VANUATU
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

VANUATU 2019 KEY DATA

CONTRIBUTION OF TRAVEL & TOURISM TO GDP

34.7% OF TOTAL ECONOMY
Total T&T GDP = VUV36,453.7MN (USD327.6MN)

+0.9%
2019 Travel & Tourism GDP growth vs +3.3% real economy GDP growth

CONTRIBUTION OF TRAVEL & TOURISM TO EMPLOYMENT

29.0 JOBS (000's)
(36.0% of total employment)

INTERNATIONAL VISITOR IMPACT

VUV34,954.7MN in visitor spend (67.3% of total exports)
(USD314.1MN)

INBOUND ARRIVALS

1. AUSTRALIA 53%
2. NEW ZEALAND 11%
3. FRANCE 3%
4. FIJI 2%
5. SOLOMON ISLANDS 2%
REST OF WORLD 29%

OUTBOUND DEPARTURES

1. AUSTRALIA 56%
2. NEW ZEALAND 29%
3. SOLOMON ISLANDS 4%
4. CHINA 3%
5. SOUTH KOREA 1%
REST OF WORLD 7%

SECTOR CHARACTERISTICS (2019)

LEISURE SPENDING 89%
BUSINESS SPENDING 11%
DOMESTIC SPENDING 6%
INTERNATIONAL SPENDING 94%

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

330MN Jobs globally (1 in 10 jobs)

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