

A woman in a pink jacket and a young child in a blue jacket are walking away from the camera on a gravel path through a forest. Sunlight filters through the trees, creating a warm, golden glow. The woman is holding the child's hand. The path is covered with fallen leaves and small stones. The forest is dense with tall trees and green foliage.

WORLD
TRAVEL &
TOURISM
COUNCIL

TRAVEL & TOURISM **ECONOMIC IMPACT 2024**

NAMIBIA



FOR THE WORLD

2024 to break all records

I'm delighted 2023 was another strong year for Travel & Tourism. That was, in part, thanks to the restarting of flights from China, with outbound travellers swelling numbers. The sector contributed almost \$10 trillion in value to the global economy and has almost returned to pre-pandemic levels, trailing the 2019 peak by 4%. This success came in the midst of a year of rising geopolitical tensions and economic uncertainties – yet more proof of the sector's resilience.

Let's look more closely at the figures. Globally, the sector contributed to **9.1% of global GDP**. It is a major employer providing jobs in some of the world's poorest countries. Last year, the Travel & Tourism workforce grew by 27.4 million to employ **330 million people**, almost reaching its pre-pandemic high. International spending increased by 33.1% to \$1.63 trillion, just 14% below 2019 levels. Domestic spending, meanwhile, increased by more than 18% to reach almost \$5 trillion, surpassing 2019 levels. Leisure spending surged by 21.2% to \$5.3 trillion, while business expenditure saw a 22.4% increase to reach \$1.3 trillion, with both closely approaching levels seen in 2019. This tells us that whether travellers holiday in their own country or abroad, or travel for business purposes, they are spending more.

Travel & Tourism recovered to 2019 levels in almost all regions around the world, including North, Central and South America, Africa, the Middle East and Europe.

Asia-Pacific, where COVID-19 restrictions were more severe, fully re-opened in 2023 and we can predict its return to 2019 levels this year.

We can predict a record-breaking 2024. The sector's global economic contribution is set to reach an all-time high of **\$11.1 trillion**, which will generate one in every ten dollars worldwide. The sector is also expected to support nearly **348 million jobs**, an increase of 13.6 million jobs on its 2019 record. International visitor spending is expected to come close to its peak, reaching \$1.89 trillion, while domestic tourists will spend more than in any previous year.

The future is very bright. That does not mean there are no risks, whether it is geopolitical instability or stubborn inflation. Furthermore, growth brings with it an added responsibility to do so inclusively and sustainably. In 2022, the WTTC began tracking and reporting the environmental and social impact of Travel & Tourism. The research proved that the decoupling of greenhouse gas emissions from the sector's growth has begun. This is good but we need to do more. The sector must decarbonise faster, whether it is through sustainable fuels for aviation and cruise or electric vehicles, and we must also protect the natural world upon which our future depends. And while Travel & Tourism already provides considerable opportunities for women, young people and some of the world's most marginalised people, we need to ensure this increases.

The sector's growth in 2024 and beyond will depend on the actions we take now. We need to continue to improve connectivity, whether it is through transport or telecoms infrastructure, and we must address the labour and skills shortages affecting so many businesses globally. Artificial Intelligence (AI) is evolving quickly and we must take advantage, whether it is making travel smoother, more efficient or creating a sector tailored to the needs of every traveller.

We trust that this report and its accompanying data will support policymakers, industry professionals and individuals engaged in the evolution of travel. It aims to help shape a future for the sector that emphasises sustainability and inclusion.

Julia Simpson
President & CEO
World Travel & Tourism Council

ECONOMIC IMPACT 2024

THE ECONOMIC IMPACT OF GLOBAL TRAVEL & TOURISM

2019	2023	2024 (Projections)
Travel & Tourism GDP (percentage share of global GDP)		
10.4%	9.1%	10.0%
Change in Travel & Tourism GDP		
<div>– 2020 vs 2019 –</div> <div>-48.4%</div> <div>-\$5.0 trillion GDP loss</div>	<div>– 2023 vs 2022 –</div> <div>+23.2%</div> <div>+\$1.9 trillion GDP gain</div>	<div>– 2024 vs 2023 –</div> <div>+12.1%</div> <div>+\$1.2 trillion GDP gain</div>
Jobs supported by Travel & Tourism		
<div>334m</div> <div>10.5% of global employment</div>	<div>330m</div> <div>10% of global employment</div>	<div>348m</div> <div>10.4% of global employment</div>
Change in Travel & Tourism Jobs		
<div>– 2020 vs 2019 –</div> <div>-69.5m</div> <div>(-20.8%) Lost Jobs</div>	<div>– 2023 vs 2022 –</div> <div>+27m</div> <div>(+9.1%) New jobs</div>	<div>– 2024 vs 2023 –</div> <div>+18m</div> <div>(+5.5%) New jobs</div>



THE ECONOMIC IMPACT OF TRAVEL & TOURISM

MAY 2024



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NAMIBIA

2024 Annual Research: Key Highlights¹



Global Data

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

Namibia Key Data

2019	13.5% (of Total Economy) NAD 29.2BN (USD 1.6BN) Change in 2020: -45.9%	99.8 (000s) =13.6% (Share of Total Jobs) Change in 2020: -25.5%
2023	13.4% NAD 31.6BN (USD 1.7BN) Annual Change: +16.3% (8.2% vs 2019) Economy Change: +5.9%	97.5 (000s) =12.5% Annual Change: +9.2% (-2.3% vs 2019)
2024 (E)	13.9% NAD 33.7BN (USD 1.8BN) Annual Change: +6.7% (15.4% vs 2019)	106.1 (000s) =13.3% Annual Change: +8.8% (6.4% vs 2019)
2034 (F)	16.0% NAD 49.9BN (USD 2.7BN) CAGR (2024 - 2034): +4.0% Economy CAGR (2024 - 2034): +2.5%	158.1 (000s) =15.8% New Jobs (2034 vs 2024): 52.0 (000s)

Namibia Visitor Spending

2019	2023	2024 (E)	2034 (F)
 International Visitor Spending:			
NAD7.7BN (USD 417.6MN) 9.8% of total exports	NAD7.3BN (USD 397.1MN) Annual Change: 46.8% (-4.9% vs 2019)	NAD8.0BN (USD 435.2MN) Annual Change: 9.6% (4.2% vs 2019)	NAD12.6BN (USD 680.3MN) 12.5% of total exports CAGR (2024 - 2034): 4.6%
 Domestic Visitor Spending:			
NAD16.8BN (USD 907.6MN)	NAD19.6BN (USD 1.1BN) Annual Change: 5.4% (16.9% vs 2019)	NAD20.3BN (USD 1.1BN) Annual Change: 3.5% (20.9% vs 2019)	NAD27.8BN (USD 1.5BN) CAGR (2024 - 2034): 3.2%

Domestic Spending International Spending

2019



2023



% share of total spending

Leisure Spending Business Spending

2019



2023



% share of total spending

Inbound Arrivals³:

2019	2023
1. Angola 35%	1. South Africa 24%
2. South Africa 17%	2. Angola 19%
3. Zambia 15%	3. Germany 12%
4. Germany 6%	4. Zimbabwe 6%
5. Zimbabwe 5%	5. Zambia 6%
Rest of world 21%	Rest of world 33%

Outbound Departures³:

2019	2023
1. South Africa 54%	1. South Africa 50%
2. Botswana 25%	2. Botswana 33%
3. Zimbabwe 6%	3. Zimbabwe 5%
4. Zambia 5%	4. Zambia 4%
5. Angola 2%	5. Angola 1%
Rest of world 8%	Rest of world 6%

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>.

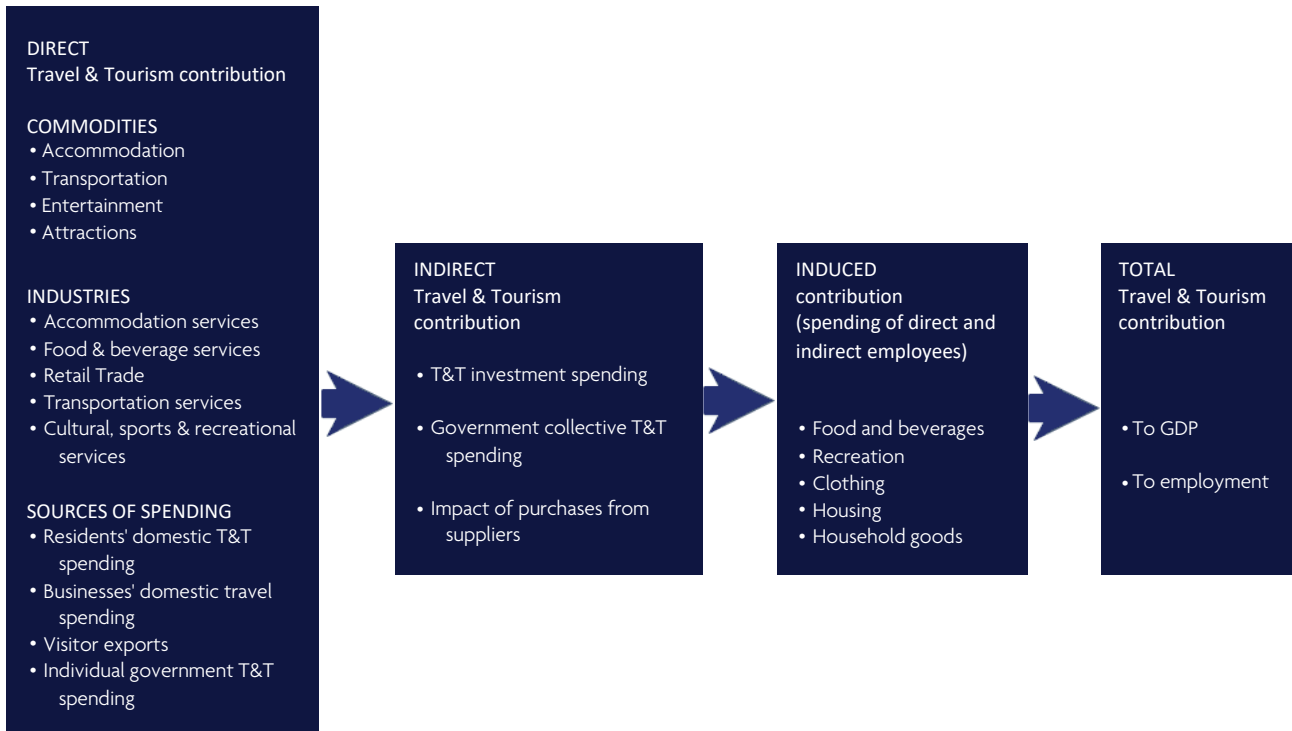
1. All values are in constant 2023 prices & exchange rates. As reported in March 2024.

