UKRAINE
2020 ANNUAL RESEARCH: KEY HIGHLIGHTS

GLOBAL DATA 2019

- 10.3% Total GDP contribution
- 330mn 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

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%
6. REST OF WORLD 24%

OUTBOUND DEPARTURES

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

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