WORLD TRAVEL & TOURISM COUNCIL

Travel & Tourism

ECONOMIC IMPACT 2016
MARTINIQUE

The survival of many fish species depends on migrations up and down rivers. A fish ladder provides a detour route for migrating fish past a particular obstruction on the river. Designs vary but in general all fish ladders contain a series of ascending pools that are reached by swimming against a stream of water. Fish leap through the cascade of rushing water, rest in a pool, and then repeat the process until they are out of the ladder.

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FOREWORD

The World Travel & Tourism Council (WTTC) is the global authority on the economic and social contribution of Travel & Tourism. WTTC promotes sustainable growth for the sector, working with governments and international institutions to create jobs, to drive exports and to generate prosperity.

For over 25 years, WTTC has been quantifying the economic impact of Travel & Tourism. This year, the 2016 Annual Economic Reports cover 184 countries and 24 regions of the world. Our 10 year forecasts provide a unique perspective on the sector's potential for long-term growth, and the continued vital contribution to the economic strength and social development of the world.

For the fifth successive year, the growth of the Travel & Tourism sector in 2015 (2.8%) outpaced that of the global economy (2.3%) and a number of other major sectors such as manufacturing and retail. In total, Travel & Tourism generated US $7.2 trillion (9.8% of global GDP) and supported 284 million jobs, equivalent to 1 in 11 jobs in the global economy.

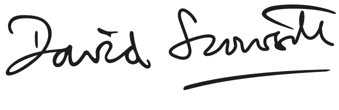
The outlook for Travel & Tourism in 2016 remains robust, despite economic fragilities and other sources of volatility in the wider market. The sector's GDP growth contribution is expected to accelerate and again outpace growth of the wider economy. Stronger growth in 2016 is likely to be underpinned by an improving global economy. The lowest oil prices in more than a decade will continue to boost demand through lower transport costs, whilst household finances and disposable income will benefit from reduced energy costs.

Through the last year, safety and security concerns have moved into the spotlight, and we have to assume that these issues will continue to cause difficulties in the years ahead. We note that the sector remains resilient and that governments are working hard to ensure the safety of tourists and to minimise the impact of security threats. Incidents such as the ones we observed with shock and sadness in recent months will not stop people travelling, as the world continues to go about its business.

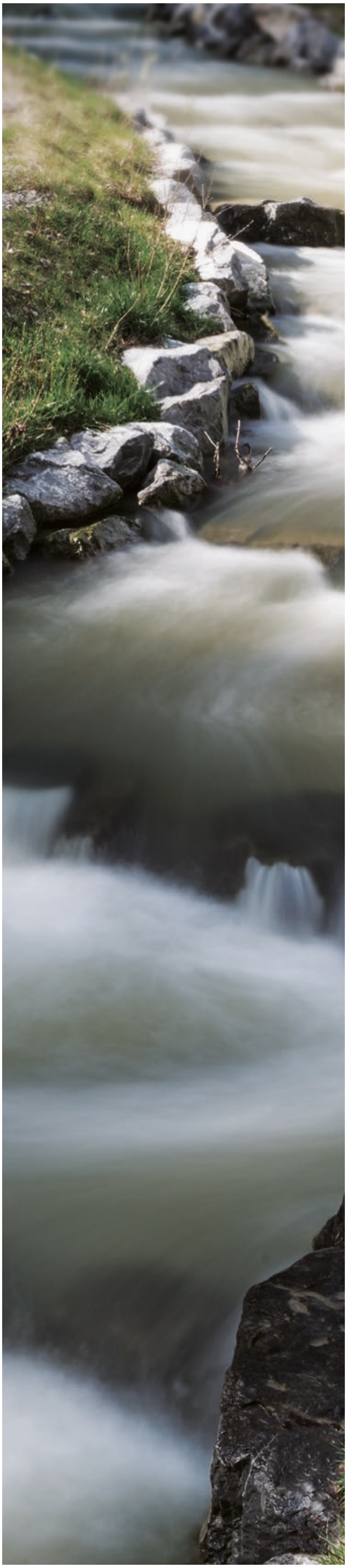
There are other factors which are influencing the flow of travellers around the world. Notably, the strength of the US dollar relative to other currencies is shifting the price competitiveness of destinations and will affect who travels where this year. Undoubtedly new developments will emerge alongside these existing factors. Travel & Tourism is a key force for good, and it has proven in the past that it is strong and adaptable enough to face any challenges. It will continue to grow, to create jobs, and to bring economic and social benefits.

The Travel & Tourism sector is expected to grow faster than the wider economy and many other industries over the next decade. It is anticipated to support over 370 million jobs by 2026. Such strong growth will require tourism destinations across the world to provide environments that are conducive to business development. It will require effective coordination between public institutions and the private sector around the world.

WTTC is proud to contribute the evidence base required for public and private bodies to make the right decisions for the future growth of a sustainable Travel & Tourism sector.



David Scowsill
President & CEO



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2016 ANNUAL RESEARCH: KEY FACTS[1]

2016 forecast

GDP: DIRECT CONTRIBUTION

The direct contribution of Travel & Tourism to GDP was EUR265.4mn (2.8% of total GDP) in 2015, and is forecast to rise by 2.0% in 2016, and to rise by 3.7% pa, from 2016-2026, to EUR390.5mn (3.3% of total GDP) in 2026.

GDP: TOTAL CONTRIBUTION

The total contribution of Travel & Tourism to GDP was EUR1,086.4mn (11.4% of GDP) in 2015, and is forecast to rise by 2.0% in 2016, and to rise by 3.4% pa to EUR1,541.0mn (13.1% of GDP) in 2026.

EMPLOYMENT: DIRECT CONTRIBUTION

In 2015 Travel & Tourism directly supported 4,000 jobs (3.2% of total employment). This is expected to remain unchanged in 2016 and rise by 1.7% pa to 5,000 jobs (3.9% of total employment) in 2026.

EMPLOYMENT: TOTAL CONTRIBUTION

In 2015, the total contribution of Travel & Tourism to employment, including jobs indirectly supported by the industry, was 11.7% of total employment (15,500 jobs). This is expected to fall by 0.1% in 2016 to 15,500 jobs and rise by 1.2% pa to 17,000 jobs in 2026 (13.7% of total).

VISITOR EXPORTS

Visitor exports generated EUR390.7mn (44.1% of total exports) in 2015. This is forecast to grow by 2.6% in 2016, and grow by 3.8% pa, from 2016-2026, to EUR582.9mn in 2026 (33.6% of total).

INVESTMENT

Travel & Tourism investment in 2015 was EUR79.0mn, or 4.2% of total investment. It should rise by 3.3% in 2016, and rise by 3.2% pa over the next ten years to EUR112.4mn in 2026 (5.5% of total).

[1]All values are in constant 2015 prices & exchange rates

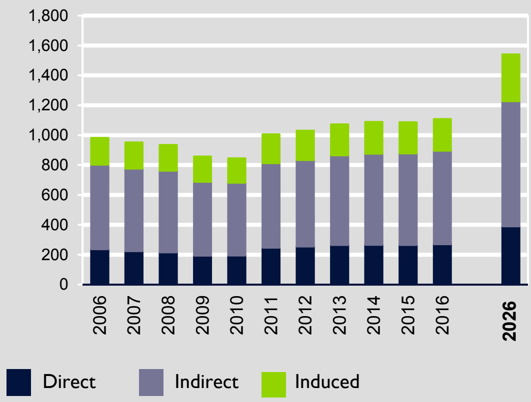
WORLD RANKING (OUT OF 184 COUNTRIES):

Relative importance of Travel & Tourism's total contribution to GDP

134	68	131	135
ABSOLUTE	RELATIVE SIZE	GROWTH	LONG-TERM GROWTH
Size in 2015	Contribution to GDP in 2015	2016 forecast	Forecast 2016-2026

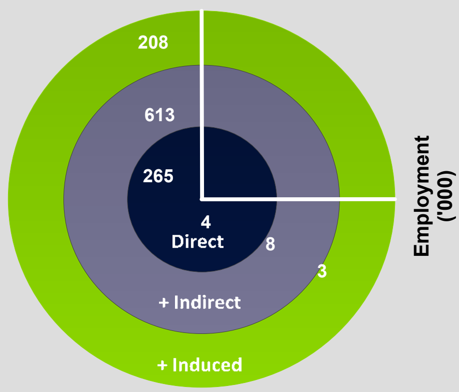
Total Contribution of Travel & Tourism to GDP

2015 EURmn



Breakdown of Travel & Tourism's Total Contribution to GDP and Employment 2015

GDP (2015 EURmn)



= Total contribution of Travel & Tourism

Defining the economic contribution of Travel & Tourism

Travel & Tourism is an important economic activity in most countries around the world. As well as its direct economic impact, the sector has significant indirect and induced impacts. The UN Statistics Division-approved Tourism Satellite Accounting methodology (TSA:RMF 2008) quantifies only the direct contribution of Travel & Tourism. WTTC recognises that Travel & Tourism's total contribution is much greater however, and aims to capture its indirect and induced impacts through its annual research.

