

FLIGHTS & CASH FLOWS

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Which country gets the most tourists?



World Tourism Organization, Yearbook of Tourism Statistics



Net Cash Flows ~
2004 vs. 2014 2009 vs. 2019



Rstudio





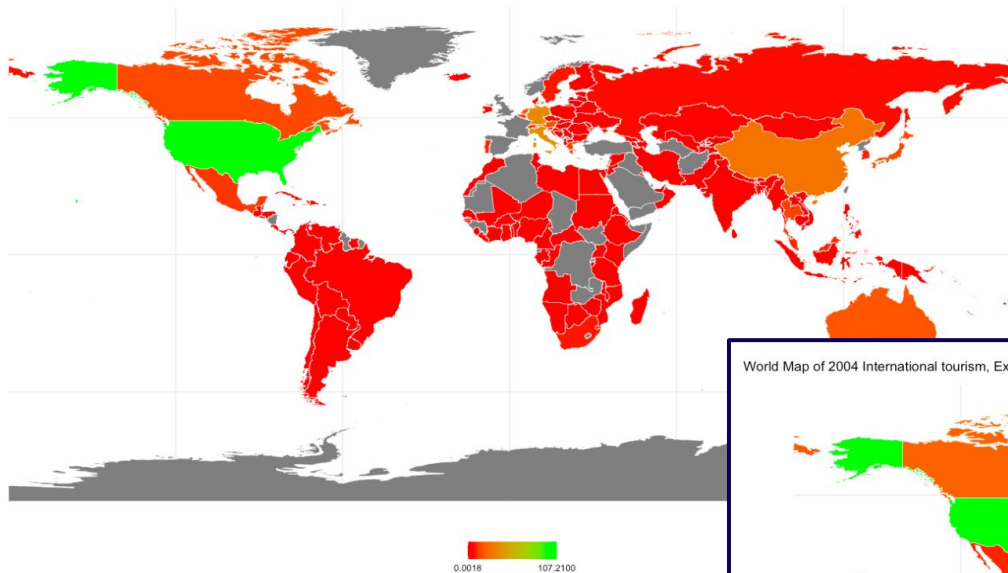
BACKGROUND

Tourism is a vital sector for many economies worldwide, often **contributing significantly to GDP, job creation, and cultural exchange.** A country's **Net Cash Flow** in the tourism industry, defined as the difference between travel receipts (money earned from international visitors) and travel expenditures (money spent by its residents abroad), **provides a clear picture of its performance in the global travel market.** Our motive was to understand these patterns of tourism. These patterns can **guide governments in crafting effective tourism policies, promoting economic sustainability, and addressing imbalances in cash flow.**

