IRELAND
2020 ANNUAL RESEARCH: KEY HIGHLIGHTS

GLOBAL DATA 2019

10.3%
Total GDP contribution

330 MN
Jobs globally (1 in 10 jobs)

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

IRELAND 2019 KEY DATA

CONTRIBUTION OF TRAVEL & TOURISM TO GDP

4.3% OF TOTAL ECONOMY
Total T&T GDP = EUR14.9BN (USD16.6BN)

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

CONTRIBUTION OF TRAVEL & TOURISM TO EMPLOYMENT

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

INTERNATIONAL VISITOR IMPACT

EUR12.6 BN
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

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