

How to Read the Regional Profiles

This guide explains in detail the regional analysis section of the *Travel & Tourism Competitiveness Report 2019*. This analysis can be accessed as part of the entire 2019 report or individually downloaded at <http://reports.weforum.org/ttcr/>.

This analysis is intended to provide readers with a high-level overview of T&T competitiveness within the five regional groupings covered in the 2019 index. This approach provides an opportunity for policy-makers and industries/investors alike to understand opportunities in context of regional growth and gaps, and to identify strategies that will maximise return on investment from a regional approach. While the regional profiles provide insight into trends please note that such regional trends and averages might not be reflective of the performance of some individual economies as country performance varies greatly within regions. To access individual country profiles, please go to <http://reports.weforum.org/ttcr/>.

The five regions in alphabetical order are: **The Americas**, **Asia-Pacific**, **Europe and Eurasia**, **the Middle East and North Africa**, and **Sub-Saharan Africa**. See page 102 for list of country/economy groupings by region and subregion.

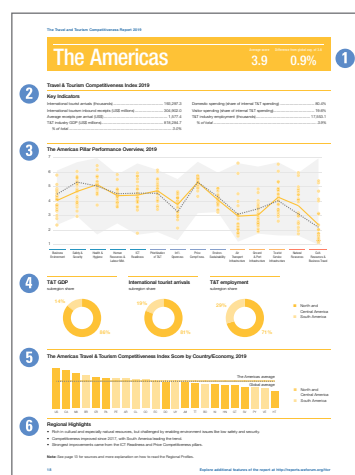
Each regional profile consists of: 1) Regional Dashboard, 2) Pillar Snapshot, 3) TTCI regional rankings table, 4) TTC regional scores heatmap, and 5) written analysis.

Please note:

- Any mention of country/economy grouping averages (i.e. global or regional averages) in TTCI or component growth since the 2017 index is based on the average (arithmetic) of countries covered in both the 2017 and 2019 report. As a result, performance may be over- or understated.
- Unless otherwise noted, figures in parenthesis represent an economy's global ranking (out of 140) for the mentioned metric.
- Differences between pillars and growth rates might not be reflected in the scores provided due to the rounding of scores to the tenth decimal point.
- All mentions of T&T GDP, domestic and visitor share of internal spending and employment figures comes

from the World Travel & Tourism Council (W TTC). International tourist arrivals, expenditures and receipts data comes from the World Tourism Organization (UNWTO). For more details on these sources, see details on the Regional Dashboard below.

Regional Dashboard



1 Average score and global average comparison

Presents the average (arithmetic) TTCI score for all economies in the region and the percentage difference between the average (arithmetic) TTCI score for the 140 economies covered by the 2019 report and the regional average (arithmetic) score.

2 Key Indicators

Presents several important statistics illuminating the context of a region's overall economy and its T&T sector in particular. Please note that all figures are aggregate totals for the countries covered in region. Included here are the number of international tourist arrivals per year, international tourism receipts (US\$ millions), and the ratio between these two measures as of 2017 (or most recent). This data is provided by the UNWTO's International Tourism Receipts and Expenditure data. International tourism receipts count as exports in the balance of payments (travel) of each destination country and cover all transactions related to the consumption of goods and services by international

visitors, such as accommodation, food and drink, fuel, domestic transport, entertainment, shopping, etc. They include transactions generated by same-day as well as overnight visitors. Not included are receipts from international passenger transport contracted from companies outside the travellers' countries of residence, which are reported in a separate category (passenger transport). For more information, please see the International Recommendations for Tourism Statistics 2008 (IRTS 2008) at: <http://statistics.unwto.org/content/methodology-0>. This section also includes 2018 direct T&T industry GDP, T&T industry GDP as a share of the total economy, domestic and visitor (export) spending as a share of internal T&T spending, and total T&T industry employment as well as its share of 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, are available at <https://www.wttc.org/publications/>.

