SLOVENIA
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: 0%
- Automotive: 5%
- Agriculture: 1%
- Travel & Tourism: 10%
- Retail: 1%
- Financial Services: 1%

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

SLOVENIA 2019 KEY DATA

- **9.9% OF TOTAL ECONOMY**
  - Total T&T GDP = EUR4,930.4MN (USD5,497.8MN)
- **-2.3%**
  - 2019 Travel & Tourism GDP growth vs +2.6% real economy GDP growth

- **92.5 JOBS (000's)**
  - (10.3% of total employment)

INTERNATIONAL VISITOR IMPACT

EUR2,862.9MN in visitor spend (6.2% of total exports) (USD3,192.4MN)

INBOUND ARRIVALS

- 1. ITALY 15%
- 2. GERMANY 11%
- 3. AUSTRIA 9%
- 4. CROATIA 5%
- 5. NETHERLANDS 4%
- REST OF WORLD 56%

OUTBOUND DEPARTURES

- 1. CROATIA 47%
- 2. ITALY 10%
- 3. FRANCE 6%
- 4. AUSTRIA 6%
- 5. GERMANY 4%
- REST OF WORLD 27%

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

SECTOR CHARACTERISTICS (2019)

- LEISURE SPENDING: 83%
- BUSINESS SPENDING: 17%
- DOMESTIC SPENDING: 34%
- INTERNATIONAL SPENDING: 66%

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