**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>Sector</th>
<th>Share of Total Economy GDP</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>3%</td>
</tr>
<tr>
<td>Travel &amp; Tourism</td>
<td>20.8%</td>
</tr>
<tr>
<td>Retail</td>
<td>10%</td>
</tr>
<tr>
<td>Financial Services</td>
<td>5%</td>
</tr>
</tbody>
</table>

**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

**846.2 JOBS (000’s)**
(21.7% of total employment)

**INTERNATIONAL VISITOR IMPACT**
EUR21.3 BN
in visitor spend (30.1% of total exports) (USD23.8BN)

### GREECE 2019 KEY DATA

#### CONTRIBUTION OF TRAVEL & TOURISM TO GDP

20.8% of total economy

#### CONTRIBUTION OF TRAVEL & TOURISM TO EMPLOYMENT

846.2 jobs (000’s)

#### INTERNATIONAL VISITOR IMPACT

EUR21.3 BN
(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%

### SECTOR CHARACTERISTICS (2019)

- LEISURE SPENDING: 94%
- BUSINESS SPENDING: 6%
- DOMESTIC SPENDING: 32%
- INTERNATIONAL SPENDING: 68%

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

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