

The World Economic Forum would like to thank the following organizations for their invaluable support of this *Report*.



Airbus is a leading aircraft manufacturer with the most modern and comprehensive family of airliners on the market, ranging in capacity from 107 to 525 seats. Over 9,800 Airbus aircraft have been sold to more than 400 customers and operators worldwide and more than 6,400 of these have been delivered since the company first entered the market in the early seventies. As an eco-efficient enterprise Airbus provides leadership by delivering responsible solutions for a demanding world, so the aviation sector can continue to prosper with less impact on the environment.

Airbus is an EADS company.

BAE SYSTEMS

BAE Systems is a global defence, aerospace and security company with approximately 93,500 employees worldwide and a primary focus on five home markets: the US, the UK, Kingdom of Saudi Arabia, Australia and India. The company delivers a full range of products and services for air, land and naval forces, as well as advanced electronics, security, information technology solutions and customer support services. In 2011, it reported sales of US\$ 30.7 billion.



The Bahrain Economic Development Board (EDB) is a dynamic public agency with overall responsibility for attracting inward investment into Bahrain, and is focusing on target economic sectors in which the Kingdom offers significant strengths. Key areas include manufacturing, ICT, and logistics and transport services. The financial services sector in Bahrain is particularly strong and the EDB supports in the continuing growth of the banking industry and key sub-sectors, including Islamic finance, wealth management, asset management, insurance and re-insurance.

BOMBARDIER

Bombardier is the world's only manufacturer of both planes and trains. Looking far ahead while delivering today, it is evolving mobility worldwide by answering the call for more efficient, sustainable and enjoyable transportation everywhere. Bombardier is headquartered in Montreal, Canada. Its shares are traded on the Toronto Stock Exchange (BBD) and it is listed on the Dow Jones Sustainability World and North America indexes. In the fiscal year ended 31 December 2011, it posted revenues of US\$ 18.3 billion.



Booz & Company is a leading global management consulting firm, helping the world's top businesses, governments and organizations. The founder, Edwin Booz, defined the profession when he established the first management consulting firm in 1914. Today, with more than 3,300 people in 60 offices around the world, the company brings foresight and knowledge, deep functional expertise and a practical approach to building capabilities and delivering real impact. Booz & Company works closely with its clients to create and deliver essential advantage. The independent White Space report ranked Booz & Company number one among consulting firms for "the best thought leadership" in 2011.



Delta Air Lines serves more than 160 million customers each year on its industry-leading global network, with service to 319 destinations in 59 countries on six continents. Headquartered in Atlanta, Delta employs 80,000 employees worldwide and operates a mainline fleet of more than 700 aircraft.



Embraer S.A. (NYSE: ERJ; BM&FBOVSPA: EMBR3) is the world's largest manufacturer of commercial jets up to 120 seats, and one of Brazil's leading exporters. Embraer's headquarters are located in São José dos Campos, São Paulo, and it has offices, industrial operations and customer service facilities in Brazil, China, France, Portugal, Singapore, and the U.S. Founded in 1969, the Company designs, develops, manufactures and sells aircraft and systems for the commercial aviation, executive aviation, and defense and security segments. It also provides after sales support and services to customers worldwide. For more information, please visit www.embraer.com.br.



Etihad Airways, the national airline of the United Arab Emirates, based in its capital, Abu Dhabi, made its first commercial flight in November 2003. Since then, the airline has grown faster than any other in commercial aviation history, currently serving 67 destinations in Africa, Asia, Australia, Europe, the Middle East and North America with a young and environmentally-efficient fleet of 57 aircraft. Etihad offers the highest standards of service and comfort on the ground and in the air with world-class cuisine, award-winning flat-beds in its premium cabins and the widest seats in economy, as well as more than 600 hours of on-demand in-flight entertainment. Its product and service portfolio has earned global acknowledgement and numerous awards including recognition as the world's leading airline at the World Travel Awards for two consecutive years. Aligned with the Emirate of Abu Dhabi's 2030 Plan, the airline plays a definitive role in the economic development of the emirate, in 2010, contributing USD 5.5 billion to its non-oil GDP and helping to generate and support a total of 93,200 jobs across the UAE. Etihad Airways has set its sights on flying 25 million passengers a year to at least 100 destinations by 2020.



