

TANZANIA

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%

Tanzania Key Data

2019

2020



Total contribution of Travel & Tourism to GDP:

10.7%

of Total
Economy

Total T&T GDP = TZS15,465.3BN
(USD6,741.2MN)

5.3%

of Total
Economy

Total T&T GDP = TZS8,025.4BN
(USD3,498.2MN)

-48.1%

Change in Travel
& Tourism GDP
vs +4.7% real
economy GDP
change



Total contribution of Travel & Tourism to Employment:

1,538.0

Jobs (000s)
(6.2 % of total employment)

1,125.8

Jobs (000s)
(4.5 % of total employment)

Change in jobs²:

-26.8%

-412.2 (000s)



Visitor Impact
International:

TZS **6,322.1** BN

Visitor spend
27.4% of total exports (USD2,755.7MN)

TZS **2,210.5** BN

Visitor spend
11.0% of total exports (USD963.5MN)

Change in
international visitor
spend:

-65.0%

-USD 1,792.2 MN

Domestic:

TZS **2,839.5** BN

Visitor spend
(USD 1,237.7MN)

TZS **1,889.1** BN

Visitor spend
(USD 823.4MN)

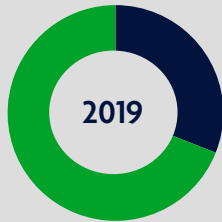
Change in domestic
visitor spend:

-33.5%

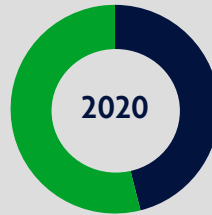
-USD 414.3 MN

Tanzania Sector Characteristics

Domestic vs International Spending:

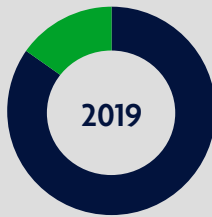


- Domestic Spending:
USD 1,237.7MN (31%)
- International Spending:
USD 2,755.7MN (69%)

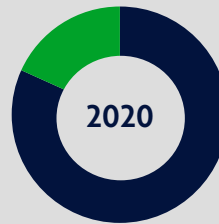


- Domestic Spending:
USD 823.4MN (46%)
- International Spending:
USD 963.5MN (54%)

Leisure vs Business Spending:



- Leisure Spending:
USD 3,384.8MN (85%)
- Business Spending:
USD 608.7MN (15%)



- Leisure Spending:
USD 1,460.3MN (82%)
- Business Spending:
USD 326.6MN (18%)

Inbound Arrivals³

2019	2020
1. Kenya 9%	1. Kenya 10%
2. United States 8%	2. South Africa 6%
3. United Kingdom 7%	3. United States 6%
4. Italy 6%	4. Italy 6%
5. Germany 5%	5. United Kingdom 5%
Rest of world 65%	Rest of world 68%

Outbound Departures³

2019	2020
1. Zambia 28%	1. Zambia 33%
2. Uganda 14%	2. Uganda 14%
3. Kenya 12%	3. Kenya 12%
4. Zimbabwe 8%	4. Rwanda 6%
5. South Africa 7%	5. Zimbabwe 6%
Rest of world 31%	Rest of world 29%

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