**ZAMBIA**

**2020 ANNUAL RESEARCH: KEY HIGHLIGHTS**

**GLOBAL DATA 2019**

- **10.3%** Total GDP contribution
- **330 MN** 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

- Mining
- Automotive
- Agriculture
- Travel & Tourism
- Retail
- Financial Services

0% 5% 10% 15%

**ZAMBIA 2019 KEY DATA**

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

- **469.7 JOBS (000's)**
  - (7.2% of total employment)

- **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