

BARBADOS

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%

Barbados Key Data

2019

2020



Total contribution of Travel & Tourism to GDP:

29.6% of Total Economy

Total T&T GDP = BBD3,140.6MN
(USD1,570.3MN)

17.9% of Total Economy

Total T&T GDP = BBD1,459.3MN
(USD729.7MN)

-53.5%

Change in Travel & Tourism GDP vs -23.1% real economy GDP change



Total contribution of Travel & Tourism to Employment:

46.3

Jobs (000s)
(37.2 % of total employment)

34.2

Jobs (000s)
(34.4 % of total employment)

Change in jobs²:

-26.1%

-12.1 (000s)



Visitor Impact International:

BBD 2,575.3 MN

Visitor spend
64.8% of total exports (USD1,287.6MN)

BBD 1,090.2 MN

Visitor spend
44.4% of total exports (USD545.1MN)

Change in international visitor spend:

-57.7%

-USD 742.5 MN

Domestic:

BBD 265.0 MN

Visitor spend
(USD 132.5MN)

BBD 159.7 MN

Visitor spend
(USD 79.8MN)

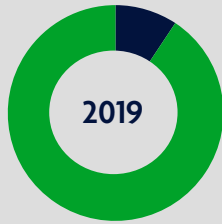
Change in domestic visitor spend:

-39.8%

-USD 52.7 MN

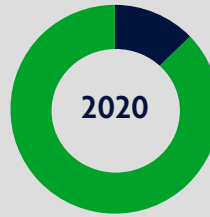
Barbados Sector Characteristics

Domestic vs International Spending:



● Domestic Spending:
USD 132.5MN (9%)

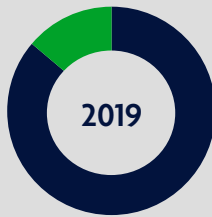
● International Spending:
USD 1,287.6MN (91%)



● Domestic Spending:
USD 79.8MN (13%)

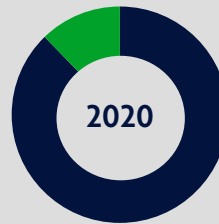
● International Spending:
USD 545.1MN (87%)

Leisure vs Business Spending:



● Leisure Spending:
USD 1,223.7MN (86%)

● Business Spending:
USD 196.5MN (14%)



● Leisure Spending:
USD 548.3MN (88%)

● Business Spending:
USD 76.7MN (12%)

Inbound Arrivals³

2019	2020
1. United Kingdom 34%	1. United Kingdom 32%
2. United States 30%	2. United States 26%
3. Canada 12%	3. Canada 13%
4. Trinidad and Tobago 4%	4. Trinidad and Tobago 6%
5. St Vincent & Grenadines 2%	5. Jamaica 2%
Rest of world 17%	Rest of world 22%

Outbound Departures³

2019	2020
1. United States 39%	1. United States 25%
2. Canada 11%	2. Trinidad and Tobago 13%
3. Trinidad and Tobago 9%	3. St Lucia 9%
4. France 8%	4. France 7%
5. St Lucia 6%	5. Jamaica 6%
Rest of world 27%	Rest of world 40%

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