JAMAICA
2020 ANNUAL RESEARCH: KEY HIGHLIGHTS

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

Mining
Automotive
Agriculture
Travel & Tourism
Retail
Financial Services

0% 5% 10% 15%

10.3%
Total GDP contribution

330MN
Jobs globally (1 in 10 jobs)

JAMAICA 2019 KEY DATA

CONTRIBUTION OF TRAVEL & TOURISM TO GDP

31.1% OF TOTAL ECONOMY
Total T&T GDP = JMD667.2BN (USD5,025.4MN)

+7.1%
2019 Travel & Tourism GDP growth vs +1.6% real economy GDP growth

CONTRIBUTION OF TRAVEL & TOURISM TO EMPLOYMENT

406.1 JOBS (000's)
(32.8% of total employment)

INTERNATIONAL VISITOR IMPACT

JMD466.7BN in visitor spend (56.7% of total exports)
(USD3,515.3MN)

INBOUND ARRIVALS

1. UNITED STATES 65%
2. CANADA 17%
3. UNITED KINGDOM 9%
4. GERMANY 1%
5. CAYMAN ISLANDS 1%
REST OF WORLD 7%

OUTBOUND DEPARTURES

1. UNITED STATES 71%
2. CANADA 8%
3. BARBADOS 2%
4. CAYMAN ISLANDS 2%
5. CHINA 2%
REST OF WORLD 15%

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

SECTOR CHARACTERISTICS (2019)

- LEISURE SPENDING 82%
- BUSINESS SPENDING 18%
- DOMESTIC SPENDING 21%
- INTERNATIONAL SPENDING 79%

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