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.

Total GDP contribution

10.3%

Total T&T GDP = UAH229.4BN (USD8,687.5MN)

5.9% of total economy

+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

OUTBOUND DEPARTURES

1. MOLDOVA 32%

1. RUSSIAN FEDERATION 67%

2. BELARUS 17%

2. TURKEY 7%

3. RUSSIAN FEDERATION 11%

3. POLAND 6%

4. POLEN 8%

4. BULGARIA 2%

5. HUNGARY 8%

5. HUNGARY 1%

REST OF WORLD 24%

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%

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