NORTH MACEDONIA
2020 ANNUAL RESEARCH: KEY HIGHLIGHTS

GLOBAL DATA 2019

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

NORTH MACEDONIA 2019 KEY DATA

CONTRIBUTION OF TRAVEL & TOURISM TO GDP

6.2% OF TOTAL ECONOMY
Total T&T GDP = MKD43.6BN (USD790.1MN)

+3.8%
2019 Travel & Tourism GDP growth vs +3.1% real economy GDP growth

CONTRIBUTION OF TRAVEL & TOURISM TO EMPLOYMENT

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

INTERNATIONAL VISITOR IMPACT

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

INBOUND ARRIVALS

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

OUTBOUND DEPARTURES

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)

- LEISURE SPENDING 61%
- BUSINESS SPENDING 39%
- DOMESTIC SPENDING 47%
- INTERNATIONAL SPENDING 53%

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