

## 5.01 Government prioritization of the T&T industry

How much of a priority is the development of the T&T industry for the government of your country? [1 = not a priority at all; 7 = a top priority] | 2011–2012 weighted average

RANK	COUNTRY/ECONOMY	VALUE	1	MEAN: 5.2	7	RANK	COUNTRY/ECONOMY	VALUE	1	MEAN: 5.2	7
1	Barbados	6.8				71	Netherlands	5.2			
2	New Zealand	6.7				72	Tanzania	5.2			
3	Malta	6.6				73	Swaziland	5.1			
4	Seychelles	6.6				74	Czech Republic	5.1			
5	Morocco	6.6				75	Colombia	5.1			
6	United Arab Emirates	6.5				76	Ecuador	5.1			
7	Mauritius	6.5				77	Hungary	5.1			
8	Singapore	6.4				78	Argentina	5.1			
9	Jamaica	6.4				79	Saudi Arabia	5.1			
10	Spain	6.4				80	Brunei Darussalam	5.1			
11	Sri Lanka	6.4				81	Ethiopia	5.1			
12	Oman	6.3				82	Tajikistan	5.1			
13	Ireland	6.3				83	Armenia	5.0			
14	Austria	6.3				84	Norway	5.0			
15	Cyprus	6.3				85	China	5.0			
16	Georgia	6.3				86	Uganda	5.0			
17	Hong Kong SAR	6.2				87	Nicaragua	4.9			
18	Puerto Rico	6.2				88	Indonesia	4.9			
19	Rwanda	6.2				89	Honduras	4.9			
20	Malaysia	6.2				90	Lebanon	4.9			
21	Costa Rica	6.2				91	Suriname	4.9			
22	Mali	6.2				92	Madagascar	4.9			
23	Gambia, The	6.2				93	Finland	4.9			
24	Thailand	6.1				94	Chile	4.8			
25	Egypt	6.1				95	Kazakhstan	4.8			
26	Uruguay	6.1				96	Italy	4.8			
27	Bahrain	6.1				97	Kyrgyz Republic	4.8			
28	Switzerland	6.1				98	Haiti	4.8			
29	Portugal	6.1				99	Ghana	4.8			
30	France	6.0				100	Brazil	4.8			
31	South Africa	6.0				101	India	4.8			
32	Montenegro	5.9				102	Mongolia	4.7			
33	Iceland	5.9				103	Malawi	4.7			
34	Kenya	5.9				104	El Salvador	4.7			
35	Australia	5.9				105	Lesotho	4.6			
36	Turkey	5.8				106	Germany	4.6			
37	Senegal	5.8				107	Latvia	4.6			
38	Botswana	5.8				108	Denmark	4.6			
39	Namibia	5.8				109	Côte d'Ivoire	4.5			
40	Croatia	5.8				110	Macedonia, FYR	4.5			
41	Azerbaijan	5.8				111	Bulgaria	4.5			
42	Cape Verde	5.8				112	Trinidad and Tobago	4.5			
43	Mexico	5.8				113	Slovenia	4.5			
44	Cambodia	5.8				114	Guatemala	4.4			
45	Dominican Republic	5.7				115	Cameroon	4.4			
46	Philippines	5.7				116	Bangladesh	4.3			
47	United Kingdom	5.7				117	Guinea	4.3			
48	Canada	5.7				118	Chad	4.2			
49	Panama	5.7				119	Mauritania	4.2			
50	Taiwan, China	5.6				120	Serbia	4.1			
51	Estonia	5.6				121	Lithuania	4.1			
52	Nepal	5.6				122	Burundi	4.1			
53	Zambia	5.6				123	Benin	4.1			
54	Greece	5.5				124	Russian Federation	4.1			
55	Japan	5.5				125	Nigeria	4.1			
56	Qatar	5.5				126	Ukraine	4.0			
57	Jordan	5.4				127	Sierra Leone	4.0			
58	Burkina Faso	5.4				128	Poland	4.0			
59	Guyana	5.4				129	Romania	3.9			
60	Peru	5.4				130	Yemen	3.9			
61	Zimbabwe	5.4				131	Slovak Republic	3.9			
62	Mozambique	5.4				132	Paraguay	3.9			
63	Israel	5.3				133	Bosnia and Herzegovina	3.8			
64	Sweden	5.3				134	Moldova	3.7			
65	Luxembourg	5.3				135	Iran, Islamic Rep.	3.7			
66	Belgium	5.3				136	Bolivia	3.3			
67	United States	5.2				137	Pakistan	3.3			
68	Korea, Rep.	5.2				138	Algeria	3.0			
69	Albania	5.2				139	Kuwait	2.7			
70	Vietnam	5.2				140	Venezuela	2.4			

