



# OECD Tourism Trends and Policies 2018

Highlights



## ■ Background information

The OECD Tourism Trends and Policies 2018 report provides a clear picture of policies designed to support tourism competitiveness, innovation and growth. The report also highlights the significance of the tourism economy, providing data on domestic, inbound and outbound tourism, enterprises and employment, and internal tourism consumption.

Thematic chapters explore how understanding the potential impacts of megatrends can better shape the future of tourism, and the need for a shift towards investment and financing for sustainable tourism growth.

More information: [www.oecd.org/cfe/tourism](http://www.oecd.org/cfe/tourism)

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## ■ About the OECD Tourism Committee

The OECD Tourism Committee, created in 1948, acts as the OECD forum for exchange, and for monitoring policies and structural changes affecting the development of domestic and international tourism. It actively promotes a whole-of-government approach to support the sustainable economic growth of tourism.

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## Executive summary

Tourism is a major economic sector, directly contributing, on average, 4.2% of GDP, 6.9% of employment and 21.7% of services exports in the OECD area. Recent trends point to continued growth and outreach: globally, international tourist arrivals grew to over 1.2 billion in 2016, and OECD countries play a prominent role, with arrivals up 3.9%, representing 55% of the global total and accounting for 60.4% of global travel receipts (up 2.6% in real terms, reaching USD 1 226 billion in 2016). Despite widespread downward pressure on public finances, budgets for tourism have largely been maintained or increased, due to awareness of the important economic contribution of the sector.

Sustained development of the tourism sector will depend upon its ability to adapt to emerging economic, social, political, environmental and technological trends. Fulfilling tourism's potential as an engine for sustainable and inclusive growth will require the development of sound policies, integrated strategies, inter-ministerial structures, and mechanisms that involve the private sector and other stakeholders in tourism governance.

A large majority of countries have dedicated tourism policies, strategies and plans for the medium to long-term. There is much similarity between countries in their tourism policy priorities, which focus on improving competitiveness, sustainability and inclusiveness, addressing seasonality of demand, and enhancing the quality and appeal of the tourism offer. The last two years have seen a growing recognition of the importance of the development, management and promotion of local destinations, supported by regional or local structures and funding, and the preparation and execution of destination management plans.

A wide range of actions have been taken to develop and market distinctive products and destinations. Marketing activities have included various examples of successful regional and thematic branding. Many countries have established new offers and experiences based on their natural and cultural assets, and pursued opportunities for year-round growth through the promotion of health and wellness tourism, business tourism, events and various niche products. Tourism policies continue to give a high priority to opportunities presented by digitalisation, both in creative and targeted communication and in the handling and analysis of data.

The growth of international travel, notably from the Chinese and other Asian markets, is providing opportunities in all continents. Further action has been taken to improve connectivity and reduce barriers to travel, including visa requirements and entry procedures, while also addressing growing concerns about security. At the same time, various countries have strengthened promotion in the domestic market, including initiatives to extend holiday opportunities for all.

Supply-side policies to improve competitiveness include investment promotion and the simplification of business regulations, while recognising that there may be a need to extend and clarify regulations in emerging areas such as informal tourism services promoted through on-line platforms. The need to address labour and skills shortages in the sector is

recognised as a key issue in many countries, requiring action to improve the awareness and attractiveness of careers in tourism and the availability of relevant training.

The declaration by the United Nations of 2017 as the International Year of Sustainable Tourism for Development has drawn further attention to the sustainable tourism agenda and the contribution of the sector to the Sustainable Development Goals. This is reflected in policy priorities in many countries, with actions taken to improve the monitoring of tourism impacts, extend certification schemes, encourage the use of new technologies and green finance instruments, and generally promote environmentally sustainable and socially inclusive tourism growth.

## Key policy messages

### *Fostering an integrated policy approach:*

- Develop long-term strategies that consider the trade-offs and complementarities with related policy areas, and clearly identify the roles, functions, and interactions of key stakeholders.
- Recognise the value of strong dialogue between government, industry, and civil society in the development, implementation and monitoring phases.

