TANZANIA
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

<table>
<thead>
<tr>
<th>Sector</th>
<th>Share of GDP</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mining</td>
<td>5%</td>
</tr>
<tr>
<td>Automotive</td>
<td>4%</td>
</tr>
<tr>
<td>Agriculture</td>
<td>15%</td>
</tr>
<tr>
<td>Travel &amp; Tourism</td>
<td>35%</td>
</tr>
<tr>
<td>Retail</td>
<td>10%</td>
</tr>
<tr>
<td>Financial Services</td>
<td>21%</td>
</tr>
</tbody>
</table>

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

TANZANIA 2019 KEY DATA

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)
(11.1% of total employment)

TZS6,138.6 BN 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%

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

SECTOR CHARACTERISTICS (2019)

84%
LEISURE SPENDING

16%
BUSINESS SPENDING

32%
DOMESTIC SPENDING

68%
INTERNATIONAL SPENDING

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