## JORDAN 2020 ANNUAL RESEARCH: KEY HIGHLIGHTS

### Global Data 2019

**10.3%**
Total GDP contribution

**330 MN**
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

Global GDP impact by sector (2018 data). Share of total economy GDP

<table>
<thead>
<tr>
<th>Sector</th>
<th>Share of 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>15%</td>
</tr>
<tr>
<td>Travel &amp; Tourism</td>
<td>33%</td>
</tr>
<tr>
<td>Retail</td>
<td>8%</td>
</tr>
<tr>
<td>Financial Services</td>
<td>17%</td>
</tr>
</tbody>
</table>

Note: Data are average shares over the 2016-2018 period

Source: Oxford Economics, national sources and UNWTO

### Jordan 2019 Key Data

**15.8% of Total Economy**
Total T&T GDP = JOD5,134.4MN (USD7,231.6MN)

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

**254.7 jobs (000’s)**
(17.7% of total employment)

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

### Inbound Arrivals

- 1. Saudi Arabia 18%
- 2. Iraq 4%
- 3. United States 3%
- 4. Israel 2%
- 5. Kuwait 2%
- Rest of World 71%

### Outbound Departures

- 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%

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