5.9% OF TOTAL ECONOMY  
1 in 4 net new jobs were created by Travel & Tourism over the last five years

GLOBAL DATA 2019

10.3%  
Total GDP contribution

330MN  
Jobs globally (1 in 10 jobs)

UKRAINE 2019 KEY DATA

5.9% OF TOTAL ECONOMY  
Total T&T GDP = UAH229.4BN (USD8,687.5MN)

+6.1%  
2019 Travel & Tourism GDP growth vs +3.5% real economy GDP growth

CONTRIBUTION OF TRAVEL & TOURISM TO GDP

CONTRIBUTION OF TRAVEL & TOURISM TO EMPLOYMENT

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

INTERNATIONAL VISITOR IMPACT

UAH59.5BN  
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%

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