

GLOBAL INVESTMENT TRENDS IN TOURISM

Sarah Russis, fDi Intelligence
Saint Petersburg, 11th September 2019

**FREE DOWNLOAD OF
Tourism FDI report 2019 here:**

<https://on.ft.com/34yixKs>

**fDi Intelligence
Saint Petersburg, 11th September 2019**

Tourism FDI globally on an upward trajectory



TOURISM FDI GLOBALLY, 2014-2018

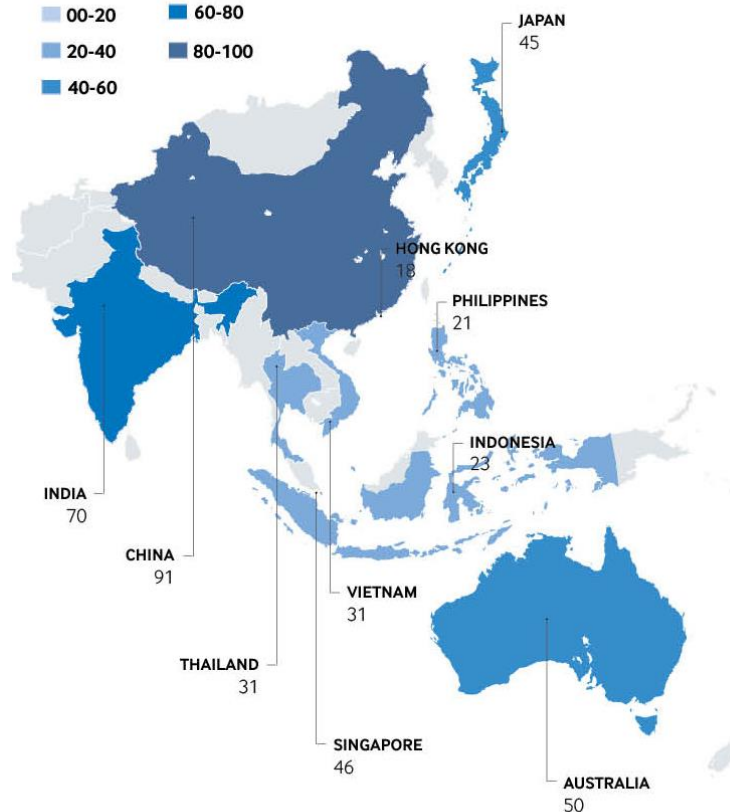
Year	Capital investment (\$m)*
2014	11,181
2015	20,749
2016	19,997
2017	21,586
2018	57,411
Total	130,924

Source: fDi Markets (www.fdimarkets.com)
* Includes estimates

**2018 = 140,000 jobs and
\$57 billion total
investment**

Tourism FDI – Asia Pacific

TOP 10 COUNTRIES IN ASIA-PACIFIC FOR TOURISM FDI, 2014-2018 (PROJECTS)



CAPEX 2018

360% increase from previous year

JOB CREATION 2018

170% increase from previous year

PROJECT NUMBERS 2014-2018

China TOP DESTINATION but share of FDI decreased by 10%

2018 = HALF of all tourism jobs created in China, Japan, Thailand and South Korea

