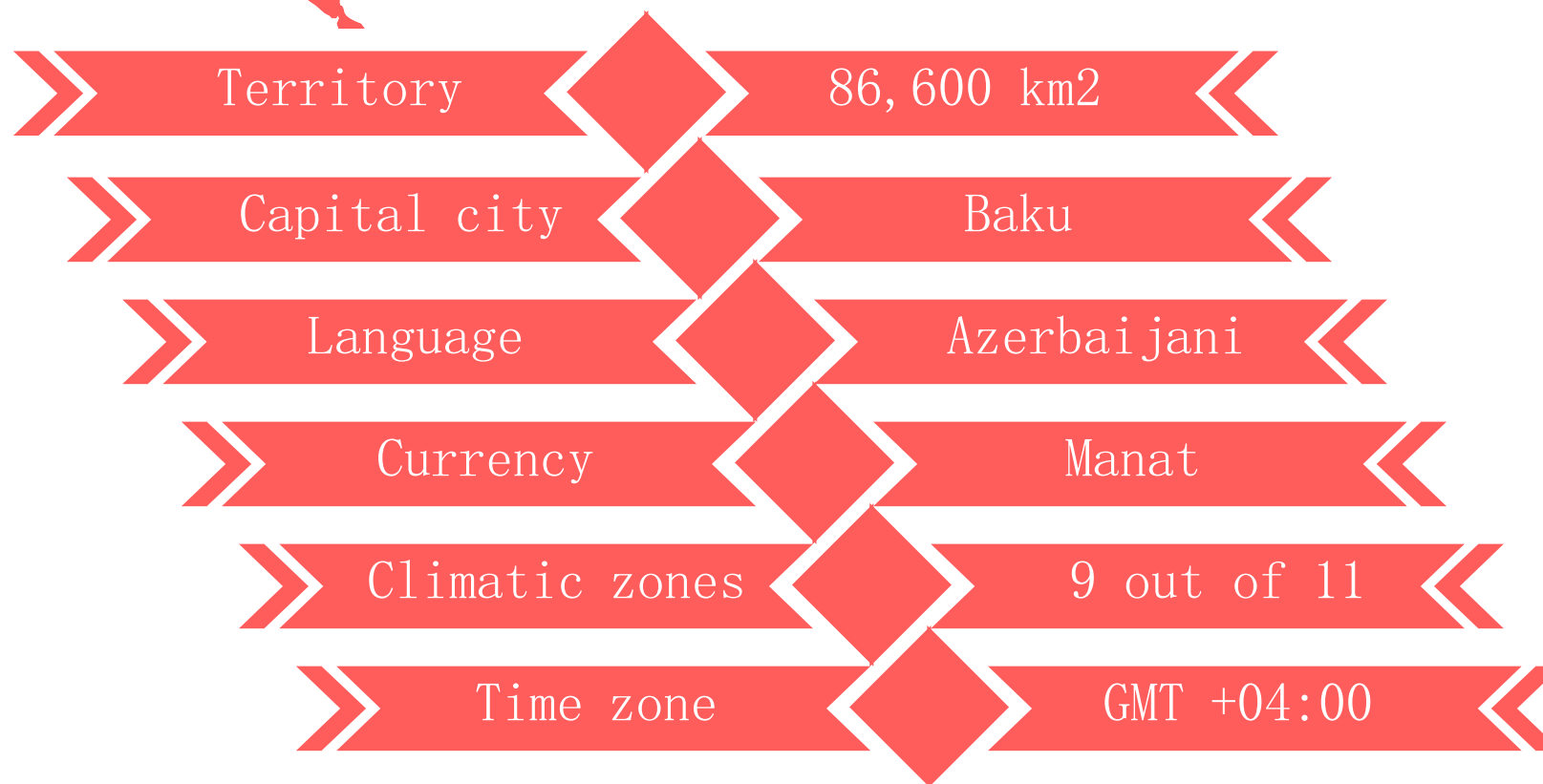
