**TANZANIA 2020 ANNUAL RESEARCH: KEY HIGHLIGHTS**

**GLOBAL DATA 2019**

- **10.3%** Total GDP contribution

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

**TANZANIA 2019 KEY DATA**

- **10.7%** of Total Economy
  - Total T&T GDP = TZS15,141.1BN (USD6,577.3MN)
  - 1 in 4 net new jobs were created by Travel & Tourism over the last five years

- **1,550.1** jobs (000’s)
  - (1.1% of total employment)

- **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)**

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

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