




Travel & Tourism

ECONOMIC IMPACT 2016

GREECE



The survival of many fish species depends on migrations up and down rivers. A fish ladder provides a detour route for migrating fish past a particular obstruction on the river. Designs vary but in general all fish ladders contain a series of ascending pools that are reached by swimming against a stream of water. Fish leap through the cascade of rushing water, rest in a pool, and then repeat the process until they are out of the ladder.

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FOREWORD

The World Travel & Tourism Council (WTTC) is the global authority on the economic and social contribution of Travel & Tourism. WTTC promotes sustainable growth for the sector, working with governments and international institutions to create jobs, to drive exports and to generate prosperity.

For over 25 years, WTTC has been quantifying the economic impact of Travel & Tourism. This year, the 2016 Annual Economic Reports cover 184 countries and 24 regions of the world. Our 10 year forecasts provide a unique perspective on the sector's potential for long-term growth, and the continued vital contribution to the economic strength and social development of the world.

For the fifth successive year, the growth of the Travel & Tourism sector in 2015 (2.8%) outpaced that of the global economy (2.3%) and a number of other major sectors such as manufacturing and retail. In total, Travel & Tourism generated US \$7.2 trillion (9.8% of global GDP) and supported 284 million jobs, equivalent to 1 in 11 jobs in the global economy.

The outlook for Travel & Tourism in 2016 remains robust, despite economic fragilities and other sources of volatility in the wider market. The sector's GDP growth contribution is expected to accelerate and again outpace growth of the wider economy. Stronger growth in 2016 is likely to be underpinned by an improving global economy. The lowest oil prices in more than a decade will continue to boost demand through lower transport costs, whilst household finances and disposable income will benefit from reduced energy costs.

Through the last year, safety and security concerns have moved into the spotlight, and we have to assume that these issues will continue to cause difficulties in the years ahead. We note that the sector remains resilient and that governments are working hard to ensure the safety of tourists and to minimise the impact of security threats. Incidents such as the ones we observed with shock and sadness in recent months will not stop people travelling, as the world continues to go about its business.

There are other factors which are influencing the flow of travellers around the world. Notably, the strength of the US dollar relative to other currencies is shifting the price competitiveness of destinations and will affect who travels where this year. Undoubtedly new developments will emerge alongside these existing factors. Travel & Tourism is a key force for good, and it has proven in the past that it is strong and adaptable enough to face any challenges. It will continue to grow, to create jobs, and to bring economic and social benefits.

The Travel & Tourism sector is expected to grow faster than the wider economy and many other industries over the next decade. It is anticipated to support over 370 million jobs by 2026. Such strong growth will require tourism destinations across the world to provide environments that are conducive to business development. It will require effective coordination between public institutions and the private sector around the world.

WTTC is proud to contribute the evidence base required for public and private bodies to make the right decisions for the future growth of a sustainable Travel & Tourism sector.

David Scowsill
President & CEO



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THE ECONOMIC IMPACT OF TRAVEL & TOURISM MARCH 2016

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2016 ANNUAL RESEARCH: KEY FACTS¹

2016 forecast

GDP: DIRECT CONTRIBUTION

The direct contribution of Travel & Tourism to GDP was EUR13.3bn (7.6% of total GDP) in 2015, and is forecast to fall by 0.5% in 2016, and to rise by 4.0% pa, from 2016-2026, to EUR19.5bn (9.3% of total GDP) in 2026.



GDP: TOTAL CONTRIBUTION

The total contribution of Travel & Tourism to GDP was EUR32.5bn (18.5% of GDP) in 2015, and is forecast to fall by 1.8% in 2016, and to rise by 3.9% pa to EUR46.7bn (22.4% of GDP) in 2026.



EMPLOYMENT: DIRECT CONTRIBUTION

In 2015 Travel & Tourism directly supported 401,000 jobs (11.3% of total employment). This is expected to rise by 0.6% in 2016 and rise by 2.7% pa to 529,000 jobs (13.5% of total employment) in 2026.



EMPLOYMENT: TOTAL CONTRIBUTION

In 2015, the total contribution of Travel & Tourism to employment, including jobs indirectly supported by the industry, was 23.1% of total employment (822,000 jobs). This is expected to fall by 0.6% in 2016 to 817,000 jobs and rise by 3.0% pa to 1,095,000 jobs in 2026 (28.0% of total).



VISITOR EXPORTS

Visitor exports generated EUR14.8bn (25.8% of total exports) in 2015. This is forecast to grow by 2.2% in 2016, and grow by 4.4% pa, from 2016-2026, to EUR23.3bn in 2026 (27.2% of total).



INVESTMENT

Travel & Tourism investment in 2015 was EUR2.7bn, or 14.8% of total investment. It should fall by 7.6% in 2016, and rise by 3.8% pa over the next ten years to EUR3.6bn in 2026 (17.2% of total).



¹All values are in constant 2015 prices & exchange rates

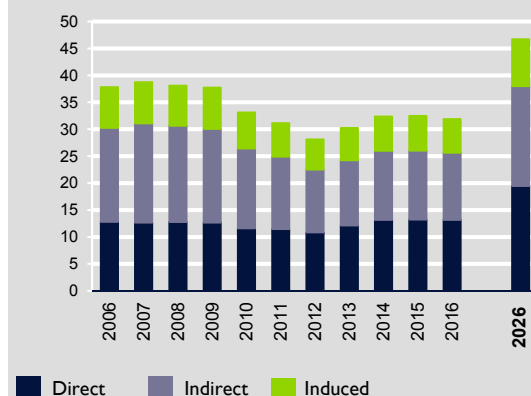
WORLD RANKING (OUT OF 184 COUNTRIES):

Relative importance of Travel & Tourism's total contribution to GDP

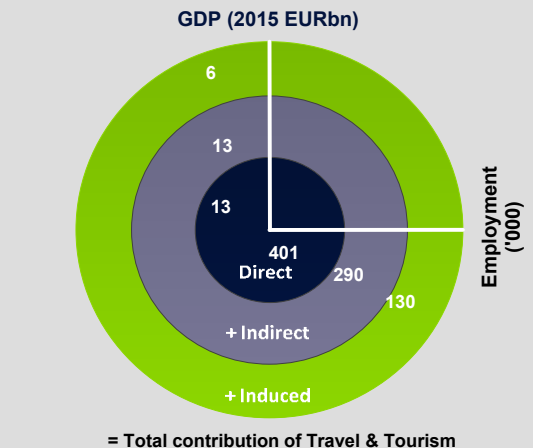
29 ABSOLUTE Size in 2015	40 RELATIVE SIZE Contribution to GDP in 2015	180 GROWTH 2016 forecast	110 LONG-TERM GROWTH Forecast 2016-2026
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Total Contribution of Travel & Tourism to GDP

2015 EURbn



Breakdown of Travel & Tourism's Total Contribution to GDP and Employment 2015



Defining the economic contribution of Travel & Tourism

Travel & Tourism is an important economic activity in most countries around the world. As well as its direct economic impact, the sector has significant indirect and induced impacts. The UN Statistics Division-approved Tourism Satellite Accounting methodology (TSA:RMF 2008) quantifies only the direct contribution of Travel & Tourism. WTTC recognises that Travel & Tourism's total contribution is much greater however, and aims to capture its indirect and induced impacts through its annual research.



DIRECT CONTRIBUTION

The direct contribution of Travel & Tourism to GDP reflects the 'internal' spending on Travel & Tourism (total spending within a particular country on Travel & Tourism by residents and non-residents for business and leisure purposes) as well as government 'individual' spending - spending by government on Travel & Tourism services directly linked to visitors, such as cultural (eg museums) or recreational (eg national parks).

The direct contribution of Travel & Tourism to GDP is calculated to be consistent with the output, as expressed in National Accounting, of tourism-characteristic sectors such as hotels, airlines, airports, travel agents and leisure and recreation services that deal directly with tourists. The direct contribution of Travel & Tourism to GDP is calculated from total internal spending by 'netting out' the purchases made by the different tourism industries. This measure is consistent with the definition of Tourism GDP, specified in the 2008 Tourism Satellite Account: Recommended Methodological Framework (TSA: RMF 2008).

