CROATIA
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

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

CROATIA 2019 KEY DATA

CONTRIBUTION OF TRAVEL & TOURISM TO GDP

25.0% OF TOTAL ECONOMY
Total T&T GDP = HRK99,854.3MN (USD15,025.8MN)

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CONTRIBUTION OF TRAVEL & TOURISM TO EMPLOYMENT

383.4 JOBS (000’s)
(25.1% of total employment)

INTERNATIONAL VISITOR IMPACT

HRK80,247.5MN
in visitor spend (38.6% of total exports)
(USD12,075.4MN)

INBOUND ARRIVALS

1. GERMANY 17%
2. SLOVENIA 9%
3. AUSTRIA 9%
4. ITALY 7%
5. POLAND 6%
REST OF WORLD 52%

OUTBOUND DEPARTURES

1. FRANCE 27%
2. ITALY 11%
3. SLOVENIA 9%
4. AUSTRIA 6%
5. GERMANY 5%
REST OF WORLD 42%

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

SECTOR CHARACTERISTICS (2019)

- LEISURE SPENDING: 95%
- BUSINESS SPENDING: 5%
- DOMESTIC SPENDING: 11%
- INTERNATIONAL SPENDING: 89%

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