DIRECT CONTRIBUTION

The direct contribution of Travel & Tourism to GDP reflects the 'internal' spending on Travel & Tourism (total spending within a particular country on Travel & Tourism by residents and non-residents for business and leisure purposes) as well as government 'individual' spending - spending by government on Travel & Tourism services directly linked to visitors, such as cultural (eg museums) or recreational (eg national parks).

The direct contribution of Travel & Tourism to GDP is calculated to be consistent with the output, as expressed in National Accounting, of tourism-characteristic sectors such as hotels, airlines, airports, travel agents and leisure and recreation services that deal directly with tourists.The direct contribution of Travel & Tourism to GDP is calculated from total internal spending by 'netting out' the purchases made by the different tourism industries. This measure is consistent with the definition of Tourism GDP, specified in the 2008 Tourism Satellite Account: Recommended Methodological Framework (TSA: RMF 2008).

TOTAL CONTRIBUTION

The total contribution of Travel & Tourism includes its 'wider impacts' (ie the indirect and induced impacts) on the economy. The 'indirect' contribution includes the GDP and jobs supported by:

- Travel & Tourism investment spending – an important aspect of both current and future activity that includes investment activity such as the purchase of new aircraft and construction of new hotels;
- Government 'collective' spending, which helps Travel & Tourism activity in many different ways as it is made on behalf of the 'community at large' – eg tourism marketing and promotion, aviation, administration, security services, resort area security services, resort area sanitation services, etc;
- Domestic purchases of goods and services by the sectors dealing directly with tourists - including, for example, purchases of food and cleaning services by hotels, of fuel and catering services by airlines, and IT services by travel agents.

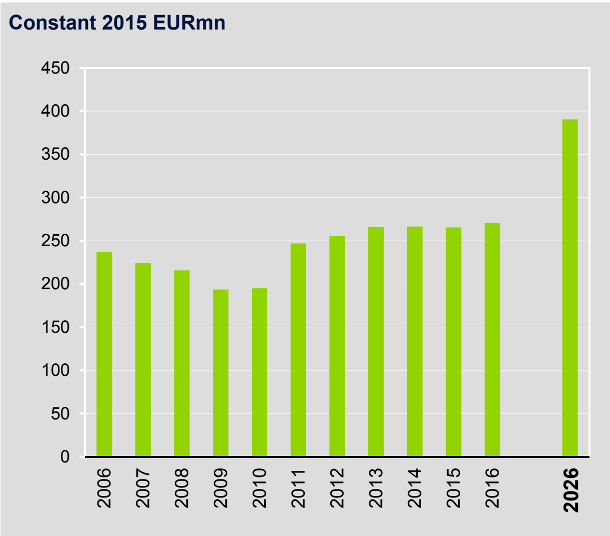
The 'induced' contribution measures the GDP and jobs supported by the spending of those who are directly or indirectly employed by the Travel & Tourism sector.

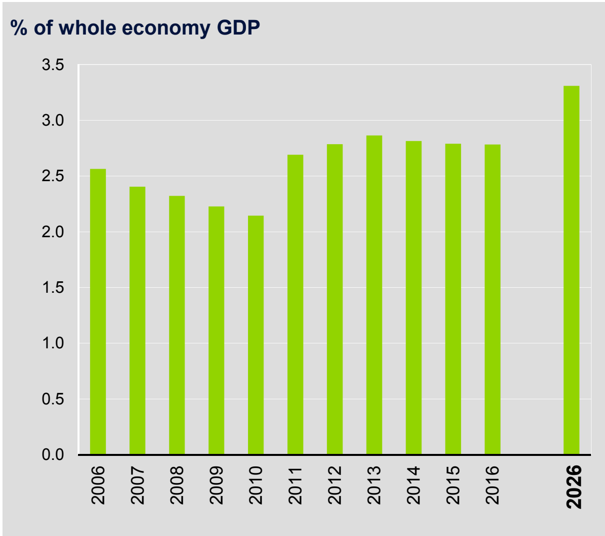
Travel & Tourism's contribution to GDP[1]

The direct contribution of Travel & Tourism to GDP in 2015 was EUR265.4mn (2.8% of GDP). This is forecast to rise by 2.0% to EUR270.9mn in 2016.This primarily reflects the economic activity generated by industries such as hotels, travel agents, airlines and other passenger transportation services (excluding commuter services). But it also includes, for example, the activities of the restaurant and leisure industries directly supported

The direct contribution of Travel & Tourism to GDP is expected to grow by 3.7% pa to EUR390.5mn (3.3% of GDP) by 2026.

MARTINIQUE: DIRECT CONTRIBUTION OF TRAVEL & TOURISM TO GDP

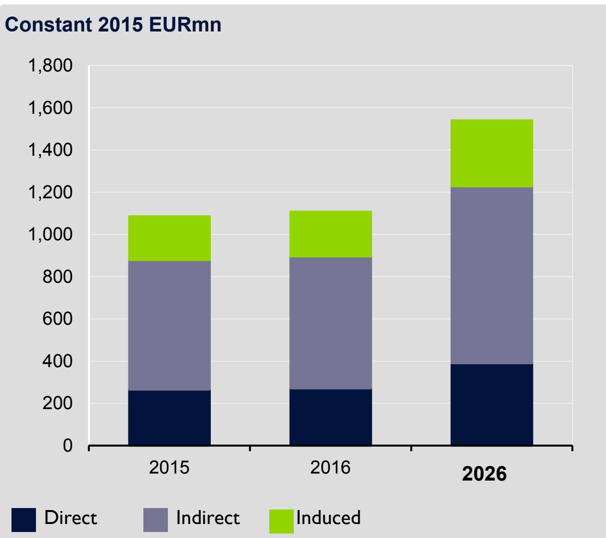


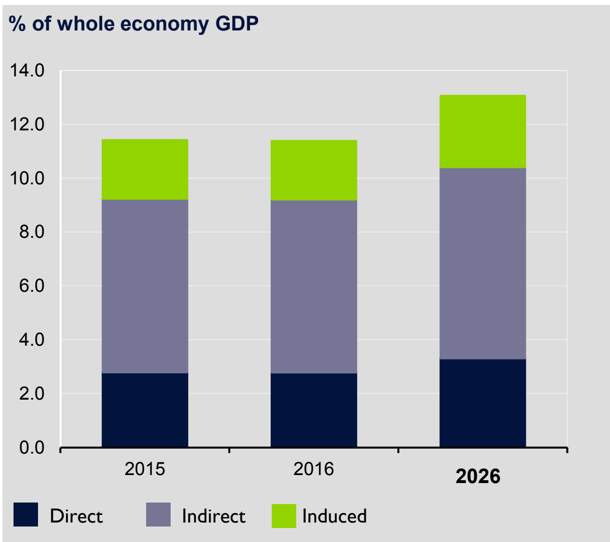


The total contribution of Travel & Tourism to GDP (including wider effects from investment, the supply chain and induced income impacts, see page 2) was EUR1,086.4mn in 2015 (11.4% of GDP) and is expected to grow by 2.0% to EUR1,108.2mn (11.4% of GDP) in 2016.

It is forecast to rise by 3.4% pa to EUR1,541.0mn by 2026 (13.1% of GDP).

MARTINIQUE: TOTAL CONTRIBUTION OF TRAVEL & TOURISM TO GDP





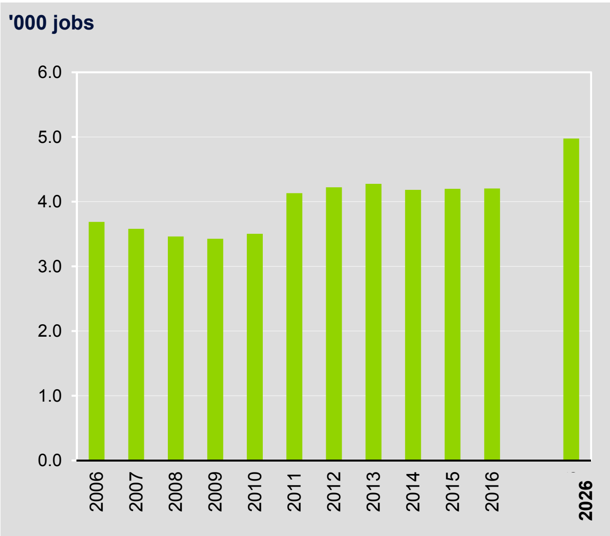
[1] All values are in constant 2015 prices & exchange rates

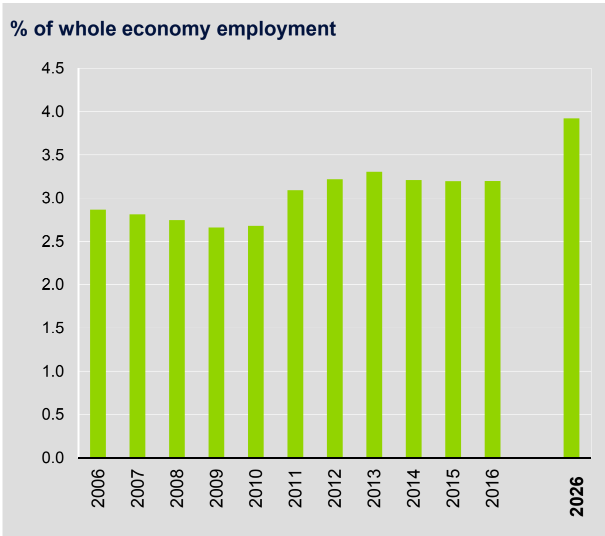
Travel & Tourism's contribution to employment

Travel & Tourism generated 4,000 jobs directly in 2015 (3.2% of total employment) and this is forecast to remain the same in 2016 at 4,000 (3.2% of total employment).
This includes employment by hotels, travel agents, airlines and other passenger transportation services (excluding commuter services). It also includes, for example, the activities of the restaurant and leisure industries directly supported by tourists.

