

Gambia, The

Country Snapshot

International arrivals
passengers, million (2014)
0.16
 (Rank: 117/144)

Int. Tourism Receipts
current US\$, billion (2012)
99
 (Rank: 111/143)

Contribution to GDP
current US\$, billion (2017)
0.19
 (Rank: 123/125)

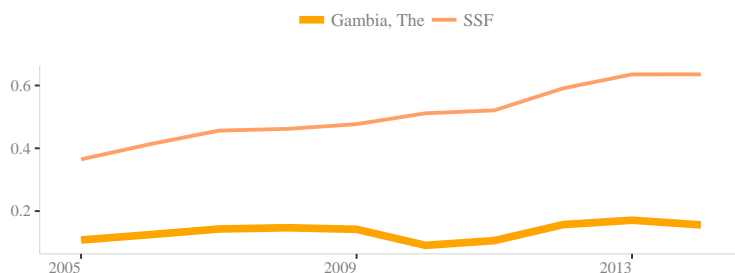
Contribution to empl.
thousands of jobs (2017)
135
 (Rank: 98/125)

T&T Competitiv.
1-7 (best) (2015)
75/98
 Value: 3.2

Capital investment
current US\$, billion (2017)
0.05
 (Rank: 112/125)

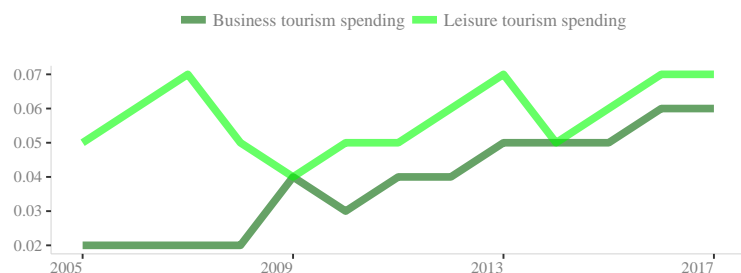

TOURISM DEMAND

PASSENGER ARRIVALS, in millions



SOURCE: WORLD BANK - WDI

TOURISM EXPENDITURE BY PURPOSE, current \$US billion



SOURCE: WTTC

RESOURCE BASE

CULTURAL RESOURCES

Tourist service infrast.
79/98 Value: 2.7

1-7 (best) (2015)

Cultural resour. & business travel
87/97 Value: 1.2

1-7 (best) (2015)

SOURCE: WEF TTCR 2015

NATURAL RESOURCES

Natural resources
77/98 Value: 2.2

1-7 (best) (2015)

Natural and cultural res. subindex
83/98 Value: 1.7

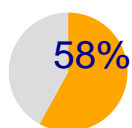
1-7 (best) (2015)

SOURCE: WEF TTCR 2015

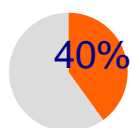
TOURISM ECONOMIC INDICATORS — COMPETITIVENESS

TRAVEL SERVICES, % of commercial service exports

Gambia, The (2012)

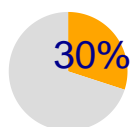


SSF (average, 2012)



INTERNATIONAL TOURISM RECEIPTS, % of total exports

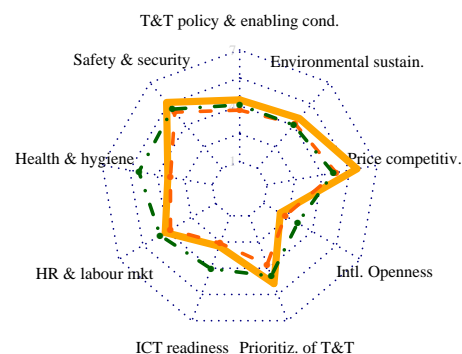
Gambia, The (2012)



SSF (average, 2012)



SOURCE: WORLD BANK - WDI

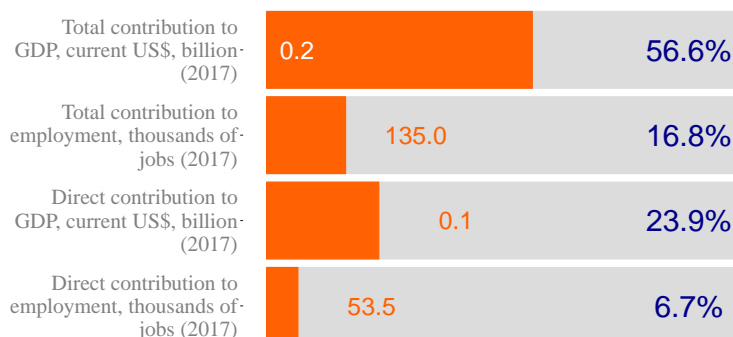


● Gambia, The ● SSF ● World

SOURCE: WEF TTCR 2015

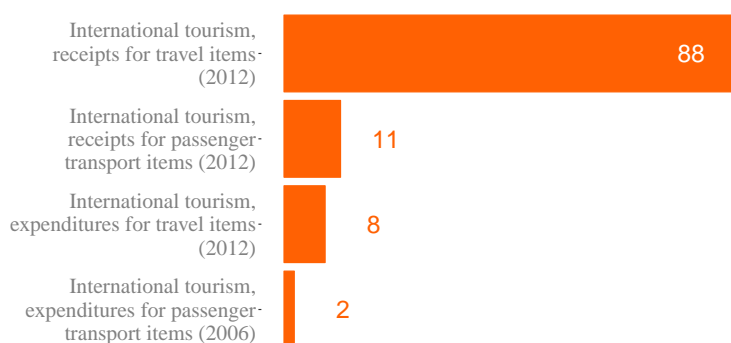
TOURISM ECONOMIC INDICATORS

DIRECT v. TOTAL CONTRIBUTION



SOURCE: WTTC

INTERNATIONAL TOURISM, in \$US (*)



SOURCE: WORLD BANK - WDI

CAPITAL INVESTMENT, current \$US billion

Internal T&T consumption	0.1	(Rank: 116/125)
(2017)		
Domestic tourism spending	0	(Rank: 118/125)
(2017)		
Capital investment	0	(Rank: 117/125)
(2017)		

SOURCE: WTTC

ACCESS AND TRANSPORT

Air transport infrast.	79/97	Value: 2
1-7 (best) (2015)		
Ground & port infrast.	39/98	Value: 3.7
1-7 (best) (2015)		

SOURCE: WEF TTCR 2015

OTHER COMPETITIVENESS INDICATORS

Price competitiv.	5/98	Value: 5.9
1-7 (best) (2015)		

Prioritiz. of T&T	31/97	Value: 4.9
1-7 (best) (2015)		

Business envmnt	67/97	Value: 4.1
1-7 (best) (2015)		

HR & labour mkt	73/98	Value: 4.1
1-7 (best) (2015)		

SOURCE: WEF TTCR 2015

SOURCE: WEF TTCR 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.