UGANDA
2020 ANNUAL RESEARCH: KEY HIGHLIGHTS

GLOBAL DATA 2019

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

UGANDA 2019 KEY DATA

CONTRIBUTION OF TRAVEL & TOURISM TO GDP

5.6% OF TOTAL ECONOMY
Total T&T GDP = UGX6,622.0BN (USD1,787.9MN)

-3.2%
2019 Travel & Tourism GDP growth vs +5.8% real economy GDP growth

CONTRIBUTION OF TRAVEL & TOURISM TO EMPLOYMENT

536.6 JOBS (000's)
(5.8% of total employment)

INTERNATIONAL VISITOR IMPACT

UGX3,702.7 BN
in visitor spend (16.6% of total exports)
(USD999.7MN)

INBOUND ARRIVALS

OUTBOUND DEPARTURES

1. RWANDA 30%
2. KENYA 26%
3. DEM REPUBLIC OF CONGO 7%
4. TANZANIA 6%
5. UNITED STATES 5%
REST OF WORLD 26%

1. UNITED ARAB EMIRATES 22%
2. KENYA 20%
3. TANZANIA 13%
4. RWANDA 11%
5. CHINA 6%
REST OF WORLD 28%

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

SECTOR CHARACTERISTICS (2019)

LEISURE SPENDING 87%
BUSINESS SPENDING 13%
DOMESTIC SPENDING 32%
INTERNATIONAL SPENDING 68%

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