



# STATE OF APEC TOURISM REPORT 2019

IN 2018, APEC MINISTERS RECOGNIZED THE ECONOMIC SIGNIFICANCE OF TOURISM IN TERMS OF REGIONAL COOPERATION, TRADE, MSME SUPPORT, JOB CREATION, SKILLS ENHANCEMENT, INNOVATION, AND THE DEVELOPMENT OF ICT.

## KEY STATISTICS 2017

	APEC	% GROWTH 18/17	% TOTAL APEC REGION	% APEC REPRESENTS OF GLOBAL TRAVEL & TOURISM
T&T GDP (Direct contribution)	US\$1.5 TRILLION	4.2%	2.9%	53.7%
Arrivals	464.7 MILLION	5.5%	N/A	32.7%
Receipts	US\$606.5 BILLION	3.3%	N/A	43.8%
Employment (Direct contribution)	57.5 MILLION	2.3%	3.8%	46.8%
Export Value (visitor spending)	US\$699.7 BILLION	3.3%	5.9%	42.6%

Sources: WTTC data for 2018 GDP, employment and export value / UNWTO for 2017 arrivals and receipts.

## OPPORTUNITIES TO DRIVE GROWTH

### 1. FACILITATE TRAVEL WHILE ENHANCING SAFETY AND SECURITY

INDICATORS	TWG WORK
<ul style="list-style-type: none"> <li>International airports in APEC economies: 470*</li> <li>Trusted Traveler Programs in APEC economies: 10</li> <li>Advance Passenger Information Programs in APEC economies: 14</li> <li>Information-sharing schemes in place among APEC economies.</li> <li>Use of biometrics by APEC economies in the travel process, including entry/exit.</li> <li>Tourism crisis management plans in place.</li> </ul>	<ul style="list-style-type: none"> <li>Contribute to APEC Services Competitiveness Roadmap (ongoing).</li> <li>Contribute to APEC Connectivity Blueprint: People-to-People Connectivity (ongoing).</li> <li>Collaborate with APEC sub-fora to support the APEC Consolidated Counter-Terrorism and Secure Trade Strategy, including work on protection of soft targets (ongoing).**</li> </ul>

### 2. ENSURE SUSTAINABLE AND INCLUSIVE ECONOMIC GROWTH

INDICATORS	TWG WORK
<ul style="list-style-type: none"> <li>Number of World Heritage Sites (UNESCO): 245 (25% of global)</li> <li>Participation by women in the tourism economy, including number of women-owned businesses.</li> <li>Participation by MSMEs in the tourism economy.</li> <li>Participation by youths, seniors and people living with disability in the tourism economy.</li> <li>Visitor management systems in place in APEC economies.</li> <li>Revenue per visitor in APEC economies.</li> <li>Nationally protected terrestrial and marine areas in APEC economies.</li> <li>Destination readiness for tourism growth.</li> </ul>	<ul style="list-style-type: none"> <li>Study on the Impact of Cruise Tourism (PNG, in progress).</li> <li>Prospect Analysis for Sustainable Development of Tourism in Remote Areas of APEC Economies (Russia, in progress).</li> <li>SMEs' Integration into Global Value Chains in Services Industries: Tourism Sector (Peru, completed).**</li> <li>Workshop held in Chile on Leveraging the Digital Economy to Promote an Inclusive Tourism Industry (United States, completed).</li> <li>Best practices report to provide APEC economies with actionable recommendations for policy frameworks that leverage digital tools to promote travel and tourism and inclusive economic growth (United States, in progress)</li> </ul>

### 3. DEVELOP A SKILLED WORKFORCE FOR THE FUTURE

INDICATORS	TWG WORK
<ul style="list-style-type: none"> <li>APEC economies identified in the top 10 economies with the greatest talent gaps in meeting demand in the region.</li> <li>Workforce programs/initiatives for travel and tourism (apprenticeships) in APEC economies.</li> <li>Education/training programs for the digitalization of the tourism economy.</li> <li>Higher education programs for tourism in APEC economies.</li> <li>Initiatives in the APEC region to ensure there is awareness of career paths in travel and tourism.</li> </ul>	<ul style="list-style-type: none"> <li>APEC occupational standards framework – furthered with Human Resources Development Working Group (Australia, Peru, in progress).**</li> </ul>

\*Source for aviation data: IATA Economics \*\*Cross-fora collaboration with different APEC Working Groups \*\*\*Source: World Travel & Tourism Council (WTTC)