This section complements the data tables by providing full descriptions and sources of all the indicators used for the calculation of the Travel & Tourism Competitiveness Index 2015 (TTCI).

The number next to the indicator corresponds to the number of the data table that shows the ranks and scores for all countries/economies on this particular indicator. The data used in this Report include the data derived from the Executive Opinion Survey as well as “statistical” data from other organizations. In the case of indicators derived from the Executive Opinion Survey (the Survey), the full question and associated answers are provided. For more details on Survey indicators, refer to Chapter 1.3 of The Global Competitiveness Report 2014–2015. For indicators sourced from other organizations or national sources, because of space limitations it is not possible to reproduce in this Report all the additional information associated with specific data points. The data used in the computation of the TTCI 2015 represent the most recent and/or best data available at the time when they were collected. It is possible that data were updated or revised subsequently. Throughout the statistical tables in this publication, “n/a” denotes that the value is not available, or that available data are unreasonably outdated or do not come from a reliable source.

**PILLAR 1: BUSINESS ENVIRONMENT**

1.01 Property rights

*In your country, how strong is the protection of property rights, including financial assets? (1 = extremely weak, 7 = extremely strong)| 2013–2014 weighted average*

Source: World Economic Forum, Executive Opinion Survey

1.02 Impact of rules on FDI

*In your country, to what extent do rules and regulations encourage or discourage foreign direct investment (FDI)? (1 = strongly discourage FDI, 7 = strongly encourage FDI)| 2013–2014 weighted average*

Source: World Economic Forum, Executive Opinion Survey

1.03 Efficiency of legal framework in settling disputes

*In your country, how efficient is the legal framework for private businesses in settling disputes? (1 = extremely inefficient, 7 = extremely efficient)| 2013–2014 weighted average*

Source: World Economic Forum, Executive Opinion Survey

1.04 Efficiency of legal framework in challenging regulations (rule of law next year)

*In your country, how easy is it for private businesses to challenge government actions and/or regulations through the legal system? (1 = extremely difficult, 7 = extremely easy)| 2013–2014 weighted average*

Source: World Economic Forum, Executive Opinion Survey

1.05 Time required to deal with construction permits

*Total number of days required to deal with procedures necessary to build a warehouse | 2014*

This indicator measures the median duration (in number of days) that local experts indicate is necessary in practice for a business to build a warehouse. The duration takes into account the following procedures: obtaining and submitting all relevant project-specific documents (for example, building plans, site maps and certificates of urbanism) to the authorities; hiring external third-party supervisors, engineers or inspectors; obtaining all necessary clearances, licenses, permits and certificates; submitting all required notifications; and requesting and receiving all necessary inspections as well as all procedures for obtaining connections for water and sewerage. For further details, visit http://www.doingbusiness.org/methodology.


1.06 Cost to deal with construction permits

*Cost is recorded as a percentage of the warehouse value | 2014*

This indicator measures the cost associated with the procedures necessary for a business to build a warehouse (respect to its value). This cost is related to the following procedures: obtaining and submitting all relevant project-specific documents (for example, building plans, site maps and certificates of urbanism) to the authorities; hiring external third-party supervisors, engineers or inspectors; obtaining all necessary clearances, licenses, permits and certificates; submitting all required notifications; and requesting and receiving all necessary inspections as well as all procedures for obtaining connections for water and sewerage. For further details, visit http://www.doingbusiness.org/methodology.


1.07 Extent of market dominance

*In your country, how would you characterize corporate activity? (1 = dominated by a few business groups, 7 = spread among many firms)| 2013–2014 weighted average*

Source: World Economic Forum, Executive Opinion Survey
1.08 Time required to start a business
   Number of days required to start a business | 2014
   This indicator measures the median duration that incorporation lawyers indicate is necessary to complete a procedure with minimum follow-up with government agencies and no extra payments. For further details, visit http://www.doingbusiness.org/methodology.

1.09 Cost to start a business
   Cost to start a business as a percentage of the economy’s income (GINI) per capita | 2014
   This indicator measures all official fees and fees for legal or professional services if such services are required by law. For further details, visit http://www.doingbusiness.org/methodology.

1.10 Extent and effect of taxation on incentives to work
   In your country, to what extent do taxes reduce the incentive to work? (1 = significantly reduce the incentive to work, 7 = does not reduce incentive to work at all) | 2013–2014 weighted average
   Source: World Economic Forum, Executive Opinion Survey

1.11 Extent and effect of taxation on incentives to invest
   In your country, to what extent do taxes reduce the incentive to invest? (1 = significantly reduce the incentive to invest, 7 = do not reduce the incentive to invest at all) | 2013–2014 weighted average
   Source: World Economic Forum, Executive Opinion Survey

1.12 Total tax rate
   A combination of profit tax (% of profits), labour tax and contribution (% of profits) and other taxes (% of profits) | 2014
   The total tax rate measures the amount of taxes and mandatory contributions payable by a medium-size company, expressed as a share of commercial profits. The total amount of taxes is the sum of five different types of taxes and contributions payable after accounting for deductions and exemptions: profit or corporate income tax, social contributions and labour taxes paid by the employer, property taxes, turnover taxes and other small taxes. For more details about the methodology employed and the assumptions made to compute this indicator, visit http://www.doingbusiness.org/methodology.