Source: World Economic Forum, Executive Opinion Survey

## 5.02 T&T government expenditure

T&T government expenditure as a percentage of total government budget | 2011 or most recent

RANK	COUNTRY/ECONOMY	VALUE	RANK	COUNTRY/ECONOMY	VALUE
1	Philippines	27.7	71	Bolivia	3.1
2	Seychelles	22.3	72	Benin	3.1
3	Dominican Republic	21.6	73	Azerbaijan	3.1
4	Jamaica	17.0	74	Finland	3.1
5	Mauritius	16.3	75	Latvia	3.1
6	Barbados	16.0	76	Lithuania	3.1
7	Malta	11.3	77	New Zealand	3.1
8	Iceland	10.7	78	France	3.0
9	Jordan	10.5	79	Swaziland	3.0
10	Singapore	10.2	80	Guinea	3.0
11	Gambia, The	9.7	81	Haiti	3.0
12	Cambodia	9.4	82	Iran, Islamic Rep.	3.0
13	Cyprus	9.2	83	Brazil	2.8
14	Lebanon	9.2	84	United Kingdom	2.8
15	Indonesia	9.1	85	Thailand	2.7
16	Estonia	8.2	86	Luxembourg	2.7
17	Greece	8.0	87	Peru	2.7
18	Paraguay	8.0	88	Poland	2.7
19	Hong Kong SAR	7.6	89	Russian Federation	2.7
20	Switzerland	7.2	90	Montenegro	2.6
21	Kenya	7.0	91	El Salvador	2.6
22	Egypt	6.7	92	Korea, Rep.	2.6
23	Spain	6.6	93	Zimbabwe	2.5
24	Botswana	6.2	94	Denmark	2.5
25	Cape Verde	6.2	95	Mozambique	2.5
26	Costa Rica	6.2	96	Argentina	2.5
27	Guyana	6.1	97	Sierra Leone	2.4
28	Portugal	5.9	98	Ethiopia	2.4
29	Norway	5.8	99	Uganda	2.3
30	Madagascar	5.7	100	Sweden	2.2
31	Tanzania	5.6	101	Netherlands	2.2
32	Qatar	5.6	102	Slovak Republic	2.1
33	United Arab Emirates	5.5	103	Bangladesh	2.1
34	United States	5.2	104	Nicaragua	2.1
35	Hungary	5.2	105	Zambia	2.1
36	Nepal	5.1	106	Germany	2.1
37	Uruguay	5.1	107	Israel	2.1
38	Ukraine	5.0	108	Colombia	2.0
39	Panama	4.9	109	Pakistan	2.0
40	Austria	4.8	110	Burkina Faso	1.9
41	Mexico	4.8	111	Kyrgyz Republic	1.9
42	Guatemala	4.7	112	Romania	1.8
43	Trinidad and Tobago	4.6	113	Cameroon	1.8
44	Sri Lanka	4.4	114	Malaysia	1.8
45	Slovenia	4.3	115	Suriname	1.7
46	Puerto Rico	4.3	116	Taiwan, China	1.7
47	Japan	4.2	117	Mali	1.7
48	Chile	4.1	118	Rwanda	1.7
49	Canada	4.1	119	Côte d'Ivoire	1.4
50	Kazakhstan	4.1	120	Vietnam	1.4
50	Mongolia	4.1	121	Croatia	1.4
52	Honduras	4.1	122	Malawi	1.3
53	Bahrain	3.9	123	Macedonia, FYR	1.3
54	China	3.9	124	Oman	1.3
55	Chad	3.9	125	Lesotho	1.3
56	Ireland	3.9	126	Kuwait	1.2
57	Albania	3.9	127	Yemen	1.2
58	Ecuador	3.8	128	Algeria	1.1
59	Australia	3.8	129	Bosnia and Herzegovina	1.1
60	Armenia	3.7	130	India	1.0
61	Senegal	3.7	131	Saudi Arabia	1.0
62	Czech Republic	3.7	132	Serbia	0.8
63	Italy	3.6	133	Burundi	0.7
64	Morocco	3.6	134	Brunei Darussalam	0.7
65	Venezuela	3.5	135	South Africa	0.5
66	Ghana	3.3	136	Turkey	0.5
67	Bulgaria	3.2	137	Nigeria	0.3
68	Moldova	3.2	n/a	Georgia	n/a
69	Namibia	3.2	n/a	Mauritania	n/a
70	Belgium	3.2	n/a	Tajikistan	n/a