By 2026, Travel & Tourism will account for 5,000 jobs directly, an increase of 1.7% pa over the next ten years.

MARTINIQUE: DIRECT CONTRIBUTION OF TRAVEL & TOURISM TO EMPLOYMENT

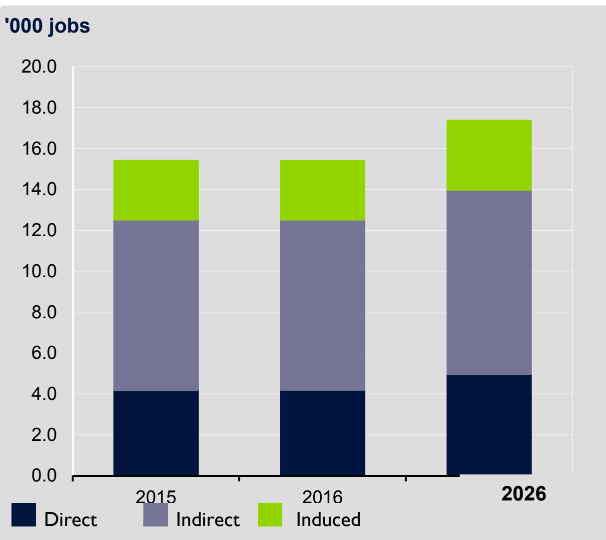


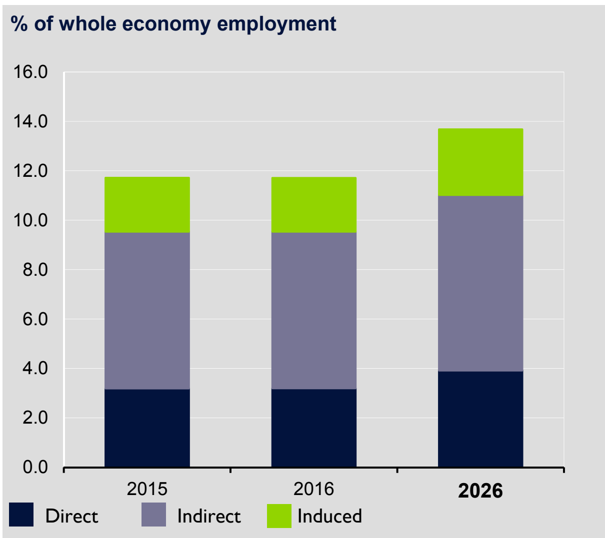


The total contribution of Travel & Tourism to employment (including wider effects from investment, the supply chain and induced income impacts, see page 2) was 15,500 jobs in 2015 (11.7% of total employment). This is forecast to fall by 0.1% in 2016 to 15,500 jobs (11.7% of total employment).

By 2026, Travel & Tourism is forecast to support 17,000 jobs (13.7% of total employment), an increase of 1.2% pa over the period.

MARTINIQUE: TOTAL CONTRIBUTION OF TRAVEL & TOURISM TO EMPLOYMENT





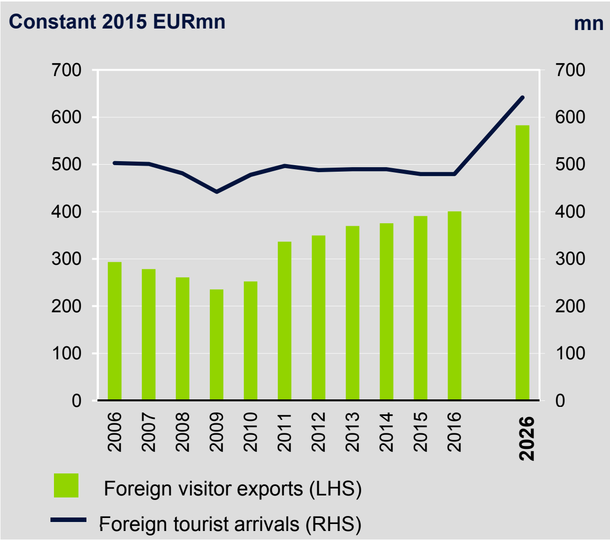
Visitor Exports and Investment[1]

VISITOR EXPORTS

Money spent by foreign visitors to a country (or visitor exports) is a key component of the direct contribution of Travel & Tourism. In 2015, Martinique generated EUR390.7mn in visitor exports.
In 2016, this is expected to grow by 2.6%, and the country is expected to attract 480,000 international tourist arrivals.

By 2026, international tourist arrivals are forecast to total 642,000, generating expenditure of EUR582.9mn, an increase of 3.8% pa.

MARTINIQUE: VISITOR EXPORTS AND INTERNATIONAL TOURIST ARRIVALS

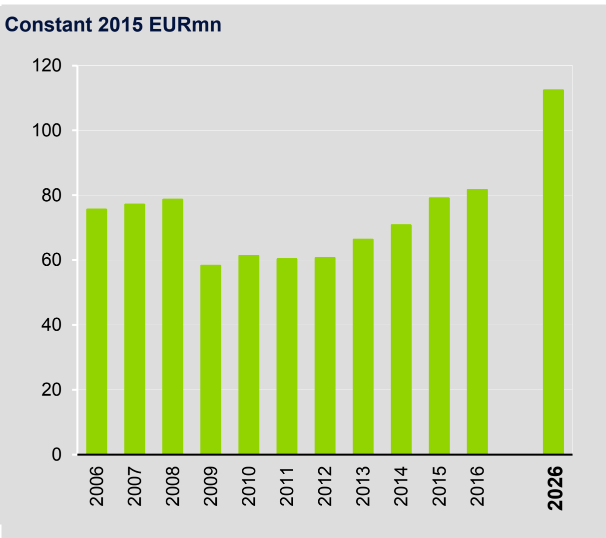


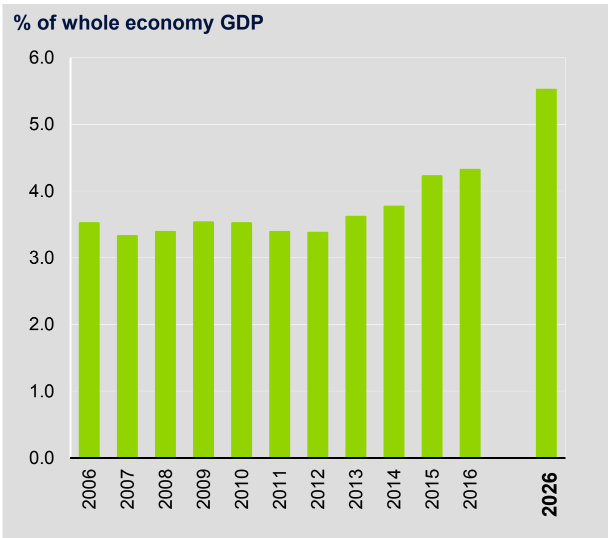
INVESTMENT

Travel & Tourism is expected to have attracted capital investment of EUR79.0mn in 2015. This is expected to rise by 3.3% in 2016, and rise by 3.2% pa over the next ten years to EUR112.4mn in 2026.

Travel & Tourism's share of total national investment will rise from 4.3% in 2016 to 5.5% in 2026.

