

ZIMBABWE

2020 ANNUAL RESEARCH: KEY HIGHLIGHTS¹

GLOBAL DATA 2019



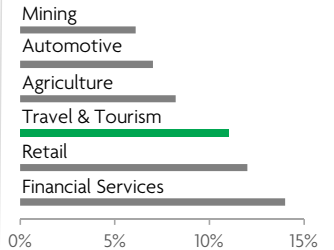
While the global economy grew by 2.5%,
Travel & Tourism grew significantly more at 3.5%



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



ZIMBABWE 2019 KEY DATA



CONTRIBUTION OF TRAVEL & TOURISM TO GDP

6.0% OF TOTAL ECONOMY

Total T&T GDP = USD1,264.2MN

-0.1%

2019 Travel & Tourism GDP growth vs **-3.7%** real economy GDP growth



CONTRIBUTION OF TRAVEL & TOURISM TO EMPLOYMENT

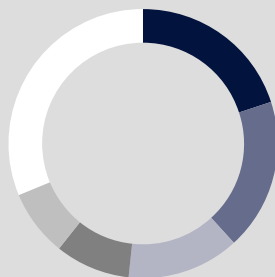
160.7 JOBS (000's)
(6.2% of total employment)



INTERNATIONAL VISITOR IMPACT

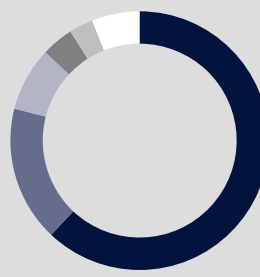
USD197.0_{MN}
in visitor spend (**4.4%** of total exports)

INBOUND ARRIVALS



- 1. SOUTH AFRICA **20%**
- 2. MALAWI **18%**
- 3. ZAMBIA **14%**
- 4. NAMIBIA **9%**
- 5. MOZAMBIQUE **8%**
- **REST OF WORLD 31%**

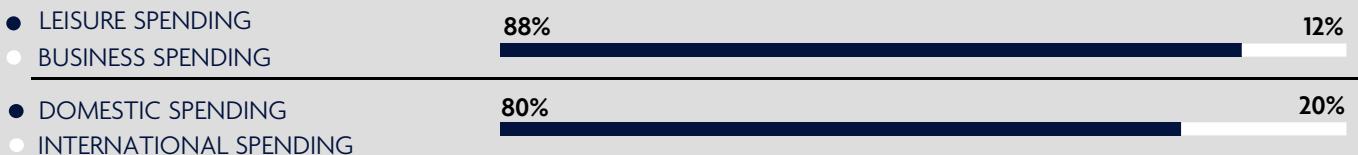
OUTBOUND DEPARTURES



- 1. SOUTH AFRICA **62%**
- 2. BOTSWANA **17%**
- 3. ZAMBIA **8%**
- 4. MOZAMBIQUE **4%**
- 5. MALAWI **3%**
- **REST OF WORLD 6%**

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