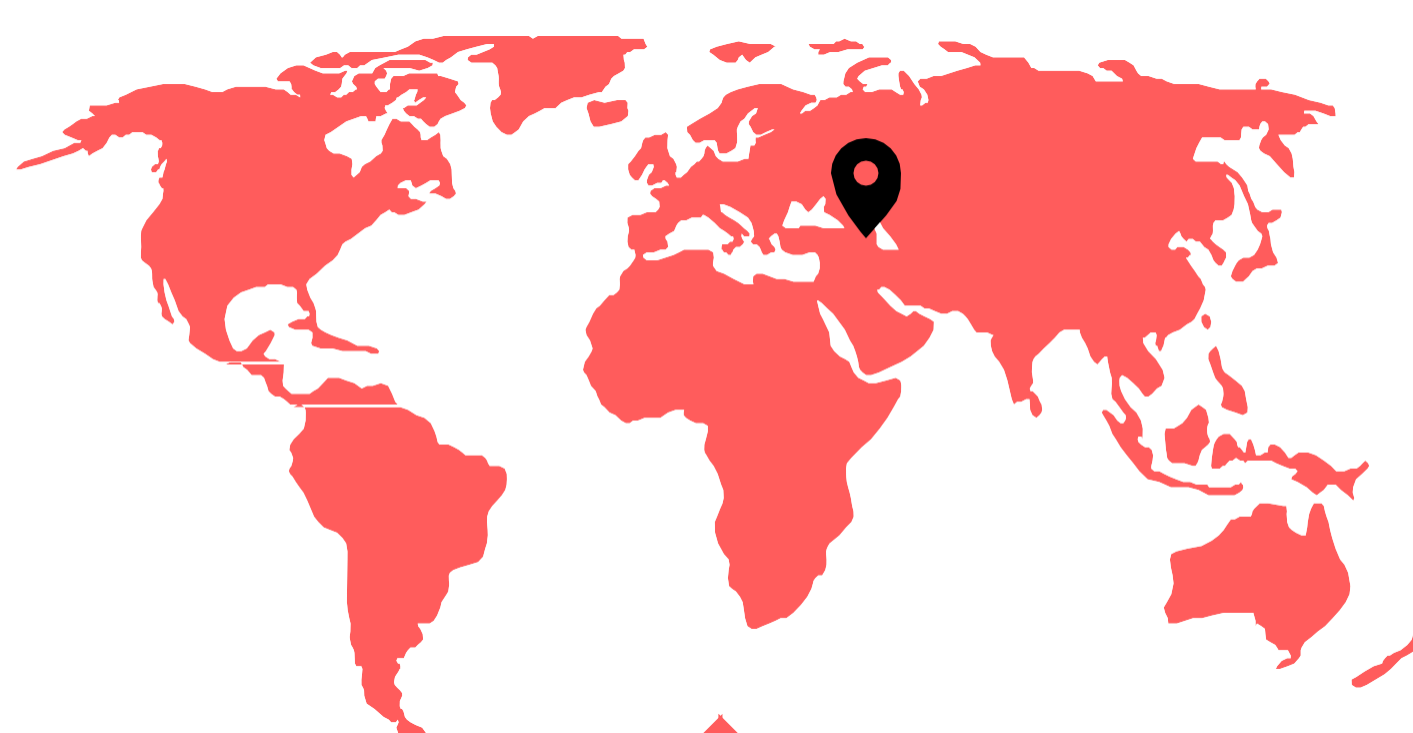


