21.2% OF TOTAL ECONOMY
While the global economy grew by 2.5%, Travel & Tourism grew significantly more at 3.5%

254.3 JOBS (000's)
1 in 4 net new jobs were created by Travel & Tourism over the last five years

275.5BN in visitor spend (48.2% of total exports)

1. NORTH MACEDONIA 12%
2. GREECE 9%
3. ITALY 8%
4. MONTENEGRO 6%
5. UNITED KINGDOM 3%
REST OF WORLD 62%

1. GREECE 72%
2. TURKEY 9%
3. MONTENEGRO 5%
4. BULGARIA 4%
5. CROATIA 2%
REST OF WORLD 8%

76% LEISURE SPENDING
24% BUSINESS SPENDING
24% DOMESTIC SPENDING
76% INTERNATIONAL SPENDING

GLOBAL DATA 2019
10.3% Total GDP contribution

330MN Jobs globally (1 in 10 jobs)

2019 Travel & Tourism GDP growth (22.2% of total employment)

21.2% OF TOTAL ECONOMY
Total T&T GDP = ALL358.3BN (USD3,264.5MN)

+8.5% 2019 Travel & Tourism GDP growth vs +2.7% real economy GDP growth

CONTRIBUTION OF TRAVEL & TOURISM TO GDP

CONTRIBUTION OF TRAVEL & TOURISM TO EMPLOYMENT

INTERNATIONAL VISITOR IMPACT

INBOUND ARRIVALS
OUTBOUND DEPARTURES

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

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