**JORDAN**

**2020 ANNUAL RESEARCH: KEY HIGHLIGHTS**

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**GLOBAL DATA 2019**

- **10.3%** Total GDP contribution
- **330 MN** Jobs globally (1 in 10 jobs)

**CONTRIBUTION OF TRAVEL & TOURISM TO GDP**

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.

- **15.8% of total economy**
- **+2.2%** real economy GDP growth

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

- Mining
- Automotive
- Agriculture
- Travel & Tourism
- Retail
- Financial Services

**JORDAN 2019 KEY DATA**

- **15.8% of total economy**
- **254.7 jobs (000's)** (17.7% of total employment)
- **JOD4,574.6 MN** in visitor spend (40.2% of total exports)

1 in 4 net new jobs were created by Travel & Tourism over the last five years.

**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.

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