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

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

OUTBOUND DEPARTURES

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

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