**GLOBAL DATA 2019**

- **10.3%**
  - Total GDP contribution

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

**CONTRIBUTION OF TRAVEL & TOURISM TO GDP**

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

- **6.7% of total economy**
  - Total T&T GDP = ETB173,368.0MN (USD6,004.4MN)

**CONTRIBUTION OF TRAVEL & TOURISM TO EMPLOYMENT**

- **19,575 jobs (000's)**
  - (7.0% of total employment)

**INTERNATIONAL VISITOR IMPACT**

- **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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**ETHIOPIA 2019 KEY DATA**

- **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>0%</td>
</tr>
<tr>
<td>Travel &amp; Tourism</td>
<td>10%</td>
</tr>
<tr>
<td>Retail</td>
<td>5%</td>
</tr>
<tr>
<td>Financial Services</td>
<td>5%</td>
</tr>
</tbody>
</table>

**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