MARTINIQUE: CAPITAL INVESTMENT IN TRAVEL & TOURISM





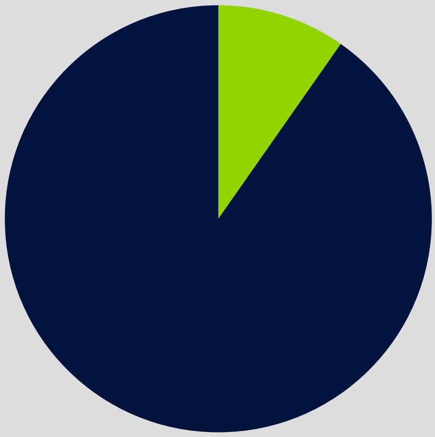
[1] All values are in constant 2015 prices & exchange rates

Different components of Travel & Tourism[1]

Martinique
Travel & Tourism's Contribution to GDP:
Business vs Leisure, 2015

Leisure spending
90.3%

Business spending
9.7%



Leisure travel spending (inbound and domestic) generated 90.3% of direct Travel & Tourism GDP in 2015 (EUR589.0mn) compared with 9.7% for business travel spending (EUR63.4mn).

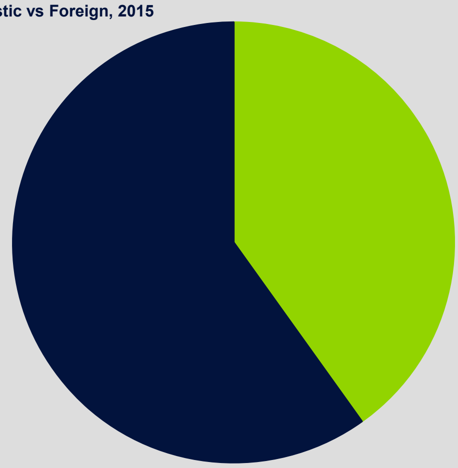
Leisure travel spending is expected to grow by 1.8% in 2016 to EUR599.9mn, and rise by 3.5% pa to EUR845.4mn in 2026.

Business travel spending is expected to grow by 3.9% in 2016 to EUR65.9mn, and rise by 2.6% pa to EUR84.9mn in 2026.

Martinique
Travel & Tourism's Contribution to GDP:
Domestic vs Foreign, 2015

Foreign visitor spending
59.9%

Domestic spending
40.1%



Domestic travel spending generated 40.1% of direct Travel & Tourism GDP in 2015 compared with 59.9% for visitor exports (ie foreign visitor spending or international tourism receipts).

Domestic travel spending is expected to grow by 1.2% in 2016 to EUR265.0mn, and rise by 2.7% pa to EUR347.3mn in 2026.

Visitor exports are expected to grow by 2.6% in 2016 to EUR400.7mn, and rise by 3.8% pa to EUR582.9mn in 2026.

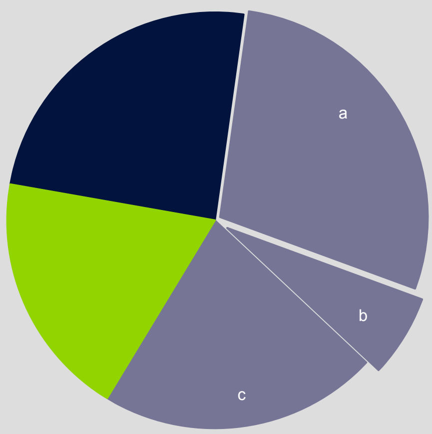
Martinique
Breakdown of Travel & Tourism's Total Contribution to GDP, 2015

Direct
24.4%

Induced
19.1%

Indirect
56.5%

Indirect is the sum of:
(a) Supply chain
28.4%
(b) Investment
6.4%
(c) Government collective
21.7%



The Travel & Tourism industry contributes to GDP and employment in many ways as detailed on page 2.

The total contribution of Travel & Tourism to GDP is four times greater than its direct contribution.

[1] All values are in constant 2015 prices & exchange rates

Country rankings:
Absolute contribution, 2015

Rank	Travel & Tourism's Direct Contribution to GDP	2015 (US$bn)
	World Average	18.5
	Americas Average	16.6
82	Bahamas	1.8
111	Trinidad and Tobago	0.8
115	Aruba	0.8
142	**Martinique**	0.3
148	Bermuda	0.2
152	St Lucia	0.2
154	Antigua and Barbuda	0.2
173	Grenada	0.1
176	Anguilla	0.1
177	St Kitts and Nevis	0.1

Rank	Travel & Tourism's Total Contribution to GDP	2015 (US$bn)
	World Average	55.7
	Americas Average	48.1
90	Bahamas	4.1
109	Aruba	2.4
113	Trinidad and Tobago	2.2
134	**Martinique**	1.3
145	Bermuda	0.8
146	Antigua and Barbuda	0.7
152	St Lucia	0.6
168	St Kitts and Nevis	0.2
169	Grenada	0.2
173	Anguilla	0.2

Rank	Travel & Tourism's Direct Contribution to Employment	2015 '000 jobs
	World Average	845.8
	Americas Average	373.4
110	Bahamas	55.7
134	Trinidad and Tobago	29.4
149	Aruba	17.2
150	St Lucia	16.7
166	Antigua and Barbuda	5.6
171	**Martinique**	4.2
176	Grenada	3.3
179	Bermuda	2.5
183	St Kitts and Nevis	1.7
184	Anguilla	1.5

Rank	Travel & Tourism's Total Contribution to Employment	2015 '000 jobs
	World Average	2123.0
	Americas Average	944.6
123	Bahamas	106.8
140	Trinidad and Tobago	72.3
148	Aruba	48.1
154	St Lucia	36.0
163	Antigua and Barbuda	18.5
167	**Martinique**	15.4
174	Grenada	11.3
179	St Kitts and Nevis	6.7
180	Bermuda	5.9
184	Anguilla	4.3

Rank	Travel & Tourism Capital Investment	2015 (US$bn)
	Americas Average	4.9
	World Average	4.3
87	Bahamas	0.5
93	Trinidad and Tobago	0.4
121	Aruba	0.2
136	Antigua and Barbuda	0.1
148	**Martinique**	0.1
154	St Lucia	0.1
159	St Kitts and Nevis	0.0
167	Bermuda	0.0
170	Grenada	0.0
181	Anguilla	0.0

Rank	Visitor Exports	2015 (US$bn)
	World Average	7.1
	Americas Average	6.6
68	Bahamas	2.5
85	Aruba	1.7
114	Trinidad and Tobago	0.8
134	**Martinique**	0.5
137	Bermuda	0.4
140	St Lucia	0.4
142	Antigua and Barbuda	0.4
159	Anguilla	0.1
160	Grenada	0.1
162	St Kitts and Nevis	0.1

The tables on pages 7-10 provide provide brief extracts from the full WTTC Country League Table Rankings, highlighting comparisons with competing destinations as well as with the world and regional average. Averages in above tables are simple cross-country averages.
The competing destinations selected are those that offer a similar tourism product and compete for tourists from the same set of origin markets. These tend to be, but are not exclusively, geographical neighbours.

Country rankings: Relative contribution, 2015

Travel & Tourism's Direct Contribution to GDP		2015 % share
4	Aruba	29.7
7	Bahamas	20.9
8	Anguilla	19.1
11	Antigua and Barbuda	15.1
14	St Lucia	14.5
36	Grenada	7.5
38	St Kitts and Nevis	7.0
76	Bermuda	4.1
104	Trinidad and Tobago	3.2
	World	3.0
	Americas	3.0
120	**Martinique**	2.8

Travel & Tourism's Total Contribution to GDP		2015 % share
2	Aruba	90.7
7	Antigua and Barbuda	57.1
8	Anguilla	56.3
10	Bahamas	46.9
12	St Lucia	41.5
22	St Kitts and Nevis	28.1
26	Grenada	25.5
53	Bermuda	14.2
68	**Martinique**	11.4
	World	9.8
	Americas	8.6
108	Trinidad and Tobago	8.5

Travel & Tourism's Direct Contribution to Employment		2015 % share
2	Aruba	33.2
5	Bahamas	28.9
7	St Lucia	21.5
8	Anguilla	20.4
11	Antigua and Barbuda	15.6
33	Bermuda	7.5
38	Grenada	6.9
39	St Kitts and Nevis	6.9
66	Trinidad and Tobago	4.6
	Americas	3.8
	World	3.6
101	**Martinique**	3.2

Travel & Tourism's Total Contribution to Employment		2015 % share
2	Aruba	92.8
6	Anguilla	58.5
7	Bahamas	55.4
8	Antigua and Barbuda	51.6
9	St Lucia	46.3
23	St Kitts and Nevis	26.7
26	Grenada	23.3
43	Bermuda	17.4
62	**Martinique**	11.7
67	Trinidad and Tobago	11.3
	Americas	9.7
	World	9.5

Travel & Tourism Investment Contribution to Total Capital Investment		2015 % share
2	Antigua and Barbuda	41.0
4	Aruba	31.7
12	St Lucia	24.3
17	Bahamas	18.8
20	St Kitts and Nevis	17.8
32	Grenada	13.9
33	Anguilla	12.8
41	Trinidad and Tobago	11.0
	Americas	4.4
	World	4.3
110	**Martinique**	4.2
156	Bermuda	2.7

