

Tourism industries - economic analysis

Statistics Explained

*Data extracted in March 2019
Planned article update: April 2020*

This article presents recent statistics on the [tourism industries](#) in the [European Union \(EU\)](#) . While [tourism statistics](#) focus on either the accommodation sector or the demand side (from households), and relate mainly to physical flows (arrivals or nights spent at [tourist accommodation](#) or trips made by residents of a country), this analysis is based on economic data extracted from other areas of official statistics, in particular [structural business statistics \(SBS\)](#) and [short-term business statistics \(STS\)](#) . Thus a more complete economic analysis of this sector can be drawn, which is an important motor for many countries' economies and labour markets.

The publication "[International Recommendations for Tourism Statistics 2008](#)" lists ten internationally comparable activities and two country-specific ones for the tourism sector, also called "tourism industries" or "tourism characteristic activities". This article focuses on a subset of these that has relevance for the EU (the other activities proved to be of limited relevance for European tourism or have limited coverage in SBS).

The reader is strongly encouraged to consult the "Data sources" section before using the presented data, in order to avoid overestimating or underestimating the economic importance of tourism for some industries.

Key economic indicators

The discussion below refers to four selected indicators: number of [enterprises](#) , number of [persons employed](#) , [turnover](#) and [value added at factor cost](#) – firstly at EU level, secondly at country level.

In 2016, one in ten enterprises in the European non-financial business economy belonged to the tourism industries (see Table 1, Table 2). These 2.4 million enterprises employed 13.6 million persons. Enterprises in industries with tourism related activities accounted for 9.5 % of the persons employed in the non-financial business economy and 21.7 % of persons employed in the services sector.

Key economic indicators for the tourism industries, EU-28, 2016

NACE Rev.2	Number of enterprises	Turnover (million EUR)	Value added at factor cost (million EUR)	Number of persons employed
Total non-financial business economy (*)	24 425 954	27 346 551	7 183 983	142 243 831
Total services (**)	12 266 757	6 619 998	2 997 584	62 505 670
Total tourism industries (**)	2 444 841	1 078 481	418 358	13 573 998
... Tourism industries (mainly tourism) (**)	404 938	473 653	150 594	3 457 392
... Tourism industries (partially tourism) (**)	2 039 903	604 828	267 764	10 116 606
Transport related (total)	389 307	280 256	107 321	2 186 260
... Land transport	374 828	122 639	65 399	1 728 717
... Passenger rail transport, interurban	H4910	287	61 496	32 676
... Taxi operation	H4932	323 020	24 016	13 528
... Other passenger land transport n.e.c.	H4939	51 521	37 127	19 194
... Water transport	10 320	24 247	8 962	113 242
... Sea and coastal passenger water transport	H5010	6 320	21 916	7 975
... Inland passenger water transport	H5030	4 000	2 331	987
... Passenger air transport	H5110	4 159	133 370	32 961
Accommodation (scope of Reg 692/2011)	323 462	181 677	87 633	2 673 197
... Hotels and similar accommodation	I5510	154 627	150 930	74 159
... Holiday and other short-stay accommodation	I5520	152 438	20 930	8 783
... Camping grounds, recreational vehicle parks and trailer parks	I5530	16 397	9 817	4 692
Food and beverage (total)	1 565 410	362 446	148 702	7 971 489
... Restaurants and mobile food service activities	I5610	961 094	272 292	113 628
... Beverage serving activities	I5630	604 316	90 154	35 074
Car and other rental (total)	57 074	82 614	41 247	221 669
... Renting and leasing of cars and trucks	N7710	42 307	80 000	40 000
... Renting and leasing of recreational and sports goods	N7721	14 767	2 614	1 247
Travel agency, tour operator reservation service and related activities (total)	109 590	171 488	33 455	521 384
... Travel agency and tour operator activities	N7910	77 317	158 606	30 000
... Other reservation service and related activities	N7990	32 271	12 882	3 455

Note: Due to unreliable data at country level and rounding, deviations can occur between total and subtotals.

(*) NACE sections: B-N, S95_X,K (Total business economy, repair of computers, personal and household goods; except financial and insurance activities).

(**) NACE sections: H, I, J, L, M, N, S95.

(*) NACE classes: H491, H4932, H4939, H501, H503, H511, I551, I552, I553, I561, I563, N771, N7721 and division N79.

(*) NACE classes: H511, I551, I552, I553 and N791.

(*) NACE classes: H491, H4932, H4939, H501, H503, I561, I563, N771, N7721 and N799.

Source: Eurostat (online data code: sbs_na_sca_r2, sbs_na_1a_se_r2)

eurostat 

Table 1: Key economic indicators for the tourism industries, EU-28, 2016 - Source: Eurostat (sbs_na_sca_r2), (sbs_na_1a_se_r2)

