JORDAN
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%

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

15.8% OF TOTAL ECONOMY
Total T&T GDP = JOD5,134.4MN (USD7,231.6MN)

+2.2%
2019 Travel & Tourism GDP growth vs +2.3% real economy GDP growth

CONTRIBUTION OF TRAVEL & TOURISM TO GDP

CONTRIBUTION OF TRAVEL & TOURISM TO EMPLOYMENT

254.7 JOBS (000's)
(17.7% of total employment)

INTERNATIONAL VISITOR IMPACT

JOD4,574.6MN in visitor spend (40.2% of total exports) (USD6,443.1MN)

JORDAN 2019 KEY DATA

INBOUND ARRIVALS

OUTBOUND DEPARTURES

SECTOR CHARACTERISTICS (2019)

1. SAUDI ARABIA 18%
2. IRAQ 4%
3. UNITED STATES 3%
4. ISRAEL 2%
5. KUWAIT 2%
REST OF WORLD 71%

1. SAUDI ARABIA 33%
2. UNITED ARAB EMIRATES 13%
3. TURKEY 13%
4. EGYPT 9%
5. SYRIA 7%
REST OF WORLD 25%

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

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