GAMBIA
2020 ANNUAL RESEARCH: KEY HIGHLIGHTS

GLOBAL DATA 2019

10.3% Total GDP contribution

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

0% 5% 10% 15%

+9.4%

330MN Jobs globally (1 in 10 jobs)

GAMBIA 2019 KEY DATA

CONTRIBUTION OF TRAVEL & TOURISM TO GDP

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

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129.6 JOBS (000's)
(18.2% of total employment)

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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