MALI
2020 ANNUAL RESEARCH: KEY HIGHLIGHTS

GLOBAL DATA 2019

10.3%
Total GDP contribution

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

330MN
Jobs globally (1 in 10 jobs)

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%

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

SECTOR CHARACTERISTICS (2019)

LEISURE SPENDING
23%

BUSINESS SPENDING
77%

DOMESTIC SPENDING
84%

INTERNATIONAL SPENDING
16%

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