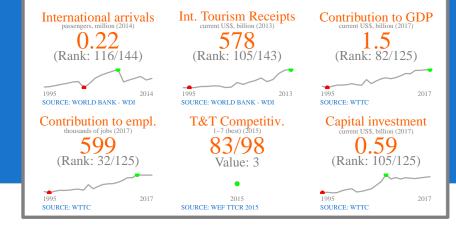
Tourism 360

# Madagascar

Country Snapshot



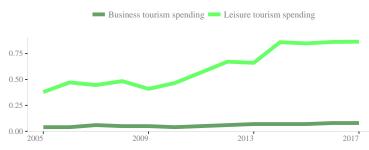
#### **TOURISM DEMAND**

PASSENGER ARRIVALS, in millions



SOURCE: WORLD BANK - WDI

#### TOURISM EXPENDITURE BY PURPOSE, current \$US billion



SOURCE: WTTC

#### RESOURCE BASE

**CULTURAL RESOURCES** 

Tourist service infrast. 74/98 Value: 2.9

1-7 (best) (2015)

Cultural resour. & business travel

1-7 (best) (2015)

SOURCE: WEF TTCR 2015

NATURAL RESOURCES

Natural resources 58/98 Value: 2.6

1-7 (best) (2015)

Natural and cultural res. subindex

1-7 (best) (2015)

67/98 Value: 2

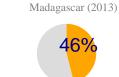
SOURCE: WEF TTCR 2015

## TOURISM ECONOMIC INDICATORS — COMPETITIVENESS

Value: 1.4

67/97

TRAVEL SERVICES, % of commercial service exports



SSF (average, 2013)

INTERNATIONAL TOURISM RECEIPTS, % of total exports SSF (average, 2013)

Madagascar (2013)

18%

T&T policy & enabling cond. Environmental sustain. Health & hygiene Price competitiv. HR & labour mkt ICT readiness Prioritiz. of T&T Madagascar ● SSF World

SOURCE: WEF TTCR 2015

SOURCE: WORLD BANK - WDI

### TOURISM ECONOMIC INDICATORS

#### DIRECT v. TOTAL CONTRIBUTION CAPITAL INVESTMENT, current \$US billion Total contribution to Internal T&T consumption 1.5 43.6% GDP, current US\$, billion-0.7 (Rank: 89/125) (2017)(2017) Total contribution to employment, thousands of-599.4 5% jobs (2017) Domestic tourism spending 0.2(Rank: 92/125) Direct contribution to GDP, current US\$, billion-0.6 15.8% (2017) (2017)Direct contribution to Capital investment 204.7 1.7% employment, thousands of-0.1(Rank: 101/125) jobs (2017) (2017)SOURCE: WTTC SOURCE: WTTC INTERNATIONAL TOURISM, in \$US (\*) ACCESS AND TRANSPORT International tourism, 574 receipts for travel items-Air transport infrast. (2013)Value: 1.9 International tourism, receipts for passenger-4 1-7 (best) (2015) transport items (2013) International tourism. 134 expenditures for travel items-(2013)Ground & port infrast. Value: 2.4 International tourism, expenditures for passenger transport items (2013) 1-7 (best) (2015) SOURCE: WEF TTCR 2015 SOURCE: WORLD BANK - WDI OTHER COMPETITIVENESS INDICATORS Price competitiv. Prioritiz, of T&T 35/98 Value: 4.9 Value: 4.5 1-7 (best) (2015) 1-7 (best) (2015) **Business** envmnt HR & labour mkt

(\*) Receipt for travel items: These expenditures by international inbound visitors, or in their behalf, to purchase goods and services in the reporting economy. Receipts for passenger transport items: These are expenditures by international inbound visitors for all services provided in the international transportation by resident carriers and passenger services performed within an economy by nonresident carriers.

1-7 (best) (2015)

SOURCE: WEF TTCR 2015

Value: 3.9



1-7 (best) (2015)

SOURCE: WEF TTCR 2015

85/98

Value: 3.8