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TRAVEL &
TOURISM
COUNCIL

TRAVEL & TOURISM ECONOMIC IMPACT

India

2010



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THE WORLD TRAVEL & TOURISM COUNCIL (WTTC), WHICH IS THE BUSINESS LEADERS' FORUM FOR TRAVEL & TOURISM, HAS SPENT 20 YEARS DEVELOPING ITS ECONOMIC IMPACT RESEARCH FOR THE BENEFIT OF TRAVEL & TOURISM DECISION-MAKERS – WHETHER IN THE PRIVATE OR PUBLIC SECTOR. THIS COMPREHENSIVE RESEARCH USES THE FRAMEWORK OF TOURISM SATELLITE ACCOUNTS.

Since full Tourism Satellite Accounts (TSAs) take considerable time and resources to develop, WTTC produces simulated TSAs on an annual basis, covering 181 countries, in order to provide reliable and comparable information to assess Travel & Tourism's current and likely future contribution to economic activity and employment. Timeliness is one of the main strengths of our research. In the critical post-crisis recovery phase currently underway, it can inform and help drive urgent policy-making and investment decisions.

Our 2010 research, again produced in co-operation with Oxford Economics, assesses the economic impact of Travel & Tourism for the 181 countries, as well as for the world overall. It measures spending on Travel & Tourism by households, businesses, governments, overnight and same-day visitors, in order to capture fully the economic contribution of both domestic and international tourism, thereby quantifying Travel & Tourism's contribution to gross domestic product (GDP) and employment.

In line with the trend in other sectors in 2009, Travel & Tourism activity was hit hard by the credit and housing market collapses experienced in many countries, with households cutting back on leisure travel and corporations reducing business travel budgets. The impact on Travel & Tourism investment was also significant. Yet even though Travel & Tourism activity was so depressed, it still employed over 235 million people across the world last year, generating 9.4% of global GDP.

Although there are signs that the global economy has moved into a recovery phase, we are expecting the pick-up in developed economies – a key source of Travel & Tourism Demand in the short term – to be gradual, with both corporations and households continuing to reconsider travel plans and to limit expenditure.

Nevertheless, despite the current blip in growth trends, our research confirms that prospects for the longer term remain positive. Over the next ten years, Travel & Tourism will continue to grow in importance as one of the world's highest-priority sectors and employers.

Emerging economies will of course be the main engines of our forecast growth, both in terms of domestic and international Travel & Tourism. But an increasing focus on leisure in developed economies should stimulate travel demand, even in mature markets, boosted by industry innovation in creating new sustainable products and services.

In anticipation of these better times ahead, we are delighted to present you with the 2010 Executive Summary of WTTC's *Travel & Tourism: Economic Impact*.

A handwritten signature in black ink, appearing to read "Jean-Claude Baumgarten".

Jean-Claude Baumgarten
President & CEO
World Travel & Tourism Council

A handwritten signature in black ink, appearing to read "Geoffrey J W Kent".

Geoffrey J W Kent
Chairman, World Travel & Tourism Council and
Chairman & CEO, Abercrombie & Kent

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INDIA
KEY FACTS AT A GLANCE
2010 TRAVEL & TOURISM ECONOMIC RESEARCH
2010
**10-year
trend**

8.6%	Gross Domestic Product (GDP) The contribution of Travel & Tourism to Gross Domestic Product (GDP) is expected to rise from 8.6% (INR5,532.5bn or US\$117.9bn) in 2010 to 9.0% (INR18,543.8bn or US\$330.1bn) by 2020.	▲
6.7%	Growth Real GDP growth for the Travel & Tourism Economy is expected to be 6.7% in 2010 and to average 8.5% per annum over the coming 10 years.	▲
10.0%	Employment The contribution of the Travel & Tourism Economy to employment is expected to rise from 10.0% of total employment, 49,086,000 jobs or 1 in every 10.0 jobs in 2010, to 10.4% of total employment, 58,141,000 jobs, or 1 in every 9.6 jobs by 2020.	▲
3.8%	Visitor Exports Export earnings from international visitors are expected to generate 3.8% of total exports (INR519.7bn or US\$11.1bn) in 2010, growing (nominal terms) to INR1,886.2bn or US\$33.6bn (2.4% of total) in 2020.	▼
7.2%	Investment Travel & Tourism investment is estimated at INR1,628.1bn, US\$34.7bn or 7.2% of total investment in 2010. By 2020, this should reach INR6,137.2bn, US\$109.3bn or 7.7% of total investment.	▲

World ranking (out of 181 countries)

12
ABSOLUTE
size

90
RELATIVE
contribution to national economy

4
GROWTH
forecast

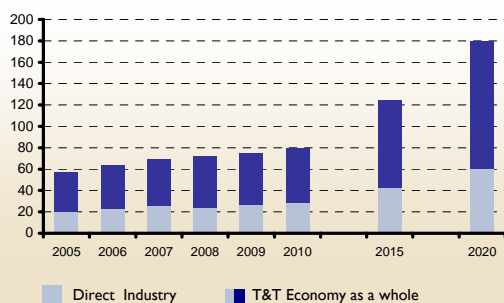
Ranking in South Asia (out of 6 countries)

1
ABSOLUTE
size

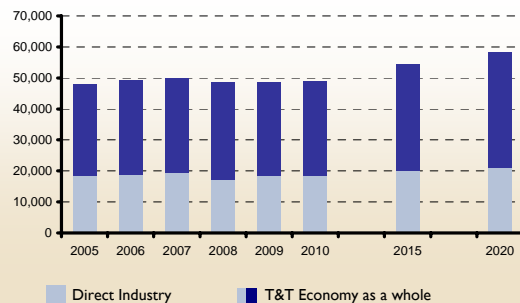
2
RELATIVE
contribution to national economy

