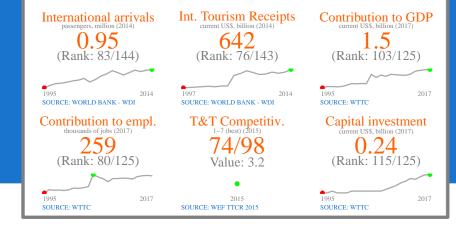
Tourism 360

# Zambia

Country Snapshot



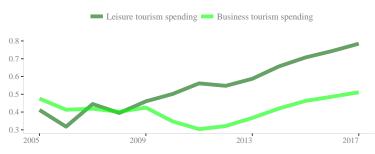
#### **TOURISM DEMAND**

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
1–7 (best) (2015)

SOURCE: WEF TTCR 2015

84/97 Value: 1.3

NATURAL RESOURCES

Natural resources 29/98 Value: 3.6

Value: 2.4

1-7 (best) (2015)

Natural and cultural res. subindex 46/98

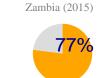
1-7 (best) (2015)

SOURCE: WEF TTCR 2015

1-7 (Best) (2013)

## TOURISM ECONOMIC INDICATORS — COMPETITIVENESS

TRAVEL SERVICES, % of commercial service exports



SSF (average, 2015)

INTERNATIONAL TOURISM RECEIPTS, % of total exports

Zambia (2014) SSF (average, 2014)

6%



T&T policy & enabling cond.

Safety & security Environmental sustain.

Health & hygiene Price competitiv.

HR & labour inkt Intl. Openness

ICT readiness Prioritiz. of T&T

Zambia ● SSF ● World

SOURCE: WORLD BANK - WDI

SOURCE: WEF TTCR 2015

### TOURISM ECONOMIC INDICATORS

#### DIRECT v. TOTAL CONTRIBUTION CAPITAL INVESTMENT, current \$US billion Total contribution to Internal T&T consumption GDP, current US\$, billion-1.5 23.5% 0.4(Rank: 101/125) (2017)(2017) Total contribution to employment, thousands of-259.1 3.9% jobs (2017) Domestic tourism spending 0.4(Rank: 76/125) Direct contribution to GDP, current US\$, billion-0.7 10.8% (2017) (2017)Direct contribution to Capital investment 102.2 1.5% employment, thousands of-()(Rank: 125/125) jobs (2017) (2017)SOURCE: WTTC SOURCE: WTTC INTERNATIONAL TOURISM, in \$US (\*) ACCESS AND TRANSPORT International tourism, Air transport infrast. 642 receipts for travel items-Value: 1.9 1-7 (best) (2015) International tourism, expenditures for travel items-(2014)Ground & port infrast. International tourism, Value: 2.8 expenditures for passengertransport items (2014) 1-7 (best) (2015) SOURCE: WEF TTCR 2015 SOURCE: WORLD BANK - WDI OTHER COMPETITIVENESS INDICATORS Drice competitive Drioritiz of T&T

1–7 (best) (2015)	39/98 Value	: 4.9	1–7 (best) (2015)	68/97	Value: 4.1
Business envmnt	26/97 Value	: 4.8	HR & labour mkt	23/98	Value: 5
1–7 (best) (2015)			1–7 (best) (2015)		
SOURCE: WEETTCR 2015			SOURCE: WEETTCR 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.

