Greece 2020 Annual Research: Key Highlights

Global Data 2019

- 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.
- 20.8% of total economy
  
- Global GDP impact by sector (2018 data). Share of total economy GDP
  - Mining
  - Automotive
  - Agriculture
  - Travel & Tourism
  - Retail
  - Financial Services

Greece 2019 Key Data

- Contribution of Travel & Tourism to GDP: 20.8% of total economy
- 330,000 Jobs globally (1 in 10 jobs)
- 2019 Travel & Tourism GDP growth vs +2.2% real economy GDP growth
- Total T&T GDP = EUR39.1BN (USD43.6BN)
- 846,200 Jobs (000s) (21.7% of total employment)
- EUR21.3BN in visitor spend (30.1% of total exports)

Inbound Arrivals
- 1. Germany 14%
- 2. United Kingdom 11%
- 3. Bulgaria 10%
- 4. Italy 5%
- 5. North Macedonia 5%
- Rest of World 55%

Outbound Departures
- 1. Bulgaria 16%
- 2. Turkey 15%
- 3. Albania 10%
- 4. Italy 7%
- 5. United Kingdom 5%
- Rest of World 47%

Sector Characteristics (2019)

- Leisure Spending: 94%
- Business Spending: 6%
- Domestic Spending: 32%
- International Spending: 68%

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

Source: Oxford Economics, national sources and UNWTO

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