

BARBADOS

2020 ANNUAL RESEARCH: KEY HIGHLIGHTS¹

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



BARBADOS 2019 KEY DATA



CONTRIBUTION OF TRAVEL & TOURISM TO GDP

30.9% OF TOTAL ECONOMY

Total T&T GDP = BBD2,955.7MN (USD1,477.9MN)

+9.7%

2019 Travel & Tourism GDP growth vs **+0.0%** real economy GDP growth



CONTRIBUTION OF TRAVEL & TOURISM TO EMPLOYMENT

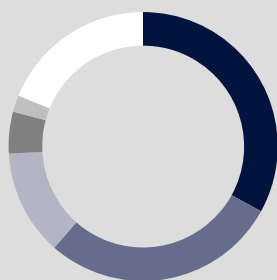
44.9 JOBS (000's)
(33.4% of total employment)



INTERNATIONAL VISITOR IMPACT

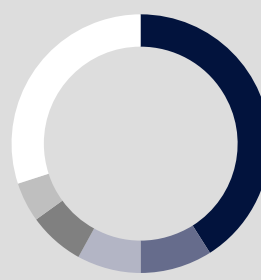
BBD2,506.9 MN
in visitor spend (**72.1%** of total exports)
(USD1,253.5MN)

INBOUND ARRIVALS



- 1. UNITED KINGDOM **33%**
- 2. UNITED STATES **28%**
- 3. CANADA **13%**
- 4. TRINIDAD AND TOBAGO **5%**
- 5. GUYANA **2%**
- REST OF WORLD **19%**

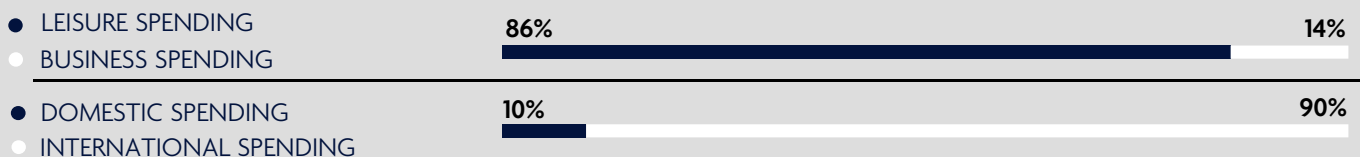
OUTBOUND DEPARTURES



- 1. UNITED STATES **41%**
- 2. CANADA **9%**
- 3. TRINIDAD AND TOBAGO **8%**
- 4. FRANCE **7%**
- 5. ST LUCIA **5%**
- REST OF WORLD **30%**

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

SECTOR CHARACTERISTICS (2019)



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