

WORLD
TRAVEL &
TOURISM
COUNCIL

TRAVEL & TOURISM ECONOMIC IMPACT

India

2009



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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, WHICH DRAWS FROM MANY DIFFERENT SOURCES AND REPRESENTS A CONSIDERABLE INVESTMENT OVER TIME, USES THE FRAMEWORK OF TRAVEL & TOURISM SATELLITE ACCOUNTS (TSAS).

Full TSAs take many years to develop, so WTTC's prime objective in producing these economic impact accounts is to provide on an annual basis consistent, reliable and comparable information to assess Travel & Tourism's current and likely future contribution to national economic activity and employment. And one of the main strengths of our research is that it is timely – so it can inform and help drive urgent policy-making and investment decisions. This is particularly important for emerging economies that do not have the detailed data necessary to develop full TSAs.

This 2009 research, produced with our partner Oxford Economics, assesses the economic impact of Travel & Tourism for 181 countries. It measures spending on Travel & Tourism by households, businesses, governments and foreign 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.

According to the latest annual research, Travel & Tourism employed over 225 million people around the world and generated 9.6% of global GDP in 2008. Despite occasional dips in the annual growth curve, the last decade has seen a rapid rise in Travel & Tourism. But, as is now widely recognised, it suffered a marked downturn in activity in the second half of 2008. Indeed, by the end of the year, many countries were experiencing a contraction in Travel & Tourism demand, and global recession was having an increasing impact on the industry's performance – even in emerging markets.

One of the big challenges is to try to understand when the world economy and Travel & Tourism demand will rebound. And there are no quick answers, nor magic solutions. Our current indicators suggest that the downturn will continue through 2009, as the deterioration in global economic conditions squeezes spending on Travel & Tourism by both households and businesses. International demand is likely to be under the most pressure, as world trade declines and more travellers cut costs by choosing to holiday in their home countries. And challenging conditions are forecast to continue into 2010.

Nevertheless, we remain extremely confident as to Travel & Tourism's longer-term future. Looking beyond the present economic crisis, the prospects for Travel & Tourism remain strong, led by renewed expansion in emerging countries – both as tourism destinations and as an increasing source of international and domestic visitors – not to mention the growing priority accorded by people in developed countries to leisure tourism.

On this positive note, and building on the success of our research over the past 20 years, we are delighted to welcome you to the 2009 edition of WTTC's *The Economic Impact of Travel & Tourism*.

A handwritten signature in black ink, appearing to read "J. 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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THE ECONOMIC IMPACT OF TRAVEL & TOURISM

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INDIA

KEY FACTS AT A GLANCE

THE 2009 TRAVEL & TOURISM ECONOMIC RESEARCH

2009

**10-year
trend**

Gross Domestic Product (GDP)

6.0%

The contribution of Travel & Tourism to Gross Domestic Product (GDP) is expected to stay the same at 6% (INR3,239.4 bn or US\$67.3 bn) in 2009 to 6.0% (INR10,274.1 bn or US\$187.3 bn) by 2019.

Employment

6.4%

The contribution of the Travel & Tourism Economy to employment is expected to rise from 31,105,000 jobs in 2009, 6.4% of total employment, or 1 in every 15.6 jobs to 40,037,000 jobs, 7.2% of total employment or 1 in every 13.8 jobs by 2019.



Growth

0.2%

Real GDP growth for the Travel & Tourism Economy is expected to be 0.2% in 2009 and to average 7.7% per annum over the coming 10 years.



Exports

6.0%

Export earnings from international visitors and tourism goods are expected to generate 6.0% of total exports (INR811.9 bn or US\$16.9 bn) in 2009, growing (nominal terms) to INR2,819.0 bn or US\$51.4 bn (4.1% of total) in 2019.



World ranking (out of 181 countries)

14

ABSOLUTE

size

144

RELATIVE

contribution to national economy

5

GROWTH

forecast

Ranking in South Asia (out of 6 countries)

1

ABSOLUTE

size

3

RELATIVE

contribution to national economy

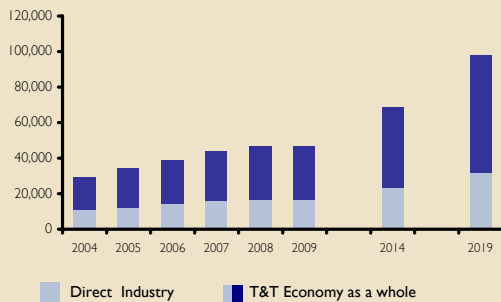
1

GROWTH

forecast

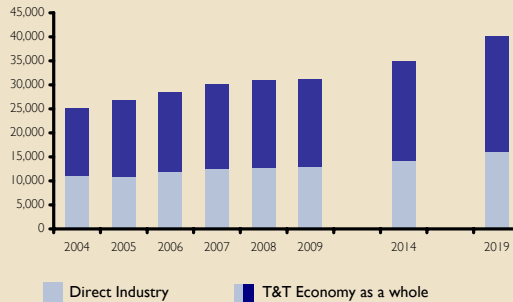
INDIA

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



INDIA

Travel & Tourism Employment
('000 jobs)



THE WORLD TRAVEL & TOURISM COUNCIL (WTTC) IS THE BUSINESS LEADERS' FORUM FOR TRAVEL & TOURISM WORKING WITH GOVERNMENTS TO RAISE AWARENESS OF THE IMPORTANCE OF THE WORLD'S LARGEST GENERATOR OF WEALTH AND JOBS

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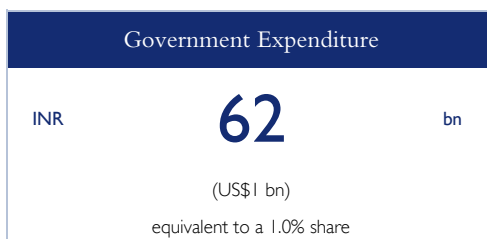
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ECONOMIC IMPACT

IN 2009 INDIA'S TRAVEL & TOURISM IS EXPECTED TO GENERATE INR 3,239 BN (US\$67 BN) OF ECONOMIC ACTIVITY (GDP). THE INDUSTRY'S DIRECT IMPACT INCLUDES:

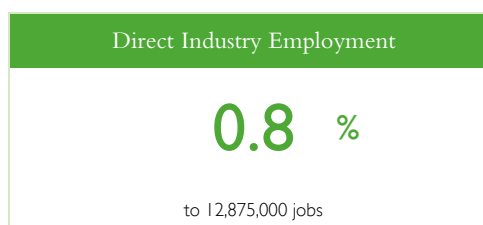
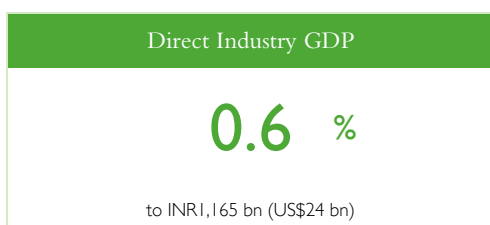


HOWEVER, SINCE TRAVEL & TOURISM TOUCHES ALL SECTORS OF THE ECONOMY, ITS REAL IMPACT IS EVEN GREATER. INDIA'S TRAVEL & TOURISM ECONOMY DIRECTLY AND INDIRECTLY ACCOUNTS FOR:

