

# GREECE

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

### GLOBAL DATA 2018



**10.4%**

Total GDP contribution



**319** MN

Jobs globally (1 in 10 jobs)

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

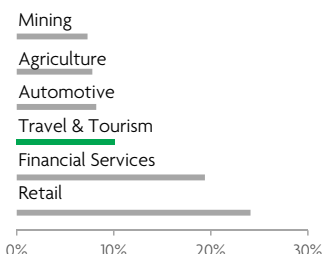
3.2%

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



### GREECE 2018 KEY DATA



CONTRIBUTION OF TRAVEL & TOURISM TO GDP

**20.6%** OF TOTAL ECONOMY

Total T&T GDP = EUR37.5BN (USD44.5BN)

**+6.9%**

2018 Travel & Tourism GDP growth



CONTRIBUTION OF TRAVEL & TOURISM TO EMPLOYMENT

**988.6** JOBS (000's)

(25.9% of total employment)

**1,241.8** JOBS (000's)

Expected in 2029



INTERNATIONAL VISITOR IMPACT

**EUR18.5** BN

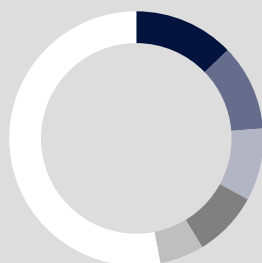
USD22.0BN in visitor spend  
(27.9% of total exports)

**31.7** MN

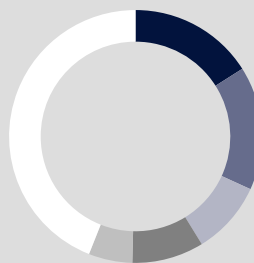
Expected international arrivals for 2019

### INBOUND ARRIVALS

### OUTBOUND DEPARTURES



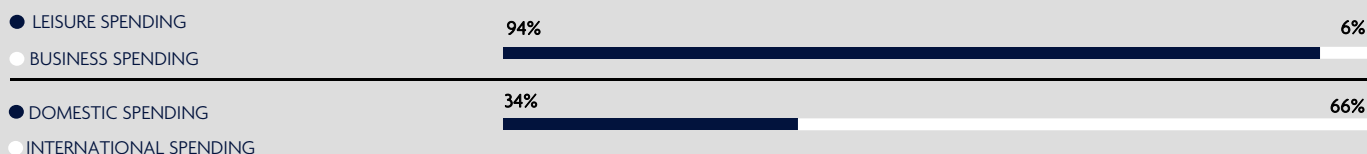
- 1. GERMANY 13%
- 2. UNITED KINGDOM 11%
- 3. BULGARIA 9%
- 4. NORTH MACEDONIA 8%
- 5. FRANCE 6%
- REST OF WORLD 53%



- 1. BULGARIA 16%
- 2. TURKEY 16%
- 3. ITALY 9%
- 4. ALBANIA 9%
- 5. UNITED KINGDOM 6%
- REST OF WORLD 44%

Note: Data are average shares over the 2015-2017 period  
Source: Oxford Economics, national sources and UNWTO

### SECTOR CHARACTERISTICS (2018)



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