Visitor Exports Contribution to Total Exports		2015 % share
3	Anguilla	81.1
5	Aruba	72.9
7	Antigua and Barbuda	65.8
9	Bahamas	63.5
13	St Lucia	58.6
25	Grenada	48.1
28	**Martinique**	44.1
39	St Kitts and Nevis	30.5
63	Bermuda	18.1
	Americas	7.5
	World	6.1
122	Trinidad and Tobago	5.8

Country rankings:
Real growth, 2016

Travel & Tourism's Direct Contribution to GDP		2016 % growth
50	Bermuda	4.2
77	St Lucia	3.6
79	Antigua and Barbuda	3.5
	World	3.3
106	Anguilla	2.6
110	Bahamas	2.6
	Americas	2.3
128	**Martinique**	2.0
147	St Kitts and Nevis	1.1
148	Trinidad and Tobago	1.1
159	Aruba	0.5
176	Grenada	-1.5

Travel & Tourism's Total Contribution to GDP		2016 % growth
61	Bermuda	3.9
	World	3.5
84	Antigua and Barbuda	3.5
89	St Lucia	3.1
104	Bahamas	2.6
107	Anguilla	2.6
	Americas	2.5
131	**Martinique**	2.0
134	St Kitts and Nevis	1.9
155	Trinidad and Tobago	1.0
156	Aruba	0.8
171	Grenada	-0.6

Travel & Tourism's Direct Contribution to Employment		2016 % growth
29	Bermuda	3.6
35	St Lucia	3.4
	World	1.9
93	Antigua and Barbuda	1.4
	Americas	1.4
104	Anguilla	1.0
122	Bahamas	0.6
131	**Martinique**	0.1
154	St Kitts and Nevis	-0.9
161	Trinidad and Tobago	-1.3
170	Aruba	-2.2
175	Grenada	-2.7

Travel & Tourism's Total Contribution to Employment		2016 % growth
28	Bermuda	3.4
41	St Lucia	2.8
	World	2.2
	Americas	1.5
110	Bahamas	0.8
114	Anguilla	0.7
132	Antigua and Barbuda	0.3
142	**Martinique**	-0.1
146	St Kitts and Nevis	-0.2
150	Aruba	-0.6
154	Trinidad and Tobago	-0.7
173	Grenada	-2.0

Travel & Tourism Investment		2016 % growth
59	St Kitts and Nevis	5.7
	Americas	5.1
	World	4.7
96	Grenada	4.5
105	Bahamas	4.2
115	Antigua and Barbuda	3.5
121	**Martinique**	3.3
124	Aruba	3.0
133	Anguilla	2.4
139	Trinidad and Tobago	2.2
151	St Lucia	1.2
166	Bermuda	0.2

Visitor Exports		2016 % growth
39	Bermuda	5.3
67	St Lucia	3.9
77	Antigua and Barbuda	3.5
90	Bahamas	3.0
	World	3.0
96	Anguilla	2.8
103	**Martinique**	2.6
	Americas	1.1
139	St Kitts and Nevis	0.8
147	Trinidad and Tobago	0.4
148	Aruba	0.4
174	Grenada	-2.5

Country rankings:
Long term growth, 2016 - 2026

Travel & Tourism's Direct Contribution to GDP		2016 - 2026 % growth pa
12	St Lucia	6.6
46	St Kitts and Nevis	5.5
51	Grenada	5.3
60	Antigua and Barbuda	5.1
91	Bermuda	4.4
	World	4.2
	Americas	3.8
121	**Martinique**	3.7
124	Anguilla	3.7
149	Bahamas	3.1
173	Trinidad and Tobago	2.2
182	Aruba	1.8

Travel & Tourism's Total Contribution to GDP		2016 - 2026 % growth pa
20	St Lucia	6.4
58	St Kitts and Nevis	5.2
66	Grenada	5.0
68	Antigua and Barbuda	4.9
93	Bermuda	4.3
	World	4.0
120	Anguilla	3.6
	Americas	3.5
135	**Martinique**	3.4
148	Bahamas	3.1
166	Trinidad and Tobago	2.4
181	Aruba	1.8

Travel & Tourism's Direct Contribution to Employment		2016 - 2026 % growth pa
27	St Lucia	3.7
29	St Kitts and Nevis	3.6
31	Grenada	3.6
37	Antigua and Barbuda	3.4
	Americas	2.2
	World	2.1
101	Bermuda	2.0
114	Anguilla	1.7
117	**Martinique**	1.7
140	Bahamas	1.4
179	Trinidad and Tobago	-0.1
183	Aruba	-0.6

Travel & Tourism's Total Contribution to Employment		2016 - 2026 % growth pa
27	St Lucia	3.6
43	St Kitts and Nevis	3.2
49	Grenada	3.1
60	Antigua and Barbuda	2.8
	World	2.5
	Americas	2.2
93	Bermuda	2.2
123	Anguilla	1.6
132	Bahamas	1.5
146	**Martinique**	1.2
167	Trinidad and Tobago	0.7
180	Aruba	0.1

Travel & Tourism Investment Contribution to Capital Investment		2016 - 2026 % growth pa
60	Antigua and Barbuda	4.9
66	St Lucia	4.8
67	Grenada	4.8
68	St Kitts and Nevis	4.8
	World	4.5
	Americas	4.0
127	Anguilla	3.4
131	**Martinique**	3.2
135	Bahamas	3.0
161	Aruba	2.4
167	Trinidad and Tobago	2.2
182	Bermuda	1.4

Visitor Exports Contribution to Exports		2016 - 2026 % growth pa
19	St Lucia	6.8
44	St Kitts and Nevis	5.8
48	Grenada	5.7
58	Antigua and Barbuda	5.2
76	Bermuda	4.8
	Americas	4.5
	World	4.3
115	**Martinique**	3.8
119	Anguilla	3.6
128	Bahamas	3.4
157	Trinidad and Tobago	2.7
171	Aruba	2.0

Summary tables: Estimates & Forecasts

Martinique	2015 US$mn[1]	2015 % of total	2016 Growth[2]	2026 US$mn[1]	2026 % of total	2026 Growth[3]
Direct contribution to GDP	310.2	2.8	2.0	456.4	3.3	3.7
Total contribution to GDP	1,269.6	11.4	2.0	1,800.9	13.1	3.4
Direct contribution to employment[4]	4.2	3.2	0.1	5.0	3.9	1.7
Total contribution to employment[4]	15.4	11.7	-0.1	17.4	13.7	1.2
Visitor exports	456.6	32.1	2.6	681.2	28.2	3.8
Domestic spending	305.9	2.8	1.2	405.9	2.9	2.7
Leisure spending	688.4	2.4	1.8	988.0	2.9	3.5
Business spending	74.1	0.3	3.9	99.2	0.3	2.6
Capital investment	92.4	4.2	3.3	131.3	5.5	3.2

[1]2015 constant prices & exchange rates; [2]2016 real growth adjusted for inflation (%); [3]2016-2026 annualised real growth adjusted for inflation (%); [4]'000 jobs

Americas	2015 US$bn[1]	2015 % of total	2016 Growth[2]	2026 US$bn[1]	2026 % of total	2026 Growth[3]
Direct contribution to GDP	748.6	3.0	2.3	1,107.2	3.4	3.8
Total contribution to GDP	2,166.6	8.6	2.5	3,140.3	9.7	3.5
Direct contribution to employment[4]	16,805	3.8	1.4	21,229	4.3	2.2
Total contribution to employment[4]	42,509	9.7	1.5	53,788	10.9	2.2
Visitor exports	297.0	7.5	1.1	468.3	7.3	4.5
Domestic spending	1,196.1	4.8	2.5	1,728.6	5.3	3.5
Leisure spending	1,117.1	2.2	2.0	1,686.4	2.6	4.0
Business spending	376.0	0.7	3.2	510.5	0.8	2.8
Capital investment	220.2	4.4	5.1	343.9	4.6	4.0

[1]2015 constant prices & exchange rates; [2]2016 real growth adjusted for inflation (%); [3]2016-2026 annualised real growth adjusted for inflation (%); [4]'000 jobs

Worldwide	2015 US$bn[1]	2015 % of total	2016 Growth[2]	2026 US$bn[1]	2026 % of total	2026 Growth[3]
Direct contribution to GDP	2,229.8	3.0	3.3	3,469.1	3.4	4.2
Total contribution to GDP	7,170.3	9.8	3.5	10,986.5	10.8	4.0
Direct contribution to employment[4]	107,833	3.6	1.9	135,884	4.0	2.1
Total contribution to employment[4]	283,578	9.5	2.2	370,204	11.0	2.5
Visitor exports	1,308.9	6.1	3.0	2,056.0	6.2	4.3
Domestic spending	3,419.9	4.7	3.3	5,245.5	5.2	4.0
Leisure spending	3,621.9	2.3	3.0	5,645.8	2.6	4.2
Business spending	1,106.9	0.7	3.9	1,658.8	0.8	3.7
Capital investment	774.6	4.3	4.7	1,254.2	4.7	4.5

[1]2015 constant prices & exchange rates; [2]2016 real growth adjusted for inflation (%); [3]2016-2026 annualised real growth adjusted for inflation (%); [4]'000 jobs

% of total refers to each indicator's share of the relevant whole economy indicator such as GDP and employment. Visitor exports is shown relative to total exports of goods and Domestic spending is expressed relative to whole economy GDP. For leisure and business spending, their direct contribution to Travel & Tourism GDP is calculated as a share of whole economy GDP (the sum of these shares equals the direct contribution). Investment is relative to whole economy investment.

