**GLOBAL DATA 2019**

10.3% Total GDP contribution

17.7% of total economy

330 MN Jobs globally (1 in 10 jobs)

2.5% Travel & Tourism grew significantly more at 3.5%

**GAMBIA 2019 KEY DATA**

17.7% of total economy

1 in 4 net new jobs were created by Travel & Tourism over the last five years

129.6 jobs (000's)

Global GDP impact by sector (2018 data). Share of total economy GDP

+9.4%

330 MN

2019 Travel & Tourism GDP growth vs +5.4% real economy GDP growth

**CONTRIBUTION OF TRAVEL & TOURISM TO GDP**

Gambian Travel & Tourism GDP = GMD15,178.4 MN (USD302.4 MN)

**CONTRIBUTION OF TRAVEL & TOURISM TO EMPLOYMENT**

129.6 jobs (000's)

(18.2% of total employment)

**INTERNATIONAL VISITOR IMPACT**

GMD8,220.7 MN in visitor spend (71.6% of total exports) (USD163.8 MN)

**INBOUND ARRIVALS**

1. United Kingdom 9%
2. Netherlands 5%
3. Sweden 2%
4. Belgium 1%
5. Spain 1%
Rest of World 82%

**OUTBOUND DEPARTURES**

1. Senegal 71%
2. Nigeria 12%
3. China 2%
4. Saudi Arabia 2%
5. United States 2%
Rest of World 11%

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

**SECTOR CHARACTERISTICS (2019)**

Leisure Spending 60%
Business Spending 40%
Domestic Spending 28%
International Spending 72%

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