1.12a Labour and contributions tax rate
   Amount of taxes and mandatory contributions on labour paid by the business as a percentage of commercial profits | 2014

1.12b Profit tax rate
   Amount of taxes on profits paid by the business as a percentage of commercial profit | 2014

1.12c Other taxes rate
   Amount of taxes and mandatory contributions paid by the business as a percentage of commercial profit that are not already included in the categories of profit or labour taxes | 2014

PILLAR 2: SAFETY AND SECURITY

2.01 Business costs of crime and violence
   In your country, to what extent does the incidence of crime and violence impose costs on businesses? (1 = to a great extent, 7 = not at all) | 2013–2014 weighted average
   Source: World Economic Forum, Executive Opinion Survey

2.02 Reliability of police services
   In your country, to what extent can police services be relied upon to enforce law and order? (1 = cannot be relied upon at all, 7 = can be completely relied upon) | 2013–2014 weighted average
   Source: World Economic Forum, Executive Opinion Survey

2.03 Business costs of terrorism
   In your country, to what extent does the threat of terrorism impose costs on businesses? (1 = to a great extent, 7 = not at all) | 2013–2014 weighted average
   Source: World Economic Forum, Executive Opinion Survey

2.04 Index of terrorism incidence
   Simple average of the number of terrorism-related casualties (injuries and fatalities) and the number of terrorist attacks, each normalized on a scale of 1 to 7 | 2010–2013 total
   This index has been created on the basis of data contained in the START Database (National Consortium for the Study of Terrorism and Responses to Terrorism). It is the average of the total number of terrorism attacks during the 2010–2012 period and the total number of terrorism casualties (fatalities plus injured people) over the same period. Prior to aggregation, both totals were transformed on a scale ranging from 1 (most attacks/casualties) to 7 (no attack/casualty) using a min-max formula. On both measures, economies whose terrorism incidence is above the 95th percentile are assigned a transformed score of 1.

2.05 Homicide rate
   Number of homicide cases per 100,000 population | 2012 or most recent
   The United Nations Office on Drugs and Crime (UNODC) collects statistics on homicide occurrences worldwide, pooling information from national sources as well as other international institutions such as Interpol, Eurostat, the Organization of American States, UNICEF and the World Health Organization (WHO).
   Note: Higher value means worse outcome.
   Source: United Nations Office on Drugs and Crime (UNODC)

PILLAR 3: HEALTH AND HYGIENE

3.01 Physician density
   Physician density per 1,000 population | 2011 or most recent
   This indicator measures the number of physicians in the country per 1,000 population. Physicians include generalist medical practitioners and specialist medical practitioners.
   Source: The World Health Organization, Global Health Observatory Data Repository
3.02 Access to improved sanitation
Access to adequate sanitation as a percentage of total population | 2012 or most recent
This indicator refers to the percentage of the population with at least adequate access to excreta disposal facilities that can effectively prevent human, animal and insect contact with excreta. Improved facilities range from simple but protected pit latrines to flush toilets with a sewerage connection. To be effective, facilities must be correctly constructed and properly maintained.
Source: The World Health Organization, Global Health Observatory Data Repository

3.03 Access to improved drinking water
Access to safe drinking water as a percentage of total population | 2012 or most recent
This indicator refers to the percentage of the population with reasonable access to an adequate amount of water from an improved source, such as a household connection, public standpipe, borehole, protected well or spring and rainwater collection. Unimproved sources include vendors, tanker trucks and unprotected wells and springs. “Reasonable access” is defined as the availability of at least 20 litres per person per day from a source within one kilometre of the dwelling.
Source: The World Health Organization, Global Health Observatory Data Repository

3.04 Hospital beds
Hospital beds per 10,000 population | 2011 or most recent
Hospital beds include inpatient beds available in public, private, general and specialized hospitals and rehabilitation centres. In most cases, beds for both acute and chronic care are included.

3.05 HIV prevalence
HIV prevalence as a percentage of adults aged 15–49 years | 2013 or most recent
HIV prevalence refers to the percentage of people aged 15–49 who are infected with HIV at a particular point in time, no matter when infection occurred.

