

MARTINIQUE

2020 ANNUAL RESEARCH: KEY HIGHLIGHTS¹

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



MARTINIQUE 2019 KEY DATA



CONTRIBUTION OF TRAVEL & TOURISM TO GDP

7.8% OF TOTAL ECONOMY

Total T&T GDP = EUR721.8MN (USD804.9MN)

+5.0%

2019 Travel & Tourism GDP growth vs **+1.3%** real economy GDP growth



CONTRIBUTION OF TRAVEL & TOURISM TO EMPLOYMENT

11.3 JOBS (000's)

(8.9% of total employment)

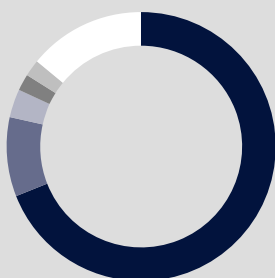


INTERNATIONAL VISITOR IMPACT

EUR357.5_{MN}

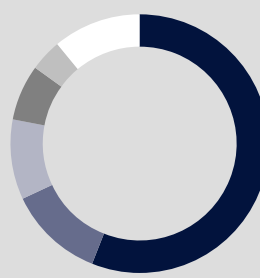
in visitor spend (**27.4%** of total exports) (USD398.7MN)

INBOUND ARRIVALS



- 1. FRANCE **69%**
- 2. GUADELOUPE **10%**
- 3. UNITED STATES **3%**
- 4. CANADA **2%**
- 5. GERMANY **2%**
- **REST OF WORLD 14%**

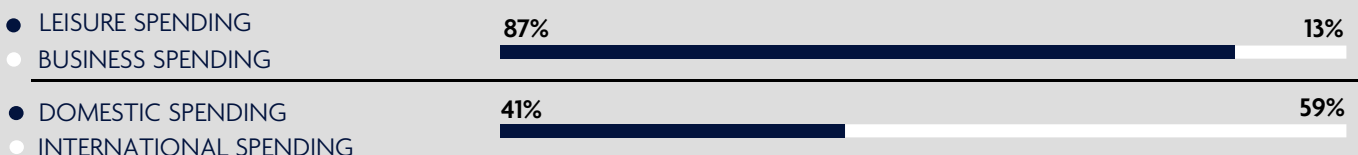
OUTBOUND DEPARTURES



- 1. ST LUCIA **56%**
- 2. UNITED STATES **12%**
- 3. DOMINICA **10%**
- 4. CANADA **7%**
- 5. DOMINICAN REPUBLIC **4%**
- **REST OF WORLD 11%**

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

SECTOR CHARACTERISTICS (2019)



¹All values are in constant 2019 prices & exchange rates
As reported in March 2020