BOSNIA-HERZEGOVINA
2020 ANNUAL RESEARCH: KEY HIGHLIGHTS

GLOBAL DATA 2019

10.3% Total GDP contribution
2.5% Travel & Tourism grew significantly more at 3.5%
330MN Jobs globally (1 in 10 jobs)

1 in 4 net new jobs were created by Travel & Tourism over the last five years

9.3% OF TOTAL ECONOMY 79.1 JOBS (000's)
6.9% vs -0.1%

Global GDP impact by sector (2018 data). Share of total economy GDP

CONTRIBUTION OF TRAVEL & TOURISM TO GDP

While the global economy grew by 2.5%, Travel & Tourism grew significantly more at 3.5%

CONTRIBUTION OF TRAVEL & TOURISM TO EMPLOYMENT

79.1 JOBS (000's)
(9.6% of total employment)

INTERNATIONAL VISITOR IMPACT

BAM1,826.2MN in visitor spend (13.0% of total exports)
(USD1,045.3MN)

BOSNIA-HERZEGOVINA 2019 KEY DATA

9.3% OF TOTAL ECONOMY Total T&T GDP = BAM3,179.6MN
(USD1,820.0MN)

+6.9% 2019 Travel & Tourism GDP growth vs -0.1% real economy GDP growth

1 in 4 net new jobs were created by Travel & Tourism over the last five years

70% LEISURE SPENDING
30% BUSINESS SPENDING
37% DOMESTIC SPENDING
63% INTERNATIONAL SPENDING

INBOUND ARRIVALS
OUTBOUND DEPARTURES

1. CROATIA 11% 1. CROATIA 37%
2. TURKEY 9% 2. MONTENEGRO 19%
3. SERBIA 9% 3. SERBIA 11%
4. SLOVENIA 6% 4. TURKEY 10%
5. SOUTH KOREA 5% 5. BULGARIA 6%
REST OF WORLD 60% REST OF WORLD 17%

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

SECTOR CHARACTERISTICS (2019)

Global GDP impact by sector (2018 data). Share of total economy GDP

Mining Automotive Agriculture Travel & Tourism Retail Financial Services

0% 5% 10% 15%

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