Source: World Travel & Tourism Council, Tourism Satellite Accounting Research 2012

## 5.03 Effectiveness of marketing and branding to attract tourists

How would you assess the effectiveness of your country's marketing and branding campaigns to attract tourists? [1 = very ineffective; 7 = very effective] | 2011–2012  
weighted average

RANK	COUNTRY/ECONOMY	VALUE	1	MEAN: 4.4	7	RANK	COUNTRY/ECONOMY	VALUE	1	MEAN: 4.4	7
1	United Arab Emirates	6.4				71	Chile	4.4			
2	Singapore	6.2				72	India	4.4			
3	New Zealand	6.1				73	Israel	4.4			
4	Austria	6.0				74	Senegal	4.4			
5	Costa Rica	5.9				75	Indonesia	4.4			
6	Switzerland	5.8				76	Norway	4.3			
7	Barbados	5.8				77	Argentina	4.3			
8	Iceland	5.7				78	Nepal	4.3			
9	Ireland	5.7				79	Swaziland	4.3			
10	Rwanda	5.6				80	Tanzania	4.2			
11	Thailand	5.6				81	Slovenia	4.2			
12	Kenya	5.6				82	Honduras	4.2			
13	Jamaica	5.6				83	Mozambique	4.2			
14	Malaysia	5.6				84	Macedonia, FYR	4.2			
15	Hong Kong SAR	5.6				85	Philippines	4.2			
16	Morocco	5.6				86	Denmark	4.2			
17	Spain	5.6				87	Nicaragua	4.2			
18	Seychelles	5.5				88	Ghana	4.2			
19	Gambia, The	5.5				89	Cape Verde	4.1			
20	Montenegro	5.5				90	Latvia	4.1			
21	United Kingdom	5.5				91	Zimbabwe	4.1			
22	Mauritius	5.5				92	Lebanon	4.0			
23	Oman	5.4				93	Nigeria	4.0			
24	Puerto Rico	5.4				94	Madagascar	4.0			
25	Uruguay	5.3				95	Ethiopia	4.0			
26	Panama	5.3				96	Czech Republic	3.9			
27	Canada	5.3				97	Vietnam	3.9			
28	Peru	5.3				98	Malawi	3.9			
29	France	5.3				99	Greece	3.9			
30	United States	5.2				100	Suriname	3.9			
31	Mali	5.2				101	El Salvador	3.9			
32	Australia	5.2				102	Brazil	3.9			
33	Taiwan, China	5.2				103	Bulgaria	3.8			
34	South Africa	5.2				104	Poland	3.8			
35	Malta	5.2				105	Bosnia and Herzegovina	3.8			
36	Namibia	5.1				106	Armenia	3.8			
37	Qatar	5.1				107	Tajikistan	3.8			
38	Dominican Republic	5.1				108	Hungary	3.8			
39	Cyprus	5.1				109	Ukraine	3.7			
40	Netherlands	5.1				110	Serbia	3.7			
41	Sri Lanka	5.1				111	Guatemala	3.6			
42	China	5.1				112	Cameroon	3.6			
43	Cambodia	5.0				113	Lesotho	3.6			
44	Azerbaijan	5.0				114	Lithuania	3.5			
45	Germany	5.0				115	Trinidad and Tobago	3.5			
46	Estonia	4.9				116	Italy	3.5			
47	Egypt	4.9				117	Sierra Leone	3.5			
48	Turkey	4.9				118	Chad	3.5			
49	Colombia	4.9				119	Paraguay	3.5			
50	Georgia	4.9				120	Iran, Islamic Rep.	3.4			
51	Croatia	4.8				121	Benin	3.4			
52	Botswana	4.8				122	Bolivia	3.3			
53	Mexico	4.8				123	Romania	3.3			
54	Zambia	4.8				124	Mauritania	3.2			
55	Portugal	4.8				125	Kazakhstan	3.2			
56	Guyana	4.8				126	Russian Federation	3.2			
57	Bahrain	4.8				127	Côte d'Ivoire	3.2			
58	Jordan	4.7				128	Bangladesh	3.2			
59	Sweden	4.7				129	Burundi	3.2			
60	Japan	4.6				130	Guinea	3.1			
61	Albania	4.5				131	Mongolia	3.1			
62	Belgium	4.5				132	Kyrgyz Republic	3.1			
63	Uganda	4.5				133	Yemen	3.0			
64	Burkina Faso	4.5				134	Pakistan	2.9			
65	Brunei Darussalam	4.5				135	Haiti	2.8			
66	Ecuador	4.5				136	Slovak Republic	2.8			
67	Finland	4.5				137	Moldova	2.8			
68	Luxembourg	4.5				138	Kuwait	2.3			
69	Korea, Rep.	4.4				139	Algeria	2.2			
70	Saudi Arabia	4.4				140	Venezuela	2.1			

