**Gambia**

2020 Annual Research: Key Highlights

**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

**Gambia 2019 Key Data**

- **17.7% of Total Economy**
  - Total T&T GDP = GMD15,178.4MN (USD302.4MN)
  - 2019 Travel & Tourism GDP growth (18.2% of total employment)

- **+9.4%**
  - Travel & Tourism GDP growth vs +5.4% real economy GDP growth

- **129.6 Jobs (000's)**
  - (18.2% of total employment)

- **GMD8,220.7MN**
  - 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%

**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

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