2. CAGR= Compound Annual Growth Rate

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

DEFINING THE ECONOMIC CONTRIBUTION OF TRAVEL & TOURISM

Travel & Tourism is an important economic activity in most economies around the world. As well as its direct economic impact, the industry has significant indirect and induced impacts. The UN Statistics Division-approved Tourism Satellite Accounting methodology (TSA:RMF 2008) quantifies only the direct contribution of Travel & Tourism. But WTTC recognises that Travel & Tourism's total contribution is much greater, and aims to capture its indirect and induced impacts through its annual research.



DIRECT CONTRIBUTION

The direct contribution of Travel & Tourism to GDP reflects the 'internal' spending on Travel & Tourism (total spending within a particular economy on Travel & Tourism by residents and non-residents for business and leisure purposes) as well as government 'individual' spending - spending by government on Travel & Tourism services directly linked to visitors, such as cultural (eg museums) or recreational (eg national parks).

The direct contribution of Travel & Tourism to GDP is calculated to be consistent with the output, as expressed in National Accounting, of tourism-characteristic sectors such as hotels, airlines, airports, travel agents and leisure and recreation services that deal directly with tourists. The direct contribution of Travel & Tourism to GDP is calculated from total internal spending by 'netting out' the purchases made by the different tourism sectors. This measure is consistent with the definition of Tourism GDP, specified in the 2008 Tourism Satellite Account: Recommended Methodological Framework (TSA: RMF 2008).

The total contribution of Travel & Tourism includes its 'wider impacts' (ie the indirect and induced impacts) on the economy. The 'indirect' contribution includes the GDP and jobs supported by:

- Travel & Tourism investment spending – an important aspect of both current and future activity that includes investment activity such as the purchase of new aircraft and construction of new hotels;
- Government 'collective' spending, which helps Travel & Tourism activity in many different ways as it is made on behalf of the 'community at large' – eg tourism marketing and promotion, aviation, administration, security services, resort area security services, resort area sanitation services, etc;
- Domestic purchases of goods and services by the sectors dealing directly with tourists – including, for example, purchases of food and cleaning services by hotels, of fuel and catering services by airlines, and IT services by travel agents.

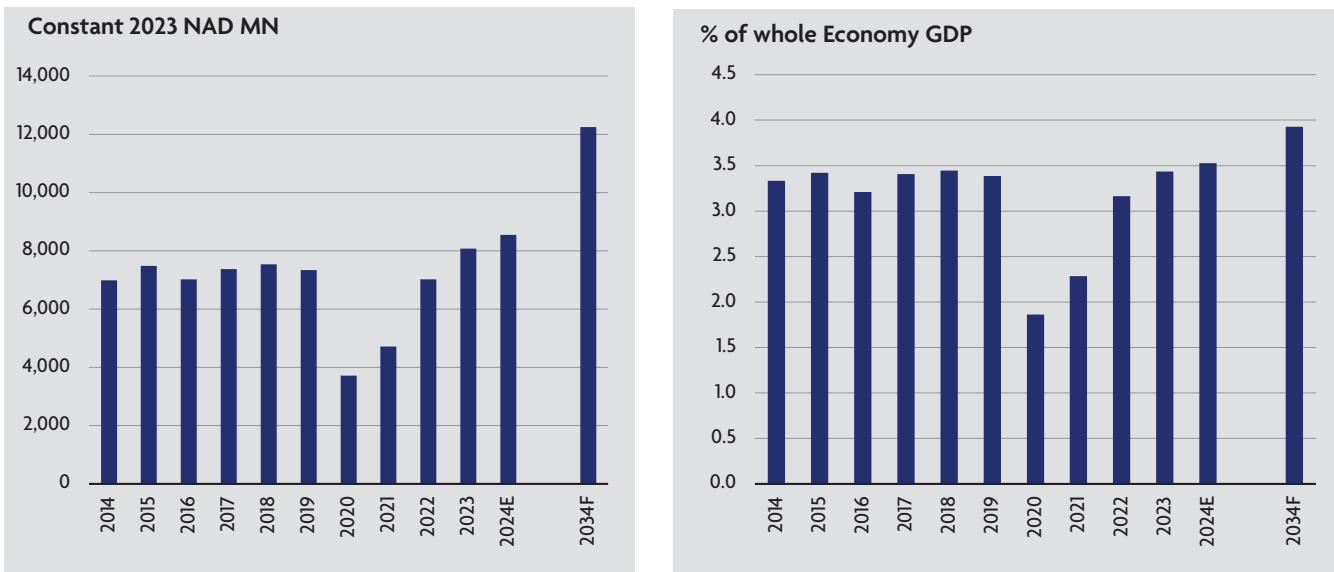
The 'induced' contribution measures the GDP and jobs supported by the spending of those who are directly or indirectly employed by the Travel & Tourism industry.

TRAVEL & TOURISM'S CONTRIBUTION TO GDP¹

The direct contribution of Travel & Tourism to GDP in 2023 was NAD8,075.2mn (3.4% of GDP). This primarily reflects the economic activity generated by industries such as hotels, travel agents, airlines and other passenger transportation services (excluding commuter services). But it also includes, for example, the activities of the restaurant and leisure industries directly supported by tourists.

The direct contribution of Travel & Tourism to GDP is expected to grow by 3.7% pa to NAD12,251.2mn (3.9% of GDP) from 2024 to 2034.

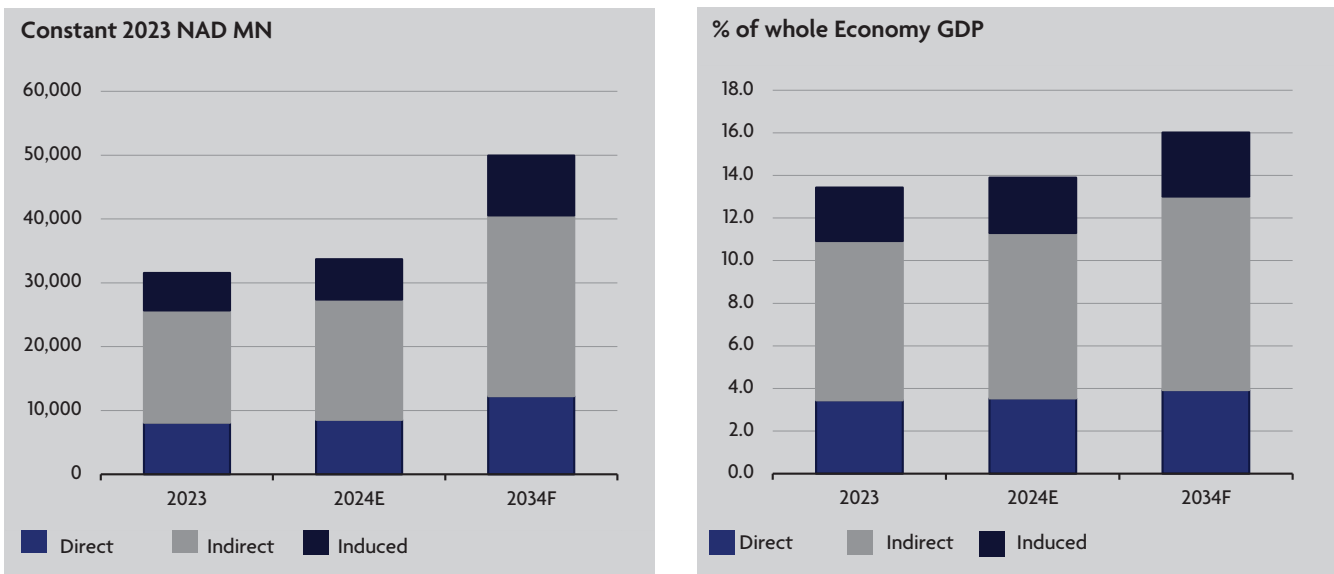
Namibia: Direct Contribution of Travel & Tourism to GDP



The total contribution of Travel & Tourism to GDP (including wider effects from investment, the supply chain and induced income impacts, see page 3) was NAD31,563.5mn in 2023 (13.4% of GDP).

