

World Travel & Tourism Council 2004

WORLD TRAVEL & TOURISM COUNCIL

WTTC's TSA Research

WTTC / OEF

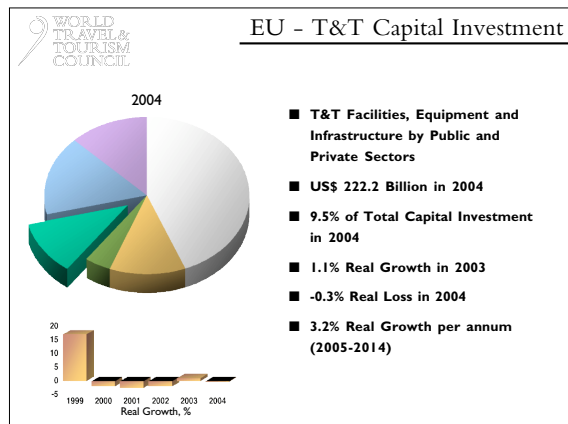
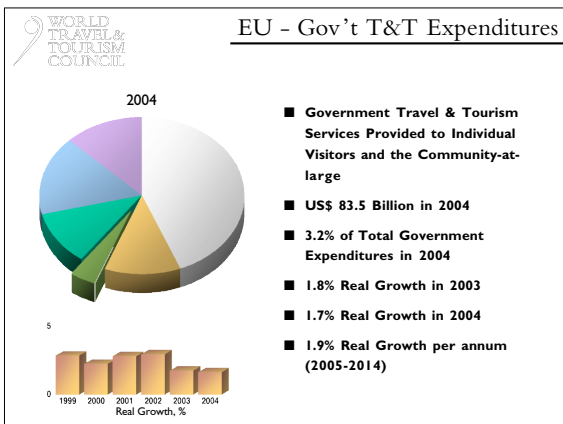
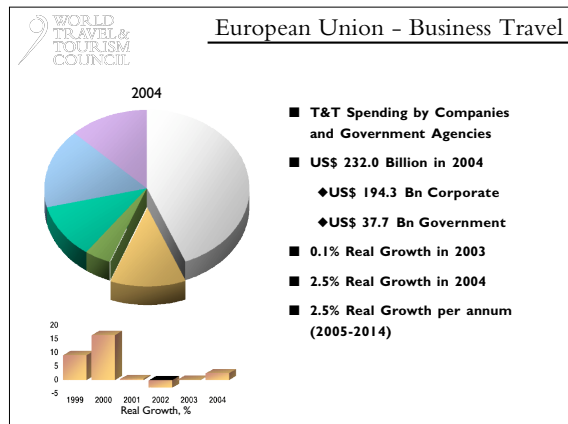
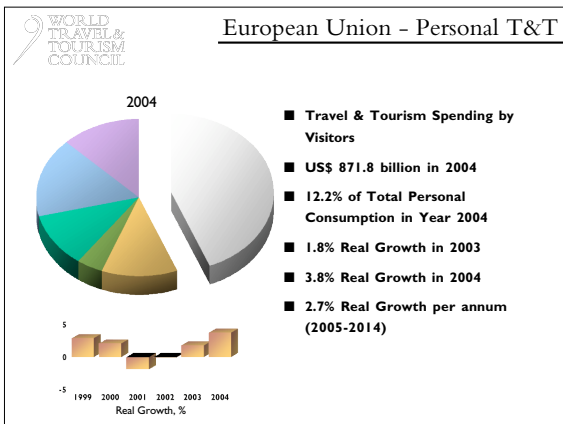
From Strategy and Concepts to Implementation, Model Building, Hard Data, Research, Analysis And Reporting (174 Countries)

