**IRAN 2020 ANNUAL RESEARCH: KEY HIGHLIGHTS**

**IRAN 2019 KEY DATA**

**1. CONTRIBUTION OF TRAVEL & TOURISM TO GDP**

- **6.8% OF TOTAL ECONOMY**
  - Total T&T GDP = IRR1,377,440.0BN (USD32.3BN)

**2. CONTRIBUTION OF TRAVEL & TOURISM TO EMPLOYMENT**

- **1,734.7 JOBS (000's)** (7.3% of total employment)

**3. INTERNATIONAL VISITOR IMPACT**

- **IRR267,232 BN**
  - in visitor spend (8.0% of total exports)
  - (USD6.3BN)

**GLOBAL DATA 2019**

- **10.3%** Total GDP contribution
- **330MN** Jobs globally (1 in 10 jobs)

**INBOUND ARRIVALS**

1. IRAQ 30%
2. AZERBAIJAN 21%
3. TURKEY 10%
4. PAKISTAN 5%
5. INDIA 1%
6. REST OF WORLD 33%

**OUTBOUND DEPARTURES**

1. TURKEY 43%
2. IRAQ 19%
3. UNITED ARAB EMIRATES 10%
4. GEORGIA 5%
5. SYRIA 4%
6. REST OF WORLD 19%

**SECTOR CHARACTERISTICS (2019)**

- LEISURE SPENDING 94%
- BUSINESS SPENDING 6%
- DOMESTIC SPENDING 75%
- INTERNATIONAL SPENDING 25%

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

Source: Oxford Economics, national sources and UNWTO

All values are in constant 2019 prices & exchange rates

As reported in March 2020