

# SIERRA LEONE

2021 Annual Research: Key Highlights<sup>1</sup>

## 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 2020<sup>2</sup>

**-61.6 MN**  
**-18.5%**

## Sierra Leone Key Data

2019

2020



Total contribution of Travel & Tourism to GDP:

**3.5%**

of Total  
Economy

Total T&T GDP = SLL1,483.5BN  
(USD151.6MN)

**2.0%**

of Total  
Economy

Total T&T GDP = SLL839.9BN  
(USD85.8MN)

**-43.4%**

Change in Travel  
& Tourism GDP  
vs -2.8% real  
economy GDP  
change



Total contribution of Travel & Tourism to Employment:

**49.5**

Jobs (000s)  
(3.8 % of total employment)

**36.4**

Jobs (000s)  
(2.9 % of total employment)

Change in jobs<sup>2</sup>:

**-26.5%**

-13.1 (000s)



Visitor Impact  
International:

SLL **410.9** BN

Visitor spend  
5.2% of total exports (USD42.0MN)

SLL **143.1** BN

Visitor spend  
2.2% of total exports (USD14.6MN)

Change in  
international visitor  
spend:

**-65.2%**

-USD 27.4 MN

Domestic:

SLL **813.2** BN

Visitor spend  
(USD 83.1MN)

SLL **475.6** BN

Visitor spend  
(USD 48.6MN)

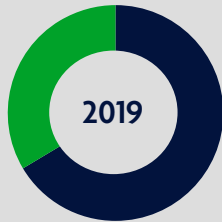
Change in domestic  
visitor spend:

**-41.5%**

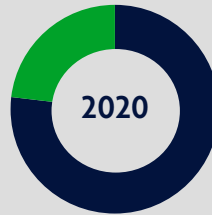
-USD 34.5 MN

### Sierra Leone Sector Characteristics

#### Domestic vs International Spending:

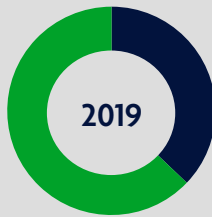


● Domestic Spending:  
**USD 83.1MN (66%)**  
● International Spending:  
**USD 42.0MN (34%)**

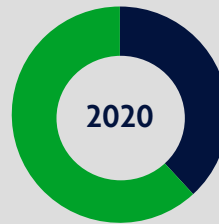


● Domestic Spending:  
**USD 48.6MN (77%)**  
● International Spending:  
**USD 14.6MN (23%)**

#### Leisure vs Business Spending:



● Leisure Spending:  
**USD 46.4MN (37%)**  
● Business Spending:  
**USD 78.6MN (63%)**



● Leisure Spending:  
**USD 24.1MN (38%)**  
● Business Spending:  
**USD 39.1MN (62%)**

#### Inbound Arrivals<sup>3</sup>

2019	2020
1. United States <b>21%</b>	1. United States <b>14%</b>
2. Nigeria <b>6%</b>	2. Nigeria <b>7%</b>
3. United Kingdom <b>5%</b>	3. Austria <b>6%</b>
4. Ghana <b>5%</b>	4. Ghana <b>5%</b>
5. Canada <b>5%</b>	5. Belgium <b>4%</b>
<b>Rest of world 59%</b>	<b>Rest of world 64%</b>

#### Outbound Departures<sup>3</sup>

2019	2020
1. Nigeria <b>29%</b>	1. Nigeria <b>35%</b>
2. Ghana <b>29%</b>	2. Ghana <b>23%</b>
3. China <b>7%</b>	3. Dominican Republic <b>6%</b>
4. United States <b>4%</b>	4. Guinea <b>4%</b>
5. Guinea <b>4%</b>	5. Kuwait <b>3%</b>
<b>Rest of world 27%</b>	<b>Rest of world 29%</b>

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