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

CONTRIBUTION OF TRAVEL & TOURISM TO GDP

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

CONTRIBUTION OF TRAVEL & TOURISM TO EMPLOYMENT

329.7 JOBS (000's)

(9.6% of total employment)

INTERNATIONAL VISITOR IMPACT

LAK7,186.2BN

in visitor spend (12.6% of total exports) (USD828.1MN)

INBOUND ARRIVALS

OUTBOUND DEPARTURES

SECTOR CHARACTERISTICS (2019)

LEISURE SPENDING 82%

BUSINESS SPENDING 18%

DOMESTIC SPENDING 38%

INTERNATIONAL SPENDING 62%

1. THAILAND 45%

2. VIET NAM 22%

3. CHINA 16%

4. SOUTH KOREA 5%

5. UNITED STATES 1%

REST OF WORLD 11%

1. THAILAND 58%

2. TAIWAN, CHINA 17%

3. CAMBODIA 16%

4. VIET NAM 4%

5. CHINA 2%

REST OF WORLD 3%

Note: Data are average shares over the 2016-2018 period.
Source: Oxford Economics, national sources and UNWTO.

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