### Global Data 2019

- Total GDP contribution: 10.3%
- Jobs globally (1 in 10 jobs): 330M

### Montenegro 2019 Key Data

- **Contribution of Travel & Tourism to GDP**: 32.1% of total economy
- **GDP growth**: +6.1% compared to +3.0% real economy GDP growth
- **Jobs created by Travel & Tourism**: 66.9K (32.8% of total employment)

### International Visitor Impact

- **Visitor spend**: EUR1,132.0M
  - Visitor spend as a percentage of total exports: 47.7%

### Inbound Arrivals

- **Top Destinations**:
  - Serbia: 25%
  - Russian Federation: 19%
  - Bosnia-Herzegovina: 10%
  - France: 3%
  - Poland: 3%
  - Rest of World: 40%

### Outbound Departures

- **Top Destinations**:
  - Albania: 43%
  - Greece: 17%
  - Serbia: 11%
  - Hungary: 7%
  - Turkey: 3%
  - Rest of World: 19%

### Sector Characteristics (2019)

- **Leisure Spending**: 89%
- **Business Spending**: 11%
- **Domestic Spending**: 13%
- **International Spending**: 87%

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