10.3% of Total Economy

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

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

1,550.1 Jobs (000’s)

(T1.1% of total employment)

TZS6,138.6BN

in visitor spend (32.7% of total exports) (USD2,666.6MN)

1. Kenya 15%
2. United States 7%
3. United Kingdom 5%
4. Germany 5%
5. Burundi 4%
Rest of World 64%

1. Zambia 35%
2. Uganda 15%
3. Kenya 11%
4. Zimbabwe 6%
5. South Africa 6%
Rest of World 27%

Leisure Spending 84%
Business Spending 16%
Domestic Spending 32%
International Spending 68%

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.