**SERBIA**

**2020 ANNUAL RESEARCH: KEY HIGHLIGHTS**

### GLOBAL DATA 2019

- **10.3%**
  - Total GDP contribution

- **330MN**
  - Jobs globally (1 in 10 jobs)

### SERBIA 2019 KEY DATA

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

- **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%**
- **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%

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

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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.