ROMANIA
2020 ANNUAL RESEARCH: KEY HIGHLIGHTS

GLOBAL DATA 2019

10.3%
Total GDP contribution

537,700
Jobs globally (1 in 10 jobs)

5.9% OF TOTAL ECONOMY +1.3%
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

ROMANIA 2019 KEY DATA

CONTRIBUTION OF TRAVEL & TOURISM TO GDP

5.9% OF TOTAL ECONOMY
Total T&T GDP = RON60.7BN (USD14,293.2MN)

+1.3%
2019 Travel & Tourism GDP growth vs +4.1% real economy GDP growth

CONTRIBUTION OF TRAVEL & TOURISM TO EMPLOYMENT

537.7 JOBS (000’s)
(6.3% of total employment)

INTERNATIONAL VISITOR IMPACT

RON15.6BN
in visitor spend (3.7% of total exports) (USD3,667.1MN)

INBOUND ARRIVALS

1. GERMANY 12%
2. ISRAEL 10%
3. ITALY 9%
4. FRANCE 6%
5. UNITED STATES 6%
REST OF WORLD 57%

OUTBOUND DEPARTURES

1. HUNGARY 27%
2. GREECE 12%
3. BULGARIA 11%
4. UNITED KINGDOM 9%
5. UKRAINE 8%
REST OF WORLD 33%

SECTOR CHARACTERISTICS (2019)

LEISURE SPENDING
71%
BUSINESS SPENDING
29%
DOMESTIC SPENDING
56%
INTERNATIONAL SPENDING
44%

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

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