

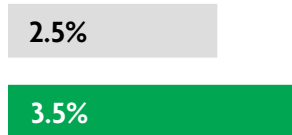
# BOSNIA-HERZEGOVINA

## 2020 ANNUAL RESEARCH: KEY HIGHLIGHTS<sup>1</sup>

### GLOBAL DATA 2019



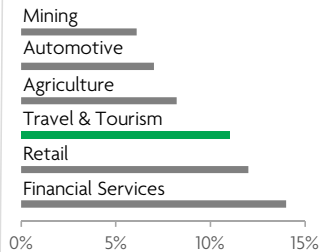
While the global economy grew by 2.5%,  
**Travel & Tourism grew significantly more at 3.5%**



**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



### 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)

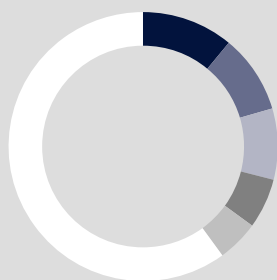


INTERNATIONAL VISITOR IMPACT

**BAM1,826.2<sub>MN</sub>**

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%

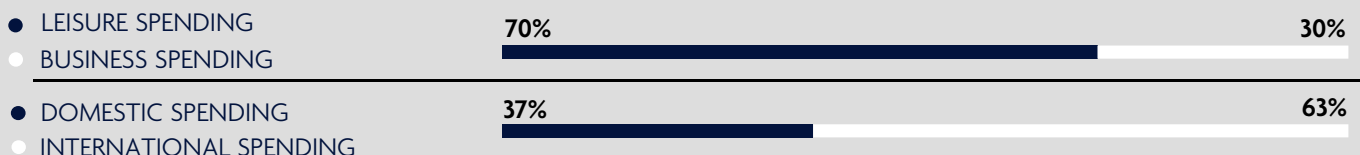
### OUTBOUND DEPARTURES



- 1. CROATIA 37%
- 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)



<sup>1</sup>All values are in constant 2019 prices & exchange rates  
As reported in March 2020