# Azerbaijan

## TOURISM & HOSPITALITY

Office of the Trade Representative

Embassy of Azerbaijan to the P.R. China



# *Welcome to Azerbaijan*

Today, we would like to talk about a miraculous country of Azerbaijan with its unlimited natural resources, centuries-old culture, history and ancient people, whose lifestyle presents a unique and harmonious combination of the traditions and ceremonies of different cultures and civilizations.

The cosmopolitan capital, Baku, rings a UNESCO - listed ancient core with dazzling 21st-century architecture and sits on the oil-rich Caspian Sea. In the surrounding semi-desert are mud volcanoes and curious fire phenomena. Yet barely three hours' drive away, timeless rural villages, clad in lush orchards and backed by the soaring Great Caucasus mountains are a dramatic contrast. In most such places, foreigners remain a great rarity, but in return for a degree of linguistic dexterity, you'll find a remarkable seam of hospitality. And a few rural outposts – from village homestays to glitzy ski and golf-hotels now have the odd English speaker to assist travelers.



Entertainment



Culture



Heritage



Multiculturalism





# 2017 ANNUAL RESEARCH: KEY FACTS

## **GDP: DIRECT CONTRIBUTION**

The direct contribution of Travel & Tourism to GDP was USD 1,437.3mn, 4.1% of total GDP in 2016 and is forecast to rise by 7.0% in 2017, and to rise by 6.5% pa, from 2017-2027, to USD 2,881.7mn, 5.9% of total GDP in 2027.

## **GDP: TOTAL CONTRIBUTION**

The total contribution of Travel & Tourism to GDP was USD 5,088.9mn, 14.6% of GDP in 2016, and is forecast to rise by 6.6% in 2017, and to rise by 6.3% pa to USD 10,015.4mn, 20.6% of GDP in 2027.

## **EMPLOYMENT: TOTAL CONTRIBUTION**

In 2016, the total contribution of Travel & Tourism to employment, including jobs indirectly supported by the industry was 13.2% of total employment (609,000 jobs). This is expected to rise by 5.4% in 2017 to 642,000 jobs and rise by 3.2% pa to 883,000 jobs in 2027 (19.2% of total).

## **VISITOR EXPORTS**

Visitor exports generated USD 2,863.0mn, 16.9% of total exports in 2016. This is forecast to grow by 8.1% in 2017, and grow by 6.5% pa, from 2017-2027, to USD 5,789.5mn in 2027, 18.5% of total.

## **INVESTMENT**

Travel & Tourism investment in 2016 was USD 301.6mn, 2.8% of total investment. It should rise by 6.2% in 2017, and rise by 4.9% pa over the next ten years to USD 518.9mn in 2027, 3.3% of total.





