Greece 2020 Annual Research: Key Highlights

Global Data 2019

- **10.3%** Total GDP contribution
- **330MN** Jobs globally (1 in 10 jobs)
- **20.8%** of total economy
- **+12.1%** Travel & Tourism grew significantly more than 3.5%
- **1 in 4 net new jobs** created by Travel & Tourism over the last five years
- **846.2** jobs (000's)
- **21.3BN** in visitor spend (30.1% of total exports)

Greece 2019 Key Data

- **20.8%** of total economy
  - Total T&T GDP = EUR39.1BN (USD43.6BN)
- **846.2** jobs (000's)
  - (21.7% of total employment)
- **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%**

Sector Characteristics (2019)

- **Leisure Spending**
  - **94%**
  - **6%**
- **Business Spending**
- **Domestic Spending**
  - **32%**
  - **68%**
- **International Spending**

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

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