TOTAL CONTRIBUTION

The total contribution of Travel & Tourism includes its 'wider impacts' (ie the indirect and induced impacts) on the economy. The 'indirect' contribution includes the GDP and jobs supported by:

- Travel & Tourism investment spending – an important aspect of both current and future activity that includes investment activity such as the purchase of new aircraft and construction of new hotels;
- Government 'collective' spending, which helps Travel & Tourism activity in many different ways as it is made on behalf of the 'community at large' – eg tourism marketing and promotion, aviation, administration, security services, resort area security services, resort area sanitation services, etc;
- Domestic purchases of goods and services by the sectors dealing directly with tourists - including, for example, purchases of food and cleaning services by hotels, of fuel and catering services by airlines, and IT services by travel agents.

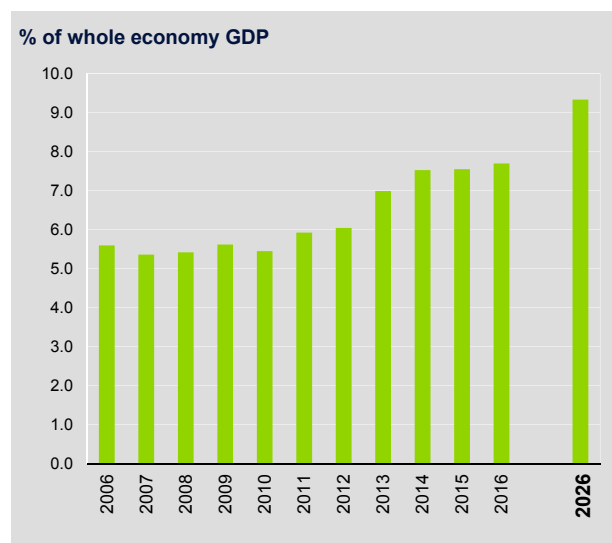
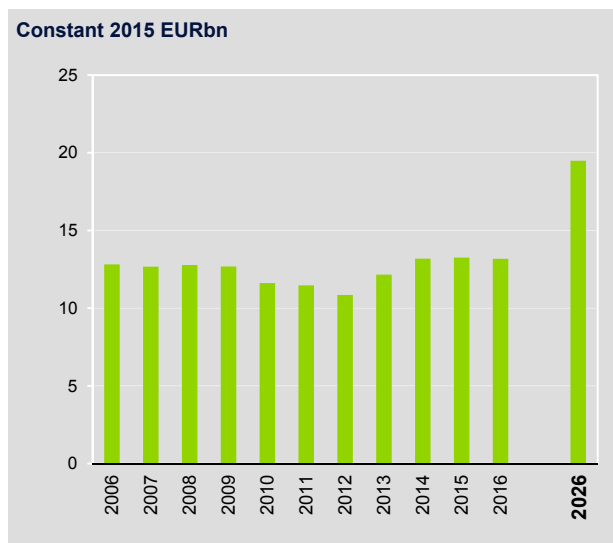
The 'induced' contribution measures the GDP and jobs supported by the spending of those who are directly or indirectly employed by the Travel & Tourism sector.

Travel & Tourism's contribution to GDP¹

The direct contribution of Travel & Tourism to GDP in 2015 was EUR13.3bn (7.6% of GDP). This is forecast to fall by 0.5% to EUR13.2bn in 2016. This primarily reflects the economic activity generated by industries such as hotels, travel agents, airlines and other passenger transportation services (excluding commuter services). But it also includes, for example, the activities of the restaurant and leisure industries directly supported

The direct contribution of Travel & Tourism to GDP is expected to grow by 4.0% pa to EUR19.5bn (9.3% of GDP) by 2026.

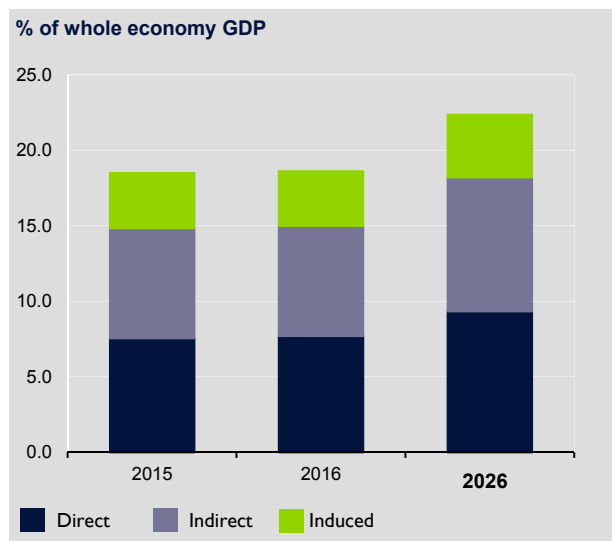
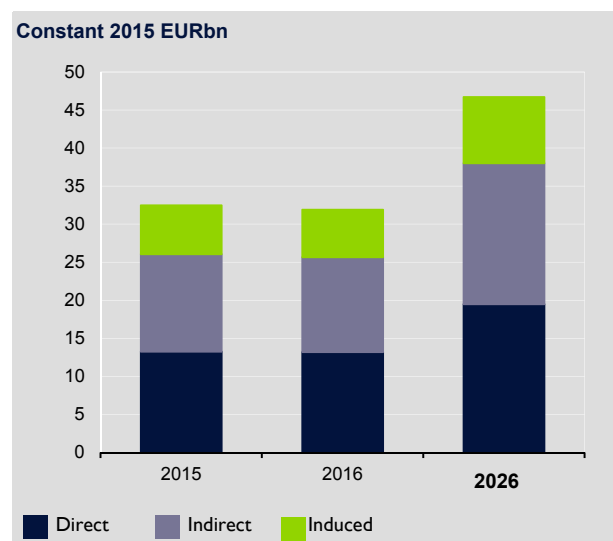
GREECE: DIRECT CONTRIBUTION OF TRAVEL & TOURISM TO GDP



The total contribution of Travel & Tourism to GDP (including wider effects from investment, the supply chain and induced income impacts, see page 2) was EUR32.5bn in 2015 (18.5% of GDP) and is expected to grow by 1.8% to EUR31.9bn (18.6% of GDP) in 2016.

It is forecast to rise by 3.9% pa to EUR46.7bn by 2026 (22.4% of GDP).

GREECE: TOTAL CONTRIBUTION OF TRAVEL & TOURISM TO GDP



¹ All values are in constant 2015 prices & exchange rates

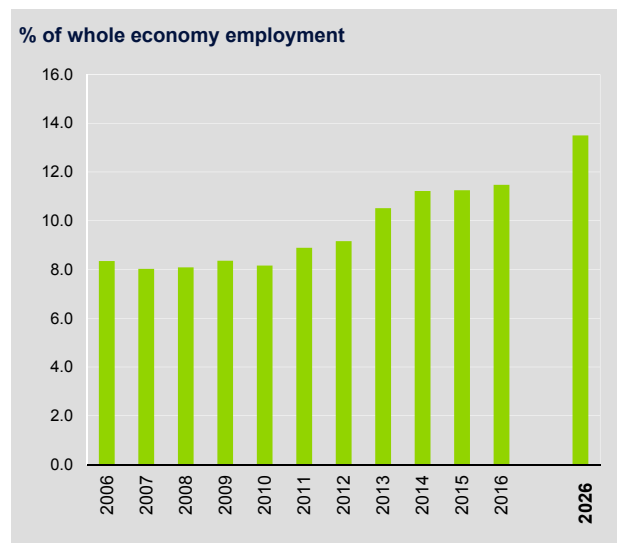
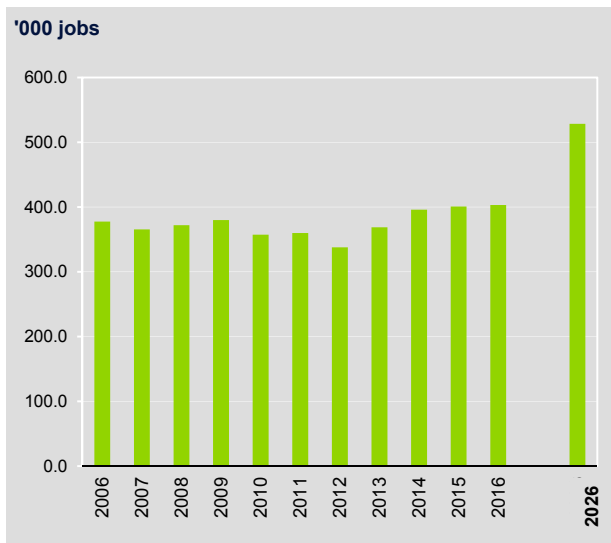
Travel & Tourism's contribution to employment

