GERMANY
2020 ANNUAL RESEARCH: KEY HIGHLIGHTS

GLOBAL DATA 2019

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%
2019 Travel & Tourism GDP growth 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

EUR47.0BN
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
BUSINESS SPENDING
DOMESTIC SPENDING
INTERNATIONAL SPENDING

83%
17%
86%
14%

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