**ETHIOPIA**

2020 ANNUAL RESEARCH: KEY HIGHLIGHTS

**GLOBAL DATA 2019**

- **10.3%**
  - Total GDP contribution

- **330MN**
  - Jobs globally (1 in 10 jobs)

**CONTRIBUTION OF TRAVEL & TOURISM TO GDP**

- **6.7% of total economy**
  - 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

- **+0.7%**
  - Global GDP impact by sector (2018 data). Share of total economy GDP

**ETHIOPIA 2019 KEY DATA**

- **6.7% OF TOTAL ECONOMY**
  - Total T&T GDP = ETB173,368.0MN (USD6,004.4MN)

- **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%

**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