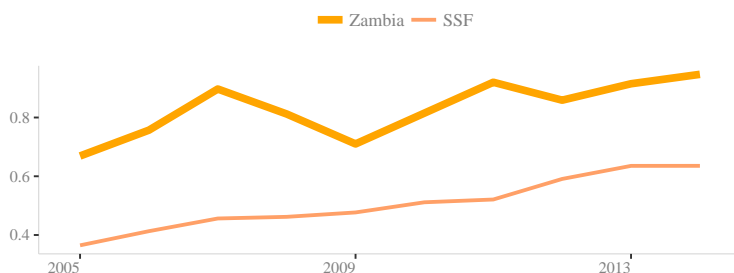


International arrivals
passengers, million (2014)0.95
(Rank: 83/144)Int. Tourism Receipts
current US\$, billion (2014)642
(Rank: 76/143)Contribution to GDP
current US\$, billion (2017)1.5
(Rank: 103/125)Contribution to empl.
thousands of jobs (2017)259
(Rank: 80/125)T&T Competitiv.
1-7 (best) (2015)74/98
Value: 3.2Capital investment
current US\$, billion (2017)0.24
(Rank: 115/125)

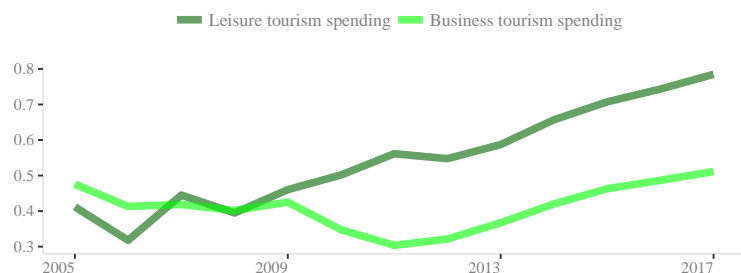
TOURISM DEMAND

PASSENGER ARRIVALS, in millions



SOURCE: WORLD BANK - WDI

TOURISM EXPENDITURE BY PURPOSE, current \$US billion



SOURCE: WTTC

RESOURCE BASE

CULTURAL RESOURCES

Tourist service infrast.

75/98 Value: 2.9

1-7 (best) (2015)

Cultural resour. & business travel

84/97 Value: 1.3

1-7 (best) (2015)

SOURCE: WEF TTCR 2015

NATURAL RESOURCES

Natural resources

29/98 Value: 3.6

1-7 (best) (2015)

Natural and cultural res. subindex

46/98 Value: 2.4

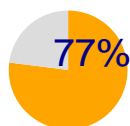
1-7 (best) (2015)

SOURCE: WEF TTCR 2015

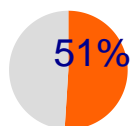
TOURISM ECONOMIC INDICATORS — COMPETITIVENESS

TRAVEL SERVICES, % of commercial service exports

Zambia (2015)

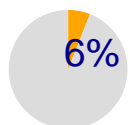


SSF (average, 2015)

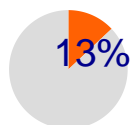


INTERNATIONAL TOURISM RECEIPTS, % of total exports

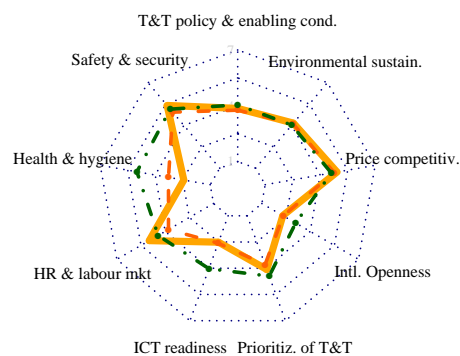
Zambia (2014)



SSF (average, 2014)