Key economic indicators for the tourism industries, percentages, EU-28, 2016

NACE Rev.2	Number of enterprises	Turnover	Value added at factor cost	Number of persons employed
Total tourism industries as share of total non-financial business economy(*)	10.0%	3.9%	5.8%	9.5%
Total tourism industries as share of total Services(**)	19.9%	16.3%	14.0%	21.7%
<i>Total tourism industries(%) of which:</i>	<i>100.0%</i>	<i>100.0%</i>	<i>100.0%</i>	<i>100.0%</i>
... Tourism industries (mainly tourism)(*)	16.6%	43.9%	36.0%	25.5%
... Tourism industries (partially tourism)(**)	83.4%	56.1%	64.0%	74.5%
<i>Total tourism industries, of which:</i>	<i>100.0%</i>	<i>100.0%</i>	<i>100.0%</i>	<i>100.0%</i>
Transport related (total)	15.9%	26.0%	25.7%	16.1%
... Land transport	15.3%	11.4%	15.6%	12.7%
... Passenger rail transport, interurban	H4910	<0.5%	5.7%	7.8%
... Taxi operation	H4932	13.2%	2.2%	3.2%
... Other passenger land transport n.e.c.	H4939	2.1%	3.4%	4.6%
... Water transport	<0.5%	2.2%	2.1%	0.8%
... Sea and coastal passenger water transport	H5010	<0.5%	2.0%	1.9%
... Inland passenger water transport	H5030	<0.5%	<0.5%	<0.5%
... Air transport	H5110	<0.5%	12.4%	7.9%
Accommodation (scope of Reg 692/2011)	13.2%	16.8%	20.9%	19.7%
... Hotels and similar accommodation	I5510	6.3%	14.0%	17.7%
... Holiday and other short-stay accommodation	I5520	6.2%	1.9%	2.1%
... Camping grounds, recreational vehicle parks and trailer parks	I5530	0.7%	0.9%	1.1%
Food and beverage (total)	64.0%	33.6%	35.5%	58.7%
... Restaurants and mobile food service activities	I5610	39.3%	25.2%	27.2%
... Beverage serving activities	I5630	24.7%	8.4%	16.3%
Car and other rental (total)	2.3%	7.7%	9.9%	1.6%
... Renting and leasing of cars and trucks	N7710	1.7%	7.4%	9.6%
... Renting and leasing of recreational and sports goods	N7721	0.6%	<0.5%	<0.5%
Travel agency, tour operator reservation service and related activities (total)	4.5%	15.9%	8.0%	3.8%
... Travel agency and tour operator activities	N7910	3.2%	14.7%	7.2%
... Other reservation service and related activities	N7990	1.3%	1.2%	0.8%

Note: Due to unreliable data at country level and rounding, deviations can occur between total and subtotals.

(*) NACE sections: B-N, S95_X,K (Total business economy; repair of computers, personal and household goods; except financial and insurance activities).

(**) NACE sections: H, I, J, L, M, N, S95.

(*) NACE classes: H491, H4932, H4939, H501, H503, H511, I551, I552, I553, I561, I563, N771, N7721 and division N79.

(*) NACE classes: H511, I551, I552, I553 and N791.

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Source: Eurostat (online data code: sbs_na_sca_r2, sbs_na_1a_se_r2)

eurostat 

Table 2: Key economic indicators for the tourism industries, percentages, EU-28, 2016 - Source: Eurostat (sbs_na_sca_r2), (sbs_na_1a_se_r2)

The tourism industries' shares of total turnover and value added at factor cost were relatively lower, with the tourism industries accounting for 3.9 % of the turnover and 5.8 % of the value added of the non-financial business economy. These figures very likely reflect - among other explanations - the higher share of micro, small and medium-sized enterprises and the level of part-time employment in many tourism industries.

As explained in the "Data sources" section, tourism industries do not provide services only to tourists. Their employment, turnover, etc. is also related to services provided to non-tourists. In Tables 1 and 2, the subdivision "mainly tourism" and "partially tourism" takes this into account. For instance, 3.5 million persons are employed in industries that are assumed to serve predominantly tourists while 10.1 million persons are employed

in industries where the customers are likely to be a mix of tourists and non-tourists (e.g. restaurants).

Figure 1 presents the growth of the sectors from 2012 to 2016. Tourism industries (mainly and partially) showed a stronger growth than the total economy for all indicators concerned. Looking at those industries that are 'mainly tourism' the value added recorded a growth of +28 % between 2012 and 2016, the number of enterprises grew by +19 %, the turnover by +13 % and the number of persons employed by +10 % (for the total economy the corresponding growth rates were +16 %, +9 %, +5 % and +6 % respectively).

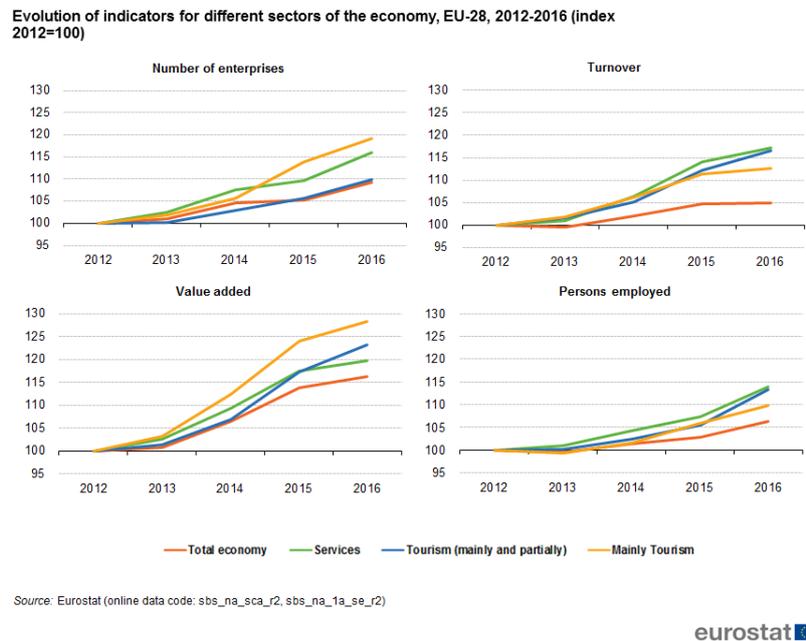
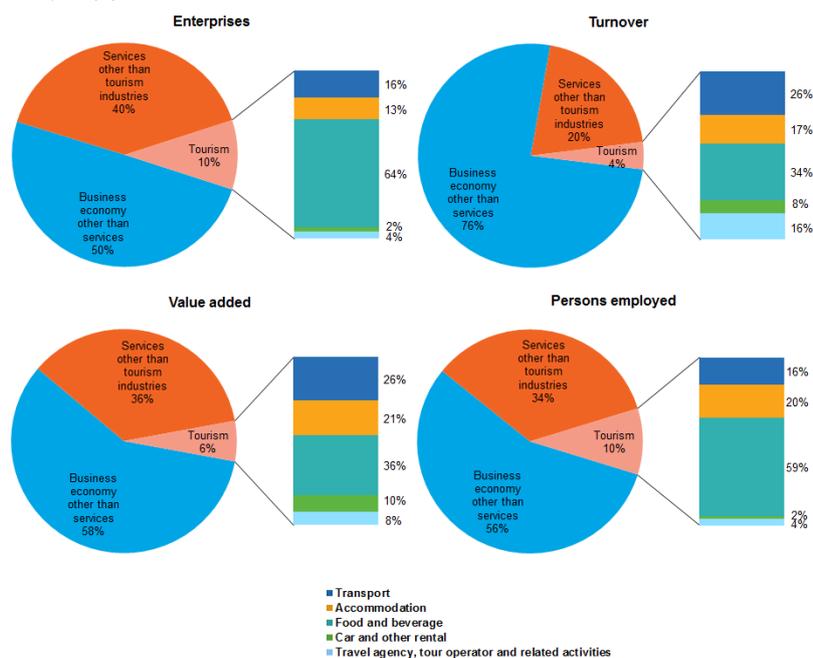


