Malaysia 2020 Annual Research: Key Highlights

Global Data 2019

10.3% Total GDP contribution

2.5% Travel & Tourism growth

3.5% Travel & Tourism contribution to GDP

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

Global Data 2019 Key Data

Contribution of Travel & Tourism to GDP

11.5% of total economy

Total T&T GDP = MYR173.3BN (USD41.8BN)

Contribution of Travel & Tourism to Employment

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

2,216.7 JOBS (000’s)

(14.7% 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%
6. REST OF WORLD 20%

Outbound Departures

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

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

Sector Characteristics (2019)

- Leisure Spending: 86%
- Business Spending: 14%
- Domestic Spending: 49%
- International Spending: 51%

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