

EUROPE

2021 Annual Research: Key Highlights¹

Global Data



Total GDP contribution:

2019

10.4%

USD 9,170 BN

2020

5.5%

USD 4,671 BN



Total Travel & Tourism jobs:

2019

334 MN

= 1 in 10 jobs

2020

272 MN

= 1 in 11 jobs

Total Travel & Tourism GDP change in 2020:

-49.1%

=USD -4,498 BN

Global Economy GDP change:

-3.7%

1 in 4 net new jobs
were created by Travel &
Tourism during 2014-2019



Change in Jobs in 2020²

-61.6 MN
-18.5%

Europe Key Data

2019

2020



Total contribution of Travel & Tourism to GDP:

9.5%

of Total
Economy

Total T&T GDP = USD2,191.2BN

4.9%

of Total
Economy

Total T&T GDP = USD1,064.7BN

-51.4%

Change in Travel
& Tourism GDP
vs -6.3% real
economy GDP
change



Total contribution of Travel & Tourism to Employment:

38.47

Jobs (MNs)
(10.1 % of total employment)

34.87

Jobs (MNs)
(9.3 % of total employment)

Change in jobs²:

-9.3%

-3.6 (MNs)



Visitor Impact International:

USD **639.5** BN

Visitor spend
6.2% of total exports

USD **231.2** BN

Visitor spend
2.6% of total exports

Change in
international visitor
spend:

-63.8%

-USD 408.3 BN

Domestic:

USD **1,222.5** BN

Visitor spend

USD **630.9** BN

Visitor spend

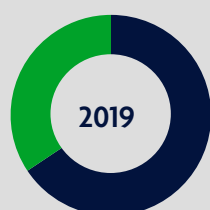
Change in domestic
visitor spend:

-48.4%

-USD 591.6 BN

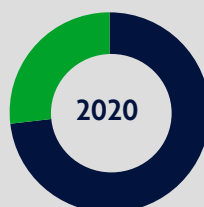
Europe Sector Characteristics

Domestic vs International Spending:



● Domestic Spending:
USD 1,222.5BN (66%)

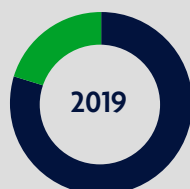
● International Spending:
USD 639.5BN (34%)



● Domestic Spending:
USD 630.9BN (73%)

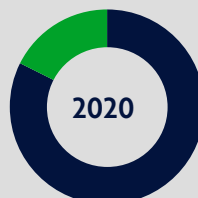
● International Spending:
USD 231.2BN (27%)

Leisure vs Business Spending:



● Leisure Spending:
USD 1,484.7BN (80%)

● Business Spending:
USD 377.2BN (20%)



● Leisure Spending:
USD 710.1BN (82%)

● Business Spending:
USD 152.0BN (18%)

Inbound Arrivals³

2019	2020
1. Germany 13%	1. Germany 17%
2. United Kingdom 9%	2. United Kingdom 8%
3. France 5%	3. France 5%
4. United States 5%	4. Belgium 5%
5. Netherlands 4%	5. Netherlands 5%
Rest of world 64%	Rest of world 60%

Outbound Departures³

2019	2020
1. France 11%	1. France 19%
2. Spain 10%	2. Spain 9%
3. Italy 8%	3. Italy 6%
4. Turkey 4%	4. Turkey 5%
5. Germany 4%	5. Germany 5%
Rest of world 63%	Rest of world 56%

1. All values are in constant 2020 prices & exchange rates. As reported in March 2021

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

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