Travel & Tourism generated 401,000 jobs directly in 2015 (11.3% of total employment) and this is forecast to grow by 0.6% in 2016 to 403,500 (11.5% of total employment).

This includes employment by hotels, travel agents, airlines and other passenger transportation services (excluding commuter services). It also includes, for example, the activities of the restaurant and leisure industries directly supported by tourists.

By 2026, Travel & Tourism will account for 529,000 jobs directly, an increase of 2.7% pa over the next ten years.

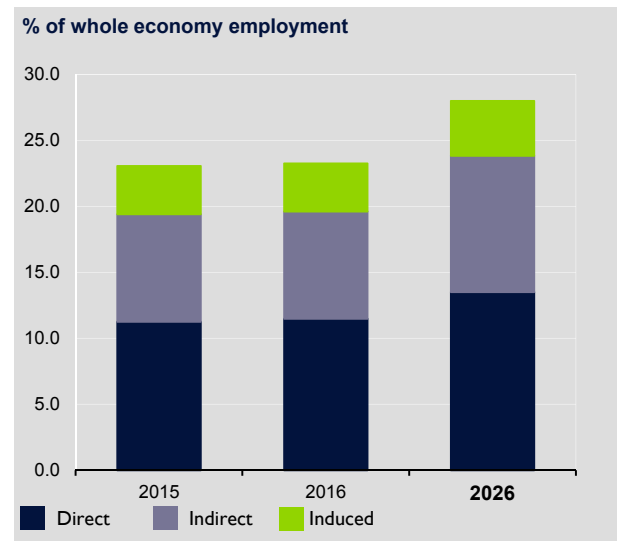
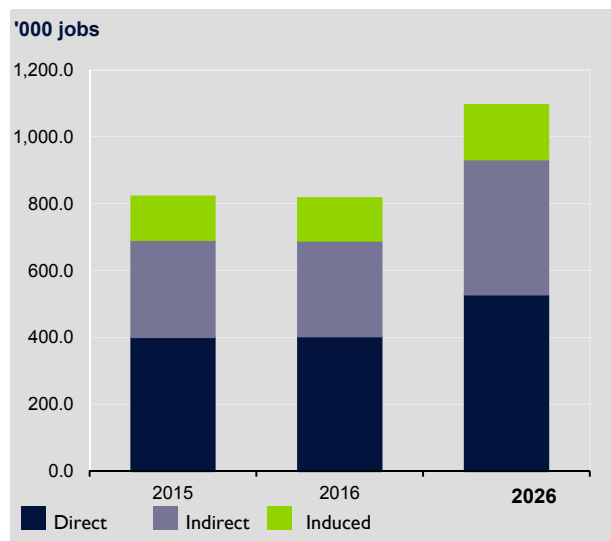
GREECE: DIRECT CONTRIBUTION OF TRAVEL & TOURISM TO EMPLOYMENT



The total contribution of Travel & Tourism to employment (including wider effects from investment, the supply chain and induced income impacts, see page 2) was 822,000 jobs in 2015 (23.1% of total employment). This is forecast to fall by 0.6% in 2016 to 817,000 jobs (23.2% of total employment).

By 2026, Travel & Tourism is forecast to support 1,095,000 jobs (28.0% of total employment), an increase of 3.0% pa over the period.

GREECE: TOTAL CONTRIBUTION OF TRAVEL & TOURISM TO EMPLOYMENT



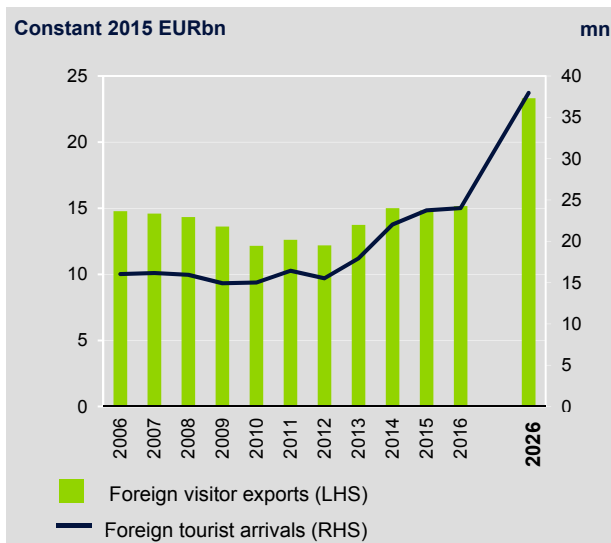
Visitor Exports and Investment¹

VISITOR EXPORTS

Money spent by foreign visitors to a country (or visitor exports) is a key component of the direct contribution of Travel & Tourism. In 2015, Greece generated EUR14.8bn in visitor exports. In 2016, this is expected to grow by 2.2%, and the country is expected to attract 24,021,000 international tourist arrivals.

By 2026, international tourist arrivals are forecast to total 37,972,000, generating expenditure of EUR23.3bn, an increase of 4.4% pa.

GREECE: VISITOR EXPORTS AND INTERNATIONAL TOURIST ARRIVALS

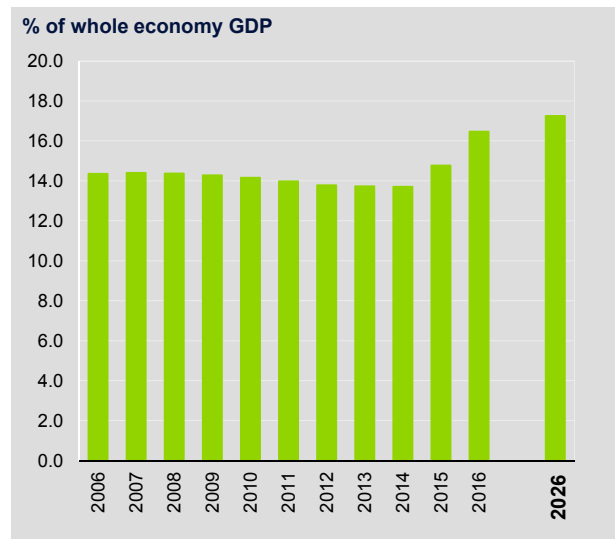
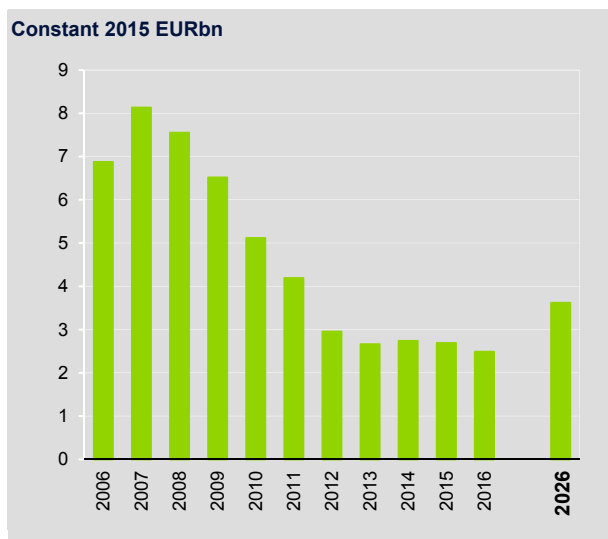


INVESTMENT

Travel & Tourism is expected to have attracted capital investment of EUR2.7bn in 2015. This is expected to fall by 7.6% in 2016, and rise by 3.8% pa over the next ten years to EUR3.6bn in 2026.