1
GROWTH
forecast

INDIA
Travel & Tourism Gross Domestic Product
(2000 constant US\$bn)

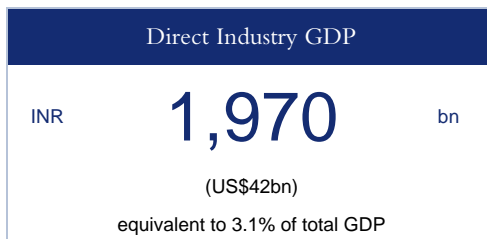


INDIA
Travel & Tourism Employment
('000 jobs)

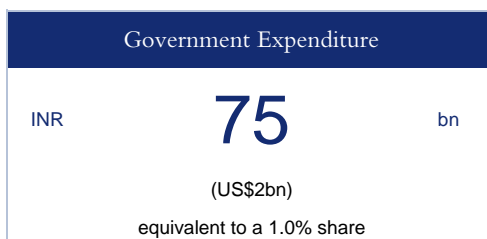
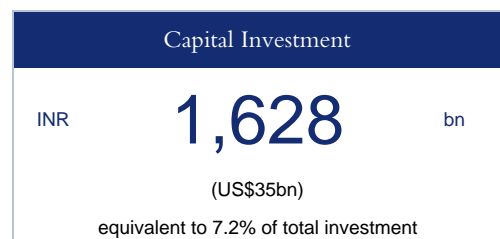


ECONOMIC IMPACT

IN 2010 INDIA'S TRAVEL & TOURISM IS EXPECTED TO GENERATE INR5,533BN (US\$118BN) OF ECONOMIC ACTIVITY (GDP). THE INDUSTRY'S DIRECT IMPACT INCLUDES:

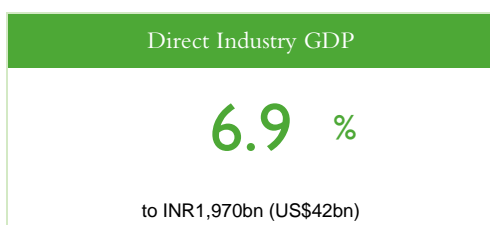


HOWEVER, SINCE TRAVEL & TOURISM TOUCHES ALL SECTORS OF THE ECONOMY, ITS REAL IMPACT IS EVEN GREATER. INDIA'S TRAVEL & TOURISM ECONOMY DIRECTLY AND INDIRECTLY ACCOUNTS FOR:

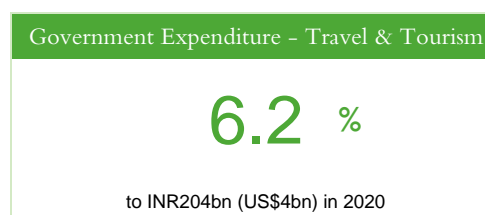
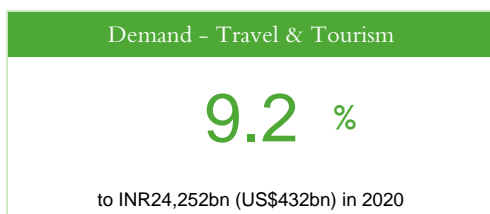
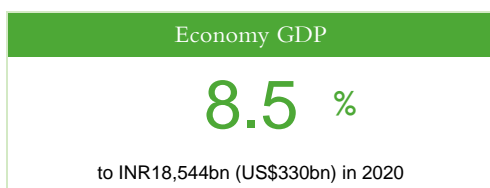
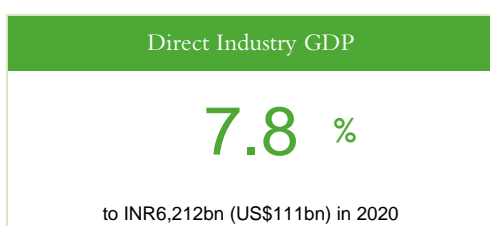


REAL GROWTH

IN 2010, TRAVEL & TOURISM IN INDIA IS FORECAST TO SEE REAL DECLINE/GROWTH OF:



OVER THE NEXT TEN YEARS, INDIA'S TRAVEL & TOURISM IS EXPECTED TO ACHIEVE ANNUALISED REAL GROWTH OF:



SUMMARY TABLES

ESTIMATES AND FORECASTS

INDIA	2010			2020		
	INRbn	% of total	Growth ¹	INRbn	% of total	Growth ²
Personal Travel & Tourism	3,728.6	10.3	9.0	12,458.5	11.1	8.4
Business Travel	593.1	0.9	0.1	2,145.9	1.0	9.3
Government Expenditures	74.7	1.0	11.5	203.8	1.0	6.2
Capital Investment	1,628.1	7.2	5.7	6,137.2	7.7	9.7
Visitor Exports	519.7	3.8	0.5	1,886.2	2.4	9.3
Other Exports	233.8	1.7	6.7	1,420.7	1.8	15.1
T&T Demand	6,778.2	8.2	6.6	24,252.4	8.2	9.2
Direct Industry GDP	1,970.1	3.1	6.9	6,211.9	3.0	7.8
T&T Economy GDP	5,532.5	8.6	6.7	18,543.8	9.0	8.5
Direct Industry Employment ³	18,610.1	3.8	0.9	20,914.9	3.7	1.2
T&T Economy Employment ³	49,085.8	10.0	0.7	58,141.1	10.4	1.7

