MALAYSIA
2020 ANNUAL RESEARCH: KEY HIGHLIGHTS

GLOBAL DATA 2019

10.3% Total GDP contribution

2.5% Travel & Tourism grew significantly more at 3.5%

While the global economy grew by 2.5%, Travel & Tourism grew significantly more at 3.5%.

330MN Jobs globally (1 in 10 jobs)

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

Malaysia 2019 Key Data

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

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%

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

SECTOR CHARACTERISTICS (2019)

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

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