SENEGAL
2020 ANNUAL RESEARCH: KEY HIGHLIGHTS¹

GLOBAL DATA 2019
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

10.3% Total GDP contribution

330 MN Jobs globally (1 in 10 jobs)

368.5 JOBS (000's)
(9.1% of total employment)

8.8% OF TOTAL ECONOMY
Total T&T GDP = XOF1,272.4BN (USD2,162.4MN)

+7.4%
2019 Travel & Tourism GDP growth vs +6.6% real economy GDP growth

INTERNATIONAL VISITOR IMPACT
XOF 280.5 BN in visitor spend (8.2% of total exports) (USD476.8MN)

SENEGAL 2019 KEY DATA

INBOUND ARRIVALS
- 1. FRANCE 33%
- 2. GUINEA 5%
- 3. GAMBIA 5%
- 4. NIGERIA 4%
- 5. SPAIN 3%
- REST OF WORLD 50%

OUTBOUND DEPARTURES
- 1. MOROCCO 20%
- 2. CÔTE D’IVOIRE 17%
- 3. NIGERIA 13%
- 4. FRANCE 11%
- 5. CHINA 6%
- REST OF WORLD 33%

SECTOR CHARACTERISTICS (2019)
- LEISURE SPENDING 43%
- BUSINESS SPENDING 57%
- DOMESTIC SPENDING 73%
- INTERNATIONAL SPENDING 27%

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

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