**MARTINIQUE 2020 ANNUAL RESEARCH: KEY HIGHLIGHTS**

### GLOBAL DATA 2019

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

### MARTINIQUE 2019 KEY DATA

- **7.8%** OF TOTAL ECONOMY
  - Total T&T GDP = EUR721.8MN (USD804.9MN)
- **+5.0%**
  - 2019 Travel & Tourism GDP growth vs +1.3% real economy GDP growth

### INBOUND ARRIVALS

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

### OUTBOUND DEPARTURES

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

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

### CONTRIBUTION OF TRAVEL & TOURISM TO GDP

- **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

### CONTRIBUTION OF TRAVEL & TOURISM TO EMPLOYMENT

- **11.3 JOBS** (000's)
  - (8.9% of total employment)

### INTERNATIONAL VISITOR IMPACT

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

### SECTOR CHARACTERISTICS (2019)

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

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