

CAMEROON

2020 ANNUAL RESEARCH: KEY HIGHLIGHTS¹

GLOBAL DATA 2019



10.3%

Total GDP contribution



Jobs globally (1 in 10 jobs)

While the global economy grew by 2.5%,

Travel & Tourism grew significantly more at 3.5%

2.5%

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



CAMEROON 2019 KEY DATA



CONTRIBUTION OF TRAVEL & TOURISM TO GDP

Total T&T GDP = XAF1,825.6BN (USD3,102.7MN)

+5.7%

2019 Travel & Tourism GDP growth vs +4.2% real economy GDP growth



CONTRIBUTION OF TRAVEL & TOURISM TO **EMPLOYMENT**

907.8 JOBS (000's)

(8.3% of total employment)



XAF365.18N

in visitor spend (9.3% of total exports) (USD620.6MN)

INBOUND ARRIVALS

OUTBOUND DEPARTURES



- 1. FRANCE 10%
- 2. BELGIUM 6%
- 3. UNITED STATES 5%
- 4. UNITED KINGDOM 5%
- 5. GERMANY 3%
- **REST OF WORLD 71%**



- 1. NIGERIA 41%
- 2. FRANCE 19%
- 3. CÔTE D'IVOIRE 5%
- 4. UNITED STATES 4%
- 5. REPUBLIC OF CONGO 3%
- **REST OF WORLD 28%**

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

63%

SECTOR CHARACTERISTICS (2019)

- LEISURE SPENDING
- **BUSINESS SPENDING**
- DOMESTIC SPENDING

37%

24% 76%

INTERNATIONAL SPENDING

¹All values are in constant 2019 prices & exchange rates As reported in March 2020