### Botswana 2020 Annual Research: Key Highlights

**Global Data 2019**

- **10.3%** Total GDP contribution
- **330 MN** Jobs globally (1 in 10 jobs)
- **12.6% of Total Economy**
- **1 in 4 net new jobs** were created by Travel & Tourism over the last five years
- **+3.6%** Travel & Tourism GDP growth vs +3.6% real economy GDP growth

**Botswana 2019 Key Data**

- **12.6% of Total Economy**
- **92.3 Jobs (000’s)** (10.9% of total employment)
- **BWP 11,860.9 MN** in visitor spend (16.1% of total exports)

**Inbound Arrivals**

- **1. Zimbabwe 35%**
- **2. South Africa 35%**
- **3. Zambia 7%**
- **4. Namibia 6%**
- **5. United States 3%**
- **REST OF WORLD 14%**

**Outbound Departures**

- **1. South Africa 77%**
- **2. Zimbabwe 10%**
- **3. Namibia 6%**
- **4. Zambia 5%**
- **5. Lesotho 1%**
- **REST OF WORLD 1%**

**Sector Characteristics (2019)**

- **Leisure Spending**
- **Business Spending**
- **Domestic Spending**
- **International Spending**

Note: Data are average shares over the 2016-2018 period.
Source: Oxford Economics, national sources and UNWTO.

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