## COUNTRY RANKINGS: REAL GROWTH, 2017 OF CURRENT CUSTOMERS (OUT OF 185)

39

TRAVEL & TOURISM'S DIRECT TOTAL CONTRIBUTION TO GDP

33

TRAVEL & TOURISM'S TOTAL CONTRIBUTION TO GDP

25

TRAVEL & TOURISM'S DIRECT CONTRIBUTION TO EMPLOYMENT

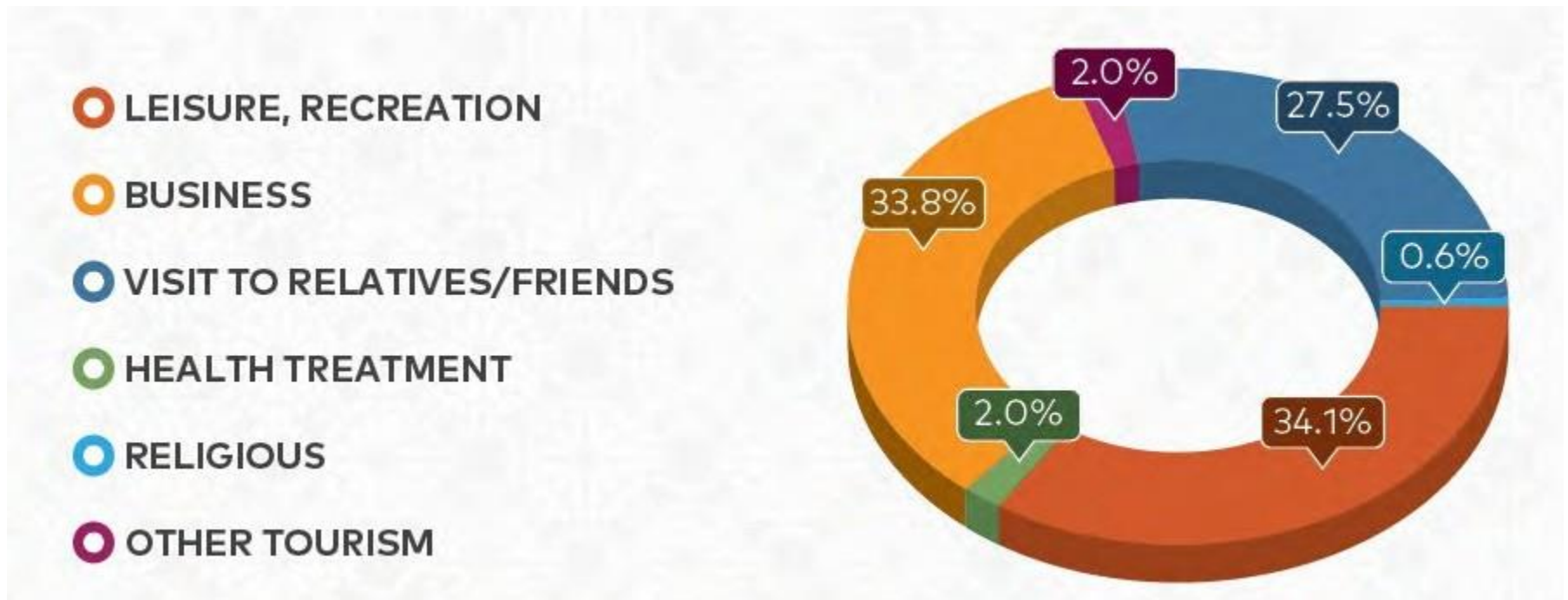
52

TRAVEL & TOURISM INVESTMENT

58

VISITOR EXPORTS

# FOREIGN TOURISTS FOR TRAVEL PURPOSES



*Top 10 international tourists arrivals in Azerbaijan (thsd. persons)*

1. Russia	669.7	6. U.A.E	52.3
2. Georgia	440.5	7. Ukraine	50.6
3. Turkey	287.6	8. Kazakhstan	29.0
4. Iran	232.7	9. Great Britain	27.8
5. Iraq	60.0	10. Uzbekistan	15.1
		11. China	10.2

# WORLD RANKING (OUT OF 185 COUNTRIES):

## Relative importance of Travel & Tourism's total contribution to GDP

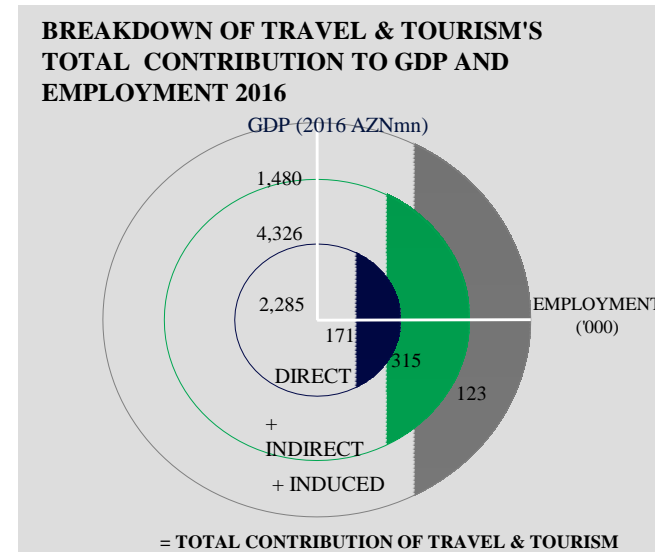
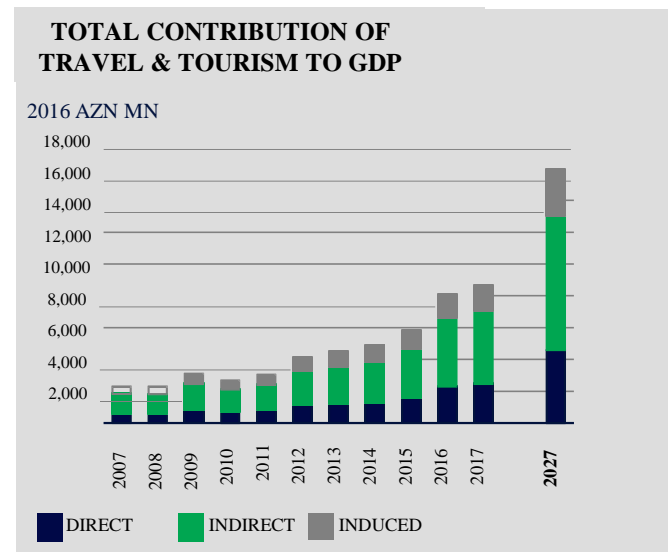
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**83**  
ABSOLUTE  
Size in 2016

