WORLD TRAVEL & TOURISM COUNCIL

TRAVEL & TOURISM
ECONOMIC IMPACT 2018
NORWAY

ECONOMIC IMPACT 2018

"Inclusive growth and ensuring a future with quality jobs are the concerns of governments everywhere. Travel & Tourism, which already supports one in every ten jobs on the planet, is a dynamic engine of employment opportunity."

Gloria Guevara Manzo, President & CEO
World Travel & Tourism Council

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As one of the world's largest economic sectors, Travel & Tourism creates jobs, drives exports, and generates prosperity across the world. In our annual analysis of the global economic impact of Travel & Tourism, the sector is shown to account for 10.4% of global GDP and 313 million jobs, or 9.9% of total employment, in 2017.

The right policy and investment decisions are only made with empirical evidence. For over 25 years, the World Travel & Tourism Council (WTTC) has been providing this evidence, quantifying the economic and employment impact of Travel & Tourism. Our 2018 Annual Economic Reports cover 185 countries and 25 regions of the world, providing the necessary data on 2017 performance as well as unique 10-year forecasts on the sector's potential.

2017 was one of the strongest years of GDP growth in a decade with robust consumer spending worldwide. This global growth transferred again into Travel & Tourism with the sector's direct growth of 4.6% outpacing the global economy for the seventh successive year. As in recent years, performance was particularly strong across Asia, but proving the sector's resilience, 2017 also saw countries such as Tunisia, Turkey and Egypt that had previously been devastated by the impacts of terrorist activity, recover strongly.

This power of resilience in Travel & Tourism will be much needed for the many established Travel & Tourism destinations that were severely impacted by natural disasters in 2017. While our data shows the extent of these impacts and rates of recovery over the decade ahead, beyond just numbers, WTTC and its Members are working hard to support local communities as they rebuild and recover.

Inclusive growth and ensuring a future with quality jobs are the concerns of governments everywhere. Travel & Tourism, which already supports one in every ten jobs on the planet, is a dynamic engine of employment opportunity. Over the past ten years, one in five of all jobs created across the world has been in the sector and, with the right regulatory conditions and government support, nearly 100 million new jobs could be created over the decade ahead.

Over the longer term, forecast growth of the Travel & Tourism sector will continue to be robust as millions more people are moved to travel to see the wonders of the world. Strong growth also requires strong management, and WTTC will also continue to take a leadership role with destinations to ensure that they are planning effectively and strategically for growth, accounting for the needs of all stakeholders and using the most advanced technologies in the process.

WTTC is proud to continue to provide the evidence base required in order to help both public and private bodies make the right decisions for the future growth of a sustainable Travel & Tourism sector, and for the millions of people who depend on it.

Gloria Guevara Manzo
President & CEO

THE ECONOMIC IMPACT OF GLOBAL TRAVEL & TOURISM

10.4%

Travel & Tourism GDP as a percentage of global GDP.

4.6%

Direct Travel & Tourism GDP growth in 2017.

1/10

jobs are supported by Travel & Tourism. This is 9.9% of global employment.

1/5

of all global net jobs created in last decade have been within the Travel & Tourism sector.

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Inside cover: Derek Thomson, Unsplash

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MARCH 2018

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NORWAY

2018 ANNUAL RESEARCH: KEY FACTS[1]

2018 FORECAST

GDP: DIRECT CONTRIBUTION

The direct contribution of Travel & Tourism to GDP was NOK122.4bn (USD14.9bn), 3.7% of total GDP in 2017 and is forecast to rise by 1.9% in 2018, and to rise by 2.2% pa, from 2018-2028, to NOK154.2bn (USD18.8bn), 3.9% of total GDP in 2028.

GDP: TOTAL CONTRIBUTION

The total contribution of Travel & Tourism to GDP was NOK297.6bn (USD36.3bn), 9.0% of GDP in 2017, and is forecast to rise by 3.2% in 2018, and to rise by 2.2% pa to NOK381.5bn (USD46.5bn), 9.7% of GDP in 2028.

EMPLOYMENT: DIRECT CONTRIBUTION

In 2017 Travel & Tourism directly supported 172,000 jobs (6.5% of total employment). This is expected to rise by 2.7% in 2018 and rise by 1.5% pa to 206,000 jobs (7.2% of total employment) in 2028.

EMPLOYMENT: TOTAL CONTRIBUTION

In 2017, the total contribution of Travel & Tourism to employment, including jobs indirectly supported by the industry was 12.7% of total employment (337,000 jobs). This is expected to rise by 3.5% in 2018 to 349,000 jobs and rise by 1.4% pa to 400,000 jobs in 2028 (13.9% of total).

VISITOR EXPORTS

Visitor exports generated NOK52.5bn (USD6.4bn), 4.6% of total exports in 2017. This is forecast to fall by 1.9% in 2018, and grow by 2.5% pa, from 2018-2028, to NOK66.3bn (USD8.1bn) in 2028, 4.6% of total.

INVESTMENT

Travel & Tourism investment in 2017 was NOK51.1bn, 6.4% of total investment (USD6.2bn). It should rise by 8.1% in 2018, and rise by 2.4% pa over the next ten years to NOK70.0bn (USD8.5bn) in 2028, 6.8% of total.

[1]All values are in constant 2017 prices & exchange rates

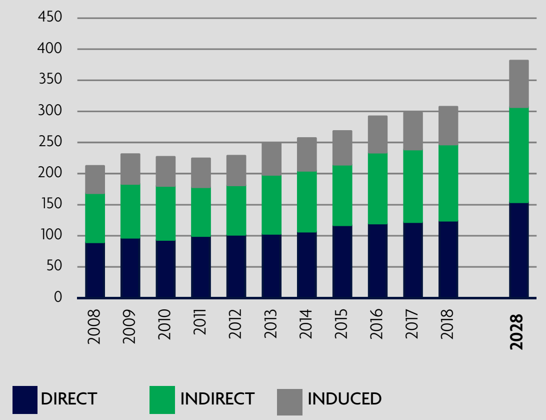
WORLD RANKING (OUT OF 185 COUNTRIES):

Relative importance of Travel & Tourism's total contribution to GDP

31	104	113	173
ABSOLUTE	RELATIVE SIZE	GROWTH	LONG-TERM GROWTH
Size in 2017	Contribution to GDP in 2017	2018 forecast	Forecast 2018-2028

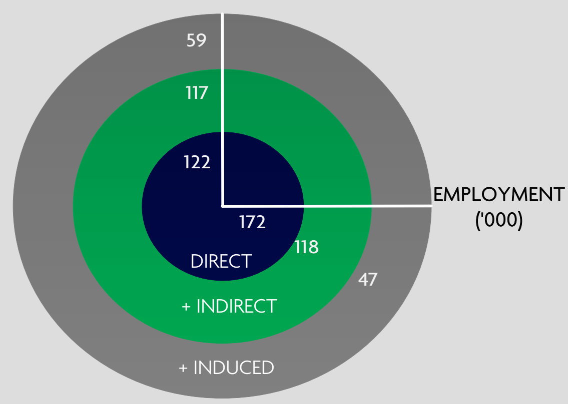
TOTAL CONTRIBUTION OF TRAVEL & TOURISM TO GDP

2017 NOKbn



BREAKDOWN OF TRAVEL & TOURISM'S TOTAL CONTRIBUTION TO GDP AND EMPLOYMENT 2017

GDP (2017 NOKbn)



= TOTAL CONTRIBUTION OF TRAVEL & TOURISM

DEFINING THE ECONOMIC CONTRIBUTION OF TRAVEL & TOURISM

Travel & Tourism is an important economic activity in most countries around the world. As well as its direct economic impact, the industry has significant indirect and induced impacts. The UN Statistics Division-approved Tourism Satellite Accounting methodology (TSA:RMF 2008) quantifies only the direct contribution of Travel & Tourism. But WTTC recognises that Travel & Tourism's total contribution is much greater, and aims to capture its indirect and induced impacts through its annual research.

DIRECT
Travel & Tourism contribution

COMMODITIES
- Accommodation
- Transportation
- Entertainment
- Attractions

INDUSTRIES
- Accommodation services
- Food & beverage services
- Retail Trade
- Transportation services
- Cultural, sports & recreational services

SOURCES OF SPENDING
- Residents' domestic T&T spending
- Businesses' domestic travel spending
- Visitor exports
- Individual government T&T spending

INDIRECT
Travel & Tourism contribution

- T&T investment spending
- Government collective T&T spending
- Impact of purchases from suppliers

INDUCED
contribution
(spending of direct and indirect employees)

- Food and beverages
- Recreation
- Clothing
- Housing
- Household goods

TOTAL
Travel & Tourism contribution

- To GDP
- To employment

DIRECT CONTRIBUTION

The direct contribution of Travel & Tourism to GDP reflects the 'internal' spending on Travel & Tourism (total spending within a particular country on Travel & Tourism by residents and non-residents for business and leisure purposes) as well as government 'individual' spending - spending by government on Travel & Tourism services directly linked to visitors, such as cultural (eg museums) or recreational (eg national parks).

