

ZAMBIA

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%

Zambia Key Data

2019

2020



Total contribution of Travel & Tourism to GDP:

7.7%

of Total
Economy

Total T&T GDP = ZMK27.9BN
(USD1,524.4MN)

4.3%

of Total
Economy

Total T&T GDP = ZMK15.3BN
(USD836.8MN)

-45.1%

Change in Travel
& Tourism GDP
vs -2.8% real
economy GDP
change



Total contribution of Travel & Tourism to Employment:

489.7

Jobs (000s)
(7.6 % of total employment)

340.1

Jobs (000s)
(5.4 % of total employment)

Change in jobs²:

-30.6%

-149.6 (000s)



Visitor Impact
International:

ZMK **14.9** BN

Visitor spend
12.0% of total exports (USD811.6MN)

ZMK **7.3** BN

Visitor spend
5.5% of total exports (USD396.0MN)

Change in
international visitor
spend:

-51.2%

-USD 415.6 MN

Domestic:

ZMK **9.9** BN

Visitor spend
(USD 540.0MN)

ZMK **5.9** BN

Visitor spend
(USD 319.2MN)

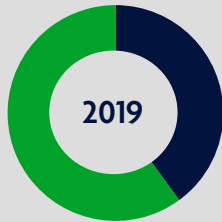
Change in domestic
visitor spend:

-40.9%

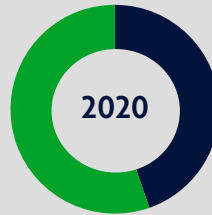
-USD 220.8 MN

Zambia Sector Characteristics

Domestic vs International Spending:

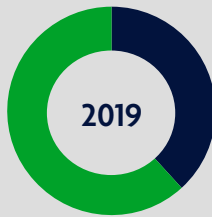


● Domestic Spending:
USD 540.0MN (40%)
● International Spending:
USD 811.6MN (60%)

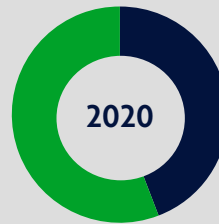


● Domestic Spending:
USD 319.2MN (45%)
● International Spending:
USD 396.0MN (55%)

Leisure vs Business Spending:



● Leisure Spending:
USD 516.3MN (38%)
● Business Spending:
USD 835.3MN (62%)



● Leisure Spending:
USD 316.0MN (44%)
● Business Spending:
USD 399.3MN (56%)

Inbound Arrivals³

2019	2020
1. Zimbabwe 33%	1. Zimbabwe 33%
2. Tanzania 14%	2. Tanzania 12%
3. South Africa 8%	3. South Africa 7%
4. United States 4%	4. India 3%
5. Malawi 3%	5. Botswana 3%
Rest of world 37%	Rest of world 41%

Outbound Departures³

2019	2020
1. Zimbabwe 26%	1. Zimbabwe 30%
2. Namibia 20%	2. Namibia 19%
3. Botswana 14%	3. Malawi 15%
4. Malawi 12%	4. South Africa 12%
5. South Africa 12%	5. Kenya 6%
Rest of world 16%	Rest of world 18%

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