Hilton Worldwide is a leading global hospitality company, spanning the lodging sector from luxurious full-service hotels and resorts to extended-stay suites and mid-priced hotels. For 93 years, Hilton Worldwide has offered business and leisure travelers the finest in accommodations, service, amenities and value. The company is dedicated to continuing its tradition of providing exceptional guest experiences across its global brands. Its brands are comprised of more than 3,900 hotels and timeshare properties, with 650,000 rooms in 90 countries and territories and include Waldorf Astoria Hotels & Resorts, Conrad Hotels & Resorts, Hilton Hotels & Resorts, DoubleTree by Hilton, Embassy Suites Hotels, Hilton Garden Inn, Hampton Hotels, Homewood Suites by Hilton, Home2 Suites by Hilton and Hilton Grand Vacations. The company also manages the world-class guest reward program Hilton HHonors®.



The International Air Transport Association (IATA), founded in April 1945, is the prime vehicle for inter-airline cooperation in promoting safe, reliable, secure, and economical air services. Today IATA represents 230 airlines comprising 93 percent of international scheduled air traffic.



IUCN, International Union for Conservation of Nature, helps the world find pragmatic solutions to our most pressing environment and development challenges. IUCN works on biodiversity, climate change, energy, human livelihoods and greening the world economy by supporting scientific research, managing field projects all over the world, and bringing governments, NGOs, the UN and companies together to develop policy, laws and best practice. IUCN is the world's oldest and largest global environmental organization, with more than 1,000 government and NGO members and almost 11,000 volunteer experts in some 160 countries. IUCN's work is supported by over 1,000 staff in 60 offices and hundreds of partners in public, NGO and private sectors around the world.



Jet Airways is India's premier international airline. One of the fastest growing airlines in the world, it currently flies to 47 domestic and 24 international destinations across North America, Europe, Asia, Africa and the Gulf. Jet Airways' current fleet of 97 state-of-the-art wide and narrow bodied aircraft is also one of the youngest in the world, and includes 10 Boeing 777-300 ER aircraft, 12 Airbus 330-200 aircraft, 55 next-generation Boeing 737-700/800/900 aircraft and 20 modern ATR 72-500 turboprop aircraft.



Headquartered in Bethesda, Md., Lockheed Martin is a global security and aerospace company that employs about 120,000 people worldwide and is principally engaged in the research, design, development, manufacture, integration, and sustainment of advanced technology systems, products, and services.



The Lufthansa Group, headquartered in Germany, operates in passenger transportation (passenger airline group), logistics, MRO, catering and IT services. Lufthansa, Austrian Airlines, SWISS and Germanwings, along with stakeholdings in Brussels Airlines, JetBlue and SunExpress, are engaged in the passenger transportation business. In 2011, the Lufthansa Group transported over 100 million passengers. Lufthansa, Austrian Airlines, Brussels Airlines and SWISS serve a total of 253 destinations in 103 countries on four continents via their Brussels, Frankfurt, Munich, Vienna and Zurich hubs.



