CROATIA
2020 ANNUAL RESEARCH: KEY HIGHLIGHTS 1

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
2.5% Mining
+4.1% Automotive
383.4 JOBS (000’s) Travel & Tourism
3.5% Agriculture
383.4 JOBS (25.1% of total employment)
3.5% Retail
2.5% Financial Services

CROATIA 2019 KEY DATA

25.0% OF TOTAL ECONOMY
Total T&T GDP = HRK99,854.3MN (USD15,025.8MN)
1 in 4 net new jobs were created by Travel & Tourism over the last five years.

2.5% Travel & Tourism 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)
(USD12,075.4MN)

CONTRIBUTION OF TRAVEL & TOURISM TO GDP

CONTRIBUTION OF TRAVEL & TOURISM TO EMPLOYMENT

INTERNATIONAL VISITOR IMPACT

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%

SECTOR CHARACTERISTICS (2019)

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

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

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