Malaysia 2020 Annual Research: Key Highlights

Global Data 2019

- 10.3% Total GDP contribution
- 337.1 JOBS (000's)
- 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

Mali 2019 Key Data

- Contribution of Travel & Tourism to GDP: 8.2% of total economy
- Contribution of Travel & Tourism to Employment: 337.1 JOBS (000's) (8.4% of total employment)
- Visitor impact: XOF115.5BN in visitor spend (5.2% of total exports)

Inbound Arrivals

1. United States 19%
2. France 10%
3. Spain 9%
4. Italy 5%
5. United Kingdom 3%
Rest of World 54%

Outbound Departures

1. France 26%
2. Côte d'Ivoire 15%
3. Nigeria 11%
4. Morocco 9%
5. Senegal 7%
Rest of World 32%

Sector Characteristics (2019)

- Leisure Spending: 23%
- Business Spending: 77%
- Domestic Spending: 84%
- International Spending: 16%

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

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