3.06 Malaria incidence
Estimated number of malaria cases per 100,000 population | 2012 or most recent
This indicator refers to the estimated number of new cases of malaria in the economy per 100,000 population. M.F. and S.L. indicate respectively that the World Health Organization (WHO) has declared the area malaria-free (M.F.) or that it has included it in the supplementary list (S.L.) of areas where malaria has never existed or has disappeared without specific measures. Hong Kong SAR and Puerto Rico have been considered malaria-free without specific measures. Hong Kong SAR and Puerto Rico have been considered malaria-free without specific measures. Hong Kong SAR and Puerto Rico have been considered malaria-free without specific measures. Hong Kong SAR and Puerto Rico have been considered malaria-free without specific measures. Hong Kong SAR and Puerto Rico have been considered malaria-free without specific measures. Hong Kong SAR and Puerto Rico have been considered malaria-free without specific measures. Hong Kong SAR and Puerto Rico have been considered malaria-free without specific measures. Hong Kong SAR and Puerto Rico have been considered malaria-free without specific measures. Hong Kong SAR and Puerto Rico have been considered malaria-free without specific measures. Hong Kong SAR and Puerto Rico have been considered malaria-free without specific measures. Hong Kong SAR and Puerto Rico have been considered malaria-free without specific measures. Hong Kong SAR and Puerto Rico have been considered malaria-free without specific measures. Hong Kong SAR and Puerto Rico have been considered malaria-free without specific measures. Hong Kong SAR and Puerto Rico have been considered malaria-free without specific measures. Hong Kong SAR and Puerto Rico have been considered malaria-free without specific measures. Hong Kong SAR and Puerto Rico have been considered malaria-free without specific measures. Hong Kong SAR and Puerto Rico have been considered malaria-free without specific measures. Hong Kong SAR and Puerto Rico have been considered malaria-free without specific measures. Hong Kong SAR and Puerto Rico have been considered malaria-free without specific measures. Hong Kong SAR and Puerto Rico have been considered malaria-free without specific measures. Hong Kong SAR and Puerto Rico have been considered malaria-free without specific measures. Hong Kong SAR and Puerto Rico have been considered malaria-free without specific measures. Hong Kong SAR and Puerto Rico have been considered malaria-free without specific measures. Hong Kong SAR and Puerto Rico have been considered malaria-free without specific measures. Hong Kong SAR and Puerto Rico have been considered malaria-free without specific measures. Hong Kong SAR and Puerto Rico have been considered malaria-free without specific measures. Hong Kong SAR and Puerto Rico have been considered malaria-free without specific measures. Hong Kong SAR and Puerto Rico have been considered malaria-free without specific measures. Hong Kong SAR and Puerto Rico have been considered malaria-free without specific measures. Hong Kong SAR and Puerto Rico have been considered malaria-free without specific measures. Hong Kong SAR and Puerto Rico have been considered malaria-free without specific measures. Hong Kong SAR and Puerto Rico have been considered malaria-free without specific measures. Hong Kong SAR and Puerto Rico have been considered malaria-free without specific measures. Hong Kong SAR and Puerto Rico have been considered malaria-free without specific measures. Hong Kong SAR and Puerto Rico have been considered malaria-free without specific measures. Hong Kong SAR and Puerto Rico have been considered malaria-free without specific measures. Hong Kong SAR and Puerto Rico have been considered malaria-free without specific measures. Hong Kong SAR and Puerto Rico have been considered malaria-free without specific measures. Hong Kong SAR and Puerto Rico have been considered malaria-free without specific measures. Hong Kong SAR and Puerto Rico have been considered malaria-free without specific measures. Hong Kong SAR and Puerto Rico have been considered malaria-free without specific measures. Hong Kong SAR and Puerto Rico have been considered malaria-free without specific measures. Hong Kong SAR and Puerto Rico have been considered malaria-free without specific measures. Hong Kong SAR and Puerto Rico have been considered malaria-free without specific measures. Hong Kong SAR and Puerto Rico have been considered malaria-free without specific measures. Hong Kong SAR and Puerto Rico have been considered malaria-free without specific measures. Hong K

PILLAR 4: HUMAN RESOURCES AND LABOUR MARKET

4.01 Primary education enrolment rate
Net primary education enrolment rate | 2012 or most recent
The reported value corresponds to the ratio of children of official school age (as defined by the national education system) who are enrolled in school to the population of the corresponding official school age. Primary education (ISCED level 1) provides children with basic reading, writing and mathematics skills along with an elementary understanding of such subjects as history, geography, natural science, social science, art and music.
Source: UNESCO Institute for Statistics, Data Centre (accessed 26 November 2014); Organisation for Economic Co-operation and Development (OECD), Education at a Glance 2013; Sistema de Información de tendencias Educativas de América Latina (SITEAL); national sources

4.02 Secondary education enrolment rate
Gross secondary education enrolment rate | 2012 or most recent
The reported value corresponds to the ratio of total secondary enrolment, regardless of age, to the population of the age group that officially corresponds to the secondary education level. Secondary education (ISCED levels 2 and 3) completes the provision of basic education that began at the primary level and aims to lay the foundations for lifelong learning and human development by offering more subject- or skills-oriented instruction using more specialized teachers.
Source: UNESCO Institute for Statistics, Data Centre (accessed 26 November 2014); UNICEF ChildInfo.org; Sistema de Información de tendencias Educativas de América Latina (SITEAL); national sources

4.03 Extent of staff training
In your country, to what extent do companies invest in training and employee development? (1 = not at all, 7 = to a great extent) | 2013–2014 weighted average
Source: World Economic Forum, Executive Opinion Survey

4.04 Treatment of customers
In your country, how well do companies treat customers? (1 = indifferent to customer satisfaction, 7 = highly responsive to customers and seek customer retention) | 2013–2014 weighted average
Source: World Economic Forum, Executive Opinion Survey

4.05 Hiring and firing practices
In your country, how would you characterize the hiring and firing of workers? (1 = heavily impeded by regulations, 7 = extremely flexible) | 2013–2014 weighted average
Source: World Economic Forum, Executive Opinion Survey

4.06 Ease of finding skilled employees
In your country, how easy is it for companies to find employees with the required skills for their business needs? (1 = extremely difficult, 7 = extremely easy) | 2013–2014 weighted average
Source: World Economic Forum, Executive Opinion Survey

4.07 Ease of hiring foreign labour
In your country, to what extent does labour regulation impede the hiring of foreign labour? (1 = impede heavily, 7 = does not impede at all) | 2013–2014 weighted average
Source: World Economic Forum, Executive Opinion Survey

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### PILLAR 5: ICT READINESS

#### 5.01 ICT use for business-to-business transactions

In your country, to what extent do businesses use ICTs for transactions with other businesses? (1 = not at all, 7 = to a great extent) | 2013–2014 weighted average

Source: World Economic Forum, Executive Opinion Survey

#### 5.02 Internet use for business-to-consumer transactions

In your country, to what extent do businesses use the internet for selling their goods and services to consumers? (1 = not at all, 7 = to a great extent) | 2013–2014 weighted average

Source: World Economic Forum, Executive Opinion Survey

#### 5.03 Individuals using the internet

<table>
<thead>
<tr>
<th>Percentage of individuals using the internet</th>
<th>2013 or most recent</th>
</tr>
</thead>
</table>

Internet users refers to people using the internet from any device (including mobile phones) in the last 12 months. Data are based on surveys generally carried out by national statistical offices or estimated based on the number of internet subscriptions.