Source: World Economic Forum, Executive Opinion Survey

## 5.04 Comprehensiveness of annual T&T data

Number of data available [0 = no data, 120 = all selected indicators are available] | 2012 or most recent

RANK	COUNTRY/ECONOMY	VALUE		RANK	COUNTRY/ECONOMY	VALUE	
1	Lithuania	116.0	████████████████████	70	Zimbabwe	65.0	████████████████
1	Saudi Arabia	116.0	████████████████████	72	Belgium	64.0	████████████████
3	Spain	113.0	████████████████████	72	Cambodia	64.0	████████████████
4	Finland	109.0	████████████████████	72	Costa Rica	64.0	████████████████
5	Hungary	108.0	████████████████████	72	Hong Kong SAR	64.0	████████████████
6	Cyprus	107.0	████████████████████	72	Mauritius	64.0	████████████████
6	Slovenia	107.0	████████████████████	72	Netherlands	64.0	████████████████
8	Israel	106.0	████████████████████	72	Portugal	64.0	████████████████
9	Poland	105.0	████████████████████	72	Seychelles	64.0	████████████████
10	United States	96.0	████████████████████	72	Sweden	64.0	████████████████
11	France	92.0	████████████████████	81	Russian Federation	62.0	████████████████
11	Indonesia	92.0	████████████████████	82	Australia	60.0	████████████████
11	Latvia	92.0	████████████████████	82	Mali	60.0	████████████████
11	New Zealand	92.0	████████████████████	82	Montenegro	60.0	████████████████
15	Romania	88.0	████████████████████	82	Sierra Leone	60.0	████████████████
16	Czech Republic	87.0	████████████████████	86	Bolivia	58.0	████████████████
16	Italy	87.0	████████████████████	86	Kenya	58.0	████████████████
16	Slovak Republic	87.0	████████████████████	86	Senegal	58.0	████████████████
19	Jordan	86.0	████████████████████	89	Benin	57.0	████████████████
19	Nicaragua	86.0	████████████████████	89	Burkina Faso	57.0	████████████████
21	United Kingdom	85.0	████████████████████	91	Lesotho	56.0	████████████████
22	Azerbaijan	84.0	████████████████████	91	Malawi	56.0	████████████████
22	Dominican Republic	84.0	████████████████████	91	Singapore	56.0	████████████████
24	Estonia	83.0	████████████████████	94	Luxembourg	55.0	████████████████
25	South Africa	82.0	████████████████████	95	Guatemala	52.0	████████████████
25	Turkey	82.0	████████████████████	95	Kyrgyz Republic	52.0	████████████████
27	Iceland	81.0	████████████████████	95	Madagascar	52.0	████████████████
28	Argentina	80.0	████████████████████	95	Namibia	52.0	████████████████
28	Croatia	80.0	████████████████████	99	Nepal	49.0	████████████████
28	Kazakhstan	80.0	████████████████████	100	Bosnia and Herzegovina	48.0	████████████████
28	Thailand	80.0	████████████████████	100	India	48.0	████████████████
28	Ukraine	80.0	████████████████████	100	Korea, Rep.	48.0	████████████████
33	Switzerland	78.0	████████████████████	100	Lebanon	48.0	████████████████
34	Bulgaria	77.0	████████████████████	104	Nigeria	47.0	████████████████
34	Chile	77.0	████████████████████	104	Rwanda	47.0	████████████████
