



WORLD  
TRAVEL &  
TOURISM  
COUNCIL



TRAVEL & TOURISM  
**ECONOMIC  
IMPACT 2023**

**SENEGAL**

# ECONOMIC IMPACT 2023

## THE ECONOMIC IMPACT OF GLOBAL TRAVEL & TOURISM

2019

2022

2023 Forecast

Travel & Tourism GDP (percentage share of global GDP)

**10.4%**

**7.6%**

**9.2%**

Change in Travel & Tourism GDP (Year on year)

**+22%**

+\$1.4 trillion GDP gain

**+23.3%**

+\$1.8 trillion GDP gain

Jobs supported by Travel & Tourism

**334m**

1 in 10 of global employment

**295m**

1 in 11 of global employment

**320m**

1 in 10 of global employment

2014-2019 Jobs

**1/5**

of all global net new jobs  
were created by Travel & Tourism

Change in Travel & Tourism Jobs (Year on year)

**+22m**

New jobs

**+24m**

New jobs



# FORWARD

**Global tourism is booming.** For years, this growth was something the Travel & Tourism sector could take for granted; it was a fact of life. Prior to the pandemic, before the words 'lockdown' and 'social distancing' became part of our vocabulary, Travel & Tourism accounted for 1 in 5 new jobs created and 10.4% of global GDP. It was an economic lifeline for cities, islands, and villages alike, supporting 334 million jobs globally. In 2019, international visitor spending amounted to US\$1.86 trillion, and the sector produced 6.8% of the world's exports.

Since the arrival of COVID-19, however, world travel has been on a journey back to health. Last year, despite China remaining closed, **Travel & Tourism's contribution to global GDP grew by 22%**, meaning the sector is now worth **\$7.7 trillion**. This is still 23% behind the 2019 peak, but a remarkable recovery, given the challenges of inflation, staff shortages, and ongoing COVID-19 restrictions. The recovery so far has been the strongest in Latin America, North America, and Europe - all now closely approaching 2019 levels.

2022 was also a good year for employment. The global Travel & Tourism sector created **21.6 million new jobs**, bringing the total to 295 million. This means that last year, our sector supported 1 in 11 of all roles, worldwide. And while the sector's recovery began with the return of domestic trips, 2022 gave international travellers cause for optimism too. Last year marked the first year of true recovery for international travel, with spending up 82%. Once they were abroad, **international tourists spent \$1.1 trillion** around the world – significant growth, albeit still 40% below 2019 levels.

At the World Travel & Tourism Council (WTTC), we keep a keen watch on these economic indicators – year in, year out. The contributions our sector makes to the global economy, jobs and visitor spending are immensely important to the health and wealth of people around the world, including some of the poorest economies on our planet. The economic health of the sector is also deeply bound up with social and environmental progress. Every penny we create is another that can be invested in sustainability, new technology and the preservation of the natural world on which tourism depends. Every new job is one that can provide income to women, young people, or struggling families where employment is scarce. This is why we monitor the health of our sector so seriously.

Looking ahead, despite the many challenges on the horizon, **we forecast another year of strong performance in 2023**. Travel & Tourism GDP is set to grow by 23.3%, reaching 9.2% of the global economy. The sector's value is forecast to grow to \$9.5 trillion, only 5% behind the 2019 peak. This will be partly fuelled by the reopening of China, while Latin and North America are expected to be the first regions to recover fully. By the end of the year, we forecast that the Travel & Tourism sector will have created 24 million new roles, bringing the sector's total to 320 million jobs. International spending is set to grow 23%, reaching \$1.36 trillion.

Despite all this, the year ahead will not be without its challenges. Inflation, economic uncertainty, labour shortages and the climate crisis are limiting factors. And as travel returns to its pre-COVID-19 peak, some businesses are struggling to keep pace with demand. Worldwide, we need strong efforts to increase capacity and connectivity, as well as action from both industry and governments to resolve staffing problems. And finally, 2023 must be a year in which governments and the private sector take sustainability seriously. Decarbonising and protecting biodiversity must be at the top of any boardroom agenda.

If we can get all this right, 2023 promises to be another year of growth and opportunity. We hope this report will be a resource for policymakers, industry professionals and anyone interested in the future of travel. This research provides the data. Now, all that remains is action.

**Julia Simpson**  
President & CEO  
World Travel & Tourism Council

---

For more information, please visit:  
**[ResearchHub.WTTC.org/Contact](https://ResearchHub.WTTC.org/Contact)**



# CONTENTS

# THE ECONOMIC IMPACT OF TRAVEL & TOURISM

MAY 2023

## FOREWORD

- 1 2023 ANNUAL RESEARCH: Key Highlights
  - 3 DEFINING THE ECONOMIC CONTRIBUTION OF TRAVEL & TOURISM
  - 4 TRAVEL & TOURISM'S CONTRIBUTION TO GDP
  - 5 TRAVEL & TOURISM'S CONTRIBUTION TO EMPLOYMENT
  - 6 VISITOR EXPORTS AND INVESTMENT
  - 7 DIFFERENT COMPONENTS OF TRAVEL & TOURISM
  - 8 COUNTRY RANKINGS: Absolute Contribution, 2022
  - 9 COUNTRY RANKINGS: Relative Contribution, 2022
  - 10 COUNTRY RANKINGS: Real Growth, 2022
  - 11 COUNTRY RANKINGS: Long term Growth, 2023-2033
  - 12 SUMMARY TABLES: Estimates & Forecasts
  - 13 THE ECONOMIC CONTRIBUTION OF TRAVEL & TOURISM: Real 2022 Prices
  - 14 THE ECONOMIC CONTRIBUTION OF TRAVEL & TOURISM: Nominal Prices
  - 15 THE ECONOMIC CONTRIBUTION OF TRAVEL & TOURISM: Real 2022 Prices (USD)
  - 16 THE ECONOMIC CONTRIBUTION OF TRAVEL & TOURISM: Nominal Prices (USD)
  - 17 THE ECONOMIC CONTRIBUTION OF TRAVEL & TOURISM: Growth
  - 18 Glossary
  - 19 Methodological Note
  - 20 Regions, Sub-Regions & Countries/Economies
-

# SENEGAL

## 2023 Annual Research: Key Highlights<sup>1</sup>

### Global Data

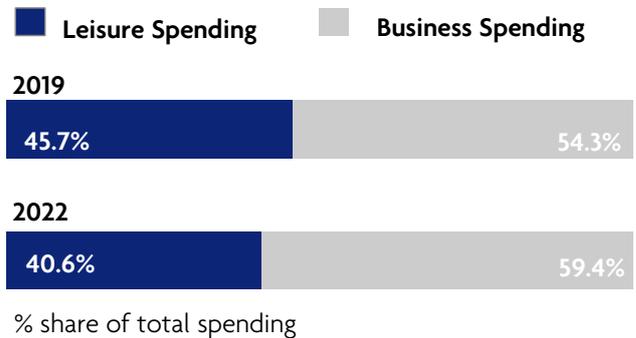
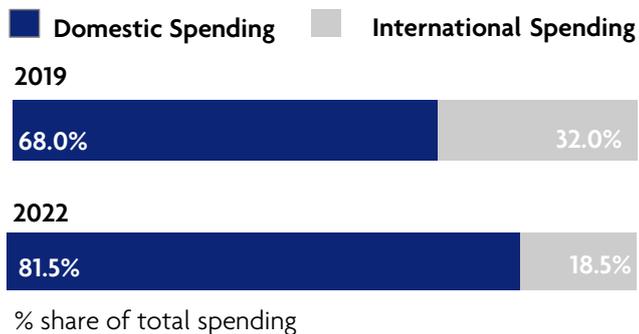
	 <b>Total GDP contribution:</b>		 <b>Total Travel &amp; Tourism jobs:</b>	
<b>2019</b>	<b>10.4%</b> (of Total Economy) USD 10.0 TN	Change in 2020: <b>-49.4%</b>	<b>334 MN</b> =10.3% (Share of Global Jobs)	Change in 2020 <sup>2</sup> : <b>-70.7 MN</b> -21.2%
<b>2022</b>	<b>7.6%</b> USD 7.7 TN	Annual Change: <b>+22.0%</b> (-22.9% vs 2019) Economy Change YoY= 3.1%	<b>295 MN</b> =9.0%	Annual Change: <b>+7.9%</b> (-11.4% vs 2019)
<b>2023</b> (F)	<b>9.2%</b> USD 9.5 TN	Annual Change: <b>+23.3%</b> (-5.0% vs 2019) Economy Change YoY= 1.3%	<b>320 MN</b> =9.6%	Annual Change: <b>+8.2%</b> (-4.2% vs 2019)
<b>2033</b> (F)	<b>11.6%</b> USD 15.5 TN	CAGR <sup>3</sup> (2023 - 2033): <b>5.1%</b> Economy CAGR (2023 - 2033): <b>2.6%</b>	<b>430 MN</b> =11.8%	New Jobs (2033 vs 2023): <b>110.1 MN</b>

### Senegal Key Data

<b>2019</b>	<b>9.0%</b> (of Total Economy) XOF 1,338.3BN (USD 2.1BN)	Change in 2020: <b>-33.0%</b>	<b>359.5 (000s)</b> =8.8% (Share of Total Jobs)	Change in 2020: <b>-18.3%</b>
<b>2022</b>	<b>6.9%</b> XOF 1,151.2BN (USD 1.8BN)	Annual Change: <b>+15.0%</b> (-14.0% vs 2019) Economy Change: +4.3%	<b>346.0 (000s)</b> =7.9%	Annual Change: <b>+12.0%</b> (-3.7% vs 2019)
<b>2023</b> (F)	<b>7.1%</b> XOF 1,261.3BN (USD 2.0BN)	Annual Change: <b>+9.6%</b> (-5.8% vs 2019)	<b>366.7 (000s)</b> =8.1%	Annual Change: <b>+6.0%</b> (2.0% vs 2019)
<b>2033</b> (F)	<b>7.9%</b> XOF 2,238.3BN (USD 3.6BN)	CAGR (2023 - 2033): <b>+5.9%</b> Economy CAGR (2023 - 2033): <b>+4.7%</b>	<b>607.7 (000s)</b> =9.8%	New Jobs (2033 vs 2023): <b>241.0 (000s)</b>

