GREECE
2020 ANNUAL RESEARCH: KEY HIGHLIGHTS

GLOBAL DATA 2019

10.3% Total GDP contribution

2.5% 3% 3.5%

330MN Jobs globally (1 in 10 jobs)

20.8% OF TOTAL ECONOMY 12.1% vs +2.2%

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

Greece 2019 Key Data

CONTRIBUTION OF TRAVEL & TOURISM TO GDP

20.8% OF TOTAL ECONOMY

Total T&T GDP = EUR39.1BN (USD43.6BN)

+12.1%

2019 Travel & Tourism GDP growth vs +2.2% real economy GDP growth

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%

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