### Global Data 2019

**10.3%**
Total GDP contribution

**330 MN**
Jobs globally (1 in 10 jobs)

**7.0% of Total Economy**
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

**+7.5%**
Global GDP impact by sector (2018 data). Share of total economy GDP

<table>
<thead>
<tr>
<th>Sector</th>
<th>Share of Total Economy GDP</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mining</td>
<td>5%</td>
</tr>
<tr>
<td>Automotive</td>
<td>10%</td>
</tr>
<tr>
<td>Agriculture</td>
<td>10%</td>
</tr>
<tr>
<td>Travel &amp; Tourism</td>
<td>15%</td>
</tr>
<tr>
<td>Retail</td>
<td>10%</td>
</tr>
<tr>
<td>Financial Services</td>
<td>10%</td>
</tr>
</tbody>
</table>

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

### Zambia 2019 Key Data

**7.0% of Total Economy**
Total T&T GDP = ZMK21.8BN (USD1.701.1BN)

**469.7 Jobs (000's)**
(7.2% of total employment)

**ZMK10.9 BN**
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% of Tourism Spend
- **Business Spending**: 61% of Tourism Spend
- **Domestic Spending**: 43% of Tourism Spend
- **International Spending**: 57% of Tourism Spend

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