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

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

1. SERBIA 25%
2. RUSSIAN FEDERATION 19%
3. BOSNIA-HERZEGOVINA 10%
4. FRANCE 3%
5. POLAND 3%
RESTR OF WORLD 40%

1. ALBANIA 43%
2. GREECE 17%
3. SERBIA 11%
4. HUNGARY 7%
5. TURKEY 3%
RESTR 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%

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