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%

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

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%

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%

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