

4. Japan (\$297 billion),
5. United Kingdom (\$295 billion),
6. France (\$265 billion),
7. Mexico (\$262 billion),
8. India (\$232 billion)
9. Italy (\$231 billion)
10. Spain (\$228 billion)
11. Asia Economies including Japan, Hong Kong, Malaysia, Philippines, and others.

Source: Visual Capitalist: The World's Biggest Tourism Economies.

TOURISM ECONOMY IN PNG

PNG is a growing tourism destination. Our tourism economy was growing at a rate of 4% annually pre-covid. Post-covid, our industry was slowly recovering, however we have fully recovered in the last few years.

TOURISM STATISTICS

Visitors by Cruise	32,502
Visitors by Air	100,223
Total Visitors	132,725
Source Markets	Australia (39%) China (12%) America (7%) Pacific (5%) New Zealand (3%)
Total Tourism Revenue	US\$309 million (PGK1.218 billion)
The top 5 factors that influence the decision to travel to PNG.	I. Nature attractions/ ecotourism II. Business/ Conferences III. Cultural Festivals IV. Friends and Family V. History (WWII)
Purpose of Visit	I. Holiday (38%) II. Employment (28%) III. Business (20%) IV. Visiting Friends and Relatives (6%)

Source: PNGTPA: Visitor Arrival Statistics Report 2024

WORLD TOURISM DAY 2025

TOURISM AND SUSTAINABLE TRANSFORMATION

27th SEPTEMBER



UN Tourism

WHEN IS THE WORLD TOURISM DAY?

World Tourism Day is 27th September every year. This is a dedicated day for global tourism industry members to come together and celebrate tourism economic development of the host destination and the country.

THE BACKGROUND OF WORLD TOURISM DAY.

In 1970, on the 27th of September the United Nations accepted the tourism industry as a global economic industry and established the division of United Nation World Tourism Organization (UNWTO).

Therefore, in 1979, they held a meeting and set aside 27th September as World Tourism Day. The first ever World Tourism Day was celebrated on the 27th of September 1980 and since then every year, the UNWTO (now changed to UN Tourism) dedicated this day to commemorate and celebrate tourism as one of the global economic industries and is in the top ten economic industries after oil, gas, technology, real estate, and others. National tourism organizations, tourism destinations, and industry members use this day to acknowledge, celebrate, and commemorate the industry.

WHAT ARE SOME OF THE PROGRAMS DONE ON WORLD TOURISM DAY?

World Tourism Day is commemorated in many ways. Some of these are,

1. Tourism Conferences,
2. Tourism Forums,
3. Tourism Workshops,
4. Tourism Projects, and
5. Sustainable Tourism Initiatives.

2025 World Tourism Day Theme: Tourism and Sustainable Transformation

WHAT DOES THE THEME MEAN?

1. Sustainability: The need to place sustainability, resilience, and social equity at the core of all tourism development and decision-making.
2. Transformation: Transforming the tourism sector from simply growth to a more purposeful and integrated approach.
3. Inclusivity: It calls for inclusive of all people and stakeholders to benefit from tourism
4. Socioeconomic Development: Tourism is a catalyst for social progress including creating jobs and other economic opportunities
5. Climate Action: Tourism contributes to climate change response and the responsible stewardship of natural resources.

In summary: Tourism can transform a destination or country, promote inclusive socioeconomic development, and sustain local and national economy while addressing global issues such as climate change, environment and biodiversity protection.

WHAT CAN WE DO TO PROMOTE SUSTAINABLE TOURISM AND TO TRANSFORM OUR SOCIETY AND ECONOMY?

1. Government Policy: Sound and logical government policies on environment, conservation, tourism, sustainable tourism, culture preservation, sustainable cultural development, and economic empowerment towards the local, and the country advancement is important.
2. Government Strategy: The national government development strategies including the Medium-Term Development Plan IV (MTDP IV), Strategic Development Plan 2030, Vision 2050, and other such strategic documents should be aligned to develop tourism and other sustainable industry sectors.
3. Legislation: Laws on tourism and the tourism industry should help the industry grow economically. The industry evolved and the global tourism programs, projects, and initiatives are advancing. Our laws should help to set the legal framework that empowers local people from equally participating and benefiting from tourism economy.
4. Industry Members: Industry members come at various levels. Some are well-established and operate on clientele based while some enter industry to attract the market and still have a lot to do. Others are new in the industry and need a hand in everything they do including developing products, building networks and connecting to the market, and setting up digital and social media platforms for marketing and promotions.

WHAT CAN I DO AS A CITIZEN OF PNG?

1. Maintain Friendly Attitude: PNG is well known as one of the most-friendliest destinations in the region. We are recognized for our friendliness, kindness and genuine care and hospitable friendly attitude towards tourists. We have to build on our good attitude to attract more tourists to our local destinations.
2. Respect Law: Both criminal and civil laws are there for us as citizens to obey. When we obey laws, there is order in society. Therefore, politicians and many people always talk about "law and order" issues in our communities simply shows that people do not obey laws and have genuine fear of the government authorities. Once we all obey our laws out of sincere consciousness, there will be peace and harmony across our villages and districts, the province and the nation.
3. Respect Tourists: Tourists are people like us who left their country and families to visit us. There are some good things about our country that attract them to come. They spend money on airline tickets, accommodations, foods and beverages, tours, souvenirs, and spread money into our local economy. This money boosts our local economy. Therefore, we must respect them. More tourists mean more tourism dollars or more money into the country. On the other hand, less tourists means less money in our economy. We have to understand this and act consciously.

TOURISM ECONOMY GLOBALLY

Globally, tourism contributes to \$11.1 trillion to global GDP in 2024, and supports over 348 million jobs worldwide, representing about 10% of global GDP and 1 in 10 jobs globally. Tourism is also known as an indirect export industry where foreign dollars are generated from tourism activities which greatly help central banks to offset foreign dollars bills.

The key players in tourism economy are,

1. United States of America (USA) (\$2.4 trillion),
2. China (\$1.3 trillion),
3. Germany (\$488 billion)