The direct contribution of Travel & Tourism to GDP is calculated to be consistent with the output, as expressed in National Accounting, of tourism-characteristic sectors such as hotels, airlines, airports, travel agents and leisure and recreation services that deal directly with tourists. The direct contribution of Travel & Tourism to GDP is calculated from total internal spending by 'netting out' the purchases made by the different tourism sectors. This measure is consistent with the definition of Tourism GDP, specified in the 2008 Tourism Satellite Account: Recommended Methodological Framework (TSA: RMF 2008).

The total contribution of Travel & Tourism includes its 'wider impacts' (ie the indirect and induced impacts) on the economy. The 'indirect' contribution includes the GDP and jobs supported by:

- Travel & Tourism investment spending – an important aspect of both current and future activity that includes investment activity such as the purchase of new aircraft and construction of new hotels;
- Government 'collective' spending, which helps Travel & Tourism activity in many different ways as it is made on behalf of the 'community at large' – eg tourism marketing and promotion, aviation, administration, security services, resort area security services, resort area sanitation services, etc;
- Domestic purchases of goods and services by the sectors dealing directly with tourists – including, for example, purchases of food and cleaning services by hotels, of fuel and catering services by airlines, and IT services by travel agents.

The 'induced' contribution measures the GDP and jobs supported by the spending of those who are directly or indirectly employed by the Travel & Tourism industry.

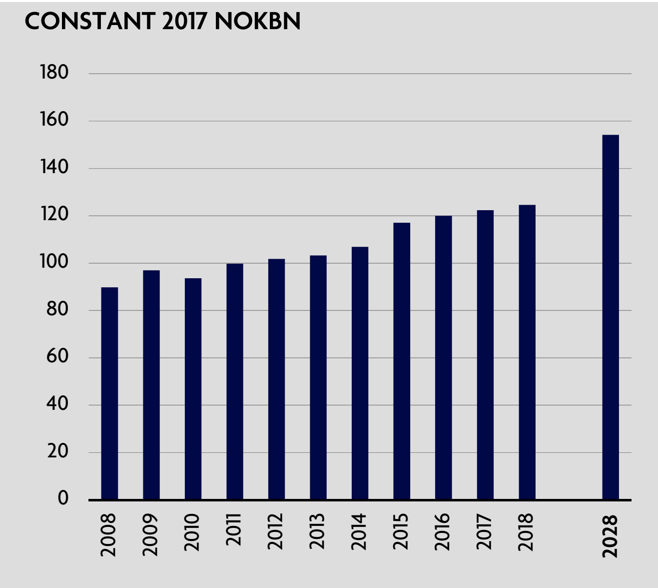
PLEASE NOTE THAT DUE TO CHANGES IN METHODOLOGY BETWEEN 2010 AND 2011, IT IS NOT POSSIBLE TO COMPARE FIGURES PUBLISHED BY WTTC FROM 2011 ONWARDS WITH THE SERIES PUBLISHED IN PREVIOUS YEARS.

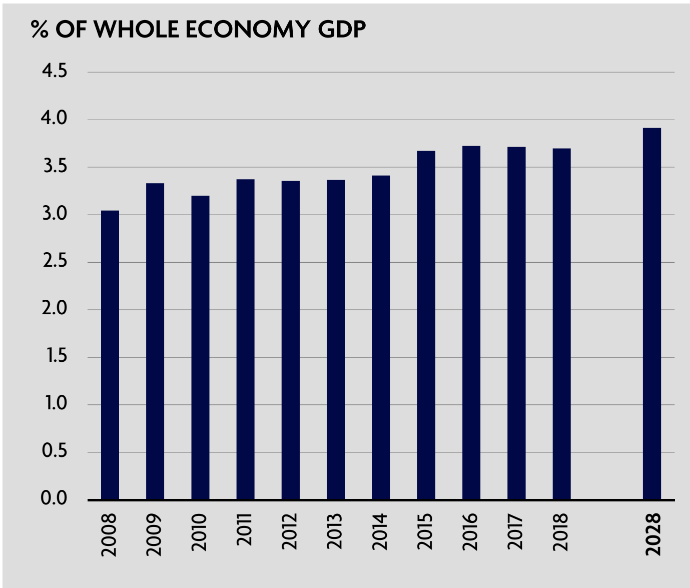
TRAVEL & TOURISM'S CONTRIBUTION TO GDP[1]

The direct contribution of Travel & Tourism to GDP in 2017 was NOK122.4bn (3.7% of GDP). This is forecast to rise by 1.9% to NOK124.6bn in 2018. This primarily reflects the economic activity generated by industries such as hotels, travel agents, airlines and other passenger transportation services (excluding commuter services). But it also includes, for example, the activities of the restaurant and leisure industries directly supported by tourists.

The direct contribution of Travel & Tourism to GDP is expected to grow by 2.2% pa to NOK154.2bn (3.9% of GDP) by 2028.

NORWAY: DIRECT CONTRIBUTION OF TRAVEL & TOURISM TO GDP

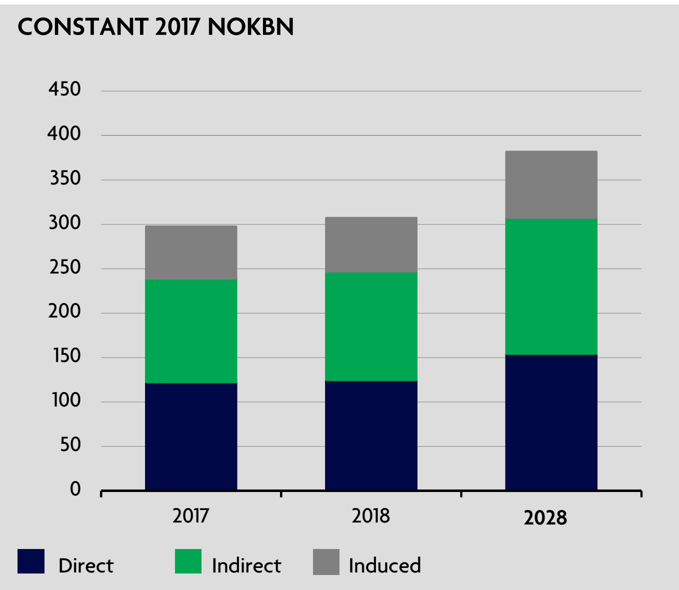


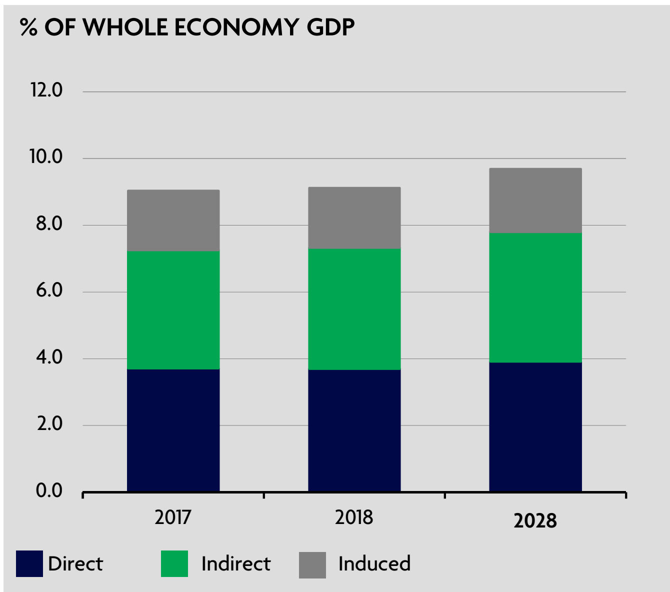


The total contribution of Travel & Tourism to GDP (including wider effects from investment, the supply chain and induced income impacts, see page 2) was NOK297.6bn in 2017 (9.0% of GDP) and is expected to grow by 3.2% to NOK307.1bn (9.1% of GDP) in 2018.

It is forecast to rise by 2.2% pa to NOK381.5bn by 2028 (9.7% of GDP).

