ETIOPIA
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

6.7% OF TOTAL ECONOMY

+0.7%
2019 Travel & Tourism GDP growth vs +7.5% real economy GDP growth

CONTRIBUTION OF TRAVEL & TOURISM TO GDP

TOTAL T&T GDP = ETB173,368.0MN (USD6,004.4MN)

CONTRIBUTION OF TRAVEL & TOURISM TO EMPLOYMENT

1,957.5 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%

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

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