

# MADAGASCAR

## 2020 ANNUAL RESEARCH: KEY HIGHLIGHTS<sup>1</sup>

### GLOBAL DATA 2019



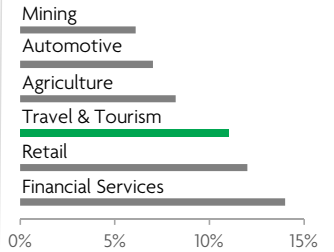
While the global economy grew by 2.5%,  
**Travel & Tourism grew significantly more at 3.5%**



**1 in 4 net new jobs** were created by Travel & Tourism over the last five years



**Global GDP impact by sector (2018 data).** Share of total economy GDP



### MADAGASCAR 2019 KEY DATA



CONTRIBUTION OF TRAVEL & TOURISM TO GDP

**11.8% OF TOTAL ECONOMY**

Total T&T GDP = MGA6,086.7BN (USD1,675.5MN)

**+7.9%**

2019 Travel & Tourism GDP growth vs **+5.3%** real economy GDP growth



CONTRIBUTION OF TRAVEL & TOURISM TO EMPLOYMENT

**752.9** JOBS (000's)  
(12.2% of total employment)

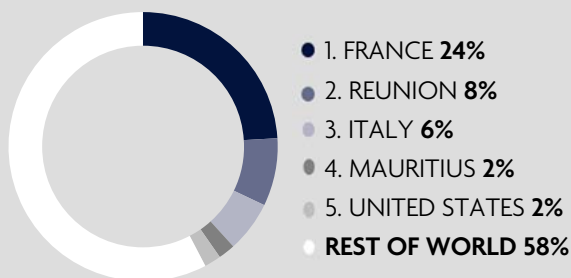


INTERNATIONAL VISITOR IMPACT

**MGA3,425.3<sub>BN</sub>**

in visitor spend (**34.3%** of total exports)  
(USD942.9MN)

### INBOUND ARRIVALS

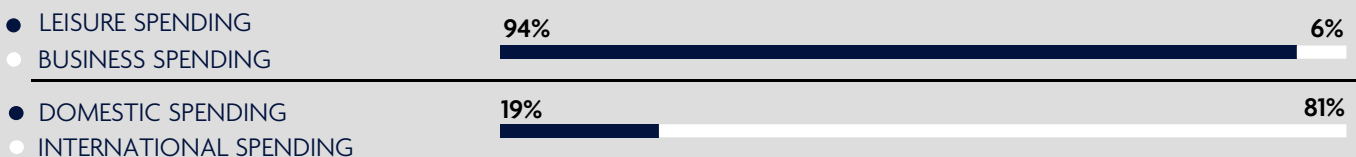


### OUTBOUND DEPARTURES



Note: Data are average shares over the 2016-2018 period  
Source: Oxford Economics, national sources and UNWTO

### SECTOR CHARACTERISTICS (2019)



<sup>1</sup>All values are in constant 2019 prices & exchange rates  
As reported in March 2020