SENEGAL
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

10.3% Total GDP contribution

2.5%

3.5%

SENEGAL 2019 KEY DATA

CONTRIBUTION OF TRAVEL & TOURISM TO GDP

8.8% OF TOTAL ECONOMY Total T&T GDP = XOF1,272.4BN (USD2,162.4MN)

+7.4% 2019 Travel & Tourism GDP growth vs +6.6% real economy GDP growth

CONTRIBUTION OF TRAVEL & TOURISM TO EMPLOYMENT

368.5 JOBS (000’s) (9.1% of total employment)

INTERNATIONAL VISITOR IMPACT

XOF280.5 BN in visitor spend (8.2% of total exports) (USD476.8MN)

INBOUND ARRIVALS

1. FRANCE 33%
2. GUINEA 5%
3. GAMBIA 5%
4. NIGERIA 4%
5. SPAIN 3%
REST OF WORLD 50%

OUTBOUND DEPARTURES

1. MOROCCO 20%
2. CÔTE D’IVOIRE 17%
3. NIGERIA 13%
4. FRANCE 11%
5. CHINA 6%
REST OF WORLD 33%

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

SECTOR CHARACTERISTICS (2019)

LEISURE SPENDING 43%
BUSINESS SPENDING 57%
DOMESTIC SPENDING 73%
INTERNATIONAL SPENDING 27%

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