**ETHIOPIA**

**2020 ANNUAL RESEARCH: KEY HIGHLIGHTS**

**GLOBAL DATA 2019**

- **10.3%**
  - Total GDP contribution

- **330 MN**
  - Jobs globally (1 in 10 jobs)

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

---

**ETHIOPIA 2019 KEY DATA**

**CONTRIBUTION OF TRAVEL & TOURISM TO GDP**

- **6.7% OF TOTAL ECONOMY**
  - Total T&T GDP = ETB173,368.0MN (USD6,004.4MN)

- **+0.7%**
  - 2019 Travel & Tourism GDP growth vs +7.5% real economy GDP growth

**CONTRIBUTION OF TRAVEL & TOURISM TO EMPLOYMENT**

- **1,957.5 JOBS (000's)**
  - (7.0% of total employment)

**INTERNATIONAL VISITOR IMPACT**

- **ETB104,073 MN**
  - in visitor spend (49.5% of total exports)
  - (USD3,604.5MN)

**INBOUND ARRIVALS**

1. UNITED STATES 17%
2. UNITED KINGDOM 5%
3. CHINA 5%
4. GERMANY 4%
5. ITALY 4%
**REST OF WORLD 65%**

**OUTBOUND DEPARTURES**

1. LEBANON 20%
2. SUDAN 18%
3. CHINA 11%
4. SAUDI ARABIA 7%
5. FRANCE 7%
**REST OF WORLD 37%**

---

**SECTOR CHARACTERISTICS (2019)**

- **LEISURE SPENDING**
  - 66%

- **BUSINESS SPENDING**
  - 34%

- **DOMESTIC SPENDING**
  - 30%

- **INTERNATIONAL SPENDING**
  - 70%

---

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