**53**  
RELATIVE SIZE  
Contribution to GDP in 2016

**33**  
GROWTH  
2017 forecast

**17**  
LONG-TERM GROWTH  
Forecast 2017-2027





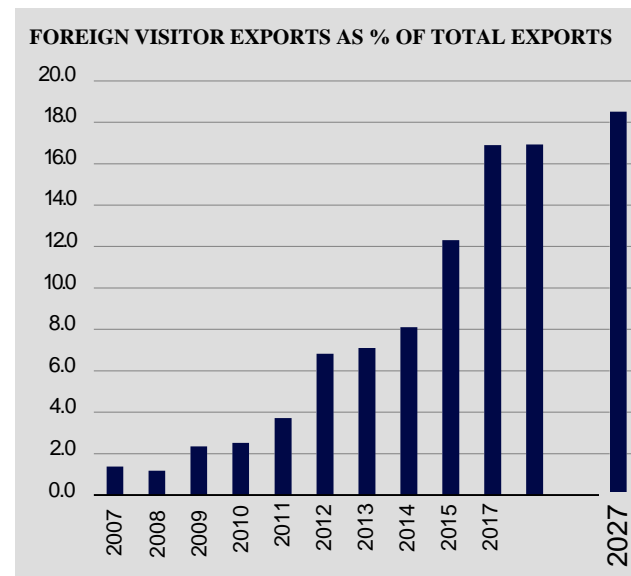
# VISITOR EXPORTS AND INVESTMENT

## VISITOR EXPORTS

Visitor exports are a key component of the direct contribution of Travel & Tourism. In 2016, Azerbaijan generated AZN 4,552.2mn in visitor exports. In 2017, this is expected to grow by 8.1%, and the country is expected to attract 2,758,000 international tourist arrivals.

By 2027, international tourist arrivals are forecast to total 4,254,000, generating expenditure of AZN 9,205.3 mn, an increase of 6.5% pa.

### AZERBAIJAN:VISITOR EXPORTS AND INTERNATIONAL TOURIST ARRIVALS



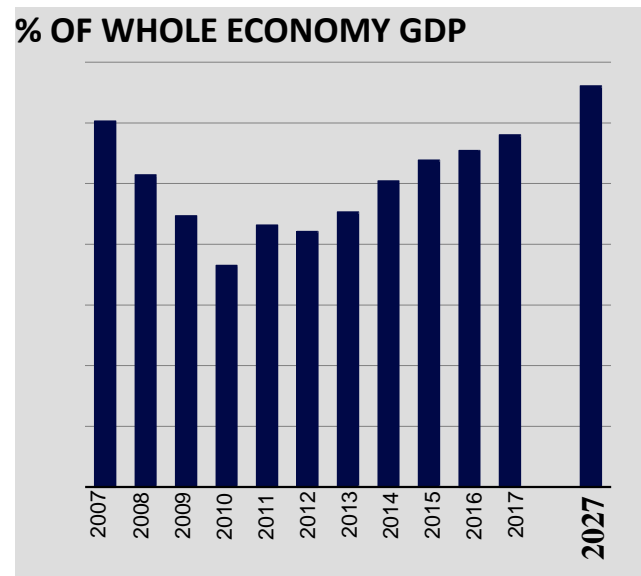
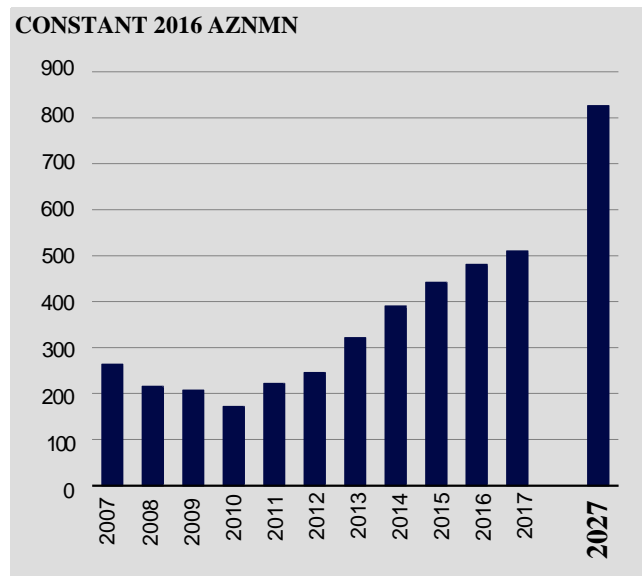
# VISITOR EXPORTS AND INVESTMENT

## INVESTMENT

Travel & Tourism is expected to have attracted capital investment of AZN 479.5mn in 2016. This is expected to rise by 6.2% in 2017, and rise by 4.9% pa over the next ten years to AZN 825.1mn in 2027.

