

SENEGAL

2021 Annual Research: Key Highlights¹

Global Data



Total GDP contribution:

2019

10.4%

USD 9,170 BN

2020

5.5%

USD 4,671 BN



Total Travel & Tourism jobs:

2019

334 MN

= 1 in 10 jobs

2020

272 MN

= 1 in 11 jobs

Total Travel & Tourism GDP change in 2020:

-49.1%

=USD -4,498 BN

Global Economy GDP change:

-3.7%

1 in 4 net new jobs
were created by Travel &
Tourism during 2014-2019



Change in Jobs in 2020²

-61.6 MN
-18.5%

Senegal Key Data

2019

2020



Total contribution of Travel & Tourism to GDP:

9.0%

of Total
Economy

Total T&T GDP = XOF1,273.8BN
(USD2,213.8MN)

4.9%

of Total
Economy

Total T&T GDP = XOF685.1BN
(USD1,190.8MN)

-46.2%

Change in Travel
& Tourism GDP
vs -0.5% real
economy GDP
change



Total contribution of Travel & Tourism to Employment:

361.5

Jobs (000s)
(9.1% of total employment)

257.3

Jobs (000s)
(6.6% of total employment)

Change in jobs²:

-28.8%

-104.2 (000s)



Visitor Impact
International:

XOF **330.1** BN

Visitor spend
10.2% of total exports (USD573.8MN)

XOF **102.1** BN

Visitor spend
3.6% of total exports (USD177.5MN)

Change in
international visitor
spend:

-69.1%

-USD 396.3 MN

Domestic:

XOF **702.7** BN

Visitor spend
(USD 1,221.2MN)

XOF **404.4** BN

Visitor spend
(USD 702.9MN)

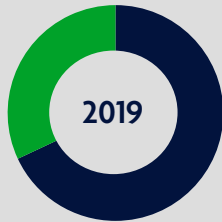
Change in domestic
visitor spend:

-42.4%

-USD 518.4 MN

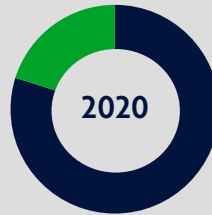
Senegal Sector Characteristics

Domestic vs International Spending:



● Domestic Spending:
USD 1,221.2MN (68%)

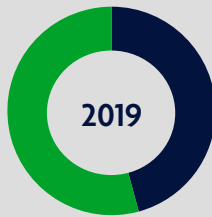
● International Spending:
USD 573.8MN (32%)



● Domestic Spending:
USD 702.9MN (80%)

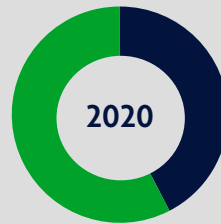
● International Spending:
USD 177.5MN (20%)

Leisure vs Business Spending:



● Leisure Spending:
USD 821.8MN (46%)

● Business Spending:
USD 973.2MN (54%)



● Leisure Spending:
USD 373.5MN (42%)

● Business Spending:
USD 506.8MN (58%)

Inbound Arrivals³

2019	2020
1. France 33%	1. France 23%
2. Guinea 11%	2. Guinea 18%
3. Gambia 4%	3. Gambia 5%
4. Nigeria 4%	4. Nigeria 5%
5. Spain 3%	5. Belgium 5%
Rest of world 44%	Rest of world 44%

Outbound Departures³

2019	2020
1. Morocco 19%	1. Côte D'Ivoire 20%
2. Côte D'Ivoire 16%	2. Nigeria 19%
3. Nigeria 15%	3. Morocco 17%
4. France 11%	4. Togo 10%
5. Togo 9%	5. France 9%
Rest of world 30%	Rest of world 26%

1. All values are in constant 2020 prices & exchange rates. As reported in March 2021

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

3. Source: Oxford Economics, national sources and UNWTO