

BOTSWANA

2020 ANNUAL RESEARCH: KEY HIGHLIGHTS ¹

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



BOTSWANA 2019 KEY DATA



CONTRIBUTION OF TRAVEL & TOURISM TO GDP

12.6% OF TOTAL ECONOMY
Total T&T GDP = BWP24,987.4MN (USD2,318.0MN)

+3.6%

2019 Travel & Tourism GDP growth vs **+3.6%** real economy GDP growth



CONTRIBUTION OF TRAVEL & TOURISM TO EMPLOYMENT

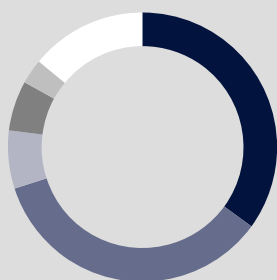
92.3 JOBS (000's)
(10.9% of total employment)



INTERNATIONAL VISITOR IMPACT

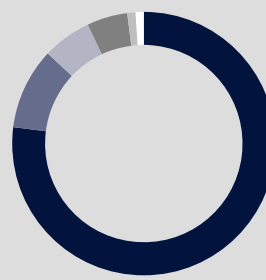
BWP11,860.9_{MN}
in visitor spend (**16.1%** of total exports)
(USD1,100.3MN)

INBOUND ARRIVALS



- 1. ZIMBABWE **35%**
- 2. SOUTH AFRICA **35%**
- 3. ZAMBIA **7%**
- 4. NAMIBIA **6%**
- 5. UNITED STATES **3%**
- **REST OF WORLD 14%**

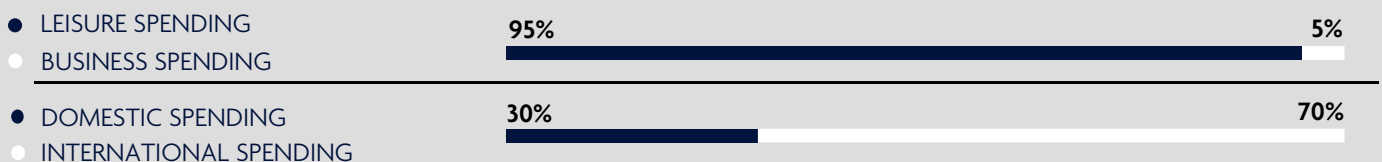
OUTBOUND DEPARTURES



- 1. SOUTH AFRICA **77%**
- 2. ZIMBABWE **10%**
- 3. NAMIBIA **6%**
- 4. ZAMBIA **5%**
- 5. LESOTHO **1%**
- **REST OF WORLD 1%**

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

SECTOR CHARACTERISTICS (2019)



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