While the global economy grew by 2.5%, Travel & Tourism grew significantly more at 3.5%.

1 in 4 net new jobs were created by Travel & Tourism over the last five years.

Global GDP impact by sector (2018 data). Share of total economy GDP.

- Mining
- Automotive
- Agriculture
- Travel & Tourism
- Retail
- Financial Services

Note: Data are average shares over the 2016-2018 period.
Source: Oxford Economics, national sources and UNWTO.

32.1% of Total Economy

Total T&T GDP = EUR1,580.9MN (USD1,762.8MN)

+6.1%

2019 Travel & Tourism GDP growth vs +3.0% real economy GDP growth

66.9 Jobs (000's)

(32.8% of total employment)

EUR1,132.0MN

in visitor spend (47.7% of total exports) (USD1,262.3MN)

INBOUND ARRIVALS

1. SERBIA 25%
2. RUSSIAN FEDERATION 19%
3. BOSNIA-HERZEGOVINA 10%
4. FRANCE 3%
5. POLAND 3%
REST OF WORLD 40%

OUTBOUND DEPARTURES

1. ALBANIA 43%
2. GREECE 17%
3. SERBIA 11%
4. HUNGARY 7%
5. TURKEY 3%
REST OF WORLD 19%

SECTOR CHARACTERISTICS (2019)

- Leisure spending 89%
- Business spending 11%
- Domestic spending 13%
- International spending 87%

Note: Data are average shares over the 2016-2018 period.
Source: Oxford Economics, national sources and UNWTO.

All values are in constant 2019 prices & exchange rates.
As reported in March 2020.