

# MARTINIQUE

## 2020 ANNUAL RESEARCH: KEY HIGHLIGHTS<sup>1</sup>

### 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



### MARTINIQUE 2019 KEY DATA



CONTRIBUTION OF TRAVEL & TOURISM TO GDP

**7.8% OF TOTAL ECONOMY**

Total T&T GDP = EUR721.8MN (USD804.9MN)

**+5.0%**

2019 Travel & Tourism GDP growth vs **+1.3%** real economy GDP growth



CONTRIBUTION OF TRAVEL & TOURISM TO EMPLOYMENT

**11.3 JOBS (000's)**

(8.9% of total employment)

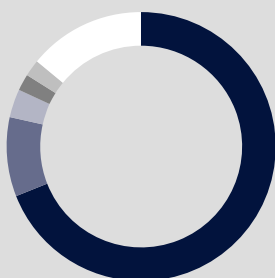


INTERNATIONAL VISITOR IMPACT

**EUR357.5<sub>MN</sub>**

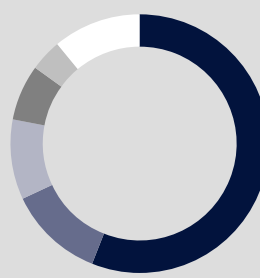
in visitor spend (**27.4%** of total exports) (USD398.7MN)

### INBOUND ARRIVALS



- 1. FRANCE **69%**
- 2. GUADELOUPE **10%**
- 3. UNITED STATES **3%**
- 4. CANADA **2%**
- 5. GERMANY **2%**
- REST OF WORLD **14%**

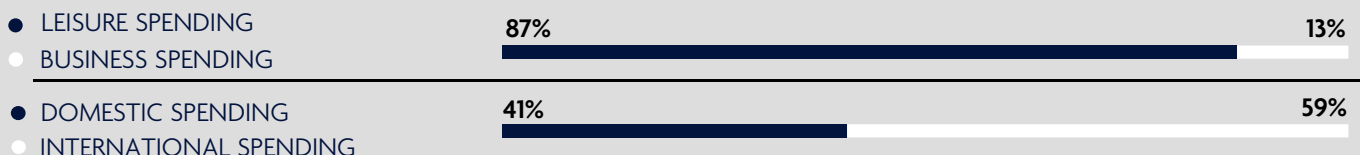
### OUTBOUND DEPARTURES



- 1. ST LUCIA **56%**
- 2. UNITED STATES **12%**
- 3. DOMINICA **10%**
- 4. CANADA **7%**
- 5. DOMINICAN REPUBLIC **4%**
- REST OF WORLD **11%**

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

### SECTOR CHARACTERISTICS (2019)



<sup>1</sup>All values are in constant 2019 prices & exchange rates  
As reported in March 2020