TURKEY
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

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<thead>
<tr>
<th>Sector</th>
<th>0%</th>
<th>5%</th>
<th>10%</th>
<th>15%</th>
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<tbody>
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<td>Mining</td>
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<td>Automotive</td>
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<td>Agriculture</td>
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<td>Travel &amp; Tourism</td>
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<td>Retail</td>
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Note: Data are average shares over the 2016-2018 period
Source: Oxford Economics, national sources and UNWTO

TURKEY 2019 KEY DATA

- **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

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

INTERNATIONAL VISITOR IMPACT

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

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%

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