CÔTE D’IVOIRE
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

2.5%

3.5%

10.2% of total economy

+6.8%
2019 Travel & Tourism GDP growth vs +7.2% real economy GDP growth

330
Jobs globally (1 in 10 jobs)

864.0
JOBS (000’s)
(10.4% of total employment)

XOF327.3BN
in visitor spend (4.1% of total exports)
(USD556.3MN)

CÔTE D’IVOIRE 2019 KEY DATA

CONTRIBUTION OF TRAVEL & TOURISM TO GDP

CONTRIBUTION OF TRAVEL & TOURISM TO EMPLOYMENT

INTERNATIONAL VISITOR IMPACT

INBOUND ARRIVALS

1. FRANCE 31%
2. BURKINA FASO 9%
3. UNITED STATES 8%
4. MALI 7%
5. SENEGAL 7%
REST OF WORLD 38%

OUTBOUND DEPARTURES

1. GHANA 29%
2. NIGERIA 11%
3. MOROCCO 10%
4. TOGO 10%
5. SENEGAL 6%
REST OF WORLD 34%

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

SECTOR CHARACTERISTICS (2019)

LEISURE SPENDING 27% 73%
BUSINESS SPENDING
DOMESTIC SPENDING 86% 14%
INTERNATIONAL SPENDING

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