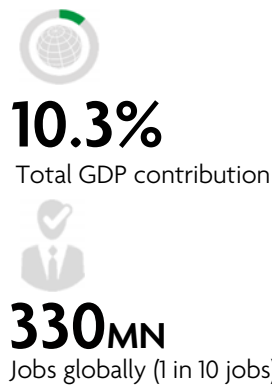
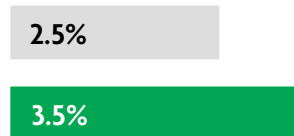


GLOBAL DATA 2019



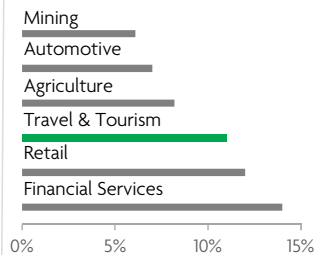
While the global economy grew by 2.5%,
Travel & Tourism grew significantly more at 3.5%



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



ETHIOPIA 2019 KEY DATA



CONTRIBUTION OF TRAVEL & TOURISM TO GDP

6.7% OF TOTAL ECONOMY

Total T&T GDP = ETB173,368.0MN (USD6,004.4MN)

+0.7%

2019 Travel & Tourism GDP growth vs **+7.5%** real economy GDP growth



CONTRIBUTION OF TRAVEL & TOURISM TO EMPLOYMENT

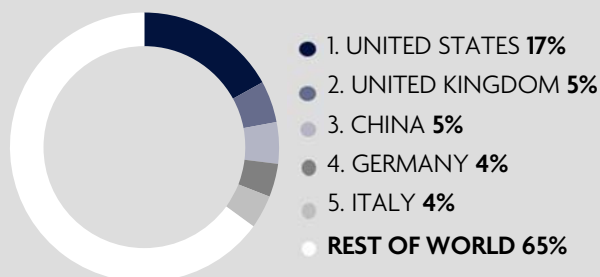
1,957.5 JOBS (000's)
(7.0% of total employment)



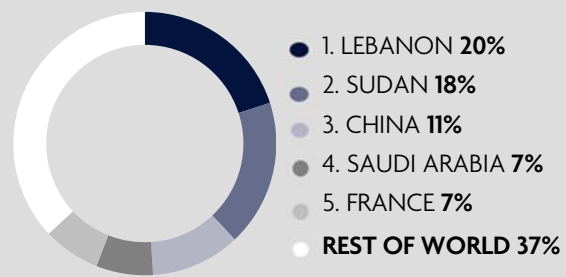
INTERNATIONAL VISITOR IMPACT

ETB104,073_{MN}
in visitor spend (**49.5%** of total exports)
(USD3,604.5MN)

INBOUND ARRIVALS

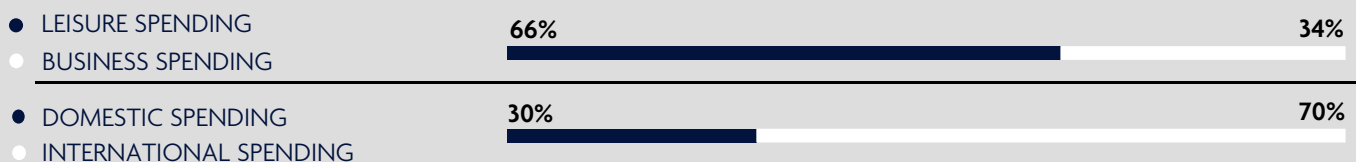


OUTBOUND DEPARTURES



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

SECTOR CHARACTERISTICS (2019)



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