12.6% of total economy

+3.6% vs 2.5% real economy GDP growth

92.3 jobs (000’s)

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

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.

CONTRIBUTION OF TRAVEL & TOURISM TO GDP

10.3% Total GDP contribution

330 MN Jobs globally (1 in 10 jobs)

2.5% Travel & Tourism grew significantly more at 3.5%

3.5%

GLOBAL DATA 2019

12.6% of total economy

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

botswana 2019 key data

CONTRIBUTION OF TRAVEL & TOURISM TO EMPLOYMENT

92.3 jobs (000’s) (10.9% of total employment)

INTERNATIONAL VISITOR IMPACT

BWP11,860.9MN

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%
6. REST OF WORLD 14%

outbound departures

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

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

sector characteristics (2019)

- LEISURE SPENDING: 95%
- BUSINESS SPENDING: 5%
- DOMESTIC SPENDING: 30%
- INTERNATIONAL SPENDING: 70%

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