### Senegal Visitor Spending

2019	2022	2023 (F)	2033 (F)
<b>International Visitor Spending:</b>			
<b>XOF345.2BN</b> (USD 0.55BN) 9.3% of total exports	<b>XOF169.5BN</b> (USD 0.27BN) Annual Change: <b>26.8%</b> (-50.9% vs 2019)	Annual Change: <b>21.2%</b> (-40.5% vs 2019)	<b>XOF449.0BN</b> (USD 0.72BN) 5.2% of total exports CAGR (2023 - 2033): <b>8.1%</b>
<b>Domestic Visitor Spending:</b>			
<b>XOF734.3BN</b> (USD 1.2BN)	<b>XOF748.5BN</b> (USD 1.2BN) Annual Change: <b>15.3%</b> (1.9% vs 2019)	Annual Change: <b>6.0%</b> (8.1% vs 2019)	<b>XOF1,230.7BN</b> (USD 2.0BN) CAGR (2023 - 2033): <b>4.5%</b>



### Inbound Arrivals<sup>4</sup>:

2019	2022
1. France <b>32%</b>	1. France <b>42%</b>
2. Guinea <b>10%</b>	2. Gambia <b>4%</b>
3. Gambia <b>4%</b>	3. United States <b>3%</b>
4. Nigeria <b>4%</b>	4. Nigeria <b>3%</b>
5. Spain <b>3%</b>	5. Spain <b>3%</b>
<b>Rest of world 46%</b>	<b>Rest of world 44%</b>

### Outbound Departures<sup>4</sup>:

2019	2022
1. Morocco <b>19%</b>	1. Morocco <b>20%</b>
2. Côte D'Ivoire <b>16%</b>	2. France <b>17%</b>
3. Nigeria <b>14%</b>	3. Côte D'Ivoire <b>13%</b>
4. France <b>10%</b>	4. Nigeria <b>10%</b>
5. Togo <b>9%</b>	5. Togo <b>6%</b>
<b>Rest of world 31%</b>	<b>Rest of world 34%</b>

**Note:** All figures shown for 2023 and 2033 are forecast projections (F). Data for additional Travel & Tourism indicators are available in the full report. For more details, visit <https://researchhub.wttc.org>.

1. All values are in constant 2022 prices & exchange rates. As reported in March 2023.

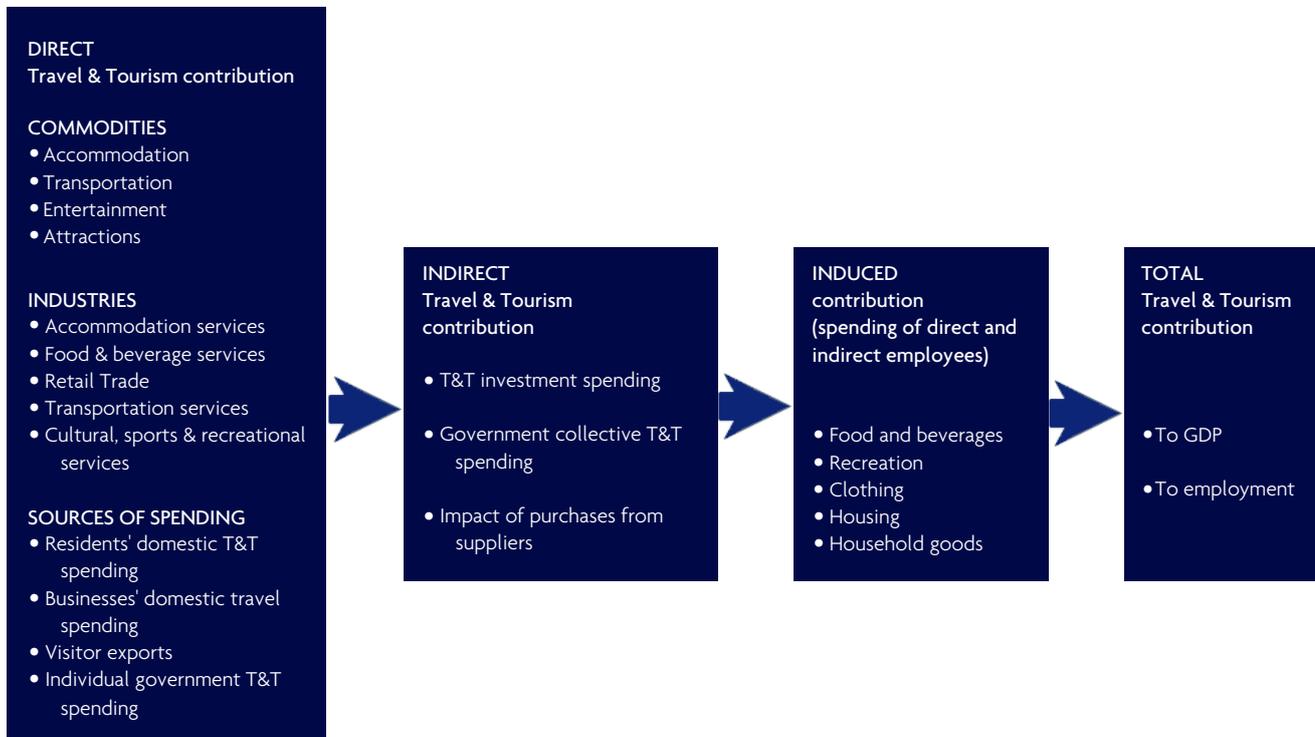
2. Where the country or region has implemented job support schemes and supported jobs are still recorded as employment by national statistical job losses exclude those supported jobs (where known)

3. CAGR= Compound Annual Growth Rate

4. Source: Oxford Economics, national sources and UNWTO

# DEFINING THE ECONOMIC CONTRIBUTION OF TRAVEL & TOURISM

Travel & Tourism is an important economic activity in most countries around the world. As well as its direct economic impact, the industry has significant indirect and induced impacts. The UN Statistics Division-approved Tourism Satellite Accounting methodology (TSA:RMF 2008) quantifies only the direct contribution of Travel & Tourism. But WTTC recognises that Travel & Tourism's total contribution is much greater, and aims to capture its indirect and induced impacts through its annual research.



## DIRECT CONTRIBUTION

The direct contribution of Travel & Tourism to GDP reflects the 'internal' spending on Travel & Tourism (total spending within a particular country on Travel & Tourism by residents and non-residents for business and leisure purposes) as well as government 'individual' spending - spending by government on Travel & Tourism services directly linked to visitors, such as cultural (eg museums) or recreational (eg national parks).

The direct contribution of Travel & Tourism to GDP is calculated to be consistent with the output, as expressed in National Accounting, of tourism-characteristic sectors such as hotels, airlines, airports, travel agents and leisure and recreation services that deal directly with tourists. The direct contribution of Travel & Tourism to GDP is calculated from total internal spending by 'netting out' the purchases made by the different tourism sectors. This measure is consistent with the definition of Tourism GDP, specified in the 2008 Tourism Satellite Account: Recommended Methodological Framework (TSA: RMF 2008).

The total contribution of Travel & Tourism includes its 'wider impacts' (ie the indirect and induced impacts) on the economy. The 'indirect' contribution includes the GDP and jobs supported by:

- Travel & Tourism investment spending – an important aspect of both current and future activity that includes investment activity such as the purchase of new aircraft and construction of new hotels;
- Government 'collective' spending, which helps Travel & Tourism activity in many different ways as it is made on behalf of the 'community at large' – eg tourism marketing and promotion, aviation, administration, security services, resort area security services, resort area sanitation services, etc;
- Domestic purchases of goods and services by the sectors dealing directly with tourists – including, for example, purchases of food and cleaning services by hotels, of fuel and catering services by airlines, and IT services by travel agents.

The 'induced' contribution measures the GDP and jobs supported by the spending of those who are directly or indirectly employed by the Travel & Tourism industry.

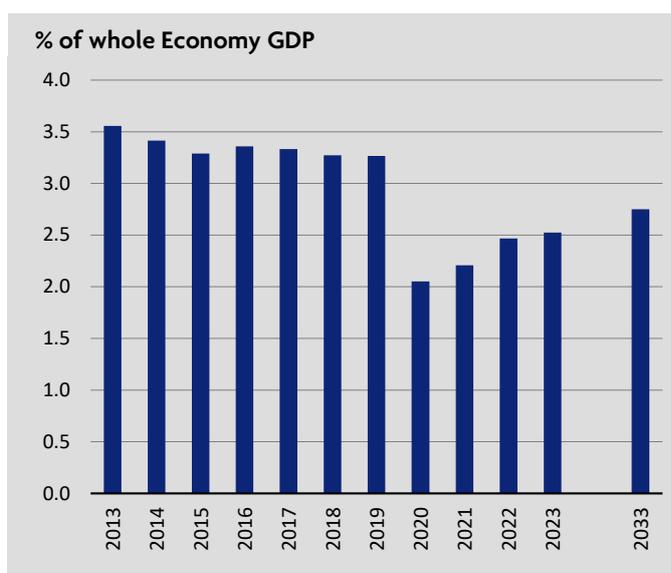
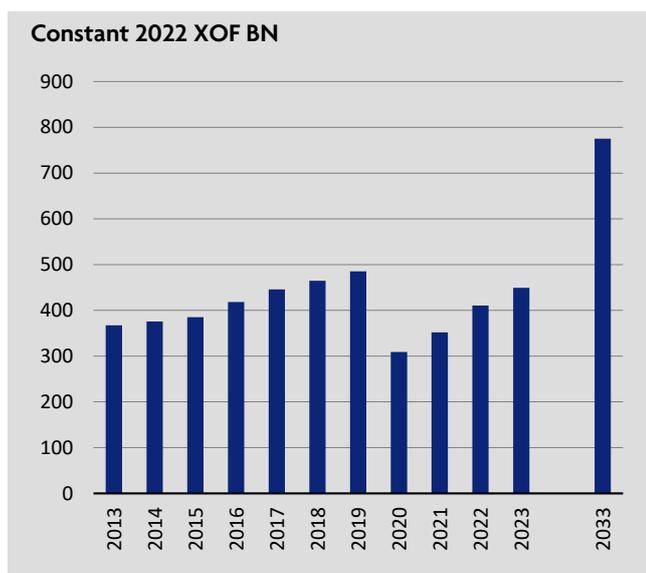
PLEASE NOTE THAT DUE TO CHANGES IN METHODOLOGY BETWEEN 2010 AND 2011, IT IS NOT POSSIBLE TO COMPARE FIGURES PUBLISHED BY WTTC FROM 2011 ONWARDS WITH THE SERIES PUBLISHED IN PREVIOUS YEARS.

