GERMANY
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

Germany 2019 Key Data

9.1% of total economy

Total T&T GDP = EUR310.9BN (USD346.6BN)

+1.8%

2019 Travel & Tourism GDP growth vs +0.6% real economy GDP growth

5,668.6 JOBS (000’s)

(12.5% of total employment)

EUR47.0BN in visitor spend (2.9% of total exports) (USD52.4BN)

Inbound Arrivals

1. Netherlands 12%
2. Switzerland 9%
3. United States 7%
4. United Kingdom 7%
5. Austria 5%
Rest of World 60%

Outbound Departures

1. Austria 13%
2. France 11%
3. Italy 11%
4. Spain 11%
5. Netherlands 5%
Rest of World 49%

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

Sector Characteristics (2019)

Leisure Spending 83%
Business Spending 17%
Domestic Spending 86%
International Spending 14%

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