

# 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



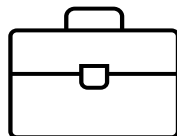
# Economic Impact Research – 2024 (World)



**GDP  
Contribution**

**\$10.9 TN**  
**10%**

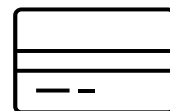
**+8.5%**      **+6%**  
**(vs 2023)** **(vs 2019)**



**Sector  
Jobs**

**357 MN**  
**10.6%**

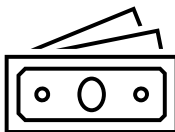
**+6.2%**      **+5.6%**  
**(vs 2023)** **(vs 2019)**



**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)**

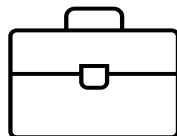
# Economic Impact Research – 2025 Forecast (World)



**GDP  
Contribution**

**\$11.7 TN**  
**10.3%**

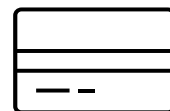
**+6.7%**      **+13%**  
**(vs 2024) (vs 2019)**



**Sector  
Jobs**

**371 MN**  
**10.9%**

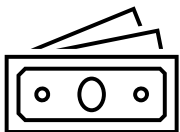
**+4%**      **+9.9%**  
**(vs 2024) (vs 2019)**



**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



# 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

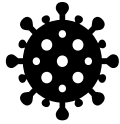
- Projected to grow **3.5% annually**, outpacing the global economy (2.5%)
- Set to support **91M new jobs** – about **1 in 3 of all new jobs** worldwide

**Report:** Travel & Tourism Economic  
Impact 2025: Global Trends

# 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)

**43.1mn**

## Relative Shortage

For total T&T (all skill levels combined)

**16%**

## Low skill jobs

Shortage of:

**20.1mn**  
(47% of total)

## Hospitality

Shortage of:

**8.6mn**  
(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.

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

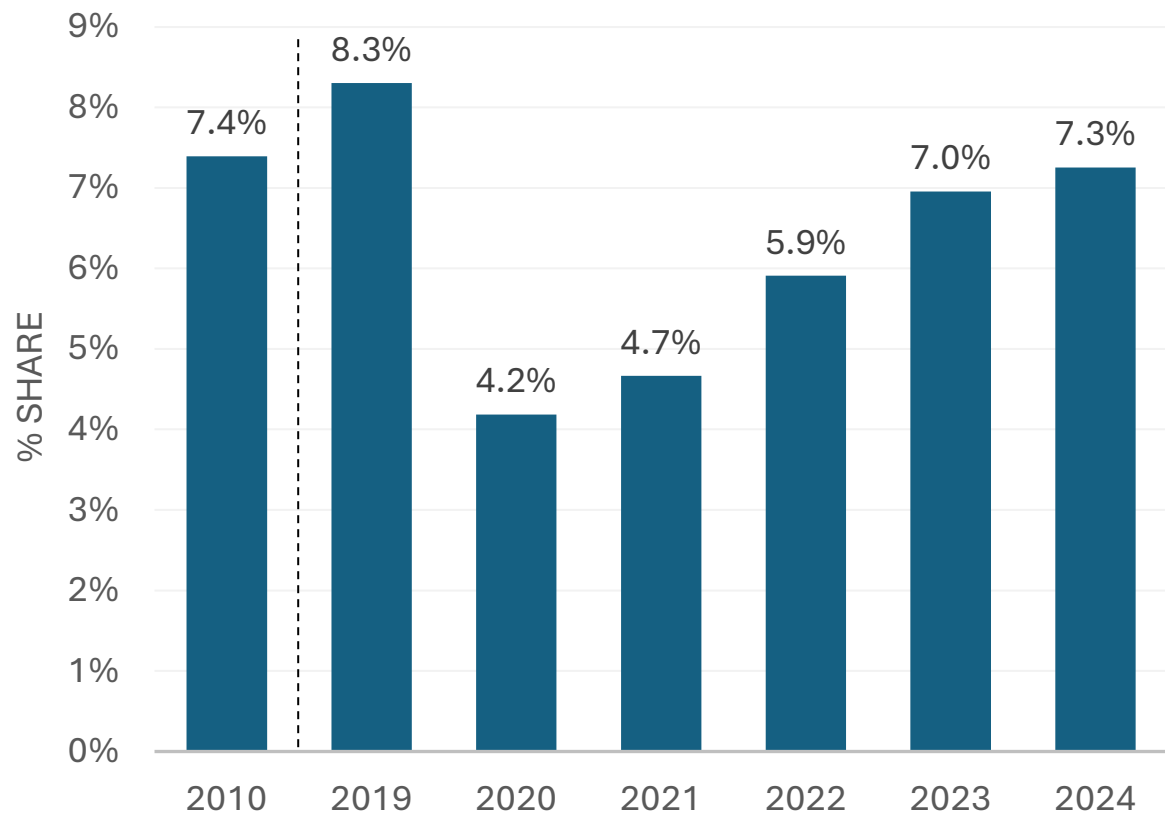


185 Economies

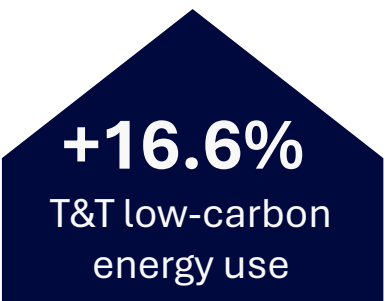
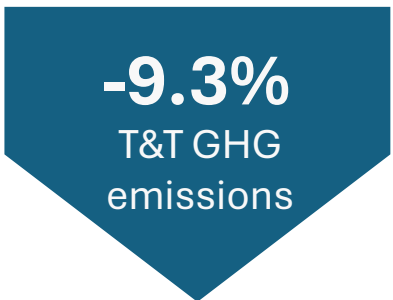
(global and regional), direct/indirect, subsectors for 2010, 2019 - 2024

# Travel & Tourism's Environmental Footprint

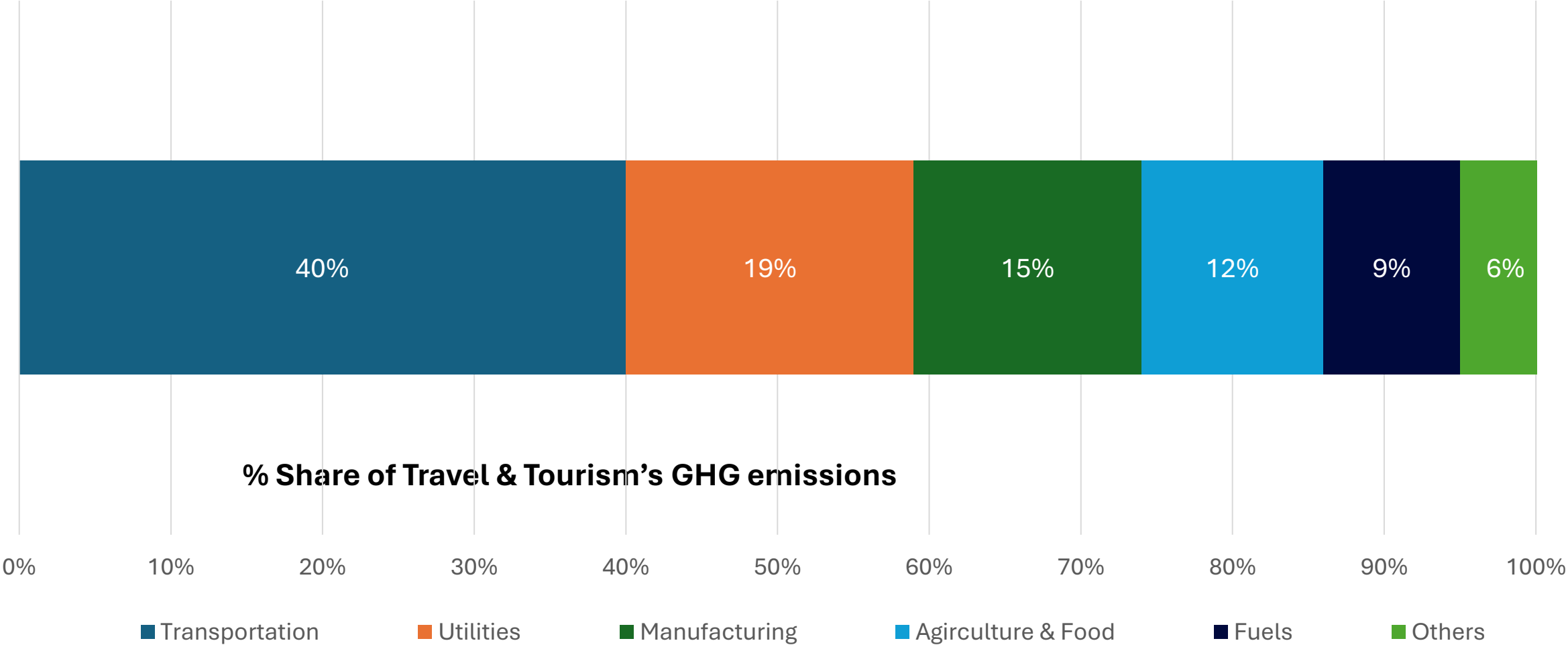
Travel & Tourism's share of global GHG emissions



