TURKEY
2020 ANNUAL RESEARCH: KEY HIGHLIGHTS

GLOBAL DATA 2019

10.3% Total GDP contribution

11.3% OF TOTAL ECONOMY
Total T&T GDP = TRY481.5BN (USD84.9BN)

+10.1% 2019 Travel & Tourism GDP growth vs +0.1% real economy GDP growth

1 in 4 net new jobs were created by Travel & Tourism over the last five years

330MN Jobs globally (1 in 10 jobs)

2,643.8 JOBS (000's)
(9.4% of total employment)

TRY235.0BN in visitor spend (17.5% of total exports)
(USD41.4BN)

TURKEY 2019 KEY DATA

CONTRIBUTION OF TRAVEL & TOURISM TO GDP

CONTRIBUTION OF TRAVEL & TOURISM TO EMPLOYMENT

INTERNATIONAL VISITOR IMPACT

INBOUND ARRIVALS

1. GERMANY 10%
2. RUSSIAN FEDERATION 10%
3. GEORGIA 6%
4. IRAN 5%
5. BULGARIA 5%
REST OF WORLD 64%

OUTBOUND DEPARTURES

1. GREECE 15%
2. BULGARIA 9%
3. SAUDI ARABIA 7%
4. IRAN 7%
5. GEORGIA 7%
REST OF WORLD 55%

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

SECTOR CHARACTERISTICS (2019)

LEISURE SPENDING 86%
BUSINESS SPENDING 14%
DOMESTIC SPENDING 36%
INTERNATIONAL SPENDING 64%

36% 64%

While the global economy grew by 2.5%, Travel & Tourism grew significantly more at 3.5%.

Global GDP impact by sector (2018 data). Share of total economy GDP

Mining
Automotive
Agriculture
Travel & Tourism
Retail
Financial Services

0% 5% 10% 15%

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