GLOBAL DATA 2019

10.3% Total GDP contribution

11.8% OF TOTAL ECONOMY  1.9%
Travel & Tourism grew
significantly more at 3.5% vs +1.5%

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

EUROPEAN TOURISM "HOTSPOTS" 2019

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

OUTBOUND DEPARTURES

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

SECTOR CHARACTERISTICS (2019)

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

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

330MN Jobs globally (1 in 10 jobs)

As reported in March 2020

All values are in constant 2019 prices & exchange rates

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

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

Mining
Automotive
Agriculture
Travel & Tourism
Retail
Financial Services

AUSTRIA 2019 KEY DATA

CONTRIBUTION OF TRAVEL & TOURISM TO GDP

11.8% OF TOTAL ECONOMY
Total T&T GDP = EUR46.9BN (USD52.3BN)

+1.9%
2019 Travel & Tourism GDP growth
vs +1.5% real economy GDP growth

CONTRIBUTION OF TRAVEL & TOURISM TO EMPLOYMENT

567.7 JOBS (000's)
(12.5% of total employment)

INTERNATIONAL VISITOR IMPACT

EUR21.8BN in visitor spend (9.7% of total exports)
(USD24.3BN)

INBOUND ARRIVALS

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