– Vs 2019 –



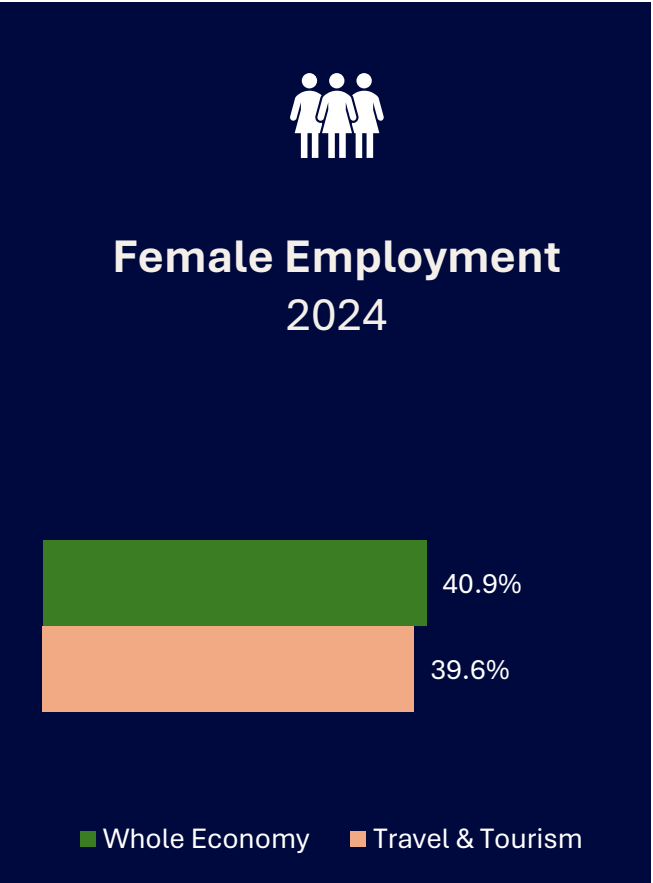
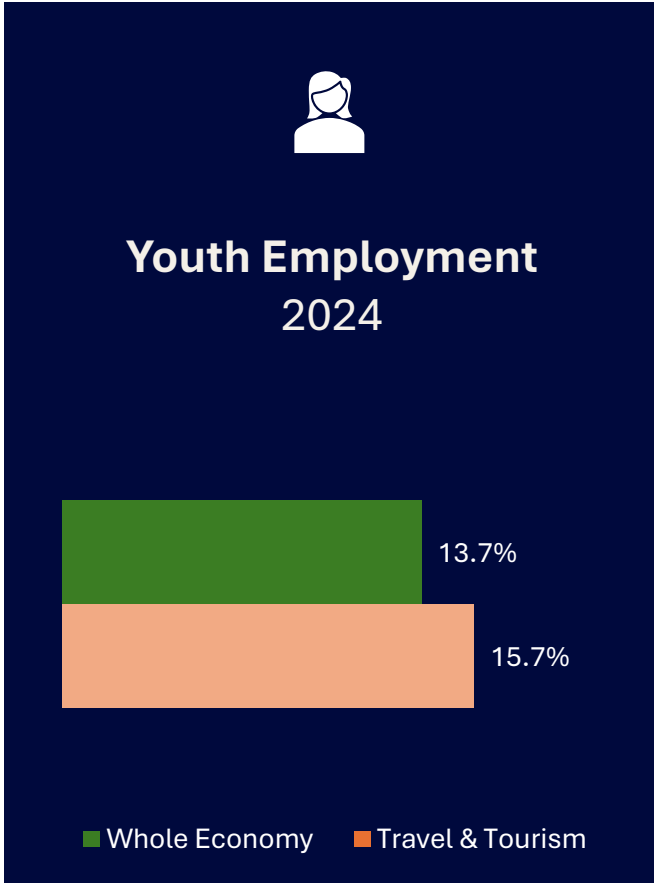
# Industries contributing the most to T&T GHG emissions in 2024