# TRAVEL & TOURISM'S CONTRIBUTION TO GDP<sup>1</sup>

The direct contribution of Travel & Tourism to GDP in 2022 was XOF410.4bn (2.5% of GDP). This primarily reflects the economic activity generated by industries such as hotels, travel agents, airlines and other passenger transportation services (excluding commuter services). But it also includes, for example, the activities of the restaurant and leisure industries directly supported by tourists.

The direct contribution of Travel & Tourism to GDP is expected to grow by 5.6% pa to XOF775.2bn (2.8% of GDP) from 2023 to 2033.

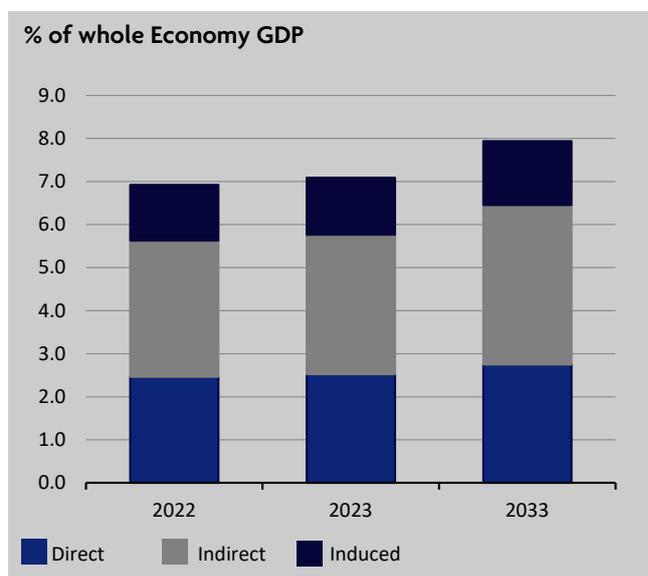
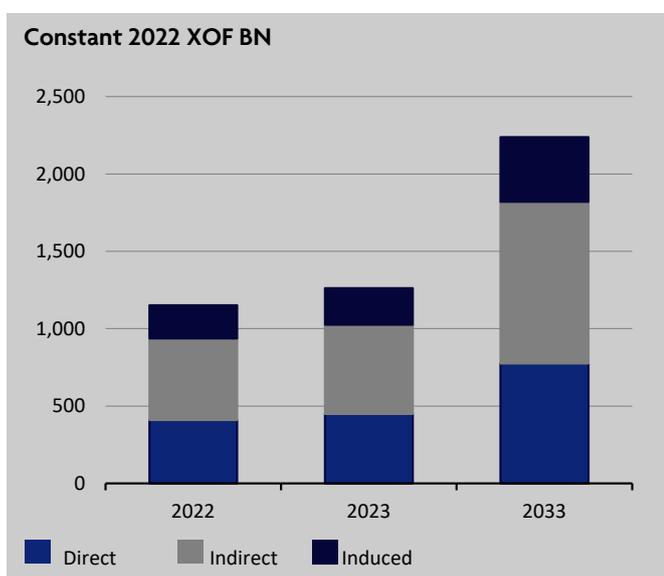
## Senegal: Direct Contribution of Travel & Tourism to GDP



The total contribution of Travel & Tourism to GDP (including wider effects from investment, the supply chain and induced income impacts, see page 3) was XOF1,151.2bn in 2022 (6.9% of GDP).

It is forecast to rise by 5.9% pa to XOF2,238.3bn from 2023 to 2033 (7.9% of GDP).

## Senegal: Total Contribution of Travel & Tourism to GDP



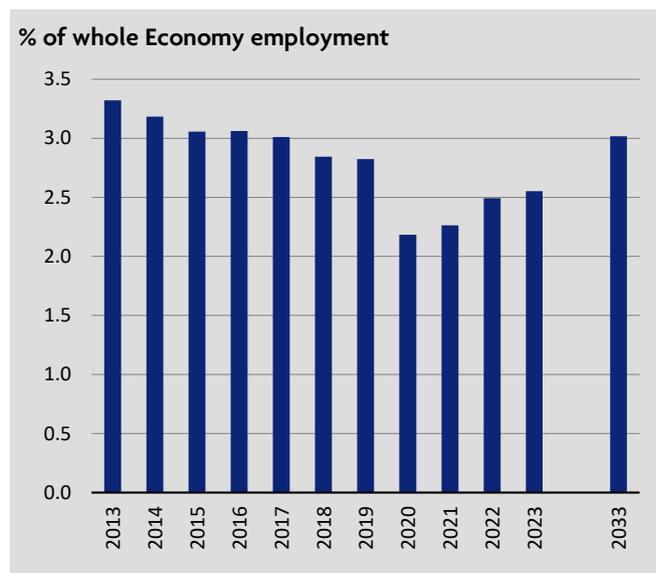
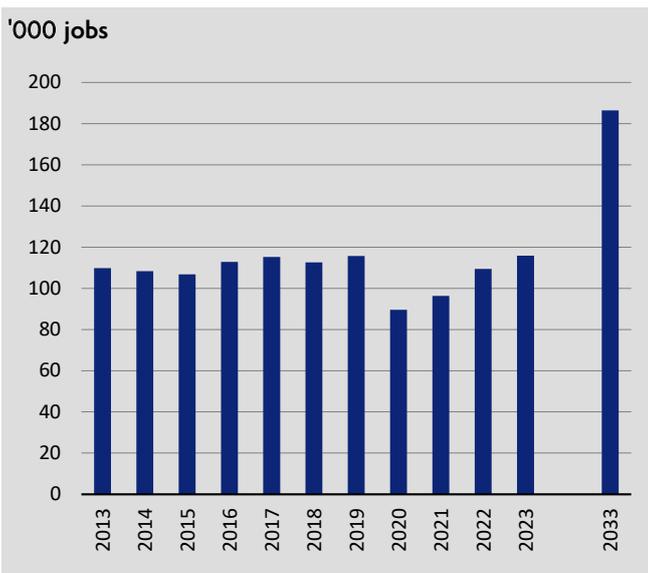
<sup>1</sup>All values are in constant 2022 prices & exchange rates

# TRAVEL & TOURISM'S CONTRIBUTION TO EMPLOYMENT

Travel & Tourism generated 109,428 jobs directly in 2022 (2.5% of total employment). This includes employment by hotels, travel agents, airlines and other passenger transportation services (excluding commuter services). It also includes, for example, the activities of the restaurant and leisure industries directly supported by tourists.

By 2033, Travel & Tourism will account for 186,410 jobs directly (3.0% of total employment), an increase of 4.9% pa from 2023.

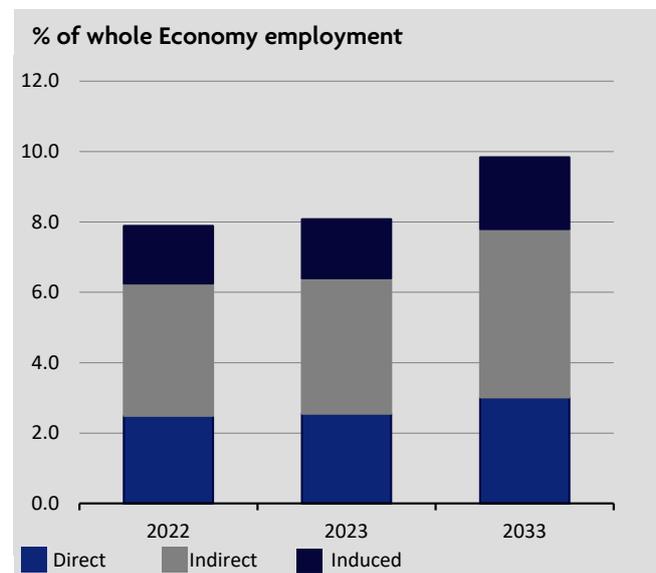
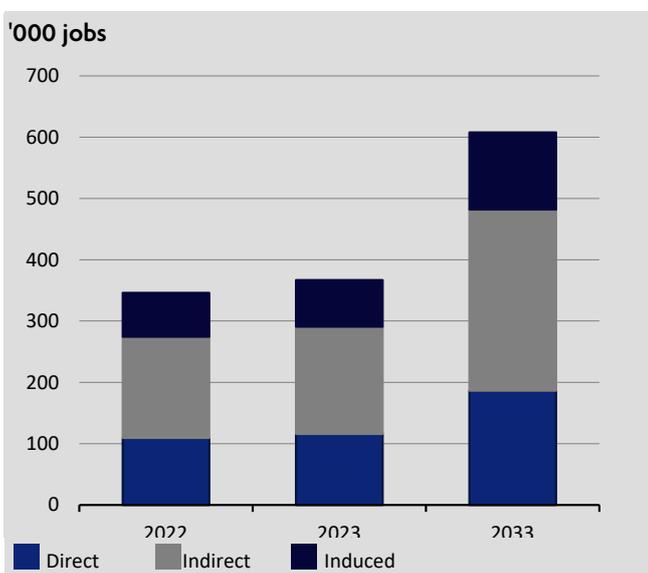
## Senegal: Direct Contribution of Travel & Tourism to Employment



The total contribution of Travel & Tourism to employment (including wider effects from investment, the supply chain and induced income impacts, see page 3) was 345,993 jobs in 2022 (7.9% of total employment).

