MALAYSIA
2020 ANNUAL RESEARCH: KEY HIGHLIGHTS

GLOBAL DATA 2019

10.3% Total GDP contribution

330MN 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

2.5%
3.5%

MALAYSIA 2019 KEY DATA

CONTRIBUTION OF TRAVEL & TOURISM TO GDP

11.5% OF TOTAL ECONOMY
Total T&T GDP = MYR173.3BN (USD41.8BN)

+6.6%
2019 Travel & Tourism GDP growth vs +4.4% real economy GDP growth

CONTRIBUTION OF TRAVEL & TOURISM TO EMPLOYMENT

2,216.7 JOBS (000’s)
(4.7% 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%

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