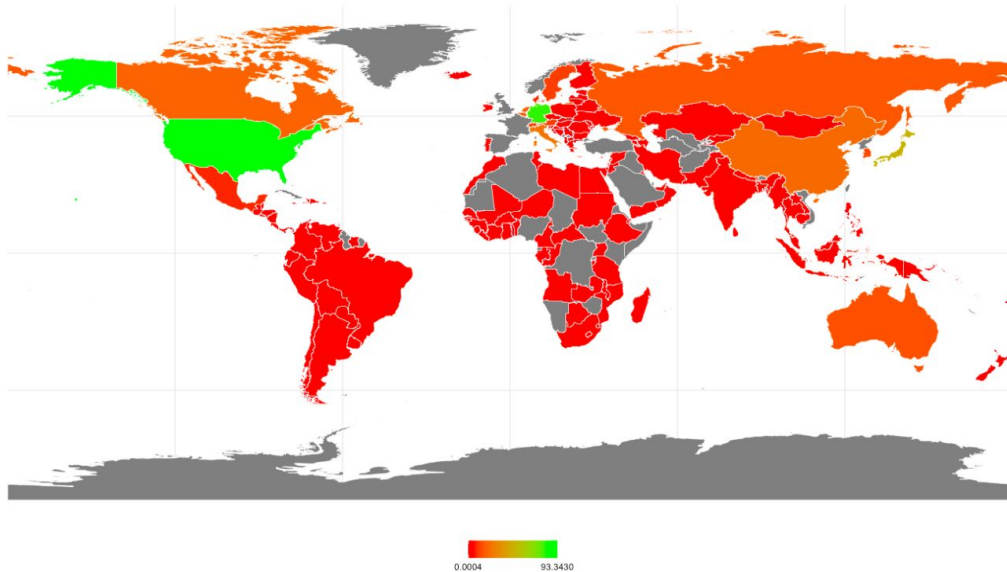
DATA ANALYSIS



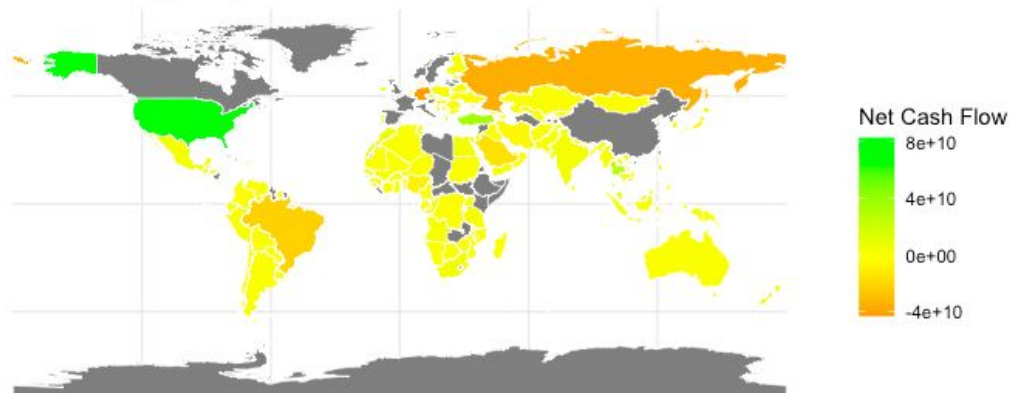
World Map of 2004 International tourism, receipts (current US\$ in Billions) by Country



World Map of 2004 International tourism, Expenditures (current US\$ in Billions) by Country



Net Cash Flow (2014)

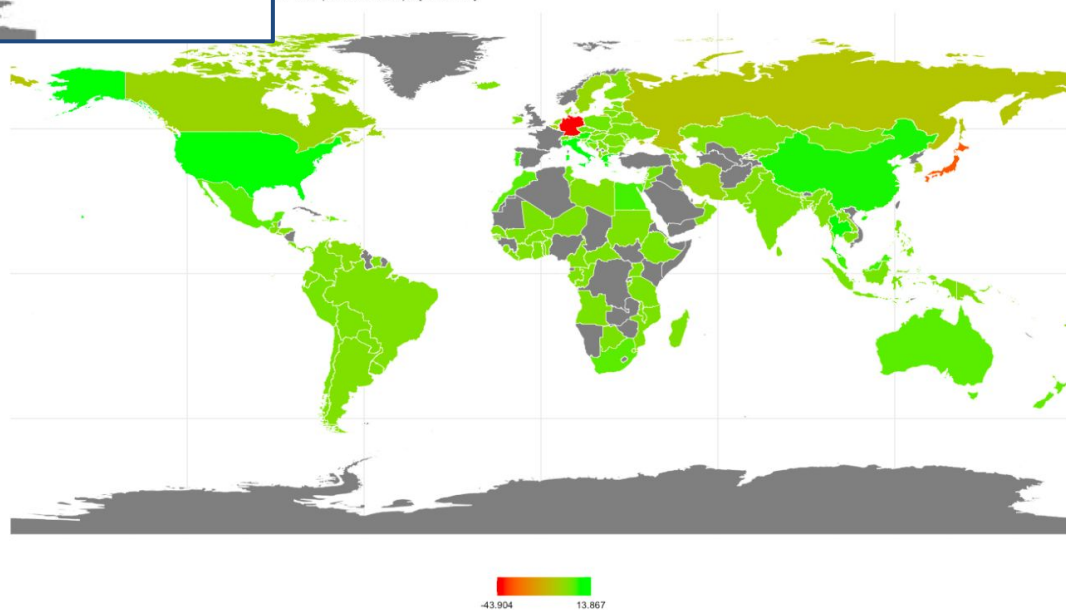


Not much
changed....

