**ESTONIA**

2020 ANNUAL RESEARCH: KEY HIGHLIGHTS

### GLOBAL DATA 2019

10.3% Total GDP contribution

330MN 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**

- Mining
- Automotive
- Agriculture
- Travel & Tourism
- Retail
- Financial Services

### ESTONIA 2019 KEY DATA

**CONTRIBUTION OF TRAVEL & TOURISM TO GDP**

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

**CONTRIBUTION OF TRAVEL & TOURISM TO EMPLOYMENT**

75.1 JOBS (000's)

(11.3% of total employment)

**INTERNATIONAL VISITOR IMPACT**

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%

### SECTOR CHARACTERISTICS (2019)

- LEISURE SPENDING: 73%
- BUSINESS SPENDING: 27%
- DOMESTIC SPENDING: 27%
- INTERNATIONAL SPENDING: 73%

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

1 All values are in constant 2019 prices & exchange rates
As reported in March 2020