NAMIBIA
2020 ANNUAL RESEARCH: KEY HIGHLIGHTS

GLOBAL DATA 2019

10.3% Total GDP contribution

14.7% of total economy

330k Jobs globally (1 in 10 jobs)

2.5% 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

NAMIBIA 2019 KEY DATA

CONTRIBUTION OF TRAVEL & TOURISM TO GDP

14.7% of total economy

Total T&T GDP = NAD28,610.9MN (USD1,975.4MN)

+0.3%

2019 Travel & Tourism GDP growth vs -2.2% real economy GDP growth

CONTRIBUTION OF TRAVEL & TOURISM TO EMPLOYMENT

114.6 jobs (000's)

(15.4% of total employment)

INTERNATIONAL VISITOR IMPACT

NAD6,411.1MN in visitor spend (8.1% of total exports)

(USD442.6MN)

INBOUND ARRIVALS

1. ANGOLA 27%

2. SOUTH AFRICA 23%

3. ZAMBIA 13%

4. GERMANY 8%

5. ZIMBABWE 6%

REST OF WORLD 23%

OUTBOUND DEPARTURES

1. SOUTH AFRICA 39%

2. ZIMBABWE 36%

3. BOTSWANA 19%

4. ANGOLA 1%

5. NIGERIA 1%

REST OF WORLD 4%

SECTOR CHARACTERISTICS (2019)

LEISURE SPENDING 81%

BUSINESS SPENDING 19%

DOMESTIC SPENDING 74%

INTERNATIONAL SPENDING 26%

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