

# Asia and the Pacific Tourism Dashboard

Methodological Notes and Data Sources

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## 1 Overview

These methodological notes outline the data sources, economy coverage, regional mapping framework, and the series-selection algorithm used for constructing bilateral tourism flows for the Asia and the Pacific Tourism Dashboard.

## 2 Definition of Terms

The Tourism Dashboard follows internationally agreed statistical standards, as defined by UN Tourism and the International Monetary Fund (IMF), to ensure cross-country comparability and methodological consistency.

1. **Bilateral tourism flows:** These measure tourism interactions between specific origin and destination economies:
  - a. **Asia and the Pacific:** This follows the Asian Development Bank (ADB) regional classification, comprising South Asia, Central and West Asia, East Asia, Southeast Asia, Pacific developing economies, and Australia and New Zealand (defined in section 6 of these methodological notes).
  - b. **Rest of the world:** For bilateral indicators comparing Asia and the Pacific with the rest of the world, the latter refers to all economies not classified under Asia and the Pacific by the ADB regional framework used in the dashboard. This definition is specific to selected bilateral indicators and may differ from rest-of-world groupings in other international datasets.
2. **Destination economy:** The economy visited by a nonresident traveler where tourism activity and expenditure take place. For inbound indicators, the destination economy is the reporting country. [Source: *UN Tourism, International Recommendations for Tourism Statistics (IRTS) 2008*]
3. **Inbound tourism:** The activities of nonresident visitors traveling to a given economy. In the dashboard, inbound indicators are destination-focused and describe arrivals, receipts, and origin structures for economy X. (Source: *UN Tourism, IRTS 2008*)
4. **Origin (source) economy:** This is where the visitor is a resident, regardless of nationality. For bilateral tourism flows, this represents the starting point of travel demand. (Source: *UN Tourism, IRTS 2008*)
5. **Outbound tourism:** The activities of residents of an economy traveling to another economy. In the dashboard, outbound indicators are origin-focused and describe departures, expenditure, and destination structures from economy X. (Source: *UN Tourism, IRTS 2008*)
6. **Tourism arrivals:** The number of visitors arriving in an economy, classified by residence or nationality, depending on data availability. Arrivals count trips, not unique persons; a visitor may be counted multiple times within a year. (Source: *UN Tourism, IRTS 2008*)
7. **Tourism expenditure/travel imports:** These refer to spending by residents of an economy while traveling abroad. [Source: *International Monetary Fund, Balance of Payments and International Investment Position Manual, Sixth Edition (BPM6)*]
8. **Tourism receipts (travel exports):** Expenditure by nonresident visitors on goods and services in the destination economy. They are recorded under the travel item in the balance of payments. (Source: *IMF, BPM6*)
9. **Tourist:** A tourist (overnight visitor) is one who stays at least one night in a collective or private accommodation in the place visited. (Sources: *UN Tourism, IRTS 2008*)

10. **Visitor:** A traveler to a main destination outside their usual environment, for less than one year, for any main purpose (business, leisure, or other personal) other than to be employed by a resident entity in the place visited. (Source: UN Tourism, IRTS 2008)

### 3 Asia and the Pacific Tourism Dashboard Framework

(A) Trends	(B) Bilateral Flows	(C) Enablers	(D) Impacts
<ul style="list-style-type: none"> <li>International tourist arrivals</li> <li>International tourism receipts</li> </ul>	<ul style="list-style-type: none"> <li>Inbound arrivals</li> <li>Outbound trips</li> <li>Travel export earnings</li> <li>Travel import expenditure</li> </ul>	<ul style="list-style-type: none"> <li>Hotel rooms per capita</li> <li>Travel and tourism development index</li> </ul>	<ul style="list-style-type: none"> <li>Contribution to GDP</li> <li>Contribution to employment</li> </ul>

### 4 Reading the Dashboard

The dashboard rests on four thematic pillars: (A) Trends, (B) Bilateral Flows (Bilateral Data), (C) Enablers, and (D) Impacts. Each pillar can be accessed through the corresponding navigation button at the top of the interface.

Upon selecting a pillar, a dropdown menu appears on the left panel listing all indicators available under that pillar. Users may select a specific indicator to display the corresponding chart or visualization.