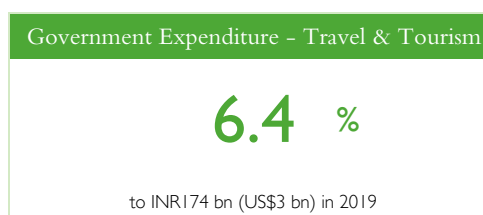
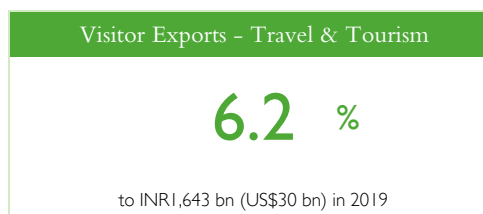
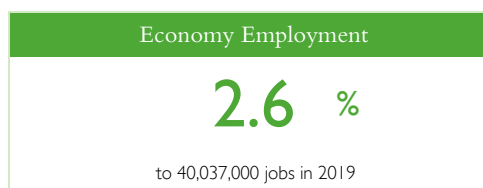
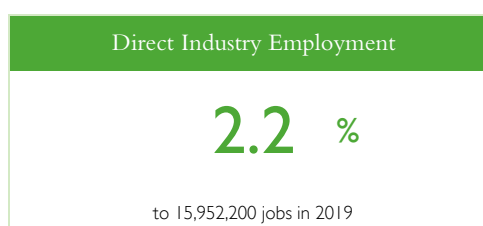
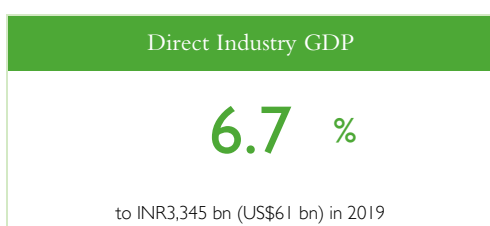


REAL GROWTH

IN 2009, TRAVEL & TOURISM IN INDIA IS FORECAST TO SEE REAL GROWTH OF:



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



ECONOMIC IMPACT

TRAVEL & TOURISM (T&T) – ENCOMPASSING TRANSPORT, ACCOMMODATION, CATERING, RECREATION AND SERVICES FOR VISITORS – IS ONE OF THE WORLD'S HIGHEST PRIORITY INDUSTRIES AND EMPLOYERS.

GDP

India - The Travel & Tourism Industry is expected to contribute directly 2.2% to Gross Domestic Product (GDP) in 2009 (INR1,165.4 bn or US\$24.2 bn), rising in nominal terms to INR3,345.3 bn or US\$61.0 bn (1.9% of total) by 2019.

The T&T Economy contribution (% of total) should remain level at 6.0% (INR3,239.4 bn or US\$67.3 bn) to 6.0% (INR10,274.1 bn or US\$187.3 bn) in this same period.

South Asia - The Travel & Tourism Industry is expected to post a direct GDP contribution of 2.2% in 2009, while the Travel & Tourism Economy contribution will be 5.9%.

Worldwide - In 2009, the Travel & Tourism Industry should contribute 3.2% directly to worldwide GDP. The broader Travel & Tourism Economy should contribute 9.4% to world GDP in 2009.

GROWTH

India - The Travel & Tourism Economy is expected to grow by 7.7% per annum in real terms between 2010 and 2019.

South Asia - The Travel & Tourism Economy is expected to post average annualised gains of 7.2% between 2010 and 2019.

Worldwide - Travel & Tourism is a high-growth activity, which is forecast to increase its total economic activity by 4% worldwide in real terms over the next ten years.

EMPLOYMENT

India - Travel & Tourism Economy employment is estimated at 31,105,000 jobs in 2009, 6.4% of total employment, or 1 in every 15.6 jobs. By 2019, this should total 40,037,000 jobs, 7.2% of total employment or 1 in every 13.8 jobs.

The 12,875,000 T&T Direct Industry jobs account for 2.7% of total employment in 2007 and are forecast to total 15,952,000 jobs or 2.9% of the total by 2019.

South Asia - The Travel & Tourism Industry is expected to generate directly 15,178,000 jobs in 2009 (2.4% of total employment), while the broader Travel & Tourism Economy will account for 37,173,000 jobs (5.8% of total employment).

Worldwide - Travel & Tourism is human resource intensive, creating quality jobs across the full employment spectrum. In 2009, one in 13.1 jobs will be generated by the Travel & Tourism Economy. The Travel & Tourism Economy accounts for 7.6% of global employment.

Today there are 77.3 million Travel & Tourism Direct Industry jobs and 219.8 million jobs in the Travel & Tourism Economy, and these will rise to 97.8 million Travel & Tourism Direct Industry jobs and 275.7 million Travel & Tourism Economy jobs by 2019.

DEMAND

India - In 2009, Travel & Tourism is expected to post INR4,412.7 bn (US\$91.7 bn) of economic activity (Total Demand), growing to INR14,601.7 bn (US\$266.1 bn) by 2019.

South Asia - Travel & Tourism Demand is expected to reach US\$116.1 bn in 2009, growing to US\$323.0 bn in 2019.

Worldwide - In 2009, it is expected to post US\$7,340 bn of economic activity (Total Demand) and this is forecast to grow to US\$14,382 bn by 2019.

VISITOR EXPORTS

India - Exports make up a very important share of Travel & Tourism's contribution to GDP.

Of India's total exports, Travel & Tourism is expected to generate 6.0% (INR811.9 bn or US\$16.9 bn) in 2009, increasing to INR2,819.0 bn or US\$51.4 bn (4.1% of total), in 2019.

South Asia - Travel & Tourism exports are expected to represent 6.1% of total exports in 2009.

Worldwide - Travel & Tourism is a major exporter, with inbound visitors injecting foreign exchange directly into the economy.

CAPITAL INVESTMENT

India - Travel & Tourism Capital Investment is estimated at INR1,484.6 bn, US\$30.9 bn or 7.3% of total investment in year 2009. By 2019, this should reach INR5,183.4 bn, US\$94.5 bn or 7.1% of total.

South Asia - Travel & Tourism Capital Investment is estimated to total US\$37.4 bn in 2009, or 7.7% of total regional capital investment.

Worldwide - Travel & Tourism is a catalyst for construction and manufacturing. In 2009, the public and private sectors combined are expected to spend US\$1,220.1 bn worldwide - 9.4% of total investment, rising to US\$2,589.7 bn or 9.3% of the total, in 2019.

GOVERNMENT

India - Government Travel & Tourism operating expenditures in India in 2009 are expected to total INR62.4 bn (US\$1.3 bn), or 1.0% of total government spending.

South Asia - Government Travel & Tourism operating expenditures are estimated to total US\$2.1 bn in 2009, or a 1.3% share.

Worldwide - Travel & Tourism is both a generator and receiver of government funds. Globally, in 2009, Travel & Tourism is expected to garner US\$404.2 bn of government expenditures, or 3.9% of total expenditures.

By 2019, government spending on Travel & Tourism should increase to US\$709.3 bn - 4.0% of total government expenditure.

SUMMARY TABLES

ESTIMATES AND FORECASTS

| INDIA | 2009 | | | 2019 | | |
|---|----------|------------|---------------------|----------|------------|---------------------|
| | INR bn | % of Total | Growth ¹ | INR bn | % of Total | Growth ² |
| Personal Travel & Tourism | 1,690.1 | 5.0 | 6.0 | 5,284.9 | 5.2 | 7.6 |
| Business Travel | 363.7 | 0.7 | -4.2 | 1,140.1 | 0.7 | 7.6 |
| Government Expenditures | 62.4 | 1.0 | 12.9 | 174.2 | 1.0 | 6.4 |
| Capital Investment | 1,484.6 | 7.3 | -0.1 | 5,183.4 | 7.1 | 8.8 |
| Visitor Exports | 597.6 | 4.4 | -4.0 | 1,643.0 | 2.4 | 6.2 |
| Other Exports | 214.3 | 1.6 | 2.2 | 1,176.1 | 1.7 | 13.8 |
| T&T Demand | 4,412.7 | 6.1 | 1.5 | 14,601.7 | 5.9 | 8.2 |
| Direct Industry GDP | 1,165.4 | 2.2 | 0.6 | 3,345.3 | 1.9 | 6.7 |
| T&T Economy GDP | 3,239.4 | 6.0 | 0.2 | 10,274.1 | 6.0 | 7.7 |
| Direct Industry Employment ³ | 12,875.0 | 2.7 | 0.8 | 15,952.2 | 2.9 | 2.2 |
| T&T Economy Employment ³ | 31,104.8 | 6.4 | 0.0 | 40,037.4 | 7.2 | 2.6 |

