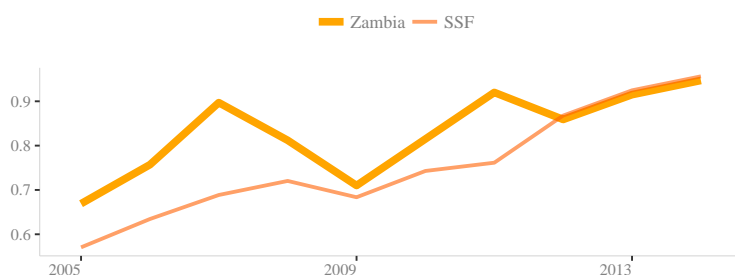


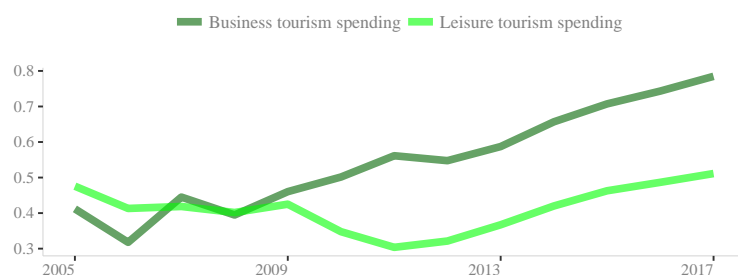
International arrivals
passengers, million (2014)0.95
(Rank: 132/202)Int. Tourism Receipts
current US\$, billion (2014)642
(Rank: 176/199)Contribution to GDP
current US\$, billion (2017)1.5
(Rank: 109/175)Contribution to empl.
thousands of jobs (2017)259
(Rank: 80/175)T&T Competitiv.
1-7 (best) (2015)105/140
Value: 3.2Capital investment
current US\$, billion (2017)0.24
(Rank: 161/175)

TOURISM DEMAND

PASSENGER ARRIVALS, in millions



TOURISM EXPENDITURE BY PURPOSE, current \$US billion



RESOURCE BASE

CULTURAL RESOURCES

Tourist service infrast.

1-7 (best) (2015)

109/140 Value: 2.9

Cultural resour. & business travel

1-7 (best) (2015)

118/139 Value: 1.3

SOURCE: WEF TTCR 2015

NATURAL RESOURCES

Natural resources

1-7 (best) (2015)

42/140 Value: 3.6

Natural and cultural res. subindex

1-7 (best) (2015)

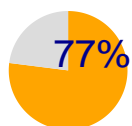
67/140 Value: 2.4

SOURCE: WEF TTCR 2015

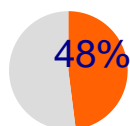
TOURISM ECONOMIC INDICATORS — COMPETITIVENESS

TRAVEL SERVICES, % of commercial service exports

Zambia (2015)

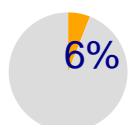


SSF (average, 2015)

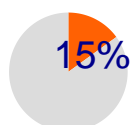


INTERNATIONAL TOURISM RECEIPTS, % of total exports

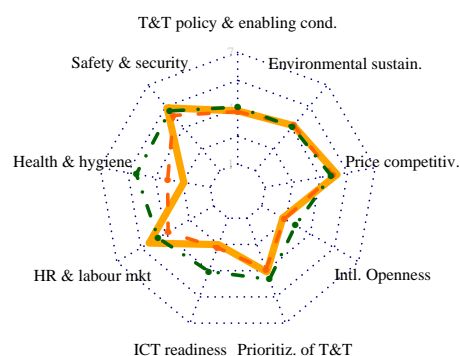
Zambia (2014)



SSF (average, 2014)



SOURCE: WORLD BANK - WDI



● Zambia ● SSF ● World

SOURCE: WEF TTCR 2015

TOURISM ECONOMIC INDICATORS

DIRECT v. TOTAL CONTRIBUTION

Total contribution to GDP, current US\$, billion- (2017)	1.5	2.4%
Total contribution to employment, thousands of jobs (2017)	259.1	3.9%
Direct contribution to GDP, current US\$, billion- (2017)	0.7	1.1%
Direct contribution to employment, thousands of jobs (2017)	102.2	1.5%

SOURCE: WTTC

INTERNATIONAL TOURISM, in \$US (*)

International tourism, receipts for travel items- (2014)	642
International tourism, expenditures for travel items- (2014)	222
International tourism, expenditures for passenger-transport items (2014)	156

SOURCE: WORLD BANK - WDI

CAPITAL INVESTMENT, current \$US billion

Internal T&T consumption (2017)	0.7	(Rank: 122/175)
Domestic tourism spending (2017)	0.6	(Rank: 98/175)
Capital investment (2017)	0	(Rank: 175/175)

SOURCE: WTTC

ACCESS AND TRANSPORT

Air transport infrast. 1-7 (best) (2015)	121/139	Value: 1.9
Ground & port infrast. 1-7 (best) (2015)	108/140	Value: 2.8

SOURCE: WEF TTCR 2015

OTHER COMPETITIVENESS INDICATORS

Price competitiv. 1-7 (best) (2015)	56/140	Value: 4.9
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Business envmnt 1-7 (best) (2015)	40/139	Value: 4.8
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SOURCE: WEF TTCR 2015

Prioritiz. of T&T 1-7 (best) (2015)	98/139	Value: 4.1
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HR & labour mkt 1-7 (best) (2015)	31/140	Value: 5
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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.