

ESTONIA

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



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)

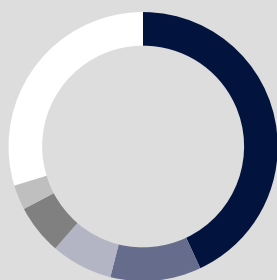


INTERNATIONAL VISITOR IMPACT

EUR2.0_{BN}

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%**

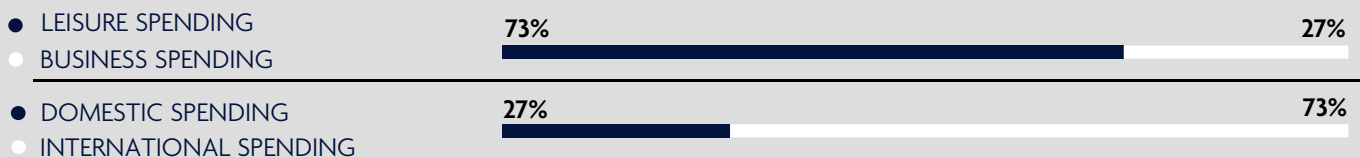
OUTBOUND DEPARTURES



- 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)



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