¹2009 real growth adjusted for inflation (%); ²2010-2019 annualised real growth adjusted for inflation (%); ³'000 jobs

| SOUTH ASIA | 2009 | | | 2019 | | |
|---|-----------|------------|---------------------|-----------|------------|---------------------|
| | US\$ bn | % of Total | Growth ¹ | US\$ bn | % of Total | Growth ² |
| Personal Travel & Tourism | 44,600.2 | 4.8 | 5.1 | 120,480.0 | 8.9 | 7.3 |
| Business Travel | 11,216.0 | 0.8 | -3.6 | 29,099.8 | 1.3 | 6.8 |
| Government Expenditures | 2,055.5 | 1.3 | 8.8 | 4,951.2 | 4.0 | 6.1 |
| Capital Investment | 37,426.5 | 7.7 | -0.9 | 108,099.0 | 9.3 | 8.0 |
| Visitor Exports | 14,902.7 | 4.4 | -4.9 | 35,050.3 | 2.5 | 5.9 |
| Other Exports | 5,901.6 | 1.7 | 4.6 | 25,269.8 | 1.8 | 12.4 |
| T&T Demand | 116,102.0 | 6.2 | 0.9 | 322,950.0 | 9.5 | 7.6 |
| Direct Industry GDP | 30,608.1 | 2.2 | 0.2 | 75,484.6 | 3.1 | 6.3 |
| T&T Economy GDP | 84,220.0 | 5.9 | 0.0 | 224,872.0 | 9.5 | 7.2 |
| Direct Industry Employment ³ | 15,178.2 | 2.4 | 0.4 | 18,889.4 | 3.0 | 2.2 |
| T&T Economy Employment ³ | 37,173.4 | 5.8 | -0.2 | 47,613.8 | 8.4 | 2.5 |

¹2009 real growth adjusted for inflation (%); ²2010-2019 annualised real growth adjusted for inflation (%); ³'000 jobs

| WORLDWIDE | 2009 | | | 2019 | | |
|---|-----------|------------|---------------------|------------|------------|---------------------|
| | US\$ bn | % of Total | Growth ¹ | US\$ bn | % of Total | Growth ² |
| Personal Travel & Tourism | 2,990,470 | 8.6 | -2.9 | 5,574,780 | 8.9 | 3.8 |
| Business Travel | 745,085 | 1.3 | -7.2 | 1,375,690 | 1.3 | 3.6 |
| Government Expenditures | 404,183 | 3.9 | 3.3 | 709,336 | 4.0 | 3.2 |
| Capital Investment | 1,220,100 | 9.4 | -5.3 | 2,589,660 | 9.3 | 4.7 |
| Visitor Exports | 1,079,430 | 6.0 | -4.5 | 2,130,950 | 5.0 | 4.7 |
| Other Exports | 900,731 | 5.0 | -5.4 | 2,001,090 | 4.7 | 6.0 |
| T&T Demand | 7,339,990 | 9.6 | -4.0 | 14,381,500 | 9.5 | 4.3 |
| Direct Industry GDP | 1,870,080 | 3.2 | -3.5 | 3,396,430 | 3.1 | 3.6 |
| T&T Economy GDP | 5,473,830 | 9.4 | -3.5 | 10,478,000 | 9.5 | 4.0 |
| Direct Industry Employment ³ | 77,276 | 2.7 | -1.9 | 97,784 | 3.0 | 2.4 |
| T&T Economy Employment ³ | 219,810 | 7.6 | -2.8 | 275,688 | 8.4 | 2.3 |

¹2009 real growth adjusted for inflation (%); ²2010-2019 annualised real growth adjusted for inflation (%); ³'000 jobs

CONCEPTS & STRUCTURE

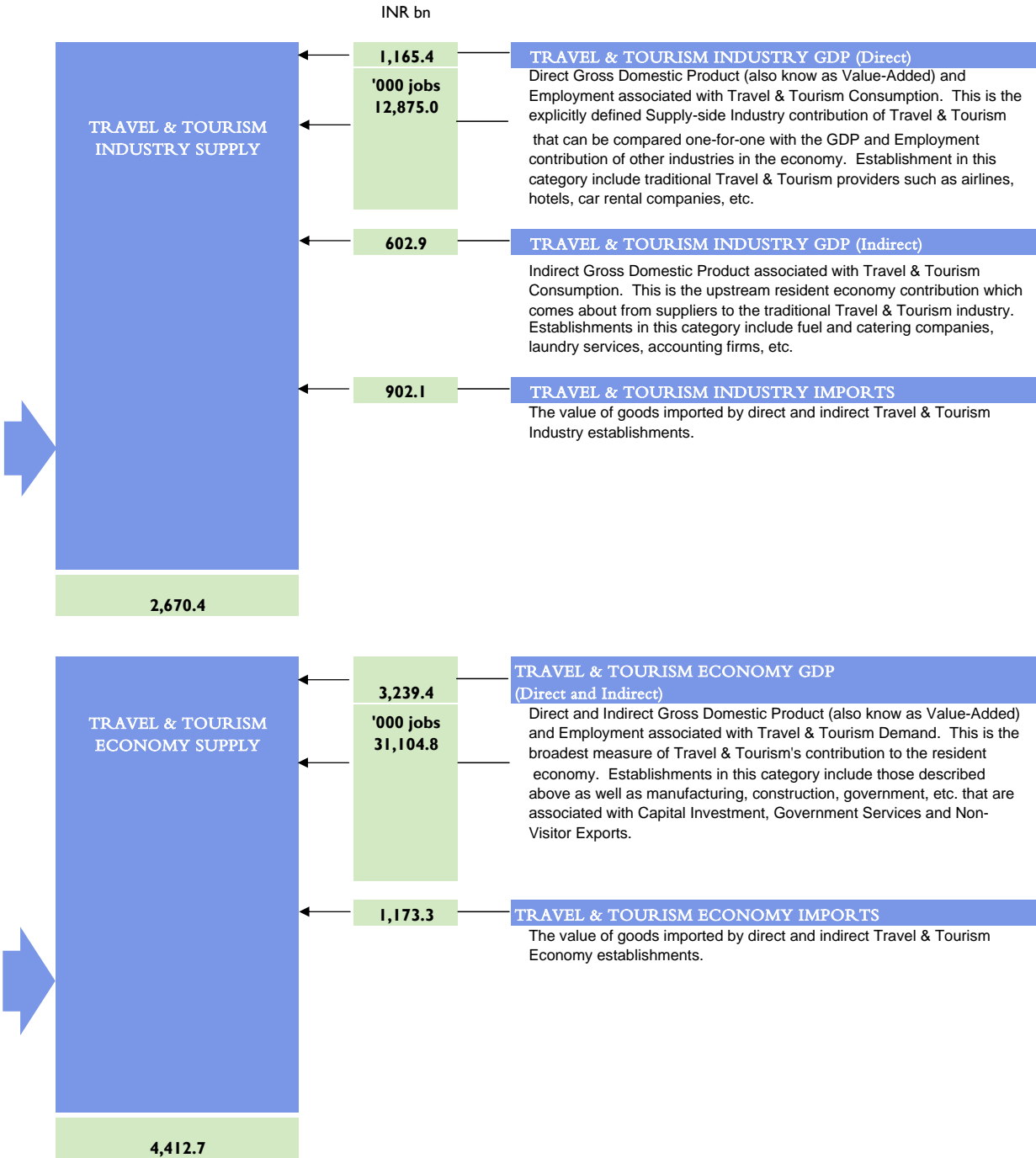
In order to quantify the economic impact of Travel & Tourism, we use the framework of a simulated Tourism Satellite Account. The Travel & Tourism Satellite Account is based on a ‘demand-side’ economic activity, because the industry does not produce or supply a homogeneous product or service as traditional industries (agriculture, electronics, steel, etc) do.

