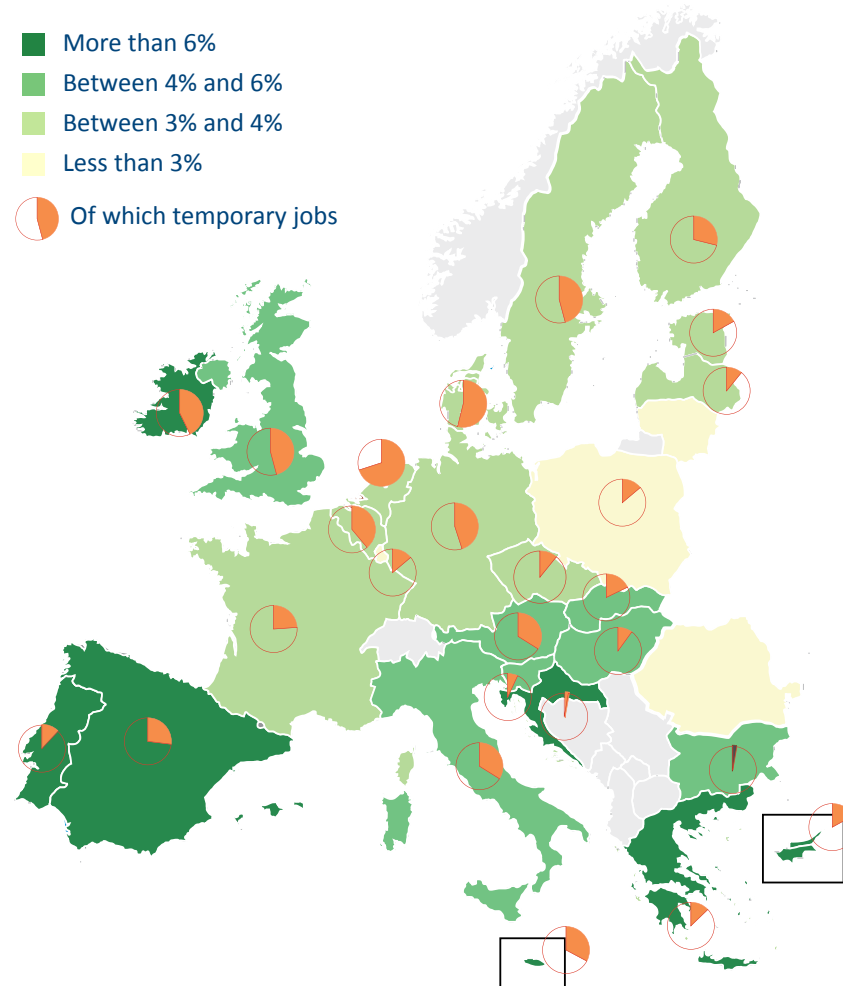
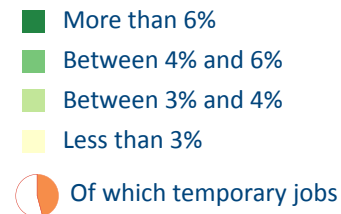


Tourism in the EU economy

Tourism plays a major role in the EU and global economies. The [UNWTO](#) estimates the impact of tourism in the world economy as 9% of world GDP, while in the EU it is the third-largest socio-economic sector and has generally remained robust throughout the financial crisis. Measuring the precise impact of tourism-related activities on GDP or employment does, however, pose certain challenges. Although tourism is officially recognized as a directly-measurable activity, and despite the progress reported in harmonizing definitions and measurements, differences in national practices still present difficulties in fully capturing the economic importance of tourism and achieving full comparability of the resulting measurements. At the recent [12th Global Forum on Tourism Statistics](#) a number of projects were presented aiming to promote methods for measuring the indirect economic and social effects of tourism and to improve existing registers of statistical data.