3 Regional pillar performance overview

Presents country/economy distribution of global TTCI scores for each of the 14 pillars of the index, colour-coded by subregion (colour key is adjacent to subregion share pie charts). The dotted horizontal line represents the average (arithmetic) pillar score for the 140 economies covered by the 2019 report, while the solid horizontal line represents the average (arithmetic) pillar score for the region. The shaded area presents the outer boundaries of each pillar and are generated by the lowest and highest scoring economy for each pillar. Pillar titles are colour-coded by subindex (colours correspond to the colours in the Pillar Snapshot).

4 Subregion share pie charts

Shows the aggregate T&T GDP, international tourist arrivals and T&T employment by subregion share. Charts are sourced from the key indicators section. Note that data is rounded to the nearest whole number.

5 Regional TTCI score by country

Presents TTCI scores for each economy in the region, from highest (left) to lowest (right). The dotted horizontal line represents the average (arithmetic) TTCI score for the 140 economies covered by the 2019 report and the solid horizontal line represents the average (arithmetic) TTCI score for the region. Vertical bars are colour-coded by subregion. Economy names are presented as two-letter codes based on ISO classification. Please see pages 16–17 for a full list of country/economy names and their corresponding ISO-2 codes.

6 Regional highlights

Provides brief high-level takeaways about the region.

Pillar Snapshot



Presents regional performance for each TTCI pillar, including:

- Regional average (arithmetic) score, with arrow representing direction of change since the 2017 TTCI. Please note that performance since 2017 is always based on economies covered in both the 2017 and 2019 editions of the TTCI. As a result, performance may be over- or understated.
- Difference from global avg. (%)—the percentage difference between the average (arithmetic) pillar score for the 140 economies covered by the 2019 report and the regional average (arithmetic) score.
- Names of the region's highest-scoring economy on the pillar and the economy that had the highest score increase (by percentage) since the 2017 report.
- Short overview of the highest-scoring economy in the region for the pillar, including its global pillar ranking and key metrics that explain its position.

TTCI 2019 Rankings

The Americas TTCI 2019 Rankings

Country/Economy	2019	DIFFERENCE FROM 2017		SCORE DIFF. FROM BENCHMARK AVG.	
		Rank	Score	Percentage	Score
1	USA	1	1.00	0.00	0.00
2	Canada	2	0.93	1.4	20.3
3	Brazil	3	0.87	2.8	21.8
4	Chile	4	0.81	4.2	23.3
5	Colombia	5	0.75	5.6	24.8
6	Costa Rica	6	0.69	7.0	26.3
7	Cuba	7	0.63	8.4	27.8
8	Ecuador	8	0.57	9.8	29.3
9	El Salvador	9	0.51	11.2	30.8
10	Guatemala	10	0.45	12.6	32.3
11	Honduras	11	0.39	14.0	33.8
12	Jamaica	12	0.33	15.4	35.3
13	Mexico	13	0.27	16.8	36.8
14	Nicaragua	14	0.21	18.2	38.3
15	Panama	15	0.15	19.6	39.8
16	Paraguay	16	0.09	21.0	41.3
17	Peru	17	0.03	22.4	42.8
18	Uruguay	18	-0.03	23.8	44.3
19	Venezuela	19	-0.09	25.2	45.8
20	Argentina	20	-0.15	26.6	47.3
21	Bolivia	21	-0.21	28.0	48.8
22	Paraguay	22	-0.27	29.4	50.3
23	Venezuela	23	-0.33	30.8	51.8
24	Uruguay	24	-0.39	32.2	53.3
25	Paraguay	25	-0.45	33.6	54.8
26	Venezuela	26	-0.51	35.0	56.3
27	Uruguay	27	-0.57	36.4	57.8
28	Paraguay	28	-0.63	37.8	59.3
29	Venezuela	29	-0.69	39.2	60.8
30	Uruguay	30	-0.75	40.6	62.3
31	Paraguay	31	-0.81	42.0	63.8
32	Venezuela	32	-0.87	43.4	65.3
33	Uruguay	33	-0.93	44.8	66.8
34	Paraguay	34	-0.99	46.2	68.3
35	Venezuela	35	-1.05	47.6	69.8
36	Uruguay	36	-1.11	49.0	71.3
37	Paraguay	37	-1.17	50.4	72.8
38	Venezuela	38	-1.23	51.8	74.3
39	Uruguay	39	-1.29	53.2	75.8
40	Paraguay	40	-1.35	54.6	77.3
41	Venezuela	41	-1.41	56.0	78.8
42	Uruguay	42	-1.47	57.4	80.3
43	Paraguay	43	-1.53	58.8	81.8
44	Venezuela	44	-1.59	60.2	83.3
45	Uruguay	45	-1.65	61.6	84.8
46	Paraguay	46	-1.71	63.0	86.3
47	Venezuela	47	-1.77	64.4	87.8
48	Uruguay	48	-1.83	65.8	89.3
49	Paraguay	49	-1.89	67.2	90.8
50	Venezuela	50	-1.95	68.6	92.3