DEMAND-SIDE ACCOUNTS



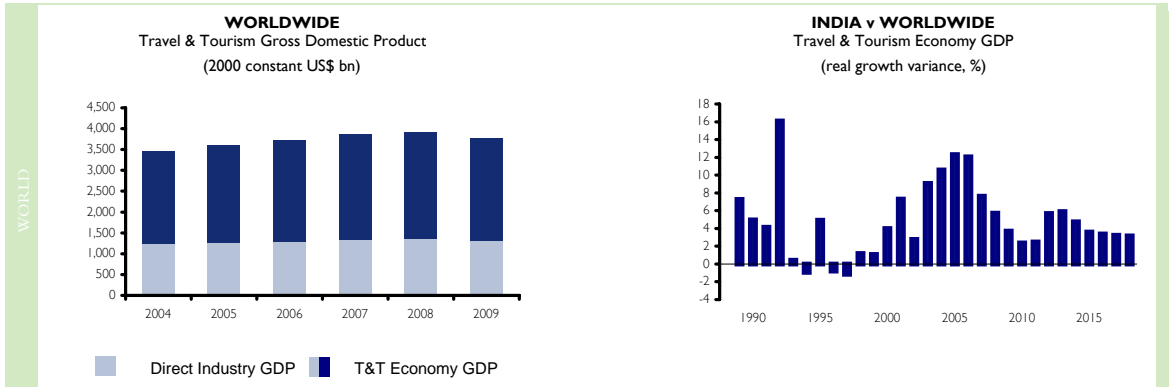
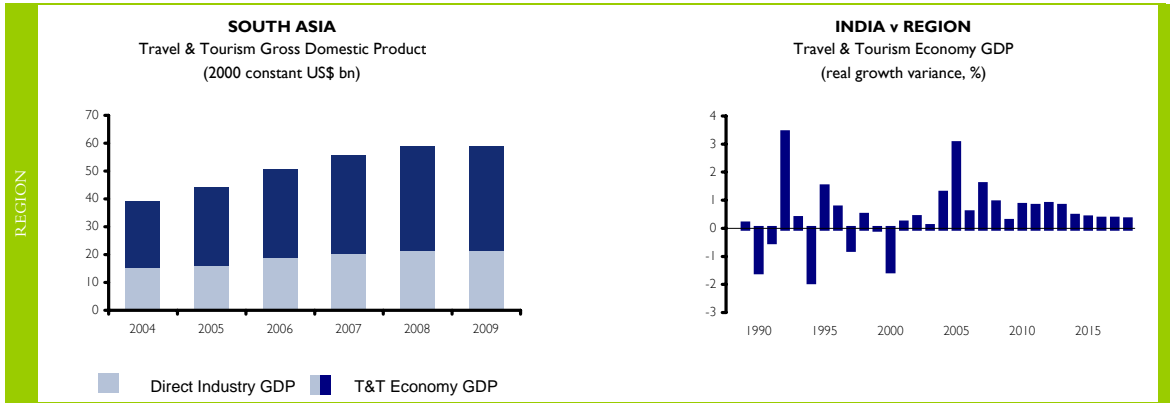
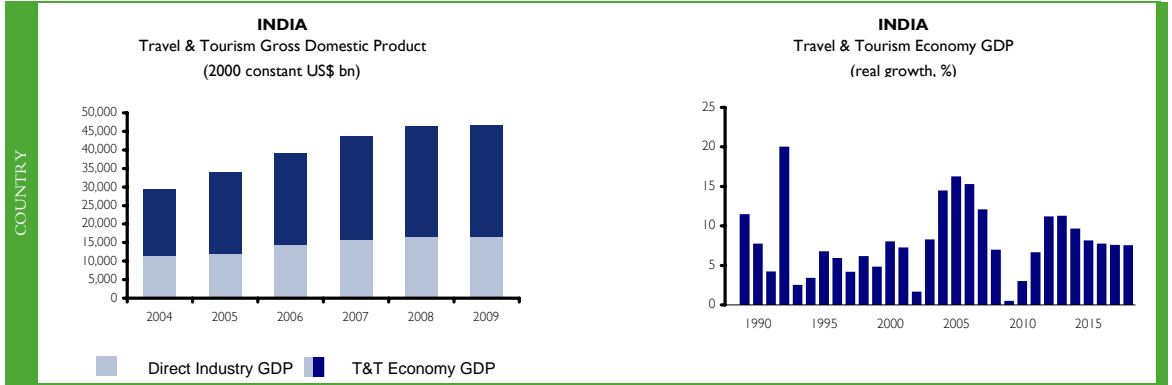
Instead, Travel & Tourism is an industrial activity defined by the diverse collection of products (durables and non-durables) and services (transportation, accommodation, food and beverage, entertainment, government services, etc) that are delivered to visitors. There are two basic aggregates of demand (Travel & Tourism Consumption and Total Demand) and, by employing input/output modelling separately (large arrows) to these two aggregates, the Satellite Account is able to produce two different and complementary aggregates of Travel & Tourism Supply: the Travel & Tourism Industry and the Travel & Tourism Economy. The first captures the explicitly defined production-side 'industry' contribution (ie direct impact only), for comparison with all other industries, while the second captures the broader 'economy-wide' impact, direct and indirect, of Travel & Tourism.

SUPPLY-SIDE ACCOUNTS



GROSS DOMESTIC PRODUCT

India's T&T Direct Industry is expected to contribute 2.2% to Gross Domestic Product (GDP) in 2009 (INR1,165.4 bn or US\$24.2 bn), rising in nominal terms to INR3,345.3 bn or US\$61.0 bn (1.9% of total) by 2019. The T&T Economy contribution (% of total) should stay the same at 6% (INR3,239.4 bn or US\$67.3 bn) to 6.0% (INR10,274.1 bn or US\$187.3 bn) in this same period.

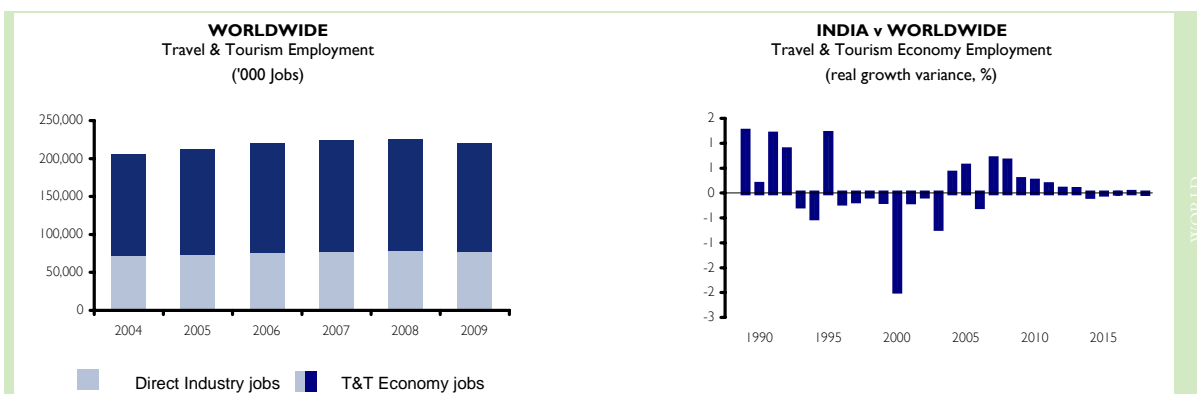
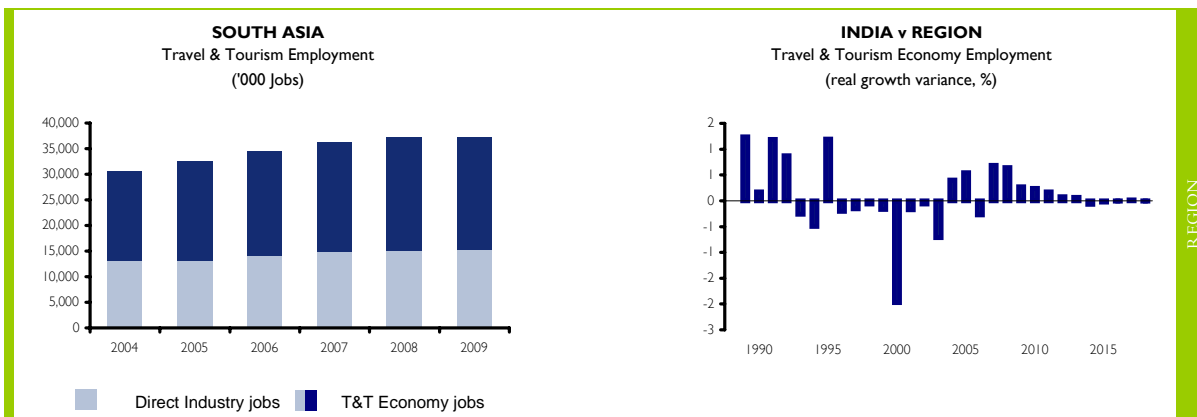
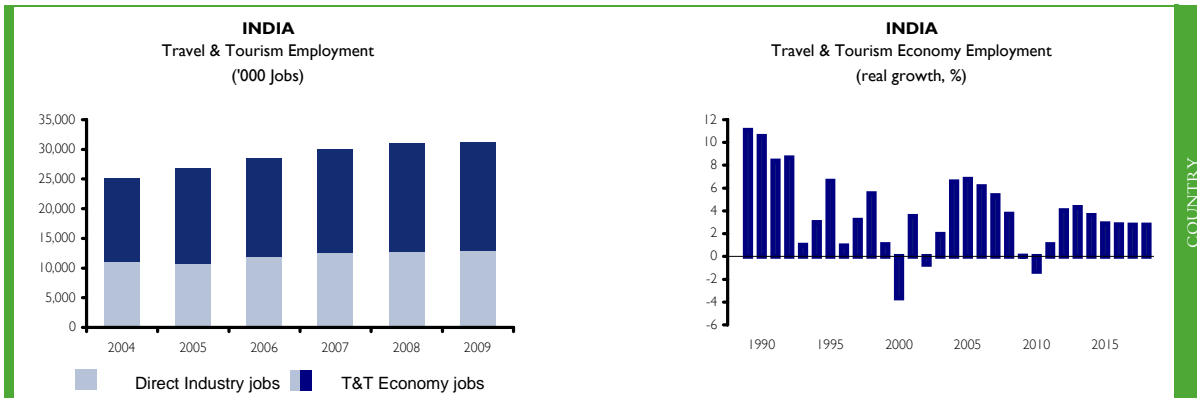


