

# NAMIBIA

## 2020 ANNUAL RESEARCH: KEY HIGHLIGHTS<sup>1</sup>

### GLOBAL DATA 2019



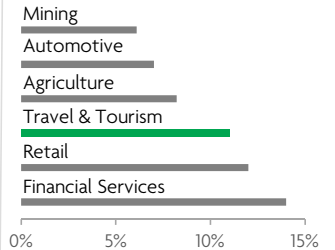
While the global economy grew by 2.5%,  
**Travel & Tourism grew significantly more at 3.5%**



**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



### NAMIBIA 2019 KEY DATA



CONTRIBUTION OF TRAVEL & TOURISM TO GDP

**14.7% OF TOTAL ECONOMY**  
Total T&T GDP = NAD28,610.9MN (USD1,975.4MN)

**+0.3%**

2019 Travel & Tourism GDP growth vs **-2.2%** real economy GDP growth



CONTRIBUTION OF TRAVEL & TOURISM TO EMPLOYMENT

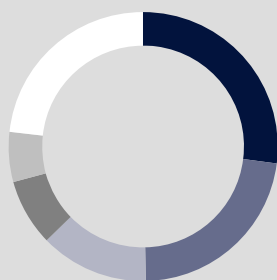
**114.6 JOBS (000's)**  
(15.4% of total employment)



INTERNATIONAL VISITOR IMPACT

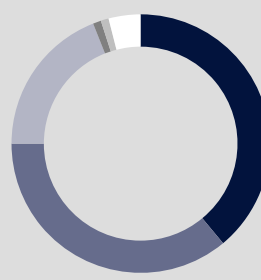
**NAD6,411.1MN**  
in visitor spend (**8.1%** of total exports) (USD442.6MN)

### INBOUND ARRIVALS



- 1. ANGOLA **27%**
- 2. SOUTH AFRICA **23%**
- 3. ZAMBIA **13%**
- 4. GERMANY **8%**
- 5. ZIMBABWE **6%**
- **REST OF WORLD 23%**

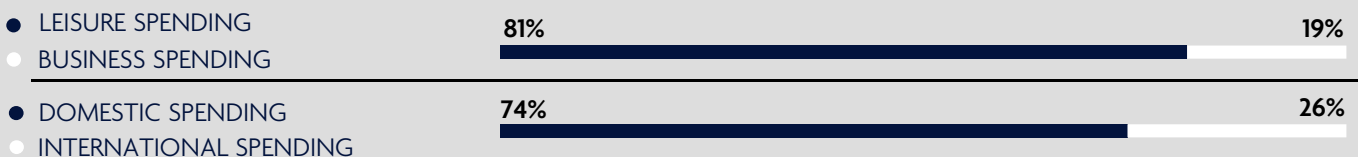
### OUTBOUND DEPARTURES



- 1. SOUTH AFRICA **39%**
- 2. ZIMBABWE **36%**
- 3. BOTSWANA **19%**
- 4. ANGOLA **1%**
- 5. NIGERIA **1%**
- **REST OF WORLD 4%**

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