NORWAY:TOTAL CONTRIBUTION OF TRAVEL & TOURISM TO GDP





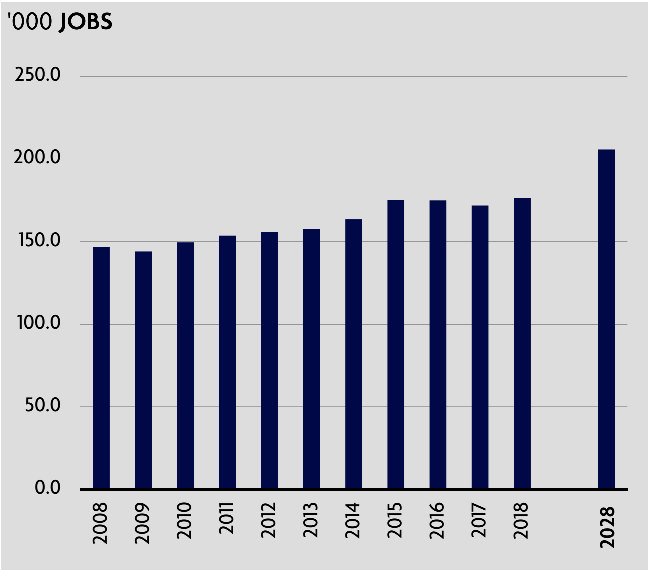
[1] All values are in constant 2017 prices & exchange rates

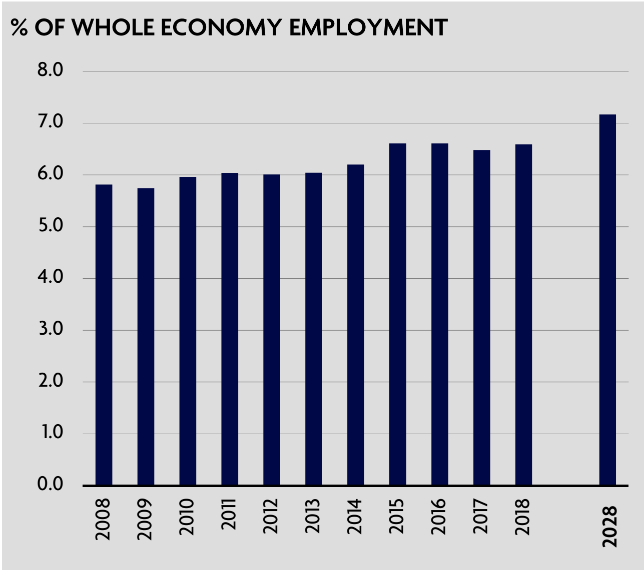
TRAVEL & TOURISM'S CONTRIBUTION TO EMPLOYMENT

Travel & Tourism generated 172,000 jobs directly in 2017 (6.5% of total employment) and this is forecast to grow by 2.7% in 2018 to 176,500 (6.6% of total employment). This includes employment by hotels, travel agents, airlines and other passenger transportation services (excluding commuter services). It also includes, for example, the activities of the restaurant and leisure industries directly supported by tourists.

By 2028, Travel & Tourism will account for 206,000 jobs directly, an increase of 1.5% pa over the next ten years.

NORWAY: DIRECT CONTRIBUTION OF TRAVEL & TOURISM TO EMPLOYMENT

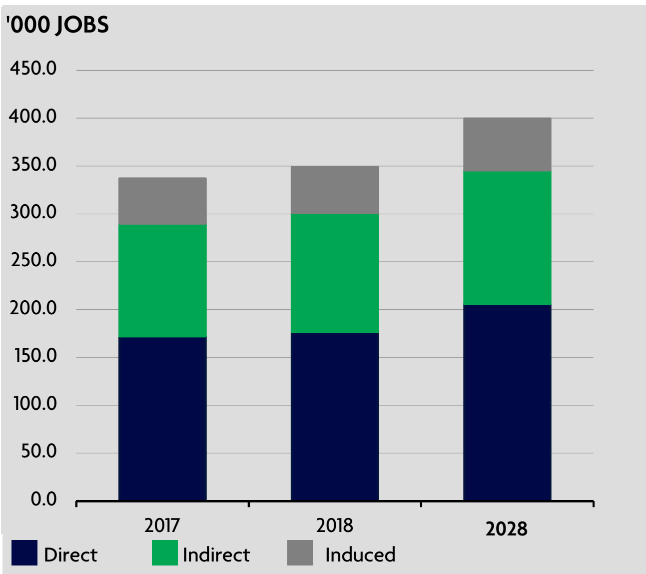


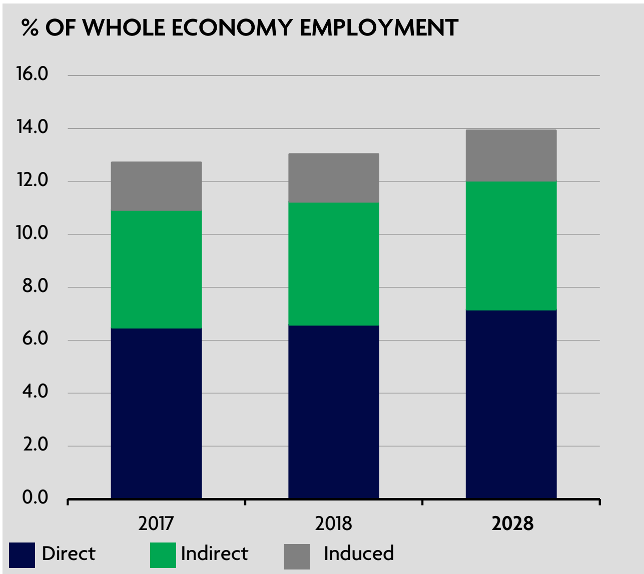


The total contribution of Travel & Tourism to employment (including wider effects from investment, the supply chain and induced income impacts, see page 2) was 337,000 jobs in 2017 (12.7% of total employment). This is forecast to rise by 3.5% in 2018 to 349,000 jobs (13.0% of total employment).

By 2028, Travel & Tourism is forecast to support 400,000 jobs (13.9% of total employment), an increase of 1.4% pa over the period.

NORWAY:TOTAL CONTRIBUTION OF TRAVEL & TOURISM TO EMPLOYMENT





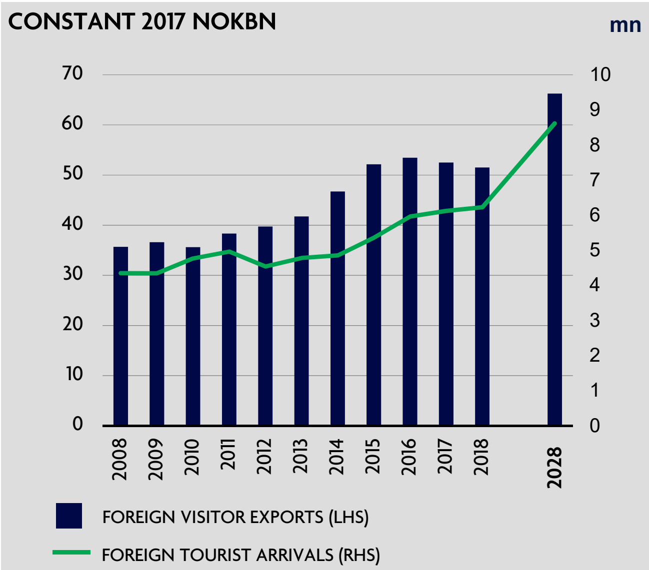
VISITOR EXPORTS AND INVESTMENT[1]

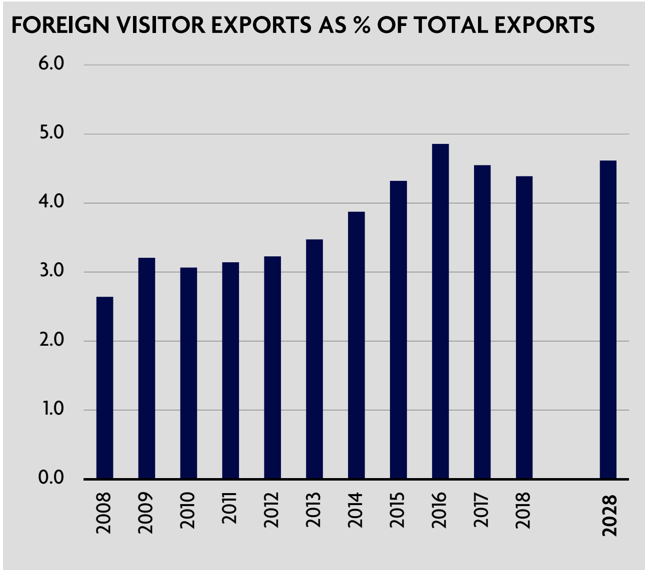
VISITOR EXPORTS

Visitor exports are a key component of the direct contribution of Travel & Tourism. In 2017, Norway generated NOK52.5bn in visitor exports. In 2018, this is expected to fall by 1.9%, and the country is expected to attract 6,224,000 international tourist arrivals.

