2020 ANNUAL RESEARCH: KEY HIGHLIGHTS

GLOBAL DATA 2019

10.3% Total GDP contribution
330MN 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

<table>
<thead>
<tr>
<th>Sector</th>
<th>Share of Total Economy GDP</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mining</td>
<td>5%</td>
</tr>
<tr>
<td>Automotive</td>
<td>4%</td>
</tr>
<tr>
<td>Agriculture</td>
<td>3%</td>
</tr>
<tr>
<td>Travel &amp; Tourism</td>
<td>2%</td>
</tr>
<tr>
<td>Retail</td>
<td>2%</td>
</tr>
<tr>
<td>Financial Services</td>
<td>1%</td>
</tr>
</tbody>
</table>

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

BURKINA FASO 2019 KEY DATA

CONTRIBUTION OF TRAVEL & TOURISM TO GDP

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

CONTRIBUTION OF TRAVEL & TOURISM TO EMPLOYMENT

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

INTERNATIONAL VISITOR IMPACT

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

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%

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

SECTOR CHARACTERISTICS (2019)

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

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