

# How to Read the Country/Economy Profiles

This section presents two-page profiles for 140 economies included in *The Travel & Tourism Competitiveness Report 2019*.

## First Page

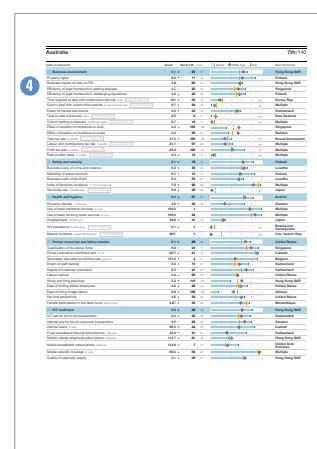
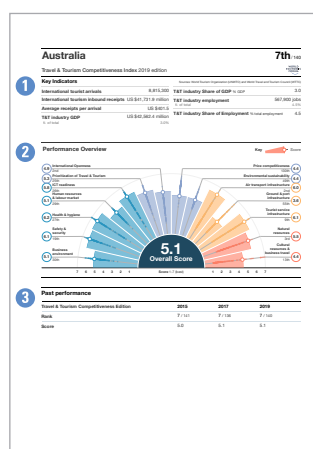
The first page is divided into three sections:

### 1 Key Indicators

Presents several key statistics illuminating the context of a country's overall economy and its T&T sector. It includes the number of international tourist arrivals per year, international tourism inbound receipts (US\$ millions), and the ratio between these two measures as of 2017. This data is provided by the UNWTO's *Yearbook of Tourism Statistics*, *Compendium of Tourism Statistics*. International tourism inbound receipts are defined as expenditures by international inbound visitors, including payments to national carriers for international transport. They include any other prepayment made for goods or services received in the destination country, and may also include receipts from same-day visitors, except when these are important enough to justify separate classification. For some economies and they do not include receipts for passenger transport items. This data is 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 the total economy, T&T industry employment as well as the T&T industry's employment share of the total economy. This data is estimated by the World Travel & Tourism Council (WTTTC), using the TSA approach. WTTTC 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. More information regarding WTTTC's TSA Research, along with details on the methodology and data, is available at <https://www.wtttc.org/publications/>.

### 2 Performance Overview

Presents the economy's performance on the overall Travel & Tourism Competitiveness Index (TTCI), the four main components (subindexes) and the 14 pillars. Performance on the individual indicators composing each pillar is shown on the second page of each Country/Economy Profile.



### 3 Evolution of the TTCI Over Time

Shows the country's or economy's performance—including global rank and score—on the T&T Competitiveness Index over time.

## Second Page

### 4 The Travel & Tourism Competitiveness Index 2019 in detail

Details the economy's performance—global rank and score—on each of the 90 indicators that make up the TTCI. Indicators are organized by pillar. See Appendix B: Methodology and Appendix C: Data Definitions and Sources 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. Additional columns provide benchmarking metrics. Please note: indicator values that have been imputed will show up as 'n/a' and will not receive a rank. To see imputed values, see Appendix B.