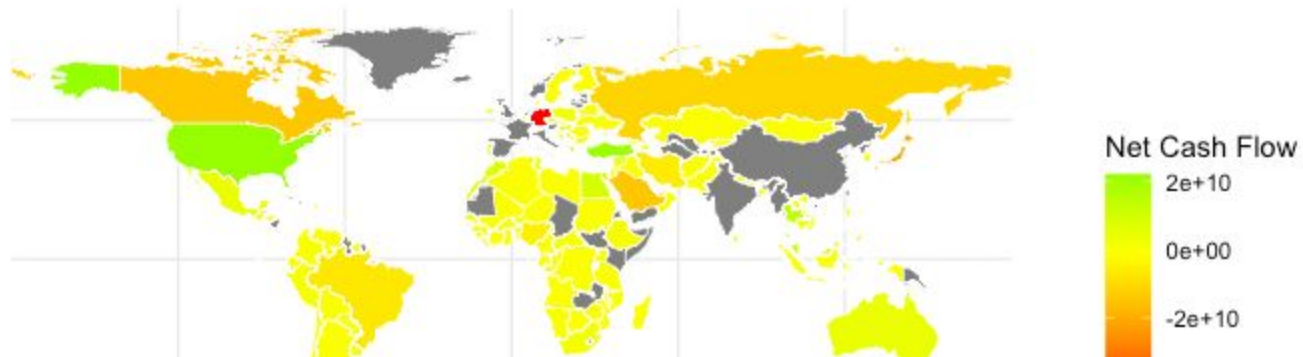


2004 →

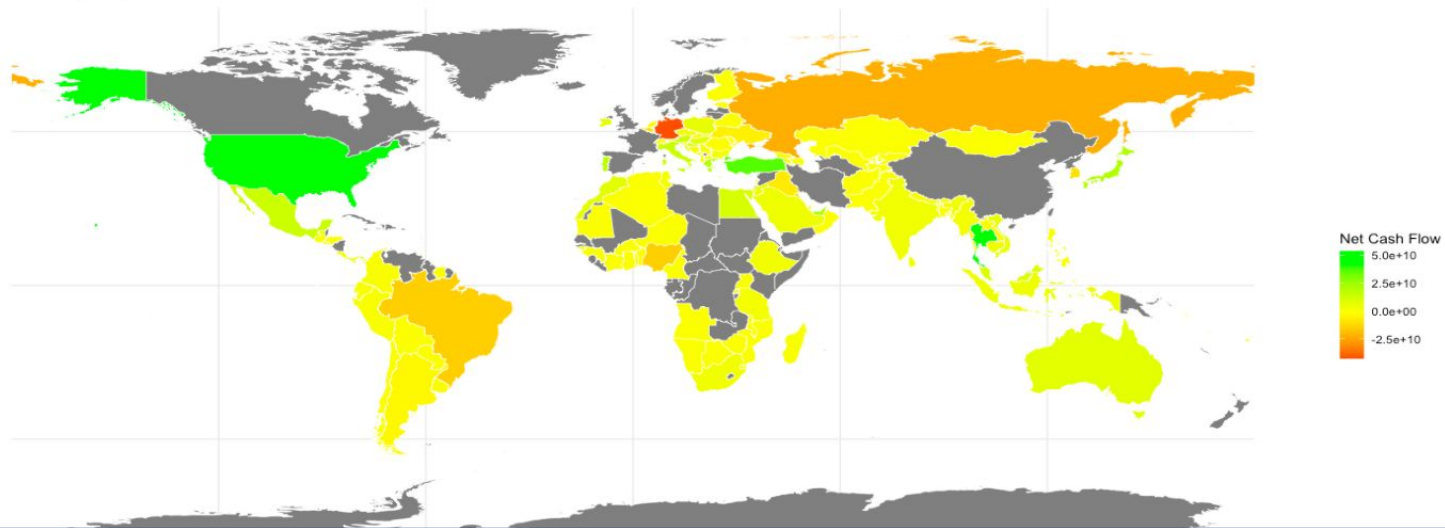
Net Cash Flow (current US\$) by Country



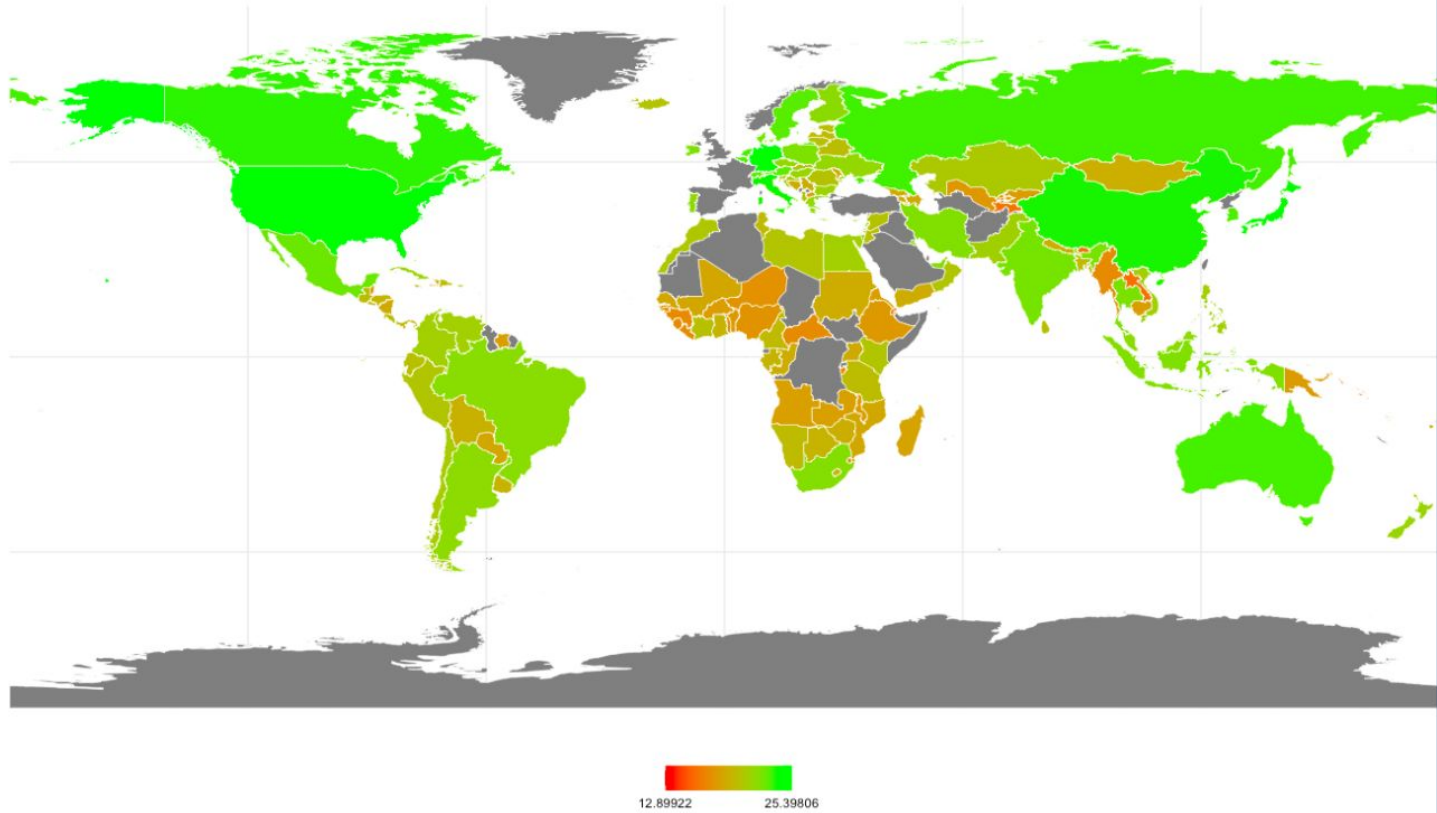
Net Cash Flow (2009)



Net Cash Flow (2019)



World Map of 2004 International tourism, log receipts (current US\$) by Country





FINDINGS

Top Three Countries 🏆

2019 – USA, Thailand, Macao

2014 – USA, Macao, Turkey

2009 – USA, Turkey, Macao

2004 – France, USA, Italy

Lowest Three Countries

2019 & 2014 – Germany, Russia, Brazil

2009 – Germany, Japan, Canada

2004 – Germany, Japan, Russia

Honorable Mention:
France

Summary of Receipts Data

- Countries like **Japan, Thailand,** and the **United States** show significant growth in receipts, indicating their continued or improved attractiveness as tourist destinations.
- Emerging markets such as **Mongolia** and **Georgia** display exponential growth percentages, pointing to the success of **tourism infrastructure** development and **international marketing**.
- On the other hand, countries like **France, Brazil,** and **Russia** underperform due to **competition** from emerging markets, economic factors affecting traveler spending, **safety concerns, political instability, or lack of effective international marketing.**