1. Employment in accommodation and food service activities (% of total employment)



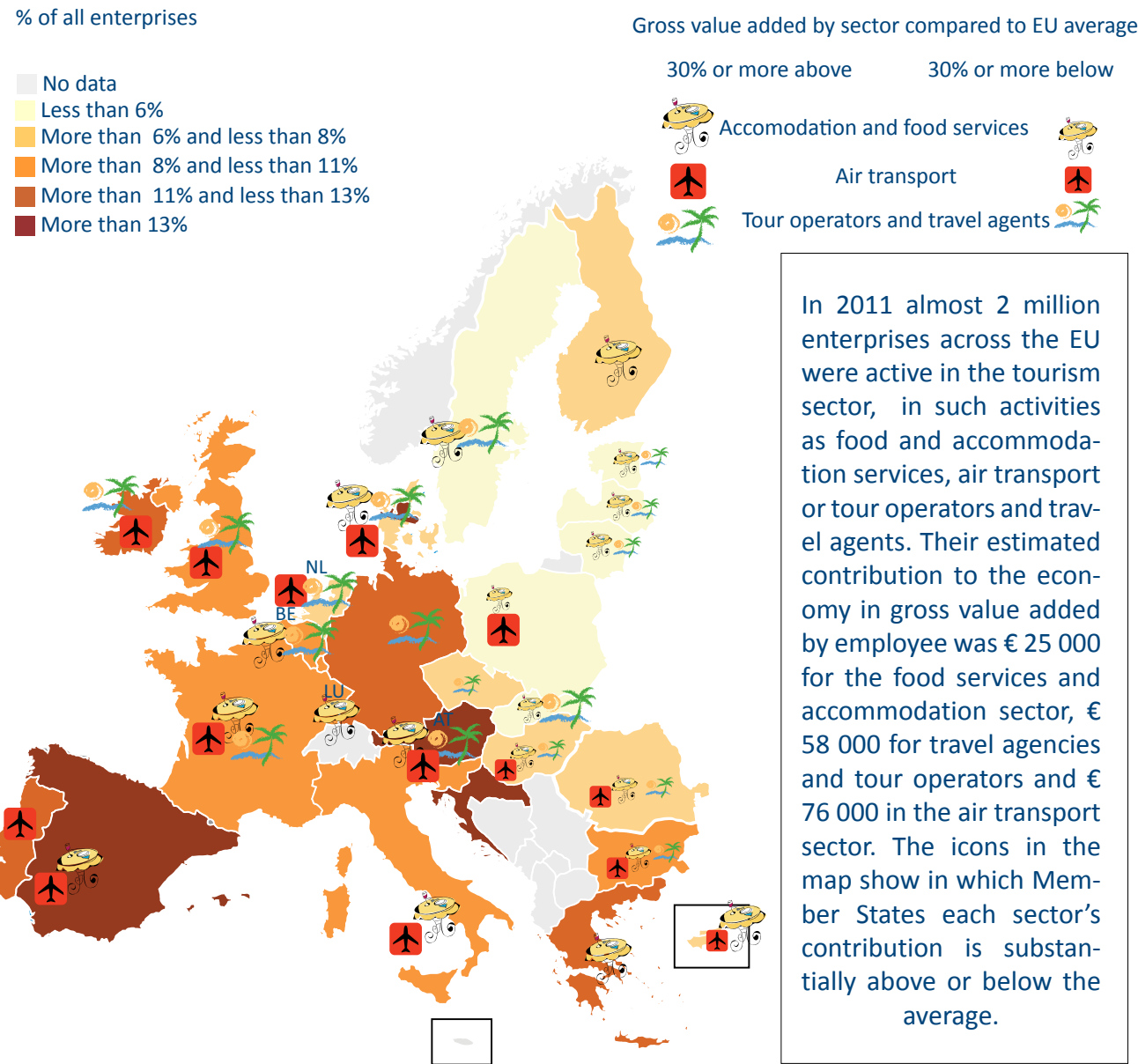
2. Female employment in tourism (% of total employment)