By 2033, Travel & Tourism is forecast to support 607,692 jobs (9.8% of total employment), an increase of 5.2% pa since 2023.

## Senegal: Total Contribution of Travel & Tourism to Employment



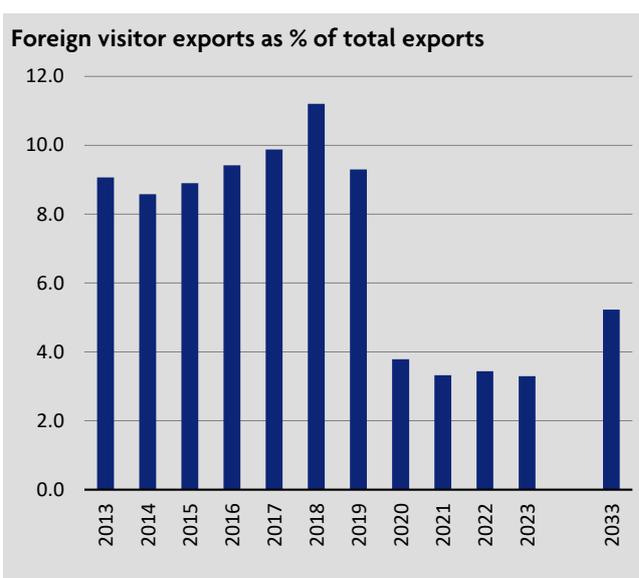
# VISITOR EXPORTS AND INVESTMENT<sup>1</sup>

## VISITOR EXPORTS

Visitor exports are a key component of the direct contribution of Travel & Tourism. In 2022, Senegal generated XOF169.5bn in visitor exports.

By 2033, international tourist arrivals are forecast to total 2,046,000, generating expenditure of XOF449.0bn, an increase of 8.1% pa since 2023.

### Senegal: Visitor Exports and International Tourist Arrivals

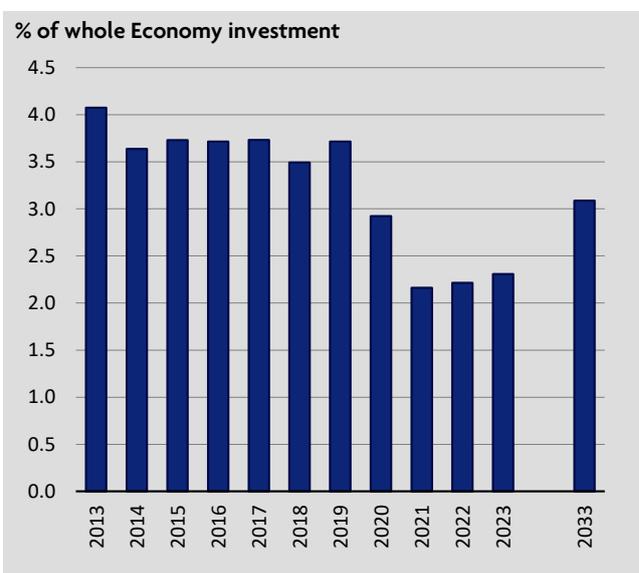
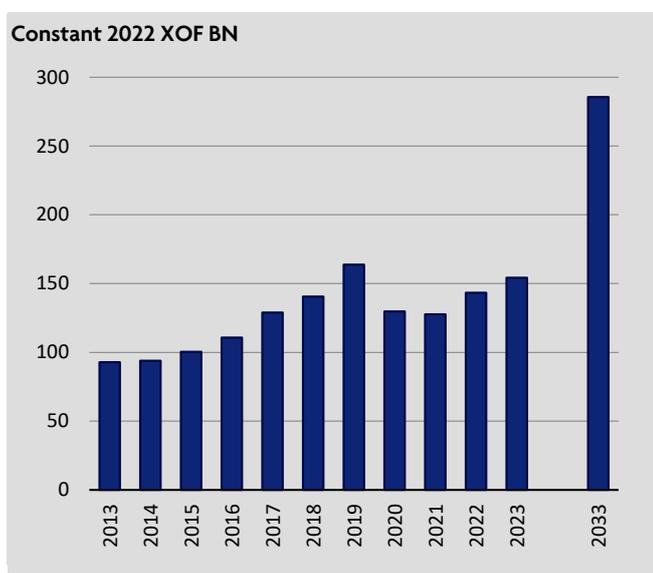


## INVESTMENT

Travel & Tourism is expected to have attracted capital investment of XOF143.2bn in 2022.

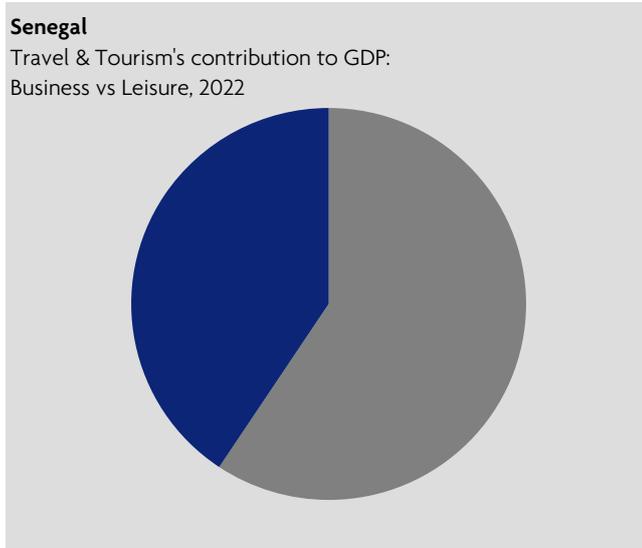
Travel & Tourism's share of total national investment is expected to be 3.1% in 2033.

### Senegal: Capital Investment in Travel & Tourism



<sup>1</sup> All values are in constant 2022 prices & exchange rates

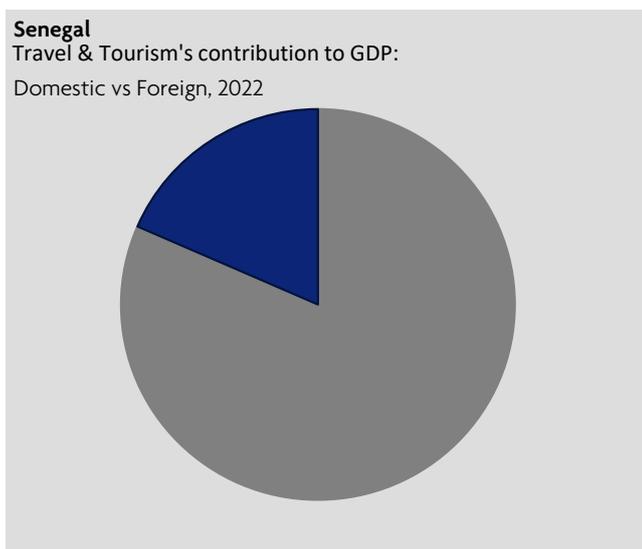
# DIFFERENT COMPONENTS OF TRAVEL & TOURISM<sup>1</sup>



Leisure travel spending (inbound and domestic) generated 40.6% of total internal spending in 2022 (XOF373.2bn) compared with 59.4% for business travel spending (XOF544.9bn).

Leisure travel spending is expected to rise by 5.6% pa to XOF730.0bn from 2023 to 2033.

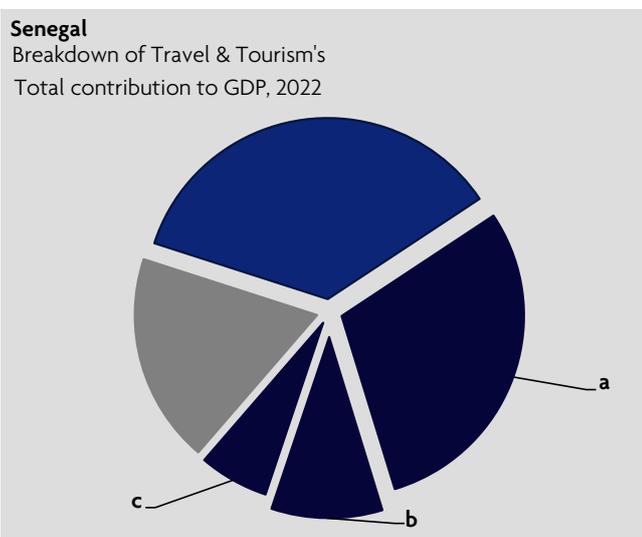
Business travel spending is expected to rise by 5.1% pa to XOF949.7bn from 2023 to 2033.



Domestic travel spending generated 81.5% (XOF748.5bn) of total internal spending in 2022 compared with 18.5% (XOF169.5bn) for visitor exports (ie foreign visitor spending or international tourism receipts).

Domestic travel spending is expected to rise by 4.5% pa to XOF1,230.7bn from 2023 to 2033.

Visitor exports are expected to rise by 8.1% pa to XOF449.0bn from 2023 to 2033.



The Travel & Tourism industry contributes to GDP and employment in many ways as detailed on page 3.

