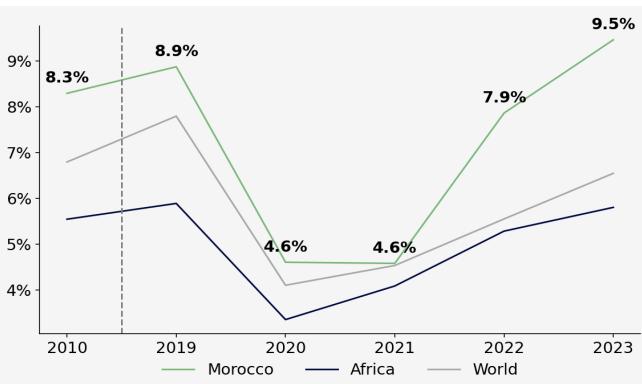


Environmental footprint of Travel & Tourism

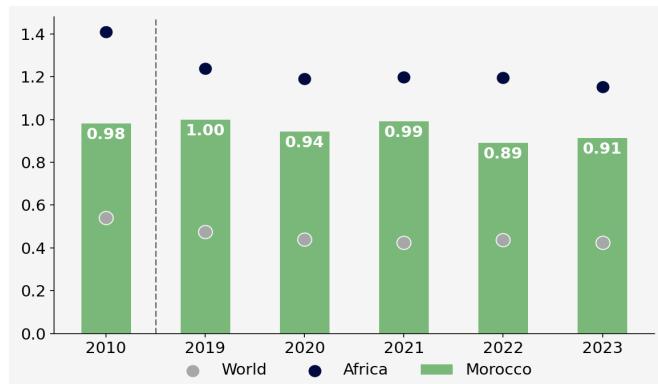
Travel & Tourism's contribution to total greenhouse gas emissions

% of total GHG emissions



Travel & Tourism's GHG emissions intensity

GHG emissions (kg CO2e) per USD of GDP*



Annual change in Travel & Tourism GDP*

Average growth rate,^ 2019-2023

+3.2%
Morocco

+0.2%
Africa

-1.0%
World

Annual change in GHGs linked to Travel & Tourism

Average growth rate,^ 2019-2023

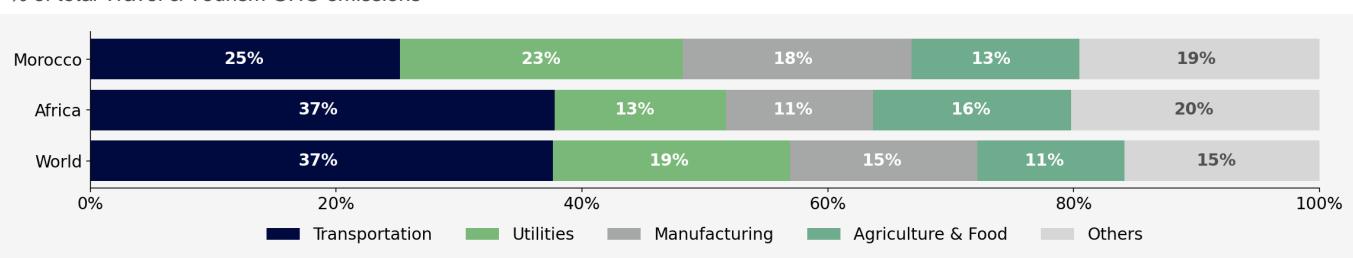
+0.9%
Morocco

-1.5%
Africa

-3.6%
World

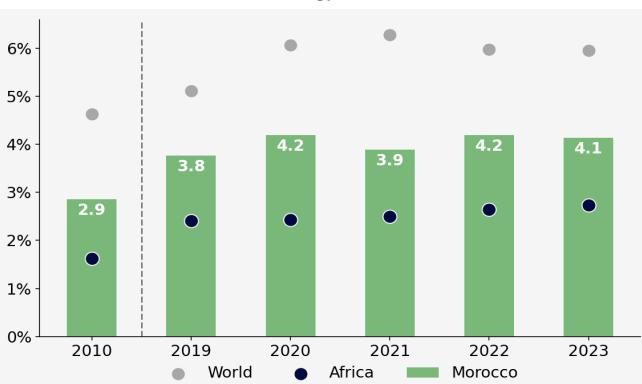
Industries contributing the most to Travel & Tourism's GHG emissions in 2023