### *Preparing for megatrends:*

- Build systemic and strategic approaches to adapt in an increasingly fast-moving, inter-connected and dynamic environment.
- Modernise regulatory and legislative frameworks, broadly engaging with key stakeholders in their development, and supporting predictive mechanisms in the policy and regulatory process.
- Cultivate partnerships with industry, other governments, and civil society to address the cross-cutting impacts of megatrends, and developing responses that account for new and innovative business approaches to service delivery.
- Take steps to future-proof tourism policy and promote a culture of innovation and change management within government to ensure that long-term megatrends are given due consideration, notably through robust data analysis and scenario planning.

### *Promoting investment and financing for sustainable tourism:*

- Incorporate environmental and sustainability criteria into public financing and investment supports, and encourage the uptake of green financing instruments for tourism projects, notably by leveraging private investment.
- Encourage more responsible business practices in tourism through the integration of environmental and social criteria into tourism policies and programmes, mobilisation of green investors, and uptake of sustainable practices by businesses.
- Build capacity and better co-ordinate actions across different levels of government and policy areas, including tourism, environment and innovation, to support the shift to more sustainable tourism investment and financing practices.
- Improve data and analysis on green finance and investment in sustainable tourism development, to accurately integrate environmental risk into tourism financing and investment decisions, and develop a better understanding of the economic, social and environmental outcomes of tourism investment.

## Chapter 1

# Tourism trends and policy priorities

*This chapter covers recent trends in tourism and associated developments in tourism governance and policy. It is based on responses to a policy and statistical survey of OECD member countries and partner economies. The chapter outlines the economic importance of tourism and sets out the role of government in promotion and product development, and in supporting a competitive and sustainable tourism industry. The effectiveness of governance structures and funding issues are considered. Tourism policy priorities, reforms, and developments are analysed with examples of country practices highlighted.*

Tourism is a highly important economic sector, making a significant contribution to the economies of OECD member and partner countries. Recent trends provide clear evidence of tourism's continued growth and outreach. The 2017 OECD High Level Meeting on Tourism Policies for Sustainable and Inclusive Growth recognised tourism's potential as a driver for sustainable development in OECD member and partner countries, when based upon sound policies and effective management. Governments are well placed to provide direction and support but it is increasingly recognised that this must be delivered in an integrated way, based on structures that involve the private sector and the many agencies and bodies, at all levels, whose activities can influence tourism performance and impacts.

## Recent trends

Tourism is well recognised for playing a key role in global economic activity, job creation, and as a source of export revenue and domestic value added. On average, tourism directly contributes 4.2% of GDP, 6.9% of employment and 21.7% of services exports to OECD countries (Figure 1.1), all of which are stable or slightly higher than figures for 2014.

Globally, inbound tourist arrivals (overnight visitors) grew to over 1.2 billion in 2016, an increase of 46 million (3.9%) on the previous year. This figure is forecast to reach 1.8 billion by 2030, with international tourist arrivals in emerging economy destinations projected to grow at double the rate of advanced tourism economies. As a result, the market share of emerging tourism economies is expected to increase from 45% in 2016 to 57% over the same period. France, the United States, Spain and China continue to fill the top four places for inbound arrivals in 2016, while China, the United States and Germany are the highest outbound markets in their respective regions (UNWTO, 2017a).

