





GLOBAL DATA

 Total Travel & Tourism GDP Contribution			 Total Travel & Tourism Jobs Contribution		
2019	10.5% (Share of Global Economy) USD 10.3 TN		2019	10.7% (Share of Global Jobs) 337.7 MN	
2024	10.0% USD 10.9 TN	Annual Change: 8.5% (6.0% vs 2019) Economy Change YoY= 2.6%	2024	10.6% 356.6 MN	Annual Change: 6.2% (5.6% vs 2019)
2025 (F)	10.3% USD 11.7 TN	Annual Change: 6.7% (13.0% vs 2019) Economy Change YoY= 2.5%	2025 (F)	10.9% 371.0 MN	Annual Change: 4.0% (9.9% vs 2019)
2035 (F)	11.5% USD 16.5 TN	CAGR ² (2025 - 2035): 3.5% Economy CAGR (2025 - 2035): 2.5%	2035 (F)	12.5% 461.6 MN	New Jobs (2025 - 2035): 90.6 MN

PORTUGAL KEY DATA

 Total Travel & Tourism GDP Contribution			 Total Travel & Tourism Jobs Contribution		
2019	17.3% (of Total Economy) EUR 45.5 BN (USD 49.4 BN)		2019	1.0 MN =21.4% (Share of Total Jobs)	
2024	21.3% EUR 60.6 BN (USD 65.9 BN)	Annual Change: 3.2% (33.3% vs 2019) Economy Change = 1.9%	2024	1.2 MN =22.9%	Annual Change: 2.2% (14.6% vs 2019)
2025 (F)	21.5% EUR 62.7 BN (USD 68.1 BN)	Annual Change: 3.4% (37.9% vs 2019)	2025 (F)	1.2 MN =23.2%	Annual Change: 2.4% (17.3% vs 2019)
2035 (F)	22.6% EUR 74.6 BN (USD 81.1 BN)	CAGR (2025 - 2035): 1.8% Economy CAGR (2025 - 2035): 1.2%	2035 (F)	1.4 MN =27.1%	New Jobs (2025 - 2035): 0.19 MN

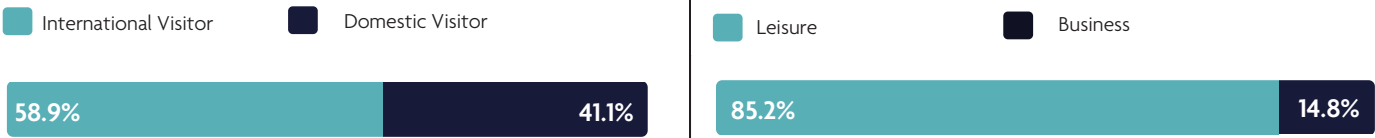
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2025 Annual Research: Key Highlights¹

PORTUGAL SECTOR CHARACTERISTICS

2019	2024	2025 (F)	2035 (F)
International Visitor Spending			
EUR 26.6 BN (USD 28.9 BN)	EUR 31.8 BN (USD 34.6 BN) Annual Change: 2.0% (19.5% vs 2019)	EUR 33.1 BN (USD 35.9 BN) Annual Change: 4.0% (24.2% vs 2019)	EUR 40.6 BN (USD 44.2 BN) CAGR (2025 - 2035): 2.1%
Domestic Visitor Spending			
EUR 14.3 BN (USD 15.6 BN)	EUR 22.2 BN (USD 24.1 BN) Annual Change: 1.8% (54.9% vs 2019)	EUR 22.9 BN (USD 24.8 BN) Annual Change: 3.0% (59.5% vs 2019)	EUR 25.8 BN (USD 28.1 BN) CAGR (2025 - 2035): 1.2%

% SHARE OF TOTAL SPENDING IN 2024



TRAVEL & TOURISM ARRIVALS AND DEPARTURES (2024)

Inbound Arrivals ³ :	Outbound Departures ³ :
1. United Kingdom 12%	1. Spain 36%
2. Spain 12%	2. France 16%
3. United States 11%	3. Italy 7%
4. Germany 9%	4. United Kingdom 7%
5. France 9%	5. Brazil 3%
Rest of world 46%	Rest of world 32%

Note: All figures shown for 2025 and thereafter are forecast projections (F). Data for additional Travel & Tourism indicators are available in the full report. For more details, visit <https://researchhub.wttc.org>.

