



Global Data

	 Total GDP contribution:		 Total Travel & Tourism jobs:	
2019	10.4% (of Total Economy) USD 10.0 TN	Change in 2020: -49.4%	334 MN =10.3% (Share of Global Jobs)	Change in 2020: ² -70.7 MN -21.2%
2022	7.6% USD 7.7 TN	Annual Change: +22.0% (-22.9% vs 2019) Economy Change YoY= 3.1%	295 MN =9.0%	Annual Change: +7.9% (-11.4% vs 2019)
2023 (F)	9.2% USD 9.5 TN	Annual Change: +23.3% (-5.0% vs 2019) Economy Change YoY= 1.3%	320 MN =9.6%	Annual Change: +8.2% (-4.2% vs 2019)
2033 (F)	11.6% USD 15.5 TN	CAGR ³ (2023 - 2033): 5.1% Economy CAGR (2023 - 2033): 2.6%	430 MN =11.8%	New Jobs (2033 vs 2023): 110.1 MN

Europe Key Data

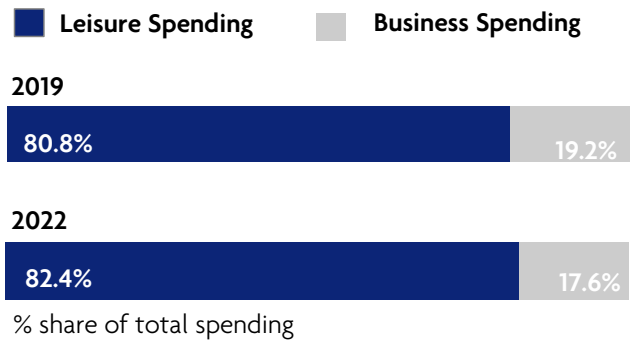
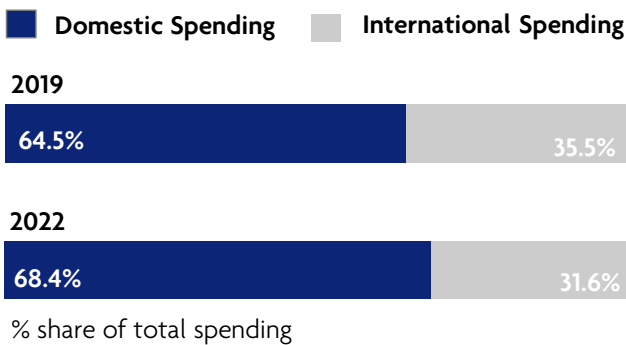
2019	9.3% (of Total Economy) EUR 2,089.8BN (USD 2,178.9BN)	Change in 2020: -46.2%	37.98MN =9.9% (Share of Total Jobs)	Change in 2020: -18.2%
2022	8.3% EUR 1,939.4BN (USD 2,022.2BN)	Annual Change: +40.1% (-7.2% vs 2019) Economy Change: +2.6%	34.76MN =9.0%	Annual Change: +9.2% (-8.5% vs 2019)
2023 (F)	8.8% EUR 2,044.4BN (USD 2,131.6BN)	Annual Change: +5.4% (-2.2% vs 2019)	36.31MN =9.4%	Annual Change: +4.4% (-4.4% vs 2019)
2033 (F)	10.0% EUR 2,712.2BN (USD 2,827.9BN)	CAGR (2023 - 2033): +2.9% Economy CAGR (2023 - 2033): +1.5%	43.77MN =11.3%	New Jobs (2033 vs 2023): 7.46MN

EUROPE

2023 Annual Research: Key Highlights¹

Europe Visitor Spending

2019	2022	2023 (F)	2033 (F)
International Visitor Spending:			
EUR623.1BN 6.2% of total exports	EUR524.1BN Annual Change: 81.9% (-15.9% vs 2019)	Annual Change: 8.9% (-8.4% vs 2019)	EUR833.5BN 6.5% of total exports CAGR (2023 - 2033): 3.9%
Domestic Visitor Spending:			
EUR1,139.0BN	EUR1,133.3BN Annual Change: 32.8% (-0.5% vs 2019)	Annual Change: 2.8% (2.3% vs 2019)	EUR1,403.7BN CAGR (2023 - 2033): 1.9%



Inbound Arrivals⁴:

2019	2022
1. Germany 14%	1. Germany 16%
2. United Kingdom 9%	2. United Kingdom 10%
3. France 5%	3. France 6%
4. United States 5%	4. United States 5%
5. Netherlands 4%	5. Netherlands 5%
Rest of world 63%	Rest of world 58%

Outbound Departures⁴:

2019	2022
1. France 11%	1. France 13%
2. Spain 10%	2. Spain 11%
3. Italy 8%	3. Italy 8%
4. Türkiye 5%	4. Türkiye 6%
5. Germany 4%	5. Germany 5%
Rest of world 62%	Rest of world 57%

Note: All figures shown for 2023 and 2033 are forecast projections. Data for additional Travel & Tourism indicators are available in the full report. For more details, visit <https://researchhub.wttc.org>.

1. All values are in constant 2022 prices & exchange rates. As reported in March 2023

2. Where the country or region has implemented job support schemes and supported jobs are still recorded as employment by national statistical job losses exclude those supported jobs (where known)

3. CAGR= Compound Annual Growth Rate

4. Source: Oxford Economics, national sources and UNWTO. Note: Data factors in intra-regional travel