% of total Travel & Tourism GHG emissions



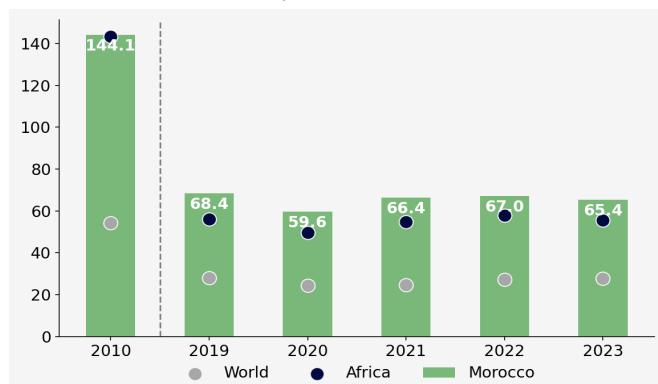
Low-carbon energy usage linked to Travel & Tourism

% of total Travel & Tourism energy use



Freshwater consumption linked to Travel & Tourism

Cubic metres of withdrawals per thousand USD of GDP*

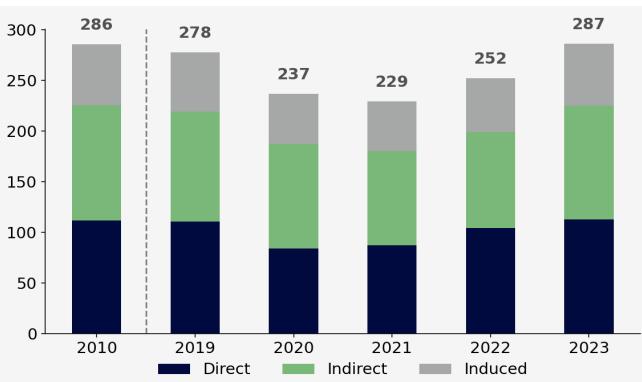


*Direct and indirect T&T GDP impacts only. ^Measured as compound annual growth rates (CAGR). Full methodological detail is available from WTTC. Notes: (1) In 2023 prices & exchange rates. (2) GHG emissions include Scope 1, 2 and 3 plus international transport; except where presented as a share of national totals, when international scope 3 is removed. (3) Transport activity includes all modes of transport. (4) Low-carbon energy is defined as renewable energy (wind, wave, solar & geothermal), plus hydro and nuclear.

Social footprint of Travel & Tourism

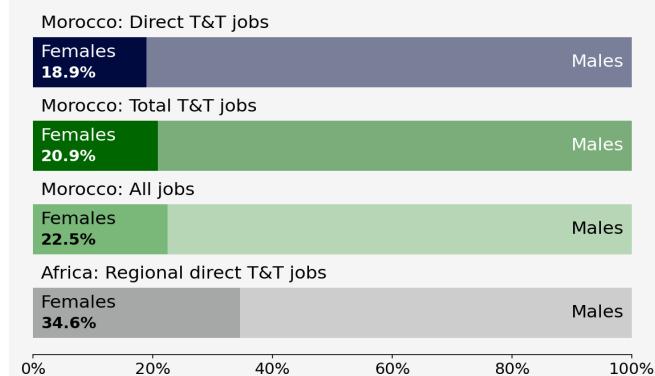
Female employment supported by Travel & Tourism

Jobs for females (thousands)



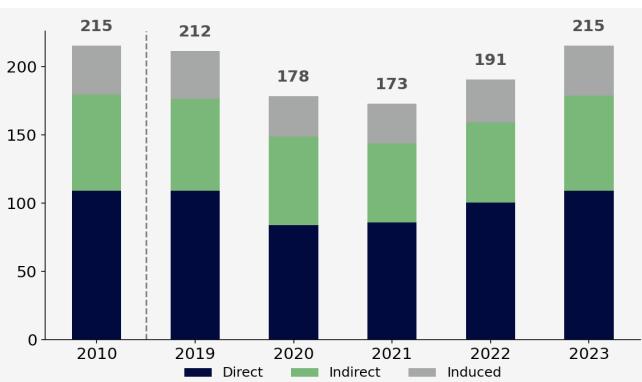
Female employment as a share of total employment in 2023