The economic contribution of Travel & Tourism: Real 2015 prices

Martinique (EURmn, real 2015 prices)	2010	2011	2012	2013	2014	2015	2016E	2026F
1. Visitor exports	252.4	336.5	349.8	369.6	375.4	390.7	400.7	582.9
2. Domestic expenditure (includes government individual spending)	259.2	276.1	286.8	287.0	274.2	261.8	265.0	347.3
3. Internal tourism consumption (= 1 + 2)	511.6	612.7	636.5	656.6	649.6	652.4	665.7	930.2
4. Purchases by tourism providers, including imported goods (supply chain)	-316.6	-365.6	-380.8	-390.7	-383.2	-387.0	-394.8	-539.7
5. Direct contribution of Travel & Tourism to GDP (= 3 + 4)	195.0	247.1	255.8	265.8	266.5	265.4	270.9	390.5
Other final impacts (indirect & induced) 6. Domestic supply chain	238.0	301.6	312.2	324.5	325.3	324.0	330.7	476.7
7. Capital investment	61.3	60.3	60.7	66.3	70.7	79.0	81.6	112.4
8. Government collective spending	238.6	241.2	240.8	243.3	247.9	247.7	251.2	280.8
9. Imported goods from indirect spending	-50.9	-36.9	-35.6	-34.6	-33.7	-37.4	-38.1	-32.2
10. Induced	162.8	192.5	196.4	207.7	212.2	207.5	211.9	312.8
11. Total contribution of Travel & Tourism to GDP (= 5 + 6 + 7 + 8 + 9 + 10)	844.8	1,005.8	1,030.3	1,073.0	1,088.9	1,086.4	1,108.2	1,541.0
Employment impacts ('000) 12. Direct contribution of Travel & Tourism to employment	3.5	4.1	4.2	4.3	4.2	4.2	4.2	5.0
13. Total contribution of Travel & Tourism to employment	13.4	15.2	15.4	15.6	15.4	15.4	15.4	17.4
Other indicators 14. Expenditure on outbound travel	446.3	449.7	447.8	450.1	470.7	467.5	467.7	660.5

The economic contribution of Travel & Tourism: Nominal prices

Martinique (EURmn, nominal prices)	2010	2011	2012	2013	2014	2015	2016E	2026F
1. Visitor exports	233.2	312.3	328.8	352.1	362.9	390.7	408.8	724.7
2. Domestic expenditure (includes government individual spending)	239.5	256.2	269.6	273.3	265.0	261.8	270.3	431.9
3. Internal tourism consumption (= 1 + 2)	472.6	568.5	598.3	625.4	627.9	652.4	679.0	1,156.6
4. Purchases by tourism providers, including imported goods (supply chain)	-292.5	-339.2	-357.9	-372.2	-370.3	-387.0	-402.7	-671.0
5. Direct contribution of Travel & Tourism to GDP (= 3 + 4)	180.2	229.3	240.4	253.2	257.5	265.4	276.3	485.5
Other final impacts (indirect & induced) 6. Domestic supply chain	219.9	279.9	293.5	309.1	314.4	324.0	337.3	592.7
7. Capital investment	56.6	55.9	57.0	63.2	68.3	79.0	83.3	139.7
8. Government collective spending	220.4	223.8	226.4	231.7	239.6	247.7	256.2	349.1
9. Imported goods from indirect spending	-47.0	-34.2	-33.4	-33.0	-32.5	-37.4	-38.9	-40.1
10. Induced	150.4	178.7	184.6	197.8	205.1	207.5	216.1	389.0
11. Total contribution of Travel & Tourism to GDP (= 5 + 6 + 7 + 8 + 9 + 10)	780.5	933.3	968.5	1,022.0	1,052.5	1,086.4	1,130.3	1,916.0
Employment impacts ('000) 12. Direct contribution of Travel & Tourism to employment	3.5	4.1	4.2	4.3	4.2	4.2	4.2	5.0
13. Total contribution of Travel & Tourism to employment	13.4	15.2	15.4	15.6	15.4	15.4	15.4	17.4
Other indicators **14.** Expenditure on outbound travel	412.4	417.3	420.9	428.7	454.9	467.5	477.0	821.3

*Concepts shown in this table align with the standard table totals as described in the *2008 Tourism Satellite Account: Recommended Methodological Framework* (TSA: RMF 2008) developed by the United Nations Statistical Division (UNSD), the Statistical Office of the European Communities (EUROSTAT), the Organisation for Economic Co-operation and Development (OECD) and the World Tourism Organization (UNWTO).

Historical data for concepts has been benchmarked to match reported TSA data where available.

The economic contribution of Travel & Tourism: Growth

Martinique Growth[1] (%)	2010	2011	2012	2013	2014	2015	2016E	2026F [2]
1. Visitor exports	7.1	33.3	3.9	5.7	1.6	4.1	2.6	3.8
2. Domestic expenditure (includes government individual spending)	5.6	6.5	3.9	0.1	-4.4	-4.5	1.2	2.7
3. Internal tourism consumption (= 1 + 2)	6.0	18.7	3.7	3.1	-0.9	0.4	2.0	3.3
4. Purchases by tourism providers, including imported goods (supply chain)	10.1	15.5	4.2	2.6	-1.9	1.0	2.0	3.2
5. Direct contribution of Travel & Tourism to GDP (= 3 + 4)	0.7	26.7	3.5	3.9	0.2	-0.4	2.0	3.7
Other final impacts (indirect & induced) 6. Domestic supply chain	0.7	26.7	3.5	3.9	0.2	-0.4	2.0	3.7
7. Capital investment	5.2	-1.7	0.7	9.3	6.6	11.8	3.3	3.2
8. Government collective spending	0.0	1.1	-0.2	1.0	1.9	0.0	1.4	1.1
9. Imported goods from indirect spending	10.9	-2.0	0.3	1.2	0.0	2.7	1.8	1.6
10. Induced	-3.5	18.3	2.0	5.7	2.2	-2.2	2.1	4.0
11. Total contribution of Travel & Tourism to GDP (= 5 + 6 + 7 + 8 + 9 + 10)	-1.5	19.1	2.4	4.1	1.5	-0.2	2.0	3.4
Employment impacts ('000) 12. Direct contribution of Travel & Tourism to employment	2.3	18.0	2.1	1.3	-2.2	0.4	0.1	1.7
13. Total contribution of Travel & Tourism to employment	-0.2	13.5	0.9	1.5	-1.6	0.3	-0.1	1.2
Other indicators **14.** Expenditure on outbound travel	3.6	0.8	-0.4	0.5	4.6	-0.7	0.0	3.5

[1]2009-2014 real annual growth adjusted for inflation (%); [2]2015-2025 annualised real growth adjusted for inflation (%)

GLOSSARY

KEY DEFINITIONS

TRAVEL & TOURISM
Relates to the activity of travellers on trips outside their usual environment with a duration of less than one year. Economic activity related to all aspects of such trips is measured within the research.

DIRECT CONTRIBUTION TO GDP
GDP generated by industries that deal directly with tourists, including hotels, travel agents, airlines and other passenger transport services, as well as the activities of restaurant and leisure industries that deal directly with tourists. It is equivalent to total internal Travel & Tourism spending (see below) within a country less the purchases made by those industries (including imports). In terms of the UN's Tourism Satellite Account methodology it is consistent with total GDP calculated in table 6 of the TSA: RMF 2008.

DIRECT CONTRIBUTION TO EMPLOYMENT
The number of direct jobs within Travel & Tourism. This is consistent with total employment calculated in table 7 of the TSA: RMF 2008.

TOTAL CONTRIBUTION TO GDP
GDP generated directly by the Travel & Tourism sector plus its indirect and induced impacts (see below).

TOTAL CONTRIBUTION TO EMPLOYMENT
The number of jobs generated directly in the Travel & Tourism sector plus the indirect and induced contributions (see below).

DIRECT SPENDING IMPACTS

VISITOR EXPORTS
Spending within the country by international tourists for both business and leisure trips, including spending on transport, but excluding international spending on education. This is consistent with total inbound tourism expenditure in table 1 of the TSA: RMF 2008.