| WTTC League Table Extract | | 2009 |
|------------------------------|------------|----------------|
| Travel & Tourism Economy GDP | | % of total GDP |
| 34 | Cambodia | 17.5 |
| 44 | Thailand | 14.7 |
| 51 | Vietnam | 13.1 |
| 56 | Malaysia | 12.3 |
| 76 | China | 9.8 |
| 102 | Sri Lanka | 7.9 |
| 106 | Indonesia | 7.8 |
| 144 | India | 6.0 |
| 155 | Pakistan | 5.5 |
| 172 | Bangladesh | 4.0 |

| WTTC League Table Extract | | 10-Yr Real Growth |
|------------------------------|------------|-------------------|
| Travel & Tourism Economy GDP | | Annualised, % |
| 1 | China | 9.2 |
| 5 | India | 7.7 |
| 18 | Vietnam | 6.5 |
| 25 | Thailand | 6.1 |
| 29 | Bangladesh | 6.0 |
| 39 | Indonesia | 5.7 |
| 40 | Cambodia | 5.7 |
| 42 | Sri Lanka | 5.6 |
| 95 | Pakistan | 4.4 |
| 111 | Malaysia | 4.0 |

EMPLOYMENT

India's 12,875,000 T&T Direct Industry jobs account for 2.7% of total employment in 2009 and are forecast to total 15,952,000 jobs or 2.9% of the total by 2019. The contribution of the Travel & Tourism Economy to employment is expected to rise from 31,105,000 jobs in 2009, 6.4% of total employment, or 1 in every 15.6 jobs to 40,037,000 jobs, 7.2% of total employment or 1 in every 13.8 jobs by 2019.

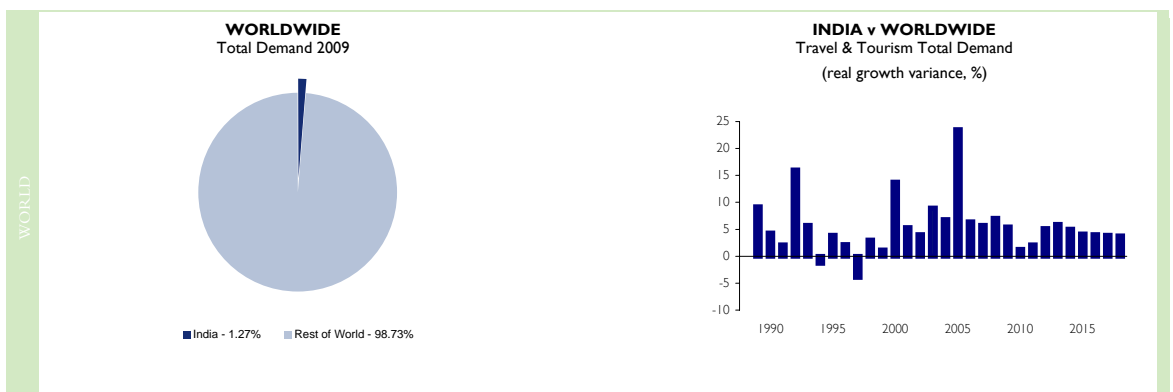
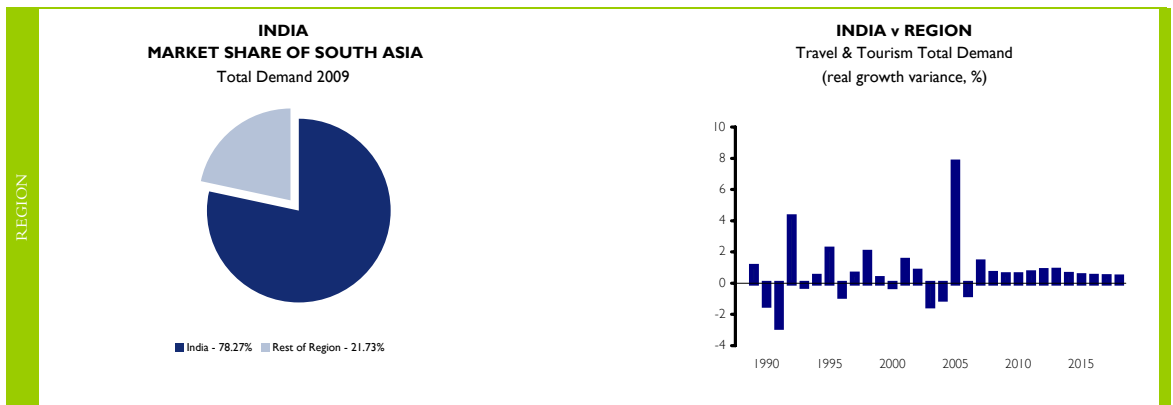
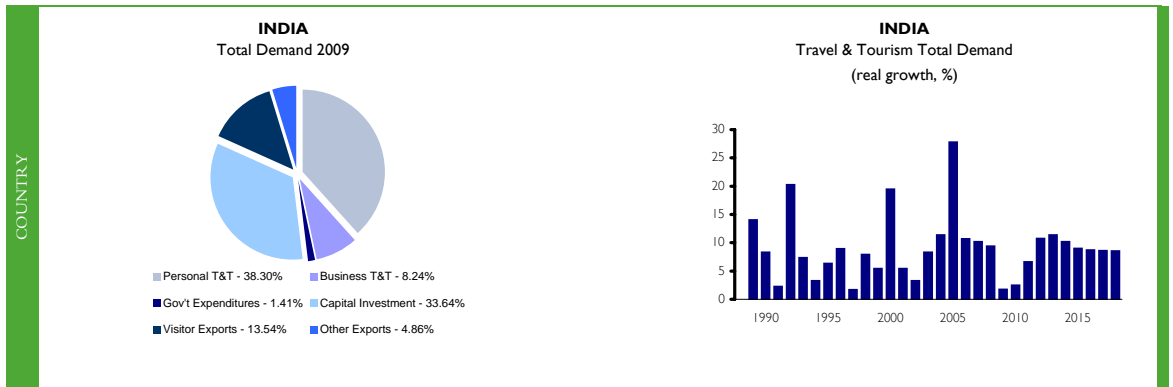


| WTTC League Table Extract | | 2009 |
|-------------------------------------|------------|----------------|
| Travel & Tourism Economy Employment | | % of total emp |
| 47 | Cambodia | 13.7 |
| 60 | Thailand | 11.1 |
| 61 | Malaysia | 10.8 |
| 67 | Vietnam | 10.4 |
| 94 | China | 7.8 |
| 113 | Sri Lanka | 6.5 |
| 115 | India | 6.4 |
| 116 | Indonesia | 6.4 |
| 157 | Pakistan | 4.4 |
| 177 | Bangladesh | 3.2 |

| WTTC League Table Extract | | 10-Yr Real Growth |
|-------------------------------------|------------|-------------------|
| Travel & Tourism Economy Employment | | Annualised, % |
| 30 | China | 3.2 |
| 53 | India | 2.6 |
| 75 | Pakistan | 2.3 |
| 85 | Thailand | 2.2 |
| 90 | Bangladesh | 2.1 |
| 91 | Indonesia | 2.1 |
| 98 | Sri Lanka | 1.9 |
| 103 | Malaysia | 1.8 |
| 117 | Vietnam | 1.6 |
| 144 | Cambodia | 0.8 |