Source: International Telecommunication Union, World Telecommunication Indicators 2014, December update

#### 5.04 Broadband internet subscribers

<table>
<thead>
<tr>
<th>Fixed broadband internet subscriptions per 100 population</th>
<th>2013 or most recent</th>
</tr>
</thead>
</table>

This refers to total fixed (wired) broadband internet subscriptions (that is, subscriptions to high-speed access to the public Internet—a TCP/IP connection—at downstream speeds equal to or greater than 256 kb/s).

Source: International Telecommunication Union, World Telecommunication Indicators 2014, December update

#### 5.05 Mobile telephone subscriptions

<table>
<thead>
<tr>
<th>Number of mobile telephone subscriptions per 100 population</th>
<th>2013 or most recent</th>
</tr>
</thead>
</table>

A mobile telephone subscription refers to a subscription to a public mobile telephone service that provides access to the public switched telephone network (PSTN) using cellular technology, including the number of pre-paid SIM cards active during the past three months. This includes both analogue and digital cellular systems (IMT-2000, Third Generation, 3G) and 4G subscriptions, but excludes mobile broadband subscriptions via data cards or USB modems. Subscriptions to public mobile data services, private trunked mobile radio, telepoint or radio paging and telemetry services are also excluded. It includes all mobile cellular subscriptions that offer voice communications.

Source: International Telecommunication Union, World Telecommunication Indicators 2014, December update

#### 5.06 Mobile broadband subscriptions

| Mobile broadband subscriptions per 100 population | 2013 or most recent |

Mobile broadband subscriptions refers to active SIM cards or, on CDMA networks, connections accessing the internet at consistent broadband speeds of over 512 kb/s, including cellular technologies such as HSPA, EV-DO and above. This includes connections being used in any type of device able to access mobile broadband networks, including smartphones, USB modems, mobile hotspots and other mobile-broadband connected devices.

Source: International Telecommunication Union, World Telecommunication Indicators 2014, December update

#### 5.07 Mobile network coverage

| Percentage of total population covered by a mobile network signal | 2013 or most recent |

This indicator measures the percentage of inhabitants who are within range of a mobile cellular signal, irrespective of whether or not they are subscribers. This is calculated by dividing the number of inhabitants within range of a mobile cellular signal by the total population. Note that this is not the same as the mobile subscription density or penetration.

Source: International Telecommunication Union, World Telecommunication Indicators 2014, December update

#### 5.08 Quality of electricity supply

In your country, how would you assess the reliability of the electricity supply (lack of interruptions and lack of voltage fluctuations)? (1 = not reliable at all, 7 = extremely reliable) | 2013–2014 weighted average

Source: World Economic Forum, Executive Opinion Survey

### PILLAR 6: PRIORITIZATION OF TRAVEL & TOURISM

#### 6.01 Government prioritization of travel and tourism industry

How high of a priority is the development of the travel & tourism (T&T) industry for the government of your country? (1 = not a priority at all, 7 = a top priority) | 2013–2014 weighted average

Source: World Economic Forum, Executive Opinion Survey

#### 6.02 T&T government expenditure

| T&T government expenditure as a percentage of total government budget | 2013 or most recent |

This indicator includes expenditures (transfers or subsidies) made by government agencies to provide T&T services such as cultural (e.g. art museums), recreational (e.g. national parks), clearance (e.g. immigration/customs) and so on to visitors.

Source: World Travel & Tourism Council, Tourism Satellite Account Research 2014

#### 6.03 Effectiveness of marketing and branding to attract tourists

How effective is your country’s marketing and branding campaigns at attracting tourists? (1 = not effective at all, 7 = extremely effective) | 2013–2014 weighted average

Source: World Economic Forum, Executive Opinion Survey
6.04 Comprehensiveness of annual T&T data

Number of data available (0 = no data, 120 = all selected indicators are available) | 2010-2014

This indicator shows how many of the yearly T&T data provided by national administrations on 30 different concepts from the UNWTO Compendium of Tourism Statistics are available. It covers 2010 through 2014. The scores range from a minimum of 0 to a maximum of 120, where 120 can be obtained by a country providing data for all the 30 concepts in all of the four years taken into consideration.

Source: World Tourism Organization (UNWTO)

6.05 Timeliness of providing monthly/quarterly T&T data

Number of latest data available (0 = no data, 21 = data reported for all the periods considered) | 2013-2014

This indicator shows the availability of two key T&T indicators (international tourist arrivals and tourism receipts) on a monthly or quarterly basis, covering the period from October 2013 to November 2014. The UNWTO has calculated the score of each country based on the data included in the latest available UNWTO World Tourism Barometer by adding the number of months for which data on the international tourist arrivals are available to the number of months for which data on international tourism receipts are available. Half weight has been applied to the lower of the two scores, so the scores range from a minimum of 0 to a maximum of 21 (the maximum number of period counts a country can get is 14 for one measure and 7 for the other).

