GLOBAL DATA 2019

10.3% Total GDP contribution

330MN Jobs globally (1 in 10 jobs)

CONTRIBUTION OF TRAVEL & TOURISM TO GDP
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

SIERRA LEONE 2019 KEY DATA

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

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)

38% LEISURE SPENDING
62% BUSINESS SPENDING
66% DOMESTIC SPENDING
34% INTERNATIONAL SPENDING

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

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