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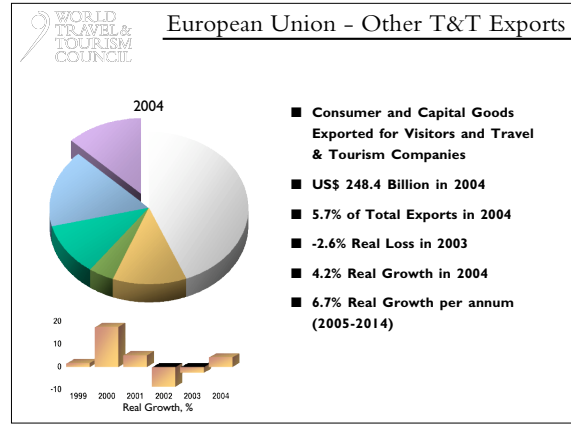
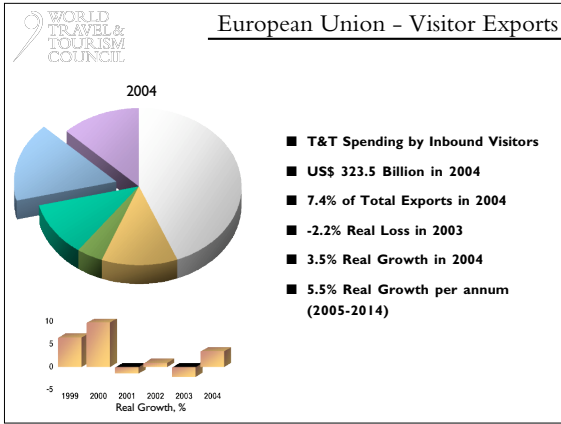
13 Years of Commitment

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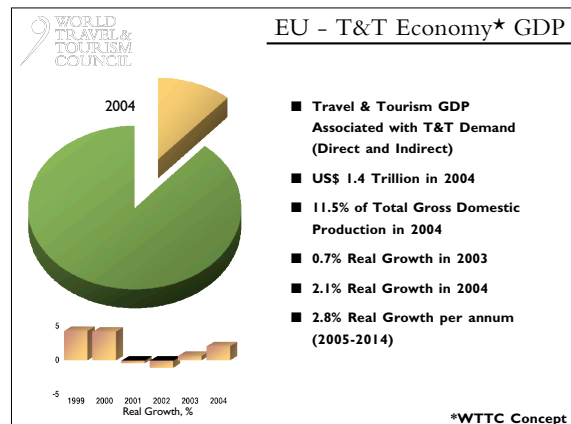
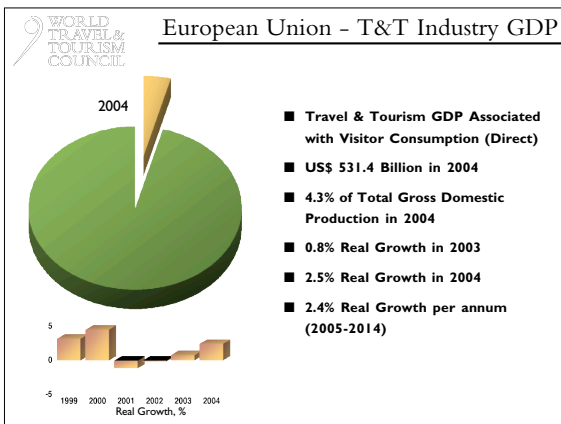
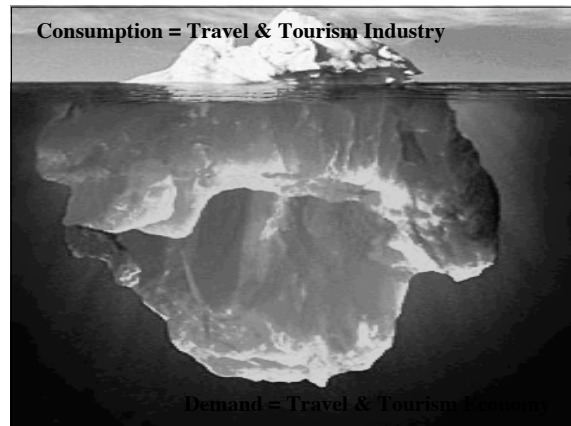
Components of Travel & Tourism Demand



