environment</b>	61	4.5	<b>International Openness</b>	48	3.9
Property rights	113	3.7	Visa requirements 0–100 (best)	73	24.0
Business impact of rules on FDI	111	3.9	Openness of bilateral Air Service Agreements 0–38 (best)	108	7.3
Efficiency of legal framework in settling disputes	93	3.1	Number of regional trade agreements in force number	1	53.0
Efficiency of legal framework in challenging regs	81	3.2	<b>Price competitiveness</b>	37	5.3
Time required to deal with construction permits days	39	105	Ticket taxes and airport charges 0–100 (best)	32	85.5
Cost to deal with construction permits % construction cost	96	3.9	Hotel price index US\$	6	75.2
Extent of market dominance	57	3.8	Purchasing power parity PPP \$	45	0.4
Time to start a business days	103	23.0	Fuel price levels US\$ cents/litre	99	151.0
Cost to start a business % GNI per capita	31	1.3	<b>Environmental sustainability</b>	11	5.0
Effect of taxation on incentives to work	65	3.9	Stringency of environmental regulations	90	3.6
Effect of taxation on incentives to invest	40	4.0	Enforcement of environmental regulations	100	3.3
Total tax rate % profits	28	27.0	Sustainability of travel and tourism industry development	103	3.8
<b>Safety and security</b>	89	5.1	Particulate matter (2.5) concentration µg/m3	106	11.7
Business costs of crime and violence	95	4.0	Environmental treaty ratification 0–27 (best)	10	28
Reliability of police services	103	3.5	Baseline water stress 5–0 (best)	63	1.6
Business costs of terrorism	106	4.5	Threatened species % total species	69	6.0
Index of terrorism incidence	65	7.0	Forest cover change % change	28	0.0
Homicide rate /100,000 pop.	45	1.6	Wastewater treatment %	32	60.8
<b>Health and hygiene</b>	10	6.6	Costal shelf fishing pressure tonnes/km2	4	0.0
Physician density /1,000 pop	12	3.9	<b>Air transport infrastructure</b>	80	2.4
Access to improved sanitation % pop.	76	86.0	Quality of air transport infrastructure	77	4.1
Access to improved drinking water % pop.	47	99.4	Available seat kilometres, domestic millions	73	1.8
Hospital beds /10,000 pop.	14	64.0	Available seat kilometres, international millions	81	94.7
HIV prevalence % adult pop.	1	0.1	Aircraft departures /1,000 pop.	89	1.7
Malaria incidence cases/100,000 pop.	1	M.F.	Airport density airports/million pop.	88	0.8
<b>Human resources and labour market</b>	54	4.7	Number of operating airlines Number	46	49.0
Primary education enrollment rate net %	81	93.3	<b>Ground and port infrastructure</b>	73	3.1
Secondary education enrollment rate gross %	54	99.0	Quality of roads	93	3.4
Extent of staff training	100	3.5	Road density % total territorial area	94	-
Degree of customer orientation	72	4.6	Paved road density % total territorial area	65	-
Hiring and firing practices	59	3.9	Quality of railroad infrastructure	50	3.1
Ease of finding skilled employees	124	3.4	Railroad density km of roads/land area	23	3.6
Ease of hiring foreign labour	54	4.2	Quality of port infrastructure	70	4.0
Pay and productivity	67	4.0	Ground transport efficiency	64	3.6
Female participation in the labor force ratio to men	34	0.89	<b>Tourist service infrastructure</b>	14	5.8
<b>ICT readiness</b>	48	5.0	Hotel rooms number/100 pop.	13	1.7
ICT use for biz-to-biz transactions	51	4.9	Quality of tourism infrastructure	96	4.3
Internet use for biz-to-consumer transactions	40	5.0	Presence of major car rental companies	1	7
Internet users % pop.	67	56.7	Automated teller machines number/thousand adult pop.	24	90.7
Fixed-broadband Internet subscriptions /100 pop.	41	22.7	<b>Natural resources</b>	41	3.8
Mobile-cellular telephone subscriptions /100 pop.	47	129.3	Number of World Heritage natural sites number of sites	30	2
Mobile-broadband subscriptions /100 pop.	29	81.3	Total known species number of species	82	448
Mobile network coverage % pop.	30	100.0	Total protected areas % total territorial area	5	40.5
Quality of electricity supply	78	4.6	Natural tourism digital demand 0–100 (best)	42	24
<b>Prioritization of Travel &amp; Tourism</b>	92	4.3	Attractiveness of natural assets	76	5.0
Government prioritization of travel and tourism industry	100	4.1	<b>Cultural resources and business travel</b>	52	2.1
T&T government expenditure % government budget	65	3.3	Number of World Heritage cultural sites number of sites	30	7
Effectiveness of marketing and branding to attract tourists	96	3.7	Oral and intangible cultural heritage number of expressions	30	5
Comprehensiveness of annual T&T data 0–120 (best)	48	76	Sports stadiums number of large stadiums	38	11.0
Timeliness of providing monthly/quarterly T&T data 0–21 (best)	17	20.5	Number of international association meetings 3-year average	56	41.7
Country brand strategy rating 1–10 (best)	103	64.0	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/tcr>

# Burundi

134th / 136

Travel & Tourism Competitiveness Index 2017 edition



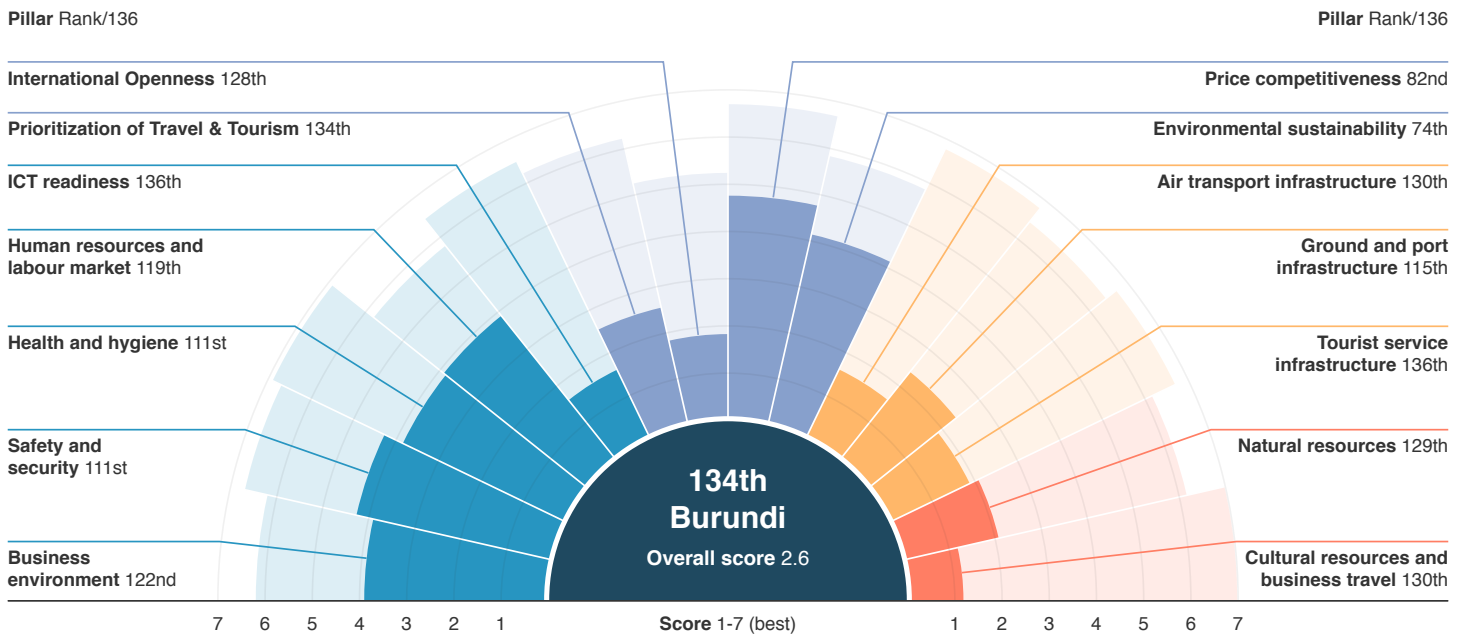
## Key Indicators

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

International tourist arrivals	131,000	T&T industry GDP	US \$68.9 million
International tourism inbound receipts	US \$2.2 million	% of total	2.3%
Average receipts per arrival	US \$16.6	T&T industry employment	37,829 jobs
		% of total	1.9%

## Performance Overview

Key Score Highest score



## Past performance

Travel & Tourism Competitiveness Edition	2015	2017
Rank	135 / 141	134 / 136
Score	2.7	2.6

## Burundi

134th / 136

## Travel &amp; Tourism Competitiveness Index 2017 edition



Index Component	Rank/136	Score*	Index Component	Rank/136	Score*
<b>Business environment</b>	122	3.9	<b>International Openness</b>	128	1.8
Property rights	133	2.8	Visa requirements 0–100 (best)	129	3.0
Business impact of rules on FDI	130	3.2	Openness of bilateral Air Service Agreements 0–38 (best)	78	10.0
Efficiency of legal framework in settling disputes	102	3.0	Number of regional trade agreements in force number	102	3.0
Efficiency of legal framework in challenging regs	112	2.7	<b>Price competitiveness</b>	82	4.7
Time required to deal with construction permits days	31	99	Ticket taxes and airport charges 0–100 (best)	95	62.9
Cost to deal with construction permits % construction cost	124	10.4	Hotel price index US\$	n/a	n/a
Extent of market dominance	84	3.5	Purchasing power parity PPP \$	40	0.4
Time to start a business days	13	4.0	Fuel price levels US\$ cents/litre	93	143.0
Cost to start a business % GNI per capita	91	13.9	<b>Environmental sustainability</b>	74	4.1
Effect of taxation on incentives to work	106	3.4	Stringency of environmental regulations	129	2.8
Effect of taxation on incentives to invest	119	2.9	Enforcement of environmental regulations	130	2.7
Total tax rate % profits	81	40.3	Sustainability of travel and tourism industry development	131	2.8
<b>Safety and security</b>	111	4.2	Particulate matter (2.5) concentration µg/m3	92	10.5
Business costs of crime and violence	117	3.3	Environmental treaty ratification 0–27 (best)	115	17
Reliability of police services	134	2.2	Baseline water stress 5–0 (best)	1	0.0
Business costs of terrorism	107	4.4	Threatened species % total species	29	3.9
Index of terrorism incidence	113	4.8	Forest cover change % change	39	0.0
Homicide rate /100,000 pop.	79	4.0	Wastewater treatment %	111	0.0
<b>Health and hygiene</b>	111	3.8	Costal shelf fishing pressure tonnes/km2	n/a	n/a
Physician density /1,000 pop	132	0.0	<b>Air transport infrastructure</b>	130	1.6
Access to improved sanitation % pop.	110	48.0	Quality of air transport infrastructure	132	2.6
Access to improved drinking water % pop.	119	75.9	Available seat kilometres, domestic millions	105	0.0
Hospital beds /10,000 pop.	82	19.0	Available seat kilometres, international millions	135	1.8
HIV prevalence % adult pop.	106	1.1	Aircraft departures /1,000 pop.	n/a	n/a
Malaria incidence cases/100,000 pop.	120	12942.8	Airport density airports/million pop.	90	0.7
<b>Human resources and labour market</b>	119	3.9	Number of operating airlines Number	134	5.0
Primary education enrollment rate net %	74	94.2	<b>Ground and port infrastructure</b>	115	2.3
Secondary education enrollment rate gross %	126	42.5	Quality of roads	115	2.9
Extent of staff training	132	3.0	Road density % total territorial area	56	-
Degree of customer orientation	120	3.9	Paved road density % total territorial area	94	-
Hiring and firing practices	114	3.2	Quality of railroad infrastructure	n/a	n/a
Ease of finding skilled employees	105	3.7	Railroad density km of roads/land area	n/a	n/a
Ease of hiring foreign labour	114	3.4	Quality of port infrastructure	121	2.3
Pay and productivity	132	2.9	Ground transport efficiency	125	2.3
Female participation in the labor force ratio to men	4	1.03	<b>Tourist service infrastructure</b>	136	1.8
<b>ICT readiness</b>	136	1.6	Hotel rooms number/100 pop.	136	0.0
ICT use for biz-to-biz transactions	135	3.1	Quality of tourism infrastructure	120	3.5
Internet use for biz-to-consumer transactions	132	3.0	Presence of major car rental companies	129	1
Internet users % pop.	132	4.9	Automated teller machines number/thousand adult pop.	132	1.4
Fixed-broadband Internet subscriptions /100 pop.	132	0.0	<b>Natural resources</b>	129	2.0
Mobile-cellular telephone subscriptions /100 pop.	132	46.2	Number of World Heritage natural sites number of sites	86	0
Mobile-broadband subscriptions /100 pop.	129	7.6	Total known species number of species	50	763
Mobile network coverage % pop.	133	52.5	Total protected areas % total territorial area	108	6.9
Quality of electricity supply	127	2.1	Natural tourism digital demand 0–100 (best)	136	0
<b>Prioritization of Travel &amp; Tourism</b>	134	2.5	Attractiveness of natural assets	128	3.3
Government prioritization of travel and tourism industry	116	3.5	<b>Cultural resources and business travel</b>	130	1.1
T&T government expenditure % government budget	129	0.7	Number of World Heritage cultural sites number of sites	126	0
Effectiveness of marketing and branding to attract tourists	115	3.2	Oral and intangible cultural heritage number of expressions	71	1
Comprehensiveness of annual T&T data 0–120 (best)	128	22	Sports stadiums number of large stadiums	97	2.0
Timeliness of providing monthly/quarterly T&T data 0–21 (best)	129	0.0	Number of international association meetings 3-year average	124	1.3
Country brand strategy rating 1–10 (best)	130	34.5	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/tcr>

# Cambodia

101st / 136

Travel & Tourism Competitiveness Index 2017 edition



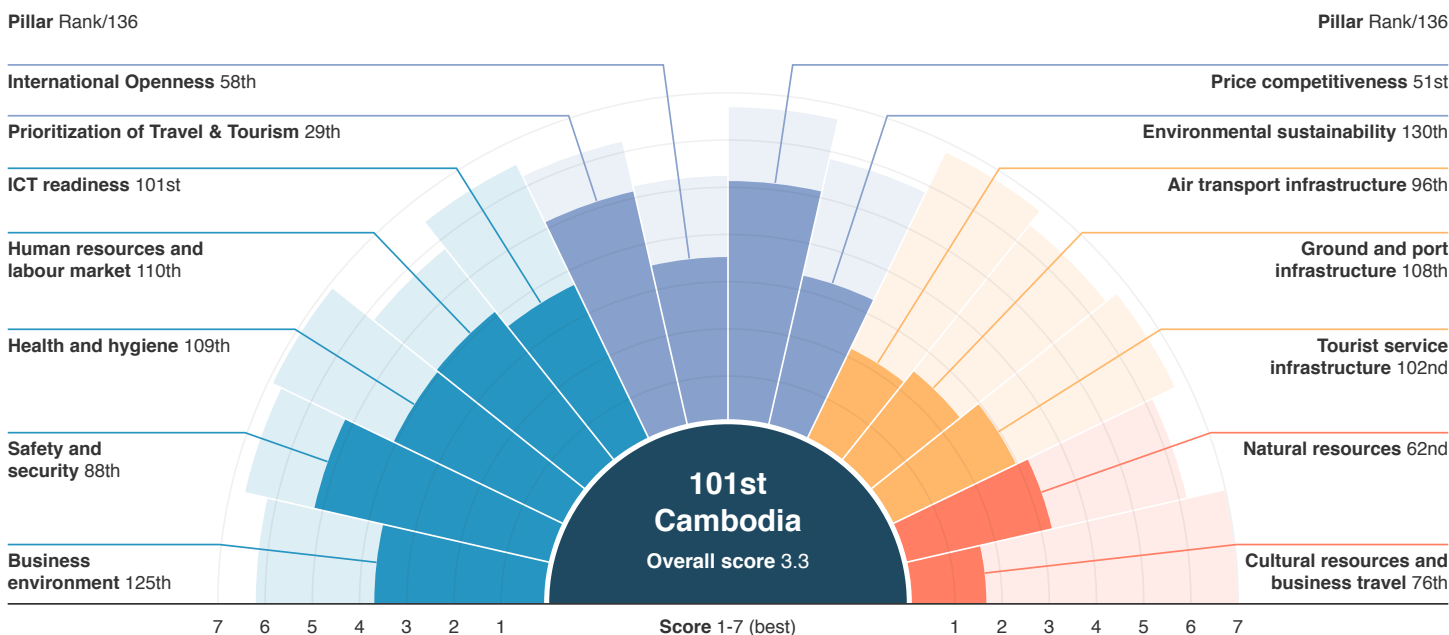
## Key Indicators

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

<b>International tourist arrivals</b>	4,775,231	<b>T&amp;T industry GDP</b>	US \$2,437.1 million
<b>International tourism inbound receipts</b>	US \$3,130.3 million	% of total	13.5%
<b>Average receipts per arrival</b>	US \$655.5	<b>T&amp;T industry employment</b>	1,034,720 jobs
		% of total	12.1%

## Performance Overview

Key Score Highest score



## Past performance

Travel & Tourism Competitiveness Edition	2015	2017
Rank	105 / 141	101 / 136
Score	3.2	3.3

## Cambodia

101st / 136

## Travel &amp; Tourism Competitiveness Index 2017 edition



Index Component	Rank/136	Score*	Index Component	Rank/136	Score*
<b>Business environment</b>	125	3.7	<b>International Openness</b>	58	3.5
Property rights	104	3.8	Visa requirements 0–100 (best)	5	72.0
Business impact of rules on FDI	80	4.4	Openness of bilateral Air Service Agreements 0–38 (best)	98	8.5
Efficiency of legal framework in settling disputes	113	2.9	Number of regional trade agreements in force number	62	10.0
Efficiency of legal framework in challenging regs	110	2.7	<b>Price competitiveness</b>	51	5.1
Time required to deal with construction permits days	136	652	Ticket taxes and airport charges 0–100 (best)	71	74.2
Cost to deal with construction permits % construction cost	108	5.8	Hotel price index US\$	58	126.1
Extent of market dominance	77	3.6	Purchasing power parity PPP \$	20	0.3
Time to start a business days	135	99.0	Fuel price levels US\$ cents/litre	79	124.0
Cost to start a business % GNI per capita	127	57.2	<b>Environmental sustainability</b>	130	3.3
Effect of taxation on incentives to work	72	3.8	Stringency of environmental regulations	119	3.0
Effect of taxation on incentives to invest	61	3.7	Enforcement of environmental regulations	125	2.9
Total tax rate % profits	15	21.0	Sustainability of travel and tourism industry development	96	3.9
<b>Safety and security</b>	88	5.1	Particulate matter (2.5) concentration µg/m3	88	10.3
Business costs of crime and violence	83	4.2	Environmental treaty ratification 0–27 (best)	90	19
Reliability of police services	118	3.0	Baseline water stress 5–0 (best)	32	0.5
Business costs of terrorism	94	4.8	Threatened species % total species	114	10.1
Index of terrorism incidence	42	7.0	Forest cover change % change	122	0.2
Homicide rate /100,000 pop.	50	1.8	Wastewater treatment %	111	0.0
<b>Health and hygiene</b>	109	4.0	Costal shelf fishing pressure tonnes/km2	74	0.3
Physician density /1,000 pop	114	0.2	<b>Air transport infrastructure</b>	96	2.1
Access to improved sanitation % pop.	115	42.4	Quality of air transport infrastructure	98	3.9
Access to improved drinking water % pop.	122	75.5	Available seat kilometres, domestic millions	64	3.7
Hospital beds /10,000 pop.	116	7.0	Available seat kilometres, international millions	82	92.0
HIV prevalence % adult pop.	92	0.6	Aircraft departures /1,000 pop.	99	0.8
Malaria incidence cases/100,000 pop.	107	502.3	Airport density airports/million pop.	76	0.9
<b>Human resources and labour market</b>	110	4.1	Number of operating airlines Number	64	34.0
Primary education enrollment rate net %	107	88.6	<b>Ground and port infrastructure</b>	108	2.4
Secondary education enrollment rate gross %	120	45.0	Quality of roads	92	3.4
Extent of staff training	98	3.5	Road density % total territorial area	81	-
Degree of customer orientation	78	4.5	Paved road density % total territorial area	120	-
Hiring and firing practices	32	4.3	Quality of railroad infrastructure	94	1.6
Ease of finding skilled employees	125	3.4	Railroad density km of roads/land area	76	0.4
Ease of hiring foreign labour	49	4.2	Quality of port infrastructure	76	3.9
Pay and productivity	63	4.0	Ground transport efficiency	129	2.2
Female participation in the labor force ratio to men	42	0.88	<b>Tourist service infrastructure</b>	102	2.9
<b>ICT readiness</b>	101	3.6	Hotel rooms number/100 pop.	72	0.4
ICT use for biz-to-biz transactions	76	4.5	Quality of tourism infrastructure	81	4.5
Internet use for biz-to-consumer transactions	74	4.3	Presence of major car rental companies	102	3
Internet users % pop.	115	19.0	Automated teller machines number/thousand adult pop.	109	10.7
Fixed-broadband Internet subscriptions /100 pop.	113	0.5	<b>Natural resources</b>	62	3.2
Mobile-cellular telephone subscriptions /100 pop.	37	133.0	Number of World Heritage natural sites number of sites	86	0
Mobile-broadband subscriptions /100 pop.	81	42.8	Total known species number of species	51	736
Mobile network coverage % pop.	65	99.0	Total protected areas % total territorial area	32	26.0
Quality of electricity supply	105	3.3	Natural tourism digital demand 0–100 (best)	47	22
<b>Prioritization of Travel &amp; Tourism</b>	29	5.1	Attractiveness of natural assets	58	5.3
Government prioritization of travel and tourism industry	65	4.9	<b>Cultural resources and business travel</b>	76	1.6
T&T government expenditure % government budget	10	9.5	Number of World Heritage cultural sites number of sites	75	2
Effectiveness of marketing and branding to attract tourists	73	4.3	Oral and intangible cultural heritage number of expressions	36	4
Comprehensiveness of annual T&T data 0–120 (best)	89	54	Sports stadiums number of large stadiums	77	4.0
Timeliness of providing monthly/quarterly T&T data 0–21 (best)	28	20.0	Number of international association meetings 3-year average	82	10.0
Country brand strategy rating 1–10 (best)	119	57.7	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/tcr>

# Cameroon

126th / 136

Travel & Tourism Competitiveness Index 2017 edition



## Key Indicators

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

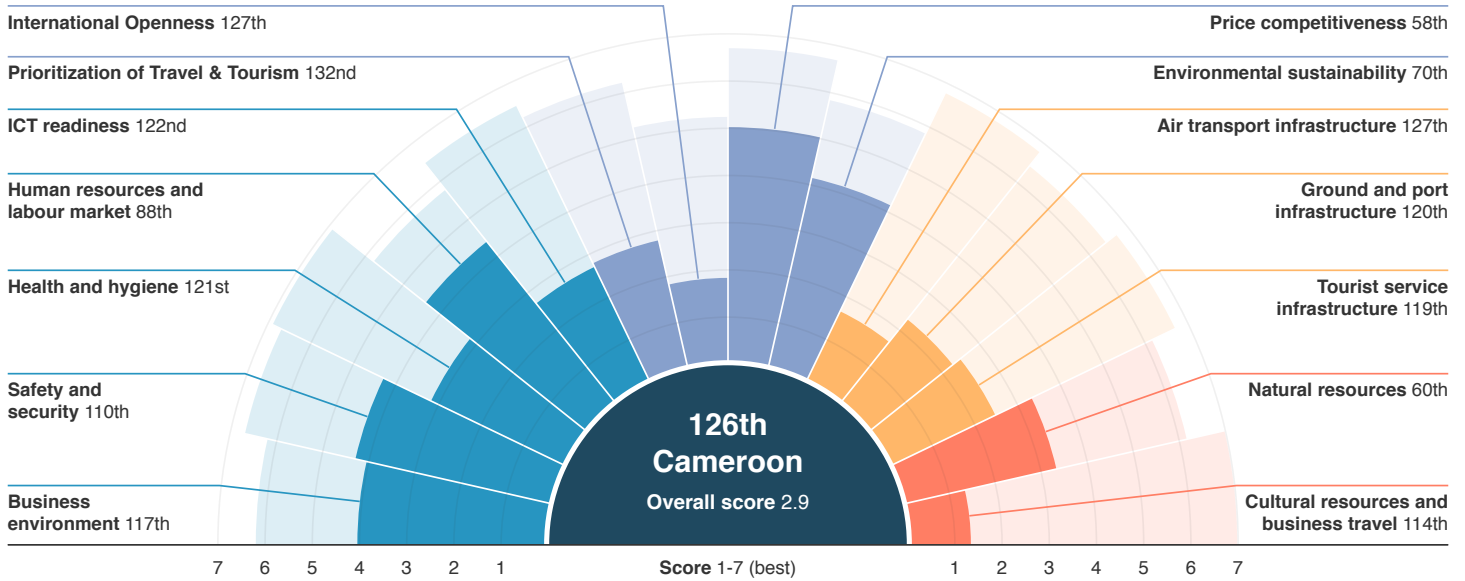
International tourist arrivals	812,000	T&T industry GDP	US \$899.1 million
International tourism inbound receipts	US \$450.0 million	% of total	3.1%
Average receipts per arrival	US \$554.2	T&T industry employment	141,724 jobs
		% of total	2.7%

## Performance Overview

Key Score Highest score

Pillar Rank/136

Pillar Rank/136



## 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*	Index Component	Rank/136	Score*
<b>Business environment</b>	117	4.0	<b>International Openness</b>	127	1.8
Property rights	83	4.1	Visa requirements 0–100 (best)	129	3.0
Business impact of rules on FDI	83	4.4	Openness of bilateral Air Service Agreements 0–38 (best)	74	10.0
Efficiency of legal framework in settling disputes	64	3.6	Number of regional trade agreements in force number	102	3.0
Efficiency of legal framework in challenging regs	70	3.4	<b>Price competitiveness</b>	58	5.0
Time required to deal with construction permits days	61	135	Ticket taxes and airport charges 0–100 (best)	96	62.5
Cost to deal with construction permits % construction cost	128	14.1	Hotel price index US\$	n/a	n/a
Extent of market dominance	49	3.9	Purchasing power parity PPP \$	46	0.4
Time to start a business days	84	15.0	Fuel price levels US\$ cents/litre	64	114.0
Cost to start a business % GNI per capita	116	32.0	<b>Environmental sustainability</b>	70	4.1
Effect of taxation on incentives to work	33	4.4	Stringency of environmental regulations	102	3.4
Effect of taxation on incentives to invest	103	3.2	Enforcement of environmental regulations	76	3.7
Total tax rate % profits	119	57.7	Sustainability of travel and tourism industry development	110	3.6
<b>Safety and security</b>	110	4.3	Particulate matter (2.5) concentration µg/m3	45	5.9
Business costs of crime and violence	101	3.9	Environmental treaty ratification 0–27 (best)	54	22
Reliability of police services	68	4.3	Baseline water stress 5–0 (best)	14	0.0
Business costs of terrorism	122	3.6	Threatened species % total species	109	8.9
Index of terrorism incidence	121	2.8	Forest cover change % change	29	0.0
Homicide rate /100,000 pop.	59	2.7	Wastewater treatment %	111	0.0
<b>Health and hygiene</b>	121	3.1	Costal shelf fishing pressure tonnes/km2	94	1.1
Physician density /1,000 pop	124	0.1	<b>Air transport infrastructure</b>	127	1.6
Access to improved sanitation % pop.	112	45.8	Quality of air transport infrastructure	128	2.7
Access to improved drinking water % pop.	121	75.6	Available seat kilometres, domestic millions	70	2.4
Hospital beds /10,000 pop.	99	13.0	Available seat kilometres, international millions	95	54.0
HIV prevalence % adult pop.	125	4.8	Aircraft departures /1,000 pop.	120	0.2
Malaria incidence cases/100,000 pop.	128	22834.0	Airport density airports/million pop.	115	0.4
<b>Human resources and labour market</b>	88	4.4	Number of operating airlines Number	94	20.0
Primary education enrollment rate net %	90	92.0	<b>Ground and port infrastructure</b>	120	2.2
Secondary education enrollment rate gross %	111	58.1	Quality of roads	128	2.5
Extent of staff training	72	3.8	Road density % total territorial area	86	-
Degree of customer orientation	93	4.3	Paved road density % total territorial area	124	-
Hiring and firing practices	45	4.1	Quality of railroad infrastructure	78	2.4
Ease of finding skilled employees	42	4.6	Railroad density km of roads/land area	84	0.2
Ease of hiring foreign labour	48	4.3	Quality of port infrastructure	110	3.0
Pay and productivity	113	3.4	Ground transport efficiency	108	2.7
Female participation in the labor force ratio to men	43	0.88	<b>Tourist service infrastructure</b>	119	2.4
<b>ICT readiness</b>	122	2.7	Hotel rooms number/100 pop.	107	0.1
ICT use for biz-to-biz transactions	93	4.4	Quality of tourism infrastructure	109	3.7
Internet use for biz-to-consumer transactions	99	4.0	Presence of major car rental companies	102	3
Internet users % pop.	111	20.7	Automated teller machines number/thousand adult pop.	130	3.5
Fixed-broadband Internet subscriptions /100 pop.	130	0.1	<b>Natural resources</b>	60	3.3
Mobile-cellular telephone subscriptions /100 pop.	125	71.8	Number of World Heritage natural sites number of sites	30	2
Mobile-broadband subscriptions /100 pop.	132	4.3	Total known species number of species	16	1420
Mobile network coverage % pop.	117	92.0	Total protected areas % total territorial area	93	10.9
Quality of electricity supply	126	2.1	Natural tourism digital demand 0–100 (best)	127	1
<b>Prioritization of Travel &amp; Tourism</b>	132	2.8	Attractiveness of natural assets	91	4.5
Government prioritization of travel and tourism industry	121	3.4	<b>Cultural resources and business travel</b>	114	1.3
T&T government expenditure % government budget	108	1.8	Number of World Heritage cultural sites number of sites	126	0
Effectiveness of marketing and branding to attract tourists	119	3.1	Oral and intangible cultural heritage number of expressions	93	0
Comprehensiveness of annual T&T data 0–120 (best)	88	55	Sports stadiums number of large stadiums	55	6.0
Timeliness of providing monthly/quarterly T&T data 0–21 (best)	129	0.0	Number of international association meetings 3-year average	113	3.7
Country brand strategy rating 1–10 (best)	132	33.3	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/tcr>

# Canada

9th / 136

Travel & Tourism Competitiveness Index 2017 edition



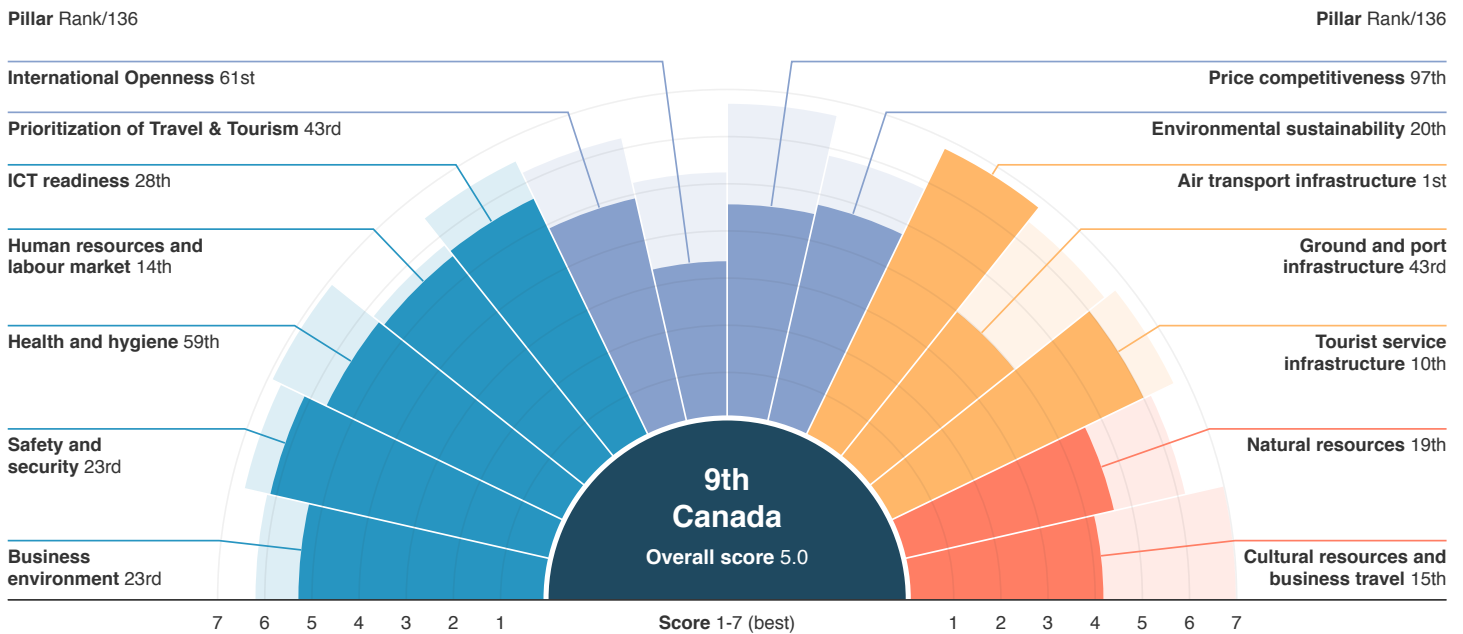
## Key Indicators

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

<b>International tourist arrivals</b>	17,977,285	<b>T&amp;T industry GDP</b>	US \$28,498.4 million
<b>International tourism inbound receipts</b>	US \$16,557.8 million	% of total	1.8%
<b>Average receipts per arrival</b>	US \$921.0	<b>T&amp;T industry employment</b>	657,500 jobs
		% of total	3.7%

## Performance Overview

Key Score Highest score



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 &amp; Tourism Competitiveness Index 2017 edition

Index Component	Rank/136	Score*	Index Component	Rank/136	Score*
<b>Business environment</b>	23	5.3	<b>International Openness</b>	61	3.3
Property rights	14	5.9	Visa requirements 0–100 (best)	120	10.0
Business impact of rules on FDI	48	4.9	Openness of bilateral Air Service Agreements 0–38 (best)	14	19.5
Efficiency of legal framework in settling disputes	20	5.0	Number of regional trade agreements in force number	50	18.0
Efficiency of legal framework in challenging regs	19	4.8	<b>Price competitiveness</b>	97	4.5
Time required to deal with construction permits days	121	249	Ticket taxes and airport charges 0–100 (best)	68	74.9
Cost to deal with construction permits % construction cost	54	1.3	Hotel price index US\$	47	112.7
Extent of market dominance	28	4.2	Purchasing power parity PPP \$	124	1.0
Time to start a business days	2	1.5	Fuel price levels US\$ cents/litre	65	116.0
Cost to start a business % GNI per capita	10	0.4	<b>Environmental sustainability</b>	20	4.7
Effect of taxation on incentives to work	31	4.4	Stringency of environmental regulations	31	5.0
Effect of taxation on incentives to invest	44	3.9	Enforcement of environmental regulations	26	5.0
Total tax rate % profits	15	21.0	Sustainability of travel and tourism industry development	29	5.0
<b>Safety and security</b>	23	6.1	Particulate matter (2.5) concentration µg/m3	50	6.4
Business costs of crime and violence	36	5.3	Environmental treaty ratification 0–27 (best)	90	19
Reliability of police services	10	6.3	Baseline water stress 5–0 (best)	53	1.0
Business costs of terrorism	67	5.3	Threatened species % total species	36	4.1
Index of terrorism incidence	84	6.9	Forest cover change % change	86	0.1
Homicide rate /100,000 pop.	40	1.5	Wastewater treatment %	29	69.8
<b>Health and hygiene</b>	59	5.6	Costal shelf fishing pressure tonnes/km2	59	0.2
Physician density /1,000 pop	59	2.1	<b>Air transport infrastructure</b>	1	6.8
Access to improved sanitation % pop.	16	99.8	Quality of air transport infrastructure	16	5.8
Access to improved drinking water % pop.	38	99.8	Available seat kilometres, domestic millions	9	1237.3
Hospital beds /10,000 pop.	61	27.0	Available seat kilometres, international millions	13	2358.4
HIV prevalence % adult pop.	60	0.3	Aircraft departures /1,000 pop.	9	36.9
Malaria incidence cases/100,000 pop.	1	S.L.	Airport density airports/million pop.	6	8.8
<b>Human resources and labour market</b>	14	5.5	Number of operating airlines Number	9	123.0
Primary education enrollment rate net %	10	99.5	<b>Ground and port infrastructure</b>	43	4.0
Secondary education enrollment rate gross %	20	109.9	Quality of roads	22	5.3
Extent of staff training	29	4.6	Road density % total territorial area	105	-
Degree of customer orientation	22	5.5	Paved road density % total territorial area	95	-
Hiring and firing practices	12	4.8	Quality of railroad infrastructure	18	4.8
Ease of finding skilled employees	16	5.2	Railroad density km of roads/land area	65	0.5
Ease of hiring foreign labour	93	3.7	Quality of port infrastructure	19	5.4
Pay and productivity	13	4.9	Ground transport efficiency	26	4.8
Female participation in the labor force ratio to men	24	0.91	<b>Tourist service infrastructure</b>	10	6.0
<b>ICT readiness</b>	28	5.6	Hotel rooms number/100 pop.	23	1.2
ICT use for biz-to-biz transactions	23	5.6	Quality of tourism infrastructure	12	5.8
Internet use for biz-to-consumer transactions	16	5.7	Presence of major car rental companies	51	6
Internet users % pop.	14	88.5	Automated teller machines number/thousand adult pop.	2	222.3
Fixed-broadband Internet subscriptions /100 pop.	12	36.3	<b>Natural resources</b>	19	4.6
Mobile-cellular telephone subscriptions /100 pop.	115	83.0	Number of World Heritage natural sites number of sites	4	10
Mobile-broadband subscriptions /100 pop.	57	61.4	Total known species number of species	49	773
Mobile network coverage % pop.	61	99.3	Total protected areas % total territorial area	99	9.4
Quality of electricity supply	16	6.5	Natural tourism digital demand 0–100 (best)	21	47
<b>Prioritization of Travel &amp; Tourism</b>	43	4.9	Attractiveness of natural assets	12	6.1
Government prioritization of travel and tourism industry	56	5.0	<b>Cultural resources and business travel</b>	15	4.1
T&T government expenditure % government budget	44	4.3	Number of World Heritage cultural sites number of sites	28	8
Effectiveness of marketing and branding to attract tourists	44	4.8	Oral and intangible cultural heritage number of expressions	93	0
Comprehensiveness of annual T&T data 0–120 (best)	66	66	Sports stadiums number of large stadiums	16	30.0
Timeliness of providing monthly/quarterly T&T data 0–21 (best)	53	19.0	Number of international association meetings 3-year average	11	301.0
Country brand strategy rating 1–10 (best)	54	77.8	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/tcr>

# Cape Verde

83rd / 136

Travel & Tourism Competitiveness Index 2017 edition



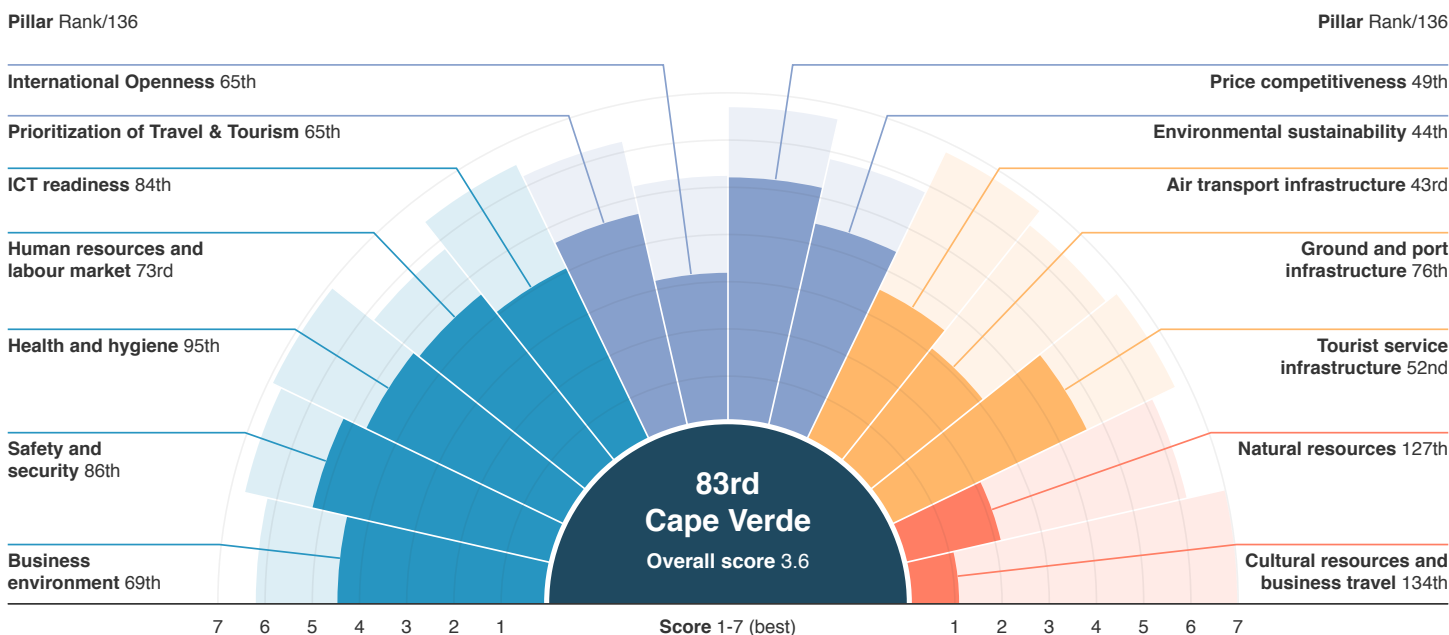
## Key Indicators

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

International tourist arrivals	519,722	T&T industry GDP	US \$275.5 million
International tourism inbound receipts	US \$351.3 million	% of total	17.1%
Average receipts per arrival	US \$675.9	T&T industry employment	33,741 jobs
		% of total	15.0%

## Performance Overview

Key Score Highest score



## 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*	Index Component	Rank/136	Score*
<b>Business environment</b>	69	4.4	<b>International Openness</b>	65	3.2
Property rights	69	4.3	Visa requirements 0–100 (best)	5	72.0
Business impact of rules on FDI	70	4.6	Openness of bilateral Air Service Agreements 0–38 (best)	50	11.7
Efficiency of legal framework in settling disputes	87	3.3	Number of regional trade agreements in force number	127	1.0
Efficiency of legal framework in challenging regs	75	3.4	<b>Price competitiveness</b>	49	5.2
Time required to deal with construction permits days	64	140	Ticket taxes and airport charges 0–100 (best)	29	86.1
Cost to deal with construction permits % construction cost	97	4.1	Hotel price index US\$	n/a	n/a
Extent of market dominance	68	3.7	Purchasing power parity PPP \$	74	0.5
Time to start a business days	68	11.0	Fuel price levels US\$ cents/litre	85	131.0
Cost to start a business % GNI per capita	95	14.7	<b>Environmental sustainability</b>	44	4.4
Effect of taxation on incentives to work	85	3.7	Stringency of environmental regulations	81	3.8
Effect of taxation on incentives to invest	117	2.9	Enforcement of environmental regulations	71	3.8
Total tax rate % profits	67	36.6	Sustainability of travel and tourism industry development	83	4.0
<b>Safety and security</b>	86	5.2	Particulate matter (2.5) concentration µg/m3	9	2.5
Business costs of crime and violence	93	4.1	Environmental treaty ratification 0–27 (best)	90	19
Reliability of police services	76	4.3	Baseline water stress 5–0 (best)	n/a	n/a
Business costs of terrorism	69	5.2	Threatened species % total species	107	8.8
Index of terrorism incidence	1	7.0	Forest cover change % change	20	0.0
Homicide rate /100,000 pop.	115	10.6	Wastewater treatment %	57	19.4
<b>Health and hygiene</b>	95	4.7	Costal shelf fishing pressure tonnes/km2	8	0.0
Physician density /1,000 pop	105	0.3	<b>Air transport infrastructure</b>	43	3.5
Access to improved sanitation % pop.	94	72.2	Quality of air transport infrastructure	101	3.7
Access to improved drinking water % pop.	90	91.7	Available seat kilometres, domestic millions	74	1.7
Hospital beds /10,000 pop.	73	21.0	Available seat kilometres, international millions	100	44.1
HIV prevalence % adult pop.	106	1.1	Aircraft departures /1,000 pop.	27	14.0
Malaria incidence cases/100,000 pop.	88	9.7	Airport density airports/million pop.	2	20.5
<b>Human resources and labour market</b>	73	4.5	Number of operating airlines Number	103	18.0
Primary education enrollment rate net %	41	97.1	<b>Ground and port infrastructure</b>	76	3.1
Secondary education enrollment rate gross %	66	92.9	Quality of roads	65	4.1
Extent of staff training	111	3.4	Road density % total territorial area	73	-
Degree of customer orientation	124	3.8	Paved road density % total territorial area	64	-
Hiring and firing practices	83	3.6	Quality of railroad infrastructure	58	2.9
Ease of finding skilled employees	56	4.4	Railroad density km of roads/land area	n/a	n/a
Ease of hiring foreign labour	18	4.8	Quality of port infrastructure	93	3.4
Pay and productivity	101	3.5	Ground transport efficiency	83	3.2
Female participation in the labor force ratio to men	99	0.65	<b>Tourist service infrastructure</b>	52	4.6
<b>ICT readiness</b>	84	4.0	Hotel rooms number/100 pop.	8	2.0
ICT use for biz-to-biz transactions	86	4.4	Quality of tourism infrastructure	60	4.7
Internet use for biz-to-consumer transactions	85	4.1	Presence of major car rental companies	102	3
Internet users % pop.	88	43.0	Automated teller machines number/thousand adult pop.	69	47.7
Fixed-broadband Internet subscriptions /100 pop.	92	3.3	<b>Natural resources</b>	127	2.1
Mobile-cellular telephone subscriptions /100 pop.	63	118.6	Number of World Heritage natural sites number of sites	86	0
Mobile-broadband subscriptions /100 pop.	45	69.6	Total known species number of species	135	114
Mobile network coverage % pop.	89	98.8	Total protected areas % total territorial area	128	2.6
Quality of electricity supply	106	3.3	Natural tourism digital demand 0–100 (best)	64	13
<b>Prioritization of Travel &amp; Tourism</b>	65	4.6	Attractiveness of natural assets	65	5.2
Government prioritization of travel and tourism industry	62	4.9	<b>Cultural resources and business travel</b>	134	1.1
T&T government expenditure % government budget	25	6.3	Number of World Heritage cultural sites number of sites	97	1
Effectiveness of marketing and branding to attract tourists	68	4.4	Oral and intangible cultural heritage number of expressions	93	0
Comprehensiveness of annual T&T data 0–120 (best)	110	42	Sports stadiums number of large stadiums	119	0.0
Timeliness of providing monthly/quarterly T&T data 0–21 (best)	70	18.0	Number of international association meetings 3-year average	124	1.3
Country brand strategy rating 1–10 (best)	122	56.7	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/tcr>

# Chad

135th / 136

Travel & Tourism Competitiveness Index 2017 edition



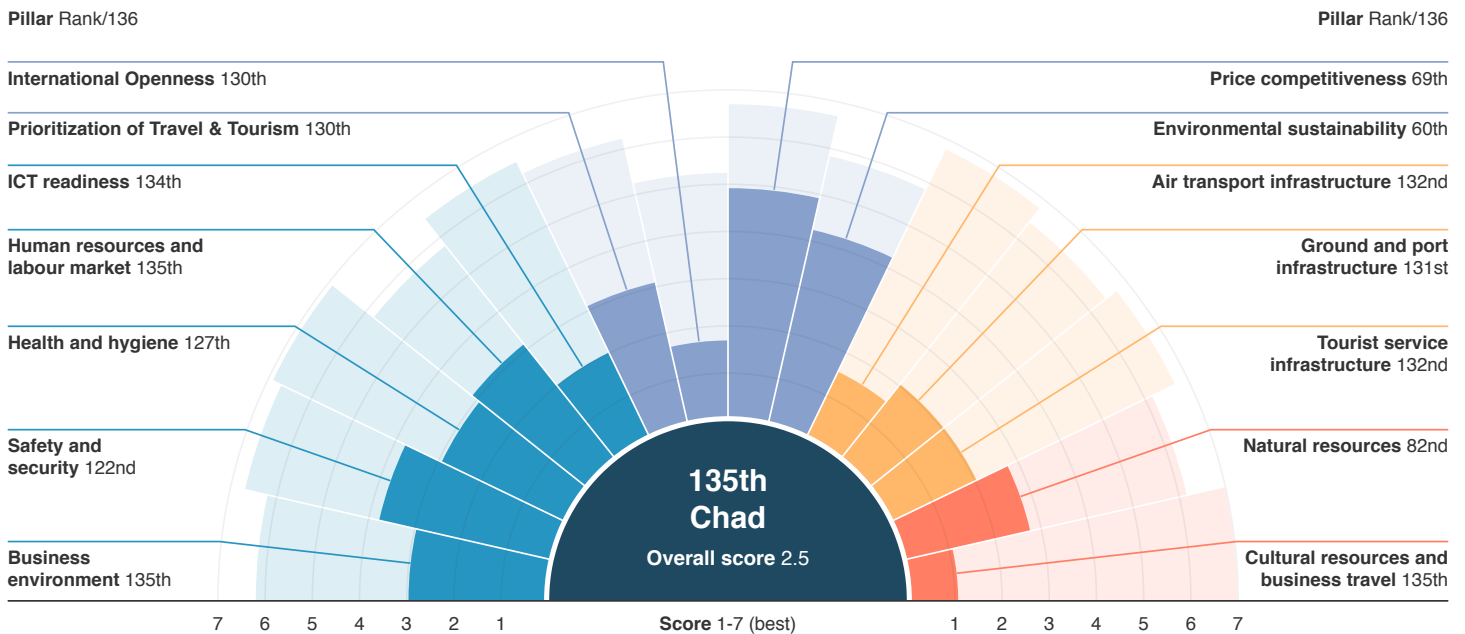
## Key Indicators

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

International tourist arrivals	120,000	T&T industry GDP	US \$156.2 million
International tourism inbound receipts	US \$25.2 million	% of total	1.2%
Average receipts per arrival	US \$210.2	T&T industry employment	20,468 jobs
		% of total	0.9%

## Performance Overview

Key Score Highest score



## Past performance

Travel & Tourism Competitiveness Edition	2015	2017
Rank	141 / 141	135 / 136
Score	2.4	2.5

## Chad

135th / 136



## Travel &amp; Tourism Competitiveness Index 2017 edition

Index Component	Rank/136	Score*	Index Component	Rank/136	Score*
<b>Business environment</b>	135	2.9	<b>International Openness</b>	130	1.7
Property rights	131	3.0	Visa requirements 0–100 (best)	127	4.0
Business impact of rules on FDI	127	3.2	Openness of bilateral Air Service Agreements 0–38 (best)	90	9.2
Efficiency of legal framework in settling disputes	103	3.0	Number of regional trade agreements in force number	127	1.0
Efficiency of legal framework in challenging regs	113	2.7	<b>Price competitiveness</b>	69	4.9
Time required to deal with construction permits days	111	221	Ticket taxes and airport charges 0–100 (best)	117	47.1
Cost to deal with construction permits % construction cost	119	8.1	Hotel price index US\$	n/a	n/a
Extent of market dominance	136	2.1	Purchasing power parity PPP \$	29	0.4
Time to start a business days	128	60.0	Fuel price levels US\$ cents/litre	39	99.0
Cost to start a business % GNI per capita	136	159.8	<b>Environmental sustainability</b>	60	4.2
Effect of taxation on incentives to work	97	3.6	Stringency of environmental regulations	96	3.5
Effect of taxation on incentives to invest	127	2.6	Enforcement of environmental regulations	77	3.6
Total tax rate % profits	127	63.5	Sustainability of travel and tourism industry development	129	2.9
<b>Safety and security</b>	122	3.7	Particulate matter (2.5) concentration µg/m3	26	4.6
Business costs of crime and violence	121	3.0	Environmental treaty ratification 0–27 (best)	107	18
Reliability of police services	122	2.9	Baseline water stress 5–0 (best)	40	0.6
Business costs of terrorism	134	2.6	Threatened species % total species	37	4.2
Index of terrorism incidence	115	4.6	Forest cover change % change	68	0.1
Homicide rate /100,000 pop.	107	9.2	Wastewater treatment %	111	0.0
<b>Health and hygiene</b>	127	2.9	Costal shelf fishing pressure tonnes/km2	n/a	n/a
Physician density /1,000 pop	130	0.0	<b>Air transport infrastructure</b>	132	1.5
Access to improved sanitation % pop.	135	12.1	Quality of air transport infrastructure	123	2.9
Access to improved drinking water % pop.	136	50.8	Available seat kilometres, domestic millions	105	0.0
Hospital beds /10,000 pop.	129	4.0	Available seat kilometres, international millions	128	12.4
HIV prevalence % adult pop.	120	2.5	Aircraft departures /1,000 pop.	132	0.0
Malaria incidence cases/100,000 pop.	121	13983.9	Airport density airports/million pop.	121	0.3
<b>Human resources and labour market</b>	135	3.1	Number of operating airlines Number	124	9.0
Primary education enrollment rate net %	129	79.1	<b>Ground and port infrastructure</b>	131	2.0
Secondary education enrollment rate gross %	136	22.4	Quality of roads	125	2.6
Extent of staff training	134	2.9	Road density % total territorial area	135	-
Degree of customer orientation	136	3.0	Paved road density % total territorial area	136	-
Hiring and firing practices	102	3.3	Quality of railroad infrastructure	n/a	n/a
Ease of finding skilled employees	103	3.7	Railroad density km of roads/land area	n/a	n/a
Ease of hiring foreign labour	110	3.5	Quality of port infrastructure	129	2.0
Pay and productivity	134	2.5	Ground transport efficiency	123	2.3
Female participation in the labor force ratio to men	62	0.82	<b>Tourist service infrastructure</b>	132	2.0
<b>ICT readiness</b>	134	2.0	Hotel rooms number/100 pop.	131	0.0
ICT use for biz-to-biz transactions	136	3.0	Quality of tourism infrastructure	127	3.3
Internet use for biz-to-consumer transactions	136	2.5	Presence of major car rental companies	113	2
Internet users % pop.	135	2.7	Automated teller machines number/thousand adult pop.	134	0.9
Fixed-broadband Internet subscriptions /100 pop.	128	0.1	<b>Natural resources</b>	82	2.7
Mobile-cellular telephone subscriptions /100 pop.	135	40.2	Number of World Heritage natural sites number of sites	44	2
Mobile-broadband subscriptions /100 pop.	136	1.4	Total known species number of species	58	667
Mobile network coverage % pop.	125	86.0	Total protected areas % total territorial area	66	17.8
Quality of electricity supply	129	1.9	Natural tourism digital demand 0–100 (best)	124	1
<b>Prioritization of Travel &amp; Tourism</b>	130	3.1	Attractiveness of natural assets	118	3.9
Government prioritization of travel and tourism industry	128	3.1	<b>Cultural resources and business travel</b>	135	1.0
T&T government expenditure % government budget	54	3.9	Number of World Heritage cultural sites number of sites	120	1
Effectiveness of marketing and branding to attract tourists	128	2.7	Oral and intangible cultural heritage number of expressions	93	0
Comprehensiveness of annual T&T data 0–120 (best)	114	39	Sports stadiums number of large stadiums	119	0.0
Timeliness of providing monthly/quarterly T&T data 0–21 (best)	118	3.0	Number of international association meetings 3-year average	131	0.3
Country brand strategy rating 1–10 (best)	128	47.6	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/tcr>

# Chile

48th / 136

Travel & Tourism Competitiveness Index 2017 edition



## Key Indicators

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

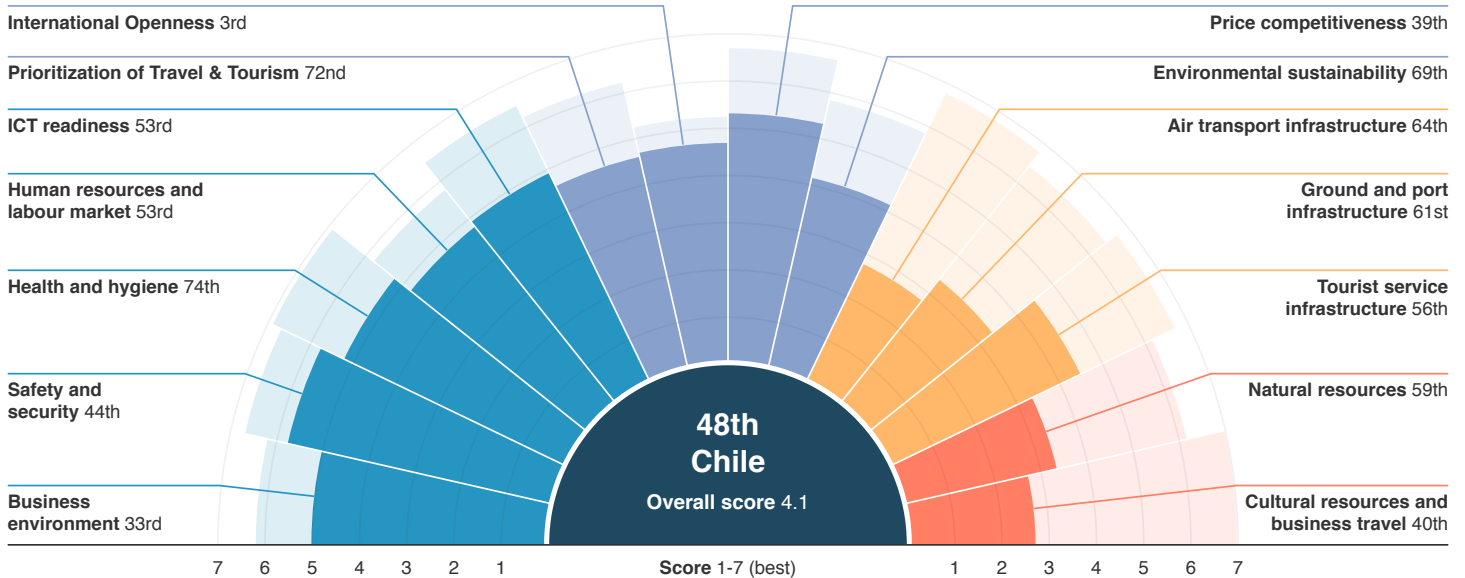
International tourist arrivals	4,478,336	T&T industry GDP	US \$8,043.7 million
International tourism inbound receipts	US \$2,408.5 million	% of total	3.4%
Average receipts per arrival	US \$537.8	T&T industry employment	269,317 jobs
		% of total	3.4%

## Performance Overview

Key Score Highest score

Pillar Rank/136

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 &amp; Tourism Competitiveness Index 2017 edition

Index Component	Rank/136	Score*	Index Component	Rank/136	Score*
<b>Business environment</b>	33	5.0	<b>International Openness</b>	3	4.7
Property rights	33	5.3	Visa requirements 0–100 (best)	54	33.0
Business impact of rules on FDI	20	5.4	Openness of bilateral Air Service Agreements 0–38 (best)	18	17.7
Efficiency of legal framework in settling disputes	57	3.9	Number of regional trade agreements in force number	29	47.0
Efficiency of legal framework in challenging regs	47	3.8	<b>Price competitiveness</b>	39	5.3
Time required to deal with construction permits days	73	152	Ticket taxes and airport charges 0–100 (best)	3	97.4
Cost to deal with construction permits % construction cost	24	0.6	Hotel price index US\$	50	122.2
Extent of market dominance	126	2.9	Purchasing power parity PPP \$	100	0.6
Time to start a business days	25	5.5	Fuel price levels US\$ cents/litre	55	109.0
Cost to start a business % GNI per capita	17	0.7	<b>Environmental sustainability</b>	69	4.1
Effect of taxation on incentives to work	13	5.1	Stringency of environmental regulations	39	4.7
Effect of taxation on incentives to invest	62	3.7	Enforcement of environmental regulations	34	4.7
Total tax rate % profits	38	30.5	Sustainability of travel and tourism industry development	68	4.3
<b>Safety and security</b>	44	5.7	Particulate matter (2.5) concentration µg/m3	26	4.6
Business costs of crime and violence	85	4.2	Environmental treaty ratification 0–27 (best)	54	22
Reliability of police services	25	5.9	Baseline water stress 5–0 (best)	105	3.7
Business costs of terrorism	65	5.3	Threatened species % total species	122	12.4
Index of terrorism incidence	89	6.7	Forest cover change % change	90	0.1
Homicide rate /100,000 pop.	73	3.6	Wastewater treatment %	17	84.5
<b>Health and hygiene</b>	74	5.2	Costal shelf fishing pressure tonnes/km2	70	0.2
Physician density /1,000 pop	87	1.0	<b>Air transport infrastructure</b>	64	2.7
Access to improved sanitation % pop.	25	99.1	Quality of air transport infrastructure	47	4.9
Access to improved drinking water % pop.	54	99.0	Available seat kilometres, domestic millions	25	232.9
Hospital beds /10,000 pop.	73	21.0	Available seat kilometres, international millions	46	404.8
HIV prevalence % adult pop.	60	0.3	Aircraft departures /1,000 pop.	46	6.5
Malaria incidence cases/100,000 pop.	1	S.L.	Airport density airports/million pop.	66	1.0
<b>Human resources and labour market</b>	53	4.8	Number of operating airlines Number	84	26.0
Primary education enrollment rate net %	72	94.3	<b>Ground and port infrastructure</b>	61	3.3
Secondary education enrollment rate gross %	44	100.7	Quality of roads	30	5.0
Extent of staff training	58	4.0	Road density % total territorial area	115	-
Degree of customer orientation	81	4.5	Paved road density % total territorial area	109	-
Hiring and firing practices	118	3.0	Quality of railroad infrastructure	76	2.4
Ease of finding skilled employees	33	4.7	Railroad density km of roads/land area	56	0.7
Ease of hiring foreign labour	15	4.8	Quality of port infrastructure	34	4.9
Pay and productivity	51	4.3	Ground transport efficiency	68	3.6
Female participation in the labor force ratio to men	90	0.72	<b>Tourist service infrastructure</b>	56	4.4
<b>ICT readiness</b>	53	4.9	Hotel rooms number/100 pop.	62	0.6
ICT use for biz-to-biz transactions	33	5.3	Quality of tourism infrastructure	86	4.4
Internet use for biz-to-consumer transactions	37	5.1	Presence of major car rental companies	1	7
Internet users % pop.	59	64.3	Automated teller machines number/thousand adult pop.	51	56.6
Fixed-broadband Internet subscriptions /100 pop.	57	15.2	<b>Natural resources</b>	59	3.3
Mobile-cellular telephone subscriptions /100 pop.	45	129.5	Number of World Heritage natural sites number of sites	86	0
Mobile-broadband subscriptions /100 pop.	62	56.1	Total known species number of species	59	645
Mobile network coverage % pop.	104	96.0	Total protected areas % total territorial area	63	18.3
Quality of electricity supply	37	5.9	Natural tourism digital demand 0–100 (best)	38	33
<b>Prioritization of Travel &amp; Tourism</b>	72	4.6	Attractiveness of natural assets	11	6.2
Government prioritization of travel and tourism industry	108	3.9	<b>Cultural resources and business travel</b>	40	2.7
T&T government expenditure % government budget	45	4.2	Number of World Heritage cultural sites number of sites	36	6
Effectiveness of marketing and branding to attract tourists	84	3.9	Oral and intangible cultural heritage number of expressions	56	2
Comprehensiveness of annual T&T data 0–120 (best)	15	93	Sports stadiums number of large stadiums	38	11.0
Timeliness of providing monthly/quarterly T&T data 0–21 (best)	9	21.0	Number of international association meetings 3-year average	36	122.3
Country brand strategy rating 1–10 (best)	88	72.0	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/tcr>

# China

15th / 136

Travel & Tourism Competitiveness Index 2017 edition



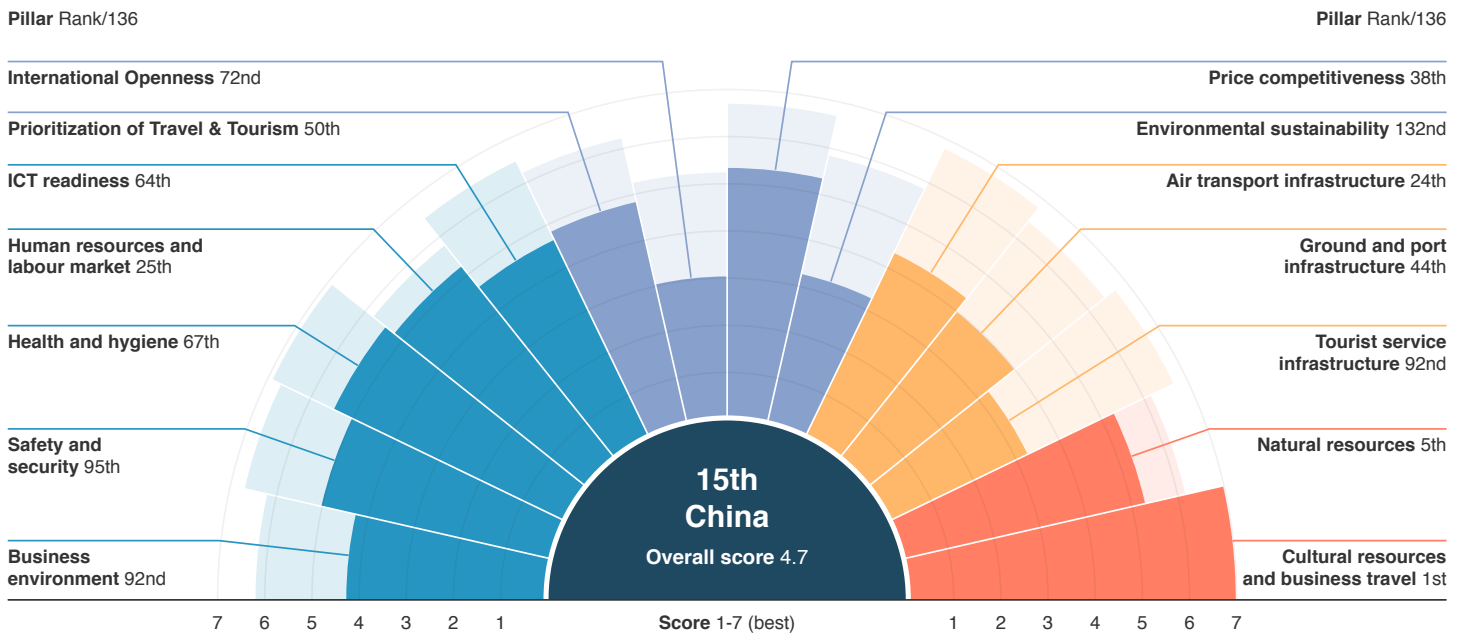
## Key Indicators

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

<b>International tourist arrivals</b>	56,885,700	<b>T&amp;T industry GDP</b>	US \$224,005.0 million
<b>International tourism inbound receipts</b>	US \$114,109.4 million	% of total	2.1%
<b>Average receipts per arrival</b>	US \$2,005.9	<b>T&amp;T industry employment</b>	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
<b>Rank</b>	17 / 141	15 / 136
<b>Score</b>	4.5	4.7



## China

15th / 136



## Travel &amp; Tourism Competitiveness Index 2017 edition

Index Component	Rank/136	Score*	Index Component	Rank/136	Score*
<b>Business environment</b>	92	4.2	<b>International Openness</b>	72	3.0
Property rights	50	4.5	Visa requirements 0–100 (best)	129	3.0
Business impact of rules on FDI	82	4.4	Openness of bilateral Air Service Agreements 0–38 (best)	110	7.1
Efficiency of legal framework in settling disputes	46	4.1	Number of regional trade agreements in force number	38	27.0
Efficiency of legal framework in challenging regs	46	3.8	<b>Price competitiveness</b>	38	5.3
Time required to deal with construction permits days	119	244	Ticket taxes and airport charges 0–100 (best)	58	78.7
Cost to deal with construction permits % construction cost	116	7.0	Hotel price index US\$	12	81.2
Extent of market dominance	23	4.4	Purchasing power parity PPP \$	93	0.6
Time to start a business days	116	28.9	Fuel price levels US\$ cents/litre	55	109.0
Cost to start a business % GNI per capita	17	0.7	<b>Environmental sustainability</b>	132	3.2
Effect of taxation on incentives to work	59	4.0	Stringency of environmental regulations	64	4.1
Effect of taxation on incentives to invest	32	4.1	Enforcement of environmental regulations	67	3.8
Total tax rate % profits	131	68.0	Sustainability of travel and tourism industry development	63	4.4
<b>Safety and security</b>	95	5.0	Particulate matter (2.5) concentration µg/m3	136	47.2
Business costs of crime and violence	55	4.9	Environmental treaty ratification 0–27 (best)	43	23
Reliability of police services	56	4.7	Baseline water stress 5–0 (best)	94	3.2
Business costs of terrorism	82	5.0	Threatened species % total species	120	11.7
Index of terrorism incidence	118	3.5	Forest cover change % change	52	0.0
Homicide rate /100,000 pop.	20	0.8	Wastewater treatment %	55	27.9
<b>Health and hygiene</b>	67	5.4	Costal shelf fishing pressure tonnes/km2	95	2.0
Physician density /1,000 pop	73	1.5	<b>Air transport infrastructure</b>	24	4.3
Access to improved sanitation % pop.	88	76.5	Quality of air transport infrastructure	49	4.8
Access to improved drinking water % pop.	76	95.5	Available seat kilometres, domestic millions	2	11208.6
Hospital beds /10,000 pop.	44	38.0	Available seat kilometres, international millions	5	4489.1
HIV prevalence % adult pop.	1	<0.1	Aircraft departures /1,000 pop.	73	2.6
Malaria incidence cases/100,000 pop.	75	0.0	Airport density airports/million pop.	125	0.3
<b>Human resources and labour market</b>	25	5.2	Number of operating airlines Number	5	158.0
Primary education enrollment rate net %	1	100.0	<b>Ground and port infrastructure</b>	44	4.0
Secondary education enrollment rate gross %	65	94.3	Quality of roads	39	4.8
Extent of staff training	41	4.3	Road density % total territorial area	53	-
Degree of customer orientation	67	4.6	Paved road density % total territorial area	49	-
Hiring and firing practices	25	4.5	Quality of railroad infrastructure	14	5.1
Ease of finding skilled employees	44	4.6	Railroad density km of roads/land area	58	0.7
Ease of hiring foreign labour	39	4.4	Quality of port infrastructure	43	4.6
Pay and productivity	27	4.6	Ground transport efficiency	25	4.8
Female participation in the labor force ratio to men	55	0.84	<b>Tourist service infrastructure</b>	92	3.2
<b>ICT readiness</b>	64	4.6	Hotel rooms number/100 pop.	116	0.1
ICT use for biz-to-biz transactions	45	5.0	Quality of tourism infrastructure	72	4.6
Internet use for biz-to-consumer transactions	36	5.1	Presence of major car rental companies	102	3
Internet users % pop.	76	50.3	Automated teller machines number/thousand adult pop.	54	55.0
Fixed-broadband Internet subscriptions /100 pop.	44	19.8	<b>Natural resources</b>	5	5.3
Mobile-cellular telephone subscriptions /100 pop.	106	92.2	Number of World Heritage natural sites number of sites	2	13
Mobile-broadband subscriptions /100 pop.	64	55.5	Total known species number of species	6	2172
Mobile network coverage % pop.	55	99.5	Total protected areas % total territorial area	69	17.0
Quality of electricity supply	55	5.3	Natural tourism digital demand 0–100 (best)	22	47
<b>Prioritization of Travel &amp; Tourism</b>	50	4.8	Attractiveness of natural assets	89	4.7
Government prioritization of travel and tourism industry	57	5.0	<b>Cultural resources and business travel</b>	1	6.9
T&T government expenditure % government budget	52	4.0	Number of World Heritage cultural sites number of sites	5	37
Effectiveness of marketing and branding to attract tourists	36	4.9	Oral and intangible cultural heritage number of expressions	1	39
Comprehensiveness of annual T&T data 0–120 (best)	82	58	Sports stadiums number of large stadiums	2	141.0
Timeliness of providing monthly/quarterly T&T data 0–21 (best)	88	16.5	Number of international association meetings 3-year average	7	387.3
Country brand strategy rating 1–10 (best)	26	82.6	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/tcr>

# Colombia

62nd / 136

Travel & Tourism Competitiveness Index 2017 edition



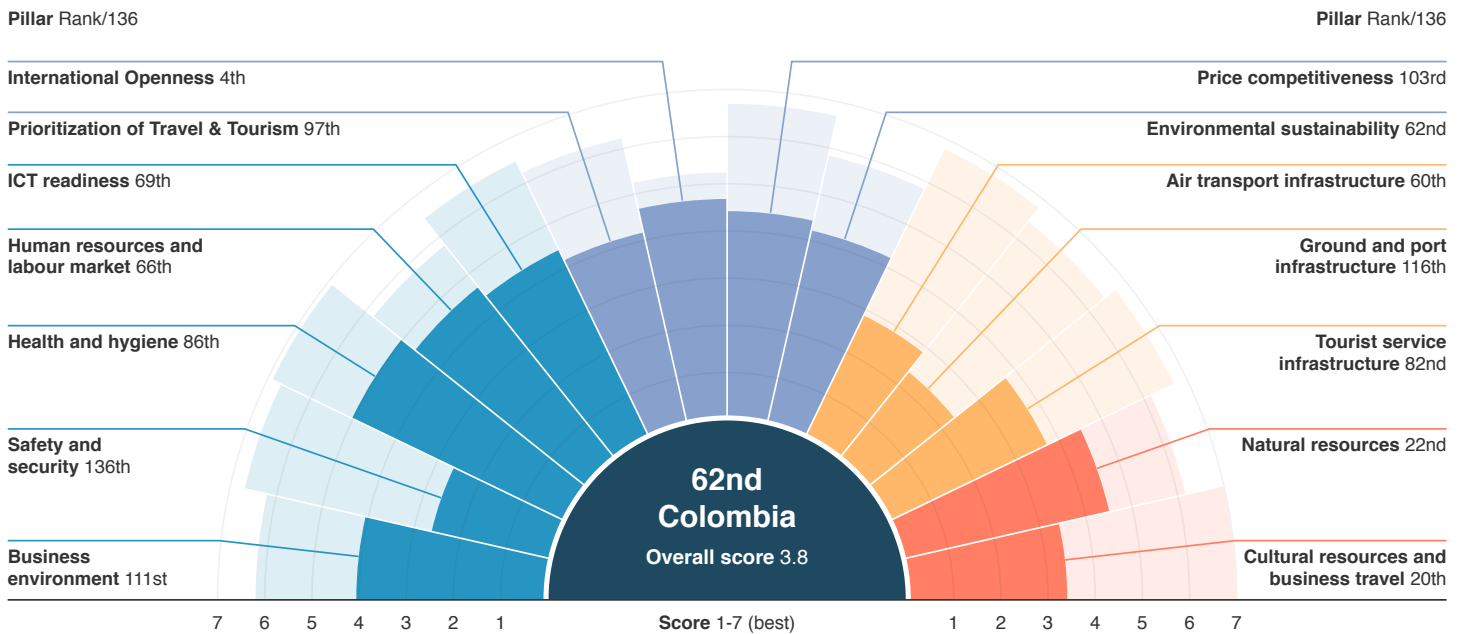
## Key Indicators

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

<b>International tourist arrivals</b>	2,978,180	<b>T&amp;T industry GDP</b>	US \$5,880.3 million
<b>International tourism inbound receipts</b>	US \$4,245.3 million	% of total	2.0%
<b>Average receipts per arrival</b>	US \$1,425.5	<b>T&amp;T industry employment</b>	556,135 jobs
		% of total	2.5%

## Performance Overview

Key Score Highest score



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
<b>Rank</b>	68 / 141	62 / 136
<b>Score</b>	3.7	3.8

## Colombia

62nd / 136

## Travel &amp; Tourism Competitiveness Index 2017 edition



Index Component	Rank/136	Score*	Index Component	Rank/136	Score*
<b>Business environment</b>	111	4.0	<b>International Openness</b>	4	4.6
Property rights	80	4.1	Visa requirements 0–100 (best)	14	67.0
Business impact of rules on FDI	76	4.5	Openness of bilateral Air Service Agreements 0–38 (best)	19	17.6
Efficiency of legal framework in settling disputes	109	2.9	Number of regional trade agreements in force number	42	23.0
Efficiency of legal framework in challenging regs	103	2.9	<b>Price competitiveness</b>	103	4.4
Time required to deal with construction permits days	12	73	Ticket taxes and airport charges 0–100 (best)	134	8.9
Cost to deal with construction permits % construction cost	114	6.7	Hotel price index US\$	22	87.5
Extent of market dominance	95	3.4	Purchasing power parity PPP \$	62	0.4
Time to start a business days	53	9.0	Fuel price levels US\$ cents/litre	46	104.0
Cost to start a business % GNI per capita	71	7.5	<b>Environmental sustainability</b>	62	4.2
Effect of taxation on incentives to work	105	3.4	Stringency of environmental regulations	75	4.0
Effect of taxation on incentives to invest	128	2.6	Enforcement of environmental regulations	81	3.6
Total tax rate % profits	133	69.8	Sustainability of travel and tourism industry development	94	3.9
<b>Safety and security</b>	136	2.6	Particulate matter (2.5) concentration µg/m3	19	4.1
Business costs of crime and violence	125	2.8	Environmental treaty ratification 0–27 (best)	107	18
Reliability of police services	111	3.4	Baseline water stress 5–0 (best)	19	0.3
Business costs of terrorism	131	2.9	Threatened species % total species	124	13.0
Index of terrorism incidence	126	1.0	Forest cover change % change	42	0.0
Homicide rate /100,000 pop.	129	27.9	Wastewater treatment %	66	12.2
<b>Health and hygiene</b>	86	5.0	Costal shelf fishing pressure tonnes/km2	11	0.0
Physician density /1,000 pop	75	1.5	<b>Air transport infrastructure</b>	60	2.8
Access to improved sanitation % pop.	83	81.1	Quality of air transport infrastructure	76	4.2
Access to improved drinking water % pop.	92	91.4	Available seat kilometres, domestic millions	23	244.9
Hospital beds /10,000 pop.	94	15.0	Available seat kilometres, international millions	45	408.7
HIV prevalence % adult pop.	76	0.4	Aircraft departures /1,000 pop.	43	7.5
Malaria incidence cases/100,000 pop.	101	165.3	Airport density airports/million pop.	49	1.4
<b>Human resources and labour market</b>	66	4.6	Number of operating airlines Number	59	36.0
Primary education enrollment rate net %	97	90.6	<b>Ground and port infrastructure</b>	116	2.3
Secondary education enrollment rate gross %	56	98.1	Quality of roads	118	2.8
Extent of staff training	96	3.6	Road density % total territorial area	93	-
Degree of customer orientation	35	5.1	Paved road density % total territorial area	110	-
Hiring and firing practices	98	3.4	Quality of railroad infrastructure	101	1.4
Ease of finding skilled employees	58	4.3	Railroad density km of roads/land area	92	0.1
Ease of hiring foreign labour	44	4.3	Quality of port infrastructure	83	3.7
Pay and productivity	85	3.7	Ground transport efficiency	114	2.5
Female participation in the labor force ratio to men	84	0.75	<b>Tourist service infrastructure</b>	82	3.7
<b>ICT readiness</b>	69	4.4	Hotel rooms number/100 pop.	71	0.4
ICT use for biz-to-biz transactions	72	4.6	Quality of tourism infrastructure	88	4.4
Internet use for biz-to-consumer transactions	59	4.6	Presence of major car rental companies	72	5
Internet users % pop.	68	55.9	Automated teller machines number/thousand adult pop.	79	40.6
Fixed-broadband Internet subscriptions /100 pop.	67	11.2	<b>Natural resources</b>	22	4.5
Mobile-cellular telephone subscriptions /100 pop.	71	115.7	Number of World Heritage natural sites number of sites	30	2
Mobile-broadband subscriptions /100 pop.	84	41.0	Total known species number of species	2	3037
Mobile network coverage % pop.	1	100.0	Total protected areas % total territorial area	41	23.1
Quality of electricity supply	69	4.8	Natural tourism digital demand 0–100 (best)	52	21
<b>Prioritization of Travel &amp; Tourism</b>	97	4.1	Attractiveness of natural assets	41	5.6
Government prioritization of travel and tourism industry	96	4.2	<b>Cultural resources and business travel</b>	20	3.4
T&T government expenditure % government budget	104	2.0	Number of World Heritage cultural sites number of sites	36	6
Effectiveness of marketing and branding to attract tourists	57	4.5	Oral and intangible cultural heritage number of expressions	16	9
Comprehensiveness of annual T&T data 0–120 (best)	95	53	Sports stadiums number of large stadiums	20	22.0
Timeliness of providing monthly/quarterly T&T data 0–21 (best)	53	19.0	Number of international association meetings 3-year average	27	149.3
Country brand strategy rating 1–10 (best)	110	62.7	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/tcr>

# 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)

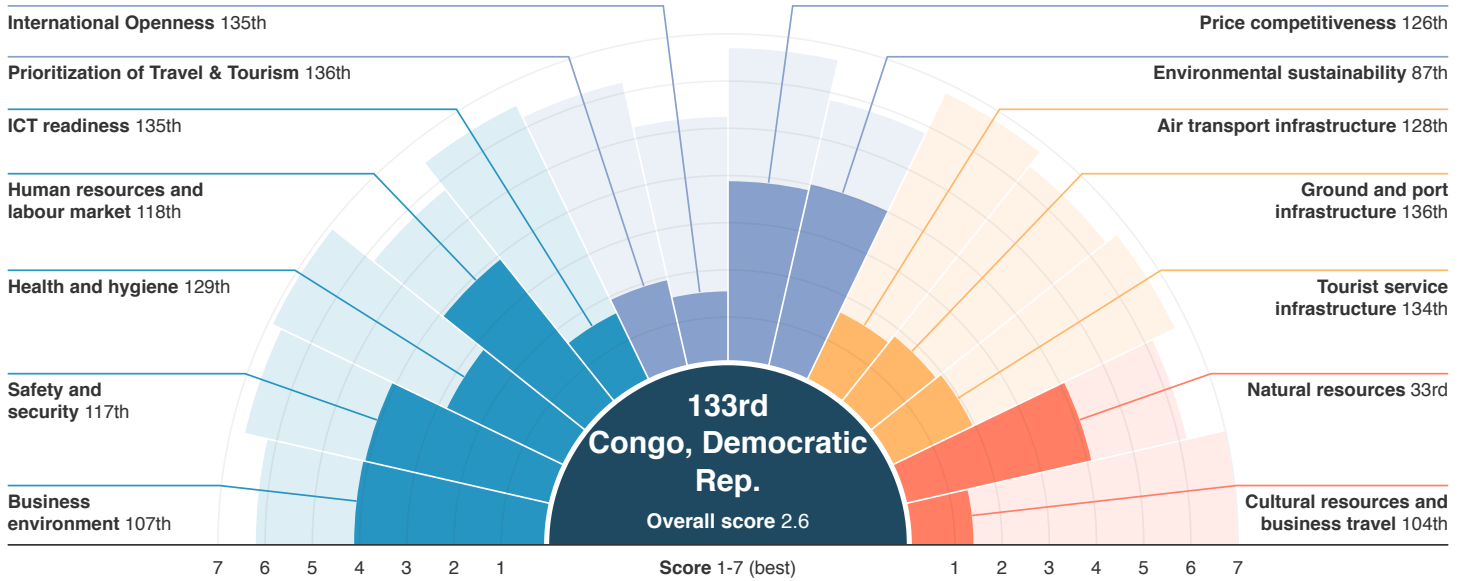
International tourist arrivals	191,000	T&T industry GDP	US \$236.2 million
International tourism inbound receipts	US \$0.1 million	% of total	0.6%
Average receipts per arrival	US \$0.5	T&T industry employment	78,319 jobs
		% of total	0.5%

## Performance Overview

Key Score Highest score

Pillar Rank/136

Pillar Rank/136



## 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*	Index Component	Rank/136	Score*
<b>Business environment</b>	107	4.1	<b>International Openness</b>	135	1.5
Property rights	112	3.7	Visa requirements 0–100 (best)	134	1.0
Business impact of rules on FDI	65	4.7	Openness of bilateral Air Service Agreements 0–38 (best)	95	8.7
Efficiency of legal framework in settling disputes	83	3.3	Number of regional trade agreements in force number	135	0.0
Efficiency of legal framework in challenging regs	119	2.6	<b>Price competitiveness</b>	126	3.8
Time required to deal with construction permits days	53	122	Ticket taxes and airport charges 0–100 (best)	120	45.7
Cost to deal with construction permits % construction cost	111	6.2	Hotel price index US\$	n/a	n/a
Extent of market dominance	104	3.3	Purchasing power parity PPP \$	98	0.6
Time to start a business days	68	11.0	Fuel price levels US\$ cents/litre	117	167.0
Cost to start a business % GNI per capita	113	29.3	<b>Environmental sustainability</b>	87	4.0
Effect of taxation on incentives to work	22	4.6	Stringency of environmental regulations	132	2.7
Effect of taxation on incentives to invest	98	3.2	Enforcement of environmental regulations	99	3.3
Total tax rate % profits	116	54.6	Sustainability of travel and tourism industry development	132	2.8
<b>Safety and security</b>	117	4.0	Particulate matter (2.5) concentration µg/m3	116	12.0
Business costs of crime and violence	88	4.2	Environmental treaty ratification 0–27 (best)	79	20
Reliability of police services	99	3.7	Baseline water stress 5–0 (best)	8	0.0
Business costs of terrorism	59	5.4	Threatened species % total species	45	4.7
Index of terrorism incidence	124	1.8	Forest cover change % change	46	0.0
Homicide rate /100,000 pop.	121	12.5	Wastewater treatment %	111	0.0
<b>Health and hygiene</b>	129	2.8	Costal shelf fishing pressure tonnes/km2	56	0.1
Physician density /1,000 pop	119	0.1	<b>Air transport infrastructure</b>	128	1.6
Access to improved sanitation % pop.	125	28.7	Quality of air transport infrastructure	125	2.8
Access to improved drinking water % pop.	133	52.4	Available seat kilometres, domestic millions	50	10.6
Hospital beds /10,000 pop.	115	8.0	Available seat kilometres, international millions	103	33.9
HIV prevalence % adult pop.	104	1.0	Aircraft departures /1,000 pop.	123	0.2
Malaria incidence cases/100,000 pop.	129	28046.0	Airport density airports/million pop.	106	0.5
<b>Human resources and labour market</b>	118	3.9	Number of operating airlines Number	109	15.0
Primary education enrollment rate net %	112	87.0	<b>Ground and port infrastructure</b>	136	1.8
Secondary education enrollment rate gross %	123	43.5	Quality of roads	135	2.1
Extent of staff training	114	3.4	Road density % total territorial area	124	-
Degree of customer orientation	102	4.2	Paved road density % total territorial area	134	-
Hiring and firing practices	99	3.4	Quality of railroad infrastructure	97	1.5
Ease of finding skilled employees	60	4.3	Railroad density km of roads/land area	90	0.2
Ease of hiring foreign labour	81	3.9	Quality of port infrastructure	122	2.3
Pay and productivity	135	2.4	Ground transport efficiency	131	2.1
Female participation in the labor force ratio to men	6	0.99	<b>Tourist service infrastructure</b>	134	1.9
<b>ICT readiness</b>	135	1.6	Hotel rooms number/100 pop.	132	0.0
ICT use for biz-to-biz transactions	133	3.5	Quality of tourism infrastructure	133	2.9
Internet use for biz-to-consumer transactions	127	3.3	Presence of major car rental companies	113	2
Internet users % pop.	134	3.8	Automated teller machines number/thousand adult pop.	133	1.1
Fixed-broadband Internet subscriptions /100 pop.	135	0.0	<b>Natural resources</b>	33	4.1
Mobile-cellular telephone subscriptions /100 pop.	130	53.0	Number of World Heritage natural sites number of sites	9	5
Mobile-broadband subscriptions /100 pop.	127	8.5	Total known species number of species	11	1758
Mobile network coverage % pop.	134	50.0	Total protected areas % total territorial area	87	12.1
Quality of electricity supply	134	1.6	Natural tourism digital demand 0–100 (best)	128	1
<b>Prioritization of Travel &amp; Tourism</b>	136	1.9	Attractiveness of natural assets	125	3.5
Government prioritization of travel and tourism industry	135	2.4	<b>Cultural resources and business travel</b>	104	1.4
T&T government expenditure % government budget	127	0.9	Number of World Heritage cultural sites number of sites	126	0
Effectiveness of marketing and branding to attract tourists	134	2.1	Oral and intangible cultural heritage number of expressions	93	0
Comprehensiveness of annual T&T data 0–120 (best)	127	26	Sports stadiums number of large stadiums	50	7.0
Timeliness of providing monthly/quarterly T&T data 0–21 (best)	129	0.0	Number of international association meetings 3-year average	124	1.3
Country brand strategy rating 1–10 (best)	n/a	n/a	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/tcr>

# Costa Rica

**38th** / 136

Travel & Tourism Competitiveness Index 2017 edition



## Key Indicators

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

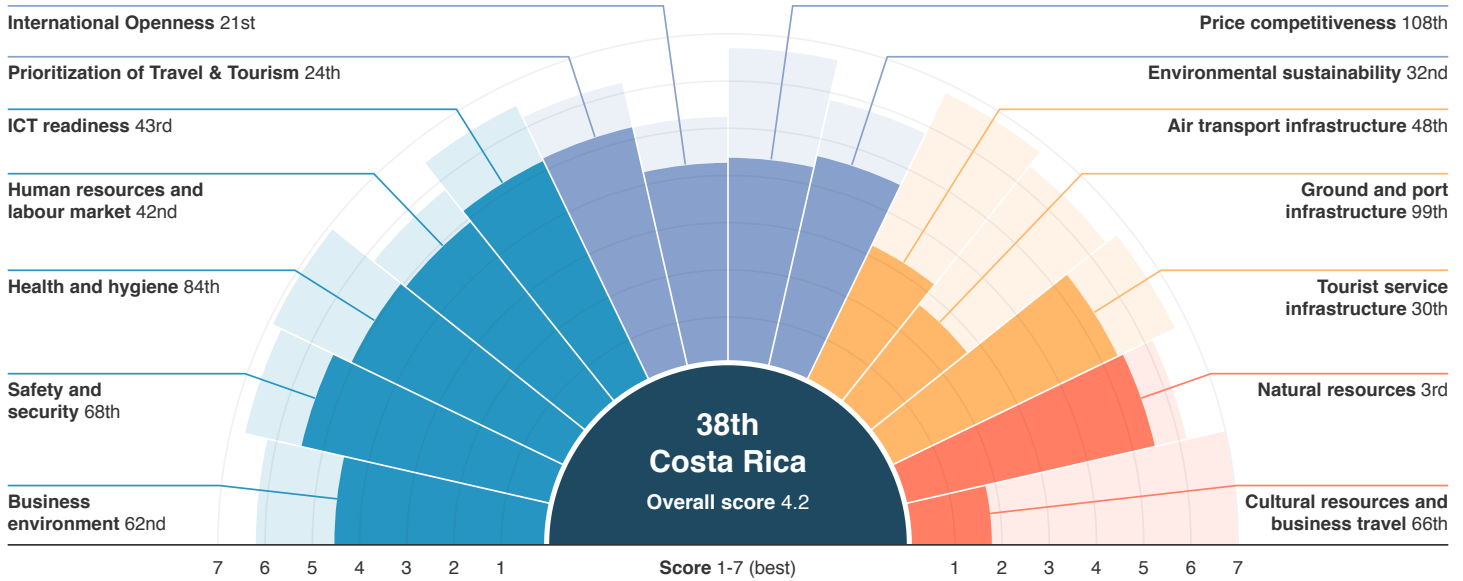
<b>International tourist arrivals</b>	2,660,257	<b>T&amp;T industry GDP</b>	US \$2,489.1 million
<b>International tourism inbound receipts</b>	US \$3,265.6 million	% of total	4.8%
<b>Average receipts per arrival</b>	US \$1,227.6	<b>T&amp;T industry employment</b>	103,232 jobs
		% of total	4.9%

## Performance Overview

Key Score Highest score

Pillar Rank/136

Pillar Rank/136



## Past performance

Travel & Tourism Competitiveness Edition	2015	2017
<b>Rank</b>	42 / 141	38 / 136
<b>Score</b>	4.1	4.2

# Costa Rica

# 38th /136

## Travel & Tourism Competitiveness Index 2017 edition



Index Component	Rank/136	Score*	Index Component	Rank/136	Score*
<b>Business environment</b>	62	4.5	<b>International Openness</b>	21	4.2
Property rights	48	4.6	Visa requirements 0–100 (best)	65	28.0
Business impact of rules on FDI	44	5.0	Openness of bilateral Air Service Agreements 0–38 (best)	11	23.1
Efficiency of legal framework in settling disputes	85	3.3	Number of regional trade agreements in force number	41	24.0
Efficiency of legal framework in challenging regs	43	3.9	<b>Price competitiveness</b>	108	4.3
Time required to deal with construction permits days	51	118	Ticket taxes and airport charges 0–100 (best)	108	55.5
Cost to deal with construction permits % construction cost	63	1.7	Hotel price index US\$	69	136.4
Extent of market dominance	42	4.0	Purchasing power parity PPP \$	109	0.7
Time to start a business days	102	22.5	Fuel price levels US\$ cents/litre	77	121.0
Cost to start a business % GNI per capita	76	9.1	<b>Environmental sustainability</b>	32	4.6
Effect of taxation on incentives to work	67	3.9	Stringency of environmental regulations	28	5.1
Effect of taxation on incentives to invest	114	3.0	Enforcement of environmental regulations	27	4.9
Total tax rate % profits	120	58.3	Sustainability of travel and tourism industry development	8	5.5
<b>Safety and security</b>	68	5.4	Particulate matter (2.5) concentration µg/m3	28	4.7
Business costs of crime and violence	84	4.2	Environmental treaty ratification 0–27 (best)	54	22
Reliability of police services	62	4.5	Baseline water stress 5–0 (best)	52	1.0
Business costs of terrorism	23	5.9	Threatened species % total species	97	7.6
Index of terrorism incidence	1	7.0	Forest cover change % change	58	0.0
Homicide rate /100,000 pop.	112	10.0	Wastewater treatment %	86	3.9
<b>Health and hygiene</b>	84	5.0	Costal shelf fishing pressure tonnes/km2	19	0.0
Physician density /1,000 pop	85	1.1	<b>Air transport infrastructure</b>	48	3.2
Access to improved sanitation % pop.	58	94.5	Quality of air transport infrastructure	59	4.6
Access to improved drinking water % pop.	62	97.8	Available seat kilometres, domestic millions	82	1.0
Hospital beds /10,000 pop.	103	12.0	Available seat kilometres, international millions	74	127.6
HIV prevalence % adult pop.	60	0.3	Aircraft departures /1,000 pop.	31	12.2
Malaria incidence cases/100,000 pop.	82	0.2	Airport density airports/million pop.	18	4.1
<b>Human resources and labour market</b>	42	4.9	Number of operating airlines Number	68	32.0
Primary education enrollment rate net %	51	96.4	<b>Ground and port infrastructure</b>	99	2.6
Secondary education enrollment rate gross %	11	123.1	Quality of roads	123	2.7
Extent of staff training	39	4.4	Road density % total territorial area	39	-
Degree of customer orientation	45	5.0	Paved road density % total territorial area	59	-
Hiring and firing practices	38	4.2	Quality of railroad infrastructure	92	1.8
Ease of finding skilled employees	21	5.1	Railroad density km of roads/land area	55	0.8
Ease of hiring foreign labour	80	3.9	Quality of port infrastructure	100	3.2
Pay and productivity	36	4.5	Ground transport efficiency	104	2.8
Female participation in the labor force ratio to men	107	0.64	<b>Tourist service infrastructure</b>	30	5.3
<b>ICT readiness</b>	43	5.2	Hotel rooms number/100 pop.	38	1.0
ICT use for biz-to-biz transactions	43	5.0	Quality of tourism infrastructure	26	5.6
Internet use for biz-to-consumer transactions	52	4.8	Presence of major car rental companies	1	7
Internet users % pop.	62	59.8	Automated teller machines number/thousand adult pop.	26	77.1
Fixed-broadband Internet subscriptions /100 pop.	66	11.2	<b>Natural resources</b>	3	5.4
Mobile-cellular telephone subscriptions /100 pop.	20	150.7	Number of World Heritage natural sites number of sites	19	3
Mobile-broadband subscriptions /100 pop.	20	97.2	Total known species number of species	22	1269
Mobile network coverage % pop.	65	99.0	Total protected areas % total territorial area	30	27.4
Quality of electricity supply	44	5.6	Natural tourism digital demand 0–100 (best)	2	93
<b>Prioritization of Travel &amp; Tourism</b>	24	5.2	Attractiveness of natural assets	2	6.6
Government prioritization of travel and tourism industry	39	5.4	<b>Cultural resources and business travel</b>	66	1.7
T&T government expenditure % government budget	27	6.3	Number of World Heritage cultural sites number of sites	97	1
Effectiveness of marketing and branding to attract tourists	13	5.5	Oral and intangible cultural heritage number of expressions	71	1
Comprehensiveness of annual T&T data 0–120 (best)	75	62	Sports stadiums number of large stadiums	90	3.0
Timeliness of providing monthly/quarterly T&T data 0–21 (best)	70	18.0	Number of international association meetings 3-year average	60	36.7
Country brand strategy rating 1–10 (best)	83	72.2	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/tcr>

# Côte d'Ivoire

109th / 136

Travel & Tourism Competitiveness Index 2017 edition



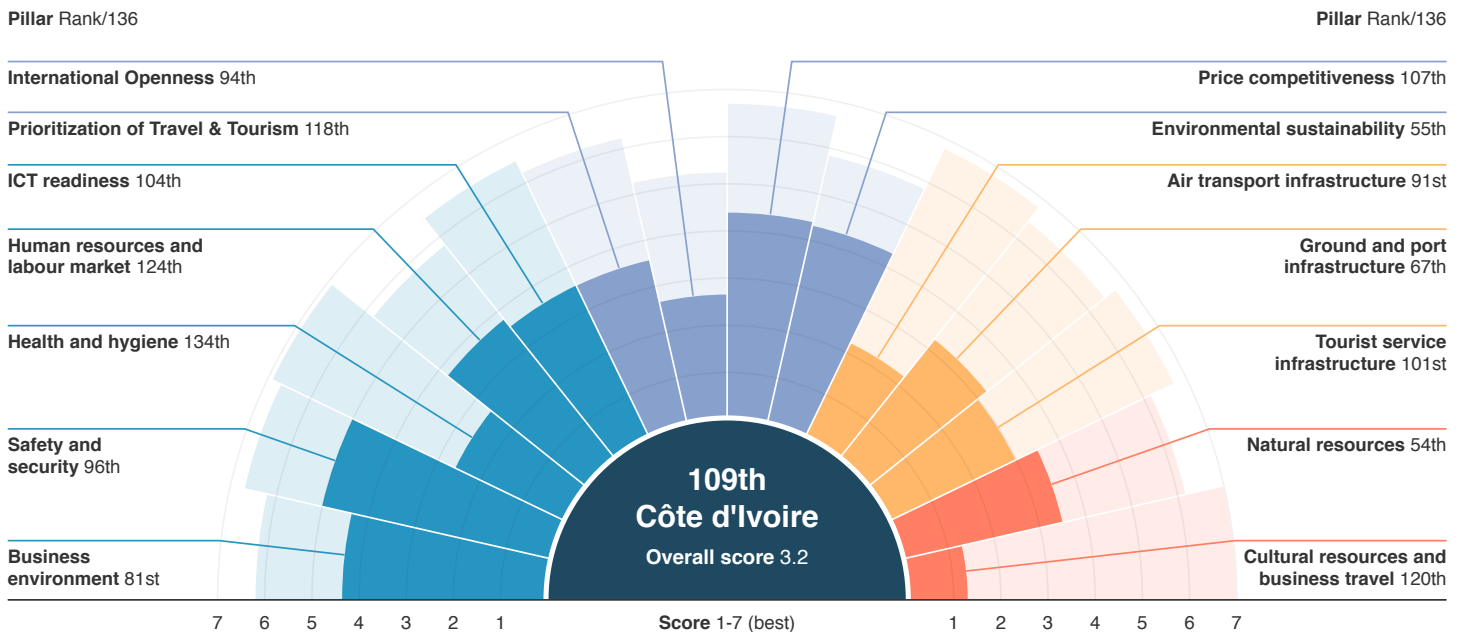
## Key Indicators

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

International tourist arrivals	1,441,000	T&T industry GDP	US \$707.3 million
International tourism inbound receipts	US \$184.2 million	% of total	2.3%
Average receipts per arrival	US \$127.8	T&T industry employment	100,813 jobs
		% of total	1.9%

## Performance Overview

Key Score Highest score



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 &amp; Tourism Competitiveness Index 2017 edition



Index Component	Rank/136	Score*	Index Component	Rank/136	Score*
<b>Business environment</b>	81	4.3	<b>International Openness</b>	94	2.6
Property rights	71	4.2	Visa requirements 0–100 (best)	31	53.0
Business impact of rules on FDI	57	4.8	Openness of bilateral Air Service Agreements 0–38 (best)	114	6.8
Efficiency of legal framework in settling disputes	41	4.2	Number of regional trade agreements in force number	102	3.0
Efficiency of legal framework in challenging regs	62	3.6	<b>Price competitiveness</b>	107	4.4
Time required to deal with construction permits days	131	347	Ticket taxes and airport charges 0–100 (best)	128	32.7
Cost to deal with construction permits % construction cost	36	0.9	Hotel price index US\$	n/a	n/a
Extent of market dominance	78	3.5	Purchasing power parity PPP \$	51	0.4
Time to start a business days	40	7.0	Fuel price levels US\$ cents/litre	71	117.0
Cost to start a business % GNI per capita	102	18.9	<b>Environmental sustainability</b>	55	4.3
Effect of taxation on incentives to work	28	4.4	Stringency of environmental regulations	108	3.3
Effect of taxation on incentives to invest	116	2.9	Enforcement of environmental regulations	111	3.1
Total tax rate % profits	110	51.3	Sustainability of travel and tourism industry development	73	4.3
<b>Safety and security</b>	96	5.0	Particulate matter (2.5) concentration µg/m3	30	4.8
Business costs of crime and violence	104	3.8	Environmental treaty ratification 0–27 (best)	20	26
Reliability of police services	86	4.1	Baseline water stress 5–0 (best)	15	0.0
Business costs of terrorism	83	4.9	Threatened species % total species	74	6.4
Index of terrorism incidence	88	6.8	Forest cover change % change	112	0.1
Homicide rate /100,000 pop.	116	11.4	Wastewater treatment %	101	0.6
<b>Health and hygiene</b>	134	2.6	Costal shelf fishing pressure tonnes/km2	13	0.0
Physician density /1,000 pop	116	0.1	<b>Air transport infrastructure</b>	91	2.2
Access to improved sanitation % pop.	128	22.5	Quality of air transport infrastructure	38	5.2
Access to improved drinking water % pop.	111	81.9	Available seat kilometres, domestic millions	84	0.8
Hospital beds /10,000 pop.	129	4.0	Available seat kilometres, international millions	98	50.6
HIV prevalence % adult pop.	123	3.5	Aircraft departures /1,000 pop.	117	0.3
Malaria incidence cases/100,000 pop.	134	37459.8	Airport density airports/million pop.	110	0.5
<b>Human resources and labour market</b>	124	3.7	Number of operating airlines Number	88	22.0
Primary education enrollment rate net %	127	79.3	<b>Ground and port infrastructure</b>	67	3.2
Secondary education enrollment rate gross %	122	43.9	Quality of roads	41	4.7
Extent of staff training	37	4.4	Road density % total territorial area	76	-
Degree of customer orientation	87	4.4	Paved road density % total territorial area	116	-
Hiring and firing practices	64	3.8	Quality of railroad infrastructure	67	2.7
Ease of finding skilled employees	41	4.6	Railroad density km of roads/land area	85	0.2
Ease of hiring foreign labour	34	4.4	Quality of port infrastructure	28	5.2
Pay and productivity	80	3.8	Ground transport efficiency	105	2.8
Female participation in the labor force ratio to men	100	0.65	<b>Tourist service infrastructure</b>	101	2.9
<b>ICT readiness</b>	104	3.5	Hotel rooms number/100 pop.	104	0.1
ICT use for biz-to-biz transactions	97	4.4	Quality of tourism infrastructure	58	4.8
Internet use for biz-to-consumer transactions	105	3.9	Presence of major car rental companies	85	4
Internet users % pop.	109	21.0	Automated teller machines number/thousand adult pop.	120	5.9
Fixed-broadband Internet subscriptions /100 pop.	115	0.5	<b>Natural resources</b>	54	3.5
Mobile-cellular telephone subscriptions /100 pop.	61	119.3	Number of World Heritage natural sites number of sites	19	3
Mobile-broadband subscriptions /100 pop.	86	40.4	Total known species number of species	31	1021
Mobile network coverage % pop.	96	97.9	Total protected areas % total territorial area	44	22.9
Quality of electricity supply	99	3.6	Natural tourism digital demand 0–100 (best)	133	1
<b>Prioritization of Travel &amp; Tourism</b>	118	3.5	Attractiveness of natural assets	108	4.0
Government prioritization of travel and tourism industry	70	4.7	<b>Cultural resources and business travel</b>	120	1.3
T&T government expenditure % government budget	113	1.5	Number of World Heritage cultural sites number of sites	97	1
Effectiveness of marketing and branding to attract tourists	63	4.4	Oral and intangible cultural heritage number of expressions	56	2
Comprehensiveness of annual T&T data 0–120 (best)	116	38	Sports stadiums number of large stadiums	97	2.0
Timeliness of providing monthly/quarterly T&T data 0–21 (best)	129	0.0	Number of international association meetings 3-year average	101	6.3
Country brand strategy rating 1–10 (best)	108	62.9	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/tcr>

# Croatia

32nd / 136

Travel & Tourism Competitiveness Index 2017 edition



## Key Indicators

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

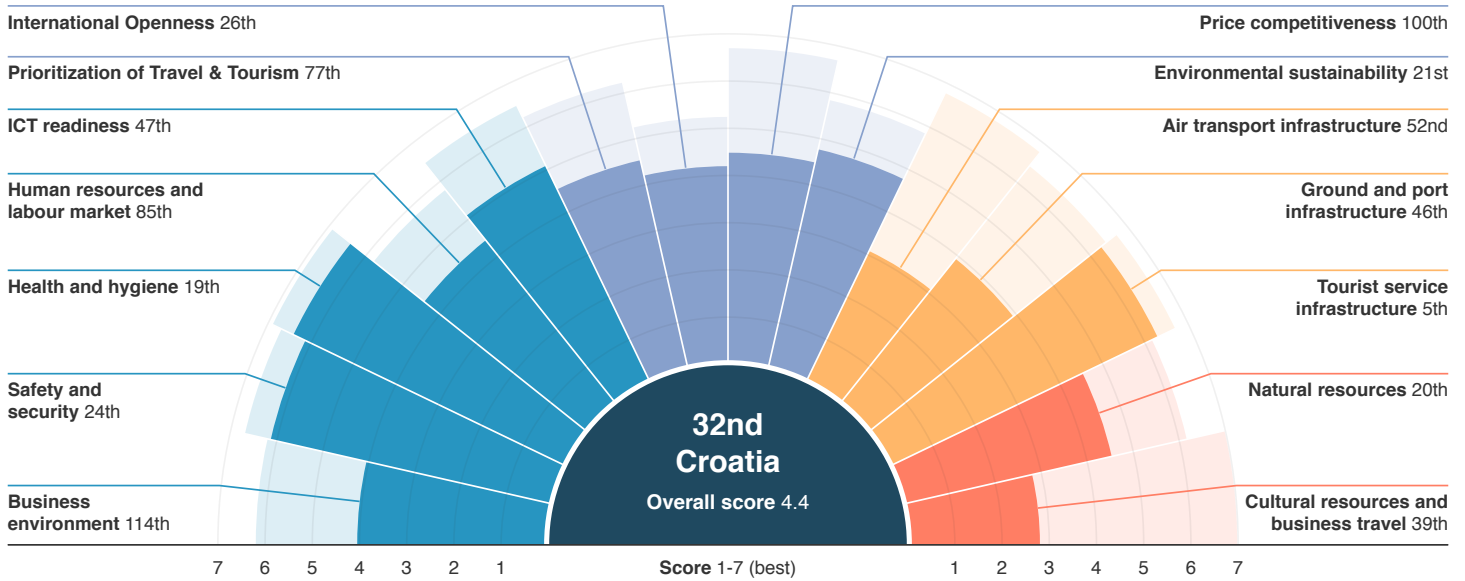
International tourist arrivals	12,683,179	T&T industry GDP	US \$4,932.7 million
International tourism inbound receipts	US \$8,833.3 million	% of total	10.1%
Average receipts per arrival	US \$696.5	T&T industry employment	130,523 jobs
		% of total	9.8%

## Performance Overview

Key Score Highest score

Pillar Rank/136

Pillar Rank/136



## Past performance

Travel & Tourism Competitiveness Edition	2015	2017
Rank	33 / 141	32 / 136
Score	4.3	4.4

## Croatia

32nd / 136

## Travel &amp; Tourism Competitiveness Index 2017 edition



Index Component	Rank/136	Score*	Index Component	Rank/136	Score*
<b>Business environment</b>	114	4.0	<b>International Openness</b>	26	4.2
Property rights	107	3.8	Visa requirements 0–100 (best)	73	24.0
Business impact of rules on FDI	108	3.9	Openness of bilateral Air Service Agreements 0–38 (best)	48	12.1
Efficiency of legal framework in settling disputes	132	2.2	Number of regional trade agreements in force number	1	53.0
Efficiency of legal framework in challenging regs	129	2.4	<b>Price competitiveness</b>	100	4.4
Time required to deal with construction permits days	57	127	Ticket taxes and airport charges 0–100 (best)	77	70.5
Cost to deal with construction permits % construction cost	120	8.3	Hotel price index US\$	77	144.5
Extent of market dominance	105	3.3	Purchasing power parity PPP \$	88	0.5
Time to start a business days	40	7.0	Fuel price levels US\$ cents/litre	107	159.0
Cost to start a business % GNI per capita	69	7.3	<b>Environmental sustainability</b>	21	4.7
Effect of taxation on incentives to work	132	2.7	Stringency of environmental regulations	50	4.4
Effect of taxation on incentives to invest	130	2.5	Enforcement of environmental regulations	55	4.1
Total tax rate % profits	14	20.9	Sustainability of travel and tourism industry development	84	4.0
<b>Safety and security</b>	24	6.1	Particulate matter (2.5) concentration µg/m3	111	11.9
Business costs of crime and violence	19	5.6	Environmental treaty ratification 0–27 (best)	15	27
Reliability of police services	49	4.9	Baseline water stress 5–0 (best)	22	0.3
Business costs of terrorism	13	6.2	Threatened species % total species	73	6.3
Index of terrorism incidence	51	7.0	Forest cover change % change	26	0.0
Homicide rate /100,000 pop.	20	0.8	Wastewater treatment %	44	50.2
<b>Health and hygiene</b>	19	6.4	Costal shelf fishing pressure tonnes/km2	75	0.3
Physician density /1,000 pop	34	3.0	<b>Air transport infrastructure</b>	52	3.0
Access to improved sanitation % pop.	44	97.0	Quality of air transport infrastructure	78	4.1
Access to improved drinking water % pop.	43	99.6	Available seat kilometres, domestic millions	63	3.9
Hospital beds /10,000 pop.	23	58.9	Available seat kilometres, international millions	83	91.1
HIV prevalence % adult pop.	1	<0.1	Aircraft departures /1,000 pop.	49	6.0
Malaria incidence cases/100,000 pop.	1	M.F.	Airport density airports/million pop.	21	3.2
<b>Human resources and labour market</b>	85	4.4	Number of operating airlines Number	33	64.0
Primary education enrollment rate net %	106	88.7	<b>Ground and port infrastructure</b>	46	3.9
Secondary education enrollment rate gross %	55	99.0	Quality of roads	18	5.5
Extent of staff training	120	3.4	Road density % total territorial area	51	-
Degree of customer orientation	73	4.6	Paved road density % total territorial area	38	-
Hiring and firing practices	124	2.7	Quality of railroad infrastructure	64	2.7
Ease of finding skilled employees	106	3.7	Railroad density km of roads/land area	18	4.6
Ease of hiring foreign labour	126	3.1	Quality of port infrastructure	45	4.6
Pay and productivity	66	4.0	Ground transport efficiency	57	3.8
Female participation in the labor force ratio to men	48	0.87	<b>Tourist service infrastructure</b>	5	6.3
<b>ICT readiness</b>	47	5.0	Hotel rooms number/100 pop.	11	1.9
ICT use for biz-to-biz transactions	81	4.5	Quality of tourism infrastructure	65	4.7
Internet use for biz-to-consumer transactions	84	4.2	Presence of major car rental companies	1	7
Internet users % pop.	47	69.8	Automated teller machines number/thousand adult pop.	15	116.8
Fixed-broadband Internet subscriptions /100 pop.	40	23.2	<b>Natural resources</b>	20	4.5
Mobile-cellular telephone subscriptions /100 pop.	92	103.8	Number of World Heritage natural sites number of sites	46	1
Mobile-broadband subscriptions /100 pop.	37	73.1	Total known species number of species	87	426
Mobile network coverage % pop.	1	100.0	Total protected areas % total territorial area	8	37.7
Quality of electricity supply	40	5.8	Natural tourism digital demand 0–100 (best)	8	76
<b>Prioritization of Travel &amp; Tourism</b>	77	4.5	Attractiveness of natural assets	20	6.1
Government prioritization of travel and tourism industry	46	5.2	<b>Cultural resources and business travel</b>	39	2.8
T&T government expenditure % government budget	116	1.3	Number of World Heritage cultural sites number of sites	30	7
Effectiveness of marketing and branding to attract tourists	38	4.9	Oral and intangible cultural heritage number of expressions	5	15
Comprehensiveness of annual T&T data 0–120 (best)	32	81	Sports stadiums number of large stadiums	77	4.0
Timeliness of providing monthly/quarterly T&T data 0–21 (best)	28	20.0	Number of international association meetings 3-year average	41	91.0
Country brand strategy rating 1–10 (best)	105	63.8	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/tcr>

# Cyprus

52nd / 136

Travel & Tourism Competitiveness Index 2017 edition



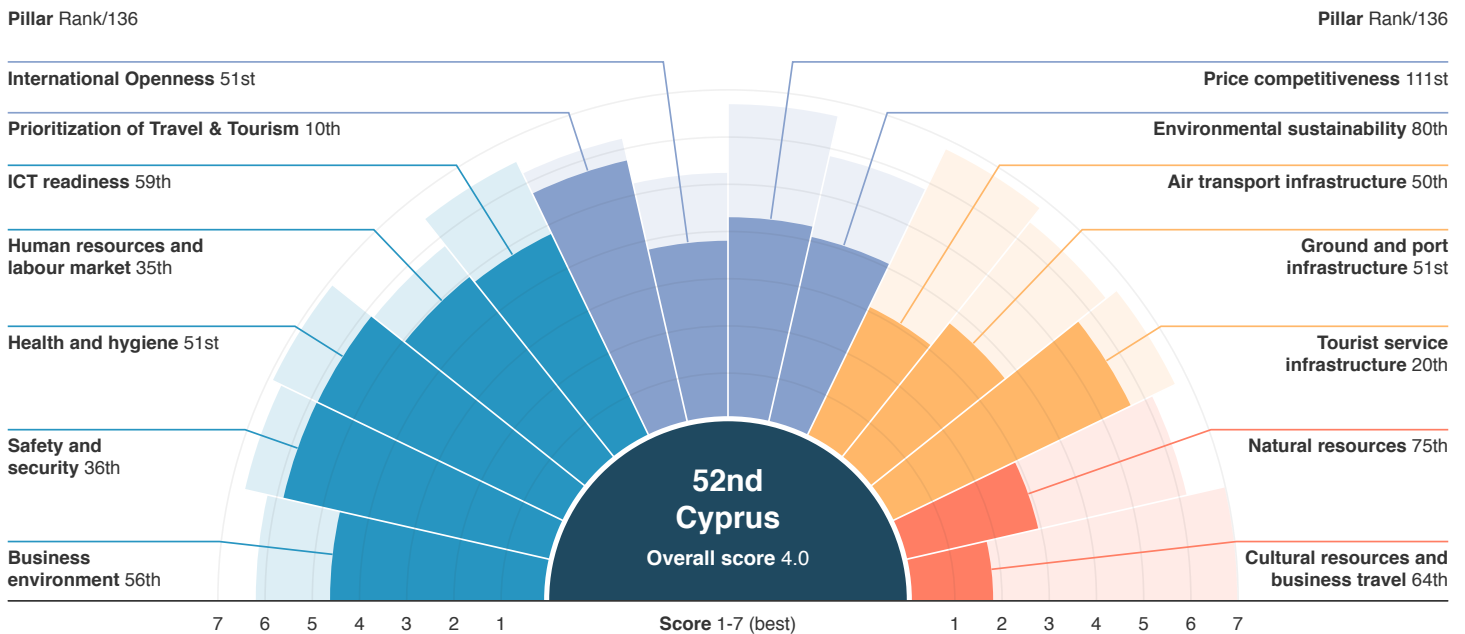
## Key Indicators

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

International tourist arrivals	2,659,400	T&T industry GDP	US \$1,230.9 million
International tourism inbound receipts	US \$2,487.3 million	% of total	6.4%
Average receipts per arrival	US \$935.3	T&T industry employment	24,121 jobs
		% of total	6.6%

## Performance Overview

Key Score Highest score



## Past performance

Travel & Tourism Competitiveness Edition	2015	2017
Rank	36 / 141	52 / 136
Score	4.2	4.0

## Cyprus

52nd / 136



## Travel &amp; Tourism Competitiveness Index 2017 edition

Index Component	Rank/136	Score*	Index Component	Rank/136	Score*
<b>Business environment</b>	56	4.6	<b>International Openness</b>	51	3.8
Property rights	68	4.3	Visa requirements 0–100 (best)	73	24.0
Business impact of rules on FDI	62	4.7	Openness of bilateral Air Service Agreements 0–38 (best)	124	5.1
Efficiency of legal framework in settling disputes	96	3.1	Number of regional trade agreements in force number	1	53.0
Efficiency of legal framework in challenging regs	73	3.4	<b>Price competitiveness</b>	111	4.3
Time required to deal with construction permits days	135	507	Ticket taxes and airport charges 0–100 (best)	30	85.8
Cost to deal with construction permits % construction cost	46	1.1	Hotel price index US\$	84	164.2
Extent of market dominance	41	4.0	Purchasing power parity PPP \$	112	0.7
Time to start a business days	29	6.0	Fuel price levels US\$ cents/litre	114	165.0
Cost to start a business % GNI per capita	83	12.2	<b>Environmental sustainability</b>	80	4.0
Effect of taxation on incentives to work	26	4.5	Stringency of environmental regulations	70	4.0
Effect of taxation on incentives to invest	19	4.6	Enforcement of environmental regulations	59	4.1
Total tax rate % profits	22	24.7	Sustainability of travel and tourism industry development	77	4.2
<b>Safety and security</b>	36	5.8	Particulate matter (2.5) concentration µg/m3	80	9.8
Business costs of crime and violence	33	5.3	Environmental treaty ratification 0–27 (best)	31	24
Reliability of police services	63	4.5	Baseline water stress 5–0 (best)	124	5.0
Business costs of terrorism	53	5.5	Threatened species % total species	42	4.5
Index of terrorism incidence	83	6.9	Forest cover change % change	23	0.0
Homicide rate /100,000 pop.	1	0.1	Wastewater treatment %	62	14.9
<b>Health and hygiene</b>	51	5.8	Costal shelf fishing pressure tonnes/km2	23	0.0
Physician density /1,000 pop	52	2.3	<b>Air transport infrastructure</b>	50	3.1
Access to improved sanitation % pop.	1	100.0	Quality of air transport infrastructure	44	4.9
Access to improved drinking water % pop.	1	100.0	Available seat kilometres, domestic millions	104	0.0
Hospital beds /10,000 pop.	46	35.0	Available seat kilometres, international millions	68	162.3
HIV prevalence % adult pop.	1	<0.1	Aircraft departures /1,000 pop.	118	0.3
Malaria incidence cases/100,000 pop.	1	M.F.	Airport density airports/million pop.	20	3.8
<b>Human resources and labour market</b>	35	4.9	Number of operating airlines Number	36	61.0
Primary education enrollment rate net %	38	97.4	<b>Ground and port infrastructure</b>	51	3.7
Secondary education enrollment rate gross %	49	99.8	Quality of roads	34	4.9
Extent of staff training	81	3.7	Road density % total territorial area	24	-
Degree of customer orientation	63	4.7	Paved road density % total territorial area	24	-
Hiring and firing practices	72	3.7	Quality of railroad infrastructure	100	1.4
Ease of finding skilled employees	31	4.8	Railroad density km of roads/land area	n/a	n/a
Ease of hiring foreign labour	58	4.1	Quality of port infrastructure	61	4.3
Pay and productivity	82	3.7	Ground transport efficiency	109	2.7
Female participation in the labor force ratio to men	51	0.86	<b>Tourist service infrastructure</b>	20	5.6
<b>ICT readiness</b>	59	4.8	Hotel rooms number/100 pop.	4	3.5
ICT use for biz-to-biz transactions	88	4.4	Quality of tourism infrastructure	42	5.2
Internet use for biz-to-consumer transactions	98	4.0	Presence of major car rental companies	1	7
Internet users % pop.	41	71.7	Automated teller machines number/thousand adult pop.	58	53.1
Fixed-broadband Internet subscriptions /100 pop.	42	22.4	<b>Natural resources</b>	75	2.9
Mobile-cellular telephone subscriptions /100 pop.	102	95.4	Number of World Heritage natural sites number of sites	86	0
Mobile-broadband subscriptions /100 pop.	67	54.8	Total known species number of species	124	313
Mobile network coverage % pop.	34	100.0	Total protected areas % total territorial area	62	18.4
Quality of electricity supply	53	5.3	Natural tourism digital demand 0–100 (best)	39	30
<b>Prioritization of Travel &amp; Tourism</b>	10	5.7	Attractiveness of natural assets	46	5.5
Government prioritization of travel and tourism industry	18	5.8	<b>Cultural resources and business travel</b>	64	1.8
T&T government expenditure % government budget	11	9.3	Number of World Heritage cultural sites number of sites	61	3
Effectiveness of marketing and branding to attract tourists	75	4.2	Oral and intangible cultural heritage number of expressions	43	3
Comprehensiveness of annual T&T data 0–120 (best)	6	104	Sports stadiums number of large stadiums	55	6.0
Timeliness of providing monthly/quarterly T&T data 0–21 (best)	17	20.5	Number of international association meetings 3-year average	61	32.3
Country brand strategy rating 1–10 (best)	72	74.0	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/tcr>

# Czech Republic

39th / 136

Travel & Tourism Competitiveness Index 2017 edition



## Key Indicators

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

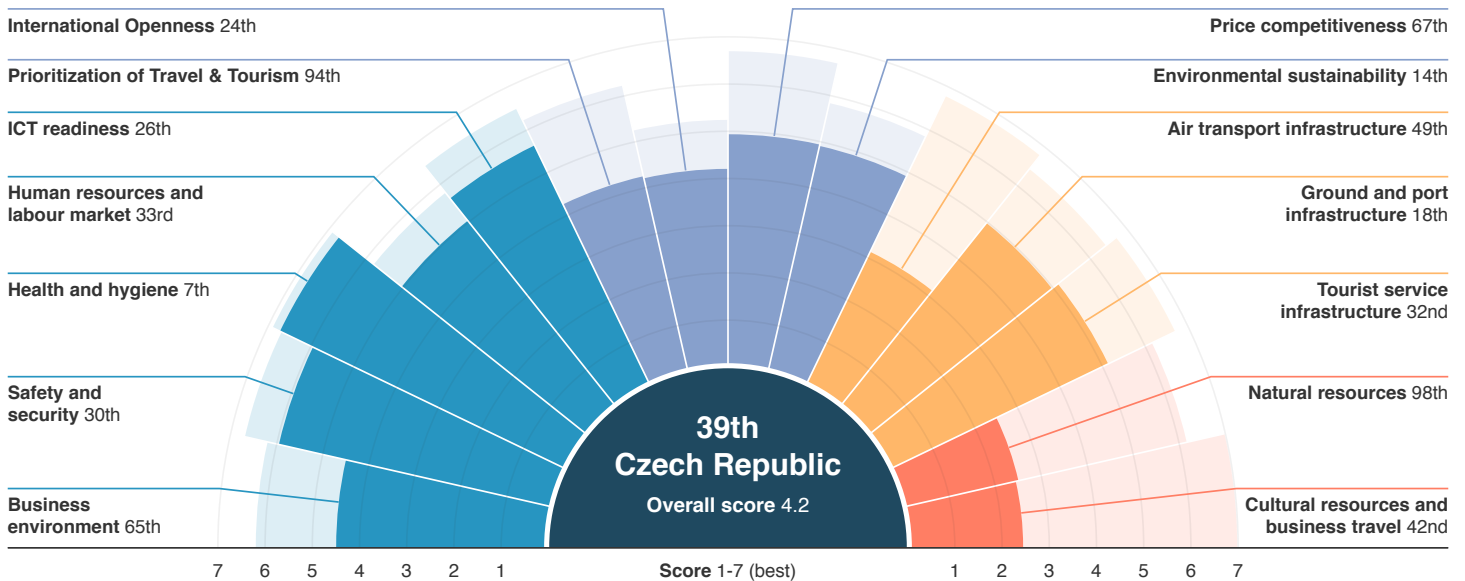
International tourist arrivals	11,148,000	T&T industry GDP	US \$4,612.3 million
International tourism inbound receipts	US \$6,048.3 million	% of total	2.5%
Average receipts per arrival	US \$542.5	T&T industry employment	208,331 jobs
		% of total	4.1%