It is forecast to rise by 4.0% pa to NAD49,911.9mn from 2024 to 2034 (16.0% of GDP).

Namibia: Total Contribution of Travel & Tourism to GDP



¹ All values are in constant 2023 prices & exchange rates

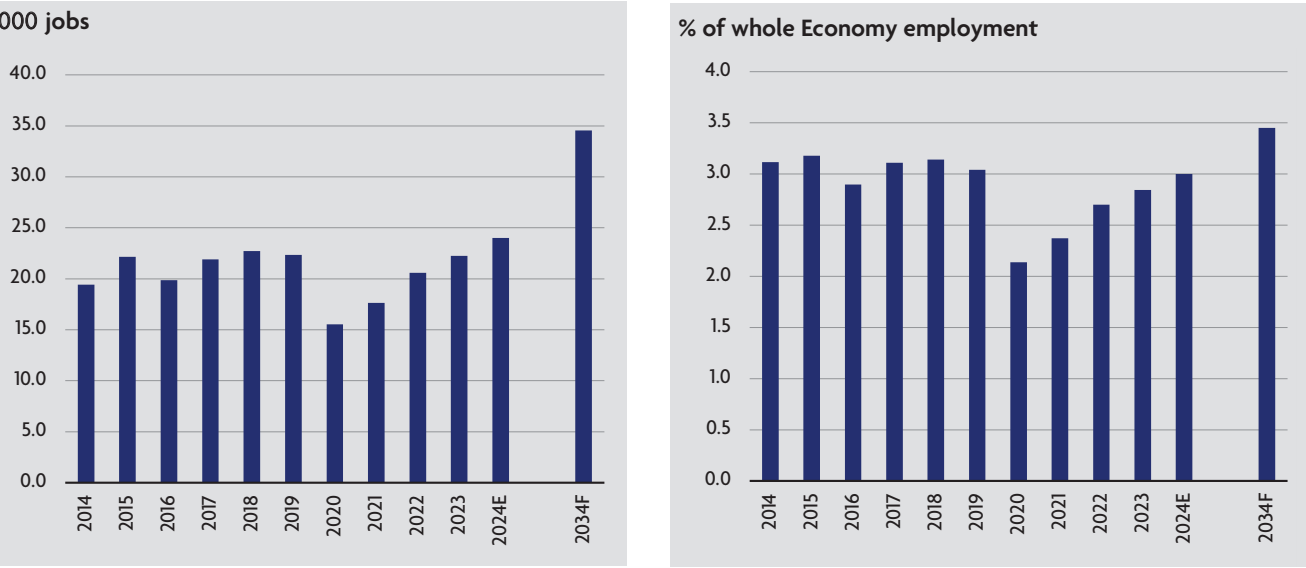
E - Estimate, F - Forecast

TRAVEL & TOURISM'S CONTRIBUTION TO EMPLOYMENT

Travel & Tourism generated 22,235 jobs directly in 2023 (2.8% of total employment). This includes employment by hotels, travel agents, airlines and other passenger transportation services (excluding commuter services). It also includes, for example, the activities of the restaurant and leisure industries directly supported by tourists.

By 2034, Travel & Tourism will account for 34,537 jobs directly (3.4% of total employment), an increase of 3.7% pa from 2024.

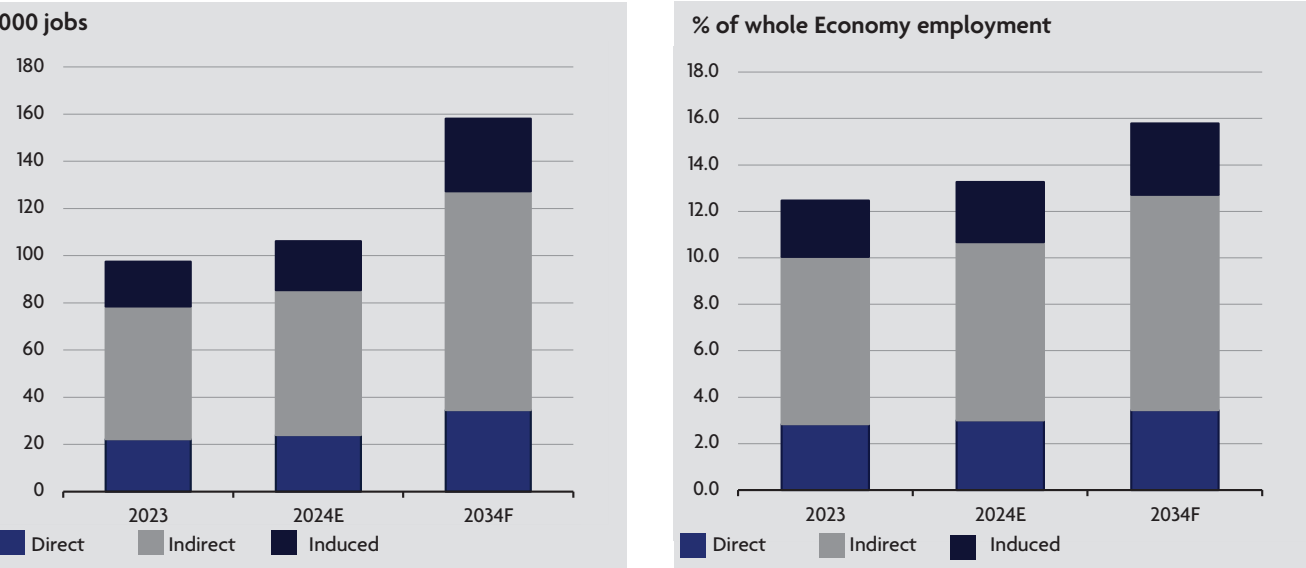
Namibia: Direct Contribution of Travel & Tourism to Employment



The total contribution of Travel & Tourism to employment (including wider effects from investment, the supply chain and induced income impacts, see page 3) was 97,505 jobs in 2023 (12.5% of total employment).

By 2034, Travel & Tourism is forecast to support 158,090 jobs (15.8% of total employment), an increase of 4.1% pa since 2024.

Namibia: Total Contribution of Travel & Tourism to Employment



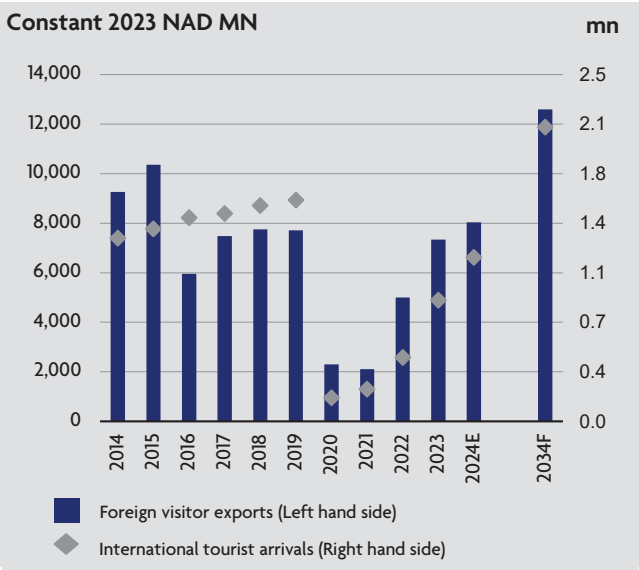
E - Estimate, F - Forecast

VISITOR EXPORTS AND INVESTMENT¹

VISITOR EXPORTS

Visitor exports are a key component of the direct contribution of Travel & Tourism. In 2023, Namibia generated NAD7,332.7mn in visitor exports. By 2034, international tourist arrivals are forecast to total 2,121,000, generating expenditure of NAD12,593.8mn, an increase of 4.6% pa since 2024.

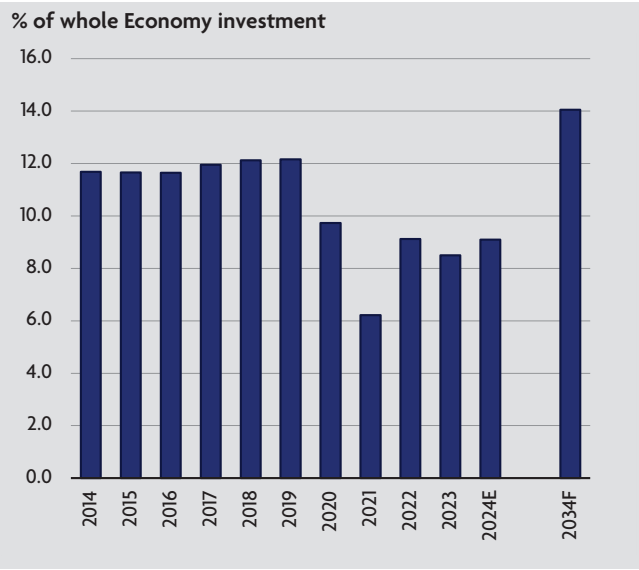
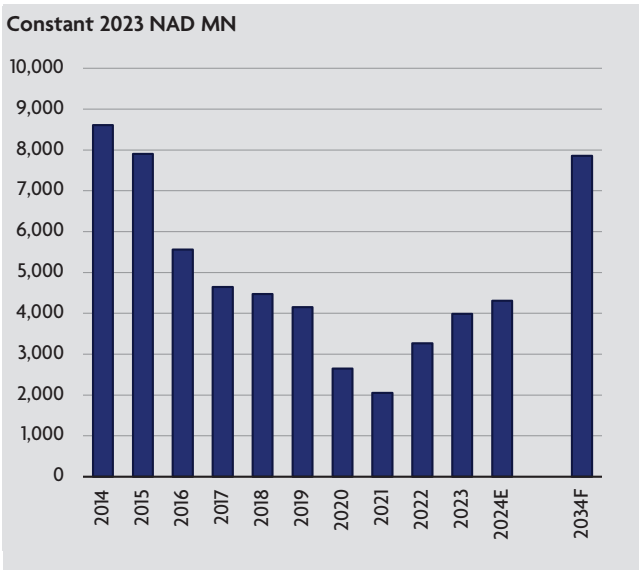
Namibia: Visitor Exports and International Tourist Arrivals



