NAMIBIA
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

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

NAMIBIA 2019 KEY DATA

- **14.7% OF TOTAL ECONOMY**
  2019 Travel & Tourism GDP growth vs -2.2% real economy GDP growth

- **114.6 JOBS (000’s)**
  (15.4% of total employment)

INTERNATIONAL VISITOR IMPACT

- **NAD6,411.1 MN**
  in visitor spend (8.1% of total exports)
  (USD442.6 MN)

INBOUND ARRIVALS

1. ANGOLA 27%
2. SOUTH AFRICA 23%
3. ZAMBIA 13%
4. GERMANY 8%
5. ZIMBABWE 6%
6. REST OF WORLD 23%

OUTBOUND DEPARTURES

1. SOUTH AFRICA 39%
2. ZIMBABWE 36%
3. BOTSWANA 19%
4. ANGOLA 1%
5. NIGERIA 1%
6. REST OF WORLD 4%

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

SECTOR CHARACTERISTICS (2019)

- **LEISURE SPENDING**
  81%

- **BUSINESS SPENDING**
  19%

- **DOMESTIC SPENDING**
  74%

- **INTERNATIONAL SPENDING**
  26%

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