DOMESTIC TRAVEL & TOURISM SPENDING
Spending within a country by that country's residents for both business and leisure trips. Multi-use consumer durables are not included since they are not purchased solely for tourism purposes. This is consistent with total domestic tourism expenditure in table 2 of the TSA: RMF 2008. Outbound spending by residents abroad is not included here, but is separately identified according to the TSA: RMF 2008 (see below).

GOVERNMENT INDIVIDUAL SPENDING
Spending by government on Travel & Tourism services directly linked to visitors, such as cultural services (eg museums) or recreational services (eg national parks).

INTERNAL TOURISM CONSUMPTION
Total revenue generated within a country by industries that deal directly with tourists including visitor exports, domestic spending and government individual spending. This does not include spending abroad by residents. This is consistent with total internal tourism expenditure in table 4 of the TSA: RMF 2008.

BUSINESS TRAVEL & TOURISM SPENDING
Spending on business travel within a country by residents and international visitors.

LEISURE TRAVEL & TOURISM SPENDING
Spending on leisure travel within a country by residents and international visitors.

INDIRECT AND INDUCED IMPACTS

INDIRECT CONTRIBUTION
The contribution to GDP and jobs of the following three factors:

- **CAPITAL INVESTMENT:** Includes capital investment spending by all industries directly involved in Travel & Tourism. This also constitutes investment spending by other industries on specific tourism assets such as new visitor accommodation and passenger transport equipment, as well as restaurants and leisure facilities for specific tourism use. This is consistent with total tourism gross fixed capital formation in table 8 of the TSA: RMF 2008.

- **GOVERNMENT COLLECTIVE SPENDING:** Government spending in support of general tourism activity. This can include national as well as regional and local government spending. For example, it includes tourism promotion, visitor information services, administrative services and other public services. This is consistent with total collective tourism consumption in table 9 of TSA: RMF 2008.

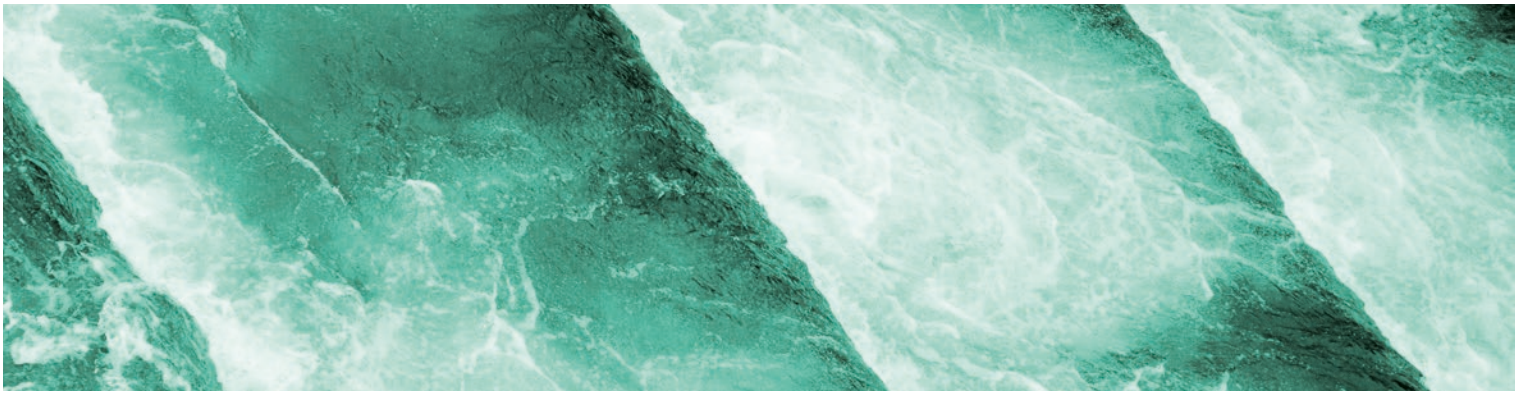
- **SUPPLY-CHAIN EFFECTS:** Purchases of domestic goods and services directly by different industries within Travel & Tourism as inputs to their final tourism output.

INDUCED CONTRIBUTION
The broader contribution to GDP and employment of spending by those who are directly or indirectly employed by Travel & Tourism.

OTHER INDICATORS

OUTBOUND EXPENDITURE
Spending outside the country by residents on all trips abroad. This is fully aligned with total outbound tourism expenditure in table 3 of the TSA: RMF 2008.

FOREIGN VISITOR ARRIVALS
The number of arrivals of foreign visitors, including same-day and overnight visitors (tourists) to the country.



METHODOLOGICAL NOTE

WTTC has an on-going commitment to align its economic impact research with the UN Statistics Division-approved 2008 Tourism Satellite Account: Recommended Methodological Framework (TSA:RMF 2008). This involves benchmarking of country reports to official, published TSAs. This year the Ecuador TSA was integrated for the first time, alongside new data for Austria, Bermuda, Canada, Czech Rep, Ecuador, France, Lithuania, Malaysia, New Zealand, Nicaragua, Qatar, South Africa, Switzerland, UK, and the USA.

In addition to producing data on 184 countries, WTTC also produces reports on 24 other regions, sub-regions and economic and geographic groups. This year, there are 8 reports for special economic and geographic groups.

ECONOMIC AND GEOGRAPHIC GROUPS

APEC (ASIA-PAC IFIC ECONOMIC COOPERATION)
Australia, Brunei, Canada, Chile, China, Hong Kong, Indonesia, Japan, South Korea, Malaysia, Mexico, New Zealand, Papua New Guinea, Peru, Philippines, Russian Federation, Singapore, Taiwan, Thailand, USA, Vietnam.

THE COMMONWEALTH
Anguilla, Antigua and Barbuda, Australia, Bahamas, Bangladesh, Barbados, Belize, Bermuda, Botswana, Brunei, Cameroon, Canada, Cayman Islands, Cyprus, Dominica, Ghana, Grenada, Guyana, India, Jamaica, Kenya, Kiribati, Lesotho, Malawi, Malaysia, Maldives, Malta, Mauritius, Mozambique, Namibia, Nigeria, New Zealand, Pakistan, Papua New Guinea, Rwanda, South Africa, Seychelles, Sierra Leone, Singapore, Solomon Islands, Sri Lanka, St Kitts and Nevis, St Lucia, St Vincent and the Grenadines, Swaziland, Tanzania, Tonga, Trinidad and Tobago, Uganda, UK, British Virgin Islands, Vanuatu, Zambia.

FORMER NETHERLANDS ANTILLES
Bonaire, Curacao, Sint Maarten, Saba and Sint Eustatius.

G20
Argentina, Australia, Brazil, Canada, China, European Union, France*, Germany*, India, Indonesia, Italy*, Japan, Mexico, Russian Federation, Saudi Arabia, South Africa, South Korea, Turkey, UK*, USA.

MEDITERRANEAN (MEDITERRANEAN TRAVEL ASSOCIATION)
Albania, Algeria, Bosnia Herzegovina, Croatia, Cyprus, Egypt, France, Greece, Israel, Italy, Jordan, Lebanon, Libya, Macedonia, Malta, Montenegro, Morocco, Portugal, Serbia, Slovenia, Spain, Syria, Tunisia, Turkey.

OAS (ORGANIZATION OF AMERICAN STATES)
Argentina, Antigua and Barbuda, Bahamas, Barbados, Belize, Bolivia, Brazil, Canada, Chile, Colombia, Costa Rica, Cuba, Dominican Republic, Dominica, Ecuador, El Salvador, Grenada, Guatemala, Guyana, Haiti, Honduras, Jamaica, Mexico, St Kitts and Nevis, Nicaragua, Panama, Paraguay, Peru, St Lucia, St Vincent and the Grenadines, Suriname, Trinidad and Tobago, USA, Uruguay.

OECD (ORGANISATION FOR ECONOMIC CO-OPERATION AND DEVELOPMENT)
Australia, Austria, Belgium, Canada, Chile, Czech Republic, Denmark, Estonia, Finland, France, Germany, Greece, Hungary, Iceland, Ireland, Israel, Italy, Japan, South Korea, Luxembourg, Mexico, Netherlands, New Zealand, Norway, Poland, Portugal, Slovak Republic, Slovenia, Spain, Sweden, Switzerland, Turkey, UK, USA.

OTHER OCEANIA
American Samoa, Cook Islands, French Polynesia, Guam, Marshall Islands, Micronesia (Federated States of), New Caledonia, Niue, Northern Mariana Islands, Palau, Samoa, Tuvalu.

PACIFIC ALLIANCE
Chile, Colombia, Mexico, Peru.

SADC (SOUTHERN AFRICAN DEVELOPMENT COMMUNITY)
Angola, Botswana, Democratic Republic of Congo (DRC), Lesotho, Madagascar, Malawi, Mauritius, Mozambique, Namibia, Seychelles, South Africa, Swaziland, Tanzania, Zambia, Zimbabwe.

