BULGARIA
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

2.5% 3.5%

330 MN Jobs globally (1 in 10 jobs)

BULGARIA 2019 KEY DATA

10.8% OF TOTAL ECONOMY
Total T&T GDP = BGN12,844.5 MN (USD7,321.0 MN)

-2.5%
2019 Travel & Tourism GDP growth vs +3.5% real economy GDP growth

340.6 JOBS (000’s)
(10.6% of total employment)

BGN8,171.3 MN
in visitor spend (10.7% of total exports)
(USD4,657.4 MN)

INBOUND ARRIVALS

1. ROMANIA 12%
2. GERMANY 12%
3. TURKEY 8%
4. GREECE 8%
5. RUSSIAN FEDERATION 6%
REST OF WORLD 54%

OUTBOUND DEPARTURES

1. GREECE 41%
2. TURKEY 30%
3. HUNGARY 5%
4. UNITED KINGDOM 4%
5. SPAIN 3%
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 20%
- INTERNATIONAL SPENDING 80%

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