ZIMBABWE
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

ZIMBABWE 2019 KEY DATA

- **6.0%** of total economy
- **-0.1%** vs -3.7% real economy GDP growth

Total T&T GDP = USD1,264.2MN

- **160.7** JOBS (000's)
  - (6.2% of total employment)

USD**197.0 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