15.8% OF TOTAL ECONOMY +2.2%

vs +2.3% real economy GDP growth

254.7 JOBS (000's)

(17.7% of total employment)

JOD4,574.6MN

in visitor spend (40.2% of total exports)

(USD6,443.1MN)

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

0% 5% 10% 15%

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

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

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INTERNATIONAL VISITOR IMPACT

JOD4,574.6MN

in visitor spend (40.2% of total exports)

(USD6,443.1MN)

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%

OUTBOUND DEPARTURES

INBOUND ARRIVALS

SECTOR CHARACTERISTICS (2019)

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

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

GLOBAL DATA 2019

10.3%

Total GDP contribution

330MN

Jobs globally (1 in 10 jobs)

GLOBAL DATA 2019

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