**SERBIA**

2020 ANNUAL RESEARCH: KEY HIGHLIGHTS

**GLOBAL DATA 2019**

- **10.3%**
  - Total GDP contribution
- **330 MN**
  - 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

**CONTRIBUTION OF TRAVEL & TOURISM TO GDP**

- **5.9% of total economy**
  - Total T&T GDP = RSD312.1BN (USD2,994.9MN)
- **+5.0%**
  - 2019 Travel & Tourism GDP growth 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**

- **RSD205.9 BN**
  - 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%

**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

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