CONTRIBUTION OF TRAVEL & TOURISM TO GDP

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: 0%
- Automotive: 5%
- Agriculture: 10%
- Travel & Tourism: 15%
- Retail: 10%
- Financial Services: 15%

Total GDP contribution: 10.3% of total economy

Global Travel & Tourism GDP growth: +5.8% vs +6.1% real economy GDP growth

CONTRIBUTION OF TRAVEL & TOURISM TO EMPLOYMENT

10.7% of total economy

Total T&T GDP = TZS15,141.1BN (USD6,577.3MN)

1,550.1 jobs (000’s) (11.1% of total employment)

INTERNATIONAL VISITOR IMPACT

TZS6,138.6BN 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)

<table>
<thead>
<tr>
<th>Category</th>
<th>Leverage</th>
<th>Spend</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leisure Spending</td>
<td>84%</td>
<td></td>
</tr>
<tr>
<td>Business Spending</td>
<td></td>
<td>16%</td>
</tr>
<tr>
<td>Domestic Spending</td>
<td>32%</td>
<td></td>
</tr>
<tr>
<td>International Spending</td>
<td></td>
<td>68%</td>
</tr>
</tbody>
</table>

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.