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

10.3% Total GDP contribution

330 MN Jobs globally (1 in 10 jobs)

25.0% of total economy +4.1%

vs +2.9% real economy GDP growth

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

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

CROATIA 2019 KEY DATA

CONTRIBUTION OF TRAVEL & TOURISM TO GDP

25.0% of total economy
Total T&T GDP = HRK99,854.3 MN
(USD15,025.8 MN)

+4.1%
2019 Travel & Tourism GDP growth vs +2.9% real economy GDP growth

CONTRIBUTION OF TRAVEL & TOURISM TO EMPLOYMENT

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

INTERNATIONAL VISITOR IMPACT

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

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