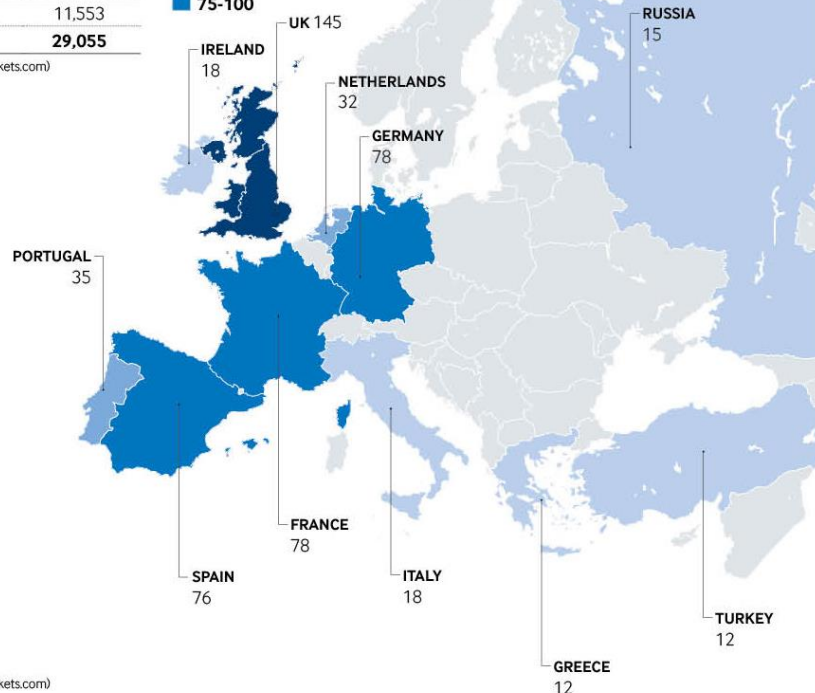
Tourism FDI – Europe

TOURISM FDI INTO EUROPE, 2014-2018

Year	Capital investment (\$m)*
2014	1836
2015	5244
2016	3909
2017	6513
2018	11,553
Total	29,055

Source: fDi Markets (www.fdimarkets.com)
* Estimates included

TOP 10 COUNTRIES IN EUROPE FOR TOURISM FDI, 2014-2018 (PROJECTS)



PROJECT NUMBERS 2014-2018

Year-on-year growth

TOP DESTINATIONS

UK = 1/4 of Europe's tourism FDI [2014-2018]

Portugal market share up 143%
France market share up 84% [2017-2018]

CAPEX 2018

Spain \$1.29bn

Home to Hotels & Tourism companies

Italy = 118,000

France = 81,000 / Germany = 77,000

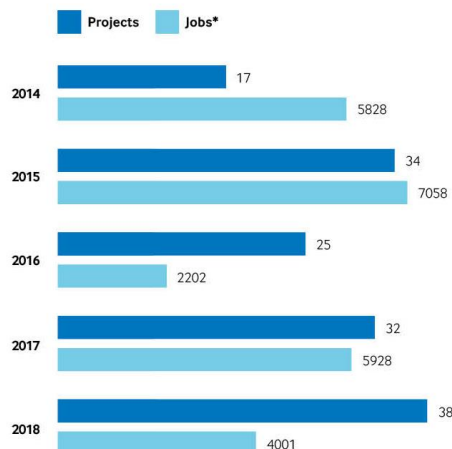
Source: fDi Markets (www.fdimarkets.com)

Tourism FDI – North America

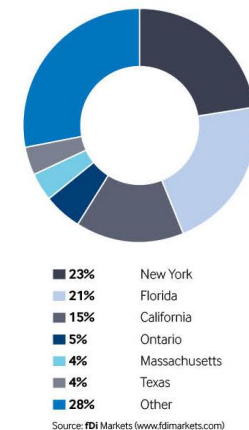
TOP FIVE STATES IN NORTH AMERICA FOR TOURISM FDI, 2014-2018 (PROJECTS)



TOURISM FDI INTO NORTH AMERICA, 2014-2018



PROPORTION OF TOURISM FDI PROJECTS INTO NORTH AMERICA 2014-2018



FDI PROJECTS PEAK IN 2018

2015 = highest level of job creation and capex

USA TOP 3 destination states

New York/Florida/California

>HALF of all tourism projects

Canada's largest province for tourism

investment = Ontario

Tourism FDI – Latin America and the Caribbean

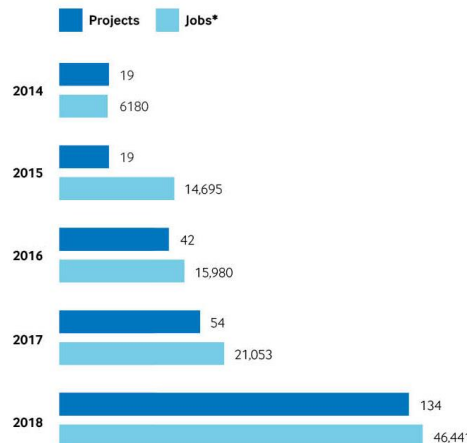
TOP 10 COUNTRIES IN LATIN AMERICA AND THE CARIBBEAN FOR TOURISM FDI, 2014-2018 (PROJECTS)

