**ETHIOPIA**

### 2020 ANNUAL RESEARCH: KEY HIGHLIGHTS

#### GLOBAL DATA 2019

- **10.3%**
  - Total GDP contribution
- **330MN**
  - 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

#### ETHIOPIA 2019 KEY DATA

- **6.7% OF TOTAL ECONOMY**
  - Total T&T GDP = ETB173,368.0MN (USD6,004.4MN)
- **+0.7%**
  - 2019 Travel & Tourism GDP growth vs +7.5% real economy GDP growth

- **1,957.5 JOBS (000's)**
  - (7.0% of total employment)

- **ETB104,073MN**
  - in visitor spend (49.5% of total exports)
  - (USD3,604.5MN)

#### INBOUND ARRIVALS

1. UNITED STATES 17%
2. UNITED KINGDOM 5%
3. CHINA 5%
4. GERMANY 4%
5. ITALY 4%
REST OF WORLD 65%

#### OUTBOUND DEPARTURES

1. LEBANON 20%
2. SUDAN 18%
3. CHINA 11%
4. SAUDI ARABIA 7%
5. FRANCE 7%
REST OF WORLD 37%

**Note:** Data are average shares over the 2016-2018 period.
Source: Oxford Economics, national sources and UNWTO

#### SECTOR CHARACTERISTICS (2019)

- LEISURE SPENDING: 66%
- BUSINESS SPENDING: 34%
- DOMESTIC SPENDING: 30%
- INTERNATIONAL SPENDING: 70%

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