BOTSWANA
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

12.6% of total economy +3.6% real economy GDP growth

92.3 JOBS (000’s)

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

BWP11,860.9 MN in visitor spend (16.1% of total exports)

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

CONTRIBUTION OF TRAVEL & TOURISM TO GDP

CONTRIBUTION OF TRAVEL & TOURISM TO EMPLOYMENT

INTERNATIONAL VISITOR IMPACT

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

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

INBOUND ARRIVALS

OUTBOUND DEPARTURES

SECTOR CHARACTERISTICS (2019)

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

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