IRELAND 2020 ANNUAL RESEARCH: KEY HIGHLIGHTS

**GLOBAL DATA 2019**

- **10.3%**
  - Total GDP contribution
- **330MN**
  - Jobs globally (1 in 10 jobs)

**CONTRIBUTION OF TRAVEL & TOURISM TO GDP**

- **4.3% OF TOTAL ECONOMY**
  - Total T&T GDP = EUR14.9BN (USD16.6BN)
- **1 in 4 net new jobs** were created by Travel & Tourism over the last five years
- **+1.1%**
  - 2019 Travel & Tourism GDP growth vs +5.3% real economy GDP growth

**CONTRIBUTION OF TRAVEL & TOURISM TO EMPLOYMENT**

- **135.5 JOBS (000’s)**
  - (5.9% of total employment)

**INTERNATIONAL VISITOR IMPACT**

- **EUR12.6BN**
  - in visitor spend (3.0% of total exports) (USD14.0BN)

**INBOUND ARRIVALS**

- 1. UNITED KINGDOM 46%
- 2. UNITED STATES 14%
- 3. GERMANY 6%
- 4. FRANCE 5%
- 5. SPAIN 4%
- REST OF WORLD 25%

**OUTBOUND DEPARTURES**

- 1. UNITED KINGDOM 28%
- 2. SPAIN 21%
- 3. FRANCE 14%
- 4. UNITED STATES 5%
- 5. ITALY 4%
- REST OF WORLD 28%

**SECTOR CHARACTERISTICS (2019)**

- **LEISURE SPENDING**
  - 71%
- **DOMESTIC SPENDING**
  - 21%
- **BUSINESS SPENDING**
  - 29%
- **INTERNATIONAL SPENDING**
  - 79%

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

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