Each chart includes dynamic filters that allow users to customize the view by:

- Region
- Subregion
- Economy-level information
- Time period (where applicable)

Depending on the indicator selected, additional layers (such as origin/destination breakdowns, top-10 economies, or regional comparisons) may be applied to refine the analysis.

Users are encouraged to interpret results in conjunction with the accompanying metadata notes, which provide definitions, data sources, computation methodology, and important caveats (including COVID-19 period considerations and regional classifications).

If discrepancies or interpretational questions arise, users should refer to the detailed methodology notes provided alongside the dashboard.

*Note: Data for 2020, 2021, and parts of 2022 reflect the COVID-19 pandemic disruption. Comparisons involving these years, particularly growth calculations using 2019 as a base year, should be treated with caution. International travel restrictions, border closures, quarantine measures, testing requirements, and mobility constraints led to historically sharp declines in tourism flows, receipts, and related indicators. Period trends, growth rates, and percentages may be extreme and should not be interpreted as structural shifts in tourism performance. Users are advised to consider pre-pandemic trends separately (up to 2019) and post-recovery (2023 onward, where available) for analytical clarity.*

## 5 Indicators and Sources

### 5.1 Pillar A: Trends

<b>A1 International Tourist Arrivals</b>	
<b>A1a International Tourist Arrivals (million)</b>	
What it measures	Scale of tourism market size - number of inbound international visitors.
Disaggregation Level	Regions, subregions.
Sources	ADB calculations using data from CEIC Data Company, Euromonitor Passport, and UN Tourism.
<b>A1b Share of World Tourist Arrivals (%)</b>	
What it measures	Region/subregion share of total global tourism arrivals.
Disaggregation level	Regions, subregions.
Sources	ADB calculations using data from CEIC Data Company, Euromonitor Passport, and UN Tourism.
<b>A1c International Tourist Arrivals Growth (year on year, %)</b>	
What it measures	Year-on-year change in arrivals.
Disaggregation Level	Regions, subregions.
Sources	ADB calculations using data from CEIC Data Company, Euromonitor Passport, and UN Tourism.
<b>A2 International Tourism Receipts</b>	
<b>A2a International Tourism Receipts (\$ million)</b>	
What it measures	Total tourism export earnings - Export earnings from inbound tourism (\$).
Disaggregation Level	Regions, subregions.
Sources	ADB calculations using data from UN Tourism.
<b>A2b Share of World Tourism Receipts (%)</b>	
What it measures	Region/subregion share of total global tourism receipts.
Disaggregation Level	Regions, subregions.
Sources	ADB calculations using data from UN Tourism.
<b>A2c Tourism Receipts Growth (year on year, %)</b>	
What it measures	Year-on-year change in tourism receipts.
Disaggregation Level	Regions, subregions.
Sources	ADB calculations using data from UN Tourism.
<b>A3 International Tourist Arrivals by Mode of Transport (%)</b>	

Definition	Share of travel mode relative to total arrivals - Distribution of arrivals by air, land, sea, indicating infrastructure dependence and connectivity structure.
Disaggregation Level	Regions, subregions.
Source	ADB calculations using data from UN Tourism.
<b>A4 Tourism Receipts per Arrival (\$)</b>	
What it measures	Proxy for visitor spending quality and tourism value chain depth. Formula: Receipts ÷ arrivals.
Disaggregation level	Regions, subregions, economy level.
Sources	ADB calculations using data from UN Tourism.
<b>A5 Tourism Receipts as Share of GDP (%)</b>	
What it measures	Measures tourism export intensity relative to overall economy Formula: Receipts ÷ GDP.
Disaggregation level	Regions, subregions, economy level.
Sources	ADB calculations using data from UN Tourism and International Monetary Fund.
<b>A6 Tourism Receipts as Share of Total Exports (%)</b>	
What it measures	Reflects tourism's importance within overall export basket. Formula: Receipts ÷ total exports.
Disaggregation level	Regions, subregions, economy level.
Sources	ADB calculations using data from UN Tourism and International Monetary Fund.
<b>A7 Tourism Receipts as Share of Services Exports (%)</b>	
What it measures	Reflects tourism's weight within services trade structure. Formula: Receipts ÷ total services exports.
Disaggregation level	Regions, subregions, economy level.
Sources	ADB calculations using data from UN Tourism and International Monetary Fund.

