CHAD
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%.

CONTRIBUTION OF TRAVEL & TOURISM TO GDP

3.7% OF TOTAL ECONOMY
Total T&T GDP = XAF244.3BN (USD415.1MN)

+2.3% 2019 Travel & Tourism GDP growth vs +2.4% real economy GDP growth

CONTRIBUTION OF TRAVEL & TOURISM TO EMPLOYMENT

101.1 JOBS (000’s)
(3.8% of total employment)

INTERNATIONAL VISITOR IMPACT

XAF47.8BN in visitor spend (1.9% of total exports)
(USD81.2MN)

INBOUND ARRIVALS

1. FRANCE 21%
2. UNITED STATES 11%
3. CANADA 6%
4. CHINA 3%
5. ITALY 3%
REST OF WORLD 56%

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

SECTOR CHARACTERISTICS (2019)

- LEISURE SPENDING 89%
- BUSINESS SPENDING 11%
- DOMESTIC SPENDING 71%
- INTERNATIONAL SPENDING 29%

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

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

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