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

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

CONTRIBUTION OF TRAVEL & TOURISM TO GDP

4.0% OF TOTAL ECONOMY

Total T&T GDP = SLL1,445.3BN (USD156.8MN)

+12.9%

2019 Travel & Tourism GDP growth vs +4.9% real economy GDP growth

CONTRIBUTION OF TRAVEL & TOURISM TO EMPLOYMENT

53.0 JOBS (000's)

(4.1% of total employment)

INTERNATIONAL VISITOR IMPACT

SLL379.0BN

in visitor spend (3.6% of total exports)

(USD41.1MN)

INBOUND ARRIVALS

- 1. UNITED STATES 16%
- 2. GHANA 7%
- 3. NIGERIA 7%
- 4. UNITED KINGDOM 6%
- 5. KENYA 4%
- REST OF WORLD 60%

OUTBOUND DEPARTURES

- 1. GHANA 34%
- 2. NIGERIA 24%
- 3. CHINA 7%
- 4. UNITED STATES 5%
- 5. GUINEA 4%
- REST OF WORLD 26%

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

SECTOR CHARACTERISTICS (2019)

- LEISURE SPENDING
- BUSINESS SPENDING
- DOMESTIC SPENDING
- INTERNATIONAL SPENDING

38% 62%

66% 34%

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