TURKEY
2020 ANNUAL RESEARCH: KEY HIGHLIGHTS

GLOBAL DATA 2019

11.3% OF TOTAL ECONOMY +10.1%

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

- Mining
- Automotive
- Agriculture
- Travel & Tourism
- Retail
- Financial Services

10.3%
Total GDP contribution

2.5%
3.5%

330 MN
Jobs globally (1 in 10 jobs)

TRY235.0 BN
in visitor spend (17.5% of total exports)

11.3% OF TOTAL ECONOMY
Total T&T GDP = TRY481.5BN (USD84.9BN)

+10.1%
2019 Travel & Tourism GDP growth vs +0.1% real economy GDP growth

TURKEY 2019 KEY DATA

CONTRIBUTION OF TRAVEL & TOURISM TO GDP

CONTRIBUTION OF TRAVEL & TOURISM TO EMPLOYMENT

INTERNATIONAL VISITOR IMPACT

INBOUND ARRIVALS

1. GERMANY 10%
2. RUSSIAN FEDERATION 10%
3. GEORGIA 6%
4. IRAN 5%
5. BULGARIA 5%
REST OF WORLD 64%

OUTBOUND DEPARTURES

1. GREECE 15%
2. BULGARIA 9%
3. SAUDI ARABIA 7%
4. IRAN 7%
5. GEORGIA 7%
REST OF WORLD 55%

Note: Data are average shares over the 2016-2018 period
Source: Oxford Economics, national sources and UNWTO

INTERNATIONAL VISITOR IMPACT

TRY235.0 BN
in visitor spend (17.5% of total exports)

(USD41.4BN)

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

INBOUND ARRIVALS

OUTBOUND DEPARTURES

SECTOR CHARACTERISTICS (2019)

- LEISURE SPENDING
- BUSINESS SPENDING
- DOMESTIC SPENDING
- INTERNATIONAL SPENDING

86% 14%
36% 64%

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