## Performance Overview

Key Score Highest score

Pillar Rank/136

Pillar Rank/136



## 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*	Index Component	Rank/136	Score*
<b>Business environment</b>	65	4.5	<b>International Openness</b>	24	4.2
Property rights	51	4.5	Visa requirements 0–100 (best)	73	24.0
Business impact of rules on FDI	26	5.3	Openness of bilateral Air Service Agreements 0–38 (best)	43	12.2
Efficiency of legal framework in settling disputes	97	3.1	Number of regional trade agreements in force number	1	53.0
Efficiency of legal framework in challenging regs	92	3.1	<b>Price competitiveness</b>	67	4.9
Time required to deal with construction permits days	120	247	Ticket taxes and airport charges 0–100 (best)	62	77.7
Cost to deal with construction permits % construction cost	9	0.3	Hotel price index US\$	19	85.3
Extent of market dominance	22	4.4	Purchasing power parity PPP \$	89	0.5
Time to start a business days	53	9.0	Fuel price levels US\$ cents/litre	109	160.0
Cost to start a business % GNI per capita	61	5.7	<b>Environmental sustainability</b>	14	4.9
Effect of taxation on incentives to work	108	3.3	Stringency of environmental regulations	27	5.2
Effect of taxation on incentives to invest	45	3.9	Enforcement of environmental regulations	39	4.4
Total tax rate % profits	108	50.0	Sustainability of travel and tourism industry development	44	4.7
<b>Safety and security</b>	30	5.9	Particulate matter (2.5) concentration µg/m3	124	14.1
Business costs of crime and violence	38	5.3	Environmental treaty ratification 0–27 (best)	26	25
Reliability of police services	61	4.5	Baseline water stress 5–0 (best)	64	1.7
Business costs of terrorism	22	6.0	Threatened species % total species	20	3.6
Index of terrorism incidence	74	6.9	Forest cover change % change	77	0.1
Homicide rate /100,000 pop.	12	0.7	Wastewater treatment %	31	63.0
<b>Health and hygiene</b>	7	6.7	Costal shelf fishing pressure tonnes/km2	n/a	n/a
Physician density /1,000 pop	20	3.5	<b>Air transport infrastructure</b>	49	3.1
Access to improved sanitation % pop.	25	99.1	Quality of air transport infrastructure	31	5.3
Access to improved drinking water % pop.	1	100.0	Available seat kilometres, domestic millions	89	0.4
Hospital beds /10,000 pop.	10	68.0	Available seat kilometres, international millions	61	212.6
HIV prevalence % adult pop.	1	<0.1	Aircraft departures /1,000 pop.	52	5.3
Malaria incidence cases/100,000 pop.	1	S.L.	Airport density airports/million pop.	95	0.6
<b>Human resources and labour market</b>	33	5.0	Number of operating airlines Number	24	76.0
Primary education enrollment rate net %	25	98.1	<b>Ground and port infrastructure</b>	18	4.9
Secondary education enrollment rate gross %	32	105.1	Quality of roads	64	4.1
Extent of staff training	35	4.5	Road density % total territorial area	19	-
Degree of customer orientation	44	5.0	Paved road density % total territorial area	15	-
Hiring and firing practices	91	3.5	Quality of railroad infrastructure	22	4.6
Ease of finding skilled employees	83	3.9	Railroad density km of roads/land area	1	12.0
Ease of hiring foreign labour	69	4.1	Quality of port infrastructure	95	3.4
Pay and productivity	21	4.7	Ground transport efficiency	23	4.9
Female participation in the labor force ratio to men	66	0.81	<b>Tourist service infrastructure</b>	32	5.1
<b>ICT readiness</b>	26	5.6	Hotel rooms number/100 pop.	20	1.3
ICT use for biz-to-biz transactions	31	5.4	Quality of tourism infrastructure	54	4.9
Internet use for biz-to-consumer transactions	11	5.8	Presence of major car rental companies	1	7
Internet users % pop.	26	81.3	Automated teller machines number/thousand adult pop.	64	49.8
Fixed-broadband Internet subscriptions /100 pop.	31	27.3	<b>Natural resources</b>	98	2.5
Mobile-cellular telephone subscriptions /100 pop.	57	123.2	Number of World Heritage natural sites number of sites	86	0
Mobile-broadband subscriptions /100 pop.	39	72.0	Total known species number of species	105	386
Mobile network coverage % pop.	45	99.8	Total protected areas % total territorial area	51	21.1
Quality of electricity supply	20	6.4	Natural tourism digital demand 0–100 (best)	58	14
<b>Prioritization of Travel &amp; Tourism</b>	94	4.2	Attractiveness of natural assets	117	3.9
Government prioritization of travel and tourism industry	90	4.4	<b>Cultural resources and business travel</b>	42	2.4
T&T government expenditure % government budget	58	3.7	Number of World Heritage cultural sites number of sites	18	12
Effectiveness of marketing and branding to attract tourists	88	3.9	Oral and intangible cultural heritage number of expressions	30	5
Comprehensiveness of annual T&T data 0–120 (best)	32	81	Sports stadiums number of large stadiums	97	2.0
Timeliness of providing monthly/quarterly T&T data 0–21 (best)	70	18.0	Number of international association meetings 3-year average	26	163.3
Country brand strategy rating 1–10 (best)	126	51.7	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/tcr>

# Denmark

# 31st /136

Travel & Tourism Competitiveness Index 2017 edition



## Key Indicators

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

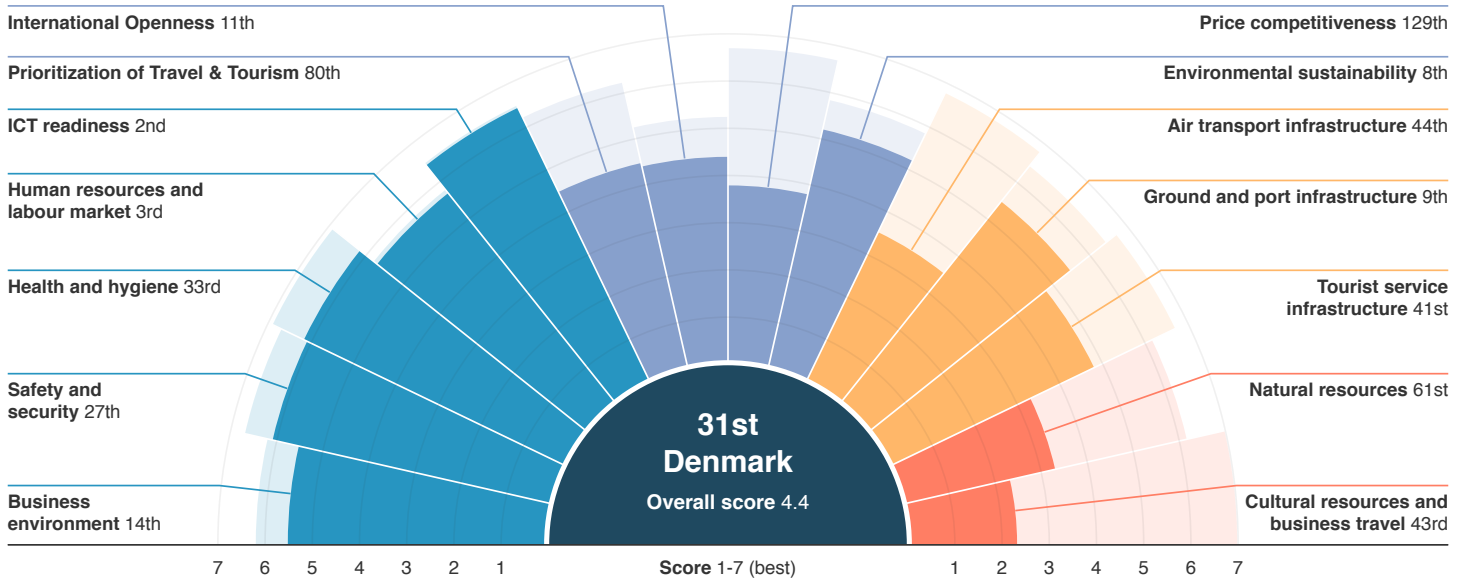
<b>International tourist arrivals</b>	10,424,000	<b>T&amp;T industry GDP</b>	US \$6,024.1 million
<b>International tourism inbound receipts</b>	US \$6,684.1 million	% of total	2.0%
<b>Average receipts per arrival</b>	US \$641.2	<b>T&amp;T industry employment</b>	80,788 jobs
		% of total	3.0%

## Performance Overview

Key Score Highest score

Pillar Rank/136

Pillar Rank/136



## Past performance

Travel & Tourism Competitiveness Edition	2015	2017
<b>Rank</b>	27 / 141	31 / 136
<b>Score</b>	4.4	4.4



## Denmark

31st / 136



## Travel &amp; Tourism Competitiveness Index 2017 edition

Index Component	Rank/136	Score*	Index Component	Rank/136	Score*
<b>Business environment</b>	14	5.5	<b>International Openness</b>	11	4.4
Property rights	18	5.8	Visa requirements 0–100 (best)	73	24.0
Business impact of rules on FDI	19	5.4	Openness of bilateral Air Service Agreements 0–38 (best)	25	15.7
Efficiency of legal framework in settling disputes	18	5.1	Number of regional trade agreements in force number	1	53.0
Efficiency of legal framework in challenging regs	34	4.2	<b>Price competitiveness</b>	129	3.8
Time required to deal with construction permits days	7	64	Ticket taxes and airport charges 0–100 (best)	56	79.0
Cost to deal with construction permits % construction cost	66	1.8	Hotel price index US\$	79	145.9
Extent of market dominance	4	5.2	Purchasing power parity PPP \$	133	1.1
Time to start a business days	7	3.0	Fuel price levels US\$ cents/litre	126	180.0
Cost to start a business % GNI per capita	4	0.2	<b>Environmental sustainability</b>	8	5.2
Effect of taxation on incentives to work	124	2.9	Stringency of environmental regulations	9	5.8
Effect of taxation on incentives to invest	108	3.1	Enforcement of environmental regulations	7	6.0
Total tax rate % profits	24	25.0	Sustainability of travel and tourism industry development	40	4.8
<b>Safety and security</b>	27	6.1	Particulate matter (2.5) concentration µg/m3	68	8.0
Business costs of crime and violence	28	5.4	Environmental treaty ratification 0–27 (best)	1	30
Reliability of police services	24	6.0	Baseline water stress 5–0 (best)	30	0.4
Business costs of terrorism	75	5.1	Threatened species % total species	8	3.1
Index of terrorism incidence	67	6.9	Forest cover change % change	99	0.1
Homicide rate /100,000 pop.	29	1.0	Wastewater treatment %	13	91.6
<b>Health and hygiene</b>	33	6.1	Costal shelf fishing pressure tonnes/km2	97	2.6
Physician density /1,000 pop	22	3.5	<b>Air transport infrastructure</b>	44	3.5
Access to improved sanitation % pop.	18	99.6	Quality of air transport infrastructure	17	5.8
Access to improved drinking water % pop.	1	100.0	Available seat kilometres, domestic millions	45	17.0
Hospital beds /10,000 pop.	46	35.0	Available seat kilometres, international millions	39	491.6
HIV prevalence % adult pop.	1	0.2	Aircraft departures /1,000 pop.	76	2.5
Malaria incidence cases/100,000 pop.	1	S.L.	Airport density airports/million pop.	36	1.8
<b>Human resources and labour market</b>	3	5.7	Number of operating airlines Number	19	86.0
Primary education enrollment rate net %	28	98.1	<b>Ground and port infrastructure</b>	9	5.4
Secondary education enrollment rate gross %	6	129.9	Quality of roads	10	5.7
Extent of staff training	13	5.2	Road density % total territorial area	17	-
Degree of customer orientation	8	5.8	Paved road density % total territorial area	14	-
Hiring and firing practices	5	5.5	Quality of railroad infrastructure	20	4.7
Ease of finding skilled employees	15	5.2	Railroad density km of roads/land area	17	4.9
Ease of hiring foreign labour	60	4.1	Quality of port infrastructure	9	5.7
Pay and productivity	11	5.0	Ground transport efficiency	19	5.0
Female participation in the labor force ratio to men	19	0.93	<b>Tourist service infrastructure</b>	41	4.8
<b>ICT readiness</b>	2	6.4	Hotel rooms number/100 pop.	45	0.8
ICT use for biz-to-biz transactions	11	5.8	Quality of tourism infrastructure	49	5.1
Internet use for biz-to-consumer transactions	15	5.7	Presence of major car rental companies	1	7
Internet users % pop.	4	96.3	Automated teller machines number/thousand adult pop.	56	54.3
Fixed-broadband Internet subscriptions /100 pop.	2	42.5	<b>Natural resources</b>	61	3.3
Mobile-cellular telephone subscriptions /100 pop.	49	128.3	Number of World Heritage natural sites number of sites	19	3
Mobile-broadband subscriptions /100 pop.	9	116.8	Total known species number of species	111	358
Mobile network coverage % pop.	30	100.0	Total protected areas % total territorial area	64	18.3
Quality of electricity supply	6	6.8	Natural tourism digital demand 0–100 (best)	72	12
<b>Prioritization of Travel &amp; Tourism</b>	80	4.4	Attractiveness of natural assets	84	4.9
Government prioritization of travel and tourism industry	88	4.4	<b>Cultural resources and business travel</b>	43	2.3
T&T government expenditure % government budget	93	2.4	Number of World Heritage cultural sites number of sites	47	5
Effectiveness of marketing and branding to attract tourists	74	4.2	Oral and intangible cultural heritage number of expressions	93	0
Comprehensiveness of annual T&T data 0–120 (best)	53	73	Sports stadiums number of large stadiums	77	4.0
Timeliness of providing monthly/quarterly T&T data 0–21 (best)	28	20.0	Number of international association meetings 3-year average	22	188.0
Country brand strategy rating 1–10 (best)	66	75.0	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/tcr>

# Dominican Republic

76th / 136

Travel & Tourism Competitiveness Index 2017 edition



## Key Indicators

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

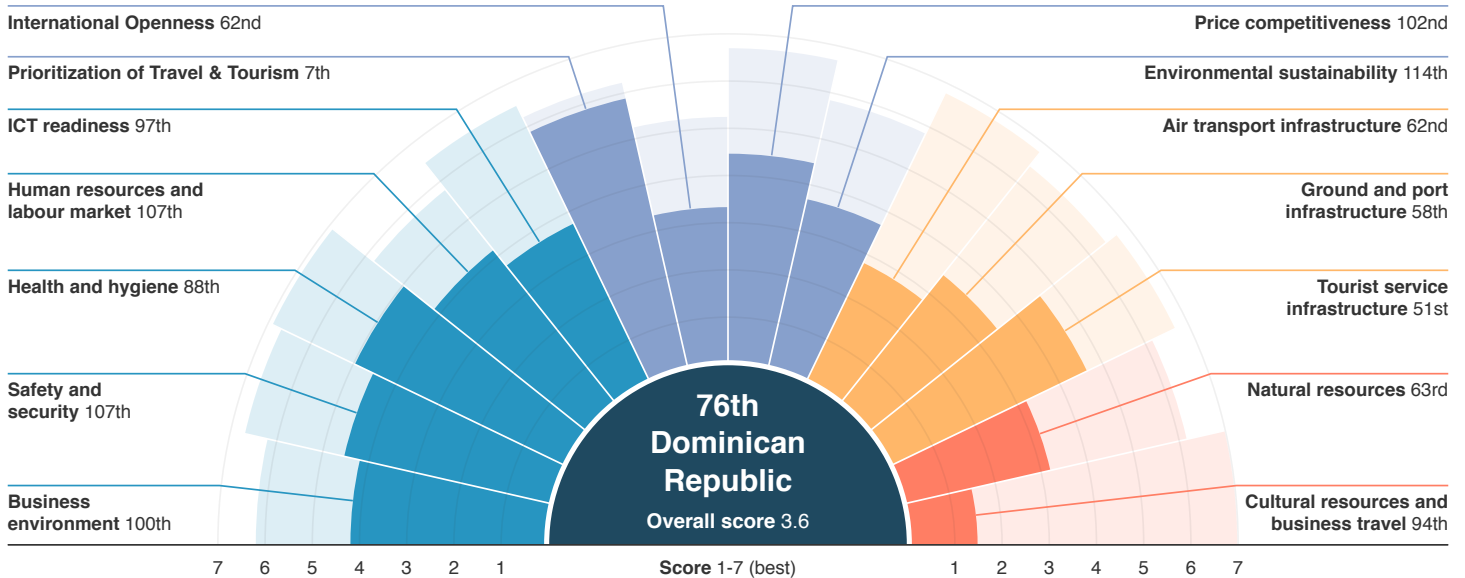
<b>International tourist arrivals</b>	5,599,859	<b>T&amp;T industry GDP</b>	US \$3,404.7 million
<b>International tourism inbound receipts</b>	US \$6,115.9 million	% of total	5.0%
<b>Average receipts per arrival</b>	US \$1,092.2	<b>T&amp;T industry employment</b>	179,197 jobs
		% of total	4.5%

## Performance Overview

Key Score Highest score

Pillar Rank/136

Pillar Rank/136



## 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

Index Component	Rank/136	Score*	Index Component	Rank/136	Score*
<b>Business environment</b>	100	4.2	<b>International Openness</b>	62	3.3
Property rights	89	4.0	Visa requirements 0–100 (best)	60	30.0
Business impact of rules on FDI	42	5.0	Openness of bilateral Air Service Agreements 0–38 (best)	12	23.0
Efficiency of legal framework in settling disputes	110	2.9	Number of regional trade agreements in force number	71	7.0
Efficiency of legal framework in challenging regs	126	2.5	<b>Price competitiveness</b>	102	4.4
Time required to deal with construction permits days	94	184	Ticket taxes and airport charges 0–100 (best)	124	40.0
Cost to deal with construction permits % construction cost	63	1.7	Hotel price index US\$	63	132.9
Extent of market dominance	128	2.8	Purchasing power parity PPP \$	70	0.5
Time to start a business days	83	14.5	Fuel price levels US\$ cents/litre	77	121.0
Cost to start a business % GNI per capita	97	16.3	<b>Environmental sustainability</b>	114	3.7
Effect of taxation on incentives to work	68	3.9	Stringency of environmental regulations	98	3.4
Effect of taxation on incentives to invest	109	3.0	Enforcement of environmental regulations	109	3.1
Total tax rate % profits	87	42.4	Sustainability of travel and tourism industry development	57	4.5
<b>Safety and security</b>	107	4.5	Particulate matter (2.5) concentration µg/m3	16	3.9
Business costs of crime and violence	120	3.1	Environmental treaty ratification 0–27 (best)	90	19
Reliability of police services	131	2.4	Baseline water stress 5–0 (best)	102	3.6
Business costs of terrorism	36	5.8	Threatened species % total species	130	15.9
Index of terrorism incidence	80	6.9	Forest cover change % change	95	0.1
Homicide rate /100,000 pop.	125	17.4	Wastewater treatment %	49	40.4
<b>Health and hygiene</b>	88	4.9	Costal shelf fishing pressure tonnes/km2	14	0.0
Physician density /1,000 pop	74	1.5	<b>Air transport infrastructure</b>	62	2.8
Access to improved sanitation % pop.	79	84.0	Quality of air transport infrastructure	50	4.8
Access to improved drinking water % pop.	109	84.7	Available seat kilometres, domestic millions	105	0.0
Hospital beds /10,000 pop.	87	17.0	Available seat kilometres, international millions	49	391.7
HIV prevalence % adult pop.	104	1.0	Aircraft departures /1,000 pop.	124	0.1
Malaria incidence cases/100,000 pop.	87	7.7	Airport density airports/million pop.	81	0.8
<b>Human resources and labour market</b>	107	4.1	Number of operating airlines Number	32	65.0
Primary education enrollment rate net %	113	86.9	<b>Ground and port infrastructure</b>	58	3.5
Secondary education enrollment rate gross %	95	77.8	Quality of roads	53	4.4
Extent of staff training	104	3.5	Road density % total territorial area	74	-
Degree of customer orientation	98	4.3	Paved road density % total territorial area	73	-
Hiring and firing practices	105	3.3	Quality of railroad infrastructure	n/a	n/a
Ease of finding skilled employees	82	3.9	Railroad density km of roads/land area	n/a	n/a
Ease of hiring foreign labour	22	4.7	Quality of port infrastructure	46	4.6
Pay and productivity	122	3.2	Ground transport efficiency	78	3.2
Female participation in the labor force ratio to men	94	0.69	<b>Tourist service infrastructure</b>	51	4.6
<b>ICT readiness</b>	97	3.7	Hotel rooms number/100 pop.	54	0.7
ICT use for biz-to-biz transactions	60	4.8	Quality of tourism infrastructure	13	5.8
Internet use for biz-to-consumer transactions	73	4.3	Presence of major car rental companies	1	7
Internet users % pop.	70	54.2	Automated teller machines number/thousand adult pop.	87	33.4
Fixed-broadband Internet subscriptions /100 pop.	80	6.4	<b>Natural resources</b>	63	3.2
Mobile-cellular telephone subscriptions /100 pop.	116	82.6	Number of World Heritage natural sites number of sites	86	0
Mobile-broadband subscriptions /100 pop.	90	39.6	Total known species number of species	117	333
Mobile network coverage % pop.	87	98.8	Total protected areas % total territorial area	42	22.9
Quality of electricity supply	121	2.4	Natural tourism digital demand 0–100 (best)	41	26
<b>Prioritization of Travel &amp; Tourism</b>	7	5.8	Attractiveness of natural assets	5	6.4
Government prioritization of travel and tourism industry	28	5.6	<b>Cultural resources and business travel</b>	94	1.4
T&T government expenditure % government budget	1	22.0	Number of World Heritage cultural sites number of sites	97	1
Effectiveness of marketing and branding to attract tourists	21	5.3	Oral and intangible cultural heritage number of expressions	93	0
Comprehensiveness of annual T&T data 0–120 (best)	32	81	Sports stadiums number of large stadiums	97	2.0
Timeliness of providing monthly/quarterly T&T data 0–21 (best)	9	21.0	Number of international association meetings 3-year average	64	30.3
Country brand strategy rating 1–10 (best)	92	70.9	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/tcr>

# Ecuador

57th / 136



Travel & Tourism Competitiveness Index 2017 edition

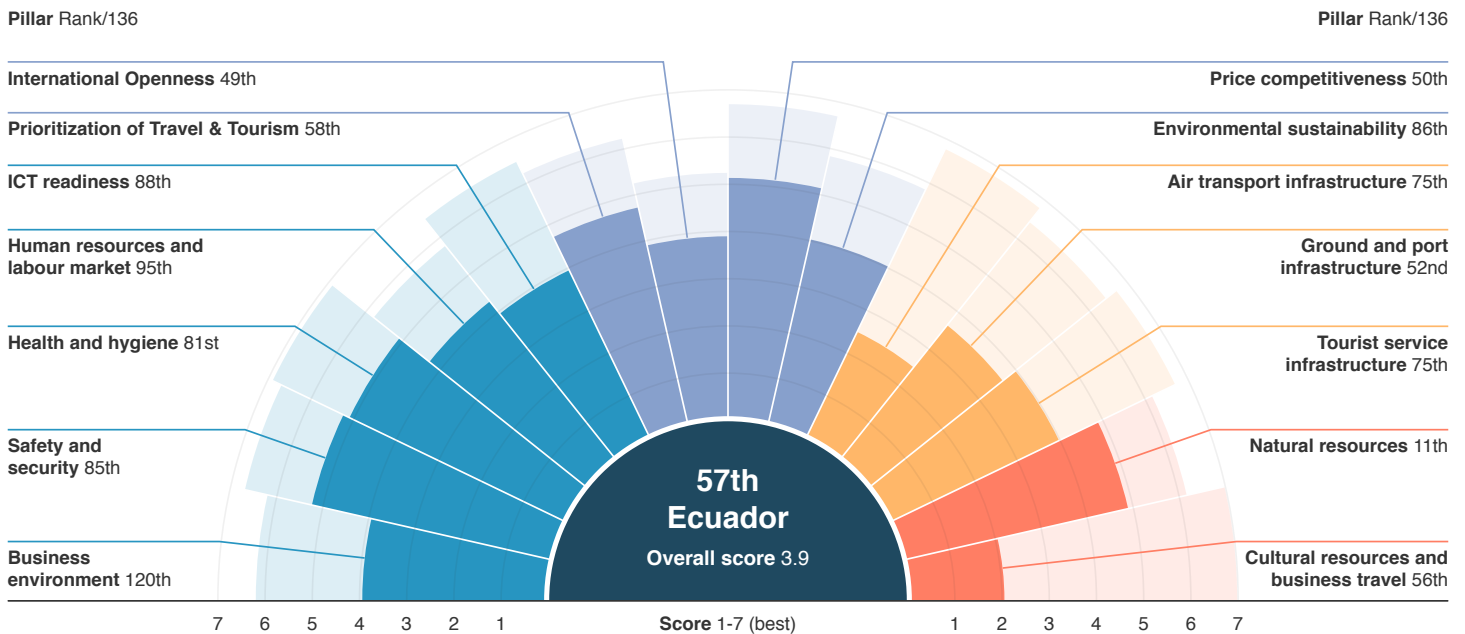
Sources: World Tourism Organization (UNWTO) and World Travel and Tourism Council (WTTC)

## Key Indicators

<b>International tourist arrivals</b>	1,544,463	<b>T&amp;T industry GDP</b>	US \$2,124.3 million
<b>International tourism inbound receipts</b>	US \$1,551.4 million	% of total	2.1%
<b>Average receipts per arrival</b>	US \$1,004.5	<b>T&amp;T industry employment</b>	146,569 jobs
		% of total	1.9%

## Performance Overview

Key Score Highest score



## Past performance

<b>Travel &amp; Tourism Competitiveness Edition</b>	<b>2017</b>
<b>Rank</b>	57 / 136
<b>Score</b>	3.9

## Ecuador

57th / 136

## Travel &amp; Tourism Competitiveness Index 2017 edition



Index Component	Rank/136	Score*	Index Component	Rank/136	Score*
<b>Business environment</b>	120	3.9	<b>International Openness</b>	49	3.9
Property rights	116	3.6	Visa requirements 0–100 (best)	1	89.0
Business impact of rules on FDI	132	3.1	Openness of bilateral Air Service Agreements 0–38 (best)	22	16.2
Efficiency of legal framework in settling disputes	105	3.0	Number of regional trade agreements in force number	102	3.0
Efficiency of legal framework in challenging regs	134	2.0	<b>Price competitiveness</b>	50	5.1
Time required to deal with construction permits days	48	114	Ticket taxes and airport charges 0–100 (best)	129	32.6
Cost to deal with construction permits % construction cost	33	0.8	Hotel price index US\$	34	101.4
Extent of market dominance	119	3.0	Purchasing power parity PPP \$	90	0.5
Time to start a business days	126	48.5	Fuel price levels US\$ cents/litre	9	29.0
Cost to start a business % GNI per capita	106	21.0	<b>Environmental sustainability</b>	86	4.0
Effect of taxation on incentives to work	89	3.7	Stringency of environmental regulations	43	4.6
Effect of taxation on incentives to invest	132	2.5	Enforcement of environmental regulations	45	4.3
Total tax rate % profits	44	32.5	Sustainability of travel and tourism industry development	66	4.4
<b>Safety and security</b>	85	5.2	Particulate matter (2.5) concentration µg/m3	52	6.5
Business costs of crime and violence	107	3.7	Environmental treaty ratification 0–27 (best)	54	22
Reliability of police services	90	3.9	Baseline water stress 5–0 (best)	75	2.1
Business costs of terrorism	47	5.6	Threatened species % total species	125	13.1
Index of terrorism incidence	54	7.0	Forest cover change % change	38	0.0
Homicide rate /100,000 pop.	104	8.2	Wastewater treatment %	111	0.0
<b>Health and hygiene</b>	81	5.1	Costal shelf fishing pressure tonnes/km2	21	0.0
Physician density /1,000 pop	69	1.7	<b>Air transport infrastructure</b>	75	2.5
Access to improved sanitation % pop.	78	84.7	Quality of air transport infrastructure	39	5.1
Access to improved drinking water % pop.	105	86.9	Available seat kilometres, domestic millions	38	38.0
Hospital beds /10,000 pop.	92	16.0	Available seat kilometres, international millions	73	129.0
HIV prevalence % adult pop.	60	0.3	Aircraft departures /1,000 pop.	63	3.9
Malaria incidence cases/100,000 pop.	85	2.5	Airport density airports/million pop.	50	1.4
<b>Human resources and labour market</b>	95	4.2	Number of operating airlines Number	94	20.0
Primary education enrollment rate net %	91	91.3	<b>Ground and port infrastructure</b>	52	3.6
Secondary education enrollment rate gross %	27	107.7	Quality of roads	24	5.1
Extent of staff training	83	3.7	Road density % total territorial area	96	-
Degree of customer orientation	91	4.3	Paved road density % total territorial area	112	-
Hiring and firing practices	127	2.4	Quality of railroad infrastructure	n/a	n/a
Ease of finding skilled employees	81	4.0	Railroad density km of roads/land area	n/a	n/a
Ease of hiring foreign labour	83	3.9	Quality of port infrastructure	40	4.7
Pay and productivity	75	3.8	Ground transport efficiency	79	3.2
Female participation in the labor force ratio to men	111	0.63	<b>Tourist service infrastructure</b>	75	3.9
<b>ICT readiness</b>	88	3.9	Hotel rooms number/100 pop.	66	0.5
ICT use for biz-to-biz transactions	78	4.5	Quality of tourism infrastructure	95	4.3
Internet use for biz-to-consumer transactions	94	4.1	Presence of major car rental companies	51	6
Internet users % pop.	79	48.9	Automated teller machines number/thousand adult pop.	78	40.6
Fixed-broadband Internet subscriptions /100 pop.	71	9.7	<b>Natural resources</b>	11	4.9
Mobile-cellular telephone subscriptions /100 pop.	120	79.8	Number of World Heritage natural sites number of sites	30	2
Mobile-broadband subscriptions /100 pop.	98	35.1	Total known species number of species	5	2477
Mobile network coverage % pop.	101	97.0	Total protected areas % total territorial area	33	25.8
Quality of electricity supply	77	4.7	Natural tourism digital demand 0–100 (best)	37	34
<b>Prioritization of Travel &amp; Tourism</b>	58	4.7	Attractiveness of natural assets	10	6.2
Government prioritization of travel and tourism industry	59	5.0	<b>Cultural resources and business travel</b>	56	2.0
T&T government expenditure % government budget	122	1.2	Number of World Heritage cultural sites number of sites	61	3
Effectiveness of marketing and branding to attract tourists	48	4.8	Oral and intangible cultural heritage number of expressions	43	3
Comprehensiveness of annual T&T data 0–120 (best)	30	84	Sports stadiums number of large stadiums	43	10.0
Timeliness of providing monthly/quarterly T&T data 0–21 (best)	9	21.0	Number of international association meetings 3-year average	55	45.0
Country brand strategy rating 1–10 (best)	21	83.4	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/tcr>

# Egypt

74th / 136



Travel & Tourism Competitiveness Index 2017 edition

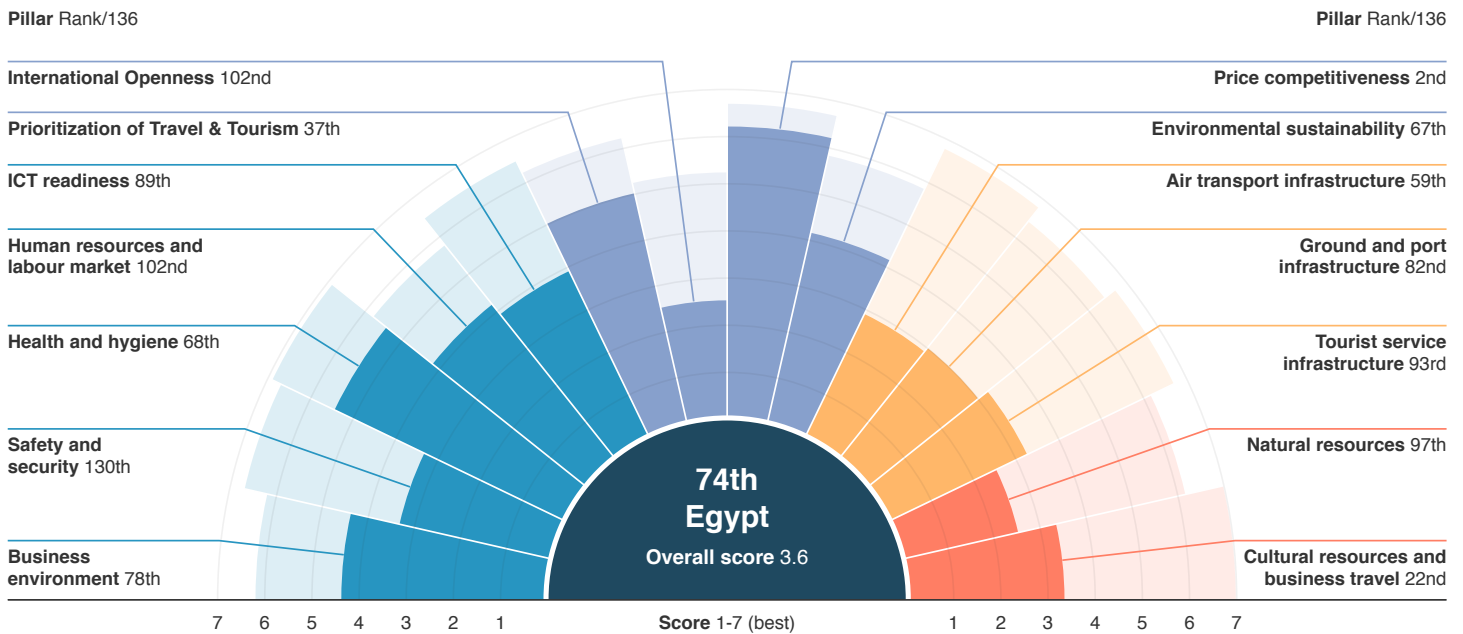
Sources: World Tourism Organization (UNWTO) and World Travel and Tourism Council (WTTC)

## Key Indicators

<b>International tourist arrivals</b>	9,139,104	<b>T&amp;T industry GDP</b>	US \$14,482.8 million
<b>International tourism inbound receipts</b>	US \$6,065.1 million	% of total	4.9%
<b>Average receipts per arrival</b>	US \$663.6	<b>T&amp;T industry employment</b>	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
<b>Rank</b>	83 / 141	74 / 136
<b>Score</b>	3.5	3.6

# Egypt

# 74th / 136



## Travel & Tourism Competitiveness Index 2017 edition

Index Component	Rank/136	Score*	Index Component	Rank/136	Score*
<b>Business environment</b>	78	4.3	<b>International Openness</b>	102	2.5
Property rights	98	3.9	Visa requirements 0–100 (best)	51	35.0
Business impact of rules on FDI	113	3.8	Openness of bilateral Air Service Agreements 0–38 (best)	113	7.0
Efficiency of legal framework in settling disputes	79	3.4	Number of regional trade agreements in force number	71	7.0
Efficiency of legal framework in challenging regs	71	3.4	<b>Price competitiveness</b>	2	6.2
Time required to deal with construction permits days	68	145	Ticket taxes and airport charges 0–100 (best)	54	79.3
Cost to deal with construction permits % construction cost	62	1.6	Hotel price index US\$	14	82.5
Extent of market dominance	101	3.3	Purchasing power parity PPP \$	19	0.3
Time to start a business days	29	6.0	Fuel price levels US\$ cents/litre	8	25.0
Cost to start a business % GNI per capita	70	7.4	<b>Environmental sustainability</b>	67	4.1
Effect of taxation on incentives to work	102	3.4	Stringency of environmental regulations	134	2.5
Effect of taxation on incentives to invest	82	3.4	Enforcement of environmental regulations	135	2.2
Total tax rate % profits	90	43.5	Sustainability of travel and tourism industry development	92	3.9
<b>Safety and security</b>	130	3.3	Particulate matter (2.5) concentration µg/m3	125	14.9
Business costs of crime and violence	122	2.9	Environmental treaty ratification 0–27 (best)	67	21
Reliability of police services	112	3.3	Baseline water stress 5–0 (best)	59	1.4
Business costs of terrorism	133	2.7	Threatened species % total species	86	6.6
Index of terrorism incidence	126	1.0	Forest cover change % change	13	0.0
Homicide rate /100,000 pop.	69	3.2	Wastewater treatment %	54	28.4
<b>Health and hygiene</b>	68	5.4	Costal shelf fishing pressure tonnes/km2	29	0.0
Physician density /1,000 pop	39	2.8	<b>Air transport infrastructure</b>	59	2.9
Access to improved sanitation % pop.	57	94.7	Quality of air transport infrastructure	52	4.8
Access to improved drinking water % pop.	47	99.4	Available seat kilometres, domestic millions	42	25.3
Hospital beds /10,000 pop.	125	5.0	Available seat kilometres, international millions	33	601.1
HIV prevalence % adult pop.	1	0.1	Aircraft departures /1,000 pop.	94	1.1
Malaria incidence cases/100,000 pop.	1	P.R.	Airport density airports/million pop.	124	0.3
<b>Human resources and labour market</b>	102	4.1	Number of operating airlines Number	31	68.0
Primary education enrollment rate net %	29	98.0	<b>Ground and port infrastructure</b>	82	3.0
Secondary education enrollment rate gross %	85	86.1	Quality of roads	105	3.0
Extent of staff training	135	2.7	Road density % total territorial area	99	-
Degree of customer orientation	55	4.9	Paved road density % total territorial area	68	-
Hiring and firing practices	60	3.9	Quality of railroad infrastructure	69	2.6
Ease of finding skilled employees	85	3.9	Railroad density km of roads/land area	66	0.5
Ease of hiring foreign labour	111	3.5	Quality of port infrastructure	58	4.3
Pay and productivity	123	3.2	Ground transport efficiency	46	4.0
Female participation in the labor force ratio to men	131	0.31	<b>Tourist service infrastructure</b>	93	3.2
<b>ICT readiness</b>	89	3.9	Hotel rooms number/100 pop.	91	0.2
ICT use for biz-to-biz transactions	65	4.7	Quality of tourism infrastructure	39	5.3
Internet use for biz-to-consumer transactions	95	4.0	Presence of major car rental companies	85	4
Internet users % pop.	95	37.8	Automated teller machines number/thousand adult pop.	106	12.7
Fixed-broadband Internet subscriptions /100 pop.	86	4.5	<b>Natural resources</b>	97	2.5
Mobile-cellular telephone subscriptions /100 pop.	80	111.0	Number of World Heritage natural sites number of sites	46	1
Mobile-broadband subscriptions /100 pop.	75	50.7	Total known species number of species	74	497
Mobile network coverage % pop.	46	99.8	Total protected areas % total territorial area	90	11.2
Quality of electricity supply	101	3.5	Natural tourism digital demand 0–100 (best)	46	22
<b>Prioritization of Travel &amp; Tourism</b>	37	5.0	Attractiveness of natural assets	131	3.1
Government prioritization of travel and tourism industry	68	4.8	<b>Cultural resources and business travel</b>	22	3.3
T&T government expenditure % government budget	22	6.8	Number of World Heritage cultural sites number of sites	36	6
Effectiveness of marketing and branding to attract tourists	109	3.5	Oral and intangible cultural heritage number of expressions	56	2
Comprehensiveness of annual T&T data 0–120 (best)	28	85	Sports stadiums number of large stadiums	22	20.0
Timeliness of providing monthly/quarterly T&T data 0–21 (best)	28	20.0	Number of international association meetings 3-year average	72	18.0
Country brand strategy rating 1–10 (best)	60	76.5	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/tcr>

# El Salvador

# 105th / 136

Travel & Tourism Competitiveness Index 2017 edition



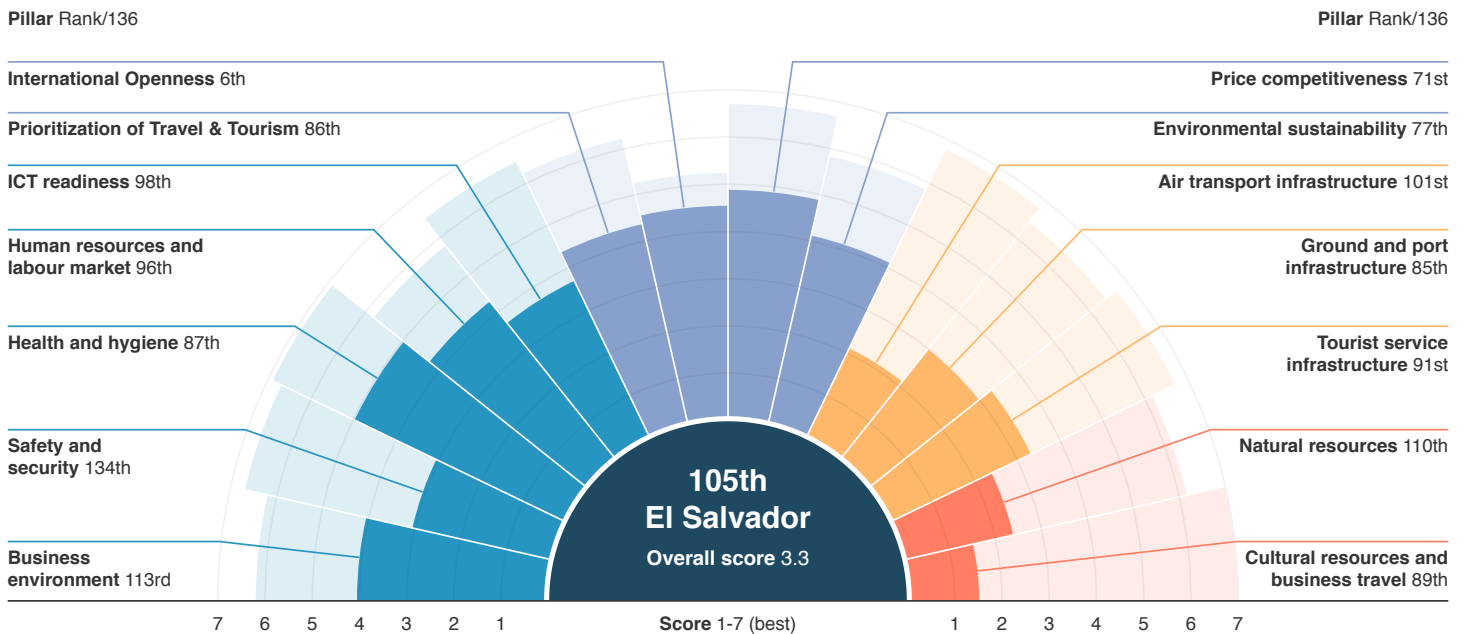
## Key Indicators

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

<b>International tourist arrivals</b>	1,401,598	<b>T&amp;T industry GDP</b>	US \$1,113.8 million
<b>International tourism inbound receipts</b>	US \$817.1 million	% of total	4.3%
<b>Average receipts per arrival</b>	US \$583.0	<b>T&amp;T industry employment</b>	101,799 jobs
		% of total	3.8%

## Performance Overview

Key Score Highest score



## Past performance

Travel & Tourism Competitiveness Edition	2015	2017
<b>Rank</b>	91 / 141	105 / 136
<b>Score</b>	3.4	3.3



# El Salvador

# 105th / 136

## Travel & Tourism Competitiveness Index 2017 edition



Index Component	Rank/136	Score*	Index Component	Rank/136	Score*
<b>Business environment</b>	113	4.0	<b>International Openness</b>	6	4.5
Property rights	106	3.8	Visa requirements 0–100 (best)	42	46.0
Business impact of rules on FDI	101	4.1	Openness of bilateral Air Service Agreements 0–38 (best)	2	27.8
Efficiency of legal framework in settling disputes	125	2.6	Number of regional trade agreements in force number	50	18.0
Efficiency of legal framework in challenging regs	115	2.7	<b>Price competitiveness</b>	71	4.8
Time required to deal with construction permits days	43	111	Ticket taxes and airport charges 0–100 (best)	119	46.1
Cost to deal with construction permits % construction cost	98	4.2	Hotel price index US\$	30	96.0
Extent of market dominance	117	3.0	Purchasing power parity PPP \$	79	0.5
Time to start a business days	90	15.5	Fuel price levels US\$ cents/litre	41	102.0
Cost to start a business % GNI per capita	122	40.7	<b>Environmental sustainability</b>	77	4.1
Effect of taxation on incentives to work	81	3.8	Stringency of environmental regulations	106	3.3
Effect of taxation on incentives to invest	106	3.1	Enforcement of environmental regulations	118	3.0
Total tax rate % profits	74	38.8	Sustainability of travel and tourism industry development	115	3.4
<b>Safety and security</b>	134	3.0	Particulate matter (2.5) concentration µg/m3	52	6.5
Business costs of crime and violence	135	1.8	Environmental treaty ratification 0–27 (best)	125	16
Reliability of police services	132	2.3	Baseline water stress 5–0 (best)	37	0.5
Business costs of terrorism	129	3.0	Threatened species % total species	11	3.2
Index of terrorism incidence	1	7.0	Forest cover change % change	75	0.1
Homicide rate /100,000 pop.	135	64.2	Wastewater treatment %	98	1.0
<b>Health and hygiene</b>	87	4.9	Costal shelf fishing pressure tonnes/km2	25	0.0
Physician density /1,000 pop	72	1.6	<b>Air transport infrastructure</b>	101	2.1
Access to improved sanitation % pop.	91	75.0	Quality of air transport infrastructure	74	4.3
Access to improved drinking water % pop.	81	93.8	Available seat kilometres, domestic millions	105	0.0
Hospital beds /10,000 pop.	105	11.0	Available seat kilometres, international millions	79	101.6
HIV prevalence % adult pop.	85	0.5	Aircraft departures /1,000 pop.	54	4.7
Malaria incidence cases/100,000 pop.	81	0.2	Airport density airports/million pop.	127	0.2
<b>Human resources and labour market</b>	96	4.2	Number of operating airlines Number	114	14.0
Primary education enrollment rate net %	82	93.1	<b>Ground and port infrastructure</b>	85	3.0
Secondary education enrollment rate gross %	93	81.1	Quality of roads	72	3.9
Extent of staff training	108	3.5	Road density % total territorial area	62	-
Degree of customer orientation	59	4.8	Paved road density % total territorial area	63	-
Hiring and firing practices	87	3.5	Quality of railroad infrastructure	n/a	n/a
Ease of finding skilled employees	104	3.7	Railroad density km of roads/land area	n/a	n/a
Ease of hiring foreign labour	63	4.1	Quality of port infrastructure	90	3.5
Pay and productivity	126	3.1	Ground transport efficiency	117	2.4
Female participation in the labor force ratio to men	105	0.64	<b>Tourist service infrastructure</b>	91	3.3
<b>ICT readiness</b>	98	3.7	Hotel rooms number/100 pop.	102	0.2
ICT use for biz-to-biz transactions	102	4.2	Quality of tourism infrastructure	103	3.9
Internet use for biz-to-consumer transactions	81	4.3	Presence of major car rental companies	72	5
Internet users % pop.	100	26.9	Automated teller machines number/thousand adult pop.	88	33.1
Fixed-broadband Internet subscriptions /100 pop.	84	5.5	<b>Natural resources</b>	110	2.4
Mobile-cellular telephone subscriptions /100 pop.	25	145.3	Number of World Heritage natural sites number of sites	86	0
Mobile-broadband subscriptions /100 pop.	110	19.9	Total known species number of species	57	688
Mobile network coverage % pop.	124	87.7	Total protected areas % total territorial area	101	8.4
Quality of electricity supply	68	4.9	Natural tourism digital demand 0–100 (best)	69	12
<b>Prioritization of Travel &amp; Tourism</b>	86	4.3	Attractiveness of natural assets	107	4.1
Government prioritization of travel and tourism industry	107	3.9	<b>Cultural resources and business travel</b>	89	1.5
T&T government expenditure % government budget	86	2.6	Number of World Heritage cultural sites number of sites	97	1
Effectiveness of marketing and branding to attract tourists	106	3.5	Oral and intangible cultural heritage number of expressions	93	0
Comprehensiveness of annual T&T data 0–120 (best)	43	77	Sports stadiums number of large stadiums	77	4.0
Timeliness of providing monthly/quarterly T&T data 0–21 (best)	70	18.0	Number of international association meetings 3-year average	76	11.7
Country brand strategy rating 1–10 (best)	12	87.1	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/tcr>

# Estonia

37th / 136

Travel & Tourism Competitiveness Index 2017 edition



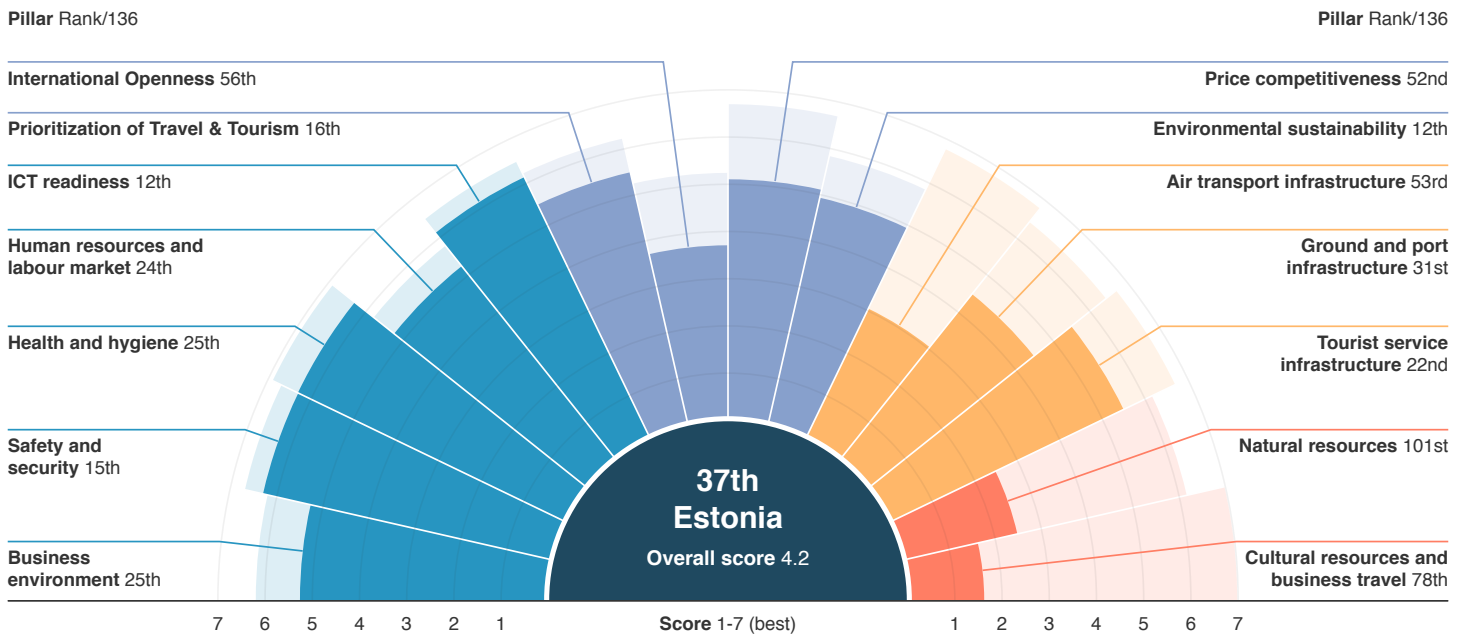
## Key Indicators

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

International tourist arrivals	2,988,731	T&T industry GDP	US \$875.2 million
International tourism inbound receipts	US \$1,427.9 million	% of total	3.9%
Average receipts per arrival	US \$477.8	T&T industry employment	25,476 jobs
		% of total	4.1%

## Performance Overview

Key Score Highest score



## Past performance

Travel & Tourism Competitiveness Edition	2015	2017
Rank	38 / 141	37 / 136
Score	4.2	4.2

## Estonia

37th / 136

## Travel &amp; Tourism Competitiveness Index 2017 edition



Index Component	Rank/136	Score*	Index Component	Rank/136	Score*
<b>Business environment</b>	25	5.2	<b>International Openness</b>	56	3.7
Property rights	25	5.5	Visa requirements 0–100 (best)	73	24.0
Business impact of rules on FDI	9	5.7	Openness of bilateral Air Service Agreements 0–38 (best)	132	3.4
Efficiency of legal framework in settling disputes	40	4.3	Number of regional trade agreements in force number	1	53.0
Efficiency of legal framework in challenging regs	26	4.5	<b>Price competitiveness</b>	52	5.1
Time required to deal with construction permits days	34	102	Ticket taxes and airport charges 0–100 (best)	19	91.0
Cost to deal with construction permits % construction cost	5	0.2	Hotel price index US\$	21	86.8
Extent of market dominance	36	4.1	Purchasing power parity PPP \$	101	0.6
Time to start a business days	10	3.5	Fuel price levels US\$ cents/litre	99	151.0
Cost to start a business % GNI per capita	28	1.2	<b>Environmental sustainability</b>	12	4.9
Effect of taxation on incentives to work	55	4.0	Stringency of environmental regulations	20	5.4
Effect of taxation on incentives to invest	22	4.5	Enforcement of environmental regulations	19	5.3
Total tax rate % profits	102	48.7	Sustainability of travel and tourism industry development	15	5.3
<b>Safety and security</b>	15	6.3	Particulate matter (2.5) concentration µg/m3	58	6.8
Business costs of crime and violence	21	5.5	Environmental treaty ratification 0–27 (best)	15	27
Reliability of police services	20	6.1	Baseline water stress 5–0 (best)	90	3.0
Business costs of terrorism	12	6.2	Threatened species % total species	16	3.4
Index of terrorism incidence	42	7.0	Forest cover change % change	105	0.1
Homicide rate /100,000 pop.	67	3.1	Wastewater treatment %	26	71.9
<b>Health and hygiene</b>	25	6.3	Costal shelf fishing pressure tonnes/km2	12	0.0
Physician density /1,000 pop	29	3.2	<b>Air transport infrastructure</b>	53	3.0
Access to improved sanitation % pop.	42	97.2	Quality of air transport infrastructure	64	4.5
Access to improved drinking water % pop.	43	99.6	Available seat kilometres, domestic millions	101	0.1
Hospital beds /10,000 pop.	29	53.0	Available seat kilometres, international millions	112	29.0
HIV prevalence % adult pop.	113	1.3	Aircraft departures /1,000 pop.	35	10.6
Malaria incidence cases/100,000 pop.	1	S.L.	Airport density airports/million pop.	15	4.5
<b>Human resources and labour market</b>	24	5.2	Number of operating airlines Number	85	24.0
Primary education enrollment rate net %	69	94.7	<b>Ground and port infrastructure</b>	31	4.4
Secondary education enrollment rate gross %	16	115.2	Quality of roads	44	4.7
Extent of staff training	27	4.7	Road density % total territorial area	29	-
Degree of customer orientation	25	5.4	Paved road density % total territorial area	42	-
Hiring and firing practices	17	4.7	Quality of railroad infrastructure	33	4.0
Ease of finding skilled employees	78	4.0	Railroad density km of roads/land area	43	1.8
Ease of hiring foreign labour	106	3.6	Quality of port infrastructure	14	5.6
Pay and productivity	12	5.0	Ground transport efficiency	15	5.0
Female participation in the labor force ratio to men	28	0.90	<b>Tourist service infrastructure</b>	22	5.5
<b>ICT readiness</b>	12	6.1	Hotel rooms number/100 pop.	24	1.2
ICT use for biz-to-biz transactions	16	5.8	Quality of tourism infrastructure	31	5.4
Internet use for biz-to-consumer transactions	6	5.9	Presence of major car rental companies	1	7
Internet users % pop.	15	88.4	Automated teller machines number/thousand adult pop.	28	76.8
Fixed-broadband Internet subscriptions /100 pop.	21	30.0	<b>Natural resources</b>	101	2.4
Mobile-cellular telephone subscriptions /100 pop.	21	148.7	Number of World Heritage natural sites number of sites	86	0
Mobile-broadband subscriptions /100 pop.	12	112.9	Total known species number of species	121	324
Mobile network coverage % pop.	1	100.0	Total protected areas % total territorial area	52	20.7
Quality of electricity supply	42	5.7	Natural tourism digital demand 0–100 (best)	110	2
<b>Prioritization of Travel &amp; Tourism</b>	16	5.5	Attractiveness of natural assets	82	4.9
Government prioritization of travel and tourism industry	64	4.9	<b>Cultural resources and business travel</b>	78	1.6
T&T government expenditure % government budget	14	8.3	Number of World Heritage cultural sites number of sites	75	2
Effectiveness of marketing and branding to attract tourists	65	4.4	Oral and intangible cultural heritage number of expressions	36	4
Comprehensiveness of annual T&T data 0–120 (best)	32	81	Sports stadiums number of large stadiums	119	0.0
Timeliness of providing monthly/quarterly T&T data 0–21 (best)	28	20.0	Number of international association meetings 3-year average	45	65.7
Country brand strategy rating 1–10 (best)	15	85.6	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/tcr>

# Ethiopia

116th / 136

Travel & Tourism Competitiveness Index 2017 edition



## Key Indicators

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

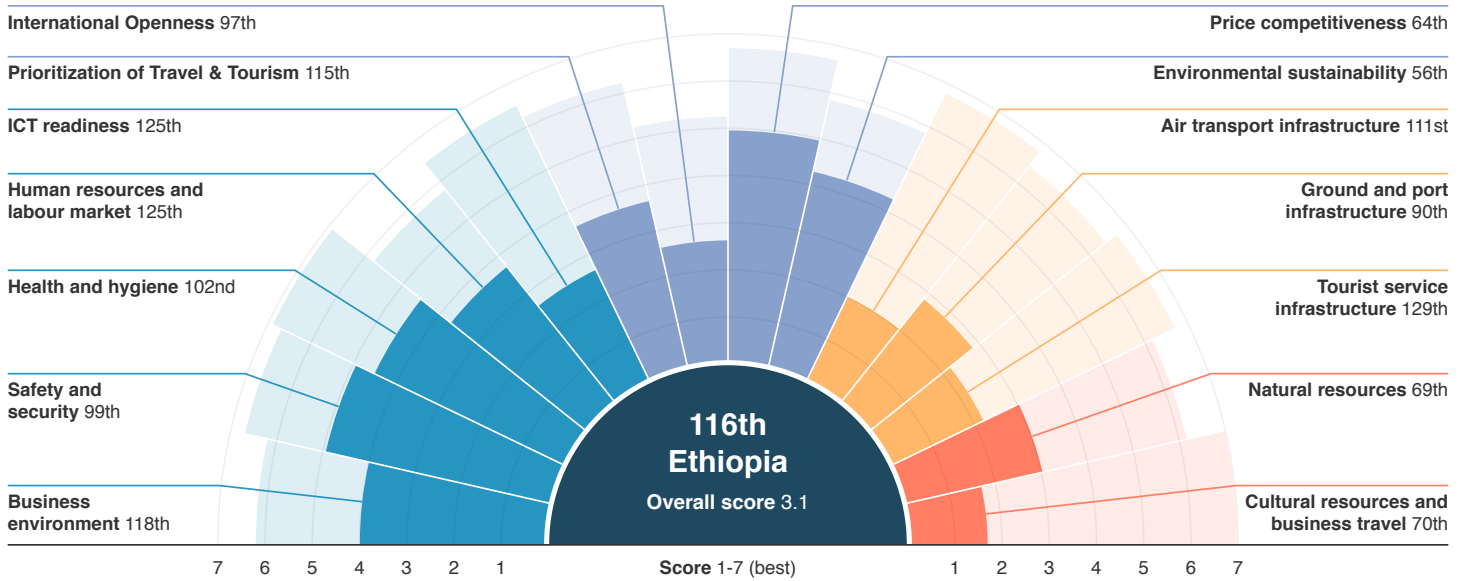
International tourist arrivals	864,000	T&T industry GDP	US \$2,504.2 million
International tourism inbound receipts	US \$394.9 million	% of total	4.1%
Average receipts per arrival	US \$457.1	T&T industry employment	1,013,860 jobs
		% of total	3.6%

## Performance Overview

Key Score Highest score

Pillar Rank/136

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 &amp; Tourism Competitiveness Index 2017 edition

Index Component	Rank/136	Score*	Index Component	Rank/136	Score*
<b>Business environment</b>	118	4.0	<b>International Openness</b>	97	2.6
Property rights	88	4.0	Visa requirements 0–100 (best)	44	44.0
Business impact of rules on FDI	116	3.7	Openness of bilateral Air Service Agreements 0–38 (best)	52	11.6
Efficiency of legal framework in settling disputes	55	4.0	Number of regional trade agreements in force number	127	1.0
Efficiency of legal framework in challenging regs	53	3.7	<b>Price competitiveness</b>	64	4.9
Time required to deal with construction permits days	59	130	Ticket taxes and airport charges 0–100 (best)	55	79.1
Cost to deal with construction permits % construction cost	131	18.7	Hotel price index US\$	94	200.9
Extent of market dominance	58	3.8	Purchasing power parity PPP \$	39	0.4
Time to start a business days	118	35.0	Fuel price levels US\$ cents/litre	29	89.0
Cost to start a business % GNI per capita	131	69.3	<b>Environmental sustainability</b>	56	4.2
Effect of taxation on incentives to work	49	4.2	Stringency of environmental regulations	69	4.0
Effect of taxation on incentives to invest	48	3.9	Enforcement of environmental regulations	73	3.7
Total tax rate % profits	73	38.6	Sustainability of travel and tourism industry development	107	3.7
<b>Safety and security</b>	99	4.9	Particulate matter (2.5) concentration µg/m3	45	5.9
Business costs of crime and violence	90	4.1	Environmental treaty ratification 0–27 (best)	125	16
Reliability of police services	91	3.9	Baseline water stress 5–0 (best)	44	0.7
Business costs of terrorism	115	4.2	Threatened species % total species	77	6.4
Index of terrorism incidence	95	6.5	Forest cover change % change	31	0.0
Homicide rate /100,000 pop.	103	8.0	Wastewater treatment %	111	0.0
<b>Health and hygiene</b>	102	4.5	Costal shelf fishing pressure tonnes/km2	n/a	n/a
Physician density /1,000 pop	133	0.0	<b>Air transport infrastructure</b>	111	2.0
Access to improved sanitation % pop.	126	28.0	Quality of air transport infrastructure	104	3.7
Access to improved drinking water % pop.	130	57.3	Available seat kilometres, domestic millions	51	8.5
Hospital beds /10,000 pop.	16	63.0	Available seat kilometres, international millions	52	333.1
HIV prevalence % adult pop.	111	1.2	Aircraft departures /1,000 pop.	98	0.8
Malaria incidence cases/100,000 pop.	114	3919.2	Airport density airports/million pop.	75	0.9
<b>Human resources and labour market</b>	125	3.7	Number of operating airlines Number	120	12.0
Primary education enrollment rate net %	120	85.8	<b>Ground and port infrastructure</b>	90	2.8
Secondary education enrollment rate gross %	130	37.7	Quality of roads	82	3.7
Extent of staff training	97	3.6	Road density % total territorial area	126	-
Degree of customer orientation	130	3.7	Paved road density % total territorial area	122	-
Hiring and firing practices	84	3.6	Quality of railroad infrastructure	46	3.4
Ease of finding skilled employees	117	3.6	Railroad density km of roads/land area	99	0.1
Ease of hiring foreign labour	102	3.7	Quality of port infrastructure	89	3.5
Pay and productivity	77	3.8	Ground transport efficiency	71	3.5
Female participation in the labor force ratio to men	40	0.88	<b>Tourist service infrastructure</b>	129	2.2
<b>ICT readiness</b>	125	2.6	Hotel rooms number/100 pop.	130	0.0
ICT use for biz-to-biz transactions	129	3.6	Quality of tourism infrastructure	106	3.9
Internet use for biz-to-consumer transactions	112	3.7	Presence of major car rental companies	113	2
Internet users % pop.	126	11.6	Automated teller machines number/thousand adult pop.	135	0.5
Fixed-broadband Internet subscriptions /100 pop.	116	0.5	<b>Natural resources</b>	69	3.0
Mobile-cellular telephone subscriptions /100 pop.	134	42.8	Number of World Heritage natural sites number of sites	46	1
Mobile-broadband subscriptions /100 pop.	134	3.7	Total known species number of species	26	1153
Mobile network coverage % pop.	108	95.0	Total protected areas % total territorial area	60	18.4
Quality of electricity supply	103	3.4	Natural tourism digital demand 0–100 (best)	111	2
<b>Prioritization of Travel &amp; Tourism</b>	115	3.6	Attractiveness of natural assets	103	4.1
Government prioritization of travel and tourism industry	106	3.9	<b>Cultural resources and business travel</b>	70	1.7
T&T government expenditure % government budget	92	2.4	Number of World Heritage cultural sites number of sites	28	8
Effectiveness of marketing and branding to attract tourists	86	3.9	Oral and intangible cultural heritage number of expressions	43	3
Comprehensiveness of annual T&T data 0–120 (best)	123	35	Sports stadiums number of large stadiums	55	6.0
Timeliness of providing monthly/quarterly T&T data 0–21 (best)	106	10.5	Number of international association meetings 3-year average	85	9.7
Country brand strategy rating 1–10 (best)	117	58.7	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/tcr>

# Finland

33rd / 136

Travel & Tourism Competitiveness Index 2017 edition



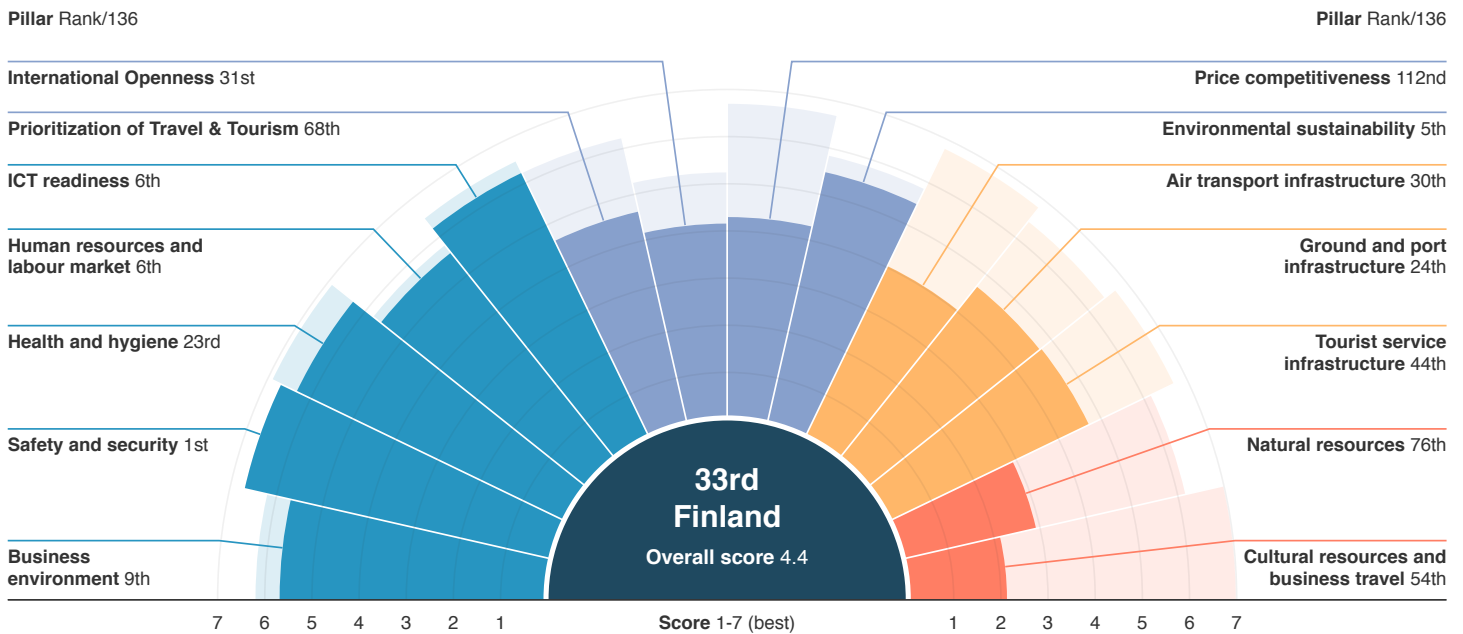
## Key Indicators

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

<b>International tourist arrivals</b>	2,622,039	<b>T&amp;T industry GDP</b>	US \$4,735.3 million
<b>International tourism inbound receipts</b>	US \$2,559.4 million	% of total	2.1%
<b>Average receipts per arrival</b>	US \$976.1	<b>T&amp;T industry employment</b>	53,321 jobs
		% of total	2.1%

## Performance Overview

Key Score Highest score



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
<b>Rank</b>	22 / 141	33 / 136
<b>Score</b>	4.5	4.4

## Finland

33rd / 136



## Travel &amp; Tourism Competitiveness Index 2017 edition

Index Component	Rank/136	Score*	Index Component	Rank/136	Score*
<b>Business environment</b>	9	5.6	<b>International Openness</b>	31	4.1
Property rights	2	6.5	Visa requirements 0–100 (best)	73	24.0
Business impact of rules on FDI	5	6.0	Openness of bilateral Air Service Agreements 0–38 (best)	57	11.4
Efficiency of legal framework in settling disputes	5	5.7	Number of regional trade agreements in force number	1	53.0
Efficiency of legal framework in challenging regs	2	5.8	<b>Price competitiveness</b>	112	4.3
Time required to deal with construction permits days	8	65	Ticket taxes and airport charges 0–100 (best)	23	90.2
Cost to deal with construction permits % construction cost	36	0.9	Hotel price index US\$	41	108.4
Extent of market dominance	47	3.9	Purchasing power parity PPP \$	129	1.0
Time to start a business days	81	14.0	Fuel price levels US\$ cents/litre	124	178.0
Cost to start a business % GNI per capita	24	1.0	<b>Environmental sustainability</b>	5	5.4
Effect of taxation on incentives to work	110	3.3	Stringency of environmental regulations	3	6.2
Effect of taxation on incentives to invest	50	3.9	Enforcement of environmental regulations	1	6.2
Total tax rate % profits	70	38.1	Sustainability of travel and tourism industry development	4	5.7
<b>Safety and security</b>	1	6.7	Particulate matter (2.5) concentration µg/m3	36	5.2
Business costs of crime and violence	4	6.4	Environmental treaty ratification 0–27 (best)	1	30
Reliability of police services	1	6.8	Baseline water stress 5–0 (best)	60	1.5
Business costs of terrorism	3	6.4	Threatened species % total species	28	3.9
Index of terrorism incidence	72	6.9	Forest cover change % change	110	0.1
Homicide rate /100,000 pop.	45	1.6	Wastewater treatment %	19	83.7
<b>Health and hygiene</b>	23	6.3	Costal shelf fishing pressure tonnes/km2	9	0.0
Physician density /1,000 pop	36	2.9	<b>Air transport infrastructure</b>	30	4.0
Access to improved sanitation % pop.	38	97.6	Quality of air transport infrastructure	5	6.2
Access to improved drinking water % pop.	1	100.0	Available seat kilometres, domestic millions	40	35.3
Hospital beds /10,000 pop.	25	55.0	Available seat kilometres, international millions	43	418.8
HIV prevalence % adult pop.	1	0.1	Aircraft departures /1,000 pop.	22	17.6
Malaria incidence cases/100,000 pop.	1	S.L.	Airport density airports/million pop.	17	4.1
<b>Human resources and labour market</b>	6	5.6	Number of operating airlines Number	51	42.0
Primary education enrollment rate net %	7	99.6	<b>Ground and port infrastructure</b>	24	4.6
Secondary education enrollment rate gross %	2	149.5	Quality of roads	12	5.7
Extent of staff training	7	5.4	Road density % total territorial area	79	-
Degree of customer orientation	23	5.4	Paved road density % total territorial area	71	-
Hiring and firing practices	88	3.5	Quality of railroad infrastructure	6	5.7
Ease of finding skilled employees	2	5.7	Railroad density km of roads/land area	42	1.8
Ease of hiring foreign labour	78	3.9	Quality of port infrastructure	7	6.2
Pay and productivity	18	4.8	Ground transport efficiency	5	5.9
Female participation in the labor force ratio to men	10	0.97	<b>Tourist service infrastructure</b>	44	4.7
<b>ICT readiness</b>	6	6.2	Hotel rooms number/100 pop.	34	1.0
ICT use for biz-to-biz transactions	9	5.9	Quality of tourism infrastructure	24	5.6
Internet use for biz-to-consumer transactions	31	5.3	Presence of major car rental companies	51	6
Internet users % pop.	8	92.7	Automated teller machines number/thousand adult pop.	82	35.9
Fixed-broadband Internet subscriptions /100 pop.	16	31.7	<b>Natural resources</b>	76	2.9
Mobile-cellular telephone subscriptions /100 pop.	35	135.4	Number of World Heritage natural sites number of sites	46	1
Mobile-broadband subscriptions /100 pop.	1	144.0	Total known species number of species	118	331
Mobile network coverage % pop.	30	100.0	Total protected areas % total territorial area	77	14.8
Quality of electricity supply	13	6.6	Natural tourism digital demand 0–100 (best)	61	14
<b>Prioritization of Travel &amp; Tourism</b>	68	4.6	Attractiveness of natural assets	32	5.7
Government prioritization of travel and tourism industry	86	4.5	<b>Cultural resources and business travel</b>	54	2.1
T&T government expenditure % government budget	77	3.0	Number of World Heritage cultural sites number of sites	36	6
Effectiveness of marketing and branding to attract tourists	76	4.2	Oral and intangible cultural heritage number of expressions	93	0
Comprehensiveness of annual T&T data 0–120 (best)	18	92	Sports stadiums number of large stadiums	97	2.0
Timeliness of providing monthly/quarterly T&T data 0–21 (best)	53	19.0	Number of international association meetings 3-year average	24	169.0
Country brand strategy rating 1–10 (best)	69	74.7	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/tcr>

# France

2nd / 136

Travel & Tourism Competitiveness Index 2017 edition



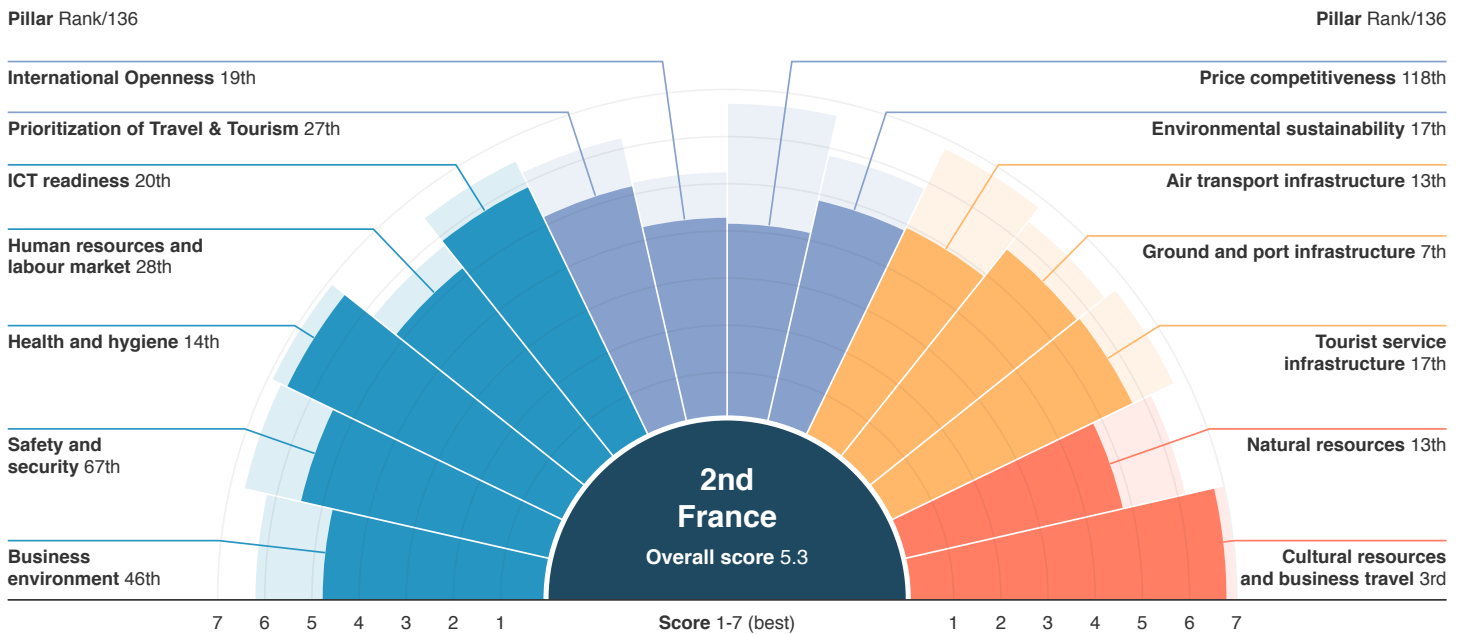
## Key Indicators

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

<b>International tourist arrivals</b>	84,451,621	<b>T&amp;T industry GDP</b>	US \$89,156.5 million
<b>International tourism inbound receipts</b>	US \$45,920.0 million	% of total	3.7%
<b>Average receipts per arrival</b>	US \$543.7	<b>T&amp;T industry employment</b>	1,170,310 jobs
		% of total	4.2%

## Performance Overview

Key Score Highest score



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
<b>Rank</b>	2 / 141	2 / 136
<b>Score</b>	5.2	5.3



# France

# 2nd / 136



## Travel & Tourism Competitiveness Index 2017 edition

Index Component	Rank/136	Score*	Index Component	Rank/136	Score*
<b>Business environment</b>	46	4.7	<b>International Openness</b>	19	4.2
Property rights	27	5.4	Visa requirements 0–100 (best)	73	24.0
Business impact of rules on FDI	50	4.8	Openness of bilateral Air Service Agreements 0–38 (best)	38	13.6
Efficiency of legal framework in settling disputes	22	4.9	Number of regional trade agreements in force number	1	53.0
Efficiency of legal framework in challenging regs	27	4.5	<b>Price competitiveness</b>	118	4.1
Time required to deal with construction permits days	93	183	Ticket taxes and airport charges 0–100 (best)	51	80.2
Cost to deal with construction permits % construction cost	85	3.0	Hotel price index US\$	80	147.0
Extent of market dominance	24	4.3	Purchasing power parity PPP \$	119	0.9
Time to start a business days	10	3.5	Fuel price levels US\$ cents/litre	111	163.0
Cost to start a business % GNI per capita	17	0.7	<b>Environmental sustainability</b>	17	4.8
Effect of taxation on incentives to work	123	3.0	Stringency of environmental regulations	29	5.1
Effect of taxation on incentives to invest	122	2.8	Enforcement of environmental regulations	28	4.9
Total tax rate % profits	126	62.8	Sustainability of travel and tourism industry development	21	5.1
<b>Safety and security</b>	67	5.4	Particulate matter (2.5) concentration µg/m3	77	9.7
Business costs of crime and violence	63	4.8	Environmental treaty ratification 0–27 (best)	1	30
Reliability of police services	29	5.8	Baseline water stress 5–0 (best)	74	2.0
Business costs of terrorism	112	4.3	Threatened species % total species	50	5.0
Index of terrorism incidence	110	5.5	Forest cover change % change	60	0.0
Homicide rate /100,000 pop.	35	1.2	Wastewater treatment %	22	79.6
<b>Health and hygiene</b>	14	6.5	Costal shelf fishing pressure tonnes/km2	99	6.8
Physician density /1,000 pop	31	3.2	<b>Air transport infrastructure</b>	13	4.9
Access to improved sanitation % pop.	32	98.7	Quality of air transport infrastructure	13	5.9
Access to improved drinking water % pop.	1	100.0	Available seat kilometres, domestic millions	18	338.9
Hospital beds /10,000 pop.	14	64.0	Available seat kilometres, international millions	7	3561.9
HIV prevalence % adult pop.	76	0.4	Aircraft departures /1,000 pop.	39	9.1
Malaria incidence cases/100,000 pop.	1	S.L.	Airport density airports/million pop.	58	1.1
<b>Human resources and labour market</b>	28	5.1	Number of operating airlines Number	2	183.0
Primary education enrollment rate net %	17	98.8	<b>Ground and port infrastructure</b>	7	5.6
Secondary education enrollment rate gross %	19	110.6	Quality of roads	6	6.0
Extent of staff training	24	4.8	Road density % total territorial area	10	-
Degree of customer orientation	30	5.3	Paved road density % total territorial area	8	-
Hiring and firing practices	125	2.6	Quality of railroad infrastructure	4	5.8
Ease of finding skilled employees	14	5.2	Railroad density km of roads/land area	14	5.5
Ease of hiring foreign labour	87	3.8	Quality of port infrastructure	23	5.3
Pay and productivity	53	4.2	Ground transport efficiency	14	5.1
Female participation in the labor force ratio to men	31	0.90	<b>Tourist service infrastructure</b>	17	5.7
<b>ICT readiness</b>	20	5.9	Hotel rooms number/100 pop.	37	1.0
ICT use for biz-to-biz transactions	27	5.5	Quality of tourism infrastructure	25	5.6
Internet use for biz-to-consumer transactions	9	5.8	Presence of major car rental companies	1	7
Internet users % pop.	21	84.7	Automated teller machines number/thousand adult pop.	17	108.0
Fixed-broadband Internet subscriptions /100 pop.	4	41.3	<b>Natural resources</b>	13	4.8
Mobile-cellular telephone subscriptions /100 pop.	94	102.6	Number of World Heritage natural sites number of sites	16	4
Mobile-broadband subscriptions /100 pop.	36	74.7	Total known species number of species	69	518
Mobile network coverage % pop.	65	99.0	Total protected areas % total territorial area	34	25.3
Quality of electricity supply	7	6.7	Natural tourism digital demand 0–100 (best)	7	78
<b>Prioritization of Travel &amp; Tourism</b>	27	5.1	Attractiveness of natural assets	48	5.5
Government prioritization of travel and tourism industry	36	5.5	<b>Cultural resources and business travel</b>	3	6.7
T&T government expenditure % government budget	76	3.0	Number of World Heritage cultural sites number of sites	3	39
Effectiveness of marketing and branding to attract tourists	19	5.3	Oral and intangible cultural heritage number of expressions	5	15
Comprehensiveness of annual T&T data 0–120 (best)	15	93	Sports stadiums number of large stadiums	15	34.0
Timeliness of providing monthly/quarterly T&T data 0–21 (best)	28	20.0	Number of international association meetings 3-year average	5	559.0
Country brand strategy rating 1–10 (best)	18	84.0	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/tcr>

# Gabon

119th / 136

Travel & Tourism Competitiveness Index 2017 edition



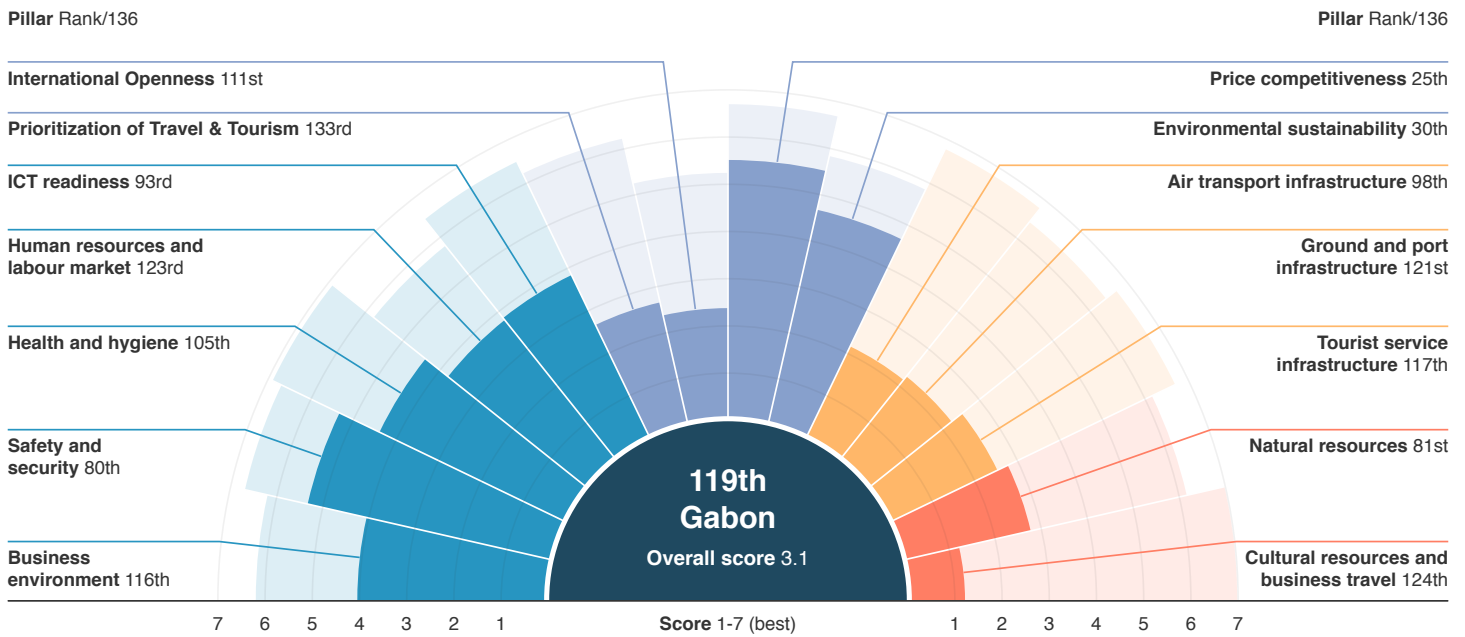
## Key Indicators

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

International tourist arrivals	187,332	T&T industry GDP	US \$142.3 million
International tourism inbound receipts	US \$9.0 million	% of total	1.1%
Average receipts per arrival	US \$48.0	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*	Index Component	Rank/136	Score*
<b>Business environment</b>	116	4.0	<b>International Openness</b>	111	2.3
Property rights	81	4.1	Visa requirements 0–100 (best)	34	51.0
Business impact of rules on FDI	72	4.6	Openness of bilateral Air Service Agreements 0–38 (best)	125	4.7
Efficiency of legal framework in settling disputes	82	3.4	Number of regional trade agreements in force number	127	1.0
Efficiency of legal framework in challenging regs	96	3.0	<b>Price competitiveness</b>	25	5.5
Time required to deal with construction permits days	129	329	Ticket taxes and airport charges 0–100 (best)	65	76.6
Cost to deal with construction permits % construction cost	36	0.9	Hotel price index US\$	n/a	n/a
Extent of market dominance	129	2.8	Purchasing power parity PPP \$	55	0.4
Time to start a business days	127	50.0	Fuel price levels US\$ cents/litre	30	90.0
Cost to start a business % GNI per capita	93	14.3	<b>Environmental sustainability</b>	30	4.6
Effect of taxation on incentives to work	20	4.6	Stringency of environmental regulations	82	3.7
Effect of taxation on incentives to invest	63	3.7	Enforcement of environmental regulations	66	3.9
Total tax rate % profits	97	45.2	Sustainability of travel and tourism industry development	100	3.8
<b>Safety and security</b>	80	5.3	Particulate matter (2.5) concentration µg/m3	44	5.8
Business costs of crime and violence	72	4.6	Environmental treaty ratification 0–27 (best)	31	24
Reliability of police services	89	3.9	Baseline water stress 5–0 (best)	1	0.0
Business costs of terrorism	61	5.4	Threatened species % total species	15	3.4
Index of terrorism incidence	1	7.0	Forest cover change % change	15	0.0
Homicide rate /100,000 pop.	108	9.4	Wastewater treatment %	111	0.0
<b>Health and hygiene</b>	105	4.4	Costal shelf fishing pressure tonnes/km2	53	0.1
Physician density /1,000 pop	106	0.3	<b>Air transport infrastructure</b>	98	2.1
Access to improved sanitation % pop.	116	41.9	Quality of air transport infrastructure	107	3.6
Access to improved drinking water % pop.	84	93.2	Available seat kilometres, domestic millions	87	0.5
Hospital beds /10,000 pop.	16	63.0	Available seat kilometres, international millions	111	30.5
HIV prevalence % adult pop.	124	3.9	Aircraft departures /1,000 pop.	90	1.6
Malaria incidence cases/100,000 pop.	123	20738.6	Airport density airports/million pop.	25	2.7
<b>Human resources and labour market</b>	123	3.7	Number of operating airlines Number	109	15.0
Primary education enrollment rate net %	66	95.2	<b>Ground and port infrastructure</b>	121	2.2
Secondary education enrollment rate gross %	116	53.3	Quality of roads	119	2.8
Extent of staff training	82	3.7	Road density % total territorial area	133	-
Degree of customer orientation	116	3.9	Paved road density % total territorial area	133	-
Hiring and firing practices	95	3.4	Quality of railroad infrastructure	n/a	n/a
Ease of finding skilled employees	120	3.5	Railroad density km of roads/land area	n/a	0.3
Ease of hiring foreign labour	133	2.8	Quality of port infrastructure	99	3.2
Pay and productivity	129	3.1	Ground transport efficiency	102	2.9
Female participation in the labor force ratio to men	91	0.70	<b>Tourist service infrastructure</b>	117	2.5
<b>ICT readiness</b>	93	3.8	Hotel rooms number/100 pop.	94	0.2
ICT use for biz-to-biz transactions	121	3.8	Quality of tourism infrastructure	128	3.3
Internet use for biz-to-consumer transactions	121	3.5	Presence of major car rental companies	102	3
Internet users % pop.	103	23.5	Automated teller machines number/thousand adult pop.	104	14.4
Fixed-broadband Internet subscriptions /100 pop.	112	0.6	<b>Natural resources</b>	81	2.7
Mobile-cellular telephone subscriptions /100 pop.	11	161.1	Number of World Heritage natural sites number of sites	78	1
Mobile-broadband subscriptions /100 pop.	53	66.2	Total known species number of species	41	888
Mobile network coverage % pop.	98	97.0	Total protected areas % total territorial area	54	20.5
Quality of electricity supply	113	2.9	Natural tourism digital demand 0–100 (best)	126	1
<b>Prioritization of Travel &amp; Tourism</b>	133	2.6	Attractiveness of natural assets	102	4.1
Government prioritization of travel and tourism industry	117	3.5	<b>Cultural resources and business travel</b>	124	1.2
T&T government expenditure % government budget	55	3.8	Number of World Heritage cultural sites number of sites	120	1
Effectiveness of marketing and branding to attract tourists	130	2.6	Oral and intangible cultural heritage number of expressions	93	0
Comprehensiveness of annual T&T data 0–120 (best)	136	0	Sports stadiums number of large stadiums	77	4.0
Timeliness of providing monthly/quarterly T&T data 0–21 (best)	129	0.0	Number of international association meetings 3-year average	122	2.0
Country brand strategy rating 1–10 (best)	133	31.4	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/tcr>

# Gambia, The

112nd / 136

Travel & Tourism Competitiveness Index 2017 edition



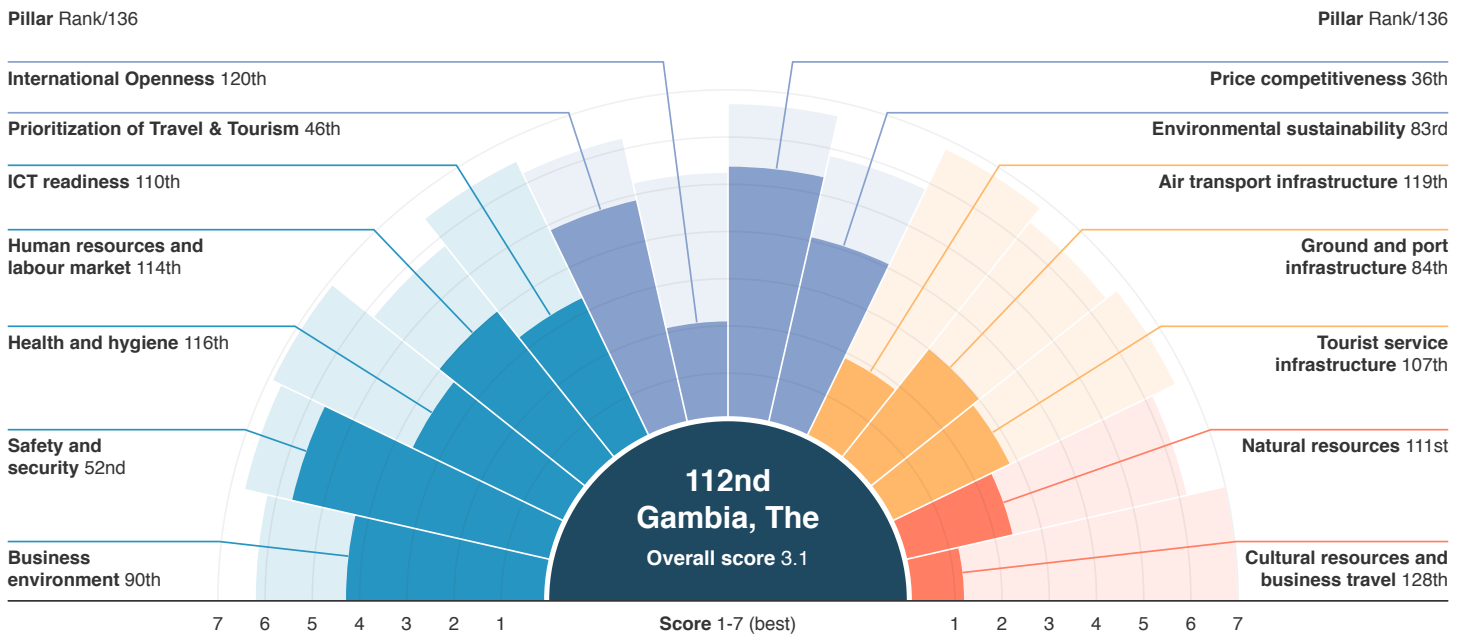
## Key Indicators

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

International tourist arrivals	135,000	T&T industry GDP	US \$69.2 million
International tourism inbound receipts	US \$120.0 million	% of total	8.4%
Average receipts per arrival	US \$888.9	T&T industry employment	49,063 jobs
		% of total	6.9%

## Performance Overview

Key Score Highest score



## 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



Index Component	Rank/136	Score*	Index Component	Rank/136	Score*
<b>Business environment</b>	90	4.2	<b>International Openness</b>	120	2.1
Property rights	74	4.2	Visa requirements 0–100 (best)	73	24.0
Business impact of rules on FDI	58	4.8	Openness of bilateral Air Service Agreements 0–38 (best)	88	9.3
Efficiency of legal framework in settling disputes	45	4.2	Number of regional trade agreements in force number	127	1.0
Efficiency of legal framework in challenging regs	55	3.6	<b>Price competitiveness</b>	36	5.3
Time required to deal with construction permits days	67	144	Ticket taxes and airport charges 0–100 (best)	52	80.0
Cost to deal with construction permits % construction cost	74	2.2	Hotel price index US\$	n/a	n/a
Extent of market dominance	52	3.9	Purchasing power parity PPP \$	4	0.3
Time to start a business days	106	25.0	Fuel price levels US\$ cents/litre	83	129.0
Cost to start a business % GNI per capita	134	125.2	<b>Environmental sustainability</b>	83	4.0
Effect of taxation on incentives to work	44	4.2	Stringency of environmental regulations	65	4.1
Effect of taxation on incentives to invest	70	3.6	Enforcement of environmental regulations	58	4.1
Total tax rate % profits	110	51.3	Sustainability of travel and tourism industry development	35	4.9
<b>Safety and security</b>	52	5.6	Particulate matter (2.5) concentration µg/m3	19	4.1
Business costs of crime and violence	37	5.3	Environmental treaty ratification 0–27 (best)	90	19
Reliability of police services	48	4.9	Baseline water stress 5–0 (best)	18	0.3
Business costs of terrorism	62	5.4	Threatened species % total species	17	3.4
Index of terrorism incidence	1	7.0	Forest cover change % change	119	0.1
Homicide rate /100,000 pop.	108	9.4	Wastewater treatment %	104	0.4
<b>Health and hygiene</b>	116	3.6	Costal shelf fishing pressure tonnes/km2	77	0.3
Physician density /1,000 pop	119	0.1	<b>Air transport infrastructure</b>	119	1.8
Access to improved sanitation % pop.	106	58.9	Quality of air transport infrastructure	79	4.1
Access to improved drinking water % pop.	96	90.2	Available seat kilometres, domestic millions	105	0.0
Hospital beds /10,000 pop.	105	11.0	Available seat kilometres, international millions	129	10.6
HIV prevalence % adult pop.	119	1.8	Aircraft departures /1,000 pop.	130	0.0
Malaria incidence cases/100,000 pop.	127	22819.2	Airport density airports/million pop.	80	0.8
<b>Human resources and labour market</b>	114	4.0	Number of operating airlines Number	122	10.0
Primary education enrollment rate net %	133	73.1	<b>Ground and port infrastructure</b>	84	3.0
Secondary education enrollment rate gross %	112	57.5	Quality of roads	73	3.9
Extent of staff training	86	3.7	Road density % total territorial area	64	-
Degree of customer orientation	61	4.7	Paved road density % total territorial area	87	-
Hiring and firing practices	51	4.0	Quality of railroad infrastructure	81	2.2
Ease of finding skilled employees	71	4.1	Railroad density km of roads/land area	n/a	n/a
Ease of hiring foreign labour	62	4.1	Quality of port infrastructure	68	4.0
Pay and productivity	56	4.2	Ground transport efficiency	94	3.0
Female participation in the labor force ratio to men	41	0.88	<b>Tourist service infrastructure</b>	107	2.8
<b>ICT readiness</b>	110	3.3	Hotel rooms number/100 pop.	84	0.3
ICT use for biz-to-biz transactions	119	3.9	Quality of tourism infrastructure	52	5.0
Internet use for biz-to-consumer transactions	124	3.4	Presence of major car rental companies	113	2
Internet users % pop.	121	17.1	Automated teller machines number/thousand adult pop.	105	13.2
Fixed-broadband Internet subscriptions /100 pop.	121	0.2	<b>Natural resources</b>	111	2.3
Mobile-cellular telephone subscriptions /100 pop.	33	137.8	Number of World Heritage natural sites number of sites	86	0
Mobile-broadband subscriptions /100 pop.	120	13.5	Total known species number of species	61	611
Mobile network coverage % pop.	104	96.0	Total protected areas % total territorial area	119	4.2
Quality of electricity supply	100	3.5	Natural tourism digital demand 0–100 (best)	94	4
<b>Prioritization of Travel &amp; Tourism</b>	46	4.8	Attractiveness of natural assets	54	5.4
Government prioritization of travel and tourism industry	26	5.7	<b>Cultural resources and business travel</b>	128	1.2
T&T government expenditure % government budget	9	9.9	Number of World Heritage cultural sites number of sites	75	2
Effectiveness of marketing and branding to attract tourists	47	4.8	Oral and intangible cultural heritage number of expressions	71	1
Comprehensiveness of annual T&T data 0–120 (best)	131	18	Sports stadiums number of large stadiums	113	1.0
Timeliness of providing monthly/quarterly T&T data 0–21 (best)	118	3.0	Number of international association meetings 3-year average	123	1.7
Country brand strategy rating 1–10 (best)	101	65.6	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/tcr>

# Georgia

70th / 136

Travel & Tourism Competitiveness Index 2017 edition



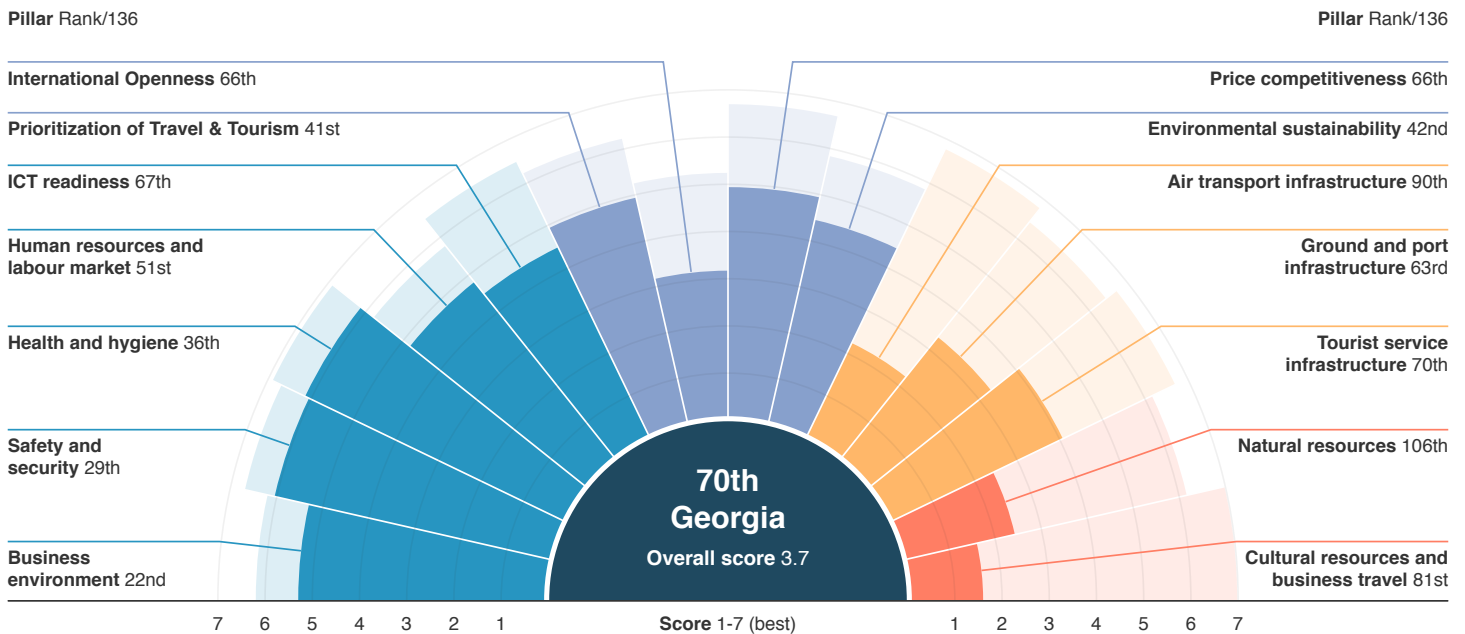
## Key Indicators

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

<b>International tourist arrivals</b>	2,281,971	<b>T&amp;T industry GDP</b>	US \$966.3 million
<b>International tourism inbound receipts</b>	US \$1,935.9 million	% of total	7.1%
<b>Average receipts per arrival</b>	US \$848.4	<b>T&amp;T industry employment</b>	100,601 jobs
		% of total	5.8%

## Performance Overview

Key Score Highest score



## 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*	Index Component	Rank/136	Score*
<b>Business environment</b>	22	5.3	<b>International Openness</b>	66	3.1
Property rights	43	4.8	Visa requirements 0–100 (best)	21	59.0
Business impact of rules on FDI	23	5.4	Openness of bilateral Air Service Agreements 0–38 (best)	115	6.8
Efficiency of legal framework in settling disputes	53	4.0	Number of regional trade agreements in force number	62	10.0
Efficiency of legal framework in challenging regs	52	3.7	<b>Price competitiveness</b>	66	4.9
Time required to deal with construction permits days	2	48	Ticket taxes and airport charges 0–100 (best)	86	66.1
Cost to deal with construction permits % construction cost	5	0.2	Hotel price index US\$	60	126.8
Extent of market dominance	75	3.6	Purchasing power parity PPP \$	47	0.4
Time to start a business days	7	3.0	Fuel price levels US\$ cents/litre	79	124.0
Cost to start a business % GNI per capita	46	2.4	<b>Environmental sustainability</b>	42	4.4
Effect of taxation on incentives to work	10	5.2	Stringency of environmental regulations	105	3.4
Effect of taxation on incentives to invest	11	5.1	Enforcement of environmental regulations	88	3.4
Total tax rate % profits	8	16.4	Sustainability of travel and tourism industry development	64	4.4
<b>Safety and security</b>	29	6.0	Particulate matter (2.5) concentration µg/m3	73	9.0
Business costs of crime and violence	23	5.5	Environmental treaty ratification 0–27 (best)	90	19
Reliability of police services	40	5.3	Baseline water stress 5–0 (best)	77	2.2
Business costs of terrorism	38	5.7	Threatened species % total species	82	6.5
Index of terrorism incidence	66	7.0	Forest cover change % change	3	0.0
Homicide rate /100,000 pop.	59	2.7	Wastewater treatment %	111	0.0
<b>Health and hygiene</b>	36	6.1	Costal shelf fishing pressure tonnes/km2	3	0.0
Physician density /1,000 pop	6	4.3	<b>Air transport infrastructure</b>	90	2.2
Access to improved sanitation % pop.	75	86.3	Quality of air transport infrastructure	87	4.0
Access to improved drinking water % pop.	1	100.0	Available seat kilometres, domestic millions	100	0.1
Hospital beds /10,000 pop.	65	26.0	Available seat kilometres, international millions	99	46.0
HIV prevalence % adult pop.	60	0.3	Aircraft departures /1,000 pop.	95	1.1
Malaria incidence cases/100,000 pop.	1	0.0	Airport density airports/million pop.	46	1.5
<b>Human resources and labour market</b>	51	4.8	Number of operating airlines Number	72	30.0
Primary education enrollment rate net %	16	99.0	<b>Ground and port infrastructure</b>	63	3.3
Secondary education enrollment rate gross %	34	103.7	Quality of roads	77	3.8
Extent of staff training	123	3.3	Road density % total territorial area	71	-
Degree of customer orientation	104	4.1	Paved road density % total territorial area	77	-
Hiring and firing practices	20	4.6	Quality of railroad infrastructure	38	3.9
Ease of finding skilled employees	122	3.5	Railroad density km of roads/land area	36	2.3
Ease of hiring foreign labour	6	5.1	Quality of port infrastructure	71	4.0
Pay and productivity	73	3.9	Ground transport efficiency	48	4.0
Female participation in the labor force ratio to men	83	0.76	<b>Tourist service infrastructure</b>	70	4.0
<b>ICT readiness</b>	67	4.5	Hotel rooms number/100 pop.	55	0.6
ICT use for biz-to-biz transactions	99	4.3	Quality of tourism infrastructure	98	4.2
Internet use for biz-to-consumer transactions	88	4.1	Presence of major car rental companies	72	5
Internet users % pop.	83	47.6	Automated teller machines number/thousand adult pop.	47	58.3
Fixed-broadband Internet subscriptions /100 pop.	58	14.7	<b>Natural resources</b>	106	2.4
Mobile-cellular telephone subscriptions /100 pop.	48	129.0	Number of World Heritage natural sites number of sites	86	0
Mobile-broadband subscriptions /100 pop.	76	50.5	Total known species number of species	101	397
Mobile network coverage % pop.	65	99.0	Total protected areas % total territorial area	103	8.3
Quality of electricity supply	65	4.9	Natural tourism digital demand 0–100 (best)	82	8
<b>Prioritization of Travel &amp; Tourism</b>	41	4.9	Attractiveness of natural assets	47	5.5
Government prioritization of travel and tourism industry	20	5.8	<b>Cultural resources and business travel</b>	81	1.6
T&T government expenditure % government budget	63	3.4	Number of World Heritage cultural sites number of sites	61	3
Effectiveness of marketing and branding to attract tourists	62	4.4	Oral and intangible cultural heritage number of expressions	43	3
Comprehensiveness of annual T&T data 0–120 (best)	37	80	Sports stadiums number of large stadiums	77	4.0
Timeliness of providing monthly/quarterly T&T data 0–21 (best)	9	21.0	Number of international association meetings 3-year average	85	9.7
Country brand strategy rating 1–10 (best)	78	73.2	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/tcr>

# Germany

**3rd** / 136

Travel & Tourism Competitiveness Index 2017 edition



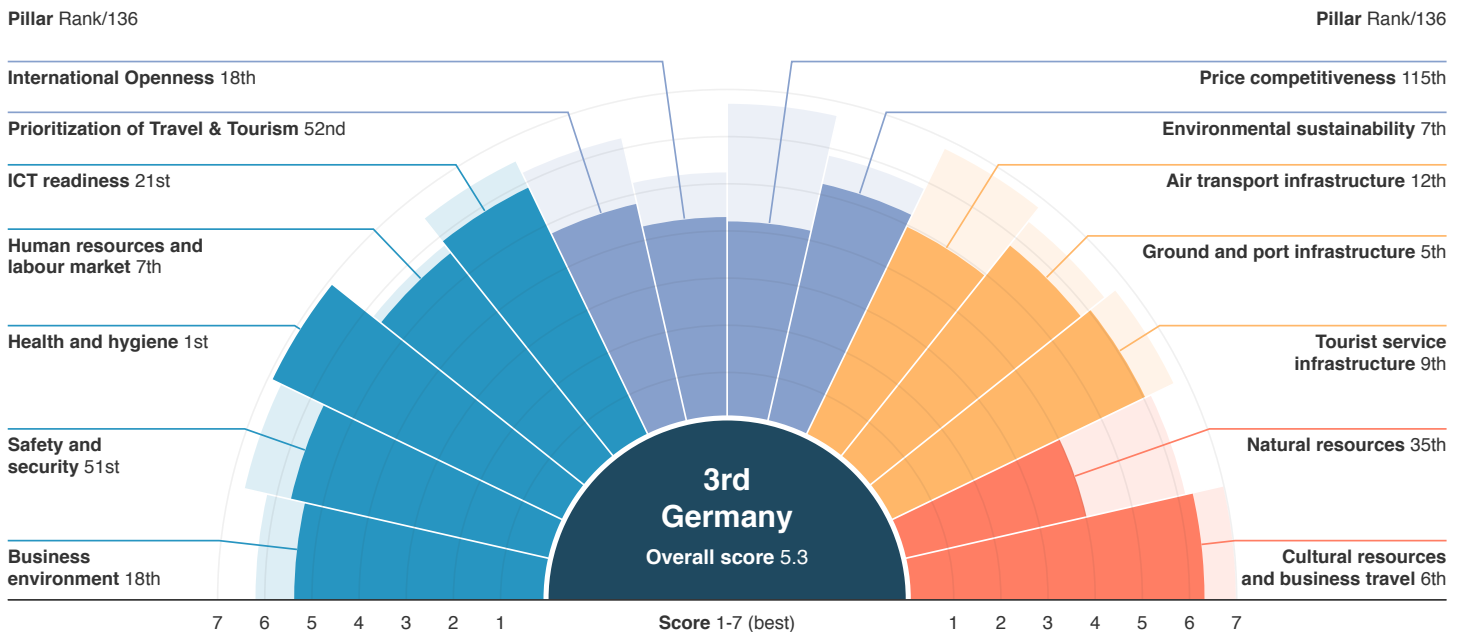
## Key Indicators

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

<b>International tourist arrivals</b>	34,971,458	<b>T&amp;T industry GDP</b>	US \$130,746.0 million
<b>International tourism inbound receipts</b>	US \$36,867.3 million	% of total	3.9%
<b>Average receipts per arrival</b>	US \$1,054.2	<b>T&amp;T industry employment</b>	3,010,590 jobs
		% of total	7.0%

## Performance Overview

Key Score Highest score



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
<b>Rank</b>	3 / 141	3 / 136
<b>Score</b>	5.2	5.3



# Germany

# 3rd /136



## Travel & Tourism Competitiveness Index 2017 edition

Index Component	Rank/136	Score*	Index Component	Rank/136	Score*
<b>Business environment</b>	18	5.3	<b>International Openness</b>	18	4.3
Property rights	17	5.8	Visa requirements 0–100 (best)	73	24.0
Business impact of rules on FDI	51	4.8	Openness of bilateral Air Service Agreements 0–38 (best)	37	13.9
Efficiency of legal framework in settling disputes	17	5.1	Number of regional trade agreements in force number	1	53.0
Efficiency of legal framework in challenging regs	15	5.0	<b>Price competitiveness</b>	115	4.2
Time required to deal with construction permits days	28	96	Ticket taxes and airport charges 0–100 (best)	90	64.5
Cost to deal with construction permits % construction cost	46	1.1	Hotel price index US\$	48	114.1
Extent of market dominance	3	5.3	Purchasing power parity PPP \$	117	0.9
Time to start a business days	66	10.5	Fuel price levels US\$ cents/litre	106	158.0
Cost to start a business % GNI per capita	38	1.9	<b>Environmental sustainability</b>	7	5.2
Effect of taxation on incentives to work	91	3.7	Stringency of environmental regulations	6	6.0
Effect of taxation on incentives to invest	53	3.9	Enforcement of environmental regulations	8	5.7
Total tax rate % profits	103	48.9	Sustainability of travel and tourism industry development	27	5.0
<b>Safety and security</b>	51	5.6	Particulate matter (2.5) concentration µg/m3	111	11.9
Business costs of crime and violence	62	4.8	Environmental treaty ratification 0–27 (best)	1	30
Reliability of police services	39	5.3	Baseline water stress 5–0 (best)	66	1.8
Business costs of terrorism	84	4.9	Threatened species % total species	30	3.9
Index of terrorism incidence	100	6.3	Forest cover change % change	50	0.0
Homicide rate /100,000 pop.	23	0.9	Wastewater treatment %	5	95.3
<b>Health and hygiene</b>	1	6.9	Costal shelf fishing pressure tonnes/km2	85	0.6
Physician density /1,000 pop	11	3.9	<b>Air transport infrastructure</b>	12	4.9
Access to improved sanitation % pop.	22	99.2	Quality of air transport infrastructure	12	5.9
Access to improved drinking water % pop.	1	100.0	Available seat kilometres, domestic millions	22	266.0
Hospital beds /10,000 pop.	5	82.0	Available seat kilometres, international millions	4	4836.8
HIV prevalence % adult pop.	1	0.2	Aircraft departures /1,000 pop.	32	11.7
Malaria incidence cases/100,000 pop.	1	S.L.	Airport density airports/million pop.	107	0.5
<b>Human resources and labour market</b>	7	5.6	Number of operating airlines Number	3	172.0
Primary education enrollment rate net %	19	98.7	<b>Ground and port infrastructure</b>	5	5.8
Secondary education enrollment rate gross %	36	102.7	Quality of roads	16	5.6
Extent of staff training	12	5.2	Road density % total territorial area	13	-
Degree of customer orientation	24	5.4	Paved road density % total territorial area	11	-
Hiring and firing practices	n/a	n/a	Quality of railroad infrastructure	11	5.4
Ease of finding skilled employees	12	5.2	Railroad density km of roads/land area	4	9.4
Ease of hiring foreign labour	64	4.1	Quality of port infrastructure	11	5.6
Pay and productivity	10	5.0	Ground transport efficiency	11	5.3
Female participation in the labor force ratio to men	39	0.88	<b>Tourist service infrastructure</b>	9	6.0
<b>ICT readiness</b>	21	5.8	Hotel rooms number/100 pop.	25	1.2
ICT use for biz-to-biz transactions	14	5.8	Quality of tourism infrastructure	19	5.7
Internet use for biz-to-consumer transactions	10	5.8	Presence of major car rental companies	1	7
Internet users % pop.	17	87.6	Automated teller machines number/thousand adult pop.	14	118.2
Fixed-broadband Internet subscriptions /100 pop.	9	37.2	<b>Natural resources</b>	35	4.0
Mobile-cellular telephone subscriptions /100 pop.	66	116.7	Number of World Heritage natural sites number of sites	19	3
Mobile-broadband subscriptions /100 pop.	42	70.8	Total known species number of species	86	432
Mobile network coverage % pop.	65	99.0	Total protected areas % total territorial area	9	37.4
Quality of electricity supply	19	6.4	Natural tourism digital demand 0–100 (best)	53	20
<b>Prioritization of Travel &amp; Tourism</b>	52	4.8	Attractiveness of natural assets	56	5.3
Government prioritization of travel and tourism industry	80	4.6	<b>Cultural resources and business travel</b>	6	6.3
T&T government expenditure % government budget	103	2.1	Number of World Heritage cultural sites number of sites	4	38
Effectiveness of marketing and branding to attract tourists	56	4.6	Oral and intangible cultural heritage number of expressions	56	2
Comprehensiveness of annual T&T data 0–120 (best)	53	73	Sports stadiums number of large stadiums	8	69.0
Timeliness of providing monthly/quarterly T&T data 0–21 (best)	17	20.5	Number of international association meetings 3-year average	2	714.7
Country brand strategy rating 1–10 (best)	2	95.6	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/tcr>

# Ghana

120th / 136

Travel & Tourism Competitiveness Index 2017 edition



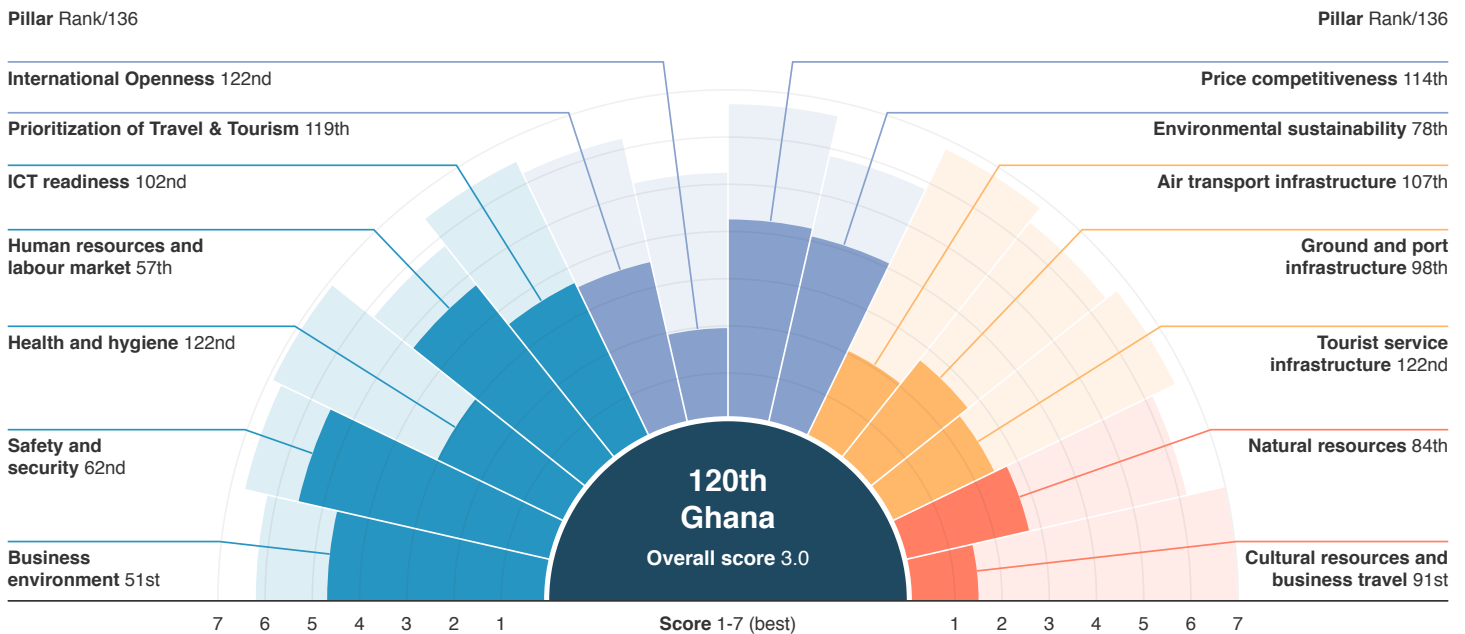
## Key Indicators

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

International tourist arrivals	897,000	T&T industry GDP	US \$1,189.4 million
International tourism inbound receipts	US \$818.8 million	% of total	3.3%
Average receipts per arrival	US \$912.8	T&T industry employment	292,042 jobs
		% of total	2.6%

## Performance Overview

Key Score Highest score



## Past performance

Travel & Tourism Competitiveness Edition	2015	2017
Rank	120 / 141	120 / 136
Score	3.0	3.0

## Ghana

120th / 136

## Travel &amp; Tourism Competitiveness Index 2017 edition



Index Component	Rank/136	Score*	Index Component	Rank/136	Score*
<b>Business environment</b>	51	4.6	<b>International Openness</b>	122	1.9
Property rights	67	4.3	Visa requirements 0–100 (best)	122	6.0
Business impact of rules on FDI	73	4.5	Openness of bilateral Air Service Agreements 0–38 (best)	47	12.2
Efficiency of legal framework in settling disputes	44	4.2	Number of regional trade agreements in force number	117	2.0
Efficiency of legal framework in challenging regs	44	3.9	<b>Price competitiveness</b>	114	4.2
Time required to deal with construction permits days	88	170	Ticket taxes and airport charges 0–100 (best)	131	25.2
Cost to deal with construction permits % construction cost	84	2.9	Hotel price index US\$	87	175.8
Extent of market dominance	50	3.9	Purchasing power parity PPP \$	16	0.3
Time to start a business days	81	14.0	Fuel price levels US\$ cents/litre	44	103.0
Cost to start a business % GNI per capita	105	19.7	<b>Environmental sustainability</b>	78	4.1
Effect of taxation on incentives to work	45	4.2	Stringency of environmental regulations	95	3.5
Effect of taxation on incentives to invest	78	3.4	Enforcement of environmental regulations	95	3.3
Total tax rate % profits	46	32.7	Sustainability of travel and tourism industry development	97	3.9
<b>Safety and security</b>	62	5.5	Particulate matter (2.5) concentration µg/m3	68	8.0
Business costs of crime and violence	87	4.2	Environmental treaty ratification 0–27 (best)	54	22
Reliability of police services	57	4.7	Baseline water stress 5–0 (best)	20	0.3
Business costs of terrorism	87	4.8	Threatened species % total species	48	5.0
Index of terrorism incidence	49	7.0	Forest cover change % change	100	0.1
Homicide rate /100,000 pop.	48	1.7	Wastewater treatment %	97	1.2
<b>Health and hygiene</b>	122	3.0	Costal shelf fishing pressure tonnes/km2	47	0.1
Physician density /1,000 pop	121	0.1	<b>Air transport infrastructure</b>	107	2.0
Access to improved sanitation % pop.	133	14.9	Quality of air transport infrastructure	91	4.0
Access to improved drinking water % pop.	100	88.7	Available seat kilometres, domestic millions	55	5.8
Hospital beds /10,000 pop.	110	9.0	Available seat kilometres, international millions	77	112.0
HIV prevalence % adult pop.	116	1.5	Aircraft departures /1,000 pop.	100	0.7
Malaria incidence cases/100,000 pop.	131	30985.6	Airport density airports/million pop.	118	0.3
<b>Human resources and labour market</b>	57	4.7	Number of operating airlines Number	80	28.0
Primary education enrollment rate net %	92	91.1	<b>Ground and port infrastructure</b>	98	2.7
Secondary education enrollment rate gross %	101	71.0	Quality of roads	85	3.5
Extent of staff training	63	4.0	Road density % total territorial area	54	-
Degree of customer orientation	92	4.3	Paved road density % total territorial area	89	-
Hiring and firing practices	29	4.4	Quality of railroad infrastructure	n/a	n/a
Ease of finding skilled employees	52	4.4	Railroad density km of roads/land area	n/a	0.4
Ease of hiring foreign labour	26	4.5	Quality of port infrastructure	82	3.7
Pay and productivity	97	3.6	Ground transport efficiency	98	2.9
Female participation in the labor force ratio to men	7	0.97	<b>Tourist service infrastructure</b>	122	2.4
<b>ICT readiness</b>	102	3.6	Hotel rooms number/100 pop.	113	0.1
ICT use for biz-to-biz transactions	87	4.4	Quality of tourism infrastructure	87	4.4
Internet use for biz-to-consumer transactions	91	4.1	Presence of major car rental companies	113	2
Internet users % pop.	104	23.5	Automated teller machines number/thousand adult pop.	116	8.2
Fixed-broadband Internet subscriptions /100 pop.	118	0.3	<b>Natural resources</b>	84	2.7
Mobile-cellular telephone subscriptions /100 pop.	44	129.7	Number of World Heritage natural sites number of sites	86	0
Mobile-broadband subscriptions /100 pop.	51	66.8	Total known species number of species	32	1020
Mobile network coverage % pop.	102	96.8	Total protected areas % total territorial area	76	15.1
Quality of electricity supply	124	2.2	Natural tourism digital demand 0–100 (best)	92	5
<b>Prioritization of Travel &amp; Tourism</b>	119	3.5	Attractiveness of natural assets	92	4.5
Government prioritization of travel and tourism industry	104	4.1	<b>Cultural resources and business travel</b>	91	1.5
T&T government expenditure % government budget	64	3.4	Number of World Heritage cultural sites number of sites	75	2
Effectiveness of marketing and branding to attract tourists	97	3.7	Oral and intangible cultural heritage number of expressions	93	0
Comprehensiveness of annual T&T data 0–120 (best)	132	17	Sports stadiums number of large stadiums	55	6.0
Timeliness of providing monthly/quarterly T&T data 0–21 (best)	115	4.5	Number of international association meetings 3-year average	75	12.3
Country brand strategy rating 1–10 (best)	111	62.7	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/tcr>

# Greece

24th / 136

Travel & Tourism Competitiveness Index 2017 edition



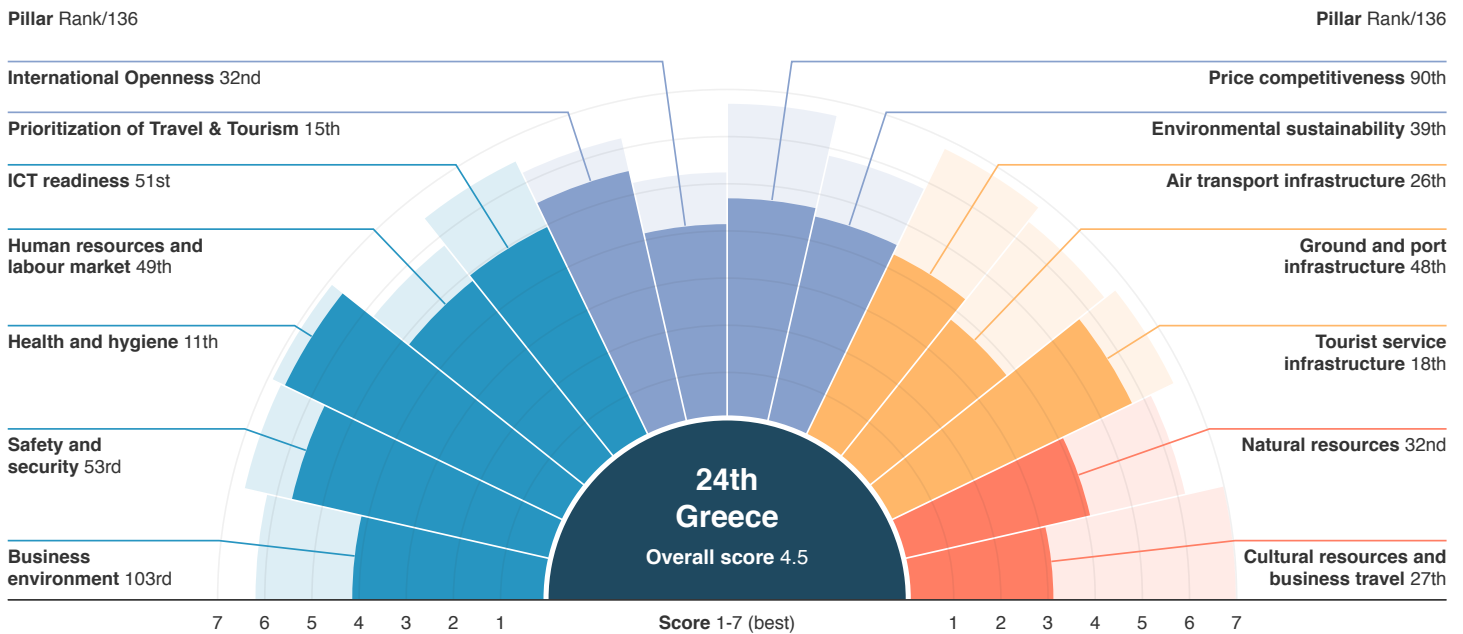
## Key Indicators

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

<b>International tourist arrivals</b>	23,599,455	<b>T&amp;T industry GDP</b>	US \$14,704.1 million
<b>International tourism inbound receipts</b>	US \$15,672.7 million	% of total	7.6%
<b>Average receipts per arrival</b>	US \$664.1	<b>T&amp;T industry employment</b>	400,983 jobs
		% of total	11.3%

## Performance Overview

Key Score Highest score



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
<b>Rank</b>	31 / 141	24 / 136
<b>Score</b>	4.4	4.5

