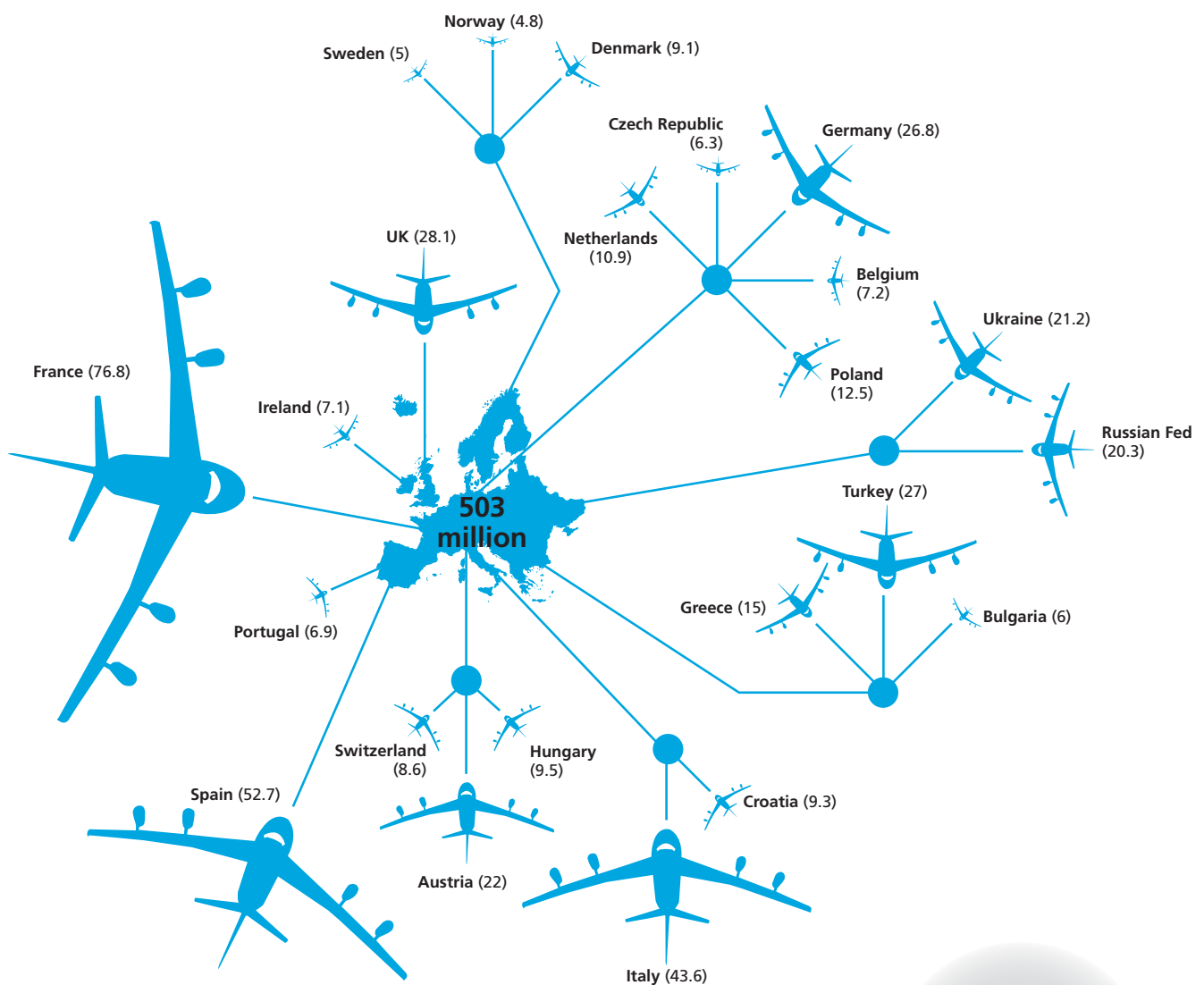


Europe's most visited countries

Tourism is a popular global leisure activity and is an important industry for many countries. It brings in large amounts of income for goods and services available and contributes an estimated 5% to the worldwide Gross Domestic Product. It also creates opportunities for employment in the service industries associated with tourism.



For each country, the number in brackets is the number of tourists (millions) that visited the country.

51%
visit for holiday,
recreation
and leisure