Greece 2020 Annual Research: Key Highlights

Global Data 2019

10.3% Total GDP contribution

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

EU

21.3BN in visitor spend (30.1% of total exports)

Greece 2019 Key Data

Contribution of Travel & Tourism to GDP

20.8% of total economy (EUR39.1BN (USD43.6BN))

Contribution of Travel & Tourism to Employment

846.2 jobs (000’s) (21.7% of total employment)

International Visitor Impact

EUR21.3BN 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%

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

Sector Characteristics (2019)

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

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