## Greece

24th / 136



## Travel &amp; Tourism Competitiveness Index 2017 edition

Index Component	Rank/136	Score*	Index Component	Rank/136	Score*
<b>Business environment</b>	103	4.1	<b>International Openness</b>	32	4.1
Property rights	87	4.1	Visa requirements 0–100 (best)	73	24.0
Business impact of rules on FDI	112	3.8	Openness of bilateral Air Service Agreements 0–38 (best)	60	11.2
Efficiency of legal framework in settling disputes	128	2.4	Number of regional trade agreements in force number	1	53.0
Efficiency of legal framework in challenging regs	83	3.2	<b>Price competitiveness</b>	90	4.7
Time required to deal with construction permits days	55	124	Ticket taxes and airport charges 0–100 (best)	22	90.4
Cost to deal with construction permits % construction cost	66	1.8	Hotel price index US\$	61	127.3
Extent of market dominance	61	3.8	Purchasing power parity PPP \$	107	0.7
Time to start a business days	77	13.0	Fuel price levels US\$ cents/litre	111	163.0
Cost to start a business % GNI per capita	44	2.2	<b>Environmental sustainability</b>	39	4.5
Effect of taxation on incentives to work	133	2.6	Stringency of environmental regulations	49	4.4
Effect of taxation on incentives to invest	134	2.1	Enforcement of environmental regulations	70	3.8
Total tax rate % profits	109	50.7	Sustainability of travel and tourism industry development	53	4.6
<b>Safety and security</b>	53	5.6	Particulate matter (2.5) concentration µg/m3	75	9.1
Business costs of crime and violence	51	5.0	Environmental treaty ratification 0–27 (best)	15	27
Reliability of police services	54	4.7	Baseline water stress 5–0 (best)	108	3.8
Business costs of terrorism	63	5.4	Threatened species % total species	88	6.9
Index of terrorism incidence	105	6.1	Forest cover change % change	48	0.0
Homicide rate /100,000 pop.	1	0.1	Wastewater treatment %	23	77.6
<b>Health and hygiene</b>	11	6.6	Costal shelf fishing pressure tonnes/km2	55	0.1
Physician density /1,000 pop	3	4.4	<b>Air transport infrastructure</b>	26	4.3
Access to improved sanitation % pop.	28	99.0	Quality of air transport infrastructure	43	4.9
Access to improved drinking water % pop.	1	100.0	Available seat kilometres, domestic millions	37	54.4
Hospital beds /10,000 pop.	33	48.0	Available seat kilometres, international millions	34	574.1
HIV prevalence % adult pop.	1	0.2	Aircraft departures /1,000 pop.	28	13.2
Malaria incidence cases/100,000 pop.	1	S.L.	Airport density airports/million pop.	14	4.6
<b>Human resources and labour market</b>	49	4.8	Number of operating airlines Number	16	94.0
Primary education enrollment rate net %	55	96.3	<b>Ground and port infrastructure</b>	48	3.7
Secondary education enrollment rate gross %	30	106.5	Quality of roads	58	4.3
Extent of staff training	74	3.8	Road density % total territorial area	37	-
Degree of customer orientation	46	5.0	Paved road density % total territorial area	32	-
Hiring and firing practices	96	3.4	Quality of railroad infrastructure	60	2.8
Ease of finding skilled employees	40	4.6	Railroad density km of roads/land area	45	1.7
Ease of hiring foreign labour	65	4.1	Quality of port infrastructure	47	4.5
Pay and productivity	84	3.7	Ground transport efficiency	67	3.6
Female participation in the labor force ratio to men	77	0.78	<b>Tourist service infrastructure</b>	18	5.7
<b>ICT readiness</b>	51	4.9	Hotel rooms number/100 pop.	3	3.8
ICT use for biz-to-biz transactions	98	4.3	Quality of tourism infrastructure	44	5.1
Internet use for biz-to-consumer transactions	82	4.2	Presence of major car rental companies	1	7
Internet users % pop.	54	66.8	Automated teller machines number/thousand adult pop.	43	59.1
Fixed-broadband Internet subscriptions /100 pop.	19	30.9	<b>Natural resources</b>	32	4.1
Mobile-cellular telephone subscriptions /100 pop.	75	113.0	Number of World Heritage natural sites number of sites	46	1
Mobile-broadband subscriptions /100 pop.	79	44.0	Total known species number of species	76	476
Mobile network coverage % pop.	36	99.9	Total protected areas % total territorial area	12	34.9
Quality of electricity supply	54	5.3	Natural tourism digital demand 0–100 (best)	19	49
<b>Prioritization of Travel &amp; Tourism</b>	15	5.5	Attractiveness of natural assets	13	6.1
Government prioritization of travel and tourism industry	34	5.5	<b>Cultural resources and business travel</b>	27	3.1
T&T government expenditure % government budget	17	8.0	Number of World Heritage cultural sites number of sites	10	17
Effectiveness of marketing and branding to attract tourists	43	4.8	Oral and intangible cultural heritage number of expressions	36	4
Comprehensiveness of annual T&T data 0–120 (best)	37	80	Sports stadiums number of large stadiums	36	12.0
Timeliness of providing monthly/quarterly T&T data 0–21 (best)	48	19.5	Number of international association meetings 3-year average	28	149.0
Country brand strategy rating 1–10 (best)	67	74.9	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/tcr>

# Guatemala

86th / 136

Travel & Tourism Competitiveness Index 2017 edition



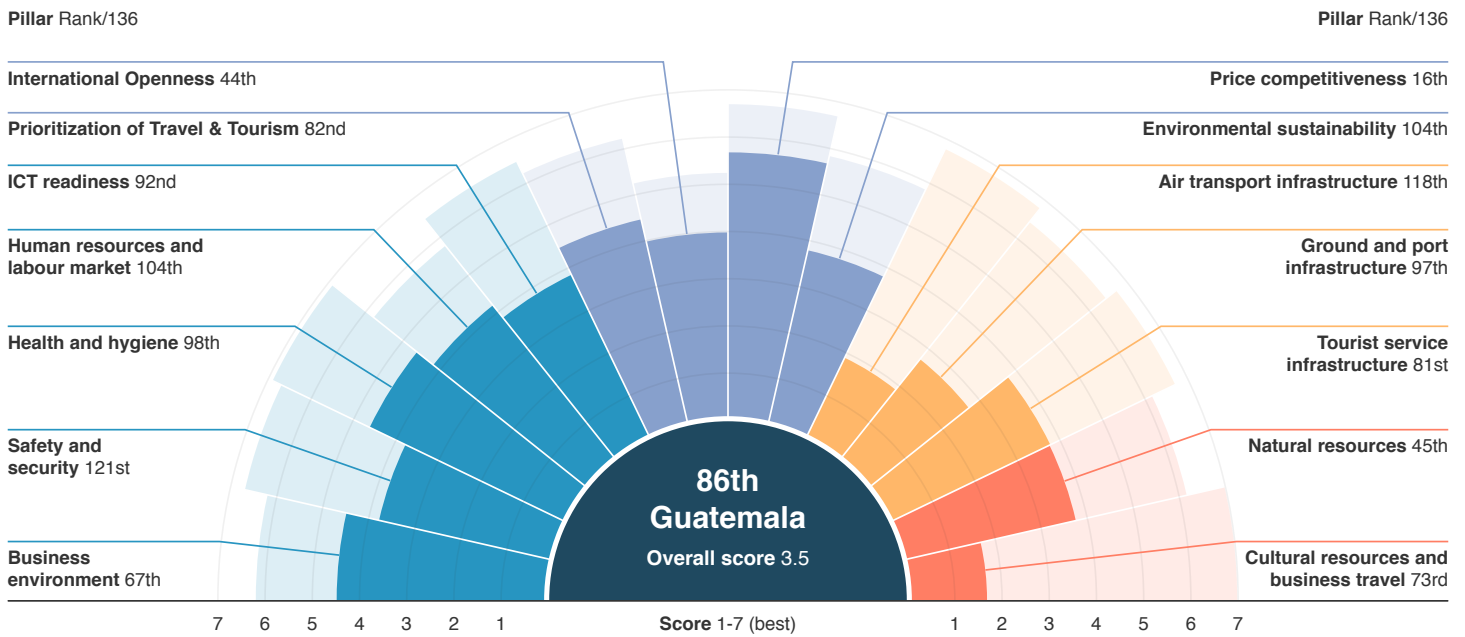
## Key Indicators

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

<b>International tourist arrivals</b>	1,463,696	<b>T&amp;T industry GDP</b>	US \$2,099.2 million
<b>International tourism inbound receipts</b>	US \$1,579.7 million	% of total	3.3%
<b>Average receipts per arrival</b>	US \$1,079.3	<b>T&amp;T industry employment</b>	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



Index Component	Rank/136	Score*	Index Component	Rank/136	Score*
<b>Business environment</b>	67	4.4	<b>International Openness</b>	44	3.9
Property rights	64	4.3	Visa requirements 0–100 (best)	61	29.0
Business impact of rules on FDI	24	5.4	Openness of bilateral Air Service Agreements 0–38 (best)	7	24.8
Efficiency of legal framework in settling disputes	106	3.0	Number of regional trade agreements in force number	53	17.0
Efficiency of legal framework in challenging regs	86	3.1	<b>Price competitiveness</b>	16	5.6
Time required to deal with construction permits days	82	158	Ticket taxes and airport charges 0–100 (best)	18	91.7
Cost to deal with construction permits % construction cost	115	6.8	Hotel price index US\$	24	89.8
Extent of market dominance	44	4.0	Purchasing power parity PPP \$	82	0.5
Time to start a business days	96	19.5	Fuel price levels US\$ cents/litre	30	90.0
Cost to start a business % GNI per capita	111	24.1	<b>Environmental sustainability</b>	104	3.8
Effect of taxation on incentives to work	29	4.4	Stringency of environmental regulations	84	3.7
Effect of taxation on incentives to invest	31	4.1	Enforcement of environmental regulations	79	3.6
Total tax rate % profits	61	35.2	Sustainability of travel and tourism industry development	95	3.9
<b>Safety and security</b>	121	3.7	Particulate matter (2.5) concentration µg/m3	54	6.6
Business costs of crime and violence	133	2.4	Environmental treaty ratification 0–27 (best)	67	21
Reliability of police services	126	2.7	Baseline water stress 5–0 (best)	35	0.5
Business costs of terrorism	110	4.3	Threatened species % total species	116	10.1
Index of terrorism incidence	71	6.9	Forest cover change % change	117	0.1
Homicide rate /100,000 pop.	130	31.2	Wastewater treatment %	73	6.8
<b>Health and hygiene</b>	98	4.6	Costal shelf fishing pressure tonnes/km2	24	0.0
Physician density /1,000 pop	88	0.9	<b>Air transport infrastructure</b>	118	1.9
Access to improved sanitation % pop.	99	63.9	Quality of air transport infrastructure	97	3.9
Access to improved drinking water % pop.	88	92.8	Available seat kilometres, domestic millions	83	0.8
Hospital beds /10,000 pop.	122	6.0	Available seat kilometres, international millions	101	43.1
HIV prevalence % adult pop.	85	0.5	Aircraft departures /1,000 pop.	122	0.2
Malaria incidence cases/100,000 pop.	97	64.9	Airport density airports/million pop.	128	0.2
<b>Human resources and labour market</b>	104	4.1	Number of operating airlines Number	90	21.0
Primary education enrollment rate net %	116	86.4	<b>Ground and port infrastructure</b>	97	2.7
Secondary education enrollment rate gross %	107	63.5	Quality of roads	91	3.4
Extent of staff training	40	4.4	Road density % total territorial area	101	-
Degree of customer orientation	28	5.3	Paved road density % total territorial area	85	-
Hiring and firing practices	40	4.1	Quality of railroad infrastructure	n/a	n/a
Ease of finding skilled employees	62	4.3	Railroad density km of roads/land area	n/a	n/a
Ease of hiring foreign labour	31	4.5	Quality of port infrastructure	86	3.7
Pay and productivity	57	4.2	Ground transport efficiency	124	2.3
Female participation in the labor force ratio to men	119	0.51	<b>Tourist service infrastructure</b>	81	3.7
<b>ICT readiness</b>	92	3.8	Hotel rooms number/100 pop.	87	0.3
ICT use for biz-to-biz transactions	49	4.9	Quality of tourism infrastructure	89	4.4
Internet use for biz-to-consumer transactions	63	4.6	Presence of major car rental companies	51	6
Internet users % pop.	99	27.1	Automated teller machines number/thousand adult pop.	83	35.8
Fixed-broadband Internet subscriptions /100 pop.	97	2.8	<b>Natural resources</b>	45	3.7
Mobile-cellular telephone subscriptions /100 pop.	77	111.5	Number of World Heritage natural sites number of sites	78	1
Mobile-broadband subscriptions /100 pop.	125	10.1	Total known species number of species	27	1067
Mobile network coverage % pop.	1	100.0	Total protected areas % total territorial area	18	31.8
Quality of electricity supply	43	5.7	Natural tourism digital demand 0–100 (best)	48	21
<b>Prioritization of Travel &amp; Tourism</b>	82	4.4	Attractiveness of natural assets	43	5.6
Government prioritization of travel and tourism industry	105	4.0	<b>Cultural resources and business travel</b>	73	1.6
T&T government expenditure % government budget	40	4.7	Number of World Heritage cultural sites number of sites	74	3
Effectiveness of marketing and branding to attract tourists	110	3.4	Oral and intangible cultural heritage number of expressions	43	3
Comprehensiveness of annual T&T data 0–120 (best)	79	61	Sports stadiums number of large stadiums	97	2.0
Timeliness of providing monthly/quarterly T&T data 0–21 (best)	28	20.0	Number of international association meetings 3-year average	66	27.0
Country brand strategy rating 1–10 (best)	59	76.6	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/tcr>

# Honduras

90th / 136

Travel & Tourism Competitiveness Index 2017 edition



## Key Indicators

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

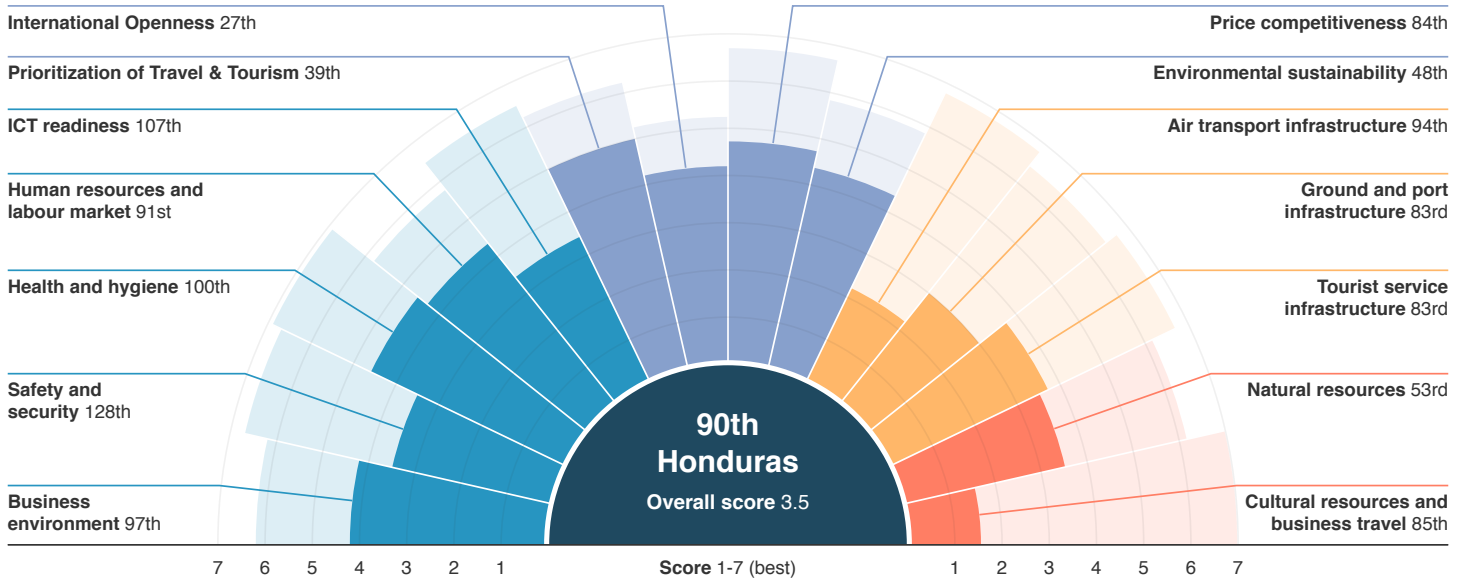
International tourist arrivals	880,269	T&T industry GDP	US \$1,109.0 million
International tourism inbound receipts	US \$650.4 million	% of total	5.5%
Average receipts per arrival	US \$738.9	T&T industry employment	156,699 jobs
		% of total	4.8%

## Performance Overview

Key Score Highest score

Pillar Rank/136

Pillar Rank/136



## 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



Index Component	Rank/136	Score*	Index Component	Rank/136	Score*
<b>Business environment</b>	97	4.2	<b>International Openness</b>	27	4.2
Property rights	96	4.0	Visa requirements 0–100 (best)	61	29.0
Business impact of rules on FDI	53	4.8	Openness of bilateral Air Service Agreements 0–38 (best)	6	26.6
Efficiency of legal framework in settling disputes	90	3.2	Number of regional trade agreements in force number	48	19.0
Efficiency of legal framework in challenging regs	100	3.0	<b>Price competitiveness</b>	84	4.7
Time required to deal with construction permits days	23	89	Ticket taxes and airport charges 0–100 (best)	125	39.5
Cost to deal with construction permits % construction cost	109	6.0	Hotel price index US\$	36	103.5
Extent of market dominance	92	3.4	Purchasing power parity PPP \$	80	0.5
Time to start a business days	77	13.0	Fuel price levels US\$ cents/litre	44	103.0
Cost to start a business % GNI per capita	123	41.1	<b>Environmental sustainability</b>	48	4.3
Effect of taxation on incentives to work	95	3.6	Stringency of environmental regulations	62	4.2
Effect of taxation on incentives to invest	123	2.8	Enforcement of environmental regulations	61	4.0
Total tax rate % profits	95	44.4	Sustainability of travel and tourism industry development	62	4.4
<b>Safety and security</b>	128	3.5	Particulate matter (2.5) concentration µg/m3	48	6.0
Business costs of crime and violence	132	2.4	Environmental treaty ratification 0–27 (best)	43	23
Reliability of police services	129	2.5	Baseline water stress 5–0 (best)	23	0.3
Business costs of terrorism	108	4.4	Threatened species % total species	92	7.3
Index of terrorism incidence	64	7.0	Forest cover change % change	89	0.1
Homicide rate /100,000 pop.	136	74.6	Wastewater treatment %	95	1.8
<b>Health and hygiene</b>	100	4.6	Costal shelf fishing pressure tonnes/km2	17	0.0
Physician density /1,000 pop	103	0.4	<b>Air transport infrastructure</b>	94	2.2
Access to improved sanitation % pop.	81	82.6	Quality of air transport infrastructure	83	4.1
Access to improved drinking water % pop.	94	91.2	Available seat kilometres, domestic millions	77	1.3
Hospital beds /10,000 pop.	116	7.0	Available seat kilometres, international millions	117	23.4
HIV prevalence % adult pop.	76	0.4	Aircraft departures /1,000 pop.	68	3.2
Malaria incidence cases/100,000 pop.	100	138.2	Airport density airports/million pop.	43	1.6
<b>Human resources and labour market</b>	91	4.3	Number of operating airlines Number	101	19.0
Primary education enrollment rate net %	83	93.0	<b>Ground and port infrastructure</b>	83	3.0
Secondary education enrollment rate gross %	102	70.8	Quality of roads	75	3.8
Extent of staff training	50	4.2	Road density % total territorial area	102	-
Degree of customer orientation	65	4.7	Paved road density % total territorial area	103	-
Hiring and firing practices	54	3.9	Quality of railroad infrastructure	n/a	n/a
Ease of finding skilled employees	70	4.2	Railroad density km of roads/land area	n/a	n/a
Ease of hiring foreign labour	23	4.6	Quality of port infrastructure	51	4.5
Pay and productivity	68	3.9	Ground transport efficiency	126	2.2
Female participation in the labor force ratio to men	117	0.57	<b>Tourist service infrastructure</b>	83	3.7
<b>ICT readiness</b>	107	3.4	Hotel rooms number/100 pop.	85	0.3
ICT use for biz-to-biz transactions	63	4.7	Quality of tourism infrastructure	66	4.7
Internet use for biz-to-consumer transactions	77	4.3	Presence of major car rental companies	51	6
Internet users % pop.	112	20.4	Automated teller machines number/thousand adult pop.	94	24.6
Fixed-broadband Internet subscriptions /100 pop.	99	2.3	<b>Natural resources</b>	53	3.5
Mobile-cellular telephone subscriptions /100 pop.	101	95.5	Number of World Heritage natural sites number of sites	46	1
Mobile-broadband subscriptions /100 pop.	113	17.2	Total known species number of species	30	1032
Mobile network coverage % pop.	44	99.9	Total protected areas % total territorial area	49	21.6
Quality of electricity supply	97	3.7	Natural tourism digital demand 0–100 (best)	75	11
<b>Prioritization of Travel &amp; Tourism</b>	39	5.0	Attractiveness of natural assets	26	5.9
Government prioritization of travel and tourism industry	41	5.3	<b>Cultural resources and business travel</b>	85	1.5
T&T government expenditure % government budget	48	4.1	Number of World Heritage cultural sites number of sites	97	1
Effectiveness of marketing and branding to attract tourists	52	4.7	Oral and intangible cultural heritage number of expressions	71	1
Comprehensiveness of annual T&T data 0–120 (best)	61	7.1	Sports stadiums number of large stadiums	66	5.0
Timeliness of providing monthly/quarterly T&T data 0–21 (best)	28	20.0	Number of international association meetings 3-year average	95	8.0
Country brand strategy rating 1–10 (best)	34	80.5	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/tcr>

# Hong Kong SAR

11th / 136

Travel & Tourism Competitiveness Index 2017 edition



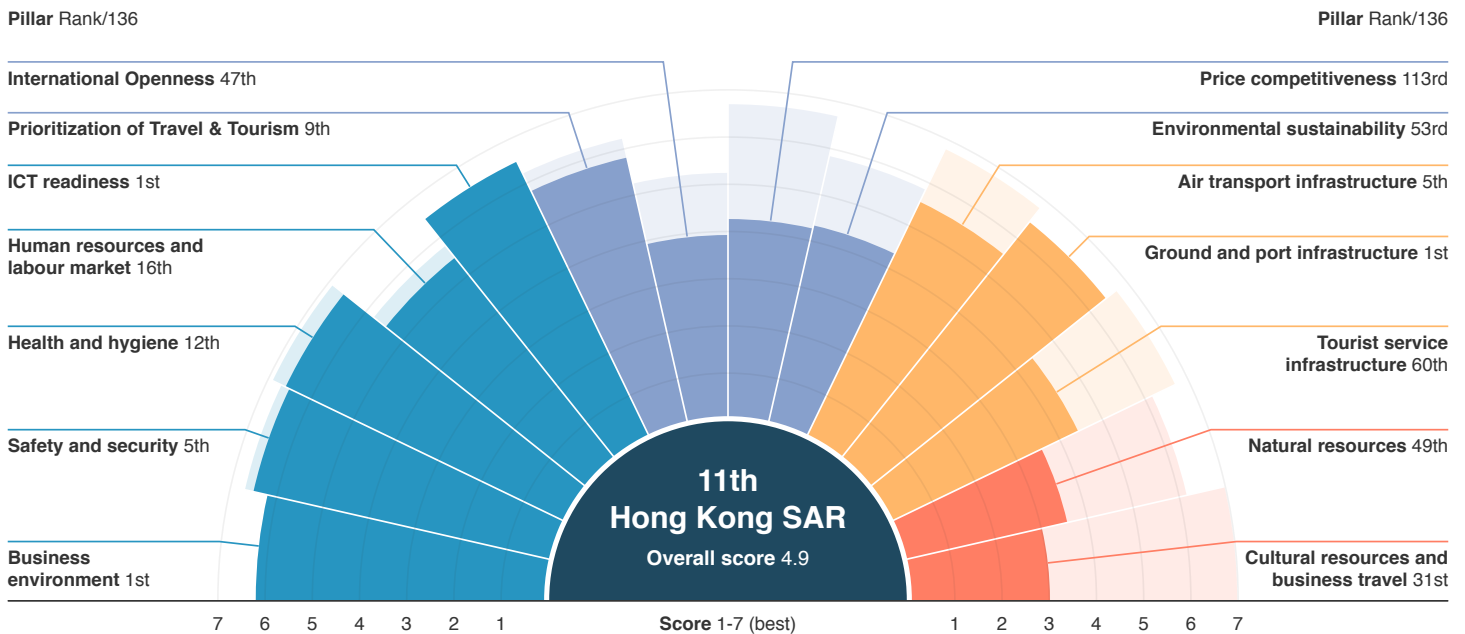
## Key Indicators

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

<b>International tourist arrivals</b>	26,686,026	<b>T&amp;T industry GDP</b>	US \$25,020.7 million
<b>International tourism inbound receipts</b>	US \$36,150.2 million	% of total	8.0%
<b>Average receipts per arrival</b>	US \$1,354.6	<b>T&amp;T industry employment</b>	327,967 jobs
		% of total	8.6%

## Performance Overview

Key Score Highest score



## 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



Index Component	Rank/136	Score*	Index Component	Rank/136	Score*
<b>Business environment</b>	1	6.2	<b>International Openness</b>	47	3.9
Property rights	7	6.2	Visa requirements 0–100 (best)	3	80.0
Business impact of rules on FDI	2	6.4	Openness of bilateral Air Service Agreements 0–38 (best)	27	14.8
Efficiency of legal framework in settling disputes	2	6.0	Number of regional trade agreements in force number	68	8.0
Efficiency of legal framework in challenging regs	3	5.6	<b>Price competitiveness</b>	113	4.2
Time required to deal with construction permits days	11	72	Ticket taxes and airport charges 0–100 (best)	27	86.8
Cost to deal with construction permits % construction cost	27	0.7	Hotel price index US\$	91	184.5
Extent of market dominance	21	4.5	Purchasing power parity PPP \$	111	0.7
Time to start a business days	2	1.5	Fuel price levels US\$ cents/litre	105	156.0
Cost to start a business % GNI per capita	13	0.6	<b>Environmental sustainability</b>	53	4.3
Effect of taxation on incentives to work	4	5.9	Stringency of environmental regulations	46	4.5
Effect of taxation on incentives to invest	3	6.0	Enforcement of environmental regulations	37	4.5
Total tax rate % profits	20	22.9	Sustainability of travel and tourism industry development	30	4.9
<b>Safety and security</b>	5	6.5	Particulate matter (2.5) concentration µg/m3	129	18.4
Business costs of crime and violence	9	6.1	Environmental treaty ratification 0–27 (best)	n/a	n/a
Reliability of police services	15	6.2	Baseline water stress 5–0 (best)	n/a	n/a
Business costs of terrorism	11	6.2	Threatened species % total species	118	10.4
Index of terrorism incidence	1	7.0	Forest cover change % change	5	0.0
Homicide rate /100,000 pop.	23	0.9	Wastewater treatment %	14	90.9
<b>Health and hygiene</b>	12	6.6	Costal shelf fishing pressure tonnes/km2	105	11.8
Physician density /1,000 pop	n/a	n/a	<b>Air transport infrastructure</b>	5	5.5
Access to improved sanitation % pop.	28	99.0	Quality of air transport infrastructure	3	6.6
Access to improved drinking water % pop.	1	100.0	Available seat kilometres, domestic millions	105	0.0
Hospital beds /10,000 pop.	30	52.4	Available seat kilometres, international millions	10	2640.8
HIV prevalence % adult pop.	1	0.1	Aircraft departures /1,000 pop.	13	31.3
Malaria incidence cases/100,000 pop.	1	M.F.	Airport density airports/million pop.	136	0.1
<b>Human resources and labour market</b>	16	5.4	Number of operating airlines Number	17	90.0
Primary education enrollment rate net %	70	94.6	<b>Ground and port infrastructure</b>	1	6.4
Secondary education enrollment rate gross %	43	100.8	Quality of roads	3	6.2
Extent of staff training	25	4.8	Road density % total territorial area	11	-
Degree of customer orientation	10	5.7	Paved road density % total territorial area	9	-
Hiring and firing practices	2	5.7	Quality of railroad infrastructure	3	6.4
Ease of finding skilled employees	35	4.7	Railroad density km of roads/land area	n/a	n/a
Ease of hiring foreign labour	47	4.3	Quality of port infrastructure	4	6.4
Pay and productivity	3	5.5	Ground transport efficiency	3	6.1
Female participation in the labor force ratio to men	72	0.80	<b>Tourist service infrastructure</b>	60	4.4
<b>ICT readiness</b>	1	6.5	Hotel rooms number/100 pop.	26	1.2
ICT use for biz-to-biz transactions	20	5.7	Quality of tourism infrastructure	9	5.9
Internet use for biz-to-consumer transactions	27	5.4	Presence of major car rental companies	102	3
Internet users % pop.	20	84.9	Automated teller machines number/thousand adult pop.	65	49.8
Fixed-broadband Internet subscriptions /100 pop.	15	32.1	<b>Natural resources</b>	49	3.5
Mobile-cellular telephone subscriptions /100 pop.	2	228.7	Number of World Heritage natural sites number of sites	n/a	n/a
Mobile-broadband subscriptions /100 pop.	16	107.2	Total known species number of species	125	280
Mobile network coverage % pop.	1	100.0	Total protected areas % total territorial area	4	41.8
Quality of electricity supply	3	6.8	Natural tourism digital demand 0–100 (best)	50	21
<b>Prioritization of Travel &amp; Tourism</b>	9	5.8	Attractiveness of natural assets	106	4.1
Government prioritization of travel and tourism industry	11	6.1	<b>Cultural resources and business travel</b>	31	3.0
T&T government expenditure % government budget	18	7.7	Number of World Heritage cultural sites number of sites	n/a	n/a
Effectiveness of marketing and branding to attract tourists	8	5.7	Oral and intangible cultural heritage number of expressions	n/a	n/a
Comprehensiveness of annual T&T data 0–120 (best)	79	61	Sports stadiums number of large stadiums	77	4.0
Timeliness of providing monthly/quarterly T&T data 0–21 (best)	28	20.0	Number of international association meetings 3-year average	38	106.7
Country brand strategy rating 1–10 (best)	17	84.8	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/tcr>

# Hungary

49th / 136

Travel & Tourism Competitiveness Index 2017 edition



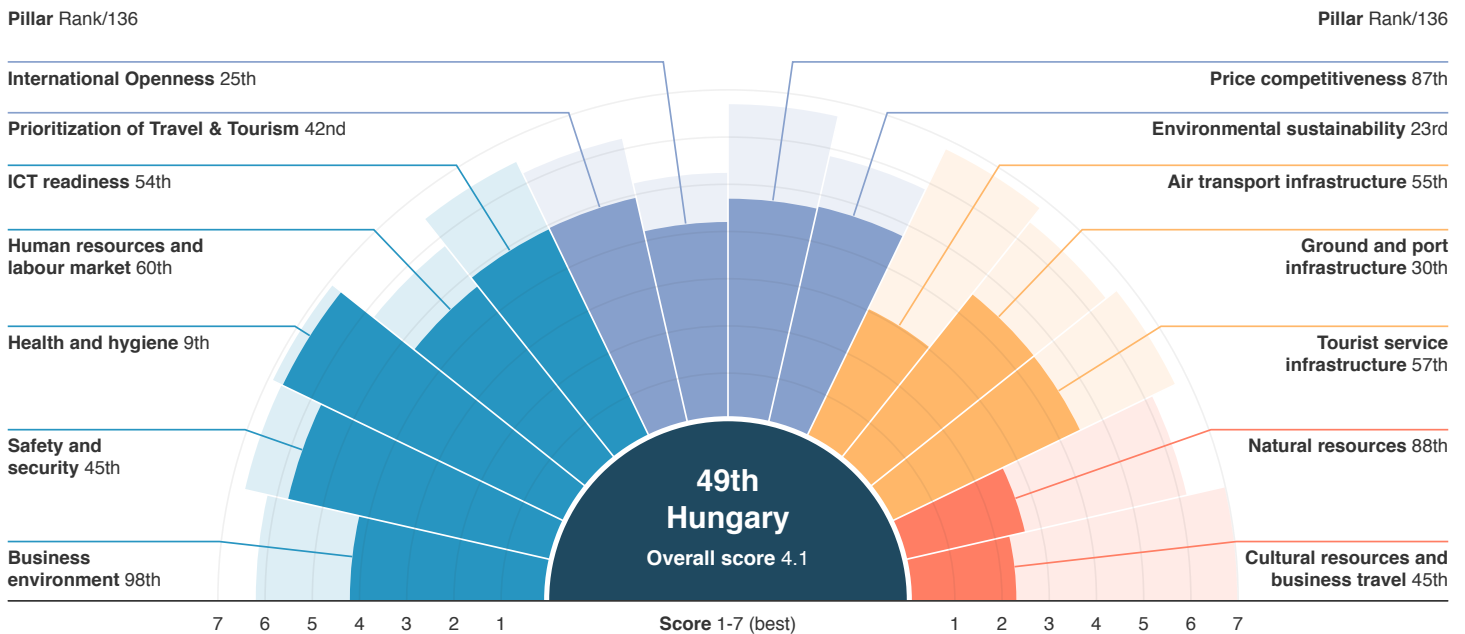
## Key Indicators

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

International tourist arrivals	14,316,000	T&T industry GDP	US \$4,778.6 million
International tourism inbound receipts	US \$5,343.6 million	% of total	4.0%
Average receipts per arrival	US \$373.3	T&T industry employment	246,232 jobs
		% of total	5.8%

## Performance Overview

Key Score Highest score



## 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*	Index Component	Rank/136	Score*
<b>Business environment</b>	98	4.2	<b>International Openness</b>	25	4.2
Property rights	132	2.9	Visa requirements 0–100 (best)	73	24.0
Business impact of rules on FDI	38	5.1	Openness of bilateral Air Service Agreements 0–38 (best)	45	12.2
Efficiency of legal framework in settling disputes	112	2.9	Number of regional trade agreements in force number	1	53.0
Efficiency of legal framework in challenging regs	107	2.8	<b>Price competitiveness</b>	87	4.7
Time required to deal with construction permits days	101	202	Ticket taxes and airport charges 0–100 (best)	103	58.5
Cost to deal with construction permits % construction cost	5	0.2	Hotel price index US\$	13	82.2
Extent of market dominance	111	3.1	Purchasing power parity PPP \$	76	0.5
Time to start a business days	40	7.0	Fuel price levels US\$ cents/litre	114	165.0
Cost to start a business % GNI per capita	68	7.1	<b>Environmental sustainability</b>	23	4.7
Effect of taxation on incentives to work	99	3.5	Stringency of environmental regulations	73	4.0
Effect of taxation on incentives to invest	38	4.0	Enforcement of environmental regulations	90	3.4
Total tax rate % profits	98	46.5	Sustainability of travel and tourism industry development	112	3.5
<b>Safety and security</b>	45	5.7	Particulate matter (2.5) concentration µg/m3	120	13.4
Business costs of crime and violence	17	5.7	Environmental treaty ratification 0–27 (best)	10	28
Reliability of police services	69	4.3	Baseline water stress 5–0 (best)	39	0.6
Business costs of terrorism	88	4.8	Threatened species % total species	41	4.4
Index of terrorism incidence	42	7.0	Forest cover change % change	81	0.1
Homicide rate /100,000 pop.	40	1.5	Wastewater treatment %	42	51.1
<b>Health and hygiene</b>	9	6.6	Costal shelf fishing pressure tonnes/km2	n/a	n/a
Physician density /1,000 pop	33	3.1	<b>Air transport infrastructure</b>	55	3.0
Access to improved sanitation % pop.	35	98.0	Quality of air transport infrastructure	73	4.3
Access to improved drinking water % pop.	1	100.0	Available seat kilometres, domestic millions	105	0.0
Hospital beds /10,000 pop.	7	72.0	Available seat kilometres, international millions	70	159.1
HIV prevalence % adult pop.	1	0.1	Aircraft departures /1,000 pop.	26	14.8
Malaria incidence cases/100,000 pop.	1	M.F.	Airport density airports/million pop.	114	0.4
<b>Human resources and labour market</b>	60	4.7	Number of operating airlines Number	42	56.0
Primary education enrollment rate net %	96	90.6	<b>Ground and port infrastructure</b>	30	4.4
Secondary education enrollment rate gross %	31	105.2	Quality of roads	68	4.1
Extent of staff training	113	3.4	Road density % total territorial area	7	-
Degree of customer orientation	71	4.6	Paved road density % total territorial area	31	-
Hiring and firing practices	30	4.4	Quality of railroad infrastructure	41	3.5
Ease of finding skilled employees	131	3.2	Railroad density km of roads/land area	6	8.5
Ease of hiring foreign labour	7	5.0	Quality of port infrastructure	101	3.2
Pay and productivity	106	3.5	Ground transport efficiency	12	5.3
Female participation in the labor force ratio to men	60	0.82	<b>Tourist service infrastructure</b>	57	4.4
<b>ICT readiness</b>	54	4.9	Hotel rooms number/100 pop.	47	0.7
ICT use for biz-to-biz transactions	54	4.9	Quality of tourism infrastructure	70	4.6
Internet use for biz-to-consumer transactions	62	4.6	Presence of major car rental companies	51	6
Internet users % pop.	40	72.8	Automated teller machines number/thousand adult pop.	49	58.0
Fixed-broadband Internet subscriptions /100 pop.	30	27.4	<b>Natural resources</b>	88	2.6
Mobile-cellular telephone subscriptions /100 pop.	62	118.9	Number of World Heritage natural sites number of sites	46	1
Mobile-broadband subscriptions /100 pop.	89	39.8	Total known species number of species	106	385
Mobile network coverage % pop.	65	99.0	Total protected areas % total territorial area	46	22.6
Quality of electricity supply	72	4.8	Natural tourism digital demand 0–100 (best)	100	3
<b>Prioritization of Travel &amp; Tourism</b>	42	4.9	Attractiveness of natural assets	104	4.1
Government prioritization of travel and tourism industry	76	4.7	<b>Cultural resources and business travel</b>	45	2.3
T&T government expenditure % government budget	32	5.3	Number of World Heritage cultural sites number of sites	30	7
Effectiveness of marketing and branding to attract tourists	91	3.8	Oral and intangible cultural heritage number of expressions	30	5
Comprehensiveness of annual T&T data 0–120 (best)	4	109	Sports stadiums number of large stadiums	77	4.0
Timeliness of providing monthly/quarterly T&T data 0–21 (best)	70	18.0	Number of international association meetings 3-year average	35	126.3
Country brand strategy rating 1–10 (best)	55	77.7	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/tcr>

# Iceland

25th / 136

Travel & Tourism Competitiveness Index 2017 edition



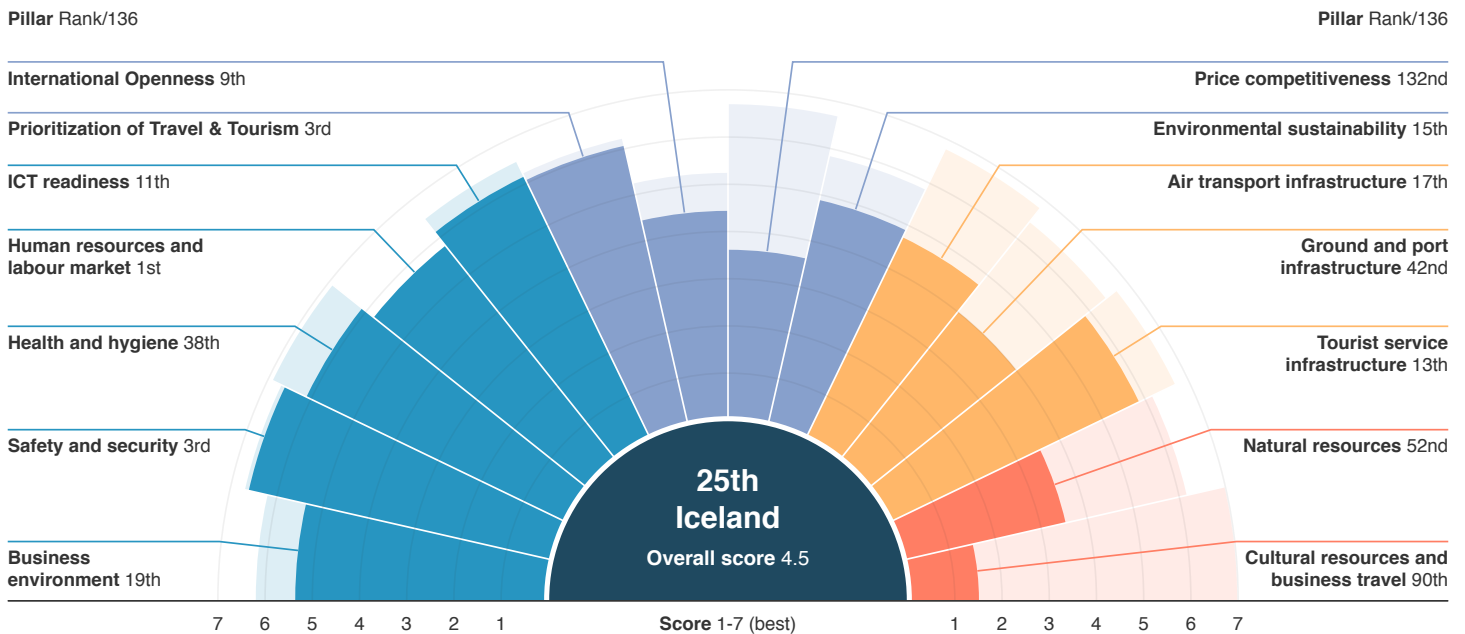
## Key Indicators

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

<b>International tourist arrivals</b>	1,289,140	<b>T&amp;T industry GDP</b>	US \$1,312.9 million
<b>International tourism inbound receipts</b>	US \$1,617.1 million	% of total	8.2%
<b>Average receipts per arrival</b>	US \$1,254.4	<b>T&amp;T industry employment</b>	12,265 jobs
		% of total	6.7%

## Performance Overview

Key Score Highest score



## Past performance

Travel & Tourism Competitiveness Edition	2015	2017
Rank	18 / 141	25 / 136
Score	4.5	4.5

## Iceland

25th / 136



## Travel &amp; Tourism Competitiveness Index 2017 edition

Index Component	Rank/136	Score*	Index Component	Rank/136	Score*
<b>Business environment</b>	19	5.3	<b>International Openness</b>	9	4.4
Property rights	16	5.8	Visa requirements 0–100 (best)	73	24.0
Business impact of rules on FDI	120	3.6	Openness of bilateral Air Service Agreements 0–38 (best)	21	16.4
Efficiency of legal framework in settling disputes	16	5.2	Number of regional trade agreements in force number	31	40.0
Efficiency of legal framework in challenging regs	12	5.3	<b>Price competitiveness</b>	132	3.6
Time required to deal with construction permits days	16	84	Ticket taxes and airport charges 0–100 (best)	57	78.9
Cost to deal with construction permits % construction cost	14	0.4	Hotel price index US\$	n/a	n/a
Extent of market dominance	62	3.8	Purchasing power parity PPP \$	131	1.1
Time to start a business days	10	3.5	Fuel price levels US\$ cents/litre	131	186.0
Cost to start a business % GNI per capita	39	2.0	<b>Environmental sustainability</b>	15	4.8
Effect of taxation on incentives to work	51	4.1	Stringency of environmental regulations	23	5.3
Effect of taxation on incentives to invest	37	4.1	Enforcement of environmental regulations	20	5.3
Total tax rate % profits	36	30.1	Sustainability of travel and tourism industry development	43	4.7
<b>Safety and security</b>	3	6.6	Particulate matter (2.5) concentration µg/m3	5	1.5
Business costs of crime and violence	8	6.1	Environmental treaty ratification 0–27 (best)	67	21
Reliability of police services	8	6.4	Baseline water stress 5–0 (best)	1	0.0
Business costs of terrorism	4	6.4	Threatened species % total species	103	8.2
Index of terrorism incidence	34	7.0	Forest cover change % change	n/a	n/a
Homicide rate /100,000 pop.	3	0.3	Wastewater treatment %	33	60.1
<b>Health and hygiene</b>	38	6.1	Costal shelf fishing pressure tonnes/km2	76	0.3
Physician density /1,000 pop	23	3.5	<b>Air transport infrastructure</b>	17	4.7
Access to improved sanitation % pop.	30	98.8	Quality of air transport infrastructure	11	6.0
Access to improved drinking water % pop.	1	100.0	Available seat kilometres, domestic millions	72	2.2
Hospital beds /10,000 pop.	55	32.0	Available seat kilometres, international millions	71	155.4
HIV prevalence % adult pop.	1	0.2	Aircraft departures /1,000 pop.	2	93.4
Malaria incidence cases/100,000 pop.	1	S.L.	Airport density airports/million pop.	1	25.7
<b>Human resources and labour market</b>	1	5.8	Number of operating airlines Number	90	21.0
Primary education enrollment rate net %	15	99.0	<b>Ground and port infrastructure</b>	42	4.0
Secondary education enrollment rate gross %	12	118.6	Quality of roads	38	4.8
Extent of staff training	17	5.1	Road density % total territorial area	108	-
Degree of customer orientation	15	5.6	Paved road density % total territorial area	90	-
Hiring and firing practices	4	5.6	Quality of railroad infrastructure	52	3.0
Ease of finding skilled employees	3	5.5	Railroad density km of roads/land area	n/a	n/a
Ease of hiring foreign labour	30	4.5	Quality of port infrastructure	8	5.9
Pay and productivity	14	4.9	Ground transport efficiency	21	4.9
Female participation in the labor force ratio to men	12	0.95	<b>Tourist service infrastructure</b>	13	5.8
<b>ICT readiness</b>	11	6.1	Hotel rooms number/100 pop.	2	4.1
ICT use for biz-to-biz transactions	15	5.8	Quality of tourism infrastructure	50	5.1
Internet use for biz-to-consumer transactions	20	5.6	Presence of major car rental companies	1	7
Internet users % pop.	1	98.2	Automated teller machines number/thousand adult pop.	31	71.5
Fixed-broadband Internet subscriptions /100 pop.	10	37.0	<b>Natural resources</b>	52	3.5
Mobile-cellular telephone subscriptions /100 pop.	73	114.0	Number of World Heritage natural sites number of sites	46	1
Mobile-broadband subscriptions /100 pop.	22	93.4	Total known species number of species	134	134
Mobile network coverage % pop.	65	99.0	Total protected areas % total territorial area	72	16.7
Quality of electricity supply	8	6.7	Natural tourism digital demand 0–100 (best)	17	50
<b>Prioritization of Travel &amp; Tourism</b>	3	6.0	Attractiveness of natural assets	4	6.5
Government prioritization of travel and tourism industry	17	5.8	<b>Cultural resources and business travel</b>	90	1.5
T&T government expenditure % government budget	8	10.3	Number of World Heritage cultural sites number of sites	97	1
Effectiveness of marketing and branding to attract tourists	4	6.0	Oral and intangible cultural heritage number of expressions	93	0
Comprehensiveness of annual T&T data 0–120 (best)	50	75	Sports stadiums number of large stadiums	119	0.0
Timeliness of providing monthly/quarterly T&T data 0–21 (best)	28	20.0	Number of international association meetings 3-year average	59	38.7
Country brand strategy rating 1–10 (best)	62	75.9	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/tcr>

# India

40th / 136

Travel & Tourism Competitiveness Index 2017 edition



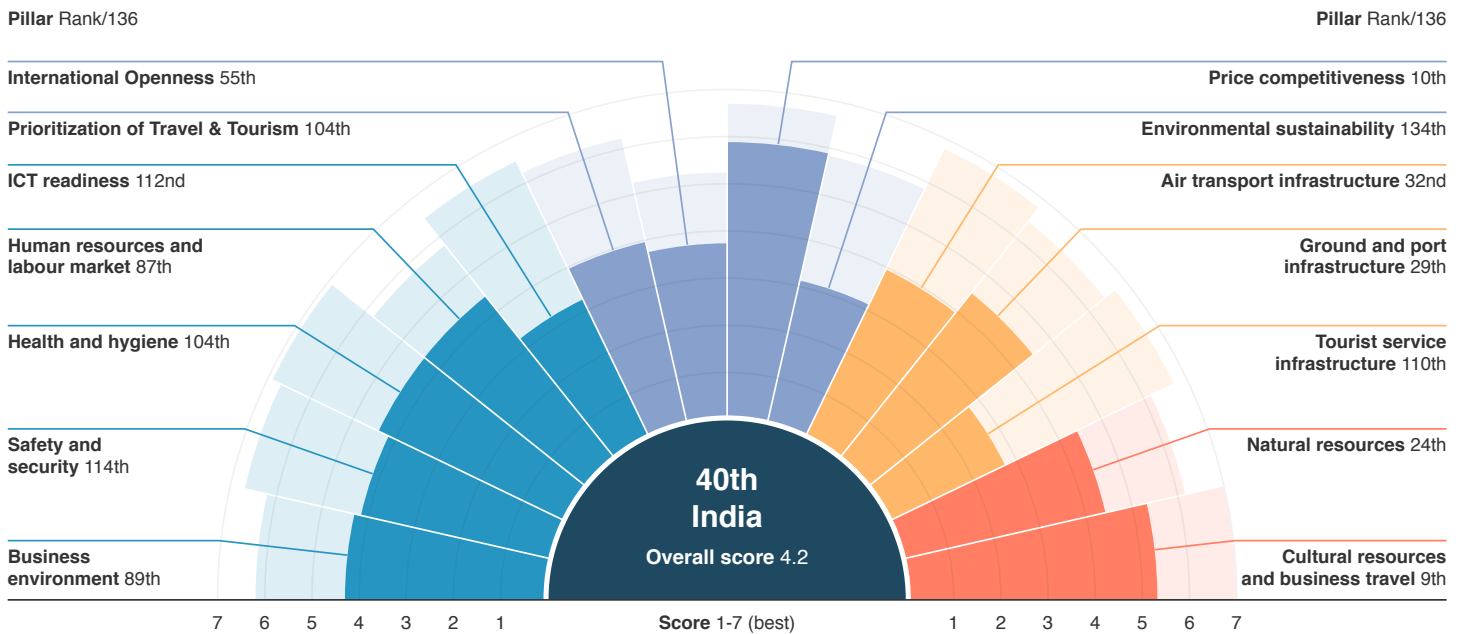
## Key Indicators

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

<b>International tourist arrivals</b>	8,027,133	<b>T&amp;T industry GDP</b>	US \$41,582.4 million
<b>International tourism inbound receipts</b>	US \$21,012.7 million	% of total	2.0%
<b>Average receipts per arrival</b>	US \$2,617.7	<b>T&amp;T industry employment</b>	23,454,400 jobs
		% of total	5.5%

## Performance Overview

Key Score Highest score



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
<b>Rank</b>	52 / 141	40 / 136
<b>Score</b>	4.0	4.2



## India

40th / 136



## Travel &amp; Tourism Competitiveness Index 2017 edition

Index Component	Rank/136	Score*	Index Component	Rank/136	Score*
<b>Business environment</b>	89	4.3	<b>International Openness</b>	55	3.7
Property rights	99	3.9	Visa requirements 0–100 (best)	49	37.0
Business impact of rules on FDI	71	4.6	Openness of bilateral Air Service Agreements 0–38 (best)	28	14.6
Efficiency of legal framework in settling disputes	32	4.6	Number of regional trade agreements in force number	47	20.0
Efficiency of legal framework in challenging regs	29	4.4	<b>Price competitiveness</b>	10	5.8
Time required to deal with construction permits days	98	190	Ticket taxes and airport charges 0–100 (best)	25	88.0
Cost to deal with construction permits % construction cost	134	25.9	Hotel price index US\$	16	84.5
Extent of market dominance	31	4.2	Purchasing power parity PPP \$	1	0.3
Time to start a business days	110	26.0	Fuel price levels US\$ cents/litre	35	91.0
Cost to start a business % GNI per capita	89	13.8	<b>Environmental sustainability</b>	134	3.1
Effect of taxation on incentives to work	36	4.4	Stringency of environmental regulations	51	4.4
Effect of taxation on incentives to invest	24	4.5	Enforcement of environmental regulations	43	4.4
Total tax rate % profits	123	60.6	Sustainability of travel and tourism industry development	78	4.2
<b>Safety and security</b>	114	4.1	Particulate matter (2.5) concentration µg/m3	135	32.9
Business costs of crime and violence	80	4.4	Environmental treaty ratification 0–27 (best)	31	24
Reliability of police services	53	4.7	Baseline water stress 5–0 (best)	106	3.7
Business costs of terrorism	120	4.0	Threatened species % total species	126	13.5
Index of terrorism incidence	126	1.0	Forest cover change % change	34	0.0
Homicide rate /100,000 pop.	69	3.2	Wastewater treatment %	93	2.2
<b>Health and hygiene</b>	104	4.4	Costal shelf fishing pressure tonnes/km2	86	0.6
Physician density /1,000 pop	94	0.7	<b>Air transport infrastructure</b>	32	3.9
Access to improved sanitation % pop.	119	39.6	Quality of air transport infrastructure	63	4.5
Access to improved drinking water % pop.	80	94.1	Available seat kilometres, domestic millions	7	1763.4
Hospital beds /10,000 pop.	116	7.0	Available seat kilometres, international millions	17	2013.8
HIV prevalence % adult pop.	60	0.3	Aircraft departures /1,000 pop.	108	0.6
Malaria incidence cases/100,000 pop.	109	1312.4	Airport density airports/million pop.	133	0.2
<b>Human resources and labour market</b>	87	4.4	Number of operating airlines Number	18	89.0
Primary education enrollment rate net %	100	90.0	<b>Ground and port infrastructure</b>	29	4.5
Secondary education enrollment rate gross %	99	74.3	Quality of roads	50	4.4
Extent of staff training	30	4.6	Road density % total territorial area	22	-
Degree of customer orientation	70	4.6	Paved road density % total territorial area	28	-
Hiring and firing practices	15	4.8	Quality of railroad infrastructure	23	4.5
Ease of finding skilled employees	49	4.5	Railroad density km of roads/land area	40	2.0
Ease of hiring foreign labour	57	4.2	Quality of port infrastructure	48	4.5
Pay and productivity	33	4.5	Ground transport efficiency	28	4.7
Female participation in the labor force ratio to men	128	0.35	<b>Tourist service infrastructure</b>	110	2.7
<b>ICT readiness</b>	112	3.2	Hotel rooms number/100 pop.	133	0.0
ICT use for biz-to-biz transactions	84	4.5	Quality of tourism infrastructure	76	4.5
Internet use for biz-to-consumer transactions	64	4.6	Presence of major car rental companies	102	3
Internet users % pop.	101	26.0	Automated teller machines number/thousand adult pop.	100	18.1
Fixed-broadband Internet subscriptions /100 pop.	105	1.3	<b>Natural resources</b>	24	4.4
Mobile-cellular telephone subscriptions /100 pop.	121	78.1	Number of World Heritage natural sites number of sites	6	8
Mobile-broadband subscriptions /100 pop.	126	9.4	Total known species number of species	10	1889
Mobile network coverage % pop.	114	93.5	Total protected areas % total territorial area	115	5.3
Quality of electricity supply	87	4.3	Natural tourism digital demand 0–100 (best)	45	23
<b>Prioritization of Travel &amp; Tourism</b>	104	3.9	Attractiveness of natural assets	113	4.0
Government prioritization of travel and tourism industry	102	4.1	<b>Cultural resources and business travel</b>	9	5.3
T&T government expenditure % government budget	125	1.0	Number of World Heritage cultural sites number of sites	6	28
Effectiveness of marketing and branding to attract tourists	94	3.8	Oral and intangible cultural heritage number of expressions	8	13
Comprehensiveness of annual T&T data 0–120 (best)	114	39	Sports stadiums number of large stadiums	5	87.0
Timeliness of providing monthly/quarterly T&T data 0–21 (best)	3	22.0	Number of international association meetings 3-year average	30	140.7
Country brand strategy rating 1–10 (best)	81	72.6	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/tcr>

# Indonesia

42nd / 136

Travel & Tourism Competitiveness Index 2017 edition



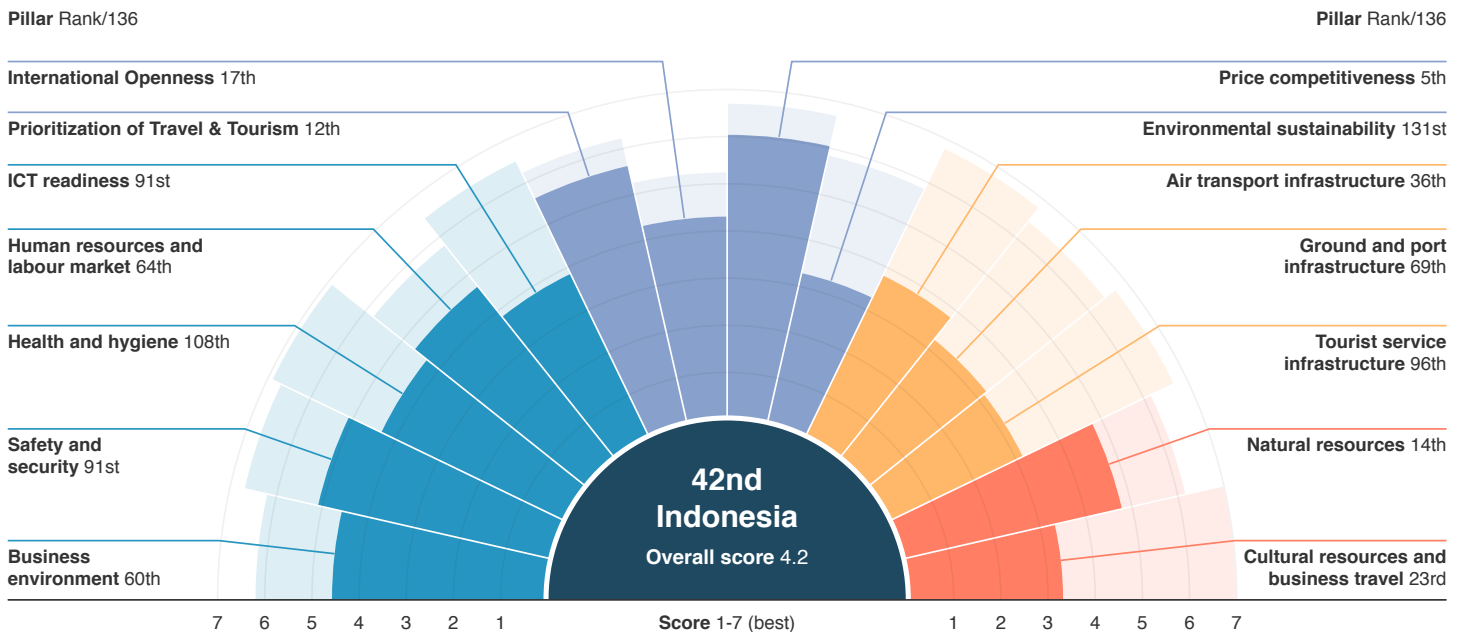
## Key Indicators

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

International tourist arrivals	10,406,759	T&T industry GDP	US \$28,208.9 million
International tourism inbound receipts	US \$10,761.0 million	% of total	3.3%
Average receipts per arrival	US \$1,034.0	T&T industry employment	3,468,440 jobs
		% of total	2.9%

## Performance Overview

Key Score Highest score



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 &amp; Tourism Competitiveness Index 2017 edition

Index Component	Rank/136	Score*	Index Component	Rank/136	Score*
<b>Business environment</b>	60	4.5	<b>International Openness</b>	17	4.3
Property rights	60	4.4	Visa requirements 0–100 (best)	2	86.0
Business impact of rules on FDI	91	4.3	Openness of bilateral Air Service Agreements 0–38 (best)	31	14.3
Efficiency of legal framework in settling disputes	52	4.0	Number of regional trade agreements in force number	57	13.0
Efficiency of legal framework in challenging regs	42	3.9	<b>Price competitiveness</b>	5	6.0
Time required to deal with construction permits days	100	2.00	Ticket taxes and airport charges 0–100 (best)	42	81.2
Cost to deal with construction permits % construction cost	103	5.1	Hotel price index US\$	7	76.0
Extent of market dominance	43	4.0	Purchasing power parity PPP \$	8	0.3
Time to start a business days	105	24.9	Fuel price levels US\$ cents/litre	13	62.0
Cost to start a business % GNI per capita	103	19.4	<b>Environmental sustainability</b>	131	3.2
Effect of taxation on incentives to work	42	4.2	Stringency of environmental regulations	76	3.9
Effect of taxation on incentives to invest	35	4.1	Enforcement of environmental regulations	60	4.0
Total tax rate % profits	39	30.6	Sustainability of travel and tourism industry development	60	4.5
<b>Safety and security</b>	91	5.1	Particulate matter (2.5) concentration µg/m3	73	9.0
Business costs of crime and violence	100	3.9	Environmental treaty ratification 0–27 (best)	67	21
Reliability of police services	70	4.3	Baseline water stress 5–0 (best)	88	2.8
Business costs of terrorism	113	4.2	Threatened species % total species	127	13.5
Index of terrorism incidence	107	5.9	Forest cover change % change	113	0.1
Homicide rate /100,000 pop.	6	0.5	Wastewater treatment %	109	0.0
<b>Health and hygiene</b>	108	4.3	Costal shelf fishing pressure tonnes/km2	69	0.2
Physician density /1,000 pop	109	0.2	<b>Air transport infrastructure</b>	36	3.8
Access to improved sanitation % pop.	103	60.8	Quality of air transport infrastructure	62	4.5
Access to improved drinking water % pop.	102	87.4	Available seat kilometres, domestic millions	6	1839.4
Hospital beds /10,000 pop.	110	9.0	Available seat kilometres, international millions	26	1030.5
HIV prevalence % adult pop.	85	0.5	Aircraft departures /1,000 pop.	77	2.5
Malaria incidence cases/100,000 pop.	111	1611.3	Airport density airports/million pop.	91	0.7
<b>Human resources and labour market</b>	64	4.6	Number of operating airlines Number	35	62.0
Primary education enrollment rate net %	103	89.7	<b>Ground and port infrastructure</b>	69	3.2
Secondary education enrollment rate gross %	90	82.5	Quality of roads	74	3.9
Extent of staff training	34	4.5	Road density % total territorial area	72	-
Degree of customer orientation	49	4.9	Paved road density % total territorial area	69	-
Hiring and firing practices	27	4.4	Quality of railroad infrastructure	39	3.8
Ease of finding skilled employees	45	4.6	Railroad density km of roads/land area	82	0.2
Ease of hiring foreign labour	59	4.1	Quality of port infrastructure	75	3.9
Pay and productivity	29	4.6	Ground transport efficiency	45	4.0
Female participation in the labor force ratio to men	113	0.61	<b>Tourist service infrastructure</b>	96	3.1
<b>ICT readiness</b>	91	3.8	Hotel rooms number/100 pop.	93	0.2
ICT use for biz-to-biz transactions	58	4.8	Quality of tourism infrastructure	53	4.9
Internet use for biz-to-consumer transactions	28	5.4	Presence of major car rental companies	113	2
Internet users % pop.	106	22.0	Automated teller machines number/thousand adult pop.	66	49.6
Fixed-broadband Internet subscriptions /100 pop.	107	1.1	<b>Natural resources</b>	14	4.7
Mobile-cellular telephone subscriptions /100 pop.	40	132.3	Number of World Heritage natural sites number of sites	11	4
Mobile-broadband subscriptions /100 pop.	82	42.0	Total known species number of species	4	2762
Mobile network coverage % pop.	108	95.0	Total protected areas % total territorial area	79	14.7
Quality of electricity supply	88	4.2	Natural tourism digital demand 0–100 (best)	43	23
<b>Prioritization of Travel &amp; Tourism</b>	12	5.6	Attractiveness of natural assets	53	5.4
Government prioritization of travel and tourism industry	67	4.8	<b>Cultural resources and business travel</b>	23	3.3
T&T government expenditure % government budget	13	9.3	Number of World Heritage cultural sites number of sites	55	4
Effectiveness of marketing and branding to attract tourists	51	4.7	Oral and intangible cultural heritage number of expressions	18	8
Comprehensiveness of annual T&T data 0–120 (best)	21	90	Sports stadiums number of large stadiums	16	30.0
Timeliness of providing monthly/quarterly T&T data 0–21 (best)	28	20.0	Number of international association meetings 3-year average	39	100.3
Country brand strategy rating 1–10 (best)	47	79.1	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/tcr>

# Iran, Islamic Rep.

93rd / 136

Travel & Tourism Competitiveness Index 2017 edition



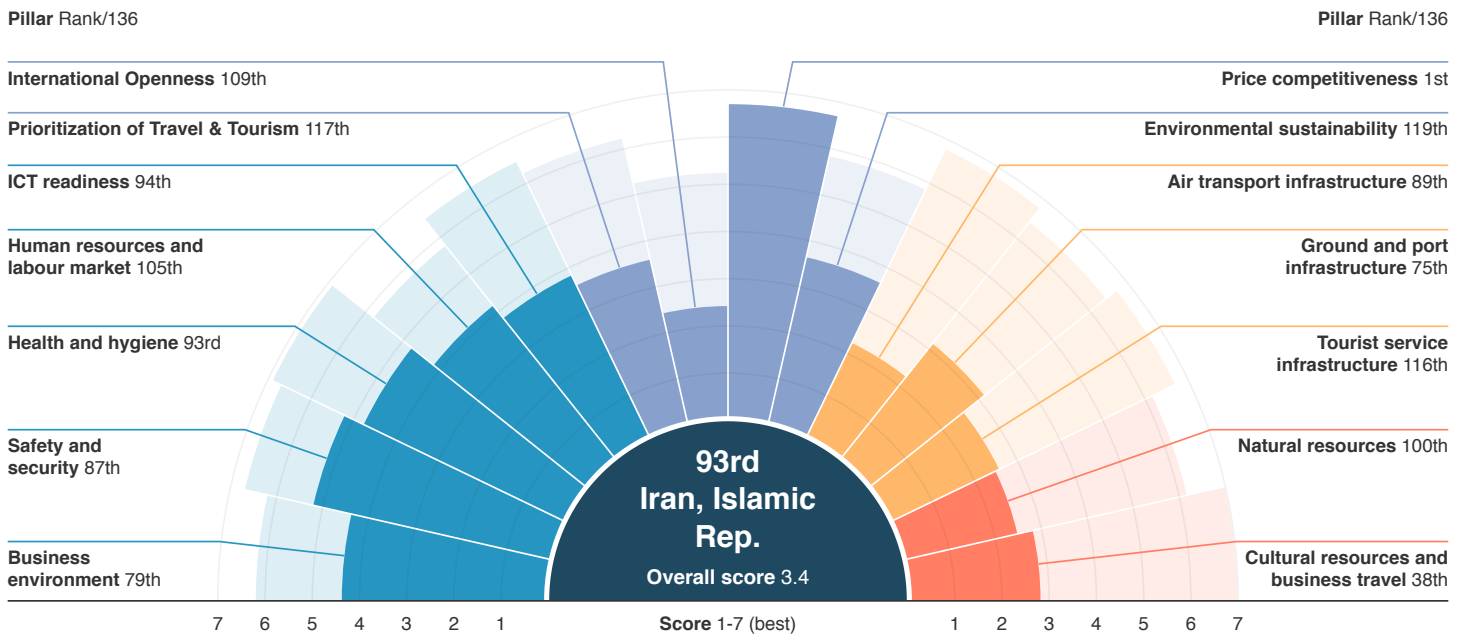
## Key Indicators

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

<b>International tourist arrivals</b>	5,237,000	<b>T&amp;T industry GDP</b>	US \$10,145.7 million
<b>International tourism inbound receipts</b>	US \$3,483.0 million	% of total	2.5%
<b>Average receipts per arrival</b>	US \$665.1	<b>T&amp;T industry employment</b>	476,019 jobs
		% of total	1.9%

## Performance Overview

Key Score Highest score



## Past performance

Travel & Tourism Competitiveness Edition	2015	2017
<b>Rank</b>	97 / 141	93 / 136
<b>Score</b>	3.3	3.4

# Iran, Islamic Rep.

# 93rd /136



## Travel & Tourism Competitiveness Index 2017 edition

Index Component	Rank/136	Score*	Index Component	Rank/136	Score*
<b>Business environment</b>	79	4.3	<b>International Openness</b>	109	2.4
Property rights	102	3.9	Visa requirements 0–100 (best)	37	49.0
Business impact of rules on FDI	131	3.2	Openness of bilateral Air Service Agreements 0–38 (best)	123	5.2
Efficiency of legal framework in settling disputes	74	3.5	Number of regional trade agreements in force number	117	2.0
Efficiency of legal framework in challenging regs	95	3.0	<b>Price competitiveness</b>	1	6.7
Time required to deal with construction permits days	31	99	Ticket taxes and airport charges 0–100 (best)	13	92.9
Cost to deal with construction permits % construction cost	63	1.7	Hotel price index US\$	n/a	n/a
Extent of market dominance	74	3.6	Purchasing power parity PPP \$	10	0.3
Time to start a business days	84	15.0	Fuel price levels US\$ cents/litre	5	18.7
Cost to start a business % GNI per capita	26	1.1	<b>Environmental sustainability</b>	119	3.6
Effect of taxation on incentives to work	77	3.8	Stringency of environmental regulations	93	3.5
Effect of taxation on incentives to invest	76	3.5	Enforcement of environmental regulations	85	3.5
Total tax rate % profits	94	44.1	Sustainability of travel and tourism industry development	119	3.2
<b>Safety and security</b>	87	5.2	Particulate matter (2.5) concentration µg/m3	84	10.1
Business costs of crime and violence	78	4.4	Environmental treaty ratification 0–27 (best)	54	22
Reliability of police services	72	4.3	Baseline water stress 5–0 (best)	118	4.8
Business costs of terrorism	104	4.5	Threatened species % total species	91	7.2
Index of terrorism incidence	98	6.4	Forest cover change % change	1	0.0
Homicide rate /100,000 pop.	84	4.8	Wastewater treatment %	87	3.7
<b>Health and hygiene</b>	93	4.7	Costal shelf fishing pressure tonnes/km2	61	0.2
Physician density /1,000 pop	91	0.9	<b>Air transport infrastructure</b>	89	2.2
Access to improved sanitation % pop.	69	90.0	Quality of air transport infrastructure	110	3.4
Access to improved drinking water % pop.	71	96.2	Available seat kilometres, domestic millions	32	100.0
Hospital beds /10,000 pop.	135	1.0	Available seat kilometres, international millions	62	188.6
HIV prevalence % adult pop.	1	0.1	Aircraft departures /1,000 pop.	82	2.0
Malaria incidence cases/100,000 pop.	76	0.0	Airport density airports/million pop.	93	0.7
<b>Human resources and labour market</b>	105	4.1	Number of operating airlines Number	57	38.0
Primary education enrollment rate net %	14	99.2	<b>Ground and port infrastructure</b>	75	3.1
Secondary education enrollment rate gross %	77	89.2	Quality of roads	67	4.1
Extent of staff training	119	3.4	Road density % total territorial area	109	-
Degree of customer orientation	125	3.8	Paved road density % total territorial area	75	-
Hiring and firing practices	75	3.6	Quality of railroad infrastructure	44	3.5
Ease of finding skilled employees	92	3.9	Railroad density km of roads/land area	68	0.5
Ease of hiring foreign labour	121	3.2	Quality of port infrastructure	73	3.9
Pay and productivity	111	3.4	Ground transport efficiency	58	3.8
Female participation in the labor force ratio to men	135	0.22	<b>Tourist service infrastructure</b>	116	2.5
<b>ICT readiness</b>	94	3.8	Hotel rooms number/100 pop.	114	0.1
ICT use for biz-to-biz transactions	116	4.0	Quality of tourism infrastructure	124	3.4
Internet use for biz-to-consumer transactions	106	3.8	Presence of major car rental companies	129	1
Internet users % pop.	86	45.3	Automated teller machines number/thousand adult pop.	50	56.6
Fixed-broadband Internet subscriptions /100 pop.	68	10.9	<b>Natural resources</b>	100	2.4
Mobile-cellular telephone subscriptions /100 pop.	103	93.4	Number of World Heritage natural sites number of sites	46	1
Mobile-broadband subscriptions /100 pop.	109	20.0	Total known species number of species	56	691
Mobile network coverage % pop.	112	94.2	Total protected areas % total territorial area	106	7.3
Quality of electricity supply	62	5.0	Natural tourism digital demand 0–100 (best)	86	7
<b>Prioritization of Travel &amp; Tourism</b>	117	3.6	Attractiveness of natural assets	119	3.8
Government prioritization of travel and tourism industry	114	3.6	<b>Cultural resources and business travel</b>	38	2.8
T&T government expenditure % government budget	78	3.0	Number of World Heritage cultural sites number of sites	9	20
Effectiveness of marketing and branding to attract tourists	112	3.4	Oral and intangible cultural heritage number of expressions	12	12
Comprehensiveness of annual T&T data 0–120 (best)	125	34	Sports stadiums number of large stadiums	33	13.0
Timeliness of providing monthly/quarterly T&T data 0–21 (best)	118	3.0	Number of international association meetings 3-year average	99	7.0
Country brand strategy rating 1–10 (best)	37	80.2	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/tcr>

# Ireland

23rd / 136

Travel & Tourism Competitiveness Index 2017 edition



## Key Indicators

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

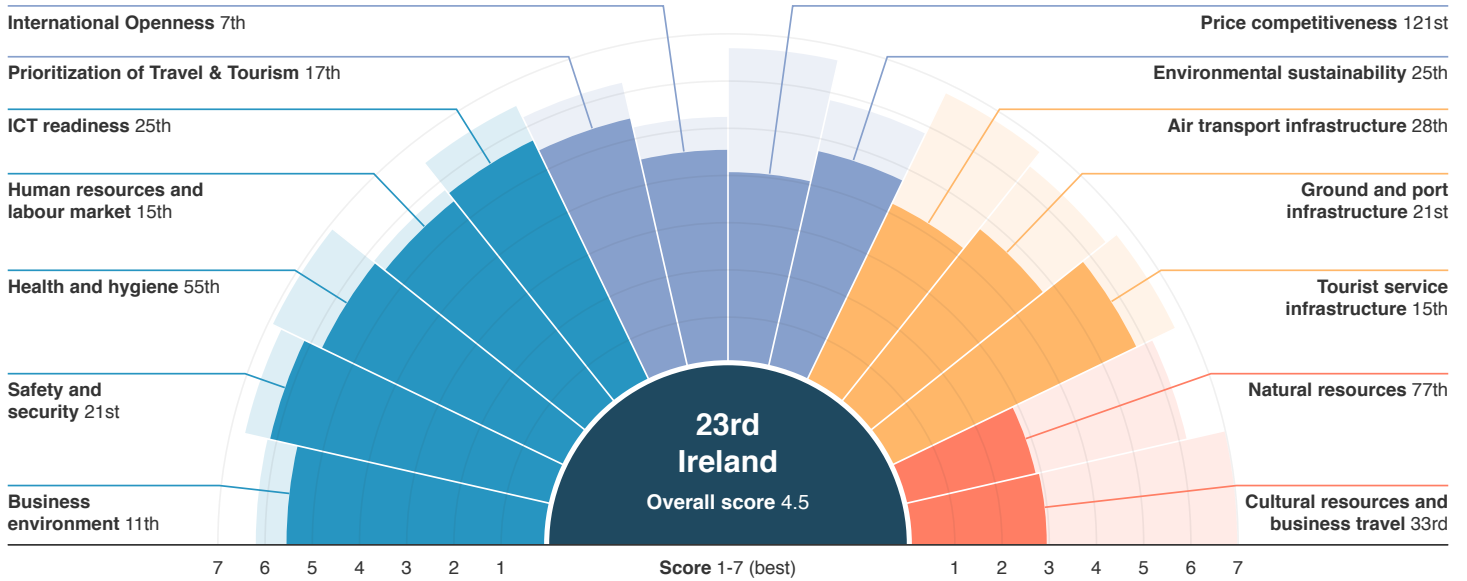
International tourist arrivals	9,528,000	T&T industry GDP	US \$5,006.1 million
International tourism inbound receipts	US \$4,793.0 million	% of total	2.2%
Average receipts per arrival	US \$503.0	T&T industry employment	43,507 jobs
		% of total	2.2%

## Performance Overview

Key Score Highest score

Pillar Rank/136

Pillar Rank/136



## Past performance

Travel & Tourism Competitiveness Edition	2015	2017
Rank	19 / 141	23 / 136
Score	4.5	4.5

## Ireland

23rd / 136



## Travel &amp; Tourism Competitiveness Index 2017 edition

Index Component	Rank/136	Score*	Index Component	Rank/136	Score*
<b>Business environment</b>	11	5.5	<b>International Openness</b>	7	4.5
Property rights	8	6.2	Visa requirements 0–100 (best)	105	23.0
Business impact of rules on FDI	1	6.4	Openness of bilateral Air Service Agreements 0–38 (best)	16	18.7
Efficiency of legal framework in settling disputes	30	4.7	Number of regional trade agreements in force number	1	53.0
Efficiency of legal framework in challenging regs	16	4.9	<b>Price competitiveness</b>	121	4.0
Time required to deal with construction permits days	71	150	Ticket taxes and airport charges 0–100 (best)	39	82.0
Cost to deal with construction permits % construction cost	107	5.4	Hotel price index US\$	67	134.7
Extent of market dominance	20	4.6	Purchasing power parity PPP \$	122	0.9
Time to start a business days	22	5.0	Fuel price levels US\$ cents/litre	130	184.0
Cost to start a business % GNI per capita	4	0.2	<b>Environmental sustainability</b>	25	4.7
Effect of taxation on incentives to work	84	3.7	Stringency of environmental regulations	26	5.2
Effect of taxation on incentives to invest	16	4.7	Enforcement of environmental regulations	23	5.1
Total tax rate % profits	26	26.0	Sustainability of travel and tourism industry development	12	5.3
<b>Safety and security</b>	21	6.1	Particulate matter (2.5) concentration µg/m3	13	3.5
Business costs of crime and violence	42	5.2	Environmental treaty ratification 0–27 (best)	15	27
Reliability of police services	19	6.1	Baseline water stress 5–0 (best)	65	1.7
Business costs of terrorism	16	6.1	Threatened species % total species	55	5.3
Index of terrorism incidence	101	6.3	Forest cover change % change	107	0.1
Homicide rate /100,000 pop.	32	1.1	Wastewater treatment %	41	51.1
<b>Health and hygiene</b>	55	5.7	Costal shelf fishing pressure tonnes/km2	67	0.2
Physician density /1,000 pop	43	2.7	<b>Air transport infrastructure</b>	28	4.2
Access to improved sanitation % pop.	68	90.5	Quality of air transport infrastructure	25	5.6
Access to improved drinking water % pop.	61	97.9	Available seat kilometres, domestic millions	85	0.7
Hospital beds /10,000 pop.	57	29.0	Available seat kilometres, international millions	38	536.2
HIV prevalence % adult pop.	60	0.3	Aircraft departures /1,000 pop.	1	147.1
Malaria incidence cases/100,000 pop.	1	S.L.	Airport density airports/million pop.	28	2.4
<b>Human resources and labour market</b>	15	5.5	Number of operating airlines Number	49	44.0
Primary education enrollment rate net %	68	94.7	<b>Ground and port infrastructure</b>	21	4.7
Secondary education enrollment rate gross %	10	127.2	Quality of roads	32	5.0
Extent of staff training	23	4.8	Road density % total territorial area	25	-
Degree of customer orientation	21	5.5	Paved road density % total territorial area	19	-
Hiring and firing practices	14	4.8	Quality of railroad infrastructure	35	4.0
Ease of finding skilled employees	4	5.5	Railroad density km of roads/land area	30	2.7
Ease of hiring foreign labour	13	4.9	Quality of port infrastructure	26	5.2
Pay and productivity	7	5.3	Ground transport efficiency	33	4.5
Female participation in the labor force ratio to men	67	0.81	<b>Tourist service infrastructure</b>	15	5.8
<b>ICT readiness</b>	25	5.7	Hotel rooms number/100 pop.	17	1.4
ICT use for biz-to-biz transactions	21	5.7	Quality of tourism infrastructure	27	5.6
Internet use for biz-to-consumer transactions	30	5.3	Presence of major car rental companies	1	7
Internet users % pop.	27	80.1	Automated teller machines number/thousand adult pop.	25	84.8
Fixed-broadband Internet subscriptions /100 pop.	27	27.7	<b>Natural resources</b>	77	2.8
Mobile-cellular telephone subscriptions /100 pop.	93	103.7	Number of World Heritage natural sites number of sites	86	0
Mobile-broadband subscriptions /100 pop.	21	95.0	Total known species number of species	127	266
Mobile network coverage % pop.	65	99.0	Total protected areas % total territorial area	81	14.4
Quality of electricity supply	18	6.5	Natural tourism digital demand 0–100 (best)	40	29
<b>Prioritization of Travel &amp; Tourism</b>	17	5.4	Attractiveness of natural assets	25	5.9
Government prioritization of travel and tourism industry	7	6.3	<b>Cultural resources and business travel</b>	33	2.9
T&T government expenditure % government budget	49	4.1	Number of World Heritage cultural sites number of sites	75	2
Effectiveness of marketing and branding to attract tourists	3	6.2	Oral and intangible cultural heritage number of expressions	93	0
Comprehensiveness of annual T&T data 0–120 (best)	66	66	Sports stadiums number of large stadiums	21	21.0
Timeliness of providing monthly/quarterly T&T data 0–21 (best)	28	20.0	Number of international association meetings 3-year average	33	132.0
Country brand strategy rating 1–10 (best)	56	77.2	Cultural and entertainment tourism digital demand 0–100 (best)	25	27

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# Israel

61st / 136

Travel & Tourism Competitiveness Index 2017 edition



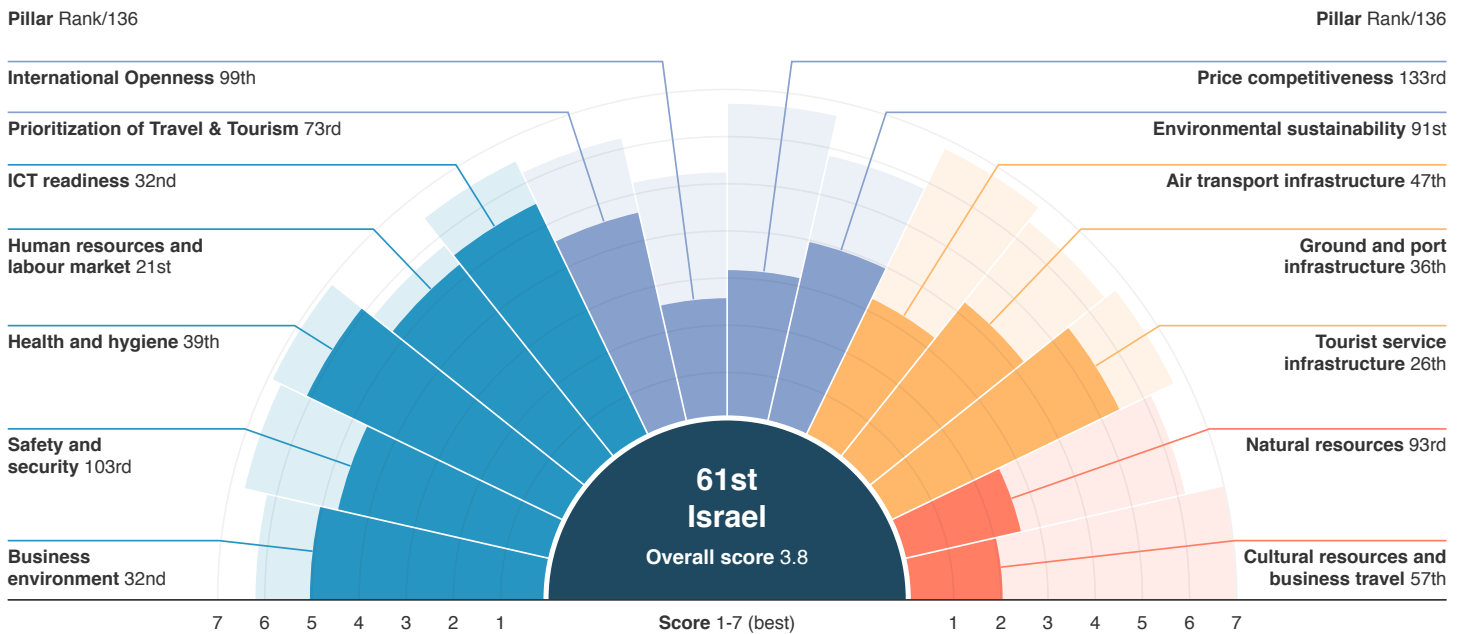
## Key Indicators

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

<b>International tourist arrivals</b>	2,799,502	<b>T&amp;T industry GDP</b>	US \$5,897.8 million
<b>International tourism inbound receipts</b>	US \$5,364.5 million	% of total	2.0%
<b>Average receipts per arrival</b>	US \$1,916.2	<b>T&amp;T industry employment</b>	85,707 jobs
		% of total	2.4%

## Performance Overview

Key Score Highest score



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
<b>Rank</b>	72 / 141	61 / 136
<b>Score</b>	3.7	3.8



## Israel

61st / 136



## Travel &amp; Tourism Competitiveness Index 2017 edition

Index Component	Rank/136	Score*	Index Component	Rank/136	Score*
<b>Business environment</b>	32	5.0	<b>International Openness</b>	99	2.5
Property rights	30	5.4	Visa requirements 0–100 (best)	61	29.0
Business impact of rules on FDI	40	5.0	Openness of bilateral Air Service Agreements 0–38 (best)	79	9.9
Efficiency of legal framework in settling disputes	37	4.5	Number of regional trade agreements in force number	71	7.0
Efficiency of legal framework in challenging regs	32	4.4	<b>Price competitiveness</b>	133	3.1
Time required to deal with construction permits days	107	209	Ticket taxes and airport charges 0–100 (best)	91	64.0
Cost to deal with construction permits % construction cost	60	1.5	Hotel price index US\$	95	204.0
Extent of market dominance	82	3.5	Purchasing power parity PPP \$	126	1.0
Time to start a business days	74	12.0	Fuel price levels US\$ cents/litre	135	208.0
Cost to start a business % GNI per capita	48	3.3	<b>Environmental sustainability</b>	91	3.9
Effect of taxation on incentives to work	37	4.3	Stringency of environmental regulations	41	4.7
Effect of taxation on incentives to invest	36	4.1	Enforcement of environmental regulations	38	4.5
Total tax rate % profits	30	28.1	Sustainability of travel and tourism industry development	81	4.1
<b>Safety and security</b>	103	4.6	Particulate matter (2.5) concentration µg/m3	103	11.6
Business costs of crime and violence	53	5.0	Environmental treaty ratification 0–27 (best)	115	17
Reliability of police services	42	5.1	Baseline water stress 5–0 (best)	122	5.0
Business costs of terrorism	123	3.4	Threatened species % total species	90	7.1
Index of terrorism incidence	120	3.0	Forest cover change % change	87	0.1
Homicide rate /100,000 pop.	48	1.7	Wastewater treatment %	10	94.3
<b>Health and hygiene</b>	39	6.1	Costal shelf fishing pressure tonnes/km2	52	0.1
Physician density /1,000 pop	26	3.3	<b>Air transport infrastructure</b>	47	3.2
Access to improved sanitation % pop.	1	100.0	Quality of air transport infrastructure	30	5.4
Access to improved drinking water % pop.	1	100.0	Available seat kilometres, domestic millions	61	4.3
Hospital beds /10,000 pop.	53	33.0	Available seat kilometres, international millions	37	545.0
HIV prevalence % adult pop.	1	0.2	Aircraft departures /1,000 pop.	48	6.0
Malaria incidence cases/100,000 pop.	1	S.L.	Airport density airports/million pop.	96	0.6
<b>Human resources and labour market</b>	21	5.2	Number of operating airlines Number	28	70.0
Primary education enrollment rate net %	48	96.7	<b>Ground and port infrastructure</b>	36	4.2
Secondary education enrollment rate gross %	40	101.9	Quality of roads	33	4.9
Extent of staff training	28	4.6	Road density % total territorial area	38	-
Degree of customer orientation	53	4.9	Paved road density % total territorial area	29	-
Hiring and firing practices	21	4.5	Quality of railroad infrastructure	43	3.5
Ease of finding skilled employees	6	5.4	Railroad density km of roads/land area	15	5.4
Ease of hiring foreign labour	116	3.4	Quality of port infrastructure	50	4.5
Pay and productivity	28	4.6	Ground transport efficiency	44	4.1
Female participation in the labor force ratio to men	29	0.90	<b>Tourist service infrastructure</b>	26	5.4
<b>ICT readiness</b>	32	5.5	Hotel rooms number/100 pop.	57	0.6
ICT use for biz-to-biz transactions	13	5.8	Quality of tourism infrastructure	56	4.8
Internet use for biz-to-consumer transactions	23	5.6	Presence of major car rental companies	1	7
Internet users % pop.	32	77.4	Automated teller machines number/thousand adult pop.	11	126.1
Fixed-broadband Internet subscriptions /100 pop.	29	27.4	<b>Natural resources</b>	93	2.6
Mobile-cellular telephone subscriptions /100 pop.	36	133.5	Number of World Heritage natural sites number of sites	86	0
Mobile-broadband subscriptions /100 pop.	63	56.1	Total known species number of species	72	510
Mobile network coverage % pop.	65	99.0	Total protected areas % total territorial area	55	19.9
Quality of electricity supply	28	6.2	Natural tourism digital demand 0–100 (best)	70	12
<b>Prioritization of Travel &amp; Tourism</b>	73	4.6	Attractiveness of natural assets	99	4.3
Government prioritization of travel and tourism industry	83	4.6	<b>Cultural resources and business travel</b>	57	2.0
T&T government expenditure % government budget	101	2.1	Number of World Heritage cultural sites number of sites	22	9
Effectiveness of marketing and branding to attract tourists	92	3.8	Oral and intangible cultural heritage number of expressions	93	0
Comprehensiveness of annual T&T data 0–120 (best)	6	104	Sports stadiums number of large stadiums	55	6.0
Timeliness of providing monthly/quarterly T&T data 0–21 (best)	6	21.5	Number of international association meetings 3-year average	58	39.3
Country brand strategy rating 1–10 (best)	48	79.0	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/tcr>

# Italy

8th / 136

Travel & Tourism Competitiveness Index 2017 edition



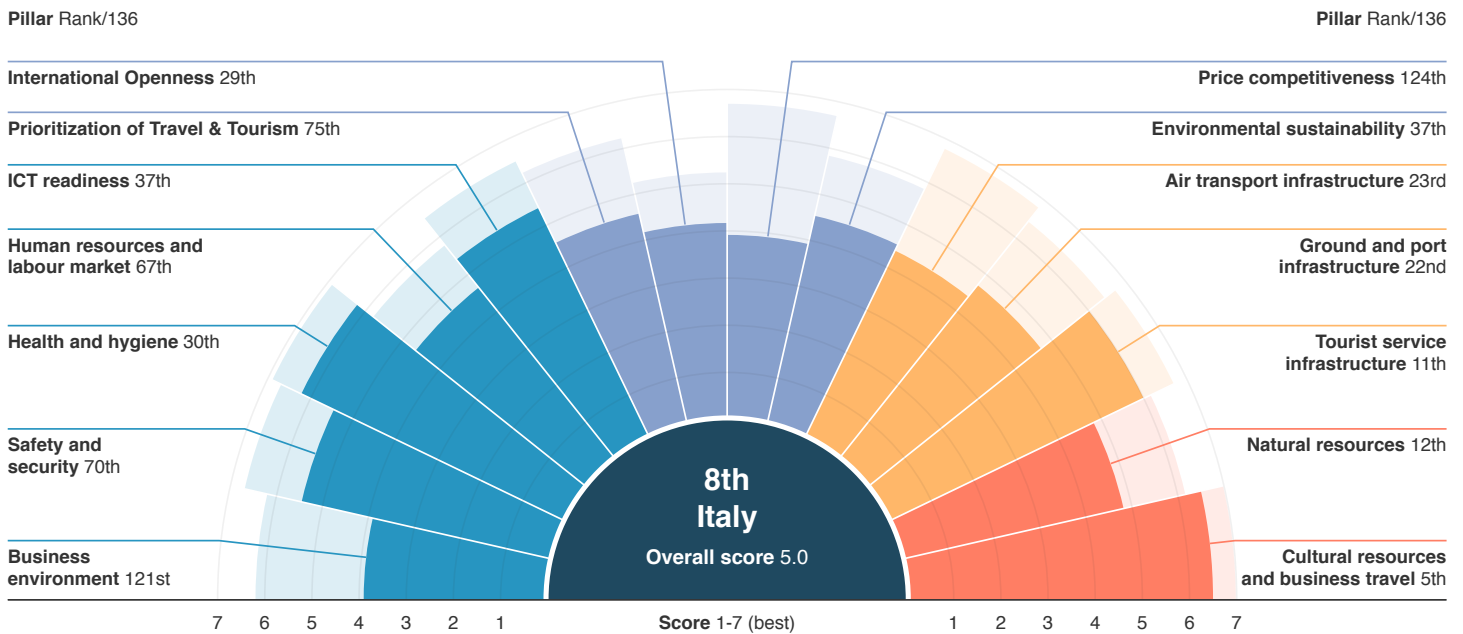
## Key Indicators

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

<b>International tourist arrivals</b>	50,731,770	<b>T&amp;T industry GDP</b>	US \$76,286.3 million
<b>International tourism inbound receipts</b>	US \$39,449.2 million	% of total	4.2%
<b>Average receipts per arrival</b>	US \$777.6	<b>T&amp;T industry employment</b>	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
<b>Rank</b>	8 / 141	8 / 136
<b>Score</b>	5.0	5.0

## Travel &amp; Tourism Competitiveness Index 2017 edition

Index Component	Rank/136	Score*	Index Component	Rank/136	Score*
<b>Business environment</b>	121	3.9	<b>International Openness</b>	29	4.1
Property rights	92	4.0	Visa requirements 0–100 (best)	73	24.0
Business impact of rules on FDI	85	4.4	Openness of bilateral Air Service Agreements 0–38 (best)	51	11.6
Efficiency of legal framework in settling disputes	134	2.2	Number of regional trade agreements in force number	1	53.0
Efficiency of legal framework in challenging regs	124	2.5	<b>Price competitiveness</b>	124	3.9
Time required to deal with construction permits days	114	228	Ticket taxes and airport charges 0–100 (best)	40	82.0
Cost to deal with construction permits % construction cost	91	3.5	Hotel price index US\$	81	158.6
Extent of market dominance	14	5.0	Purchasing power parity PPP \$	115	0.8
Time to start a business days	37	6.5	Fuel price levels US\$ cents/litre	134	201.0
Cost to start a business % GNI per capita	91	13.9	<b>Environmental sustainability</b>	37	4.5
Effect of taxation on incentives to work	128	2.7	Stringency of environmental regulations	53	4.3
Effect of taxation on incentives to invest	135	1.9	Enforcement of environmental regulations	84	3.5
Total tax rate % profits	125	62.0	Sustainability of travel and tourism industry development	106	3.7
<b>Safety and security</b>	70	5.4	Particulate matter (2.5) concentration µg/m3	108	11.8
Business costs of crime and violence	96	4.0	Environmental treaty ratification 0–27 (best)	20	26
Reliability of police services	71	4.3	Baseline water stress 5–0 (best)	101	3.5
Business costs of terrorism	78	5.1	Threatened species % total species	80	6.5
Index of terrorism incidence	87	6.8	Forest cover change % change	27	0.0
Homicide rate /100,000 pop.	20	0.8	Wastewater treatment %	21	81.2
<b>Health and hygiene</b>	30	6.2	Costal shelf fishing pressure tonnes/km2	36	0.1
Physician density /1,000 pop	15	3.8	<b>Air transport infrastructure</b>	23	4.4
Access to improved sanitation % pop.	19	99.5	Quality of air transport infrastructure	60	4.6
Access to improved drinking water % pop.	1	100.0	Available seat kilometres, domestic millions	15	427.5
Hospital beds /10,000 pop.	50	34.0	Available seat kilometres, international millions	16	2026.9
HIV prevalence % adult pop.	60	0.3	Aircraft departures /1,000 pop.	61	4.1
Malaria incidence cases/100,000 pop.	1	M.F.	Airport density airports/million pop.	71	1.0
<b>Human resources and labour market</b>	67	4.6	Number of operating airlines Number	6	154.0
Primary education enrollment rate net %	36	97.5	<b>Ground and port infrastructure</b>	22	4.7
Secondary education enrollment rate gross %	37	102.6	Quality of roads	45	4.6
Extent of staff training	115	3.4	Road density % total territorial area	21	-
Degree of customer orientation	48	4.9	Paved road density % total territorial area	16	-
Hiring and firing practices	120	2.8	Quality of railroad infrastructure	31	4.1
Ease of finding skilled employees	43	4.6	Railroad density km of roads/land area	13	5.7
Ease of hiring foreign labour	56	4.2	Quality of port infrastructure	56	4.4
Pay and productivity	125	3.1	Ground transport efficiency	51	4.0
Female participation in the labor force ratio to men	88	0.74	<b>Tourist service infrastructure</b>	11	6.0
<b>ICT readiness</b>	37	5.4	Hotel rooms number/100 pop.	12	1.8
ICT use for biz-to-biz transactions	70	4.7	Quality of tourism infrastructure	64	4.7
Internet use for biz-to-consumer transactions	55	4.7	Presence of major car rental companies	1	7
Internet users % pop.	55	65.6	Automated teller machines number/thousand adult pop.	23	91.9
Fixed-broadband Internet subscriptions /100 pop.	37	24.4	<b>Natural resources</b>	12	4.8
Mobile-cellular telephone subscriptions /100 pop.	29	142.1	Number of World Heritage natural sites number of sites	11	4
Mobile-broadband subscriptions /100 pop.	28	82.1	Total known species number of species	71	511
Mobile network coverage % pop.	1	100.0	Total protected areas % total territorial area	50	21.5
Quality of electricity supply	38	5.9	Natural tourism digital demand 0–100 (best)	6	84
<b>Prioritization of Travel &amp; Tourism</b>	75	4.5	Attractiveness of natural assets	57	5.3
Government prioritization of travel and tourism industry	74	4.7	<b>Cultural resources and business travel</b>	5	6.5
T&T government expenditure % government budget	61	3.6	Number of World Heritage cultural sites number of sites	1	47
Effectiveness of marketing and branding to attract tourists	104	3.6	Oral and intangible cultural heritage number of expressions	22	7
Comprehensiveness of annual T&T data 0–120 (best)	22	89	Sports stadiums number of large stadiums	10	51.0
Timeliness of providing monthly/quarterly T&T data 0–21 (best)	48	19.5	Number of international association meetings 3-year average	6	518.0
Country brand strategy rating 1–10 (best)	75	73.8	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/tcr>

# Jamaica

69th / 136

Travel & Tourism Competitiveness Index 2017 edition



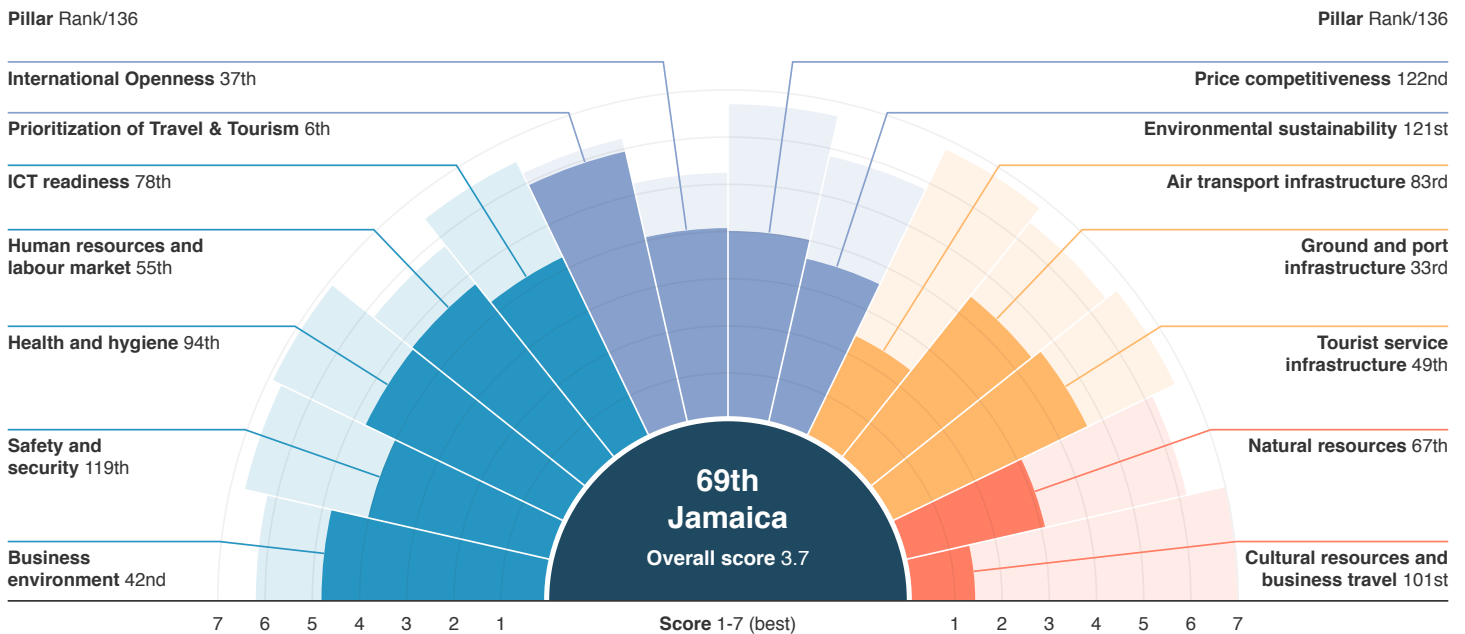
## Key Indicators

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

<b>International tourist arrivals</b>	2,123,042	<b>T&amp;T industry GDP</b>	US \$1,259.2 million
<b>International tourism inbound receipts</b>	US \$2,400.6 million	% of total	8.9%
<b>Average receipts per arrival</b>	US \$1,130.7	<b>T&amp;T industry employment</b>	91,682 jobs
		% of total	8.0%

## Performance Overview

Key Score Highest score



## Past performance

Travel & Tourism Competitiveness Edition	2015	2017
<b>Rank</b>	76 / 141	69 / 136
<b>Score</b>	3.6	3.7

# Jamaica

# 69th / 136

## Travel & Tourism Competitiveness Index 2017 edition



Index Component	Rank/136	Score*	Index Component	Rank/136	Score*
<b>Business environment</b>	42	4.8	<b>International Openness</b>	37	4.0
Property rights	45	4.7	Visa requirements 0–100 (best)	5	72.0
Business impact of rules on FDI	22	5.4	Openness of bilateral Air Service Agreements 0–38 (best)	8	24.3
Efficiency of legal framework in settling disputes	77	3.4	Number of regional trade agreements in force number	91	4.0
Efficiency of legal framework in challenging regs	72	3.4	<b>Price competitiveness</b>	122	4.0
Time required to deal with construction permits days	58	130	Ticket taxes and airport charges 0–100 (best)	106	56.8
Cost to deal with construction permits % construction cost	33	0.8	Hotel price index US\$	100	244.1
Extent of market dominance	80	3.5	Purchasing power parity PPP \$	95	0.6
Time to start a business days	60	10.0	Fuel price levels US\$ cents/litre	50	106.0
Cost to start a business % GNI per capita	53	4.3	<b>Environmental sustainability</b>	121	3.6
Effect of taxation on incentives to work	56	4.0	Stringency of environmental regulations	92	3.5
Effect of taxation on incentives to invest	101	3.2	Enforcement of environmental regulations	94	3.3
Total tax rate % profits	53	34.3	Sustainability of travel and tourism industry development	39	4.8
<b>Safety and security</b>	119	4.0	Particulate matter (2.5) concentration µg/m3	22	4.2
Business costs of crime and violence	134	2.3	Environmental treaty ratification 0–27 (best)	90	19
Reliability of police services	94	3.8	Baseline water stress 5–0 (best)	124	5.0
Business costs of terrorism	70	5.2	Threatened species % total species	121	12.3
Index of terrorism incidence	38	7.0	Forest cover change % change	59	0.0
Homicide rate /100,000 pop.	132	36.1	Wastewater treatment %	77	5.5
<b>Health and hygiene</b>	94	4.7	Costal shelf fishing pressure tonnes/km2	10	0.0
Physician density /1,000 pop	98	0.4	<b>Air transport infrastructure</b>	83	2.4
Access to improved sanitation % pop.	82	81.8	Quality of air transport infrastructure	41	5.0
Access to improved drinking water % pop.	81	93.8	Available seat kilometres, domestic millions	102	0.1
Hospital beds /10,000 pop.	87	17.0	Available seat kilometres, international millions	72	132.9
HIV prevalence % adult pop.	117	1.6	Aircraft departures /1,000 pop.	112	0.4
Malaria incidence cases/100,000 pop.	1	M.F.	Airport density airports/million pop.	51	1.3
<b>Human resources and labour market</b>	55	4.7	Number of operating airlines Number	78	29.0
Primary education enrollment rate net %	30	98.0	<b>Ground and port infrastructure</b>	33	4.4
Secondary education enrollment rate gross %	92	82.1	Quality of roads	78	3.8
Extent of staff training	60	4.0	Road density % total territorial area	9	-
Degree of customer orientation	118	3.9	Paved road density % total territorial area	18	-
Hiring and firing practices	63	3.8	Quality of railroad infrastructure	n/a	n/a
Ease of finding skilled employees	61	4.3	Railroad density km of roads/land area	n/a	n/a
Ease of hiring foreign labour	32	4.4	Quality of port infrastructure	41	4.7
Pay and productivity	90	3.7	Ground transport efficiency	106	2.7
Female participation in the labor force ratio to men	59	0.83	<b>Tourist service infrastructure</b>	49	4.6
<b>ICT readiness</b>	78	4.2	Hotel rooms number/100 pop.	41	0.9
ICT use for biz-to-biz transactions	59	4.8	Quality of tourism infrastructure	11	5.8
Internet use for biz-to-consumer transactions	86	4.1	Presence of major car rental companies	51	6
Internet users % pop.	89	42.2	Automated teller machines number/thousand adult pop.	89	32.5
Fixed-broadband Internet subscriptions /100 pop.	76	8.1	<b>Natural resources</b>	67	3.0
Mobile-cellular telephone subscriptions /100 pop.	76	111.5	Number of World Heritage natural sites number of sites	78	1
Mobile-broadband subscriptions /100 pop.	69	53.5	Total known species number of species	129	252
Mobile network coverage % pop.	1	100.0	Total protected areas % total territorial area	75	15.9
Quality of electricity supply	75	4.7	Natural tourism digital demand 0–100 (best)	33	36
<b>Prioritization of Travel &amp; Tourism</b>	6	5.9	Attractiveness of natural assets	39	5.7
Government prioritization of travel and tourism industry	4	6.4	<b>Cultural resources and business travel</b>	101	1.4
T&T government expenditure % government budget	2	17.1	Number of World Heritage cultural sites number of sites	120	1
Effectiveness of marketing and branding to attract tourists	9	5.6	Oral and intangible cultural heritage number of expressions	71	1
Comprehensiveness of annual T&T data 0–120 (best)	53	73	Sports stadiums number of large stadiums	90	3.0
Timeliness of providing monthly/quarterly T&T data 0–21 (best)	70	18.0	Number of international association meetings 3-year average	103	6.0
Country brand strategy rating 1–10 (best)	98	67.7	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/tcr>

# Japan

4th / 136

Travel & Tourism Competitiveness Index 2017 edition



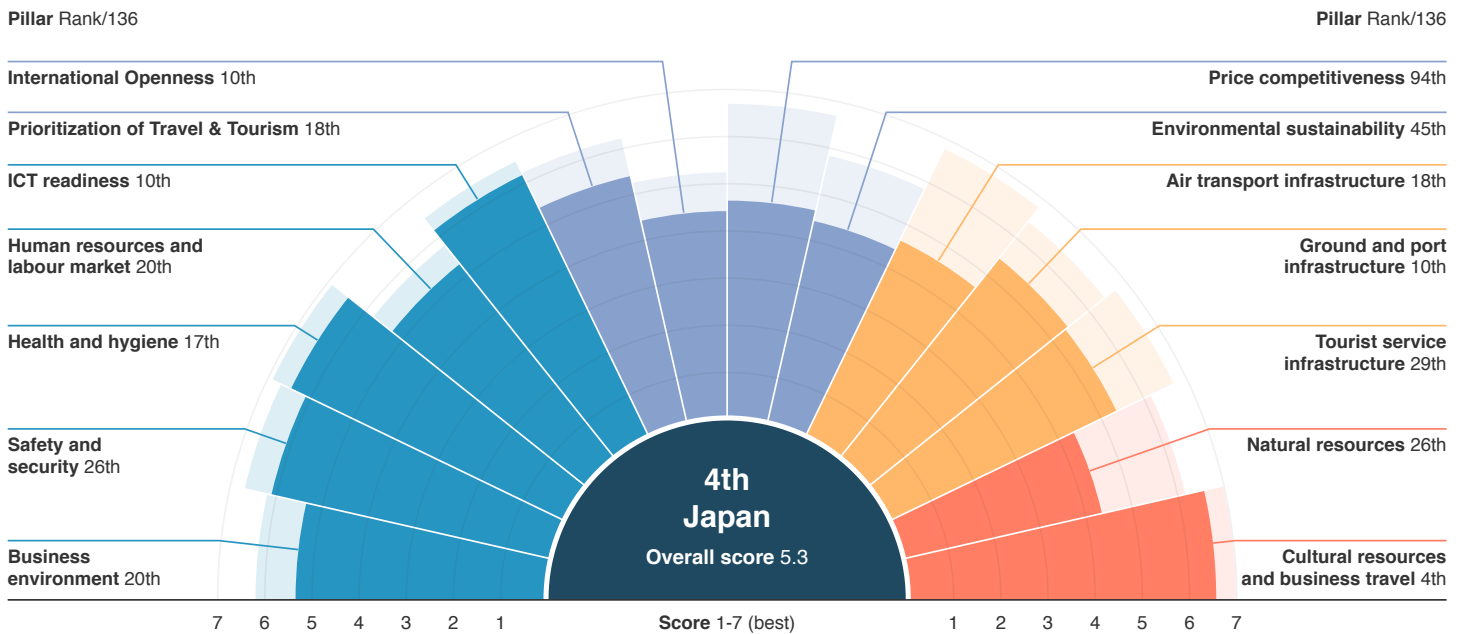
## Key Indicators

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

<b>International tourist arrivals</b>	19,737,409	<b>T&amp;T industry GDP</b>	US \$106,659.0 million
<b>International tourism inbound receipts</b>	US \$24,982.6 million	% of total	2.6%
<b>Average receipts per arrival</b>	US \$1,265.8	<b>T&amp;T industry employment</b>	1,222,550 jobs
		% of total	1.9%

## Performance Overview

Key Score Highest score



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
<b>Rank</b>	9 / 141	4 / 136
<b>Score</b>	4.9	5.3

# Japan

# 4th / 136



## Travel & Tourism Competitiveness Index 2017 edition

Index Component	Rank/136	Score*	Index Component	Rank/136	Score*
<b>Business environment</b>	20	5.3	<b>International Openness</b>	10	4.4
Property rights	11	6.2	Visa requirements 0–100 (best)	112	20.0
Business impact of rules on FDI	36	5.1	Openness of bilateral Air Service Agreements 0–38 (best)	10	23.6
Efficiency of legal framework in settling disputes	15	5.3	Number of regional trade agreements in force number	35	29.0
Efficiency of legal framework in challenging regs	22	4.6	<b>Price competitiveness</b>	94	4.6
Time required to deal with construction permits days	99	197	Ticket taxes and airport charges 0–100 (best)	46	80.7
Cost to deal with construction permits % construction cost	18	0.5	Hotel price index US\$	72	140.6
Extent of market dominance	1	5.9	Purchasing power parity PPP \$	116	0.9
Time to start a business days	72	11.2	Fuel price levels US\$ cents/litre	58	110.0
Cost to start a business % GNI per capita	71	7.5	<b>Environmental sustainability</b>	45	4.4
Effect of taxation on incentives to work	39	4.3	Stringency of environmental regulations	8	5.8
Effect of taxation on incentives to invest	51	3.9	Enforcement of environmental regulations	14	5.6
Total tax rate % profits	103	48.9	Sustainability of travel and tourism industry development	23	5.0
<b>Safety and security</b>	26	6.1	Particulate matter (2.5) concentration µg/m3	93	10.6
Business costs of crime and violence	34	5.3	Environmental treaty ratification 0–27 (best)	31	24
Reliability of police services	18	6.1	Baseline water stress 5–0 (best)	78	2.3
Business costs of terrorism	76	5.1	Threatened species % total species	129	14.4
Index of terrorism incidence	78	6.9	Forest cover change % change	24	0.0
Homicide rate /100,000 pop.	3	0.3	Wastewater treatment %	36	56.5
<b>Health and hygiene</b>	17	6.4	Costal shelf fishing pressure tonnes/km2	71	0.2
Physician density /1,000 pop	53	2.3	<b>Air transport infrastructure</b>	18	4.6
Access to improved sanitation % pop.	1	100.0	Quality of air transport infrastructure	24	5.6
Access to improved drinking water % pop.	1	100.0	Available seat kilometres, domestic millions	4	2173.6
Hospital beds /10,000 pop.	1	137.0	Available seat kilometres, international millions	6	3646.7
HIV prevalence % adult pop.	1	<0.1	Aircraft departures /1,000 pop.	44	7.5
Malaria incidence cases/100,000 pop.	1	S.L.	Airport density airports/million pop.	97	0.6
<b>Human resources and labour market</b>	20	5.2	Number of operating airlines Number	15	100.0
Primary education enrollment rate net %	3	100.0	<b>Ground and port infrastructure</b>	10	5.4
Secondary education enrollment rate gross %	41	101.8	Quality of roads	5	6.1
Extent of staff training	10	5.3	Road density % total territorial area	35	-
Degree of customer orientation	1	6.2	Paved road density % total territorial area	34	-
Hiring and firing practices	112	3.2	Quality of railroad infrastructure	1	6.7
Ease of finding skilled employees	30	4.8	Railroad density km of roads/land area	16	5.3
Ease of hiring foreign labour	113	3.4	Quality of port infrastructure	22	5.3
Pay and productivity	24	4.7	Ground transport efficiency	1	6.6
Female participation in the labor force ratio to men	76	0.78	<b>Tourist service infrastructure</b>	29	5.3
<b>ICT readiness</b>	10	6.1	Hotel rooms number/100 pop.	27	1.1
ICT use for biz-to-biz transactions	6	5.9	Quality of tourism infrastructure	38	5.3
Internet use for biz-to-consumer transactions	8	5.9	Presence of major car rental companies	85	4
Internet users % pop.	11	91.1	Automated teller machines number/thousand adult pop.	10	127.5
Fixed-broadband Internet subscriptions /100 pop.	20	30.7	<b>Natural resources</b>	26	4.3
Mobile-cellular telephone subscriptions /100 pop.	54	126.5	Number of World Heritage natural sites number of sites	11	4
Mobile-broadband subscriptions /100 pop.	6	128.0	Total known species number of species	60	644
Mobile network coverage % pop.	36	99.9	Total protected areas % total territorial area	56	19.4
Quality of electricity supply	15	6.5	Natural tourism digital demand 0–100 (best)	20	48
<b>Prioritization of Travel &amp; Tourism</b>	18	5.4	Attractiveness of natural assets	66	5.2
Government prioritization of travel and tourism industry	16	5.8	<b>Cultural resources and business travel</b>	4	6.5
T&T government expenditure % government budget	42	4.4	Number of World Heritage cultural sites number of sites	11	16
Effectiveness of marketing and branding to attract tourists	27	5.1	Oral and intangible cultural heritage number of expressions	2	21
Comprehensiveness of annual T&T data 0–120 (best)	9	102	Sports stadiums number of large stadiums	4	90.0
Timeliness of providing monthly/quarterly T&T data 0–21 (best)	3	22.0	Number of international association meetings 3-year average	8	362.3
Country brand strategy rating 1–10 (best)	42	79.5	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/tcr>

# Jordan

75th / 136

Travel & Tourism Competitiveness Index 2017 edition



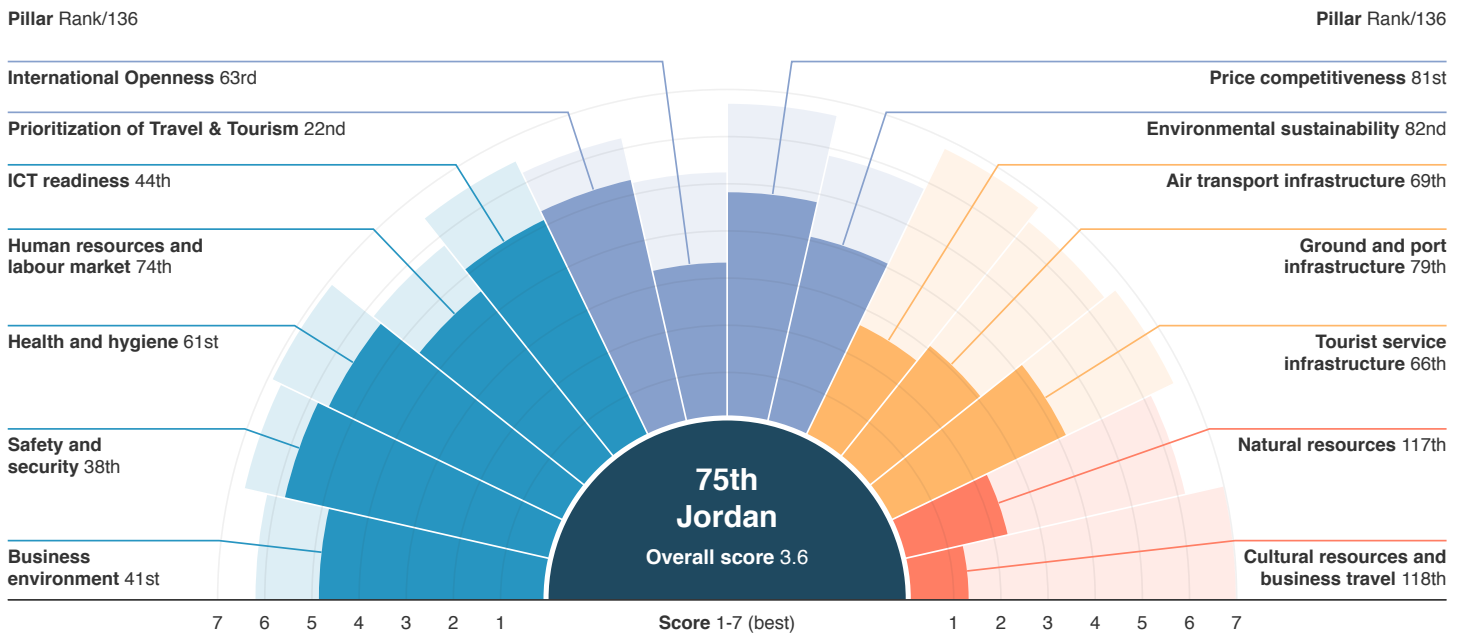
## Key Indicators

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

International tourist arrivals	3,761,072	T&T industry GDP	US \$2,036.9 million
International tourism inbound receipts	US \$4,064.9 million	% of total	5.6%
Average receipts per arrival	US \$1,080.8	T&T industry employment	71,882 jobs
		% of total	4.5%

## Performance Overview

Key Score Highest score



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*	Index Component	Rank/136	Score*
<b>Business environment</b>	41	4.8	<b>International Openness</b>	63	3.3
Property rights	38	5.0	Visa requirements 0–100 (best)	30	54.0
Business impact of rules on FDI	75	4.5	Openness of bilateral Air Service Agreements 0–38 (best)	56	11.4
Efficiency of legal framework in settling disputes	34	4.5	Number of regional trade agreements in force number	62	10.0
Efficiency of legal framework in challenging regs	41	4.0	<b>Price competitiveness</b>	81	4.8
Time required to deal with construction permits days	6	63	Ticket taxes and airport charges 0–100 (best)	116	47.9
Cost to deal with construction permits % construction cost	123	10.0	Hotel price index US\$	74	141.7
Extent of market dominance	26	4.3	Purchasing power parity PPP \$	69	0.5
Time to start a business days	74	12.0	Fuel price levels US\$ cents/litre	24	82.0
Cost to start a business % GNI per capita	109	22.4	<b>Environmental sustainability</b>	82	4.0
Effect of taxation on incentives to work	98	3.6	Stringency of environmental regulations	56	4.3
Effect of taxation on incentives to invest	72	3.6	Enforcement of environmental regulations	47	4.2
Total tax rate % profits	29	27.6	Sustainability of travel and tourism industry development	67	4.3
<b>Safety and security</b>	38	5.8	Particulate matter (2.5) concentration µg/m3	98	11.0
Business costs of crime and violence	58	4.9	Environmental treaty ratification 0–27 (best)	43	23
Reliability of police services	22	6.0	Baseline water stress 5–0 (best)	117	4.8
Business costs of terrorism	102	4.5	Threatened species % total species	71	6.2
Index of terrorism incidence	85	6.9	Forest cover change % change	2	0.0
Homicide rate /100,000 pop.	57	2.3	Wastewater treatment %	58	18.6
<b>Health and hygiene</b>	61	5.5	Costal shelf fishing pressure tonnes/km2	31	0.0
Physician density /1,000 pop	45	2.6	<b>Air transport infrastructure</b>	69	2.6
Access to improved sanitation % pop.	33	98.6	Quality of air transport infrastructure	34	5.3
Access to improved drinking water % pop.	68	96.9	Available seat kilometres, domestic millions	86	0.6
Hospital beds /10,000 pop.	84	18.0	Available seat kilometres, international millions	63	188.5
HIV prevalence % adult pop.	1	<0.2	Aircraft departures /1,000 pop.	53	4.8
Malaria incidence cases/100,000 pop.	1	S.L.	Airport density airports/million pop.	122	0.3
<b>Human resources and labour market</b>	74	4.5	Number of operating airlines Number	56	39.0
Primary education enrollment rate net %	49	96.6	<b>Ground and port infrastructure</b>	79	3.0
Secondary education enrollment rate gross %	91	82.5	Quality of roads	56	4.3
Extent of staff training	42	4.3	Road density % total territorial area	119	-
Degree of customer orientation	56	4.9	Paved road density % total territorial area	81	-
Hiring and firing practices	33	4.3	Quality of railroad infrastructure	72	2.5
Ease of finding skilled employees	36	4.7	Railroad density km of roads/land area	63	0.6
Ease of hiring foreign labour	96	3.7	Quality of port infrastructure	49	4.5
Pay and productivity	55	4.2	Ground transport efficiency	82	3.2
Female participation in the labor force ratio to men	136	0.22	<b>Tourist service infrastructure</b>	66	4.1
<b>ICT readiness</b>	44	5.1	Hotel rooms number/100 pop.	78	0.4
ICT use for biz-to-biz transactions	44	5.0	Quality of tourism infrastructure	51	5.0
Internet use for biz-to-consumer transactions	61	4.6	Presence of major car rental companies	1	7
Internet users % pop.	72	53.4	Automated teller machines number/thousand adult pop.	90	32.5
Fixed-broadband Internet subscriptions /100 pop.	88	4.2	<b>Natural resources</b>	117	2.3
Mobile-cellular telephone subscriptions /100 pop.	5	179.4	Number of World Heritage natural sites number of sites	78	1
Mobile-broadband subscriptions /100 pop.	19	98.4	Total known species number of species	90	420
Mobile network coverage % pop.	65	99.0	Total protected areas % total territorial area	130	2.1
Quality of electricity supply	49	5.5	Natural tourism digital demand 0–100 (best)	91	5
<b>Prioritization of Travel &amp; Tourism</b>	22	5.3	Attractiveness of natural assets	63	5.2
Government prioritization of travel and tourism industry	72	4.7	<b>Cultural resources and business travel</b>	118	1.3
T&T government expenditure % government budget	6	10.7	Number of World Heritage cultural sites number of sites	53	5
Effectiveness of marketing and branding to attract tourists	70	4.3	Oral and intangible cultural heritage number of expressions	71	1
Comprehensiveness of annual T&T data 0–120 (best)	26	87	Sports stadiums number of large stadiums	119	0.0
Timeliness of providing monthly/quarterly T&T data 0–21 (best)	88	16.5	Number of international association meetings 3-year average	87	9.0
Country brand strategy rating 1–10 (best)	104	63.8	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/tcr>

# Kazakhstan

81st / 136

Travel & Tourism Competitiveness Index 2017 edition



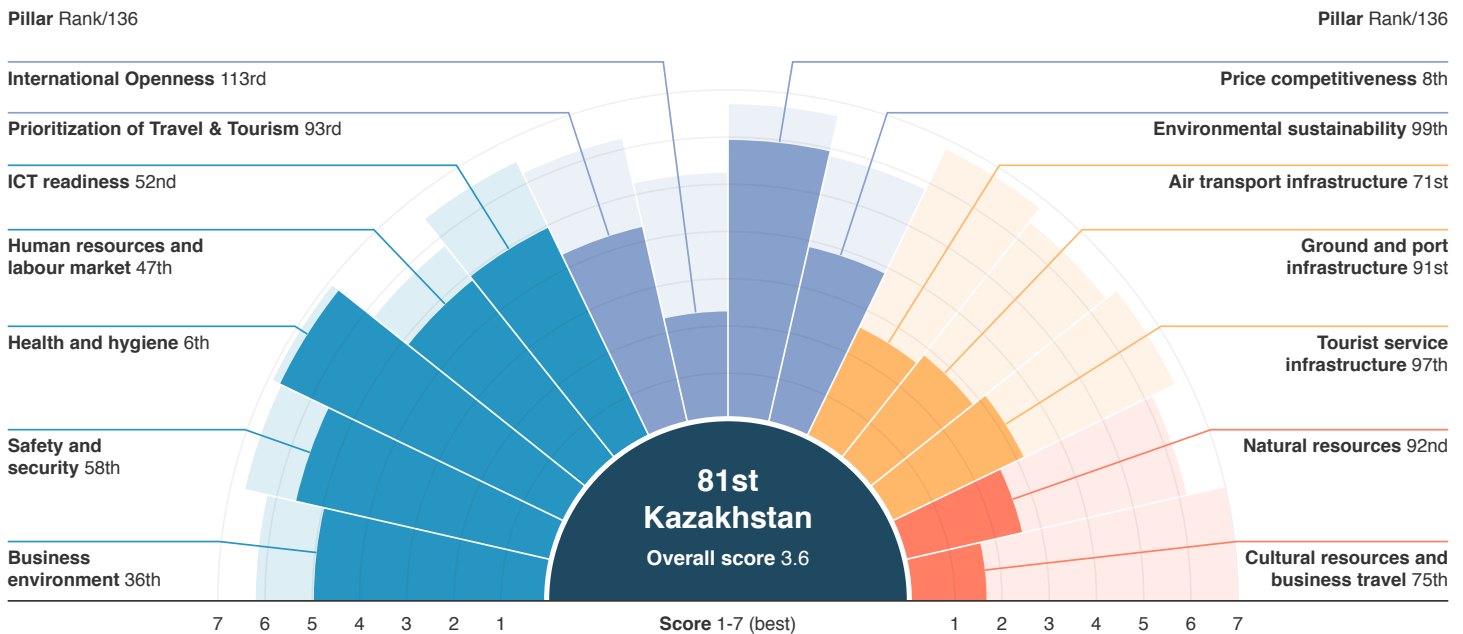
## Key Indicators

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

<b>International tourist arrivals</b>	4,559,500	<b>T&amp;T industry GDP</b>	US \$3,077.5 million
<b>International tourism inbound receipts</b>	US \$1,533.6 million	% of total	1.6%
<b>Average receipts per arrival</b>	US \$336.4	<b>T&amp;T industry employment</b>	150,585 jobs
		% of total	1.7%

