

Powering Travel & Tourism into the Next Decade

An Agenda for Growth and Development



The Global Travel Association Coalition (GTAC) is a cooperation between the leading global private sector and government organisations from the Travel & Tourism sector.

GTAC aims to speak with ‘One Voice’ on key issues shaping the growth of the sector, while promoting a better understanding of Travel & Tourism’s role as a driver of economic progress, employment and sustainable development.

GTAC is currently comprised of the following members: Airports Council International (ACI), Cruise Line International Association (CLIA), International Air Transport Association (IATA), International Civil Aviation Organisation (ICAO), Pacific Asia Travel Association (PATA), World Economic Forum (WEF), World Tourism Organization (UNWTO) and World Travel & Tourism Council (WTTC).

Fuelled by a growth in real incomes, greater amounts of leisure time, improved and accessible transport and the globalisation of trade, business, and communications systems, Travel & Tourism has experienced continued expansion and diversification over the past six decades, turning into one of the largest, fastest growing economic sectors in the world. It accounts for 9.8% of global GDP, one in every 11 jobs worldwide (274 million), and 6% of global exports.

In 2014, international tourist arrivals reached 1.14 billion¹ and the sector grew by 3.7%, contributing over US\$7 trillion to global GDP (US\$2.4 trillion directly). This growth is set to continue over the decade ahead, with forecasts of an additional 74.5 million new jobs and a contribution of over US\$11 trillion to the global economy by 2025². The forecast for international tourist arrivals is 1.8 billion by 2030³.

To harness the full potential of Travel & Tourism to help resolve some key challenges facing our societies, including consolidating the global economic recovery, contributing to resource efficiency while creating quality jobs, and providing inclusive economic opportunities, we, the undersigned organisations, will work with a coordinated approach, with governments and the private sector, to advance:

1. Travel Facilitation
2. Infrastructure Development
3. Environmental Sustainability
4. Investment in People

ONE: Travel Facilitation

We attest that travel facilitation allows people to cross international borders safely and efficiently for business and leisure tourism purposes, inter alia and that travel facilitation is an important element of a country’s competitiveness, contributing to significant economic growth and job creation;

We recognise the sovereign right of States to control the entry of foreign nationals to their territories, within the framework of national and international legislation and regulations;

We respect the need for protection of personal data, while meeting technological requirements for enhanced security measures;

We commend the recent improvements in visa facilitation around the world, such as the simplifying of terms within bilateral agreements and regional waivers, as well as the greater adoption of “visa on arrival”; and,

- We commit to continue producing research to quantify and explain the benefits of travel facilitation in generating jobs and prosperity.

WE CALL FOR:

- a) Policies which facilitate international Travel & Tourism and thus export growth which generate economic and social benefits globally.
- b) The expansion of transparent visa processes, visa waiver programmes, regional visa agreements and trusted traveller programmes, as well as seamless travel procedures at borders.
- c) The use of new technologies to make travel more accessible, convenient, and more efficient while enhancing security.

WE, MEMBERS OF GTAC, COMMIT TO:

1. Continue producing and sharing research based evidence to support the implementation of this Agenda.
2. Speak with ‘One Voice’ to promote the Agenda’s implementation to ensure that Travel & Tourism can be an effective driver of inclusive economic growth and sustainable development.
3. Call on governments to agree to national tourism policies that bring together all relevant government agencies, while creating or strengthening structures that allow for public/ private sector cooperation and public coordination of tourism planning and development at all levels.

1. UNWTO
2. WTTC
3. UNWTO