ZAMBIA
2020 ANNUAL RESEARCH: KEY HIGHLIGHTS

GLOBAL DATA 2019

10.3% Total GDP contribution

330MN 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

ZAMBIA 2019 KEY DATA

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

ZMK10.9BN 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% 61%
BUSINESS SPENDING
DOMESTIC SPENDING 43% 57%
INTERNATIONAL SPENDING

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