## Performance Overview

Key Score Highest score



## 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*	Index Component	Rank/136	Score*
<b>Business environment</b>	36	4.9	<b>International Openness</b>	113	2.3
Property rights	58	4.4	Visa requirements 0–100 (best)	114	18.0
Business impact of rules on FDI	92	4.2	Openness of bilateral Air Service Agreements 0–38 (best)	121	6.0
Efficiency of legal framework in settling disputes	47	4.1	Number of regional trade agreements in force number	62	10.0
Efficiency of legal framework in challenging regs	56	3.6	<b>Price competitiveness</b>	8	5.9
Time required to deal with construction permits days	10	68	Ticket taxes and airport charges 0–100 (best)	24	90.0
Cost to deal with construction permits % construction cost	54	1.3	Hotel price index US\$	25	90.2
Extent of market dominance	69	3.7	Purchasing power parity PPP \$	60	0.4
Time to start a business days	53	9.0	Fuel price levels US\$ cents/litre	14	64.0
Cost to start a business % GNI per capita	7	0.3	<b>Environmental sustainability</b>	99	3.8
Effect of taxation on incentives to work	27	4.5	Stringency of environmental regulations	85	3.7
Effect of taxation on incentives to invest	55	3.8	Enforcement of environmental regulations	80	3.6
Total tax rate % profits	34	29.2	Sustainability of travel and tourism industry development	93	3.9
<b>Safety and security</b>	58	5.5	Particulate matter (2.5) concentration µg/m3	58	6.8
Business costs of crime and violence	40	5.2	Environmental treaty ratification 0–27 (best)	107	18
Reliability of police services	84	4.1	Baseline water stress 5–0 (best)	115	4.7
Business costs of terrorism	48	5.6	Threatened species % total species	95	7.4
Index of terrorism incidence	60	7.0	Forest cover change % change	19	0.0
Homicide rate /100,000 pop.	96	7.4	Wastewater treatment %	60	15.6
<b>Health and hygiene</b>	6	6.7	Costal shelf fishing pressure tonnes/km2	n/a	n/a
Physician density /1,000 pop	17	3.6	<b>Air transport infrastructure</b>	71	2.6
Access to improved sanitation % pop.	41	97.5	Quality of air transport infrastructure	89	4.0
Access to improved drinking water % pop.	87	92.9	Available seat kilometres, domestic millions	30	117.8
Hospital beds /10,000 pop.	7	72.0	Available seat kilometres, international millions	65	164.6
HIV prevalence % adult pop.	1	0.2	Aircraft departures /1,000 pop.	60	4.1
Malaria incidence cases/100,000 pop.	1	S.L.	Airport density airports/million pop.	30	2.1
<b>Human resources and labour market</b>	47	4.8	Number of operating airlines Number	61	35.0
Primary education enrollment rate net %	118	86.3	<b>Ground and port infrastructure</b>	91	2.8
Secondary education enrollment rate gross %	23	109.1	Quality of roads	106	3.0
Extent of staff training	68	3.9	Road density % total territorial area	132	-
Degree of customer orientation	88	4.4	Paved road density % total territorial area	104	-
Hiring and firing practices	31	4.4	Quality of railroad infrastructure	26	4.3
Ease of finding skilled employees	66	4.2	Railroad density km of roads/land area	64	0.5
Ease of hiring foreign labour	42	4.3	Quality of port infrastructure	105	3.1
Pay and productivity	38	4.5	Ground transport efficiency	49	4.0
Female participation in the labor force ratio to men	27	0.90	<b>Tourist service infrastructure</b>	97	3.1
<b>ICT readiness</b>	52	4.9	Hotel rooms number/100 pop.	82	0.3
ICT use for biz-to-biz transactions	90	4.4	Quality of tourism infrastructure	121	3.5
Internet use for biz-to-consumer transactions	53	4.7	Presence of major car rental companies	113	2
Internet users % pop.	44	70.8	Automated teller machines number/thousand adult pop.	30	72.0
Fixed-broadband Internet subscriptions /100 pop.	59	13.7	<b>Natural resources</b>	92	2.6
Mobile-cellular telephone subscriptions /100 pop.	18	156.9	Number of World Heritage natural sites number of sites	30	2
Mobile-broadband subscriptions /100 pop.	38	73.1	Total known species number of species	62	610
Mobile network coverage % pop.	103	96.6	Total protected areas % total territorial area	123	3.3
Quality of electricity supply	80	4.5	Natural tourism digital demand 0–100 (best)	118	2
<b>Prioritization of Travel &amp; Tourism</b>	93	4.3	Attractiveness of natural assets	97	4.3
Government prioritization of travel and tourism industry	94	4.3	<b>Cultural resources and business travel</b>	75	1.6
T&T government expenditure % government budget	46	4.2	Number of World Heritage cultural sites number of sites	61	3
Effectiveness of marketing and branding to attract tourists	102	3.6	Oral and intangible cultural heritage number of expressions	22	7
Comprehensiveness of annual T&T data 0–120 (best)	59	72	Sports stadiums number of large stadiums	90	3.0
Timeliness of providing monthly/quarterly T&T data 0–21 (best)	88	16.5	Number of international association meetings 3-year average	87	9.0
Country brand strategy rating 1–10 (best)	102	64.7	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/tcr>

# Kenya

80th / 136

Travel & Tourism Competitiveness Index 2017 edition



## Key Indicators

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

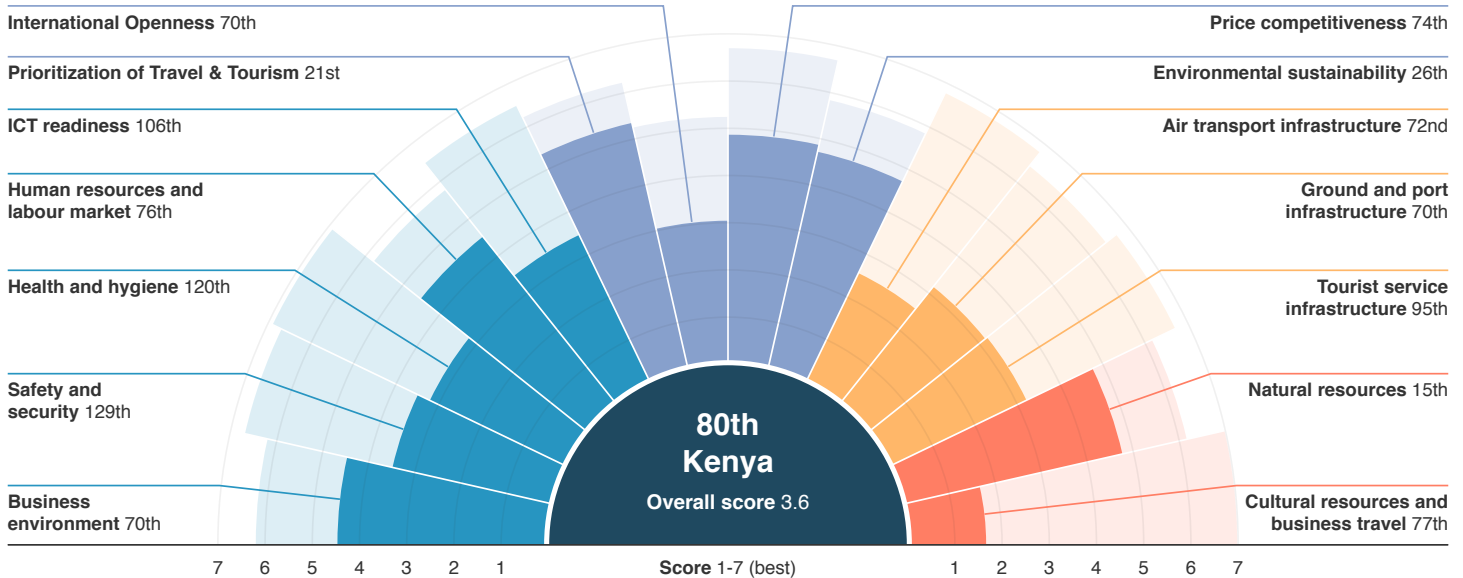
International tourist arrivals	1,114,100	T&T industry GDP	US \$2,296.0 million
International tourism inbound receipts	US \$723.0 million	% of total	3.8%
Average receipts per arrival	US \$649.0	T&T industry employment	592,300 jobs
		% of total	3.5%

## Performance Overview

Key Score Highest score

Pillar Rank/136

Pillar Rank/136



## 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

Index Component	Rank/136	Score*	Index Component	Rank/136	Score*
<b>Business environment</b>	70	4.4	<b>International Openness</b>	70	3.0
Property rights	59	4.4	Visa requirements 0–100 (best)	12	70.0
Business impact of rules on FDI	86	4.4	Openness of bilateral Air Service Agreements 0–38 (best)	104	7.7
Efficiency of legal framework in settling disputes	56	3.9	Number of regional trade agreements in force number	102	3.0
Efficiency of legal framework in challenging regs	50	3.8	<b>Price competitiveness</b>	74	4.8
Time required to deal with construction permits days	83	160	Ticket taxes and airport charges 0–100 (best)	93	63.4
Cost to deal with construction permits % construction cost	112	6.3	Hotel price index US\$	75	143.2
Extent of market dominance	60	3.8	Purchasing power parity PPP \$	67	0.4
Time to start a business days	100	22.0	Fuel price levels US\$ cents/litre	51	107.0
Cost to start a business % GNI per capita	107	21.1	<b>Environmental sustainability</b>	26	4.7
Effect of taxation on incentives to work	69	3.9	Stringency of environmental regulations	61	4.2
Effect of taxation on incentives to invest	69	3.6	Enforcement of environmental regulations	50	4.2
Total tax rate % profits	69	37.4	Sustainability of travel and tourism industry development	19	5.2
<b>Safety and security</b>	129	3.4	Particulate matter (2.5) concentration µg/m3	23	4.3
Business costs of crime and violence	126	2.8	Environmental treaty ratification 0–27 (best)	43	23
Reliability of police services	92	3.9	Baseline water stress 5–0 (best)	29	0.4
Business costs of terrorism	135	2.6	Threatened species % total species	53	5.2
Index of terrorism incidence	123	1.9	Forest cover change % change	92	0.1
Homicide rate /100,000 pop.	88	5.9	Wastewater treatment %	90	3.2
<b>Health and hygiene</b>	120	3.2	Costal shelf fishing pressure tonnes/km2	7	0.0
Physician density /1,000 pop	110	0.2	<b>Air transport infrastructure</b>	72	2.5
Access to improved sanitation % pop.	123	30.1	Quality of air transport infrastructure	48	4.8
Access to improved drinking water % pop.	127	63.2	Available seat kilometres, domestic millions	46	14.4
Hospital beds /10,000 pop.	98	14.0	Available seat kilometres, international millions	58	254.2
HIV prevalence % adult pop.	126	5.3	Aircraft departures /1,000 pop.	86	1.8
Malaria incidence cases/100,000 pop.	122	14488.4	Airport density airports/million pop.	42	1.6
<b>Human resources and labour market</b>	76	4.5	Number of operating airlines Number	68	32.0
Primary education enrollment rate net %	122	84.9	<b>Ground and port infrastructure</b>	70	3.1
Secondary education enrollment rate gross %	104	67.6	Quality of roads	60	4.2
Extent of staff training	43	4.3	Road density % total territorial area	70	-
Degree of customer orientation	58	4.8	Paved road density % total territorial area	114	-
Hiring and firing practices	43	4.1	Quality of railroad infrastructure	59	2.8
Ease of finding skilled employees	26	4.9	Railroad density km of roads/land area	78	0.3
Ease of hiring foreign labour	73	4.0	Quality of port infrastructure	64	4.2
Pay and productivity	72	3.9	Ground transport efficiency	61	3.7
Female participation in the labor force ratio to men	50	0.86	<b>Tourist service infrastructure</b>	95	3.2
<b>ICT readiness</b>	106	3.4	Hotel rooms number/100 pop.	122	0.1
ICT use for biz-to-biz transactions	35	5.3	Quality of tourism infrastructure	15	5.7
Internet use for biz-to-consumer transactions	47	4.9	Presence of major car rental companies	85	4
Internet users % pop.	85	45.6	Automated teller machines number/thousand adult pop.	111	10.2
Fixed-broadband Internet subscriptions /100 pop.	117	0.3	<b>Natural resources</b>	15	4.7
Mobile-cellular telephone subscriptions /100 pop.	119	80.7	Number of World Heritage natural sites number of sites	19	3
Mobile-broadband subscriptions /100 pop.	116	15.5	Total known species number of species	15	1538
Mobile network coverage % pop.	117	92.0	Total protected areas % total territorial area	86	12.4
Quality of electricity supply	95	3.9	Natural tourism digital demand 0–100 (best)	16	50
<b>Prioritization of Travel &amp; Tourism</b>	21	5.3	Attractiveness of natural assets	7	6.3
Government prioritization of travel and tourism industry	31	5.6	<b>Cultural resources and business travel</b>	77	1.6
T&T government expenditure % government budget	21	7.1	Number of World Heritage cultural sites number of sites	61	3
Effectiveness of marketing and branding to attract tourists	25	5.2	Oral and intangible cultural heritage number of expressions	56	2
Comprehensiveness of annual T&T data 0–120 (best)	98	52	Sports stadiums number of large stadiums	66	5.0
Timeliness of providing monthly/quarterly T&T data 0–21 (best)	86	17.5	Number of international association meetings 3-year average	67	26.0
Country brand strategy rating 1–10 (best)	44	79.4	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/tcr>

# Korea, Rep.

19th / 136

Travel & Tourism Competitiveness Index 2017 edition



## Key Indicators

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

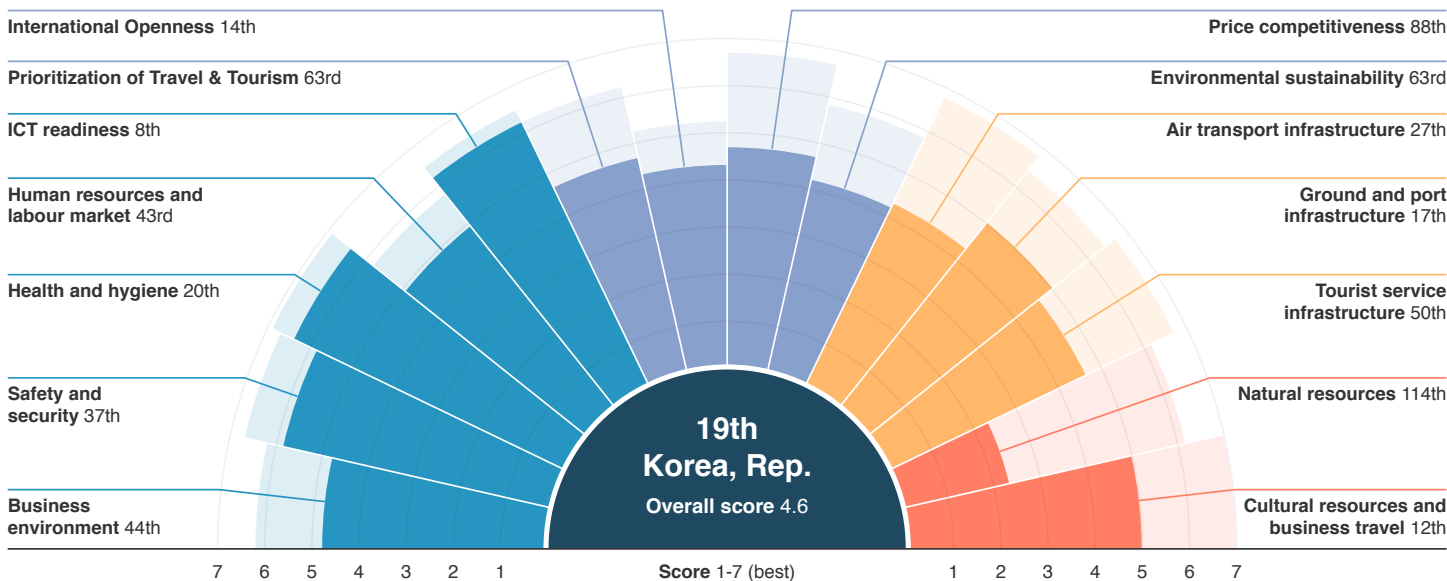
International tourist arrivals	13,231,651	T&T industry GDP	US \$24,187.6 million
International tourism inbound receipts	US \$15,214.3 million	% of total	1.8%
Average receipts per arrival	US \$1,149.8	T&T industry employment	561,196 jobs
		% of total	2.2%

## Performance Overview

Key Score Highest score

Pillar Rank/136

Pillar Rank/136



The Republic of Korea is one of 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



Index Component	Rank/136	Score*	Index Component	Rank/136	Score*
<b>Business environment</b>	44	4.7	<b>International Openness</b>	14	4.3
Property rights	42	4.9	Visa requirements 0–100 (best)	56	32.0
Business impact of rules on FDI	97	4.2	Openness of bilateral Air Service Agreements 0–38 (best)	29	14.5
Efficiency of legal framework in settling disputes	50	4.0	Number of regional trade agreements in force number	34	32.0
Efficiency of legal framework in challenging regs	58	3.6	<b>Price competitiveness</b>	88	4.7
Time required to deal with construction permits days	1	28	Ticket taxes and airport charges 0–100 (best)	15	92.6
Cost to deal with construction permits % construction cost	99	4.3	Hotel price index US\$	76	143.8
Extent of market dominance	91	3.4	Purchasing power parity PPP \$	114	0.8
Time to start a business days	13	4.0	Fuel price levels US\$ cents/litre	88	137.0
Cost to start a business % GNI per capita	94	14.6	<b>Environmental sustainability</b>	63	4.2
Effect of taxation on incentives to work	63	3.9	Stringency of environmental regulations	47	4.5
Effect of taxation on incentives to invest	59	3.7	Enforcement of environmental regulations	51	4.2
Total tax rate % profits	49	33.1	Sustainability of travel and tourism industry development	82	4.1
<b>Safety and security</b>	37	5.8	Particulate matter (2.5) concentration µg/m3	130	19.5
Business costs of crime and violence	54	4.9	Environmental treaty ratification 0–27 (best)	31	24
Reliability of police services	41	5.3	Baseline water stress 5–0 (best)	82	2.5
Business costs of terrorism	80	5.0	Threatened species % total species	117	10.3
Index of terrorism incidence	38	7.0	Forest cover change % change	35	0.0
Homicide rate /100,000 pop.	12	0.7	Wastewater treatment %	20	82.4
<b>Health and hygiene</b>	20	6.4	Costal shelf fishing pressure tonnes/km2	84	0.5
Physician density /1,000 pop	55	2.1	<b>Air transport infrastructure</b>	27	4.3
Access to improved sanitation % pop.	1	100.0	Quality of air transport infrastructure	21	5.7
Access to improved drinking water % pop.	65	97.6	Available seat kilometres, domestic millions	27	197.1
Hospital beds /10,000 pop.	2	103.0	Available seat kilometres, international millions	14	2248.2
HIV prevalence % adult pop.	1	<0.1	Aircraft departures /1,000 pop.	42	7.8
Malaria incidence cases/100,000 pop.	84	0.8	Airport density airports/million pop.	119	0.3
<b>Human resources and labour market</b>	43	4.9	Number of operating airlines Number	24	76.0
Primary education enrollment rate net %	53	96.3	<b>Ground and port infrastructure</b>	17	5.0
Secondary education enrollment rate gross %	57	97.7	Quality of roads	14	5.6
Extent of staff training	38	4.4	Road density % total territorial area	34	-
Degree of customer orientation	27	5.3	Paved road density % total territorial area	27	-
Hiring and firing practices	110	3.3	Quality of railroad infrastructure	9	5.5
Ease of finding skilled employees	29	4.8	Railroad density km of roads/land area	22	3.6
Ease of hiring foreign labour	119	3.2	Quality of port infrastructure	27	5.2
Pay and productivity	16	4.8	Ground transport efficiency	7	5.6
Female participation in the labor force ratio to men	89	0.73	<b>Tourist service infrastructure</b>	50	4.6
<b>ICT readiness</b>	8	6.2	Hotel rooms number/100 pop.	98	0.2
ICT use for biz-to-biz transactions	39	5.2	Quality of tourism infrastructure	77	4.5
Internet use for biz-to-consumer transactions	5	5.9	Presence of major car rental companies	72	5
Internet users % pop.	13	89.6	Automated teller machines number/thousand adult pop.	1	290.7
Fixed-broadband Internet subscriptions /100 pop.	5	40.2	<b>Natural resources</b>	114	2.3
Mobile-cellular telephone subscriptions /100 pop.	64	118.5	Number of World Heritage natural sites number of sites	46	1
Mobile-broadband subscriptions /100 pop.	15	109.7	Total known species number of species	79	458
Mobile network coverage % pop.	36	99.9	Total protected areas % total territorial area	105	7.6
Quality of electricity supply	29	6.2	Natural tourism digital demand 0–100 (best)	81	9
<b>Prioritization of Travel &amp; Tourism</b>	63	4.6	Attractiveness of natural assets	124	3.6
Government prioritization of travel and tourism industry	44	5.3	<b>Cultural resources and business travel</b>	12	4.9
T&T government expenditure % government budget	87	2.6	Number of World Heritage cultural sites number of sites	20	11
Effectiveness of marketing and branding to attract tourists	59	4.5	Oral and intangible cultural heritage number of expressions	2	21
Comprehensiveness of annual T&T data 0–120 (best)	95	53	Sports stadiums number of large stadiums	9	68.0
Timeliness of providing monthly/quarterly T&T data 0–21 (best)	17	20.5	Number of international association meetings 3-year average	13	266.0
Country brand strategy rating 1–10 (best)	52	78.7	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/tcr>

# Kuwait

100th / 136

Travel & Tourism Competitiveness Index 2017 edition



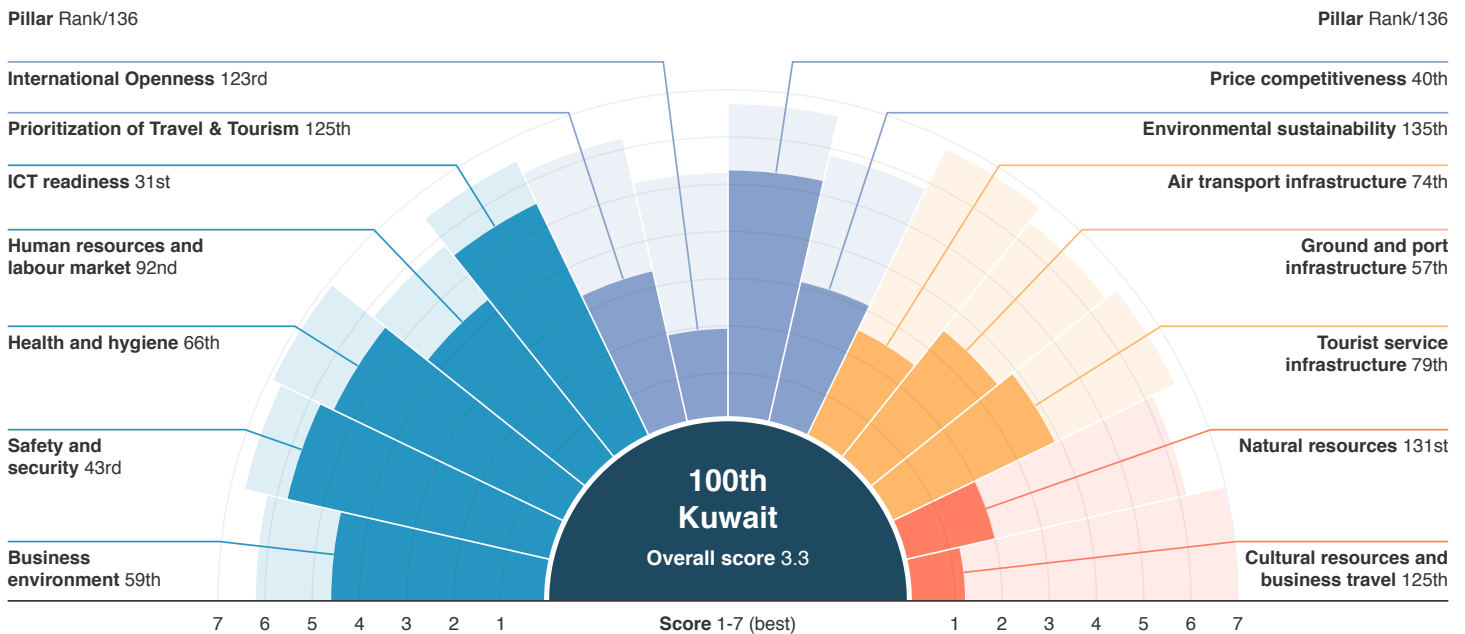
## Key Indicators

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

International tourist arrivals	182,000	T&T industry GDP	US \$2,599.8 million
International tourism inbound receipts	US \$498.6 million	% of total	2.1%
Average receipts per arrival	US \$2,739.5	T&T industry employment	54,357 jobs
		% of total	2.0%

## Performance Overview

Key Score Highest score



## Past performance

Travel & Tourism Competitiveness Edition	2015	2017
Rank	103 / 141	100 / 136
Score	3.3	3.3



## Kuwait

100th /136

## Travel &amp; Tourism Competitiveness Index 2017 edition



Index Component	Rank/136	Score*	Index Component	Rank/136	Score*
<b>Business environment</b>	59	4.6	<b>International Openness</b>	123	1.9
Property rights	55	4.4	Visa requirements 0–100 (best)	118	14.0
Business impact of rules on FDI	129	3.2	Openness of bilateral Air Service Agreements 0–38 (best)	112	7.0
Efficiency of legal framework in settling disputes	39	4.4	Number of regional trade agreements in force number	91	4.0
Efficiency of legal framework in challenging regs	35	4.1	<b>Price competitiveness</b>	40	5.3
Time required to deal with construction permits days	109	216	Ticket taxes and airport charges 0–100 (best)	59	78.6
Cost to deal with construction permits % construction cost	27	0.7	Hotel price index US\$	98	227.7
Extent of market dominance	94	3.4	Purchasing power parity PPP \$	48	0.4
Time to start a business days	129	61.0	Fuel price levels US\$ cents/litre	6	19.0
Cost to start a business % GNI per capita	47	2.8	<b>Environmental sustainability</b>	135	3.1
Effect of taxation on incentives to work	35	4.4	Stringency of environmental regulations	104	3.4
Effect of taxation on incentives to invest	14	4.8	Enforcement of environmental regulations	105	3.2
Total tax rate % profits	2	13.0	Sustainability of travel and tourism industry development	133	2.6
<b>Safety and security</b>	43	5.7	Particulate matter (2.5) concentration µg/m3	127	15.6
Business costs of crime and violence	32	5.3	Environmental treaty ratification 0–27 (best)	125	16
Reliability of police services	44	5.1	Baseline water stress 5–0 (best)	124	5.0
Business costs of terrorism	66	5.3	Threatened species % total species	52	5.2
Index of terrorism incidence	103	6.2	Forest cover change % change	n/a	n/a
Homicide rate /100,000 pop.	50	1.8	Wastewater treatment %	48	43.1
<b>Health and hygiene</b>	66	5.4	Costal shelf fishing pressure tonnes/km2	78	0.3
Physician density /1,000 pop	68	1.8	<b>Air transport infrastructure</b>	74	2.5
Access to improved sanitation % pop.	1	100.0	Quality of air transport infrastructure	105	3.6
Access to improved drinking water % pop.	54	99.0	Available seat kilometres, domestic millions	105	0.0
Hospital beds /10,000 pop.	71	22.0	Available seat kilometres, international millions	54	288.7
HIV prevalence % adult pop.	1	<0.2	Aircraft departures /1,000 pop.	41	7.8
Malaria incidence cases/100,000 pop.	1	S.L.	Airport density airports/million pop.	126	0.3
<b>Human resources and labour market</b>	92	4.3	Number of operating airlines Number	47	45.0
Primary education enrollment rate net %	87	92.9	<b>Ground and port infrastructure</b>	57	3.5
Secondary education enrollment rate gross %	64	95.0	Quality of roads	52	4.4
Extent of staff training	78	3.8	Road density % total territorial area	58	-
Degree of customer orientation	96	4.3	Paved road density % total territorial area	43	-
Hiring and firing practices	55	3.9	Quality of railroad infrastructure	n/a	n/a
Ease of finding skilled employees	93	3.8	Railroad density km of roads/land area	n/a	n/a
Ease of hiring foreign labour	103	3.7	Quality of port infrastructure	67	4.1
Pay and productivity	108	3.5	Ground transport efficiency	88	3.1
Female participation in the labor force ratio to men	115	0.58	<b>Tourist service infrastructure</b>	79	3.8
<b>ICT readiness</b>	31	5.5	Hotel rooms number/100 pop.	99	0.2
ICT use for biz-to-biz transactions	71	4.6	Quality of tourism infrastructure	130	3.2
Internet use for biz-to-consumer transactions	56	4.7	Presence of major car rental companies	1	7
Internet users % pop.	25	82.1	Automated teller machines number/thousand adult pop.	46	58.5
Fixed-broadband Internet subscriptions /100 pop.	104	1.5	<b>Natural resources</b>	131	1.9
Mobile-cellular telephone subscriptions /100 pop.	1	231.8	Number of World Heritage natural sites number of sites	86	0
Mobile-broadband subscriptions /100 pop.	3	140.2	Total known species number of species	120	328
Mobile network coverage % pop.	64	99.1	Total protected areas % total territorial area	60	18.4
Quality of electricity supply	47	5.5	Natural tourism digital demand 0–100 (best)	109	2
<b>Prioritization of Travel &amp; Tourism</b>	125	3.3	Attractiveness of natural assets	134	2.7
Government prioritization of travel and tourism industry	133	2.7	<b>Cultural resources and business travel</b>	125	1.2
T&T government expenditure % government budget	121	1.2	Number of World Heritage cultural sites number of sites	126	0
Effectiveness of marketing and branding to attract tourists	133	2.4	Oral and intangible cultural heritage number of expressions	93	0
Comprehensiveness of annual T&T data 0–120 (best)	111	41	Sports stadiums number of large stadiums	97	2.0
Timeliness of providing monthly/quarterly T&T data 0–21 (best)	106	10.5	Number of international association meetings 3-year average	113	3.7
Country brand strategy rating 1–10 (best)	10	87.9	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/tcr>

# Kyrgyz Republic

115th / 136

Travel & Tourism Competitiveness Index 2017 edition



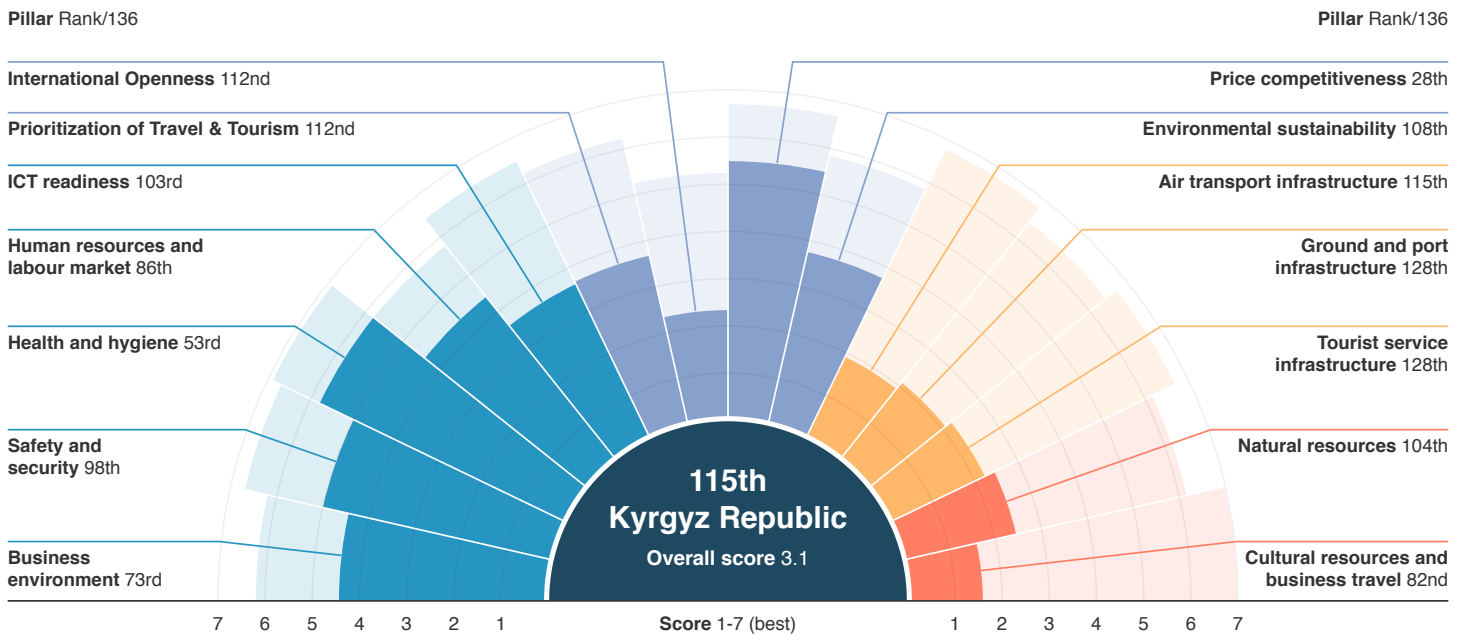
## Key Indicators

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

International tourist arrivals	3,051,000	T&T industry GDP	US \$93.3 million
International tourism inbound receipts	US \$425.6 million	% of total	1.3%
Average receipts per arrival	US \$139.5	T&T industry employment	30,517 jobs
		% of total	1.3%

## Performance Overview

Key Score Highest score



## 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*	Index Component	Rank/136	Score*
<b>Business environment</b>	73	4.4	<b>International Openness</b>	112	2.3
Property rights	118	3.5	Visa requirements 0–100 (best)	56	32.0
Business impact of rules on FDI	114	3.7	Openness of bilateral Air Service Agreements 0–38 (best)	133	2.6
Efficiency of legal framework in settling disputes	101	3.0	Number of regional trade agreements in force number	66	9.0
Efficiency of legal framework in challenging regs	87	3.1	<b>Price competitiveness</b>	28	5.5
Time required to deal with construction permits days	66	142	Ticket taxes and airport charges 0–100 (best)	98	61.7
Cost to deal with construction permits % construction cost	66	1.8	Hotel price index US\$	n/a	n/a
Extent of market dominance	83	3.5	Purchasing power parity PPP \$	14	0.3
Time to start a business days	60	10.0	Fuel price levels US\$ cents/litre	22	76.0
Cost to start a business % GNI per capita	39	2.0	<b>Environmental sustainability</b>	108	3.7
Effect of taxation on incentives to work	70	3.9	Stringency of environmental regulations	127	2.9
Effect of taxation on incentives to invest	68	3.6	Enforcement of environmental regulations	113	3.1
Total tax rate % profits	33	29.0	Sustainability of travel and tourism industry development	101	3.8
<b>Safety and security</b>	98	5.0	Particulate matter (2.5) concentration µg/m3	54	6.6
Business costs of crime and violence	97	4.0	Environmental treaty ratification 0–27 (best)	115	17
Reliability of police services	114	3.2	Baseline water stress 5–0 (best)	119	4.9
Business costs of terrorism	116	4.2	Threatened species % total species	59	5.4
Index of terrorism incidence	63	7.0	Forest cover change % change	4	0.0
Homicide rate /100,000 pop.	75	3.7	Wastewater treatment %	83	4.2
<b>Health and hygiene</b>	53	5.8	Costal shelf fishing pressure tonnes/km2	n/a	n/a
Physician density /1,000 pop	60	2.0	<b>Air transport infrastructure</b>	115	1.9
Access to improved sanitation % pop.	60	93.3	Quality of air transport infrastructure	124	2.9
Access to improved drinking water % pop.	98	90.0	Available seat kilometres, domestic millions	62	4.2
Hospital beds /10,000 pop.	33	48.0	Available seat kilometres, international millions	89	69.7
HIV prevalence % adult pop.	60	0.3	Aircraft departures /1,000 pop.	70	2.8
Malaria incidence cases/100,000 pop.	1	0.0	Airport density airports/million pop.	73	0.9
<b>Human resources and labour market</b>	86	4.4	Number of operating airlines Number	90	21.0
Primary education enrollment rate net %	104	89.7	<b>Ground and port infrastructure</b>	128	2.1
Secondary education enrollment rate gross %	74	90.8	Quality of roads	129	2.5
Extent of staff training	110	3.5	Road density % total territorial area	97	-
Degree of customer orientation	99	4.3	Paved road density % total territorial area	70	-
Hiring and firing practices	66	3.8	Quality of railroad infrastructure	77	2.4
Ease of finding skilled employees	108	3.6	Railroad density km of roads/land area	83	0.2
Ease of hiring foreign labour	70	4.1	Quality of port infrastructure	133	1.5
Pay and productivity	54	4.2	Ground transport efficiency	91	3.0
Female participation in the labor force ratio to men	98	0.66	<b>Tourist service infrastructure</b>	128	2.2
<b>ICT readiness</b>	103	3.6	Hotel rooms number/100 pop.	123	0.1
ICT use for biz-to-biz transactions	132	3.5	Quality of tourism infrastructure	111	3.7
Internet use for biz-to-consumer transactions	100	4.0	Presence of major car rental companies	129	1
Internet users % pop.	96	30.2	Automated teller machines number/thousand adult pop.	93	24.7
Fixed-broadband Internet subscriptions /100 pop.	89	3.7	<b>Natural resources</b>	104	2.4
Mobile-cellular telephone subscriptions /100 pop.	39	132.8	Number of World Heritage natural sites number of sites	46	1
Mobile-broadband subscriptions /100 pop.	103	31.0	Total known species number of species	96	404
Mobile network coverage % pop.	97	97.8	Total protected areas % total territorial area	107	6.9
Quality of electricity supply	108	3.2	Natural tourism digital demand 0–100 (best)	120	1
<b>Prioritization of Travel &amp; Tourism</b>	112	3.6	Attractiveness of natural assets	71	5.1
Government prioritization of travel and tourism industry	91	4.4	<b>Cultural resources and business travel</b>	82	1.6
T&T government expenditure % government budget	106	1.9	Number of World Heritage cultural sites number of sites	75	2
Effectiveness of marketing and branding to attract tourists	99	3.6	Oral and intangible cultural heritage number of expressions	18	8
Comprehensiveness of annual T&T data 0–120 (best)	89	54	Sports stadiums number of large stadiums	97	2.0
Timeliness of providing monthly/quarterly T&T data 0–21 (best)	109	9.0	Number of international association meetings 3-year average	128	0.7
Country brand strategy rating 1–10 (best)	116	58.9	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/tcr>

# Lao PDR

94th / 136

Travel & Tourism Competitiveness Index 2017 edition



## Key Indicators

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

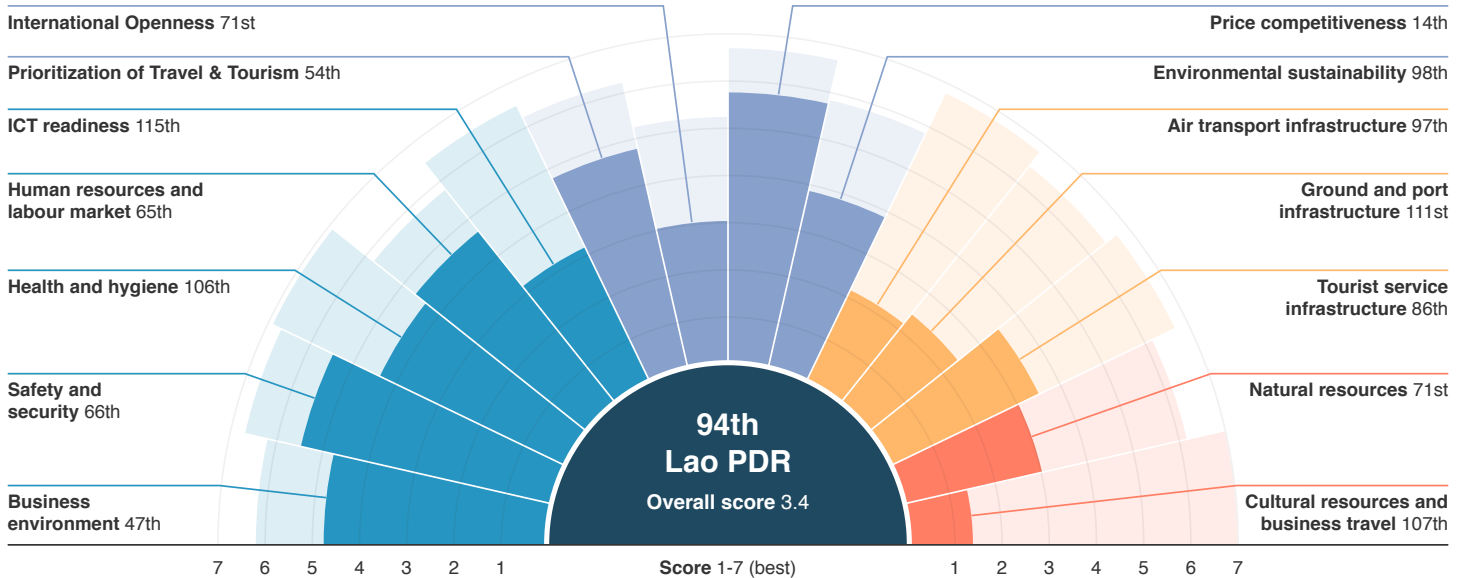
International tourist arrivals	3,543,327	T&T industry GDP	US \$570.8 million
International tourism inbound receipts	US \$679.4 million	% of total	4.6%
Average receipts per arrival	US \$191.7	T&T industry employment	122,909 jobs
		% of total	3.9%

## Performance Overview

Key Score Highest score

Pillar Rank/136

Pillar Rank/136



## Past performance

Travel & Tourism Competitiveness Edition	2015	2017
Rank	96 / 141	94 / 136
Score	3.3	3.4

## Lao PDR

94th / 136



## Travel &amp; Tourism Competitiveness Index 2017 edition

Index Component	Rank/136	Score*	Index Component	Rank/136	Score*
<b>Business environment</b>	47	4.7	<b>International Openness</b>	71	3.0
Property rights	110	3.8	Visa requirements 0–100 (best)	18	64.0
Business impact of rules on FDI	110	3.9	Openness of bilateral Air Service Agreements 0–38 (best)	134	0.6
Efficiency of legal framework in settling disputes	48	4.1	Number of regional trade agreements in force number	58	12.0
Efficiency of legal framework in challenging regs	51	3.7	<b>Price competitiveness</b>	14	5.7
Time required to deal with construction permits days	15	83	Ticket taxes and airport charges 0–100 (best)	20	90.9
Cost to deal with construction permits % construction cost	18	0.5	Hotel price index US\$	n/a	n/a
Extent of market dominance	32	4.2	Purchasing power parity PPP \$	13	0.3
Time to start a business days	132	67.0	Fuel price levels US\$ cents/litre	54	108.0
Cost to start a business % GNI per capita	55	4.6	<b>Environmental sustainability</b>	98	3.8
Effect of taxation on incentives to work	16	4.8	Stringency of environmental regulations	74	4.0
Effect of taxation on incentives to invest	42	4.0	Enforcement of environmental regulations	65	3.9
Total tax rate % profits	27	26.2	Sustainability of travel and tourism industry development	51	4.6
<b>Safety and security</b>	66	5.4	Particulate matter (2.5) concentration µg/m3	131	20.1
Business costs of crime and violence	56	4.9	Environmental treaty ratification 0–27 (best)	90	19
Reliability of police services	65	4.4	Baseline water stress 5–0 (best)	16	0.0
Business costs of terrorism	81	5.0	Threatened species % total species	96	7.4
Index of terrorism incidence	42	7.0	Forest cover change % change	96	0.1
Homicide rate /100,000 pop.	95	7.3	Wastewater treatment %	111	0.0
<b>Health and hygiene</b>	106	4.3	Costal shelf fishing pressure tonnes/km2	n/a	n/a
Physician density /1,000 pop	112	0.2	<b>Air transport infrastructure</b>	97	2.1
Access to improved sanitation % pop.	96	70.9	Quality of air transport infrastructure	99	3.8
Access to improved drinking water % pop.	120	75.7	Available seat kilometres, domestic millions	65	3.4
Hospital beds /10,000 pop.	94	15.0	Available seat kilometres, international millions	122	19.7
HIV prevalence % adult pop.	60	0.3	Aircraft departures /1,000 pop.	92	1.4
Malaria incidence cases/100,000 pop.	110	1390.3	Airport density airports/million pop.	23	3.0
<b>Human resources and labour market</b>	65	4.6	Number of operating airlines Number	124	9.0
Primary education enrollment rate net %	88	92.7	<b>Ground and port infrastructure</b>	111	2.4
Secondary education enrollment rate gross %	109	61.7	Quality of roads	90	3.4
Extent of staff training	73	3.8	Road density % total territorial area	87	-
Degree of customer orientation	75	4.6	Paved road density % total territorial area	101	-
Hiring and firing practices	50	4.0	Quality of railroad infrastructure	n/a	n/a
Ease of finding skilled employees	84	3.9	Railroad density km of roads/land area	n/a	n/a
Ease of hiring foreign labour	41	4.3	Quality of port infrastructure	130	2.0
Pay and productivity	35	4.5	Ground transport efficiency	107	2.7
Female participation in the labor force ratio to men	3	1.03	<b>Tourist service infrastructure</b>	86	3.5
<b>ICT readiness</b>	115	3.1	Hotel rooms number/100 pop.	49	0.7
ICT use for biz-to-biz transactions	101	4.2	Quality of tourism infrastructure	84	4.4
Internet use for biz-to-consumer transactions	90	4.1	Presence of major car rental companies	85	4
Internet users % pop.	117	18.2	Automated teller machines number/thousand adult pop.	101	17.4
Fixed-broadband Internet subscriptions /100 pop.	114	0.5	<b>Natural resources</b>	71	3.0
Mobile-cellular telephone subscriptions /100 pop.	129	53.1	Number of World Heritage natural sites number of sites	86	0
Mobile-broadband subscriptions /100 pop.	118	14.2	Total known species number of species	33	1008
Mobile network coverage % pop.	91	98.0	Total protected areas % total territorial area	73	16.7
Quality of electricity supply	76	4.7	Natural tourism digital demand 0–100 (best)	90	5
<b>Prioritization of Travel &amp; Tourism</b>	54	4.7	Attractiveness of natural assets	35	5.7
Government prioritization of travel and tourism industry	87	4.5	<b>Cultural resources and business travel</b>	107	1.3
T&T government expenditure % government budget	15	8.1	Number of World Heritage cultural sites number of sites	75	2
Effectiveness of marketing and branding to attract tourists	55	4.6	Oral and intangible cultural heritage number of expressions	93	0
Comprehensiveness of annual T&T data 0–120 (best)	82	58	Sports stadiums number of large stadiums	90	3.0
Timeliness of providing monthly/quarterly T&T data 0–21 (best)	97	13.5	Number of international association meetings 3-year average	113	3.7
Country brand strategy rating 1–10 (best)	121	57.3	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/tcr>

# Latvia

54th / 136

Travel & Tourism Competitiveness Index 2017 edition



## Key Indicators

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

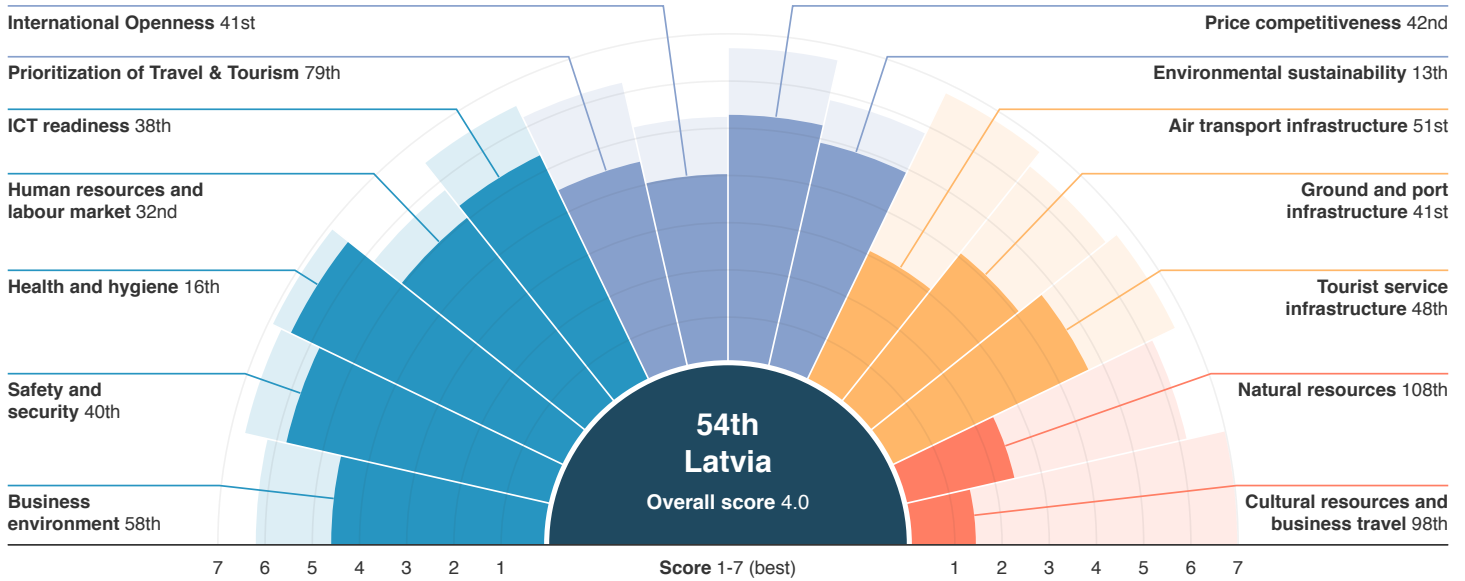
International tourist arrivals	2,023,500	T&T industry GDP	US \$1,116.4 million
International tourism inbound receipts	US \$895.6 million	% of total	4.1%
Average receipts per arrival	US \$442.6	T&T industry employment	36,570 jobs
		% of total	4.1%

## Performance Overview

Key Score Highest score

Pillar Rank/136

Pillar Rank/136



## Past performance

Travel & Tourism Competitiveness Edition	2015	2017
Rank	53 / 141	54 / 136
Score	4.0	4.0

## Latvia

54th / 136



## Travel &amp; Tourism Competitiveness Index 2017 edition

Index Component	Rank/136	Score*	Index Component	Rank/136	Score*
<b>Business environment</b>	58	4.6	<b>International Openness</b>	41	4.0
Property rights	56	4.4	Visa requirements 0–100 (best)	73	24.0
Business impact of rules on FDI	43	5.0	Openness of bilateral Air Service Agreements 0–38 (best)	92	9.1
Efficiency of legal framework in settling disputes	114	2.9	Number of regional trade agreements in force number	1	53.0
Efficiency of legal framework in challenging regs	97	3.0	<b>Price competitiveness</b>	42	5.2
Time required to deal with construction permits days	70	147	Ticket taxes and airport charges 0–100 (best)	16	92.5
Cost to deal with construction permits % construction cost	9	0.3	Hotel price index US\$	5	73.4
Extent of market dominance	65	3.7	Purchasing power parity PPP \$	94	0.6
Time to start a business days	25	5.5	Fuel price levels US\$ cents/litre	96	149.0
Cost to start a business % GNI per capita	33	1.5	<b>Environmental sustainability</b>	13	4.9
Effect of taxation on incentives to work	112	3.2	Stringency of environmental regulations	40	4.7
Effect of taxation on incentives to invest	96	3.3	Enforcement of environmental regulations	40	4.4
Total tax rate % profits	64	35.9	Sustainability of travel and tourism industry development	31	4.9
<b>Safety and security</b>	40	5.8	Particulate matter (2.5) concentration µg/m3	71	8.9
Business costs of crime and violence	35	5.3	Environmental treaty ratification 0–27 (best)	31	24
Reliability of police services	80	4.2	Baseline water stress 5–0 (best)	42	0.7
Business costs of terrorism	25	5.9	Threatened species % total species	18	3.5
Index of terrorism incidence	1	7.0	Forest cover change % change	118	0.1
Homicide rate /100,000 pop.	76	3.9	Wastewater treatment %	11	94.2
<b>Health and hygiene</b>	16	6.4	Costal shelf fishing pressure tonnes/km2	20	0.0
Physician density /1,000 pop	18	3.6	<b>Air transport infrastructure</b>	51	3.1
Access to improved sanitation % pop.	73	87.8	Quality of air transport infrastructure	40	5.1
Access to improved drinking water % pop.	50	99.3	Available seat kilometres, domestic millions	105	0.0
Hospital beds /10,000 pop.	22	59.0	Available seat kilometres, international millions	87	76.0
HIV prevalence % adult pop.	98	0.7	Aircraft departures /1,000 pop.	19	20.9
Malaria incidence cases/100,000 pop.	1	S.L.	Airport density airports/million pop.	89	0.8
<b>Human resources and labour market</b>	32	5.0	Number of operating airlines Number	88	22.0
Primary education enrollment rate net %	52	96.4	<b>Ground and port infrastructure</b>	41	4.0
Secondary education enrollment rate gross %	15	115.4	Quality of roads	94	3.2
Extent of staff training	55	4.1	Road density % total territorial area	36	-
Degree of customer orientation	50	4.9	Paved road density % total territorial area	26	-
Hiring and firing practices	65	3.8	Quality of railroad infrastructure	32	4.1
Ease of finding skilled employees	96	3.8	Railroad density km of roads/land area	27	2.9
Ease of hiring foreign labour	71	4.0	Quality of port infrastructure	32	5.1
Pay and productivity	49	4.3	Ground transport efficiency	31	4.6
Female participation in the labor force ratio to men	22	0.92	<b>Tourist service infrastructure</b>	48	4.6
<b>ICT readiness</b>	38	5.3	Hotel rooms number/100 pop.	56	0.6
ICT use for biz-to-biz transactions	42	5.1	Quality of tourism infrastructure	61	4.7
Internet use for biz-to-consumer transactions	19	5.6	Presence of major car rental companies	1	7
Internet users % pop.	28	79.2	Automated teller machines number/thousand adult pop.	37	63.2
Fixed-broadband Internet subscriptions /100 pop.	36	24.8	<b>Natural resources</b>	108	2.4
Mobile-cellular telephone subscriptions /100 pop.	50	127.5	Number of World Heritage natural sites number of sites	86	0
Mobile-broadband subscriptions /100 pop.	50	67.0	Total known species number of species	115	343
Mobile network coverage % pop.	87	98.8	Total protected areas % total territorial area	65	18.2
Quality of electricity supply	51	5.4	Natural tourism digital demand 0–100 (best)	114	2
<b>Prioritization of Travel &amp; Tourism</b>	79	4.5	Attractiveness of natural assets	85	4.9
Government prioritization of travel and tourism industry	99	4.2	<b>Cultural resources and business travel</b>	98	1.4
T&T government expenditure % government budget	71	3.1	Number of World Heritage cultural sites number of sites	75	2
Effectiveness of marketing and branding to attract tourists	89	3.8	Oral and intangible cultural heritage number of expressions	56	2
Comprehensiveness of annual T&T data 0–120 (best)	11	100	Sports stadiums number of large stadiums	119	0.0
Timeliness of providing monthly/quarterly T&T data 0–21 (best)	48	19.5	Number of international association meetings 3-year average	51	51.3
Country brand strategy rating 1–10 (best)	87	72.0	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/tcr>

# Lebanon

96th / 136

Travel & Tourism Competitiveness Index 2017 edition



## Key Indicators

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

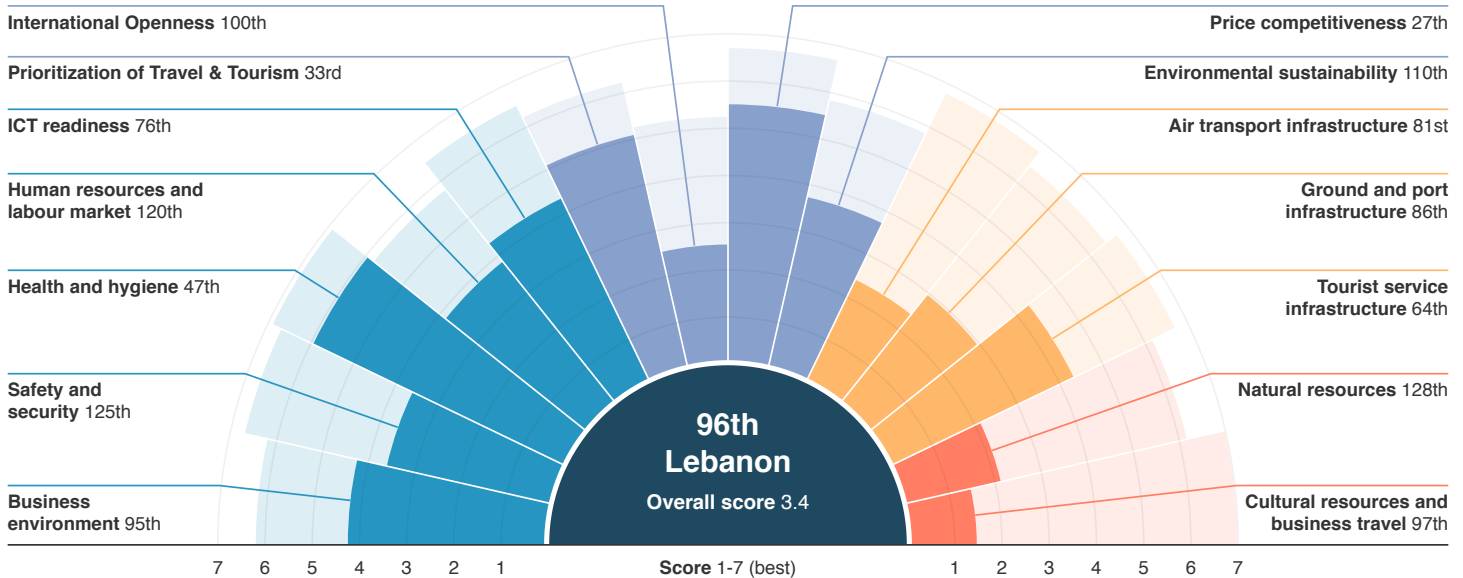
<b>International tourist arrivals</b>	1,517,927	<b>T&amp;T industry GDP</b>	US \$3,606.3 million
<b>International tourism inbound receipts</b>	US \$6,857.3 million	% of total	8.1%
<b>Average receipts per arrival</b>	US \$4,517.5	<b>T&amp;T industry employment</b>	120,894 jobs
		% of total	7.9%

## Performance Overview

Key Score Highest score

Pillar Rank/136

Pillar Rank/136



## Past performance

Travel & Tourism Competitiveness Edition	2015	2017
<b>Rank</b>	94 / 141	96 / 136
<b>Score</b>	3.3	3.4



## Lebanon

96th / 136



## Travel &amp; Tourism Competitiveness Index 2017 edition

Index Component	Rank/136	Score*	Index Component	Rank/136	Score*
<b>Business environment</b>	95	4.2	<b>International Openness</b>	100	2.5
Property rights	65	4.3	Visa requirements 0–100 (best)	48	39.0
Business impact of rules on FDI	81	4.4	Openness of bilateral Air Service Agreements 0–38 (best)	83	9.8
Efficiency of legal framework in settling disputes	91	3.2	Number of regional trade agreements in force number	102	3.0
Efficiency of legal framework in challenging regs	104	2.9	<b>Price competitiveness</b>	27	5.5
Time required to deal with construction permits days	118	244	Ticket taxes and airport charges 0–100 (best)	1	100.0
Cost to deal with construction permits % construction cost	102	4.9	Hotel price index US\$	78	145.2
Extent of market dominance	55	3.8	Purchasing power parity PPP \$	96	0.6
Time to start a business days	84	15.0	Fuel price levels US\$ cents/litre	20	73.0
Cost to start a business % GNI per capita	121	40.6	<b>Environmental sustainability</b>	110	3.7
Effect of taxation on incentives to work	34	4.4	Stringency of environmental regulations	135	2.4
Effect of taxation on incentives to invest	52	3.9	Enforcement of environmental regulations	134	2.5
Total tax rate % profits	37	30.3	Sustainability of travel and tourism industry development	105	3.7
<b>Safety and security</b>	125	3.6	Particulate matter (2.5) concentration µg/m3	102	11.4
Business costs of crime and violence	102	3.9	Environmental treaty ratification 0–27 (best)	90	19
Reliability of police services	104	3.5	Baseline water stress 5–0 (best)	116	4.7
Business costs of terrorism	128	3.0	Threatened species % total species	66	5.9
Index of terrorism incidence	125	1.1	Forest cover change % change	51	0.0
Homicide rate /100,000 pop.	81	4.3	Wastewater treatment %	37	54.7
<b>Health and hygiene</b>	47	5.9	Costal shelf fishing pressure tonnes/km2	48	0.1
Physician density /1,000 pop	30	3.2	<b>Air transport infrastructure</b>	81	2.4
Access to improved sanitation % pop.	84	80.7	Quality of air transport infrastructure	82	4.1
Access to improved drinking water % pop.	54	99.0	Available seat kilometres, domestic millions	105	0.0
Hospital beds /10,000 pop.	46	35.0	Available seat kilometres, international millions	69	161.3
HIV prevalence % adult pop.	1	0.1	Aircraft departures /1,000 pop.	59	4.2
Malaria incidence cases/100,000 pop.	1	S.L.	Airport density airports/million pop.	131	0.2
<b>Human resources and labour market</b>	120	3.8	Number of operating airlines Number	47	45.0
Primary education enrollment rate net %	125	81.8	<b>Ground and port infrastructure</b>	86	2.9
Secondary education enrollment rate gross %	110	61.2	Quality of roads	122	2.8
Extent of staff training	84	3.7	Road density % total territorial area	43	-
Degree of customer orientation	43	5.0	Paved road density % total territorial area	35	-
Hiring and firing practices	57	3.9	Quality of railroad infrastructure	n/a	n/a
Ease of finding skilled employees	34	4.7	Railroad density km of roads/land area	n/a	n/a
Ease of hiring foreign labour	89	3.8	Quality of port infrastructure	80	3.8
Pay and productivity	59	4.1	Ground transport efficiency	132	2.1
Female participation in the labor force ratio to men	129	0.35	<b>Tourist service infrastructure</b>	64	4.3
<b>ICT readiness</b>	76	4.3	Hotel rooms number/100 pop.	61	0.6
ICT use for biz-to-biz transactions	113	4.0	Quality of tourism infrastructure	43	5.2
Internet use for biz-to-consumer transactions	113	3.7	Presence of major car rental companies	51	6
Internet users % pop.	38	74.0	Automated teller machines number/thousand adult pop.	71	44.3
Fixed-broadband Internet subscriptions /100 pop.	35	25.4	<b>Natural resources</b>	128	2.1
Mobile-cellular telephone subscriptions /100 pop.	107	92.2	Number of World Heritage natural sites number of sites	86	0
Mobile-broadband subscriptions /100 pop.	60	57.7	Total known species number of species	108	374
Mobile network coverage % pop.	55	99.5	Total protected areas % total territorial area	127	2.7
Quality of electricity supply	133	1.7	Natural tourism digital demand 0–100 (best)	85	7
<b>Prioritization of Travel &amp; Tourism</b>	33	5.0	Attractiveness of natural assets	86	4.8
Government prioritization of travel and tourism industry	95	4.3	<b>Cultural resources and business travel</b>	97	1.4
T&T government expenditure % government budget	12	9.3	Number of World Heritage cultural sites number of sites	47	5
Effectiveness of marketing and branding to attract tourists	90	3.8	Oral and intangible cultural heritage number of expressions	71	1
Comprehensiveness of annual T&T data 0–120 (best)	100	49	Sports stadiums number of large stadiums	77	4.0
Timeliness of providing monthly/quarterly T&T data 0–21 (best)	87	17.0	Number of international association meetings 3-year average	107	4.7
Country brand strategy rating 1–10 (best)	24	82.8	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/tcr>

# Lesotho

128th / 136

Travel & Tourism Competitiveness Index 2017 edition



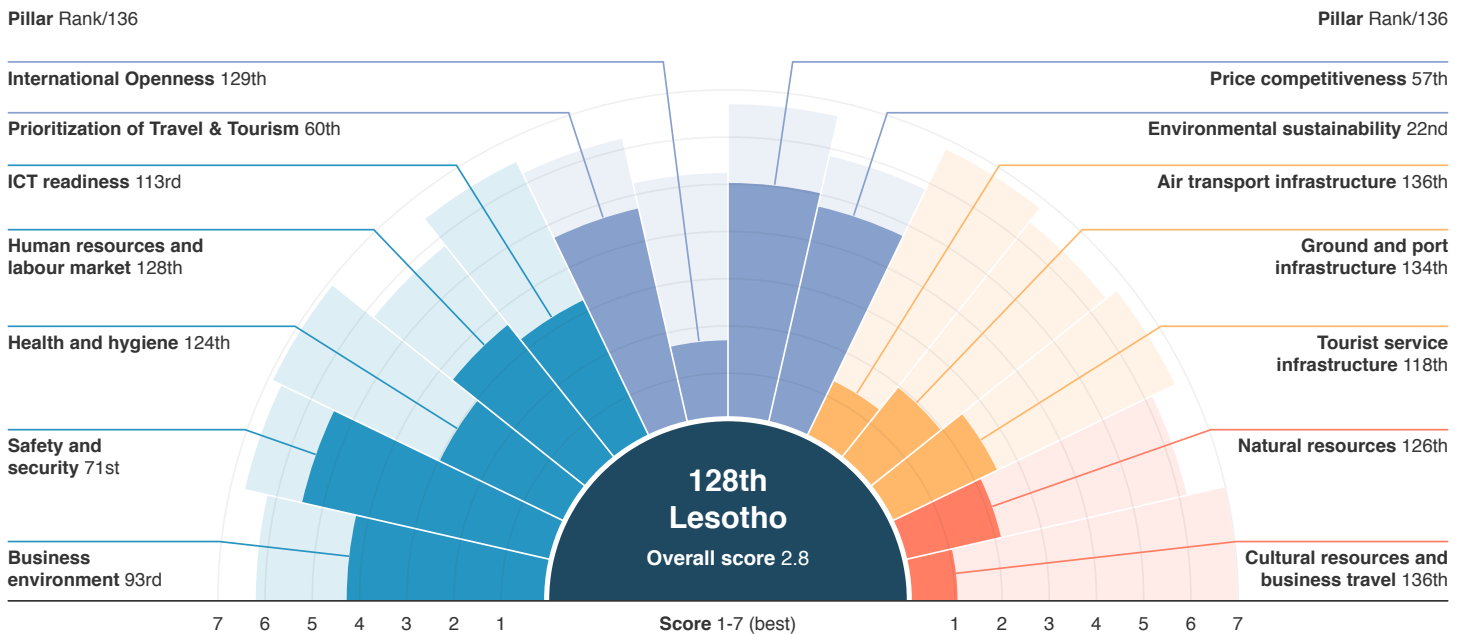
## Key Indicators

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

International tourist arrivals	320,000	T&T industry GDP	US \$114.9 million
International tourism inbound receipts	US \$34.4 million	% of total	5.8%
Average receipts per arrival	US \$107.6	T&T industry employment	34,402 jobs
		% of total	5.1%

## Performance Overview

Key Score Highest score



## Past performance

Travel & Tourism Competitiveness Edition	2015	2017
Rank	129 / 141	128 / 136
Score	2.8	2.8

## Lesotho

128th / 136

## Travel &amp; Tourism Competitiveness Index 2017 edition



Index Component	Rank/136	Score*	Index Component	Rank/136	Score*
<b>Business environment</b>	93	4.2	<b>International Openness</b>	129	1.7
Property rights	75	4.2	Visa requirements 0–100 (best)	110	21.0
Business impact of rules on FDI	107	3.9	Openness of bilateral Air Service Agreements 0–38 (best)	135	0.2
Efficiency of legal framework in settling disputes	68	3.6	Number of regional trade agreements in force number	91	4.0
Efficiency of legal framework in challenging regs	64	3.5	<b>Price competitiveness</b>	57	5.0
Time required to deal with construction permits days	91	179	Ticket taxes and airport charges 0–100 (best)	105	57.0
Cost to deal with construction permits % construction cost	126	11.8	Hotel price index US\$	n/a	n/a
Extent of market dominance	85	3.5	Purchasing power parity PPP \$	31	0.4
Time to start a business days	117	29.0	Fuel price levels US\$ cents/litre	51	107.0
Cost to start a business % GNI per capita	75	8.1	<b>Environmental sustainability</b>	22	4.7
Effect of taxation on incentives to work	93	3.6	Stringency of environmental regulations	34	4.8
Effect of taxation on incentives to invest	65	3.6	Enforcement of environmental regulations	36	4.6
Total tax rate % profits	5	13.6	Sustainability of travel and tourism industry development	20	5.1
<b>Safety and security</b>	71	5.4	Particulate matter (2.5) concentration µg/m3	49	6.3
Business costs of crime and violence	2	6.4	Environmental treaty ratification 0–27 (best)	115	17
Reliability of police services	32	5.7	Baseline water stress 5–0 (best)	57	1.3
Business costs of terrorism	1	6.7	Threatened species % total species	7	3.0
Index of terrorism incidence	49	7.0	Forest cover change % change	14	0.0
Homicide rate /100,000 pop.	133	38.0	Wastewater treatment %	105	0.3
<b>Health and hygiene</b>	124	2.9	Costal shelf fishing pressure tonnes/km2	n/a	n/a
Physician density /1,000 pop	128	0.0	<b>Air transport infrastructure</b>	136	1.3
Access to improved sanitation % pop.	122	30.3	Quality of air transport infrastructure	136	1.0
Access to improved drinking water % pop.	112	81.8	Available seat kilometres, domestic millions	105	0.0
Hospital beds /10,000 pop.	99	13.0	Available seat kilometres, international millions	136	0.3
HIV prevalence % adult pop.	135	23.4	Aircraft departures /1,000 pop.	n/a	n/a
Malaria incidence cases/100,000 pop.	1	S.L.	Airport density airports/million pop.	40	1.7
<b>Human resources and labour market</b>	128	3.6	Number of operating airlines Number	136	1.0
Primary education enrollment rate net %	126	80.2	<b>Ground and port infrastructure</b>	134	1.9
Secondary education enrollment rate gross %	115	53.8	Quality of roads	98	3.2
Extent of staff training	105	3.5	Road density % total territorial area	89	-
Degree of customer orientation	133	3.5	Paved road density % total territorial area	99	-
Hiring and firing practices	76	3.6	Quality of railroad infrastructure	104	1.0
Ease of finding skilled employees	112	3.6	Railroad density km of roads/land area	n/a	n/a
Ease of hiring foreign labour	108	3.6	Quality of port infrastructure	n/a	n/a
Pay and productivity	94	3.6	Ground transport efficiency	134	2.0
Female participation in the labor force ratio to men	69	0.81	<b>Tourist service infrastructure</b>	118	2.5
<b>ICT readiness</b>	113	3.2	Hotel rooms number/100 pop.	109	0.1
ICT use for biz-to-biz transactions	134	3.3	Quality of tourism infrastructure	85	4.4
Internet use for biz-to-consumer transactions	128	3.2	Presence of major car rental companies	113	2
Internet users % pop.	123	16.1	Automated teller machines number/thousand adult pop.	108	11.2
Fixed-broadband Internet subscriptions /100 pop.	127	0.1	<b>Natural resources</b>	126	2.1
Mobile-cellular telephone subscriptions /100 pop.	95	100.9	Number of World Heritage natural sites number of sites	78	1
Mobile-broadband subscriptions /100 pop.	93	39.2	Total known species number of species	119	329
Mobile network coverage % pop.	98	97.0	Total protected areas % total territorial area	134	0.5
Quality of electricity supply	104	3.4	Natural tourism digital demand 0–100 (best)	123	1
<b>Prioritization of Travel &amp; Tourism</b>	60	4.7	Attractiveness of natural assets	72	5.1
Government prioritization of travel and tourism industry	3	6.5	<b>Cultural resources and business travel</b>	136	1.0
T&T government expenditure % government budget	118	1.3	Number of World Heritage cultural sites number of sites	120	1
Effectiveness of marketing and branding to attract tourists	15	5.5	Oral and intangible cultural heritage number of expressions	93	0
Comprehensiveness of annual T&T data 0–120 (best)	104	47	Sports stadiums number of large stadiums	119	0.0
Timeliness of providing monthly/quarterly T&T data 0–21 (best)	106	10.5	Number of international association meetings 3-year average	131	0.3
Country brand strategy rating 1–10 (best)	16	84.9	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/tcr>

# Lithuania

56th / 136

Travel & Tourism Competitiveness Index 2017 edition



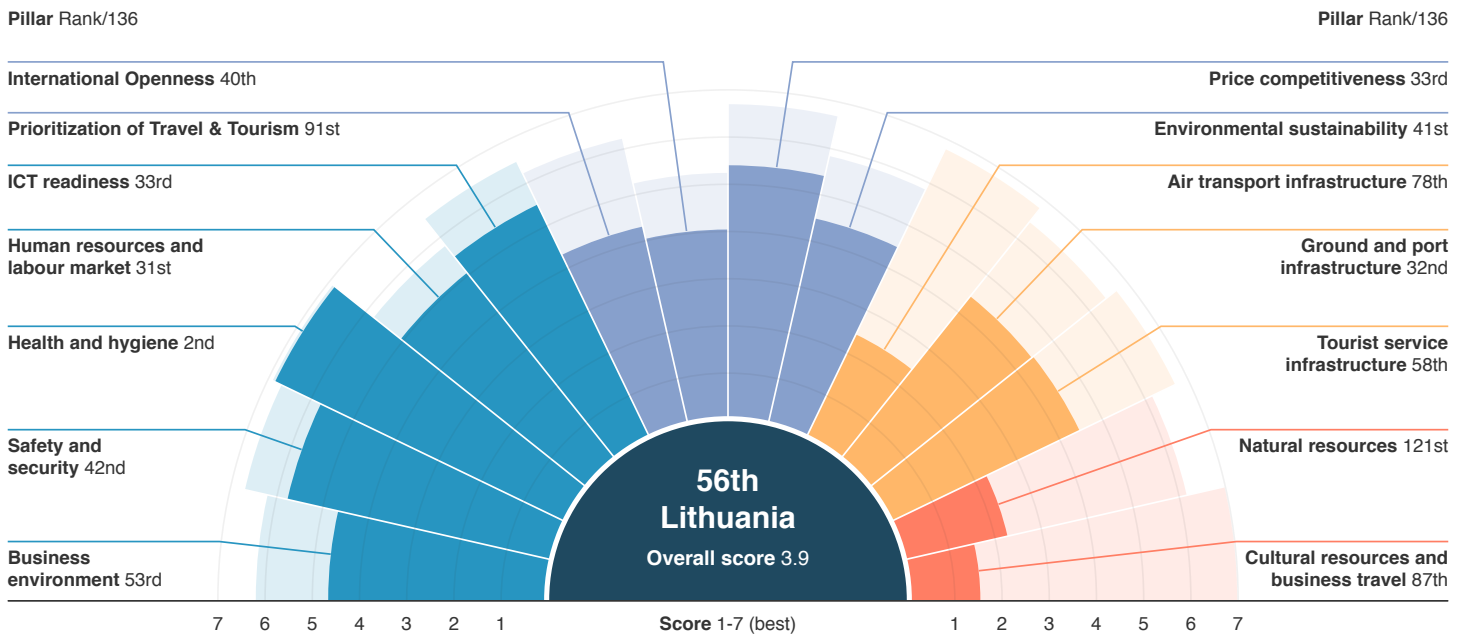
## Key Indicators

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

<b>International tourist arrivals</b>	2,071,300	<b>T&amp;T industry GDP</b>	US \$674.4 million
<b>International tourism inbound receipts</b>	US \$1,154.6 million	% of total	1.7%
<b>Average receipts per arrival</b>	US \$557.4	<b>T&amp;T industry employment</b>	22,553 jobs
		% of total	1.7%

## Performance Overview

Key Score Highest score



## Past performance

Travel & Tourism Competitiveness Edition	2015	2017
Rank	59 / 141	56 / 136
Score	3.9	3.9

## Lithuania

56th / 136



## Travel &amp; Tourism Competitiveness Index 2017 edition

Index Component	Rank/136	Score*	Index Component	Rank/136	Score*
<b>Business environment</b>	53	4.6	<b>International Openness</b>	40	4.0
Property rights	57	4.4	Visa requirements 0–100 (best)	73	24.0
Business impact of rules on FDI	66	4.6	Openness of bilateral Air Service Agreements 0–38 (best)	87	9.4
Efficiency of legal framework in settling disputes	59	3.8	Number of regional trade agreements in force number	1	53.0
Efficiency of legal framework in challenging regs	98	3.0	<b>Price competitiveness</b>	33	5.4
Time required to deal with construction permits days	35	103	Ticket taxes and airport charges 0–100 (best)	8	95.0
Cost to deal with construction permits % construction cost	9	0.3	Hotel price index US\$	1	68.2
Extent of market dominance	76	3.6	Purchasing power parity PPP \$	83	0.5
Time to start a business days	25	5.5	Fuel price levels US\$ cents/litre	98	150.0
Cost to start a business % GNI per capita	13	0.6	<b>Environmental sustainability</b>	41	4.4
Effect of taxation on incentives to work	119	3.1	Stringency of environmental regulations	32	4.9
Effect of taxation on incentives to invest	66	3.6	Enforcement of environmental regulations	31	4.7
Total tax rate % profits	88	42.7	Sustainability of travel and tourism industry development	85	4.0
<b>Safety and security</b>	42	5.7	Particulate matter (2.5) concentration µg/m3	77	9.7
Business costs of crime and violence	46	5.1	Environmental treaty ratification 0–27 (best)	26	25
Reliability of police services	55	4.7	Baseline water stress 5–0 (best)	71	1.9
Business costs of terrorism	45	5.6	Threatened species % total species	24	3.8
Index of terrorism incidence	1	7.0	Forest cover change % change	102	0.1
Homicide rate /100,000 pop.	86	5.5	Wastewater treatment %	45	46.8
<b>Health and hygiene</b>	2	6.8	Costal shelf fishing pressure tonnes/km2	32	0.0
Physician density /1,000 pop	7	4.1	<b>Air transport infrastructure</b>	78	2.4
Access to improved sanitation % pop.	64	92.4	Quality of air transport infrastructure	69	4.4
Access to improved drinking water % pop.	70	96.6	Available seat kilometres, domestic millions	105	0.0
Hospital beds /10,000 pop.	9	70.0	Available seat kilometres, international millions	92	62.8
HIV prevalence % adult pop.	1	0.1	Aircraft departures /1,000 pop.	58	4.2
Malaria incidence cases/100,000 pop.	1	S.L.	Airport density airports/million pop.	44	1.5
<b>Human resources and labour market</b>	31	5.0	Number of operating airlines Number	72	30.0
Primary education enrollment rate net %	32	97.9	<b>Ground and port infrastructure</b>	32	4.4
Secondary education enrollment rate gross %	28	106.8	Quality of roads	36	4.9
Extent of staff training	33	4.5	Road density % total territorial area	30	-
Degree of customer orientation	31	5.2	Paved road density % total territorial area	41	-
Hiring and firing practices	113	3.2	Quality of railroad infrastructure	24	4.5
Ease of finding skilled employees	109	3.6	Railroad density km of roads/land area	32	2.7
Ease of hiring foreign labour	115	3.4	Quality of port infrastructure	33	4.9
Pay and productivity	46	4.4	Ground transport efficiency	29	4.7
Female participation in the labor force ratio to men	16	0.94	<b>Tourist service infrastructure</b>	58	4.4
<b>ICT readiness</b>	33	5.5	Hotel rooms number/100 pop.	67	0.5
ICT use for biz-to-biz transactions	34	5.3	Quality of tourism infrastructure	55	4.8
Internet use for biz-to-consumer transactions	14	5.7	Presence of major car rental companies	1	7
Internet users % pop.	42	71.4	Automated teller machines number/thousand adult pop.	62	51.7
Fixed-broadband Internet subscriptions /100 pop.	26	27.8	<b>Natural resources</b>	121	2.2
Mobile-cellular telephone subscriptions /100 pop.	32	139.5	Number of World Heritage natural sites number of sites	86	0
Mobile-broadband subscriptions /100 pop.	46	69.5	Total known species number of species	122	319
Mobile network coverage % pop.	1	100.0	Total protected areas % total territorial area	71	16.8
Quality of electricity supply	45	5.6	Natural tourism digital demand 0–100 (best)	119	1
<b>Prioritization of Travel &amp; Tourism</b>	91	4.3	Attractiveness of natural assets	95	4.4
Government prioritization of travel and tourism industry	112	3.6	<b>Cultural resources and business travel</b>	87	1.5
T&T government expenditure % government budget	73	3.1	Number of World Heritage cultural sites number of sites	55	4
Effectiveness of marketing and branding to attract tourists	113	3.4	Oral and intangible cultural heritage number of expressions	43	3
Comprehensiveness of annual T&T data 0–120 (best)	2	113	Sports stadiums number of large stadiums	119	0.0
Timeliness of providing monthly/quarterly T&T data 0–21 (best)	70	18.0	Number of international association meetings 3-year average	53	50.0
Country brand strategy rating 1–10 (best)	94	70.2	Cultural and entertainment tourism digital demand 0–100 (best)	108	3

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# Luxembourg

28th / 136

Travel & Tourism Competitiveness Index 2017 edition



## Key Indicators

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

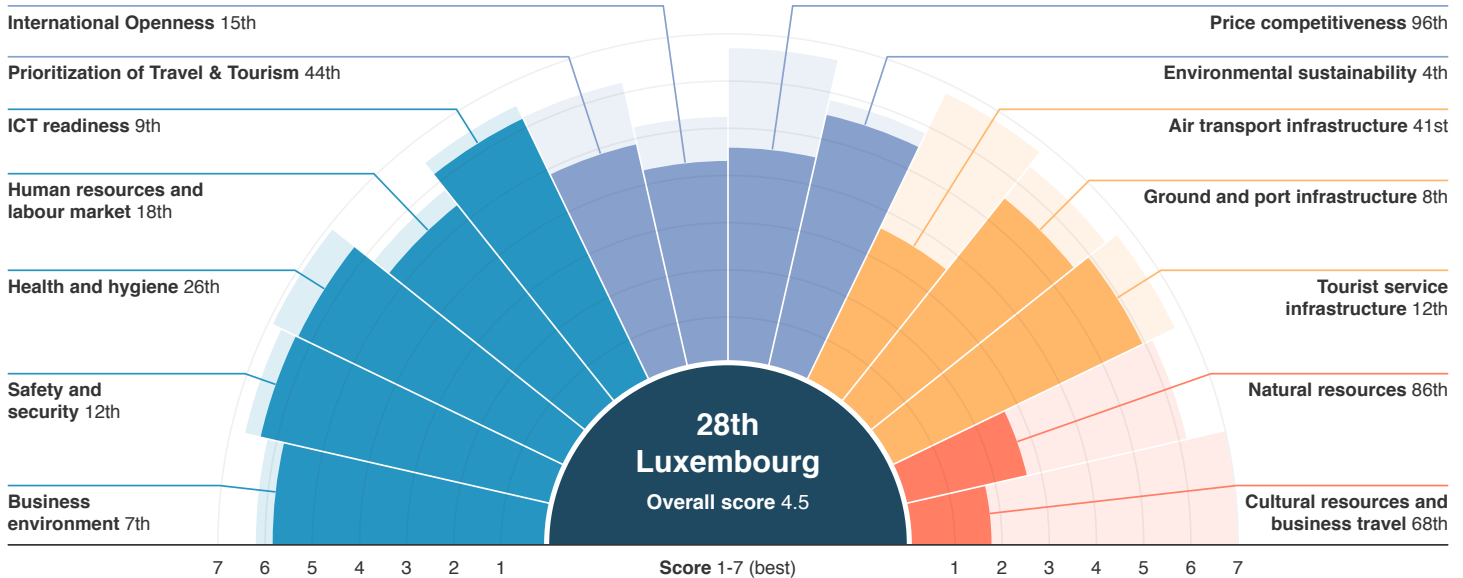
International tourist arrivals	1,089,576	T&T industry GDP	US \$1,030.5 million
International tourism inbound receipts	US \$4,296.5 million	% of total	1.8%
Average receipts per arrival	US \$3,943.3	T&T industry employment	6,084 jobs
		% of total	2.5%

## Performance Overview

Key Score Highest score

Pillar Rank/136

Pillar Rank/136



## 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*	Index Component	Rank/136	Score*
<b>Business environment</b>	7	5.8	<b>International Openness</b>	15	4.3
Property rights	4	6.3	Visa requirements 0–100 (best)	73	24.0
Business impact of rules on FDI	7	5.9	Openness of bilateral Air Service Agreements 0–38 (best)	33	14.1
Efficiency of legal framework in settling disputes	14	5.4	Number of regional trade agreements in force number	1	53.0
Efficiency of legal framework in challenging regs	7	5.4	<b>Price competitiveness</b>	96	4.6
Time required to deal with construction permits days	80	157	Ticket taxes and airport charges 0–100 (best)	12	93.4
Cost to deal with construction permits % construction cost	27	0.7	Hotel price index US\$	52	122.5
Extent of market dominance	17	4.7	Purchasing power parity PPP \$	125	1.0
Time to start a business days	91	16.5	Fuel price levels US\$ cents/litre	90	139.0
Cost to start a business % GNI per capita	36	1.7	<b>Environmental sustainability</b>	4	5.5
Effect of taxation on incentives to work	8	5.2	Stringency of environmental regulations	14	5.6
Effect of taxation on incentives to invest	6	5.4	Enforcement of environmental regulations	12	5.6
Total tax rate % profits	13	20.8	Sustainability of travel and tourism industry development	17	5.2
<b>Safety and security</b>	12	6.3	Particulate matter (2.5) concentration µg/m3	83	10.0
Business costs of crime and violence	13	5.8	Environmental treaty ratification 0–27 (best)	10	28
Reliability of police services	13	6.2	Baseline water stress 5–0 (best)	87	2.8
Business costs of terrorism	41	5.7	Threatened species % total species	1	1.6
Index of terrorism incidence	1	7.0	Forest cover change % change	65	0.1
Homicide rate /100,000 pop.	12	0.7	Wastewater treatment %	3	96.8
<b>Health and hygiene</b>	26	6.3	Costal shelf fishing pressure tonnes/km2	n/a	n/a
Physician density /1,000 pop	37	2.9	<b>Air transport infrastructure</b>	41	3.6
Access to improved sanitation % pop.	38	97.6	Quality of air transport infrastructure	27	5.5
Access to improved drinking water % pop.	1	100.0	Available seat kilometres, domestic millions	105	0.0
Hospital beds /10,000 pop.	27	54.0	Available seat kilometres, international millions	108	32.6
HIV prevalence % adult pop.	60	0.3	Aircraft departures /1,000 pop.	3	85.3
Malaria incidence cases/100,000 pop.	1	S.L.	Airport density airports/million pop.	35	1.9
<b>Human resources and labour market</b>	18	5.3	Number of operating airlines Number	94	20.0
Primary education enrollment rate net %	84	93.0	<b>Ground and port infrastructure</b>	8	5.5
Secondary education enrollment rate gross %	38	102.3	Quality of roads	15	5.6
Extent of staff training	5	5.4	Road density % total territorial area	8	-
Degree of customer orientation	12	5.7	Paved road density % total territorial area	7	-
Hiring and firing practices	53	3.9	Quality of railroad infrastructure	16	5.1
Ease of finding skilled employees	57	4.4	Railroad density km of roads/land area	3	10.6
Ease of hiring foreign labour	2	5.5	Quality of port infrastructure	53	4.4
Pay and productivity	20	4.8	Ground transport efficiency	20	5.0
Female participation in the labor force ratio to men	57	0.83	<b>Tourist service infrastructure</b>	12	5.9
<b>ICT readiness</b>	9	6.2	Hotel rooms number/100 pop.	18	1.3
ICT use for biz-to-biz transactions	10	5.9	Quality of tourism infrastructure	37	5.3
Internet use for biz-to-consumer transactions	18	5.6	Presence of major car rental companies	1	7
Internet users % pop.	2	97.3	Automated teller machines number/thousand adult pop.	18	106.3
Fixed-broadband Internet subscriptions /100 pop.	14	35.9	<b>Natural resources</b>	86	2.7
Mobile-cellular telephone subscriptions /100 pop.	22	148.5	Number of World Heritage natural sites number of sites	86	0
Mobile-broadband subscriptions /100 pop.	30	80.9	Total known species number of species	128	255
Mobile network coverage % pop.	65	99.0	Total protected areas % total territorial area	13	34.6
Quality of electricity supply	14	6.6	Natural tourism digital demand 0–100 (best)	102	3
<b>Prioritization of Travel &amp; Tourism</b>	44	4.8	Attractiveness of natural assets	94	4.5
Government prioritization of travel and tourism industry	43	5.3	<b>Cultural resources and business travel</b>	68	1.7
T&T government expenditure % government budget	81	2.8	Number of World Heritage cultural sites number of sites	97	1
Effectiveness of marketing and branding to attract tourists	35	5.0	Oral and intangible cultural heritage number of expressions	71	1
Comprehensiveness of annual T&T data 0–120 (best)	59	72	Sports stadiums number of large stadiums	119	0.0
Timeliness of providing monthly/quarterly T&T data 0–21 (best)	97	13.5	Number of international association meetings 3-year average	65	29.0
Country brand strategy rating 1–10 (best)	3	94.4	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/tcr>

# Macedonia, FYR

89th / 136

Travel & Tourism Competitiveness Index 2017 edition



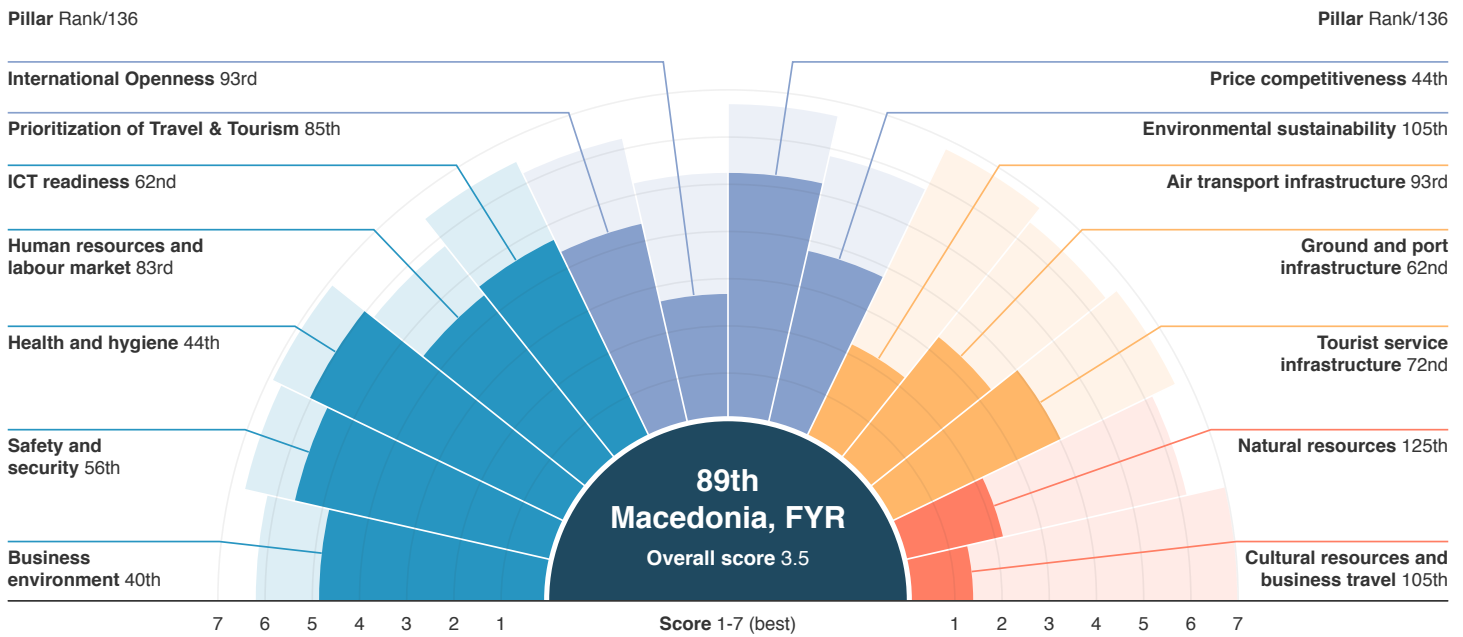
## Key Indicators

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

International tourist arrivals	485,530	T&T industry GDP	US \$150.3 million
International tourism inbound receipts	US \$266.8 million	% of total	1.5%
Average receipts per arrival	US \$549.5	T&T industry employment	9,916 jobs
		% of total	1.4%

## Performance Overview

Key Score Highest score



## 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



Index Component	Rank/136	Score*	Index Component	Rank/136	Score*
<b>Business environment</b>	40	4.8	<b>International Openness</b>	93	2.6
Property rights	86	4.1	Visa requirements 0–100 (best)	43	45.0
Business impact of rules on FDI	32	5.1	Openness of bilateral Air Service Agreements 0–38 (best)	109	7.1
Efficiency of legal framework in settling disputes	78	3.4	Number of regional trade agreements in force number	78	6.0
Efficiency of legal framework in challenging regs	91	3.1	<b>Price competitiveness</b>	44	5.2
Time required to deal with construction permits days	23	89	Ticket taxes and airport charges 0–100 (best)	64	76.6
Cost to deal with construction permits % construction cost	103	5.1	Hotel price index US\$	n/a	n/a
Extent of market dominance	67	3.7	Purchasing power parity PPP \$	24	0.3
Time to start a business days	4	2.0	Fuel price levels US\$ cents/litre	81	127.0
Cost to start a business % GNI per capita	2	0.1	<b>Environmental sustainability</b>	105	3.7
Effect of taxation on incentives to work	50	4.1	Stringency of environmental regulations	86	3.7
Effect of taxation on incentives to invest	21	4.6	Enforcement of environmental regulations	82	3.5
Total tax rate % profits	2	13.0	Sustainability of travel and tourism industry development	90	3.9
<b>Safety and security</b>	56	5.6	Particulate matter (2.5) concentration µg/m3	103	11.6
Business costs of crime and violence	76	4.4	Environmental treaty ratification 0–27 (best)	90	19
Reliability of police services	47	5.0	Baseline water stress 5–0 (best)	110	3.9
Business costs of terrorism	92	4.8	Threatened species % total species	47	4.8
Index of terrorism incidence	73	6.9	Forest cover change % change	47	0.0
Homicide rate /100,000 pop.	45	1.6	Wastewater treatment %	82	4.4
<b>Health and hygiene</b>	44	6.0	Costal shelf fishing pressure tonnes/km2	n/a	n/a
Physician density /1,000 pop	44	2.6	<b>Air transport infrastructure</b>	93	2.2
Access to improved sanitation % pop.	67	90.9	Quality of air transport infrastructure	51	4.8
Access to improved drinking water % pop.	47	99.4	Available seat kilometres, domestic millions	105	0.0
Hospital beds /10,000 pop.	40	45.0	Available seat kilometres, international millions	121	20.2
HIV prevalence % adult pop.	1	<0.1	Aircraft departures /1,000 pop.	105	0.7
Malaria incidence cases/100,000 pop.	1	M.F.	Airport density airports/million pop.	41	1.7
<b>Human resources and labour market</b>	83	4.4	Number of operating airlines Number	109	15.0
Primary education enrollment rate net %	110	88.3	<b>Ground and port infrastructure</b>	62	3.3
Secondary education enrollment rate gross %	94	78.6	Quality of roads	81	3.7
Extent of staff training	87	3.7	Road density % total territorial area	48	-
Degree of customer orientation	57	4.8	Paved road density % total territorial area	50	-
Hiring and firing practices	39	4.2	Quality of railroad infrastructure	63	2.7
Ease of finding skilled employees	76	4.0	Railroad density km of roads/land area	31	2.7
Ease of hiring foreign labour	36	4.4	Quality of port infrastructure	78	3.8
Pay and productivity	48	4.3	Ground transport efficiency	52	3.9
Female participation in the labor force ratio to men	97	0.67	<b>Tourist service infrastructure</b>	72	4.0
<b>ICT readiness</b>	62	4.6	Hotel rooms number/100 pop.	73	0.4
ICT use for biz-to-biz transactions	80	4.5	Quality of tourism infrastructure	101	4.1
Internet use for biz-to-consumer transactions	70	4.4	Presence of major car rental companies	51	6
Internet users % pop.	45	70.4	Automated teller machines number/thousand adult pop.	55	54.5
Fixed-broadband Internet subscriptions /100 pop.	52	17.2	<b>Natural resources</b>	125	2.1
Mobile-cellular telephone subscriptions /100 pop.	97	98.8	Number of World Heritage natural sites number of sites	78	1
Mobile-broadband subscriptions /100 pop.	68	53.5	Total known species number of species	92	415
Mobile network coverage % pop.	51	99.7	Total protected areas % total territorial area	97	9.7
Quality of electricity supply	66	4.9	Natural tourism digital demand 0–100 (best)	132	1
<b>Prioritization of Travel &amp; Tourism</b>	85	4.3	Attractiveness of natural assets	115	4.0
Government prioritization of travel and tourism industry	58	5.0	<b>Cultural resources and business travel</b>	105	1.4
T&T government expenditure % government budget	117	1.3	Number of World Heritage cultural sites number of sites	120	1
Effectiveness of marketing and branding to attract tourists	41	4.9	Oral and intangible cultural heritage number of expressions	43	3
Comprehensiveness of annual T&T data 0–120 (best)	75	62	Sports stadiums number of large stadiums	90	3.0
Timeliness of providing monthly/quarterly T&T data 0–21 (best)	17	20.5	Number of international association meetings 3-year average	78	11.3
Country brand strategy rating 1–10 (best)	112	61.8	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/tcr>

# Madagascar

121st / 136

Travel & Tourism Competitiveness Index 2017 edition



## Key Indicators

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

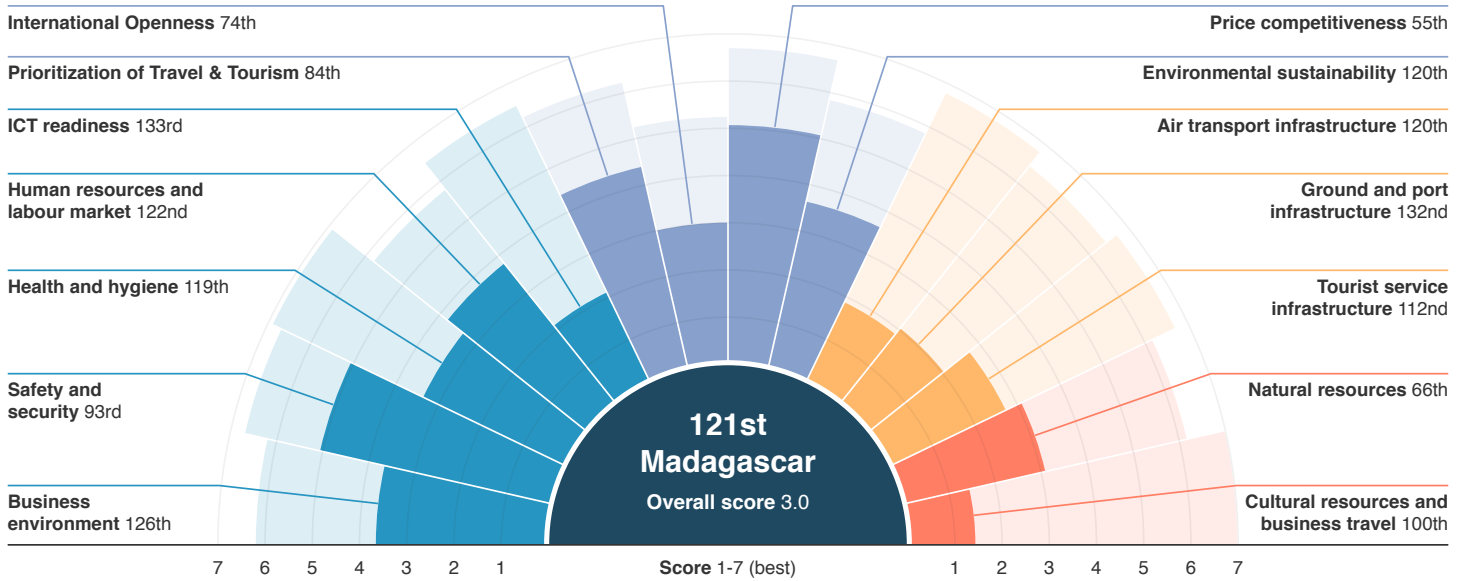
International tourist arrivals	244,321	T&T industry GDP	US \$548.0 million
International tourism inbound receipts	US \$574.0 million	% of total	4.8%
Average receipts per arrival	US \$2,349.4	T&T industry employment	208,360 jobs
		% of total	3.8%

## Performance Overview

Key Score Highest score

Pillar Rank/136

Pillar Rank/136



## 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

Index Component	Rank/136	Score*	Index Component	Rank/136	Score*
<b>Business environment</b>	126	3.6	<b>International Openness</b>	74	3.0
Property rights	125	3.2	Visa requirements 0–100 (best)	12	70.0
Business impact of rules on FDI	104	4.0	Openness of bilateral Air Service Agreements 0–38 (best)	94	9.1
Efficiency of legal framework in settling disputes	120	2.7	Number of regional trade agreements in force number	127	1.0
Efficiency of legal framework in challenging regs	127	2.5	<b>Price competitiveness</b>	55	5.0
Time required to deal with construction permits days	96	185	Ticket taxes and airport charges 0–100 (best)	112	54.8
Cost to deal with construction permits % construction cost	135	28.2	Hotel price index US\$	n/a	n/a
Extent of market dominance	121	3.0	Purchasing power parity PPP \$	3	0.3
Time to start a business days	68	11.0	Fuel price levels US\$ cents/litre	55	109.0
Cost to start a business % GNI per capita	120	40.4	<b>Environmental sustainability</b>	120	3.6
Effect of taxation on incentives to work	57	4.0	Stringency of environmental regulations	121	3.0
Effect of taxation on incentives to invest	97	3.3	Enforcement of environmental regulations	115	3.0
Total tax rate % profits	70	38.1	Sustainability of travel and tourism industry development	91	3.9
<b>Safety and security</b>	93	5.0	Particulate matter (2.5) concentration µg/m3	6	1.8
Business costs of crime and violence	109	3.6	Environmental treaty ratification 0–27 (best)	54	22
Reliability of police services	121	2.9	Baseline water stress 5–0 (best)	56	1.2
Business costs of terrorism	95	4.8	Threatened species % total species	136	37.2
Index of terrorism incidence	79	6.9	Forest cover change % change	114	0.1
Homicide rate /100,000 pop.	10	0.6	Wastewater treatment %	111	0.0
<b>Health and hygiene</b>	119	3.3	Costal shelf fishing pressure tonnes/km2	16	0.0
Physician density /1,000 pop	115	0.2	<b>Air transport infrastructure</b>	120	1.8
Access to improved sanitation % pop.	136	12.0	Quality of air transport infrastructure	120	3.2
Access to improved drinking water % pop.	134	51.5	Available seat kilometres, domestic millions	60	4.5
Hospital beds /10,000 pop.	134	2.0	Available seat kilometres, international millions	104	33.9
HIV prevalence % adult pop.	60	0.3	Aircraft departures /1,000 pop.	110	0.4
Malaria incidence cases/100,000 pop.	115	5090.8	Airport density airports/million pop.	37	1.8
<b>Human resources and labour market</b>	122	3.8	Number of operating airlines Number	117	13.0
Primary education enrollment rate net %	131	77.1	<b>Ground and port infrastructure</b>	132	2.0
Secondary education enrollment rate gross %	129	38.4	Quality of roads	136	2.0
Extent of staff training	94	3.6	Road density % total territorial area	127	-
Degree of customer orientation	77	4.5	Paved road density % total territorial area	125	-
Hiring and firing practices	68	3.7	Quality of railroad infrastructure	n/a	n/a
Ease of finding skilled employees	67	4.2	Railroad density km of roads/land area	n/a	0.1
Ease of hiring foreign labour	72	4.0	Quality of port infrastructure	92	3.5
Pay and productivity	109	3.5	Ground transport efficiency	121	2.4
Female participation in the labor force ratio to men	11	0.95	<b>Tourist service infrastructure</b>	112	2.7
<b>ICT readiness</b>	133	2.1	Hotel rooms number/100 pop.	117	0.1
ICT use for biz-to-biz transactions	85	4.5	Quality of tourism infrastructure	102	4.0
Internet use for biz-to-consumer transactions	92	4.1	Presence of major car rental companies	85	4
Internet users % pop.	133	4.2	Automated teller machines number/thousand adult pop.	131	2.0
Fixed-broadband Internet subscriptions /100 pop.	126	0.1	<b>Natural resources</b>	66	3.1
Mobile-cellular telephone subscriptions /100 pop.	133	44.1	Number of World Heritage natural sites number of sites	30	2
Mobile-broadband subscriptions /100 pop.	121	13.2	Total known species number of species	46	796
Mobile network coverage % pop.	130	75.0	Total protected areas % total territorial area	116	5.0
Quality of electricity supply	128	1.9	Natural tourism digital demand 0–100 (best)	65	13
<b>Prioritization of Travel &amp; Tourism</b>	84	4.4	Attractiveness of natural assets	61	5.2
Government prioritization of travel and tourism industry	97	4.2	<b>Cultural resources and business travel</b>	100	1.4
T&T government expenditure % government budget	28	5.8	Number of World Heritage cultural sites number of sites	97	1
Effectiveness of marketing and branding to attract tourists	83	3.9	Oral and intangible cultural heritage number of expressions	71	1
Comprehensiveness of annual T&T data 0–120 (best)	123	35	Sports stadiums number of large stadiums	66	5.0
Timeliness of providing monthly/quarterly T&T data 0–21 (best)	94	15.0	Number of international association meetings 3-year average	128	0.7
Country brand strategy rating 1–10 (best)	93	70.5	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/tcr>

# Malawi

123rd / 136

Travel & Tourism Competitiveness Index 2017 edition



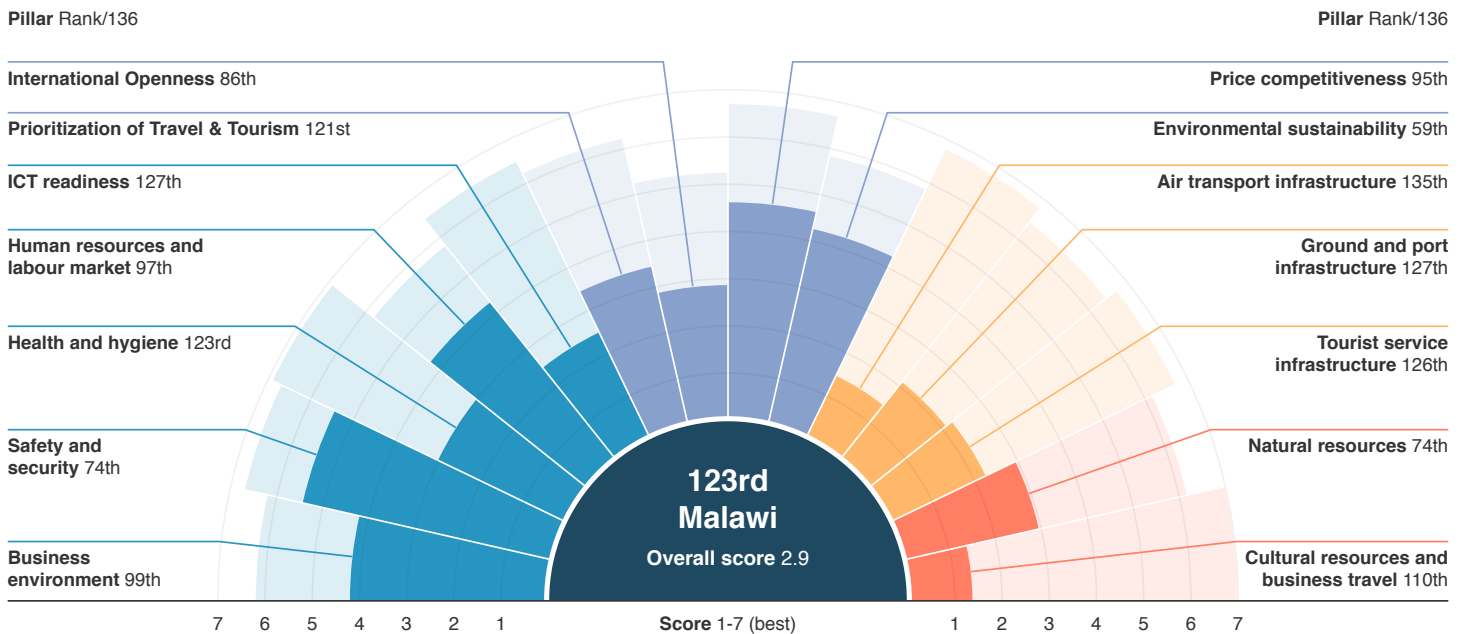
## Key Indicators

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

International tourist arrivals	805,000	T&T industry GDP	US \$230.7 million
International tourism inbound receipts	US \$36.8 million	% of total	3.4%
Average receipts per arrival	US \$45.7	T&T industry employment	205,034 jobs
		% of total	2.8%

## Performance Overview

Key Score Highest score



## 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

Index Component	Rank/136	Score*	Index Component	Rank/136	Score*
<b>Business environment</b>	99	4.2	<b>International Openness</b>	86	2.8
Property rights	94	4.0	Visa requirements 0–100 (best)	23	58.0
Business impact of rules on FDI	64	4.7	Openness of bilateral Air Service Agreements 0–38 (best)	80	9.9
Efficiency of legal framework in settling disputes	98	3.1	Number of regional trade agreements in force number	117	2.0
Efficiency of legal framework in challenging regs	77	3.3	<b>Price competitiveness</b>	95	4.6
Time required to deal with construction permits days	75	153	Ticket taxes and airport charges 0–100 (best)	78	69.3
Cost to deal with construction permits % construction cost	43	1.0	Hotel price index US\$	n/a	n/a
Extent of market dominance	123	2.9	Purchasing power parity PPP \$	11	0.3
Time to start a business days	120	37.0	Fuel price levels US\$ cents/litre	126	180.0
Cost to start a business % GNI per capita	124	42.2	<b>Environmental sustainability</b>	59	4.2
Effect of taxation on incentives to work	96	3.6	Stringency of environmental regulations	123	3.0
Effect of taxation on incentives to invest	115	2.9	Enforcement of environmental regulations	123	2.9
Total tax rate % profits	57	34.5	Sustainability of travel and tourism industry development	118	3.3
<b>Safety and security</b>	74	5.4	Particulate matter (2.5) concentration µg/m3	32	4.9
Business costs of crime and violence	118	3.3	Environmental treaty ratification 0–27 (best)	90	19
Reliability of police services	95	3.8	Baseline water stress 5–0 (best)	1	0.0
Business costs of terrorism	8	6.2	Threatened species % total species	23	3.8
Index of terrorism incidence	1	7.0	Forest cover change % change	84	0.1
Homicide rate /100,000 pop.	50	1.8	Wastewater treatment %	111	0.0
<b>Health and hygiene</b>	123	3.0	Costal shelf fishing pressure tonnes/km2	n/a	n/a
Physician density /1,000 pop	135	0.0	<b>Air transport infrastructure</b>	135	1.4
Access to improved sanitation % pop.	117	41.0	Quality of air transport infrastructure	134	2.4
Access to improved drinking water % pop.	96	90.2	Available seat kilometres, domestic millions	105	0.0
Hospital beds /10,000 pop.	99	13.0	Available seat kilometres, international millions	131	8.4
HIV prevalence % adult pop.	129	10.0	Aircraft departures /1,000 pop.	126	0.1
Malaria incidence cases/100,000 pop.	124	20964.0	Airport density airports/million pop.	92	0.7
<b>Human resources and labour market</b>	97	4.2	Number of operating airlines Number	130	6.0
Primary education enrollment rate net %	37	97.5	<b>Ground and port infrastructure</b>	127	2.1
Secondary education enrollment rate gross %	124	43.4	Quality of roads	110	2.9
Extent of staff training	64	3.9	Road density % total territorial area	106	-
Degree of customer orientation	114	4.0	Paved road density % total territorial area	102	-
Hiring and firing practices	71	3.7	Quality of railroad infrastructure	91	1.8
Ease of finding skilled employees	102	3.7	Railroad density km of roads/land area	60	0.7
Ease of hiring foreign labour	94	3.7	Quality of port infrastructure	128	2.2
Pay and productivity	99	3.6	Ground transport efficiency	119	2.4
Female participation in the labor force ratio to men	5	1.01	<b>Tourist service infrastructure</b>	126	2.2
<b>ICT readiness</b>	127	2.5	Hotel rooms number/100 pop.	100	0.2
ICT use for biz-to-biz transactions	127	3.6	Quality of tourism infrastructure	118	3.5
Internet use for biz-to-consumer transactions	131	3.1	Presence of major car rental companies	113	2
Internet users % pop.	128	9.3	Automated teller machines number/thousand adult pop.	125	4.9
Fixed-broadband Internet subscriptions /100 pop.	131	0.0	<b>Natural resources</b>	74	2.9
Mobile-cellular telephone subscriptions /100 pop.	136	37.9	Number of World Heritage natural sites number of sites	46	1
Mobile-broadband subscriptions /100 pop.	114	16.2	Total known species number of species	38	906
Mobile network coverage % pop.	108	95.0	Total protected areas % total territorial area	70	16.8
Quality of electricity supply	123	2.3	Natural tourism digital demand 0–100 (best)	106	3
<b>Prioritization of Travel &amp; Tourism</b>	121	3.4	Attractiveness of natural assets	90	4.7
Government prioritization of travel and tourism industry	103	4.1	<b>Cultural resources and business travel</b>	110	1.3
T&T government expenditure % government budget	115	1.4	Number of World Heritage cultural sites number of sites	97	1
Effectiveness of marketing and branding to attract tourists	122	3.0	Oral and intangible cultural heritage number of expressions	43	3
Comprehensiveness of annual T&T data 0–120 (best)	108	43	Sports stadiums number of large stadiums	97	2.0
Timeliness of providing monthly/quarterly T&T data 0–21 (best)	118	3.0	Number of international association meetings 3-year average	119	2.7
Country brand strategy rating 1–10 (best)	50	78.8	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/tcr>

# Malaysia

26th / 136

Travel & Tourism Competitiveness Index 2017 edition



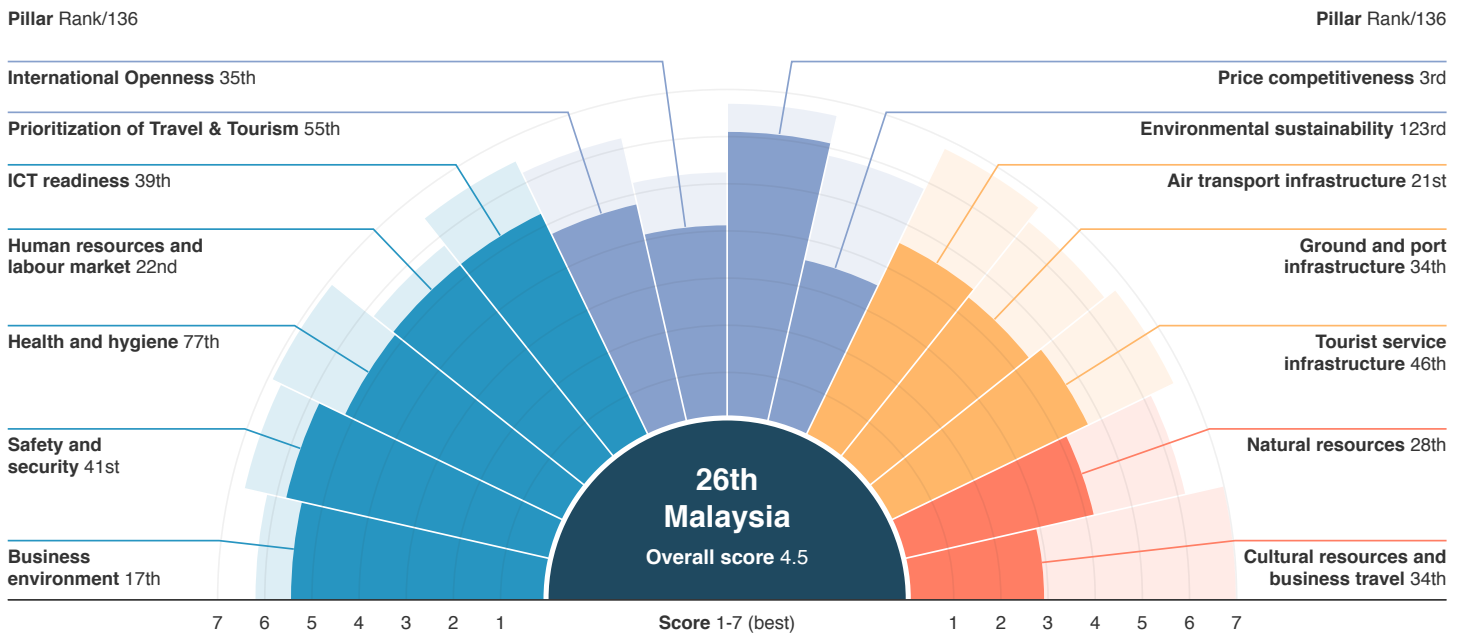
## Key Indicators

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

<b>International tourist arrivals</b>	25,721,251	<b>T&amp;T industry GDP</b>	US \$13,004.3 million
<b>International tourism inbound receipts</b>	US \$17,597.1 million	% of total	4.4%
<b>Average receipts per arrival</b>	US \$684.1	<b>T&amp;T industry employment</b>	574,182 jobs
		% of total	4.2%

## Performance Overview

Key Score Highest score



Malaysia continues to deliver a strong performance, ranking 26th. While it dropped 1 position in the rankings, Malaysia effectively improved its travel and tourism competitiveness 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
<b>Rank</b>	25 / 141	26 / 136
<b>Score</b>	4.4	4.5

# Malaysia

# 26th / 136



## Travel & Tourism Competitiveness Index 2017 edition

Index Component	Rank/136	Score*	Index Component	Rank/136	Score*
<b>Business environment</b>	17	5.4	<b>International Openness</b>	35	4.1
Property rights	31	5.3	Visa requirements 0–100 (best)	25	57.0
Business impact of rules on FDI	41	5.0	Openness of bilateral Air Service Agreements 0–38 (best)	44	12.2
Efficiency of legal framework in settling disputes	19	5.1	Number of regional trade agreements in force number	43	22.0
Efficiency of legal framework in challenging regs	17	4.9	<b>Price competitiveness</b>	3	6.1
Time required to deal with construction permits days	13	79	Ticket taxes and airport charges 0–100 (best)	7	95.0
Cost to deal with construction permits % construction cost	58	1.4	Hotel price index US\$	18	85.2
Extent of market dominance	16	4.7	Purchasing power parity PPP \$	32	0.4
Time to start a business days	93	18.0	Fuel price levels US\$ cents/litre	16	65.0
Cost to start a business % GNI per capita	63	6.2	<b>Environmental sustainability</b>	123	3.5
Effect of taxation on incentives to work	12	5.1	Stringency of environmental regulations	25	5.2
Effect of taxation on incentives to invest	13	4.9	Enforcement of environmental regulations	24	5.1
Total tax rate % profits	80	40.0	Sustainability of travel and tourism industry development	6	5.5
<b>Safety and security</b>	41	5.8	Particulate matter (2.5) concentration µg/m3	111	11.9
Business costs of crime and violence	59	4.8	Environmental treaty ratification 0–27 (best)	79	20
Reliability of police services	38	5.4	Baseline water stress 5–0 (best)	50	1.0
Business costs of terrorism	77	5.1	Threatened species % total species	128	13.6
Index of terrorism incidence	90	6.7	Forest cover change % change	125	0.2
Homicide rate /100,000 pop.	54	1.9	Wastewater treatment %	56	19.6
<b>Health and hygiene</b>	77	5.2	Costal shelf fishing pressure tonnes/km2	92	1.1
Physician density /1,000 pop	79	1.2	<b>Air transport infrastructure</b>	21	4.5
Access to improved sanitation % pop.	50	96.0	Quality of air transport infrastructure	20	5.7
Access to improved drinking water % pop.	58	98.2	Available seat kilometres, domestic millions	14	456.5
Hospital beds /10,000 pop.	82	19.0	Available seat kilometres, international millions	21	1480.7
HIV prevalence % adult pop.	85	0.5	Aircraft departures /1,000 pop.	24	15.7
Malaria incidence cases/100,000 pop.	89	11.0	Airport density airports/million pop.	45	1.5
<b>Human resources and labour market</b>	22	5.2	Number of operating airlines Number	23	78.0
Primary education enrollment rate net %	27	98.1	<b>Ground and port infrastructure</b>	34	4.4
Secondary education enrollment rate gross %	96	77.6	Quality of roads	20	5.5
Extent of staff training	9	5.3	Road density % total territorial area	46	-
Degree of customer orientation	18	5.6	Paved road density % total territorial area	36	-
Hiring and firing practices	10	5.1	Quality of railroad infrastructure	15	5.1
Ease of finding skilled employees	10	5.3	Railroad density km of roads/land area	59	0.7
Ease of hiring foreign labour	24	4.6	Quality of port infrastructure	17	5.4
Pay and productivity	6	5.3	Ground transport efficiency	27	4.8
Female participation in the labor force ratio to men	102	0.65	<b>Tourist service infrastructure</b>	46	4.7
<b>ICT readiness</b>	39	5.2	Hotel rooms number/100 pop.	35	1.0
ICT use for biz-to-biz transactions	22	5.6	Quality of tourism infrastructure	16	5.7
Internet use for biz-to-consumer transactions	13	5.7	Presence of major car rental companies	72	5
Internet users % pop.	43	71.1	Automated teller machines number/thousand adult pop.	60	51.9
Fixed-broadband Internet subscriptions /100 pop.	70	10.0	<b>Natural resources</b>	28	4.1
Mobile-cellular telephone subscriptions /100 pop.	27	143.9	Number of World Heritage natural sites number of sites	30	2
Mobile-broadband subscriptions /100 pop.	23	90.6	Total known species number of species	22	1269
Mobile network coverage % pop.	104	96.0	Total protected areas % total territorial area	59	18.4
Quality of electricity supply	39	5.8	Natural tourism digital demand 0–100 (best)	31	36
<b>Prioritization of Travel &amp; Tourism</b>	55	4.7	Attractiveness of natural assets	37	5.7
Government prioritization of travel and tourism industry	24	5.7	<b>Cultural resources and business travel</b>	34	2.9
T&T government expenditure % government budget	109	1.8	Number of World Heritage cultural sites number of sites	75	2
Effectiveness of marketing and branding to attract tourists	7	5.7	Oral and intangible cultural heritage number of expressions	71	1
Comprehensiveness of annual T&T data 0–120 (best)	95	53	Sports stadiums number of large stadiums	19	23.0
Timeliness of providing monthly/quarterly T&T data 0–21 (best)	53	19.0	Number of international association meetings 3-year average	34	129.3
Country brand strategy rating 1–10 (best)	85	72.1	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/tcr>

# Mali

130th / 136

Travel & Tourism Competitiveness Index 2017 edition



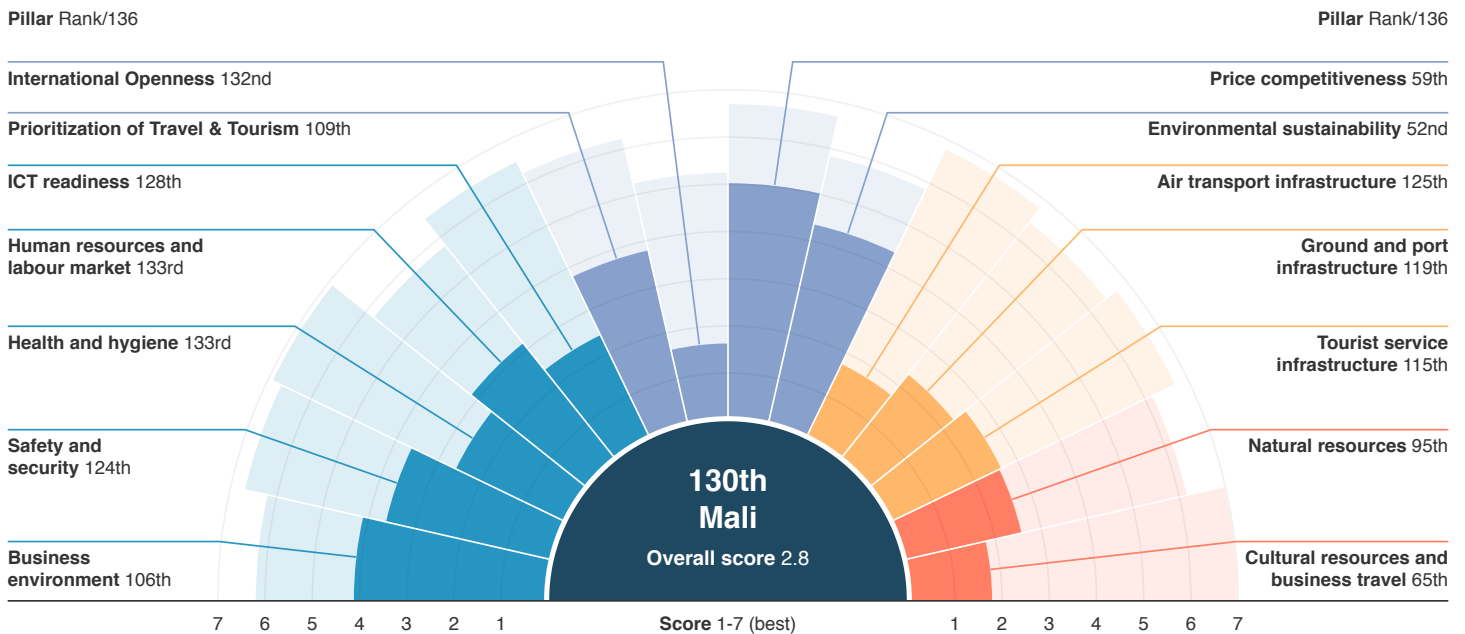
## Key Indicators

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

International tourist arrivals	159,000	T&T industry GDP	US \$441.4 million
International tourism inbound receipts	US \$212.0 million	% of total	4.2%
Average receipts per arrival	US \$1,333.1	T&T industry employment	78,335 jobs
		% of total	2.3%

## Performance Overview

Key Score Highest score



## Past performance

Travel & Tourism Competitiveness Edition	2015	2017
Rank	128 / 141	130 / 136
Score	2.9	2.8



