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

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%

SECTOR CHARACTERISTICS (2019)

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

38% 62%
66% 34%

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

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