AZERBAIJAN
2020 ANNUAL RESEARCH: KEY HIGHLIGHTS

GLOBAL DATA 2019

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%

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

378.0 JOBS (000’s)
(7.7% of total employment)

INTERNATIONAL VISITOR IMPACT

AZN2,931.7 MN
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