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%**

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

SECTOR CHARACTERISTICS (2019)

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

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