## 5.2 Pillar B: Bilateral Tourism Flows

### Tourism Volume

<b>Inbound Tourism</b>	
<b>B1a Inbound Arrivals to Economy X by Asia and Pacific vs Rest of World (%)</b>	
What it measures	Percentage of inbound arrivals from Asia and the Pacific vs outside region, indicating regional dependence vs global diversification.
Disaggregation level	Destination economy.
Sources	ADB calculations using data from CEIC Data Company, Haver Analytics, UN Tourism, and national sources.
<b>B1b Inbound Arrivals to Economy X by Asia and Pacific Subregion (%)</b>	
What it measures	Distribution across Asia and the Pacific subregions, identifying dominant neighboring corridors.
Disaggregation	Destination economy.

level	
Sources	ADB calculations using data from CEIC Data Company, Haver Analytics, UN Tourism, and national sources.
<b>B1c Inbound Arrivals to Economy X by Top-10 Origin Economies (%)</b>	
What it measures	Percentage of arrivals from top-10 source economies, measuring market concentration risk.
Disaggregation Level	Destination economy.
Source	ADB calculations using data from CEIC Data Company, Haver Analytics, UN Tourism, and national sources.
<b>B1d Inbound Arrivals Growth to Economy X by Origin (year on year, %)</b>	
What it measures	Year-on-year change by origin grouping, identifying expanding or declining source markets.
Disaggregation Level	Destination economy.
Source	ADB calculations using data from CEIC Data Company, Haver Analytics, UN Tourism, and national sources.
<b>Outbound Tourism</b>	
<b>B1e Outbound Trips from Economy X to Asia-Pacific vs Rest of World (%)</b>	
What it measures	Percentage of outbound trips to Asia and the Pacific vs outside region, indicating regional vs global orientation.
Disaggregation level	Origin economy.
Sources	ADB calculations using data from CEIC Data Company, Haver Analytics, UN Tourism, and national sources.
<b>B1f Outbound Trips from Economy X by Asia-Pacific Subregion (%)</b>	
What it measures	Distribution across Asia-Pacific subregions, identifying dominant neighboring corridors.
Disaggregation level	Origin economy.
Sources	ADB calculations using data from CEIC Data Company, Haver Analytics, UN Tourism, and national sources.
<b>B1g Outbound Trips from Economy X to Top-10 Destination Economies (%)</b>	
What it measures	Percentage of outbound trips to top-10 destinations, measuring outbound concentration risk.
Disaggregation level	Origin economy.
Sources	ADB calculations using data from CEIC Data Company, Haver Analytics, UN Tourism, and national sources.
<b>B1h Outbound Trips Growth from Economy X by Destination (year on year, %)</b>	
What it measures	Year-on-year change by destination grouping, identifying fast-growing outbound corridors.
Disaggregation level	Origin economy.
Sources	ADB calculations using data from CEIC Data Company, Haver Analytics, UN Tourism, and national sources.

### Tourism revenue

<b>Inbound Tourism</b>
<b>B2a Travel Export Earnings of Economy X from Asia and Pacific vs Rest of World (%)</b>

