

How to Read the Data Tables

The following pages present the data for all of the variables included in the Travel & Tourism Competitiveness Index 2008 (TTCI) for all 130 economies covered by the study.

The tables are organized in 14 sections, which correspond to the 14 pillars of the TTCI. The number preceding the title of each variable serves to identify the pillar to which the variable belongs.

Two types of data are used in the TTCI: Survey data and hard data.

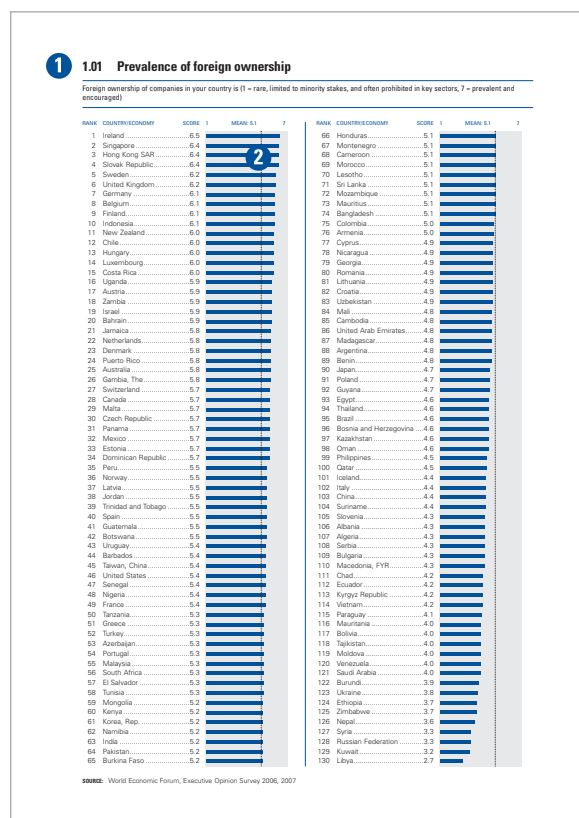
- **Survey data:** average responses in each economy to questions included in the World Economic Forum's Executive Opinion Survey, conducted in the early months of 2006 and 2007.
- **Hard data:** indicators obtained from a variety of sources.

Survey data

1 Data yielded from the World Economic Forum's Executive Opinion Survey are presented in blue-colored bar graphs. Questions from the Survey asked for responses on a scale of 1 to 7, where an answer of 1 corresponds to the lowest possible score and an answer of 7 corresponds to the highest possible score. For each Survey variable, the original question and the two extreme answers are shown.

We report the average score for each economy—that is, the arithmetic mean of responses from each economy. Variable 5.01, for example, asks about the government's prioritization of the T&T industry in the respondent's economy. On this particular variable, Mauritius with a score of 6.7 ranks first, and therefore appears at the top; it is followed by Barbados, second with a score of 6.6. We report responses rounded to one decimal point, but use the exact figures to determine rankings. For example, for the same variable 5.01, Montenegro's average score is 6.444, the United Arab Emirates' average score is 6.357, and Singapore's average score is 6.356. These economies are therefore ranked 3rd, 4th, and 5th, respectively, although they are all listed with the same rounded score of 6.4.

2 A dotted line on the graph indicates the mean score across the sample of 130 economies.



3 1.04 Visa requirements (hard data)

Number of countries requiring visas to enter the country for tourism and/or business trips as a percentage of UN countries | 2007



SOURCE: United Nations World Tourism Organization

Hard data

While Survey data provide qualitative information, hard data provide objective quantitative measures (for example, surface of protected areas, number of airports, life expectancy, and so on). Several hard data indicators were computed or provided by partners to the project (Booz Allen Hamilton, the International Air Transport Association, the United Nations World Tourism Organization, the International Union for Conservation of Nature, and the World Travel & Tourism Council). Other hard data indicators entering the TTCI were obtained from international organizations (for example, the International Monetary Fund, the World Bank, the International Telecommunication Union, the World Trade Organization, and so on), and, in some cases, from national sources. In the following pages, hard data variables are presented in black bar graphs. A detailed description and full source for each variable can be found in the Technical Notes and Sources section at the end of this Report.

When data are not available or are out of date, “n/a” is used in lieu of the rank and the value.

In the case of hard data, true ties between two or more countries are possible. In such cases, shared rankings are indicated accordingly. For example, both China and the Netherlands have 84 operating airlines on their territory. Therefore, these two countries share the 11th rank on variable 6.05.