Malawi 2020 Annual Research: Key Highlights

Global Data 2019

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

MWK32,649.6MN

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%

Sector Characteristics (2019)

Leisure Spending 25%
Business Spending 75%
Domestic Spending 91%
International Spending 9%

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

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