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:

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

330MN
Jobs globally (1 in 10 jobs)

10.3%
Total GDP contribution

2.5%
6.0% OF TOTAL ECONOMY
Total T&T GDP = USD1,264.2MN

160.7 JOBS (000’s)
(6.2% of total employment)

USD197.0MN
in visitor spend (4.4% of total exports)

1. SOUTH AFRICA 20%
2. MALAWI 18%
3. ZAMBIA 14%
4. NAMIBIA 9%
5. MOZAMBIQUE 8%
REST OF WORLD 31%

1. SOUTH AFRICA 62%
2. BOTSWANA 17%
3. ZAMBIA 8%
4. MOZAMBIQUE 4%
5. MALAWI 3%
REST OF WORLD 6%

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