CONTRIBUTION OF TRAVEL & TOURISM TO GDP

10.3% Total GDP contribution

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

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

CONTRIBUTION OF TRAVEL & TOURISM TO EMPLOYMENT

331.2 JOBS (000's)
(10.4% of total employment)

INTERNATIONAL VISITOR IMPACT

RWF499.6BN
in visitor spend (30.2% of total exports)
(USD549.9MN)

INBOUND ARRIVALS

1. DEM REP OF CONGO 61%
2. BURUNDI 10%
3. KENYA 7%
4. UGANDA 3%
5. UNITED STATES 3%
REST OF WORLD 16%

OUTBOUND DEPARTURES

1. UGANDA 78%
2. TANZANIA 8%
3. DEM REP OF CONGO 5%
4. UNITED ARAB EMIRATES 3%
5. KENYA 2%
REST OF WORLD 4%

SECTOR CHARACTERISTICS (2019)

- LEISURE SPENDING 48%
- BUSINESS SPENDING 52%
- DOMESTIC SPENDING 40%
- INTERNATIONAL SPENDING 60%

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

330MN Jobs globally (1 in 10 jobs)

As reported in March 2020