Presents a region's economies in descending order by global rank (TTCI score is also included). **Difference from 2017** columns list each economy's change in rank and score (by percentage) since the 2017 edition of the TTCI. Countries not covered in the 2017 TTCI are given 'n/a' values. **Score difference from benchmark average** columns list the percentage difference between country TTCI score and both the global average (arithmetic) score (derived from all 140 economies in 2019) and the regional average (arithmetic) score.

TTCI 2019 Scores

The Americas TTCI 2019 Scores

Country/Economy	TTCI 2019 Scores									
	Global	Regional	Subregional	Infrastructure	Service	Government	Business	People	Environment	Security
USA	8.27	8.27	8.27	8.27	8.27	8.27	8.27	8.27	8.27	8.27
Canada	8.15	8.15	8.15	8.15	8.15	8.15	8.15	8.15	8.15	8.15
Brazil	7.93	7.93	7.93	7.93	7.93	7.93	7.93	7.93	7.93	7.93
Chile	7.87	7.87	7.87	7.87	7.87	7.87	7.87	7.87	7.87	7.87
Colombia	7.81	7.81	7.81	7.81	7.81	7.81	7.81	7.81	7.81	7.81
Costa Rica	7.75	7.75	7.75	7.75	7.75	7.75	7.75	7.75	7.75	7.75
Cuba	7.69	7.69	7.69	7.69	7.69	7.69	7.69	7.69	7.69	7.69
Ecuador	7.63	7.63	7.63	7.63	7.63	7.63	7.63	7.63	7.63	7.63
El Salvador	7.57	7.57	7.57	7.57	7.57	7.57	7.57	7.57	7.57	7.57
Guatemala	7.51	7.51	7.51	7.51	7.51	7.51	7.51	7.51	7.51	7.51
Honduras	7.45	7.45	7.45	7.45	7.45	7.45	7.45	7.45	7.45	7.45
Jamaica	7.39	7.39	7.39	7.39	7.39	7.39	7.39	7.39	7.39	7.39
Mexico	7.33	7.33	7.33	7.33	7.33	7.33	7.33	7.33	7.33	7.33
Nicaragua	7.27	7.27	7.27	7.27	7.27	7.27	7.27	7.27	7.27	7.27
Panama	7.21	7.21	7.21	7.21	7.21	7.21	7.21	7.21	7.21	7.21
Paraguay	7.15	7.15	7.15	7.15	7.15	7.15	7.15	7.15	7.15	7.15
Uruguay	7.09	7.09	7.09	7.09	7.09	7.09	7.09	7.09	7.09	7.09
Venezuela	7.03	7.03	7.03	7.03	7.03	7.03	7.03	7.03	7.03	7.03

Presents country/economy global scores for each pillar, as well as regional and subregional average (arithmetic) scores. Score values are colour-coded according to the country's position relative to global scores.

Written analysis

The Americas Regional Analysis

Overview

The Americas region improved its T&T competitiveness performance since the last edition of the report (2017) and remains more competitive than the global average – at the regional level – and more competitive than the global average – at the country level. The Americas' T&T industry is more competitive than the global average – at the country level – and more competitive than the global average – at the regional level.

Subregion Analysis

Through the North and Central America subregion is more competitive than the South America subregion. The latter is more competitive than the global average – at the country level – and more competitive than the global average – at the regional level.

