

# BOSNIA-HERZEGOVINA

2021 Annual Research: Key Highlights<sup>1</sup>

## Global Data



Total GDP contribution:

2019

**10.4%**

USD 9,170 BN

2020

**5.5%**

USD 4,671 BN



Total Travel & Tourism jobs:

2019

**334 MN**

= 1 in 10 jobs

2020

**272 MN**

= 1 in 11 jobs

Total Travel & Tourism GDP change in 2020:

**-49.1%**

=USD -4,498 BN

Global Economy GDP change:

**-3.7%**

1 in 4 net new jobs  
were created by Travel &  
Tourism during 2014-2019



Change in Jobs in 2020<sup>2</sup>

**-61.6 MN**  
**-18.5%**

## Bosnia-Herzegovina Key Data

2019

2020



Total contribution of Travel & Tourism to GDP:

**9.8%**

of Total  
Economy

Total T&T GDP = BAM3,463.9MN  
(USD2,017.8MN)

**3.5%**

of Total  
Economy

Total T&T GDP = BAM1,174.5MN  
(USD684.2MN)

**-66.1%**

Change in Travel  
& Tourism GDP  
vs -4.6% real  
economy GDP  
change



Total contribution of Travel & Tourism to Employment:

**86.8**

Jobs (000s)  
(10.5 % of total employment)

**68.4**

Jobs (000s)  
(8.4 % of total employment)

Change in jobs<sup>2</sup>:

**-21.2%**

-18.4 (000s)



Visitor Impact  
International:

BAM **2,025.9 MN**

Visitor spend  
14.5% of total exports (USD1,180.1MN)

BAM **483.8 MN**

Visitor spend  
4.2% of total exports (USD281.8MN)

Change in  
international visitor  
spend:

**-76.1%**

-USD 898.3 MN

Domestic:

BAM **1,166.7 MN**

Visitor spend  
(USD 679.6MN)

BAM **524.5 MN**

Visitor spend  
(USD 305.5MN)

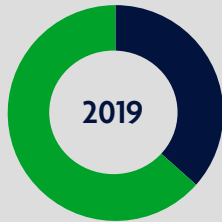
Change in domestic  
visitor spend:

**-55.0%**

-USD 374.1 MN

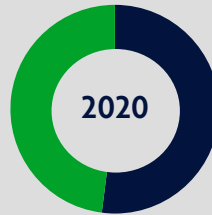
### Bosnia-Herzegovina Sector Characteristics

#### Domestic vs International Spending:



● Domestic Spending:  
USD 679.6MN (37%)

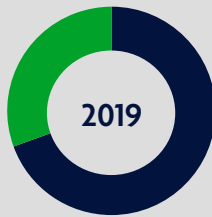
● International Spending:  
USD 1,180.1MN (63%)



● Domestic Spending:  
USD 305.5MN (52%)

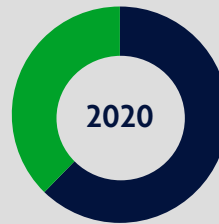
● International Spending:  
USD 281.8MN (48%)

#### Leisure vs Business Spending:



● Leisure Spending:  
USD 1,291.2MN (69%)

● Business Spending:  
USD 568.6MN (31%)



● Leisure Spending:  
USD 365.9MN (62%)

● Business Spending:  
USD 221.4MN (38%)

#### Inbound Arrivals<sup>3</sup>

2019	2020
1. Croatia 12%	1. Serbia 28%
2. China 9%	2. Croatia 22%
3. Serbia 9%	3. United Arab Emirates 5%
4. Turkey 6%	4. Slovenia 5%
5. Slovenia 6%	5. Turkey 4%
Rest of world 60%	Rest of world 35%

#### Outbound Departures<sup>3</sup>

2019	2020
1. Croatia 27%	1. Italy 29%
2. Italy 25%	2. Croatia 24%
3. Montenegro 14%	3. Turkey 11%
4. Serbia 9%	4. Montenegro 8%
5. Turkey 8%	5. Serbia 8%
Rest of world 17%	Rest of world 20%

1. All values are in constant 2020 prices & exchange rates. As reported in March 2021

2. Where the country or region has implemented job support schemes and supported jobs are still recorded as employment by national statistical authorities, job losses exclude those supported jobs (where known)

3. Source: Oxford Economics, national sources and UNWTO