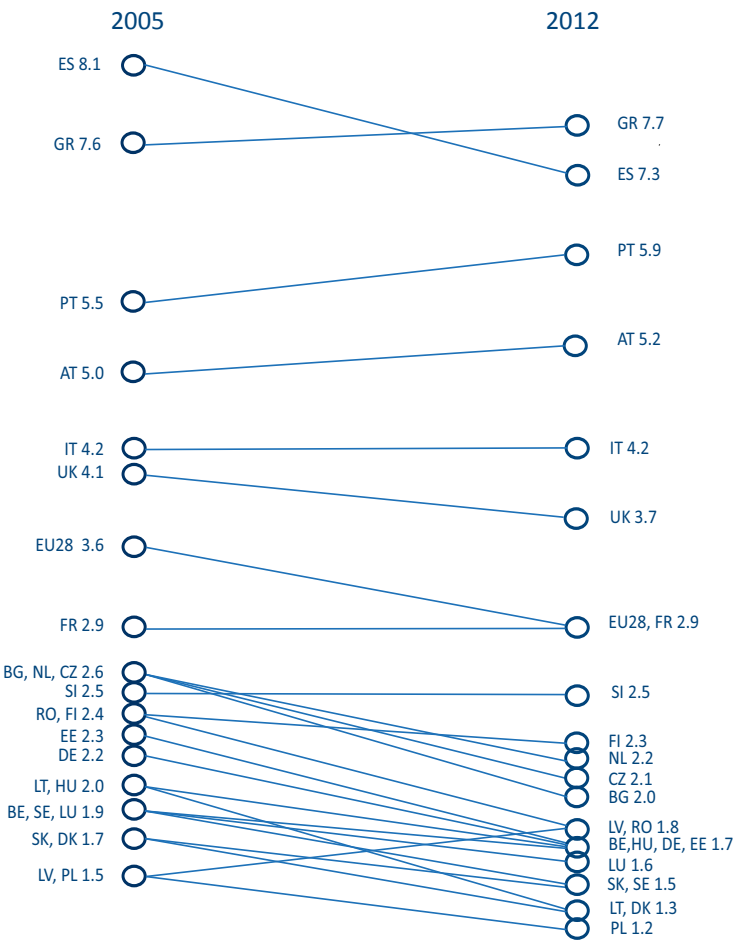
In 2013, tourism activities in the accommodation and food services sector accounted for almost 10 million jobs, or 4% of total EU employment. One third of these jobs were seasonal.

Female participation in the overall tourism workforce in the EU28 stood at 56%, compared to a participation rate of 46% in the EU economy as a whole. Latvia is the Member State with the highest share of jobs in tourism occupied by women; 78% as opposed to 51% in the wider economy. Malta reports the lowest figures, women accounting for 33% of the tourism workforce (38% in the total economy).

3. Enterprises and gross value added by the tourism industries



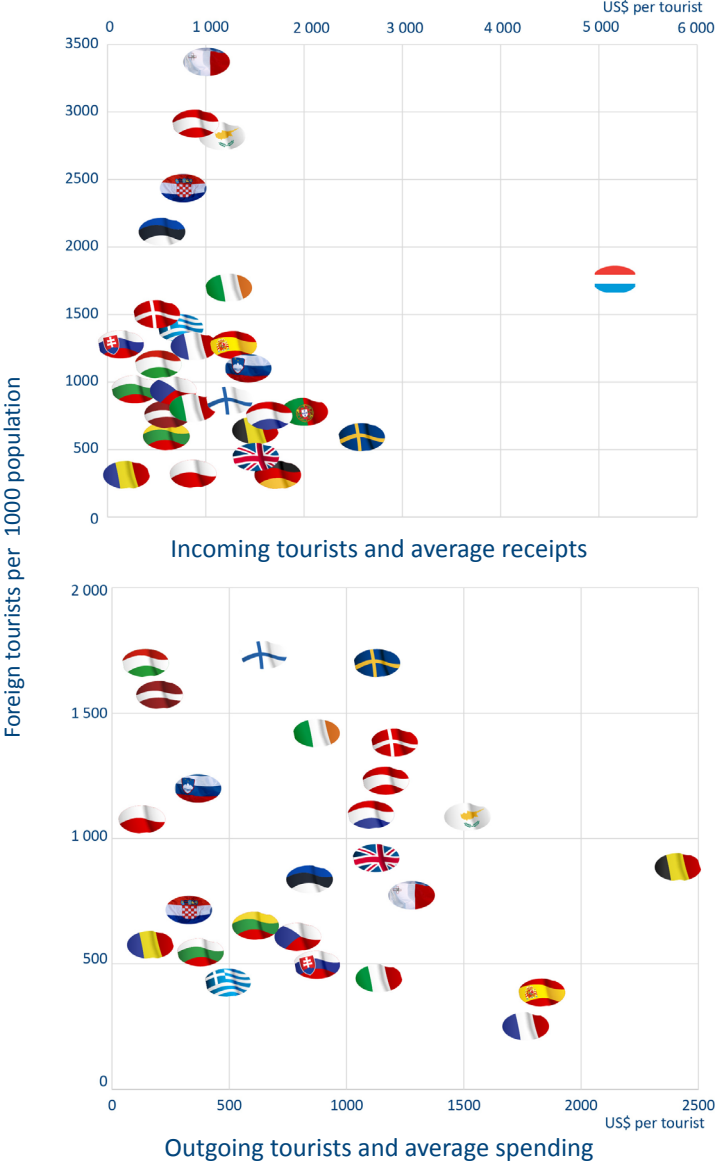
4. Tourism contribution to Gross Value Added (%)



