

# GREECE

2021 Annual Research: Key Highlights<sup>1</sup>

## 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 2020<sup>2</sup>

**-61.6 MN**  
-18.5%

## Greece Key Data

2019

2020



Total contribution of Travel & Tourism to GDP:

**20.3%** of Total  
Economy

Total T&T GDP = EUR38.1BN  
(USD43.5BN)

**8.7%** of Total  
Economy

Total T&T GDP = EUR14.8BN (USD16.9BN)

**-61.1%**

Change in Travel  
& Tourism GDP  
vs -9.7% real  
economy GDP  
change



Total contribution of Travel & Tourism to Employment:

**824.7**

Jobs (000s)  
(21.1 % of total employment)

**759.3**

Jobs (000s)  
(19.8 % of total employment)

Change in jobs<sup>2</sup>:

**-7.9%**

-65.4 (000s)



Visitor Impact  
International:

EUR **20.3** BN

Visitor spend  
26.9% of total exports (USD23.2BN)

EUR **4.7** BN

Visitor spend  
9.3% of total exports (USD5.4BN)

Change in  
international visitor  
spend:

**-76.9%**

-USD 17.8 BN

Domestic:

EUR **9.7** BN

Visitor spend  
(USD 11.1BN)

EUR **5.6** BN

Visitor spend  
(USD 6.4BN)

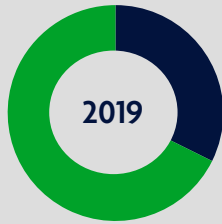
Change in domestic  
visitor spend:

**-42.3%**

-USD 4.7 BN

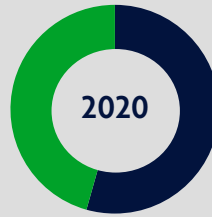
### Greece Sector Characteristics

#### Domestic vs International Spending:



● Domestic Spending:  
**USD 11.1BN (32%)**

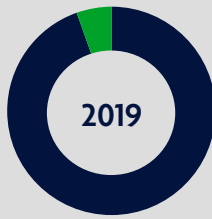
● International Spending:  
**USD 23.2BN (68%)**



● Domestic Spending:  
**USD 6.4BN (54%)**

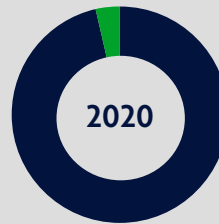
● International Spending:  
**USD 5.4BN (46%)**

#### Leisure vs Business Spending:



● Leisure Spending:  
**USD 32.5BN (95%)**

● Business Spending:  
**USD 1.9BN (5%)**



● Leisure Spending:  
**USD 11.4BN (96%)**

● Business Spending:  
**USD 0.4BN (4%)**

#### Inbound Arrivals<sup>3</sup>

2019	2020
1. Germany <b>13%</b>	1. Germany <b>16%</b>
2. Bulgaria <b>12%</b>	2. United Kingdom <b>12%</b>
3. United Kingdom <b>11%</b>	3. Bulgaria <b>10%</b>
4. Italy <b>5%</b>	4. Italy <b>6%</b>
5. France <b>5%</b>	5. France <b>5%</b>
<b>Rest of world 54%</b>	<b>Rest of world 51%</b>

#### Outbound Departures<sup>3</sup>

2019	2020
1. Turkey <b>18%</b>	1. Bulgaria <b>14%</b>
2. Bulgaria <b>13%</b>	2. Albania <b>13%</b>
3. Albania <b>11%</b>	3. Italy <b>12%</b>
4. Italy <b>7%</b>	4. Turkey <b>10%</b>
5. United Kingdom <b>5%</b>	5. France <b>7%</b>
<b>Rest of world 46%</b>	<b>Rest of world 44%</b>

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