LEBANON 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

LEBANON 2019 KEY DATA

CONTRIBUTION OF TRAVEL & TOURISM TO GDP
18.0% OF TOTAL ECONOMY
Total T&T GDP = LBP15,853.4BN (USD10,516.3MN)
2019 Travel & Tourism GDP growth (19.2% of total employment)

-1.9% vs +0.1% real economy GDP growth

CONTRIBUTION OF TRAVEL & TOURISM TO EMPLOYMENT
434.2 JOBS (000's)
(19.2% of total employment)

INTERNATIONAL VISITOR IMPACT
LBP13,089.9 BN in visitor spend (61.6% of total exports)
(USD8,683.2MN)

INBOUND ARRIVALS
- 1. IRAQ 12%
- 2. UNITED STATES 9%
- 3. FRANCE 9%
- 4. CANADA 6%
- 5. GERMANY 5%
- REST OF WORLD 59%

OUTBOUND DEPARTURES
- 1. UNITED ARAB EMIRATES 21%
- 2. TURKEY 14%
- 3. FRANCE 12%
- 4. SYRIA 8%
- 5. EGYPT 6%
- REST OF WORLD 39%

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

SECTOR CHARACTERISTICS (2019)
- LEISURE SPENDING 96%
- BUSINESS SPENDING 4%
- DOMESTIC SPENDING 11%
- INTERNATIONAL SPENDING 89%

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