**BOSNIA-HERZEGOVINA**

**2020 ANNUAL RESEARCH: KEY HIGHLIGHTS**

**GLOBAL DATA 2019**

10.3% **Total GDP contribution**

While the global economy grew by 2.5%, Travel & Tourism grew significantly more at 3.5%

**330MN**

Jobs globally (1 in 10 jobs)

2.5% **2.5%**

3.5% **3.5%**

1 in 4 net new jobs were created by Travel & Tourism over the last five years

10.3% **10.3%**

**Global GDP impact by sector (2018 data). Share of total economy GDP**

- Mining
- Automotive
- Agriculture
- Travel & Tourism
- Retail
- Financial Services

0% 5% 10% 15%

**BOSNIA-HERZEGOVINA 2019 KEY DATA**

**CONTRIBUTION OF TRAVEL & TOURISM TO GDP**

9.3% **OF TOTAL ECONOMY**

Total T&T GDP = BAM3,179.6MN (USD1,820.0MN)

+6.9%

2019 Travel & Tourism GDP growth vs -0.1% real economy GDP growth

**CONTRIBUTION OF TRAVEL & TOURISM TO EMPLOYMENT**

79.1 **JOBS (000’s)**

(9.6% of total employment)

**INTERNATIONAL VISITOR IMPACT**

BAM1,826.2 **MN**

in visitor spend (13.0% of total exports) (USD1,045.3MN)

**INBOUND ARRIVALS**

1. CROATIA 11%
2. TURKEY 9%
3. SERBIA 9%
4. SLOVENIA 6%
5. SOUTH KOREA 5%
REST OF WORLD 60%

**OUTBOUND DEPARTURES**

1. CROATIA 17%
2. MONTENEGRO 19%
3. SERBIA 11%
4. TURKEY 10%
5. BULGARIA 6%
REST OF WORLD 17%

Note: Data are average shares over the 2016-2018 period

Source: Oxford Economics, national sources and UNWTO

**SECTOR CHARACTERISTICS (2019)**

- LEISURE SPENDING 70%
- BUSINESS SPENDING 30%
- DOMESTIC SPENDING 37%
- INTERNATIONAL SPENDING 63%

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