What it measures	Percentage of travel credits from Asia and the Pacific vs outside region, indicating revenue dependence.
Disaggregation level	Destination economy.
Sources	ADB calculations using data from Organisation for Economic Co-operation and Development; World Trade Organization (OECD-WTO) Balanced Trade in Services dataset.
<b>B2b Travel Export Earnings of Economy X by Asia and Pacific Subregion (%)</b>	
What it measures	Distribution of earnings across subregions, identifying high-value markets.
Disaggregation Level	Destination economy
Source	ADB calculations using data from Organisation for Economic Co-operation and Development - World Trade Organization (OECD-WTO) Balanced Trade in Services data set.
<b>B2c Travel Export Earnings of Economy X from Top-10 Origin Economies (%)</b>	
What it measures	% of earnings from top-10 markets, measuring revenue concentration.
Disaggregation level	Destination economy.
Sources	ADB calculations using data from Organisation for Economic Co-operation and Development, World Trade Organization (OECD-WTO) Balanced Trade in Services dataset.
<b>B2d Travel Export Earnings Growth of Economy X by Origin (year on year, %)</b>	
What it measures	Year-on-year revenue growth by origin, identifying revenue-driving markets.
Disaggregation level	Destination economy.
Sources	ADB calculations using data from Organisation for Economic Co-operation and Development, World Trade Organization (OECD-WTO) Balanced Trade in Services dataset.
<b>Outbound Tourism</b>	
<b>B2e Travel Import Expenditure of Economy X to Asia and Pacific vs Rest of World (%)</b>	
What it measures	Percentage of travel debits to Asia and the Pacific vs outside region, indicating outward spending orientation.
Disaggregation level	Origin economy.
Source	ADB calculations using data from Organisation for Economic Co-operation and Development, World Trade Organization (OECD-WTO) Balanced Trade in Services dataset.
<b>B2f Travel Import Expenditure of Economy X by Asia-Pacific Subregion (%)</b>	
What it measures	Distribution of outbound spending, highlighting dominant destinations.
Disaggregation level	Origin economy.
Sources	ADB calculations using data from Organisation for Economic Co-operation and Development, World Trade Organization (OECD-WTO) Balanced Trade in Services data set.
<b>B2g Travel Import Expenditure of Economy X to Top-10 Destination Economies (%)</b>	
What it measures	Percentage of spending to top-10 destinations, measuring spending concentration.
Disaggregation Level	Origin economy.

Source	ADB calculations using data from Organisation for Economic Co-operation and Development, World Trade Organization (OECD-WTO) Balanced Trade in Services data set.
<b>B2h Travel Import Expenditure Growth of Economy X by Destination (year on year, %)</b>	
What it measures	Year-on-year change in outbound spending, Identifying emerging markets.
Disaggregation level	Origin economy.
Sources	ADB calculations using data from Organisation for Economic Co-operation and Development, World Trade Organization (OECD-WTO) Balanced Trade in Services dataset.

### 5.3 Pillar C: Enablers

<b>C1 Hotel Rooms per Capita by Region/Subregion (rooms per 1,000 population)</b>	
What it measures	Accommodation capacity relative to population, indicating supply readiness.
Disaggregation Level	Regions, subregions, economy level.
Source	UN Tourism
<b>C2 Travel &amp; Tourism Development Index by Region/Subregion (index score)</b>	
What it measures	Composite competitiveness index, structural drivers of competitiveness. A higher score indicates stronger tourism ecosystem.
Disaggregation level	Regions, subregions.
Sources	ADB calculations using data from World Economic Forum Travel and Tourism Index.

### 5.4 Pillar D: Impacts

<b>D1 Contribution of Travel and Tourism to GDP (%)</b>	
What it measures	Economic value generated by tourism (direct, indirect, induced) as a share of gross domestic product (GDP).  A higher percentage indicates stronger tourism dependence and macroeconomic importance.
Disaggregation level	Regions, subregions.
Sources	ADB calculations using data from World Travel and Tourism Council Research Hub.
<b>D2 Contribution of Travel and Tourism to Employment (%)</b>	
What it measures	Economic value generated by tourism (direct, indirect, induced) as a share of GDP.  A higher percentage indicates stronger tourism dependence and macroeconomic importance.
Disaggregation level	Regions, subregions.
Sources	ADB calculations using data from World Travel and Tourism Council Research Hub.

## 6 Detailed Methodology for Bilateral Tourism Flows

### 6.1 Period

- Data for 1995–2022 is primarily sourced from the UN Tourism Statistics Database.
- Data for 2023 is compiled from CEIC Data Company, Haver Analytics, and national sources.
- The full timeline includes the years: 1995–2023.

### 6.2 Economy Coverage

Data for 1995–2022 includes 209 economies based on the UN Tourism Statistics Database as shown in the Table 6.1.

