MALAWI 2020 ANNUAL RESEARCH: KEY HIGHLIGHTS

GLOBAL DATA 2019

10.3% Total GDP contribution

330 MN Jobs globally (1 in 10 jobs)

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

Malawi 2019 Key Data

CONTRIBUTION OF TRAVEL & TOURISM TO GDP

6.7% OF TOTAL ECONOMY
Total T&T GDP = MWK389,421.0MN (USD523.1MN)

+3.2%
2019 Travel & Tourism GDP growth vs +3.0% real economy GDP growth

CONTRIBUTION OF TRAVEL & TOURISM TO EMPLOYMENT

525.9 JOBS (000’s)
(6.8% of total employment)

INTERNATIONAL VISITOR IMPACT

MWK32,649.6 MN in visitor spend (2.2% of total exports)
(USD43.9MN)

INBOUND ARRIVALS

1. MOZAMBIQUE 31%
2. ZAMBIA 14%
3. ZIMBABWE 13%
4. UNITED KINGDOM 13%
5. IRELAND 1%
REST OF WORLD 28%

OUTBOUND DEPARTURES

1. ZIMBABWE 59%
2. SOUTH AFRICA 25%
3. ZAMBIA 5%
4. TANZANIA 5%
5. BOTSWANA 1%
REST OF WORLD 5%

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

SECTOR CHARACTERISTICS (2019)

- LEISURE SPENDING 25%
- BUSINESS SPENDING 75%
- DOMESTIC SPENDING 91%
- INTERNATIONAL SPENDING 9%

1All values are in constant 2019 prices & exchange rates
As reported in March 2020