00-10 20-30 40-50 70-80
10-20 30-40 50-60



MEXICO strongest performer
> 1/4 of total tourism in the region

TOURISM FDI INTO LATIN AMERICA AND THE CARIBBEAN, 2014-2018



Largest project in Jamaica
\$900 millions mega-hotel, 8000 jobs

HUGE INCREASE in project numbers, job creation and capex

PROJECTS = 150% increase
CAPEX & JOBS = 120% increase
[2017-2018]

Tourism FDI – Middle East and Africa

TOP 10 COUNTRIES IN MIDDLE EAST AND AFRICA FOR TOURISM FDI, 2014-2018 (PROJECTS)

0-10 10-20 20-30 30-40 40-50 50-60 60-70



TOURISM FDI INTO MIDDLE EAST AND AFRICA, 2014-2018

Year	Capital investment (\$m)*
2014	2622
2015	1399
2016	2426
2017	2923
2018	6701
Total	16,072

PROJECT NUMBERS = 89% increase

JOB CREATION = 109% increase

CAPEX = 129% increase

[2017-2018]

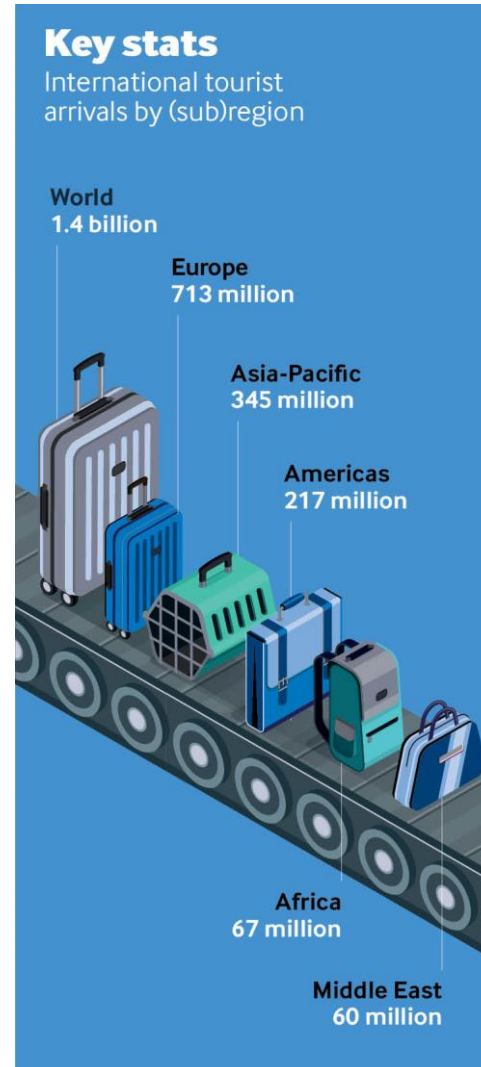
UAE = 1/3 of tourism FDI projects, capital investment and job creation in the region

Morocco overtook South Africa as the top destination in Africa

Tourism FDI – International tourist arrivals

2014-2018
=
**23% increase in
international tourist
arrivals**

**Productive and
sustainable tourism
investment needed**



Source: UNWTO

Tourism FDI attraction: informing the market through data and intelligence

Why Düsseldorf: all you need to know for your next move

ECONOMIC DEVELOPMENT

The Office of Economic Development offers a range of services.

 ACCESS

DEMOGRAPHICS

We've got talent. Come see what our workforce can do for your business.