**Table 6.1: Economy Coverage for 1995–2022**

Region	Economies
Asia and the Pacific	Armenia; Australia; Azerbaijan; Bangladesh; Bhutan; Brunei Darussalam; Cambodia; China, People’s Republic of; Cook Islands; Fiji; Georgia; Hong Kong, China; India; Indonesia; Japan; Kazakhstan; Kiribati; Korea, Republic of; Kyrgyz Republic; Lao PDR; Malaysia; Maldives; Marshall Islands; Federated States of Micronesia; Mongolia; Myanmar; Nepal; New Zealand; Niue; Pakistan; Palau; Papua New Guinea; Philippines; Samoa; Singapore; Solomon Islands; Sri Lanka; Tajikistan; Thailand; Timor-Leste; Tonga; Tuvalu; Türkiye; Turkmenistan; Uzbekistan; Viet Nam; Vanuatu.
Africa	Angola, Benin, Botswana, Congo, Democratic Republic of the Congo, Egypt, Guinea, Libya, Madagascar, Mali, Mauritius, Morocco, Nigeria, Rwanda, Seychelles, Sierra Leone, South Africa, United Republic of Tanzania, Uganda, Zambia, Burkina Faso, Guinea-Bissau, Namibia, Sao Tome and Principe, Kenya, Eritrea, Eswatini, Ethiopia, Lesotho, Reunion, Sudan, Cabo Verde, Gambia, Cameroon, Central African Republic, Chad, Comoros, Ghana, Senegal, Niger, Algeria, Côte d’Ivoire, Mozambique, Malawi.
Europe	Albania, Austria, Belarus, Belgium, Bosnia and Herzegovina, Bulgaria, Croatia, Cyprus, Czech Republic, Denmark, Estonia, Finland, France, Germany, Greece, Hungary, Iceland, Ireland, Italy, Latvia, Liechtenstein, Lithuania, Luxembourg, Malta, Monaco, Montenegro, Netherlands, North Macedonia, Norway, Poland, Portugal, Republic of Moldova, Romania, Russian Federation, San Marino, Serbia, Slovakia, Slovenia, Spain, Sweden, Switzerland, Ukraine, United Kingdom.
Latin America and the Caribbean	Antigua and Barbuda; Argentina; Bahamas; Barbados; Bermuda; Bolivia, Plurinational State of; Cayman Islands; Chile; Colombia; Costa Rica; Cuba; Dominica; Dominican Republic; Ecuador; Grenada; Guatemala; Guyana; Haiti; Honduras; Jamaica; Mexico; Nicaragua; Panama; Paraguay; Peru; Saint Vincent and the Grenadines; Suriname; Trinidad and Tobago; Venezuela; Aruba; El Salvador; Puerto Rico; British Virgin Islands; Brazil; Curacao; Saint Kitts and Nevis; Saint Lucia; Turks and Caicos Islands; Anguilla; Sint Maarten; Uruguay; Guadeloupe; Martinique; Belize; Montserrat; French Guiana; United States Virgin Islands.

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Middle East	Bahrain; Iran, Islamic Republic of; Iraq; Israel; Jordan; Kuwait; Lebanon; Oman; Saudi Arabia; State of Palestine; Qatar; Syrian Arab Republic; United Arab Emirates; Yemen.
North America	Canada, United States.
Rest of the World	American Samoa; Bonaire; French Polynesia; Guam; Macao, China; New Caledonia; Northern Mariana Islands; Saba; Sint Eustatius.

**Data for 2023** includes 86 economies sourced from CEIC Data Company, Haver Analytics, UN Tourism Statistics Database, and official sources.

**Table 6.2: Economy Coverage for 2023**

<b>Region</b>	<b>Economies</b>
Asia and the Pacific	Australia; Azerbaijan; Brunei Darussalam; Cambodia; Cook Islands; Fiji; Georgia; Hong Kong, China; India; Indonesia; Japan; Kazakhstan; Kiribati; Korea, Republic of; Kyrgyz Republic; Lao PDR; Malaysia; Maldives; Mongolia; Myanmar; Nepal; New Zealand; Pakistan; Palau; Papua New Guinea; Philippines; Samoa; Singapore; Solomon Islands; Sri Lanka; Taipei, China; Thailand; Tonga; Tuvalu; Türkiye; Uzbekistan; Vanuatu; Viet Nam
Africa	Burkina Faso, Comoros, Ethiopia, Mauritius, Nigeria, South Africa, Zimbabwe.
Europe	Albania, Andorra, Armenia, Belarus, Croatia, Cyprus, Finland, Italy, Liechtenstein, Lithuania, Malta, Monaco, Netherlands, Norway, Poland, Portugal, Republic of Moldova, Romania, Slovakia, Slovenia, Spain, Ukraine, United Kingdom.
Latin America and the Caribbean	Antigua and Barbuda, Barbados, Bolivia, Brazil, Chile, Costa Rica, Dominican Republic, El Salvador, French Guiana, Mexico, Paraguay, Uruguay.
Middle East	Kuwait, Oman, Saudi Arabia.
North America	Canada, United States.