Figure 1: Evolution of indicators for different sectors of the economy, EU-28, 2012-2016 (index 2012=100) - Source: Eurostat (sbs_na_sca_r2), (sbs_na_1a_se_r2)

Analysis by subsectors

More than three out of four enterprises in the tourism industries operated in accommodation (NACE I55) or food and beverage serving activities (NACE I56): 13 % and 64 % respectively (see Table 1, Table 2, Figure 2). Looking at the number of persons employed, the weight of these activities was nearly four out of five persons employed in the tourism industries (78 %). However, in terms of turnover and value added, their share was much lower (50 % of turnover, 56 % of value added).

Number of enterprises, turnover, value added at factor cost and number of persons employed, EU-28, 2016 (%)



Note: Due to rounding, deviations can occur between total and subtotals.
 Source: Eurostat (online data code: sbs_na_sca_r2, sbs_na_1a_se_r2)

eurostat

Figure 2: Number of enterprises, turnover, value added at factor cost and number of persons employed, EU-28, 2016 (%) - Source: Eurostat (sbs_na_sca_r2), (sbs_na_1a_se_r2)

The turnover of passenger transport related industries (parts of NACE H49, H50, H51) represented 26 % of the turnover for all tourism industries: nearly half of this share (12 %) came from the subsector of passenger air transport (NACE H5110).

Travel agencies (NACE N7911) and tour operators (NACE N7912) recorded a turnover of 159 billion euro in 2016. These activities represented 15 % of the turnover in tourism industries, compared with a 7 % share in value added at factor cost and a 3 % share in employment and in number of enterprises.

Geographical analysis

More than half (53 %) of the 2.4 million enterprises in the tourism industries in the EU in 2016, were located in four Member States: 371 thousand in Italy, 340 thousand in France, 314 thousand in Spain (not including taxi operation) and 259 thousand in Germany (not including passenger rail transport interurban) (see Table 3).

Number of enterprises, 2016

	Total non-financial business economy(*)	Tourism industries (total)**	Tourism industries (mainly tourism)**	Tourism industries (partially tourism)**	Transport (total)**	Accommodation (scope of Reg 692/2011)**	Food and beverage (total)**	Car and other rental (total)**	Travel agency, tour operators and other reservation services (total)**
EU-28	24 425 954	2 444 641	404 938	2 039 903	389 307	323 462	1 565 285	57 038	109 590
Belgium	511 708	51 274	5 501	45 773	3 175	4 091	41 243	1 116	1 649
Bulgaria	336 041	35 356	5 959	29 397	5 616	4 297	21 623	1 906	1 914
Czechia	1 018 473	67 279	11 455	55 824	3 271	6 893	50 030	1 108	6 177
Denmark	218 549	16 227	2 038	14 469	2 889	1 535	10 910	503	590
Germany	2 467 686	258 521	55 896	202 625	28 022	44 221	168 659	5 281	12 339
Estonia	70 617	4 067	1 062	3 005	602	762	1 718	578	407
Ireland	245 059	155 573	32 822	122 751	36 311	29 472	84 231	2 036	3 523
Greece	2 682 905	314 399	34 098	280 301	4 324	25 154	267 049	4 940	12 932
France	3 058 220	340 345	57 005	283 340	60 604	51 583	207 138	12 091	8 929
Croatia	147 481	24 062	4 386	19 676	1 918	2 891	16 690	808	1 955
Italy	3 719 596	371 285	59 940	311 345	30 311	49 417	269 955	4 802	16 800
Cyprus	50 016	6 961	865	6 096	1 219	536	4 521	245	440
Latvia	115 476	6 796	1 673	5 123	1 143	905	2 751	1 037	960
Lithuania	192 557	12 381	2 800	9 581	4 465	2 379	3 138	1 178	1 221
Luxembourg	32 278	3 200	369	2 831	228	289	2 467	129	87
Hungary	551 173	39 303	4 470	34 833	8 368	3 181	23 921	1 673	2 160
Malta	29 047	3 043	408	2 635	544	1 843	1 889	189	435
Netherlands	1 134 661	66 353	12 676	53 677	10 683	9 196	39 518	2 409	5 547
Austria	303 912	54 358	17 430	36 928	5 608	16 201	30 142	793	1 594
Poland	1 694 912	105 223	20 486	84 737	46 194	15 264	33 130	3 770	6 885
Portugal	833 028	111 962	23 793	88 169	11 025	21 674	74 514	1 151	3 598
Romania	465 007	38 344	6 833	31 511	11 557	4 228	18 987	1 020	2 842
Slovenia	138 923	12 232	3 063	9 169	1 157	2 476	7 771	277	951
Slovakia	446 280	23 213	3 142	20 071	5 085	1 926	14 145	646	1 411
Finland	228 616	20 601	1 603	18 998	8 666	1 146	8 932	415	1 442
Sweden	703 035	45 569	8 270	37 299	9 909	5 891	24 953	1 174	3 642
United Kingdom	2 116 132	163 398	22 980	140 419	12 279	15 891	121 727	5 368	8 134
Norway	296 423	20 809	3 737	17 072	7 270	2 823	7 571	698	2 447
Switzerland	141 383	14 170	4 170	10 000	3 000	3 358	12 933	1 000	944
North Macedonia	54 738	6 275	518	5 757	1 920	255	3 754	66	280
Bosnia and Herzegovina	67 205	10 133	10 133	10 133	10 133	10 133	10 133	10 133	237

