### ZAMBIA 2020 ANNUAL RESEARCH: KEY HIGHLIGHTS

**GLOBAL DATA 2019**

- **10.3%** Total GDP contribution
- **330 MN** Jobs globally (1 in 10 jobs)

**CONTRIBUTION OF TRAVEL & TOURISM TO GDP**
- **7.0% OF TOTAL ECONOMY**
  - Total T&T GDP = ZMK21.8BN (USD1,701.1MN)
- **+7.5%** 2019 Travel & Tourism GDP growth vs +1.7% real economy GDP growth

**CONTRIBUTION OF TRAVEL & TOURISM TO EMPLOYMENT**
- **469.7 JOBS (000's)** (7.2% of total employment)

**INTERNATIONAL VISITOR IMPACT**
- **ZMK10.9 BN** in visitor spend (10.0% of total exports) (USD849.4MN)

### INBOUND ARRIVALS

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

### OUTBOUND DEPARTURES

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: 39%
- BUSINESS SPENDING: 61%
- DOMESTIC SPENDING: 43%
- INTERNATIONAL SPENDING: 57%

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

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