% of employees



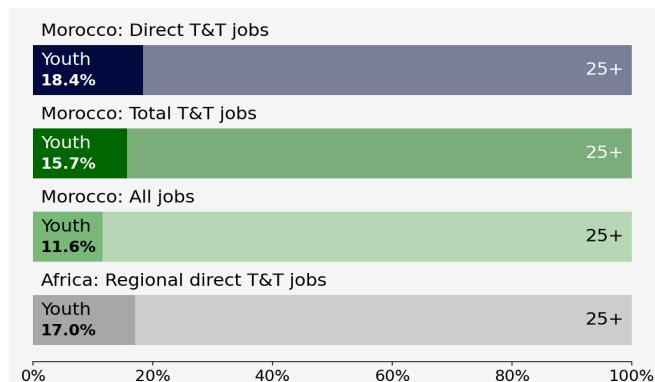
Youth employment supported by Travel & Tourism

Jobs for 15-24 year olds (thousands)



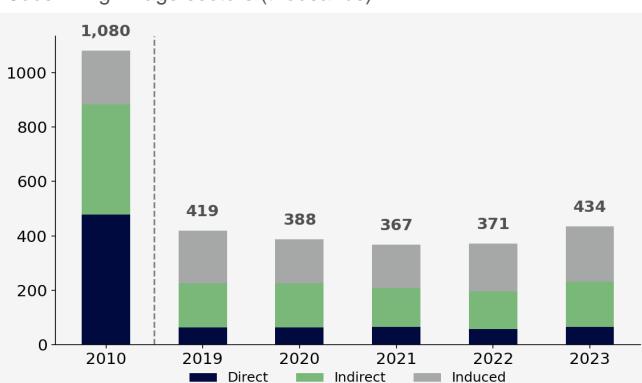
Youth employment as a share of total employment in 2023

% of employees



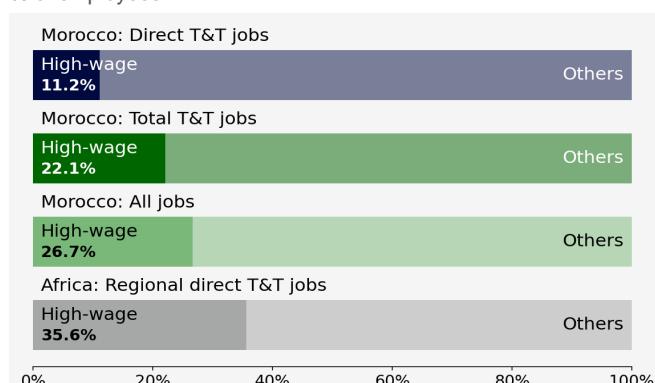
High-wage employment* supported by Travel & Tourism

Jobs in high wage sectors (thousands)



High-wage employment* as a share of total employment in 2023

% of employees



*'High-wage employment' is defined as employment within industries whose average wage is above the 65th percentile of earnings in the country.

| Goal | Target | 2019 - 2023 |
|---|---|--|
| 5 GENDER EQUALITY  | ACHIEVE GENDER EQUALITY AND EMPOWERMENT FOR ALL WOMEN AND GIRLS 5.A Women's equal rights to economic resources <ul style="list-style-type: none"> 113,000 women directly employed in Travel & Tourism in 2023 18.9% of direct Travel & Tourism employees are women | +0.5% +0.2ppts |
| 6 CLEAN WATER AND SANITATION  | ENSURE AVAILABILITY AND SUSTAINABLE MANAGEMENT OF WATER AND SANITATION 6.4 Water use efficiency <ul style="list-style-type: none"> 65.4 m³ per thousand USD: Travel & Tourism's water use intensity, compared to 69.5 m³ per thousand USD in the wider economy 8.26% of total water use linked to Travel & Tourism | -1.1% +0.99ppts |
| 7 AFFORDABLE AND CLEAN ENERGY  | ENSURE ACCESS TO AFFORDABLE, RELIABLE, SUSTAINABLE AND MODERN ENERGY FOR ALL 7.2 Renewable energy use <ul style="list-style-type: none"> 4.14% of Travel & Tourism's energy consumption is from low-carbon sources 12.7% of total low-carbon energy use is linked to Travel & Tourism 7.3 Improve energy efficiency <ul style="list-style-type: none"> 10.4 MJ per USD: Travel & Tourism energy intensity, compared to 7.01 MJ per USD in the wider economy | +0.38ppts -0.66ppts -2.3% |
| 8 DECENT WORK AND ECONOMIC GROWTH  | PROMOTE SUSTAINED, INCLUSIVE AND SUSTAINABLE ECONOMIC GROWTH, FULL AND PRODUCTIVE EMPLOYMENT, AND DECENT WORK FOR ALL 8.2 Achieve higher economic productivity <ul style="list-style-type: none"> \$14,100 real GDP per worker for direct Travel & Tourism activity, compared to \$13,600 in the wider economy 8.3 Employment and job creation <ul style="list-style-type: none"> 1,370,000 jobs are supported by Travel & Tourism and its supply chains 13% of total jobs are supported by Travel & Tourism and its supply chains 8.4 Improve resource efficiency <ul style="list-style-type: none"> 1.6 kg per USD: Travel & Tourism material use intensity, compared to 1.51 kg per USD in the wider economy 8.5 Achieve decent work for all <ul style="list-style-type: none"> 11.2% of direct Travel & Tourism jobs are higher-wage sectors, compared to 26.7% in the wider economy | +3.3% +0.6% +0.67ppts -4.3% +0.25ppts |