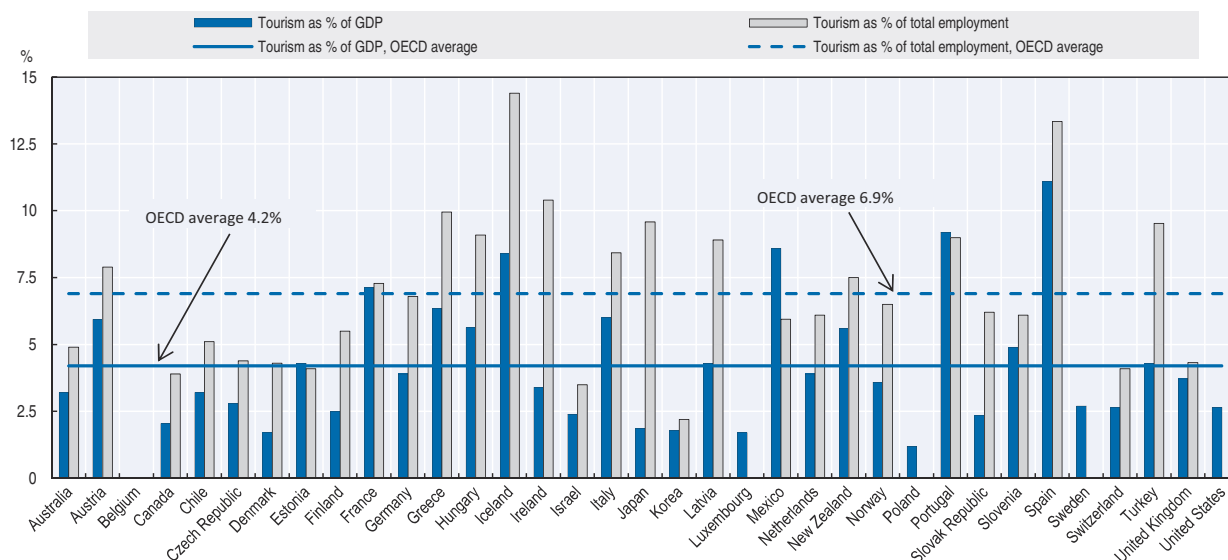
OECD member countries continue to play a prominent role in international tourism, accounting for just over half (55%) of total global arrivals in 2016 (up from 54% in 2014). After increasing at a faster rate than global arrivals in 2014 (6.4% compared to 4.2% globally), the average growth in international arrivals for OECD members reduced to 3.9% in 2016 (compared to 3.9% globally and 4.7% for the EU28). Despite the OECD rolling four year average annual growth rate of 4.9% slightly exceeding the global average, the 2016 figure is more reflective of the longer-term trend of a slowdown in arrivals to the OECD relative to tourism worldwide, resulting in a loss of market share.

More specifically, 14 OECD countries recorded double digit annual growth in 2016, with four in excess of 20% – Chile (26%), Iceland (39%), Japan (21.8%), Korea (30.3%) – while Belgium, Latvia and Turkey all experienced retractions of more than 10%. International arrivals grew by 10% or more in eight OECD partner countries (Bulgaria, Colombia, Costa Rica, Lithuania, Malta, Philippines, Romania, South Africa). A breakdown of international tourist arrivals to OECD member countries and selected partner economies is provided in Table 1.1.

Between January and August 2017, destinations worldwide welcomed just over 900 million international tourist arrivals, representing an increase of over 50 million (7%)

**Figure 1.1. Direct contribution of tourism to OECD countries**

As percentage of GDP and employment, 2016 or latest year available




Notes: GDP data for France refer to internal tourism consumption.

GDP data for Germany refer to GVA.

GDP for Greece refer to tourism GVA of industries 55-56 of NACE Rev. 2.

GDP data for Spain includes indirect effects.

Source: OECD Tourism Statistics (Database).

StatLink  <http://dx.doi.org/10.1787/888933639417>

**Table 1.1. International tourist arrivals, 2012-16**

	Type of indicator	2016	Average annual growth rate 2012 to 2016	Growth rate 2015 to 2016
		Thousand	%	
Australia	Visitors	8 269	7.6	11.0
Austria	Tourists	28 121	3.9	5.2
Belgium	Tourists	5 557	-2.5	-13.7
Canada	Tourists	19 818	5.0	10.3
Chile	Tourists	5 641	12.2	26.0
Czech Republic	Tourists	12 808	6.1	10.2
Denmark	Tourists	10 781	6.0	3.4
Estonia	Tourists	3 147	3.5	5.3
Finland	Tourists	4 599	2.1	-5.3
France	Tourists	82 570	0.2	-2.2
Germany	Tourists	35 555	4.0	1.7
Greece	Visitors	28 071	13.4	7.5
Hungary	Tourists	13 474	11.9	8.6
Iceland	Tourists	1 792	27.8	39.0
Ireland	Tourists	8 425	8.7	8.8
Israel	Tourists	2 900	0.1	3.6
Italy	Tourists	32 552	2.1	7.3
Japan	Visitors	24 040	30.2	21.8



