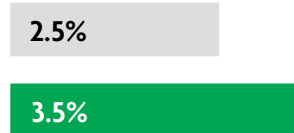


### GLOBAL DATA 2019



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)

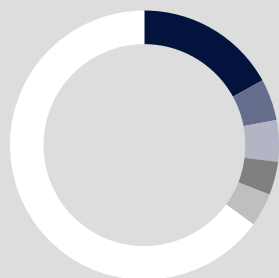


INTERNATIONAL VISITOR IMPACT

**ETB104,073<sub>MN</sub>**

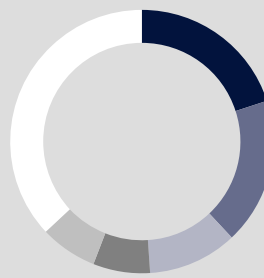
in visitor spend (**49.5%** of total exports) (USD3,604.5MN)

### INBOUND ARRIVALS



- 1. UNITED STATES **17%**
- 2. UNITED KINGDOM **5%**
- 3. CHINA **5%**
- 4. GERMANY **4%**
- 5. ITALY **4%**
- **REST OF WORLD 65%**

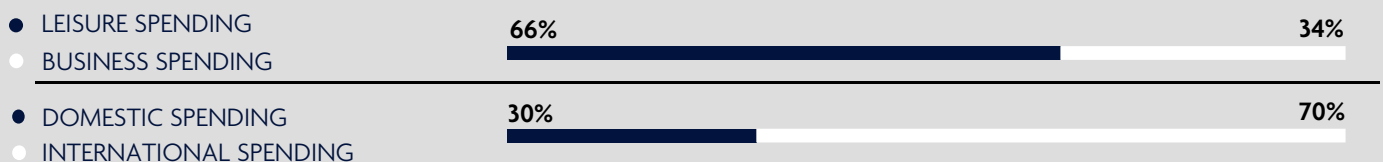
### OUTBOUND DEPARTURES



- 1. LEBANON **20%**
- 2. SUDAN **18%**
- 3. CHINA **11%**
- 4. SAUDI ARABIA **7%**
- 5. FRANCE **7%**
- **REST OF WORLD 37%**

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

### SECTOR CHARACTERISTICS (2019)



<sup>1</sup>All values are in constant 2019 prices & exchange rates  
As reported in March 2020