 DEMOGRAPHICS

BUSINESSES

Explore industry clusters, find major employers and discover your competitors or customers.

 BUSINESS

MAPPING

Demographic variables and GIS data related to growing or expanding in Düsseldorf.

 MAPPING

COMMUNITY PROFILES

Our interactive infographic illustrates key data about Düsseldorf.

 PROFILE

TALENT POOL

Analyze data about universities in Düsseldorf and degrees conferred by program.

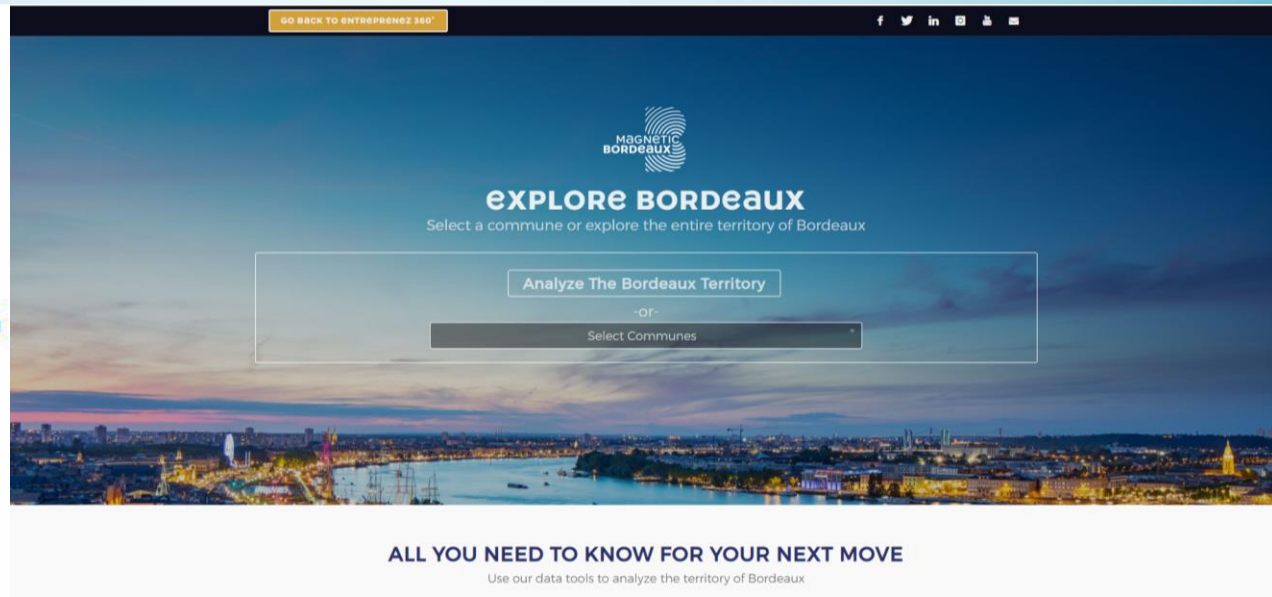
 TALENT

Dusseldorf geographic information system - GIS Planning

GIS Planning Geographic information system

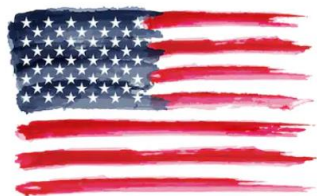
GIS Planning
Online Economic Development Solutions

**DRIVE
INVESTMENT
TO YOUR
LOCATION**



<https://www.youtube.com/watch?v=ZEIWji4ohLA>

GIS users



SPAIN
SPAIN'S OFFICIAL WEBSITE



SWITZERLAND
SWITZERLAND'S OFFICIAL WEBSITE



FRANCE
FRANCE'S OFFICIAL WEBSITE



SWEDEN
SWEDEN'S OFFICIAL WEBSITE



GERMANY
GERMANY'S OFFICIAL WEBSITE



Ukraine

UNWTO Secretary general Zurab Pololikashvili: “FDI, technology and innovation are intrinsic to the success of the tourism industry.”

Thank you

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