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

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%

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