16.5% OF TOTAL ECONOMY +4.2%
vs +1.6% real economy GDP growth

902.4 JOBS (000’s)
(18.6% of total employment)

EUROPEAN VISITOR IMPACT

1. UNITED KINGDOM 14%
2. SPAIN 14%
3. FRANCE 12%
4. GERMANY 11%
5. BRAZIL 6%
REST OF WORLD 43%

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