Travel & Tourism's share of total national investment will rise from 2.9% in 2017 to 3.3% in 2027.

## AZERBAIJAN: CAPITAL INVESTMENT IN TRAVEL & TOURISM





## HERITAGE & CULTURE TOURISM

Azerbaijan is a country of rich cultural and historical heritage. Many caravan routes, including the Great Silk Way, ran through the territory of Azerbaijan. They linked ancient civilizations, like Sumer, Assyria, Greece, Rome, Iran, Turkey, India, China and others. Most of those civilizations left their marks on the history and culture of today's Azerbaijan.



# HERITAGE & CULTURE TOURISM

Today, more than 6 thousand historic and cultural monuments are scattered over the country, 65 of which are those of universal importance. The Walled City of Baku with the Shirvanshah's Palace and Maiden Tower, along with the Gobustan Rock Art Cultural Landscape have been included in the World Heritage Sites listed by UNESCO. Currently, Azerbaijan proposes numerous international historical and cultural routes, which are now prepared in collaboration with European Institute of Cultural Routes for international certification. These include the Wine Tour, Great Silk Way, Alexander Dumas in Caucasus reflecting the variety of tastes and preferences.

The people of Azerbaijan are among the oldest nations rich in culture, art and music. It is no coincidence that the richest museums in the world possess numerous pieces of Azerbaijan's antiquity. The traditional art of Azerbaijani carpet weaving, the art of Azerbaijani ashigs, holiday Novruz, Azerbaijani Mugham are the elements of the intangible heritage of humanity, and which are in the list of UNESCO.

# RECREATIONAL TOURISM

Being rich with natural resources, Azerbaijan found its niche in the sphere of medical tourism. Along with conventional healthcare, alternative treatment methods and wellness promotion use of natural resources, like crude oil, thermal waters, salt mines, salubrious mud gained popularity both among local and visiting people. These treatment approaches support incessant progress of recreational tourism and give way to further development of this specific sector.







# RECREATIONAL TOURISM

Thermal and mineral springs, sulphur-hydrogen water sources and all types of mud volcanoes ubiquitous in Azerbaijan are used for medical purposes. There are about 800 mud volcanoes existing in the world, 300 of which are within the territory of Azerbaijan. The mud is used for treatment of radiculitis, cardiovascular, gynecological, urological, skin diseases and gastrointestinal disturbances. It is also widely used in cosmetology. Azerbaijan is also known for its salt mines used for asthma therapy. The most popular one is Duzdagh Cave (Salty mountain cave) in Nakhchivan. The Cave is rich with sodium chloride ions that cure bronchial asthma, hay fever, bronchitis, rhinitis and other diseases of the respiratory system.



# NAFTALAN OIL

Another exceptional medical marvel of these lands is Naftalan, the birthplace of crude oil, which is well-known for Naftalan oil that cures a bunch of numerous diseases. Naftalan Balneo therapy Health Resort is popular with its healing oil baths. The first specialised resort complex in Naftalan was established in 1926. The production of Naftalan ointment dates even back to the end of 19th century, when a German engineer established a small ointment production enterprise here.



## BUSINESS TOURISM

Today, Azerbaijan is a dynamically developing country with favorable business climate. It is a place, where many important international projects are implemented. Azerbaijan hosts many business conferences, forums, exhibitions, fairs and other related events focusing on different sectors of economy. This, in turn, increases the share of business in overall tourist arrivals into Azerbaijan, which is already over 30%.



# BUSINESS TOURISM

Moreover, Azerbaijan has become a preferable destination for major international events, such as the World Economic Forum, Annual Meeting of the Islamic Development Bank, the Crans Montana Forum, Annual Meeting of the Black Sea Trade and Development Bank, organized by local and foreign public and private institutions and international organizations. Its solid experience allowed Azerbaijan to successfully host the Annual Meeting of the Asian Development Bank in 2015.

The plentiness of the appropriate events progressively resulted in simultaneous development of related facilities and infrastructure. Naturally, prosperity of business tourism, in its turn, made a considerable contribution to the growth of leisure economy as well. Since the business tourism has a direct link with business activities and stimulates trade and investment, its largest share in the tourism industry firmly demonstrates the favorable business climate of Azerbaijan.



# RELIGIOUS TOURISM







“Azerbaijan adheres to the most civilized norms of ethnic and religious coexistence. The environment of tolerance and relations between the state and religion in the country serve as a model in the world:” Ilham Aliyev said.

