CAMEROON 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.

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

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

0% 5% 10% 15%

10.3% Total GDP contribution

330MN Jobs globally (1 in 10 jobs)

2.5% 3.5%

CAMEROON 2019 KEY DATA

CONTRIBUTION OF TRAVEL & TOURISM TO GDP

8.0% OF TOTAL ECONOMY
Total T&T GDP = XAF1,825.6BN (USD3,102.7MN)

+5.7% 2019 Travel & Tourism GDP growth vs +4.2% real economy GDP growth

CONTRIBUTION OF TRAVEL & TOURISM TO EMPLOYMENT

907.8 JOBS (000’s)
(8.3% of total employment)

INTERNATIONAL VISITOR IMPACT

XAF365.1BN in visitor spend (9.3% of total exports) (USD620.6MN)

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

INBOUND ARRIVALS

- 1. FRANCE 10%
- 2. BELGIUM 6%
- 3. UNITED STATES 5%
- 4. UNITED KINGDOM 5%
- 5. GERMANY 3%
- REST OF WORLD 71%

OUTBOUND DEPARTURES

- 1. NIGERIA 41%
- 2. FRANCE 19%
- 3. CÔTE D’IVOIRE 5%
- 4. UNITED STATES 4%
- 5. REPUBLIC OF CONGO 3%
- REST OF WORLD 28%

SECTOR CHARACTERISTICS (2019)

- LEISURE SPENDING 37%
- BUSINESS SPENDING 63%
- DOMESTIC SPENDING 76%
- INTERNATIONAL SPENDING 24%

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