

GUADELOUPE

2021 Annual Research: Key Highlights¹

Global Data



Total GDP contribution:

2019

10.4%

USD 9,170 BN

2020

5.5%

USD 4,671 BN



Total Travel & Tourism jobs:

2019

334 MN

= 1 in 10 jobs

2020

272 MN

= 1 in 11 jobs

Total Travel & Tourism GDP change in 2020:

-49.1%

=USD -4,498 BN

Global Economy GDP change:

-3.7%

1 in 4 net new jobs
were created by Travel &
Tourism during 2014-2019



Change in Jobs in 2020²

-61.6 MN
-18.5%

Guadeloupe Key Data

2019

2020



Total contribution of Travel & Tourism to GDP:

9.5%

of Total
Economy

Total T&T GDP = EUR909.7MN
(USD1,038.6MN)

4.3%

of Total
Economy

Total T&T GDP = EUR382.4MN
(USD436.6MN)

-58.0%

Change in Travel
& Tourism GDP
vs -8.0% real
economy GDP
change



Total contribution of Travel & Tourism to Employment:

13.3

Jobs (000s)
(11.1 % of total employment)

9.9

Jobs (000s)
(8.7 % of total employment)

Change in jobs²:

-25.8%

-3.4 (000s)



Visitor Impact
International:

EUR **442.7 MN**

Visitor spend
31.3% of total exports (USD505.4MN)

EUR **113.7 MN**

Visitor spend
14.7% of total exports (USD129.8MN)

Change in
international visitor
spend:

-74.3%

-USD 375.6 MN

Domestic:

EUR **245.8 MN**

Visitor spend
(USD 280.6MN)

EUR **150.3 MN**

Visitor spend
(USD 171.6MN)

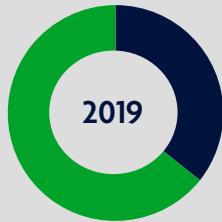
Change in domestic
visitor spend:

-38.9%

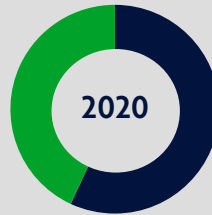
-USD 109.1 MN

Guadeloupe Sector Characteristics

Domestic vs International Spending:

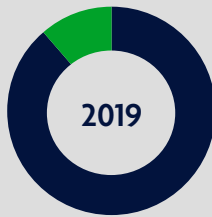


- Domestic Spending: USD 280.6MN (36%)
- International Spending: USD 505.4MN (64%)

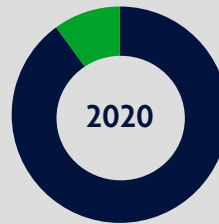


- Domestic Spending: USD 171.6MN (57%)
- International Spending: USD 129.8MN (43%)

Leisure vs Business Spending:



- Leisure Spending: USD 696.9MN (89%)
- Business Spending: USD 89.2MN (11%)



- Leisure Spending: USD 271.2MN (90%)
- Business Spending: USD 30.3MN (10%)

Inbound Arrivals³

2019	2020
1. France 92%	1. France 88%
2. United States 2%	2. Belgium 3%
3. Belgium 1%	3. United States 2%
4. Germany 0.8%	4. Germany 1%
5. Dominica 0.8%	5. Dominica 1%
Rest of world 3%	Rest of world 4%

Outbound Departures³

2019	2020
1. Martinique 56%	1. Martinique 76%
2. Dominica 19%	2. Dominica 10%
3. United States 11%	3. United States 4%
4. Dominican Republic 5%	4. Barbados 1%
5. Canada 3%	5. Philippines 1%
Rest of world 6%	Rest of world 7%

1. All values are in constant 2020 prices & exchange rates. As reported in March 2021

2. Where the country or region has implemented job support schemes and supported jobs are still recorded as employment by national statistical authorities, job losses exclude those supported jobs (where known)

3. Source: Oxford Economics, national sources and UNWTO