This chart displays the tourism-generated wealth - in percentage of total gross value added - in 24 MS economies in 2012 compared to the situation in 2005.

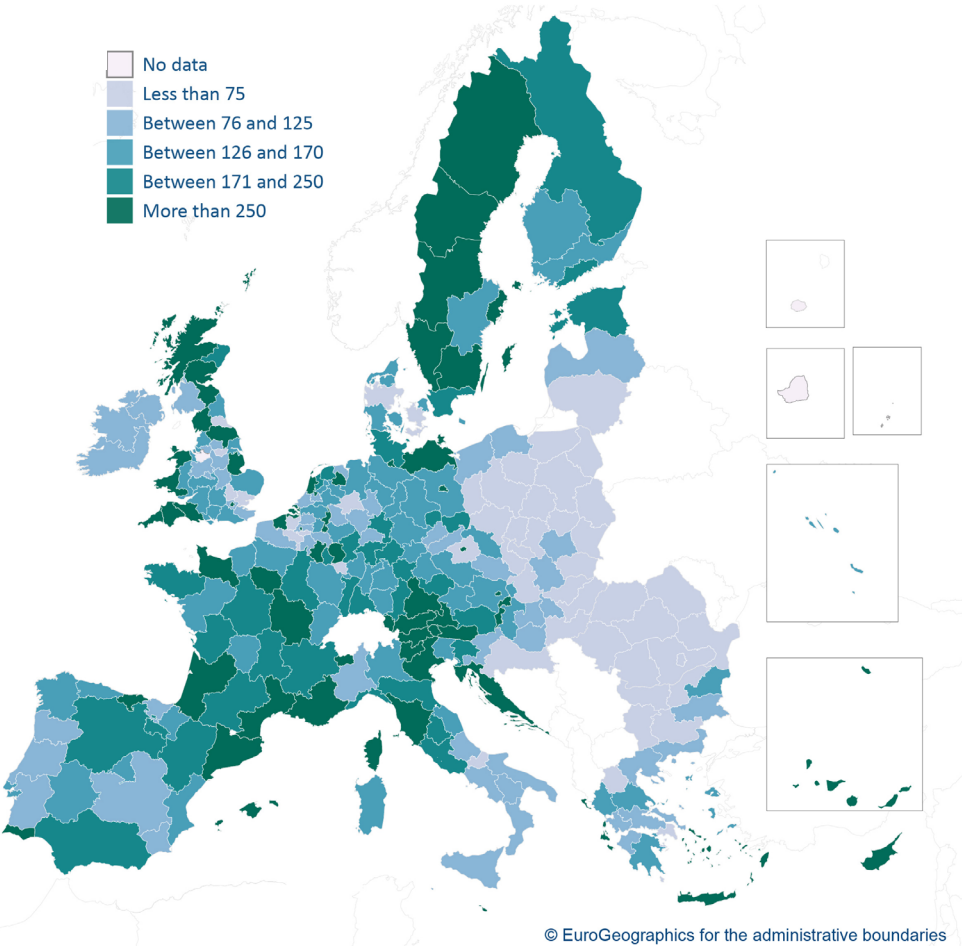
[Further information on page 5](#)

