JORDAN
2020 ANNUAL RESEARCH: KEY HIGHLIGHTS

GLOBAL DATA 2019

10.3% Total GDP contribution

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

Jobs globally (1 in 10 jobs)

JORDAN 2019 KEY DATA

CONTRIBUTION OF TRAVEL & TOURISM TO GDP

15.8% OF TOTAL ECONOMY
Total T&T GDP = JOD5,134.4MN (USD7,231.6MN)

+2.2%
2019 Travel & Tourism GDP growth vs +2.3% real economy GDP growth

CONTRIBUTION OF TRAVEL & TOURISM TO EMPLOYMENT

254.7 JOBS (000's)
(17.7% of total employment)

INTERNATIONAL VISITOR IMPACT

JOD4,574.6 MN in visitor spend (40.2% of total exports)
(USD6,443.1MN)

INBOUND ARRIVALS

OUTBOUND DEPARTURES

1. SAUDI ARABIA 18%
2. IRAQ 4%
3. UNITED STATES 3%
4. ISRAEL 2%
5. KUWAIT 2%
REST OF WORLD 71%

1. SAUDI ARABIA 33%
2. UNITED ARAB EMIRATES 13%
3. TURKEY 13%
4. EGYPT 9%
5. SYRIA 7%
REST OF WORLD 25%

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

SECTOR CHARACTERISTICS (2019)

LEISURE SPENDING 88%
BUSINESS SPENDING 12%
DOMESTIC SPENDING 6%
INTERNATIONAL SPENDING 94%

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