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

CONTRIBUTION OF TRAVEL & TOURISM TO GDP

10.3% Total GDP contribution

25.0% of total economy

2.9% vs +4.1% real economy GDP growth

330 MN Jobs globally (1 in 10 jobs)

1.7% of total employment

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

2019 Travel & Tourism GDP growth

CONTRIBUTION OF TRAVEL & TOURISM TO GDP

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

HRK 80,247.5 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%

INTERNATIONAL VISITOR IMPACT

GLOBAL DATA 2019

1.7% of total employment

HRK 99,854.3 MN
(USD15,025.8 MN)

2019 Travel & Tourism GDP growth

CONTRIBUTION OF TRAVEL & TOURISM TO GDP

95% BUSINESS SPENDING

11% DOMESTIC SPENDING

9% INTERNATIONAL SPENDING

95% 5%

11% 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

33.0 MN
Jobs globally (1 in 10 jobs)

3.5% of total employment

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