SWITZERLAND
2020 ANNUAL RESEARCH: KEY HIGHLIGHTS

GLOBAL DATA 2019

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

0% 5% 10% 15%

10.3% Total GDP contribution

330MN Jobs globally (1 in 10 jobs)

7.6% OF TOTAL ECONOMY

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

7.6% OF TOTAL ECONOMY

Total T&T GDP = CHF53.0BN (USD53.1BN)

+1.4%

484.7 JOBS (000’s)

(9.5% of total employment)

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

SWITZERLAND 2019 KEY DATA

CONTRIBUTION OF TRAVEL & TOURISM TO GDP

CONTRIBUTION OF TRAVEL & TOURISM TO EMPLOYMENT

INTERNATIONAL VISITOR IMPACT

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
- BUSINESS SPENDING
- DOMESTIC SPENDING
- INTERNATIONAL SPENDING

84% 16%
56% 44%

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

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