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

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% 23%
BUSINESS SPENDING
DOMESTIC SPENDING 45% 55%
INTERNATIONAL SPENDING

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