TONGA
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

- Mining
- Automotive
- Agriculture
- Travel & Tourism
- Retail
- Financial Services

0% 5% 10% 15%

TONGA 2019 KEY DATA

CONTRIBUTION OF TRAVEL & TOURISM TO GDP

12.1% OF TOTAL ECONOMY
Total T&T GDP = TOP120.6MN (USD52.6MN)

+1.3%
2019 Travel & Tourism GDP growth vs +1.5% real economy GDP growth

CONTRIBUTION OF TRAVEL & TOURISM TO EMPLOYMENT

5.1 JOBS (000’s)
(12.8% of total employment)

INTERNATIONAL VISITOR IMPACT

TOP113.7 MN
in visitor spend (59.2% of total exports)
(USD49.6MN)

INBOUND ARRIVALS

- 1. NEW ZEALAND 48%
- 2. AUSTRALIA 21%
- 3. UNITED STATES 13%
- 4. FIJI 4%
- 5. CHINA 2%
- REST OF WORLD 12%

OUTBOUND DEPARTURES

- 1. NEW ZEALAND 57%
- 2. AUSTRALIA 26%
- 3. UNITED STATES 9%
- 4. CHINA 3%
- 5. SOUTH KOREA 0%
- REST OF WORLD 5%

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

SECTOR CHARACTERISTICS (2019)

- LEISURE SPENDING 30%
- BUSINESS SPENDING 70%
- DOMESTIC SPENDING 7%
- INTERNATIONAL SPENDING 93%

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