Source: World Tourism Organization (UNWTO)

6.06 Country Brand Strategy rating

Level of accuracy of the strategy of the National Tourism Organization | 2014

This indicator evaluates the accuracy of the strategy of the National Tourism Organization (NTO) by a formula that compares the most popular brandtags (as measured by the proprietary Digital Demand D2 tool) for a specific country to the brandtags most heavily promoted by that country’s NTO. A country brand receives a higher rating if that country’s NTO focuses its strategic and promotional positioning on the tourism-related brandtags with the highest demand as measured by total online searches from international tourists. A poor rating can suggest either the inappropriate promotion of the least popular brandtags (as measured by online search volume) by an NTO or the lack of focus on the brandtags in highest demand.


7.01 Visa requirements

Visa requirements for entry in the destination country for a tourism visit of a limited duration for visitors from worldwide source markets (100 = no visa required for visitors from all source markets, 0 = traditional visa required for visitors from every source market) | 2014

This indicator measures to what extent a destination country is facilitating inbound tourism through its visa policy, distinguishing whether the country can be visited without a visa, a visa can be obtained on arrival or an electronic visa is available. It is calculated as a percentage of the world population that is exempt from a visa or is eligible for visa on arrival or electronic visa when visiting the destination country, where: A) the population of source markets that can visit the destination country without a visa is fully counted (i.e., weight 1); B) the population of source markets that can obtain a visa on arrival when entering the destination country is weighted by 0.7; and C) the population of source markets that can use an electronic visa is weighted by 0.5. The indicator is consistent with the UNWTO Visa openness report 2014 that can be downloaded from http://rcm.unwto.org/content/facilitation-tourist-travel.

Source: World Tourism Organization (UNWTO)

7.02 Openness of bilateral Air Service Agreements

Index measuring the average openness of air service agreements (0 = most restricted, 38 = most liberal) | 2011

This index measures the weighted average openness of all bilateral Air Service Agreements (ASAs) concluded by International Civil Aviation Organization (ICAO) signatories as registered in ICAO’s World’s Air Services Agreements (WASA) database (2010 update). The weights are the bilateral scheduled passenger traffic taking place under each ASA. Regulatory data come from ICAO’s WASA database and traffic data were obtained from IATA.

Source: World Trade Organization, based on ICAO and IATA data

7.03 Number of regional trade agreements in force

Number of goods (RTAs) and services (EIAs) notifications | 2014

This indicator assess the level of openness of a country to foreign goods and services as measured by the sum of the number of Regional Trade Agreements (RTA) and the number of Economic Integration Agreements (EIA) in force to the WTO. Members entering into RTAs are required to notify RTA to the WTO, either under Article XXIV of the GATT 1994 or the Enabling Clause (for RTAs covering trade in goods), or under Article V of the GATS (for RTAs covering trade in services). In a case of an RTA covering both goods and services, two notifications are required. The notification should be made following ratification of the RTA and before the application of preferential treatment between the parties.

PILLAR 8: PRICE COMPETITIVENESS

8.01 Ticket taxes and airport charges
Index of relative cost of access (ticket taxes and airport charges) to international air transport services (0 = highest cost, 100 = lowest cost) | 2014 or most recent
This index measures the relative cost of access to international air transport services based on the level of airport charges, passenger ticket taxes and value-added taxation. It reflects the costs associated with a narrow-body and a wide-body passenger plane arrival and departure at the major international airports in each country. Charges include landing, terminal navigation and passenger and security charges as listed in the IATA Airport and Air Navigation Charges manual. Ticket taxes applicable to international travel were applied as described in the IATA List of Ticket and Airport Taxes and Fees manual. Per-passenger charges were calculated by applying a 75% load factor to a typical seating configuration of each type of aircraft. Value-added taxes (VATs) were calculated based on an average ticket price for each country, applied to half of the departing passengers, because the VAT is normally charged only on itineraries originating in the country concerned. A higher score indicates a lower level of charges and taxes.
Source: International Air Transport Association, SIFS Analyser

8.02 Hotel price index
Average room rates calculated for first-class branded hotels for calendar year (US dollars) | 2013–2014
This index measures the average price, in US dollars, of first-class hotel accommodation in each country. The index is calculated by using the average room rate achieved by first-class hotels in each country over a 12-month period from January through December 2011, to mitigate the impact of any seasonality fluctuations. Data may refer to the 2009 or the 2007 period where the 2011 update is not available.
Source: Deloitte–STR Global and Smith Travel Research Inc.

