

Greece in Spotlight: WTTC data on economic, social and environmental performance of Greece in global context

Reimagine Tourism Summit 2025, Athens

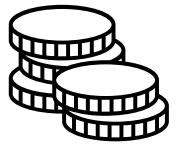


Nejc Jus
Director of Research

Travel & Tourism: World



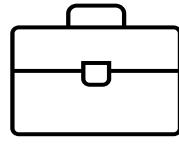
Economic Impact Research – 2024 (World)



GDP Contribution

\$10.9 TN
10%

+8.5% +6%
(vs 2023) (vs 2019)



Sector Jobs

357 MN
10.6%

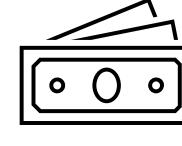
+6.2% +5.6%
(vs 2023) (vs 2019)



International Visitor Spending

\$1.9 TN

+11.6% -1.3%
(vs 2023) (vs 2019)

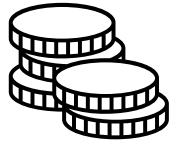


Domestic Visitor Spending

\$5.3 TN

+5.4% +8.1%
(vs 2023) (vs 2019)

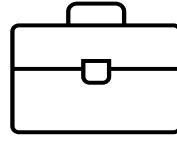
Economic Impact Research – 2025 Forecast (World)



GDP Contribution

\$11.7 TN
10.3%

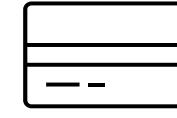
+6.7% +13%
(vs 2024) (vs 2019)



Sector Jobs

371 MN
10.9%

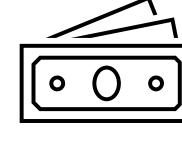
+4% +9.9%
(vs 2024) (vs 2019)



International Visitor Spending

\$2.1 TN

+10% +8.6%
(vs 2024) (vs 2019)



Domestic Visitor Spending

\$5.6 TN

+5.1% +13.6%
(vs 2024) (vs 2019)

10 Years From Now (2035 Forecast)

TOTAL GDP



\$16.5 TN

11.5% of total economy

CAGR (2025 - 2035): 3.5%



TOTAL JOBS

462 MN

12.5% of total workforce

New jobs (2025 - 2035): 90.6 MN



September 2025

Economic Impact Trends

2024

- **T&T was the fastest-growing sector worldwide**
- The Caribbean and Middle East experienced the strongest growth.
- **T&T created 1 in 3 new jobs globally**

Forecast for 2025

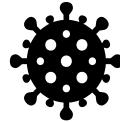
- **T&T expected to grow faster than other sectors in 2025**
- Asia-Pacific expected to grow fastest (Y-o-Y growth: 12.9%)

Next Decade Outlook

- Projected to grow **3.5% annually**, outpacing the global economy (2.5%)
- Set to support **91M new jobs** – about **1 in 3 of all new jobs** worldwide

Context: The Travel & Tourism Employment Landscape

Lingering COVID-19 Impacts



During the pandemic, many workers left the sector, which led to staff shortages in the recovery period

Socio-economic and Demographic Shifts



Higher-income economies: Ageing and declining working age populations, low unemployment rates
Globally, tourism growth is outstripping the overall economy and the available labour supply

Technological Advances



Survey analysis identifies a gap in Technological & Digital Literacy skills among workers

Absolute Shortage

For total T&T (all skill levels combined)

43.1 mn

Relative Shortage

For total T&T (all skill levels combined)

16%

Low skill jobs

Shortage of:

20.1 mn
(47% of total)

Hospitality

Shortage of:

8.6 mn
(18% gap)

Labour supply and demand analysis: Forecast in 2035
20 Economies (including the EU) analysed

Environmental & Social Research

Tracking T&T's environmental and social performance

Quantify footprint per dollar GDP generated by the sector.

ECONOMIC	<ul style="list-style-type: none">• GDP Contribution• Employment• Taxes	<p>Industry, Innovation and Infrastructure</p> <p>Decent Work and Economic Growth</p>
SOCIAL	<ul style="list-style-type: none">• Employment (wage, age, gender)• Tourism supported jobs	<p>Gender Equality</p> <p>Reduced Inequality</p>
ENVIRONMENT & CLIMATE	<ul style="list-style-type: none">• GHG emissions• Water footprint• Energy use and source• Air pollution• Resource input	<p>Clean Water and Sanitisation</p> <p>Affordable & Clean Energy</p> <p>Responsible Consumption and Production</p>



