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

- Mining
- Automotive
- Agriculture
- Travel & Tourism
- Retail
- Financial Services

0% 5% 10% 15%

Total T&T GDP = ISK669.8BN (USD5,451.1MN)

2019 Travel & Tourism GDP growth vs +1.3% real economy GDP growth

44.1 JOBS (000's)
(21.9% of total employment)

INBOUND ARRIVALS

1. UNITED STATES 25%
2. UNITED KINGDOM 13%
3. GERMANY 13%
4. FRANCE 7%
5. CHINA 5%
REST OF WORLD 37%

OUTBOUND DEPARTURES

1. UNITED KINGDOM 25%
2. UNITED STATES 15%
3. GERMANY 10%
4. SWEDEN 8%
5. POLAND 6%
REST OF WORLD 36%

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

Leisure Spending 78% 22%
Business Spending
Domestic Spending 30% 70%
International Spending

330 MN Jobs globally (1 in 10 jobs)

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