**The total contribution of Travel & Tourism to GDP is nearly three times greater than its direct contribution.**

<sup>1</sup> All values are in constant 2022 prices & exchange rates

# COUNTRY RANKINGS: ABSOLUTE CONTRIBUTION, 2022

Travel & Tourism's Direct Contribution to GDP		2022 (US\$bn)
<b>World Average</b>		<b>12.9</b>
45	Morocco	7.1
53	Nigeria	5.1
96	Côte D'Ivoire	1.3
100	Ghana	1.3
<b>Sub-Saharan Africa Average</b>		<b>0.9</b>
121	Senegal	0.7
127	Mali	0.5
155	Guinea	0.2
168	Togo	0.1
172	Gambia	0.08
179	Sierra Leone	0.03

Travel & Tourism's Total Contribution to GDP		2022 (US\$bn)
<b>World Average</b>		<b>36.9</b>
47	Nigeria	17.3
56	Morocco	14.2
95	Ghana	3.4
97	Côte D'Ivoire	3.3
<b>Sub-Saharan Africa Average</b>		<b>2.5</b>
118	Senegal	1.8
131	Mali	1.2
154	Guinea	0.6
169	Togo	0.3
172	Gambia	0.3
178	Sierra Leone	0.1

Travel & Tourism's Direct Contribution to Employment		2022 '000 jobs
<b>World Average</b>		<b>1,156.0</b>
28	Morocco	559.8
30	Nigeria	496.2
43	Côte D'Ivoire	310.7
51	Ghana	258.3
90	Senegal	109.4
94	Mali	100.3
132	Togo	31.9
133	Gambia	31.2
138	Guinea	27.0
157	Sierra Leone	13.8
<b>Sub-Saharan Africa Average</b>		<b>3.2</b>

Travel & Tourism's Total Contribution to Employment		2022 '000 jobs
24	Nigeria	1,912.1
<b>World Average</b>		<b>1,422.7</b>
36	Morocco	1,231.6
44	Côte D'Ivoire	850.1
49	Ghana	762.0
82	Senegal	346.0
96	Mali	278.2
123	Gambia	111.7
131	Togo	91.1
133	Guinea	85.6
154	Sierra Leone	43.1
<b>Sub-Saharan Africa Average</b>		<b>9.8</b>

Travel & Tourism Investment		2022 (US\$bn)
26	Nigeria	5.8
<b>World Average</b>		<b>4.6</b>
32	Morocco	3.7
<b>Sub-Saharan Africa Average</b>		<b>0.4</b>
107	Ghana	0.3
113	Senegal	0.2
114	Côte D'Ivoire	0.2
154	Mali	0.06
157	Gambia	0.05
163	Guinea	0.04
171	Togo	0.02
179	Sierra Leone	0.01

Visitor Exports		2022 (US\$bn)
28	Morocco	10.1
<b>World Average</b>		<b>6.0</b>
108	Ghana	0.9
112	Nigeria	0.9
<b>Sub-Saharan Africa Average</b>		<b>0.6</b>
139	Senegal	0.3
145	Côte D'Ivoire	0.2
155	Togo	0.1
158	Gambia	0.1
160	Mali	0.1
174	Sierra Leone	0.02
182	Guinea	0.00

The tables on pages 8-11 provide brief extracts from the full WTTC Country League Table Rankings, highlighting comparisons with competing destinations as well as with the world and regional average. Averages are simple cross-country averages.

The competing destinations selected are those that offer a similar tourism product and compete for tourists from the same set of origin markets. These tend to be, but are not exclusively, geographical neighbours.

# COUNTRY RANKINGS: RELATIVE CONTRIBUTION, 2022

Travel & Tourism's Direct Contribution to GDP		2022 % share
38	Morocco	5.4
62	Gambia	3.7
83	Mali	2.7
94	Senegal	2.5
	World	2.3
125	Côte D'Ivoire	1.9
126	Ghana	1.9
	<b>Sub-Saharan Africa</b>	1.9
153	Togo	1.4
164	Nigeria	1.1
166	Guinea	1.0
176	Sierra Leone	0.8

Travel & Tourism's Direct Contribution to Employment		2022 % share
59	Morocco	5.1
78	Gambia	4.2
87	Côte D'Ivoire	3.6
	World	3.3
116	Senegal	2.5
138	Ghana	1.9
159	Mali	1.4
	<b>Sub-Saharan Africa</b>	1.4
168	Togo	1.1
176	Nigeria	0.7
178	Guinea	0.6
180	Sierra Leone	0.5

Travel & Tourism Contribution to Total Capital Investment		2022 % share
30	Morocco	9.7
53	Gambia	6.3
84	Nigeria	4.0
	<b>Sub-Saharan Africa</b>	3.8
	World	3.2
117	Sierra Leone	2.8
141	Senegal	2.2
144	Ghana	2.1
149	Mali	2.0
166	Côte D'Ivoire	1.4
172	Guinea	1.1
178	Togo	0.8

Travel & Tourism's Total Contribution to GDP		2022 % share
47	Gambia	11.7
49	Morocco	10.9
	World	7.6
87	Senegal	6.9
95	Mali	6.6
	<b>Sub-Saharan Africa</b>	5.2
123	Ghana	5.0
132	Côte D'Ivoire	4.7
159	Nigeria	3.6
162	Togo	3.5
171	Guinea	2.9
177	Sierra Leone	2.3

Travel & Tourism's Total Contribution to Employment		2022 % share
42	Gambia	15.1
65	Morocco	11.2
85	Côte D'Ivoire	9.8
	World	9.0
103	Senegal	7.9
135	Ghana	5.7
	<b>Sub-Saharan Africa</b>	4.2
163	Mali	3.9
170	Togo	3.2
172	Nigeria	2.9
178	Guinea	1.8
182	Sierra Leone	1.6

Visitor Exports Contribution to Exports		2022 % share
14	Gambia	48.8
49	Morocco	18.0
56	Ghana	14.7
83	Togo	6.6
	<b>Sub-Saharan Africa</b>	6.1
99	Nigeria	4.7
	World	3.6
120	Senegal	3.4
133	Sierra Leone	2.6
146	Mali	1.7
164	Côte D'Ivoire	1.0
184	Guinea	0.05

# COUNTRY RANKINGS: REAL GROWTH, 2022

Travel & Tourism's Direct Contribution to GDP		2022 % growth
18	Morocco	98.0
53	Gambia	61.2
82	Sierra Leone	46.0
100	Ghana	39.3
<b>Sub-Saharan Africa</b>		39.0
111	Mali	33.2
120	Togo	31.2
124	Nigeria	30.5
World		30.1
127	Côte D'Ivoire	29.5
162	Senegal	16.6
167	Guinea	15.8

Travel & Tourism's Direct Contribution to Employment		2022 % growth
16	Nigeria	32.3
25	Mali	26.6
32	Sierra Leone	24.4
52	Gambia	21.7
60	Togo	19.6
67	Morocco	18.2
<b>Sub-Saharan Africa</b>		18.1
75	Côte D'Ivoire	17.2
102	Senegal	13.6
World		12.8
109	Guinea	12.2
179	Ghana	4.0

Travel & Tourism Investment		2022 % growth
1	Mali	88.6
28	Morocco	34.7
33	Sierra Leone	30.8
62	Ghana	23.1
75	Gambia	18.9
81	Togo	17.9
110	Senegal	12.2
<b>Sub-Saharan Africa</b>		11.2
119	Nigeria	11.1
World		11.1
139	Guinea	8.3
143	Côte D'Ivoire	7.5

Travel & Tourism's Total Contribution to GDP		2022 % growth
20	Morocco	85.4
64	Gambia	47.3
80	Sierra Leone	41.9
97	Ghana	35.9
100	Mali	35.2
<b>Sub-Saharan Africa</b>		33.2
119	Togo	28.9
123	Côte D'Ivoire	27.3
130	Nigeria	25.2
World		22.0
163	Senegal	15.0
164	Guinea	15.0

Travel & Tourism's Total Contribution to Employment		2022 % growth
14	Mali	28.5
15	Nigeria	26.6
29	Sierra Leone	20.7
45	Togo	17.4
57	Côte D'Ivoire	15.0
<b>Sub-Saharan Africa</b>		13.3
85	Senegal	12.0
94	Guinea	11.3
102	Gambia	10.7
111	Morocco	10.1
World		7.9
163	Ghana	4.4

Visitor Exports		2022 % growth
30	Nigeria	200.7
49	Morocco	145.8
65	Gambia	106.8
World		81.9
92	Ghana	71.9
<b>Sub-Saharan Africa</b>		65.6
123	Mali	49.5
132	Sierra Leone	40.7
141	Togo	34.7
154	Senegal	26.8
155	Côte D'Ivoire	25.0
180	Guinea	-13.0

# COUNTRY RANKINGS: LONG TERM GROWTH, 2023 - 2033

Travel & Tourism's Direct Contribution to GDP		2023 - 2033 % growth
34	Côte D'Ivoire	7.2
36	Gambia	6.9
40	Sierra Leone	6.7
42	Togo	6.6
62	Mali	5.7
64	Senegal	5.6
77	Ghana	5.1
	<b>Sub-Saharan Africa</b>	4.9
86	Nigeria	4.9
	World	4.9
110	Morocco	4.3
121	Guinea	3.9

Travel & Tourism's Total Contribution to GDP		2023 - 2033 % growth
33	Côte D'Ivoire	7.3
36	Gambia	6.9
37	Togo	6.9
44	Sierra Leone	6.5
56	Mali	6.0
59	Senegal	5.9
74	Morocco	5.3
76	Ghana	5.2
	<b>Sub-Saharan Africa</b>	5.1
81	Nigeria	5.1
	World	5.1
124	Guinea	4.1

Travel & Tourism's Direct Contribution to Employment		2023 - 2033 % growth
3	Nigeria	7.8
7	Mali	5.6
21	Senegal	4.9
27	Gambia	4.6
35	Guinea	4.3
	<b>Sub-Saharan Africa</b>	4.2
43	Côte D'Ivoire	4.0
54	Sierra Leone	3.7
	World	3.4
95	Morocco	2.8
135	Ghana	2.0
148	Togo	1.8

Travel & Tourism's Total Contribution to Employment		2023 - 2033 % growth
2	Nigeria	8.0
4	Mali	5.9
13	Senegal	5.2
	<b>Sub-Saharan Africa</b>	4.6
28	Guinea	4.5
44	Côte D'Ivoire	4.1
69	Sierra Leone	3.5
71	Gambia	3.4
	World	3.0
113	Morocco	2.7
133	Ghana	2.1
137	Togo	2.1

Travel & Tourism Investment		2023 - 2033 % growth
13	Togo	10.7
27	Mali	8.8
50	Guinea	7.5
51	Gambia	7.4
76	Nigeria	6.4
77	Senegal	6.4
	<b>Sub-Saharan Africa</b>	6.2
	World	6.1
88	Côte D'Ivoire	6.0
118	Morocco	5.3
121	Sierra Leone	5.2
148	Ghana	4.1

