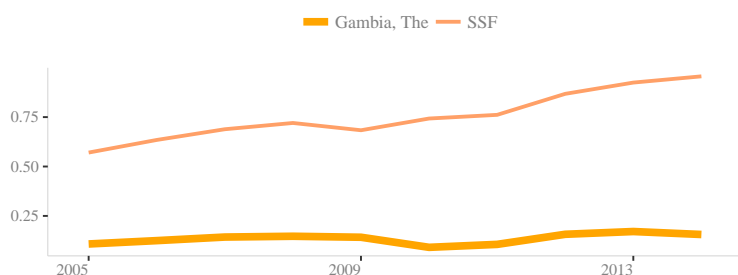


TOURISM DEMAND

PASSENGER ARRIVALS, in millions



SOURCE: WORLD BANK - WDI

TOURISM EXPENDITURE BY PURPOSE, current \$US billion



SOURCE: WTTC

RESOURCE BASE

CULTURAL RESOURCES

Tourist service infrast. **114/140** Value: 2.7
1-7 (best) (2015)

Cultural resour. & business travel **121/139** Value: 1.2
1-7 (best) (2015)

SOURCE: WEF TTCR 2015

NATURAL RESOURCES

Natural resources **113/140** Value: 2.2
1-7 (best) (2015)

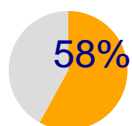
Natural and cultural res. subindex **123/140** Value: 1.7
1-7 (best) (2015)

SOURCE: WEF TTCR 2015

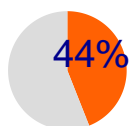
TOURISM ECONOMIC INDICATORS — COMPETITIVENESS

TRAVEL SERVICES, % of commercial service exports

Gambia, The (2012)

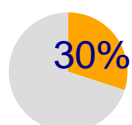


SSF (average, 2012)



INTERNATIONAL TOURISM RECEIPTS, % of total exports

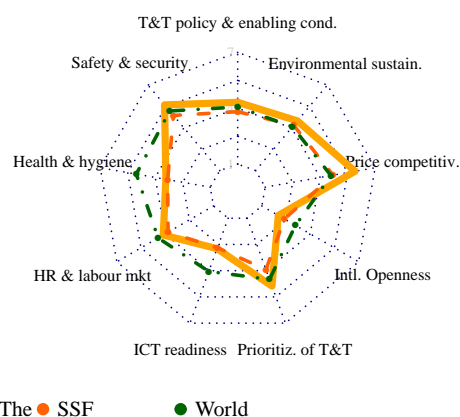
Gambia, The (2012)



SSF (average, 2012)



SOURCE: WORLD BANK - WDI

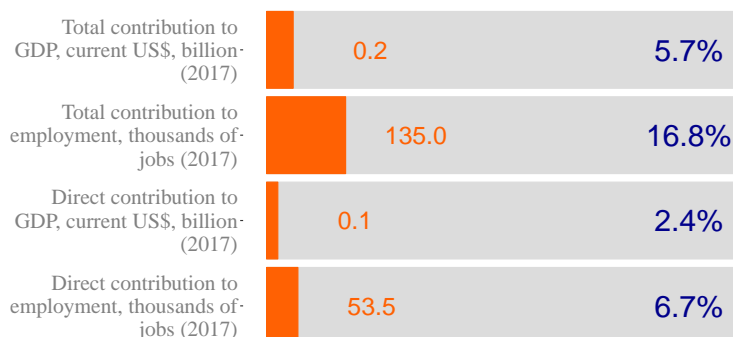


● Gambia, The ● SSF ● World

SOURCE: WEF TTCR 2015

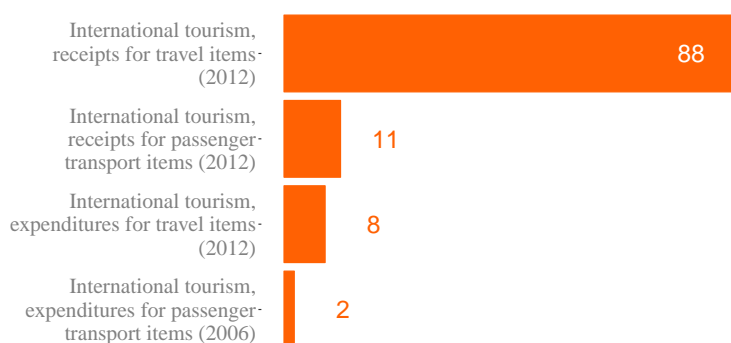
TOURISM ECONOMIC INDICATORS

DIRECT v. TOTAL CONTRIBUTION



SOURCE: WTTC

INTERNATIONAL TOURISM, in \$US (*)



SOURCE: WORLD BANK - WDI

OTHER COMPETITIVENESS INDICATORS

Price competitiv. 5/140 Value: 5.9
1-7 (best) (2015)

Business envmnt 95/139 Value: 4.1
1-7 (best) (2015)

SOURCE: WEF TCCR 2015

CAPITAL INVESTMENT, current \$US billion

Internal T&T consumption 0.1 (Rank: 161/175)
(2017)

Domestic tourism spending 0 (Rank: 164/175)
(2017)

Capital investment 0 (Rank: 161/175)
(2017)

SOURCE: WTTC

ACCESS AND TRANSPORT

Air transport infrast. 111/139 Value: 2
1-7 (best) (2015)

Ground & port infrast. 57/140 Value: 3.7
1-7 (best) (2015)

SOURCE: WEF TCCR 2015

Prioritiz. of T&T 43/139 Value: 4.9
1-7 (best) (2015)

HR & labour mkt 102/140 Value: 4.1
1-7 (best) (2015)

SOURCE: WEF TCCR 2015

(*) Receipt for travel items: These expenditures by international inbound visitors, or in their behalf, to purchase goods and services in the reporting economy. Receipts for passenger transport items: These are expenditures by international inbound visitors for all services provided in the international transportation by resident carriers and passenger services performed within an economy by nonresident carriers.