8.03 Purchasing power parity
Ratio of purchasing power parity (PPP) conversion factor to official exchange rate | 2013 or most recent available
The World Bank defines the purchasing power parity (PPP) conversion factor as the number of units of a country’s currency required to buy the same amount of goods and services in the domestic market as a US dollar would buy in the United States. Official exchange rate refers to the exchange rate determined by national authorities or to the rate determined in the legally sanctioned exchange market. It is calculated as an annual average based on monthly averages (local currency units relative to the US dollar). The variable shown is the PPP conversion factor to market exchange rate ratio as reported by the World Bank’s World Development Indicator database.
Source: The World Bank, World Development Indicators (retrieved November 2014)

8.04 Fuel price levels
Retail diesel fuel prices expressed as US cents per litre | 2012 or most recent available
This indicator refers to the pump prices of the most widely sold grade diesel fuel.
Source: The World Bank, World Development Indicators (retrieved November 2014)

PILLAR 9: ENVIRONMENTAL SUSTAINABILITY

9.01 Stringency of environmental regulations
How would you assess the stringency of your country’s environmental regulations? (1 = very lax, among the worst in the world; 7 = among the world’s most stringent) | 2013–2014 weighted average
Source: World Economic Forum, Executive Opinion Survey

9.02 Enforcement of environmental regulations
In your country, how would you assess the enforcement of environmental regulations? (1 = very lax, among the worst in the world; 7 = among the world’s most rigorous) | 2013–2014 weighted average
Source: World Economic Forum, Executive Opinion Survey

9.03 Sustainability of travel and tourism industry development
How effective is your government’s efforts to ensure that the Travel & Tourism sector is being developed in a sustainable way? (1 = very ineffective, development of the sector does not take into account issues related to environmental protection and sustainable development; 7 = very effective, issues related to environmental protection and sustainable development are at the core of the government’s strategy) | 2013–2014 weighted average
Source: World Economic Forum, Executive Opinion Survey

9.04 Particulate matter (2.5) concentration
Population-weighted exposure to PM$_{2.5}$ (micro-grams per cubic meter) | 2012
PM$_{2.5}$, also known as fine particulate matter, refers to particles or droplets in the air that are 2.5 micrometres or less in width. Although invisible to the naked human eye as individual particles, PM$_{2.5}$ can reduce visibility and cause the air to appear hazy when its levels are elevated. This indicator is based on a model that was parameterized by data on aerosol optical depth (AOD) from NASA’s MODIS, SeaWiFS, MISR satellite instruments, and the GEOS-Chem chemical transport model. The parameterized model covered all areas south of 70 degree north latitude and north of 70 degree south latitude. Van Donkelaar et al. estimated annual global surface PM$_{2.5}$ concentrations at a 10 x 10 km spatial resolution, and then created three-year moving averages from 2000 to 2012. Population-weighted average exposure values were calculated using population data from the Global Rural Urban Mapping Project (2011) database. For additional details, see Aaron van Donkelaar, January 2015 (embargoed), and http://epi.yale.edu/files/2014_epi_metadada.pdf.
Source: Yale University and Columbia University, Environmental Performance Index (EPI) 2012 edition based on NASA MODIS and MISR data,van Donkelaar et al. [2010], Battelle, and CESIN
**9.05 Environmental treaty ratifications**

Total number of ratified environmental treaties | 2014


Source: The International Union for Conservation of Nature (IUCN), Environmental Law Centre ELIS Treaty Database

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**9.06 Baseline water stress**

Normalized (0–5) ratio of total annual water withdrawals to total available annual renewable supply | 2010 or most recent available

This indicator measures total annual water withdrawals (municipal, industrial and agricultural) expressed as a percentage of the total annual available flow. It is calculated as the ratio of water withdrawal to the mean available blue water (1950–2008). In turn, water withdrawals and available blue water are estimated separately. Water withdrawal is calculated in two steps. First, national-level withdrawals are estimated using multiple regression time series models of withdrawals as a function of GDP, population, irrigated area, and electrical power production. Regressions are performed separately for each sector (domestic, industrial, and agricultural) and used to predict withdrawals for the current year. Second, these withdrawal estimates are then spatially disaggregated by sector based on regressions with spatial datasets. Available blue water is the sum of water flowing into the catchment from upstream catchments plus any imports of water to the catchment; upstream consumptive use plus runoff (precipitation minus evaporation and change in soil moisture storage) are then subtracted. For further details about the calculation of each component, please refer to the working paper “Aqueduct Metadata Document, Aqueduct Global Maps 2.0,” available at http://www.wri.org/sites/default/files/pdf/aqueduct_metadata_global.pdf.


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**9.07 Threatened species**

Threatened species as a percentage of total species (mammals, birds and amphibians) | 2014

This indicator measures the total number of Critically Endangered, Endangered and Vulnerable species as a percentage of total known species for mammals, birds and amphibians.

Source: The International Union for Conservation of Nature (IUCN), Red List of Threatened Species 2014

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**9.08 Forest cover change**

Percentage of forest cover change between 2000 and 2012 | 2012

This indicator measures the percentage change in forest cover between 2000 and 2012 in areas with greater than 50% tree cover. It factors in areas of deforestation (forest loss), reforestation (forest restoration or replanting) and afforestation (conversion of bare or cultivated land into forest). Hansen et al. (2013) used 650,000 Landsat 7 satellite images with a resolution of 30 metres to quantify the area of forest loss. As defined in Hansen et al. (2013), trees were defined as all vegetation taller than 5 metres. Forest loss was defined as a stand replacement disturbance or the complete removal of tree cover canopy at the Landsat pixel scale. Results were disaggregated by reference percent tree cover stratum (e.g. greater than 50% crown cover to approximately 0% crown cover) and by year.

