10.3% of total GDP contributed by Travel & Tourism, which grew significantly more at 3.5%.

864,000 jobs (10.4% of total employment) were created by Travel & Tourism over the last five years.

Global GDP impact by sector in 2018:
- Mining: 0%
- Automotive: 5%
- Agriculture: 10%
- Travel & Tourism: 15%
- Retail: 10%
- Financial Services: 5%


CÔTE D’IVOIRE
2020 ANNUAL RESEARCH: KEY HIGHLIGHTS

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%

CONTRIBUTION OF TRAVEL & TOURISM TO GDP

10.2% of total economy

Total T&T GDP = XOF2,597.0BN (USD4,413.6MN)

+6.8%

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

CONTRIBUTION OF TRAVEL & TOURISM TO EMPLOYMENT

864.0 JOBS (000’s)

(10.4% of total employment)

INTERNATIONAL VISITOR IMPACT

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

(USD556.3MN)

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%
- BUSINESS SPENDING 73%
- DOMESTIC SPENDING 86%
- INTERNATIONAL SPENDING 14%

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