MADAGASCAR
2020 ANNUAL RESEARCH: KEY HIGHLIGHTS

GLOBAL DATA 2019

While the global economy grew by 2.5%, Travel & Tourism grew significantly more at 3.5%

10.3%
Total GDP contribution

2.5%
3.5%

1 in 4 net new jobs were created by Travel & Tourism over the last five years

+7.9%
2019 Travel & Tourism GDP growth vs +5.3% real economy GDP growth

330 MN
Jobs globally (1 in 10 jobs)

MADAGASCAR 2019 KEY DATA

11.8% OF TOTAL ECONOMY
Total T&T GDP = MGA6,086.7BN (USD1,675.5MN)

+7.9%
2019 Travel & Tourism GDP growth vs +5.3% real economy GDP growth

752.9 JOBS (000's)
(12.2% of total employment)

MGA3,425.3 BN
in visitor spend (34.3% of total exports) (USD942.9MN)

INBOUND ARRIVALS

1. FRANCE 24%
2. REUNION 8%
3. ITALY 6%
4. MAURITIUS 2%
5. UNITED STATES 2%
REST OF WORLD 58%

OUTBOUND DEPARTURES

1. FRANCE 52%
2. CHINA 12%
3. MAURITIUS 12%
4. KUWAIT 3%
5. SOUTH AFRICA 2%
REST OF WORLD 19%

SECTOR CHARACTERISTICS (2019)

LEISURE SPENDING 94%
BUSINESS SPENDING 6%
DOMESTIC SPENDING 19%
INTERNATIONAL SPENDING 81%

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