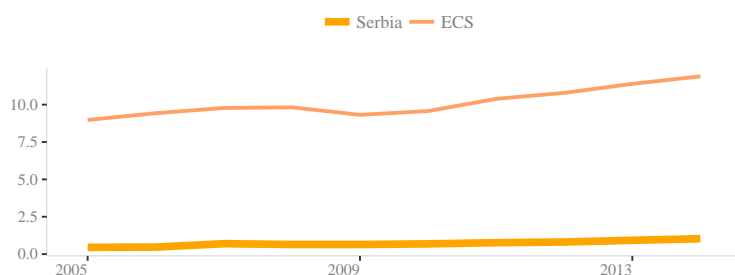


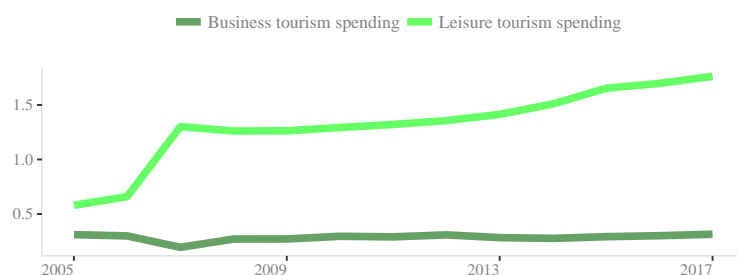
TOURISM DEMAND

PASSENGER ARRIVALS, in millions



SOURCE: WORLD BANK - WDI

TOURISM EXPENDITURE BY PURPOSE, current \$US billion



SOURCE: WTTC

RESOURCE BASE

CULTURAL RESOURCES

Tourist service infrast. **63/140** Value: 4.5
1-7 (best) (2015)

Cultural resour. & business travel **69/139** Value: 1.6
1-7 (best) (2015)

SOURCE: WEF TTCR 2015

NATURAL RESOURCES

Natural resources **136/140** Value: 1.9
1-7 (best) (2015)

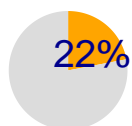
Natural and cultural res. subindex **117/140** Value: 1.8
1-7 (best) (2015)

SOURCE: WEF TTCR 2015

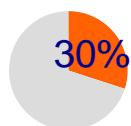
TOURISM ECONOMIC INDICATORS — COMPETITIVENESS

TRAVEL SERVICES, % of commercial service exports

Serbia (2015)

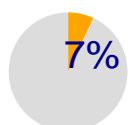


ECS (average, 2015)

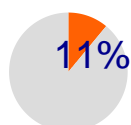


INTERNATIONAL TOURISM RECEIPTS, % of total exports

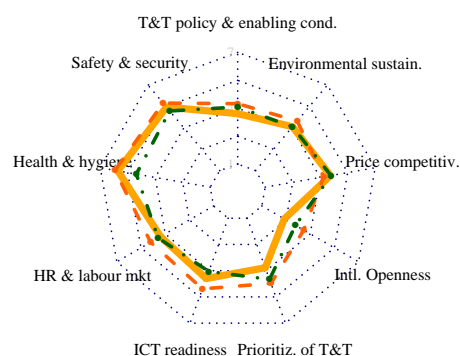
Serbia (2014)



ECS (average, 2014)



SOURCE: WORLD BANK - WDI



● Serbia ● ECS ● World

SOURCE: WEF TTCR 2015

TOURISM ECONOMIC INDICATORS

DIRECT v. TOTAL CONTRIBUTION

Total contribution to GDP, current US\$, billion· (2017)	2.5	2.5%
Total contribution to employment, thousands of jobs (2017)	90.7	2.9%
Direct contribution to GDP, current US\$, billion· (2017)	0.9	0.9%
Direct contribution to employment, thousands of jobs (2017)	35.2	1.1%

SOURCE: WTTC

INTERNATIONAL TOURISM, in \$US (*)

International tourism, receipts for travel items· (2014)	1,142
International tourism, receipts for passenger transport items (2014)	210
International tourism, expenditures for travel items· (2014)	1,179
International tourism, expenditures for passenger transport items (2014)	181

SOURCE: WORLD BANK - WDI

CAPITAL INVESTMENT, current \$US billion

Internal T&T consumption (2017)	1	(Rank: 106/175)
Domestic tourism spending (2017)	0.5	(Rank: 108/175)
Capital investment (2017)	0.2	(Rank: 131/175)

SOURCE: WTTC

ACCESS AND TRANSPORT

Air transport infrast. 1–7 (best) (2015)	104/139	Value: 2.1
Ground & port infrast. 1–7 (best) (2015)	96/140	Value: 3

SOURCE: WEF TCCR 2015

OTHER COMPETITIVENESS INDICATORS

Price competitiv. 1–7 (best) (2015)	75/140	Value: 4.6
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Business envmnt 1–7 (best) (2015)	132/139	Value: 3.4
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SOURCE: WEF TCCR 2015

Prioritiz. of T&T 1–7 (best) (2015)	115/139	Value: 3.8
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HR & labour mkt 1–7 (best) (2015)	90/140	Value: 4.3
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SOURCE: WEF TCCR 2015

(*) Receipt for travel items: These expenditures by international inbound visitors, or in their behalf, to purchase goods and services in the reporting economy. Receipts for passenger transport items: These are expenditures by international inbound visitors for all services provided in the international transportation by resident carriers and passenger services performed within an economy by nonresident carriers.