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

CONTRIBUTION OF TRAVEL & TOURISM TO GDP

10.3% Total GDP contribution

2.5% Mining

3.5% Automotive

3.5% Agriculture

4.2% Travel & Tourism

5.7% Retail

10% Financial Services

330MN Jobs globally (1 in 10 jobs)

907.8 JOBS (000's) (1 in 4 net new jobs)

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%

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)

SECTOR CHARACTERISTICS (2019)

LEISURE SPENDING 37%

BUSINESS SPENDING 63%

DOMESTIC SPENDING 76%

INTERNATIONAL SPENDING 24%

All values are in constant 2019 prices & exchange rates

As reported in March 2020

Note: Data are average shares over the 2016-2018 period

Source: Oxford Economics, national sources and UNWTO