

BOTSWANA

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%

Botswana Key Data

2019

2020

Total contribution of Travel & Tourism to GDP:



9.6%

of Total
Economy

Total T&T GDP = BWP18,588.5MN
(USD1,623.0MN)

5.3%

of Total
Economy

Total T&T GDP = BWP9,546.4MN
(USD833.5MN)

-48.6%

Change in Travel
& Tourism GDP
vs -8.0% real
economy GDP
change

Total contribution of Travel & Tourism to Employment:



70.8

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

53.8

Jobs (000s)
(6.6 % of total employment)

Change in jobs²:

-24.0%

-17.0 (000s)

Visitor Impact
International:



BWP 5,977.9 MN

Visitor spend
9.2% of total exports (USD521.9MN)

BWP 1,384.1 MN

Visitor spend
2.7% of total exports (USD120.8MN)

Change in
international visitor
spend:

-76.8%

-USD 401.1 MN

Domestic:

BWP 4,944.1 MN

Visitor spend
(USD 431.7MN)

BWP 3,280.4 MN

Visitor spend
(USD 286.4MN)

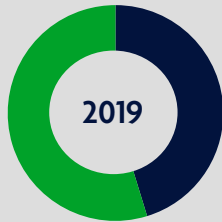
Change in domestic
visitor spend:

-33.6%

-USD 145.3 MN

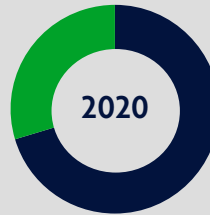
Botswana Sector Characteristics

Domestic vs International Spending:



● Domestic Spending:
USD 431.7MN (45%)

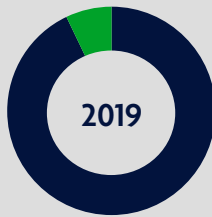
● International Spending:
USD 521.9MN (55%)



● Domestic Spending:
USD 286.4MN (70%)

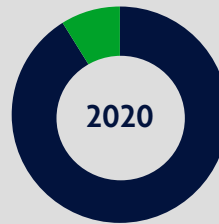
● International Spending:
USD 120.8MN (30%)

Leisure vs Business Spending:



● Leisure Spending:
USD 885.9MN (93%)

● Business Spending:
USD 67.7MN (7%)



● Leisure Spending:
USD 371.0MN (91%)

● Business Spending:
USD 36.3MN (9%)

Inbound Arrivals³

2019	2020
1. Zimbabwe 34%	1. Zimbabwe 43%
2. South Africa 33%	2. South Africa 37%
3. Zambia 9%	3. Namibia 6%
4. Namibia 6%	4. Zambia 4%
5. United States 3%	5. Germany 2%
Rest of world 15%	Rest of world 8%

Outbound Departures³

2019	2020
1. South Africa 74%	1. South Africa 72%
2. Zimbabwe 10%	2. Zimbabwe 11%
3. Namibia 7%	3. Namibia 8%
4. Zambia 4%	4. Zambia 5%
5. Lesotho 1.0%	5. Lesotho 0.9%
Rest of world 2%	Rest of world 3%

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