Table 1.1. **International tourist arrivals, 2012-16 (cont.)**

	Type of indicator	2016	Average annual growth rate 2012 to 2016	Growth rate 2015 to 2016
		Thousand	%	
Korea	Visitors	17 242	11.5	30.3
Latvia	Tourists	1 793	5.7	-11.4
Luxembourg	Tourists	1 054	2.6	-3.5
Mexico	Tourists	35 079	10.6	9.3
Netherlands	Tourists	15 829	6.7	5.5
New Zealand	Tourists	3 370	8.0	10.9
Norway <sup>1</sup>	Tourists	5 960	6.5	12.4
Poland	Tourists	17 471	4.2	4.4
Portugal	Tourists	10 622	8.4	12.4
Slovak Republic	Tourists	2 027	7.3	17.8
Slovenia	Tourists	3 032	8.9	12.0
Spain	Tourists	75 315	7.0	10.5
Sweden <sup>2</sup>	Tourists	10 750	-6.8	-3.5
Switzerland <sup>3</sup>	Tourists	10 402	5.0	11.8
Turkey	Tourists	30 289	-4.0	-23.3
United Kingdom	Tourists	35 814	5.2	4.0
United States	Tourists	75 868	3.3	-2.1
Brazil	Tourists	6 578	3.8	4.3
Bulgaria	Tourists	8 252	6.0	16.2
Colombia	Visitors	5 092	9.9	14.5
Costa Rica	Tourists	2 925	5.7	10.0
Croatia	Tourists	13 809	7.4	8.9
Egypt	Tourists	5 168	-17.5	-42.5
Lithuania	Tourists	2 296	4.9	10.8
Malta	Tourists	1 966	8.0	10.2
Morocco	Tourists	10 332	2.5	1.5
Peru	Tourists	3 744	7.1	8.4
Philippines	Tourists	5 967	8.7	11.3
Romania	Tourists	2 471	10.6	10.6
Russian Federation <sup>4</sup>	Tourists	24 571	-1.7	-8.5
South Africa	Tourists	10 044	2.3	12.8
<b>EU28</b>			<b>4.5</b>	<b>4.7</b>
<b>OECD members</b>			<b>4.9</b>	<b>3.9</b>
<b>World<sup>5</sup></b>		<b>1 235 000</b>	<b>4.4</b>	<b>3.9</b>

Notes: For more information, please see the country profiles.

Tourists: International tourist arrivals (excluding same-day visitors).

Visitors: International visitor arrivals (tourists and same-day visitors).

1. Average annual growth rate refers to 2013-16.

2. Data refers to 2014. No data is available for 2015 and 2016 due to a change in Border Survey methodology. Average annual growth rate refer to 2012-14. Growth rate refers to 2013-14.

3. Until 2015 only data for hotel and similar establishments available. Since 2016, data are compiled also with supplementary accommodation.

4. Average annual growth rate refers to 2014-16.

5. UNWTO data (2017b).

Source: OECD Tourism Statistics (Database).

StatLink  <http://dx.doi.org/10.1787/888933639474>

year on year. As such, 2017 is currently on target to be the eighth consecutive year of solid growth for international tourism (UNWTO, 2017a).

Globally, international travel receipts reached USD 1 226 billion in 2016, up from USD 1 202 billion in 2015 (but down slightly from USD 1 260 billion in 2014). This equates to growth of 2.6%



in real terms, taking into account exchange rate fluctuations and inflation, and follows the overall trend in international tourist arrivals, although at a slightly slower pace. Global expenditure on travel more than doubled between 2000 and 2016, accounting for 7% of global exports in goods and services (UNWTO, 2017b). OECD countries accounted for 60.4% of global travel receipts (exports) and 51% of global travel expenditures (imports) in 2016 (compared to 60.6% and 49.8% respectively in 2015). Just under two thirds of OECD member countries recorded a positive travel balance in 2016. Table 1.2 provides a summary of international travel receipts, expenditure, and the travel balance for OECD and selected partner economies.

