UKRAINE
2020 ANNUAL RESEARCH: KEY HIGHLIGHTS

GLOBAL DATA 2019

10.3% Total GDP contribution

2.5%

3.5%

330 MN Jobs globally (1 in 10 jobs)

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

Mining
Automotive
Agriculture
Travel & Tourism
Retail
Financial Services

0% 5% 10% 15%

UKRAINE 2019 KEY DATA

CONTRIBUTION OF TRAVEL & TOURISM TO GDP

5.9% OF TOTAL ECONOMY
Total T&T GDP = UAH229.4BN (USD8,687.5MN)

+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

UAH59.5 BN in visitor spend (3.3% of total exports) (USD2,251.8MN)

INBOUND ARRIVALS

1. MOLDOVA 32%
2. BELARUS 17%
3. RUSSIAN FEDERATION 11%
4. POLAND 8%
5. HUNGARY 8%
REST OF WORLD 24%

OUTBOUND DEPARTURES

1. RUSSIAN FEDERATION 67%
2. TURKEY 7%
3. POLAND 6%
4. BULGARIA 2%
5. HUNGARY 1%
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%

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