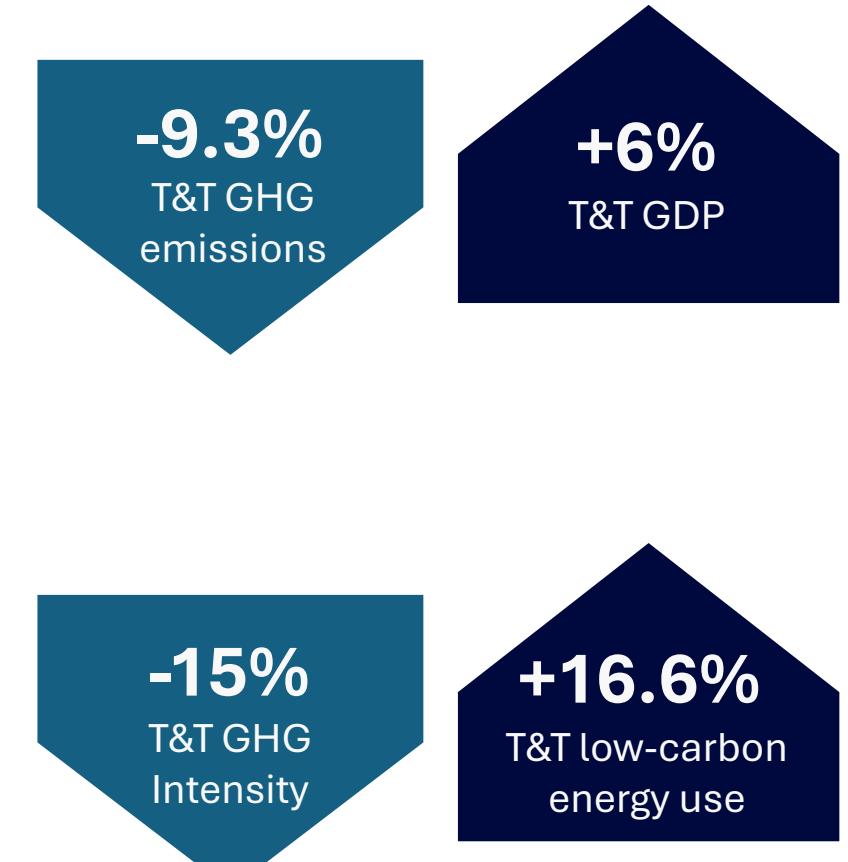
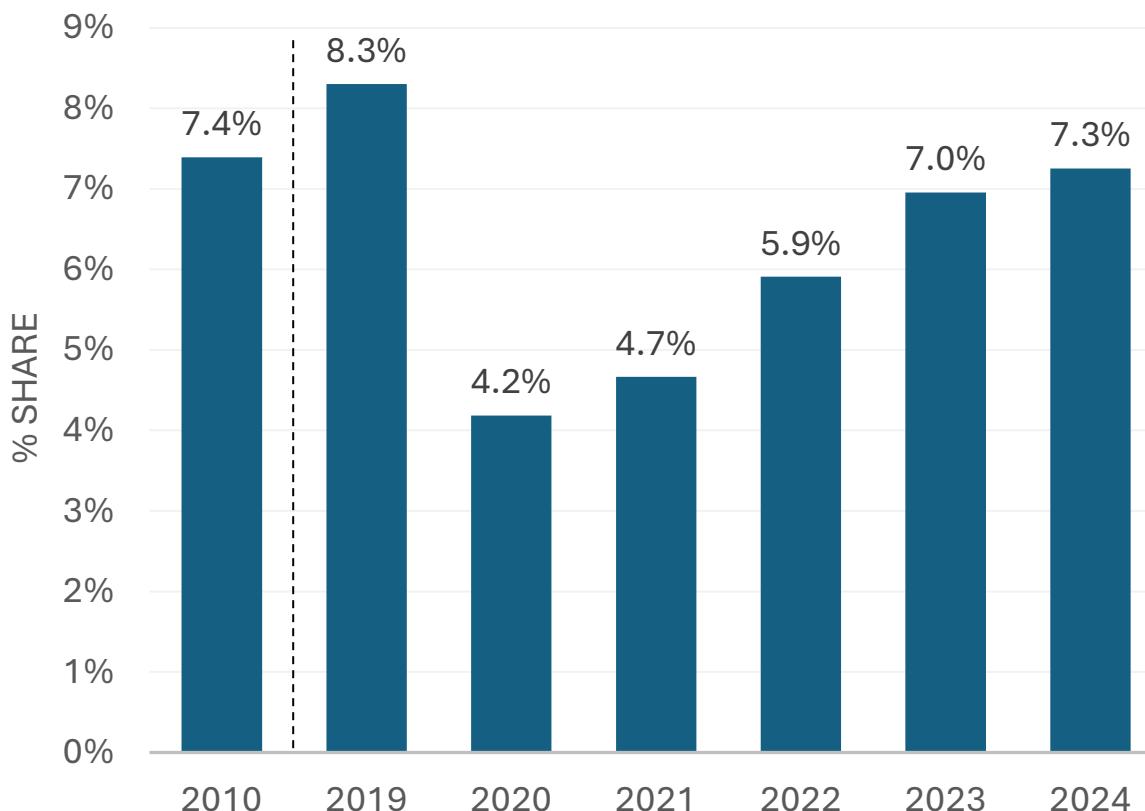
185 Economies

(global and regional), direct/indirect, subsectors for
2010, 2019 - 2024

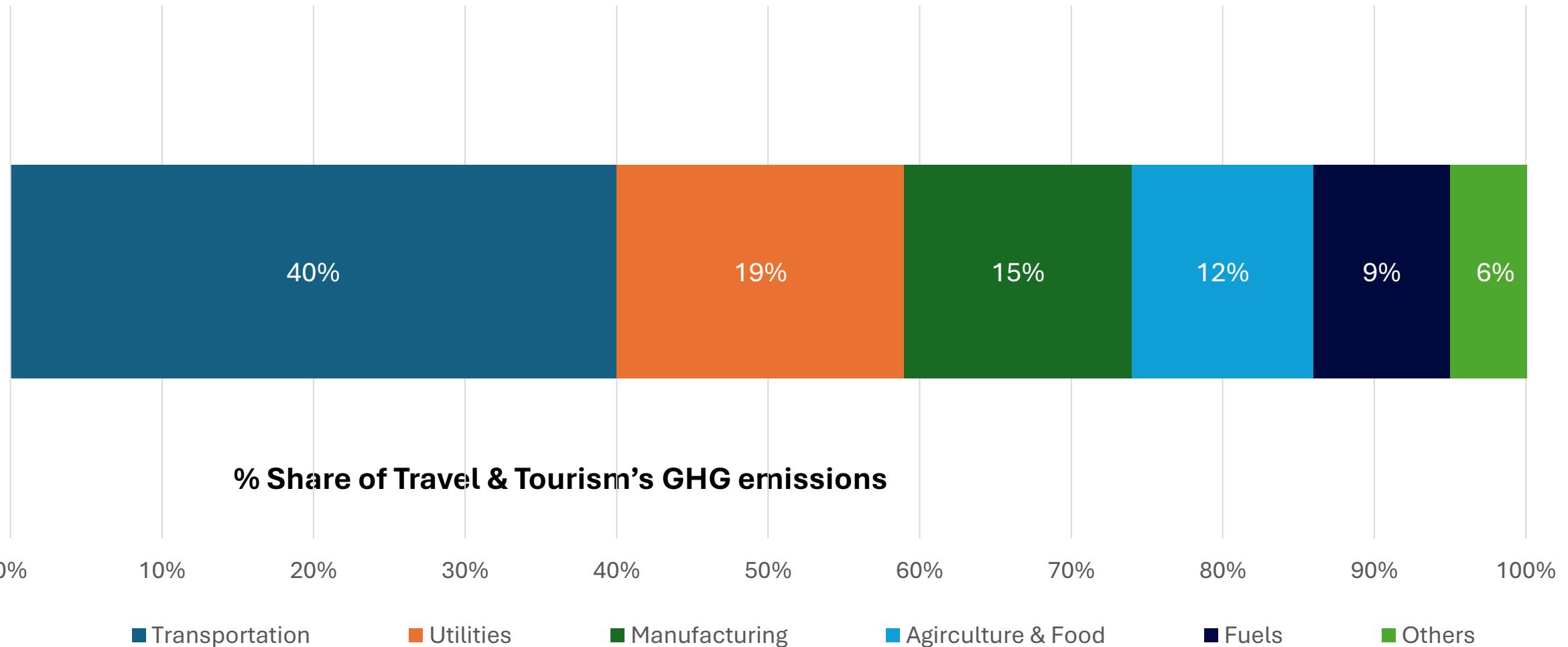
Travel & Tourism's Environmental Footprint

