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

 CONTRIBUTION OF TRAVEL & TOURISM TO GDP

3.5% of total economy

+1.4%

2019 Travel & Tourism GDP growth vs +1.6% real economy GDP growth

 CONTRIBUTION OF TRAVEL & TOURISM TO EMPLOYMENT

69.5 jobs (000’s)

(3.5% of total employment)

INTERNATIONAL VISITOR IMPACT

BIF 10.9 BN

in visitor spend (4.1% of total exports)

(USD5.9 MN)

OUTBOUND DEPARTURES

1. RWANDA
2. TANZANIA
3. UGANDA
4. DEMOCRATIC REPUBLIC OF CONGO
5. KENYA
REST OF WORLD

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

SECTOR CHARACTERISTICS (2019)

- LEISURE SPENDING
  - 44%
- BUSINESS SPENDING
  - 56%
- DOMESTIC SPENDING
  - 94%
- INTERNATIONAL SPENDING
  - 6%

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