**NAMIBIA**

2020 ANNUAL RESEARCH: KEY HIGHLIGHTS

**GLOBAL DATA 2019**

10.3%  
Total GDP contribution

330MN  
Jobs globally (1 in 10 jobs)

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

<table>
<thead>
<tr>
<th>Sector</th>
<th>Share</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mining</td>
<td>0%</td>
</tr>
<tr>
<td>Automotive</td>
<td>5%</td>
</tr>
<tr>
<td>Agriculture</td>
<td>10%</td>
</tr>
<tr>
<td>Travel &amp; Tourism</td>
<td>15%</td>
</tr>
<tr>
<td>Retail</td>
<td>20%</td>
</tr>
<tr>
<td>Financial Services</td>
<td>25%</td>
</tr>
</tbody>
</table>

While the global economy grew by 2.5%, Travel & Tourism grew significantly more at 3.5%

+0.3%  
2019 Travel & Tourism GDP growth vs -2.2% real economy GDP growth

**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)

**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%

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

**SECTOR CHARACTERISTICS (2019)**

<table>
<thead>
<tr>
<th>Spending Type</th>
<th>Share</th>
</tr>
</thead>
<tbody>
<tr>
<td>LEISURE SPENDING</td>
<td>81%</td>
</tr>
<tr>
<td>BUSINESS SPENDING</td>
<td>19%</td>
</tr>
<tr>
<td>DOMESTIC SPENDING</td>
<td>74%</td>
</tr>
<tr>
<td>INTERNATIONAL SPENDING</td>
<td>26%</td>
</tr>
</tbody>
</table>

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