TUNISIA
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

TUNISIA 2019 KEY DATA

CONTRIBUTION OF TRAVEL & TOURISM TO GDP

13.9% OF TOTAL ECONOMY

Total T&T GDP = TND15,761.8 MN (USD5,355.4 MN)

+12.9%

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

CONTRIBUTION OF TRAVEL & TOURISM TO EMPLOYMENT

373.5 JOBS (000’s)

(10.8% of total employment)

INTERNATIONAL VISITOR IMPACT

TND8,173.6 MN in visitor spend (14.3% of total exports)

(USD2,777.2 MN)

INBOUND ARRIVALS

1. ALGERIA 33%
2. LIBYA 19%
3. FRANCE 8%
4. RUSSIAN FEDERATION 8%
5. GERMANY 3%
REST OF WORLD 29%

OUTBOUND DEPARTURES

1. ALGERIA 41%
2. FRANCE 40%
3. TURKEY 5%
4. SAUDI ARABIA 4%
5. MOROCCO 2%
REST OF WORLD 8%

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

SECTOR CHARACTERISTICS (2019)

LEISURE SPENDING 70% BUSINESS SPENDING 30%
DOMESTIC SPENDING 48% INTERNATIONAL SPENDING 52%

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