Source: Yale Center for Environmental Law & Policy (YCELP) and the Center for International Earth Science Information Network (CIESIN) at Columbia University, Environmental Performance Index 2014, available at http://epi.yale.edu/epi/issue-rankings
9.09 Wastewater treatment
Percentage of wastewater that receives treatment weighted by connection to wastewater treatment rate | 2012
This indicator measures the percentage of wastewater that is treated before it is released back into ecosystems. The percentage of wastewater treated represents a measure of largely urban waste collection and treatment, since few rural areas are connected to sewage systems. The variable is calculated by weighting the average of the wastewater treatment rate values for the years 2000 through 2012 by the sewerage connection percentages. The original values are collated using a hierarchy of sources, selected in the following order: (1) country-level statistical data and reports; (2) values derived from the OECD's variable “Connected to wastewater treatment plan without treatment” by taking the inverse of this percentage; (3) the United Nations Statistics Division’s “Population connected to wastewater treatment” variable; (4) secondary treatment levels from the Pinnent Masons Water Yearbook, 14th edition, available at http://wateryearbook.pinsentmasons.com; and (5) FAO-AQUASTAT values (Total volume of wastewater treated/Total volume of wastewater collected) x 100 for a given year in a given country.

Source: Yale Center for Environmental Law & Policy (YCELP) and the Center for International Earth Science Information Network (CIESIN) at Columbia University, Environmental Performance Index (accessed 3 December 2014)

9.10 Costal shelf fishing pressure
Trawling catch per exclusive economic zone (EEZ) (tonnes per square kilometre) | 2006 or most recent
This indicator assesses the total catch from trawling and dredging equipment divided by the total area of each country’s exclusive economic zone (EEZ). Ocean ecosystems are significantly affected by the way in which aquatic species are harvested. Bottom or benthic trawling and dredging fishing techniques leave widespread, lasting damage on the sea beds and the ecosystem. This indicator is derived from the Sea Around Us spatial database, which is based on several major data sources such as the FAO capture fisheries and its regional bodies, the International Council for the Exploration of the Seas (ICES) STATLANT database (www.ices.int/fish/statlant.htm), the Northwest Atlantic Fisheries Organization (NAFO; www.nafo.ca/) as well as data provided from the Canadian, United States and other governments. The catches in each spatial cell are associated with the appropriate fishing gear code to determine the catch from trawling and dredging gears. This total metric tonnes of catch is divided to the area of EEZ.

Source: Yale Center for Environmental Law & Policy (YCELP) and the Center for International Earth Science Information Network (CIESIN) at Columbia University, Environmental Performance Index (accessed 3 December 2014)

10.03 Available seat kilometres, international
Scheduled available international seat kilometres originating in country per week (year average) | 2014
This indicator measures an airline’s passenger-carrying capacity. It is composed of the number of seats available on each international flight multiplied by the flight distance in kilometres. The final value represents the weekly average for the year (Jan–Dec), taking into account flights scheduled beforehand by airline companies.

Source: International Air Transport Association, SRS Analyser

10.04 Aircraft departures
Number of aircraft departures per 1,000 population | 2013 or most recent
Aircraft departures are the number of domestic and international take-offs of air carriers registered in the country. Only 2010 or more recent statistics were considered. In all the other case “n/a” was reported.


10.05 Airport density
Number of airports with at least one scheduled flight per million of urban population | 2014
Urban population refers to people living in urban areas as defined by national statistical offices. It is calculated using World Bank population estimates and urban ratios from the United Nations World Urbanization Prospects.

Source: Author’s calculation based on International Air Transport Association, SRS Analyser and World Bank, World Development Indicators (accessed 3 December 2014)

10.06 Number of operating airlines
Number of airlines with scheduled flights originating in country | 2014
Source: International Air Transport Association, SRS Analyser

PILLAR 10: AIR TRANSPORT INFRASTRUCTURE

10.01 Quality of air transport infrastructure
How would you assess the quality of air transport infrastructure in your country? (1 = extremely underdeveloped, among the worst in the world; 7 = extensive and efficient, among the best in the world) | 2013–2014 weighted average
Source: World Economic Forum, Executive Opinion Survey

10.02 Available seat kilometres, domestic
Scheduled available domestic seat kilometres originating in country per week (year average) | 2014
This indicator measures an airline’s passenger-carrying capacity. It is composed of the number of seats available on each domestic flight multiplied by the flight distance in kilometres. The final value represents the weekly average for the year (Jan–Dec), taking into account flights scheduled beforehand by airline companies.

Source: International Air Transport Association, SRS Analyser

PILLAR 11: GROUND AND PORT INFRASTRUCTURE

11.01 Quality of roads
How would you assess the quality of roads in your country? (1 = extremely underdeveloped, among the worst in the world; 7 = extensive and efficient, among the best in the world) | 2013–2014 weighted average
Source: World Economic Forum, Executive Opinion Survey

11.02 Quality of railroad infrastructure
How would you assess the quality of railroad infrastructure in your country? (1 = extremely underdeveloped, among the worst in the world; 7 = extensive and efficient, among the best in the world) | 2013–2014 weighted average
Source: World Economic Forum, Executive Opinion Survey
11.03 Quality of port infrastructure
How would you assess the quality of seaport infrastructure in your country? (1 = extremely underdeveloped, among the worst in the world; 7 = extensive and efficient, among the best in the world) For landlocked countries, please assess access to seaports (1 = extremely underdeveloped, among the worst in the world; 7 = extensive and efficient, among the best in the world) | 2013–2014 weighted average
Source: World Economic Forum, Executive Opinion Survey

