AUSTRIA
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

AUSTRIA 2019 KEY DATA

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

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

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%  
REST OF WORLD 35%

OUTBOUND DEPARTURES  
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%  
  14%

- BUSINESS SPENDING  
  50%  
  50%

- DOMESTIC SPENDING

- INTERNATIONAL SPENDING

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