Note: Tourism aggregates estimated using available data and including 2015 data for some countries. Due to unreliable data at country level, the use of 2015 data instead of 2016, and rounding, deviations can occur between total and subtotals.
 (*) NACE sections: B-N, S95_X_K (Total business economy; repair of computers, personal and household goods, except financial and insurance activities).
 (**) NACE classes: H491, H4932, H4939, H501, H503, H511, I551, I552, I553, I561, I563, N771, N7721 and division N79. Country data does not include the following NACE classes: H491 for BG, DE and EL; H4932 for ES; H501 and H503 for LU.
 (***) NACE classes: H511, I551, I552, I553 and N791. Not including I553 for CY.
 (****) NACE classes: H491, H4932, H4939, H501, H503, I561, I563, N771, N7721 and N799. Country data does not include the following NACE classes: H491 for BG, DE and EL; H4932 for ES; H501 and H503 for LU.
 (*****) NACE classes: H491, H4932, H4939, H501, H503 and H511. Country data does not include the following NACE classes: H491 for BG, DE and EL; H4932 for ES; H501 and H503 for LU.
 (*****) NACE classes: I551, I552 and I553. Not including I553 for Cyprus.
 (*****) NACE classes: I561 and I563.
 (*****) NACE classes: N771 and N7721.
 (*****) NACE division N79.
 ** = Aggregate not available and not possible to estimate.
 Source: Eurostat (online data code: sbs_na_sca_r2, sbs_na_1a_se_r2)



Table 3: Number of enterprises, 2016 - Source: Eurostat (sbs_na_sca_r2), (sbs_na_1a_se_r2)

Looking at the available Member States' data, in terms of employment (see Table 4), Germany (not including passenger rail transport interurban) was on top with 2.5 million persons employed in the tourism industries, followed by the United Kingdom (2.3 million), Italy (1.5 million) and Spain (1.4 million, not including taxi operation) (note that there is no data available for France). The highest share of employment in the tourism industries in the total non-financial business economy of the country was observed in Greece (25 %) followed by Cyprus (20 %) (note that data on total employment in the tourism industries is missing for a significant number of countries).

Number of persons employed, 2016

	Total non-financial business economy ⁽¹⁾	Tourism industries (total) ⁽²⁾	Tourism industries (mainly tourism) ⁽³⁾	Tourism industries (partially tourism) ⁽⁴⁾	Transport (total) ⁽⁵⁾	Accommodation (scope of Reg 692/2011) ⁽⁶⁾	Food and beverage (total) ⁽⁷⁾	Car and other rental (total) ⁽⁸⁾	Travel agency, tour operators and other reservation services (total) ⁽⁹⁾
EU-28	142 243 831	13 873 998	3 457 392	10 116 606	2 186 260	2 873 197	7 970 703	221 969	621 384
Belgium	2 802 427	220 507	36 498	184 011	52 775	23 781	131 538	4 165	8 248
Belgium	1 951 520	163 280	48 451	114 829	19 289	41 058	94 228	2 481	6 224
Czechia	3 691 872	195 905			27 435	33 459	120 177	2 239	12 595
Denmark	1 714 856					22 377	90 857	1 955	5 818
Germany	29 086 416	2 452 086	719 781	1 732 305	297 070	569 418	1 444 706	35 896	104 996
Estonia	421 502						15 793		1 584
Ireland	1 381 788						108 344	2 496	5 771
Greece	2 366 199	566 599	152 845	413 754	68 626	133 827	342 190	5 851	16 105
Spain	11 713 717	1 435 465	353 836	1 081 629	99 171	279 341	980 925	21 269	54 759
France	15 619 439					208 381	715 779	27 177	42 208
Croatia	997 335	121 945	39 612	82 333	15 273	32 519	65 842	1 896	6 415
Italy	14 547 328	1 498 798	324 791	1 174 007	178 802	266 431	989 852	15 562	48 151
Cyprus	229 292	46 613	20 872	25 741	2 222	19 147	22 647	807	1 790
Latvia	634 957	44 221	10 140	34 081	7 727	8 905	25 365	1 781	2 443
Lithuania	954 639	52 909			7 352	8 250	31 852	2 331	3 124
Luxembourg	285 037						13 270		
Hungary	2 672 445	184 162	33 384	150 778	51 698	27 323	94 760	4 027	6 354
Malta	142 606	21 778	10 732	11 046	3 205	7 719	8 617		1 465
Netherlands	5 988 998						314 638	9 209	23 924
Austria	2 778 445	354 425			48 465		175 927		11 642
Poland	9 009 673	366 957	93 674	273 283	101 415	72 984	160 237	10 967	21 354
Portugal	3 115 865		160 758			79 865	218 297	5 347	12 079
Romania	3 978 093	234 556	57 052	177 504	60 283	44 079	116 202	3 435	10 557
Slovenia	604 234					10 366	23 496	503	2 126
Slovakia	1 526 626	65 818	13 620	52 198	8 797	10 430	41 917	1 505	3 169
Finland	1 460 061		17 699			11 052	48 696	1 447	4 744
Sweden	3 203 909	271 491	69 071	202 420	55 551	53 250	147 493	3 167	12 030
United Kingdom	19 794 532	2 284 679			282 110	447 436	1 426 148	47 863	91 121
Norway	1 998 176	157 567	46 021	111 546	42 949	35 454	70 472	1 908	6 784
Switzerland	2 737 888		86 146			65 987	116 820		14 265
North Macedonia							17 432	148	1 187
Bosnia and Herzegovina	501 651						28 312		846

Note: Tourism aggregates estimated using available data and including 2015 data for some countries. Due to unreliable data at country level, the use of 2015 data instead of 2016, and rounding, deviations can occur between total and subtotals.