INVESTMENT

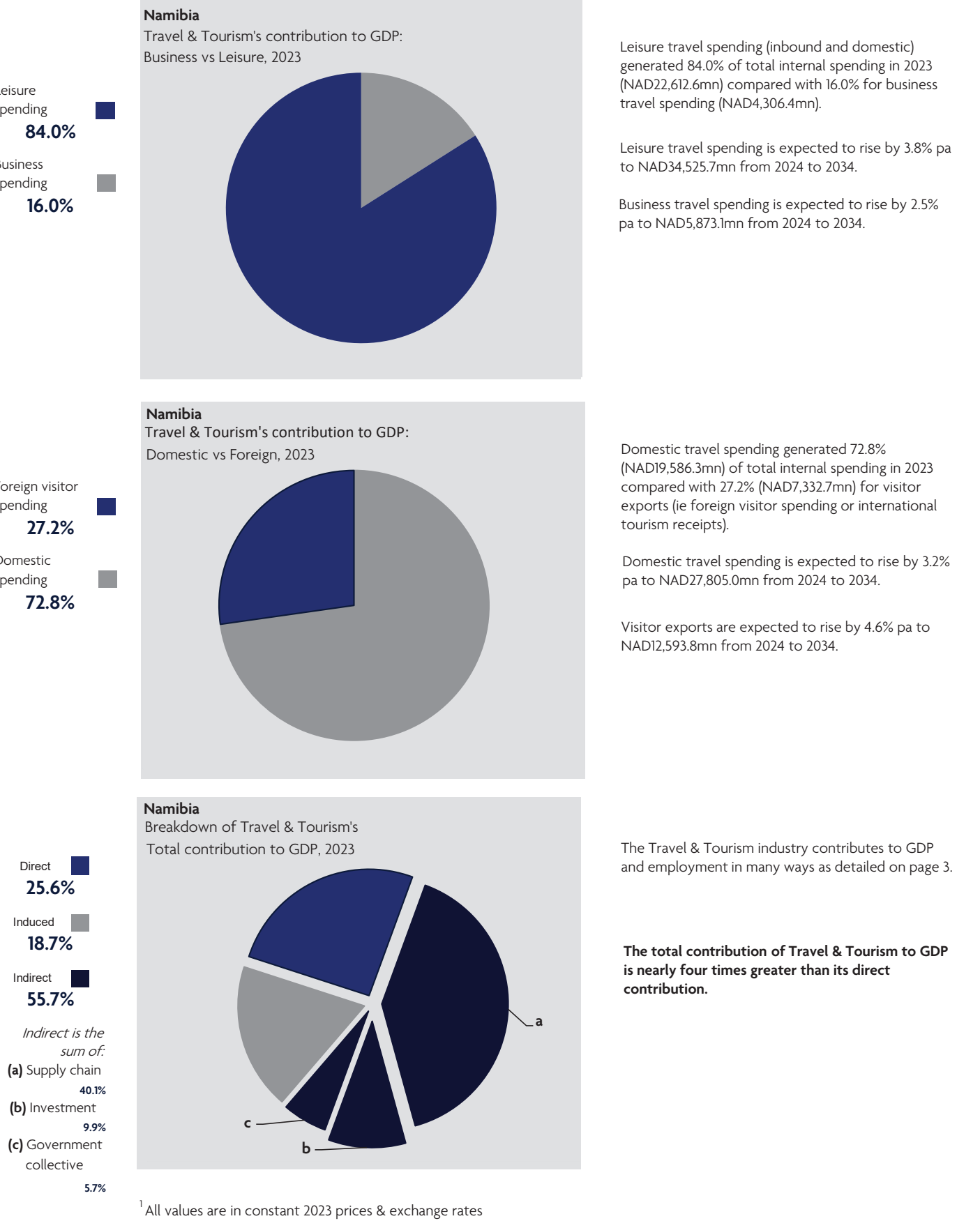
Travel & Tourism is expected to have attracted capital investment of NAD3,984.6mn in 2023. Travel & Tourism's share of total national investment is expected to be 14.1% in 2034.

Namibia: Capital Investment in Travel & Tourism



¹ All values are in constant 2023 prices & exchange rates
E - Estimate, F - Forecast

DIFFERENT COMPONENTS OF TRAVEL & TOURISM¹



¹ All values are in constant 2023 prices & exchange rates

ECONOMY RANKINGS: ABSOLUTE CONTRIBUTION, 2023

Travel & Tourism's Direct Contribution to GDP		2023 (US\$bn)
World Average		16.5
39	South Africa	12.0
76	Kenya	2.9
86	Tanzania	2.3
Sub-Saharan Africa Average		1.1
114	Botswana	0.9
122	Zambia	0.7
126	Angola	0.7
136	Zimbabwe	0.5
137	Madagascar	0.5
138	Namibia	0.4
159	Malawi	0.3

Travel & Tourism's Direct Contribution to Employment		2023 '000 jobs
World Average		1,305.7
28	South Africa	630.7
32	Kenya	517.6
41	Tanzania	341.0
57	Malawi	215.3
62	Madagascar	207.7
74	Zambia	159.0
97	Angola	100.2
116	Zimbabwe	63.9
134	Botswana	30.3
145	Namibia	22.2
Sub-Saharan Africa Average		3.6

Travel & Tourism Investment		2023 (US\$bn)
World Average		5.5
37	South Africa	4.1
56	Tanzania	2.1
75	Kenya	0.8
Sub-Saharan Africa Average		0.5
97	Angola	0.4
98	Madagascar	0.4
110	Botswana	0.3
124	Namibia	0.2
144	Zambia	0.1
149	Zimbabwe	0.09
161	Malawi	0.05

Travel & Tourism's Total Contribution to GDP		2023 (US\$bn)
World Average		47.9
40	South Africa	30.8
72	Tanzania	7.8
74	Kenya	7.5
Sub-Saharan Africa Average		2.9
118	Botswana	2.4
122	Angola	2.1
126	Zambia	1.7
127	Namibia	1.7
129	Madagascar	1.6
139	Zimbabwe	1.2
160	Malawi	0.6

Travel & Tourism's Total Contribution to Employment		2023 '000 jobs
World Average		1,607.4
28	Kenya	1,546.6
30	South Africa	1,455.4
32	Tanzania	1,415.6
47	Madagascar	828.0
58	Malawi	597.5
70	Zambia	446.0
85	Angola	360.7
114	Zimbabwe	178.6
126	Botswana	100.4
128	Namibia	97.5
Sub-Saharan Africa Average		10.8

Visitor Exports		2023 (US\$bn)
World Average		8.8
54	South Africa	5.9
75	Tanzania	3.4
94	Kenya	1.9
108	Botswana	1.2
116	Zambia	0.9
Sub-Saharan Africa Average		0.8
125	Madagascar	0.7
144	Namibia	0.4
155	Zimbabwe	0.2
172	Malawi	0.04
176	Angola	0.02

The tables on pages 8-11 provide brief extracts from the full WTTC Economic League Table Rankings, highlighting comparisons with competing destinations as well as with the world and regional average. Averages are simple cross-economy averages. The competing destinations selected are those that offer a similar tourism product and compete for tourists from the same set of origin markets. These tend to be, but are not exclusively, geographical neighbours.

