**IRAN 2020 ANNUAL RESEARCH: KEY HIGHLIGHTS**

**GLOBAL DATA 2019**

- **10.3%** Total GDP contribution
- **1,734.7** JOBS (000's) (7.3% of total employment)
- **6.8% OF TOTAL ECONOMY** Total T&T GDP = IRR1,377.440.0BN (USD32.3BN)
- **-5.4%** 2019 Travel & Tourism GDP growth vs -9.3% real economy GDP growth

**IRAN 2019 KEY DATA**

- **CONTRIBUTION OF TRAVEL & TOURISM TO GDP**
  - 6.8% of total economy
  - Total T&T GDP = IRR1,377,440.0BN (USD32.3BN)
- **CONTRIBUTION OF TRAVEL & TOURISM TO EMPLOYMENT**
  - 1,734.7 JOBS (000's)
  - 7.3% of total employment
- **INTERNATIONAL VISITOR IMPACT**
  - IRR267,232BN in visitor spend (8.0% of total exports)
  - (USD6.3BN)

**INBOUND ARRIVALS**

- 1. IRAQ 30%
- 2. AZERBAIJAN 21%
- 3. TURKEY 10%
- 4. PAKISTAN 5%
- 5. INDIA 1%
- REST OF WORLD 33%

**OUTBOUND DEPARTURES**

- 1. TURKEY 43%
- 2. IRAQ 19%
- 3. UNITED ARAB EMIRATES 10%
- 4. GEORGIA 5%
- 5. SYRIA 4%
- REST OF 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

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