By 2028, international tourist arrivals are forecast to total 8,617,000, generating expenditure of NOK66.3bn, an increase of 2.5% pa.

NORWAY:VISITOR EXPORTS AND INTERNATIONAL TOURIST ARRIVALS



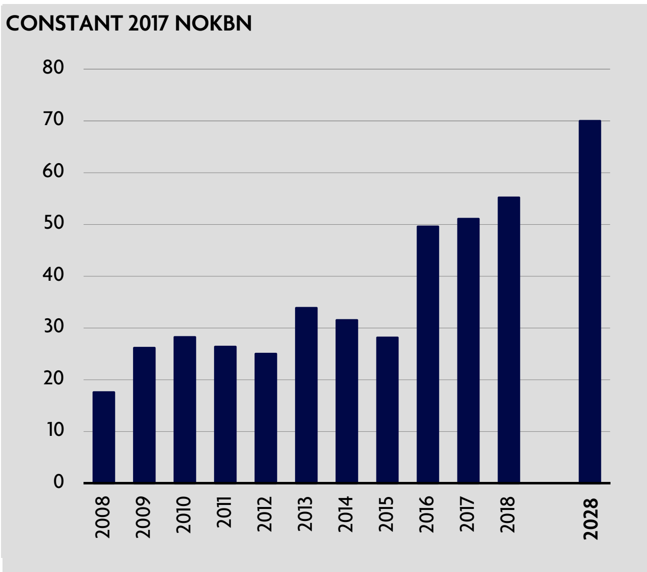


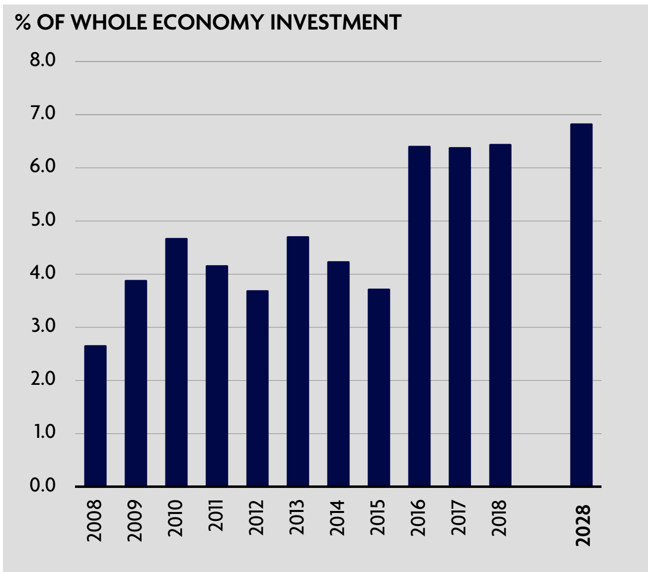
INVESTMENT

Travel & Tourism is expected to have attracted capital investment of NOK51.1bn in 2017. This is expected to rise by 8.1% in 2018, and rise by 2.4% pa over the next ten years to NOK70.0bn in 2028.

Travel & Tourism's share of total national investment will rise from 6.4% in 2018 to 6.8% in 2028.

NORWAY:CAPITAL INVESTMENT IN TRAVEL & TOURISM

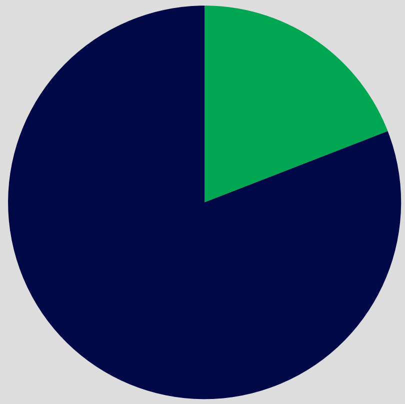




[1] All values are in constant 2017 prices & exchange rates

DIFFERENT COMPONENTS OF TRAVEL & TOURISM[1]

NORWAY
TRAVEL & TOURISM'S CONTRIBUTION TO GDP:
BUSINESS VS LEISURE, 2017



Leisure spending **80.9%**

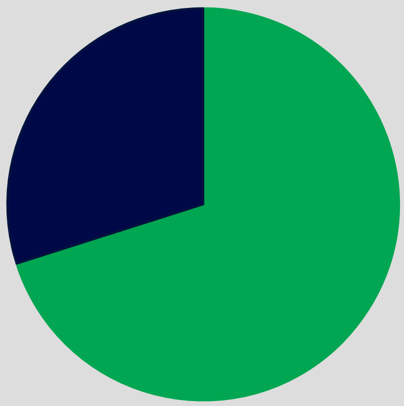
Business spending **19.1%**

Leisure travel spending (inbound and domestic) generated 80.9% of direct Travel & Tourism GDP in 2017 (NOK142.2bn) compared with 19.1% for business travel spending (NOK33.6bn).

Leisure travel spending is expected to grow by 2.3% in 2018 to NOK145.5bn, and rise by 2.2% pa to NOK180.2bn in 2028.

Business travel spending is expected to fall by 0.9% in 2018 to NOK33.3bn, and rise by 1.8% pa to NOK39.7bn in 2028.

NORWAY
TRAVEL & TOURISM'S CONTRIBUTION TO GDP:
DOMESTIC VS FOREIGN, 2017



Foreign visitor spending **29.9%**

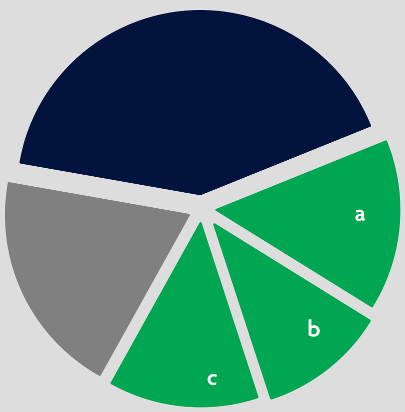
Domestic spending **70.1%**

Domestic travel spending generated 70.1% of direct Travel & Tourism GDP in 2017 compared with 29.9% for visitor exports (ie foreign visitor spending or international tourism receipts).

Domestic travel spending is expected to grow by 3.2% in 2018 to NOK127.2bn, and rise by 1.9% pa to NOK153.6bn in 2028.

Visitor exports are expected to fall by 1.9% in 2018 to NOK51.5bn, and rise by 2.5% pa to NOK66.3bn in 2028.

NORWAY
BREAKDOWN OF TRAVEL & TOURISM'S
TOTAL CONTRIBUTION TO GDP, 2017



Direct **41.1%**

Induced **19.7%**

Indirect **39.2%**

Indirect is the sum of:
(a) Supply chain 14.9%
(b) Investment 11.1%
(c) Government collective 13.1%

The Travel & Tourism industry contributes to GDP and employment in many ways as detailed on page 2.

The total contribution of Travel & Tourism to GDP is twice as large as its direct contribution.

[1] All values are in constant 2017 prices & exchange rates

COUNTRY RANKINGS: ABSOLUTE CONTRIBUTION,2017

	TRAVEL & TOURISM'S DIRECT CONTRIBUTION TO GDP	2017 (US$bn)
3	Germany	146.3
6	France	93.9
	World Average	**21.5**
21	Russian Federation	19.5
29	Norway	14.9
32	Sweden	13.4
36	Belgium	11.2
40	Poland	10.2
47	Denmark	7.1
	Other Europe Average	5.9
58	Finland	4.9
80	Iceland	2.1

	TRAVEL & TOURISM'S TOTAL CONTRIBUTION TO GDP	2017 (US$bn)
3	Germany	395.2
8	France	232.0
16	Russian Federation	76.1
	World Average	**62.9**
25	Sweden	52.4
31	Norway	36.3
38	Belgium	28.0
39	Denmark	25.1
41	Poland	23.9
43	Finland	21.3
	Other Europe Average	19.5
67	Iceland	8.5

	TRAVEL & TOURISM'S DIRECT CONTRIBUTION TO EMPLOYMENT	2017 '000 jobs
6	Germany	3143.9
15	France	1192.2
	World Average	**937.5**
21	Russian Federation	854.6
43	Poland	332.0
66	Sweden	180.0
70	Norway	171.9
	Other Europe Average	158.5
89	Belgium	113.1
111	Denmark	60.1
116	Finland	50.9
155	Iceland	13.7

