IRELAND
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:

- Mining: 0%
- Automotive: 5%
- Agriculture: 10%
- Travel & Tourism: 15%
- Retail: 10%
- Financial Services: 5%

10.3% Total GDP contribution

2.5% Travel & Tourism contribution

3.5% Total economy real GDP growth

+1.1% Travel & Tourism real GDP growth vs +5.3% real economy GDP growth

330 Mn Jobs globally (1 in 10 jobs)

IRELAND 2019 KEY DATA

CONTRIBUTION OF TRAVEL & TOURISM TO GDP

4.3% of total economy

Total T&T GDP = EUR 14.9BN (USD16.6BN)

+1.1% Travel & Tourism GDP growth vs +5.3% real economy GDP growth

135.5 jobs (000’s)

(5.9% of total employment)

INTERNATIONAL VISITOR IMPACT

EUR 12.6BN

in visitor spend (3.0% of total exports)

(USD14.0BN)

INBOUND ARRIVALS

1. UNITED KINGDOM 46%
2. UNITED STATES 14%
3. GERMANY 6%
4. FRANCE 5%
5. SPAIN 4%
REST OF WORLD 25%

OUTBOUND DEPARTURES

1. UNITED KINGDOM 28%
2. SPAIN 21%
3. FRANCE 14%
4. UNITED STATES 5%
5. ITALY 4%
REST OF WORLD 28%

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

SECTOR CHARACTERISTICS (2019)

- LEISURE SPENDING: 71%
- BUSINESS SPENDING: 29%
- DOMESTIC SPENDING: 21%
- INTERNATIONAL SPENDING: 79%

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