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: 0%
- Automotive: 5%
- Agriculture: 10%
- Travel & Tourism: 15%
- Retail: 10%
- Financial Services: 5%

11.8% of total economy GDP

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%

INTERNATIONAL VISITOR IMPACT

1. GERMANY
2. ITALY
3. NETHERLANDS
4. SWITZERLAND
5. CROATIA
REST OF WORLD

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

AUSTRIA 2019 KEY DATA

CONTRIBUTION OF TRAVEL & TOURISM TO GDP

CONTRIBUTION OF TRAVEL & TOURISM TO EMPLOYMENT

INTERNATIONAL VISITOR IMPACT

AUSTRIA 2019 ANNUAL RESEARCH: KEY HIGHLIGHTS

GLOBAL DATA 2019

10.3%
Total GDP contribution

330MN
Jobs globally (1 in 10 jobs)

GLOBAL DATA 2019

As reported in March 2020

All values are in constant 2019 prices & exchange rates

SECTOR CHARACTERISTICS (2019)

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