- Vs 2019 -

Travel & Tourism's share of global GHG emissions

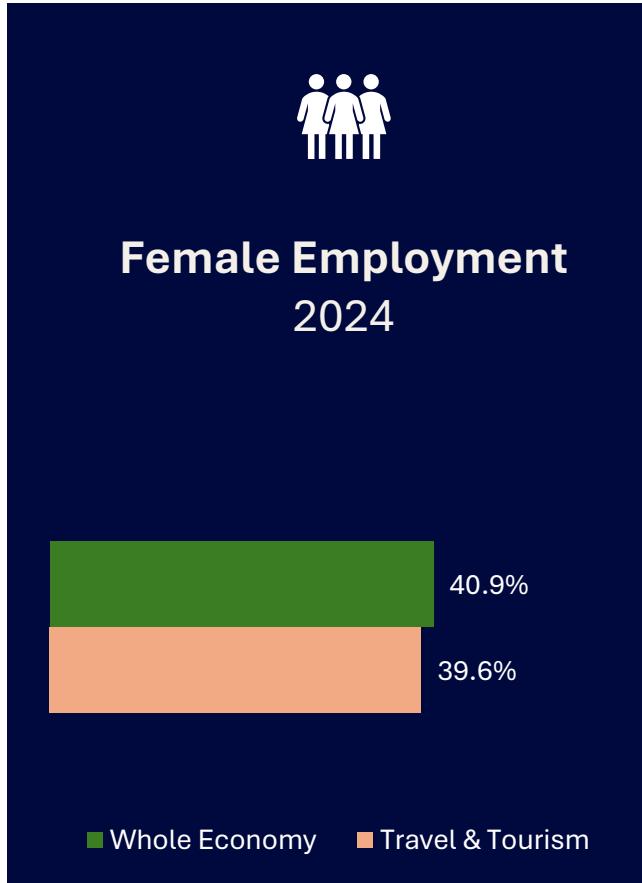
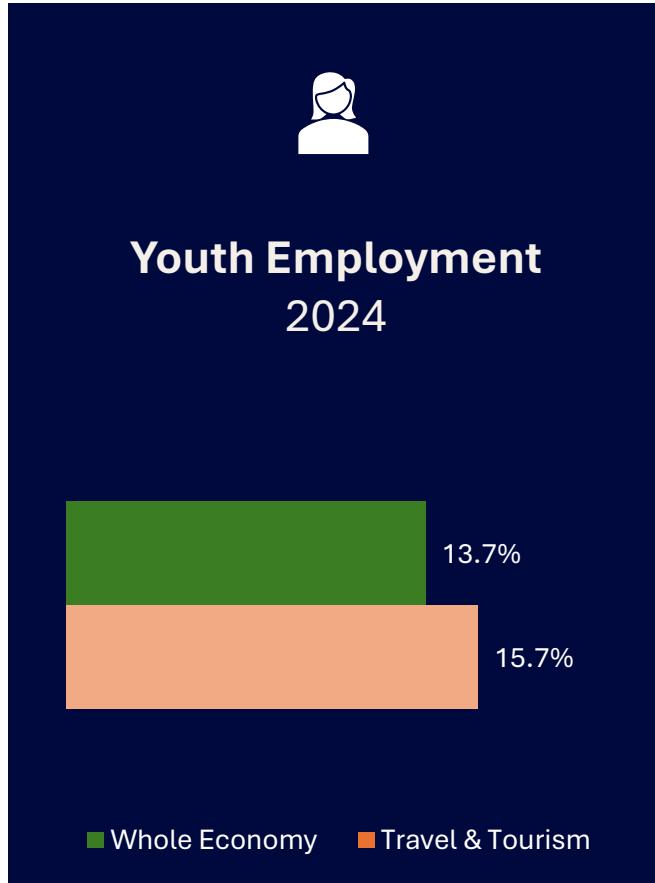


Industries contributing the most to T&T GHG emissions in 2024



❖ Transportation is the biggest source of T&T GHG emissions, followed by Utilities

