

GLOBAL DATA 2019



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



GAMBIA 2019 KEY DATA



CONTRIBUTION OF TRAVEL & TOURISM TO GDP

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

+9.4%

2019 Travel & Tourism GDP growth vs **+5.4%** real economy GDP growth



CONTRIBUTION OF TRAVEL & TOURISM TO EMPLOYMENT

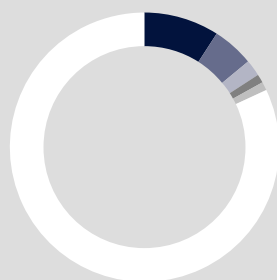
129.6 JOBS (000's)
(18.2% of total employment)



INTERNATIONAL VISITOR IMPACT

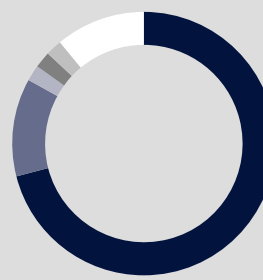
GMD8,220.7 MN
in visitor spend (**71.6%** of total exports)
(USD163.8MN)

INBOUND ARRIVALS



- 1. UNITED KINGDOM 9%
- 2. NETHERLANDS 5%
- 3. SWEDEN 2%
- 4. BELGIUM 1%
- 5. SPAIN 1%
- REST OF WORLD 82%

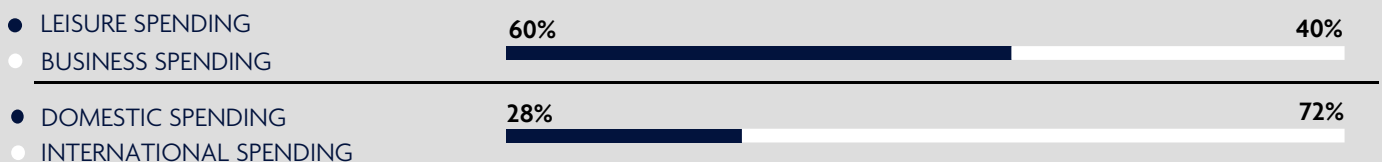
OUTBOUND DEPARTURES



- 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)



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