**JORDAN**

**2020 ANNUAL RESEARCH: KEY HIGHLIGHTS**

**GLOBAL DATA 2019**

- **10.3%** Total GDP contribution
- **2.5%** Employment growth
- **3.5%** Travel & Tourism GDP growth
- **+2.2%** Real economy GDP growth vs 2.3%
- **15.8%** of total economy
- **254.7** Jobs (000’s)
- **330 MN** Jobs globally (1 in 10 jobs)
- **JOD 4,574.6 MN** in visitor spend (40.2% of total exports)

**JORDAN 2019 KEY DATA**

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**SECTOR CHARACTERISTICS (2019)**

- **LEISURE SPENDING** 88%
- **BUSINESS SPENDING** 12%
- **DOMESTIC SPENDING** 6%
- **INTERNATIONAL SPENDING** 94%

**INBOUND ARRIVALS**

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

**OUTBOUND DEPARTURES**

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