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: 0.5%
- Automotive: 4.0%
- Agriculture: 10.0%
- Travel & Tourism: 11.5%
- Retail: 6.0%
- Financial Services: 15.0%

In 2019, Travel & Tourism GDP grew significantly more at 3.5% vs 2.5% real economy GDP growth.

Total T&T GDP = ZMK21.8BN (USD1,701.1MN)

7.0% of total economy (3.5% of total employment)

469.7 jobs (000’s) (7.2% of total employment)

ZMK10.9BN in visitor spend (10.0% of total exports)

(USD849.4MN)

INBOUND ARRIVALS

1. ZIMBABWE 26%
2. TANZANIA 20%
3. SOUTH AFRICA 11%
4. BOTSWANA 4%
5. UNITED STATES 4%
6. REST OF WORLD 35%

OUTBOUND DEPARTURES

1. ZIMBABWE 29%
2. NAMIBIA 18%
3. SOUTH AFRICA 17%
4. MALAWI 11%
5. BOTSWANA 11%
6. REST OF WORLD 14%

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

**SECTOR CHARACTERISTICS (2019)**

- Leisure Spending: 39%
- Business Spending: 61%
- Domestic Spending: 43%
- International Spending: 57%

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