

BULGARIA

2025 Annual Research: Key Highlights¹

GLOBAL DATA

 Total Travel & Tourism GDP Contribution			 Total Travel & Tourism Jobs Contribution		
2019	10.5% (Share of Global Economy) USD 10.3 TN		2019	10.7% (Share of Global Jobs) 337.7 MN	
2024	10.0% USD 10.9 TN	Annual Change: 8.5% (6.0% vs 2019) Economy Change YoY= 2.6%	2024	10.6% 356.6 MN	Annual Change: 6.2% (5.6% vs 2019)
2025 (F)	10.3% USD 11.7 TN	Annual Change: 6.7% (13.0% vs 2019) Economy Change YoY= 2.5%	2025 (F)	10.9% 371.0 MN	Annual Change: 4.0% (9.9% vs 2019)
2035 (F)	11.5% USD 16.5 TN	CAGR ² (2025 - 2035): 3.5% Economy CAGR (2025 - 2035): 2.5%	2035 (F)	12.5% 461.6 MN	New Jobs (2025 - 2035): 90.6 MN

BULGARIA KEY DATA

 Total Travel & Tourism GDP Contribution			 Total Travel & Tourism Jobs Contribution		
2019	9.9% (of Total Economy) BGN 17.7 BN (USD 9.8 BN)		2019	315.2 (000s) =8.9% (Share of Total Jobs)	
2024	6.7% BGN 13.5 BN (USD 7.4 BN)	Annual Change: 0.8% (-23.9% vs 2019) Economy Change = 2.3%	2024	307.1 (000s) =8.7%	Annual Change: 7.1% (-2.6% vs 2019)
2025 (F)	8.1% BGN 16.7 BN (USD 9.2 BN)	Annual Change: 24.0% (-5.7% vs 2019)	2025 (F)	322.8 (000s) =9.2%	Annual Change: 5.1% (2.4% vs 2019)
2035 (F)	8.9% BGN 22.3 BN (USD 12.3 BN)	CAGR (2025 - 2035): 2.9% Economy CAGR (2025 - 2035): 1.9%	2035 (F)	386.6 (000s) =12.1%	New Jobs (2025 - 2035): 63.8 (000s)

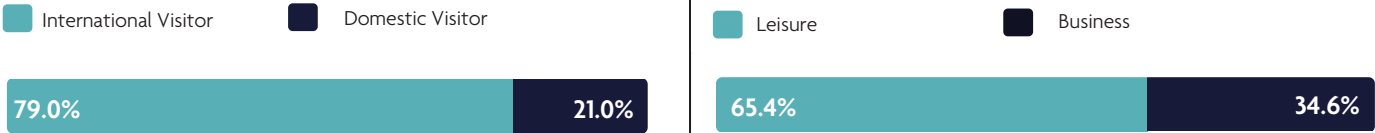
BULGARIA

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BULGARIA SECTOR CHARACTERISTICS

2019	2024	2025 (F)	2035 (F)
International Visitor Spending			
BGN 12.2 BN (USD 6.7 BN)	BGN 8.2 BN (USD 4.5 BN) Annual Change: -3.1% (-32.8% vs 2019)	BGN 10.9 BN (USD 6.0 BN) Annual Change: 33.1% (-10.6% vs 2019)	BGN 14.7 BN (USD 8.1 BN) CAGR (2025 - 2035): 3.0%
Domestic Visitor Spending			
BGN 1.7 BN (USD 931.5 MN)	BGN 2.2 BN (USD 1.2 BN) Annual Change: 4.5% (28.8% vs 2019)	BGN 2.3 BN (USD 1.3 BN) Annual Change: 4.2% (34.3% vs 2019)	BGN 2.9 BN (USD 1.6 BN) CAGR (2025 - 2035): 2.4%

% SHARE OF TOTAL SPENDING IN 2024



TRAVEL & TOURISM ARRIVALS AND DEPARTURES (2024)

Inbound Arrivals ³ :	Outbound Departures ³ :
1. Ukraine 13%	1. Türkiye 37%
2. Romania 11%	2. Greece 29%
3. Germany 11%	3. Hungary 10%
4. Türkiye 10%	4. United Kingdom 3%
5. Greece 6%	5. Italy 3%
Rest of world 50%	Rest of world 18%

Note: All figures shown for 2025 and thereafter are forecast projections (F). Data for additional Travel & Tourism indicators are available in the full report. For more details, visit <https://researchhub.wttc.org>.

