MALI 2020 ANNUAL RESEARCH: KEY HIGHLIGHTS

GLOBAL DATA 2019

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:
- 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% 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%

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