

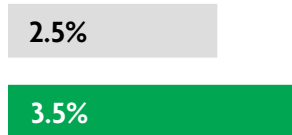
MADAGASCAR

2020 ANNUAL RESEARCH: KEY HIGHLIGHTS¹

GLOBAL DATA 2019



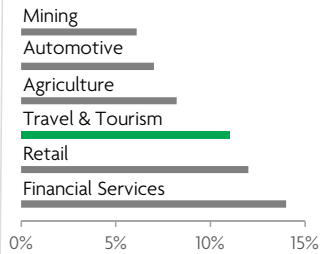
While the global economy grew by 2.5%,
Travel & Tourism grew significantly more at 3.5%



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



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)

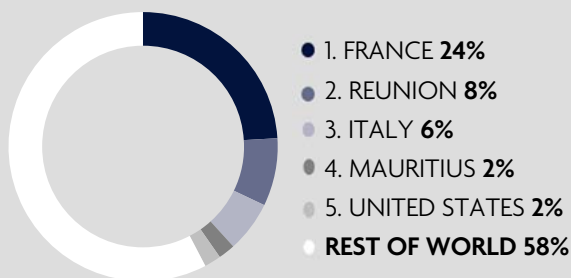


INTERNATIONAL VISITOR IMPACT

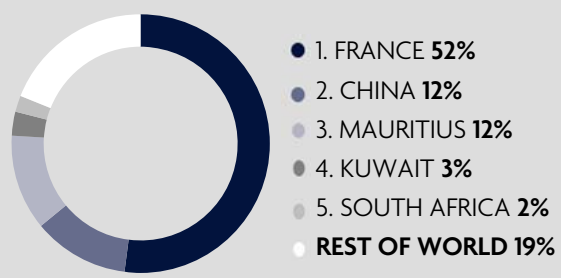
MGA3,425.3_{BN}

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

INBOUND ARRIVALS

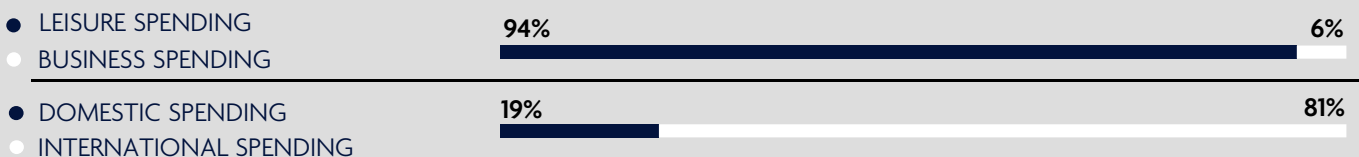


OUTBOUND DEPARTURES



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

SECTOR CHARACTERISTICS (2019)



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