JAMAICA 2020 ANNUAL RESEARCH: KEY HIGHLIGHTS

GLOBAL DATA 2019

10.3%  
Total GDP contribution

330MN  
Jobs globally (1 in 10 jobs)

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

JAMAICA 2019 KEY DATA

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

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%
6. REST OF WORLD 7%

OUTBOUND DEPARTURES

1. UNITED STATES 71%
2. CANADA 8%
3. BARBADOS 2%
4. CAYMAN ISLANDS 2%
5. CHINA 2%
6. 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%  18%
- BUSINESS SPENDING
- DOMESTIC SPENDING  21%  79%
- INTERNATIONAL SPENDING

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