ECONOMY RANKINGS: RELATIVE CONTRIBUTION, 2023

Travel & Tourism's Direct Contribution to GDP		2023 % share
55	Botswana	4.7
74	Namibia	3.4
81	South Africa	3.2
89	Madagascar	2.9
91	Tanzania	2.8
	World Average	2.8
96	Kenya	2.8
110	Zambia	2.5
	Sub-Saharan Africa Average	2.3
129	Zimbabwe	2.1
141	Malawi	1.9
182	Angola	0.8

Travel & Tourism's Direct Contribution to Employment		2023 % share
86	South Africa	3.8
	World Average	3.7
102	Botswana	3.2
110	Namibia	2.8
114	Malawi	2.8
118	Kenya	2.6
133	Zambia	2.4
	Sub-Saharan Africa Average	1.5
159	Tanzania	1.4
160	Madagascar	1.3
167	Zimbabwe	1.1
176	Angola	0.7

Travel & Tourism Contribution to Total Capital Investment		2023 % share
22	Madagascar	14.8
41	Namibia	8.5
54	South Africa	7.2
60	Botswana	6.4
63	Tanzania	6.2
67	Zimbabwe	6.0
	Sub-Saharan Africa Average	4.2
97	Malawi	4.0
101	Kenya	3.8
	World Average	3.6
158	Angola	2.1
165	Zambia	1.5

Travel & Tourism's Total Contribution to GDP		2023 % share
44	Namibia	13.4
52	Botswana	12.1
64	Madagascar	10.1
72	Tanzania	9.5
	World Average	9.1
85	South Africa	8.2
105	Kenya	7.0
119	Zambia	6.2
	Sub-Saharan Africa Average	6.2
131	Zimbabwe	5.6
148	Malawi	4.8
178	Angola	2.4

Travel & Tourism's Total Contribution to Employment		2023 % share
63	Namibia	12.5
75	Botswana	10.6
	World Average	10.0
100	South Africa	8.8
114	Kenya	7.8
117	Malawi	7.7
134	Zambia	6.7
145	Tanzania	5.7
154	Madagascar	5.3
	Sub-Saharan Africa Average	4.5
170	Zimbabwe	3.0
175	Angola	2.6

Visitor Exports Contribution to Exports		2023 % share
1	Tanzania	98.0
19	Kenya	57.3
30	Botswana	41.1
37	Zambia	31.7
59	Madagascar	15.6
	Sub-Saharan Africa Average	8.6
89	Namibia	8.5
	World Average	5.3
122	South Africa	4.7
146	Zimbabwe	3.1
157	Malawi	2.4
183	Angola	0.05

ECONOMY RANKINGS: REAL GROWTH, 2023

Travel & Tourism's Direct Contribution to GDP		2023 % growth
18	Botswana	45.1
27	Madagascar	36.8
59	Kenya	22.1
	World Average	21.3
69	Malawi	18.9
74	Tanzania	18.1
92	Namibia	15.0
95	Zambia	14.7
110	South Africa	11.8
	Sub-Saharan Africa Average	11.3
150	Zimbabwe	6.4
165	Angola	3.6

Travel & Tourism's Direct Contribution to Employment		2023 % growth
19	Botswana	13.2
53	Kenya	9.2
	World Average	9.0
56	South Africa	9.0
69	Madagascar	8.3
74	Namibia	8.0
76	Malawi	7.8
87	Zambia	7.2
	Sub-Saharan Africa Average	7.1
101	Tanzania	6.5
129	Zimbabwe	5.4
168	Angola	3.3

Travel & Tourism Investment		2023 % growth
19	Angola	29.9
46	Madagascar	22.4
48	Namibia	22.2
68	Botswana	17.7
	World Average	13.0
	Sub-Saharan Africa Average	12.6
103	South Africa	11.9
128	Kenya	9.6
139	Zambia	8.6
152	Tanzania	7.7
153	Malawi	7.7
176	Zimbabwe	5.9

Travel & Tourism's Total Contribution to GDP		2023 % growth
20	Botswana	37.8
25	Madagascar	33.2
	World Average	23.2
63	Kenya	19.6
70	Malawi	17.9
81	Namibia	16.3
87	Tanzania	15.4
102	Zambia	13.4
116	South Africa	11.5
	Sub-Saharan Africa Average	11.1
151	Angola	7.0
159	Zimbabwe	5.5

Travel & Tourism's Total Contribution to Employment		2023 % growth
45	Namibia	9.2
	World Average	9.1
54	South Africa	8.6
83	Tanzania	7.4
	Sub-Saharan Africa Average	7.1
89	Malawi	6.8
90	Angola	6.8
97	Zambia	6.7
117	Kenya	5.7
127	Madagascar	5.4
134	Zimbabwe	5.2
152	Botswana	4.4

Visitor Exports		2023 % growth
30	Botswana	75.2
47	Namibia	46.8
60	Kenya	36.2
64	South Africa	34.3
65	Madagascar	33.2
	World Average	33.1
72	Zimbabwe	30.8
80	Tanzania	24.6
96	Malawi	19.7
	Sub-Saharan Africa Average	15.2
120	Zambia	13.7
171	Angola	-3.3

ECONOMY RANKINGS:

LONG TERM GROWTH, 2024 - 2034

Travel & Tourism's Direct Contribution to GDP		2024 - 2034 % growth
4	Madagascar	9.1
10	Angola	6.9
38	Malawi	5.1
65	Tanzania	4.3
Sub-Saharan Africa Average		4.3
70	Botswana	4.3
72	Zambia	4.2
91	Kenya	3.9
96	Zimbabwe	3.8
World Average		3.7
107	Namibia	3.6
108	South Africa	3.6

Travel & Tourism's Direct Contribution to Employment		2024 - 2034 % growth
21	Malawi	4.2
22	Tanzania	4.1
28	Angola	3.9
33	Madagascar	3.8
38	Namibia	3.7
Sub-Saharan Africa Average		3.7
49	South Africa	3.4
51	Zimbabwe	3.3
52	Botswana	3.2
80	Kenya	2.6
World Average		2.5
135	Zambia	1.8

Travel & Tourism Investment		2024 - 2034 % growth
33	Madagascar	7.3
42	Zambia	6.7
55	Namibia	6.2
76	Kenya	5.3
Sub-Saharan Africa Average		5.2
80	South Africa	5.2
World Average		5.1
88	Botswana	5.0
101	Angola	4.6
102	Zimbabwe	4.6
135	Tanzania	3.5
179	Malawi	1.4

Travel & Tourism's Total Contribution to GDP		2024 - 2034 % growth
4	Madagascar	8.3
12	Angola	6.6
40	Malawi	5.0
Sub-Saharan Africa Average		4.5
74	Zambia	4.3
75	Tanzania	4.3
80	Botswana	4.3
90	Kenya	4.0
92	Namibia	4.0
97	Zimbabwe	3.9
100	South Africa	3.9
World Average		3.7

Travel & Tourism's Total Contribution to Employment		2024 - 2034 % growth
22	Malawi	4.1
24	Namibia	4.1
Sub-Saharan Africa Average		4.1
27	Zimbabwe	4.0
31	Tanzania	3.9
39	South Africa	3.6
40	Angola	3.6
52	Madagascar	3.3
53	Kenya	3.3
75	Botswana	2.9
88	Zambia	2.6
World Average		2.6

Visitor Exports		2024 - 2034 % growth
1	Angola	20.6
10	Madagascar	9.4
13	Zimbabwe	8.6
28	South Africa	7.3
38	Malawi	6.6
Sub-Saharan Africa Average		5.3
83	Namibia	4.6
World Average		4.5
85	Botswana	4.5
95	Tanzania	4.2
138	Zambia	2.9
150	Kenya	2.5

SUMMARY TABLES: ESTIMATES & FORECASTS

Namibia	2023 USDmn ¹	2023 % of total	2024E Growth ²	USDmn ¹	2034F % of total	Growth ³
Direct contribution to GDP	437.3	3.4	5.9	661.8	3.9	3.6
Total contribution to GDP	1,709.2	13.4	6.7	2,696.3	16.0	4.0
Direct contribution to employment ⁴	22.2	2.8	7.9	34.5	3.4	3.7
Total contribution to employment ⁴	97.5	12.5	8.8	158.1	15.8	4.1
Visitor exports	397.1	8.5	9.6	680.3	12.5	4.6
Domestic spending	1,060.6	8.3	3.5	1,502.1	8.9	3.2
Leisure spending	1,224.5	9.6	5.0	1,865.1	11.1	3.8
Business spending	233.2	1.8	6.1	317.3	1.9	2.5
Capital investment	215.8	8.5	8.2	424.4	14.1	6.2

¹2023 constant prices & exchange rates; ²2024 real growth adjusted for inflation (%); ³2024-2034 annualised real growth adjusted for inflation (%); ⁴000 jobs

Sub-Saharan Africa	2023 USDbn ¹	2023 % of total	2024E Growth ²	USDbn ¹	2034F % of total	Growth ³
Direct contribution to GDP	46.0	2.3	10.6	77.6	2.7	4.3
Total contribution to GDP	123.3	6.2	10.5	212.1	7.4	4.5
Direct contribution to employment ⁴	6,381.1	1.5	11.0	10,189.1	1.8	3.7
Total contribution to employment ⁴	19,067.1	4.5	10.9	31,498.4	5.5	4.1
Visitor exports	33.4	8.6	16.0	64.8	12.7	5.3
Domestic spending	65.2	3.3	7.4	99.6	3.5	3.6
Leisure spending	60.3	3.0	9.8	100.4	3.5	4.2
Business spending	38.3	1.9	11.3	64.4	2.2	4.2
Capital investment	19.3	4.2	11.2	35.8	5.5	5.2

¹2023 constant prices & exchange rates; ²2024 real growth adjusted for inflation (%); ³2024-2034 annualised real growth adjusted for inflation (%); ⁴000 jobs

Worldwide	2023 USDbn ¹	2023 % of total	2024E Growth ²	USDbn ¹	2034F % of total	Growth ³
Direct contribution to GDP	3,059.3	2.8	10.9	4,865.7	3.5	3.7
Total contribution to GDP	9,899.3	9.1	12.1	15,998.6	11.4	3.7
Direct contribution to employment ⁴	120,812.2	3.7	5.3	162,759.0	4.4	2.5
Total contribution to employment ⁴	329,600.6	10.0	5.5	448,996.5	12.2	2.6
Visitor exports	1,632.6	5.3	15.9	2,945.0	7.4	4.5
Domestic spending	4,968.5	4.6	9.3	7,608.8	5.4	3.4
Leisure spending	5,296.0	4.9	10.7	8,501.0	6.1	3.8
Business spending	1,305.2	1.2	12.2	2,053.2	1.4	3.4
Capital investment	1,013.2	3.6	10.7	1,843.7	5.0	5.1

¹2023 constant prices & exchange rates; ²2024 real growth adjusted for inflation (%); ³2024-2034 annualised real growth adjusted for inflation (%); ⁴000 jobs

% of total refers to each indicator's share of the relevant whole economy indicator such as GDP and employment. Visitor exports is shown relative to total exports of goods and services. Domestic spending, as well as leisure and business spending, is expressed relative to whole economy GDP. Investment spending is expressed relative to whole economy investment.

