

RWANDA

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%

Rwanda Key Data

2019

2020



Total contribution of Travel & Tourism to GDP:

11.4%

of Total
Economy

Total T&T GDP = RWF1,113.2BN
(USD1,180.2MN)

5.1%

of Total
Economy

Total T&T GDP = RWF478.1BN
(USD506.8MN)

-57.1%

Change in Travel
& Tourism GDP
vs -2.9% real
economy GDP
change



Total contribution of Travel & Tourism to Employment:

378.2

Jobs (000s)
(11.9 % of total employment)

244.6

Jobs (000s)
(7.7 % of total employment)

Change in jobs²:

-35.3%

-133.6 (000s)



Visitor Impact
International:

RWF **599.5** BN

Visitor spend
32.4% of total exports (USD635.5MN)

RWF **215.4** BN

Visitor spend
13.5% of total exports (USD228.3MN)

Change in
international visitor
spend:

-64.1%

-USD 407.2 MN

Domestic:

RWF **404.3** BN

Visitor spend
(USD 428.6MN)

RWF **191.1** BN

Visitor spend
(USD 202.6MN)

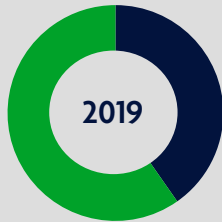
Change in domestic
visitor spend:

-52.7%

-USD 226.0 MN

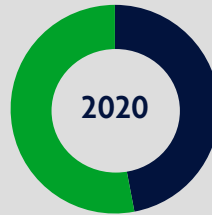
Rwanda Sector Characteristics

Domestic vs International Spending:



● Domestic Spending:
USD 428.6MN (40%)

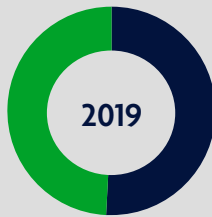
● International Spending:
USD 635.5MN (60%)



● Domestic Spending:
USD 202.6MN (47%)

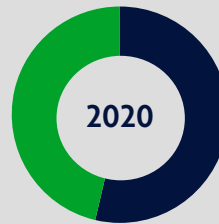
● International Spending:
USD 228.3MN (53%)

Leisure vs Business Spending:



● Leisure Spending:
USD 540.6MN (51%)

● Business Spending:
USD 523.5MN (49%)



● Leisure Spending:
USD 231.3MN (54%)

● Business Spending:
USD 199.6MN (46%)

Inbound Arrivals³

2019	2020
1. DR Congo 62%	1. DR Congo 60%
2. Burundi 9%	2. Burundi 8%
3. Kenya 5%	3. Kenya 5%
4. Uganda 4%	4. Uganda 5%
5. United States 3%	5. Tanzania 2%
Rest of world 16%	Rest of world 19%

Outbound Departures³

2019	2020
1. Uganda 79%	1. Uganda 77%
2. DR Congo 6%	2. Tanzania 7%
3. Tanzania 6%	3. DR Congo 6%
4. United Arab Emirates 3%	4. United Arab Emirates 3%
5. Ethiopia 1%	5. Ethiopia 2%
Rest of world 5%	Rest of world 6%

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