Greece
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

Greece 2019 Key Data

- 20.8% of Total Economy
  - Total T&T GDP = EUR39.1BN (USD43.6BN)
  - 2019 Travel & Tourism GDP growth vs +2.2% real economy GDP growth
  - 1 in 4 net new jobs were created by Travel & Tourism over the last five years

- 846.2 Jobs (000's)
  - (21.7% of total employment)

- EUR21.3 BN
  - in visitor spend (30.1% of total exports)
  - (USD23.8BN)

Inbound Arrivals

1. Germany 14%
2. United Kingdom 11%
3. Bulgaria 10%
4. Italy 5%
5. North Macedonia 5%
Rest of World 55%

Outbound Departures

1. Bulgaria 16%
2. Turkey 15%
3. Albania 10%
4. Italy 7%
5. United Kingdom 5%
Rest of World 47%

Sector Characteristics (2019)

- Leisure Spending: 94%
- Business Spending: 6%
- Domestic Spending: 32%
- International Spending: 68%

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

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