## Mali

130th / 136



## Travel &amp; Tourism Competitiveness Index 2017 edition

Index Component	Rank/136	Score*	Index Component	Rank/136	Score*
<b>Business environment</b>	106	4.1	<b>International Openness</b>	132	1.6
Property rights	111	3.7	Visa requirements 0–100 (best)	122	6.0
Business impact of rules on FDI	118	3.6	Openness of bilateral Air Service Agreements 0–38 (best)	118	6.4
Efficiency of legal framework in settling disputes	61	3.7	Number of regional trade agreements in force number	117	2.0
Efficiency of legal framework in challenging regs	67	3.5	<b>Price competitiveness</b>	59	5.0
Time required to deal with construction permits days	55	124	Ticket taxes and airport charges 0–100 (best)	83	67.3
Cost to deal with construction permits % construction cost	113	6.5	Hotel price index US\$	n/a	n/a
Extent of market dominance	37	4.1	Purchasing power parity PPP \$	30	0.4
Time to start a business days	50	8.5	Fuel price levels US\$ cents/litre	83	129.0
Cost to start a business % GNI per capita	128	61.0	<b>Environmental sustainability</b>	52	4.3
Effect of taxation on incentives to work	78	3.8	Stringency of environmental regulations	114	3.2
Effect of taxation on incentives to invest	79	3.4	Enforcement of environmental regulations	107	3.2
Total tax rate % profits	101	48.3	Sustainability of travel and tourism industry development	52	4.6
<b>Safety and security</b>	124	3.6	Particulate matter (2.5) concentration µg/m3	19	4.1
Business costs of crime and violence	111	3.6	Environmental treaty ratification 0–27 (best)	79	20
Reliability of police services	101	3.6	Baseline water stress 5–0 (best)	24	0.4
Business costs of terrorism	124	3.2	Threatened species % total species	25	3.8
Index of terrorism incidence	122	2.0	Forest cover change % change	98	0.1
Homicide rate /100,000 pop.	114	10.2	Wastewater treatment %	111	0.0
<b>Health and hygiene</b>	133	2.6	Costal shelf fishing pressure tonnes/km2	n/a	n/a
Physician density /1,000 pop	122	0.1	<b>Air transport infrastructure</b>	125	1.7
Access to improved sanitation % pop.	127	24.7	Quality of air transport infrastructure	109	3.5
Access to improved drinking water % pop.	116	77.0	Available seat kilometres, domestic millions	105	0.0
Hospital beds /10,000 pop.	135	1.0	Available seat kilometres, international millions	105	33.8
HIV prevalence % adult pop.	114	1.4	Aircraft departures /1,000 pop.	128	0.0
Malaria incidence cases/100,000 pop.	136	42725.0	Airport density airports/million pop.	135	0.1
<b>Human resources and labour market</b>	133	3.1	Number of operating airlines Number	106	16.0
Primary education enrollment rate net %	136	55.7	<b>Ground and port infrastructure</b>	119	2.3
Secondary education enrollment rate gross %	127	41.3	Quality of roads	96	3.2
Extent of staff training	109	3.5	Road density % total territorial area	123	-
Degree of customer orientation	106	4.1	Paved road density % total territorial area	131	-
Hiring and firing practices	52	3.9	Quality of railroad infrastructure	80	2.2
Ease of finding skilled employees	59	4.3	Railroad density km of roads/land area	100	0.1
Ease of hiring foreign labour	52	4.2	Quality of port infrastructure	123	2.3
Pay and productivity	118	3.3	Ground transport efficiency	84	3.1
Female participation in the labor force ratio to men	112	0.62	<b>Tourist service infrastructure</b>	115	2.6
<b>ICT readiness</b>	128	2.4	Hotel rooms number/100 pop.	124	0.1
ICT use for biz-to-biz transactions	108	4.1	Quality of tourism infrastructure	75	4.5
Internet use for biz-to-consumer transactions	126	3.3	Presence of major car rental companies	102	3
Internet users % pop.	127	10.3	Automated teller machines number/thousand adult pop.	128	4.3
Fixed-broadband Internet subscriptions /100 pop.	133	0.0	<b>Natural resources</b>	95	2.5
Mobile-cellular telephone subscriptions /100 pop.	31	139.6	Number of World Heritage natural sites number of sites	78	1
Mobile-broadband subscriptions /100 pop.	111	18.8	Total known species number of species	52	733
Mobile network coverage % pop.	135	20.0	Total protected areas % total territorial area	102	8.4
Quality of electricity supply	115	2.8	Natural tourism digital demand 0–100 (best)	125	1
<b>Prioritization of Travel &amp; Tourism</b>	109	3.8	Attractiveness of natural assets	75	5.0
Government prioritization of travel and tourism industry	69	4.8	<b>Cultural resources and business travel</b>	65	1.8
T&T government expenditure % government budget	111	1.7	Number of World Heritage cultural sites number of sites	59	4
Effectiveness of marketing and branding to attract tourists	54	4.6	Oral and intangible cultural heritage number of expressions	18	8
Comprehensiveness of annual T&T data 0–120 (best)	89	54	Sports stadiums number of large stadiums	66	5.0
Timeliness of providing monthly/quarterly T&T data 0–21 (best)	118	3.0	Number of international association meetings 3-year average	131	0.3
Country brand strategy rating 1–10 (best)	109	62.8	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/tcr>

# Malta

36th / 136

Travel & Tourism Competitiveness Index 2017 edition



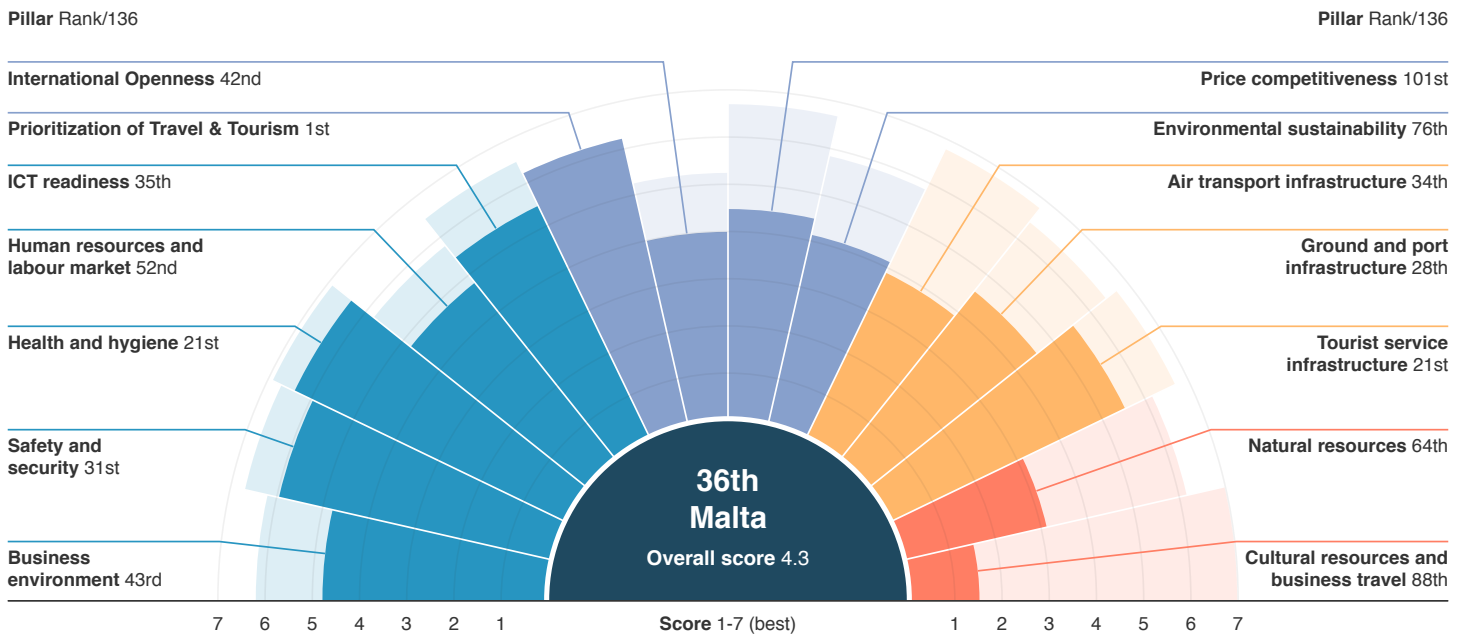
## Key Indicators

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

<b>International tourist arrivals</b>	1,783,366	<b>T&amp;T industry GDP</b>	US \$1,397.4 million
<b>International tourism inbound receipts</b>	US \$1,372.0 million	% of total	15.1%
<b>Average receipts per arrival</b>	US \$769.3	<b>T&amp;T industry employment</b>	29,207 jobs
		% of total	16.5%

## Performance Overview

Key Score Highest score



## Past performance

Travel & Tourism Competitiveness Edition	2015	2017
Rank	40 / 141	36 / 136
Score	4.2	4.3

## Malta

36th / 136

## Travel &amp; Tourism Competitiveness Index 2017 edition



Index Component	Rank/136	Score*	Index Component	Rank/136	Score*
<b>Business environment</b>	43	4.7	<b>International Openness</b>	42	4.0
Property rights	37	5.0	Visa requirements 0–100 (best)	73	24.0
Business impact of rules on FDI	25	5.4	Openness of bilateral Air Service Agreements 0–38 (best)	97	8.5
Efficiency of legal framework in settling disputes	72	3.5	Number of regional trade agreements in force number	1	53.0
Efficiency of legal framework in challenging regs	45	3.8	<b>Price competitiveness</b>	101	4.4
Time required to deal with construction permits days	87	167	Ticket taxes and airport charges 0–100 (best)	36	84.8
Cost to deal with construction permits % construction cost	78	2.5	Hotel price index US\$	71	140.1
Extent of market dominance	40	4.0	Purchasing power parity PPP \$	108	0.7
Time to start a business days	110	26.0	Fuel price levels US\$ cents/litre	120	170.0
Cost to start a business % GNI per capita	85	12.3	<b>Environmental sustainability</b>	76	4.1
Effect of taxation on incentives to work	24	4.5	Stringency of environmental regulations	89	3.6
Effect of taxation on incentives to invest	17	4.7	Enforcement of environmental regulations	101	3.3
Total tax rate % profits	91	43.8	Sustainability of travel and tourism industry development	49	4.6
<b>Safety and security</b>	31	5.9	Particulate matter (2.5) concentration µg/m3	40	5.6
Business costs of crime and violence	25	5.4	Environmental treaty ratification 0–27 (best)	43	23
Reliability of police services	46	5.0	Baseline water stress 5–0 (best)	124	5.0
Business costs of terrorism	58	5.4	Threatened species % total species	5	3.0
Index of terrorism incidence	42	7.0	Forest cover change % change	108	0.1
Homicide rate /100,000 pop.	38	1.4	Wastewater treatment %	30	68.5
<b>Health and hygiene</b>	21	6.4	Costal shelf fishing pressure tonnes/km2	37	0.1
Physician density /1,000 pop	21	3.5	<b>Air transport infrastructure</b>	34	3.9
Access to improved sanitation % pop.	1	100.0	Quality of air transport infrastructure	26	5.6
Access to improved drinking water % pop.	1	100.0	Available seat kilometres, domestic millions	105	0.0
Hospital beds /10,000 pop.	33	48.0	Available seat kilometres, international millions	86	83.4
HIV prevalence % adult pop.	1	0.1	Aircraft departures /1,000 pop.	12	31.6
Malaria incidence cases/100,000 pop.	1	S.L.	Airport density airports/million pop.	27	2.4
<b>Human resources and labour market</b>	52	4.8	Number of operating airlines Number	61	35.0
Primary education enrollment rate net %	24	98.3	<b>Ground and port infrastructure</b>	28	4.5
Secondary education enrollment rate gross %	86	85.8	Quality of roads	99	3.2
Extent of staff training	36	4.4	Road density % total territorial area	1	-
Degree of customer orientation	80	4.5	Paved road density % total territorial area	1	-
Hiring and firing practices	58	3.9	Quality of railroad infrastructure	42	3.5
Ease of finding skilled employees	64	4.3	Railroad density km of roads/land area	n/a	n/a
Ease of hiring foreign labour	25	4.6	Quality of port infrastructure	25	5.3
Pay and productivity	44	4.4	Ground transport efficiency	65	3.6
Female participation in the labor force ratio to men	108	0.63	<b>Tourist service infrastructure</b>	21	5.5
<b>ICT readiness</b>	35	5.4	Hotel rooms number/100 pop.	1	4.3
ICT use for biz-to-biz transactions	30	5.4	Quality of tourism infrastructure	34	5.3
Internet use for biz-to-consumer transactions	60	4.6	Presence of major car rental companies	51	6
Internet users % pop.	34	76.2	Automated teller machines number/thousand adult pop.	52	56.3
Fixed-broadband Internet subscriptions /100 pop.	8	37.8	<b>Natural resources</b>	64	3.1
Mobile-cellular telephone subscriptions /100 pop.	46	129.3	Number of World Heritage natural sites number of sites	86	0
Mobile-broadband subscriptions /100 pop.	56	62.6	Total known species number of species	133	231
Mobile network coverage % pop.	1	100.0	Total protected areas % total territorial area	40	23.1
Quality of electricity supply	73	4.8	Natural tourism digital demand 0–100 (best)	25	44
<b>Prioritization of Travel &amp; Tourism</b>	1	6.2	Attractiveness of natural assets	79	5.0
Government prioritization of travel and tourism industry	6	6.4	<b>Cultural resources and business travel</b>	88	1.5
T&T government expenditure % government budget	5	11.5	Number of World Heritage cultural sites number of sites	61	3
Effectiveness of marketing and branding to attract tourists	10	5.6	Oral and intangible cultural heritage number of expressions	93	0
Comprehensiveness of annual T&T data 0–120 (best)	23	88	Sports stadiums number of large stadiums	119	0.0
Timeliness of providing monthly/quarterly T&T data 0–21 (best)	28	20.0	Number of international association meetings 3-year average	62	31.0
Country brand strategy rating 1–10 (best)	31	81.1	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/tcr>

# Mauritania

132nd / 136

Travel & Tourism Competitiveness Index 2017 edition



## Key Indicators

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

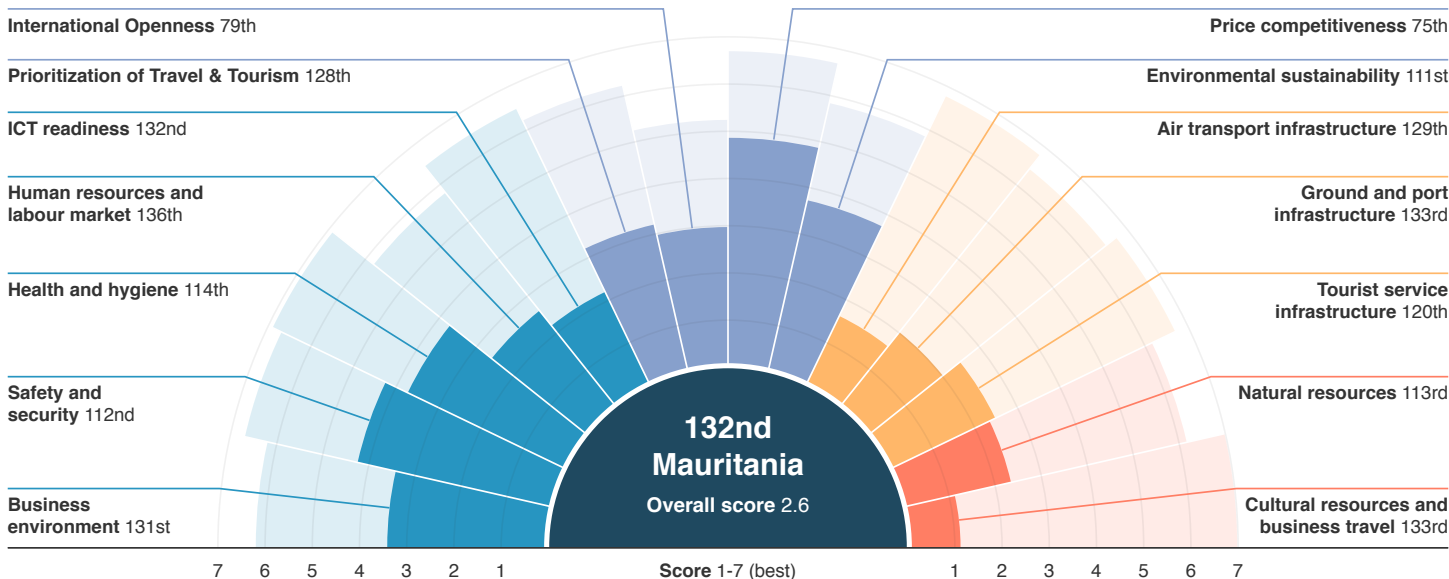
International tourist arrivals	30,000	T&T industry GDP	US \$0.0 million
International tourism inbound receipts	US \$29.0 million	% of total	0.0%
Average receipts per arrival	US \$965.2	T&T industry employment	0 jobs
		% of total	0.0%

## Performance Overview

Key Score Highest score

Pillar Rank/136

Pillar Rank/136



## Past performance

Travel & Tourism Competitiveness Edition	2015	2017
Rank	137 / 141	132 / 136
Score	2.6	2.6

## Mauritania

132nd / 136

## Travel &amp; Tourism Competitiveness Index 2017 edition



Index Component	Rank/136	Score*	Index Component	Rank/136	Score*
<b>Business environment</b>	131	3.4	<b>International Openness</b>	79	2.9
Property rights	134	2.7	Visa requirements 0–100 (best)	8	71.0
Business impact of rules on FDI	134	2.7	Openness of bilateral Air Service Agreements 0–38 (best)	91	9.2
Efficiency of legal framework in settling disputes	129	2.4	Number of regional trade agreements in force number	135	0.0
Efficiency of legal framework in challenging regs	130	2.3	<b>Price competitiveness</b>	75	4.8
Time required to deal with construction permits days	38	104	Ticket taxes and airport charges 0–100 (best)	97	61.9
Cost to deal with construction permits % construction cost	99	4.3	Hotel price index US\$	n/a	n/a
Extent of market dominance	135	2.1	Purchasing power parity PPP \$	27	0.4
Time to start a business days	46	8.0	Fuel price levels US\$ cents/litre	87	135.0
Cost to start a business % GNI per capita	103	19.4	<b>Environmental sustainability</b>	111	3.7
Effect of taxation on incentives to work	80	3.8	Stringency of environmental regulations	128	2.8
Effect of taxation on incentives to invest	129	2.5	Enforcement of environmental regulations	128	2.7
Total tax rate % profits	134	71.3	Sustainability of travel and tourism industry development	109	3.7
<b>Safety and security</b>	112	4.2	Particulate matter (2.5) concentration µg/m3	10	2.9
Business costs of crime and violence	115	3.4	Environmental treaty ratification 0–27 (best)	67	21
Reliability of police services	135	2.1	Baseline water stress 5–0 (best)	34	0.5
Business costs of terrorism	127	3.2	Threatened species % total species	63	5.8
Index of terrorism incidence	1	7.0	Forest cover change % change	128	1.0
Homicide rate /100,000 pop.	116	11.4	Wastewater treatment %	111	0.0
<b>Health and hygiene</b>	114	3.7	Costal shelf fishing pressure tonnes/km2	54	0.1
Physician density /1,000 pop	117	0.1	<b>Air transport infrastructure</b>	129	1.6
Access to improved sanitation % pop.	118	40.0	Quality of air transport infrastructure	133	2.4
Access to improved drinking water % pop.	129	57.9	Available seat kilometres, domestic millions	81	1.0
Hospital beds /10,000 pop.	129	4.0	Available seat kilometres, international millions	130	10.5
HIV prevalence % adult pop.	98	0.7	Aircraft departures /1,000 pop.	96	1.1
Malaria incidence cases/100,000 pop.	113	1813.8	Airport density airports/million pop.	53	1.2
<b>Human resources and labour market</b>	136	2.6	Number of operating airlines Number	122	10.0
Primary education enrollment rate net %	128	79.2	<b>Ground and port infrastructure</b>	133	2.0
Secondary education enrollment rate gross %	134	30.6	Quality of roads	133	2.3
Extent of staff training	136	2.2	Road density % total territorial area	136	-
Degree of customer orientation	135	3.1	Paved road density % total territorial area	132	-
Hiring and firing practices	67	3.8	Quality of railroad infrastructure	87	2.0
Ease of finding skilled employees	134	2.8	Railroad density km of roads/land area	97	0.1
Ease of hiring foreign labour	95	3.7	Quality of port infrastructure	113	2.9
Pay and productivity	136	2.1	Ground transport efficiency	127	2.2
Female participation in the labor force ratio to men	122	0.46	<b>Tourist service infrastructure</b>	120	2.4
<b>ICT readiness</b>	132	2.2	Hotel rooms number/100 pop.	120	0.1
ICT use for biz-to-biz transactions	111	4.0	Quality of tourism infrastructure	108	3.7
Internet use for biz-to-consumer transactions	134	2.9	Presence of major car rental companies	102	3
Internet users % pop.	124	15.2	Automated teller machines number/thousand adult pop.	117	7.7
Fixed-broadband Internet subscriptions /100 pop.	119	0.2	<b>Natural resources</b>	113	2.3
Mobile-cellular telephone subscriptions /100 pop.	110	89.3	Number of World Heritage natural sites number of sites	46	1
Mobile-broadband subscriptions /100 pop.	107	23.1	Total known species number of species	64	590
Mobile network coverage % pop.	132	62.0	Total protected areas % total territorial area	132	1.0
Quality of electricity supply	120	2.4	Natural tourism digital demand 0–100 (best)	131	1
<b>Prioritization of Travel &amp; Tourism</b>	128	3.2	Attractiveness of natural assets	88	4.7
Government prioritization of travel and tourism industry	101	4.1	<b>Cultural resources and business travel</b>	133	1.1
T&T government expenditure % government budget	n/a	n/a	Number of World Heritage cultural sites number of sites	97	1
Effectiveness of marketing and branding to attract tourists	85	3.9	Oral and intangible cultural heritage number of expressions	71	1
Comprehensiveness of annual T&T data 0–120 (best)	135	8	Sports stadiums number of large stadiums	119	0.0
Timeliness of providing monthly/quarterly T&T data 0–21 (best)	118	3.0	Number of international association meetings 3-year average	127	1.0
Country brand strategy rating 1–10 (best)	131	34.1	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/tcr>

# Mauritius

55th / 136

Travel & Tourism Competitiveness Index 2017 edition



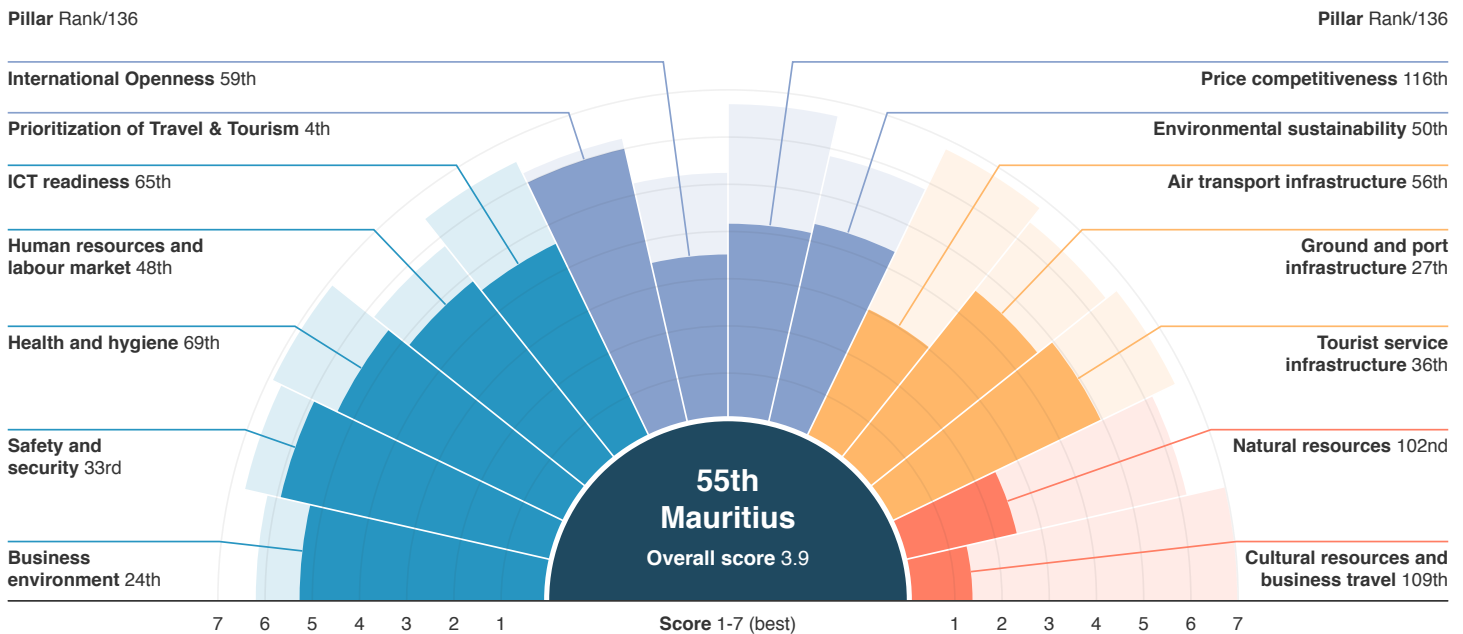
## Key Indicators

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

International tourist arrivals	1,151,252	T&T industry GDP	US \$1,321.0 million
International tourism inbound receipts	US \$1,431.7 million	% of total	11.6%
Average receipts per arrival	US \$1,243.6	T&T industry employment	58,641 jobs
		% of total	11.1%

## Performance Overview

Key Score Highest score



## 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

Index Component	Rank/136	Score*	Index Component	Rank/136	Score*
<b>Business environment</b>	24	5.2	<b>International Openness</b>	59	3.5
Property rights	39	5.0	Visa requirements 0–100 (best)	3	80.0
Business impact of rules on FDI	37	5.1	Openness of bilateral Air Service Agreements 0–38 (best)	68	10.5
Efficiency of legal framework in settling disputes	28	4.7	Number of regional trade agreements in force number	83	5.0
Efficiency of legal framework in challenging regs	31	4.4	<b>Price competitiveness</b>	116	4.1
Time required to deal with construction permits days	77	156	Ticket taxes and airport charges 0–100 (best)	115	48.6
Cost to deal with construction permits % construction cost	24	0.6	Hotel price index US\$	90	180.7
Extent of market dominance	100	3.3	Purchasing power parity PPP \$	71	0.5
Time to start a business days	29	6.0	Fuel price levels US\$ cents/litre	89	138.0
Cost to start a business % GNI per capita	37	1.8	<b>Environmental sustainability</b>	50	4.3
Effect of taxation on incentives to work	14	5.0	Stringency of environmental regulations	60	4.2
Effect of taxation on incentives to invest	8	5.3	Enforcement of environmental regulations	63	4.0
Total tax rate % profits	17	21.8	Sustainability of travel and tourism industry development	26	5.0
<b>Safety and security</b>	33	5.9	Particulate matter (2.5) concentration µg/m3	1	0.6
Business costs of crime and violence	43	5.2	Environmental treaty ratification 0–27 (best)	43	23
Reliability of police services	52	4.8	Baseline water stress 5–0 (best)	n/a	n/a
Business costs of terrorism	28	5.9	Threatened species % total species	132	17.7
Index of terrorism incidence	1	7.0	Forest cover change % change	54	0.0
Homicide rate /100,000 pop.	59	2.7	Wastewater treatment %	83	4.2
<b>Health and hygiene</b>	69	5.3	Costal shelf fishing pressure tonnes/km2	2	0.0
Physician density /1,000 pop	86	1.1	<b>Air transport infrastructure</b>	56	3.0
Access to improved sanitation % pop.	62	93.1	Quality of air transport infrastructure	53	4.8
Access to improved drinking water % pop.	36	99.9	Available seat kilometres, domestic millions	71	2.2
Hospital beds /10,000 pop.	50	34.0	Available seat kilometres, international millions	64	178.8
HIV prevalence % adult pop.	102	0.9	Aircraft departures /1,000 pop.	36	10.0
Malaria incidence cases/100,000 pop.	1	M.F.	Airport density airports/million pop.	19	4.0
<b>Human resources and labour market</b>	48	4.8	Number of operating airlines Number	94	20.0
Primary education enrollment rate net %	58	96.2	<b>Ground and port infrastructure</b>	27	4.5
Secondary education enrollment rate gross %	62	95.7	Quality of roads	43	4.7
Extent of staff training	32	4.6	Road density % total territorial area	32	-
Degree of customer orientation	32	5.1	Paved road density % total territorial area	22	-
Hiring and firing practices	37	4.3	Quality of railroad infrastructure	n/a	n/a
Ease of finding skilled employees	80	4.0	Railroad density km of roads/land area	n/a	n/a
Ease of hiring foreign labour	82	3.9	Quality of port infrastructure	63	4.2
Pay and productivity	50	4.3	Ground transport efficiency	38	4.4
Female participation in the labor force ratio to men	106	0.64	<b>Tourist service infrastructure</b>	36	4.9
<b>ICT readiness</b>	65	4.5	Hotel rooms number/100 pop.	32	1.1
ICT use for biz-to-biz transactions	61	4.8	Quality of tourism infrastructure	8	6.0
Internet use for biz-to-consumer transactions	102	3.9	Presence of major car rental companies	51	6
Internet users % pop.	77	50.1	Automated teller machines number/thousand adult pop.	70	44.8
Fixed-broadband Internet subscriptions /100 pop.	55	15.7	<b>Natural resources</b>	102	2.4
Mobile-cellular telephone subscriptions /100 pop.	30	140.6	Number of World Heritage natural sites number of sites	86	0
Mobile-broadband subscriptions /100 pop.	96	37.0	Total known species number of species	136	96
Mobile network coverage % pop.	65	99.0	Total protected areas % total territorial area	118	4.5
Quality of electricity supply	50	5.4	Natural tourism digital demand 0–100 (best)	51	21
<b>Prioritization of Travel &amp; Tourism</b>	4	6.0	Attractiveness of natural assets	17	6.1
Government prioritization of travel and tourism industry	9	6.2	<b>Cultural resources and business travel</b>	109	1.3
T&T government expenditure % government budget	3	16.6	Number of World Heritage cultural sites number of sites	75	2
Effectiveness of marketing and branding to attract tourists	14	5.5	Oral and intangible cultural heritage number of expressions	56	2
Comprehensiveness of annual T&T data 0–120 (best)	62	69	Sports stadiums number of large stadiums	119	0.0
Timeliness of providing monthly/quarterly T&T data 0–21 (best)	6	21.5	Number of international association meetings 3-year average	97	7.7
Country brand strategy rating 1–10 (best)	80	72.7	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/tcr>

# Mexico

22nd / 136

Travel & Tourism Competitiveness Index 2017 edition



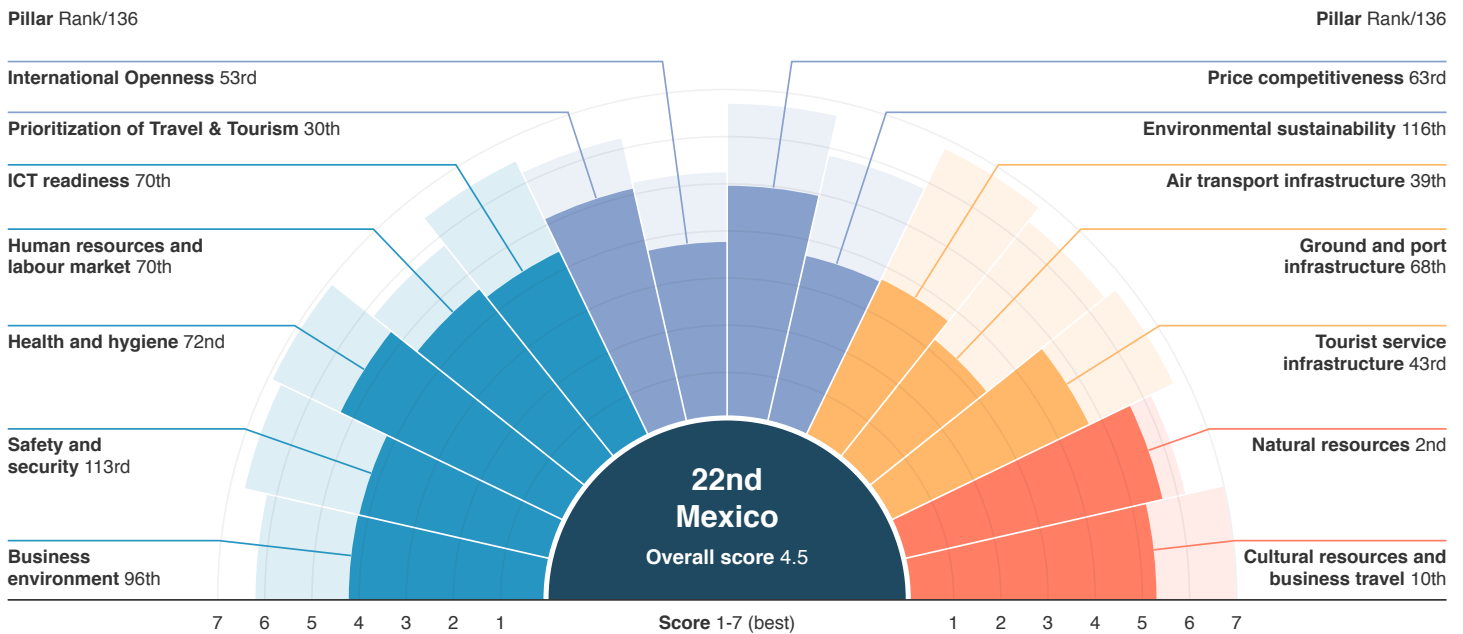
## Key Indicators

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

<b>International tourist arrivals</b>	32,093,323	<b>T&amp;T industry GDP</b>	US \$79,673.9 million
<b>International tourism inbound receipts</b>	US \$17,733.7 million	% of total	7.0%
<b>Average receipts per arrival</b>	US \$552.6	<b>T&amp;T industry employment</b>	3,768,030 jobs
		% of total	7.5%

## Performance Overview

Key Score Highest score



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
<b>Rank</b>	30 / 141	22 / 136
<b>Score</b>	4.4	4.5



# Mexico

# 22nd / 136

## Travel & Tourism Competitiveness Index 2017 edition



Index Component	Rank/136	Score*	Index Component	Rank/136	Score*
<b>Business environment</b>	96	4.2	<b>International Openness</b>	53	3.7
Property rights	82	4.1	Visa requirements 0–100 (best)	105	23.0
Business impact of rules on FDI	30	5.2	Openness of bilateral Air Service Agreements 0–38 (best)	36	14.0
Efficiency of legal framework in settling disputes	111	2.9	Number of regional trade agreements in force number	40	26.0
Efficiency of legal framework in challenging regs	102	3.0	<b>Price competitiveness</b>	63	4.9
Time required to deal with construction permits days	20	86	Ticket taxes and airport charges 0–100 (best)	89	64.8
Cost to deal with construction permits % construction cost	122	9.8	Hotel price index US\$	54	123.6
Extent of market dominance	87	3.4	Purchasing power parity PPP \$	87	0.5
Time to start a business days	49	8.4	Fuel price levels US\$ cents/litre	41	102.0
Cost to start a business % GNI per capita	100	17.8	<b>Environmental sustainability</b>	116	3.6
Effect of taxation on incentives to work	90	3.7	Stringency of environmental regulations	71	4.0
Effect of taxation on incentives to invest	87	3.4	Enforcement of environmental regulations	87	3.5
Total tax rate % profits	115	52.0	Sustainability of travel and tourism industry development	69	4.3
<b>Safety and security</b>	113	4.2	Particulate matter (2.5) concentration µg/m3	85	10.2
Business costs of crime and violence	128	2.7	Environmental treaty ratification 0–27 (best)	54	22
Reliability of police services	128	2.5	Baseline water stress 5–0 (best)	104	3.7
Business costs of terrorism	90	4.8	Threatened species % total species	133	19.0
Index of terrorism incidence	104	6.2	Forest cover change % change	61	0.0
Homicide rate /100,000 pop.	123	15.7	Wastewater treatment %	50	39.7
<b>Health and hygiene</b>	72	5.3	Costal shelf fishing pressure tonnes/km2	49	0.1
Physician density /1,000 pop	58	2.1	<b>Air transport infrastructure</b>	39	3.7
Access to improved sanitation % pop.	77	85.2	Quality of air transport infrastructure	61	4.6
Access to improved drinking water % pop.	74	96.1	Available seat kilometres, domestic millions	10	884.1
Hospital beds /10,000 pop.	94	15.0	Available seat kilometres, international millions	25	1226.7
HIV prevalence % adult pop.	1	0.2	Aircraft departures /1,000 pop.	64	3.8
Malaria incidence cases/100,000 pop.	83	0.4	Airport density airports/million pop.	103	0.6
<b>Human resources and labour market</b>	70	4.6	Number of operating airlines Number	30	69.0
Primary education enrollment rate net %	67	95.1	<b>Ground and port infrastructure</b>	68	3.2
Secondary education enrollment rate gross %	75	90.5	Quality of roads	57	4.3
Extent of staff training	71	3.9	Road density % total territorial area	88	-
Degree of customer orientation	54	4.9	Paved road density % total territorial area	82	-
Hiring and firing practices	89	3.5	Quality of railroad infrastructure	56	2.9
Ease of finding skilled employees	55	4.4	Railroad density km of roads/land area	49	1.4
Ease of hiring foreign labour	40	4.3	Quality of port infrastructure	57	4.4
Pay and productivity	78	3.8	Ground transport efficiency	70	3.5
Female participation in the labor force ratio to men	114	0.59	<b>Tourist service infrastructure</b>	43	4.7
<b>ICT readiness</b>	70	4.3	Hotel rooms number/100 pop.	59	0.6
ICT use for biz-to-biz transactions	53	4.9	Quality of tourism infrastructure	22	5.6
Internet use for biz-to-consumer transactions	69	4.5	Presence of major car rental companies	1	7
Internet users % pop.	65	57.4	Automated teller machines number/thousand adult pop.	67	49.0
Fixed-broadband Internet subscriptions /100 pop.	65	11.6	<b>Natural resources</b>	2	5.6
Mobile-cellular telephone subscriptions /100 pop.	112	86.0	Number of World Heritage natural sites number of sites	8	7
Mobile-broadband subscriptions /100 pop.	74	50.8	Total known species number of species	9	1988
Mobile network coverage % pop.	36	99.9	Total protected areas % total territorial area	85	12.9
Quality of electricity supply	67	4.9	Natural tourism digital demand 0–100 (best)	11	60
<b>Prioritization of Travel &amp; Tourism</b>	30	5.1	Attractiveness of natural assets	16	6.1
Government prioritization of travel and tourism industry	42	5.3	<b>Cultural resources and business travel</b>	10	5.3
T&T government expenditure % government budget	38	4.8	Number of World Heritage cultural sites number of sites	6	28
Effectiveness of marketing and branding to attract tourists	34	5.0	Oral and intangible cultural heritage number of expressions	16	9
Comprehensiveness of annual T&T data 0–120 (best)	43	77	Sports stadiums number of large stadiums	12	44.0
Timeliness of providing monthly/quarterly T&T data 0–21 (best)	9	21.0	Number of international association meetings 3-year average	23	186.7
Country brand strategy rating 1–10 (best)	77	73.6	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/tcr>

# Moldova

117th / 136

Travel & Tourism Competitiveness Index 2017 edition



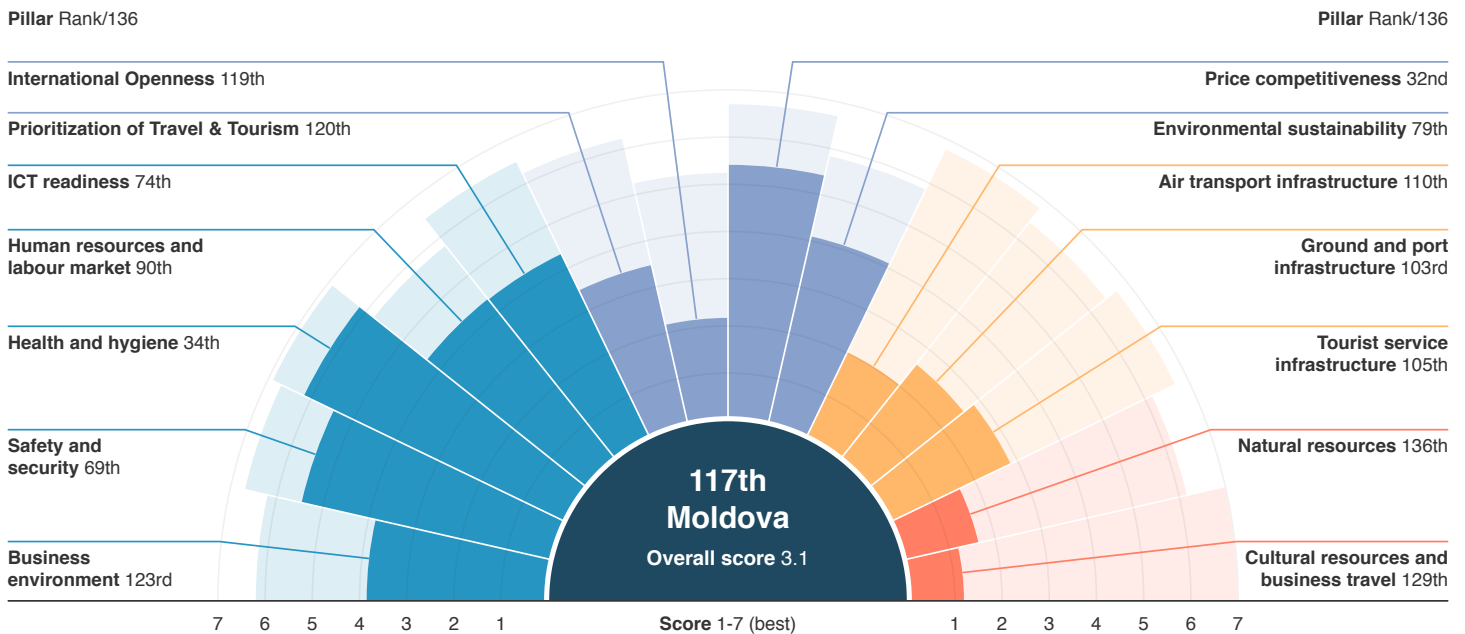
## Key Indicators

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

International tourist arrivals	94,381	T&T industry GDP	US \$60.1 million
International tourism inbound receipts	US \$204.1 million	% of total	1.0%
Average receipts per arrival	US \$2,162.5	T&T industry employment	9,502 jobs
		% of total	0.8%

## Performance Overview

Key Score Highest score



## Past performance

Travel & Tourism Competitiveness Edition	2015	2017
Rank	111 / 141	117 / 136
Score	3.2	3.1

## Moldova

117th / 136

## Travel &amp; Tourism Competitiveness Index 2017 edition



Index Component	Rank/136	Score*	Index Component	Rank/136	Score*
<b>Business environment</b>	123	3.8	<b>International Openness</b>	119	2.1
Property rights	127	3.1	Visa requirements 0–100 (best)	110	21.0
Business impact of rules on FDI	98	4.2	Openness of bilateral Air Service Agreements 0–38 (best)	126	4.6
Efficiency of legal framework in settling disputes	133	2.2	Number of regional trade agreements in force number	68	8.0
Efficiency of legal framework in challenging regs	132	2.1	<b>Price competitiveness</b>	32	5.4
Time required to deal with construction permits days	126	276	Ticket taxes and airport charges 0–100 (best)	43	81.0
Cost to deal with construction permits % construction cost	27	0.7	Hotel price index US\$	n/a	n/a
Extent of market dominance	125	2.9	Purchasing power parity PPP \$	34	0.4
Time to start a business days	29	6.0	Fuel price levels US\$ cents/litre	65	116.0
Cost to start a business % GNI per capita	63	6.2	<b>Environmental sustainability</b>	79	4.1
Effect of taxation on incentives to work	107	3.3	Stringency of environmental regulations	120	3.0
Effect of taxation on incentives to invest	85	3.4	Enforcement of environmental regulations	124	2.9
Total tax rate % profits	82	40.4	Sustainability of travel and tourism industry development	121	3.1
<b>Safety and security</b>	69	5.4	Particulate matter (2.5) concentration µg/m3	108	11.8
Business costs of crime and violence	60	4.8	Environmental treaty ratification 0–27 (best)	54	22
Reliability of police services	115	3.2	Baseline water stress 5–0 (best)	81	2.4
Business costs of terrorism	50	5.5	Threatened species % total species	61	5.6
Index of terrorism incidence	1	7.0	Forest cover change % change	16	0.0
Homicide rate /100,000 pop.	69	3.2	Wastewater treatment %	64	14.0
<b>Health and hygiene</b>	34	6.1	Costal shelf fishing pressure tonnes/km2	n/a	n/a
Physician density /1,000 pop	35	3.0	<b>Air transport infrastructure</b>	110	2.0
Access to improved sanitation % pop.	89	76.4	Quality of air transport infrastructure	93	3.9
Access to improved drinking water % pop.	101	88.4	Available seat kilometres, domestic millions	105	0.0
Hospital beds /10,000 pop.	18	62.0	Available seat kilometres, international millions	107	32.8
HIV prevalence % adult pop.	92	0.6	Aircraft departures /1,000 pop.	78	2.5
Malaria incidence cases/100,000 pop.	1	S.L.	Airport density airports/million pop.	98	0.6
<b>Human resources and labour market</b>	90	4.3	Number of operating airlines Number	101	19.0
Primary education enrollment rate net %	115	86.8	<b>Ground and port infrastructure</b>	103	2.5
Secondary education enrollment rate gross %	84	86.1	Quality of roads	130	2.5
Extent of staff training	126	3.1	Road density % total territorial area	59	-
Degree of customer orientation	110	4.1	Paved road density % total territorial area	47	-
Hiring and firing practices	104	3.3	Quality of railroad infrastructure	66	2.7
Ease of finding skilled employees	129	3.3	Railroad density km of roads/land area	25	3.4
Ease of hiring foreign labour	101	3.7	Quality of port infrastructure	125	2.2
Pay and productivity	74	3.9	Ground transport efficiency	81	3.2
Female participation in the labor force ratio to men	32	0.89	<b>Tourist service infrastructure</b>	105	2.8
<b>ICT readiness</b>	74	4.3	Hotel rooms number/100 pop.	118	0.1
ICT use for biz-to-biz transactions	106	4.1	Quality of tourism infrastructure	131	2.9
Internet use for biz-to-consumer transactions	83	4.2	Presence of major car rental companies	85	4
Internet users % pop.	78	49.8	Automated teller machines number/thousand adult pop.	81	36.5
Fixed-broadband Internet subscriptions /100 pop.	56	15.5	<b>Natural resources</b>	136	1.6
Mobile-cellular telephone subscriptions /100 pop.	85	108.0	Number of World Heritage natural sites number of sites	86	0
Mobile-broadband subscriptions /100 pop.	72	51.9	Total known species number of species	122	319
Mobile network coverage % pop.	65	99.0	Total protected areas % total territorial area	122	3.8
Quality of electricity supply	86	4.3	Natural tourism digital demand 0–100 (best)	130	1
<b>Prioritization of Travel &amp; Tourism</b>	120	3.4	Attractiveness of natural assets	132	2.9
Government prioritization of travel and tourism industry	125	3.2	<b>Cultural resources and business travel</b>	129	1.2
T&T government expenditure % government budget	67	3.2	Number of World Heritage cultural sites number of sites	97	1
Effectiveness of marketing and branding to attract tourists	124	2.8	Oral and intangible cultural heritage number of expressions	56	2
Comprehensiveness of annual T&T data 0–120 (best)	43	77	Sports stadiums number of large stadiums	119	0.0
Timeliness of providing monthly/quarterly T&T data 0–21 (best)	70	18.0	Number of international association meetings 3-year average	119	2.7
Country brand strategy rating 1–10 (best)	134	30.4	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/tcr>

# Mongolia

102nd / 136

Travel & Tourism Competitiveness Index 2017 edition



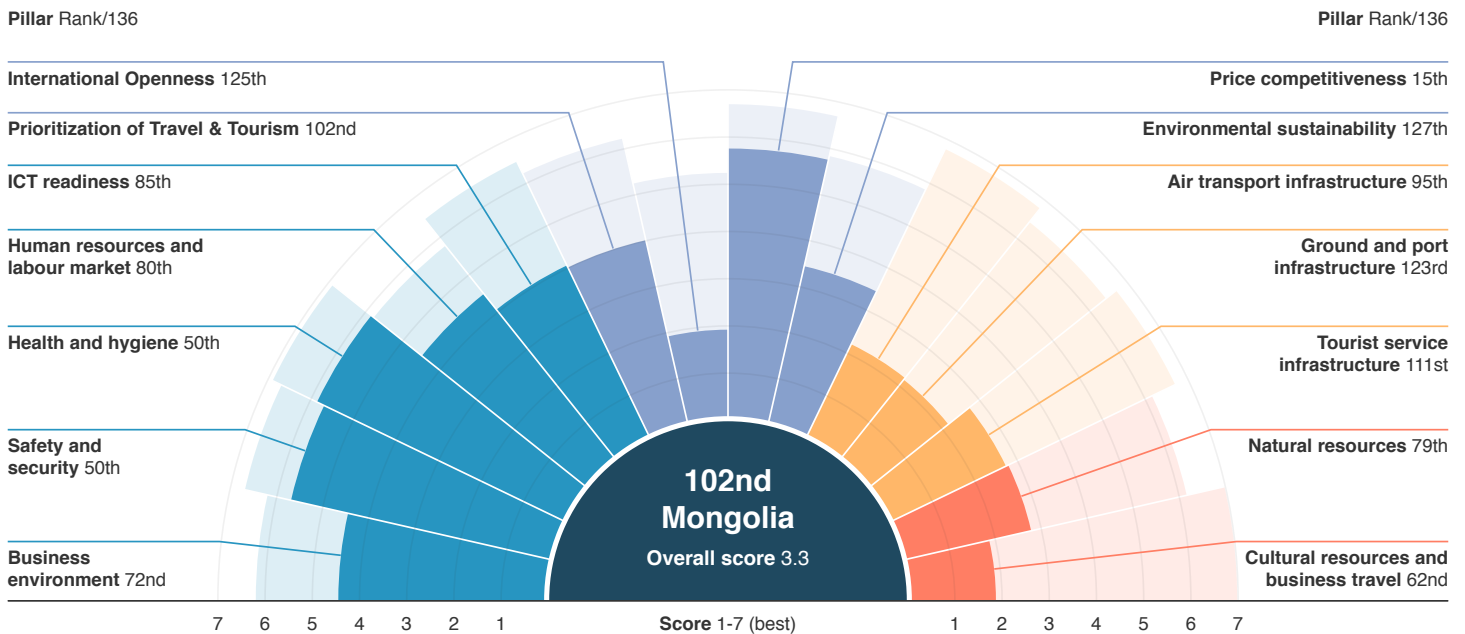
## Key Indicators

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

International tourist arrivals	386,204	T&T industry GDP	US \$312.7 million
International tourism inbound receipts	US \$245.6 million	% of total	2.5%
Average receipts per arrival	US \$635.9	T&T industry employment	25,249 jobs
		% of total	2.2%

## Performance Overview

Key Score Highest score



## 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



Index Component	Rank/136	Score*	Index Component	Rank/136	Score*
<b>Business environment</b>	72	4.4	<b>International Openness</b>	125	1.9
Property rights	108	3.8	Visa requirements 0–100 (best)	114	18.0
Business impact of rules on FDI	119	3.6	Openness of bilateral Air Service Agreements 0–38 (best)	107	7.3
Efficiency of legal framework in settling disputes	88	3.2	Number of regional trade agreements in force number	117	2.0
Efficiency of legal framework in challenging regs	66	3.5	<b>Price competitiveness</b>	15	5.7
Time required to deal with construction permits days	62	137	Ticket taxes and airport charges 0–100 (best)	35	85.2
Cost to deal with construction permits % construction cost	1	0.1	Hotel price index US\$	n/a	n/a
Extent of market dominance	134	2.3	Purchasing power parity PPP \$	15	0.3
Time to start a business days	29	6.0	Fuel price levels US\$ cents/litre	37	96.0
Cost to start a business % GNI per capita	33	1.5	<b>Environmental sustainability</b>	127	3.4
Effect of taxation on incentives to work	113	3.2	Stringency of environmental regulations	133	2.7
Effect of taxation on incentives to invest	67	3.6	Enforcement of environmental regulations	127	2.7
Total tax rate % profits	22	24.7	Sustainability of travel and tourism industry development	122	3.1
<b>Safety and security</b>	50	5.7	Particulate matter (2.5) concentration µg/m3	15	3.7
Business costs of crime and violence	44	5.2	Environmental treaty ratification 0–27 (best)	79	20
Reliability of police services	82	4.2	Baseline water stress 5–0 (best)	103	3.7
Business costs of terrorism	19	6.1	Threatened species % total species	94	7.3
Index of terrorism incidence	1	7.0	Forest cover change % change	104	0.1
Homicide rate /100,000 pop.	97	7.5	Wastewater treatment %	89	3.3
<b>Health and hygiene</b>	50	5.8	Costal shelf fishing pressure tonnes/km2	n/a	n/a
Physician density /1,000 pop	38	2.8	<b>Air transport infrastructure</b>	95	2.2
Access to improved sanitation % pop.	105	59.7	Quality of air transport infrastructure	122	3.1
Access to improved drinking water % pop.	126	64.4	Available seat kilometres, domestic millions	69	2.4
Hospital beds /10,000 pop.	10	68.0	Available seat kilometres, international millions	116	24.3
HIV prevalence % adult pop.	1	<0.1	Aircraft departures /1,000 pop.	85	1.8
Malaria incidence cases/100,000 pop.	1	S.L.	Airport density airports/million pop.	16	4.2
<b>Human resources and labour market</b>	80	4.5	Number of operating airlines Number	124	9.0
Primary education enrollment rate net %	50	96.5	<b>Ground and port infrastructure</b>	123	2.1
Secondary education enrollment rate gross %	73	91.5	Quality of roads	107	3.0
Extent of staff training	95	3.6	Road density % total territorial area	134	-
Degree of customer orientation	111	4.0	Paved road density % total territorial area	135	-
Hiring and firing practices	56	3.9	Quality of railroad infrastructure	65	2.7
Ease of finding skilled employees	136	2.7	Railroad density km of roads/land area	95	0.1
Ease of hiring foreign labour	132	2.9	Quality of port infrastructure	135	1.3
Pay and productivity	93	3.6	Ground transport efficiency	72	3.4
Female participation in the labor force ratio to men	56	0.84	<b>Tourist service infrastructure</b>	111	2.7
<b>ICT readiness</b>	85	4.0	Hotel rooms number/100 pop.	92	0.2
ICT use for biz-to-biz transactions	50	4.9	Quality of tourism infrastructure	134	2.8
Internet use for biz-to-consumer transactions	71	4.4	Presence of major car rental companies	113	2
Internet users % pop.	108	21.4	Automated teller machines number/thousand adult pop.	45	58.8
Fixed-broadband Internet subscriptions /100 pop.	79	7.1	<b>Natural resources</b>	79	2.7
Mobile-cellular telephone subscriptions /100 pop.	91	105.0	Number of World Heritage natural sites number of sites	46	1
Mobile-broadband subscriptions /100 pop.	35	76.0	Total known species number of species	73	505
Mobile network coverage % pop.	65	99.0	Total protected areas % total territorial area	67	17.2
Quality of electricity supply	96	3.8	Natural tourism digital demand 0–100 (best)	95	4
<b>Prioritization of Travel &amp; Tourism</b>	102	4.0	Attractiveness of natural assets	81	5.0
Government prioritization of travel and tourism industry	92	4.4	<b>Cultural resources and business travel</b>	62	1.8
T&T government expenditure % government budget	46	4.2	Number of World Heritage cultural sites number of sites	61	3
Effectiveness of marketing and branding to attract tourists	129	2.6	Oral and intangible cultural heritage number of expressions	8	13
Comprehensiveness of annual T&T data 0–120 (best)	129	21	Sports stadiums number of large stadiums	119	0.0
Timeliness of providing monthly/quarterly T&T data 0–21 (best)	53	19.0	Number of international association meetings 3-year average	104	5.3
Country brand strategy rating 1–10 (best)	95	69.7	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/tcr>

# Montenegro

72nd / 136

Travel & Tourism Competitiveness Index 2017 edition



## Key Indicators

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

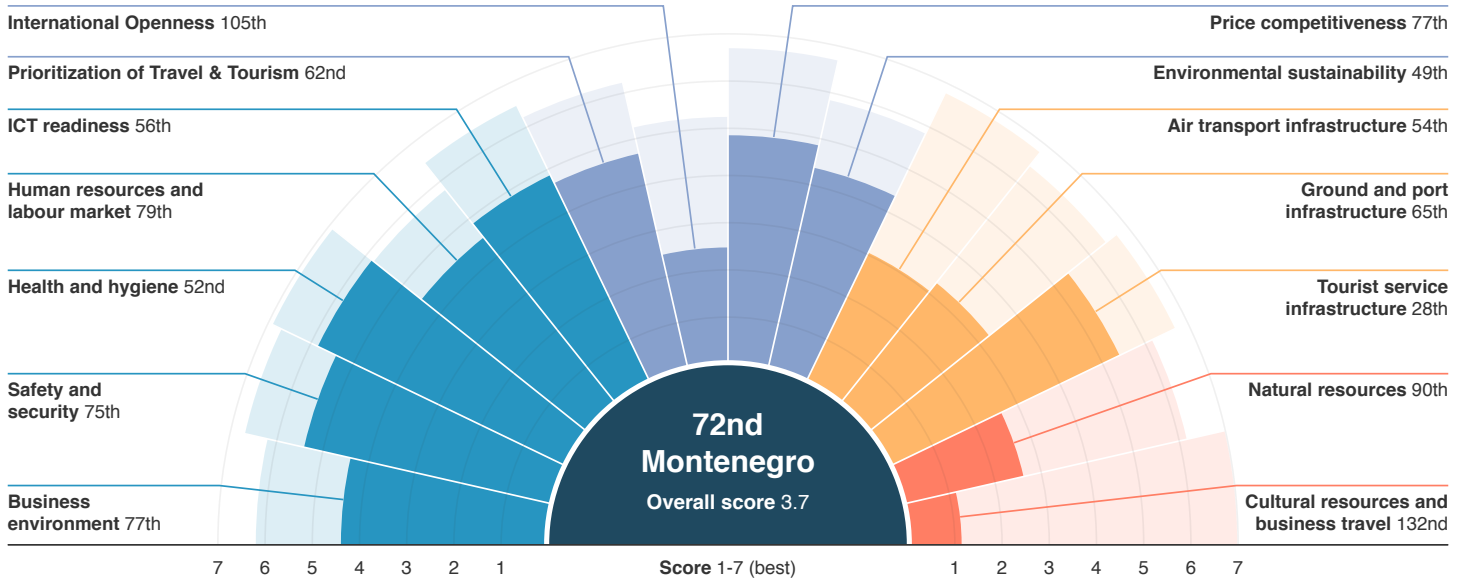
<b>International tourist arrivals</b>	1,559,924	<b>T&amp;T industry GDP</b>	US \$450.2 million
<b>International tourism inbound receipts</b>	US \$902.0 million	% of total	11.3%
<b>Average receipts per arrival</b>	US \$578.2	<b>T&amp;T industry employment</b>	18,541 jobs
		% of total	10.3%

## Performance Overview

Key Score Highest score

Pillar Rank/136

Pillar Rank/136



## 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*	Index Component	Rank/136	Score*
<b>Business environment</b>	77	4.4	<b>International Openness</b>	105	2.4
Property rights	101	3.9	Visa requirements 0–100 (best)	65	28.0
Business impact of rules on FDI	95	4.2	Openness of bilateral Air Service Agreements 0–38 (best)	n/a	n/a
Efficiency of legal framework in settling disputes	73	3.5	Number of regional trade agreements in force number	71	7.0
Efficiency of legal framework in challenging regs	76	3.3	<b>Price competitiveness</b>	77	4.8
Time required to deal with construction permits days	73	152	Ticket taxes and airport charges 0–100 (best)	75	73.0
Cost to deal with construction permits % construction cost	125	11.3	Hotel price index US\$	n/a	n/a
Extent of market dominance	88	3.4	Purchasing power parity PPP \$	56	0.4
Time to start a business days	60	10.0	Fuel price levels US\$ cents/litre	96	149.0
Cost to start a business % GNI per capita	33	1.5	<b>Environmental sustainability</b>	49	4.3
Effect of taxation on incentives to work	76	3.8	Stringency of environmental regulations	77	3.9
Effect of taxation on incentives to invest	47	3.9	Enforcement of environmental regulations	83	3.5
Total tax rate % profits	18	22.2	Sustainability of travel and tourism industry development	80	4.1
<b>Safety and security</b>	75	5.4	Particulate matter (2.5) concentration µg/m3	77	9.7
Business costs of crime and violence	77	4.4	Environmental treaty ratification 0–27 (best)	43	23
Reliability of police services	97	3.7	Baseline water stress 5–0 (best)	47	0.8
Business costs of terrorism	68	5.3	Threatened species % total species	56	5.3
Index of terrorism incidence	52	7.0	Forest cover change % change	25	0.0
Homicide rate /100,000 pop.	69	3.2	Wastewater treatment %	74	6.7
<b>Health and hygiene</b>	52	5.8	Costal shelf fishing pressure tonnes/km2	62	0.2
Physician density /1,000 pop	57	2.1	<b>Air transport infrastructure</b>	54	3.0
Access to improved sanitation % pop.	51	95.9	Quality of air transport infrastructure	81	4.1
Access to improved drinking water % pop.	40	99.7	Available seat kilometres, domestic millions	105	0.0
Hospital beds /10,000 pop.	41	40.0	Available seat kilometres, international millions	120	20.4
HIV prevalence % adult pop.	1	0.0	Aircraft departures /1,000 pop.	34	11.0
Malaria incidence cases/100,000 pop.	1	M.F.	Airport density airports/million pop.	12	5.0
<b>Human resources and labour market</b>	79	4.5	Number of operating airlines Number	86	23.0
Primary education enrollment rate net %	85	92.9	<b>Ground and port infrastructure</b>	65	3.2
Secondary education enrollment rate gross %	76	90.3	Quality of roads	101	3.2
Extent of staff training	117	3.4	Road density % total territorial area	47	-
Degree of customer orientation	101	4.2	Paved road density % total territorial area	39	-
Hiring and firing practices	82	3.6	Quality of railroad infrastructure	57	2.9
Ease of finding skilled employees	119	3.5	Railroad density km of roads/land area	n/a	n/a
Ease of hiring foreign labour	97	3.7	Quality of port infrastructure	69	4.0
Pay and productivity	83	3.7	Ground transport efficiency	74	3.3
Female participation in the labor force ratio to men	74	0.79	<b>Tourist service infrastructure</b>	28	5.4
<b>ICT readiness</b>	56	4.8	Hotel rooms number/100 pop.	6	2.4
ICT use for biz-to-biz transactions	91	4.4	Quality of tourism infrastructure	99	4.1
Internet use for biz-to-consumer transactions	87	4.1	Presence of major car rental companies	51	6
Internet users % pop.	52	68.1	Automated teller machines number/thousand adult pop.	32	70.8
Fixed-broadband Internet subscriptions /100 pop.	50	18.1	<b>Natural resources</b>	90	2.6
Mobile-cellular telephone subscriptions /100 pop.	10	162.2	Number of World Heritage natural sites number of sites	46	1
Mobile-broadband subscriptions /100 pop.	59	58.2	Total known species number of species	93	414
Mobile network coverage % pop.	55	99.5	Total protected areas % total territorial area	120	4.1
Quality of electricity supply	92	4.0	Natural tourism digital demand 0–100 (best)	67	13
<b>Prioritization of Travel &amp; Tourism</b>	62	4.6	Attractiveness of natural assets	55	5.4
Government prioritization of travel and tourism industry	15	5.8	<b>Cultural resources and business travel</b>	132	1.1
T&T government expenditure % government budget	85	2.6	Number of World Heritage cultural sites number of sites	75	2
Effectiveness of marketing and branding to attract tourists	53	4.7	Oral and intangible cultural heritage number of expressions	93	0
Comprehensiveness of annual T&T data 0–120 (best)	82	5.8	Sports stadiums number of large stadiums	119	0.0
Timeliness of providing monthly/quarterly T&T data 0–21 (best)	28	20.0	Number of international association meetings 3-year average	101	6.3
Country brand strategy rating 1–10 (best)	99	66.2	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/tcr>

# Morocco

65th / 136

Travel & Tourism Competitiveness Index 2017 edition



## Key Indicators

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

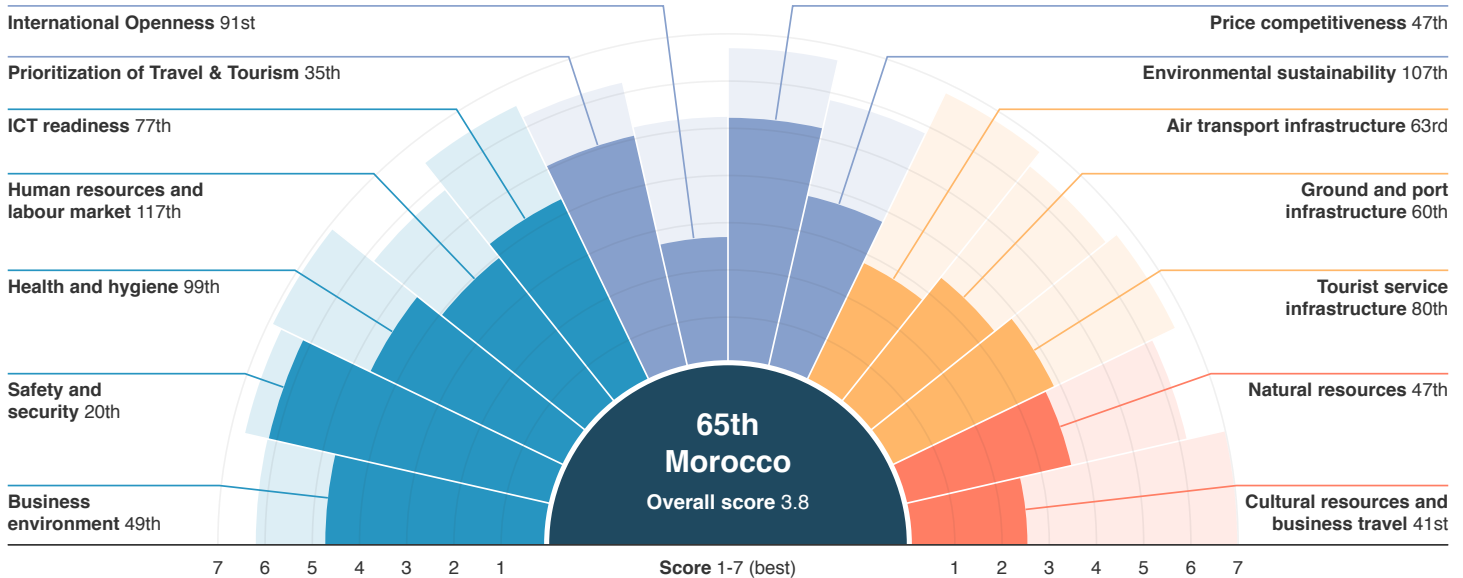
International tourist arrivals	10,176,762	T&T industry GDP	US \$7,735.4 million
International tourism inbound receipts	US \$5,852.8 million	% of total	7.7%
Average receipts per arrival	US \$575.1	T&T industry employment	731,525 jobs
		% of total	6.8%

## Performance Overview

Key Score Highest score

Pillar Rank/136

Pillar Rank/136



## Past performance

Travel & Tourism Competitiveness Edition	2015	2017
Rank	62 / 141	65 / 136
Score	3.8	3.8



## Morocco

65th / 136



## Travel &amp; Tourism Competitiveness Index 2017 edition

Index Component	Rank/136	Score*	Index Component	Rank/136	Score*
<b>Business environment</b>	49	4.7	<b>International Openness</b>	91	2.7
Property rights	46	4.7	Visa requirements 0–100 (best)	56	32.0
Business impact of rules on FDI	39	5.0	Openness of bilateral Air Service Agreements 0–38 (best)	75	10.0
Efficiency of legal framework in settling disputes	69	3.6	Number of regional trade agreements in force number	68	8.0
Efficiency of legal framework in challenging regs	63	3.6	<b>Price competitiveness</b>	47	5.2
Time required to deal with construction permits days	22	89	Ticket taxes and airport charges 0–100 (best)	82	67.9
Cost to deal with construction permits % construction cost	91	3.5	Hotel price index US\$	37	105.3
Extent of market dominance	64	3.7	Purchasing power parity PPP \$	35	0.4
Time to start a business days	58	9.5	Fuel price levels US\$ cents/litre	60	111.0
Cost to start a business % GNI per capita	74	7.9	<b>Environmental sustainability</b>	107	3.7
Effect of taxation on incentives to work	53	4.1	Stringency of environmental regulations	87	3.7
Effect of taxation on incentives to invest	34	4.1	Enforcement of environmental regulations	72	3.7
Total tax rate % profits	107	49.3	Sustainability of travel and tourism industry development	61	4.5
<b>Safety and security</b>	20	6.1	Particulate matter (2.5) concentration µg/m3	50	6.4
Business costs of crime and violence	29	5.4	Environmental treaty ratification 0–27 (best)	31	24
Reliability of police services	28	5.8	Baseline water stress 5–0 (best)	113	4.2
Business costs of terrorism	43	5.7	Threatened species % total species	101	7.8
Index of terrorism incidence	34	7.0	Forest cover change % change	56	0.0
Homicide rate /100,000 pop.	29	1.0	Wastewater treatment %	79	5.4
<b>Health and hygiene</b>	99	4.6	Costal shelf fishing pressure tonnes/km2	88	0.7
Physician density /1,000 pop	96	0.6	<b>Air transport infrastructure</b>	63	2.8
Access to improved sanitation % pop.	87	76.7	Quality of air transport infrastructure	55	4.7
Access to improved drinking water % pop.	108	85.4	Available seat kilometres, domestic millions	52	8.4
Hospital beds /10,000 pop.	110	9.0	Available seat kilometres, international millions	42	455.2
HIV prevalence % adult pop.	1	0.1	Aircraft departures /1,000 pop.	81	2.2
Malaria incidence cases/100,000 pop.	1	M.F.	Airport density airports/million pop.	83	0.8
<b>Human resources and labour market</b>	117	3.9	Number of operating airlines Number	42	56.0
Primary education enrollment rate net %	22	98.4	<b>Ground and port infrastructure</b>	60	3.4
Secondary education enrollment rate gross %	103	69.1	Quality of roads	54	4.4
Extent of staff training	124	3.2	Road density % total territorial area	104	-
Degree of customer orientation	74	4.6	Paved road density % total territorial area	78	-
Hiring and firing practices	100	3.3	Quality of railroad infrastructure	37	3.9
Ease of finding skilled employees	98	3.8	Railroad density km of roads/land area	70	0.5
Ease of hiring foreign labour	104	3.6	Quality of port infrastructure	38	4.8
Pay and productivity	112	3.4	Ground transport efficiency	59	3.8
Female participation in the labor force ratio to men	130	0.34	<b>Tourist service infrastructure</b>	80	3.8
<b>ICT readiness</b>	77	4.3	Hotel rooms number/100 pop.	81	0.3
ICT use for biz-to-biz transactions	94	4.4	Quality of tourism infrastructure	47	5.1
Internet use for biz-to-consumer transactions	75	4.3	Presence of major car rental companies	51	6
Internet users % pop.	66	57.1	Automated teller machines number/thousand adult pop.	92	25.8
Fixed-broadband Internet subscriptions /100 pop.	91	3.4	<b>Natural resources</b>	47	3.6
Mobile-cellular telephone subscriptions /100 pop.	52	126.9	Number of World Heritage natural sites number of sites	86	0
Mobile-broadband subscriptions /100 pop.	91	39.3	Total known species number of species	77	474
Mobile network coverage % pop.	62	99.2	Total protected areas % total territorial area	14	33.6
Quality of electricity supply	52	5.3	Natural tourism digital demand 0–100 (best)	24	45
<b>Prioritization of Travel &amp; Tourism</b>	35	5.0	Attractiveness of natural assets	42	5.6
Government prioritization of travel and tourism industry	35	5.5	<b>Cultural resources and business travel</b>	41	2.5
T&T government expenditure % government budget	59	3.7	Number of World Heritage cultural sites number of sites	22	9
Effectiveness of marketing and branding to attract tourists	42	4.8	Oral and intangible cultural heritage number of expressions	25	6
Comprehensiveness of annual T&T data 0–120 (best)	37	80	Sports stadiums number of large stadiums	31	14.0
Timeliness of providing monthly/quarterly T&T data 0–21 (best)	17	20.5	Number of international association meetings 3-year average	57	40.0
Country brand strategy rating 1–10 (best)	36	80.3	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/tcr>

# Mozambique

122nd / 136

Travel & Tourism Competitiveness Index 2017 edition



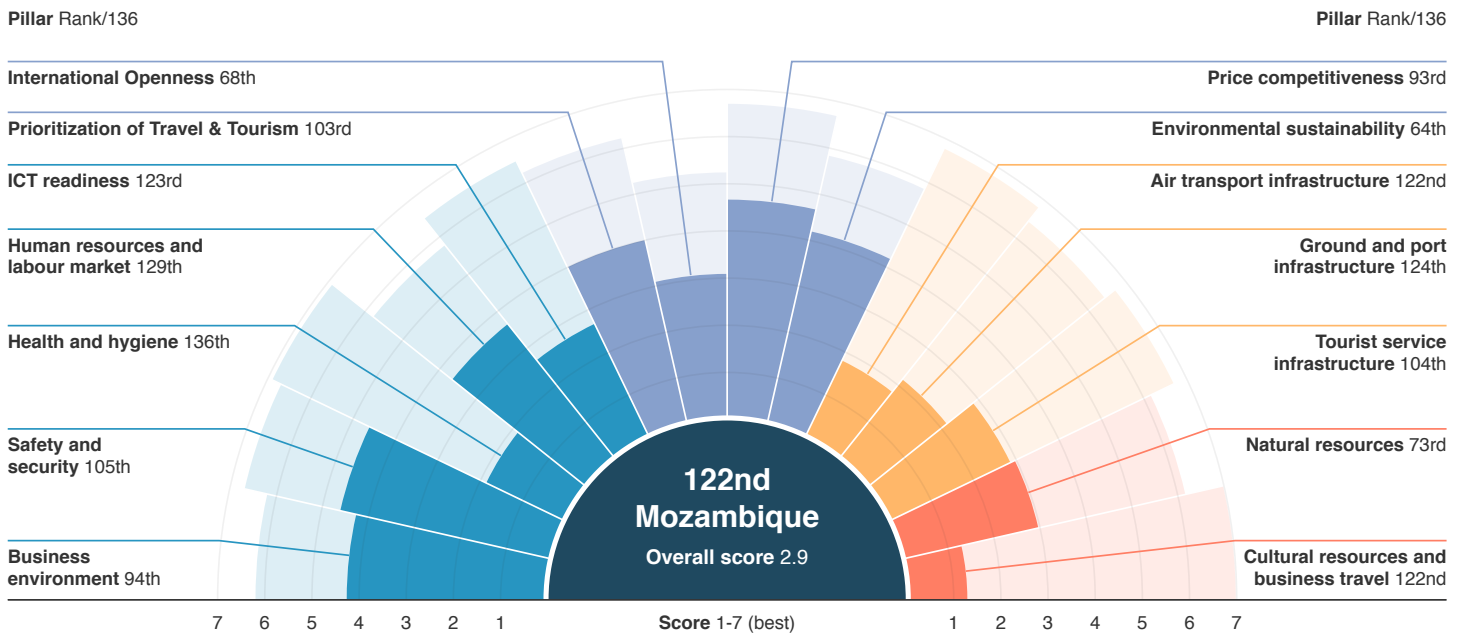
## Key Indicators

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

International tourist arrivals	1,552,000	T&T industry GDP	US \$469.7 million
International tourism inbound receipts	US \$192.8 million	% of total	3.0%
Average receipts per arrival	US \$124.2	T&T industry employment	280,408 jobs
		% of total	2.4%

## Performance Overview

Key Score Highest score



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 &amp; Tourism Competitiveness Index 2017 edition



Index Component	Rank/136	Score*	Index Component	Rank/136	Score*
<b>Business environment</b>	94	4.2	<b>International Openness</b>	68	3.1
Property rights	114	3.6	Visa requirements 0–100 (best)	8	71.0
Business impact of rules on FDI	79	4.4	Openness of bilateral Air Service Agreements 0–38 (best)	89	9.2
Efficiency of legal framework in settling disputes	100	3.0	Number of regional trade agreements in force number	117	2.0
Efficiency of legal framework in challenging regs	121	2.6	<b>Price competitiveness</b>	93	4.6
Time required to deal with construction permits days	43	111	Ticket taxes and airport charges 0–100 (best)	88	64.9
Cost to deal with construction permits % construction cost	91	3.5	Hotel price index US\$	83	164.1
Extent of market dominance	118	3.0	Purchasing power parity PPP \$	66	0.4
Time to start a business days	95	19.0	Fuel price levels US\$ cents/litre	75	120.0
Cost to start a business % GNI per capita	101	18.0	<b>Environmental sustainability</b>	64	4.2
Effect of taxation on incentives to work	62	4.0	Stringency of environmental regulations	118	3.0
Effect of taxation on incentives to invest	81	3.4	Enforcement of environmental regulations	122	2.9
Total tax rate % profits	65	36.1	Sustainability of travel and tourism industry development	114	3.5
<b>Safety and security</b>	105	4.6	Particulate matter (2.5) concentration µg/m3	11	3.4
Business costs of crime and violence	116	3.3	Environmental treaty ratification 0–27 (best)	67	21
Reliability of police services	125	2.8	Baseline water stress 5–0 (best)	33	0.5
Business costs of terrorism	111	4.3	Threatened species % total species	49	5.0
Index of terrorism incidence	106	6.0	Forest cover change % change	85	0.1
Homicide rate /100,000 pop.	73	3.6	Wastewater treatment %	111	0.0
<b>Health and hygiene</b>	136	1.8	Costal shelf fishing pressure tonnes/km2	22	0.0
Physician density /1,000 pop	129	0.0	<b>Air transport infrastructure</b>	122	1.8
Access to improved sanitation % pop.	129	20.5	Quality of air transport infrastructure	112	3.4
Access to improved drinking water % pop.	135	51.1	Available seat kilometres, domestic millions	43	18.6
Hospital beds /10,000 pop.	116	7.0	Available seat kilometres, international millions	119	21.5
HIV prevalence % adult pop.	130	10.6	Aircraft departures /1,000 pop.	102	0.7
Malaria incidence cases/100,000 pop.	133	34170.7	Airport density airports/million pop.	54	1.2
<b>Human resources and labour market</b>	129	3.6	Number of operating airlines Number	129	8.0
Primary education enrollment rate net %	105	89.1	<b>Ground and port infrastructure</b>	124	2.1
Secondary education enrollment rate gross %	132	32.4	Quality of roads	131	2.4
Extent of staff training	130	3.1	Road density % total territorial area	131	-
Degree of customer orientation	132	3.6	Paved road density % total territorial area	130	-
Hiring and firing practices	93	3.5	Quality of railroad infrastructure	n/a	n/a
Ease of finding skilled employees	127	3.3	Railroad density km of roads/land area	n/a	0.4
Ease of hiring foreign labour	118	3.3	Quality of port infrastructure	91	3.5
Pay and productivity	131	2.9	Ground transport efficiency	118	2.4
Female participation in the labor force ratio to men	1	1.11	<b>Tourist service infrastructure</b>	104	2.8
<b>ICT readiness</b>	123	2.6	Hotel rooms number/100 pop.	115	0.1
ICT use for biz-to-biz transactions	109	4.0	Quality of tourism infrastructure	97	4.3
Internet use for biz-to-consumer transactions	120	3.5	Presence of major car rental companies	85	4
Internet users % pop.	129	9.0	Automated teller machines number/thousand adult pop.	114	9.1
Fixed-broadband Internet subscriptions /100 pop.	124	0.2	<b>Natural resources</b>	73	2.9
Mobile-cellular telephone subscriptions /100 pop.	124	74.2	Number of World Heritage natural sites number of sites	86	0
Mobile-broadband subscriptions /100 pop.	78	44.9	Total known species number of species	35	979
Mobile network coverage % pop.	129	78.0	Total protected areas % total territorial area	67	17.2
Quality of electricity supply	116	2.8	Natural tourism digital demand 0–100 (best)	78	10
<b>Prioritization of Travel &amp; Tourism</b>	103	4.0	Attractiveness of natural assets	67	5.1
Government prioritization of travel and tourism industry	109	3.8	<b>Cultural resources and business travel</b>	122	1.3
T&T government expenditure % government budget	89	2.5	Number of World Heritage cultural sites number of sites	97	1
Effectiveness of marketing and branding to attract tourists	100	3.6	Oral and intangible cultural heritage number of expressions	56	2
Comprehensiveness of annual T&T data 0–120 (best)	37	80	Sports stadiums number of large stadiums	97	2.0
Timeliness of providing monthly/quarterly T&T data 0–21 (best)	104	12.0	Number of international association meetings 3-year average	106	5.0
Country brand strategy rating 1–10 (best)	84	72.2	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/tcr>

# Namibia

82nd / 136

Travel & Tourism Competitiveness Index 2017 edition



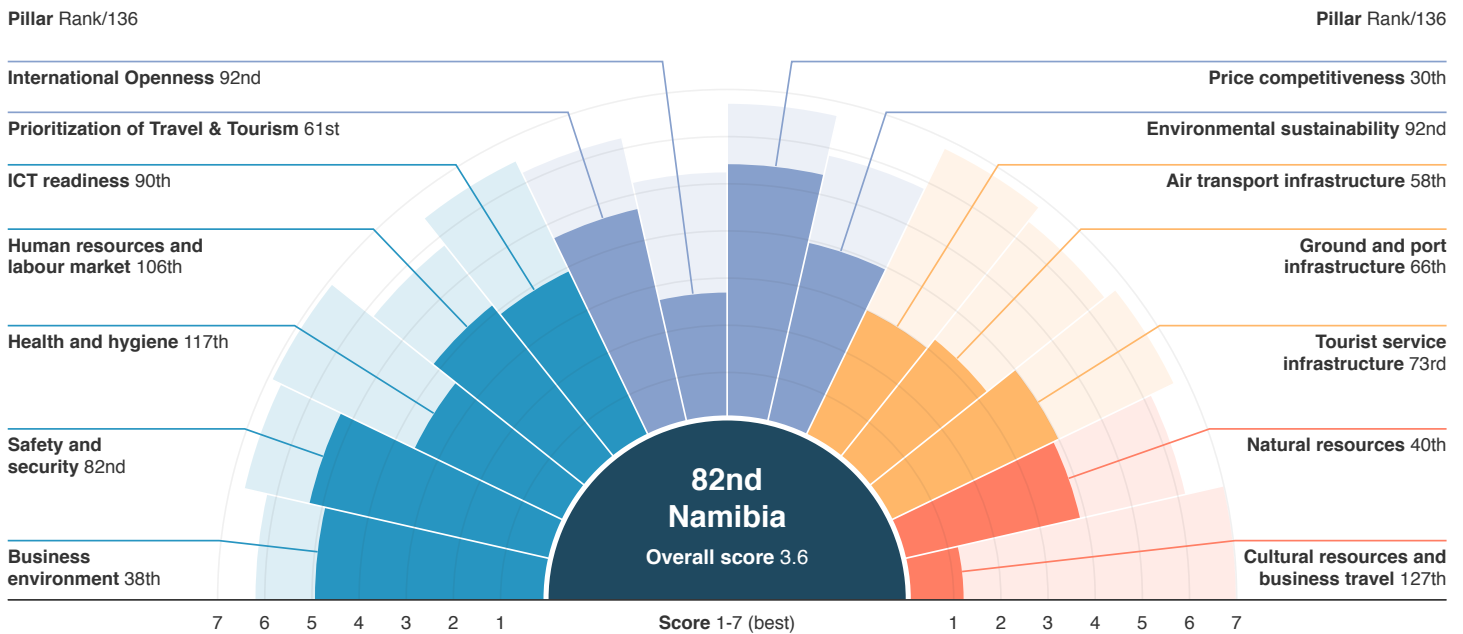
## Key Indicators

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

International tourist arrivals	1,388,000	T&T industry GDP	US \$373.9 million
International tourism inbound receipts	US \$378.0 million	% of total	3.0%
Average receipts per arrival	US \$272.3	T&T industry employment	28,792 jobs
		% of total	3.6%

## Performance Overview

Key Score Highest score



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*	Index Component	Rank/136	Score*
<b>Business environment</b>	<b>38</b>	<b>4.9</b>	<b>International Openness</b>	<b>92</b>	<b>2.7</b>
Property rights	34	5.2	Visa requirements 0–100 (best)	73	24.0
Business impact of rules on FDI	77	4.5	Openness of bilateral Air Service Agreements 0–38 (best)	17	17.9
Efficiency of legal framework in settling disputes	33	4.6	Number of regional trade agreements in force number	102	3.0
Efficiency of legal framework in challenging regs	25	4.5	<b>Price competitiveness</b>	<b>30</b>	<b>5.4</b>
Time required to deal with construction permits days	62	137	Ticket taxes and airport charges 0–100 (best)	73	73.6
Cost to deal with construction permits % construction cost	18	0.5	Hotel price index US\$	3	71.5
Extent of market dominance	90	3.4	Purchasing power parity PPP \$	68	0.4
Time to start a business days	131	66.0	Fuel price levels US\$ cents/litre	63	112.0
Cost to start a business % GNI per capita	81	11.5	<b>Environmental sustainability</b>	<b>92</b>	<b>3.9</b>
Effect of taxation on incentives to work	30	4.4	Stringency of environmental regulations	36	4.8
Effect of taxation on incentives to invest	29	4.2	Enforcement of environmental regulations	33	4.7
Total tax rate % profits	12	20.7	Sustainability of travel and tourism industry development	10	5.5
<b>Safety and security</b>	<b>82</b>	<b>5.2</b>	Particulate matter (2.5) concentration µg/m3	34	5.0
Business costs of crime and violence	89	4.2	Environmental treaty ratification 0–27 (best)	54	22
Reliability of police services	64	4.4	Baseline water stress 5–0 (best)	79	2.4
Business costs of terrorism	14	6.2	Threatened species % total species	60	5.5
Index of terrorism incidence	1	7.0	Forest cover change % change	127	0.3
Homicide rate /100,000 pop.	124	16.9	Wastewater treatment %	76	6.3
<b>Health and hygiene</b>	<b>117</b>	<b>3.5</b>	Costal shelf fishing pressure tonnes/km2	50	0.1
Physician density /1,000 pop	102	0.4	<b>Air transport infrastructure</b>	<b>58</b>	<b>3.0</b>
Access to improved sanitation % pop.	121	34.4	Quality of air transport infrastructure	57	4.6
Access to improved drinking water % pop.	95	91.0	Available seat kilometres, domestic millions	78	1.3
Hospital beds /10,000 pop.	61	27.0	Available seat kilometres, international millions	106	33.8
HIV prevalence % adult pop.	132	16.0	Aircraft departures /1,000 pop.	56	4.3
Malaria incidence cases/100,000 pop.	104	370.4	Airport density airports/million pop.	7	7.0
<b>Human resources and labour market</b>	<b>106</b>	<b>4.1</b>	Number of operating airlines Number	124	9.0
Primary education enrollment rate net %	102	89.7	<b>Ground and port infrastructure</b>	<b>66</b>	<b>3.2</b>
Secondary education enrollment rate gross %	106	64.8	Quality of roads	23	5.2
Extent of staff training	44	4.3	Road density % total territorial area	125	-
Degree of customer orientation	129	3.7	Paved road density % total territorial area	129	-
Hiring and firing practices	85	3.6	Quality of railroad infrastructure	n/a	n/a
Ease of finding skilled employees	116	3.6	Railroad density km of roads/land area	n/a	0.3
Ease of hiring foreign labour	130	3.0	Quality of port infrastructure	24	5.3
Pay and productivity	88	3.7	Ground transport efficiency	73	3.4
Female participation in the labor force ratio to men	36	0.89	<b>Tourist service infrastructure</b>	<b>73</b>	<b>4.0</b>
<b>ICT readiness</b>	<b>90</b>	<b>3.9</b>	Hotel rooms number/100 pop.	96	0.2
ICT use for biz-to-biz transactions	48	4.9	Quality of tourism infrastructure	28	5.5
Internet use for biz-to-consumer transactions	97	4.0	Presence of major car rental companies	72	5
Internet users % pop.	105	22.3	Automated teller machines number/thousand adult pop.	57	53.7
Fixed-broadband Internet subscriptions /100 pop.	95	2.9	<b>Natural resources</b>	<b>40</b>	<b>3.8</b>
Mobile-cellular telephone subscriptions /100 pop.	87	106.6	Number of World Heritage natural sites number of sites	46	1
Mobile-broadband subscriptions /100 pop.	97	35.8	Total known species number of species	43	843
Mobile network coverage % pop.	1	100.0	Total protected areas % total territorial area	6	37.9
Quality of electricity supply	46	5.5	Natural tourism digital demand 0–100 (best)	62	13
<b>Prioritization of Travel &amp; Tourism</b>	<b>61</b>	<b>4.6</b>	Attractiveness of natural assets	13	6.1
Government prioritization of travel and tourism industry	33	5.5	<b>Cultural resources and business travel</b>	<b>127</b>	<b>1.2</b>
T&T government expenditure % government budget	66	3.2	Number of World Heritage cultural sites number of sites	97	1
Effectiveness of marketing and branding to attract tourists	26	5.2	Oral and intangible cultural heritage number of expressions	71	1
Comprehensiveness of annual T&T data 0–120 (best)	89	5.4	Sports stadiums number of large stadiums	113	1.0
Timeliness of providing monthly/quarterly T&T data 0–21 (best)	97	13.5	Number of international association meetings 3-year average	107	4.7
Country brand strategy rating 1–10 (best)	73	74.0	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/tcr>

# Nepal

103rd / 136

Travel & Tourism Competitiveness Index 2017 edition



## Key Indicators

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

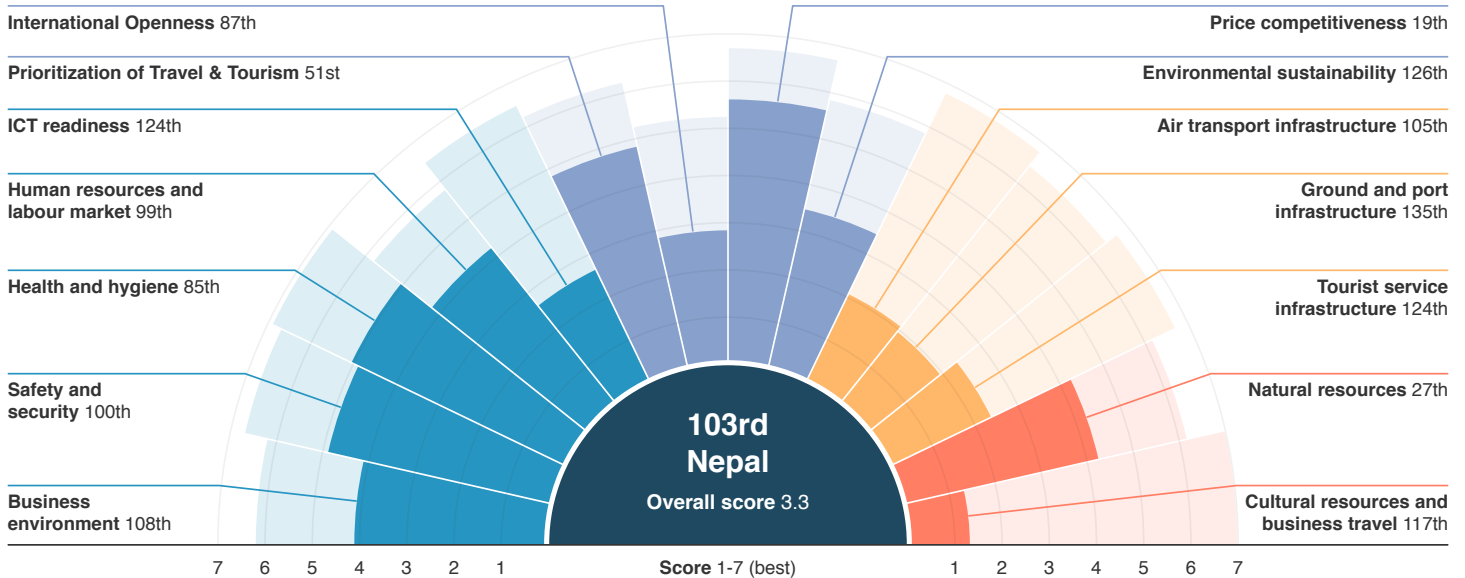
International tourist arrivals	538,970	T&T industry GDP	US \$804.9 million
International tourism inbound receipts	US \$481.3 million	% of total	4.0%
Average receipts per arrival	US \$892.9	T&T industry employment	426,395 jobs
		% of total	3.2%

## Performance Overview

Key Score Highest score

Pillar Rank/136

Pillar Rank/136



## Past performance

Travel & Tourism Competitiveness Edition	2015	2017
Rank	102 / 141	103 / 136
Score	3.3	3.3

## Nepal

103rd / 136



## Travel &amp; Tourism Competitiveness Index 2017 edition

Index Component	Rank/136	Score*	Index Component	Rank/136	Score*
<b>Business environment</b>	108	4.1	<b>International Openness</b>	87	2.8
Property rights	84	4.1	Visa requirements 0–100 (best)	8	71.0
Business impact of rules on FDI	115	3.7	Openness of bilateral Air Service Agreements 0–38 (best)	131	3.8
Efficiency of legal framework in settling disputes	95	3.1	Number of regional trade agreements in force number	102	3.0
Efficiency of legal framework in challenging regs	85	3.1	<b>Price competitiveness</b>	19	5.6
Time required to deal with construction permits days	18	86	Ticket taxes and airport charges 0–100 (best)	49	80.2
Cost to deal with construction permits % construction cost	127	13.2	Hotel price index US\$	n/a	n/a
Extent of market dominance	131	2.7	Purchasing power parity PPP \$	7	0.3
Time to start a business days	92	17.0	Fuel price levels US\$ cents/litre	46	104.0
Cost to start a business % GNI per capita	112	26.1	<b>Environmental sustainability</b>	126	3.4
Effect of taxation on incentives to work	64	3.9	Stringency of environmental regulations	112	3.2
Effect of taxation on incentives to invest	54	3.9	Enforcement of environmental regulations	104	3.2
Total tax rate % profits	35	29.5	Sustainability of travel and tourism industry development	79	4.1
<b>Safety and security</b>	100	4.8	Particulate matter (2.5) concentration µg/m3	133	30.4
Business costs of crime and violence	91	4.1	Environmental treaty ratification 0–27 (best)	125	16
Reliability of police services	93	3.8	Baseline water stress 5–0 (best)	76	2.2
Business costs of terrorism	109	4.4	Threatened species % total species	79	6.4
Index of terrorism incidence	111	5.4	Forest cover change % change	10	0.0
Homicide rate /100,000 pop.	64	2.9	Wastewater treatment %	111	0.0
<b>Health and hygiene</b>	85	5.0	Costal shelf fishing pressure tonnes/km2	n/a	n/a
Physician density /1,000 pop	108	0.2	<b>Air transport infrastructure</b>	105	2.0
Access to improved sanitation % pop.	112	45.8	Quality of air transport infrastructure	129	2.6
Access to improved drinking water % pop.	91	91.6	Available seat kilometres, domestic millions	57	5.4
Hospital beds /10,000 pop.	31	50.0	Available seat kilometres, international millions	78	102.7
HIV prevalence % adult pop.	1	0.2	Aircraft departures /1,000 pop.	104	0.7
Malaria incidence cases/100,000 pop.	96	49.7	Airport density airports/million pop.	29	2.3
<b>Human resources and labour market</b>	99	4.2	Number of operating airlines Number	72	30.0
Primary education enrollment rate net %	47	96.9	<b>Ground and port infrastructure</b>	135	1.9
Secondary education enrollment rate gross %	105	67.2	Quality of roads	116	2.8
Extent of staff training	127	3.1	Road density % total territorial area	95	-
Degree of customer orientation	113	4.0	Paved road density % total territorial area	84	-
Hiring and firing practices	121	2.8	Quality of railroad infrastructure	n/a	n/a
Ease of finding skilled employees	113	3.6	Railroad density km of roads/land area	n/a	n/a
Ease of hiring foreign labour	123	3.2	Quality of port infrastructure	134	1.3
Pay and productivity	115	3.3	Ground transport efficiency	133	2.0
Female participation in the labor force ratio to men	17	0.94	<b>Tourist service infrastructure</b>	124	2.3
<b>ICT readiness</b>	124	2.6	Hotel rooms number/100 pop.	126	0.0
ICT use for biz-to-biz transactions	126	3.6	Quality of tourism infrastructure	94	4.3
Internet use for biz-to-consumer transactions	125	3.4	Presence of major car rental companies	113	2
Internet users % pop.	120	17.6	Automated teller machines number/thousand adult pop.	115	8.9
Fixed-broadband Internet subscriptions /100 pop.	108	1.1	<b>Natural resources</b>	27	4.2
Mobile-cellular telephone subscriptions /100 pop.	99	96.7	Number of World Heritage natural sites number of sites	30	2
Mobile-broadband subscriptions /100 pop.	105	26.4	Total known species number of species	29	1055
Mobile network coverage % pop.	128	82.0	Total protected areas % total territorial area	43	22.9
Quality of electricity supply	130	1.8	Natural tourism digital demand 0–100 (best)	29	40
<b>Prioritization of Travel &amp; Tourism</b>	51	4.8	Attractiveness of natural assets	27	5.9
Government prioritization of travel and tourism industry	49	5.2	<b>Cultural resources and business travel</b>	117	1.3
T&T government expenditure % government budget	34	5.2	Number of World Heritage cultural sites number of sites	75	2
Effectiveness of marketing and branding to attract tourists	93	3.8	Oral and intangible cultural heritage number of expressions	93	0
Comprehensiveness of annual T&T data 0–120 (best)	100	49	Sports stadiums number of large stadiums	119	0.0
Timeliness of providing monthly/quarterly T&T data 0–21 (best)	48	19.5	Number of international association meetings 3-year average	98	7.3
Country brand strategy rating 1–10 (best)	27	82.6	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/tcr>

# Netherlands

17th / 136

Travel & Tourism Competitiveness Index 2017 edition



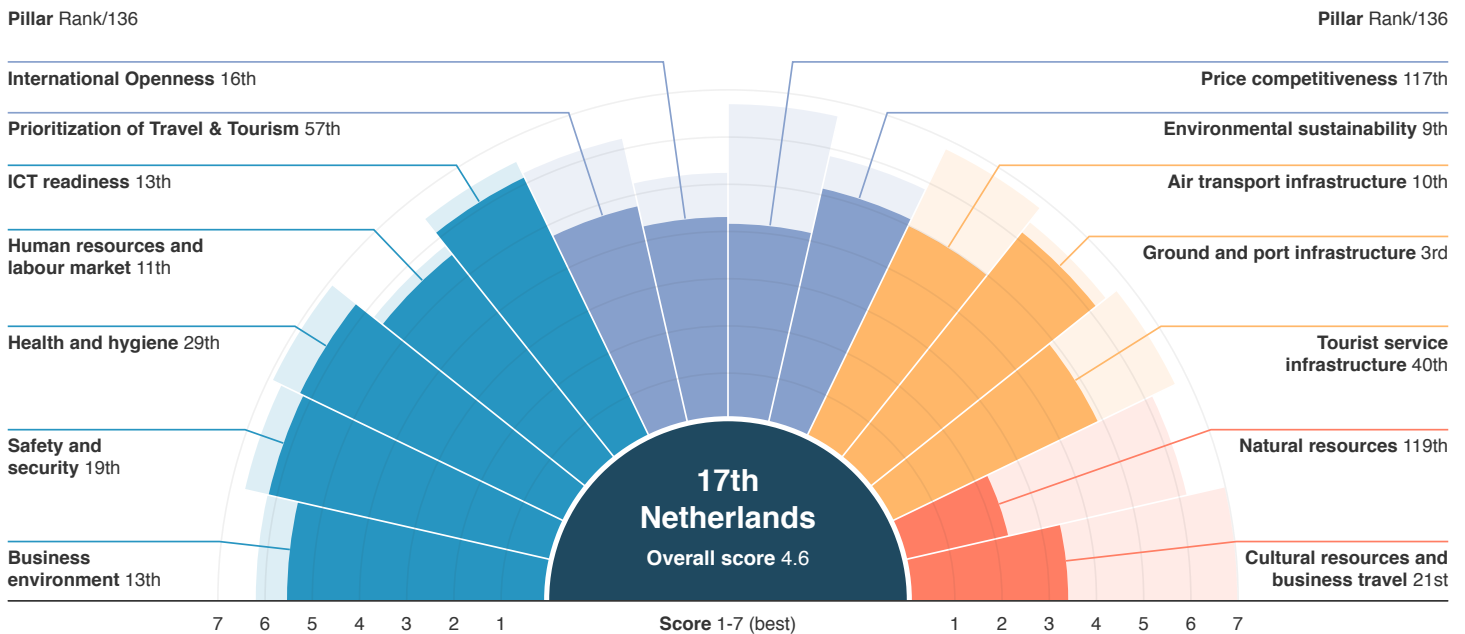
## Key Indicators

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

<b>International tourist arrivals</b>	15,007,000	<b>T&amp;T industry GDP</b>	US \$13,861.0 million
<b>International tourism inbound receipts</b>	US \$13,210.9 million	% of total	1.8%
<b>Average receipts per arrival</b>	US \$880.3	<b>T&amp;T industry employment</b>	434,833 jobs
		% of total	6.0%

## Performance Overview

Key Score Highest score



## Past performance

Travel & Tourism Competitiveness Edition	2015	2017
<b>Rank</b>	14 / 141	17 / 136
<b>Score</b>	4.7	4.6



# Netherlands

# 17th /136

## Travel & Tourism Competitiveness Index 2017 edition



Index Component	Rank/136	Score*	Index Component	Rank/136	Score*
<b>Business environment</b>	13	5.5	<b>International Openness</b>	16	4.3
Property rights	9	6.2	Visa requirements 0–100 (best)	73	24.0
Business impact of rules on FDI	13	5.6	Openness of bilateral Air Service Agreements 0–38 (best)	34	14.1
Efficiency of legal framework in settling disputes	12	5.5	Number of regional trade agreements in force number	1	53.0
Efficiency of legal framework in challenging regs	5	5.5	<b>Price competitiveness</b>	117	4.1
Time required to deal with construction permits days	84	161	Ticket taxes and airport charges 0–100 (best)	50	80.2
Cost to deal with construction permits % construction cost	95	3.7	Hotel price index US\$	55	124.0
Extent of market dominance	9	5.1	Purchasing power parity PPP \$	121	0.9
Time to start a business days	13	4.0	Fuel price levels US\$ cents/litre	126	180.0
Cost to start a business % GNI per capita	54	4.5	<b>Environmental sustainability</b>	9	5.1
Effect of taxation on incentives to work	79	3.8	Stringency of environmental regulations	10	5.8
Effect of taxation on incentives to invest	20	4.6	Enforcement of environmental regulations	13	5.6
Total tax rate % profits	82	40.4	Sustainability of travel and tourism industry development	32	4.9
<b>Safety and security</b>	19	6.1	Particulate matter (2.5) concentration µg/m3	106	11.7
Business costs of crime and violence	41	5.2	Environmental treaty ratification 0–27 (best)	7	29
Reliability of police services	14	6.2	Baseline water stress 5–0 (best)	68	1.8
Business costs of terrorism	57	5.4	Threatened species % total species	19	3.6
Index of terrorism incidence	52	7.0	Forest cover change % change	37	0.0
Homicide rate /100,000 pop.	12	0.7	Wastewater treatment %	2	99.3
<b>Health and hygiene</b>	29	6.2	Costal shelf fishing pressure tonnes/km2	106	12.3
Physician density /1,000 pop	32	3.1	<b>Air transport infrastructure</b>	10	5.0
Access to improved sanitation % pop.	37	97.7	Quality of air transport infrastructure	4	6.5
Access to improved drinking water % pop.	1	100.0	Available seat kilometres, domestic millions	94	0.2
Hospital beds /10,000 pop.	36	47.0	Available seat kilometres, international millions	18	1880.7
HIV prevalence % adult pop.	1	0.2	Aircraft departures /1,000 pop.	20	18.0
Malaria incidence cases/100,000 pop.	1	M.F.	Airport density airports/million pop.	120	0.3
<b>Human resources and labour market</b>	11	5.5	Number of operating airlines Number	11	115.0
Primary education enrollment rate net %	6	99.6	<b>Ground and port infrastructure</b>	3	6.1
Secondary education enrollment rate gross %	5	132.3	Quality of roads	4	6.1
Extent of staff training	6	5.4	Road density % total territorial area	6	-
Degree of customer orientation	17	5.6	Paved road density % total territorial area	6	-
Hiring and firing practices	48	4.0	Quality of railroad infrastructure	7	5.6
Ease of finding skilled employees	8	5.3	Railroad density km of roads/land area	8	7.3
Ease of hiring foreign labour	28	4.5	Quality of port infrastructure	1	6.8
Pay and productivity	25	4.7	Ground transport efficiency	6	5.6
Female participation in the labor force ratio to men	44	0.87	<b>Tourist service infrastructure</b>	40	4.9
<b>ICT readiness</b>	13	6.1	Hotel rooms number/100 pop.	52	0.7
ICT use for biz-to-biz transactions	5	6.0	Quality of tourism infrastructure	10	5.9
Internet use for biz-to-consumer transactions	4	6.1	Presence of major car rental companies	1	7
Internet users % pop.	6	93.1	Automated teller machines number/thousand adult pop.	63	50.6
Fixed-broadband Internet subscriptions /100 pop.	3	41.7	<b>Natural resources</b>	119	2.2
Mobile-cellular telephone subscriptions /100 pop.	56	123.5	Number of World Heritage natural sites number of sites	46	1
Mobile-broadband subscriptions /100 pop.	43	70.5	Total known species number of species	109	365
Mobile network coverage % pop.	1	100.0	Total protected areas % total territorial area	88	11.6
Quality of electricity supply	5	6.8	Natural tourism digital demand 0–100 (best)	76	10
<b>Prioritization of Travel &amp; Tourism</b>	57	4.7	Attractiveness of natural assets	130	3.1
Government prioritization of travel and tourism industry	71	4.7	<b>Cultural resources and business travel</b>	21	3.4
T&T government expenditure % government budget	96	2.2	Number of World Heritage cultural sites number of sites	22	9
Effectiveness of marketing and branding to attract tourists	28	5.1	Oral and intangible cultural heritage number of expressions	93	0
Comprehensiveness of annual T&T data 0–120 (best)	70	65	Sports stadiums number of large stadiums	38	11.0
Timeliness of providing monthly/quarterly T&T data 0–21 (best)	70	18.0	Number of international association meetings 3-year average	9	329.7
Country brand strategy rating 1–10 (best)	6	89.9	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/tcr>

# New Zealand

16th / 136

Travel & Tourism Competitiveness Index 2017 edition



## Key Indicators

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

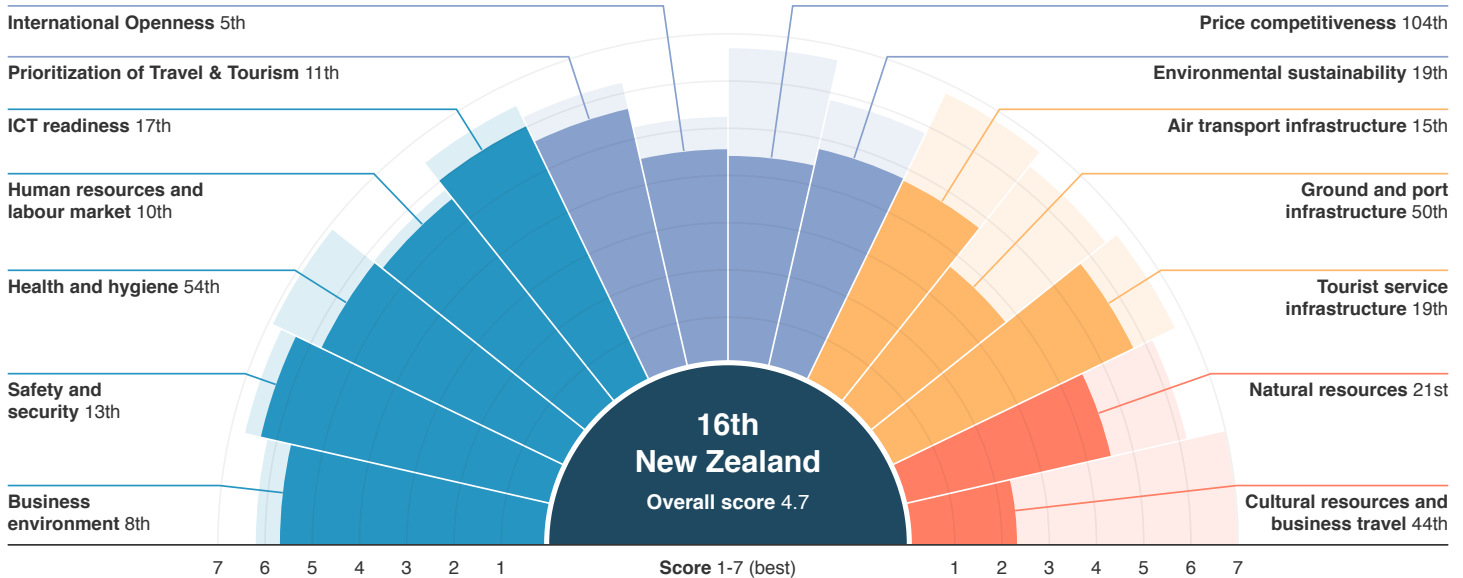
<b>International tourist arrivals</b>	3,039,000	<b>T&amp;T industry GDP</b>	US \$8,639.7 million
<b>International tourism inbound receipts</b>	US \$9,049.7 million	% of total	5.1%
<b>Average receipts per arrival</b>	US \$2,977.8	<b>T&amp;T industry employment</b>	208,544 jobs
		% of total	8.8%

## Performance Overview

Key Score Highest score

Pillar Rank/136

Pillar Rank/136



## Past performance

Travel & Tourism Competitiveness Edition	2015	2017
<b>Rank</b>	16 / 141	16 / 136
<b>Score</b>	4.6	4.7

# New Zealand

# 16th /136

## Travel & Tourism Competitiveness Index 2017 edition



Index Component	Rank/136	Score*	Index Component	Rank/136	Score*
<b>Business environment</b>	8	5.6	<b>International Openness</b>	5	4.5
Property rights	12	6.2	Visa requirements 0–100 (best)	117	16.0
Business impact of rules on FDI	45	4.9	Openness of bilateral Air Service Agreements 0–38 (best)	1	35.6
Efficiency of legal framework in settling disputes	8	5.6	Number of regional trade agreements in force number	45	21.0
Efficiency of legal framework in challenging regs	4	5.5	<b>Price competitiveness</b>	104	4.4
Time required to deal with construction permits days	25	93	Ticket taxes and airport charges 0–100 (best)	84	67.0
Cost to deal with construction permits % construction cost	74	2.2	Hotel price index US\$	49	115.6
Extent of market dominance	25	4.3	Purchasing power parity PPP \$	128	1.0
Time to start a business days	1	0.5	Fuel price levels US\$ cents/litre	60	111.0
Cost to start a business % GNI per capita	7	0.3	<b>Environmental sustainability</b>	19	4.7
Effect of taxation on incentives to work	15	4.8	Stringency of environmental regulations	12	5.6
Effect of taxation on incentives to invest	15	4.7	Enforcement of environmental regulations	15	5.6
Total tax rate % profits	53	34.3	Sustainability of travel and tourism industry development	2	5.8
<b>Safety and security</b>	13	6.3	Particulate matter (2.5) concentration µg/m3	2	1.2
Business costs of crime and violence	30	5.4	Environmental treaty ratification 0–27 (best)	43	23
Reliability of police services	2	6.6	Baseline water stress 5–0 (best)	41	0.6
Business costs of terrorism	39	5.7	Threatened species % total species	135	28.9
Index of terrorism incidence	34	7.0	Forest cover change % change	91	0.1
Homicide rate /100,000 pop.	23	0.9	Wastewater treatment %	27	70.2
<b>Health and hygiene</b>	54	5.7	Costal shelf fishing pressure tonnes/km2	39	0.1
Physician density /1,000 pop	41	2.7	<b>Air transport infrastructure</b>	15	4.7
Access to improved sanitation % pop.	1	100.0	Quality of air transport infrastructure	23	5.7
Access to improved drinking water % pop.	1	100.0	Available seat kilometres, domestic millions	29	140.9
Hospital beds /10,000 pop.	69	23.0	Available seat kilometres, international millions	32	622.2
HIV prevalence % adult pop.	1	0.1	Aircraft departures /1,000 pop.	6	45.8
Malaria incidence cases/100,000 pop.	1	S.L.	Airport density airports/million pop.	9	6.8
<b>Human resources and labour market</b>	10	5.5	Number of operating airlines Number	83	27.0
Primary education enrollment rate net %	22	98.4	<b>Ground and port infrastructure</b>	50	3.7
Secondary education enrollment rate gross %	13	117.5	Quality of roads	46	4.5
Extent of staff training	18	5.0	Road density % total territorial area	60	-
Degree of customer orientation	9	5.7	Paved road density % total territorial area	57	-
Hiring and firing practices	18	4.6	Quality of railroad infrastructure	45	3.4
Ease of finding skilled employees	22	5.0	Railroad density km of roads/land area	48	1.5
Ease of hiring foreign labour	45	4.3	Quality of port infrastructure	21	5.3
Pay and productivity	9	5.1	Ground transport efficiency	50	4.0
Female participation in the labor force ratio to men	38	0.89	<b>Tourist service infrastructure</b>	19	5.7
<b>ICT readiness</b>	17	6.0	Hotel rooms number/100 pop.	10	1.9
ICT use for biz-to-biz transactions	25	5.6	Quality of tourism infrastructure	30	5.4
Internet use for biz-to-consumer transactions	24	5.6	Presence of major car rental companies	51	6
Internet users % pop.	16	88.2	Automated teller machines number/thousand adult pop.	33	70.7
Fixed-broadband Internet subscriptions /100 pop.	17	31.6	<b>Natural resources</b>	21	4.5
Mobile-cellular telephone subscriptions /100 pop.	59	121.8	Number of World Heritage natural sites number of sites	28	3
Mobile-broadband subscriptions /100 pop.	11	114.2	Total known species number of species	125	280
Mobile network coverage % pop.	91	98.0	Total protected areas % total territorial area	15	32.5
Quality of electricity supply	24	6.3	Natural tourism digital demand 0–100 (best)	14	57
<b>Prioritization of Travel &amp; Tourism</b>	11	5.6	Attractiveness of natural assets	1	6.8
Government prioritization of travel and tourism industry	2	6.5	<b>Cultural resources and business travel</b>	44	2.3
T&T government expenditure % government budget	62	3.4	Number of World Heritage cultural sites number of sites	120	1
Effectiveness of marketing and branding to attract tourists	2	6.2	Oral and intangible cultural heritage number of expressions	93	0
Comprehensiveness of annual T&T data 0–120 (best)	23	88	Sports stadiums number of large stadiums	25	17.0
Timeliness of providing monthly/quarterly T&T data 0–21 (best)	28	20.0	Number of international association meetings 3-year average	54	48.0
Country brand strategy rating 1–10 (best)	7	89.1	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/tcr>

# Nicaragua

92nd / 136

Travel & Tourism Competitiveness Index 2017 edition



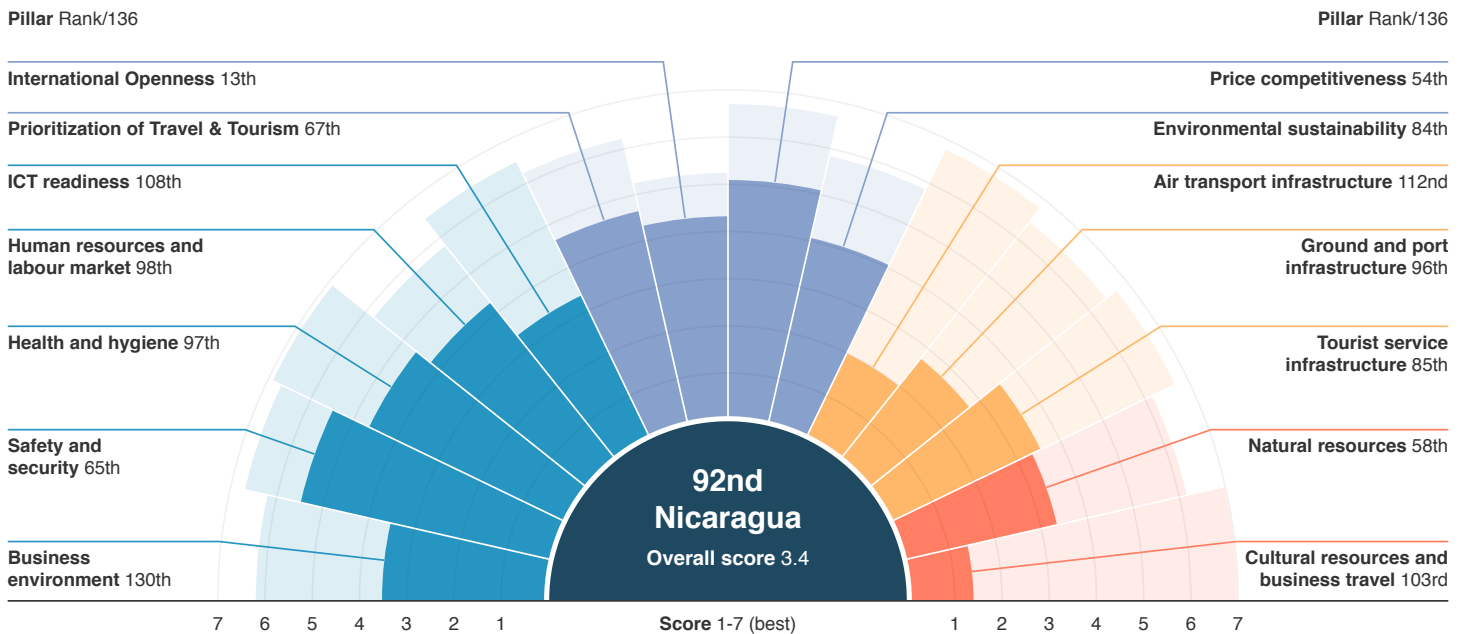
## Key Indicators

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

<b>International tourist arrivals</b>	1,386,481	<b>T&amp;T industry GDP</b>	US \$616.6 million
<b>International tourism inbound receipts</b>	US \$528.6 million	% of total	5.0%
<b>Average receipts per arrival</b>	US \$381.3	<b>T&amp;T industry employment</b>	97,203 jobs
		% of total	3.8%

## Performance Overview

Key Score Highest score



## 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



Index Component	Rank/136	Score*	Index Component	Rank/136	Score*
<b>Business environment</b>	130	3.5	<b>International Openness</b>	13	4.3
Property rights	122	3.2	Visa requirements 0–100 (best)	45	43.0
Business impact of rules on FDI	55	4.8	Openness of bilateral Air Service Agreements 0–38 (best)	4	26.9
Efficiency of legal framework in settling disputes	115	2.9	Number of regional trade agreements in force number	54	16.0
Efficiency of legal framework in challenging regs	133	2.1	<b>Price competitiveness</b>	54	5.1
Time required to deal with construction permits days	106	207	Ticket taxes and airport charges 0–100 (best)	102	58.9
Cost to deal with construction permits % construction cost	87	3.1	Hotel price index US\$	38	107.0
Extent of market dominance	133	2.7	Purchasing power parity PPP \$	53	0.4
Time to start a business days	77	13.0	Fuel price levels US\$ cents/litre	46	104.0
Cost to start a business % GNI per capita	130	68.0	<b>Environmental sustainability</b>	84	4.0
Effect of taxation on incentives to work	116	3.1	Stringency of environmental regulations	88	3.7
Effect of taxation on incentives to invest	110	3.0	Enforcement of environmental regulations	97	3.3
Total tax rate % profits	124	60.8	Sustainability of travel and tourism industry development	70	4.3
<b>Safety and security</b>	65	5.4	Particulate matter (2.5) concentration µg/m3	11	3.4
Business costs of crime and violence	49	5.1	Environmental treaty ratification 0–27 (best)	107	18
Reliability of police services	98	3.7	Baseline water stress 5–0 (best)	26	0.4
Business costs of terrorism	6	6.3	Threatened species % total species	14	3.4
Index of terrorism incidence	77	6.9	Forest cover change % change	115	0.1
Homicide rate /100,000 pop.	118	11.5	Wastewater treatment %	111	0.0
<b>Health and hygiene</b>	97	4.6	Costal shelf fishing pressure tonnes/km2	45	0.1
Physician density /1,000 pop	90	0.9	<b>Air transport infrastructure</b>	112	2.0
Access to improved sanitation % pop.	97	67.9	Quality of air transport infrastructure	108	3.6
Access to improved drinking water % pop.	103	87.0	Available seat kilometres, domestic millions	105	0.0
Hospital beds /10,000 pop.	110	9.0	Available seat kilometres, international millions	118	22.7
HIV prevalence % adult pop.	60	0.3	Aircraft departures /1,000 pop.	n/a	n/a
Malaria incidence cases/100,000 pop.	94	39.9	Airport density airports/million pop.	105	0.6
<b>Human resources and labour market</b>	98	4.2	Number of operating airlines Number	106	16.0
Primary education enrollment rate net %	45	97.0	<b>Ground and port infrastructure</b>	96	2.7
Secondary education enrollment rate gross %	100	74.2	Quality of roads	83	3.6
Extent of staff training	102	3.5	Road density % total territorial area	91	-
Degree of customer orientation	131	3.6	Paved road density % total territorial area	111	-
Hiring and firing practices	36	4.3	Quality of railroad infrastructure	n/a	n/a
Ease of finding skilled employees	132	3.2	Railroad density km of roads/land area	n/a	n/a
Ease of hiring foreign labour	14	4.9	Quality of port infrastructure	114	2.8
Pay and productivity	110	3.4	Ground transport efficiency	90	3.0
Female participation in the labor force ratio to men	110	0.63	<b>Tourist service infrastructure</b>	85	3.5
<b>ICT readiness</b>	108	3.3	Hotel rooms number/100 pop.	89	0.2
ICT use for biz-to-biz transactions	115	4.0	Quality of tourism infrastructure	105	3.9
Internet use for biz-to-consumer transactions	122	3.4	Presence of major car rental companies	1	7
Internet users % pop.	113	19.7	Automated teller machines number/thousand adult pop.	107	11.4
Fixed-broadband Internet subscriptions /100 pop.	100	1.9	<b>Natural resources</b>	58	3.3
Mobile-cellular telephone subscriptions /100 pop.	68	116.1	Number of World Heritage natural sites number of sites	86	0
Mobile-broadband subscriptions /100 pop.	130	7.2	Total known species number of species	36	948
Mobile network coverage % pop.	1	100.0	Total protected areas % total territorial area	10	37.1
Quality of electricity supply	94	4.0	Natural tourism digital demand 0–100 (best)	54	20
<b>Prioritization of Travel &amp; Tourism</b>	67	4.6	Attractiveness of natural assets	112	4.0
Government prioritization of travel and tourism industry	55	5.1	<b>Cultural resources and business travel</b>	103	1.4
T&T government expenditure % government budget	99	2.2	Number of World Heritage cultural sites number of sites	75	2
Effectiveness of marketing and branding to attract tourists	61	4.5	Oral and intangible cultural heritage number of expressions	56	2
Comprehensiveness of annual T&T data 0–120 (best)	15	93	Sports stadiums number of large stadiums	113	1.0
Timeliness of providing monthly/quarterly T&T data 0–21 (best)	70	18.0	Number of international association meetings 3-year average	93	8.3
Country brand strategy rating 1–10 (best)	74	73.9	Cultural and entertainment tourism digital demand 0–100 (best)	75	7

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# Nigeria

129th / 136

Travel & Tourism Competitiveness Index 2017 edition



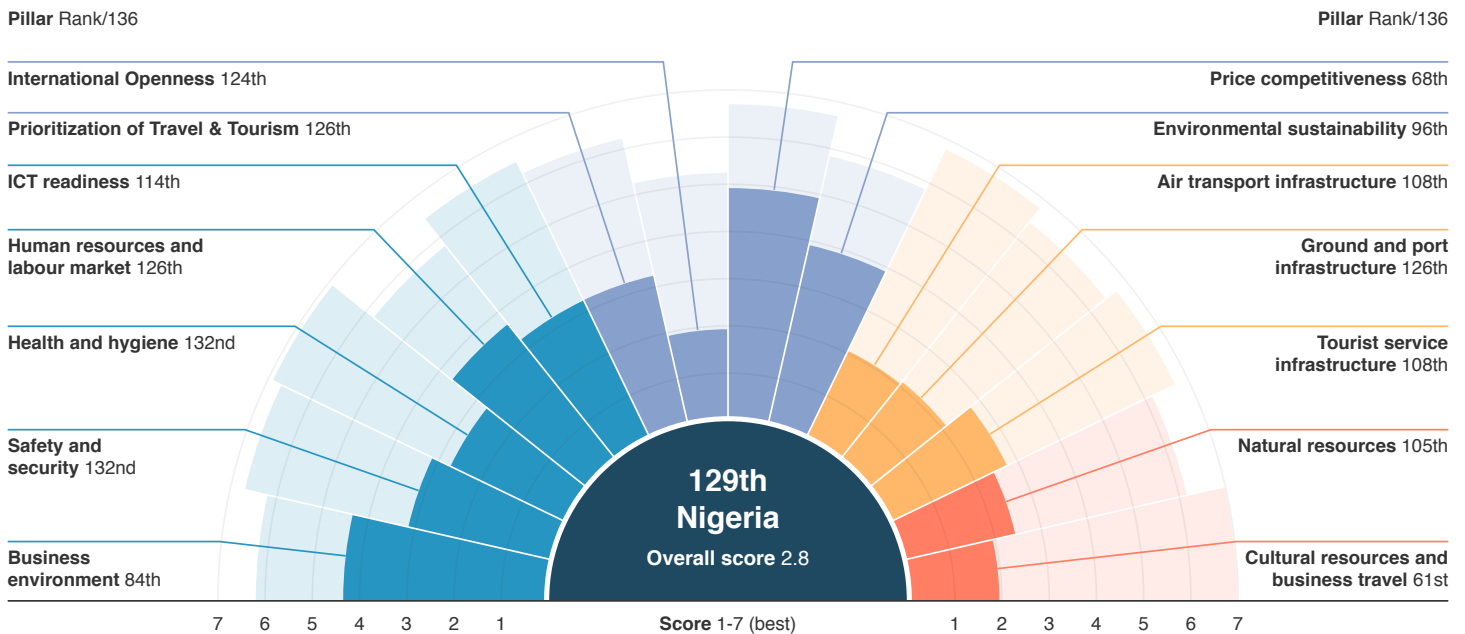
## Key Indicators

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

International tourist arrivals	1,255,000	T&T industry GDP	US \$8,282.8 million
International tourism inbound receipts	US \$403.9 million	% of total	1.7%
Average receipts per arrival	US \$321.8	T&T industry employment	650,836 jobs
		% of total	1.6%