*Please note that all economies do not have same consistency in terms of number of partners they are mapped to.*

### 6.3 Hierarchical Structure for Series Selection for Bilateral Indicators

Multiple data series exist for several reporter–partner–year combinations. To produce a single consistent time series, the following series types are prioritized in this global order:

1. **TFR** Arrivals of nonresident tourists at national borders, by country of residence
2. **TFN** Arrivals of nonresident tourists at national borders, by nationality
3. **VFR** Arrivals of nonresident visitors at national borders, by country of residence
4. **VFN** Arrivals of nonresident visitors at national borders, by nationality
5. **THSR** Arrivals of nonresident tourists in hotels and similar establishments, by country of residence
6. **THSN** Arrivals of nonresident tourists in hotels and similar establishments, by nationality
7. **TCER** Arrivals of nonresident tourists in all types of accommodation establishments, by country of residence
8. **TCEN** Arrivals of nonresident tourists in all types of accommodation establishments, by nationality

### 6.4 Algorithm for Selecting the Final Series:

The following algorithm was used to choose a series by each report-partner-year combination:

1. **Step 1: Identify latest year with available data**

We determine the most recent year where the pair has at least one non-missing observation.

2. **Step 2: Identify the highest-priority series in the latest year**

If multiple series exist in the latest year, we choose the one highest in the global hierarchy: **TFR → TFN → VFR → VFN → THSR → THSN → TCER → TCEN**

3. **Step 3: Check if this series is available for all years**

- If **yes**, we use this series for all years (ensuring consistency across the time series).
- If **not**, we move to a group coverage comparison.

4. **Step 4: Compute coverage for the two groups**

We evaluate which series group has better coverage:

- **Group 1:** TFR, TFN, VFR, VFN
- **Group 2:** THSR, THSN, TCER, TCEN

Within each group, we apply the group's own hierarchy year-by-year and count how many years have valid data.

5. **Step 5: Choose the group with maximum coverage**

- If **Group 1**  $\geq$  **Group 2**, we select Group 1.
- Otherwise, we select Group 2.
- If tied, Group 1 is preferred.
- Within the selected group:
  - For each year, we take the **highest-priority** series available
  - If a year has no data within the chosen group, that year is dropped.

This produces one consistent time series per reporter–partner pair.

## 6.5 Regional and Subregional Mapping

Each economy is assigned to a region and subregion to align with ADB's classification.

Regions include:

- Asia and the Pacific (subregions: Central and West Asia, East Asia, South Asia, Southeast Asia, Pacific developing economies, AUS+NZL)
- Europe
- Africa
- Middle East
- North America
- Latin America and the Caribbean
- Rest of the World

Table 6.3 shows the complete mapping as used in the dashboard for aggregation and filtering.

