



# BOTSWANA

## 2024 Annual Research: Key Highlights<sup>1</sup>

### Global Data

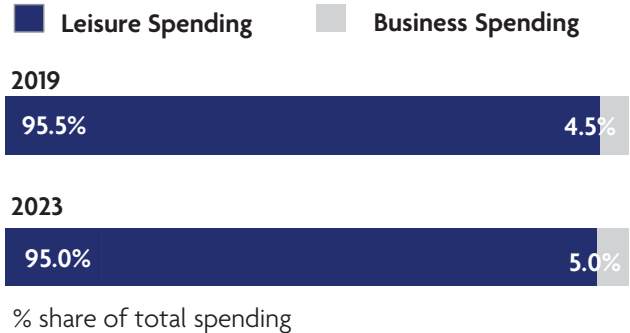
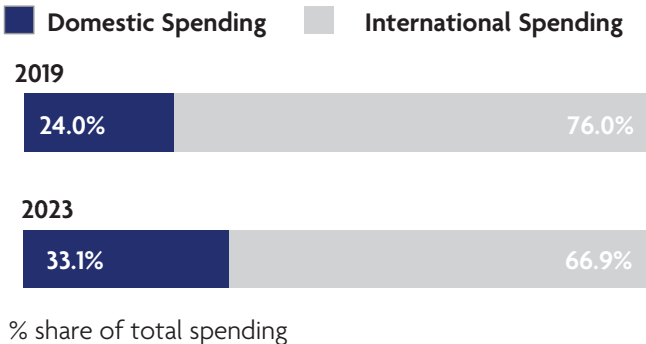
|             |  Total GDP contribution: |   |  Total Travel & Tourism jobs: |   |
|-------------|---|---|--|---|
| 2019        | <b>10.4%</b><br>(of Total Economy)<br>USD 10.33TN   | Change in 2020:<br><b>-48.4%</b>  | <b>334 MN</b><br>=10.5%<br>(Share of Global Jobs)  | Change in 2020:<br><b>-69.5 MN</b><br>-20.8%      |
| 2023        | <b>9.1%</b><br>USD 9.90TN   | Annual Change:<br><b>+23.2%</b><br>(-4.1% vs 2019)<br>Economy Change YoY= 2.7%                | <b>330 MN</b><br>=10.0%  | Annual Change:<br><b>+9.1%</b><br>(-1.4% vs 2019) |
| 2024<br>(E) | <b>10.0%</b><br>USD 11.10TN   | Annual Change:<br><b>+12.1%</b><br>(7.5% vs 2019)<br>Economy Change YoY= 2.2%                 | <b>348 MN</b><br>=10.4%  | Annual Change:<br><b>+5.5%</b><br>(4.1% vs 2019)  |
| 2034<br>(F) | <b>11.4%</b><br>USD 16.00TN   | CAGR <sup>2</sup> (2024 - 2034):<br><b>3.7%</b><br>Economy CAGR (2024 - 2034):<br><b>2.4%</b> | <b>449 MN</b><br>=12.2%  | New Jobs (2034 vs 2024):<br><b>101.1 MN</b>       |