Visitor Exports		2023 - 2033 % growth
22	Nigeria	11.5
27	Mali	10.8
36	Côte D'Ivoire	9.3
41	Sierra Leone	9.1
50	Togo	8.2
52	Senegal	8.1
56	Gambia	8.0
	World	6.5
	<b>Sub-Saharan Africa</b>	6.5
80	Guinea	6.5
123	Ghana	5.0
143	Morocco	3.9

# SUMMARY TABLES: ESTIMATES & FORECASTS

Senegal	2022	2022	2023	2033		
	USDbn <sup>1</sup>	% of total	Growth <sup>2</sup>	USDbn <sup>1</sup>	% of total	Growth <sup>3</sup>
Direct contribution to GDP	0.66	2.5	9.5	1.2	2.8	5.6
Total contribution to GDP	1.8	6.9	9.6	3.6	7.9	5.9
Direct contribution to employment <sup>4</sup>	109.4	2.5	5.9	186.4	3.0	4.9
Total contribution to employment <sup>4</sup>	346.0	7.9	6.0	607.7	9.8	5.2
Visitor exports	0.27	3.4	21.2	0.72	5.2	8.1
Domestic spending	1.2	4.5	6.0	2.0	4.4	4.5
Leisure spending	0.60	1.0	13.3	1.2	1.2	5.6
Business spending	0.87	1.5	5.7	1.5	1.6	5.1
Capital investment	0.23	2.2	7.6	0.46	3.1	6.4

<sup>1</sup>2022 constant prices & exchange rates; <sup>2</sup>2023 real growth adjusted for inflation (%); <sup>3</sup>2023-2033 annualised real growth adjusted for inflation (%); <sup>4</sup>000 jobs

Sub-Saharan Africa	2022	2022	2023	2033		
	USDbn <sup>1</sup>	% of total	Growth <sup>2</sup>	USDbn <sup>1</sup>	% of total	Growth <sup>3</sup>
Direct contribution to GDP	37.9	1.9	8.2	66.5	2.4	4.9
Total contribution to GDP	105.5	5.2	8.7	189.1	6.8	5.1
Direct contribution to employment <sup>4</sup>	5,620.0	1.4	7.4	9,153.6	1.6	4.2
Total contribution to employment <sup>4</sup>	17,303.5	4.2	8.4	29,374.0	5.2	4.6
Visitor exports	26.2	6.1	12.3	55.2	11.2	6.5
Domestic spending	56.7	2.8	5.7	87.7	3.2	3.9
Leisure spending	52.5	1.2	6.4	87.1	1.4	4.5
Business spending	30.3	0.7	10.2	55.8	0.9	5.3
Capital investment	17.8	3.8	11.4	36.1	5.4	6.2

<sup>1</sup>2022 constant prices & exchange rates; <sup>2</sup>2023 real growth adjusted for inflation (%); <sup>3</sup>2023-2033 annualised real growth adjusted for inflation (%); <sup>4</sup>000 jobs

Worldwide	2022	2022	2023	2033		
	USDbn <sup>1</sup>	% of total	Growth <sup>2</sup>	USDbn <sup>1</sup>	% of total	Growth <sup>3</sup>
Direct contribution to GDP	2,379.0	2.3	18.4	4,530.0	3.4	4.9
Total contribution to GDP	7,682.5	7.6	23.3	15,510.9	11.6	5.1
Direct contribution to employment <sup>4</sup>	106,966.8	3.3	6.5	158,687.8	4.3	3.4
Total contribution to employment <sup>4</sup>	295,363.4	9.0	8.2	429,578.8	11.8	3.0
Visitor exports	1,107.2	3.6	23.0	2,566.7	7.0	6.5
Domestic spending	3,990.7	3.9	18.1	7,225.0	5.4	4.4
Leisure spending	4,151.3	1.9	17.9	7,944.5	2.7	5.0
Business spending	946.6	0.4	24.7	1,847.7	0.6	4.6
Capital investment	855.9	3.2	11.5	1,726.7	5.0	6.1

<sup>1</sup>2022 constant prices & exchange rates; <sup>2</sup>2023 real growth adjusted for inflation (%); <sup>3</sup>2023-2033 annualised real growth adjusted for inflation (%); <sup>4</sup>000 jobs

% of total refers to each indicator's share of the relevant whole economy indicator such as GDP and employment. Visitor exports is shown relative to total exports of goods and services. Domestic spending, as well as leisure and business spending, is expressed relative to whole economy GDP. Investment spending is expressed relative to whole economy investment.

# THE ECONOMIC CONTRIBUTION OF TRAVEL & TOURISM: REAL 2022 PRICES

Senegal (XOFbn, real 2022 prices)	2017	2018	2019	2020	2021	2022	2023E	2033F
1. Visitor exports	281.9	322.5	345.2	117.8	133.7	169.5	205.4	449.0
2. Domestic expenditure (includes government individual spending)	709.1	710.0	734.3	565.6	649.3	748.5	793.7	1,230.7
3. Internal tourism consumption (= 1 + 2)	991.0	1,032.5	1,079.5	683.4	783.0	918.1	999.1	1,679.7
4. Purchases by tourism providers, including imported goods (supply chain)	-545.2	-567.7	-594.2	-374.5	-431.0	-507.6	-549.8	-904.5
<b>5. Direct contribution of Travel &amp; Tourism to GDP</b> (= 3 + 4)	445.8	464.7	485.3	308.9	352.0	410.4	449.3	775.2
Relative contribution (% whole economy)	3.3	3.3	3.3	2.1	2.2	2.5	2.5	2.8
<b>Other final impacts (indirect &amp; induced)</b>	445.8	464.7	485.3	308.9	352.0	410.4	449.3	775.2
6 Domestic supply chain								
7. Capital investment	128.9	140.5	163.7	129.6	127.7	143.2	154.2	285.6
8. Government collective spending	60.2	65.0	67.8	59.4	66.9	74.6	78.9	126.8
9. Imported goods from indirect spending	-100.4	-104.7	-113.9	-74.4	-85.0	-102.7	-106.2	-143.0
10. Induced	225.3	236.9	250.2	163.8	187.0	215.2	235.8	418.4
<b>11. Total contribution of Travel &amp; Tourism to GDP</b> (= 5 + 6 + 7 + 8 + 9 + 10)	1,205.5	1,267.1	1,338.3	896.3	1,000.6	1,151.2	1,261.3	2,238.3
Relative contribution (% whole economy)	9.0	8.9	9.0	6.0	6.3	6.9	7.1	7.9
<b>Employment impacts ('000)</b>								
12. Direct contribution of Travel & Tourism to employment	115.2	112.7	115.7	89.6	96.3	109.4	115.9	186.4
Relative contribution (% whole economy)	3.0	2.8	2.8	2.2	2.3	2.5	2.6	3.0
<b>13. Total contribution of Travel &amp; Tourism to employment</b>	350.6	345.7	359.5	293.6	308.8	346.0	366.7	607.7
Relative contribution (% whole economy)	9.2	8.7	8.8	7.2	7.3	7.9	8.1	9.8
<b>Other indicators</b>								
14. Expenditure on outbound travel	164.2	171.9	182.9	49.0	76.7	101.4	125.0	321.0

E - Estimate, F - Forecast

# THE ECONOMIC CONTRIBUTION OF TRAVEL & TOURISM: NOMINAL PRICES

Senegal (XOFbn, nominal prices)	2017	2018	2019	2020	2021	2022	2023E	2033F
1. Visitor exports	257.0	291.5	318.6	110.4	123.7	169.5	214.4	572.2
2. Domestic expenditure (includes government individual spending)	646.4	641.8	677.7	529.7	600.6	748.5	828.6	1,568.5
3. Internal tourism consumption (= 1 + 2)	903.5	933.4	996.2	640.1	724.3	918.1	1,043.0	2,140.7
4. Purchases by tourism providers, including imported goods (supply chain)	-497.0	-513.3	-548.4	-350.8	-398.7	-507.6	-573.9	-1,152.7
<b>5. Direct contribution of Travel &amp; Tourism to GDP</b> (= 3 + 4)	406.4	420.1	447.9	289.3	325.6	410.4	469.1	988.0
<b>Other final impacts (indirect &amp; induced)</b>	406.4	420.1	447.9	289.3	325.6	410.4	469.1	988.0
6. Domestic supply chain								
7. Capital investment	117.5	127.0	151.1	121.4	118.1	143.2	161.0	364.0
8. Government collective spending	54.9	58.8	62.6	55.7	61.9	74.6	82.4	161.6
9. Imported goods from indirect spending	-91.5	-94.6	-105.2	-69.7	-78.6	-102.7	-110.9	-182.2
10. Induced	205.4	214.1	230.9	153.5	173.0	215.2	246.1	533.2
<b>11. Total contribution of Travel &amp; Tourism to GDP</b> (= 5 + 6 + 7 + 8 + 9 + 10)	1,099.1	1,145.5	1,235.1	839.4	925.6	1,151.2	1,316.8	2,852.6
<b>Employment impacts ('000)</b>								
12. Direct contribution of Travel & Tourism to employment	115.2	112.7	115.7	89.6	96.3	109.4	115.9	186.4
<b>13. Total contribution of Travel &amp; Tourism to employment</b>	350.6	345.7	359.5	293.6	308.8	346.0	366.7	607.7
<b>Other indicators</b>								
14 Expenditure on outbound travel	149.7	155.4	168.8	45.9	70.9	101.4	130.5	409.1

**E - Estimate, F - Forecast**

\*Concepts shown in this table align with the standard table totals as described in the *2008 Tourism Satellite Account: Recommended Methodological Framework* (TSA: RMF 2008) developed by the United Nations Statistical Division (UNSD), the Statistical Office of the European Communities (EUROSTAT), the Organisation for Economic Co-operation and Development (OECD) and the World Tourism Organization (UNWTO).

Historical data for concepts has been benchmarked to match reported TSA data where available.