(1) NACE sections: B, I, S, S, X, K (Total business economy; repair of computers, personal and household goods; except financial and insurance activities)

(2) NACE classes: H491, H4932, H4939, H501, H503, H511, I561, I562, I563, N711, N721 and division N79. Country data does not include the following NACE classes: H491 for BG, DE and EL, H4932 for ES.

(3) NACE classes: H511, I551, I552, I553 and N791. Not including I553 for CY.

(4) NACE classes: H491, H4932, H4939, H501, H503, I561, I563, N711, N721 and N799. Country data does not include the following NACE classes: H491 for BG, DE and EL, H4932 for ES.

(5) NACE classes: H491, H4932, H4939, H501, H503 and H511. Country data does not include the following NACE classes: H491 for BG, DE and EL, H4932 for ES.

(6) NACE classes: I551, I552 and I553. Not including I553 for Cyprus.

(7) NACE classes: I561 and I563.

(8) NACE classes: N771 and N7721.

(9) NACE division N79.

** = Aggregate not available and not possible to estimate.

Source: Eurostat (online data code: sbs_na_sca_r2, sbs_na_1a_se_r2)

eurostat

Table 4: Number of persons employed, 2016 - Source: Eurostat (sbs_na_sca_r2), (sbs_na_1a_se_r2)

The availability of country data on turnover and value added is also fragmented (see Table 5, Table 6). Turnover amounted to EUR 229 billion for the United Kingdom, followed by Germany (154 billion) and France (140 billion) (for both Germany and France, passenger rail transport interurban is not included).

For the United Kingdom, value added amounted to EUR 98 billion while the highest shares of value added in the tourism industries in the total non-financial business economy of the country were observed in Cyprus, Greece, Croatia and Malta (all above 10 %).

Turnover or gross premiums written, 2016 (in million EUR)

	Total non-financial business economy ⁽¹⁾	Tourism industries (total) ⁽²⁾	Tourism industries (mainly tourism) ⁽³⁾	Tourism industries (partially tourism) ⁽⁴⁾	Transport (total) ⁽⁵⁾	Accommodation (scope of Reg 692/2011) ⁽⁶⁾	Food and beverage (total) ⁽⁷⁾	Car and other rental (total) ⁽⁸⁾	Travel agency, tour operators and other reservation services (total) ⁽⁹⁾
EU-28	27 346 531	1 078 481	473 853	604 828	280 256	181 677	362 446	82 814	171 488
Belgium	1 030 957	31 124	9 549	21 674	8 393	2 511	10 771	4 728	4 331
Bulgaria	120 068	3 379	1 772	1 607	589	923	1 184	135	549
Czechia	448 126	9 674			1 786	1 645	3 511	586	2 147
Denmark	492 218				2 350		4 453	1 069	2 962
Germany	6 155 443	154 367	80 119	74 248	33 284	29 744	47 344	12 288	31 617
Estonia	52 986						488		255
Ireland	637 744						6 735	875	2 896
Greece	225 896	16 554	9 096	7 458	4 125	5 164	4 707	555	2 013
Spain	1 844 571	104 277	51 187	53 089	16 785	22 036	39 624	5 698	20 134
France	3 695 932	140 251	55 180	85 071	30 914	24 844	59 061	12 138	13 294
Croatia	81 159	5 295	2 690	2 604	750	1 839	1 833	193	681
Italy	2 855 371	117 382	43 146	74 236	25 752	23 489	49 195	6 780	11 257
Cyprus	27 556	2 358	1 157	1 201	89		1 074	65	84
Latvia	51 196		895			202	498	98	287
Lithuania	75 851	1 684			302	236	573	217	356
Luxembourg	144 412						1 094		
Hungary	276 633	7 855	3 628	4 226	3 028	1 067	2 245	615	901
Malta	20 570	1 761	1 235	527	565				323
Netherlands	1 442 766						14 501		
Austria	656 624	34 381			6 797		8 887		4 556
Poland	920 201	16 285	7 089	9 195	4 117	2 923	4 871	1 451	2 923
Portugal	322 158		9 817			3 885	6 985	1 459	2 228
Romania	270 662	6 430	2 418	4 013	1 594	1 099	2 501	479	757
Slovenia	85 548		1 177			594	1 077	90	428
Slovakia	185 907	2 910	1 154	1 756	344	441	1 271	251	603
Finland	371 261		5 588			1 389	4 069	712	1 498
Sweden	828 599	31 355	14 412	16 943	8 155	5 044	10 316	976	6 872
United Kingdom	3 976 193	229 118	110 553	118 566	51 363	28 281	73 309	19 937	56 229
Norway	521 256	19 833	10 537	9 296	7 422	3 146	4 473	709	4 083
Switzerland	1 729 471					7 000	10 809		9 800
North Macedonia	1 448						198	7	85
Bosnia and Herzegovina	31 332						450		33

Note: Tourism aggregates estimated using available data and including 2015 data for some countries. Due to unreliable data at country level, the use of 2015 data instead of 2016, and rounding, deviations can occur between total and subtotals.

(1) NACE sections: B-I, S95_X_K (Total business economy; repair of computers, personal and household goods; except financial and insurance activities).

