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

SERBIA 2019 KEY DATA

**CONTRIBUTION OF TRAVEL & TOURISM TO GDP**

- 5.9% of total economy
- Total T&T GDP = RSD312.1BN (USD2,994.9MN)
- +5.0% vs +3.1% real economy GDP growth

**CONTRIBUTION OF TRAVEL & TOURISM TO EMPLOYMENT**

- 134.8 jobs (000’s)
- (6.2% of total employment)

**INTERNATIONAL VISITOR IMPACT**

- RSD205.9BN in visitor spend (7.0% of total exports)
- (USD1,975.7MN)

**INBOUND ARRIVALS**

1. Bosnia-Herzegovina 7%
2. Turkey 6%
3. Bulgaria 6%
4. Croatia 6%
5. Slovenia 5%
**REST OF WORLD 70%**

**OUTBOUND DEPARTURES**

1. Greece 32%
2. Montenegro 13%
3. Hungary 11%
4. Bulgaria 8%
5. Turkey 4%
**REST OF WORLD 32%**

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

SERBIA 2019 ANNUAL RESEARCH: KEY HIGHLIGHTS

1. BOSNIA-HERZEGOVINA 7%
2. TURKEY 6%
3. BULGARIA 6%
4. CROATIA 6%
5. SLOVENIA 5%
**REST OF WORLD 70%**

**SECTOR CHARACTERISTICS (2019)**

- LEISURE SPENDING: 86%
- BUSINESS SPENDING: 14%
- DOMESTIC SPENDING: 31%
- INTERNATIONAL SPENDING: 69%

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