

How to Read the Data Tables

The following pages present the data for all of the variables included in the Travel & Tourism Competitiveness Index 2013 (TTCI) for all 140 economies covered by the study. The tables are organized in 14 sections, which correspond to the 14 pillars of the TTCI.

The number preceding the title of each variable serves to identify the pillar to which the variable belongs.

Two types of data are used in the TTCI: Executive Opinion Survey indicators and those derived from other sources.

EXECUTIVE OPINION SURVEY INDICATORS

1 Data yielded from the World Economic Forum's Executive Opinion Survey are presented in blue-colored bar graphs.

Each score is the average of responses in each economy to questions included in the World Economic Forum's Executive Opinion Survey, conducted in the early months of 2011 and 2012.

Questions from the Survey asked for responses on a scale of 1 to 7, where an answer of 1 corresponds to the lowest possible score and an answer of 7 corresponds to the highest possible score. For each Survey variable, the original question and the two extreme answers are shown.

We report the average score for each economy—that is, the arithmetic mean of responses from each economy, rounded to one decimal point, but use the exact figures to determine rankings.

2 A dotted line on the graph indicates the mean score across the sample of 140 countries.

OTHER INDICATORS

3 Quantitative measures obtained from sources other than the Survey are presented in black-shaded bar graphs.

Several of these indicators were computed or provided by partners to the project (Booz & Company, the International Air Transport Association, the International Union for Conservation of Nature, the United Nations World Tourism Organization, and the World Travel & Tourism Council). Other indicators entering the TTCI were obtained from international organizations (for example, the International Monetary Fund, the International Telecommunication Union, the World Bank, the World Trade Organization, and so on) and, in some cases, from national sources.

A detailed description and full source for each variable can be found in the Technical Notes and Sources section at the end of this Report.

When data are not available or are out of date, "n/a" is used in lieu of the rank and the value.

For some indicators, it is possible that two or more countries reach exactly the same score. In such cases, shared rankings are indicated accordingly.

