MADAGASCAR
2020 ANNUAL RESEARCH: KEY HIGHLIGHTS

GLOBAL DATA 2019

10.3% Total GDP contribution

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

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

MADAGASCAR 2019 KEY DATA

CONTRIBUTION OF TRAVEL & TOURISM TO GDP

CONTRIBUTION OF TRAVEL & TOURISM TO EMPLOYMENT

INTERNATIONAL VISITOR IMPACT

11 in 20 jobs were created by Travel & Tourism over the last five years

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

Global GDP impact by sector (2018 data). Share of total economy GDP

Mining
Automotive
Agriculture
Travel & Tourism
Retail
Financial Services

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

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%

Note: Data are average shares over the 2016-2018 period

SECTOR CHARACTERISTICS (2019)

94%

BUSINESS SPENDING

DOMestic SPENDING

INTERNATIONAL SPENDING

6%

19%

81%

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