¹2010 real growth adjusted for inflation (%); ²2011-2020 annualised real growth adjusted for inflation (%); ³000 jobs

SOUTH ASIA	2010			2020		
	US\$bn	% of total	Growth ¹	US\$bn	% of total	Growth ²
Personal Travel & Tourism	88.6	8.7	8.8	246.7	9.6	8.3
Business Travel	16.2	1.0	-0.1	46.8	1.1	8.6
Government Expenditures	2.5	1.3	8.8	5.7	1.3	6.1
Capital Investment	41.3	7.5	4.0	125.3	7.9	9.2
Visitor Exports	14.1	4.0	1.4	40.0	2.5	8.6
Other Exports	6.3	1.8	5.9	29.0	1.8	13.9
T&T Demand	169.0	7.8	5.9	493.4	7.9	8.8
Direct Industry GDP	49.1	2.9	6.1	126.8	2.9	7.5
T&T Economy GDP	136.1	8.0	5.6	372.5	8.4	8.1
Direct Industry Employment ³	20,945.6	3.3	0.7	23,993.3	3.2	1.4
T&T Economy Employment ³	55,050.5	8.6	0.4	66,066.7	8.8	1.8

¹2010 real growth adjusted for inflation (%); ²2011-2020 annualised real growth adjusted for inflation (%); ³000 jobs

WORLDWIDE	2010			2020		
	US\$bn	% of total	Growth ¹	US\$bn	% of total	Growth ²
Personal Travel & Tourism	3,111	8.4	1.6	5,793	8.8	4.1
Business Travel	819	1.3	-1.8	1,589	1.4	4.3
Government Expenditures	436	3.8	2.6	744	4.0	3.1
Capital Investment	1,241	9.2	-1.7	2,757	9.4	5.3
Visitor Exports	1,086	6.1	0.9	2,160	5.2	5.2
Other Exports	850	4.8	5.9	1,908	4.5	6.5
T&T Demand	7,543	9.4	1.1	14,950	9.5	4.7
Direct Industry GDP	1,986	3.2	0.7	3,650	3.2	4.0
T&T Economy GDP	5,751	9.2	0.5	11,151	9.6	4.4
Direct Industry Employment ³	81,913	2.8	-0.1	104,740	3.2	2.5
T&T Economy Employment ³	235,758	8.1	-0.3	303,019	9.2	2.5

¹2010 real growth adjusted for inflation (%); ²2011-2020 annualised real growth adjusted for inflation (%); ³000 jobs

CONCEPTS & STRUCTURE

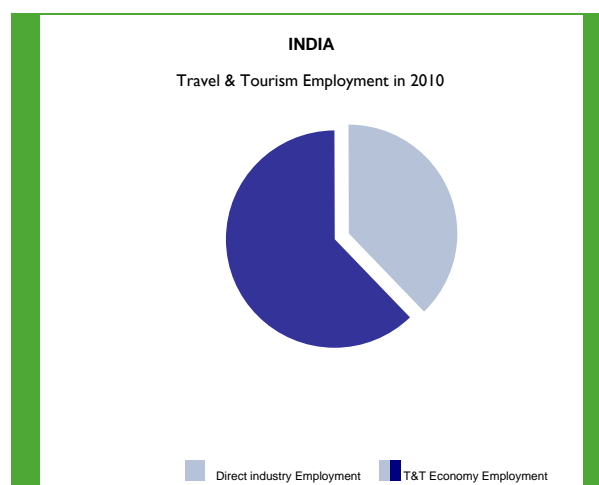
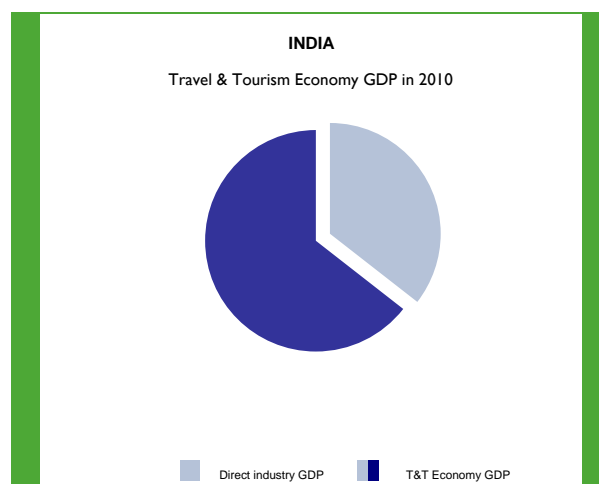
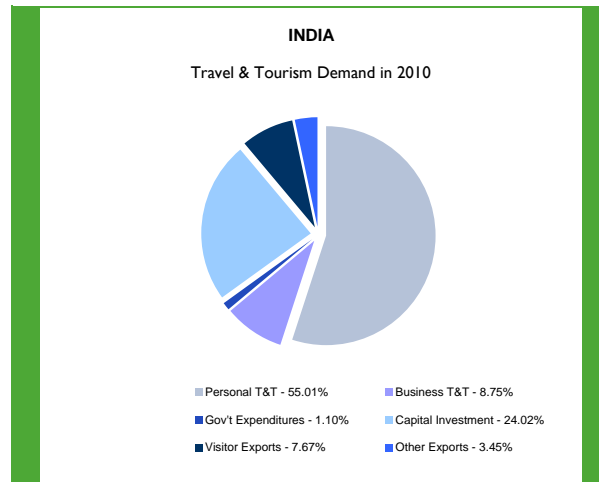
In order to quantify the economic impact of Travel & Tourism, we use the framework of a Tourism Satellite Account (TSA). Our estimates are based on 'demand-side' analysis of Travel & Tourism's impact on economic activity, since the sector does not produce or supply a homogeneous product or service like traditional industries (agriculture, electronics, steel, etc).

