



**23.7 million**

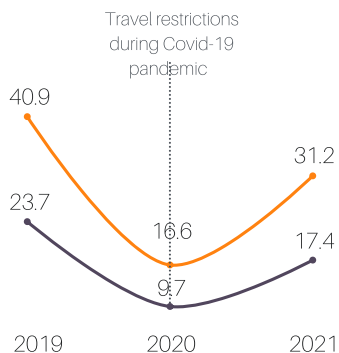
Tourists arrived in the WB6 before the Covid-19 pandemic (2019).

**40.9 million**

Tourists stayed overnight before the Covid-19 pandemic (2019).

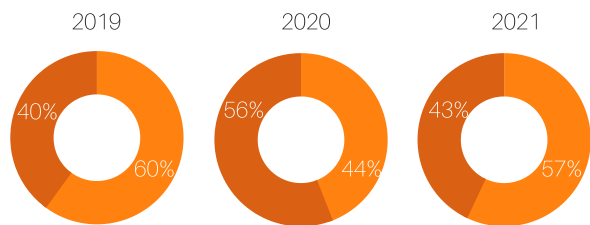
Overnight stays of tourists, number in million

Arrival of tourists, number in million



Tourists usually travel for leisure within the WB6.

In 2021, around 57% of tourist arrivals in the WB6 were foreign tourists, and about one-third were domestic tourists:



- Foreign Tourist Arrivals
- Domestic Tourist Arrivals

## Most frequent arrivals of foreign tourists to the WB6, by countries of origin:

- Germany
- Poland
- the Russian Federation
- Turkey



# WESTERN BALKANS SIX\* (WB6) TRAVEL AND TOURISM DATA

Prepared For:

Tourism Days  
Trebinje May 2022

Regional Center for  
Economic Analysis  
(RCEA)

\*Union of Chamber of Commerce & Industry of Albania  
Foreign Trade Chamber of Bosnia and Herzegovina  
Kosova Chamber of Commerce  
Economic Chamber of North Macedonia  
Chamber of Economy of Montenegro  
Chamber of Commerce and Industry of Serbia

Arrivals





**Employment**  
217,000  
persons work in the accommodation  
and food service sector in the WB6  
economies.

That corresponds to a share of

**4.2%**

of the total workforce in the region.



**Travel  
Services**

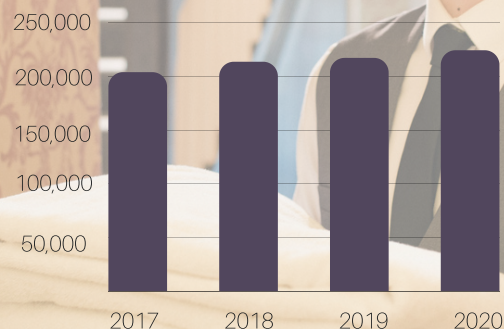
Before the Covid-19 pandemic, in  
2019, travel services revenues in the  
WB6 amounted to

**EUR 7.3 bn**

Travel services expenditures in 2019  
were

**EUR 4.1 bn**

Number of people employed in the WB6  
accommodation and food service sectors



Note: No data for Albania available

**Accommodation  
and Food  
Services**

The Gross Value Added (GVA) of  
accommodation and food service  
activities in the Western Balkans is

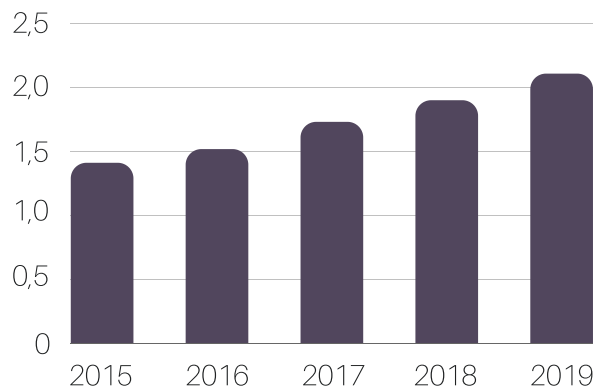
**EUR 2.1 bn**

Tourism in the WB6 Economies  
contributes

**2.5%**

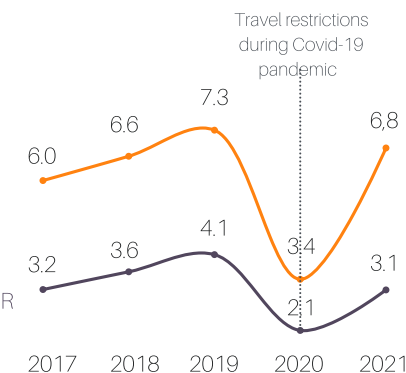
to the total GVA in the region.

Total Tourism Gross Value Added in the WB6, in bn  
EUR

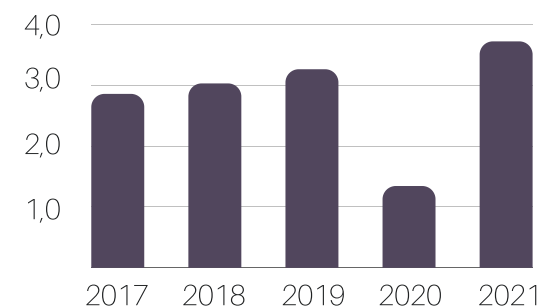


WB6 travel service  
revenues in bn EUR

WB6 travel service  
expenditures in bn EUR



In 2021, the trade balance in travel services in the WB6 was  
EUR 3.7 billion, almost EUR 500 million above pre-Covid 19  
pandemic levels:



**Monthly  
Gross  
Wages**

**EUR 395**  
was the average monthly gross  
wage in the accommodation and  
food service sector in 2020 in the  
WB6.

That corresponds to a share of

**62%**

of the average monthly gross wages  
in the region.

