
The fifth edition of *The Travel & Tourism Competitiveness Report* is released at a time when the Travel & Tourism (T&T) industry is navigating through an economic outlook characterized by a fragile global recovery, high unemployment in many countries, macroeconomic tensions, and increased interconnectivity. Over the past few years, the industry has remained resilient and continues to be a critical sector worldwide, providing significant potential for economic growth and development. A growing national T&T sector contributes to employment, raises national income, and can improve a country's balance of payments. The sector is an important driver of growth and prosperity and, particularly within developing countries, it can play a leading role in reducing poverty.

The Travel & Tourism Competitiveness Report 2013 measures and analyzes the drivers of T&T competitiveness in economies around the world. Its main goal is to provide a useful tool for governments and business leaders in overcoming the obstacles to T&T competitiveness, thus allowing them to benefit fully from the sector's development. The *Report* includes an analysis of the rankings of the Travel & Tourism Competitiveness Index (TTCI), which aims to measure the factors and policies that make it attractive to develop the T&T sector in 140 industrialized and emerging economies. It also features a variety of essays on key T&T issues by prominent industry thinkers.

This year's *Report*, published under the theme "Reducing Barriers to Economic Growth and Job Creation," stresses the importance of addressing the many complexities that still face the industry and the difficulties that must be overcome to ensure strong sectoral growth going into the future. The topics covered in the analytical chapters explore issues such as how visa facilitation can play a relevant role in stimulating economic growth, the importance of policymakers leveraging local competitive advantages to thrive in a volatile environment, the impact of the tourism sector on employment creation, how the connectivity that the aviation sector creates sustains economic development, and the essential role of green growth in enhancing the resilience of the sector.

The last part of the *Report* contains detailed profiles for the 140 economies covered, together with data tables for each indicator used in the Index's computation. Written in a non-technical style, the *Report* appeals to a broad audience including policymakers, business leaders, and members of the academic community. As part of the series produced by the World Economic Forum's Global Competitiveness and Benchmarking Network, the *Report* also brings together a range of leading experts in the field.

The full version of the *Report* with Country/Economy Profiles and Data Tables is available at:
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