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

While the global economy grew by 2.5%, Travel & Tourism grew significantly more at 3.5%.

2019 Travel & Tourism GDP growth (12.4% of total employment) vs +2.6% real economy GDP growth.

1,336.6 jobs (000's) (12.4% of total employment).

MAD93.9bn in visitor spend (20.8% of total exports).

INBOUND ARRIVALS

1. France 14%
2. Spain 6%
3. United Kingdom 4%
4. Germany 3%
5. Belgium 2%
Rest of World 71%

OUTBOUND DEPARTURES

1. Spain 31%
2. France 28%
3. Saudi Arabia 11%
4. Turkey 6%
5. Algeria 3%
Rest of World 21%

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

SECTOR CHARACTERISTICS (2019)

- Leisure Spending: 89%
- Business Spending: 11%
- Domestic Spending: 32%
- International Spending: 68%

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