**India's
Travel & Tourism Demand of
INR6,778.2bn in 2010...**

**... less imported goods and services
(including Travel & Tourism
spending abroad) of INR1,245.6bn...**

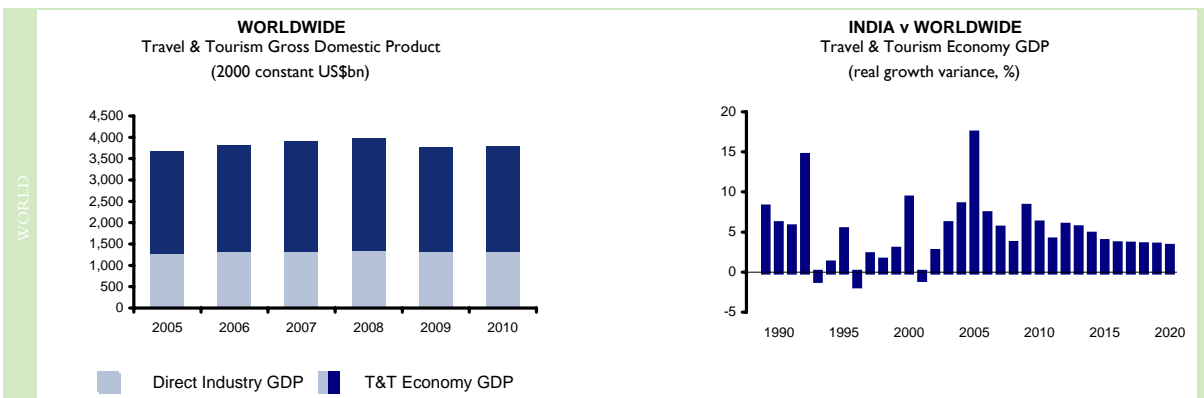
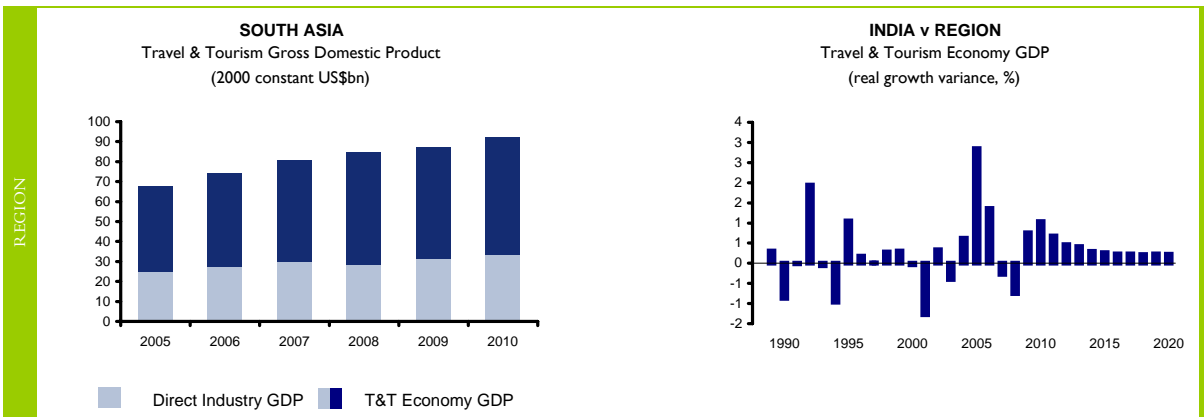
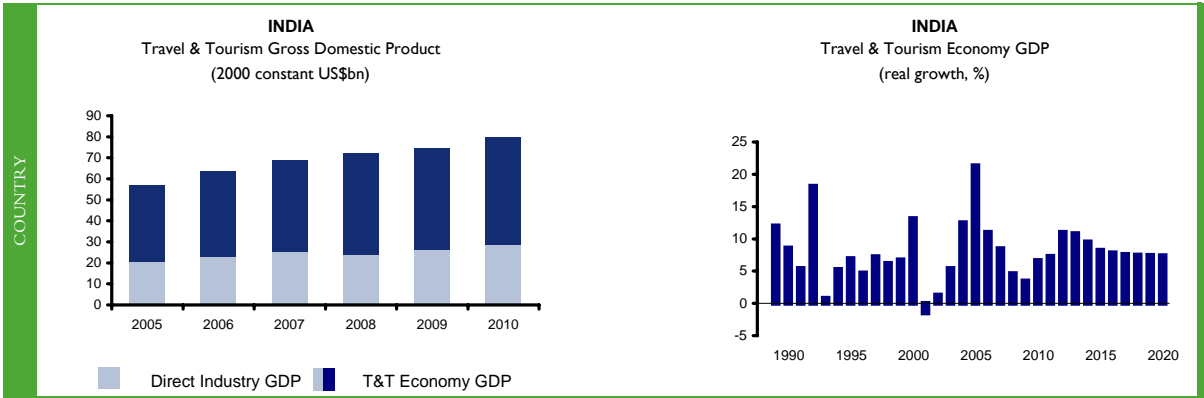
**...equals Travel & Tourism Economy
GDP of INR5,532.5bn...**

**...and supports 49,086,000 jobs
across India**



GROSS DOMESTIC PRODUCT

India's T&T Direct Industry is expected to contribute 3.1% to Gross Domestic Product (GDP) in 2010 (INR1,970.1bn or US\$42.0bn), rising in nominal terms to INR6,211.9bn or US\$110.6bn (3% of total) by 2020. The T&T Economy contribution (% of total) should rise from 8.6% (INR5,532.5bn or US\$117.9bn) to 9.0% (INR 18,543.8bn or US\$330.1bn) in this same period.