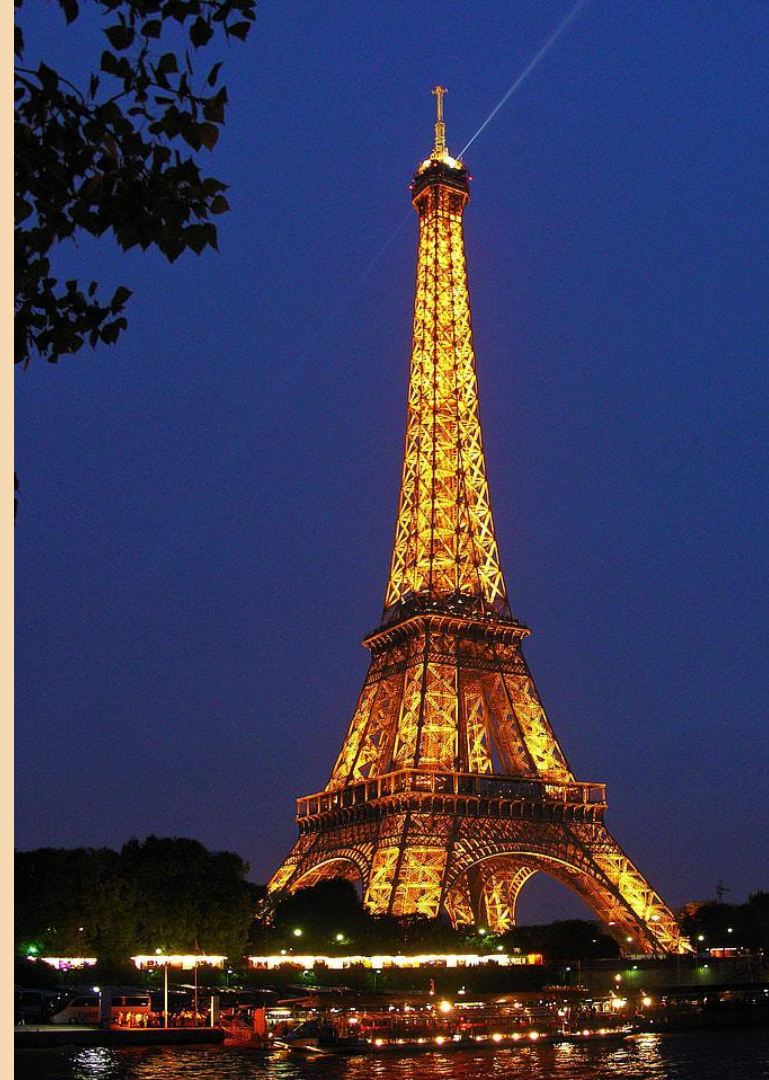
Summary of Expenditure Data

- More affluent countries, particularly in North America and Europe, continue to **increase** their outbound travel expenditures. Meanwhile, countries with emerging economies (like China) see rapid growth in **international travel**.
- Countries facing economic instability, currency devaluation, or internal challenges (like Brazil, Russia, and even France) experience **reduced outbound spending**.
- Governments can influence these trends through **policies, tourism marketing, and agreements** with international partners.



Summary of the Net Flow Data

- Countries investing in **inbound tourism** infrastructure and marketing (e.g., Thailand, Japan) have seen **strong net cash flow growth** and smaller nations like Mongolia and Georgia demonstrate how **focused efforts** can yield significant results.
- Declines in countries like Brazil and Russia highlight the economic strain of high **outbound spending or reduced appeal** as tourist destinations, while destinations like France may need to **innovate** to maintain competitiveness.





CONCLUSION QUESTION

When you travel, do you usually spend more
domestically or internationally? Why?

Which factors influence your decision to
choose domestic versus international trips
(e.g., budget, convenience, safety)?



THANK YOU FOR
LISTENING!