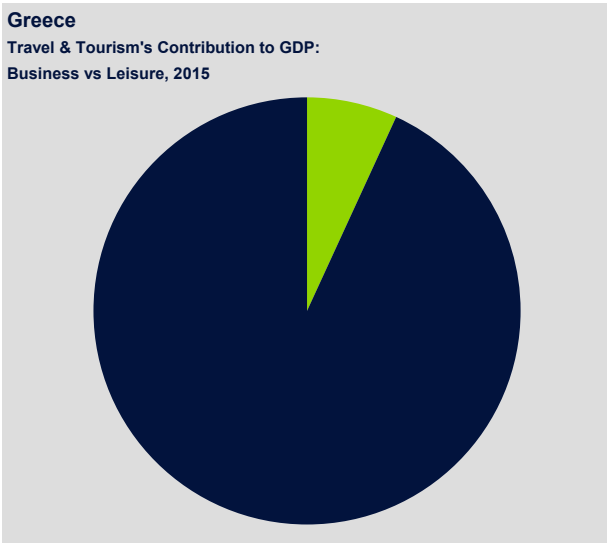
Travel & Tourism's share of total national investment will rise from 16.5% in 2016 to 17.2% in 2026.

GREECE: CAPITAL INVESTMENT IN TRAVEL & TOURISM



¹ All values are in constant 2015 prices & exchange rates

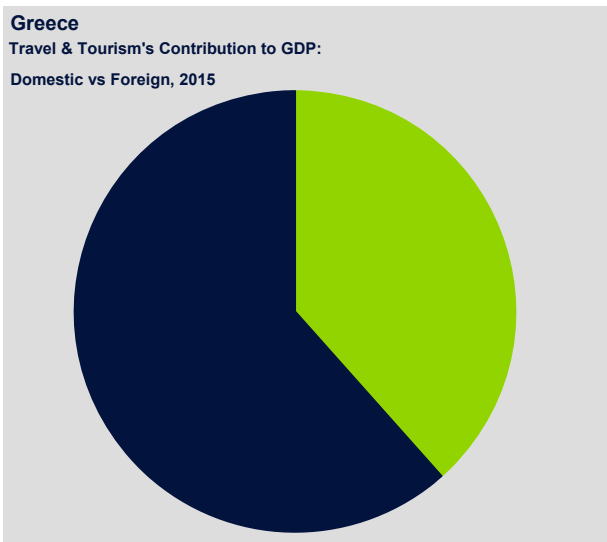
Different components of Travel & Tourism¹



Leisure travel spending (inbound and domestic) generated 93.1% of direct Travel & Tourism GDP in 2015 (EUR22.5bn) compared with 6.9% for business travel spending (EUR1.7bn).

Leisure travel spending is expected to grow by 0.8% in 2016 to EUR22.6bn, and rise by 3.7% pa to EUR32.7bn in 2026.

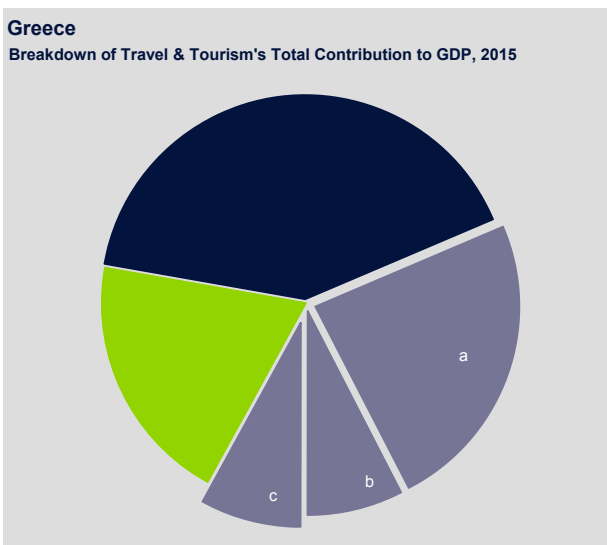
Business travel spending is expected to grow by 3.0% in 2016 to EUR1.7bn, and rise by 7.5% pa to EUR3.5bn in 2026.



Domestic travel spending generated 38.4% of direct Travel & Tourism GDP in 2015 compared with 61.6% for visitor exports (ie foreign visitor spending or international tourism receipts).

Domestic travel spending is expected to fall by 5.9% in 2016 to EUR8.7bn, and rise by 1.8% pa to EUR10.4bn in 2026.

Visitor exports are expected to grow by 2.2% in 2016 to EUR15.2bn, and rise by 4.4% pa to EUR23.3bn in 2026.



The Travel & Tourism industry contributes to GDP and employment in many ways as detailed on page 2.

The total contribution of Travel & Tourism to GDP is its direct contribution.

¹ All values are in constant 2015 prices & exchange rates

Country rankings: Absolute contribution, 2015

Travel & Tourism's Direct Contribution to GDP	2015 (US\$bn)
6 France	89.2
8 Italy	76.3
9 Spain	68.8
13 Turkey	35.9
World Average	18.5
Europe Average	14.9
26 Greece	14.7
27 Egypt	14.5
33 Portugal	12.6
67 Tunisia	2.5
92 Malta	1.4
99 Cyprus	1.2

Travel & Tourism's Total Contribution to GDP	2015 (US\$bn)
6 France	221.1
7 Spain	192.0
8 Italy	185.9
14 Turkey	91.6
World Average	55.7
Europe Average	40.3
29 Greece	36.0
30 Egypt	33.6
32 Portugal	32.4
78 Tunisia	5.5
93 Cyprus	3.7
106 Malta	2.6

Travel & Tourism's Direct Contribution to Employment	2015 '000 jobs
14 France	1170.3
16 Italy	1119.0
17 Egypt	1110.6
21 Spain	937.3
World Average	845.8
29 Turkey	599.9
39 Greece	401.0
42 Portugal	362.8
Europe Average	302.7
64 Tunisia	185.3
135 Malta	29.2
140 Cyprus	24.1

Travel & Tourism's Total Contribution to Employment	2015 '000 jobs
15 Spain	2901.5
16 France	2795.5
17 Egypt	2619.8
18 Italy	2609.2
22 Turkey	2192.8
World Average	2123.0
41 Portugal	882.0
43 Greece	821.9
Europe Average	762.7
75 Tunisia	400.1
138 Cyprus	73.4
144 Malta	50.8

Travel & Tourism Capital Investment	2015 (US\$bn)
4 France	33.0
9 Spain	18.7
13 Turkey	14.2
16 Italy	9.7
30 Egypt	5.0
World Average	4.3
Europe Average	4.0
44 Greece	3.0
46 Portugal	2.7
74 Tunisia	0.7
105 Cyprus	0.3
122 Malta	0.2

Visitor Exports	2015 (US\$bn)
2 Spain	61.9
6 France	48.2
9 Italy	41.0
11 Turkey	35.5
23 Greece	16.5
24 Portugal	15.7
Europe Average	10.8
40 Egypt	7.4
World Average	7.1
69 Cyprus	2.5
84 Tunisia	1.7
91 Malta	1.6

The tables on pages 7-10 provide brief extracts from the full WTTC Country League Table Rankings, highlighting comparisons with competing destinations as well as with the world and regional average. Averages in above tables are simple cross-country averages. The competing destinations selected are those that offer a similar tourism product and compete for tourists from the same set of origin markets. These tend to be, but are not exclusively, geographical neighbours.