## Performance Overview

Key Score Highest score



## 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*	Index Component	Rank/136	Score*
<b>Business environment</b>	84	4.3	<b>International Openness</b>	124	1.9
Property rights	93	4.0	Visa requirements 0–100 (best)	127	4.0
Business impact of rules on FDI	33	5.1	Openness of bilateral Air Service Agreements 0–38 (best)	41	12.4
Efficiency of legal framework in settling disputes	84	3.3	Number of regional trade agreements in force number	117	2.0
Efficiency of legal framework in challenging regs	84	3.2	<b>Price competitiveness</b>	68	4.9
Time required to deal with construction permits days	41	106	Ticket taxes and airport charges 0–100 (best)	69	74.7
Cost to deal with construction permits % construction cost	132	23.6	Hotel price index US\$	92	191.0
Extent of market dominance	66	3.7	Purchasing power parity PPP \$	63	0.4
Time to start a business days	108	25.2	Fuel price levels US\$ cents/litre	26	84.0
Cost to start a business % GNI per capita	115	31.0	<b>Environmental sustainability</b>	96	3.9
Effect of taxation on incentives to work	11	5.1	Stringency of environmental regulations	131	2.8
Effect of taxation on incentives to invest	26	4.2	Enforcement of environmental regulations	131	2.6
Total tax rate % profits	53	34.3	Sustainability of travel and tourism industry development	134	2.5
<b>Safety and security</b>	132	3.1	Particulate matter (2.5) concentration µg/m3	70	8.5
Business costs of crime and violence	119	3.1	Environmental treaty ratification 0–27 (best)	67	21
Reliability of police services	119	3.0	Baseline water stress 5–0 (best)	31	0.4
Business costs of terrorism	130	3.0	Threatened species % total species	54	5.2
Index of terrorism incidence	126	1.0	Forest cover change % change	55	0.0
Homicide rate /100,000 pop.	113	10.1	Wastewater treatment %	106	0.2
<b>Health and hygiene</b>	132	2.7	Costal shelf fishing pressure tonnes/km2	79	0.3
Physician density /1,000 pop	99	0.4	<b>Air transport infrastructure</b>	108	2.0
Access to improved sanitation % pop.	124	29.0	Quality of air transport infrastructure	117	3.2
Access to improved drinking water % pop.	124	68.5	Available seat kilometres, domestic millions	36	61.0
Hospital beds /10,000 pop.	125	5.0	Available seat kilometres, international millions	57	255.6
HIV prevalence % adult pop.	122	3.2	Aircraft departures /1,000 pop.	115	0.3
Malaria incidence cases/100,000 pop.	132	33243.9	Airport density airports/million pop.	129	0.2
<b>Human resources and labour market</b>	126	3.6	Number of operating airlines Number	59	36.0
Primary education enrollment rate net %	135	63.8	<b>Ground and port infrastructure</b>	126	2.1
Secondary education enrollment rate gross %	114	55.7	Quality of roads	124	2.6
Extent of staff training	67	3.9	Road density % total territorial area	83	-
Degree of customer orientation	121	3.9	Paved road density % total territorial area	105	-
Hiring and firing practices	16	4.8	Quality of railroad infrastructure	99	1.5
Ease of finding skilled employees	91	3.9	Railroad density km of roads/land area	75	0.4
Ease of hiring foreign labour	27	4.5	Quality of port infrastructure	115	2.8
Pay and productivity	70	3.9	Ground transport efficiency	130	2.1
Female participation in the labor force ratio to men	82	0.76	<b>Tourist service infrastructure</b>	108	2.7
<b>ICT readiness</b>	114	3.2	Hotel rooms number/100 pop.	101	0.2
ICT use for biz-to-biz transactions	75	4.6	Quality of tourism infrastructure	126	3.3
Internet use for biz-to-consumer transactions	76	4.3	Presence of major car rental companies	85	4
Internet users % pop.	84	47.4	Automated teller machines number/thousand adult pop.	103	16.1
Fixed-broadband Internet subscriptions /100 pop.	134	0.0	<b>Natural resources</b>	105	2.4
Mobile-cellular telephone subscriptions /100 pop.	117	82.2	Number of World Heritage natural sites number of sites	86	0
Mobile-broadband subscriptions /100 pop.	108	21.0	Total known species number of species	24	1248
Mobile network coverage % pop.	60	99.4	Total protected areas % total territorial area	82	14.2
Quality of electricity supply	135	1.4	Natural tourism digital demand 0–100 (best)	101	3
<b>Prioritization of Travel &amp; Tourism</b>	126	3.2	Attractiveness of natural assets	136	2.5
Government prioritization of travel and tourism industry	129	3.1	<b>Cultural resources and business travel</b>	61	1.9
T&T government expenditure % government budget	133	0.3	Number of World Heritage cultural sites number of sites	75	2
Effectiveness of marketing and branding to attract tourists	132	2.4	Oral and intangible cultural heritage number of expressions	36	4
Comprehensiveness of annual T&T data 0–120 (best)	89	54	Sports stadiums number of large stadiums	33	13.0
Timeliness of providing monthly/quarterly T&T data 0–21 (best)	109	9.0	Number of international association meetings 3-year average	82	10.0
Country brand strategy rating 1–10 (best)	29	81.6	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/tcr>

# Norway

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Travel & Tourism Competitiveness Index 2017 edition



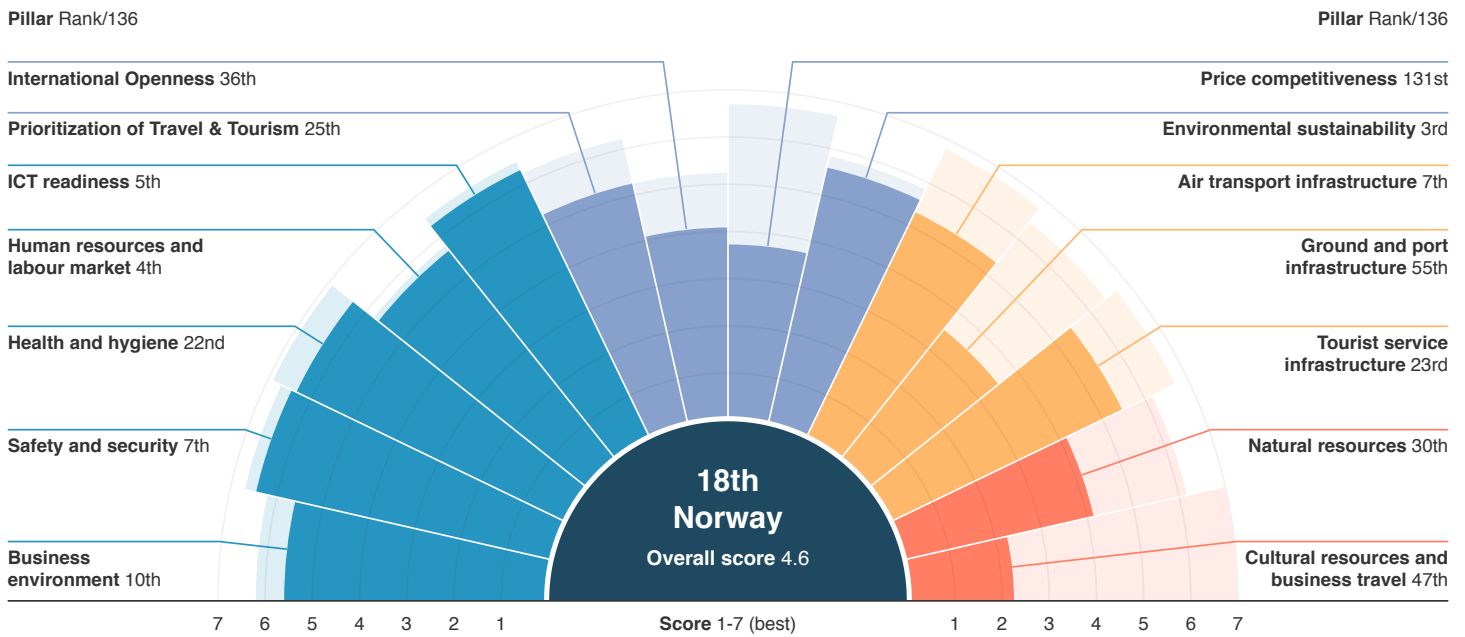
## Key Indicators

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

<b>International tourist arrivals</b>	5,361,000	<b>T&amp;T industry GDP</b>	US \$12,514.9 million
<b>International tourism inbound receipts</b>	US \$4,951.8 million	% of total	3.2%
<b>Average receipts per arrival</b>	US \$923.7	<b>T&amp;T industry employment</b>	144,658 jobs
		% of total	5.5%

## Performance Overview

Key Score Highest score



## Past performance

Travel & Tourism Competitiveness Edition	2015	2017
Rank	20 / 141	18 / 136
Score	4.5	4.6



# Norway

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## Travel & Tourism Competitiveness Index 2017 edition



Index Component	Rank/136	Score*	Index Component	Rank/136	Score*
<b>Business environment</b>	10	5.6	<b>International Openness</b>	36	4.0
Property rights	10	6.2	Visa requirements 0–100 (best)	73	24.0
Business impact of rules on FDI	29	5.2	Openness of bilateral Air Service Agreements 0–38 (best)	73	10.1
Efficiency of legal framework in settling disputes	7	5.6	Number of regional trade agreements in force number	33	37.0
Efficiency of legal framework in challenging regs	6	5.4	<b>Price competitiveness</b>	131	3.7
Time required to deal with construction permits days	42	111	Ticket taxes and airport charges 0–100 (best)	31	85.5
Cost to deal with construction permits % construction cost	24	0.6	Hotel price index US\$	57	126.0
Extent of market dominance	18	4.7	Purchasing power parity PPP \$	134	1.2
Time to start a business days	13	4.0	Fuel price levels US\$ cents/litre	136	211.0
Cost to start a business % GNI per capita	22	0.9	<b>Environmental sustainability</b>	3	5.6
Effect of taxation on incentives to work	54	4.1	Stringency of environmental regulations	5	6.1
Effect of taxation on incentives to invest	58	3.8	Enforcement of environmental regulations	6	6.0
Total tax rate % profits	76	39.5	Sustainability of travel and tourism industry development	13	5.3
<b>Safety and security</b>	7	6.4	Particulate matter (2.5) concentration µg/m3	14	3.6
Business costs of crime and violence	11	5.8	Environmental treaty ratification 0–27 (best)	1	30
Reliability of police services	5	6.5	Baseline water stress 5–0 (best)	36	0.5
Business costs of terrorism	30	5.8	Threatened species % total species	57	5.3
Index of terrorism incidence	1	7.0	Forest cover change % change	44	0.0
Homicide rate /100,000 pop.	10	0.6	Wastewater treatment %	18	83.8
<b>Health and hygiene</b>	22	6.3	Costal shelf fishing pressure tonnes/km2	64	0.2
Physician density /1,000 pop	5	4.3	<b>Air transport infrastructure</b>	7	5.3
Access to improved sanitation % pop.	34	98.1	Quality of air transport infrastructure	15	5.8
Access to improved drinking water % pop.	1	100.0	Available seat kilometres, domestic millions	26	209.7
Hospital beds /10,000 pop.	53	33.0	Available seat kilometres, international millions	47	401.3
HIV prevalence % adult pop.	1	0.2	Aircraft departures /1,000 pop.	5	55.3
Malaria incidence cases/100,000 pop.	1	S.L.	Airport density airports/million pop.	4	12.4
<b>Human resources and labour market</b>	4	5.6	Number of operating airlines Number	38	58.0
Primary education enrollment rate net %	5	99.8	<b>Ground and port infrastructure</b>	55	3.5
Secondary education enrollment rate gross %	17	113.0	Quality of roads	66	4.1
Extent of staff training	2	5.5	Road density % total territorial area	77	-
Degree of customer orientation	16	5.6	Paved road density % total territorial area	62	-
Hiring and firing practices	78	3.6	Quality of railroad infrastructure	n/a	n/a
Ease of finding skilled employees	1	5.8	Railroad density km of roads/land area	n/a	1.1
Ease of hiring foreign labour	46	4.3	Quality of port infrastructure	18	5.4
Pay and productivity	15	4.9	Ground transport efficiency	30	4.7
Female participation in the labor force ratio to men	14	0.95	<b>Tourist service infrastructure</b>	23	5.4
<b>ICT readiness</b>	5	6.3	Hotel rooms number/100 pop.	15	1.6
ICT use for biz-to-biz transactions	1	6.1	Quality of tourism infrastructure	45	5.1
Internet use for biz-to-consumer transactions	7	5.9	Presence of major car rental companies	1	7
Internet users % pop.	3	96.8	Automated teller machines number/thousand adult pop.	68	48.6
Fixed-broadband Internet subscriptions /100 pop.	6	39.7	<b>Natural resources</b>	30	4.1
Mobile-cellular telephone subscriptions /100 pop.	79	111.1	Number of World Heritage natural sites number of sites	46	1
Mobile-broadband subscriptions /100 pop.	18	100.2	Total known species number of species	116	337
Mobile network coverage % pop.	1	100.0	Total protected areas % total territorial area	23	29.2
Quality of electricity supply	9	6.7	Natural tourism digital demand 0–100 (best)	10	61
<b>Prioritization of Travel &amp; Tourism</b>	25	5.2	Attractiveness of natural assets	3	6.5
Government prioritization of travel and tourism industry	60	5.0	<b>Cultural resources and business travel</b>	47	2.2
T&T government expenditure % government budget	30	5.7	Number of World Heritage cultural sites number of sites	30	7
Effectiveness of marketing and branding to attract tourists	50	4.7	Oral and intangible cultural heritage number of expressions	71	1
Comprehensiveness of annual T&T data 0–120 (best)	62	69	Sports stadiums number of large stadiums	55	6.0
Timeliness of providing monthly/quarterly T&T data 0–21 (best)	53	19.0	Number of international association meetings 3-year average	32	136.7
Country brand strategy rating 1–10 (best)	4	92.8	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/tcr>

# Oman

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Travel & Tourism Competitiveness Index 2017 edition



## Key Indicators

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

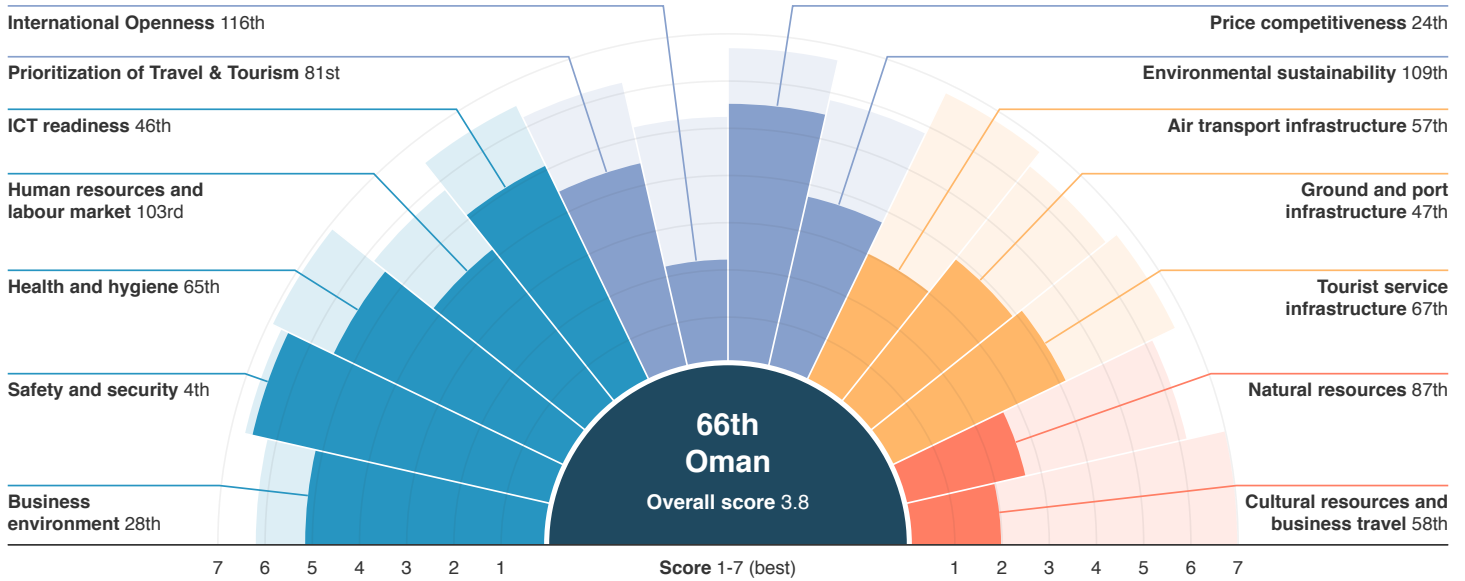
<b>International tourist arrivals</b>	1,897,000	<b>T&amp;T industry GDP</b>	US \$1,812.5 million
<b>International tourism inbound receipts</b>	US \$1,539.7 million	% of total	2.5%
<b>Average receipts per arrival</b>	US \$811.6	<b>T&amp;T industry employment</b>	53,251 jobs
		% of total	2.7%

## Performance Overview

Key Score Highest score

Pillar Rank/136

Pillar Rank/136



## Past performance

Travel & Tourism Competitiveness Edition	2015	2017
<b>Rank</b>	65 / 141	66 / 136
<b>Score</b>	3.8	3.8

## Oman

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## Travel &amp; Tourism Competitiveness Index 2017 edition

Index Component	Rank/136	Score*	Index Component	Rank/136	Score*
<b>Business environment</b>	28	5.1	<b>International Openness</b>	116	2.2
Property rights	28	5.4	Visa requirements 0–100 (best)	112	20.0
Business impact of rules on FDI	100	4.1	Openness of bilateral Air Service Agreements 0–38 (best)	102	7.8
Efficiency of legal framework in settling disputes	31	4.6	Number of regional trade agreements in force number	78	6.0
Efficiency of legal framework in challenging regs	37	4.1	<b>Price competitiveness</b>	24	5.5
Time required to deal with construction permits days	80	157	Ticket taxes and airport charges 0–100 (best)	41	81.6
Cost to deal with construction permits % construction cost	46	1.1	Hotel price index US\$	86	175.4
Extent of market dominance	108	3.2	Purchasing power parity PPP \$	44	0.4
Time to start a business days	29	6.0	Fuel price levels US\$ cents/litre	10	38.0
Cost to start a business % GNI per capita	51	4.0	<b>Environmental sustainability</b>	109	3.7
Effect of taxation on incentives to work	6	5.3	Stringency of environmental regulations	30	5.0
Effect of taxation on incentives to invest	9	5.2	Enforcement of environmental regulations	25	5.1
Total tax rate % profits	21	23.9	Sustainability of travel and tourism industry development	58	4.5
<b>Safety and security</b>	4	6.5	Particulate matter (2.5) concentration µg/m3	67	7.8
Business costs of crime and violence	6	6.3	Environmental treaty ratification 0–27 (best)	67	21
Reliability of police services	12	6.3	Baseline water stress 5–0 (best)	121	5.0
Business costs of terrorism	18	6.1	Threatened species % total species	62	5.7
Index of terrorism incidence	1	7.0	Forest cover change % change	n/a	n/a
Homicide rate /100,000 pop.	32	1.1	Wastewater treatment %	78	5.4
<b>Health and hygiene</b>	65	5.4	Costal shelf fishing pressure tonnes/km2	35	0.1
Physician density /1,000 pop	51	2.4	<b>Air transport infrastructure</b>	57	3.0
Access to improved sanitation % pop.	45	96.7	Quality of air transport infrastructure	54	4.7
Access to improved drinking water % pop.	83	93.4	Available seat kilometres, domestic millions	47	13.7
Hospital beds /10,000 pop.	87	17.0	Available seat kilometres, international millions	55	260.0
HIV prevalence % adult pop.	1	0.2	Aircraft departures /1,000 pop.	29	12.6
Malaria incidence cases/100,000 pop.	1	P.R.	Airport density airports/million pop.	39	1.7
<b>Human resources and labour market</b>	103	4.1	Number of operating airlines Number	64	34.0
Primary education enrollment rate net %	71	94.5	<b>Ground and port infrastructure</b>	47	3.9
Secondary education enrollment rate gross %	33	104.2	Quality of roads	19	5.5
Extent of staff training	49	4.2	Road density % total territorial area	82	-
Degree of customer orientation	86	4.4	Paved road density % total territorial area	74	-
Hiring and firing practices	117	3.1	Quality of railroad infrastructure	n/a	n/a
Ease of finding skilled employees	118	3.5	Railroad density km of roads/land area	n/a	n/a
Ease of hiring foreign labour	129	3.0	Quality of port infrastructure	44	4.6
Pay and productivity	76	3.8	Ground transport efficiency	54	3.9
Female participation in the labor force ratio to men	126	0.36	<b>Tourist service infrastructure</b>	67	4.1
<b>ICT readiness</b>	46	5.1	Hotel rooms number/100 pop.	79	0.3
ICT use for biz-to-biz transactions	89	4.4	Quality of tourism infrastructure	82	4.4
Internet use for biz-to-consumer transactions	104	3.9	Presence of major car rental companies	1	7
Internet users % pop.	37	74.2	Automated teller machines number/thousand adult pop.	76	42.2
Fixed-broadband Internet subscriptions /100 pop.	82	5.6	<b>Natural resources</b>	87	2.6
Mobile-cellular telephone subscriptions /100 pop.	14	159.9	Number of World Heritage natural sites number of sites	86	0
Mobile-broadband subscriptions /100 pop.	33	78.3	Total known species number of species	95	406
Mobile network coverage % pop.	65	99.0	Total protected areas % total territorial area	95	10.7
Quality of electricity supply	26	6.2	Natural tourism digital demand 0–100 (best)	66	13
<b>Prioritization of Travel &amp; Tourism</b>	81	4.4	Attractiveness of natural assets	24	6.0
Government prioritization of travel and tourism industry	27	5.6	<b>Cultural resources and business travel</b>	58	1.9
T&T government expenditure % government budget	119	1.3	Number of World Heritage cultural sites number of sites	55	4
Effectiveness of marketing and branding to attract tourists	58	4.5	Oral and intangible cultural heritage number of expressions	8	13
Comprehensiveness of annual T&T data 0–120 (best)	53	73	Sports stadiums number of large stadiums	97	2.0
Timeliness of providing monthly/quarterly T&T data 0–21 (best)	102	13.0	Number of international association meetings 3-year average	82	10.0
Country brand strategy rating 1–10 (best)	53	78.3	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/tcr>

# Pakistan

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Travel & Tourism Competitiveness Index 2017 edition



## Key Indicators

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

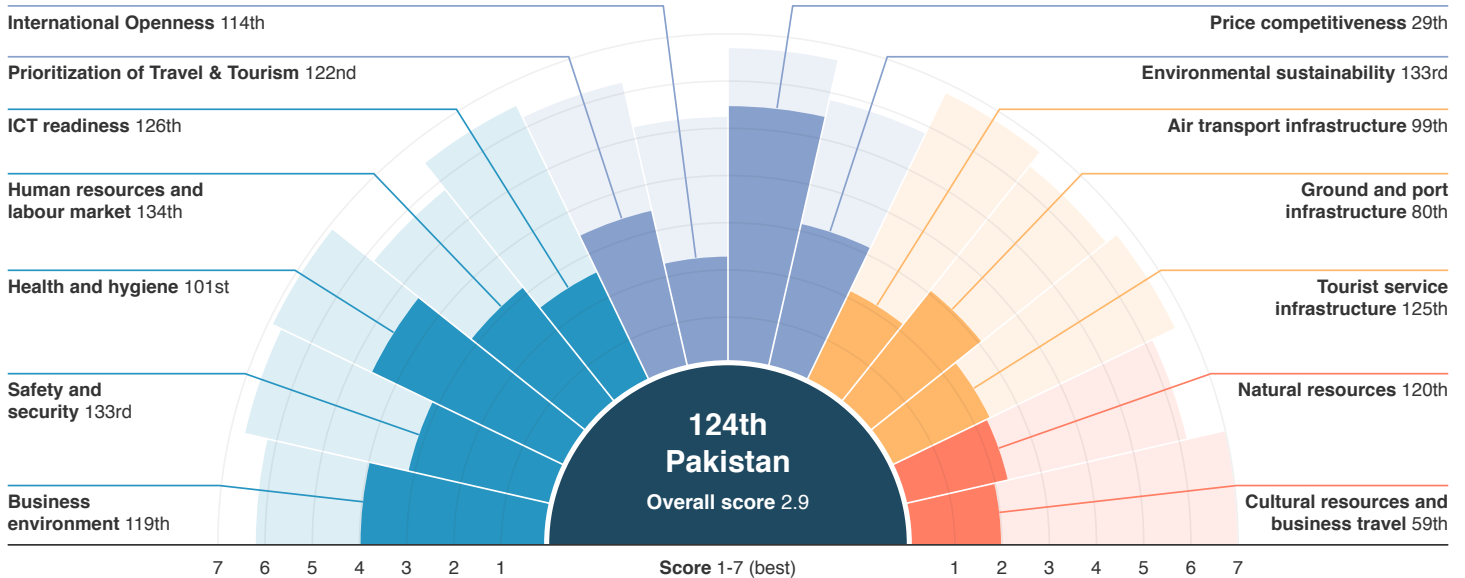
International tourist arrivals	965,498	T&T industry GDP	US \$7,362.0 million
International tourism inbound receipts	US \$317.0 million	% of total	2.8%
Average receipts per arrival	US \$328.3	T&T industry employment	1,429,580 jobs
		% of total	2.4%

## Performance Overview

Key Score Highest score

Pillar Rank/136

Pillar Rank/136



## Past performance

Travel & Tourism Competitiveness Edition	2015	2017
Rank	125 / 141	124 / 136
Score	2.9	2.9

## Pakistan

124th / 136

## Travel &amp; Tourism Competitiveness Index 2017 edition



Index Component	Rank/136	Score*	Index Component	Rank/136	Score*
<b>Business environment</b>	119	3.9	<b>International Openness</b>	114	2.2
Property rights	120	3.5	Visa requirements 0–100 (best)	135	0.0
Business impact of rules on FDI	105	4.0	Openness of bilateral Air Service Agreements 0–38 (best)	64	11.0
Efficiency of legal framework in settling disputes	107	3.0	Number of regional trade agreements in force number	61	11.0
Efficiency of legal framework in challenging regs	99	3.0	<b>Price competitiveness</b>	29	5.4
Time required to deal with construction permits days	124	264	Ticket taxes and airport charges 0–100 (best)	79	69.3
Cost to deal with construction permits % construction cost	116	7.0	Hotel price index US\$	28	94.3
Extent of market dominance	96	3.4	Purchasing power parity PPP \$	6	0.3
Time to start a business days	93	18.0	Fuel price levels US\$ cents/litre	40	101.0
Cost to start a business % GNI per capita	86	12.4	<b>Environmental sustainability</b>	133	3.1
Effect of taxation on incentives to work	83	3.7	Stringency of environmental regulations	107	3.3
Effect of taxation on incentives to invest	83	3.4	Enforcement of environmental regulations	108	3.2
Total tax rate % profits	51	33.3	Sustainability of travel and tourism industry development	128	3.0
<b>Safety and security</b>	133	3.1	Particulate matter (2.5) concentration µg/m3	132	28.5
Business costs of crime and violence	123	2.9	Environmental treaty ratification 0–27 (best)	54	22
Reliability of police services	116	3.1	Baseline water stress 5–0 (best)	114	4.3
Business costs of terrorism	132	2.7	Threatened species % total species	89	7.0
Index of terrorism incidence	126	1.0	Forest cover change % change	12	0.0
Homicide rate /100,000 pop.	99	7.8	Wastewater treatment %	108	0.1
<b>Health and hygiene</b>	101	4.5	Costal shelf fishing pressure tonnes/km2	72	0.3
Physician density /1,000 pop	92	0.8	<b>Air transport infrastructure</b>	99	2.1
Access to improved sanitation % pop.	100	63.5	Quality of air transport infrastructure	90	4.0
Access to improved drinking water % pop.	92	91.4	Available seat kilometres, domestic millions	33	74.7
Hospital beds /10,000 pop.	122	6.0	Available seat kilometres, international millions	50	379.3
HIV prevalence % adult pop.	1	0.1	Aircraft departures /1,000 pop.	114	0.3
Malaria incidence cases/100,000 pop.	108	810.6	Airport density airports/million pop.	123	0.3
<b>Human resources and labour market</b>	134	3.1	Number of operating airlines Number	86	23.0
Primary education enrollment rate net %	132	73.8	<b>Ground and port infrastructure</b>	80	3.0
Secondary education enrollment rate gross %	121	44.5	Quality of roads	76	3.8
Extent of staff training	118	3.4	Road density % total territorial area	63	-
Degree of customer orientation	112	4.0	Paved road density % total territorial area	58	-
Hiring and firing practices	62	3.8	Quality of railroad infrastructure	49	3.1
Ease of finding skilled employees	100	3.7	Railroad density km of roads/land area	53	1.0
Ease of hiring foreign labour	76	3.9	Quality of port infrastructure	84	3.7
Pay and productivity	95	3.6	Ground transport efficiency	75	3.3
Female participation in the labor force ratio to men	132	0.30	<b>Tourist service infrastructure</b>	125	2.3
<b>ICT readiness</b>	126	2.5	Hotel rooms number/100 pop.	129	0.0
ICT use for biz-to-biz transactions	125	3.7	Quality of tourism infrastructure	123	3.4
Internet use for biz-to-consumer transactions	115	3.7	Presence of major car rental companies	102	3
Internet users % pop.	118	18.0	Automated teller machines number/thousand adult pop.	118	7.3
Fixed-broadband Internet subscriptions /100 pop.	109	1.0	<b>Natural resources</b>	120	2.2
Mobile-cellular telephone subscriptions /100 pop.	128	66.9	Number of World Heritage natural sites number of sites	86	0
Mobile-broadband subscriptions /100 pop.	122	13.0	Total known species number of species	45	819
Mobile network coverage % pop.	125	86.0	Total protected areas % total territorial area	94	10.8
Quality of electricity supply	119	2.4	Natural tourism digital demand 0–100 (best)	103	3
<b>Prioritization of Travel &amp; Tourism</b>	122	3.4	Attractiveness of natural assets	127	3.5
Government prioritization of travel and tourism industry	132	2.8	<b>Cultural resources and business travel</b>	59	1.9
T&T government expenditure % government budget	105	2.0	Number of World Heritage cultural sites number of sites	36	6
Effectiveness of marketing and branding to attract tourists	125	2.8	Oral and intangible cultural heritage number of expressions	43	3
Comprehensiveness of annual T&T data 0–120 (best)	132	17	Sports stadiums number of large stadiums	36	12.0
Timeliness of providing monthly/quarterly T&T data 0–21 (best)	95	14.0	Number of international association meetings 3-year average	112	4.0
Country brand strategy rating 1–10 (best)	30	81.2	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/tcr>

# Panama

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Travel & Tourism Competitiveness Index 2017 edition



## Key Indicators

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

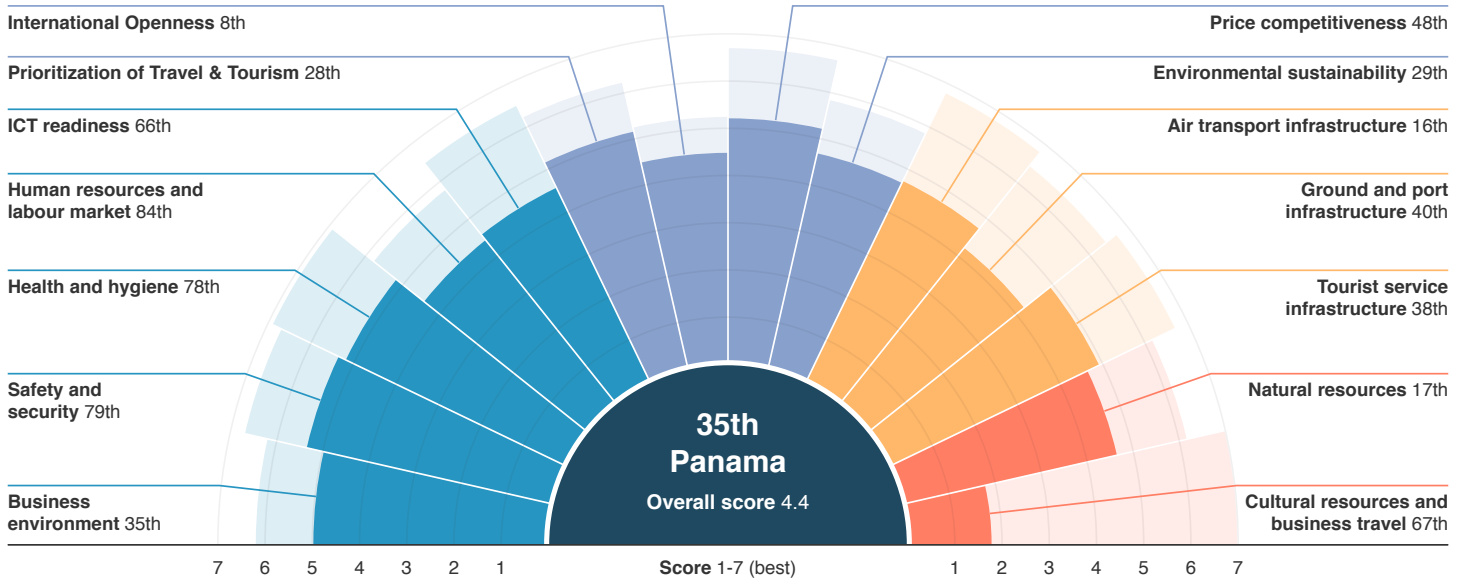
<b>International tourist arrivals</b>	2,109,374	<b>T&amp;T industry GDP</b>	US \$3,859.7 million
<b>International tourism inbound receipts</b>	US \$4,152.6 million	% of total	8.1%
<b>Average receipts per arrival</b>	US \$1,968.7	<b>T&amp;T industry employment</b>	155,472 jobs
		% of total	8.6%

## Performance Overview

Key Score Highest score

Pillar Rank/136

Pillar Rank/136



## Past performance

Travel & Tourism Competitiveness Edition	2015	2017
Rank	34 / 141	35 / 136
Score	4.3	4.4

## Panama

35th / 136



## Travel &amp; Tourism Competitiveness Index 2017 edition

Index Component	Rank/136	Score*	Index Component	Rank/136	Score*
<b>Business environment</b>	35	4.9	<b>International Openness</b>	8	4.4
Property rights	40	4.9	Visa requirements 0–100 (best)	51	35.0
Business impact of rules on FDI	10	5.7	Openness of bilateral Air Service Agreements 0–38 (best)	15	19.3
Efficiency of legal framework in settling disputes	99	3.0	Number of regional trade agreements in force number	35	29.0
Efficiency of legal framework in challenging regs	93	3.0	<b>Price competitiveness</b>	48	5.2
Time required to deal with construction permits days	29	98	Ticket taxes and airport charges 0–100 (best)	81	68.6
Cost to deal with construction permits % construction cost	69	2.0	Hotel price index US\$	32	98.6
Extent of market dominance	35	4.2	Purchasing power parity PPP \$	99	0.6
Time to start a business days	29	6.0	Fuel price levels US\$ cents/litre	28	85.0
Cost to start a business % GNI per capita	62	5.8	<b>Environmental sustainability</b>	29	4.6
Effect of taxation on incentives to work	19	4.6	Stringency of environmental regulations	66	4.1
Effect of taxation on incentives to invest	12	5.0	Enforcement of environmental regulations	68	3.8
Total tax rate % profits	68	37.2	Sustainability of travel and tourism industry development	38	4.8
<b>Safety and security</b>	79	5.3	Particulate matter (2.5) concentration µg/m3	8	2.1
Business costs of crime and violence	73	4.5	Environmental treaty ratification 0–27 (best)	31	24
Reliability of police services	58	4.7	Baseline water stress 5–0 (best)	11	0.0
Business costs of terrorism	21	6.0	Threatened species % total species	87	6.7
Index of terrorism incidence	1	7.0	Forest cover change % change	66	0.1
Homicide rate /100,000 pop.	125	17.4	Wastewater treatment %	65	13.3
<b>Health and hygiene</b>	78	5.1	Costal shelf fishing pressure tonnes/km2	42	0.1
Physician density /1,000 pop	71	1.6	<b>Air transport infrastructure</b>	16	4.7
Access to improved sanitation % pop.	91	75.0	Quality of air transport infrastructure	6	6.2
Access to improved drinking water % pop.	79	94.7	Available seat kilometres, domestic millions	67	2.8
Hospital beds /10,000 pop.	71	22.0	Available seat kilometres, international millions	44	414.8
HIV prevalence % adult pop.	92	0.6	Aircraft departures /1,000 pop.	10	33.8
Malaria incidence cases/100,000 pop.	91	21.5	Airport density airports/million pop.	8	6.9
<b>Human resources and labour market</b>	84	4.4	Number of operating airlines Number	72	30.0
Primary education enrollment rate net %	61	95.9	<b>Ground and port infrastructure</b>	40	4.2
Secondary education enrollment rate gross %	98	75.5	Quality of roads	47	4.5
Extent of staff training	45	4.2	Road density % total territorial area	85	-
Degree of customer orientation	79	4.5	Paved road density % total territorial area	80	-
Hiring and firing practices	92	3.5	Quality of railroad infrastructure	27	4.2
Ease of finding skilled employees	87	3.9	Railroad density km of roads/land area	n/a	n/a
Ease of hiring foreign labour	74	4.0	Quality of port infrastructure	5	6.3
Pay and productivity	64	4.0	Ground transport efficiency	40	4.3
Female participation in the labor force ratio to men	101	0.65	<b>Tourist service infrastructure</b>	38	4.9
<b>ICT readiness</b>	66	4.5	Hotel rooms number/100 pop.	48	0.7
ICT use for biz-to-biz transactions	37	5.2	Quality of tourism infrastructure	29	5.4
Internet use for biz-to-consumer transactions	45	4.9	Presence of major car rental companies	1	7
Internet users % pop.	75	51.2	Automated teller machines number/thousand adult pop.	40	60.8
Fixed-broadband Internet subscriptions /100 pop.	77	7.9	<b>Natural resources</b>	17	4.6
Mobile-cellular telephone subscriptions /100 pop.	7	174.2	Number of World Heritage natural sites number of sites	19	3
Mobile-broadband subscriptions /100 pop.	102	32.7	Total known species number of species	19	1324
Mobile network coverage % pop.	104	96.0	Total protected areas % total territorial area	53	20.6
Quality of electricity supply	56	5.2	Natural tourism digital demand 0–100 (best)	18	49
<b>Prioritization of Travel &amp; Tourism</b>	28	5.1	Attractiveness of natural assets	52	5.5
Government prioritization of travel and tourism industry	45	5.3	<b>Cultural resources and business travel</b>	67	1.7
T&T government expenditure % government budget	37	5.0	Number of World Heritage cultural sites number of sites	75	2
Effectiveness of marketing and branding to attract tourists	31	5.1	Oral and intangible cultural heritage number of expressions	93	0
Comprehensiveness of annual T&T data 0–120 (best)	70	65	Sports stadiums number of large stadiums	66	5.0
Timeliness of providing monthly/quarterly T&T data 0–21 (best)	53	19.0	Number of international association meetings 3-year average	52	50.3
Country brand strategy rating 1–10 (best)	22	83.2	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/tcr>

# Paraguay

110th / 136

Travel & Tourism Competitiveness Index 2017 edition



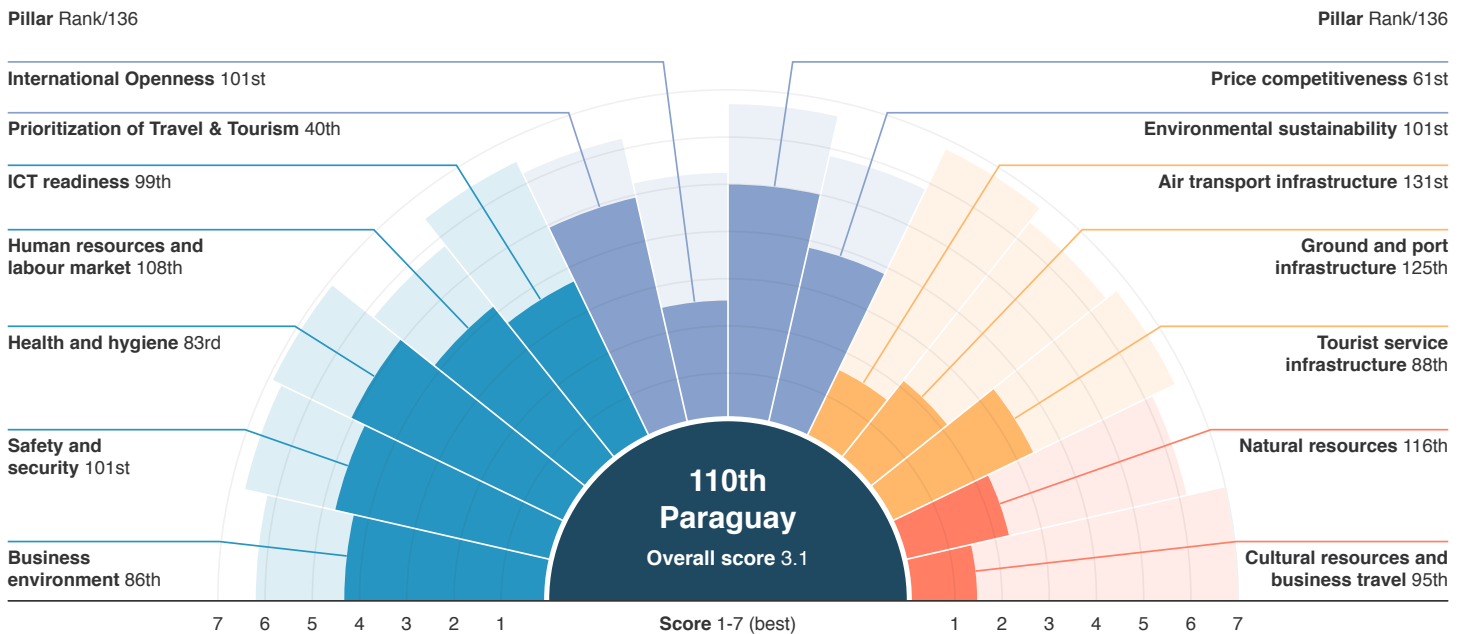
## Key Indicators

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

<b>International tourist arrivals</b>	1,214,613	<b>T&amp;T industry GDP</b>	US \$573.2 million
<b>International tourism inbound receipts</b>	US \$483.7 million	% of total	1.8%
<b>Average receipts per arrival</b>	US \$398.2	<b>T&amp;T industry employment</b>	45,706 jobs
		% of total	1.4%

## Performance Overview

Key Score Highest score



## Past performance

Travel & Tourism Competitiveness Edition	2015	2017
<b>Rank</b>	113 / 141	110 / 136
<b>Score</b>	3.1	3.1



# Paraguay

# 110th /136

## Travel & Tourism Competitiveness Index 2017 edition



Index Component	Rank/136	Score*	Index Component	Rank/136	Score*
<b>Business environment</b>	86	4.3	<b>International Openness</b>	101	2.5
Property rights	109	3.8	Visa requirements 0–100 (best)	69	26.0
Business impact of rules on FDI	27	5.2	Openness of bilateral Air Service Agreements 0–38 (best)	42	12.4
Efficiency of legal framework in settling disputes	131	2.3	Number of regional trade agreements in force number	83	5.0
Efficiency of legal framework in challenging regs	128	2.5	<b>Price competitiveness</b>	61	5.0
Time required to deal with construction permits days	52	120	Ticket taxes and airport charges 0–100 (best)	87	65.9
Cost to deal with construction permits % construction cost	27	0.7	Hotel price index US\$	n/a	n/a
Extent of market dominance	109	3.2	Purchasing power parity PPP \$	65	0.4
Time to start a business days	118	35.0	Fuel price levels US\$ cents/litre	65	116.0
Cost to start a business % GNI per capita	119	39.8	<b>Environmental sustainability</b>	101	3.8
Effect of taxation on incentives to work	25	4.5	Stringency of environmental regulations	126	2.9
Effect of taxation on incentives to invest	10	5.2	Enforcement of environmental regulations	129	2.7
Total tax rate % profits	60	35.0	Sustainability of travel and tourism industry development	113	3.5
<b>Safety and security</b>	101	4.7	Particulate matter (2.5) concentration µg/m3	17	4.0
Business costs of crime and violence	105	3.8	Environmental treaty ratification 0–27 (best)	107	18
Reliability of police services	123	2.8	Baseline water stress 5–0 (best)	12	0.0
Business costs of terrorism	97	4.7	Threatened species % total species	31	4.0
Index of terrorism incidence	97	6.5	Forest cover change % change	123	0.2
Homicide rate /100,000 pop.	105	8.8	Wastewater treatment %	100	0.7
<b>Health and hygiene</b>	83	5.0	Costal shelf fishing pressure tonnes/km2	n/a	n/a
Physician density /1,000 pop	76	1.2	<b>Air transport infrastructure</b>	131	1.6
Access to improved sanitation % pop.	72	88.6	Quality of air transport infrastructure	130	2.6
Access to improved drinking water % pop.	60	98.0	Available seat kilometres, domestic millions	90	0.4
Hospital beds /10,000 pop.	99	13.0	Available seat kilometres, international millions	115	25.9
HIV prevalence % adult pop.	76	0.4	Aircraft departures /1,000 pop.	106	0.6
Malaria incidence cases/100,000 pop.	1	0.0	Airport density airports/million pop.	108	0.5
<b>Human resources and labour market</b>	108	4.1	Number of operating airlines Number	117	13.0
Primary education enrollment rate net %	108	88.5	<b>Ground and port infrastructure</b>	125	2.1
Secondary education enrollment rate gross %	97	76.6	Quality of roads	134	2.2
Extent of staff training	116	3.4	Road density % total territorial area	122	-
Degree of customer orientation	90	4.4	Paved road density % total territorial area	121	-
Hiring and firing practices	103	3.3	Quality of railroad infrastructure	n/a	n/a
Ease of finding skilled employees	133	3.0	Railroad density km of roads/land area	n/a	n/a
Ease of hiring foreign labour	4	5.2	Quality of port infrastructure	106	3.1
Pay and productivity	124	3.2	Ground transport efficiency	135	1.9
Female participation in the labor force ratio to men	92	0.70	<b>Tourist service infrastructure</b>	88	3.3
<b>ICT readiness</b>	99	3.7	Hotel rooms number/100 pop.	90	0.2
ICT use for biz-to-biz transactions	122	3.8	Quality of tourism infrastructure	119	3.5
Internet use for biz-to-consumer transactions	111	3.7	Presence of major car rental companies	51	6
Internet users % pop.	82	48.4	Automated teller machines number/thousand adult pop.	98	23.3
Fixed-broadband Internet subscriptions /100 pop.	93	3.1	<b>Natural resources</b>	116	2.3
Mobile-cellular telephone subscriptions /100 pop.	90	105.4	Number of World Heritage natural sites number of sites	86	0
Mobile-broadband subscriptions /100 pop.	92	39.2	Total known species number of species	37	933
Mobile network coverage % pop.	51	99.7	Total protected areas % total territorial area	112	6.5
Quality of electricity supply	114	2.9	Natural tourism digital demand 0–100 (best)	113	2
<b>Prioritization of Travel &amp; Tourism</b>	40	4.9	Attractiveness of natural assets	121	3.8
Government prioritization of travel and tourism industry	119	3.5	<b>Cultural resources and business travel</b>	95	1.4
T&T government expenditure % government budget	16	8.0	Number of World Heritage cultural sites number of sites	97	1
Effectiveness of marketing and branding to attract tourists	117	3.1	Oral and intangible cultural heritage number of expressions	93	0
Comprehensiveness of annual T&T data 0–120 (best)	70	65	Sports stadiums number of large stadiums	66	5.0
Timeliness of providing monthly/quarterly T&T data 0–21 (best)	70	18.0	Number of international association meetings 3-year average	68	25.7
Country brand strategy rating 1–10 (best)	1	98.8	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/tcr>

# Peru

51st / 136

Travel & Tourism Competitiveness Index 2017 edition



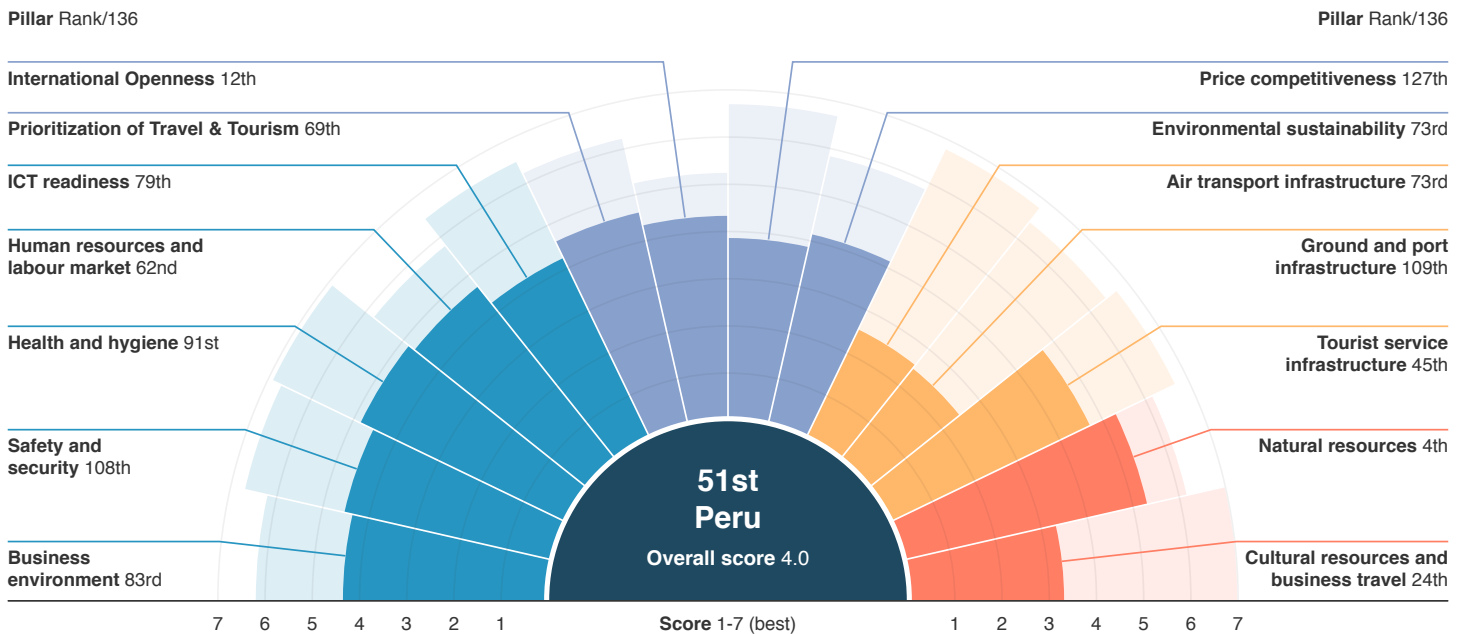
## Key Indicators

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

<b>International tourist arrivals</b>	3,455,709	<b>T&amp;T industry GDP</b>	US \$7,375.6 million
<b>International tourism inbound receipts</b>	US \$3,319.7 million	% of total	3.8%
<b>Average receipts per arrival</b>	US \$960.7	<b>T&amp;T industry employment</b>	390,655 jobs
		% of total	2.5%

## Performance Overview

Key Score Highest score



## Past performance

Travel & Tourism Competitiveness Edition	2015	2017
<b>Rank</b>	58 / 141	51 / 136
<b>Score</b>	3.9	4.0

## Peru

51st / 136



## Travel &amp; Tourism Competitiveness Index 2017 edition

Index Component	Rank/136	Score*	Index Component	Rank/136	Score*
<b>Business environment</b>	83	4.3	<b>International Openness</b>	12	4.3
Property rights	90	4.0	Visa requirements 0–100 (best)	53	34.0
Business impact of rules on FDI	28	5.2	Openness of bilateral Air Service Agreements 0–38 (best)	20	17.1
Efficiency of legal framework in settling disputes	127	2.4	Number of regional trade agreements in force number	35	29.0
Efficiency of legal framework in challenging regs	109	2.8	<b>Price competitiveness</b>	127	3.8
Time required to deal with construction permits days	90	174	Ticket taxes and airport charges 0–100 (best)	136	0.0
Cost to deal with construction permits % construction cost	18	0.5	Hotel price index US\$	65	133.0
Extent of market dominance	97	3.4	Purchasing power parity PPP \$	77	0.5
Time to start a business days	110	26.0	Fuel price levels US\$ cents/litre	71	117.0
Cost to start a business % GNI per capita	78	9.9	<b>Environmental sustainability</b>	73	4.1
Effect of taxation on incentives to work	100	3.5	Stringency of environmental regulations	55	4.3
Effect of taxation on incentives to invest	64	3.6	Enforcement of environmental regulations	64	4.0
Total tax rate % profits	63	35.6	Sustainability of travel and tourism industry development	59	4.5
<b>Safety and security</b>	108	4.5	Particulate matter (2.5) concentration µg/m3	63	7.4
Business costs of crime and violence	124	2.8	Environmental treaty ratification 0–27 (best)	54	22
Reliability of police services	127	2.6	Baseline water stress 5–0 (best)	97	3.3
Business costs of terrorism	105	4.5	Threatened species % total species	115	10.1
Index of terrorism incidence	93	6.6	Forest cover change % change	33	0.0
Homicide rate /100,000 pop.	91	6.7	Wastewater treatment %	51	34.6
<b>Health and hygiene</b>	91	4.8	Costal shelf fishing pressure tonnes/km2	41	0.1
Physician density /1,000 pop	84	1.1	<b>Air transport infrastructure</b>	73	2.5
Access to improved sanitation % pop.	90	76.2	Quality of air transport infrastructure	80	4.1
Access to improved drinking water % pop.	107	86.7	Available seat kilometres, domestic millions	28	155.4
Hospital beds /10,000 pop.	94	15.0	Available seat kilometres, international millions	48	393.6
HIV prevalence % adult pop.	76	0.4	Aircraft departures /1,000 pop.	62	4.0
Malaria incidence cases/100,000 pop.	103	306.7	Airport density airports/million pop.	77	0.9
<b>Human resources and labour market</b>	62	4.7	Number of operating airlines Number	66	33.0
Primary education enrollment rate net %	76	94.1	<b>Ground and port infrastructure</b>	109	2.4
Secondary education enrollment rate gross %	61	95.7	Quality of roads	108	3.0
Extent of staff training	85	3.7	Road density % total territorial area	107	-
Degree of customer orientation	51	4.9	Paved road density % total territorial area	117	-
Hiring and firing practices	126	2.5	Quality of railroad infrastructure	88	1.9
Ease of finding skilled employees	79	4.0	Railroad density km of roads/land area	89	0.2
Ease of hiring foreign labour	38	4.4	Quality of port infrastructure	87	3.6
Pay and productivity	79	3.8	Ground transport efficiency	103	2.8
Female participation in the labor force ratio to men	65	0.81	<b>Tourist service infrastructure</b>	45	4.7
<b>ICT readiness</b>	79	4.2	Hotel rooms number/100 pop.	44	0.8
ICT use for biz-to-biz transactions	77	4.5	Quality of tourism infrastructure	71	4.6
Internet use for biz-to-consumer transactions	78	4.3	Presence of major car rental companies	1	7
Internet users % pop.	90	40.9	Automated teller machines number/thousand adult pop.	53	55.5
Fixed-broadband Internet subscriptions /100 pop.	81	6.4	<b>Natural resources</b>	4	5.3
Mobile-cellular telephone subscriptions /100 pop.	83	109.9	Number of World Heritage natural sites number of sites	19	3
Mobile-broadband subscriptions /100 pop.	65	55.0	Total known species number of species	3	2824
Mobile network coverage % pop.	1	100.0	Total protected areas % total territorial area	19	31.4
Quality of electricity supply	64	4.9	Natural tourism digital demand 0–100 (best)	26	43
<b>Prioritization of Travel &amp; Tourism</b>	69	4.6	Attractiveness of natural assets	34	5.7
Government prioritization of travel and tourism industry	84	4.6	<b>Cultural resources and business travel</b>	24	3.3
T&T government expenditure % government budget	82	2.7	Number of World Heritage cultural sites number of sites	22	9
Effectiveness of marketing and branding to attract tourists	39	4.9	Oral and intangible cultural heritage number of expressions	14	10
Comprehensiveness of annual T&T data 0–120 (best)	70	65	Sports stadiums number of large stadiums	23	18.0
Timeliness of providing monthly/quarterly T&T data 0–21 (best)	53	19.0	Number of international association meetings 3-year average	40	94.7
Country brand strategy rating 1–10 (best)	58	76.6	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/tcr>

# Philippines

79th / 136

Travel & Tourism Competitiveness Index 2017 edition



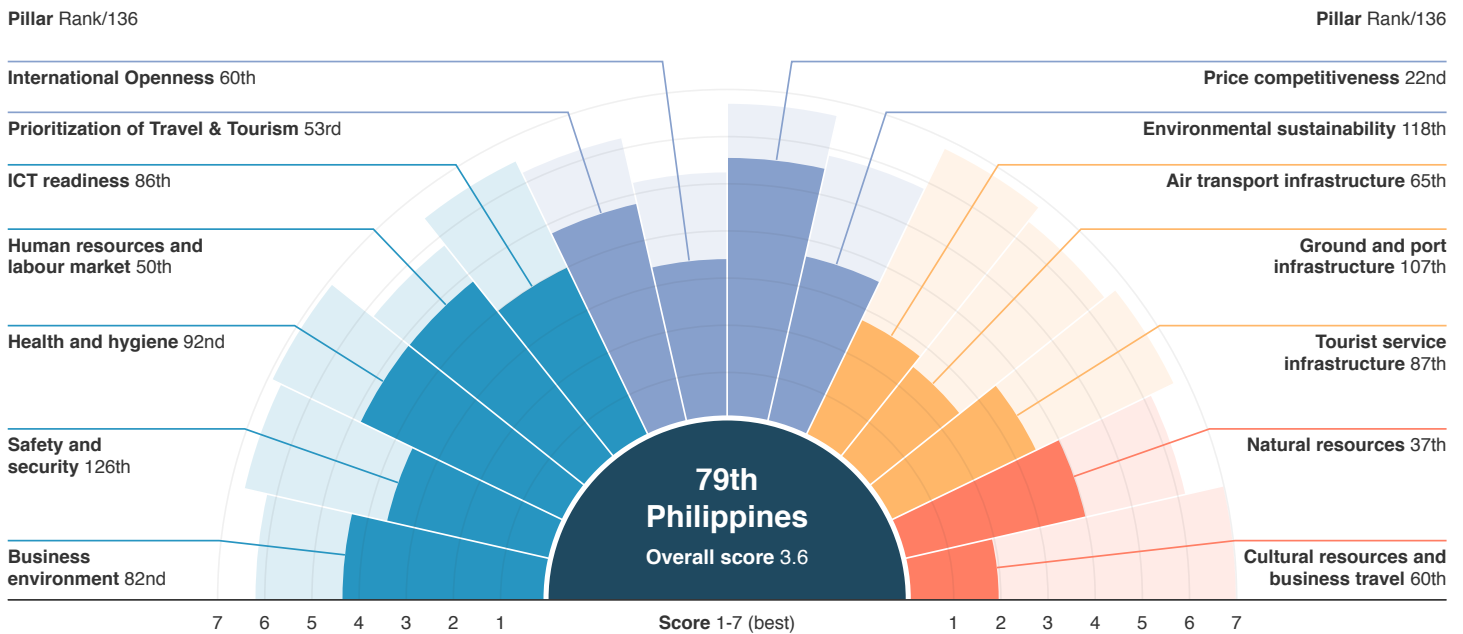
## Key Indicators

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

<b>International tourist arrivals</b>	5,360,682	<b>T&amp;T industry GDP</b>	US \$12,493.8 million
<b>International tourism inbound receipts</b>	US \$5,276.3 million	% of total	4.2%
<b>Average receipts per arrival</b>	US \$984.3	<b>T&amp;T industry employment</b>	1,264,670 jobs
		% of total	3.3%

## Performance Overview

Key Score Highest score



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
<b>Rank</b>	74 / 141	79 / 136
<b>Score</b>	3.6	3.6

# Philippines

79th / 136



## Travel & Tourism Competitiveness Index 2017 edition

Index Component	Rank/136	Score*	Index Component	Rank/136	Score*
<b>Business environment</b>	82	4.3	<b>International Openness</b>	60	3.4
Property rights	79	4.1	Visa requirements 0–100 (best)	41	47.0
Business impact of rules on FDI	99	4.2	Openness of bilateral Air Service Agreements 0–38 (best)	61	11.2
Efficiency of legal framework in settling disputes	108	3.0	Number of regional trade agreements in force number	56	14.0
Efficiency of legal framework in challenging regs	82	3.2	<b>Price competitiveness</b>	22	5.5
Time required to deal with construction permits days	29	98	Ticket taxes and airport charges 0–100 (best)	53	79.4
Cost to deal with construction permits % construction cost	46	1.1	Hotel price index US\$	45	110.8
Extent of market dominance	112	3.1	Purchasing power parity PPP \$	49	0.4
Time to start a business days	115	28.0	Fuel price levels US\$ cents/litre	24	82.0
Cost to start a business % GNI per capita	96	15.8	<b>Environmental sustainability</b>	118	3.6
Effect of taxation on incentives to work	47	4.2	Stringency of environmental regulations	83	3.7
Effect of taxation on incentives to invest	91	3.3	Enforcement of environmental regulations	92	3.4
Total tax rate % profits	89	42.9	Sustainability of travel and tourism industry development	76	4.2
<b>Safety and security</b>	126	3.6	Particulate matter (2.5) concentration µg/m3	41	5.7
Business costs of crime and violence	108	3.7	Environmental treaty ratification 0–27 (best)	43	23
Reliability of police services	108	3.5	Baseline water stress 5–0 (best)	84	2.6
Business costs of terrorism	118	4.1	Threatened species % total species	134	20.0
Index of terrorism incidence	126	1.0	Forest cover change % change	49	0.0
Homicide rate /100,000 pop.	111	9.9	Wastewater treatment %	91	2.6
<b>Health and hygiene</b>	92	4.8	Costal shelf fishing pressure tonnes/km2	66	0.2
Physician density /1,000 pop	82	1.2	<b>Air transport infrastructure</b>	65	2.7
Access to improved sanitation % pop.	93	73.9	Quality of air transport infrastructure	114	3.2
Access to improved drinking water % pop.	89	91.8	Available seat kilometres, domestic millions	19	329.0
Hospital beds /10,000 pop.	109	10.0	Available seat kilometres, international millions	28	878.9
HIV prevalence % adult pop.	1	0.1	Aircraft departures /1,000 pop.	72	2.8
Malaria incidence cases/100,000 pop.	90	16.1	Airport density airports/million pop.	74	0.9
<b>Human resources and labour market</b>	50	4.8	Number of operating airlines Number	49	44.0
Primary education enrollment rate net %	60	96.0	<b>Ground and port infrastructure</b>	107	2.5
Secondary education enrollment rate gross %	80	88.4	Quality of roads	104	3.1
Extent of staff training	31	4.6	Road density % total territorial area	42	-
Degree of customer orientation	42	5.0	Paved road density % total territorial area	72	-
Hiring and firing practices	73	3.7	Quality of railroad infrastructure	86	2.0
Ease of finding skilled employees	48	4.5	Railroad density km of roads/land area	88	0.2
Ease of hiring foreign labour	90	3.7	Quality of port infrastructure	111	2.9
Pay and productivity	37	4.5	Ground transport efficiency	120	2.4
Female participation in the labor force ratio to men	103	0.65	<b>Tourist service infrastructure</b>	87	3.4
<b>ICT readiness</b>	86	4.0	Hotel rooms number/100 pop.	125	0.1
ICT use for biz-to-biz transactions	66	4.7	Quality of tourism infrastructure	83	4.4
Internet use for biz-to-consumer transactions	65	4.6	Presence of major car rental companies	51	6
Internet users % pop.	91	40.7	Automated teller machines number/thousand adult pop.	95	23.7
Fixed-broadband Internet subscriptions /100 pop.	85	4.8	<b>Natural resources</b>	37	4.0
Mobile-cellular telephone subscriptions /100 pop.	70	115.8	Number of World Heritage natural sites number of sites	19	3
Mobile-broadband subscriptions /100 pop.	83	41.6	Total known species number of species	39	897
Mobile network coverage % pop.	65	99.0	Total protected areas % total territorial area	91	11.0
Quality of electricity supply	93	4.0	Natural tourism digital demand 0–100 (best)	34	36
<b>Prioritization of Travel &amp; Tourism</b>	53	4.8	Attractiveness of natural assets	36	5.7
Government prioritization of travel and tourism industry	48	5.2	<b>Cultural resources and business travel</b>	60	1.9
T&T government expenditure % government budget	74	3.1	Number of World Heritage cultural sites number of sites	61	3
Effectiveness of marketing and branding to attract tourists	49	4.8	Oral and intangible cultural heritage number of expressions	43	3
Comprehensiveness of annual T&T data 0–120 (best)	53	73	Sports stadiums number of large stadiums	97	2.0
Timeliness of providing monthly/quarterly T&T data 0–21 (best)	53	19.0	Number of international association meetings 3-year average	48	56.7
Country brand strategy rating 1–10 (best)	57	76.9	Cultural and entertainment tourism digital demand 0–100 (best)	34	20

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# Poland

46th / 136

Travel & Tourism Competitiveness Index 2017 edition



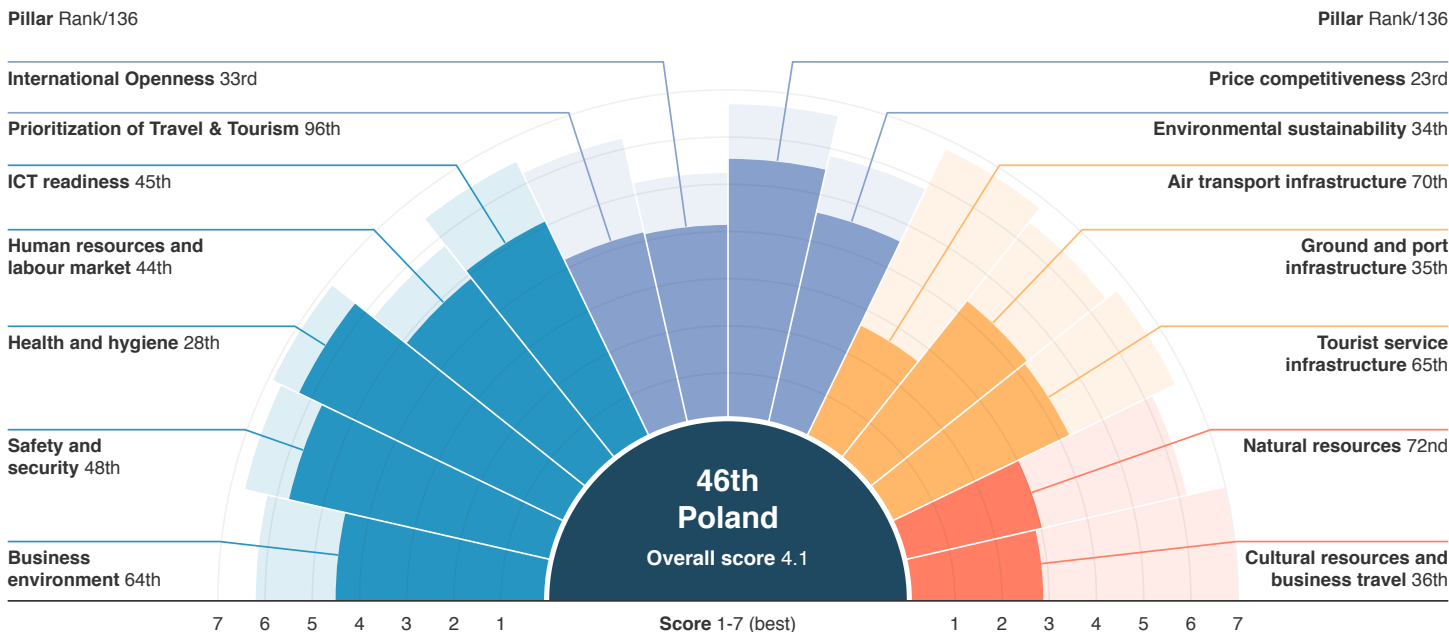
## Key Indicators

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

<b>International tourist arrivals</b>	16,728,000	<b>T&amp;T industry GDP</b>	US \$7,999.1 million
<b>International tourism inbound receipts</b>	US \$9,728.0 million	% of total	1.7%
<b>Average receipts per arrival</b>	US \$581.5	<b>T&amp;T industry employment</b>	275,365 jobs
		% of total	1.7%

## Performance Overview

Key Score Highest score



## Past performance

Travel & Tourism Competitiveness Edition	2015	2017
<b>Rank</b>	47 / 141	46 / 136
<b>Score</b>	4.1	4.1

# Poland

# 46th / 136

## Travel & Tourism Competitiveness Index 2017 edition



Index Component	Rank/136	Score*	Index Component	Rank/136	Score*
<b>Business environment</b>	64	4.5	<b>International Openness</b>	33	4.1
Property rights	73	4.2	Visa requirements 0–100 (best)	73	24.0
Business impact of rules on FDI	67	4.6	Openness of bilateral Air Service Agreements 0–38 (best)	62	11.1
Efficiency of legal framework in settling disputes	71	3.5	Number of regional trade agreements in force number	1	53.0
Efficiency of legal framework in challenging regs	101	3.0	<b>Price competitiveness</b>	23	5.5
Time required to deal with construction permits days	75	153	Ticket taxes and airport charges 0–100 (best)	4	96.4
Cost to deal with construction permits % construction cost	9	0.3	Hotel price index US\$	2	69.2
Extent of market dominance	15	4.7	Purchasing power parity PPP \$	75	0.5
Time to start a business days	120	37.0	Fuel price levels US\$ cents/litre	90	139.0
Cost to start a business % GNI per capita	82	12.1	<b>Environmental sustainability</b>	34	4.6
Effect of taxation on incentives to work	125	2.9	Stringency of environmental regulations	48	4.5
Effect of taxation on incentives to invest	93	3.3	Enforcement of environmental regulations	69	3.8
Total tax rate % profits	82	40.4	Sustainability of travel and tourism industry development	65	4.4
<b>Safety and security</b>	48	5.7	Particulate matter (2.5) concentration µg/m3	119	13.3
Business costs of crime and violence	50	5.0	Environmental treaty ratification 0–27 (best)	10	28
Reliability of police services	83	4.1	Baseline water stress 5–0 (best)	69	1.8
Business costs of terrorism	54	5.5	Threatened species % total species	40	4.3
Index of terrorism incidence	1	7.0	Forest cover change % change	78	0.1
Homicide rate /100,000 pop.	12	0.7	Wastewater treatment %	35	57.2
<b>Health and hygiene</b>	28	6.2	Costal shelf fishing pressure tonnes/km2	40	0.1
Physician density /1,000 pop	54	2.2	<b>Air transport infrastructure</b>	70	2.6
Access to improved sanitation % pop.	42	97.2	Quality of air transport infrastructure	72	4.3
Access to improved drinking water % pop.	57	98.3	Available seat kilometres, domestic millions	48	12.3
Hospital beds /10,000 pop.	12	65.0	Available seat kilometres, international millions	51	369.2
HIV prevalence % adult pop.	1	0.1	Aircraft departures /1,000 pop.	84	1.9
Malaria incidence cases/100,000 pop.	1	M.F.	Airport density airports/million pop.	104	0.6
<b>Human resources and labour market</b>	44	4.9	Number of operating airlines Number	41	57.0
Primary education enrollment rate net %	46	96.9	<b>Ground and port infrastructure</b>	35	4.3
Secondary education enrollment rate gross %	24	108.7	Quality of roads	71	4.0
Extent of staff training	62	4.0	Road density % total territorial area	26	-
Degree of customer orientation	34	5.1	Paved road density % total territorial area	25	-
Hiring and firing practices	86	3.5	Quality of railroad infrastructure	n/a	n/a
Ease of finding skilled employees	54	4.4	Railroad density km of roads/land area	n/a	6.1
Ease of hiring foreign labour	109	3.6	Quality of port infrastructure	66	4.1
Pay and productivity	61	4.1	Ground transport efficiency	41	4.3
Female participation in the labor force ratio to men	61	0.82	<b>Tourist service infrastructure</b>	65	4.2
<b>ICT readiness</b>	45	5.1	Hotel rooms number/100 pop.	75	0.4
ICT use for biz-to-biz transactions	67	4.7	Quality of tourism infrastructure	79	4.5
Internet use for biz-to-consumer transactions	39	5.1	Presence of major car rental companies	51	6
Internet users % pop.	53	68.0	Automated teller machines number/thousand adult pop.	36	63.6
Fixed-broadband Internet subscriptions /100 pop.	47	19.0	<b>Natural resources</b>	72	3.0
Mobile-cellular telephone subscriptions /100 pop.	28	142.7	Number of World Heritage natural sites number of sites	46	1
Mobile-broadband subscriptions /100 pop.	61	57.4	Total known species number of species	102	396
Mobile network coverage % pop.	1	100.0	Total protected areas % total territorial area	22	30.0
Quality of electricity supply	48	5.5	Natural tourism digital demand 0–100 (best)	71	12
<b>Prioritization of Travel &amp; Tourism</b>	96	4.1	Attractiveness of natural assets	96	4.3
Government prioritization of travel and tourism industry	130	3.0	<b>Cultural resources and business travel</b>	36	2.8
T&T government expenditure % government budget	83	2.7	Number of World Heritage cultural sites number of sites	16	13
Effectiveness of marketing and branding to attract tourists	105	3.5	Oral and intangible cultural heritage number of expressions	93	0
Comprehensiveness of annual T&T data 0–120 (best)	13	97	Sports stadiums number of large stadiums	33	13.0
Timeliness of providing monthly/quarterly T&T data 0–21 (best)	88	16.5	Number of international association meetings 3-year average	21	191.3
Country brand strategy rating 1–10 (best)	32	81.1	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/tcr>

# Portugal

14th / 136

Travel & Tourism Competitiveness Index 2017 edition



## Key Indicators

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

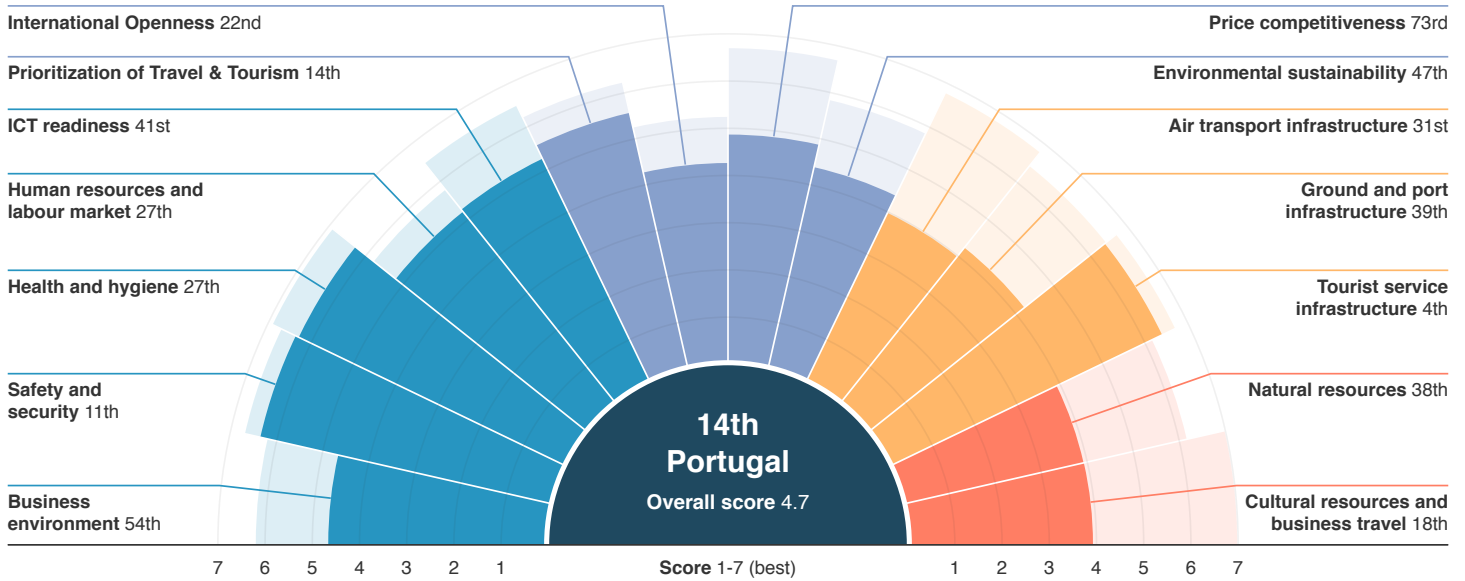
International tourist arrivals	10,140,199	T&T industry GDP	US \$12,562.7 million
International tourism inbound receipts	US \$12,705.0 million	% of total	6.4%
Average receipts per arrival	US \$1,252.9	T&T industry employment	362,797 jobs
		% of total	7.9%

## Performance Overview

Key Score Highest score

Pillar Rank/136

Pillar Rank/136



## 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

Index Component	Rank/136	Score*	Index Component	Rank/136	Score*
<b>Business environment</b>	54	4.6	<b>International Openness</b>	22	4.2
Property rights	52	4.5	Visa requirements 0–100 (best)	73	24.0
Business impact of rules on FDI	15	5.5	Openness of bilateral Air Service Agreements 0–38 (best)	39	13.3
Efficiency of legal framework in settling disputes	124	2.7	Number of regional trade agreements in force number	1	53.0
Efficiency of legal framework in challenging regs	89	3.1	<b>Price competitiveness</b>	73	4.8
Time required to deal with construction permits days	46	113	Ticket taxes and airport charges 0–100 (best)	9	94.5
Cost to deal with construction permits % construction cost	54	1.3	Hotel price index US\$	44	110.8
Extent of market dominance	38	4.1	Purchasing power parity PPP \$	103	0.7
Time to start a business days	20	4.5	Fuel price levels US\$ cents/litre	113	164.0
Cost to start a business % GNI per capita	42	2.1	<b>Environmental sustainability</b>	47	4.3
Effect of taxation on incentives to work	126	2.9	Stringency of environmental regulations	24	5.3
Effect of taxation on incentives to invest	111	3.0	Enforcement of environmental regulations	30	4.7
Total tax rate % profits	78	39.8	Sustainability of travel and tourism industry development	18	5.2
<b>Safety and security</b>	11	6.3	Particulate matter (2.5) concentration µg/m3	38	5.4
Business costs of crime and violence	10	5.9	Environmental treaty ratification 0–27 (best)	7	29
Reliability of police services	31	5.7	Baseline water stress 5–0 (best)	92	3.1
Business costs of terrorism	15	6.1	Threatened species % total species	83	6.6
Index of terrorism incidence	1	7.0	Forest cover change % change	126	0.2
Homicide rate /100,000 pop.	23	0.9	Wastewater treatment %	40	54.1
<b>Health and hygiene</b>	27	6.3	Costal shelf fishing pressure tonnes/km2	30	0.0
Physician density /1,000 pop	8	4.1	<b>Air transport infrastructure</b>	31	3.9
Access to improved sanitation % pop.	17	99.7	Quality of air transport infrastructure	28	5.4
Access to improved drinking water % pop.	1	100.0	Available seat kilometres, domestic millions	34	71.2
Hospital beds /10,000 pop.	50	34.0	Available seat kilometres, international millions	30	770.4
HIV prevalence % adult pop.	98	0.7	Aircraft departures /1,000 pop.	25	15.0
Malaria incidence cases/100,000 pop.	1	M.F.	Airport density airports/million pop.	31	2.1
<b>Human resources and labour market</b>	27	5.2	Number of operating airlines Number	28	70.0
Primary education enrollment rate net %	20	98.6	<b>Ground and port infrastructure</b>	39	4.2
Secondary education enrollment rate gross %	14	116.4	Quality of roads	9	5.9
Extent of staff training	57	4.0	Road density % total territorial area	78	-
Degree of customer orientation	33	5.1	Paved road density % total territorial area	61	-
Hiring and firing practices	116	3.1	Quality of railroad infrastructure	28	4.2
Ease of finding skilled employees	25	4.9	Railroad density km of roads/land area	29	2.8
Ease of hiring foreign labour	9	5.0	Quality of port infrastructure	29	5.1
Pay and productivity	65	4.0	Ground transport efficiency	24	4.9
Female participation in the labor force ratio to men	25	0.91	<b>Tourist service infrastructure</b>	4	6.4
<b>ICT readiness</b>	41	5.2	Hotel rooms number/100 pop.	19	1.3
ICT use for biz-to-biz transactions	29	5.5	Quality of tourism infrastructure	7	6.0
Internet use for biz-to-consumer transactions	38	5.1	Presence of major car rental companies	1	7
Internet users % pop.	51	68.6	Automated teller machines number/thousand adult pop.	4	177.7
Fixed-broadband Internet subscriptions /100 pop.	22	29.6	<b>Natural resources</b>	38	3.9
Mobile-cellular telephone subscriptions /100 pop.	82	110.4	Number of World Heritage natural sites number of sites	46	1
Mobile-broadband subscriptions /100 pop.	70	52.0	Total known species number of species	89	424
Mobile network coverage % pop.	46	99.8	Total protected areas % total territorial area	47	22.1
Quality of electricity supply	32	6.1	Natural tourism digital demand 0–100 (best)	13	60
<b>Prioritization of Travel &amp; Tourism</b>	14	5.5	Attractiveness of natural assets	15	6.1
Government prioritization of travel and tourism industry	23	5.7	<b>Cultural resources and business travel</b>	18	3.9
T&T government expenditure % government budget	24	6.3	Number of World Heritage cultural sites number of sites	14	14
Effectiveness of marketing and branding to attract tourists	17	5.4	Oral and intangible cultural heritage number of expressions	25	6
Comprehensiveness of annual T&T data 0–120 (best)	75	62	Sports stadiums number of large stadiums	25	17.0
Timeliness of providing monthly/quarterly T&T data 0–21 (best)	17	20.5	Number of international association meetings 3-year average	14	259.3
Country brand strategy rating 1–10 (best)	9	88.3	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/tcr>

# Qatar

47th / 136

Travel & Tourism Competitiveness Index 2017 edition



## Key Indicators

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

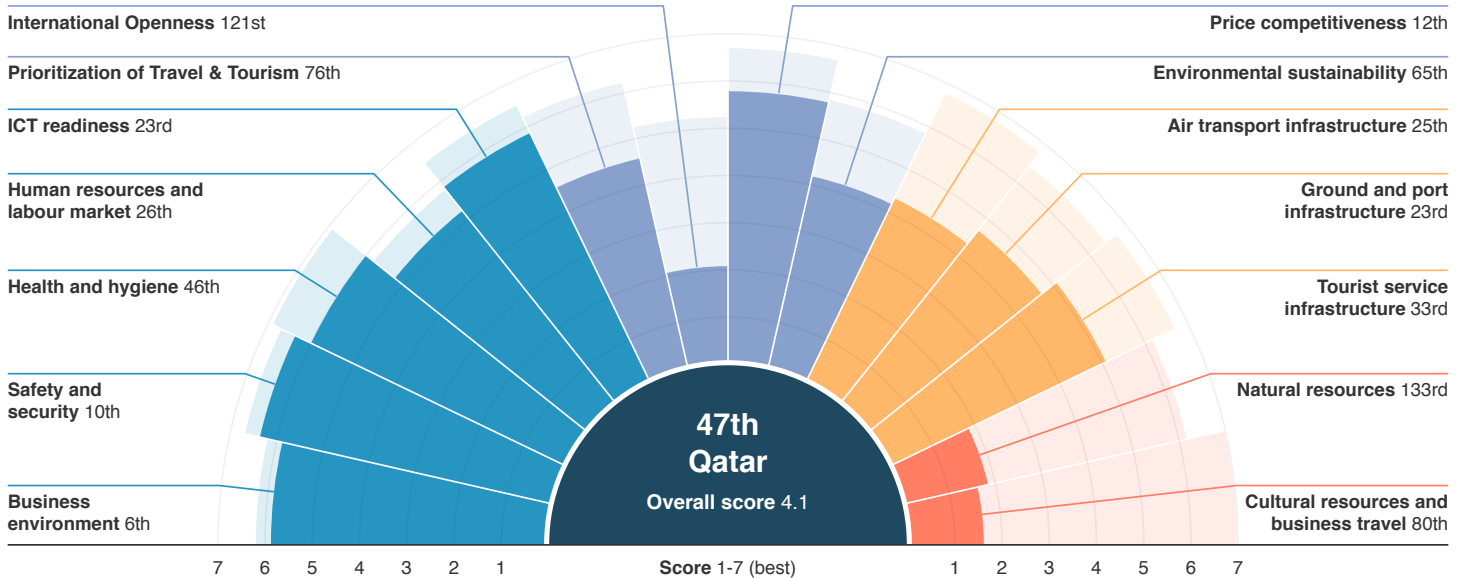
International tourist arrivals	2,929,630	T&T industry GDP	US \$5,174.3 million
International tourism inbound receipts	US \$5,035.4 million	% of total	2.8%
Average receipts per arrival	US \$1,718.8	T&T industry employment	79,284 jobs
		% of total	4.7%

## Performance Overview

Key Score Highest score

Pillar Rank/136

Pillar Rank/136



## 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*	Index Component	Rank/136	Score*
<b>Business environment</b>	6	5.8	<b>International Openness</b>	121	2.0
Property rights	19	5.8	Visa requirements 0–100 (best)	119	12.0
Business impact of rules on FDI	69	4.6	Openness of bilateral Air Service Agreements 0–38 (best)	70	10.2
Efficiency of legal framework in settling disputes	13	5.5	Number of regional trade agreements in force number	91	4.0
Efficiency of legal framework in challenging regs	8	5.4	<b>Price competitiveness</b>	12	5.7
Time required to deal with construction permits days	5	5.8	Ticket taxes and airport charges 0–100 (best)	11	94.0
Cost to deal with construction permits % construction cost	69	2.0	Hotel price index US\$	68	134.8
Extent of market dominance	11	5.1	Purchasing power parity PPP \$	86	0.5
Time to start a business days	50	8.5	Fuel price levels US\$ cents/litre	11	41.0
Cost to start a business % GNI per capita	63	6.2	<b>Environmental sustainability</b>	65	4.1
Effect of taxation on incentives to work	1	6.3	Stringency of environmental regulations	22	5.3
Effect of taxation on incentives to invest	4	5.9	Enforcement of environmental regulations	17	5.5
Total tax rate % profits	1	11.3	Sustainability of travel and tourism industry development	33	4.9
<b>Safety and security</b>	10	6.3	Particulate matter (2.5) concentration µg/m3	121	13.5
Business costs of crime and violence	3	6.4	Environmental treaty ratification 0–27 (best)	107	18
Reliability of police services	9	6.3	Baseline water stress 5–0 (best)	124	5.0
Business costs of terrorism	17	6.1	Threatened species % total species	32	4.0
Index of terrorism incidence	38	7.0	Forest cover change % change	n/a	n/a
Homicide rate /100,000 pop.	94	7.2	Wastewater treatment %	28	70.0
<b>Health and hygiene</b>	46	6.0	Costal shelf fishing pressure tonnes/km2	27	0.0
Physician density /1,000 pop	1	7.7	<b>Air transport infrastructure</b>	25	4.3
Access to improved sanitation % pop.	35	98.0	Quality of air transport infrastructure	7	6.2
Access to improved drinking water % pop.	1	100.0	Available seat kilometres, domestic millions	105	0.0
Hospital beds /10,000 pop.	103	12.0	Available seat kilometres, international millions	22	1404.8
HIV prevalence % adult pop.	1	<0.1	Aircraft departures /1,000 pop.	4	76.3
Malaria incidence cases/100,000 pop.	1	S.L.	Airport density airports/million pop.	113	0.5
<b>Human resources and labour market</b>	26	5.2	Number of operating airlines Number	70	31.0
Primary education enrollment rate net %	99	90.2	<b>Ground and port infrastructure</b>	23	4.7
Secondary education enrollment rate gross %	21	109.4	Quality of roads	26	5.1
Extent of staff training	8	5.4	Road density % total territorial area	40	-
Degree of customer orientation	14	5.6	Paved road density % total territorial area	33	-
Hiring and firing practices	8	5.1	Quality of railroad infrastructure	n/a	n/a
Ease of finding skilled employees	11	5.2	Railroad density km of roads/land area	n/a	n/a
Ease of hiring foreign labour	11	4.9	Quality of port infrastructure	15	5.5
Pay and productivity	4	5.4	Ground transport efficiency	42	4.2
Female participation in the labor force ratio to men	116	0.57	<b>Tourist service infrastructure</b>	33	5.0
<b>ICT readiness</b>	23	5.8	Hotel rooms number/100 pop.	40	0.9
ICT use for biz-to-biz transactions	18	5.8	Quality of tourism infrastructure	33	5.3
Internet use for biz-to-consumer transactions	29	5.4	Presence of major car rental companies	1	7
Internet users % pop.	7	92.9	Automated teller machines number/thousand adult pop.	38	61.4
Fixed-broadband Internet subscriptions /100 pop.	69	10.1	<b>Natural resources</b>	133	1.8
Mobile-cellular telephone subscriptions /100 pop.	15	159.1	Number of World Heritage natural sites number of sites	86	0
Mobile-broadband subscriptions /100 pop.	8	120.5	Total known species number of species	130	250
Mobile network coverage % pop.	1	100.0	Total protected areas % total territorial area	124	3.2
Quality of electricity supply	21	6.4	Natural tourism digital demand 0–100 (best)	93	4
<b>Prioritization of Travel &amp; Tourism</b>	76	4.5	Attractiveness of natural assets	111	4.0
Government prioritization of travel and tourism industry	22	5.7	<b>Cultural resources and business travel</b>	80	1.6
T&T government expenditure % government budget	128	0.7	Number of World Heritage cultural sites number of sites	97	1
Effectiveness of marketing and branding to attract tourists	30	5.1	Oral and intangible cultural heritage number of expressions	43	3
Comprehensiveness of annual T&T data 0–120 (best)	119	37	Sports stadiums number of large stadiums	66	5.0
Timeliness of providing monthly/quarterly T&T data 0–21 (best)	28	20.0	Number of international association meetings 3-year average	69	22.3
Country brand strategy rating 1–10 (best)	41	79.6	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/tcr>

# Romania

68th / 136

Travel & Tourism Competitiveness Index 2017 edition



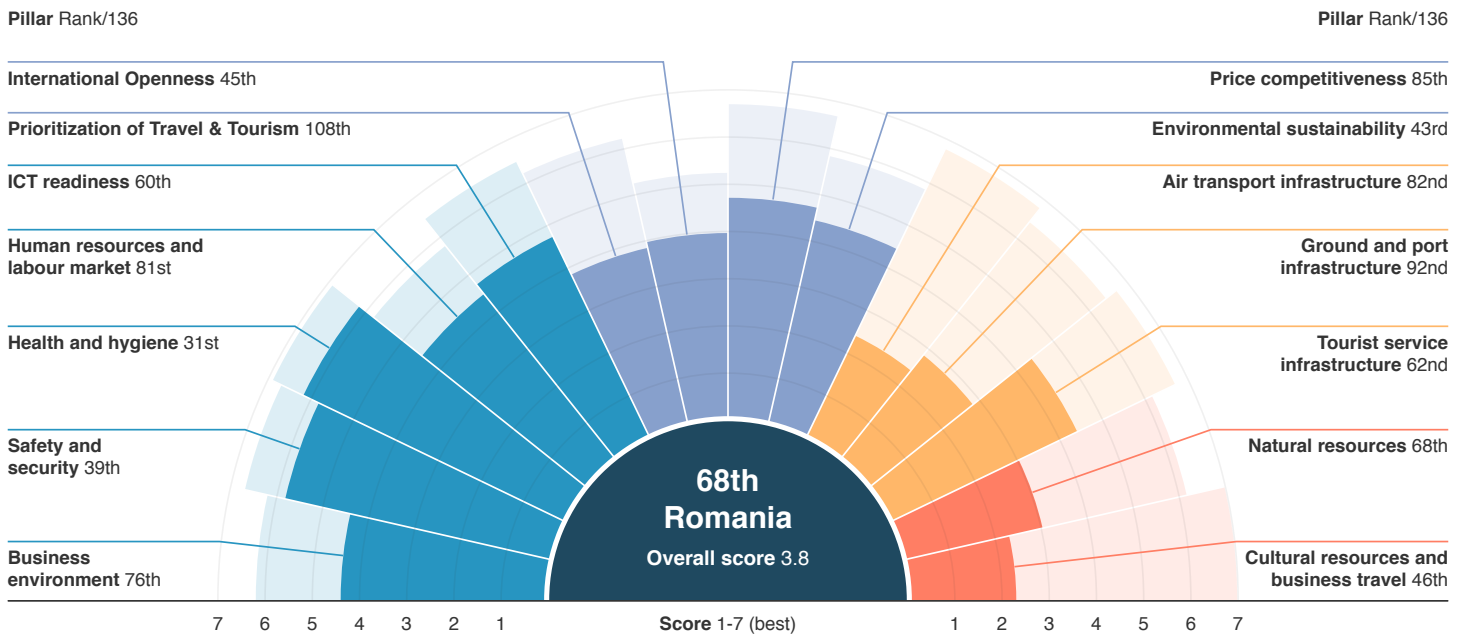
## Key Indicators

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

<b>International tourist arrivals</b>	2,234,520	<b>T&amp;T industry GDP</b>	US \$2,318.9 million
<b>International tourism inbound receipts</b>	US \$1,712.0 million	% of total	1.3%
<b>Average receipts per arrival</b>	US \$766.1	<b>T&amp;T industry employment</b>	189,769 jobs
		% of total	2.2%

## Performance Overview

Key Score Highest score



## 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



Index Component	Rank/136	Score*	Index Component	Rank/136	Score*
<b>Business environment</b>	76	4.4	<b>International Openness</b>	45	3.9
Property rights	97	3.9	Visa requirements 0–100 (best)	73	24.0
Business impact of rules on FDI	34	5.1	Openness of bilateral Air Service Agreements 0–38 (best)	101	8.0
Efficiency of legal framework in settling disputes	92	3.2	Number of regional trade agreements in force number	1	53.0
Efficiency of legal framework in challenging regs	120	2.6	<b>Price competitiveness</b>	85	4.7
Time required to deal with construction permits days	89	171	Ticket taxes and airport charges 0–100 (best)	104	57.2
Cost to deal with construction permits % construction cost	69	2.0	Hotel price index US\$	10	79.4
Extent of market dominance	63	3.8	Purchasing power parity PPP \$	59	0.4
Time to start a business days	74	12.0	Fuel price levels US\$ cents/litre	121	171.0
Cost to start a business % GNI per capita	39	2.0	<b>Environmental sustainability</b>	43	4.4
Effect of taxation on incentives to work	117	3.1	Stringency of environmental regulations	79	3.8
Effect of taxation on incentives to invest	125	2.7	Enforcement of environmental regulations	98	3.3
Total tax rate % profits	72	38.4	Sustainability of travel and tourism industry development	130	2.8
<b>Safety and security</b>	39	5.8	Particulate matter (2.5) concentration µg/m3	111	11.9
Business costs of crime and violence	39	5.3	Environmental treaty ratification 0–27 (best)	26	25
Reliability of police services	79	4.2	Baseline water stress 5–0 (best)	58	1.3
Business costs of terrorism	40	5.7	Threatened species % total species	70	6.2
Index of terrorism incidence	1	7.0	Forest cover change % change	40	0.0
Homicide rate /100,000 pop.	40	1.5	Wastewater treatment %	61	15.4
<b>Health and hygiene</b>	31	6.1	Costal shelf fishing pressure tonnes/km2	5	0.0
Physician density /1,000 pop	50	2.4	<b>Air transport infrastructure</b>	82	2.4
Access to improved sanitation % pop.	85	79.1	Quality of air transport infrastructure	100	3.7
Access to improved drinking water % pop.	1	100.0	Available seat kilometres, domestic millions	58	5.2
Hospital beds /10,000 pop.	20	61.0	Available seat kilometres, international millions	60	213.1
HIV prevalence % adult pop.	1	0.1	Aircraft departures /1,000 pop.	79	2.3
Malaria incidence cases/100,000 pop.	1	M.F.	Airport density airports/million pop.	52	1.3
<b>Human resources and labour market</b>	81	4.4	Number of operating airlines Number	51	42.0
Primary education enrollment rate net %	114	86.9	<b>Ground and port infrastructure</b>	92	2.8
Secondary education enrollment rate gross %	69	92.3	Quality of roads	126	2.6
Extent of staff training	101	3.5	Road density % total territorial area	52	-
Degree of customer orientation	68	4.6	Paved road density % total territorial area	54	-
Hiring and firing practices	79	3.6	Quality of railroad infrastructure	75	2.4
Ease of finding skilled employees	130	3.3	Railroad density km of roads/land area	20	4.5
Ease of hiring foreign labour	21	4.7	Quality of port infrastructure	96	3.4
Pay and productivity	87	3.7	Ground transport efficiency	96	2.9
Female participation in the labor force ratio to men	80	0.77	<b>Tourist service infrastructure</b>	62	4.4
<b>ICT readiness</b>	60	4.7	Hotel rooms number/100 pop.	51	0.7
ICT use for biz-to-biz transactions	74	4.6	Quality of tourism infrastructure	129	3.2
Internet use for biz-to-consumer transactions	43	5.0	Presence of major car rental companies	1	7
Internet users % pop.	69	55.8	Automated teller machines number/thousand adult pop.	35	64.8
Fixed-broadband Internet subscriptions /100 pop.	46	19.8	<b>Natural resources</b>	68	3.0
Mobile-cellular telephone subscriptions /100 pop.	86	107.1	Number of World Heritage natural sites number of sites	46	1
Mobile-broadband subscriptions /100 pop.	54	63.7	Total known species number of species	83	439
Mobile network coverage % pop.	36	99.9	Total protected areas % total territorial area	38	23.8
Quality of electricity supply	74	4.7	Natural tourism digital demand 0–100 (best)	77	10
<b>Prioritization of Travel &amp; Tourism</b>	108	3.8	Attractiveness of natural assets	62	5.2
Government prioritization of travel and tourism industry	131	3.0	<b>Cultural resources and business travel</b>	46	2.3
T&T government expenditure % government budget	107	1.8	Number of World Heritage cultural sites number of sites	36	6
Effectiveness of marketing and branding to attract tourists	131	2.4	Oral and intangible cultural heritage number of expressions	25	6
Comprehensiveness of annual T&T data 0–120 (best)	50	75	Sports stadiums number of large stadiums	43	10.0
Timeliness of providing monthly/quarterly T&T data 0–21 (best)	17	20.5	Number of international association meetings 3-year average	44	73.7
Country brand strategy rating 1–10 (best)	35	80.4	Cultural and entertainment tourism digital demand 0–100 (best)	80	7

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# Russian Federation

43rd / 136

Travel & Tourism Competitiveness Index 2017 edition



## Key Indicators

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

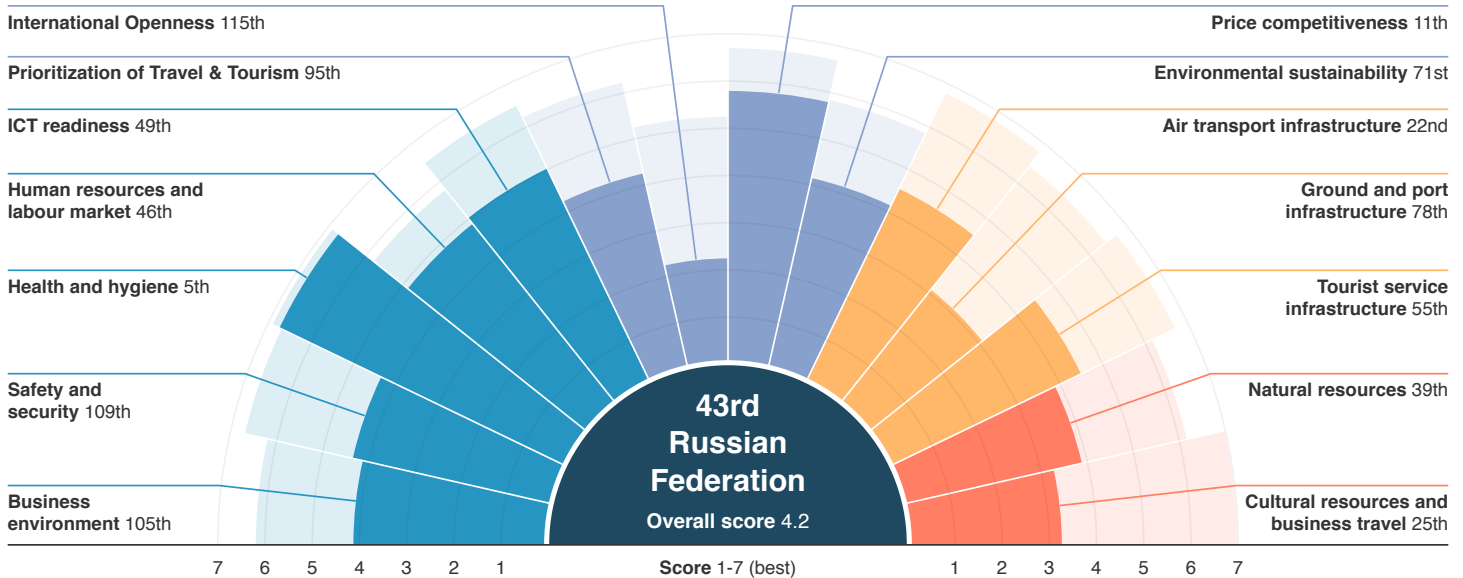
International tourist arrivals	31,346,486	T&T industry GDP	US \$17,855.8 million
International tourism inbound receipts	US \$8,465.0 million	% of total	1.5%
Average receipts per arrival	US \$270.0	T&T industry employment	973,503 jobs
		% of total	1.4%

## Performance Overview

Key Score Highest score

Pillar Rank/136

Pillar Rank/136



## 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*	Index Component	Rank/136	Score*
<b>Business environment</b>	105	4.1	<b>International Openness</b>	115	2.2
Property rights	121	3.5	Visa requirements 0–100 (best)	120	10.0
Business impact of rules on FDI	122	3.5	Openness of bilateral Air Service Agreements 0–38 (best)	122	5.7
Efficiency of legal framework in settling disputes	80	3.4	Number of regional trade agreements in force number	58	12.0
Efficiency of legal framework in challenging regs	90	3.1	<b>Price competitiveness</b>	11	5.8
Time required to deal with construction permits days	116	239	Ticket taxes and airport charges 0–100 (best)	61	77.9
Cost to deal with construction permits % construction cost	58	1.4	Hotel price index US\$	11	79.9
Extent of market dominance	59	3.8	Purchasing power parity PPP \$	38	0.4
Time to start a business days	59	9.8	Fuel price levels US\$ cents/litre	21	75.0
Cost to start a business % GNI per capita	24	1.0	<b>Environmental sustainability</b>	71	4.1
Effect of taxation on incentives to work	103	3.4	Stringency of environmental regulations	91	3.6
Effect of taxation on incentives to invest	104	3.1	Enforcement of environmental regulations	89	3.4
Total tax rate % profits	99	47.4	Sustainability of travel and tourism industry development	86	4.0
<b>Safety and security</b>	109	4.3	Particulate matter (2.5) concentration µg/m3	75	9.1
Business costs of crime and violence	74	4.5	Environmental treaty ratification 0–27 (best)	79	20
Reliability of police services	107	3.5	Baseline water stress 5–0 (best)	61	1.6
Business costs of terrorism	100	4.6	Threatened species % total species	110	9.0
Index of terrorism incidence	119	3.4	Forest cover change % change	70	0.1
Homicide rate /100,000 pop.	110	9.5	Wastewater treatment %	25	72.7
<b>Health and hygiene</b>	5	6.7	Costal shelf fishing pressure tonnes/km2	96	2.3
Physician density /1,000 pop	4	4.3	<b>Air transport infrastructure</b>	22	4.5
Access to improved sanitation % pop.	94	72.2	Quality of air transport infrastructure	65	4.4
Access to improved drinking water % pop.	68	96.9	Available seat kilometres, domestic millions	5	2014.3
Hospital beds /10,000 pop.	3	97.0	Available seat kilometres, international millions	20	1567.1
HIV prevalence % adult pop.	106	1.1	Aircraft departures /1,000 pop.	51	5.3
Malaria incidence cases/100,000 pop.	1	S.L.	Airport density airports/million pop.	48	1.5
<b>Human resources and labour market</b>	46	4.8	Number of operating airlines Number	8	135.0
Primary education enrollment rate net %	65	95.2	<b>Ground and port infrastructure</b>	78	3.0
Secondary education enrollment rate gross %	45	100.6	Quality of roads	121	2.8
Extent of staff training	76	3.8	Road density % total territorial area	118	-
Degree of customer orientation	84	4.5	Paved road density % total territorial area	88	-
Hiring and firing practices	44	4.1	Quality of railroad infrastructure	25	4.4
Ease of finding skilled employees	94	3.8	Railroad density km of roads/land area	67	0.5
Ease of hiring foreign labour	86	3.8	Quality of port infrastructure	72	4.0
Pay and productivity	41	4.4	Ground transport efficiency	35	4.4
Female participation in the labor force ratio to men	49	0.86	<b>Tourist service infrastructure</b>	55	4.5
<b>ICT readiness</b>	49	5.0	Hotel rooms number/100 pop.	83	0.3
ICT use for biz-to-biz transactions	68	4.7	Quality of tourism infrastructure	116	3.6
Internet use for biz-to-consumer transactions	33	5.3	Presence of major car rental companies	72	5
Internet users % pop.	46	70.1	Automated teller machines number/thousand adult pop.	3	184.7
Fixed-broadband Internet subscriptions /100 pop.	48	18.9	<b>Natural resources</b>	39	3.8
Mobile-cellular telephone subscriptions /100 pop.	13	160.0	Number of World Heritage natural sites number of sites	4	10
Mobile-broadband subscriptions /100 pop.	41	71.2	Total known species number of species	34	989
Mobile network coverage % pop.	122	89.0	Total protected areas % total territorial area	89	11.4
Quality of electricity supply	61	5.0	Natural tourism digital demand 0–100 (best)	73	11
<b>Prioritization of Travel &amp; Tourism</b>	95	4.2	Attractiveness of natural assets	98	4.3
Government prioritization of travel and tourism industry	89	4.4	<b>Cultural resources and business travel</b>	25	3.2
T&T government expenditure % government budget	84	2.7	Number of World Heritage cultural sites number of sites	11	16
Effectiveness of marketing and branding to attract tourists	81	4.0	Oral and intangible cultural heritage number of expressions	93	0
Comprehensiveness of annual T&T data 0–120 (best)	64	68	Sports stadiums number of large stadiums	16	30.0
Timeliness of providing monthly/quarterly T&T data 0–21 (best)	97	13.5	Number of international association meetings 3-year average	42	90.7
Country brand strategy rating 1–10 (best)	63	75.3	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/tcr>

# Rwanda

97th / 136

Travel & Tourism Competitiveness Index 2017 edition



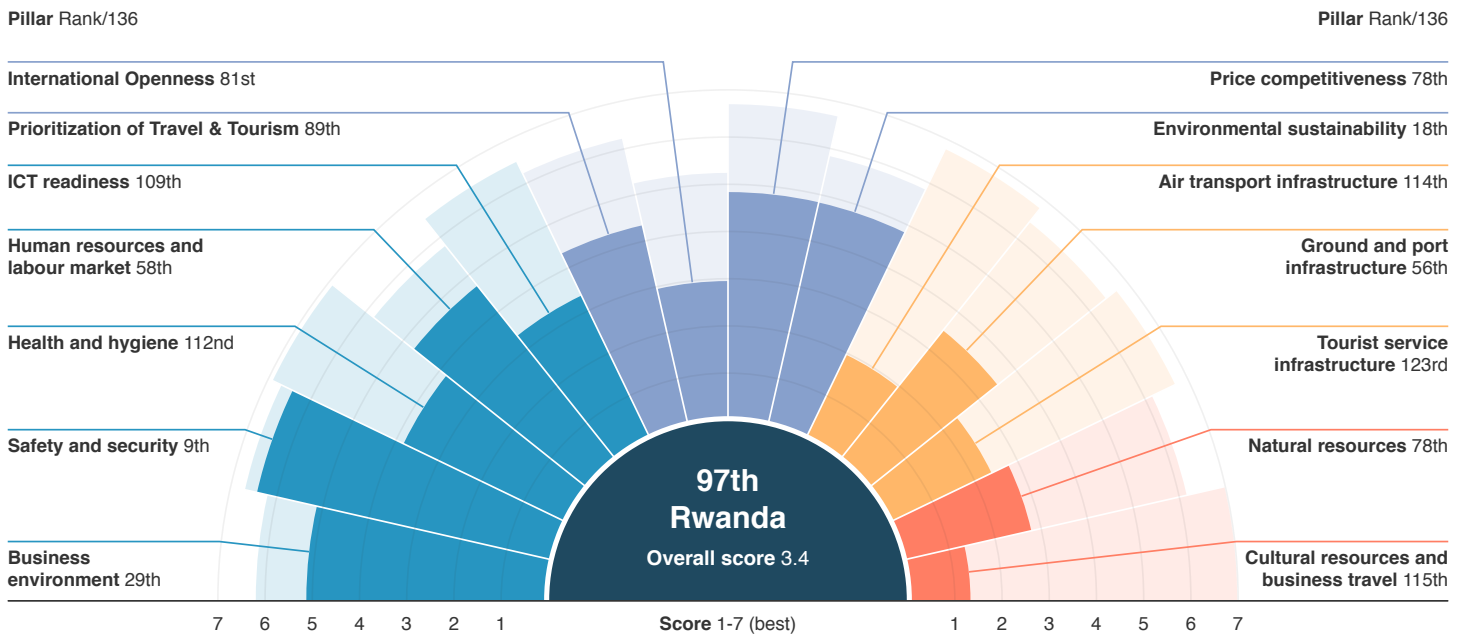
## Key Indicators

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

International tourist arrivals	987,000	T&T industry GDP	US \$261.3 million
International tourism inbound receipts	US \$317.8 million	% of total	3.1%
Average receipts per arrival	US \$322.0	T&T industry employment	59,036 jobs
		% of total	2.6%

## Performance Overview

Key Score Highest score



## 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

Index Component	Rank/136	Score*	Index Component	Rank/136	Score*
<b>Business environment</b>	29	5.1	<b>International Openness</b>	81	2.9
Property rights	22	5.7	Visa requirements 0–100 (best)	26	56.0
Business impact of rules on FDI	8	5.7	Openness of bilateral Air Service Agreements 0–38 (best)	63	11.1
Efficiency of legal framework in settling disputes	11	5.5	Number of regional trade agreements in force number	102	3.0
Efficiency of legal framework in challenging regs	14	5.1	<b>Price competitiveness</b>	78	4.8
Time required to deal with construction permits days	46	113	Ticket taxes and airport charges 0–100 (best)	85	66.8
Cost to deal with construction permits % construction cost	136	42.4	Hotel price index US\$	n/a	n/a
Extent of market dominance	34	4.2	Purchasing power parity PPP \$	50	0.4
Time to start a business days	13	4.0	Fuel price levels US\$ cents/litre	92	141.0
Cost to start a business % GNI per capita	125	48.5	<b>Environmental sustainability</b>	18	4.8
Effect of taxation on incentives to work	9	5.2	Stringency of environmental regulations	7	5.9
Effect of taxation on incentives to invest	28	4.2	Enforcement of environmental regulations	5	6.0
Total tax rate % profits	48	33.0	Sustainability of travel and tourism industry development	3	5.8
<b>Safety and security</b>	9	6.4	Particulate matter (2.5) concentration µg/m3	88	10.3
Business costs of crime and violence	5	6.3	Environmental treaty ratification 0–27 (best)	115	17
Reliability of police services	6	6.4	Baseline water stress 5–0 (best)	1	0.0
Business costs of terrorism	9	6.2	Threatened species % total species	51	5.1
Index of terrorism incidence	91	6.7	Forest cover change % change	45	0.0
Homicide rate /100,000 pop.	85	4.9	Wastewater treatment %	111	0.0
<b>Health and hygiene</b>	112	3.8	Costal shelf fishing pressure tonnes/km2	n/a	n/a
Physician density /1,000 pop	127	0.1	<b>Air transport infrastructure</b>	114	1.9
Access to improved sanitation % pop.	102	61.6	Quality of air transport infrastructure	56	4.6
Access to improved drinking water % pop.	118	76.1	Available seat kilometres, domestic millions	98	0.2
Hospital beds /10,000 pop.	92	16.0	Available seat kilometres, international millions	113	27.1
HIV prevalence % adult pop.	121	2.8	Aircraft departures /1,000 pop.	93	1.1
Malaria incidence cases/100,000 pop.	118	11462.3	Airport density airports/million pop.	101	0.6
<b>Human resources and labour market</b>	58	4.7	Number of operating airlines Number	130	6.0
Primary education enrollment rate net %	56	96.2	<b>Ground and port infrastructure</b>	56	3.5
Secondary education enrollment rate gross %	128	39.1	Quality of roads	31	5.0
Extent of staff training	54	4.1	Road density % total territorial area	49	-
Degree of customer orientation	37	5.1	Paved road density % total territorial area	76	-
Hiring and firing practices	13	4.8	Quality of railroad infrastructure	70	2.6
Ease of finding skilled employees	69	4.2	Railroad density km of roads/land area	n/a	n/a
Ease of hiring foreign labour	5	5.1	Quality of port infrastructure	102	3.2
Pay and productivity	45	4.4	Ground transport efficiency	36	4.4
Female participation in the labor force ratio to men	2	1.05	<b>Tourist service infrastructure</b>	123	2.4
<b>ICT readiness</b>	109	3.3	Hotel rooms number/100 pop.	121	0.1
ICT use for biz-to-biz transactions	55	4.9	Quality of tourism infrastructure	40	5.2
Internet use for biz-to-consumer transactions	93	4.1	Presence of major car rental companies	129	1
Internet users % pop.	118	18.0	Automated teller machines number/thousand adult pop.	123	5.3
Fixed-broadband Internet subscriptions /100 pop.	123	0.2	<b>Natural resources</b>	78	2.7
Mobile-cellular telephone subscriptions /100 pop.	126	70.5	Number of World Heritage natural sites number of sites	86	0
Mobile-broadband subscriptions /100 pop.	106	25.9	Total known species number of species	42	863
Mobile network coverage % pop.	34	100.0	Total protected areas % total territorial area	98	9.4
Quality of electricity supply	89	4.2	Natural tourism digital demand 0–100 (best)	105	3
<b>Prioritization of Travel &amp; Tourism</b>	89	4.3	Attractiveness of natural assets	21	6.1
Government prioritization of travel and tourism industry	8	6.3	<b>Cultural resources and business travel</b>	115	1.3
T&T government expenditure % government budget	112	1.7	Number of World Heritage cultural sites number of sites	126	0
Effectiveness of marketing and branding to attract tourists	6	5.9	Oral and intangible cultural heritage number of expressions	93	0
Comprehensiveness of annual T&T data 0–120 (best)	113	40	Sports stadiums number of large stadiums	55	6.0
Timeliness of providing monthly/quarterly T&T data 0–21 (best)	129	0.0	Number of international association meetings 3-year average	90	8.7
Country brand strategy rating 1–10 (best)	76	73.7	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/tcr>

# Saudi Arabia

63rd / 136

Travel & Tourism Competitiveness Index 2017 edition



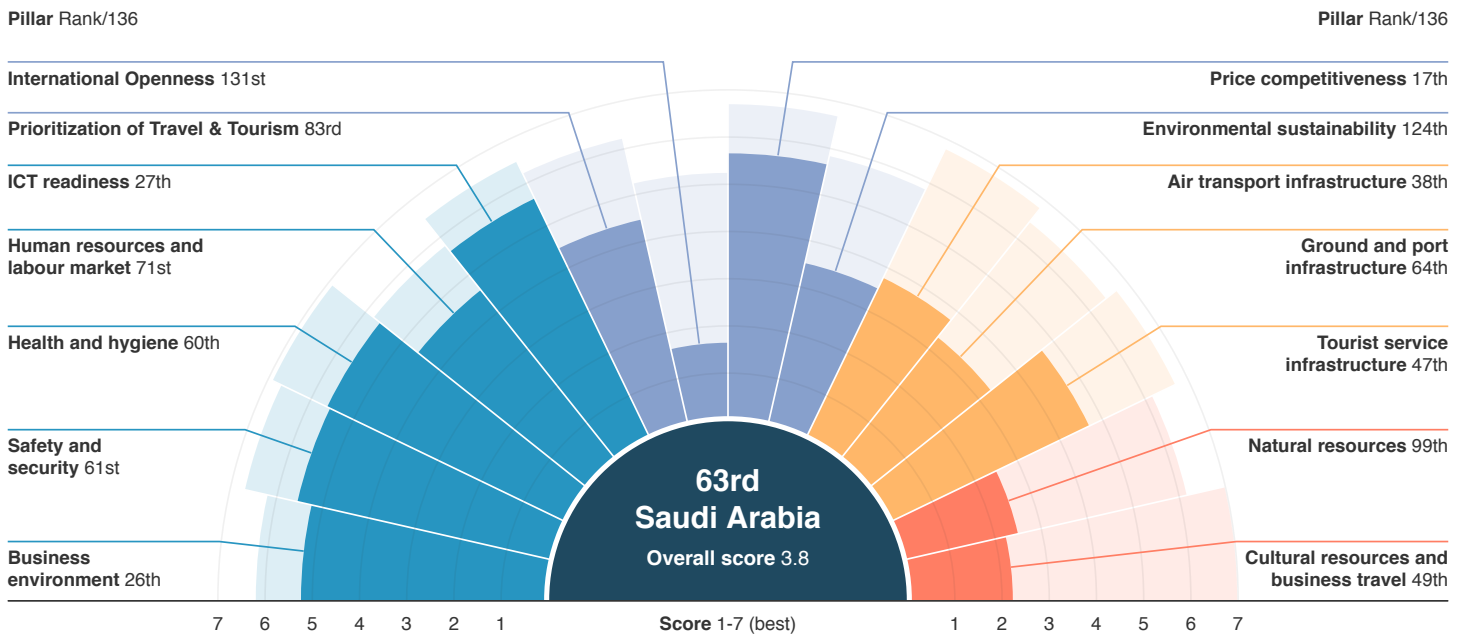
## Key Indicators

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

<b>International tourist arrivals</b>	17,994,225	<b>T&amp;T industry GDP</b>	US \$15,891.7 million
<b>International tourism inbound receipts</b>	US \$10,129.7 million	% of total	2.5%
<b>Average receipts per arrival</b>	US \$562.9	<b>T&amp;T industry employment</b>	727,579 jobs
		% of total	6.4%

## Performance Overview

Key Score Highest score



## 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*	Index Component	Rank/136	Score*
<b>Business environment</b>	26	5.2	<b>International Openness</b>	131	1.6
Property rights	32	5.3	Visa requirements 0–100 (best)	135	0.0
Business impact of rules on FDI	117	3.6	Openness of bilateral Air Service Agreements 0–38 (best)	116	6.8
Efficiency of legal framework in settling disputes	24	4.8	Number of regional trade agreements in force number	91	4.0
Efficiency of legal framework in challenging regs	33	4.3	<b>Price competitiveness</b>	17	5.6
Time required to deal with construction permits days	40	106	Ticket taxes and airport charges 0–100 (best)	26	87.5
Cost to deal with construction permits % construction cost	18	0.5	Hotel price index US\$	97	206.5
Extent of market dominance	29	4.2	Purchasing power parity PPP \$	43	0.4
Time to start a business days	84	15.0	Fuel price levels US\$ cents/litre	2	7.0
Cost to start a business % GNI per capita	52	4.1	<b>Environmental sustainability</b>	124	3.5
Effect of taxation on incentives to work	18	4.7	Stringency of environmental regulations	57	4.3
Effect of taxation on incentives to invest	18	4.7	Enforcement of environmental regulations	49	4.2
Total tax rate % profits	6	15.7	Sustainability of travel and tourism industry development	87	4.0
<b>Safety and security</b>	61	5.5	Particulate matter (2.5) concentration µg/m3	85	10.2
Business costs of crime and violence	15	5.7	Environmental treaty ratification 0–27 (best)	90	19
Reliability of police services	27	5.8	Baseline water stress 5–0 (best)	123	5.0
Business costs of terrorism	52	5.5	Threatened species % total species	67	6.0
Index of terrorism incidence	116	4.4	Forest cover change % change	n/a	n/a
Homicide rate /100,000 pop.	89	6.2	Wastewater treatment %	39	54.6
<b>Health and hygiene</b>	60	5.6	Costal shelf fishing pressure tonnes/km2	104	10.0
Physician density /1,000 pop	48	2.5	<b>Air transport infrastructure</b>	38	3.7
Access to improved sanitation % pop.	1	100.0	Quality of air transport infrastructure	45	4.9
Access to improved drinking water % pop.	67	97.0	Available seat kilometres, domestic millions	17	344.3
Hospital beds /10,000 pop.	73	21.0	Available seat kilometres, international millions	24	1235.4
HIV prevalence % adult pop.	1	<0.2	Aircraft departures /1,000 pop.	45	7.4
Malaria incidence cases/100,000 pop.	80	0.2	Airport density airports/million pop.	68	1.0
<b>Human resources and labour market</b>	71	4.6	Number of operating airlines Number	27	72.0
Primary education enrollment rate net %	34	97.6	<b>Ground and port infrastructure</b>	64	3.3
Secondary education enrollment rate gross %	25	108.3	Quality of roads	37	4.9
Extent of staff training	56	4.1	Road density % total territorial area	114	-
Degree of customer orientation	64	4.7	Paved road density % total territorial area	115	-
Hiring and firing practices	23	4.5	Quality of railroad infrastructure	53	3.0
Ease of finding skilled employees	73	4.1	Railroad density km of roads/land area	98	0.1
Ease of hiring foreign labour	105	3.6	Quality of port infrastructure	42	4.6
Pay and productivity	39	4.5	Ground transport efficiency	63	3.7
Female participation in the labor force ratio to men	133	0.26	<b>Tourist service infrastructure</b>	47	4.7
<b>ICT readiness</b>	27	5.6	Hotel rooms number/100 pop.	28	1.1
ICT use for biz-to-biz transactions	38	5.2	Quality of tourism infrastructure	92	4.3
Internet use for biz-to-consumer transactions	58	4.6	Presence of major car rental companies	72	5
Internet users % pop.	48	69.6	Automated teller machines number/thousand adult pop.	29	74.0
Fixed-broadband Internet subscriptions /100 pop.	63	11.9	<b>Natural resources</b>	99	2.5
Mobile-cellular telephone subscriptions /100 pop.	6	176.6	Number of World Heritage natural sites number of sites	86	0
Mobile-broadband subscriptions /100 pop.	14	111.7	Total known species number of species	75	487
Mobile network coverage % pop.	58	99.4	Total protected areas % total territorial area	21	31.3
Quality of electricity supply	30	6.2	Natural tourism digital demand 0–100 (best)	112	2
<b>Prioritization of Travel &amp; Tourism</b>	83	4.4	Attractiveness of natural assets	129	3.2
Government prioritization of travel and tourism industry	82	4.6	<b>Cultural resources and business travel</b>	49	2.2
T&T government expenditure % government budget	126	1.0	Number of World Heritage cultural sites number of sites	55	4
Effectiveness of marketing and branding to attract tourists	87	3.9	Oral and intangible cultural heritage number of expressions	30	5
Comprehensiveness of annual T&T data 0–120 (best)	1	116	Sports stadiums number of large stadiums	23	18.0
Timeliness of providing monthly/quarterly T&T data 0–21 (best)	70	18.0	Number of international association meetings 3-year average	90	8.7
Country brand strategy rating 1–10 (best)	45	79.4	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/tcr>

# Senegal

111st / 136

Travel & Tourism Competitiveness Index 2017 edition



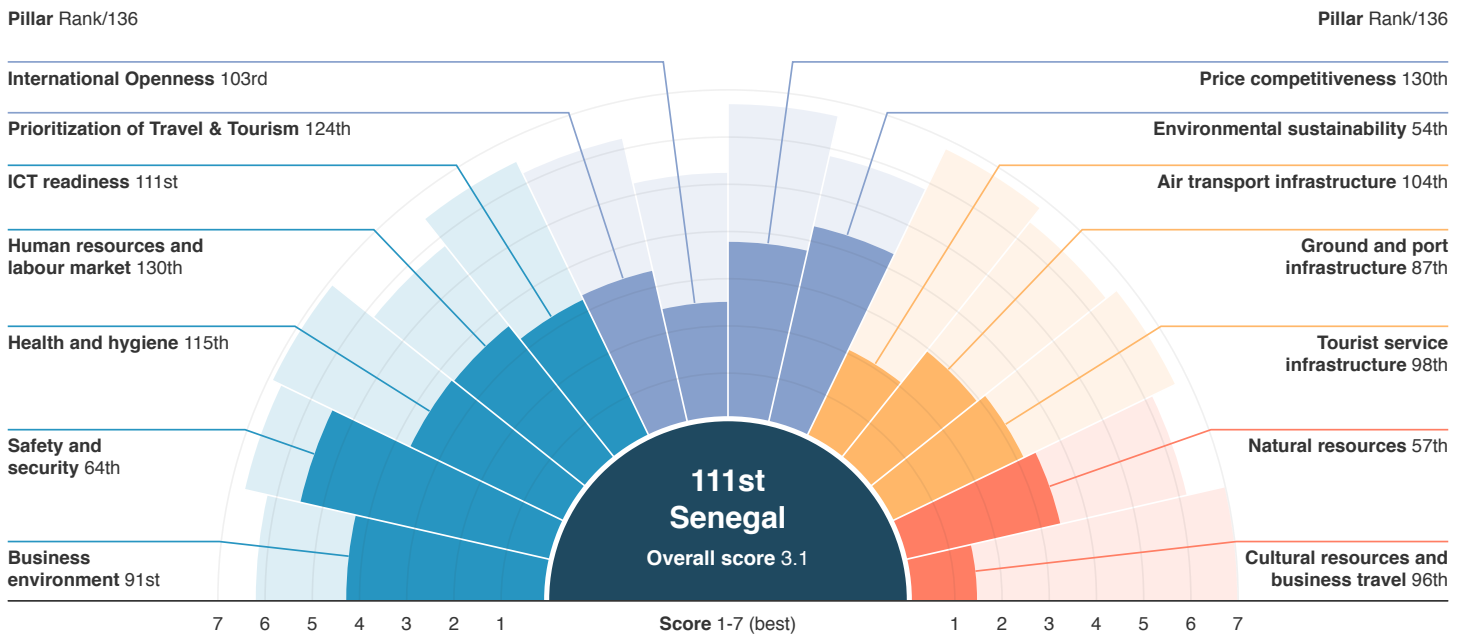
## Key Indicators

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

International tourist arrivals	1,006,600	T&T industry GDP	US \$756.6 million
International tourism inbound receipts	US \$423.0 million	% of total	5.5%
Average receipts per arrival	US \$420.2	T&T industry employment	274,451 jobs
		% of total	4.7%

