LAOS
2020 ANNUAL RESEARCH: KEY HIGHLIGHTS

GLOBAL DATA 2019

10.3% Total GDP contribution

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

330 MN Jobs globally (1 in 10 jobs)

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)

INTERNATIONAL VISITOR IMPACT

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

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%

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

SECTOR CHARACTERISTICS (2019)

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

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