Tourism's share of trade in services is both significant and increasing for many OECD countries. In 2016, international tourism receipts represented, on average, 21.7% of services exports in the OECD. This share varies by country and when considering G7 economies, ranges from 11.9% in the United Kingdom to 40.1% in Italy (Figure 1.2). Most notably, over

**Table 1.2. International travel receipts and expenditure, 2015-16**

Million USD

	Travel receipts		Travel expenditure		Travel balance	
	2015	2016	2015	2016	2015	2016
Australia	28 872	32 423	23 760	24 915	5 112	7 508
Austria	18 212	19 287	9 100	9 500	9 112	9 787
Belgium	11 965	11 830	18 927	19 567	-6 963	-7 736
Canada	16 541	18 022	30 119	28 743	-13 578	-10 721
Chile	2 482	2 737	1 963	2 137	518	600
Czech Republic	6 048	6 309	4 866	4 919	1 182	1 390
Denmark	6 684	6 903	8 916	9 200	-2 232	-2 298
Estonia	1 427	1 530	982	1 099	446	431
Finland	2 558	2 715	4 774	5 168	-2 216	-2 454
France	45 901	42 367	38 405	40 335	7 496	2 032
Germany	36 853	37 408	77 481	81 063	-40 627	-43 655
Greece	15 667	14 609	2 260	2 219	13 407	12 390
Hungary	5 344	5 653	1 831	2 162	3 512	3 491
Iceland	1 617	2 424	996	1 277	621	1 147
Ireland	4 791	5 182	5 680	6 108	-888	-926
Israel	5 794	5 722	6 012	6 844	-218	-1 122
Italy	39 434	40 614	24 413	24 706	15 021	15 908
Japan	24 983	30 679	15 973	18 485	9 010	12 194
Korea	15 214	17 210	25 270	26 642	-10 056	-9 432
Latvia	895	866	614	695	281	171
Luxembourg	4 294	4 290	3 313	3 348	982	941
Mexico	17 734	19 571	10 098	10 227	7 636	9 344
Netherlands	11 587	14 110	17 552	17 909	-5 965	-3 799
New Zealand	9 049	9 638	3 735	3 990	5 314	5 648
Norway	4 873	5 204	15 292	15 412	-10 419	-10 208
Poland	10 467	10 977	7 936	7 984	2 531	2 993
Portugal	12 700	14 026	4 006	4 258	8 694	9 768
Slovak Republic	2 362	2 746	2 126	2 237	236	509
Slovenia	2 327	2 423	912	944	1 415	1 478
Spain	56 444	60 303	17 361	20 184	39 082	40 119
Sweden	11 317	12 510	14 416	14 133	-3 099	-1 623
Switzerland	16 410	16 259	16 288	16 515	122	-255
Turkey	26 616	18 743	5 368	4 783	21 248	13 960
United Kingdom	45 464	39 440	63 273	63 426	-17 809	-23 986
United States	205 418	205 940	114 723	123 618	90 695	82 322

