UKRAINE
2020 ANNUAL RESEARCH: KEY HIGHLIGHTS

GLOBAL DATA 2019

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

UKRAINE 2019 KEY DATA

CONTRIBUTION OF TRAVEL & TOURISM TO GDP

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 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