**UKRAINE**

**2020 ANNUAL RESEARCH: KEY HIGHLIGHTS**

**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**

**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%

**SECTOR CHARACTERISTICS (2019)**

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

Note: Data are average shares over the 2016-2018 period

Source: Oxford Economics, national sources and UNWTO

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