Country rankings: Relative contribution, 2015

Travel & Tourism's Direct Contribution to GDP	2015 % share
12 Malta	15.1
35 Greece	7.6
42 Cyprus	6.4
43 Portugal	6.4
47 Tunisia	5.8
48 Spain	5.8
56 Turkey	5.0
58 Egypt	4.9
72 Italy	4.2
90 France	3.7
Europe	3.5
World	3.0

Travel & Tourism's Total Contribution to GDP	2015 % share
23 Malta	27.7
39 Cyprus	19.3
40 Greece	18.5
45 Portugal	16.4
47 Spain	16.0
61 Turkey	12.9
62 Tunisia	12.6
69 Egypt	11.4
84 Italy	10.2
World	9.8
Europe	9.6
99 France	9.1

Travel & Tourism's Direct Contribution to Employment	2015 % share
10 Malta	16.5
21 Greece	11.3
31 Portugal	7.9
42 Cyprus	6.6
55 Tunisia	5.3
57 Spain	5.2
60 Italy	5.0
70 Egypt	4.4
73 France	4.2
Europe	3.6
World	3.6
140 Turkey	2.3

Travel & Tourism's Total Contribution to Employment	2015 % share
19 Malta	28.8
27 Greece	23.1
33 Cyprus	20.1
35 Portugal	19.3
47 Spain	16.2
63 Italy	11.6
64 Tunisia	11.5
76 Egypt	10.5
81 France	10.1
World	9.5
Europe	9.1
105 Turkey	8.3

Travel & Tourism Investment Contribution to Total Capital Investment	2015 % share
28 Greece	14.8
31 Cyprus	14.0
34 Egypt	12.5
45 Malta	10.4
47 Turkey	9.9
56 Portugal	8.9
60 Tunisia	8.4
67 Spain	7.7
78 France	6.4
Europe	4.8
World	4.3
137 Italy	3.2

Visitor Exports Contribution to Total Exports	2015 % share
47 Greece	25.8
48 Cyprus	24.5
58 Egypt	20.7
61 Portugal	19.3
65 Turkey	17.7
71 Spain	15.6
85 Malta	10.3
93 Tunisia	9.1
101 Italy	7.5
109 France	6.7
World	6.1
Europe	5.7

Country rankings: Real growth, 2016

Travel & Tourism's Direct Contribution to GDP	2016 % growth
36 Malta	5.1
49 Cyprus	4.3
73 Portugal	3.6
81 Spain	3.4
World	3.3
96 France	2.9
Europe	2.9
124 Italy	2.1
156 Egypt	0.7
161 Turkey	0.2
170 Greece	-0.5
175 Tunisia	-1.0

Travel & Tourism's Total Contribution to GDP	2016 % growth
43 Malta	4.4
46 Cyprus	4.4
World	3.5
82 Spain	3.5
90 France	3.1
Europe	2.9
99 Portugal	2.8
136 Italy	1.9
152 Turkey	1.1
154 Egypt	1.0
174 Tunisia	-0.9
180 Greece	-1.8

Travel & Tourism's Direct Contribution to Employment	2016 % growth
18 Portugal	4.6
48 Malta	2.6
51 Spain	2.6
68 France	2.1
71 Italy	2.0
World	1.9
Europe	1.8
123 Greece	0.6
134 Cyprus	-0.1
136 Turkey	-0.2
153 Egypt	-0.9
160 Tunisia	-1.3

Travel & Tourism's Total Contribution to Employment	2016 % growth
21 Portugal	3.7
38 Cyprus	3.0
53 Spain	2.4
World	2.2
63 France	2.1
75 Malta	1.8
84 Italy	1.7
Europe	1.4
118 Turkey	0.7
151 Egypt	-0.6
152 Greece	-0.6
165 Tunisia	-1.3

Travel & Tourism Investment	2016 % growth
48 Spain	6.3
70 Italy	5.3
74 Cyprus	5.3
World	4.7
Europe	4.1
112 Turkey	3.7
114 France	3.5
117 Malta	3.5
129 Egypt	2.8
131 Portugal	2.5
169 Tunisia	-0.1
184 Greece	-7.6

Visitor Exports	2016 % growth
34 Malta	5.5
47 Spain	4.7
52 Cyprus	4.5
58 Portugal	4.2
Europe	3.4
World	3.0
106 Italy	2.4
111 France	2.3
116 Greece	2.2
172 Turkey	-2.3
180 Egypt	-4.0
182 Tunisia	-4.8

Country rankings: Long term growth, 2016 - 2026

Travel & Tourism's Direct Contribution to GDP		2016 - 2026 % growth pa
81	Egypt	4.6
	World	4.2
99	Malta	4.0
102	Greece	4.0
114	Turkey	3.8
123	Cyprus	3.7
	Europe	2.9
161	France	2.7
170	Portugal	2.2
172	Italy	2.2
174	Tunisia	2.1
175	Spain	2.1

Travel & Tourism's Total Contribution to GDP		2016 - 2026 % growth pa
90	Egypt	4.3
	World	4.0
110	Greece	3.9
114	Malta	3.8
119	Turkey	3.7
124	Cyprus	3.6
	Europe	2.8
168	France	2.4
171	Tunisia	2.3
177	Spain	2.0
179	Italy	1.9
180	Portugal	1.9

Travel & Tourism's Direct Contribution to Employment		2016 - 2026 % growth pa
32	Turkey	3.6
47	Egypt	3.3
67	Greece	2.7
77	Italy	2.6
78	Malta	2.5
	World	2.1
	Europe	2.0
103	France	1.9
134	Portugal	1.5
151	Cyprus	1.1
158	Spain	0.9
173	Tunisia	0.4

Travel & Tourism's Total Contribution to Employment		2016 - 2026 % growth pa
54	Greece	3.0
55	Egypt	2.9
	World	2.5
81	Turkey	2.4
90	Malta	2.2
94	Cyprus	2.2
100	Italy	2.0
	Europe	1.6
131	France	1.5
151	Portugal	1.1
166	Spain	0.7
174	Tunisia	0.4

Travel & Tourism Investment Contribution to Capital Investment		2016 - 2026 % growth pa
	World	4.5
111	Greece	3.8
118	Turkey	3.7
128	Egypt	3.3
129	Spain	3.3
	Europe	3.1
140	Cyprus	2.9
152	France	2.6
156	Malta	2.6
170	Portugal	1.8
171	Italy	1.8
178	Tunisia	1.5

Visitor Exports Contribution to Exports		2016 - 2026 % growth pa
25	Egypt	6.5
94	Malta	4.4
96	Greece	4.4
	World	4.3
105	Turkey	4.2
	Europe	3.7
121	Cyprus	3.6
136	France	3.3
160	Portugal	2.5
170	Spain	2.0
174	Italy	1.8
178	Tunisia	1.5

Summary tables: Estimates & Forecasts

Greece	2015 US\$mn ¹	2015 % of total	2016 Growth ²	US\$mn ¹	2026 % of total	Growth ³
Direct contribution to GDP	14,704.1	7.6	-0.5	21,624.6	9.3	4.0
Total contribution to GDP	36,025.4	18.5	-1.8	51,809.4	22.4	3.9
Direct contribution to employment ⁴	401.0	11.3	0.6	528.5	13.5	2.7
Total contribution to employment ⁴	821.9	23.1	-0.6	1,095.4	28.0	3.0
Visitor exports	16,465.9	25.8	2.2	25,876.7	27.2	4.4
Domestic spending	10,275.4	5.3	-5.9	11,573.7	5.0	1.8
Leisure spending	24,909.3	7.0	0.8	36,236.9	8.4	3.7
Business spending	1,831.9	0.5	3.0	3,878.7	0.9	7.5
Capital investment	2,983.4	14.8	-7.6	4,014.7	17.2	3.8

¹2015 constant prices & exchange rates; ²2016 real growth adjusted for inflation (%); ³2016-2026 annualised real growth adjusted for inflation (%); ⁴000 jobs

