**TANZANIA**

2020 ANNUAL RESEARCH: KEY HIGHLIGHTS

**GLOBAL DATA 2019**

- **10.3%** Total GDP contribution
- **330MN** Jobs globally (1 in 10 jobs)
- **10.7% OF TOTAL ECONOMY**
  Total T&T GDP = TZS15,141.1BN (USD6,577.3MN)
- **+5.8%**
  2019 Travel & Tourism GDP growth vs +6.1% real economy GDP growth

**TANZANIA 2019 KEY DATA**

- **CONTRIBUTION OF TRAVEL & TOURISM TO GDP**
- **CONTRIBUTION OF TRAVEL & TOURISM TO EMPLOYMENT**
- **INTERNATIONAL VISITOR IMPACT**
  - in visitor spend (32.7% of total exports)
    (USD2,666.6MN)

**INBOUND ARRIVALS**

1. KENYA 15%
2. UNITED STATES 7%
3. UNITED KINGDOM 5%
4. GERMANY 5%
5. BURUNDI 4%
REST OF WORLD 64%

**OUTBOUND DEPARTURES**

1. ZAMBIA 35%
2. UGANDA 15%
3. KENYA 11%
4. ZIMBABWE 6%
5. SOUTH AFRICA 6%
REST OF WORLD 27%

**SECTOR CHARACTERISTICS (2019)**

- LEISURE SPENDING 84%
- BUSINESS SPENDING 16%
- DOMESTIC SPENDING 32%
- INTERNATIONAL SPENDING 68%

1All values are in constant 2019 prices & exchange rates
As reported in March 2020

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

0% 5% 10% 15%

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