Table 1.2. **International travel receipts and expenditure, 2015-16 (cont.)**

Million USD

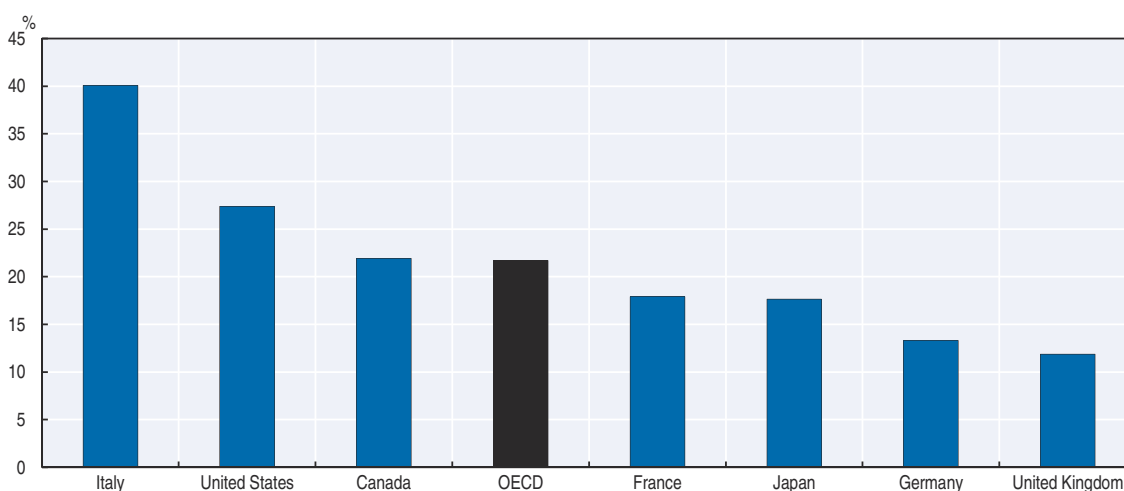
	Travel receipts		Travel expenditure		Travel balance	
	2015	2016	2015	2016	2015	2016
Brazil	5 844	6 024	17 357	14 497	-11 513	-8 473
Bulgaria	3 146	3 653	1 116	1 361	2 031	2 292
Colombia	4 245	4 694	4 322	4 209	-77	485
Costa Rica	3 267	3 879	690	809	2 576	3 070
Croatia	8 797	9 593	756	945	8 041	8 649
Egypt	6 065	2 645	3 442	4 110	2 623	-1 466
Lithuania	1 154	1 184	951	974	204	210
Malta	1 369	1 437	359	398	1 009	1 039
Morocco	6 260	6 556	1 402	1 457	4 857	5 099
Peru	3 320	3 512	1 691	1 838	1 629	1 675
Philippines	5 272	5 139	11 343	11 275	-6 070	-6 136
Romania	1 711	1 723	2 058	2 137	-347	-414
Russian Federation	8 420	7 788	34 932	23 951	-26 512	-16 163
South Africa	8 259	7 919	2 998	2 858	5 260	5 061
<b>EU28</b>	<b>371 391</b>	<b>843 125</b>	<b>659 528</b>	<b>683 054</b>		
<b>OECD members</b>	<b>728 341</b>	<b>740 668</b>	<b>598 740</b>	<b>624 750</b>		
<b>World</b>	<b>1 202 000</b>	<b>1 226 000</b>	<b>1 202 000</b>	<b>1 226 000</b>		

Note: For more information, please see the country profiles.


Source: OECD Tourism Statistics (Database) and UNWTO (2017b).

StatLink  <http://dx.doi.org/10.1787/888933639493>

Figure 1.2. **Contribution of tourism to services exports, selected OECD countries, 2016**



Source: OECD Trade in services by partner country (Database), extracted November 2017.

StatLink  <http://dx.doi.org/10.1787/888933639436>

the period 2010 to 2016 tourism as a share of services exports increased by 3.1 percentage points in the United States and decreased by 5.3 in France.

Tourism exports are economically important as they contribute to the value added of the economy. While not all tourism exports result in increases in domestic value added, results from the OECD Trade in Value added (TiVA) initiative indicate that tourism receipts generate more than average value added for receiving economies, and have significant upstream effects in both receiving and other countries. According to TiVA estimates, approximately 80% of tourism exports generate domestic value added in OECD countries; the

remaining 20% result in value created in other countries (imports). It is also estimated that EUR 1 of value added in tourism creates 56 cents of value added in upstream industries.

Considerable variation in the significance of domestic tourism is evident at country level. Domestic tourism is particularly significant in Australia, Canada, Germany, Italy, Japan, Mexico, the Netherlands, Norway, and the United Kingdom and United States, where it represents over 70% of internal tourism consumption. In contrast, inbound tourism, as a proportion of internal tourism consumption is more important in the Czech Republic, Estonia, Hungary, Iceland, Poland, and Slovenia. Table 1.3 provides a breakdown of internal tourism consumption (domestic and inbound) for selected OECD member countries.