Europe	2015 US\$bn ¹	2015 % of total	2016 Growth ²	US\$bn ¹	2026 % of total	Growth ³
Direct contribution to GDP	698.7	3.5	2.9	956.4	3.9	2.9
Total contribution to GDP	1,896.0	9.6	2.9	2,573.5	10.5	2.8
Direct contribution to employment ⁴	14,229	3.6	1.8	17,646	4.3	2.0
Total contribution to employment ⁴	35,848	9.1	1.4	42,628	10.4	1.6
Visitor exports	506.7	5.7	3.4	753.7	6.0	3.7
Domestic spending	1,045.8	5.3	2.1	1,327.0	5.4	2.2
Leisure spending	1,197.0	2.7	2.3	1,609.2	3.0	2.8
Business spending	355.5	0.8	3.4	474.2	0.9	2.6
Capital investment	186.6	4.8	4.1	262.3	5.2	3.1

¹2015 constant prices & exchange rates; ²2016 real growth adjusted for inflation (%); ³2016-2026 annualised real growth adjusted for inflation (%); ⁴000 jobs

Worldwide	2015 US\$bn ¹	2015 % of total	2016 Growth ²	US\$bn ¹	2026 % of total	Growth ³
Direct contribution to GDP	2,229.8	3.0	3.3	3,469.1	3.4	4.2
Total contribution to GDP	7,170.3	9.8	3.5	10,986.5	10.8	4.0
Direct contribution to employment ⁴	107,833	3.6	1.9	135,884	4.0	2.1
Total contribution to employment ⁴	283,578	9.5	2.2	370,204	11.0	2.5
Visitor exports	1,308.9	6.1	3.0	2,056.0	6.2	4.3
Domestic spending	3,419.9	4.7	3.3	5,245.5	5.2	4.0
Leisure spending	3,621.9	2.3	3.0	5,645.8	2.6	4.2
Business spending	1,106.9	0.7	3.9	1,658.8	0.8	3.7
Capital investment	774.6	4.3	4.7	1,254.2	4.7	4.5

¹2015 constant prices & exchange rates; ²2016 real growth adjusted for inflation (%); ³2016-2026 annualised real growth adjusted for inflation (%); ⁴000 jobs

% of total refers to each indicator's share of the relevant whole economy indicator such as GDP and employment. Visitor exports is shown relative to total exports of goods and Domestic spending is expressed relative to whole economy GDP. For leisure and business spending, their direct contribution to Travel & Tourism GDP is calculated as a share of whole economy GDP (the sum of these shares equals the direct contribution). Investment is relative to whole economy investment.

The economic contribution of Travel & Tourism: Real 2015 prices

Greece (EURbn, real 2015 prices)	2010	2011	2012	2013	2014	2015	2016E	2026F
1. Visitor exports	12.2	12.6	12.2	13.7	15.0	14.8	15.2	23.3
2. Domestic expenditure (includes government individual spending)	10.9	9.7	9.0	9.3	9.4	9.3	8.7	10.4
3. Internal tourism consumption (= 1 + 2)	23.1	22.3	21.2	23.1	24.4	24.1	23.9	33.8
4. Purchases by tourism providers, including imported goods (supply chain)	-11.4	-10.8	-10.4	-10.9	-11.2	-10.9	-10.7	-14.3
5. Direct contribution of Travel & Tourism to GDP (= 3 + 4)	11.6	11.5	10.9	12.2	13.2	13.3	13.2	19.5
Other final impacts (indirect & induced)	7.3	7.2	6.9	7.7	8.4	8.4	8.4	12.7
6. Domestic supply chain								
7. Capital investment	5.1	4.2	3.0	2.7	2.7	2.7	2.5	3.6
8. Government collective spending	4.0	3.6	3.4	3.0	2.9	2.8	2.8	3.5
9. Imported goods from indirect spending	-1.6	-1.5	-1.5	-1.2	-1.1	-1.2	-1.2	-1.3
10. Induced	6.7	6.2	5.6	6.0	6.3	6.4	6.2	8.7
11. Total contribution of Travel & Tourism to GDP (= 5 + 6 + 7 + 8 + 9 + 10)	33.1	31.1	28.1	30.3	32.4	32.5	31.9	46.7
Employment impacts ('000)								
12. Direct contribution of Travel & Tourism to employment	357.5	359.9	337.9	368.9	396.0	401.0	403.3	528.5
13. Total contribution of Travel & Tourism to employment	841.9	807.2	717.9	760.0	812.8	821.9	816.9	1,095.4
Other indicators								
14. Expenditure on outbound travel	2.9	2.9	2.5	2.9	3.1	3.1	3.0	3.8

The economic contribution of Travel & Tourism: Nominal prices

Greece (EURbn, nominal prices)	2010	2011	2012	2013	2014	2015	2016E	2026F
1. Visitor exports	10.5	11.7	11.4	13.1	14.7	14.8	15.5	30.9
2. Domestic expenditure (includes government individual spending)	11.6	10.3	9.6	9.7	9.5	9.3	8.7	12.5
3. Internal tourism consumption (= 1 + 2)	22.0	22.0	21.0	22.8	24.1	24.1	24.2	43.4
4. Purchases by tourism providers, including imported goods (supply chain)	-9.7	-9.7	-9.5	-10.2	-10.8	-10.9	-11.1	-20.0
5. Direct contribution of Travel & Tourism to GDP (= 3 + 4)	12.4	12.3	11.6	12.6	13.3	13.3	13.1	23.4
Other final impacts (indirect & induced)	7.8	7.7	7.3	8.0	8.5	8.4	8.4	15.3
6. Domestic supply chain								
7. Capital investment	5.5	4.5	3.1	2.8	2.9	2.7	2.4	4.2
8. Government collective spending	3.9	3.5	3.3	2.9	2.8	2.8	2.8	4.4
9. Imported goods from indirect spending	-1.4	-1.4	-1.3	-1.2	-1.2	-1.2	-1.2	-1.6
10. Induced	7.1	6.6	5.9	6.2	6.4	6.4	6.2	10.4
11. Total contribution of Travel & Tourism to GDP (= 5 + 6 + 7 + 8 + 9 + 10)	35.2	33.3	30.0	31.3	32.7	32.5	31.7	56.1
Employment impacts ('000)								
12. Direct contribution of Travel & Tourism to employment	357.5	359.9	337.9	368.9	396.0	401.0	403.3	528.5
13. Total contribution of Travel & Tourism to employment	841.9	807.2	717.9	760.0	812.8	821.9	816.9	1,095.4
Other indicators								
14. Expenditure on outbound travel	2.6	2.7	2.3	2.8	3.0	3.1	3.1	5.0

*Concepts shown in this table align with the standard table totals as described in the *2008 Tourism Satellite Account: Recommended Methodological Framework* (TSA: RMF 2008) developed by the United Nations Statistical Division (UNSD), the Statistical Office of the European Communities (EUROSTAT), the Organisation for Economic Co-operation and Development (OECD) and the World Tourism Organization (UNWTO).

Historical data for concepts has been benchmarked to match reported TSA data where available.

