**GAMBIA**

**2020 ANNUAL RESEARCH: KEY HIGHLIGHTS**

**GLOBAL DATA 2019**

**10.3%**
Total GDP contribution

**330 MN**
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**

<table>
<thead>
<tr>
<th>Sector</th>
<th>Share of Total Economy GDP</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mining</td>
<td>0%</td>
</tr>
<tr>
<td>Automotive</td>
<td>5%</td>
</tr>
<tr>
<td>Agriculture</td>
<td>10%</td>
</tr>
<tr>
<td>Travel &amp; Tourism</td>
<td>30%</td>
</tr>
<tr>
<td>Retail</td>
<td>15%</td>
</tr>
<tr>
<td>Financial Services</td>
<td>20%</td>
</tr>
</tbody>
</table>

Note: Data are average shares over the 2016-2018 period

Source: Oxford Economics, national sources and UNWTO

**17.7% OF TOTAL ECONOMY**
Total T&T GDP = GMD15,178.4MN (USD302.4MN)

17.7% of total GDP growth vs +5.4% real economy GDP growth

**+9.4%**
2019 Travel & Tourism GDP growth

**129.6 JOBS (000’s)**
(18.2% of total employment)

**INTERNATIONAL VISITOR IMPACT**
GMD8,220.7 MN in visitor spend (71.6% of total exports) (USD163.8MN)

**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

**SECTOR CHARACTERISTICS (2019)**

- **LEISURE SPENDING** 60%
- **BUSINESS SPENDING** 40%
- **DOMESTIC SPENDING** 28%
- **INTERNATIONAL SPENDING** 72%

1All values are in constant 2019 prices & exchange rates

As reported in March 2020