

## Travel & Tourism Development Index (TTDI) 2024

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World Economic Forum released its **Travel & Tourism Development Index (TTDI) 2024**.



[Ref: outlooktraveller]

### **About Travel & Tourism Development Index (TTDI), 2024:**

- **TTDI** measures factors and policies that support the **sustainable and resilient development** of travel and tourism.
- This is the **second edition**, having evolved from the Travel & Tourism Competitiveness Index (TTCI), which started in 2007.
- The 2024 index analyzed the travel and tourism sectors of **119 countries**.

### **Key highlights of the Index:**

- In 2024, India's rank improved to **39th** from **54th** in 2021.
- It is ranked highest in South Asia and among the **lower-middle-income economies**.
- **Top-ranked countries in 2024:**
  1. **United States**
  2. Spain
  3. Japan
  4. France
  5. Australia
  6. Germany
  7. the UK
  8. China
  9. Italy
  10. Switzerland
- Due to modifications in **index parameters**, direct comparisons with previous years are limited.
- The global travel and tourism sector is expected to return to **pre-pandemic levels** in 2024, driven by easing COVID-19 restrictions and strong demand.
- **High-income economies** in Europe and the Asia-Pacific continue to lead the index, benefiting

from favourable business environments, dynamic labour markets, open travel policies, and well-developed infrastructure and attractions.

- The Middle East displayed the highest recovery rates in international tourist arrivals, **20% above the 2019 level**.
- **Europe, Africa, and the Americas** showed a strong recovery of around **90% in 2023**.

### **Key Strengths and Resource Pillars of India:**

- **Price Competitiveness:** Ranked **18th**; however, price competitiveness is declining due to global inflationary trends.
- **Air Transport Infrastructure:** Ranked **26th**, with infrastructure recovery still below 2019 levels.
- **Ground/Port Infrastructure:** India stands at **25th**.
- **Natural Resources:** Strong at **6th** position, contributing significantly to travel appeal.
- **Cultural Resources and Non-Leisure Resources:** Both ranked **9th**. India is one of only three countries to score in the top 10 for all these resource pillars.
- **Sustainability in Travel Demand:** Despite a decline from 2019, India scores well due to more sustainable long stays among inbound visitors.