LEBANON 2020 ANNUAL RESEARCH: KEY HIGHLIGHTS

GLOBAL DATA 2019

10.3% Total GDP contribution

330MN 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

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

100% 5% 10% 15%

Mining
Automotive
Agriculture
Travel & Tourism
Retail
Financial Services

LEBANON 2019 KEY DATA

CONTRIBUTION OF TRAVEL & TOURISM TO GDP

18.0% OF TOTAL ECONOMY
Total T&T GDP = LBP15,853.4BN (USD10,516.3MN)

-1.9%
2019 Travel & Tourism GDP growth vs +0.1% real economy GDP growth

CONTRIBUTION OF TRAVEL & TOURISM TO EMPLOYMENT

434.2 JOBS (000's)
(19.2% of total employment)

INTERNATIONAL VISITOR IMPACT

LBP13,089.9BN in visitor spend (61.6% of total exports)
(USD8,683.2MN)

INBOUND ARRIVALS

1. IRAQ 12%
2. UNITED STATES 9%
3. FRANCE 9%
4. CANADA 6%
5. GERMANY 5%
REST OF WORLD 59%

OUTBOUND DEPARTURES

1. UNITED ARAB EMIRATES 21%
2. TURKEY 14%
3. FRANCE 12%
4. SYRIA 8%
5. EGYPT 6%
REST OF WORLD 39%

SECTOR CHARACTERISTICS (2019)

LEISURE SPENDING 96%
BUSINESS SPENDING 4%
DOMESTIC SPENDING 11%
INTERNATIONAL SPENDING 89%

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