**UKRAINE**

2020 ANNUAL RESEARCH: KEY HIGHLIGHTS

**GLOBAL DATA 2019**

- **10.3%**
  - Total GDP contribution

- **2.5%**
  - Travel & Tourism grew significantly more at 3.5%

- **3.5%**
  - 1 in 4 net new jobs were created by Travel & Tourism over the last five years

- **+6.1%**
  - 2019 Travel & Tourism GDP growth vs +3.5% real economy GDP growth

**UKRAINE 2019 KEY DATA**

- **5.9% of total economy**
  - Total T&T GDP = UAH229.4BN (USD8,687.5MN)

- **+6.1%**
  - 2019 Travel & Tourism GDP growth

- **1,028.8 jobs (000’s)**
  - (6.2% of total employment)

- **UAH59.5BN**
  - 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%**
6. **REST OF WORLD 24%**

**OUTBOUND DEPARTURES**

1. **RUSSIAN FEDERATION 67%**
2. **TURKEY 7%**
3. **POLAND 6%**
4. **BULGARIA 2%**
5. **HUNGARY 1%**
6. **REST OF WORLD 17%**

**SECTOR CHARACTERISTICS (2019)**

- **LEISURE SPENDING**
  - 91%

- **BUSINESS SPENDING**
  - 9%

- **DOMESTIC SPENDING**
  - 70%

- **INTERNATIONAL SPENDING**
  - 30%

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