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

17.7% of total economy

Gambian contribution to total economy (18.2% of total employment)

1. UNITED KINGDOM 9%
2. NETHERLANDS 5%
3. SWEDEN 2%
4. BELGIUM 1%
5. SPAIN 1%
6. REST OF WORLD 82%

129.6 JOBS (000's)

Gambian contribution to total employment (18.2% of total employment)

GMD8,220.7MN

Gambian contribution to total visitor spend (71.6% of total exports)

Rest of the world 82%
1. SENEGAL 71%
2. NIGERIA 12%
3. CHINA 2%
4. SAUDI ARABIA 2%
5. UNITED STATES 2%
6. REST OF WORLD 11%

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.