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

10.3% Total GDP contribution

330MN Jobs globally (1 in 10 jobs)

14.3% OF TOTAL ECONOMY
Total T&T GDP = EUR177.4BN (USD197.8BN)
+1.8% 2019 Travel & Tourism GDP growth vs +2.0% real economy GDP growth

2,878.2 JOBS (000’s)
(4.6% of total employment)

EUR77.8BN in visitor spend (18.0% of total exports) (USD86.8BN)

1. UNITED KINGDOM 23%
2. GERMANY 14%
3. FRANCE 14%
4. ITALY 5%
5. NETHERLANDS 5%
REST OF WORLD 39%

1. FRANCE 26%
2. UNITED KINGDOM 10%
3. PORTUGAL 9%
4. ITALY 8%
5. GERMANY 5%
REST OF WORLD 42%

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