### Botswana Key Data

|             |   |   |   |   |
|-------------|---|---|---|---|
| 2019        | <b>14.7%</b><br>(of Total Economy)<br>BWP 35.9BN<br>(USD 2.6BN) | Change in 2020:<br><b>-59.4%</b>  | <b>96.5 (000s)</b><br>=11.3%<br>(Share of Total Jobs) | Change in 2020:<br><b>-10.4%</b>                  |
| 2023        | <b>12.1%</b><br>BWP 32.8BN<br>(USD 2.4BN)                       | Annual Change:<br><b>+37.8%</b><br>(-8.5% vs 2019)<br>Economy Change: +2.6%           | <b>100.4 (000s)</b><br>=10.6%                         | Annual Change:<br><b>+4.4%</b><br>(4.1% vs 2019)  |
| 2024<br>(E) | <b>13.5%</b><br>BWP 37.5BN<br>(USD 2.8BN)                       | Annual Change:<br><b>+14.2%</b><br>(4.5% vs 2019)                                     | <b>107.2 (000s)</b><br>=11.1%                         | Annual Change:<br><b>+6.8%</b><br>(11.2% vs 2019) |
| 2034<br>(F) | <b>15.6%</b><br>BWP 57.0BN<br>(USD 4.2BN)                       | CAGR (2024 - 2034):<br><b>+4.3%</b><br>Economy CAGR<br>(2024 - 2034):<br><b>+2.7%</b> | <b>142.0 (000s)</b><br>=11.9%                         | New Jobs (2034 vs 2024):<br><b>34.8 (000s)</b>    |

### Botswana Visitor Spending

| 2019  | 2023  | 2024 (E)   | 2034 (F)  |
|---|---|--|---|
| <b>International Visitor Spending:</b>                    |   |  |   |
| <b>BWP19.9BN</b><br>(USD 1.5BN)<br>49.2% of total exports | <b>BWP16.2BN</b><br>(USD 1.2BN)<br>Annual Change:<br><b>75.2%</b><br>(-18.5% vs 2019) | <b>BWP20.2BN</b><br>(USD 1.5BN)<br>Annual Change:<br><b>24.4%</b><br>(1.5% vs 2019)  | <b>BWP31.3BN</b><br>(USD 2.3BN)<br>42.6% of total exports<br>CAGR (2024 - 2034):<br><b>4.5%</b> |
| <b>Domestic Visitor Spending:</b>                         |   |  |   |
| <b>BWP6.3BN</b><br>(USD 461.4MN)                          | <b>BWP8.0BN</b><br>(USD 590.6MN)<br>Annual Change:<br><b>6.2%</b><br>(28.0% vs 2019)  | <b>BWP8.2BN</b><br>(USD 600.8MN)<br>Annual Change:<br><b>1.7%</b><br>(30.2% vs 2019) | <b>BWP11.3BN</b><br>(USD 831.2MN)<br>CAGR (2024 - 2034):<br><b>3.3%</b>                         |



### Inbound Arrivals<sup>3</sup>:

| 2019                       | 2023                       |
|----------------------------|----------------------------|
| 1. South Africa <b>36%</b> | 1. South Africa <b>37%</b> |
| 2. Zimbabwe <b>31%</b>     | 2. Zambia <b>17%</b>       |
| 3. Zambia <b>6%</b>        | 3. Zimbabwe <b>16%</b>     |
| 4. Namibia <b>6%</b>       | 4. Namibia <b>7%</b>       |
| 5. United States <b>4%</b> | 5. United States <b>4%</b> |
| Rest of world <b>17%</b>   | Rest of world <b>18%</b>   |

### Outbound Departures<sup>3</sup>:

| 2019                       | 2023                       |
|----------------------------|----------------------------|
| 1. South Africa <b>78%</b> | 1. South Africa <b>72%</b> |
| 2. Namibia <b>8%</b>       | 2. Zimbabwe <b>12%</b>     |
| 3. Zimbabwe <b>7%</b>      | 3. Namibia <b>7%</b>       |
| 4. Zambia <b>3%</b>        | 4. Zambia <b>3%</b>        |
| 5. Lesotho <b>1%</b>       | 5. Italy <b>2%</b>         |
| Rest of world <b>4%</b>    | Rest of world <b>5%</b>    |

**Note:** All figures shown for 2024 are estimates (E) and for 2034 are forecast projections (F). Data for additional Travel & Tourism indicators are available in the full report. For more details, visit <https://researchhub.wttc.org>.

1. All values are in constant 2023 prices & exchange rates. As reported in March 2024.

2. CAGR= Compound Annual Growth Rate

3. Source: Oxford Economics, national sources and UN Tourism (formerly UNWTO)