The economic contribution of Travel & Tourism: Growth

Greece	2010	2011	2012	2013	2014	2015	2016E	2026F ²
Growth¹ (%)								
1. Visitor exports	-10.7	3.7	-3.4	12.7	9.2	-1.1	2.2	4.4
2. Domestic expenditure (includes government individual spending)	-4.7	-11.3	-6.6	3.3	0.7	-1.4	-5.9	1.8
3. Internal tourism consumption (= 1 + 2)	-8.0	-3.4	-4.8	8.7	5.8	-1.2	-0.9	3.5
4. Purchases by tourism providers, including imported goods (supply chain)	-7.5	-5.5	-4.1	5.2	2.8	-3.2	-1.4	2.9
5. Direct contribution of Travel & Tourism to GDP (= 3 + 4)	-8.4	-1.2	-5.4	12.0	8.4	0.5	-0.5	4.0
Other final impacts (indirect & induced)								
6. Domestic supply chain	-8.2	-1.0	-5.2	12.3	8.7	0.8	-0.3	4.2
7. Capital investment	-21.5	-18.1	-29.5	-9.9	2.9	-1.8	-7.6	3.8
8. Government collective spending	-5.0	-11.5	-4.7	-12.2	-3.9	-1.1	-1.3	2.3
9. Imported goods from indirect spending	10.9	-10.1	-6.8	-20.9	-10.6	2.1	2.5	0.8
10. Induced	-13.0	-7.2	-10.1	7.5	5.7	1.4	-3.1	3.4
11. Total contribution of Travel & Tourism to GDP (= 5 + 6 + 7 + 8 + 9 + 10)	-12.2	-6.0	-9.7	7.6	7.0	0.3	-1.8	3.9
Employment impacts ('000)								
12. Direct contribution of Travel & Tourism to employment	-5.9	0.7	-6.1	9.2	7.3	1.3	0.6	2.7
13. Total contribution of Travel & Tourism to employment	-10.4	-4.1	-11.1	5.9	6.9	1.1	-0.6	3.0
Other indicators								
14. Expenditure on outbound travel	-12.3	1.8	-15.3	19.4	4.7	0.1	-1.9	2.3

¹2009-2014 real annual growth adjusted for inflation (%); ²2015-2025 annualised real growth adjusted for inflation (%)

GLOSSARY

KEY DEFINITIONS

TRAVEL & TOURISM

Relates to the activity of travellers on trips outside their usual environment with a duration of less than one year. Economic activity related to all aspects of such trips is measured within the research.

DIRECT CONTRIBUTION TO GDP

GDP generated by industries that deal directly with tourists, including hotels, travel agents, airlines and other passenger transport services, as well as the activities of restaurant and leisure industries that deal directly with tourists. It is equivalent to total internal Travel & Tourism spending (see below) within a country less the purchases made by those industries (including imports). In terms of the UN's Tourism Satellite Account methodology it is consistent with total GDP calculated in table 6 of the TSA: RMF 2008.

DIRECT CONTRIBUTION TO EMPLOYMENT

The number of direct jobs within Travel & Tourism. This is consistent with total employment calculated in table 7 of the TSA: RMF 2008.

TOTAL CONTRIBUTION TO GDP

GDP generated directly by the Travel & Tourism sector plus its indirect and induced impacts (see below).

TOTAL CONTRIBUTION TO EMPLOYMENT

The number of jobs generated directly in the Travel & Tourism sector plus the indirect and induced contributions (see below).

DIRECT SPENDING IMPACTS

VISITOR EXPORTS

Spending within the country by international tourists for both business and leisure trips, including spending on transport, but excluding international spending on education. This is consistent with total inbound tourism expenditure in table 1 of the TSA: RMF 2008.

DOMESTIC TRAVEL & TOURISM SPENDING

Spending within a country by that country's residents for both business and leisure trips. Multi-use consumer durables are not included since they are not purchased solely for tourism purposes. This is consistent with total domestic tourism expenditure in table 2 of the TSA: RMF 2008. Outbound spending by residents abroad is not included here, but is separately identified according to the TSA: RMF 2008 (see below).

GOVERNMENT INDIVIDUAL SPENDING

Spending by government on Travel & Tourism services directly linked to visitors, such as cultural services (eg museums) or recreational services (eg national parks).

INTERNAL TOURISM CONSUMPTION

Total revenue generated within a country by industries that deal directly with tourists including visitor exports, domestic spending

and government individual spending. This does not include spending abroad by residents. This is consistent with total internal tourism expenditure in table 4 of the TSA: RMF 2008.

BUSINESS TRAVEL & TOURISM SPENDING

Spending on business travel within a country by residents and international visitors.

LEISURE TRAVEL & TOURISM SPENDING

Spending on leisure travel within a country by residents and international visitors.

INDIRECT AND INDUCED IMPACTS

INDIRECT CONTRIBUTION

The contribution to GDP and jobs of the following three factors:

- **CAPITAL INVESTMENT:** Includes capital investment spending by all industries directly involved in Travel & Tourism. This also constitutes investment spending by other industries on specific tourism assets such as new visitor accommodation and passenger transport equipment, as well as restaurants and leisure facilities for specific tourism use. This is consistent with total tourism gross fixed capital formation in table 8 of the TSA: RMF 2008.
- **GOVERNMENT COLLECTIVE SPENDING:** Government spending in support of general tourism activity. This can include national as well as regional and local government spending. For example, it includes tourism promotion, visitor information services, administrative services and other public services. This is consistent with total collective tourism consumption in table 9 of TSA: RMF 2008.
- **SUPPLY-CHAIN EFFECTS:** Purchases of domestic goods and services directly by different industries within Travel & Tourism as inputs to their final tourism output.

INDUCED CONTRIBUTION

The broader contribution to GDP and employment of spending by those who are directly or indirectly employed by Travel & Tourism.

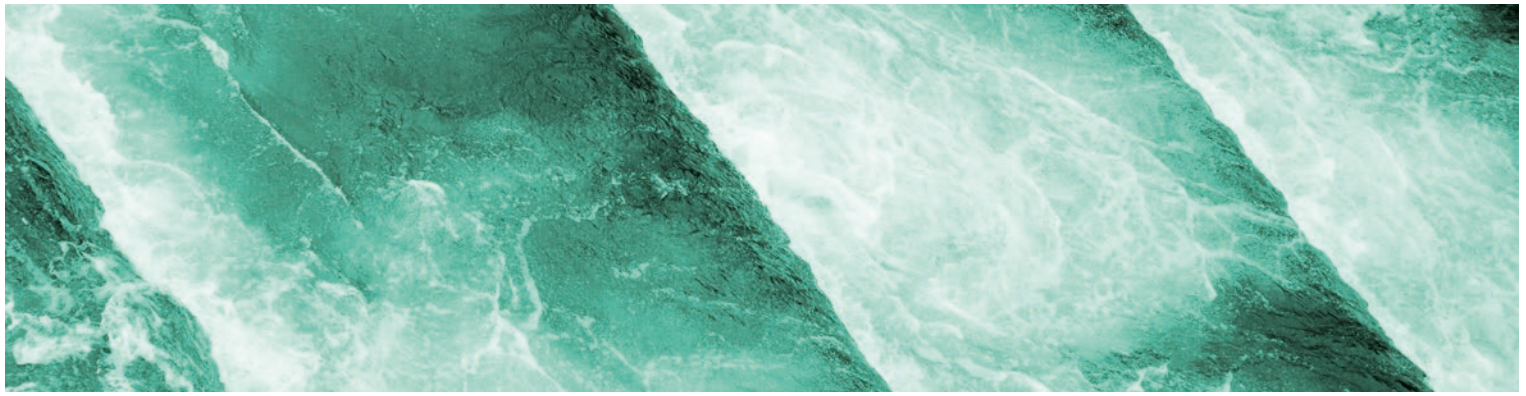
OTHER INDICATORS

OUTBOUND EXPENDITURE

Spending outside the country by residents on all trips abroad. This is fully aligned with total outbound tourism expenditure in table 3 of the TSA: RMF 2008.

FOREIGN VISITOR ARRIVALS

The number of arrivals of foreign visitors, including same-day and overnight visitors (tourists) to the country.



METHODOLOGICAL NOTE

WTTC has an on-going commitment to align its economic impact research with the UN Statistics Division-approved 2008 Tourism Satellite Account: Recommended Methodological Framework (TSA:RMF 2008). This involves benchmarking of country reports to official, published TSAs. This year the Ecuador TSA was integrated for the first time, alongside new data for Austria, Bermuda, Canada, Czech Rep, Ecuador, France, Lithuania, Malaysia, New Zealand, Nicaragua, Qatar, South Africa, Switzerland, UK, and the USA.

