GLOBAL DATA 2019

10.3% Total GDP contribution

330 MN Jobs globally (1 in 10 jobs)

1 in 4 net new jobs were created by Travel & Tourism over the last five years

While the global economy grew by 2.5%, Travel & Tourism grew significantly more at 3.5%

Global GDP impact by sector (2018 data). Share of total economy GDP

GLOBAL DATA 2019 KEY DATA

CONTRIBUTION OF TRAVEL & TOURISM TO GDP

6.0% OF TOTAL ECONOMY

Total T&T GDP = USD1,264.2MN

-0.1%

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

USD197.0 MN

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: 88%
BUSINESS SPENDING: 12%
DOMESTIC SPENDING: 80%
INTERNATIONAL SPENDING: 20%

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