**MADAGASCAR**

2020 ANNUAL RESEARCH: KEY HIGHLIGHTS

**GLOBAL DATA 2019**

- **10.3%** Total GDP contribution
- **330 MN** 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**

- Mining
- Automotive
- Agriculture
- Travel & Tourism
- Retail
- Financial Services

<table>
<thead>
<tr>
<th>Sector</th>
<th>Share of Total Economy</th>
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<tbody>
<tr>
<td>0%</td>
<td>5%</td>
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<tr>
<td>10%</td>
<td>15%</td>
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<tr>
<td>Mining</td>
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<td>Automotive</td>
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<td>Agriculture</td>
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**MADAGASCAR 2019 KEY DATA**

- **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

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

- **MGA3,425.3 BN**
  - in visitor spend (34.3% of total exports)
  - (USD942.9MN)

**INBOUND ARRIVALS**

- 1. FRANCE 24%
- 2. REUNION 8%
- 3. ITALY 6%
- 4. MAURITIUS 2%
- 5. UNITED STATES 2%
- REST OF WORLD 58%

**OUTBOUND DEPARTURES**

- 1. FRANCE 52%
- 2. CHINA 12%
- 3. MAURITIUS 12%
- 4. KUWAIT 3%
- 5. SOUTH AFRICA 2%
- REST OF WORLD 19%

**SECTOR CHARACTERISTICS (2019)**

- **LEISURE SPENDING**
  - 94%
- **BUSINESS SPENDING**
  - 6%
- **DOMESTIC SPENDING**
  - 19%
- **INTERNATIONAL SPENDING**
  - 81%

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

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