**ETHIOPIA**

**2020 ANNUAL RESEARCH: KEY HIGHLIGHTS**

**GLOBAL DATA 2019**

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

<table>
<thead>
<tr>
<th>Sector</th>
<th>Share of Total Economy GDP</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mining</td>
<td>0%</td>
</tr>
<tr>
<td>Automotive</td>
<td>5%</td>
</tr>
<tr>
<td>Agriculture</td>
<td>10%</td>
</tr>
<tr>
<td>Travel &amp; Tourism</td>
<td>20%</td>
</tr>
<tr>
<td>Retail</td>
<td>15%</td>
</tr>
<tr>
<td>Financial Services</td>
<td>10%</td>
</tr>
</tbody>
</table>

**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)

- **ETB104,073 MN**
  - 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%
6. **REST OF WORLD** 65%

**OUTBOUND DEPARTURES**

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

**SECTOR CHARACTERISTICS (2019)**

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

Note: Data are average shares over the 2016-2018 period

Source: Oxford Economics, national sources and UNWTO

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