❖ 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	<b>\$48.8 BN</b> <b>19.4% share</b> <b>(1.6% vs 2019)</b>	<b>\$2.0 TN</b> <b>10.1% share</b> <b>(5.8% vs 2019)</b>
2025 (F)	<b>\$53 BN</b> <b>20.6% share</b> <b>(10.4% vs 2019)</b>	<b>\$2.1 TN</b> <b>10.5% share</b> <b>(11.2% vs 2019)</b>





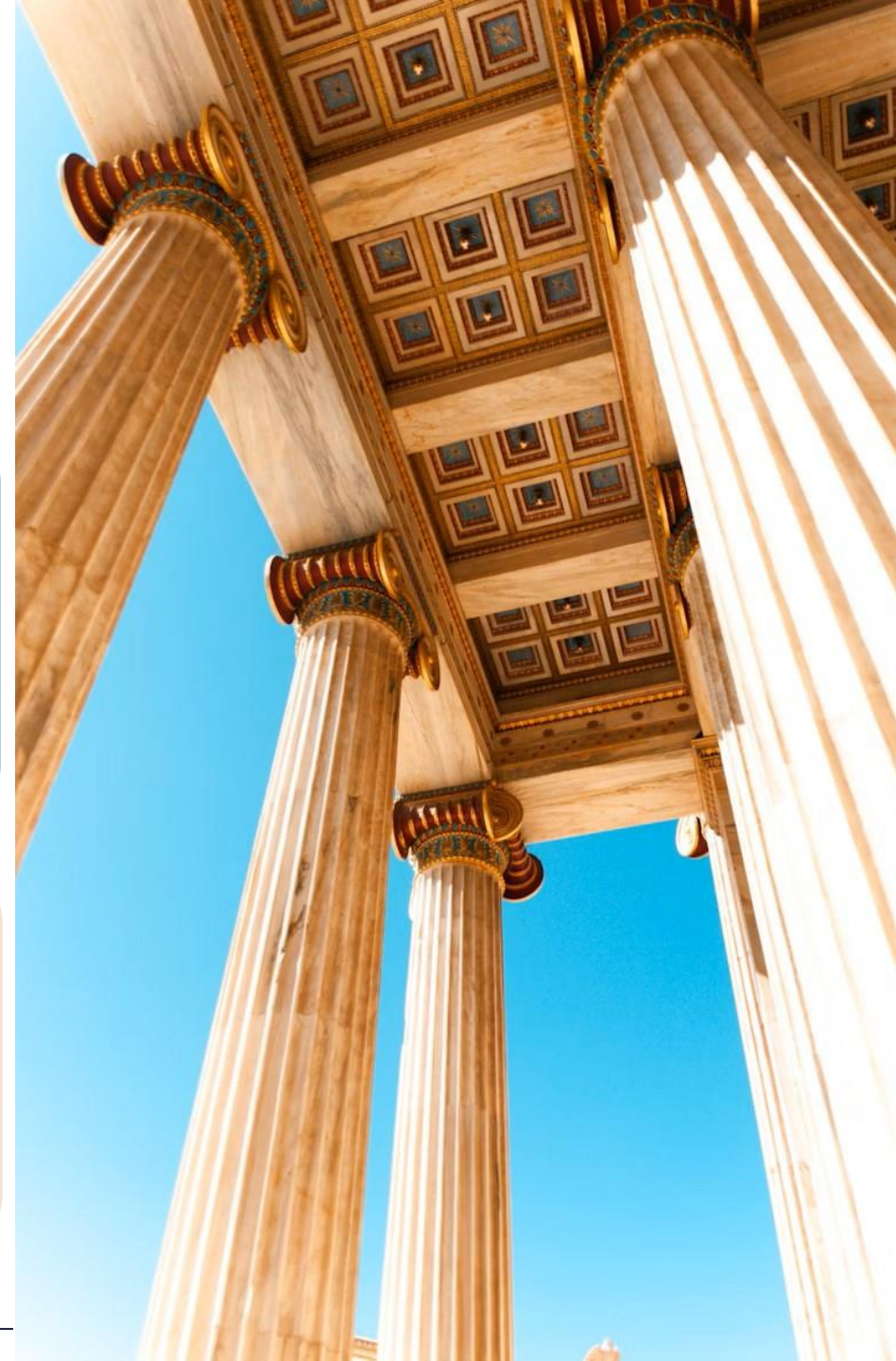
# Travel & Tourism's Contribution to Jobs