5. International tourists and tourists' expenditure in 2012



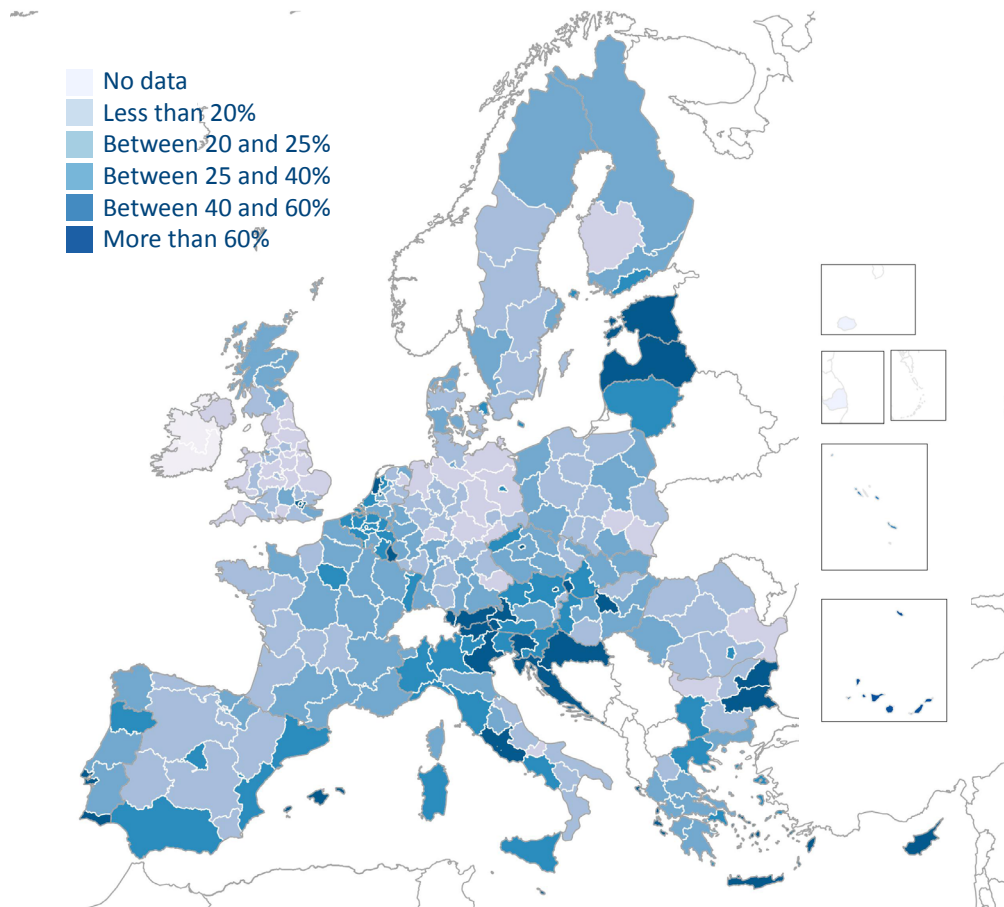
During 2012, the number of international tourists arriving in the EU was 416 million, with an average spending of US\$1 060 per trip and tourist. The recorded numbers of EU citizens travelling to another Member State were in excess of 300 million. When domestic as well as international tourism is considered, three European regions (Salzburg, Tirol and Bolzano/Bolzen) registered more than 10 tourist arrivals per inhabitant.

