

ETHIOPIA

2021 Annual Research: Key Highlights¹

Global Data



Total GDP contribution:

2019

10.4%

USD 9,170 BN

2020

5.5%

USD 4,671 BN



Total Travel & Tourism jobs:

2019

334 MN

= 1 in 10 jobs

2020

272 MN

= 1 in 11 jobs

Total Travel & Tourism GDP change in 2020:

-49.1%

=USD -4,498 BN

Global Economy GDP change:

-3.7%

1 in 4 net new jobs
were created by Travel &
Tourism during 2014-2019



Change in Jobs in 2020²

-61.6 MN
-18.5%

Ethiopia Key Data

2019

2020

Total contribution of Travel & Tourism to GDP:



6.8%

of Total
Economy

Total T&T GDP = ETB204,335.0MN
(USD5,870.1MN)

4.3%

of Total
Economy

Total T&T GDP = ETB135,526.0MN
(USD3,893.4MN)

-33.7%

Change in Travel
& Tourism GDP
vs +3.3% real
economy GDP
change

Total contribution of Travel & Tourism to Employment:



1,980.5

Jobs (000s)
(7.1 % of total employment)

1,478.6

Jobs (000s)
(5.3 % of total employment)

Change in jobs²:

-25.3%

-501.9 (000s)

Visitor Impact
International:



ETB **121,255 MN**

Visitor spend
46.5% of total exports (USD3,483.4MN)

ETB **76,398.6 MN**

Visitor spend
36.5% of total exports (USD2,194.8MN)

Change in
international visitor
spend:

-37.0%

-USD 1,288.6 MN

Domestic:

ETB **52,894.0 MN**

Visitor spend
(USD 1,519.5MN)

ETB **33,737.4 MN**

Visitor spend
(USD 969.2MN)

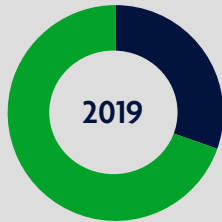
Change in domestic
visitor spend:

-36.2%

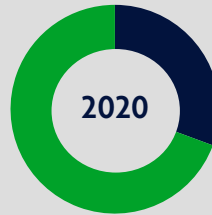
-USD 550.3 MN

Ethiopia Sector Characteristics

Domestic vs International Spending:

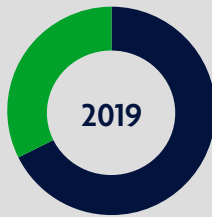


- Domestic Spending: USD 1,519.5MN (30%)
- International Spending: USD 3,483.4MN (70%)

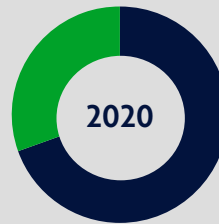


- Domestic Spending: USD 969.2MN (31%)
- International Spending: USD 2,194.8MN (69%)

Leisure vs Business Spending:



- Leisure Spending: USD 3,383.4MN (68%)
- Business Spending: USD 1,619.5MN (32%)



- Leisure Spending: USD 2,199.9MN (70%)
- Business Spending: USD 964.1MN (30%)

Inbound Arrivals³

2019	2020
1. United States 17%	1. United States 13%
2. China 5%	2. China 7%
3. United Kingdom 5%	3. Germany 5%
4. Germany 4%	4. India 5%
5. Italy 4%	5. United Kingdom 5%
Rest of world 64%	Rest of world 66%

Outbound Departures³

2019	2020
1. Sudan 18%	1. Togo 22%
2. Togo 15%	2. Sudan 19%
3. China 11%	3. Nigeria 9%
4. France 8%	4. France 8%
5. Kuwait 6%	5. Saudi Arabia 4%
Rest of world 43%	Rest of world 37%

1. All values are in constant 2020 prices & exchange rates. As reported in March 2021

2. Where the country or region has implemented job support schemes and supported jobs are still recorded as employment by national statistical authorities, job losses exclude those supported jobs (where known)

3. Source: Oxford Economics, national sources and UNWTO