BULGARIA
2020 ANNUAL RESEARCH: KEY HIGHLIGHTS

GLOBAL DATA 2019

10.3% Total GDP contribution

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

-2.5% vs +3.5% real economy GDP growth

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

3.5% of total exports

BULGARIA 2019 KEY DATA

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

-2.5% 2019 Travel & Tourism GDP growth

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

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

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%

INTERNATIONAL VISITOR IMPACT

SECTOR CHARACTERISTICS (2019)

70%
30%
20%
80%

Leisure Spending
Business Spending
Domestic Spending
International Spending

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