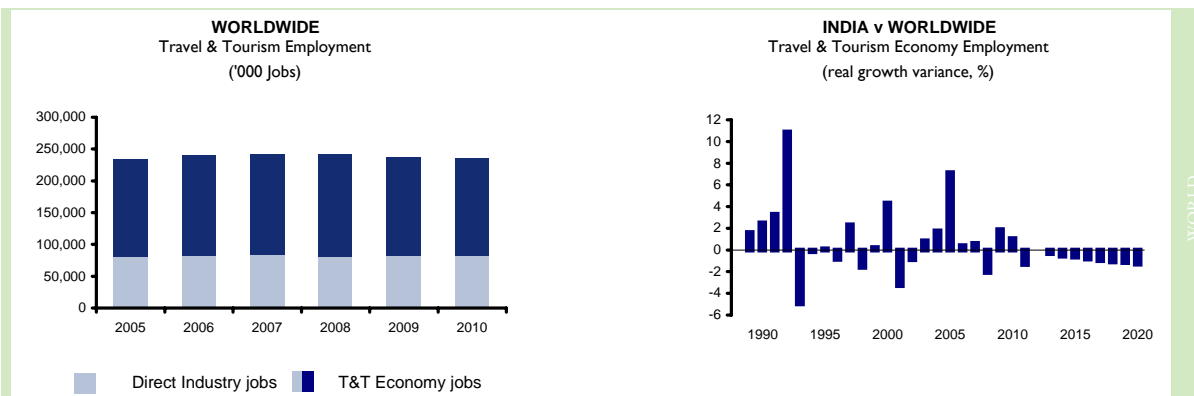
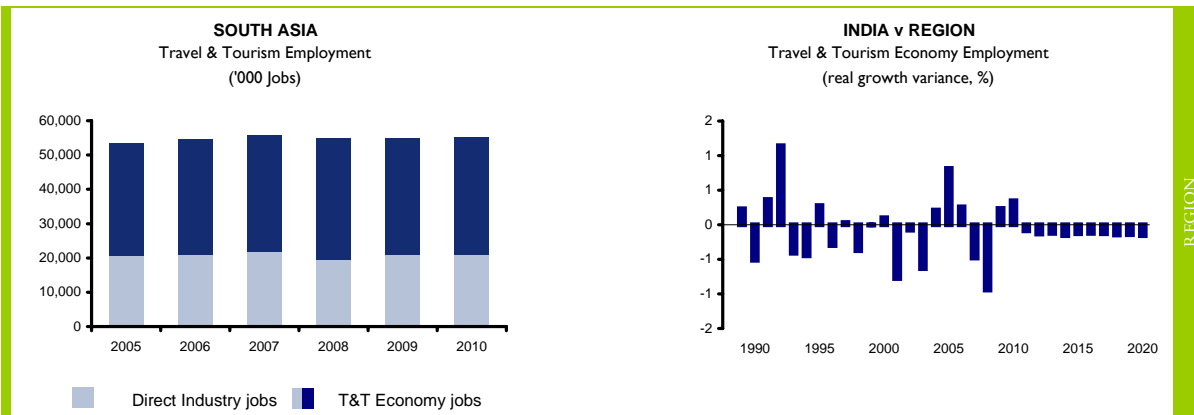
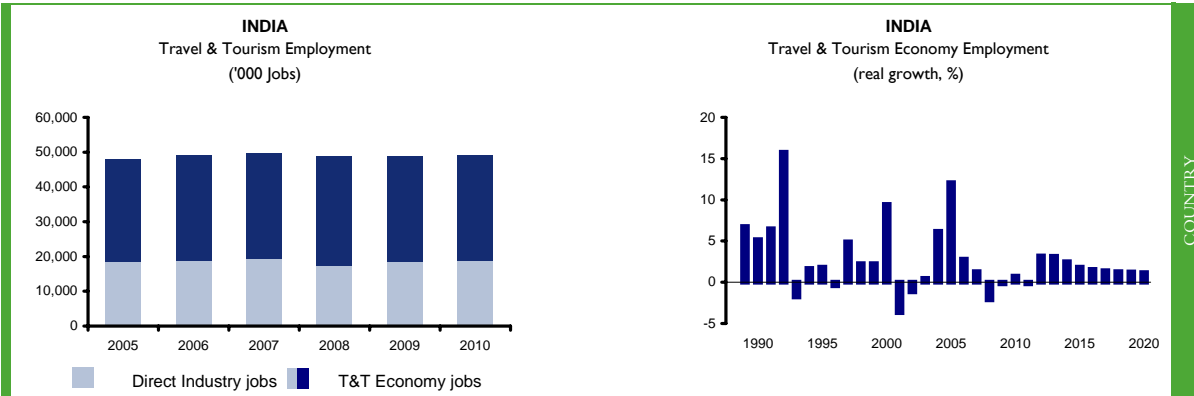


