Global GDP impact by sector (2018 data). Share of total economy GDP

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

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.

GDP growth

- Global GDP: 2.5%
- Travel & Tourism: 3.5%

Jobs globally (1 in 10 jobs)

- 330mn
- 10.3% of total GDP
- 66.9 jobs (000's) (32.8% of total employment)

International visitor impact

- EUR1,132.0mn
- 32.1% of total economy
- +6.1%

2019 Travel & Tourism GDP growth vs +3.0% real economy GDP growth

Inbound arrivals

- 1. Serbia 25%
- 2. Russian Federation 19%
- 3. Bosnia-Herzegovina 10%
- 4. France 3%
- 5. Poland 3%
- Rest of world 40%

Outbound departures

- 1. Albania 43%
- 2. Greece 17%
- 3. Serbia 11%
- 4. Hungary 7%
- 5. Turkey 3%
- Rest of world 19%

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

Leisure spending: 89%
Business spending: 11%
Domestic spending: 13%
International spending: 87%

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