



STATE OF APEC TOURISM REPORT 2018

IN THE 2014 MACAU DECLARATION, APEC TOURISM MINISTERS ADVOCATED FOR A TARGET OF 800 MILLION INTERNATIONAL TRAVELLERS AMONG APEC ECONOMIES BY 2025.

KEY STATISTICS 2017

	APEC	% GROWTH 17/16	% TOTAL APEC ECONOMY	% GLOBAL T&T
T&T GDP (Direct contribution)	US\$1.4 TRILLION	4.7%	2.9%	54.5%
Arrivals	432 MILLION	4.3%	N/A	33%
Receipts	US\$571 BILLION	N/A	N/A	43%
Employment (Direct contribution)	55.2 MILLION	1%	3.7%	46.6%
Export Value	US\$657 BILLION	0.1%	6.1%	44%

Sources: WTTC data for 2017 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"> International airports in APEC economies: 470* Trusted Traveler Programs in APEC economies: 10 Advance Passenger Information Programs in APEC economies: 14 Information-sharing schemes in place among APEC economies. Use of biometrics by APEC economies in the travel process, including entry/exit. 	<ul style="list-style-type: none"> Tourism Ministers reaffirmed the importance of travel facilitation issues and urged the TWG to continue its focus on this topic (May, PNG). Contribute to APEC Services Competitiveness Roadmap (ongoing). Contribute to APEC Connectivity Blueprint: People-to-People Connectivity (ongoing). Collaborate with APEC sub-fora to support the APEC Consolidated Counter-Terrorism and Secure Trade Strategy, including work on protection of soft targets (ongoing).**

2. ENSURE SUSTAINABLE AND INCLUSIVE GROWTH

INDICATORS	TWG WORK
<ul style="list-style-type: none"> Number of World Heritage Sites (UNESCO): 245 (25% of global) Participation by women in the tourism economy, including number of women-owned firms. Participation by MSMEs in the tourism economy. Participation by youths in the tourism economy. Visitor management systems in place in APEC economies. Revenue per visitor in APEC economies. Nationally protected terrestrial and marine areas in APEC economies. 	<ul style="list-style-type: none"> Women in Tourism Dialogue held to expand economic opportunities for women in the tourism sector (PNG, May 2018). Tourism Ministers endorsed voluntary APEC Guidelines for Tourism Stakeholders (PNG, May 2018). Study on the Impact of Cruise Tourism (PNG, in progress). Prospect Analysis for Sustainable Development of Tourism in Remote Areas of APEC Economies (Russia, in progress). SMEs' Integration into Global Value Chains in Services Industries: Tourism Sector (Peru, in progress).** Tourism Ministers recognized the increasing role of digitalization in the tourism sector and encouraged TWG work in this area to foster sustainable and inclusive tourism growth (PNG, May 2018).

3. DEVELOP A MOBILE AND SKILLED WORKFORCE

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

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