Notes: National figures provide broader context for the Travel & Tourism figures. Note that these are not always like-for-like comparators. The percentage changes are given as the total absolute change in each value, rather than compound annual growth rates, to illustrate the full extent of change.

| Goal | Target | 2019 - 2023 |
|--|---|--------------------|
| 8 DECENT WORK AND ECONOMIC GROWTH | PROMOTE SUSTAINED, INCLUSIVE AND SUSTAINABLE ECONOMIC GROWTH, FULL AND PRODUCTIVE EMPLOYMENT, AND DECENT WORK FOR ALL | |
| | 8.6 Reduce youth unemployment | |
| | <ul style="list-style-type: none"> 109,000 young people directly employed by Travel & Tourism 8.87% of total youth employment directly supported by Travel & Tourism | 0.0% +0.31ppts |
| | 8.9 Promote sustainable tourism | |
| | <ul style="list-style-type: none"> 5.79% of total GDP is supported by Travel & Tourism 14.8% real change in direct Travel & Tourism GDP between 2019 and 2023, compared to 7.32% in the wider economy | +0.38ppts N/A |
| 9 INDUSTRY, INNOVATION AND INFRASTRUCTURE | BUILD RESILIENT INFRASTRUCTURE, PROMOTE INCLUSIVE AND SUSTAINABLE INDUSTRIALIZATION AND FOSTER INNOVATION | |
| | 9.2 Inclusive & sustainable industrialization | |
| | <ul style="list-style-type: none"> \$5.12bn in manufacturing GDP supported by Travel & Tourism 26.9% of total manufacturing GDP supported by Travel & Tourism | +2.6% +3.68ppts |
| | 9.4 Increase resource use efficiency | |
| | <ul style="list-style-type: none"> 0.914 kgCO₂e per USD: Travel & Tourism GHG emissions intensity, compared to 0.737 kgCO₂e per USD in the wider economy | -2.2% |
| | 9.B Technological development and industrial diversification | |
| | <ul style="list-style-type: none"> \$0.956bn in medium- and high-tech GDP supported by Travel & Tourism 10.4% of total medium- and high-tech GDP supported by Travel & Tourism | 0.0% -0.52ppts |
| 10 REDUCED INEQUALITIES | REDUCE INEQUALITIES WITHIN AND AMONG COUNTRIES | |
| | 10.2 Promote social, economic & political inclusion | |
| | <ul style="list-style-type: none"> 113,000 women directly employed in Travel & Tourism in 2023 18.9% of direct Travel & Tourism employees are women | +0.5% +0.2ppts |
| | 10.4 Achieve greater equality | |
| | <ul style="list-style-type: none"> 35.7% of Travel & Tourism GDP associated with labour, compared to 35.1% in the wider economy | +0.31ppts |
| 12 RESPONSIBLE CONSUMPTION AND PRODUCTION | ENSURE SUSTAINABLE CONSUMPTION AND PRODUCTION PATTERNS | |
| | 12.2 Sustainable management of natural resources | |
| | <ul style="list-style-type: none"> 1.6 kg per USD: Travel & Tourism material use intensity, compared to 1.51 kg per USD in the wider economy | -4.3% |

* GDP can be understood as an economic surplus that is split between company owners in the form of profits, and workers (labour) in the form of wages. A higher labour share of GDP can indicate that gains from economic growth are shared more broadly, i.e. distributed among households rather than concentrated among (relatively fewer) owners of capital.