



HOW MONEY TRAVELS

THE DIRECT, INDIRECT, AND INDUCED EFFECT OF TOURISM SPENDING



This chart highlights the way in which the economic contribution of Travel & Tourism spreads far beyond the direct transactions made by tourists. WTTC's analysis examines the economic contribution of Travel & Tourism on three levels:

- **DIRECT** includes only direct transactions by tourists for tourism services and products such as accommodation, recreation, transportation, and other related sectors.
- **INDIRECT** measures the supply chain impact.
- **INDUCED** measures the impact of money spent in the local economy by employees working in jobs supported by tourism both directly and indirectly.

Adding together the direct, indirect, and induced impacts shows the total economic impact of Travel & Tourism.