MALI
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

Malaysia
0% 5% 10% 15%
Mining
Automotive
Agriculture
Travel & Tourism
Retail
Financial Services

MALI 2019 KEY DATA

CONTRIBUTION OF TRAVEL & TOURISM TO GDP

8.2% OF TOTAL ECONOMY
Total T&T GDP = XOF819.1BN (USD1,392.0MN)

+3.8%
2019 Travel & Tourism GDP growth vs +4.1% real economy GDP growth

CONTRIBUTION OF TRAVEL & TOURISM TO EMPLOYMENT

337.1 JOBS (000’s)
(8.4% of total employment)

INTERNATIONAL VISITOR IMPACT

XOF115.5BN in visitor spend (5.2% of total exports)
(USD196.2MN)

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
BUSINESS SPENDING
DOMESTIC SPENDING
INTERNATIONAL SPENDING

23%
77%
84%
16%

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

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