

# AUSTRIA

2021 Annual Research: Key Highlights<sup>1</sup>

## Global Data



Total GDP contribution:

2019

**10.4%**

USD 9,170 BN

2020

**5.5%**

USD 4,671 BN



Total Travel & Tourism jobs:

2019

**334 MN**

= 1 in 10 jobs

2020

**272 MN**

= 1 in 11 jobs

Total Travel & Tourism GDP change in 2020:

**-49.1%**

=USD -4,498 BN

Global Economy GDP change:

**-3.7%**

1 in 4 net new jobs  
were created by Travel &  
Tourism during 2014-2019



Change in Jobs in 2020<sup>2</sup>

**-61.6 MN**  
**-18.5%**

## Austria Key Data

2019

2020



Total contribution of Travel & Tourism to GDP:

**11.0%**

of Total  
Economy

Total T&T GDP = EUR44.2BN  
(USD50.4BN)

**6.6%**

of Total  
Economy

Total T&T GDP = EUR24.5BN  
(USD27.9BN)

**-44.6%**

Change in Travel  
& Tourism GDP  
vs -7.4% real  
economy GDP  
change



Total contribution of Travel & Tourism to Employment:

**529.7**

Jobs (000s)  
(11.7 % of total employment)

**485.5**

Jobs (000s)  
(10.9 % of total employment)

Change in jobs<sup>2</sup>:

**-8.3%**

-44.2 (000s)



Visitor Impact  
International:

EUR **22.8** BN

Visitor spend  
10.2% of total exports (USD26.0BN)

EUR **11.9** BN

Visitor spend  
6.1% of total exports (USD13.5BN)

Change in  
international visitor  
spend:

**-48.0%**

-USD 12.5 BN

Domestic:

EUR **17.9** BN

Visitor spend  
(USD 20.4BN)

EUR **9.7** BN

Visitor spend  
(USD 11.1BN)

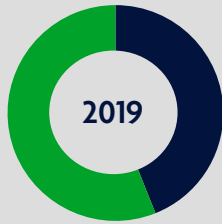
Change in domestic  
visitor spend:

**-45.6%**

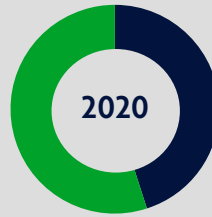
-USD 9.3 BN

### Austria Sector Characteristics

#### Domestic vs International Spending:

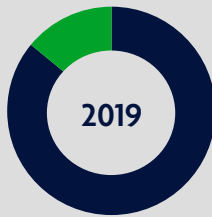


● Domestic Spending:  
**USD 20.4BN (44%)**  
● International Spending:  
**USD 26.0BN (56%)**

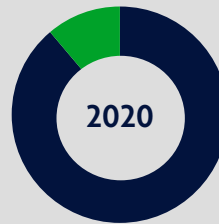


● Domestic Spending:  
**USD 11.1BN (45%)**  
● International Spending:  
**USD 13.5BN (55%)**

#### Leisure vs Business Spending:



● Leisure Spending:  
**USD 39.9BN (86%)**  
● Business Spending:  
**USD 6.5BN (14%)**



● Leisure Spending:  
**USD 21.9BN (89%)**  
● Business Spending:  
**USD 2.8BN (11%)**

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

2019	2020
1. Germany <b>45%</b>	1. Germany <b>50%</b>
2. Netherlands <b>7%</b>	2. Netherlands <b>7%</b>
3. Switzerland <b>5%</b>	3. Switzerland <b>5%</b>
4. Italy <b>3%</b>	4. Italy <b>4%</b>
5. China <b>3%</b>	5. United Kingdom <b>3%</b>
<b>Rest of world 37%</b>	<b>Rest of world 31%</b>

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

2019	2020
1. Italy <b>26%</b>	1. Italy <b>34%</b>
2. Germany <b>13%</b>	2. Germany <b>14%</b>
3. Croatia <b>8%</b>	3. Hungary <b>6%</b>
4. Hungary <b>7%</b>	4. Croatia <b>6%</b>
5. Spain <b>7%</b>	5. France <b>6%</b>
<b>Rest of world 39%</b>	<b>Rest of world 34%</b>

1. All values are in constant 2020 prices & exchange rates. As reported in March 2021

2. Where the country or region has implemented job support schemes and supported jobs are still recorded as employment by national statistical authorities, job losses exclude those supported jobs (where known)

3. Source: Oxford Economics, national sources and UNWTO