	TRAVEL & TOURISM'S TOTAL CONTRIBUTION TO EMPLOYMENT	2017 '000 jobs
8	Germany	6118.4
16	Russian Federation	3256.5
18	France	2830.5
	World Average	**2341.0**
47	Poland	738.2
	Other Europe Average	582.1
59	Sweden	557.6
81	Norway	337.0
92	Belgium	285.2
99	Finland	227.5
102	Denmark	213.5
141	Iceland	68.9

	TRAVEL & TOURISM INVESTMENT	2017 (US$bn)
4	France	40.1
6	Germany	28.2
23	Russian Federation	6.8
26	Norway	6.2
	World Average	**4.8**
32	Sweden	4.7
41	Denmark	3.4
45	Poland	2.8
49	Belgium	2.6
	Other Europe Average	2.6
51	Finland	2.2
68	Iceland	1.0

	VISITOR EXPORTS	2017 (US$bn)
5	Germany	50.4
6	France	50.3
26	Sweden	16.5
28	Russian Federation	14.4
30	Belgium	13.5
32	Poland	13.0
	World Average	**8.1**
42	Denmark	7.6
50	Norway	6.4
	Other Europe Average	5.7
61	Iceland	4.1
64	Finland	3.7

The tables on pages 7-10 provide provide brief extracts from the full WTTC Country League Table Rankings, highlighting comparisons with competing destinations as well as with the world and regional average. Averages in above tables are simple cross-country averages.
The competing destinations selected are those that offer a similar tourism product and compete for tourists from the same set of origin markets. These tend to be, but are not exclusively, geographical neighbours.

COUNTRY RANKINGS: RELATIVE CONTRIBUTION, 2017

	TRAVEL & TOURISM'S DIRECT CONTRIBUTION TO GDP	2017 % share
29	Iceland	8.5
79	Germany	3.9
87	Norway	3.7
92	France	3.6
	World	3.2
	Other Europe	2.5
139	Sweden	2.4
146	Belgium	2.2
151	Denmark	2.2
156	Poland	1.9
157	Finland	1.9
179	Russian Federation	1.2

	TRAVEL & TOURISM'S TOTAL CONTRIBUTION TO GDP	2017 % share
17	Iceland	34.6
81	Germany	10.7
	World	10.4
97	Sweden	9.5
104	Norway	9.0
106	France	8.9
112	Finland	8.3
	Other Europe	8.1
123	Denmark	7.7
155	Belgium	5.6
167	Russian Federation	4.8
170	Poland	4.5

	TRAVEL & TOURISM'S DIRECT CONTRIBUTION TO EMPLOYMENT	2017 % share
34	Iceland	7.2
37	Germany	7.1
44	Norway	6.5
76	France	4.2
	World	3.8
93	Sweden	3.6
133	Belgium	2.4
141	Denmark	2.2
148	Poland	2.0
150	Finland	2.0
	Other Europe	1.8
176	Russian Federation	1.2

	TRAVEL & TOURISM'S TOTAL CONTRIBUTION TO EMPLOYMENT	2017 % share
17	Iceland	36.0
58	Germany	13.8
63	Norway	12.7
74	Sweden	11.1
83	France	10.0
	World	9.9
99	Finland	9.0
113	Denmark	7.8
	Other Europe	6.5
141	Belgium	6.0
164	Russian Federation	4.5
165	Poland	4.5

	TRAVEL & TOURISM CONTRIBUTION TO TOTAL CAPITAL INVESTMENT	2017 % share
23	Iceland	17.0
77	France	6.9
82	Norway	6.4
92	Denmark	5.3
	World	4.5
	Other Europe	4.4
122	Finland	3.8
126	Germany	3.7
137	Sweden	3.3
146	Poland	3.0
168	Belgium	2.3
172	Russian Federation	2.0

	VISITOR EXPORTS CONTRIBUTION TO EXPORTS	2017 % share
35	Iceland	37.6
	Other Europe	7.1
115	Sweden	6.7
	World	6.5
117	France	6.5
137	Poland	4.6
138	Norway	4.6
140	Denmark	4.2
147	Finland	3.8
152	Russian Federation	3.6
158	Belgium	3.2
161	Germany	2.9

COUNTRY RANKINGS: REAL GROWTH, 2018

	TRAVEL & TOURISM'S DIRECT CONTRIBUTION TO GDP	2018 % growth
61	Iceland	5.0
69	Russian Federation	4.6
	Other Europe	4.2
	World	4.0
96	Poland	3.6
118	Finland	3.1
126	France	2.9
128	Germany	2.9
160	Denmark	1.9
161	Norway	1.9
168	Sweden	1.6
178	Belgium	0.6

	TRAVEL & TOURISM'S TOTAL CONTRIBUTION TO GDP	2018 % growth
55	Iceland	5.1
	World	4.0
93	Russian Federation	3.9
	Other Europe	3.9
103	Poland	3.6
113	Norway	3.2
128	Germany	2.9
140	Finland	2.6
156	Sweden	2.1
158	France	2.1
161	Denmark	1.9
175	Belgium	0.8

	TRAVEL & TOURISM'S DIRECT CONTRIBUTION TO EMPLOYMENT	2018 % growth
36	Russian Federation	4.3
	Other Europe	3.8
80	Norway	2.7
87	Iceland	2.5
88	France	2.5
	World	2.4
98	Germany	2.2
102	Finland	2.1
113	Poland	1.7
142	Denmark	0.7
161	Belgium	-0.10
167	Sweden	-0.4

	TRAVEL & TOURISM'S TOTAL CONTRIBUTION TO EMPLOYMENT	2018 % growth
55	Norway	3.5
	Other Europe	3.3
	World	3.0
74	Russian Federation	2.9
97	Germany	2.3
100	Iceland	2.1
116	France	1.5
126	Finland	1.3
127	Poland	1.3
141	Denmark	0.8
155	Sweden	0.4
160	Belgium	0

	TRAVEL & TOURISM INVESTMENT	2018 % growth
14	Norway	8.1
42	Sweden	6.5
44	Iceland	6.5
61	Germany	6.0
74	Poland	5.3
	World	4.8
97	Belgium	4.4
118	Russian Federation	3.8
	Other Europe	3.5
133	France	3.3
140	Finland	3.2
153	Denmark	2.5

	VISITOR EXPORTS	2018 % growth
25	Finland	7.4
30	Russian Federation	7.0
	Other Europe	5.3
83	Iceland	4.6
85	France	4.4
	World	3.9
112	Germany	3.5
146	Poland	2.1
162	Sweden	1.1
172	Belgium	0.3
175	Denmark	-0.27
182	Norway	-1.91

COUNTRY RANKINGS:
LONG TERM GROWTH, 2018 - 2028

	TRAVEL & TOURISM'S DIRECT CONTRIBUTION TO GDP	2018 - 2028 % growth pa
64	Poland	4.7
77	Iceland	4.4
	World	3.8
	Other Europe	3.4
136	Sweden	3.2
139	Belgium	3.1
151	Russian Federation	2.8
157	Finland	2.6
172	Norway	2.2
175	Denmark	2.1
179	France	2.1
183	Germany	1.8

	TRAVEL & TOURISM'S TOTAL CONTRIBUTION TO GDP	2018 - 2028 % growth pa
74	Poland	4.5
95	Iceland	4.1
	World	3.8
	Other Europe	3.2
141	Sweden	2.9
155	Russian Federation	2.6
157	Belgium	2.6
166	Finland	2.4
173	Norway	2.2
176	Denmark	1.9
179	France	1.8
183	Germany	1.4

	TRAVEL & TOURISM'S DIRECT CONTRIBUTION TO EMPLOYMENT	2018 - 2028 % growth pa
15	Iceland	3.9
60	Poland	2.9
88	Finland	2.4
	Other Europe	2.2
	World	2.2
103	Sweden	2.1
106	Russian Federation	2.1
109	Belgium	2.0
119	France	1.9
136	Norway	1.5
143	Germany	1.5
179	Denmark	0.7

	TRAVEL & TOURISM'S TOTAL CONTRIBUTION TO EMPLOYMENT	2018 - 2028 % growth pa
55	Iceland	2.8
69	Finland	2.6
	World	2.5
80	Poland	2.4
104	Sweden	1.9
	Other Europe	1.7
126	Belgium	1.5
135	France	1.4
138	Norway	1.4
152	Russian Federation	1.2
177	Germany	0.4
178	Denmark	0.3