34	Honduras	77.0	████████████████████	106	Bahrain	46.0	████████████████
34	Uruguay	77.0	████████████████████	106	Trinidad and Tobago	46.0	████████████████
34	Venezuela	77.0	████████████████████	108	Colombia	45.0	████████████████
39	Albania	76.0	████████████████████	108	Ecuador	45.0	████████████████
39	Mexico	76.0	████████████████████	108	Kuwait	45.0	████████████████
39	Moldova	76.0	████████████████████	111	Botswana	44.0	████████████████
39	Mozambique	76.0	████████████████████	111	Cape Verde	44.0	████████████████
39	Sri Lanka	76.0	████████████████████	113	Brazil	43.0	████████████████
39	Taiwan, China	76.0	████████████████████	114	Barbados	42.0	████████████████
45	Egypt	75.0	████████████████████	115	Algeria	40.0	████████████████
46	Paraguay	74.0	████████████████████	115	Haiti	40.0	████████████████
47	El Salvador	73.0	████████████████████	117	Tanzania	39.0	████████████████
48	Denmark	72.0	████████████████████	118	Pakistan	38.0	████████████████
48	Malta	72.0	████████████████████	118	Yemen	38.0	████████████████
48	Norway	72.0	████████████████████	120	Cameroon	37.0	████████████████
51	Ireland	71.0	████████████████████	121	Suriname	36.0	████████████████
51	Japan	71.0	████████████████████	121	Zambia	36.0	████████████████
51	Oman	71.0	████████████████████	123	Bangladesh	34.0	████████████████
54	Canada	70.0	████████████████████	123	Ethiopia	34.0	████████████████
54	Macedonia, FYR	70.0	████████████████████	123	Gambia, The	34.0	████████████████
54	Peru	70.0	████████████████████	123	Ghana	34.0	████████████████
54	Swaziland	70.0	████████████████████	123	Mongolia	34.0	████████████████
58	Philippines	69.0	████████████████████	128	Uganda	32.0	████████████████
59	Armenia	68.0	████████████████████	129	Côte d'Ivoire	30.0	████████████████
59	Greece	68.0	████████████████████	130	Burundi	28.0	████████████████
59	Jamaica	68.0	████████████████████	130	Vietnam	28.0	████████████████
59	Malaysia	68.0	████████████████████	132	Qatar	27.0	████████████████
59	Panama	68.0	████████████████████	133	Iran, Islamic Rep.	25.0	████████████████
59	Puerto Rico	68.0	████████████████████	134	Brunei Darussalam	22.0	████████████████
59	Serbia	68.0	████████████████████	135	Chad	20.0	████████████████
66	Austria	67.0	████████████████████	136	Guinea	19.0	████████████████
66	China	67.0	████████████████████	137	Tajikistan	18.0	████████████████
66	Germany	67.0	████████████████████	138	Guyana	16.0	████████████████
69	Morocco	66.0	████████████████████	139	United Arab Emirates	8.0	████████████████
70	Georgia	65.0	████████████████████	140	Mauritania	0.0	████████████████

Source: United Nations World Tourism Organization

## 5.05 Timeliness of providing monthly/quarterly T&T data

Number of latest data available [0 = no data, 18 = data reported for all the periods considered] | 2012 or most recent

