JORDAN
2020 ANNUAL RESEARCH: KEY HIGHLIGHTS

GLOBAL DATA 2019

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

10.3% Total GDP contribution

1/4 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

330MN 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)

CONTRIBUTION OF TRAVEL & TOURISM TO EMPLOYMENT
254.7 JOBS (000's)
(17.7% of total employment)

INTERNATIONAL VISITOR IMPACT
JOD4,574.6MN 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%

SECTOR CHARACTERISTICS (2019)

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

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