(2) NACE classes: H491, H4932, H4939, H501, H503, H511, H515, H52, H53, H561, H563, N771, N7721 and division N79. Country data does not include the following NACE classes: H491 for BG, DE, EL and FR; H4932 for ES.

(3) NACE classes: H511, H515, H52, H53 and N791. Not including H53 for CY.

(4) NACE classes: H491, H4932, H4939, H501, H503, H511, H563, N771, N7721 and N799. Country data does not include the following NACE classes: H491 for BG, DE, EL and FR; H4932 for ES.

(5) NACE classes: H491, H4932, H4939, H501, H503 and H511. Country data does not include the following NACE classes: H491 for BG, DE, EL and FR; H4932 for ES.

(6) NACE classes: H511, H52 and H53. Not including H53 for Cyprus.

(7) NACE classes: H511 and H53.

(8) NACE classes: N771 and N7721.

(9) NACE division N79. EU aggregate not including NACE class N791 for NL.

** = Aggregate not available and not possible to estimate.

Source: Eurostat (online data code: sbs_na_sca_r2, sbs_na_1a_se_r2)

eurostat

Table 5: Turnover or gross premiums written, 2016 (in million EUR) - Source: Eurostat (sbs_na_sca_r2), (sbs_na_1a_se_r2)

Value added at factor cost, 2016 (in million EUR)

	Total non-financial business economy ⁽¹⁾	Tourism industries (total) ⁽²⁾	Tourism industries (mainly tourism) ⁽³⁾	Tourism industries (partially tourism) ⁽⁴⁾	Transport (total) ⁽⁵⁾	Accommodation (scope of Reg 692/2011) ⁽⁶⁾	Food and beverage (total) ⁽⁷⁾	Car and other rental (total) ⁽⁸⁾	Travel agency, tour operators and other reservation services (total) ⁽⁹⁾
EU-28	7 183 983	418 358	150 594	267 764	107 321	87 633	148 702	41 247	33 455
Belgium	211 797	10 081	2 214	7 867	3 235	1 118	3 409	1 896	434
Bulgaria	24 803	1 069	531	538	146	438	345	81	60
Czechia	93 932	2 826			722	618	979	292	216
Denmark	142 152					998	1 846	461	338
Germany	1 659 330	61 023	23 403	37 620	9 513	15 366	23 320	6 684	6 141
Estonia	11 531						167		39
Ireland	187 407						2 787	224	431
Greece	45 240	4 838	3 623	1 215	1 412	2 629	278	214	306
Spain	473 985	37 801	16 803	21 098	6 203	11 452	15 004	2 923	2 221
France	941 089	53 287	16 696	36 591	11 841	9 125	24 133	6 256	1 933
Croatia	22 019	2 297	1 231	1 066	304	1 080	885	98	130
Italy	701 639	43 795	13 830	29 965	10 706	10 798	17 385	3 345	1 561
Cyprus	7 836	1 242	691	551	45		634	470	36
Latvia	11 077		174				84	167	31
Lithuania	16 868	565			54	117	203	148	43
Luxembourg	23 197						452		
Hungary	56 586	2 387	1 137	1 250	1 052	450	535	270	80
Malta	5 512	555	369	186	132				56
Netherlands	349 975						6 189		
Austria	185 800	14 324			2 566		4 248		512
Poland	193 775	5 343	1 987	3 356	1 719	1 225	1 291	788	321
Portugal	77 437		3 052			1 896	2 578	650	282
Romania	60 379					502	747	264	99
Slovenia	20 577		346			283	368	22	54
Slovakia	35 247	682	229	454	85	151	262	117	67
Finland	95 608		1 221			489	1 476	280	200
Sweden	228 412	10 553	3 383	7 160	2 706	2 198	4 457	461	712
United Kingdom	1 303 775	97 532	37 657	59 875	18 282	15 830	34 796	14 366	14 250
Norway	175 567	7 042	2 444	4 598	3 207	1 257	1 856	343	379
Switzerland	350 515					4 070	5 451		1 207
North Macedonia	3 740						56	4	0
Bosnia and Herzegovina	7 594						170		11

Note: Tourism aggregates estimated using available data and including 2015 data for some countries. Due to unreliable data at country level, the use of 2015 data instead of 2016, and rounding, deviations can occur between total and subtotals.

(1) NACE sections: B-I, S95_X_K (Total business economy; repair of computers, personal and household goods; except financial and insurance activities).

(2) NACE classes: H491, H4932, H4939, H501, H503, H511, H515, H52, H53, H561, H563, N771, N7721 and division N79. Country data does not include the following NACE classes: H491 for BG, DE, EL and FR; H4932 for ES.

(3) NACE classes: H511, H515, H52, H53 and N791.

(4) NACE classes: H491, H4932, H4939, H501, H503, H511, H563, N771, N7721 and N799. Country data does not include the following NACE classes: H491 for BG, DE, EL and FR; H4932 for ES.

(5) NACE classes: H491, H4932, H4939, H501, H503 and H511. Country data does not include the following NACE classes: H491 for BG, DE, EL and FR; H4932 for ES.

(6) NACE classes: H511, H52 and H53.

(7) NACE classes: H511 and H53.

(8) NACE classes: N771 and N7721.

(9) NACE division N79. EU-28 aggregate not including Luxembourg and the Netherlands.

** = Aggregate not available and not possible to estimate.

Source: Eurostat (online data code: sbs_na_sca_r2, sbs_na_1a_se_r2)

eurostat

Table 6: Value added at factor cost, 2016 (in million EUR) - Source: Eurostat (sbs_na_sca_r2), (sbs_na_1a_se_r2)

Infra-annual analysis

The above analysis was based on structural business statistics (SBS). While SBS is a rich and comprehensive source of information on European businesses, these statistics are only provided annually. Compared to other sectors of the economy, the tourism sector has a relatively strong seasonal component, hence the need to look at infra-annual data to complete the analysis. Short-term business statistics provide monthly and quarterly indices

for a subset of tourism industries. For the analysis in this article, an aggregate was created including NACE divisions H51 (Air travel), I55 (Accommodation) and N79 (Travel agency, tour operator and other reservation service and related activities).

