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

10.3% Total GDP contribution

2.5% 3.5%

330MN Jobs globally (1 in 10 jobs)

11.7% of total economy

+1.6% vs +3.4% real economy GDP growth

11.3% of total employment

75.1 JOBS (000’s)

2019 Travel & Tourism GDP growth

2.256.7MN

2.0BN in visitor spend (9.6% of total exports)

1. FINLAND 43%
2. RUSSIAN FEDERATION 11%
3. LATVIA 7%
4. GERMANY 6%
5. SWEDEN 3%
REST OF WORLD 30%

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%

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