BOSNIA-HERZEGOVINA
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

0% 5% 10% 15%

BOSNIA-HERZEGOVINA 2019 KEY DATA

CONTRIBUTION OF TRAVEL & TOURISM TO GDP

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

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)

INBOUND ARRIVALS

- 1. CROATIA 11%
- 2. TURKEY 9%
- 3. SERBIA 9%
- 4. SLOVENIA 6%
- 5. SOUTH KOREA 5%
- REST OF WORLD 60%

OUTBOUND DEPARTURES

- 1. CROATIA 37%
- 2. MONTENEGRO 19%
- 3. SERBIA 11%
- 4. TURKEY 10%
- 5. BULGARIA 6%
- REST OF WORLD 17%

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

SECTOR CHARACTERISTICS (2019)

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

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