6. Number of tourists per 100 population in 2012



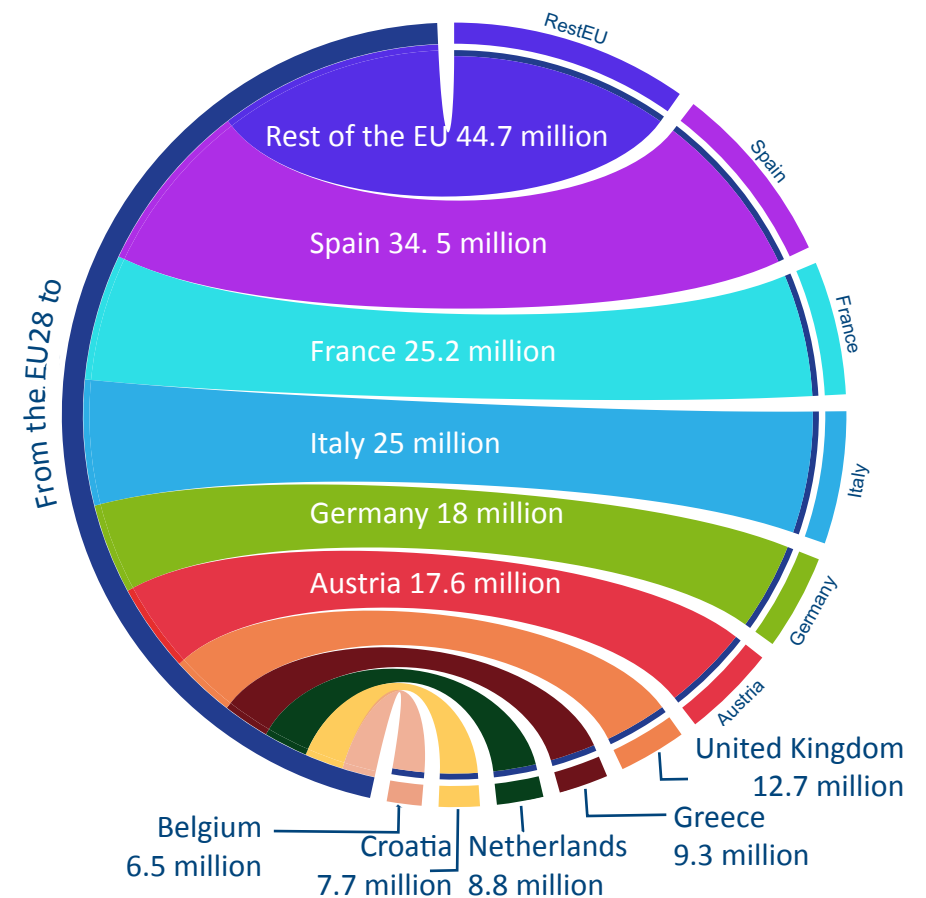
[Further information on page 5](#)

7. International tourists: share of all tourist arrivals



More than 200 million trips by EU citizens to another Member State were recorded in 2012. Overall the ratio of international tourists in the EU28 was 822 for every 1 000 citizens, whilst 682 of every 1 000 citizens travelled abroad.

8. EU tourists: 10 most visited destinations within the EU



The chart displays the ten preferred destinations of EU citizens when travelling within the EU, which together account for slightly less than 80% of non-domestic intra-EU tourism.

Further information on pages 5 and 6

Further information

1. Employment in accommodation and food service activities in 2013

The map shows the percentage of employment in the accommodation and food service activities in each Member State in 2013, with temporary, or non-permanent jobs, represented by the solid part of the small circles. Data on temporary employment is not available for Lithuania and Romania. Although tourism statistics have traditionally focused on the accommodation and food services sectors, the *International Recommendations for Tourism Statistics* 2008 lists ten internationally-comparable activities to improve the measurement of the tourism industry. Eurostat estimates that one in two tourism enterprises operate in the accommodation and food services sectors, which in number of persons employed represent two of every three jobs in the tourism industries. The fact that tourism industries provide their services not only to tourists but also to non-tourists further illustrates the difficulties of accurately reflecting the dimensions of this sector.

Data source: [Eurostat](#)

2. Female employment in the tourism sector

The scaled icons display the share of female employment in three main activities of the tourism sector in 2013.

