GREECE
2020 ANNUAL RESEARCH: KEY HIGHLIGHTS

GLOBAL DATA 2019

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

Greece 2019 Key Data

Contribution of Travel & Tourism to GDP

20.8% of total economy

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

EUR 21.3BN

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