	Greece	EU
2024	0.85 MN 20.0% share (3.6% vs 2019)	24.6 MN 11.5% share (3.1% vs 2019)
2025 (F)	0.90 MN 21.1% share (9.1% vs 2019)	25.7 MN 12% share (7.6% vs 2019)



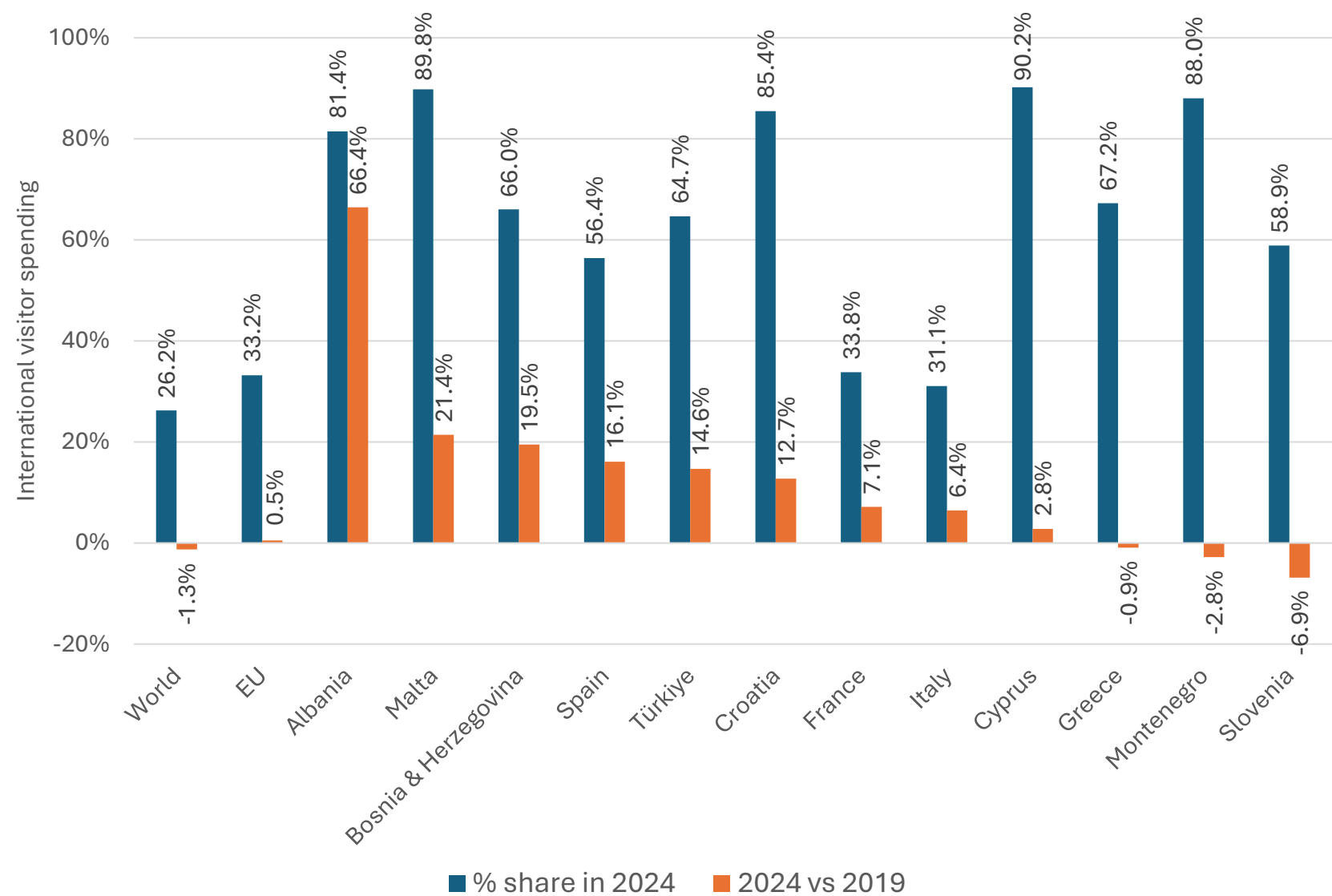
# Travel & Tourism's Contribution: 2025 – 2035 Forecast

