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

11.8% OF TOTAL ECONOMY +1.9%

Total T&T GDP = EUR46.9BN (USD52.3BN)

2019 Travel & Tourism GDP growth vs +1.5% real economy GDP growth

567.7 JOBS (000’s)

(12.5% of total employment)

EU 21.8BN in visitor spend (9.7% of total exports)

(USD24.3BN)

AUSTRIA 2019 KEY DATA

CONTRIBUTION OF TRAVEL & TOURISM TO GDP

CONTRIBUTION OF TRAVEL & TOURISM TO EMPLOYMENT

INTERNATIONAL VISITOR IMPACT

1. GERMANY 46%
2. NETHERLANDS 7%
3. SWITZERLAND 5%
4. ITALY 4%
5. UNITED KINGDOM 3%
REST OF WORLD 35%

1. ITALY 18%
2. GERMANY 14%
3. CROATIA 10%
4. HUNGARY 9%
5. SPAIN 7%
REST OF WORLD 42%

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

SECTOR CHARACTERISTICS (2019)

- LEISURE SPENDING 86%
- BUSINESS SPENDING 14%
- DOMESTIC SPENDING 50%
- INTERNATIONAL SPENDING 50%

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

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Global GDP impact by sector (2018 data). Share of total economy GDP

Mining
Automotive
Agriculture
Travel & Tourism
Retail
Financial Services

0% 5% 10% 15%

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