

TRAVEL DAYS



Tourism Facts and Figure

Tourism is not only a worldwide industry, it is also the world's biggest. 5.5% of world GNP is spent on travel and tourism, a total of \$2,500 billion or nearly £1,500 billion a year. 112 million people or 1 worker in 15 worldwide is employed in the industry, while globally, investment represents 7.5% or \$350 billion.

Unsurprisingly the most "sophisticated" market for travel and tourism belongs to North America, but surprisingly only 8% of Americans own passports, while at home, only one in five adults will stay in a British hotel this year.

At one time, manufacturing was far and away the greatest generator of wealth and provider of jobs, but as automation increases, the number of workers employed in manufacturing continues to fall. Writing in the *London Evening Standard* earlier this month, Rocco Forte, President of the British Hospitality Association and Chief Executive of the Forte group expressed concern that governments, including our own, are failing to take the industry seriously. "The sector must ...be a priority for the next summit of world leaders," he argued. "The industry has a bright future. If it is allowed to flourish, it will underpin the freedom and prosperity of people throughout the world."



Picture: Robin Nowacki

Robin Lees with Rocco Forte.