

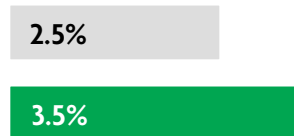
# BOTSWANA

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

### GLOBAL DATA 2019



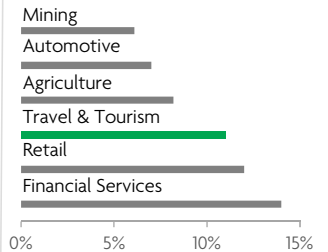
While the global economy grew by 2.5%,  
**Travel & Tourism grew significantly more at 3.5%**



**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



### BOTSWANA 2019 KEY DATA



CONTRIBUTION OF TRAVEL & TOURISM TO GDP

**12.6% OF TOTAL ECONOMY**  
Total T&T GDP = BWP24,987.4MN (USD2,318.0MN)

**+3.6%**

2019 Travel & Tourism GDP growth vs **+3.6%** real economy GDP growth



CONTRIBUTION OF TRAVEL & TOURISM TO EMPLOYMENT

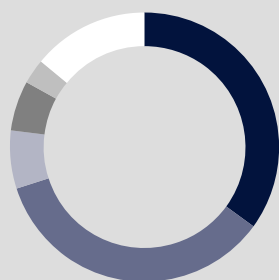
**92.3 JOBS (000's)**  
(10.9% of total employment)



INTERNATIONAL VISITOR IMPACT

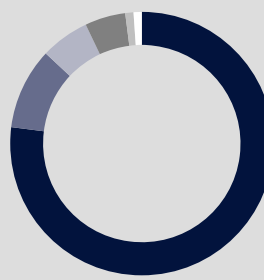
**BWP11,860.9<sub>MN</sub>**  
in visitor spend (**16.1%** of total exports)  
(USD1,100.3MN)

### INBOUND ARRIVALS



- 1. ZIMBABWE **35%**
- 2. SOUTH AFRICA **35%**
- 3. ZAMBIA **7%**
- 4. NAMIBIA **6%**
- 5. UNITED STATES **3%**
- **REST OF WORLD 14%**

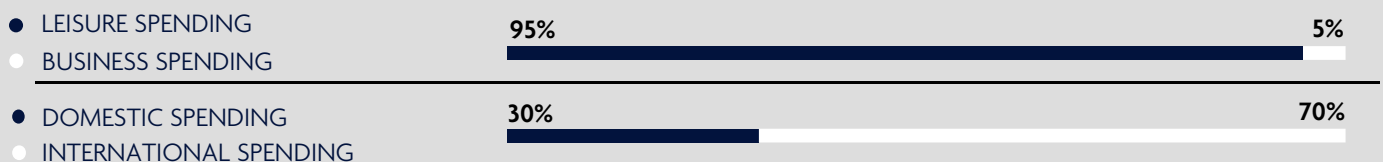
### OUTBOUND DEPARTURES



- 1. SOUTH AFRICA **77%**
- 2. ZIMBABWE **10%**
- 3. NAMIBIA **6%**
- 4. ZAMBIA **5%**
- 5. LESOTHO **1%**
- **REST OF WORLD 1%**

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