	TRAVEL & TOURISM CONTRIBUTION TO TOTAL CAPITAL INVESTMENT	2018 - 2028 % growth pa
75	Poland	4.5
	World	4.3
104	Iceland	3.9
116	Russian Federation	3.4
	Other Europe	3.4
145	France	2.8
147	Finland	2.7
149	Belgium	2.6
151	Sweden	2.5
152	Germany	2.5
156	Norway	2.4
163	Denmark	2.2

	VISITOR EXPORTS CONTRIBUTION TO TOTAL EXPORTS	2018 - 2028 % growth pa
36	Finland	5.7
53	Poland	5.3
72	Iceland	4.8
78	Sweden	4.7
	Other Europe	4.5
	World	4.1
117	Russian Federation	4.0
133	Belgium	3.7
140	France	3.4
169	Norway	2.5
170	Germany	2.5
178	Denmark	2.2

SUMMARY TABLES: ESTIMATES & FORECASTS

NORWAY	2017 USDbn[1]	2017 % of total	2018 Growth[2]	USDbn[1]	2028 % of total	Growth[3]
Direct contribution to GDP	14.9	3.7	1.9	18.8	3.9	2.2
Total contribution to GDP	36.3	9.0	3.2	46.5	9.7	2.2
Direct contribution to employment[4]	172	6.5	2.7	206	7.2	1.5
Total contribution to employment[4]	337	12.7	3.5	400	13.9	1.4
Visitor exports	6.4	4.6	-1.9	8.1	4.6	2.5
Domestic spending	15.0	3.7	3.2	18.7	3.9	1.9
Leisure spending	17.3	2.9	2.3	22.0	3.1	2.2
Business spending	4.1	0.7	-0.9	4.8	0.7	1.8
Capital investment	6.2	6.4	8.1	8.5	6.8	2.4

[1]2017constant prices & exchange rates; [2]2018 real growth adjusted for inflation (%); [3]2018-2028 annualised real growth adjusted for inflation (%); [4]'000 jobs

OTHER EUROPE	2017 USDbn[1]	2017 % of total	2018 Growth[2]	USDbn[1]	2028 % of total	Growth[3]
Direct contribution to GDP	94.8	2.5	4.2	137.4	2.9	3.4
Total contribution to GDP	312.0	8.1	3.9	444.5	9.4	3.2
Direct contribution to employment[4]	2,536	1.8	3.8	3,262	2.3	2.2
Total contribution to employment[4]	9,314	6.5	3.3	11,418	8.1	1.7
Visitor exports	92.0	7.1	5.3	150.4	9.1	4.5
Domestic spending	122.7	3.2	3.3	160.0	3.4	2.4
Leisure spending	177.4	2.0	3.8	252.2	2.4	3.2
Business spending	37.4	0.4	5.9	58.3	0.5	3.9
Capital investment	41.3	4.4	3.5	59.5	5.3	3.4

[1]2017constant prices & exchange rates; [2]2018 real growth adjusted for inflation (%); [3]2018-2028 annualised real growth adjusted for inflation (%); [4]'000 jobs

WORLDWIDE	2017 USDbn[1]	2017 % of total	2018 Growth[2]	USDbn[1]	2028 % of total	Growth[3]
Direct contribution to GDP	2,570.1	3.2	4.0	3,890.0	3.6	3.8
Total contribution to GDP	8,272.3	10.4	4.0	12,450.1	11.7	3.8
Direct contribution to employment[4]	118,454	3.8	2.4	150,139	4.2	2.2
Total contribution to employment[4]	313,221	9.9	3.0	413,556	11.6	2.5
Visitor exports	1,494.2	6.5	3.9	2,311.4	6.9	4.1
Domestic spending	3,970.5	5.0	4.1	6,051.5	5.8	3.9
Leisure spending	4,233.3	2.5	4.1	6,605.3	2.8	4.1
Business spending	1,230.6	0.7	3.8	1,756.1	0.8	3.2
Capital investment	882.4	4.5	4.8	1,408.3	5.1	4.3

[1]2017constant prices & exchange rates; [2]2018 real growth adjusted for inflation (%); [3]2018-2028 annualised real growth adjusted for inflation (%); [4]'000 jobs

% of total refers to each indicator's share of the relevant whole economy indicator such as GDP and employment. Visitor exports is shown relative to total exports of goods and services. Domestic spending is expressed relative to whole economy GDP. For leisure and business spending, their direct contribution to Travel & Tourism GDP is calculated as a share of whole economy GDP (the sum of these shares equals the direct contribution). Investment is relative to whole economy investment.

THE ECONOMIC CONTRIBUTION OF TRAVEL & TOURISM: REAL 2017 PRICES

NORWAY (NOKbn, real 2017 prices)	2012	2013	2014	2015	2016	2017	2018E	2028F
1. Visitor exports	39.7	41.8	46.7	52.2	53.5	52.5	51.5	66.3
2. Domestic expenditure (includes government individual spending)	102.5	106.6	110.2	116.0	119.0	123.3	127.2	153.6
3. Internal tourism consumption (= 1 + 2)	142.3	148.4	157.0	168.2	172.4	175.8	178.8	219.9
4. Purchases by tourism providers, including imported goods (supply chain)	-40.5	-45.1	-50.1	-51.1	-52.4	-53.4	-54.1	-65.6
5. **Direct contribution of Travel & Tourism to GDP** (= 3 + 4)	101.8	103.3	106.9	117.1	120.0	122.4	124.6	154.2
Other final impacts (indirect & induced) 6 Domestic supply chain	34.2	38.5	44.0	44.0	45.1	46.0	46.8	58.0
7. Capital investment	25.0	33.9	31.5	28.1	49.6	51.1	55.2	70.0
8. Government collective spending	31.0	32.0	34.1	37.1	39.2	40.4	41.9	51.3
9. Imported goods from indirect spending	-10.5	-9.4	-11.8	-11.9	-20.0	-20.9	-21.7	-26.2
10. Induced	46.9	51.0	52.0	53.6	57.9	58.6	60.1	74.2
11. **Total contribution of Travel & Tourism to GDP (= 5 + 6 + 7 + 8 + 9 + 10)**	228.4	249.3	256.8	268.1	291.8	297.6	307.1	381.5
Employment impacts ('000) 12. Direct contribution of Travel & Tourism to employment	155.7	157.7	163.6	175.2	175.0	171.9	176.6	205.8
13. **Total contribution of Travel & Tourism to employment**	288.9	308.9	315.7	325.0	342.5	337.0	348.8	399.6
Other indicators 14. Expenditure on outbound travel	106.4	116.3	124.7	133.6	142.1	138.9	142.5	169.2

THE ECONOMIC CONTRIBUTION OF TRAVEL & TOURISM: NOMINAL PRICES

NORWAY (NOKbn, nominal prices)	2012	2013	2014	2015	2016	2017	2018E	2028F
1. Visitor exports	38.9	41.9	47.0	51.0	51.6	52.5	52.5	82.2
2. Domestic expenditure (includes government individual spending)	100.3	106.9	110.8	113.5	114.9	123.3	129.5	190.5
3. Internal tourism consumption (= 1 + 2)	139.2	148.8	157.8	164.5	166.6	175.8	182.0	272.6
4. Purchases by tourism providers, including imported goods (supply chain)	-39.6	-45.2	-50.4	-49.9	-50.7	-53.4	-55.1	-81.4
5. **Direct contribution of Travel & Tourism to GDP** (= 3 + 4)	99.6	103.6	107.4	114.6	115.9	122.4	126.9	191.2
Other final impacts (indirect & induced) 6. Domestic supply chain	33.4	38.6	44.3	43.0	43.6	46.0	47.7	71.9
7. Capital investment	24.5	34.0	31.7	27.5	47.9	51.1	56.2	86.8
8. Government collective spending	30.3	32.1	34.3	36.3	37.9	40.4	42.7	63.7
9. Imported goods from indirect spending	-10.3	-9.5	-11.8	-11.6	-19.3	-20.9	-22.0	-32.4
10. Induced	45.9	51.2	52.3	52.4	55.9	58.6	61.2	92.0
11. **Total contribution of Travel & Tourism to GDP (= 5 + 6 + 7 + 8 + 9 + 10)**	223.4	250.1	258.1	262.2	282.0	297.6	312.7	473.1
Employment impacts ('000) 12. Direct contribution of Travel & Tourism to employment	155.7	157.7	163.6	175.2	175.0	171.9	176.6	205.8
13. **Total contribution of Travel & Tourism to employment**	288.9	308.9	315.7	325.0	342.4	337.0	348.8	399.6
Other indicators 14. Expenditure on outbound travel	104.1	116.6	125.3	130.7	137.3	138.9	145.1	209.8

*Concepts shown in this table align with the standard table totals as described in the *2008 Tourism Satellite Account: Recommended Methodological* Framework (TSA: RMF 2008) developed by the United Nations Statistical Division (UNSD), the Statistical Office of the European Communities (EUROSTAT), the Organisation for Economic Co-operation and Development (OECD) and the World Tourism Organization (UNWTO).