1. All values are in constant 2024 prices & exchange rates. As reported in April 2025

2. CAGR = Compound Annual Growth Rate

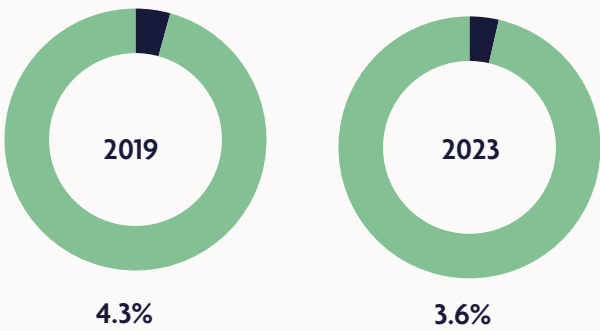
3. Source: Oxford Economics, national sources and UN Tourism (formerly UNWTO); Total may not add to 100% due to rounding

BULGARIA

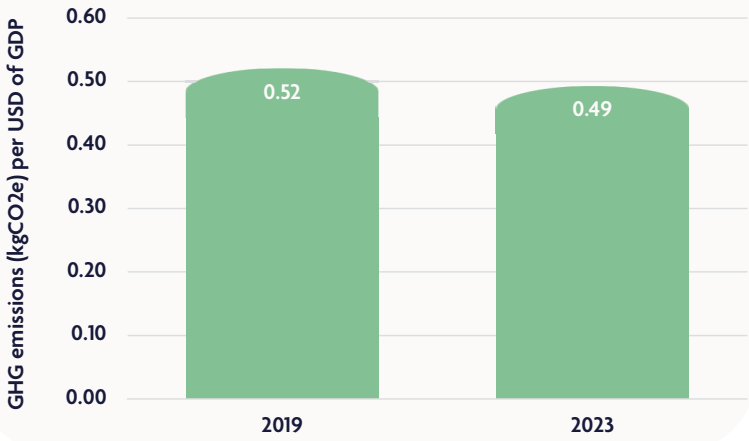
Travel & Tourism's Environmental & Social Footprint ⁱ

ENVIRONMENTAL IMPACT OF TRAVEL AND TOURISM (2023)

Travel & Tourism's share of total economy Greenhouse Gas (GHG) emissions %

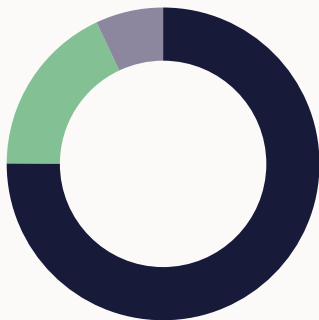


Travel & Tourism's GHG intensity trends



Travel & Tourism's energy mix (2023)

- Fossil fuels
(Coal, oil, and natural gas)
75.1%
- Low carbon energy
(Nuclear and renewables)
18.0%
- Biofuels and waste
7.0%



Travel and Tourism-linked tax contributions (2023)

USD 2.3 BN
=6.0%

Share of government revenues

Note: Taxes include business taxes (corporation tax, production tax, product inputs tax), labour taxes (income tax and social security) and consumption taxes (VAT or GST). Tourism-specific taxes are excluded.

SOCIAL IMPACT OF TRAVEL AND TOURISM (2023)

Female employment

(Direct) Share of Travel & Tourism employment

58.5%

Youth (15-24 years) employment

(Direct) Share of Travel & Tourism employment

11.0%

High-wage employment

(Direct) Share of Travel & Tourism employment

6.4%

ⁱ Notes

- These estimates are from WTTC Environmental & Social Research (ESR). For more detail, visit <https://researchhub.wttc.org/global-travel-footprint>
- These estimates are calculated using 2023 prices and data from the previous edition of WTTC's Economic Impact Research (EIR) published in April 2024
- GHG emissions include Scope 1, 2 and 3 plus international transport; except where presented as a share of national totals, when international scope 3 is removed.

Strategic
Partners:



Ministry
of Tourism
Saudi Arabia

