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

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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%

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

SECTOR CHARACTERISTICS (2019)

LEISURE SPENDING 38%
BUSINESS SPENDING 62%

DOMESTIC SPENDING 66%
INTERNATIONAL SPENDING 34%

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