Historical data for concepts has been benchmarked to match reported TSA data where available.

THE ECONOMIC CONTRIBUTION OF TRAVEL & TOURISM: GROWTH

NORWAY Growth[1] (%)	2012	2013	2014	2015	2016	2017	2018E	2028F [2]
1. Visitor exports	3.7	5.1	12.0	11.6	2.5	-1.7	-1.9	2.5
2. Domestic expenditure (includes government individual spending)	3.0	4.0	3.4	5.2	2.5	3.6	3.2	1.9
3. Internal tourism consumption (= 1 + 2)	3.2	4.3	5.8	7.1	2.5	2.0	1.7	2.1
4. Purchases by tourism providers, including imported goods (supply chain)	6.2	11.4	11.1	1.9	2.7	1.9	1.3	2.0
5. **Direct contribution of Travel & Tourism to GDP** (= 3 + 4)	2.0	1.5	3.5	9.6	2.5	2.0	1.9	2.2
Other final impacts (indirect & induced) 6. Domestic supply chain	7.1	12.8	14.3	-0.1	2.5	2.0	1.9	2.2
7. Capital investment	-5.1	35.5	-7.0	-10.7	76.3	3.0	8.1	2.4
8. Government collective spending	2.2	3.4	6.4	8.8	5.7	3.1	3.7	2.0
9. Imported goods from indirect spending	4.9	-10.2	25.1	0.6	68.3	4.4	3.8	1.9
10. Induced	2.4	8.7	2.0	3.0	8.0	1.2	2.7	2.1
11. **Total contribution of Travel & Tourism to GDP (= 5 + 6 + 7 + 8 + 9 + 10)**	1.9	9.2	3.0	4.4	8.9	2.0	3.2	2.2
Employment impacts ('000) 12. Direct contribution of Travel & Tourism to employment	1.3	1.3	3.7	7.1	-0.1	-1.8	2.7	1.5
13. **Total contribution of Travel & Tourism to employment**	0.6	6.9	2.2	3.0	5.4	-1.6	3.5	1.4
Other indicators 14. Expenditure on outbound travel	7.3	9.2	7.2	7.2	6.4	-2.3	2.6	1.7

[1]2012-2017 real annual growth adjusted for inflation (%); [2]2018-2028 annualised real growth adjusted for inflation (%)

GLOSSARY

KEY DEFINITIONS

TRAVEL & TOURISM
Relates to the activity of travellers on trips outside their usual environment with a duration of less than one year. Economic activity related to all aspects of such trips is measured within the research.

DIRECT CONTRIBUTION TO GDP
GDP generated by industries that deal directly with tourists, including hotels, travel agents, airlines and other passenger transport services, as well as the activities of restaurant and leisure industries that deal directly with tourists. It is equivalent to total internal Travel & Tourism spending (see below) within a country less the purchases made by those industries (including imports). In terms of the UN's Tourism Satellite Account methodology it is consistent with total GDP calculated in table 6 of the TSA: RMF 2008.

DIRECT CONTRIBUTION TO EMPLOYMENT
The number of direct jobs within Travel & Tourism. This is consistent with total employment calculated in table 7 of the TSA: RMF 2008.

TOTAL CONTRIBUTION TO GDP
GDP generated directly by the Travel & Tourism sector plus its indirect and induced impacts (see below).

TOTAL CONTRIBUTION TO EMPLOYMENT
The number of jobs generated directly in the Travel & Tourism sector plus the indirect and induced contributions (see below).

DIRECT SPENDING IMPACTS

VISITOR EXPORTS
Spending within the country by international tourists for both business and leisure trips, including spending on transport, but excluding international spending on education. This is consistent with total inbound tourism expenditure in table 1 of the TSA: RMF 2008.

DOMESTIC TRAVEL & TOURISM SPENDING
Spending within a country by that country's residents for both business and leisure trips. Multi-use consumer durables are not included since they are not purchased solely for tourism purposes. This is consistent with total domestic tourism expenditure in table 2 of the TSA: RMF 2008. Outbound spending by residents abroad is not included here, but is separately identified according to the TSA: RMF 2008 (see below).

GOVERNMENT INDIVIDUAL SPENDING
Spending by government on Travel & Tourism services directly linked to visitors, such as cultural services (eg museums) or recreational services (eg national parks).

INTERNAL TOURISM CONSUMPTION
Total revenue generated within a country by industries that deal directly with tourists including visitor exports, domestic spending and government individual spending. This does not include spending abroad by residents. This is consistent with total internal tourism expenditure in table 4 of the TSA: RMF 2008.

BUSINESS TRAVEL & TOURISM SPENDING
Spending on business travel within a country by residents and international visitors.

LEISURE TRAVEL & TOURISM SPENDING
Spending on leisure travel within a country by residents and international visitors.

INDIRECT AND INDUCED IMPACTS

INDIRECT CONTRIBUTION
The contribution to GDP and jobs of the following three factors:

- **CAPITAL INVESTMENT:** Includes capital investment spending by all industries directly involved in Travel & Tourism. This also constitutes investment spending by other industries on specific tourism assets such as new visitor accommodation and passenger transport equipment, as well as restaurants and leisure facilities for specific tourism use. This is consistent with total tourism gross fixed capital formation in table 8 of the TSA: RMF 2008.

- **GOVERNMENT COLLECTIVE SPENDING:** Government spending in support of general tourism activity. This can include national as well as regional and local government spending. For example, it includes tourism promotion, visitor information services, administrative services and other public services. This is consistent with total collective tourism consumption in table 9 of TSA: RMF 2008.

- **SUPPLY-CHAIN EFFECTS:** Purchases of domestic goods and services directly by different industries within Travel & Tourism as inputs to their final tourism output.

INDUCED CONTRIBUTION
The broader contribution to GDP and employment of spending by those who are directly or indirectly employed by Travel & Tourism.

OTHER INDICATORS

OUTBOUND EXPENDITURE
Spending outside the country by residents on all trips abroad. This is fully aligned with total outbound tourism expenditure in table 3 of the TSA: RMF 2008.

FOREIGN VISITOR ARRIVALS
The number of arrivals of foreign visitors, including same-day and overnight visitors (tourists) to the country.

METHODOLOGICAL NOTE

WTTC has an on-going commitment to align its economic impact research with the UN Statistics Division-approved 2008 Tourism Satellite Account: Recommended Methodological Framework (TSA:RMF 2008). This involves the benchmarking of country reports to official, published TSAs, including for countries which are reporting data for the first time, as well as existing countries reporting an additional year's data. New country TSAs incorporated this year include Bulgaria, Hungary, Portugal and Vietnam, bringing our total of countries in our benchmarking dataset to 58. Furthermore, we have sourced updated TSAs for 26 countries.

WTTC coverage includes data on 185 countries and reports on 25 other regions, sub-regions and economic and geographic groups. This year, there are 10 reports for special economic and geographic groups.

ECONOMIC AND GEOGRAPHIC GROUPS

APEC (ASIA-PACIFIC ECONOMIC COOPERATION)
Australia, Brunei, Canada, Chile, China, Hong Kong, Indonesia, Japan, South Korea, Malaysia, Mexico, New Zealand, Papua New Guinea, Peru, Philippines, Russian Federation, Singapore, Taiwan, Thailand, USA, Vietnam.

FORMER NETHERLANDS ANTILLES
Bonaire, Curacao, Sint Maarten, Saba and Sint Eustatius.

G20
Argentina, Australia, Brazil, Canada, China, European Union, France*, Germany*, India, Indonesia, Italy*, Japan, Mexico, Russian Federation, Saudi Arabia, South Africa, South Korea, Turkey, UK*, USA.

GCC (GULF COOPERATION COUNCIL)
Bahrain, Kuwait, Oman, Qatar, Saudi Arabia, UAE.

OAS (ORGANIZATION OF AMERICAN STATES)
Argentina, Antigua and Barbuda, Bahamas, Barbados, Belize, Bolivia, Brazil, Canada, Chile, Colombia, Costa Rica, Cuba, Dominican Republic, Dominica, Ecuador, El Salvador, Grenada, Guatemala, Guyana, Haiti, Honduras, Jamaica, Mexico, St Kitts and Nevis, Nicaragua, Panama, Paraguay, Peru, St Lucia, St Vincent and the Grenadines, Suriname, Trinidad and Tobago, USA, Uruguay.