TOTAL DEMAND

India Travel & Tourism is expected to generate INR4,412.7 bn (US\$91.7 bn) of economic activity (Total Demand) in 2009, growing (nominal terms) to INR14,601.7 bn (US\$266.1 bn) by 2019. Total Demand is expected to grow by 1.5% in 2009 and by 8.2% per annum, in real terms, between 2010 and 2019. 2009 Total Demand represents 1.27% of world market share.

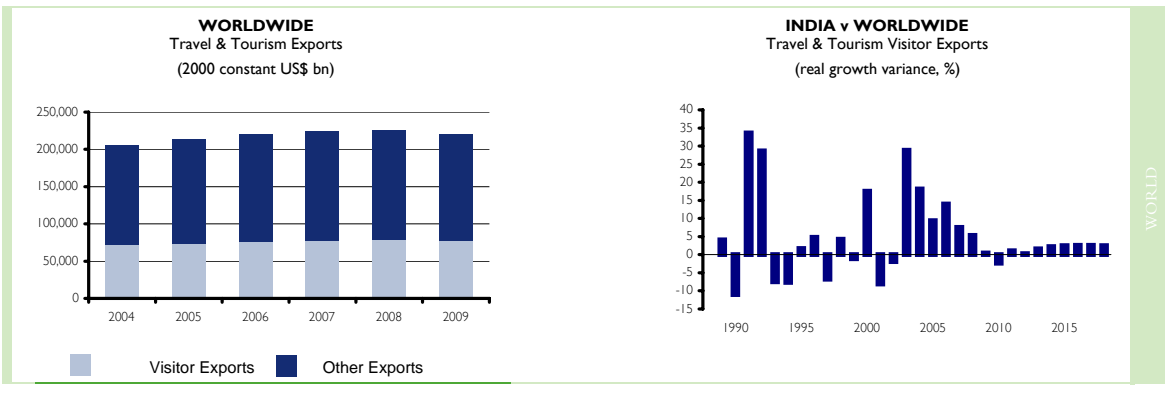
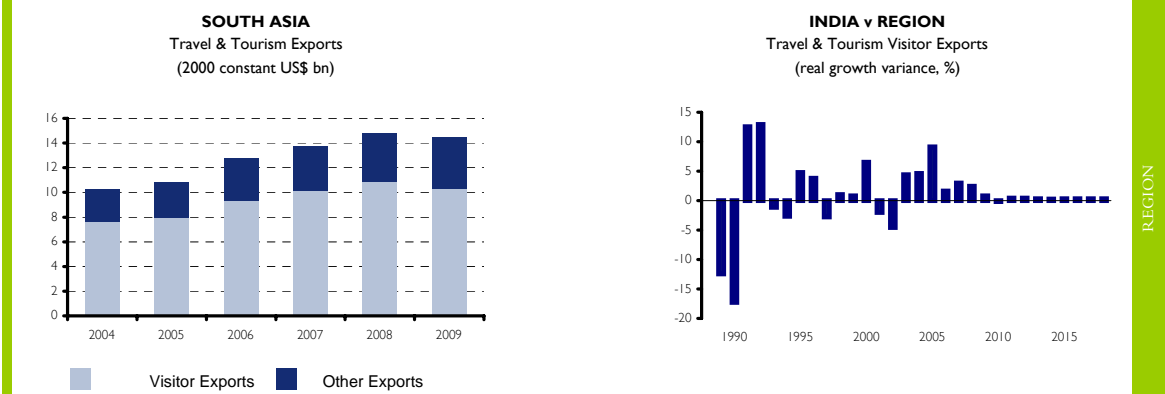
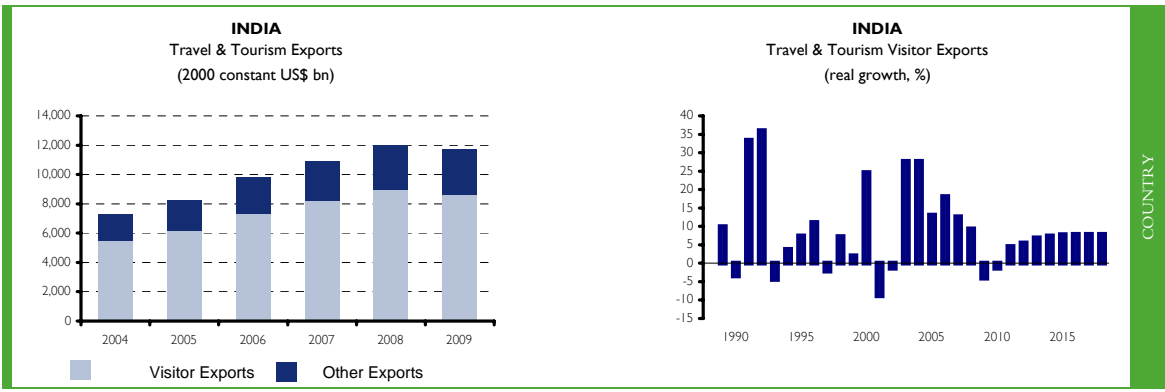


| WTTC League Table Extract | | 2009 |
|-------------------------------|------------|---------------|
| Travel & Tourism Total Demand | | Real Growth % |
| 18 | Bangladesh | 3.8 |
| 43 | India | 1.5 |
| 51 | China | 0.9 |
| 58 | Vietnam | 0.5 |
| 68 | Cambodia | -0.4 |
| 70 | Sri Lanka | -0.6 |
| 79 | Indonesia | -1.2 |
| 95 | Pakistan | -2.2 |
| 118 | Malaysia | -4.4 |
| 121 | Thailand | -4.4 |

| WTTC League Table Extract | | 10-Yr Real Growth |
|-------------------------------|------------|-------------------|
| Travel & Tourism Total Demand | | Annualised, % |
| 2 | China | 9.2 |
| 3 | India | 8.2 |
| 6 | Vietnam | 7.1 |
| 11 | Thailand | 6.7 |
| 14 | Cambodia | 6.4 |
| 20 | Bangladesh | 6.1 |
| 21 | Indonesia | 6.1 |
| 41 | Sri Lanka | 5.6 |
| 56 | Pakistan | 5.2 |
| 81 | Malaysia | 4.8 |

VISITOR & OTHER EXPORT EARNINGS

Visitor Exports play an important development role for the resident Travel & Tourism Economy. India's Travel & Tourism is expected to generate 6.0% of total exports (INR811.9 bn or US\$16.9 bn) in 2009, growing (nominal terms) to INR2,819.0 bn or US\$51.4 bn (4.1% of total) in 2019.



