NORTH MACEDONIA
2020 ANNUAL RESEARCH: KEY HIGHLIGHTS

GLOBAL DATA 2019

10.3% Total GDP contribution

61% LEISURE SPENDING
39% BUSINESS SPENDING

52.0 JOBS (000’s)
(6.6% of total employment)

6.2% of total economy
1 in 4 net new jobs were
created by Travel & Tourism
over the last five years

NORTH MACEDONIA 2019 KEY DATA

6.2% OF TOTAL ECONOMY

+3.8%

Total T&T GDP = MKD43.6BN
(USD790.1MN)

2019 Travel & Tourism GDP growth
vs +3.1% real economy GDP growth

CONTRIBUTION OF TRAVEL & TOURISM TO GDP

CONTRIBUTION OF TRAVEL & TOURISM TO EMPLOYMENT

INTERNATIONAL VISITOR IMPACT

MKD21.8BN
in visitor spend (4.9% of total exports)
(USD394.2MN)

INBOUND ARRIVALS

OUTBOUND DEPARTURES

1. TURKEY 19%
2. SERBIA 9%
3. BULGARIA 7%
4. GREECE 7%
5. NETHERLANDS 4%
REST OF WORLD 54%

1. GREECE 55%
2. ALBANIA 20%
3. BULGARIA 11%
4. TURKEY 6%
5. SERBIA 2%
REST OF WORLD 6%

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

SECTOR CHARACTERISTICS (2019)

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

330MN Jobs globally (1 in 10 jobs)

3.5%

1. TURKEY
19%

1. GREECE
55%

NORTH MACEDONIA 2019 KEY DATA

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

0% 5% 10% 15%

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

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