GREECE 2020 ANNUAL RESEARCH: KEY HIGHLIGHTS

GLOBAL DATA 2019

**10.3%**
Total GDP contribution

**330MN**
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.

**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)

**EUR21.3BN**
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)**
(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