| WTTC League Table Extract | | 2009 |
|----------------------------------|------------|--------------------|
| Travel & Tourism Visitor Exports | | % of total exports |
| 45 | Cambodia | 21.0 |
| 82 | Thailand | 10.9 |
| 87 | Malaysia | 9.6 |
| 99 | Sri Lanka | 7.1 |
| 115 | Vietnam | 5.4 |
| 121 | Indonesia | 4.8 |
| 126 | India | 4.4 |
| 144 | China | 3.2 |
| 150 | Pakistan | 2.9 |
| 177 | Bangladesh | 0.6 |

| WTTC League Table Extract | | 10-Yr Real Growth |
|----------------------------------|------------|-------------------|
| Travel & Tourism Visitor Exports | | Annualised, % |
| 5 | China | 8.1 |
| 18 | Indonesia | 7.3 |
| 23 | Bangladesh | 7.0 |
| 38 | Thailand | 6.3 |
| 43 | India | 6.2 |
| 46 | Cambodia | 6.0 |
| 51 | Vietnam | 5.9 |
| 91 | Pakistan | 4.9 |
| 95 | Sri Lanka | 4.9 |
| 125 | Malaysia | 4.0 |

SATELLITE ACCOUNT TABLES

INDIA

| Travel & Tourism - INR bn | 2004 | 2005 | 2006 | 2007 | 2008E | 2009F | 2019F |
|--------------------------------------|----------|----------|----------|----------|----------|----------|----------|
| Personal Travel & Tourism | 771.3 | 947.1 | 1,156.7 | 1,275.9 | 1,489.1 | 1,690.1 | 5,284.9 |
| Business Travel & Tourism | 190.3 | 238.2 | 270.1 | 304.4 | 354.5 | 363.7 | 1,140.1 |
| Corporate | 173.9 | 217.1 | 247.0 | 279.8 | 326.4 | 333.8 | 1,052.1 |
| Government | 16.5 | 21.1 | 23.1 | 24.6 | 28.1 | 29.9 | 88.0 |
| Government Expenditures - Individual | 9.1 | 10.7 | 11.9 | 13.0 | 15.7 | 19.0 | 52.9 |
| Visitor Exports | 285.4 | 336.8 | 416.9 | 490.9 | 581.5 | 597.6 | 1,643.0 |
| Travel & Tourism Consumption | 1,256.2 | 1,532.8 | 1,855.5 | 2,084.3 | 2,440.7 | 2,670.4 | 8,120.9 |
| Government Expenditures - Collective | 20.9 | 24.6 | 27.4 | 29.9 | 36.0 | 43.5 | 121.3 |
| Capital Investment | 570.2 | 911.9 | 961.9 | 1,160.9 | 1,388.6 | 1,484.6 | 5,183.4 |
| Other Exports | 94.0 | 113.6 | 144.6 | 160.1 | 195.8 | 214.3 | 1,176.1 |
| Travel & Tourism Demand | 1,941.3 | 2,582.8 | 2,989.4 | 3,435.1 | 4,061.1 | 4,412.7 | 14,601.7 |
| Travel & Tourism Direct Industry | | | | | | | |
| Employment ('000) | 11,016.5 | 10,806.1 | 11,920.8 | 12,486.8 | 12,767.4 | 12,875.0 | 15,952.2 |
| Gross Domestic Product | 598.1 | 649.1 | 822.9 | 945.2 | 1,081.8 | 1,165.4 | 3,345.3 |
| Travel & Tourism Economy | | | | | | | |
| Employment ('000) | 25,109.2 | 26,814.2 | 28,454.7 | 29,976.1 | 31,090.0 | 31,104.8 | 40,037.4 |
| Gross Domestic Product | 1,532.8 | 1,854.3 | 2,234.7 | 2,612.5 | 3,019.1 | 3,239.4 | 10,274.1 |

| Travel & Tourism Accounts as % of National Accounts | 2004 | 2005 | 2006 | 2007 | 2008E | 2009F | 2019F |
|---|------|------|------|------|-------|-------|-------|
| Personal Travel & Tourism | 4.3 | 4.7 | 5.2 | 5.0 | 5.1 | 5.0 | 5.2 |
| Government Expenditures | 0.9 | 0.9 | 1.0 | 1.0 | 1.0 | 1.0 | 1.0 |
| Capital Investment | 6.8 | 8.7 | 7.5 | 7.5 | 7.6 | 7.3 | 7.1 |
| Visitor & Other Exports | 7.2 | 6.6 | 6.4 | 6.6 | 6.4 | 6.0 | 4.1 |
| Travel & Tourism Imports | 6.9 | 9.1 | 7.4 | 7.1 | 6.6 | 6.5 | 5.7 |
| Travel & Tourism Direct Industry | | | | | | | |
| Employment | 2.5 | 2.4 | 2.6 | 2.7 | 2.7 | 2.7 | 2.9 |
| Gross Domestic Product | 2.2 | 2.1 | 2.3 | 2.3 | 2.2 | 2.2 | 1.9 |
| Travel & Tourism Economy | | | | | | | |
| Employment | 5.7 | 5.9 | 6.2 | 6.4 | 6.5 | 6.4 | 7.2 |
| Gross Domestic Product | 6 | 5.9 | 6.1 | 6.3 | 6.2 | 6.0 | 6.0 |

| Travel & Tourism Real Growth (per annum except 2019 = 10-year annualised) | 2004 | 2005 | 2006 | 2007 | 2008E | 2009F | 2019F |
|---|------|------|------|------|-------|-------|-------|
| Personal Travel & Tourism | 6.7 | 17.7 | 16.5 | 5.5 | 7.7 | 6.0 | 7.6 |
| Business Travel & Tourism | 14.1 | 20.0 | 8.2 | 7.8 | 7.5 | -4.2 | 7.6 |
| Government Expenditures | -3.7 | 12.6 | 6.2 | 4.6 | 11.0 | 12.9 | 6.4 |
| Capital Investment | 10.3 | 53.3 | 0.7 | 15.4 | 10.4 | -0.1 | 8.8 |
| Visitor Exports | 27.6 | 13.1 | 18.1 | 12.6 | 9.3 | -4.0 | 6.2 |
| Other Exports | 9.2 | 15.9 | 21.5 | 5.9 | 12.9 | 2.2 | 13.8 |
| Travel & Tourism Consumption | 11.8 | 17.0 | 15.5 | 7.4 | 8.1 | 2.2 | 7.3 |
| Travel & Tourism Demand | 11.1 | 27.5 | 10.4 | 9.9 | 9.1 | 1.5 | 8.2 |
| Travel & Tourism Direct Industry | | | | | | | |
| Employment | 5.6 | -1.9 | 10.3 | 4.7 | 2.2 | 0.8 | 2.2 |
| Gross Domestic Product | 14.1 | 4.0 | 21.0 | 9.8 | 5.7 | 0.6 | 6.7 |
| Travel & Tourism Economy | | | | | | | |
| Employment | 6.5 | 6.8 | 6.1 | 5.3 | 3.7 | 0.0 | 2.6 |
| Gross Domestic Product | 14.2 | 16.0 | 15.0 | 11.8 | 6.7 | 0.2 | 7.7 |

E - Estimate; F - Forecast

SATELLITE ACCOUNT TABLES

INDIA

| Travel & Tourism - US\$ bn | 2004 | 2005 | 2006 | 2007 | 2008E | 2009F | 2019F |
|--------------------------------------|----------|----------|----------|----------|----------|----------|----------|
| Personal Travel & Tourism | 17.0 | 21.5 | 25.6 | 31.0 | 34.3 | 35.1 | 96.3 |
| Business Travel & Tourism | 4.2 | 5.4 | 6.0 | 7.4 | 8.2 | 7.6 | 20.8 |
| Corporate | 3.8 | 4.9 | 5.5 | 6.8 | 7.5 | 6.9 | 19.2 |
| Government | 0.4 | 0.5 | 0.5 | 0.6 | 0.6 | 0.6 | 1.6 |
| Government Expenditures - Individual | 0.2 | 0.2 | 0.3 | 0.3 | 0.4 | 0.4 | 1.0 |
| Visitor Exports | 6.3 | 7.7 | 9.2 | 11.9 | 13.4 | 12.4 | 29.9 |
| Travel & Tourism Consumption | 27.8 | 34.8 | 41.1 | 50.6 | 56.2 | 55.5 | 148.0 |
| Government Expenditures - Collective | 0.5 | 0.6 | 0.6 | 0.7 | 0.8 | 0.9 | 2.2 |
| Capital Investment | 12.6 | 20.7 | 21.3 | 28.2 | 32.0 | 30.9 | 94.5 |
| Other Exports | 2.1 | 2.6 | 3.2 | 3.9 | 4.5 | 4.5 | 21.4 |
| Travel & Tourism Demand | 42.9 | 58.7 | 66.2 | 83.4 | 93.6 | 91.7 | 266.1 |
| Travel & Tourism Direct Industry | | | | | | | |
| Employment ('000) | 11,016.5 | 10,806.1 | 11,920.8 | 12,486.8 | 12,767.4 | 12,875.0 | 15,952.2 |
| Gross Domestic Product | 13.2 | 14.7 | 18.2 | 22.9 | 24.9 | 24.2 | 61.0 |
| Travel & Tourism Economy | | | | | | | |
| Employment ('000) | 25,109.2 | 26,814.2 | 28,454.7 | 29,976.1 | 31,090.0 | 31,104.8 | 40,037.4 |
| Gross Domestic Product | 33.9 | 42.1 | 49.5 | 63.4 | 69.6 | 67.3 | 187.3 |