Along with the majority of population professing Islam, Christian and Jewish communities enjoy the same status and level of religious freedom.

The culture and history of Azerbaijan embraces the elements of many civilizations, religions and specifications of the Caucasus. Islam, Christianity, Judaism and Zoroastrianism all have left their impacts on the formation of cultural heritage of Azerbaijan.

There are 2166 mosques, 12 churches and 6 synagogues in Azerbaijan.

Ancient Muslim Mosques coexist with unique ancient Christian Albanian temples, Catholic and Orthodox Churches, Jewish Synagogues, and the Gothic Kirche built in 1899 for Baku German Lutherans. There is also Ateshgah fire temple built by Hindu traders near Baku, when, in ancient times, the entire Absheron peninsula fell into Zoroastrians category. This respect to faith of different communities and people, tolerant outlook have always caught attention of foreigners.

As an arising destination for faith tourism, Azerbaijan seems captivating for the tourists with religious purposes. That being the case, in 2016, more than 12.268 foreign citizens visited the country for religious purposes.





# SPORT AND ADVENTURE TOURISM





## SPORT & ADVENTURE TOURISM

Azerbaijan is the country that has old traditions in numerous sports. Our athletes always take high places in different games and championships. National Olympic Committee, 23 Olympic and 36 non-Olympic sports federations operate in Azerbaijan. Moreover, Government strongly supports development and promotion of sports. Sport perfectly combines both public and private investments.

36 modern Olympic Games facilities have been built in Azerbaijan in recent years.

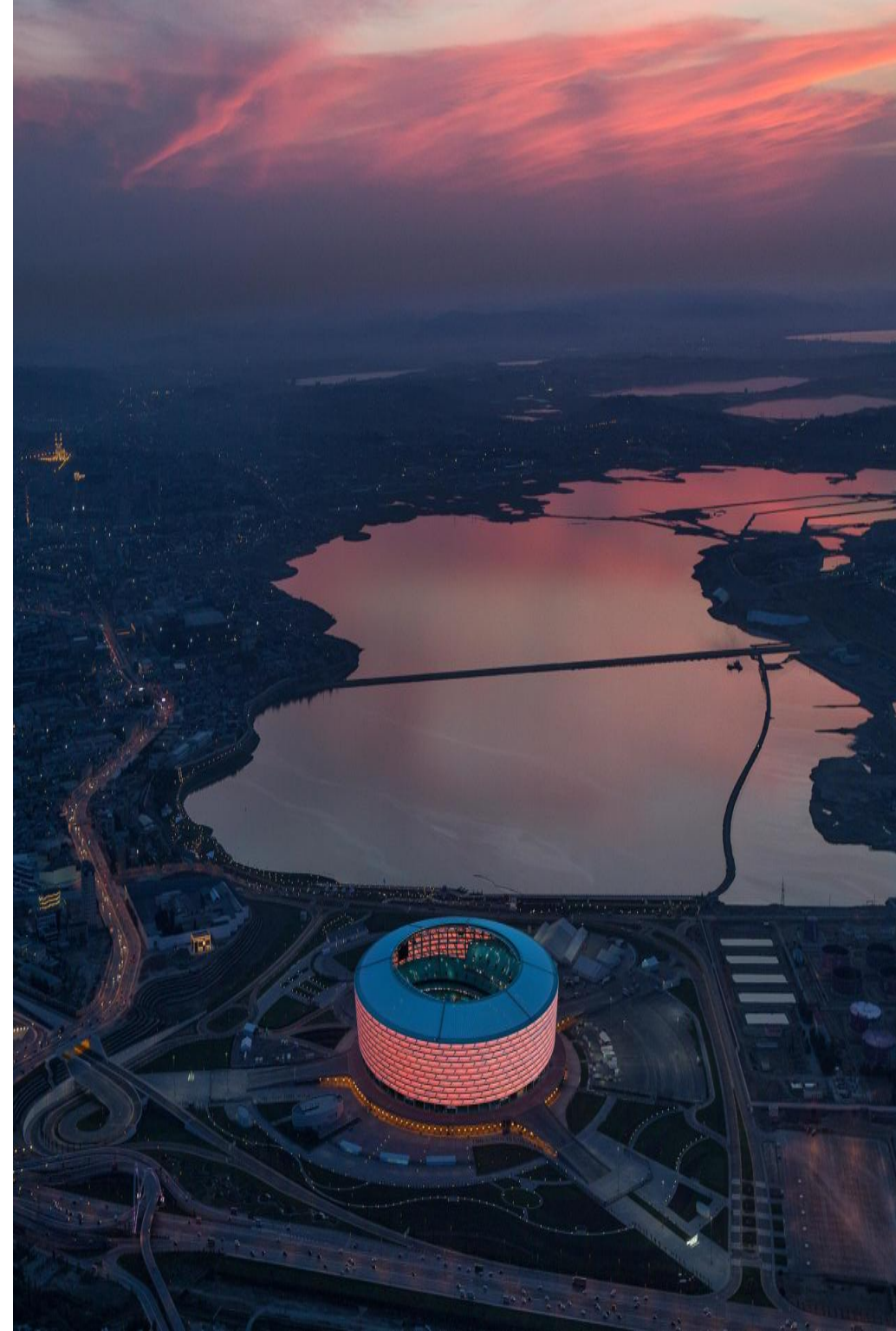
9.954 sporting installations and complexes operate throughout the country.



