**GERMANY**

2020 ANNUAL RESEARCH: KEY HIGHLIGHTS

**GLOBAL DATA 2019**

- **10.3%** Total GDP contribution
- **330 MN** 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

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

**GERMANY 2019 KEY DATA**

- **9.1% of Total Economy**
  - Total T&T GDP = EUR310.9BN (USD346.6BN)
  - 2019 Travel & Tourism GDP growth vs +0.6% real economy GDP growth

- **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.