MADAGASCAR
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

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

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)

INTERNATIONAL VISITOR IMPACT

MGA3,425.3BN 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%

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

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