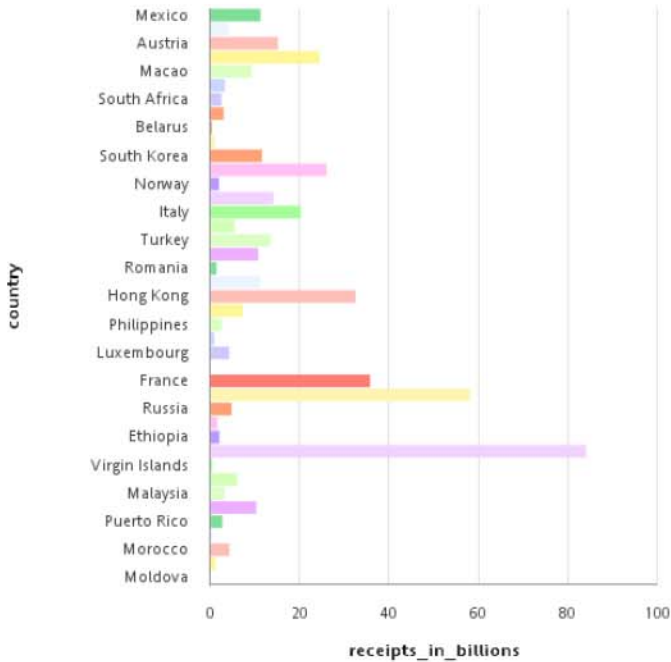
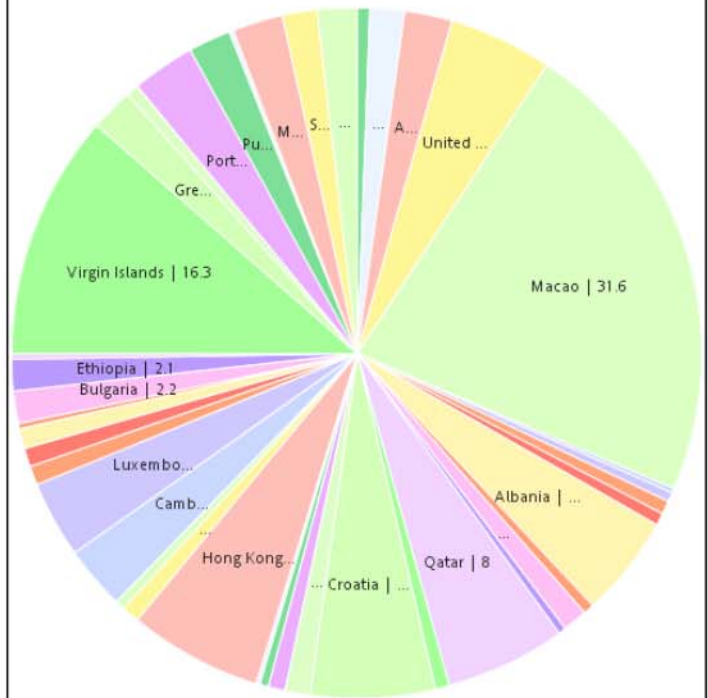


