MARTINIQUE
2020 ANNUAL RESEARCH: KEY HIGHLIGHTS

GLOBAL DATA 2019

- Total GDP contribution: 10.3%
- Jobs globally (1 in 10 jobs): 330MN

MARTINIQUE 2019 KEY DATA

- Contribution of Travel & Tourism to GDP: 7.8% of total economy (EUR721.8MN USD804.9MN)
- Contribution of Travel & Tourism to Employment: 11.3 jobs (000’s) (8.9% of total employment)
- International Visitor Impact: EUR357.5MN (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%

SECTOR CHARACTERISTICS (2019)

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

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

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

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

Mining
Automotive
Agriculture
Travel & Tourism
Retail
Financial Services

0% 5% 10% 15%

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