



# EUROPEAN UNION

2024 Annual Research: Key Highlights<sup>1</sup>

## Global Data

	 Total GDP contribution:		 Total Travel & Tourism jobs:	
2019	<b>10.4%</b> (of Total Economy) USD 10.33TN	Change in 2020: <b>-48.4%</b>	<b>334 MN</b> =10.5% (Share of Global Jobs)	Change in 2020: <b>-69.5 MN</b> -20.8%
2023	<b>9.1%</b> USD 9.90TN	Annual Change: <b>+23.2%</b> (-4.1% vs 2019) Economy Change YoY= 2.7%	<b>330 MN</b> =10.0%	Annual Change: <b>+9.1%</b> (-1.4% vs 2019)
2024 (E)	<b>10.0%</b> USD 11.10TN	Annual Change: <b>+12.1%</b> (7.5% vs 2019) Economy Change YoY= 2.2%	<b>348 MN</b> =10.4%	Annual Change: <b>+5.5%</b> (4.1% vs 2019)
2034 (F)	<b>11.4%</b> USD 16.00TN	CAGR <sup>2</sup> (2024 - 2034): <b>3.7%</b> Economy CAGR (2024 - 2034): <b>2.4%</b>	<b>449 MN</b> =12.2%	New Jobs (2034 vs 2024): <b>101.1 MN</b>

## European Union Key Data

2019	<b>10.1%</b> (of Total Economy) EUR 1.63TN (USD 1.76TN)	Change in 2020: <b>-42.3%</b>	<b>23.50 MN</b> =11.5% (Share of Total Jobs)	Change in 2020: <b>-14.7%</b>
2023	<b>9.7%</b> EUR 1.65TN (USD 1.77TN)	Annual Change: <b>+8.4%</b> (0.8% vs 2019) Economy Change: +0.5%	<b>23.53 MN</b> =11.1%	Annual Change: <b>+6.5%</b> (0.1% vs 2019)
2024 (E)	<b>10.1%</b> EUR 1.73TN (USD 1.86TN)	Annual Change: <b>+4.9%</b> (5.7% vs 2019)	<b>24.55 MN</b> =11.6%	Annual Change: <b>+4.3%</b> (4.5% vs 2019)
2034 (F)	<b>10.9%</b> EUR 2.15TN (USD 2.32TN)	CAGR (2024 - 2034): <b>+2.2%</b> Economy CAGR (2024 - 2034): <b>+1.4%</b>	<b>28.02 MN</b> =13.4%	New Jobs (2034 vs 2024): <b>3.47 MN</b>

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### European Union Visitor Spending

2019	2023	2024 (E)	2034 (F)
<b>International Visitor Spending:</b>			
<b>EUR489.1BN</b> (USD 526.3BN) 6.1% of total exports	<b>EUR471.5BN</b> (USD 507.4BN) Annual Change: <b>11.5%</b> (-3.6% vs 2019)	<b>EUR516.7BN</b> (USD 556.0BN) Annual Change: <b>9.6%</b> (5.6% vs 2019)	<b>EUR720.2BN</b> (USD 775.1BN) 6.7% of total exports CAGR (2024 - 2034): <b>3.4%</b>
<b>Domestic Visitor Spending:</b>			
<b>EUR939.4BN</b> (USD 1.01TN)	<b>EUR962.8BN</b> (USD 1.04TN) Annual Change: <b>4.5%</b> (2.5% vs 2019)	<b>EUR982.2BN</b> (USD 1.06TN) Annual Change: <b>2.0%</b> (4.6% vs 2019)	<b>EUR1.14TN</b> (USD 1.23TN) CAGR (2024 - 2034): <b>1.5%</b>

**Domestic Spending**   **International Spending**

2019



2023



% share of total spending

**Leisure Spending**   **Business Spending**

2019



2023



% share of total spending

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

2019

- Germany 22%
- United Kingdom 9%
- France 7%
- Netherlands 7%
- Belgium 6%

Rest of world 49%

2023

- Germany 18%
- United Kingdom 13%
- France 7%
- United States 6%
- Netherlands 6%

Rest of world 50%

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

2019

- France 17%
- Italy 12%
- Austria 8%
- Spain 8%
- Germany 5%

Rest of world 50%

2023

- France 13%
- Spain 11%
- Italy 9%
- Austria 6%
- United Kingdom 5%

Rest of world 56%

**Note:** All figures shown for 2024 are estimates (E) and for 2034 are forecast projections (F). Data for additional Travel & Tourism indicators are available in the full report. For more details, visit <https://researchhub.wttc.org>.

1. All values are in constant 2023 prices & exchange rates. As reported in March 2024

2. CAGR= Compound Annual Growth Rate

3. Source: Oxford Economics, national sources and UN Tourism (formerly UNWTO). Note: Data factors in intra-regional travel