WTTC League Table Extract		2010
Travel & Tourism Economy GDP		% of total GDP
31	Cambodia	18.4
44	Thailand	13.9
48	Malaysia	13.4
54	Vietnam	12.4
81	China	9.2
90	India	8.6
106	Indonesia	7.7
110	Sri Lanka	7.5
151	Pakistan	5.3
173	Bangladesh	3.9

WTTC League Table Extract		10-Yr Real Growth
Travel & Tourism Economy GDP		Annualised, %
1	China	9.0
4	India	8.5
8	Thailand	7.9
12	Vietnam	7.3
23	Bangladesh	6.4
40	Indonesia	6.0
47	Sri Lanka	5.8
48	Pakistan	5.8
72	Cambodia	5.1
102	Malaysia	4.6

EMPLOYMENT

India's 18,610,000 T&T Direct Industry jobs account for 3.8% of total employment in 2010 and are forecast to total 20,915,000 jobs or 3.7% of the total by 2020. The contribution of the Travel & Tourism Economy to employment is expected to rise from 10.0% of total employment, 49,086,000 jobs or 1 in every 10.0 jobs in 2010, to 10.4% of total employment, 58,141,000 jobs, or 1 in every 9.6 jobs by 2020.



WTTC League Table Extract		2010
Travel & Tourism Economy Employment		% of total emp
41	Cambodia	14.3
57	Malaysia	11.9
64	Thailand	10.4
70	India	10.0
73	Vietnam	9.9
99	China	7.7
119	Indonesia	6.3
124	Sri Lanka	6.2
157	Pakistan	4.3
175	Bangladesh	3.1

WTTC League Table Extract		10-Yr Real Growth
Travel & Tourism Economy Employment		Annualised, %
14	Thailand	4.1
19	China	4.0
44	Pakistan	3.0
61	Bangladesh	2.8
74	Malaysia	2.6
94	Indonesia	2.3
99	Vietnam	2.2
126	India	1.7
137	Cambodia	1.5
140	Sri Lanka	1.4

SATELLITE ACCOUNT TABLES

INDIA

Travel & Tourism - INRbn	2005	2006	2007	2008	2009E	2010F	2020F
Personal Travel & Tourism	2,089.5	2,372.6	2,654.6	2,997.6	3,233.2	3,728.6	12,458.5
Business Travel & Tourism	395.1	448.7	505.4	568.9	560.3	593.1	2,145.9
Corporate	362.5	413.2	467.3	523.7	514.6	542.9	1,981.5
Government	32.5	35.5	38.0	45.3	45.7	50.2	164.4
Government Expenditures - Individual	10.7	11.8	13.0	16.8	19.2	22.7	61.9
Visitor Exports	337.1	402.8	462.8	540.8	488.6	519.7	1,886.2
Travel & Tourism Consumption	2,832.3	3,235.9	3,635.8	4,124.1	4,301.3	4,864.2	16,552.6
Government Expenditures - Collective	24.6	27.1	29.9	38.6	44.1	52.0	141.9
Capital Investment	911.9	1,071.5	1,100.5	1,741.9	1,455.4	1,628.1	6,137.2
Other Exports	113.8	131.2	154.9	277.0	207.2	233.8	1,420.7
Travel & Tourism Demand	3,882.6	4,465.7	4,921.0	6,181.7	6,008.0	6,778.2	24,252.4
Travel & Tourism Direct Industry							
Employment ('000)	18,392.2	18,825.0	19,422.7	17,205.8	18,441.5	18,610.1	20,914.9
Gross Domestic Product	1,134.0	1,308.5	1,525.3	1,529.4	1,741.2	1,970.1	6,211.9
Travel & Tourism Economy							
Employment ('000)	47,889.3	49,231.8	49,864.5	48,811.5	48,727.5	49,085.8	58,141.1
Gross Domestic Product	3,133.0	3,633.6	4,144.9	4,658.0	4,902.1	5,532.5	18,543.8

Travel & Tourism Accounts as % of National Accounts	2005	2006	2007	2008	2009E	2010F	2020F
Personal Travel & Tourism	10.4	10.5	10.5	10.6	10.4	10.3	11.1
Government Expenditures	0.9	1.0	1.0	1.0	1.0	1.0	1.0
Capital Investment	8.7	8.4	7.1	9.6	7.5	7.2	7.7
Visitor & Other Exports	6.6	6.1	6.3	6.2	5.7	5.5	4.2
Travel & Tourism Imports	9.4	8.2	6.8	9.3	7.2	6.9	6.4
Travel & Tourism Direct Industry							
Employment	4.1	4.1	4.1	3.6	3.8	3.8	3.7
Gross Domestic Product	3.3	3.3	3.3	2.9	3.1	3.1	3.0
Travel & Tourism Economy							
Employment	10.6	10.7	10.6	10.2	10.1	10.0	10.4
Gross Domestic Product	9	9.2	9.1	8.9	8.7	8.6	9.0

