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%

25.0% OF TOTAL ECONOMY +4.1%

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

CROATIA 2019 KEY DATA

CONTRIBUTION OF TRAVEL & TOURISM TO GDP

25.0% OF TOTAL ECONOMY
Total T&T GDP = HRK 99,854.3 MN (USD 15,025.8 MN)

CONTRIBUTION OF TRAVEL & TOURISM TO EMPLOYMENT

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

INTERNATIONAL VISITOR IMPACT

HRK 80,247.5 MN in visitor spend (38.6% of total exports)
(USD 12,075.4 MN)

INBOUND ARRIVALS

OUTBOUND DEPARTURES

SECTOR CHARACTERISTICS (2019)

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

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

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