Travel & Tourism's Social Impact



Travel & Tourism: Greece & the EU



Travel & Tourism's Contribution to GDP

	Greece	EU
2024	\$48.8 BN 19.4% share (1.6% vs 2019)	\$2.0 TN 10.1% share (5.8% vs 2019)
2025 (F)	\$53 BN 20.6% share (10.4% vs 2019)	\$2.1 TN 10.5% share (11.2% vs 2019)



Travel & Tourism's Contribution to Jobs

2024

2025 (F)

Greece

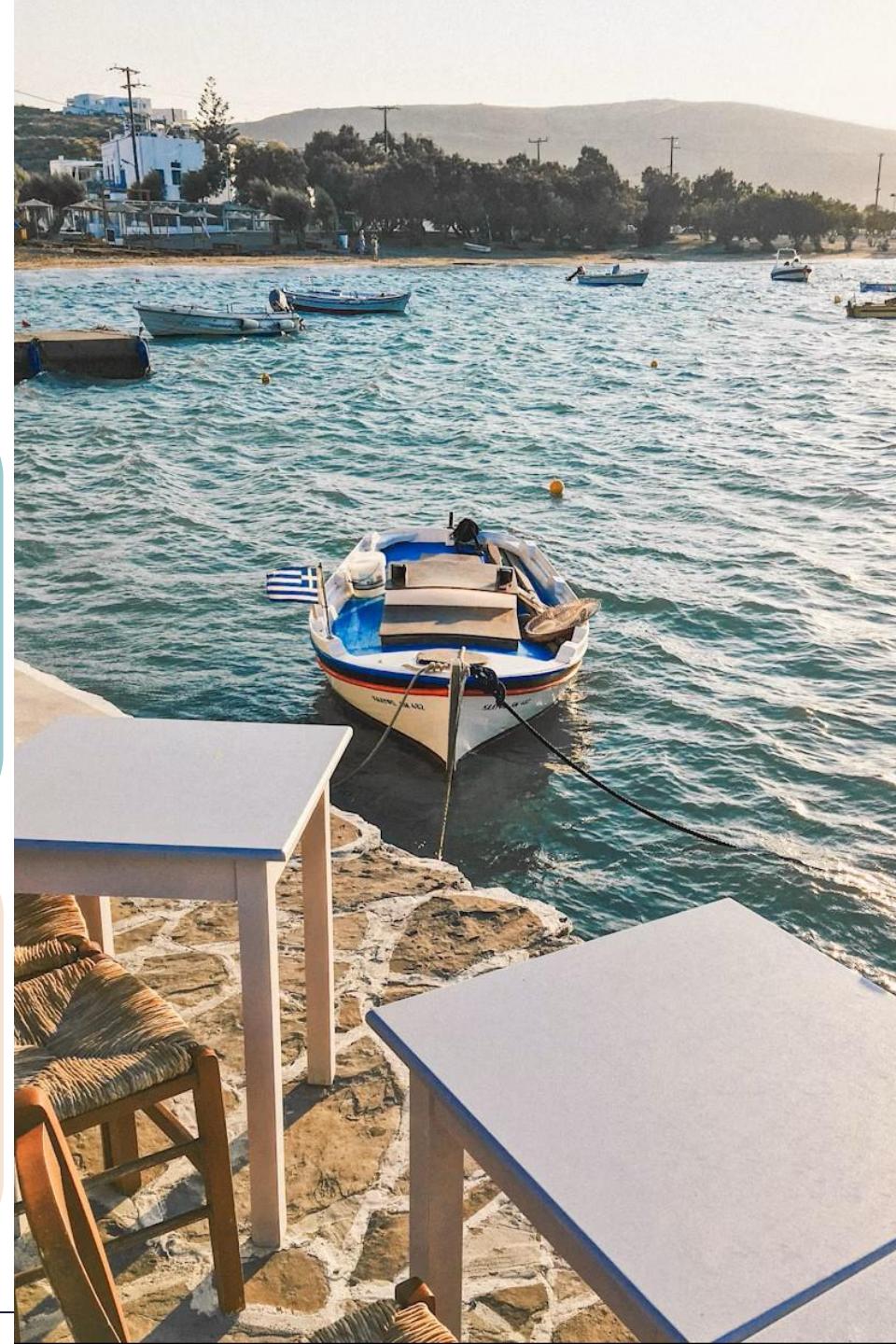
0.85 MN
20.0% share
(3.6% vs
2019)

