**SERBIA**

**2020 ANNUAL RESEARCH: KEY HIGHLIGHTS**

**GLOBAL DATA 2019**

- **10.3%**
  - Total GDP contribution

- **5.9% OF TOTAL ECONOMY**
  - While the global economy grew by 2.5%, Travel & Tourism grew significantly more at 3.5%.

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

- **RSD205.9BN**
  - in visitor spend (7.0% of total exports)

**SERBIA 2019 KEY DATA**

- **CONTRIBUTION OF TRAVEL & TOURISM TO GDP**
  - 5.9% OF TOTAL ECONOMY
  - Total T&T GDP = RSD312.1BN (USD2,994.9MN)

- **CONTRIBUTION OF TRAVEL & TOURISM TO EMPLOYMENT**
  - 134.8 JOBS (000's)

- **INTERNATIONAL VISITOR IMPACT**
  - RSD205.9BN

**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%

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