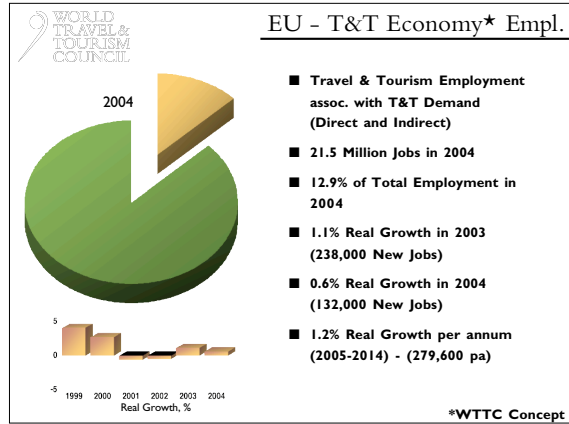
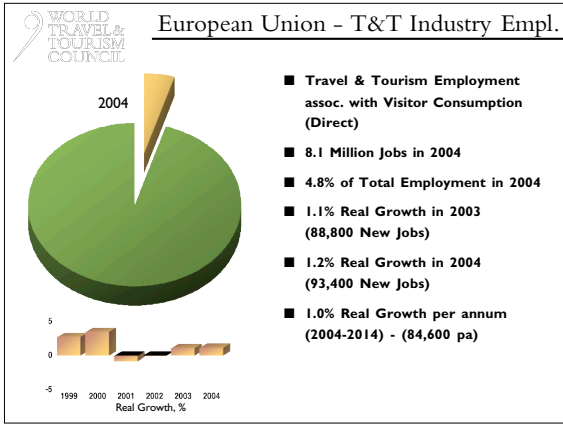
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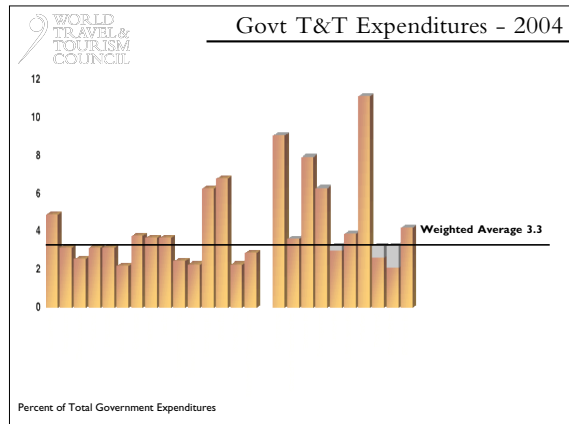
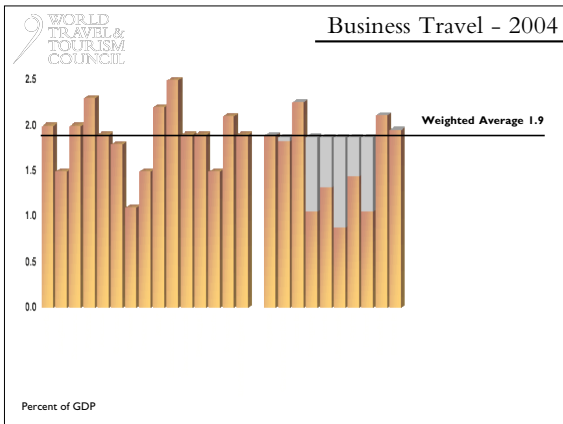
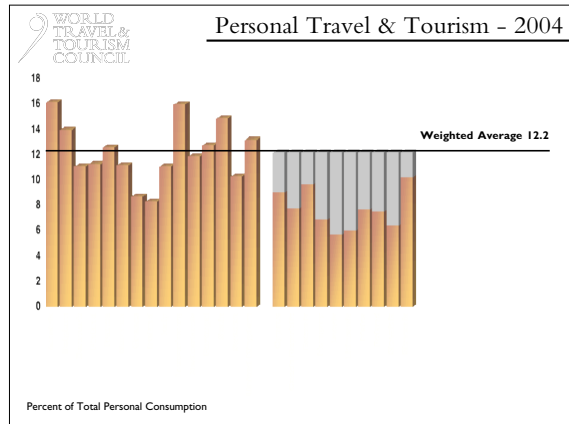
Perspectives of Travel & Tourism Supply / Production