Data source: [Eurostat](#)

3. Enterprises and gross value added by the tourism industries

Number of enterprises in the tourism industries (accommodation and food services, air transport and tour operators and travel agents) as % of all enterprises. Data for Greece is for 2010 and no data is available for Malta. Air transport figures are not available for Belgium and Slovakia.

Comparison of value added by activity in relation with the EU average: Data for Greece is for 2010 and no data available for Malta. Air transport figures not available for Belgium, Estonia, Latvia, Luxembourg, Slovakia, Finland and Sweden.

Gross Value Added (GVA) is defined as output minus intermediate consump-

tion and is less than GDP because it excludes taxes on products. The value added generated by travel agents and food operators, and by accommodation and food service activities, has been divided by the number of employees in these activities during the year of reference.

Data source: [Eurostat](#)

4. Tourism contribution to Gross Value Added

The chart shows for 2005 and 2012 the tourism contribution to the Member States GVA. Data for Greece, Portugal and United Kingdom refers to 2011 whilst no data is available for Ireland, Malta, Croatia and Cyprus.

Data source: [Eurostat](#)

5. Number of tourists and tourists' expenditure in 2012

Number of international tourist arrivals and departures per 1000 population, and related receipts and expenditures.

The chart presents the average amount spent by international tourists in each Member State, related to the number of tourists per 1000 population. The position of the country flags in the vertical axis, indicates the number of international tourists arriving to (top chart) and departing from (bottom chart) each Member State, whilst the average amount they spend is presented in the horizontal axis in US\$ per incoming international tourists - as receipts - and per outgoing national tourist - as expenditure - for each Member State.

Some examples to help reading the charts: in 2012 Luxembourg received around 1 800 international tourists per 1 000 inhabitant with a cumulated spending in excess of US\$4, 5 million, or some US\$5 000 per tourist; at the other end of the scale, the 400 tourists per inhabitant in Romania (8 million tourists for an average population of 21 million) spent on average around US \$240 per tourist, or a cumulated amount of US\$ 1 919 million.

Figures on international tourism are published by the World Bank and have been compiled by the United Nations World Tourism Organization. Information on arrivals is compiled from borders statistics or surveys and from

accommodation establishments and it is complemented with Balance of Payments figures on travel. These figures reflect the importance of tourism as an internationally traded service and its capacity in generating foreign revenues. Departures data is for 2011 for Latvia, Poland and Cyprus and is not available for Luxembourg, Portugal, and Germany.

Data source: [World Bank](#)

6. Number of tourists per 100 population

The regional map displays the number of tourists arriving in the EU regions per 100 population. Tourism data for Ireland, and for the regions of Voralberg (AT) and Madeira (PT) is for 2011. Population data is for 2010 for United Kingdom (no data available for Cheshire and Merseyside) and for 2011 for Romania.

Data source: [Eurostat](#)

Notes

Country codes: Austria (AT), Belgium (BE), Bulgaria (BG), Croatia (HR), Cyprus (CY), Czech Republic (CZ), Denmark (DK), Estonia (EE), Finland (FI), France (FR), Germany (DE), Greece (GR), Hungary (HU), Ireland (IE), Italy (IT), Latvia (LV), Lithuania (LT), Luxembourg (LU), Malta (MT), Netherlands (NL), Poland (PL), Portugal (PT), Romania (RO), Slovakia (SK), Slovenia (SI), Spain (ES), Sweden (SE), United Kingdom (UK), European Union (EU28).

Extraction date: data extracted in June 2014.

7. International tourists as share of all tourist arrivals

Tourism can be domestic or national and international or outbound, when residents of a country travel to another country. The regional map displays the number of international tourists arriving in the EU regions as percentage of all tourist arrivals.

Data source: [Eurostat](#)

8. European tourists in the EU: the 10 most visited destinations

Around 80% of tourists arriving in the accommodation establishments in the Member States come from another EU country. During 2012 the top 10 most visited destinations in the EU received around 165 million EU citizens.

Data source: [Eurostat](#)

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eprs@ep.europa.eu
<http://www.eprs.ep.parl.union.eu> (intranet)
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