10.3% Total GDP contribution

330 MN Jobs globally (1 in 10 jobs)

11.8% of total economy vs +7.9% real economy GDP growth

752.9 JOBS (000’s)

MGA3,425.3BN in visitor spend (34.3% of total exports)

3.5% of total exports

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

CONTRIBUTION OF TRAVEL & TOURISM TO EMPLOYMENT

INTERNATIONAL VISITOR IMPACT

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%

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

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