

12.01 Tourism openness

Tourism expenditure and receipts as a percentage of GDP | 2011 or most recent

RANK	COUNTRY/ECONOMY	VALUE	RANK	COUNTRY/ECONOMY	VALUE
1	Seychelles.....	32.5	71	Azerbaijan.....	4.6
2	Lebanon.....	28.2	72	Taiwan, China.....	4.5
3	Cape Verde.....	26.3	73	Bosnia and Herzegovina.....	4.5
4	Barbados ¹	26.0	74	Puerto Rico ¹	4.5
5	Albania.....	24.6	75	Norway.....	4.4
6	Hong Kong SAR.....	19.2	76	Guatemala.....	4.4
7	Montenegro.....	18.0	77	Saudi Arabia.....	4.3
8	Kyrgyz Republic.....	17.9	78	Netherlands.....	4.2
9	Malta.....	17.9	79	Iran, Islamic Rep. ¹	4.0
10	Mauritius.....	16.8	80	Australia.....	3.9
11	Croatia.....	16.4	81	Mali.....	3.9
12	Cyprus.....	15.2	82	Mozambique.....	3.8
13	Jamaica.....	15.1	83	Nepal.....	3.7
14	Singapore.....	15.0	84	Poland.....	3.6
15	Cambodia.....	14.5	85	South Africa.....	3.6
16	Luxembourg.....	14.4	86	Turkey.....	3.6
17	Jordan.....	14.4	87	France.....	3.5
18	Lesotho.....	12.7	88	United Kingdom.....	3.5
19	Gambia, The.....	11.0	89	Germany.....	3.5
20	Iceland.....	10.6	90	Israel.....	3.4
21	Malaysia.....	10.5	91	Macedonia, FYR.....	3.3
22	Bulgaria.....	9.9	92	Finland.....	3.3
23	Tanzania.....	9.9	93	Italy.....	3.3
24	Thailand.....	9.5	94	Benin ¹	3.1
25	Estonia.....	9.3	95	Haiti.....	3.0
26	Armenia.....	9.0	96	Swaziland ¹	3.0
27	Morocco.....	8.7	97	Philippines.....	3.0
28	Nicaragua.....	8.6	98	Ghana.....	3.0
29	Dominican Republic.....	8.6	99	Nigeria.....	3.0
30	Georgia.....	8.1	100	Ethiopia.....	2.9
31	Panama.....	7.8	101	Oman.....	2.9
32	Uganda.....	7.8	102	Canada.....	2.9
33	Slovenia.....	7.7	103	Yemen.....	2.9
34	Austria.....	7.3	104	Korea, Rep.....	2.8
35	Moldova.....	7.1	105	Bolivia.....	2.8
36	Mauritania ⁴	6.9	106	El Salvador.....	2.7
37	Brunei Darussalam ²	6.8	107	Trinidad and Tobago ¹	2.5
38	Bahrain.....	6.8	108	Argentina.....	2.5
39	Guyana ¹	6.8	109	Côte d'Ivoire ¹	2.4
40	Belgium.....	6.6	110	Russian Federation.....	2.4
41	United Arab Emirates.....	6.6	111	Suriname.....	2.3
42	Portugal.....	6.5	112	Sri Lanka.....	2.3
43	Mongolia.....	6.5	113	Ecuador.....	2.2
44	Costa Rica.....	6.2	114	Peru.....	2.1
45	Uruguay.....	6.1	115	Sierra Leone.....	2.1
46	Vietnam.....	6.0	116	Romania.....	1.8
47	Honduras.....	6.0	117	Malawi.....	1.8
48	Greece.....	5.9	118	Paraguay.....	1.7
49	Namibia.....	5.8	119	Qatar.....	1.7
50	Hungary.....	5.7	120	India.....	1.7
51	New Zealand.....	5.7	121	Mexico.....	1.7
52	Czech Republic.....	5.7	122	Indonesia.....	1.7
53	Latvia.....	5.4	123	China.....	1.7
54	Sweden.....	5.4	124	Botswana ¹	1.6
55	Rwanda.....	5.4	125	Burkina Faso ¹	1.6
56	Ukraine.....	5.3	126	Cameroon ¹	1.5
57	Chad ³	5.3	127	Kazakhstan.....	1.5
58	Ireland.....	5.2	128	Burundi.....	1.4
59	Spain.....	5.2	129	Chile.....	1.4
60	Kuwait.....	5.2	130	Colombia.....	1.4
61	Lithuania.....	5.0	131	United States.....	1.3
62	Madagascar ¹	4.9	132	Zambia.....	1.2
63	Serbia.....	4.9	133	Brazil.....	1.1
64	Kenya.....	4.9	134	Venezuela.....	1.0
65	Denmark.....	4.8	135	Pakistan.....	0.7
66	Slovak Republic.....	4.8	136	Guinea.....	0.7
67	Switzerland.....	4.8	137	Japan.....	0.7
68	Senegal ¹	4.8	138	Algeria.....	0.4
69	Egypt.....	4.6	139	Bangladesh.....	0.3
70	Zimbabwe ⁵	4.6	140	Tajikistan.....	0.2

Source: United Nations World Tourism Organization; International Monetary Fund, *World Economic Outlook, 2012*

