

LAOS

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%

Laos Key Data

2019

2020



Total contribution of Travel & Tourism to GDP:

10.0%

of Total
Economy

Total T&T GDP = LAK17,082.7BN
(USD1,890.7MN)

4.8%

of Total
Economy

Total T&T GDP = LAK8,239.2BN
(USD911.9MN)

-51.8%

Change in Travel
& Tourism GDP
vs -0.8% real
economy GDP
change



Total contribution of Travel & Tourism to Employment:

348.7

Jobs (000s)
(10.2 % of total employment)

286.0

Jobs (000s)
(8.4 % of total employment)

Change in jobs²:

-18.0%

-62.7 (000s)



Visitor Impact International:

LAK **8,849.1** BN

Visitor spend
13.6% of total exports (USD979.4MN)

LAK **2,488.8** BN

Visitor spend
4.2% of total exports (USD275.5MN)

Change in
international visitor
spend:

-71.9%

-USD 703.9 MN

Domestic:

LAK **4,583.6** BN

Visitor spend
(USD 507.3MN)

LAK **3,086.5** BN

Visitor spend
(USD 341.6MN)

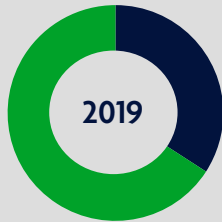
Change in domestic
visitor spend:

-32.7%

-USD 165.7 MN

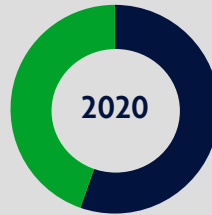
Laos Sector Characteristics

Domestic vs International Spending:



● Domestic Spending:
USD 507.3MN (34%)

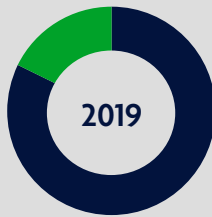
● International Spending:
USD 979.4MN (66%)



● Domestic Spending:
USD 341.6MN (55%)

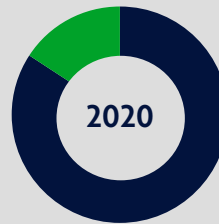
● International Spending:
USD 275.5MN (45%)

Leisure vs Business Spending:



● Leisure Spending:
USD 1,222.9MN (82%)

● Business Spending:
USD 263.8MN (18%)



● Leisure Spending:
USD 519.4MN (84%)

● Business Spending:
USD 97.6MN (16%)

Inbound Arrivals³

2019	2020
1. Thailand 44%	1. Thailand 31%
2. China 21%	2. Viet Nam 29%
3. Viet Nam 19%	3. China 26%
4. South Korea 5%	4. South Korea 6%
5. United States 1%	5. United States 0.9%
Rest of world 9%	Rest of world 7%

Outbound Departures³

2019	2020
1. Thailand 61%	1. Thailand 78%
2. Taiwan, China 17%	2. Cambodia 14%
3. Cambodia 15%	3. Viet Nam 6%
4. China 3%	4. China 0.9%
5. Viet Nam 3%	5. Malaysia 0.8%
Rest of world 2%	Rest of world 1%

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