0.90 MN
21.1% share
(9.1% vs 2019)

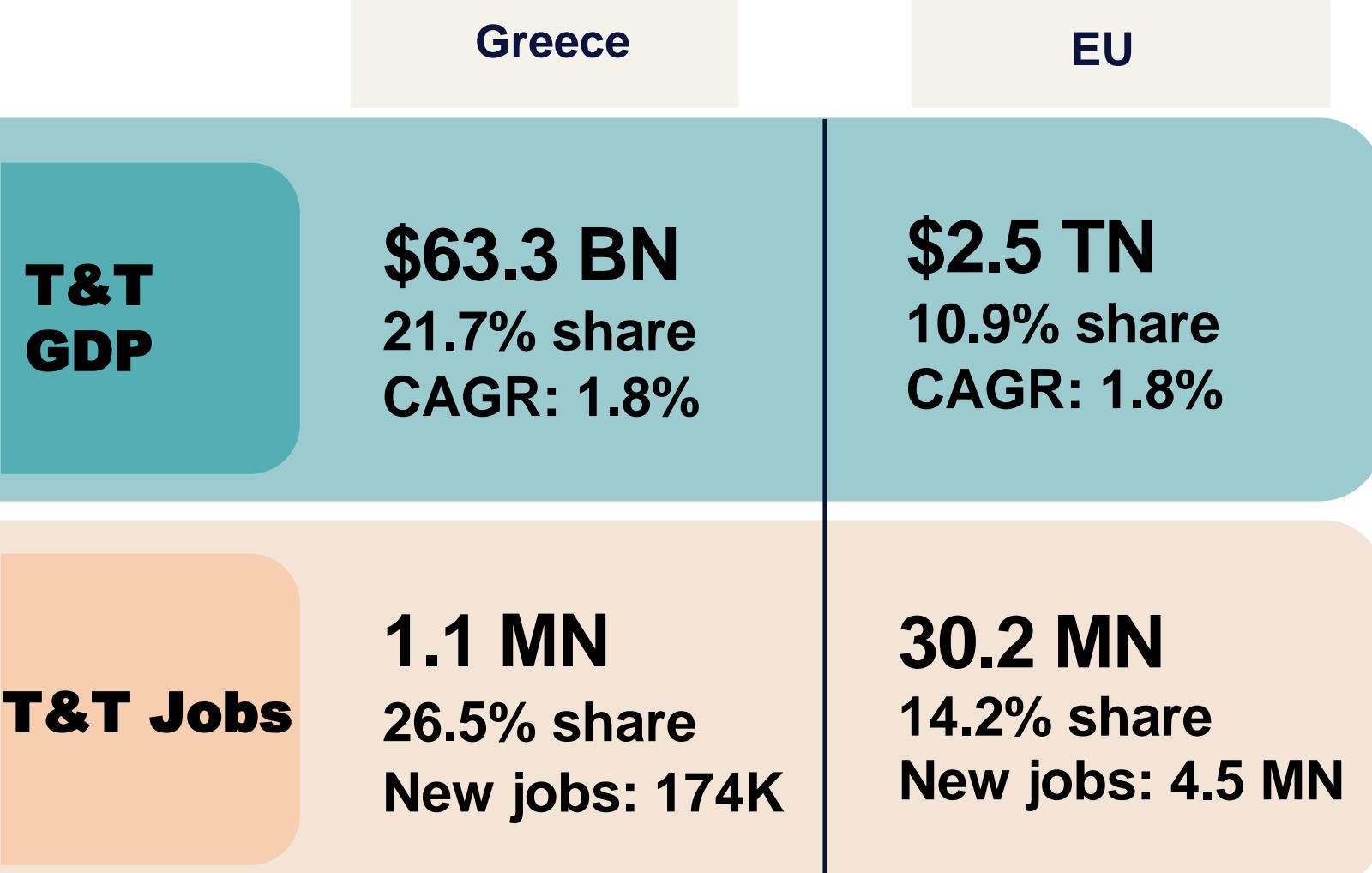
EU

24.6 MN
11.5% share
(3.1% vs 2019)

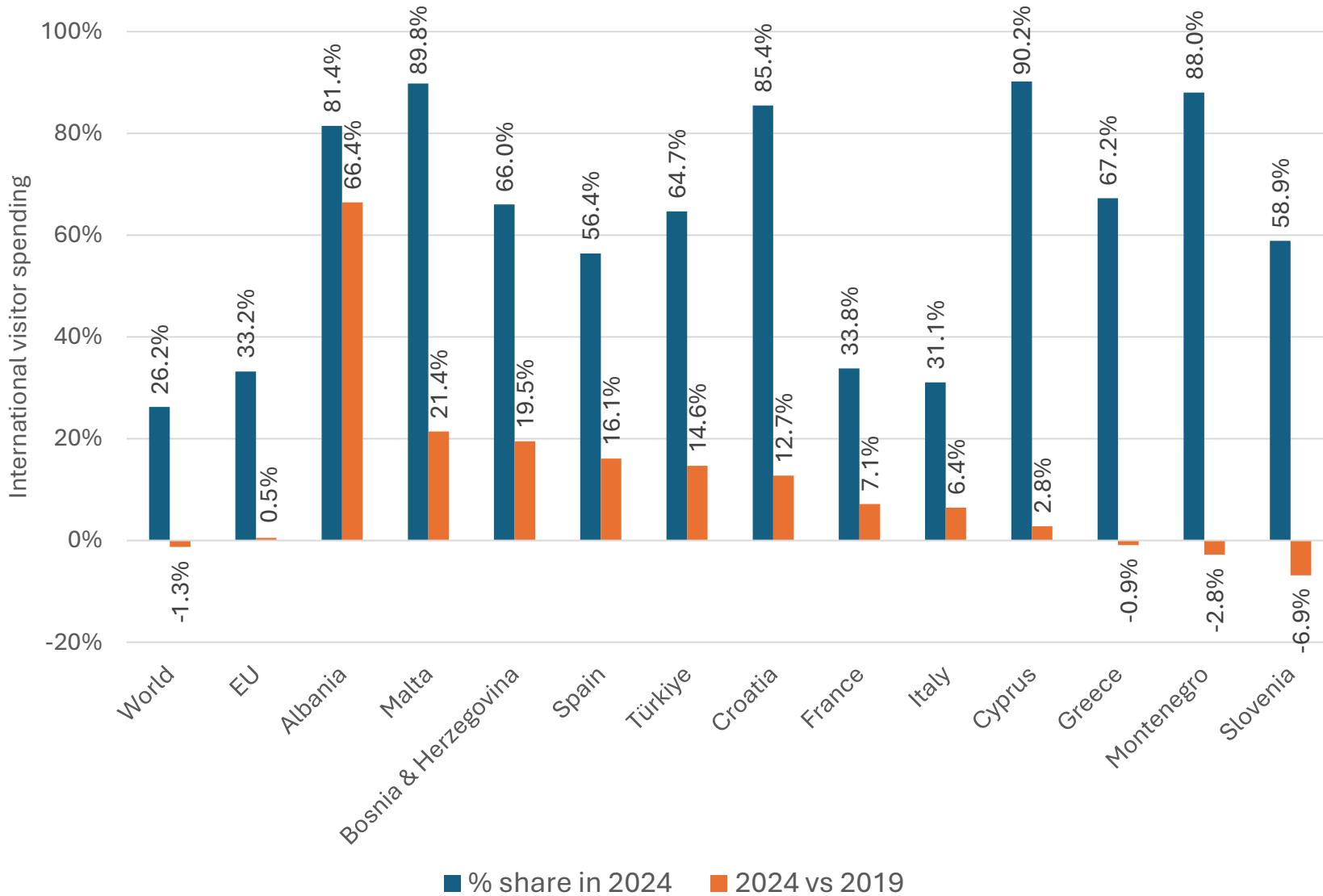
25.7 MN
12% share
(7.6% vs 2019)