# THE ECONOMIC CONTRIBUTION OF TRAVEL & TOURISM: REAL 2022 PRICES (in USD)

Senegal (USDbn, real 2022 prices)	2017	2018	2019	2020	2021	2022	2023E	2033F
1. Visitor exports	0.45	0.52	0.55	0.19	0.21	0.27	0.33	0.72
2. Domestic expenditure (includes government individual spending)	1.1	1.1	1.2	0.91	1.0	1.2	1.3	2.0
3. Internal tourism consumption (= 1 + 2)	1.6	1.7	1.7	1.1	1.3	1.5	1.6	2.7
4. Purchases by tourism providers, including imported goods (supply chain)	-0.87	-0.91	-0.95	-0.60	-0.69	-0.81	-0.88	-1.4
<b>5. Direct contribution of Travel &amp; Tourism to GDP</b> (= 3 + 4)	0.71	0.75	0.78	0.50	0.56	0.66	0.72	1.2
Relative contribution (% whole economy)	3.3	3.3	3.3	2.1	2.2	2.5	2.5	2.8
<b>Other final impacts (indirect &amp; induced)</b>	0.71	0.75	0.78	0.50	0.56	0.66	0.72	1.2
6 Domestic supply chain								
7. Capital investment	0.21	0.23	0.26	0.21	0.20	0.23	0.25	0.46
8. Government collective spending	0.10	0.10	0.11	0.10	0.11	0.12	0.13	0.20
9. Imported goods from indirect spending	-0.16	-0.17	-0.18	-0.12	-0.14	-0.16	-0.17	-0.23
10. Induced	0.36	0.38	0.40	0.26	0.30	0.34	0.38	0.67
<b>11. Total contribution of Travel &amp; Tourism to GDP</b> (= 5 + 6 + 7 + 8 + 9 + 10)	1.9	2.0	2.1	1.4	1.6	1.8	2.0	3.6
Relative contribution (% whole economy)	9.0	8.9	9.0	6.0	6.3	6.9	7.1	7.9
<b>Employment impacts ('000)</b>								
12. Direct contribution of Travel & Tourism to employment	115.2	112.7	115.7	89.6	96.3	109.4	115.9	186.4
Relative contribution (% whole economy)	3.0	2.8	2.8	2.2	2.3	2.5	2.6	3.0
<b>13. Total contribution of Travel &amp; Tourism to employment</b>	350.6	345.7	359.5	293.6	308.8	346.0	366.7	607.7
Relative contribution (% whole economy)	9.2	8.7	8.8	7.2	7.3	7.9	8.1	9.8
<b>Other indicators</b>								
14. Expenditure on outbound travel	0.26	0.28	0.29	0.08	0.12	0.16	0.20	0.51

E - Estimate, F - Forecast

# THE ECONOMIC CONTRIBUTION OF TRAVEL & TOURISM: NOMINAL PRICES (in USD)

Senegal (USDbn, nominal prices)	2017	2018	2019	2020	2021	2022	2023E	2033F
1. Visitor exports	0.44	0.52	0.54	0.19	0.22	0.27	0.34	1.1
2. Domestic expenditure (includes government individual spending)	1.1	1.2	1.2	0.92	1.1	1.2	1.3	3.0
3. Internal tourism consumption (= 1 + 2)	1.6	1.7	1.7	1.1	1.3	1.5	1.7	4.1
4. Purchases by tourism providers, including imported goods (supply chain)	-0.85	-0.92	-0.94	-0.61	-0.72	-0.81	-0.92	-2.2
<b>5. Direct contribution of Travel &amp; Tourism to GDP</b> (= 3 + 4)	0.70	0.76	0.76	0.50	0.59	0.66	0.75	1.9
<b>Other final impacts (indirect &amp; induced)</b>	0.70	0.76	0.76	0.50	0.59	0.66	0.75	1.9
6. Domestic supply chain								
7. Capital investment	0.20	0.23	0.26	0.21	0.21	0.23	0.26	0.69
8. Government collective spending	0.09	0.11	0.11	0.10	0.11	0.12	0.13	0.31
9. Imported goods from indirect spending	-0.16	-0.17	-0.18	-0.12	-0.14	-0.16	-0.18	-0.35
10. Induced	0.35	0.39	0.39	0.27	0.31	0.34	0.40	1.0
<b>11. Total contribution of Travel &amp; Tourism to GDP</b> (= 5 + 6 + 7 + 8 + 9 + 10)	1.9	2.1	2.1	1.5	1.7	1.8	2.1	5.4
<b>Employment impacts ('000)</b>								
12. Direct contribution of Travel & Tourism to employment	115.2	112.7	115.7	89.6	96.3	109.4	115.9	186.4
<b>13. Total contribution of Travel &amp; Tourism to employment</b>	350.6	345.7	359.5	293.6	308.8	346.0	366.7	607.7
<b>Other indicators</b>								
14. Expenditure on outbound travel	0.26	0.28	0.29	0.08	0.13	0.16	0.21	0.78

**E - Estimate, F - Forecast**

\*Concepts shown in this table align with the standard table totals as described in the *2008 Tourism Satellite Account: Recommended Methodological Framework* (TSA: RMF 2008) developed by the United Nations Statistical Division (UNSD), the Statistical Office of the European Communities (EUROSTAT), the Organisation for Economic Co-operation and Development (OECD) and the World Tourism Organization (UNWTO).

Historical data for concepts has been benchmarked to match reported TSA data where available.

# THE ECONOMIC CONTRIBUTION OF TRAVEL & TOURISM: GROWTH

Senegal Growth <sup>1</sup> (%)	2017	2018	2019	2020	2021	2022	2023E	2033F <sup>2</sup>
1. Visitor exports	4.2	14.4	7.0	-65.9	13.5	26.8	21.2	8.1
2. Domestic expenditure (includes government individual spending)	7.7	0.1	3.4	-23.0	14.8	15.3	6.0	4.5
3. Internal tourism consumption (= 1 + 2)	6.7	4.2	4.6	-36.7	14.6	17.3	8.8	5.3
4. Purchases by tourism providers, including imported goods (supply chain)	6.8	4.1	4.7	-37.0	15.1	17.8	8.3	5.1
<b>5. Direct contribution of Travel &amp; Tourism to GDP</b> (= 3 + 4)	6.6	4.3	4.4	-36.4	14.0	16.6	9.5	5.6
<b>Other final impacts (indirect &amp; induced)</b>	6.6	4.3	4.4	-36.4	14.0	16.6	9.5	5.6
6. Domestic supply chain								
7. Capital investment	16.5	9.0	16.5	-20.8	-1.5	12.2	7.6	6.4
8. Government collective spending	4.7	8.0	4.3	-12.4	12.6	11.5	5.8	4.9
9. Imported goods from indirect spending	10.2	4.3	8.8	-34.7	14.3	20.9	3.4	3.0
10. Induced	7.3	5.1	5.6	-34.5	14.2	15.0	9.6	5.9
<b>11. Total contribution of Travel &amp; Tourism to GDP</b> (= 5 + 6 + 7 + 8 + 9 + 10)	7.3	5.1	5.6	-33.0	11.6	15.0	9.6	5.9
<b>Employment impacts ('000)</b>								
12. Direct contribution of Travel & Tourism to employment	2.1	-2.3	2.7	-22.6	7.5	13.6	5.9	4.9
<b>13. Total contribution of Travel &amp; Tourism to employment</b>	2.9	-1.4	4.0	-18.3	5.2	12.0	6.0	5.2
<b>Other indicators</b>								
14. Expenditure on outbound travel	4.1	4.7	6.4	-73.2	56.5	32.2	23.3	9.9

E - Estimate, F - Forecast

<sup>1</sup>2017-2023 real annual growth adjusted for inflation (%)<sup>b</sup> <sup>2</sup>2023-2033 annualised real growth adjusted for inflation (%)

# GLOSSARY

## KEY DEFINITIONS

### TRAVEL & TOURISM

Relates to the activity of travellers on trips outside their usual environment with a duration of less than one year. Economic activity related to all aspects of such trips is measured within the research.

### DIRECT CONTRIBUTION TO GDP

GDP generated by industries that deal directly with tourists, including hotels, travel agents, airlines and other passenger transport services, as well as the activities of restaurant and leisure industries that deal directly with tourists. It is equivalent to total internal Travel & Tourism spending (see below) within a country less the purchases made by those industries (including imports). In terms of the UN's Tourism Satellite Account methodology it is consistent with total GDP calculated in table 6 of the TSA: RMF 2008.

### DIRECT CONTRIBUTION TO EMPLOYMENT

The number of direct jobs within Travel & Tourism. This is consistent with total employment calculated in table 7 of the TSA: RMF 2008.

### TOTAL CONTRIBUTION TO GDP

GDP generated directly by the Travel & Tourism sector plus its indirect and induced impacts (see below).

### TOTAL CONTRIBUTION TO EMPLOYMENT

The number of jobs generated directly in the Travel & Tourism sector plus the indirect and induced contributions (see below).

## DIRECT SPENDING IMPACTS

### VISITOR EXPORTS

Spending within the country by international tourists for both business and leisure trips, including spending on transport, but excluding international spending on education. This is consistent with total inbound tourism expenditure in table 1 of the TSA: RMF 2008.

### DOMESTIC TRAVEL & TOURISM SPENDING

Spending within a country by that country's residents for both business and leisure trips. Multi-use consumer durables are not included since they are not purchased solely for tourism purposes. This is consistent with total domestic tourism expenditure in table 2 of the TSA: RMF 2008. Outbound spending by residents abroad is not included here, but is separately identified according to the TSA: RMF 2008 (see below).

### GOVERNMENT INDIVIDUAL SPENDING

Spending by government on Travel & Tourism services directly linked to visitors, such as cultural services (eg museums) or recreational services (eg national parks).

### INTERNAL TOURISM CONSUMPTION

Total revenue generated within a country by industries that deal directly with tourists including visitor exports, domestic spending and government individual spending. This does not include spending abroad by residents. This is consistent with total internal tourism expenditure in table 4 of the TSA: RMF 2008.

### BUSINESS TRAVEL & TOURISM SPENDING

Spending on business travel within a country by residents and international visitors.

### LEISURE TRAVEL & TOURISM SPENDING

Spending on leisure travel within a country by residents and international visitors.

