14.7% OF TOTAL ECONOMY
10.3% Total GDP contribution

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

114.6 JOBS (000’s)

330MN Jobs globally (1 in 10 jobs)

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

GLOBAL DATA 2019

NAMIBIA
2020 ANNUAL RESEARCH: KEY HIGHLIGHTS

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

14.7% OF TOTAL ECONOMY
Total T&T GDP = NAD28,610.9MN
(USD1,975.4MN)

114.6 JOBS (000’s)
(15.4% of total employment)

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

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