**Table 1.3. Internal tourism consumption, 2016 or latest available year**

	Reference year	Internal tourism expenditure	Domestic tourism expenditure	Inbound tourism expenditure
		Million USD, current prices	% share	
Australia	2015	97 582	74	26
Austria	2015	36 692	46	54
Belgium	..	..	..	..
Canada	2016	69 125	78	22
Chile	2013	6 579	66	34
Czech Republic	2015	9 904	39	61
Denmark	2015	14 490	60	40
Estonia	2012	1 675	14	86
Finland	2014	15 105	65	35
France	2015	147 236	63	37
Germany	2015	293 020	85	15
Greece	..	..	..	..
Hungary	2013	6 480	39	61
Iceland	2015	2 838	30	70
Ireland	2007	8 978	46	54
Israel	2014	11 406	52	48
Italy	2010	149 103	74	26
Japan	2015	206 864	87	13
Korea	..	..	..	..
Latvia	..	..	..	..
Luxembourg	..	..	..	..
Mexico	2016	140 366	82	18
Netherlands	2016	83 785	72	28
New Zealand	2016	22 185	58	42
Norway	2015	19 716	71	29
Poland	2013	17 033	34	66
Portugal	2008	21 933	41	59
Slovak Republic	2014	4 705	42	58
Slovenia	2014	4 663	31	69
Spain	2013	151 675	52	48
Sweden	2016	34 572	60	40
Switzerland	2011	39 724	53	47
Turkey	..	..	..	..
United Kingdom	2014	214 929	80	20
United States	2015	935 464	79	21
<b>OECD average</b>			<b>76</b>	<b>24</b>

Notes: For more information, please see the country profiles.

Conversion from national currency to USD calculated using OECD annual average exchange rates for corresponding year. Tourism consumption is composed of tourism expenditure (monetary transactions), plus other transactions.

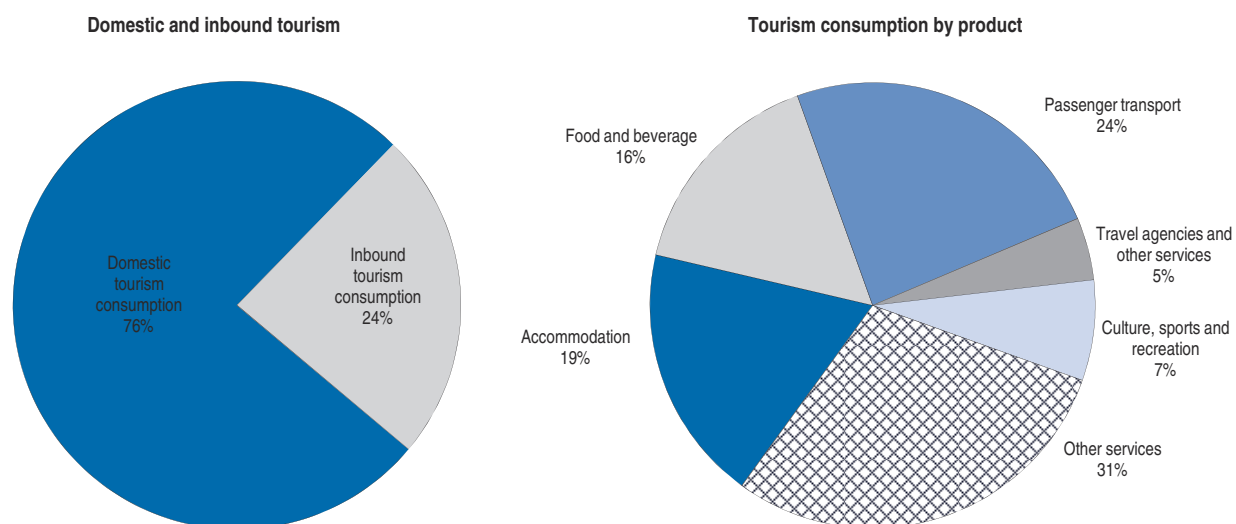
Source: OECD Tourism Statistics (Database).

StatLink  <http://dx.doi.org/10.1787/888933639512>

On average, domestic and inbound tourism account for 76% and 24% of internal tourism consumption respectively, in selected OECD countries (Figure 1.3). When considering internal tourism consumption by product, passenger transport (24%), followed by accommodation (19%), and food and beverage (16%) account for well over half of total consumption.

**Figure 1.3. Internal tourism consumption, selected OECD countries**

By type of tourism and product, 2016 or latest available year



Source: OECD Tourism Statistics (Database).

