

# EUROPE

## 2019 ANNUAL RESEARCH: KEY HIGHLIGHTS<sup>1</sup>

### GLOBAL DATA 2018



**10.4%**

Total GDP contribution

While the global economy grew by 3.2%, **Travel & Tourism** grew significantly more at **3.9%**

**1 in 5 new jobs** were created by Travel & Tourism over the last five years

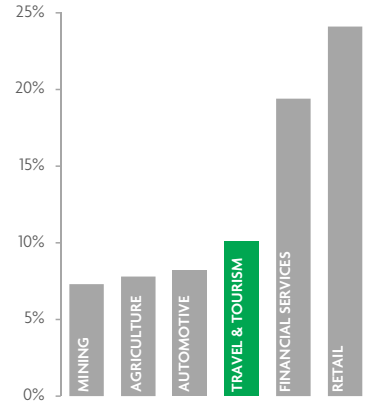
**Global GDP impact by sector (2016 data).** Share of total economy GDP

GLOBAL ECONOMY

**3.2%**

TRAVEL & TOURISM

**3.9%**



**319** MN

Jobs globally (1 in 10 jobs)

### EUROPE 2018 KEY DATA



CONTRIBUTION OF TRAVEL & TOURISM TO GDP

**9.7%** OF TOTAL ECONOMY

Total T&T GDP = USD2,218.7BN

**+3.1%**

2018 Travel & Tourism GDP growth



CONTRIBUTION OF TRAVEL & TOURISM TO EMPLOYMENT

**36.7** JOBS (MN)

(9.7% of total employment)

**42.0** JOBS (MN)

Expected in 2029



INTERNATIONAL VISITOR IMPACT

**USD626.6** BN

in visitor spend (6.0% of total exports)

**728.8** MN

Expected international arrivals for 2019

### SECTOR CHARACTERISTICS

● LEISURE SPENDING

79%

21%

● BUSINESS SPENDING

● DOMESTIC SPENDING

65%

35%

● INTERNATIONAL SPENDING

<sup>1</sup>All values are in constant 2018 prices & exchange rates  
All forecasts WTTC and Oxford Economics