CROATIA
2020 ANNUAL RESEARCH: KEY HIGHLIGHTS

GLOBAL DATA 2019

10.3% Total GDP contribution

330 MN Jobs globally (1 in 10 jobs)

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: 0%
- Automotive: 5%
- Agriculture: 10%
- Travel & Tourism: 15%
- Retail: 0%
- Financial Services: 5%

Source: Oxford Economics, national sources and UNWTO

CROATIA 2019 KEY DATA

- 25.0% of total economy
  - Total T&T GDP = HRK99,854.3MN (USD15,025.8MN)
  - 2019 Travel & Tourism GDP growth vs +2.9% real economy GDP growth

- 383.4 jobs (000's) (25.1% of total employment)

- 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