The Future of Tourism

Jean-Claude Baumgarten
Major Projections

**UNWTO** – *International Tourist Arrival*

- **2015**: 1.17 billion
- **2030**: 1.8 billion

**WTTC** – *World Travel & Tourism GDP*

- **2015**: 9.8% ($7.2 trillion), 9.5% of jobs
- **2026**: 10.8% ($11 trillion), 11% of jobs
Domestic Tourism

Tourism Share

- Domestic: 72%
- International: 28%

Source: WTTC
Emerging Countries: A Huge Potential

Asia/Pacific  |  Europe
---|---
59% Population  |  10%
22% World Tourism Revenue  |  49%

Source: WTTC
To finish, let us look at some trends and to our host country.