BARBADOS
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

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

BBD2,506.9MN
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)

LEISURE SPENDING

86%

BUSINESS SPENDING

14%

DOMESTIC SPENDING

10%

INTERNATIONAL SPENDING

90%

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

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