Travel & Tourism Real Growth (per annum except 2020 = 10-year annualised)	2005	2006	2007	2008	2009E	2010F	2020F
Personal Travel & Tourism	15.3	8.7	6.4	5.1	6.0	9.0	8.4
Business Travel & Tourism	19.9	8.7	7.1	4.8	-3.2	0.1	9.3
Government Expenditures	12.5	5.6	4.7	20.4	12.4	11.5	6.2
Capital Investment	53.3	12.5	-2.3	47.4	-17.9	5.7	9.7
Visitor Exports	13.2	14.4	9.3	8.8	-11.2	0.5	9.3
Other Exports	17.5	10.3	12.3	66.5	-26.5	6.7	15.1
Travel & Tourism Consumption	15.7	9.4	6.9	5.6	2.5	6.9	8.6
Travel & Tourism Demand	22.8	10.1	4.8	17.0	-4.4	6.6	9.2
Travel & Tourism Direct Industry							
Employment	5.5	2.4	3.2	-11.4	7.2	0.9	1.2
Gross Domestic Product	13.0	10.5	10.9	-6.6	11.9	6.9	7.8
Travel & Tourism Economy							
Employment	12.1	2.8	1.3	-2.1	-0.2	0.7	1.7
Gross Domestic Product	21.3	11.0	8.5	4.6	3.5	6.7	8.5

E - Estimate; F - Forecast

SATELLITE ACCOUNT TABLES

INDIA

Travel & Tourism - US\$ bn	2005	2006	2007	2008	2009E	2010F	2020F
Personal Travel & Tourism	47.5	52.5	64.4	69.1	66.9	79.5	221.8
Business Travel & Tourism	9.0	9.9	12.3	13.1	11.6	12.6	38.2
Corporate	8.2	9.1	11.3	12.1	10.6	11.6	35.3
Government	0.7	0.8	0.9	1.0	0.9	1.1	2.9
Government Expenditures - Individual	0.2	0.3	0.3	0.4	0.4	0.5	1.1
Visitor Exports	7.7	8.9	11.2	12.5	10.1	11.1	33.6
Travel & Tourism Consumption	64.4	71.6	88.3	95.0	89.0	103.6	294.7
Government Expenditures - Collective	0.6	0.6	0.7	0.9	0.9	1.1	2.5
Capital Investment	20.7	23.7	26.7	40.1	30.1	34.7	109.3
Other Exports	2.6	2.9	3.8	6.4	4.3	5.0	25.3
Travel & Tourism Demand	88.2	98.8	119.4	142.4	124.3	144.4	431.7
Travel & Tourism Direct Industry							
Employment ('000)	18,392.2	18,825.0	19,422.7	17,205.8	18,441.5	18,610.1	20,914.9
Gross Domestic Product	25.8	29.0	37.0	35.2	36.0	42.0	110.6
Travel & Tourism Economy							
Employment ('000)	47,889.3	49,231.8	49,864.5	48,811.5	48,727.5	49,085.8	58,141.1
Gross Domestic Product	71.2	80.4	100.6	107.3	101.4	117.9	330.1

Travel & Tourism 2000 Constant US\$ bn	2005	2006	2007	2008	2009E	2010F	2020F
Personal Travel & Tourism	38.2	41.5	44.2	46.4	49.2	53.7	120.5
Business Travel & Tourism	7.2	7.9	8.4	8.8	8.5	8.5	20.8
Government Expenditures - Individual	0.2	0.2	0.2	0.3	0.3	0.3	0.6
Visitor Exports	6.2	7.0	7.7	8.4	7.4	7.5	18.3
Travel & Tourism Consumption	51.8	56.6	60.5	63.9	65.5	70.0	160.2
Government Expenditures - Collective	0.4	0.5	0.5	0.6	0.7	0.7	1.4
Capital Investment	16.7	18.7	18.3	27.0	22.2	23.4	59.4
Other Exports	2.1	2.3	2.6	4.3	3.2	3.4	13.7
Travel & Tourism Demand	71.0	78.1	81.9	95.8	91.5	97.6	234.7
Gross Domestic Product							
Travel & Tourism Industry	20.7	22.9	25.4	23.7	26.5	28.4	60.1
Travel & Tourism Economy	57	63.6	69.0	72.2	74.7	79.6	179.4

E - Estimate; F - Forecast

Methodological Note

Recent years have provided a clear demonstration of the complex environment in which Travel & Tourism operates, confirming the critical importance of timely information for policy- and decision-makers. And future developments will no doubt serve to reinforce this argument. This explains why the economic impact research developed by WTTC and its partner Oxford Economics, which was designed to adapt to the changing needs of the Travel & Tourism industry and government leaders in the light of the fast-changing operating environment, is therefore an essential tool – whether for private- or public-sector decision-makers.

This comprehensive and comparative measure of the economic impact of Travel & Tourism developed by WTTC, which is highlighted in the Executive Summary and in the accompanying 181 individual country reports, is based on simulated Tourism Satellite Accounting (TSA) methodology. The methodology is analogous to that used for the production of national income accounts, following the key concepts of Tourism Satellite Accounting contained in the latest (2008) United Nations' *Recommended Methodological Framework* (RMF).

The RMF's Tourism Direct Gross Domestic Product (TDGDP) measure is broadly equivalent to the Travel & Tourism Direct Industry measures given by WTTC/Oxford Economics. Adding to this direct industry measure the value-added created indirectly in the industry's supply chain, plus investment and collective government and non-visitor export spending, one arrives at the broadest measure of the economic impact of Travel & Tourism – Travel & Tourism Economy GDP.

