

TURKEY

2020 ANNUAL RESEARCH: KEY HIGHLIGHTS¹

GLOBAL DATA 2019



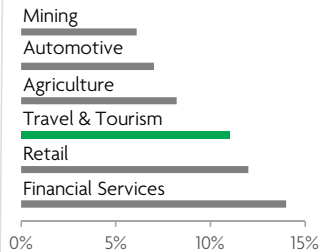
While the global economy grew by 2.5%,
Travel & Tourism grew significantly more at 3.5%



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



TURKEY 2019 KEY DATA



CONTRIBUTION OF TRAVEL & TOURISM TO GDP

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



CONTRIBUTION OF TRAVEL & TOURISM TO EMPLOYMENT

2,643.8 JOBS (000's)

(9.4% of total employment)

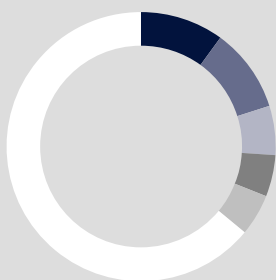


INTERNATIONAL VISITOR IMPACT

TRY235.0_{BN}

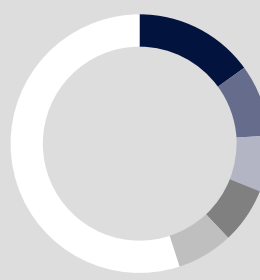
in visitor spend (**17.5%** of total exports) (USD41.4BN)

INBOUND ARRIVALS



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

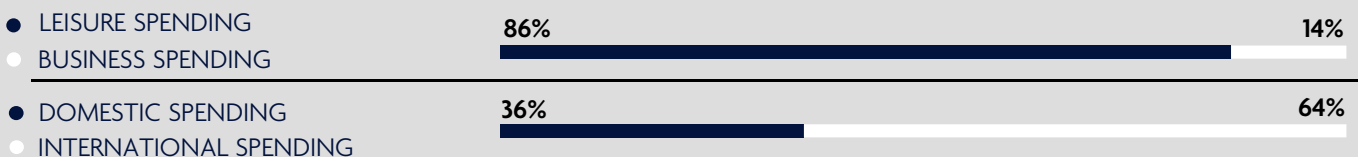
OUTBOUND DEPARTURES



- 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

SECTOR CHARACTERISTICS (2019)



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