*included in European Union

ECONOMIC IMPACT REPORTS:

REGIONS, SUB REGIONS & COUNTRIES

WORLD

REGION	SUB REGION	COUNTRY
AFRICA	NORTH AFRICA	Algeria
		Egypt
		Libya
		Morocco
		Tunisia
	SUB-SAHARAN	Angola
		Benin
		Botswana
		Burkina Faso
		Burundi
		Cameroon
		Cape Verde
		Central African Republic
		Chad
		Comoros
		Democratic Republic of Congo
		Ethiopia
		Gabon
		Gambia
		Ghana
		Guinea
		Ivory Coast
		Kenya
		Lesotho
		Madagascar
		Malawi
		Mali
		Mauritius
		Mozambique
		Namibia
		Niger
		Nigeria
		Republic of Congo
		Reunion
		Rwanda
		Sao Tome & Principe
		Senegal
		Seychelles
		Sierra Leone
		South Africa
		Sudan
		Swaziland
		Tanzania
		Togo
		Uganda
		Zambia
		Zimbabwe

REGION	SUB REGION	COUNTRY
AMERICAS	CARIBBEAN	Anguilla
		Antigua & Barbuda
		Aruba
		Bahamas
		Barbados
		Bermuda
		Cayman Islands
		Cuba
		Former Netherlands Antilles
		Dominica
		Dominican Republic
		Grenada
		Guadeloupe
		Haiti
		Jamaica
		Martinique
		Puerto Rico
		St Kitts & Nevis
		St Lucia
		St Vincent & the Grenadines
		Trinidad & Tobago
		UK Virgin Islands
		US Virgin Islands
	LATIN AMERICA	Argentina
		Belize
		Bolivia
		Brazil
		Chile
		Colombia
		Costa Rica
		El Salvador
		Ecuador
		Guatemala
		Guyana
		Honduras
		Nicaragua
		Panama
		Paraguay
		Peru
		Suriname
		Uruguay
		Venezuela
	NORTH AMERICA	Canada
		Mexico
		USA

REGION	SUB REGION	COUNTRY
ASIA-PACIFIC	NORTHEAST ASIA	Japan
		China
		Hong Kong
		South Korea
		Macau
		Taiwan
		Mongolia
	OCEANIA	Australia
		New Zealand
		Fiji
		Kiribati
		Other Oceania
		Papua New Guinea
		Solomon Islands
		Tonga
		Vanuatu
	SOUTH ASIA	Bangladesh
		India
		Maldives
		Nepal
		Pakistan
		Sri Lanka
	SOUTHEAST ASIA (ASEAN)	Brunei
		Cambodia
		Indonesia
		Laos
		Malaysia
		Myanmar
		Philippines
		Singapore
		Thailand
		Vietnam
EUROPE	EUROPEAN UNION	Austria
		Belgium
		Bulgaria
		Croatia
		Cyprus
		Czech Republic
		Denmark
		Estonia
		Finland
		France
		Germany
		Greece
		Hungary
		Ireland
		Italy
		Latvia

REGION	SUB-REGION	COUNTRY
EUROPE	EUROPEAN UNION	Lithuania
		Luxembourg
		Malta
		Netherlands
		Poland
		Portugal
		Romania
		Slovakia
		Slovenia
		Spain
		Sweden
		UK
	OTHER EUROPE	Albania
		Armenia
		Azerbaijan
		Belarus
		Bosnia Herzegovina
		Georgia
		Iceland
		Kazakhstan
		Kyrgyzstan
		Macedonia
		Moldova
		Montenegro
		Norway
		Russian Federation
		Serbia
		Switzerland
		Turkey
		Ukraine
		Uzbekistan
MIDDLE EAST		Bahrain
		Iran
		Iraq
		Israel
		Jordan
		Kuwait
		Lebanon
		Oman
		Qatar
		Saudi Arabia
		Syria
		UAE
		Yemen

WORLD TRAVEL & TOURISM COUNCIL

The World Travel & Tourism Council is the global authority on the economic and social contribution of Travel & Tourism.

WTTC promotes sustainable growth for the sector, working with governments and international institutions to create jobs, to drive exports and to generate prosperity. Council Members are the Chairs, Presidents and Chief Executives of the world's leading, private sector Travel & Tourism businesses.

Together with its research partner, Oxford Economics, WTTC produces annual research that shows Travel & Tourism to be one of the world's largest sectors, supporting 285 million jobs and generating 9.8% of global GDP in 2015. Comprehensive reports quantify, compare and forecast the economic impact of Travel & Tourism on 184 economies around the world. In addition to the individual country reports, WTTC produces a world report highlighting global trends and 24 further reports that focus on regions, sub-regions and economic and geographic groups. To download reports or data, please visit **www.wttc.org**

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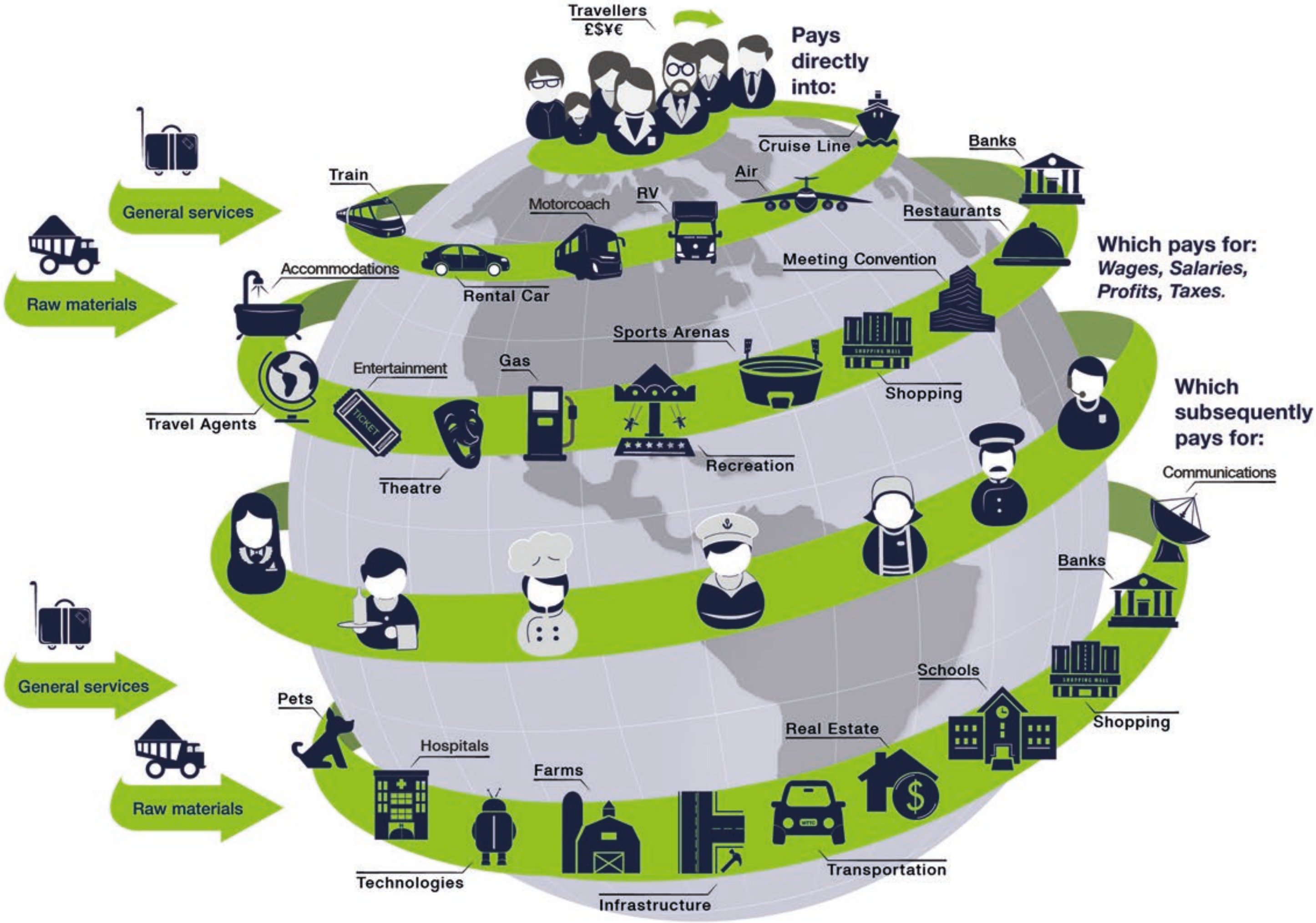
Email: **cegan@oxfordeconomics.com**

TRAVEL PAYS

HOW MONEY TRAVELS



THE AUTHORITY ON WORLD TRAVEL & TOURISM

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