GLOBAL DATA 2019

10.3% Total GDP contribution

330MN Jobs globally (1 in 10 jobs)

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

17.7% OF TOTAL ECONOMY

GMD15,178.4MN (USD302.4MN)

+9.4% vs +5.4% real economy GDP growth

2019 Travel & Tourism GDP growth (18.2% of total employment)

17.7% OF TOTAL ECONOMY

GAMBIA 2019 KEY DATA

129.6 JOBS (000’s)

(18.2% of total employment)

GAMBIA 2019 KEY DATA

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%

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

1. LEISURE SPENDING
2. BUSINESS SPENDING
3. DOMESTIC SPENDING
4. INTERNATIONAL SPENDING

60% 40%
28% 72%

INBOUND ARRIVALS

OUTBOUND DEPARTURES

SECTOR CHARACTERISTICS (2019)

1All values are in constant 2019 prices & exchange rates
As reported in March 2020

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