## GAMBIA
2021 Annual Research: Key Highlights

### Global Data

<table>
<thead>
<tr>
<th>Year</th>
<th>Total GDP Contribution</th>
<th>Total Travel &amp; Tourism Jobs</th>
</tr>
</thead>
<tbody>
<tr>
<td>2019</td>
<td>10.4% USD 9,170 BN</td>
<td>334 MN = 1 in 10 jobs</td>
</tr>
<tr>
<td>2020</td>
<td>5.5% USD 4,671 BN</td>
<td>272 MN = 1 in 11 jobs</td>
</tr>
</tbody>
</table>

- **Total Travel & Tourism GDP change in 2020**: -49.1% = USD -4,498 BN
- **Global Economy GDP change**: -3.7%

- **Change in Jobs in 2020**: -61.6 MN -18.5%

### Gambia Key Data

#### Total contribution of Travel & Tourism to GDP:

<table>
<thead>
<tr>
<th>Year</th>
<th>% of Total Economy</th>
<th>Total T&amp;T GDP</th>
</tr>
</thead>
<tbody>
<tr>
<td>2019</td>
<td>15.5% USD 288.6MN</td>
<td>GMD14,921.0MN</td>
</tr>
<tr>
<td>2020</td>
<td>8.4% USD 136.3MN</td>
<td>GMD7,048.5MN</td>
</tr>
</tbody>
</table>

- **Total Travel & Tourism GDP change in 2020**: -12.4% real economy GDP change

<table>
<thead>
<tr>
<th>Year</th>
<th>% of Total Employment</th>
<th>Jobs (000s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2019</td>
<td>10.4% (17.1% of total employment)</td>
<td>121.2</td>
</tr>
<tr>
<td>2020</td>
<td>8.4% (12.6% of total employment)</td>
<td>84.2</td>
</tr>
</tbody>
</table>

- **Change in jobs**: -30.5% -37.0 (000s)

#### Visitor Impact

<table>
<thead>
<tr>
<th>Type</th>
<th>2019 Visitor Spend</th>
<th>2020 Visitor Spend</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>International</strong></td>
<td>GMD 8,614.2 MN</td>
<td>GMD 2,840.3 MN</td>
</tr>
<tr>
<td>Visitor spend</td>
<td>50.5% of total exports (USD166.6MN)</td>
<td>21.6% of total exports (USD54.9MN)</td>
</tr>
<tr>
<td><strong>Domestic</strong></td>
<td>GMD 3,165.4 MN</td>
<td>GMD 2,113.2 MN</td>
</tr>
<tr>
<td>Visitor spend</td>
<td>(USD 61.2MN)</td>
<td>(USD 40.9MN)</td>
</tr>
</tbody>
</table>

- **Change in international visitor spend**: -67.0% -USD 111.7 MN
- **Change in domestic visitor spend**: -33.2% -USD 20.4 MN
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Gambia Sector Characteristics

Domestic vs International Spending:
- **2019**
  - Domestic Spending: USD 61.2MN (27%)
  - International Spending: USD 166.6MN (73%)
- **2020**
  - Domestic Spending: USD 40.9MN (43%)
  - International Spending: USD 54.9MN (57%)

Leisure vs Business Spending:
- **2019**
  - Leisure Spending: USD 142.3MN (62%)
  - Business Spending: USD 85.6MN (38%)
- **2020**
  - Leisure Spending: USD 56.1MN (59%)
  - Business Spending: USD 39.7MN (41%)

Inbound Arrivals:
- **2019**
  1. United Kingdom 12%
  2. Netherlands 6%
  3. Sweden 3%
  4. Spain 2%
  5. Belgium 2%
  Rest of world 75%
- **2020**
  1. United Kingdom 10%
  2. Netherlands 6%
  3. Sweden 4%
  4. Belgium 3%
  5. Germany 1%
  Rest of world 77%

Outbound Departures:
- **2019**
  1. Senegal 70%
  2. Nigeria 10%
  3. China 3%
  4. United States 2%
  5. Togo 1%
  Rest of world 13%
- **2020**
  1. Senegal 72%
  2. Nigeria 10%
  3. Dominican Republic 3%
  4. Philippines 2%
  5. Togo 1%
  Rest of world 12%

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1. All values are in constant 2020 prices & exchange rates. As reported in March 2021
2. Where the country or region has implemented job support schemes and supported jobs are still recorded as employment by national statistical authorities, job losses exclude those supported jobs (where known)
3. Source: Oxford Economics, national sources and UNWTO