

ZAMBIA

2020 ANNUAL RESEARCH: KEY HIGHLIGHTS¹

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



ZAMBIA 2019 KEY DATA



CONTRIBUTION OF TRAVEL & TOURISM TO GDP

7.0% OF TOTAL ECONOMY

Total T&T GDP = ZMK21.8BN
(USD1,701.1MN)

+7.5%

2019 Travel & Tourism GDP growth vs **+1.7%** real economy GDP growth



CONTRIBUTION OF TRAVEL & TOURISM TO EMPLOYMENT

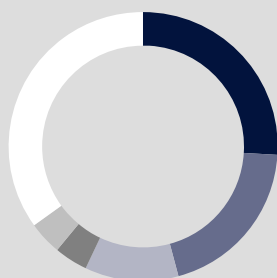
469.7 JOBS (000's)
(7.2% of total employment)



INTERNATIONAL VISITOR IMPACT

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%**
- **REST OF WORLD 35%**

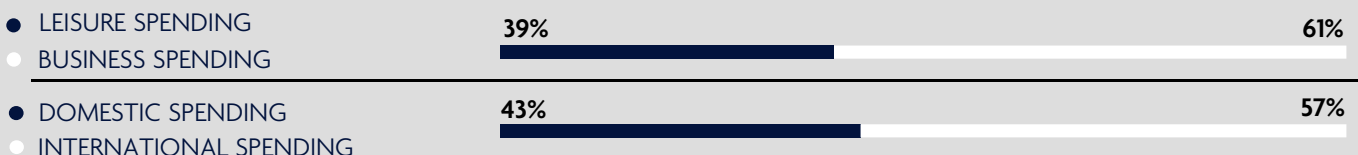
OUTBOUND DEPARTURES



- 1. ZIMBABWE **29%**
- 2. NAMIBIA **18%**
- 3. SOUTH AFRICA **17%**
- 4. MALAWI **11%**
- 5. BOTSWANA **11%**
- **REST OF WORLD 14%**

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