In addition to producing data on 184 countries, WTTC also produces reports on 24 other regions, sub-regions and economic and geographic groups. This year, there are 8 reports for special economic and geographic groups.

ECONOMIC AND GEOGRAPHIC GROUPS

APEC (ASIA-PACIFIC ECONOMIC COOPERATION)

Australia, Brunei, Canada, Chile, China, Hong Kong, Indonesia, Japan, South Korea, Malaysia, Mexico, New Zealand, Papua New Guinea, Peru, Philippines, Russian Federation, Singapore, Taiwan, Thailand, USA, Vietnam.

THE COMMONWEALTH

Anguilla, Antigua and Barbuda, Australia, Bahamas, Bangladesh, Barbados, Belize, Bermuda, Botswana, Brunei, Cameroon, Canada, Cayman Islands, Cyprus, Dominica, Ghana, Grenada, Guyana, India, Jamaica, Kenya, Kiribati, Lesotho, Malawi, Malaysia, Maldives, Malta, Mauritius, Mozambique, Namibia, Nigeria, New Zealand, Pakistan, Papua New Guinea, Rwanda, South Africa, Seychelles, Sierra Leone, Singapore, Solomon Islands, Sri Lanka, St Kitts and Nevis, St Lucia, St Vincent and the Grenadines, Swaziland, Tanzania, Tonga, Trinidad and Tobago, Uganda, UK, British Virgin Islands, Vanuatu, Zambia.

FORMER NETHERLANDS ANTILLES

Bonaire, Curacao, Sint Maarten, Saba and Sint Eustatius.

G20

Argentina, Australia, Brazil, Canada, China, European Union, France*, Germany*, India, Indonesia, Italy*, Japan, Mexico, Russian Federation, Saudi Arabia, South Africa, South Korea, Turkey, UK*, USA.

MEDITERRANEAN (MEDITERRANEAN TRAVEL ASSOCIATION)

Albania, Algeria, Bosnia Herzegovina, Croatia, Cyprus, Egypt, France, Greece, Israel, Italy, Jordan, Lebanon, Libya, Macedonia, Malta, Montenegro, Morocco, Portugal, Serbia, Slovenia, Spain, Syria, Tunisia, Turkey.

OAS (ORGANIZATION OF AMERICAN STATES)

Argentina, Antigua and Barbuda, Bahamas, Barbados, Belize, Bolivia, Brazil, Canada, Chile, Colombia, Costa Rica, Cuba, Dominican Republic, Dominica, Ecuador, El Salvador, Grenada, Guatemala, Guyana, Haiti, Honduras, Jamaica, Mexico, St Kitts and Nevis, Nicaragua, Panama, Paraguay, Peru, St Lucia, St Vincent and the Grenadines, Suriname, Trinidad and Tobago, USA, Uruguay.

OECD (ORGANISATION FOR ECONOMIC CO-OPERATION AND DEVELOPMENT)

Australia, Austria, Belgium, Canada, Chile, Czech Republic, Denmark, Estonia, Finland, France, Germany, Greece, Hungary, Iceland, Ireland, Israel, Italy, Japan, South Korea, Luxembourg, Mexico, Netherlands, New Zealand, Norway, Poland, Portugal, Slovak Republic, Slovenia, Spain, Sweden, Switzerland, Turkey, UK, USA.

OTHER OCEANIA

American Samoa, Cook Islands, French Polynesia, Guam, Marshall Islands, Micronesia (Federated States of), New Caledonia, Niue, Northern Mariana Islands, Palau, Samoa, Tuvalu.

PACIFIC ALLIANCE

Chile, Colombia, Mexico, Peru.

SADC (SOUTHERN AFRICAN DEVELOPMENT COMMUNITY)

Angola, Botswana, Democratic Republic of Congo (DRC), Lesotho, Madagascar, Malawi, Mauritius, Mozambique, Namibia, Seychelles, South Africa, Swaziland, Tanzania, Zambia, Zimbabwe.

*included in European Union

ECONOMIC IMPACT REPORTS:

REGIONS, SUB REGIONS & COUNTRIES

WORLD											
REGION	SUB REGION	COUNTRY	REGION	SUB REGION	COUNTRY	REGION	SUB REGION	COUNTRY	REGION	SUB REGION	COUNTRY
AFRICA	NORTH AFRICA	Algeria	AMERICAS	CARIBBEAN	Anguilla	ASIA-PACIFIC	NORTHEAST ASIA	Japan	EUROPE	EUROPEAN UNION	Lithuania
		Egypt			Antigua & Barbuda			China			Luxembourg
		Libya			Aruba			Hong Kong			Malta
		Morocco			Bahamas			South Korea			Netherlands
		Tunisia			Barbados			Macau			Poland
	SUB-SAHARAN	Angola			Bermuda			Taiwan			Portugal
		Benin			Cayman Islands			Mongolia			Romania
		Botswana			Cuba			Australia			Slovakia
		Burkina Faso			Former Netherlands Antilles			New Zealand			Slovenia
		Burundi			Dominica			Fiji			Spain
		Cameroon			Dominican Republic		Kiribati	Sweden			
		Cape Verde			Grenada		Other Oceania	UK			
		Central African Republic			Guadeloupe		Papua New Guinea	OTHER EUROPE		Albania	
		Chad			Haiti		Solomon Islands			Armenia	
		Comoros			Jamaica		Tonga			Azerbaijan	
		Democratic Republic of Congo			Martinique		Vanuatu			Belarus	
		Ethiopia			Puerto Rico		Bangladesh			Bosnia Herzegovina	
		Gabon			St Kitts & Nevis		India			Georgia	
		Gambia			St Lucia		Maldives			Iceland	
		Ghana			St Vincent & the Grenadines		Nepal			Kazakhstan	
		Guinea			Trinidad & Tobago		Pakistan			Kyrgyzstan	
		Ivory Coast			US Virgin Islands		Sri Lanka			Macedonia	
		Kenya			LATIN AMERICA		SOUTHEAST ASIA (ASEAN)	Brunei		Moldova	
		Lesotho						Argentina		Cambodia	Montenegro
		Madagascar						Belize		Indonesia	Norway
		Malawi						Bolivia		Laos	Russian Federation
		Mali						Brazil		Malaysia	Serbia
		Mauritius						Chile		Myanmar	Switzerland
		Mozambique						Colombia		Philippines	Turkey
		Namibia						Costa Rica		Singapore	Ukraine
		Niger						Costa Rica		Thailand	Uzbekistan
		Nigeria		El Salvador				Vietnam		MIDDLE EAST	Bahrain
		Republic of Congo		Ecuador			Austria	Iran			
		Reunion		Ecuador			Belgium	Iraq			
		Rwanda		Guatemala			Bulgaria	Israel			
		Sao Tome & Principe		Guyana			Croatia	Jordan			
		Senegal		Honduras			Cyprus	Kuwait			
	Seychelles	Nicaragua		Czech Republic			Lebanon				
	Sierra Leone	Panama		Denmark	Oman						
	South Africa	Paraguay		Estonia	Qatar						
	Sudan	Peru		Finland	Saudi Arabia						
	Swaziland	Suriname		France	Syria						
	Tanzania	Uruguay		Germany	UAE						
	Togo	Venezuela		Greece	Yemen						
	Uganda	NORTH AMERICA		EUROPEAN UNION	Hungary						
	Zambia				Canada		Denmark				
	Zimbabwe				Mexico		Estonia				
	USA	Finland									
		France									
		Germany									
		Greece									
		Hungary									
		Ireland									
		Italy									
		Latvia									



The World Travel & Tourism Council is the global authority on the economic and social contribution of Travel & Tourism.

WTTC promotes sustainable growth for the sector, working with governments and international institutions to create jobs, to drive exports and to generate prosperity. Council Members are the Chairs, Presidents and Chief Executives of the world's leading, private sector Travel & Tourism businesses.

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TRAVEL PAYS

HOW MONEY TRAVELS





THE AUTHORITY ON WORLD TRAVEL & TOURISM

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