10.3% of total GDP contribution

330,000 jobs globally (1 in 10 jobs)

13.8% of total economy

-0.7% vs +3.4% real economy GDP growth

CONTRIBUTION OF TRAVEL & TOURISM TO GDP

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%

CONTRIBUTION OF TRAVEL & TOURISM TO EMPLOYMENT

53.5 jobs (000’s)

(13.2% of total employment)

INTERNATIONAL VISITOR IMPACT

EUR2,783.7 million

in visitor spend (17.3% of total exports)

(USD3,104.0 million)

INBOUND ARRIVALS

OUTBOUND DEPARTURES

1. UNITED KINGDOM 35%

1. GREECE 62%

2. RUSSIAN FEDERATION 22%

2. UNITED KINGDOM 11%

3. ISRAEL 6%

3. SPAIN 4%

4. GREECE 5%

4. FRANCE 3%

5. GERMANY 5%

5. BULGARIA 3%

REST OF WORLD 27%

REST OF WORLD 17%

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

SECTOR CHARACTERISTICS (2019)

- LEISURE SPENDING: 92%
- BUSINESS SPENDING: 8%
- DOMESTIC SPENDING: 10%
- INTERNATIONAL SPENDING: 90%

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