E - Estimate, F - Forecast

THE ECONOMIC CONTRIBUTION OF TRAVEL & TOURISM: REAL 2023 PRICES

Namibia (NADmn, real 2023 prices)	2018	2019	2020	2021	2022	2023	2024E	2034F
1. Visitor exports	7,748.4	7,717.1	2,304.4	2,103.6	4,996.5	7,332.7	8,038.6	12,594
2. Domestic expenditure (includes government individual spending)	17,395	16,772	9,997.4	13,604	18,589	19,586	20,276	27,805
3. Internal tourism consumption (= 1 + 2)	25,143	24,489	12,302	15,708	23,585	26,919	28,315	40,399
4. Purchases by tourism providers, including imported goods (supply chain)	-17,604	-17,148	-8,588.9	-10,997	-16,560	-18,844	-19,764	-28,148
5. Direct contribution of Travel & Tourism to GDP (= 3 + 4)	7,539.7	7,341.0	3,712.8	4,710.8	7,025.8	8,075.2	8,550.4	12,251
Other final impacts (indirect & induced)	14,636	14,250	7,207.1	9,144.5	13,638	15,675	16,598	23,782
6 Domestic supply chain								
7. Capital investment	4,475.2	4,154.6	2,651.1	2,053.6	3,262.8	3,984.6	4,312.0	7,855.8
8. Government collective spending	1,745.0	1,745.3	1,263.0	1,354.3	1,754.1	1,907.6	1,950.6	2,582.9
9. Imported goods from indirect spending	-3,887.7	-3,753.1	-1,938.0	-2,280.9	-3,602.7	-3,979.1	-4,018.3	-5,889.3
10. Induced	5,634.3	5,457.2	2,884.8	3,444.3	5,075.7	5,899.9	6,297.3	9,329.6
11. Total contribution of Travel & Tourism to GDP (= 5 + 6 + 7 + 8 + 9 + 10)	30,142	29,195	15,781	18,427	27,154	31,563	33,690	49,912
Employment impacts ('000)								
12. Direct contribution of Travel & Tourism to employment	22.7	22.3	15.5	17.6	20.6	22.2	24.0	34.5
13. Total contribution of Travel & Tourism to employment	101.7	99.8	74.3	77.3	89.3	97.5	106.1	158.1
14. Other indicators								
Expenditure on outbound travel	805.4	1,437.5	1,003.5	719.2	1,151.9	1,511.5	1,673.7	2,042.9
Leisure spending	20,663	20,494	10,615	13,820	19,674	22,613	23,744	34,526
Business spending	4,480.3	3,994.8	1,686.6	1,887.7	3,910.9	4,306.4	4,570.3	5,873.1

E - Estimate, F - Forecast

THE ECONOMIC CONTRIBUTION OF TRAVEL & TOURISM: NOMINAL PRICES

Namibia (NADmn, nominal prices)	2018	2019	2020	2021	2022	2023	2024E	2034F
1. Visitor exports	6,410.5	6,443.7	2,013.3	1,874.1	4,752.4	7,332.7	8,466.3	21,414
2. Domestic expenditure (includes government individual spending)	14,391	14,004	8,734.3	12,120	17,681	19,586	21,355	47,278
3. Internal tourism consumption (= 1 + 2)	20,802	20,448	10,748	13,994	22,433	26,919	29,821	68,692
4. Purchases by tourism providers, including imported goods (supply chain)	-14,564	-14,318	-7,503.9	-9,796.8	-15,751	-18,844	-20,816	-47,861
5. Direct contribution of Travel & Tourism to GDP (= 3 + 4) Relative contribution (% whole economy)	6,237.8 3.4	6,129.6 3.4	3,243.7 1.9	4,196.8 2.3	6,682.6 3.2	8,075.2 3.4	9,005.3 3.5	20,831 3.9
Other final impacts (indirect & induced)	12,109	11,899	6,296.6	8,146.7	12,972	15,675	17,481	40,437
6. Domestic supply chain								
7. Capital investment	3,702.5	3,469.1	2,316.2	1,829.5	3,103.5	3,984.6	4,541.4	13,358
8. Government collective spending	1,443.7	1,457.3	1,103.4	1,206.5	1,668.4	1,907.6	2,054.3	4,391.9
9. Imported goods from indirect spending	-3,216.4	-3,133.8	-1,693.1	-2,032.1	-3,426.7	-3,979.1	-4,232.1	-10,013.9
10. Induced	4,661.4	4,556.7	2,520.4	3,068.5	4,827.7	5,899.9	6,632.4	15,864
11. Total contribution of Travel & Tourism to GDP (= 5 + 6 + 7 + 8 + 9 + 10) Relative contribution (% whole economy)	24,938 13.8	24,378 13.5	13,787 7.9	16,416 8.9	25,828 12.2	31,563 13.4	35,482 13.9	84,868 16.0
Employment impacts ('000)								
12. Direct contribution of Travel & Tourism to employment Relative contribution (% whole economy)	22.7 3.1	22.3 3.0	15.5 2.1	17.6 2.4	20.6 2.7	22.2 2.8	24.0 3.0	34.5 3.4
13. Total contribution of Travel & Tourism to employment Relative contribution (% whole economy)	101.7 14.0	99.8 13.6	74.3 10.2	77.3 10.4	89.3 11.7	97.5 12.5	106.1 13.3	158.1 15.8
14. Other indicators								
Expenditure on outbound travel	666.3	1,200.3	876.7	640.7	1,095.6	1,511.5	1,762.8	3,473.7
Leisure spending	17,095	17,112	9,274.1	12,312	18,713	22,613	25,007	58,706
Business spending	3,706.7	3,335.6	1,473.5	1,681.7	3,719.9	4,306.4	4,813.5	9,986.4

E - Estimate, F - Forecast

*Concepts shown in this table align with the standard table totals as described in the *2008 Tourism Satellite Account: Recommended Methodological Framework* (TSA: RMF 2008) developed by the United Nations Statistical Division (UNSD), the Statistical Office of the European Communities (EUROSTAT), the Organisation for Economic Co-operation and Development (OECD) and UN Tourism formerly (UNWTO).
Historical data for concepts has been benchmarked to match reported TSA data where available.

THE ECONOMIC CONTRIBUTION OF TRAVEL & TOURISM: REAL 2023 PRICES (USD)

Namibia (USDmn, real 2023 prices)	2018	2019	2020	2021	2022	2023	2024E	2034F
1. Visitor exports	419.1	417.6	124.8	113.8	270.4	397.1	435.2	680.3
2. Domestic expenditure (includes government individual spending)	940.8	907.6	541.5	736.0	1,006.0	1,060.6	1,097.6	1,502.1
3. Internal tourism consumption (= 1 + 2)	1,359.8	1,325.3	666.3	849.8	1,276.3	1,457.7	1,532.7	2,182.4
4. Purchases by tourism providers, including imported goods (supply chain)	-952.1	-928.0	-465.2	-594.9	-896.1	-1,020.4	-1,069.9	-1,520.6
5. Direct contribution of Travel & Tourism to GDP (= 3 + 4)	407.8	397.3	201.1	254.9	380.2	437.3	462.9	661.8
Other final impacts (indirect & induced)	791.6	771.2	390.3	494.7	738.1	848.8	898.5	1,284.7
6 Domestic supply chain								
7. Capital investment	242.0	224.8	143.6	111.1	176.6	215.8	233.4	424.4
8. Government collective spending	94.4	94.5	68.4	73.3	94.9	103.3	105.6	139.5
9. Imported goods from indirect spending	-210.3	-203.1	-105.0	-123.4	-195.0	-215.5	-217.5	-318.1
10. Induced	304.7	295.3	156.2	186.3	274.7	319.5	340.9	504.0
11. Total contribution of Travel & Tourism to GDP (= 5 + 6 + 7 + 8 + 9 + 10)	1,630.2	1,580.0	854.7	996.9	1,469.5	1,709.2	1,823.7	2,696.3
Employment impacts ('000)								
12. Direct contribution of Travel & Tourism to employment	22.7	22.3	15.5	17.6	20.6	22.2	24.0	34.5
13. Total contribution of Travel & Tourism to employment	101.7	99.8	74.3	77.3	89.3	97.5	106.1	158.1
14. Other indicators								
Expenditure on outbound travel	43.6	77.8	54.3	38.9	62.4	81.8	90.6	110.6
Leisure spending	1,117.5	1,109.1	574.9	747.6	1,064.7	1,224.5	1,285.3	1,865.1
Business spending	242.3	216.2	91.3	102.1	211.6	233.2	247.4	317.3

