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

<table>
<thead>
<tr>
<th>Industry</th>
<th>GDP Contribution</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mining</td>
<td>0%</td>
</tr>
<tr>
<td>Automotive</td>
<td>5%</td>
</tr>
<tr>
<td>Agriculture</td>
<td>10%</td>
</tr>
<tr>
<td>Travel &amp; Tourism</td>
<td>20.8%</td>
</tr>
<tr>
<td>Retail</td>
<td>20%</td>
</tr>
<tr>
<td>Financial Services</td>
<td>25%</td>
</tr>
</tbody>
</table>

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

**Greece 2019 Key Data**

- **20.8%** of total economy
- **846.2** jobs (000's)
- **EUR21.3 BN** in visitor spend (30.1% of total exports)

**Contribution of Travel & Tourism to GDP**

- Travel & Tourism = EUR39.1BN (USD43.6BN)
- 2019 Travel & Tourism GDP growth vs +2.2% real economy GDP growth

**Contribution of Travel & Tourism to Employment**

- 21.7% of total employment

**International Visitor Impact**

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

**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