	Greece	EU
T&T GDP	<b>\$63.3 BN</b> 21.7% share CAGR: 1.8%	<b>\$2.5 TN</b> 10.9% share CAGR: 1.8%
T&T Jobs	<b>1.1 MN</b> 26.5% share New jobs: 174K	<b>30.2 MN</b> 14.2% share New jobs: 4.5 MN





# International Visitor Spending: Share and Recovery



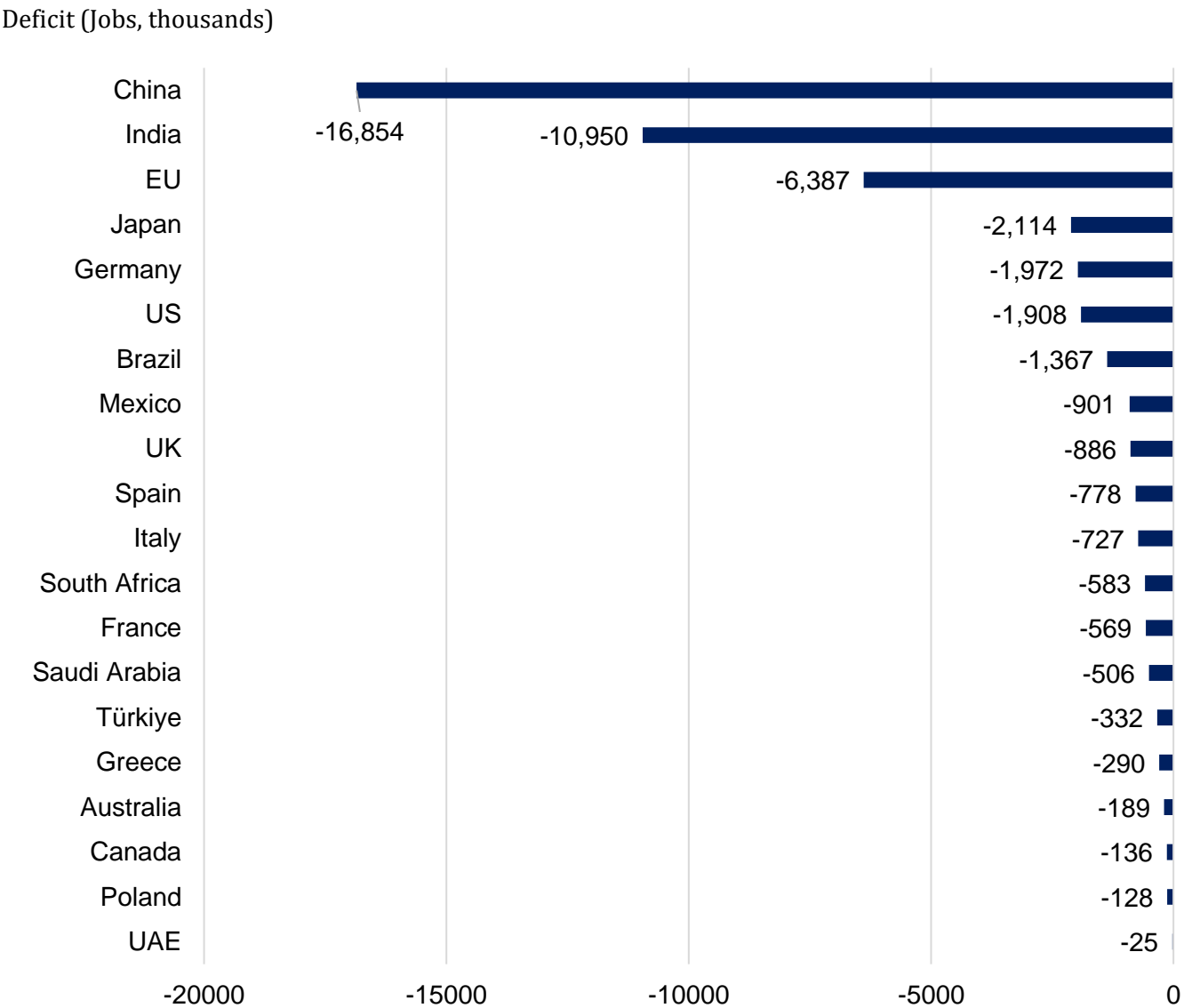
- In 2025, international visitor spending for Greece is expected to reach **\$28.4 billion** (10.1% above the 2019 level and an annual growth of 11.1%)



