**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.

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

- Mining
- Automotive
- Agriculture
- Travel & Tourism
- Retail
- Financial Services

**Botswana 2019 Key Data**

- **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**

- **BWP 11,860.9 MN**
  - in visitor spend (16.1% of total exports)
  - (USD1,100.3 MN)

**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%

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