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

(0% 5% 10% 15%)

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

2.5% 3.5%

10.3% Total GDP contribution

330 MN Jobs globally (1 in 10 jobs)

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

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

EUROPE 21.8 BN in visitor spend (9.7% of total exports)
(USD24.3BN)

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%

INBOUND ARRIVALS | OUTBOUND DEPARTURES

SECTOR CHARACTERISTICS (2019)
- LEISURE SPENDING 86%
- BUSINESS SPENDING 14%
- DOMESTIC SPENDING 50%
- INTERNATIONAL SPENDING 50%

Source: Oxford Economics, national sources and UNWTO

Note: Data are average shares over the 2016-2018 period

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