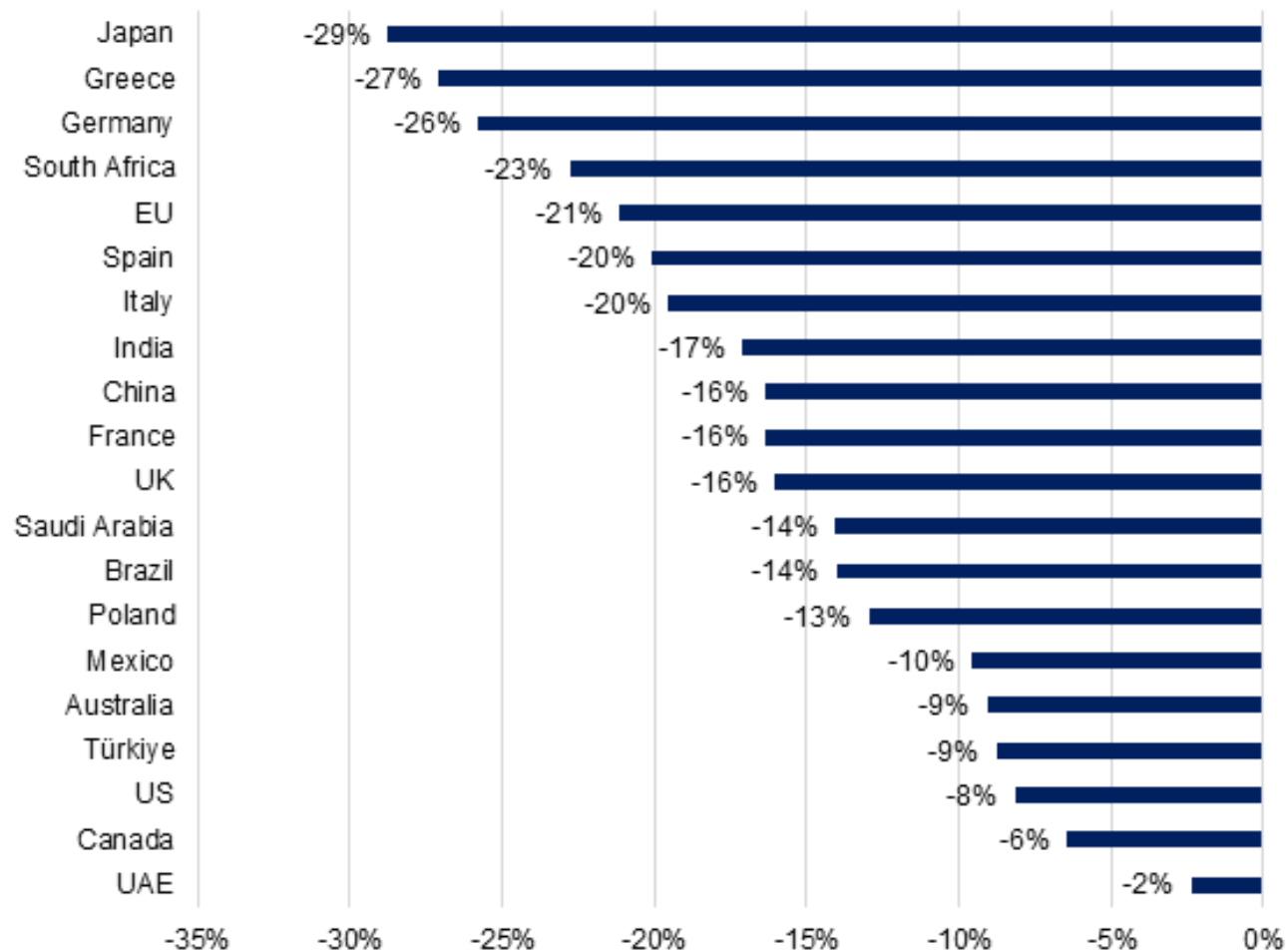
**In absolute terms:**  
The extent to which labour supply is projected to be below demand levels

Chart on the right:

