**SERBIA**

**2020 ANNUAL RESEARCH: KEY HIGHLIGHTS**

**GLOBAL DATA 2019**

- **10.3%** Total GDP contribution
- **330MN** Jobs globally (1 in 10 jobs)

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

**SERBIA 2019 KEY DATA**

- **5.9% OF TOTAL ECONOMY**
  - Total T&T GDP = RSD312.1BN (USD2,994.9MN)
  - 2019 Travel & Tourism GDP growth vs +3.1% real economy GDP growth

- **+5.0%**

- **134.8 JOBS (000's)**
  - (6.2% of total employment)

- **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%
6. REST OF WORLD 70%

**OUTBOUND DEPARTURES**

1. GREECE 32%
2. MONTENEGRO 13%
3. HUNGARY 11%
4. BULGARIA 8%
5. TURKEY 4%
6. REST OF WORLD 32%

**SECTOR CHARACTERISTICS (2019)**

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

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

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