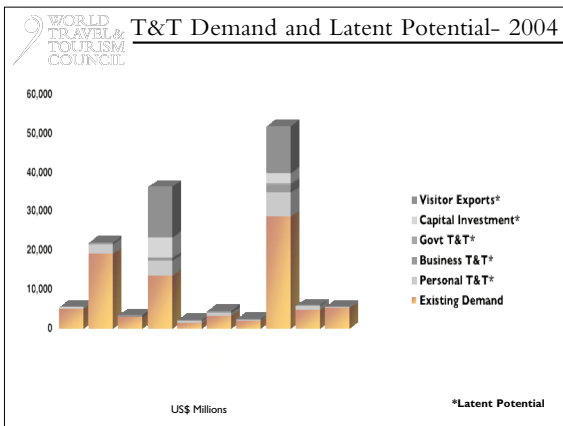
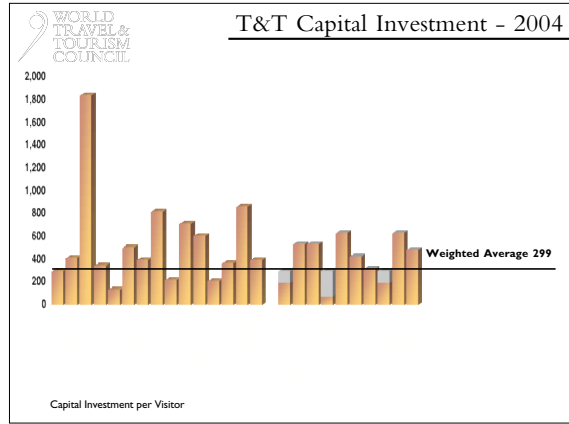
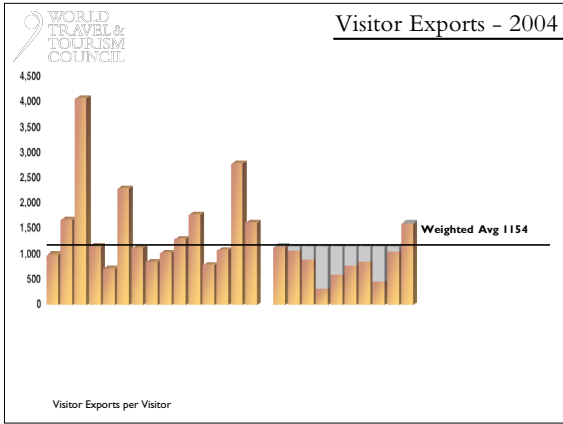
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The Latent Potential



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	T&T Industry GDP (\$m)	T&T Economy GDP (\$m)	T&T Industry Jobs	T&T Economy Jobs
Cyprus	345	893	12,138	31,380
Czech Republic	1,397	3,670	76,076	199,911
Estonia	258	677	16,769	44,058
Hungary	10,727	22,843	551,624	901,094
Latvia	343	902	27,994	73,552
Lithuania	566	1,488	36,668	96,342
Malta	532	725	19,478	26,539
Poland	7,824	23,297	500,235	1,489,575
Slovakia	457	1,202	37,369	98,200
Slovenia	200	526	9,287	24,403
Total	22,651	56,224	1,287,635	2,985,054

Absolute Value

	T&T Industry GDP	T&T Economy GDP	T&T Industry Jobs	T&T Economy Jobs
Cyprus	17.6	21.9	17.6	23.6
Czech Republic	52.1	27.1	52.1	30.2
Estonia	49.9	30.0	49.9	30.9
Hungary	232.0	232.6	232.0	233.7
Latvia	197.5	104.8	197.5	107.1
Lithuania	142.1	71.8	142.1	73.3
Malta	67.6	46.0	67.6	52.9
Poland	158.0	114.6	158.0	122.4
Slovakia	59.8	33.6	59.8	35.9
Slovenia	20.3	13.5	20.3	15.5
Total	127.0	90.6	131.4	92.7

Percent