## INDIRECT AND INDUCED IMPACTS

### INDIRECT CONTRIBUTION

The contribution to GDP and jobs of the following three factors:

- **CAPITAL INVESTMENT:** Includes capital investment spending by all industries directly involved in Travel & Tourism. This also constitutes investment spending by other industries on specific tourism assets such as new visitor accommodation and passenger transport equipment, as well as restaurants and leisure facilities for specific tourism use. This is consistent with total tourism gross fixed capital formation in table 8 of the TSA: RMF 2008.
- **GOVERNMENT COLLECTIVE SPENDING:** Government spending in support of general tourism activity. This can include national as well as regional and local government spending. For example, it includes tourism promotion, visitor information services, administrative services and other public services. This is consistent with total collective tourism consumption in table 9 of TSA: RMF 2008.
- **SUPPLY-CHAIN EFFECTS:** Purchases of domestic goods and services directly by different industries within Travel & Tourism as inputs to their final tourism output.

### INDUCED CONTRIBUTION

The broader contribution to GDP and employment of spending by those who are directly or indirectly employed by Travel & Tourism.

## OTHER INDICATORS

### OUTBOUND EXPENDITURE

Spending outside the country by residents on all trips abroad. This is fully aligned with total outbound tourism expenditure in table 3 of the TSA: RMF 2008.

### INTERNATIONAL TOURIST ARRIVALS

The number of arrivals of international overnight visitors (tourists) to the country.

# METHODOLOGICAL NOTE

WTTC has an ongoing commitment to align its economic impact research with the UN Statistics Division-approved 2008 Tourism Satellite Account: Recommended Methodological Framework (TSA:RMF 2008). This involves the benchmarking of country reports to official, published TSAs, including for countries which are reporting data for the first time, as well as existing countries reporting an additional year's data. New TSAs incorporated this year include Maldives and Zimbabwe, bringing our total of countries and economies in our benchmarking dataset to 66. Our TSA benchmarked countries now cover around 90% of global direct T&T GDP.

WTTC coverage includes data on 185 countries and economies, and reports on 26 regions, sub-regions and economic and geographic groups.

## ECONOMIC AND GEOGRAPHIC GROUPS

### **APEC (ASIA-PACIFIC ECONOMIC COOPERATION)**

Australia, Brunei, Canada, Chile, China, Hong Kong SAR China, Indonesia, Japan, South Korea, Malaysia, Mexico, New Zealand, Papua New Guinea, Peru, Philippines, Russian Federation, Singapore, Taiwan China, Thailand, USA, Vietnam.

### **G7**

Canada, France, Germany, Italy, Japan, UK, USA.

### **G20**

Argentina, Australia, Brazil, Canada, China, European Union, France\*, Germany\*, India, Indonesia, Italy\*, Japan, Mexico, Russian Federation, Saudi Arabia, South Africa, South Korea, Türkiye, UK, USA.

### **GCC (GULF COOPERATION COUNCIL)**

Bahrain, Kuwait, Oman, Qatar, Saudi Arabia, UAE.

### **OAS (ORGANIZATION OF AMERICAN STATES)**

Antigua and Barbuda, Argentina, Bahamas, Barbados, Belize, Bolivia, Brazil, Canada, Chile, Colombia, Costa Rica, Cuba, Dominican Republic, Dominica, Ecuador, El Salvador, Grenada, Guatemala, Guyana, Haiti, Honduras, Jamaica, Mexico, Nicaragua, Panama, Paraguay, Peru, St Kitts and Nevis, St Lucia, St Vincent and the Grenadines, Suriname, Trinidad and Tobago, USA, Uruguay, Venezuela.

### **OECD (ORGANISATION FOR ECONOMIC CO-OPERATION AND DEVELOPMENT)**

Australia, Austria, Belgium, Canada, Chile, Colombia, Costa Rica, Czech Republic, Denmark, Estonia, Finland, France, Germany, Greece, Hungary, Iceland, Ireland, Israel, Italy, Japan, South Korea, Latvia, Lithuania, Luxembourg, Mexico, Netherlands, New Zealand, Norway, Poland, Portugal, Slovakia, Slovenia, Spain, Sweden, Switzerland, Türkiye, UK, USA.

### **(OIC) ORGANISATION OF ISLAMIC COOPERATION\*\***

Albania, Algeria, Azerbaijan, Bahrain, Bangladesh, Benin, Brunei, Burkina Faso, Cameroon, Chad, Comoros, Côte d'Ivoire, Egypt, Gabon, Gambia, Guinea, Guyana, Indonesia, Iran, Iraq, Jordan, Kazakhstan, Kuwait, Kyrgyzstan, Lebanon, Libya, Malaysia, Maldives, Mali, Morocco, Mozambique, Niger, Nigeria, Oman, Pakistan, Qatar, Saudi Arabia, Senegal, Sierra Leone, Sudan, Suriname, Syria, Tajikistan, Togo, Tunisia, Türkiye, UAE, Uganda, Uzbekistan, Yemen.

### **OTHER OCEANIA**

American Samoa, Cook Islands, French Polynesia, Guam, Marshall Islands, Micronesia (Federated States of), Nauru, New Caledonia, Niue, Northern Mariana Islands, Palau, Samoa, Tuvalu.

### **PACIFIC ALLIANCE**

Chile, Colombia, Mexico, Peru.

### **SADC (SOUTHERN AFRICAN DEVELOPMENT COMMUNITY)**

Angola, Botswana, Comoros, Democratic Republic of Congo (DRC), Eswatini, Lesotho, Madagascar, Malawi, Mauritius, Mozambique, Namibia, Seychelles, South Africa, Tanzania, Zambia, Zimbabwe.

\* included in European Union

\*\* no data for Afghanistan, Djibouti, Guinea-Bissau, Mauritania, Palestine, Somalia or Turkmenistan



# ACKNOWLEDGEMENTS

## EDITORS

### Nejc Jus

Head of Research  
World Travel & Tourism Council

### Jonathan Mitcham

Senior Research Analyst  
World Travel & Tourism Council

### Chok Tsering

Junior Research Analyst  
World Travel & Tourism Council

## DESIGN

World Travel & Tourism Council

## IMAGES

Cover: Elizeu Dias, Unsplash  
P2: Roberto Nickson, Unsplash

---

## Contributing data to the WTTC Economic Impact Model:



STR provides premium data benchmarking, analytics and marketplace insights for the global hospitality industry. We deliver data that is confidential, accurate and actionable, and our comprehensive solutions empower our clients to strategize and compete within their markets.

Founded in 1985, STR maintains a presence in 15 countries with a corporate North American headquarters in Hendersonville, Tennessee, and an international headquarters in London, and an Asia Pacific headquarters in Singapore. STR was acquired in October 2019 by CoStar Group, Inc. (NASDAQ: CSGP), the leading provider of commercial real estate information, analytics and online marketplaces.

Contact email: [IndustryData@str.com](mailto:IndustryData@str.com)



ForwardKeys was founded in 2010 on the premise that businesses dependent on international travellers – such as tourism organisations, hotels and retailers – would make better strategic decisions if they knew who was travelling where, when and for how long. The self-funded company, therefore, developed the most comprehensive database of air travel bookings in the industry, offering detailed information on traveller profiles.

Yet ForwardKeys is more than just a consultancy to the aviation industry. In recent years, it has evolved to become a travel intelligence specialist, able to provide insight into not only the flow of international travellers but also their behaviour and preferences at their destination.

ForwardKeys, on a mission to predict travellers' impact. Learn more about the data solutions and visit:

[ForwardKeys.com/Products](https://ForwardKeys.com/Products)



## The World Travel & Tourism Council is the global authority on the economic and social contribution of Travel & Tourism.

WTTTC promotes sustainable growth for the Travel & Tourism sector, working with governments and international institutions to create jobs, to drive exports and to generate prosperity. Council Members are the Chairs, Presidents and Chief Executives of the world's leading private sector Travel & Tourism businesses.

Together with Oxford Economics, WTTTC produces annual research that shows Travel & Tourism to be one of the world's largest sectors, supporting 289 million jobs and generating 6.1% of global GDP in 2021. Comprehensive reports quantify, compare and forecast the economic impact of Travel & Tourism on 185 economies around the world. In addition to individual country fact sheets, and fuller country reports, WTTTC produces a world report highlighting global trends and 26 further reports that focus on regions, sub-regions and economic and geographic groups.

To download reports or data, please visit: [ResearchHub.WTTTC.org](https://ResearchHub.WTTTC.org)



## Assisting WTTTC to Provide Tools for Analysis, Benchmarking, Forecasting and Planning.

Oxford Economics is a leader in global forecasting and quantitative analysis. Our worldwide client base comprises more than 2,000 international corporations, financial institutions, government organisations, and universities.

Headquartered in Oxford, with offices around the world, we employ close to 600 staff, including over 350 economists and analysts. Our best-in-class global economic and industry models and analytical tools give us an unmatched ability to forecast external market trends and assess their economic, social and business impact.

For more information, visit: [OxfordEconomics.com](https://OxfordEconomics.com)



WORLD  
TRAVEL &  
TOURISM  
COUNCIL

STRATEGIC PARTNERS



GLOBAL  rescue



© World Travel & Tourism Council: Travel & Tourism Economic Impact 2023. All rights reserved.

The copyright laws of the United Kingdom allow certain uses of this content without our (i.e. the copyright owner's) permission. You are permitted to use limited extracts of this content, provided such use is fair and when such use is for non-commercial research, private study, review or news reporting. The following acknowledgment must also be used, whenever our content is used relying on this "fair dealing" exception: "Source: World Travel and Tourism Council: Travel & Tourism Economic Impact 2023. All rights reserved."

If your use of the content would not fall under the "fair dealing" exception described above, you are permitted to use this content in whole or in part for non-commercial or commercial use provided you comply with the Attribution, Non-Commercial 4.0 International Creative Commons Licence. In particular, the content is not amended and the following acknowledgment is used, whenever our content is used: "Source: World Travel and Tourism Council: Travel & Tourism Economic Impact 2023. All rights reserved. Licensed under the Attribution, Non-Commercial 4.0 International Creative Commons Licence." You may not apply legal terms or technological measures that legally restrict others from doing anything this license permits.