1. All values are in constant 2024 prices & exchange rates. As reported in April 2025

2. CAGR = Compound Annual Growth Rate

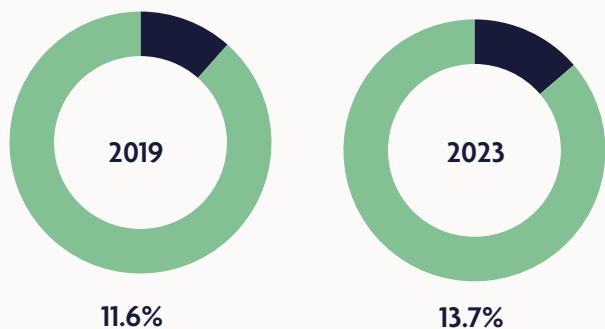
3. Source: Oxford Economics, national sources and UN Tourism (formerly UNWTO); Total may not add to 100% due to rounding

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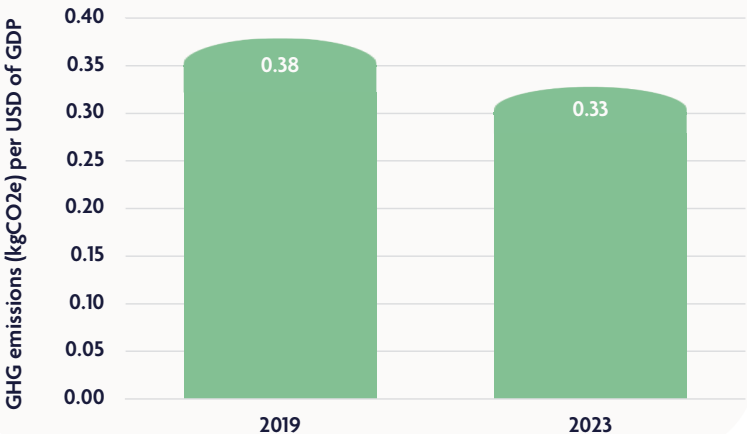
Travel & Tourism's Environmental & Social Footprint ⁱ

ENVIRONMENTAL IMPACT OF TRAVEL AND TOURISM (2023)

Travel & Tourism's share of total economy Greenhouse Gas (GHG) emissions %

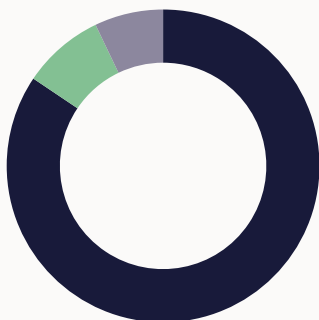


Travel & Tourism's GHG intensity trends



Travel & Tourism's energy mix (2023)

- Fossil fuels
(Coal, oil, and natural gas)
84.4%
- Low carbon energy
(Nuclear and renewables)
8.5%
- Biofuels and waste
7.1%



Travel and Tourism-linked tax contributions (2023)

USD 31.3 BN
=25.5%

Share of government revenues

Note: Taxes include business taxes (corporation tax, production tax, product inputs tax), labour taxes (income tax and social security) and consumption taxes (VAT or GST). Tourism-specific taxes are excluded.

SOCIAL IMPACT OF TRAVEL AND TOURISM (2023)

Female employment

(Direct) Share of Travel & Tourism
employment

54.9%

Youth (15-24 years) employment

(Direct) Share of Travel & Tourism employment

9.3%

High-wage employment

(Direct) Share of Travel & Tourism employment

71.0%

ⁱ Notes

- These estimates are from WTTC Environmental & Social Research (ESR). For more detail, visit <https://researchhub.wttc.org/global-travel-footprint>
- These estimates are calculated using 2023 prices and data from the previous edition of WTTC's Economic Impact Research (EIR) published in April 2024
- GHG emissions include Scope 1, 2 and 3 plus international transport; except where presented as a share of national totals, when international scope 3 is removed.

Strategic
Partners:

