**MARTINIQUE**

2020 ANNUAL RESEARCH: KEY HIGHLIGHTS

**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:
  - Mining: 0%
  - Automotive: 5%
  - Agriculture: 10%
  - Travel & Tourism: 15%
  - Retail: 10%
  - Financial Services: 5%

**10.3%**

Total GDP contribution

**330MN**

Jobs globally (1 in 10 jobs)

**MARTINIQUE 2019 KEY DATA**

- **CONTRIBUTION OF TRAVEL & TOURISM TO GDP**
  - 7.8% OF TOTAL ECONOMY
  - Total T&T GDP = EUR721.8MN (USD804.9MN)

- **CONTRIBUTION OF TRAVEL & TOURISM TO EMPLOYMENT**
  - 11.3 JOBS (000's)
  - (8.9% of total employment)

- **INTERNATIONAL VISITOR IMPACT**
  - EUR357.5MN
  - in visitor spend (27.4% of total exports)
  - (USD398.7MN)

**INBOUND ARRIVALS**

- 1. FRANCE 69%
- 2. GUADELOUPE 10%
- 3. UNITED STATES 3%
- 4. CANADA 2%
- 5. GERMANY 2%
- REST OF WORLD 14%

**OUTBOUND DEPARTURES**

- 1. ST LUCIA 56%
- 2. UNITED STATES 12%
- 3. DOMINICA 10%
- 4. CANADA 7%
- 5. DOMINICAN REPUBLIC 4%
- REST OF WORLD 11%

**SECTOR CHARACTERISTICS (2019)**

- LEISURE SPENDING: 87%
- BUSINESS SPENDING: 13%
- DOMESTIC SPENDING: 41%
- INTERNATIONAL SPENDING: 59%

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