

Travel & Tourism sector to create 14m additional jobs in 2025: WTTC

According to the World Travel & Tourism Council's (WTTC) 2025 Economic Impact Research (EIR), the global Travel & Tourism sector is poised for robust growth, defying global economic uncertainties. The sector is projected to create an additional 14 million jobs in 2025, bringing the total to 371 million jobs worldwide—a figure exceeding the current population of the United States.

Travel & Tourism: A Cornerstone of Global Economies

The latest EIR reaffirms the sector's resilience and expanding influence, forecasting a record-breaking USD11.7 trillion contribution to global GDP in 2025—10.3% of the world economy. The momentum continues from 2024, when Travel & Tourism added USD10.9 trillion to the global economy, a 6% increase over the 2019 peak.

International visitor spending is also set to reach an unprecedented high of USD2.1 trillion, outpacing the previous record of USD1.9 trillion in 2019 by USD164 billion.

Leadership Insight: Travel Remains a Priority

Julia Simpson, President & CEO, WTTC, commented:

“People are continuing to prioritise travel. That's a powerful vote of confidence in our sector and a sign of its enduring strength. But while the global picture is strong, recovery is uneven. Some regions are achieving record-breaking success, while other major markets are plateauing.”

2024 Performance at a Glance:

- GDP Contribution: USD10.9 trillion (+8.5% YoY)
- Jobs Created: 357 million (+6.2%), equating to 1 in 10 jobs globally
- International Visitor Spend: USD1.87 trillion (+12%)
- Domestic Travel Spend: USD5.3 trillion (+5.4%)

Uneven Recovery Across Major Markets

While some markets continue to soar, others are experiencing a slowdown:

- United States: The world's largest travel economy, yet international visitor spending in 2024 remained below pre-pandemic levels and is not expected to fully recover in 2025.
- China: Though international spend exceeded 2019 levels last year, growth is predicted to decelerate in the coming months.
- Germany: Another key market where growth has leveled off.

In contrast, Saudi Arabia is setting the pace, committing USD800 billion to the sector by 2030. Meanwhile, France and Spain, the world's leading tourist destinations, continue to thrive through strategic investments and sustained global appeal.