7.0% OF TOTAL ECONOMY +7.5%

vs

+1.7% real economy GDP growth

469.7 JOBS (000's)

(7.2% of total employment)

ZMK10.9BN

in visitor spend (10.0% of total exports)

(USD849.4MN)

CONTRIBUTION OF TRAVEL & TOURISM TO GDP

CONTRIBUTION OF TRAVEL & TOURISM TO EMPLOYMENT

INTERNATIONAL VISITOR IMPACT

GDP impact by sector (2018 data). Share of total economy GDP

1 in 4 net new jobs were created by Travel & Tourism over the last five years

Total T&T GDP = ZMK21.8BN (USD1,701.1MN)

Global GDP impact by sector (2018 data). Share of total economy GDP

Jobs globally (1 in 10 jobs)

While the global economy grew by 2.5%, Travel & Tourism grew significantly more at 3.5%

ZAMBIA 2019 KEY DATA

1. ZIMBABWE 26%
2. TANZANIA 20%
3. SOUTH AFRICA 11%
4. BOTSWANA 4%
5. UNITED STATES 4%
REST OF WORLD 35%

1. ZIMBABWE 29%
2. NAMIBIA 18%
3. SOUTH AFRICA 17%
4. MALAWI 11%
5. BOTSWANA 11%
REST OF WORLD 14%

INBOUND ARRIVALS

OUTBOUND DEPARTURES

1. ZIMBABWE 26%
2. TANZANIA 20%
3. SOUTH AFRICA 11%
4. BOTSWANA 4%
5. UNITED STATES 4%
REST OF WORLD 35%

1. ZIMBABWE 29%
2. NAMIBIA 18%
3. SOUTH AFRICA 17%
4. MALAWI 11%
5. BOTSWANA 11%
REST OF WORLD 14%

SECTOR CHARACTERISTICS (2019)

LEISURE SPENDING
BUSINESS SPENDING
DOMESTIC SPENDING
INTERNATIONAL SPENDING

39% 61%
43% 57%

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