StatLink  <http://dx.doi.org/10.1787/888933639455>

Global tourism has now experienced steady growth for over six decades, benefitting from the rise of globalisation and technological advances that have led to cheaper airfares, while making it easier for people to plan and book their own travel. Throughout this period of sustained growth, tourism has demonstrated significant resilience in the face of a variety of challenges. In the last decade alone, these have ranged from the lingering impacts of the global economic crisis, geopolitical uncertainty, numerous terrorist attacks, natural disasters and other external shocks. Tourism demand historically tracks economic conditions closely, and since the downturn in 2009, global tourism has experienced more moderate year-on-year growth. This trend is expected to continue with international arrivals forecast to increase by an average of 3.3% per year to 2030 (4.4% to emerging destinations and 2.2% to advanced economies) (UNWTO, 2017a).

However, after many years of weak recovery, and with global economic growth in 2016 at the lowest rate since 2009, some signs of improvement have begun to appear. Trade and manufacturing output growth have picked up from a very low level, helped by firmer domestic demand growth in Asia and Europe, and private sector confidence has strengthened. But policy uncertainty remains high, trust in government has diminished, wage growth remains weak, inequality persists, and imbalances and vulnerabilities remain in financial markets. Against this background, a modest pick-up in global GDP growth to 3.5% is projected for 2017, strengthening further to 3.7% in 2018, before easing slightly in 2019. However, compared to the 20-year pre-crisis average, OECD per capita GDP growth remains over 0.5% weaker and global growth continues to lag (OECD, 2017c; OECD, 2017d).

Employment and unemployment rates are expected to continue to slowly improve in most OECD countries in the context of moderate growth. The OECD average unemployment rate is projected to move from 6.2% in Q4 2016 to 5.7% in Q4 2018. While an expanding majority of OECD countries have finally closed the substantial jobs gap that opened during the Great Recession of 2008-09, people in a number of countries are expressing rising dissatisfaction with economic policies promoting international trade and investment. The backlash against globalisation and trade highlight areas where employment, skills and social protection policies need to be reinforced and adapted to a changing economic environment (OECD, 2017e).

Tourism is highly labour intensive and a significant source of employment in OECD countries. The sector offers strong potential to support job-rich growth. It creates jobs for people of different ages and skill levels and provides opportunities to enter the labour market, gain experience, develop skills and move into higher level, better paid jobs.

Between 1995 and 2015 the share of middle-skill occupations in total employment has declined in almost all sectors of the economy in selected OECD countries. During this period, “hotels and restaurants” was the second fastest growing sector, with an increase of total employment in excess of 45%, behind only “real estate, renting and business activities” at 70% (OECD, 2017e).

The future of tourism will continue to be impacted by a range of current and emerging economic, social, political, environmental and technological changes, bringing new and often unseen challenges, threats and opportunities. For example, Chapter 2 explores the multi-dimensional implications of four megatrends likely to inform policy and shape the future of tourism to 2040: i) evolving visitor demand, ii) sustainable tourism growth, iii) enabling technologies, and iv) travel mobility. Similarly, investment and financing are an essential component of the challenge to shift to sustainable (low carbon, resource efficient and socially inclusive) tourism development. Chapter 3 explores policies, institutions and instruments for green finance and investment, highlighting good practices that catalyse and support this transition.

Addressing these and other multi-faceted challenges faced by the tourism industry, including the infrastructure and skills needed to meet expected future demand, requires an integrated approach across departments and levels of government, with input and support from industry and the research community. Long-term strategies and policies focused on promoting quality employment and job creation, skills development, entrepreneurship, innovation, effective investment, and integrated regional development, are integral to achieving sustainable and inclusive tourism growth – growth that takes into account current and future economic, social and environmental impacts, and addresses the needs of visitors, the industry, the environment and host communities.

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# OECD Tourism Trends and Policies 2018

*Tourism Trends and Policies*, published biennially, analyses tourism performance and major policy trends, initiatives and reforms across 49 OECD and partner countries, providing up-to-date tourism data and analysis. The report is an international reference and benchmark on how effectively countries are supporting competitiveness, innovation and growth in tourism.

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