## Performance Overview

Key Score Highest score



## 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*	Index Component	Rank/136	Score*
<b>Business environment</b>	91	4.2	<b>International Openness</b>	103	2.5
Property rights	76	4.2	Visa requirements 0–100 (best)	47	41.0
Business impact of rules on FDI	89	4.3	Openness of bilateral Air Service Agreements 0–38 (best)	84	9.6
Efficiency of legal framework in settling disputes	35	4.5	Number of regional trade agreements in force number	117	2.0
Efficiency of legal framework in challenging regs	38	4.1	<b>Price competitiveness</b>	130	3.7
Time required to deal with construction permits days	101	202	Ticket taxes and airport charges 0–100 (best)	132	17.3
Cost to deal with construction permits % construction cost	118	7.6	Hotel price index US\$	n/a	n/a
Extent of market dominance	45	3.9	Purchasing power parity PPP \$	37	0.4
Time to start a business days	29	6.0	Fuel price levels US\$ cents/litre	99	151.0
Cost to start a business % GNI per capita	129	62.7	<b>Environmental sustainability</b>	54	4.3
Effect of taxation on incentives to work	43	4.2	Stringency of environmental regulations	80	3.8
Effect of taxation on incentives to invest	89	3.4	Enforcement of environmental regulations	78	3.6
Total tax rate % profits	96	45.1	Sustainability of travel and tourism industry development	89	4.0
<b>Safety and security</b>	64	5.4	Particulate matter (2.5) concentration µg/m3	17	4.0
Business costs of crime and violence	68	4.7	Environmental treaty ratification 0–27 (best)	43	23
Reliability of police services	43	5.1	Baseline water stress 5–0 (best)	38	0.5
Business costs of terrorism	89	4.8	Threatened species % total species	43	4.5
Index of terrorism incidence	82	6.9	Forest cover change % change	71	0.1
Homicide rate /100,000 pop.	101	7.9	Wastewater treatment %	102	0.5
<b>Health and hygiene</b>	115	3.6	Costal shelf fishing pressure tonnes/km2	82	0.4
Physician density /1,000 pop	125	0.1	<b>Air transport infrastructure</b>	104	2.0
Access to improved sanitation % pop.	111	47.6	Quality of air transport infrastructure	84	4.1
Access to improved drinking water % pop.	114	78.5	Available seat kilometres, domestic millions	91	0.2
Hospital beds /10,000 pop.	133	3.0	Available seat kilometres, international millions	85	87.2
HIV prevalence % adult pop.	85	0.5	Aircraft departures /1,000 pop.	119	0.2
Malaria incidence cases/100,000 pop.	119	12267.8	Airport density airports/million pop.	111	0.5
<b>Human resources and labour market</b>	130	3.6	Number of operating airlines Number	72	30.0
Primary education enrollment rate net %	134	71.5	<b>Ground and port infrastructure</b>	87	2.9
Secondary education enrollment rate gross %	117	49.6	Quality of roads	70	4.0
Extent of staff training	89	3.7	Road density % total territorial area	121	-
Degree of customer orientation	76	4.5	Paved road density % total territorial area	107	-
Hiring and firing practices	77	3.6	Quality of railroad infrastructure	82	2.2
Ease of finding skilled employees	28	4.8	Railroad density km of roads/land area	71	0.5
Ease of hiring foreign labour	19	4.7	Quality of port infrastructure	54	4.4
Pay and productivity	89	3.7	Ground transport efficiency	80	3.2
Female participation in the labor force ratio to men	104	0.65	<b>Tourist service infrastructure</b>	98	3.1
<b>ICT readiness</b>	111	3.2	Hotel rooms number/100 pop.	112	0.1
ICT use for biz-to-biz transactions	73	4.6	Quality of tourism infrastructure	63	4.7
Internet use for biz-to-consumer transactions	67	4.6	Presence of major car rental companies	72	5
Internet users % pop.	107	21.7	Automated teller machines number/thousand adult pop.	126	4.8
Fixed-broadband Internet subscriptions /100 pop.	111	0.7	<b>Natural resources</b>	57	3.4
Mobile-cellular telephone subscriptions /100 pop.	96	99.9	Number of World Heritage natural sites number of sites	30	2
Mobile-broadband subscriptions /100 pop.	104	26.4	Total known species number of species	48	778
Mobile network coverage % pop.	117	92.0	Total protected areas % total territorial area	35	25.2
Quality of electricity supply	110	3.2	Natural tourism digital demand 0–100 (best)	87	6
<b>Prioritization of Travel &amp; Tourism</b>	124	3.3	Attractiveness of natural assets	80	5.0
Government prioritization of travel and tourism industry	93	4.3	<b>Cultural resources and business travel</b>	96	1.4
T&T government expenditure % government budget	57	3.8	Number of World Heritage cultural sites number of sites	47	5
Effectiveness of marketing and branding to attract tourists	98	3.7	Oral and intangible cultural heritage number of expressions	56	2
Comprehensiveness of annual T&T data 0–120 (best)	111	41	Sports stadiums number of large stadiums	90	3.0
Timeliness of providing monthly/quarterly T&T data 0–21 (best)	129	0.0	Number of international association meetings 3-year average	81	10.7
Country brand strategy rating 1–10 (best)	129	39.9	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/tcr>

# Serbia

95th / 136

Travel & Tourism Competitiveness Index 2017 edition



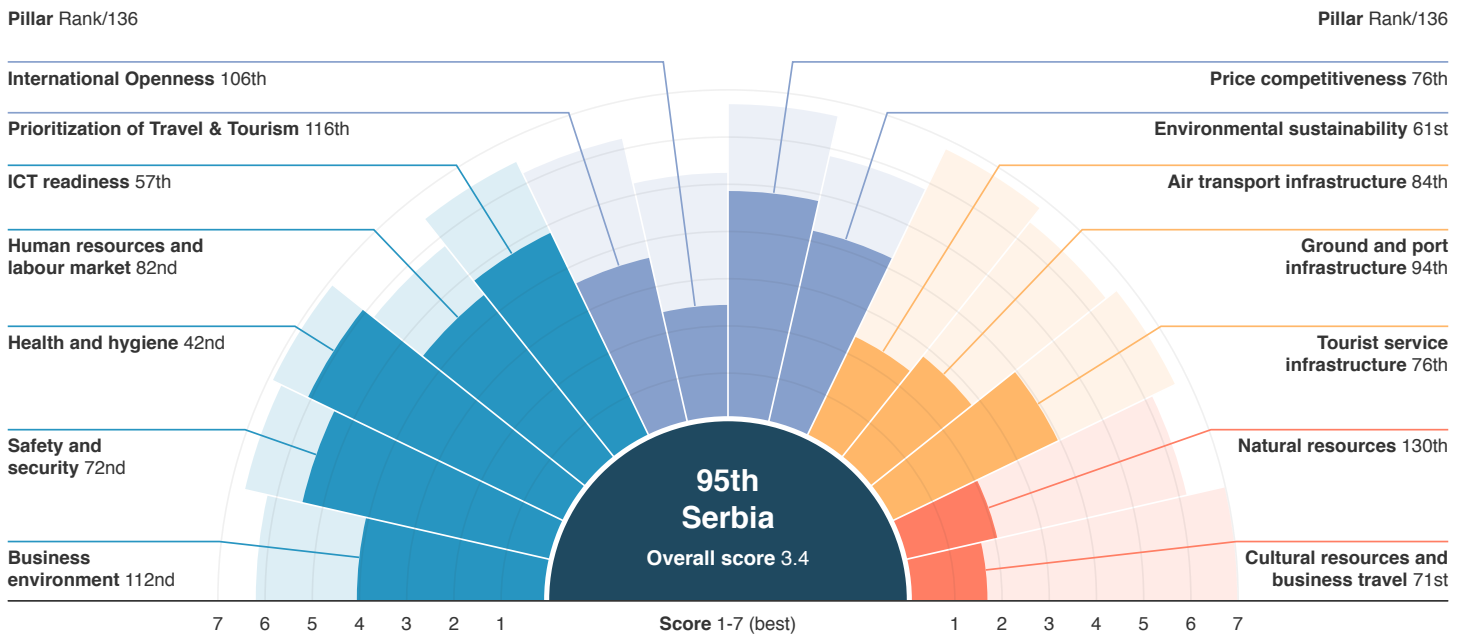
## Key Indicators

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

<b>International tourist arrivals</b>	1,132,221	<b>T&amp;T industry GDP</b>	US \$808.4 million
<b>International tourism inbound receipts</b>	US \$1,048.4 million	% of total	2.2%
<b>Average receipts per arrival</b>	US \$926.0	<b>T&amp;T industry employment</b>	36,766 jobs
		% of total	2.2%

## Performance Overview

Key Score Highest score



## Past performance

Travel & Tourism Competitiveness Edition	2015	2017
Rank	95 / 141	95 / 136
Score	3.3	3.4

## Serbia

95th / 136



## Travel &amp; Tourism Competitiveness Index 2017 edition

Index Component	Rank/136	Score*	Index Component	Rank/136	Score*
<b>Business environment</b>	112	4.0	<b>International Openness</b>	106	2.4
Property rights	124	3.2	Visa requirements 0–100 (best)	69	26.0
Business impact of rules on FDI	102	4.1	Openness of bilateral Air Service Agreements 0–38 (best)	96	8.7
Efficiency of legal framework in settling disputes	122	2.7	Number of regional trade agreements in force number	71	7.0
Efficiency of legal framework in challenging regs	114	2.7	<b>Price competitiveness</b>	76	4.8
Time required to deal with construction permits days	77	156	Ticket taxes and airport charges 0–100 (best)	92	63.7
Cost to deal with construction permits % construction cost	88	3.2	Hotel price index US\$	17	84.8
Extent of market dominance	127	2.9	Purchasing power parity PPP \$	42	0.4
Time to start a business days	40	7.0	Fuel price levels US\$ cents/litre	116	166.0
Cost to start a business % GNI per capita	66	6.5	<b>Environmental sustainability</b>	61	4.2
Effect of taxation on incentives to work	121	3.0	Stringency of environmental regulations	101	3.4
Effect of taxation on incentives to invest	105	3.1	Enforcement of environmental regulations	126	2.9
Total tax rate % profits	77	39.7	Sustainability of travel and tourism industry development	111	3.5
<b>Safety and security</b>	72	5.4	Particulate matter (2.5) concentration µg/m3	103	11.6
Business costs of crime and violence	79	4.4	Environmental treaty ratification 0–27 (best)	54	22
Reliability of police services	96	3.7	Baseline water stress 5–0 (best)	46	0.8
Business costs of terrorism	74	5.1	Threatened species % total species	44	4.7
Index of terrorism incidence	1	7.0	Forest cover change % change	17	0.0
Homicide rate /100,000 pop.	36	1.3	Wastewater treatment %	75	6.4
<b>Health and hygiene</b>	42	6.0	Costal shelf fishing pressure tonnes/km2	62	0.2
Physician density /1,000 pop	56	2.1	<b>Air transport infrastructure</b>	84	2.4
Access to improved sanitation % pop.	46	96.4	Quality of air transport infrastructure	92	3.9
Access to improved drinking water % pop.	51	99.2	Available seat kilometres, domestic millions	105	0.0
Hospital beds /10,000 pop.	27	54.0	Available seat kilometres, international millions	88	75.7
HIV prevalence % adult pop.	1	<0.1	Aircraft departures /1,000 pop.	57	4.2
Malaria incidence cases/100,000 pop.	1	M.F.	Airport density airports/million pop.	87	0.8
<b>Human resources and labour market</b>	82	4.4	Number of operating airlines Number	51	42.0
Primary education enrollment rate net %	54	96.3	<b>Ground and port infrastructure</b>	94	2.8
Secondary education enrollment rate gross %	59	96.7	Quality of roads	113	2.9
Extent of staff training	125	3.2	Road density % total territorial area	50	-
Degree of customer orientation	117	3.9	Paved road density % total territorial area	46	-
Hiring and firing practices	81	3.6	Quality of railroad infrastructure	83	2.1
Ease of finding skilled employees	121	3.5	Railroad density km of roads/land area	21	4.3
Ease of hiring foreign labour	88	3.8	Quality of port infrastructure	116	2.7
Pay and productivity	105	3.5	Ground transport efficiency	86	3.1
Female participation in the labor force ratio to men	79	0.77	<b>Tourist service infrastructure</b>	76	3.9
<b>ICT readiness</b>	57	4.8	Hotel rooms number/100 pop.	80	0.3
ICT use for biz-to-biz transactions	95	4.4	Quality of tourism infrastructure	114	3.6
Internet use for biz-to-consumer transactions	89	4.1	Presence of major car rental companies	1	7
Internet users % pop.	56	65.3	Automated teller machines number/thousand adult pop.	73	44.0
Fixed-broadband Internet subscriptions /100 pop.	51	17.4	<b>Natural resources</b>	130	2.0
Mobile-cellular telephone subscriptions /100 pop.	60	120.5	Number of World Heritage natural sites number of sites	86	0
Mobile-broadband subscriptions /100 pop.	40	71.8	Total known species number of species	87	426
Mobile network coverage % pop.	50	99.8	Total protected areas % total territorial area	110	6.8
Quality of electricity supply	70	4.8	Natural tourism digital demand 0–100 (best)	116	2
<b>Prioritization of Travel &amp; Tourism</b>	116	3.6	Attractiveness of natural assets	100	4.2
Government prioritization of travel and tourism industry	110	3.7	<b>Cultural resources and business travel</b>	71	1.7
T&T government expenditure % government budget	131	0.5	Number of World Heritage cultural sites number of sites	47	5
Effectiveness of marketing and branding to attract tourists	107	3.5	Oral and intangible cultural heritage number of expressions	71	1
Comprehensiveness of annual T&T data 0–120 (best)	66	66	Sports stadiums number of large stadiums	66	5.0
Timeliness of providing monthly/quarterly T&T data 0–21 (best)	17	20.5	Number of international association meetings 3-year average	46	65.0
Country brand strategy rating 1–10 (best)	127	50.3	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/tcr>

# Sierra Leone

131st / 136

Travel & Tourism Competitiveness Index 2017 edition



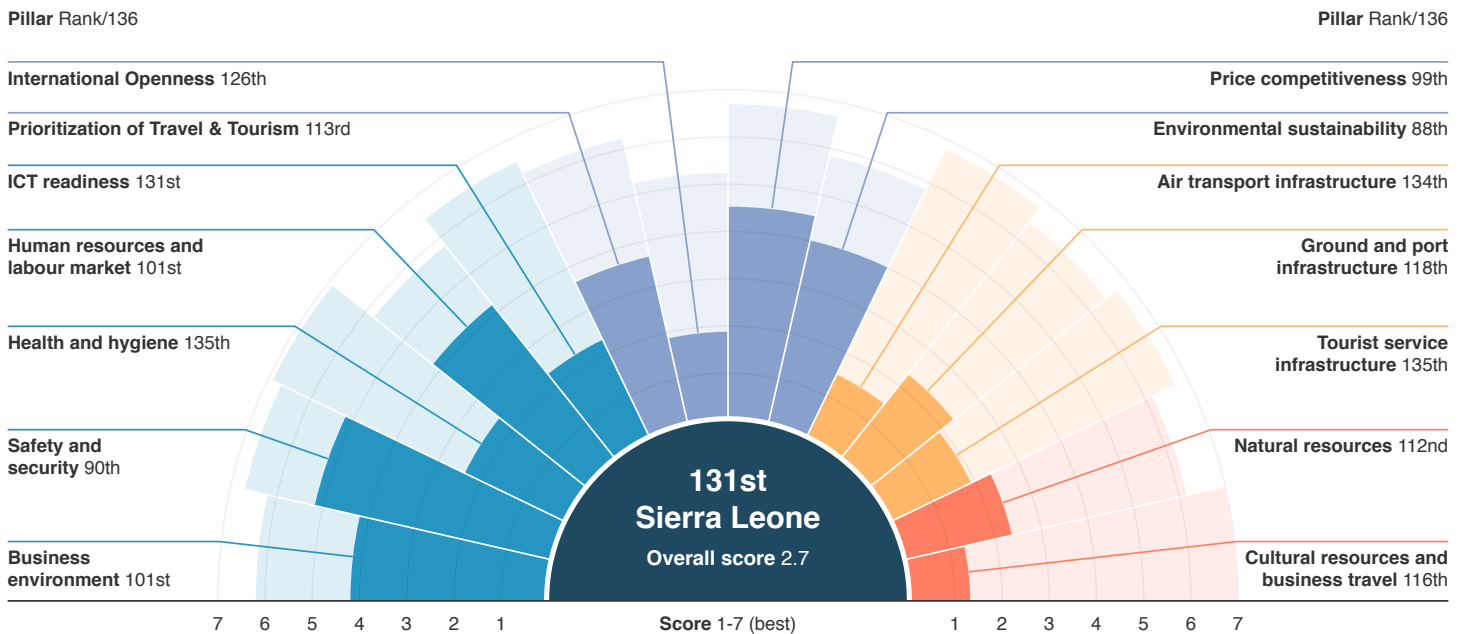
## Key Indicators

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

<b>International tourist arrivals</b>	23,798	<b>T&amp;T industry GDP</b>	US \$81.1 million
<b>International tourism inbound receipts</b>	US \$23.0 million	% of total	1.8%
<b>Average receipts per arrival</b>	US \$966.5	<b>T&amp;T industry employment</b>	18,866 jobs
		% of total	1.7%

## Performance Overview

Key Score Highest score



## Past performance

Travel & Tourism Competitiveness Edition	2015	2017
<b>Rank</b>	132 / 141	131 / 136
<b>Score</b>	2.8	2.7



## Sierra Leone

131st /136



## Travel &amp; Tourism Competitiveness Index 2017 edition

Index Component	Rank/136	Score*	Index Component	Rank/136	Score*
<b>Business environment</b>	101	4.2	<b>International Openness</b>	126	1.8
Property rights	119	3.5	Visa requirements 0–100 (best)	126	5.0
Business impact of rules on FDI	78	4.5	Openness of bilateral Air Service Agreements 0–38 (best)	46	12.2
Efficiency of legal framework in settling disputes	86	3.3	Number of regional trade agreements in force number	127	1.0
Efficiency of legal framework in challenging regs	123	2.5	<b>Price competitiveness</b>	99	4.5
Time required to deal with construction permits days	85	166	Ticket taxes and airport charges 0–100 (best)	127	34.5
Cost to deal with construction permits % construction cost	82	2.8	Hotel price index US\$	n/a	n/a
Extent of market dominance	124	2.9	Purchasing power parity PPP \$	58	0.4
Time to start a business days	60	10.0	Fuel price levels US\$ cents/litre	46	104.0
Cost to start a business % GNI per capita	114	30.3	<b>Environmental sustainability</b>	88	4.0
Effect of taxation on incentives to work	88	3.7	Stringency of environmental regulations	125	2.9
Effect of taxation on incentives to invest	88	3.4	Enforcement of environmental regulations	117	3.0
Total tax rate % profits	41	31.0	Sustainability of travel and tourism industry development	125	3.0
<b>Safety and security</b>	90	5.1	Particulate matter (2.5) concentration µg/m3	24	4.4
Business costs of crime and violence	103	3.8	Environmental treaty ratification 0–27 (best)	79	20
Reliability of police services	105	3.5	Baseline water stress 5–0 (best)	13	0.0
Business costs of terrorism	99	4.7	Threatened species % total species	46	4.8
Index of terrorism incidence	1	7.0	Forest cover change % change	101	0.1
Homicide rate /100,000 pop.	54	1.9	Wastewater treatment %	111	0.0
<b>Health and hygiene</b>	135	2.3	Costal shelf fishing pressure tonnes/km2	51	0.1
Physician density /1,000 pop	134	0.0	<b>Air transport infrastructure</b>	134	1.5
Access to improved sanitation % pop.	134	13.3	Quality of air transport infrastructure	126	2.7
Access to improved drinking water % pop.	128	62.6	Available seat kilometres, domestic millions	105	0.0
Hospital beds /10,000 pop.	129	4.0	Available seat kilometres, international millions	133	6.6
HIV prevalence % adult pop.	114	1.4	Aircraft departures /1,000 pop.	113	0.4
Malaria incidence cases/100,000 pop.	135	39584.4	Airport density airports/million pop.	116	0.4
<b>Human resources and labour market</b>	101	4.2	Number of operating airlines Number	130	6.0
Primary education enrollment rate net %	13	99.2	<b>Ground and port infrastructure</b>	118	2.3
Secondary education enrollment rate gross %	125	43.3	Quality of roads	120	2.8
Extent of staff training	103	3.5	Road density % total territorial area	100	-
Degree of customer orientation	119	3.9	Paved road density % total territorial area	123	-
Hiring and firing practices	74	3.7	Quality of railroad infrastructure	93	1.7
Ease of finding skilled employees	128	3.3	Railroad density km of roads/land area	n/a	n/a
Ease of hiring foreign labour	33	4.4	Quality of port infrastructure	109	3.0
Pay and productivity	119	3.3	Ground transport efficiency	111	2.5
Female participation in the labor force ratio to men	9	0.97	<b>Tourist service infrastructure</b>	135	1.9
<b>ICT readiness</b>	131	2.3	Hotel rooms number/100 pop.	128	0.0
ICT use for biz-to-biz transactions	131	3.5	Quality of tourism infrastructure	117	3.5
Internet use for biz-to-consumer transactions	135	2.8	Presence of major car rental companies	129	1
Internet users % pop.	136	2.5	Automated teller machines number/thousand adult pop.	136	0.4
Fixed-broadband Internet subscriptions /100 pop.	n/a	n/a	<b>Natural resources</b>	112	2.3
Mobile-cellular telephone subscriptions /100 pop.	109	89.5	Number of World Heritage natural sites number of sites	86	0
Mobile-broadband subscriptions /100 pop.	117	15.2	Total known species number of species	44	833
Mobile network coverage % pop.	131	70.0	Total protected areas % total territorial area	92	10.9
Quality of electricity supply	125	2.2	Natural tourism digital demand 0–100 (best)	121	1
<b>Prioritization of Travel &amp; Tourism</b>	113	3.6	Attractiveness of natural assets	110	4.0
Government prioritization of travel and tourism industry	120	3.4	<b>Cultural resources and business travel</b>	116	1.3
T&T government expenditure % government budget	91	2.4	Number of World Heritage cultural sites number of sites	126	0
Effectiveness of marketing and branding to attract tourists	118	3.1	Oral and intangible cultural heritage number of expressions	93	0
Comprehensiveness of annual T&T data 0–120 (best)	65	67	Sports stadiums number of large stadiums	50	7.0
Timeliness of providing monthly/quarterly T&T data 0–21 (best)	109	9.0	Number of international association meetings 3-year average	131	0.3
Country brand strategy rating 1–10 (best)	86	72.1	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/tcr>

# Singapore

13th / 136

Travel & Tourism Competitiveness Index 2017 edition



## Key Indicators

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

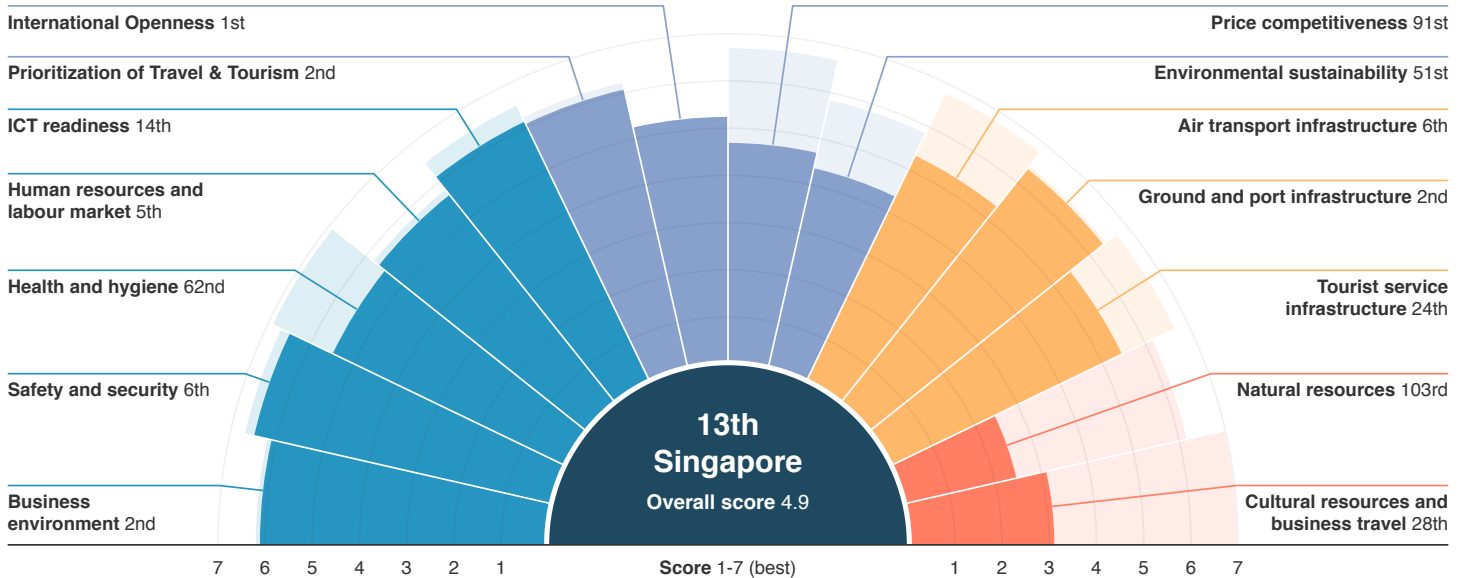
International tourist arrivals	12,051,929	T&T industry GDP	US \$13,936.4 million
International tourism inbound receipts	US \$16,743.4 million	% of total	4.8%
Average receipts per arrival	US \$1,389.3	T&T industry employment	158,381 jobs
		% of total	4.3%

## Performance Overview

Key Score Highest score

Pillar Rank/136

Pillar Rank/136



## 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*	Index Component	Rank/136	Score*
<b>Business environment</b>	2	6.1	<b>International Openness</b>	1	5.2
Property rights	5	6.3	Visa requirements 0–100 (best)	16	65.0
Business impact of rules on FDI	3	6.1	Openness of bilateral Air Service Agreements 0–38 (best)	23	16.1
Efficiency of legal framework in settling disputes	1	6.2	Number of regional trade agreements in force number	30	41.0
Efficiency of legal framework in challenging regs	11	5.3	<b>Price competitiveness</b>	91	4.7
Time required to deal with construction permits days	2	48	Ticket taxes and airport charges 0–100 (best)	10	94.4
Cost to deal with construction permits % construction cost	110	6.1	Hotel price index US\$	96	205.0
Extent of market dominance	13	5.1	Purchasing power parity PPP \$	102	0.6
Time to start a business days	5	2.5	Fuel price levels US\$ cents/litre	65	116.0
Cost to start a business % GNI per capita	13	0.6	<b>Environmental sustainability</b>	51	4.3
Effect of taxation on incentives to work	3	6.1	Stringency of environmental regulations	13	5.6
Effect of taxation on incentives to invest	5	5.9	Enforcement of environmental regulations	9	5.7
Total tax rate % profits	11	19.1	Sustainability of travel and tourism industry development	5	5.7
<b>Safety and security</b>	6	6.5	Particulate matter (2.5) concentration µg/m3	39	5.5
Business costs of crime and violence	7	6.2	Environmental treaty ratification 0–27 (best)	115	17
Reliability of police services	4	6.5	Baseline water stress 5–0 (best)	124	5.0
Business costs of terrorism	46	5.6	Threatened species % total species	85	6.6
Index of terrorism incidence	1	7.0	Forest cover change % change	62	0.0
Homicide rate /100,000 pop.	3	0.3	Wastewater treatment %	1	100.0
<b>Health and hygiene</b>	62	5.5	Costal shelf fishing pressure tonnes/km2	103	9.6
Physician density /1,000 pop	61	1.9	<b>Air transport infrastructure</b>	6	5.3
Access to improved sanitation % pop.	1	100.0	Quality of air transport infrastructure	1	6.9
Access to improved drinking water % pop.	1	100.0	Available seat kilometres, domestic millions	105	0.0
Hospital beds /10,000 pop.	79	20.0	Available seat kilometres, international millions	12	2363.7
HIV prevalence % adult pop.	1	0.1	Aircraft departures /1,000 pop.	11	32.0
Malaria incidence cases/100,000 pop.	1	M.F.	Airport density airports/million pop.	132	0.2
<b>Human resources and labour market</b>	5	5.6	Number of operating airlines Number	26	73.0
Primary education enrollment rate net %	1	100.0	<b>Ground and port infrastructure</b>	2	6.3
Secondary education enrollment rate gross %	26	108.1	Quality of roads	2	6.3
Extent of staff training	3	5.5	Road density % total territorial area	4	-
Degree of customer orientation	6	5.8	Paved road density % total territorial area	2	-
Hiring and firing practices	3	5.6	Quality of railroad infrastructure	5	5.7
Ease of finding skilled employees	19	5.1	Railroad density km of roads/land area	n/a	n/a
Ease of hiring foreign labour	98	3.7	Quality of port infrastructure	2	6.7
Pay and productivity	2	5.5	Ground transport efficiency	4	5.9
Female participation in the labor force ratio to men	71	0.80	<b>Tourist service infrastructure</b>	24	5.4
<b>ICT readiness</b>	14	6.1	Hotel rooms number/100 pop.	29	1.1
ICT use for biz-to-biz transactions	8	5.9	Quality of tourism infrastructure	2	6.4
Internet use for biz-to-consumer transactions	22	5.6	Presence of major car rental companies	1	7
Internet users % pop.	24	82.1	Automated teller machines number/thousand adult pop.	42	59.3
Fixed-broadband Internet subscriptions /100 pop.	33	26.4	<b>Natural resources</b>	103	2.4
Mobile-cellular telephone subscriptions /100 pop.	24	146.5	Number of World Heritage natural sites number of sites	86	0
Mobile-broadband subscriptions /100 pop.	2	143.2	Total known species number of species	80	453
Mobile network coverage % pop.	1	100.0	Total protected areas % total territorial area	113	5.8
Quality of electricity supply	2	6.8	Natural tourism digital demand 0–100 (best)	36	34
<b>Prioritization of Travel &amp; Tourism</b>	2	6.0	Attractiveness of natural assets	120	3.8
Government prioritization of travel and tourism industry	10	6.2	<b>Cultural resources and business travel</b>	28	3.1
T&T government expenditure % government budget	7	10.3	Number of World Heritage cultural sites number of sites	97	1
Effectiveness of marketing and branding to attract tourists	5	6.0	Oral and intangible cultural heritage number of expressions	93	0
Comprehensiveness of annual T&T data 0–120 (best)	89	54	Sports stadiums number of large stadiums	97	2.0
Timeliness of providing monthly/quarterly T&T data 0–21 (best)	28	20.0	Number of international association meetings 3-year average	25	164.3
Country brand strategy rating 1–10 (best)	38	79.7	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/tcr>

# Slovak Republic

59th / 136

Travel & Tourism Competitiveness Index 2017 edition



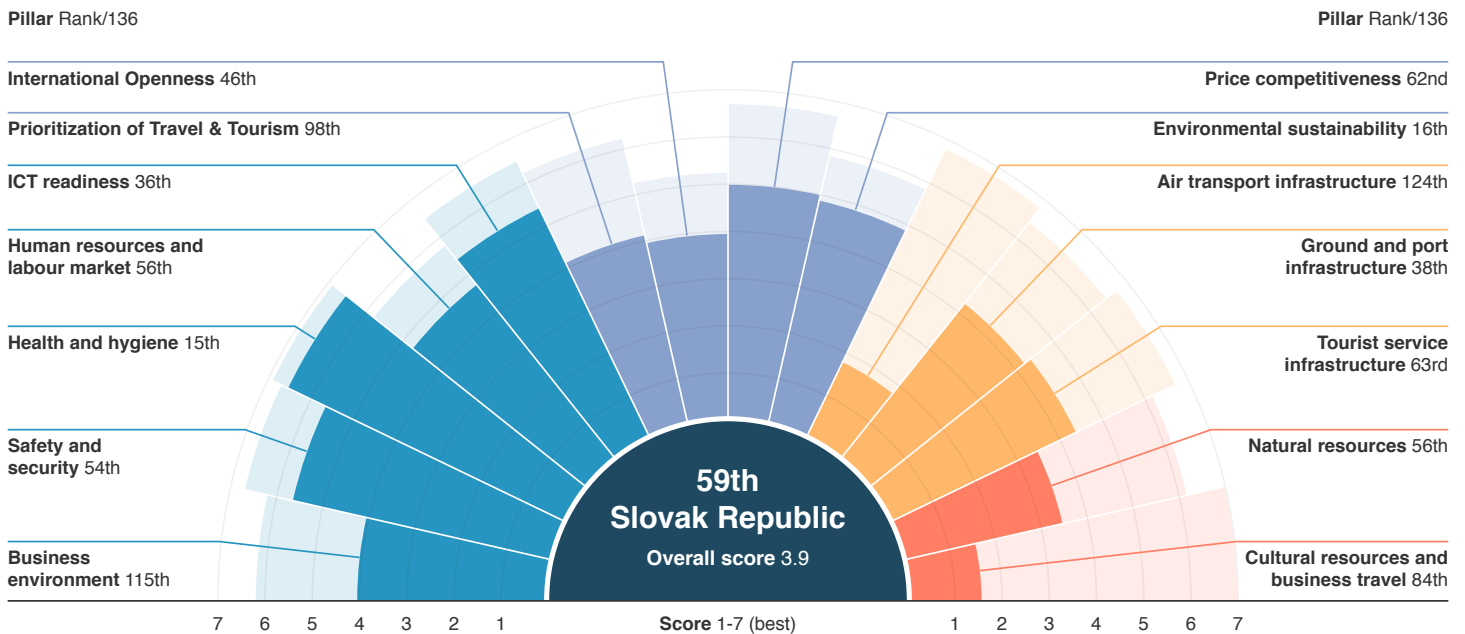
## Key Indicators

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

International tourist arrivals	6,816,000	T&T industry GDP	US \$2,034.6 million
International tourism inbound receipts	US \$2,363.0 million	% of total	2.4%
Average receipts per arrival	US \$346.7	T&T industry employment	58,876 jobs
		% of total	2.5%

## Performance Overview

Key Score Highest score



## 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

Index Component	Rank/136	Score*	Index Component	Rank/136	Score*
<b>Business environment</b>	115	4.0	<b>International Openness</b>	46	3.9
Property rights	77	4.2	Visa requirements 0–100 (best)	73	24.0
Business impact of rules on FDI	17	5.5	Openness of bilateral Air Service Agreements 0–38 (best)	105	7.7
Efficiency of legal framework in settling disputes	135	2.1	Number of regional trade agreements in force number	1	53.0
Efficiency of legal framework in challenging regs	131	2.3	<b>Price competitiveness</b>	62	5.0
Time required to deal with construction permits days	127	286	Ticket taxes and airport charges 0–100 (best)	63	77.4
Cost to deal with construction permits % construction cost	1	0.1	Hotel price index US\$	4	71.8
Extent of market dominance	79	3.5	Purchasing power parity PPP \$	91	0.6
Time to start a business days	73	11.5	Fuel price levels US\$ cents/litre	110	161.0
Cost to start a business % GNI per capita	28	1.2	<b>Environmental sustainability</b>	16	4.8
Effect of taxation on incentives to work	134	2.5	Stringency of environmental regulations	33	4.9
Effect of taxation on incentives to invest	92	3.3	Enforcement of environmental regulations	56	4.1
Total tax rate % profits	112	51.6	Sustainability of travel and tourism industry development	104	3.7
<b>Safety and security</b>	54	5.6	Particulate matter (2.5) concentration µg/m3	118	12.7
Business costs of crime and violence	61	4.8	Environmental treaty ratification 0–27 (best)	20	26
Reliability of police services	100	3.6	Baseline water stress 5–0 (best)	48	0.8
Business costs of terrorism	31	5.8	Threatened species % total species	32	4.0
Index of terrorism incidence	1	7.0	Forest cover change % change	76	0.1
Homicide rate /100,000 pop.	32	1.1	Wastewater treatment %	38	54.7
<b>Health and hygiene</b>	15	6.5	Costal shelf fishing pressure tonnes/km2	n/a	n/a
Physician density /1,000 pop	27	3.3	<b>Air transport infrastructure</b>	124	1.7
Access to improved sanitation % pop.	30	98.8	Quality of air transport infrastructure	111	3.4
Access to improved drinking water % pop.	1	100.0	Available seat kilometres, domestic millions	97	0.2
Hospital beds /10,000 pop.	21	60.0	Available seat kilometres, international millions	114	26.4
HIV prevalence % adult pop.	1	0.1	Aircraft departures /1,000 pop.	131	0.0
Malaria incidence cases/100,000 pop.	1	S.L.	Airport density airports/million pop.	63	1.0
<b>Human resources and labour market</b>	56	4.7	Number of operating airlines Number	121	11.0
Primary education enrollment rate net %	77	94.0	<b>Ground and port infrastructure</b>	38	4.2
Secondary education enrollment rate gross %	71	91.9	Quality of roads	63	4.1
Extent of staff training	65	3.9	Road density % total territorial area	33	-
Degree of customer orientation	60	4.7	Paved road density % total territorial area	23	-
Hiring and firing practices	119	2.9	Quality of railroad infrastructure	21	4.6
Ease of finding skilled employees	110	3.6	Railroad density km of roads/land area	7	7.4
Ease of hiring foreign labour	66	4.1	Quality of port infrastructure	108	3.0
Pay and productivity	43	4.4	Ground transport efficiency	39	4.4
Female participation in the labor force ratio to men	64	0.81	<b>Tourist service infrastructure</b>	63	4.3
<b>ICT readiness</b>	36	5.4	Hotel rooms number/100 pop.	46	0.7
ICT use for biz-to-biz transactions	32	5.3	Quality of tourism infrastructure	100	4.1
Internet use for biz-to-consumer transactions	21	5.6	Presence of major car rental companies	51	6
Internet users % pop.	31	77.6	Automated teller machines number/thousand adult pop.	44	58.8
Fixed-broadband Internet subscriptions /100 pop.	39	23.3	<b>Natural resources</b>	56	3.4
Mobile-cellular telephone subscriptions /100 pop.	58	122.3	Number of World Heritage natural sites number of sites	30	2
Mobile-broadband subscriptions /100 pop.	48	67.5	Total known species number of species	97	400
Mobile network coverage % pop.	1	100.0	Total protected areas % total territorial area	11	36.6
Quality of electricity supply	34	6.0	Natural tourism digital demand 0–100 (best)	88	5
<b>Prioritization of Travel &amp; Tourism</b>	98	4.1	Attractiveness of natural assets	70	5.1
Government prioritization of travel and tourism industry	118	3.5	<b>Cultural resources and business travel</b>	84	1.5
T&T government expenditure % government budget	98	2.2	Number of World Heritage cultural sites number of sites	47	5
Effectiveness of marketing and branding to attract tourists	116	3.1	Oral and intangible cultural heritage number of expressions	36	4
Comprehensiveness of annual T&T data 0–120 (best)	28	85	Sports stadiums number of large stadiums	113	1.0
Timeliness of providing monthly/quarterly T&T data 0–21 (best)	53	19.0	Number of international association meetings 3-year average	63	30.7
Country brand strategy rating 1–10 (best)	39	79.7	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/tcr>

# Slovenia

41st / 136

Travel & Tourism Competitiveness Index 2017 edition



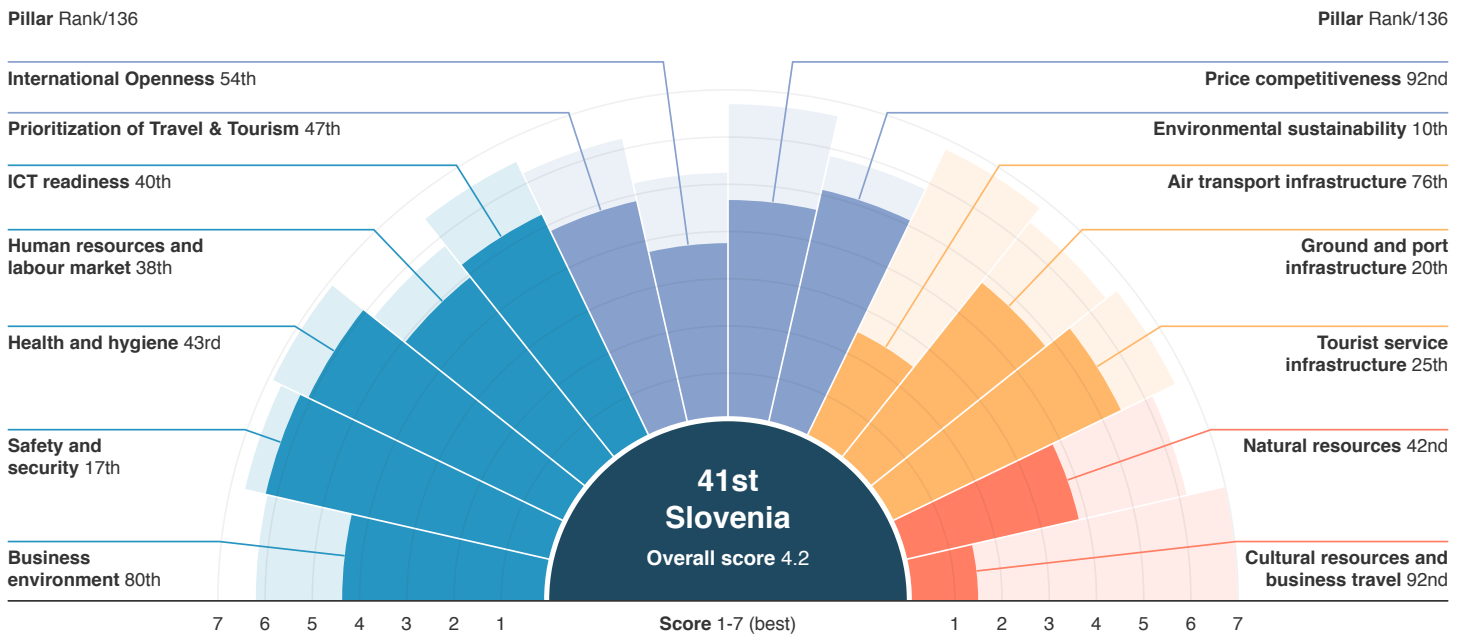
## Key Indicators

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

International tourist arrivals	2,706,781	T&T industry GDP	US \$1,509.4 million
International tourism inbound receipts	US \$2,504.4 million	% of total	3.6%
Average receipts per arrival	US \$925.2	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 &amp; Tourism Competitiveness Index 2017 edition



Index Component	Rank/136	Score*	Index Component	Rank/136	Score*
<b>Business environment</b>	80	4.3	<b>International Openness</b>	54	3.7
Property rights	63	4.4	Visa requirements 0–100 (best)	73	24.0
Business impact of rules on FDI	106	3.9	Openness of bilateral Air Service Agreements 0–38 (best)	128	4.2
Efficiency of legal framework in settling disputes	89	3.2	Number of regional trade agreements in force number	1	53.0
Efficiency of legal framework in challenging regs	88	3.1	<b>Price competitiveness</b>	92	4.6
Time required to deal with construction permits days	113	225	Ticket taxes and airport charges 0–100 (best)	74	73.4
Cost to deal with construction permits % construction cost	80	2.7	Hotel price index US\$	20	85.7
Extent of market dominance	27	4.3	Purchasing power parity PPP \$	105	0.7
Time to start a business days	40	7.0	Fuel price levels US\$ cents/litre	118	168.0
Cost to start a business % GNI per capita	1	0.0	<b>Environmental sustainability</b>	10	5.1
Effect of taxation on incentives to work	135	2.2	Stringency of environmental regulations	18	5.4
Effect of taxation on incentives to invest	121	2.8	Enforcement of environmental regulations	29	4.8
Total tax rate % profits	41	31.0	Sustainability of travel and tourism industry development	46	4.7
<b>Safety and security</b>	17	6.2	Particulate matter (2.5) concentration µg/m3	100	11.3
Business costs of crime and violence	14	5.8	Environmental treaty ratification 0–27 (best)	15	27
Reliability of police services	36	5.5	Baseline water stress 5–0 (best)	25	0.4
Business costs of terrorism	24	5.9	Threatened species % total species	38	4.3
Index of terrorism incidence	1	7.0	Forest cover change % change	21	0.0
Homicide rate /100,000 pop.	12	0.7	Wastewater treatment %	34	59.8
<b>Health and hygiene</b>	43	6.0	Costal shelf fishing pressure tonnes/km2	81	0.4
Physician density /1,000 pop	47	2.5	<b>Air transport infrastructure</b>	76	2.5
Access to improved sanitation % pop.	25	99.1	Quality of air transport infrastructure	70	4.3
Access to improved drinking water % pop.	46	99.5	Available seat kilometres, domestic millions	105	0.0
Hospital beds /10,000 pop.	39	45.5	Available seat kilometres, international millions	123	19.3
HIV prevalence % adult pop.	1	0.1	Aircraft departures /1,000 pop.	38	9.2
Malaria incidence cases/100,000 pop.	1	M.F.	Airport density airports/million pop.	34	2.0
<b>Human resources and labour market</b>	38	4.9	Number of operating airlines Number	114	14.0
Primary education enrollment rate net %	33	97.7	<b>Ground and port infrastructure</b>	20	4.8
Secondary education enrollment rate gross %	18	110.7	Quality of roads	51	4.4
Extent of staff training	47	4.2	Road density % total territorial area	12	-
Degree of customer orientation	40	5.1	Paved road density % total territorial area	10	-
Hiring and firing practices	128	2.4	Quality of railroad infrastructure	55	3.0
Ease of finding skilled employees	46	4.6	Railroad density km of roads/land area	12	6.0
Ease of hiring foreign labour	99	3.7	Quality of port infrastructure	31	5.1
Pay and productivity	69	3.9	Ground transport efficiency	47	4.0
Female participation in the labor force ratio to men	26	0.91	<b>Tourist service infrastructure</b>	25	5.4
<b>ICT readiness</b>	40	5.2	Hotel rooms number/100 pop.	31	1.1
ICT use for biz-to-biz transactions	40	5.1	Quality of tourism infrastructure	68	4.6
Internet use for biz-to-consumer transactions	48	4.9	Presence of major car rental companies	1	7
Internet users % pop.	39	73.1	Automated teller machines number/thousand adult pop.	20	95.8
Fixed-broadband Internet subscriptions /100 pop.	28	27.6	<b>Natural resources</b>	42	3.8
Mobile-cellular telephone subscriptions /100 pop.	74	113.2	Number of World Heritage natural sites number of sites	46	1
Mobile-broadband subscriptions /100 pop.	71	52.0	Total known species number of species	98	399
Mobile network coverage % pop.	51	99.7	Total protected areas % total territorial area	2	53.6
Quality of electricity supply	23	6.3	Natural tourism digital demand 0–100 (best)	56	17
<b>Prioritization of Travel &amp; Tourism</b>	47	4.8	Attractiveness of natural assets	44	5.5
Government prioritization of travel and tourism industry	98	4.2	<b>Cultural resources and business travel</b>	92	1.5
T&T government expenditure % government budget	43	4.3	Number of World Heritage cultural sites number of sites	75	2
Effectiveness of marketing and branding to attract tourists	82	4.0	Oral and intangible cultural heritage number of expressions	71	1
Comprehensiveness of annual T&T data 0–120 (best)	6	104	Sports stadiums number of large stadiums	113	1.0
Timeliness of providing monthly/quarterly T&T data 0–21 (best)	17	20.5	Number of international association meetings 3-year average	47	58.7
Country brand strategy rating 1–10 (best)	25	82.8	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/tcr>

# South Africa

**53rd** /136

Travel & Tourism Competitiveness Index 2017 edition



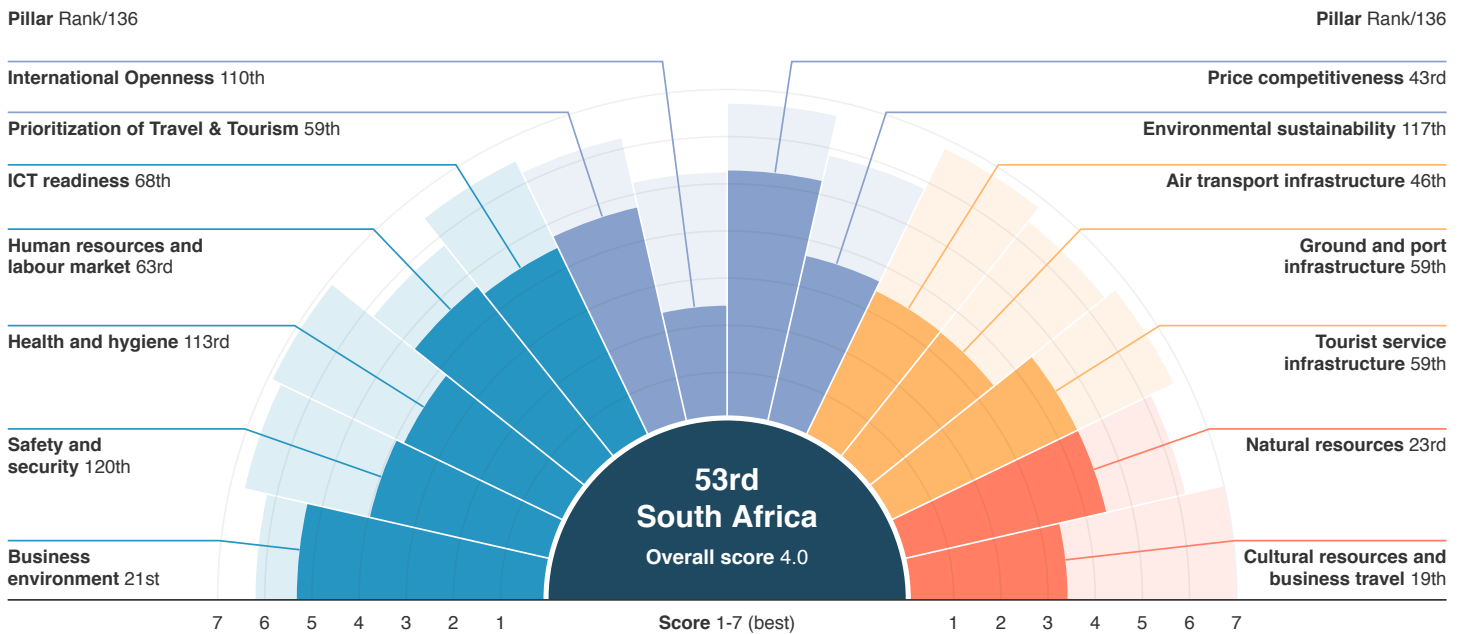
## Key Indicators

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

<b>International tourist arrivals</b>	8,903,773	<b>T&amp;T industry GDP</b>	US \$9,339.9 million
<b>International tourism inbound receipts</b>	US \$8,234.7 million	% of total	3.0%
<b>Average receipts per arrival</b>	US \$924.9	<b>T&amp;T industry employment</b>	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
<b>Rank</b>	48 / 141	53 / 136
<b>Score</b>	4.1	4.0



# South Africa

# 53rd / 136



## Travel & Tourism Competitiveness Index 2017 edition

Index Component	Rank/136	Score*	Index Component	Rank/136	Score*
<b>Business environment</b>	21	5.3	<b>International Openness</b>	110	2.4
Property rights	29	5.4	Visa requirements 0–100 (best)	71	25.0
Business impact of rules on FDI	61	4.7	Openness of bilateral Air Service Agreements 0–38 (best)	54	11.6
Efficiency of legal framework in settling disputes	9	5.6	Number of regional trade agreements in force number	91	4.0
Efficiency of legal framework in challenging regs	10	5.3	<b>Price competitiveness</b>	43	5.2
Time required to deal with construction permits days	65	141	Ticket taxes and airport charges 0–100 (best)	80	68.8
Cost to deal with construction permits % construction cost	36	0.9	Hotel price index US\$	8	78.3
Extent of market dominance	30	4.2	Purchasing power parity PPP \$	61	0.4
Time to start a business days	123	43.0	Fuel price levels US\$ cents/litre	71	117.0
Cost to start a business % GNI per capita	4	0.2	<b>Environmental sustainability</b>	117	3.6
Effect of taxation on incentives to work	58	4.0	Stringency of environmental regulations	42	4.7
Effect of taxation on incentives to invest	39	4.0	Enforcement of environmental regulations	54	4.1
Total tax rate % profits	31	28.8	Sustainability of travel and tourism industry development	28	5.0
<b>Safety and security</b>	120	3.9	Particulate matter (2.5) concentration µg/m3	41	5.7
Business costs of crime and violence	131	2.4	Environmental treaty ratification 0–27 (best)	31	24
Reliability of police services	113	3.3	Baseline water stress 5–0 (best)	91	3.0
Business costs of terrorism	64	5.3	Threatened species % total species	102	7.9
Index of terrorism incidence	94	6.5	Forest cover change % change	121	0.2
Homicide rate /100,000 pop.	131	33.0	Wastewater treatment %	52	32.5
<b>Health and hygiene</b>	113	3.8	Costal shelf fishing pressure tonnes/km2	101	8.3
Physician density /1,000 pop	93	0.8	<b>Air transport infrastructure</b>	46	3.4
Access to improved sanitation % pop.	98	66.4	Quality of air transport infrastructure	10	6.0
Access to improved drinking water % pop.	84	93.2	Available seat kilometres, domestic millions	20	324.8
Hospital beds /10,000 pop.	60	28.0	Available seat kilometres, international millions	29	866.9
HIV prevalence % adult pop.	134	18.9	Aircraft departures /1,000 pop.	66	3.6
Malaria incidence cases/100,000 pop.	93	35.2	Airport density airports/million pop.	79	0.8
<b>Human resources and labour market</b>	63	4.6	Number of operating airlines Number	44	55.0
Primary education enrollment rate net %	42	97.1	<b>Ground and port infrastructure</b>	59	3.4
Secondary education enrollment rate gross %	70	92.0	Quality of roads	29	5.0
Extent of staff training	19	5.0	Road density % total territorial area	66	-
Degree of customer orientation	36	5.1	Paved road density % total territorial area	91	-
Hiring and firing practices	131	2.3	Quality of railroad infrastructure	n/a	n/a
Ease of finding skilled employees	99	3.8	Railroad density km of roads/land area	n/a	1.7
Ease of hiring foreign labour	134	2.6	Quality of port infrastructure	37	4.9
Pay and productivity	96	3.6	Ground transport efficiency	66	3.6
Female participation in the labor force ratio to men	68	0.81	<b>Tourist service infrastructure</b>	59	4.4
<b>ICT readiness</b>	68	4.4	Hotel rooms number/100 pop.	108	0.1
ICT use for biz-to-biz transactions	28	5.5	Quality of tourism infrastructure	6	6.0
Internet use for biz-to-consumer transactions	51	4.8	Presence of major car rental companies	51	6
Internet users % pop.	74	51.9	Automated teller machines number/thousand adult pop.	34	66.2
Fixed-broadband Internet subscriptions /100 pop.	98	2.6	<b>Natural resources</b>	23	4.4
Mobile-cellular telephone subscriptions /100 pop.	9	164.5	Number of World Heritage natural sites number of sites	16	4
Mobile-broadband subscriptions /100 pop.	49	67.3	Total known species number of species	25	1174
Mobile network coverage % pop.	36	99.9	Total protected areas % total territorial area	100	8.8
Quality of electricity supply	111	3.0	Natural tourism digital demand 0–100 (best)	28	40
<b>Prioritization of Travel &amp; Tourism</b>	59	4.7	Attractiveness of natural assets	6	6.4
Government prioritization of travel and tourism industry	40	5.3	<b>Cultural resources and business travel</b>	19	3.4
T&T government expenditure % government budget	130	0.6	Number of World Heritage cultural sites number of sites	53	5
Effectiveness of marketing and branding to attract tourists	40	4.9	Oral and intangible cultural heritage number of expressions	93	0
Comprehensiveness of annual T&T data 0–120 (best)	48	76	Sports stadiums number of large stadiums	13	42.0
Timeliness of providing monthly/quarterly T&T data 0–21 (best)	53	19.0	Number of international association meetings 3-year average	37	120.0
Country brand strategy rating 1–10 (best)	5	90.3	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/tcr>

# Spain

1st / 136

Travel & Tourism Competitiveness Index 2017 edition



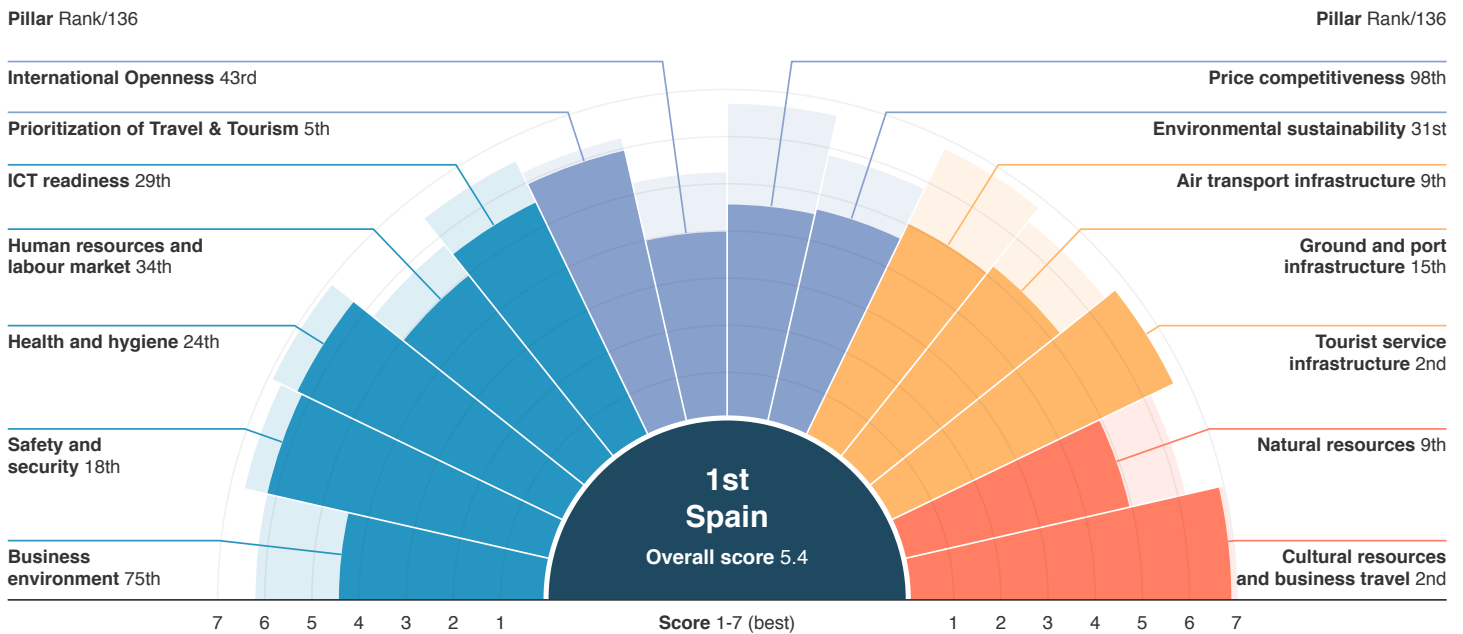
## Key Indicators

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

<b>International tourist arrivals</b>	68,521,255	<b>T&amp;T industry GDP</b>	US \$68,843.9 million
<b>International tourism inbound receipts</b>	US \$56,468.0 million	% of total	5.8%
<b>Average receipts per arrival</b>	US \$824.1	<b>T&amp;T industry employment</b>	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
<b>Rank</b>	1 / 141	1 / 136
<b>Score</b>	5.3	5.4

# Spain

**1st** / 136


## Travel & Tourism Competitiveness Index 2017 edition

Index Component	Rank/136	Score*	Index Component	Rank/136	Score*
<b>Business environment</b>	75	4.4	<b>International Openness</b>	43	3.9
Property rights	47	4.7	Visa requirements 0–100 (best)	73	24.0
Business impact of rules on FDI	54	4.8	Openness of bilateral Air Service Agreements 0–38 (best)	100	8.3
Efficiency of legal framework in settling disputes	76	3.5	Number of regional trade agreements in force number	1	53.0
Efficiency of legal framework in challenging regs	60	3.6	<b>Price competitiveness</b>	98	4.5
Time required to deal with construction permits days	104	205	Ticket taxes and airport charges 0–100 (best)	44	81.0
Cost to deal with construction permits % construction cost	105	5.2	Hotel price index US\$	51	122.3
Extent of market dominance	39	4.1	Purchasing power parity PPP \$	113	0.7
Time to start a business days	77	13.0	Fuel price levels US\$ cents/litre	103	155.0
Cost to start a business % GNI per capita	58	5.0	<b>Environmental sustainability</b>	31	4.6
Effect of taxation on incentives to work	101	3.5	Stringency of environmental regulations	35	4.8
Effect of taxation on incentives to invest	80	3.4	Enforcement of environmental regulations	32	4.7
Total tax rate % profits	105	49.0	Sustainability of travel and tourism industry development	36	4.8
<b>Safety and security</b>	18	6.2	Particulate matter (2.5) concentration µg/m3	54	6.6
Business costs of crime and violence	26	5.4	Environmental treaty ratification 0–27 (best)	7	29
Reliability of police services	16	6.2	Baseline water stress 5–0 (best)	107	3.8
Business costs of terrorism	60	5.4	Threatened species % total species	98	7.6
Index of terrorism incidence	70	6.9	Forest cover change % change	82	0.1
Homicide rate /100,000 pop.	12	0.7	Wastewater treatment %	8	94.5
<b>Health and hygiene</b>	24	6.3	Costal shelf fishing pressure tonnes/km2	73	0.3
Physician density /1,000 pop	2	4.9	<b>Air transport infrastructure</b>	9	5.0
Access to improved sanitation % pop.	14	99.9	Quality of air transport infrastructure	14	5.8
Access to improved drinking water % pop.	1	100.0	Available seat kilometres, domestic millions	12	514.6
Hospital beds /10,000 pop.	56	31.0	Available seat kilometres, international millions	8	3244.0
HIV prevalence % adult pop.	76	0.4	Aircraft departures /1,000 pop.	33	11.6
Malaria incidence cases/100,000 pop.	1	M.F.	Airport density airports/million pop.	59	1.1
<b>Human resources and labour market</b>	34	4.9	Number of operating airlines Number	7	141.0
Primary education enrollment rate net %	11	99.4	<b>Ground and port infrastructure</b>	15	5.2
Secondary education enrollment rate gross %	7	129.8	Quality of roads	17	5.5
Extent of staff training	91	3.7	Road density % total territorial area	27	-
Degree of customer orientation	47	4.9	Paved road density % total territorial area	20	-
Hiring and firing practices	107	3.3	Quality of railroad infrastructure	8	5.6
Ease of finding skilled employees	39	4.6	Railroad density km of roads/land area	26	3.3
Ease of hiring foreign labour	43	4.3	Quality of port infrastructure	16	5.5
Pay and productivity	100	3.6	Ground transport efficiency	13	5.3
Female participation in the labor force ratio to men	52	0.86	<b>Tourist service infrastructure</b>	2	6.7
<b>ICT readiness</b>	29	5.5	Hotel rooms number/100 pop.	9	2.0
ICT use for biz-to-biz transactions	46	5.0	Quality of tourism infrastructure	4	6.1
Internet use for biz-to-consumer transactions	44	5.0	Presence of major car rental companies	1	7
Internet users % pop.	29	78.7	Automated teller machines number/thousand adult pop.	12	119.6
Fixed-broadband Internet subscriptions /100 pop.	24	28.7	<b>Natural resources</b>	9	4.9
Mobile-cellular telephone subscriptions /100 pop.	84	108.2	Number of World Heritage natural sites number of sites	11	4
Mobile-broadband subscriptions /100 pop.	27	82.7	Total known species number of species	68	540
Mobile network coverage % pop.	46	99.8	Total protected areas % total territorial area	29	28.0
Quality of electricity supply	25	6.2	Natural tourism digital demand 0–100 (best)	9	67
<b>Prioritization of Travel &amp; Tourism</b>	5	5.9	Attractiveness of natural assets	23	6.0
Government prioritization of travel and tourism industry	12	6.1	<b>Cultural resources and business travel</b>	2	6.8
T&T government expenditure % government budget	23	6.5	Number of World Heritage cultural sites number of sites	2	41
Effectiveness of marketing and branding to attract tourists	11	5.6	Oral and intangible cultural heritage number of expressions	4	16
Comprehensiveness of annual T&T data 0–120 (best)	2	113	Sports stadiums number of large stadiums	14	36.0
Timeliness of providing monthly/quarterly T&T data 0–21 (best)	6	21.5	Number of international association meetings 3-year average	4	571.7
Country brand strategy rating 1–10 (best)	13	87.0	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/tcr>

# Sri Lanka

64th / 136

Travel & Tourism Competitiveness Index 2017 edition



## Key Indicators

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

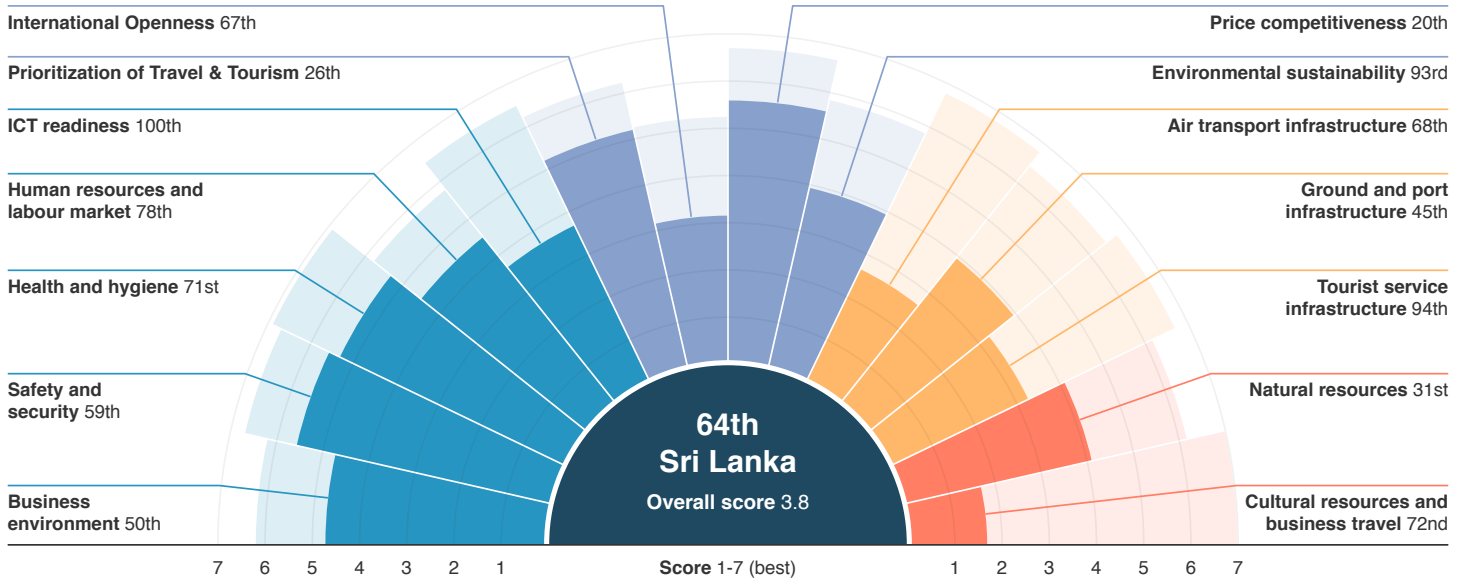
<b>International tourist arrivals</b>	1,798,380	<b>T&amp;T industry GDP</b>	US \$3,546.9 million
<b>International tourism inbound receipts</b>	US \$2,980.7 million	% of total	4.6%
<b>Average receipts per arrival</b>	US \$1,657.4	<b>T&amp;T industry employment</b>	344,852 jobs
		% of total	4.2%

## Performance Overview

Key Score Highest score

Pillar Rank/136

Pillar Rank/136



## Past performance

Travel & Tourism Competitiveness Edition	2015	2017
<b>Rank</b>	63 / 141	64 / 136
<b>Score</b>	3.8	3.8

## Sri Lanka

64th / 136



## Travel &amp; Tourism Competitiveness Index 2017 edition

Index Component	Rank/136	Score*	Index Component	Rank/136	Score*
<b>Business environment</b>	50	4.7	<b>International Openness</b>	67	3.1
Property rights	61	4.4	Visa requirements 0–100 (best)	16	65.0
Business impact of rules on FDI	68	4.6	Openness of bilateral Air Service Agreements 0–38 (best)	99	8.4
Efficiency of legal framework in settling disputes	42	4.2	Number of regional trade agreements in force number	78	6.0
Efficiency of legal framework in challenging regs	48	3.8	<b>Price competitiveness</b>	20	5.6
Time required to deal with construction permits days	49	115	Ticket taxes and airport charges 0–100 (best)	45	80.7
Cost to deal with construction permits % construction cost	14	0.4	Hotel price index US\$	40	108.4
Extent of market dominance	56	3.8	Purchasing power parity PPP \$	22	0.3
Time to start a business days	53	9.0	Fuel price levels US\$ cents/litre	30	90.0
Cost to start a business % GNI per capita	83	12.2	<b>Environmental sustainability</b>	93	3.9
Effect of taxation on incentives to work	46	4.2	Stringency of environmental regulations	44	4.5
Effect of taxation on incentives to invest	41	4.0	Enforcement of environmental regulations	42	4.4
Total tax rate % profits	117	55.2	Sustainability of travel and tourism industry development	42	4.7
<b>Safety and security</b>	59	5.5	Particulate matter (2.5) concentration µg/m3	97	10.9
Business costs of crime and violence	52	5.0	Environmental treaty ratification 0–27 (best)	79	20
Reliability of police services	78	4.2	Baseline water stress 5–0 (best)	85	2.7
Business costs of terrorism	49	5.5	Threatened species % total species	131	16.9
Index of terrorism incidence	99	6.3	Forest cover change % change	36	0.0
Homicide rate /100,000 pop.	64	2.9	Wastewater treatment %	111	0.0
<b>Health and hygiene</b>	71	5.3	Costal shelf fishing pressure tonnes/km2	6	0.0
Physician density /1,000 pop	95	0.7	<b>Air transport infrastructure</b>	68	2.6
Access to improved sanitation % pop.	53	95.1	Quality of air transport infrastructure	58	4.6
Access to improved drinking water % pop.	75	95.6	Available seat kilometres, domestic millions	96	0.2
Hospital beds /10,000 pop.	45	36.0	Available seat kilometres, international millions	53	318.4
HIV prevalence % adult pop.	1	0.1	Aircraft departures /1,000 pop.	91	1.5
Malaria incidence cases/100,000 pop.	1	0.0	Airport density airports/million pop.	24	2.9
<b>Human resources and labour market</b>	78	4.5	Number of operating airlines Number	80	28.0
Primary education enrollment rate net %	40	97.2	<b>Ground and port infrastructure</b>	45	3.9
Secondary education enrollment rate gross %	51	99.7	Quality of roads	42	4.7
Extent of staff training	51	4.2	Road density % total territorial area	14	-
Degree of customer orientation	38	5.1	Paved road density % total territorial area	53	-
Hiring and firing practices	97	3.4	Quality of railroad infrastructure	40	3.6
Ease of finding skilled employees	50	4.5	Railroad density km of roads/land area	37	2.2
Ease of hiring foreign labour	125	3.1	Quality of port infrastructure	60	4.3
Pay and productivity	47	4.3	Ground transport efficiency	76	3.3
Female participation in the labor force ratio to men	124	0.41	<b>Tourist service infrastructure</b>	94	3.2
<b>ICT readiness</b>	100	3.7	Hotel rooms number/100 pop.	106	0.1
ICT use for biz-to-biz transactions	56	4.9	Quality of tourism infrastructure	35	5.3
Internet use for biz-to-consumer transactions	57	4.7	Presence of major car rental companies	85	4
Internet users % pop.	97	30.0	Automated teller machines number/thousand adult pop.	102	17.1
Fixed-broadband Internet subscriptions /100 pop.	96	2.9	<b>Natural resources</b>	31	4.1
Mobile-cellular telephone subscriptions /100 pop.	81	110.6	Number of World Heritage natural sites number of sites	30	2
Mobile-broadband subscriptions /100 pop.	123	13.0	Total known species number of species	63	598
Mobile network coverage % pop.	86	99.0	Total protected areas % total territorial area	39	23.2
Quality of electricity supply	82	4.4	Natural tourism digital demand 0–100 (best)	15	53
<b>Prioritization of Travel &amp; Tourism</b>	26	5.2	Attractiveness of natural assets	38	5.7
Government prioritization of travel and tourism industry	25	5.7	<b>Cultural resources and business travel</b>	72	1.6
T&T government expenditure % government budget	41	4.5	Number of World Heritage cultural sites number of sites	36	6
Effectiveness of marketing and branding to attract tourists	45	4.8	Oral and intangible cultural heritage number of expressions	93	0
Comprehensiveness of annual T&T data 0–120 (best)	43	77	Sports stadiums number of large stadiums	55	6.0
Timeliness of providing monthly/quarterly T&T data 0–21 (best)	3	22.0	Number of international association meetings 3-year average	69	22.3
Country brand strategy rating 1–10 (best)	43	79.5	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/tcr>

# Sweden

20th / 136

Travel & Tourism Competitiveness Index 2017 edition



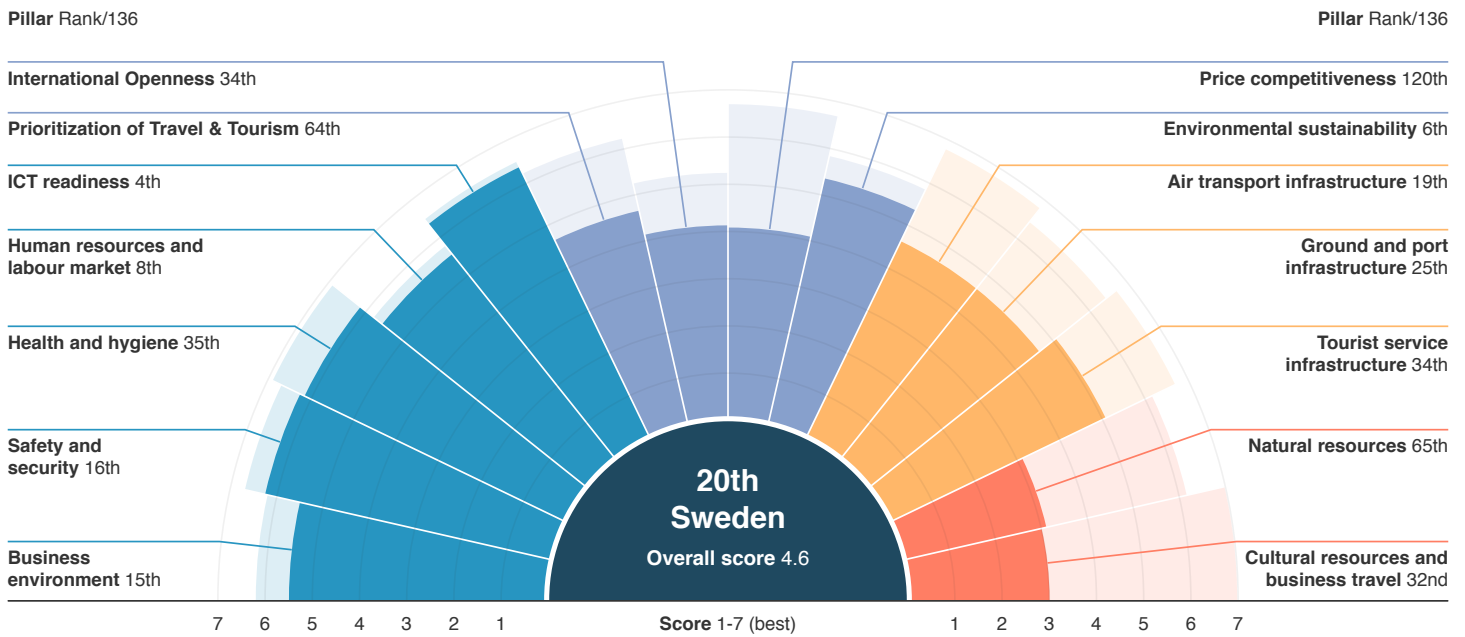
## Key Indicators

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

<b>International tourist arrivals</b>	10,522,000	<b>T&amp;T industry GDP</b>	US \$12,147.0 million
<b>International tourism inbound receipts</b>	US \$11,322.1 million	% of total	2.5%
<b>Average receipts per arrival</b>	US \$1,076.0	<b>T&amp;T industry employment</b>	179,767 jobs
		% of total	3.7%

## Performance Overview

Key Score Highest score



## 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*	Index Component	Rank/136	Score*
<b>Business environment</b>	15	5.5	<b>International Openness</b>	34	4.1
Property rights	3	6.3	Visa requirements 0–100 (best)	73	24.0
Business impact of rules on FDI	4	6.0	Openness of bilateral Air Service Agreements 0–38 (best)	65	10.9
Efficiency of legal framework in settling disputes	4	5.7	Number of regional trade agreements in force number	1	53.0
Efficiency of legal framework in challenging regs	13	5.2	<b>Price competitiveness</b>	120	4.0
Time required to deal with construction permits days	50	116	Ticket taxes and airport charges 0–100 (best)	21	90.7
Cost to deal with construction permits % construction cost	72	2.1	Hotel price index US\$	62	129.8
Extent of market dominance	19	4.7	Purchasing power parity PPP \$	132	1.1
Time to start a business days	40	7.0	Fuel price levels US\$ cents/litre	129	182.0
Cost to start a business % GNI per capita	11	0.5	<b>Environmental sustainability</b>	6	5.3
Effect of taxation on incentives to work	118	3.1	Stringency of environmental regulations	2	6.2
Effect of taxation on incentives to invest	74	3.6	Enforcement of environmental regulations	4	6.1
Total tax rate % profits	106	49.1	Sustainability of travel and tourism industry development	7	5.5
<b>Safety and security</b>	16	6.2	Particulate matter (2.5) concentration µg/m3	41	5.7
Business costs of crime and violence	12	5.8	Environmental treaty ratification 0–27 (best)	1	30
Reliability of police services	30	5.7	Baseline water stress 5–0 (best)	62	1.6
Business costs of terrorism	20	6.0	Threatened species % total species	6	3.0
Index of terrorism incidence	92	6.6	Forest cover change % change	111	0.1
Homicide rate /100,000 pop.	23	0.9	Wastewater treatment %	12	93.2
<b>Health and hygiene</b>	35	6.1	Costal shelf fishing pressure tonnes/km2	34	0.0
Physician density /1,000 pop	10	3.9	<b>Air transport infrastructure</b>	19	4.6
Access to improved sanitation % pop.	21	99.3	Quality of air transport infrastructure	22	5.7
Access to improved drinking water % pop.	1	100.0	Available seat kilometres, domestic millions	31	105.0
Hospital beds /10,000 pop.	61	27.0	Available seat kilometres, international millions	41	466.2
HIV prevalence % adult pop.	1	0.2	Aircraft departures /1,000 pop.	18	21.2
Malaria incidence cases/100,000 pop.	1	S.L.	Airport density airports/million pop.	13	4.6
<b>Human resources and labour market</b>	8	5.5	Number of operating airlines Number	22	82.0
Primary education enrollment rate net %	9	99.5	<b>Ground and port infrastructure</b>	25	4.6
Secondary education enrollment rate gross %	4	132.9	Quality of roads	21	5.3
Extent of staff training	4	5.5	Road density % total territorial area	28	-
Degree of customer orientation	2	6.0	Paved road density % total territorial area	48	-
Hiring and firing practices	106	3.3	Quality of railroad infrastructure	30	4.1
Ease of finding skilled employees	20	5.1	Railroad density km of roads/land area	38	2.2
Ease of hiring foreign labour	55	4.2	Quality of port infrastructure	13	5.6
Pay and productivity	31	4.6	Ground transport efficiency	16	5.0
Female participation in the labor force ratio to men	13	0.95	<b>Tourist service infrastructure</b>	34	5.0
<b>ICT readiness</b>	4	6.3	Hotel rooms number/100 pop.	22	1.2
ICT use for biz-to-biz transactions	4	6.0	Quality of tourism infrastructure	32	5.4
Internet use for biz-to-consumer transactions	3	6.2	Presence of major car rental companies	1	7
Internet users % pop.	12	90.6	Automated teller machines number/thousand adult pop.	80	40.2
Fixed-broadband Internet subscriptions /100 pop.	13	36.1	<b>Natural resources</b>	65	3.1
Mobile-cellular telephone subscriptions /100 pop.	42	130.4	Number of World Heritage natural sites number of sites	44	2
Mobile-broadband subscriptions /100 pop.	7	122.1	Total known species number of species	110	362
Mobile network coverage % pop.	30	100.0	Total protected areas % total territorial area	78	14.8
Quality of electricity supply	4	6.8	Natural tourism digital demand 0–100 (best)	49	21
<b>Prioritization of Travel &amp; Tourism</b>	64	4.6	Attractiveness of natural assets	45	5.5
Government prioritization of travel and tourism industry	75	4.7	<b>Cultural resources and business travel</b>	32	3.0
T&T government expenditure % government budget	95	2.2	Number of World Heritage cultural sites number of sites	15	14
Effectiveness of marketing and branding to attract tourists	64	4.4	Oral and intangible cultural heritage number of expressions	93	0
Comprehensiveness of annual T&T data 0–120 (best)	26	87	Sports stadiums number of large stadiums	43	10.0
Timeliness of providing monthly/quarterly T&T data 0–21 (best)	53	19.0	Number of international association meetings 3-year average	16	243.3
Country brand strategy rating 1–10 (best)	28	81.8	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/tcr>

# Switzerland

10th / 136

Travel & Tourism Competitiveness Index 2017 edition



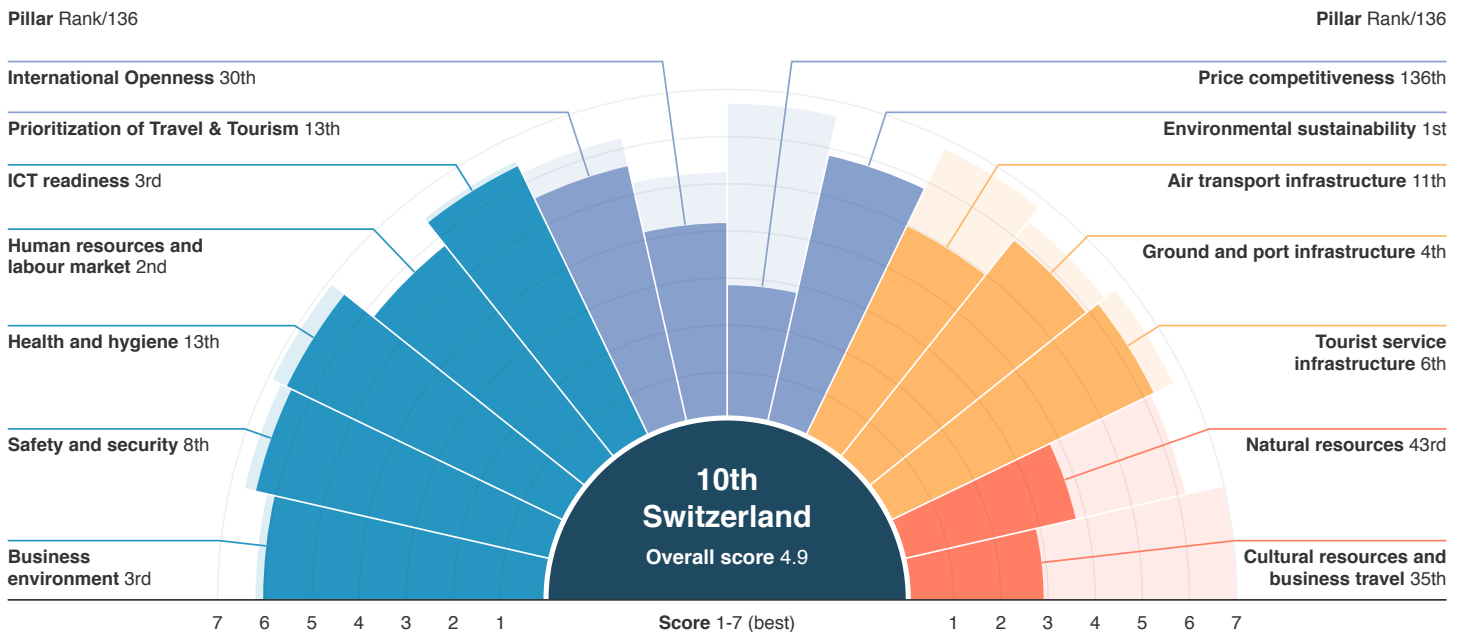
## Key Indicators

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

<b>International tourist arrivals</b>	9,304,633	<b>T&amp;T industry GDP</b>	US \$13,844.2 million
<b>International tourism inbound receipts</b>	US \$16,361.1 million	% of total	2.1%
<b>Average receipts per arrival</b>	US \$1,758.4	<b>T&amp;T industry employment</b>	141,798 jobs
		% of total	2.8%

## Performance Overview

Key Score Highest score



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
<b>Rank</b>	6 / 141	10 / 136
<b>Score</b>	5.0	4.9



# Switzerland

# 10th / 136



## Travel & Tourism Competitiveness Index 2017 edition

Index Component	Rank/136	Score*	Index Component	Rank/136	Score*
<b>Business environment</b>	<b>3</b>	<b>6.0</b>	<b>International Openness</b>	<b>30</b>	<b>4.1</b>
Property rights	1	6.5	Visa requirements 0–100 (best)	73	24.0
Business impact of rules on FDI	12	5.6	Openness of bilateral Air Service Agreements 0–38 (best)	53	11.6
Efficiency of legal framework in settling disputes	3	5.8	Number of regional trade agreements in force number	31	40.0
Efficiency of legal framework in challenging regs	1	5.8	<b>Price competitiveness</b>	<b>136</b>	<b>2.8</b>
Time required to deal with construction permits days	77	156	Ticket taxes and airport charges 0–100 (best)	76	70.9
Cost to deal with construction permits % construction cost	27	0.7	Hotel price index US\$	99	242.7
Extent of market dominance	2	5.8	Purchasing power parity PPP \$	136	1.3
Time to start a business days	60	10.0	Fuel price levels US\$ cents/litre	125	179.0
Cost to start a business % GNI per capita	45	2.3	<b>Environmental sustainability</b>	<b>1</b>	<b>5.8</b>
Effect of taxation on incentives to work	5	5.4	Stringency of environmental regulations	1	6.2
Effect of taxation on incentives to invest	7	5.3	Enforcement of environmental regulations	2	6.2
Total tax rate % profits	31	28.8	Sustainability of travel and tourism industry development	11	5.4
<b>Safety and security</b>	<b>8</b>	<b>6.4</b>	Particulate matter (2.5) concentration µg/m3	100	11.3
Business costs of crime and violence	16	5.7	Environmental treaty ratification 0–27 (best)	20	26
Reliability of police services	3	6.6	Baseline water stress 5–0 (best)	55	1.1
Business costs of terrorism	26	5.9	Threatened species % total species	9	3.1
Index of terrorism incidence	42	7.0	Forest cover change % change	22	0.0
Homicide rate /100,000 pop.	6	0.5	Wastewater treatment %	6	95.2
<b>Health and hygiene</b>	<b>13</b>	<b>6.5</b>	Costal shelf fishing pressure tonnes/km2	n/a	n/a
Physician density /1,000 pop	9	4.0	<b>Air transport infrastructure</b>	<b>11</b>	<b>4.9</b>
Access to improved sanitation % pop.	14	99.9	Quality of air transport infrastructure	8	6.1
Access to improved drinking water % pop.	1	100.0	Available seat kilometres, domestic millions	56	5.6
Hospital beds /10,000 pop.	31	50.0	Available seat kilometres, international millions	27	999.3
HIV prevalence % adult pop.	76	0.4	Aircraft departures /1,000 pop.	14	30.0
Malaria incidence cases/100,000 pop.	1	S.L.	Airport density airports/million pop.	69	1.0
<b>Human resources and labour market</b>	<b>2</b>	<b>5.7</b>	Number of operating airlines Number	14	102.0
Primary education enrollment rate net %	78	93.8	<b>Ground and port infrastructure</b>	<b>4</b>	<b>5.9</b>
Secondary education enrollment rate gross %	50	99.8	Quality of roads	7	6.0
Extent of staff training	1	5.7	Road density % total territorial area	15	-
Degree of customer orientation	3	6.0	Paved road density % total territorial area	12	-
Hiring and firing practices	1	5.8	Quality of railroad infrastructure	2	6.6
Ease of finding skilled employees	7	5.4	Railroad density km of roads/land area	5	8.7
Ease of hiring foreign labour	61	4.1	Quality of port infrastructure	55	4.4
Pay and productivity	1	5.6	Ground transport efficiency	2	6.4
Female participation in the labor force ratio to men	33	0.89	<b>Tourist service infrastructure</b>	<b>6</b>	<b>6.2</b>
<b>ICT readiness</b>	<b>3</b>	<b>6.4</b>	Hotel rooms number/100 pop.	14	1.7
ICT use for biz-to-biz transactions	2	6.1	Quality of tourism infrastructure	18	5.7
Internet use for biz-to-consumer transactions	12	5.8	Presence of major car rental companies	1	7
Internet users % pop.	18	87.5	Automated teller machines number/thousand adult pop.	19	97.5
Fixed-broadband Internet subscriptions /100 pop.	1	45.1	<b>Natural resources</b>	<b>43</b>	<b>3.7</b>
Mobile-cellular telephone subscriptions /100 pop.	34	136.5	Number of World Heritage natural sites number of sites	19	3
Mobile-broadband subscriptions /100 pop.	17	102.0	Total known species number of species	104	390
Mobile network coverage % pop.	1	100.0	Total protected areas % total territorial area	96	9.9
Quality of electricity supply	1	6.9	Natural tourism digital demand 0–100 (best)	30	38
<b>Prioritization of Travel &amp; Tourism</b>	<b>13</b>	<b>5.6</b>	Attractiveness of natural assets	9	6.3
Government prioritization of travel and tourism industry	32	5.5	<b>Cultural resources and business travel</b>	<b>35</b>	<b>2.9</b>
T&T government expenditure % government budget	20	7.3	Number of World Heritage cultural sites number of sites	22	9
Effectiveness of marketing and branding to attract tourists	29	5.1	Oral and intangible cultural heritage number of expressions	71	1
Comprehensiveness of annual T&T data 0–120 (best)	32	81	Sports stadiums number of large stadiums	55	6.0
Timeliness of providing monthly/quarterly T&T data 0–21 (best)	28	20.0	Number of international association meetings 3-year average	19	221.3
Country brand strategy rating 1–10 (best)	23	83.2	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/tcr>

# Taiwan, China

30th / 136

Travel & Tourism Competitiveness Index 2017 edition



## Key Indicators

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

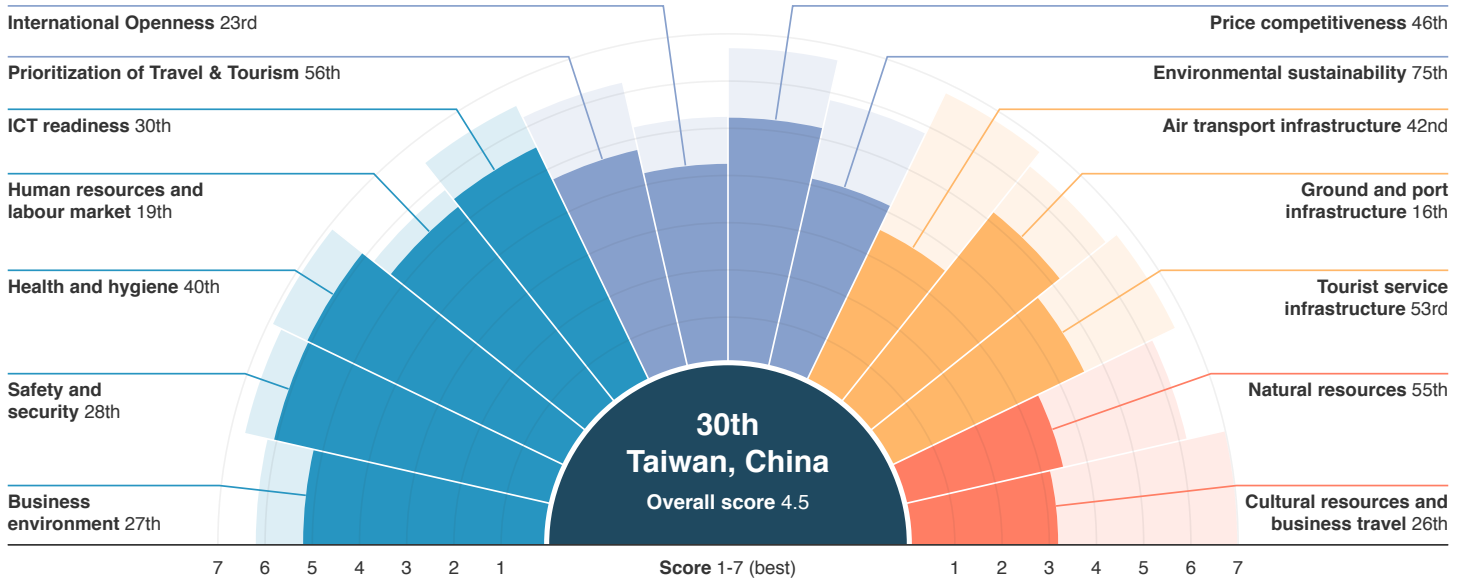
International tourist arrivals	10,439,785	T&T industry GDP	US \$9,501.3 million
International tourism inbound receipts	US \$14,387.0 million	% of total	1.8%
Average receipts per arrival	US \$1,378.1	T&T industry employment	259,005 jobs
		% of total	2.3%

## Performance Overview

Key Score Highest score

Pillar Rank/136

Pillar Rank/136



## 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



Index Component	Rank/136	Score*	Index Component	Rank/136	Score*
<b>Business environment</b>	27	5.2	<b>International Openness</b>	23	4.2
Property rights	24	5.6	Visa requirements 0–100 (best)	37	49.0
Business impact of rules on FDI	87	4.4	Openness of bilateral Air Service Agreements 0–38 (best)	3	27.5
Efficiency of legal framework in settling disputes	63	3.7	Number of regional trade agreements in force number	58	12.0
Efficiency of legal framework in challenging regs	59	3.6	<b>Price competitiveness</b>	46	5.2
Time required to deal with construction permits days	25	93	Ticket taxes and airport charges 0–100 (best)	34	85.3
Cost to deal with construction permits % construction cost	14	0.4	Hotel price index US\$	89	176.6
Extent of market dominance	5	5.2	Purchasing power parity PPP \$	73	0.5
Time to start a business days	60	10.0	Fuel price levels US\$ cents/litre	19	71.8
Cost to start a business % GNI per capita	42	2.1	<b>Environmental sustainability</b>	75	4.1
Effect of taxation on incentives to work	17	4.7	Stringency of environmental regulations	38	4.7
Effect of taxation on incentives to invest	30	4.2	Enforcement of environmental regulations	46	4.3
Total tax rate % profits	57	34.5	Sustainability of travel and tourism industry development	47	4.7
<b>Safety and security</b>	28	6.0	Particulate matter (2.5) concentration µg/m3	123	14.0
Business costs of crime and violence	24	5.5	Environmental treaty ratification 0–27 (best)	n/a	n/a
Reliability of police services	37	5.5	Baseline water stress 5–0 (best)	72	2.0
Business costs of terrorism	42	5.7	Threatened species % total species	107	8.8
Index of terrorism incidence	42	7.0	Forest cover change % change	18	0.0
Homicide rate /100,000 pop.	66	3.0	Wastewater treatment %	72	7.1
<b>Health and hygiene</b>	40	6.1	Costal shelf fishing pressure tonnes/km2	46	0.1
Physician density /1,000 pop	65	1.9	<b>Air transport infrastructure</b>	42	3.5
Access to improved sanitation % pop.	1	100.0	Quality of air transport infrastructure	33	5.3
Access to improved drinking water % pop.	38	99.8	Available seat kilometres, domestic millions	49	11.0
Hospital beds /10,000 pop.	24	56.8	Available seat kilometres, international millions	23	1253.6
HIV prevalence % adult pop.	59	0.2	Aircraft departures /1,000 pop.	37	9.7
Malaria incidence cases/100,000 pop.	1	M.F.	Airport density airports/million pop.	109	0.5
<b>Human resources and labour market</b>	19	5.3	Number of operating airlines Number	38	58.0
Primary education enrollment rate net %	8	99.5	<b>Ground and port infrastructure</b>	16	5.2
Secondary education enrollment rate gross %	42	101.2	Quality of roads	11	5.7
Extent of staff training	22	4.8	Road density % total territorial area	31	-
Degree of customer orientation	4	5.9	Paved road density % total territorial area	21	-
Hiring and firing practices	11	4.8	Quality of railroad infrastructure	10	5.4
Ease of finding skilled employees	24	5.0	Railroad density km of roads/land area	19	4.6
Ease of hiring foreign labour	112	3.5	Quality of port infrastructure	20	5.3
Pay and productivity	17	4.8	Ground transport efficiency	10	5.4
Female participation in the labor force ratio to men	85	0.75	<b>Tourist service infrastructure</b>	53	4.5
<b>ICT readiness</b>	30	5.5	Hotel rooms number/100 pop.	50	0.7
ICT use for biz-to-biz transactions	24	5.6	Quality of tourism infrastructure	46	5.1
Internet use for biz-to-consumer transactions	42	5.0	Presence of major car rental companies	113	2
Internet users % pop.	30	78.0	Automated teller machines number/thousand adult pop.	7	143.0
Fixed-broadband Internet subscriptions /100 pop.	38	24.3	<b>Natural resources</b>	55	3.4
Mobile-cellular telephone subscriptions /100 pop.	51	127.3	Number of World Heritage natural sites number of sites	n/a	n/a
Mobile-broadband subscriptions /100 pop.	31	80.2	Total known species number of species	70	513
Mobile network coverage % pop.	1	100.0	Total protected areas % total territorial area	20	31.3
Quality of electricity supply	35	6.0	Natural tourism digital demand 0–100 (best)	63	13
<b>Prioritization of Travel &amp; Tourism</b>	56	4.7	Attractiveness of natural assets	87	4.8
Government prioritization of travel and tourism industry	38	5.4	<b>Cultural resources and business travel</b>	26	3.2
T&T government expenditure % government budget	110	1.7	Number of World Heritage cultural sites number of sites	n/a	n/a
Effectiveness of marketing and branding to attract tourists	23	5.3	Oral and intangible cultural heritage number of expressions	n/a	n/a
Comprehensiveness of annual T&T data 0–120 (best)	31	82	Sports stadiums number of large stadiums	38	11.0
Timeliness of providing monthly/quarterly T&T data 0–21 (best)	28	20.0	Number of international association meetings 3-year average	31	140.0
Country brand strategy rating 1–10 (best)	96	69.0	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/tcr>

# Tajikistan

107th / 136

Travel & Tourism Competitiveness Index 2017 edition



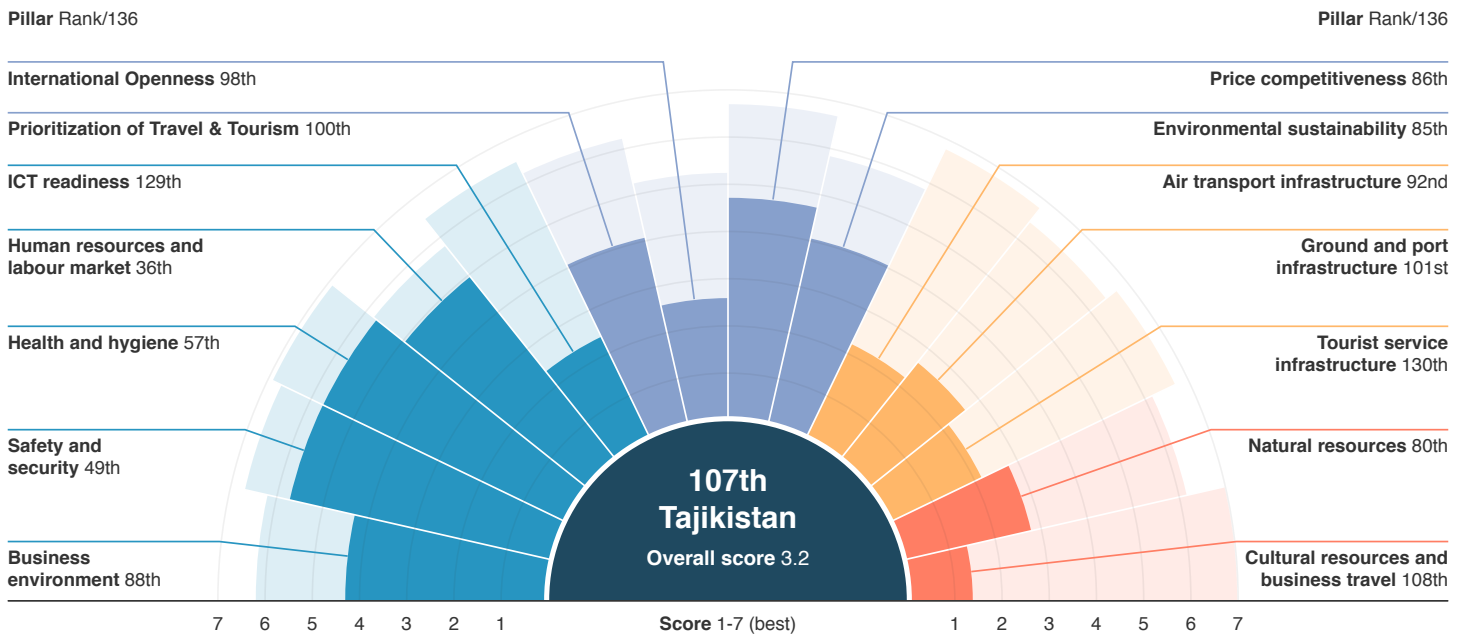
## Key Indicators

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

International tourist arrivals	413,834	T&T industry GDP	US \$0.0 million
International tourism inbound receipts	US \$1.0 million	% of total	0.0%
Average receipts per arrival	US \$2.4	T&T industry employment	0 jobs
		% of total	0.0%

## Performance Overview

Key Score Highest score



## Past performance

Travel & Tourism Competitiveness Edition	2015	2017
Rank	119 / 141	107 / 136
Score	3.0	3.2

## Tajikistan

107th / 136



## Travel &amp; Tourism Competitiveness Index 2017 edition

Index Component	Rank/136	Score*	Index Component	Rank/136	Score*
<b>Business environment</b>	88	4.3	<b>International Openness</b>	98	2.6
Property rights	54	4.5	Visa requirements 0–100 (best)	28	55.0
Business impact of rules on FDI	109	3.9	Openness of bilateral Air Service Agreements 0–38 (best)	130	4.0
Efficiency of legal framework in settling disputes	36	4.5	Number of regional trade agreements in force number	91	4.0
Efficiency of legal framework in challenging regs	40	4.0	<b>Price competitiveness</b>	86	4.7
Time required to deal with construction permits days	117	242	Ticket taxes and airport charges 0–100 (best)	123	44.2
Cost to deal with construction permits % construction cost	72	2.1	Hotel price index US\$	n/a	n/a
Extent of market dominance	46	3.9	Purchasing power parity PPP \$	17	0.3
Time to start a business days	100	22.0	Fuel price levels US\$ cents/litre	74	118.0
Cost to start a business % GNI per capita	99	16.8	<b>Environmental sustainability</b>	85	4.0
Effect of taxation on incentives to work	38	4.3	Stringency of environmental regulations	54	4.3
Effect of taxation on incentives to invest	77	3.5	Enforcement of environmental regulations	41	4.4
Total tax rate % profits	129	65.2	Sustainability of travel and tourism industry development	48	4.6
<b>Safety and security</b>	49	5.7	Particulate matter (2.5) concentration µg/m3	93	10.6
Business costs of crime and violence	57	4.9	Environmental treaty ratification 0–27 (best)	132	15
Reliability of police services	51	4.8	Baseline water stress 5–0 (best)	96	3.3
Business costs of terrorism	79	5.0	Threatened species % total species	64	5.8
Index of terrorism incidence	75	6.9	Forest cover change % change	7	0.0
Homicide rate /100,000 pop.	38	1.4	Wastewater treatment %	92	2.3
<b>Health and hygiene</b>	57	5.7	Costal shelf fishing pressure tonnes/km2	n/a	n/a
Physician density /1,000 pop	64	1.9	<b>Air transport infrastructure</b>	92	2.2
Access to improved sanitation % pop.	54	95.0	Quality of air transport infrastructure	71	4.3
Access to improved drinking water % pop.	123	73.8	Available seat kilometres, domestic millions	93	0.2
Hospital beds /10,000 pop.	25	55.0	Available seat kilometres, international millions	90	66.7
HIV prevalence % adult pop.	76	0.4	Aircraft departures /1,000 pop.	101	0.7
Malaria incidence cases/100,000 pop.	78	0.1	Airport density airports/million pop.	38	1.8
<b>Human resources and labour market</b>	36	4.9	Number of operating airlines Number	94	20.0
Primary education enrollment rate net %	39	97.3	<b>Ground and port infrastructure</b>	101	2.6
Secondary education enrollment rate gross %	82	87.9	Quality of roads	69	4.1
Extent of staff training	59	4.0	Road density % total territorial area	90	-
Degree of customer orientation	69	4.6	Paved road density % total territorial area	66	-
Hiring and firing practices	24	4.5	Quality of railroad infrastructure	n/a	n/a
Ease of finding skilled employees	86	3.9	Railroad density km of roads/land area	n/a	0.4
Ease of hiring foreign labour	35	4.4	Quality of port infrastructure	131	2.0
Pay and productivity	30	4.6	Ground transport efficiency	43	4.1
Female participation in the labor force ratio to men	78	0.77	<b>Tourist service infrastructure</b>	130	2.1
<b>ICT readiness</b>	129	2.3	Hotel rooms number/100 pop.	134	0.0
ICT use for biz-to-biz transactions	114	4.0	Quality of tourism infrastructure	91	4.3
Internet use for biz-to-consumer transactions	110	3.7	Presence of major car rental companies	129	1
Internet users % pop.	116	19.0	Automated teller machines number/thousand adult pop.	110	10.4
Fixed-broadband Internet subscriptions /100 pop.	129	0.1	<b>Natural resources</b>	80	2.7
Mobile-cellular telephone subscriptions /100 pop.	98	98.6	Number of World Heritage natural sites number of sites	46	1
Mobile-broadband subscriptions /100 pop.	124	12.1	Total known species number of species	100	398
Mobile network coverage % pop.	136	0.0	Total protected areas % total territorial area	48	21.9
Quality of electricity supply	98	3.7	Natural tourism digital demand 0–100 (best)	135	0
<b>Prioritization of Travel &amp; Tourism</b>	100	4.0	Attractiveness of natural assets	78	5.0
Government prioritization of travel and tourism industry	51	5.2	<b>Cultural resources and business travel</b>	108	1.3
T&T government expenditure % government budget	n/a	n/a	Number of World Heritage cultural sites number of sites	97	1
Effectiveness of marketing and branding to attract tourists	71	4.3	Oral and intangible cultural heritage number of expressions	43	3
Comprehensiveness of annual T&T data 0–120 (best)	70	65	Sports stadiums number of large stadiums	77	4.0
Timeliness of providing monthly/quarterly T&T data 0–21 (best)	109	9.0	Number of international association meetings 3-year average	135	0.0
Country brand strategy rating 1–10 (best)	135	29.0	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/tcr>

# Tanzania

91st / 136

Travel & Tourism Competitiveness Index 2017 edition



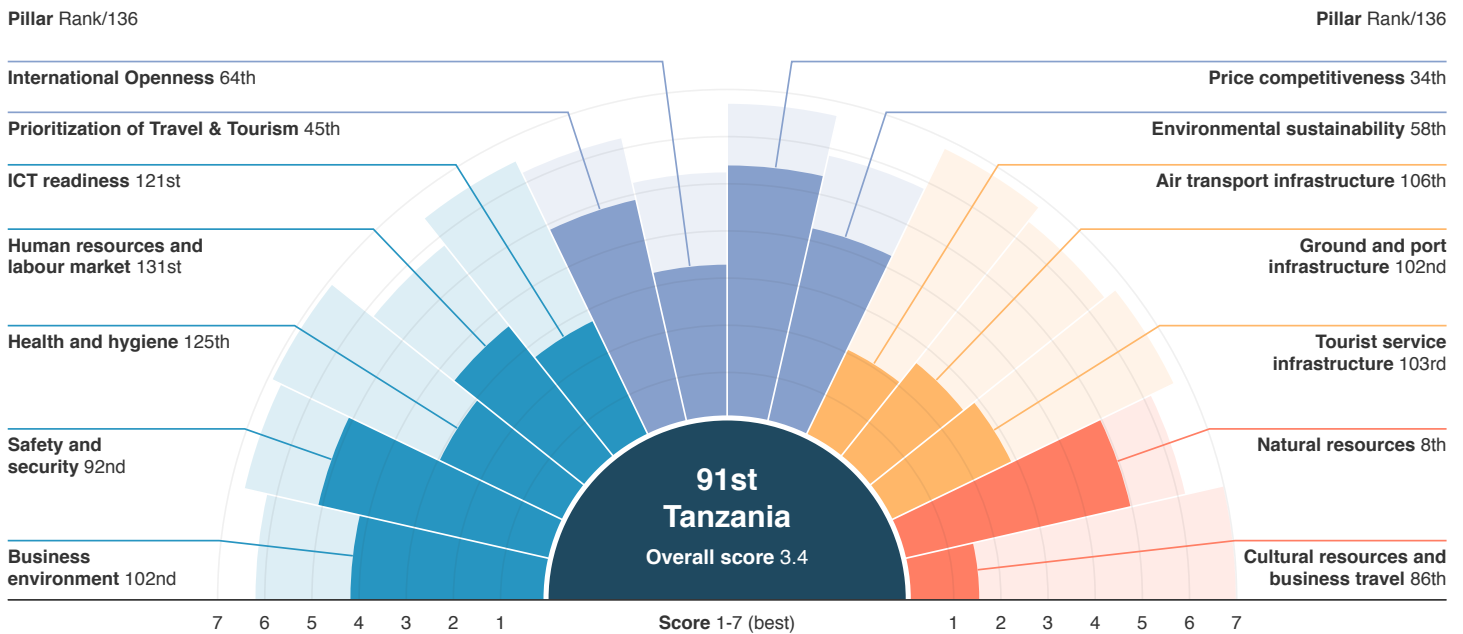
## Key Indicators

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

International tourist arrivals	1,104,000	T&T industry GDP	US \$1,906.1 million
International tourism inbound receipts	US \$2,230.6 million	% of total	4.1%
Average receipts per arrival	US \$2,020.5	T&T industry employment	386,427 jobs
		% of total	3.4%

## Performance Overview

Key Score Highest score



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*	Index Component	Rank/136	Score*
<b>Business environment</b>	102	4.1	<b>International Openness</b>	64	3.2
Property rights	100	3.9	Visa requirements 0–100 (best)	15	66.0
Business impact of rules on FDI	93	4.2	Openness of bilateral Air Service Agreements 0–38 (best)	55	11.4
Efficiency of legal framework in settling disputes	51	4.0	Number of regional trade agreements in force number	83	5.0
Efficiency of legal framework in challenging regs	54	3.7	<b>Price competitiveness</b>	34	5.4
Time required to deal with construction permits days	104	205	Ticket taxes and airport charges 0–100 (best)	5	95.3
Cost to deal with construction permits % construction cost	106	5.3	Hotel price index US\$	73	141.3
Extent of market dominance	89	3.4	Purchasing power parity PPP \$	18	0.3
Time to start a business days	110	26.0	Fuel price levels US\$ cents/litre	75	120.0
Cost to start a business % GNI per capita	108	21.5	<b>Environmental sustainability</b>	58	4.2
Effect of taxation on incentives to work	115	3.1	Stringency of environmental regulations	59	4.3
Effect of taxation on incentives to invest	100	3.2	Enforcement of environmental regulations	48	4.2
Total tax rate % profits	92	43.9	Sustainability of travel and tourism industry development	50	4.6
<b>Safety and security</b>	92	5.1	Particulate matter (2.5) concentration µg/m3	37	5.3
Business costs of crime and violence	86	4.2	Environmental treaty ratification 0–27 (best)	67	21
Reliability of police services	75	4.3	Baseline water stress 5–0 (best)	51	1.0
Business costs of terrorism	98	4.7	Threatened species % total species	111	9.0
Index of terrorism incidence	102	6.3	Forest cover change % change	80	0.1
Homicide rate /100,000 pop.	101	7.9	Wastewater treatment %	96	1.4
<b>Health and hygiene</b>	125	2.9	Costal shelf fishing pressure tonnes/km2	15	0.0
Physician density /1,000 pop	131	0.0	<b>Air transport infrastructure</b>	106	2.0
Access to improved sanitation % pop.	132	15.6	Quality of air transport infrastructure	121	3.2
Access to improved drinking water % pop.	131	55.6	Available seat kilometres, domestic millions	44	17.1
Hospital beds /10,000 pop.	116	7.0	Available seat kilometres, international millions	84	90.3
HIV prevalence % adult pop.	126	5.3	Aircraft departures /1,000 pop.	109	0.5
Malaria incidence cases/100,000 pop.	117	10999.1	Airport density airports/million pop.	57	1.1
<b>Human resources and labour market</b>	131	3.6	Number of operating airlines Number	61	35.0
Primary education enrollment rate net %	130	78.0	<b>Ground and port infrastructure</b>	102	2.6
Secondary education enrollment rate gross %	133	32.3	Quality of roads	89	3.4
Extent of staff training	106	3.5	Road density % total territorial area	116	-
Degree of customer orientation	105	4.1	Paved road density % total territorial area	128	-
Hiring and firing practices	69	3.7	Quality of railroad infrastructure	73	2.5
Ease of finding skilled employees	72	4.1	Railroad density km of roads/land area	69	0.5
Ease of hiring foreign labour	92	3.7	Quality of port infrastructure	97	3.4
Pay and productivity	107	3.5	Ground transport efficiency	92	3.0
Female participation in the labor force ratio to men	30	0.90	<b>Tourist service infrastructure</b>	103	2.9
<b>ICT readiness</b>	121	2.7	Hotel rooms number/100 pop.	119	0.1
ICT use for biz-to-biz transactions	100	4.3	Quality of tourism infrastructure	69	4.6
Internet use for biz-to-consumer transactions	107	3.8	Presence of major car rental companies	85	4
Internet users % pop.	131	5.4	Automated teller machines number/thousand adult pop.	121	5.7
Fixed-broadband Internet subscriptions /100 pop.	120	0.2	<b>Natural resources</b>	8	4.9
Mobile-cellular telephone subscriptions /100 pop.	122	75.9	Number of World Heritage natural sites number of sites	16	4
Mobile-broadband subscriptions /100 pop.	135	3.2	Total known species number of species	12	1636
Mobile network coverage % pop.	108	95.0	Total protected areas % total territorial area	17	32.0
Quality of electricity supply	112	2.9	Natural tourism digital demand 0–100 (best)	35	35
<b>Prioritization of Travel &amp; Tourism</b>	45	4.8	Attractiveness of natural assets	64	5.2
Government prioritization of travel and tourism industry	85	4.6	<b>Cultural resources and business travel</b>	86	1.5
T&T government expenditure % government budget	29	5.7	Number of World Heritage cultural sites number of sites	59	4
Effectiveness of marketing and branding to attract tourists	69	4.4	Oral and intangible cultural heritage number of expressions	93	0
Comprehensiveness of annual T&T data 0–120 (best)	121	36	Sports stadiums number of large stadiums	47	9.0
Timeliness of providing monthly/quarterly T&T data 0–21 (best)	53	19.0	Number of international association meetings 3-year average	74	12.7
Country brand strategy rating 1–10 (best)	8	89.0	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/tcr>

# Thailand

34th / 136

Travel & Tourism Competitiveness Index 2017 edition



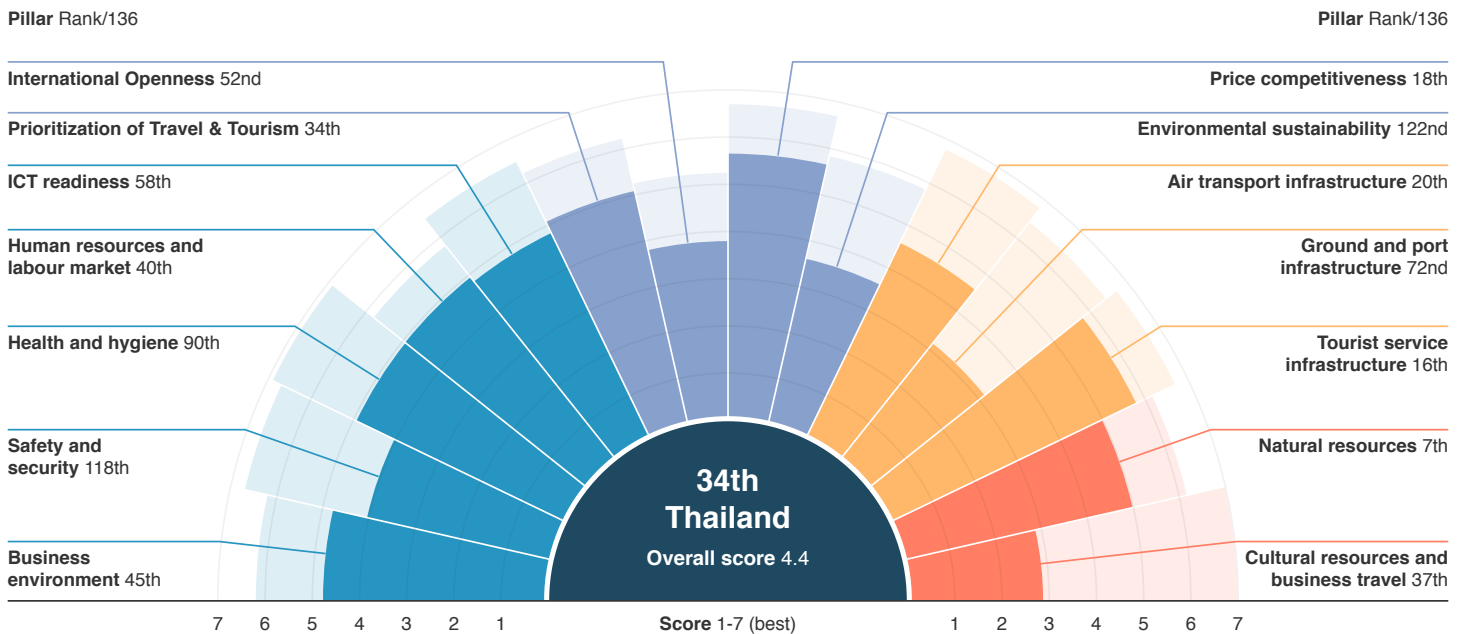
## Key Indicators

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

<b>International tourist arrivals</b>	29,923,185	<b>T&amp;T industry GDP</b>	US \$36,407.1 million
<b>International tourism inbound receipts</b>	US \$44,552.7 million	% of total	9.3%
<b>Average receipts per arrival</b>	US \$1,488.9	<b>T&amp;T industry employment</b>	2,402,320 jobs
		% of total	6.3%

## Performance Overview

Key Score Highest score



## Past performance

Travel & Tourism Competitiveness Edition	2015	2017
<b>Rank</b>	35 / 141	34 / 136
<b>Score</b>	4.3	4.4



# Thailand

# 34th /136



## Travel & Tourism Competitiveness Index 2017 edition

Index Component	Rank/136	Score*	Index Component	Rank/136	Score*
<b>Business environment</b>	45	4.7	<b>International Openness</b>	52	3.8
Property rights	91	4.0	Visa requirements 0–100 (best)	21	59.0
Business impact of rules on FDI	56	4.8	Openness of bilateral Air Service Agreements 0–38 (best)	82	9.8
Efficiency of legal framework in settling disputes	54	4.0	Number of regional trade agreements in force number	50	18.0
Efficiency of legal framework in challenging regs	61	3.6	<b>Price competitiveness</b>	18	5.6
Time required to deal with construction permits days	35	103	Ticket taxes and airport charges 0–100 (best)	37	83.8
Cost to deal with construction permits % construction cost	1	0.1	Hotel price index US\$	35	102.0
Extent of market dominance	102	3.3	Purchasing power parity PPP \$	28	0.4
Time to start a business days	109	25.5	Fuel price levels US\$ cents/litre	30	90.0
Cost to start a business % GNI per capita	67	6.6	<b>Environmental sustainability</b>	122	3.6
Effect of taxation on incentives to work	48	4.2	Stringency of environmental regulations	100	3.4
Effect of taxation on incentives to invest	43	4.0	Enforcement of environmental regulations	93	3.4
Total tax rate % profits	45	32.6	Sustainability of travel and tourism industry development	55	4.5
<b>Safety and security</b>	118	4.0	Particulate matter (2.5) concentration µg/m3	126	15.5
Business costs of crime and violence	98	4.0	Environmental treaty ratification 0–27 (best)	90	19
Reliability of police services	60	4.6	Baseline water stress 5–0 (best)	67	1.8
Business costs of terrorism	119	4.0	Threatened species % total species	104	8.3
Index of terrorism incidence	126	1.0	Forest cover change % change	79	0.1
Homicide rate /100,000 pop.	76	3.9	Wastewater treatment %	67	11.5
<b>Health and hygiene</b>	90	4.9	Costal shelf fishing pressure tonnes/km2	89	0.8
Physician density /1,000 pop	101	0.4	<b>Air transport infrastructure</b>	20	4.6
Access to improved sanitation % pop.	63	93.0	Quality of air transport infrastructure	42	5.0
Access to improved drinking water % pop.	62	97.8	Available seat kilometres, domestic millions	13	474.8
Hospital beds /10,000 pop.	73	21.0	Available seat kilometres, international millions	11	2425.8
HIV prevalence % adult pop.	106	1.1	Aircraft departures /1,000 pop.	50	5.6
Malaria incidence cases/100,000 pop.	102	187.5	Airport density airports/million pop.	67	1.0
<b>Human resources and labour market</b>	40	4.9	Number of operating airlines Number	10	122.0
Primary education enrollment rate net %	95	90.8	<b>Ground and port infrastructure</b>	72	3.1
Secondary education enrollment rate gross %	8	129.0	Quality of roads	59	4.2
Extent of staff training	53	4.1	Road density % total territorial area	61	-
Degree of customer orientation	26	5.4	Paved road density % total territorial area	45	-
Hiring and firing practices	28	4.4	Quality of railroad infrastructure	74	2.5
Ease of finding skilled employees	88	3.9	Railroad density km of roads/land area	52	1.0
Ease of hiring foreign labour	50	4.2	Quality of port infrastructure	65	4.2
Pay and productivity	52	4.3	Ground transport efficiency	93	3.0
Female participation in the labor force ratio to men	63	0.81	<b>Tourist service infrastructure</b>	16	5.8
<b>ICT readiness</b>	58	4.8	Hotel rooms number/100 pop.	39	1.0
ICT use for biz-to-biz transactions	41	5.1	Quality of tourism infrastructure	17	5.7
Internet use for biz-to-consumer transactions	34	5.2	Presence of major car rental companies	1	7
Internet users % pop.	93	39.3	Automated teller machines number/thousand adult pop.	16	111.9
Fixed-broadband Internet subscriptions /100 pop.	73	9.2	<b>Natural resources</b>	7	4.9
Mobile-cellular telephone subscriptions /100 pop.	19	152.7	Number of World Heritage natural sites number of sites	30	2
Mobile-broadband subscriptions /100 pop.	25	88.6	Total known species number of species	18	1378
Mobile network coverage % pop.	98	97.0	Total protected areas % total territorial area	57	18.8
Quality of electricity supply	60	5.1	Natural tourism digital demand 0–100 (best)	1	97
<b>Prioritization of Travel &amp; Tourism</b>	34	5.0	Attractiveness of natural assets	19	6.1
Government prioritization of travel and tourism industry	14	5.9	<b>Cultural resources and business travel</b>	37	2.8
T&T government expenditure % government budget	80	2.8	Number of World Heritage cultural sites number of sites	61	3
Effectiveness of marketing and branding to attract tourists	20	5.3	Oral and intangible cultural heritage number of expressions	93	0
Comprehensiveness of annual T&T data 0–120 (best)	41	78	Sports stadiums number of large stadiums	43	10.0
Timeliness of providing monthly/quarterly T&T data 0–21 (best)	9	21.0	Number of international association meetings 3-year average	28	149.0
Country brand strategy rating 1–10 (best)	68	74.7	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/tcr>

# Trinidad and Tobago

73rd / 136

Travel & Tourism Competitiveness Index 2017 edition



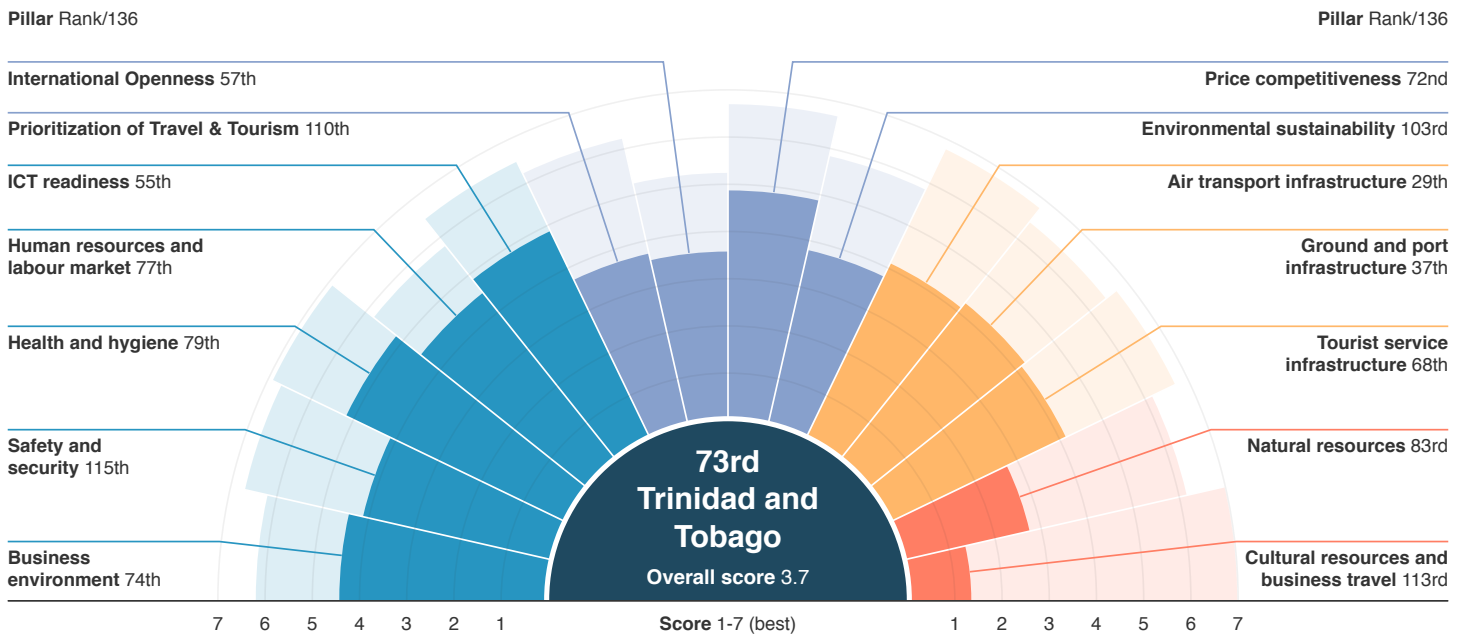
## Key Indicators

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

International tourist arrivals	439,749	T&T industry GDP	US \$842.8 million
International tourism inbound receipts	US \$471.6 million	% of total	3.2%
Average receipts per arrival	US \$1,072.4	T&T industry employment	29,391 jobs
		% of total	4.6%