TOURISM

REVENUE FROM TOURISM



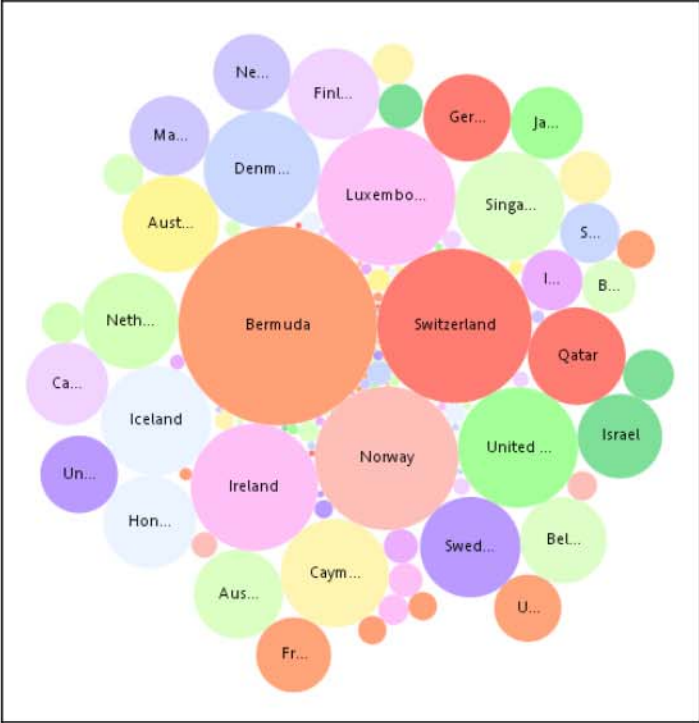
PERCENTAGE OF GDP



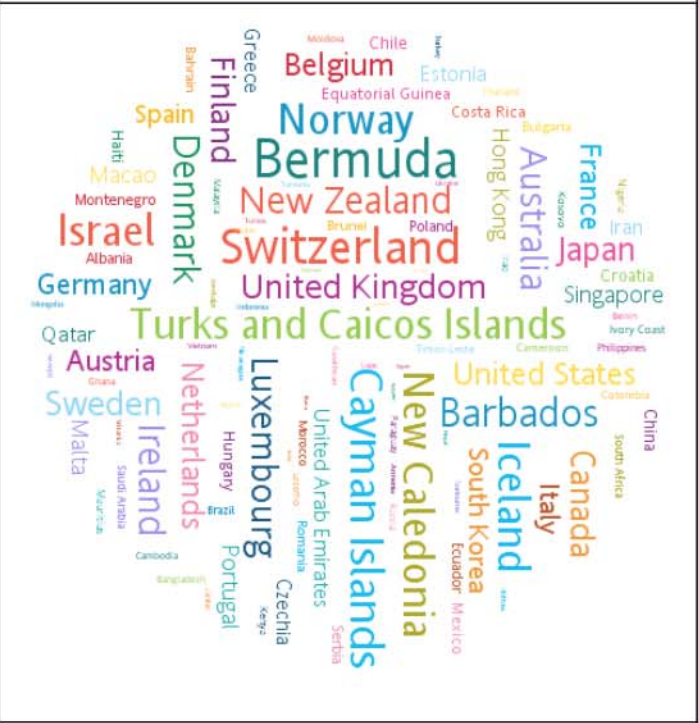
- **Tourist Attraction:** Countries with a high number of tourists can be attractive markets for businesses, especially those in the hospitality, entertainment, and retail sectors. A significant tourist influx implies a potential customer base looking for various services and products.
- **Economic Impact:** Tourism is not only about attracting visitors but also about its economic contribution. Visualizing tourism receipts as a percentage of GDP can provide insights into how much a country's economy relies on tourism. This information can help businesses understand the economic significance of the tourism sector in a given country.
- **Market Segment:** Tourists come from diverse backgrounds and have different preferences and spending capacities. For businesses, it's essential to analyze the types of tourists a country attracts. High-income tourists may seek luxury experiences, while budget travelers may focus on affordability. This insight can guide businesses in tailoring their products or services to specific market segments.

COST OF LIVING

MONTHLY INCOME



COST INDEX



- **Affordability and Standard of Living:** The cost of living index measures the average expenses a person or a household incurs for basic necessities such as housing, food, transportation, and healthcare. It is a critical factor in assessing the affordability of a region or country. When comparing the cost of living to monthly income, several insights can be derived:
 - **High Cost of Living vs. Low Income:** In regions or countries where the cost of living is high relative to monthly income, it can indicate that a significant portion of people's salaries is allocated to covering basic needs. This may result in a lower standard of living, limited disposable income, and potentially less capacity to spend on non-essential goods and services.
 - **High Cost of Living vs. High Income:** In countries where both the cost of living and monthly income are high, the standard of living may still be relatively high, but there could be differences in how disposable income is distributed among the population. Businesses targeting such markets may need to consider catering to luxury or premium segments.
- **Low Cost of Living vs. Low Income:** In regions where both the cost of living and monthly income are low, the standard of living may also be low, but there may still be potential for businesses to offer affordable products and services to a budget-conscious population.
- **Low Cost of Living vs. High Income:** This is an ideal scenario for businesses. When the cost of living is low compared to high monthly income, it suggests a high standard of living and significant disposable income. Consumers in such regions are more likely to have the capacity to spend on various goods and services, including luxury and non-essential items.