11.8% OF TOTAL ECONOMY

1 in 4 net new jobs were created by Travel & Tourism over the last five years

+7.9%

Global GDP impact by sector (2018 data). Share of total economy GDP

10.3%

Total GDP contribution

2.5%

1. FRANCE 24%

2. REUNION 8%

3. ITALY 6%

4. MAURITIUS 2%

5. UNITED STATES 2%

REST OF WORLD 58%

INBOUND ARRIVALS

MGA3,425.3BN

in visitor spend (34.3% of total exports)

(USD942.9MN)

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)

CONTRIBUTION OF TRAVEL & TOURISM TO EMPLOYMENT

752.9 JOBS (000's)

(12.2% of total employment)

INTERNATIONAL VISITOR IMPACT

MGA3,425.3BN

in visitor spend (34.3% of total exports)

(USD942.9MN)

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%

Global Data 2019

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

330MN

Jobs globally (1 in 10 jobs)

GLOBAL DATA 2019

MADAGASCAR

2020 ANNUAL RESEARCH: KEY HIGHLIGHTS

As reported in March 2020

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

All values are in constant 2019 prices & exchange rates

REST OF WORLD 58%