Presents the following detailed insights:

- General overview of T&T competitiveness in the region.
- Subregional analysis, including overarching trends and a short discussion of each subregion's largest T&T economy (by T&T direct GDP), top and bottom TTCI scorers and most-improved T&T economy measured by percentage change in TTCI score since the 2017 index.
- Analysis of three countries/economies in the region: 1) top-scoring economy, 2) largest T&T economy (by T&T direct GDP) and 3) most-improved economy measured by percentage change in TTCI score since the 2017 index. Note that when an economy meets more than one of these criteria, selection for a third country comes from a subregion level (see The Americas region).

ISO-2 Code Lookup Table

The Americas	
ISO-2 Code	Economy
AR	Argentina
BO	Bolivia
BR	Brazil
CA	Canada
CL	Chile
CO	Colombia
CR	Costa Rica
DO	Dominican Republic
EC	Ecuador
GT	Guatemala
HN	Honduras
HT	Haiti
JM	Jamaica
MX	Mexico
NI	Nicaragua
PA	Panama
PE	Peru
PY	Paraguay
SV	El Salvador
TT	Trinidad and Tobago
US	United States
UY	Uruguay
VE	Venezuela

Asia-Pacific	
ISO-2 Code	Economy
AU	Australia
BD	Bangladesh
BN	Brunei Darussalam
CN	China
HK	Hong Kong SAR
ID	Indonesia
IN	India
JP	Japan
KH	Cambodia
KR	Korea, Rep.
LA	Lao PDR
LK	Sri Lanka
MN	Mongolia
MY	Malaysia
NP	Nepal
NZ	New Zealand
PH	Philippines
PK	Pakistan
SG	Singapore
TH	Thailand
TW	Taiwan, China
VN	Vietnam

Europe and Eurasia	
ISO-2 Code	Economy
AL	Albania
AM	Armenia
AT	Austria
AZ	Azerbaijan
BA	Bosnia and Herzegovina
BE	Belgium
BG	Bulgaria
CH	Switzerland
CY	Cyprus
CZ	Czech Republic
DE	Germany
DK	Denmark
EE	Estonia
ES	Spain
FI	Finland
FR	France
GB	United Kingdom
GE	Georgia
GR	Greece
HR	Croatia
HU	Hungary
IE	Ireland
IS	Iceland
IT	Italy
KG	Kyrgyz Republic
KZ	Kazakhstan
LT	Lithuania
LU	Luxembourg
LV	Latvia
MD	Moldova
ME	Montenegro
MK	North Macedonia
MT	Malta
NL	Netherlands
NO	Norway
PL	Poland
PT	Portugal
RO	Romania
RS	Serbia
RU	Russian Federation
SE	Sweden
SI	Slovenia
SK	Slovak Republic
TJ	Tajikistan
TR	Turkey
UA	Ukraine

Middle East and North Africa (MENA)	
ISO-2 Code	Economy
AE	United Arab Emirates
BH	Bahrain
DZ	Algeria
EG	Egypt
IL	Israel
IR	Iran, Islamic Rep.
JO	Jordan
KW	Kuwait
LB	Lebanon
MA	Morocco
OM	Oman
QA	Qatar
SA	Saudi Arabia
TN	Tunisia
YE	Yemen

Sub-Saharan Africa	
ISO-2 Code	Economy
AO	Angola
BF	Burkina Faso
BI	Burundi
BJ	Benin
BW	Botswana
CD	Congo, Democratic Rep.
CI	Côte d'Ivoire
CM	Cameroon
CV	Cape Verde
ET	Ethiopia
GH	Ghana
GM	Gambia, The
GN	Guinea
KE	Kenya
LR	Liberia
LS	Lesotho
ML	Mali
MR	Mauritania
MU	Mauritius
MW	Malawi
MZ	Mozambique
NA	Namibia
NG	Nigeria
RW	Rwanda
SC	Seychelles
SL	Sierra Leone
SN	Senegal
SZ	Eswatini
TD	Chad
TZ	Tanzania
UG	Uganda
ZA	South Africa
ZM	Zambia
ZW	Zimbabwe

Source: International Standard for Organization, <https://www.iso.org/home.html>.