¹ 2010 ² 2009 ³ 2002 ⁴ 1999 ⁵ 1998

12.02 Attitude of population toward foreign visitors

How welcome are foreign visitors in your country? [1 = very unwelcome; 7 = very welcome] | 2011–2012 weighted average

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

Source: World Economic Forum, Executive Opinion Survey

12.03 Extension of business trips recommended

When senior executives visit your country for the first time for business purposes, how likely are you to recommend extending their trip for leisure purposes? [1 = very unlikely; 7 = very likely] | 2011–2012 weighted average

RANK	COUNTRY/ECONOMY	VALUE	1	MEAN: 5.3	7	RANK	COUNTRY/ECONOMY	VALUE	1	MEAN: 5.3	7
1	New Zealand	6.5				71	Ecuador	5.4			
2	France	6.5				72	Senegal	5.3			
3	Austria	6.4				73	Suriname	5.3			
4	South Africa	6.4				74	Kyrgyz Republic	5.3			
5	Puerto Rico	6.3				75	Cambodia	5.3			
6	Costa Rica	6.3				76	Germany	5.3			
7	Sri Lanka	6.3				77	Qatar	5.3			
8	Spain	6.3				78	Korea, Rep.	5.2			
9	Morocco	6.2				79	Honduras	5.2			
10	Barbados	6.2				80	Nicaragua	5.2			
11	Turkey	6.2				81	Sweden	5.2			
12	Canada	6.2				82	Mongolia	5.2			
13	United Arab Emirates	6.1				83	Luxembourg	5.2			
14	Switzerland	6.1				84	Slovenia	5.2			
15	Ireland	6.1				85	Indonesia	5.1			
16	Rwanda	6.1				86	Serbia	5.1			
17	Argentina	6.1				87	Slovak Republic	5.1			
18	Uruguay	6.0				88	Madagascar	5.1			
19	Lebanon	6.0				89	Burundi	5.1			
20	Philippines	6.0				90	Zambia	5.1			
21	Panama	6.0				91	Uganda	5.1			
22	Portugal	6.0				92	Swaziland	5.1			
23	Oman	6.0				93	Israel	5.0			
24	Mauritius	6.0				94	India	5.0			
25	Thailand	6.0				95	Malawi	5.0			
26	Cyprus	5.9				96	Mozambique	5.0			
27	Malaysia	5.9				97	Czech Republic	4.9			
28	Bosnia and Herzegovina	5.9				98	Iran, Islamic Rep.	4.9			
29	Estonia	5.9				99	Finland	4.9			
30	Iceland	5.9				100	Cape Verde	4.9			
31	Hong Kong SAR	5.9				101	El Salvador	4.9			
32	United Kingdom	5.9				102	Mauritania	4.9			
33	Australia	5.8				103	Norway	4.8			
34	Dominican Republic	5.8				104	Lithuania	4.8			
35	Mexico	5.8				105	China	4.8			
36	Egypt	5.8				106	Guyana	4.8			
37	Seychelles	5.8				107	Hungary	4.7			
38	Chile	5.8				108	Ukraine	4.7			
39	United States	5.8				109	Bulgaria	4.7			
40	Montenegro	5.7				110	Brunei Darussalam	4.7			
41	Jordan	5.7				111	Guinea	4.7			
42	Mali	5.7				112	Latvia	4.7			
43	Taiwan, China	5.7				113	Saudi Arabia	4.7			
44	Guatemala	5.7				114	Ethiopia	4.7			
45	Greece	5.7				115	Vietnam	4.7			
46	Azerbaijan	5.6				116	Trinidad and Tobago	4.6			
47	Malta	5.6				117	Yemen	4.6			
48	Peru	5.6				118	Algeria	4.6			
49	Namibia	5.6				119	Kazakhstan	4.6			
50	Georgia	5.6				120	Ghana	4.6			
51	Kenya	5.6				121	Croatia	4.5			
52	Botswana	5.6				122	Nigeria	4.5			
53	Italy	5.6				123	Bahrain	4.5			
54	Albania	5.6				124	Denmark	4.5			
55	Brazil	5.5				125	Japan	4.5			
56	Colombia	5.5				126	Paraguay	4.5			
57	Burkina Faso	5.5				127	Tajikistan	4.5			
58	Benin	5.5				128	Lesotho	4.5			
59	Armenia	5.5				129	Russian Federation	4.4			
60	Singapore	5.5				130	Bangladesh	4.3			
61	Jamaica	5.5				131	Tanzania	4.3			
62	Zimbabwe	5.4				132	Pakistan	4.3			
63	Gambia, The	5.4				133	Moldova	4.2			
64	Cameroon	5.4				134	Haiti	4.2			
65	Côte d'Ivoire	5.4				135	Chad	4.1			
66	Belgium	5.4				136	Sierra Leone	4.0			
67	Macedonia, FYR	5.4				137	Poland	3.8			
68	Nepal	5.4				138	Bolivia	3.6			
69	Netherlands	5.4				139	Kuwait	3.5			
70	Romania	5.4				140	Venezuela	2.8			

Source: World Economic Forum, Executive Opinion Survey

12.04 Degree of customer orientation

How well do companies in your country treat customers? [1 = generally treat their customers badly; 7 = are highly responsive to customers and seek customer retention] | 2011–2012 weighted average

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

Source: World Economic Forum, Executive Opinion Survey