**MADAGASCAR**

2020 ANNUAL RESEARCH: KEY HIGHLIGHTS

**GLOBAL DATA 2019**

- **10.3%** Total GDP contribution
- **330 MN** Jobs globally (1 in 10 jobs)

**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

**CONTRIBUTION OF TRAVEL & TOURISM TO GDP**

- **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**

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