LITHUANIA
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.

- 10.3% Total GDP contribution
- 330MN Jobs globally (1 in 10 jobs)

LITHUANIA 2019 KEY DATA

CONTRIBUTION OF TRAVEL & TOURISM TO GDP

5.5% OF TOTAL ECONOMY
Total T&T GDP = EUR2,619.8MN (USD2,921.2MN)
-0.5%
2019 Travel & Tourism GDP growth vs +3.7% real economy GDP growth

CONTRIBUTION OF TRAVEL & TOURISM TO EMPLOYMENT

80.2 JOBS (000’s)
(5.8% of total employment)

INTERNATIONAL VISITOR IMPACT

EUR1,351.0MN
in visitor spend (3.7% of total exports) (USD1,506.5MN)

INBOUND ARRIVALS

- 1. GERMANY 12%
- 2. BELARUS 11%
- 3. RUSSIAN FEDERATION 10%
- 4. POLAND 10%
- 5. LATVIA 9%
- REST OF WORLD 48%

OUTBOUND DEPARTURES

- 1. POLAND 19%
- 2. UNITED KINGDOM 13%
- 3. RUSSIAN FEDERATION 10%
- 4. LATVIA 8%
- 5. TURKEY 6%
- REST OF WORLD 44%

SECTOR CHARACTERISTICS (2019)

- LEISURE SPENDING 77%
- BUSINESS SPENDING 23%
- DOMESTIC SPENDING 45%
- INTERNATIONAL SPENDING 55%

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

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