TANZANIA
2020 ANNUAL RESEARCH: KEY HIGHLIGHTS

GLOBAL DATA 2019

- **10.3%**
  - Total GDP contribution

- **330 MN**
  - Jobs globally (1 in 10 jobs)

- **10.7% 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

- **+5.8%**
  - 2019 Travel & Tourism GDP growth vs +6.1% real economy GDP growth

TANZANIA 2019 KEY DATA

- **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)

- **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%**
6. **REST OF WORLD 64%**

OUTBOUND DEPARTURES

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

SECTOR CHARACTERISTICS (2019)

- **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

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