LAOS
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

LAOS 2019 KEY DATA

9.1% OF TOTAL ECONOMY
Total T&T GDP = LAK15,364.0BN (USD1,770.5MN)

+6.5%
2019 Travel & Tourism GDP growth vs +6.4% real economy GDP growth

329.7 JOBS (000's)
(9.6% of total employment)

LAK7,186.2BN
in visitor spend (12.6% of total exports) (USD828.1MN)

CONTRIBUTION OF TRAVEL & TOURISM TO GDP

CONTRIBUTION OF TRAVEL & TOURISM TO EMPLOYMENT

INTERNATIONAL VISITOR IMPACT

LAOS 2019 KEY DATA

INBOUND ARRIVALS

1. THAILAND 45%
2. VIET NAM 22%
3. CHINA 16%
4. SOUTH KOREA 5%
5. UNITED STATES 1%
REST OF WORLD 11%

OUTBOUND DEPARTURES

1. THAILAND 58%
2. TAIWAN, CHINA 17%
3. CAMBODIA 16%
4. VIET NAM 4%
5. CHINA 2%
REST OF WORLD 3%

SECTOR CHARACTERISTICS (2019)

LEISURE SPENDING 82% 18%
BUSINESS SPENDING
DOMESTIC SPENDING 38% 62%
INTERNATIONAL SPENDING

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