ESTONIA 2020 ANNUAL RESEARCH: KEY HIGHLIGHTS\(^1\)

**GLOBAL DATA 2019**

- **10.3%** Total GDP contribution
- **330 MN** Jobs globally (1 in 10 jobs)

While the global economy grew by 2.5%, Travel & Tourism grew significantly more at 3.5%.

1 in 4 net new jobs were created by Travel & Tourism over the last five years.

Global GDP impact by sector (2018 data). Share of total economy GDP.

<table>
<thead>
<tr>
<th>Sector</th>
<th>Share of Total Economy GDP</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mining</td>
<td>0%</td>
</tr>
<tr>
<td>Automotive</td>
<td>5%</td>
</tr>
<tr>
<td>Agriculture</td>
<td>10%</td>
</tr>
<tr>
<td>Travel &amp; Tourism</td>
<td>15%</td>
</tr>
<tr>
<td>Retail</td>
<td>10%</td>
</tr>
<tr>
<td>Financial Services</td>
<td>5%</td>
</tr>
</tbody>
</table>

Note: Data are average shares over the 2016-2018 period. Source: Oxford Economics, national sources and UNWTO.

**ESTONIA 2019 KEY DATA**

- **11.7% OF TOTAL ECONOMY**
  - Total T&T GDP = EUR3.3BN (USD3,665.1MN)
- **+1.6%**
  - 2019 Travel & Tourism GDP growth vs +3.4% real economy GDP growth
- **75.1 JOBS (000's)**
  - (11.3% of total employment)
- **EUR2.0 BN**
  - in visitor spend (9.6% of total exports) (USD2,256.7MN)

**INBOUND ARRIVALS**

- 1. Finland 43%
- 2. Russian Federation 11%
- 3. Latvia 7%
- 4. Germany 6%
- 5. Sweden 3%
- Rest of World 30%

**OUTBOUND DEPARTURES**

- 1. Russian Federation 36%
- 2. Latvia 10%
- 3. Poland 8%
- 4. Finland 8%
- 5. Lithuania 6%
- Rest of World 32%

Note: Data are average shares over the 2016-2018 period. Source: Oxford Economics, national sources and UNWTO.

**SECTOR CHARACTERISTICS (2019)**

- **Leisure Spending** 73%
- **Business Spending** 27%
- **Domestic Spending** 27%
- **International Spending** 73%

\(^1\) All values are in constant 2019 prices & exchange rates.
As reported in March 2020.