**SWITZERLAND**
2020 ANNUAL RESEARCH: KEY HIGHLIGHTS

**GLOBAL DATA 2019**

**10.3%**
Total GDP contribution

**330MN**
Jobs globally (1 in 10 jobs)

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

**SWITZERLAND 2019 KEY DATA**

**CONTRIBUTION OF TRAVEL & TOURISM TO GDP**

7.6% OF TOTAL ECONOMY
Total T&T GDP = CHF53.0BN (USD53.1BN)

**+1.4%**
2019 Travel & Tourism GDP growth vs +0.8% real economy GDP growth

**CONTRIBUTION OF TRAVEL & TOURISM TO EMPLOYMENT**

484.7 JOBS (000's)
(9.5% of total employment)

**INTERNATIONAL VISITOR IMPACT**

CHF20.0BN
in visitor spend (5.1% of total exports) (USD20.1BN)

**INBOUND ARRIVALS**

- 1. GERMANY 17%
- 2. CHINA 10%
- 3. UNITED STATES 10%
- 4. UNITED KINGDOM 7%
- 5. FRANCE 7%
- REST OF WORLD 49%

**OUTBOUND DEPARTURES**

- 1. FRANCE 29%
- 2. GERMANY 14%
- 3. ITALY 12%
- 4. SPAIN 8%
- 5. AUSTRIA 6%
- REST OF WORLD 31%

**SECTOR CHARACTERISTICS (2019)**

- **LEISURE SPENDING** 84%
- **BUSINESS SPENDING** 16%
- **DOMESTIC SPENDING** 56%
- **INTERNATIONAL SPENDING** 44%

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