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



Source: WTTC, Oxford Economics



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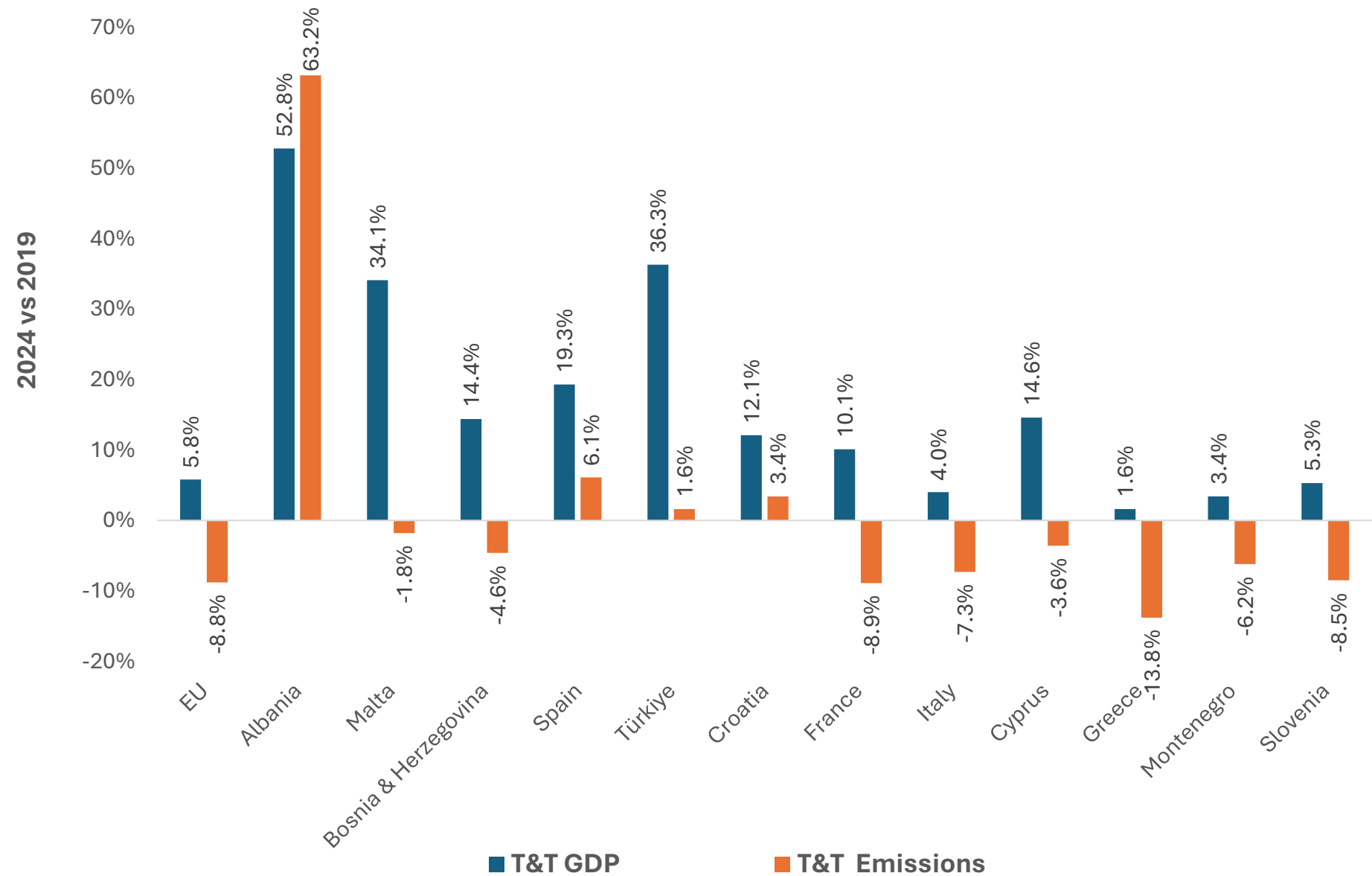
## In relative terms:

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



## Female Employment 2024

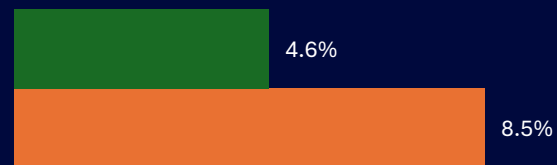


0% 10% 20% 30% 40% 50%

■ Whole Economy ■ Travel & Tourism



## Youth Employment 2024



0% 2% 4% 6% 8% 10%

■ Whole Economy ■ Travel & Tourism



# \$20.3 BN

## (Tax Contribution)

15.6% of government revenues

# 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](mailto:nejc.jus@wttc.org)