# SPORT & ADVENTURE TOURISM

Baku is firmly established as a key city on the world stage. Open and tolerant, it is a global center for intercultural dialogue and cooperation, regularly bringing together political, cultural and religious leaders from around the world. Baku has also hosted landmark international events, such as the Eurovision Song Contest 2012, the first-ever European Games in 2015, the Islamic Solidarity Games in 2017 and, annually since 2016, the Formula 1 Grand Prix.

Hosting World Expo 2025 would be a natural continuation of our proven track record in delivering large-scale international events.





# REASONS TO INVEST IN AZERBAIJAN

The overall investment climate in Azerbaijan continues to grow in a fast pace. Over the recent years, the country has made efforts to integrate more fully into the global marketplace and attract foreign investment

1

Political and Economic stability

2

Attractive Investment Climate

3

Reformist Business Environment

4

Skilled Labor Force

5

Strategic Location

6

Fast Developing Infrastructure

7

Abundant Resources



# CUISINE

The traditional cuisine is famous for an abundance of vegetables and greens used seasonally in the dishes. Fresh herbs, including mint, cilantro (coriander), dill, basil, parsley, tarragon, leeks, chives, thyme, marjoram, green onion, and watercress, are very popular and often accompany main dishes on the table. Climatic diversity and fertility of the land are reflected in the national dishes, which are based on fish from the Caspian Sea, local meat (mainly mutton and beef), and an abundance of seasonal vegetables and greens.

# CUISINE

Saffron-rice plov is the flagship food in Azerbaijan and black tea is the national beverage. Azerbaijanis often use traditional armudu (pear-shaped) glass as they have very strong tea culture. Popular traditional dishes include:

- **Bozbash:** lamb soup that exists in several regional varieties with the addition of different vegetables
- **Qutab:** fried turnover with a filling of greens or minced meat
- **Dushbara:** sort of dumplings of dough filled with ground meat and flavor
- **Piti:** It is a soup stewed with lamb and chickpeas. This popular dish, especially in Sheki, can also contain chestnuts and potatoes.





# CUISINE

**Kebabs:** Made with different kinds of marinated and minced meat, chicken, fish and vegetables like tomato, onion and mushroom, kebabs are popular all over the world. But when you're in Azerbaijan, it would be a shame to miss out on their version.

**Dolma:** This dish is popular in the Middle East as well but the Azerbaijani version tastes different. Cabbages leaves or vine leaves are filled with minced meat, rice, and herbs.

**Plov or pilaf:** Rich with saffron, cinnamon and other herbs, friend meat or chicken and vegetables, this dish is simply delicious.

**Lavangi:** This is another mouthwatering dish consisting of chicken stuffed with herbs and walnuts. Hungry yet?

**Pakhlava:** Who doesn't like dessert? Azerbaijani Pakhlava which is layers of dough with nuts and honey is an absolute treat



# THANK YOU!

You can contact us at (+86 10) 65920300 or email at [teymur.nadiroglu@economy.gov.az](mailto:teymur.nadiroglu@economy.gov.az)

**Office of the Trade Representative**  
**Embassy of Azerbaijan to the P.R. China**