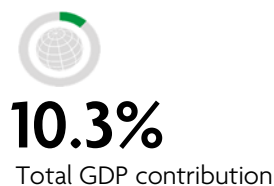


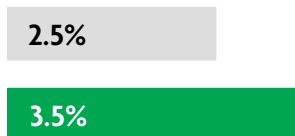
SERBIA

2020 ANNUAL RESEARCH: KEY HIGHLIGHTS¹

GLOBAL DATA 2019



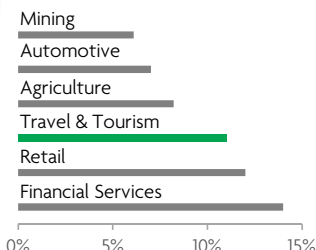
While the global economy grew by 2.5%,
Travel & Tourism grew significantly more at 3.5%



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



SERBIA 2019 KEY DATA



CONTRIBUTION OF TRAVEL & TOURISM TO GDP

5.9% OF TOTAL ECONOMY

Total T&T GDP = RSD312.1BN (USD2,994.9MN)

+5.0%

2019 Travel & Tourism GDP growth vs **+3.1%** real economy GDP growth



CONTRIBUTION OF TRAVEL & TOURISM TO EMPLOYMENT

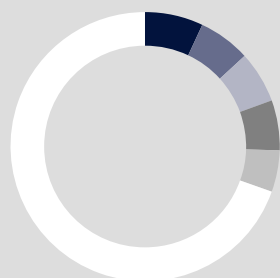
134.8 JOBS (000's)
(6.2% of total employment)



INTERNATIONAL VISITOR IMPACT

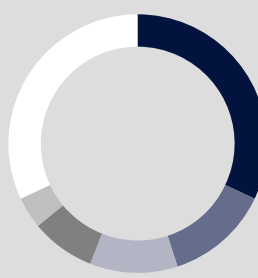
RSD205.9_{BN}
in visitor spend (**7.0%** of total exports)
(USD1,975.7MN)

INBOUND ARRIVALS



- 1. BOSNIA-HERZEGOVINA **7%**
- 2. TURKEY **6%**
- 3. BULGARIA **6%**
- 4. CROATIA **6%**
- 5. SLOVENIA **5%**
- **REST OF WORLD 70%**

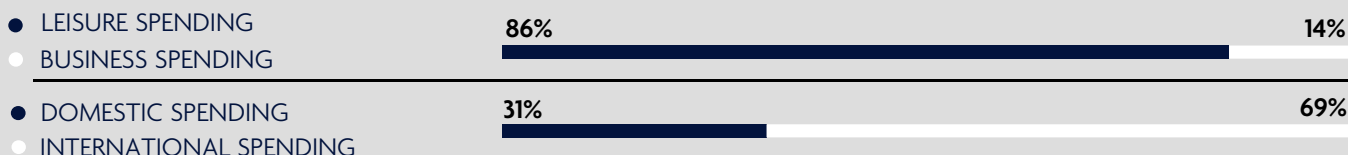
OUTBOUND DEPARTURES



- 1. GREECE **32%**
- 2. MONTENEGRO **13%**
- 3. HUNGARY **11%**
- 4. BULGARIA **8%**
- 5. TURKEY **4%**
- **REST OF WORLD 32%**

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

SECTOR CHARACTERISTICS (2019)



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