**Table 6.3: Regional Groupings**

Region/Subregion	Economies
<b>Asia and the Pacific</b>	
<b>Central and West Asia</b>	Armenia, Azerbaijan, Georgia, Kazakhstan, Kyrgyz Republic, Tajikistan, Türkiye, Turkmenistan, Uzbekistan.
<b>East Asia</b>	China, People’s Republic of; Hong Kong, China; Japan; Korea, Republic of; Mongolia; Taipei, China
<b>South Asia</b>	Afghanistan, Bangladesh, Bhutan, India, Maldives, Nepal, Pakistan, Sri Lanka
<b>Southeast Asia</b>	Brunei Darussalam, Cambodia, Indonesia, Lao PDR, Malaysia, Myanmar, Philippines, Singapore, Thailand, Timor-Leste, Viet Nam
<b>Pacific developing economies</b>	Cook Islands; Fiji; Kiribati; Marshall Islands; Micronesia, Federated States of; Nauru; Niue; Palau; Papua New Guinea; Samoa; Solomon Islands; Tonga; Tuvalu; Vanuatu.
<b>AUS+NZL</b>	Australia; New Zealand.
<b>Africa</b>	Algeria, Angola, Benin, Botswana, Burkina Faso, Burundi, Cabo Verde, Cameroon, Central African Republic, Chad, Comoros, Congo, Congo, Democratic Republic of the, Cote d'Ivoire, Djibouti, Egypt, Equatorial Guinea, Eritrea, Eswatini, Ethiopia, Gabon, Gambia, Ghana, Guinea, Guinea-Bissau, Kenya, Lesotho, Liberia, Libya, Madagascar, Malawi, Mali, Mauritania, Mauritius, Mayotte, Morocco, Mozambique, Namibia, Niger, Nigeria, Reunion, Rwanda, Saint Helena, Ascension and Tristan da Cunha, Sao Tome and Principe, Senegal, Seychelles, Sierra Leone, Somalia, South Africa, South Sudan, Sudan, Tanzania, the United Republic of, Togo, Tunisia, Uganda, Western Sahara, Zambia, Zimbabwe.
<b>Europe</b>	Albania, Andorra, Austria, Belarus, Belgium, Bosnia and Herzegovina, Bulgaria, Channel Islands, Croatia, Cyprus, Czech Republic, Denmark, Estonia, Faeroe Islands, Finland, France, Germany, Gibraltar, Greece, Holy See, Hungary, Iceland, Ireland, Isle of Man, Italy, Kosovo, Latvia, Liechtenstein, Lithuania, Luxembourg, Malta, Moldova, Republic Of, Monaco, Montenegro, Netherlands, North Macedonia, Norway, Poland, Portugal, Romania, Russian Federation, San Marino, Serbia, Slovakia, Slovenia, Spain, Sweden, Switzerland, Ukraine, United Kingdom.
<b>Latin America and the Caribbean</b>	Anguilla, Antigua and Barbuda, Argentina, Aruba, Bahamas, Barbados, Belize, Bolivia, Brazil, British Virgin Islands, Caribbean Netherlands, Cayman Islands, Chile, Colombia, Costa Rica, Cuba, Curacao, Dominica, Dominican Republic, Ecuador, El Salvador, Falkland Islands (Malvinas), French Guiana, Grenada, Guadeloupe, Guatemala, Guyana, Haiti, Honduras, Jamaica, Martinique, Mexico, Montserrat, Nicaragua, Panama, Paraguay, Peru, Puerto Rico, Saint Kitts and Nevis, Saint Lucia, Saint Vincent and the Grenadines, Sint Maarten (Dutch part), Suriname, Trinidad and Tobago, Turks and Caicos Islands, United States Virgin Islands, Uruguay, Bolivarian Republic of Venezuela.
<b>Middle East</b>	Bahrain, Islamic Republic of Iran, Iraq, Israel, Jordan, Kuwait, Lebanon, Oman, Palestine, State of, Qatar, Saudi Arabia, Syrian Arab Republic, United Arab Emirates, Yemen.
<b>North America</b>	Canada, United States.

## 7 Methodology for Tourism Impact

The WTTC (World Travel and Tourism Council) Travel and Tourism Impact Research methodology run by Oxford Economics provides a standardized and globally comparable framework to estimate the economic contribution of the travel and tourism sector. It combines Tourism Satellite Account principles, macroeconomic data, and input-output modelling to quantify both direct and wider economic impacts.

It is anchored in the UN Tourism, Tourism Satellite Account: The Recommended Methodological Framework 2008 to measure the direct contribution, defined as value added generated from internal tourism consumption (domestic and international visitor spending plus government individual expenditure), net of imports and intermediate inputs.

To capture the full economic footprint, the framework extends to total contribution, including:

- indirect impacts from supply chains, investment, and government collective spending;
- induced impacts from spending by workers supported by the sector.

For this, the methodology integrates both demand-side components (visitor exports, domestic tourism, government spending, and investment) and supply-side estimation using input-output tables to translate spending into GDP and employment.

Tourism Satellite Accounts are used for benchmarking, while gaps are filled using econometric relationships and global datasets (e.g., International Monetary Fund Balance of Payments). Forecasts are driven by Oxford Economics' macroeconomic models to ensure consistency across countries.

## 8 Data Sources

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