Figure 3 shows for the EU-28, for the years 2008 to 2018, the quarterly evolution of the turnover, seasonally adjusted or working days adjusted, for the above mentioned tourism industries (index: average 2015 = 100). The graph shows an upward trend that was only interrupted from the first quarter of 2009 until mid-2010 (start of the worldwide financial turmoil).

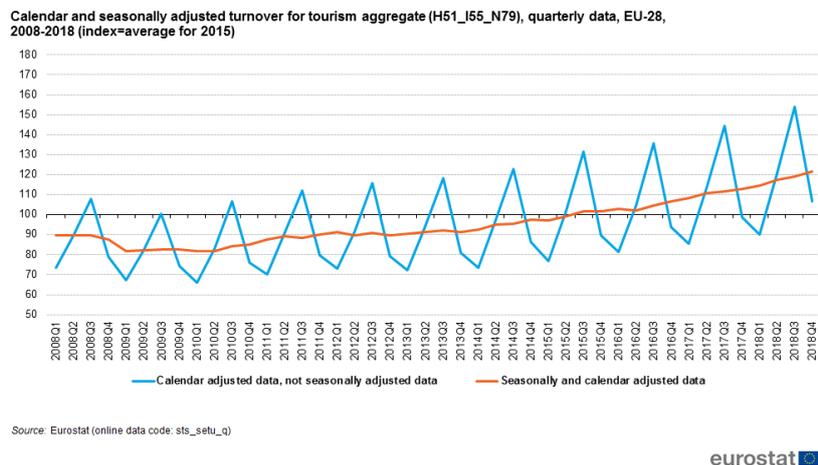


Figure 3: Calendar and seasonally adjusted turnover for tourism aggregate (H51_I55_N79), quarterly data, EU-28, 2008-2018 (index=average for 2015) - Source: Eurostat (sts_setu_q)

Figure 4 shows for the EU-28, for the period January 2008 to December 2018, the monthly evolution of the working days adjusted turnover in accommodation, and the nights spent in tourist accommodation establishments (index: average 2015 = 100). As expected, the two series follow a similar pattern in terms of peak and trough periods, however the variability appears to be more pronounced for the physical flows (nights spent) as compared with the monetary flows (turnover).

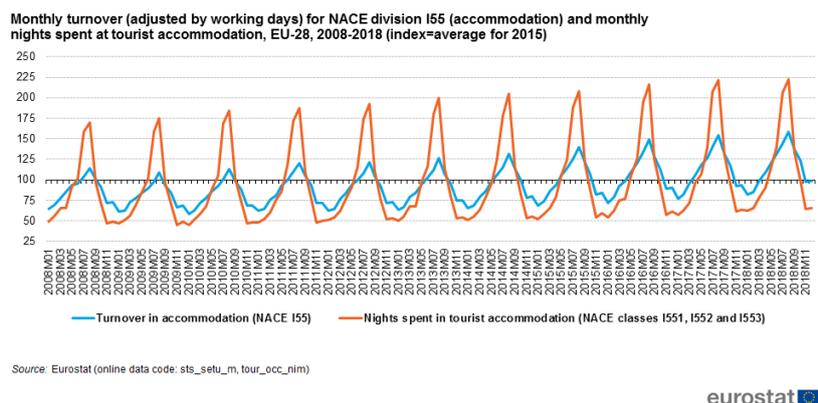
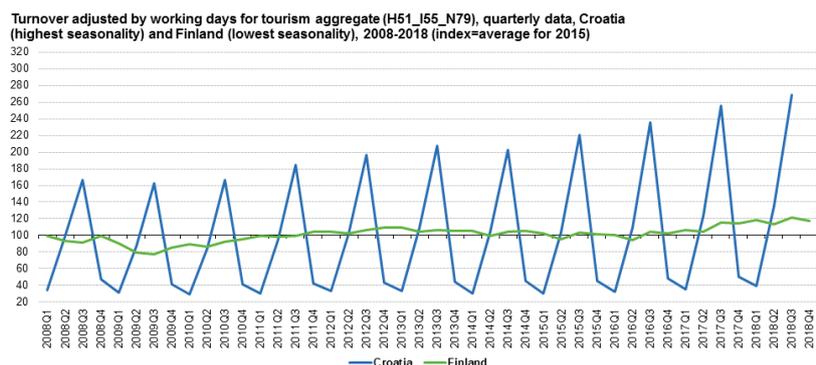


Figure 4: Monthly turnover (adjusted by working days) for NACE division I55 (accommodation) and monthly nights spent at tourist accommodation, EU-28, 2008-2018 (index=average for 2015) - Source: Eurostat (sts_setu_m), (tour_occ_nim)

Figure 5 shows, for the years 2008 to 2018, the quarterly working days adjusted turnover for the above mentioned group of tourism industries for two countries: Croatia, which presents the highest seasonality in terms of turnover and Finland which has the lowest seasonality.



Source: Eurostat (online data code: sts_setu_q)

eurostat

Figure 5: Turnover adjusted by working days for tourism aggregate (H51_I55_N79), quarterly data, Croatia (highest seasonality) and Finland (lowest seasonality), 2008-2018 (index=average for 2015) - Source: Eurostat (sts_setu_q)

Source data for tables and graphs

- [Tourism industries-economic analysis graphs and tables](#)

Data sources

Structural business statistics (SBS) are a main component of business statistics in the European Statistical System (ESS) and describe the structure, main characteristics and performance of economic activities across the European Union. Data is available at a detailed level of economic activities, which allow for the identification and selection of industries that are part of the tourism sector. According to the [International Recommendations for Tourism Statistics 2008](#) the tourism sector (also: 'tourism industries' or 'tourism characteristic activities') includes ten internationally comparable activities and two country-specific activities – this article focuses on the former. An overview of these activities (and the corresponding codes in the international classifications ISIC and NACE) is given in Table 7. All these activities are covered by SBS, except for culture, sports and recreation.

