AZERBAIJAN
2020 ANNUAL RESEARCH: KEY HIGHLIGHTS

GLOBAL DATA 2019

10.3% Total GDP contribution

330,000 Jobs globally (1 in 10 jobs)

7.2% of total economy

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

AZERBAIJAN 2019 KEY DATA

CONTRIBUTION OF TRAVEL & TOURISM TO GDP

7.2% OF TOTAL ECONOMY

Total T&T GDP = AZN6,007.3MN (USD3,539.2MN)

-26.0%

2019 Travel & Tourism GDP growth vs +2.2% real economy GDP growth

CONTRIBUTION OF TRAVEL & TOURISM TO EMPLOYMENT

378,000 JOBS (000’s)

(7.7% of total employment)

INTERNATIONAL VISITOR IMPACT

AZN2,931.7MN

in visitor spend (6.5% of total exports) (USD1,727.2MN)

INBOUND ARRIVALS

1. RUSSIAN FEDERATION 15%
2. TURKEY 10%
3. UNITED KINGDOM 7%
4. UNITED STATES 3%
5. UKRAINE 3%
REST OF WORLD 62%

OUTBOUND DEPARTURES

1. RUSSIAN FEDERATION 29%
2. IRAN 27%
3. TURKEY 17%
4. GEORGIA 16%
5. KAZAKHSTAN 2%
REST OF WORLD 9%

SECTOR CHARACTERISTICS (2019)

LEISURE SPENDING 84%
BUSINESS SPENDING 16%
DOMESTIC SPENDING 43%
INTERNATIONAL SPENDING 57%

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