SLOVENIA
2020 ANNUAL RESEARCH: KEY HIGHLIGHTS

GLOBAL DATA 2019

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

10.3% Total GDP contribution

330 MN Jobs globally (1 in 10 jobs)

EU
R
2,862.9 MN in visitor spend (6.2% of total exports)

SLOVENIA 2019 KEY DATA

CONTRIBUTION OF TRAVEL & TOURISM TO GDP

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

CONTRIBUTION OF TRAVEL & TOURISM TO EMPLOYMENT

92.5 JOBS (000’s)
(10.3% of total employment)

INTERNATIONAL VISITOR IMPACT

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

INBOUND ARRIVALS

OUTBOUND DEPARTURES

SECTOR CHARACTERISTICS (2019)

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

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

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

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

10.3% Total GDP contribution

330 MN Jobs globally (1 in 10 jobs)

EU
R
2,862.9 MN in visitor spend (6.2% of total exports)

SLOVENIA 2019 KEY DATA

CONTRIBUTION OF TRAVEL & TOURISM TO GDP

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

CONTRIBUTION OF TRAVEL & TOURISM TO EMPLOYMENT

92.5 JOBS (000’s)
(10.3% of total employment)

INTERNATIONAL VISITOR IMPACT

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

INBOUND ARRIVALS

OUTBOUND DEPARTURES

SECTOR CHARACTERISTICS (2019)

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

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

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

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

10.3% Total GDP contribution

330 MN Jobs globally (1 in 10 jobs)

EU
R
2,862.9 MN in visitor spend (6.2% of total exports)

SLOVENIA 2019 KEY DATA

CONTRIBUTION OF TRAVEL & TOURISM TO GDP

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

CONTRIBUTION OF TRAVEL & TOURISM TO EMPLOYMENT

92.5 JOBS (000’s)
(10.3% of total employment)

INTERNATIONAL VISITOR IMPACT

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

INBOUND ARRIVALS

OUTBOUND DEPARTURES

SECTOR CHARACTERISTICS (2019)

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

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

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

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