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

0% 5% 10% 15%

Total T&T GDP = XOF293.6BN (USD499.0MN)

2019 Travel & Tourism GDP growth vs +6.0% real economy GDP growth.

159.6 JOBS (000's)
(3.4% of total employment)

XOF112.5BN in visitor spend (4.5% of total exports)
(USD191.2MN)

CONTRIBUTION OF TRAVEL & TOURISM TO GDP

CONTRIBUTION OF TRAVEL & TOURISM TO EMPLOYMENT

INTERNATIONAL VISITOR IMPACT

INBOUND ARRIVALS

1. FRANCE 16%
2. CÔTE D’IVOIRE 12%
3. MALI 8%
4. NIGER 6%
5. SENEGAL 5%
REST OF WORLD 53%

OUTBOUND DEPARTURES

1. CÔTE D’IVOIRE 28%
2. GHANA 19%
3. FRANCE 10%
4. BENIN 8%
5. TOGO 7%
REST OF WORLD 28%

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

SECTOR CHARACTERISTICS (2019)

LEISURE SPENDING 57%
BUSINESS SPENDING 43%
DOMESTIC SPENDING 52%
INTERNATIONAL SPENDING 48%

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