Marriott International, Inc. (NYSE: MAR) is a leading lodging company based in Bethesda, Maryland, USA with nearly 3,800 properties in 74 countries and territories and reported revenues of over \$12 billion in fiscal year 2011. The company operates and franchises hotels and licenses vacation ownership resorts under 18 brands, including Marriott Hotels & Resorts, The Ritz-Carlton, JW Marriott, Bulgari, EDITION, Renaissance, Gaylord Hotels, Autograph Collection, AC Hotels by Marriott, Courtyard, Fairfield Inn & Suites, SpringHill Suites, Residence Inn, TownePlace Suites, Marriott Executive Apartments, Marriott Vacation Club, Grand Residences by Marriott, and The Ritz-Carlton Destination Club. There are approximately 300,000 employees at headquarters, managed and franchised properties. Marriott is consistently recognized as a top employer and for its superior business operations, which it conducts based on five core values: put people first, pursue excellence, embrace change, act with integrity, and serve our world. For more information or reservations, please visit our website at www.marriott.com, and for the latest company news, visit www.marriottnewscenter.com.



Safran is a leading international high-technology group with three core businesses: Aerospace (propulsion and equipment), Defence and Security. Operating worldwide, the Safran group has more than 60,000 employees. Safran's global presence enhances its competitiveness and allows it to build industrial and commercial relations with the world's leading prime contractors and operators, while providing fast local service to customers everywhere. Working alone or in partnership, Safran holds world or European leadership positions in its core markets. The Group invests heavily in Research & Development to meet the requirements of changing markets. Safran is listed on NYSE Euronext Paris and is part of the CAC40 index.



Starwood Hotels & Resorts Worldwide, Inc. is one of the leading hotel and leisure companies in the world with 1,134 properties in nearly 100 countries and 171,000 employees at its owned and managed properties. Starwood is a fully integrated owner, operator and franchisor of hotels, resorts and residences with the following internationally renowned brands: St. Regis®, The Luxury Collection®, W®, Westin®, Le Méridien®, Sheraton®, Four Points® by Sheraton, Aloft®, and ElementSM. The Company boasts one of the industry's leading loyalty programs, Starwood Preferred Guest (SPG), allowing members to earn and redeem points for room stays, room upgrades and flights, with no blackout dates. Starwood also owns Starwood Vacation Ownership, Inc., a premier provider of world-class vacation experiences through villa-style resorts and privileged access to Starwood brands. For more information, please visit www.starwoodhotels.com.



Deutsche Lufthansa/Swiss International Air Lines serves 69 destinations in 37 countries worldwide (winter schedule 2012/13) from its Zurich hub and the Swiss international airports of Basel and Geneva with a fleet of 91 aircraft. As part of the Lufthansa Group and a member of Star Alliance, its mission is to provide quality air services that link Switzerland with Europe and the world.



The World Tourism Organization (UNWTO: www.UNWTO.org), a United Nations specialized agency, is the leading international organization with the decisive and central role in promoting the development of responsible, sustainable and universally accessible tourism. It serves as a global forum for tourism policy issues and a practical source of tourism know-how. Its membership includes 154 countries, 7 territories, 2 permanent observers and over 400 Affiliate Members.



A global payments technology company that connects consumers, businesses, financial institutions and governments in more than 200 countries and territories to digital currency. VisaNet, one of the world's most advanced processing networks, is capable of handling more than 20,000 transaction messages a second, with fraud protection for consumers and guaranteed payment for merchants. Its services enable its financial institution customers to offer consumers more choices: pay now with debit, ahead of time with prepaid or later with credit product.



The World Travel & Tourism Council (WTTC) is the global business leaders' forum for Travel & Tourism. Its Members are the Chairs and Chief Executives of around 100 of the world's foremost companies representing all regions of the world and all sectors of the industry. Travel & Tourism is one of the world's largest industries, contributing US\$5,834.5 billion to global GDP, 9.3% of the total in 2010. It also supports over 235 million jobs, and these are forecast to increase to just over 303 million by 2020. As the voice of the private sector, WTTC promotes the importance of the industry as a generator of economic growth, encourages public-private partnerships, and persuades governments to adopt policies that will enable the industry to thrive. WTTC's extensive economic research provides public and private sector decision-makers with estimates and forecasts for the direct and total contribution of Travel & Tourism activity. The research identifies Travel & Tourism's share of capital investment, exports, gross domestic product and jobs for 181 countries around the world.