TANZANIA 2020 ANNUAL RESEARCH: KEY HIGHLIGHTS

GLOBAL DATA 2019

10.3% Total GDP contribution

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

2.5% 3.5% 5% 10% 15%

TANZANIA 2019 KEY DATA

CONTRIBUTION OF TRAVEL & TOURISM TO GDP

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

CONTRIBUTION OF TRAVEL & TOURISM TO EMPLOYMENT

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)

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