

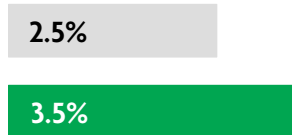
# ZAMBIA

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

### GLOBAL DATA 2019



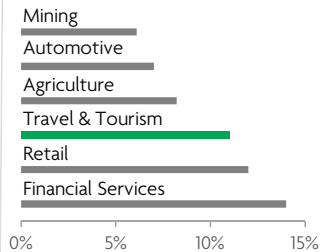
While the global economy grew by 2.5%,  
**Travel & Tourism grew significantly more at 3.5%**



**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



### 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

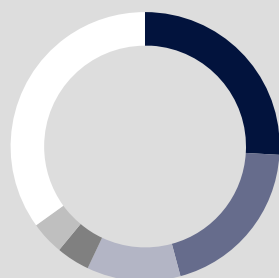
**469.7** JOBS (000's)  
(7.2% of total employment)



INTERNATIONAL VISITOR IMPACT

**ZMK10.9<sub>BN</sub>**  
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%**

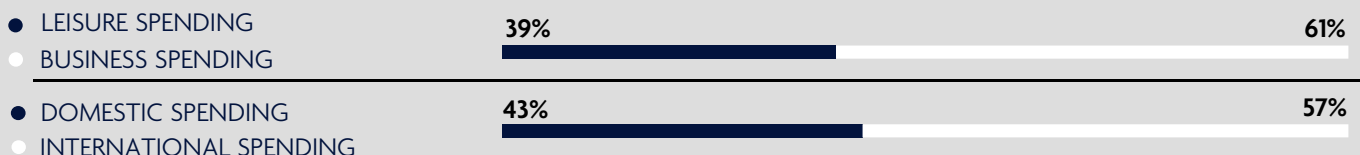
### OUTBOUND DEPARTURES



- 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)



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