# Azerbaycan

## 2021 Annual Research: Key Highlights

### Global Data

<table>
<thead>
<tr>
<th></th>
<th>2019</th>
<th>2020</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Total GDP contribution:</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2019</td>
<td>10.4% USD 9,170 BN</td>
<td>5.5% USD 4,671 BN</td>
</tr>
<tr>
<td><strong>Total Travel &amp; Tourism jobs:</strong></td>
<td>334 MN</td>
<td>272 MN</td>
</tr>
<tr>
<td>2019</td>
<td>=1 in 10 jobs</td>
<td>=1 in 11 jobs</td>
</tr>
<tr>
<td><strong>Change in Jobs in 2020</strong></td>
<td>-61.6 MN</td>
<td>-18.5%</td>
</tr>
</tbody>
</table>

### Azerbaijan Key Data

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<thead>
<tr>
<th></th>
<th>2019</th>
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</tr>
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<tbody>
<tr>
<td><strong>Total contribution of Travel &amp; Tourism to GDP:</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2019</td>
<td>7.7% of Total Economy</td>
<td>2.7% of Total Economy</td>
</tr>
<tr>
<td>Total T&amp;T GDP = AZN6,326.6MN</td>
<td>USD3,713.1MN</td>
<td>USD1,222.0MN</td>
</tr>
<tr>
<td><strong>Change in Travel &amp; Tourism GDP vs Real Economy GDP change</strong></td>
<td>-67.1%</td>
<td></td>
</tr>
<tr>
<td><strong>Total contribution of Travel &amp; Tourism to Employment:</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2019</td>
<td>395.2 Jobs (000s) (8.0% of total employment)</td>
<td>309.1 Jobs (000s) (6.3% of total employment)</td>
</tr>
<tr>
<td><strong>Change in jobs</strong></td>
<td>-21.8%</td>
<td>-86.1 (000s)</td>
</tr>
<tr>
<td><strong>Visitor Impact International:</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2019</td>
<td>AZN3,363.9 MN</td>
<td>AZN589.1 MN</td>
</tr>
<tr>
<td>Visitor spend 8.3% of total exports (USD1,974.3MN)</td>
<td>Visitor spend 1.5% of total exports (USD345.7MN)</td>
<td></td>
</tr>
<tr>
<td><strong>Change in international visitor spend:</strong></td>
<td>-82.5%</td>
<td>-USD 1,628.5 MN</td>
</tr>
<tr>
<td><strong>Visitor Impact Domestic:</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2019</td>
<td>AZN2,175.8 MN</td>
<td>AZN1,139.9 MN</td>
</tr>
<tr>
<td>Visitor spend (USD 1,277.0MN)</td>
<td>Visitor spend (USD 669.0MN)</td>
<td></td>
</tr>
</tbody>
</table>
AZERBAIJAN
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Azerbaijan Sector Characteristics

Domestic vs International Spending:

- **2019**
  - Domestic Spending: USD 1,277.0MN (39%)
  - International Spending: USD 1,974.3MN (61%)

- **2020**
  - Domestic Spending: USD 669.0MN (66%)
  - International Spending: USD 345.7MN (34%)

Leisure vs Business Spending:

- **2019**
  - Leisure Spending: USD 2,788.8MN (86%)
  - Business Spending: USD 462.4MN (14%)

- **2020**
  - Leisure Spending: USD 924.4MN (91%)
  - Business Spending: USD 90.4MN (9%)

Inbound Arrivals:

- **2019**
  1. United Arab Emirates 11%
  2. Russian Federation 10%
  3. Turkey 6%
  4. Israel 5%
  5. India 5%
  Rest of world 62%

- **2020**
  1. Russian Federation 14%
  2. Turkey 9%
  3. United Arab Emirates 8%
  4. India 8%
  5. United Kingdom 4%
  Rest of world 57%

Outbound Departures:

- **2019**
  1. Russian Federation 28%
  2. Iran 24%
  3. Georgia 20%
  4. Turkey 20%
  5. Kazakhstan 2%
  Rest of world 5%

- **2020**
  1. Russian Federation 32%
  2. Turkey 29%
  3. Georgia 23%
  4. Iran 7%
  5. Kazakhstan 3%
  Rest of world 5%

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1. All values are in constant 2020 prices & exchange rates. As reported in March 2021
2. Where the country or region has implemented job support schemes and supported jobs are still recorded as employment by national statistical authorities, job losses exclude those supported jobs (where known)
3. Source: Oxford Economics, national sources and UNWTO