



EUROPEAN UNION

2025 Annual Research: Key Highlights¹

GLOBAL DATA

\$		Total Travel & Tourism GDP Contribution		Total Travel & Tourism Jobs Contribution	
2019		10.5% (Share of Global Economy) USD 10.3 TN		10.7% (Share of Global Jobs) 337.7 MN	
2024		10.0% USD 10.9 TN	Annual Change: 8.5% (6.0% vs 2019) Economy Change YoY= 2.6%	2024	10.6% 356.6 MN
2025 (F)		10.3% USD 11.7 TN	Annual Change: 6.7% (13.0% vs 2019) Economy Change YoY= 2.5%	2025 (F)	10.9% 371.0 MN
2035 (F)		11.5% USD 16.5 TN	CAGR ² (2025 - 2035): 3.5% Economy CAGR (2025 - 2035): 2.5%	2035 (F)	12.5% 461.6 MN
					New Jobs (2025 - 2035): 90.6 MN

EUROPEAN UNION KEY DATA

\$		Total Travel & Tourism GDP Contribution		Total Travel & Tourism Jobs Contribution	
2019		10.1% (of Total Economy) EUR 1.7 TN (USD 1.9 TN)		23.9 MN =11.7% (Share of Total Jobs)	
2024		10.1% EUR 1.8 TN (USD 2.0 TN)	Annual Change: 5.1% (5.8% vs 2019) Economy Change: 1.0%	2024	24.6 MN =11.5%
2025 (F)		10.5% EUR 1.9 TN (USD 2.1 TN)	Annual Change: 5.1% (11.2% vs 2019)	2025 (F)	25.7 MN =12.0%
2035 (F)		10.9% EUR 2.3 TN (USD 2.5 TN)	CAGR (2025 - 2035): 1.8% Economy CAGR (2025 - 2035): 1.3%	2035 (F)	30.2 MN =14.2%
					New Jobs (2025 - 2035): 4.5 MN



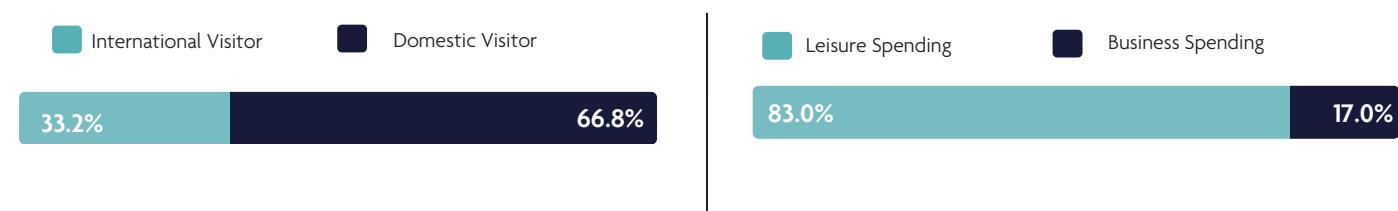
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EUROPEAN UNION SECTOR CHARACTERISTICS

2019	2024	2025 (F)	2035 (F)
International Visitor Spending			
EUR 512.5 BN (USD 556.8 BN)	EUR 515.3 BN (USD 559.8 BN) Annual Change: 4.9% (0.5% vs 2019)	EUR 572.6 BN (USD 622.0 BN) Annual Change: 11.1% (11.7% vs 2019)	EUR 729.8 BN (USD 792.9 BN) CAGR (2025 - 2035): 2.5%
Domestic Visitor Spending			
EUR 984.4 BN (USD 1.1 TN)	EUR 1.0 TN (USD 1.1 TN) Annual Change: 2.5% (5.2% vs 2019)	EUR 1.1 TN (USD 1.1 TN) Annual Change: 1.6% (6.9% vs 2019)	EUR 1.2 TN (USD 1.3 TN) CAGR (2025 - 2035): 1.4%

% SHARE OF TOTAL SPENDING IN 2024



TRAVEL & TOURISM ARRIVALS AND DEPARTURES (2024)

Inbound Arrivals ³ :	Outbound Departures ³ :
1. Germany 16%	1. Spain 11%
2. United Kingdom 11%	2. France 11%
3. France 6%	3. Italy 9%
4. United States 5%	4. Austria 5%
5. Netherlands 5%	5. United Kingdom 5%
Rest of world 56%	Rest of world 58%

Note: All figures shown for 2025 and thereafter are forecast projections (F). Data for additional Travel & Tourism indicators are available in the full report. For more details, visit <https://researchhub.wtcc.org>.

1. All values are in constant 2024 prices & exchange rates. As reported in March 2025

2. CAGR= Compound Annual Growth Rate

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

EUROPEAN UNION

Travel & Tourism's Environmental & Social Footprint ⁱ

ENVIRONMENTAL IMPACT OF TRAVEL AND TOURISM (2023)

Travel & Tourism's share of total economy

Greenhouse Gas (GHG) emissions %

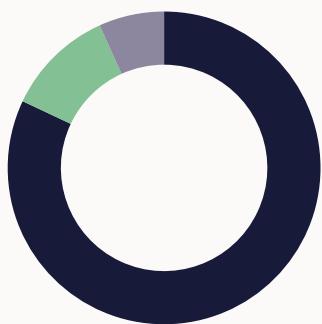


Travel & Tourism's GHG intensity trends



Travel & Tourism's energy mix (2023)

- Fossil fuels
(Coal, oil, and natural gas)
82.0%
- Low carbon energy
(Nuclear and renewables)
11.2%
- Biofuels and waste
6.8%



Travel and Tourism-linked tax contributions (2023)

USD 978.3 BN

=11.4%

Share of government revenues

Note: Taxes include business taxes (corporation tax, production tax, product inputs tax), labour taxes (income tax and social security) and consumption taxes (VAT or GST). Tourism-specific taxes are excluded.

SOCIAL IMPACT OF TRAVEL AND TOURISM (2023)

Female employment

(Direct) Share of Travel & Tourism employment

48.7%

Youth (15-24 years) employment

(Direct) Share of Travel & Tourism employment

13.1%

High-wage employment

(Direct) Share of Travel & Tourism employment

14.3%

ⁱ Notes

- These estimates are from WTTC Environmental & Social Research (ESR). For more detail, visit <https://researchhub.wttc.org/global-travel-footprint>
- These estimates are calculated using 2023 prices and data from the previous edition of WTTC's Economic Impact Research (EIR) published in April 2024
- GHG emissions include Scope 1, 2 and 3 plus international transport; except where presented as a share of national totals, when international scope 3 is removed.

Strategic
Partners:

