ZIMBABWE
2020 ANNUAL RESEARCH: KEY HIGHLIGHTS

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

0% 5% 10% 15%

CONTRIBUTION OF TRAVEL & TOURISM TO GDP

10.3%

Total GDP contribution

2.5%

6.0% OF TOTAL ECONOMY

USD1,264.2MN

2019 Travel & Tourism GDP growth vs -3.7% real economy GDP growth

CONTRIBUTION OF TRAVEL & TOURISM TO EMPLOYMENT

160.7 JOBS (000's)

(6.2% of total employment)

INTERNATIONAL VISITOR IMPACT

USD197.0MN

in visitor spend (4.4% of total exports)

INBOUND ARRIVALS

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

OUTBOUND DEPARTURES

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

SECTOR CHARACTERISTICS (2019)

LEISURE SPENDING
BUSINESS SPENDING
DOMESTIC SPENDING
INTERNATIONAL SPENDING

88% 12%

80% 20%

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