MARTINIQUE
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

MARTINIQUE 2019 KEY DATA

CONTRIBUTION OF TRAVEL & TOURISM TO GDP

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

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% 13%
BUSINESS SPENDING

DOMESTIC SPENDING 41% 59%
INTERNATIONAL SPENDING

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