**TURKEY**

2020 ANNUAL RESEARCH: KEY HIGHLIGHTS

**GLOBAL DATA 2019**

- **10.3%**
  - Total GDP contribution
- **330 MN**
  - 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

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

**TURKEY 2019 KEY DATA**

- **11.3% OF TOTAL ECONOMY**
  - Total T&T GDP = TRY481.5BN (USD84.9BN)
- **+10.1%**
  - 1 in 4 net new jobs were created by Travel & Tourism over the last five years.

**CONTRIBUTION OF TRAVEL & TOURISM TO GDP**

**CONTRIBUTION OF TRAVEL & TOURISM TO EMPLOYMENT**

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

**INTERNATIONAL VISITOR IMPACT**

- **TRY235.0BN**
  - 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%

**SECTOR CHARACTERISTICS (2019)**

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

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

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