**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**

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

### GERMANY 2019 KEY DATA

**CONTRIBUTION OF TRAVEL & TOURISM TO GDP**

- **9.1%** OF TOTAL ECONOMY
  - Total T&T GDP = EUR310.9BN (USD346.6BN)
- **+1.8%** vs +0.6% real economy GDP growth

**CONTRIBUTION OF TRAVEL & TOURISM TO EMPLOYMENT**

- **5,668.6 JOBS (000's)**
  - (12.5% of total employment)

**INTERNATIONAL VISITOR IMPACT**

- **EUR47.0 BN** 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%

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