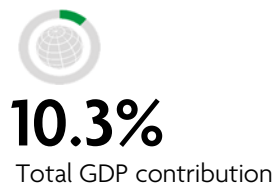


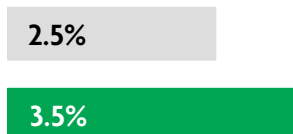
SWITZERLAND

2020 ANNUAL RESEARCH: KEY HIGHLIGHTS¹

GLOBAL DATA 2019



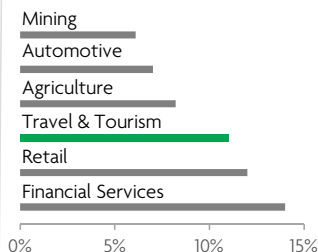
While the global economy grew by 2.5%,
Travel & Tourism grew significantly more at 3.5%



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



SWITZERLAND 2019 KEY DATA



CONTRIBUTION OF TRAVEL & TOURISM TO GDP

7.6% OF TOTAL ECONOMY

Total T&T GDP = CHF53.0BN (USD53.1BN)

+1.4%

2019 Travel & Tourism GDP growth vs **+0.8%** real economy GDP growth



CONTRIBUTION OF TRAVEL & TOURISM TO EMPLOYMENT

484.7 JOBS (000's)
(9.5% of total employment)



INTERNATIONAL VISITOR IMPACT

CHF20.0_{BN}

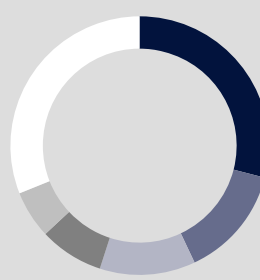
in visitor spend (**5.1%** of total exports)
(USD20.1BN)

INBOUND ARRIVALS



- 1. GERMANY 17%
- 2. CHINA 10%
- 3. UNITED STATES 10%
- 4. UNITED KINGDOM 7%
- 5. FRANCE 7%
- REST OF WORLD 49%

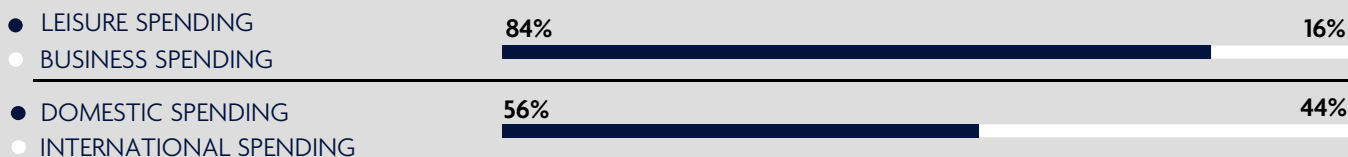
OUTBOUND DEPARTURES



- 1. FRANCE 29%
- 2. GERMANY 14%
- 3. ITALY 12%
- 4. SPAIN 8%
- 5. AUSTRIA 6%
- REST OF WORLD 31%

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

SECTOR CHARACTERISTICS (2019)



¹All values are in constant 2019 prices & exchange rates
As reported in March 2020