MARTINIQUE
2020 ANNUAL RESEARCH: KEY HIGHLIGHTS

GLOBAL DATA 2019

10.3% Total GDP contribution
330 MN 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

<table>
<thead>
<tr>
<th>Sector</th>
<th>Share of GDP</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mining</td>
<td>0.0%</td>
</tr>
<tr>
<td>Automotive</td>
<td>5.0%</td>
</tr>
<tr>
<td>Agriculture</td>
<td>2.5%</td>
</tr>
<tr>
<td>Travel &amp; Tourism</td>
<td>7.8%</td>
</tr>
<tr>
<td>Retail</td>
<td>1.3%</td>
</tr>
<tr>
<td>Financial Services</td>
<td>3.5%</td>
</tr>
</tbody>
</table>

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

EUR357.5 MN
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%

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

SECTOR CHARACTERISTICS (2019)

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

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