NAMIBIA
2020 ANNUAL RESEARCH: KEY HIGHLIGHTS

GLOBAL DATA 2019

10.3%
Total GDP contribution

330 MN
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

- Mining
- Automotive
- Agriculture
- Travel & Tourism
- Retail
- Financial Services

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

NAD6,411.1 MN
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