RANKING AND RANGE

Year 2010 country rankings for India within world countries' list

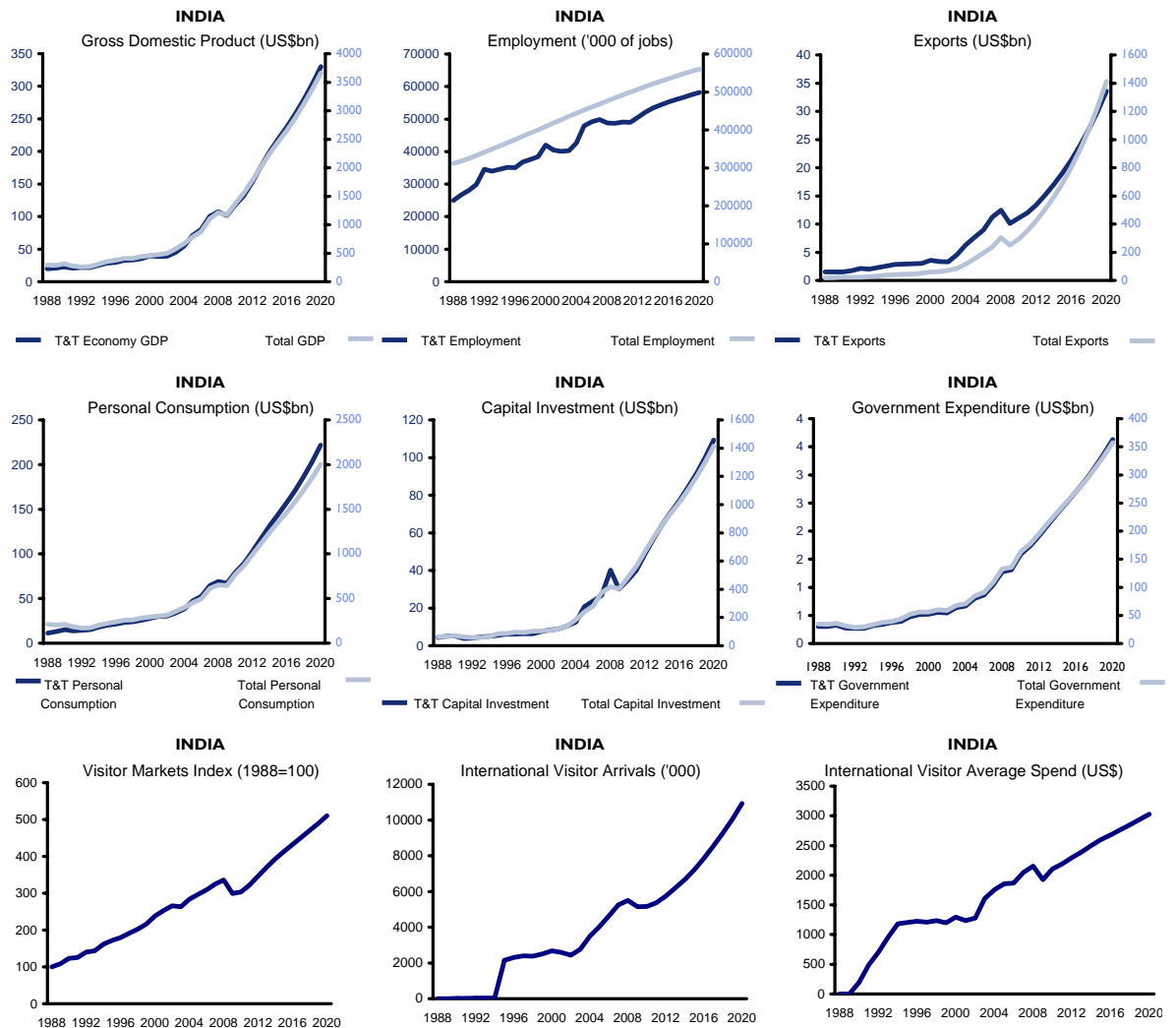
India	2010			2020		
	Absolute Size	Relative Size	Growth ¹	Absolute Size	Relative Size	Growth ²
Personal Travel & Tourism	10	40	9	6	41	12
Business Travel	12	---	76	8	---	4
Government Expenditures	30	173	2	25	173	19
Capital Investment	10	136	7	4	135	5
Visitor Exports	30	138	86	15	153	7
Other Exports	32	100	59	18	97	2
Travel & Tourism Demand	11	---	8	8	---	2
Direct Industry GDP	11	84	7	8	92	14
T&T Economy GDP	12	90	9	8	90	4
Direct Industry Employment	1	65	57	2	73	147
T&T Economy Employment	2	70	55	2	75	126

¹2010 real growth adjusted for inflation (%); ²2011-2020 annualised real growth adjusted for inflation (%)

Total 181 countries or 13 regions (largest/highest/best is number 1; smallest/lowest/worst is number 181 or 13; 0 is aggregate region no ranking)

GENERAL MACROECONOMIC INDICATORS

The following charts illustrate how Travel & Tourism growth follows or varies from general macroeconomic growth for various indicators. The bottom three charts illustrate information related to international visitor arrivals.





The World Travel & Tourism Council is the forum for business leaders in the Travel & Tourism industry.

With the Chairs and Chief Executives of the 100 foremost Travel & Tourism companies as its Members, WTTC has a unique mandate and overview on all matters related to Travel & Tourism.

WTTC works to raise awareness of Travel & Tourism as one of the world's largest industries, employing over 235 million people and generating 9.4% of global GDP in 2009.

Together with its research partner, Oxford Economics, WTTC produces comprehensive reports on an annual basis – with updates whenever required – to quantify, compare and forecast the economic impact of Travel & Tourism on 181 economies around the world. It also publishes an Executive Summary highlighting global trends. To download one-page summaries, the full reports or spreadsheets, visit www.wttc.org



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