BENIN 2020 ANNUAL RESEARCH: KEY HIGHLIGHTS

GLOBAL DATA 2019

10.3% Total GDP contribution

While the global economy grew by 2.5%, Travel & Tourism grew significantly more at 3.5%

250.2 JOBS (000’s) (5.3% of total employment)

5.1% OF TOTAL ECONOMY

2019 Travel & Tourism GDP growth vs +5.9% real economy GDP growth

GLOBAL DATA 2019

+7.2%

1 in 4 net new jobs were created by Travel & Tourism over the last five years

330MN Jobs globally (1 in 10 jobs)

INBOUND ARRIVALS

OUTBOUND DEPARTURES

1. NIGERIA 10% 1. NIGERIA 39%
2. NIGER 6% 2. FRANCE 18%
3. BURKINA FASO 5% 3. CÔTE D’IVOIRE 12%
4. TOGO 5% 4. TOGO 10%
5. FRANCE 5% 5. GHANA 6%
REST OF WORLD 69% REST OF WORLD 15%

INTERNATIONAL VISITOR IMPACT

XOF109.1BN in visitor spend (4.7% of total exports) (USD185.4MN)

CONTRIBUTION OF TRAVEL & TOURISM TO GDP

5.3% of total employment

CONTRIBUTION OF TRAVEL & TOURISM TO EMPLOYMENT

38% LEISURE SPENDING

62% BUSINESS SPENDING

58% DOMESTIC SPENDING

42% INTERNATIONAL SPENDING

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

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