E - Estimate, F - Forecast

THE ECONOMIC CONTRIBUTION OF TRAVEL & TOURISM: NOMINAL PRICES (USD)

Namibia (USDmn, nominal prices)	2018	2019	2020	2021	2022	2023	2024E	2034F
1. Visitor exports	484.2	446.0	122.3	126.8	290.3	397.1	450.6	916.3
2. Domestic expenditure (includes government individual spending)	1,087.0	969.3	530.6	820.0	1,080.0	1,060.6	1,136.6	2,023.1
3. Internal tourism consumption (= 1 + 2)	1,571.2	1,415.3	652.9	946.8	1,370.2	1,457.7	1,587.2	2,939.5
4. Purchases by tourism providers, including imported goods (supply chain)	-1,100.1	-991.0	-455.8	-662.8	-962.1	-1,020.4	-1,107.9	-2,048.1
5. Direct contribution of Travel & Tourism to GDP (= 3 + 4) Relative contribution (% whole economy)	471.2 3.4	424.3 3.4	197.0 1.9	284.0 2.3	408.2 3.2	437.3 3.4	479.3 3.5	891.4 3.9
Other final impacts (indirect & induced)	914.6	823.6	382.5	551.2	792.4	848.8	930.4	1,730.4
6. Domestic supply chain								
7. Capital investment	279.7	240.1	140.7	123.8	189.6	215.8	241.7	571.6
8. Government collective spending	109.0	100.9	67.0	81.6	101.9	103.3	109.3	187.9
9. Imported goods from indirect spending	-242.9	-216.9	-102.9	-137.5	-209.3	-215.5	-225.3	-428.5
10. Induced	352.1	315.4	153.1	207.6	294.9	319.5	353.0	678.8
11. Total contribution of Travel & Tourism to GDP (= 5 + 6 + 7 + 8 + 9 + 10) Relative contribution (% whole economy)	1,883.6 13.8	1,687.3 13.5	837.5 7.9	1,110.7 8.9	1,577.6 12.2	1,709.2 13.4	1,888.6 13.9	3,631.7 16.0
Employment impacts ('000)								
12. Direct contribution of Travel & Tourism to employment Relative contribution (% whole economy)	22.7 3.1	22.3 3.0	15.5 2.1	17.6 2.4	20.6 2.7	22.2 2.8	24.0 3.0	34.5 3.4
13. Total contribution of Travel & Tourism to employment Relative contribution (% whole economy)	101.7 14.0	99.8 13.6	74.3 10.2	77.3 10.4	89.3 11.7	97.5 12.5	106.1 13.3	158.1 15.8
14. Other indicators								
Expenditure on outbound travel	50.3	83.1	53.3	43.4	66.9	81.8	93.8	148.6
Leisure spending	1,291.2	1,184.4	563.4	833.0	1,143.0	1,224.5	1,331.0	2,512.1
Business spending	280.0	230.9	89.5	113.8	227.2	233.2	256.2	427.3

E - Estimate, F - Forecast

*Concepts shown in this table align with the standard table totals as described in the *2008 Tourism Satellite Account: Recommended Methodological Framework* (TSA: RMF 2008) developed by the United Nations Statistical Division (UNSD), the Statistical Office of the European Communities (EUROSTAT), the Organisation for Economic Co-operation and Development (OECD) and UN Tourism formerly (UNWTO).

Historical data for concepts has been benchmarked to match reported TSA data where available.

THE ECONOMIC CONTRIBUTION OF TRAVEL & TOURISM: GROWTH

Namibia Growth ¹ (%)	2018	2019	2020	2021	2022	2023	2024E	2034F ²
1. Visitor exports	3.6	-0.3	-70.1	-8.8	137.6	46.8	9.6	4.6
2. Domestic expenditure (includes government individual spending)	1.5	-3.5	-40.3	35.9	36.7	5.4	3.5	3.2
3. Internal tourism consumption (= 1 + 2)	2.1	-2.5	-49.7	27.5	50.2	14.2	5.2	3.6
4. Purchases by tourism providers, including imported goods (supply chain)	2.1	-2.5	-49.9	27.9	50.6	13.9	4.9	3.6
5. Direct contribution of Travel & Tourism to GDP (= 3 + 4)	2.2	-2.6	-49.4	26.7	49.2	15.0	5.9	3.6
Other final impacts (indirect & induced)	2.2	-2.6	-49.4	26.7	49.2	15.0	5.9	3.6
6. Domestic supply chain								
7. Capital investment	-3.6	-7.1	-36.1	-22.6	58.9	22.2	8.2	6.2
8. Government collective spending	0.5	0.1	-27.6	7.1	29.6	8.8	2.2	2.8
9. Imported goods from indirect spending	2.8	-3.4	-48.3	17.6	58.0	10.5	1.0	3.9
10. Induced	0.9	-3.1	-47.1	19.3	47.4	16.3	6.7	4.0
11. Total contribution of Travel & Tourism to GDP (= 5 + 6 + 7 + 8 + 9 + 10)	0.9	-3.1	-45.9	16.6	47.4	16.3	6.7	4.0
Employment impacts ('000)								
12. Direct contribution of Travel & Tourism to employment	3.7	-1.7	-30.5	13.4	16.9	8.0	7.9	3.7
13. Total contribution of Travel & Tourism to employment	2.1	-1.9	-25.5	4.1	15.4	9.2	8.8	4.1
14. Other indicators								
Expenditure on outbound travel	-13.1	78.5	-30.2	-28.3	60.2	31.2	10.7	2.0
Leisure spending	3.3	-0.8	-48.2	30.0	42.4	15.0	5.0	3.8
Business spending	-2.7	-10.8	-57.7	11.8	107.3	10.2	6.1	2.5

E - Estimate, F - Forecast

¹2018-2024 real annual growth adjusted for inflation (%); ²2024-2034 annualised real growth adjusted for inflation (%)

GLOSSARY

KEY DEFINITIONS

TRAVEL & TOURISM

Relates to the activity of travellers on trips outside their usual environment with a duration of less than one year. Economic activity related to all aspects of such trips is measured within the research.

ECONOMIES

This term is used because the scope of the research covers not only countries but also specific territories/states.

DIRECT CONTRIBUTION TO GDP

GDP generated by industries that deal directly with tourists, including hotels, travel agents, airlines and other passenger transport services, as well as the activities of restaurant and leisure industries that deal directly with tourists. It is equivalent to total internal Travel & Tourism spending (see below) within a country less the purchases made by those industries (including imports). In terms of the UN's Tourism Satellite Account methodology it is consistent with total GDP calculated in table 6 of the TSA: RMF 2008.

DIRECT CONTRIBUTION TO EMPLOYMENT

The number of direct jobs within Travel & Tourism. This is consistent with total employment calculated in table 7 of the TSA: RMF 2008.

TOTAL CONTRIBUTION TO GDP

GDP generated directly by the Travel & Tourism sector plus its indirect and induced impacts (see below).

TOTAL CONTRIBUTION TO EMPLOYMENT

The number of jobs generated directly in the Travel & Tourism sector plus the indirect and induced contributions (see below).

DIRECT SPENDING IMPACTS

VISITOR EXPORTS

Spending within the country by international tourists for both business and leisure trips, including spending on transport, but excluding international spending on education. This is consistent with total inbound tourism expenditure in table 1 of the TSA: RMF 2008.

DOMESTIC TRAVEL & TOURISM SPENDING

Spending within a country by that country's residents for both business and leisure trips. Multi-use consumer durables are not included since they are not purchased solely for tourism purposes. This is consistent with total domestic tourism expenditure in table 2 of the TSA: RMF 2008. Outbound spending by residents abroad is not included here, but is separately identified according to the TSA: RMF 2008 (see below).

GOVERNMENT INDIVIDUAL SPENDING

Spending by government on Travel & Tourism services directly linked to visitors, such as cultural services (eg museums) or recreational services (eg national parks).

INTERNAL TOURISM CONSUMPTION

Total revenue generated within a country by industries that deal directly with tourists including visitor exports, domestic spending and government individual spending. This does not include spending abroad by residents. This is consistent with total internal tourism expenditure in table 4 of the TSA: RMF 2008.

BUSINESS TRAVEL & TOURISM SPENDING

Spending on business travel within a country by residents and international visitors.

LEISURE TRAVEL & TOURISM SPENDING

Spending on leisure travel within a country by residents and international visitors.

INDIRECT AND INDUCED IMPACTS

INDIRECT CONTRIBUTION

The contribution to GDP and jobs of the following three factors:

- **CAPITAL INVESTMENT:** Includes capital investment spending by all industries directly involved in Travel & Tourism. This also constitutes investment spending by other industries on specific tourism assets such as new visitor accommodation and passenger transport equipment, as well as restaurants and leisure facilities for specific tourism use. This is consistent with total tourism gross fixed capital formation in table 8 of the TSA: RMF 2008.
- **GOVERNMENT COLLECTIVE SPENDING:** Government spending in support of general tourism activity. This can include national as well as regional and local government spending. For example, it includes tourism promotion, visitor information services, administrative services and other public services. This is consistent with total collective tourism consumption in table 9 of TSA: RMF 2008.
- **SUPPLY-CHAIN EFFECTS:** Purchases of domestic goods and services directly by different industries within Travel & Tourism as inputs to their final tourism output.

INDUCED CONTRIBUTION

The broader contribution to GDP and employment of spending by those who are directly or indirectly employed by Travel & Tourism.

