

### GLOBAL DATA 2019



While the global economy grew by 2.5%,  
**Travel & Tourism grew significantly more at 3.5%**



**1 in 4 net new jobs** were created by Travel & Tourism over the last five years



**Global GDP impact by sector (2018 data).** Share of total economy GDP



### ESTONIA 2019 KEY DATA



CONTRIBUTION OF TRAVEL & TOURISM TO GDP

**11.7% OF TOTAL ECONOMY**

Total T&T GDP = EUR3.3BN  
(USD3,665.1MN)

**+1.6%**

2019 Travel & Tourism GDP growth vs **+3.4%** real economy GDP growth



CONTRIBUTION OF TRAVEL & TOURISM TO EMPLOYMENT

**75.1** JOBS (000's)

(11.3% of total employment)

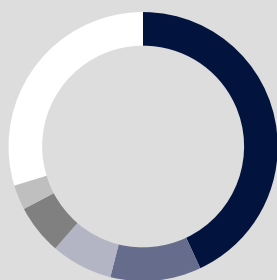


INTERNATIONAL VISITOR IMPACT

**EUR2.0<sub>BN</sub>**

in visitor spend (**9.6%** of total exports)  
(USD2,256.7MN)

### INBOUND ARRIVALS



- 1. FINLAND **43%**
- 2. RUSSIAN FEDERATION **11%**
- 3. LATVIA **7%**
- 4. GERMANY **6%**
- 5. SWEDEN **3%**
- **REST OF WORLD 30%**

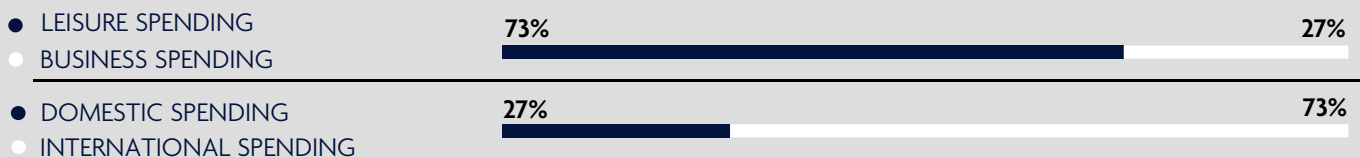
### OUTBOUND DEPARTURES



- 1. RUSSIAN FEDERATION **36%**
- 2. LATVIA **10%**
- 3. POLAND **8%**
- 4. FINLAND **8%**
- 5. LITHUANIA **6%**
- **REST OF WORLD 32%**

Note: Data are average shares over the 2016-2018 period  
Source: Oxford Economics, national sources and UNWTO

### SECTOR CHARACTERISTICS (2019)



<sup>1</sup>All values are in constant 2019 prices & exchange rates  
As reported in March 2020