| Travel & Tourism 2000 Constant US\$ bn | 2004 | 2005 | 2006 | 2007 | 2008E | 2009F | 2019F |
|---|------|------|------|------|-------|-------|-------|
| Personal Travel & Tourism | 14.7 | 17.3 | 20.2 | 21.3 | 23.0 | 24.4 | 50.5 |
| Business Travel & Tourism | 3.6 | 4.4 | 4.7 | 5.1 | 5.5 | 5.2 | 10.9 |
| Government Expenditures - Individual | 0.2 | 0.2 | 0.2 | 0.2 | 0.2 | 0.3 | 0.5 |
| Visitor Exports | 5.5 | 6.2 | 7.3 | 8.2 | 9.0 | 8.6 | 15.7 |
| Travel & Tourism Consumption | 24.0 | 28.1 | 32.4 | 34.8 | 37.7 | 38.5 | 77.6 |
| Government Expenditures - Collective | 0.4 | 0.5 | 0.5 | 0.5 | 0.6 | 0.6 | 1.2 |
| Capital Investment | 10.9 | 16.7 | 16.8 | 19.4 | 21.4 | 21.4 | 49.6 |
| Other Exports | 1.8 | 2.1 | 2.5 | 2.7 | 3.0 | 3.1 | 11.2 |
| Travel & Tourism Demand | 37.1 | 47.3 | 52.3 | 57.4 | 62.7 | 63.6 | 139.6 |
| Gross Domestic Product | | | | | | | |
| Travel & Tourism Industry | 11.4 | 11.9 | 14.4 | 15.8 | 16.7 | 16.8 | 32.0 |
| Travel & Tourism Economy | 29 | 34.0 | 39.1 | 43.7 | 46.6 | 46.7 | 98.2 |

E - Estimate; F - Forecast

Methodological Note

2008 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 developments in 2009 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 Account (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 2009 country rankings for India within world countries' list

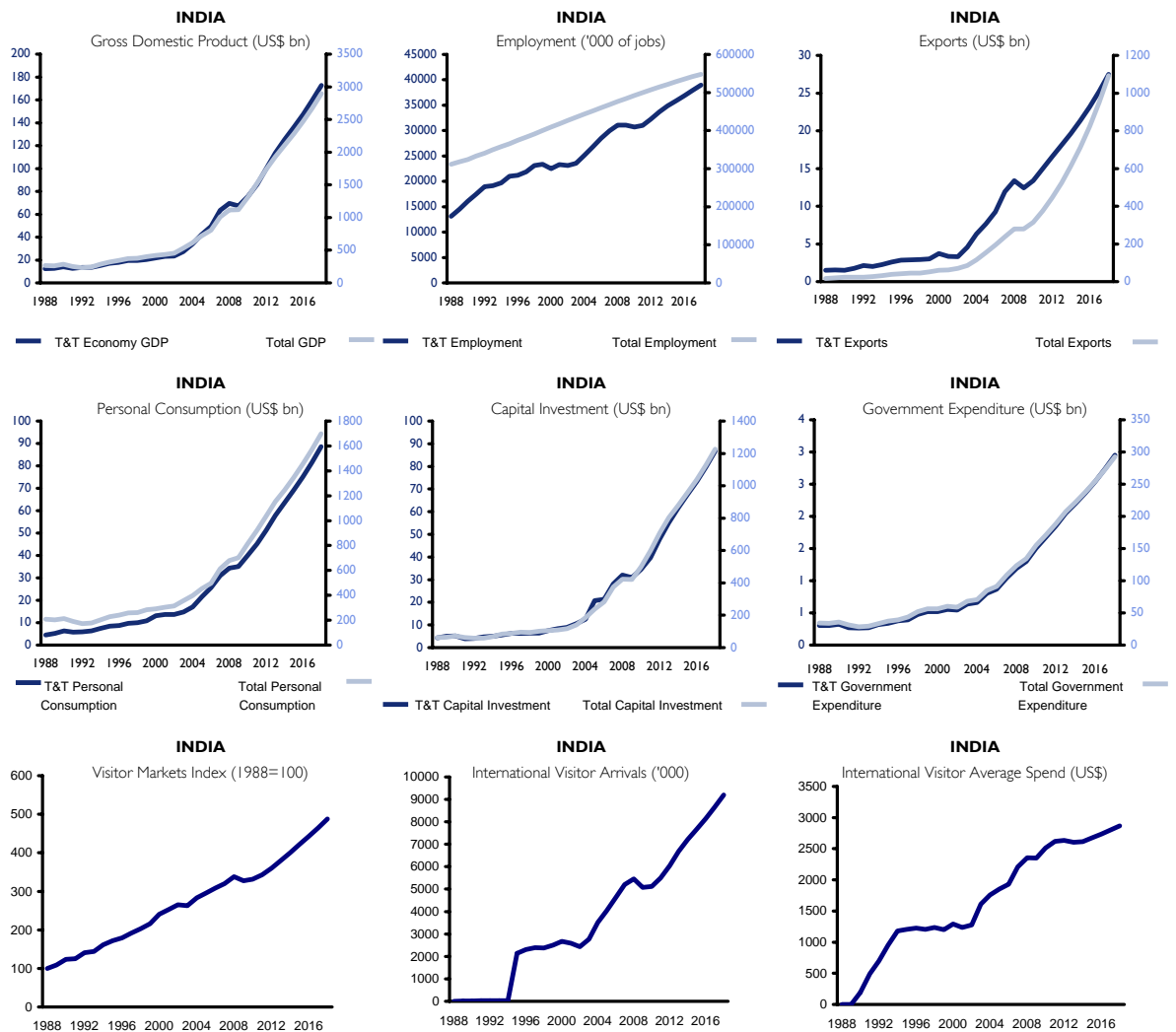
| India | 2009 | | | 2019 | | |
|----------------------------|---------------|---------------|---------------------|---------------|---------------|---------------------|
| | Absolute Size | Relative Size | Growth ¹ | Absolute Size | Relative Size | Growth ² |
| Personal Travel & Tourism | 16 | 118 | 34 | 13 | 124 | 13 |
| Business Travel | 19 | --- | 115 | 13 | --- | 5 |
| Government Expenditures | 35 | 173 | 5 | 28 | 173 | 20 |
| Capital Investment | 11 | 139 | 76 | 5 | 147 | 3 |
| Visitor Exports | 25 | 126 | 72 | 21 | 152 | 43 |
| Other Exports | 33 | 107 | 105 | 20 | 99 | 2 |
| Travel & Tourism Demand | 15 | --- | 43 | 12 | --- | 3 |
| Direct Industry GDP | 15 | 120 | 45 | 12 | 131 | 18 |
| T&T Economy GDP | 14 | 144 | 49 | 12 | 142 | 5 |
| Direct Industry Employment | 2 | 98 | 27 | 2 | 96 | 88 |
| T&T Economy Employment | 2 | 115 | 38 | 2 | 111 | 53 |

¹2009 real growth adjusted for inflation (%); ²2010-2019 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.





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WTTC works to raise awareness of Travel & Tourism as one of the world's largest industries, employing over 225 million people and generating 9.6% of global GDP in 2008.

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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