SOURCE: WORLD BANK - WDI

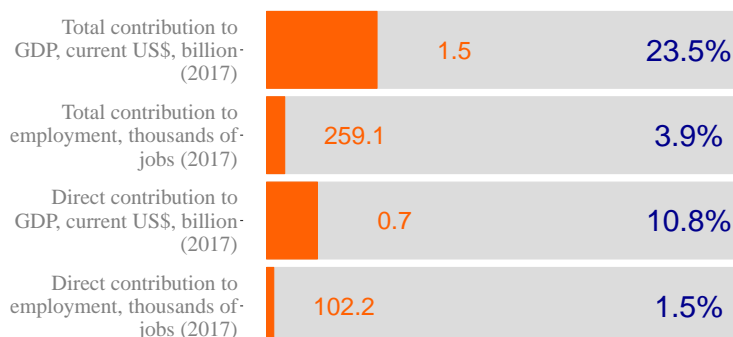


Zambia SSF World

SOURCE: WEF TTCR 2015

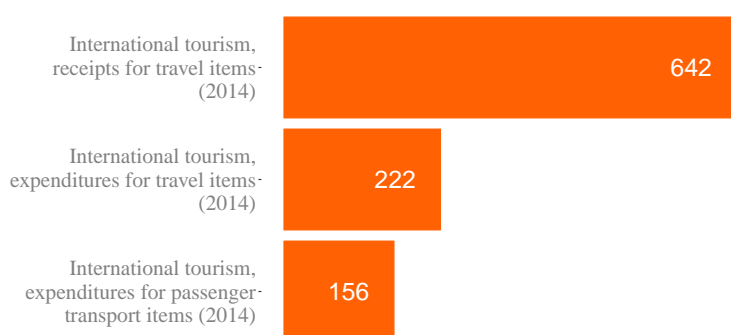
TOURISM ECONOMIC INDICATORS

DIRECT v. TOTAL CONTRIBUTION



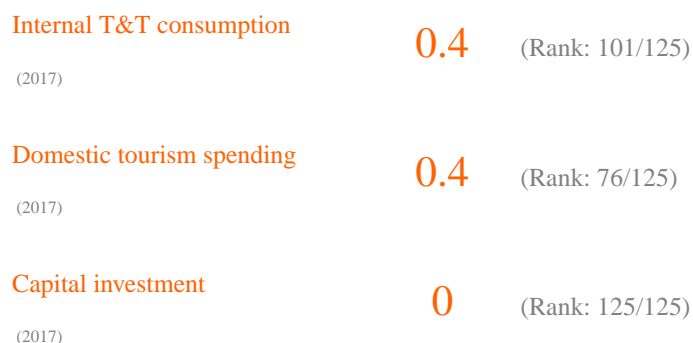
SOURCE: WTTC

INTERNATIONAL TOURISM, in \$US (*)



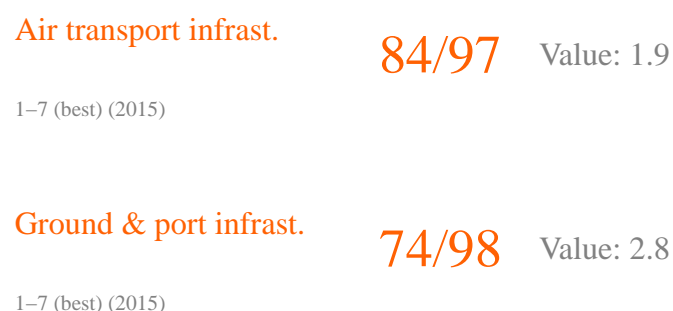
SOURCE: WORLD BANK - WDI

CAPITAL INVESTMENT, current \$US billion



SOURCE: WTTC

ACCESS AND TRANSPORT



SOURCE: WEF TTCR 2015

OTHER COMPETITIVENESS INDICATORS



SOURCE: WEF TTCR 2015

SOURCE: WEF TTCR 2015

(*) Receipt for travel items: These expenditures by international inbound visitors, or in their behalf, to purchase goods and services in the reporting economy. Receipts for passenger transport items: These are expenditures by international inbound visitors for all services provided in the international transportation by resident carriers and passenger services performed within an economy by nonresident carriers.