11.04 Quality of ground transport network
In your country, to what extent does your national ground transport network (e.g. buses, trains, trucks, taxis, etc.) offer efficient transportation? (1 = not at all, 7 = to a great extent) | 2013–2014 weighted average
Source: World Economic Forum, Executive Opinion Survey

11.05 Railroad density (km/surface area)
Kilometres of railroad per 100 square kilometres of land | 2012 or most recent available
Railroad density is the ratio of the length of the country’s total railroad network to the country’s land area. Rail lines are the length of railway routes available for train service, irrespective of the number of parallel tracks.
Source: The World Bank, World Development Indicators (retrieved on November 2014)

11.06 Road density (km/surface area)
Kilometres of road per 100 square kilometres of land | 2011 or most recent available
Road density is the ratio of the length of the country’s total road network to the country’s land area. The road network includes all roads in the country: motorways, highways, main or national roads, secondary or regional roads and other urban and rural roads.
Source: IRF Geneva, World Road Statistics WRS

11.07 Paved road density (km/surface area)
Kilometres of paved road per 100 square kilometres of land | 2011 or most recent available
Road density is the ratio of the length of the country’s total paved road network to the country’s land area. Paved roads are those surfaced with crushed stone (macadam) and hydrocarbon binder or bituminized agents, with concrete, or with cobblestones, as a percentage of all the country’s roads, measured in length.
Source: IRF Geneva, World Road Statistics WRS

12.03 Presence of major car rental companies
Index of presence of major car rental companies (1 = no company is present, 7 = all seven considered companies are present) | 2014
This indicator measures the presence of seven major car rental companies: Avis, Budget, Europcar, Hertz, National Car Rental, Sixt and Thrifty. For each country we count how many of these companies operate via an online research.
Source: Author’s calculation based on the individual rental car websites

12.04 ATMs accepting Visa cards
Number of automated teller machines (ATMs) accepting Visa credit cards per 1 million population | 2014
Source: Visa
13.04 Natural tourism digital demand

Number of online searches index (0–100 best) | 2014

This indicator measures the total online search volume related to the following nature-related brandtags: Beaches, Adventure and Extreme, Diving, Fishing, Hiking, Surfing, Water Sports, Winter Sports, Animal Watching, Protected Areas and Sustainable and Rural Tourism. The calculation is based on the proprietary D2 tool which assesses the attractiveness of each country by analyzing online tourism-related search data across the relevant brandtags, each comprising destination-specific keywords correlated to tourist activities and attractions. A total of 3,818,000 keywords were analyzed across nine languages: English, Spanish, French, Italian, German, Portuguese, Russian, Japanese and Chinese.


13.05 Quality of the natural environment

How would you assess the quality of the natural environment in your country? (1 = extremely poor; 7 = among the world’s most pristine) | 2013–2014 weighted average

Source: World Economic Forum, Executive Opinion Survey

PILLAR 14: CULTURAL RESOURCES AND BUSINESS TRAVEL

14.01 Number of World Heritage cultural sites

Number of World Heritage cultural sites in the country | 2014

World Heritage cultural sites are those properties that the World Heritage Committee considers as having outstanding universal value.


14.02 Oral and intangible cultural heritage

Number of oral and intangible heritage practices and expressions | 2014

Intangible cultural heritage practices are those practices, representations, expressions, knowledge, skills—as well as the instruments, objects, artifacts and cultural spaces associated therewith—that communities, groups and, in some cases, individuals recognize as part of their cultural heritage. This intangible cultural heritage, transmitted from generation to generation, is constantly recreated by communities and groups in response to their environment and their interaction with nature and their history, and provides them with a sense of identity and continuity, thus promoting respect for cultural diversity and human creativity. The Intergovernmental Committee for the Safeguarding of the Intangible Cultural Heritage evaluates annually nominations proposed by States Parties to the Convention for the Safeguarding of the Intangible Cultural Heritage and decides whether or not to inscribe those cultural practices and expressions of intangible heritage on the Convention’s Lists. For more details about the criteria for inscription, please visit http://www.unesco.org/culture/ich/index.php?g=en&p=00174.


14.03 Number of large sports stadiums

Total number of sports stadiums with a capacity larger than 20,000 million seats | 2013

The count of stadiums with a capacity of 20,000 seats or larger is a proxy for the ability of the country to host significant sports or entertainment events (i.e. concerts, shows).

Source: Strategy&, based on Worldstadiums.com

14.04 Number of international association meetings

Number of international association meeting held in the country annually | 2011-2013

This indicator measures the average number of international associations meetings held annually in each country between 2011 and 2013. These figures are based on the ICCA Association Database, which includes meetings organized by international associations, matching the following criteria: a) take place on a regular basis, b) rotate between a minimum of three countries and, c) have at least 50 participants.

Source: The International Congress and Convention Association (ICCA)

14.05 Cultural and entertainment tourism digital demand

Number of online searches index (0–100 best) | 2014

This indicator measures the total online search volume related to the following cultural brandtags: Historical Sites, Local People, Local Traditions, Museums, Performing Arts, UNESCO, City Tourism, Religious Tourism, Local Gastronomy, Entertainment Parks, Leisure Activities, Nightlife and Special Events. The calculation is based on the proprietary D2 tool which assesses the attractiveness of each country by analyzing online tourism-related search data across the relevant brandtags, each comprising destination-specific keywords correlated to tourist activities and attractions. A total of 3,818,000 keywords were analyzed across nine languages: English, Spanish, French, Italian, German, Portuguese, Russian, Japanese and Chinese.