OECD (ORGANISATION FOR ECONOMIC CO-OPERATION AND DEVELOPMENT)
Australia, Austria, Belgium, Canada, Chile, Czech Republic, Denmark, Estonia, Finland, France, Germany, Greece, Hungary, Iceland, Ireland, Israel, Italy, Japan, South Korea, Luxembourg, Mexico, Netherlands, New Zealand, Norway, Poland, Portugal, Slovak Republic, Slovenia, Spain, Sweden, Switzerland, Turkey, UK, USA.

(OIC) ORGANISATION FOR ISLAMIC COOPERATION**
Albania, Algeria, Azerbaijan, Bahrain, Bangladesh, Benin, Brunei Darussalam, Burkina Faso, Cameroon, Chad, Comoros, Egypt, Gabon, Gambia, Guinea, Guyana, Indonesia, Iran, Iraq, Ivory Coast, Jordan, Kazakhstan, Kuwait, Kyrgyzstan, Lebanon, Libya, Malaysia, Maldives, Mali, Morocco, Mozambique, Niger, Nigeria, Oman, Pakistan, Qatar, Saudi Arabia, Senegal, Sierra Leone, Sudan, Suriname, Syria, Tajikistan, Togo, Tunisia, Turkey, UAE, Uganda, Uzbekistan, Yemen.

OTHER OCEANIA
American Samoa, Cook Islands, French Polynesia, Guam, Marshall Islands, Micronesia (Federated States of), New Caledonia, Niue, Northern Mariana Islands, Palau, Samoa, Tuvalu.

PACIFIC ALLIANCE
Chile, Colombia, Mexico, Peru.

SADC (SOUTHERN AFRICAN DEVELOPMENT COMMUNITY)
Angola, Botswana, Democratic Republic of Congo (DRC), Lesotho, Madagascar, Malawi, Mauritius, Mozambique, Namibia, Seychelles, South Africa, Swaziland, Tanzania, Zambia, Zimbabwe.

* included in European Union
** no data for Afghanistan, Djibouti, Guinea-Bissau, Mauritania, Palestine, Somalia or Turkmenistan

ECONOMIC IMPACT REPORTS

REGIONS, SUB REGIONS &COUNTRIES

WORLD

REGION	SUB REGION	COUNTRY
AFRICA	NORTH AFRICA	Algeria
		Egypt
		Libya
		Morocco
		Tunisia
	SUB-SAHARAN	Angola
		Benin
		Botswana
		Burkina Faso
		Burundi
		Cameroon
		Cape Verde
		Central African Republic
		Chad
		Comoros
		Congo
		Cote d'Ivoire
		Democratic Republic of Congo
		Ethiopia
		Gabon
		Gambia
		Ghana
		Guinea
		Kenya
		Lesotho
		Madagascar
		Malawi
		Mali
		Mauritius
		Mozambique
		Namibia
		Niger
		Nigeria
		Reunion
		Rwanda
		Sao Tome and Principe
		Senegal
		Seychelles
		Sierra Leone
		South Africa
		Sudan and South Sudan
		Swaziland
		Tanzania
		Togo
		Uganda
		Zambia
		Zimbabwe

REGION	SUB REGION	COUNTRY
AMERICAS	CARIBBEAN	Anguilla
		Antigua and Barbuda
		Aruba
		Bahamas
		Barbados
		Bermuda
		British Virgin Islands
		Cayman Islands
		Cuba
		Dominica
		Dominican Republic
		Former Netherland Antillies
		Grenada
		Guadeloupe
		Haiti
		Jamaica
		Martinique
		Puerto Rico
		St Kitts and Nevis
		St Lucia
		St Vincent and the Grenadines
		Trinidad and Tobago
		US Virgin Islands
	LATIN AMERICA	Argentina
		Belize
		Bolivia
		Brazil
		Chile
		Colombia
		Costa Rica
		Ecuador
		El Salvador
		Guatemala
		Guyana
		Honduras
		Nicaragua
		Panama
		Paraguay
		Peru
		Suriname
		Uruguay
		Venezuela
	NORTH AMERICA	Canada
		Mexico
		USA

REGION	SUB REGION	COUNTRY
ASIA-PACIFIC	NORTHEAST ASIA	China
		Hong Kong
		Japan
		South Korea
		Macau
		Mongolia
		Taiwan
	CENTRAL ASIA	Kazakhstan
		Kyrgyzstan
		Tajikistan
		Uzbekistan
	OCEANIA	Australia
		Fiji
		Kiribati
		New Zealand
		Papua New Guinea
		Solomon Islands
		Tonga
		Vanuatu
		Other Oceanic States
	SOUTH ASIA	Bangladesh
		India
		Maldives
		Nepal
		Pakistan
		Sri Lanka
	SOUTHEAST ASIA (ASEAN)	Brunei Darussalam
		Cambodia
		Indonesia
		Laos
		Malaysia
		Myanmar
		Philippines
		Singapore
		Thailand
		Vietnam
EUROPE	EUROPEAN UNION	Austria
		Belgium
		Bulgaria
		Croatia
		Cyprus
		Czech Republic
		Denmark
		Estonia
		Finland
		France
		Germany
		Greece

REGION	SUB-REGION	COUNTRY
EUROPE	EUROPEAN UNION	Hungary
		Ireland
		Italy
		Latvia
		Lithuania
		Luxembourg
		Malta
		Netherlands
		Poland
		Portugal
		Romania
		Slovakia
		Slovenia
		Spain
		Sweden
		UK
	OTHER EUROPE	Albania
		Armenia
		Azerbaijan
		Belarus
		Bosnia and Herzegovina
		Georgia
		Iceland
		Macedonia
		Moldova
		Montenegro
		Norway
		Russian Federation
		Serbia
		Switzerland
		Turkey
		Ukraine
MIDDLE EAST		Bahrain
		Iran
		Iraq
		Israel
		Jordan
		Kuwait
		Lebanon
		Oman
		Qatar
		Saudi Arabia
		Syria
		United Arab Emirates
		Yemen

The World Travel & Tourism Council is the global authority on the economic and social contribution of Travel & Tourism.

WTTC promotes sustainable growth for the Travel & Tourism sector, working with governments and international institutions to create jobs, to drive exports and to generate prosperity. Council Members are the Chairs, Presidents and Chief Executives of the world's leading private sector Travel & Tourism businesses.

Together with Oxford Economics, WTTC produces annual research that shows Travel & Tourism to be one of the world's largest sectors, supporting over 307 million jobs and generating 10.4% of global GDP in 2017. Comprehensive reports quantify, compare and forecast the economic impact of Travel & Tourism on 185 economies around the world. In addition to the individual country reports, WTTC produces a world report highlighting global trends and 24 further reports that focus on regions, sub-regions and economic and geographic groups.

To download reports or data, please visit **www.wttc.org**

Assisting WTTC to Provide Tools for Analysis, Benchmarking, Forecasting and Planning.

Oxford Economics is a leader in global forecasting and quantitative analysis. Our worldwide client base comprises more than 1,500 international corporations, financial institutions, government organisations, and universities. Headquartered in Oxford, with offices around the world, we employ 300 people, including 200 economists and analysts. Our best-of-class global economic and industry models and analytical tools give us an unmatched ability to forecast external market trends and assess their economic, social and business impact.

For more information, visit **www.oxfordeconomics.com**

Contributing data to the WTTC Economic Impact Model

STR is the source for premium hotel data benchmarking, analytics and marketplace insights. STR provides data that is reliable, confidential, accurate and actionable, and their comprehensive solutions empower clients to strategize and compete within their markets. The company's range of products includes data-driven solutions, thorough analytics and unrivalled marketplace insights, all built to fuel business growth and help clients make better operational and financial decisions. STR maintains a presence in 15 countries and collects data for over 59,000 hotels across 180 countries.

ForwardKeys analyses more than 17m flight booking transactions a day, drawing data from all the major global air reservation systems and selected airlines and tour operators. This information is enhanced with further independent data sets, including flight search and official government statistics, plus data science to paint a picture of who is travelling where and when. ForwardKeys' analytics are used by traveller-focussed businesses worldwide to monitor and anticipate traveller arrivals from a particular origin market at a specific time. This analysis enables parties to anticipate the impact of events, better manage their staffing levels, fine tune supply requirements, adjust and measure the effectiveness of their marketing efforts and anticipate future market trends.

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