







# World Tourism Conference

**Gerald Lawless**

Chairman  
World Travel & Tourism Council



## ECONOMIC IMPACT OF TRAVEL & TOURISM

284 mn

JOBS  
WORLDWIDE

1/11

JOBS ON THE  
PLANET



## ECONOMIC IMPACT OF TRAVEL & TOURISM

9.8%

GDP

\$800 bn

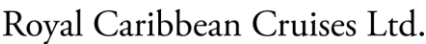
INVESTMENT

30%

SERVICES EXPORT



# WTTC MEMBERS







# 2026 GLOBAL FORECAST

4%

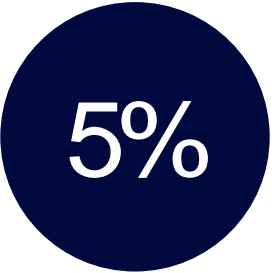
YEARLY  
GROWTH

1/10

ALL JOBS



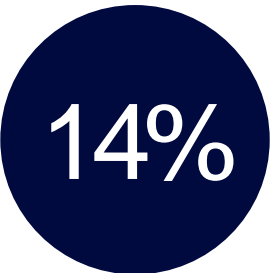
# 2026 MALAYSIA FORECAST



YEARLY GROWTH



GDP



ALL JOBS









# TRAVEL & TOURISM 2030

We'll do more online

Sharing economy to be part of the mainstream

Almost 2 billion international travellers



# WHO IS THE NEW TRAVELLER?

| Region        | 2015 Outbound Tourists (Millions) | 2030 Expected Outbound Tourists (Millions) | % Increase |
|---------------|-----------------------------------|--|------------|
| <b>Global</b> | <b>1180</b>                       | <b>1809</b>                                | <b>57%</b> |
| Africa        | 35                                | 90   | 157%       |
| Americas      | 199                               | 265  | 33%        |
| Asia-Pacific  | 290                               | 541  | 87%        |
| Europe        | 594                               | 832  | 40%        |
| Middle East   | 36                                | 81   | 125%       |



## WHO IS THE NEW TRAVELLER?

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### Six New Traveller Personalities



## ARTIFICIAL INTELLIGENCE AND TECHNOLOGY





# LIVING WITHIN A 2°C WORLD

2015 Paris Climate Agreement to shape framework for coming generations

Governments need to legislate for climate change

Net zero carbon emissions by 2050

T&T companies will need to reduce emissions





# DESTINATION STEWARDSHIP

Fundamental to retain destination integrity

Foster sustainable livelihoods and  
secure cultural & social integrity

Protect people and places



**How can we keep our borders safe,  
while keeping those same borders  
open to travellers and tourists?**

## RESPONDING TO THE SECURITY THREAT



ICAO



Better use of technology

Closer collaboration

Better integration of T&T into security planning



# GLOBAL TRUSTED TRAVELLER PROGRAMME

KNOWN TRAVELLER

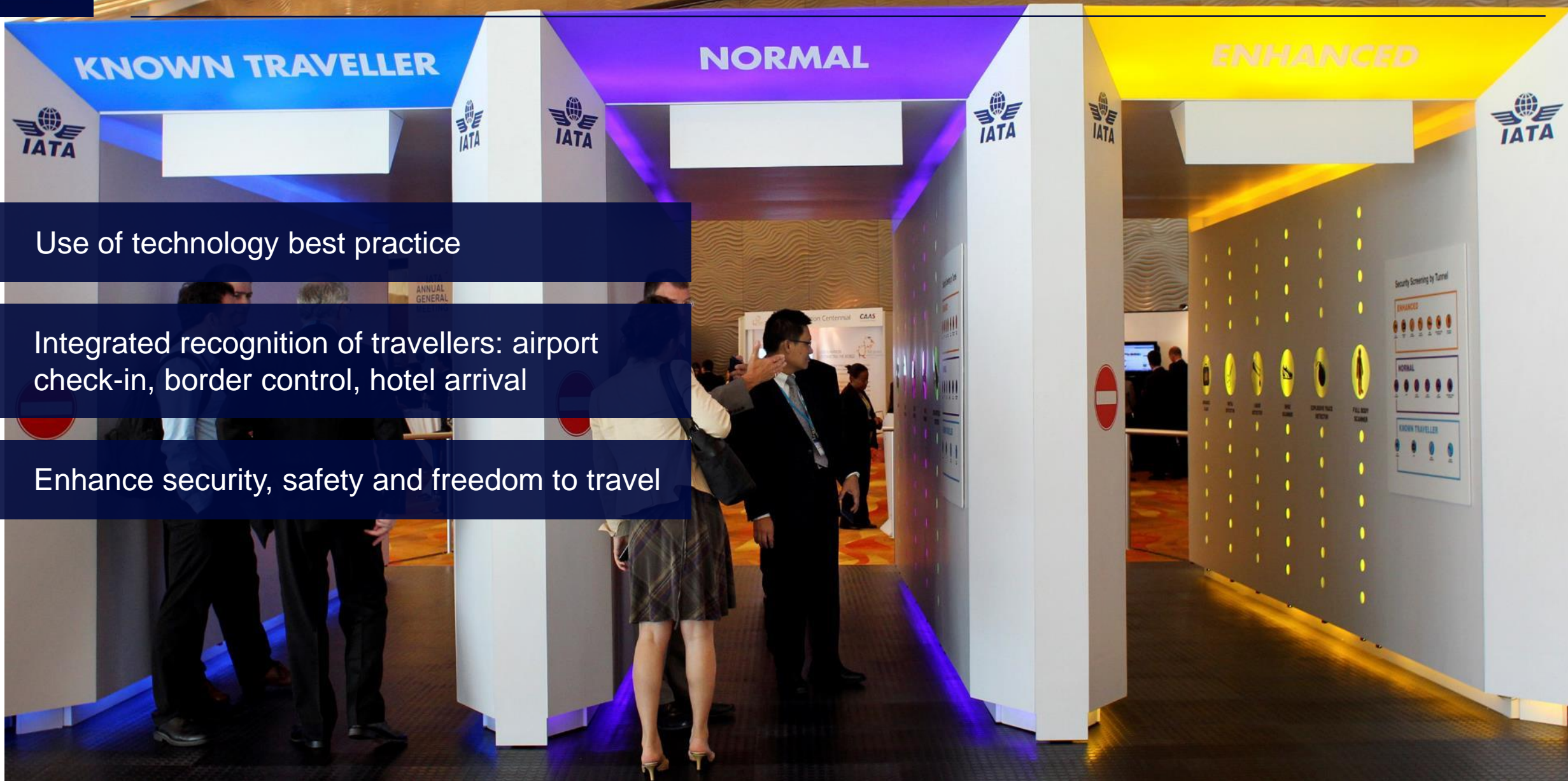
NORMAL

ENHANCED

Use of technology best practice

Integrated recognition of travellers: airport check-in, border control, hotel arrival

Enhance security, safety and freedom to travel







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