## UKRAINE

### 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

#### UKRAINE 2019 KEY DATA

- **5.9% OF TOTAL ECONOMY**
  - 2019 Travel & Tourism GDP growth (6.2% of total employment)
  - Total T&T GDP = UAH229.4BN (USD8,687.5MN)
  - +6.1% vs +3.5% real economy GDP growth

- **1,028.8 JOBS (000's)**
  - (6.2% of total employment)

- **UAH59.5 BN** in visitor spend (3.3% of total exports)
  - (USD2,251.8MN)

#### INBOUND ARRIVALS

1. MOLDOVA 32%
2. BELARUS 17%
3. RUSSIAN FEDERATION 11%
4. POLAND 8%
5. HUNGARY 8%
REST OF WORLD 24%

#### OUTBOUND DEPARTURES

1. RUSSIAN FEDERATION 67%
2. TURKEY 7%
3. POLAND 6%
4. BULGARIA 2%
5. HUNGARY 1%
REST OF WORLD 17%

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

#### SECTOR CHARACTERISTICS (2019)

- **LEISURE SPENDING**: 91%
- **BUSINESS SPENDING**: 9%
- **DOMESTIC SPENDING**: 70%
- **INTERNATIONAL SPENDING**: 30%

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