## Performance Overview

Key Score Highest score



## 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

Index Component	Rank/136	Score*	Index Component	Rank/136	Score*
<b>Business environment</b>	74	4.4	<b>International Openness</b>	57	3.5
Property rights	85	4.1	Visa requirements 0–100 (best)	33	52.0
Business impact of rules on FDI	52	4.8	Openness of bilateral Air Service Agreements 0–38 (best)	13	21.6
Efficiency of legal framework in settling disputes	104	3.0	Number of regional trade agreements in force number	83	5.0
Efficiency of legal framework in challenging regs	94	3.0	<b>Price competitiveness</b>	72	4.8
Time required to deal with construction permits days	123	253	Ticket taxes and airport charges 0–100 (best)	126	35.1
Cost to deal with construction permits % construction cost	1	0.1	Hotel price index US\$	82	160.6
Extent of market dominance	116	3.1	Purchasing power parity PPP \$	85	0.5
Time to start a business days	66	10.5	Fuel price levels US\$ cents/litre	7	24.0
Cost to start a business % GNI per capita	13	0.6	<b>Environmental sustainability</b>	103	3.8
Effect of taxation on incentives to work	71	3.8	Stringency of environmental regulations	124	3.0
Effect of taxation on incentives to invest	33	4.1	Enforcement of environmental regulations	132	2.5
Total tax rate % profits	43	32.2	Sustainability of travel and tourism industry development	126	3.0
<b>Safety and security</b>	115	4.1	Particulate matter (2.5) concentration µg/m3	3	1.4
Business costs of crime and violence	130	2.5	Environmental treaty ratification 0–27 (best)	79	20
Reliability of police services	124	2.8	Baseline water stress 5–0 (best)	124	5.0
Business costs of terrorism	73	5.2	Threatened species % total species	3	2.9
Index of terrorism incidence	59	7.0	Forest cover change % change	57	0.0
Homicide rate /100,000 pop.	128	25.9	Wastewater treatment %	81	5.0
<b>Health and hygiene</b>	79	5.1	Costal shelf fishing pressure tonnes/km2	18	0.0
Physician density /1,000 pop	81	1.2	<b>Air transport infrastructure</b>	29	4.1
Access to improved sanitation % pop.	66	91.5	Quality of air transport infrastructure	75	4.3
Access to improved drinking water % pop.	77	95.1	Available seat kilometres, domestic millions	75	1.7
Hospital beds /10,000 pop.	61	27.0	Available seat kilometres, international millions	93	62.6
HIV prevalence % adult pop.	118	1.7	Aircraft departures /1,000 pop.	17	25.8
Malaria incidence cases/100,000 pop.	1	M.F.	Airport density airports/million pop.	3	17.4
<b>Human resources and labour market</b>	77	4.5	Number of operating airlines Number	117	13.0
Primary education enrollment rate net %	64	95.2	<b>Ground and port infrastructure</b>	37	4.2
Secondary education enrollment rate gross %	87	85.5	Quality of roads	62	4.1
Extent of staff training	52	4.1	Road density % total territorial area	20	-
Degree of customer orientation	134	3.3	Paved road density % total territorial area	30	-
Hiring and firing practices	70	3.7	Quality of railroad infrastructure	n/a	n/a
Ease of finding skilled employees	65	4.3	Railroad density km of roads/land area	n/a	n/a
Ease of hiring foreign labour	91	3.7	Quality of port infrastructure	81	3.8
Pay and productivity	71	3.9	Ground transport efficiency	62	3.7
Female participation in the labor force ratio to men	87	0.74	<b>Tourist service infrastructure</b>	68	4.1
<b>ICT readiness</b>	55	4.8	Hotel rooms number/100 pop.	60	0.6
ICT use for biz-to-biz transactions	92	4.4	Quality of tourism infrastructure	110	3.7
Internet use for biz-to-consumer transactions	96	4.0	Presence of major car rental companies	1	7
Internet users % pop.	50	69.2	Automated teller machines number/thousand adult pop.	77	40.8
Fixed-broadband Internet subscriptions /100 pop.	43	20.0	<b>Natural resources</b>	83	2.7
Mobile-cellular telephone subscriptions /100 pop.	16	157.7	Number of World Heritage natural sites number of sites	86	0
Mobile-broadband subscriptions /100 pop.	101	32.9	Total known species number of species	67	555
Mobile network coverage % pop.	1	100.0	Total protected areas % total territorial area	16	32.5
Quality of electricity supply	57	5.2	Natural tourism digital demand 0–100 (best)	80	9
<b>Prioritization of Travel &amp; Tourism</b>	110	3.7	Attractiveness of natural assets	123	3.6
Government prioritization of travel and tourism industry	113	3.6	<b>Cultural resources and business travel</b>	113	1.3
T&T government expenditure % government budget	102	2.1	Number of World Heritage cultural sites number of sites	126	0
Effectiveness of marketing and branding to attract tourists	120	3.1	Oral and intangible cultural heritage number of expressions	93	0
Comprehensiveness of annual T&T data 0–120 (best)	103	4.8	Sports stadiums number of large stadiums	77	4.0
Timeliness of providing monthly/quarterly T&T data 0–21 (best)	102	13.0	Number of international association meetings 3-year average	90	8.7
Country brand strategy rating 1–10 (best)	61	76.4	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/tcr>

# Tunisia

87th / 136

Travel & Tourism Competitiveness Index 2017 edition



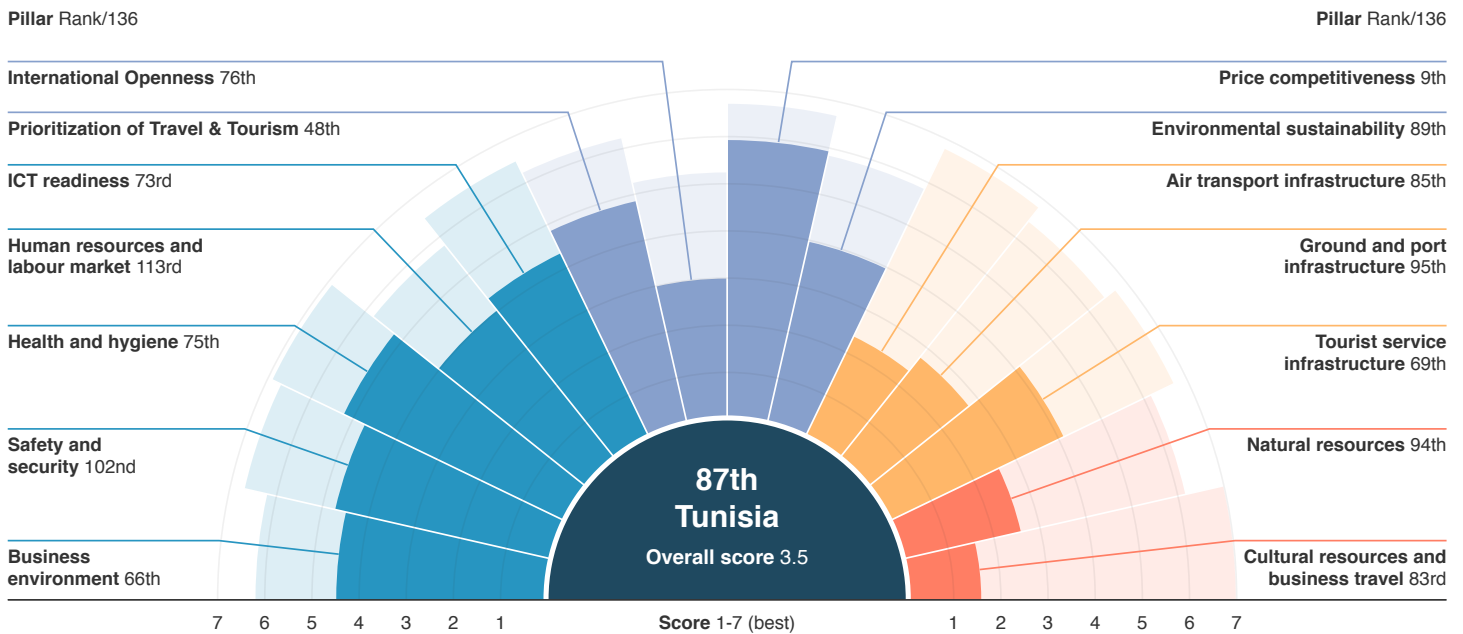
## Key Indicators

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

<b>International tourist arrivals</b>	5,359,309	<b>T&amp;T industry GDP</b>	US \$2,524.5 million
<b>International tourism inbound receipts</b>	US \$1,380.8 million	% of total	5.8%
<b>Average receipts per arrival</b>	US \$257.7	<b>T&amp;T industry employment</b>	185,290 jobs
		% of total	5.3%

## Performance Overview

Key Score Highest score



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
<b>Rank</b>	79 / 141	87 / 136
<b>Score</b>	3.5	3.5

## Tunisia

87th / 136



## Travel &amp; Tourism Competitiveness Index 2017 edition

Index Component	Rank/136	Score*	Index Component	Rank/136	Score*
<b>Business environment</b>	66	4.4	<b>International Openness</b>	76	3.0
Property rights	49	4.5	Visa requirements 0–100 (best)	37	49.0
Business impact of rules on FDI	90	4.3	Openness of bilateral Air Service Agreements 0–38 (best)	71	10.2
Efficiency of legal framework in settling disputes	62	3.7	Number of regional trade agreements in force number	71	7.0
Efficiency of legal framework in challenging regs	65	3.5	<b>Price competitiveness</b>	9	5.9
Time required to deal with construction permits days	25	93	Ticket taxes and airport charges 0–100 (best)	48	80.3
Cost to deal with construction permits % construction cost	78	2.5	Hotel price index US\$	9	78.9
Extent of market dominance	99	3.3	Purchasing power parity PPP \$	21	0.3
Time to start a business days	68	11.0	Fuel price levels US\$ cents/litre	17	68.0
Cost to start a business % GNI per capita	57	4.7	<b>Environmental sustainability</b>	89	3.9
Effect of taxation on incentives to work	82	3.8	Stringency of environmental regulations	103	3.4
Effect of taxation on incentives to invest	56	3.8	Enforcement of environmental regulations	112	3.1
Total tax rate % profits	122	60.2	Sustainability of travel and tourism industry development	99	3.9
<b>Safety and security</b>	102	4.7	Particulate matter (2.5) concentration µg/m3	54	6.6
Business costs of crime and violence	92	4.1	Environmental treaty ratification 0–27 (best)	67	21
Reliability of police services	73	4.3	Baseline water stress 5–0 (best)	99	3.5
Business costs of terrorism	125	3.2	Threatened species % total species	75	6.4
Index of terrorism incidence	112	5.3	Forest cover change % change	74	0.1
Homicide rate /100,000 pop.	67	3.1	Wastewater treatment %	47	44.1
<b>Health and hygiene</b>	75	5.2	Costal shelf fishing pressure tonnes/km2	65	0.2
Physician density /1,000 pop	77	1.2	<b>Air transport infrastructure</b>	85	2.3
Access to improved sanitation % pop.	65	91.6	Quality of air transport infrastructure	96	3.9
Access to improved drinking water % pop.	64	97.7	Available seat kilometres, domestic millions	76	1.6
Hospital beds /10,000 pop.	73	21.0	Available seat kilometres, international millions	75	123.0
HIV prevalence % adult pop.	1	0.1	Aircraft departures /1,000 pop.	69	3.2
Malaria incidence cases/100,000 pop.	1	S.L.	Airport density airports/million pop.	60	1.1
<b>Human resources and labour market</b>	113	4.0	Number of operating airlines Number	54	40.0
Primary education enrollment rate net %	21	98.6	<b>Ground and port infrastructure</b>	95	2.7
Secondary education enrollment rate gross %	81	88.2	Quality of roads	86	3.5
Extent of staff training	112	3.4	Road density % total territorial area	111	-
Degree of customer orientation	95	4.3	Paved road density % total territorial area	79	-
Hiring and firing practices	122	2.8	Quality of railroad infrastructure	61	2.8
Ease of finding skilled employees	75	4.1	Railroad density km of roads/land area	34	2.3
Ease of hiring foreign labour	135	2.4	Quality of port infrastructure	98	3.3
Pay and productivity	130	3.0	Ground transport efficiency	97	2.9
Female participation in the labor force ratio to men	125	0.36	<b>Tourist service infrastructure</b>	69	4.1
<b>ICT readiness</b>	73	4.3	Hotel rooms number/100 pop.	30	1.1
ICT use for biz-to-biz transactions	110	4.0	Quality of tourism infrastructure	80	4.5
Internet use for biz-to-consumer transactions	119	3.5	Presence of major car rental companies	72	5
Internet users % pop.	81	48.5	Automated teller machines number/thousand adult pop.	97	23.3
Fixed-broadband Internet subscriptions /100 pop.	87	4.3	<b>Natural resources</b>	94	2.5
Mobile-cellular telephone subscriptions /100 pop.	43	129.9	Number of World Heritage natural sites number of sites	46	1
Mobile-broadband subscriptions /100 pop.	55	62.6	Total known species number of species	94	407
Mobile network coverage % pop.	65	99.0	Total protected areas % total territorial area	114	5.4
Quality of electricity supply	59	5.1	Natural tourism digital demand 0–100 (best)	59	14
<b>Prioritization of Travel &amp; Tourism</b>	48	4.8	Attractiveness of natural assets	83	4.9
Government prioritization of travel and tourism industry	54	5.1	<b>Cultural resources and business travel</b>	83	1.5
T&T government expenditure % government budget	19	7.4	Number of World Heritage cultural sites number of sites	30	7
Effectiveness of marketing and branding to attract tourists	101	3.6	Oral and intangible cultural heritage number of expressions	93	0
Comprehensiveness of annual T&T data 0–120 (best)	81	60	Sports stadiums number of large stadiums	55	6.0
Timeliness of providing monthly/quarterly T&T data 0–21 (best)	9	21.0	Number of international association meetings 3-year average	73	17.0
Country brand strategy rating 1–10 (best)	120	57.7	Cultural and entertainment tourism digital demand 0–100 (best)	87	6

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# Turkey

44th / 136

Travel & Tourism Competitiveness Index 2017 edition



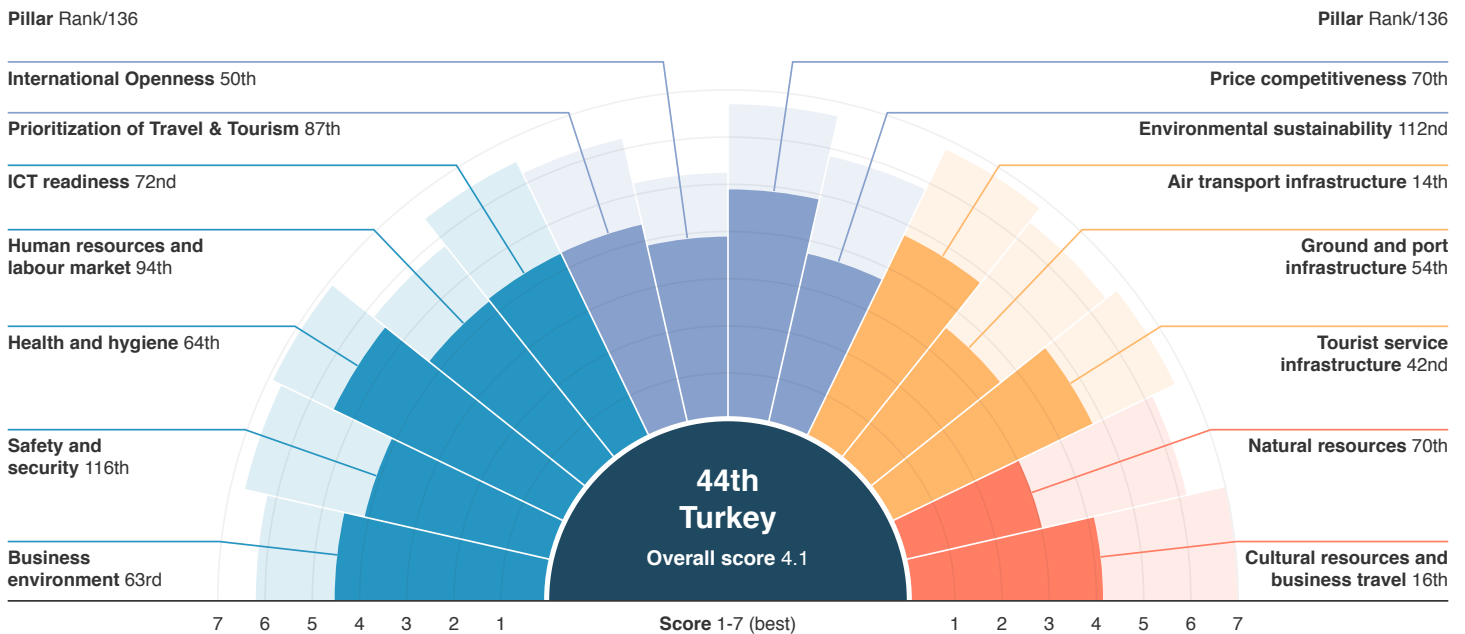
## Key Indicators

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

<b>International tourist arrivals</b>	39,478,000	<b>T&amp;T industry GDP</b>	US \$35,897.8 million
<b>International tourism inbound receipts</b>	US \$26,616.0 million	% of total	5.0%
<b>Average receipts per arrival</b>	US \$674.2	<b>T&amp;T industry employment</b>	599,870 jobs
		% of total	2.3%

## Performance Overview

Key Score Highest score



## 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

Index Component	Rank/136	Score*	Index Component	Rank/136	Score*
<b>Business environment</b>	63	4.5	<b>International Openness</b>	50	3.9
Property rights	62	4.4	Visa requirements 0–100 (best)	34	51.0
Business impact of rules on FDI	47	4.9	Openness of bilateral Air Service Agreements 0–38 (best)	58	11.3
Efficiency of legal framework in settling disputes	94	3.1	Number of regional trade agreements in force number	45	21.0
Efficiency of legal framework in challenging regs	116	2.7	<b>Price competitiveness</b>	70	4.9
Time required to deal with construction permits days	35	103	Ticket taxes and airport charges 0–100 (best)	28	86.6
Cost to deal with construction permits % construction cost	91	3.5	Hotel price index US\$	27	90.7
Extent of market dominance	54	3.8	Purchasing power parity PPP \$	72	0.5
Time to start a business days	37	6.5	Fuel price levels US\$ cents/litre	132	190.0
Cost to start a business % GNI per capita	98	16.4	<b>Environmental sustainability</b>	112	3.7
Effect of taxation on incentives to work	66	3.9	Stringency of environmental regulations	78	3.8
Effect of taxation on incentives to invest	71	3.6	Enforcement of environmental regulations	86	3.5
Total tax rate % profits	85	41.1	Sustainability of travel and tourism industry development	41	4.8
<b>Safety and security</b>	116	4.1	Particulate matter (2.5) concentration µg/m3	90	10.4
Business costs of crime and violence	75	4.5	Environmental treaty ratification 0–27 (best)	125	16
Reliability of police services	67	4.3	Baseline water stress 5–0 (best)	109	3.8
Business costs of terrorism	117	4.1	Threatened species % total species	105	8.7
Index of terrorism incidence	126	1.0	Forest cover change % change	41	0.0
Homicide rate /100,000 pop.	81	4.3	Wastewater treatment %	53	31.6
<b>Health and hygiene</b>	64	5.4	Costal shelf fishing pressure tonnes/km2	80	0.3
Physician density /1,000 pop	70	1.7	<b>Air transport infrastructure</b>	14	4.7
Access to improved sanitation % pop.	55	94.9	Quality of air transport infrastructure	29	5.4
Access to improved drinking water % pop.	1	100.0	Available seat kilometres, domestic millions	11	673.0
Hospital beds /10,000 pop.	67	25.0	Available seat kilometres, international millions	15	2051.6
HIV prevalence % adult pop.	1	<0.1	Aircraft departures /1,000 pop.	40	9.0
Malaria incidence cases/100,000 pop.	77	0.1	Airport density airports/million pop.	78	0.9
<b>Human resources and labour market</b>	94	4.3	Number of operating airlines Number	12	107.0
Primary education enrollment rate net %	85	92.9	<b>Ground and port infrastructure</b>	54	3.5
Secondary education enrollment rate gross %	46	100.3	Quality of roads	28	5.0
Extent of staff training	99	3.5	Road density % total territorial area	65	-
Degree of customer orientation	39	5.1	Paved road density % total territorial area	51	-
Hiring and firing practices	90	3.5	Quality of railroad infrastructure	51	3.0
Ease of finding skilled employees	90	3.9	Railroad density km of roads/land area	50	1.3
Ease of hiring foreign labour	85	3.8	Quality of port infrastructure	52	4.5
Pay and productivity	92	3.7	Ground transport efficiency	55	3.9
Female participation in the labor force ratio to men	123	0.44	<b>Tourist service infrastructure</b>	42	4.7
<b>ICT readiness</b>	72	4.3	Hotel rooms number/100 pop.	64	0.5
ICT use for biz-to-biz transactions	52	4.9	Quality of tourism infrastructure	20	5.6
Internet use for biz-to-consumer transactions	46	4.9	Presence of major car rental companies	51	6
Internet users % pop.	71	53.7	Automated teller machines number/thousand adult pop.	27	77.1
Fixed-broadband Internet subscriptions /100 pop.	61	12.4	<b>Natural resources</b>	70	3.0
Mobile-cellular telephone subscriptions /100 pop.	100	96.0	Number of World Heritage natural sites number of sites	46	1
Mobile-broadband subscriptions /100 pop.	73	50.9	Total known species number of species	65	577
Mobile network coverage % pop.	90	98.5	Total protected areas % total territorial area	135	0.2
Quality of electricity supply	83	4.4	Natural tourism digital demand 0–100 (best)	27	42
<b>Prioritization of Travel &amp; Tourism</b>	87	4.3	Attractiveness of natural assets	69	5.1
Government prioritization of travel and tourism industry	66	4.8	<b>Cultural resources and business travel</b>	16	4.1
T&T government expenditure % government budget	132	0.5	Number of World Heritage cultural sites number of sites	13	15
Effectiveness of marketing and branding to attract tourists	66	4.4	Oral and intangible cultural heritage number of expressions	5	15
Comprehensiveness of annual T&T data 0–120 (best)	5	105	Sports stadiums number of large stadiums	29	15.0
Timeliness of providing monthly/quarterly T&T data 0–21 (best)	17	20.5	Number of international association meetings 3-year average	18	224.7
Country brand strategy rating 1–10 (best)	115	60.9	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/tcr>

# Uganda

106th / 136

Travel & Tourism Competitiveness Index 2017 edition



## Key Indicators

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

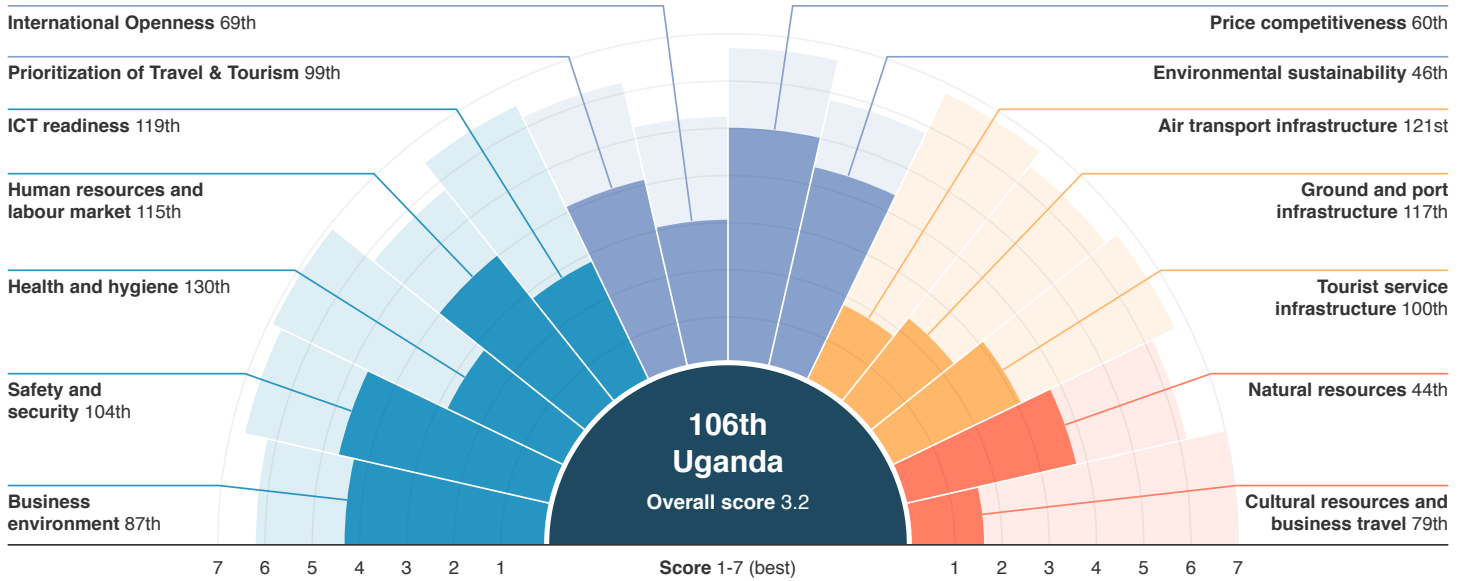
International tourist arrivals	1,303,000	T&T industry GDP	US \$920.0 million
International tourism inbound receipts	US \$1,149.0 million	% of total	3.7%
Average receipts per arrival	US \$881.8	T&T industry employment	464,305 jobs
		% of total	3.1%

## Performance Overview

Key Score Highest score

Pillar Rank/136

Pillar Rank/136



## Past performance

Travel & Tourism Competitiveness Edition	2015	2017
Rank	114 / 141	106 / 136
Score	3.1	3.2



## Uganda

106th / 136

## Travel &amp; Tourism Competitiveness Index 2017 edition



Index Component	Rank/136	Score*	Index Component	Rank/136	Score*
<b>Business environment</b>	87	4.3	<b>International Openness</b>	69	3.0
Property rights	72	4.2	Visa requirements 0–100 (best)	8	71.0
Business impact of rules on FDI	31	5.2	Openness of bilateral Air Service Agreements 0–38 (best)	103	7.8
Efficiency of legal framework in settling disputes	58	3.8	Number of regional trade agreements in force number	102	3.0
Efficiency of legal framework in challenging regs	69	3.5	<b>Price competitiveness</b>	60	5.0
Time required to deal with construction permits days	53	122	Ticket taxes and airport charges 0–100 (best)	101	59.5
Cost to deal with construction permits % construction cost	121	9.0	Hotel price index US\$	n/a	n/a
Extent of market dominance	115	3.1	Purchasing power parity PPP \$	41	0.4
Time to start a business days	110	26.0	Fuel price levels US\$ cents/litre	60	111.0
Cost to start a business % GNI per capita	118	37.1	<b>Environmental sustainability</b>	46	4.3
Effect of taxation on incentives to work	92	3.7	Stringency of environmental regulations	113	3.2
Effect of taxation on incentives to invest	112	3.0	Enforcement of environmental regulations	114	3.1
Total tax rate % profits	52	33.5	Sustainability of travel and tourism industry development	72	4.3
<b>Safety and security</b>	104	4.6	Particulate matter (2.5) concentration µg/m3	66	7.7
Business costs of crime and violence	110	3.6	Environmental treaty ratification 0–27 (best)	90	19
Reliability of police services	87	4.0	Baseline water stress 5–0 (best)	10	0.0
Business costs of terrorism	121	3.7	Threatened species % total species	35	4.1
Index of terrorism incidence	96	6.5	Forest cover change % change	72	0.1
Homicide rate /100,000 pop.	119	11.8	Wastewater treatment %	103	0.4
<b>Health and hygiene</b>	130	2.8	Costal shelf fishing pressure tonnes/km2	n/a	n/a
Physician density /1,000 pop	118	0.1	<b>Air transport infrastructure</b>	121	1.8
Access to improved sanitation % pop.	131	19.1	Quality of air transport infrastructure	118	3.2
Access to improved drinking water % pop.	113	79.0	Available seat kilometres, domestic millions	99	0.2
Hospital beds /10,000 pop.	125	5.0	Available seat kilometres, international millions	97	50.8
HIV prevalence % adult pop.	128	7.3	Aircraft departures /1,000 pop.	127	0.1
Malaria incidence cases/100,000 pop.	126	21438.2	Airport density airports/million pop.	85	0.8
<b>Human resources and labour market</b>	115	4.0	Number of operating airlines Number	94	20.0
Primary education enrollment rate net %	124	84.4	<b>Ground and port infrastructure</b>	117	2.3
Secondary education enrollment rate gross %	135	26.1	Quality of roads	87	3.5
Extent of staff training	93	3.6	Road density % total territorial area	67	-
Degree of customer orientation	85	4.4	Paved road density % total territorial area	86	-
Hiring and firing practices	41	4.1	Quality of railroad infrastructure	95	1.6
Ease of finding skilled employees	63	4.3	Railroad density km of roads/land area	96	0.1
Ease of hiring foreign labour	16	4.8	Quality of port infrastructure	119	2.5
Pay and productivity	104	3.5	Ground transport efficiency	115	2.5
Female participation in the labor force ratio to men	15	0.95	<b>Tourist service infrastructure</b>	100	3.0
<b>ICT readiness</b>	119	2.8	Hotel rooms number/100 pop.	43	0.9
ICT use for biz-to-biz transactions	82	4.5	Quality of tourism infrastructure	73	4.6
Internet use for biz-to-consumer transactions	117	3.6	Presence of major car rental companies	113	2
Internet users % pop.	114	19.2	Automated teller machines number/thousand adult pop.	129	4.2
Fixed-broadband Internet subscriptions /100 pop.	122	0.2	<b>Natural resources</b>	44	3.7
Mobile-cellular telephone subscriptions /100 pop.	131	50.4	Number of World Heritage natural sites number of sites	30	2
Mobile-broadband subscriptions /100 pop.	112	18.3	Total known species number of species	17	1389
Mobile network coverage % pop.	120	91.0	Total protected areas % total territorial area	74	16.0
Quality of electricity supply	102	3.4	Natural tourism digital demand 0–100 (best)	84	7
<b>Prioritization of Travel &amp; Tourism</b>	99	4.1	Attractiveness of natural assets	33	5.7
Government prioritization of travel and tourism industry	81	4.6	<b>Cultural resources and business travel</b>	79	1.6
T&T government expenditure % government budget	94	2.3	Number of World Heritage cultural sites number of sites	97	1
Effectiveness of marketing and branding to attract tourists	78	4.1	Oral and intangible cultural heritage number of expressions	25	6
Comprehensiveness of annual T&T data 0–120 (best)	107	44	Sports stadiums number of large stadiums	77	4.0
Timeliness of providing monthly/quarterly T&T data 0–21 (best)	97	13.5	Number of international association meetings 3-year average	93	8.3
Country brand strategy rating 1–10 (best)	89	71.9	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/tcr>

# Ukraine

88th / 136

Travel & Tourism Competitiveness Index 2017 edition



## Key Indicators

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

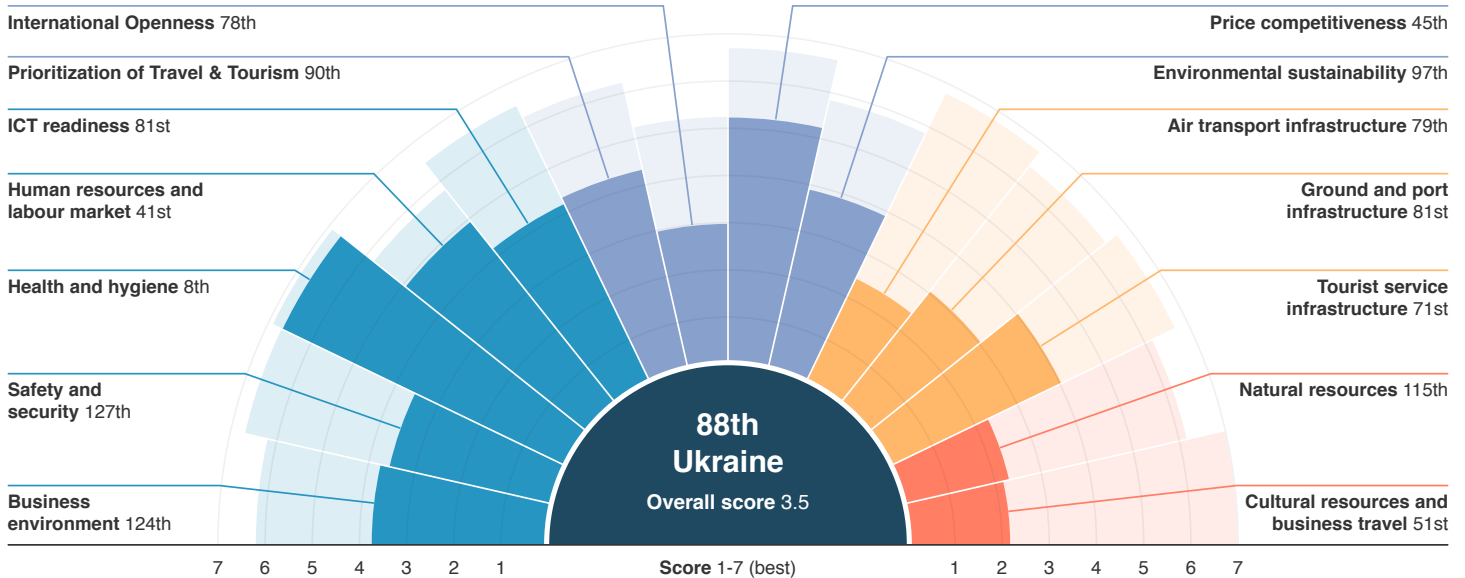
International tourist arrivals	12,428,286	T&T industry GDP	US \$1,304.8 million
International tourism inbound receipts	US \$1,082.0 million	% of total	1.4%
Average receipts per arrival	US \$87.1	T&T industry employment	214,364 jobs
		% of total	1.2%

## Performance Overview

Key Score Highest score

Pillar Rank/136

Pillar Rank/136



## Past performance

Travel & Tourism Competitiveness Edition	2017
Rank	88 / 136
Score	3.5

## Ukraine

88th / 136



## Travel &amp; Tourism Competitiveness Index 2017 edition

Index Component	Rank/136	Score*	Index Component	Rank/136	Score*
<b>Business environment</b>	124	3.7	<b>International Openness</b>	78	2.9
Property rights	129	3.0	Visa requirements 0–100 (best)	105	23.0
Business impact of rules on FDI	128	3.2	Openness of bilateral Air Service Agreements 0–38 (best)	111	7.0
Efficiency of legal framework in settling disputes	119	2.8	Number of regional trade agreements in force number	48	19.0
Efficiency of legal framework in challenging regs	125	2.5	<b>Price competitiveness</b>	45	5.2
Time required to deal with construction permits days	9	67	Ticket taxes and airport charges 0–100 (best)	99	61.2
Cost to deal with construction permits % construction cost	129	15.2	Hotel price index US\$	29	95.4
Extent of market dominance	98	3.4	Purchasing power parity PPP \$	2	0.3
Time to start a business days	22	5.0	Fuel price levels US\$ cents/litre	65	116.0
Cost to start a business % GNI per capita	11	0.5	<b>Environmental sustainability</b>	97	3.9
Effect of taxation on incentives to work	122	3.0	Stringency of environmental regulations	110	3.3
Effect of taxation on incentives to invest	131	2.5	Enforcement of environmental regulations	116	3.0
Total tax rate % profits	114	51.9	Sustainability of travel and tourism industry development	108	3.7
<b>Safety and security</b>	127	3.5	Particulate matter (2.5) concentration µg/m3	90	10.4
Business costs of crime and violence	114	3.5	Environmental treaty ratification 0–27 (best)	43	23
Reliability of police services	102	3.5	Baseline water stress 5–0 (best)	89	2.9
Business costs of terrorism	126	3.2	Threatened species % total species	78	6.4
Index of terrorism incidence	126	1.0	Forest cover change % change	73	0.1
Homicide rate /100,000 pop.	83	4.4	Wastewater treatment %	63	14.1
<b>Health and hygiene</b>	8	6.6	Costal shelf fishing pressure tonnes/km2	28	0.0
Physician density /1,000 pop	19	3.5	<b>Air transport infrastructure</b>	79	2.4
Access to improved sanitation % pop.	51	95.9	Quality of air transport infrastructure	102	3.7
Access to improved drinking water % pop.	71	96.2	Available seat kilometres, domestic millions	54	7.0
Hospital beds /10,000 pop.	4	90.0	Available seat kilometres, international millions	59	242.5
HIV prevalence % adult pop.	111	1.2	Aircraft departures /1,000 pop.	97	1.0
Malaria incidence cases/100,000 pop.	1	S.L.	Airport density airports/million pop.	117	0.3
<b>Human resources and labour market</b>	41	4.9	Number of operating airlines Number	37	60.0
Primary education enrollment rate net %	57	96.2	<b>Ground and port infrastructure</b>	81	3.0
Secondary education enrollment rate gross %	53	99.2	Quality of roads	132	2.4
Extent of staff training	92	3.7	Road density % total territorial area	68	-
Degree of customer orientation	82	4.5	Paved road density % total territorial area	52	-
Hiring and firing practices	47	4.0	Quality of railroad infrastructure	34	4.0
Ease of finding skilled employees	38	4.7	Railroad density km of roads/land area	24	3.6
Ease of hiring foreign labour	79	3.9	Quality of port infrastructure	94	3.4
Pay and productivity	42	4.4	Ground transport efficiency	53	3.9
Female participation in the labor force ratio to men	58	0.83	<b>Tourist service infrastructure</b>	71	4.0
<b>ICT readiness</b>	81	4.2	Hotel rooms number/100 pop.	103	0.2
ICT use for biz-to-biz transactions	104	4.2	Quality of tourism infrastructure	107	3.9
Internet use for biz-to-consumer transactions	35	5.1	Presence of major car rental companies	72	5
Internet users % pop.	80	48.9	Automated teller machines number/thousand adult pop.	21	94.6
Fixed-broadband Internet subscriptions /100 pop.	64	11.8	<b>Natural resources</b>	115	2.3
Mobile-cellular telephone subscriptions /100 pop.	26	144.0	Number of World Heritage natural sites number of sites	46	1
Mobile-broadband subscriptions /100 pop.	128	8.1	Total known species number of species	81	450
Mobile network coverage % pop.	36	99.9	Total protected areas % total territorial area	121	4.0
Quality of electricity supply	85	4.4	Natural tourism digital demand 0–100 (best)	83	7
<b>Prioritization of Travel &amp; Tourism</b>	90	4.3	Attractiveness of natural assets	105	4.1
Government prioritization of travel and tourism industry	122	3.4	<b>Cultural resources and business travel</b>	51	2.1
T&T government expenditure % government budget	36	5.1	Number of World Heritage cultural sites number of sites	36	6
Effectiveness of marketing and branding to attract tourists	103	3.6	Oral and intangible cultural heritage number of expressions	56	2
Comprehensiveness of annual T&T data 0–120 (best)	18	92	Sports stadiums number of large stadiums	25	17.0
Timeliness of providing monthly/quarterly T&T data 0–21 (best)	104	12.0	Number of international association meetings 3-year average	78	11.3
Country brand strategy rating 1–10 (best)	65	75.2	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/tcr>

# United Arab Emirates

29th / 136

Travel & Tourism Competitiveness Index 2017 edition



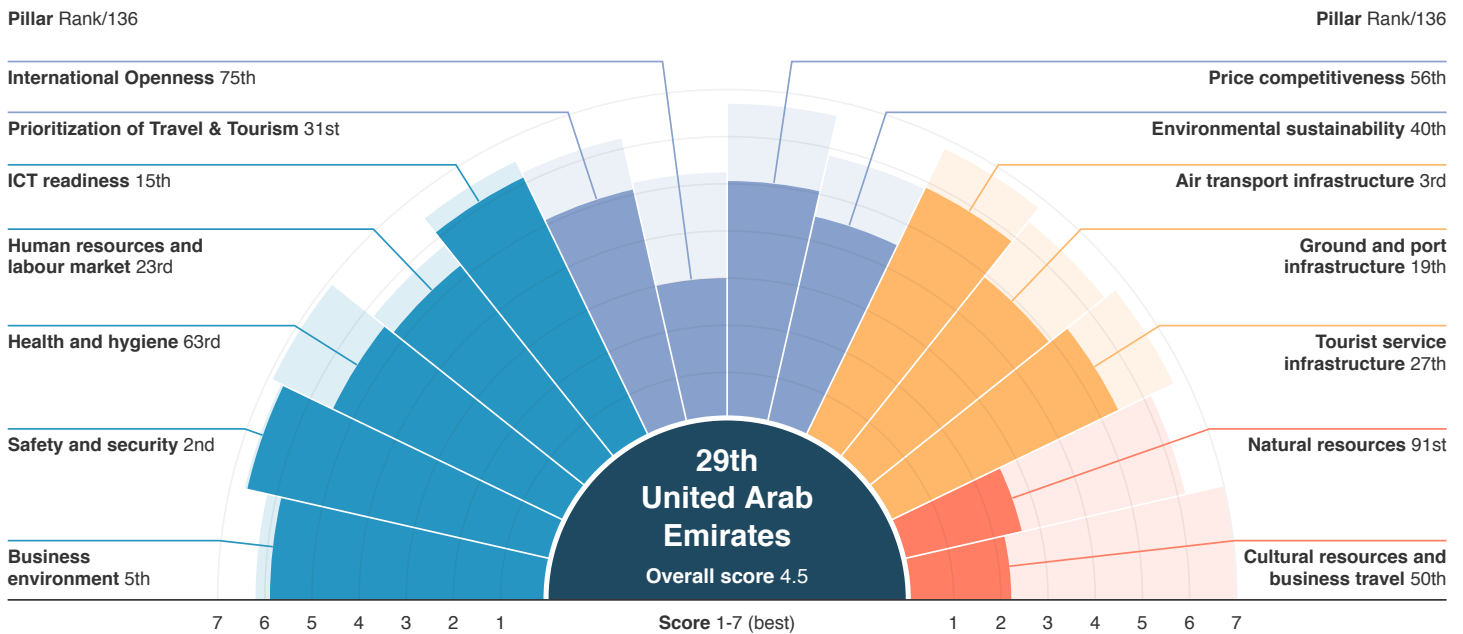
## Key Indicators

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

International tourist arrivals	14,200,000	T&T industry GDP	US \$17,661.5 million
International tourism inbound receipts	US \$16,038.1 million	% of total	4.2%
Average receipts per arrival	US \$1,129.4	T&T industry employment	329,772 jobs
		% of total	5.7%

## Performance Overview

Key Score Highest score



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*	Index Component	Rank/136	Score*
<b>Business environment</b>	5	5.9	<b>International Openness</b>	75	3.0
Property rights	20	5.7	Visa requirements 0–100 (best)	28	55.0
Business impact of rules on FDI	14	5.5	Openness of bilateral Air Service Agreements 0–38 (best)	59	11.3
Efficiency of legal framework in settling disputes	10	5.5	Number of regional trade agreements in force number	91	4.0
Efficiency of legal framework in challenging regs	20	4.7	<b>Price competitiveness</b>	56	5.0
Time required to deal with construction permits days	4	49	Ticket taxes and airport charges 0–100 (best)	60	78.4
Cost to deal with construction permits % construction cost	77	2.3	Hotel price index US\$	88	176.4
Extent of market dominance	10	5.1	Purchasing power parity PPP \$	97	0.6
Time to start a business days	46	8.0	Fuel price levels US\$ cents/litre	14	64.0
Cost to start a business % GNI per capita	87	13.0	<b>Environmental sustainability</b>	40	4.5
Effect of taxation on incentives to work	2	6.2	Stringency of environmental regulations	16	5.5
Effect of taxation on incentives to invest	1	6.2	Enforcement of environmental regulations	16	5.5
Total tax rate % profits	7	15.9	Sustainability of travel and tourism industry development	1	6.3
<b>Safety and security</b>	2	6.6	Particulate matter (2.5) concentration µg/m3	99	11.2
Business costs of crime and violence	1	6.4	Environmental treaty ratification 0–27 (best)	79	20
Reliability of police services	7	6.4	Baseline water stress 5–0 (best)	124	5.0
Business costs of terrorism	7	6.3	Threatened species % total species	65	5.8
Index of terrorism incidence	54	7.0	Forest cover change % change	n/a	n/a
Homicide rate /100,000 pop.	12	0.7	Wastewater treatment %	16	87.1
<b>Health and hygiene</b>	63	5.4	Costal shelf fishing pressure tonnes/km2	33	0.0
Physician density /1,000 pop	46	2.5	<b>Air transport infrastructure</b>	3	5.8
Access to improved sanitation % pop.	38	97.6	Quality of air transport infrastructure	2	6.7
Access to improved drinking water % pop.	43	99.6	Available seat kilometres, domestic millions	92	0.2
Hospital beds /10,000 pop.	105	11.0	Available seat kilometres, international millions	3	5461.6
HIV prevalence % adult pop.	1	<0.2	Aircraft departures /1,000 pop.	7	43.4
Malaria incidence cases/100,000 pop.	1	M.F.	Airport density airports/million pop.	65	1.0
<b>Human resources and labour market</b>	23	5.2	Number of operating airlines Number	13	106.0
Primary education enrollment rate net %	80	93.4	<b>Ground and port infrastructure</b>	19	4.9
Secondary education enrollment rate gross %	68	92.3	Quality of roads	1	6.5
Extent of staff training	16	5.1	Road density % total territorial area	128	-
Degree of customer orientation	7	5.8	Paved road density % total territorial area	92	-
Hiring and firing practices	6	5.3	Quality of railroad infrastructure	n/a	n/a
Ease of finding skilled employees	9	5.3	Railroad density km of roads/land area	n/a	n/a
Ease of hiring foreign labour	3	5.4	Quality of port infrastructure	3	6.4
Pay and productivity	5	5.3	Ground transport efficiency	9	5.5
Female participation in the labor force ratio to men	121	0.46	<b>Tourist service infrastructure</b>	27	5.4
<b>ICT readiness</b>	15	6.1	Hotel rooms number/100 pop.	42	0.9
ICT use for biz-to-biz transactions	7	5.9	Quality of tourism infrastructure	1	6.7
Internet use for biz-to-consumer transactions	17	5.6	Presence of major car rental companies	1	7
Internet users % pop.	10	91.2	Automated teller machines number/thousand adult pop.	39	60.9
Fixed-broadband Internet subscriptions /100 pop.	60	12.9	<b>Natural resources</b>	91	2.6
Mobile-cellular telephone subscriptions /100 pop.	3	187.3	Number of World Heritage natural sites number of sites	86	0
Mobile-broadband subscriptions /100 pop.	5	130.9	Total known species number of species	114	346
Mobile network coverage % pop.	1	100.0	Total protected areas % total territorial area	58	18.6
Quality of electricity supply	10	6.7	Natural tourism digital demand 0–100 (best)	98	4
<b>Prioritization of Travel &amp; Tourism</b>	31	5.1	Attractiveness of natural assets	40	5.6
Government prioritization of travel and tourism industry	1	6.6	<b>Cultural resources and business travel</b>	50	2.2
T&T government expenditure % government budget	31	5.5	Number of World Heritage cultural sites number of sites	97	1
Effectiveness of marketing and branding to attract tourists	1	6.6	Oral and intangible cultural heritage number of expressions	22	7
Comprehensiveness of annual T&T data 0–120 (best)	134	9	Sports stadiums number of large stadiums	47	9.0
Timeliness of providing monthly/quarterly T&T data 0–21 (best)	95	14.0	Number of international association meetings 3-year average	43	84.7
Country brand strategy rating 1–10 (best)	114	60.9	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/tcr>

# United Kingdom

5th / 136

Travel & Tourism Competitiveness Index 2017 edition



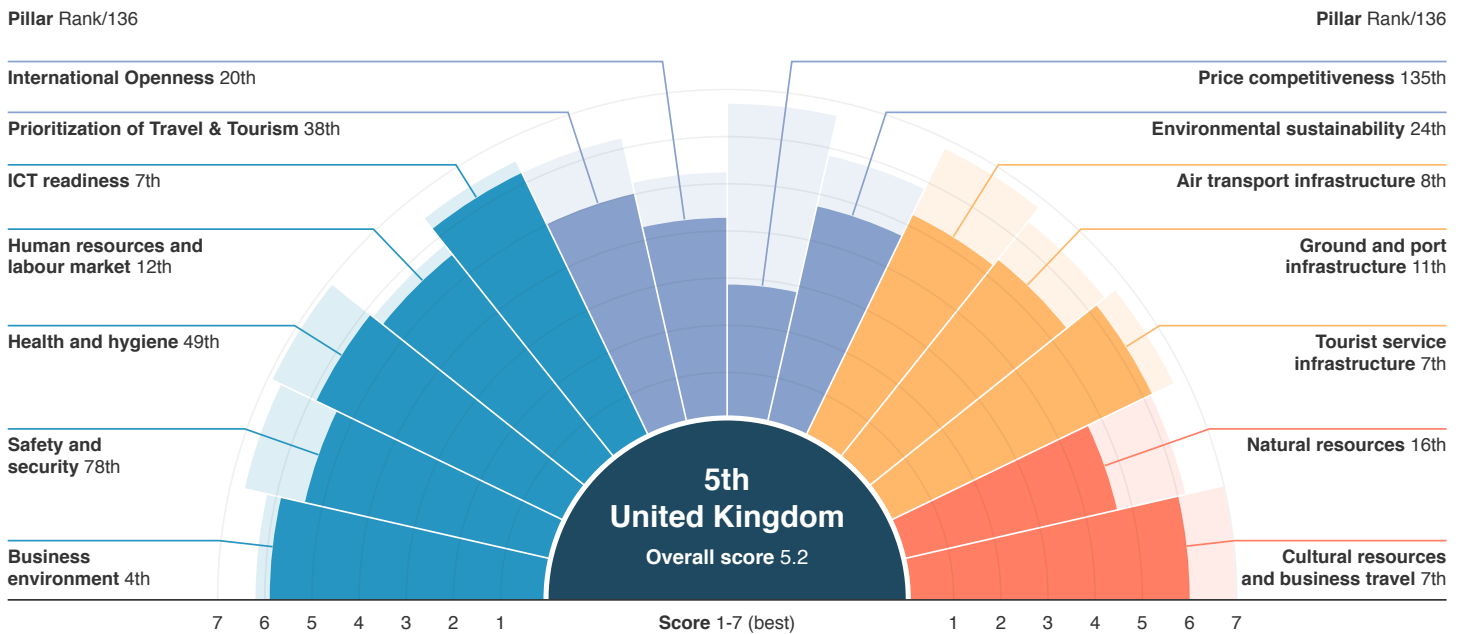
## Key Indicators

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

<b>International tourist arrivals</b>	34,435,840	<b>T&amp;T industry GDP</b>	US \$103,740.0 million
<b>International tourism inbound receipts</b>	US \$45,463.6 million	% of total	3.7%
<b>Average receipts per arrival</b>	US \$1,320.2	<b>T&amp;T industry employment</b>	1,791,220 jobs
		% of total	5.3%

## Performance Overview

Key Score Highest score



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*	Index Component	Rank/136	Score*
<b>Business environment</b>	4	5.9	<b>International Openness</b>	20	4.2
Property rights	6	6.3	Visa requirements 0–100 (best)	108	22.0
Business impact of rules on FDI	6	6.0	Openness of bilateral Air Service Agreements 0–38 (best)	32	14.3
Efficiency of legal framework in settling disputes	6	5.7	Number of regional trade agreements in force number	1	53.0
Efficiency of legal framework in challenging regs	9	5.3	<b>Price competitiveness</b>	135	2.8
Time required to deal with construction permits days	18	86	Ticket taxes and airport charges 0–100 (best)	133	14.4
Cost to deal with construction permits % construction cost	46	1.1	Hotel price index US\$	59	126.2
Extent of market dominance	12	5.1	Purchasing power parity PPP \$	130	1.1
Time to start a business days	20	4.5	Fuel price levels US\$ cents/litre	133	199.0
Cost to start a business % GNI per capita	2	0.1	<b>Environmental sustainability</b>	24	4.7
Effect of taxation on incentives to work	41	4.2	Stringency of environmental regulations	19	5.4
Effect of taxation on incentives to invest	23	4.5	Enforcement of environmental regulations	21	5.3
Total tax rate % profits	40	30.9	Sustainability of travel and tourism industry development	37	4.8
<b>Safety and security</b>	78	5.3	Particulate matter (2.5) concentration µg/m3	65	7.6
Business costs of crime and violence	47	5.1	Environmental treaty ratification 0–27 (best)	10	28
Reliability of police services	21	6.1	Baseline water stress 5–0 (best)	83	2.6
Business costs of terrorism	91	4.8	Threatened species % total species	39	4.3
Index of terrorism incidence	117	3.9	Forest cover change % change	97	0.1
Homicide rate /100,000 pop.	23	0.9	Wastewater treatment %	4	96.3
<b>Health and hygiene</b>	49	5.8	Costal shelf fishing pressure tonnes/km2	102	8.7
Physician density /1,000 pop	40	2.8	<b>Air transport infrastructure</b>	8	5.2
Access to improved sanitation % pop.	22	99.2	Quality of air transport infrastructure	18	5.8
Access to improved drinking water % pop.	1	100.0	Available seat kilometres, domestic millions	24	238.3
Hospital beds /10,000 pop.	57	29.0	Available seat kilometres, international millions	2	6195.1
HIV prevalence % adult pop.	60	0.3	Aircraft departures /1,000 pop.	23	16.9
Malaria incidence cases/100,000 pop.	1	S.L.	Airport density airports/million pop.	56	1.2
<b>Human resources and labour market</b>	12	5.5	Number of operating airlines Number	3	172.0
Primary education enrollment rate net %	4	99.8	<b>Ground and port infrastructure</b>	11	5.4
Secondary education enrollment rate gross %	9	127.8	Quality of roads	27	5.1
Extent of staff training	20	4.9	Road density % total territorial area	16	-
Degree of customer orientation	19	5.6	Paved road density % total territorial area	13	-
Hiring and firing practices	9	5.1	Quality of railroad infrastructure	19	4.8
Ease of finding skilled employees	23	5.0	Railroad density km of roads/land area	9	6.1
Ease of hiring foreign labour	68	4.1	Quality of port infrastructure	12	5.6
Pay and productivity	19	4.8	Ground transport efficiency	18	5.0
Female participation in the labor force ratio to men	47	0.87	<b>Tourist service infrastructure</b>	7	6.2
<b>ICT readiness</b>	7	6.2	Hotel rooms number/100 pop.	21	1.2
ICT use for biz-to-biz transactions	3	6.0	Quality of tourism infrastructure	23	5.6
Internet use for biz-to-consumer transactions	1	6.4	Presence of major car rental companies	1	7
Internet users % pop.	9	92.0	Automated teller machines number/thousand adult pop.	8	129.8
Fixed-broadband Internet subscriptions /100 pop.	7	38.6	<b>Natural resources</b>	16	4.6
Mobile-cellular telephone subscriptions /100 pop.	55	124.1	Number of World Heritage natural sites number of sites	10	5
Mobile-broadband subscriptions /100 pop.	26	87.5	Total known species number of species	113	351
Mobile network coverage % pop.	54	99.6	Total protected areas % total territorial area	26	28.4
Quality of electricity supply	11	6.7	Natural tourism digital demand 0–100 (best)	5	85
<b>Prioritization of Travel &amp; Tourism</b>	38	5.0	Attractiveness of natural assets	122	3.7
Government prioritization of travel and tourism industry	47	5.2	<b>Cultural resources and business travel</b>	7	6.0
T&T government expenditure % government budget	75	3.0	Number of World Heritage cultural sites number of sites	8	26
Effectiveness of marketing and branding to attract tourists	12	5.6	Oral and intangible cultural heritage number of expressions	93	0
Comprehensiveness of annual T&T data 0–120 (best)	14	94	Sports stadiums number of large stadiums	6	81.0
Timeliness of providing monthly/quarterly T&T data 0–21 (best)	53	19.0	Number of international association meetings 3-year average	3	599.0
Country brand strategy rating 1–10 (best)	79	73.2	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/tcr>

# United States

6th / 136

Travel & Tourism Competitiveness Index 2017 edition



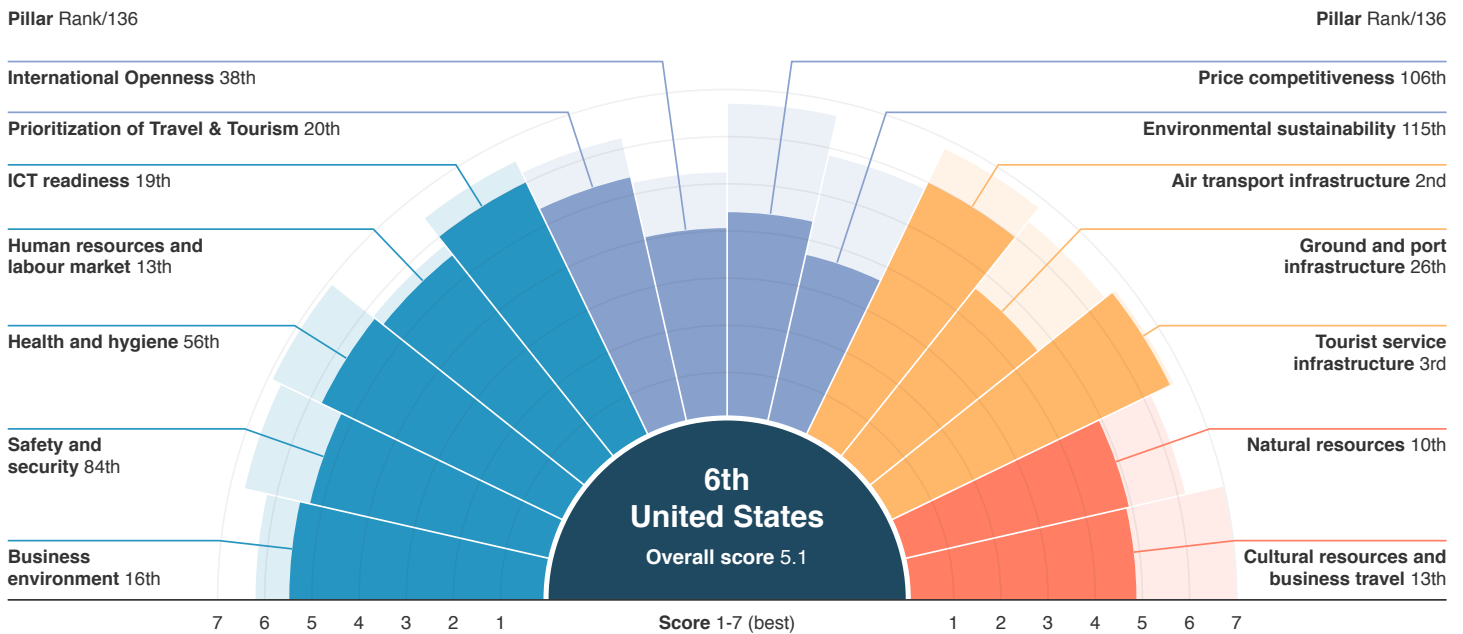
## Key Indicators

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

<b>International tourist arrivals</b>	77,510,282	<b>T&amp;T industry GDP</b>	US \$487,967.0 million
<b>International tourism inbound receipts</b>	US \$204,523.0 million	% of total	2.7%
<b>Average receipts per arrival</b>	US \$2,638.7	<b>T&amp;T industry employment</b>	5,633,170 jobs
		% of total	3.8%

## Performance Overview

Key Score Highest score



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 through 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

Index Component	Rank/136	Score*	Index Component	Rank/136	Score*
<b>Business environment</b>	16	5.4	<b>International Openness</b>	38	4.0
Property rights	23	5.6	Visa requirements 0–100 (best)	122	6.0
Business impact of rules on FDI	46	4.9	Openness of bilateral Air Service Agreements 0–38 (best)	9	24.2
Efficiency of legal framework in settling disputes	21	5.0	Number of regional trade agreements in force number	38	27.0
Efficiency of legal framework in challenging regs	18	4.9	<b>Price competitiveness</b>	106	4.4
Time required to deal with construction permits days	14	81	Ticket taxes and airport charges 0–100 (best)	100	60.7
Cost to deal with construction permits % construction cost	43	1.0	Hotel price index US\$	56	124.0
Extent of market dominance	6	5.2	Purchasing power parity PPP \$	127	1.0
Time to start a business days	28	5.6	Fuel price levels US\$ cents/litre	38	97.0
Cost to start a business % GNI per capita	26	1.1	<b>Environmental sustainability</b>	115	3.6
Effect of taxation on incentives to work	23	4.5	Stringency of environmental regulations	21	5.3
Effect of taxation on incentives to invest	27	4.2	Enforcement of environmental regulations	18	5.4
Total tax rate % profits	93	44.0	Sustainability of travel and tourism industry development	25	5.0
<b>Safety and security</b>	84	5.2	Particulate matter (2.5) concentration µg/m3	58	6.8
Business costs of crime and violence	69	4.6	Environmental treaty ratification 0–27 (best)	132	15
Reliability of police services	23	6.0	Baseline water stress 5–0 (best)	93	3.2
Business costs of terrorism	103	4.5	Threatened species % total species	119	10.9
Index of terrorism incidence	114	4.6	Forest cover change % change	109	0.1
Homicide rate /100,000 pop.	76	3.9	Wastewater treatment %	43	50.4
<b>Health and hygiene</b>	56	5.7	Costal shelf fishing pressure tonnes/km2	98	3.3
Physician density /1,000 pop	49	2.5	<b>Air transport infrastructure</b>	2	6.0
Access to improved sanitation % pop.	1	100.0	Quality of air transport infrastructure	9	6.1
Access to improved drinking water % pop.	51	99.2	Available seat kilometres, domestic millions	1	22812.2
Hospital beds /10,000 pop.	57	29.0	Available seat kilometres, international millions	1	12994.4
HIV prevalence % adult pop.	92	0.6	Aircraft departures /1,000 pop.	15	29.5
Malaria incidence cases/100,000 pop.	1	M.F.	Airport density airports/million pop.	26	2.5
<b>Human resources and labour market</b>	13	5.5	Number of operating airlines Number	1	220.0
Primary education enrollment rate net %	79	93.8	<b>Ground and port infrastructure</b>	26	4.6
Secondary education enrollment rate gross %	58	97.6	Quality of roads	13	5.6
Extent of staff training	15	5.1	Road density % total territorial area	41	-
Degree of customer orientation	13	5.6	Paved road density % total territorial area	37	-
Hiring and firing practices	7	5.1	Quality of railroad infrastructure	13	5.1
Ease of finding skilled employees	5	5.4	Railroad density km of roads/land area	35	2.3
Ease of hiring foreign labour	53	4.2	Quality of port infrastructure	10	5.7
Pay and productivity	8	5.2	Ground transport efficiency	17	5.0
Female participation in the labor force ratio to men	54	0.86	<b>Tourist service infrastructure</b>	3	6.6
<b>ICT readiness</b>	19	6.0	Hotel rooms number/100 pop.	16	1.6
ICT use for biz-to-biz transactions	12	5.8	Quality of tourism infrastructure	5	6.1
Internet use for biz-to-consumer transactions	2	6.4	Presence of major car rental companies	1	7
Internet users % pop.	36	74.5	Automated teller machines number/thousand adult pop.	5	173.1
Fixed-broadband Internet subscriptions /100 pop.	18	31.0	<b>Natural resources</b>	10	4.9
Mobile-cellular telephone subscriptions /100 pop.	65	117.6	Number of World Heritage natural sites number of sites	3	13
Mobile-broadband subscriptions /100 pop.	10	115.5	Total known species number of species	13	1572
Mobile network coverage % pop.	36	99.9	Total protected areas % total territorial area	84	13.9
Quality of electricity supply	17	6.5	Natural tourism digital demand 0–100 (best)	32	36
<b>Prioritization of Travel &amp; Tourism</b>	20	5.3	Attractiveness of natural assets	49	5.5
Government prioritization of travel and tourism industry	50	5.2	<b>Cultural resources and business travel</b>	13	4.8
T&T government expenditure % government budget	33	5.2	Number of World Heritage cultural sites number of sites	21	11
Effectiveness of marketing and branding to attract tourists	16	5.4	Oral and intangible cultural heritage number of expressions	93	0
Comprehensiveness of annual T&T data 0–120 (best)	18	92	Sports stadiums number of large stadiums	1	367.0
Timeliness of providing monthly/quarterly T&T data 0–21 (best)	53	19.0	Number of international association meetings 3-year average	1	926.0
Country brand strategy rating 1–10 (best)	19	83.8	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/tcr>

# Uruguay

77th / 136

Travel & Tourism Competitiveness Index 2017 edition



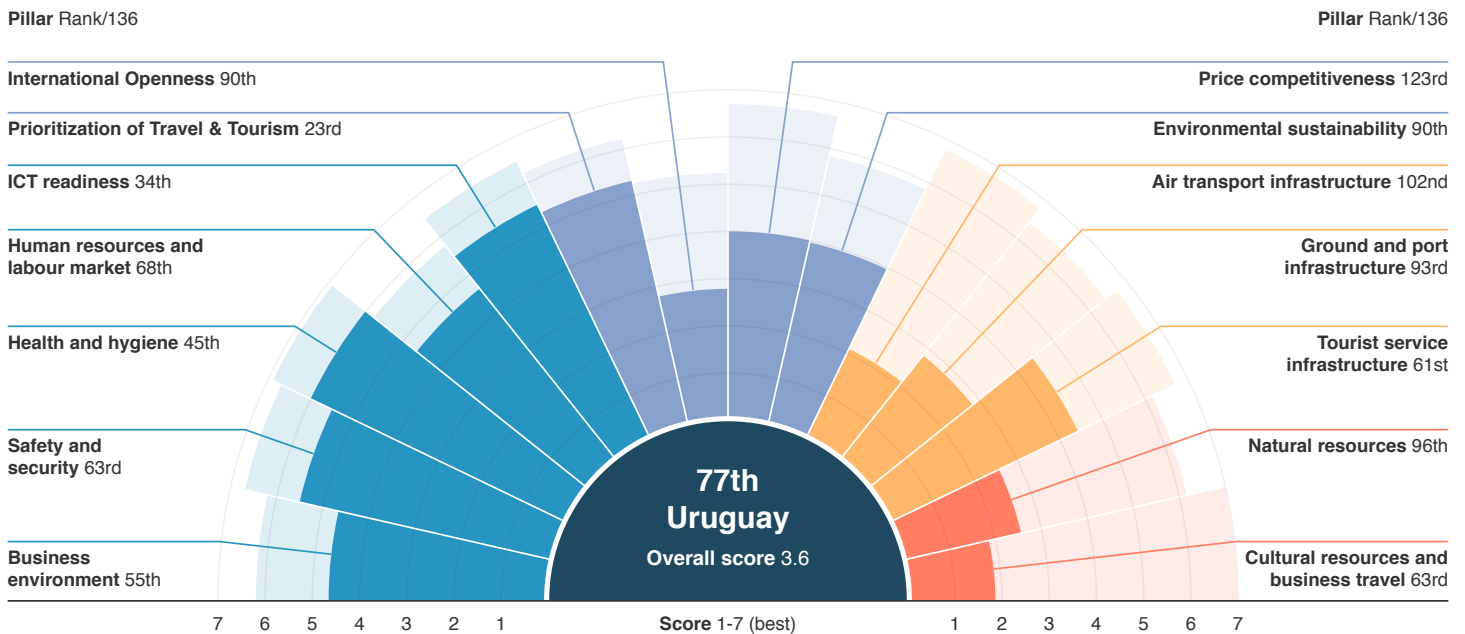
## Key Indicators

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

<b>International tourist arrivals</b>	2,773,105	<b>T&amp;T industry GDP</b>	US \$1,522.1 million
<b>International tourism inbound receipts</b>	US \$1,776.2 million	% of total	2.8%
<b>Average receipts per arrival</b>	US \$640.5	<b>T&amp;T industry employment</b>	45,365 jobs
		% of total	2.8%

## Performance Overview

Key Score Highest score



## Past performance

Travel & Tourism Competitiveness Edition	2015	2017
<b>Rank</b>	73 / 141	77 / 136
<b>Score</b>	3.7	3.6

## Uruguay

77th / 136



## Travel &amp; Tourism Competitiveness Index 2017 edition

Index Component	Rank/136	Score*	Index Component	Rank/136	Score*
<b>Business environment</b>	55	4.6	<b>International Openness</b>	90	2.7
Property rights	35	5.2	Visa requirements 0–100 (best)	65	28.0
Business impact of rules on FDI	11	5.7	Openness of bilateral Air Service Agreements 0–38 (best)	35	14.1
Efficiency of legal framework in settling disputes	60	3.7	Number of regional trade agreements in force number	71	7.0
Efficiency of legal framework in challenging regs	36	4.1	<b>Price competitiveness</b>	123	4.0
Time required to deal with construction permits days	122	25.1	Ticket taxes and airport charges 0–100 (best)	121	45.0
Cost to deal with construction permits % construction cost	46	1.1	Hotel price index US\$	39	107.1
Extent of market dominance	70	3.7	Purchasing power parity PPP \$	110	0.7
Time to start a business days	37	6.5	Fuel price levels US\$ cents/litre	123	172.0
Cost to start a business % GNI per capita	110	22.5	<b>Environmental sustainability</b>	90	3.9
Effect of taxation on incentives to work	120	3.0	Stringency of environmental regulations	52	4.4
Effect of taxation on incentives to invest	75	3.5	Enforcement of environmental regulations	44	4.3
Total tax rate % profits	86	41.8	Sustainability of travel and tourism industry development	24	5.0
<b>Safety and security</b>	63	5.5	Particulate matter (2.5) concentration µg/m3	45	5.9
Business costs of crime and violence	106	3.7	Environmental treaty ratification 0–27 (best)	31	24
Reliability of police services	77	4.2	Baseline water stress 5–0 (best)	43	0.7
Business costs of terrorism	2	6.5	Threatened species % total species	84	6.6
Index of terrorism incidence	1	7.0	Forest cover change % change	120	0.2
Homicide rate /100,000 pop.	99	7.8	Wastewater treatment %	94	2.1
<b>Health and hygiene</b>	45	6.0	Costal shelf fishing pressure tonnes/km2	83	0.4
Physician density /1,000 pop	16	3.7	<b>Air transport infrastructure</b>	102	2.1
Access to improved sanitation % pop.	46	96.4	Quality of air transport infrastructure	66	4.4
Access to improved drinking water % pop.	40	99.7	Available seat kilometres, domestic millions	105	0.0
Hospital beds /10,000 pop.	67	25.0	Available seat kilometres, international millions	94	61.1
HIV prevalence % adult pop.	98	0.7	Aircraft departures /1,000 pop.	74	2.6
Malaria incidence cases/100,000 pop.	1	S.L.	Airport density airports/million pop.	99	0.6
<b>Human resources and labour market</b>	68	4.6	Number of operating airlines Number	109	15.0
Primary education enrollment rate net %	73	94.2	<b>Ground and port infrastructure</b>	93	2.8
Secondary education enrollment rate gross %	63	95.1	Quality of roads	97	3.2
Extent of staff training	77	3.8	Road density % total territorial area	57	-
Degree of customer orientation	83	4.5	Paved road density % total territorial area	96	-
Hiring and firing practices	123	2.8	Quality of railroad infrastructure	103	1.2
Ease of finding skilled employees	77	4.0	Railroad density km of roads/land area	44	1.7
Ease of hiring foreign labour	20	4.7	Quality of port infrastructure	39	4.8
Pay and productivity	117	3.3	Ground transport efficiency	113	2.5
Female participation in the labor force ratio to men	73	0.79	<b>Tourist service infrastructure</b>	61	4.4
<b>ICT readiness</b>	34	5.5	Hotel rooms number/100 pop.	69	0.5
ICT use for biz-to-biz transactions	64	4.7	Quality of tourism infrastructure	59	4.7
Internet use for biz-to-consumer transactions	66	4.6	Presence of major car rental companies	1	7
Internet users % pop.	58	64.6	Automated teller machines number/thousand adult pop.	59	52.0
Fixed-broadband Internet subscriptions /100 pop.	34	26.3	<b>Natural resources</b>	96	2.5
Mobile-cellular telephone subscriptions /100 pop.	12	160.2	Number of World Heritage natural sites number of sites	86	0
Mobile-broadband subscriptions /100 pop.	34	77.7	Total known species number of species	66	559
Mobile network coverage % pop.	1	100.0	Total protected areas % total territorial area	126	2.7
Quality of electricity supply	36	5.9	Natural tourism digital demand 0–100 (best)	60	14
<b>Prioritization of Travel &amp; Tourism</b>	23	5.3	Attractiveness of natural assets	29	5.9
Government prioritization of travel and tourism industry	53	5.1	<b>Cultural resources and business travel</b>	63	1.8
T&T government expenditure % government budget	35	5.2	Number of World Heritage cultural sites number of sites	75	2
Effectiveness of marketing and branding to attract tourists	32	5.1	Oral and intangible cultural heritage number of expressions	56	2
Comprehensiveness of annual T&T data 0–120 (best)	12	98	Sports stadiums number of large stadiums	50	7.0
Timeliness of providing monthly/quarterly T&T data 0–21 (best)	1	22.5	Number of international association meetings 3-year average	48	56.7
Country brand strategy rating 1–10 (best)	49	78.8	Cultural and entertainment tourism digital demand 0–100 (best)	66	9

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# Venezuela

104th / 136

Travel & Tourism Competitiveness Index 2017 edition



## Key Indicators

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

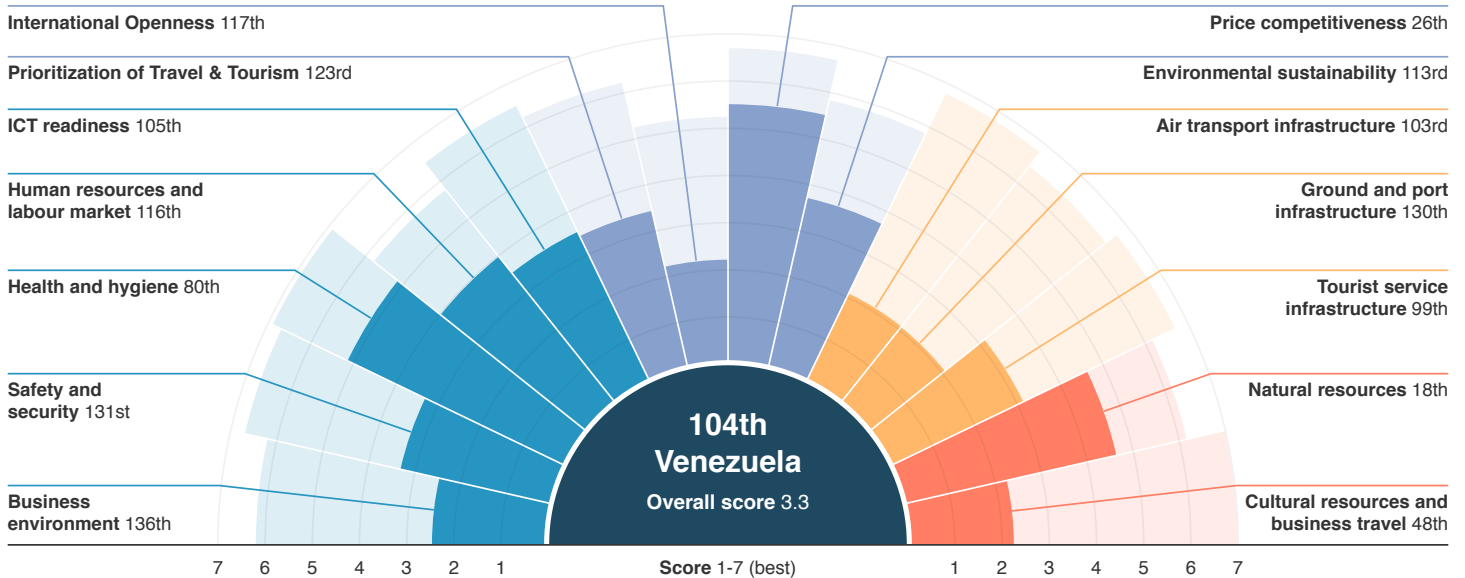
International tourist arrivals	789,000	T&T industry GDP	US \$18,902.1 million
International tourism inbound receipts	US \$575.0 million	% of total	3.0%
Average receipts per arrival	US \$728.8	T&T industry employment	338,880 jobs
		% of total	2.6%

## Performance Overview

Key Score Highest score

Pillar Rank/136

Pillar Rank/136



## 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*	Index Component	Rank/136	Score*
<b>Business environment</b>	136	2.4	<b>International Openness</b>	117	2.2
Property rights	136	1.6	Visa requirements 0–100 (best)	73	24.0
Business impact of rules on FDI	135	2.7	Openness of bilateral Air Service Agreements 0–38 (best)	86	9.4
Efficiency of legal framework in settling disputes	136	1.6	Number of regional trade agreements in force number	102	3.0
Efficiency of legal framework in challenging regs	136	1.2	<b>Price competitiveness</b>	26	5.5
Time required to deal with construction permits days	133	434	Ticket taxes and airport charges 0–100 (best)	113	53.5
Cost to deal with construction permits % construction cost	60	1.5	Hotel price index US\$	33	100.7
Extent of market dominance	132	2.7	Purchasing power parity PPP \$	106	0.7
Time to start a business days	136	230.0	Fuel price levels US\$ cents/litre	1	0.8
Cost to start a business % GNI per capita	135	136.4	<b>Environmental sustainability</b>	113	3.7
Effect of taxation on incentives to work	94	3.6	Stringency of environmental regulations	117	3.1
Effect of taxation on incentives to invest	99	3.2	Enforcement of environmental regulations	133	2.5
Total tax rate % profits	128	64.7	Sustainability of travel and tourism industry development	135	2.2
<b>Safety and security</b>	131	3.3	Particulate matter (2.5) concentration µg/m3	32	4.9
Business costs of crime and violence	136	1.6	Environmental treaty ratification 0–27 (best)	125	16
Reliability of police services	136	1.9	Baseline water stress 5–0 (best)	70	1.9
Business costs of terrorism	85	4.9	Threatened species % total species	99	7.7
Index of terrorism incidence	68	6.9	Forest cover change % change	30	0.0
Homicide rate /100,000 pop.	134	62.0	Wastewater treatment %	69	10.9
<b>Health and hygiene</b>	80	5.1	Costal shelf fishing pressure tonnes/km2	60	0.2
Physician density /1,000 pop	62	1.9	<b>Air transport infrastructure</b>	103	2.0
Access to improved sanitation % pop.	59	94.4	Quality of air transport infrastructure	127	2.7
Access to improved drinking water % pop.	86	93.1	Available seat kilometres, domestic millions	35	64.5
Hospital beds /10,000 pop.	110	9.0	Available seat kilometres, international millions	76	115.0
HIV prevalence % adult pop.	92	0.6	Aircraft departures /1,000 pop.	75	2.6
Malaria incidence cases/100,000 pop.	105	430.1	Airport density airports/million pop.	82	0.8
<b>Human resources and labour market</b>	116	3.9	Number of operating airlines Number	57	38.0
Primary education enrollment rate net %	101	89.9	<b>Ground and port infrastructure</b>	130	2.0
Secondary education enrollment rate gross %	72	91.6	Quality of roads	117	2.8
Extent of staff training	90	3.7	Road density % total territorial area	113	-
Degree of customer orientation	127	3.8	Paved road density % total territorial area	100	-
Hiring and firing practices	134	1.4	Quality of railroad infrastructure	98	1.5
Ease of finding skilled employees	97	3.8	Railroad density km of roads/land area	101	0.0
Ease of hiring foreign labour	100	3.7	Quality of port infrastructure	117	2.6
Pay and productivity	133	2.7	Ground transport efficiency	128	2.2
Female participation in the labor force ratio to men	96	0.68	<b>Tourist service infrastructure</b>	99	3.1
<b>ICT readiness</b>	105	3.5	Hotel rooms number/100 pop.	68	0.5
ICT use for biz-to-biz transactions	128	3.6	Quality of tourism infrastructure	135	2.5
Internet use for biz-to-consumer transactions	101	3.9	Presence of major car rental companies	85	4
Internet users % pop.	61	61.9	Automated teller machines number/thousand adult pop.	74	43.7
Fixed-broadband Internet subscriptions /100 pop.	74	8.2	<b>Natural resources</b>	18	4.6
Mobile-cellular telephone subscriptions /100 pop.	104	93.0	Number of World Heritage natural sites number of sites	46	1
Mobile-broadband subscriptions /100 pop.	80	43.0	Total known species number of species	7	2074
Mobile network coverage % pop.	121	90.0	Total protected areas % total territorial area	1	53.9
Quality of electricity supply	131	1.8	Natural tourism digital demand 0–100 (best)	57	17
<b>Prioritization of Travel &amp; Tourism</b>	123	3.4	Attractiveness of natural assets	93	4.5
Government prioritization of travel and tourism industry	134	2.5	<b>Cultural resources and business travel</b>	48	2.2
T&T government expenditure % government budget	60	3.6	Number of World Heritage cultural sites number of sites	75	2
Effectiveness of marketing and branding to attract tourists	136	1.6	Oral and intangible cultural heritage number of expressions	30	5
Comprehensiveness of annual T&T data 0–120 (best)	23	88	Sports stadiums number of large stadiums	25	17.0
Timeliness of providing monthly/quarterly T&T data 0–21 (best)	115	4.5	Number of international association meetings 3-year average	76	11.7
Country brand strategy rating 1–10 (best)	20	83.7	Cultural and entertainment tourism digital demand 0–100 (best)	54	12

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# Vietnam

67th / 136

Travel & Tourism Competitiveness Index 2017 edition



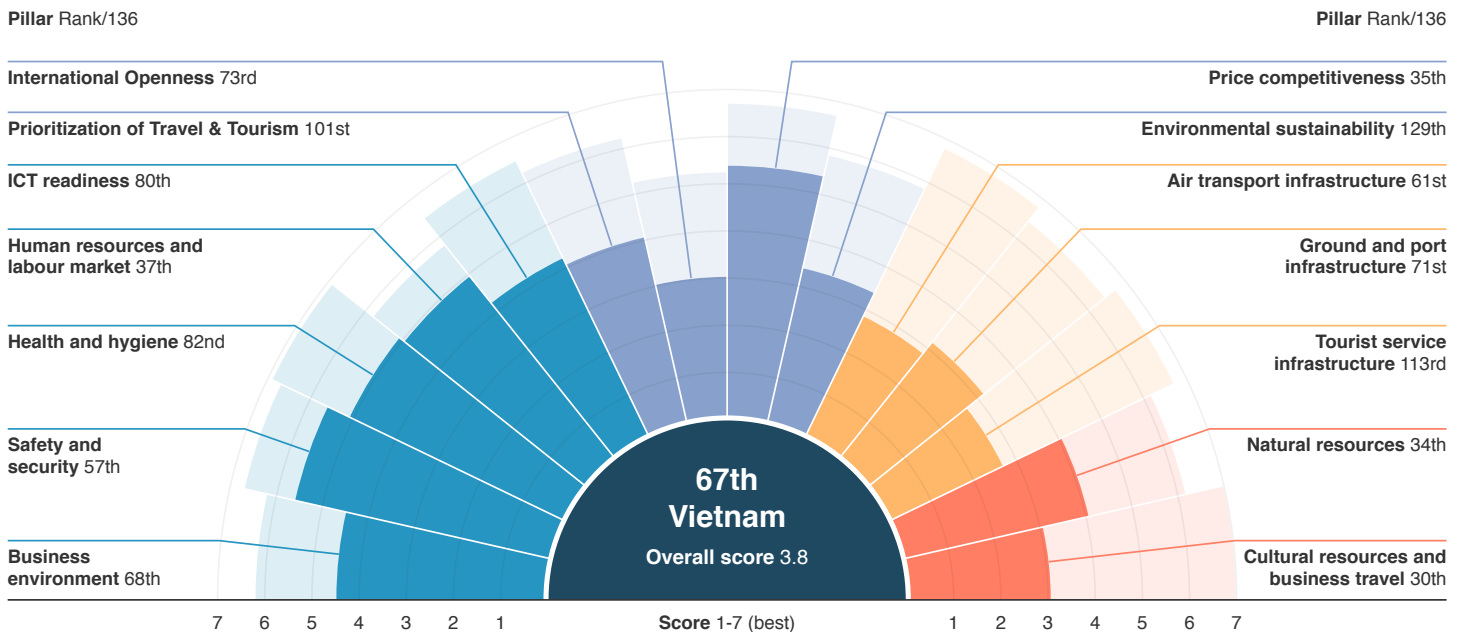
## Key Indicators

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

<b>International tourist arrivals</b>	7,943,600	<b>T&amp;T industry GDP</b>	US \$12,741.8 million
<b>International tourism inbound receipts</b>	US \$7,350.0 million	% of total	6.6%
<b>Average receipts per arrival</b>	US \$925.3	<b>T&amp;T industry employment</b>	2,782,810 jobs
		% of total	5.2%

## Performance Overview

Key Score Highest score



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*	Index Component	Rank/136	Score*
<b>Business environment</b>	68	4.4	<b>International Openness</b>	73	3.0
Property rights	95	4.0	Visa requirements 0–100 (best)	116	17.0
Business impact of rules on FDI	94	4.2	Openness of bilateral Air Service Agreements 0–38 (best)	40	13.1
Efficiency of legal framework in settling disputes	70	3.5	Number of regional trade agreements in force number	54	16.0
Efficiency of legal framework in challenging regs	68	3.5	<b>Price competitiveness</b>	35	5.3
Time required to deal with construction permits days	85	166	Ticket taxes and airport charges 0–100 (best)	70	74.4
Cost to deal with construction permits % construction cost	33	0.8	Hotel price index US\$	53	122.6
Extent of market dominance	71	3.6	Purchasing power parity PPP \$	25	0.3
Time to start a business days	104	24.0	Fuel price levels US\$ cents/litre	35	91.0
Cost to start a business % GNI per capita	55	4.6	<b>Environmental sustainability</b>	129	3.4
Effect of taxation on incentives to work	75	3.8	Stringency of environmental regulations	115	3.1
Effect of taxation on incentives to invest	73	3.6	Enforcement of environmental regulations	91	3.4
Total tax rate % profits	75	39.4	Sustainability of travel and tourism industry development	102	3.8
<b>Safety and security</b>	57	5.6	Particulate matter (2.5) concentration µg/m3	128	17.4
Business costs of crime and violence	67	4.7	Environmental treaty ratification 0–27 (best)	79	20
Reliability of police services	81	4.2	Baseline water stress 5–0 (best)	54	1.0
Business costs of terrorism	71	5.2	Threatened species % total species	113	10.1
Index of terrorism incidence	1	7.0	Forest cover change % change	103	0.1
Homicide rate /100,000 pop.	40	1.5	Wastewater treatment %	107	0.2
<b>Health and hygiene</b>	82	5.0	Costal shelf fishing pressure tonnes/km2	68	0.2
Physician density /1,000 pop	80	1.2	<b>Air transport infrastructure</b>	61	2.8
Access to improved sanitation % pop.	86	78.0	Quality of air transport infrastructure	85	4.1
Access to improved drinking water % pop.	65	97.6	Available seat kilometres, domestic millions	16	407.4
Hospital beds /10,000 pop.	79	20.0	Available seat kilometres, international millions	36	545.1
HIV prevalence % adult pop.	85	0.5	Aircraft departures /1,000 pop.	80	2.2
Malaria incidence cases/100,000 pop.	92	24.9	Airport density airports/million pop.	94	0.7
<b>Human resources and labour market</b>	37	4.9	Number of operating airlines Number	45	53.0
Primary education enrollment rate net %	31	98.0	<b>Ground and port infrastructure</b>	71	3.1
Secondary education enrollment rate gross %	67	92.5	Quality of roads	88	3.5
Extent of staff training	69	3.9	Road density % total territorial area	44	-
Degree of customer orientation	107	4.1	Paved road density % total territorial area	44	-
Hiring and firing practices	42	4.1	Quality of railroad infrastructure	48	3.1
Ease of finding skilled employees	89	3.9	Railroad density km of roads/land area	57	0.7
Ease of hiring foreign labour	75	4.0	Quality of port infrastructure	77	3.8
Pay and productivity	62	4.0	Ground transport efficiency	77	3.3
Female participation in the labor force ratio to men	23	0.92	<b>Tourist service infrastructure</b>	113	2.6
<b>ICT readiness</b>	80	4.2	Hotel rooms number/100 pop.	74	0.4
ICT use for biz-to-biz transactions	57	4.8	Quality of tourism infrastructure	113	3.6
Internet use for biz-to-consumer transactions	49	4.9	Presence of major car rental companies	113	2
Internet users % pop.	73	52.7	Automated teller machines number/thousand adult pop.	96	23.6
Fixed-broadband Internet subscriptions /100 pop.	75	8.1	<b>Natural resources</b>	34	4.0
Mobile-cellular telephone subscriptions /100 pop.	41	130.6	Number of World Heritage natural sites number of sites	28	3
Mobile-broadband subscriptions /100 pop.	95	39.0	Total known species number of species	20	1313
Mobile network coverage % pop.	113	94.0	Total protected areas % total territorial area	111	6.5
Quality of electricity supply	84	4.4	Natural tourism digital demand 0–100 (best)	23	47
<b>Prioritization of Travel &amp; Tourism</b>	101	4.0	Attractiveness of natural assets	77	5.0
Government prioritization of travel and tourism industry	79	4.6	<b>Cultural resources and business travel</b>	30	3.0
T&T government expenditure % government budget	114	1.5	Number of World Heritage cultural sites number of sites	46	6
Effectiveness of marketing and branding to attract tourists	80	4.0	Oral and intangible cultural heritage number of expressions	13	11
Comprehensiveness of annual T&T data 0–120 (best)	116	38	Sports stadiums number of large stadiums	31	14.0
Timeliness of providing monthly/quarterly T&T data 0–21 (best)	1	22.5	Number of international association meetings 3-year average	50	51.7
Country brand strategy rating 1–10 (best)	107	63.0	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/tcr>

# Yemen

136th / 136

Travel & Tourism Competitiveness Index 2017 edition



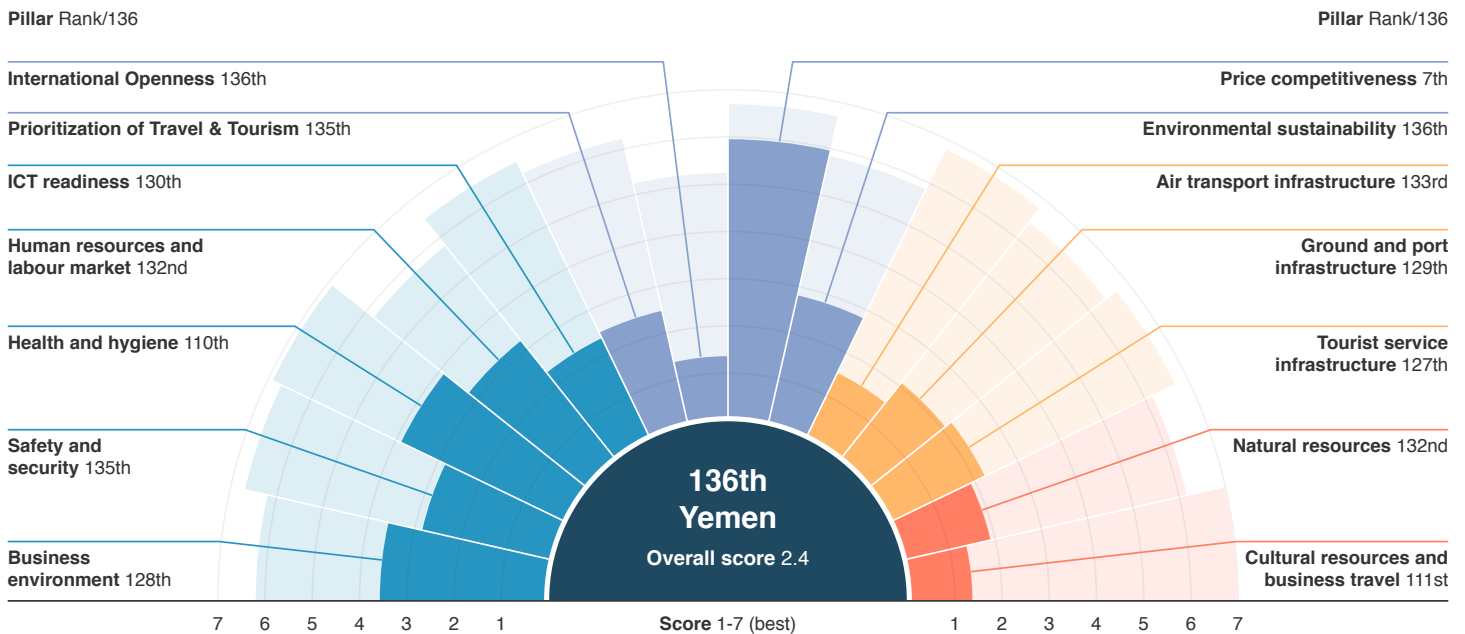
## Key Indicators

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

International tourist arrivals	366,700	T&T industry GDP	US \$1,560.2 million
International tourism inbound receipts	US \$100.0 million	% of total	4.4%
Average receipts per arrival	US \$272.7	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

136th / 136



## Travel &amp; Tourism Competitiveness Index 2017 edition

Index Component	Rank/136	Score*	Index Component	Rank/136	Score*
<b>Business environment</b>	128	3.5	<b>International Openness</b>	136	1.3
Property rights	130	3.0	Visa requirements 0–100 (best)	132	2.0
Business impact of rules on FDI	126	3.3	Openness of bilateral Air Service Agreements 0–38 (best)	129	4.0
Efficiency of legal framework in settling disputes	126	2.6	Number of regional trade agreements in force number	127	1.0
Efficiency of legal framework in challenging regs	117	2.7	<b>Price competitiveness</b>	7	5.9
Time required to deal with construction permits days	94	184	Ticket taxes and airport charges 0–100 (best)	6	95.1
Cost to deal with construction permits % construction cost	46	1.1	Hotel price index US\$	n/a	n/a
Extent of market dominance	130	2.7	Purchasing power parity PPP \$	81	0.5
Time to start a business days	122	40.0	Fuel price levels US\$ cents/litre	18	70.0
Cost to start a business % GNI per capita	132	82.2	<b>Environmental sustainability</b>	136	2.8
Effect of taxation on incentives to work	111	3.2	Stringency of environmental regulations	136	1.7
Effect of taxation on incentives to invest	107	3.1	Enforcement of environmental regulations	136	1.8
Total tax rate % profits	49	33.1	Sustainability of travel and tourism industry development	136	2.0
<b>Safety and security</b>	135	2.8	Particulate matter (2.5) concentration µg/m3	80	9.8
Business costs of crime and violence	129	2.6	Environmental treaty ratification 0–27 (best)	90	19
Reliability of police services	133	2.2	Baseline water stress 5–0 (best)	120	5.0
Business costs of terrorism	136	2.1	Threatened species % total species	76	6.4
Index of terrorism incidence	126	1.0	Forest cover change % change	n/a	n/a
Homicide rate /100,000 pop.	91	6.7	Wastewater treatment %	111	0.0
<b>Health and hygiene</b>	110	3.8	Costal shelf fishing pressure tonnes/km2	38	0.1
Physician density /1,000 pop	111	0.2	<b>Air transport infrastructure</b>	133	1.5
Access to improved sanitation % pop.	107	53.3	Quality of air transport infrastructure	135	2.2
Access to improved drinking water % pop.	132	54.9	Available seat kilometres, domestic millions	66	3.0
Hospital beds /10,000 pop.	116	7.0	Available seat kilometres, international millions	110	31.5
HIV prevalence % adult pop.	1	0.1	Aircraft departures /1,000 pop.	111	0.4
Malaria incidence cases/100,000 pop.	112	1756.8	Airport density airports/million pop.	70	1.0
<b>Human resources and labour market</b>	132	3.2	Number of operating airlines Number	124	9.0
Primary education enrollment rate net %	123	84.8	<b>Ground and port infrastructure</b>	129	2.0
Secondary education enrollment rate gross %	118	48.6	Quality of roads	127	2.5
Extent of staff training	133	3.0	Road density % total territorial area	103	-
Degree of customer orientation	123	3.9	Paved road density % total territorial area	126	-
Hiring and firing practices	94	3.4	Quality of railroad infrastructure	n/a	n/a
Ease of finding skilled employees	135	2.7	Railroad density km of roads/land area	n/a	n/a
Ease of hiring foreign labour	51	4.2	Quality of port infrastructure	118	2.6
Pay and productivity	116	3.3	Ground transport efficiency	136	1.8
Female participation in the labor force ratio to men	127	0.36	<b>Tourist service infrastructure</b>	127	2.2
<b>ICT readiness</b>	130	2.3	Hotel rooms number/100 pop.	105	0.1
ICT use for biz-to-biz transactions	123	3.7	Quality of tourism infrastructure	136	1.8
Internet use for biz-to-consumer transactions	133	2.9	Presence of major car rental companies	85	4
Internet users % pop.	102	25.1	Automated teller machines number/thousand adult pop.	124	4.9
Fixed-broadband Internet subscriptions /100 pop.	103	1.5	<b>Natural resources</b>	132	1.9
Mobile-cellular telephone subscriptions /100 pop.	127	68.0	Number of World Heritage natural sites number of sites	46	1
Mobile-broadband subscriptions /100 pop.	131	5.9	Total known species number of species	85	438
Mobile network coverage % pop.	127	84.0	Total protected areas % total territorial area	133	0.8
Quality of electricity supply	136	1.2	Natural tourism digital demand 0–100 (best)	108	2
<b>Prioritization of Travel &amp; Tourism</b>	135	2.4	Attractiveness of natural assets	133	2.8
Government prioritization of travel and tourism industry	136	2.2	<b>Cultural resources and business travel</b>	111	1.3
T&T government expenditure % government budget	120	1.2	Number of World Heritage cultural sites number of sites	61	3
Effectiveness of marketing and branding to attract tourists	135	1.7	Oral and intangible cultural heritage number of expressions	71	1
Comprehensiveness of annual T&T data 0–120 (best)	116	38	Sports stadiums number of large stadiums	66	5.0
Timeliness of providing monthly/quarterly T&T data 0–21 (best)	118	3.0	Number of international association meetings 3-year average	135	0.0
Country brand strategy rating 1–10 (best)	123	56.4	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/tcr>

# Zambia

108th / 136

Travel & Tourism Competitiveness Index 2017 edition



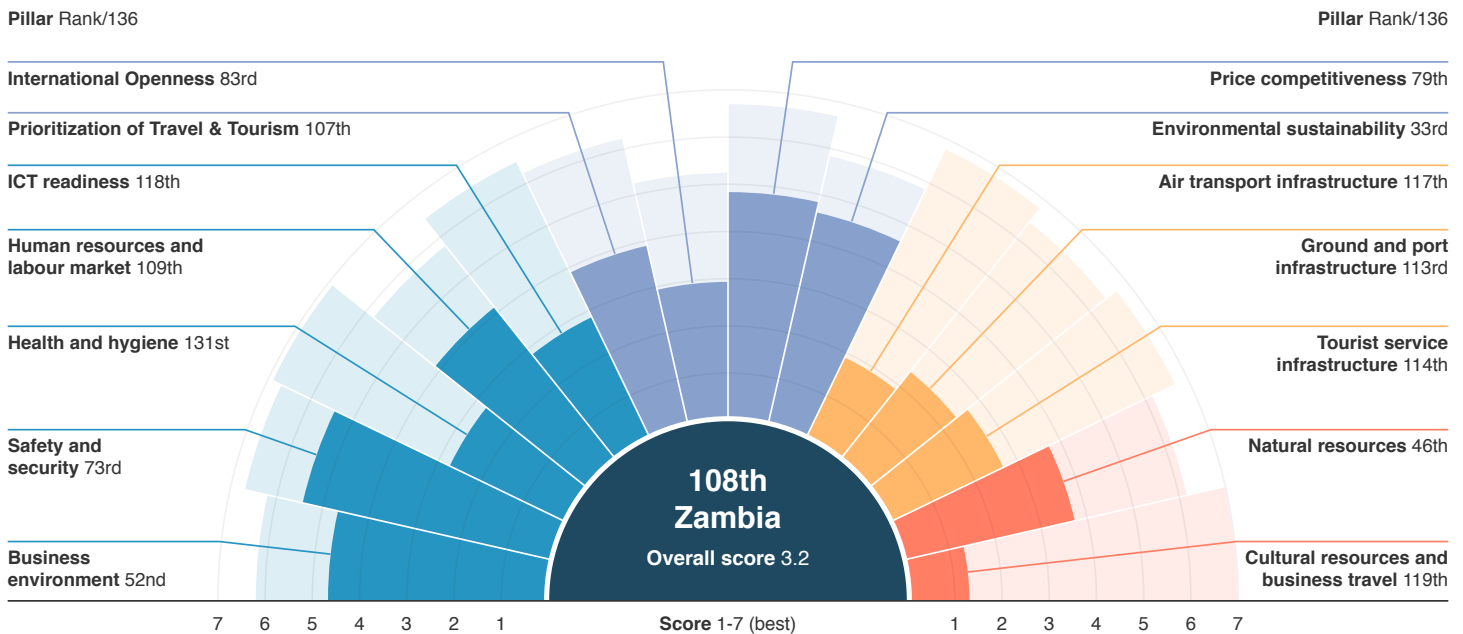
## Key Indicators

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

International tourist arrivals	932,000	T&T industry GDP	US \$627.3 million
International tourism inbound receipts	US \$660.1 million	% of total	3.0%
Average receipts per arrival	US \$708.3	T&T industry employment	94,213 jobs
		% of total	1.7%

## Performance Overview

Key Score Highest score



## Past performance

Travel & Tourism Competitiveness Edition	2015	2017
Rank	107 / 141	108 / 136
Score	3.2	3.2

## Zambia

108th / 136

## Travel &amp; Tourism Competitiveness Index 2017 edition



Index Component	Rank/136	Score*	Index Component	Rank/136	Score*
<b>Business environment</b>	52	4.6	<b>International Openness</b>	83	2.9
Property rights	53	4.5	Visa requirements 0–100 (best)	19	60.0
Business impact of rules on FDI	35	5.1	Openness of bilateral Air Service Agreements 0–38 (best)	69	10.4
Efficiency of legal framework in settling disputes	49	4.1	Number of regional trade agreements in force number	117	2.0
Efficiency of legal framework in challenging regs	57	3.6	<b>Price competitiveness</b>	79	4.8
Time required to deal with construction permits days	97	189	Ticket taxes and airport charges 0–100 (best)	67	75.2
Cost to deal with construction permits % construction cost	89	3.3	Hotel price index US\$	64	132.9
Extent of market dominance	72	3.6	Purchasing power parity PPP \$	23	0.3
Time to start a business days	50	8.5	Fuel price levels US\$ cents/litre	107	159.0
Cost to start a business % GNI per capita	117	33.7	<b>Environmental sustainability</b>	33	4.6
Effect of taxation on incentives to work	86	3.7	Stringency of environmental regulations	72	4.0
Effect of taxation on incentives to invest	86	3.4	Enforcement of environmental regulations	57	4.1
Total tax rate % profits	10	18.6	Sustainability of travel and tourism industry development	56	4.5
<b>Safety and security</b>	73	5.4	Particulate matter (2.5) concentration µg/m3	64	7.5
Business costs of crime and violence	66	4.7	Environmental treaty ratification 0–27 (best)	115	17
Reliability of police services	110	3.4	Baseline water stress 5–0 (best)	1	0.0
Business costs of terrorism	37	5.8	Threatened species % total species	4	2.9
Index of terrorism incidence	1	7.0	Forest cover change % change	53	0.0
Homicide rate /100,000 pop.	87	5.8	Wastewater treatment %	83	4.2
<b>Health and hygiene</b>	131	2.7	Costal shelf fishing pressure tonnes/km2	n/a	n/a
Physician density /1,000 pop	113	0.2	<b>Air transport infrastructure</b>	117	1.9
Access to improved sanitation % pop.	114	43.9	Quality of air transport infrastructure	119	3.2
Access to improved drinking water % pop.	125	65.4	Available seat kilometres, domestic millions	79	1.3
Hospital beds /10,000 pop.	79	20.0	Available seat kilometres, international millions	109	31.7
HIV prevalence % adult pop.	131	12.4	Aircraft departures /1,000 pop.	107	0.6
Malaria incidence cases/100,000 pop.	125	20990.6	Airport density airports/million pop.	47	1.5
<b>Human resources and labour market</b>	109	4.1	Number of operating airlines Number	105	17.0
Primary education enrollment rate net %	111	87.4	<b>Ground and port infrastructure</b>	113	2.3
Secondary education enrollment rate gross %	131	37.0	Quality of roads	84	3.5
Extent of staff training	75	3.8	Road density % total territorial area	110	-
Degree of customer orientation	97	4.3	Paved road density % total territorial area	108	-
Hiring and firing practices	34	4.3	Quality of railroad infrastructure	71	2.6
Ease of finding skilled employees	32	4.8	Railroad density km of roads/land area	87	0.2
Ease of hiring foreign labour	12	4.9	Quality of port infrastructure	126	2.2
Pay and productivity	91	3.7	Ground transport efficiency	95	2.9
Female participation in the labor force ratio to men	45	0.87	<b>Tourist service infrastructure</b>	114	2.6
<b>ICT readiness</b>	118	2.8	Hotel rooms number/100 pop.	88	0.3
ICT use for biz-to-biz transactions	103	4.2	Quality of tourism infrastructure	67	4.7
Internet use for biz-to-consumer transactions	114	3.7	Presence of major car rental companies	113	2
Internet users % pop.	109	21.0	Automated teller machines number/thousand adult pop.	112	9.6
Fixed-broadband Internet subscriptions /100 pop.	125	0.2	<b>Natural resources</b>	46	3.7
Mobile-cellular telephone subscriptions /100 pop.	123	74.5	Number of World Heritage natural sites number of sites	46	1
Mobile-broadband subscriptions /100 pop.	119	13.8	Total known species number of species	28	1057
Mobile network coverage % pop.	115	93.0	Total protected areas % total territorial area	7	37.9
Quality of electricity supply	118	2.5	Natural tourism digital demand 0–100 (best)	96	4
<b>Prioritization of Travel &amp; Tourism</b>	107	3.9	Attractiveness of natural assets	51	5.5
Government prioritization of travel and tourism industry	63	4.9	<b>Cultural resources and business travel</b>	119	1.3
T&T government expenditure % government budget	100	2.1	Number of World Heritage cultural sites number of sites	126	0
Effectiveness of marketing and branding to attract tourists	77	4.1	Oral and intangible cultural heritage number of expressions	56	2
Comprehensiveness of annual T&T data 0–120 (best)	108	4.3	Sports stadiums number of large stadiums	90	3.0
Timeliness of providing monthly/quarterly T&T data 0–21 (best)	115	4.5	Number of international association meetings 3-year average	100	6.7
Country brand strategy rating 1–10 (best)	82	72.5	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/tcr>

# Zimbabwe

114th / 136

Travel & Tourism Competitiveness Index 2017 edition



## Key Indicators

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

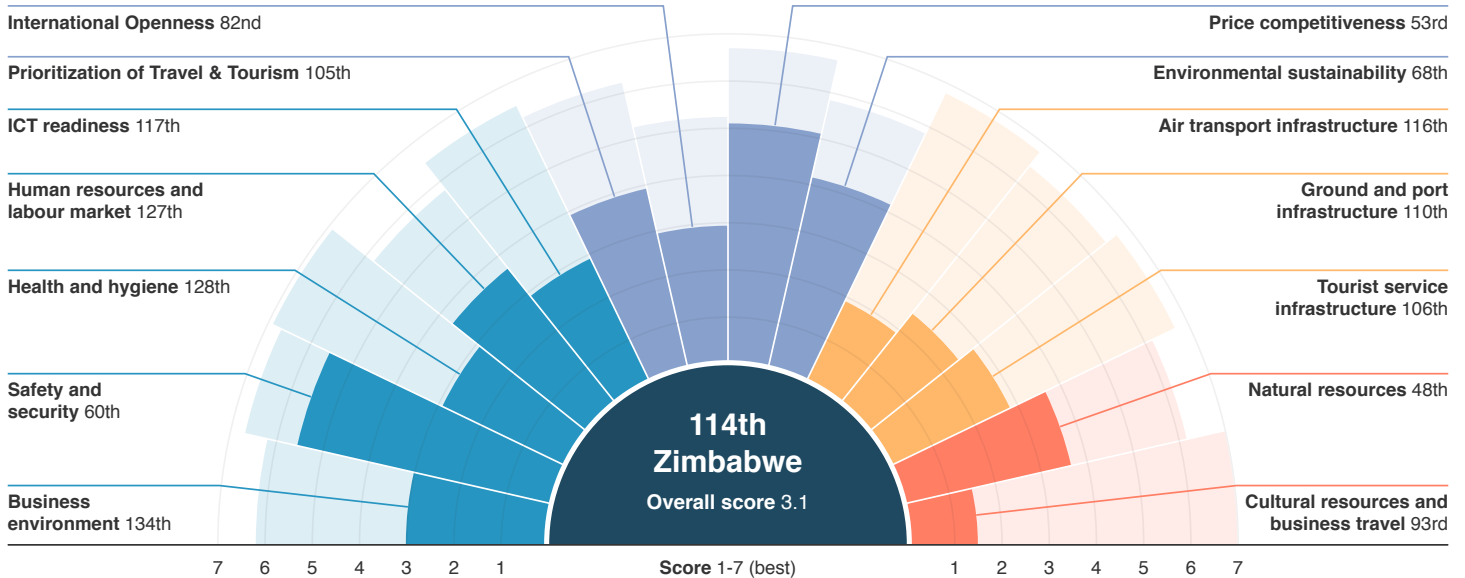
International tourist arrivals	2,056,588	T&T industry GDP	US \$703.0 million
International tourism inbound receipts	US \$886.0 million	% of total	5.2%
Average receipts per arrival	US \$430.8	T&T industry employment	180,028 jobs
		% of total	3.1%

## Performance Overview

Key Score Highest score

Pillar Rank/136

Pillar Rank/136



## Past performance

Travel & Tourism Competitiveness Edition	2015	2017
Rank	115 / 141	114 / 136
Score	3.1	3.1

## Zimbabwe

114th / 136

## Travel &amp; Tourism Competitiveness Index 2017 edition



Index Component	Rank/136	Score*	Index Component	Rank/136	Score*
<b>Business environment</b>	134	3.0	<b>International Openness</b>	82	2.9
Property rights	135	2.6	Visa requirements 0–100 (best)	23	58.0
Business impact of rules on FDI	136	2.2	Openness of bilateral Air Service Agreements 0–38 (best)	93	9.1
Efficiency of legal framework in settling disputes	81	3.4	Number of regional trade agreements in force number	91	4.0
Efficiency of legal framework in challenging regs	111	2.7	<b>Price competitiveness</b>	53	5.1
Time required to deal with construction permits days	115	238	Ticket taxes and airport charges 0–100 (best)	47	80.5
Cost to deal with construction permits % construction cost	133	25.4	Hotel price index US\$	15	83.0
Extent of market dominance	110	3.2	Purchasing power parity PPP \$	84	0.5
Time to start a business days	134	91.0	Fuel price levels US\$ cents/litre	95	148.0
Cost to start a business % GNI per capita	133	119.2	<b>Environmental sustainability</b>	68	4.1
Effect of taxation on incentives to work	52	4.1	Stringency of environmental regulations	67	4.1
Effect of taxation on incentives to invest	113	3.0	Enforcement of environmental regulations	62	4.0
Total tax rate % profits	47	32.8	Sustainability of travel and tourism industry development	88	4.0
<b>Safety and security</b>	60	5.5	Particulate matter (2.5) concentration µg/m3	30	4.8
Business costs of crime and violence	64	4.8	Environmental treaty ratification 0–27 (best)	115	17
Reliability of police services	106	3.5	Baseline water stress 5–0 (best)	45	0.7
Business costs of terrorism	5	6.4	Threatened species % total species	26	3.8
Index of terrorism incidence	62	7.0	Forest cover change % change	106	0.1
Homicide rate /100,000 pop.	91	6.7	Wastewater treatment %	111	0.0
<b>Health and hygiene</b>	128	2.9	Costal shelf fishing pressure tonnes/km2	n/a	n/a
Physician density /1,000 pop	122	0.1	<b>Air transport infrastructure</b>	116	1.9
Access to improved sanitation % pop.	120	36.8	Quality of air transport infrastructure	106	3.6
Access to improved drinking water % pop.	117	76.9	Available seat kilometres, domestic millions	68	2.4
Hospital beds /10,000 pop.	87	17.0	Available seat kilometres, international millions	125	19.1
HIV prevalence % adult pop.	133	16.7	Aircraft departures /1,000 pop.	87	1.7
Malaria incidence cases/100,000 pop.	116	6559.2	Airport density airports/million pop.	86	0.8
<b>Human resources and labour market</b>	127	3.6	Number of operating airlines Number	109	15.0
Primary education enrollment rate net %	119	85.9	<b>Ground and port infrastructure</b>	110	2.4
Secondary education enrollment rate gross %	119	47.6	Quality of roads	100	3.2
Extent of staff training	88	3.7	Road density % total territorial area	84	-
Degree of customer orientation	115	4.0	Paved road density % total territorial area	97	-
Hiring and firing practices	130	2.3	Quality of railroad infrastructure	79	2.3
Ease of finding skilled employees	53	4.4	Railroad density km of roads/land area	61	0.7
Ease of hiring foreign labour	136	2.3	Quality of port infrastructure	104	3.2
Pay and productivity	121	3.3	Ground transport efficiency	116	2.5
Female participation in the labor force ratio to men	35	0.89	<b>Tourist service infrastructure</b>	106	2.8
<b>ICT readiness</b>	117	2.9	Hotel rooms number/100 pop.	127	0.0
ICT use for biz-to-biz transactions	107	4.1	Quality of tourism infrastructure	74	4.5
Internet use for biz-to-consumer transactions	130	3.2	Presence of major car rental companies	85	4
Internet users % pop.	122	16.4	Automated teller machines number/thousand adult pop.	122	5.3
Fixed-broadband Internet subscriptions /100 pop.	106	1.1	<b>Natural resources</b>	48	3.6
Mobile-cellular telephone subscriptions /100 pop.	114	84.8	Number of World Heritage natural sites number of sites	30	2
Mobile-broadband subscriptions /100 pop.	94	39.0	Total known species number of species	40	889
Mobile network coverage % pop.	123	88.7	Total protected areas % total territorial area	31	26.6
Quality of electricity supply	122	2.3	Natural tourism digital demand 0–100 (best)	97	4
<b>Prioritization of Travel &amp; Tourism</b>	105	3.9	Attractiveness of natural assets	31	5.8
Government prioritization of travel and tourism industry	73	4.7	<b>Cultural resources and business travel</b>	93	1.5
T&T government expenditure % government budget	88	2.6	Number of World Heritage cultural sites number of sites	61	3
Effectiveness of marketing and branding to attract tourists	111	3.4	Oral and intangible cultural heritage number of expressions	71	1
Comprehensiveness of annual T&T data 0–120 (best)	66	66	Sports stadiums number of large stadiums	50	7.0
Timeliness of providing monthly/quarterly T&T data 0–21 (best)	109	9.0	Number of international association meetings 3-year average	104	5.3
Country brand strategy rating 1–10 (best)	100	65.7	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/tcr>



# 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.<sup>1</sup>

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.

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## 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<sup>2</sup>
- 1.04 Efficiency of legal framework in challenging regulations<sup>2</sup>
- 1.05 Time required to deal with construction permits<sup>2</sup>
- 1.06 Cost to deal with construction permits<sup>2</sup>
- 1.07 Extent of market dominance
- 1.08 Time required to start a business<sup>2</sup>
- 1.09 Cost to start a business<sup>2</sup>
- 1.10 Extent and effect of taxation on incentives to work<sup>2</sup>
- 1.11 Extent and effect of taxation on incentives to invest<sup>2</sup>
- 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<sup>2</sup>
- 3.03 Access to improved drinking water<sup>2</sup>
- 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<sup>2</sup>
- 5.02 Internet use for business-to-consumer transactions<sup>2</sup>
- 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

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## 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\*<sup>2</sup>
- 6.05 Timeliness of providing monthly/quarterly T&T data\*<sup>2</sup>
- 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<sup>2</sup>
- 9.02 Enforcement of environmental regulations<sup>2</sup>
- 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\*

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## Subindex C: Infrastructure

### Pillar 10: Air Transport Infrastructure

- 10.01 Quality of air transport infrastructure
- 10.02 Available seat kilometres, domestic\*<sup>3</sup>
- 10.03 Available seat kilometres, international\*<sup>3</sup>
- 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\*<sup>2</sup>
- 11.03 Paved road density\*<sup>2</sup>
- 11.04 Quality of railroad infrastructure<sup>2</sup>
- 11.05 Railroad density\*<sup>2</sup>
- 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\*

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## 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\*<sup>3</sup>
- 14.02 Number of oral and intangible cultural heritage expressions\*<sup>3</sup>
- 14.03 Number of sports stadiums\*
- 14.04 Number of international association meetings\*
- 14.05 Cultural and entertainment tourism digital demand\*

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## 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 kilometres, domestic*, and 10.03, *Available seat kilometres, 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.

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### 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*

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## 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)

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## 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.

### 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

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## 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

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## 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

#### 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](http://www.bloom-consulting.com/pdf/rankings/Bloom_Consulting_Country_Brand_Ranking_Tourism.pdf)

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## 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

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## 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 assesses 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>

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## 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)

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## 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](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 its 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](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 Pinstent-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](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 Coastal 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](http://www.ices.int/fish/statlant.htm)), the Northwest Atlantic Fisheries Organization (NAFO; [www.nafo.ca/](http://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>

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## 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

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## 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

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## 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)

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## 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](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

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## 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](http://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](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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Our products and solutions help to improve the business performance of our customers; travel agencies, corporations, airlines, ground handlers, hotels, railways, car rental companies, airports, cruise lines and ferry operators. The Amadeus group employs around 14,000 people worldwide, across central sites in Madrid (corporate headquarters), Nice (development) and Erding (operations), as well as over 70 local Amadeus Commercial Organisations globally and has a presence in more than 190 countries. The group operates a transaction-based business model. Amadeus is listed on the Spanish Stock Exchange under the symbol "AMS.MC" and is a component of the IBEX 35 index.

To find out more about Amadeus please visit [www.amadeus.com](http://www.amadeus.com), and [www.amadeus.com/blog](http://www.amadeus.com/blog) for more on the travel industry.

# 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](http://www.digitalcountryindex.com) to reveal which countries are most searched online for these dimensions.

# Deloitte.

As a leading professional services provider to the international travel, hospitality and leisure industry, Deloitte acts for owners, operators, developers, lenders and investors. Our clients have access to a fully integrated and sector-focused team, whose experience and knowledge of the travel, hospitality and leisure industry and the business imperatives facing our clients enables us to provide real insight in a timely manner.

Through our unique global network of over 244,400 professionals at member firms in 150 countries and territories, we are able to work locally and globally to deliver services in audit, tax, consulting, financial advisory, risk advisory, and related services. In addition to auditing a number of the largest global travel, hospitality and leisure businesses, our commercial, financial and tax advisory teams have helped clients to acquire or sell a wide range of trophy assets, large portfolios and strategic investments in the sector. We also advise on debt raising, new development, business planning and corporate strategy.

Deloitte is at the forefront of providing solutions that maximise value for our clients and ensure competitive advantage in what is an increasingly fast-changing and often volatile market. [www.deloitte.co.uk/THL](http://www.deloitte.co.uk/THL)



Emirates is the world’s largest international airline. From its hub in Dubai, Emirates connects people and economies around the globe, by inspiring travel and facilitating trade across 154 destinations in 83 countries. On board its modern and efficient fleet of 250 aircraft, Emirates offers award-winning comfort and service, delivered by friendly cabin crew representing over 130 nationalities. Today, Emirates operates the world’s largest fleets of the iconic A380 and popular Boeing 777s, and has an order book for another 230 more of these modern jets. Through its global operations and order book, Emirates has a direct economic impact in the markets it serves, and supports hundreds of thousands of jobs in the aviation and tourism supply chain.



Ethihad Aviation Group (EAG) is a diversified global aviation and travel group comprising four business divisions—Ethihad Airways, the national airline of the United Arab Emirates, Ethihad 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 Ethihad Regional.

From its Abu Dhabi base, Ethihad 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 Group was established in 1993 and has a history of over 20 years. It grew and prospered against the backdrop of the reform and opening up in China. It developed from a local aviation transportation operator to a corporate group encompassing pillar industries of aviation, holdings, finance, tourism and logistics. Its business outreach has expanded from Hainan Island—the South Sea Pearl—to the globe. It has assets valued at RMB 600 billion, and has 24 listed companies. It has revenues of around RMB 190 billion in 2015 and provides nearly 200,000 jobs worldwide. After 20 years’ endeavor, HNA Group has emerged among the Top 4 in China’s aviation industry and ranks 353th among Fortune 500 in 2016.



Grupo Iberostar is a 100% family-owned multinational company, firmly positioned at the forefront of the tourism sector. For the past 60 years, Grupo Iberostar has worked rigorously to offer its customers unique and memorable experiences, based on an outstanding service in the world's finest destinations and innovation through the responsible development of new concepts, always striving for mutual benefit with its stakeholders.

Grupo Iberostar is currently present in 28 countries, focusing its main business activity on the hospitality industry through Iberostar Hotels & Resorts, with 100 hotels in the world's finest locations, winners of numerous awards and acclaimed by guests as the best in their categories. In addition to its hotel division, Grupo Iberostar develops top quality homes that include five star facilities through Iberostar Golf, Villas & Condos, and also meets all travellers' needs with its IberoService, W2M and Almundo.com brands. The Iberostar Foundation enables the Group to contribute to the sustainable development of the places in which the company operates. For more information please visit [www.grupoiberostar.com](http://www.grupoiberostar.com)



Gulfstream Aerospace Corporation, a wholly owned subsidiary of General Dynamics (NYSE: GD), designs, develops, manufactures, markets, services and supports the world's most technologically advanced business-jet aircraft. Gulfstream has produced more than 2,500 aircraft for customers around the world since 1958. Gulfstream offers a comprehensive fleet of aircraft comprising the Gulfstream G280, G500, G550, G600, G650 and G650ER.



Hilton is a leading global hospitality company, with a portfolio of 14 world-class brands comprising nearly 4,900 properties with more than 796,000 rooms in 104 countries and territories. Hilton is dedicated to fulfilling its mission to be the world's most hospitable company by delivering exceptional experiences—every hotel, every guest, every time. The company's portfolio includes Hilton Hotels & Resorts, Waldorf Astoria Hotels & Resorts, Conrad Hotels & Resorts, Canopy by Hilton, Curio - A Collection by Hilton, DoubleTree by Hilton, Tapestry Collection by Hilton, Embassy Suites by Hilton, Hilton Garden Inn, Hampton by Hilton, Tru by Hilton, Homewood Suites by Hilton, Home2 Suites by Hilton and Hilton Grand Vacations. The company also manages an award-winning customer loyalty program, Hilton HHonors®. Visit [news.hiltonworldwide.com](http://news.hiltonworldwide.com) for more information and connect with Hilton on Facebook, Twitter, LinkedIn, Instagram and YouTube.



The International Air Transport Association (IATA), founded in April 1945, is the prime vehicle for inter-airline cooperation in promoting safe, reliable, secure, and economical air services. The International Air Transport Association (IATA) is the global trade association for the airline industry. Our 265 member airlines comprise 83% of total air traffic.



IHG® (InterContinental Hotels Group) [LON:IHG, NYSE:IHG (ADRs)] is a global organisation with a broad portfolio of hotel brands, including InterContinental® Hotels & Resorts, Kimpton® Hotels & Restaurants, HUALUXE® Hotels and Resorts, Crowne Plaza® Hotels & Resorts, Hotel Indigo®, EVEN® Hotels, Holiday Inn® Hotels & Resorts, Holiday Inn Express®, Staybridge Suites® and Candlewood Suites®.

IHG franchises, leases, manages or owns nearly 5,100 hotels and more than 750,000 guest rooms in almost 100 countries, with nearly 1,500 hotels in its development pipeline. IHG also manages IHG® Rewards Club, the world's first and largest hotel loyalty programme, with nearly 99 million members worldwide. InterContinental Hotels Group PLC is the Group's holding company and is incorporated in Great Britain and registered in England and Wales. More than 350,000 people work across IHG's hotels and corporate offices globally.

Visit [www.ihg.com](http://www.ihg.com) for hotel information and reservations and [www.ihgrewardsclub.com](http://www.ihgrewardsclub.com) for more on IHG Rewards Club. For our latest news, visit: [www.ihg.com/media](http://www.ihg.com/media) and follow us on social media at: [www.twitter.com/ihg](https://twitter.com/ihg), [www.facebook.com/ihg](https://facebook.com/ihg) and [www.youtube.com/ihgplc](https://youtube.com/ihgplc).



IUCN is a membership Union uniquely composed of both government and civil society organisations. It provides public, private and non-governmental organisations with the knowledge and tools that enable human progress, economic development and nature conservation to take place together.

Created in 1948, IUCN is now the world's largest and most diverse environmental network, harnessing the knowledge, resources and reach of more than 1,300 Member organisations and some 16,000 experts. It is a leading provider of conservation data, assessments and analysis. Its broad membership enables IUCN to fill the role of incubator and trusted repository of best practices, tools and international standards.

IUCN provides a neutral space in which diverse stakeholders including governments, NGOs, scientists, businesses, local communities, indigenous peoples organisations and others can work together to forge and implement solutions to environmental challenges and achieve sustainable development.

Working with many partners and supporters, IUCN implements a large and diverse portfolio of conservation projects worldwide. Combining the latest science with the traditional knowledge of local communities, these projects work to reverse habitat loss, restore ecosystems and improve people's well-being.



Jet Airways is India's premier international airline that took to the skies in 1993 and operates flights to 67 destinations, including India and overseas. Jet Airways' robust domestic India network across 47 cities, spans the length and breadth of the country covering metro cities, state capitals and emerging destinations. Beyond India, Jet Airways operates flights to 20 key international destinations in South East Asia, South Asia, Middle East, Europe and North America. The Jet Airways Group currently operates a fleet of 117 aircraft, comprising Boeing 777-300 ERs, Airbus A330-200/300, Next Generation Boeing 737s and ATR 72-500/600s. With an average age of 7.33 years, this is one of the youngest fleets in the region. Experience ultimate luxury in private suites in First Class, fully-flat beds in Premiere and extra comfort in Economy with Jet Airways signature Indian hospitality.



Jumeirah Group, the global luxury hotel company and a member of Dubai Holding, operates a world-class portfolio of hotels and resorts, including the flagship Burj Al Arab. Jumeirah Hotels & Resorts are regarded as among the most luxurious and innovative in the world and have won numerous international travel and tourism awards. The company manages properties in Dubai and Abu Dhabi, UAE, and Kuwait in the Middle East; Baku, Frankfurt, Istanbul, London and Mallorca (Spain) in Europe; the Maldives and Shanghai in Asia. Jumeirah Group also runs the luxury serviced residences brand Jumeirah Living, with properties in London and Dubai; the new contemporary lifestyle hotel brand Venu; the wellness brand Talise; Jumeirah Restaurants; Wild Wadi Waterpark; The Emirates Academy of Hospitality Management; and Sirius, its global loyalty programme. Future openings include luxury and lifestyle hotels in China, India, Indonesia, Jordan, Oman, Russia and the UAE.



Marriott International, Inc. (NASDAQ: MAR) is the world's largest hotel company based in Bethesda, Maryland, USA, with more than 5,700 properties in over 110 countries. Marriott operates and franchises hotels and licenses vacation ownership resorts. The company's 30 leading brands include: Bulgari®, The Ritz-Carlton® and The Ritz-Carlton Reserve®, St. Regis®, W®, EDITION®, JW Marriott®, The Luxury Collection®, Marriott Hotels®, Westin®, Le Méridien®, Renaissance® Hotels, Sheraton®, Delta Hotels by MarriottSM, Marriott Executive Apartments®, Marriott Vacation Club®, Autograph Collection® Hotels, Tribute Portfolio™, Design Hotels™, Gaylord Hotels®, Courtyard®, Four Points® by Sheraton, SpringHill Suites®, Fairfield Inn & Suites®, Residence Inn®, TownePlace Suites®, AC Hotels by Marriott®, Aloft®, Element®, Moxy® Hotels, and Protea Hotels by Marriott®. The company also operates award-winning loyalty programs: Marriott Rewards®, which includes The Ritz-Carlton Rewards®, and Starwood Preferred Guest®. For more information, please visit our website at [www.marriott.com](http://www.marriott.com), and for the latest company news, visit [www.marriottnewscenter.com](http://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](http://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](http://usa.visa.com/about-visa.html), [visacorporate.tumblr.com](https://www.visacorporate.tumblr.com) and @VisaNews



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The World Tourism Organization (UNWTO; [www.UNWTO.org](http://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.



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The World Travel & Tourism Council is the global authority on the economic and social contribution of Travel & Tourism. WTTTC 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.

WTTTC 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, WTTTC 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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IMPROVING THE STATE  
OF THE WORLD**

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