Greece 2020 Annual Research: Key Highlights

Global Data 2019

10.3% Total GDP contribution

1 in 4 net new jobs were created by Travel & Tourism over the last five years

20.8% of total economy

+12.1% vs +2.2% real economy GDP growth

Global GDP impact by sector (2018 data). Share of total economy GDP

846.2 jobs (000s)

21.3BN in visitor spend (30.1% of total exports)

Greek 2019 Key Data

Contribution of Travel & Tourism to GDP

20.8% of total economy

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

Contribution of Travel & Tourism to Employment

846.2 jobs (000s)

(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%

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