List of tourism industries

UNWTO tourism industries	ISIC Rev.4(*)	NACE Rev.2(*)	Description (NACE Rev.2)
1. Accommodation for visitors	5510	5510	Hotels and similar accommodation
		5520	Holiday and other short-stay accommodation
	5520	5530	Camping grounds, recreational vehicle parks and trailer parks
	5590	5590	Other accommodation (*)
	6810	6810	Buying and selling of own real estate (*)
	6820	6820	Renting and operating of own or leased real estate (*)
2. Food and beverage serving activities	5610	5610	Restaurants and mobile food service activities
	5629	5629	Other food service activities (*)
	5630	5630	Beverage serving activities
3. Railway passenger transport	4911	4910	Passenger rail transport, interurban
4. Road passenger transport	4922	4932	Taxi operation
		4939	Other passenger land transport n.e.c.
5. Water passenger transport	5011	5010	Sea and coastal passenger water transport
	5021	5030	Inland passenger water transport
6. Air passenger transport	5110	5110	Passenger air transport
7. Transport equipment rental	7710	7711	Renting and leasing of cars and light motor vehicles
		7712	Renting and leasing of trucks
8. Travel agencies and other reservation services activities	7911	7911	Travel agency activities
	7912	7912	Tour operator activities
	7990	7990	Other reservation service and related activities
9. Cultural activities		9001	Performing arts (*)
		9002	Support activities to performing arts (*)
		9003	Artistic creation (*)
		9004	Operation of arts facilities (*)
	9102	9102	Museums activities (*)
		9103	Operation of historical sites and buildings and similar visitor
	9104	Botanical and zoological gardens and nature reserves activities	
10. Sports and recreational activities	7721	7721	Renting and leasing of recreational and sports goods
	9200	9200	Gambling and betting activities (*)
	9311	9311	Operation of sports facilities (*)
		9313	Fitness facilities (*)
	9321	9321	Activities of amusement parks and theme parks (*)
	9329	9329	Other amusement and recreation activities (*)
11. Retail trade of country-specific tourism characteristic goods	-	-	-
12. Other country-specific tourism characteristic activities	-	-	-

(*) Source: IRTS 2008 - Annex 3, p. 111 (https://unstats.un.org/unsd/publication/seriesm/seriesm_83rev1e.pdf)

(*) Source: conversion table ISIC Rev.4 - NACE Rev.2

<https://ec.europa.eu/eurostat/tgm/table.do?tab=table&init=1&language=en&code=sdg17-3-10-1&plugin=1>

(*) Activities omitted in the current article.



Table 7: List of tourism industries

This article uses a fine-tuned list of the tourism industries, better adapted to the European setting and avoiding overestimations of the economic variables. Activities omitted include "other accommodation" (NACE 5590), "other food service activities" (NACE 5629) and "real estate activities" (NACE 68), these activities are not sufficiently related to tourism to justify their inclusion in the current analysis.

Existing business statistics (SBS, STS) cannot distinguish between services provided to tourists and to non-tourists – typical examples include restaurants catering to tourists but also to locals and railway passenger transport used by tourists as well as by commuters. For this reason, this analysis considers these industries in their totality. Considering the total turnover or employment overestimates the true economic importance of tourism for these industries, but on the other hand, tourism also contributes to other industries not listed in Table 7. The approach used in this article should not be confused with the methodological framework to compile tourism satellite accounts (TSA); the most recent Eurostat statistical report on [TSA in Europe](#) is available from the Eurostat website.

Notwithstanding these shortcomings, SBS data allow for an economic analysis of the sector which is not possible using only tourism statistics. A second relevant source within existing business statistics is short-term business statistics (STS). STS can fill the gap of information on turnover or prices where monthly accommodation statistics are limited to evolutions in flows of tourists. As a trade-off with its strong [timeliness](#), STS is available with a lower granularity of activities for services; as a consequence the further analysis of monthly economic indicators focuses on air transport (NACE H51), accommodation (NACE I55) and travel agency, tour operator reservation service and related activities (NACE N79).

Context

[Tourism statistics](#) focus on the accommodation sector on the one hand and the demand side (from households) on the other hand. [ESS](#) tourism statistics relate mainly to physical flows: arrivals or nights spent at tourist accommodation establishments or trips made by residents of a country.

This article presents economic data extracted from other areas of official business statistics, in particular [struc-](#)

tural business statistics (SBS) and short-term business statistics (STS) , in order to provide users with a better economic analysis of this sector, which is an important motor for many countries' economies and labour market.

Other articles

- [Tourism industries - employment](#)
- [All articles on Tourism](#) </noprint>

Publications

- [Recent Eurostat publications on tourism](#) </noprint>

Main tables

- [Tourism \(t_tour\)](#) , see:

Monthly data on tourism industries (t_tour_indm)

Annual data on tourism industries (t_tour_inda)</noprint>

Database

- [Tourism \(tour\)](#)

Dedicated section

- [Tourism](#)
- [Short term business statistics \(STS\)](#)
- [Structural business statistics \(SBS\)](#)

Methodology

- [Methodological manual for tourism statistics](#)
- [Structural business statistics introduced](#)
- [Short-term business statistics introduced](#)

Legislation

- [Commission Implementing Regulation \(EU\) No 1051/2011](#) of 20 October 2011 implementing Regulation (EU) No 692/2011 concerning European statistics on tourism, as regards the structure of the quality reports and the transmission of the data.
- [Regulation \(EU\) No 692/2011](#) of the European Parliament and of the Council of 6 July 2011 concerning European statistics on tourism and repealing Council Directive 95/57/EC.