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%

10.3% Total GDP contribution

4.3% OF TOTAL ECONOMY

1.1% vs +5.3% real economy GDP growth

330MN Jobs globally (1 in 10 jobs)

2.5% 3.5%

IRELAND 2019 KEY DATA
CONTRIBUTION OF TRAVEL & TOURISM TO GDP
4.3% OF TOTAL ECONOMY
Total T&T GDP = EUR14.9BN (USD16.6BN)
1 in 4 net new jobs were created by Travel & Tourism over the last five years

+1.1%
2019 Travel & Tourism GDP growth vs +5.3% real economy GDP growth

135.5 JOBS (000's)
(5.9% of total employment)

IRISH 2019 KEY DATA
CONTRIBUTION OF TRAVEL & TOURISM TO EMPLOYMENT

INTERNATIONAL VISITOR IMPACT
EUR12.6BN 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%

SECTOR CHARACTERISTICS (2019)

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

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

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