Travel & Tourism's Contribution: 2025 – 2035 Forecast



International Visitor Spending: Share and Recovery



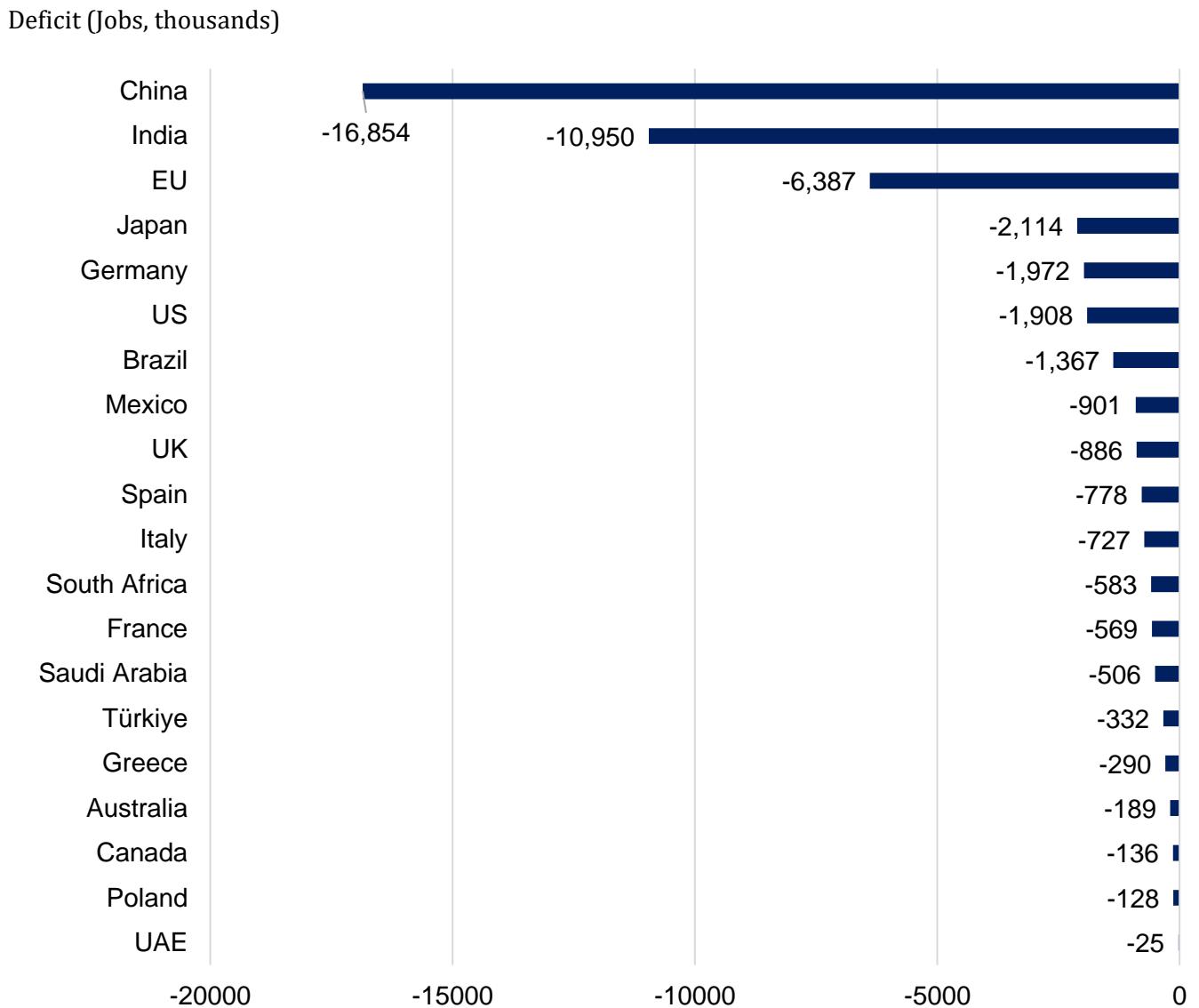
- In 2025, international visitor spending for Greece is expected to reach **\$28.4 billion** (10.1% above the 2019 level and an annual growth of 11.1%)

In absolute terms:

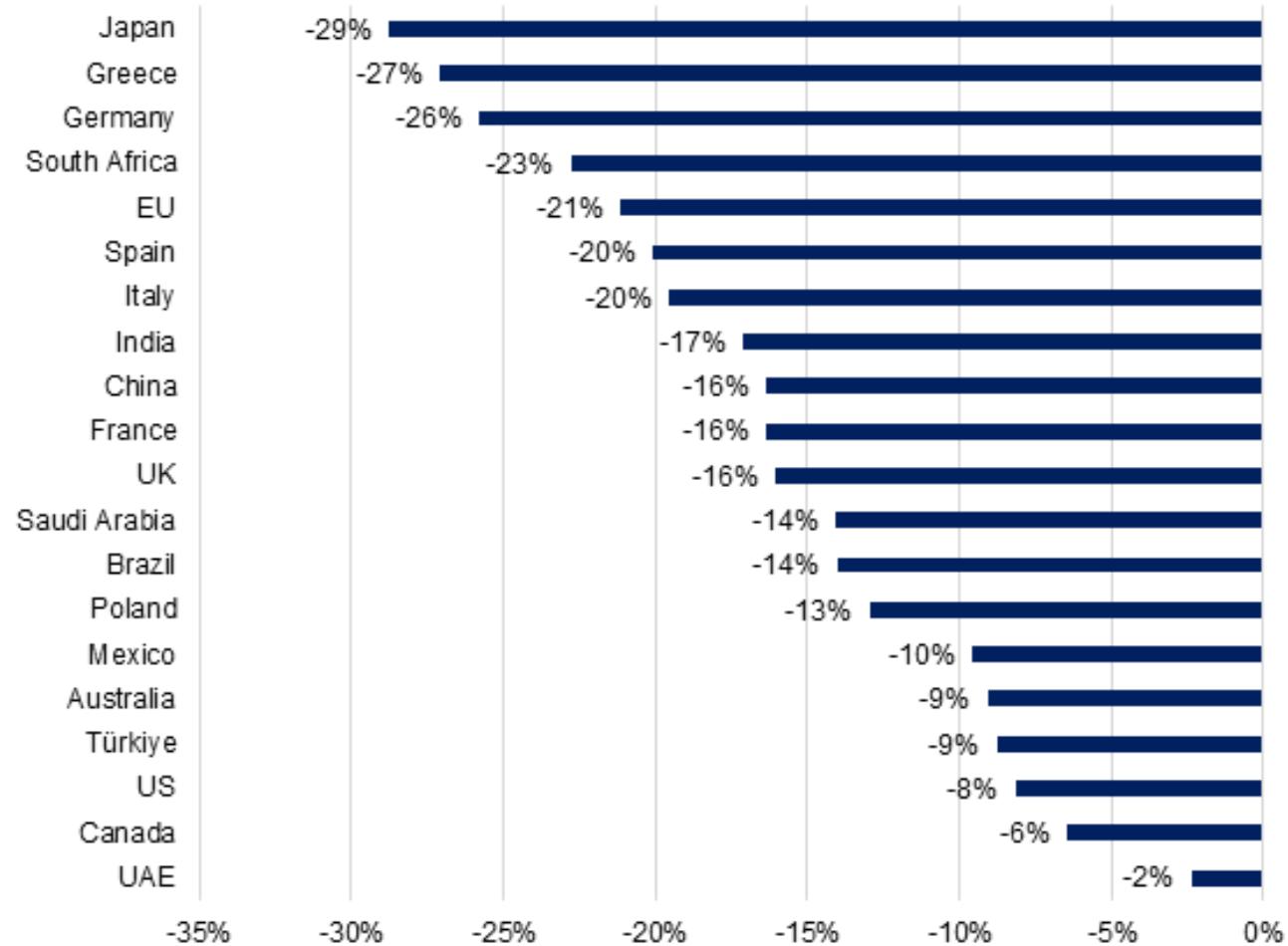
The extent to which labour supply is projected to be below demand levels

Chart on the right:

Total Travel & Tourism Skills Balance: All Skills Levels (2035)



Source: WTTC, Oxford Economics



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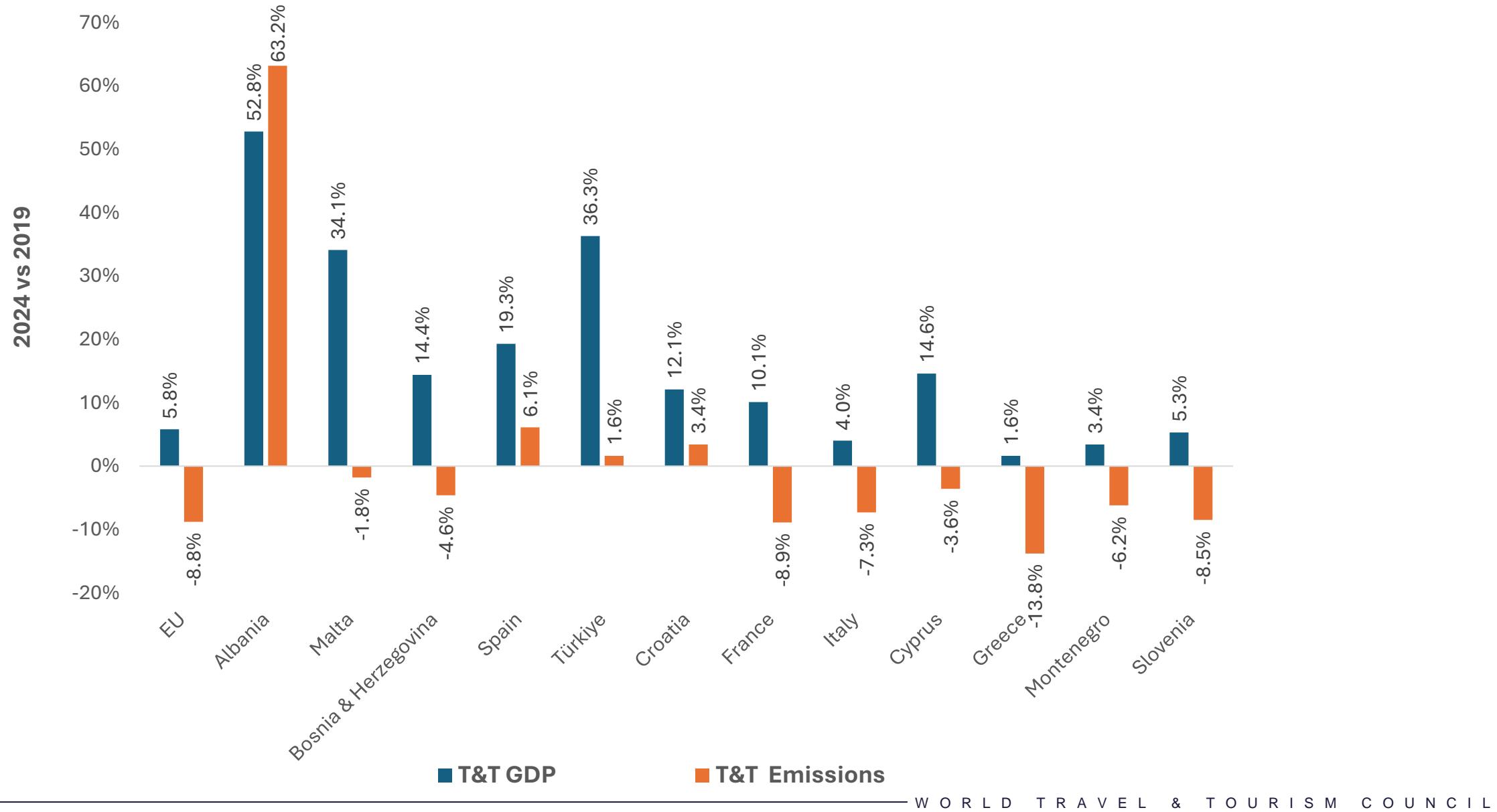
In relative terms:

The extent to which labour supply is projected to be below demand levels

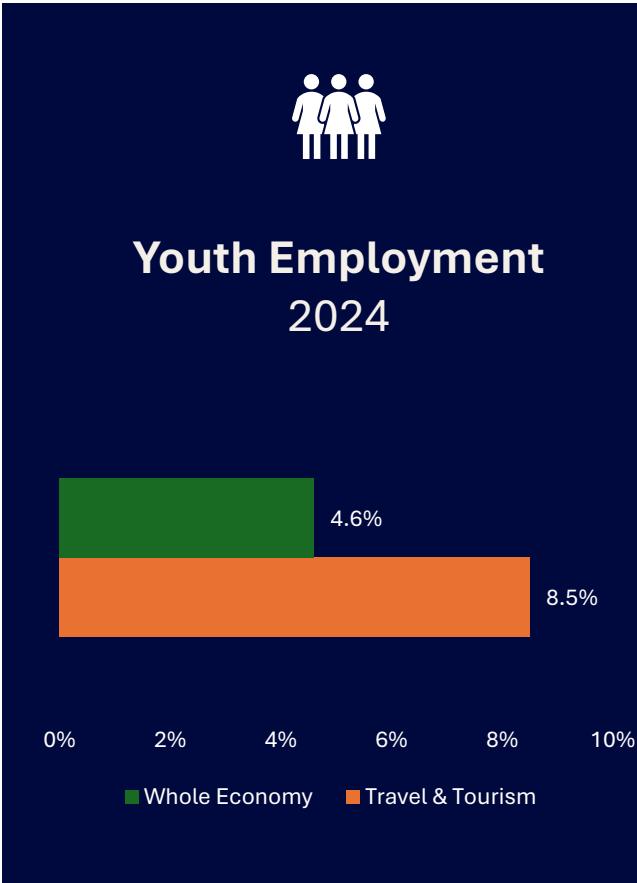
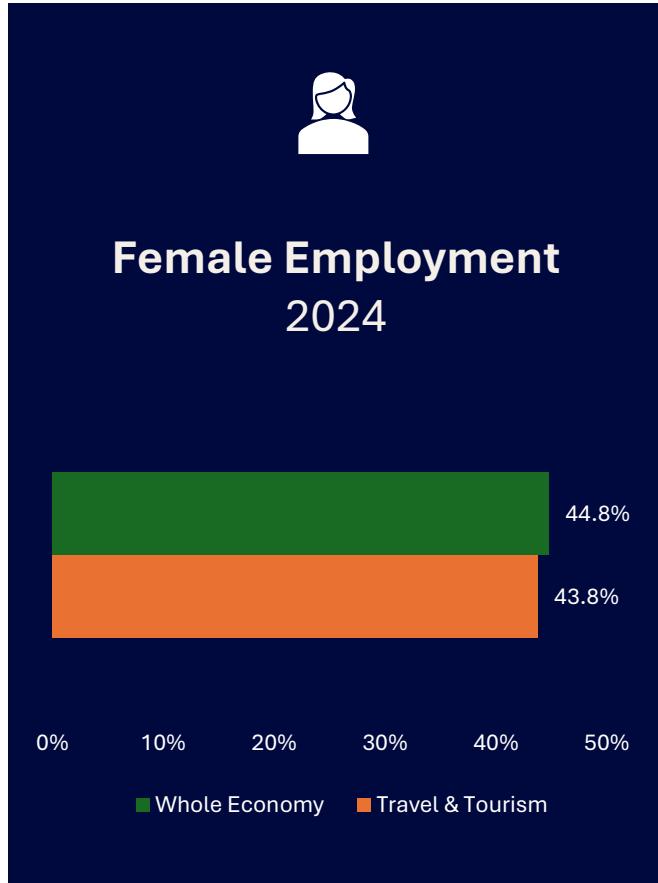
Chart on the left:

Total Travel & Tourism Skills Balance: All Skills Levels (2035) – Skills Surplus/Deficit (% of Unconstrained Demand)

Travel & Tourism: Economic Impact vs Environmental Impact



Greece: Travel & Tourism's Social Impact



Managing Overcrowding

Call to Action challenges the oversimplification of overcrowding.

Key findings

- **High economic stakes:** Curbing tourism in 11 key European cities could lead to loss of \$245B in GDP, \$122M in tax and 3M jobs
- **Policy gaps:** Existing taxes are rarely reinvested and levies don't reduce number
- Consultation process with 50 members

Six key steps outlined

1 Get Organised

2 Make a plan

3 Gather the evidence

4 Stay Vigilant

5 Invest Wisely

6 Empower Residents



Managing Destination Overcrowding

A Call to Action from the Travel & Tourism Private Sector



June 2025





Thank You

For more information contact: nejc.jus@wttc.org



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