

**BURKINA FASO**

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

<table>
<thead>
<tr>
<th>Sector</th>
<th>Share of Total Economy GDP</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mining</td>
<td>0.5%</td>
</tr>
<tr>
<td>Automotive</td>
<td>2.0%</td>
</tr>
<tr>
<td>Agriculture</td>
<td>3.0%</td>
</tr>
<tr>
<td>Travel &amp; Tourism</td>
<td>10.4%</td>
</tr>
<tr>
<td>Retail</td>
<td>4.0%</td>
</tr>
<tr>
<td>Financial Services</td>
<td>13.0%</td>
</tr>
</tbody>
</table>

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

**CONTRIBUTION OF TRAVEL & TOURISM TO GDP**

- **3.3% OF TOTAL ECONOMY**
  - Total T&T GDP = XOF293.6BN (USD499.0MN)

- **+3.1%**
  - 2019 Travel & Tourism GDP growth vs +6.0% real economy GDP growth

**CONTRIBUTION OF TRAVEL & TOURISM TO EMPLOYMENT**

- **159.6 JOBS (000's)**
  - (3.4% of total employment)

**INTERNATIONAL VISITOR IMPACT**

- **XOF112.5 BN**
  - in visitor spend (4.5% of total exports)
  - (USD191.2MN)

**INBOUND ARRIVALS**

1. France 16%
2. Côte d’Ivoire 12%
3. Mali 8%
4. Niger 6%
5. Senegal 5%
6. Rest of World 53%

**OUTBOUND DEPARTURES**

1. Côte d’Ivoire 28%
2. Ghana 19%
3. France 10%
4. Benin 8%
5. Togo 7%
6. Rest of World 28%

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

**SECTOR CHARACTERISTICS (2019)**

- Leisure Spending: 57%
- Business Spending: 43%
- Domestic Spending: 52%
- International Spending: 48%

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