**Iran 2020 Annual Research: Key Highlights**

**Global Data 2019**

- **10.3%** Total GDP contribution
- **330mn** Jobs globally (1 in 10 jobs)

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

- Mining
- Automotive
- Agriculture
- Travel & Tourism
- Retail
- Financial Services

** contribution of travel & tourism to GDP**

6.8% of total economy

Consumer Price Index (2019)

2019 Travel & Tourism GDP growth 3.5% vs -9.3% real economy GDP growth

**Contribution of travel & tourism to employment**

1,734.7 jobs (000's)

7.3% of total employment

**International visitor impact**

IRR 267,232 BN

in visitor spend (8.0% of total exports)

USD 6.3 BN

**Inbound Arrivals**

- 1. Iraq 30%
- 2. Azerbaijan 21%
- 3. Turkey 10%
- 4. Pakistan 5%
- 5. India 1%
- Rest of the World 33%

**Outbound Departures**

- 1. Turkey 43%
- 2. Iraq 19%
- 3. United Arab Emirates 10%
- 4. Georgia 5%
- 5. Syria 4%
- Rest of the World 19%

**Sector Characteristics (2019)**

- Leisure Spending 94%
- Business Spending 6%
- Domestic Spending 75%
- International Spending 25%

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

All values are in constant 2019 prices & exchange rates

As reported in March 2020