RANK	COUNTRY/ECONOMY	VALUE	RANK	COUNTRY/ECONOMY	VALUE
1	China	18.0	71	Albania	13.5
1	Egypt	18.0	71	Argentina	13.5
1	India	18.0	71	Azerbaijan	13.5
1	Korea, Rep.	18.0	71	Brazil	13.5
1	Uruguay	18.0	71	Cape Verde	13.5
1	Venezuela	18.0	71	Costa Rica	13.5
7	Bulgaria	17.5	71	Ecuador	13.5
7	Cyprus	17.5	71	Guatemala	13.5
7	Honduras	17.5	71	Hungary	13.5
7	Israel	17.5	71	Jamaica	13.5
7	Japan	17.5	71	Jordan	13.5
7	Mauritius	17.5	71	Kazakhstan	13.5
7	Morocco	17.5	71	Lithuania	13.5
7	Slovenia	17.5	71	Luxembourg	13.5
7	Spain	17.5	71	Malaysia	13.5
7	Turkey	17.5	71	Moldova	13.5
17	Armenia	16.5	71	Peru	13.5
17	Australia	16.5	71	Poland	13.5
17	Austria	16.5	71	Russian Federation	13.5
17	Cambodia	16.5	71	Saudi Arabia	13.5
17	Chile	16.5	71	Singapore	13.5
17	Dominican Republic	16.5	71	Ukraine	13.5
17	Georgia	16.5	93	Lebanon	12.0
17	Germany	16.5	93	Madagascar	12.0
17	Greece	16.5	93	Mozambique	12.0
17	Hong Kong SAR	16.5	93	Vietnam	12.0
17	Indonesia	16.5	97	Oman	11.0
17	Ireland	16.5	97	Swaziland	11.0
17	Latvia	16.5	99	Pakistan	10.0
17	Macedonia, FYR	16.5	99	Puerto Rico	10.0
17	Mexico	16.5	99	Senegal	10.0
17	Mongolia	16.5	99	Suriname	10.0
17	Nepal	16.5	103	Guyana	9.0
17	New Zealand	16.5	103	Namibia	9.0
17	Paraguay	16.5	103	Sierra Leone	9.0
17	Philippines	16.5	103	United Arab Emirates	9.0
17	Portugal	16.5	107	Tanzania	7.5
17	Romania	16.5	108	Kyrgyz Republic	6.0
17	Serbia	16.5	108	Tajikistan	6.0
17	Seychelles	16.5	108	Uganda	6.0
17	Switzerland	16.5	111	Ethiopia	4.5
17	Taiwan, China	16.5	112	Algeria	3.0
17	Thailand	16.5	112	Bangladesh	3.0
44	France	16.0	112	Benin	3.0
44	Panama	16.0	112	Bolivia	3.0
44	Slovak Republic	16.0	112	Brunei Darussalam	3.0
44	United States	16.0	112	Burkina Faso	3.0
48	Bosnia and Herzegovina	15.5	112	Gambia, The	3.0
48	Canada	15.5	112	Haiti	3.0
48	Colombia	15.5	112	Iran, Islamic Rep.	3.0
48	Croatia	15.5	112	Kuwait	3.0
48	Denmark	15.5	112	Lesotho	3.0
48	El Salvador	15.5	112	Nigeria	3.0
48	Estonia	15.5	112	Qatar	3.0
48	Finland	15.5	112	Zimbabwe	3.0
48	Iceland	15.5	126	Bahrain	0.0
48	Malta	15.5	126	Botswana	0.0
48	Montenegro	15.5	126	Burundi	0.0
48	Nicaragua	15.5	126	Cameroon	0.0
48	Norway	15.5	126	Chad	0.0
48	Sweden	15.5	126	Côte d'Ivoire	0.0
48	United Kingdom	15.5	126	Ghana	0.0
63	Italy	15.0	126	Guinea	0.0
63	Sri Lanka	15.0	126	Malawi	0.0
65	Belgium	14.5	126	Mali	0.0
65	Czech Republic	14.5	126	Mauritania	0.0
65	Netherlands	14.5	126	Rwanda	0.0
65	South Africa	14.5	126	Trinidad and Tobago	0.0
69	Barbados	14.0	126	Yemen	0.0
69	Kenya	14.0	126	Zambia	0.0

Source: United Nations World Tourism Organization