SYRIA
2020 ANNUAL RESEARCH: KEY HIGHLIGHTS

GLOBAL DATA 2019

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

SYRIA 2019 KEY DATA

CONTRIBUTION OF TRAVEL & TOURISM TO GDP

8.6% OF TOTAL ECONOMY
Total T&T GDP = SYP855.6BN (USD1,661.3MN)

+2.1%
2019 Travel & Tourism GDP growth vs +5.9% real economy GDP growth

CONTRIBUTION OF TRAVEL & TOURISM TO EMPLOYMENT

187.4 JOBS (000's)
(8.8% of total employment)

INTERNATIONAL VISITOR IMPACT

SYP568.3BN
in visitor spend (21.5% of total exports)
(USD1,103.4MN)

INBOUND ARRIVALS

- 1. IRAQ 54%
- 2. TURKEY 10%
- 3. IRAN 8%
- 4. JORDAN 6%
- 5. LEBANON 6%
- REST OF WORLD 16%

OUTBOUND DEPARTURES

- 1. TURKEY 37%
- 2. UNITED ARAB EMIRATES 15%
- 3. KUWAIT 9%
- 4. JORDAN 8%
- 5. BAHRAIN 8%
- REST OF WORLD 23%

SECTOR CHARACTERISTICS (2019)

- LEISURE SPENDING
- BUSINESS SPENDING
- DOMESTIC SPENDING
- INTERNATIONAL SPENDING

86%
33%

14%
67%

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

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