While the global economy grew by 2.5%, Travel & Tourism grew significantly more at 3.5%.

1 in 4 net new jobs were created by Travel & Tourism over the last five years.

Global GDP impact by sector (2018 data). Share of total economy GDP:

- Mining
- Automotive
- Agriculture
- Travel & Tourism
- Retail
- Financial Services

Jobs globally (1 in 10 jobs):

- 10.3% Total GDP contribution
- 330 MN 129.6 jobs (000's)

Total T&T GDP = GMD15,178.4MN (USD302.4MN)

2019 Travel & Tourism GDP growth (18.2% of total employment) vs +5.4% real economy GDP growth.

Gambia 2019 key data:

- 17.7% of total economy
- 129.6 jobs (000's)
- GMD8,220.7 MN in visitor spend (71.6% of total exports)

Inbound arrivals:

1. United Kingdom 9%
2. Netherlands 5%
3. Sweden 2%
4. Belgium 1%
5. Spain 1%
Rest of World 82%

Outbound departures:

1. Senegal 71%
2. Nigeria 12%
3. China 2%
4. Saudi Arabia 2%
5. United States 2%
Rest of World 11%

Sector characteristics (2019):

- Leisure spending: 60%
- Business spending: 40%
- Domestic spending: 28%
- International spending: 72%

Note: Data are average shares over the 2016-2018 period.
Source: Oxford Economics, national sources and UNWTO.