OTHER INDICATORS

OUTBOUND EXPENDITURE

Spending outside the country by residents on all trips abroad. This is fully aligned with total outbound tourism expenditure in table 3 of the TSA: RMF 2008.

INTERNATIONAL TOURIST ARRIVALS

The number of arrivals of international overnight visitors (tourists) to the country.

METHODOLOGICAL NOTE

WTTC has an ongoing commitment to align its economic impact research with the UN Statistics Division-approved 2008 Tourism Satellite Account: Recommended Methodological Framework (TSA:RMF 2008). This involves the benchmarking of country reports to official, published TSAs, including for countries which are reporting data for the first time, as well as existing countries reporting an additional year's data. New TSAs incorporated this year include Aruba, Kenya, Namibia, North Macedonia, Papua New Guinea and Uganda, bringing our total of countries and economies in our benchmarking dataset to 72. Our TSA benchmarked countries cover around 90% of global direct T&T GDP.

WTTC coverage includes data on 185 countries and economies, and reports on 27 regions, sub-regions and economic and geographic groups.

ECONOMIC AND GEOGRAPHIC GROUPS

APEC (ASIA-PACIFIC ECONOMIC COOPERATION)

Australia, Brunei Darussalam, Canada, Chile, China, Hong Kong SAR China, Indonesia, Japan, South Korea, Malaysia, Mexico, New Zealand, Papua New Guinea, Peru, Philippines, Russian Federation, Singapore, Taiwan China, Thailand, USA, Vietnam.

COMMONWEALTH¹

Anguilla, Antigua and Barbuda, Australia, Bahamas, Bangladesh, Barbados, Belize, Bermuda, Botswana, Brunei Darussalam, Cameroon, Canada, Cayman Islands, Cyprus, Dominica, Eswatini, Fiji, Gambia, Ghana, Grenada, Guyana, India, Jamaica, Kenya, Kiribati, Lesotho, Malawi, Malaysia, Maldives, Malta, Mauritius, Mozambique, Namibia, New Zealand, Nigeria, Pakistan, Papua New Guinea, Rwanda, Seychelles, Sierra Leone, Singapore, Solomon Islands, South Africa, Sri Lanka, St Kitts and Nevis, St Lucia, St Vincent and the Grenadines, Tanzania, Togo, Tonga, Trinidad and Tobago, Uganda, UK, UK Virgin Islands, Vanuatu, Zambia

G7

Canada, France, Germany, Italy, Japan, UK, USA.

G20

African Union², Argentina, Australia, Brazil, Canada, China, European Union, France³, Germany³, India, Indonesia, Italy³, Japan, Mexico, Russian Federation, Saudi Arabia, South Africa⁴, South Korea, Türkiye, UK, USA.

GCC (GULF COOPERATION COUNCIL)

Bahrain, Kuwait, Oman, Qatar, Saudi Arabia, UAE.

OAS (ORGANIZATION OF AMERICAN STATES)

Antigua and Barbuda, Argentina, Bahamas, Barbados, Belize, Bolivia, Brazil, Canada, Chile, Colombia, Costa Rica, Cuba, Dominican Republic, Dominica, Ecuador, El Salvador, Grenada, Guatemala, Guyana, Haiti, Honduras, Jamaica, Mexico, Nicaragua⁵, Panama, Paraguay, Peru, St Kitts and Nevis, St Lucia, St Vincent and the Grenadines, Suriname, Trinidad and Tobago, USA, Uruguay, Venezuela.

OECD (ORGANISATION FOR ECONOMIC CO-OPERATION AND DEVELOPMENT)

Australia, Austria, Belgium, Canada, Chile, Colombia, Costa Rica, Czechia, Denmark, Estonia, Finland, France, Germany, Greece, Hungary, Iceland, Ireland, Israel, Italy, Japan, South Korea, Latvia, Lithuania, Luxembourg, Mexico, Netherlands, New Zealand, Norway, Poland, Portugal, Slovakia, Slovenia, Spain, Sweden, Switzerland, Türkiye, UK, USA.

(OIC) ORGANISATION OF ISLAMIC COOPERATION⁶

Albania, Algeria, Azerbaijan, Bahrain, Bangladesh, Benin, Brunei, Burkina Faso, Cameroon, Chad, Comoros, Côte d'Ivoire, Egypt, Gabon, Gambia, Guinea, Guyana, Indonesia, Iran, Iraq, Jordan, Kazakhstan, Kuwait, Kyrgyzstan, Lebanon, Libya, Malaysia, Maldives, Mali, Morocco, Mozambique, Niger, Nigeria, Oman, Pakistan, Qatar, Saudi Arabia, Senegal, Sierra Leone, Sudan, Suriname, Syria, Tajikistan, Togo, Tunisia, Türkiye, UAE, Uganda, Uzbekistan, Yemen.

OTHER OCEANIA

American Samoa, Cook Islands, French Polynesia, Guam, Marshall Islands, Micronesia (Federated States of), Nauru, New Caledonia, Niue, Northern Mariana Islands, Palau, Samoa, Tuvalu.

PACIFIC ALLIANCE

Chile, Colombia, Mexico, Peru.

SADC (SOUTHERN AFRICAN DEVELOPMENT COMMUNITY)

Angola, Botswana, Comoros, Democratic Republic of Congo (DRC), Eswatini, Lesotho, Madagascar, Malawi, Mauritius, Mozambique, Namibia, Seychelles, South Africa, Tanzania, Zambia, Zimbabwe.

¹ This includes data for Overseas British Territories, but there is no data for Nauru, Samoa and Tuvalu

² This union of 55 member states received full G20 membership status in September 2023. It is included in 2023 data

³ Included in European Union

⁴ Included in African Union

⁵ Nicaragua left the OAS in November 2023. It is included in 2023 data

⁶ no data for Afghanistan, Djibouti, Guinea-Bissau, Mauritania, Palestine, Somalia or Turkmenistan

ECONOMIC IMPACT REPORTS

REGIONS, SUB REGIONS & COUNTRIES/ECONOMIES

WORLD											
REGION	SUB REGION	COUNTRY & ECONOMY	REGION	SUB REGION	COUNTRY & ECONOMY	REGION	SUB REGION	COUNTRY & ECONOMY	REGION	SUB-REGION	COUNTRY & ECONOMY
AFRICA	NORTH AFRICA	Algeria	AMERICAS	CARIBBEAN	Anguilla	ASIA-PACIFIC	NORTHEAST ASIA	China	EUROPE	EUROPEAN UNION	Hungary
		Egypt			Antigua and Barbuda			Hong Kong SAR, China			Ireland
		Libya			Aruba			Japan			Italy
		Morocco			Bahamas			South Korea			Latvia
		Tunisia			Barbados			Macau SAR, China			Lithuania
	SUB-SAHARAN	Angola			Bermuda		CENTRAL ASIA	Mongolia			Luxembourg
		Benin			British Virgin Islands			Taiwan, China			Malta
		Botswana			Cayman Islands			Kazakhstan			Netherlands
		Burkina Faso			Cuba		OCEANIA	Kyrgyzstan			Poland
		Burundi			Curaçao ¹			Tajikistan			Portugal
		Cameroon			Dominica			Uzbekistan			Romania
		Cabo Verde			Dominican Republic			Australia		OTHER EUROPE	Slovakia
		Central African Republic			Grenada			Fiji			Slovenia
		Chad			Guadeloupe			Kiribati			Spain
		Comoros			Haiti			New Zealand			Sweden
		Congo			Jamaica		Papua New Guinea	Albania			
		Côte d'Ivoire			Martinique		Solomon Islands	Armenia			
		Democratic Republic of Congo			Puerto Rico		Tonga	Azerbaijan			
		Eswatini			St Kitts and Nevis		Vanuatu	Belarus			
		Ethiopia			St Lucia		Other Oceanic States	Bosnia and Herzegovina			
		Gabon			St Vincent and the Grenadines		SOUTH ASIA	Bangladesh			Georgia
		Gambia			Trinidad and Tobago			India			Iceland
		Ghana			US Virgin Islands			Maldives			Moldova
		Guinea		CENTRAL AND SOUTH AMERICA ²	Nepal			Montenegro			
		Kenya			Pakistan			North Macedonia			
		Lesotho			Sri Lanka			Norway			
		Madagascar			Brunei Darussalam		Russian Federation				
		Malawi			Cambodia		Serbia				
		Mali			Indonesia		Switzerland				
		Mauritius			Laos		Türkiye				
		Mozambique			Malaysia		UK				
		Namibia			Myanmar		MIDDLE EAST	Ukraine			
		Niger			Philippines			Bahrain			
		Nigeria			Singapore			Iran			
		Réunion			Thailand			Iraq			
		Rwanda			Vietnam			Israel			
		Sao Tome and Principe			Austria			Jordan			
		Senegal			Belgium			Kuwait			
	Seychelles	Bulgaria			Lebanon						
	Sierra Leone	Croatia			Oman						
	South Africa	Cyprus			Qatar						
	Sudan	Czechia			Saudi Arabia						
	Tanzania	Denmark			Syria						
	Togo	Estonia			United Arab Emirates						
	Uganda	Finland		Yemen							
	Zambia	France									
	Zimbabwe	Germany									
		Greece									

1 Referred to as Former Netherlands Antilles in previous WTTC reports.
2 Referred to as Latin America in previous WTTC reports.

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