BURKINA FASO
2020 ANNUAL RESEARCH: KEY HIGHLIGHTS

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.

10.3% Total GDP contribution

330 MN Jobs globally (1 in 10 jobs)

3.3% OF TOTAL ECONOMY
Total T&T GDP = XOF293.6BN (USD499.0MN)

+3.1% 2019 Travel & Tourism GDP growth vs +6.0% real economy GDP growth

3.3% OF TOTAL ECONOMY

159.6 JOBS (000's)
(3.4% of total employment)

INTERNATIONAL VISITOR IMPACT
XOF112.5 BN in visitor spend (4.5% of total exports)
(USD191.2MN)

BURKINA FASO 2019 KEY DATA

INBOUND ARRIVALS

1. FRANCE 16%
2. CÔTE D’IVOIRE 12%
3. MALI 8%
4. NIGER 6%
5. SENEGAL 5%
REST OF WORLD 53%

OUTBOUND DEPARTURES

1. CÔTE D’IVOIRE 28%
2. GHANA 19%
3. FRANCE 10%
4. BENIN 8%
5. TOGO 7%
REST OF WORLD 28%

SECTOR CHARACTERISTICS (2019)

- LEISURE SPENDING
- BUSINESS SPENDING 57% 43%
- DOMESTIC SPENDING
- INTERNATIONAL SPENDING 52% 48%

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

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