**MALAYSIA**

**2020 ANNUAL RESEARCH: KEY HIGHLIGHTS**

**GLOBAL DATA 2019**

- **10.3%**
  - Total GDP contribution

- **330MN**
  - Jobs globally (1 in 10 jobs)

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:

- Mining
- Automotive
- Agriculture
- Travel & Tourism
- Retail
- Financial Services

**MALAYSIA 2019 KEY DATA**

**CONTRIBUTION OF TRAVEL & TOURISM TO GDP**

- **11.5%** OF TOTAL ECONOMY
- Total T&T GDP = MYR173.3BN (USD41.8BN)
- 2019 Travel & Tourism GDP growth vs +4.4% real economy GDP growth

**CONTRIBUTION OF TRAVEL & TOURISM TO EMPLOYMENT**

- **2,216.7** JOBS (000’s)
  - (3.5% of total employment)

**INTERNATIONAL VISITOR IMPACT**

- **MYR93.1BN**
  - in visitor spend (9.4% of total exports)
  - (USD22.5BN)

**INBOUND ARRIVALS**

1. SINGAPORE 46%
2. INDONESIA 12%
3. CHINA 9%
4. THAILAND 7%
5. BRUNEI 6%
REST OF WORLD 20%

**OUTBOUND DEPARTURES**

1. THAILAND 30%
2. INDONESIA 15%
3. CHINA 10%
4. SINGAPORE 7%
5. TAIWAN, CHINA 4%
REST OF WORLD 34%

**SECTOR CHARACTERISTICS (2019)**

- **LEISURE SPENDING**
  - 86%
- **BUSINESS SPENDING**
  - 14%
- **DOMESTIC SPENDING**
  - 49%
- **INTERNATIONAL SPENDING**
  - 51%

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